

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.

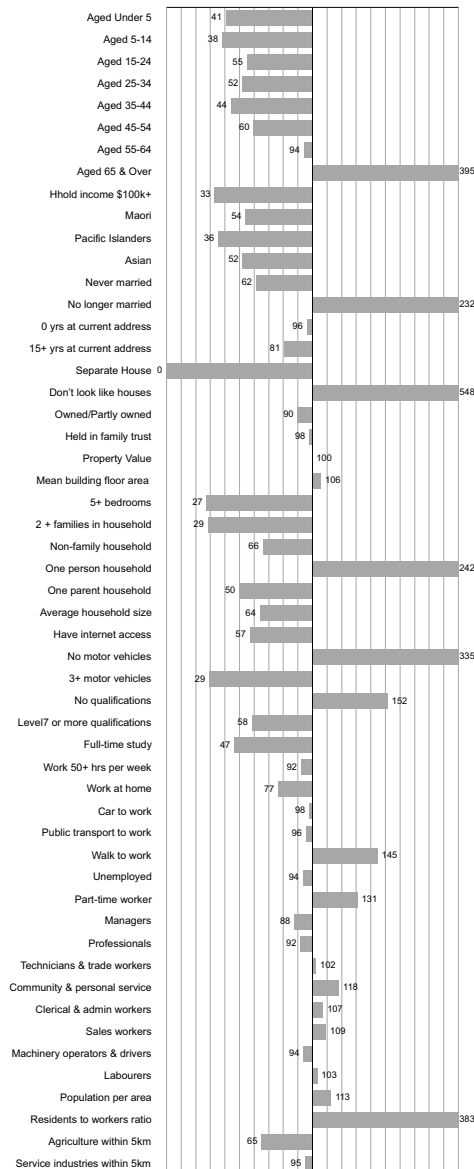
Travelling long distances is no longer required, thus cars are not a necessity. In fact, they have the third lowest levels of car ownership, choosing instead to walk or ride on a mobility scooter to the local shops.

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

