Rural, middle-aged upscale families and couples

Who They Are

The wealthiest rural lifestyle, Kick-Back Country is a collection of middle-aged families and older couples living in rustic areas near large and medium-size cities. For some, their communities are a weekend getaway from their busy life in the city. The maintainers tend to be between 45 and 64 years old, and children range in age from 5 to 24. Despite mixed educations—mostly high school, college and university—residents earn impressive incomes averaging more than $145,000 from well-paying jobs in management as well as mining, construction, trades and transportation. The lower cost of living in their rural areas means nearly nine out of ten households own a home. Many are second- and third-generation Canadians drawn to spacious, single-family houses built beyond the urban sprawl; the average dwelling value is nearly $600,000—35 percent above average. Their driveways often contain domestic compact SUVs and large pickups for commuting to work, hauling camping and boating equipment and travelling to the city for shopping. With their conservative social views, these households score high for the value Traditional Families.

The middle-aged households of Kick-Back Country like their new country lifestyle with their gardens and pets and plenty of fishing and hunting gear to make the most of their rural landscapes. They typically do their own maintenance and spend weekends prowling the aisles of Lowe’s, Home Depot and Home Hardware. They’re not too remote for big-city nightlife, but they also enjoy going to relatively closer dinner theatres, rock concerts and casinos. And they try to keep up with trends by frequenting exhibitions, particularly craft, home and garden shows. With their solid incomes, they have the means to travel, enjoying cruises and beach resort packages. While not overly enthusiastic about technology, they’ve embraced tablets and download an array of apps—from banking and weather reports to music and games. But traditional media maintain a hold on Kick-Back Country adults, and when their chores are done, they sink into their easy chairs to watch TV sports, listen to radio stations playing new and traditional country, and read food and gardening magazines. Many subscribe to community newspapers, if only for the flyer inserts.

How They Think

The members of Kick-Back Country appreciate values passed down through generations to help them organize their lives (Personal Control). They place great importance on their faith, insist that the father be the head of the house and think people must work hard if they want to get ahead (Religiosity, Patriarchy, Work Ethic). In their homogeneous communities, they worry that immigration threatens the purity of the country and believe newcomers should give up their cultural identities (Xenophobia, Cultural Assimilation). Many prefer the formal over the casual, dressing and behaving in a respectful manner (Propriety) and taking pains to ensure they project an attractive image (Concern for Appearance). Despite substantial nest eggs, they have Financial Concern Regarding the Future. But this does not stop them from enjoying the sheer act of buying things (Joy of Consumption) and selecting items for their aesthetics rather than their utility (Importance of Aesthetics). They prefer patronizing small businesses, which they believe are more fair and ethical than large corporations (Confidence in Small Business). Like other rural groups, they enjoy being close to the natural world (Attraction to Nature) as part of their healthy lifestyle (Effort Toward Health).
Where They Live

How They Live

LEISURE
- home shows
- ATV/snowmobiling
- rock concerts
- dinner theatres

SHOPPING
- Mark’s
- Home Depot
- craft supply stores
- Pet Valu

TRADITIONAL MEDIA
- TV DIY programs
- HGTV
- today’s country radio
- Cottage Life

INTERNET
- home improvement/décor sites
- discount coupons on computer place/respond to classified ads place
- vacation comparison sites

FOOD/DRINK
- treat-size chocolate/candy bars
- frozen peas, corn and cut green beans
- regular iced tea

FINANCIAL
- home equity line of credit
- mutual funds
- financial planners
- donate to educational groups

AUTOMOTIVE
- compact SUVs
- large light-duty pickup trucks
- domestic brands
- Ford

SOCIAL
- Instagram
- online chats
- research home and garden by social media
- Pinterest

MOBILE
- read e-books on tablet
- web browsing on tablet
- banking/finance apps
- send pictures via phone

HEALTH
- Visit a chiropractor

ATTITUDES
- “It’s very important that the country should hold a strong position in the world”
- “Life in the country is much more satisfying than life in the city”
- “It is important to try new products, new places for vacation or new foods, just for the pleasure of the novelty”
- “I love to buy consumer goods beyond the basics that my household needs”