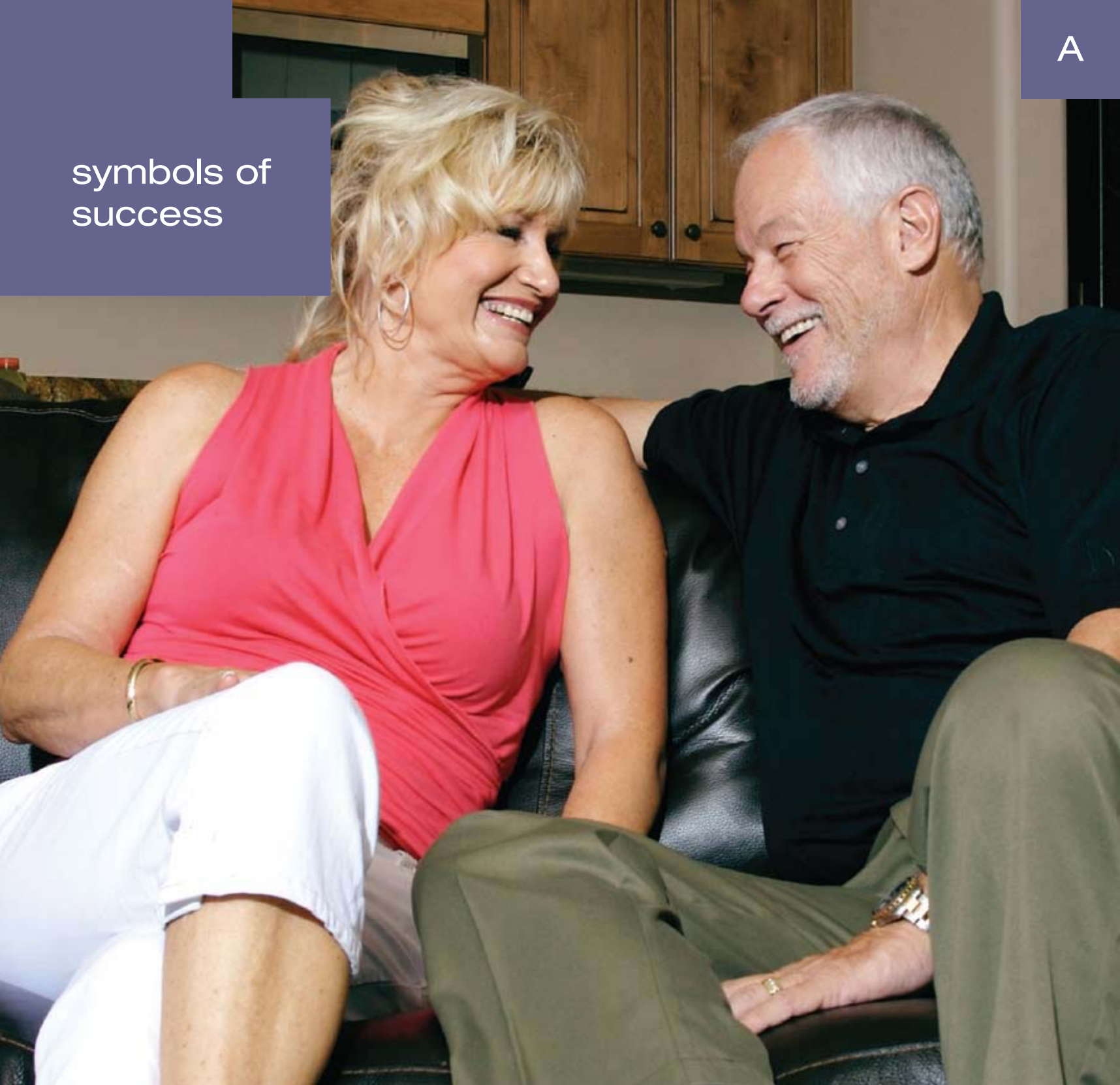


symbols of  
success



# A

## symbols of success

### THE MOST AFFLUENT HOUSEHOLDS IN THE MOST DESIRABLE SUBURBS

Symbols of Success are upper class mature families, living in affluent urban areas in major centres. They are typically between 45 and 54 years of age. They are successful, degree-qualified and work long hours in occupations that provide them with a median household income of over \$83,000 per annum, the highest of all Mosaic Groups.

