



S6 OLDER
SUBURBAN

M2 MATURE
SINGLES
& COUPLES

Population:

484,561

(1.27% of Canada)

Households:

243,998

(1.62% of Canada)

**Average Household
Income**

\$67,311

**Average Household Net
Worth:**

\$281,367

House Tenure:

Own & Rent

Education:

Grade 9/High School/
College

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

*Confidence in
Small Business*

Who They Are

Suburban Recliners is one of the older segments, a collection of suburban areas surrounding smaller and midsize cities, including a number of newer retirement communities.

Households typically contain empty-nesting couples and older singles living alone; nearly 40 percent of maintainers are over 65 years old, and one in ten members is widowed. With many now retired, residents get by on income supplemented by pensions and government transfers. Those still in the workforce have low-paying jobs in accommodation and food services. But their downscale incomes go far in their neighbourhoods where dwelling values are about half the national average. In Suburban Recliners, members typically live in single-detached houses or low-rise apartments and are as equally likely to be owners as renters. When it comes to leisure, these third-plus-generation Canadians aren't ready to slow down just yet. They like to attend community theatre productions, craft show and music festivals. Occasionally, they'll spring for tickets to a figure skating event or auto race. Despite their tight budgets, they enjoy buying products on impulse without first comparing prices (*Buying on Impulse*).

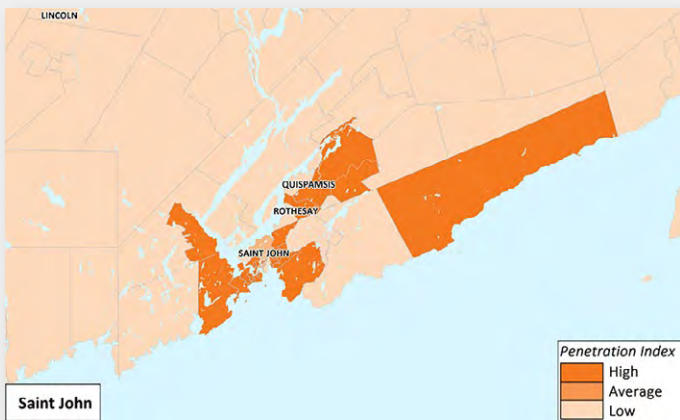
The members of Suburban Recliners are aging yet active suburbanites. They have the free time to visit provincial parks, travel throughout Canada and take part in civic activities. They like to gamble and have high rates for trying their luck at casinos, horse races and lottery ticket kiosks. While their nest eggs are modest, they typically set aside money in mutual funds and GICs for their retirement. And they tend to be frugal shoppers who sign up for rewards programs, use digital coupons and frequent bulk food stores and second-hand clothing stores. For entertainment, these older residents appreciate traditional media. They're TV fans who like the Movie Time, Lifetime, FX and History Television channels. They appreciate the "personal" feel of radio, which they tune in for oldies, big band, classic rock and country music. Rather than the major dailies, they prefer community newspapers as well as magazines that cover entertainment, fitness, gardening and homes. Admittedly tech laggards, they engage in few Internet activities at above-average rates. But they will occasionally use their computer to play a game, buy groceries or pin an image on Pinterest. During the COVID-19 pandemic, this segment saw a decrease of time spent on social media.

How They Think

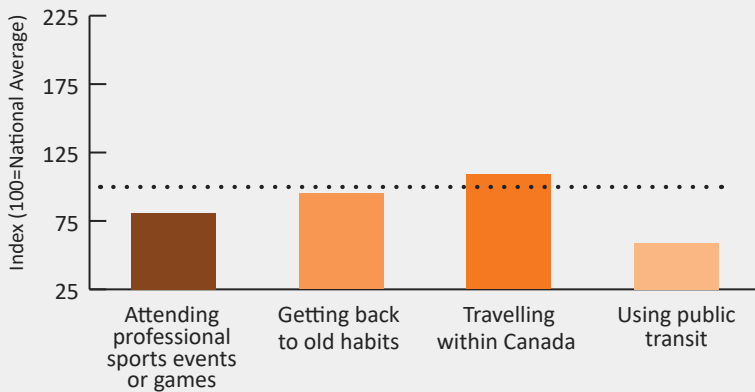
The members of Suburban Recliners are socially progressive and prefer a more casual approach to life. They consider diversity a source of personal enrichment, are open to interracial families and tend to disregard social norms governing manners (*Social Learning, Racial Fusion, Rejection of Orderliness*). Optimistic about their future, they believe in having a strong *Work Ethic*, and that work should be about more than getting paid (*Fulfillment Through Work*). But they're not without worries, especially regarding the ethics of technology and the pace of change (*Technology Anxiety*). Suburban Recliners members seek to scale back their material expectations while enhancing their quality of life, especially if it allows them to experience new sensations every day (*Voluntary Simplicity, Sensualism*). They often head outdoors and enjoy connecting with nature (*Primacy of Environmental Protection*). In the marketplace, they patronize small businesses in the belief that they're more committed to providing quality goods and working in the public interest compared to big corporations (*Confidence in Small Business*).

