

## 2008 Australian LandScape Segment Statistics

**Group 5**  
**Segment 19**

**Stable Suburbs**  
**Established Migrant Families**



Age	
0-4 years	5.8%
5-14 years	13.0%
15-19 years	7.1%
20-24 years	6.9%
25-34 years	12.4%
35-44 years	14.1%
45-54 years	14.2%
55-64 years	12.6%
65-74 years	7.8%
75-84 years	4.7%
85 years and over	1.4%

Family Composition	
Couple family with no children	30.9%
Couple family with children under 15	30.3%
Couple family with no children under 15	23.2%
One parent family with children under 15	6.3%
One parent family with no children under 15	8.1%
Other family	1.3%

Marital Status	
Married	56.3%
Separated	2.6%
Divorced	5.6%
Widowed	5.7%
Never Married	29.8%

Country of Birth	
Australia	60.3%
New Zealand	1.5%
Fiji, Papua New Guinea	0.7%
China, Hong Kong, Japan, Republic of Korea (South)	3.0%
India, Sri Lanka	1.7%
South East Asia	3.6%
Ireland, United Kingdom	2.7%
Europe	10.7%
Middle East & Africa	3.9%
United States of America, Canada	0.2%
Other	5.8%
Not Stated	5.9%

Tenure of Household	
Lived at same address 1 year ago	90.8%
Lived at different address 1 year ago	9.2%
Lived at same address 5 years ago	73.9%
Lived at different address 5 years ago	26.1%

Number of Usual Residents in the Household	
One	15.7%
Two	30.1%
Three	19.0%
Four	20.8%
Five	9.6%
Six or more	4.8%

Dwelling Structure	
Separate house	90.7%
Semi-detached\ row or terrace house\ townhouse etc.	6.9%
Flat\ unit or apartment	2.1%
Other dwelling	0.2%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	3.6%
Graduate Diploma and Graduate Certificate	1.8%
Bachelor Degree	19.9%
Advanced Diploma and Diploma	14.7%
Certificate	35.1%
Level of education inadequately described	3.0%
Level of education not stated	21.9%

Occupation	
Managers	10.5%
Professionals	16.3%
Technicians & trades workers	15.7%
Community & personal service workers	7.5%
Clerical & administrative workers	18.9%
Sales workers	10.6%
Machinery operators & drivers	8.2%
Labourers	9.9%
Occupation inadequately described/ not stated	2.4%

Industry of Employment	
Agriculture\ forestry & fishing	0.2%
Mining	0.1%
Manufacturing	12.7%
Electricity\ gas\ water & waste services	0.9%
Construction	8.4%
Wholesale trade	5.8%
Retail trade	11.8%
Accommodation & food services	5.7%
Transport\ postal & warehousing	7.1%
Information media & telecommunications	2.1%
Financial & insurance services	5.1%
Rental\ hiring & real estate services	1.5%
Professional\ scientific & technical services	5.8%
Administrative & support services	3.3%
Public administration & safety	5.4%
Education & training	6.5%
Health care & social assistance	8.8%
Arts & recreation services	1.2%
Other services	4.4%
Inadequately described\Not stated	3.0%

Labour Force Status	
Employed\ worked full-time	39.7%
Employed\ worked part-time	16.5%
Employed\ away from work	4.0%
Unemployed\ looking for work	3.0%
Not in the labour force	36.8%

Study Participation	
Pre-school	5.2%
Infants/Primary: Government	15.9%
Infants/Primary: Catholic & Other Non Government	11.0%
Secondary: Government	12.7%
Secondary: Catholic & Other Non Government	10.7%
Technical or Further Educational institution: Full-time student	2.5%
Technical or Further Educational institution: Part-time student	5.2%
University or other Tertiary Institutions: Full-time student	8.0%
University or other Tertiary Institutions: Part-time student	3.0%
Other type of educational institution	1.8%
Type of educational institution and/or status not stated	24.0%

Household Income (Weekly)	
Negative/Nil income	0.9%
\$1-\$149	1.5%
\$150-\$249	3.7%
\$250-\$349	4.9%
\$350-\$499	6.0%
\$500-\$649	8.6%
\$650-\$799	5.4%
\$800-\$999	6.6%
\$1000-\$1199	10.1%
\$1200-\$1399	6.2%
\$1400-\$1699	8.3%
\$1700-\$1999	6.8%
\$2000-\$2499	8.1%
\$2500-\$2999	5.6%
\$3000 or more	5.2%
Partial income stated	9.2%
All incomes not stated	2.6%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.2%
2	4.7%
3	13.0%
4	15.8%
5	20.1%
6	14.4%
7	18.6%
8	9.0%
9	3.9%
10 - High	0.3%

Credit Risk	
Zero Derogs	0.1%
1 - Low	2.4%
2	7.9%
3	11.7%
4	14.8%
5	18.3%
6	14.5%
7	16.7%
8	9.0%
9	4.4%
10 - High	0.1%

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### Types of Loans

Current home mortgage - for home	23.0%
Current home mortgage - for business	0.7%
Current home mortgage - for other	0.0%
Mortgage on investment property	4.8%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.6%
Home Equity Loan - secured by current home	1.6%
Home Equity Loan - secured by investment property	0.5%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	3.6%
Personal loan for a holiday	0.0%
Personal loan for renovation	0.5%
Personal loan for consolidation of other loans	0.5%
Personal loan for education purposes	0.4%
Personal loan for another purpose	1.3%
Lease in your name - car lease	0.2%
Lease in your name - other lease	0.0%
Interest free period loan	0.1%
Loan for shares/investment	0.6%
Personal overdraft	0.3%
Some other type of loan	0.0%
None	66.7%

