



**R2** LOWER-MIDDLE  
RURAL

**M1** OLDER FAMILIES  
& EMPTY NESTS

**Population:**

985,332

(2.58% of Canada)

**Households:**

392,664

(2.61% of Canada)

**Average Household  
Income**

\$98,537

**Average Household Net  
Worth:**

\$428,955

**House Tenure:**

Own

**Education:**

Mixed

**Occupation:**

Blue Collar/  
Service Sector

**Cultural Diversity Index:**

Low

**Sample Social Value:**

*Obedience to Authority*

## Who They Are

The largest PRIZM segment with nearly 400,000 households, Down to Earth consists of older couples and families found in rural communities across the country. Eight out of ten adults are homeowners, typically living in modest, single-detached homes built before 1990. The majority of maintainers are over 55 years old. Most Down to Earth households earn average incomes from a mix of blue-collar in agriculture, construction and the trades. And while the most common family type is empty-nesting couples, more than a third of households contain couples with kids of all ages. What these rural folks share is a tradition-bound lifestyle: more than 80 percent of households are third-plus-generation Canadians and a significant percentage start their day with early-morning chores. As in other rural communities, Down to Earth residents spend their leisure time close to home and nature, enjoying sewing, knitting, bird-watching and snowmobiling. Their yards often have a small collection of trucks, cars, boats, ATVs and RVs; status is expressed in the size of their pickup. And many are strong on the value of *Fulfillment Through Work*, believing that one's work should be useful to others.

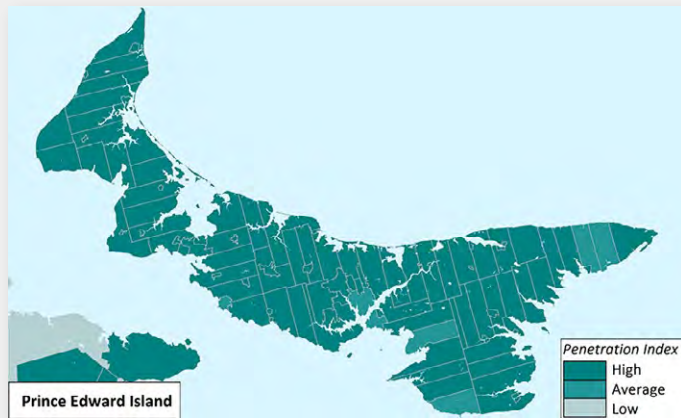
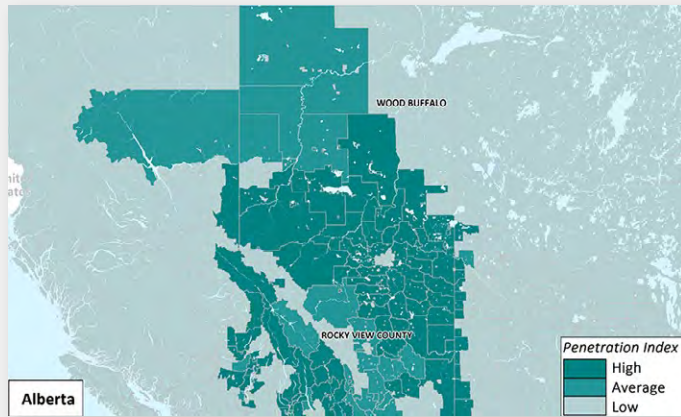
Befitting a rural segment, the residents of Down to Earth enjoy the same outdoorsy activities their grandparents would have enjoyed: hunting, fishing and gardening. They're less likely to pursue aerobic sports than quieter hobbies like making crafts; many do their own home improvement projects. For a special occasion, they'll attend a curling bonspiel or golf match, and they'll occasionally visit a casino or bingo hall. Now that many Down to Earth residents have retired, they're travelling more, though typically within Canada using their camper or RV and may be eager to return to these types of trips after COVID-19 restrictions are lifted. Not surprisingly, these older folks have traditional media patterns. They watch an average amount of TV, particularly home improvement shows, sports and sitcoms. They describe radio as "more personal" than other media, and tune in to new and traditional country, oldies and religious programs. With their communities beyond the territory of daily newspapers, they subscribe to local papers and magazines that cover gardening, health, hobbies and senior citizen issues. As for digital media, they go online for mostly utilitarian reasons: banking, reading newspapers or viewing classified ads.

## How They Think

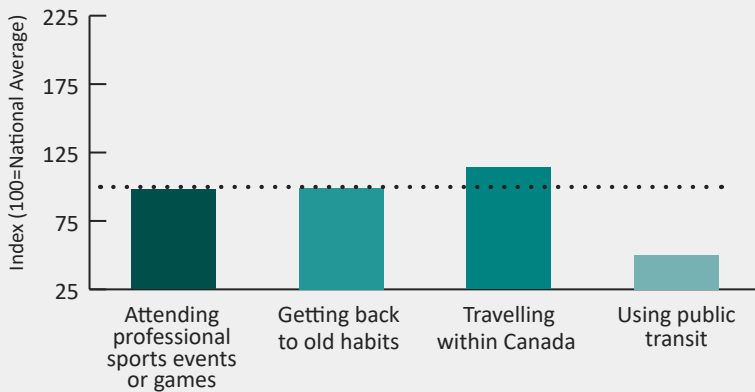
The backcountry folks of Down to Earth are traditionalists. They believe in family and country, striving to maintain and understand their historical roots and backing a strong role for Canada on the global stage (*Search for Roots, National Pride*). They value organized religions and playing by the rules (*Religiosity, Obedience to Authority*). And they worry about the impact of immigration on their way of life, believing newcomers should give up their cultural identities to adopt the mainstream culture (*Xenophobia, Cultural Assimilation*). Down to Earth members are exactly what their segment name implies: people who are cool and controlled, keeping their emotions in check and guided instead by reason and logic (*Emotional Control*). But they still seek out activities that disrupt their daily routine (*Need for Escape*). Many turn to nature to recharge their batteries and enjoy activities that take them outdoors (*Attraction to Nature*). In the marketplace, their *Financial Concern Regarding the Future* makes them a tough sell, and their *Utilitarian Consumerism* is reflected in their strong preference for items that are practical rather than aesthetically pleasing. With their *Technology Anxiety*, they're among the last to embrace digital media and smart devices.

## 41. DOWN TO EARTH

### Where They Live



### Post-Pandemic, Looking Forward To:



### How They Live



#### LEISURE

fishing/hunting  
arts/crafts/sewing/knitting  
country music concerts  
casinos



#### SHOPPING

Giant Tiger  
Mark's  
Walmart  
home improvement stores



#### TRADITIONAL MEDIA

classic country radio  
curling on TV  
gardening magazines  
community newspapers



#### INTERNET

automotive sites  
discount coupons on computer  
eBay.ca  
purchase toys/games online



#### FOOD/DRINK

processed cheese  
regular coffee  
rye/Canadian whisky  
casual family restaurants



#### FINANCIAL

senior services bank plans  
financial planning  
online trading  
donate to religious groups



#### AUTOMOTIVE

domestic brands  
large pickup trucks  
intermediate cars  
ATVs/snowmobiles



#### SOCIAL

Pinterest  
Facebook  
YouTube  
share links with friends  
and colleagues



#### MOBILE

respond to classified ads on  
mobile phone  
read online news on  
mobile phone  
bank/pay bills on tablet  
view store flyers on tablet



#### HEALTH

take multivitamins for  
50+ men and women

#### ATTITUDES

*"It's very important to have a more intense and more spiritual inner life"*

*"I am adventurous/outdoorsy"*

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

*"Brands are not important to me at all"*

