

# urban blend

## POCKETS OF OLDER HOME OWNERS BLENDING WITH SINGLES AND YOUNG UNMARRIED COUPLES

**Urban Blenders are found living in shared flats located in the inner suburbs of medium and large cities. They are a mix of young workers and older retired people living in changing neighbourhoods. Most own their homes, which are typically valued at around \$406,000.**

They regularly travel to work by bus, train, bicycle or on foot. They're well qualified too, most work in professional and technical occupations or in sales. Median household income is \$61,000 per annum and they enjoy jazz or classical concerts, art galleries and museums. They don't use the Internet very often, though occasionally find it useful for general entertainment and downloading podcasts.

The older households within this group are concerned about the pace of change, especially with technology. They'd prefer if things would stay the same. They believe in giving to charity, and think that environmental threats are exaggerated by the media.

They are light magazine and newspaper readers, but do enjoy reading the business section. They like to record their favourite TV programmes if they go out, but sometimes prefer a quiet night at home with a good book. They commonly respond to advertising and like to redeem coupons. A healthy diet is important and they consume less dairy and red meat and choose the low fat options at the supermarket. They shop at supermarkets with pharmacies, located where they do other shopping and good samplings and tastings believing these to be a treat.



Top Districts – Auckland City, Wellington City, Christchurch City, Hamilton City & Queenstown-Lakes District

Top Suburbs – Wanaka, Lynfield North, Hillsborough, Miramar, Omanu, Avondale North, Wilton, Northcote Central, Ilam & Barrington

