



R1 UPPER-MIDDLE
RURAL

F3 MIDDLE-AGE
FAMILIES

Population:

553,854

(1.45% of Canada)

Households:

192,103

(1.28% of Canada)

**Average Household
Income**

\$149,823

**Average Household Net
Worth:**

\$964,293

House Tenure:

Own

Education:

Mixed

Occupation:

Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

Effort Toward Health

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 10 to 24. Despite mixed educations—mostly high school and college—residents earn impressive incomes averaging about \$150,000 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 over \$570,000—29 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*.

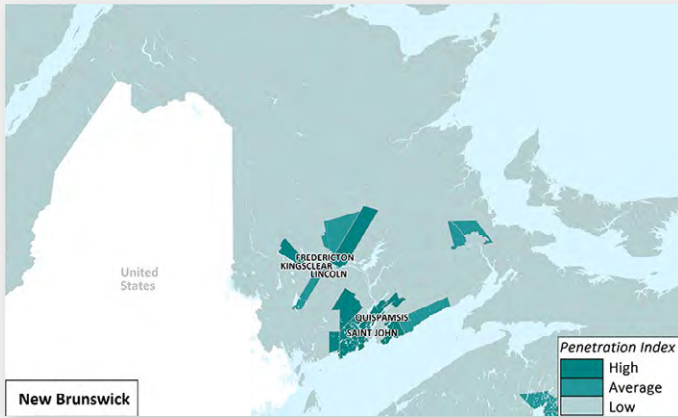
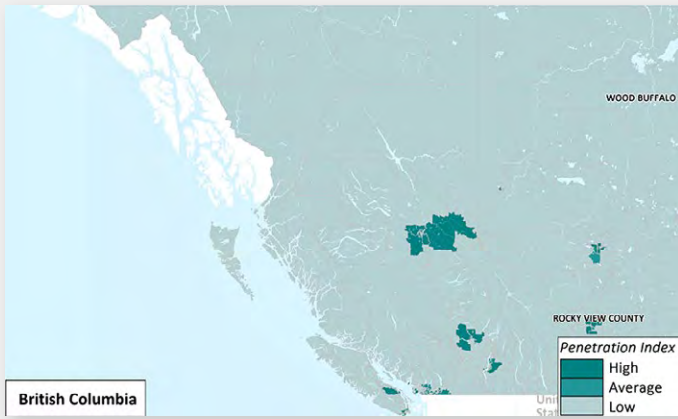
The middle-aged households of Kick-Back Country like their new country lifestyle with their gardens and pets and plenty of fishing and hunting gear to make the most of their rural landscapes. They typically do their own maintenance and spend weekends prowling the aisles of Lowe's, Home Depot and Home 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. During COVID-19, they are most looking forward to children being able to return to school.

How They Think

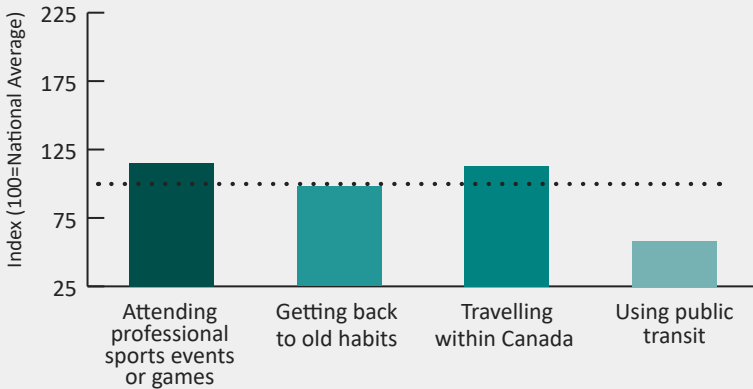
The members of Kick-Back Country appreciate values passed down through generations to help them organize their lives (*Personal Control*). They place great importance on their faith, insist that the father be the head of the house and think people must work hard if they want to get ahead (*Religiosity, 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 take an energetic, lively approach to life, feeling they have more energy than others (*Vitality*). With substantial nest eggs, they have lower *Financial Concern Regarding the Future*. This encourages them to enjoy the sheer act of buying things (*Joy of Consumption*) and select 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*).

14. KICK-BACK COUNTRY

Where They Live



Post-Pandemic, Looking Forward To:



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
vacation comparison sites



FOOD/DRINK

treat-size chocolate/candy bars
frozen peas, corn and
cut green beans
regular iced tea
take-out restaurants



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 mobile phone



HEALTH

visit a chiropractor

ATTITUDES

"To preserve peoples jobs in this country, we must accept higher degrees of pollution in the future"

"Life in the country is much more satisfying than life in the city"

"From time to time, I'd like to do things that are dangerous or forbidden, just for the sake of the risk and the sensation"

"I love to buy consumer goods beyond the basics that my household needs"

