

2008 Australian LandScape Segment Statistics

Group 7
Segment 26

Blue Collar City
Suburban Battlers



Age	
0-4 years	7.0%
5-14 years	14.8%
15-19 years	7.2%
20-24 years	6.8%
25-34 years	13.1%
35-44 years	13.8%
45-54 years	13.0%
55-64 years	11.0%
65-74 years	7.3%
75-84 years	4.7%
85 years and over	1.2%

Family Composition	
Couple family with no children	32.9%
Couple family with children under 15	26.0%
Couple family with no children under 15	12.4%
One parent family with children under 15	16.2%
One parent family with no children under 15	10.5%
Other family	1.9%

Marital Status	
Married	41.2%
Separated	4.4%
Divorced	11.2%
Widowed	6.7%
Never Married	36.5%

Country of Birth	
Australia	76.7%
New Zealand	2.2%
Fiji, Papua New Guinea	0.4%
China, Hong Kong, Japan, Republic of Korea (South)	0.3%
India, Sri Lanka	0.3%
South East Asia	1.5%
Ireland, United Kingdom	5.2%
Europe	2.6%
Middle East & Africa	0.5%
United States of America, Canada	0.2%
Other	2.5%
Not Stated	7.6%

Tenure of Household	
Lived at same address 1 year ago	83.7%
Lived at different address 1 year ago	16.3%
Lived at same address 5 years ago	60.0%
Lived at different address 5 years ago	40.0%

Number of Usual Residents in the Household	
One	26.2%
Two	33.6%
Three	17.0%
Four	13.3%
Five	6.2%
Six or more	3.6%

Dwelling Structure	
Separate house	86.7%
Semi-detached\ row or terrace house\ townhouse etc.	5.8%
Flat\ unit or apartment	6.5%
Other dwelling	0.9%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	1.4%
Graduate Diploma and Graduate Certificate	1.3%
Bachelor Degree	10.4%
Advanced Diploma and Diploma	10.2%
Certificate	43.4%
Level of education inadequately described	3.1%
Level of education not stated	30.3%

Occupation	
Managers	6.8%
Professionals	9.9%
Technicians & trades workers	17.6%
Community & personal service workers	10.9%
Clerical & administrative workers	14.1%
Sales workers	10.2%
Machinery operators & drivers	11.3%
Labourers	17.2%
Occupation inadequately described/ not stated	2.1%

Industry of Employment	
Agriculture\ forestry & fishing	0.8%
Mining	0.6%
Manufacturing	14.6%
Electricity\ gas\ water & waste services	1.2%
Construction	8.9%
Wholesale trade	4.3%
Retail trade	12.6%
Accommodation & food services	6.5%
Transport\ postal & warehousing	6.8%
Information media & telecommunications	1.2%
Financial & insurance services	2.1%
Rental\ hiring & real estate services	1.3%
Professional\ scientific & technical services	3.3%
Administrative & support services	3.5%
Public administration & safety	6.9%
Education & training	5.5%
Health care & social assistance	11.3%
Arts & recreation services	1.3%
Other services	4.2%
Inadequately described\Not stated	3.1%

Labour Force Status	
Employed\ worked full-time	34.0%
Employed\ worked part-time	15.9%
Employed\ away from work	3.9%
Unemployed\ looking for work	5.0%
Not in the labour force	41.3%

Study Participation	
Pre-school	5.0%
Infants/Primary: Government	24.3%
Infants/Primary: Catholic & Other Non Government	5.6%
Secondary: Government	15.8%
Secondary: Catholic & Other Non Government	4.3%
Technical or Further Educational institution: Full-time student	2.5%
Technical or Further Educational institution: Part-time student	4.7%
University or other Tertiary Institutions: Full-time student	3.7%
University or other Tertiary Institutions: Part-time student	2.2%
Other type of educational institution	1.7%
Type of educational institution and/or status not stated	30.4%

Household Income (Weekly)	
Negative/Nil income	0.7%
\$1-\$149	1.4%
\$150-\$249	6.9%
\$250-\$349	9.3%
\$350-\$499	6.9%
\$500-\$649	13.5%
\$650-\$799	8.1%
\$800-\$999	8.2%
\$1000-\$1199	11.4%
\$1200-\$1399	5.8%
\$1400-\$1699	6.3%
\$1700-\$1999	4.2%
\$2000-\$2499	3.6%
\$2500-\$2999	1.7%
\$3000 or more	1.0%
Partial income stated	7.2%
All incomes not stated	3.8%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.1%
2	0.9%
3	1.8%
4	3.5%
5	6.1%
6	9.3%
7	15.5%
8	23.0%
9	22.9%
10 - High	16.9%

Credit Risk	
Zero Derogs	0.0%
1 - Low	0.1%
2	0.1%
3	0.7%
4	1.2%
5	3.8%
6	4.9%
7	8.8%
8	15.4%
9	28.2%
10 - High	36.8%

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Types of Loans

Current home mortgage - for home	23.2%
Current home mortgage - for business	0.2%
Current home mortgage - for other	0.3%
Mortgage on investment property	2.4%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.5%
Home Equity Loan - secured by current home	1.5%
Home Equity Loan - secured by investment property	0.1%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	9.1%
Personal loan for a holiday	0.1%
Personal loan for renovation	0.6%
Personal loan for consolidation of other loans	1.9%
Personal loan for education purposes	0.0%
Personal loan for another purpose	2.7%
Lease in your name - car lease	0.8%
Lease in your name - other lease	0.1%
Interest free period loan	0.6%
Loan for shares/investment	0.0%
Personal overdraft	0.1%
Some other type of loan	0.0%
None	62.4%

