

wealthy elite

HIGH SPENDING ESTABLISHED FAMILIES IN THE WEALTHIEST SUBURBS

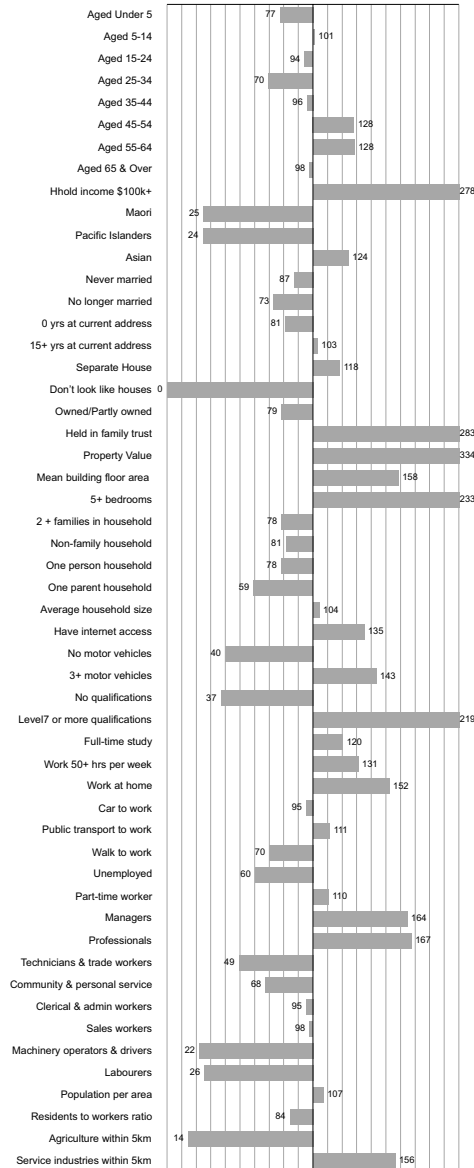
These are the wealthiest of all Mosaic Types. Their median household income is \$92,000 per annum, and over 50% earn more than \$100,000. They live in very affluent suburbs in metro cities. Their houses are large with an average floor area of 236 square metres, 5 or more bedrooms. The capital value averages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

