

2008 Australian LandScape Segment Statistics

Group 1
Segment 3

Success Stories
Affluent Mature Neighbourhoods



Age	
0-4 years	6.7%
5-14 years	14.1%
15-19 years	7.0%
20-24 years	5.7%
25-34 years	10.1%
35-44 years	16.1%
45-54 years	15.5%
55-64 years	11.1%
65-74 years	6.5%
75-84 years	5.2%
85 years and over	1.9%

Family Composition	
Couple family with no children	33.6%
Couple family with children under 15	36.6%
Couple family with no children under 15	16.8%
One parent family with children under 15	4.8%
One parent family with no children under 15	6.6%
Other family	1.6%

Marital Status	
Married	55.9%
Separated	2.0%
Divorced	6.4%
Widowed	5.5%
Never Married	30.1%

Country of Birth	
Australia	73.9%
New Zealand	1.7%
Fiji, Papua New Guinea	0.3%
China, Hong Kong, Japan, Republic of Korea (South)	2.2%
India, Sri Lanka	0.9%
South East Asia	1.7%
Ireland, United Kingdom	6.0%
Europe	3.8%
Middle East & Africa	1.1%
United States of America, Canada	0.9%
Other	3.1%
Not Stated	4.4%

Tenure of Household	
Lived at same address 1 year ago	86.6%
Lived at different address 1 year ago	13.4%
Lived at same address 5 years ago	64.2%
Lived at different address 5 years ago	35.8%

Number of Usual Residents in the Household	
One	20.8%
Two	31.6%
Three	16.5%
Four	20.5%
Five	8.3%
Six or more	2.5%

Dwelling Structure	
Separate house	83.5%
Semi-detached\ row or terrace house\ townhouse etc.	9.1%
Flat\ unit or apartment	7.1%
Other dwelling	0.3%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	11.1%
Graduate Diploma and Graduate Certificate	5.7%
Bachelor Degree	36.4%
Advanced Diploma and Diploma	15.3%
Certificate	17.2%
Level of education inadequately described	2.4%
Level of education not stated	11.9%

Occupation	
Managers	17.1%
Professionals	35.5%
Technicians & trades workers	8.4%
Community & personal service workers	7.3%
Clerical & administrative workers	14.9%
Sales workers	9.3%
Machinery operators & drivers	1.9%
Labourers	4.2%
Occupation inadequately described/ not stated	1.4%

Industry of Employment	
Agriculture\ forestry & fishing	0.3%
Mining	0.7%
Manufacturing	6.4%
Electricity\ gas\ water & waste services	0.7%
Construction	5.7%
Wholesale trade	4.2%
Retail trade	9.6%
Accommodation & food services	5.2%
Transport\ postal & warehousing	2.8%
Information media & telecommunications	2.8%
Financial & insurance services	5.5%
Rental\ hiring & real estate services	2.2%
Professional\ scientific & technical services	12.8%
Administrative & support services	2.8%
Public administration & safety	7.4%
Education & training	11.4%
Health care & social assistance	12.7%
Arts & recreation services	1.7%
Other services	2.9%
Inadequately described\Not stated	2.1%

Labour Force Status	
Employed\ worked full-time	41.2%
Employed\ worked part-time	21.6%
Employed\ away from work	3.8%
Unemployed\ looking for work	2.1%
Not in the labour force	31.2%

Study Participation	
Pre-school	6.4%
Infants/Primary: Government	17.4%
Infants/Primary: Catholic & Other Non Government	11.7%
Secondary: Government	8.2%
Secondary: Catholic & Other Non Government	14.8%
Technical or Further Educational institution: Full-time student	1.7%
Technical or Further Educational institution: Part-time student	3.1%
University or other Tertiary Institutions: Full-time student	12.4%
University or other Tertiary Institutions: Part-time student	5.9%
Other type of educational institution	1.9%
Type of educational institution and/or status not stated	16.5%

Household Income (Weekly)	
Negative/Nil income	0.9%
\$1-\$149	1.0%
\$150-\$249	2.6%
\$250-\$349	4.8%
\$350-\$499	2.4%
\$500-\$649	6.8%
\$650-\$799	4.3%
\$800-\$999	5.1%
\$1000-\$1199	8.5%
\$1200-\$1399	4.2%
\$1400-\$1699	7.1%
\$1700-\$1999	6.9%
\$2000-\$2499	8.1%
\$2500-\$2999	11.7%
\$3000 or more	14.1%
Partial income stated	9.6%
All incomes not stated	1.9%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.2%
2	12.0%
3	21.2%
4	24.3%
5	20.9%
6	13.0%
7	6.2%
8	2.0%
9	0.2%
10 - High	0.0%

Credit Risk	
Zero Derogs	1.6%
1 - Low	20.7%
2	24.6%
3	20.3%
4	14.9%
5	9.8%
6	5.4%
7	1.8%
8	0.7%
9	0.1%
10 - High	0.0%

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Types of Loans	
Current home mortgage - for home	25.7%
Current home mortgage - for business	1.3%
Current home mortgage - for other	0.6%
Mortgage on investment property	8.4%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.5%
Home Equity Loan - secured by current home	3.6%
Home Equity Loan - secured by investment property	1.2%
Home Equity Loan - not secured by property	0.5%
Personal loan for a car	2.8%
Personal loan for a holiday	0.1%
Personal loan for renovation	0.1%
Personal loan for consolidation of other loans	0.8%
Personal loan for education purposes	0.3%
Personal loan for another purpose	1.0%
Lease in your name - car lease	3.5%
Lease in your name - other lease	0.0%
Interest free period loan	0.3%
Loan for shares/investment	1.5%
Personal overdraft	1.4%
Some other type of loan	0.0%
None	60.0%

