

## 2008 Australian LandScape Segment Statistics

**Group 7**  
**Segment 24**

**Blue Collar City**  
**Young Blue Collar Families**



Age	
0-4 years	7.6%
5-14 years	16.0%
15-19 years	7.6%
20-24 years	7.4%
25-34 years	14.7%
35-44 years	15.3%
45-54 years	13.3%
55-64 years	9.6%
65-74 years	5.1%
75-84 years	2.7%
85 years and over	0.7%

Family Composition	
Couple family with no children	31.9%
Couple family with children under 15	32.4%
Couple family with no children under 15	13.2%
One parent family with children under 15	13.0%
One parent family with no children under 15	8.0%
Other family	1.5%

Marital Status	
Married	46.6%
Separated	3.9%
Divorced	9.6%
Widowed	4.0%
Never Married	35.8%

Country of Birth	
Australia	69.0%
New Zealand	3.2%
Fiji, Papua New Guinea	0.4%
China, Hong Kong, Japan, Republic of Korea (South)	0.5%
India, Sri Lanka	1.0%
South East Asia	2.6%
Ireland, United Kingdom	8.4%
Europe	3.0%
Middle East & Africa	0.9%
United States of America, Canada	0.3%
Other	3.8%
Not Stated	6.8%

Tenure of Household	
Lived at same address 1 year ago	83.3%
Lived at different address 1 year ago	16.7%
Lived at same address 5 years ago	57.0%
Lived at different address 5 years ago	43.0%

Number of Usual Residents in the Household	
One	19.8%
Two	32.8%
Three	18.4%
Four	17.3%
Five	7.7%
Six or more	4.0%

Dwelling Structure	
Separate house	92.7%
Semi-detached\ row or terrace house\ townhouse etc.	4.4%
Flat\ unit or apartment	2.6%
Other dwelling	0.3%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	1.5%
Graduate Diploma and Graduate Certificate	1.4%
Bachelor Degree	12.7%
Advanced Diploma and Diploma	12.5%
Certificate	44.7%
Level of education inadequately described	3.0%
Level of education not stated	24.3%

Occupation	
Managers	7.5%
Professionals	10.4%
Technicians & trades workers	18.9%
Community & personal service workers	9.8%
Clerical & administrative workers	15.6%
Sales workers	10.3%
Machinery operators & drivers	11.1%
Labourers	14.5%
Occupation inadequately described/ not stated	1.8%

Industry of Employment	
Agriculture\ forestry & fishing	0.7%
Mining	1.5%
Manufacturing	14.7%
Electricity\ gas\ water & waste services	1.0%
Construction	9.7%
Wholesale trade	5.1%
Retail trade	12.5%
Accommodation & food services	5.6%
Transport\ postal & warehousing	6.6%
Information media & telecommunications	1.3%
Financial & insurance services	2.4%
Rental\ hiring & real estate services	1.5%
Professional\ scientific & technical services	3.9%
Administrative & support services	3.6%
Public administration & safety	6.3%
Education & training	5.5%
Health care & social assistance	9.8%
Arts & recreation services	1.1%
Other services	4.2%
Inadequately described\Not stated	2.9%

Labour Force Status	
Employed\ worked full-time	42.4%
Employed\ worked part-time	17.8%
Employed\ away from work	4.6%
Unemployed\ looking for work	3.5%
Not in the labour force	31.8%

Study Participation	
Pre-school	5.2%
Infants/Primary: Government	24.4%
Infants/Primary: Catholic & Other Non Government	7.4%
Secondary: Government	15.0%
Secondary: Catholic & Other Non Government	5.8%
Technical or Further Educational institution: Full-time student	2.4%
Technical or Further Educational institution: Part-time student	4.6%
University or other Tertiary Institutions: Full-time student	4.5%
University or other Tertiary Institutions: Part-time student	2.4%
Other type of educational institution	1.8%
Type of educational institution and/or status not stated	26.5%

Household Income (Weekly)	
Negative/Nil income	0.7%
\$1-\$149	1.0%
\$150-\$249	3.9%
\$250-\$349	5.7%
\$350-\$499	4.7%
\$500-\$649	10.7%
\$650-\$799	8.0%
\$800-\$999	8.6%
\$1000-\$1199	13.0%
\$1200-\$1399	7.3%
\$1400-\$1699	8.7%
\$1700-\$1999	6.1%
\$2000-\$2499	5.6%
\$2500-\$2999	2.8%
\$3000 or more	1.7%
Partial income stated	8.7%
All incomes not stated	2.8%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.0%
2	0.0%
3	0.2%
4	0.5%
5	2.2%
6	3.6%
7	5.7%
8	12.9%
9	28.6%
10 - High	46.3%

Credit Risk	
Zero Derogs	0.0%
1 - Low	0.1%
2	0.3%
3	1.9%
4	2.5%
5	6.4%
6	10.5%
7	12.3%
8	18.5%
9	25.1%
10 - High	22.3%

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### Types of Loans

Current home mortgage - for home	33.1%
Current home mortgage - for business	0.6%
Current home mortgage - for other	0.2%
Mortgage on investment property	3.6%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.9%
Home Equity Loan - secured by current home	2.4%
Home Equity Loan - secured by investment property	0.6%
Home Equity Loan - not secured by property	0.2%
Personal loan for a car	8.4%
Personal loan for a holiday	0.2%
Personal loan for renovation	0.7%
Personal loan for consolidation of other loans	1.4%
Personal loan for education purposes	0.2%
Personal loan for another purpose	2.1%
Lease in your name - car lease	0.5%
Lease in your name - other lease	0.0%
Interest free period loan	0.9%
Loan for shares/investment	0.1%
Personal overdraft	0.6%
Some other type of loan	0.0%
None	54.5%

