

grey
power



grey power

RETIREES ENJOYING THE END OF A LONG LIFE

Grey Power can be found in coastal resorts, large towns and provincial cities. They are the oldest Mosaic Group, with most over 65.

Housing types consist of separate houses, flats and retirement homes. These properties have a capital value slightly below average and conditions vary from good to poor. Average household incomes are approximately \$29,000.

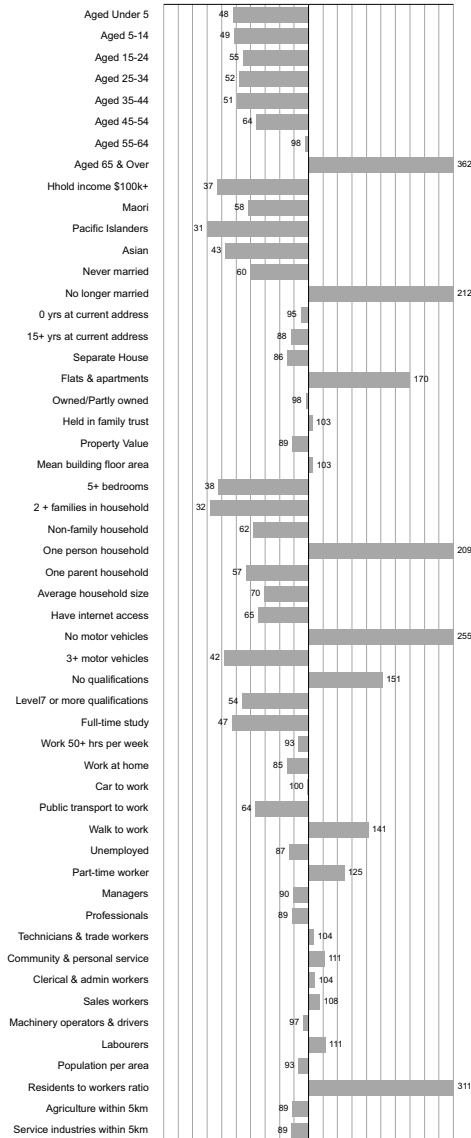
These people are proud of their country and tend to buy well-known products that they have grown up with. Unlikely to take risks, they are not interested in trying new products often, even when discounted or on special.

They do not feel that expensive restaurants are worth it, and as such do not eat out very often, but prefer a traditional meal at home, where they usually eat the same food each week. They don't often eat new, or foreign foods however do try to buy organic where possible. Their local community newspaper advertising helps them to decide where to shop.

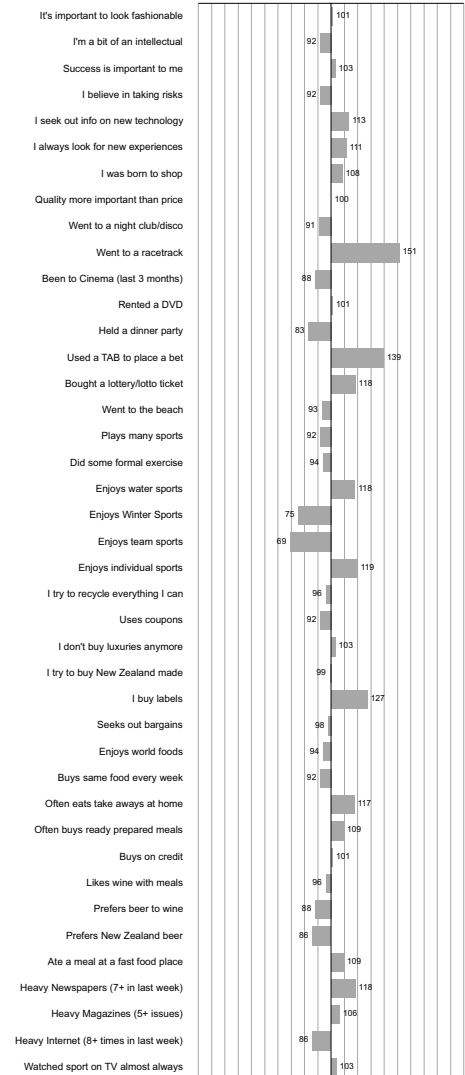
Grey Power are indifferent to new technology, particularly the Internet, and usage rates are some of the lowest of all New Zealanders.

