

2008 Australian LandScape Segment Statistics

Group 5
Segment 20

Stable Suburbs
Comfortable Suburban Professionals



Age	
0-4 years	6.3%
5-14 years	11.8%
15-19 years	6.1%
20-24 years	5.8%
25-34 years	12.5%
35-44 years	15.0%
45-54 years	13.4%
55-64 years	11.9%
65-74 years	9.0%
75-84 years	6.5%
85 years and over	1.7%

Family Composition	
Couple family with no children	38.2%
Couple family with children under 15	29.5%
Couple family with no children under 15	16.4%
One parent family with children under 15	6.0%
One parent family with no children under 15	8.1%
Other family	1.8%

Marital Status	
Married	54.8%
Separated	2.4%
Divorced	7.2%
Widowed	6.5%
Never Married	29.1%

Country of Birth	
Australia	71.9%
New Zealand	1.4%
Fiji, Papua New Guinea	0.3%
China, Hong Kong, Japan, Republic of Korea (South)	2.2%
India, Sri Lanka	1.4%
South East Asia	2.2%
Ireland, United Kingdom	5.1%
Europe	5.7%
Middle East & Africa	1.1%
United States of America, Canada	0.5%
Other	3.4%
Not Stated	4.8%

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	68.6%
Lived at different address 5 years ago	31.4%

Number of Usual Residents in the Household	
One	22.3%
Two	35.4%
Three	17.0%
Four	16.8%
Five	6.3%
Six or more	2.2%

Dwelling Structure	
Separate house	88.0%
Semi-detached\ row or terrace house\ townhouse etc.	6.9%
Flat\ unit or apartment	4.8%
Other dwelling	0.2%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	5.6%
Graduate Diploma and Graduate Certificate	4.1%
Bachelor Degree	27.1%
Advanced Diploma and Diploma	16.1%
Certificate	28.5%
Level of education inadequately described	2.6%
Level of education not stated	16.0%

Occupation	
Managers	12.3%
Professionals	25.1%
Technicians & trades workers	13.6%
Community & personal service workers	8.4%
Clerical & administrative workers	17.1%
Sales workers	10.3%
Machinery operators & drivers	4.4%
Labourers	7.1%
Occupation inadequately described/ not stated	1.7%

Industry of Employment	
Agriculture\ forestry & fishing	0.3%
Mining	0.3%
Manufacturing	10.2%
Electricity\ gas\ water & waste services	0.8%
Construction	7.3%
Wholesale trade	5.1%
Retail trade	11.2%
Accommodation & food services	5.2%
Transport\ postal & warehousing	4.1%
Information media & telecommunications	2.4%
Financial & insurance services	4.7%
Rental\ hiring & real estate services	1.6%
Professional\ scientific & technical services	8.1%
Administrative & support services	3.2%
Public administration & safety	6.4%
Education & training	9.8%
Health care & social assistance	11.7%
Arts & recreation services	1.6%
Other services	3.9%
Inadequately described\Not stated	2.2%

Labour Force Status	
Employed\ worked full-time	38.7%
Employed\ worked part-time	19.1%
Employed\ away from work	3.8%
Unemployed\ looking for work	2.5%
Not in the labour force	36.0%

Study Participation	
Pre-school	6.3%
Infants/Primary: Government	18.0%
Infants/Primary: Catholic & Other Non Government	9.4%
Secondary: Government	12.5%
Secondary: Catholic & Other Non Government	9.3%
Technical or Further Educational institution: Full-time student	2.5%
Technical or Further Educational institution: Part-time student	4.2%
University or other Tertiary Institutions: Full-time student	9.7%
University or other Tertiary Institutions: Part-time student	5.0%
Other type of educational institution	2.1%
Type of educational institution and/or status not stated	20.7%

Household Income (Weekly)	
Negative/Nil income	0.9%
\$1-\$149	1.2%
\$150-\$249	3.6%
\$250-\$349	6.2%
\$350-\$499	4.6%
\$500-\$649	9.7%
\$650-\$799	5.9%
\$800-\$999	6.9%
\$1000-\$1199	11.0%
\$1200-\$1399	5.6%
\$1400-\$1699	8.4%
\$1700-\$1999	7.2%
\$2000-\$2499	7.6%
\$2500-\$2999	6.2%
\$3000 or more	4.7%
Partial income stated	7.9%
All incomes not stated	2.3%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.3%
2	9.8%
3	22.3%
4	24.1%
5	21.1%
6	15.2%
7	4.9%
8	1.8%
9	0.5%
10 - High	0.0%

Credit Risk	
Zero Derogs	0.7%
1 - Low	8.7%
2	16.5%
3	18.1%
4	18.3%
5	15.3%
6	10.4%
7	6.7%
8	3.9%
9	1.2%
10 - High	0.2%

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Types of Loans

Current home mortgage - for home	25.2%
Current home mortgage - for business	0.8%
Current home mortgage - for other	0.5%
Mortgage on investment property	4.9%
Bridging or Construction loans	0.0%
Loan for home where intend to live	1.0%
Home Equity Loan - secured by current home	3.9%
Home Equity Loan - secured by investment property	0.6%
Home Equity Loan - not secured by property	0.7%
Personal loan for a car	5.6%
Personal loan for a holiday	0.1%
Personal loan for renovation	0.5%
Personal loan for consolidation of other loans	1.2%
Personal loan for education purposes	0.5%
Personal loan for another purpose	1.2%
Lease in your name - car lease	1.3%
Lease in your name - other lease	0.1%
Interest free period loan	0.6%
Loan for shares/investment	0.7%
Personal overdraft	0.9%
Some other type of loan	0.0%
None	60.6%

