

## 2008 Australian LandScape Segment Statistics

**Group 6**  
**Segment 23**

**High Density Living**  
**Aspiring Ethnic High Rise**



Age	
0-4 years	7.7%
5-14 years	10.6%
15-19 years	5.2%
20-24 years	9.8%
25-34 years	22.8%
35-44 years	16.5%
45-54 years	11.5%
55-64 years	7.0%
65-74 years	4.7%
75-84 years	3.1%
85 years and over	1.1%

Family Composition	
Couple family with no children	32.9%
Couple family with children under 15	32.9%
Couple family with no children under 15	9.7%
One parent family with children under 15	10.8%
One parent family with no children under 15	9.7%
Other family	4.0%

Marital Status	
Married	46.1%
Separated	4.0%
Divorced	9.0%
Widowed	4.6%
Never Married	36.3%

Country of Birth	
Australia	31.5%
New Zealand	1.9%
Fiji, Papua New Guinea	1.3%
China, Hong Kong, Japan, Republic of Korea (South)	14.5%
India, Sri Lanka	7.2%
South East Asia	8.0%
Ireland, United Kingdom	1.5%
Europe	5.0%
Middle East & Africa	5.1%
United States of America, Canada	0.3%
Other	13.5%
Not Stated	10.4%

Tenure of Household	
Lived at same address 1 year ago	76.9%
Lived at different address 1 year ago	23.1%
Lived at same address 5 years ago	40.3%
Lived at different address 5 years ago	59.7%

Number of Usual Residents in the Household	
One	29.4%
Two	31.2%
Three	19.3%
Four	12.9%
Five	4.7%
Six or more	2.4%

Dwelling Structure	
Separate house	10.7%
Semi-detached\ row or terrace house\ townhouse etc.	7.8%
Flat\ unit or apartment	81.1%
Other dwelling	0.3%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	10.9%
Graduate Diploma and Graduate Certificate	1.8%
Bachelor Degree	27.9%
Advanced Diploma and Diploma	13.4%
Certificate	17.4%
Level of education inadequately described	3.1%
Level of education not stated	25.4%

Occupation	
Managers	7.5%
Professionals	21.2%
Technicians & trades workers	12.8%
Community & personal service workers	8.5%
Clerical & administrative workers	16.2%
Sales workers	9.6%
Machinery operators & drivers	8.4%
Labourers	12.8%
Occupation inadequately described/ not stated	2.9%

Industry of Employment	
Agriculture\ forestry & fishing	0.2%
Mining	0.1%
Manufacturing	11.9%
Electricity\ gas\ water & waste services	0.6%
Construction	4.9%
Wholesale trade	5.9%
Retail trade	11.0%
Accommodation & food services	8.3%
Transport\ postal & warehousing	6.4%
Information media & telecommunications	2.9%
Financial & insurance services	6.8%
Rental\ hiring & real estate services	1.3%
Professional\ scientific & technical services	7.4%
Administrative & support services	4.6%
Public administration & safety	4.9%
Education & training	4.8%
Health care & social assistance	10.0%
Arts & recreation services	1.1%
Other services	3.4%
Inadequately described\Not stated	3.7%

Labour Force Status	
Employed\ worked full-time	39.0%
Employed\ worked part-time	14.6%
Employed\ away from work	3.6%
Unemployed\ looking for work	6.1%
Not in the labour force	36.6%

Study Participation	
Pre-school	3.3%
Infants/Primary: Government	13.1%
Infants/Primary: Catholic & Other Non Government	4.1%
Secondary: Government	9.5%
Secondary: Catholic & Other Non Government	3.4%
Technical or Further Educational institution: Full-time student	5.2%
Technical or Further Educational institution: Part-time student	5.9%
University or other Tertiary Institutions: Full-time student	13.7%
University or other Tertiary Institutions: Part-time student	4.0%
Other type of educational institution	3.9%
Type of educational institution and/or status not stated	33.7%

Household Income (Weekly)	
Negative/Nil income	2.7%
\$1-\$149	2.2%
\$150-\$249	6.1%
\$250-\$349	7.3%
\$350-\$499	4.8%
\$500-\$649	11.7%
\$650-\$799	8.8%
\$800-\$999	8.7%
\$1000-\$1199	11.6%
\$1200-\$1399	4.8%
\$1400-\$1699	6.9%
\$1700-\$1999	4.8%
\$2000-\$2499	4.3%
\$2500-\$2999	3.1%
\$3000 or more	2.1%
Partial income stated	6.7%
All incomes not stated	3.4%

Credit Demand	
Zero Enquiries	0.7%
1 - Low	0.2%
2	0.1%
3	0.8%
4	1.2%
5	1.2%
6	5.5%
7	6.5%
8	12.8%
9	25.0%
10 - High	46.0%

Credit Risk	
Zero Derogs	0.7%
1 - Low	0.4%
2	0.2%
3	2.3%
4	2.6%
5	7.7%
6	8.2%
7	11.1%
8	14.4%
9	21.7%
10 - High	30.9%

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### Types of Loans

Current home mortgage - for home	10.1%
Current home mortgage - for business	0.3%
Current home mortgage - for other	0.0%
Mortgage on investment property	1.4%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.9%
Home Equity Loan - secured by current home	0.0%
Home Equity Loan - secured by investment property	0.0%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	3.4%
Personal loan for a holiday	0.1%
Personal loan for renovation	0.1%
Personal loan for consolidation of other loans	0.3%
Personal loan for education purposes	0.3%
Personal loan for another purpose	1.9%
Lease in your name - car lease	0.4%
Lease in your name - other lease	0.0%
Interest free period loan	0.0%
Loan for shares/investment	0.0%
Personal overdraft	0.0%
Some other type of loan	0.0%
None	82.0%

