

## 2008 Australian LandScape Segment Statistics

**Group 9**  
**Segment 34**

**Farming Heartland**  
**Specialty Farms & Dairy**



Age	
0-4 years	5.6%
5-14 years	15.8%
15-19 years	7.2%
20-24 years	3.6%
25-34 years	8.5%
35-44 years	15.2%
45-54 years	17.9%
55-64 years	14.6%
65-74 years	7.6%
75-84 years	3.3%
85 years and over	0.7%

Family Composition	
Couple family with no children	42.6%
Couple family with children under 15	31.4%
Couple family with no children under 15	12.9%
One parent family with children under 15	7.5%
One parent family with no children under 15	4.9%
Other family	0.7%

Marital Status	
Married	56.3%
Separated	3.2%
Divorced	9.3%
Widowed	3.9%
Never Married	27.3%

Country of Birth	
Australia	82.5%
New Zealand	1.7%
Fiji, Papua New Guinea	0.2%
China, Hong Kong, Japan, Republic of Korea (South)	0.2%
India, Sri Lanka	0.1%
South East Asia	0.5%
Ireland, United Kingdom	5.0%
Europe	2.0%
Middle East & Africa	0.3%
United States of America, Canada	0.5%
Other	1.2%
Not Stated	5.8%

Tenure of Household	
Lived at same address 1 year ago	86.4%
Lived at different address 1 year ago	13.6%
Lived at same address 5 years ago	59.4%
Lived at different address 5 years ago	40.6%

Number of Usual Residents in the Household	
One	18.4%
Two	38.9%
Three	15.6%
Four	15.9%
Five	7.5%
Six or more	3.7%

Dwelling Structure	
Separate house	95.2%
Semi-detached\ row or terrace house\ townhouse etc.	0.9%
Flat\ unit or apartment	0.7%
Other dwelling	3.2%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	2.5%
Graduate Diploma and Graduate Certificate	2.5%
Bachelor Degree	16.0%
Advanced Diploma and Diploma	13.3%
Certificate	42.8%
Level of education inadequately described	3.6%
Level of education not stated	19.2%

Occupation	
Managers	17.1%
Professionals	14.7%
Technicians & trades workers	16.3%
Community & personal service workers	8.6%
Clerical & administrative workers	12.0%
Sales workers	8.7%
Machinery operators & drivers	7.6%
Labourers	13.2%
Occupation inadequately described/ not stated	1.8%

Industry of Employment	
Agriculture\ forestry & fishing	10.8%
Mining	1.2%
Manufacturing	9.2%
Electricity\ gas\ water & waste services	1.0%
Construction	10.0%
Wholesale trade	3.3%
Retail trade	11.3%
Accommodation & food services	6.3%
Transport\ postal & warehousing	4.5%
Information media & telecommunications	1.1%
Financial & insurance services	1.5%
Rental\ hiring & real estate services	1.7%
Professional\ scientific & technical services	4.1%
Administrative & support services	2.5%
Public administration & safety	5.1%
Education & training	8.0%
Health care & social assistance	10.5%
Arts & recreation services	1.4%
Other services	3.6%
Inadequately described\Not stated	2.8%

Labour Force Status	
Employed\ worked full-time	35.0%
Employed\ worked part-time	20.7%
Employed\ away from work	4.1%
Unemployed\ looking for work	3.8%
Not in the labour force	36.4%

Study Participation	
Pre-school	5.4%
Infants/Primary: Government	24.7%
Infants/Primary: Catholic & Other Non Government	8.4%
Secondary: Government	18.2%
Secondary: Catholic & Other Non Government	7.9%
Technical or Further Educational institution: Full-time student	1.4%
Technical or Further Educational institution: Part-time student	5.1%
University or other Tertiary Institutions: Full-time student	2.5%
University or other Tertiary Institutions: Part-time student	2.7%
Other type of educational institution	1.6%
Type of educational institution and/or status not stated	22.2%

Household Income (Weekly)	
Negative/Nil income	1.4%
\$1-\$149	1.7%
\$150-\$249	4.8%
\$250-\$349	6.4%
\$350-\$499	7.1%
\$500-\$649	12.7%
\$650-\$799	6.9%
\$800-\$999	7.4%
\$1000-\$1199	12.0%
\$1200-\$1399	6.5%
\$1400-\$1699	6.6%
\$1700-\$1999	5.0%
\$2000-\$2499	4.3%
\$2500-\$2999	2.7%
\$3000 or more	2.2%
Partial income stated	9.7%
All incomes not stated	2.6%

Credit Demand	
Zero Enquiries	0.6%
1 - Low	27.7%
2	34.1%
3	15.2%
4	10.7%
5	4.9%
6	3.3%
7	2.3%
8	1.0%
9	0.1%
10 - High	0.1%

Credit Risk	
Zero Derogs	7.3%
1 - Low	27.3%
2	19.7%
3	16.9%
4	9.7%
5	7.7%
6	5.6%
7	3.0%
8	1.9%
9	0.5%
10 - High	0.3%

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### Types of Loans

Current home mortgage - for home	32.1%
Current home mortgage - for business	1.3%
Current home mortgage - for other	0.3%
Mortgage on investment property	6.4%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.5%
Home Equity Loan - secured by current home	3.7%
Home Equity Loan - secured by investment property	1.1%
Home Equity Loan - not secured by property	0.1%
Personal loan for a car	5.8%
Personal loan for a holiday	0.0%
Personal loan for renovation	0.9%
Personal loan for consolidation of other loans	1.1%
Personal loan for education purposes	0.0%
Personal loan for another purpose	1.1%
Lease in your name - car lease	1.3%
Lease in your name - other lease	0.0%
Interest free period loan	0.8%
Loan for shares/investment	0.0%
Personal overdraft	0.0%
Some other type of loan	0.0%
None	53.2%

