



Top Districts – Auckland City, Wellington City, Christchurch City, Queenstown-Lakes District & North Shore City
 Top Suburbs – Auckland Central, Thorndon, Parnell, Wellington Central, Christchurch Central, Mount Victoria, Grey Lynn, Freemans Bay, Mount Eden East & St Marys Bay



rising professionals

HIGHLY SKILLED, HARD WORKING PROFESSIONAL SINGLES LIVING IN INNER CITY APARTMENTS

Rising Professionals are 25–34 year old career-minded individuals living in dense inner city suburbs. Many walk to work or take public transport as they live close to their workplaces. Not many have a motor vehicle due to their proximity to work and their small apartments.

The majority rent relatively small company-owned flats or apartments, paying higher rent (\$344 per week) compared to other Urban Intelligence. Property values are high with mean value of \$579,000, these residents have not lived at their address more than 1 year, only 17% have lived in their home over 5 years.

Over half are partnered, but few are married. They have high qualifications, earning median household incomes of \$74,000 per annum, a third of which earn over \$100,000 per annum. They work as professionals and managers across a range of industries.

Rising Professionals select a supermarket based on proximity to work or home and the quality of fresh produce. They are health conscious, buying organic food and avoiding excesses, but their busy lives make takeaways, frozen meals and other convenience foods a regular part of their diet. They are passionate consumers of wine and beer, often having it with meals.

They are technology savvy, using the Internet for making social contacts and for entertainment reasons. They are multimedia individuals, enjoying TV, radio and live concerts. They regularly go to the cinema.

Rising Professionals like to look stylish, buying labels to get themselves noticed. They consider themselves more extroverted than introverted. They are more interested in their job than their house. They see themselves as intellectuals and being seen as successful is very important to them. They participate in a number of sports, such as weight training, golf and swimming. They would rather be participants than spectators.

