

Community Profile: Brampton – Kennedy Road

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.

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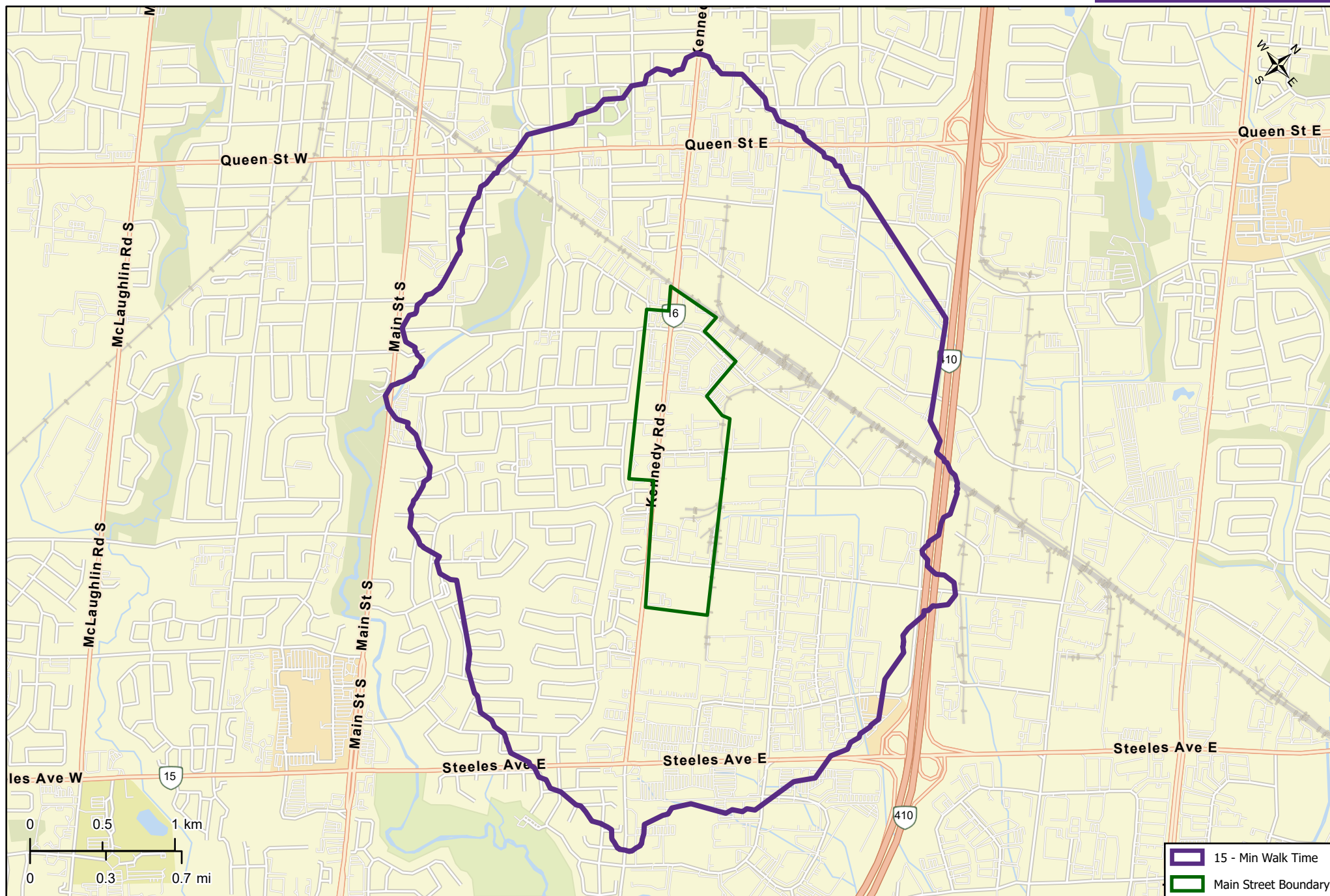
Confidential

Date: February 24, 2022

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Brampton - Kennedy Road Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Brampton - Kennedy Road

POPULATION

18,179

HOUSEHOLDS

6,733

MEDIAN MAINTAINER AGE

52

Index: 96

MARITAL STATUS



48.8%

Index: 84

Married/Common-Law

FAMILY STATUS*

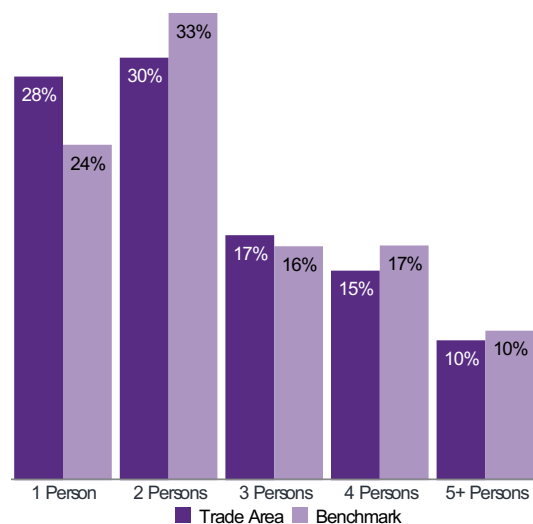


27.1%

Index: 171

Total Lone-Parent Families

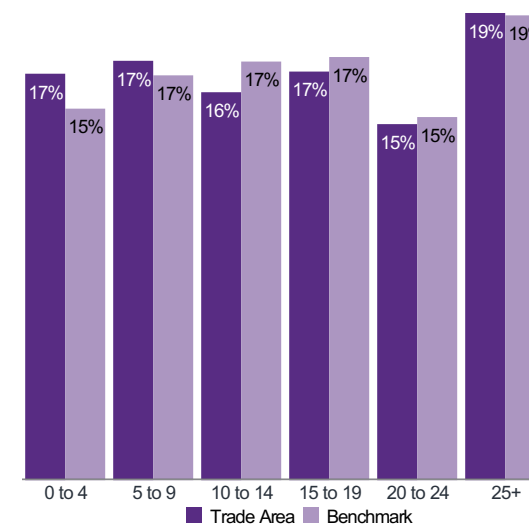
HOUSEHOLD SIZE



POPULATION BY AGE

| | Count | % | Index |
|----------|-------|-----|-------|
| 0 to 4 | 1,009 | 5.5 | 110 |
| 5 to 9 | 976 | 5.4 | 100 |
| 10 to 14 | 930 | 5.1 | 90 |
| 15 to 19 | 994 | 5.5 | 92 |
| 20 to 24 | 1,175 | 6.5 | 97 |
| 25 to 29 | 1,362 | 7.5 | 107 |
| 30 to 34 | 1,442 | 7.9 | 119 |
| 35 to 39 | 1,367 | 7.5 | 116 |
| 40 to 44 | 1,142 | 6.3 | 102 |
| 45 to 49 | 1,111 | 6.1 | 97 |
| 50 to 54 | 1,210 | 6.7 | 101 |
| 55 to 59 | 1,342 | 7.4 | 102 |
| 60 to 64 | 1,040 | 5.7 | 85 |
| 65 to 69 | 864 | 4.8 | 84 |
| 70 to 74 | 719 | 4.0 | 83 |
| 75 to 79 | 576 | 3.2 | 96 |
| 80 to 84 | 461 | 2.5 | 116 |
| 85+ | 458 | 2.5 | 114 |

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+

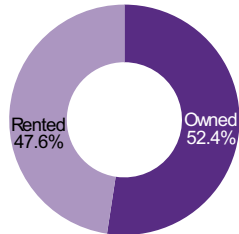
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

