

singles &
starters



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singles and starters

STUDENTS AND YOUNGER WORKERS LIVING IN HIGH DENSITY, LOWER COST SUBURBS

Singles & Starters are 20–34 year old students and professionals living in inner suburban flats or close to tertiary campuses in large urban centres.

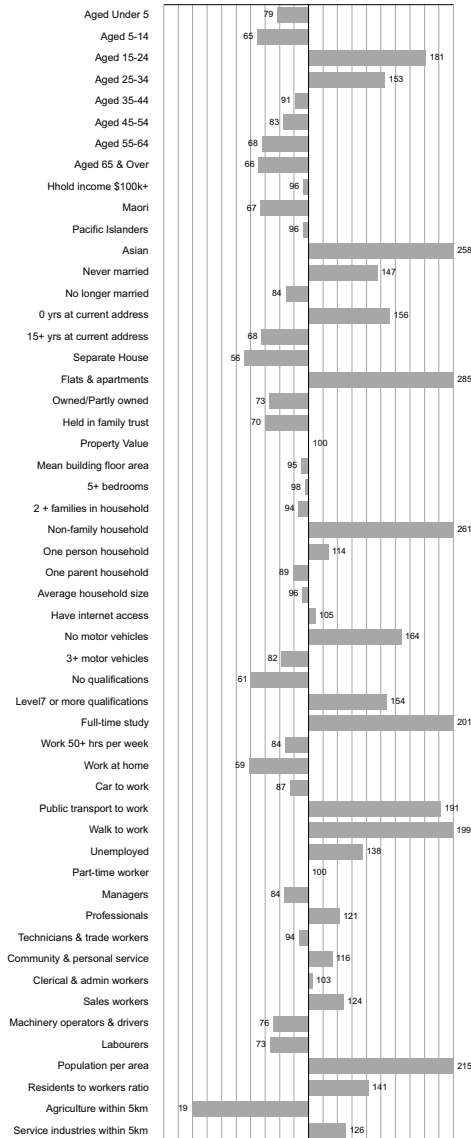
Considering themselves intellectuals, and with high qualification levels, most work in professional and technical roles where they earn an average household income of \$51,000 per annum. They are more interested in their job than their home, not surprising since they live in rental accommodation.

Singles & Starters live busy lives shopping, going to cafés or pubs and playing sports. They're also likely to be found at the theatre or concerts. Income and student loans may limit activities for some, but credit allows them to buy things that they want. They take notice of billboards and bus advertising, and like to try free samples in supermarkets.

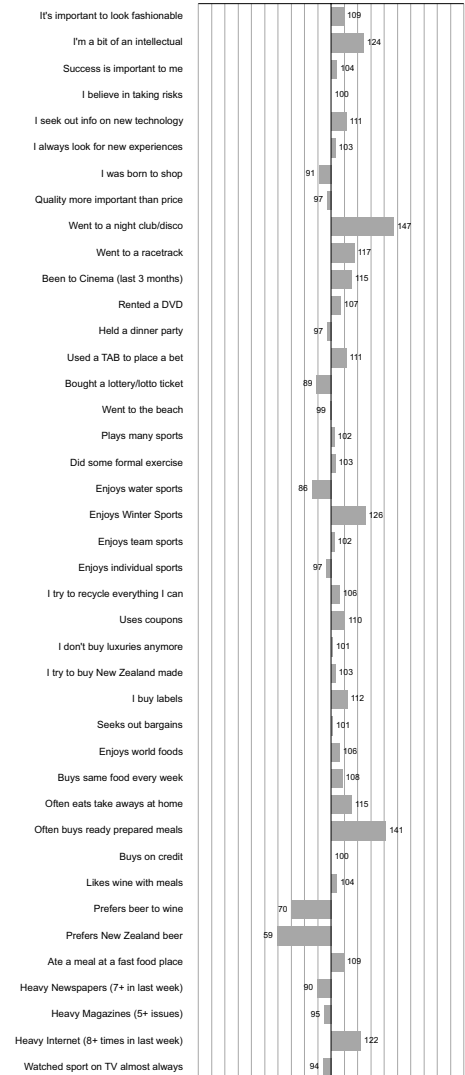
As technology enthusiasts, Singles & Starters are often found on the computer either at work or home, and are heavy Internet users happy to purchase online. They play video games watch DVDs and go to movies.

Holidays are a chance to experience local culture rather than just for relaxation. Singles & Starters are more socially aware, and conscious of current environmental and ethical issues.

