

“that’smylife”

Qualitative  
research report on  
regional mums

Regional TV...Effective TV



## Grocery buyer with kids summary

Picture a busy mum lugging in the groceries before heading off to fetch the kids from school, racing them home for a quick snack, before going to afternoon soccer practice or jazz ballet, then back home to prepare a nutritious dinner. After the kids are in bed there's ironing to do, work to prepare for in the morning and then finally some time to sit down and unwind in front of the telly. Then picture weekends spent at the beach or bike riding with the kids, outings with the in-laws and maybe dinner with friends. Now you're getting pretty close to the profile of our regional grocery buyer with kids.

Three grocery buyers with children were interviewed, one each from Queensland, Tasmania and Victoria. They were selected according to the following requirements, which reflect the broader characteristics of this demographic in regional Australia:

- Aged 30 to 45 years
- Married with 2 or more kids
- Primary occupation homemaker / mum, may work part time
- Has interest in nutrition, education and wellbeing of family
- Can be local or seachanger
- Family has household income in middle range

Not surprisingly, life is all about children for these GB's. Everything from food to not travelling overseas is about the kids. So much so, that they do very little for themselves, something they feel is getting worse as their children grow up and develop their own calendars of activity.

Working even part time means they are extremely busy so while they prefer to cook things from scratch where they can, convenience items such as meal bases and sauces are a great stand by. Nutrition for their children is obviously paramount but some treats are OK. Fresh fruit and vegetables, three balanced meals a day and the odd snack is the norm.

They are lucky enough not have to work full-time yet still have substantial household incomes. Discretionary funds tend to go on the children but wine, home renovations, restaurants and furniture are listed as well.

Holidays are most likely to be self drive and within Australia. Overseas travel is seen as too difficult with young children and fears over safety highlighted by the more recent terrorism prone years, is likely to keep them on home soil.

When shopping, they buy on price before brand, with a few exceptions where quality is more important. For example, Huggies nappies are a must. They share the common view that while localism is ideal, at the end of the day price and convenience tends to win out. However, if all things were equal they are more likely to support companies or people that they feel are doing some good.

Generally they appreciate the area in which they live, particularly for the lifestyle benefits it brings to the kids such as beaches, parks, schools etc. They may not do a lot for themselves but their children tend to be involved in lots of activities and they have

their own support roles at school and sports. Community as a whole is important to them.

Their media consumption tends to vary from virtually none to a lot. TV is definitely number one although the amount of time they spend with it and the programs they watch has changed significantly since having children.

## Grocery buyer with kids 1

- Debbie, aged 39 years
- Married with 3 children, a boy 12, boy 10 and girl 6
- Employed part time (23 hrs p/wk - school hours), as an administration officer
- Personal income is approximately \$22k per annum
- Annual household income \$75-\$80k
- Husband is a sales rep for FMCG company
- Own home, mortgaged
- Lives in Maryborough, for past 13 years, Brisbane prior to that

*“I just have a thing about chips at school, lollies & what’s on their sandwich.”*

## Life in regional Australia

Debbie likes living in Maryborough because she’s close to family and beaches. Having previously lived in Brisbane she misses the shopping but not enough to make her want to ever go back to city living.

*“It’s family orientated. We’re 25 minutes drive from Harvey Bay, which is where my husband and I both work. We’re close to the beach, only 2.5 hours drive from Brisbane, Noosa is close by, we’ve got everything in pretty close proximity.”*

*“We moved because we’d just had our first baby and wanted to be near family and for work. The kids have one set of grandparents and one set of great grandparents living here.”*

*“I miss the shops and that sort of thing and there was always something happening. I don’t miss the rat-race, I don’t know how I ever put up with such crowds.”*

She dislikes the fact that the area has a fairly high unemployment rate, creating a lower socio-economic group of people. Like most mums she is mainly concerned about how it will affect her children who she worries about most in life.

