



MEDIA RELEASE

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Don't raise pension age, says GrownUps® survey

Do you think the pension age should be lifted from 65? This was one of the questions GrownUps.co.nz asked its visitors in a recent survey to determine whether they thought the age of retirement should be raised.

Of the 910 people surveyed, 77.1% felt that the pension age should not be lifted from 65 and 83.9% believed it should not be raised in the future.

GrownUps.co.nz Managing Director, Richard Poole, says this result is not surprising given that the majority of New Zealanders look forward to their retirement and want to be of an age where they can still play an active role in the community and in their personal lives.

"Many feel that at 65 it is time to start moving on to the next stage in their lives and these results are an indication of that. People don't want the goalposts moved in terms of being eligible to receive Superannuation and KiwiSaver funds."

"The results from this survey have given us a much better understanding of how our audience feels about these important issues," he says.

Of those surveyed, 59.7% said that if Prime Minister John Key increased the pension age, they would not vote for him again in the next general election.

Other interesting results to come from this survey were that 74% of people surveyed believed that the pension should not be means tested and 78.6% said they would prefer not to receive their pension in one lump sum.

To view the full list of survey results, visit the GrownUps® homepage at grownups.co.nz.

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Background

About GrownUps®

GrownUps (www.grownups.co.nz) was set up in 2006 to service the rapidly-growing group of Internet savvy and active 50+ New Zealanders. The free website, which attracts 100,000+ unique browsers per month and has over 44,000 members nationwide, allows visitors and their families, to find useful and interesting information relating to their particular needs and interests in one place.

GrownUps maintains an independent editorial stance, and welcomes a wide range of views and feedback from users.

GrownUps is consistently ranked one of the best websites in NZ by Nielsen//NetRatings for average page duration and average time on site, demonstrating that visitors enjoy spending time interacting with fellow GrownUps in a safe environment.

It was recently named as one of three finalists in the 2010 NetGuide People's Choice Awards for both Best Lifestyle Website & Best Community Website in NZ, for the third year in a row.

About Yellow

Yellow Pages Group® (YPG) is New Zealand's sole provider of Yellow pages®, White pages® and Yellow Local® directory services with total directories market share estimated to be approximately 90%. YPG's portfolio spans the traditional print directory products but also includes online, directory assistance and specialty vertical directories such as Yellow Guide to Retirement Living and Yellow® On the GO, and mobile. YPG's brand positioning today revolves around 'helping people and businesses getting the Job done®'.

Yellow Pages Group® is a 60% shareholder in GrownUps.

For more information please visit www.yellow.co.nz