

## 2008 Australian LandScape Segment Statistics

**Group 12**  
**Segment 44**

**Living in the Country**  
**Provincial Havens**



Age	
0-4 years	5.4%
5-14 years	12.6%
15-19 years	5.8%
20-24 years	4.2%
25-34 years	8.9%
35-44 years	11.7%
45-54 years	13.4%
55-64 years	14.6%
65-74 years	12.6%
75-84 years	8.6%
85 years and over	2.4%

Family Composition	
Couple family with no children	49.3%
Couple family with children under 15	22.8%
Couple family with no children under 15	9.6%
One parent family with children under 15	10.6%
One parent family with no children under 15	6.5%
Other family	1.3%

Marital Status	
Married	52.1%
Separated	3.7%
Divorced	9.6%
Widowed	9.1%
Never Married	25.6%

Country of Birth	
Australia	83.3%
New Zealand	1.1%
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	1.8%
Middle East & Africa	0.2%
United States of America, Canada	0.3%
Other	0.9%
Not Stated	6.3%

Tenure of Household	
Lived at same address 1 year ago	83.9%
Lived at different address 1 year ago	16.1%
Lived at same address 5 years ago	57.1%
Lived at different address 5 years ago	42.9%

Number of Usual Residents in the Household	
One	29.0%
Two	41.1%
Three	12.4%
Four	10.6%
Five	4.7%
Six or more	2.2%

Dwelling Structure	
Separate house	87.0%
Semi-detached\ row or terrace house\ townhouse etc.	4.9%
Flat\ unit or apartment	5.3%
Other dwelling	2.7%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	1.6%
Graduate Diploma and Graduate Certificate	2.0%
Bachelor Degree	12.1%
Advanced Diploma and Diploma	11.6%
Certificate	42.4%
Level of education inadequately described	3.5%
Level of education not stated	26.9%

Occupation	
Managers	11.4%
Professionals	13.2%
Technicians & trades workers	16.5%
Community & personal service workers	10.8%
Clerical & administrative workers	11.5%
Sales workers	10.8%
Machinery operators & drivers	8.1%
Labourers	16.1%
Occupation inadequately described/ not stated	1.7%

Industry of Employment	
Agriculture\ forestry & fishing	4.1%
Mining	1.4%
Manufacturing	10.2%
Electricity\ gas\ water & waste services	1.4%
Construction	8.8%
Wholesale trade	3.1%
Retail trade	13.8%
Accommodation & food services	9.6%
Transport\ postal & warehousing	4.5%
Information media & telecommunications	1.0%
Financial & insurance services	1.7%
Rental\ hiring & real estate services	1.7%
Professional\ scientific & technical services	3.4%
Administrative & support services	2.9%
Public administration & safety	5.9%
Education & training	7.3%
Health care & social assistance	11.6%
Arts & recreation services	1.3%
Other services	3.8%
Inadequately described\Not stated	2.5%

Labour Force Status	
Employed\ worked full-time	25.7%
Employed\ worked part-time	15.9%
Employed\ away from work	3.2%
Unemployed\ looking for work	4.2%
Not in the labour force	50.9%

Study Participation	
Pre-school	5.3%
Infants/Primary: Government	23.7%
Infants/Primary: Catholic & Other Non Government	6.3%
Secondary: Government	17.1%
Secondary: Catholic & Other Non Government	5.0%
Technical or Further Educational institution: Full-time student	2.0%
Technical or Further Educational institution: Part-time student	5.6%
University or other Tertiary Institutions: Full-time student	1.9%
University or other Tertiary Institutions: Part-time student	2.0%
Other type of educational institution	1.6%
Type of educational institution and/or status not stated	29.4%

Household Income (Weekly)	
Negative/Nil income	0.9%
\$1-\$149	1.7%
\$150-\$249	7.7%
\$250-\$349	11.4%
\$350-\$499	10.1%
\$500-\$649	15.6%
\$650-\$799	7.1%
\$800-\$999	6.9%
\$1000-\$1199	10.4%
\$1200-\$1399	4.5%
\$1400-\$1699	4.7%
\$1700-\$1999	3.1%
\$2000-\$2499	2.6%
\$2500-\$2999	1.7%
\$3000 or more	1.1%
Partial income stated	6.7%
All incomes not stated	3.7%

Credit Demand	
Zero Enquiries	0.2%
1 - Low	9.4%
2	28.7%
3	19.8%
4	12.2%
5	10.9%
6	8.9%
7	5.4%
8	3.6%
9	0.8%
10 - High	0.1%

Credit Risk	
Zero Derogs	1.0%
1 - Low	8.7%
2	10.6%
3	11.5%
4	12.0%
5	10.9%
6	12.3%
7	10.9%
8	10.4%
9	8.0%
10 - High	3.7%

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### Types of Loans

Current home mortgage - for home	20.3%
Current home mortgage - for business	0.7%
Current home mortgage - for other	0.2%
Mortgage on investment property	3.2%
Bridging or Construction loans	0.0%
Loan for home where intend to live	0.6%
Home Equity Loan - secured by current home	1.3%
Home Equity Loan - secured by investment property	0.3%
Home Equity Loan - not secured by property	0.2%
Personal loan for a car	7.6%
Personal loan for a holiday	0.2%
Personal loan for renovation	0.6%
Personal loan for consolidation of other loans	1.7%
Personal loan for education purposes	0.0%
Personal loan for another purpose	2.9%
Lease in your name - car lease	0.9%
Lease in your name - other lease	0.2%
Interest free period loan	0.3%
Loan for shares/investment	0.1%
Personal overdraft	0.3%
Some other type of loan	0.0%
None	65.5%

