

urban
intelligence





urban intelligence

FREEHOLD FAMILIES IN COMFORTABLE SUBURBS

Urban Intelligence are stylish young professionals, aged 25-34 years.

Most live in inner suburban flats or apartments. They are very ambitious, driven by success and well-educated. Most work in professional and technical occupations where they earn well above average household incomes, of over \$56,000 per annum.

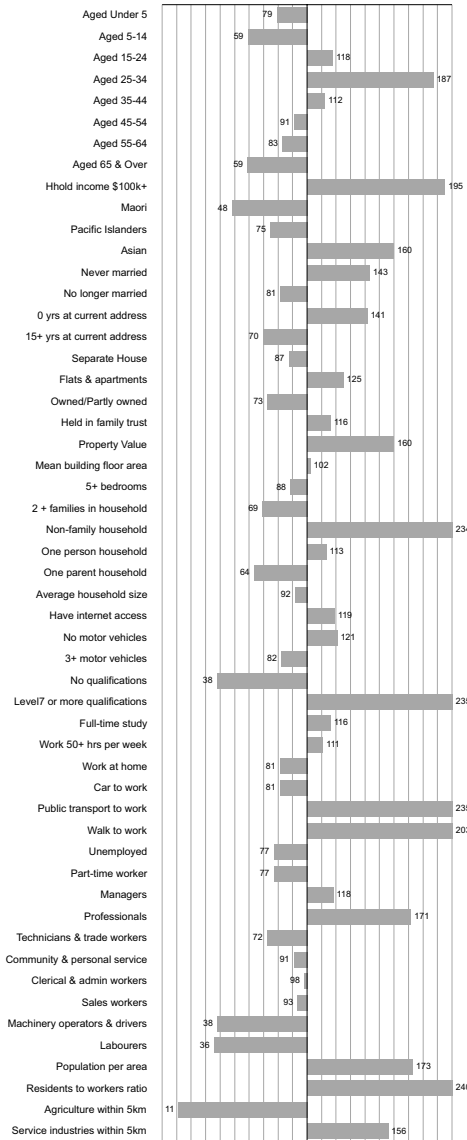
Urban Intelligence are extroverted and very sociable, often letting their hair down at bars and clubs. Cars, clothes and accessories are seen as an extension of themselves. They wear stylish clothing with the right labels to get them noticed, and express themselves through conspicuous purchases. Their weekends are normally full of activities, brunch with friends, going to beaches and shopping.

They would select a car based on looks but are comfortable using public transport. They are likely to support longer term charity projects as opposed to appeals, but have a genuine concern for the environment and try to recycle everything they can.

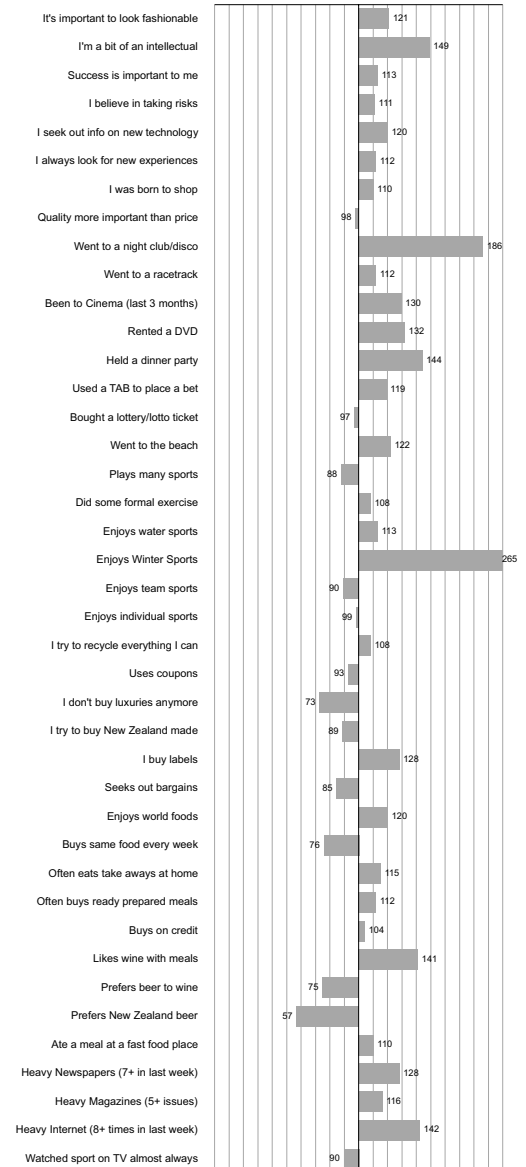
These people are technologically savvy early adopters and are into computers and associated technical gadgets. They are heavy Internet users, using it for music downloads, online shopping and entertainment, and would prefer to do all their banking without having to visit a branch. They consider themselves intellectuals and enjoy cultural pursuits, appreciating art and fine food, but are just as comfortable with takeaways and a movie.

