

CROP - PANORAMA

Segmentation of Canadian consumers																					
	Gender			AGE						Income				Language		Education			Ethnicity		
	Total	Men	Female	18-24	25 - 34	35 - 44	45 - 54	55 - 64	65 +	- 25M	25-40M	40-60M	60M+	French	English	H.S.	Coll.	Uni.	Brit.	French	Other
Population:	28040	13619	14421	3068	4597	4527	5023	4898	5927	2040	4348	4748	13200	5218	22120	10214	11128	6698	9610	5587	12843
Sample:	6439	3029	3410	510	1097	1156	1253	1247	1176	454	964	1048	3155	1875	4415	1774	2730	1935	2024	1798	2617
The Enthusiasts	18%	18%	17%	25%	25%	20%	15%	14%	12%	16%	17%	19%	19%	17%	18%	17%	19%	18%	16%	17%	19%
The Proud	26%	29%	23%	34%	30%	30%	27%	20%	18%	25%	23%	25%	28%	27%	25%	25%	26%	25%	22%	27%	28%
The Worried	19%	22%	16%	15%	17%	18%	20%	18%	22%	24%	21%	19%	17%	19%	19%	21%	18%	17%	20%	19%	18%
The Idealists	19%	14%	24%	11%	11%	14%	19%	26%	31%	19%	19%	21%	18%	16%	21%	21%	18%	20%	24%	17%	18%
The Responsible	18%	17%	20%	15%	17%	18%	19%	21%	18%	16%	20%	17%	18%	21%	17%	16%	19%	20%	19%	20%	17%

Segmentation of Canadian consumers																					
	Born in Canada			Household with children			Occupation				Community Size*						Regions				
	Total	Yes	No	12 -	13 - 17	None	PROF ADM	TECH	OFF. SALE SERV	MAN. WORK	A	B	C	D	ATL.	QC.	ONT.	MAN. SASK	AL-BERTA	B.C.	CAN. LESS QUE
Population:	28040	22678	5362	5212	3446	20600	5377	2305	3605	3525	11390	7481	3527	5642	1916	6580	10767	1827	3144	3806	21460
Sample:	6439	5415	1024	1235	755	4724	1417	549	863	749	2663	1638	829	1309	630	2957	1182	475	541	654	3482
The Enthusiasts	18%	17%	20%	22%	22%	16%	23%	18%	20%	16%	19%	16%	19%	16%	17%	18%	19%	14%	17%	16%	17%
The Proud	26%	25%	31%	31%	31%	24%	32%	32%	25%	25%	28%	23%	26%	23%	23%	26%	27%	24%	28%	26%	26%
The Worried	19%	19%	17%	16%	16%	20%	14%	18%	19%	24%	18%	19%	19%	20%	19%	19%	17%	23%	20%	17%	19%
The Idealists	19%	20%	15%	13%	12%	22%	13%	15%	19%	17%	18%	21%	18%	21%	23%	17%	19%	22%	20%	24%	21%
The Responsible	18%	19%	16%	18%	19%	18%	18%	17%	17%	18%	17%	20%	18%	19%	18%	20%	17%	17%	15%	16%	17%

*Community size: (A) 1,000,000+ inhabitants – (B) 100,000-99,999 inhabitants – (C) 10,000-99,999 inhabitants – (D) Less than 10,000 inhabitant