



Step 1: Select a Category*

PRIZM® segment

Step 2: Select an individual segment or a group

58 - Old Town Roads

T1

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Older, middle-income town households

This PRIZM® segment represents 1.0% of Canada's population and 1.0% of households.

M1

Overview

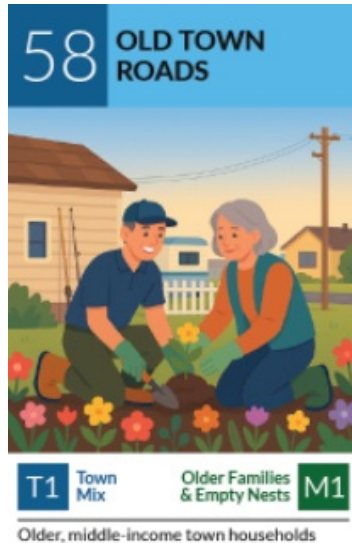
Who They Are

How They Think

What They Do

How to Reach Them

Glossary



Old Town Roads is a segment of older couples and individuals living in Canada's quaint small towns. Many are empty-nesters or widowed, predominantly residing in older single-detached homes, and earning middle incomes through blue-collar or agricultural work. These residents prioritize financial security as they approach or enter retirement. They enjoy time-honoured pastimes like fishing and gardening and have a strong appreciation for local events and music festivals. Traditional media remains central to their entertainment, with TV sports and classic rock or country music on the radio being favourites. Their lifestyle is defined by simplicity, familiarity, and strong ties to tradition.



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Household & Family

Maintainer age	75+
Household size	1 - 2
Children at home	34.1%
Age of children at home	Mixed



Education & Occupation

Household income	\$102K
Education	Mixed
Occupation	Service Sector/Blue Collar
Commute method	Car



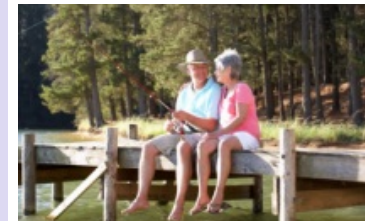
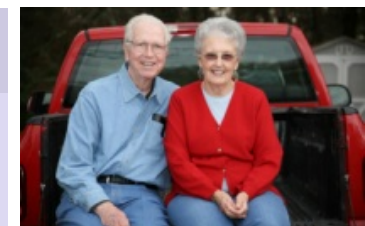
Dwellings

Dwelling type	Single Detached/Moveable
Tenure	Own
Households moved into a new residence in the past year	34.8%



Diversity

Diversity	Low
Official language	English
Immigrants to Canada (since 2022)	1.6%





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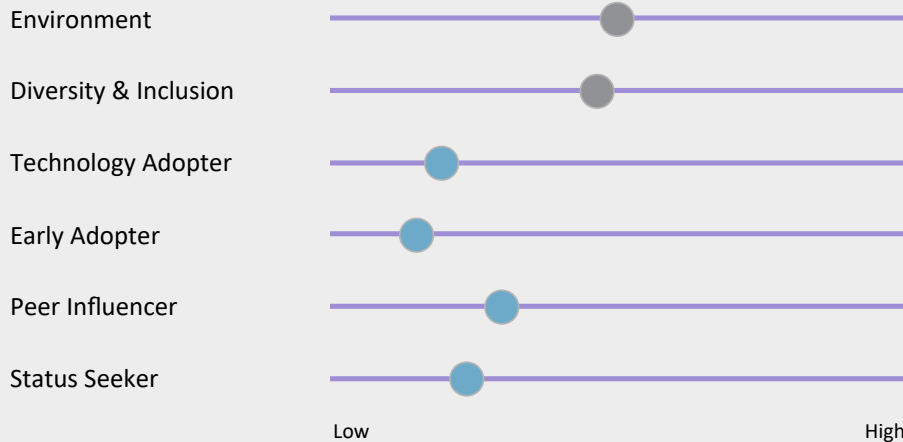
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Key Mindsets



Purchase Influences



Green Living

Green Lifestyle

1. Use alternative energy
2. Buy organic
3. Buy locally

Healthy Lifestyle

1. Avoid sweeteners in beverages
2. Consume less meat & cow's milk
3. Monitor vitamin intake



Psychographics

"Life in the country is much more satisfying than in the city."