Total Amount in Savings and Investments	
Less than \$100	4.5%
\$100- \$499	3.6%
\$500- \$999	2.5%
\$1000- \$1999	2.9%
\$2000- \$4999	4.7%
\$5000- \$9999	4.8%
\$10,000- \$19,999	5.1%
\$20,000- \$49,999	9.6%
\$50,000- \$99,999	7.1%
\$100,000- \$499,999	21.3%
\$500,000- \$999,999	6.9%
\$1 Million - <\$2 Million	3.4%
\$2 Million or More	1.9%
Can't Say	21.6%

Managed Investments Held	
Allocated Pensions & Annuities	5.0%
Australian Equity Trust	2.6%
Cash Management Trust	2.7%
Friendly Society Bonds	0.2%
Income Fund	0.5%
Insurance Bonds	0.0%
Managed Trust	5.3%
International Trust	1.2%
Property Trust	1.2%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.6%
Superannuation/Retirement Fund - non-employer/ portable	18.6%
Superannuation/Retirement Fund - employer	55.6%
Fixed Interest Trust	0.5%
Immediate Pensions & Annuities	3.0%
Mortgage Fund or Trust	0.8%
Other Unit Trust/Mutual Fund	0.2%
Retirement Savings Account	0.7%
None	24.0%

Accounts Held at Banks	
Bank Account	89.3%
Term Deposit	7.0%
Bonus Interest or Reward-Based Account	4.7%
High Interest Online Account	11.7%
Deeming or Pensioner Account	4.3%
Mortgage Offset or Loan Offset Account	12.7%
Cash Management Account	6.4%
Share Trading Account	3.1%
Money Market Account	0.2%
Foreign Currency Account	0.1%
Christmas Club Account	0.6%
Regular Savings	76.4%
Other/CS A/c with Bank	1.1%

Finance / Credit	
Credit enables me to buy the things that I want	32.3%
I like to be well insured	73.4%
Recently I've cut down my spending	52.6%
The Australian economy appears to be improving	61.9%
I feel financially stable at the moment	71.1%
I'm worried about interest rates at the moment	30.9%
It would be ideal if I could conduct all my banking without ever having to	47.9%
I prefer to invest in something with a safe return	78.9%

Average Value of Purchases over Internet Last 3 Months	
Average Value (\$)	\$644

Frequency of Internet Usage	
More than once a day	51.6%
Once a day	11.6%
A few times a week	10.7%
Once a week	2.8%
A few times a month	4.6%
Once a month	0.0%
A few times a year	1.1%
Once a year	0.1%
Less often	3.6%
Never	0.0%
Can't say	4.0%

Shopping / Media	
I use coupons I find in magazines or on packets	25.1%
I always watch the news on TV to keep me up-to-date	61.7%
I always read the business section of the newspaper	25.1%
I listen to the radio in the car	85.1%
I often enter competitions run by newspapers, magazines or radio	10.2%
I often enter competitions on packets or labels on products	10.1%
I often redeem coupons to get discounts or special offers	28.4%
I don't read the ads in newspapers and magazines	41.1%
I can't help noticing advertising on buses	59.7%
I enjoy buying magazines	34.2%
I can't miss seeing those big billboard signs	55.3%
I find TV advertising interesting	19.3%
TV advertising often gives me something to talk about	18.0%
Nearly all TV advertising annoys me	63.4%
Some TV advertising is devious	82.6%
Quite often I find TV advertising more entertaining than programs	15.0%
I often take advantage of special offers on shopping docket	14.8%
I usually notice advertisements on shopping trolleys	6.1%
I often notice the advertisements on the tops and backs of taxis	22.1%
Advertising posters in shopping centres don't interest me	75.7%
My letterbox says 'no junk mail' (or similar)	24.7%
I believe quality is more important than price	79.4%
I buy more store's own products than well known brands	24.2%
I would like to buy a home computer	32.6%
I try to buy Australian made products as often as possible	67.7%
I will buy a product because of the label	24.9%
I trust well known brands better than the stores' own	54.5%
I have favourite brands and I tend to stick to them	67.0%
I am always ready to try new and different products	57.9%
I like to try the free samples they offer in supermarkets	47.5%
I'll go out of my way in search of a bargain	36.8%
If I see a new type of food I will try it	55.5%
Bought goods on lay-by	5.4%
Bought goods on interest free terms	4.2%
Bought something over the phone	7.3%
Bought something over the internet	28.3%
Bought something from a TV offer	1.7%
Bought something from a magazine coupon or offer	4.9%
Bought something from a newspaper coupon or offer	4.8%
Bought something from a catalogue or direct mail offer	8.1%
Bought something from a telephone sales offer	2.0%

Direct Mail Interests	
Finance (banking, insurance)	39.8%
Telecommunications	19.1%
Utilities (gas, electricity, water)	14.0%
Real Estate	9.3%
Supermarket or other store	9.7%
Car company or dealer	3.3%
Charity	14.6%
Government / Political Party	8.8%
Other Organisation	38.5%
I read addressed mail from organisations I deal with	61.7%
I read addressed mail from organisations I don't deal with	24.7%

Ticketek Entertainment - Most Dollars Spent	
Ballet	0.0%
Childrens	4.1%
Classical Music	1.7%
Contemporary Music	41.0%
Dance	1.1%
Film	0.2%
Musical Theatre	12.7%
Multicultural Festivals	0.5%
Opera	0.3%
Other	1.1%
Singing Festivals	1.6%
Special	9.5%
Sport	20.2%
Theatre	6.2%