


# How does your lifestyle stack up?

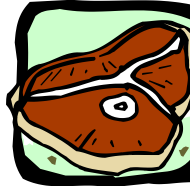
# Information and Insight


# LIVING IN AUSTRALIA





## Who's doing what?

 22% of people skip breakfast at least 4 times a week - especially women aged 15-24 and men aged 15-44.


 Men eat red meat and processed meat more frequently than women.

15-24 year olds are less likely to smoke than those aged 25-34. 

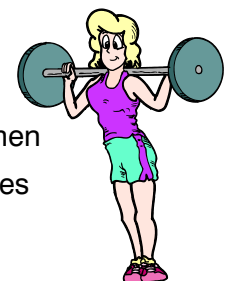
 People aged 35-44 are more likely to be time poor - just over half of those in this age group often feel rushed or pressed for time.


 Men are twice as likely as women to drink more than the recommended amount of alcohol at least once a week.


 Women eat more fruit and vegetables than men.


 Nearly 4% of people mainly drink soy milk and most are women.

 Women tend to eat poultry and fish more frequently than men.

54% of men and 47% of women exercise for at least 30 minutes three or more times a week. 

People who are unemployed tend to eat fewer fruit and vegetables than those in paid employment. 

 22% of women and 29% of men usually add salt to their food after it is cooked.

 Men are much more likely than women to be satisfied with their current weight.

## Why are you so important to this study?

Over past years the Living in Australia study has been informing important government economic and social welfare decisions. It is the largest and only study of its kind and its success depends on a high level of statistical reliability. We have strict statistical guidelines which means you are irreplaceable!

By taking part you are having a vital and long-term impact on Australia's future. So you represent an important voice in Australian society.



## Just turned 15?

*To our younger members of the study, we would like to say a big hello!*

Once you turn 15, we invite you to have your own say by taking part in the Living in Australia study. The information you provide ensures that researchers and policy makers understand the issues that are important to you and can shape the future of Australia accordingly.

## Special offer to all Living in Australia participants

This year, as a special 'thank you' we're pleased to offer you a free printed copy of the most recent HILDA Statistical Report.

The report is full of interesting statistics that have helped shape our nation.



If you would like to receive your own personal colour printed & bound report, simply freecall 1800 656 670. The report is also available for free download from <http://www.melbourneinstitute.com/hilda/statreport.html>

## What about privacy?

Your information is protected. The people involved in the study are committed to ethical research and legally bound to ensure your information is secure. All people involved in the project must comply with the Privacy Act 1998.

