

working families

OLDER TRADES AND LABOURERS IN CHANGING LOW-PRICED REGIONAL AREAS

Working Families are young families aged 25 to 34. At 20%, the proportion of Maori is high. They tend to live in smaller homes located in lower valued areas in the suburbs of larger provincial cities. They own their own homes though still have a mortgage to pay off. At \$238,000 the mean capital value is the second lowest of all Mosaic Types. Working Families will have lived in these homes for a long time, with almost 20% for more than 15 years.

Over a third of the Type have no qualifications and the median household income is only \$41,000. Working Families tend to work in manual occupations, with few involved in skilled, technical positions.

Working Families feel that they are being left behind in a fast-changing world, spending most of their money on their homes and their young children, many can't afford to buy luxury items any more. However, they are heavy users of credit. Only half have Internet access, and those that do are only light users.

Money also influences the food they eat, with the same, value-priced meals being bought each week. They often buy takeaways as those with a young family don't have time for cooking. Working Families are price sensitive, often buying items that are discounted or are associated with a competition.

Working Families aren't driven by success, their priority being their family. They rarely go shopping and when they have planned a holiday, keep them active and often choose a popular New Zealand weekend spot. When they do go out, it is usually to a pub for a beer or live entertainment or to the racetrack. They don't read a lot, instead preferring to watch sports on television.



Top Districts – Christchurch City, New Plymouth District, Invercargill City, Hamilton City & Palmerston North City

Top Suburbs – New Brighton North, Wainuiomata Central, Highbury, Bexley, Tikipunga, Solway, Levin South, Pukekohe Central, Redwoodtown & Oakland

