



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.