



R2 LOWER-MIDDLE
RURAL

M2 MATURE
SINGLES
& COUPLES

Population:

693,941

(1.82% of Canada)

Households:

264,169

(1.76% of Canada)

**Average Household
Income**

\$95,438

**Average Household Net
Worth:**

\$367,948

House Tenure:

Own

Education:

Mixed

Occupation:

Primary/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

*Skepticism Towards
Advertising*

Who They Are

The living is easy in the rural communities that make up Country & Western. Located in areas close to towns in the western provinces, this segment contains a mix of older singles and empty-nesting couples mostly aging in place. Nearly a third of maintainers are over 65. Eight in ten households live in a single-detached house, while 9 percent own a mobile home. With their mixed educations, those still in the labour force work in farming and blue-collar industries, earning middle incomes. Three quarters of adults are third-plus-generation Canadians, and 16 percent have an aboriginal identity—more than triple the national average. In these rugged communities, residents like to go boating, camping and hiking; many also like roaring around the countryside on motorcycles and snowmobiles. Their idea of a splurge is going to the closest ice cream shop. With a strong self-reliant streak, they enjoy sewing, crafting and doing home improvement projects. But they worry that immigration is diluting their Canadian traditions and believe that newcomers should blend into the dominant culture (*Cultural Assimilation*).

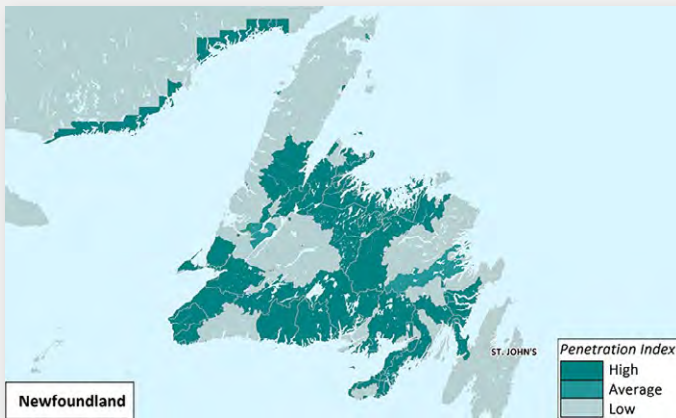
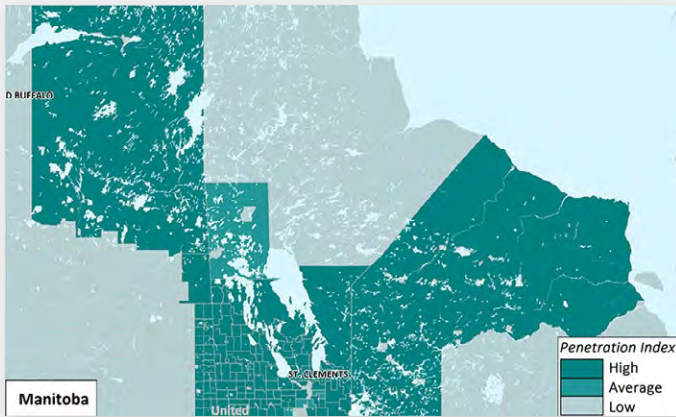
The older members of Country & Western have found plenty to entertain themselves. Self-described fitness fans, they like to swim, hike, golf and work in the garden. Many are music buffs who enjoy pop and rock performances, and they lead most segments in attending country music concerts; Country & Western is also one of the top segments for attending pro hockey games. As COVID-19 restrictions lift, they're looking forward to returning to these venues. They'll drive to a city to visit a casino or museum, but closer to home, they make do with an evening at a pub, community theatre or sports bar. Having saved conservatively for years—mutual funds, term deposits and GICs are popular—many have a solid net worth, allowing them to donate regularly to charities. As media consumers, they get most of their news and entertainment from the TV (they especially like daytime talk shows and reality programs) and turn to radio for oldies and country music. They're more likely to read a community paper than a daily, but they rarely buy a magazine unless it covers gardening, homes or the outdoors. And these tech-shy Canadians are light Internet users, doing little online except occasionally paying bills, redeeming mobile coupons and buying groceries.

How They Think

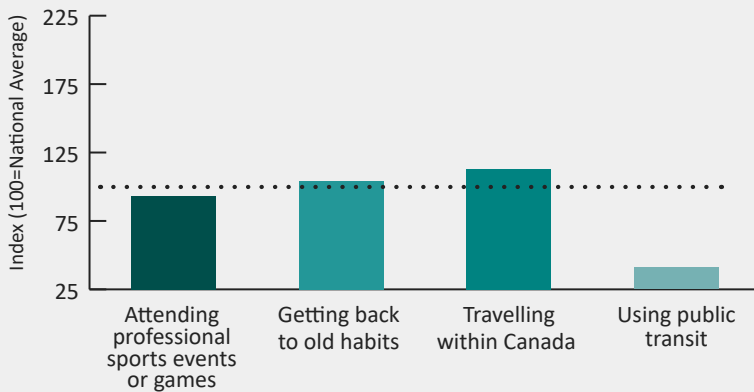
The members of Country & Western prefer the old ways of doing things. They aren't interested in modern definitions of family, insisting that the father must always be head of the household (*Traditional Families, Patriarchy*). They believe it is important to play by the rules (*Obedience to Authority*) and claim it's their *Duty* to help others before themselves. In addition to its many other top-scoring attributes, Country & Western has one of the highest percentages of volunteers among all segments, reflecting residents' interest in *Community Involvement*. These older Canadians are comfortable with the relaxed, informal nature of rural living (*Rejection of Order*), and they try to live their lives by relying less on impulse and emotions than on reason and logic (*Emotional Control*). Many express a strong *Attraction to Nature* but feel environmental degradation is somewhat inevitable (*Ecological Fatalism*). As consumers, they tend to base purchase decisions on utilitarian rather than aesthetic considerations (*Utilitarian Consumerism*), but they admit to sometimes *Buying on Impulse*. However, their *Technology Anxiety* and *Skepticism Towards Advertising* mean their impulsiveness rarely extends to buying the latest digital devices.

50. COUNTRY & WESTERN

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

- camping
- hiking
- pro hockey games
- dancing



SHOPPING

- Eddie Bauer
- Mark's
- Lee Valley Tools
- Home Hardware



TRADITIONAL MEDIA

- TV sitcoms
- Minor Hockey League on TV
- new and traditional country music radio
- community newspaper



INTERNET

- home improvements/décor sites
- research automotive products on Amazon
- purchase groceries online
- auction sites



FOOD/DRINK

- mixed nuts
- coolers
- taco restaurants
- buffet restaurants



FINANCIAL

- mutual funds
- business banking accounts
- two credit cards
- donate >\$500 to Canadian charities



AUTOMOTIVE

- domestic vehicles
- large pickups
- medium/heavy trucks
- three vehicles



SOCIAL

- Snapchat
- Pinterest
- donate to a Facebook fundraiser
- 4-6 hours/day on social media



MOBILE

- access health content on mobile phone
- respond to classified ads on mobile phone
- watch subscription-based video service on tablet
- news sites on tablet



HEALTH

- take herbal fibre supplements

ATTITUDES

"Immigrants of different races and ethnic groups should set aside their cultural backgrounds and try to blend into the Canadian culture"

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

"I am willing to pay more for brand-name products"

"Young people should be taught to obey authority"