



U2 URBAN
OLDER

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

843,045
(2.21% of Canada)

Households:

307,379
(2.04% of Canada)

**Average Household
Income**

\$115,193

**Average Household Net
Worth:**

\$612,864

House Tenure:

Own

Education:

College/High School

Occupation:

Mixed

Cultural Diversity Index:

Low

Sample Social Value:

Legacy

Who They Are

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (*Culture Sampling*).

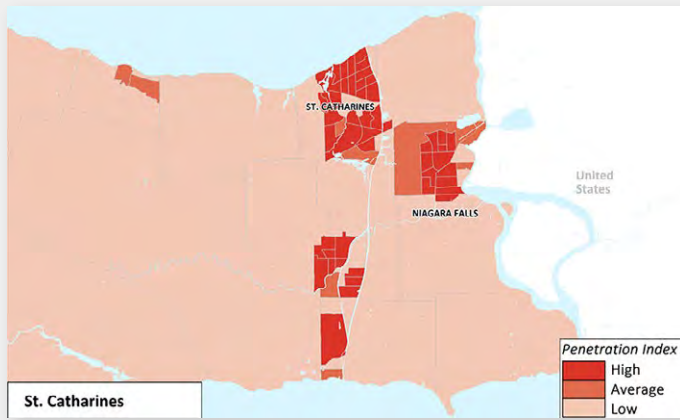
The upper-middle-class members of Mid-City Mellow inhabit a land of pleasant living. Their older homes are graced with well-tended gardens, hot tubs and driveways crowded with midsize cars and SUVs, boats and campers. They have high rates for attending the theatre and concerts featuring rock and country music, and this cohort's families with children explains the popularity of pets, pro hockey and football, as well as casual restaurants like Kelsey's, Swiss Chalet and The Keg. Planning for the future, these adults have invested in a variety of assets and contributed a healthy portion to their RRSP retirement funds. Media traditionalists, they like reading newspapers in print—the editorials and classifieds in particular—and watching all manner of TV sports, especially Major League Baseball, the CFL, pro golf and NASCAR auto racing. As a segment who enjoy their personal leisure time, this cohort is looking forward to driving more post-COVID. They listen to radio mostly during their commutes to work, preferring stations that play oldies, classic rock and new country music. But they're only average Internet users, going online mostly for utilitarian purposes: banking, researching recipes and staying current with their favourite sports teams. They still respond to direct mail, particularly coupon booklets, catalogues and newsletters.

How They Think

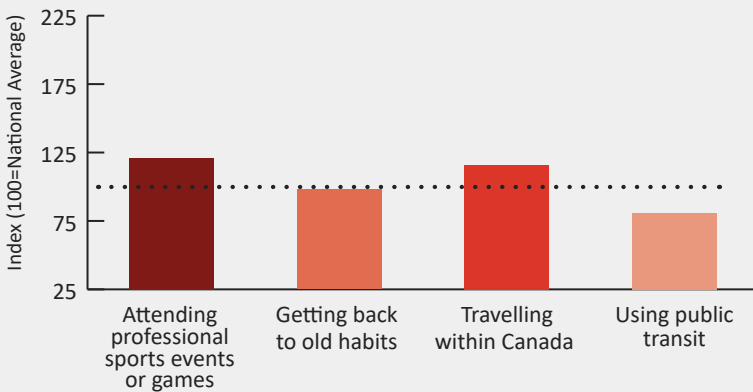
The members of Mid-City Mellow are eager to preserve their *Legacy*—this could be done through a financial, moral, spiritual, or cultural nature. Living in multicultural cities, they've come to appreciate the virtues of other cultures too (*Cultural Sampling*). Their outlook is open-minded, willing to question the status quo (*Rejection of Authority*) and passionate about improving their communities and the lives of those less fortunate (*Community Involvement*). Comfortable with the uncertainties of modern life (*Rejection of Order*), they firmly believe in their ability to effect change and that ultimately people get what they deserve (*Personal Control*). Their decision-making tends to be guided by ecological concerns, with many willing to make economic sacrifices to protect the environment (*Ecological Concern*). When the daily grind gets to be too much, many take a break from overscheduling by booking a casino stay or cruise (*Time Stress*). These upper-middle-class households feel financially comfortable and have an enthusiasm for purchasing products and services in areas of interests such as music and electronics (*Consumptivity*). In the marketplace, Mid-City Mellow members look for brands that are authentic, and convey a compelling story and satisfy their desire to demonstrate their individuality (*Brand Genuineness, Pursuit of Originality*).

23. MID-CITY MELLOW

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

entertaining at home
 fitness clubs
 community theatres
 casino clubs



SHOPPING

Mark's
 Pennington's
 Loblaws
 Rexall/PharmaPlus



TRADITIONAL MEDIA

Movie Time
 TV auto racing-IndyCAR
 oldies radio
 community newspapers



INTERNET

discount coupons on computer
 investment sites
 access sports content
 purchase movie tickets



FOOD/DRINK

pretzels
 decaffeinated coffee
 buffet restaurants
 casual family restaurants



FINANCIAL

RRSPs
 will/estate planning
 term life insurance
 donate to religious groups



AUTOMOTIVE

domestic intermediate SUVs
 small vans
 Chevrolet/GMC
 two vehicles



SOCIAL

YouTube
 Pinterest
 read Facebook news feed
 stay connected with
 personal contacts



MOBILE

use apps on tablet
 send/receive email on tablet
 home improvement/
 décor sites on tablet
 finance sites on tablet



HEALTH

take vitamin D supplements

ATTITUDES

"Violence is a part of life. It's no big deal"

"I like to experience new emotions every day"

"I believe that young people should be taught to question authority"

"When I buy a brand, product or service, it is very important to me that I get a sense of the place where it was created"

