

Community Profile: Brampton – Bramalea

Prepared for: Economic Developers Council of Ontario – My Main Street

The logo for Environics Analytics is displayed within a solid purple rectangular box. The word "ENVIRONICS" is written in a large, bold, white, sans-serif font. Below it, the word "ANALYTICS" is written in a smaller, white, sans-serif font.

ENVIRONICS
ANALYTICS

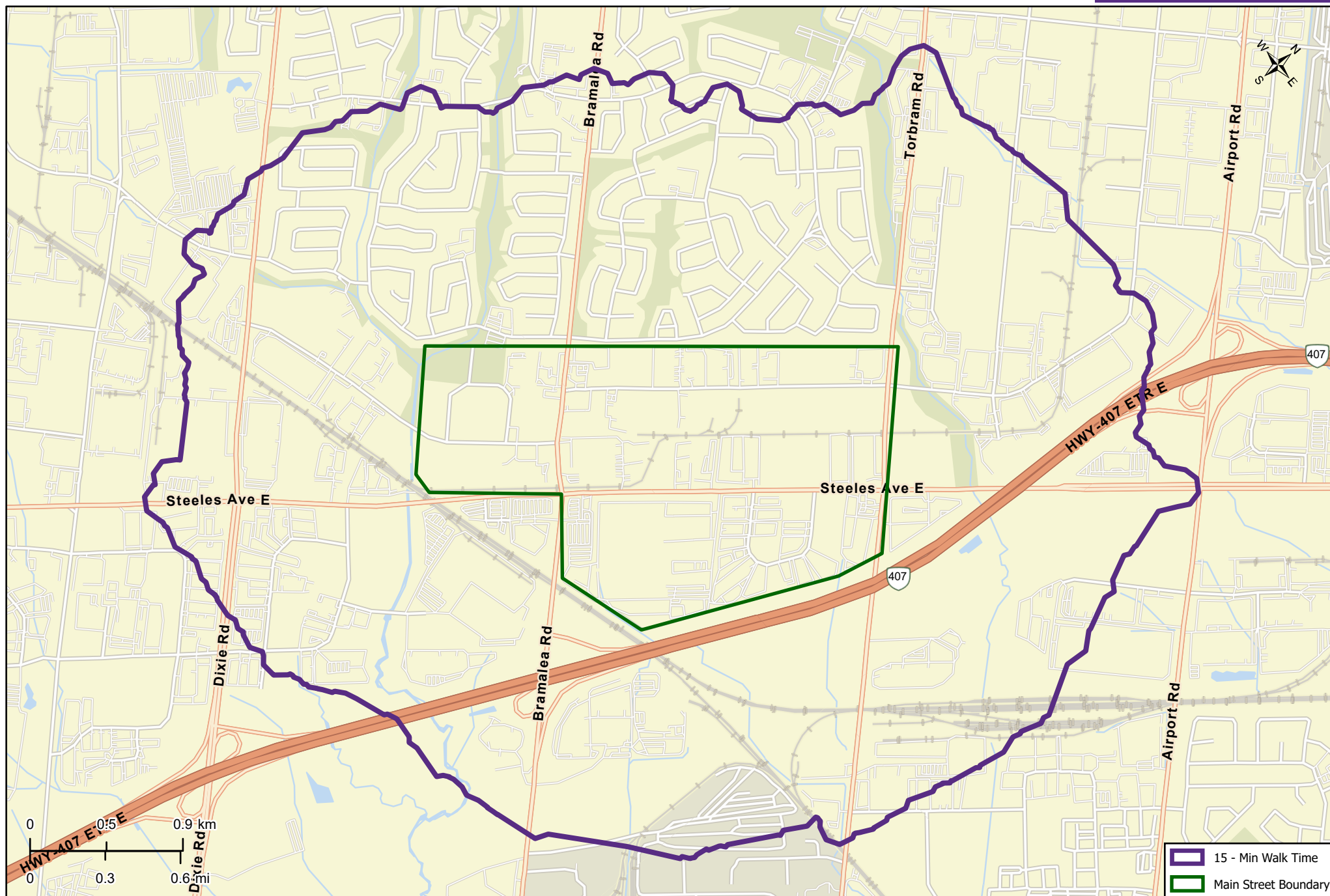
Confidential

Date: February 24, 2022

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Brampton - Bramalea
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

POPULATION

13,676

HOUSEHOLDS

4,476

MEDIAN MAINTAINER AGE

53

Index: 98

MARITAL STATUS



51.4%

Index: 89

Married/Common-Law

FAMILY STATUS*

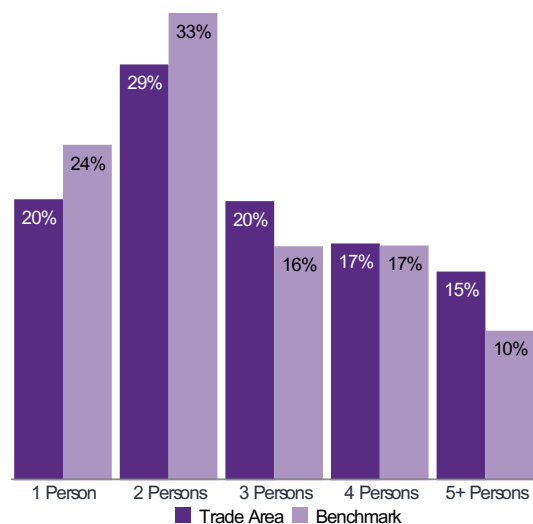


24.5%

Index: 155

Total Lone-Parent Families

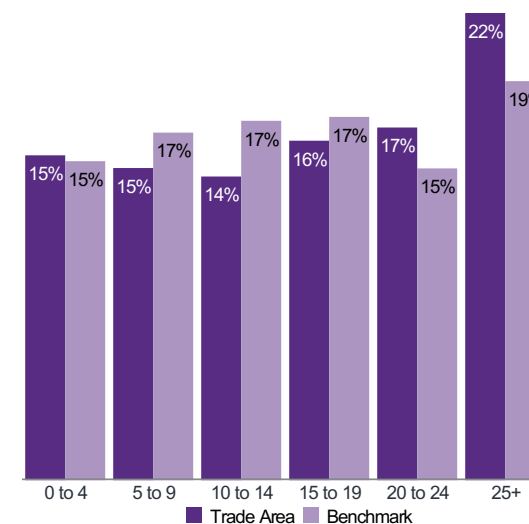
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	738	5.4	107
5 to 9	683	5.0	93
10 to 14	680	5.0	88
15 to 19	772	5.6	95
20 to 24	1,030	7.5	113
25 to 29	1,251	9.1	130
30 to 34	1,156	8.5	127
35 to 39	990	7.2	112
40 to 44	787	5.8	93
45 to 49	793	5.8	92
50 to 54	915	6.7	102
55 to 59	987	7.2	99
60 to 64	806	5.9	88
65 to 69	542	4.0	70
70 to 74	507	3.7	78
75 to 79	427	3.1	95
80 to 84	347	2.5	116
85+	266	1.9	88

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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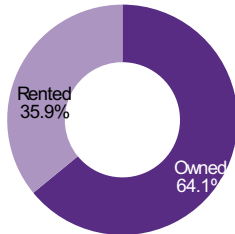
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Population: 13,676 | Households: 4,476

TENURE



STRUCTURE TYPE



65.2%
Index: 84



34.7%
Index: 157

AGE OF HOUSING*

40 - 59 Years Old

% Comp: 55.2 Index: 225

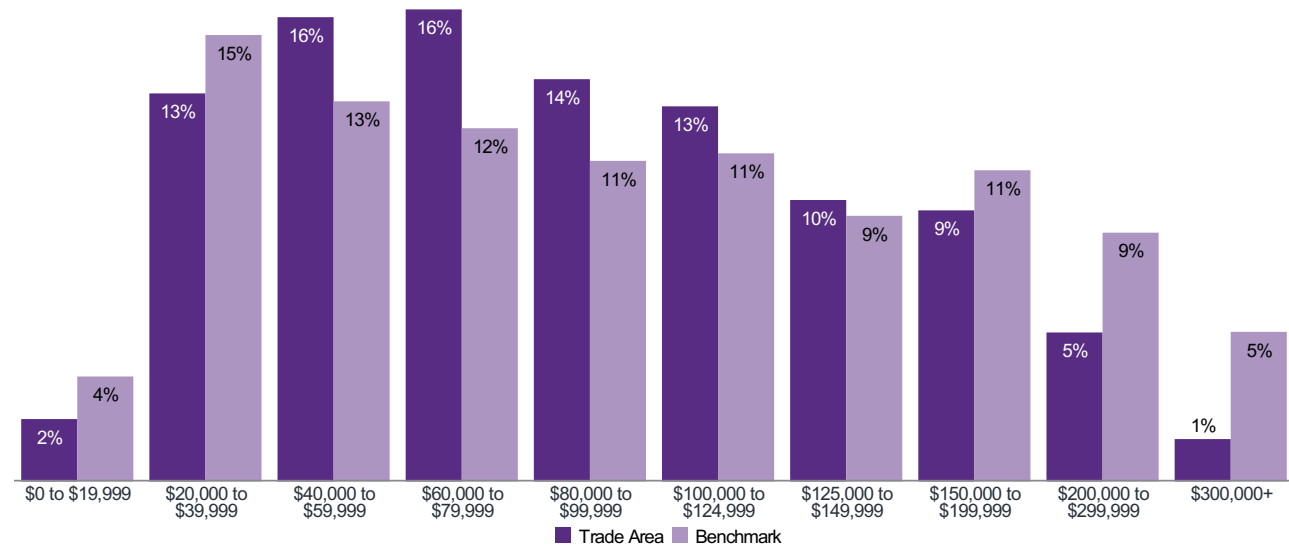
AVERAGE HOUSEHOLD INCOME



\$96,337

Index: 84

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Population: 13,676 | Households: 4,476

