

family pressures

PARENTS WITH SCHOOL AGED CHILDREN OFTEN IN STATE HOUSING

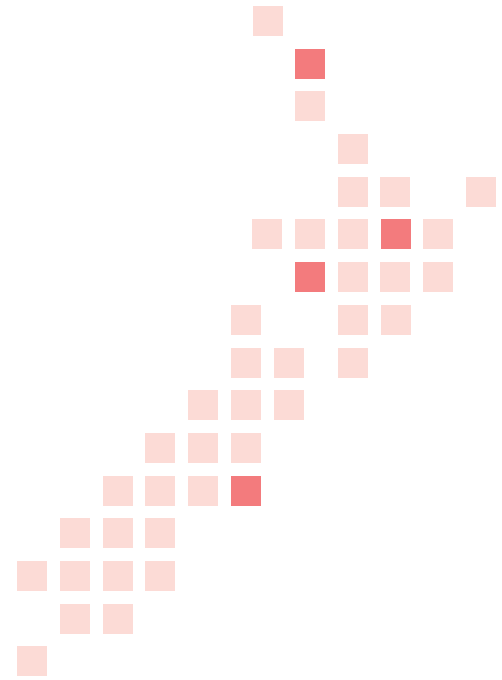
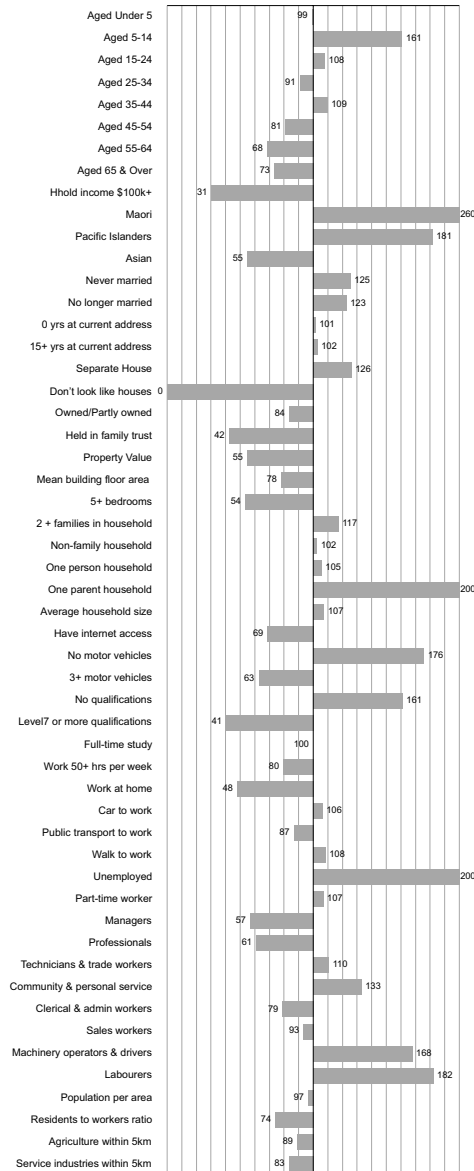
Family Pressures households are generally family households with adults aged between 35 and 44, and children of primary or middle -school age. There are many single parent households. They typically live in smaller rural or regional towns. Their stand-alone houses have a very low average capital value 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

