



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.

