

CROP - PANORAMA

Canada

	Market segmentation by consumer psychology																				
	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:	26502	12444	14058	2737	4267	4471	4909	5840	4280	1848	3833	4539	12689	5569	20294	9541	10601	6361	8361	5542	12600
Sample:	6288	2987	3301	567	1018	1091	1197	1392	1023	436	906	1097	3023	2366	3813	1810	2609	1869	1803	2122	2363
The Concerned about Social Responsibility	17%	12%	22%	9%	7%	12%	16%	23%	31%	20%	21%	19%	13%	16%	17%	19%	16%	16%	17%	17%	17%
The Zealous Consumers	27%	27%	27%	33%	32%	33%	27%	22%	19%	26%	25%	26%	29%	27%	27%	26%	27%	29%	24%	26%	30%
The Local Frugals	22%	19%	25%	16%	17%	19%	24%	26%	26%	17%	22%	25%	22%	20%	23%	20%	24%	22%	26%	21%	20%
The Concerned about their Finances	18%	20%	16%	18%	15%	17%	18%	19%	18%	24%	18%	17%	17%	21%	17%	19%	18%	15%	18%	19%	17%
The Rebellious Hedonists	16%	22%	11%	24%	29%	19%	14%	10%	7%	14%	14%	13%	19%	16%	16%	16%	15%	18%	16%	16%	17%

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	Market segmentation by consumer psychology																				
	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:	26502	21560	4942	2792	2663	21685	5046	2420	3737	3489	10704	7090	3349	5359	1892	6355	7714	3091	3397	4052	20147
Sample:	6288	5417	871	674	607	5171	1296	606	856	721	2560	1633	790	1305	607	2886	1176	468	531	620	3402
The Concerned about Social Responsibility	17%	16%	19%	12%	16%	17%	14%	12%	14%	11%	15%	17%	17%	20%	22%	16%	17%	18%	18%	16%	17%
The Zealous Consumers	27%	26%	32%	38%	34%	25%	31%	32%	26%	27%	29%	28%	25%	24%	28%	27%	30%	25%	26%	22%	27%
The Local Frugals	22%	22%	20%	17%	18%	23%	21%	17%	23%	24%	20%	21%	23%	27%	23%	21%	21%	22%	19%	28%	22%
The Concerned about their Finances	18%	18%	16%	16%	19%	18%	15%	20%	17%	18%	18%	18%	18%	17%	15%	21%	16%	18%	17%	18%	17%
The Rebellious Hedonists	16%	17%	13%	16%	13%	17%	20%	20%	20%	20%	18%	16%	17%	13%	11%	16%	16%	17%	20%	16%	16%

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