

2008 Australian LandScape Segment Statistics

Group 7
Segment 27

Blue Collar City
Diverse Welfare



Age	
0-4 years	6.4%
5-14 years	13.0%
15-19 years	6.7%
20-24 years	7.0%
25-34 years	13.8%
35-44 years	13.8%
45-54 years	12.9%
55-64 years	10.8%
65-74 years	8.5%
75-84 years	5.8%
85 years and over	1.4%

Family Composition	
Couple family with no children	30.0%
Couple family with children under 15	26.8%
Couple family with no children under 15	17.0%
One parent family with children under 15	12.2%
One parent family with no children under 15	11.7%
Other family	2.3%

Marital Status	
Married	46.2%
Separated	4.1%
Divorced	8.6%
Widowed	7.6%
Never Married	33.5%

Country of Birth	
Australia	50.3%
New Zealand	1.5%
Fiji, Papua New Guinea	0.6%
China, Hong Kong, Japan, Republic of Korea (South)	1.9%
India, Sri Lanka	2.3%
South East Asia	7.6%
Ireland, United Kingdom	2.5%
Europe	11.8%
Middle East & Africa	4.0%
United States of America, Canada	0.2%
Other	8.7%
Not Stated	8.6%

Tenure of Household	
Lived at same address 1 year ago	87.6%
Lived at different address 1 year ago	12.4%
Lived at same address 5 years ago	67.8%
Lived at different address 5 years ago	32.2%

Number of Usual Residents in the Household	
One	25.8%
Two	30.2%
Three	17.2%
Four	14.7%
Five	7.2%
Six or more	4.9%

Dwelling Structure	
Separate house	74.7%
Semi-detached\ row or terrace house\ townhouse etc.	10.6%
Flat\ unit or apartment	14.2%
Other dwelling	0.4%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	2.6%
Graduate Diploma and Graduate Certificate	1.4%
Bachelor Degree	15.4%
Advanced Diploma and Diploma	11.6%
Certificate	31.5%
Level of education inadequately described	2.8%
Level of education not stated	34.8%

Occupation	
Managers	6.7%
Professionals	11.5%
Technicians & trades workers	16.2%
Community & personal service workers	8.4%
Clerical & administrative workers	15.0%
Sales workers	9.6%
Machinery operators & drivers	13.2%
Labourers	16.2%
Occupation inadequately described/ not stated	3.2%

Industry of Employment	
Agriculture\ forestry & fishing	0.4%
Mining	0.1%
Manufacturing	19.0%
Electricity\ gas\ water & waste services	0.7%
Construction	7.3%
Wholesale trade	5.5%
Retail trade	11.2%
Accommodation & food services	6.1%
Transport\ postal & warehousing	7.5%
Information media & telecommunications	1.9%
Financial & insurance services	3.6%
Rental\ hiring & real estate services	1.0%
Professional\ scientific & technical services	4.1%
Administrative & support services	4.1%
Public administration & safety	4.6%
Education & training	4.6%
Health care & social assistance	8.9%
Arts & recreation services	1.1%
Other services	4.0%
Inadequately described\Not stated	4.2%

Labour Force Status	
Employed\ worked full-time	30.6%
Employed\ worked part-time	12.7%
Employed\ away from work	3.6%
Unemployed\ looking for work	5.3%
Not in the labour force	47.7%

Study Participation	
Pre-school	3.9%
Infants/Primary: Government	16.2%
Infants/Primary: Catholic & Other Non Government	7.6%
Secondary: Government	13.4%
Secondary: Catholic & Other Non Government	6.0%
Technical or Further Educational institution: Full-time student	3.8%
Technical or Further Educational institution: Part-time student	3.9%
University or other Tertiary Institutions: Full-time student	6.1%
University or other Tertiary Institutions: Part-time student	1.9%
Other type of educational institution	2.6%
Type of educational institution and/or status not stated	34.3%

Household Income (Weekly)	
Negative/Nil income	1.4%
\$1-\$149	2.5%
\$150-\$249	8.9%
\$250-\$349	8.6%
\$350-\$499	8.8%
\$500-\$649	11.7%
\$650-\$799	6.9%
\$800-\$999	7.4%
\$1000-\$1199	9.4%
\$1200-\$1399	5.1%
\$1400-\$1699	5.8%
\$1700-\$1999	3.8%
\$2000-\$2499	3.8%
\$2500-\$2999	2.0%
\$3000 or more	1.2%
Partial income stated	7.9%
All incomes not stated	4.6%

Credit Demand	
Zero Enquiries	0.3%
1 - Low	0.5%
2	3.6%
3	6.3%
4	9.1%
5	9.9%
6	12.4%
7	16.3%
8	17.8%
9	15.5%
10 - High	8.3%

Credit Risk	
Zero Derogs	0.5%
1 - Low	0.2%
2	0.2%
3	0.8%
4	1.1%
5	3.5%
6	7.0%
7	9.9%
8	16.9%
9	27.7%
10 - High	31.9%

