

2008 Australian LandScape Segment Statistics

Group 1
Segment 1

Success Stories
Luxurious Living



Age	
0-4 years	5.2%
5-14 years	12.6%
15-19 years	8.1%
20-24 years	6.6%
25-34 years	9.6%
35-44 years	13.1%
45-54 years	15.4%
55-64 years	13.2%
65-74 years	7.3%
75-84 years	6.0%
85 years and over	2.8%

Family Composition	
Couple family with no children	37.7%
Couple family with children under 15	31.3%
Couple family with no children under 15	18.7%
One parent family with children under 15	4.1%
One parent family with no children under 15	6.4%
Other family	1.8%

Marital Status	
Married	53.6%
Separated	1.8%
Divorced	6.3%
Widowed	6.3%
Never Married	32.0%

Country of Birth	
Australia	66.1%
New Zealand	1.8%
Fiji, Papua New Guinea	0.2%
China, Hong Kong, Japan, Republic of Korea (South)	2.7%
India, Sri Lanka	0.9%
South East Asia	2.4%
Ireland, United Kingdom	6.2%
Europe	3.5%
Middle East & Africa	2.2%
United States of America, Canada	1.3%
Other	4.7%
Not Stated	7.8%

Tenure of Household	
Lived at same address 1 year ago	84.2%
Lived at different address 1 year ago	15.8%
Lived at same address 5 years ago	57.9%
Lived at different address 5 years ago	42.1%

Number of Usual Residents in the Household	
One	24.0%
Two	33.5%
Three	14.9%
Four	17.1%
Five	7.9%
Six or more	2.6%

Dwelling Structure	
Separate house	66.4%
Semi-detached\ row or terrace house\ townhouse etc.	14.1%
Flat\ unit or apartment	18.9%
Other dwelling	0.5%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	11.5%
Graduate Diploma and Graduate Certificate	4.2%
Bachelor Degree	38.0%
Advanced Diploma and Diploma	14.3%
Certificate	11.9%
Level of education inadequately described	2.5%
Level of education not stated	17.7%

Occupation	
Managers	20.3%
Professionals	37.1%
Technicians & trades workers	5.8%
Community & personal service workers	6.7%
Clerical & administrative workers	13.9%
Sales workers	9.4%
Machinery operators & drivers	1.3%
Labourers	3.1%
Occupation inadequately described/ not stated	2.3%

Industry of Employment	
Agriculture\ forestry & fishing	0.5%
Mining	0.9%
Manufacturing	6.0%
Electricity\ gas\ water & waste services	0.5%
Construction	4.9%
Wholesale trade	5.2%
Retail trade	10.0%
Accommodation & food services	5.6%
Transport\ postal & warehousing	2.2%
Information media & telecommunications	2.6%
Financial & insurance services	7.1%
Rental\ hiring & real estate services	3.2%
Professional\ scientific & technical services	15.0%
Administrative & support services	2.9%
Public administration & safety	4.4%
Education & training	9.3%
Health care & social assistance	12.8%
Arts & recreation services	1.8%
Other services	2.7%
Inadequately described\Not stated	2.6%

Labour Force Status	
Employed\ worked full-time	37.8%
Employed\ worked part-time	20.6%
Employed\ away from work	3.7%
Unemployed\ looking for work	2.0%
Not in the labour force	36.0%

Study Participation	
Pre-school	4.7%
Infants/Primary: Government	9.5%
Infants/Primary: Catholic & Other Non Government	12.3%
Secondary: Government	3.5%
Secondary: Catholic & Other Non Government	20.5%
Technical or Further Educational institution: Full-time student	1.6%
Technical or Further Educational institution: Part-time student	2.2%
University or other Tertiary Institutions: Full-time student	14.0%
University or other Tertiary Institutions: Part-time student	4.8%
Other type of educational institution	1.9%
Type of educational institution and/or status not stated	25.2%

Household Income (Weekly)	
Negative/Nil income	1.4%
\$1-\$149	1.1%
\$150-\$249	2.5%
\$250-\$349	4.3%
\$350-\$499	1.6%
\$500-\$649	6.0%
\$650-\$799	4.2%
\$800-\$999	4.8%
\$1000-\$1199	7.6%
\$1200-\$1399	3.3%
\$1400-\$1699	5.8%
\$1700-\$1999	5.9%
\$2000-\$2499	6.3%
\$2500-\$2999	13.1%
\$3000 or more	19.0%
Partial income stated	10.8%
All incomes not stated	2.6%

Credit Demand	
Zero Enquiries	0.1%
1 - Low	0.3%
2	11.2%
3	21.8%
4	22.3%
5	18.7%
6	14.1%
7	6.6%
8	3.5%
9	1.0%
10 - High	0.3%

Credit Risk	
Zero Derogs	0.7%
1 - Low	18.5%
2	21.8%
3	20.0%
4	14.4%
5	12.1%
6	7.6%
7	3.7%
8	0.7%
9	0.3%
10 - High	0.1%

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Types of Loans

Current home mortgage - for home	17.5%
Current home mortgage - for business	1.7%
Current home mortgage - for other	1.1%
Mortgage on investment property	6.5%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.1%
Home Equity Loan - secured by current home	4.0%
Home Equity Loan - secured by investment property	0.8%
Home Equity Loan - not secured by property	0.3%
Personal loan for a car	3.8%
Personal loan for a holiday	0.0%
Personal loan for renovation	0.5%
Personal loan for consolidation of other loans	0.8%
Personal loan for education purposes	0.2%
Personal loan for another purpose	0.8%
Lease in your name - car lease	1.1%
Lease in your name - other lease	0.1%
Interest free period loan	0.3%
Loan for shares/investment	2.3%
Personal overdraft	0.7%
Some other type of loan	0.0%
None	66.7%