Population: 18,179 | Households: 6,733

TENURE



STRUCTURE TYPE



54.3%
Index:70



45.6%
Index:207

AGE OF HOUSING*

40 - 59 Years Old

% Comp:52.1 Index: 212

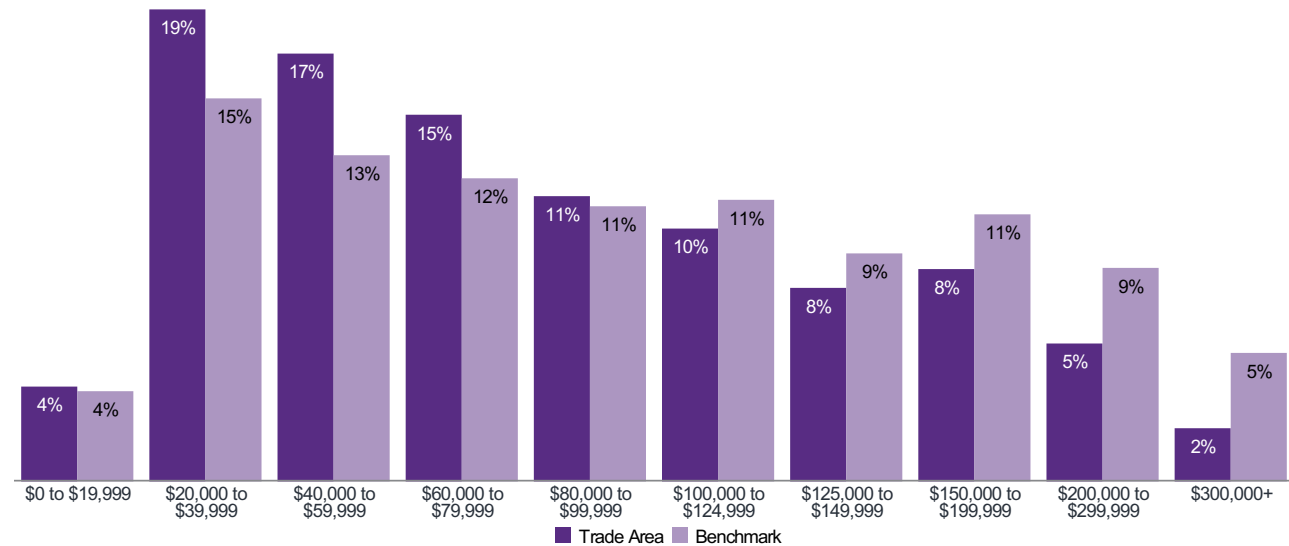
AVERAGE HOUSEHOLD INCOME



\$92,089

Index:80

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

Population: 18,179 | Households: 6,733

EDUCATION



17.8%

Index: 67

University Degree

LABOUR FORCE PARTICIPATION



65.0%

Index: 100

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



32.4%

Index: 89

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

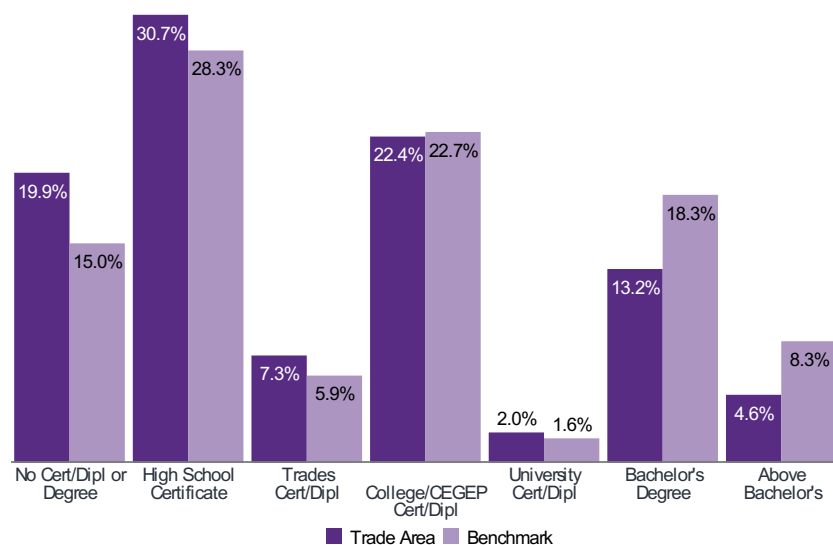


7.8%

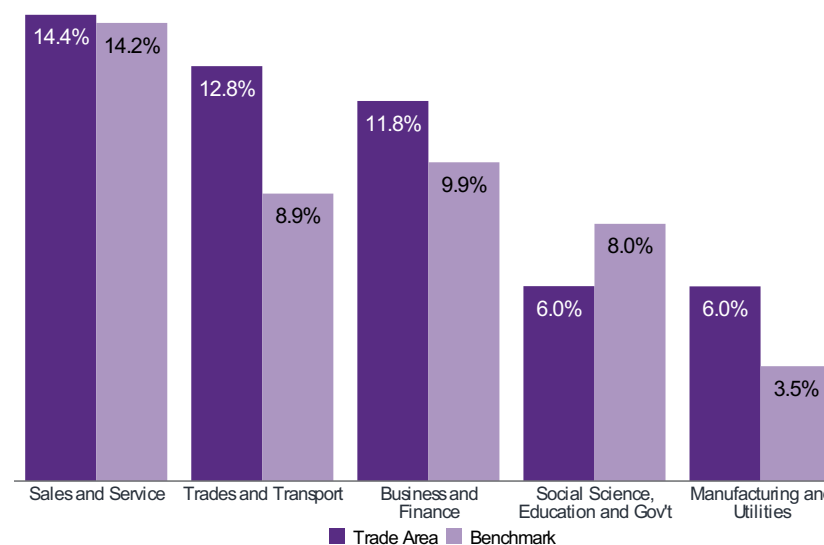
Index: 179

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 - Kennedy Road

Population: 18,179 | Households: 6,733

ABORIGINAL IDENTITY



2.3%

Index: 97

VISIBLE MINORITY PRESENCE



45.9%

Index: 159

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



2.3%

Index: 114

No knowledge of
English or French

IMMIGRATION



38.0%

Index: 144

Born outside Canada

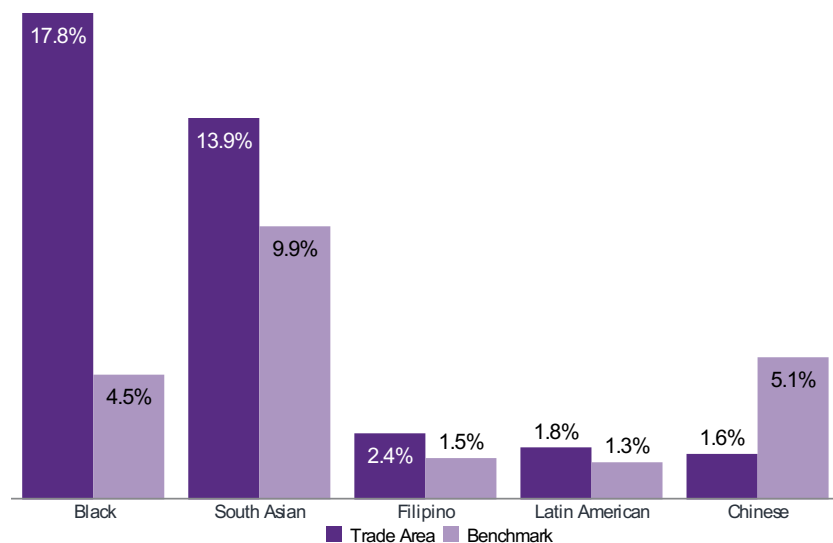
PERIOD OF IMMIGRATION*

2017 To Present

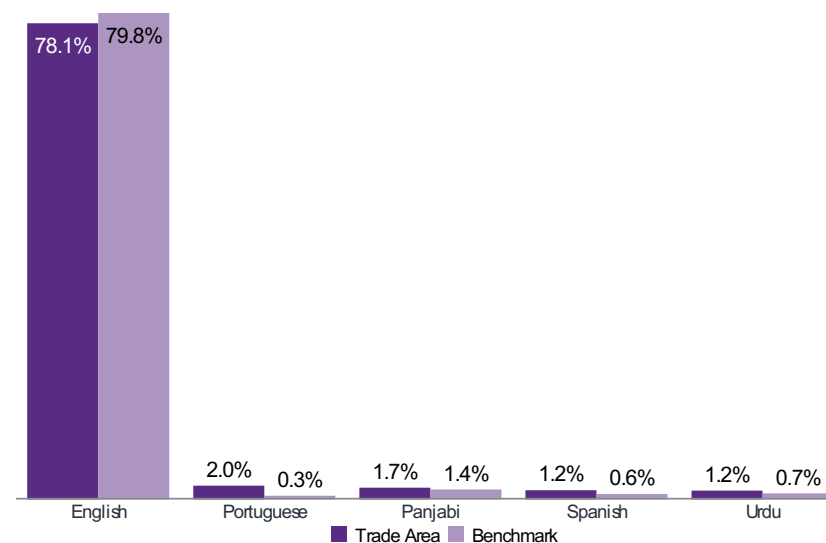
9.3%

Index: 205

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 **74.5%** of households in Brampton - Kennedy Road



Rank: 1
Hhlds: 1,917
Hhld %: 28.47
% in Benchmark: 1.77
Index: 1,607

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: 2
Hhlds: 1,326
Hhld %: 19.70
% in Benchmark: 4.40
Index: 447

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: 3
Hhlds: 696
Hhld %: 10.33
% in Benchmark: 3.77
Index: 274

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and real estate. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are newcomers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value Ethical Consumerism.



Rank: 4
Hhlds: 679
Hhld %: 10.08
% in Benchmark: 1.77
Index: 569

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, semi 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: 5
Hhlds: 400
Hhld %: 5.94
% in Benchmark: 1.41
Index: 420

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.

Psychographics | SocialValues Overview

Trade Area: Brampton - Kennedy Road



Strong Values

| Values | Index |
|-----------------------------|-------|
| Fatalism | 118 |
| Ostentatious Consumption | 116 |
| Active Government | 115 |
| Anomie-Aimlessness | 115 |
| Confidence in Advertising | 115 |
| Status via Home | 115 |
| Attraction For Crowds | 114 |
| Interest in the Unexplained | 114 |
| Advertising as Stimulus | 113 |
| Confidence in Big Business | 112 |



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.

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Active Government

Tendency to believe that government efficaciously performs socially beneficial functions. A desire for more government involvement in resolving social issues.



Weak Values

| Values | Index |
|-------------------------|-------|
| Attraction to Nature | 80 |
| Ecological Lifestyle | 85 |
| Utilitarian Consumerism | 85 |
| Emotional Control | 87 |
| Brand Apathy | 89 |
| Effort Toward Health | 89 |
| Obedience to Authority | 90 |
| Duty | 91 |
| Personal Control | 91 |
| Flexible Families | 92 |



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.

Ecological Lifestyle

Giving a high priority to integrating environmental concerns with purchasing criteria. This can have positive consequences, as when consumers are willing to pay more for an environmentally friendly product, or negative consequences, as when consumers refuse to buy a product whose manufacturer has an unsatisfactory environmental record.

