

2008 Australian LandScape Segment Statistics

Group 5
Segment 16

Stable Suburbs
Established White Collar



Age		
0-4 years	5.5%	
5-14 years	17.3%	
15-19 years	10.3%	
20-24 years	6.7%	
25-34 years	8.1%	
35-44 years	16.3%	
45-54 years	18.8%	
55-64 years	10.8%	
65-74 years	4.1%	
75-84 years	1.8%	
85 years and over	0.4%	

Family Composition		
Couple family with no children	26.0%	
Couple family with children under 15	40.4%	
Couple family with no children under 15	24.3%	
One parent family with children under 15	4.3%	
One parent family with no children under 15	4.4%	
Other family	0.7%	

Marital Status		
Married	62.3%	
Separated	1.8%	
Divorced	4.4%	
Widowed	2.3%	
Never Married	29.2%	

Country of Birth		
Australia	74.4%	
New Zealand	1.5%	
Fiji, Papua New Guinea	0.3%	
China, Hong Kong, Japan, Republic of Korea (South)	1.0%	
India, Sri Lanka	1.2%	
South East Asia	1.9%	
Ireland, United Kingdom	6.5%	
Europe	4.4%	
Middle East & Africa	1.6%	
United States of America, Canada	0.4%	
Other	2.9%	
Not Stated	3.9%	

Tenure of Household		
Lived at same address 1 year ago	91.2%	
Lived at different address 1 year ago	8.8%	
Lived at same address 5 years ago	70.5%	
Lived at different address 5 years ago	29.5%	

Number of Usual Residents in the Household		
One	7.6%	
Two	25.7%	
Three	18.2%	
Four	29.9%	
Five	13.9%	
Six or more	4.8%	

Dwelling Structure		
Separate house	97.9%	
Semi-detached\ row or terrace house\ townhouse etc.	1.4%	
Flat\ unit or apartment	0.6%	
Other dwelling	0.2%	
Dwelling structure not stated	0.0%	

Highest Qualification		
Postgraduate Degree	4.9%	
Graduate Diploma and Graduate Certificate	3.3%	
Bachelor Degree	25.0%	
Advanced Diploma and Diploma	17.3%	
Certificate	33.6%	
Level of education inadequately described	2.6%	
Level of education not stated	13.4%	

Occupation		
Managers	15.0%	
Professionals	20.8%	
Technicians & trades workers	14.1%	
Community & personal service workers	7.7%	
Clerical & administrative workers	17.8%	
Sales workers	12.1%	
Machinery operators & drivers	4.2%	
Labourers	6.8%	
Occupation inadequately described/ not stated	1.6%	

Industry of Employment		
Agriculture\ forestry & fishing	0.3%	
Mining	0.5%	
Manufacturing	11.3%	
Electricity\ gas\ water & waste services	0.9%	
Construction	9.3%	
Wholesale trade	5.3%	
Retail trade	13.0%	
Accommodation & food services	5.2%	
Transport\ postal & warehousing	4.3%	
Information media & telecommunications	1.9%	
Financial & insurance services	4.5%	
Rental\ hiring & real estate services	1.8%	
Professional\ scientific & technical services	7.4%	
Administrative & support services	2.7%	
Public administration & safety	5.8%	
Education & training	8.5%	
Health care & social assistance	9.8%	
Arts & recreation services	1.3%	
Other services	4.0%	
Inadequately described\Not stated	2.3%	

Labour Force Status		
Employed\ worked full-time	44.8%	
Employed\ worked part-time	23.5%	
Employed\ away from work	4.3%	
Unemployed\ looking for work	2.3%	
Not in the labour force	25.1%	

Study Participation		
Pre-school	4.9%	
Infants/Primary: Government	18.1%	
Infants/Primary: Catholic & Other Non Government	13.0%	
Secondary: Government	13.2%	
Secondary: Catholic & Other Non Government	16.7%	
Technical or Further Educational institution: Full-time student	2.1%	
Technical or Further Educational institution: Part-time student	4.3%	
University or other Tertiary Institutions: Full-time student	9.2%	
University or other Tertiary Institutions: Part-time student	3.3%	
Other type of educational institution	1.5%	
Type of educational institution and/or status not stated	13.7%	