MOSAIC PROFILE



ROY MORGAN SINGLE SOURCE SURVEY



urban blend

POCKETS OF OLDER HOME OWNERS BLENDING WITH SINGLES AND YOUNG UNMARRIED COUPLES

Urban Blenders are found living in shared flats located in the inner suburbs of medium and large cities. They are a mix of young workers and older retired people living in changing neighbourhoods. Most own their homes, which are typically valued at around \$406,000.

They regularly travel to work by bus, train, bicycle or on foot. They're well qualified too, most work in professional and technical occupations or in sales. Median household income is \$61,000 per annum and they enjoy jazz or classical concerts, art galleries and museums. They don't use the Internet very often, though occasionally find it useful for general entertainment and downloading podcasts.

The older households within this group are concerned about the pace of change, especially with technology. They'd prefer if things would stay the same. They believe in giving to charity, and think that environmental threats are exaggerated by the media.

They are light magazine and newspaper readers, but do enjoy reading the business section. They like to record their favourite TV programmes if they go out, but sometimes prefer a quiet night at home with a good book. They commonly respond to advertising and like to redeem coupons. A healthy diet is important and they consume less dairy and red meat and choose the low fat options at the supermarket. They shop at supermarkets with pharmacies, located where they do other shopping and good samplings and tastings believing these to be a treat.



Top Districts – Auckland City, Wellington City, Christchurch City, Hamilton City & Queenstown-Lakes District

Top Suburbs – Wanaka, Lynfield North, Hillsborough, Miramar, Omana, Avondale North, Wilton, Northcote Central, Ilam & Barrington



cosmopolitan terraces

COSMOPOLITAN YOUNG SINGLES LIVING IN RENTED UNITS AND APARTMENTS

Cosmopolitan Terraces are aged 25–34 and live in and around large cities, with the second highest likelihood of living in multi-unit flats and apartments rented from private landlords. The average capital value of these properties is \$394,000, with 141 square metres of floor area and occupancy for less than 5 years. There is a higher than average occurrence of one person households.

This ethnically diverse group contains twice as many Asians as normally found in other New Zealand neighbourhoods. These households contain many younger people in their late twenties and early thirties, who work mainly in services or sales roles and other professional occupations. Median household income is \$54,000 per annum. These people own their own vehicles, which they use to commute to work.

Cosmopolitan Terraces lead busy lives, frequently consuming frozen, ready prepared meals – some of which are vegetarian and organic. They enjoy grocery shopping, and use supermarkets that are close to work, have a pharmacy and offer a range of international foods.

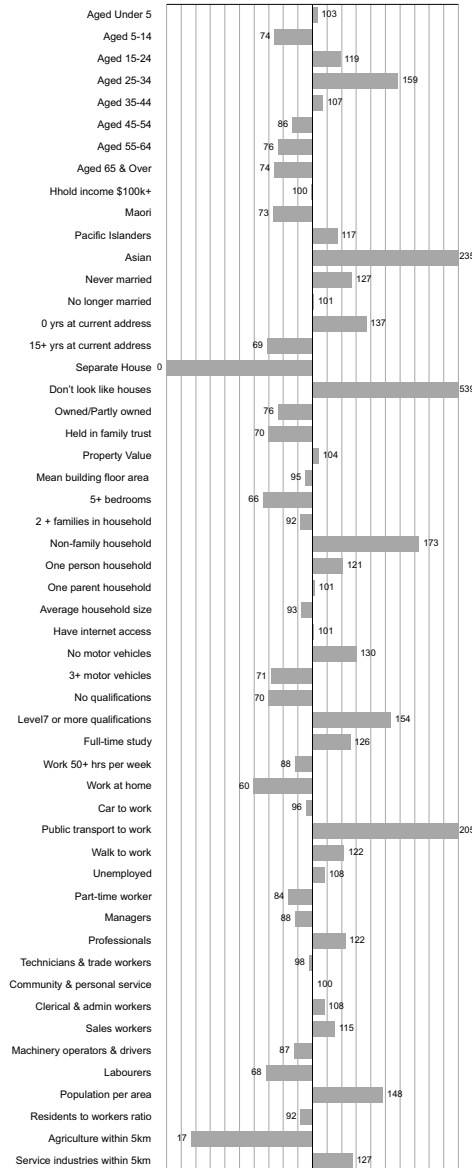
They like to wear clothes that will get them noticed and believe it is important to look fashionable. They are ready to try new products but don't, on the whole, like taking risks so job security is important.

