

provincial  
pride



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## provincial pride

### TRUE KIWIS IN PROVINCIAL TOWNS

Provincial Pride is a mixture of young families and older 50-somethings. They are typically found in coastal areas and are proud of their close-knit local communities.

Houses are generally separate dwellings of average quality and below average capital value. However, they're built on above average sized sections, typically the classic quarter-acre.

Household income levels of \$48,000 are below average, but with relatively low cost of living, they're not struggling.

Education levels are average, and occupations cover the utilities, education and social assistance industries.

Provincial Pride live conservatively and are more likely to watch television at home than hold dinner parties or attend cultural events. They don't spend extravagantly and rarely eat at expensive restaurants. They tend to watch the news on Television regularly, read the local newspaper and consider themselves quintessential New Zealanders.

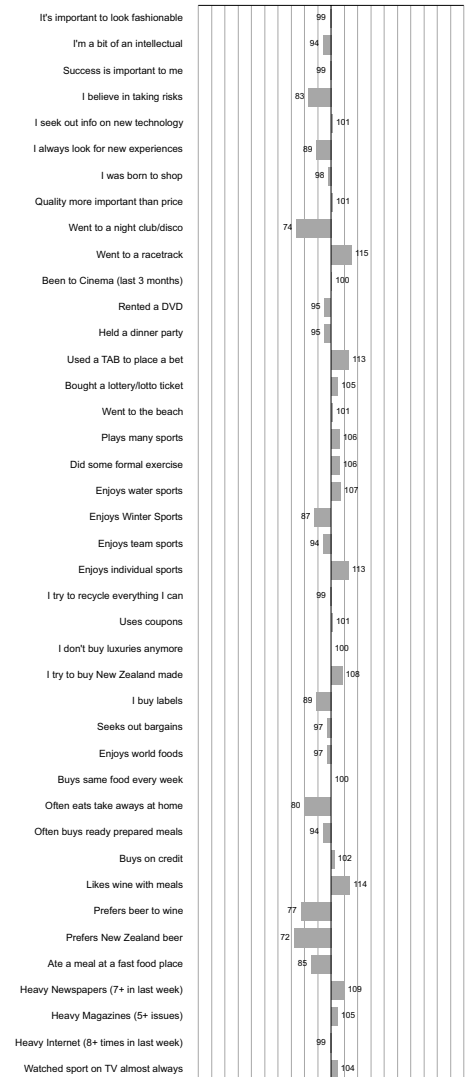
These are people who tend to buy the same staple items each week, used to create traditional meals at home. However, they enjoy occasional meals at the local pub, complemented by a glass of wine. They are increasingly health conscious, and watch their cholesterol level and weight.

Provincial Prides believe technology is changing too quickly and as such, Internet access and use is only average. They feel financially secure, and are conservative investors, though play lotto at the weekend.

