Older and mature city homeowners

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 aging in place 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, German, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of blue-collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy going to hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours, buoyed by their optimism for their financial future (Financial Security).

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 like the theatre and concerts featuring rock and country music, and the segment’s many families with children help explain the popularity of pets, pro hockey and football, as well as casual restaurants like The Keg, Swiss Chalet and Montana’s. 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 printed newspapers—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. They listen to radio mostly during their commutes, preferring oldies, classic rock and new country music stations. 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

Mid-City Mellow residents are eager to preserve their cultural traditions (Search for Roots), and 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, Social Responsibility). Comfortable with the uncertainties of modern life (Rejection of Orderliness), they believe in their ability to effect change and that ultimately people get what they deserve (Personal Control, Just Deserts). Their decision-making tends to be guided by ecological concerns, with many willing to make economic sacrifices to protect the environment (Primacy of Environmental Protection). But 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 due in no small part to their frugal nature (Saving on Principle). In the marketplace, Mid-City Mellow members look for brands that are authentic, convey a compelling story and satisfy their sense of individuality (Brand Genuineness, Pursuit of Originality).
Where They Live

How They Live

**LEISURE**
- entertaining at home
- fitness clubs
- community theatres
- casino clubs

**SHOPPING**
- Mark's
- Penningtons
- Loblawcs
- 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**
- “We should do much more to learn about the customs and heritage of the racial and ethnic groups in this country”
- “Managing my time is one of my biggest challenges”
- “Young people should be taught to question authority”
- “I am prepared to pay more for brands, products and services that reflect the country or place they come from”