Cosmopolitan Terraces go to the gym and take yoga for fitness, they also enjoy watching rugby league and basketball. They are light readers of newspapers, though magazine readership is average and they do sometimes enter competitions run in newspapers and magazines. Believing computers to give them more control over their lives they are interested in having a computer at home as well as at work. Internet use is above average, particularly for entertainment, online grocery shopping, downloading podcasts and making social contacts.



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

Top Suburbs – St Albans, Sandringham, Onehunga North, Mount Wellington North, Papatoetoe Central, Ellerslie South, Sydenham, Mount Wellington Central, Mount Albert & Mount Maunganui



suburban fusion

ETHNICALLY DIVERSE TWENTY- AND THIRTY-SOMETHINGS LIVING IN INNER URBAN FRINGES

Suburban Fusion households are generally aged 15–24 years, some still in full-time study. They rent houses with a capital value of \$364,000 in residential neighbourhoods of provincial and metro cities. 63% have lived at their current address less than 5 years.

This is another ethnically diverse group that contains twice as many Asians as found in other New Zealand areas. Suburban Fusion households often contain younger people, in their early twenties, who work mainly in services and sales roles. Median household income is \$52,000 per annum.

Socialising on weekends is an important part of Suburban Fusion living, nightclubs and live theatre being popular. They try new alcoholic drinks and consume strong drinks and pre-mixed spirits more than other types. Going to rock concerts, movies and reading magazines all compete for spare time. Suburban Fusion enjoy shopping and wear clothes to get noticed, however do not think it important to look fashionable.

Suburban Fusion consider themselves intellectual, and believe that all New Zealanders should give money to charity. They believe freedom is more important than the law. For holidays, they like both the full ecotourism experience and holidays where they don't have to do anything.

They respond well to advertising and are frequent users of coupons. They shop at supermarkets that have discounts for regular shoppers or regular offers. Big fans of technology, the Internet is the preferred source for current events and entertainment rather than reading the newspaper. They commonly download tv programmes, podcasts and music as well as use it as a medium for making social contacts.



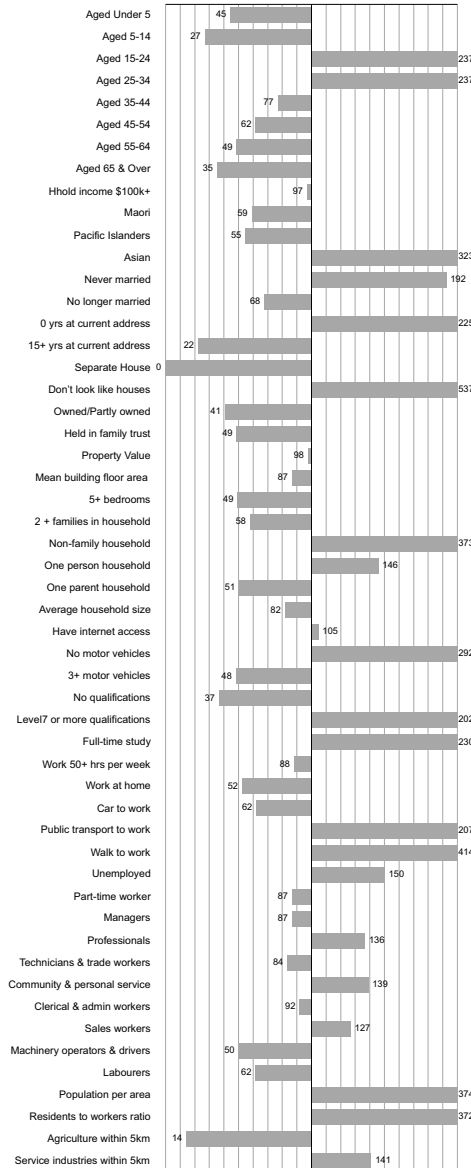
Top Districts – Auckland City, Christchurch City, North Shore City, Dunedin City & Hamilton City.

Top Suburbs – Hillsborough, Hokowhitu, Awapuni, North East Valley, Hamilton East, Northcote Central, Upper Riccarton, Mount Roskil, Ilam & St Albans





Top Districts – Auckland City, Christchurch City, Wellington City, Hamilton City & Waitakere City
 Top Suburbs – Auckland Central, Wellington Central, Christchurch Central, Riccarton, St Lukes, Edgware, New Lynn North, Linwood, Hamilton East & Grafton



starting out

YOUNG SINGLES STARTING A NEW LIFE IN RENTED CITY UNITS

Starting Out are educated 15-34 year-olds living in large urban metro areas. They tend to rent 1 bedroom, company-owned apartments. It's an ethnically diverse group with almost one-third Asian households. They have not lived long at their current address. With the proximity to central city and lower incomes, they have the highest proportion of people who walk to work. Two-thirds have never married (they are young). There is still a high proportion of people in full time study.

