

## 2008 Australian LandScape Segment Statistics

**Group 9**  
**Segment 32**

**Farming Heartland**  
**Agricultural Enterprise**



Age		
0-4 years	5.5%	
5-14 years	16.3%	
15-19 years	8.3%	
20-24 years	4.1%	
25-34 years	7.5%	
35-44 years	15.6%	
45-54 years	18.0%	
55-64 years	14.4%	
65-74 years	6.7%	
75-84 years	3.0%	
85 years and over	0.7%	

Family Composition		
Couple family with no children	39.5%	
Couple family with children under 15	34.7%	
Couple family with no children under 15	16.9%	
One parent family with children under 15	4.7%	
One parent family with no children under 15	3.7%	
Other family	0.6%	

Marital Status		
Married	62.8%	
Separated	2.2%	
Divorced	6.3%	
Widowed	3.1%	
Never Married	25.6%	

Country of Birth		
Australia	83.0%	
New Zealand	1.4%	
Fiji, Papua New Guinea	0.1%	
China, Hong Kong, Japan, Republic of Korea (South)	0.2%	
India, Sri Lanka	0.2%	
South East Asia	0.4%	
Ireland, United Kingdom	5.3%	
Europe	2.3%	
Middle East & Africa	0.4%	
United States of America, Canada	0.5%	
Other	1.2%	
Not Stated	5.1%	

Tenure of Household		
Lived at same address 1 year ago	89.5%	
Lived at different address 1 year ago	10.5%	
Lived at same address 5 years ago	64.4%	
Lived at different address 5 years ago	35.6%	

Number of Usual Residents in the Household		
One	13.2%	
Two	36.5%	
Three	16.1%	
Four	20.0%	
Five	9.9%	
Six or more	4.4%	

Dwelling Structure		
Separate house	97.2%	
Semi-detached\ row or terrace house\ townhouse etc.	0.7%	
Flat\ unit or apartment	0.7%	
Other dwelling	1.4%	
Dwelling structure not stated	0.1%	

Highest Qualification		
Postgraduate Degree	4.6%	
Graduate Diploma and Graduate Certificate	3.5%	
Bachelor Degree	20.9%	
Advanced Diploma and Diploma	15.3%	
Certificate	36.9%	
Level of education inadequately described	3.1%	
Level of education not stated	15.7%	

Occupation		
Managers	17.7%	
Professionals	19.7%	
Technicians & trades workers	15.7%	
Community & personal service workers	7.5%	
Clerical & administrative workers	13.8%	
Sales workers	8.8%	
Machinery operators & drivers	6.0%	
Labourers	9.1%	
Occupation inadequately described/ not stated	1.7%	

Industry of Employment		
Agriculture\ forestry & fishing	6.8%	
Mining	1.2%	
Manufacturing	9.3%	
Electricity\ gas\ water & waste services	1.1%	
Construction	10.4%	
Wholesale trade	3.4%	
Retail trade	11.0%	
Accommodation & food services	5.2%	
Transport\ postal & warehousing	4.4%	
Information media & telecommunications	1.3%	
Financial & insurance services	2.1%	
Rental\ hiring & real estate services	1.7%	
Professional\ scientific & technical services	5.7%	
Administrative & support services	2.3%	
Public administration & safety	6.3%	
Education & training	9.5%	
Health care & social assistance	10.7%	
Arts & recreation services	1.5%	
Other services	3.7%	
Inadequately described\Not stated	2.3%	

Labour Force Status		
Employed\ worked full-time	40.3%	
Employed\ worked part-time	22.2%	
Employed\ away from work	4.4%	
Unemployed\ looking for work	2.5%	
Not in the labour force	30.6%	

