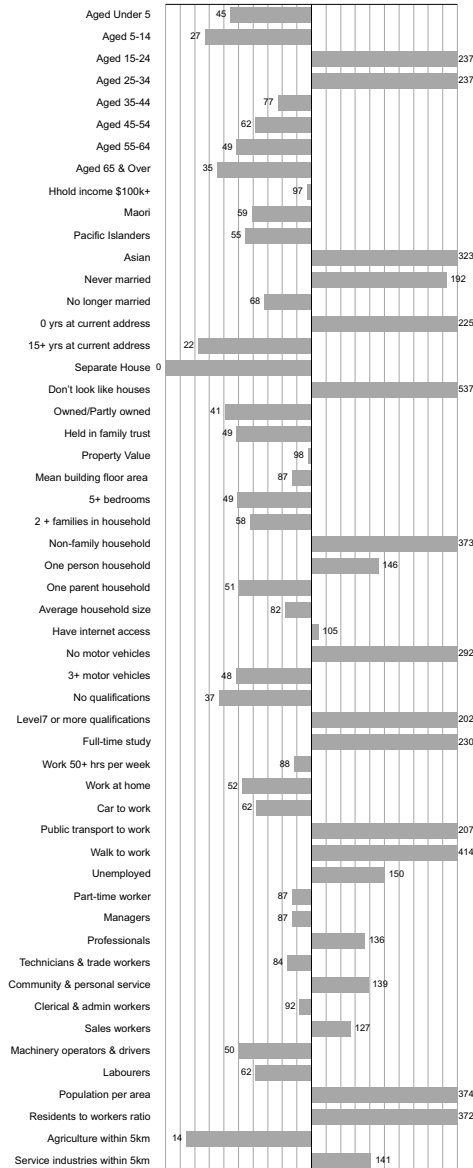




Top Districts – Auckland City, Christchurch City, Wellington City, Hamilton City & Waitakere City

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.