

family  
growth



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## family growth

### YOUNG FAMILIES OFTEN LIVING IN CITIES

Family Growth are usually young families aged 35-44 years with young school aged children, located in the outer suburbs of provincial cities. They tend to be larger families.

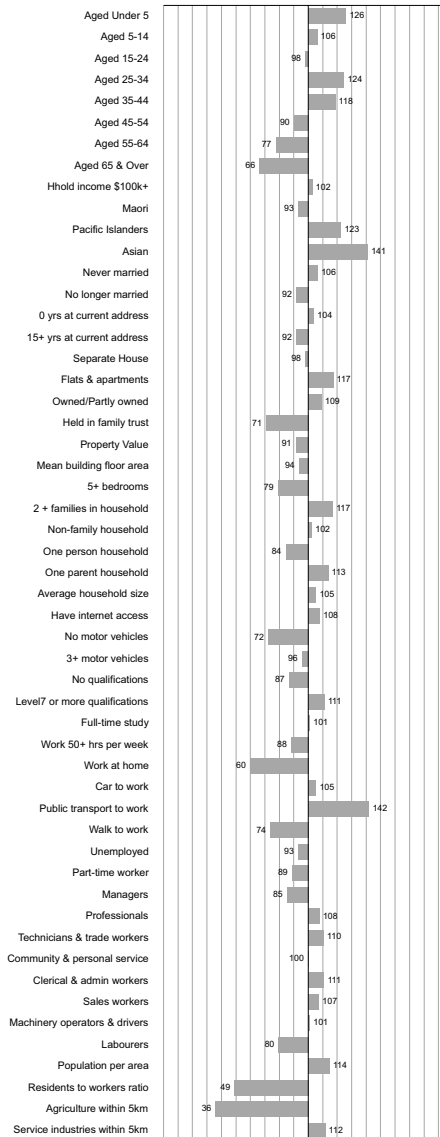
Balancing family and career commitments, they work hard to support their families. Occupations range from trades to professional and technical occupations. Household incomes average just under \$60,000.

Family Growth includes a mixture of owners and renters. Homes are medium-sized with average property values, mainly due to their location.

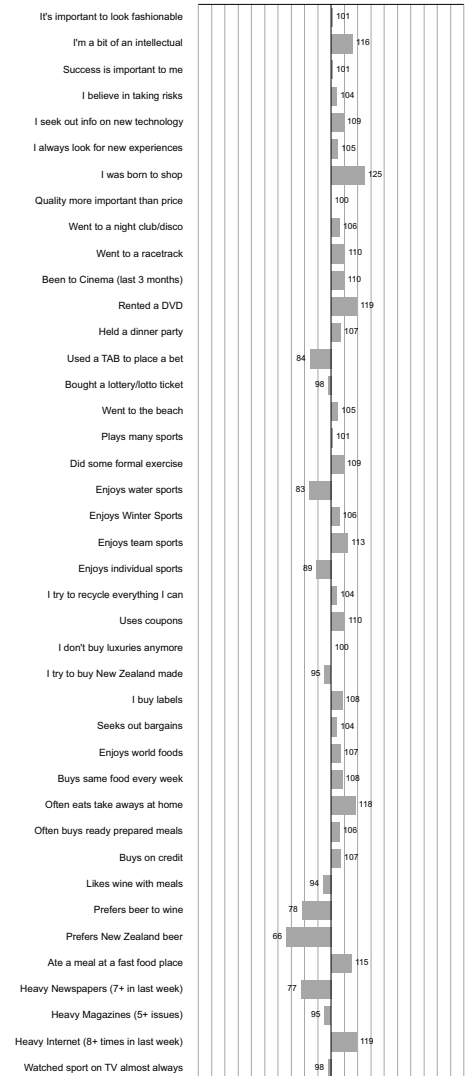
No time for even breakfast they shop after work or at weekends. Value for money is a key factor in purchase decisions. Department stores and discount stores are popular. They are conscious of their spending and are prone to buy own brands rather than well-known brands. They tend to buy the same foods every week, and are unlikely to try new things.

Family Growth are not technologically minded or particularly concerned with fashion, they prefer the familiar and simple things in life. For relaxation they prefer a night in, ordering takeaways and watching a DVD. or perhaps visiting friends and relatives. For holidays they head to the bright lights of the big city.

