

bright futures

RECENT GRADUATES LIVING IN SHARED ACCOMMODATION IN ESTABLISHED INNER SUBURBS

These people are 20–34 and live in rented accommodation, either in modern apartment blocks or converted houses. Mean property values are \$532,000. 73% have lived at their current address for less than five years. The majority of Bright Futures have never married, they are highly qualified and work hard in positions as young managers, professionals and technicians. Their average household income is \$72,000 per annum.

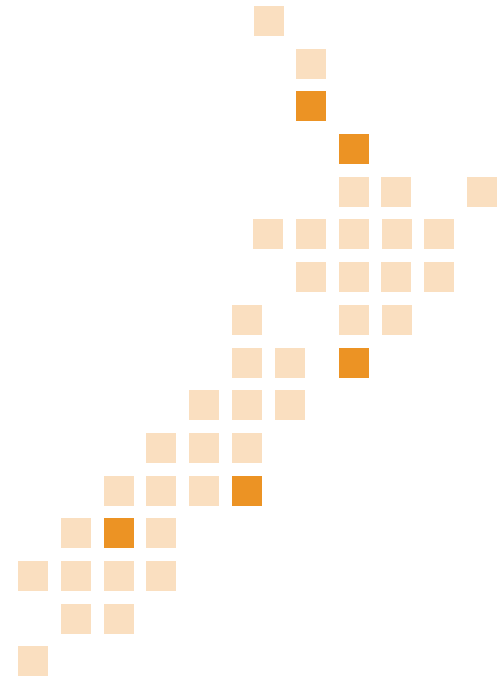
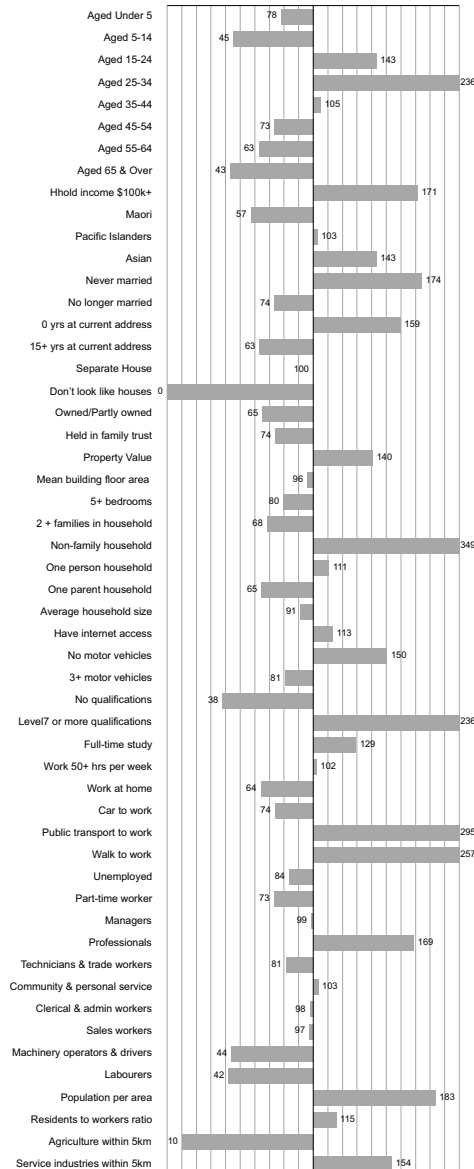
Many walk or use public transport to get to work, with car ownership just half the national average.

Bright Futures are young and ambitious, and see success as important. Because home ownership is low, they are more interested in their careers than their homes. They have the disposable income to buy expensive clothes to get them noticed, and try harder than other consumers to look stylish.

They are the most technologically savvy, convinced that computers and technology give them more control of their busy lives. They are heavy Internet users, with many using it more than once a day, usually to download podcasts or music, entering competitions, and making social contacts. They are comfortable buying online and paying their bills over the Internet.

These people are outgoing and both socially and culturally aware. They enjoy having a full social life and often entertain spontaneously. They select a supermarket based on its proximity to their home or office and its level of variety. Exercise and looking attractive is important, so Bright Futures are often seen power walking or jogging to keep fit.

For recreation, they socialise with friends over a dinner party, go to live theatre, night clubs and professional sporting events. For a quiet night at home, they often rent a DVD and buy a pizza. Weekends are full with either shopping or mini travel breaks, booked and arranged online by themselves.



Top Districts – Auckland City, Wellington City, Queenstown–Lakes District, Christchurch City & North Shore City

Top Suburbs – Grey Lynn, Mount Victoria, Newtown, Ponsonby, Kingsland, Hataitai, St Lukes, Ellerslie South, Mount Cook & Brooklyn

