

2008 Australian LandScape Segment Statistics

Group 4
Segment 11

Urban Development
Affluent Young Families



Age		
0-4 years	9.0%	
5-14 years	18.8%	
15-19 years	7.7%	
20-24 years	6.0%	
25-34 years	14.6%	
35-44 years	18.7%	
45-54 years	13.3%	
55-64 years	7.3%	
65-74 years	3.1%	
75-84 years	1.3%	
85 years and over	0.3%	

Family Composition		
Couple family with no children	25.0%	
Couple family with children under 15	46.6%	
Couple family with no children under 15	15.3%	
One parent family with children under 15	7.7%	
One parent family with no children under 15	4.7%	
Other family	0.8%	

Marital Status		
Married	60.2%	
Separated	2.8%	
Divorced	5.9%	
Widowed	2.5%	
Never Married	28.6%	

Country of Birth		
Australia	67.3%	
New Zealand	2.3%	
Fiji, Papua New Guinea	1.1%	
China, Hong Kong, Japan, Republic of Korea (South)	1.0%	
India, Sri Lanka	2.3%	
South East Asia	4.2%	
Ireland, United Kingdom	5.7%	
Europe	3.6%	
Middle East & Africa	2.2%	
United States of America, Canada	0.3%	
Other	5.1%	
Not Stated	4.9%	

Tenure of Household		
Lived at same address 1 year ago	86.0%	
Lived at different address 1 year ago	14.0%	
Lived at same address 5 years ago	53.4%	
Lived at different address 5 years ago	46.6%	

Number of Usual Residents in the Household		
One	9.4%	
Two	25.6%	
Three	19.7%	
Four	27.7%	
Five	12.3%	
Six or more	5.3%	

Dwelling Structure		
Separate house	93.5%	
Semi-detached\ row or terrace house\ townhouse etc.	5.4%	
Flat\ unit or apartment	0.9%	
Other dwelling	0.1%	
Dwelling structure not stated	0.0%	

Highest Qualification		
Postgraduate Degree	3.6%	
Graduate Diploma and Graduate Certificate	2.1%	
Bachelor Degree	21.0%	
Advanced Diploma and Diploma	15.7%	
Certificate	38.2%	
Level of education inadequately described	3.0%	
Level of education not stated	16.5%	

Occupation		
Managers	11.6%	
Professionals	15.9%	
Technicians & trades workers	15.7%	
Community & personal service workers	8.3%	
Clerical & administrative workers	18.3%	
Sales workers	10.8%	
Machinery operators & drivers	8.1%	
Labourers	9.5%	
Occupation inadequately described/ not stated	1.9%	

Industry of Employment		
Agriculture\ forestry & fishing	0.4%	
Mining	0.6%	
Manufacturing	14.1%	
Electricity\ gas\ water & waste services	1.0%	
Construction	8.4%	
Wholesale trade	5.5%	
Retail trade	12.2%	
Accommodation & food services	5.0%	
Transport\ postal & warehousing	6.2%	
Information media & telecommunications	1.8%	
Financial & insurance services	4.6%	
Rental\ hiring & real estate services	1.6%	
Professional\ scientific & technical services	5.2%	
Administrative & support services	3.0%	
Public administration & safety	7.1%	
Education & training	6.1%	
Health care & social assistance	9.4%	
Arts & recreation services	1.1%	
Other services	4.1%	
Inadequately described\Not stated	2.5%	

Labour Force Status		
Employed\ worked full-time	48.2%	
Employed\ worked part-time	19.0%	
Employed\ away from work	4.5%	
Unemployed\ looking for work	3.1%	
Not in the labour force	25.3%	

