

low equity individuals

CASH STRAPPED SINGLES LIVING IN RENTED URBAN FLATS AND UNITS

Low Equity Individuals live in less affluent provincial suburbs. They work hard at what they do, however with an average household income of \$26,000 and over two-fifths earning less than \$20,000 they are considered underprivileged. They have one of the highest percentages of people who walk to work. Housing values are approximately \$249,000. Common households are one-bedroom units with people living alone who are either separated, divorced or widowed.

There are fewer young people in these properties, in fact 20% are over 65. One quarter are in part-time work. Popular occupations are office, retail and factory work or in the hospitality industry. With a higher percentage in utilities and construction compared with the national average. They would rather not have a demanding job or career, as they feel it would be difficult to cope with.

Media preferences are typical, they are light magazine readers and light Internet users, although they have the highest likelihood of never having accessed the Internet. They do watch some sports such as rugby and netball though with no strong preference. Low Equity Individuals may be spotted down at the Pub or RSA playing the pokies or having a beer or spirit.

Low Equity Individuals tend to buy store brands but will occasionally choose a product because of its label as they do try to be fashionable even if keeping their eye out for a bargain. They will also redeem coupons, discount vouchers and enter competitions from newspapers and magazines. Low Equity Individuals like to walk to places rather than drive, even though 70% households have a car. The strongest preference is for holidays to be taken overseas as opposed to in New Zealand, they have someone else organise the trip and try to do nothing but relax.

They don't normally buy from a supermarket delicatessen, however do purchase their favourite brands and frozen or ready-made meals. They commonly snack throughout the day, however are increasingly health conscious and as such buy more organics than they used to. They avoid 'environmentally friendly' products as they think these over priced. Corruption is seen as a major problem and globalisation bringing more problems than it solves.



Top Districts – Christchurch City, Auckland City, Hamilton City, Wellington City & Dunedin City

Top Suburbs – Newtown, Linwood, South Dunedin, Hamilton East, Wanganui Central, Terrace End, Rotorua Central, Appleby, Miramar & Peachgrove

