



U2 URBAN
OLDER

M1 OLDER FAMILIES
& EMPTY NESTS

Population:

736,121
(1.93% of Canada)

Households:

326,825
(2.17% of Canada)

**Average Household
Income**

\$120,453

**Average Household Net
Worth:**

\$840,981

House Tenure:

Own

Education:

University/College/
High School

Occupation:

White Collar/
Service Sector

Cultural Diversity Index:

Low

Sample Social Value:

Vitality

Who They Are

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: With a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their twenties. About 58 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of *Community Involvement*, staying active in social issues and political campaigns.

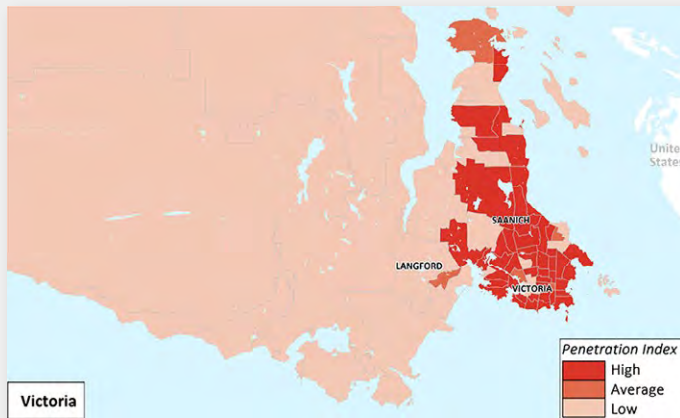
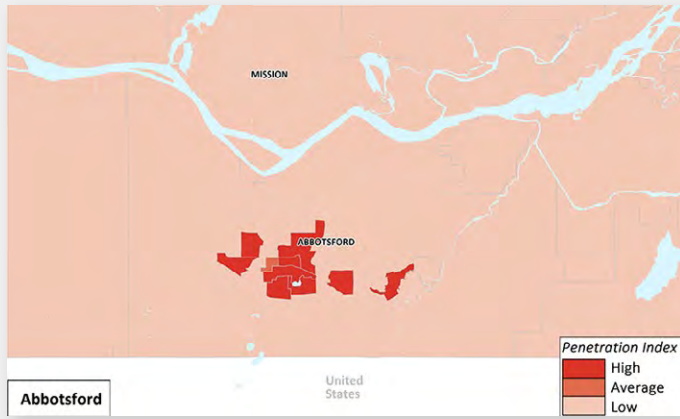
The older members of Savvy Seniors are busy enjoying the good life. Those retired spend their time golfing, sewing, knitting and making crafts. When not taking trips around Canada or Europe, they are undertaking DIY remodeling projects around their home. With a fondness for cultural activities, residents regularly go to art galleries, the opera, theatre and classical music concerts. Financially secure, they have high rates for using the Big Five banks, actively trade stocks online and seek out advice from financial planners and full-service brokers. But they're also big-hearted Canadians who never met a charity they didn't like; whether cultural, environmental religious, or hospital-related—all benefit from their largesse. These older Canadians enjoy traditional media, especially TV news, weather, history programs and sports like curling, figure skating and golf. They tune to golden oldies and classical music on the radio. And they subscribe to most major dailies and a number of mainstream magazines. Many are just becoming comfortable with the Internet and prefer to go online using their computer or tablet rather than a mobile phone. Top of their to do list for the post-COVID world is travelling within Canada.

How They Think

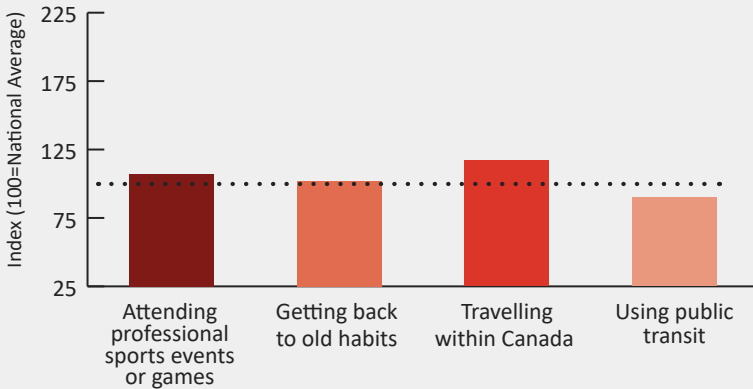
The members of Savvy Seniors are pleased with their country and their accomplishments. They believe Canada should play a strong role in the world (*National Pride*) and that the country offers opportunities for anyone to succeed if they try hard enough (*North American Dream*). Adopting a lively approach to life, many feel they still have more vigor and energy than other people (*Vitality*), and they're comfortable with a less prescribed way of life (*Rejection of Orderliness*). Although they've spent most of their lives in Canada, they still seek to learn from other cultures and incorporate their influences in their daily life (*Culture Sampling*). With their solid incomes, they are happy to pay premium prices for products and services of their interest, especially if those carry a well-known brand name and help them look good and dress in a respectful, appropriate manner (*Importance of Brand, Concern for Appearance, Propriety*). At this stage in their lives, Savvy Seniors have achieved a level of social standing within their community, though they still seek the respect of others by displaying their good taste and fine manners (*Need for Status Recognition*).

16. SAVVY SENIORS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

gardening
golf
cruises
active in social issues



SHOPPING

Hudson's Bay
Shoppers Drug Mart
Chapters/Indigo
natural health products retailers



TRADITIONAL MEDIA

CBC News
The Weather Network
oldies radio
Maclean's



INTERNET

click on Internet advertisements
real estate sites
access restaurant guides/reviews
travel arrangements online



FOOD/DRINK

rolled oats/oatmeal/hot cereal
condensed soup
prepared alcohol mix
high-quality restaurants



FINANCIAL

high-interest savings
financial planners
TFASAs
donate to Canadian charities



AUTOMOTIVE

intermediate imports
Toyota/Lexus
\$15,000-\$29,999 spent on vehicle
GPS/navigation systems



SOCIAL

WhatsApp
LinkedIn
comedy podcasts
blogs



MOBILE

e-book readers
fitness trackers
send/receive email on tablet
research products and services on tablet



HEALTH

take vitamin and mineral supplements

ATTITUDES

"I've often worked as a volunteer for a committee aimed at improving an aspect of life in my neighbourhood or municipality"

"It's very important to me that I watch and take care of my health"

"When I buy a product, the brand is very important to me"

"I have already taken steps to ensure that I have sufficient income for my retirement"

