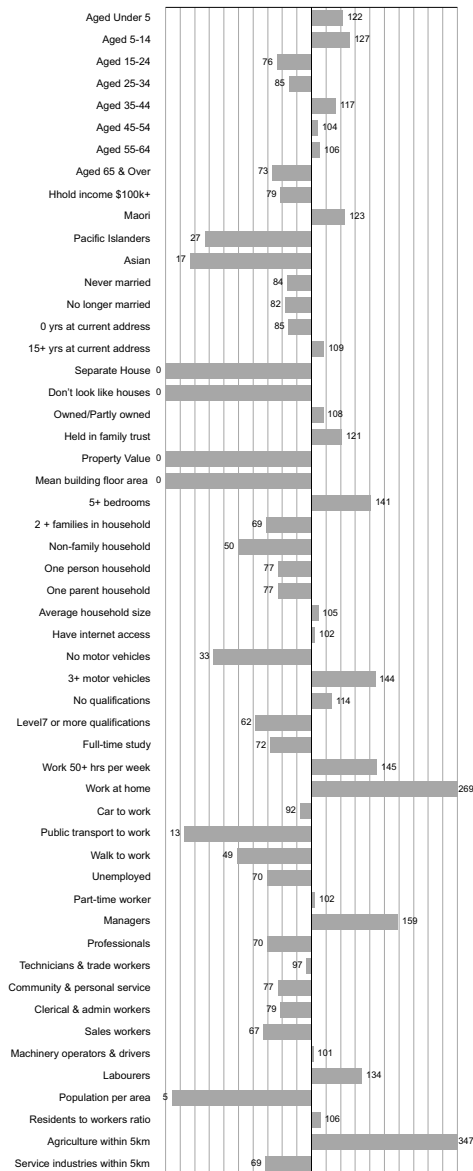




Top Districts – Western Bay of Plenty District, Whangarei District, Rodney District, Waikato District & Far North District

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.