

2008 Australian LandScape Segment Statistics

Group 9
Segment 35

Farming Heartland
Graziers and Growers



Age	
0-4 years	5.6%
5-14 years	15.5%
15-19 years	6.7%
20-24 years	3.6%
25-34 years	8.6%
35-44 years	14.9%
45-54 years	16.9%
55-64 years	15.2%
65-74 years	8.5%
75-84 years	3.7%
85 years and over	0.8%

Family Composition	
Couple family with no children	44.5%
Couple family with children under 15	31.1%
Couple family with no children under 15	12.4%
One parent family with children under 15	6.7%
One parent family with no children under 15	4.5%
Other family	0.8%

Marital Status	
Married	57.2%
Separated	3.4%
Divorced	9.0%
Widowed	4.6%
Never Married	25.8%

Country of Birth	
Australia	83.4%
New Zealand	1.2%
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	4.8%
Europe	2.0%
Middle East & Africa	0.2%
United States of America, Canada	0.3%
Other	1.0%
Not Stated	6.3%

Tenure of Household	
Lived at same address 1 year ago	87.1%
Lived at different address 1 year ago	12.9%
Lived at same address 5 years ago	61.7%
Lived at different address 5 years ago	38.3%

Number of Usual Residents in the Household	
One	22.3%
Two	38.4%
Three	14.0%
Four	14.5%
Five	7.4%
Six or more	3.4%

Dwelling Structure	
Separate house	94.8%
Semi-detached\ row or terrace house\ townhouse etc.	0.7%
Flat\ unit or apartment	0.8%
Other dwelling	3.6%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	2.3%
Graduate Diploma and Graduate Certificate	2.2%
Bachelor Degree	14.4%
Advanced Diploma and Diploma	12.2%
Certificate	42.7%
Level of education inadequately described	3.1%
Level of education not stated	23.1%

Occupation	
Managers	20.4%
Professionals	12.8%
Technicians & trades workers	15.4%
Community & personal service workers	7.8%
Clerical & administrative workers	11.1%
Sales workers	7.3%
Machinery operators & drivers	8.8%
Labourers	14.6%
Occupation inadequately described/ not stated	1.7%

Industry of Employment	
Agriculture\ forestry & fishing	16.2%
Mining	2.1%
Manufacturing	10.5%
Electricity\ gas\ water & waste services	1.4%
Construction	8.5%
Wholesale trade	3.2%
Retail trade	9.8%
Accommodation & food services	5.9%
Transport\ postal & warehousing	4.8%
Information media & telecommunications	0.8%
Financial & insurance services	1.3%
Rental\ hiring & real estate services	1.1%
Professional\ scientific & technical services	3.4%
Administrative & support services	2.1%
Public administration & safety	5.4%
Education & training	7.3%
Health care & social assistance	9.0%
Arts & recreation services	1.1%
Other services	3.2%
Inadequately described\Not stated	2.7%

Labour Force Status	
Employed\ worked full-time	36.0%
Employed\ worked part-time	18.5%
Employed\ away from work	4.3%
Unemployed\ looking for work	3.5%
Not in the labour force	37.8%

Study Participation	
Pre-school	4.8%
Infants/Primary: Government	25.3%
Infants/Primary: Catholic & Other Non Government	8.6%
Secondary: Government	16.7%
Secondary: Catholic & Other Non Government	7.8%
Technical or Further Educational institution: Full-time student	1.4%
Technical or Further Educational institution: Part-time student	4.9%
University or other Tertiary Institutions: Full-time student	2.0%
University or other Tertiary Institutions: Part-time student	2.1%
Other type of educational institution	1.7%
Type of educational institution and/or status not stated	24.7%

Household Income (Weekly)	
Negative/Nil income	1.4%
\$1-\$149	2.0%
\$150-\$249	6.4%
\$250-\$349	7.4%
\$350-\$499	8.3%
\$500-\$649	12.2%
\$650-\$799	6.4%
\$800-\$999	6.8%
\$1000-\$1199	10.7%
\$1200-\$1399	5.5%
\$1400-\$1699	6.0%
\$1700-\$1999	4.7%
\$2000-\$2499	4.4%
\$2500-\$2999	3.0%
\$3000 or more	2.4%
Partial income stated	9.3%
All incomes not stated	3.3%

Credit Demand	
Zero Enquiries	4.5%
1 - Low	64.2%
2	21.2%
3	4.8%
4	2.4%
5	0.8%
6	0.6%
7	1.1%
8	0.3%
9	0.0%
10 - High	0.0%

Credit Risk	
Zero Derogs	25.2%
1 - Low	31.3%
2	13.6%
3	7.7%
4	6.0%
5	6.3%
6	3.5%
7	2.8%
8	2.2%
9	1.1%
10 - High	0.5%

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Types of Loans

Current home mortgage - for home	25.9%
Current home mortgage - for business	2.1%
Current home mortgage - for other	0.4%
Mortgage on investment property	5.7%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.8%
Home Equity Loan - secured by current home	1.8%
Home Equity Loan - secured by investment property	1.2%
Home Equity Loan - not secured by property	0.2%
Personal loan for a car	7.4%
Personal loan for a holiday	0.3%
Personal loan for renovation	0.8%
Personal loan for consolidation of other loans	0.3%
Personal loan for education purposes	0.2%
Personal loan for another purpose	4.1%
Lease in your name - car lease	0.1%
Lease in your name - other lease	0.2%
Interest free period loan	0.3%
Loan for shares/investment	0.1%
Personal overdraft	1.9%
Some other type of loan	0.0%
None	58.1%