EDUCATION



20.5%

Index: 77

University Degree

LABOUR FORCE PARTICIPATION



67.5%

Index: 104

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



33.9%

Index: 93

Travel to work by **Car (as Driver)**

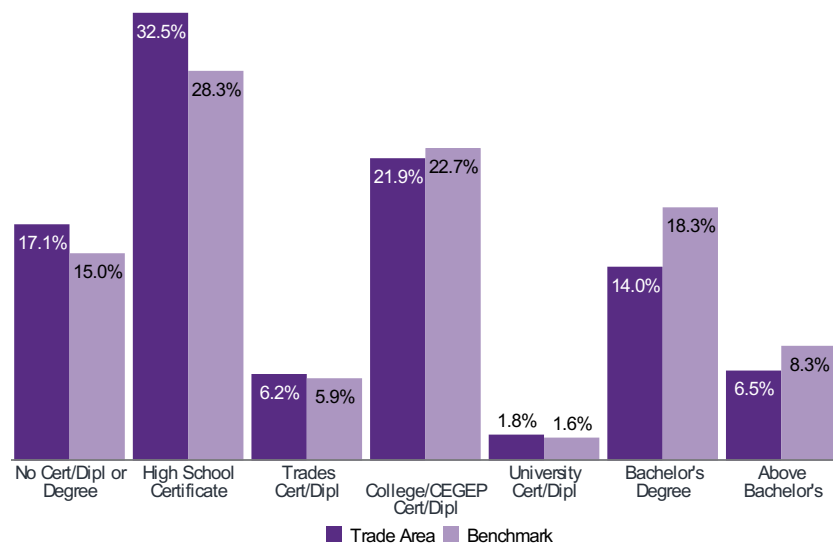


7.7%

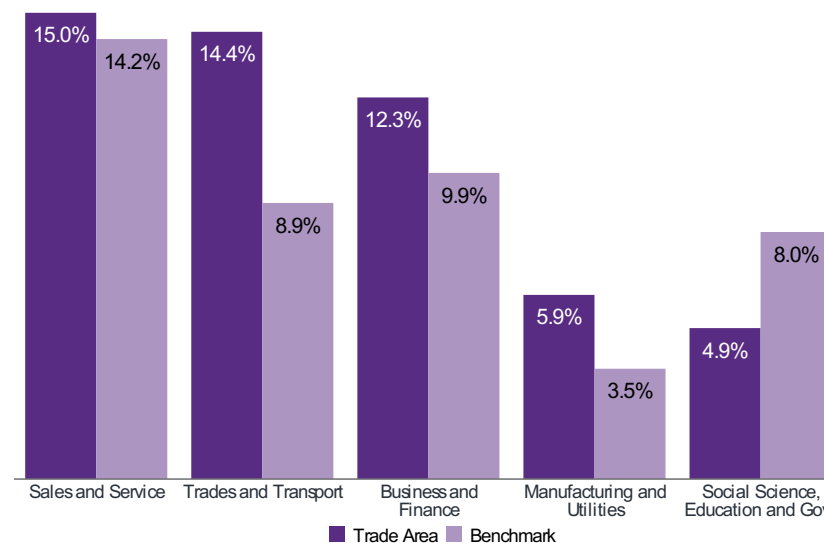
Index: 175

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Population: 13,676 | Households: 4,476

ABORIGINAL IDENTITY



1.1%

Index: 47

VISIBLE MINORITY PRESENCE



58.8%

Index: 203

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



2.1%

Index: 105

No knowledge of
English or French

IMMIGRATION



44.3%

Index: 168

Born outside Canada

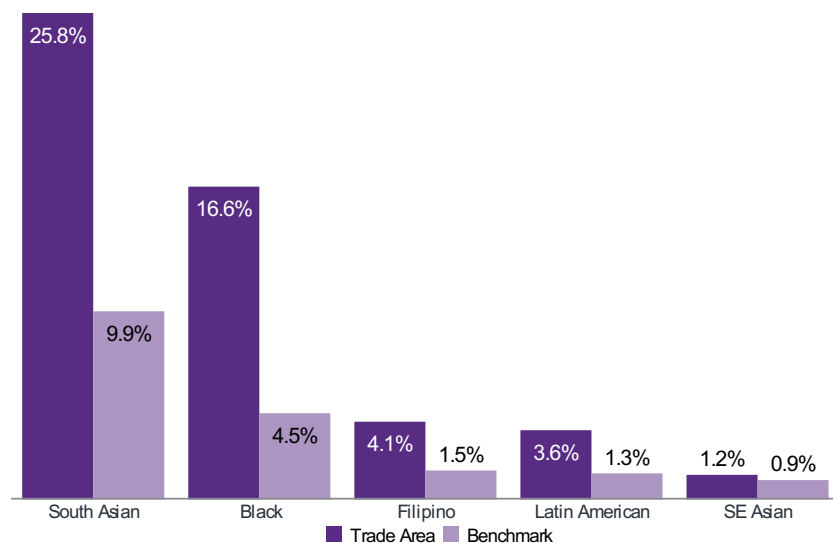
PERIOD OF IMMIGRATION*

2017 To Present

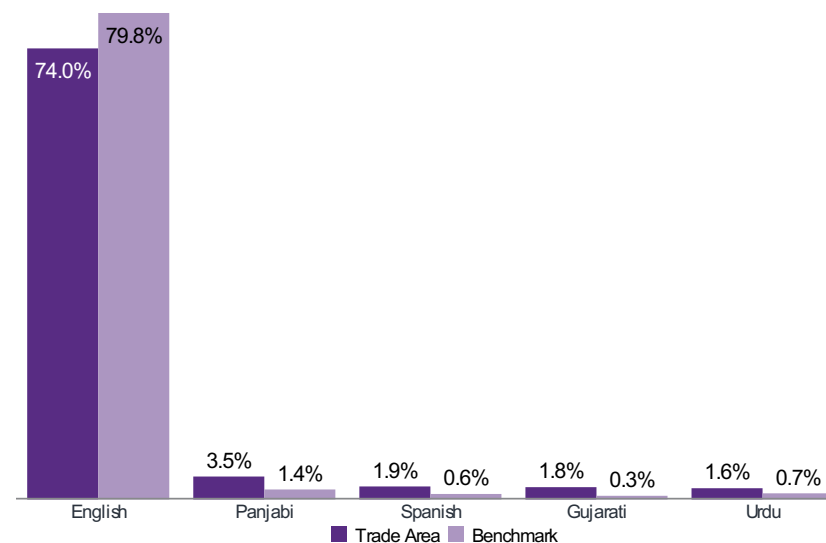
13.5%

Index: 299

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **81.1%** of households in Brampton - Bramalea



Rank: 1
Hhlds: 1,525
Hhld %: 34.06
% in Benchmark: 1.77
Index: 1,921

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upward-climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly 30 percent speak a non-official language, with Tagalog, Arabic and Spanish joining Portuguese, Italian, Cantonese and Mandarin in recent years. These neighbourhoods are diverse in more ways than cultural roots: Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75, and the housing stock is a mix of older single-detached and row houses, semis and apartment buildings. While some contain young children, many households have twenty-something children who are likely contributing to the family income. With educations ranging from grade school to university degrees, adults work at varied jobs in business, services and manufacturing. But the high housing prices—the average dwelling value of over \$525,000—contribute to only an average number of homeowners. Eager to indulge their children, many enjoy going to theme parks, professional sports games and all-inclusive resorts. Seeking to connect with others in their communities, they respond to messages that recognize their Attraction for Crowds.



Rank: 2
Hhlds: 783
Hhld %: 17.50
% in Benchmark: 1.77
Index: 988

Once home to young immigrants, Came From Away communities are showing their middle age. The highest concentration of residents are between 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign-born—fourth highest among all segments—and they hail from all over. Many are singles and lone-parent families who live in high-rise apartments in Toronto and a handful of other large cities; almost 40 percent of the populace speak a non-official language. While their educational achievement ranges from grade school to university, most residents hold low-paying jobs in manufacturing, services and the trades. Downscale incomes and economic uncertainty contribute to the segment's transience; more than half of households moved in the past five years and over 80 percent are renters. But even with tight budgets, many Came From Away members enjoy the leisure pursuits offered by their urban settings, with high rates for going to nightclubs, jazz concerts and billiards halls; families head for theme parks, aquariums and zoos. Hooked on their mobile phones for media and shopping, they're the top-ranked segment for Ostentatious Consumption, hoping to impress others with purchases that symbolize affluence, including the latest tech devices.



Rank: 3
Hhlds: 695
Hhld %: 15.53
% in Benchmark: 4.40
Index: 353

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portuguese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).



Rank: 4
Hhlds: 328
Hhld %: 7.33
% in Benchmark: 1.41
Index: 519

Reflecting the increasing flow of immigrants beyond Toronto and Vancouver, Middle-Class Mosaic consists of middle-class homeowners and their families living in established neighbourhoods. The segment features a mix of couples, lone-parent households and larger-than-average families with children of all ages; nearly one in five is over 25. Middle-Class Mosaic is also a destination for first- and second-generation Canadians drawn to affordable, older single- and semi-detached houses. More than a third of the population are visible minorities, including Filipinos, South Asians, Arabs and blacks. Moderately educated, residents work at solid blue-collar and service sector jobs in manufacturing, transportation and the trades. And with maintainers ranging in age from 35 to 64, residents are happy with a night out at a dinner theatre, casino or casual family restaurant. To keep fit, they head to a health club or swimming pool. And they're fond of travelling to western Canada, Mexico and the U.S., visiting places like Vancouver, Las Vegas and Hawaii. While their future looks bright, they worry about the effects of technology on society, scoring high for the value Technology Anxiety.



Rank: 5
Hhlds: 299
Hhld %: 6.67
% in Benchmark: 2.06
Index: 325

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation Canadians, typically black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy Culture Sampling, incorporating the cultural influences of other groups into their lives.

Trade Area: Brampton - Bramalea



Strong Values

Values	Index
Fatalism	128
Joy of Consumption	126
Interest in the Unexplained	124
Pursuit of Originality	123
Advertising as Stimulus	121
Status via Home	120
Anomie-Aimlessness	119
Patriarchy	119
Pursuit of Intensity	119
Active Government	118



Descriptions | Top 3 Strong Values

Fatalism

The feeling that there are forces beyond one's immediate control preventing one from being in control, and being resigned to not being able to organize and control the direction of one's life or future. Lack of belief in one's basic ability to effect change and control one's life.

