

2008 Australian LandScape Segment Statistics

Group 1
Segment 4

Success Stories
Successful Executives



Age	
0-4 years	6.1%
5-14 years	14.0%
15-19 years	7.7%
20-24 years	6.6%
25-34 years	11.0%
35-44 years	14.9%
45-54 years	15.5%
55-64 years	12.7%
65-74 years	6.7%
75-84 years	3.8%
85 years and over	1.0%

Family Composition	
Couple family with no children	32.3%
Couple family with children under 15	33.9%
Couple family with no children under 15	20.4%
One parent family with children under 15	5.4%
One parent family with no children under 15	6.7%
Other family	1.3%

Marital Status	
Married	58.2%
Separated	2.1%
Divorced	5.9%
Widowed	4.3%
Never Married	29.5%

Country of Birth	
Australia	70.2%
New Zealand	1.5%
Fiji, Papua New Guinea	0.4%
China, Hong Kong, Japan, Republic of Korea (South)	4.1%
India, Sri Lanka	1.6%
South East Asia	3.0%
Ireland, United Kingdom	5.1%
Europe	4.0%
Middle East & Africa	1.4%
United States of America, Canada	0.6%
Other	3.9%
Not Stated	4.4%

Tenure of Household	
Lived at same address 1 year ago	88.7%
Lived at different address 1 year ago	11.3%
Lived at same address 5 years ago	68.0%
Lived at different address 5 years ago	32.0%

Number of Usual Residents in the Household	
One	14.4%
Two	31.5%
Three	18.9%
Four	22.3%
Five	9.4%
Six or more	3.5%

Dwelling Structure	
Separate house	92.1%
Semi-detached\ row or terrace house\ townhouse etc.	5.8%
Flat\ unit or apartment	1.9%
Other dwelling	0.2%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	7.7%
Graduate Diploma and Graduate Certificate	3.7%
Bachelor Degree	28.6%
Advanced Diploma and Diploma	16.5%
Certificate	27.3%
Level of education inadequately described	3.0%
Level of education not stated	13.2%

Occupation	
Managers	14.6%
Professionals	26.5%
Technicians & trades workers	12.2%
Community & personal service workers	8.0%
Clerical & administrative workers	17.8%
Sales workers	9.9%
Machinery operators & drivers	3.4%
Labourers	5.9%
Occupation inadequately described/ not stated	1.6%

Industry of Employment	
Agriculture\ forestry & fishing	0.3%
Mining	0.3%
Manufacturing	7.6%
Electricity\ gas\ water & waste services	0.9%
Construction	7.0%
Wholesale trade	4.7%
Retail trade	10.9%
Accommodation & food services	5.5%
Transport\ postal & warehousing	3.9%
Information media & telecommunications	2.4%
Financial & insurance services	4.9%
Rental\ hiring & real estate services	1.8%
Professional\ scientific & technical services	9.3%
Administrative & support services	2.9%
Public administration & safety	10.1%
Education & training	9.7%
Health care & social assistance	10.5%
Arts & recreation services	1.5%
Other services	3.7%
Inadequately described\Not stated	2.3%

Labour Force Status	
Employed\ worked full-time	42.5%
Employed\ worked part-time	20.6%
Employed\ away from work	4.1%
Unemployed\ looking for work	2.3%
Not in the labour force	30.4%

Study Participation	
Pre-school	5.6%
Infants/Primary: Government	19.1%
Infants/Primary: Catholic & Other Non Government	9.4%
Secondary: Government	13.6%
Secondary: Catholic & Other Non Government	11.4%
Technical or Further Educational institution: Full-time student	2.0%
Technical or Further Educational institution: Part-time student	4.8%
University or other Tertiary Institutions: Full-time student	10.8%
University or other Tertiary Institutions: Part-time student	5.0%
Other type of educational institution	1.8%
Type of educational institution and/or status not stated	16.4%

Household Income (Weekly)	
Negative/Nil income	0.9%
\$1-\$149	0.9%
\$150-\$249	2.2%
\$250-\$349	3.6%
\$350-\$499	2.9%
\$500-\$649	6.8%
\$650-\$799	4.4%
\$800-\$999	5.4%
\$1000-\$1199	9.3%
\$1200-\$1399	5.3%
\$1400-\$1699	8.6%
\$1700-\$1999	8.0%
\$2000-\$2499	9.7%
\$2500-\$2999	9.8%
\$3000 or more	10.7%
Partial income stated	9.9%
All incomes not stated	1.6%

Credit Demand	
Zero Enquiries	0.1%
1 - Low	0.2%
2	8.0%
3	17.4%
4	23.1%
5	18.0%
6	12.1%
7	10.0%
8	5.9%
9	3.4%
10 - High	1.9%

Credit Risk	
Zero Derogs	0.6%
1 - Low	18.1%
2	23.5%
3	19.9%
4	16.2%
5	10.1%
6	6.4%
7	2.8%
8	1.7%
9	0.7%
10 - High	0.0%

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Types of Loans

Current home mortgage - for home	24.7%
Current home mortgage - for business	0.8%
Current home mortgage - for other	0.2%
Mortgage on investment property	8.9%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.5%
Home Equity Loan - secured by current home	3.3%
Home Equity Loan - secured by investment property	0.8%
Home Equity Loan - not secured by property	0.4%
Personal loan for a car	3.7%
Personal loan for a holiday	0.3%
Personal loan for renovation	0.4%
Personal loan for consolidation of other loans	0.9%
Personal loan for education purposes	0.1%
Personal loan for another purpose	1.5%
Lease in your name - car lease	1.7%
Lease in your name - other lease	0.0%
Interest free period loan	0.4%
Loan for shares/investment	0.8%
Personal overdraft	0.8%
Some other type of loan	0.0%
None	60.0%

