

# 2008 Australian LandScape Segment Statistics

**Group 4  
Segment 14**

**Urban Development  
Urban Renewal**



Age	
0-4 years	6.3%
5-14 years	12.1%
15-19 years	6.2%
20-24 years	6.7%
25-34 years	13.8%
35-44 years	15.3%
45-54 years	13.6%
55-64 years	10.3%
65-74 years	7.7%
75-84 years	6.0%
85 years and over	2.1%

Family Composition	
Couple family with no children	31.4%
Couple family with children under 15	31.3%
Couple family with no children under 15	18.1%
One parent family with children under 15	7.0%
One parent family with no children under 15	9.7%
Other family	2.3%

Marital Status	
Married	50.3%
Separated	2.8%
Divorced	7.2%
Widowed	7.1%
Never Married	32.5%

Country of Birth	
Australia	56.3%
New Zealand	1.9%
Fiji, Papua New Guinea	0.6%
China, Hong Kong, Japan, Republic of Korea (South)	7.1%
India, Sri Lanka	2.2%
South East Asia	4.5%
Ireland, United Kingdom	3.0%
Europe	7.6%
Middle East & Africa	3.5%
United States of America, Canada	0.3%
Other	6.0%
Not Stated	6.8%

Tenure of Household	
Lived at same address 1 year ago	87.1%
Lived at different address 1 year ago	12.9%
Lived at same address 5 years ago	65.0%
Lived at different address 5 years ago	35.0%

Number of Usual Residents in the Household	
One	23.6%
Two	29.9%
Three	18.0%
Four	17.1%
Five	7.4%
Six or more	4.0%

Dwelling Structure	
Separate house	70.1%
Semi-detached\ row or terrace house\ townhouse etc.	17.6%
Flat\ unit or apartment	11.8%
Other dwelling	0.5%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	6.5%
Graduate Diploma and Graduate Certificate	2.3%
Bachelor Degree	24.8%
Advanced Diploma and Diploma	14.6%
Certificate	26.5%
Level of education inadequately described	3.1%
Level of education not stated	22.3%

Occupation	
Managers	11.6%
Professionals	21.9%
Technicians & trades workers	13.7%
Community & personal service workers	7.8%
Clerical & administrative workers	17.8%
Sales workers	9.8%
Machinery operators & drivers	6.4%
Labourers	8.8%
Occupation inadequately described/ not stated	2.2%

Industry of Employment	
Agriculture\ forestry & fishing	0.2%
Mining	0.1%
Manufacturing	9.6%
Electricity\ gas\ water & waste services	0.8%
Construction	7.1%
Wholesale trade	5.7%
Retail trade	10.7%
Accommodation & food services	6.5%
Transport\ postal & warehousing	6.3%
Information media & telecommunications	2.7%
Financial & insurance services	5.9%
Rental\ hiring & real estate services	1.6%
Professional\ scientific & technical services	7.7%
Administrative & support services	3.5%
Public administration & safety	5.8%
Education & training	7.1%
Health care & social assistance	10.2%
Arts & recreation services	1.4%
Other services	3.9%
Inadequately described\Not stated	3.1%

Labour Force Status	
Employed\ worked full-time	38.6%
Employed\ worked part-time	15.7%
Employed\ away from work	3.9%
Unemployed\ looking for work	3.3%
Not in the labour force	38.5%

Study Participation	
Pre-school	5.0%
Infants/Primary: Government	15.6%
Infants/Primary: Catholic & Other Non Government	8.9%
Secondary: Government	11.4%
Secondary: Catholic & Other Non Government	8.3%
Technical or Further Educational institution: Full-time student	3.1%
Technical or Further Educational institution: Part-time student	4.8%
University or other Tertiary Institutions: Full-time student	9.9%
University or other Tertiary Institutions: Part-time student	4.0%
Other type of educational institution	2.1%
Type of educational institution and/or status not stated	26.8%

Household Income (Weekly)	
Negative/Nil income	1.3%
\$1-\$149	1.8%
\$150-\$249	5.5%
\$250-\$349	6.9%
\$350-\$499	5.3%
\$500-\$649	9.0%
\$650-\$799	5.6%
\$800-\$999	6.4%
\$1000-\$1199	9.5%
\$1200-\$1399	5.1%
\$1400-\$1699	7.4%
\$1700-\$1999	6.3%
\$2000-\$2499	7.0%
\$2500-\$2999	6.0%
\$3000 or more	5.6%
Partial income stated	8.3%
All incomes not stated	3.1%

Credit Demand	
Zero Enquiries	0.4%
1 - Low	0.9%
2	3.5%
3	8.8%
4	13.3%
5	18.8%
6	20.4%
7	17.1%
8	8.9%
9	6.5%
10 - High	1.4%

Credit Risk	
Zero Derogs	0.7%
1 - Low	1.9%
2	4.0%
3	8.0%
4	10.6%
5	17.3%
6	17.1%
7	15.3%
8	15.6%
9	7.3%
10 - High	2.2%

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### Types of Loans

Current home mortgage - for home	22.2%
Current home mortgage - for business	0.5%
Current home mortgage - for other	0.0%
Mortgage on investment property	4.6%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.2%
Home Equity Loan - secured by current home	0.8%
Home Equity Loan - secured by investment property	0.0%
Home Equity Loan - not secured by property	0.1%
Personal loan for a car	3.5%
Personal loan for a holiday	0.3%
Personal loan for renovation	0.1%
Personal loan for consolidation of other loans	0.6%
Personal loan for education purposes	0.2%
Personal loan for another purpose	0.7%
Lease in your name - car lease	0.7%
Lease in your name - other lease	0.1%
Interest free period loan	0.0%
Loan for shares/investment	0.2%
Personal overdraft	0.4%
Some other type of loan	0.0%
None	69.8%

