

CROP - PANORAMA

Segmentation of the food habits 2014-2018																					
	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	13215	14825	3068	4102	5023	4914	5007	5927	1950	4494	4604	13491	5275	22100	10214	11128	6698	9345	5629	13066
Sample:	4718	2251	2467	225	692	832	1002	1020	947	310	714	764	2337	1420	3196	1254	1994	1470	1450	1375	1893
Health Sophisticates	14%	11%	17%	5%	6%	10%	12%	20%	25%	9%	12%	12%	15%	22%	13%	11%	16%	16%	16%	20%	10%
Foodies	22%	17%	25%	21%	19%	19%	22%	23%	24%	18%	20%	20%	22%	24%	21%	20%	22%	24%	21%	23%	22%
Curious Unstructured	23%	26%	21%	33%	33%	32%	23%	18%	10%	24%	21%	21%	27%	16%	25%	19%	25%	26%	23%	17%	26%
Casual Gourmands	18%	19%	18%	24%	27%	18%	18%	16%	12%	23%	20%	23%	17%	15%	19%	22%	17%	15%	18%	16%	20%
Traditionals	22%	26%	20%	18%	15%	21%	26%	22%	29%	26%	28%	24%	19%	24%	22%	27%	20%	19%	22%	24%	22%

Segmentation of the food habits 2014-2018																					
	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	22784	5256	5144	3213	20803	5270	2218	3757	3467	11593	7632	3418	5397	1916	6581	10767	1827	3144	3806	21459
Sample:	4718	3991	727	839	502	3552	1006	395	643	538	1973	1256	589	900	460	2201	871	336	388	462	2517
Health Sophisticates	14%	15%	12%	10%	8%	16%	12%	16%	10%	9%	13%	15%	18%	13%	16%	21%	11%	11%	11%	15%	12%
Foodies	22%	22%	18%	21%	19%	22%	23%	19%	19%	17%	20%	22%	22%	24%	21%	25%	21%	22%	16%	21%	21%
Curious Unstructured	23%	22%	29%	33%	36%	20%	33%	27%	27%	30%	29%	19%	19%	19%	24%	17%	24%	22%	30%	26%	25%
Casual Gourmands	18%	19%	17%	21%	16%	18%	15%	19%	21%	25%	17%	21%	21%	18%	14%	15%	19%	21%	25%	19%	20%
Traditionals	22%	22%	24%	15%	22%	24%	17%	20%	23%	19%	21%	24%	21%	25%	25%	23%	24%	25%	18%	19%	22%

* 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