

rented nurseries

YOUNG DE FACTO COUPLES AND EXTENDED FAMILIES IN RENTED ACCOMMODATION

Earning an average of \$51,000 per annum, Rented Nurseries live in less affluent areas around the outer suburbs of urban centres in both islands. Aged between 25 and 34, with pre-school aged children, only 56% have partners. There is a high proportion of Maori, Pacific Islanders and Asian households. Just over a third have lived at their current address for over 5 years.

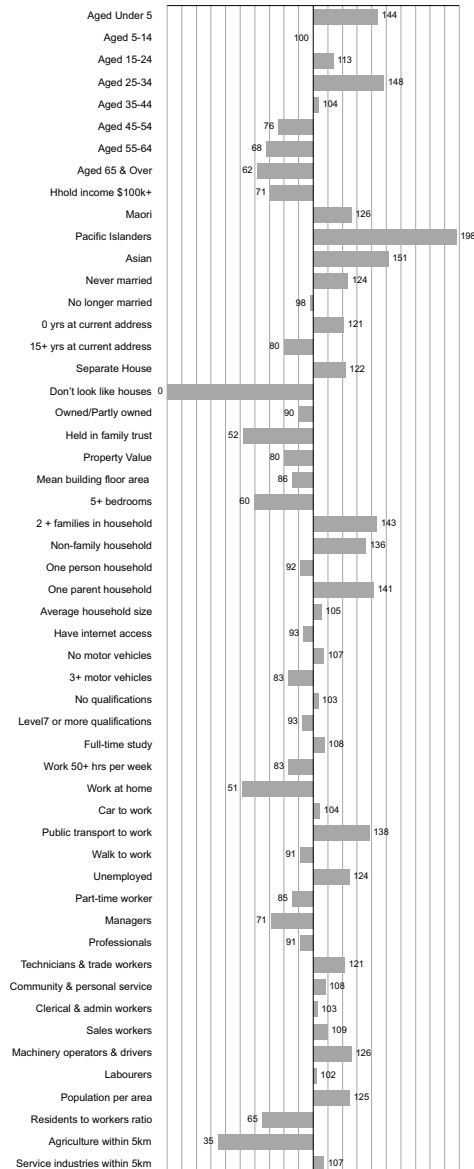
This type is the least likely of Family Growth to own their own home, however homes that are owned have an average capital value of \$304,000. Rented Nurseries are the least qualified of the Family Growth group, with just under 60% having only school or vocational qualifications.

They work in the trades and primary industries, preferring a structured 9 to 5 day with no overtime. They don't like using public transport, preferring their own vehicles – most households have two or more.

Although they like to wear clothes to get noticed, they do not think it is important to look fashionable or stylish and labels aren't the reason for a purchase. They buy goods on interest-free terms and go out of their way to search for a bargain. They often order takeaways or eat fast food. A significant number buy the same food every week, and select a supermarket based on the services available and the prices. They prefer beer to wine.

Rented Nurseries try to keep up with new technology, understanding its relevance in today's society. However, Internet usage is just below average, though they do use it for paying bills, entertainment, instant messaging, downloading music and entering competitions.

They enjoy sports, with power walking, jogging and fishing popular. Holidays are taken when income permits, preferring ecotourism or holidays where they can leave the arrangements to someone else. To relax they commonly rent a video or DVD rather than going to the cinema, and they do not read many newspapers or magazines. However they do respond well to special offers and outdoor advertisements.



Top Districts – Auckland City, Christchurch City, Waitakere City, Tauranga City & North Shore City

Top Suburbs – Papamoa Beach West, Papamoa Beach East, Mount Wellington Central, Avondale North, North Linwood, Arataki, Mornington, Onehunga South, Britannia Heights & Three Kings