Joy of Consumption

Intense gratification through the purchase of consumer goods (rather than basic necessities). Enjoying consumption for the pleasure of consumption. People who are strong on this construct are often more excited by the act of buying than by the use of the products they buy.

Interest in the Unexplained

Tendency to reject the assumption that all valid knowledge must be logical, rational or scientific in favour of an acceptance of beliefs or phenomena that remain mysterious or unexplained by modern science.



Weak Values

Values	Index
Attraction to Nature	80
Effort Toward Health	82
Flexible Families	84
Primacy of Environmental Protection	84
Ecological Concern	85
Duty	87
Financial Concern Regarding the Future	87
Cultural Assimilation	88
Emotional Control	88
Fulfillment Through Work	88



Descriptions | Top 3 Weak Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Effort Toward Health

The commitment to focus on diet, exercise and healthy living in order to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet.

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

WealthScapes Households: 4,415

INCOME*

Household Income

\$ 97,645

Index: 84

Household Disposable Income

\$ 80,682

Index: 88

Household Discretionary Income

\$ 55,284

Index: 86

Annual RRSP Contributions

\$ 2,414

Index: 67

WEALTH*



Net Worth

% Holders

99.8% Index: 100

Balance

\$505,358

Index: 69

ASSETS*



Savings

% Holders

95.3% Index: 100

Balance

\$47,332

Index: 62



Investments

% Holders

55.8% Index: 93

Balance

\$188,642

Index: 56



Unlisted Shares

% Holders

9.6% Index: 78

Balance

\$100,256

Index: 32



Real Estate

% Holders

67.1% Index: 88

Balance

\$722,172

Index: 96



Liquid Assets

% Holders

98.2% Index: 100

Balance

\$180,569

Index: 55

DEBT*



Consumer Debt

% Holders

90.4% Index: 99

Balance

\$62,037

Index: 94



Mortgage Debt

% Holders

40.0% Index: 86

Balance

\$277,564

Index: 93

FINANCIAL RATIO



Debt:Asset

% Holders

0.25% Index: 117

Benchmark: Southern Ontario

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% Holders represent where customers are found.

*Average values per holding household as at December 31, 2020.

Index Colours: <80 80 - 110 110+

Trade Area: Brampton - Bramalea

WealthScapes Households: 4,415

FINANCIAL RATIOS*



Debt: Asset

0.25

Index: 117



Debt: Liquid Assets

0.94

Index: 154



Consumer Debt - Discr. Income

1.01

Index: 108



Savings - Investments

0.68

Index: 114



Pension - Non-Pension Assets

0.18

Index: 81



Real Estate Assets - Liq. Assets

2.73

Index: 156



Mortgage - Real Estate Assets

0.23

Index: 94



Mortgage - Consumer Debt

1.98

Index: 86

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Households: 4,476

Total Aggregate Current Consumption: \$310,133,322

Average Current Consumption

\$69,288

Index 85

Average Household Income










\$96,526

Index 84

Average Disposable Income

\$79,122

Index 88

 <p>Shelter</p> <p>Avg. Dollars/Household \$18,659 Index 89</p> <p>Pct. of Total Expenditure 26.9% Index 105</p>	 <p>Food</p> <p>Avg. Dollars/Household \$11,534 Index 90</p> <p>Pct. of Total Expenditure 16.6% Index 106</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$10,796 Index 78</p> <p>Pct. of Total Expenditure 15.6% Index 92</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$4,805 Index 84</p> <p>Pct. of Total Expenditure 6.9% Index 99</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$4,466 Index 82</p> <p>Pct. of Total Expenditure 6.4% Index 96</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$3,795 Index 79</p> <p>Pct. of Total Expenditure 5.5% Index 94</p>
 <p>Clothing</p> <p>Avg. Dollars/Household \$3,032 Index 92</p> <p>Pct. of Total Expenditure 4.4% Index 108</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,925 Index 73</p> <p>Pct. of Total Expenditure 4.2% Index 87</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,578 Index 72</p> <p>Pct. of Total Expenditure 3.7% Index 86</p>

Benchmark: Southern Ontario

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Displaying the top nine HouseholdSpend categories ranked by percent of total expenditure.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Expenditures | Foodspend - Annual Household Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Households: 4,476

Average Household Income

\$96,526

Index **84**

Average Food Expenditure

\$11,534

Index **90**

Average Spend on Food from Restaurants

\$3,111









Index **77**

Average Spend on Food from Stores

\$8,423

Index **96**

Total Aggregate Food Expenditure: \$ 51,627,529

 Bakery Avg. Dollars/Household \$824 Index 94		 Cereal Products Avg. Dollars/Household \$500 Index 98		 Fruit and nuts Avg. Dollars/Household \$1,102 Index 100	
Pct. of Total Expenditure 9.8% Index 98		Pct. of Total Expenditure 5.9% Index 102		Pct. of Total Expenditure 13.1% Index 104	
 Vegetables Avg. Dollars/Household \$916 Index 99		 Dairy products & Eggs Avg. Dollars/Household \$1,152 Index 90		 Meat Avg. Dollars/Household \$1,555 Index 99	
Pct. of Total Expenditure 10.9% Index 103		Pct. of Total Expenditure 13.7% Index 93		Pct. of Total Expenditure 18.5% Index 103	
 Fish & Seafood Avg. Dollars/Household \$380 Index 129		 Beverages & Other Food Avg. Dollars/Household \$1,995 Index 90			
Pct. of Total Expenditure 4.5% Index 134		Pct. of Total Expenditure 23.7% Index 94			

Benchmark: Southern Ontario

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Displaying the top FoodSpend categories of expenditure on food purchased from stores.
Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Post COVID-19 Activities

Trade Area: Brampton - Bramalea

Household Population 14+: 11,740

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	11.1	11.0	101
Going to restaurants, bars or night clubs	52.0	55.1	94
Having physical Contact with family and friends	51.7	57.7	89
Participating in group activities	33.7	38.7	87
Partying	18.3	15.8	116
Seeing family and friends in person	58.4	62.8	93
Entertainment			
Attending events, festivals or concerts	38.6	42.9	90
Attending sports events (excludes professional sports)	19.0	18.2	104
Attending to professional sports events or games	22.3	25.4	88
Going to the movies	47.9	45.7	105
Movement & Travel			
Driving more	16.9	16.1	105
Shopping in-store	45.8	42.9	107
Spending time outdoors	34.1	32.5	105
Travelling outside of Canada/ abroad	49.1	53.2	92
Travelling within Canada	43.5	49.9	87
Using public transit	20.1	13.7	147
Personal			
Getting back to old habits	38.7	36.2	107
Going to a salon, barber shop or spa	33.0	33.7	98
Going to the gym	26.1	22.6	116
Education/Work			
Children going back to school	16.3	20.3	80
Going back to work	18.5	17.6	105
Other			
Not Stated	1.2	0.6	215

Benchmark: Southern Ontario

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(Base used for Index calculations)

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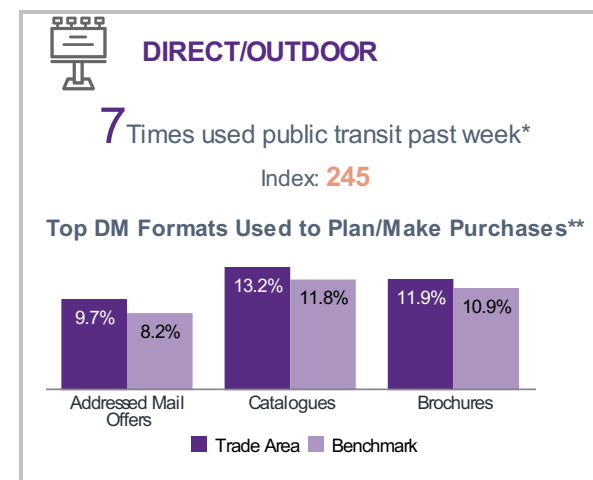
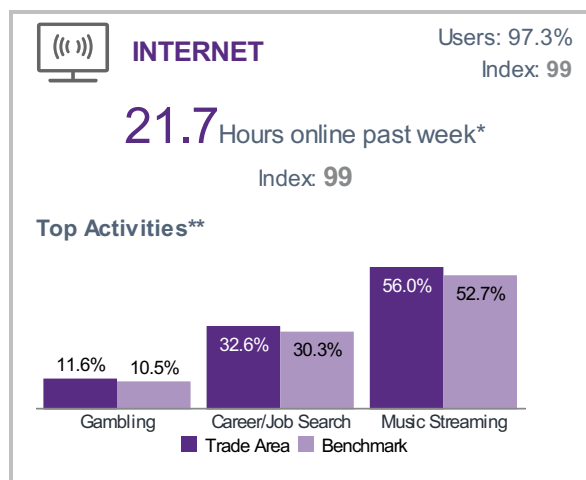
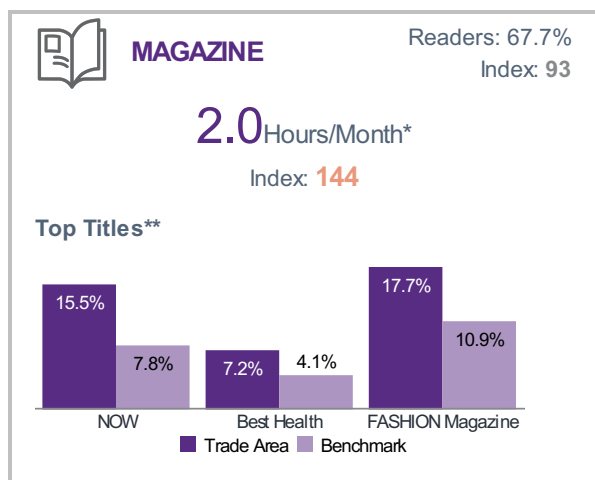
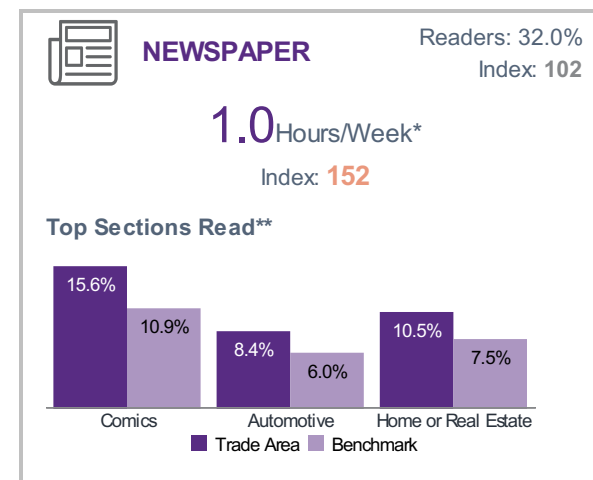
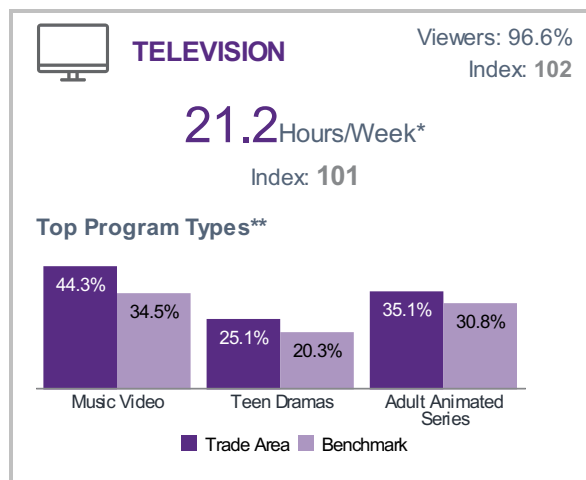
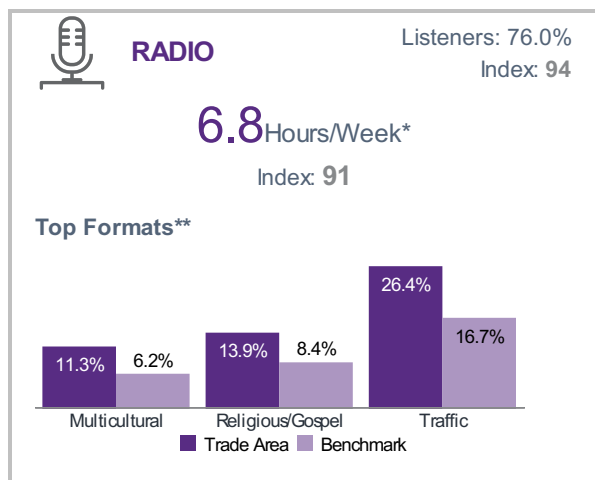
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Household Population 14+: 11,740