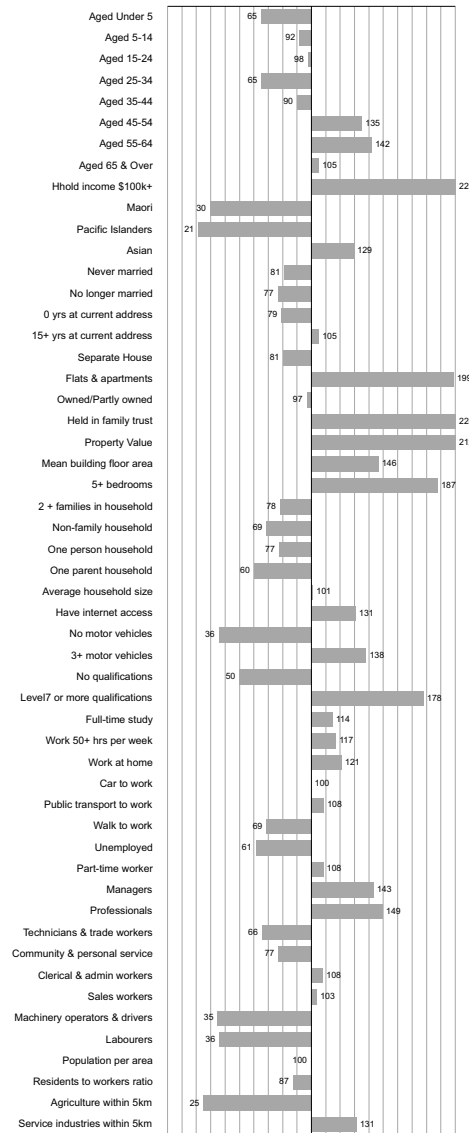
Most work as white-collar professionals and managers. They need to keep abreast of current affairs and the latest trends, so they are avid readers of newspapers and business magazines. They are less likely to respond to television advertisements or direct marketing offers.

Houses are well established and of the highest value. They consist mainly of large stand-alone houses and luxury apartments, with many of these being owned outright.

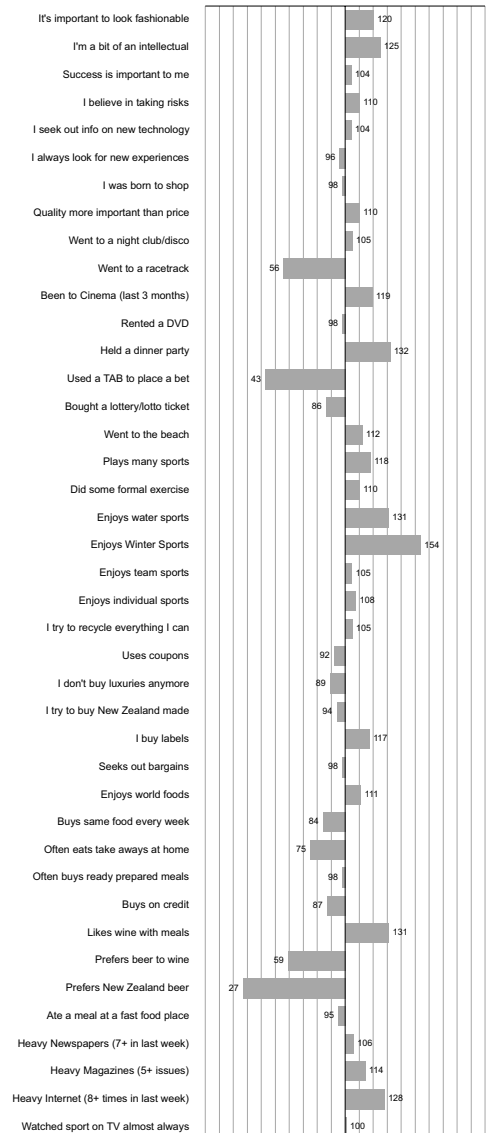
Symbols of Success enjoy social interaction, which fuels a desire to keep up with the cutting edge of fashion and technology. Shopping at exclusive stores is considered a must. They almost always have a computer at home, and are comfortable purchasing over the Internet.

For recreation, they enjoy fine dining at multi-ethnic restaurants and cafes or hosting dinner parties, especially over a premium bottle of wine. Symbols of Success like attending cultural activities such as ballet, opera and live theatre, and also attending professional sporting events. Holidays are usually taken overseas, however they do enjoy weekend breaks within New Zealand.