"I like to share my opinions about products and services by posting reviews online."

"I do more entertaining at home now than ever before."



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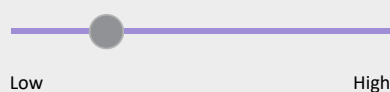


Leisure

Leisure Activities

1. Craft shows
2. Auto shows

Online Gambling



Shopping

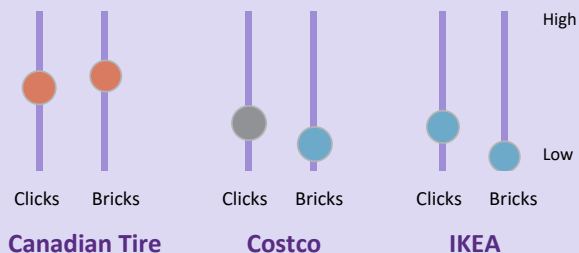
Products Purchased

1. Fireplace
2. Musical instrument

Websites Browsed*

1. National news
2. Weather

Selected Banners*

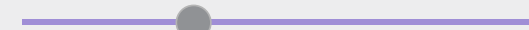


Financial

Financial Products Held

1. RRIF
2. HELOC

Mobile Wallet



Online Banking

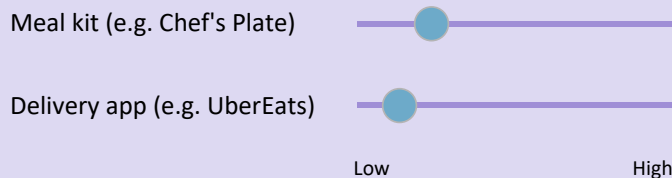


Food & Drink

Restaurants Visited

1. Sandwiches
2. American

Online Food Ordering Method

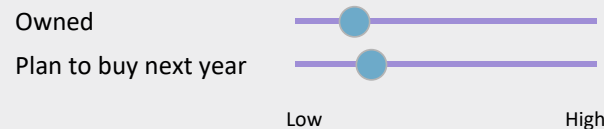


Automotive

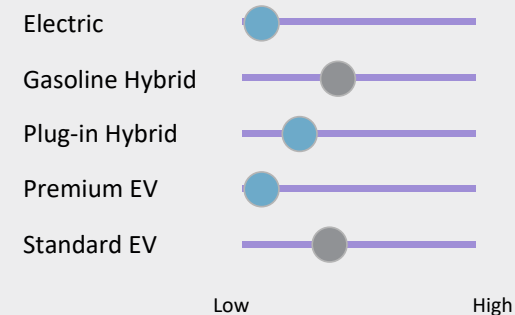
Automobiles Purchased*

1. Ford
2. Ram
3. GMC

Electric/Hybrid Vehicle Ownership



Projected EV Purchase Next Year





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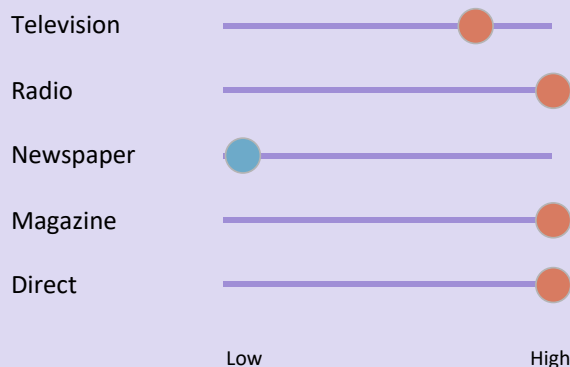
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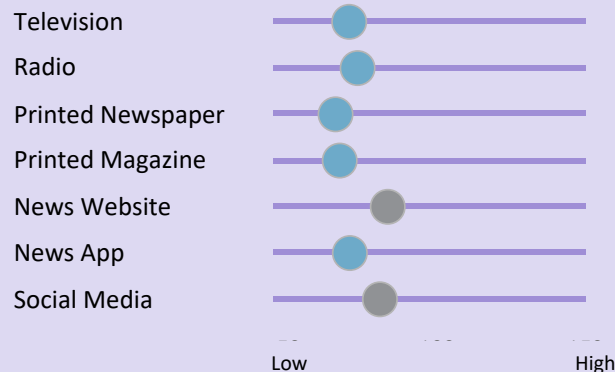
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Traditional Channels



