

## 2008 Australian LandScape Segment Statistics

**Group 5**  
**Segment 18**

**Stable Suburbs**  
**Quarter Acre Families**



Age		
0-4 years	6.5%	
5-14 years	15.2%	
15-19 years	8.5%	
20-24 years	7.0%	
25-34 years	12.8%	
35-44 years	15.3%	
45-54 years	16.3%	
55-64 years	10.9%	
65-74 years	4.6%	
75-84 years	2.3%	
85 years and over	0.6%	

Family Composition		
Couple family with no children	30.9%	
Couple family with children under 15	34.3%	
Couple family with no children under 15	19.0%	
One parent family with children under 15	8.0%	
One parent family with no children under 15	6.9%	
Other family	1.0%	

Marital Status		
Married	54.8%	
Separated	2.9%	
Divorced	7.4%	
Widowed	3.2%	
Never Married	31.7%	

Country of Birth		
Australia	76.7%	
New Zealand	1.7%	
Fiji, Papua New Guinea	0.3%	
China, Hong Kong, Japan, Republic of Korea (South)	0.5%	
India, Sri Lanka	0.8%	
South East Asia	1.3%	
Ireland, United Kingdom	7.3%	
Europe	3.3%	
Middle East & Africa	0.9%	
United States of America, Canada	0.3%	
Other	2.4%	
Not Stated	4.4%	

Tenure of Household		
Lived at same address 1 year ago	89.0%	
Lived at different address 1 year ago	11.0%	
Lived at same address 5 years ago	67.6%	
Lived at different address 5 years ago	32.4%	

Number of Usual Residents in the Household		
One	14.3%	
Two	31.5%	
Three	19.3%	
Four	22.4%	
Five	9.2%	
Six or more	3.4%	

Dwelling Structure		
Separate house	96.6%	
Semi-detached\ row or terrace house\ townhouse etc.	1.9%	
Flat\ unit or apartment	1.3%	
Other dwelling	0.2%	
Dwelling structure not stated	0.0%	

Highest Qualification		
Postgraduate Degree	2.6%	
Graduate Diploma and Graduate Certificate	2.6%	
Bachelor Degree	17.7%	
Advanced Diploma and Diploma	15.5%	
Certificate	43.2%	
Level of education inadequately described	2.9%	
Level of education not stated	15.5%	

Occupation		
Managers	10.3%	
Professionals	15.6%	
Technicians & trades workers	17.3%	
Community & personal service workers	9.2%	
Clerical & administrative workers	17.7%	
Sales workers	11.3%	
Machinery operators & drivers	7.1%	
Labourers	9.9%	
Occupation inadequately described/ not stated	1.6%	

Industry of Employment		
Agriculture\ forestry & fishing	0.5%	
Mining	0.4%	
Manufacturing	13.5%	
Electricity\ gas\ water & waste services	1.1%	
Construction	9.3%	
Wholesale trade	5.2%	
Retail trade	12.8%	
Accommodation & food services	5.1%	
Transport\ postal & warehousing	5.2%	
Information media & telecommunications	1.8%	
Financial & insurance services	3.6%	
Rental\ hiring & real estate services	1.5%	
Professional\ scientific & technical services	5.0%	
Administrative & support services	3.1%	
Public administration & safety	6.5%	
Education & training	7.4%	
Health care & social assistance	10.4%	
Arts & recreation services	1.3%	
Other services	4.2%	
Inadequately described\Not stated	2.2%	

Labour Force Status		
Employed\ worked full-time	44.7%	
Employed\ worked part-time	21.0%	
Employed\ away from work	4.4%	
Unemployed\ looking for work	2.9%	
Not in the labour force	27.0%	

Study Participation		
Pre-school	5.5%	
Infants/Primary: Government	22.6%	
Infants/Primary: Catholic & Other Non Government	9.1%	
Secondary: Government	16.2%	
Secondary: Catholic & Other Non Government	10.1%	
Technical or Further Educational institution: Full-time student	2.3%	
Technical or Further Educational institution: Part-time student	5.7%	
University or other Tertiary Institutions: Full-time student	6.4%	
University or other Tertiary Institutions: Part-time student	3.3%	
Other type of educational institution	1.9%	
Type of educational institution and/or status not stated	17.0%	

Household Income (Weekly)		
Negative/Nil income	0.6%	
\$1-\$149	0.8%	
\$150-\$249	2.4%	
\$250-\$349	3.8%	
\$350-\$499	3.6%	
\$500-\$649	8.1%	
\$650-\$799	6.1%	
\$800-\$999	7.5%	
\$1000-\$1199	12.3%	
\$1200-\$1399	7.6%	
\$1400-\$1699	10.7%	
\$1700-\$1999	8.4%	
\$2000-\$2499	8.7%	
\$2500-\$2999	5.2%	
\$3000 or more	3.7%	
Partial income stated	8.9%	
All incomes not stated	1.9%	

Credit Demand		
Zero Enquiries	0.0%	
1 - Low	0.0%	
2	0.4%	
3	2.6%	
4	5.5%	
5	10.4%	
6	14.0%	
7	19.9%	
8	23.9%	
9	19.4%	
10 - High	3.9%	

Credit Risk		
Zero Derogs	0.0%	
1 - Low	3.4%	
2	6.5%	
3	13.8%	
4	15.5%	
5	15.6%	
6	16.8%	
7	11.7%	
8	9.7%	
9	5.4%	
10 - High	1.6%	

