

rural  
living



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## rural living

### RURAL LANDOWNERS AND WORKERS IN FARMING HEARTLANDS

Rural Living are located in country farming areas and rural service towns. This group includes school children with middle-aged parents, with grandparents, ranging in age from 25 to 64.

Employment is generally on the farm, however there are lifestyle Types within this group, such as Rural Retreats, that work in the city while living on lifestyle blocks.

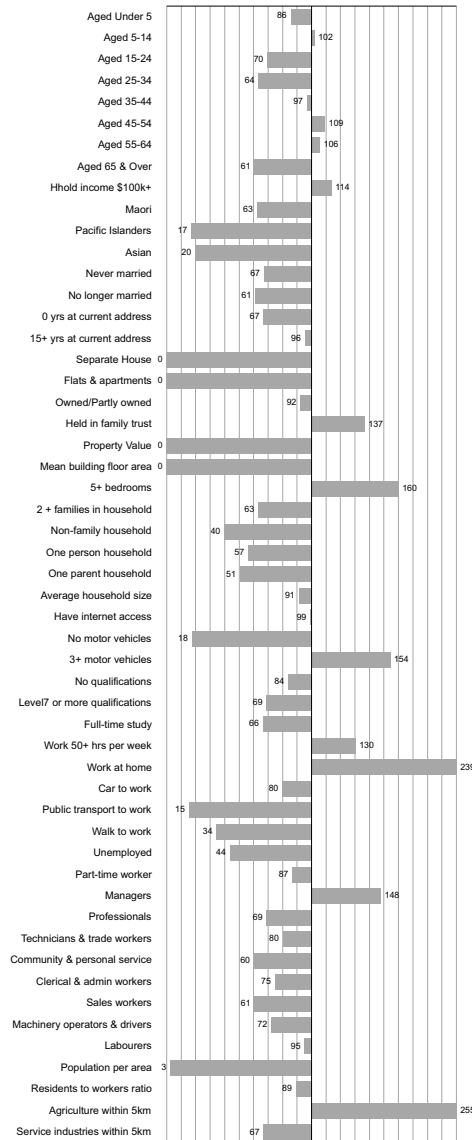
They spend a disproportionate amount of time tending the land, and as most live at work, they understandably find it difficult to switch off from their jobs. Average household income is approximately \$63,000.

Rural Living often shop for basic requirements at a local store. They like to have traditional meals at home, often eating meat, and rarely buy frozen or ready prepared meals. New Zealand beer is popular, and beer is preferred over wine. These people enjoy a beer after a hard day and, not surprisingly, rarely eat at restaurants.

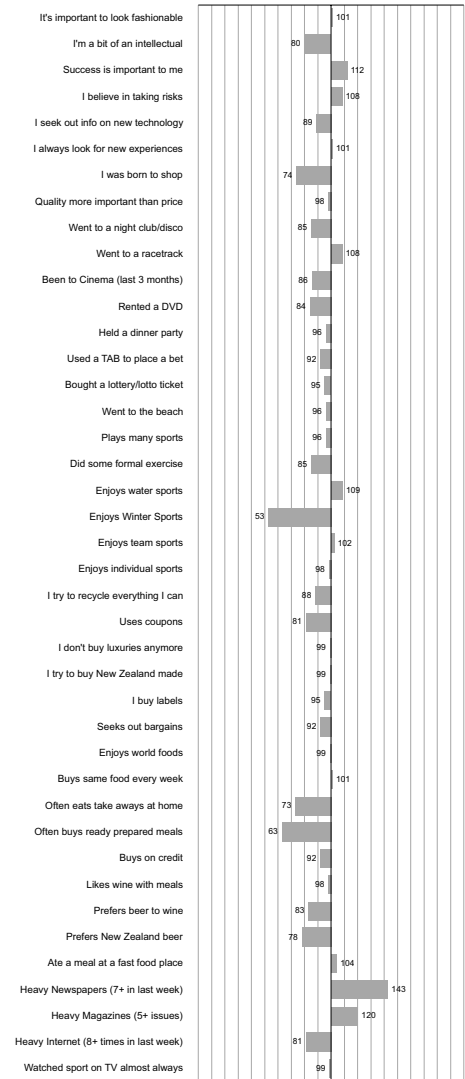
Self-sufficient, they consider themselves as 'do-it-yourself' kind of people, and are have an average ability with computers and other technology. They are light Internet users however, as the technology is often not practical in remote areas.

