

ageing simplicity

LOW INCOME, LOW SPENDING HOUSEHOLDS

Ageing Simplicity are one of the older Mosaic types, with half over the age of 45. A quarter are either divorced, widowed or separated and a third are one person households. Qualifications are low, and many work as technicians or tradesmen. Average household income is \$37,000 per annum. Material success is not often a priority any more, and a demanding career is seen as difficult to cope with. They enjoy a comfortable life and aim to enjoy themselves as much as they can despite uncertainty about the future.

Homes are often flats in less affluent, older suburbs. Some are owner occupied (even owned outright), however there is a sizable proportion of renters as well. House values are below average with a mean of \$288,000, due in part to location, and also their smaller than average size. Car ownership is low.

For entertainment, they like the ballet, opera, classical concerts and the occasional flutter at the races as long as their income will stretch. They don't tend to buy luxuries often and have cut down on their spending preferring New Zealand made brands and well known brands as opposed to what's in fashion.

Ageing Simplicity often spend time at the TAB, Gambling is a popular form of entertainment, with poker machines and the casino other attractions. When pressed for time they occasionally take a break from cooking by choosing pre-prepared or frozen meals, but remain unadventurous when it comes to trying foreign foods. Supermarkets are chosen for easy access with clear signs, spacious aisles and staff nearby for help. As they are not as mobile as they used to be, they prefer to shop for everything in one place.

Ageing Simplicity are light readers of print media, and use the Internet less than other New Zealanders, with the highest likelihood never to have accessed it at all. However, they do like to enter competitions run by newspapers and magazines. When not visiting the TAB, Ageing Simplicity like to play lawn bowls or a quiet game of golf. Watching horse and harness racing on television is also popular.

They are more likely to respond to a direct mail offer from a catalogue but dislike telemarketing calls over the phone.

This group would prefer the world not to change. Threats to the environment are seen as exaggerated and globalisation brings more problems than it solves. They regard it a priority to give a percentage of their income to charity as they believe the gap between the rich and the poor is growing.



Top Districts – Napier City, Christchurch City, Hastings District, Manukau City & Whangarei District
 Top Suburbs – Orewa, Taradale, Paraparaumu Beach, Redwoodtown, Papatoetoe Central, Greenmeadows, Avenues East, Mosgiel, Havelock North & Papakura North