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Benchmark: Ontario

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| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

WealthScapes Households: 6,726

INCOME*

Household Income

\$ 93,207

Index: 80

Household Disposable Income

\$ 75,767

Index: 83

Household Discretionary Income

\$ 52,395

Index: 81

Annual RRSP Contributions

\$ 2,576

Index: 72

WEALTH*



Net Worth

% Holders

99.6% Index: 100

Balance

\$490,482

Index: 67

ASSETS*



Savings

% Holders

94.8% Index: 100

Balance

\$49,828

Index: 65



Investments

% Holders

54.4% Index: 91

Balance

\$213,316

Index: 63



Unlisted Shares

% Holders

9.6% Index: 78

Balance

\$151,823

Index: 48



Real Estate

% Holders

55.6% Index: 73

Balance

\$778,757

Index: 104



Liquid Assets

% Holders

97.8% Index: 100

Balance

\$197,265

Index: 60

DEBT*



Consumer Debt

% Holders

89.2% Index: 98

Balance

\$55,770

Index: 84



Mortgage Debt

% Holders

33.2% Index: 72

Balance

\$308,716

Index: 104

FINANCIAL RATIO



Debt: Asset

% Holders

0.24% Index: 112

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 - Kennedy Road

WealthScapes Households: 6,726

FINANCIAL RATIOS*



Debt: Asset

0.24

Index: 112



Debt: Liquid Assets

0.79

Index: 129



Consumer Debt - Discr. Income

0.95

Index: 102



Savings - Investments

0.66

Index: 110



Pension - Non-Pension Assets

0.23

Index: 104



Real Estate Assets - Liq. Assets

2.24

Index: 128



Mortgage - Real Estate Assets

0.24

Index: 97



Mortgage - Consumer Debt

2.06

Index: 90

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Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

Households: 6,733

Total Aggregate Current Consumption: \$442,571,684

Average Current Consumption

\$65,732

Index 80

Average Household Income










\$91,950

Index 80

Average Disposable Income

\$74,016

Index 82

| | | |
|--|--|---|
|  <p>Shelter</p> <p>Avg. Dollars/Household \$17,401 Index 83</p> <p>Pct. of Total Expenditure 26.5% Index 103</p> |  <p>Food</p> <p>Avg. Dollars/Household \$10,508 Index 82</p> <p>Pct. of Total Expenditure 16.0% Index 102</p> |  <p>Transportation</p> <p>Avg. Dollars/Household \$10,264 Index 75</p> <p>Pct. of Total Expenditure 15.6% Index 93</p> |
|  <p>Household Operation</p> <p>Avg. Dollars/Household \$4,691 Index 82</p> <p>Pct. of Total Expenditure 7.1% Index 102</p> |  <p>Health Care</p> <p>Avg. Dollars/Household \$4,495 Index 82</p> <p>Pct. of Total Expenditure 6.8% Index 102</p> |  <p>Recreation</p> <p>Avg. Dollars/Household \$3,724 Index 78</p> <p>Pct. of Total Expenditure 5.7% Index 97</p> |
|  <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,865 Index 81</p> <p>Pct. of Total Expenditure 4.4% Index 100</p> |  <p>Clothing</p> <p>Avg. Dollars/Household \$2,792 Index 84</p> <p>Pct. of Total Expenditure 4.2% Index 105</p> |  <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,713 Index 68</p> <p>Pct. of Total Expenditure 4.1% Index 85</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+ |
|----------------|-----|----------|------|

Expenditures | Foodspend - Annual Household Expenditure Overview









ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

Households: 6,733

| Average Household Income | Average Food Expenditure | Average Spend on Food from Restaurants | Average Spend on Food from Stores |
|--------------------------|--------------------------|--|-----------------------------------|
| \$91,950 | \$10,508 | \$2,973 | \$7,535 |
| Index: 80 | Index: 82 | Index: 74 | Index: 86 |

Total Aggregate Food Expenditure: \$ 70,749,753

| | | |
|--|--|--|
|  Bakery Avg. Dollars/Household \$724 Index: 83 Pct. of Total Expenditure 9.6% Index: 96 |  Cereal Products Avg. Dollars/Household \$458 Index: 90 Pct. of Total Expenditure 6.1% Index: 104 |  Fruit and nuts Avg. Dollars/Household \$950 Index: 87 Pct. of Total Expenditure 12.6% Index: 101 |
|  Vegetables Avg. Dollars/Household \$830 Index: 90 Pct. of Total Expenditure 11.0% Index: 104 |  Dairy products & Eggs Avg. Dollars/Household \$1,052 Index: 82 Pct. of Total Expenditure 14.0% Index: 95 |  Meat Avg. Dollars/Household \$1,292 Index: 82 Pct. of Total Expenditure 17.2% Index: 96 |
|  Fish & Seafood Avg. Dollars/Household \$337 Index: 115 Pct. of Total Expenditure 4.5% Index: 134 |  Beverages & Other Food Avg. Dollars/Household \$1,890 Index: 86 Pct. of Total Expenditure 25.1% Index: 100 | |

Benchmark: Southern Ontario

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

| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

Post COVID-19 Activities

Trade Area: Brampton - Kennedy Road

Household Population 14+: 15,230

Activities Look Forward To Doing

| | % | Base % | Index |
|--|------|--------|-------|
| Socializing | | | |
| Dating | 11.2 | 11.0 | 102 |
| Going to restaurants, bars or night clubs | 52.1 | 55.1 | 95 |
| Having physical Contact with family and friends | 54.9 | 57.7 | 95 |
| Participating in group activities | 36.1 | 38.7 | 93 |
| Partying | 15.2 | 15.8 | 97 |
| Seeing family and friends in person | 62.2 | 62.8 | 99 |
| Entertainment | | | |
| Attending events, festivals or concerts | 38.5 | 42.9 | 90 |
| Attending sports events (excludes professional sports) | 15.1 | 18.2 | 83 |
| Attending to professional sports events or games | 22.1 | 25.4 | 87 |
| Going to the movies | 46.5 | 45.7 | 102 |
| Movement & Travel | | | |
| Driving more | 15.8 | 16.1 | 98 |
| Shopping in-store | 44.5 | 42.9 | 104 |
| Spending time outdoors | 35.1 | 32.5 | 108 |
| Travelling outside of Canada/ abroad | 49.1 | 53.2 | 92 |
| Travelling within Canada | 44.7 | 49.9 | 90 |
| Using public transit | 19.6 | 13.7 | 143 |
| Personal | | | |
| Getting back to old habits | 37.6 | 36.2 | 104 |
| Going to a salon, barber shop or spa | 34.7 | 33.7 | 103 |
| Going to the gym | 21.1 | 22.6 | 94 |
| Education/Work | | | |
| Children going back to school | 18.1 | 20.3 | 89 |
| Going back to work | 17.0 | 17.6 | 96 |
| Other | | | |
| Not Stated | 0.7 | 0.6 | 124 |

Benchmark: Southern Ontario

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(Base used for Index calculations)

Index Colours: <80 80 - 110 110+

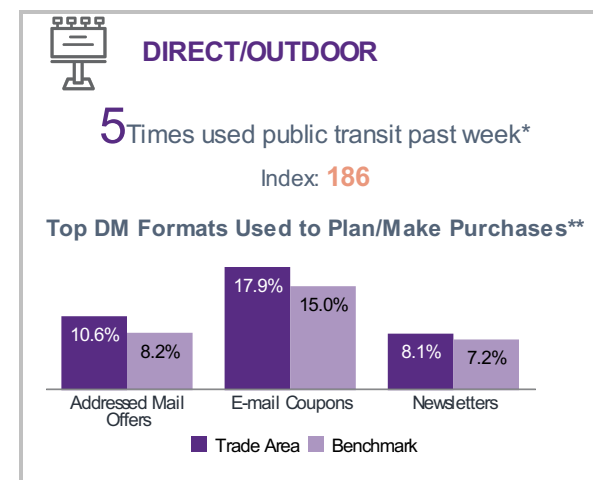
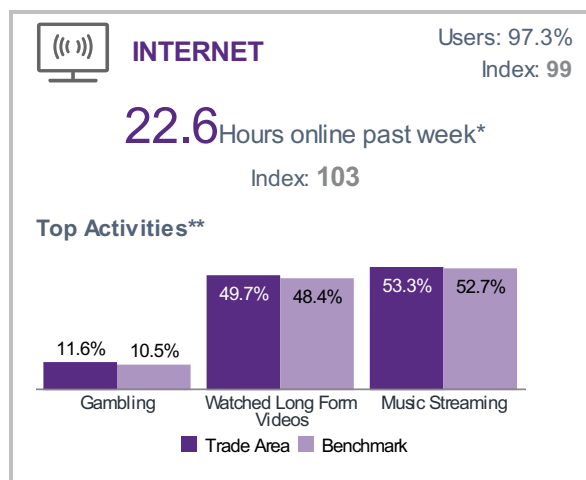
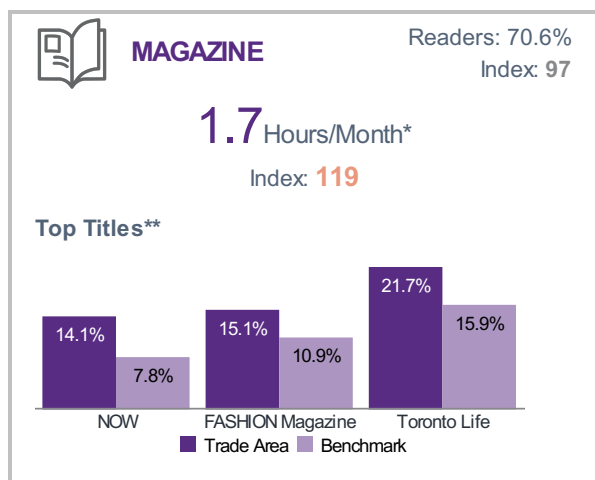
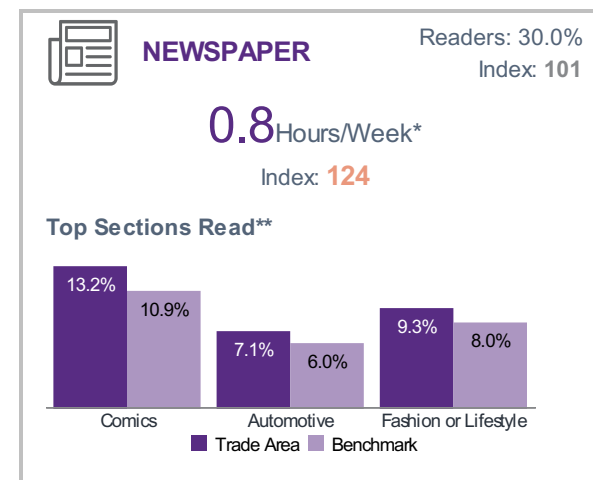
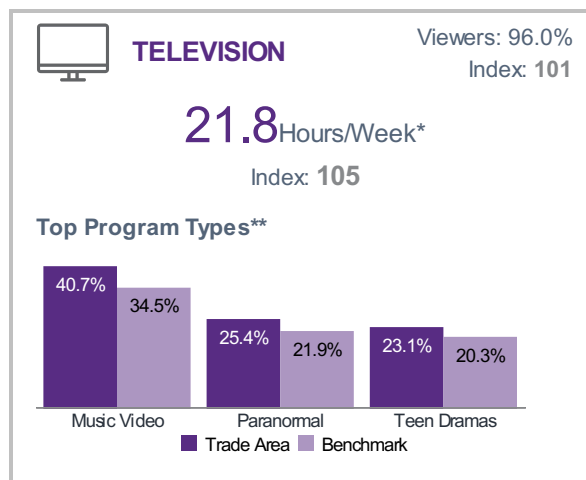
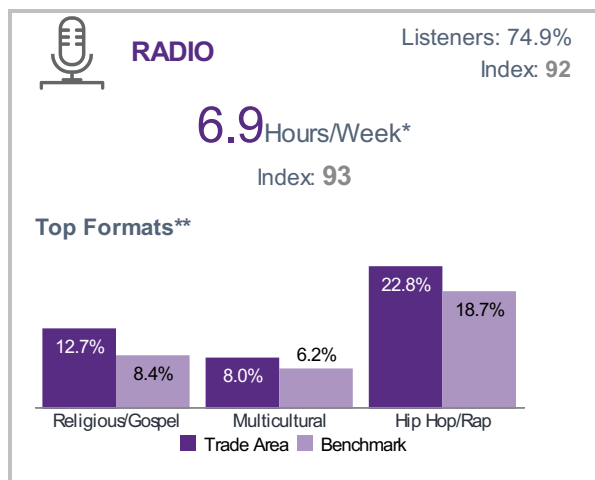
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