*“Maryborough has a high unemployment rate so there are quite a few families around, how do I say it, that are, a very common word used around town is ‘feral’. The kids are mixing with these other kids at school who have different ideas of what is right and wrong, different types of behaviour and so forth.”*

*“Making sure the kids are doing ok at school, so they can get good jobs, afford their own home when they grow up and are happy in a job and not just working so they can pay the bills. I want them to work hard at school now.”*

She doesn't see herself ever moving but won't dismiss the idea. In five years time she sees herself still working and running the kids around.

*"Still working to pay for things for the kids, still in the same area, can't see us moving but you never know what is around the corner."*

## Lifestyle & leisure

The worst thing in Debbie's life is not having enough time. She works, her children play sport and her husband coaches, so that doesn't leave much time for herself.

*"It gets more hectic as the kids get older, they're more involved with things and it's more important for them to do well at school. They have their own little personal lives, so I'm running them here there and everywhere. Everyone said it is easier when they are a baby but I never believed that."*

*"Mainly the kids sport, my husband coaches soccer at the kids local level and area rep teams as well. They play touch football too but we're not really that involved other than going and watching."*

*"My daughter does jazz ballet and she is doing Little League, Aussie Rules learning the skills and things."*

*"I don't really get a lot (of leisure time). We've got a swimming pool so we go out to the pool, we go on an annual camping trip and we're renovating our house at the moment so that's about all the time we get."*

They own a Falcon XR6 but like to take advantage of her husband's company car whenever they can.

*"We go to beach and things with my husbands company car, it's a 4WD. The kids love the beach, I could never live far away from the beach. If we move it would have to be along the coastline, I would never move inland."*

## Grocery shopping

Debbie does a weekly grocery shop but usually has to do a top-up mid week as well. She is very conscious of what the kids eat but still lets them have the occasional treat.

*"The shopping centre is probably about 5km away, it has a Bi-Lo, Big W, Strand Bags, Prouds all those sort of things, about 30-35 shops. I normally do a weekly grocery shop and a top-up."*

*"I buy a lot of fruit, I try to buy plain biscuits as opposed to cream biscuits, we have lollies in the pantry, a bag of chips but they're limited to what they can have. I don't even let them have a honey sandwich because it sticks to their teeth. They have either cold meat or vegemite and cheese or something like that, they're just not allowed to have honey or jam."*

*“I place a fair bit of emphasis (on nutrition) but I’m not overly strict either, I just have a thing about chips at school, lollies and what’s on their sandwich. They take fruit every day, they eat breakfast, usually cereal like Weetbix or Nutrigrain. They have treats because they eat well too and are involved in sport. They’re definitely not obese children!”*

For dinner she likes to provide a combination of food groups. They buy take-away once a fortnight and eat out around once per month.

*“Dinner would be steak and veggies, steak and salad, spaghetti bolognese, taco’s, shepherd’s pie that sort of thing.”*

Debbie tends to buy on price more than brand and while she doesn’t go out of her way for it, she does like to support Australian made products if she can. She’s prepared to sacrifice on localism for convenience.

*“I buy particular brands for some things but price is a fairly big factor. At the moment I’m spending about \$300 a week at the supermarket so if I see something cheap I’m going to give it a go.”*

*“I bought some tinned passionfruit the other day and it was made in some odd place, its pretty weird that you can’t buy passionfruit from Australia. I don’t go specifically looking but if it’s predominantly marked and it’s about the same price as everything else then I’d go for that. I’m not going to go searching on packets to see if it is Australian made.”*

*“I would probably tend to buy something if it was local. If it were twice the price of something else then I’d probably go for the other item. Meat is a supermarket purchase, fruit and veg is half and half between the local supplier and the supermarket. It’s the convenience of being able to get it all in one place. The local fruit market is usually cheaper but they only open Thursday, Friday and Saturday so it’s just not very convenient to shop there.”*

## Spending

Debbie says they compensate for rising interest rates and petrol prices in two ways, they buy more on credit and they use her husband’s company car as much as possible. While the tax cuts are nice, they haven’t made much difference to their bottom line.

