

# 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