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

** Chosen from index ranking with minimum 5% composition.

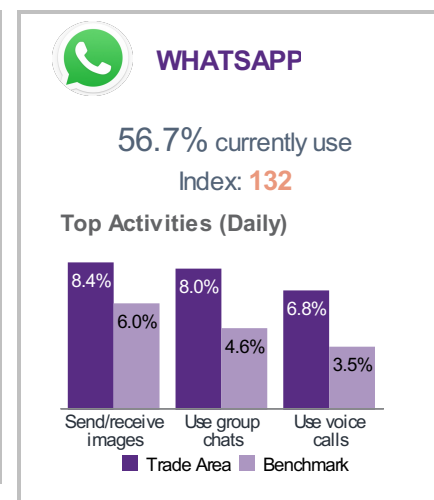
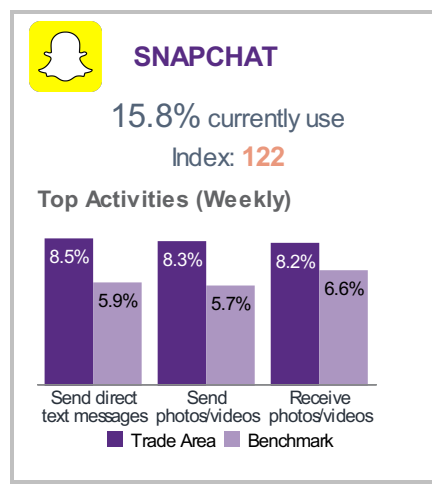
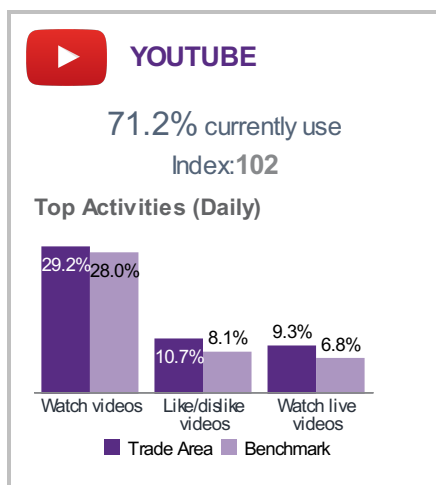
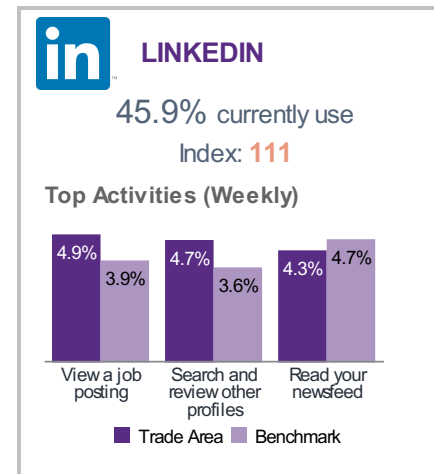
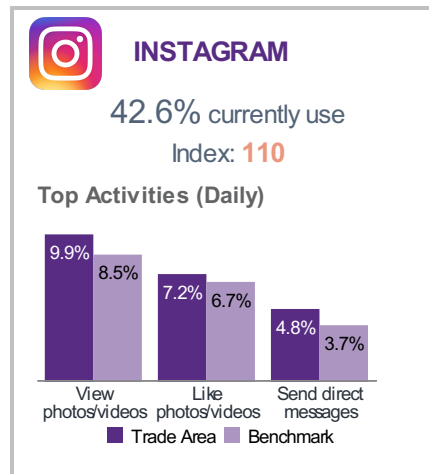
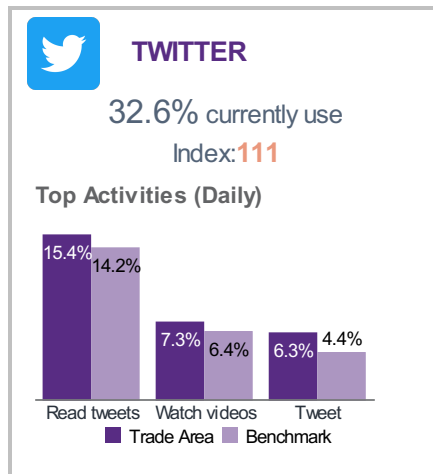
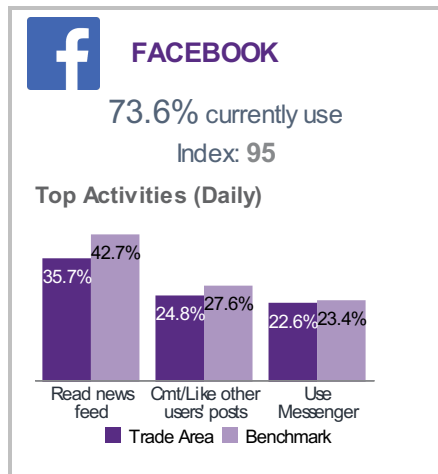
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Household Population 18+: 11,136



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

(!) Indicates variables with low sample size. Please analyze with discretion

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Household Population 18+: 11,136

FRIENDS IN ALL SM NETWORKS



32.5%

Index:92

0-49 friends

FREQUENCY OF USE (DAILY)



47.3%

Index:84

Facebook

BRAND INTERACTION



34.5%

Index:100

Like brand on Facebook

NO. OF BRANDS INTERACTED

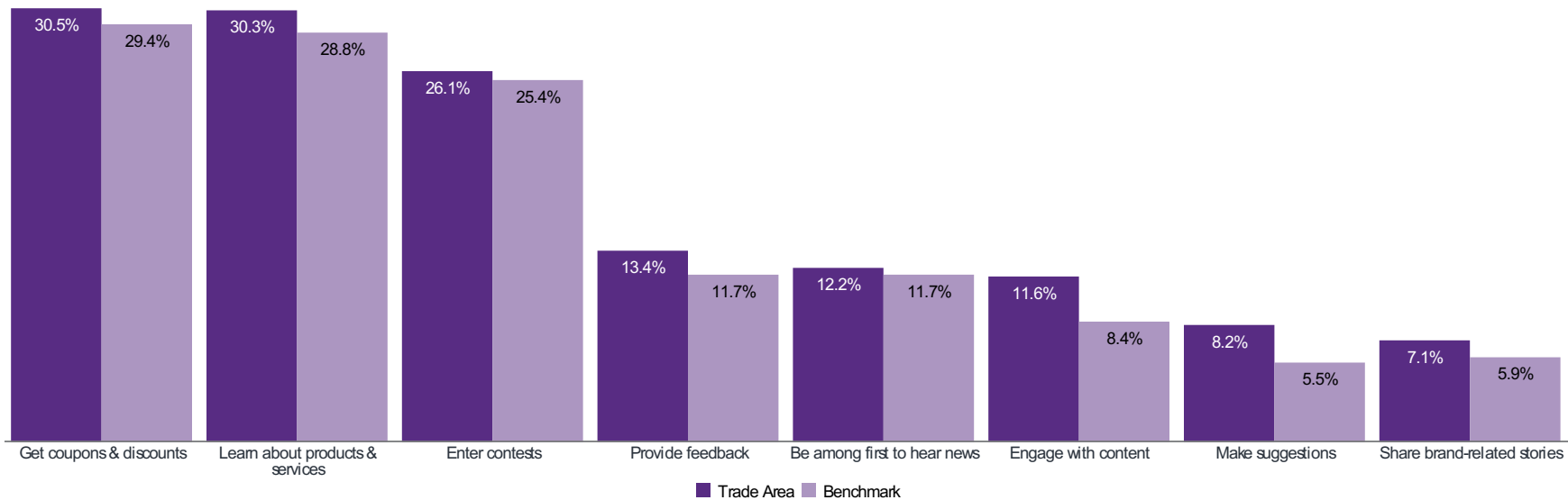


31.4%

Index:102

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours: <80 80 - 110 110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Total Household Population 18+: 11,136