*“We drive my husband’s car whenever we can and use the credit card more and pay it off to help. You have in the back of your mind to cut spending down but it is hard to always do.”*

*“They reduce the tax but everything else goes up.”*

She says they don’t have a lot of discretionary income but has bought a number of new items for the home and kids.

*“It goes on clothes and the kids sport, especially when they make rep teams. Our eldest son, we have spent maybe \$3000 on his playing sport for the rep*

*team but I'd put it on the credit card and pay it off rather than hold them back."*

*"Furniture and things around the house, I like to update things. Recently we purchased a couple of things for the dining room like a sideboard type thing. We have also bought a portable DVD that you can take in the car. We need a new TV but that will come when the other one dies. The one we have now is just hanging in there."*

They generally only travel within a few hours drive of home but if Debbie could go anywhere, it would be on a family trip across the United States or Europe.

*"I've been to Melbourne a couple of times with the kids, we probably only travel Gold Coast, Sunshine Coast, Rockhampton, not a long way a way, for family."*

*"Certainly overseas, Europe or the States if it was all expenses paid. Many many years ago before the kids we used to have an annual 2 week holiday in Fiji, I think that is as far as I've got."*

## Media consumption

Debbie enjoys listening to the radio and watching FTA TV. She also flicks through the local paper and generally buys the Sunday Mail along with the occasional woman's magazine. She rarely goes to the cinema but the kids do. And she uses the internet for banking and the occasional email.

*"TV, the radio is on in my car going to and from work, half an hour in the morning, then half an hour in the afternoon. I often play the radio on the weekend too. And I mean obviously the TV is on when no-one's even watching it!"*

*"We all sit down and watch a bit of TV at night. The kids probably watch 3 hours a day and I probably get two hours a day. It's always on for Home and Away. I tend to watch All Saints, Backyard Blitz sort of shows and football's always on when it is football season."*

*"The local free paper that gets delivered every week, I flick through that just to see what's going on. I probably only buy one paper a fortnight unless there is something specific in it that I want. I usually only buy the Sunday paper because there is more reading but again I probably don't read it as much as my husband."*

*"I read magazines, I buy the Cleo occasionally, maybe the Women's Weekly or Woman's Day. I don't religiously buy them but there's usually a reasonably current one lying around somewhere."*

She occasionally watches the news but doesn't really care if it's local or national. She doesn't think her media habits have changed much at all in recent years and feels they are unlikely to change in the future either.

*“I watch the news if I can fight the kids to not watch the Simpson’s. Generally I’m cooking tea or something at that stage so sometimes the TV’s on but I don’t specifically sit and watch the news. Again it’s timing, I am more interested in the local although the national is good as well but I don’t really have a preference over one.”*

## Grocery buyer with kids 2

- Tina, aged 35 years
- Married with 2 children, aged 4 and 5 years
- Works one day per-week at local childcare centre
- Husband is a Business Manager
- Annual household income approximately \$100k
- Lives in Hobart
- In same house for past 10 years and same suburb 5 years prior
- Own home, slight mortgage

*“Nutritional meals but also quick convenience & healthy snacks for the kids.”*

## Life in regional Australia

Tina has nothing bad to say about Hobart. Her only real concerns are for things like safety and what the future holds for her children.

*“I like the closeness, proximity of schools, beaches, bike track. We have lovely views and it’s only 10 minutes to the city. Everything we need is close by.”*

*“I guess it concerns me what the future holds. Pollution and a few issues going on, terrorism, the safety of the kids and us, I worry about that.”*

*“Schooling is always a bit of an issue, the local primary schools in the area very good but the local high schools probably fluctuate a bit more so we’ll certainly need to look at schooling later on and we may consider private schools.”*

Her immediate family are obviously the most important people in her life but she considers herself lucky to be so close to her extended family as well.

