

CROP - PANORAMA

| | Division sociale | | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|------------------|-------|-------|-------|-------|-------|-------|-------|---------|-------|--------|--------|-------|----------|---------|-----------|-------|-------|------------------|-------|-------|--|
| | Sexe | | | Age | | | | | | | Revenu | | | Langue | | Scolarité | | | Origine ethnique | | | |
| | Total | Homme | Femme | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65 et + | - 20M | 20-40M | 40-60M | 60M+ | Français | Anglais | Sec. | Coll. | Univ. | Brit. | Fran. | Aut. | |
| Population: | 28040 | 13619 | 14421 | 3068 | 4597 | 4527 | 5023 | 4898 | 5927 | 2040 | 4348 | 4748 | 13200 | 5218 | 22120 | 10214 | 11128 | 6698 | 9610 | 5587 | 12843 | |
| Échantillon: | 6439 | 3029 | 3410 | 510 | 1097 | 1156 | 1253 | 1247 | 1176 | 454 | 964 | 1048 | 3155 | 1875 | 4415 | 1774 | 2730 | 1935 | 2024 | 1798 | 2617 | |
| L'Optimiste | 18% | 17% | 18% | 15% | 15% | 16% | 17% | 20% | 21% | 9% | 12% | 16% | 22% | 19% | 17% | 13% | 17% | 25% | 19% | 17% | 17% | |
| L'Idéaliste | 19% | 14% | 23% | 22% | 23% | 19% | 17% | 19% | 15% | 25% | 19% | 18% | 18% | 15% | 20% | 18% | 19% | 20% | 21% | 15% | 18% | |
| L'Opportuniste conservateur | 21% | 25% | 18% | 36% | 30% | 27% | 17% | 13% | 13% | 22% | 24% | 23% | 20% | 20% | 21% | 23% | 21% | 19% | 16% | 19% | 26% | |
| Le Darwiniste | 24% | 27% | 21% | 15% | 19% | 22% | 27% | 28% | 31% | 17% | 22% | 23% | 26% | 28% | 23% | 23% | 25% | 24% | 23% | 28% | 23% | |
| Le laissé-pour-compte | 18% | 17% | 19% | 11% | 13% | 17% | 22% | 20% | 21% | 27% | 23% | 19% | 15% | 18% | 18% | 23% | 17% | 12% | 20% | 20% | 16% | |

| | Division sociale | | | | | | | | | | | | | | | | | | | | |
|-----------------------------|------------------|-------|------|----------------------------------|-------|-------|----------------|----------------|------------------|-----------------|-------------------|------|------|------|------------|--------|---------|------------|---------|------|----------------|
| | Né(e) au Canada | | | Présence d'enfants dans le foyer | | | Occupation | | | | Taille du marché* | | | | Région | | | | | | |
| | Total | Oui | Non | 12 - | 13-17 | Non | Prof.-Adm.-PGE | Tech.-S.P.-PPE | Bur.-Vent.-Serv. | O.S.-O.SS.-O.NS | A | B | C | D | Atlantique | Québec | Ontario | Man.-Sask. | Alberta | C.B. | Can. sans Qué. |
| Population: | 28040 | 22678 | 5362 | 5212 | 3446 | 20600 | 5377 | 2305 | 3605 | 3525 | 11390 | 7481 | 3527 | 5642 | 1916 | 6580 | 10767 | 1827 | 3144 | 3806 | 21460 |
| Échantillon: | 6439 | 5415 | 1024 | 1235 | 755 | 4724 | 1417 | 549 | 863 | 749 | 2663 | 1638 | 829 | 1309 | 630 | 2957 | 1182 | 475 | 541 | 654 | 3482 |
| L'Optimiste | 18% | 18% | 17% | 16% | 12% | 19% | 23% | 16% | 17% | 12% | 19% | 17% | 18% | 15% | 17% | 19% | 18% | 14% | 15% | 17% | 17% |
| L'Idéaliste | 19% | 20% | 15% | 15% | 14% | 20% | 17% | 17% | 22% | 19% | 18% | 20% | 16% | 20% | 24% | 16% | 18% | 20% | 17% | 23% | 20% |
| L'Opportuniste conservateur | 21% | 19% | 30% | 33% | 34% | 17% | 25% | 28% | 19% | 24% | 24% | 19% | 19% | 21% | 20% | 21% | 23% | 20% | 21% | 18% | 21% |
| Le Darwiniste | 24% | 25% | 22% | 22% | 24% | 25% | 23% | 24% | 24% | 23% | 23% | 25% | 26% | 25% | 20% | 26% | 24% | 24% | 26% | 22% | 24% |
| Le laissé-pour-compte | 18% | 19% | 15% | 14% | 15% | 19% | 12% | 15% | 19% | 22% | 16% | 19% | 22% | 19% | 19% | 17% | 17% | 23% | 20% | 19% | 18% |

* Taille du marché : (A) 1 000 000 d'habitants ou plus – (B) 100 000-99 999 habitants – (C) 10 000-99 999 habitants – (D) Moins de 10 000 habitants