### Total Amount in Savings and Investments

Less than \$100	12.9%
\$100- \$499	6.8%
\$500- \$999	4.4%
\$1000- \$1999	6.7%
\$2000- \$4999	11.0%
\$5000- \$9999	9.2%
\$10,000- \$19,999	7.3%
\$20,000- \$49,999	5.5%
\$50,000- \$99,999	2.4%
\$100,000- \$499,999	4.7%
\$500,000- \$999,999	1.1%
\$1 Million - <\$2 Million	0.2%
\$2 Million or More	0.3%
Can't Say	27.2%

### Managed Investments Held

Allocated Pensions & Annuities	0.3%
Australian Equity Trust	0.6%
Cash Management Trust	0.9%
Friendly Society Bonds	0.0%
Income Fund	0.0%
Insurance Bonds	0.0%
Managed Trust	0.9%
International Trust	0.3%
Property Trust	0.1%
Rollover Fund (Approved Deposit/Deferred Annuities)	0.2%
Superannuation/Retirement Fund - non-employer/ portable	4.7%
Superannuation/Retirement Fund - employer	49.7%
Fixed Interest Trust	0.0%
Immediate Pensions & Annuities	0.6%
Mortgage Fund or Trust	0.2%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.2%
None	45.3%

### Accounts Held at Banks

Bank Account	87.6%
Term Deposit	2.5%
Bonus Interest or Reward-Based Account	1.8%
High Interest Online Account	2.5%
Deeming or Pensioner Account	2.4%
Mortgage Offset or Loan Offset Account	2.4%
Cash Management Account	2.2%
Share Trading Account	0.2%
Money Market Account	0.0%
Foreign Currency Account	0.6%
Christmas Club Account	0.1%
Regular Savings	83.1%
Other/CS A/c with Bank	0.6%

### Finance / Credit

Credit enables me to buy the things that I want	40.6%
I like to be well insured	71.3%
Recently I've cut down my spending	63.1%
The Australian economy appears to be improving	58.1%
I feel financially stable at the moment	55.9%
I'm worried about interest rates at the moment	53.4%
It would be ideal if I could conduct all my banking without ever having to	56.6%
I prefer to invest in something with a safe return	86.1%

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

Average Value (\$)	\$601
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### Frequency of Internet Usage

More than once a day	47.8%
Once a day	10.1%
A few times a week	7.6%
Once a week	2.9%
A few times a month	2.0%
Once a month	0.0%
A few times a year	1.1%
Once a year	0.0%
Less often	5.7%
Never	0.0%
Can't say	8.1%

### Shopping / Media

I use coupons I find in magazines or on packets	38.6%
I always watch the news on TV to keep me up-to-date	69.3%
I always read the business section of the newspaper	19.6%
I listen to the radio in the car	65.6%
I often enter competitions run by newspapers, magazines or radio	17.4%
I often enter competitions on packets or labels on products	18.9%
I often redeem coupons to get discounts or special offers	44.2%
I don't read the ads in newspapers and magazines	32.4%
I can't help noticing advertising on buses	67.2%
I enjoy buying magazines	39.7%
I can't miss seeing those big billboard signs	63.7%
I find TV advertising interesting	47.4%
TV advertising often gives me something to talk about	40.4%
Nearly all TV advertising annoys me	42.5%
Some TV advertising is devious	64.3%
Quite often I find TV advertising more entertaining than programs	27.9%
I often take advantage of special offers on shopping docket	36.4%
I usually notice advertisements on shopping trolleys	26.1%
I often notice the advertisements on the tops and backs of taxis	47.5%
Advertising posters in shopping centres don't interest me	49.3%
My letterbox says 'no junk mail' (or similar)	19.4%
I believe quality is more important than price	86.8%
I buy more store's own products than well known brands	37.9%
I would like to buy a home computer	55.5%
I try to buy Australian made products as often as possible	59.8%
I will buy a product because of the label	31.2%
I trust well known brands better than the stores' own	54.0%
I have favourite brands and I tend to stick to them	64.3%
I am always ready to try new and different products	62.1%
I like to try the free samples they offer in supermarkets	54.0%
I'll go out of my way in search of a bargain	49.9%
If I see a new type of food I will try it	53.4%
Bought goods on lay-by	8.5%
Bought goods on interest free terms	5.4%
Bought something over the phone	5.2%
Bought something over the internet	19.4%
Bought something from a TV offer	4.0%
Bought something from a magazine coupon or offer	13.1%
Bought something from a newspaper coupon or offer	5.6%
Bought something from a catalogue or direct mail offer	6.8%
Bought something from a telephone sales offer	3.6%

### Direct Mail Interests

Finance (banking, insurance)	28.3%
Telecommunications	12.9%
Utilities (gas, electricity, water)	11.4%
Real Estate	6.2%
Supermarket or other store	6.8%
Car company or dealer	2.6%
Charity	4.6%
Government / Political Party	11.1%
Other Organisation	19.6%
I read addressed mail from organisations I deal with	46.6%
I read addressed mail from organisations I don't deal with	10.9%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	2.6%
Classical Music	1.3%
Contemporary Music	45.3%
Dance	0.6%
Film	0.0%
Musical Theatre	3.3%
Multicultural Festivals	1.1%
Opera	0.1%
Other	1.4%
Singing Festivals	2.3%
Special	9.0%
Sport	27.1%
Theatre	5.8%