### MOSAIC PROFILE



### ROY MORGAN SINGLE SOURCE SURVEY



# hatching kiwis

YOUNG MARRIED COUPLES WITH VERY YOUNG CHILDREN LIVING IN THEIR FIRST HOMES

**Hatching Kiwis are generally young families aged 35 to 44 with primary and preschool-aged children. They are more likely to own their own homes rather than rent and have resided at their current address for up to 4 years. Houses are generally located in suburban areas with mean capital value just over \$402,000.**

**With school and vocational qualifications, many have found full-time employment as professionals and clerical workers in public administration, scientific and technical industries. Median household income is \$71,000 per annum. 95% of households own one or more motor vehicles, which they use in preference to bus or train.**

Now that they have young children, Hatching Kiwis don't go out as much as they used to, preferring instead to stay home and watch a rented movie. Family is their main focus, with trips to the zoo and parks a common day out. They have little time for reading newspapers or magazines, preferring to keep fit through aerobics, power walking and jogging. They also enjoy going to professional sporting events.

Eating takeaway food at home is a common alternative to cooking. Perhaps as a result of this, some Hatching Kiwis' are concerned about their weight. Supermarkets that are handy to work and with a good range of brands are preferred. They do enjoy shopping, and think being fashionable is important.

Internet use is moderate, sometimes for downloading music, paying bills and online shopping. They do feel that it gives them more control over their lives.



Top Districts – Wellington City, Auckland City, Christchurch City, Waitakere City & North Shore City

Top Suburbs – Pukekohe Central, Mairehau, Rolleston, Ngaio, Island Bay, Point Chevalier North, Newlands, Westmere, Papamoa Beach East & Petone





Top Districts – Auckland City, Wellington City, North Shore City, Manukau City & Waitakere City

Top Suburbs – Newlands, Pakuranga Heights, East Tamaki Heights, Glenfield South, Glenfield West, Johnsonville, Wairau Park, Sunnynook, Avondale South & Island Bay



## new wave nesters

EDUCATED YOUNG FAMILIES, OFTEN IMMIGRANT OR SECOND-GENERATION

Earning an average of \$68,000 per annum, New Wave Nesters live in reasonable, but less affluent areas around the outer suburbs of urban centres on both islands.

Homes have an average capital value of over \$387,000 and have been lived in for up to 4 years. Aged between 25 and 44, with young children, many are paying off a mortgage with the income they earn from their jobs as financial, public administration and transport workers.

The group also has a high proportion of "home & income" houses.

New Wave Nesters include a high percentage of Asians. Over two-thirds have access to the Internet, which is frequently used for watching sport or for online shopping and general entertainment.

They enjoy shopping, sometimes at discount stores and buy clothes that will get them noticed. They like to enter competitions and use coupons from magazines or newspapers. They have a night out at the ballet or concerts, frequent video games in arcades and often go to theme parks on holiday. Sports are popular, including ten-pin bowling, winter sports, yoga, netball and power walking.

They often buy takeaways as they don't feel that they have time to cook. Pizza and more ethnic options are popular. They go to BYO restaurants, however many choose to drink premium beer. Supermarkets are chosen based on the other services they offer, including pharmacies, Internet shopping and special discounts for regular shoppers. Proximity to home or work is also an advantage.

# intermediate families

CLASSIC KIWI FAMILIES WITH SCHOOL-AGED CHILDREN LIVING IN SUBURBS AND TOWNS

**Intermediate Families are aged between 35 and 54 years, over half are married and have primary and secondary school-aged children. They are likely to own their own home and live in stand-alone houses of average size – approximately 140 square metres. These houses have an average capital value of \$319,000, and many are located on the outskirts of cities.**

