Rural, upper-middle-income couples and families

Who They Are

The second most affluent rural segment, Country Traditions is a collection of small communities scattered across the eastern half of Canada. The mostly middle-aged and older couples and families work at well-paying blue-collar and service sector jobs, earning upper-middle incomes in the low six figures. Most own a recently built home—nearly 95 percent live in a single-detached house—and a sturdy, large pickup is a necessity for their backcountry commutes to work. With half the maintainers over 55, Country Traditions households are split between couples and families with children of all ages. Despite their rural settings, only 3 percent work in agriculture—still 30 percent above average—while many more work in fields like construction, health care, social services and public administration. Nevertheless, Country Traditions members have deep roots in the land: nearly 80 percent are third-plus-generation Canadians. And these rural families enjoy old-fashioned pursuits like gardening, boating and swimming. Proclaiming that life in the country is far more satisfying than life in the city, they prefer to identify with their local communities and Canada than as citizens of the world (Parochialism).

The members of Country Traditions have a self-reliant sensibility. They like to work with their hands, doing ambitious projects like their own remodeling, cabinetry and landscaping as well as traditional home crafts. They fill their garages with the gear needed to enjoy nearby lakes and woodlands: ATVs, power boats and campers, along with fishing and hunting equipment. With their teenage children, they make a strong market for toys, pets and sporting goods; a big splurge is attending a professional baseball or basketball game. While relatively few travel abroad, Country Traditions members do have high rates for touring English Canada and relaxing at their vacation cottage or cabin. These old-fashioned households are traditionalists when it comes to media as well. Residents score high for watching TV networks like DIY, HGTV, History Television and The Weather Network. They listen to traditional and new country music on the radio, and read magazines like Outdoor Canada and Cottage Life in print. They’ll go online to download a coupon, stream music or read an e-book. But they rely on print-based community newspapers for classified ads and real estate listings.

How They Think

Country Traditions consists of rugged individualists who want Canada to be a strong player in world affairs (National Pride). These rural households make personal sacrifices to provide for their family (Primacy of the Family) and hope to leave a Legacy for future generations. They think everyone should respect authority figures and play by the rules, although they strive to exert control over the direction of their own lives as much as possible (Obedience to Authority, Personal Control). They also like to keep things simple and make daily decisions based on reason and logic rather than emotions and feelings (Aversion to Complexity, Emotional Control). Between their work and family commitments, they sometimes express a Need for Escape, typically heading outdoors to commune with nature and reenergize (Attraction to Nature). As consumers, they tend to make purchases based on function rather than aesthetic considerations, and they prefer to do business with companies that espouse high ethical standards (Utilitarian Consumerism, Ethical Consumerism). They look for a good value rather than a brand name when shopping (Importance of Price, Brand Apathy); in fact, no segment scores lower on the value Need for Status Recognition.

Population:
787,202
(2.07% of Canada)

Households:
300,000
(2.01% of Canada)

Average Household Income:
$120,026

Average Household Net Worth:
$520,692

House Tenure:
Own

Education:
Mixed

Occupation:
Blue Collar/Service Sector

Cultural Diversity Index:
Low

Sample Social Value:
Utilitarian Consumerism

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Where They Live

How They Live

LEISURE
- crafts
- fishing/hunting
- home shows
- worked for a political party

SHOPPING
- Canadian Tire
- Joe Fresh
- Giant Tiger
- discount grocery stores

TRADITIONAL MEDIA
- NASCAR on TV
- The Weather Network
- new and traditional country radio
- Our Canada

INTERNET
- read e-books/listen to audiobooks
- classifieds sites
- online shopping
- research real estate

FOOD/DRINK
- canned meat
- multi-grain cereal
- regular tea
- coffee/donut shops

FINANCIAL
- RRSPs
- group life insurance
- home equity line of credit
- mobile wallet

AUTOMOTIVE
- large pickup trucks
- midsize SUVs
- $30,000-$49,999 spent on vehicle
- two cars

SOCIAL
- Pinterest
- Snapchat
- Facebook
- Twitter

MOBILE
- watch movies on tablet
- view store flyers on tablet
- surf the Internet on tablet
- use phone directory on phone

HEALTH
- Take coenzyme Q10 herbal supplements

ATTITUDES
- “Life in the country is much more satisfying than in the city”
- “It’s important that the country should hold a strong position in the world”
- “I am willing to volunteer my time for a good cause”
- “My phone is a practical device, but I’m not interested in using it for entertainment”