

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 Roskill, Ilam & St Albans

