

## 2008 Australian LandScape Segment Statistics

**Group 4  
Segment 15**

**Urban Development  
Mature Suburbia**



Age	
0-4 years	5.5%
5-14 years	10.7%
15-19 years	5.8%
20-24 years	6.6%
25-34 years	13.2%
35-44 years	14.5%
45-54 years	13.1%
55-64 years	10.8%
65-74 years	9.2%
75-84 years	8.3%
85 years and over	2.4%

Family Composition	
Couple family with no children	40.9%
Couple family with children under 15	25.6%
Couple family with no children under 15	13.5%
One parent family with children under 15	8.4%
One parent family with no children under 15	9.4%
Other family	2.2%

Marital Status	
Married	47.1%
Separated	3.0%
Divorced	9.2%
Widowed	8.4%
Never Married	32.4%

Country of Birth	
Australia	69.1%
New Zealand	0.9%
Fiji, Papua New Guinea	0.1%
China, Hong Kong, Japan, Republic of Korea (South)	1.3%
India, Sri Lanka	0.9%
South East Asia	1.9%
Ireland, United Kingdom	6.3%
Europe	8.7%
Middle East & Africa	0.9%
United States of America, Canada	0.3%
Other	3.7%
Not Stated	5.9%

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	65.1%
Lived at different address 5 years ago	34.9%

Number of Usual Residents in the Household	
One	31.5%
Two	35.5%
Three	14.3%
Four	12.5%
Five	4.5%
Six or more	1.7%

Dwelling Structure	
Separate house	78.5%
Semi-detached\ row or terrace house\ townhouse etc.	10.0%
Flat\ unit or apartment	11.1%
Other dwelling	0.4%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	3.4%
Graduate Diploma and Graduate Certificate	2.9%
Bachelor Degree	20.9%
Advanced Diploma and Diploma	13.6%
Certificate	35.0%
Level of education inadequately described	2.4%
Level of education not stated	21.8%

Occupation	
Managers	9.9%
Professionals	19.4%
Technicians & trades workers	15.4%
Community & personal service workers	9.8%
Clerical & administrative workers	16.6%
Sales workers	10.2%
Machinery operators & drivers	6.3%
Labourers	10.7%
Occupation inadequately described/ not stated	1.7%

Industry of Employment	
Agriculture\ forestry & fishing	0.5%
Mining	0.4%
Manufacturing	12.3%
Electricity\ gas\ water & waste services	1.1%
Construction	7.3%
Wholesale trade	4.2%
Retail trade	11.9%
Accommodation & food services	5.9%
Transport\ postal & warehousing	4.7%
Information media & telecommunications	1.8%
Financial & insurance services	3.7%
Rental\ hiring & real estate services	1.3%
Professional\ scientific & technical services	5.7%
Administrative & support services	3.6%
Public administration & safety	6.9%
Education & training	7.7%
Health care & social assistance	12.8%
Arts & recreation services	1.5%
Other services	4.3%
Inadequately described\Not stated	2.2%

Labour Force Status	
Employed\ worked full-time	34.6%
Employed\ worked part-time	17.3%
Employed\ away from work	3.6%
Unemployed\ looking for work	3.1%
Not in the labour force	41.4%

Study Participation	
Pre-school	4.1%
Infants/Primary: Government	16.5%
Infants/Primary: Catholic & Other Non Government	11.0%
Secondary: Government	10.1%
Secondary: Catholic & Other Non Government	7.7%
Technical or Further Educational institution: Full-time student	2.6%
Technical or Further Educational institution: Part-time student	5.3%
University or other Tertiary Institutions: Full-time student	9.8%
University or other Tertiary Institutions: Part-time student	4.5%
Other type of educational institution	2.7%
Type of educational institution and/or status not stated	25.9%

Household Income (Weekly)	
Negative/Nil income	0.9%
\$1-\$149	1.5%
\$150-\$249	6.9%
\$250-\$349	9.6%
\$350-\$499	6.6%
\$500-\$649	12.3%
\$650-\$799	7.3%
\$800-\$999	7.7%
\$1000-\$1199	10.8%
\$1200-\$1399	5.3%
\$1400-\$1699	6.8%
\$1700-\$1999	5.1%
\$2000-\$2499	5.0%
\$2500-\$2999	2.8%
\$3000 or more	1.8%
Partial income stated	6.5%
All incomes not stated	3.1%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.3%
2	6.7%
3	13.8%
4	21.0%
5	19.5%
6	16.0%
7	12.1%
8	7.9%
9	2.4%
10 - High	0.2%

Credit Risk	
Zero Derogs	0.0%
1 - Low	4.0%
2	6.5%
3	12.6%
4	12.8%
5	13.1%
6	16.5%
7	15.5%
8	12.0%
9	4.9%
10 - High	2.0%

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### Types of Loans

Current home mortgage - for home	25.4%
Current home mortgage - for business	0.4%
Current home mortgage - for other	0.3%
Mortgage on investment property	4.2%
Bridging or Construction loans	0.0%
Loan for home where intend to live	1.0%
Home Equity Loan - secured by current home	2.3%
Home Equity Loan - secured by investment property	0.9%
Home Equity Loan - not secured by property	0.6%
Personal loan for a car	4.9%
Personal loan for a holiday	0.5%
Personal loan for renovation	0.2%
Personal loan for consolidation of other loans	1.0%
Personal loan for education purposes	0.0%
Personal loan for another purpose	0.8%
Lease in your name - car lease	0.3%
Lease in your name - other lease	0.0%
Interest free period loan	0.2%
Loan for shares/investment	0.9%
Personal overdraft	0.9%
Some other type of loan	0.0%
None	61.8%