Starting Out have full social lives, loving new experiences and being active. They hold dinner parties for friends, though often buy takeaways for themselves. They believe freedom is more important than the law. They try to buy organic or additive free food when they can, are strong recyclers and believe that helping others is important. They often go to nightclubs, exhibitions, art galleries and museums.

Starting Out is a very fashion-conscious and peer Influenced group, often buying clothing for the label alone. They feel they were born to shop and prefer buying NZ made products. Lotto is popular, as are competitions in newspapers and magazines. They enjoy buying magazines and respond well to advertising, they also find TV commercials interesting.

Participating in or attending sports is popular. They also watch a wide range of sports on TV. Active holidays are preferred, especially where they can experience the local culture. As many are degree qualified, they rate their intellectual abilities highly and use the Internet regularly, especially for downloading music, searching for entertainment or buying a product.

student life

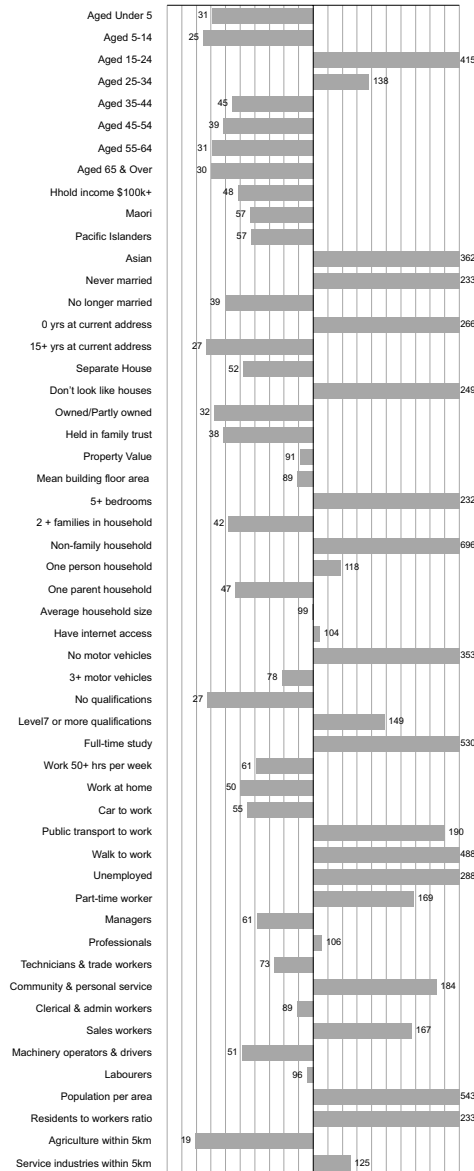
CAMPUS AND CBD-DWELLING STUDENTS,
OFTEN FROM ASIA

Student Life is the youngest of the Singles & Starters household types, 57% are between the ages of 15 and 24. Student Life are renters of either purpose-built rental accommodation, or houses, that have been converted into flats. These flats are usually located in neighbourhoods close to tertiary campuses in Dunedin, Hamilton, Christchurch and Palmerston North. Average weekly rent is \$294.

Median household income is just over \$30,000 per annum. Many are students (53%), unemployed (15%) or working part-time in sales or the hospitality industry. These people are the most likely to work part-time (as they complete their degrees or tertiary qualifications). 43% walk to work or university and car ownership is very low. As students, they consider themselves intellectuals.

Partying and socialising on weekends are important parts of Student Life – they 'live for today'. Local clubs and student pubs are popular places where beer and spirits are usually consumed. Going to rock concerts, movies, reading novels and magazines, and shopping all compete for spare time. Student Life are very fashion-conscious and peer Influenced, often buying clothing for the label.

They enjoy a variety of sport including bushwalking, weight training, swimming and aerobics. They are health conscious and think of the calories of meals. They don't feel they have time to cook and often buy simple meals or takeaways for dinner. Supermarkets with convenient opening hours are preferred, where they can choose from a good range of home brands.



Top Districts – Auckland City, Dunedin City, Wellington City, Christchurch City & Hamilton City

Top Suburbs – Auckland Central, North Dunedin, Dunedin Central, Silverdale West, Riccarton, Mount Cook, Wellington Central, North East Valley, Grafton & Hokowhita

