



**S1** SUBURBAN  
ELITE

**M1** OLDER FAMILIES  
& EMPTY NESTS

**Population:**

634,472

(1.66% of Canada)

**Households:**

246,134

(1.64% of Canada)

**Average Household  
Income**

\$145,894

**Average Household Net  
Worth:**

\$1,191,686

**House Tenure:**

Own

**Education:**

University/College

**Occupation:**

White Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Work Ethic*

## Who They Are

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like Vancouver, Hamilton, St. Catharines and Victoria. Nearly two-thirds of maintainers are over 55 years old, and households include both retirees and those still in the labour force. With their university and college educations, those still employed hold white-collar positions in management, education, health and government services. Their upper-middle-class incomes—about 35 percent above average—allow them to own comfortable single-detached houses built between 1960 and 2000. Many of the adults are longtime residents who have paid off their mortgages and show little interest in leaving their now-empty nests. Like other suburbanites, they score high for owning an SUV, though in this segment it's more likely to be an imported luxury model. Boomer Bliss members take advantage of their proximity to both city centres and small towns, enjoying the arts—including theatre productions, art galleries and rock and country music concerts—and outdoor activities like golfing and fishing. Financially comfortable, they feel secure in their suburban communities filled with like-minded second- and third-generation Canadians, and they score low for *Penchant for Risk*.

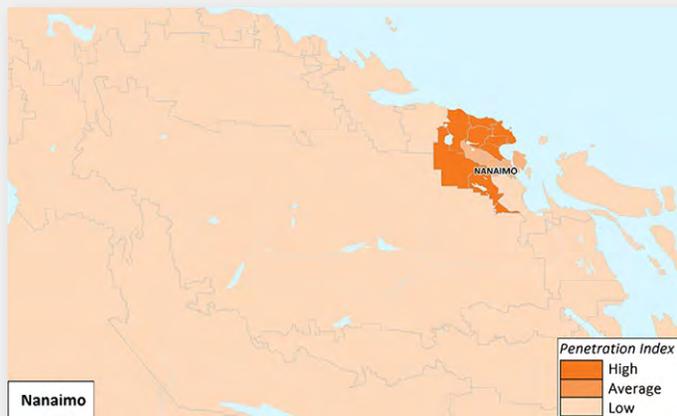
For many Boomer Bliss residents, their home is their castle. But given homeowners' high rates for doing remodeling projects and browsing the aisles of home improvement stores, the older houses in this segment must be in need of updating. Backyards here are graced with swimming pools, stylish patio furniture, gas barbecues, hot tubs and well-kept gardens. In fact, Boomer Bliss members list gardening as one of their favourite forms of exercise. These older Canadians have also cultivated tidy nest eggs, achieving nearly \$1.2 million in assets. Their strong *Work Ethic* helped in building the wealth and their *Financial Security* is boosted with the help of full-service investment brokers and estate planners. Careful spenders, they buy their food at discount grocery stores such as No Frills and Real Canadian Superstore and their clothes at Value Village and second-hand thrift shops. Going out may mean dinner at a pub, sports bar or casual family restaurant where they can drink Canadian wine and beer. While they're more comfortable with traditional media, they like using a tablet for a wide range of applications: sending email, reading e-books, shopping and playing games. Many bookmark favourite sites for news, investments, sports and health. This segment plans to continue to shop online even as physical stores open.

## How They Think

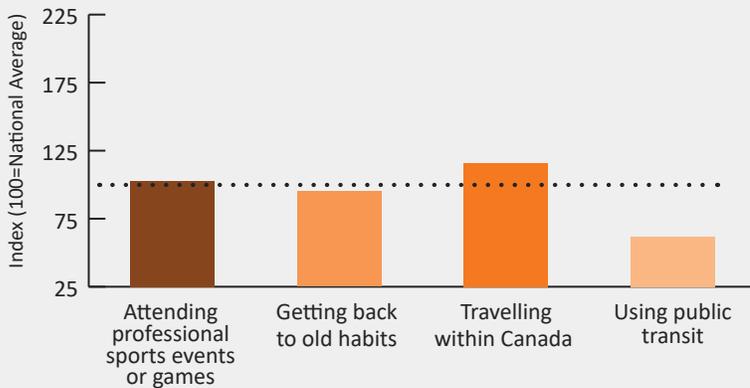
Having worked hard to earn a comfortable lifestyle, the members of Boomer Bliss firmly believe that they can also transform their health and lifestyle through exercise and diet (*Effort Toward Health*). They also feel a strong sense of *Social Responsibility* to help others before caring for their own needs. These community-minded Canadians show strong interest in what's happening in their region and love to give back to their communities when they can (*Community Involvement*). They express a desire to escape the stresses of their everyday routine and occasionally long for living a more sensual and intuitive life (*Need for Escape, Sensualism*). Conservation minded, they believe that today's environmental problems are a result of industrial and personal disregard for the environment (*Ecological Concern*). To do their part, they integrate their environmental concerns when making purchases, opting for green products made by companies they consider to be good corporate citizens, especially small businesses they believe to be fair and ethical (*Confidence in Small Business, Ethical Consumerism*). They value the diversity of Canada, think other ethnic communities and cultures have a lot to learn from and try to incorporate some of these cultural influences into their own lives (*Culture Sampling*).

## 09. BOOMER BLISS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

gardening  
golfing  
rock concerts  
craft shows



#### SHOPPING

second-hand stores  
No Frills  
Home Hardware  
gas barbecues



#### TRADITIONAL MEDIA

TV curling  
HGTV  
Zoomer Magazine  
newspaper editorials



#### INTERNET

respond to online classified ads  
access real estate listings  
discount coupons online  
purchase travel services online



#### FOOD/DRINK

specialty breads  
organic meat  
premium beer  
Montana's



#### FINANCIAL

mutual funds  
home equity line of credit  
term life insurance  
donate \$1,000-\$5,000 to Canadian charities



#### AUTOMOTIVE

intermediate SUVs  
\$30,000-\$49,999 spent on vehicle  
two or more vehicles  
domestic brands



#### SOCIAL

YouTube  
Pinterest  
podcasts  
view friends' photos online



#### MOBILE

fitness trackers  
home improvement/  
décor sites on tablet  
bank on tablet  
read e-books on tablet



#### HEALTH

visit a physiotherapist

#### ATTITUDES

*"It's very important that the country should hold a strong position in the world"*

*"It is important for me to regularly get away from all responsibilities and burdens."*

*"People should always do their duty, no matter what happens to them."*

*"I believe I have a personal responsibility to help those worse off than me"*