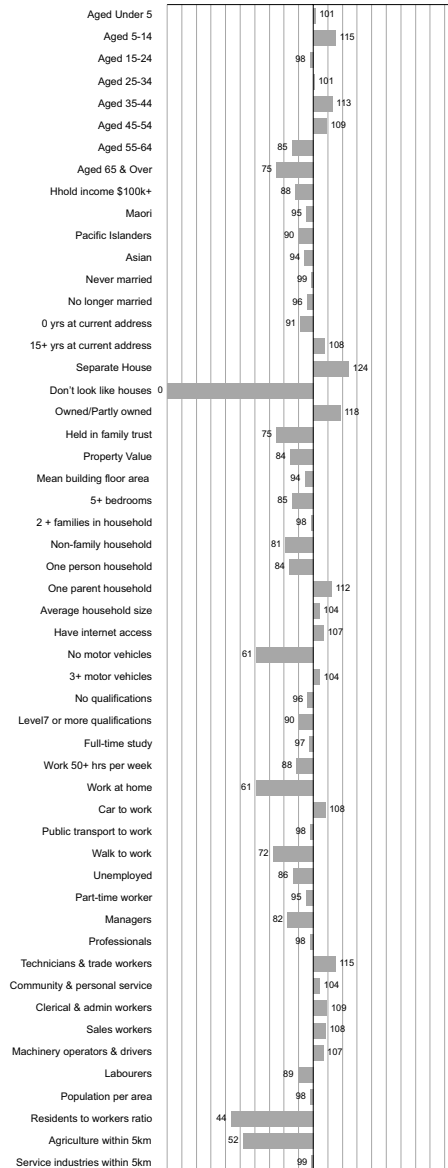
Intermediate Families are qualified, working in fulltime employment in a variety of roles from management to technicians to sales workers, with an average household income of \$57,000 per annum.

Vehicle ownership is high, with 16% of households owning three or more vehicles. As a result, they are more likely to travel to work by car than public transport. They are regular users of the Internet, using it mainly for downloading podcasts, playing video games and banking purposes.

They commonly take advantage of special offers and like promotions with free gifts. They are light readers of both magazines and newspapers, and are more likely to respond to a TV commercial or telemarketing offer than a print advertisement or billboard.

They enjoy holidays where everything is organised, and prefer the bright lights of the big cities when they travel. They play snooker or pool and also enjoy board games as well as aerobics, netball, jogging and gym training.

Intermediate Families would eat out every night if they could. They often buy takeaways to eat at home and usually buy the same food each week. They are unlikely to try new things. They buy products because of the label, and tend to wear clothes to get them noticed. They do their grocery shopping where there is a pharmacy, lower prices for seafood and packaged groceries and wide aisles.



Top Districts – Dunedin City, Christchurch City, Auckland City, Waitakere City & Tauranga City

Top Suburbs – Musselburgh, Stanmore Bay, Whangaparaoa, Rangiora, Brookfield, Papamoa Beach East, Morningson, Helensville, Lyttelton & Andersons Bay



# high density family

CULTURALLY DIVERSE YOUNG FAMILIES LIVING IN HIGH DENSITY SUBURBAN COMMUNITIES

**High Density Family consist of families aged between 35 and 44, with young pre school-aged children. There are many single parent families and households with more than one family.**

**High Density Family contain a higher proportion of people with Pacific Island and Asian descent. They often live in lower value flats. Just under 60% own their own home, which have an average value of close to \$346,000.**

**Those who live in rented accommodation have an average weekly rent of \$254 per week.**

A high proportion work in clerical, administration and sales. Just over 15% have qualifications higher than level 7. Median household income is just over \$56,000, with 36% earning over \$70,000 per annum, possibly reflecting the combined income of more workers in the household. Most High Density Families own at least one vehicle however only 15% have more than 3. Over 80% drive their own vehicle to work rather than walking or using public transport.

Few High Density Families get out to concerts or the theatre. Being busy looking after children, High Density Families often buy frozen ready prepared meals to save time. They like to try new products and services and would eat out every night if they could. However, they do like consistency, and frequently buy the same foods every week. They are secure in their environment and few would agree that the fundamental values of society are under threat. They are also the second least concerned about the environment.

Most are more interested in their homes than their jobs and they prefer to unwind by watching sport on TV. They participate in a variety of sports though not as much as they would like. Pool and snooker, jogging and other individual sports are popular as they have more flexibility than organised team sports.

They have a passion for shopping, especially for clothes, and buy things because of the label and fashion. They frequently use finance including interest free terms and lay-bys, however on the whole, they are light spenders. With grocery shopping, they like to take it easy and sit down at the café before heading home.

