

2008 Australian LandScape Segment Statistics

Group 3
Segment 10

Cosmopolitan Lifestyle
Inner City Living



Age		
0-4 years	2.9%	
5-14 years	3.4%	
15-19 years	4.9%	
20-24 years	17.1%	
25-34 years	32.2%	
35-44 years	15.3%	
45-54 years	10.1%	
55-64 years	7.2%	
65-74 years	3.6%	
75-84 years	2.3%	
85 years and over	0.9%	

Family Composition		
Couple family with no children	62.4%	
Couple family with children under 15	14.0%	
Couple family with no children under 15	5.8%	
One parent family with children under 15	4.0%	
One parent family with no children under 15	5.6%	
Other family	8.2%	

Marital Status		
Married	25.8%	
Separated	2.7%	
Divorced	7.5%	
Widowed	2.4%	
Never Married	61.6%	

Country of Birth		
Australia	36.2%	
New Zealand	3.0%	
Fiji, Papua New Guinea	0.3%	
China, Hong Kong, Japan, Republic of Korea (South)	9.1%	
India, Sri Lanka	1.7%	
South East Asia	7.7%	
Ireland, United Kingdom	5.2%	
Europe	2.2%	
Middle East & Africa	1.1%	
United States of America, Canada	1.1%	
Other	6.2%	
Not Stated	26.3%	

Tenure of Household		
Lived at same address 1 year ago	61.4%	
Lived at different address 1 year ago	38.6%	
Lived at same address 5 years ago	23.3%	
Lived at different address 5 years ago	76.7%	

Number of Usual Residents in the Household		
One	40.3%	
Two	41.2%	
Three	11.2%	
Four	5.4%	
Five	1.4%	
Six or more	0.5%	

Dwelling Structure		
Separate house	4.4%	
Semi-detached\ row or terrace house\ townhouse etc.	9.4%	
Flat\ unit or apartment	84.8%	
Other dwelling	1.3%	
Dwelling structure not stated	0.1%	

Highest Qualification		
Postgraduate Degree	9.0%	
Graduate Diploma and Graduate Certificate	2.4%	
Bachelor Degree	29.4%	
Advanced Diploma and Diploma	9.8%	
Certificate	9.6%	
Level of education inadequately described	1.8%	
Level of education not stated	38.0%	

Occupation		
Managers	17.0%	
Professionals	36.0%	
Technicians & trades workers	7.5%	
Community & personal service workers	8.7%	
Clerical & administrative workers	14.1%	
Sales workers	8.6%	
Machinery operators & drivers	1.8%	
Labourers	4.6%	
Occupation inadequately described/ not stated	1.9%	

Industry of Employment		
Agriculture\ forestry & fishing	0.2%	
Mining	0.7%	
Manufacturing	4.7%	
Electricity\ gas\ water & waste services	0.6%	
Construction	3.3%	
Wholesale trade	4.3%	
Retail trade	8.5%	
Accommodation & food services	10.1%	
Transport\ postal & warehousing	3.3%	
Information media & telecommunications	4.8%	
Financial & insurance services	9.3%	
Rental\ hiring & real estate services	2.1%	
Professional\ scientific & technical services	15.6%	
Administrative & support services	4.5%	
Public administration & safety	7.2%	
Education & training	5.8%	
Health care & social assistance	7.7%	
Arts & recreation services	2.3%	
Other services	2.6%	
Inadequately described\Not stated	2.5%	

Labour Force Status		
Employed\ worked full-time	52.3%	
Employed\ worked part-time	15.2%	
Employed\ away from work	3.5%	
Unemployed\ looking for work	4.1%	
Not in the labour force	25.0%	

Study Participation		
Pre-school	0.7%	
Infants/Primary: Government	2.0%	
Infants/Primary: Catholic & Other Non Government	1.1%	
Secondary: Government	1.5%	
Secondary: Catholic & Other Non Government	2.2%	
Technical or Further Educational institution: Full-time student	3.6%	
Technical or Further Educational institution: Part-time student	2.3%	
University or other Tertiary Institutions: Full-time student	18.7%	
University or other Tertiary Institutions: Part-time student	5.7%	
Other type of educational institution	4.0%	
Type of educational institution and/or status not stated	58.2%	

Household Income (Weekly)		
Negative/Nil income	4.9%	
\$1-\$149	1.9%	
\$150-\$249	4.1%	
\$250-\$349	4.5%	
\$350-\$499	1.5%	
\$500-\$649	6.3%	
\$650-\$799	5.6%	
\$800-\$999	6.7%	
\$1000-\$1199	10.3%	
\$1200-\$1399	3.4%	
\$1400-\$1699	8.0%	
\$1700-\$1999	7.2%	
\$2000-\$2499	6.4%	
\$2500-\$2999	11.3%	
\$3000 or more	9.0%	
Partial income stated	6.9%	
All incomes not stated	2.0%	

Credit Demand		
Zero Enquiries	0.5%	
1 - Low	4.2%	
2	3.9%	
3	1.5%	
4	2.6%	
5	5.0%	
6	8.9%	
7	8.8%	
8	19.2%	
9	19.5%	
10 - High	25.9%	

Credit Risk		
Zero Derogs	0.7%	
1 - Low	2.3%	
2	2.5%	
3	2.6%	
4	3.6%	
5	6.8%	
6	11.7%	
7	13.2%	
8	17.0%	
9	18.6%	
10 - High	21.0%	

