



U2 URBAN OLDER

M2 MATURE SINGLES & COUPLES

Population:

458,696
(1.20% of Canada)

Households:

276,631
(1.84% of Canada)

Average Household Income
\$64,201

Average Household Net Worth:
\$336,156

House Tenure:
Rent

Education:
Mixed

Occupation:
Service Sector/
White Collar

Cultural Diversity Index:
High

Sample Social Value:
Fear of Violence

Who They Are

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and real estate. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are newcomers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value *Ethical Consumerism*.

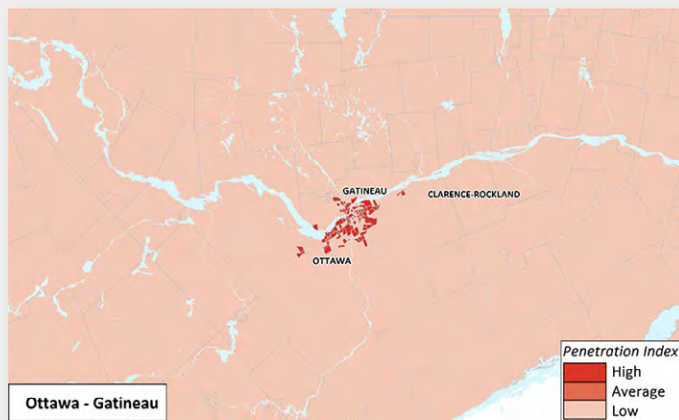
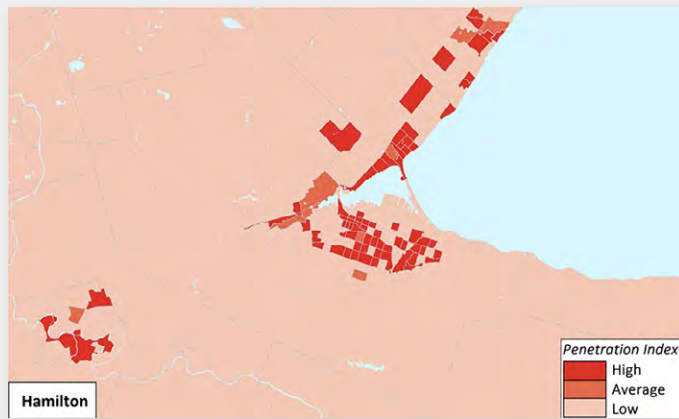
The older members of On Their Own Again have settled into sedentary routines. They pursue few sports or fitness activities at above-average rates, and they typically spend their leisure time reading, watching TV and listening to music. Many are active in their communities as volunteers on local issues. With their tight finances, they make ends meet using coupons, buying store brands and shopping at bulk food stores. Budgeting about \$100 a week for groceries, they patronize discount chains like Food Basics and No Frills. On Their Own Again households are disinclined to acquire the latest tech devices: In an era of smart refrigerators, their latest appliance purchase was a basic coffee maker. Where they excel is in their consumption of traditional media. They read newspapers from cover to cover and regularly pick up magazines like *Canadian Living*, *Good Times* and *Reader's Digest*. On TV, they watch game and talk shows during the day and entertainment news programs at night. With below-average ownership of tablets and mobile phones, they're light Internet fans, using their computers for mostly practical applications: purchasing products, downloading coupons and reading restaurant reviews. Due to residing primarily in cities, this segment is looking forward to using public transit again once the COVID-19 pandemic is over.

How They Think

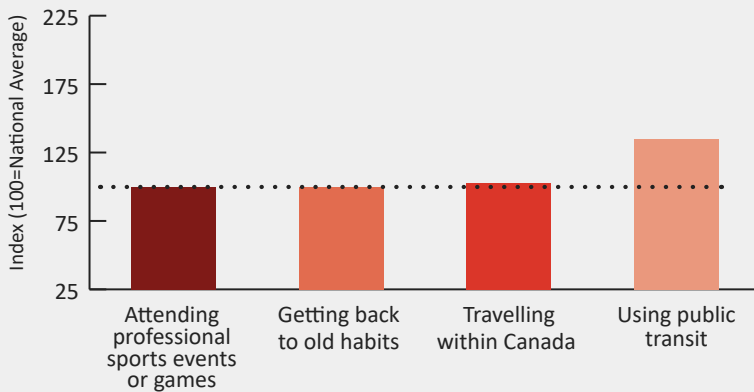
As in many senior segments, On Their Own Again members hold some typically conservative values, such as love of country (*National Pride*) and a strong sense of *Duty* to put others ahead of themselves. But they're also progressive in their acceptance of non-traditional definitions of family, diversity within families and society, as well as open marriages (*Flexible Families*, *Global Consciousness*, *Sexual Permissiveness*). In essence, they're comfortable bucking societal norms (*Rejection of Orderliness*). Yet they're a cautious group, expressing *Financial Concern Regarding the Future* and the need for everyone to pitch in to protect the environment (*Ecological Concern*). These seniors have learned not to be judgmental and to rely on reason and logic rather than their emotions (*Introspection & Empathy*, *Emotional Control*). In the marketplace, they can be a tough sell and they always consider price before making a purchase (*Importance of Price*). But they're not above purchasing a product simply for its beauty, reflecting perhaps their desire to exercise their creative talents (*Importance of Aesthetics*). While they may appreciate artisans, they don't believe small companies can deliver high-quality products (*Skepticism Toward Small Business*).

51. ON THEIR OWN AGAIN

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

read e-books/listen to audiobooks
 specialty movie theatres/IMAX
 casinos
 write to public officials



TRADITIONAL MEDIA

daytime talk shows
Reader's Digest
 big band music radio
 all newspaper sections



FOOD/DRINK

processed cheese
 instant coffee
 non-branded/private label/
 store brands
 Pizza Pizza



AUTOMOTIVE

domestic compacts
 domestic intermediates
 Petro Canada
 one car



MOBILE

share links with friends on mobile phone
 listen to music or audio content on mobile phone
 public transit apps
 health/fitness/diet apps



SHOPPING

Shoppers Drug Mart
 Loblaws
 Giant Tiger
 home health care stores



INTERNET

read e-books on computer
 food/recipes sites
 play games on computer
 access restaurant guides/reviews on computer



FINANCIAL

RRIFs
 tax preparation service
 personal property/
 contents insurance
 donate to political organizations



SOCIAL

Instagram
 Twitter
 subscribe to brand channel on YouTube
 dating platforms



HEALTH

use a hearing aid

ATTITUDES

"It is very important to me to have a more intense and more spiritual inner life"

"Looking at my finances in the coming years, I think they will improve"

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

"I often buy things just because they are beautiful, whether or not they are practical"