Household Income (Weekly)		
Negative/Nil income	0.7%	
\$1-\$149	0.6%	
\$150-\$249	1.2%	
\$250-\$349	1.9%	
\$350-\$499	2.5%	
\$500-\$649	5.2%	
\$650-\$799	3.7%	
\$800-\$999	5.0%	
\$1000-\$1199	9.0%	
\$1200-\$1399	6.0%	
\$1400-\$1699	9.5%	
\$1700-\$1999	9.3%	
\$2000-\$2499	10.8%	
\$2500-\$2999	10.7%	
\$3000 or more	11.1%	
Partial income stated	11.5%	
All incomes not stated	1.5%	

Credit Demand		
Zero Enquiries	0.0%	
1 - Low	0.3%	
2	3.6%	
3	12.4%	
4	19.3%	
5	21.0%	
6	17.3%	
7	15.4%	
8	7.1%	
9	3.7%	
10 - High	0.0%	

Credit Risk		
Zero Derogs	0.5%	
1 - Low	20.7%	
2	26.7%	
3	20.5%	
4	14.1%	
5	7.2%	
6	6.0%	
7	3.0%	
8	1.4%	
9	0.0%	
10 - High	0.0%	

2008 Australian LandScape Segment Statistics

Group 5
Segment 16

Stable Suburbs
Established White Collar



Types of Loans	
Current home mortgage - for home	35.1%
Current home mortgage - for business	1.7%
Current home mortgage - for other	0.4%
Mortgage on investment property	10.7%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.3%
Home Equity Loan - secured by current home	4.0%
Home Equity Loan - secured by investment property	1.1%
Home Equity Loan - not secured by property	0.6%
Personal loan for a car	5.0%
Personal loan for a holiday	0.1%
Personal loan for renovation	0.6%
Personal loan for consolidation of other loans	0.8%
Personal loan for education purposes	0.0%
Personal loan for another purpose	1.4%
Lease in your name - car lease	2.2%
Lease in your name - other lease	0.2%
Interest free period loan	1.0%
Loan for shares/investment	1.4%
Personal overdraft	2.1%
Some other type of loan	0.0%
None	49.0%

Total Amount in Savings and Investments	
Less than \$100	6.6%
\$100- \$499	2.4%
\$500- \$999	2.6%
\$1000- \$1999	2.4%
\$2000- \$4999	5.1%
\$5000- \$9999	5.0%
\$10,000- \$19,999	4.2%
\$20,000- \$49,999	7.6%
\$50,000- \$99,999	6.5%
\$100,000- \$499,999	23.0%
\$500,000- \$999,999	5.9%
\$1 Million - <\$2 Million	3.9%
\$2 Million or More	1.4%
Can't Say	23.2%

Managed Investments Held	
Allocated Pensions & Annuities	2.7%
Australian Equity Trust	1.9%
Cash Management Trust	2.1%
Friendly Society Bonds	0.2%
Income Fund	0.5%
Insurance Bonds	0.0%
Managed Trust	4.7%
International Trust	0.5%
Property Trust	1.2%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.5%
Superannuation/Retirement Fund - non-employer/ portable	17.9%
Superannuation/Retirement Fund - employer	60.5%
Fixed Interest Trust	0.7%
Immediate Pensions & Annuities	1.2%
Mortgage Fund or Trust	0.1%
Other Unit Trust/Mutual Fund	0.1%
Retirement Savings Account	0.6%
None	23.3%