### MOSAIC PROFILE



### ROY MORGAN SINGLE SOURCE SURVEY



# coastal freedom

OLDER COUPLES, OFTEN EMPTY-NESTERS, IN WELL ESTABLISHED COASTAL AREAS

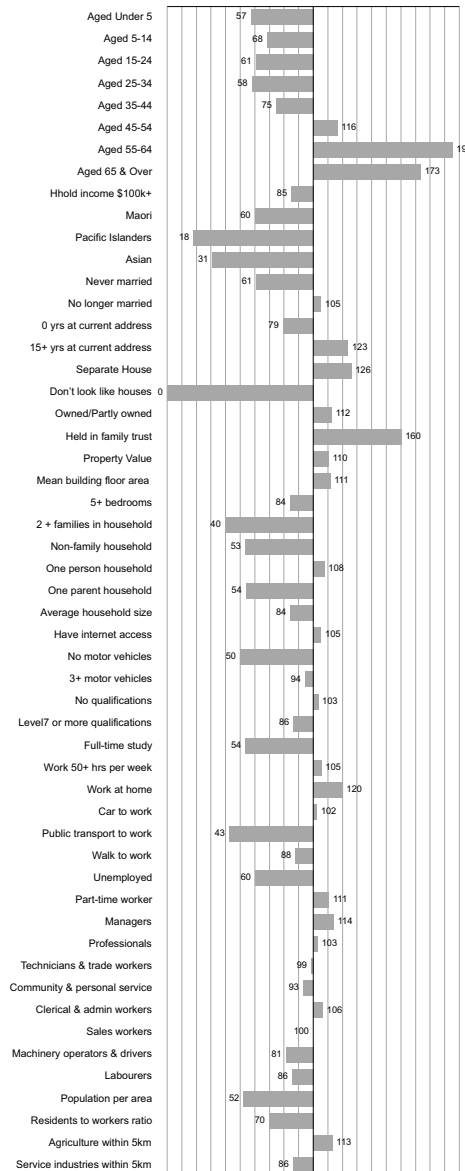
**Coastal Freedom households typically comprise married couples over the age of 55. They tend to own their own homes and have lived in them for over a year, a quarter for over 15 years. Almost 20% are held in a family trust. House values are below average, with typical capital value at \$418,000.**

Those still working are in a mix of occupations, a higher proportion of self-employed and part-time workers may suggest a slowing down into retirement. Household income is below average, at just over \$49,000. Typically, Coastal Freedom households have no qualifications or a school level qualification at best.

Enjoying the simple, quiet life Coastal Freedom are comfortable with what they already like and know, and are resistant to change. Issues like globalisation are far from their minds in their more remote locations. They are light users of the Internet, with occasional online shopping as the major use.

They prefer traditional home-cooked meals to pre-prepared convenience food. Coastal Freedom are also likely to use coupons for special discounts, and they are the most likely Mosaic Type of all to be more interested in their house than their job. As such they are frequent visitors to home interiors stores.

Fishing, hunting and power boating are popular, with many also betting at their local TAB. Uninterested in popular culture, few rent videos or DVDs, and they go to the cinema less often than other Mosaic Types.



Top Districts – Thames-Coromandel District, Tauranga City, Kapiti Coast District, Christchurch City & Far North District

Top Suburbs – Waikanae, Whangamata, Waiheke Islands, Snells Beach, Waihi Beach, Whitianga, Papamoa Beach West, Picton, Kerikeri & Springval



# quarter acre assurance

## TRADITIONAL FAMILIES IN PROVINCIAL TOWNS

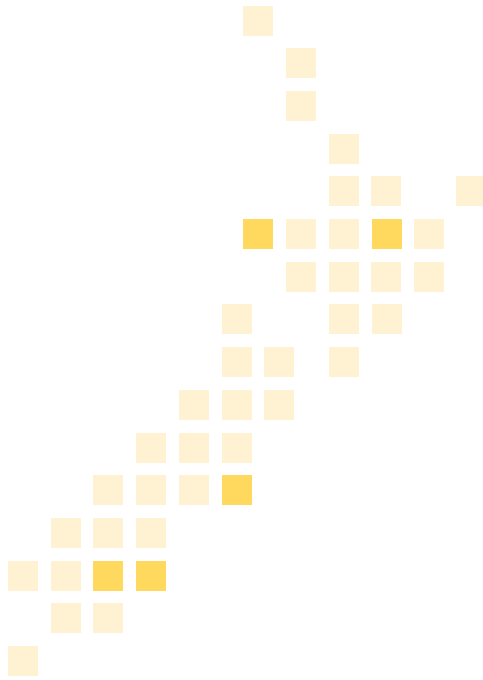
**Quarter Acre Assurance comprises older New Zealanders of European decent, one-third are aged over 55. A significant proportion are in part-time work, those that remain in the workforce tend to be in clerical, management and professional roles. As with the other Provincial Pride Types, over 87% have no qualifications or at most, a school level qualification. Median household income is \$52,000 per annum.**

Houses are located in well-established suburbs, with average values around \$346,000. Floor area is larger than average though at over 160 square metres. Nearly two-thirds of the Quarter Acre Assurance Type own their home. Many are now mortgage-free after many years of diligent repayment.

