Middle-aged, middle-income rural couples and families

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, manufacturing 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. And 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 baking 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. 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. But 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). Conservative and family centred, they believe in making personal sacrifices for the good of the family (Primacy of the Family). 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 (Cultural Assimilation). But 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, Importance of Price, Utilitarian Consumerism). With a distrust of advertisements, many prefer to buy from small businesses rather than large corporations (Skepticism Towards Advertising, Confidence in Small Business).
Where They Live

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 phone
- shopping on phone
- download music/MP3 files
- banking on phone

HEALTH
- Take lutein herbal supplements

ATTITUDES
- “My religious beliefs are very important to me”
- “Overall, there is too much immigration; it threatens the purity of the country”
- “It is important that the country should hold a strong position in the world”
- “Life in the country is much more satisfying than in the city”