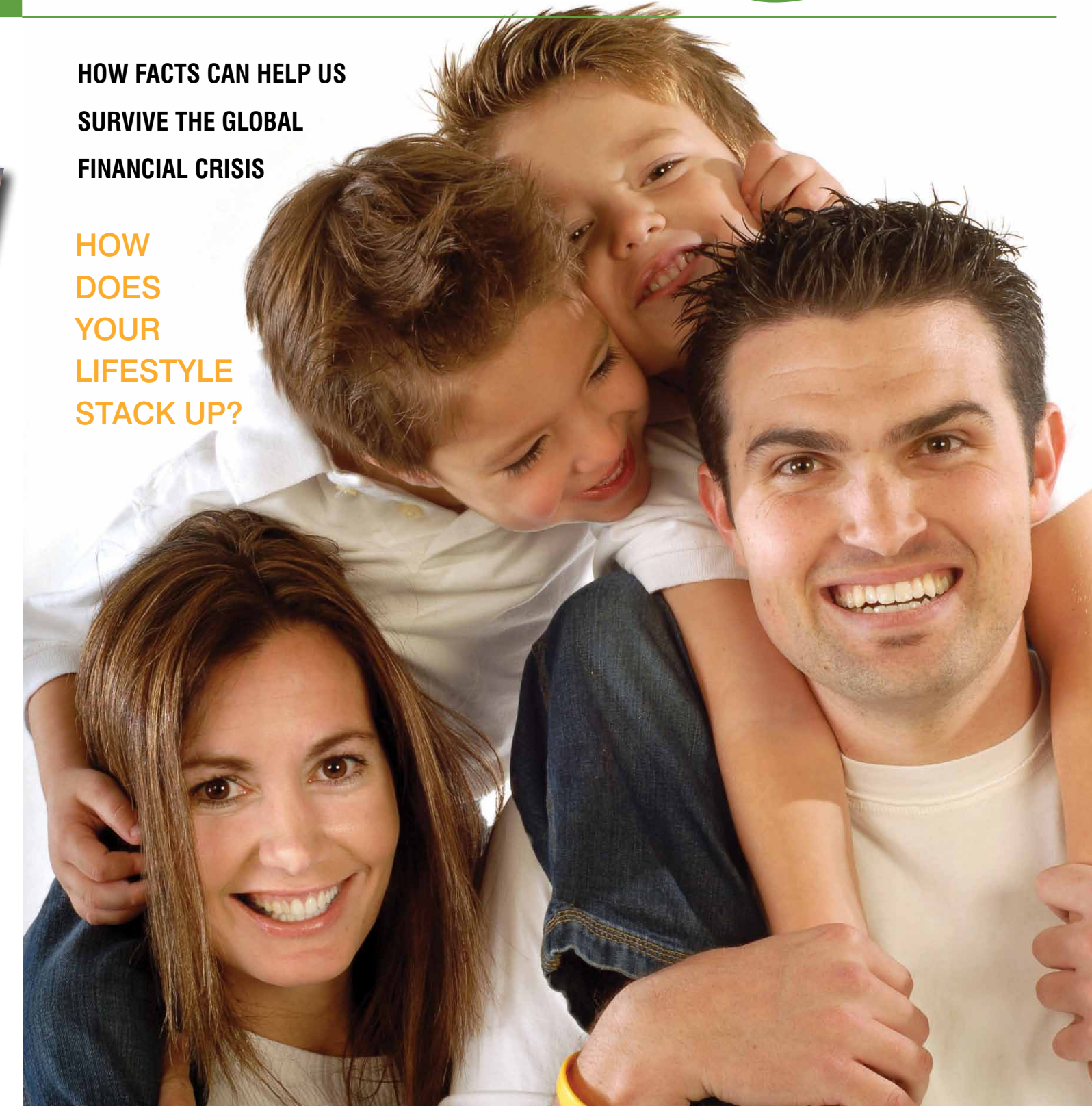
Your identifying information is collected for the purpose of the Living in Australia study. Access to your identifying information will be restricted to those who require it for the purpose of administering or conducting the study.

## Thinking of moving?

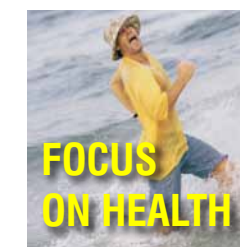
Your participation is critical to the success of the study, so please let us know if you are moving. Just freecall 1800 656 670 or email your new address to [HILDA@roymorgan.com](mailto:HILDA@roymorgan.com)

## HOW FACTS CAN HELP US SURVIVE THE GLOBAL FINANCIAL CRISIS

## HOW DOES YOUR LIFESTYLE STACK UP?



## WHO IS HILDA?



## PM USES LIVING IN AUSTRALIA DATA

## EXTRA REWARDS PLUS A SPECIAL OFFER



## More information about Living in Australia

If you have any questions, would like more information, or would like to contact your interviewer please freecall **1800 656 670** or visit us online at [www.livinginaustralia.org](http://www.livinginaustralia.org). Your interviewer will also be able to help you with any queries you may have when he or she visits you.

If you should have any concerns about the conduct of this study, you are welcome to contact the Executive Officer, Human Research Ethics, The University of Melbourne by calling 03 8344 2073 or by sending a fax to 03 9347 6739.



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# Helping to shape Australia's future

## Our thanks to you

We would like to take this opportunity to thank you for your commitment to the Living in Australia study. This study is held in very high regard as seen by extensive coverage in the media and its wide use in publications. In recognition of your participation this year, we will give you \$30 at the end of your interview. Not only have we increased the amount, but we have also decided to provide it in cash – making it more convenient for you. When everyone in your household has taken part, we will provide the household with a bonus \$30.

## What's new in 2009?

We have changed our logo. The Living in Australia study is often referred to as HILDA. This stands for the Household, Income and Labour Dynamics in Australia (HILDA) study.



HILDA is often used by the media and politicians when they are referring to the data from the Living in Australia study. We hope that this information will help you recognise when your contribution is being used to shape our country.



## Health questions

This year, the very serious issue of health is being tackled in the Living in Australia study. Some of these questions may be familiar to you from previous years, others are new.

These health questions are designed to provide policy makers with information about Australians' health needs. Please remember that any information you provide is completely confidential, however if you are uncomfortable answering any questions during the interview please let your interviewer know and they will simply skip the question.