### Total Amount in Savings and Investments

Less than \$100	7.3%
\$100- \$499	3.2%
\$500- \$999	3.4%
\$1000- \$1999	3.6%
\$2000- \$4999	7.4%
\$5000- \$9999	5.5%
\$10,000- \$19,999	7.1%
\$20,000- \$49,999	10.2%
\$50,000- \$99,999	10.1%
\$100,000- \$499,999	16.4%
\$500,000- \$999,999	3.9%
\$1 Million - <\$2 Million	1.6%
\$2 Million or More	0.3%
Can't Say	20.1%

### Managed Investments Held

Allocated Pensions & Annuities	3.3%
Australian Equity Trust	0.8%
Cash Management Trust	2.1%
Friendly Society Bonds	0.9%
Income Fund	0.4%
Insurance Bonds	0.0%
Managed Trust	3.5%
International Trust	0.5%
Property Trust	0.4%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.9%
Superannuation/Retirement Fund - non-employer/ portable	10.1%
Superannuation/Retirement Fund - employer	55.1%
Fixed Interest Trust	0.6%
Immediate Pensions & Annuities	1.1%
Mortgage Fund or Trust	0.3%
Other Unit Trust/Mutual Fund	0.1%
Retirement Savings Account	1.0%
None	32.0%

### Accounts Held at Banks

Bank Account	77.4%
Term Deposit	7.0%
Bonus Interest or Reward-Based Account	7.1%
High Interest Online Account	4.5%
Deeming or Pensioner Account	8.8%
Mortgage Offset or Loan Offset Account	8.1%
Cash Management Account	5.5%
Share Trading Account	2.0%
Money Market Account	0.3%
Foreign Currency Account	0.0%
Christmas Club Account	0.7%
Regular Savings	61.7%
Other/CS A/c with Bank	0.5%

### Finance / Credit

Credit enables me to buy the things that I want	35.6%
I like to be well insured	68.5%
Recently I've cut down my spending	61.3%
The Australian economy appears to be improving	54.3%
I feel financially stable at the moment	69.3%
I'm worried about interest rates at the moment	42.1%
It would be ideal if I could conduct all my banking without ever having to	41.1%
I prefer to invest in something with a safe return	78.9%

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

Average Value (\$)	\$467
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### Frequency of Internet Usage

More than once a day	35.5%
Once a day	13.9%
A few times a week	15.0%
Once a week	3.6%
A few times a month	2.3%
Once a month	1.3%
A few times a year	2.5%
Once a year	0.1%
Less often	3.1%
Never	0.0%
Can't say	4.4%

### Shopping / Media

I use coupons I find in magazines or on packets	26.5%
I always watch the news on TV to keep me up-to-date	71.4%
I always read the business section of the newspaper	17.9%
I listen to the radio in the car	78.9%
I often enter competitions run by newspapers, magazines or radio	18.8%
I often enter competitions on packets or labels on products	14.0%
I often redeem coupons to get discounts or special offers	38.0%
I don't read the ads in newspapers and magazines	39.9%
I can't help noticing advertising on buses	51.7%
I enjoy buying magazines	39.3%
I can't miss seeing those big billboard signs	55.9%
I find TV advertising interesting	31.1%
TV advertising often gives me something to talk about	31.3%
Nearly all TV advertising annoys me	54.4%
Some TV advertising is devious	80.2%
Quite often I find TV advertising more entertaining than programs	17.4%
I often take advantage of special offers on shopping docket	20.0%
I usually notice advertisements on shopping trolleys	7.4%
I often notice the advertisements on the tops and backs of taxis	19.5%
Advertising posters in shopping centres don't interest me	73.0%
My letterbox says 'no junk mail' (or similar)	14.2%
I believe quality is more important than price	76.4%
I buy more store's own products than well known brands	32.3%
I would like to buy a home computer	33.7%
I try to buy Australian made products as often as possible	73.4%
I will buy a product because of the label	25.1%
I trust well known brands better than the stores' own	54.5%
I have favourite brands and I tend to stick to them	70.4%
I am always ready to try new and different products	59.1%
I like to try the free samples they offer in supermarkets	50.5%
I'll go out of my way in search of a bargain	42.4%
If I see a new type of food I will try it	51.7%
Bought goods on lay-by	8.6%
Bought goods on interest free terms	10.3%
Bought something over the phone	6.7%
Bought something over the internet	25.7%
Bought something from a TV offer	3.8%
Bought something from a magazine coupon or offer	6.1%
Bought something from a newspaper coupon or offer	3.3%
Bought something from a catalogue or direct mail offer	14.5%
Bought something from a telephone sales offer	1.2%

### Direct Mail Interests

Finance (banking, insurance)	38.0%
Telecommunications	19.5%
Utilities (gas, electricity, water)	12.6%
Real Estate	5.2%
Supermarket or other store	13.2%
Car company or dealer	1.6%
Charity	6.9%
Government / Political Party	7.8%
Other Organisation	39.5%
I read addressed mail from organisations I deal with	63.4%
I read addressed mail from organisations I don't deal with	18.5%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.6%
Classical Music	3.4%
Contemporary Music	59.5%
Dance	0.4%
Film	0.1%
Musical Theatre	10.1%
Multicultural Festivals	0.1%
Opera	0.1%
Other	0.5%
Singing Festivals	0.8%
Special	9.5%
Sport	8.0%
Theatre	3.8%