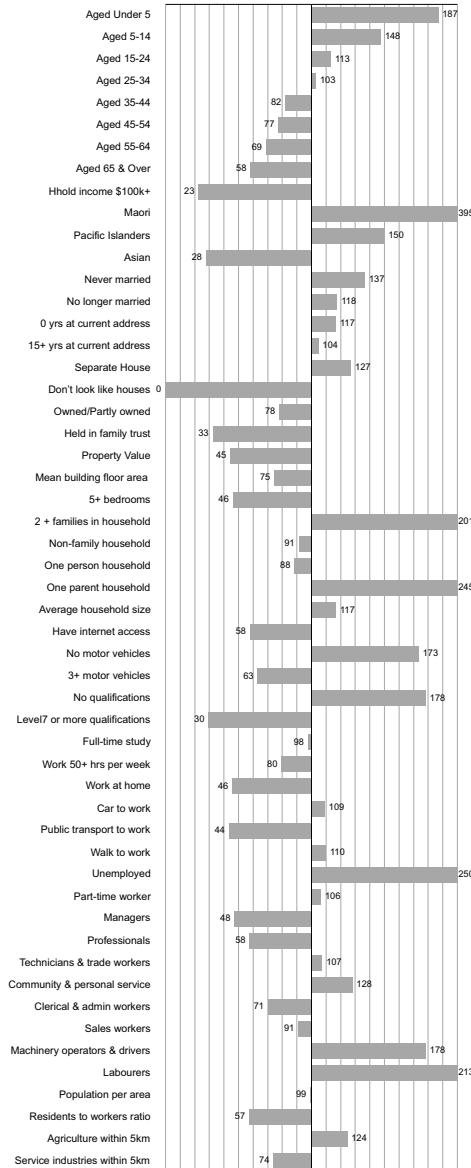


Top Districts – Rotorua District, Gisborne District, Far North District, Whangarei District & Hastings District

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.