Household Population 14+: 15,230



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

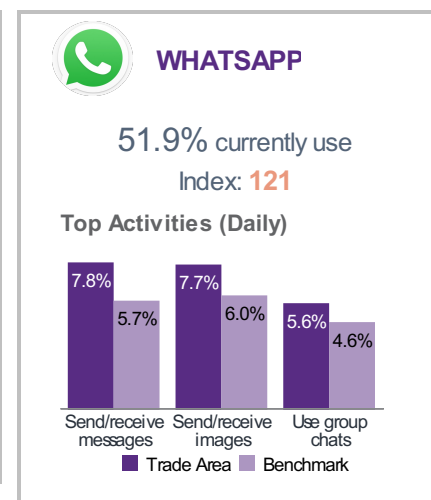
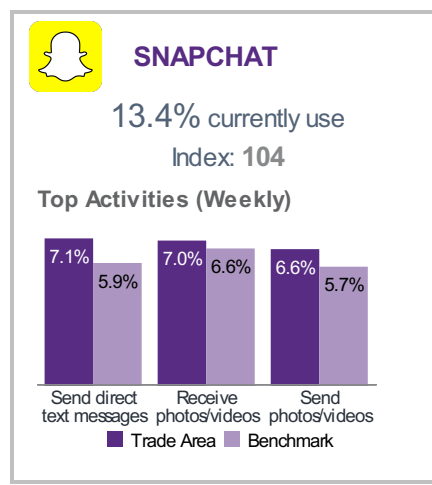
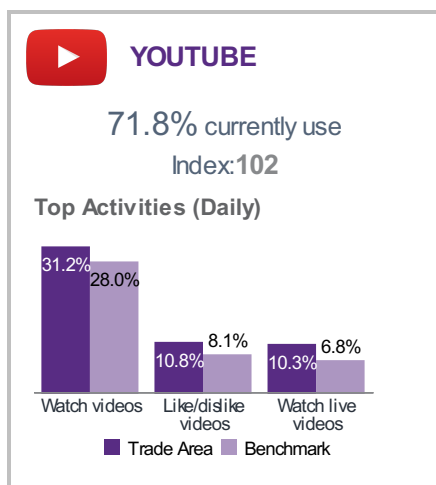
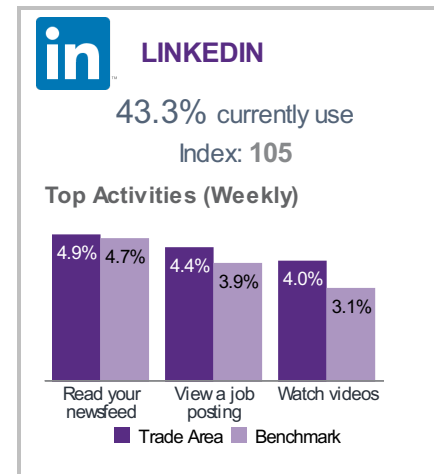
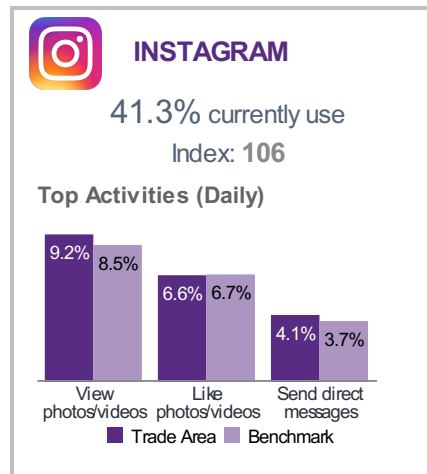
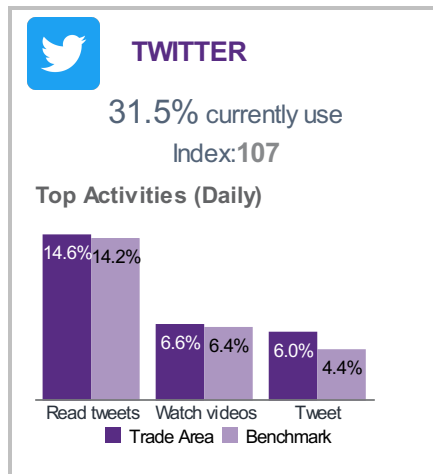
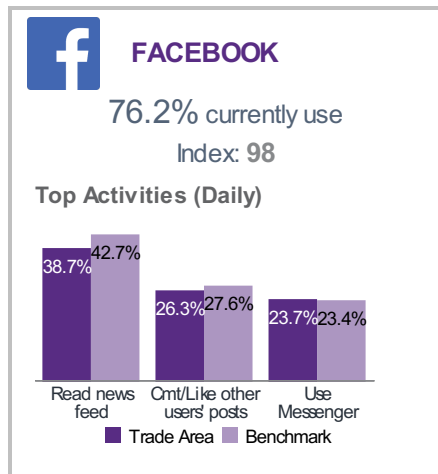
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

Household Population 18+: 14,459



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 - Kennedy Road

Household Population 18+: 14,459

FRIENDS IN ALL SM NETWORKS



34.5%

Index:97

0-49 friends

FREQUENCY OF USE (DAILY)



52.5%

Index:93

Facebook

BRAND INTERACTION



35.4%

Index:103

Like brand on Facebook

NO. OF BRANDS INTERACTED

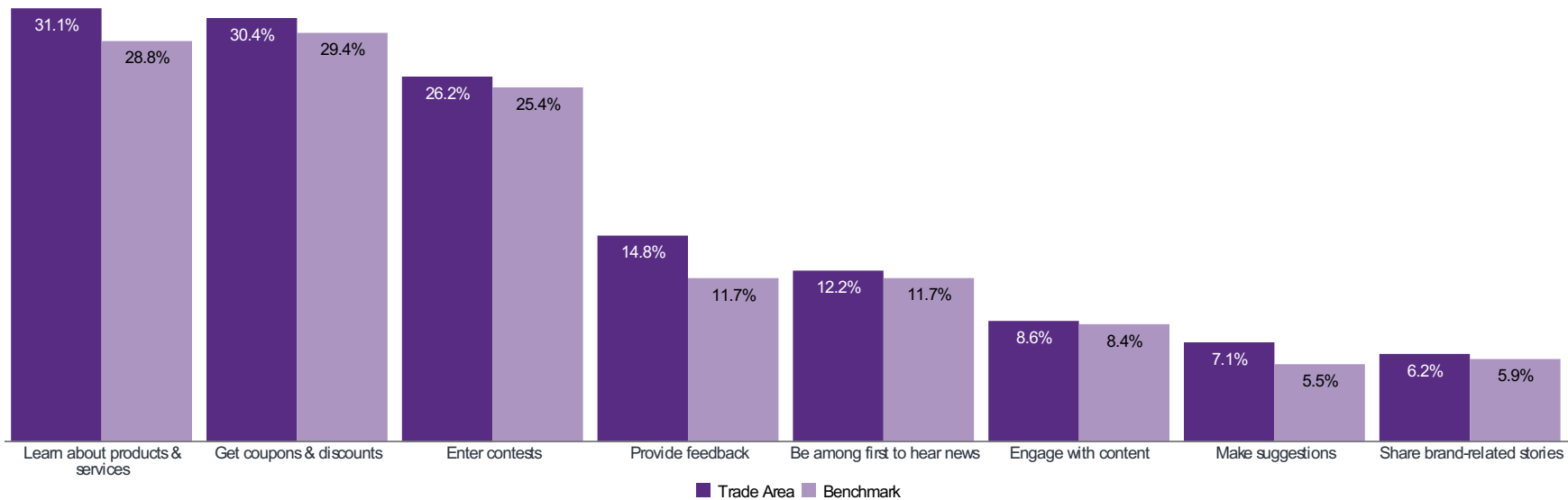


31.6%

Index:103

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 - Kennedy Road

Total Household Population 18+: 14,459



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

% Comp 85.9 Index 98



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

% Comp 49.3 Index 101



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

% Comp 83.1 Index 99



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

% Comp 44.8 Index 109



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

% Comp 56.2 Index 99



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

% Comp 34.1 Index 113

Benchmark: Southern Ontario

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Ranked by percent composition.

| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|

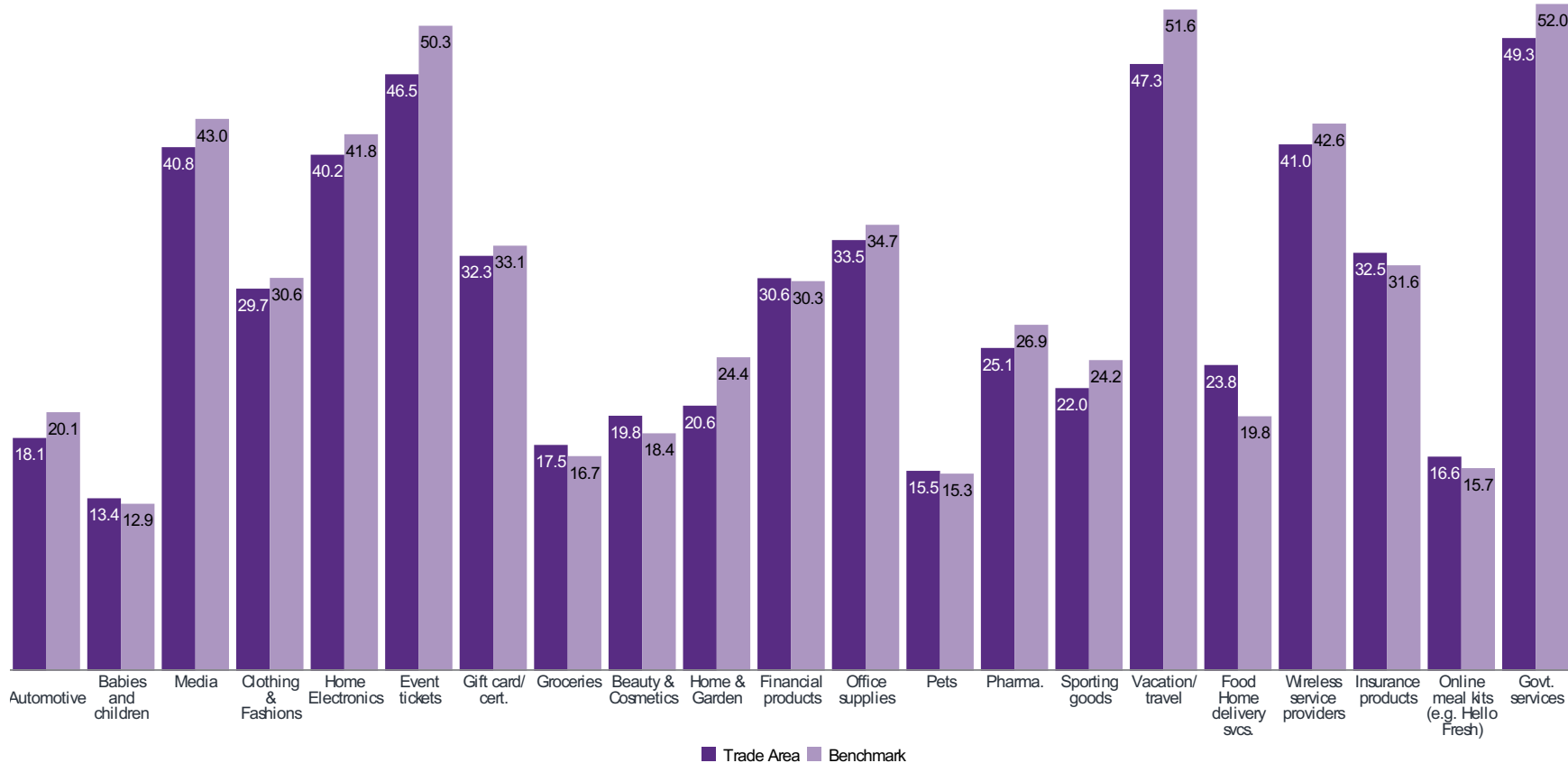
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

Total Household Population 18+: 14,459

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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| | | | |
|----------------|-----|----------|------|
| Index Colours: | <80 | 80 - 110 | 110+ |
|----------------|-----|----------|------|


Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

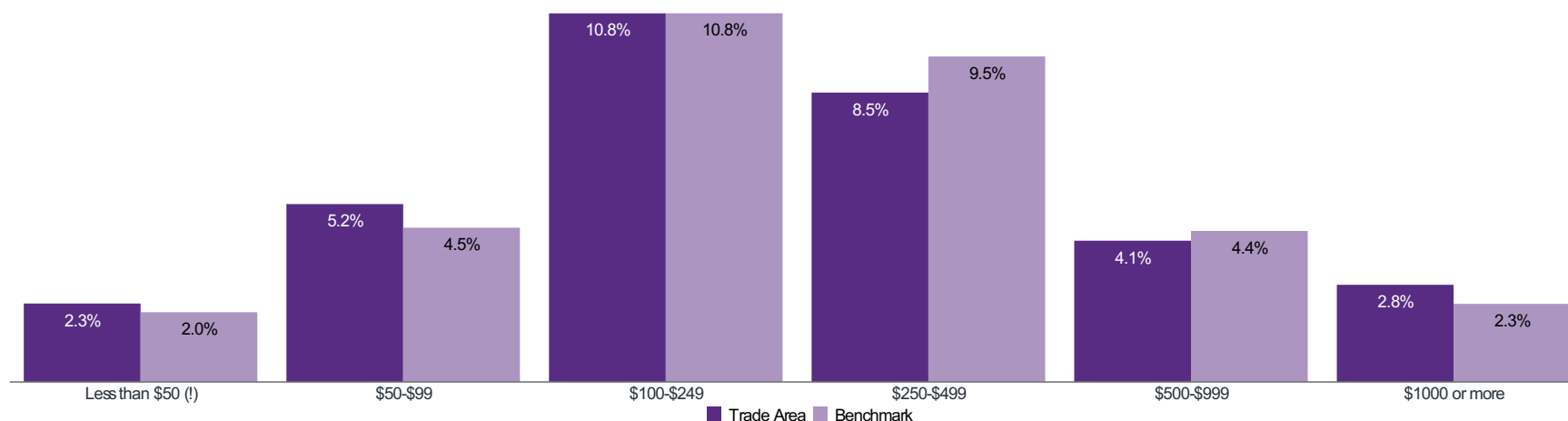
Trade Area: Brampton - Kennedy Road

Total Household Population 18+: 14,459

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 | 57.1% Index:93 | 37.4% Index:101 | 13.1% Index:106 | 3.5% Index:109 |
| Purchase preference | 70.2% Index:93 | 29.7% Index:97 | 10.1% Index:103 | 3.6% Index:141 |
| Customer Service | 57.8% Index:94 | 18.8% Index:105 | 7.3% Index:127 | 20.7% Index:96 |

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

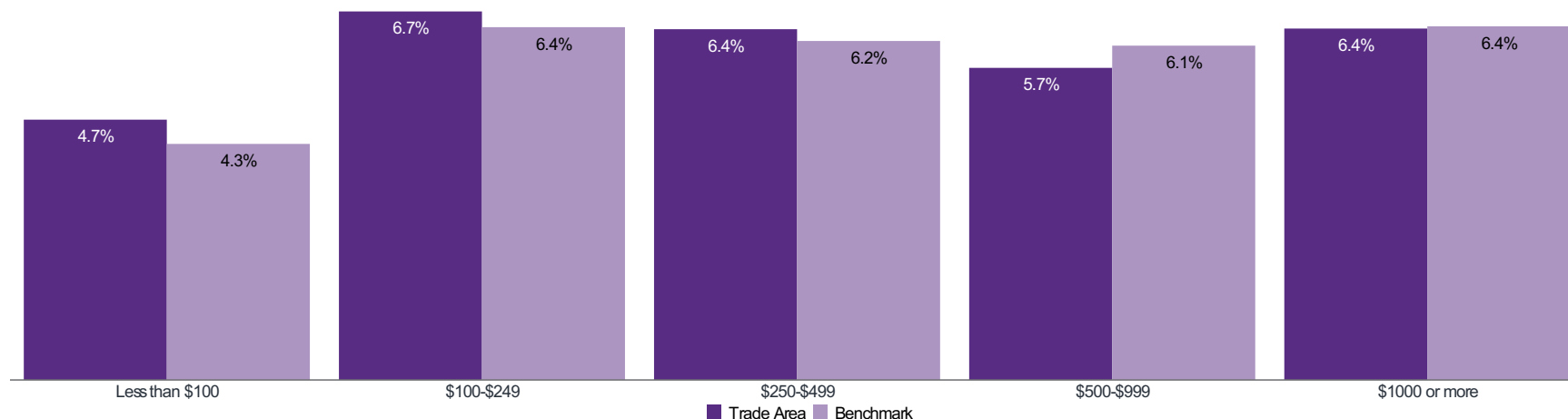
Trade Area: Brampton - Kennedy Road

Total Household Population 18+: 14,459

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 | 46.7% Index: 93 | 53.6% Index: 98 | 16.1% Index: 103 | 8.1% Index: 98 |
| Purchase preference | 61.7% Index: 90 | 40.2% Index: 96 | 11.8% Index: 107 | 7.7% Index: 119 |
| Customer Service | 52.8% Index: 94 | 25.8% Index: 104 | 8.7% Index: 117 | 32.9% Index: 89 |

