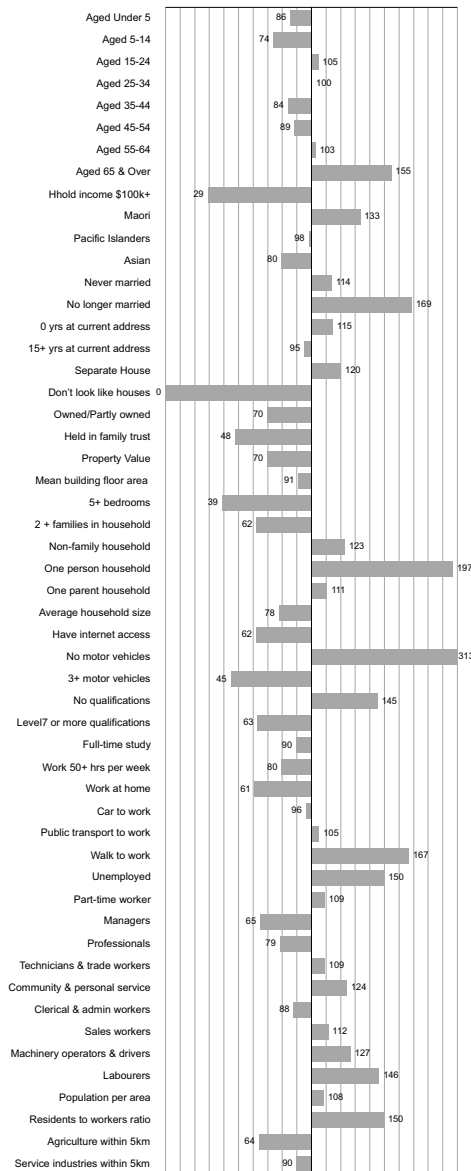




Top Districts – Christchurch City, Dunedin City, Wanganui District, Rotorua District & Invercargill City

Top Suburbs – St Kilda, Rotorua Central, Caversham, South Dunedin, Wanganui Central, New Plymouth Central, Phillipstown, Glenholme, New Brighton North & The Wood



making ends meet

DISADVANTAGED HOUSEHOLDS LIVING IN INEXPENSIVE ACCOMMODATION

Making Ends Meet are largely older consumers, a quarter of Maori or Pacific Island origin. Over 20% are over 65. They earn a below average household income of \$27,000 and 40% earn less than \$20,000. Living in less affluent suburbs of provincial cities, many of their homes are company owned and rented. The few owning their homes are usually still paying-off the mortgage. The average value of a home is \$264,000. Many are one bedroom, one person households with many owning no motor vehicle.

As with most challenged communities, education levels are low and unemployment higher than the New Zealand average. Those with jobs, work as labourers, sales workers and machine operators. There is little likelihood that they work long hours, favouring the 9 to 5 jobs, some working part-time. Many choose to walk to work rather than use public transport or drive.

Making Ends Meet believe that freedom is more important than the law, may feel that globalisation causes more problems than it solves and that the fundamental values of society are being threatened. They are more interested in looking fashionable than other Community Challenges, often buying a product because of the label, though preferring New Zealand made products. Price sensitive, they have cut down on their spending and look hard for a bargain. Making Ends Meet are health conscious, consuming less meat and dairy than they used to, though agree overall that taste is more important than ingredients. They tend to buy the same foods every week even though their choice of supermarket depends on the range of produce and foods from around the world.

They prefer beer to wine, especially New Zealand beer, which is less expensive. Making Ends Meet love to watch sport on television, especially cricket and rugby. They are also heavy renters of videos. When it comes to sporting activities, they love to play team sports such as cricket, cycling and soccer. For other recreation they enjoy a night out at the casino or racetrack, seeing themselves as more extroverts and enjoying being part of a large crowd.

Internet usage is lower than most types, though it is used occasionally for online shopping and paying bills. There is still a high likelihood of households never having accessed the Internet. Travel is normally short weekend trips where they can experience the local culture or see the bright lights of the big city. They are medium magazine and newspaper readers, often cashing in the included coupons. They do believe in taking risks and when giving to charities, they tend to think with their heart more than their head.