Motor vehicle ownership is lower than average, however 45% own at least one vehicle. They also go to the occasional professional sports event, particularly one-day international cricket.

Shopping is seen as an enjoyable day out, and interest-free credit is used often, although they don't like taking risks. They don't feel they have much time for cooking yet watch their weight and worry about cholesterol levels. As long as their supermarket has their favourite brands and have friendly and helpful staff they are happy.

Retired, Quarter Acre Assurance do not miss the stresses of working. Like other Provincial Prides, these people believe that the world is changing faster than they can, adversely affecting their small town way of life. They are confused by new technology and don't really understand the Internet. As a consequence, computer ownership and Internet usage is very low.



Top Districts – Christchurch City, Tauranga City, New Plymouth District, Timaru District & Dunedin City

Top Suburbs – Otumoetai, Havelock North, Allenton, Whangaparaoa, Waikanae, Awapuni, Paraparumu Beach, Taradale, Richmond & Avonhead



# winding down

EMPTYING NESTS, REDUCING DEBT AND PREPARING FOR RETIREMENT

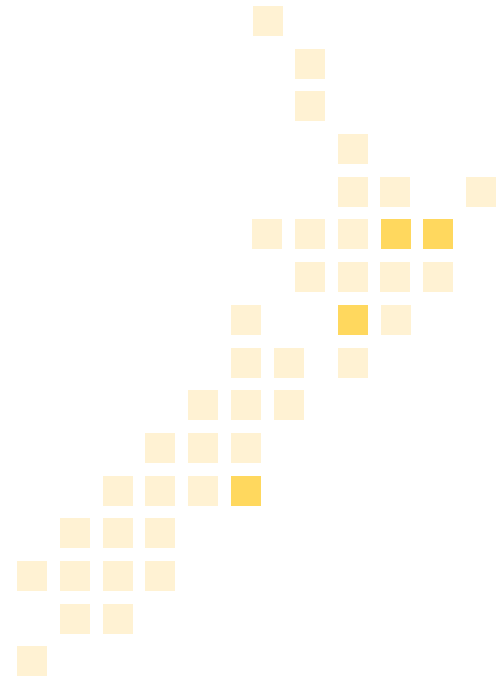
**Winding Down is the oldest of the Provincial Pride Group, with 43% over the age of 55. They tend to live in small towns, choosing quiet coastal areas where they can enjoy the sunshine. There are many baches in these areas. With no children to accommodate, Winding Down's enjoy their homes and stay in them for a long time; half over 5 years and almost 20% over 15 years. Homes have an average capital value of \$350,000 and many are owned freehold.**

Winding Down households contain a higher proportion of married couples; 33% are classified as not partnered. Looking forward to their retirement, many have chosen to work in part-time jobs in utilities, construction, education and social assistance industries. Household income is below average at \$43,000.

As a group, these are aging, more traditional people who like to drink New Zealand made beer. Expensive restaurants and other luxuries are seen as an unnecessary extravagance, and the strong New Zealand brands they've grown up with, remain the brands of choice.

Identifying strongly with the land, they see themselves as environmentally conscious, but feel that the current threats to the environment are exaggerated. They tend to support longer-term development projects and strongly believe that a percentage of people's income should go to charity. Liking things to stay the same, they admit to being a little baffled by new technology such as computers, the Internet and DVDs.

They are heavy readers of newspapers and like being kept up-to-date with their local suburban newspaper and regularly watch the evening news. They also like to take holidays, especially within New Zealand. Watching golf, tennis, cricket and rugby on television are other popular pastimes, as is playing lawn bowls and a quiet game of golf.



Top Districts – Kapiti Coast District, Tauranga City, Western Bay of Plenty District, Waitaki District & Christchurch City  
 Top Suburbs – Waikanae, Arataki, Katikati, Rangiora, Oamaru North, Oamaru South, Winton, Omokoroa, Greenmeadows & Matamata

