

grey independence

OLDER RETIREES STILL LIVING INDEPENDENTLY

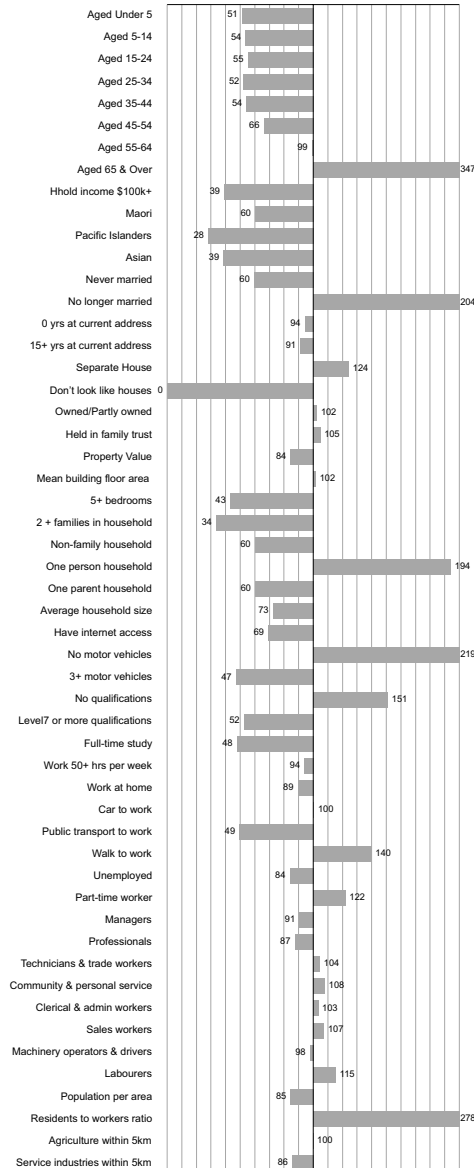
Grey Independence older households with people either married or widowed. There are more one-person households in these areas and they are the second oldest Mosaic Type, with many people over 65. At \$29,000 per annum they have a below average income and live in areas that have a slower pace to life, 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