They enjoy snow skiing and other winter sports, as well as working out at the gym. They are heavy consumers of newspapers and magazines.

MOSAIC PROFILE



ROY MORGAN SINGLE SOURCE SURVEY



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.

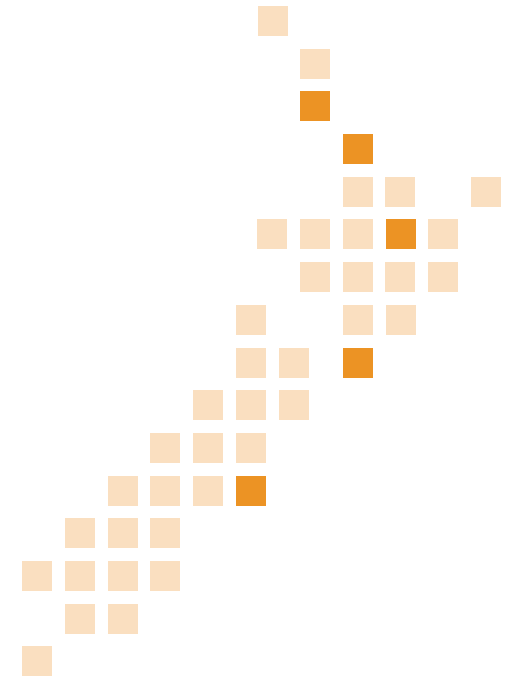
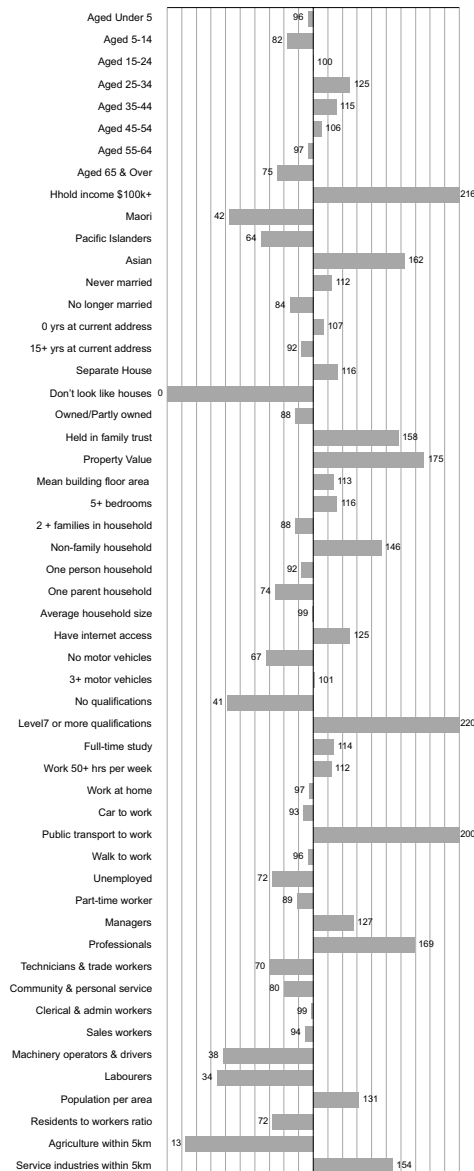
They tend to be managers and professionals in the finance, insurance and other professional careers.

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





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.

