

ambitious entrepreneurs

UPWARDLY MOBILE SINGLES AND COUPLES
LIVING IN EXCLUSIVE INNER URBAN SUBURBS

These younger career-minded individuals live in established inner city suburbs close to their CBD offices. They are the most likely to travel to work via bus or train, mainly to avoid traffic congestion, though most own cars. Many Ambitious Entrepreneurs have degrees or vocational qualifications, earning median household incomes of \$81,500 per annum with over 40% earning more than \$100,000, the second highest proportion of all types in New Zealand.

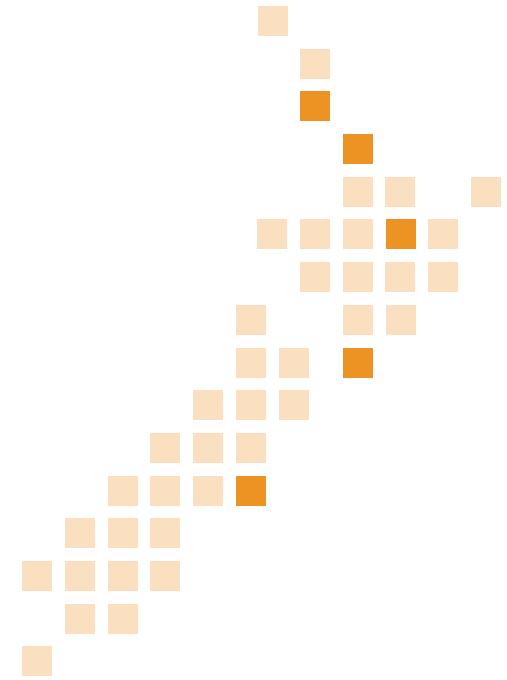
They tend to be managers and professionals in the finance, insurance and other professional careers.

Generally aged 25-44 years, less than half own their own home. They live in larger than average houses, some of which have been converted into flats. Due to their inner city locations, their property values are the third highest of Mosaic types, with an average of \$665,000. This means high rent, and large mortgages for the minority who own.

A high percentage are connected to the Internet using it mainly for online shopping, phone calls, sport telecasts, entertainment and share trading. Ambitious Entrepreneurs are heavy readers of newspapers and magazines, and are one of the highest types to buy fresh flowers. Although they mostly rent their home, they do take pride in having a modern decorated home.

Ambitious Entrepreneurs are the second most likely Type to buy organic food, and they also like variety, claiming to enjoy food from around the world. With their busy lifestyles they often buy takeaways to eat at home of the more healthy varieties, and frequent cafes during weekends and business lunchtimes. When they go out, it is often to a pub or nightclub, where wine and imported beers are consumed. Watching movies, both at the theatre and on DVD is popular, as is attending live music concerts.

Ambitious Entrepreneurs try to look fashionable, often buying branded clothing. Due to the high proportion with degrees, most see themselves as intellectual. Skiing, yoga and going to the gym are regular activities, as are winter sports and tennis.



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

Top Suburbs – Grey Lynn, St Johns, Ponsonby, Mount Eden South, Northcote Point, Balmoral, Eilerslie South, Royal Oak, Orakei & Point Chevalier North

