

2008 Australian LandScape Segment Statistics

Group 9
Segment 33

Farming Heartland
Traditional Agriculture



Age	
0-4 years	6.3%
5-14 years	15.8%
15-19 years	6.3%
20-24 years	3.8%
25-34 years	9.6%
35-44 years	15.2%
45-54 years	16.9%
55-64 years	14.2%
65-74 years	7.6%
75-84 years	3.4%
85 years and over	0.7%

Family Composition	
Couple family with no children	44.2%
Couple family with children under 15	34.0%
Couple family with no children under 15	12.5%
One parent family with children under 15	4.7%
One parent family with no children under 15	3.6%
Other family	1.0%

Marital Status	
Married	61.6%
Separated	2.6%
Divorced	6.7%
Widowed	3.8%
Never Married	25.4%

Country of Birth	
Australia	86.4%
New Zealand	1.1%
Fiji, Papua New Guinea	0.1%
China, Hong Kong, Japan, Republic of Korea (South)	0.1%
India, Sri Lanka	0.1%
South East Asia	0.4%
Ireland, United Kingdom	3.1%
Europe	1.6%
Middle East & Africa	0.2%
United States of America, Canada	0.3%
Other	0.8%
Not Stated	5.7%

Tenure of Household	
Lived at same address 1 year ago	88.2%
Lived at different address 1 year ago	11.8%
Lived at same address 5 years ago	67.1%
Lived at different address 5 years ago	32.9%

Number of Usual Residents in the Household	
One	20.6%
Two	38.5%
Three	14.1%
Four	14.7%
Five	8.3%
Six or more	3.9%

Dwelling Structure	
Separate house	96.0%
Semi-detached\ row or terrace house\ townhouse etc.	0.9%
Flat\ unit or apartment	0.4%
Other dwelling	2.7%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	1.9%
Graduate Diploma and Graduate Certificate	2.5%
Bachelor Degree	15.9%
Advanced Diploma and Diploma	14.4%
Certificate	40.3%
Level of education inadequately described	3.2%
Level of education not stated	21.8%

Occupation	
Managers	39.3%
Professionals	10.1%
Technicians & trades workers	10.2%
Community & personal service workers	5.6%
Clerical & administrative workers	8.1%
Sales workers	4.8%
Machinery operators & drivers	6.5%
Labourers	13.9%
Occupation inadequately described/ not stated	1.5%

Industry of Employment	
Agriculture\ forestry & fishing	41.8%
Mining	1.7%
Manufacturing	6.7%
Electricity\ gas\ water & waste services	0.8%
Construction	5.0%
Wholesale trade	2.4%
Retail trade	6.4%
Accommodation & food services	3.8%
Transport\ postal & warehousing	3.3%
Information media & telecommunications	0.5%
Financial & insurance services	1.0%
Rental\ hiring & real estate services	0.7%
Professional\ scientific & technical services	2.3%
Administrative & support services	1.5%
Public administration & safety	3.9%
Education & training	6.1%
Health care & social assistance	6.8%
Arts & recreation services	0.7%
Other services	2.1%
Inadequately described\Not stated	2.6%

Labour Force Status	
Employed\ worked full-time	46.1%
Employed\ worked part-time	18.1%
Employed\ away from work	4.8%
Unemployed\ looking for work	2.3%
Not in the labour force	28.7%

Study Participation	
Pre-school	5.8%
Infants/Primary: Government	28.2%
Infants/Primary: Catholic & Other Non Government	8.3%
Secondary: Government	18.6%
Secondary: Catholic & Other Non Government	5.9%
Technical or Further Educational institution: Full-time student	0.8%
Technical or Further Educational institution: Part-time student	4.5%
University or other Tertiary Institutions: Full-time student	1.5%
University or other Tertiary Institutions: Part-time student	2.0%
Other type of educational institution	1.5%
Type of educational institution and/or status not stated	22.8%

Household Income (Weekly)	
Negative/Nil income	2.3%
\$1-\$149	2.1%
\$150-\$249	4.3%
\$250-\$349	5.7%
\$350-\$499	6.0%
\$500-\$649	12.5%
\$650-\$799	6.9%
\$800-\$999	7.2%
\$1000-\$1199	12.5%
\$1200-\$1399	6.5%
\$1400-\$1699	5.7%
\$1700-\$1999	4.9%
\$2000-\$2499	4.4%
\$2500-\$2999	2.8%
\$3000 or more	2.8%
Partial income stated	9.9%
All incomes not stated	3.4%

Credit Demand	
Zero Enquiries	28.1%
1 - Low	66.9%
2	4.1%
3	0.5%
4	0.3%
5	0.0%
6	0.0%
7	0.0%
8	0.0%
9	0.0%
10 - High	0.0%

Credit Risk	
Zero Derogs	62.1%
1 - Low	23.6%
2	6.7%
3	2.9%
4	2.0%
5	1.1%
6	0.8%
7	0.4%
8	0.4%
9	0.0%
10 - High	0.1%

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Types of Loans

Current home mortgage - for home	27.7%
Current home mortgage - for business	6.2%
Current home mortgage - for other	0.7%
Mortgage on investment property	5.1%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.7%
Home Equity Loan - secured by current home	0.6%
Home Equity Loan - secured by investment property	0.5%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	7.7%
Personal loan for a holiday	0.1%
Personal loan for renovation	1.0%
Personal loan for consolidation of other loans	0.8%
Personal loan for education purposes	0.0%
Personal loan for another purpose	2.0%
Lease in your name - car lease	1.7%
Lease in your name - other lease	1.2%
Interest free period loan	0.1%
Loan for shares/investment	0.5%
Personal overdraft	1.9%
Some other type of loan	0.0%
None	54.5%

