

# conservative freedom

## FREEHOLD FAMILIES IN COMFORTABLE SUBURBS

Family households with married or partnered couples aged 45–64 years. They are financially secure, with median household incomes of \$75,000. Most Conservative Freedoms have good tertiary or vocational qualifications, and hold positions of responsibility in managerial, professional and administrative positions. A higher than average proportion work in education, training, health and social sciences.

Owner occupied and freehold, their homes are larger than the New Zealand average and have average values of approximately \$500,000. A higher likelihood of these homes being held in a family trust. Most of these households have Internet access for online banking, share trading and telephony, though there are some older households who have never used the Internet.

Despite their work responsibilities, Conservative Freedom enjoy other social and sporting pursuits. They like being socially active and hold the occasional dinner party, where wine is the drink of choice. They also attend cultural events such as ballet and opera.

Tennis, Lawn Bowls and bushwalking are the most popular sports.

They are moderate magazine and newspaper readers, the business section being the most popular. They are health conscious, and are increasingly buying natural, low fat and additive free foods at the supermarket. They enjoy reading books and visit beauty salons and spas.



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

Top Suburbs – Avonhead, Havelock North, Bethlehem, Paraparaumu Beach, Redwood, Burnside, Fendalton, Mount Pleasant, Waverley & Kerikeri

