



**R1** UPPER-MIDDLE  
RURAL

**F3** MIDDLE-AGE  
FAMILIES

**Population:**

615,495  
(1.61% of Canada)

**Households:**

218,590  
(1.45% of Canada)

**Average Household  
Income**

\$104,556

**Average Household Net  
Worth:**

\$608,210

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Primary/Blue Collar

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Community Involvement*

## Who They Are

Found mostly in Alberta and Ontario, New Country is one of the wealthiest rural segments, with nearly two-thirds of residents working in well-paying jobs in agriculture, mining, natural industries and other blue-collar occupations. Scoring high for self-employment, a significant percentage of residents work as farmers and independent contractors in related industries. Their six-figure incomes provide comfortable, single-detached houses and enviable lifestyles. Forty percent of the maintainers are between 45 and 64 years old, and nearly 45 percent of households have children, typically of all ages. Like generations of rural households before them, New Country members are known for their deep roots in the community. Three-quarters of residents are third-plus-generation Canadians; fewer than one in ten are foreign-born. In these rural settings, people get attached to their pickups and drive them for decades. For leisure, they like to go hunting, fishing and boating, or they'll stay home and do some gardening. With their traditional views on politics and religion, they support family values and oppose government involvement in people's private lives; they score very low on *Active Government*.

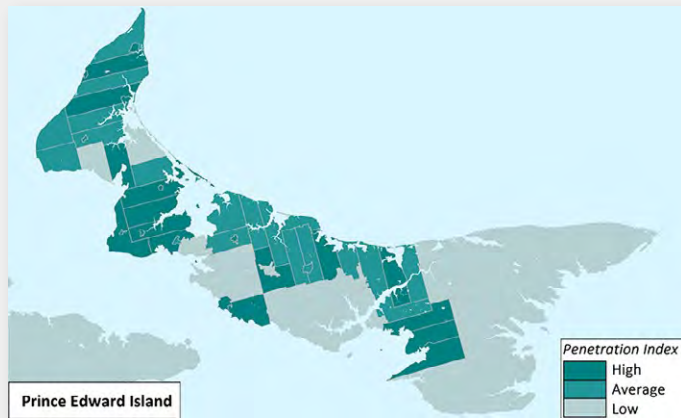
The members of New Country pursue independent lifestyles, and they're proud of it. Their daily routine is not unlike the one their grandparents enjoyed, filled with pets, hobby crafts and DIY home improvement projects. They adorn their driveways and garages with machinery expected of a rural lifestyle: power boats, campers, snowmobiles and ATVs. They fill their grocery carts with processed food they can't produce themselves: condensed soup, frosted cereal, mixed nuts and chips. When they go out to dinner, it's often at a fast-food or casual family restaurant. Their idea of a splurge is driving to the big city for a hockey game, comedy movie, zoo or amusement park. Attending sporting events is the activity that this cohort is most looking forward to post-COVID. Their media preferences are stuck in their grandparents' past, too. New Country residents are big fans of radio, with their music tastes ranging from traditional country to new country. They like watching sports on TV—CFL football and curling rank high—and reading family magazines about what makes Canadians Canadian: *Canadian Living*, *Canadian Geographic* and *Outdoor Canada*. They tend to be only average Internet users, going online for banking, downloading coupons and pinning on Pinterest.

## How They Think

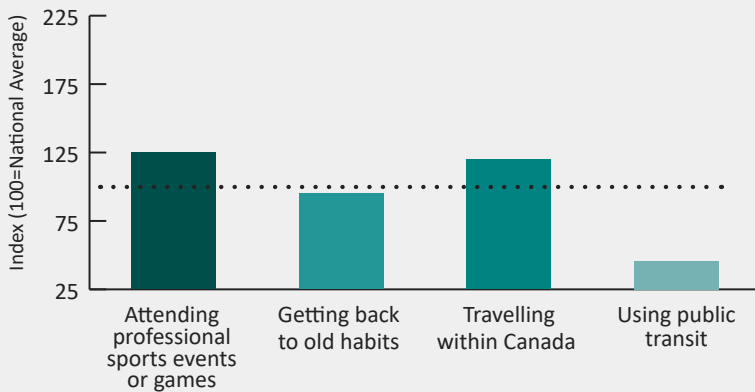
The members of New Country are self-reliant individuals, but they are not reclusive. They have a keen interest in local issues (*Community Involvement*), and they put the needs of others before their own (*Duty*) and enjoy doing volunteer work in their neighbourhood. They tend to be patriotic Canadians who prefer the company of their neighbours to outsiders (*National Pride*, *Parochialism*); many expect immigrants to relinquish their traditions (*Traditional Family*). They express contradictory sentiments in their concern for the natural world: few segments score higher for *Attraction to Nature* and yet residents believe environmental harm is inevitable (*Ecological Fatalism*). Accepting that their rural lifestyle involves a certain degree of disorder (*Rejection of Orderliness*), they're guided more by logic and reason than feelings (*Emotional Control*). As consumers, they care little about the popularity of brands and base their purchase decisions on the price and functionality of products (*Brand Apathy*, *Utilitarian Consumerism*). With a distrust of advertisements, many prefer to buy from small businesses rather than large corporations (*Confidence in Small Business*).

### 33. NEW COUNTRY

## Where They Live



## Post-Pandemic, Looking Forward To:



## How They Live



### LEISURE

gardening  
fishing  
country music concerts  
volunteer work



### SHOPPING

power boats  
golf equipment  
Lee Valley Tools  
Shoppers Drug Mart



### TRADITIONAL MEDIA

new and traditional country radio  
CMT  
CFL football on TV  
*Reader's Digest*



### INTERNET

enter online contests  
discount coupons on computer  
use Amazon for research  
purchase clothing/footwear online



### FOOD/DRINK

meat snacks  
domestic beer  
casual family restaurants  
ice cream restaurants



### FINANCIAL

home office  
RRSPs  
financial planners  
guaranteed life insurance



### AUTOMOTIVE

medium/heavy trucks  
large pickup trucks  
domestic brands  
own three or more vehicles



### SOCIAL

Pinterest  
YouTube  
Snapchat  
share links with friends  
and colleagues



### MOBILE

play games on mobile phone  
shopping on mobile phone  
download music/MP3 files  
banking on mobile phone



### HEALTH

take lutein  
herbal supplements

## ATTITUDES

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

*"In a household where both partners are working, it is not right for the wife to earn more than the husband"*

*"It is acceptable that an industrial society such as ours produces a certain degree of pollution"*

*"It is important for me to have a more intense and more spiritual inner life"*