

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

