

# 2008 Australian LandScape Segment Statistics

**Group 7  
Segment 25**

**Blue Collar City  
Young Migrant Families**



Age	
0-4 years	7.3%
5-14 years	15.9%
15-19 years	7.9%
20-24 years	7.7%
25-34 years	13.6%
35-44 years	14.4%
45-54 years	13.3%
55-64 years	9.2%
65-74 years	5.8%
75-84 years	4.0%
85 years and over	1.0%

Family Composition	
Couple family with no children	22.6%
Couple family with children under 15	36.0%
Couple family with no children under 15	20.1%
One parent family with children under 15	10.2%
One parent family with no children under 15	9.2%
Other family	1.9%

Marital Status	
Married	52.2%
Separated	3.5%
Divorced	6.5%
Widowed	5.7%
Never Married	32.0%

Country of Birth	
Australia	44.2%
New Zealand	1.4%
Fiji, Papua New Guinea	0.8%
China, Hong Kong, Japan, Republic of Korea (South)	3.2%
India, Sri Lanka	1.2%
South East Asia	13.1%
Ireland, United Kingdom	1.2%
Europe	6.4%
Middle East & Africa	10.2%
United States of America, Canada	0.1%
Other	10.7%
Not Stated	7.7%

Tenure of Household	
Lived at same address 1 year ago	89.3%
Lived at different address 1 year ago	10.7%
Lived at same address 5 years ago	68.8%
Lived at different address 5 years ago	31.2%

Number of Usual Residents in the Household	
One	15.7%
Two	22.9%
Three	18.1%
Four	20.1%
Five	12.5%
Six or more	10.8%

Dwelling Structure	
Separate house	82.3%
Semi-detached\ row or terrace house\ townhouse etc.	10.6%
Flat\ unit or apartment	6.7%
Other dwelling	0.3%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	2.5%
Graduate Diploma and Graduate Certificate	1.0%
Bachelor Degree	18.2%
Advanced Diploma and Diploma	13.4%
Certificate	30.0%
Level of education inadequately described	3.0%
Level of education not stated	31.9%

Occupation	
Managers	7.6%
Professionals	12.1%
Technicians & trades workers	16.6%
Community & personal service workers	7.1%
Clerical & administrative workers	14.9%
Sales workers	9.7%
Machinery operators & drivers	13.0%
Labourers	15.7%
Occupation inadequately described/ not stated	3.3%

Industry of Employment	
Agriculture\ forestry & fishing	0.5%
Mining	0.1%
Manufacturing	19.4%
Electricity\ gas\ water & waste services	0.6%
Construction	8.1%
Wholesale trade	5.8%
Retail trade	11.9%
Accommodation & food services	5.9%
Transport\ postal & warehousing	7.0%
Information media & telecommunications	1.8%
Financial & insurance services	4.4%
Rental\ hiring & real estate services	1.1%
Professional\ scientific & technical services	4.4%
Administrative & support services	3.2%
Public administration & safety	3.9%
Education & training	4.1%
Health care & social assistance	7.7%
Arts & recreation services	0.9%
Other services	4.4%
Inadequately described\Not stated	4.7%

Labour Force Status	
Employed\ worked full-time	32.4%
Employed\ worked part-time	12.5%
Employed\ away from work	4.1%
Unemployed\ looking for work	5.6%
Not in the labour force	45.4%

Study Participation	
Pre-school	4.1%
Infants/Primary: Government	17.0%
Infants/Primary: Catholic & Other Non Government	9.3%
Secondary: Government	14.8%
Secondary: Catholic & Other Non Government	7.8%
Technical or Further Educational institution: Full-time student	3.6%
Technical or Further Educational institution: Part-time student	4.3%
University or other Tertiary Institutions: Full-time student	6.8%
University or other Tertiary Institutions: Part-time student	1.9%
Other type of educational institution	2.2%
Type of educational institution and/or status not stated	28.2%

Household Income (Weekly)	
Negative/Nil income	1.4%
\$1-\$149	2.1%
\$150-\$249	5.3%
\$250-\$349	6.2%
\$350-\$499	7.8%
\$500-\$649	10.9%
\$650-\$799	6.9%
\$800-\$999	7.4%
\$1000-\$1199	10.0%
\$1200-\$1399	5.9%
\$1400-\$1699	6.7%
\$1700-\$1999	4.9%
\$2000-\$2499	5.2%
\$2500-\$2999	2.9%
\$3000 or more	2.6%
Partial income stated	10.0%
All incomes not stated	3.7%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.4%
2	0.2%
3	2.2%
4	4.8%
5	8.0%
6	18.7%
7	21.6%
8	21.2%
9	14.7%
10 - High	8.1%

Credit Risk	
Zero Derogs	0.0%
1 - Low	0.1%
2	0.5%
3	1.2%
4	1.7%
5	5.1%
6	8.7%
7	17.1%
8	21.7%
9	26.3%
10 - High	17.6%

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Types of Loans	
Current home mortgage - for home	15.1%
Current home mortgage - for business	0.6%
Current home mortgage - for other	0.2%
Mortgage on investment property	2.6%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.9%
Home Equity Loan - secured by current home	0.9%
Home Equity Loan - secured by investment property	0.5%
Home Equity Loan - not secured by property	0.2%
Personal loan for a car	3.5%
Personal loan for a holiday	0.3%
Personal loan for renovation	0.6%
Personal loan for consolidation of other loans	0.3%
Personal loan for education purposes	0.0%
Personal loan for another purpose	1.0%
Lease in your name - car lease	0.5%
Lease in your name - other lease	0.0%
Interest free period loan	0.1%
Loan for shares/investment	0.3%
Personal overdraft	0.0%
Some other type of loan	0.0%
None	75.3%