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

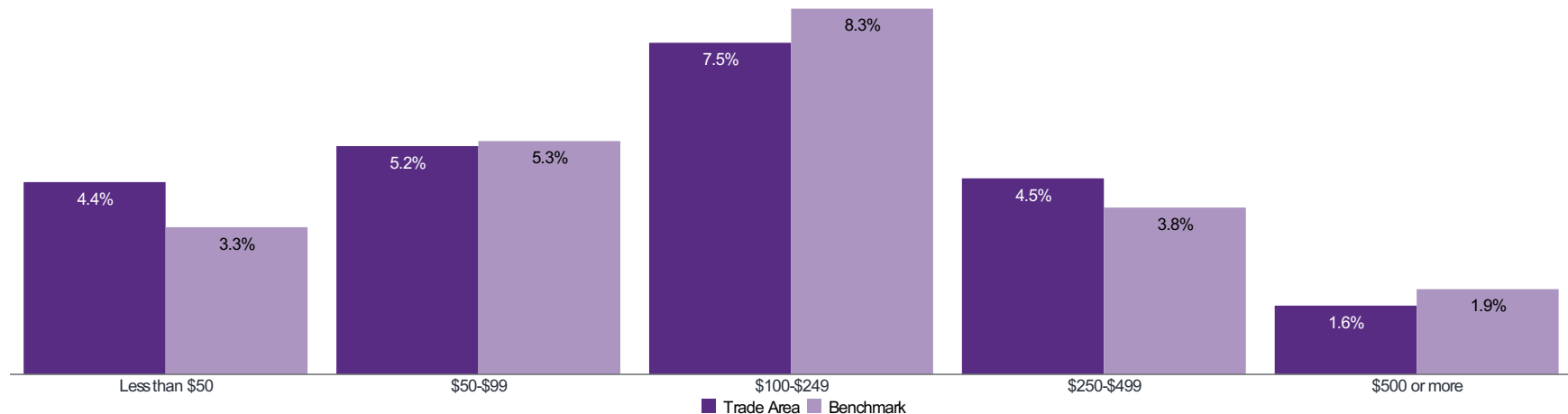
Trade Area: Brampton - Kennedy Road

Total Household Population 18+: 14,459

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 | 43.5% Index:91 | 34.0% Index:97 | 12.3% Index:112 | 3.5% Index:98 |
| Purchase preference | 55.4% Index:92 | 32.3% Index:98 | 10.6% Index:121 | 3.6% Index:116 |
| Customer Service | 39.6% Index:93 | 20.6% Index:101 | 7.7% Index:126 | 28.0% Index:101 |

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

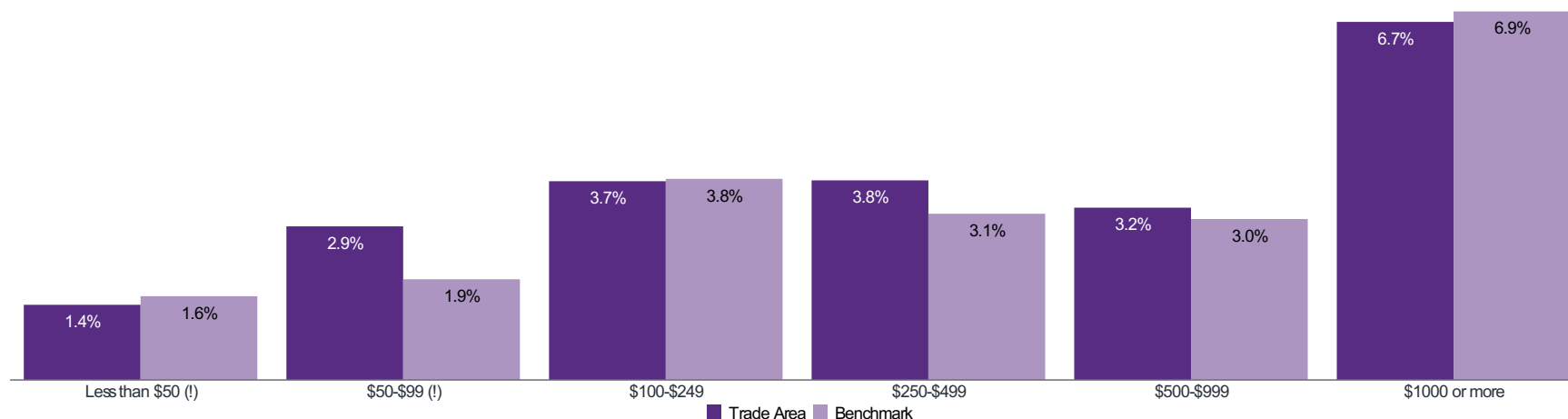
Trade Area: Brampton - Kennedy Road

Total Household Population 18+: 14,459

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 | 69.0% Index:96 | 25.6% Index:104 | 12.8% Index:115 | 3.1% Index:115 |
| Purchase preference | 78.8% Index:94 | 17.5% Index:105 | 7.5% Index:120 | 3.5% Index:142 |
| Customer Service | 66.3% Index:95 | 13.9% Index:121 | 5.6% Index:141 | 17.6% 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+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

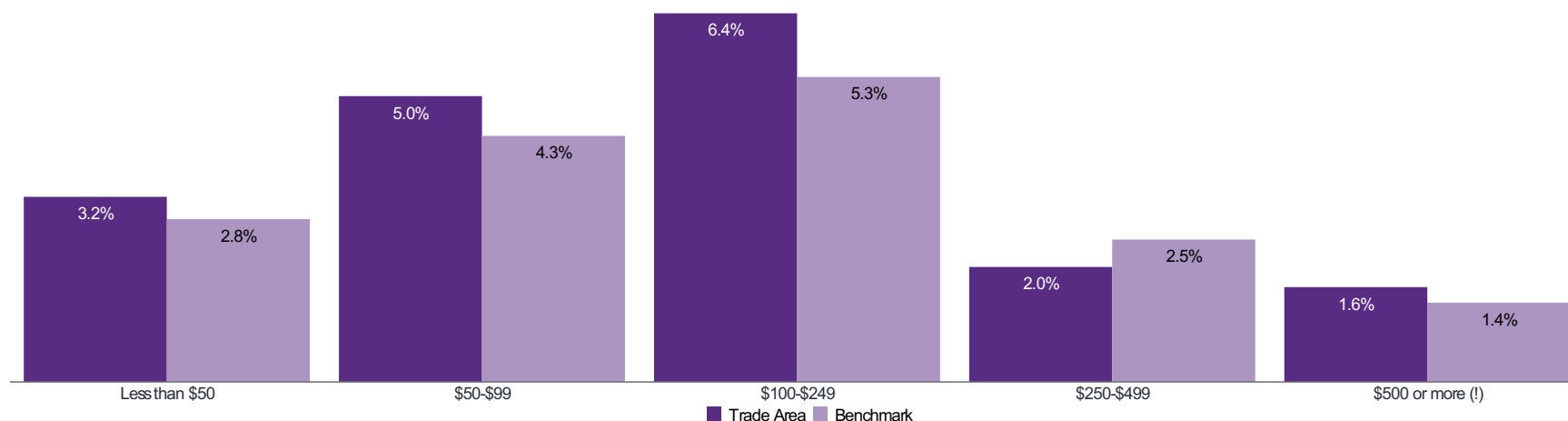
Trade Area: Brampton - Kennedy Road

Total Household Population 18+: 14,459

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 | 35.8% Index:101 | 25.0% Index:113 | 9.2% Index:113 | 3.3% Index:115 |
| Purchase preference | 45.1% Index:97 | 19.8% Index:107 | 8.1% Index:126 | 2.9% Index:126 |
| Customer Service | 35.8% Index:99 | 14.2% Index:113 | 6.1% Index:140 | 17.4% Index:119 |

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 & Garden Deep Dive

ENVIRONICS
ANALYTICS

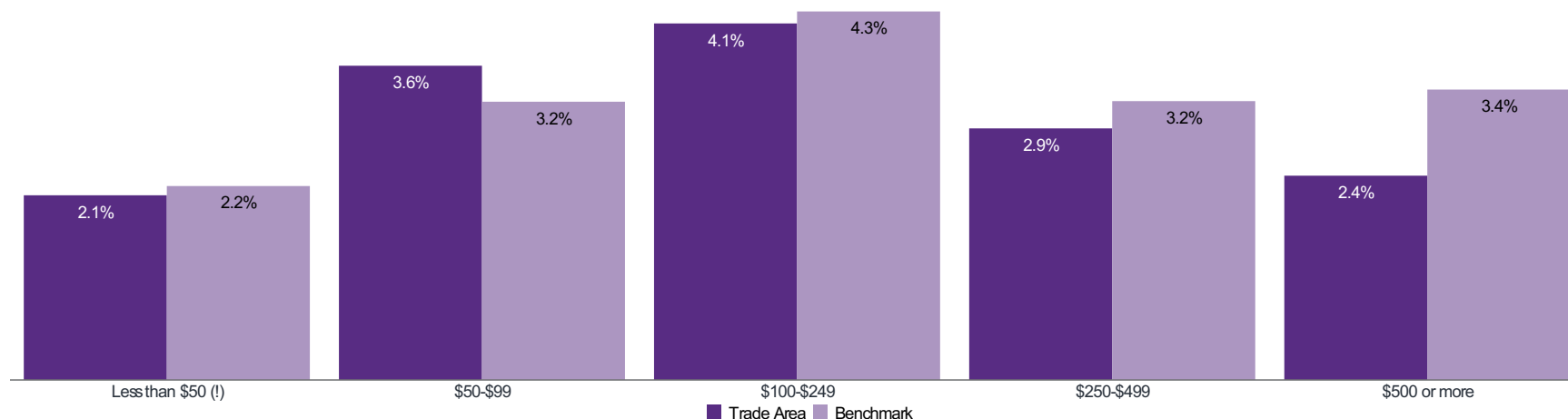
Trade Area: Brampton - Kennedy Road

Total Household Population 18+: 14,459

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 | 46.8% Index:90 | 33.6% Index:89 | 10.8% Index:94 | 5.1% Index:88 |
| Purchase preference | 59.9% Index:88 | 20.6% Index:84 | 7.6% Index:108 | 3.7% Index:102 |
| Customer Service | 47.4% Index:88 | 15.4% Index:97 | 6.0% Index:124 | 20.9% Index:92 |

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 | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