Rural Living don't trust the New Zealand Government, feeling the agricultural sector is increasingly neglected in favour of more 'fashionable' industries.

### MOSAIC PROFILE



### ROY MORGAN SINGLE SOURCE SURVEY



# rural escape

RURAL LIVING, NON-FARMING HOUSEHOLDS WITH SMALL SECTIONS WORKING IN SERVICE TOWNS

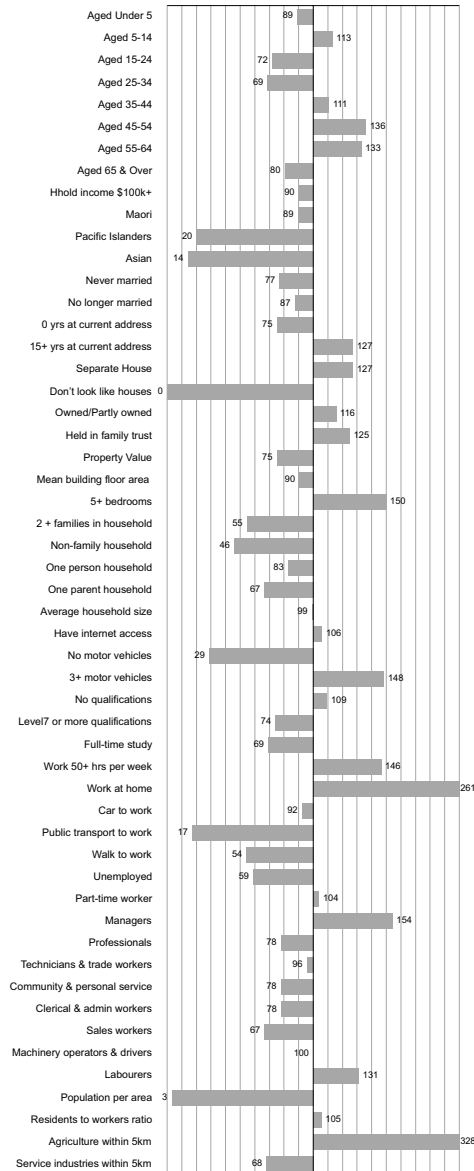
**Aged 35 to 64, Rural Escapes tend to live on the outskirts of towns and cities. A quarter have lived in their home for over 15 years, many are owner-occupiers. Over 20% have more than 3 motor vehicles. They are most likely to be married and partnered, a number working from home. These are mainly lifestyle properties, however 40% are classified as residential.**

Rural Escape's would find it difficult to cope with a demanding career, and as such are not as interested in their work. They find there are not enough hours in the day, and seeing themselves as Mr-Fix-Its they can be often found working on projects around the house or in the garden. They tend to buy the same food every week, though do like trying new products occasionally. Supermarkets are not chosen because of locality but whether there is a good range of seafood and New Zealand beer. They are not as health conscious as city folk, though with their active lifestyle, the physical exertion keeps them healthy.

Fishing is very popular, both as a traditional food source and as recreation. Other outdoor activities are popular as well as a quiet game of pool at the local pub. Rural Escape can be found in areas where good fishing is easily accessible. They like watching rugby on television with a smattering of golf and car racing.

Corruption is seen as a major problem in society and most would like obedience and respect for authority to be instilled in youth. They believe in taking risks to achieve what you want and also are not afraid of using force to get things done.

