

enduring roots

WORKING FAMILIES THAT OWN THEIR HOME OUTRIGHT, LIVING IN TOWNS

Enduring Roots is a mix of older retirees and some families aged 45-54, with over a quarter being single person homes. Household income is below average at just \$44,000, with work as machine operators, labourers and drivers in the manufacturing and agriculture industries common. Qualification levels are low.

The majority live in small mainland towns where house values are low, averaging just \$258,000. Although many own their own homes, a few still struggle with a mortgage. They buy takeaways often as they believe expensive restaurants are a waste of money. Frozen and prepared meals are common on busy days otherwise they prefer a traditional home cooked meal finished off with a classic New Zealand beer. Houses are valued and looked after for the privacy and peace they give. They often stay in the same house for 15 years or more.

Enduring Roots are concerned by the pace of change in the world. They do not enjoy taking risks, and believe corruption is a major problem in today's society. They think they would have trouble coping with a demanding career and as such don't think material success is important. They don't often buy luxuries any more and don't feel it important to look fashionable or to buy labels. Finance is used frequently. They play at the pokies and buy a lotto ticket regularly.

Supermarkets are chosen where they offer discounts on petrol, low meat prices and good weekly specials. This group takes part in a variety of sports and is particularly keen on fishing, tennis and pool. They are light Internet users but struggle to keep up with technology as they believe it is changing too fast. They often use force to get things done.

Relaxation and rest are the prime reasons for taking holidays, which are normally taken within New Zealand and often organised by someone else.



Top Districts – Christchurch City, Dunedin City, New Plymouth District, Timaru District & Invercargill City

Top Suburbs – Motueka, Waimataitai, Westport, Hokitika, Avondale, Kingswell, Mosgiel, Temuka, Newfield & Te Aroha