### Total Amount in Savings and Investments

Less than \$100	9.4%
\$100- \$499	5.0%
\$500- \$999	3.8%
\$1000- \$1999	4.4%
\$2000- \$4999	5.7%
\$5000- \$9999	6.1%
\$10,000- \$19,999	7.7%
\$20,000- \$49,999	10.0%
\$50,000- \$99,999	7.3%
\$100,000- \$499,999	15.7%
\$500,000- \$999,999	3.4%
\$1 Million - <\$2 Million	1.3%
\$2 Million or More	0.6%
Can't Say	19.6%

### Managed Investments Held

Allocated Pensions & Annuities	3.3%
Australian Equity Trust	0.7%
Cash Management Trust	1.7%
Friendly Society Bonds	0.0%
Income Fund	0.3%
Insurance Bonds	0.0%
Managed Trust	2.7%
International Trust	0.2%
Property Trust	0.5%
Rollover Fund (Approved Deposit/Deferred Annuities)	3.0%
Superannuation/Retirement Fund - non-employer/ portable	7.3%
Superannuation/Retirement Fund - employer	43.7%
Fixed Interest Trust	0.3%
Immediate Pensions & Annuities	1.3%
Mortgage Fund or Trust	0.4%
Other Unit Trust/Mutual Fund	0.1%
Retirement Savings Account	1.5%
None	42.6%

### Accounts Held at Banks

Bank Account	79.9%
Term Deposit	8.8%
Bonus Interest or Reward-Based Account	4.8%
High Interest Online Account	3.5%
Deeming or Pensioner Account	10.9%
Mortgage Offset or Loan Offset Account	4.6%
Cash Management Account	4.1%
Share Trading Account	0.6%
Money Market Account	0.1%
Foreign Currency Account	0.0%
Christmas Club Account	1.5%
Regular Savings	67.6%
Other/CS A/c with Bank	1.2%

### Finance / Credit

Credit enables me to buy the things that I want	28.0%
I like to be well insured	69.9%
Recently I've cut down my spending	66.2%
The Australian economy appears to be improving	49.0%
I feel financially stable at the moment	58.4%
I'm worried about interest rates at the moment	42.1%
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	80.5%

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

Average Value (\$)	\$357
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### Frequency of Internet Usage

More than once a day	24.1%
Once a day	9.1%
A few times a week	14.7%
Once a week	3.2%
A few times a month	4.8%
Once a month	0.7%
A few times a year	3.0%
Once a year	0.0%
Less often	8.5%
Never	0.0%
Can't say	3.2%

### Shopping / Media

I use coupons I find in magazines or on packets	20.6%
I always watch the news on TV to keep me up-to-date	73.5%
I always read the business section of the newspaper	13.2%
I listen to the radio in the car	72.6%
I often enter competitions run by newspapers, magazines or radio	18.5%
I often enter competitions on packets or labels on products	16.0%
I often redeem coupons to get discounts or special offers	36.5%
I don't read the ads in newspapers and magazines	40.3%
I can't help noticing advertising on buses	50.5%
I enjoy buying magazines	36.6%
I can't miss seeing those big billboard signs	49.2%
I find TV advertising interesting	19.3%
TV advertising often gives me something to talk about	28.6%
Nearly all TV advertising annoys me	67.6%
Some TV advertising is devious	79.4%
Quite often I find TV advertising more entertaining than programs	19.1%
I often take advantage of special offers on shopping docket	23.4%
I usually notice advertisements on shopping trolleys	8.9%
I often notice the advertisements on the tops and backs of taxis	21.4%
Advertising posters in shopping centres don't interest me	69.6%
My letterbox says 'no junk mail' (or similar)	13.1%
I believe quality is more important than price	72.7%
I buy more store's own products than well known brands	37.9%
I would like to buy a home computer	37.7%
I try to buy Australian made products as often as possible	81.4%
I will buy a product because of the label	17.6%
I trust well known brands better than the stores' own	41.7%
I have favourite brands and I tend to stick to them	66.3%
I am always ready to try new and different products	59.1%
I like to try the free samples they offer in supermarkets	49.5%
I'll go out of my way in search of a bargain	41.6%
If I see a new type of food I will try it	52.8%
Bought goods on lay-by	16.0%
Bought goods on interest free terms	3.6%
Bought something over the phone	6.1%
Bought something over the internet	19.4%
Bought something from a TV offer	2.3%
Bought something from a magazine coupon or offer	4.7%
Bought something from a newspaper coupon or offer	2.3%
Bought something from a catalogue or direct mail offer	16.2%
Bought something from a telephone sales offer	1.7%

### Direct Mail Interests

Finance (banking, insurance)	29.0%
Telecommunications	12.7%
Utilities (gas, electricity, water)	11.1%
Real Estate	4.3%
Supermarket or other store	10.6%
Car company or dealer	3.0%
Charity	8.5%
Government / Political Party	10.1%
Other Organisation	32.9%
I read addressed mail from organisations I deal with	53.5%
I read addressed mail from organisations I don't deal with	16.5%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	0.0%
Classical Music	0.0%
Contemporary Music	0.0%
Dance	0.0%
Film	0.0%
Musical Theatre	0.0%
Multicultural Festivals	0.0%
Opera	0.0%
Other	0.0%
Singing Festivals	0.0%
Special	0.0%
Sport	0.0%
Theatre	0.0%