Study Participation		
Pre-school	6.7%	
Infants/Primary: Government	22.9%	
Infants/Primary: Catholic & Other Non Government	12.5%	
Secondary: Government	13.4%	
Secondary: Catholic & Other Non Government	10.5%	
Technical or Further Educational institution: Full-time student	1.9%	
Technical or Further Educational institution: Part-time student	4.3%	
University or other Tertiary Institutions: Full-time student	5.4%	
University or other Tertiary Institutions: Part-time student	3.1%	
Other type of educational institution	1.7%	
Type of educational institution and/or status not stated	17.6%	

Household Income (Weekly)		
Negative/Nil income	0.7%	
\$1-\$149	0.7%	
\$150-\$249	1.5%	
\$250-\$349	2.4%	
\$350-\$499	2.7%	
\$500-\$649	6.2%	
\$650-\$799	5.2%	
\$800-\$999	6.5%	
\$1000-\$1199	11.7%	
\$1200-\$1399	7.5%	
\$1400-\$1699	11.2%	
\$1700-\$1999	9.4%	
\$2000-\$2499	10.2%	
\$2500-\$2999	7.2%	
\$3000 or more	5.5%	
Partial income stated	9.6%	
All incomes not stated	1.8%	

Credit Demand		
Zero Enquiries	0.0%	
1 - Low	0.2%	
2	0.2%	
3	0.7%	
4	1.7%	
5	1.9%	
6	4.8%	
7	6.8%	
8	15.9%	
9	26.6%	
10 - High	41.1%	

Credit Risk		
Zero Derogs	0.0%	
1 - Low	4.0%	
2	7.8%	
3	8.9%	
4	11.7%	
5	10.5%	
6	13.3%	
7	15.1%	
8	12.1%	
9	12.1%	
10 - High	4.5%	

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Types of Loans

Current home mortgage - for home	38.5%
Current home mortgage - for business	1.1%
Current home mortgage - for other	0.3%
Mortgage on investment property	5.6%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.3%
Home Equity Loan - secured by current home	3.2%
Home Equity Loan - secured by investment property	0.9%
Home Equity Loan - not secured by property	0.6%
Personal loan for a car	6.8%
Personal loan for a holiday	0.1%
Personal loan for renovation	0.7%
Personal loan for consolidation of other loans	0.9%
Personal loan for education purposes	0.2%
Personal loan for another purpose	1.5%
Lease in your name - car lease	1.0%
Lease in your name - other lease	0.1%
Interest free period loan	0.7%
Loan for shares/investment	0.4%
Personal overdraft	0.7%
Some other type of loan	0.0%
None	49.6%

Total Amount in Savings and Investments

Less than \$100	7.7%
\$100- \$499	4.0%
\$500- \$999	2.7%
\$1000- \$1999	3.8%
\$2000- \$4999	5.5%
\$5000- \$9999	6.4%
\$10,000- \$19,999	7.4%
\$20,000- \$49,999	10.5%
\$50,000- \$99,999	8.4%
\$100,000- \$499,999	15.0%
\$500,000- \$999,999	3.4%
\$1 Million - <\$2 Million	1.6%
\$2 Million or More	0.4%
Can't Say	23.2%

Managed Investments Held

Allocated Pensions & Annuities	1.5%
Australian Equity Trust	0.6%
Cash Management Trust	1.1%
Friendly Society Bonds	0.0%
Income Fund	0.1%
Insurance Bonds	0.0%
Managed Trust	2.4%
International Trust	0.5%
Property Trust	0.4%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.0%
Superannuation/Retirement Fund - non-employer/ portable	9.7%
Superannuation/Retirement Fund - employer	61.6%
Fixed Interest Trust	0.4%
Immediate Pensions & Annuities	0.6%
Mortgage Fund or Trust	0.4%
Other Unit Trust/Mutual Fund	0.2%
Retirement Savings Account	0.2%
None	29.6%

