

heartland

ESTABLISHED LARGE FARMS AND CONTAINING TRADITIONAL FAMILIES ON PRIME LAND

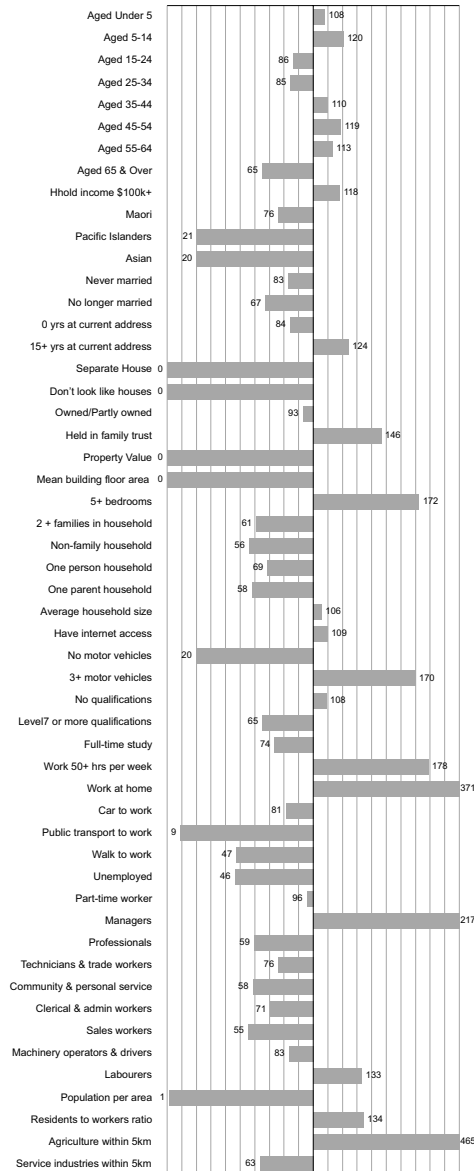
Heartland consists of the largest rural properties in the most sparsely populated areas. Conservative and traditional, Heartland types are typically aged 35-64, with school-aged children. They are very stable, over 20% have lived at their current address for more than 15 years. Motor vehicle ownership 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

