

2008 Australian LandScape Segment Statistics

Group 8
Segment 31

Vintage Australia
Vintage Lifestyle



Age	
0-4 years	5.1%
5-14 years	10.3%
15-19 years	5.5%
20-24 years	6.0%
25-34 years	11.6%
35-44 years	12.3%
45-54 years	12.6%
55-64 years	12.5%
65-74 years	11.0%
75-84 years	9.6%
85 years and over	3.5%

Family Composition	
Couple family with no children	43.3%
Couple family with children under 15	21.4%
Couple family with no children under 15	10.4%
One parent family with children under 15	12.5%
One parent family with no children under 15	10.3%
Other family	2.1%

Marital Status	
Married	40.4%
Separated	4.3%
Divorced	12.7%
Widowed	11.1%
Never Married	31.5%

Country of Birth	
Australia	71.3%
New Zealand	2.3%
Fiji, Papua New Guinea	0.3%
China, Hong Kong, Japan, Republic of Korea (South)	0.7%
India, Sri Lanka	0.6%
South East Asia	1.4%
Ireland, United Kingdom	7.1%
Europe	4.0%
Middle East & Africa	0.7%
United States of America, Canada	0.4%
Other	3.1%
Not Stated	8.2%

Tenure of Household	
Lived at same address 1 year ago	82.0%
Lived at different address 1 year ago	18.0%
Lived at same address 5 years ago	55.7%
Lived at different address 5 years ago	44.3%

Number of Usual Residents in the Household	
One	39.2%
Two	34.5%
Three	12.0%
Four	8.9%
Five	3.7%
Six or more	1.7%

Dwelling Structure	
Separate house	60.6%
Semi-detached\ row or terrace house\ townhouse etc.	16.0%
Flat\ unit or apartment	20.2%
Other dwelling	3.2%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	2.3%
Graduate Diploma and Graduate Certificate	1.6%
Bachelor Degree	13.4%
Advanced Diploma and Diploma	11.3%
Certificate	36.8%
Level of education inadequately described	3.1%
Level of education not stated	31.4%

Occupation	
Managers	8.8%
Professionals	14.8%
Technicians & trades workers	17.0%
Community & personal service workers	10.7%
Clerical & administrative workers	14.5%
Sales workers	10.7%
Machinery operators & drivers	8.0%
Labourers	13.5%
Occupation inadequately described/ not stated	1.9%

Industry of Employment	
Agriculture\ forestry & fishing	0.7%
Mining	0.8%
Manufacturing	11.7%
Electricity\ gas\ water & waste services	1.0%
Construction	9.3%
Wholesale trade	4.0%
Retail trade	12.4%
Accommodation & food services	7.5%
Transport\ postal & warehousing	5.2%
Information media & telecommunications	1.6%
Financial & insurance services	2.7%
Rental\ hiring & real estate services	1.8%
Professional\ scientific & technical services	4.6%
Administrative & support services	3.6%
Public administration & safety	6.2%
Education & training	6.7%
Health care & social assistance	12.0%
Arts & recreation services	1.6%
Other services	4.0%
Inadequately described\Not stated	2.7%

Labour Force Status	
Employed\ worked full-time	28.7%
Employed\ worked part-time	14.8%
Employed\ away from work	3.2%
Unemployed\ looking for work	4.2%
Not in the labour force	49.2%

Study Participation	
Pre-school	4.4%
Infants/Primary: Government	18.1%
Infants/Primary: Catholic & Other Non Government	5.4%
Secondary: Government	12.3%
Secondary: Catholic & Other Non Government	4.5%
Technical or Further Educational institution: Full-time student	2.5%
Technical or Further Educational institution: Part-time student	5.1%
University or other Tertiary Institutions: Full-time student	5.6%
University or other Tertiary Institutions: Part-time student	2.9%
Other type of educational institution	2.0%
Type of educational institution and/or status not stated	37.0%

Household Income (Weekly)	
Negative/Nil income	1.1%
\$1-\$149	2.0%
\$150-\$249	10.9%
\$250-\$349	13.0%
\$350-\$499	7.2%
\$500-\$649	13.5%
\$650-\$799	6.9%
\$800-\$999	6.6%
\$1000-\$1199	9.1%
\$1200-\$1399	4.2%
\$1400-\$1699	5.0%
\$1700-\$1999	3.5%
\$2000-\$2499	3.1%
\$2500-\$2999	2.0%
\$3000 or more	1.4%
Partial income stated	5.9%
All incomes not stated	4.5%

Credit Demand	
Zero Enquiries	0.2%
1 - Low	2.0%
2	11.7%
3	16.8%
4	14.7%
5	15.2%
6	12.7%
7	12.1%
8	8.8%
9	3.9%
10 - High	1.8%

Credit Risk	
Zero Derogs	0.5%
1 - Low	1.1%
2	2.7%
3	4.6%
4	8.5%
5	9.5%
6	12.7%
7	14.2%
8	14.9%
9	17.2%
10 - High	14.3%

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Types of Loans

Current home mortgage - for home	16.5%
Current home mortgage - for business	0.6%
Current home mortgage - for other	0.3%
Mortgage on investment property	2.8%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.4%
Home Equity Loan - secured by current home	1.9%
Home Equity Loan - secured by investment property	0.7%
Home Equity Loan - not secured by property	0.4%
Personal loan for a car	5.4%
Personal loan for a holiday	0.2%
Personal loan for renovation	0.4%
Personal loan for consolidation of other loans	1.2%
Personal loan for education purposes	0.0%
Personal loan for another purpose	3.2%
Lease in your name - car lease	0.5%
Lease in your name - other lease	0.1%
Interest free period loan	0.3%
Loan for shares/investment	0.6%
Personal overdraft	0.7%
Some other type of loan	0.0%
None	71.0%