Retail companies should not be allowed to own or share my personal info

% Comp 84.6 Index 96



I am likely to shop online via my mobile device, provided the process is easy

% Comp 51.0 Index 105



I am concerned about sharing my personal info with retail companies due to privacy issues, such as using it for marketing purposes

% Comp 82.3 Index 98



I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier

% Comp 46.3 Index 113



I use my mobile device to find retail locations that sell products I am looking to buy

% Comp 57.4 Index 101



I am open to receiving relevant marketing messages on my mobile device from retailers I trust

% Comp 35.3 Index 117

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
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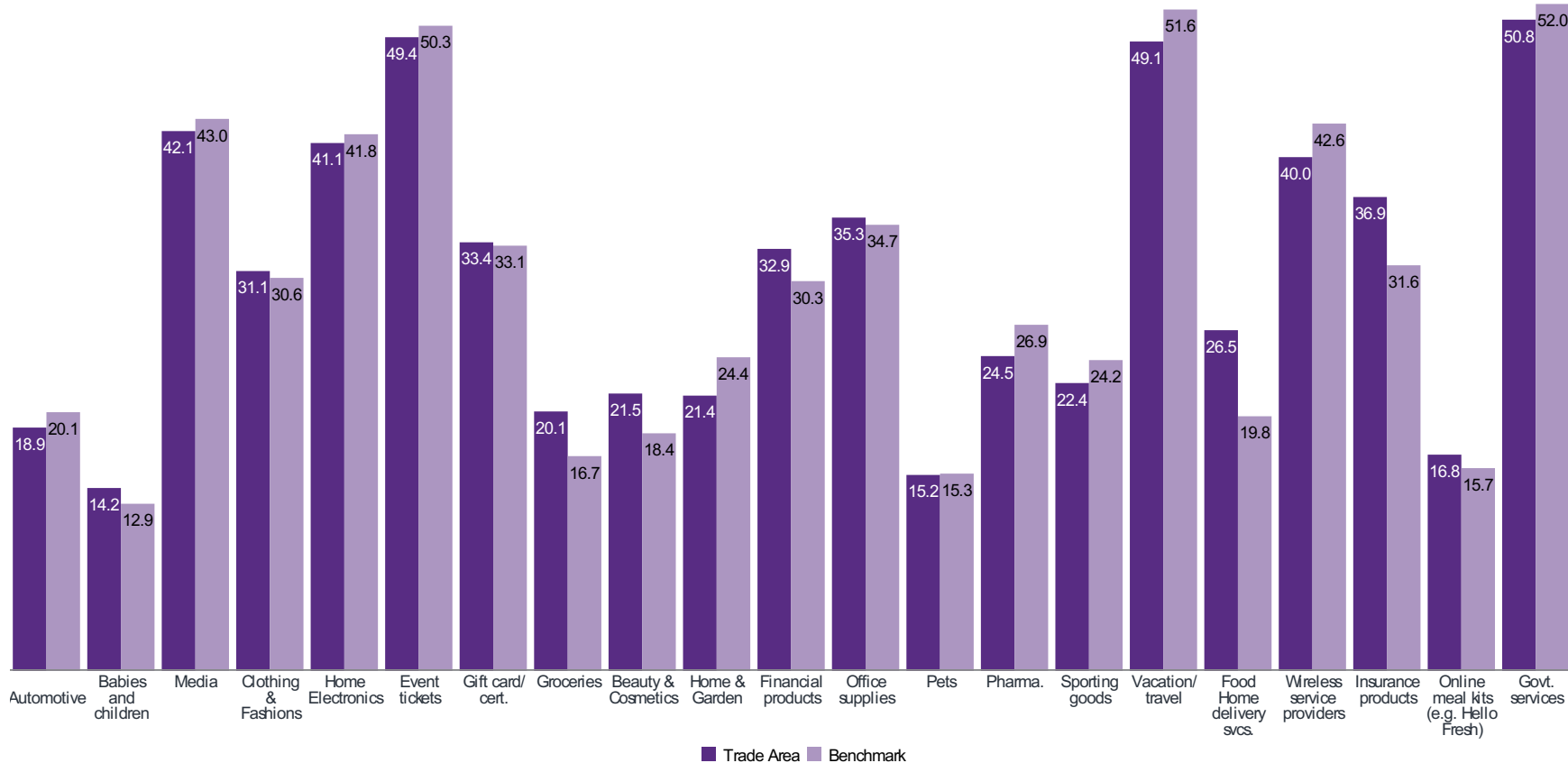
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Total Household Population 18+: 11,136

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

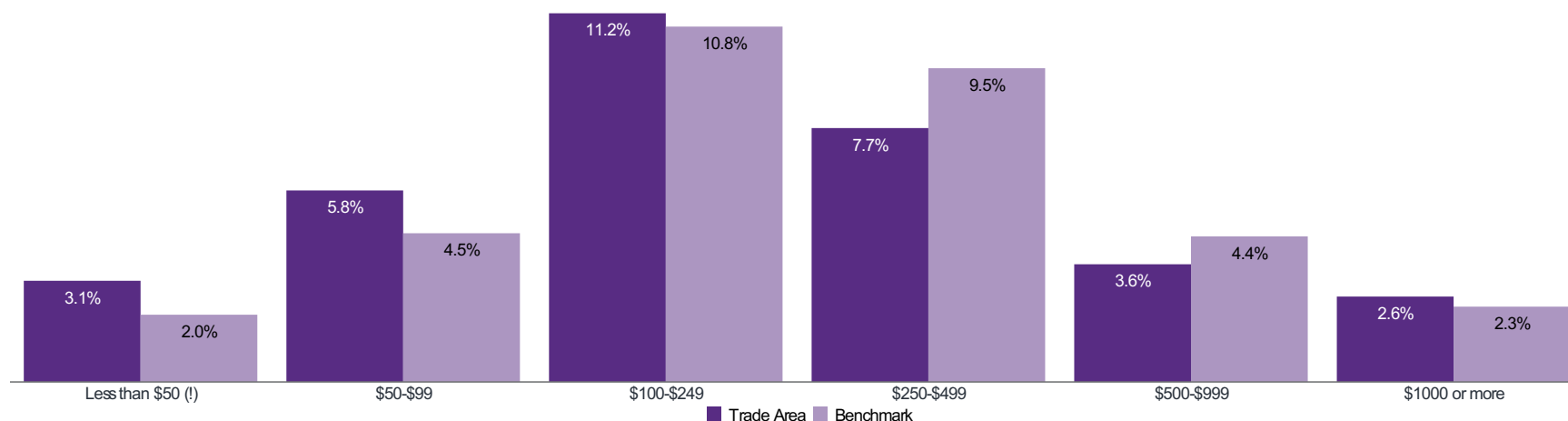
Trade Area: Brampton - Bramalea

Total Household Population 18+: 11,136

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	58.4% Index:95	38.5% Index:104	15.2% Index:123	5.4% Index:169
Purchase preference	72.6% Index:96	31.1% Index:102	11.5% Index:117	4.1% Index:160
Customer Service	57.2% Index:93	19.3% Index:108	8.5% Index:148	21.5% Index:99

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

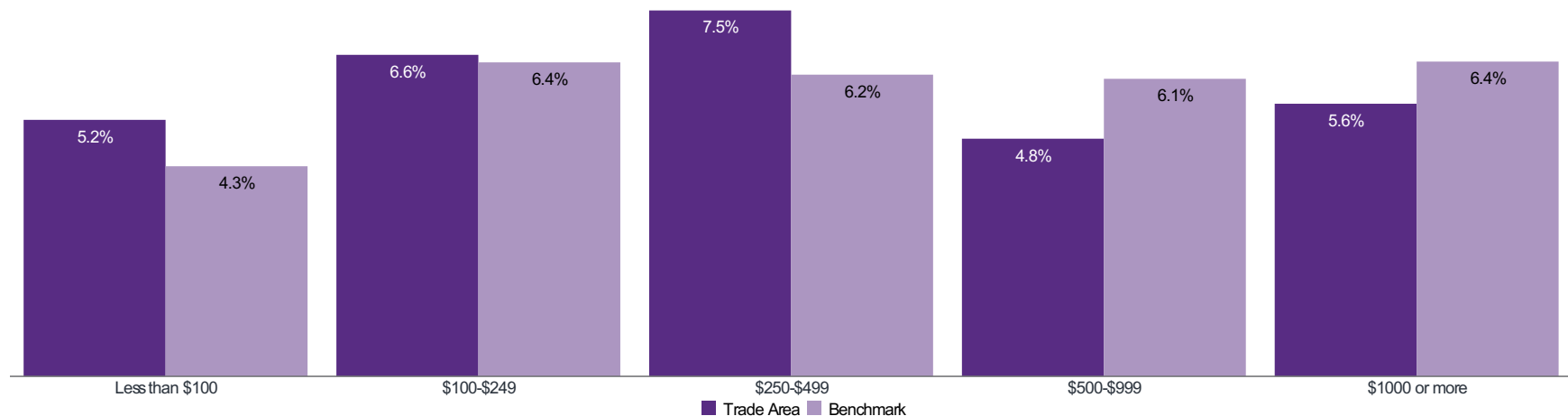
Trade Area: Brampton - Bramalea

Total Household Population 18+: 11,136

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	49.7% Index: 99	50.8% Index: 93	18.5% Index: 119	9.6% Index: 116
Purchase preference	62.8% Index: 92	41.1% Index: 98	14.0% Index: 127	8.1% Index: 125
Customer Service	52.7% Index: 94	25.6% Index: 103	10.8% Index: 146	32.0% Index: 87

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.


