

## 2008 Australian LandScape Segment Statistics

**Group 6  
Segment 22**

**High Density Living  
Student Communities**



Age		
0-4 years	2.9%	
5-14 years	4.1%	
15-19 years	12.7%	
20-24 years	28.6%	
25-34 years	23.7%	
35-44 years	9.4%	
45-54 years	6.8%	
55-64 years	5.2%	
65-74 years	3.1%	
75-84 years	2.6%	
85 years and over	1.0%	

Family Composition		
Couple family with no children	48.2%	
Couple family with children under 15	19.3%	
Couple family with no children under 15	7.8%	
One parent family with children under 15	5.7%	
One parent family with no children under 15	7.2%	
Other family	11.7%	

Marital Status		
Married	22.5%	
Separated	1.6%	
Divorced	4.6%	
Widowed	2.5%	
Never Married	68.7%	

Country of Birth		
Australia	45.6%	
New Zealand	1.8%	
Fiji, Papua New Guinea	0.4%	
China, Hong Kong, Japan, Republic of Korea (South)	12.4%	
India, Sri Lanka	3.4%	
South East Asia	12.5%	
Ireland, United Kingdom	3.2%	
Europe	2.5%	
Middle East & Africa	1.1%	
United States of America, Canada	1.1%	
Other	7.0%	
Not Stated	9.1%	

Tenure of Household		
Lived at same address 1 year ago	61.0%	
Lived at different address 1 year ago	39.0%	
Lived at same address 5 years ago	24.0%	
Lived at different address 5 years ago	76.0%	

Number of Usual Residents in the Household		
One	33.4%	
Two	38.0%	
Three	15.4%	
Four	8.9%	
Five	3.0%	
Six or more	1.3%	

Dwelling Structure		
Separate house	19.0%	
Semi-detached\ row or terrace house\ townhouse etc.	15.6%	
Flat\ unit or apartment	64.9%	
Other dwelling	0.5%	
Dwelling structure not stated	0.0%	

Highest Qualification		
Postgraduate Degree	13.3%	
Graduate Diploma and Graduate Certificate	3.1%	
Bachelor Degree	39.2%	
Advanced Diploma and Diploma	12.2%	
Certificate	11.3%	
Level of education inadequately described	2.0%	
Level of education not stated	18.9%	

Occupation		
Managers	9.4%	
Professionals	33.2%	
Technicians & trades workers	7.8%	
Community & personal service workers	12.2%	
Clerical & administrative workers	14.1%	
Sales workers	11.6%	
Machinery operators & drivers	2.4%	
Labourers	7.6%	
Occupation inadequately described/ not stated	1.7%	

Industry of Employment		
Agriculture\ forestry & fishing	0.4%	
Mining	0.4%	
Manufacturing	5.1%	
Electricity\ gas\ water & waste services	0.7%	
Construction	2.8%	
Wholesale trade	3.3%	
Retail trade	11.4%	
Accommodation & food services	12.6%	
Transport\ postal & warehousing	2.7%	
Information media & telecommunications	2.8%	
Financial & insurance services	5.5%	
Rental\ hiring & real estate services	1.6%	
Professional\ scientific & technical services	12.1%	
Administrative & support services	3.8%	
Public administration & safety	6.0%	
Education & training	11.2%	
Health care & social assistance	10.2%	
Arts & recreation services	2.2%	
Other services	2.9%	
Inadequately described\Not stated	2.3%	

Labour Force Status		
Employed\ worked full-time	31.6%	
Employed\ worked part-time	21.0%	
Employed\ away from work	3.3%	
Unemployed\ looking for work	6.0%	
Not in the labour force	38.0%	

Study Participation		
Pre-school	1.0%	
Infants/Primary: Government	3.0%	
Infants/Primary: Catholic & Other Non Government	1.4%	
Secondary: Government	2.2%	
Secondary: Catholic & Other Non Government	2.3%	
Technical or Further Educational institution: Full-time student	3.1%	
Technical or Further Educational institution: Part-time student	1.6%	
University or other Tertiary Institutions: Full-time student	60.0%	
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	18.3%	

Household Income (Weekly)		
Negative/Nil income	8.9%	
\$1-\$149	3.0%	
\$150-\$249	4.5%	
\$250-\$349	6.1%	
\$350-\$499	2.7%	
\$500-\$649	8.9%	
\$650-\$799	5.9%	
\$800-\$999	7.5%	
\$1000-\$1199	10.0%	
\$1200-\$1399	4.4%	
\$1400-\$1699	7.3%	
\$1700-\$1999	5.4%	
\$2000-\$2499	5.4%	
\$2500-\$2999	5.8%	
\$3000 or more	4.8%	
Partial income stated	7.5%	
All incomes not stated	1.8%	

Credit Demand		
Zero Enquiries	5.5%	
1 - Low	8.4%	
2	7.5%	
3	5.8%	
4	9.3%	
5	12.7%	
6	6.9%	
7	11.0%	
8	10.6%	
9	14.0%	
10 - High	8.3%	

Credit Risk		
Zero Derogs	6.9%	
1 - Low	5.1%	
2	4.1%	
3	9.5%	
4	10.1%	
5	11.4%	
6	12.3%	
7	12.9%	
8	11.5%	
9	10.9%	
10 - High	5.1%	

