



**T1** TOWN MIX  
**F2** LARGE DIVERSE FAMILIES

**Population:**

519,362

(1.36% of Canada)

**Households:**

169,626

(1.13% of Canada)

**Average Household Income**

\$81,938

**Average Household Net Worth:**

\$146,254

**House Tenure:**

Band

**Education:**

Grade 9/High School

**Occupation:**

Mixed

**Cultural Diversity Index:**

Low

**Sample Social Value:***Multiculturalism***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*.

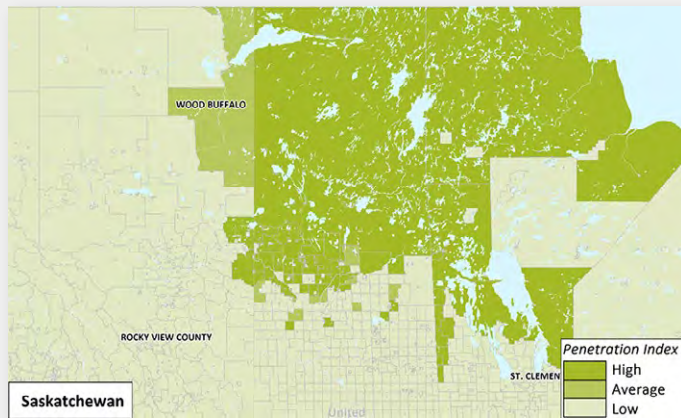
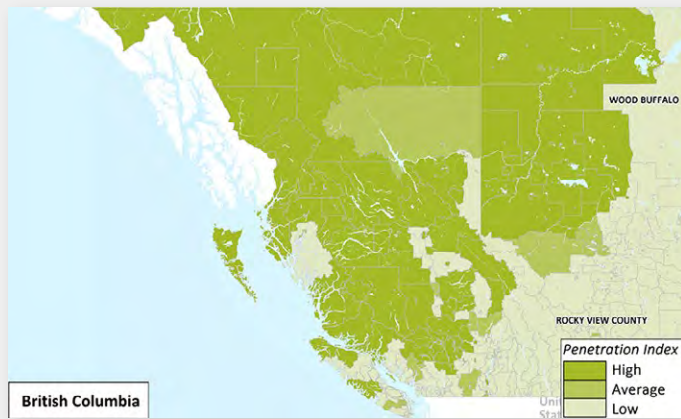
Despite their remote communities, the members of Indigenous Families rarely lack for busy days. At home, they enjoy gardening and making crafts. In their communities, they do volunteer work and write public officials about local issues. Many take advantage of their bucolic settings for hiking, skiing 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. With the COVID-19 pandemic impacting all facets of life including education, this segment is looking forward to their children going back to school when it is over.

**How They Think**

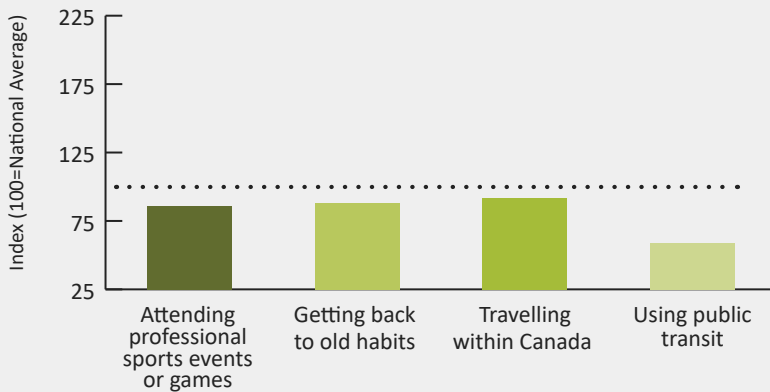
The members of Indigenous Families tend to be very in tune with their spiritual side, often being religious (*Spiritual Quest, Religiosity*). An independent group, they're comfortable going their own way and accept the risks and challenges that go with it (*Personal Challenge, Penchant for Risk*). Many 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*).

## 66. INDIGENOUS FAMILIES

### Where They Live



### Post-Pandemic, Looking Forward To:



### 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 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 mobile 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"*

*"Often worked as a volunteer for a committee aimed at improving an aspect of life in your neighbourhood or municipality"*

*"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"*