Older and mature upscale city dwellers

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. More than half 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.

How They Think

Mature & Secure is an engaged and centred group that accepts a wide range of social views among its members. While some support progressive definitions of the family unit (Equal Relationship with Youth), others tend to have more conservative notions influenced by their faith (Traditional Families, Religiosity). What they share is a firm belief that hard work will bring success (North American Dream) and a commitment to improving their local neighbourhood and city (Community Involvement). 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 (Pursuit of Originality, Importance of Brand, 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.

Population: 700,003 (1.84% of Canada)
Households: 231,570 (1.55% of Canada)
Average Household Income: $165,530
Average Household Net Worth: $1,494,174
House Tenure: Own
Education: University
Occupation: White Collar
Cultural Diversity Index: Medium
Sample Social Value: Community Involvement

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Where They Live

How They Live

LEISURE
- entertaining at home ballet/opera/symphony gardening
- cruises

SHOPPING
- Hudson’s Bay
- Lowe’s
- home health care stores
- Aeroplane

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
- mapping services on phone
- Apple tablets video phone calls on tablet
- display tickets on 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”