*“The family in general, ultimately the immediate family, my husband and children but we have a very close relationship with both sides of the family. We get together regularly with both sides of the family. They’re very close by, we’re lucky.”*

Life has changed dramatically for Tina since having children, all for the better. In the future jobs may change but not much else.

*“5 years ago I worked full time, we had a double income with no kids. We then had 2 children. No negatives but it took us a while to adjust to the income changes. In the meantime my husband changed jobs and got a fairly large salary increase so that kind of counteracted that a little bit I guess. We made the choice for me to finish work and stay at home and I wouldn’t change it.”*

*“5 years ahead I guess I will be working more. I can’t see us moving from here in a hurry. My husband is pretty keen to change jobs in about 5 years, in*

*another field, maybe in another job. As far as what I'm doing it's probably just the teaching thing a little bit more of that, the kids will be at school."*

## Lifestyle & leisure

Tina is heavily involved with her son's kindergarten and enjoys the fact that she's been able to stay at home and be mum. The only downside is balancing her husband's workload.

*"I guess we are at a really safe, stable period in our lives. Everyone's got really good health, the kids are having fun, we're doing really well financially, I've luckily got the choice to stay home and keep looking after the kids."*

*"Probably balancing family life with my husband's work hours, he does have a quite high level job and that takes him out of the house a lot. He's probably not at home quite as much as he would like. That can get very hectic."*

Life is generally really busy for them all. To relax they like to spend time together as a family, something they have more time to do over the holidays.

*"The amount of things that are on, everybody in the family has their own commitments, as the kids get older their list grows. It's really hard sometimes to say, no we won't go there, because everyone's tired and had enough."*

*"The kids have quite busy days, they do swimming and one of them goes to kindergarten. The other one does dancing and playgroup. They go to lots of activities."*

*"We would take the kids on their bikes along the bike track, so bike riding, swimming, going to the beach, that sort of stuff. Hopefully this time of year we might get more of a chance."*

## Grocery shopping

Tina shops once per week. She looks for nutrition and convenience so rarely buys take-away preferring to cook meals from scratch where possible.

*"I look for nutritional meals but also quick convenience and healthy snacks for the kids, fruit and variety."*

*"Snacks include cruskets, rice cakes, fruit, fruit bread, cheese, yoghurt and very occasionally we make biscuits, we rarely buy sweet biscuits at all or cakes or anything like that, occasionally we'll cook them."*

*"I buy quite a few jars of sauces and Chicken Tonight, pasta sauce in jars. I find them a really good standby. If you're in a hurry you can still have a reasonably nutritious meal of pasta and sauce and it only takes a few minutes to prepare rather than going and getting takeaway. I prefer to cook from scratch most nights but especially this time of year I will probably be falling back on the sauces."*

*“Takeaway probably once every 3 weeks and at busier times of year a bit more, still probably only once every 2 weeks. I’d still prefer to buy stuff from the supermarket and make a quick meal rather than buying takeaway.”*

She knows which brands she likes but tends to shop based on price most of the time. She buys store brands where quality isn’t an issue but rattles off a list of favourites where it is.

*“Over the years you get to know the best brands but if there’s something on special I’d probably buy that over a preferred brand.”*

*“For cooking products like sugar and stuff, I usually buy Home Brand because I find it doesn’t make much difference to the end product.”*

*“Kellogg’s for cereal is a preferred, nappies over the years, we’re not so much into them now but Huggies nappies when the kids were little were the most expensive but most definitely the best. As they got older we started buying the cheaper brands because they didn’t need the more expensive ones. Johnson and Johnson bathroom products and baby stuff. For snacks there is generally only one brand available for each. For cheese and yoghurt, once again it is what’s on special or what the kids like and they’re fairly picky. Cheese, Kraft I suppose because the kids like them and Coon for the block cheese. I think I buy Home Brand grated cheese. Bread it depends what’s on special really, I don’t have any particular favourites.”*

Pester power works!

