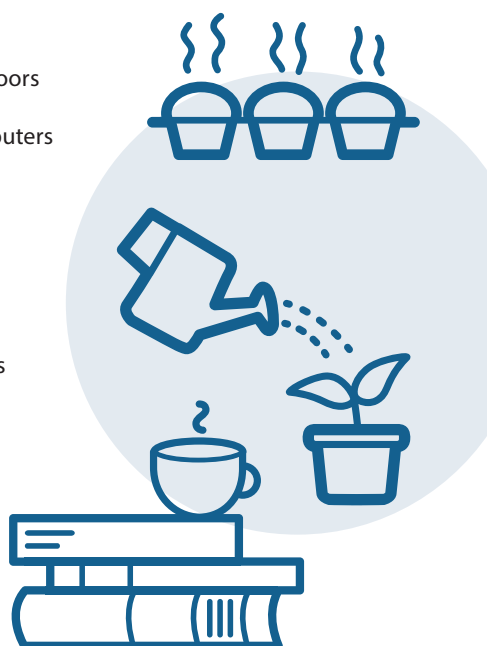


NEW ZEALAND'S LARGEST ONLINE WEBSITE FOR THE ACTIVE AND INTERESTED 50+ DEMOGRAPHIC

CONSUMPTION & HOBBIES

- 49% Travel
- 45% Exercise & the Outdoors
- 61% Technology & Computers
- 68% Books
- 33% Crafts
- 41% Cooking
- 30% Community Services & Charities
- 72% Gardening
- 36% Film & Theatre
- 42% Music
- 21% Sport



75% BUY ONLINE: WHAT DO THEY BUY ONLINE?



- Gifts (54%)
- Electronic goods (26%)
- Clothes and footwear (43%)
- Health & wellness (31%)
- Homeware (23%)
- Entertainment (26%)

TECHNOLOGY



- 78% Use apps
- 41% Stream TV or movie content
- 80% Use social media (Facebook, Instagram, Snapchat, WhatsApp, Pinterest)
- 97% Have Internet at home
- 62% Use the Internet 11 hours or more per week
- 65% Consider themselves to be tech savvy
- 86% Use the Internet to search for information:
 - Travel (51%)
 - Health & Medical (51%)
 - Entertainment (32%)
 - Money, Finance & Investment (20%)
 - Retirement (15%)
 - News (76%)

MONEY & FINANCE

- 76% Own their own home: 72% are mortgage free or almost (one of the highest proportions of mortgage-free home owners)
- 21% Looking to purchase a vehicle soon (70% yes or maybe purchasing in the next six months)
- 24% Own investment properties



INVESTMENTS IN THE NEXT SIX MONTHS?

- 31% Bank term deposit
- 18% Assist family
- 37% Holidays
- 16% Kiwisaver
- 19% Paying off debt



HEALTH & WELLBEING

- 60% Purchase health supplements
- 89% Think staying fit and healthy is important
- 94% Take part in some sort of sport or exercise



FAMILY & INFLUENCE

- 75% Are happily retired
- 87% Are parents
- 65% Assist their children financially
- 84% Have grandchildren
- 35% Have 3-6 grandchildren
- 73% Belong to a local community organisation
- 31% Spend over \$250 per grandchild per year (\$750-\$1000 per year)

WHAT DO THEY SPEND MONEY ON FOR GRANDCHILDREN?

- 82% Gifts
- 27% Toys
- 42% Clothing
- 56% Entertainment, experiences & activities



GROWNUPS COMMUNITY & ENGAGEMENT

- 73% Aged 50-79 years, overall 87% aged >40 years
- 65% Female
- 35% Male
- 50% Have been members for three years or more
- ~190,000 Unique visitors per month
- ~140,000 Registered members nationwide
- ~70,000 Email subscribers nationwide
- ~31% Of visitors engage 7+ times weekly, spending on average 2:01 mins per page visited



TRAVEL

- \$1.7 M Spend on GrownUps Group Tours over the last 5 years (~\$11,000 per person)
- 93% Travel on holiday each year (48% take two or more holidays per year)
- 65% Travel one to three times internationally per year (UK travel 39%)
- 66% Travel one to three times domestically per year



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