### Total Amount in Savings and Investments

Less than \$100	9.5%
\$100- \$499	4.6%
\$500- \$999	3.9%
\$1000- \$1999	4.8%
\$2000- \$4999	6.3%
\$5000- \$9999	6.9%
\$10,000- \$19,999	7.7%
\$20,000- \$49,999	10.9%
\$50,000- \$99,999	8.6%
\$100,000- \$499,999	12.8%
\$500,000- \$999,999	3.3%
\$1 Million - <\$2 Million	0.7%
\$2 Million or More	0.4%
Can't Say	19.4%

### Managed Investments Held

Allocated Pensions & Annuities	1.7%
Australian Equity Trust	0.6%
Cash Management Trust	0.5%
Friendly Society Bonds	0.0%
Income Fund	0.0%
Insurance Bonds	0.0%
Managed Trust	2.4%
International Trust	0.3%
Property Trust	0.3%
Rollover Fund (Approved Deposit/Deferred Annuities)	3.1%
Superannuation/Retirement Fund - non-employer/ portable	10.5%
Superannuation/Retirement Fund - employer	57.2%
Fixed Interest Trust	0.7%
Immediate Pensions & Annuities	0.4%
Mortgage Fund or Trust	0.2%
Other Unit Trust/Mutual Fund	0.2%
Retirement Savings Account	0.8%
None	33.3%

### Accounts Held at Banks

Bank Account	85.0%
Term Deposit	4.5%
Bonus Interest or Reward-Based Account	6.4%
High Interest Online Account	3.3%
Deeming or Pensioner Account	3.9%
Mortgage Offset or Loan Offset Account	9.4%
Cash Management Account	3.6%
Share Trading Account	0.9%
Money Market Account	0.1%
Foreign Currency Account	0.0%
Christmas Club Account	1.0%
Regular Savings	76.4%
Other/CS A/c with Bank	0.8%

### Finance / Credit

Credit enables me to buy the things that I want	33.3%
I like to be well insured	74.1%
Recently I've cut down my spending	65.0%
The Australian economy appears to be improving	53.3%
I feel financially stable at the moment	54.7%
I'm worried about interest rates at the moment	42.1%
It would be ideal if I could conduct all my banking without ever having to	48.4%
I prefer to invest in something with a safe return	79.7%

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

Average Value (\$)	\$387
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### Frequency of Internet Usage

More than once a day	32.1%
Once a day	13.5%
A few times a week	18.5%
Once a week	3.1%
A few times a month	5.1%
Once a month	1.4%
A few times a year	2.0%
Once a year	0.4%
Less often	6.8%
Never	0.0%
Can't say	2.2%

### Shopping / Media

I use coupons I find in magazines or on packets	33.6%
I always watch the news on TV to keep me up-to-date	66.5%
I always read the business section of the newspaper	8.6%
I listen to the radio in the car	85.1%
I often enter competitions run by newspapers, magazines or radio	23.2%
I often enter competitions on packets or labels on products	18.4%
I often redeem coupons to get discounts or special offers	44.5%
I don't read the ads in newspapers and magazines	36.7%
I can't help noticing advertising on buses	61.4%
I enjoy buying magazines	38.9%
I can't miss seeing those big billboard signs	53.7%
I find TV advertising interesting	23.3%
TV advertising often gives me something to talk about	29.5%
Nearly all TV advertising annoys me	61.6%
Some TV advertising is devious	81.8%
Quite often I find TV advertising more entertaining than programs	22.3%
I often take advantage of special offers on shopping docket	26.2%
I usually notice advertisements on shopping trolleys	8.9%
I often notice the advertisements on the tops and backs of taxis	25.6%
Advertising posters in shopping centres don't interest me	66.9%
My letterbox says 'no junk mail' (or similar)	10.6%
I believe quality is more important than price	68.3%
I buy more store's own products than well known brands	36.2%
I would like to buy a home computer	34.4%
I try to buy Australian made products as often as possible	74.9%
I will buy a product because of the label	18.2%
I trust well known brands better than the stores' own	42.2%
I have favourite brands and I tend to stick to them	67.7%
I am always ready to try new and different products	56.7%
I like to try the free samples they offer in supermarkets	54.5%
I'll go out of my way in search of a bargain	38.8%
If I see a new type of food I will try it	55.5%
Bought goods on lay-by	16.0%
Bought goods on interest free terms	7.5%
Bought something over the phone	5.2%
Bought something over the internet	19.8%
Bought something from a TV offer	2.4%
Bought something from a magazine coupon or offer	6.0%
Bought something from a newspaper coupon or offer	4.8%
Bought something from a catalogue or direct mail offer	12.3%
Bought something from a telephone sales offer	1.6%

### Direct Mail Interests

Finance (banking, insurance)	34.6%
Telecommunications	15.2%
Utilities (gas, electricity, water)	11.8%
Real Estate	4.8%
Supermarket or other store	9.7%
Car company or dealer	2.8%
Charity	6.3%
Government / Political Party	9.2%
Other Organisation	35.5%
I read addressed mail from organisations I deal with	55.9%
I read addressed mail from organisations I don't deal with	17.5%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	4.8%
Classical Music	1.0%
Contemporary Music	50.4%
Dance	1.5%
Film	0.0%
Musical Theatre	9.0%
Multicultural Festivals	0.4%
Opera	0.3%
Other	2.0%
Singing Festivals	1.7%
Special	9.1%
Sport	16.5%
Theatre	3.2%