

manufacturing clans

MULTICULTURAL AREAS OF MAINLY BLUE-COLLAR EMPLOYMENT IN URBAN AREAS

Manufacturing Clans include more Maori and Pacific Islanders than are found in other Working Fringe households. 28% are of Maori ethnicity, and 26% classify themselves as Pacific Islanders. Household income is just over \$53,000, with an 8% unemployment rate. Manufacturing Clans have the highest percentage of people driving a car to work.

That work will be as tradesmen, machine operators and technicians in the manufacturing, transport and information industries. Qualification levels are lower than average with over a third having no qualifications at all. Manufacturing Clans contain many young families and over 60% are less than 35 years old, with almost 20% primary and secondary aged children.

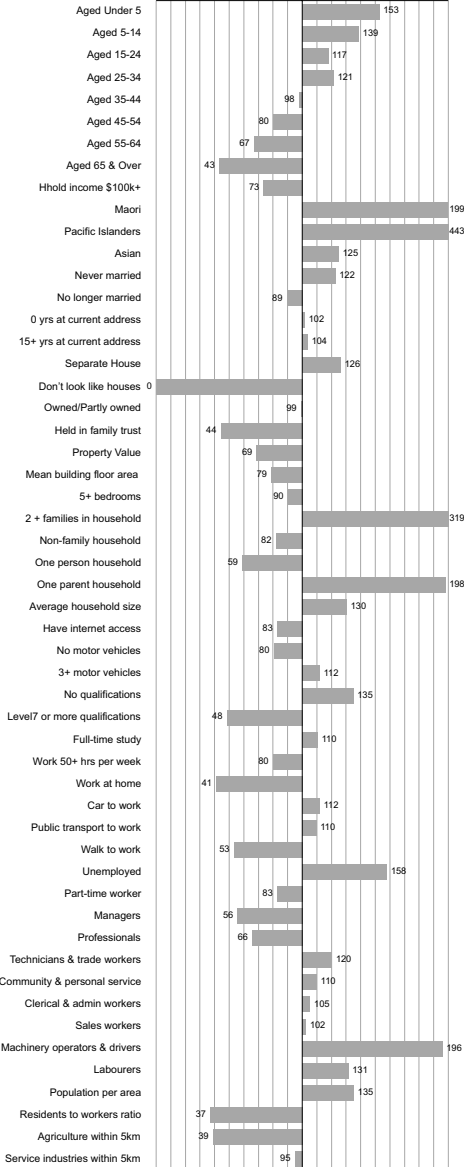
House values are low, with an average property value of just \$260,000, and houses are significantly smaller than average, with a mean floor area of just over 117 square metres. It is not unusual to find extended families living in these homes. They have the highest percentage of households with two or more families. As well as the second highest number of people per household. Over a quarter of these homes are single parent households.

Manufacturing Clans feel that the world is changing too, much and place family life above striving for materialistic success. Being very ethnically diverse, their culture is very important to them. They believe children should learn obedience and respect for authority.

There is little time for breakfast in Manufacturing Clan households, and takeaway food is often bought for taste and convenience. They prefer strong drinks to beer, and do not drink wine very much. Supermarkets are chosen for their low prices of seafood, free samples and whether there is a lotto outlet.

Low incomes influence the brands they choose, they are more likely to buy cheaper store brands over more exclusive brands. They enjoy shopping, however do not often buy luxuries. Price is more important than fashion. This price sensitivity means Manufacturing Clans are very willing to search for bargains, and they use coupons often. They commonly use interest-free credit and lay-by to buy the things they want.

Manufacturing Clans do not read magazines or newspapers very often preferring to watch television. They love to watch and play rugby and netball, and also enjoy watching other sports on television such as car racing, fishing and basketball. They are also likely to play the pokies or go to the casino or TAB. They are very light Internet users, downloading music and entering competitions.



Top Districts – Manukau City, Waitakere City, Hamilton City, Lower Hutt City & Christchurch City
 Top Suburbs – Mangere East, Wainuiomata Central, Ranui, Clover Park, Papatoetoe West, Massey West, Flaxmere, Manurewa Central, Mangere Central & Clendon Park

