

## 2008 Australian LandScape Segment Statistics

**Group 4  
Segment 13**

**Urban Development  
Sunshine Growth**



Age	
0-4 years	6.1%
5-14 years	14.3%
15-19 years	7.3%
20-24 years	5.6%
25-34 years	11.8%
35-44 years	15.1%
45-54 years	14.9%
55-64 years	12.4%
65-74 years	7.2%
75-84 years	4.3%
85 years and over	1.1%

Family Composition	
Couple family with no children	39.3%
Couple family with children under 15	30.5%
Couple family with no children under 15	13.9%
One parent family with children under 15	8.4%
One parent family with no children under 15	6.6%
Other family	1.2%

Marital Status	
Married	54.6%
Separated	3.0%
Divorced	8.8%
Widowed	4.6%
Never Married	29.1%

Country of Birth	
Australia	73.0%
New Zealand	5.7%
Fiji, Papua New Guinea	0.5%
China, Hong Kong, Japan, Republic of Korea (South)	1.0%
India, Sri Lanka	0.3%
South East Asia	1.2%
Ireland, United Kingdom	6.9%
Europe	2.1%
Middle East & Africa	1.0%
United States of America, Canada	0.6%
Other	2.4%
Not Stated	5.3%

Tenure of Household	
Lived at same address 1 year ago	82.0%
Lived at different address 1 year ago	18.0%
Lived at same address 5 years ago	52.0%
Lived at different address 5 years ago	48.0%

Number of Usual Residents in the Household	
One	15.9%
Two	37.8%
Three	17.9%
Four	18.2%
Five	7.3%
Six or more	2.9%

Dwelling Structure	
Separate house	91.1%
Semi-detached\ row or terrace house\ townhouse etc.	6.1%
Flat\ unit or apartment	2.5%
Other dwelling	0.3%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	3.2%
Graduate Diploma and Graduate Certificate	2.2%
Bachelor Degree	19.2%
Advanced Diploma and Diploma	15.6%
Certificate	38.7%
Level of education inadequately described	3.2%
Level of education not stated	17.9%

Occupation	
Managers	11.9%
Professionals	16.9%
Technicians & trades workers	16.4%
Community & personal service workers	9.2%
Clerical & administrative workers	16.1%
Sales workers	12.5%
Machinery operators & drivers	5.2%
Labourers	10.1%
Occupation inadequately described/ not stated	1.7%

Industry of Employment	
Agriculture\ forestry & fishing	0.5%
Mining	0.4%
Manufacturing	9.3%
Electricity\ gas\ water & waste services	0.7%
Construction	11.4%
Wholesale trade	4.0%
Retail trade	13.4%
Accommodation & food services	7.4%
Transport\ postal & warehousing	4.5%
Information media & telecommunications	1.7%
Financial & insurance services	3.2%
Rental\ hiring & real estate services	2.7%
Professional\ scientific & technical services	5.9%
Administrative & support services	3.3%
Public administration & safety	5.4%
Education & training	7.5%
Health care & social assistance	10.1%
Arts & recreation services	1.9%
Other services	4.1%
Inadequately described\Not stated	2.7%

Labour Force Status	
Employed\ worked full-time	40.2%
Employed\ worked part-time	20.7%
Employed\ away from work	3.8%
Unemployed\ looking for work	2.9%
Not in the labour force	32.3%

Study Participation	
Pre-school	5.4%
Infants/Primary: Government	20.8%
Infants/Primary: Catholic & Other Non Government	10.8%
Secondary: Government	13.7%
Secondary: Catholic & Other Non Government	9.5%
Technical or Further Educational institution: Full-time student	1.7%
Technical or Further Educational institution: Part-time student	4.2%
University or other Tertiary Institutions: Full-time student	6.8%
University or other Tertiary Institutions: Part-time student	3.6%
Other type of educational institution	1.9%
Type of educational institution and/or status not stated	21.8%

Household Income (Weekly)	
Negative/Nil income	0.9%
\$1-\$149	1.0%
\$150-\$249	2.8%
\$250-\$349	4.9%
\$350-\$499	4.6%
\$500-\$649	10.0%
\$650-\$799	6.0%
\$800-\$999	7.1%
\$1000-\$1199	12.2%
\$1200-\$1399	7.1%
\$1400-\$1699	9.0%
\$1700-\$1999	7.2%
\$2000-\$2499	7.3%
\$2500-\$2999	4.8%
\$3000 or more	4.0%
Partial income stated	8.9%
All incomes not stated	2.2%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.0%
2	1.0%
3	1.5%
4	4.6%
5	7.6%
6	12.0%
7	21.9%
8	24.6%
9	19.8%
10 - High	7.1%

Credit Risk	
Zero Derogs	0.0%
1 - Low	2.3%
2	6.6%
3	11.7%
4	11.7%
5	17.7%
6	16.1%
7	16.0%
8	11.6%
9	5.5%
10 - High	0.8%

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### Types of Loans

Current home mortgage - for home	27.7%
Current home mortgage - for business	1.9%
Current home mortgage - for other	0.1%
Mortgage on investment property	5.9%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.2%
Home Equity Loan - secured by current home	4.2%
Home Equity Loan - secured by investment property	1.5%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	7.1%
Personal loan for a holiday	0.5%
Personal loan for renovation	0.2%
Personal loan for consolidation of other loans	1.3%
Personal loan for education purposes	0.3%
Personal loan for another purpose	1.4%
Lease in your name - car lease	0.8%
Lease in your name - other lease	0.0%
Interest free period loan	0.7%
Loan for shares/investment	0.4%
Personal overdraft	0.7%
Some other type of loan	0.0%
None	56.9%

