



R2 LOWER-MIDDLE
RURAL

M2 MATURE
SINGLES
& COUPLES

Population:

789,460
(2.07% of Canada)

Households:

347,138
(2.31% of Canada)

**Average Household
Income**
\$82,900

**Average Household Net
Worth:**
\$366,422

House Tenure:
Own

Education:
Mixed

Occupation:
Blue Collar/
Primary

Cultural Diversity Index:
Low

Sample Social Value:
*Primacy of
Environmental
Protection*

Who They Are

A collection of remote villages of which half are found in the Atlantic provinces, Backcountry Boomers is about as rural as it gets. The householders in this segment are mostly older, empty-nesting couples and those living alone. Forty percent of maintainers are over 65, and nearly three-quarters of households contain only one or two people. Although most adults are out of the labour force, those still working hold a mix of blue-collar and service sector jobs in farming, natural resources, construction, transportation and the trades. The pay is modest—incomes are 25 percent below average—but it's enough to own an unpretentious, single-detached house. And pride of province holds a special place in this segment, where almost 85 percent are third-plus-generation Canadians and one of their top-ranked values is *Parochialism*. Backcountry Boomers members like to fish, hunt and garden, for the camaraderie as much as the opportunity to put food on the table. Their hobbies are the old-fashioned, pre-Internet variety: making crafts, knitting and collecting coins and stamps. And their motorized vehicles are their prized possessions: large pickups, power boats, ATVs and snowmobiles—preferably made in Canada.

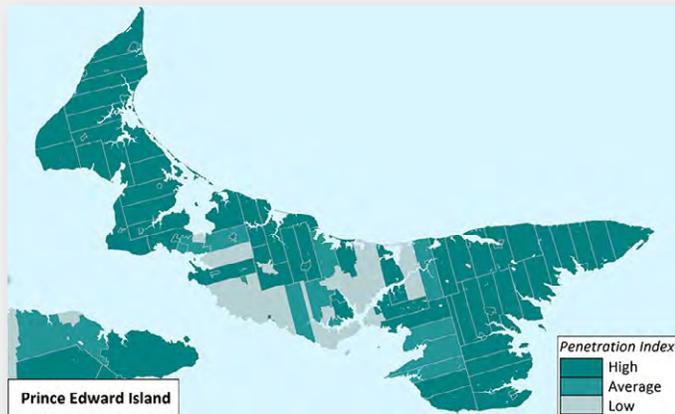
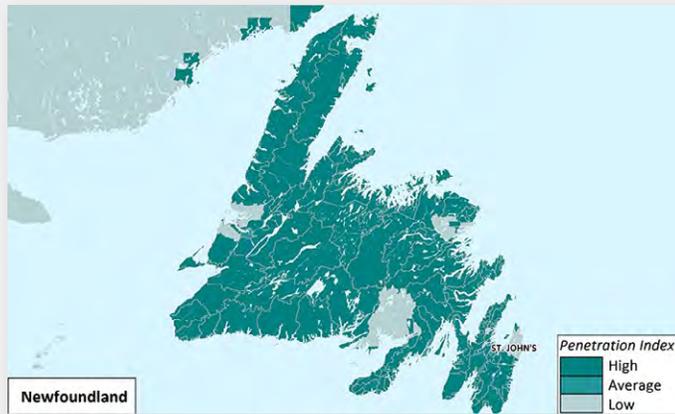
“Life in the country is much more satisfying than in the city,” Backcountry Boomers members tell researchers of their rural lifestyles. These residents enjoy their natural surroundings with outdoor pursuits like hiking, cross-country skiing and snowmobiling. They'll spend an evening out at a local community theatre or concert featuring popular or country music. Many don't roam far on holidays, staying in the Atlantic provinces and sometimes arranging a golf package or romantic getaway. As COVID-19 restrictions lift, they're looking forward to getting back on the road and travelling within Canada. Despite their remote communities, they prefer in-store shopping to e-commerce, and they stock up during regular trips to chains like Walmart and Canadian Tire. In Backcountry Boomers, television is the chief form of entertainment: These households often keep their sets tuned to CBC News, occasionally switching to CMT, Discovery or the W Network. While driving their old country roads, they listen to news, oldies, classic rock and any kind of country music radio station. Many like to relax in their recliners with a community newspaper or *Outdoor Canada* magazine. But they're not big fans of the Internet, occasionally going online for classified ads, auctions or health-related information.

How They Think

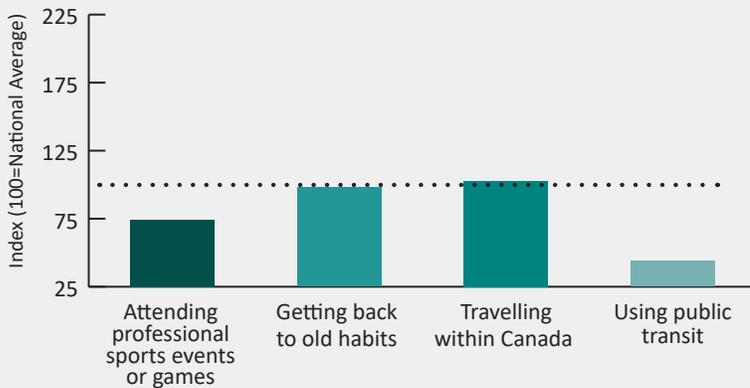
The members of Backcountry Boomers are proud, selfless Canadians who believe in caring for others before themselves (*Duty*), even though they're worried that their finances will worsen in the coming years (*Financial Concern Regarding the Future*). Protective of their slice of heaven, they tend to prioritize protection of the environment over economic advancement and try to trust and support the small businesses in their community (*Primacy of Environmental Protection, Confidence in Small Business*). These older Canadians can find it difficult to adapt to the complexities and changes in modern society, but they try to remain unruffled and make decisions based on logic and reason (*Aversion to Complexity, Emotional Control*). When things get complicated and they need to escape the hassles of everyday life, they often seek the restorative powers of nature through their favourite outdoor activities (*Need for Escape, Attraction to Nature*). In the marketplace, these consumers typically like practical, easy-to-use products (*Utilitarian Consumerism*), but they consider the ethical practices of the companies that make them (*Ethical Consumerism*). And marketers should note that they're completely indifferent toward brand names (*Brand Apathy*).

49. BACKCOUNTRY BOOMERS

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

snowmobiling
 walking/hiking
 community theatre
 volunteer work



SHOPPING

Walmart
 Eddie Bauer
 Canadian Tire
 eBay.ca



TRADITIONAL MEDIA

TV figure skating
 CBC News
 classic hits radio
 Our Canada



INTERNET

food/recipe sites
 weather sites
 music streaming on computer
 play games online



FOOD/DRINK

Coors Light
 almond milk
 dry soup
 coffee/donut shops



FINANCIAL

high-interest savings account
 term life insurance
 will/estate planning with trust
 use financial planner



AUTOMOTIVE

domestic intermediate cars
 domestic large pickups
 2009 and older model years
 Ford



SOCIAL

Pinterest
 Facebook videos
 read online article comments
 use social media while watching TV



MOBILE

read newspapers on mobile phone
 send/receive messages on tablet
 bank/pay bills on tablet
 take pictures/video on tablet



HEALTH

have mobility assistance aids

ATTITUDES

"I am very concerned that I will not have enough money to live comfortably in the future"

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

"No-name products are not as good as nationally advertised brands"

"I make an effort to buy local produce/products"

