



R2 LOWER-MIDDLE
RURAL

F3 MIDDLE-AGE
FAMILIES

Population:

382,695
(1.00% of Canada)

Households:

136,698
(0.91% of Canada)

**Average Household
Income**

\$92,796

**Average Household Net
Worth:**

\$507,028

House Tenure:

Own

Education:

Grade 9/High School/
Trade School

Occupation:

Primary/Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

*Skepticism Towards
Advertising*

Who They Are

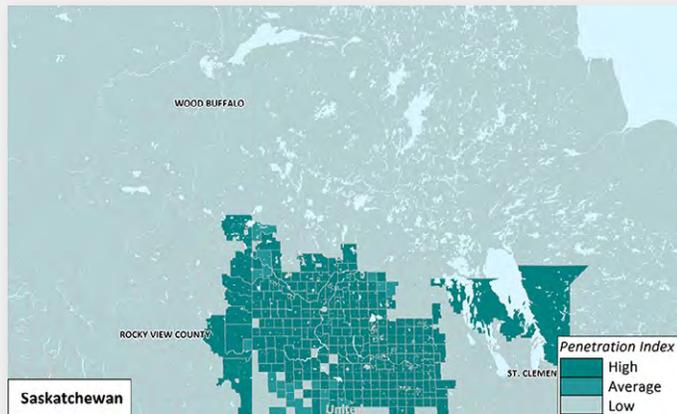
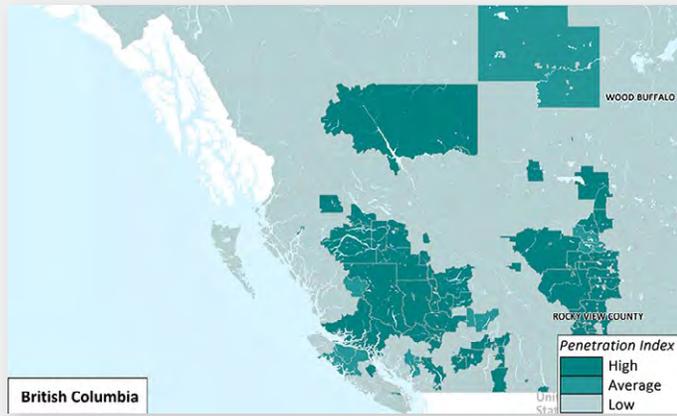
Scattered across the Prairies and a few farming communities in Ontario and British Columbia, Agri-Biz is one of Canada's most rustic lifestyles. No segment has a higher proportion of farmers—nearly a fifth of its labour force—and few have more home-based businesses, at 22 percent. Nearly 60 percent of maintainers are between 45 and 75, and most of the adults have modest educations, having called it quits after high school. But thanks to the high rate of two wage-earners among these middle-aged couples and families, Agri-Biz households earn solid, middle incomes. And in these remote areas where housing costs are a third below average, 80 percent own single-detached houses. There's little ethnic presence in Agri-Biz—three-quarters of residents are third-plus-generation Canadians—but one in 14 residents report a German mother tongue. As in other rural segments, residents here take pride in their purpose-driven vehicles: RVs, snowmobiles and ATVs. But they also enjoy traditional home-based hobbies like baking, sewing and crafting. Civic minded—they often do volunteer work and donate to charities—their high score for the value *Parochialism* reflects their belief that they're citizens of their local community first.

Despite their isolated communities, Agri-Biz residents enjoy robust lifestyles, pursuing outdoor activities like fishing, hunting, boating and camping. With teenage kids in many households, homes are filled with pets, video games and set-top boxes. Fond of exercise, these middle-aged households have high rates for bowling and playing baseball and golf; many join a local club. And they're not reluctant to drive to big cities for arts and entertainment, including community theatres, art galleries, and rock and country music concerts. When school's out, they'll load up a camper or RV for a trip through nearby western provinces or U.S. states and when COVID-19 restrictions ease, they are looking forward to returning busy leisure calendars, especially attending sporting events and seeing friends and family. At home, these busy households make a mixed media audience. If they have time to watch TV, it's typically a daytime talk show, DIY program or CFL game. Their radios are tuned to traditional and new country music and gospel stations. They're light fans of print media, unless it's a community paper, which they like for the real estate ads and flyer inserts. But they're intimidated by a lot of online activities and ignore most social media except for pinning favourite images on Pinterest.

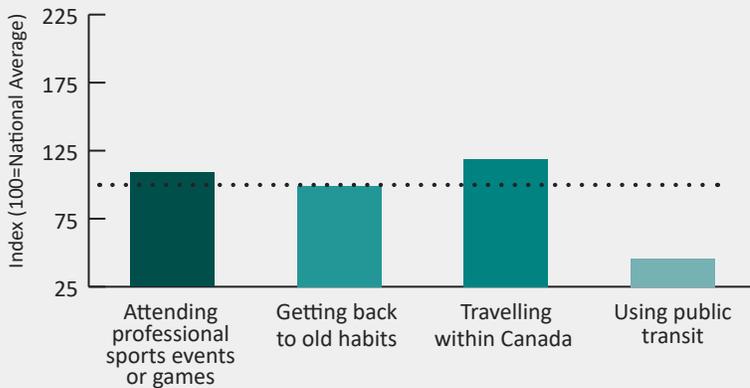
How They Think

Agri-Biz is an old-fashioned segment that celebrates traditional notions of family, particularly conforming to traditional gender roles, and the imperative to make personal sacrifices for the family's well being (*Traditional Families, Sexism, Primacy of the Family*). They also believe too much immigration threatens the purity of the country (*Xenophobia*). What they don't believe in is blindly following society's rules (*Rejection of Authority*). They try to be cool and controlled, guided more by reason and logic than by their feelings and intuition (*Emotional Control*), but occasionally they express a *Need for Escape* from the stresses of everyday life. Despite their bucolic surroundings, they don't think protecting the environment is more important than economic development and accept a certain degree of pollution (*Ecological Fatalism*). They're more concerned about moral issues arising from technological advancements (*Technology Anxiety*), and they worry about their finances (*Financial Concern Regarding the Future*). Frugal consumers, they tend to be practical in their purchase decisions (*Discriminating Consumerism*) and claim they're unlikely to be swayed by advertising or popular brand names (*Skepticism Towards Advertising, Brand Apathy*).

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

fishing/hunting
sewing/knitting
craft shows
rock concerts



SHOPPING

Canadian Tire
Home Hardware
Giant Tiger
dollar stores



TRADITIONAL MEDIA

TV daytime talk shows
religious/gospel radio
Canadian Geographic
community newspapers



INTERNET

classifieds sites
auction sites
enter contests online
purchase cosmetics/
skin care online



FOOD/DRINK

processed cheese
regular canned beer
burger restaurants
in-store bakeries



FINANCIAL

home office
mutual funds
credit unions
gas station credit cards



AUTOMOTIVE

large pickup trucks
camping trailer/motorhome/RVs
domestic brands
2000-2009 model years



SOCIAL

Snapchat
Pinterest
follow Twitter users
play games with others online



MOBILE

clip mobile coupons
listen to radio/podcasts on tablet
e-book readers
test messaging on tablet



HEALTH

bought prescription
sunglasses in past year



ATTITUDES

"Life in the country is more satisfying than life in the city"

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

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

"Brands are not important to me at all"