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### Types of Loans

Current home mortgage - for home	5.9%
Current home mortgage - for business	0.7%
Current home mortgage - for other	0.0%
Mortgage on investment property	2.7%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.6%
Home Equity Loan - secured by current home	0.8%
Home Equity Loan - secured by investment property	0.8%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	8.8%
Personal loan for a holiday	0.6%
Personal loan for renovation	0.9%
Personal loan for consolidation of other loans	0.0%
Personal loan for education purposes	0.3%
Personal loan for another purpose	1.4%
Lease in your name - car lease	1.0%
Lease in your name - other lease	0.0%
Interest free period loan	0.2%
Loan for shares/investment	0.4%
Personal overdraft	0.4%
Some other type of loan	0.0%
None	77.1%

### Total Amount in Savings and Investments

Less than \$100	6.3%
\$100- \$499	4.8%
\$500- \$999	5.6%
\$1000- \$1999	6.8%
\$2000- \$4999	9.7%
\$5000- \$9999	11.3%
\$10,000- \$19,999	12.1%
\$20,000- \$49,999	8.7%
\$50,000- \$99,999	5.6%
\$100,000- \$499,999	8.2%
\$500,000- \$999,999	2.4%
\$1 Million - <\$2 Million	1.6%
\$2 Million or More	0.0%
Can't Say	16.7%

### Managed Investments Held

Allocated Pensions & Annuities	1.5%
Australian Equity Trust	0.7%
Cash Management Trust	1.1%
Friendly Society Bonds	0.0%
Income Fund	0.3%
Insurance Bonds	0.0%
Managed Trust	1.7%
International Trust	0.7%
Property Trust	0.5%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.5%
Superannuation/Retirement Fund - non-employer/ portable	8.1%
Superannuation/Retirement Fund - employer	60.5%
Fixed Interest Trust	0.2%
Immediate Pensions & Annuities	0.1%
Mortgage Fund or Trust	0.1%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	1.1%
None	34.3%

### Accounts Held at Banks

Bank Account	93.5%
Term Deposit	10.7%
Bonus Interest or Reward-Based Account	5.2%
High Interest Online Account	16.8%
Deeming or Pensioner Account	0.9%
Mortgage Offset or Loan Offset Account	4.2%
Cash Management Account	2.3%
Share Trading Account	3.6%
Money Market Account	0.0%
Foreign Currency Account	0.1%
Christmas Club Account	0.4%
Regular Savings	86.7%
Other/CS A/c with Bank	0.0%

### Finance / Credit

Credit enables me to buy the things that I want	32.3%
I like to be well insured	65.7%
Recently I've cut down my spending	65.6%
The Australian economy appears to be improving	51.6%
I feel financially stable at the moment	49.9%
I'm worried about interest rates at the moment	36.7%
It would be ideal if I could conduct all my banking without ever having to	61.5%
I prefer to invest in something with a safe return	87.7%

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

Average Value (\$)	\$753
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### Frequency of Internet Usage

More than once a day	58.4%
Once a day	12.5%
A few times a week	9.8%
Once a week	2.8%
A few times a month	0.3%
Once a month	0.8%
A few times a year	0.0%
Once a year	0.0%
Less often	3.9%
Never	0.0%
Can't say	7.8%

### Shopping / Media

I use coupons I find in magazines or on packets	29.0%
I always watch the news on TV to keep me up-to-date	55.4%
I always read the business section of the newspaper	20.0%
I listen to the radio in the car	59.4%
I often enter competitions run by newspapers, magazines or radio	16.3%
I often enter competitions on packets or labels on products	15.7%
I often redeem coupons to get discounts or special offers	33.0%
I don't read the ads in newspapers and magazines	40.7%
I can't help noticing advertising on buses	60.3%
I enjoy buying magazines	34.6%
I can't miss seeing those big billboard signs	51.4%
I find TV advertising interesting	31.6%
TV advertising often gives me something to talk about	33.6%
Nearly all TV advertising annoys me	47.2%
Some TV advertising is devious	70.7%
Quite often I find TV advertising more entertaining than programs	15.9%
I often take advantage of special offers on shopping docket	33.6%
I usually notice advertisements on shopping trolleys	15.1%
I often notice the advertisements on the tops and backs of taxis	19.3%
Advertising posters in shopping centres don't interest me	46.0%
My letterbox says 'no junk mail' (or similar)	32.6%
I believe quality is more important than price	84.6%
I buy more store's own products than well known brands	50.5%
I would like to buy a home computer	38.5%
I try to buy Australian made products as often as possible	57.6%
I will buy a product because of the label	24.4%
I trust well known brands better than the stores' own	41.7%
I have favourite brands and I tend to stick to them	54.8%
I am always ready to try new and different products	66.2%
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	44.4%
If I see a new type of food I will try it	63.6%
Bought goods on lay-by	12.8%
Bought goods on interest free terms	6.3%
Bought something over the phone	6.1%
Bought something over the internet	29.5%
Bought something from a TV offer	4.8%
Bought something from a magazine coupon or offer	10.6%
Bought something from a newspaper coupon or offer	5.6%
Bought something from a catalogue or direct mail offer	9.8%
Bought something from a telephone sales offer	0.0%

### Direct Mail Interests

Finance (banking, insurance)	33.9%
Telecommunications	17.3%
Utilities (gas, electricity, water)	17.1%
Real Estate	6.3%
Supermarket or other store	6.8%
Car company or dealer	2.5%
Charity	5.2%
Government / Political Party	16.6%
Other Organisation	20.3%
I read addressed mail from organisations I deal with	51.8%
I read addressed mail from organisations I don't deal with	16.2%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	1.3%
Classical Music	1.2%
Contemporary Music	47.2%
Dance	0.9%
Film	0.1%
Musical Theatre	9.1%
Multicultural Festivals	0.7%
Opera	0.2%
Other	0.9%
Singing Festivals	3.1%
Special	8.1%
Sport	21.7%
Theatre	5.3%