

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

