Upper-middle-income seniors in urban apartments

Who They Are

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: with a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their teens and twenties. About 55 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of Community Involvement, staying active in social issues and political campaigns.

The older members of Savvy Seniors are busy enjoying the good life. Those retired spend their time golfing, sewing, knitting and making crafts. When not taking trips around Canada or Europe, they are undertaking DIY remodeling projects around their home. With a fondness for cultural activities, residents regularly go to art galleries, the opera, theatre and classical music concerts. Financially secure, they have high rates for using the Big Five banks, actively trade stocks online and seek out advice from financial planners and full-service brokers. But they're also big-hearted Canadians who never met a charity they didn't like; whether cultural, environmental, religious or hospital-related—all benefit from their largesse. These older Canadians enjoy traditional media, especially TV news, weather, history programs and sports like curling, figure skating and golf. They tune to golden oldies and classical music on the radio. And they subscribe to most major dailies and a number of mainstream magazines. Many are just becoming comfortable with the Internet and prefer to go online using their computer or tablet rather than a mobile phone.

How They Think

The members of Savvy Seniors are pleased with their country and their accomplishments. They believe Canada should play a strong role in the world (National Pride) and that the country offers opportunities for anyone to succeed if they try hard enough (North American Dream). Many are confident that they can control the direction of their lives (Personal Control), and they're comfortable with a less prescribed way of life (Rejection of Orderliness). Although they've spent most of their lives in Canada, they still seek to learn from other cultures and incorporate their influences in their daily life (Culture Sampling). With their solid incomes, they enjoy making purchases in areas of particular interest (Consumptivity), especially if those products and services carry a well-known brand name and help them look good and dress in a respectful, appropriate manner (Importance of Brand, Concern for Appearance, Propriety). At this stage in their lives, Savvy Seniors have achieved a level of social standing within their community, though they still seek the respect of others by displaying their good taste and fine manners (Need for Status Recognition).
Where They Live

How They Live

LEISURE
- gardening
- golf
- cruises
- active in social issues

SHOPPING
- Hudson’s Bay
- Shoppers Drug Mart
- Chapters/Indigo
- natural health products retailers

TRADITIONAL MEDIA
- CBC News
- The Weather Network
- oldies radio
- Maclean’s

INTERNET
- click on Internet advertisements
- real estate sites
- access restaurant guides
- travel arrangements

FOOD/DRINK
- rolled oats/oatmeal/hot cereal
- condensed soup
- prepared alcohol mix
- high-quality restaurants

FINANCIAL
- high-interest savings
- financial planners
- TFSAs
- donate to Canadian charities

AUTOMOTIVE
- intermediate imports
- Toyota/Lexus
- $15,000-$29,999 spent on vehicle
- GPS/navigation systems

SOCIAL
- WhatsApp
- LinkedIn
- comedy podcasts
- blogs

MOBILE
- e-book readers
- fitness trackers
- send/receive email on tablet
- research products and services on tablet

HEALTH
- Take vitamin and mineral supplements

ATTITUDES
“...I’ve often worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality...”

“It’s very important to me that I watch and take care of my health...”

“When I buy a product, the brand is very important to me...”

“I have already taken steps to ensure that I have sufficient income for my retirement...”