Index Colours: <80 80 - 110 110+

Opticks eShopper | Gift Cards Deep Dive

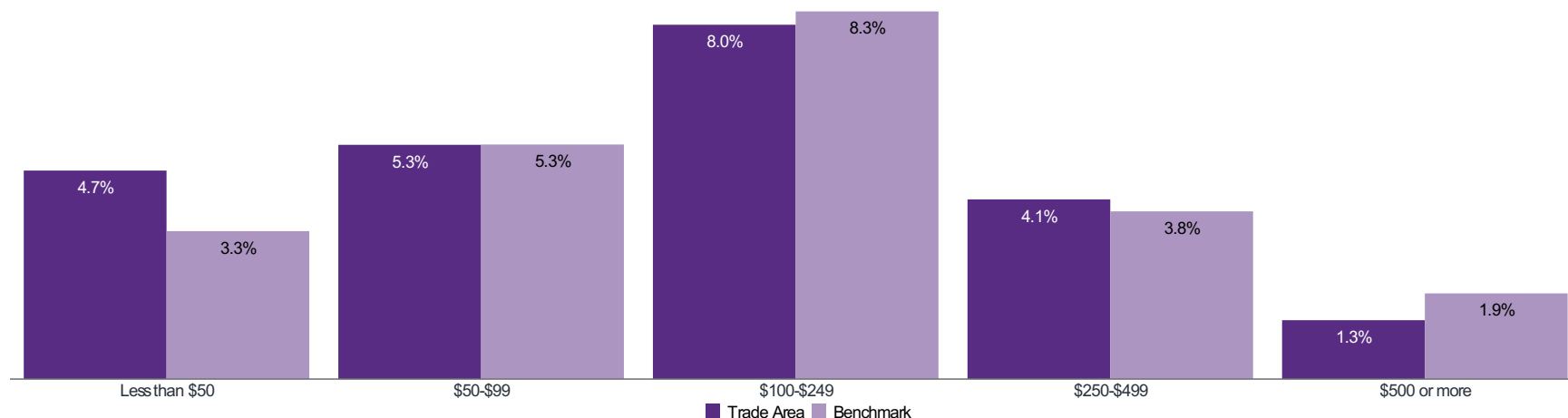
Trade Area: Brampton - Bramalea

Total Household Population 18+: 11,136

BEHAVIOURAL PREFERENCES BY CHANNEL

 GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	45.0% Index:94	35.0% Index:99	13.5% Index:122	3.4% Index:97
Purchase preference	54.1% Index:90	33.4% Index:101	13.1% Index:150	3.4% Index:110
Customer Service	37.9% Index:89	21.8% Index:106	7.7% Index:127	27.5% Index:99

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

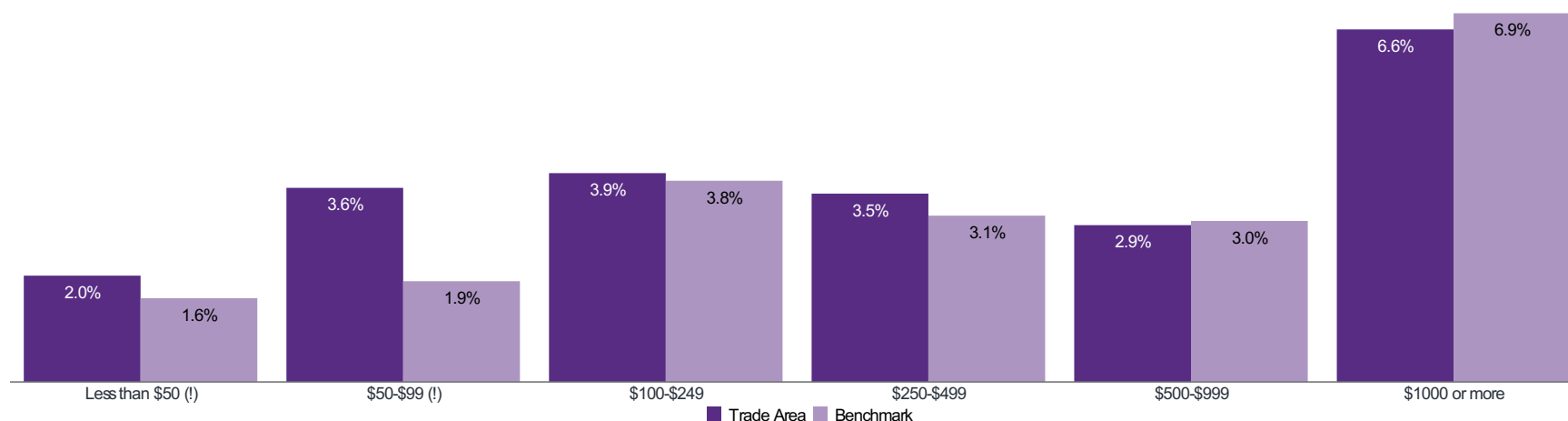
Trade Area: Brampton - Bramalea

Total Household Population 18+: 11,136

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	69.9% Index:97	27.5% Index:111	15.0% Index:136	2.8% Index:104
Purchase preference	78.7% Index:94	20.1% Index:121	10.3% Index:165	4.1% Index:169
Customer Service	64.9% Index:93	16.0% Index:139	7.3% Index:183	19.5% Index:104

AMOUNT SPENT [PST 12 MTHS]



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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

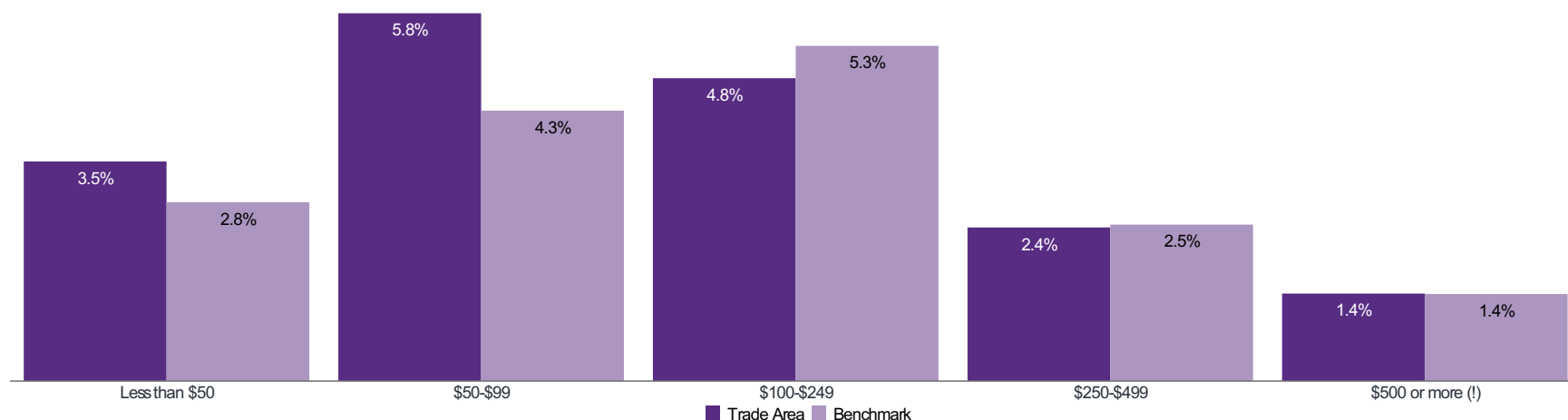
Trade Area: Brampton - Bramalea

Total Household Population 18+: 11,136

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	36.1% Index:102	25.7% Index:116	11.2% Index:138	3.4% Index:119
Purchase preference	45.7% Index:99	21.5% Index:117	9.8% Index:153	3.3% Index:142
Customer Service	34.7% Index:96	14.1% Index:113	7.2% Index:167	18.2% Index:124

AMOUNT SPENT [PST 12 MTHS]



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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

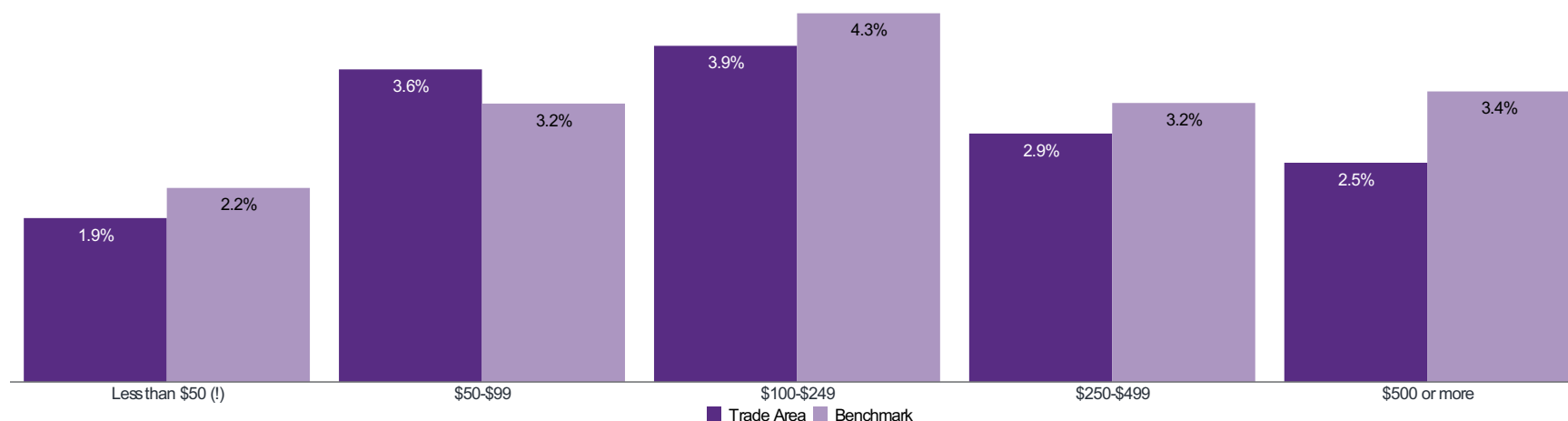
Trade Area: Brampton - Bramalea

Total Household Population 18+: 11,136

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	49.6% Index:96	36.2% Index:95	13.3% Index:117	5.3% Index:92
Purchase preference	64.3% Index:94	21.4% Index:88	9.6% Index:137	3.8% Index:107
Customer Service	48.8% Index:90	16.1% Index:101	8.2% Index:171	22.3% Index:98

AMOUNT SPENT [PST 12 MTHS]



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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

