

# 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.

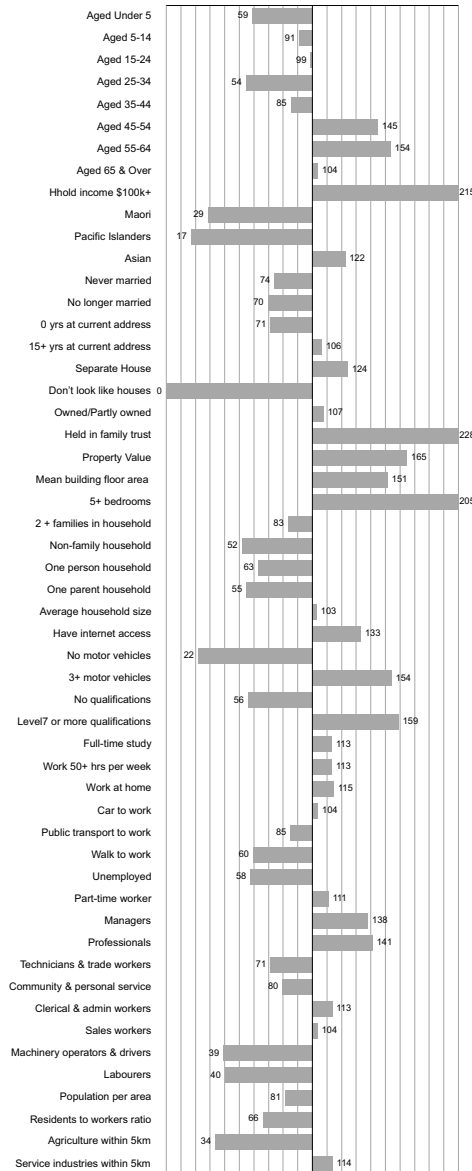
Education levels are high. They are more likely to be executive professionals working in finance, business, government or health sectors. There is a high proportion of part-time workers which could indicate semi-retired persons or one person in the household being the main income earner, and the other 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

