

winding down

EMPTYING NESTS, REDUCING DEBT AND PREPARING FOR RETIREMENT

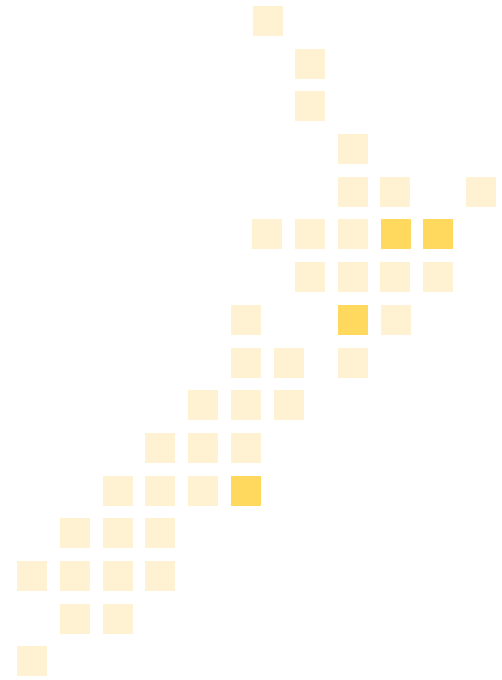
Winding Down is the oldest of the Provincial Pride Group, with 43% over the age of 55. They tend to live in small towns, choosing quiet coastal areas where they can enjoy the sunshine. There are many baches in these areas. With no children to accommodate, Winding Down's enjoy their homes and stay in them for a long time; half over 5 years and almost 20% over 15 years. Homes have an average capital value of \$350,000 and many are owned freehold.

Winding Down households contain a higher proportion of married couples; 33% are classified as not partnered. Looking forward to their retirement, many have chosen to work in part-time jobs in utilities, construction, education and social assistance industries. Household income is below average at \$43,000.

As a group, these are aging, more traditional people who like to drink New Zealand made beer. Expensive restaurants and other luxuries are seen as an unnecessary extravagance, and the strong New Zealand brands they've grown up with, remain the brands of choice.

Identifying strongly with the land, they see themselves as environmentally conscious, but feel that the current threats to the environment are exaggerated. They tend to support longer-term development projects and strongly believe that a percentage of people's income should go to charity. Liking things to stay the same, they admit to being a little baffled by new technology such as computers, the Internet and DVDs.

They are heavy readers of newspapers and like being kept up-to-date with their local suburban newspaper and regularly watch the evening news. They also like to take holidays, especially within New Zealand. Watching golf, tennis, cricket and rugby on television are other popular pastimes, as is playing lawn bowls and a quiet game of golf.



Top Districts – Kapiti Coast District, Tauranga City, Western Bay of Plenty District, Waitaki District & Christchurch City
 Top Suburbs – Waikanae, Arataki, Katikati, Rangiora, Oamaru North, Oamaru South, Winton, Omokoroa, Greenmeadows & Matamata

