

2008 Australian LandScape Segment Statistics

Group 2
Segment 6

Professionals in Transition
Urban Professionals



Age		
0-4 years	5.5%	
5-14 years	8.0%	
15-19 years	4.8%	
20-24 years	10.0%	
25-34 years	21.7%	
35-44 years	16.3%	
45-54 years	12.6%	
55-64 years	9.1%	
65-74 years	5.7%	
75-84 years	4.6%	
85 years and over	1.7%	

Family Composition		
Couple family with no children	44.1%	
Couple family with children under 15	25.8%	
Couple family with no children under 15	10.0%	
One parent family with children under 15	7.5%	
One parent family with no children under 15	8.6%	
Other family	3.9%	

Marital Status		
Married	35.4%	
Separated	3.1%	
Divorced	9.6%	
Widowed	5.2%	
Never Married	46.7%	

Country of Birth		
Australia	65.1%	
New Zealand	2.3%	
Fiji, Papua New Guinea	0.4%	
China, Hong Kong, Japan, Republic of Korea (South)	2.8%	
India, Sri Lanka	1.5%	
South East Asia	3.0%	
Ireland, United Kingdom	5.2%	
Europe	5.3%	
Middle East & Africa	1.2%	
United States of America, Canada	0.8%	
Other	4.7%	
Not Stated	7.7%	

Tenure of Household		
Lived at same address 1 year ago	76.3%	
Lived at different address 1 year ago	23.7%	
Lived at same address 5 years ago	46.5%	
Lived at different address 5 years ago	53.5%	

Number of Usual Residents in the Household		
One	35.8%	
Two	35.9%	
Three	14.0%	
Four	9.9%	
Five	3.3%	
Six or more	1.2%	

Dwelling Structure		
Separate house	42.5%	
Semi-detached\ row or terrace house\ townhouse etc.	20.2%	
Flat\ unit or apartment	36.8%	
Other dwelling	0.5%	
Dwelling structure not stated	0.0%	

Highest Qualification		
Postgraduate Degree	9.3%	
Graduate Diploma and Graduate Certificate	4.8%	
Bachelor Degree	34.0%	
Advanced Diploma and Diploma	13.2%	
Certificate	19.5%	
Level of education inadequately described	2.2%	
Level of education not stated	17.1%	

Occupation		
Managers	13.0%	
Professionals	32.5%	
Technicians & trades workers	10.4%	
Community & personal service workers	8.9%	
Clerical & administrative workers	15.9%	
Sales workers	8.5%	
Machinery operators & drivers	3.3%	
Labourers	6.0%	
Occupation inadequately described/ not stated	1.5%	

Industry of Employment		
Agriculture\ forestry & fishing	0.3%	
Mining	0.7%	
Manufacturing	6.5%	
Electricity\ gas\ water & waste services	0.8%	
Construction	5.1%	
Wholesale trade	3.9%	
Retail trade	9.2%	
Accommodation & food services	6.9%	
Transport\ postal & warehousing	3.7%	
Information media & telecommunications	3.2%	
Financial & insurance services	5.1%	
Rental\ hiring & real estate services	1.8%	
Professional\ scientific & technical services	11.1%	
Administrative & support services	3.6%	
Public administration & safety	9.6%	
Education & training	9.5%	
Health care & social assistance	11.5%	
Arts & recreation services	2.2%	
Other services	3.3%	
Inadequately described\Not stated	2.2%	

Labour Force Status		
Employed\ worked full-time	46.7%	
Employed\ worked part-time	18.1%	
Employed\ away from work	3.8%	
Unemployed\ looking for work	3.2%	
Not in the labour force	28.1%	

Study Participation		
Pre-school	4.1%	
Infants/Primary: Government	11.2%	
Infants/Primary: Catholic & Other Non Government	5.8%	
Secondary: Government	6.5%	
Secondary: Catholic & Other Non Government	6.2%	
Technical or Further Educational institution: Full-time student	3.4%	
Technical or Further Educational institution: Part-time student	4.9%	
University or other Tertiary Institutions: Full-time student	17.4%	
University or other Tertiary Institutions: Part-time student	9.3%	
Other type of educational institution	3.0%	
Type of educational institution and/or status not stated	28.2%	

Household Income (Weekly)		
Negative/Nil income	1.3%	
\$1-\$149	1.3%	
\$150-\$249	5.0%	
\$250-\$349	6.8%	
\$350-\$499	2.8%	
\$500-\$649	8.8%	
\$650-\$799	6.7%	
\$800-\$999	7.5%	
\$1000-\$1199	10.9%	
\$1200-\$1399	4.4%	
\$1400-\$1699	8.0%	
\$1700-\$1999	6.7%	
\$2000-\$2499	7.0%	
\$2500-\$2999	7.2%	
\$3000 or more	6.5%	
Partial income stated	7.2%	
All incomes not stated	2.2%	

Credit Demand		
Zero Enquiries	0.1%	
1 - Low	0.3%	
2	1.3%	
3	7.6%	
4	9.7%	
5	10.4%	
6	11.4%	
7	15.7%	
8	16.4%	
9	17.7%	
10 - High	9.4%	

Credit Risk		
Zero Derogs	0.1%	
1 - Low	2.2%	
2	5.3%	
3	8.6%	
4	12.1%	
5	14.4%	
6	13.1%	
7	16.9%	
8	14.1%	
9	10.3%	
10 - High	2.9%	

