

2008 Australian LandScape Segment Statistics

Group 1
Segment 2

Success Stories
Wealth Creators



Age	
0-4 years	5.4%
5-14 years	16.2%
15-19 years	9.1%
20-24 years	6.1%
25-34 years	6.7%
35-44 years	14.1%
45-54 years	17.1%
55-64 years	12.9%
65-74 years	6.5%
75-84 years	4.4%
85 years and over	1.4%

Family Composition	
Couple family with no children	29.8%
Couple family with children under 15	37.6%
Couple family with no children under 15	23.0%
One parent family with children under 15	3.3%
One parent family with no children under 15	5.4%
Other family	0.9%

Marital Status	
Married	62.7%
Separated	1.4%
Divorced	4.0%
Widowed	4.3%
Never Married	27.7%

Country of Birth	
Australia	67.7%
New Zealand	1.9%
Fiji, Papua New Guinea	0.4%
China, Hong Kong, Japan, Republic of Korea (South)	4.3%
India, Sri Lanka	1.4%
South East Asia	2.6%
Ireland, United Kingdom	6.8%
Europe	2.8%
Middle East & Africa	2.8%
United States of America, Canada	1.3%
Other	4.0%
Not Stated	4.1%

Tenure of Household	
Lived at same address 1 year ago	88.6%
Lived at different address 1 year ago	11.4%
Lived at same address 5 years ago	65.5%
Lived at different address 5 years ago	34.5%

Number of Usual Residents in the Household	
One	11.9%
Two	28.7%
Three	17.3%
Four	25.9%
Five	12.2%
Six or more	3.9%

Dwelling Structure	
Separate house	93.0%
Semi-detached\ row or terrace house\ townhouse etc.	4.0%
Flat\ unit or apartment	2.8%
Other dwelling	0.1%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	12.7%
Graduate Diploma and Graduate Certificate	4.0%
Bachelor Degree	38.9%
Advanced Diploma and Diploma	16.0%
Certificate	14.5%
Level of education inadequately described	2.9%
Level of education not stated	11.0%

Occupation	
Managers	20.9%
Professionals	35.6%
Technicians & trades workers	6.4%
Community & personal service workers	6.2%
Clerical & administrative workers	15.3%
Sales workers	9.4%
Machinery operators & drivers	1.2%
Labourers	3.1%
Occupation inadequately described/ not stated	1.9%

Industry of Employment	
Agriculture\ forestry & fishing	0.4%
Mining	0.6%
Manufacturing	6.0%
Electricity\ gas\ water & waste services	0.6%
Construction	5.3%
Wholesale trade	5.7%
Retail trade	10.0%
Accommodation & food services	4.9%
Transport\ postal & warehousing	2.5%
Information media & telecommunications	3.0%
Financial & insurance services	8.0%
Rental\ hiring & real estate services	2.8%
Professional\ scientific & technical services	15.2%
Administrative & support services	2.7%
Public administration & safety	4.5%
Education & training	9.5%
Health care & social assistance	11.8%
Arts & recreation services	1.4%
Other services	2.8%
Inadequately described\Not stated	2.4%

Labour Force Status	
Employed\ worked full-time	39.6%
Employed\ worked part-time	22.1%
Employed\ away from work	3.7%
Unemployed\ looking for work	1.9%
Not in the labour force	32.7%

Study Participation	
Pre-school	5.7%
Infants/Primary: Government	15.6%
Infants/Primary: Catholic & Other Non Government	13.0%
Secondary: Government	7.7%
Secondary: Catholic & Other Non Government	21.3%
Technical or Further Educational institution: Full-time student	1.3%
Technical or Further Educational institution: Part-time student	2.8%
University or other Tertiary Institutions: Full-time student	12.6%
University or other Tertiary Institutions: Part-time student	4.7%
Other type of educational institution	1.5%
Type of educational institution and/or status not stated	13.8%

Household Income (Weekly)	
Negative/Nil income	1.0%
\$1-\$149	0.7%
\$150-\$249	1.2%
\$250-\$349	2.3%
\$350-\$499	1.4%
\$500-\$649	4.3%
\$650-\$799	2.8%
\$800-\$999	3.4%
\$1000-\$1199	6.3%
\$1200-\$1399	3.5%
\$1400-\$1699	5.7%
\$1700-\$1999	6.1%
\$2000-\$2499	7.3%
\$2500-\$2999	15.5%
\$3000 or more	24.4%
Partial income stated	12.6%
All incomes not stated	1.7%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.2%
2	13.4%
3	31.3%
4	22.2%
5	18.6%
6	8.1%
7	3.9%
8	1.7%
9	0.6%
10 - High	0.0%

Credit Risk	
Zero Derogs	0.9%
1 - Low	40.5%
2	29.0%
3	15.8%
4	7.2%
5	3.7%
6	1.6%
7	0.7%
8	0.3%
9	0.2%
10 - High	0.0%

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Types of Loans

Current home mortgage - for home	25.9%
Current home mortgage - for business	0.7%
Current home mortgage - for other	0.4%
Mortgage on investment property	8.2%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.1%
Home Equity Loan - secured by current home	2.9%
Home Equity Loan - secured by investment property	0.8%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	2.4%
Personal loan for a holiday	0.4%
Personal loan for renovation	0.2%
Personal loan for consolidation of other loans	0.6%
Personal loan for education purposes	0.1%
Personal loan for another purpose	0.7%
Lease in your name - car lease	1.1%
Lease in your name - other lease	0.0%
Interest free period loan	0.3%
Loan for shares/investment	0.1%
Personal overdraft	0.5%
Some other type of loan	0.0%
None	63.6%