*“If they come shopping with me it probably dictates differently than if I went on my own. Not horrendously but every now and then I’ll let them pick a yoghurt so my daughter will pick one with Bratz or something on them and my son will pick Bob the Builder or those with boy type things on them.”*

Tina likes to buy Australian made products and fresh local produce but price and convenience still tend to win out.

*“I guess for fresh produce but not so much for the other stuff. I’d probably prefer to support the local thing in theory but when it comes to dollar value you can’t always.”*

*“Very rarely do I buy things that are made overseas but in saying that I shop at Country Wide supermarkets every now and again and I know they import a lot of overseas frozen products but they’re so much cheaper. They have frozen raspberries imported from some other country and they’re so cheap to keep in the freezer for the kids to use on ice-cream and that sort of thing, they just love them.”*

## Spending

Tina says they are lucky to be largely unaffected by interest rate and petrol price rises. They only have a very small mortgage and her husband's car is a company one so they don't pay for fuel. They are fortunate to have quite a lot of discretionary funds for both the children's activities and themselves.

*"The kids have a lot of activities they are involved in so you pay for swimming lessons, dancing lessons, then week to week they go to play group, which you pay fees for. We like to go out every weekend as a family and go to the local coffee shop and have a coffee. Alcohol, we quite like wine. We'll have a bottle of wine, probably two or three a week. I'm a member of the gym so I get that through my husbands work. He pays but probably at a reduced rate. My husband has a fairly large CD collection I guess, he got an iPod for his birthday recently."*

*"Most recent big purchase would probably be the coffee machine. We haven't bought furniture so much in recent times, we've been here for so long that we're pretty much set up but we've bought probably more luxury items in the last years and we've had to update a few things like the heater."*

They also like to go on a family vacation each year, always within Australia because of the safety, convenience and variety.

*"We like to go camping, once a year we go interstate. If we're camping in Tasmania we borrow my parents caravan. Interstate we stay at accommodation places."*

*"On an expenses paid holiday I'd go to a QLD island. I like the idea of a relaxing, real holiday, a real break where you are somewhere that you don't feel like you have to go off and do things all the time."*

*"I don't have a desire at all to go overseas, we spend most of our time travelling in Australia, we've seen the bottom of Australia, there's just so much to see and do here. I guess we've got younger children and the problems with travelling internationally now have probably deterred me from doing that at the moment. I just think it's safer and less hassle to travel with children in Australia."*

## Media consumption

Tina listens to the radio in the car and watches TV at night to relax. She rarely goes to the cinema, maybe once per year and only reads magazines when on holidays. She gets the local paper delivered daily because she doesn't like to watch the TV news in front of her children.

*"I prefer the kids don't watch the news, I don't think they need to see what's on half the time, I'm quite adamant about that. I like watching the news but I won't have it on when they're around."*

*“When the kids are in bed I like sitting and watching a few shows and while I’m doing stuff around the house like the ironing. I guess that’s my kind of tune-out time of a night, I don’t watch anything particularly stimulating.”*

Since having children she spends less time watching TV but doesn’t expect any further changes in the future.

*“I have probably had less time to watch the TV in recent years. In the future I can see myself using the internet more, as the kids get older its more of an educational tool for them to use as well and that’s probably when I’ll get more involved. As for other media, I don’t see that changing much.”*

## Grocery buyer with kids 3

- Carol, aged 34 years
- Married with 2 kids, 5½ & 2½ years
- She works part time as a Podiatrist
- Personal income approximately \$35k per annum
- Approximate annual household income \$85k
- Lived in Bendigo for past 13 years,
- Grew up in the country, went to Melbourne for university
- Own house, small mortgage to cover renovations

*“Life is just all about kids now.”*

## Life in regional Australia

Carol loves her house and being close to Melbourne but truth be told, having grown up in very small towns, Bendigo is actually a bit big for her.

