Older and mature, upper-middle-income suburbanites

Who They Are

Boomer Bliss consists of older couples and families found in suburban neighbourhoods throughout the country surrounding large cities like London, 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 Pendent 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 $1.4 million in assets. With the help of full-service investment brokers and estate planners, they’re hoping to leave a Legacy. 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.

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. They express a desire to escape the stresses of their everyday routine and prefer a more informal way of life where they can ignore traditional norms of good manners and behaviour (Need for Escape, Rejection of Orderliness). Many are guided less by their emotions than by logic and reason (Emotional Control), and they feel confident they can control the direction of their lives (Personal Control). 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 donate to environmental groups and integrate their environmental concerns when making purchases, opting for green products made by companies they consider to be good corporate citizens (Ecological Lifestyle, Ethical Consumerism). But they’re hardly extravagant and always weigh the cost of a major purchase (Importance of Price).
Where They Live

How They Live

LEISURE
- gardening
- golfing
- rock concerts
- craft shows

SHOPPING
- second-hand stores
- No Frills
- Home Hardware
- gas barbecues

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

TV curling
HGTV
Zoomer Magazine
newspaper editorials

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”
- “I do not feel uncomfortable living with the uncertainties and the unexpected in life today”
- “I am prepared to pay more for an environmentally friendly product”
- “I believe I have a personal responsibility to help those worse off than me”