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Types of Loans

Current home mortgage - for home	13.8%
Current home mortgage - for business	0.0%
Current home mortgage - for other	0.0%
Mortgage on investment property	5.2%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.7%
Home Equity Loan - secured by current home	0.9%
Home Equity Loan - secured by investment property	0.7%
Home Equity Loan - not secured by property	0.1%
Personal loan for a car	5.3%
Personal loan for a holiday	0.1%
Personal loan for renovation	0.1%
Personal loan for consolidation of other loans	0.9%
Personal loan for education purposes	1.4%
Personal loan for another purpose	2.2%
Lease in your name - car lease	0.7%
Lease in your name - other lease	0.2%
Interest free period loan	0.6%
Loan for shares/investment	0.2%
Personal overdraft	0.8%
Some other type of loan	0.0%
None	72.2%

Total Amount in Savings and Investments

Less than \$100	4.3%
\$100- \$499	2.6%
\$500- \$999	4.0%
\$1000- \$1999	5.9%
\$2000- \$4999	8.5%
\$5000- \$9999	8.1%
\$10,000- \$19,999	9.0%
\$20,000- \$49,999	8.1%
\$50,000- \$99,999	5.5%
\$100,000- \$499,999	8.8%
\$500,000- \$999,999	4.0%
\$1 Million - <\$2 Million	2.1%
\$2 Million or More	0.6%
Can't Say	28.8%

Managed Investments Held

Allocated Pensions & Annuities	1.3%
Australian Equity Trust	0.7%
Cash Management Trust	0.5%
Friendly Society Bonds	0.0%
Income Fund	0.2%
Insurance Bonds	0.0%
Managed Trust	1.3%
International Trust	0.3%
Property Trust	0.7%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.8%
Superannuation/Retirement Fund - non-employer/ portable	6.0%
Superannuation/Retirement Fund - employer	65.3%
Fixed Interest Trust	0.0%
Immediate Pensions & Annuities	0.2%
Mortgage Fund or Trust	0.2%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.4%
None	29.3%

Accounts Held at Banks

Bank Account	90.1%
Term Deposit	5.2%
Bonus Interest or Reward-Based Account	3.8%
High Interest Online Account	8.6%
Deeming or Pensioner Account	2.6%
Mortgage Offset or Loan Offset Account	5.6%
Cash Management Account	4.9%
Share Trading Account	1.5%
Money Market Account	0.4%
Foreign Currency Account	0.8%
Christmas Club Account	0.0%
Regular Savings	83.8%
Other/CS A/c with Bank	0.4%

Finance / Credit

Credit enables me to buy the things that I want	35.3%
I like to be well insured	74.1%
Recently I've cut down my spending	55.1%
The Australian economy appears to be improving	58.6%
I feel financially stable at the moment	62.0%
I'm worried about interest rates at the moment	36.3%
It would be ideal if I could conduct all my banking without ever having to	61.0%
I prefer to invest in something with a safe return	74.9%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$567
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Frequency of Internet Usage

More than once a day	48.1%
Once a day	15.1%
A few times a week	10.4%
Once a week	2.8%
A few times a month	2.1%
Once a month	0.7%
A few times a year	0.5%
Once a year	0.0%
Less often	2.6%
Never	0.0%
Can't say	9.9%

Shopping / Media

I use coupons I find in magazines or on packets	27.9%
I always watch the news on TV to keep me up-to-date	61.7%
I always read the business section of the newspaper	30.4%
I listen to the radio in the car	66.4%
I often enter competitions run by newspapers, magazines or radio	9.2%
I often enter competitions on packets or labels on products	12.9%
I often redeem coupons to get discounts or special offers	33.0%
I don't read the ads in newspapers and magazines	36.7%
I can't help noticing advertising on buses	62.6%
I enjoy buying magazines	34.6%
I can't miss seeing those big billboard signs	51.4%
I find TV advertising interesting	36.9%
TV advertising often gives me something to talk about	36.6%
Nearly all TV advertising annoys me	56.8%
Some TV advertising is devious	73.0%
Quite often I find TV advertising more entertaining than programs	16.3%
I often take advantage of special offers on shopping docket	19.5%
I usually notice advertisements on shopping trolleys	17.4%
I often notice the advertisements on the tops and backs of taxis	26.1%
Advertising posters in shopping centres don't interest me	62.9%
My letterbox says 'no junk mail' (or similar)	32.3%
I believe quality is more important than price	76.4%
I buy more store's own products than well known brands	33.7%
I would like to buy a home computer	47.0%
I try to buy Australian made products as often as possible	46.8%
I will buy a product because of the label	30.3%
I trust well known brands better than the stores' own	41.7%
I have favourite brands and I tend to stick to them	57.5%
I am always ready to try new and different products	56.1%
I like to try the free samples they offer in supermarkets	55.5%
I'll go out of my way in search of a bargain	37.6%
If I see a new type of food I will try it	56.6%
Bought goods on lay-by	4.7%
Bought goods on interest free terms	3.1%
Bought something over the phone	4.1%
Bought something over the internet	31.2%
Bought something from a TV offer	1.5%
Bought something from a magazine coupon or offer	4.8%
Bought something from a newspaper coupon or offer	2.5%
Bought something from a catalogue or direct mail offer	4.0%
Bought something from a telephone sales offer	0.0%

Direct Mail Interests

Finance (banking, insurance)	32.1%
Telecommunications	15.5%
Utilities (gas, electricity, water)	13.4%
Real Estate	8.0%
Supermarket or other store	6.1%
Car company or dealer	3.0%
Charity	6.7%
Government / Political Party	8.9%
Other Organisation	25.9%
I read addressed mail from organisations I deal with	54.7%
I read addressed mail from organisations I don't deal with	18.2%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	1.2%
Classical Music	1.0%
Contemporary Music	43.0%
Dance	1.1%
Film	0.1%
Musical Theatre	7.6%
Multicultural Festivals	1.5%
Opera	0.2%
Other	0.9%
Singing Festivals	2.1%
Special	11.7%
Sport	23.6%
Theatre	5.8%