

2008 Australian LandScape Segment Statistics

Group 2
Segment 5

Professionals in Transition
Independent Professionals



Age	
0-4 years	6.5%
5-14 years	11.4%
15-19 years	6.0%
20-24 years	6.8%
25-34 years	14.7%
35-44 years	16.3%
45-54 years	14.3%
55-64 years	10.3%
65-74 years	6.3%
75-84 years	5.4%
85 years and over	1.9%

Family Composition	
Couple family with no children	39.2%
Couple family with children under 15	31.0%
Couple family with no children under 15	12.7%
One parent family with children under 15	6.8%
One parent family with no children under 15	8.0%
Other family	2.3%

Marital Status	
Married	47.2%
Separated	2.9%
Divorced	8.9%
Widowed	5.9%
Never Married	35.2%

Country of Birth	
Australia	70.2%
New Zealand	2.1%
Fiji, Papua New Guinea	0.3%
China, Hong Kong, Japan, Republic of Korea (South)	1.8%
India, Sri Lanka	1.1%
South East Asia	2.4%
Ireland, United Kingdom	7.1%
Europe	4.1%
Middle East & Africa	1.1%
United States of America, Canada	0.8%
Other	3.4%
Not Stated	5.8%

Tenure of Household	
Lived at same address 1 year ago	82.1%
Lived at different address 1 year ago	17.9%
Lived at same address 5 years ago	55.5%
Lived at different address 5 years ago	44.5%

Number of Usual Residents in the Household	
One	28.3%
Two	35.0%
Three	15.4%
Four	14.5%
Five	5.2%
Six or more	1.6%

Dwelling Structure	
Separate house	74.2%
Semi-detached\ row or terrace house\ townhouse etc.	13.5%
Flat\ unit or apartment	11.9%
Other dwelling	0.4%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	7.7%
Graduate Diploma and Graduate Certificate	4.6%
Bachelor Degree	32.5%
Advanced Diploma and Diploma	15.0%
Certificate	22.6%
Level of education inadequately described	2.4%
Level of education not stated	15.2%

Occupation	
Managers	14.1%
Professionals	30.9%
Technicians & trades workers	11.4%
Community & personal service workers	8.2%
Clerical & administrative workers	15.6%
Sales workers	9.1%
Machinery operators & drivers	3.3%
Labourers	6.0%
Occupation inadequately described/ not stated	1.4%

Industry of Employment	
Agriculture\ forestry & fishing	0.4%
Mining	1.7%
Manufacturing	7.4%
Electricity\ gas\ water & waste services	0.9%
Construction	6.8%
Wholesale trade	3.9%
Retail trade	9.7%
Accommodation & food services	5.7%
Transport\ postal & warehousing	3.6%
Information media & telecommunications	2.3%
Financial & insurance services	4.6%
Rental\ hiring & real estate services	2.0%
Professional\ scientific & technical services	10.3%
Administrative & support services	3.2%
Public administration & safety	7.7%
Education & training	10.3%
Health care & social assistance	12.4%
Arts & recreation services	1.7%
Other services	3.1%
Inadequately described\Not stated	2.2%

Labour Force Status	
Employed\ worked full-time	43.1%
Employed\ worked part-time	19.9%
Employed\ away from work	4.0%
Unemployed\ looking for work	2.4%
Not in the labour force	30.7%

Study Participation	
Pre-school	5.2%
Infants/Primary: Government	15.4%
Infants/Primary: Catholic & Other Non Government	10.2%
Secondary: Government	8.0%
Secondary: Catholic & Other Non Government	10.4%
Technical or Further Educational institution: Full-time student	2.5%
Technical or Further Educational institution: Part-time student	3.9%
University or other Tertiary Institutions: Full-time student	12.8%
University or other Tertiary Institutions: Part-time student	7.0%
Other type of educational institution	2.2%
Type of educational institution and/or status not stated	22.5%

Household Income (Weekly)	
Negative/Nil income	1.0%
\$1-\$149	1.1%
\$150-\$249	4.2%
\$250-\$349	6.7%
\$350-\$499	3.2%
\$500-\$649	8.5%
\$650-\$799	5.8%
\$800-\$999	6.5%
\$1000-\$1199	9.9%
\$1200-\$1399	4.4%
\$1400-\$1699	8.0%
\$1700-\$1999	7.0%
\$2000-\$2499	7.4%
\$2500-\$2999	8.4%
\$3000 or more	7.5%
Partial income stated	8.3%
All incomes not stated	2.2%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.5%
2	2.6%
3	6.5%
4	13.1%
5	15.0%
6	20.1%
7	18.0%
8	13.1%
9	8.6%
10 - High	2.5%

Credit Risk	
Zero Derogs	0.5%
1 - Low	6.8%
2	11.2%
3	15.4%
4	18.3%
5	16.2%
6	13.0%
7	10.5%
8	5.6%
9	1.9%
10 - High	0.5%

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Types of Loans

Current home mortgage - for home	23.5%
Current home mortgage - for business	0.5%
Current home mortgage - for other	0.4%
Mortgage on investment property	8.2%
Bridging or Construction loans	0.2%
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	1.4%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	6.4%
Personal loan for a holiday	0.2%
Personal loan for renovation	0.6%
Personal loan for consolidation of other loans	1.0%
Personal loan for education purposes	0.0%
Personal loan for another purpose	2.2%
Lease in your name - car lease	1.7%
Lease in your name - other lease	0.1%
Interest free period loan	0.7%
Loan for shares/investment	1.1%
Personal overdraft	2.1%
Some other type of loan	0.0%
None	60.6%