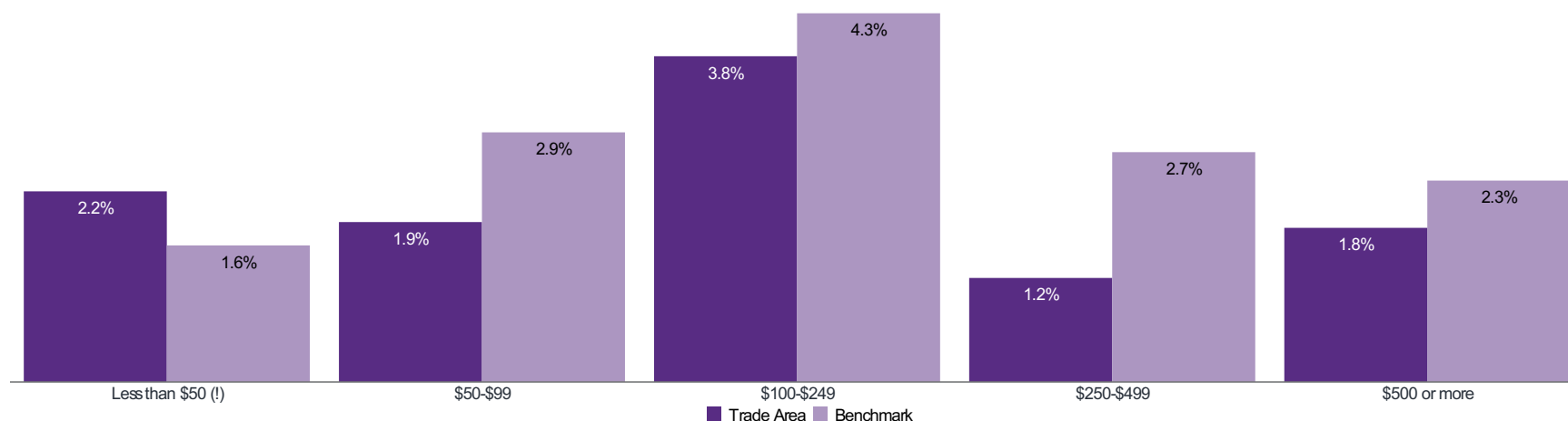
Trade Area: Brampton - Bramalea

Total Household Population 18+: 11,136

BEHAVIOURAL PREFERENCES BY CHANNEL

 SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	35.4% Index:91	30.4% Index:94	10.9% Index:104	4.8% Index:123
Purchase preference	45.9% Index:88	22.4% Index:93	8.5% Index:112	4.7% Index:155
Customer Service	38.3% Index:92	17.1% Index:113	8.4% Index:164	18.3% Index:89

AMOUNT SPENT [PST 12 MTHS]



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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

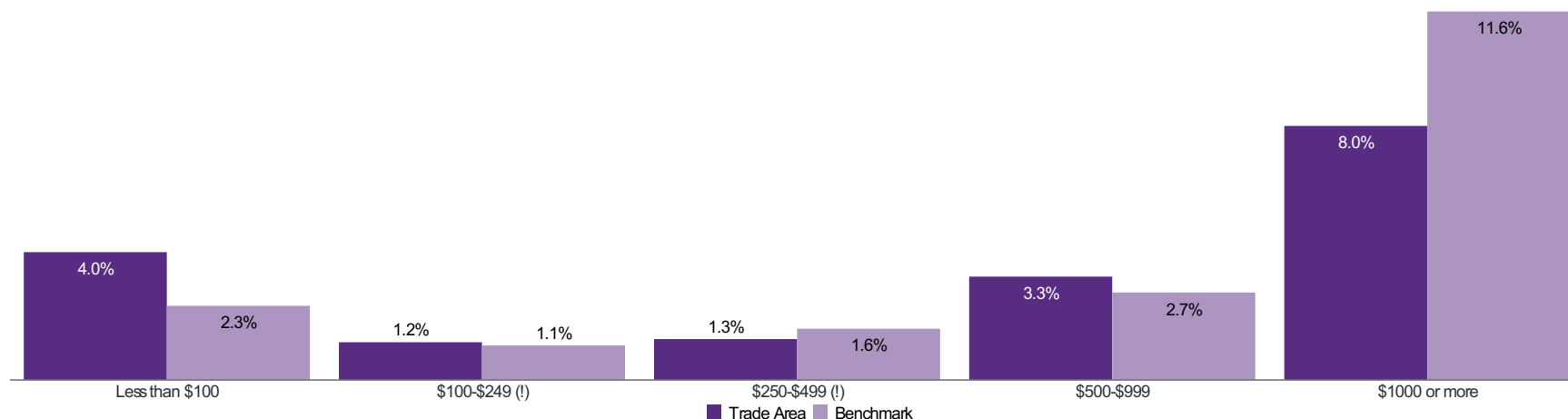
Trade Area: Brampton - Bramalea

Total Household Population 18+: 11,136

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.1% Index:103	55.9% Index:96	17.3% Index:115	17.2% Index:107
Purchase preference	26.4% Index:92	49.1% Index:95	9.6% Index:102	19.9% Index:111
Customer Service	27.5% Index:94	27.6% Index:101	9.8% Index:140	41.1% Index:94

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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(!) Indicates variables with low sample size. Please analyze with discretion.

Index Colours: <80 80 - 110 110+

Store Loyalty

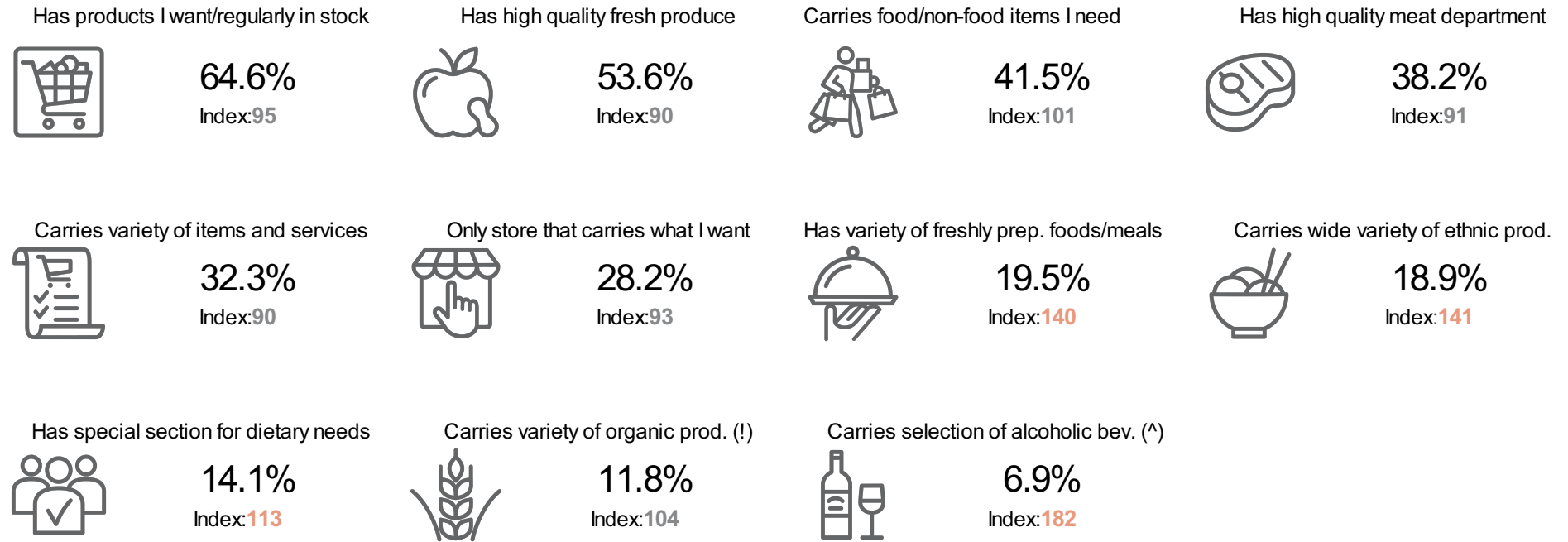
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Households: 4,476

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Households: 4,476

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



62.2%

Index: 104

Easy to get in and get out quickly



45.4%

Index: 106

Organized layout makes it easy to shop



40.2%

Index: 97

Short checkout lines/fast checkout



38.7%

Index: 109

Has extended hours



33.8%

Index: 123

Staff are friendly and knowledgeable



32.4%

Index: 96

I like the store ambiance



20.7%

Index: 104

Has self-checkout



16.3%

Index: 119

Offers an online shopping option (!)



13.3%

Index: 150

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Bramalea

Households:4,476

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



63.8%

Index:96

Store has great sales and promotions



63.8%

Index:95

Store has the lowest prices overall



56.3%

Index:97

Store has a customer loyalty card program



43.7%

Index:88

Has loyalty prog. app and offers pers. promos



27.1%

Index:92

I'm loyal to their store brands



24.4%

Index:106

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	37.1	40.2	0.1 92
Leave the store and buy it elsewhere	31.1	30.9	0.1 101
Purchase another brand	23.6	21.2	0.1 111
Purchase another size or variety of the same brand (!)	8.3	7.7	0.1 107

Benchmark:Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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Main Street Visitors

