



F1 UPSCALE
URBAN
FRINGE

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

694,493
(1.82% of Canada)

Households:

233,501
(1.55% of Canada)

Average Household Income

\$170,885

Average Household Net Worth:

\$1,625,071

House Tenure:

Own

Education:

University

Occupation:

White Collar

Cultural Diversity Index:

Medium

Sample Social Value:

Duty

Who They Are

Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. Nearly 60 percent of the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over \$800,000. With a high level of *Financial Security*, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (*Legacy*).

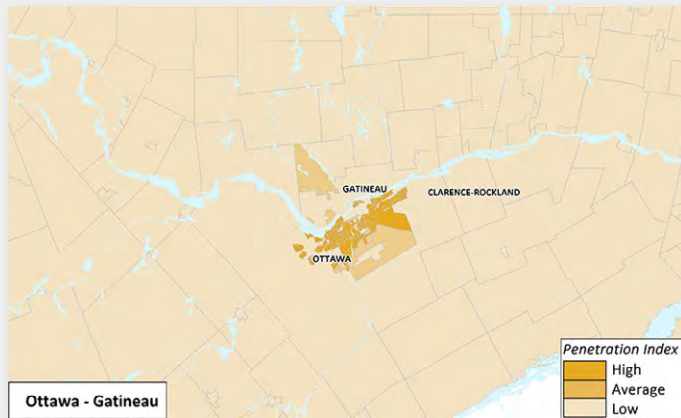
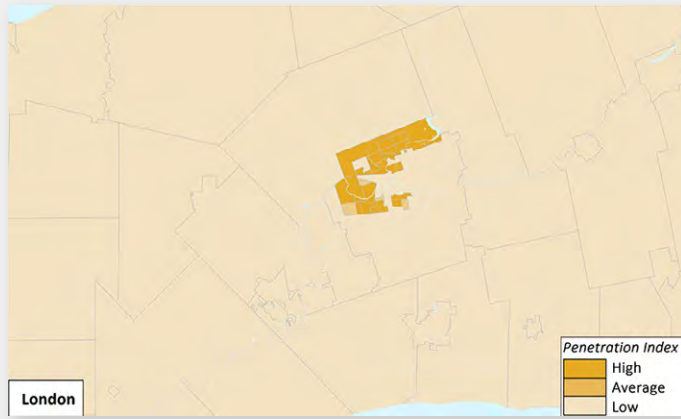
The educated and upscale adults of Mature & Secure exhibit worldly sensibilities. They're well travelled, often touring Europe, Asia and North America via car, plane and cruise ship. Their worldliness even shows in their preferred auto: typically a premium midsize car costing at least \$30,000 and made by a European or Japanese manufacturer. And they have the time and money to spend their evenings attending a variety of cultural events— theatre, ballet, opera, classical music concerts and art galleries. Mindful of their health—they're a prime market for organic dairy and meat—they have above-average rates for taking yoga and fitness classes at nearby health clubs and avoiding fast food. And while their days playing high-impact sports may be over, they like to watch professional hockey, golf and tennis matches. These Canadians read an assortment of mainstream magazines—including *Canadian Living* and *People*—and they page through nearly every section of national daily newspapers. But they're comfortable with digital media, too, and especially like using tablets to read books, clip coupons, download apps and purchase everything from home furnishings to concert and theatre tickets. These worldly explorers are most excited about travelling outside of Canada again post-COVID.

How They Think

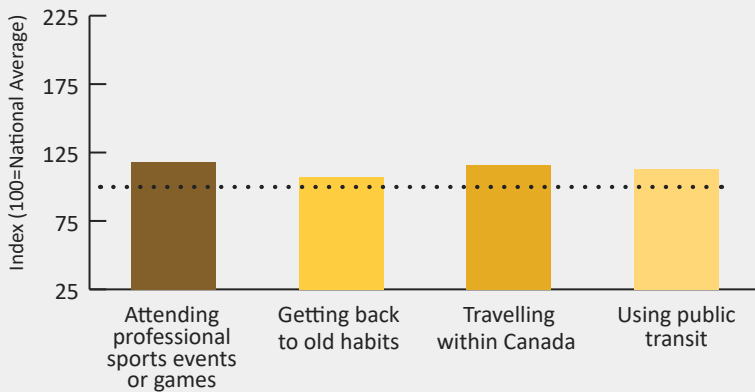
Mature & Secure is an engaged and centred group that accepts a wide range of social views among its members. While some enjoy viewing advertising for its aesthetic properties (*Advertising as Stimulus*), others tend to reject the fashions and the role models promoted by advertising and the consumer society (*Skepticism Towards Advertising*). What they share is a firm belief that hard work will bring success (*North American Dream*) and that one should fulfill their duties and obligations before seeking personal pleasures (*Duty*). Having come of age at a time when keeping up with the Joneses was a prevalent aspiration, these Canadians still want to be respected by others for their fine manners, chic style and well-appointed home decorated with objects that convey affluence (*Need for Status Recognition, Status via Home, Ostentatious Consumption*). In the marketplace, they satisfy their desire to feel different from others by purchasing cutting-edge products, preferring brand-name goods from larger companies (*Brand Genuineness, Confidence in Big Business*). And they appreciate marketing efforts that appeal to their *National Pride*, believing that buying products made in Canada strengthens the country's position in the world.

07. MATURE & SECURE

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

entertaining at home
 ballet/opera/symphony
 gardening
 cruises



SHOPPING

Hudson's Bay
 Lowe's
 home health care stores
 Aeroplan



TRADITIONAL MEDIA

Food Network
 TV golf
 classic hits radio
 Canadian Living



INTERNET

access restaurant reviews
 listen to podcasts
 clip mobile coupons
 purchase books online



FOOD/DRINK

specialty breads
 premium coffee/tea
 Canadian wine
 Italian restaurants



FINANCIAL

RRSPs
 travel insurance
 will/estate planning
 full-service investment brokers



AUTOMOTIVE

luxury imports
 plan to spend \$40,000 on vehicle
 Toyota
 2015 model year



SOCIAL

LinkedIn
 WeChat
 WhatsApp
 blogs



MOBILE

GPS/mapping services on mobile phone
 Apple tablets
 video phone calls on tablet
 display tickets on mobile phone



HEALTH

use private plan insurance for prescription medications

ATTITUDES

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

"I feel that people get what they deserve"

"I consider myself to be sophisticated"

"It is acceptable that an industrial society such as ours produces a certain level of pollution"