They are heavy newspaper and magazine readers and always watch the evening news to keep up to date with what's happening in the country. They do not use the Internet very much, with coverage not as good. They do not often go to the movies or rent a video or DVD due to their distance from town. Although they like to look fashionable, they do not enjoy the hustle and bustle of malls and busy streets, and as such are light spenders.



Top Districts – Far North District, Tasman District, Dunedin City, Southland District & Manawatu District  
 Top Suburbs – Kerikeri, Kairanga, Manakau, Lincoln, Ross, Awhitu, Collingwood, Parua Bay, Havelock & Omaha





Top Districts – Rodney District, Franklin District, Waikato District, Waimakariri District & Waipa District

Top Suburbs – Dairy Flat, Matangi, Ohoka, Rolleston, Kumeu, Riverhead, Helensville, Drury, Karaka & Waiuku



# suits & gumboots

LARGE HOUSES ON LIFESTYLE BLOCKS WITH URBAN COMMUTERS

**Suits & Gumboots are family households typically aged 35 to 54 years, some with school aged children, who tend to live on lifestyle properties on the outskirts of cities rather than on actual farms. Over 70% are classified as lifestyle properties. They have the largest household income in the Rural Living Group, at around \$79,000, as they often commute to the cities and work in professional or technical occupations. These properties are sometimes called 'toy farms' because they look like farms, but are really too small to be profitable, and the animals contained are more likely to be pets than for production.**

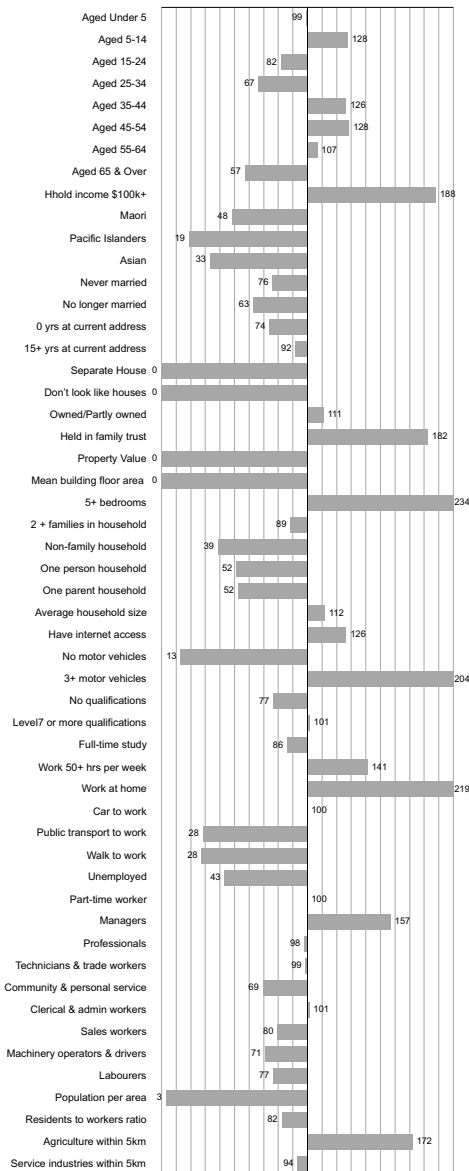
Many own their own homes, which are larger than average, or they are held within a family trust. They work long hours in a variety of roles, though a higher incidence of managers than average New Zealand. Many are self-employed or employ others in their business. However, overall education levels are low compared with the urban types.

They are very busy people, and feel there are never enough hours in the day. Suits & Gumboots are more concerned with their careers than their homes. Success is important to them, and they are willing to take risks, willing to use force to get things done. Being well insured, they like to try new experiences. They don't tend to buy luxuries any more, but believe quality is more important than price. With their larger wealth, they tend not to need credit or financing, preferring to pay for things when they have the money.

