

2008 Australian LandScape Segment Statistics

Group 2
Segment 8

Professionals in Transition
Ambitious New Arrivals



Age	
0-4 years	4.6%
5-14 years	7.5%
15-19 years	5.7%
20-24 years	12.8%
25-34 years	21.5%
35-44 years	14.4%
45-54 years	11.9%
55-64 years	8.9%
65-74 years	6.1%
75-84 years	4.9%
85 years and over	1.8%

Family Composition	
Couple family with no children	41.5%
Couple family with children under 15	23.1%
Couple family with no children under 15	10.8%
One parent family with children under 15	9.2%
One parent family with no children under 15	10.3%
Other family	5.0%

Marital Status	
Married	32.6%
Separated	3.6%
Divorced	10.0%
Widowed	5.6%
Never Married	48.3%

Country of Birth	
Australia	49.2%
New Zealand	2.5%
Fiji, Papua New Guinea	0.5%
China, Hong Kong, Japan, Republic of Korea (South)	7.3%
India, Sri Lanka	3.9%
South East Asia	5.9%
Ireland, United Kingdom	4.0%
Europe	5.6%
Middle East & Africa	1.6%
United States of America, Canada	0.5%
Other	7.3%
Not Stated	11.7%

Tenure of Household	
Lived at same address 1 year ago	73.7%
Lived at different address 1 year ago	26.3%
Lived at same address 5 years ago	43.8%
Lived at different address 5 years ago	56.2%

Number of Usual Residents in the Household	
One	39.3%
Two	32.9%
Three	13.4%
Four	9.0%
Five	3.4%
Six or more	1.9%

Dwelling Structure	
Separate house	35.3%
Semi-detached\ row or terrace house\ townhouse etc.	15.0%
Flat\ unit or apartment	48.4%
Other dwelling	1.2%
Dwelling structure not stated	0.2%

Highest Qualification	
Postgraduate Degree	7.3%
Graduate Diploma and Graduate Certificate	2.6%
Bachelor Degree	26.3%
Advanced Diploma and Diploma	12.5%
Certificate	20.9%
Level of education inadequately described	2.5%
Level of education not stated	27.9%

Occupation	
Managers	9.5%
Professionals	23.0%
Technicians & trades workers	13.0%
Community & personal service workers	10.5%
Clerical & administrative workers	14.7%
Sales workers	9.9%
Machinery operators & drivers	6.3%
Labourers	11.0%
Occupation inadequately described/ not stated	2.1%

Industry of Employment	
Agriculture\ forestry & fishing	0.3%
Mining	0.8%
Manufacturing	9.2%
Electricity\ gas\ water & waste services	0.7%
Construction	6.0%
Wholesale trade	4.3%
Retail trade	10.9%
Accommodation & food services	10.1%
Transport\ postal & warehousing	4.7%
Information media & telecommunications	2.6%
Financial & insurance services	4.3%
Rental\ hiring & real estate services	1.7%
Professional\ scientific & technical services	7.7%
Administrative & support services	4.5%
Public administration & safety	6.3%
Education & training	6.9%
Health care & social assistance	10.5%
Arts & recreation services	2.0%
Other services	3.6%
Inadequately described\Not stated	3.0%

Labour Force Status	
Employed\ worked full-time	38.7%
Employed\ worked part-time	17.1%
Employed\ away from work	3.6%
Unemployed\ looking for work	5.0%
Not in the labour force	35.6%

Study Participation	
Pre-school	2.5%
Infants/Primary: Government	8.1%
Infants/Primary: Catholic & Other Non Government	4.1%
Secondary: Government	6.3%
Secondary: Catholic & Other Non Government	4.5%
Technical or Further Educational institution: Full-time student	5.1%
Technical or Further Educational institution: Part-time student	4.1%
University or other Tertiary Institutions: Full-time student	20.2%
University or other Tertiary Institutions: Part-time student	4.8%
Other type of educational institution	3.0%
Type of educational institution and/or status not stated	37.3%

Household Income (Weekly)	
Negative/Nil income	2.5%
\$1-\$149	2.3%
\$150-\$249	7.6%
\$250-\$349	9.1%
\$350-\$499	4.1%
\$500-\$649	11.4%
\$650-\$799	8.2%
\$800-\$999	8.0%
\$1000-\$1199	10.5%
\$1200-\$1399	4.5%
\$1400-\$1699	6.3%
\$1700-\$1999	4.6%
\$2000-\$2499	4.5%
\$2500-\$2999	3.6%
\$3000 or more	2.7%
Partial income stated	6.7%
All incomes not stated	3.5%

Credit Demand	
Zero Enquiries	0.1%
1 - Low	0.4%
2	0.4%
3	3.2%
4	3.0%
5	4.5%
6	7.0%
7	13.5%
8	18.3%
9	25.1%
10 - High	24.4%

Credit Risk	
Zero Derogs	0.4%
1 - Low	0.7%
2	0.7%
3	1.8%
4	3.6%
5	5.5%
6	5.6%
7	11.8%
8	16.5%
9	27.6%
10 - High	25.8%

Sources: Veda Advantage Information Services and Solutions Ltd (Credit Bureau Data), Veda Advantage Solutions Group (Market Information), www.propertyvalue.com.au (National Property Database), Roy Morgan Research (Single Source), Australian Bureau of Statistics (Census 2006, Motor Vehicle Census Statistics), Ticketek (Rewards & Entertainment).

