

executive vista

APARTMENT LIVING HIGH ACHIEVERS IN THE MOST PRESTIGIOUS LOCATIONS

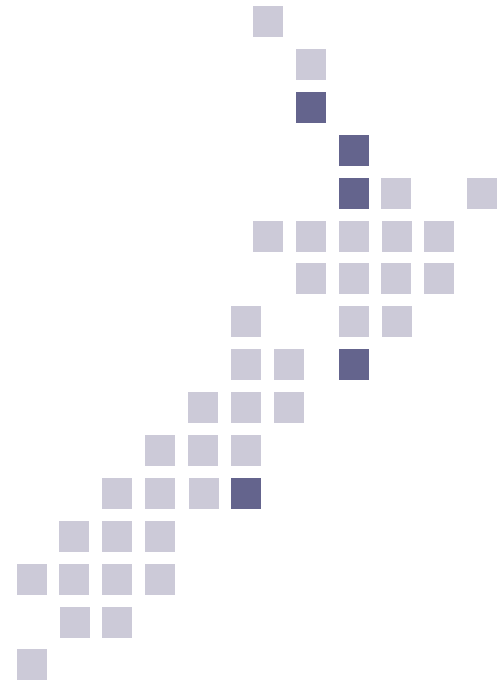
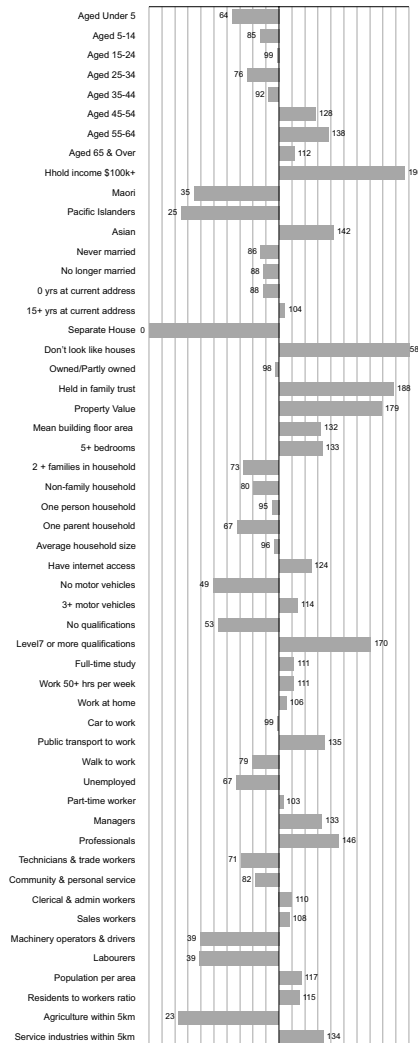
Executive Vista households have a median household income of \$77,000 per annum, and are twice as likely as other New Zealanders to earn over \$100,000. These city dwellers are more likely to live in rented apartments than other Symbols of Success households. Those who own their home have very high capital 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