Study Participation		
Pre-school	5.3%	
Infants/Primary: Government	20.4%	
Infants/Primary: Catholic & Other Non Government	11.5%	
Secondary: Government	14.3%	
Secondary: Catholic & Other Non Government	14.6%	
Technical or Further Educational institution: Full-time student	1.3%	
Technical or Further Educational institution: Part-time student	4.9%	
University or other Tertiary Institutions: Full-time student	4.5%	
University or other Tertiary Institutions: Part-time student	3.2%	
Other type of educational institution	1.6%	
Type of educational institution and/or status not stated	18.3%	

Household Income (Weekly)		
Negative/Nil income	0.9%	
\$1-\$149	1.2%	
\$150-\$249	2.5%	
\$250-\$349	3.6%	
\$350-\$499	4.2%	
\$500-\$649	8.5%	
\$650-\$799	5.3%	
\$800-\$999	6.3%	
\$1000-\$1199	11.3%	
\$1200-\$1399	6.7%	
\$1400-\$1699	8.2%	
\$1700-\$1999	7.6%	
\$2000-\$2499	7.8%	
\$2500-\$2999	6.4%	
\$3000 or more	6.4%	
Partial income stated	10.9%	
All incomes not stated	2.2%	

Credit Demand		
Zero Enquiries	0.2%	
1 - Low	29.8%	
2	38.9%	
3	14.1%	
4	6.6%	
5	3.9%	
6	3.5%	
7	1.2%	
8	1.1%	
9	0.7%	
10 - High	0.0%	

Credit Risk		
Zero Derogs	5.2%	
1 - Low	36.5%	
2	23.4%	
3	11.3%	
4	10.7%	
5	6.9%	
6	3.1%	
7	2.4%	
8	0.3%	
9	0.2%	
10 - High	0.0%	

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### Types of Loans

Current home mortgage - for home	33.6%
Current home mortgage - for business	2.2%
Current home mortgage - for other	0.1%
Mortgage on investment property	10.2%
Bridging or Construction loans	1.4%
Loan for home where intend to live	0.0%
Home Equity Loan - secured by current home	4.2%
Home Equity Loan - secured by investment property	0.4%
Home Equity Loan - not secured by property	0.3%
Personal loan for a car	6.0%
Personal loan for a holiday	0.5%
Personal loan for renovation	0.4%
Personal loan for consolidation of other loans	1.0%
Personal loan for education purposes	0.0%
Personal loan for another purpose	1.3%
Lease in your name - car lease	2.0%
Lease in your name - other lease	0.0%
Interest free period loan	0.4%
Loan for shares/investment	0.4%
Personal overdraft	1.4%
Some other type of loan	0.0%
None	49.0%

### Total Amount in Savings and Investments

Less than \$100	6.5%
\$100- \$499	2.4%
\$500- \$999	3.5%
\$1000- \$1999	2.7%
\$2000- \$4999	7.1%
\$5000- \$9999	4.5%
\$10,000- \$19,999	4.4%
\$20,000- \$49,999	10.3%
\$50,000- \$99,999	7.0%
\$100,000- \$499,999	18.2%
\$500,000- \$999,999	6.6%
\$1 Million - <\$2 Million	3.6%
\$2 Million or More	1.0%
Can't Say	22.3%

### Managed Investments Held

Allocated Pensions & Annuities	4.0%
Australian Equity Trust	1.6%
Cash Management Trust	2.0%
Friendly Society Bonds	0.5%
Income Fund	0.2%
Insurance Bonds	0.0%
Managed Trust	3.8%
International Trust	0.9%
Property Trust	1.5%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.6%
Superannuation/Retirement Fund - non-employer/ portable	17.0%
Superannuation/Retirement Fund - employer	50.2%
Fixed Interest Trust	0.7%
Immediate Pensions & Annuities	1.5%
Mortgage Fund or Trust	0.2%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.7%
None	29.3%