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Types of Loans

Current home mortgage - for home	14.3%
Current home mortgage - for business	0.2%
Current home mortgage - for other	0.5%
Mortgage on investment property	4.0%
Bridging or Construction loans	0.0%
Loan for home where intend to live	1.1%
Home Equity Loan - secured by current home	1.1%
Home Equity Loan - secured by investment property	0.6%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	6.5%
Personal loan for a holiday	0.2%
Personal loan for renovation	0.4%
Personal loan for consolidation of other loans	0.6%
Personal loan for education purposes	0.7%
Personal loan for another purpose	1.9%
Lease in your name - car lease	0.4%
Lease in your name - other lease	0.1%
Interest free period loan	0.2%
Loan for shares/investment	0.2%
Personal overdraft	0.4%
Some other type of loan	0.0%
None	72.8%

Total Amount in Savings and Investments

Less than \$100	8.1%
\$100- \$499	4.0%
\$500- \$999	4.3%
\$1000- \$1999	5.0%
\$2000- \$4999	6.9%
\$5000- \$9999	9.9%
\$10,000- \$19,999	7.7%
\$20,000- \$49,999	10.4%
\$50,000- \$99,999	4.1%
\$100,000- \$499,999	10.3%
\$500,000- \$999,999	2.2%
\$1 Million - <\$2 Million	1.2%
\$2 Million or More	0.7%
Can't Say	25.0%

Managed Investments Held

Allocated Pensions & Annuities	0.9%
Australian Equity Trust	1.1%
Cash Management Trust	0.6%
Friendly Society Bonds	0.0%
Income Fund	0.1%
Insurance Bonds	0.0%
Managed Trust	2.9%
International Trust	0.3%
Property Trust	0.4%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.7%
Superannuation/Retirement Fund - non-employer/ portable	6.9%
Superannuation/Retirement Fund - employer	55.6%
Fixed Interest Trust	0.1%
Immediate Pensions & Annuities	0.0%
Mortgage Fund or Trust	0.0%
Other Unit Trust/Mutual Fund	0.2%
Retirement Savings Account	0.6%
None	36.6%

Accounts Held at Banks

Bank Account	86.7%
Term Deposit	6.0%
Bonus Interest or Reward-Based Account	5.6%
High Interest Online Account	4.7%
Deeming or Pensioner Account	3.7%
Mortgage Offset or Loan Offset Account	7.7%
Cash Management Account	3.9%
Share Trading Account	0.5%
Money Market Account	0.1%
Foreign Currency Account	0.1%
Christmas Club Account	0.4%
Regular Savings	75.7%
Other/CS A/c with Bank	1.1%

Finance / Credit

Credit enables me to buy the things that I want	29.6%
I like to be well insured	65.7%
Recently I've cut down my spending	62.5%
The Australian economy appears to be improving	60.8%
I feel financially stable at the moment	59.0%
I'm worried about interest rates at the moment	43.8%
It would be ideal if I could conduct all my banking without ever having to	48.9%
I prefer to invest in something with a safe return	80.5%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$445
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Frequency of Internet Usage

More than once a day	41.6%
Once a day	10.0%
A few times a week	15.8%
Once a week	3.6%
A few times a month	2.6%
Once a month	0.7%
A few times a year	0.8%
Once a year	0.0%
Less often	9.9%
Never	0.0%
Can't say	3.7%

Shopping / Media

I use coupons I find in magazines or on packets	32.7%
I always watch the news on TV to keep me up-to-date	70.7%
I always read the business section of the newspaper	17.4%
I listen to the radio in the car	75.0%
I often enter competitions run by newspapers, magazines or radio	19.6%
I often enter competitions on packets or labels on products	14.9%
I often redeem coupons to get discounts or special offers	38.8%
I don't read the ads in newspapers and magazines	40.3%
I can't help noticing advertising on buses	67.7%
I enjoy buying magazines	37.7%
I can't miss seeing those big billboard signs	61.5%
I find TV advertising interesting	31.4%
TV advertising often gives me something to talk about	36.6%
Nearly all TV advertising annoys me	56.2%
Some TV advertising is devious	81.8%
Quite often I find TV advertising more entertaining than programs	26.2%
I often take advantage of special offers on shopping docket	24.8%
I usually notice advertisements on shopping trolleys	17.0%
I often notice the advertisements on the tops and backs of taxis	31.3%
Advertising posters in shopping centres don't interest me	58.8%
My letterbox says 'no junk mail' (or similar)	22.9%
I believe quality is more important than price	73.5%
I buy more store's own products than well known brands	30.9%
I would like to buy a home computer	44.8%
I try to buy Australian made products as often as possible	69.1%
I will buy a product because of the label	27.1%
I trust well known brands better than the stores' own	53.6%
I have favourite brands and I tend to stick to them	70.4%
I am always ready to try new and different products	63.2%
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	42.0%
If I see a new type of food I will try it	58.2%
Bought goods on lay-by	9.1%
Bought goods on interest free terms	3.4%
Bought something over the phone	6.3%
Bought something over the internet	25.4%
Bought something from a TV offer	4.7%
Bought something from a magazine coupon or offer	4.3%
Bought something from a newspaper coupon or offer	3.9%
Bought something from a catalogue or direct mail offer	13.3%
Bought something from a telephone sales offer	2.0%

Direct Mail Interests

Finance (banking, insurance)	29.7%
Telecommunications	16.3%
Utilities (gas, electricity, water)	11.7%
Real Estate	7.6%
Supermarket or other store	7.7%
Car company or dealer	5.5%
Charity	10.8%
Government / Political Party	8.1%
Other Organisation	28.6%
I read addressed mail from organisations I deal with	55.9%
I read addressed mail from organisations I don't deal with	17.3%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	2.7%
Classical Music	1.1%
Contemporary Music	47.9%
Dance	1.2%
Film	0.1%
Musical Theatre	10.1%
Multicultural Festivals	0.7%
Opera	0.2%
Other	1.1%
Singing Festivals	2.6%
Special	8.4%
Sport	18.2%
Theatre	5.6%