They like to learn everything they can about new technology and as such, computers are common in the household. The Internet is mainly used for general entertainment, making social contacts and paying the bills.



Top Districts – Manukau City, North Shore City, Waitakere City, Auckland City & Papakura District

Top Suburbs – Papatoetoe Central, Botany Downs North, Howick Central, Papatoetoe East, Pakuranga North, Half Moon Bay, Mangere Bridge, Hill Park, Papakura North & Bucklands Beach South



# rented nurseries

## YOUNG DE FACTO COUPLES AND EXTENDED FAMILIES IN RENTED ACCOMMODATION

**Earning an average of \$51,000 per annum, Rented Nurseries live in less affluent areas around the outer suburbs of urban centres in both islands. Aged between 25 and 34, with pre-school aged children, only 56% have partners. There is a high proportion of Maori, Pacific Islanders and Asian households. Just over a third have lived at their current address for over 5 years.**

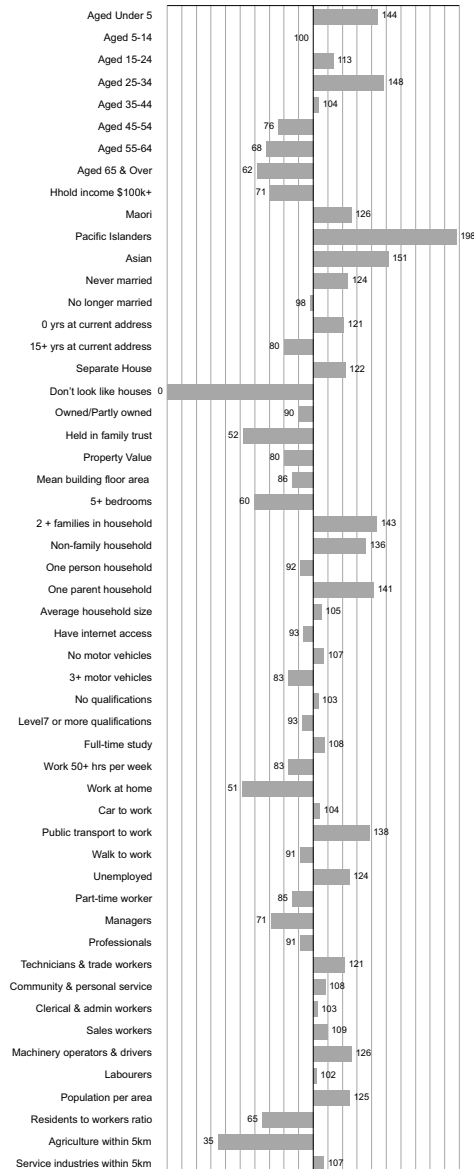
This type is the least likely of Family Growth to own their own home, however homes that are owned have an average capital value of \$304,000. Rented Nurseries are the least qualified of the Family Growth group, with just under 60% having only school or vocational qualifications.

They work in the trades and primary industries, preferring a structured 9 to 5 day with no overtime. They don't like using public transport, preferring their own vehicles – most households have two or more.

Although they like to wear clothes to get noticed, they do not think it is important to look fashionable or stylish and labels aren't the reason for a purchase. They buy goods on interest-free terms and go out of their way to search for a bargain. They often order takeaways or eat fast food. A significant number buy the same food every week, and select a supermarket based on the services available and the prices. They prefer beer to wine.

Rented Nurseries try to keep up with new technology, understanding its relevance in today's society. However, Internet usage is just below average, though they do use it for paying bills, entertainment, instant messaging, downloading music and entering competitions.

They enjoy sports, with power walking, jogging and fishing popular. Holidays are taken when income permits, preferring ecotourism or holidays where they can leave the arrangements to someone else. To relax they commonly rent a video or DVD rather than going to the cinema, and they do not read many newspapers or magazines. However they do respond well to special offers and outdoor advertisements.



Top Districts – Auckland City, Christchurch City, Waitakere City, Tauranga City & North Shore City

Top Suburbs – Papamoa Beach West, Papamoa Beach East, Mount Wellington Central, Avondale North, North Linwood, Arataki, Mornington, Onehunga South, Britannia Heights & Three Kings