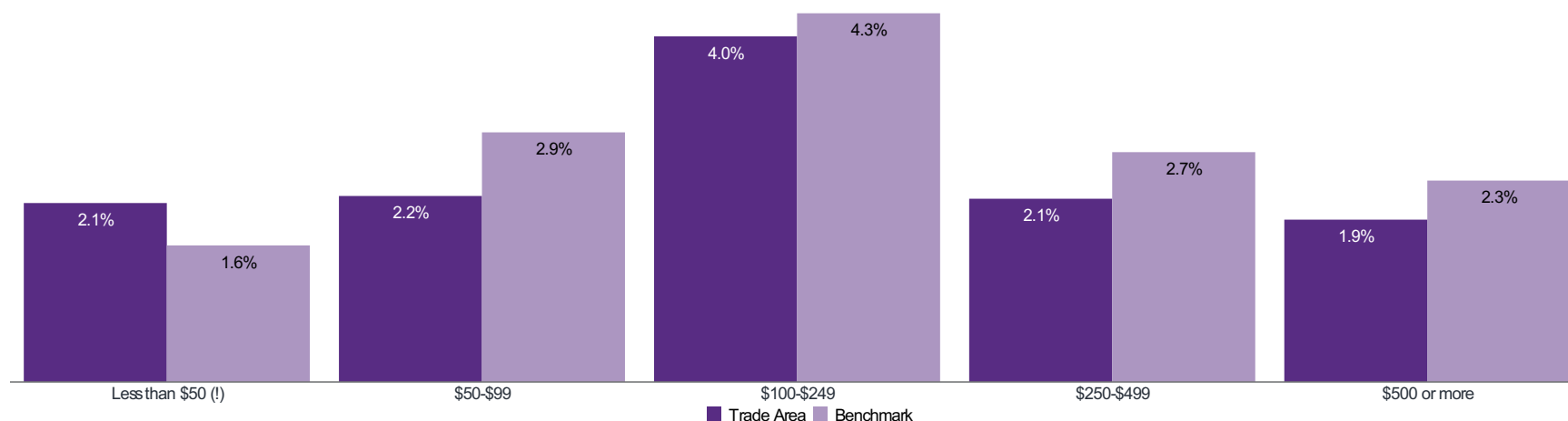
Trade Area: Brampton - Kennedy Road

Total Household Population 18+: 14,459

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 | 34.3% Index:88 | 30.2% Index:94 | 9.7% Index:93 | 4.5% Index:114 |
| Purchase preference | 44.1% Index:85 | 22.0% Index:91 | 7.5% Index:99 | 4.3% Index:141 |
| Customer Service | 37.6% Index:90 | 15.5% Index:102 | 5.5% Index:107 | 19.5% Index:95 |

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 | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

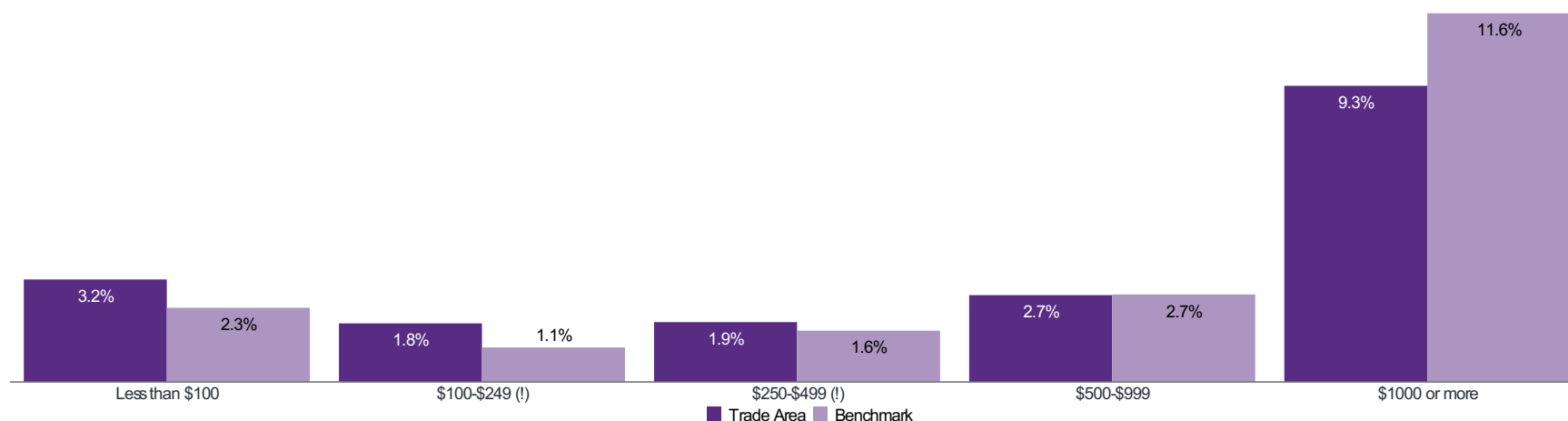
Trade Area: Brampton - Kennedy Road

Total Household Population 18+: 14,459

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 | 18.8% Index:92 | 54.9% Index:95 | 16.3% Index:109 | 15.1% Index:94 |
| Purchase preference | 25.7% Index:89 | 47.3% Index:92 | 7.6% Index:98 | 17.8% Index:99 |
| Customer Service | 27.5% Index:94 | 27.1% Index:99 | 8.3% Index:119 | 40.1% Index:92 |

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

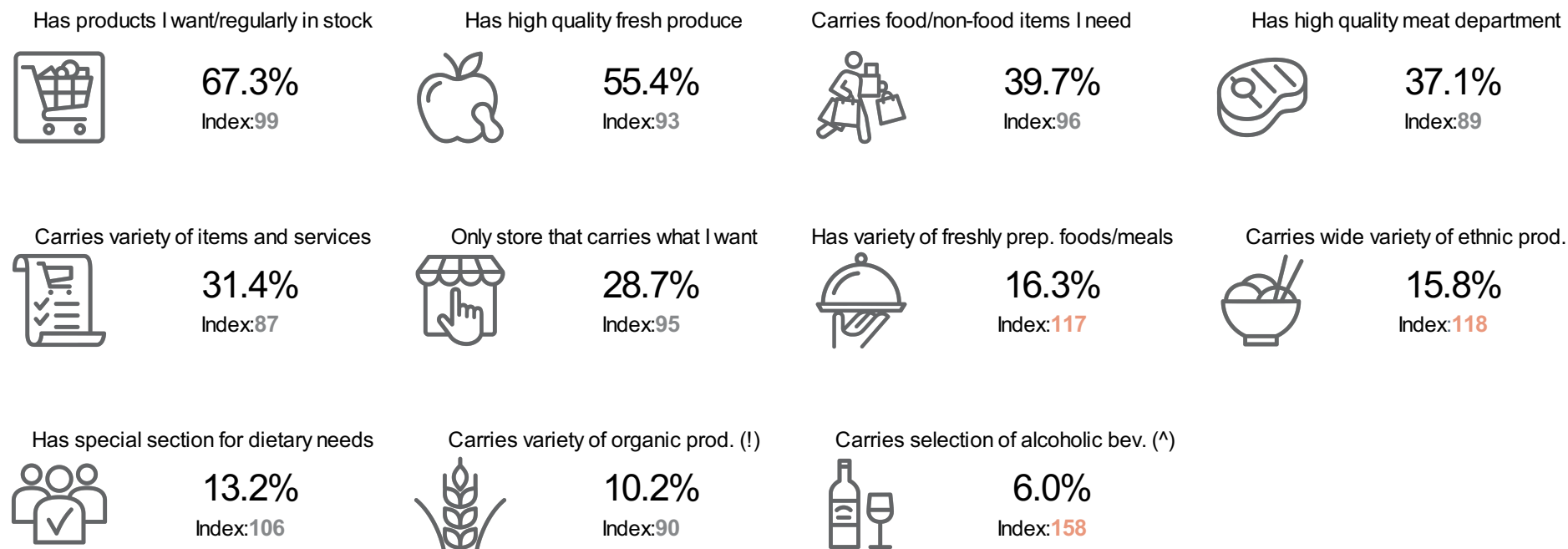
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

Households: 6,733

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+ |
|----------------|-----|----------|------|

ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

Households: 6,733

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



61.3%

Index: 103

Easy to get in and get out quickly



44.3%

Index: 103

Organized layout makes it easy to shop



42.7%

Index: 103

Short checkout lines/fast checkout



38.5%

Index: 108

Staff are friendly and knowledgeable



34.9%

Index: 103

Has extended hours



33.5%

Index: 122

I like the store ambiance



20.6%

Index: 103

Has self-checkout



15.0%

Index: 110

Offers an online shopping option (!)



10.7%

Index: 121

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+ |
|----------------|-----|----------|------|

ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Kennedy Road

Households: 6,733

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Store has great sales and promotions



66.0%

Index: 98

Discover good value when shopping



64.6%

Index: 98

Store has the lowest prices overall



58.7%

Index: 101

Store has a customer loyalty card program



45.2%

Index: 91

Has loyalty prog. app and offers pers. promos



25.7%

Index: 87

I'm loyal to their store brands



25.5%

Index: 111

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 | 30.2 | 30.9 | 0.2 98 |
| Purchase another brand | 24.0 | 21.2 | 0.2 113 |
| Purchase another size or variety of the same brand (!) | 8.6 | 7.7 | 0.2 112 |

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+ |
|----------------|-----|----------|------|

