

cultural
ties



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cultural ties

AREAS WITH HIGH CULTURAL DIVERSITY

These neighbourhoods are the most culturally diverse, with high proportions of Maori and Pacific Islanders. Cultural Ties are located in both large cities and small rural towns, with households including large young families and one-person retirees.

Single parents are more commonly found in these neighbourhoods, making use of lower cost services and accommodation. Housing is low cost and below average quality, with the average home value being \$220,000. A significant proportion of these people live in government-owned rental accommodation.

Education levels are lower, and unemployment is higher, than all other Mosaic Groups. Workers are usually employed in manual or service occupations, earning an average household income of just under \$40,000 per annum

The shopping areas frequented by these individuals appeal to the needs of the culturally diverse. Bargain basement emporiums, factory outlets and traditional stores are favoured, with more expensive items frequently bought on credit or on lay-by or with interest free terms. Takeaways are regularly purchased to eat at home. They believe environmentally friendly products are overpriced.

Cultural Ties often enter competitions and betting on sport and racing is a popular pastime, albeit with minimal disposable income. Cultural Ties also enjoy watching television and take part in tough sporting activities such as rugby and league.

MOSAIC PROFILE



ROY MORGAN SINGLE SOURCE SURVEY



urban pasifika

PACIFIC ISLANDERS IN URBAN HIGH DENSITY LIVING

With over half under the age of 24, this Type is made up of young adults with children. Urban Pasifika has an overwhelming majority of Pacific Islanders – more than any other Mosaic Type. These neighbourhoods also contain over twice as many Maori than average. Many are young and single, with a high incidence of solo parents. This type has the largest household size, with an average 4.3 people per home.

Formal qualifications are low, there is a high unemployment rate, over double the national average at 13%. Those who are employed work as labourers and machine operators in manufacturing and transport industries. This group is the wealthiest of the Cultural Diversity Types, with mean household income \$48,000 probably due to the large household size and multiple families and living in a metro area.

Urban Pasifika commonly share accommodation with extended family, in purpose-built council or state-owned rental flats with a mean capital value of \$270,000. Average weekly rent is \$182 for a 118 square metre flat. Neighbourhoods are densely populated and are close to manufacturing areas.

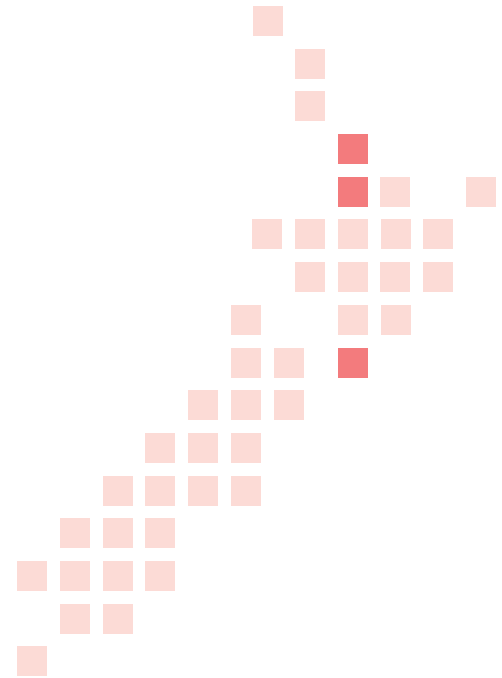
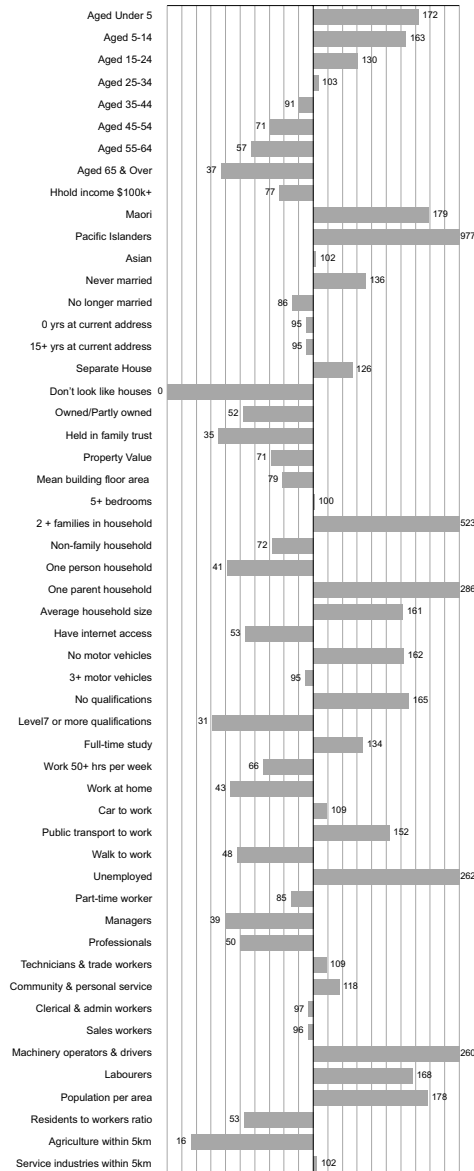
Given low rates of car ownership, it is not surprising to find that public transport usage is high.