Total Amount in Savings and Investments

Less than \$100	5.4%
\$100- \$499	2.0%
\$500- \$999	1.2%
\$1000- \$1999	3.7%
\$2000- \$4999	5.7%
\$5000- \$9999	5.1%
\$10,000- \$19,999	8.4%
\$20,000- \$49,999	7.8%
\$50,000- \$99,999	9.2%
\$100,000- \$499,999	21.3%
\$500,000- \$999,999	5.4%
\$1 Million - <\$2 Million	1.8%
\$2 Million or More	0.2%
Can't Say	23.0%

Managed Investments Held

Allocated Pensions & Annuities	5.7%
Australian Equity Trust	2.0%
Cash Management Trust	2.3%
Friendly Society Bonds	0.2%
Income Fund	0.4%
Insurance Bonds	0.0%
Managed Trust	4.7%
International Trust	0.5%
Property Trust	1.5%
Rollover Fund (Approved Deposit/Deferred Annuities)	3.0%
Superannuation/Retirement Fund - non-employer/ portable	12.5%
Superannuation/Retirement Fund - employer	56.7%
Fixed Interest Trust	0.7%
Immediate Pensions & Annuities	2.2%
Mortgage Fund or Trust	0.3%
Other Unit Trust/Mutual Fund	0.2%
Retirement Savings Account	1.1%
None	26.0%

Accounts Held at Banks

Bank Account	88.4%
Term Deposit	9.4%
Bonus Interest or Reward-Based Account	6.0%
High Interest Online Account	7.8%
Deeming or Pensioner Account	8.1%
Mortgage Offset or Loan Offset Account	13.2%
Cash Management Account	7.5%
Share Trading Account	2.1%
Money Market Account	0.4%
Foreign Currency Account	0.3%
Christmas Club Account	1.0%
Regular Savings	70.6%
Other/CS A/c with Bank	1.0%

Finance / Credit

Credit enables me to buy the things that I want	40.3%
I like to be well insured	75.5%
Recently I've cut down my spending	56.9%
The Australian economy appears to be improving	59.7%
I feel financially stable at the moment	65.7%
I'm worried about interest rates at the moment	39.6%
It would be ideal if I could conduct all my banking without ever having to	51.8%
I prefer to invest in something with a safe return	84.5%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$483
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Frequency of Internet Usage

More than once a day	45.8%
Once a day	14.3%
A few times a week	14.2%
Once a week	3.2%
A few times a month	3.4%
Once a month	0.3%
A few times a year	0.9%
Once a year	0.0%
Less often	3.5%
Never	0.0%
Can't say	1.8%

Shopping / Media

I use coupons I find in magazines or on packets	26.2%
I always watch the news on TV to keep me up-to-date	70.7%
I always read the business section of the newspaper	21.0%
I listen to the radio in the car	85.9%
I often enter competitions run by newspapers, magazines or radio	13.4%
I often enter competitions on packets or labels on products	12.4%
I often redeem coupons to get discounts or special offers	41.9%
I don't read the ads in newspapers and magazines	44.6%
I can't help noticing advertising on buses	60.3%
I enjoy buying magazines	32.3%
I can't miss seeing those big billboard signs	58.7%
I find TV advertising interesting	24.8%
TV advertising often gives me something to talk about	30.1%
Nearly all TV advertising annoys me	59.8%
Some TV advertising is devious	78.6%
Quite often I find TV advertising more entertaining than programs	18.0%
I often take advantage of special offers on shopping docket	16.5%
I usually notice advertisements on shopping trolleys	9.7%
I often notice the advertisements on the tops and backs of taxis	20.9%
Advertising posters in shopping centres don't interest me	71.7%
My letterbox says 'no junk mail' (or similar)	19.7%
I believe quality is more important than price	73.5%
I buy more store's own products than well known brands	32.3%
I would like to buy a home computer	32.2%
I try to buy Australian made products as often as possible	74.9%
I will buy a product because of the label	25.1%
I trust well known brands better than the stores' own	54.0%
I have favourite brands and I tend to stick to them	71.8%
I am always ready to try new and different products	57.9%
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	36.8%
If I see a new type of food I will try it	52.3%
Bought goods on lay-by	6.8%
Bought goods on interest free terms	5.2%
Bought something over the phone	7.5%
Bought something over the internet	24.4%
Bought something from a TV offer	1.6%
Bought something from a magazine coupon or offer	4.5%
Bought something from a newspaper coupon or offer	3.2%
Bought something from a catalogue or direct mail offer	12.9%
Bought something from a telephone sales offer	2.5%

Direct Mail Interests

Finance (banking, insurance)	41.9%
Telecommunications	21.0%
Utilities (gas, electricity, water)	20.1%
Real Estate	4.5%
Supermarket or other store	10.3%
Car company or dealer	3.0%
Charity	11.7%
Government / Political Party	11.2%
Other Organisation	41.8%
I read addressed mail from organisations I deal with	66.9%
I read addressed mail from organisations I don't deal with	16.5%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	5.0%
Classical Music	1.8%
Contemporary Music	43.1%
Dance	1.2%
Film	0.2%
Musical Theatre	16.5%
Multicultural Festivals	0.2%
Opera	0.2%
Other	1.1%
Singing Festivals	1.2%
Special	6.9%
Sport	16.0%
Theatre	6.5%