Total Amount in Savings and Investments

Less than \$100	5.6%
\$100- \$499	2.8%
\$500- \$999	2.4%
\$1000- \$1999	4.1%
\$2000- \$4999	5.0%
\$5000- \$9999	5.3%
\$10,000- \$19,999	7.9%
\$20,000- \$49,999	11.4%
\$50,000- \$99,999	8.3%
\$100,000- \$499,999	18.8%
\$500,000- \$999,999	4.5%
\$1 Million - <\$2 Million	2.7%
\$2 Million or More	0.6%
Can't Say	20.5%

Managed Investments Held

Allocated Pensions & Annuities	1.9%
Australian Equity Trust	1.8%
Cash Management Trust	1.9%
Friendly Society Bonds	0.1%
Income Fund	0.2%
Insurance Bonds	0.0%
Managed Trust	4.2%
International Trust	0.6%
Property Trust	0.9%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.9%
Superannuation/Retirement Fund - non-employer/ portable	14.8%
Superannuation/Retirement Fund - employer	58.9%
Fixed Interest Trust	0.7%
Immediate Pensions & Annuities	1.1%
Mortgage Fund or Trust	0.0%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	1.0%
None	27.3%

Accounts Held at Banks

Bank Account	87.6%
Term Deposit	9.2%
Bonus Interest or Reward-Based Account	7.9%
High Interest Online Account	10.1%
Deeming or Pensioner Account	5.2%
Mortgage Offset or Loan Offset Account	12.9%
Cash Management Account	6.4%
Share Trading Account	3.2%
Money Market Account	0.3%
Foreign Currency Account	0.2%
Christmas Club Account	0.3%
Regular Savings	72.8%
Other/CS A/c with Bank	0.7%

Finance / Credit

Credit enables me to buy the things that I want	33.6%
I like to be well insured	66.4%
Recently I've cut down my spending	56.3%
The Australian economy appears to be improving	60.8%
I feel financially stable at the moment	68.7%
I'm worried about interest rates at the moment	38.4%
It would be ideal if I could conduct all my banking without ever having to	56.1%
I prefer to invest in something with a safe return	79.7%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$501
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Frequency of Internet Usage

More than once a day	49.7%
Once a day	10.7%
A few times a week	15.3%
Once a week	1.3%
A few times a month	3.0%
Once a month	0.4%
A few times a year	1.5%
Once a year	0.0%
Less often	3.5%
Never	0.0%
Can't say	4.8%

Shopping / Media

I use coupons I find in magazines or on packets	25.7%
I always watch the news on TV to keep me up-to-date	65.1%
I always read the business section of the newspaper	22.2%
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	14.1%
I often redeem coupons to get discounts or special offers	37.6%
I don't read the ads in newspapers and magazines	38.3%
I can't help noticing advertising on buses	62.0%
I enjoy buying magazines	42.4%
I can't miss seeing those big billboard signs	52.5%
I find TV advertising interesting	21.3%
TV advertising often gives me something to talk about	21.2%
Nearly all TV advertising annoys me	59.2%
Some TV advertising is devious	81.8%
Quite often I find TV advertising more entertaining than programs	17.6%
I often take advantage of special offers on shopping docket	19.0%
I usually notice advertisements on shopping trolleys	8.9%
I often notice the advertisements on the tops and backs of taxis	22.3%
Advertising posters in shopping centres don't interest me	73.0%
My letterbox says 'no junk mail' (or similar)	18.3%
I believe quality is more important than price	74.2%
I buy more store's own products than well known brands	31.9%
I would like to buy a home computer	33.3%
I try to buy Australian made products as often as possible	74.2%
I will buy a product because of the label	26.4%
I trust well known brands better than the stores' own	48.3%
I have favourite brands and I tend to stick to them	60.9%
I am always ready to try new and different products	60.3%
I like to try the free samples they offer in supermarkets	44.5%
I'll go out of my way in search of a bargain	34.1%
If I see a new type of food I will try it	57.7%
Bought goods on lay-by	6.4%
Bought goods on interest free terms	5.5%
Bought something over the phone	9.2%
Bought something over the internet	31.0%
Bought something from a TV offer	1.8%
Bought something from a magazine coupon or offer	3.4%
Bought something from a newspaper coupon or offer	3.5%
Bought something from a catalogue or direct mail offer	11.7%
Bought something from a telephone sales offer	2.2%

Direct Mail Interests

Finance (banking, insurance)	40.5%
Telecommunications	19.5%
Utilities (gas, electricity, water)	17.4%
Real Estate	6.6%
Supermarket or other store	13.4%
Car company or dealer	4.6%
Charity	8.8%
Government / Political Party	13.4%
Other Organisation	37.2%
I read addressed mail from organisations I deal with	61.1%
I read addressed mail from organisations I don't deal with	19.9%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	4.0%
Classical Music	1.5%
Contemporary Music	44.0%
Dance	1.6%
Film	0.1%
Musical Theatre	13.0%
Multicultural Festivals	0.6%
Opera	0.3%
Other	1.2%
Singing Festivals	1.7%
Special	11.6%
Sport	15.4%
Theatre	4.9%