

suburban
comfort



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suburban comfort

WEALTHY AREAS OF EDUCATED PROFESSIONAL FAMILY HOUSEHOLDS

Suburban Comfort families are typically middle-aged parents with teenage children, or empty nesters, settled in large cities and provincial towns. They are financially stable, owning high value detached houses in affluent neighbourhoods.

Suburban Comfort are well qualified, and work as white-collar mid-level managers, professionals and technicians. As a result household incomes are high at \$79,000 – the second highest of all Mosaic groups.

Busy with work and family commitments, when they do have a chance to relax, they like to spend it keeping up-to-date with ways to improve their homes, going to a beauty salon or spa, attending cultural events and hosting dinner parties with friends and relatives.

While they are big spenders, they are not excessive. They enjoy clothes shopping and purchase well-known brands. They sometimes rent a car for weekends away, though holidays are often taken overseas with the arrangements made by a travel agent.

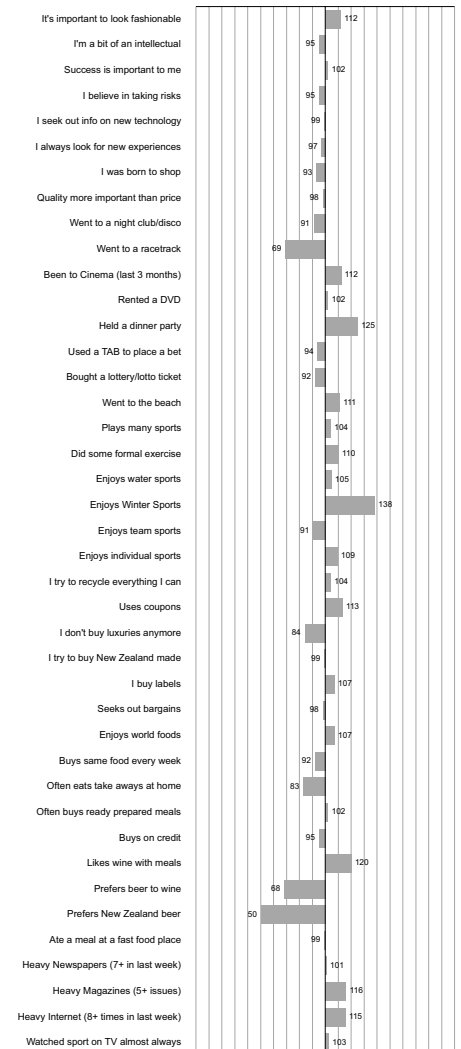
They keep up to date with current affairs through newspapers, television and the Internet, regularly reading the business sections. With their stable careers and homes, they feel very optimistic about the future.

Television advertising and local paper advertising is not the best medium to reach them as they find these slightly annoying. They are less likely to take part in Daily Keno, TAB or go to the racetrack, however do enjoy entering the occasional competition in magazines or on packaging.

MOSAIC PROFILE



ROY MORGAN SINGLE SOURCE SURVEY



thriving families

WELL OFF YOUNG FAMILY HOUSEHOLDS IN DESIRABLE OUTER SUBURB DEVELOPMENTS

Thriving Families are usually family households aged 35 to 54 years with children. They have more married or partnered couples than any other type. Median household incomes are high at about \$84,000, and twice as many have incomes over \$100,000 compared to the rest of New Zealand.

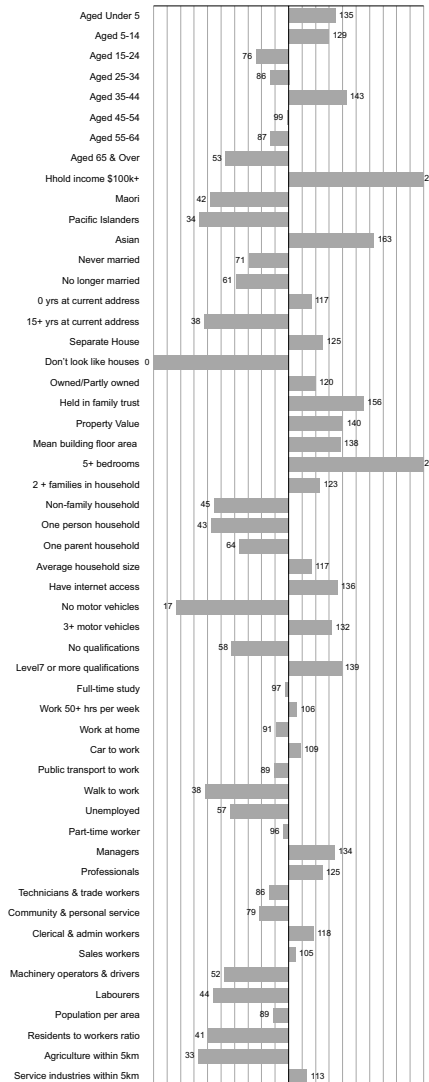
Their higher education levels means they hold managerial, professional and technical roles in the finance, business, education and health sectors. Thriving Families also tend to be employers.

