

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
Learn more: 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
- ✓ 30,000+ 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 intelligentSEGMENTS in Canada's provinces and territories.

G1 – Urban Fringe Service

Canada: **4.29% of HH**
Population: **1,715,936**
Avg Income: **\$108,164**

- People who live on the fringes of urban cities
- Mainly work in private and public sectors
- Renters and homeowners, who spend a lot on shelter
- A concentraion of visible minorities (30%) and lone female parents
- Doesn't have as much money for extra leisure activities

10.54% of HH in British Columbia
Population – 579,136

P4 – Small Town Trades

Canada: **3.09% of HH**
Population: **1,268,506**
Avg Income: **\$97,345**

- 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

10.71% of HH in Manitoba
Population – 149,583

11.75% of HH in the Yukon
Population – 5,766

K3 – Coffee in Suburbia

Canada: **3.34% of HH**
Population: **1,403,116**
Avg Income: **\$121,321**

- Consists of blue-collar families and empty nesters
- Live in suburbia near Calgary and Edmonton
- They're "grab and go" types and enjoy restaurants
- They're a no-frills shopping crowd
- Listens to classic hits, classic rock, and country music on the radio

6.30% of HH in Alberta
Population – 282,858

N2 – Small Town Engine

Canada: **5.17% of HH**
Population: **2,028,171**
Avg Income: **\$99,383**

- A mix of families and singles across Canada.
- Lives in modest houses they both own and rent.
- Enjoy Tim Horton's coffee and frequently shop at retailers.
- Often listens to news and country music on the radio.
- Prefer to shop at Walmart and similar stores.

5.68% of HH in Ontario
Population – 854,619

M2 – Family Adventures

Canada: **0.71% of HH**
Population: **299,643**
Avg Income: **\$198,739**

- 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

15.88% of HH in Northwest Territories
Population – 8,057

41.33% of HH in Nunavut
Population – 14,329

T4 – Rural Routes and Pick up Trucks

Canada: **2.87% of HH**
Population: **1,103,772**
Avg Income: **\$92,501**

- 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

17.66% of HH in Nova Scotia
Population – 180,019

21.21% of HH in New Brunswick
Population – 163,728

25.83% of HH in Newfoundland and Labrador
Population – 141,821

13.57% of HH in Saskatchewan
Population – 169,752

R5 – Thrifty Small Town

Canada: **1.48% of HH**
Population: **605,307**
Avg Income: **\$91,853**

- 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

21.81% of HH in P.E.I.
Population – 40,610

R4 – Campagnes Françaises Frugales

Canada: **2.19% of HH**
Population: **816,890**
Avg Income: **\$92,055**

- 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

8.23% of HH in Quebec
Population – 790,360

