

seasoned country

MATURE COUPLES LIVING ON
SMALLER FARMS

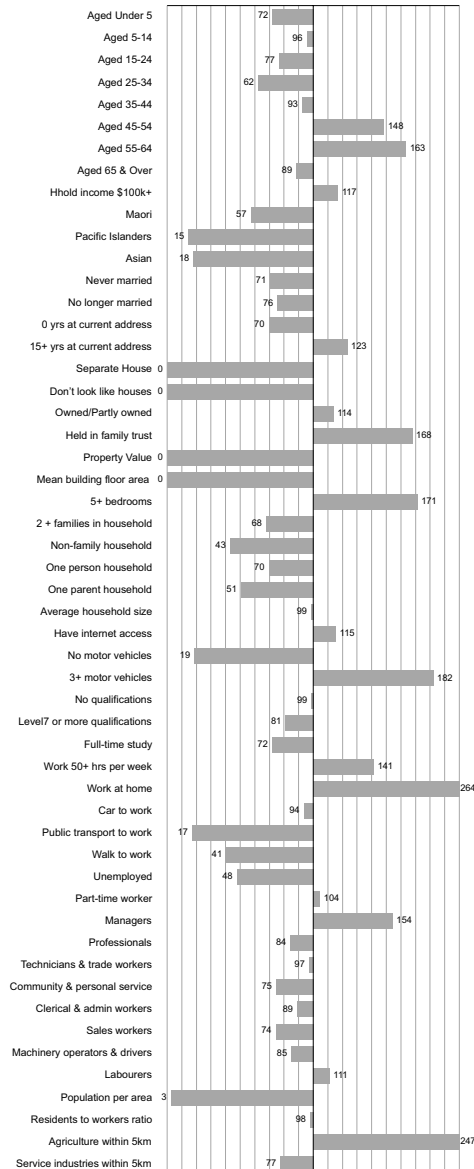
Seasoned Country are typically empty nesters aged over 45. There are fewer children on these properties, as most have probably left home, attracted to the cities for career and social life. Many work from home either self-employed, managing the farm, or in the utilities industry. Their average household 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