*“I love my house, I love it. It’s a federation home with bay windows and lead lights and all that sort of stuff.”*

*“I do like the fact that it is less than an hour to my parent’s home and only an hour and a half to Melbourne. I do love the whole Melbourne thing, we just don’t want to live in it. It’s all about the food.”*

*“Bendigo is a bit big for me. I don’t like that there’s no strip shopping. I like that small size town where you park once and you just go to your little local butcher or your little fruit and veggie. Here you have to go to a big supermarket in order to do your thing or you have to drive to a million locations to find your little butcher and fruit and veggie, they’re far apart and you can’t just park at them.”*

Life has changed significantly in the past five years. Her children are the best thing in her life but she misses being in control of her life, going to work two days per week provides her with some sanity. Carol and her husband are contemplating buying an organic whole foods store so she thinks life may have changed yet again five years on.

*“In every way. It’s just all about kids now I think, so that everything you do is completely changed and the way you do it is completely changed. Not working full time, so that’s completely different as well. And I did all those years while I was young just going out and drinking and I really didn’t do anything for anyone else.”*

*“Just stay here and go on holidays and stuff, I’m happy with that. If we buy this business that we’re looking at buying at the moment then I’m sure everything will be a bit different, we’ll probably have less leisure time and more time will be spent in that business and involving the kids in that.”*

*“The worst thing is not feeling like I’m in control. I like to be in control and now I never feel like I have anything finished, never. I love going to work two days a week and it’s not because it takes me away from the kids. It’s the fact that I just have a half hour appointment and at the end of each appointment it’s a closed book. Everything is just so boxed and sorted.”*

Carol is very concerned about the state of the world and consumerism in particular. For this reason she says she doesn’t spend any money other than on food, not even toys for her children. However, when pushed on the subject later it’s clear she’s not actually going without everything.

*“My main concern is the way the world is so consumed, I’m trying to teach my kids there’s people worse off than us. That’s part of the reason I don’t watch television and I never buy anything now. I love a bargain, I used to anyway, junk mail is my favourite thing, so I had to put a no junk mail sign on my letter box.”*

## Lifestyle & leisure

Carol was raised as a catholic so while she’s not actively involved with the church in Bendigo, she still feels strongly about community and helping others, which she does with a passion. To relax she reads, paints, gardens and sews.

*“My mum’s actually mega catholic so I can’t think of anything to do other than take food to people whenever there’s a crisis. I spend a lot of time doing food for friends that have had babies. I feel like I’m the only person in Bendigo who’s looking out for anyone else. In my other country towns it’s definitely been very different. I think Bendigo’s too big. I think unless you’re involved in the church community no one does actually look out for you and I’m not involved in the church community here.”*

*“I’m totally obsessed with a school in Tanzania which is run by this girl I lived with on campus at uni. I have a work for free day at work every year that pays for a school bus and a teacher and at the moment I’m running this huge book drive. We’ve just got 5,000 books which we’ve just got taken onto trucks to get put onto the shipping container to go over there.”*

*“Read, recently I’ve started to paint, I’m gardening and I’m sewing and my husband took up exercising in my exercise hour so at the moment I just go walking with a girlfriend.”*

## Grocery shopping

Carol’s local supermarket is just down the road but with two small children it feels like much further, so she avoids going unless she absolutely has to. She generally shops once per week to ten days.

*“It’s not far, like three blocks or something but it’s a mile away because I’ve got to put two kids in the car! I literally have to buy one packet of little teddy bear biscuits for tomorrow’s kinder thing and I’m thinking oh my god, I*

*haven't managed to do it all day because it is too big a deal even though I could probably walk there in ten minutes."*

*"I probably only do it once a week or even once every ten days sometimes. Since they started charging for delivery, I drive. It used to be free delivery around here and it was the best thing ever, I'd just walk down order it and walk home and it would all be on my doorstep when I got here."*

She's very conscious about nutrition, considering even muesli bars to be a treat.