When it comes to activities, slower games such as lawn bowls and darts are preferred, though they do enjoy watching active sports such as rugby and cricket. They also watch horse racing and occasionally have a flutter.

MOSAIC PROFILE



ROY MORGAN SINGLE SOURCE SURVEY



grey independence

OLDER RETIREES STILL LIVING INDEPENDENTLY

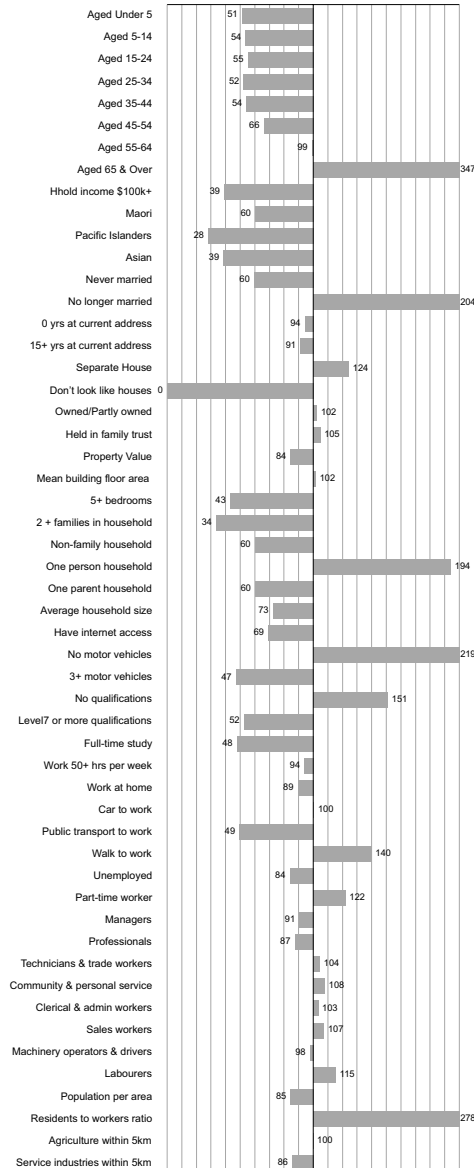
Grey Independence older households with people either married or widowed. There are more one-person households in these areas and they are the second oldest Mosaic Type, with many people over 65. At \$29,000 per annum they have a below average income and live in areas that have a slower pace to life, away from the hustle and bustle of business. Over 40% live alone in smaller homes, some with only one bedroom. Almost 20% have no motor vehicle. These mature seniors tend to work more in part-time roles than other seniors.

55% own their own home, with average capital value is just over \$320,000. There are quite a few baches in these neighbourhoods. Many enjoy working in the garden or around the home, seeing themselves fix-it type people.

Arguably the most conservative of all Mosaic Types, Grey Independence are comfortable with familiar things. They don't believe in taking risks and feel less safe now than they used to. They also see corruption as a major problem. Grey Independence shop at discount and department stores, buying well-known brands and store brands. Their supermarket is one that has a good range of products and at low prices. They frequently buy takeaways, though often heat ready-made meals for convenience. They would eat out more often if their budget would stretch.

Few have Internet access, and few believe that technology gives one more control over life. They respond to advertising, are medium magazine and newspaper readers. Frequently redeeming coupons and special offers, they love promotions where there is a free gift included.

Rally driving, golf and horse racing are popular entertainment choices, especially with a little money on the outcome. Wandering down to the beach for a spot of fishing is also a favourite. For travel they prefer to go overseas and for someone else to make all the arrangements. In between these holidays they do enjoy day trips to the big city for a bit of fun.



