

Every hour 5+ kiwis turn 50

Put yourself in front of the fastest growing market in NZ. 49% of New Zealanders aged 50+ have heard of GrownUps & 27% have recommended it.



The 50+ demographic is too important to ignore

- 1 in 4 kiwis are over 50 (1.35m NZers). During 2011 alone over 50,000 people will turn 50 (>5 kiwis an hour!)
- They control >65% of disposable income and within 15 years will account for 80% of individual net worth
- Baby boomers also have a strong influence on the purchase decisions for their entire family with advice for their parents, children and grandchildren
- Overall they account for:
 - spending 16% more per person than the average kiwi
 - 44% of travel expenditure
 - 43% of TVs and 46% of all large appliances sold
 - 60% of new car purchases
 - 50% face care purchases
 - 55% coffee purchases
 - 39% of alcohol purchases
 - 25% of toy purchases

+ Why promote online?

- The fastest growing media channel in NZ & 50+ is the fastest growing group online globally
- Total online media spend in NZ 2010 = \$257m, up from \$214m in 2009
- 3rd highest advertising spend behind newspapers and TV
- Overtaken magazine & radio advertising spend during 2010
- Media consumption: we spend 22% of our time each day online vs 12% of media spend = change will come...

= If you would like to speak with active, engaged NZers aged 50+, you need to be on GrownUps

- GrownUps is NZ's only lifestyle website dedicated to the active 50+ community (began in 2006)
- Converse with ~100,000* Unique Browsers (UBs) monthly
- A leading NZ site for Average visitor time spent p/page
- Articles are consistently highly ranked by Google Search
- Articles can assist the Google ranking of your site
- Visitor base mirrors the NZ population spread
- An online social club, allows two-way communication between audience and advertiser - unlike other media channels
- 60,000+ Members (with 75% for >1yr)
- Over 33,000+ weekly newsletters to members
- 98% are 45+, >50% are under 65yrs, 66% Female
- 87% local traffic (Other NZ community sites <40%)

NZ's best lifestyle site for over 50 years

(Stats courtesy of Net//Ratings, ASA, IAB, TNS Yellow Usage monitor Feb 2011, NZ Census, Google Analytics, GrownUps, Senior Agency & Roy Morgan Single Source NZ)

GrownUps.co.nz visitor statistics

Technology

- 93% on broadband (NZ total 50+ pop 40%)
- 91% access the Internet everyday (NZ 50+ pop 42%)
- 90% spend greater than 5 hours a week online
- 59% spend greater than 11 hours per week online
- 91% use the internet to search for information
- Average Page Duration:
consistently one of the longest in NZ
- 62% use Facebook
- 94% have a mobile phone
- 43% can access the internet via their mobile phones
- 89% primarily access the internet from home

Consumption & hobbies

- 79% purchase online (NZ total 50+ pop 31%)
- 37% search for Entertainment
- 41% are interested in film and theatre
- 74% are avid book readers
- 53% are avid cooks
- 78% are pet owners
- 82% are avid walkers
- 72% are active gardeners
- 86% visit a supermarket at least once per week
- 66% visit a pharmacy at least once per month
- 32% are considering buying a car within the next 6 months
- 51% are considering buying electronics within the next 3 mths

Family & influence

- 88% are parents
- 71% are grandparents
- 85% live in a one or two person household
- 39% spend >\$250 per year per grandchild
- 73% assist their children financially (48% a year ago)
- % spend on grandchildren; 31% spend on toys, 50% on clothing, 26% on entertainment, 37% on hobbies
- % assisting children financially; 14% with housing, 24% with education or childcare (up to 60% of some private school fees are paid for by grandparents), 20% with general expenses, 19% with loans

Community

- 52% have been GrownUps members for >2yrs
- 74% are involved with a service or community org

Health & wellbeing

- 49% search Health & Medical online
- 63% purchase health supplements
- 32% Never visit an optometrist
- 79% Never visit an audiologist
- 37% Never visit a dentist
- More people have become active in exercise & sport, and search online for healthcare & medical products than a year ago

Money

- 32% have a Trust
- 25% households earn \$100,000+ (primarily 1-2 pax)
- 60% have active investments (NZ 50+ pop 34%)
- 29% search for investment information online
- 75% use internet banking
- 40% are likely to invest in Bank Term Deposits in the next 6 months
- 80% own their own home
- 11% own their own home and 1 or more investment properties
- 87% are mortgage free by the age of 60
- 33% are Business professionals, managers, business owners, skilled or technical workers
- 26% are likely to invest in Kiwi Saver in the next 6 months
- 8% are likely to invest in property in the next 6 months
- 30% would consider reviewing their insurance

Travel

- 56% search for Travel info online
- 64% spend over \$1000 per trip on average
- 70% are interested in motorhoming
- 82% are interested in cruise travel
- 48% travel at least twice per year
- 14% don't book travel, they just go
- 64% travel overseas at least once per year
- 91% travel domestically at least once per year
- 24% travel on their own
- 21% intend to travel to Australia in the next 6 months
- 90% are interested in rail travel
- 81% fund their travel with savings
- 58% are potentially interested in Escorted Tours