### Total Amount in Savings and Investments

Less than \$100	9.7%
\$100- \$499	4.4%
\$500- \$999	3.3%
\$1000- \$1999	3.3%
\$2000- \$4999	5.6%
\$5000- \$9999	5.5%
\$10,000- \$19,999	4.6%
\$20,000- \$49,999	10.0%
\$50,000- \$99,999	7.0%
\$100,000- \$499,999	12.2%
\$500,000- \$999,999	4.1%
\$1 Million - <\$2 Million	1.2%
\$2 Million or More	0.0%
Can't Say	29.0%

### Managed Investments Held

Allocated Pensions & Annuities	2.6%
Australian Equity Trust	0.4%
Cash Management Trust	1.1%
Friendly Society Bonds	0.0%
Income Fund	0.2%
Insurance Bonds	0.0%
Managed Trust	2.9%
International Trust	0.1%
Property Trust	0.2%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.4%
Superannuation/Retirement Fund - non-employer/ portable	9.8%
Superannuation/Retirement Fund - employer	52.4%
Fixed Interest Trust	0.3%
Immediate Pensions & Annuities	0.8%
Mortgage Fund or Trust	0.2%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.1%
None	36.0%

### Accounts Held at Banks

Bank Account	87.6%
Term Deposit	6.8%
Bonus Interest or Reward-Based Account	2.6%
High Interest Online Account	2.8%
Deeming or Pensioner Account	6.7%
Mortgage Offset or Loan Offset Account	8.9%
Cash Management Account	4.3%
Share Trading Account	1.7%
Money Market Account	0.3%
Foreign Currency Account	0.4%
Christmas Club Account	0.4%
Regular Savings	77.2%
Other/CS A/c with Bank	0.5%

### Finance / Credit

Credit enables me to buy the things that I want	35.3%
I like to be well insured	72.7%
Recently I've cut down my spending	61.9%
The Australian economy appears to be improving	57.0%
I feel financially stable at the moment	54.1%
I'm worried about interest rates at the moment	48.4%
It would be ideal if I could conduct all my banking without ever having to	52.3%
I prefer to invest in something with a safe return	87.7%

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

Average Value (\$)	\$465
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### Frequency of Internet Usage

More than once a day	35.5%
Once a day	10.4%
A few times a week	16.9%
Once a week	2.0%
A few times a month	3.1%
Once a month	0.9%
A few times a year	2.1%
Once a year	0.2%
Less often	7.0%
Never	0.0%
Can't say	5.4%

### Shopping / Media

I use coupons I find in magazines or on packets	33.8%
I always watch the news on TV to keep me up-to-date	72.8%
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	20.9%
I often enter competitions on packets or labels on products	18.9%
I often redeem coupons to get discounts or special offers	45.3%
I don't read the ads in newspapers and magazines	34.0%
I can't help noticing advertising on buses	62.0%
I enjoy buying magazines	40.5%
I can't miss seeing those big billboard signs	59.8%
I find TV advertising interesting	35.1%
TV advertising often gives me something to talk about	37.5%
Nearly all TV advertising annoys me	47.8%
Some TV advertising is devious	77.0%
Quite often I find TV advertising more entertaining than programs	25.8%
I often take advantage of special offers on shopping docket	22.7%
I usually notice advertisements on shopping trolleys	12.4%
I often notice the advertisements on the tops and backs of taxis	27.7%
Advertising posters in shopping centres don't interest me	61.5%
My letterbox says 'no junk mail' (or similar)	10.9%
I believe quality is more important than price	77.9%
I buy more store's own products than well known brands	34.0%
I would like to buy a home computer	42.2%
I try to buy Australian made products as often as possible	67.7%
I will buy a product because of the label	24.2%
I trust well known brands better than the stores' own	50.7%
I have favourite brands and I tend to stick to them	71.8%
I am always ready to try new and different products	60.3%
I like to try the free samples they offer in supermarkets	46.0%
I'll go out of my way in search of a bargain	42.0%
If I see a new type of food I will try it	51.2%
Bought goods on lay-by	12.0%
Bought goods on interest free terms	5.2%
Bought something over the phone	6.3%
Bought something over the internet	19.6%
Bought something from a TV offer	4.3%
Bought something from a magazine coupon or offer	5.5%
Bought something from a newspaper coupon or offer	5.7%
Bought something from a catalogue or direct mail offer	12.8%
Bought something from a telephone sales offer	2.1%

### Direct Mail Interests

Finance (banking, insurance)	34.6%
Telecommunications	17.8%
Utilities (gas, electricity, water)	16.4%
Real Estate	8.1%
Supermarket or other store	11.6%
Car company or dealer	2.4%
Charity	11.3%
Government / Political Party	9.1%
Other Organisation	33.9%
I read addressed mail from organisations I deal with	61.1%
I read addressed mail from organisations I don't deal with	15.5%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	4.1%
Classical Music	1.1%
Contemporary Music	47.4%
Dance	0.6%
Film	0.0%
Musical Theatre	6.4%
Multicultural Festivals	0.5%
Opera	0.2%
Other	1.7%
Singing Festivals	2.5%
Special	7.5%
Sport	22.8%
Theatre	5.0%