Total Amount in Savings and Investments

Less than \$100	13.1%
\$100- \$499	6.6%
\$500- \$999	5.0%
\$1000- \$1999	5.8%
\$2000- \$4999	7.1%
\$5000- \$9999	5.8%
\$10,000- \$19,999	9.4%
\$20,000- \$49,999	11.0%
\$50,000- \$99,999	7.8%
\$100,000- \$499,999	8.8%
\$500,000- \$999,999	2.0%
\$1 Million - <\$2 Million	0.6%
\$2 Million or More	0.1%
Can't Say	16.9%

Managed Investments Held

Allocated Pensions & Annuities	1.8%
Australian Equity Trust	0.4%
Cash Management Trust	0.6%
Friendly Society Bonds	0.1%
Income Fund	0.0%
Insurance Bonds	0.0%
Managed Trust	1.6%
International Trust	0.0%
Property Trust	0.2%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.3%
Superannuation/Retirement Fund - non-employer/ portable	8.5%
Superannuation/Retirement Fund - employer	50.8%
Fixed Interest Trust	0.1%
Immediate Pensions & Annuities	0.8%
Mortgage Fund or Trust	0.1%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	1.0%
None	39.3%

Accounts Held at Banks

Bank Account	78.2%
Term Deposit	3.7%
Bonus Interest or Reward-Based Account	4.3%
High Interest Online Account	2.5%
Deeming or Pensioner Account	5.9%
Mortgage Offset or Loan Offset Account	6.3%
Cash Management Account	2.3%
Share Trading Account	0.2%
Money Market Account	0.0%
Foreign Currency Account	0.0%
Christmas Club Account	1.0%
Regular Savings	67.6%
Other/CS A/c with Bank	0.6%

Finance / Credit

Credit enables me to buy the things that I want	36.3%
I like to be well insured	64.2%
Recently I've cut down my spending	67.5%
The Australian economy appears to be improving	43.0%
I feel financially stable at the moment	42.0%
I'm worried about interest rates at the moment	44.2%
It would be ideal if I could conduct all my banking without ever having to	46.0%
I prefer to invest in something with a safe return	75.7%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$430
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Frequency of Internet Usage

More than once a day	24.8%
Once a day	13.8%
A few times a week	17.4%
Once a week	4.5%
A few times a month	5.0%
Once a month	0.7%
A few times a year	2.5%
Once a year	0.0%
Less often	9.6%
Never	0.0%
Can't say	3.0%

Shopping / Media

I use coupons I find in magazines or on packets	30.2%
I always watch the news on TV to keep me up-to-date	73.5%
I always read the business section of the newspaper	12.4%
I listen to the radio in the car	78.9%
I often enter competitions run by newspapers, magazines or radio	25.4%
I often enter competitions on packets or labels on products	14.6%
I often redeem coupons to get discounts or special offers	43.0%
I don't read the ads in newspapers and magazines	38.7%
I can't help noticing advertising on buses	56.3%
I enjoy buying magazines	40.1%
I can't miss seeing those big billboard signs	49.8%
I find TV advertising interesting	25.9%
TV advertising often gives me something to talk about	32.7%
Nearly all TV advertising annoys me	64.0%
Some TV advertising is devious	80.2%
Quite often I find TV advertising more entertaining than programs	20.8%
I often take advantage of special offers on shopping docket	27.8%
I usually notice advertisements on shopping trolleys	15.9%
I often notice the advertisements on the tops and backs of taxis	27.7%
Advertising posters in shopping centres don't interest me	67.6%
My letterbox says 'no junk mail' (or similar)	8.6%
I believe quality is more important than price	71.2%
I buy more store's own products than well known brands	48.8%
I would like to buy a home computer	35.9%
I try to buy Australian made products as often as possible	69.8%
I will buy a product because of the label	21.0%
I trust well known brands better than the stores' own	39.3%
I have favourite brands and I tend to stick to them	66.3%
I am always ready to try new and different products	62.6%
I like to try the free samples they offer in supermarkets	48.5%
I'll go out of my way in search of a bargain	43.6%
If I see a new type of food I will try it	50.1%
Bought goods on lay-by	20.8%
Bought goods on interest free terms	7.2%
Bought something over the phone	5.8%
Bought something over the internet	23.5%
Bought something from a TV offer	1.5%
Bought something from a magazine coupon or offer	7.2%
Bought something from a newspaper coupon or offer	2.8%
Bought something from a catalogue or direct mail offer	11.6%
Bought something from a telephone sales offer	2.4%

Direct Mail Interests

Finance (banking, insurance)	29.3%
Telecommunications	14.7%
Utilities (gas, electricity, water)	15.9%
Real Estate	3.7%
Supermarket or other store	11.2%
Car company or dealer	3.9%
Charity	6.3%
Government / Political Party	11.0%
Other Organisation	30.9%
I read addressed mail from organisations I deal with	54.1%
I read addressed mail from organisations I don't deal with	14.3%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.9%
Classical Music	1.1%
Contemporary Music	53.1%
Dance	0.5%
Film	0.0%
Musical Theatre	6.3%
Multicultural Festivals	0.3%
Opera	0.0%
Other	1.4%
Singing Festivals	2.4%
Special	5.8%
Sport	22.3%
Theatre	2.8%