Constrained by low incomes, Urban Pasifika cut down on their spending, and search out a bargain. Though they rely on credit to buy luxuries. They like to look for new experiences and products, but, again, are limited by what they can afford.

Urban Pasifika love to meet their mates at the local pub, and usually drink New Zealand made beers. They also enjoy takeaways. Urban Pasifika don't fancy themselves as intellectuals, and although they think success is important, they aren't career-driven. They are also not very interested in computers and the Internet, however are finding it useful for social connections and downloading their favourite music.

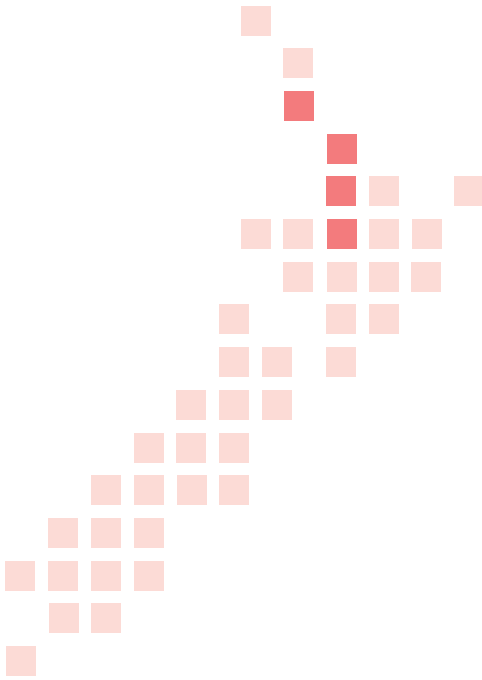
They will watch sport on television if rugby, league, tennis and netball are on, in fact they have the highest likelihood of people watching any sport that's on television. They take part in dancing, weight training and team sports. Urban Pasifika enjoy tough physical activity more than other city dwellers.

Urban Pasifika are light readers of newspapers and magazines, preferring to enter competitions, redeem coupons and special offers. They enjoy most types of food, and choose supermarkets with a wide range of almost everything from fresh produce to packaged goods.



Top Districts – Manukau City, Auckland City, Porirua City, Waitakere City & Papakura District
 Top Suburbs – Mangere Central, Mangere East, Clendon Park, Cannons Creek, Glen Innes, Otara South, Favona, Flat Bush, Waitangirua & Point England





Top Districts – Manukau City, Auckland City, Hamilton City, Papakura District & Waitakere City