2019 Brampton - Bramalea Visitors by Top 10 Census Subdivisions

Compared to Total Household Population 15+

Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	917,578	100%	4.75%	100	951,487	100%	4.93%	100	800,336	100%	4.15%	100	763,191	100%	3.95%	100	1,399,485	100%	7.25%	100
3521010	Brampton, ON (CY)	596,084	3.09%	324,500	35.36%	54.44%	1145	320,354	33.67%	53.74%	1090	280,390	35.03%	47.04%	1134	287,035	37.61%	48.15%	1218	384,915	27.50%	64.57%	891
3520005	Toronto, ON (C)	2,568,898	13.31%	149,856	16.33%	5.83%	123	159,703	16.78%	6.22%	126	132,055	16.50%	5.14%	124	122,462	16.05%	4.77%	121	246,613	17.62%	9.60%	132
3521005	Mississauga, ON (CY)	642,951	3.33%	107,608	11.73%	16.74%	352	111,985	11.77%	17.42%	353	92,119	11.51%	14.33%	346	86,493	11.33%	13.45%	340	158,861	11.35%	24.71%	341
3519028	Vaughan, ON (CY)	264,447	1.37%	36,850	4.02%	13.93%	293	37,966	3.99%	14.36%	291	29,809	3.72%	11.27%	272	30,650	4.02%	11.59%	293	57,783	4.13%	21.85%	301
3525005	Hamilton, ON (C)	483,265	2.50%	19,183	2.09%	3.97%	84	22,355	2.35%	4.63%	94	17,772	2.22%	3.68%	89	15,928	2.09%	3.30%	83	37,833	2.70%	7.83%	108
3519036	Markham, ON (CY)	301,247	1.56%	17,639	1.92%	5.86%	123	17,734	1.86%	5.89%	119	13,672	1.71%	4.54%	109	12,792	1.68%	4.25%	107	30,271	2.16%	10.05%	139
3524009	Milton, ON (T)	106,330	0.55%	16,860	1.84%	15.86%	334	16,921	1.78%	15.91%	323	16,053	2.01%	15.10%	364	14,285	1.87%	13.43%	340	27,633	1.97%	25.99%	358
3521024	Caledon, ON (T)	68,255	0.35%	20,377	2.22%	29.85%	628	18,132	1.91%	26.56%	539	17,074	2.13%	25.01%	603	16,753	2.20%	24.54%	621	26,631	1.90%	39.02%	538
3524001	Oakville, ON (T)	174,424	0.90%	11,802	1.29%	6.77%	142	12,896	1.36%	7.39%	150	12,213	1.53%	7.00%	169	9,288	1.22%	5.33%	135	22,386	1.60%	12.83%	177
3519038	Richmond Hill, ON (T)	181,750	0.94%	11,514	1.25%	6.33%	133	13,754	1.45%	7.57%	154	9,620	1.20%	5.29%	128	10,003	1.31%	5.50%	139	20,533	1.47%	11.30%	156

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Brampton - Bramalea Visitors Within Trade Area

Compared to Total Household Population 15+

Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
11,557	10,602	91.7	9,883	85.5	10,124	87.6	9,230	79.9	11,229	97.2

2019 Brampton - Bramalea Visitors Within vs Outside Trade Area

Benchmark: Canada

Year	Total Visitors In Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	1,423,103	11,229	0.8	1,411,874	99.2

2020 Brampton - Bramalea Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020					Summer 2020					Fall 2020					Winter 2020					Full Year 2020				
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index					
Total		19,302,713	100%	422,058	100%	2.19%	100	593,917	100%	3.08%	100	535,431	100%	2.77%	100	581,656	100%	3.01%	100	939,107	100%	4.87%	100					
3521010	Brampton, ON (CY)	596,084	3.09%	168,122	39.83%	28.20%	1290	224,177	37.75%	37.61%	1222	219,753	41.04%	36.87%	1329	219,810	37.79%	36.88%	1224	296,645	31.59%	49.77%	1023					
3520005	Toronto, ON (C)	2,568,898	13.31%	66,928	15.86%	2.61%	119	100,120	16.86%	3.90%	127	86,655	16.18%	3.37%	122	91,095	15.66%	3.55%	118	163,677	17.43%	6.37%	131					
3521005	Mississauga, ON (CY)	642,951	3.33%	51,795	12.27%	8.06%	368	73,547	12.38%	11.44%	372	65,055	12.15%	10.12%	365	70,865	12.18%	11.02%	366	115,392	12.29%	17.95%	369					
3519028	Vaughan, ON (CY)	264,447	1.37%	14,334	3.40%	5.42%	248	20,291	3.42%	7.67%	249	17,884	3.34%	6.76%	244	23,508	4.04%	8.89%	295	36,806	3.92%	13.92%	286					
3525005	Hamilton, ON (C)	483,265	2.50%	9,411	2.23%	1.95%	89	13,354	2.25%	2.76%	90	9,907	1.85%	2.05%	74	11,868	2.04%	2.46%	81	23,184	2.47%	4.80%	99					
3521024	Caledon, ON (T)	68,255	0.35%	9,347	2.21%	13.69%	626	12,475	2.10%	18.28%	594	11,375	2.12%	16.67%	601	12,167	2.09%	17.83%	592	19,156	2.04%	28.07%	577					
3524009	Milton, ON (T)	106,330	0.55%	6,030	1.43%	5.67%	259	9,654	1.63%	9.08%	295	7,859	1.47%	7.39%	266	10,221	1.76%	9.61%	319	17,142	1.83%	16.12%	331					
3519036	Markham, ON (CY)	301,247	1.56%	4,583	1.09%	1.52%	70	8,043	1.35%	2.67%	87	6,503	1.21%	2.16%	78	8,792	1.51%	2.92%	97	15,864	1.69%	5.27%	108					
3524001	Oakville, ON (T)	174,424	0.90%	4,653	1.10%	2.67%	122	7,419	1.25%	4.25%	138	5,571	1.04%	3.19%	115	7,708	1.33%	4.42%	147	13,192	1.40%	7.56%	155					
3519038	Richmond Hill, ON (T)	181,750	0.94%	4,737	1.12%	2.61%	119	6,092	1.03%	3.35%	109	5,457	1.02%	3.00%	108	6,034	1.04%	3.32%	110	11,659	1.24%	6.41%	132					

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Brampton - Bramalea Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
11,557	8,312	71.9	8,621	74.6	8,708	75.4	8,695	75.2	10,439	90.3

2020 Brampton - Bramalea Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors In Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	954,533	10,439	1.1	944,094	98.9

2021 Brampton - Bramalea Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	447,232	100%	2.32%	100	736,346	100%	3.81%	100	686,236	100%	3.56%	100	522,247	100%	2.71%	100	1,014,121	100%	5.25%	100
3521010	Brampton, ON (CY)	596,084	3.09%	186,090	41.61%	31.22%	1347	278,758	37.86%	46.76%	1226	272,366	39.69%	45.69%	1285	219,786	42.08%	36.87%	1363	321,341	31.69%	53.91%	1026
3520005	Toronto, ON (C)	2,568,898	13.31%	76,061	17.01%	2.96%	128	131,988	17.92%	5.14%	135	114,196	16.64%	4.45%	125	83,276	15.95%	3.24%	120	191,761	18.91%	7.46%	142
3521005	Mississauga, ON (CY)	642,951	3.33%	54,296	12.14%	8.44%	364	95,560	12.98%	14.86%	390	86,173	12.56%	13.40%	377	63,074	12.08%	9.81%	363	128,881	12.71%	20.05%	382
3519028	Vaughan, ON (CY)	264,447	1.37%	23,106	5.17%	8.74%	377	29,343	3.98%	11.10%	291	25,724	3.75%	9.73%	274	20,872	4.00%	7.89%	292	46,932	4.63%	17.75%	338
3525005	Hamilton, ON (C)	483,265	2.50%	7,103	1.59%	1.47%	63	14,493	1.97%	3.00%	79	13,771	2.01%	2.85%	80	9,970	1.91%	2.06%	76	23,911	2.36%	4.95%	94
3521024	Caledon, ON (T)	68,255	0.35%	10,239	2.29%	15.00%	647	14,786	2.01%	21.66%	568	15,175	2.21%	22.23%	625	10,891	2.09%	15.96%	590	20,827	2.05%	30.51%	581
3524009	Milton, ON (T)	106,330	0.55%	7,449	1.67%	7.01%	302	11,657	1.58%	10.96%	287	10,799	1.57%	10.16%	286	7,254	1.39%	6.82%	252	17,598	1.74%	16.55%	315
3519036	Markham, ON (CY)	301,247	1.56%	5,591	1.25%	1.86%	80	10,613	1.44%	3.52%	92	9,011	1.31%	2.99%	84	5,174	0.99%	1.72%	63	16,116	1.59%	5.35%	102
3524001	Oakville, ON (T)	174,424	0.90%	4,020	0.90%	2.30%	99	8,436	1.15%	4.84%	127	7,439	1.08%	4.26%	120	5,487	1.05%	3.15%	116	13,108	1.29%	7.52%	143
3519038	Richmond Hill, ON (T)	181,750	0.94%	3,856	0.86%	2.12%	92	6,610	0.90%	3.64%	95	7,074	1.03%	3.89%	109	5,181	0.99%	2.85%	105	11,761	1.16%	6.47%	123

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2021 Brampton - Bramalea Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
11,557	7,284	63.0	7,908	68.4	8,884	76.9	8,926	77.2	9,296	80.4

2021 Brampton - Bramalea Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	1,034,305	9,296	0.9	1,025,008	99.1

Top 5 segments represent **52.8%** of customers in Southern Ontario



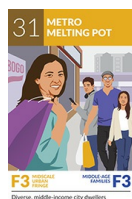
Rank: 1
Customers: 228,037
Customers %: 29.64
% in Benchmark: 5.76
Index: 514

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support Traditional Families and reject alternative arrangements.



Rank: 2
Customers: 60,781
Customers %: 7.90
% in Benchmark: 5.19
Index: 152

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.



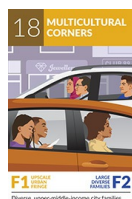
Rank: 3
Customers: 48,595
Customers %: 6.32
% in Benchmark: 2.08
Index: 304

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upward-climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly 30 percent speak a non-official language, with Tagalog, Arabic and Spanish joining Portuguese, Italian, Cantonese and Mandarin in recent years. These neighbourhoods are diverse in more ways than cultural roots: Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75, and the housing stock is a mix of older single-detached and row houses, semis and apartment buildings. While some contain young children, many households have twenty-something children who are likely contributing to the family income. With educations ranging from grade school to university degrees, adults work at varied jobs in business, services and manufacturing. But the high housing prices—the average dwelling value of over \$525,000—contribute to only an average number of homeowners. Eager to indulge their children, many enjoy going to theme parks, professional sports games and all-inclusive resorts. Seeking to connect with others in their communities, they respond to messages that recognize their Attraction for Crowds.



Rank: 4
Customers: 38,585
Customers %: 5.01
% in Benchmark: 3.30
Index: 152

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that Attraction for Crowds is among their strongest values.



Rank: 5
Customers: 30,248
Customers %: 3.93
% in Benchmark: 3.76
Index: 105

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is Financial Security, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.