Total Amount in Savings and Investments

Less than \$100	8.6%
\$100- \$499	3.4%
\$500- \$999	2.0%
\$1000- \$1999	4.9%
\$2000- \$4999	6.4%
\$5000- \$9999	5.3%
\$10,000- \$19,999	7.3%
\$20,000- \$49,999	8.2%
\$50,000- \$99,999	8.7%
\$100,000- \$499,999	15.4%
\$500,000- \$999,999	6.1%
\$1 Million - <\$2 Million	2.4%
\$2 Million or More	0.9%
Can't Say	20.3%

Managed Investments Held

Allocated Pensions & Annuities	3.0%
Australian Equity Trust	0.8%
Cash Management Trust	0.8%
Friendly Society Bonds	0.2%
Income Fund	0.1%
Insurance Bonds	0.0%
Managed Trust	2.9%
International Trust	0.3%
Property Trust	0.2%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.5%
Superannuation/Retirement Fund - non-employer/ portable	12.7%
Superannuation/Retirement Fund - employer	45.9%
Fixed Interest Trust	0.1%
Immediate Pensions & Annuities	1.3%
Mortgage Fund or Trust	0.2%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	1.2%
None	40.3%

Accounts Held at Banks

Bank Account	81.6%
Term Deposit	8.8%
Bonus Interest or Reward-Based Account	4.1%
High Interest Online Account	1.7%
Deeming or Pensioner Account	7.7%
Mortgage Offset or Loan Offset Account	6.6%
Cash Management Account	4.7%
Share Trading Account	1.3%
Money Market Account	0.0%
Foreign Currency Account	0.1%
Christmas Club Account	2.2%
Regular Savings	69.8%
Other/CS A/c with Bank	0.3%

Finance / Credit

Credit enables me to buy the things that I want	28.0%
I like to be well insured	69.2%
Recently I've cut down my spending	63.8%
The Australian economy appears to be improving	52.7%
I feel financially stable at the moment	63.2%
I'm worried about interest rates at the moment	41.7%
It would be ideal if I could conduct all my banking without ever having to	35.8%
I prefer to invest in something with a safe return	78.9%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$473
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Frequency of Internet Usage

More than once a day	23.7%
Once a day	7.4%
A few times a week	22.2%
Once a week	4.7%
A few times a month	3.2%
Once a month	0.5%
A few times a year	3.2%
Once a year	0.0%
Less often	8.3%
Never	0.0%
Can't say	2.1%

Shopping / Media

I use coupons I find in magazines or on packets	24.3%
I always watch the news on TV to keep me up-to-date	71.4%
I always read the business section of the newspaper	14.6%
I listen to the radio in the car	75.8%
I often enter competitions run by newspapers, magazines or radio	17.9%
I often enter competitions on packets or labels on products	16.0%
I often redeem coupons to get discounts or special offers	33.0%
I don't read the ads in newspapers and magazines	43.8%
I can't help noticing advertising on buses	46.5%
I enjoy buying magazines	37.0%
I can't miss seeing those big billboard signs	53.7%
I find TV advertising interesting	17.3%
TV advertising often gives me something to talk about	23.6%
Nearly all TV advertising annoys me	69.4%
Some TV advertising is devious	78.6%
Quite often I find TV advertising more entertaining than programs	16.8%
I often take advantage of special offers on shopping docket	20.0%
I usually notice advertisements on shopping trolleys	7.1%
I often notice the advertisements on the tops and backs of taxis	16.7%
Advertising posters in shopping centres don't interest me	69.6%
My letterbox says 'no junk mail' (or similar)	16.5%
I believe quality is more important than price	74.9%
I buy more store's own products than well known brands	34.4%
I would like to buy a home computer	31.8%
I try to buy Australian made products as often as possible	75.6%
I will buy a product because of the label	23.3%
I trust well known brands better than the stores' own	46.0%
I have favourite brands and I tend to stick to them	65.7%
I am always ready to try new and different products	59.7%
I like to try the free samples they offer in supermarkets	48.5%
I'll go out of my way in search of a bargain	42.8%
If I see a new type of food I will try it	50.7%
Bought goods on lay-by	13.7%
Bought goods on interest free terms	4.0%
Bought something over the phone	8.9%
Bought something over the internet	21.3%
Bought something from a TV offer	4.0%
Bought something from a magazine coupon or offer	4.1%
Bought something from a newspaper coupon or offer	2.1%
Bought something from a catalogue or direct mail offer	12.6%
Bought something from a telephone sales offer	1.5%

Direct Mail Interests

Finance (banking, insurance)	27.6%
Telecommunications	17.0%
Utilities (gas, electricity, water)	11.2%
Real Estate	2.1%
Supermarket or other store	12.6%
Car company or dealer	2.3%
Charity	5.7%
Government / Political Party	13.3%
Other Organisation	34.9%
I read addressed mail from organisations I deal with	54.1%
I read addressed mail from organisations I don't deal with	15.6%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	4.3%
Classical Music	1.3%
Contemporary Music	44.8%
Dance	0.8%
Film	0.1%
Musical Theatre	13.7%
Multicultural Festivals	0.3%
Opera	0.3%
Other	1.6%
Singing Festivals	1.8%
Special	6.3%
Sport	21.0%
Theatre	3.7%