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### Types of Loans

Current home mortgage - for home	36.3%
Current home mortgage - for business	0.8%
Current home mortgage - for other	0.4%
Mortgage on investment property	6.2%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.8%
Home Equity Loan - secured by current home	3.5%
Home Equity Loan - secured by investment property	0.6%
Home Equity Loan - not secured by property	0.3%
Personal loan for a car	8.1%
Personal loan for a holiday	0.3%
Personal loan for renovation	0.6%
Personal loan for consolidation of other loans	1.9%
Personal loan for education purposes	0.0%
Personal loan for another purpose	2.3%
Lease in your name - car lease	1.5%
Lease in your name - other lease	0.1%
Interest free period loan	1.2%
Loan for shares/investment	0.4%
Personal overdraft	0.9%
Some other type of loan	0.0%
None	47.1%

### Total Amount in Savings and Investments

Less than \$100	5.9%
\$100- \$499	3.1%
\$500- \$999	2.0%
\$1000- \$1999	4.1%
\$2000- \$4999	5.5%
\$5000- \$9999	7.1%
\$10,000- \$19,999	6.5%
\$20,000- \$49,999	11.0%
\$50,000- \$99,999	9.0%
\$100,000- \$499,999	18.4%
\$500,000- \$999,999	4.9%
\$1 Million - <\$2 Million	1.3%
\$2 Million or More	0.4%
Can't Say	21.0%

### Managed Investments Held

Allocated Pensions & Annuities	3.5%
Australian Equity Trust	0.9%
Cash Management Trust	1.3%
Friendly Society Bonds	0.1%
Income Fund	0.3%
Insurance Bonds	0.0%
Managed Trust	2.6%
International Trust	0.4%
Property Trust	0.5%
Rollover Fund (Approved Deposit/Deferred Annuities)	3.7%
Superannuation/Retirement Fund - non-employer/ portable	13.3%
Superannuation/Retirement Fund - employer	63.2%
Fixed Interest Trust	0.3%
Immediate Pensions & Annuities	1.4%
Mortgage Fund or Trust	0.2%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.5%
None	24.6%

### Accounts Held at Banks

Bank Account	83.3%
Term Deposit	6.6%
Bonus Interest or Reward-Based Account	5.8%
High Interest Online Account	5.1%
Deeming or Pensioner Account	4.0%
Mortgage Offset or Loan Offset Account	13.0%
Cash Management Account	4.1%
Share Trading Account	1.4%
Money Market Account	0.2%
Foreign Currency Account	0.0%
Christmas Club Account	0.7%
Regular Savings	72.8%
Other/CS A/c with Bank	0.7%

### Finance / Credit

Credit enables me to buy the things that I want	36.0%
I like to be well insured	77.7%
Recently I've cut down my spending	65.0%
The Australian economy appears to be improving	56.0%
I feel financially stable at the moment	61.4%
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	53.2%
I prefer to invest in something with a safe return	84.5%

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

Average Value (\$)	\$303
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### Frequency of Internet Usage

More than once a day	41.6%
Once a day	17.1%
A few times a week	16.1%
Once a week	3.0%
A few times a month	4.1%
Once a month	1.6%
A few times a year	1.3%
Once a year	0.0%
Less often	3.5%
Never	0.0%
Can't say	2.5%

### Shopping / Media

I use coupons I find in magazines or on packets	28.2%
I always watch the news on TV to keep me up-to-date	67.9%
I always read the business section of the newspaper	15.5%
I listen to the radio in the car	87.5%
I often enter competitions run by newspapers, magazines or radio	17.4%
I often enter competitions on packets or labels on products	16.6%
I often redeem coupons to get discounts or special offers	41.1%
I don't read the ads in newspapers and magazines	42.3%
I can't help noticing advertising on buses	62.0%
I enjoy buying magazines	30.7%
I can't miss seeing those big billboard signs	63.7%
I find TV advertising interesting	24.6%
TV advertising often gives me something to talk about	34.5%
Nearly all TV advertising annoys me	52.6%
Some TV advertising is devious	82.6%
Quite often I find TV advertising more entertaining than programs	18.9%
I often take advantage of special offers on shopping docket	20.9%
I usually notice advertisements on shopping trolleys	8.6%
I often notice the advertisements on the tops and backs of taxis	21.9%
Advertising posters in shopping centres don't interest me	66.2%
My letterbox says 'no junk mail' (or similar)	11.9%
I believe quality is more important than price	75.7%
I buy more store's own products than well known brands	34.4%
I would like to buy a home computer	32.9%
I try to buy Australian made products as often as possible	71.3%
I will buy a product because of the label	19.4%
I trust well known brands better than the stores' own	52.1%
I have favourite brands and I tend to stick to them	69.1%
I am always ready to try new and different products	65.0%
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	38.8%
If I see a new type of food I will try it	55.5%
Bought goods on lay-by	11.9%
Bought goods on interest free terms	5.7%
Bought something over the phone	6.2%
Bought something over the internet	24.2%
Bought something from a TV offer	1.2%
Bought something from a magazine coupon or offer	4.4%
Bought something from a newspaper coupon or offer	4.2%
Bought something from a catalogue or direct mail offer	12.0%
Bought something from a telephone sales offer	1.1%

### Direct Mail Interests

Finance (banking, insurance)	35.6%
Telecommunications	17.3%
Utilities (gas, electricity, water)	19.0%
Real Estate	3.1%
Supermarket or other store	11.7%
Car company or dealer	3.9%
Charity	6.3%
Government / Political Party	12.8%
Other Organisation	32.9%
I read addressed mail from organisations I deal with	59.9%
I read addressed mail from organisations I don't deal with	18.4%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	4.4%
Classical Music	1.8%
Contemporary Music	50.9%
Dance	0.7%
Film	0.1%
Musical Theatre	10.5%
Multicultural Festivals	0.2%
Opera	0.1%
Other	1.5%
Singing Festivals	1.5%
Special	6.8%
Sport	17.3%
Theatre	4.1%