### Total Amount in Savings and Investments

Less than \$100	5.9%
\$100- \$499	4.4%
\$500- \$999	3.3%
\$1000- \$1999	2.7%
\$2000- \$4999	4.2%
\$5000- \$9999	3.3%
\$10,000- \$19,999	7.7%
\$20,000- \$49,999	10.1%
\$50,000- \$99,999	6.5%
\$100,000- \$499,999	17.6%
\$500,000- \$999,999	5.9%
\$1 Million - <\$2 Million	2.7%
\$2 Million or More	1.4%
Can't Say	24.3%

### Managed Investments Held

Allocated Pensions & Annuities	5.0%
Australian Equity Trust	1.4%
Cash Management Trust	2.4%
Friendly Society Bonds	0.3%
Income Fund	0.7%
Insurance Bonds	0.0%
Managed Trust	3.8%
International Trust	0.2%
Property Trust	0.5%
Rollover Fund (Approved Deposit/Deferred Annuities)	3.2%
Superannuation/Retirement Fund - non-employer/ portable	13.2%
Superannuation/Retirement Fund - employer	50.2%
Fixed Interest Trust	0.6%
Immediate Pensions & Annuities	0.5%
Mortgage Fund or Trust	0.4%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	1.2%
None	31.6%

### Accounts Held at Banks

Bank Account	87.6%
Term Deposit	8.8%
Bonus Interest or Reward-Based Account	5.2%
High Interest Online Account	8.6%
Deeming or Pensioner Account	6.1%
Mortgage Offset or Loan Offset Account	10.3%
Cash Management Account	6.9%
Share Trading Account	1.5%
Money Market Account	0.3%
Foreign Currency Account	0.2%
Christmas Club Account	0.2%
Regular Savings	72.0%
Other/CS A/c with Bank	0.3%

### Finance / Credit

Credit enables me to buy the things that I want	33.3%
I like to be well insured	70.6%
Recently I've cut down my spending	60.0%
The Australian economy appears to be improving	55.4%
I feel financially stable at the moment	60.2%
I'm worried about interest rates at the moment	40.4%
It would be ideal if I could conduct all my banking without ever having to	57.1%
I prefer to invest in something with a safe return	84.5%

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

Average Value (\$)	\$516
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### Frequency of Internet Usage

More than once a day	40.5%
Once a day	16.0%
A few times a week	15.3%
Once a week	1.9%
A few times a month	1.6%
Once a month	2.8%
A few times a year	0.9%
Once a year	0.0%
Less often	4.4%
Never	0.0%
Can't say	3.3%

### Shopping / Media

I use coupons I find in magazines or on packets	33.6%
I always watch the news on TV to keep me up-to-date	68.6%
I always read the business section of the newspaper	18.9%
I listen to the radio in the car	83.6%
I often enter competitions run by newspapers, magazines or radio	17.6%
I often enter competitions on packets or labels on products	15.5%
I often redeem coupons to get discounts or special offers	41.9%
I don't read the ads in newspapers and magazines	36.3%
I can't help noticing advertising on buses	54.0%
I enjoy buying magazines	40.8%
I can't miss seeing those big billboard signs	62.0%
I find TV advertising interesting	22.1%
TV advertising often gives me something to talk about	29.8%
Nearly all TV advertising annoys me	62.8%
Some TV advertising is devious	73.8%
Quite often I find TV advertising more entertaining than programs	15.9%
I often take advantage of special offers on shopping docket	27.8%
I usually notice advertisements on shopping trolleys	9.6%
I often notice the advertisements on the tops and backs of taxis	24.7%
Advertising posters in shopping centres don't interest me	71.7%
My letterbox says 'no junk mail' (or similar)	14.0%
I believe quality is more important than price	77.2%
I buy more store's own products than well known brands	37.6%
I would like to buy a home computer	35.2%
I try to buy Australian made products as often as possible	74.2%
I will buy a product because of the label	23.9%
I trust well known brands better than the stores' own	47.9%
I have favourite brands and I tend to stick to them	69.1%
I am always ready to try new and different products	58.5%
I like to try the free samples they offer in supermarkets	44.0%
I'll go out of my way in search of a bargain	39.6%
If I see a new type of food I will try it	54.4%
Bought goods on lay-by	11.5%
Bought goods on interest free terms	5.2%
Bought something over the phone	8.2%
Bought something over the internet	26.9%
Bought something from a TV offer	2.0%
Bought something from a magazine coupon or offer	4.2%
Bought something from a newspaper coupon or offer	4.6%
Bought something from a catalogue or direct mail offer	12.1%
Bought something from a telephone sales offer	2.9%

### Direct Mail Interests

Finance (banking, insurance)	45.0%
Telecommunications	18.2%
Utilities (gas, electricity, water)	9.8%
Real Estate	8.7%
Supermarket or other store	9.5%
Car company or dealer	2.0%
Charity	8.3%
Government / Political Party	8.6%
Other Organisation	34.9%
I read addressed mail from organisations I deal with	62.9%
I read addressed mail from organisations I don't deal with	22.6%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.2%
Classical Music	2.6%
Contemporary Music	49.6%
Dance	0.1%
Film	0.0%
Musical Theatre	5.3%
Multicultural Festivals	0.2%
Opera	0.0%
Other	1.2%
Singing Festivals	3.1%
Special	6.9%
Sport	26.2%
Theatre	1.5%