

quarter acre assurance

TRADITIONAL FAMILIES IN PROVINCIAL TOWNS

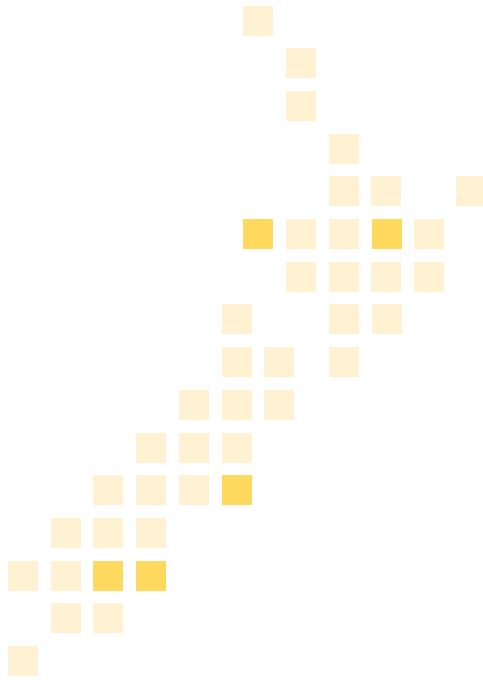
Quarter Acre Assurance comprises older New Zealanders of European decent, one-third are aged over 55. A significant proportion are in part-time work, those that remain in the workforce tend to be in clerical, management and professional roles. As with the other Provincial Pride Types, over 87% have no 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

