

# 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.**

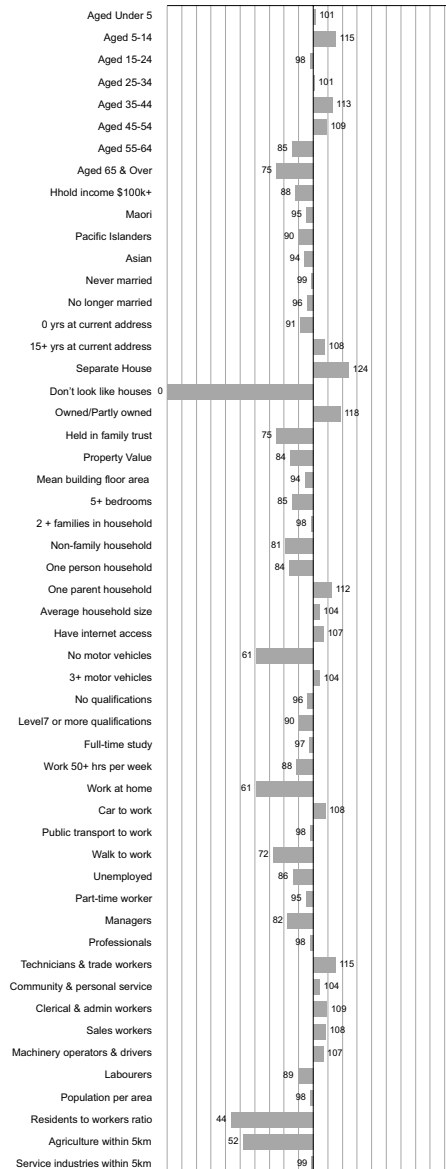
Intermediate Families are qualified, working in fulltime employment in a variety of roles from management to technicians to sales workers, with an average household income of \$57,000 per annum.

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

