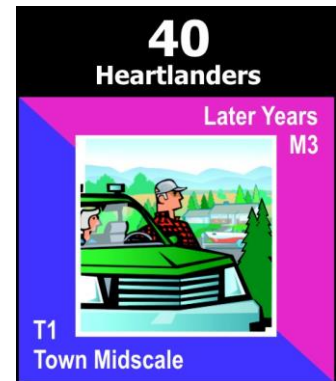


## T1

## 40 - Heartlanders

## Older and mature, working-class town couples

<b>Population</b>	<b>336,133 (0.95% of Canada)</b>
<b>Households</b>	<b>156,621 (1.11% of Canada)</b>
<b>Average Household Income</b>	<b>\$69,833</b>
<b>Housing Tenure</b>	<b>Homeowners</b>
<b>Education</b>	<b>Mixed</b>
<b>Occupation</b>	<b>Service Sector &amp; Blue Collar</b>
<b>Ethnic Presence</b>	<b>Low</b>
<b>Sample Social Value</b>	<b>Patriarchy</b>

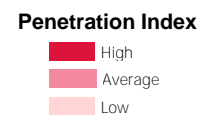
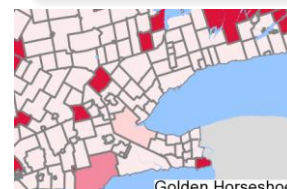
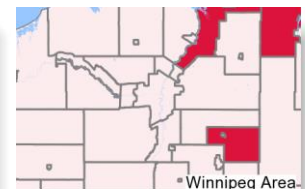
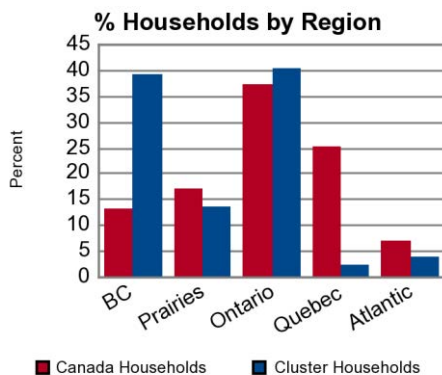


Widely scattered in towns across Canada, Heartlanders consists of working-class couples and retirees living in unpretentious houses and mobile homes. The aging householders—two-thirds of maintainers are over 55 years old—tend to have high school and trade school diplomas, and hold blue-collar, service sector or agricultural jobs, if they haven't already retired. Their rustic lifestyle—residents enjoy camping, gardening and boating—has changed little in a century, except for the addition of multiple motorized vehicles. Their properties are often cluttered with pickups, power boats, RVs and snowmobiles. The members of this segment like to gather at farmers' markets and pub restaurants to hash out the latest news, and their opinions are typically right-of-centre: they're staunch supporters of the national government and against premarital sex.

While Heartlanders residents may seem to be living off the pop-culture grid, their TVs keep them connected to their favourite programs, including movies, soap operas, newscasts and wrestling matches. They're also a strong market for radio—listening to variety, country music and adult contemporary stations—and for subscribing to home, gardening, art and sports magazines. With few commercial centres nearby, Heartlanders residents often do their own home remodelling, and rely on mail order shopping. But they tend to like it that way, admitting that they're not fans of the hectic pace of city life and are happy to do their entertaining at home.

## Where They Live

Qualicum Beach (BC), Parksville (BC), Peachland (BC), Elliott Lake (ON), Kelowna (BC), Penticton (BC), Nanaimo (BC), Vernon (BC), Kamloops (BC), Chilliwack (BC), Medicine Hat (AB), Belleville (ON), Moncton (NB)



## How They Think

Heartlanders' social values reflect a truly rural sensibility. Many subscribe to a *Traditional Family* definition that places the father at the head of the family (*Patriarchy*) and restricts freedoms they may give to their children (low on *Equal Relationship with Youth*). Residents of this cluster are inclined to feel a sense of *National Pride* and wish to uphold cultural traditions within their local towns by taking part in community activities (*Search for Roots*, *Parochialism* and *Community Involvement*). Their above-average scores on *Ecological Fatalism* further suggest a tendency toward accepting pollution as an inevitable part of economic advancement. With a tendency to reject the assumption that all knowledge can be explained by modern science (*Interest in the Unexplained*), these mature couples maintain a sense of spirituality and connection with their faith; they feel unconcerned about changing their predestined course (*Fatalism*). They are even capable of *Accepting Violence* as a fact of life.

