

2008 Australian LandScape Segment Statistics

Group 2
Segment 7

Professionals in Transition
Working Students



Age	
0-4 years	6.0%
5-14 years	10.1%
15-19 years	5.6%
20-24 years	8.7%
25-34 years	17.3%
35-44 years	14.4%
45-54 years	12.8%
55-64 years	10.2%
65-74 years	7.0%
75-84 years	5.9%
85 years and over	1.9%

Family Composition	
Couple family with no children	40.8%
Couple family with children under 15	23.9%
Couple family with no children under 15	9.4%
One parent family with children under 15	12.8%
One parent family with no children under 15	10.3%
Other family	2.8%

Marital Status	
Married	37.2%
Separated	4.2%
Divorced	12.2%
Widowed	6.9%
Never Married	39.5%

Country of Birth	
Australia	68.5%
New Zealand	3.6%
Fiji, Papua New Guinea	0.5%
China, Hong Kong, Japan, Republic of Korea (South)	1.7%
India, Sri Lanka	1.0%
South East Asia	2.3%
Ireland, United Kingdom	6.0%
Europe	3.9%
Middle East & Africa	1.1%
United States of America, Canada	0.5%
Other	4.0%
Not Stated	7.0%

Tenure of Household	
Lived at same address 1 year ago	76.8%
Lived at different address 1 year ago	23.2%
Lived at same address 5 years ago	46.8%
Lived at different address 5 years ago	53.2%

Number of Usual Residents in the Household	
One	36.1%
Two	35.7%
Three	13.9%
Four	9.5%
Five	3.4%
Six or more	1.4%

Dwelling Structure	
Separate house	49.3%
Semi-detached\ row or terrace house\ townhouse etc.	30.9%
Flat\ unit or apartment	19.2%
Other dwelling	0.5%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	3.9%
Graduate Diploma and Graduate Certificate	2.7%
Bachelor Degree	22.1%
Advanced Diploma and Diploma	14.2%
Certificate	32.7%
Level of education inadequately described	2.8%
Level of education not stated	21.6%

Occupation	
Managers	9.9%
Professionals	19.9%
Technicians & trades workers	14.9%
Community & personal service workers	10.2%
Clerical & administrative workers	16.4%
Sales workers	10.5%
Machinery operators & drivers	6.1%
Labourers	10.5%
Occupation inadequately described/ not stated	1.6%

Industry of Employment	
Agriculture\ forestry & fishing	0.4%
Mining	0.8%
Manufacturing	10.0%
Electricity\ gas\ water & waste services	0.9%
Construction	7.9%
Wholesale trade	4.2%
Retail trade	11.6%
Accommodation & food services	7.5%
Transport\ postal & warehousing	4.8%
Information media & telecommunications	1.9%
Financial & insurance services	3.6%
Rental\ hiring & real estate services	2.0%
Professional\ scientific & technical services	6.4%
Administrative & support services	3.7%
Public administration & safety	7.2%
Education & training	7.6%
Health care & social assistance	11.6%
Arts & recreation services	1.8%
Other services	3.8%
Inadequately described\Not stated	2.4%

Labour Force Status	
Employed\ worked full-time	40.6%
Employed\ worked part-time	17.7%
Employed\ away from work	3.7%
Unemployed\ looking for work	3.7%
Not in the labour force	34.4%

Study Participation	
Pre-school	4.5%
Infants/Primary: Government	16.2%
Infants/Primary: Catholic & Other Non Government	6.7%
Secondary: Government	10.2%
Secondary: Catholic & Other Non Government	5.3%
Technical or Further Educational institution: Full-time student	3.1%
Technical or Further Educational institution: Part-time student	5.5%
University or other Tertiary Institutions: Full-time student	11.0%
University or other Tertiary Institutions: Part-time student	5.3%
Other type of educational institution	2.6%
Type of educational institution and/or status not stated	29.6%

Household Income (Weekly)	
Negative/Nil income	1.1%
\$1-\$149	1.5%
\$150-\$249	6.2%
\$250-\$349	9.7%
\$350-\$499	4.2%
\$500-\$649	12.0%
\$650-\$799	8.3%
\$800-\$999	8.4%
\$1000-\$1199	11.7%
\$1200-\$1399	5.0%
\$1400-\$1699	7.0%
\$1700-\$1999	5.0%
\$2000-\$2499	4.7%
\$2500-\$2999	3.3%
\$3000 or more	2.2%
Partial income stated	6.4%
All incomes not stated	3.0%

Credit Demand	
Zero Enquiries	0.1%
1 - Low	0.1%
2	0.9%
3	4.7%
4	7.0%
5	9.9%
6	11.8%
7	15.3%
8	17.6%
9	17.1%
10 - High	15.5%

Credit Risk	
Zero Derogs	0.1%
1 - Low	0.5%
2	2.6%
3	3.1%
4	6.7%
5	9.1%
6	12.4%
7	14.2%
8	17.3%
9	19.5%
10 - High	14.6%

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Types of Loans

Current home mortgage - for home	18.3%
Current home mortgage - for business	0.1%
Current home mortgage - for other	0.2%
Mortgage on investment property	5.2%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.4%
Home Equity Loan - secured by current home	2.1%
Home Equity Loan - secured by investment property	0.4%
Home Equity Loan - not secured by property	0.2%
Personal loan for a car	8.2%
Personal loan for a holiday	0.2%
Personal loan for renovation	0.4%
Personal loan for consolidation of other loans	1.0%
Personal loan for education purposes	0.4%
Personal loan for another purpose	3.1%
Lease in your name - car lease	1.0%
Lease in your name - other lease	0.1%
Interest free period loan	0.5%
Loan for shares/investment	0.7%
Personal overdraft	0.4%
Some other type of loan	0.0%
None	64.3%

