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

![CiG logo]

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 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 logo]   [Canada Post / Postes Canada logo]   [CiG logo]   [NUMERIS logo]

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.

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

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

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

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

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

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