*"I try not to give them crap, I'm not really mega organic or anything like that, though we're starting to head that way now but we're very healthy. It's all fresh fruit and veggies all the time and we don't buy any pre-done anything."*

*"Once a week my daughter goes to kinder and probably once a week I'd let her have a muesli bar which I see as being junk food. For lunch she usually has a little roll or a sandwich with meat and two salad items on it and I usually do a Salada with Vegemite or a rice cake with Vegemite, and fruit. I try to do dry biscuits rather than sweets."*

Price dictates which brands Carol generally buys but she does have some products that she won't compromise on. Quality and corporate philanthropy tend to drive her decisions but she doesn't believe in buying Australian made.

*"I usually buy on price, then on brands. There are certain things that I will only buy. I'll only buy Huggies wipes and only buy Huggies nappies, so I guess in the baby department that is an actual company that I use more than others. It's the quality."*

*"We tend to make all our own salad dressings so we're not buying them but if I do, I'd buy Paul Newman's. I tend to buy things that I think they're doing good, I read articles about how good he is at giving money away."*

*"I actually hate the Australian's only looking after themselves thing. Like we're the only people in the whole world, there are other countries that need money more than we do."*

*"I like to support the butcher who's got his kids pictures up and photos and I like to think that I'm supporting a small family rather than a big company. If I was buying gourmet sauces, I'd buy them off a bloke I know."*

## Spending

Carol's anti-consumerism stance means she's trying not to spend on anything but that only extends so far. She can't go past good food and restaurants.

*"Food. I'm a very, very, very big non-spender, I buy things at op shops because I love it. My husband's got a bit of a book fetish and I try to curb that and get him into the library but we do spend it willy-nilly on food and we go down to Melbourne just to eat. Restaurants as well and we entertain a lot at home."*

She says they don't currently buy toys or anything else for the kids either but there's still no shortage.

*"My kids have got everything that they could possibly ever want but all their clothes are hand me downs. They've got a big playroom here, their own TV, DVD player and a little computer in there and every toy under the sun. It's all like hand me downs, like they got our old TV because it was too small and they got the computer because it was too old to do what we needed it to do."*

## Media consumption

Carol doesn't watch TV, read the newspaper or buy magazines at the moment. Occasionally she listens to local ABC radio in the car and they do have internet access but only dial-up, so that stops her from spending more time on it. Cinema is about her only vice, paid for with Fly Buys points though.

*"No newspaper, I actually really hate hearing the news in any way. Don't watch the news on TV. I don't want to hear it, I starting counting where they place what they think is important. It actually really angers me, like when 13,000 people in Pakistan died it was like number seven in the news item after cricket or something, somebody famous that had an affair."*

*"We did get food ones for a while, then they started to annoy us, I was a Marie Claire subscriber before but it used to bother me because they'd have these amazing articles about women living horrible destitute lives in other countries and then on the next page there would be an ad for a \$1,000 handbag. We did get house magazines when we were renovating."*

*"We still do go to the movies we tend to do them separately now, I go with the girlfriends and he often goes alone but we sometimes go together. They are always paid for with Fly Buys points. Then we get DVD's at home as well, we do watch a lot of movies still. We go through spates where we get out seven weeklies and we watch them all then we won't get any for three weeks."*

*"Mostly email but my husband uses it for researching things like businesses. It takes too long on our computer so you don't do it for long. I actually don't want to get broadband because I will spend more time on it. If it was fast I would use it."*

If anything were to change in the future she thinks it would be to buy the newspaper again, and she needs to take her no junk mail sticker off so that she can get the local free paper again and find out about community events.

*“I’d like to keep the local paper because they have a what’s on this week section but there is a really good website that I’ve just discovered on local Bendigo things, I will use that for local stuff now.”*