

2008 Australian LandScape Segment Statistics

**Group 3
Segment 9**

**Cosmopolitan Lifestyle
High Living Sophisticates**



Age	
0-4 years	5.4%
5-14 years	6.3%
15-19 years	3.5%
20-24 years	8.6%
25-34 years	26.6%
35-44 years	17.8%
45-54 years	11.9%
55-64 years	9.7%
65-74 years	5.2%
75-84 years	3.7%
85 years and over	1.4%

Family Composition	
Couple family with no children	51.7%
Couple family with children under 15	24.1%
Couple family with no children under 15	8.8%
One parent family with children under 15	5.0%
One parent family with no children under 15	6.8%
Other family	3.6%

Marital Status	
Married	35.3%
Separated	2.5%
Divorced	8.9%
Widowed	4.0%
Never Married	49.3%

Country of Birth	
Australia	59.7%
New Zealand	3.1%
Fiji, Papua New Guinea	0.3%
China, Hong Kong, Japan, Republic of Korea (South)	3.5%
India, Sri Lanka	1.1%
South East Asia	2.7%
Ireland, United Kingdom	7.1%
Europe	3.8%
Middle East & Africa	1.7%
United States of America, Canada	1.3%
Other	5.1%
Not Stated	10.4%

Tenure of Household	
Lived at same address 1 year ago	74.3%
Lived at different address 1 year ago	25.7%
Lived at same address 5 years ago	40.9%
Lived at different address 5 years ago	59.1%

Number of Usual Residents in the Household	
One	34.2%
Two	39.9%
Three	13.7%
Four	8.9%
Five	2.5%
Six or more	0.8%

Dwelling Structure	
Separate house	20.7%
Semi-detached\ row or terrace house\ townhouse etc.	25.7%
Flat\ unit or apartment	52.8%
Other dwelling	0.7%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	11.5%
Graduate Diploma and Graduate Certificate	4.2%
Bachelor Degree	38.3%
Advanced Diploma and Diploma	12.9%
Certificate	12.8%
Level of education inadequately described	2.2%
Level of education not stated	18.0%

Occupation	
Managers	17.5%
Professionals	39.0%
Technicians & trades workers	7.4%
Community & personal service workers	7.5%
Clerical & administrative workers	14.3%
Sales workers	7.8%
Machinery operators & drivers	1.7%
Labourers	3.2%
Occupation inadequately described/ not stated	1.6%

Industry of Employment	
Agriculture\ forestry & fishing	0.2%
Mining	0.3%
Manufacturing	5.2%
Electricity\ gas\ water & waste services	0.6%
Construction	4.0%
Wholesale trade	4.8%
Retail trade	7.8%
Accommodation & food services	6.2%
Transport\ postal & warehousing	3.0%
Information media & telecommunications	5.3%
Financial & insurance services	9.0%
Rental\ hiring & real estate services	2.1%
Professional\ scientific & technical services	16.0%
Administrative & support services	4.2%
Public administration & safety	6.1%
Education & training	8.0%
Health care & social assistance	9.8%
Arts & recreation services	2.5%
Other services	2.8%
Inadequately described\Not stated	2.3%

Labour Force Status	
Employed\ worked full-time	53.4%
Employed\ worked part-time	17.0%
Employed\ away from work	3.8%
Unemployed\ looking for work	2.6%
Not in the labour force	23.1%

Study Participation	
Pre-school	4.0%
Infants/Primary: Government	8.1%
Infants/Primary: Catholic & Other Non Government	5.0%
Secondary: Government	3.7%
Secondary: Catholic & Other Non Government	6.3%
Technical or Further Educational institution: Full-time student	2.6%
Technical or Further Educational institution: Part-time student	4.1%
University or other Tertiary Institutions: Full-time student	15.3%
University or other Tertiary Institutions: Part-time student	10.7%
Other type of educational institution	3.6%
Type of educational institution and/or status not stated	36.6%

Household Income (Weekly)	
Negative/Nil income	1.4%
\$1-\$149	1.0%
\$150-\$249	3.1%
\$250-\$349	4.3%
\$350-\$499	1.5%
\$500-\$649	6.0%
\$650-\$799	5.0%
\$800-\$999	6.0%
\$1000-\$1199	9.4%
\$1200-\$1399	3.4%
\$1400-\$1699	8.0%
\$1700-\$1999	7.5%
\$2000-\$2499	7.3%
\$2500-\$2999	12.8%
\$3000 or more	13.4%
Partial income stated	8.0%
All incomes not stated	1.9%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.8%
2	1.1%
3	3.4%
4	6.9%
5	9.6%
6	15.7%
7	17.2%
8	19.8%
9	17.5%
10 - High	7.9%

Credit Risk	
Zero Derogs	0.1%
1 - Low	2.6%
2	8.1%
3	9.0%
4	12.9%
5	16.3%
6	15.1%
7	13.0%
8	11.6%
9	8.7%
10 - High	2.7%

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Types of Loans

Current home mortgage - for home	19.8%
Current home mortgage - for business	0.6%
Current home mortgage - for other	0.4%
Mortgage on investment property	6.0%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.5%
Home Equity Loan - secured by current home	1.9%
Home Equity Loan - secured by investment property	0.7%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	3.2%
Personal loan for a holiday	0.5%
Personal loan for renovation	0.2%
Personal loan for consolidation of other loans	1.0%
Personal loan for education purposes	0.7%
Personal loan for another purpose	1.3%
Lease in your name - car lease	1.4%
Lease in your name - other lease	0.1%
Interest free period loan	0.1%
Loan for shares/investment	1.0%
Personal overdraft	0.7%
Some other type of loan	0.0%
None	67.9%