Top Districts – Tauranga City, Christchurch City, Rodney District, Thames-Coromandel District & Dunedin City
 Top Suburbs – Orewa, Greerton, Whangamata, Mosgiel, Otumoetai, Twizel, Waimate, Waikanae, Mangawhai & Tairua



armchair elders

HIGHLY LOCALISED POCKETS OF
ELDERLY RETIREES IN PURPOSE
BUILT ACCOMMODATION

Armchair Elders are the oldest of all Mosaic Types in New Zealand. They are more likely to live alone and be widowed. They live in multi-unit, often one-bedroom pensioner flats or retirement villages, with average capital values of \$378,000. They can't relax until they know their house is clean and tidy, and try to keep up-to-date with ways to improve their lives. They do feel financially stable though keep a careful watch on their spending.

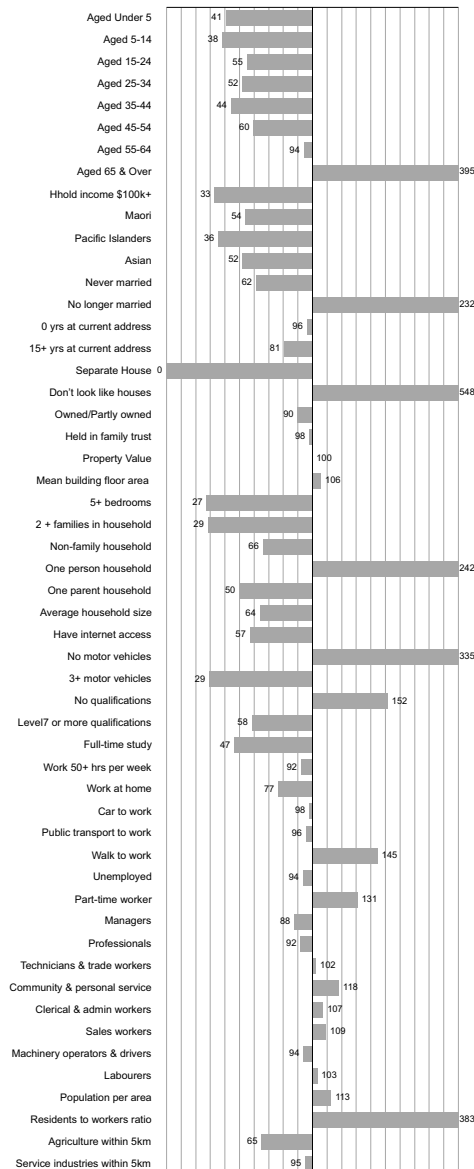
Travelling long distances is no longer required, thus cars are not a necessity. In fact, they have the third lowest levels of car ownership, choosing instead to walk or ride on a mobility scooter to the local shops.

Incomes are very low at under \$27,000, Armchair Elders usually rely on pensions as their sole source of income. They are generally too old to work full-time or have finished their careers and are now enjoying retirement lifestyle. They feel that if they were to work, they would have difficulty coping with the demands.

They are comfortable with familiar things and don't believe in taking risks with investments or trying new products – especially food. Armchair Elders believe in buying quality, and particularly New Zealand made products. They lean towards well-known brands and often choose a supermarket based on locality to other shops. They like spacious aisles, good quality bakery, seafood and delicatessen products. They more frequently purchase organics but don't think that health food is necessary if they eat a balanced diet. They are the most likely to drink alcohol at home, preferring beer to wine.

Like other Grey Power Types, Armchair Elders believe that society's values are crumbling. Respect for authority and obedience are values they would like to instil in youth. They are very proud of their family, and optimistic about the future, though believe that if we don't act now, we'll never control the environment. They are not sure about new technology or what the Information Superhighway is really about. The Internet is foreign territory to many and, as you would expect, few have Internet access.

They are regular watchers of the evening news, also heavy readers of newspapers both local and national. They record their favourite television programmes when they are out. Day trip excursions are popular as well as weekends away. They believe that an active social life is important and have the highest likelihood of placing a bet at the TAB.



Top Districts – Christchurch City, Dunedin City, Auckland City, North Shore City & Tauranga City

Top Suburbs – Waikanae, South Dunedin, Tauranga Central, Browns Bay, Hastings Central, Rangiora, Mosgiel, Papakura Central, Woolston & Flagstaff