### Total Amount in Savings and Investments

Less than \$100	7.3%
\$100- \$499	4.9%
\$500- \$999	2.7%
\$1000- \$1999	4.2%
\$2000- \$4999	7.1%
\$5000- \$9999	5.3%
\$10,000- \$19,999	5.8%
\$20,000- \$49,999	9.7%
\$50,000- \$99,999	6.9%
\$100,000- \$499,999	17.3%
\$500,000- \$999,999	5.5%
\$1 Million - <\$2 Million	2.5%
\$2 Million or More	1.1%
Can't Say	19.6%

### Managed Investments Held

Allocated Pensions & Annuities	2.5%
Australian Equity Trust	1.3%
Cash Management Trust	1.7%
Friendly Society Bonds	0.1%
Income Fund	0.4%
Insurance Bonds	0.0%
Managed Trust	3.7%
International Trust	0.2%
Property Trust	0.5%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.4%
Superannuation/Retirement Fund - non-employer/ portable	15.0%
Superannuation/Retirement Fund - employer	50.2%
Fixed Interest Trust	0.6%
Immediate Pensions & Annuities	0.6%
Mortgage Fund or Trust	0.4%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	1.8%
None	30.3%

### Accounts Held at Banks

Bank Account	79.1%
Term Deposit	8.1%
Bonus Interest or Reward-Based Account	4.4%
High Interest Online Account	4.2%
Deeming or Pensioner Account	5.4%
Mortgage Offset or Loan Offset Account	9.7%
Cash Management Account	6.5%
Share Trading Account	2.5%
Money Market Account	0.1%
Foreign Currency Account	0.0%
Christmas Club Account	0.5%
Regular Savings	67.6%
Other/CS A/c with Bank	0.5%

### Finance / Credit

Credit enables me to buy the things that I want	30.3%
I like to be well insured	65.0%
Recently I've cut down my spending	60.7%
The Australian economy appears to be improving	50.6%
I feel financially stable at the moment	54.1%
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	41.6%
I prefer to invest in something with a safe return	84.5%

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

Average Value (\$)	\$353
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### Frequency of Internet Usage

More than once a day	27.5%
Once a day	17.3%
A few times a week	15.5%
Once a week	2.5%
A few times a month	6.5%
Once a month	0.6%
A few times a year	1.5%
Once a year	1.2%
Less often	5.9%
Never	0.0%
Can't say	3.0%

### Shopping / Media

I use coupons I find in magazines or on packets	24.0%
I always watch the news on TV to keep me up-to-date	69.3%
I always read the business section of the newspaper	10.7%
I listen to the radio in the car	75.0%
I often enter competitions run by newspapers, magazines or radio	16.5%
I often enter competitions on packets or labels on products	13.3%
I often redeem coupons to get discounts or special offers	36.9%
I don't read the ads in newspapers and magazines	34.4%
I can't help noticing advertising on buses	44.8%
I enjoy buying magazines	42.0%
I can't miss seeing those big billboard signs	60.4%
I find TV advertising interesting	22.1%
TV advertising often gives me something to talk about	35.7%
Nearly all TV advertising annoys me	64.0%
Some TV advertising is devious	86.5%
Quite often I find TV advertising more entertaining than programs	14.2%
I often take advantage of special offers on shopping docket	29.2%
I usually notice advertisements on shopping trolleys	11.5%
I often notice the advertisements on the tops and backs of taxis	18.1%
Advertising posters in shopping centres don't interest me	69.6%
My letterbox says 'no junk mail' (or similar)	9.5%
I believe quality is more important than price	74.9%
I buy more store's own products than well known brands	32.3%
I would like to buy a home computer	42.9%
I try to buy Australian made products as often as possible	74.9%
I will buy a product because of the label	18.9%
I trust well known brands better than the stores' own	44.1%
I have favourite brands and I tend to stick to them	74.5%
I am always ready to try new and different products	61.5%
I like to try the free samples they offer in supermarkets	42.0%
I'll go out of my way in search of a bargain	37.6%
If I see a new type of food I will try it	53.9%
Bought goods on lay-by	7.7%
Bought goods on interest free terms	2.7%
Bought something over the phone	7.3%
Bought something over the internet	21.1%
Bought something from a TV offer	4.3%
Bought something from a magazine coupon or offer	2.7%
Bought something from a newspaper coupon or offer	3.2%
Bought something from a catalogue or direct mail offer	13.2%
Bought something from a telephone sales offer	3.6%

### Direct Mail Interests

Finance (banking, insurance)	32.8%
Telecommunications	13.5%
Utilities (gas, electricity, water)	12.8%
Real Estate	3.4%
Supermarket or other store	9.5%
Car company or dealer	2.1%
Charity	7.9%
Government / Political Party	12.1%
Other Organisation	32.5%
I read addressed mail from organisations I deal with	61.1%
I read addressed mail from organisations I don't deal with	10.5%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	3.4%
Classical Music	2.7%
Contemporary Music	48.0%
Dance	0.5%
Film	0.0%
Musical Theatre	7.2%
Multicultural Festivals	0.5%
Opera	0.1%
Other	1.7%
Singing Festivals	2.7%
Special	8.5%
Sport	22.2%
Theatre	2.5%