Wealthy, older and mature city sophisticates

Who They Are

The second wealthiest lifestyle, Wealthy & Wise is home to older and mature families and couples whose incomes are nearly two-and-a-half times the national average. Found in large cities across Canada, these households tend to own expensive single-detached houses in established neighbourhoods; the average dwelling value is more than $1.2 million. Wealthy & Wise is one of the most educated groups—a majority hold a bachelor’s or advanced degree—and members earn lofty incomes as managers and white-collar professionals. Many are first- and second-generation Canadians who are attached to their older urban neighbourhoods, having lived at the same address for years. And while most commute to work by car, one in five takes public transit, bikes or walks to work. At home, their leisure activities reflect the presence of older children, most between the ages of 10 and 25. These families enjoy going to film festivals, the theatre and museums. Able to afford most luxury items, consumers here maintain they’re willing to pay more for environmentally friendly products that reflect their Ecological Lifestyle.

With household maintainers between 45 and 74 years old, members of Wealthy & Wise are in their peak earning years. They’re sophisticated consumers who shop at luxury retailers like Holt Renfrew and Harry Rosen. They’re regular spectators at professional sporting events, particularly football, baseball and golf. And some spend upwards of $50,000 for their imported intermediate SUV—preferably from a European carmaker—with GPS and satellite radio. No summer is complete without a stay at their cottage and regular trips to the U.K., Europe and Mexico are popular; many book specialty packages featuring eco-tourism, resorts and cultural immersion. These older Canadians are media omnivores. They read all sections of newspapers, listen to news-talk and traffic reports on the radio, and subscribe to magazines such as Report on Business and Cottage Life. But they’re also comfortable using new media platforms—mobile phone, computer and tablet—to access news sites and research and purchase products. Having a net worth of more than $3 million, they’re among the top supporters of hospital foundations and environmental organizations, and their level of financial security supports their strong desire to leave behind a Legacy.

How They Think

The residents of Wealthy & Wise are affluent but not insular. While they maintain strong connections to their communities and religious institutions (Community Involvement, Religiosity), they see themselves as citizens of the world (Global Consciousness), seeking to learn from other cultures and incorporating diverse influences into their lives (Social Learning, Culture Sampling). They believe protecting the environment is more important than economic considerations (Primacy of Environmental Protection), and they try to protect their own health through diet and exercise (Effort Toward Health); appearing attractive is very important to these older Canadians (Concern for Appearance). Comfortable with the uncertainties of modern life, they firmly believe they can control the direction of their future (Adaptability to Complexity, Personal Control). They also see themselves as having more energy and initiative than others (Vitality) as they explore rich, new sensory experiences and opportunities to use their intuition, imagination and creative talents (Sensualism, Personal Creativity). Wealthy & Wise members prefer well-known brands and they’re willing to pay a premium for green products (Importance of Brand, Ecological Lifestyle).
Where They Live

How They Live

LEISURE
- gardening
- cottages
- sporting events
- theatre

SHOPPING
- rewards programs
- athletic wear
- Apple online and retail stores
- Eddie Bauer

TRADITIONAL MEDIA
- CTV National News
- news/talk radio
- *Maclean’s*
- newspaper business and finance section

INTERNET
- listen to podcasts
- music streaming services
- purchase theatre tickets online
- research products online

FOOD/DRINK
- online meal kits
- granola/muesli
- whole bean coffee
- Italian restaurants

FINANCIAL
- mutual funds
- health insurance
- will/estate planning
- donate to alumni groups

AUTOMOTIVE
- imported luxury vehicles
- Nissan/Infiniti
- 2017-2019 model years
- auto clubs

SOCIAL
- LinkedIn
- Twitter
- Reddit
- Flickr

MOBILE
- web browsing on tablet
- email on phone
- maps/directions on tablet
- free travel apps

HEALTH
- Consult with an eye specialist

ATTITUDES
- “I feel that I am more a citizen of the world than a citizen of my country”
- “I consider myself to be sophisticated”
- “I am prepared to pay more for products that are a bit different from those one sees all over”
- “Compared to other people I know, I feel that I have a lot of energy”

©2020 Environics