Total Amount in Savings and Investments

Less than \$100	9.0%
\$100- \$499	5.0%
\$500- \$999	2.4%
\$1000- \$1999	3.9%
\$2000- \$4999	8.1%
\$5000- \$9999	8.3%
\$10,000- \$19,999	7.5%
\$20,000- \$49,999	8.8%
\$50,000- \$99,999	7.5%
\$100,000- \$499,999	12.0%
\$500,000- \$999,999	2.9%
\$1 Million - <\$2 Million	1.0%
\$2 Million or More	0.3%
Can't Say	23.2%

Managed Investments Held

Allocated Pensions & Annuities	2.4%
Australian Equity Trust	0.5%
Cash Management Trust	2.0%
Friendly Society Bonds	0.4%
Income Fund	0.2%
Insurance Bonds	0.0%
Managed Trust	2.6%
International Trust	0.2%
Property Trust	0.5%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.7%
Superannuation/Retirement Fund - non-employer/ portable	9.2%
Superannuation/Retirement Fund - employer	55.1%
Fixed Interest Trust	0.3%
Immediate Pensions & Annuities	0.4%
Mortgage Fund or Trust	0.2%
Other Unit Trust/Mutual Fund	0.1%
Retirement Savings Account	0.6%
None	33.6%

Accounts Held at Banks

Bank Account	85.9%
Term Deposit	5.3%
Bonus Interest or Reward-Based Account	7.0%
High Interest Online Account	5.6%
Deeming or Pensioner Account	6.2%
Mortgage Offset or Loan Offset Account	7.4%
Cash Management Account	3.6%
Share Trading Account	0.7%
Money Market Account	0.1%
Foreign Currency Account	0.1%
Christmas Club Account	0.8%
Regular Savings	75.0%
Other/CS A/c with Bank	0.6%

Finance / Credit

Credit enables me to buy the things that I want	33.3%
I like to be well insured	65.7%
Recently I've cut down my spending	63.8%
The Australian economy appears to be improving	53.8%
I feel financially stable at the moment	55.3%
I'm worried about interest rates at the moment	44.2%
It would be ideal if I could conduct all my banking without ever having to	48.4%
I prefer to invest in something with a safe return	80.5%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$449
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Frequency of Internet Usage

More than once a day	40.9%
Once a day	10.3%
A few times a week	11.4%
Once a week	3.1%
A few times a month	3.7%
Once a month	0.7%
A few times a year	1.6%
Once a year	0.0%
Less often	8.2%
Never	0.0%
Can't say	4.5%

Shopping / Media

I use coupons I find in magazines or on packets	30.7%
I always watch the news on TV to keep me up-to-date	70.0%
I always read the business section of the newspaper	12.2%
I listen to the radio in the car	76.5%
I often enter competitions run by newspapers, magazines or radio	20.9%
I often enter competitions on packets or labels on products	16.0%
I often redeem coupons to get discounts or special offers	37.6%
I don't read the ads in newspapers and magazines	34.8%
I can't help noticing advertising on buses	62.6%
I enjoy buying magazines	35.0%
I can't miss seeing those big billboard signs	56.5%
I find TV advertising interesting	27.1%
TV advertising often gives me something to talk about	29.2%
Nearly all TV advertising annoys me	57.4%
Some TV advertising is devious	81.8%
Quite often I find TV advertising more entertaining than programs	16.8%
I often take advantage of special offers on shopping docket	25.1%
I usually notice advertisements on shopping trolleys	13.2%
I often notice the advertisements on the tops and backs of taxis	25.6%
Advertising posters in shopping centres don't interest me	69.0%
My letterbox says 'no junk mail' (or similar)	18.9%
I believe quality is more important than price	69.0%
I buy more store's own products than well known brands	35.1%
I would like to buy a home computer	41.8%
I try to buy Australian made products as often as possible	65.5%
I will buy a product because of the label	24.4%
I trust well known brands better than the stores' own	43.6%
I have favourite brands and I tend to stick to them	68.4%
I am always ready to try new and different products	57.9%
I like to try the free samples they offer in supermarkets	51.0%
I'll go out of my way in search of a bargain	41.6%
If I see a new type of food I will try it	54.4%
Bought goods on lay-by	11.8%
Bought goods on interest free terms	3.4%
Bought something over the phone	6.3%
Bought something over the internet	23.2%
Bought something from a TV offer	2.6%
Bought something from a magazine coupon or offer	4.8%
Bought something from a newspaper coupon or offer	3.6%
Bought something from a catalogue or direct mail offer	11.8%
Bought something from a telephone sales offer	2.3%

Direct Mail Interests

Finance (banking, insurance)	33.9%
Telecommunications	17.5%
Utilities (gas, electricity, water)	15.3%
Real Estate	7.0%
Supermarket or other store	10.6%
Car company or dealer	1.0%
Charity	6.3%
Government / Political Party	10.0%
Other Organisation	34.9%
I read addressed mail from organisations I deal with	62.3%
I read addressed mail from organisations I don't deal with	16.3%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.3%
Classical Music	1.5%
Contemporary Music	50.9%
Dance	0.9%
Film	0.1%
Musical Theatre	8.7%
Multicultural Festivals	0.4%
Opera	0.2%
Other	1.3%
Singing Festivals	2.3%
Special	8.2%
Sport	18.1%
Theatre	3.9%