There are more Asian cultures found in these neighbourhoods but they are still predominantly of European descent. Most of these households have more than one car, and have the second highest levels of car ownership of all Mosaic Types. They are more likely to commute daily by car from the outskirts of the city.

Thriving Families typically own their own home, with a mortgage to pay off. Homes are usually quite large, with over 200 square metres on average. These separate homes are usually in good condition and have above average values of \$531,000. Only 26% have been at their address for longer than 5 years.

They have the highest incidence of Internet access, and are very proficient users of technology. They use the Internet for everything from on-line shopping for groceries, making telephone calls, making social contacts and downloading podcasts.

Thriving Families enjoy playing a variety of sports, including soccer, gym training, aerobics, golf and tennis. They also enjoy a trip to the casino from time to time. It is important to look good. When they have friends over for dinner they are more likely to enjoy wine rather than beer. They are also fond of frozen or ready-prepared meals when they come home late from work. Supermarkets are chosen because of their wide range of foods and alcohol and their loyalty program.



Top Districts – Manukau City, Christchurch City, North Shore City, Hamilton City & Wellington City

Top Suburbs – East Tamaki Heights, Rotoruna, Albany South, Greenhithe, Parklands, Whangaparaoa, Henderson Valley, The Gardens, Whitty & Rolleston





Top Districts – North Shore City, Manukau City, Waitakere City, Christchurch City & Wellington City
 Top Suburbs – Botany Downs South, Northcross, Torbay Heights, Whitby, Henderson Valley, Rothesay Bay, Karori Central, East Tamaki Heights, Tiritangi North & West Harbour



invested suburbia

HIGHLY MORTGAGED MIDDLE AGED FAMILIES IN ATTRACTIVE NEWER SUBURBS

Invested Suburbia are typically partnered couples aged 35 to 54 years, some with children. They own their home, have lived there for over a year, and still have a mortgage. Their homes are large, located in the suburbs of large provincial cities and have an average capital value of \$476,000.

These people work hard and are more likely to work in an office as managers, professionals or technicians.

They commute daily by car from the outskirts of the city. Busy family and career lives demand two cars.

Employment is very high and education levels are above average, contributing to median household incomes of around \$79,000. Invested Suburbia have very high Internet usage and use it for convenience: shopping, share trading and online banking. They also use it for entertainment purposes, making social contacts, finding out what's on and for making phone calls.

For recreation, they enjoy skiing or snowboarding down the slopes in winter, and low impact exercise such as yoga and golf. They enjoy reading magazines and like to spend time looking for ideas to improve their homes. They try to keep up with fashion, often buying clothes to get them noticed. They enjoy entering competitions. Their supermarkets have a good range of alcohol and food from around the world.

They often go to restaurants, or order healthier takeaway options. They drink more premium beer and enjoy a glass of wine with meals. They like to have a coffee and muffin at a café, though do look at the number of calories in what they eat. Invested Suburbia are likely to try a new type of food and enjoy taking risks in life.

conservative freedom

FREEHOLD FAMILIES IN COMFORTABLE SUBURBS

Family households with married or partnered couples aged 45-64 years. They are financially secure, with median household incomes of \$75,000. Most Conservative Freedoms have good tertiary or vocational qualifications, and hold positions of responsibility in managerial, professional and administrative positions. A higher than average proportion work in education, training, health and social sciences.

Owner occupied and freehold, their homes are larger than the New Zealand average and have average values of approximately \$500,000. A higher likelihood of these homes being held in a family trust. Most of these households have Internet access for online banking, share trading and telephony, though there are some older households who have never used the Internet.

Despite their work responsibilities, Conservative Freedom enjoy other social and sporting pursuits. They like being socially active and hold the occasional dinner party, where wine is the drink of choice. They also attend cultural events such as ballet and opera.

Tennis, Lawn Bowls and bushwalking are the most popular sports.

They are moderate magazine and newspaper readers, the business section being the most popular. They are health conscious, and are increasingly buying natural, low fat and additive free foods at the supermarket. They enjoy reading books and visit beauty salons and spas.



Top Districts – Christchurch City, Wellington City, Auckland City, Tauranga City & North Shore City
 Top Suburbs – Avonhead, Havelock North, Bethlehem, Paraparaumu Beach, Redwood, Burnside, Fendalton, Mount Pleasant, Waverley & Kerikeri

