

# mortgaged endeavour

BLUE COLLAR CORE, MANUFACTURING AND  
TRADE FAMILIES WITH MORTGAGES

**Mortgaged Endeavour are family households with school-aged children. Typically aged 35-44, they make up the largest group of New Zealand households. Working as technicians, machine operators, community workers and in areas of public administration, median household income is below average at \$50,000 per annum.**

Relative to the rest of the Working Fringe group, Mortgaged Endeavour own their own homes, working hard to pay-off the mortgage. Their homes are found in provincial areas, with an average capital value of approximately \$271,000. If anything, their houses are slightly larger than most of the Working Fringe group, with the mean floor area nearing 133 square metres.

Almost 18% have been living at their current address for over 15 years, understandably preferring things to stay the same. A car is important to their lifestyle as they are likely to drive to work. They often use finance to buy things that they want. They are light internet users, often only for banking. They do not read newspapers or magazines much, preferring television.

They like tough physical activity and take part in outdoor pursuits such as hunting, fishing and martial arts.

They think of their home as a haven, and are therefore private individuals. They prefer renting a DVD or video rather than going to the cinema, however for a good night out, they often go to the local pub for live entertainment and a good New Zealand beer. Takeaways are popular for convenience. Supermarkets with low prices especially for meat, seafood and delicatessen products are popular.



Top Districts – Christchurch City, Waitakere City, Dunedin City, Lower Hutt City & New Plymouth District

Top Suburbs – Stokes Valley, Wainuiomata Central, New Brighton North, Leamington, Pukekohe Central, Rangiora, Redwood, Totara Park, Pukehangī & Richmond

