

# coastal freedom

OLDER COUPLES, OFTEN EMPTY-NESTERS, IN WELL ESTABLISHED COASTAL AREAS

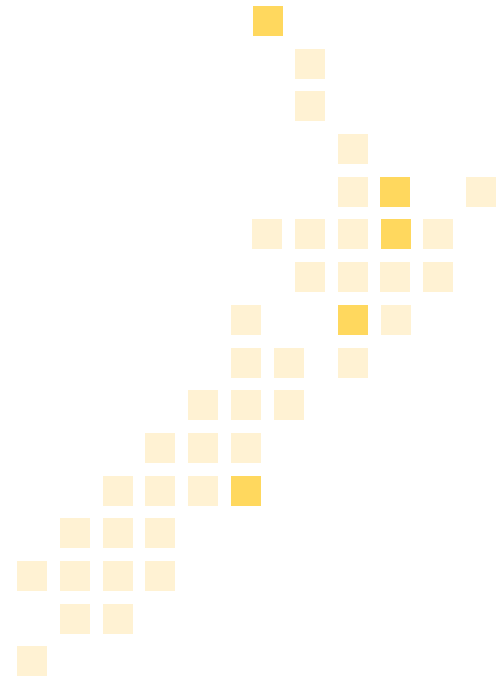
**Coastal Freedom households typically comprise married couples over the age of 55. They tend to own their own homes and have lived in them for over a year, a quarter for over 15 years. Almost 20% are held in a family trust. House values are below average, with typical capital value at \$418,000.**

Those still working are in a mix of occupations, a higher proportion of self-employed and part-time workers may suggest a slowing down into retirement. Household income is below average, at just over \$49,000. Typically, Coastal Freedom households have no qualifications or a school level qualification at best.

Enjoying the simple, quiet life Coastal Freedom are comfortable with what they already like and know, and are resistant to change. Issues like globalisation are far from their minds in their more remote locations. They are light users of the Internet, with occasional online shopping as the major use.

They prefer traditional home-cooked meals to pre-prepared convenience food. Coastal Freedom are also likely to use coupons for special discounts, and they are the most likely Mosaic Type of all to be more interested in their house than their job. As such they are frequent visitors to home interiors stores.

Fishing, hunting and power boating are popular, with many also betting at their local TAB. Uninterested in popular culture, few rent videos or DVDs, and they go to the cinema less often than other Mosaic Types.



Top Districts – Thames-Coromandel District, Tauranga City, Kapiti Coast District, Christchurch City & Far North District  
 Top Suburbs – Waikanae, Whangamata, Waiheke Islands, Snells Beach, Waihi Beach, Whitianga, Papamoa Beach West, Picton, Kerikeri & Springval