### Total Amount in Savings and Investments

Less than \$100	8.8%
\$100- \$499	3.2%
\$500- \$999	3.8%
\$1000- \$1999	4.3%
\$2000- \$4999	7.5%
\$5000- \$9999	7.6%
\$10,000- \$19,999	6.9%
\$20,000- \$49,999	7.8%
\$50,000- \$99,999	6.3%
\$100,000- \$499,999	11.1%
\$500,000- \$999,999	2.9%
\$1 Million - <\$2 Million	1.1%
\$2 Million or More	0.2%
Can't Say	28.3%

### Managed Investments Held

Allocated Pensions & Annuities	1.7%
Australian Equity Trust	0.3%
Cash Management Trust	0.8%
Friendly Society Bonds	0.0%
Income Fund	0.1%
Insurance Bonds	0.0%
Managed Trust	2.0%
International Trust	0.0%
Property Trust	0.6%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.7%
Superannuation/Retirement Fund - non-employer/ portable	6.4%
Superannuation/Retirement Fund - employer	51.8%
Fixed Interest Trust	0.3%
Immediate Pensions & Annuities	0.4%
Mortgage Fund or Trust	0.1%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.6%
None	39.6%

### Accounts Held at Banks

Bank Account	88.4%
Term Deposit	5.1%
Bonus Interest or Reward-Based Account	3.9%
High Interest Online Account	4.4%
Deeming or Pensioner Account	6.4%
Mortgage Offset or Loan Offset Account	8.0%
Cash Management Account	2.9%
Share Trading Account	0.8%
Money Market Account	0.1%
Foreign Currency Account	0.1%
Christmas Club Account	0.0%
Regular Savings	76.4%
Other/CS A/c with Bank	0.7%

### Finance / Credit

Credit enables me to buy the things that I want	34.0%
I like to be well insured	69.2%
Recently I've cut down my spending	61.3%
The Australian economy appears to be improving	52.7%
I feel financially stable at the moment	57.2%
I'm worried about interest rates at the moment	46.7%
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	81.3%

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

Average Value (\$)	\$549
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### Frequency of Internet Usage

More than once a day	40.5%
Once a day	10.1%
A few times a week	13.7%
Once a week	3.1%
A few times a month	2.3%
Once a month	0.4%
A few times a year	1.9%
Once a year	0.0%
Less often	5.3%
Never	0.0%
Can't say	4.7%

### Shopping / Media

I use coupons I find in magazines or on packets	31.3%
I always watch the news on TV to keep me up-to-date	72.8%
I always read the business section of the newspaper	19.1%
I listen to the radio in the car	71.9%
I often enter competitions run by newspapers, magazines or radio	14.6%
I often enter competitions on packets or labels on products	13.2%
I often redeem coupons to get discounts or special offers	40.7%
I don't read the ads in newspapers and magazines	32.0%
I can't help noticing advertising on buses	67.7%
I enjoy buying magazines	40.1%
I can't miss seeing those big billboard signs	63.7%
I find TV advertising interesting	30.4%
TV advertising often gives me something to talk about	33.9%
Nearly all TV advertising annoys me	52.0%
Some TV advertising is devious	77.0%
Quite often I find TV advertising more entertaining than programs	22.6%
I often take advantage of special offers on shopping docket	23.2%
I usually notice advertisements on shopping trolleys	12.0%
I often notice the advertisements on the tops and backs of taxis	32.4%
Advertising posters in shopping centres don't interest me	58.8%
My letterbox says 'no junk mail' (or similar)	11.6%
I believe quality is more important than price	74.2%
I buy more store's own products than well known brands	35.5%
I would like to buy a home computer	41.4%
I try to buy Australian made products as often as possible	72.0%
I will buy a product because of the label	25.3%
I trust well known brands better than the stores' own	48.8%
I have favourite brands and I tend to stick to them	64.3%
I am always ready to try new and different products	57.9%
I like to try the free samples they offer in supermarkets	57.0%
I'll go out of my way in search of a bargain	42.8%
If I see a new type of food I will try it	55.5%
Bought goods on lay-by	8.8%
Bought goods on interest free terms	3.8%
Bought something over the phone	6.3%
Bought something over the internet	25.9%
Bought something from a TV offer	3.1%
Bought something from a magazine coupon or offer	4.2%
Bought something from a newspaper coupon or offer	4.2%
Bought something from a catalogue or direct mail offer	11.3%
Bought something from a telephone sales offer	1.6%

### Direct Mail Interests

Finance (banking, insurance)	37.0%
Telecommunications	15.8%
Utilities (gas, electricity, water)	16.8%
Real Estate	6.6%
Supermarket or other store	10.1%
Car company or dealer	2.7%
Charity	10.5%
Government / Political Party	11.2%
Other Organisation	32.2%
I read addressed mail from organisations I deal with	58.2%
I read addressed mail from organisations I don't deal with	17.0%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.8%
Classical Music	1.1%
Contemporary Music	45.9%
Dance	0.5%
Film	0.1%
Musical Theatre	5.0%
Multicultural Festivals	0.8%
Opera	0.2%
Other	1.6%
Singing Festivals	2.6%
Special	9.0%
Sport	23.8%
Theatre	5.5%