Older and mature, middle-income suburbanites

Who They Are

Scenic Retirement exemplifies one of Canada’s dominant demographic trends: the aging population. Many of this segment’s residents live in retirement communities like Niagara-on-the-Lake, Duncan and Parksville. With more than two-thirds of household maintainers over 55 years old, the segment features older and mature married couples and singles living in the suburban neighbourhoods of smaller cities popular with seniors. Nearly one in ten households contains a widowed individual. Most members live in midscale, single-detached houses—the average dwelling value is $450,000—but one-quarter own a condo. And though only half are still in the labour force, average household incomes here are more than $100,000, earned from a variety of blue-collar and service sector jobs as well as pensions and government transfers. These financially comfortable households pursue leisure-intensive lifestyles. They stay physically active by playing golf, fitness walking and gardening. And they like to keep up with trends by attending exhibitions covering RVs, crafts and homes. These third-plus generation Canadians are mindful of the future and want to leave a Legacy, whether for their families or society.

With virtually all members of Scenic Retirement born well before the advent of the Internet, this segment is a bastion of traditional media. Residents like to watch TV news and sports—particularly curling, CFL football and golf—along with programming on CBC, Discovery and History channels. They’re big fans of radio, listening to oldies and country music while they engage in home-based hobby crafts. They’re mixed on print media however, scoring average for magazines but high for community newspapers. Admitting Technological Anxiety, they’re late adopters of mobile phones and tablets for accessing digital media, though they like buying books, checking sports scores and making travel arrangements online. Many Scenic Retirement residents understandably prefer the real world over the virtual one: they live close enough to the country to go hunting, boating and camping, and they enjoy travelling to the U.K., the Caribbean and Central and South America. A night out means a trip to a casino, community theatre or live music venue for country, jazz or classical performances. Their idea of a social network is volunteering to help others in their communities, not posting “likes.”

How They Think

The members of Scenic Retirement may be getting on in years, but that hasn’t diminished their interest in their local neighbourhood and city (Community Involvement). They are proud of Canada’s position in the world and its wealth of opportunities (National Pride, North American Dream). These selfless Canadians believe that society has a responsibility to help those less fortunate (Social Responsibility), maintain it’s their Duty to care for others before themselves and think everyone should play by the rules (Obedience to Authority). Guided less by their emotions and feelings than by reason and logic (Emotional Control), they strive to impose order on their lives even in the face of forces beyond their influence (Personal Control). With their commitment to organized religion and preserving the nuclear family, they score high for Religiosity and Traditional Families. In the marketplace, these consumers are a tough sell for popular brands, given their expressed Brand Apathy, low to nonexistent Joy of Consumption and insistence on researching products before committing to them (Discriminating Consumerism). And when they do spend their money, they prefer patronizing small businesses, which they consider more ethical than large corporations (Confidence in Small Business).
Where They Live

How They Live

LEISURE
- golf
- art galleries
- community theatres
- national or provincial parks

SHOPPING
- Hudson’s Bay
- Northern Reflections
- Lee Valley Tools
- home health care stores

TRADITIONAL MEDIA
- TV curling
- CBC News
- new country radio
- community newspapers

INTERNET
- investment sites
- news sites
- shop home and garden products online
- travel arrangements online

FOOD/DRINK
- yogurt with probiotic culture
- rye/Canadian whisky
- Dairy Queen
- seafood restaurants

FINANCIAL
- GICs
- mutual funds
- senior services bank plans
- RRIFs

AUTOMOTIVE
- pickup trucks
- domestic brands
- three or more vehicles
- 1990-1999 model years

SOCIAL
- Pinterest
- >1 hour/day on social media
- use social media on tablet
- 0-49 friends in all social media networks

MOBILE
- fitness trackers
- e-book readers
- listen to radio or podcast on tablet
- email on tablet

HEALTH
- Use a hearing aid

ATTITUDES
- “I’ve often worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality”
- “I prefer people who, whatever happens, do their duty”
- “Brands are not important to me at all”
- “I have made plans for those I love after I die”