

**SURVEY PROVIDES FIRST PICTURE OF PEGASUS COMMUNITY**

They're young and active Kiwis who enjoy the outdoor environment. More than likely they've got kids, who they want to see go to a local school. They come from a cross-section of working backgrounds and most currently own a home in Christchurch. Not surprisingly, many of them like water sports or a game of golf.

They are the first purchasers of properties at Pegasus Town in North Canterbury, currently under development. A just released survey of them provides a comprehensive picture of the new community's residents, many of whom plan to start building homes in the town soon.

The survey was conducted by Infinity Investment Group, who along with Multiplex Group are joint-venture developers of the new town. Survey analysis and reporting was carried out by the Waimakariri District Council.

Over half of the initial purchasers of sections at Pegasus took part in the study, which was undertaken to gain an understanding of the characteristics and aspirations of the community. The fast developing North Canterbury town will eventually be home to up to 5000 people.

Infinity Investment Group Chief Executive Bob Robertson says, from a planning perspective, this survey has given his company and the District Council a unique insight into the make-up and the needs of future Pegasus residents.

"This information reinforces our planning and underscores the importance of the investment we are making in infrastructure, amenities, community facilities, and the local environment," says Bob Robertson.

"From our perspective it's fantastic to see the character of our new community taking shape. As we always hoped, Pegasus is going to be a dynamic, vibrant town, full of local people who want to embrace all the lifestyle opportunities this unique beachside town has to offer."

Survey results show purchasers at Pegasus are typically younger than the current

population of the Waimakariri District. Only 2% are resident overseas, with most (61%) currently living in Christchurch and another 13% already in the Waimakariri District.

Almost half of the respondents say they are definitely intending to live in Pegasus, with only 17% purchasing a section purely as an investment. The majority of those with firm plans to build a home in Pegasus are intending to do so in 2008-09.

Bob Robertson believes Infinity Group's detailed planning for the town's many attractions has drawn a wide range of people to the new community, with lifestyle and environment the highest ranked reasons for choosing to purchase a section at Pegasus.

"Survey respondents have told us they like the ability to live where they play – enjoying the town's lifestyle and recreational assets without having to travel away from the area."

"They also appreciate the fact that the town's retail precincts, entertainment areas and leisure activities are all within walking distance."

Parents responding to the survey also liked the family-friendly aspects of the community, with over half with primary school-aged children intending to send them to local schools.

The only major concern of respondents was the commute to Christchurch. However, over 40% said they would use public transport if it was available and a further 30% would consider doing so.

Simon Markham, Waimakariri District Council Policy and Strategy Manager who prepared the survey report, said the study will be of significant benefit to the Council as it plans to meet the needs of new residents.

"Pegasus is a major new community in the District, and it is important to get a first picture of the requirements and aspirations of its members," says Simon Markham.

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