Top Suburbs – Mangere East, Otahuhu East, Papatoetoe West, Clendon Park, Manurewa East, Manurewa Central, Otahuhu West, Newton North, Takanini & Livingstone



multi-ethnic metro

ETHNIC GROUPS IN PURPOSE BUILT MULTI-OCCUPANCY UNITS

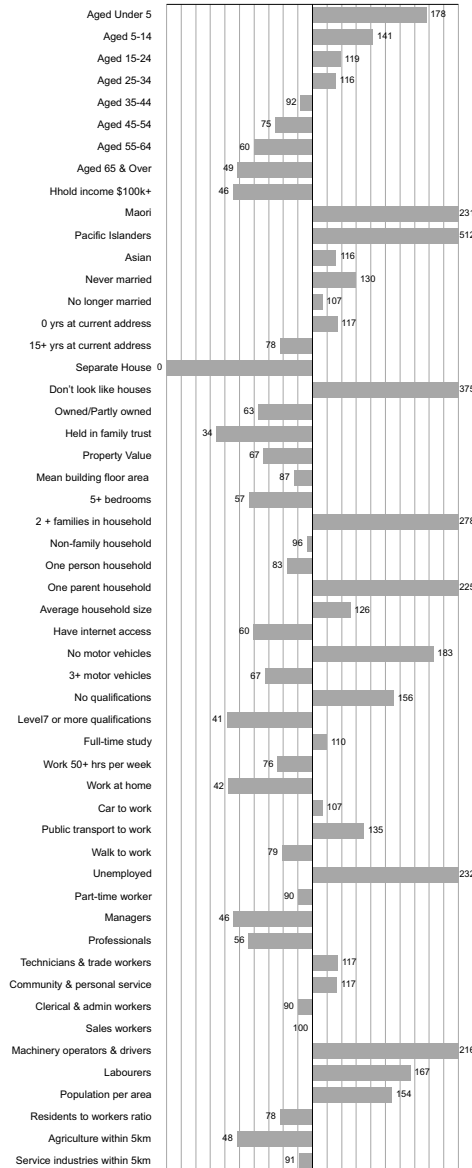
Multi-Ethnic Metro are largely younger consumers, two thirds of Maori or Pacific Island origin. Just under 50% are aged under 25. There are many single-parent families, also a reasonable proportion of households contain extended families. As with most Cultural Ties, education levels are low and unemployment is high at 12%. Those that work, tend to work part-time, with few working over 50 hours a week. They are often employed in manual occupations. Median household income is just over \$40,000 per annum. Multi-Ethnic Metro believe they would have difficulty coping with a demanding job or career.

Housing is low cost, often rented from the government or company owned, such as state housing. They take pride in their homes, and like them to be tidy. These houses have a low mean capital value of \$253,000, and are also some of the smallest houses, with a floor area under 129 square metres. Multi-Ethnic Metro have lower rates of car ownership (15% of households don't own a car at all).

Multi-Ethnic Metro believe in preserving and encouraging Maori culture, and may feel that globalisation is diluting this. Shopping is important, but many do not buy luxuries as they feel they need to cut down on their spending. They thoroughly enjoy cooking and like to try new products, but would eat out every night if they could and in practice, tend to buy the same food every week. Supermarkets are preferred when there is a number of services and a good range of products stocked. Low prices would help too.

They prefer beer to wine, especially New Zealand beer, which is less expensive. Multi-Ethnic Metro love to watch sport on television, especially rugby league and netball. They are also heavy renters of videos. When it comes to sporting activities, they love to play team sports. Other popular activities include nights out at clubs or casinos. They love being a part of a crowd of people.

Not many have used the Internet, those that have are using it to make social contacts and playing games. They do not often read newspapers, magazines or books but would rather watch the evening news on television to keep up-to-date. Travel is taken overseas when the budget allows, they let someone else plan all the details and don't lift a finger but prefer total relaxation.