Trusted Information Sources



Preferred Streaming Services

Tubi, Paramount+/CBS All Access, CBC Gem

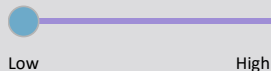


Preferred Social Media

Pinterest, Facebook, Snapchat



Internet Usage



Online Activities

1. Streaming videos
2. Download coupons
3. Respond to an ad

Preferred Categories Browsed in 2024

1. Science
2. Home & garden
3. Technology

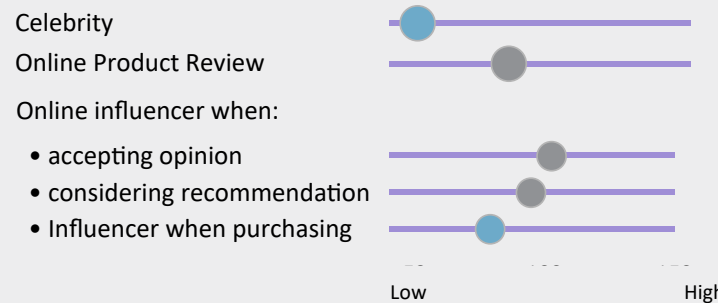
Privacy & Compliance

"I am very comfortable sharing my personal information with social media sites."



Influencer Impact

Likely to Be Influenced by:





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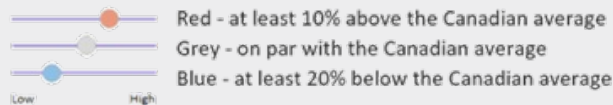
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Methodology

Benchmark: Canada

Slider bar and dot colour indicate a score range that can be used to determine how a PRIZM® segment “behaves” compared to the Canadian average for a specific variable.



Ranks are based on highest index in descending order with a minimum of 5% composition. Maintain Age has a minimum of 10% composition and Automobile Purchased has a minimum of 2% composition.

Social Group defines the urbanity of the PRIZM® segment ranging from Urban (**U**), Urban Fringe (**F**), Suburban (**S**), Town (**T**) and Rural (**R**). The lower the social group number, the greater the affluence. Urban segments are found in large- and medium-sized cities. Urban Fringe segments reflect once-suburban areas that, over the last 30 years, have been absorbed by urban sprawl. Suburban segments tend to consist of communities located on the outskirts of cities and can often be found in the core neighbourhoods of smaller cities and larger towns. Town neighbourhoods are found in smaller towns across the country. Rural neighbourhoods reflect areas that are smaller than towns and include very small towns, villages, hamlets, and rural farms and isolated areas.

Lifestyle Group divides the PRIZM® segments into Young (**Y**), Family (**F**) and Mature (**M**). They are then further subdivided: The Young group is divided into three subgroups according to the presence of singles, couples or starter families. Families are split into three sets based on the age of children: the very young, tweens, teens and twenty-somethings. The Mature group is divided into two based on the age of maintainers and the presence of children at home.

Additional Info

For more details about the 67 lifestyles and to look up your PRIZM® segment, visit: <https://prizm.environicsanalytics.com/>

PRIZM® Definitions: <https://environicsanalytics.com/docs/default-source/prizm-handbook/PRIZM-Definitions.pdf>

For more information, contact us at: <https://environicsanalytics.com/en-ca/contact-us>

For more information about our products and services, please visit our website:

- **EA Products & Databases:** <https://environicsanalytics.com/en-ca/data>
- **Community Site** (for database and software information): <https://community.environicsanalytics.com/hc/en-us/sections/360006982352-Canadian-Data>

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