

thriving families

WELL OFF YOUNG FAMILY HOUSEHOLDS IN DESIRABLE OUTER SUBURB DEVELOPMENTS

Thriving Families are usually family households aged 35 to 54 years with children. They have more married or partnered couples than any other type. Median household incomes are high at about \$84,000, and twice as many have incomes over \$100,000 compared to the rest of New Zealand.

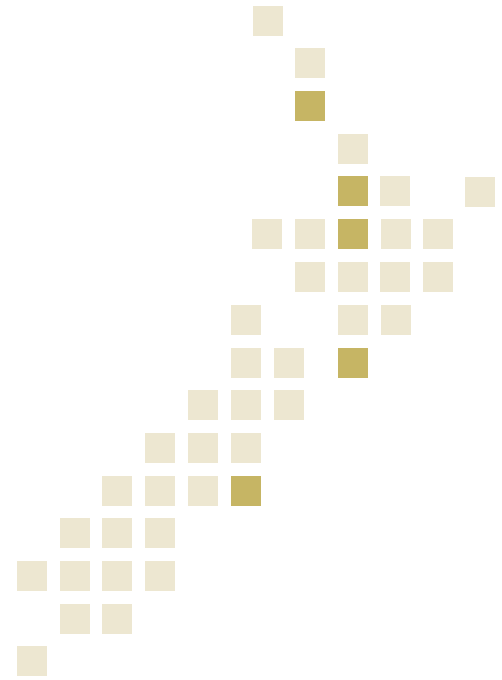
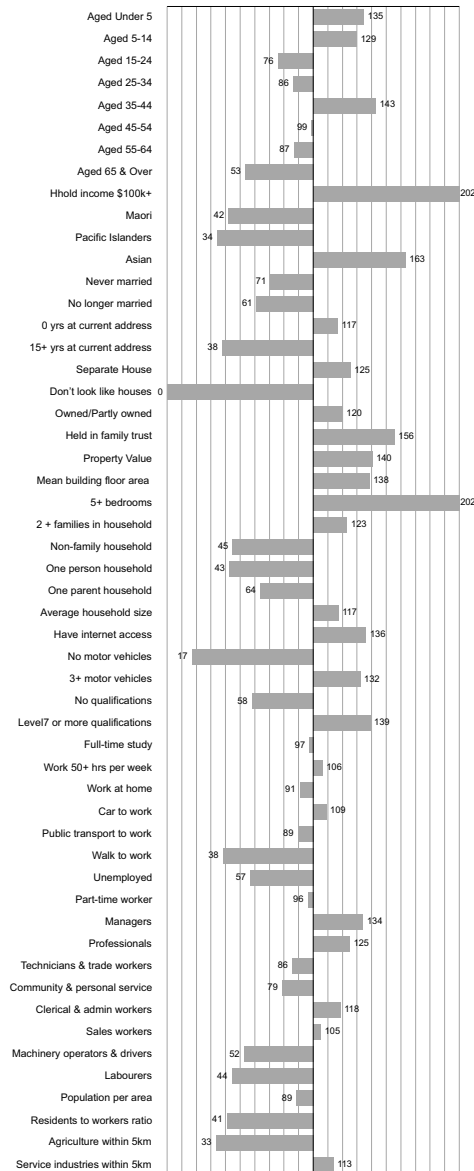
Their higher education levels means they hold managerial, professional and technical roles in the finance, business, education and health sectors. Thriving Families also tend to be employers.

There are more Asian cultures found in these neighbourhoods but they are still predominantly of European descent. Most of these households have more than one car, and have the second highest levels of car ownership of all Mosaic Types. They are more likely to commute daily by car from the outskirts of the city.

Thriving Families typically own their own home, with a mortgage to pay off. Homes are usually quite large, with over 200 square metres on average. These separate homes are usually in good condition and have above average values of \$531,000. Only 26% have been at their address for longer than 5 years.

They have the highest incidence of Internet access, and are very proficient users of technology. They use the Internet for everything from on-line shopping for groceries, making telephone calls, making social contacts and downloading podcasts.

Thriving Families enjoy playing a variety of sports, including soccer, gym training, aerobics, golf and tennis. They also enjoy a trip to the casino from time to time. It is important to look good. When they have friends over for dinner they are more likely to enjoy wine rather than beer. They are also fond of frozen or ready-prepared meals when they come home late from work. Supermarkets are chosen because of their wide range of foods and alcohol and their loyalty program.



Top Districts – Manukau City, Christchurch City, North Shore City, Hamilton City & Wellington City

Top Suburbs – East Tamaki Heights, Rotorotuna, Albany South, Greenhithe, Parklands, Whangaparaoa, Henderson Valley, The Gardens, Whitby & Rolleston