Accounts Held at Banks	
Bank Account	90.1%
Term Deposit	8.8%
Bonus Interest or Reward-Based Account	5.6%
High Interest Online Account	9.3%
Deeming or Pensioner Account	3.7%
Mortgage Offset or Loan Offset Account	16.4%
Cash Management Account	8.7%
Share Trading Account	3.0%
Money Market Account	0.1%
Foreign Currency Account	0.1%
Christmas Club Account	1.0%
Regular Savings	75.7%
Other/CS A/c with Bank	1.1%

Finance / Credit	
Credit enables me to buy the things that I want	35.6%
I like to be well insured	81.2%
Recently I've cut down my spending	58.2%
The Australian economy appears to be improving	58.1%
I feel financially stable at the moment	69.3%
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	55.7%
I prefer to invest in something with a safe return	82.1%

Average Value of Purchases over Internet Last 3 Months	
Average Value (\$)	\$600

Frequency of Internet Usage	
More than once a day	47.4%
Once a day	14.4%
A few times a week	17.5%
Once a week	3.5%
A few times a month	1.4%
Once a month	0.4%
A few times a year	0.9%
Once a year	0.2%
Less often	1.8%
Never	0.0%
Can't say	3.3%

Shopping / Media	
I use coupons I find in magazines or on packets	32.1%
I always watch the news on TV to keep me up-to-date	65.1%
I always read the business section of the newspaper	18.4%
I listen to the radio in the car	88.3%
I often enter competitions run by newspapers, magazines or radio	15.6%
I often enter competitions on packets or labels on products	16.4%
I often redeem coupons to get discounts or special offers	38.8%
I don't read the ads in newspapers and magazines	39.9%
I can't help noticing advertising on buses	57.4%
I enjoy buying magazines	40.1%
I can't miss seeing those big billboard signs	58.1%
I find TV advertising interesting	22.1%
TV advertising often gives me something to talk about	25.4%
Nearly all TV advertising annoys me	55.6%
Some TV advertising is devious	83.4%
Quite often I find TV advertising more entertaining than programs	18.5%
I often take advantage of special offers on shopping docket	21.8%
I usually notice advertisements on shopping trolleys	7.2%
I often notice the advertisements on the tops and backs of taxis	19.0%
Advertising posters in shopping centres don't interest me	69.6%
My letterbox says 'no junk mail' (or similar)	10.7%
I believe quality is more important than price	77.9%
I buy more store's own products than well known brands	26.7%
I would like to buy a home computer	30.0%
I try to buy Australian made products as often as possible	70.6%
I will buy a product because of the label	24.2%
I trust well known brands better than the stores' own	55.0%
I have favourite brands and I tend to stick to them	73.8%
I am always ready to try new and different products	57.9%
I like to try the free samples they offer in supermarkets	52.0%
I'll go out of my way in search of a bargain	35.6%
If I see a new type of food I will try it	56.1%
Bought goods on lay-by	8.0%
Bought goods on interest free terms	4.8%
Bought something over the phone	7.9%
Bought something over the internet	32.7%
Bought something from a TV offer	1.9%
Bought something from a magazine coupon or offer	6.1%
Bought something from a newspaper coupon or offer	5.9%
Bought something from a catalogue or direct mail offer	12.0%
Bought something from a telephone sales offer	1.3%

Direct Mail Interests	
Finance (banking, insurance)	38.0%
Telecommunications	18.8%
Utilities (gas, electricity, water)	15.3%
Real Estate	8.2%
Supermarket or other store	9.6%
Car company or dealer	3.2%
Charity	9.1%
Government / Political Party	8.9%
Other Organisation	40.2%
I read addressed mail from organisations I deal with	62.9%
I read addressed mail from organisations I don't deal with	19.7%

Ticketek Entertainment - Most Dollars Spent	
Ballet	0.0%
Childrens	4.7%
Classical Music	1.5%
Contemporary Music	45.3%
Dance	1.1%
Film	0.1%
Musical Theatre	13.0%
Multicultural Festivals	0.2%
Opera	0.2%
Other	1.5%
Singing Festivals	1.5%
Special	7.4%
Sport	18.3%
Theatre	5.2%