

2008 Australian LandScape Segment Statistics

Group 12
Segment 45

Living in the Country
Country & Coastal Retirement



Age	
0-4 years	5.0%
5-14 years	11.2%
15-19 years	5.8%
20-24 years	5.0%
25-34 years	9.3%
35-44 years	11.0%
45-54 years	12.3%
55-64 years	12.2%
65-74 years	11.5%
75-84 years	11.3%
85 years and over	5.5%

Family Composition	
Couple family with no children	47.3%
Couple family with children under 15	22.7%
Couple family with no children under 15	9.0%
One parent family with children under 15	11.7%
One parent family with no children under 15	7.7%
Other family	1.6%

Marital Status	
Married	43.8%
Separated	3.9%
Divorced	10.1%
Widowed	14.4%
Never Married	27.8%

Country of Birth	
Australia	82.6%
New Zealand	1.2%
Fiji, Papua New Guinea	0.1%
China, Hong Kong, Japan, Republic of Korea (South)	0.2%
India, Sri Lanka	0.2%
South East Asia	0.5%
Ireland, United Kingdom	4.5%
Europe	1.9%
Middle East & Africa	0.3%
United States of America, Canada	0.2%
Other	1.1%
Not Stated	7.2%

Tenure of Household	
Lived at same address 1 year ago	81.7%
Lived at different address 1 year ago	18.3%
Lived at same address 5 years ago	55.1%
Lived at different address 5 years ago	44.9%

Number of Usual Residents in the Household	
One	39.0%
Two	35.6%
Three	10.9%
Four	8.6%
Five	4.0%
Six or more	1.9%

Dwelling Structure	
Separate house	69.5%
Semi-detached\ row or terrace house\ townhouse etc.	11.0%
Flat\ unit or apartment	16.9%
Other dwelling	2.6%
Dwelling structure not stated	0.1%

Highest Qualification	
Postgraduate Degree	1.5%
Graduate Diploma and Graduate Certificate	1.7%
Bachelor Degree	12.1%
Advanced Diploma and Diploma	10.3%
Certificate	37.1%
Level of education inadequately described	3.2%
Level of education not stated	34.1%

Occupation	
Managers	11.6%
Professionals	13.7%
Technicians & trades workers	15.8%
Community & personal service workers	10.7%
Clerical & administrative workers	11.5%
Sales workers	10.4%
Machinery operators & drivers	7.8%
Labourers	16.5%
Occupation inadequately described/ not stated	1.9%

Industry of Employment	
Agriculture\ forestry & fishing	5.5%
Mining	1.0%
Manufacturing	10.2%
Electricity\ gas\ water & waste services	1.3%
Construction	7.8%
Wholesale trade	3.2%
Retail trade	13.7%
Accommodation & food services	8.9%
Transport\ postal & warehousing	4.5%
Information media & telecommunications	1.1%
Financial & insurance services	1.7%
Rental\ hiring & real estate services	1.3%
Professional\ scientific & technical services	3.2%
Administrative & support services	2.7%
Public administration & safety	6.1%
Education & training	7.4%
Health care & social assistance	12.5%
Arts & recreation services	1.1%
Other services	4.0%
Inadequately described\Not stated	2.7%

Labour Force Status	
Employed\ worked full-time	26.4%
Employed\ worked part-time	14.7%
Employed\ away from work	3.2%
Unemployed\ looking for work	3.9%
Not in the labour force	51.8%

Study Participation	
Pre-school	4.7%
Infants/Primary: Government	20.0%
Infants/Primary: Catholic & Other Non Government	6.4%
Secondary: Government	15.2%
Secondary: Catholic & Other Non Government	4.9%
Technical or Further Educational institution: Full-time student	1.9%
Technical or Further Educational institution: Part-time student	5.3%
University or other Tertiary Institutions: Full-time student	2.8%
University or other Tertiary Institutions: Part-time student	2.3%
Other type of educational institution	1.6%
Type of educational institution and/or status not stated	34.8%

Household Income (Weekly)	
Negative/Nil income	1.0%
\$1-\$149	1.9%
\$150-\$249	10.3%
\$250-\$349	14.3%
\$350-\$499	8.1%
\$500-\$649	15.1%
\$650-\$799	6.9%
\$800-\$999	6.6%
\$1000-\$1199	9.5%
\$1200-\$1399	4.0%
\$1400-\$1699	4.2%
\$1700-\$1999	2.9%
\$2000-\$2499	2.3%
\$2500-\$2999	1.4%
\$3000 or more	0.9%
Partial income stated	5.9%
All incomes not stated	4.7%

Credit Demand	
Zero Enquiries	0.1%
1 - Low	7.3%
2	33.3%
3	22.3%
4	11.6%
5	8.3%
6	5.8%
7	4.7%
8	3.2%
9	1.9%
10 - High	1.5%

Credit Risk	
Zero Derogs	0.7%
1 - Low	5.3%
2	7.8%
3	9.8%
4	12.9%
5	11.6%
6	12.2%
7	12.4%
8	11.8%
9	9.5%
10 - High	6.1%