Frequency of Internet Usage	
More than once a day	30.6%
Once a day	13.1%
A few times a week	13.3%
Once a week	2.0%
A few times a month	2.3%
Once a month	0.4%
A few times a year	0.7%
Once a year	0.0%
Less often	10.3%
Never	0.0%
Can't say	5.5%

Total Amount in Savings and Investments	
Less than \$100	19.8%
\$100- \$499	6.8%
\$500- \$999	5.0%
\$1000- \$1999	5.4%
\$2000- \$4999	4.6%
\$5000- \$9999	5.9%
\$10,000- \$19,999	5.6%
\$20,000- \$49,999	6.0%
\$50,000- \$99,999	3.2%
\$100,000- \$499,999	2.9%
\$500,000- \$999,999	1.1%
\$1 Million - <\$2 Million	0.8%
\$2 Million or More	0.4%
Can't Say	29.7%

Shopping / Media	
I use coupons I find in magazines or on packets	36.1%
I always watch the news on TV to keep me up-to-date	70.0%
I always read the business section of the newspaper	13.4%
I listen to the radio in the car	76.5%
I often enter competitions run by newspapers, magazines or radio	19.0%
I often enter competitions on packets or labels on products	16.4%
I often redeem coupons to get discounts or special offers	42.6%
I don't read the ads in newspapers and magazines	35.9%
I can't help noticing advertising on buses	62.0%
I enjoy buying magazines	41.6%
I can't miss seeing those big billboard signs	59.3%
I find TV advertising interesting	36.1%
TV advertising often gives me something to talk about	38.9%
Nearly all TV advertising annoys me	49.6%
Some TV advertising is devious	74.6%
Quite often I find TV advertising more entertaining than programs	23.2%
I often take advantage of special offers on shopping docket	26.7%
I usually notice advertisements on shopping trolleys	15.6%
I often notice the advertisements on the tops and backs of taxis	29.8%
Advertising posters in shopping centres don't interest me	59.5%
My letterbox says 'no junk mail' (or similar)	10.4%
I believe quality is more important than price	77.9%
I buy more store's own products than well known brands	40.7%
I would like to buy a home computer	44.8%
I try to buy Australian made products as often as possible	68.4%
I will buy a product because of the label	30.1%
I trust well known brands better than the stores' own	52.1%
I have favourite brands and I tend to stick to them	62.3%
I am always ready to try new and different products	64.4%
I like to try the free samples they offer in supermarkets	58.5%
I'll go out of my way in search of a bargain	47.5%
If I see a new type of food I will try it	53.9%
Bought goods on lay-by	12.2%
Bought goods on interest free terms	5.8%
Bought something over the phone	5.5%
Bought something over the internet	16.9%
Bought something from a TV offer	2.1%
Bought something from a magazine coupon or offer	5.4%
Bought something from a newspaper coupon or offer	4.1%
Bought something from a catalogue or direct mail offer	13.1%
Bought something from a telephone sales offer	1.0%

Managed Investments Held	
Allocated Pensions & Annuities	0.6%
Australian Equity Trust	0.2%
Cash Management Trust	0.8%
Friendly Society Bonds	0.0%
Income Fund	0.0%
Insurance Bonds	0.0%
Managed Trust	1.3%
International Trust	0.1%
Property Trust	0.3%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.7%
Superannuation/Retirement Fund - non-employer/ portable	4.9%
Superannuation/Retirement Fund - employer	44.8%
Fixed Interest Trust	0.2%
Immediate Pensions & Annuities	0.3%
Mortgage Fund or Trust	0.1%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	1.0%
None	49.6%

Direct Mail Interests	
Finance (banking, insurance)	29.7%
Telecommunications	12.7%
Utilities (gas, electricity, water)	13.3%
Real Estate	4.6%
Supermarket or other store	10.9%
Car company or dealer	4.2%
Charity	7.5%
Government / Political Party	9.7%
Other Organisation	25.9%
I read addressed mail from organisations I deal with	47.1%
I read addressed mail from organisations I don't deal with	19.2%

Accounts Held at Banks	
Bank Account	88.4%
Term Deposit	3.2%
Bonus Interest or Reward-Based Account	2.9%
High Interest Online Account	1.2%
Deeming or Pensioner Account	3.5%
Mortgage Offset or Loan Offset Account	3.8%
Cash Management Account	1.4%
Share Trading Account	0.0%
Money Market Account	0.2%
Foreign Currency Account	0.0%
Christmas Club Account	0.2%
Regular Savings	80.1%
Other/CS A/c with Bank	0.9%

Ticketek Entertainment - Most Dollars Spent	
Ballet	0.0%
Childrens	3.9%
Classical Music	1.1%
Contemporary Music	49.9%
Dance	0.4%
Film	0.0%
Musical Theatre	4.2%
Multicultural Festivals	0.4%
Opera	0.1%
Other	1.2%
Singing Festivals	3.1%
Special	8.1%
Sport	22.5%
Theatre	4.8%

Finance / Credit	
Credit enables me to buy the things that I want	37.6%
I like to be well insured	70.6%
Recently I've cut down my spending	69.3%
The Australian economy appears to be improving	47.3%
I feel financially stable at the moment	55.9%
I'm worried about interest rates at the moment	52.1%
It would be ideal if I could conduct all my banking without ever having to	54.7%
I prefer to invest in something with a safe return	81.3%

Average Value of Purchases over Internet Last 3 Months	
Average Value (\$)	\$367