



**S6** OLDER  
SUBURBAN

**M2** MATURE  
SINGLES  
& COUPLES

**Population:**

205,720

(0.54% of Canada)

**Households:**

122,188

(0.81% of Canada)

**Average Household  
Income**

\$61,400

**Average Household Net  
Worth:**

\$255,418

**House Tenure:**

Rent & Own

**Education:**

Mixed

**Occupation:**

Service Sector/  
White Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Utilitarian Consumerism*

## Who They Are

Silver Flats is the oldest segment, a collection of suburban neighbourhoods found mostly around large and midsize cities. Home to a mix of third- and second-generation Canadians, nearly half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 15 percent, or three times the national average. While incomes are downscale, many Silver Flats households are financially sound thanks to modest pensions, government transfers and tidy nest eggs. In their apartments and condos, they enjoy quiet hobbies like reading books, bird-watching, knitting, making crafts and collecting coins and stamps. They can afford to go to sporting events to watch professional baseball, football and golf. And many like to keep fit, taking fitness classes, rowing and fitness walking. With their advancing age, many Silver Flats members make an *Effort Toward Health* so they can enjoy their retirement years. They also score high for the value *Propriety*, reflected in their courteous and respectful attitude towards others.

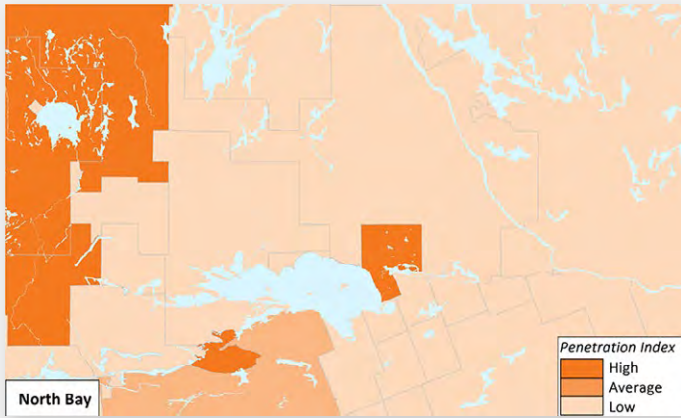
Despite its older adults and aging neighbourhoods, Silver Flats boasts wide-ranging and sometimes contrary behaviours and preferences. Residents buy clothes at both Joe Fresh and Value Village. Popular leisure pursuits include visiting city gardens and playing bingo as well as motorcycling, hunting and going to the ballet. Service minded, they volunteer their help on social issues and donate to charities. But cash flow can be a concern, so these households shop at discount grocery stores and try to supplement their income at casinos. Unable to afford pricey cultural events, they turn to television for entertainment, with high rates for watching soaps, talk shows, crime dramas and sports like golf and figure skating. They're fans of radio, enjoying everything from big band and oldies to new country and adult contemporary music. And they like to pore over newspapers, reading them from cover to cover in their easy chairs, along with magazines featuring gardening and entertainment. Admitting that "technology intimidates me," they're only moderate Internet surfers, using their computers to download coupons and access home décor- and health-related content. Since the COVID-19 pandemic reduced social gathering and interactions, this segment has shown a significant increase in magazine consumption.

## How They Think

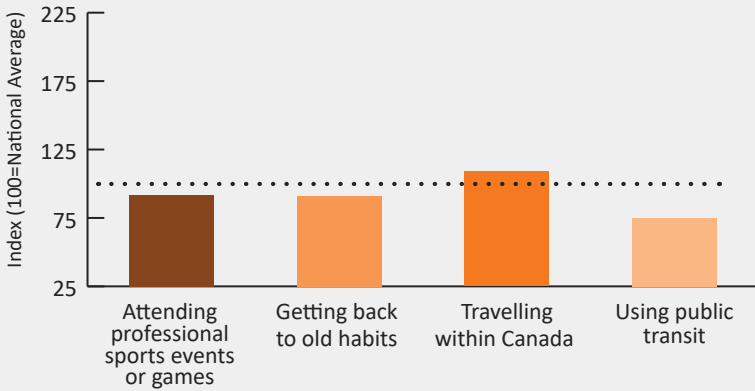
The residents of Silver Flats are a determined group, setting difficult goals and drawing on their reason and logic to achieve them (*Personal Challenge, Emotional Control*). Traditional in their outlook, they're strong on *Religiosity* and weak on *Sexual Permissiveness*. They believe in putting the needs of others first and working hard to get ahead (*Duty, Work Ethic*). Although they tend to be strict about following society's rules and obeying authority figures, they try to adopt a non-judgmental attitude in dealing with others (*Obedience to Authority, Introspection & Empathy*). As second- and third-generation Canadians, they have a strong sense of *National Pride* though they're also interested in what other cultures have to offer (*Multiculturalism*). To Silver Flats residents, defending the environment is less important than creating jobs and growing the economy, and they're not willing to pay more for environmentally friendly products (*low on Ecological Concern*). With their *Financial Concern Regarding the Future*, they choose products for their value and functionality, not their aesthetics or novelty (*Importance of Price, Utilitarian Consumerism*).

53. SILVER FLATS

**Where They Live**



**Post-Pandemic, Looking Forward To:**



**How They Live**



**LEISURE**

- fitness walking
- rowing
- community theatres
- casinos



**SHOPPING**

- Joe Fresh
- Shoppers Drug Mart
- second-hand stores
- discount grocery stores



**TRADITIONAL MEDIA**

- CTV News Channel
- TV figure skating
- country radio
- newspaper editorials



**INTERNET**

- health sites
- read food recipes on computer
- purchase groceries online
- use telephone directory online



**FOOD/DRINK**

- processed cheese
- fruit drinks
- grocery store take-out
- breakfast style restaurants



**FINANCIAL**

- savings accounts
- personal property insurance
- GICs
- donate to Canadian charities



**AUTOMOTIVE**

- domestic intermediate cars
- Dodge
- one car
- auto clubs



**SOCIAL**

- play games with others online almost daily
- Facebook
- share a blog post or article on Twitter
- dating platforms



**MOBILE**

- use camera on mobile phone
- auction site on tablet
- read e-books on tablet
- access health content on tablet



**HEALTH**

- received seasonal flu shot in last year

**ATTITUDES**

*"Young people should be taught to obey authority"*

*"It is important that the country should hold a strong position in the world"*

*"Looking at my finances in the coming years, I think they will get worse"*

*"I have my favourite brand and I normally stick to it"*