Total Amount in Savings and Investments

Less than \$100	4.3%
\$100- \$499	1.9%
\$500- \$999	1.4%
\$1000- \$1999	1.1%
\$2000- \$4999	3.7%
\$5000- \$9999	3.6%
\$10,000- \$19,999	3.1%
\$20,000- \$49,999	11.1%
\$50,000- \$99,999	6.0%
\$100,000- \$499,999	19.6%
\$500,000- \$999,999	7.3%
\$1 Million - <\$2 Million	5.7%
\$2 Million or More	3.0%
Can't Say	28.3%

Managed Investments Held

Allocated Pensions & Annuities	4.7%
Australian Equity Trust	1.5%
Cash Management Trust	1.6%
Friendly Society Bonds	0.0%
Income Fund	0.2%
Insurance Bonds	0.0%
Managed Trust	4.2%
International Trust	1.2%
Property Trust	0.7%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.5%
Superannuation/Retirement Fund - non-employer/ portable	15.9%
Superannuation/Retirement Fund - employer	50.2%
Fixed Interest Trust	0.5%
Immediate Pensions & Annuities	1.1%
Mortgage Fund or Trust	0.8%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.3%
None	29.3%

Accounts Held at Banks

Bank Account	91.8%
Term Deposit	5.7%
Bonus Interest or Reward-Based Account	2.2%
High Interest Online Account	7.3%
Deeming or Pensioner Account	1.9%
Mortgage Offset or Loan Offset Account	7.5%
Cash Management Account	5.5%
Share Trading Account	2.4%
Money Market Account	0.3%
Foreign Currency Account	0.2%
Christmas Club Account	0.1%
Regular Savings	86.7%
Other/CS A/c with Bank	0.7%

Finance / Credit

Credit enables me to buy the things that I want	35.6%
I like to be well insured	77.0%
Recently I've cut down my spending	50.8%
The Australian economy appears to be improving	61.3%
I feel financially stable at the moment	73.0%
I'm worried about interest rates at the moment	35.4%
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 (\$)	\$535
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Frequency of Internet Usage

More than once a day	52.3%
Once a day	10.4%
A few times a week	13.3%
Once a week	3.8%
A few times a month	1.5%
Once a month	0.9%
A few times a year	0.9%
Once a year	0.1%
Less often	2.0%
Never	0.0%
Can't say	4.5%

Shopping / Media

I use coupons I find in magazines or on packets	25.4%
I always watch the news on TV to keep me up-to-date	72.1%
I always read the business section of the newspaper	27.9%
I listen to the radio in the car	82.8%
I often enter competitions run by newspapers, magazines or radio	15.6%
I often enter competitions on packets or labels on products	12.7%
I often redeem coupons to get discounts or special offers	33.8%
I don't read the ads in newspapers and magazines	38.7%
I can't help noticing advertising on buses	64.3%
I enjoy buying magazines	33.8%
I can't miss seeing those big billboard signs	62.0%
I find TV advertising interesting	25.4%
TV advertising often gives me something to talk about	23.0%
Nearly all TV advertising annoys me	58.0%
Some TV advertising is devious	76.2%
Quite often I find TV advertising more entertaining than programs	18.3%
I often take advantage of special offers on shopping docket	23.0%
I usually notice advertisements on shopping trolleys	8.1%
I often notice the advertisements on the tops and backs of taxis	24.4%
Advertising posters in shopping centres don't interest me	70.3%
My letterbox says 'no junk mail' (or similar)	13.9%
I believe quality is more important than price	80.1%
I buy more store's own products than well known brands	23.5%
I would like to buy a home computer	31.5%
I try to buy Australian made products as often as possible	68.4%
I will buy a product because of the label	23.9%
I trust well known brands better than the stores' own	51.7%
I have favourite brands and I tend to stick to them	71.1%
I am always ready to try new and different products	55.6%
I like to try the free samples they offer in supermarkets	48.0%
I'll go out of my way in search of a bargain	36.4%
If I see a new type of food I will try it	55.5%
Bought goods on lay-by	3.5%
Bought goods on interest free terms	4.6%
Bought something over the phone	9.6%
Bought something over the internet	31.9%
Bought something from a TV offer	2.7%
Bought something from a magazine coupon or offer	4.3%
Bought something from a newspaper coupon or offer	2.6%
Bought something from a catalogue or direct mail offer	10.9%
Bought something from a telephone sales offer	2.1%

Direct Mail Interests

Finance (banking, insurance)	38.0%
Telecommunications	13.9%
Utilities (gas, electricity, water)	14.9%
Real Estate	6.2%
Supermarket or other store	9.9%
Car company or dealer	4.9%
Charity	7.9%
Government / Political Party	10.4%
Other Organisation	38.2%
I read addressed mail from organisations I deal with	58.2%
I read addressed mail from organisations I don't deal with	16.5%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.0%
Classical Music	2.0%
Contemporary Music	38.3%
Dance	0.8%
Film	0.1%
Musical Theatre	7.1%
Multicultural Festivals	1.0%
Opera	0.3%
Other	1.7%
Singing Festivals	1.8%
Special	10.0%
Sport	28.8%
Theatre	5.2%