MOSAIC PROFILE



ROY MORGAN SINGLE SOURCE SURVEY



# wealthy elite

## HIGH SPENDING ESTABLISHED FAMILIES IN THE WEALTHIEST SUBURBS

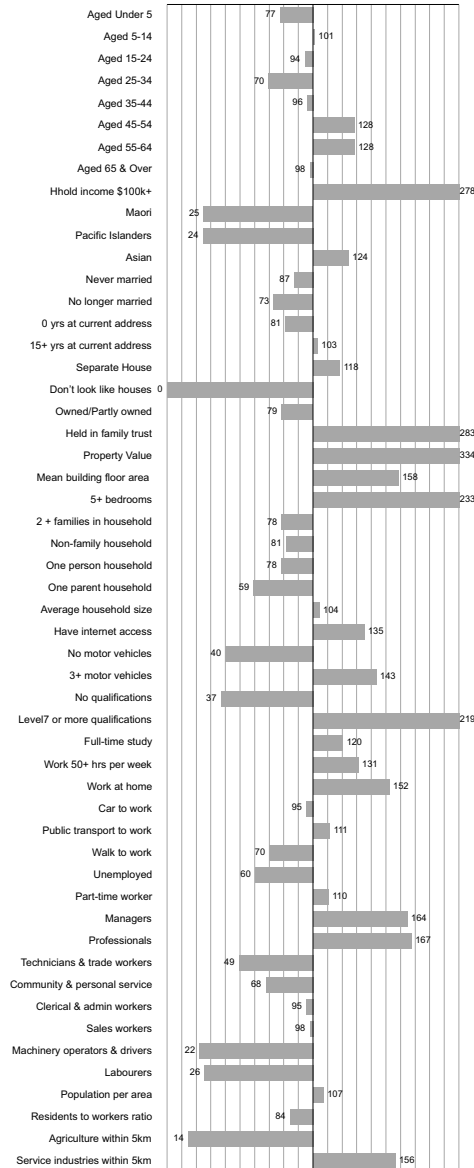
**These are the wealthiest of all Mosaic Types. Their median household income is \$92,000 per annum, and over 50% earn more than \$100,000. They live in very affluent suburbs in metro cities. Their houses are large with an average floor area of 236 square metres, 5 or more bedrooms. The capital value averages over \$1,000,000 – the highest of all household types. Many of these houses are held in a family trust.**

Aged 45 to 54, so many of the children have left home. These people work typically in managerial, professional and technical roles. They are more likely to be employers or self employed, rather than employees, and some work from home. Education levels are high, with many holding degrees or vocational qualifications.

They see themselves as intellectuals, being regular readers of business newspapers and magazines. The majority have a computer at home and use the Internet regularly; they believe computers, cell phones and other forms of technology help give them control over their lives. They are quite comfortable with technology: they prefer to do their banking online and are happy to buy over the Internet. They find a use for the Internet in providing a good entertainment centre, online shopping and even share trading.

Wealthy Elite see quality as more important than price, and they can afford the very best. Discretionary income is high, letting Wealthy Elite lead full and busy social lives, often having dinner parties or enjoying live theatre, ballet or opera. When not out enjoying cultural pursuits, they are likely to be at the cinema or a fine restaurant. Wine is preferred to beer when socialising.

Motor vehicle ownership is very high, and they are most likely to have three or more cars per household. When on holiday they often rent a vehicle, and prefer to leave holiday arrangements to someone else. They are active and often seen out sailing, cycling, playing tennis or doing an aerobics workout.



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

Top Suburbs – Remuera East, Remuera West, Kohimarama, St Heliers, Epsom South, Mission Bay, Epsom North, Herne Bay, Parnell & Orakei



# established affluents

WELL EDUCATED MATURING FAMILIES IN PRIME SUBURBS

Established Affluents are very well off. They have the third highest median household incomes, at \$83,000 per annum, and are twice as likely as other New Zealanders to earn over \$100,000. House values at \$624,000 are the lowest of the Symbols of Success group but almost twice the national average.

These homes are large and found in more established suburbs. They are typically separate dwellings and usually owned, rather than rented, with 25% owning their home outright. Many of these houses are held in a family trust.

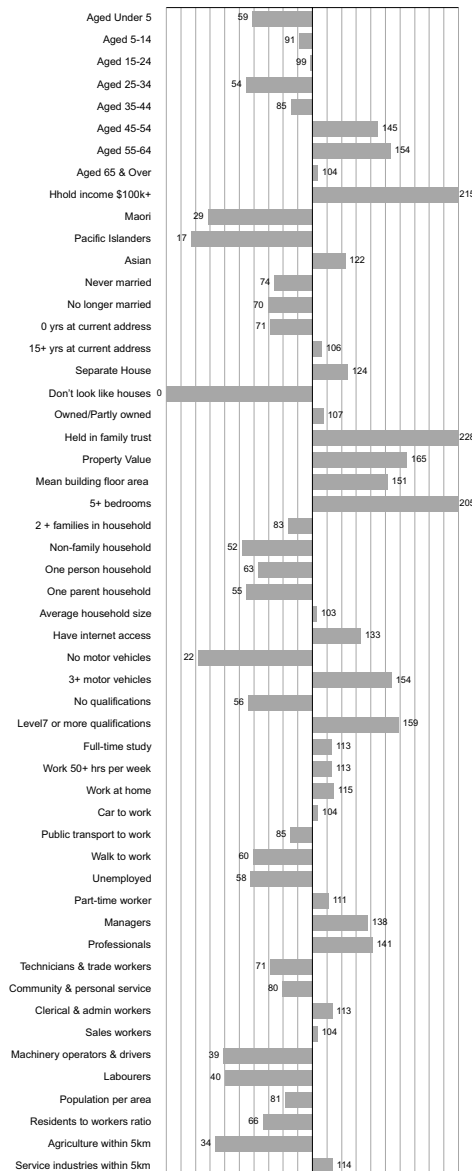
Education levels are high. They are more likely to be executive professionals working in finance, business, government or health sectors. There is a high proportion of part-time workers which could indicate semi-retired persons or one person in the household being the main income earner, and the other one not needing to work for financial stability.