Total Amount in Savings and Investments

Less than \$100	4.1%
\$100- \$499	1.6%
\$500- \$999	2.5%
\$1000- \$1999	2.9%
\$2000- \$4999	5.1%
\$5000- \$9999	7.8%
\$10,000- \$19,999	5.9%
\$20,000- \$49,999	9.9%
\$50,000- \$99,999	8.7%
\$100,000- \$499,999	13.5%
\$500,000- \$999,999	4.6%
\$1 Million - <\$2 Million	3.6%
\$2 Million or More	1.8%
Can't Say	28.1%

Managed Investments Held

Allocated Pensions & Annuities	1.7%
Australian Equity Trust	1.3%
Cash Management Trust	1.7%
Friendly Society Bonds	0.0%
Income Fund	0.1%
Insurance Bonds	0.0%
Managed Trust	4.0%
International Trust	0.7%
Property Trust	0.4%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.2%
Superannuation/Retirement Fund - non-employer/ portable	13.5%
Superannuation/Retirement Fund - employer	63.7%
Fixed Interest Trust	0.5%
Immediate Pensions & Annuities	1.2%
Mortgage Fund or Trust	0.1%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.6%
None	22.3%

Accounts Held at Banks

Bank Account	93.5%
Term Deposit	4.9%
Bonus Interest or Reward-Based Account	3.9%
High Interest Online Account	11.3%
Deeming or Pensioner Account	3.5%
Mortgage Offset or Loan Offset Account	11.6%
Cash Management Account	7.8%
Share Trading Account	3.0%
Money Market Account	0.4%
Foreign Currency Account	0.3%
Christmas Club Account	0.2%
Regular Savings	82.3%
Other/CS A/c with Bank	0.3%

Finance / Credit

Credit enables me to buy the things that I want	36.3%
I like to be well insured	63.5%
Recently I've cut down my spending	53.2%
The Australian economy appears to be improving	55.4%
I feel financially stable at the moment	66.3%
I'm worried about interest rates at the moment	32.1%
It would be ideal if I could conduct all my banking without ever having to	60.5%
I prefer to invest in something with a safe return	74.9%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$696
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Frequency of Internet Usage

More than once a day	62.3%
Once a day	10.4%
A few times a week	8.2%
Once a week	1.0%
A few times a month	1.1%
Once a month	0.3%
A few times a year	0.4%
Once a year	0.0%
Less often	3.8%
Never	0.0%
Can't say	4.8%

Shopping / Media

I use coupons I find in magazines or on packets	22.3%
I always watch the news on TV to keep me up-to-date	66.5%
I always read the business section of the newspaper	26.3%
I listen to the radio in the car	73.4%
I often enter competitions run by newspapers, magazines or radio	13.5%
I often enter competitions on packets or labels on products	11.8%
I often redeem coupons to get discounts or special offers	25.7%
I don't read the ads in newspapers and magazines	43.5%
I can't help noticing advertising on buses	64.3%
I enjoy buying magazines	41.2%
I can't miss seeing those big billboard signs	57.6%
I find TV advertising interesting	23.3%
TV advertising often gives me something to talk about	22.4%
Nearly all TV advertising annoys me	64.0%
Some TV advertising is devious	75.4%
Quite often I find TV advertising more entertaining than programs	17.8%
I often take advantage of special offers on shopping docket	15.8%
I usually notice advertisements on shopping trolleys	6.6%
I often notice the advertisements on the tops and backs of taxis	28.7%
Advertising posters in shopping centres don't interest me	73.7%
My letterbox says 'no junk mail' (or similar)	23.5%
I believe quality is more important than price	79.4%
I buy more store's own products than well known brands	26.7%
I would like to buy a home computer	33.7%
I try to buy Australian made products as often as possible	63.4%
I will buy a product because of the label	29.4%
I trust well known brands better than the stores' own	50.7%
I have favourite brands and I tend to stick to them	64.3%
I am always ready to try new and different products	63.8%
I like to try the free samples they offer in supermarkets	46.5%
I'll go out of my way in search of a bargain	33.7%
If I see a new type of food I will try it	58.8%
Bought goods on lay-by	5.5%
Bought goods on interest free terms	2.9%
Bought something over the phone	7.1%
Bought something over the internet	39.7%
Bought something from a TV offer	1.8%
Bought something from a magazine coupon or offer	2.3%
Bought something from a newspaper coupon or offer	1.2%
Bought something from a catalogue or direct mail offer	7.4%
Bought something from a telephone sales offer	1.3%

Direct Mail Interests

Finance (banking, insurance)	43.6%
Telecommunications	17.2%
Utilities (gas, electricity, water)	14.7%
Real Estate	11.3%
Supermarket or other store	8.4%
Car company or dealer	2.3%
Charity	10.7%
Government / Political Party	10.1%
Other Organisation	30.2%
I read addressed mail from organisations I deal with	60.5%
I read addressed mail from organisations I don't deal with	17.0%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	1.7%
Classical Music	1.1%
Contemporary Music	42.5%
Dance	1.2%
Film	0.1%
Musical Theatre	7.1%
Multicultural Festivals	1.7%
Opera	0.3%
Other	1.2%
Singing Festivals	2.3%
Special	9.5%
Sport	24.0%
Theatre	7.3%