family pressures

PARENTS WITH SCHOOL AGED CHILDREN OFTEN IN STATE HOUSING

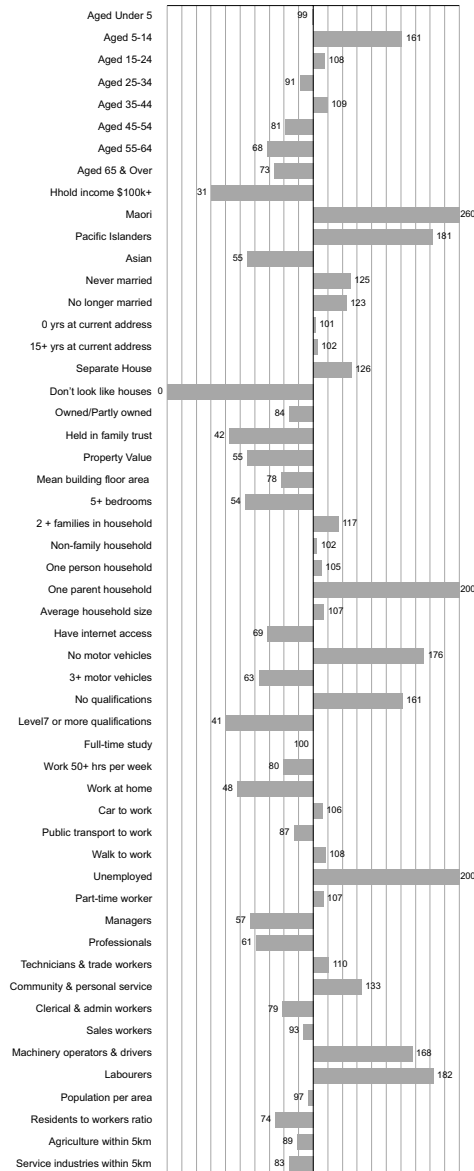
Family Pressures households are generally family households with adults aged between 35 and 44, and children of primary or middle -school age. There are many single parent households. They typically live in smaller rural or regional towns. Their stand-alone houses have a very low average capital value of just \$208,000, the second lowest of all Mosaic Types. They are less likely to own their own homes even with the low value.

There are more Maori households in these neighbourhoods, with nearly 36% classifying themselves as Maori. They also have a higher than normal number of Pacific Islanders. The Family Pressures households are not highly qualified, and tend to work in manual occupations within the manufacturing sector. This earns them an average household income of close to \$36,000 per annum. Few work in managerial or technical positions. There is a high unemployment rate and car ownership is low.

Like other Cultural Ties, Family Pressures aren't very health conscious. They like to eat takeaways and exercise very little. They admit to having sufficient time to prepare meals, but prefer to buy takeaways because they are cheap and easy and because they aren't too concerned about the adverse health effects. Similarly, Family Pressures are not concerned about looking fashionable. They commonly buy things on interest free credit and using lay-by. They like to drink New Zealand beer, and they don't often have wine with meals.

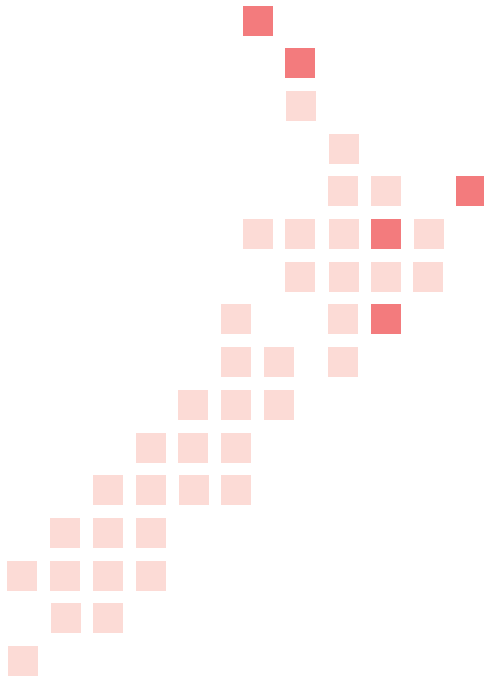
Family Pressures do not consider themselves to be intellectual, and are one of the lighter readers of the business section of the newspaper. They like watching car racing on television, and enjoy working on cars in their spare time. The Internet is not used very often, though increasingly for downloading music and playing games. They struggle to keep up with the changing technology and most of the information superhighway doesn't make sense to them.

They do not read many magazines or newspapers, rather watch television. They respond to phone offers and like to enter competitions and redeem coupons for special offers. Family Pressures may not be active in sports, but do enjoy outdoor activities such as hunting and fishing. They often use force to get things done, believing that obedience and respect for authority should be a strong value for today's youth.



