

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