Total Amount in Savings and Investments

Less than \$100	10.5%
\$100- \$499	4.4%
\$500- \$999	3.8%
\$1000- \$1999	3.9%
\$2000- \$4999	7.0%
\$5000- \$9999	6.4%
\$10,000- \$19,999	8.4%
\$20,000- \$49,999	9.4%
\$50,000- \$99,999	7.6%
\$100,000- \$499,999	13.1%
\$500,000- \$999,999	4.0%
\$1 Million - <\$2 Million	1.1%
\$2 Million or More	0.6%
Can't Say	19.6%

Managed Investments Held

Allocated Pensions & Annuities	3.1%
Australian Equity Trust	1.2%
Cash Management Trust	1.3%
Friendly Society Bonds	0.1%
Income Fund	0.2%
Insurance Bonds	0.0%
Managed Trust	3.0%
International Trust	0.5%
Property Trust	0.6%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.2%
Superannuation/Retirement Fund - non-employer/ portable	7.8%
Superannuation/Retirement Fund - employer	46.4%
Fixed Interest Trust	0.6%
Immediate Pensions & Annuities	1.2%
Mortgage Fund or Trust	0.2%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.8%
None	42.3%

Accounts Held at Banks

Bank Account	81.6%
Term Deposit	6.7%
Bonus Interest or Reward-Based Account	4.5%
High Interest Online Account	4.0%
Deeming or Pensioner Account	10.4%
Mortgage Offset or Loan Offset Account	6.5%
Cash Management Account	3.1%
Share Trading Account	1.5%
Money Market Account	0.1%
Foreign Currency Account	0.0%
Christmas Club Account	0.9%
Regular Savings	69.1%
Other/CS A/c with Bank	0.8%

Finance / Credit

Credit enables me to buy the things that I want	31.6%
I like to be well insured	58.6%
Recently I've cut down my spending	67.5%
The Australian economy appears to be improving	47.3%
I feel financially stable at the moment	51.1%
I'm worried about interest rates at the moment	40.4%
It would be ideal if I could conduct all my banking without ever having to	42.1%
I prefer to invest in something with a safe return	74.9%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$372
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Frequency of Internet Usage

More than once a day	27.1%
Once a day	9.8%
A few times a week	15.8%
Once a week	2.5%
A few times a month	2.3%
Once a month	2.1%
A few times a year	3.0%
Once a year	0.4%
Less often	7.7%
Never	0.0%
Can't say	4.0%

Shopping / Media

I use coupons I find in magazines or on packets	32.4%
I always watch the news on TV to keep me up-to-date	72.8%
I always read the business section of the newspaper	13.4%
I listen to the radio in the car	73.4%
I often enter competitions run by newspapers, magazines or radio	22.7%
I often enter competitions on packets or labels on products	15.7%
I often redeem coupons to get discounts or special offers	43.4%
I don't read the ads in newspapers and magazines	42.7%
I can't help noticing advertising on buses	62.6%
I enjoy buying magazines	37.7%
I can't miss seeing those big billboard signs	58.1%
I find TV advertising interesting	23.8%
TV advertising often gives me something to talk about	30.7%
Nearly all TV advertising annoys me	63.4%
Some TV advertising is devious	84.2%
Quite often I find TV advertising more entertaining than programs	20.0%
I often take advantage of special offers on shopping docket	28.5%
I usually notice advertisements on shopping trolleys	10.8%
I often notice the advertisements on the tops and backs of taxis	24.7%
Advertising posters in shopping centres don't interest me	69.0%
My letterbox says 'no junk mail' (or similar)	14.8%
I believe quality is more important than price	69.0%
I buy more store's own products than well known brands	40.0%
I would like to buy a home computer	39.6%
I try to buy Australian made products as often as possible	74.2%
I will buy a product because of the label	21.4%
I trust well known brands better than the stores' own	46.9%
I have favourite brands and I tend to stick to them	69.7%
I am always ready to try new and different products	54.4%
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	39.2%
If I see a new type of food I will try it	53.4%
Bought goods on lay-by	15.5%
Bought goods on interest free terms	3.1%
Bought something over the phone	5.4%
Bought something over the internet	20.1%
Bought something from a TV offer	1.8%
Bought something from a magazine coupon or offer	4.0%
Bought something from a newspaper coupon or offer	3.9%
Bought something from a catalogue or direct mail offer	12.7%
Bought something from a telephone sales offer	0.7%

Direct Mail Interests

Finance (banking, insurance)	29.3%
Telecommunications	14.0%
Utilities (gas, electricity, water)	13.1%
Real Estate	7.9%
Supermarket or other store	11.0%
Car company or dealer	2.9%
Charity	8.3%
Government / Political Party	11.8%
Other Organisation	28.2%
I read addressed mail from organisations I deal with	52.4%
I read addressed mail from organisations I don't deal with	17.9%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	4.3%
Classical Music	1.7%
Contemporary Music	51.6%
Dance	1.0%
Film	0.1%
Musical Theatre	7.2%
Multicultural Festivals	0.4%
Opera	0.2%
Other	1.4%
Singing Festivals	2.3%
Special	7.1%
Sport	18.7%
Theatre	4.1%