## Who They Are

<u>Population</u>	<u>Cluster %</u>	<u>Index Canada</u>	<u>Households</u>	<u>Cluster %</u>	<u>Index Canada</u>
<b>Age</b>			<b>Maintainer Age</b>		
<5	3.31	60	<25	1.51	46
5-14	7.02	65	25-34	7.70	49
15-24	8.24	63	35-44	9.35	52
25-44	16.51	61	45-54	16.15	75
45-64	33.02	117	55-64	22.54	120
65-74	18.36	217	65-74	23.97	190
75-84	10.18	215	75+	18.78	187
85+	3.35	167	<b>Size</b>		
<b>Mother Tongue</b>			1 Person	28.50	104
English	86.53	152	2 People	49.13	145
French	5.19	25	3 People	10.57	67
Non-Official	7.46	37	4+ People	11.80	51
<b>Immigration</b>			<b>Family Status</b>		
Immigrant	13.41	62	Non-Family	32.47	98
Arrived <1961	43.49	340	Couples w/ kids	26.01	59
1961-1970	23.07	201	Couples, no kids	63.15	161
1971-1980	15.36	105	Lone parent	10.84	66
1981-1990	7.57	47	<b>Age of Children</b>		
1991-1995	3.25	24	<5	16.94	91
1996-2000	3.54	26	5-9	17.43	96
2001-2006	3.72	21	10-14	18.36	101
<b>Visible Minority</b>			15-19	19.70	105
Yes	2.38	12	20-24	12.11	93
<b>Adult Population</b>	<b>Cluster %</b>	<b>Index Canada</b>	25+	15.45	116
<b>Marital Status</b>			<b>Dwellings</b>	<b>Cluster %</b>	<b>Index Canada</b>
Single	16.55	59	<b>Tenure</b>		
Married or Common-Law	65.81	115	Owned	88.41	128
Wid/Div/Sep	17.64	122	Rented	11.41	38
<b>Mode of Transport</b>			Band Housing	0.18	39
Car	90.67	112	<b>Period of Construction</b>		
Public Transit	1.42	13	<1946	6.86	64
<b>Class of Worker</b>			1946-1960	7.01	56
Employed	79.71	92	1961-1970	8.35	70
Self-Employed	18.50	159	1971-1980	19.14	111
Unpaid	0.50	167	1981-1990	18.19	123
<b>Occupation</b>			1991-1995	11.56	181
Primary	5.94	134	1996-2000	8.99	152
Blue Collar	24.73	105	2001-2006	8.58	112
Service Sector	38.57	98	2007-2011	8.78	94
White Collar	27.33	88	>2011	2.53	75
<b>Education</b>			<b>Type</b>		
No cert/dipl/deg	23.86	108	Single	75.31	137
High school cert	26.63	108	Semi	2.36	49
Trade	13.55	132	Row	3.16	53
College	17.86	108	Duplex	0.85	16
Some university	4.52	93	Low-rise	5.66	32
University degree	13.59	63	High-rise	0.50	5
			Mobile	11.94	877
			<b>Dwelling Value</b>		
			<b>Index</b>		94

## How They Live

### Leisure

small outdoor stages  
gardening  
fitness walking  
spent \$1,000 - \$2,000 on last vacation

### Shopping

boating equipment  
audio equipment  
farmer's markets  
Sears catalogue

### Traditional Media

editorial section  
*Cottage Life*  
"Global News Hour"  
country radio

### New Media

maps websites  
Spent 1-2 hours per week on Google+  
online directories  
share links daily

### Food/Drink

bacon  
processed cheese  
oatmeal  
whiskey

### Financial

investment real estate  
mutual funds  
personal lines of credit  
donations to Heart & Stroke Foundation

### Automotive

SUVs  
midsize cars  
\$20,000-\$40,000 on latest vehicle  
Ford

### Attitudes

"Television is my primary source of entertainment"  
"I prefer to postpone a purchase than to buy on credit"  
"I look for bargains in second-hand clothing stores"  
"I always have accurate account of my financial commitments"