

# freehold fringe

WORKING FAMILIES THAT OWN THEIR HOME  
OUTRIGHT, LIVING IN TOWNS

**Freehold Fringe are predominantly family households not easily identified by age. They live in and own well-kept, smaller-sized houses. Home ownership is above average, typical value \$259,000 with a high percentage owning their home outright. Almost 20% have lived at their current address for more than 15 years. Houses are located in smaller towns in the North and South Island.**

Education level is low, with 32% having no qualification at all. They work as technicians and tradesmen in the smaller provincial towns. The average household income is approaching \$44,000 per annum. Incomes being below average, holidays are taken within New Zealand rather than overseas. Many drive to work, more due to remoteness of their location than preference.

Freehold Fringe have very strong, traditional views. They don't enjoy taking risks, usually buy the same products every week, and are unwilling to try new products or brands. Being conservative, they are the least likely to wear clothes purely for the purpose of being noticed. They believe the world is changing too fast to keep up with and are concerned that the fundamental values of society are under threat. They also believe that globalisation brings more problems than it solves, and are not interested in the knowledge economy or information superhighway.

Freehold Fringe like to cook a traditional meal at home and have relatively low consumption of frozen or pre-prepared meals, preferring the classic Kiwi meal. Eating out at expensive restaurants and buying imported beer are seen as a waste of money. They are concerned about their health, increasingly choosing low fat options.

Freehold Fringe have average readership of magazines and newspapers, enjoying the free local paper for community news. They prefer to watch the evening news on television to keep up to date with what's happening. Freehold Fringe enter competitions in newspapers and magazines and redeem their coupons to get discounts. Favourite sports to watch on television are cricket, trotting and car rallying.



Top Districts – Christchurch City, Tasman District, Dunedin City, Masterton District & Invercargill City

Top Suburbs – Motueka, Wainuiomata Central, Solway, Richmond, Hoon Hay, Turangi, Feilding South, Matamata, Thames & Levin East

