



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.