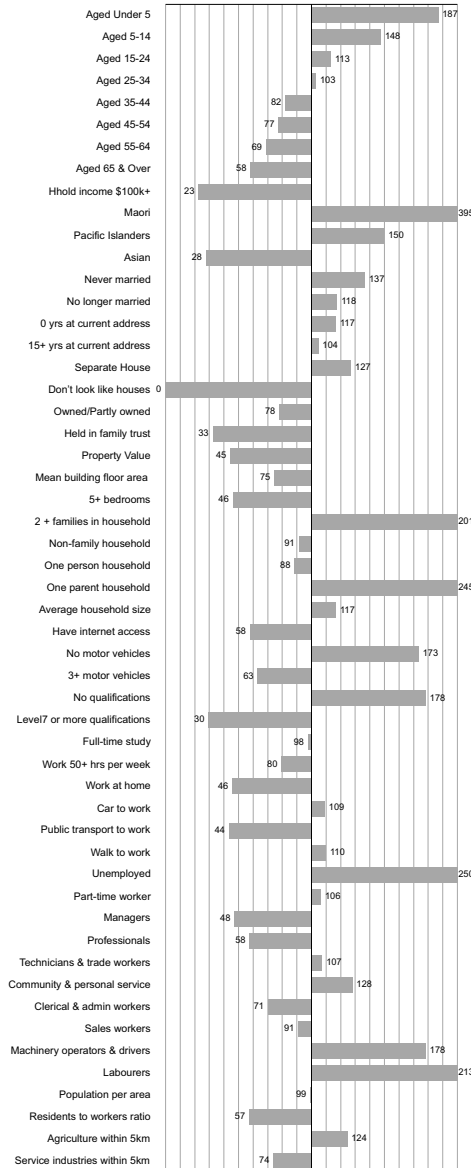
Top Districts – Christchurch City, Wanganui District, Rotorua District, Whangarei District & Tauranga City
 Top Suburbs – Naenae, Kawerau, Castlecliff, Aramoho, Gorville, Aranui, Wairoa, Burnside, Highbury & Papanui





Top Districts – Rotorua District, Gisborne District, Far North District, Whangarei District & Hastings District

Top Suburbs – Flaxmere, Kaiti, Kawerau, Koutu, Opotiki, Kaitaia, Kaikohe, Fairfield, Western Heights & Naenae



provincial whanau

MAORI COMMUNITIES OFTEN LIVING AROUND A MARAE IN PROVINCIAL AND RURAL AREAS

Provincial Whanau have the lowest of all median household incomes, at just over \$34,000 per annum. Incomes are likely to be supplemented by a benefit of some sort. Unemployment is high and qualifications low. Those working are more likely to be operating plant and machinery at businesses in the industrial sector.

Provincial Whanau often live in company owned homes in small towns in the North Island. Just under a third are single parent families, and with a higher likelihood to contain two or more families. These high-density homes have the lowest average capital value of just under \$169,000.

This Type has the highest percentage of Maori households of all types, they also have a higher than average incidence of Pacific Islanders, however it is the lowest within the Cultural Ties group.

Not heavy magazine or newspaper readers, many have never even used the Internet. They would like to purchase a home computer as they realise its usefulness. With little experience of modern technology, it is not surprising to find that it does not make much sense to them. Provincial Whanau feel that the world is changing too much and that they are neglected somewhat.

When they go to the pub they probably play pokie machines more than most, and while they are there, they will only drink New Zealand made beer. They feel it important to have a full social life and love being a part of a large crowd of people. A good night out would be dancing at a nightclub with friends or playing pool at the local bar.

Provincial Whanau like tough physical activity and frequently weight train or go to a gym. If they watch sport on television it is most likely to be touch Rugby, car racing, soccer or Rugby League. Holidays are taken outside of New Zealand, preferring the ecotourism experience through an organised trip. They like to go away on weekends, especially to the bright lights of the big city.

Supermarkets are selected on the services offered, such as an in house pharmacy, sit down café and lotto outlet. Discounts on petrol and good ranges of products and are also important to Provincial Whanau. They enjoy cooking and prefer a nice home-cooked traditional meal to takeaways, worrying about their cholesterol and calorie intake. Provincial Whanau often buy items on lay-by or credit. They tend to wear clothes to get noticed and would buy a product because of the label.