Total Amount in Savings and Investments

Less than \$100	4.3%
\$100- \$499	2.3%
\$500- \$999	3.3%
\$1000- \$1999	3.5%
\$2000- \$4999	4.8%
\$5000- \$9999	3.7%
\$10,000- \$19,999	4.9%
\$20,000- \$49,999	8.7%
\$50,000- \$99,999	5.4%
\$100,000- \$499,999	14.0%
\$500,000- \$999,999	8.4%
\$1 Million - <\$2 Million	7.1%
\$2 Million or More	4.7%
Can't Say	24.5%

Managed Investments Held

Allocated Pensions & Annuities	4.9%
Australian Equity Trust	1.8%
Cash Management Trust	2.6%
Friendly Society Bonds	0.0%
Income Fund	0.0%
Insurance Bonds	0.0%
Managed Trust	4.2%
International Trust	1.2%
Property Trust	1.3%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.9%
Superannuation/Retirement Fund - non-employer/ portable	19.4%
Superannuation/Retirement Fund - employer	45.4%
Fixed Interest Trust	0.4%
Immediate Pensions & Annuities	2.2%
Mortgage Fund or Trust	0.5%
Other Unit Trust/Mutual Fund	0.6%
Retirement Savings Account	1.1%
None	32.0%

Accounts Held at Banks

Bank Account	92.7%
Term Deposit	7.9%
Bonus Interest or Reward-Based Account	3.3%
High Interest Online Account	9.3%
Deeming or Pensioner Account	4.2%
Mortgage Offset or Loan Offset Account	10.7%
Cash Management Account	10.9%
Share Trading Account	4.6%
Money Market Account	0.8%
Foreign Currency Account	0.0%
Christmas Club Account	0.4%
Regular Savings	77.9%
Other/CS A/c with Bank	0.3%

Finance / Credit

Credit enables me to buy the things that I want	37.3%
I like to be well insured	73.4%
Recently I've cut down my spending	56.3%
The Australian economy appears to be improving	61.3%
I feel financially stable at the moment	72.4%
I'm worried about interest rates at the moment	26.7%
It would be ideal if I could conduct all my banking without ever having to	50.8%
I prefer to invest in something with a safe return	80.5%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$713
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Frequency of Internet Usage

More than once a day	52.3%
Once a day	10.7%
A few times a week	11.8%
Once a week	2.0%
A few times a month	0.0%
Once a month	1.5%
A few times a year	1.2%
Once a year	0.0%
Less often	6.3%
Never	0.0%
Can't say	2.8%

Shopping / Media

I use coupons I find in magazines or on packets	19.5%
I always watch the news on TV to keep me up-to-date	64.4%
I always read the business section of the newspaper	35.6%
I listen to the radio in the car	77.3%
I often enter competitions run by newspapers, magazines or radio	14.5%
I often enter competitions on packets or labels on products	11.5%
I often redeem coupons to get discounts or special offers	28.4%
I don't read the ads in newspapers and magazines	45.0%
I can't help noticing advertising on buses	56.3%
I enjoy buying magazines	33.8%
I can't miss seeing those big billboard signs	58.1%
I find TV advertising interesting	29.4%
TV advertising often gives me something to talk about	26.8%
Nearly all TV advertising annoys me	63.4%
Some TV advertising is devious	79.4%
Quite often I find TV advertising more entertaining than programs	18.9%
I often take advantage of special offers on shopping docket	14.8%
I usually notice advertisements on shopping trolleys	7.1%
I often notice the advertisements on the tops and backs of taxis	18.8%
Advertising posters in shopping centres don't interest me	78.4%
My letterbox says 'no junk mail' (or similar)	30.5%
I believe quality is more important than price	77.9%
I buy more store's own products than well known brands	28.8%
I would like to buy a home computer	32.6%
I try to buy Australian made products as often as possible	71.3%
I will buy a product because of the label	26.0%
I trust well known brands better than the stores' own	50.2%
I have favourite brands and I tend to stick to them	65.0%
I am always ready to try new and different products	63.8%
I like to try the free samples they offer in supermarkets	45.5%
I'll go out of my way in search of a bargain	34.8%
If I see a new type of food I will try it	55.0%
Bought goods on lay-by	5.3%
Bought goods on interest free terms	2.8%
Bought something over the phone	7.5%
Bought something over the internet	31.5%
Bought something from a TV offer	0.7%
Bought something from a magazine coupon or offer	5.0%
Bought something from a newspaper coupon or offer	0.9%
Bought something from a catalogue or direct mail offer	8.9%
Bought something from a telephone sales offer	1.1%

Direct Mail Interests

Finance (banking, insurance)	41.9%
Telecommunications	14.2%
Utilities (gas, electricity, water)	9.6%
Real Estate	7.9%
Supermarket or other store	11.1%
Car company or dealer	4.2%
Charity	10.4%
Government / Political Party	10.0%
Other Organisation	43.5%
I read addressed mail from organisations I deal with	64.0%
I read addressed mail from organisations I don't deal with	18.5%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.5%
Classical Music	1.4%
Contemporary Music	36.7%
Dance	1.7%
Film	0.2%
Musical Theatre	15.4%
Multicultural Festivals	0.8%
Opera	0.5%
Other	1.0%
Singing Festivals	1.4%
Special	10.0%
Sport	20.1%
Theatre	7.3%