

## small town struggle

SMALL TOWN FAMILIES WITH LOW INCOME LIVING IN SMALLER HOUSES

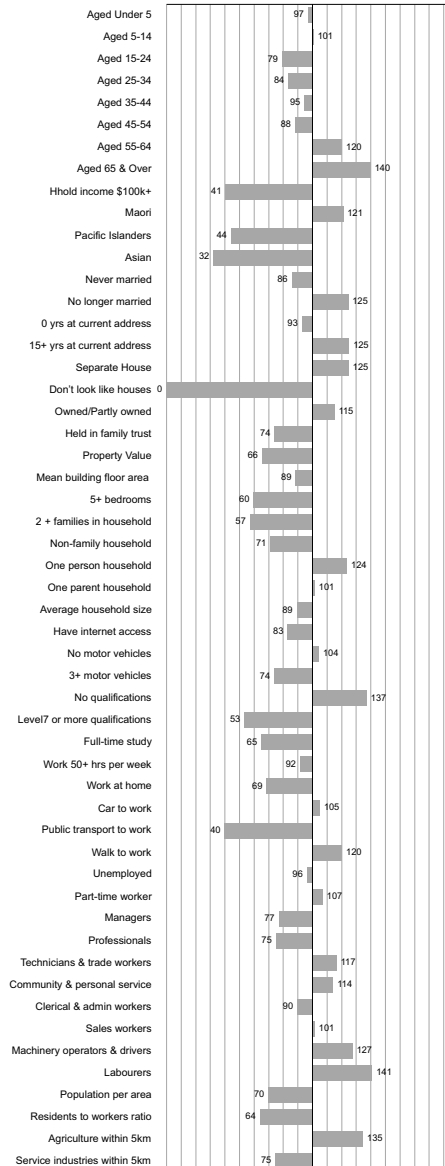
**Small Town Struggle consists of one person households generally aged over 65. They have lived at their current address for a long time, 20% for over 15 years. A significant number of their homes are small company owned detached or semi-detached housing, possibly state housing. They rent rather than own their homes and are located in less affluent small New Zealand towns. This is reflected in the low average value of \$249,000.**

Many see themselves as a bit of a handyman, carrying out jobs around the house and tinkering with their own cars.

Those who work, are in the utilities and construction industries however most are more interested in their home than their career. They are light magazine readers, though do enjoy reading the local newspaper. Many have not ever accessed the Internet, believing the information super-highway to be confusing. Threats to the environment are seen as exaggerated and globalisation to bring more problems. Small Town Struggle also believe the fundamental values of society to be under threat.

They have recently cut their spending, however do still enjoy clothes shopping. They try not to buy luxuries as they believe price is more important than the label. Small Town Struggle often buy takeaways for a dinner treat, otherwise they pop a frozen meal in the microwave or have a traditional meat and three veg meal. They don't eat out very often, but when they do, they go to the local pub. Supermarkets are chosen where they have low prices for bakery or delicatessen items, good samplings and a good range of home brands.

Motor sports are popular, but as spectators rather than participants. Favourite sports to watch on television being boxing, sailing, horse racing and motorcycle racing.



Top Districts – Christchurch City, Thames-Coromandel District, Horowhenua District, Rodney District & Dunedin City

Top Suburbs – Waiheke Islands, Foxton, Waihi, Otaki, Waitara West, Riverton, Thames, Westport, Whangaparaoa & Whangamat