Total Amount in Savings and Investments

Less than \$100	8.8%
\$100- \$499	4.4%
\$500- \$999	3.9%
\$1000- \$1999	2.6%
\$2000- \$4999	5.9%
\$5000- \$9999	3.8%
\$10,000- \$19,999	6.2%
\$20,000- \$49,999	9.4%
\$50,000- \$99,999	7.3%
\$100,000- \$499,999	18.7%
\$500,000- \$999,999	6.1%
\$1 Million - <\$2 Million	2.9%
\$2 Million or More	1.3%
Can't Say	18.5%

Managed Investments Held

Allocated Pensions & Annuities	2.4%
Australian Equity Trust	0.6%
Cash Management Trust	1.7%
Friendly Society Bonds	0.0%
Income Fund	0.2%
Insurance Bonds	0.0%
Managed Trust	1.6%
International Trust	0.1%
Property Trust	0.1%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.5%
Superannuation/Retirement Fund - non-employer/ portable	15.7%
Superannuation/Retirement Fund - employer	44.8%
Fixed Interest Trust	0.4%
Immediate Pensions & Annuities	0.1%
Mortgage Fund or Trust	0.1%
Other Unit Trust/Mutual Fund	0.3%
Retirement Savings Account	0.7%
None	39.0%

Accounts Held at Banks

Bank Account	90.1%
Term Deposit	8.8%
Bonus Interest or Reward-Based Account	2.5%
High Interest Online Account	3.2%
Deeming or Pensioner Account	3.4%
Mortgage Offset or Loan Offset Account	8.4%
Cash Management Account	6.5%
Share Trading Account	2.0%
Money Market Account	0.1%
Foreign Currency Account	0.1%
Christmas Club Account	0.5%
Regular Savings	81.6%
Other/CS A/c with Bank	0.7%

Finance / Credit

Credit enables me to buy the things that I want	26.0%
I like to be well insured	69.2%
Recently I've cut down my spending	62.5%
The Australian economy appears to be improving	52.2%
I feel financially stable at the moment	58.4%
I'm worried about interest rates at the moment	38.4%
It would be ideal if I could conduct all my banking without ever having to	40.7%
I prefer to invest in something with a safe return	83.7%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$546
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Frequency of Internet Usage

More than once a day	27.1%
Once a day	10.5%
A few times a week	19.1%
Once a week	1.2%
A few times a month	7.7%
Once a month	1.8%
A few times a year	2.7%
Once a year	0.8%
Less often	9.0%
Never	0.0%
Can't say	3.0%

Shopping / Media

I use coupons I find in magazines or on packets	18.6%
I always watch the news on TV to keep me up-to-date	66.5%
I always read the business section of the newspaper	13.8%
I listen to the radio in the car	78.9%
I often enter competitions run by newspapers, magazines or radio	17.2%
I often enter competitions on packets or labels on products	17.7%
I often redeem coupons to get discounts or special offers	26.1%
I don't read the ads in newspapers and magazines	43.8%
I can't help noticing advertising on buses	39.0%
I enjoy buying magazines	35.8%
I can't miss seeing those big billboard signs	49.2%
I find TV advertising interesting	18.8%
TV advertising often gives me something to talk about	26.0%
Nearly all TV advertising annoys me	66.4%
Some TV advertising is devious	83.4%
Quite often I find TV advertising more entertaining than programs	17.2%
I often take advantage of special offers on shopping docket	16.5%
I usually notice advertisements on shopping trolleys	5.1%
I often notice the advertisements on the tops and backs of taxis	12.2%
Advertising posters in shopping centres don't interest me	75.0%
My letterbox says 'no junk mail' (or similar)	13.7%
I believe quality is more important than price	74.2%
I buy more store's own products than well known brands	39.3%
I would like to buy a home computer	29.6%
I try to buy Australian made products as often as possible	81.4%
I will buy a product because of the label	23.5%
I trust well known brands better than the stores' own	41.7%
I have favourite brands and I tend to stick to them	61.6%
I am always ready to try new and different products	62.6%
I like to try the free samples they offer in supermarkets	47.0%
I'll go out of my way in search of a bargain	32.5%
If I see a new type of food I will try it	48.0%
Bought goods on lay-by	8.3%
Bought goods on interest free terms	2.3%
Bought something over the phone	10.3%
Bought something over the internet	20.6%
Bought something from a TV offer	3.3%
Bought something from a magazine coupon or offer	5.2%
Bought something from a newspaper coupon or offer	3.5%
Bought something from a catalogue or direct mail offer	16.5%
Bought something from a telephone sales offer	3.3%

Direct Mail Interests

Finance (banking, insurance)	34.2%
Telecommunications	19.0%
Utilities (gas, electricity, water)	15.5%
Real Estate	5.1%
Supermarket or other store	12.5%
Car company or dealer	2.3%
Charity	8.0%
Government / Political Party	10.7%
Other Organisation	40.2%
I read addressed mail from organisations I deal with	63.4%
I read addressed mail from organisations I don't deal with	13.4%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	4.0%
Classical Music	1.1%
Contemporary Music	40.1%
Dance	0.8%
Film	0.1%
Musical Theatre	19.0%
Multicultural Festivals	0.2%
Opera	0.6%
Other	1.8%
Singing Festivals	1.8%
Special	7.5%
Sport	17.7%
Theatre	5.2%