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Types of Loans

Current home mortgage - for home	14.3%
Current home mortgage - for business	0.1%
Current home mortgage - for other	0.3%
Mortgage on investment property	1.7%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.6%
Home Equity Loan - secured by current home	0.6%
Home Equity Loan - secured by investment property	0.5%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	5.6%
Personal loan for a holiday	0.2%
Personal loan for renovation	0.3%
Personal loan for consolidation of other loans	0.7%
Personal loan for education purposes	0.3%
Personal loan for another purpose	1.1%
Lease in your name - car lease	0.2%
Lease in your name - other lease	0.1%
Interest free period loan	0.0%
Loan for shares/investment	0.2%
Personal overdraft	0.3%
Some other type of loan	0.0%
None	75.9%

Total Amount in Savings and Investments

Less than \$100	17.6%
\$100- \$499	5.6%
\$500- \$999	4.8%
\$1000- \$1999	4.2%
\$2000- \$4999	6.5%
\$5000- \$9999	5.3%
\$10,000- \$19,999	6.7%
\$20,000- \$49,999	7.6%
\$50,000- \$99,999	4.7%
\$100,000- \$499,999	7.0%
\$500,000- \$999,999	0.9%
\$1 Million - <\$2 Million	0.3%
\$2 Million or More	0.1%
Can't Say	28.8%

Managed Investments Held

Allocated Pensions & Annuities	1.0%
Australian Equity Trust	0.5%
Cash Management Trust	0.5%
Friendly Society Bonds	0.2%
Income Fund	0.0%
Insurance Bonds	0.0%
Managed Trust	1.4%
International Trust	0.2%
Property Trust	0.2%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.4%
Superannuation/Retirement Fund - non-employer/ portable	4.4%
Superannuation/Retirement Fund - employer	43.7%
Fixed Interest Trust	0.2%
Immediate Pensions & Annuities	0.3%
Mortgage Fund or Trust	0.2%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.6%
None	49.6%

Accounts Held at Banks

Bank Account	87.6%
Term Deposit	5.5%
Bonus Interest or Reward-Based Account	3.7%
High Interest Online Account	2.9%
Deeming or Pensioner Account	5.1%
Mortgage Offset or Loan Offset Account	4.3%
Cash Management Account	2.3%
Share Trading Account	0.7%
Money Market Account	0.2%
Foreign Currency Account	0.1%
Christmas Club Account	0.7%
Regular Savings	77.2%
Other/CS A/c with Bank	1.2%

Finance / Credit

Credit enables me to buy the things that I want	32.0%
I like to be well insured	69.2%
Recently I've cut down my spending	62.5%
The Australian economy appears to be improving	51.1%
I feel financially stable at the moment	56.5%
I'm worried about interest rates at the moment	45.5%
It would be ideal if I could conduct all my banking without ever having to	51.3%
I prefer to invest in something with a safe return	77.3%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$318
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Frequency of Internet Usage

More than once a day	34.0%
Once a day	10.4%
A few times a week	13.0%
Once a week	2.7%
A few times a month	4.6%
Once a month	0.3%
A few times a year	1.0%
Once a year	0.0%
Less often	7.2%
Never	0.0%
Can't say	7.0%

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	71.4%
I always read the business section of the newspaper	13.2%
I listen to the radio in the car	72.6%
I often enter competitions run by newspapers, magazines or radio	17.9%
I often enter competitions on packets or labels on products	15.8%
I often redeem coupons to get discounts or special offers	45.3%
I don't read the ads in newspapers and magazines	33.6%
I can't help noticing advertising on buses	58.5%
I enjoy buying magazines	40.8%
I can't miss seeing those big billboard signs	58.7%
I find TV advertising interesting	37.9%
TV advertising often gives me something to talk about	38.9%
Nearly all TV advertising annoys me	49.6%
Some TV advertising is devious	72.3%
Quite often I find TV advertising more entertaining than programs	23.7%
I often take advantage of special offers on shopping docket	28.5%
I usually notice advertisements on shopping trolleys	20.3%
I often notice the advertisements on the tops and backs of taxis	24.0%
Advertising posters in shopping centres don't interest me	58.1%
My letterbox says 'no junk mail' (or similar)	8.8%
I believe quality is more important than price	72.7%
I buy more store's own products than well known brands	40.0%
I would like to buy a home computer	43.7%
I try to buy Australian made products as often as possible	62.6%
I will buy a product because of the label	22.3%
I trust well known brands better than the stores' own	44.6%
I have favourite brands and I tend to stick to them	63.6%
I am always ready to try new and different products	59.7%
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	42.4%
If I see a new type of food I will try it	50.1%
Bought goods on lay-by	14.4%
Bought goods on interest free terms	3.5%
Bought something over the phone	4.4%
Bought something over the internet	17.7%
Bought something from a TV offer	3.4%
Bought something from a magazine coupon or offer	7.0%
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	2.9%

Direct Mail Interests

Finance (banking, insurance)	26.2%
Telecommunications	15.5%
Utilities (gas, electricity, water)	17.4%
Real Estate	4.8%
Supermarket or other store	8.2%
Car company or dealer	2.9%
Charity	5.0%
Government / Political Party	7.1%
Other Organisation	24.6%
I read addressed mail from organisations I deal with	47.1%
I read addressed mail from organisations I don't deal with	15.3%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	5.0%
Classical Music	0.9%
Contemporary Music	49.8%
Dance	1.0%
Film	0.1%
Musical Theatre	11.8%
Multicultural Festivals	0.3%
Opera	0.2%
Other	1.2%
Singing Festivals	1.3%
Special	6.1%
Sport	17.0%
Theatre	5.3%