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Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

craft shows
community theatres
horse racing
cruise package tours



SHOPPING

Mark's
Giant Tiger
Home Hardware
bulk food stores



TRADITIONAL MEDIA

Lifetime
History Television
oldies radio
Reader's Digest



INTERNET

online dating
purchase groceries online
auction sites
food/recipes sites



FOOD/DRINK

condensed soup
in-store bakery
diet colas
seafood restaurants



FINANCIAL

GICs
guaranteed life insurance
department store credit cards
senior services bank plans



AUTOMOTIVE

domestic compact SUVs
domestic large pickups
Ford
2008 or earlier model years



SOCIAL

Facebook
Pinterest
play games with others online
6 hours or more/day on social media



MOBILE

access real estate listings on mobile phone
redeem discount coupons on mobile phone
bank/pay bills on tablet
listen to radio on tablet



HEALTH

use allergy/sinus remedy
6+ times/month

ATTITUDES

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"Compared to this time last year, my financial position is less secure"

"It is not really a problem for me that life is becoming more and more complex"

"I often buy things just because they are beautiful, whether or not they are practical"





	Segment	Canada	Index*		Segment	Canada	Index*
	%	%			%	%	
Population				Households			
Age				Maintainer Age			
Under 5	4.3	5.1	84	Under 25	3.0	3.0	100
5 to 14	8.8	10.8	81	25 to 34	11.8	14.7	80
15 to 24	9.4	11.8	80	35 to 44	12.7	17.7	72
25 to 44	22.6	27.4	83	45 to 54	13.9	17.8	78
45 to 64	26.8	26.5	101	55 to 64	19.8	20.0	99
65 to 74	14.7	10.7	138	65 to 74	19.9	15.7	126
75 to 84	9.3	5.5	170	75+	18.9	11.1	170
85+	4.0	2.3	179				
Home Language				Size			
English	94.5	67.5	140	1 person	42.8	28.3	151
French	1.9	20.2	10	2 people	36.4	34.3	106
Non-Official	3.5	12.4	29	3 people	10.7	15.2	71
				4+ people	10.1	22.2	45
Immigration				Family Status			
Immigrant Population	11.2	22.4	50	Non-Family	46.9	32.6	144
Before 2001	65.1	47.4	137	Couples with Kids	15.4	29.4	53
2001 to 2005	5.7	10.4	54	Couples, no Kids	26.2	27.2	96
2006 to 2010	7.7	11.9	65	Lone-Parent Family	11.5	10.8	107
2011 to 2016	11.5	13.7	84				
2017 to present	10.0	16.6	60	Age of Children			
				Kids under 5	17.9	16.7	107
Visible Minority				5 to 9	18.6	17.8	105
Visible Minority Presence	7.3	25.4	29	10 to 14	17.4	17.5	99
				15 to 19	17.1	17.1	100
Marital Status				20 to 24	11.5	13.5	85
Single	26.5	28.9	92	25+	17.6	17.5	101
Married or Common Law	48.7	56.9	86				
Wid/Div/Sep	24.9	14.2	175	Dwellings			
				Tenure			
Mode of Transport				Own	51.7	67.6	76
Car	82.1	79.2	104	Rent	48.3	31.9	151
Public Transit	3.9	12.5	31	Band Housing	0.0	0.4	10
Class of Worker				Period of Construction			
Employed	43.5	59.0	74	Before 1960	29.2	21.1	139
				1961 to 1980	32.4	27.8	116
Occupation				1981 to 1990	11.9	13.3	90
Agriculture	2.3	2.4	97	1991 to 2000	10.3	11.9	87
White Collar	29.4	35.0	84	2001 to 2005	3.5	6.7	53
Grey Collar	44.1	39.5	112	2006 to 2010	4.7	7.5	62
Blue Collar	26.5	25.5	104	2011 to 2016	3.6	6.9	52
				2017 to present	4.5	4.9	91
Education				Type			
No High School	21.0	15.9	133	Single-detached	39.2	52.7	74
High School	31.7	26.6	119	Semi-detached	5.8	5.1	114
Trade School	9.2	9.1	101	Row	7.6	6.6	114
College	22.8	20.2	113	Duplex	5.3	5.7	92
Some University	1.5	2.2	66	Lowrise (<5 Stories)	35.9	18.1	198
University	13.8	26.0	53	Highrise (5+ Stories)	2.4	10.2	23
				Mobile	3.5	1.3	259
Income							
Avg Hhd Income	\$67 31	\$109 50	61				

*index of 100 is average