Mature suburban singles and couples

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, half the maintainer population is over 65 years old and two-thirds are retired. No segment has a greater concentration of widows and widowers: 14 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.

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 Primacy of the Family and Religiosity, and the weakest of all segments 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 (Culture Sampling). 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 Primacy of Environmental Protection, 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).
Where They Live

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 articles on Twitter
- dating platforms

MOBILE
- use camera on 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”
- “To preserve jobs in this country, we must accept higher degrees of pollution in the future”
- “I value companies that give back to the community”
- “Brands are not important when I go shopping”