Car ownership is the highest of all country dwellers, with over 30% owning three or more cars. They are more likely to choose premium beer than other rural people, though would rather drink wine with their meals. They tend to buy store own-brand products rather than well known brands, and are not overly concerned about their health.

Suits & Gumboots are heavy readers of newspapers and magazines. Over three-quarters of these homes have Internet access, which is above average and far higher than other rural households. Using it mainly for paying bills and a little online shopping as opposed to making social contacts.

For recreation, they enjoy a day at the races, a classical or jazz concert or going to a professional sporting event. They are quite likely to have a horse or two on the block for themselves or the kids to ride. Overall, outdoor activities such as hunting and fishing are frequently enjoyed by these people, which is probably why they choose to live in the country. Like most Rural Living, Suits & Gumboots are not afraid of a bit of physical activity.



# seasoned country

MATURE COUPLES LIVING ON SMALLER FARMS

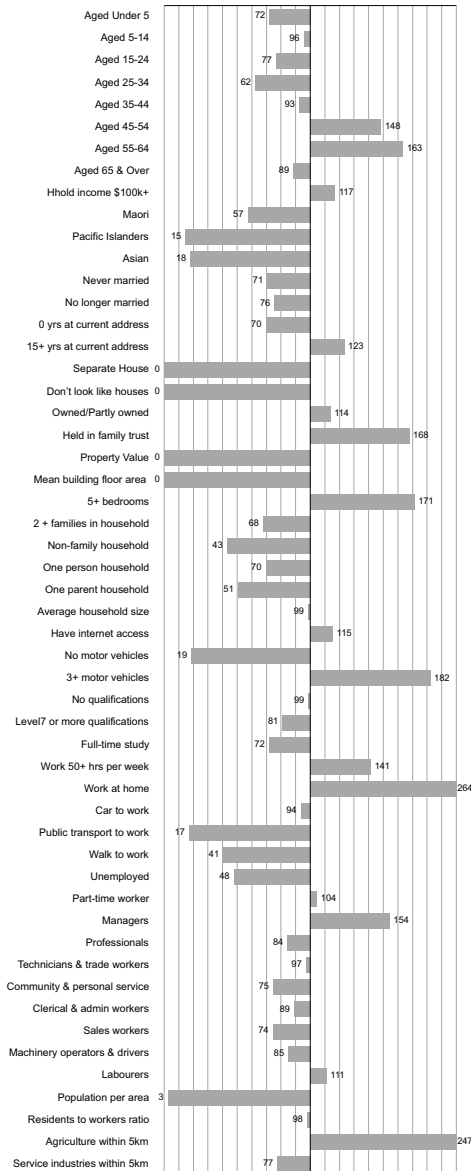
**Seasoned Country** are typically empty nesters aged over 45. There are fewer children on these properties, as most have probably left home, attracted to the cities for career and social life. Many work from home either self-employed, managing the farm, or in the utilities industry. Their average household income is \$60,000, education levels are low, however this does not correspond to high unemployment, in fact this Type has one of the lowest unemployment rates.

Most of these households have lived at their current residence for over 5 years. They own at least one car, though its very common to own more than 3. They often are found at the hardware store buying something for a project at home or tinkering with their cars. With over 60% of properties classified as lifestyle properties, Seasoned Country have a mix of land use. Their homes are large and likely to be owner-occupied, often held in a family trust.

Seasoned Country are heavy newspaper readers and also read a fair amount of magazines. They do not often rent a video or DVD, but do like to listen to the radio in the car or watch television. Internet availability is below average, and as such they are only light users with a few never having accessed it at all. They believe the fundamental values of society are under threat, but don't think the threats to the environment are as bad as the media makes them out to be.

Motor sports, hunting, fishing and horse riding are popular outdoor pursuits as they enjoy the physical activity that comes with country living. They are not big on shopping, in part because shops are relatively inaccessible. They don't feel it is important to look fashionable, and would not buy a car solely based on looks.