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Types of Loans

Current home mortgage - for home	20.7%
Current home mortgage - for business	0.5%
Current home mortgage - for other	0.3%
Mortgage on investment property	3.1%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.5%
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	0.3%
Personal loan for a car	8.6%
Personal loan for a holiday	0.3%
Personal loan for renovation	0.7%
Personal loan for consolidation of other loans	1.0%
Personal loan for education purposes	0.0%
Personal loan for another purpose	1.9%
Lease in your name - car lease	0.3%
Lease in your name - other lease	0.1%
Interest free period loan	0.3%
Loan for shares/investment	0.3%
Personal overdraft	0.5%
Some other type of loan	0.0%
None	66.1%

Total Amount in Savings and Investments

Less than \$100	8.8%
\$100- \$499	4.6%
\$500- \$999	4.1%
\$1000- \$1999	4.1%
\$2000- \$4999	5.9%
\$5000- \$9999	6.3%
\$10,000- \$19,999	7.5%
\$20,000- \$49,999	9.9%
\$50,000- \$99,999	7.8%
\$100,000- \$499,999	14.4%
\$500,000- \$999,999	2.8%
\$1 Million - <\$2 Million	1.1%
\$2 Million or More	0.3%
Can't Say	22.3%

Managed Investments Held

Allocated Pensions & Annuities	2.7%
Australian Equity Trust	1.1%
Cash Management Trust	1.6%
Friendly Society Bonds	0.1%
Income Fund	0.3%
Insurance Bonds	0.0%
Managed Trust	3.2%
International Trust	0.3%
Property Trust	0.4%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.0%
Superannuation/Retirement Fund - non-employer/ portable	8.5%
Superannuation/Retirement Fund - employer	45.4%
Fixed Interest Trust	0.4%
Immediate Pensions & Annuities	1.0%
Mortgage Fund or Trust	0.6%
Other Unit Trust/Mutual Fund	0.1%
Retirement Savings Account	0.9%
None	42.3%

Accounts Held at Banks

Bank Account	84.2%
Term Deposit	10.7%
Bonus Interest or Reward-Based Account	4.3%
High Interest Online Account	2.3%
Deeming or Pensioner Account	10.6%
Mortgage Offset or Loan Offset Account	4.7%
Cash Management Account	3.6%
Share Trading Account	0.9%
Money Market Account	0.1%
Foreign Currency Account	0.0%
Christmas Club Account	1.7%
Regular Savings	71.3%
Other/CS A/c with Bank	1.1%

Finance / Credit

Credit enables me to buy the things that I want	25.3%
I like to be well insured	67.8%
Recently I've cut down my spending	65.6%
The Australian economy appears to be improving	46.8%
I feel financially stable at the moment	57.2%
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	37.3%
I prefer to invest in something with a safe return	80.5%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$369
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Frequency of Internet Usage

More than once a day	22.9%
Once a day	9.2%
A few times a week	13.3%
Once a week	2.2%
A few times a month	3.6%
Once a month	0.8%
A few times a year	2.8%
Once a year	0.1%
Less often	11.2%
Never	0.0%
Can't say	4.4%

Shopping / Media

I use coupons I find in magazines or on packets	23.7%
I always watch the news on TV to keep me up-to-date	79.0%
I always read the business section of the newspaper	14.6%
I listen to the radio in the car	71.9%
I often enter competitions run by newspapers, magazines or radio	19.8%
I often enter competitions on packets or labels on products	15.8%
I often redeem coupons to get discounts or special offers	35.3%
I don't read the ads in newspapers and magazines	43.1%
I can't help noticing advertising on buses	44.8%
I enjoy buying magazines	40.1%
I can't miss seeing those big billboard signs	48.1%
I find TV advertising interesting	20.6%
TV advertising often gives me something to talk about	25.7%
Nearly all TV advertising annoys me	62.8%
Some TV advertising is devious	77.0%
Quite often I find TV advertising more entertaining than programs	17.0%
I often take advantage of special offers on shopping docket	22.3%
I usually notice advertisements on shopping trolleys	8.0%
I often notice the advertisements on the tops and backs of taxis	16.5%
Advertising posters in shopping centres don't interest me	66.9%
My letterbox says 'no junk mail' (or similar)	15.5%
I believe quality is more important than price	69.7%
I buy more store's own products than well known brands	38.6%
I would like to buy a home computer	37.4%
I try to buy Australian made products as often as possible	74.9%
I will buy a product because of the label	18.7%
I trust well known brands better than the stores' own	46.9%
I have favourite brands and I tend to stick to them	66.3%
I am always ready to try new and different products	52.0%
I like to try the free samples they offer in supermarkets	45.5%
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	49.0%
Bought goods on lay-by	16.4%
Bought goods on interest free terms	6.4%
Bought something over the phone	8.0%
Bought something over the internet	18.4%
Bought something from a TV offer	2.7%
Bought something from a magazine coupon or offer	4.4%
Bought something from a newspaper coupon or offer	2.6%
Bought something from a catalogue or direct mail offer	13.8%
Bought something from a telephone sales offer	1.4%

Direct Mail Interests

Finance (banking, insurance)	29.7%
Telecommunications	10.6%
Utilities (gas, electricity, water)	14.3%
Real Estate	4.4%
Supermarket or other store	10.6%
Car company or dealer	2.5%
Charity	7.2%
Government / Political Party	9.2%
Other Organisation	29.9%
I read addressed mail from organisations I deal with	55.3%
I read addressed mail from organisations I don't deal with	13.3%

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%