

## 2008 Australian LandScape Segment Statistics

**Group 4  
Segment 12**

**Urban Development  
New Arrivals, New Estates**



Age	
0-4 years	10.3%
5-14 years	17.2%
15-19 years	6.4%
20-24 years	6.8%
25-34 years	19.6%
35-44 years	17.6%
45-54 years	10.7%
55-64 years	6.7%
65-74 years	3.1%
75-84 years	1.3%
85 years and over	0.4%

Family Composition	
Couple family with no children	32.0%
Couple family with children under 15	44.3%
Couple family with no children under 15	10.6%
One parent family with children under 15	8.4%
One parent family with no children under 15	3.8%
Other family	1.0%

Marital Status	
Married	57.2%
Separated	3.0%
Divorced	6.7%
Widowed	2.2%
Never Married	30.9%

Country of Birth	
Australia	67.2%
New Zealand	3.8%
Fiji, Papua New Guinea	0.6%
China, Hong Kong, Japan, Republic of Korea (South)	1.3%
India, Sri Lanka	1.6%
South East Asia	3.2%
Ireland, United Kingdom	7.5%
Europe	2.7%
Middle East & Africa	1.8%
United States of America, Canada	0.5%
Other	4.0%
Not Stated	5.8%

Tenure of Household	
Lived at same address 1 year ago	68.5%
Lived at different address 1 year ago	31.5%
Lived at same address 5 years ago	18.8%
Lived at different address 5 years ago	81.2%

Number of Usual Residents in the Household	
One	11.0%
Two	31.9%
Three	19.9%
Four	23.2%
Five	9.8%
Six or more	4.3%

Dwelling Structure	
Separate house	87.8%
Semi-detached\ row or terrace house\ townhouse etc.	8.5%
Flat\ unit or apartment	3.2%
Other dwelling	0.5%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	3.6%
Graduate Diploma and Graduate Certificate	2.1%
Bachelor Degree	20.7%
Advanced Diploma and Diploma	15.5%
Certificate	37.9%
Level of education inadequately described	2.9%
Level of education not stated	17.2%

Occupation	
Managers	12.1%
Professionals	16.3%
Technicians & trades workers	16.3%
Community & personal service workers	9.0%
Clerical & administrative workers	17.2%
Sales workers	10.7%
Machinery operators & drivers	7.3%
Labourers	9.4%
Occupation inadequately described/ not stated	1.7%

Industry of Employment	
Agriculture\ forestry & fishing	0.5%
Mining	1.0%
Manufacturing	12.7%
Electricity\ gas\ water & waste services	0.9%
Construction	9.5%
Wholesale trade	5.0%
Retail trade	12.2%
Accommodation & food services	5.4%
Transport\ postal & warehousing	5.4%
Information media & telecommunications	1.8%
Financial & insurance services	4.2%
Rental\ hiring & real estate services	2.0%
Professional\ scientific & technical services	5.5%
Administrative & support services	3.2%
Public administration & safety	8.4%
Education & training	5.7%
Health care & social assistance	9.2%
Arts & recreation services	1.3%
Other services	3.8%
Inadequately described\Not stated	2.5%

Labour Force Status	
Employed\ worked full-time	50.1%
Employed\ worked part-time	18.0%
Employed\ away from work	4.6%
Unemployed\ looking for work	3.0%
Not in the labour force	24.3%

Study Participation	
Pre-school	6.9%
Infants/Primary: Government	23.7%
Infants/Primary: Catholic & Other Non Government	11.2%
Secondary: Government	11.8%
Secondary: Catholic & Other Non Government	7.7%
Technical or Further Educational institution: Full-time student	1.7%
Technical or Further Educational institution: Part-time student	3.9%
University or other Tertiary Institutions: Full-time student	5.5%
University or other Tertiary Institutions: Part-time student	3.8%
Other type of educational institution	2.1%
Type of educational institution and/or status not stated	21.5%

Household Income (Weekly)	
Negative/Nil income	0.8%
\$1-\$149	0.7%
\$150-\$249	1.4%
\$250-\$349	2.4%
\$350-\$499	2.5%
\$500-\$649	6.6%
\$650-\$799	5.5%
\$800-\$999	6.9%
\$1000-\$1199	12.7%
\$1200-\$1399	7.8%
\$1400-\$1699	11.1%
\$1700-\$1999	9.3%
\$2000-\$2499	9.9%
\$2500-\$2999	6.6%
\$3000 or more	4.8%
Partial income stated	9.2%
All incomes not stated	1.7%

Credit Demand	
Zero Enquiries	1.4%
1 - Low	2.4%
2	2.2%
3	1.4%
4	2.9%
5	3.4%
6	4.2%
7	4.6%
8	8.7%
9	15.6%
10 - High	53.4%

Credit Risk	
Zero Derogs	3.1%
1 - Low	7.5%
2	8.1%
3	10.9%
4	9.2%
5	7.9%
6	9.6%
7	10.7%
8	9.3%
9	10.6%
10 - High	13.2%

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### Types of Loans

Current home mortgage - for home	34.8%
Current home mortgage - for business	0.9%
Current home mortgage - for other	0.4%
Mortgage on investment property	4.7%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.9%
Home Equity Loan - secured by current home	2.5%
Home Equity Loan - secured by investment property	0.7%
Home Equity Loan - not secured by property	0.2%
Personal loan for a car	8.4%
Personal loan for a holiday	0.2%
Personal loan for renovation	0.7%
Personal loan for consolidation of other loans	1.0%
Personal loan for education purposes	0.0%
Personal loan for another purpose	2.2%
Lease in your name - car lease	1.4%
Lease in your name - other lease	0.2%
Interest free period loan	0.5%
Loan for shares/investment	0.6%
Personal overdraft	0.9%
Some other type of loan	0.0%
None	50.8%

