Suburban downscale singles and couples

Who They Are

Suburban Recliners is one of the older segments, a collection of suburban areas surrounding smaller and midsize cities, including a number of newer retirement communities. Households typically contain empty-nesting couples and older singles living alone; nearly 40 percent of maintainers are over 65 years old, and one in ten members is widowed. With many now retired, residents get by on income supplemented by pensions and government transfers. Those still in the workforce have low-paying jobs in accommodation and food services. But their downscale incomes go far in their neighbourhoods where dwelling values are about half the national average. In Suburban Recliners, members typically live in single-detached houses or low-rise apartments and are as equally likely to be owners as renters. When it comes to leisure, these third-plus-generation Canadians aren’t ready to slow down just yet. They like to attend community theatre productions, craft show and music festivals. Occasionally, they’ll spring for tickets to a figure skating event or auto race. Despite their tight budgets, they enjoy buying products on impulse without first comparing prices (Buying on Impulse).

The members of Suburban Recliners are aging yet active suburbanites. They have the free time to visit provincial parks, travel throughout Canada and take part in civic activities. They like to gamble and have high rates for trying their luck at casinos, horse races and lottery ticket kiosks. While their nest eggs are modest, they typically set aside money in mutual funds and GICs for their retirement. And they tend to be frugal shoppers who sign up for rewards programs, use digital coupons and frequent bulk food stores and second-hand clothing stores. For entertainment, these older residents appreciate traditional media. They’re TV fans who like the Movie Time, Lifetime, FX and History Television channels. They appreciate the “personal” feel of radio, which they tune in for oldies, big band, classic rock and country music. Rather than the major dailies, they prefer community newspapers as well as magazines that cover entertainment, fitness, gardening and homes. Admittedly tech laggards, they engage in few Internet activities at above-average rates. But they will occasionally use their computer to play a game, buy groceries or pin an image on Pinterest.

How They Think

The members of Suburban Recliners are socially progressive and prefer a more casual approach to life. They consider diversity a source of personal enrichment, are open to interracial families and tend to disregard social norms governing manners (Social Learning, Racial Fusion, Rejection of Orderliness). Actively engaged in their local communities, they prefer not to take sides or judge others (Community Involvement, Introspection & Empathy). Optimistic about their financial future, they believe work should be about more than getting paid (Financial Security, Fulfillment Through Work). But they’re not without worries, especially regarding the ethics of technology and the pace of change (Technology Anxiety). Suburban Recliners members seek to scale back their material expectations while enhancing their quality of life, especially if it allows them to experience new sensations every day (Voluntary Simplicity, Sensualism). Their Attraction to Nature often has them heading outdoors behind the wheel of an ATV or snowmobile. In the marketplace, they care little about brand names and patronize small businesses in the belief that they’re more committed to providing quality goods and working in the public interest compared to big corporations (Confidence in Small Business).
Where They Live

How They Live

LEISURE
- craft shows
- community theatres
- horse racing
- cruise package tours

SHOPPING
- Mark’s
- Giant Tiger
- Home Hardware
- bulk food stores

TRADITIONAL MEDIA
- Lifetime
- History Television
- oldies radio
- Reader’s Digest

INTERNET
- online dating
- purchase groceries online
- auction sites
- food/recipes sites

FOOD/DRINK
- condensed soup
- in-store bakery
- diet colas
- seafood restaurants

FINANCIAL
- GICs
- guaranteed life insurance
- department store credit cards
- senior services bank plans

AUTOMOTIVE
- domestic compact SUVs
- domestic large pickups
- Ford
- 2008 or earlier model years

SOCIAL
- Facebook
- Pinterest
- play games with others online
- 6 hours or more/day on social media

MOBILE
- real estate listings on phone
- coupons on phone
- bank/pay bills on tablet
- listen to radio on tablet

HEALTH
- Use allergy/sinus remedy 6+
- times/month

ATTITUDES
- “To preserve jobs in this country, we must accept higher degrees of pollution in the future”
- “Compared to this time last year, my financial position is less secure”
- “I like to experience new emotions every day”
- “I often buy things just because they are beautiful, whether or not they are practical”

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