



**R1** UPPER-MIDDLE  
RURAL

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

900,620

(2.36% of Canada)

**Households:**

333,167

(2.22% of Canada)

**Average Household  
Income**

\$125,207

**Average Household Net  
Worth:**

\$549,947

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Blue Collar/  
Service Sector

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Attraction to Nature*

## 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 home built after 1980—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 (*National Pride*).

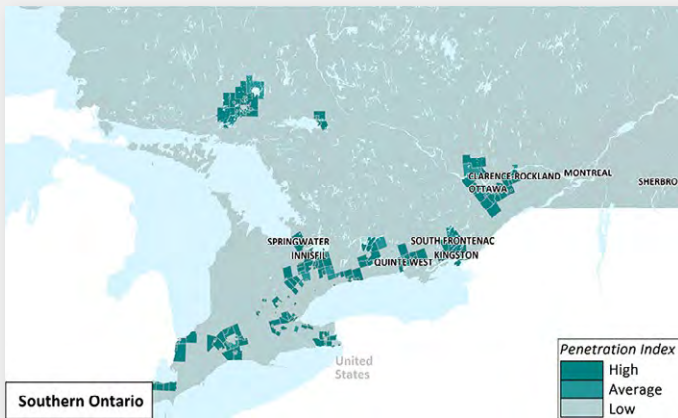
The members of Country Traditions have a self-reliant sensibility. They like to work with their hands, doing ambitious projects like their own remodeling, cabinetry and landscaping as well as traditional home crafts. They fill their garages with the gear needed to enjoy nearby lakes and woodlands: ATVs, 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. Travelling within Canada again is something this cohort is greatly looking forward to post-COVID. 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

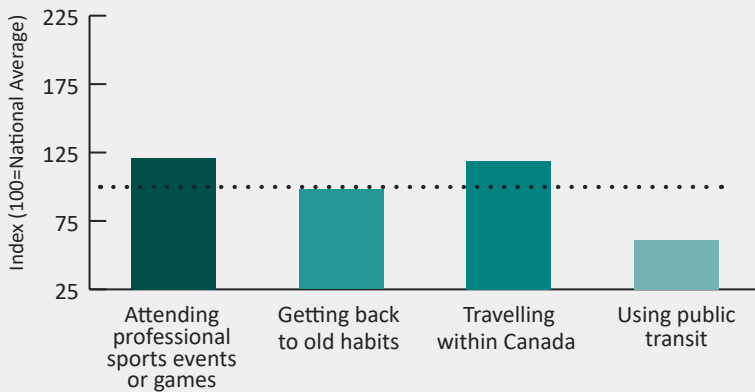
Country Traditions consists of rugged individualists who want Canada to be a strong player in world affairs (*National Pride*). These rural households would prefer to do work that is not particularly interesting but pays well, and hope to leave behind a financial *Legacy* for future generations. They 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*). 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 work with small businesses (*Utilitarian Consumerism, Confidence in Small Business*). However, this segment has a tendency to actively adopt defensive stratagems to shield oneself from the artificial needs created by consumer society (*Discriminating Consumerism*).

## 26. COUNTRY TRADITIONS

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

crafts  
fishing/hunting  
home shows  
worked for a political party



#### SHOPPING

Canadian Tire  
Joe Fresh  
Giant Tiger  
discount grocery store



#### 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 mobile phone



#### HEALTH

take coenzyme Q10  
herbal supplements

#### ATTITUDES

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

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

*"It is important that the country holds a strong position in the world"*

*"New technologies are causing more problems than they are solving"*