Accounts Held at Banks

Bank Account	88.4%
Term Deposit	4.8%
Bonus Interest or Reward-Based Account	6.2%
High Interest Online Account	5.2%
Deeming or Pensioner Account	2.6%
Mortgage Offset or Loan Offset Account	14.3%
Cash Management Account	3.9%
Share Trading Account	1.6%
Money Market Account	0.2%
Foreign Currency Account	0.1%
Christmas Club Account	0.9%
Regular Savings	75.7%
Other/CS A/c with Bank	0.5%

Finance / Credit

Credit enables me to buy the things that I want	43.3%
I like to be well insured	74.8%
Recently I've cut down my spending	65.6%
The Australian economy appears to be improving	59.7%
I feel financially stable at the moment	57.8%
I'm worried about interest rates at the moment	44.2%
It would be ideal if I could conduct all my banking without ever having to	56.1%
I prefer to invest in something with a safe return	82.1%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$456
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Frequency of Internet Usage

More than once a day	47.8%
Once a day	15.1%
A few times a week	12.6%
Once a week	3.5%
A few times a month	4.1%
Once a month	0.7%
A few times a year	1.5%
Once a year	0.0%
Less often	2.5%
Never	0.0%
Can't say	3.2%

Shopping / Media

I use coupons I find in magazines or on packets	39.8%
I always watch the news on TV to keep me up-to-date	69.3%
I always read the business section of the newspaper	16.2%
I listen to the radio in the car	85.9%
I often enter competitions run by newspapers, magazines or radio	23.6%
I often enter competitions on packets or labels on products	20.9%
I often redeem coupons to get discounts or special offers	49.2%
I don't read the ads in newspapers and magazines	35.2%
I can't help noticing advertising on buses	64.3%
I enjoy buying magazines	40.5%
I can't miss seeing those big billboard signs	60.9%
I find TV advertising interesting	31.4%
TV advertising often gives me something to talk about	34.8%
Nearly all TV advertising annoys me	53.2%
Some TV advertising is devious	81.0%
Quite often I find TV advertising more entertaining than programs	18.3%
I often take advantage of special offers on shopping docket	30.9%
I usually notice advertisements on shopping trolleys	12.2%
I often notice the advertisements on the tops and backs of taxis	28.0%
Advertising posters in shopping centres don't interest me	67.6%
My letterbox says 'no junk mail' (or similar)	7.7%
I believe quality is more important than price	74.2%
I buy more store's own products than well known brands	37.9%
I would like to buy a home computer	41.1%
I try to buy Australian made products as often as possible	65.5%
I will buy a product because of the label	27.6%
I trust well known brands better than the stores' own	45.5%
I have favourite brands and I tend to stick to them	69.7%
I am always ready to try new and different products	60.9%
I like to try the free samples they offer in supermarkets	57.5%
I'll go out of my way in search of a bargain	40.0%
If I see a new type of food I will try it	57.1%
Bought goods on lay-by	14.8%
Bought goods on interest free terms	7.5%
Bought something over the phone	5.3%
Bought something over the internet	27.3%
Bought something from a TV offer	2.2%
Bought something from a magazine coupon or offer	5.3%
Bought something from a newspaper coupon or offer	3.7%
Bought something from a catalogue or direct mail offer	11.6%
Bought something from a telephone sales offer	2.4%

Direct Mail Interests

Finance (banking, insurance)	39.8%
Telecommunications	20.1%
Utilities (gas, electricity, water)	15.9%
Real Estate	7.0%
Supermarket or other store	8.0%
Car company or dealer	3.3%
Charity	6.2%
Government / Political Party	10.7%
Other Organisation	32.2%
I read addressed mail from organisations I deal with	59.9%
I read addressed mail from organisations I don't deal with	18.4%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	6.5%
Classical Music	1.3%
Contemporary Music	47.3%
Dance	0.7%
Film	0.0%
Musical Theatre	7.6%
Multicultural Festivals	0.2%
Opera	0.1%
Other	1.8%
Singing Festivals	1.5%
Special	7.6%
Sport	22.0%
Theatre	3.3%