Established Affluents are usually married empty-nesters aged 45 to 64. Almost a quarter of households have 3 or more vehicles. Over half of these households have lived at their current address for over 5 years. Internet usage is high, with 80% having Internet access.

These cultured intellectuals enjoy the arts, frequenting the ballet, opera or professional sporting events when the opportunity arises. When they hold dinner parties wine is more likely to be consumed with the option of premium beer. Supermarkets are preferred based on their range of products and the quality of the produce.

Go getters and opinion formers, Established Affluents like to keep abreast of business affairs and read the business section of the newspaper. They are heavy Internet users at both work and home. They use it frequently to do everything from banking, on-line shopping downloading pod casts and making social contacts.

Their extra curricular activities include motor racing, playing tennis, sailing and winter sports.



Top Districts – Christchurch City, North Shore City, Manukau City, Auckland City & Dunedin City

Top Suburbs – Cashmere Central, Khandallah, Mellons Bay, Mairangi Bay, Chatswood, Merivale, Mount Pleasant, Lower Hutt Central, Avonhead & St Johns



# executive vista

APARTMENT LIVING HIGH ACHIEVERS IN THE MOST PRESTIGIOUS LOCATIONS

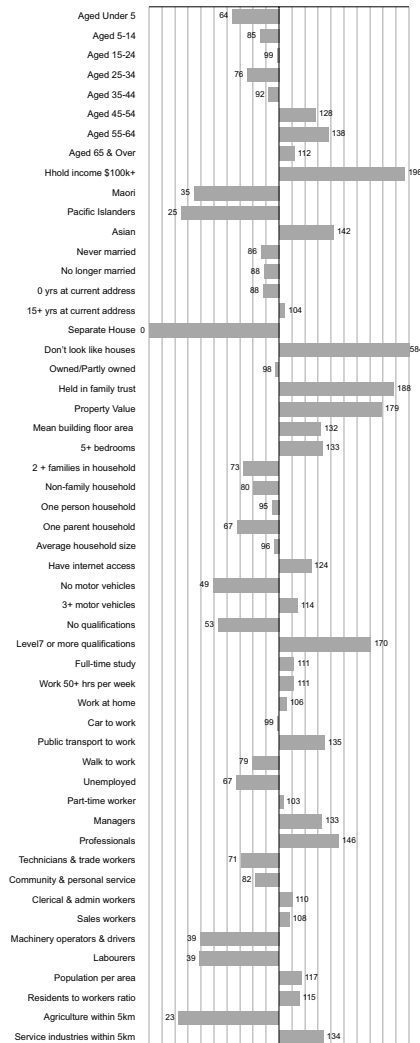
**Executive Vista households have a median household income of \$77,000 per annum, and are twice as likely as other New Zealanders to earn over \$100,000. These city dwellers are more likely to live in rented apartments than other Symbols of Success households. Those who own their home have very high capital values at over \$678,000. There is a higher than average likelihood that the homes are held in a family trust.**

Executive Vista are usually conservative empty-nester couples aged 45 to 64 years. They enjoy having the children out of the house and the means to enjoy life. Education levels are high – many hold a degree or vocational qualification of some kind. Executive Vista are commonly found in managerial, financial and other professional roles.

Most have Internet access, but they use it less than other Symbols of Success households. Online grocery shopping, making telephone calls and searching for entertainment options and restaurants are the most common uses. They feel this gives them more control over their lives. Their choice of supermarket depends on the range of beer and wine products and the quality of meat and produce.

They find it hard to switch off from their jobs, but sometimes take time out to watch a movie or spend some of their earnings on retail therapy. Credit is used frequently on their shopping sprees and they are also likely to stop off or meet a friend at a café. Sporting activities are usually lower impact such as power walking, swimming and jogging. They see themselves as intellectuals and are heavy newspaper readers, often reading the business section. Executive Vista are also heavy magazine readers.

Executive Vista like to be noticed and believe it is important to look fashionable and stylish. Their choice in vehicle reflects their personality and status. When on holiday they prefer to go overseas than travel within NZ, and like the idea of a total ecotourism experience.



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

Top Suburbs – Bucklands Beach North, Milford, Takapuna, St Heliers, Hauraki, Parnell, Remuera West, Half Moon Bay, Hokowhitu & Botany Downs South

