



T1 TOWN MIX

M1 OLDER FAMILIES & EMPTY NESTS

Population:

349,562
(0.92% of Canada)

Households:

147,911
(0.98% of Canada)

Average Household Income

\$75,631

Average Household Net Worth:

\$262,663

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Legacy

Who They Are

Older folks gravitate to the relaxed lifestyle of Old Town Roads, a collection of small towns across Canada where more than a third of maintainers are over 65. Unlike more upscale retirement communities, these rustic towns are home to downscale seniors who are aging in place. Households here contain a mix of older singles, empty-nesting couples and widowed individuals. Most own older, inexpensive homes, though a significant percentage rent a low-rise apartment or live in a mobile home; the average dwelling value is less than half the national average. Education traditionally hasn't been a top priority for Old Town Roads members—less than 15 percent have gone to a university—and those still in the workforce earn lower incomes from jobs in manufacturing, farming, services and the trades. These third-plus-generation Canadians enjoy time-honoured and outdoor-oriented leisure pursuits like fishing, hunting and gardening, though they'll also attend craft shows and auto racing events. Even though pensions and government transfers improve the financial picture here, these townsfolk keep close tabs on their wallet (*Importance of Price*).

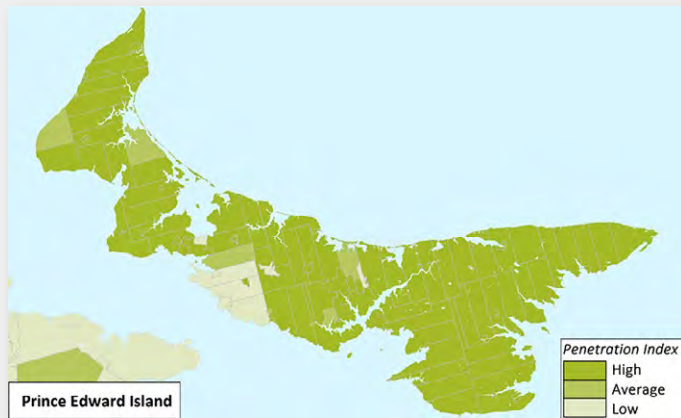
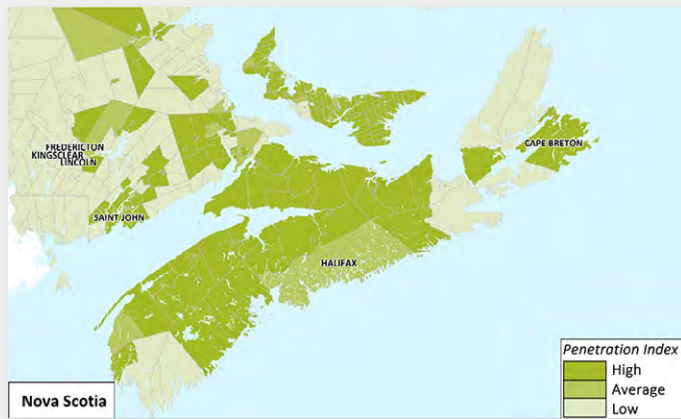
Their far-flung communities may lack cultural amenities, but Old Town Roads residents are willing to drive to the city to see a comedy movie, community theatre show or nightclub act. With few shops or restaurants along their Main Streets, they'll stock up at major stores like Giant Tiger, Shoppers Drug Mart and Walmart then hit Home Hardware and Canadian Tire for their many DIY projects. They're less interested in travelling abroad, vacationing mostly in Ontario and the Atlantic Provinces. Old Town Roads is a "Buy Canadian" segment, where members drive domestic vehicles—especially large pickups, midsize sedans and compact SUVs—invest in Canada savings bonds and drink domestic wine and whisky. As for media, they're mostly traditionalists, enjoying curling, hockey, auto racing and figure skating on TV and radio stations that play oldies, classic rock, gospel and country music. Though few read daily newspapers, they like community papers and magazines like *Canada Geographic*, *Live Better* and *Our Canada*. Light Internet users, they'll go online to play games, clip coupons and read e-books and they're happy to abandon online shopping after COVID-19.

How They Think

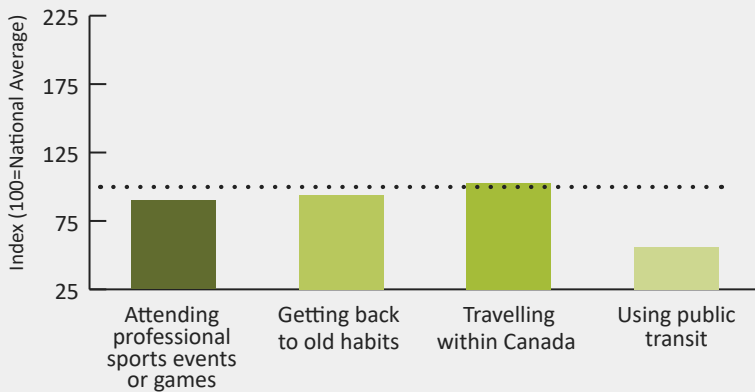
In their small-town communities with bucolic surroundings, the members of Old Town Roads seek a more authentic way of life that shields them from the vagaries of the modern world (*Attraction to Nature, Aversion to Complexity*). They enjoy the disorder of rural living and have little use for formality or hifalutin manners (*Rejection of Orderliness*). These households tend to be conservative in their social views, but have a growing acceptance for others (*Multiculturalism, Flexible Families*). They also feel the need to make an impact on society as a whole (*Civic Engagement, Social Responsibility*). In the marketplace, they are ambivalent towards brand names and choose products for their functionality rather than their aesthetics (*Brand Apathy, Utilitarian Consumerism*). And though they're committed to saving for a more secure financial future, they admit to sometimes *Buying on Impulse*, especially products from companies that they perceive to be good corporate citizens (*Ethical Consumerism, Primacy of Environmental Protection*).

58. OLD TOWN ROADS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fishing/hunting
country music concerts
ATV/snowmobiling
community theatres



SHOPPING

Giant Tiger
Walmart
Canadian Tire
Real Canadian/
Atlantic Superstore



TRADITIONAL MEDIA

TV curling
Investigation Discovery
oldies radio
community newspapers



INTERNET

read magazine or newspaper
on computer
weather sites
auction sites
eBay



FOOD/DRINK

cheddar cheese
frozen vegetables
light beer
casual family restaurants



FINANCIAL

GICs
RRIFs
private disability/health
insurance
financial planners



AUTOMOTIVE

domestic large pickups
domestic intermediate cars
\$30,000-\$49,999 spent on vehicle
one vehicle



SOCIAL

Tumblr
Facebook
access social media via computer
video/photo sharing on
social media



MOBILE

access health content on
mobile phone
view store flyers using tablet
post photos to Facebook from
mobile phone
research products on tablet



HEALTH

visit an ER because primary
care provider was unavailable

ATTITUDES

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

"Brands are not important to me at all"

"Life in the country is much more satisfying than life in the city"

"New technologies are causing more problems than they are solving"