### Accounts Held at Banks

Bank Account	80.8%
Term Deposit	5.0%
Bonus Interest or Reward-Based Account	4.6%
High Interest Online Account	3.1%
Deeming or Pensioner Account	4.5%
Mortgage Offset or Loan Offset Account	11.6%
Cash Management Account	4.5%
Share Trading Account	1.4%
Money Market Account	0.0%
Foreign Currency Account	0.0%
Christmas Club Account	1.6%
Regular Savings	69.8%
Other/CS A/c with Bank	0.0%

### Finance / Credit

Credit enables me to buy the things that I want	26.6%
I like to be well insured	69.2%
Recently I've cut down my spending	54.5%
The Australian economy appears to be improving	53.8%
I feel financially stable at the moment	66.3%
I'm worried about interest rates at the moment	40.9%
It would be ideal if I could conduct all my banking without ever having to	42.1%
I prefer to invest in something with a safe return	82.9%

### Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$476
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### Frequency of Internet Usage

More than once a day	29.4%
Once a day	15.9%
A few times a week	20.3%
Once a week	5.2%
A few times a month	1.9%
Once a month	0.5%
A few times a year	2.6%
Once a year	0.3%
Less often	6.5%
Never	0.0%
Can't say	3.2%

### Shopping / Media

I use coupons I find in magazines or on packets	23.1%
I always watch the news on TV to keep me up-to-date	77.6%
I always read the business section of the newspaper	16.0%
I listen to the radio in the car	82.0%
I often enter competitions run by newspapers, magazines or radio	17.4%
I often enter competitions on packets or labels on products	22.2%
I often redeem coupons to get discounts or special offers	38.4%
I don't read the ads in newspapers and magazines	39.9%
I can't help noticing advertising on buses	52.2%
I enjoy buying magazines	40.5%
I can't miss seeing those big billboard signs	48.1%
I find TV advertising interesting	20.1%
TV advertising often gives me something to talk about	25.4%
Nearly all TV advertising annoys me	70.0%
Some TV advertising is devious	84.2%
Quite often I find TV advertising more entertaining than programs	20.2%
I often take advantage of special offers on shopping docket	22.3%
I usually notice advertisements on shopping trolleys	6.4%
I often notice the advertisements on the tops and backs of taxis	15.3%
Advertising posters in shopping centres don't interest me	68.3%
My letterbox says 'no junk mail' (or similar)	15.3%
I believe quality is more important than price	80.1%
I buy more store's own products than well known brands	37.6%
I would like to buy a home computer	35.2%
I try to buy Australian made products as often as possible	81.4%
I will buy a product because of the label	22.3%
I trust well known brands better than the stores' own	56.4%
I have favourite brands and I tend to stick to them	69.7%
I am always ready to try new and different products	64.4%
I like to try the free samples they offer in supermarkets	45.0%
I'll go out of my way in search of a bargain	38.8%
If I see a new type of food I will try it	59.8%
Bought goods on lay-by	11.6%
Bought goods on interest free terms	3.2%
Bought something over the phone	9.9%
Bought something over the internet	26.6%
Bought something from a TV offer	2.0%
Bought something from a magazine coupon or offer	6.3%
Bought something from a newspaper coupon or offer	2.2%
Bought something from a catalogue or direct mail offer	11.5%
Bought something from a telephone sales offer	1.5%

### Direct Mail Interests

Finance (banking, insurance)	39.8%
Telecommunications	18.2%
Utilities (gas, electricity, water)	15.8%
Real Estate	4.1%
Supermarket or other store	12.5%
Car company or dealer	3.9%
Charity	10.2%
Government / Political Party	13.7%
Other Organisation	45.8%
I read addressed mail from organisations I deal with	66.3%
I read addressed mail from organisations I don't deal with	21.1%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.8%
Classical Music	1.8%
Contemporary Music	42.5%
Dance	1.0%
Film	0.1%
Musical Theatre	13.0%
Multicultural Festivals	0.4%
Opera	0.2%
Other	1.4%
Singing Festivals	2.1%
Special	7.8%
Sport	21.6%
Theatre	4.4%