Total Amount in Savings and Investments

Less than \$100	5.3%
\$100- \$499	3.8%
\$500- \$999	2.3%
\$1000- \$1999	3.2%
\$2000- \$4999	4.2%
\$5000- \$9999	4.7%
\$10,000- \$19,999	6.0%
\$20,000- \$49,999	8.0%
\$50,000- \$99,999	7.1%
\$100,000- \$499,999	18.5%
\$500,000- \$999,999	8.2%
\$1 Million - <\$2 Million	3.1%
\$2 Million or More	0.6%
Can't Say	25.0%

Managed Investments Held

Allocated Pensions & Annuities	5.0%
Australian Equity Trust	1.9%
Cash Management Trust	2.0%
Friendly Society Bonds	0.2%
Income Fund	0.4%
Insurance Bonds	0.0%
Managed Trust	5.6%
International Trust	0.7%
Property Trust	1.0%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.7%
Superannuation/Retirement Fund - non-employer/ portable	13.5%
Superannuation/Retirement Fund - employer	56.7%
Fixed Interest Trust	0.5%
Immediate Pensions & Annuities	2.2%
Mortgage Fund or Trust	0.3%
Other Unit Trust/Mutual Fund	0.1%
Retirement Savings Account	0.8%
None	25.3%

Accounts Held at Banks

Bank Account	86.7%
Term Deposit	6.4%
Bonus Interest or Reward-Based Account	5.4%
High Interest Online Account	6.8%
Deeming or Pensioner Account	5.3%
Mortgage Offset or Loan Offset Account	11.9%
Cash Management Account	6.5%
Share Trading Account	2.2%
Money Market Account	0.3%
Foreign Currency Account	0.1%
Christmas Club Account	0.5%
Regular Savings	73.5%
Other/CS A/c with Bank	0.6%

Finance / Credit

Credit enables me to buy the things that I want	35.3%
I like to be well insured	74.1%
Recently I've cut down my spending	56.3%
The Australian economy appears to be improving	58.1%
I feel financially stable at the moment	68.7%
I'm worried about interest rates at the moment	37.9%
It would be ideal if I could conduct all my banking without ever having to	53.7%
I prefer to invest in something with a safe return	82.9%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$549
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Frequency of Internet Usage

More than once a day	50.8%
Once a day	11.7%
A few times a week	11.0%
Once a week	2.1%
A few times a month	2.8%
Once a month	0.8%
A few times a year	1.3%
Once a year	0.0%
Less often	3.8%
Never	0.0%
Can't say	5.1%

Shopping / Media

I use coupons I find in magazines or on packets	27.6%
I always watch the news on TV to keep me up-to-date	69.3%
I always read the business section of the newspaper	22.5%
I listen to the radio in the car	83.6%
I often enter competitions run by newspapers, magazines or radio	13.5%
I often enter competitions on packets or labels on products	11.9%
I often redeem coupons to get discounts or special offers	38.0%
I don't read the ads in newspapers and magazines	37.9%
I can't help noticing advertising on buses	62.6%
I enjoy buying magazines	34.2%
I can't miss seeing those big billboard signs	55.3%
I find TV advertising interesting	23.3%
TV advertising often gives me something to talk about	26.6%
Nearly all TV advertising annoys me	57.4%
Some TV advertising is devious	78.6%
Quite often I find TV advertising more entertaining than programs	16.8%
I often take advantage of special offers on shopping docket	20.0%
I usually notice advertisements on shopping trolleys	8.3%
I often notice the advertisements on the tops and backs of taxis	23.0%
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	75.7%
I buy more store's own products than well known brands	28.8%
I would like to buy a home computer	34.4%
I try to buy Australian made products as often as possible	74.2%
I will buy a product because of the label	23.7%
I trust well known brands better than the stores' own	49.8%
I have favourite brands and I tend to stick to them	67.7%
I am always ready to try new and different products	56.1%
I like to try the free samples they offer in supermarkets	52.5%
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	49.6%
Bought goods on lay-by	6.4%
Bought goods on interest free terms	2.3%
Bought something over the phone	7.1%
Bought something over the internet	28.1%
Bought something from a TV offer	1.6%
Bought something from a magazine coupon or offer	5.4%
Bought something from a newspaper coupon or offer	3.9%
Bought something from a catalogue or direct mail offer	11.3%
Bought something from a telephone sales offer	2.7%

Direct Mail Interests

Finance (banking, insurance)	44.3%
Telecommunications	19.3%
Utilities (gas, electricity, water)	14.6%
Real Estate	9.2%
Supermarket or other store	10.7%
Car company or dealer	3.4%
Charity	10.5%
Government / Political Party	13.5%
Other Organisation	37.8%
I read addressed mail from organisations I deal with	65.8%
I read addressed mail from organisations I don't deal with	25.3%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.5%
Classical Music	1.6%
Contemporary Music	43.7%
Dance	0.6%
Film	0.1%
Musical Theatre	6.5%
Multicultural Festivals	0.7%
Opera	0.2%
Other	1.6%
Singing Festivals	2.2%
Special	9.7%
Sport	25.1%
Theatre	4.6%