City seniors in apartment rentals

Who They Are

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. More than 60 percent live alone—highest among all segments. And more than 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 health care. 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.

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 open marriages (Flexible Families, Racial Fusion, 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: few segments score higher for Skepticism Towards Advertising 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, Personal Creativity). While they may appreciate artisans, they don’t believe small companies can deliver high-quality products (Skepticism Toward Small Business).
**Where They Live**

- Penetration Index
- High
- Average
- Low

**How They Live**

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

**SHOPPING**
- Shoppers Drug Mart
- Loblaws
- Giant Tiger
- home health care stores

**TRADITIONAL MEDIA**
- daytime talk shows
- Reader's Digest
- big band music radio
- all newspaper sections

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

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

**FINANCIAL**
- RRIFs
- tax preparation service
- personal property/contents insurance
- donate to political groups

**AUTOMOTIVE**
- domestic compacts
- domestic intermediates
- Petro Canada
- one car

**SOCIAL**
- Instagram
- Twitter
- subscribe to brand channel on YouTube
- dating platforms

**MOBILE**
- share links with friends on phone
- listen to music on phone
- public transit apps
- health/fitness/diet apps

**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 get worse”
  - “I prefer people who, whatever happens, do their duty”
- “I often buy things just because they are beautiful, whether or not they are practical”

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