Seasoned Country feel there are not enough hours in the day for the work that they do. Success is important to them, but they are more interested in their home life than their career. They are likely to enjoy a big traditional meal at home at the end of the day, topped off with a pint of ice-cold beer or increasingly a glass of wine.



Top Districts – Western Bay of Plenty District, Rodney District, Timaru District, Waimakariri District & Franklin District

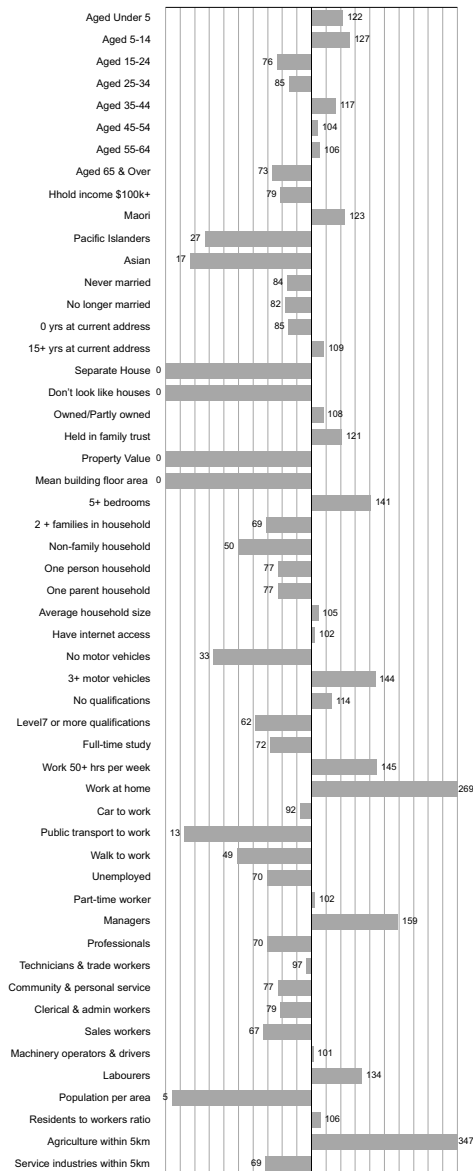
Top Suburbs – Te Puna, Aongatete, Wairau, Kerikeri, Opaki, Matangi, Otaki, Kumeu, Geraldine & Levels





Top Districts – Western Bay of Plenty District, Whangarei District, Rodney District, Waikato District & Far North District

Top Suburbs – Pyes Pa, Wellsford, Maungatapere, Te Puna, Cust, Kerikeri, Waiuku, Dargaville, Kumeu & Helensville



## rural simplicity

SIMPLE-LIVING FAMILIES LIVING IN LOWER VALUE RURAL COMMUNITIES

**Rural Simplicity own farms and lifestyle properties in sparsely populated areas in New Zealand. Their job is very important to them, and as such work very long hours to be successful. They feel it's important to take responsibility in a job and in having job security.**

These are mainly family households with parents aged 35 to 44 with school age children. A quarter of these people are in paid employment within the agricultural sector, more than usual are self-employed or employ others to work on their large farms. The median household income is approximately \$51,000 per annum.

Traditional people, they are unhappy with the rate of change in the world, and like most rural people they don't trust the Government. They are increasingly buying health food alternatives such as organics and additive free items. At one with the land, they would prefer not to include any GE foods in their diet. Supermarket choice is most likely to be made on additional services; pharmacy, café, photo development and lotto are all appealing.

Isolated from many services, they are practical, self-sufficient people – an attitude synonymous with the "number eight wire" reputation of the New Zealand farmer. Internet usage is very light, with many not ever having accessed it at all.

They are concerned about their privacy through new technology.