### Total Amount in Savings and Investments

Less than \$100	8.1%
\$100- \$499	6.0%
\$500- \$999	3.0%
\$1000- \$1999	3.1%
\$2000- \$4999	4.5%
\$5000- \$9999	6.9%
\$10,000- \$19,999	7.7%
\$20,000- \$49,999	11.4%
\$50,000- \$99,999	7.5%
\$100,000- \$499,999	13.8%
\$500,000- \$999,999	3.3%
\$1 Million - <\$2 Million	0.9%
\$2 Million or More	0.2%
Can't Say	23.4%

### Managed Investments Held

Allocated Pensions & Annuities	1.6%
Australian Equity Trust	0.3%
Cash Management Trust	1.6%
Friendly Society Bonds	0.0%
Income Fund	0.7%
Insurance Bonds	0.0%
Managed Trust	2.8%
International Trust	0.1%
Property Trust	0.6%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.0%
Superannuation/Retirement Fund - non-employer/ portable	9.7%
Superannuation/Retirement Fund - employer	63.2%
Fixed Interest Trust	0.4%
Immediate Pensions & Annuities	0.4%
Mortgage Fund or Trust	0.3%
Other Unit Trust/Mutual Fund	0.1%
Retirement Savings Account	0.8%
None	27.0%

### Accounts Held at Banks

Bank Account	85.9%
Term Deposit	5.7%
Bonus Interest or Reward-Based Account	7.0%
High Interest Online Account	5.5%
Deeming or Pensioner Account	3.2%
Mortgage Offset or Loan Offset Account	11.4%
Cash Management Account	4.8%
Share Trading Account	1.6%
Money Market Account	0.1%
Foreign Currency Account	0.1%
Christmas Club Account	0.6%
Regular Savings	75.7%
Other/CS A/c with Bank	0.6%

### Finance / Credit

Credit enables me to buy the things that I want	32.6%
I like to be well insured	77.7%
Recently I've cut down my spending	71.2%
The Australian economy appears to be improving	57.6%
I feel financially stable at the moment	57.2%
I'm worried about interest rates at the moment	50.0%
It would be ideal if I could conduct all my banking without ever having to	54.2%
I prefer to invest in something with a safe return	82.1%

### Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$550
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### Frequency of Internet Usage

More than once a day	40.5%
Once a day	12.6%
A few times a week	18.0%
Once a week	2.9%
A few times a month	3.1%
Once a month	1.9%
A few times a year	1.3%
Once a year	0.3%
Less often	6.3%
Never	0.0%
Can't say	3.8%

### Shopping / Media

I use coupons I find in magazines or on packets	35.5%
I always watch the news on TV to keep me up-to-date	62.4%
I always read the business section of the newspaper	13.8%
I listen to the radio in the car	82.0%
I often enter competitions run by newspapers, magazines or radio	20.1%
I often enter competitions on packets or labels on products	15.7%
I often redeem coupons to get discounts or special offers	46.1%
I don't read the ads in newspapers and magazines	35.6%
I can't help noticing advertising on buses	55.1%
I enjoy buying magazines	44.0%
I can't miss seeing those big billboard signs	59.8%
I find TV advertising interesting	30.6%
TV advertising often gives me something to talk about	36.9%
Nearly all TV advertising annoys me	49.0%
Some TV advertising is devious	78.6%
Quite often I find TV advertising more entertaining than programs	19.1%
I often take advantage of special offers on shopping docket	24.4%
I usually notice advertisements on shopping trolleys	7.0%
I often notice the advertisements on the tops and backs of taxis	19.3%
Advertising posters in shopping centres don't interest me	65.6%
My letterbox says 'no junk mail' (or similar)	7.6%
I believe quality is more important than price	76.4%
I buy more store's own products than well known brands	33.3%
I would like to buy a home computer	37.0%
I try to buy Australian made products as often as possible	71.3%
I will buy a product because of the label	20.5%
I trust well known brands better than the stores' own	46.5%
I have favourite brands and I tend to stick to them	66.3%
I am always ready to try new and different products	70.3%
I like to try the free samples they offer in supermarkets	47.0%
I'll go out of my way in search of a bargain	43.6%
If I see a new type of food I will try it	64.7%
Bought goods on lay-by	17.9%
Bought goods on interest free terms	4.5%
Bought something over the phone	5.7%
Bought something over the internet	22.5%
Bought something from a TV offer	2.2%
Bought something from a magazine coupon or offer	7.0%
Bought something from a newspaper coupon or offer	4.9%
Bought something from a catalogue or direct mail offer	14.2%
Bought something from a telephone sales offer	0.9%

### Direct Mail Interests

Finance (banking, insurance)	34.2%
Telecommunications	21.9%
Utilities (gas, electricity, water)	12.8%
Real Estate	4.9%
Supermarket or other store	7.4%
Car company or dealer	3.6%
Charity	4.4%
Government / Political Party	14.6%
Other Organisation	29.5%
I read addressed mail from organisations I deal with	54.7%
I read addressed mail from organisations I don't deal with	16.5%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	6.3%
Classical Music	1.3%
Contemporary Music	48.2%
Dance	0.9%
Film	0.0%
Musical Theatre	9.5%
Multicultural Festivals	0.2%
Opera	0.2%
Other	1.5%
Singing Festivals	1.4%
Special	7.9%
Sport	19.2%
Theatre	3.3%