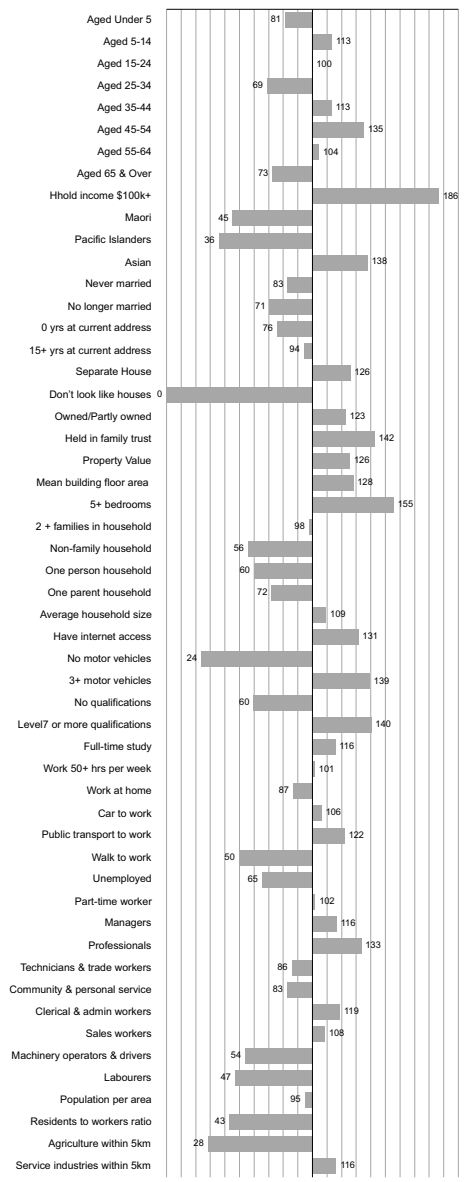




Top Districts – North Shore City, Manukau City, Waitakere City, Christchurch City & Wellington City  
 Top Suburbs – Botany Downs South, Northcross, Torbay Heights, Whitby, Henderson Valley, Rothesay Bay, Karori Central, East Tamaki Heights, Tiritangi North & West Harbour



# invested suburbia

## HIGHLY MORTGAGED MIDDLE AGED FAMILIES IN ATTRACTIVE NEWER SUBURBS

Invested Suburbia are typically partnered couples aged 35 to 54 years, some with children. They own their home, have lived there for over a year, and still have a mortgage. Their homes are large, located in the suburbs of large provincial cities and have an average capital value of \$476,000.

These people work hard and are more likely to work in an office as managers, professionals or technicians.

They commute daily by car from the outskirts of the city. Busy family and career lives demand two cars.

Employment is very high and education levels are above average, contributing to median household incomes of around \$79,000. Invested Suburbia have very high Internet usage and use it for convenience: shopping, share trading and online banking. They also use it for entertainment purposes, making social contacts, finding out what's on and for making phone calls.

For recreation, they enjoy skiing or snowboarding down the slopes in winter, and low impact exercise such as yoga and golf. They enjoy reading magazines and like to spend time looking for ideas to improve their homes. They try to keep up with fashion, often buying clothes to get them noticed. They enjoy entering competitions. Their supermarkets have a good range of alcohol and food from around the world.

They often go to restaurants, or order healthier takeaway options. They drink more premium beer and enjoy a glass of wine with meals. They like to have a coffee and muffin at a café, though do look at the number of calories in what they eat. Invested Suburbia are likely to try a new type of food and enjoy taking risks in life.