They enjoy tough physical activity, but are unlikely to go to the gym. Rather, they go hunting, fishing, boating or play rugby union. Rural Simplicity enjoy their newspaper and magazines, particularly the business sections. They tend to respond well to phone, television or catalogue offers.

# heartland

ESTABLISHED LARGE FARMS AND CONTAINING TRADITIONAL FAMILIES ON PRIME LAND

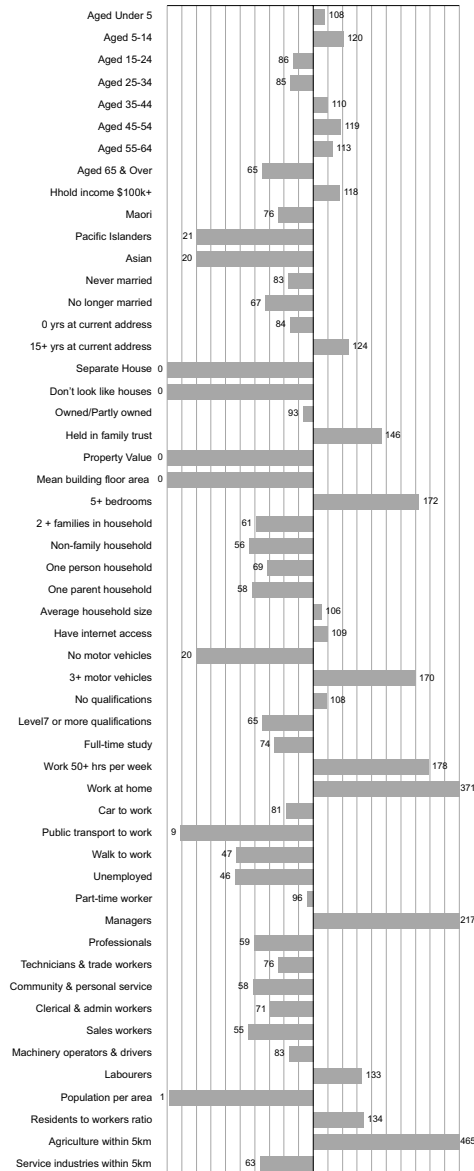
**Heartland consists of the largest rural properties in the most sparsely populated areas. Conservative and traditional, Heartland types are typically aged 35-64, with school-aged children. They are very stable, over 20% have lived at their current address for more than 15 years. Motor vehicle ownership is very high, with almost every household owning at least one car and over a quarter owning more than 3.**

These are the busiest farmers, putting in over 50 hours per week on their property. Mainly they work for themselves, and 16% of these farmers employ others to assist on the farm. Unemployment is low, and employment is based around rural industries and services. Mean household income is just under \$61,000 per annum, although 22% earn over \$100,000 per annum. Living at work makes it hard to switch off, but a day off might be spent at the races or pokies at the local pub.

They are the heaviest magazine and newspaper readers, often reading the business sections. Internet usage is light as they are more worried about the invasion of privacy that new technology brings. They are wary of the government, probably due to the way they perceive economic policy is affecting their industry.

New Zealand beer dominates imported brands for these households, and most meals are made at home so takeaways are rare. They do enjoy cooking and like to try new foods. They trust well-known brands rather than the home brand. They rarely go shopping and although they like to look good, they don't like rushing about in a shopping centre.

Heartlanders enjoy tough physical activity, and playing sport when they can. Sports are usually the Kiwi favourites of fishing, netball and hunting. Horse riding activities are also common, which is understandable given their location. They enjoy holidays away from the crowds, usually organised by someone else. They rarely leave New Zealand preferring remote beaches or other holiday spots within New Zealand.



Top Districts – Hastings District, Matamata-Piako District, South Taranaki District, Southland District & Ashburton District  
 Top Suburbs – Te Aroha, KIWITAHĪ, Twyford, Wairau, Paengaroa, Longlands, Meeanee, Te Puke, Tahuna & Manaia