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Types of Loans

Current home mortgage - for home	20.5%
Current home mortgage - for business	0.8%
Current home mortgage - for other	0.2%
Mortgage on investment property	6.0%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.3%
Home Equity Loan - secured by current home	1.7%
Home Equity Loan - secured by investment property	0.5%
Home Equity Loan - not secured by property	0.2%
Personal loan for a car	5.5%
Personal loan for a holiday	0.2%
Personal loan for renovation	0.3%
Personal loan for consolidation of other loans	1.6%
Personal loan for education purposes	0.4%
Personal loan for another purpose	1.1%
Lease in your name - car lease	1.2%
Lease in your name - other lease	0.1%
Interest free period loan	0.4%
Loan for shares/investment	0.5%
Personal overdraft	0.6%
Some other type of loan	0.0%
None	65.5%

Total Amount in Savings and Investments

Less than \$100	6.8%
\$100- \$499	3.3%
\$500- \$999	2.3%
\$1000- \$1999	4.2%
\$2000- \$4999	6.2%
\$5000- \$9999	7.4%
\$10,000- \$19,999	7.3%
\$20,000- \$49,999	10.1%
\$50,000- \$99,999	8.2%
\$100,000- \$499,999	16.6%
\$500,000- \$999,999	3.7%
\$1 Million - <\$2 Million	3.0%
\$2 Million or More	1.0%
Can't Say	20.1%

Managed Investments Held

Allocated Pensions & Annuities	2.6%
Australian Equity Trust	1.7%
Cash Management Trust	1.5%
Friendly Society Bonds	0.0%
Income Fund	0.1%
Insurance Bonds	0.0%
Managed Trust	3.9%
International Trust	0.6%
Property Trust	0.8%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.8%
Superannuation/Retirement Fund - non-employer/ portable	11.3%
Superannuation/Retirement Fund - employer	62.6%
Fixed Interest Trust	0.5%
Immediate Pensions & Annuities	1.0%
Mortgage Fund or Trust	0.3%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.7%
None	25.3%

Accounts Held at Banks

Bank Account	90.1%
Term Deposit	5.9%
Bonus Interest or Reward-Based Account	5.8%
High Interest Online Account	9.3%
Deeming or Pensioner Account	4.4%
Mortgage Offset or Loan Offset Account	11.0%
Cash Management Account	6.0%
Share Trading Account	2.3%
Money Market Account	0.2%
Foreign Currency Account	0.2%
Christmas Club Account	0.1%
Regular Savings	77.2%
Other/CS A/c with Bank	0.6%

Finance / Credit

Credit enables me to buy the things that I want	32.0%
I like to be well insured	65.7%
Recently I've cut down my spending	61.9%
The Australian economy appears to be improving	55.4%
I feel financially stable at the moment	64.4%
I'm worried about interest rates at the moment	37.1%
It would be ideal if I could conduct all my banking without ever having to	54.7%
I prefer to invest in something with a safe return	75.7%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$580
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Frequency of Internet Usage

More than once a day	54.6%
Once a day	8.6%
A few times a week	11.2%
Once a week	1.3%
A few times a month	2.8%
Once a month	0.5%
A few times a year	1.4%
Once a year	0.1%
Less often	5.4%
Never	0.0%
Can't say	4.1%

Shopping / Media

I use coupons I find in magazines or on packets	25.4%
I always watch the news on TV to keep me up-to-date	61.7%
I always read the business section of the newspaper	20.6%
I listen to the radio in the car	72.6%
I often enter competitions run by newspapers, magazines or radio	14.5%
I often enter competitions on packets or labels on products	14.9%
I often redeem coupons to get discounts or special offers	31.1%
I don't read the ads in newspapers and magazines	40.3%
I can't help noticing advertising on buses	60.8%
I enjoy buying magazines	37.7%
I can't miss seeing those big billboard signs	57.0%
I find TV advertising interesting	21.6%
TV advertising often gives me something to talk about	25.7%
Nearly all TV advertising annoys me	62.2%
Some TV advertising is devious	80.2%
Quite often I find TV advertising more entertaining than programs	14.8%
I often take advantage of special offers on shopping docket	18.6%
I usually notice advertisements on shopping trolleys	11.1%
I often notice the advertisements on the tops and backs of taxis	25.4%
Advertising posters in shopping centres don't interest me	69.6%
My letterbox says 'no junk mail' (or similar)	28.6%
I believe quality is more important than price	78.7%
I buy more store's own products than well known brands	31.2%
I would like to buy a home computer	35.5%
I try to buy Australian made products as often as possible	68.4%
I will buy a product because of the label	25.5%
I trust well known brands better than the stores' own	49.3%
I have favourite brands and I tend to stick to them	70.4%
I am always ready to try new and different products	62.6%
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	41.2%
If I see a new type of food I will try it	60.9%
Bought goods on lay-by	7.8%
Bought goods on interest free terms	3.4%
Bought something over the phone	9.5%
Bought something over the internet	34.1%
Bought something from a TV offer	1.5%
Bought something from a magazine coupon or offer	4.2%
Bought something from a newspaper coupon or offer	3.0%
Bought something from a catalogue or direct mail offer	7.3%
Bought something from a telephone sales offer	0.7%

Direct Mail Interests

Finance (banking, insurance)	38.4%
Telecommunications	16.2%
Utilities (gas, electricity, water)	17.8%
Real Estate	8.5%
Supermarket or other store	8.8%
Car company or dealer	2.6%
Charity	8.8%
Government / Political Party	12.7%
Other Organisation	38.5%
I read addressed mail from organisations I deal with	65.8%
I read addressed mail from organisations I don't deal with	19.9%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	2.6%
Classical Music	1.2%
Contemporary Music	45.9%
Dance	1.0%
Film	0.1%
Musical Theatre	9.8%
Multicultural Festivals	0.8%
Opera	0.2%
Other	1.0%
Singing Festivals	2.4%
Special	9.2%
Sport	19.7%
Theatre	6.1%