Who They Are

Nearly 95 percent of Indigenous Families residents are of indigenous origin—mostly First Nations but also Inuit and Métis people—and they tend to be younger and middle-aged families living in remote communities. A segment that’s grown slightly older over the last decade, it still stands out for having few couples without children, many lone-parent families and more than three times the national average of multi-generational households. More than 70 percent of residents live in single-detached homes, of which about 20 percent is band housing. Educational achievement is moderate: about 40 percent have gone beyond high school to complete college or trade school. While unemployment is much higher than the national average, most adults are in the labour force, earning lower-middle incomes from jobs in primary industries, health care, education and the trades. Indigenous Families members often defy their modest means with active, rustic lifestyles. They enjoy fishing, hunting, power boating and snowmobiling, and attend pro football games, horse racing events and RV shows. Not surprisingly they’re passionate about maintaining their cultural traditions, scoring among the highest of all segments for the value Search for Roots.

Despite their remote communities, the members of Indigenous Families rarely lack for busy days. At home, they enjoy gardening and making crafts. In their communities, they do volunteer work and write public officials about local issues. Many take advantage of their bucolic settings for hiking, skiing and boating, and they score high for camping, often at national and provincial parks. When they go shopping, they typically drive their large pickups or midsize sedans to larger cities and major stores like Canadian Tire, Real Canadian Superstore, Mark’s and Walmart. Indigenous Families members are selective media consumers, with little interest in print but enjoying talk shows, CFL football and news programs on TV and a range of music on the radio—including classic hits, country and hip hop. Because some First Nations Families communities lack high-speed Internet access, their digital footprint is limited. They’re just an average Internet market, using their tablets to stream music, listen to a podcast and make an occasional purchase. But they prefer to use their mobile phones for most online activities, including playing games and listening to the radio.

How They Think

The members of Indigenous Families tend to feel a certain amount of anxiety about their personal safety, but they’re confident in their ability to cope with the uncertainties of modern life (Fear of Violence, Adaptability to Complexity). An independent group, they’re comfortable going their own way and accept the risks that go with it (Rejection of Authority, Pendor for Risk). Many believe they have more energy than most people, and they turn to their natural surroundings to create a more balanced, healthier way of life that deemphasizes material expectations (Vitality, Attraction to Nature, Voluntary Simplicity). Indigenous Families households support the ability of diverse cultures to retain their traditions, believing that other groups have much to teach them (Multiculturalism, Culture Sampling). As consumers, they like to impress others with well-maintained homes decorated to convey prosperity (Status via Home, Ostentatious Consumption). Some feel that today’s environmental problems may be beyond their abilities to overcome and are the price of economic advancement (Ecological Fatalism). But they’re willing to do their part to improve their communities through volunteer work and social activism (Community Involvement).
Where They Live

How They Live

**LEISURE**
- fishing/hunting
- community theatres
- casinos
- horse racing

**SHOPPING**
- Home Hardware
- Walmart
- Giant Tiger
- convenience stores

**TRADITIONAL MEDIA**
- CFL football
- reality TV shows
- new and traditional country music
- radio
- *Outdoor Canada*

**INTERNET**
- classifieds sites
- radio station sites
- restaurant guides/reviews
- purchase video games online

**FOOD/DRINK**
- frozen pizza
- condensed soup
- herbal tea
- taco restaurants

**FINANCIAL**
- credit unions
- dental insurance
- auto loans
- gas station quick pay cards

**AUTOMOTIVE**
- domestic compact SUVs
- domestic large pickups
- vehicles bought used
- under $15,000 spent on vehicle

**SOCIAL**
- Facebook
- Pinterest
- Snapchat
- share links with friends and colleagues

**MOBILE**
- music streaming on tablet
- listen to radio/podcast on tablet
- banking on phone
- game apps

**HEALTH**
- Visited a nurse for last health consultation

**ATTITUDES**
- “It’s very important to be thoroughly familiar with what I think of as my region, its history, its customs and traditions”

- “I would prefer to do most online activities using my phone instead of a computer”

- “It’s important to have a more intense and more spiritual inner life”

- “In order to get what I like, I would be prepared to take great risks in life”

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