



S6 OLDER
SUBURBAN

M2 MATURE
SINGLES
& COUPLES

Population:

509,174
(1.34% of Canada)

Households:

220,911
(1.47% of Canada)

Average Household Income

\$109,329

Average Household Net Worth:

\$824,732

House Tenure:

Own

Education:

College/High School

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Duty

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 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. 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. 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.

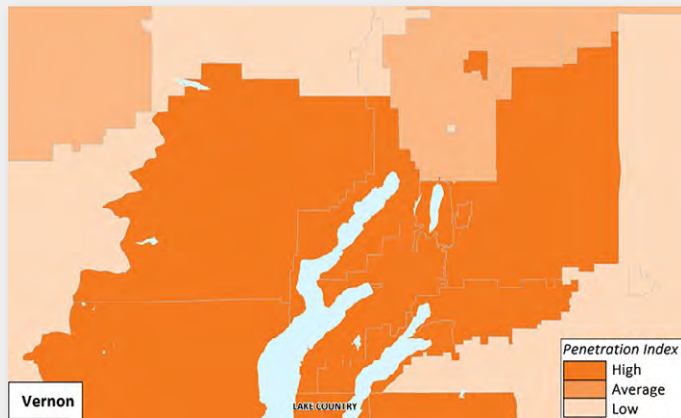
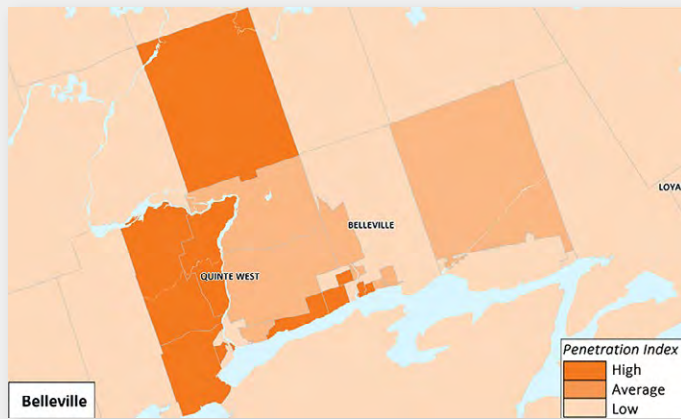
With virtually all members of Scenic Retirement born well before the advent of the Internet, this segment is a bastion of traditional media. Residents like to watch TV news and sports—particularly curling, CFL football and golf—along with programming on MSNBC US, The Comedy Network and Animal Planet. 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 high for hours spent reading magazines and community newspapers. Admitting *Technological Anxiety*, they're late adopters of mobile phones and tablets for accessing digital media, though they like buying books, browsing Pinterest 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. Given the current state of the world, this cohort is most looking forward to travelling within Canada post-COVID. 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

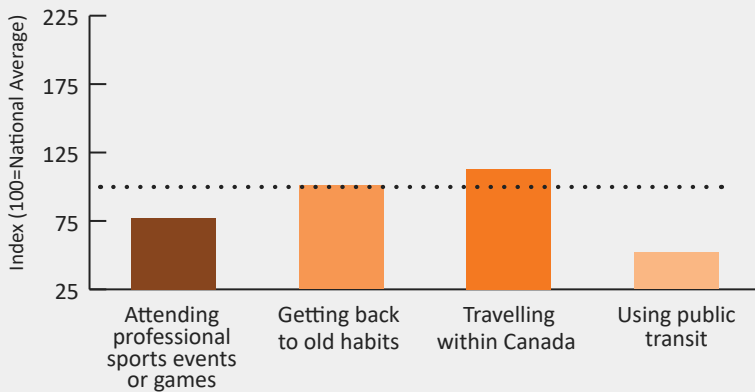
The members of Scenic Retirement may be getting on in years, but that hasn't diminished their interest in their local neighbourhood and city (*Community Involvement*). They are proud of Canada's position in the world and its wealth of opportunities (*National Pride*). These Canadians believe that society has a responsibility to prioritize protecting the environment over economic advancements that could threaten the environment (*Primacy of Environmental Protection*). Additionally, they 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 find fulfilment through investing in their professional lives and feeling that their work has social value (*Fulfilment Through Work*). This segment tends to base their purchase decisions on utilitarian rather than aesthetic considerations (*Utilitarian Consumerism*), and this behaviour is also reflected in their willingness to base consumer decisions on the perceived ethics of a company and being good corporate citizens (*Ethical Consumerism*). 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*). When they do spend their money, they prefer patronizing small businesses, which they consider more ethical than large corporations (*Confidence in Small Business*).

21. SCENIC RETIREMENT

Where They Live



Post-Pandemic, Looking Forward To:



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
 less than 1 hour/day on social media
 access social media through 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

"Life in the country is more satisfying than life in the city"

"I would prefer to do work that is exciting but does not pay very well"

"I prefer people who, whatever happens, do their duty"

"How my personal information is used by companies and the government is not very important to me"