# WHO'S AFRAID OF the GFC (Global Financial Crisis)?

*Dear Living in Australia study participant,*

*'Australia already owes a lot to the Living in Australia study members, and now, in 2009, we need you more than ever before.'*



*As you would be aware, the global economy got a serious shake-up during 2008.*

*What this will mean for Australian families is unclear. On one hand, the doomsayers are predicting a major recession, with a massive jump in unemployment accompanied by dramatic decline in house prices. At the other extreme, there are many optimists who say that Australia is well placed to ride out this crisis.*

*Our Government policy initiatives rely on up to date information about real Australian families and how they are being affected. This is where the Living in Australia study is likely to prove a blessing. To assess the effects that the financial crisis is having, and will continue to have in the future, requires knowledge about how Australians were coping in their every day life both before and after the crisis hit. Only the Living in Australia study provides this sort of information.*

*Because you have been prepared to devote some of your time each year to speaking to our interviewers, the Living in Australia study is well placed to help the Australian Government understand what living through more difficult economic times will mean for all different types of Australians.*

- *How have family budgets been changing?*
- *Who will lose their jobs?*
- *How have decisions about home ownership been affected?*
- *Are retirement plans being revised?*
- *And most importantly, how are Australian families coping?*

*These are all questions that only the Living in Australia study can answer with any authority, so there's really no question about it - Australia already owes a lot to the Living in Australia study members, and now, in 2009, we need you more than ever before.*

*Mark Wooden*

Professor Mark Wooden

Project Director, Living in Australia study

Melbourne Institute of Applied Economic and Social Research



# YOU make all the difference!

## You're helping shape our nation

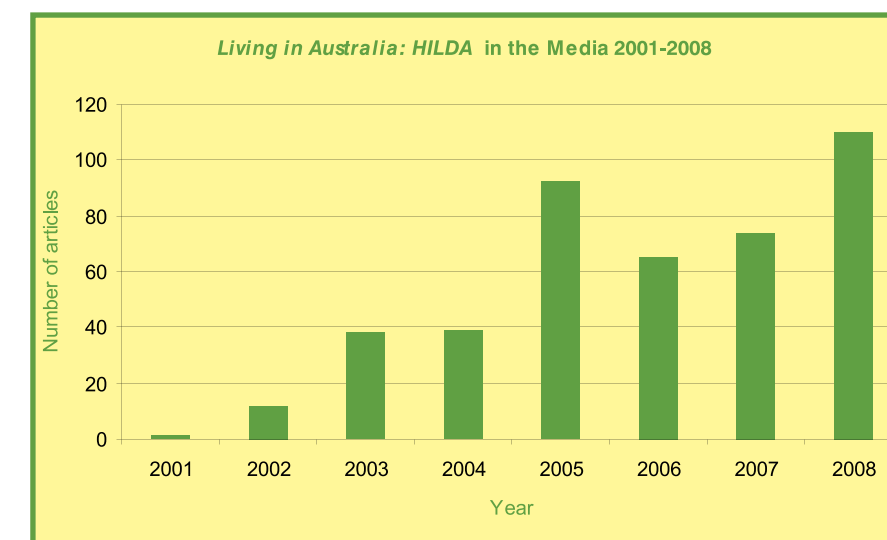
PM uses Living in Australia to guide policy on pensioners.

It may be hard to imagine how the information you generously provide year in year out helps to shape our nation, but that's exactly what it does.

One of the major policy issues that the Australian Government has been wrestling with is the impact of cost of living pressures, especially on Age Pensioners. Understanding and measuring such pressures is one of the many objectives of the Living in Australia study.

The Prime Minister told parliament that as a result of this study we now 'have clear-cut data on what was happening when it came to elderly couples' (extract from Hansard, Monday 15 September 2008). The Living in Australia data is now being used to guide the Government's recent review of the pension system.

Not only has the Living in Australia study been noticed at the highest level of Government, but there has been growing acceptance of it as an accurate source of data about issues that are important to Australians. In 2008 alone, results from our study have been reported in 110 newspaper articles and used in 45 journal articles, 21 other publications, 38 conference papers and 24 working papers.



"HILDA is a household name ... revealing much about the way we live: our work, relationships, families; all sorts of intimate information. And the process of gathering the information is as fascinating as some of the findings. Life Matters producer, Ann Arnold, ... discovered a widespread love affair with HILDA."  
*'Loving HILDA', Life Matters with Mark Horseman, ABC Radio National, 30 July 2007.*