

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.

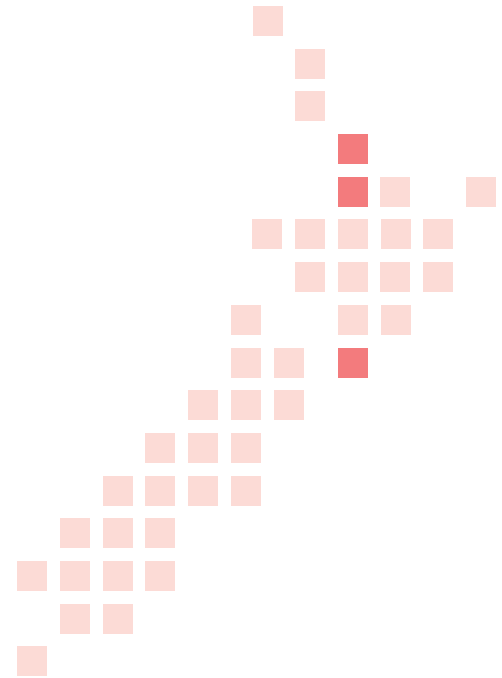
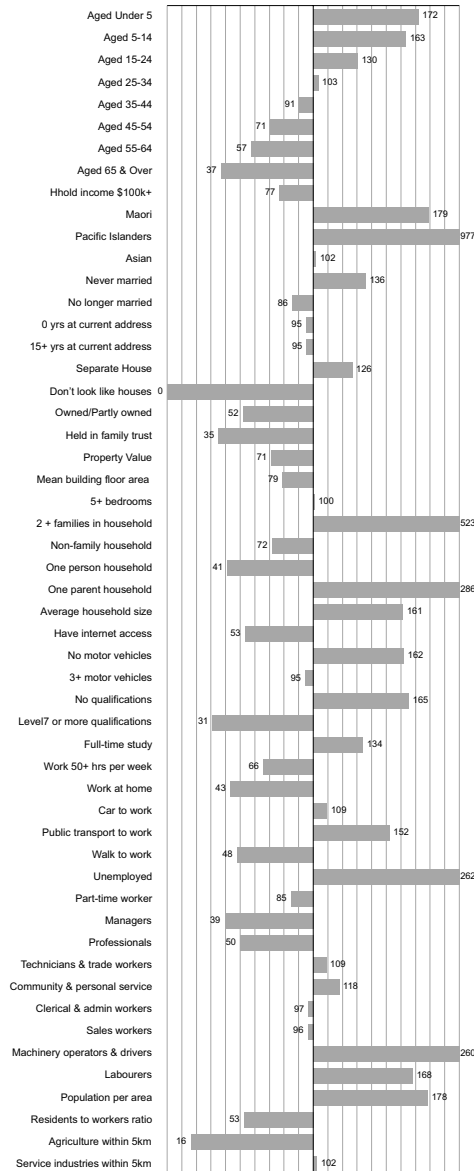
Given low rates of car ownership, it is not surprising to find that public transport usage is high.

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

