



S6 OLDER
SUBURBAN

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

458,876

(1.20% of Canada)

Households:

200,429

(1.33% of Canada)

**Average Household
Income**

\$90,898

**Average Household Net
Worth:**

\$351,766

House Tenure:

Own & Rent

Education:

College/High School

Occupation:

Service Sector/
White Collar

Cultural Diversity Index:

Low

Sample Social Value:

*Confidence in
Advertising*

Who They Are

Slow-Lane Suburbs consists of a mix of older and mature singles and couples living in the suburbs of midsize cities like Thunder Bay, Cape Breton Island, St. John's and Sault Ste. Marie. Most maintainers are over 55, and those still in the labour force typically hold service sector and white-collar jobs in health, food services, sales or retail. With their high school and college educations yielding middle incomes, nearly three-quarters of adults are owners of relatively inexpensive homes. Many are aging in place in a single, semi or duplex in an older neighbourhood. In Slow-Lane Suburbs, two-thirds of households consist of only one or two people. Content in their established communities, more than three-quarters of residents are third-plus-generation Canadians, and they enjoy time-honoured outdoor activities like fishing, hunting and camping. And many have time on their hands to travel to Atlantic Canada and snowbird destinations in Florida. For excitement, they like attending an auto race or golf event. Marketers can reach them with a message that aligns with their belief in *Saving on Principle*, emphasizing products and services for the frugal minded.

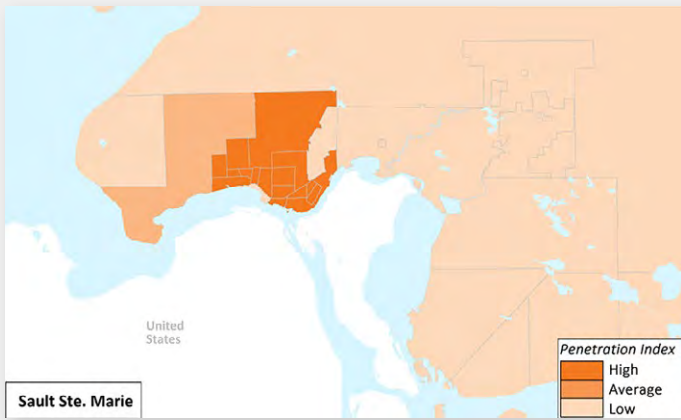
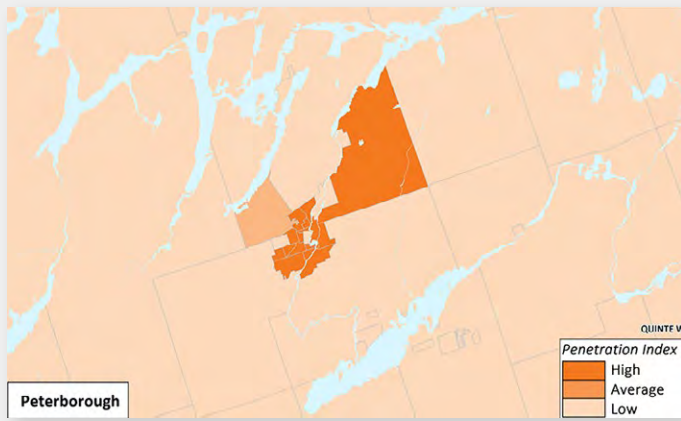
The older members of Slow-Lane Suburbs enjoy active, leisure-intensive lifestyles. They exhibit high rates for going to casinos, community theatres and beer, food and wine festivals. Around the house, they like to read a good book, have a fine meal—baking from scratch is popular—and then top it off with a glass of premium beer or Canadian wine. These suburbanites spend a lot of time in their cars—typically compact SUVs, midsize sedans or pickup trucks—but they have no allegiance to any make or model. With their middle incomes, they're careful with their money, shopping at discount grocery stores, doing their own home improvement projects and carrying credit cards that have rewards programs. As COVID-19 restrictions lift, they might want to return to in-store shopping as they feel less concerned about sanitation and safety. When they go out to eat, they head for casual restaurants like Tim Horton's, Dairy Queen and Swiss Chalet. Slow-Lane Suburbs is a prime market for traditional media. Members watch a lot of TV sports—including curling, auto racing and poker—enjoy oldies, country and classic rock radio stations, and read magazines such as *Live Better* and *Reader's Digest*. But they claim technology intimidates them and visit only a small selection of websites at high rates.

How They Think

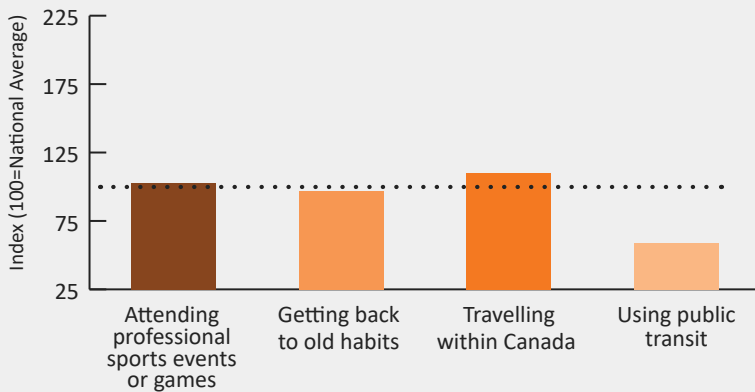
Today's world can be confounding, but members of Slow-Lane Suburbs strive to work hard to meet present challenges so they can realize greater gains in the future (*Work Ethic*). They adapt easily to the vagaries of modern life and express optimism for the future (*Adaptability to Complexity, Personal Optimism*). Patriotic Canadians, they see Canada as a land of opportunity and believe in following the rules in society (*National Pride, American Dream, Obedience to Authority*). Yet they also are open-minded about other cultures and view diversity as a source of personal enrichment (*Social Learning*). At home, they enjoy showing off their belongings and thrive on the admiration of others (*Status via Home, Need for Status Recognition*). Many view shopping as an opportunity to acquire material goods that symbolize affluence (*Ostentatious Consumption*). Their faith in advertising as a reliable source of information can fuel their tendency to be impulsive consumers (*Confidence in Advertising, Buying on Impulse*). Although they're guided less by logic and critical thought than by feelings and emotions, they still may take into account more practical things, like budget or general utility, when making purchases (*Intuition & Impulse, Importance of Price, Utilitarian Consumerism*).

45. SLOW-LANE SUBURBS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fishing/hunting
baking from scratch
community theatres
casinos



SHOPPING

Mark's
Northern Reflections
Home Hardware
Coles



TRADITIONAL MEDIA

oldies radio
curling on TV
DIY
Live Better



INTERNET

access automotive news online
auction sites
purchase home furnishings online
access real estate listings



FOOD/DRINK

Wendy's
frozen meals
bulk food stores
casual family restaurants



FINANCIAL

online trading of GICs
guaranteed life insurance
full-service investment brokers
senior services bank plans



AUTOMOTIVE

subcompact SUVs
midsize cars
domestic brands
one vehicle



SOCIAL

Twitter
Pinterest
Facebook
YouTube



MOBILE

do not own a smartphone
clip mobile coupon on tablet
listen to radio or podcast on tablet
bank/pay bills on tablet



HEALTH

bought bi-focal eyewear in past year

ATTITUDES

"The country should hold a strong position in the world"

"Money is for making and saving"

"My phone is a practical device, but I'm not interested in using it for entertainment"

"It is very likely that, if a product is widely advertised, it will be a good product"

