

# IntelligentSEGMENTS

Canada's Versatile Consumer Segmentation System



## Build a 360 Degree View of Your Prospects and Customers

Get to know CiG's intelligentSEGMENTS - a powerful segmentation system that clusters Canadians into 94 segments based on socioeconomics, wealth, ethnicity, education, behaviours, expenditures, and lifestyle data. Marketers use intelligentVIEW to understand what drives consumer choices enabling them to create relevant campaigns and accurately targeted messages.

Contact us: [sales@consumerig.com](mailto:sales@consumerig.com)  
Learn more: [consumerig.com](http://consumerig.com)



Get a demo

## Key Features

- ✓ Distinct segments loosely ranked from the most to the least affluent households
- ✓ Data from over 15.4 million Canadian households
- ✓ 20,000+ data attributes
- ✓ Updated quarterly
- ✓ Increased granularity with:
  - Conventional one postal code to one segment approach and,
  - Built with characteristics at native postal code level
- ✓ Customizable

Precise consumer insights and precision targeting are at your fingertips with intelligentSEGMENTS.

## Canada's Top Authoritative, Privacy Compliant, Data Sources

intelligentSEGMENTS is developed using many industry leading data sources, and proprietary algorithms, to drive better analytic insight and business decisions.



Statistics  
Canada

Statistique  
Canada



## intelligentVIEW Insights Platform

IntelligentVIEW harnesses the power of a single, connected marketing technology solution that streamlines your complete market analyses process. Within a few minutes intelligentVIEW enables you to profile your customers, visualize them on a map, select your optimal target audience and digitally activate these audiences.

intelligentSEGMENTS is one of 17+ data modules that come standard with intelligentVIEW.

- Cloud-based end-to-end consumer and marketing insights platform
- Profile, compare, find, and reach prospects and customers
- Identify and visualize market opportunity
- Activate audiences with digital programmatic, social, and direct media through intelligentVIEW
- Align online and offline segmentation data

Learn more about [intelligentVIEW](#)

**Accessible, Affordable and Actionable**



[See plans](#)

# Canada's Diverse Population

Take a closer look at the top intelligent SEGMENTS in Canada's provinces and territories.

## G4 – Established Melting Pot

Canada: **2.3% of HH**  
 Population: **881,722**  
 Avg Income: **\$87,408**

- Multi-generational families from a variety of ethnic backgrounds
- Immigrated over the last 30 years or more
- Live in small to medium size detached homes
- Established ethnically diverse neighbourhoods
- Enjoy eating at coffee shops and seafood restaurants

6.64% of HH in British Columbia  
 Population – 130,298

## P4 – Small Town Trades

Canada: **3.84% of HH**  
 Population: **1,475,935**  
 Avg Income: **\$78,909**

- Mostly two person households, couples without kids and lone parents
- They live in modest, single-detached houses
- Work in the trades, agricultural, natural resources, and service sector
- Tend to shop at secondhand clothing stores
- Enjoy Tim Horton's and family dining

12.71% of HH in Manitoba  
 Population – 67,498

## I2 – Sun Seekers

Canada: **2.54% of HH**  
 Population: **947,586**  
 Avg Income: **\$149,530**

- Consists of couples and families
- Live in single detached homes that they own
- Mostly work 9-5 white collar jobs
- Costco members who shop there often
- When vacationing, prefer sunny all-inclusive resorts

7.48% of HH in Alberta  
 Population – 130,036

13.34% of HH in the Yukon  
 Population – 2,409

## F2 – Comfortable in Suburbia

Canada: **2.87% of HH**  
 Population: **1,077,634**  
 Avg Income: **\$116,414**

- Mainly couples and families
- Live in single-detached homes
- Enjoy Tim Horton's coffee and occasionally ordering pizza for dinner
- Visit theme parks, water parks and other local attractions
- Prefer to shop at Walmart and similar stores

5.70% of HH in Ontario  
 Population – 315,799

## M2 – Family Adventures

Canada: **0.76% of HH**  
 Population: **288,493**  
 Avg Income: **\$178,015**

- Families with young children and teens
- Live in modestly priced real estate
- Considerable disposable income
- Spend a lot on recreational vehicles and equipment
- Into outdoor adventures and camping

15.54% of HH in Northwest Territories  
 Population – 2,861

42.65% of HH in Nunavut  
 Population – 4,333

## T4 – Rural Routes and Pick up Trucks

Canada: **3.31% of HH**  
 Population: **1,283,169**  
 Avg Income: **\$73,219**

- Mainly Northern European and Indigenous backgrounds
- Work blue collar jobs in farming and manufacturing
- Grab meals on the go at convenience stores
- Prefer to stay home with friends and family than go out
- Enjoy fishing and snowmobiling

18.19% of HH in Nova Scotia  
 Population – 80,931

21.97% of HH in New Brunswick  
 Population – 76,941

27.41% of HH in Newfoundland and Labrador  
 Population – 64,089

14.13% of HH in Saskatchewan  
 Population – 67,450

## R5 – Thrifty Small Town

Canada: **1.98% of HH**  
 Population: **762,339**  
 Avg Income: **\$75,743**

- English-speaking married couples with, and without children
- Two car households
- Carry considerable debt, not likely to have RRSPs
- Give disproportionately to non-religious charities
- Recreational activities include snowmobiling, boating, and fishing

25.19% of HH in P.E.I.  
 Population – 17,177

## R4 – Campagnes Françaises Frugales

Canada: **2.72% of HH**  
 Population: **1,040,309**  
 Avg Income: **\$74,647**

- Common-law couples and their families
- Live a frugal lifestyle
- Mostly work in the trades and manufacturing
- Listen to contemporary adult radio stations
- Many own recreational vehicles

10.20% of HH in Quebec  
 Population – 404,322