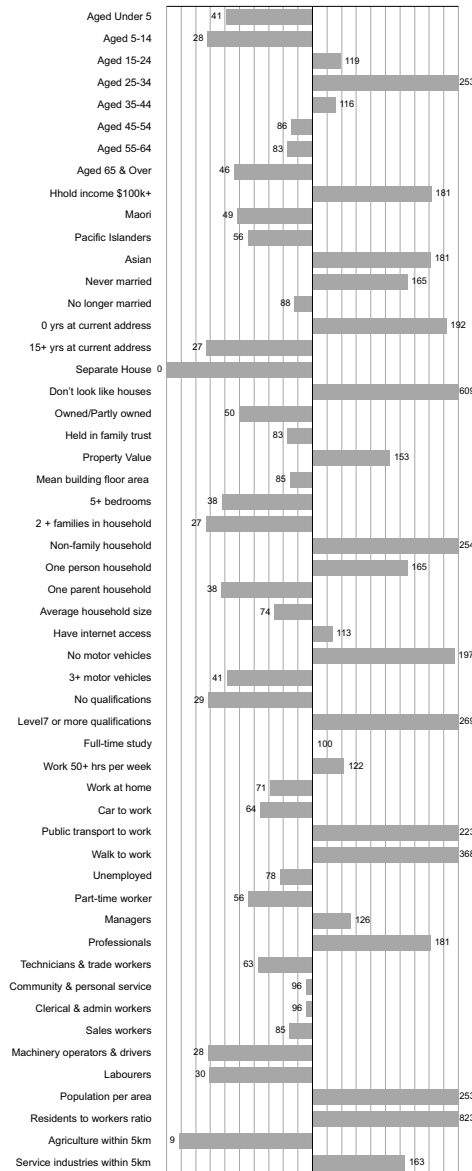
The majority rent relatively small company-owned flats or apartments, paying higher rent (\$344 per week) compared to other Urban Intelligence. Property values are high with mean value of \$579,000, these residents have not lived at their address more than 1 year, only 17% have lived in their home over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



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.

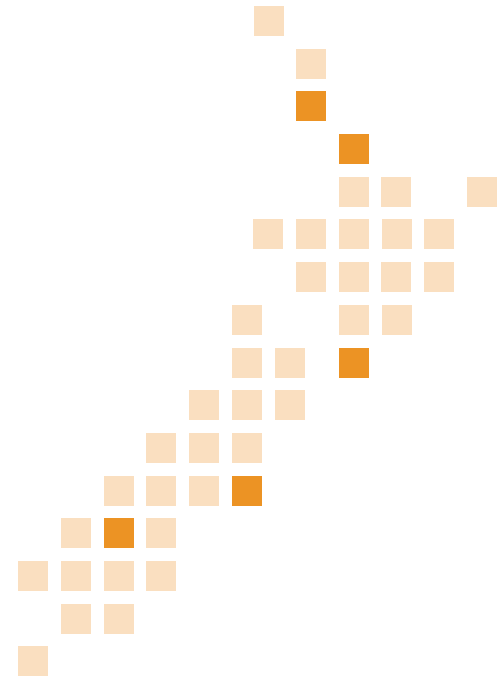
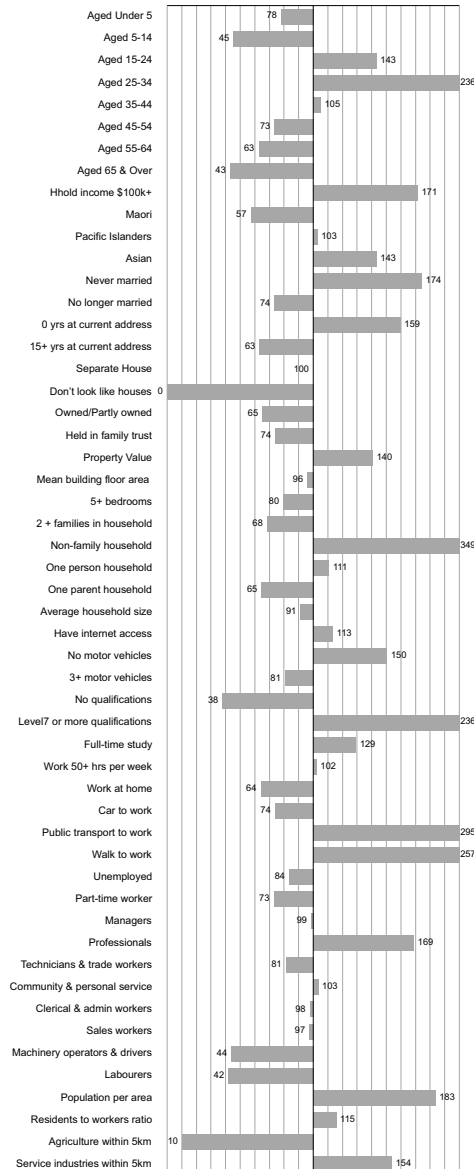
Many walk or use public transport to get to work, with car ownership just half the national average.

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