Main Street Visitors

2019 Brampton - Kennedy Road 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% | 493,429 | 100% | 2.56% | 100 | 489,144 | 100% | 2.53% | 100 | 409,444 | 100% | 2.12% | 100 | 425,422 | 100% | 2.20% | 100 | 717,154 | 100% | 3.72% | 100 |
| 3521010 | Brampton, ON (CY) | 596,084 | 3.09% | 274,373 | 55.61% | 46.03% | 1801 | 265,448 | 54.27% | 44.53% | 1757 | 234,136 | 57.18% | 39.28% | 1852 | 245,960 | 57.82% | 41.26% | 1872 | 339,493 | 47.34% | 56.95% | 1533 |
| 3521005 | Mississauga, ON (CY) | 642,951 | 3.33% | 60,878 | 12.34% | 9.47% | 370 | 60,754 | 12.42% | 9.45% | 373 | 48,111 | 11.75% | 7.48% | 353 | 48,809 | 11.47% | 7.59% | 344 | 95,638 | 13.34% | 14.87% | 400 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31% | 50,271 | 10.19% | 1.96% | 77 | 54,701 | 11.18% | 2.13% | 84 | 42,807 | 10.45% | 1.67% | 79 | 43,184 | 10.15% | 1.68% | 76 | 93,228 | 13.00% | 3.63% | 98 |
| 3521024 | Caledon, ON (T) | 68,255 | 0.35% | 12,604 | 2.55% | 18.47% | 722 | 12,838 | 2.62% | 18.81% | 742 | 10,769 | 2.63% | 15.78% | 744 | 10,498 | 2.47% | 15.38% | 698 | 17,709 | 2.47% | 25.95% | 698 |
| 3519028 | Vaughan, ON (CY) | 264,447 | 1.37% | 8,517 | 1.73% | 3.22% | 126 | 8,144 | 1.66% | 3.08% | 122 | 6,414 | 1.57% | 2.43% | 114 | 8,029 | 1.89% | 3.04% | 138 | 15,191 | 2.12% | 5.74% | 155 |
| 3524009 | Milton, ON (T) | 106,330 | 0.55% | 7,730 | 1.57% | 7.27% | 284 | 7,570 | 1.55% | 7.12% | 281 | 5,562 | 1.36% | 5.23% | 247 | 7,046 | 1.66% | 6.63% | 301 | 12,770 | 1.78% | 12.01% | 323 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50% | 6,441 | 1.31% | 1.33% | 52 | 6,670 | 1.36% | 1.38% | 54 | 4,873 | 1.19% | 1.01% | 48 | 4,764 | 1.12% | 0.99% | 45 | 11,485 | 1.60% | 2.38% | 64 |
| 3524015 | Halton Hills, ON (T) | 53,559 | 0.28% | 5,937 | 1.20% | 11.08% | 434 | 5,935 | 1.21% | 11.08% | 437 | 4,369 | 1.07% | 8.16% | 385 | 4,680 | 1.10% | 8.74% | 396 | 9,297 | 1.30% | 17.36% | 467 |
| 3524001 | Oakville, ON (T) | 174,424 | 0.90% | 4,344 | 0.88% | 2.49% | 97 | 4,277 | 0.87% | 2.45% | 97 | 3,723 | 0.91% | 2.13% | 101 | 4,610 | 1.08% | 2.64% | 120 | 8,129 | 1.13% | 4.66% | 125 |
| 3519036 | Markham, ON (CY) | 301,247 | 1.56% | 4,084 | 0.83% | 1.36% | 53 | 4,070 | 0.83% | 1.35% | 53 | 2,754 | 0.67% | 0.91% | 43 | 2,783 | 0.65% | 0.92% | 42 | 7,106 | 0.99% | 2.36% | 63 |

| | | | | |
|---------------------|-----------------|-------------------|-------------------|-----------------|
| Index Legend | Under 80 | 110 to 119 | 120 to 149 | Over 150 |
|---------------------|-----------------|-------------------|-------------------|-----------------|

2019 Brampton - Kennedy Road 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 |
| 15,005 | 14,328 | 95.5 | 13,661 | 91.0 | 14,322 | 95.4 | 13,227 | 88.1 | 15,429 | 102.8 |

2019 Brampton - Kennedy Road Visitors Within vs Outside Trade Area
Benchmark: Canada

| Year | Total Visitors in Main Street Polyzon | # Visitors Within 15 min TA | % Visitors Within 15 min TA | # Visitors Outside 15 min TA | % Visitors Outside 15 min TA |
|----------------|---------------------------------------|-----------------------------|-----------------------------|------------------------------|------------------------------|
| Full Year 2019 | 725,526 | 15,429 | 2.1 | 710,097 | 97.9 |

2020 Brampton - Kennedy Road 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% | 237,026 | 100% | 1.23% | 100 | 333,172 | 100% | 1.73% | 100 | 309,959 | 100% | 1.61% | 100 | 320,358 | 100% | 1.66% | 100 | 523,817 | 100% | 2.71% | 100 |
| 3521010 | Brampton, ON (CY) | 596,084 | 3.09% | 141,641 | 59.76% | 23.76% | 1935 | 193,121 | 57.96% | 32.40% | 1877 | 183,955 | 59.35% | 30.86% | 1922 | 188,624 | 58.88% | 31.64% | 1907 | 263,216 | 50.25% | 44.16% | 1627 |
| 3521005 | Mississauga, ON (CY) | 642,951 | 3.33% | 26,641 | 11.24% | 4.14% | 337 | 40,182 | 12.06% | 6.25% | 362 | 37,038 | 11.95% | 5.76% | 359 | 37,872 | 11.82% | 5.89% | 355 | 70,065 | 13.38% | 10.90% | 402 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31% | 20,426 | 8.62% | 0.80% | 65 | 31,147 | 9.35% | 1.21% | 70 | 30,826 | 9.95% | 1.20% | 75 | 29,012 | 9.06% | 1.13% | 68 | 59,460 | 11.35% | 2.31% | 85 |
| 3521024 | Caledon, ON (T) | 68,255 | 0.35% | 6,624 | 2.79% | 9.70% | 790 | 8,263 | 2.48% | 12.11% | 701 | 7,645 | 2.47% | 11.20% | 698 | 7,739 | 2.42% | 11.34% | 683 | 13,541 | 2.59% | 19.84% | 731 |
| 3519028 | Vaughan, ON (CY) | 264,447 | 1.37% | 3,025 | 1.28% | 1.14% | 93 | 4,459 | 1.34% | 1.69% | 98 | 4,351 | 1.40% | 1.65% | 102 | 5,067 | 1.58% | 1.92% | 115 | 9,503 | 1.81% | 3.59% | 132 |
| 3524009 | Milton, ON (T) | 106,330 | 0.55% | 3,037 | 1.28% | 2.86% | 233 | 4,690 | 1.41% | 4.41% | 256 | 4,472 | 1.44% | 4.21% | 262 | 4,781 | 1.49% | 4.50% | 271 | 9,380 | 1.79% | 8.82% | 325 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50% | 2,235 | 0.94% | 0.46% | 38 | 3,860 | 1.16% | 0.80% | 46 | 3,317 | 1.07% | 0.69% | 43 | 3,673 | 1.15% | 0.76% | 46 | 7,357 | 1.40% | 1.52% | 56 |
| 3524001 | Oakville, ON (T) | 174,424 | 0.90% | 3,154 | 1.33% | 1.81% | 147 | 2,980 | 0.89% | 1.71% | 99 | 2,806 | 0.91% | 1.61% | 100 | 3,187 | 0.99% | 1.83% | 110 | 6,923 | 1.32% | 3.97% | 146 |
| 3524015 | Halton Hills, ON (T) | 53,559 | 0.28% | 2,430 | 1.03% | 4.54% | 370 | 3,301 | 0.99% | 6.16% | 357 | 2,131 | 0.69% | 3.98% | 248 | 3,133 | 0.98% | 5.85% | 352 | 5,358 | 1.02% | 10.00% | 369 |
| 3530010 | Cambridge, ON (CY) | 114,129 | 0.59% | 1,518 | 0.64% | 1.33% | 108 | 2,006 | 0.60% | 1.76% | 102 | 1,876 | 0.61% | 1.64% | 102 | 1,785 | 0.56% | 1.56% | 94 | 4,034 | 0.77% | 3.53% | 130 |

| | | | | |
|---------------------|-----------------|-------------------|-------------------|-----------------|
| Index Legend | Under 80 | 110 to 119 | 120 to 149 | Over 150 |
|---------------------|-----------------|-------------------|-------------------|-----------------|

2020 Brampton - Kennedy Road 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 |
| 15,005 | 10,180 | 67.8 | 9,898 | 66.0 | 10,612 | 70.7 | 11,156 | 74.4 | 11,825 | 78.8 |

2020 Brampton - Kennedy Road 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 | 528,260 | 11,825 | 2.2 | 516,435 | 97.8 |

2021 Brampton - Kennedy Road 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% | 256,828 | 100% | 1.33% | 100 | 429,495 | 100% | 2.23% | 100 | 439,740 | 100% | 2.28% | 100 | 314,210 | 100% | 1.63% | 100 | 598,536 | 100% | 3.10% | 100 |
| 3521010 | Brampton, ON (CY) | 596,084 | 3.09% | 155,456 | 60.53% | 26.08% | 1960 | 244,246 | 56.87% | 40.98% | 1842 | 250,430 | 56.95% | 42.01% | 1844 | 192,863 | 61.38% | 32.35% | 1988 | 293,454 | 49.03% | 49.23% | 1588 |
| 3521005 | Mississauga, ON (CY) | 642,951 | 3.33% | 29,510 | 11.49% | 4.59% | 345 | 52,042 | 12.12% | 8.09% | 364 | 56,333 | 12.81% | 8.76% | 385 | 35,175 | 11.19% | 5.47% | 336 | 79,336 | 13.26% | 12.34% | 398 |
| 3520005 | Toronto, ON (C) | 2,568,898 | 13.31% | 23,641 | 9.21% | 0.92% | 69 | 41,635 | 9.69% | 1.62% | 73 | 39,476 | 8.98% | 1.54% | 67 | 26,125 | 8.31% | 1.02% | 62 | 67,927 | 11.35% | 2.64% | 85 |
| 3521024 | Caledon, ON (T) | 68,255 | 0.35% | 6,649 | 2.59% | 9.74% | 732 | 11,566 | 2.69% | 16.94% | 762 | 12,607 | 2.87% | 18.47% | 811 | 7,495 | 2.39% | 10.98% | 675 | 14,872 | 2.48% | 21.79% | 703 |
| 3519028 | Vaughan, ON (CY) | 264,447 | 1.37% | 5,496 | 2.14% | 2.08% | 156 | 5,973 | 1.39% | 2.26% | 102 | 5,934 | 1.35% | 2.24% | 98 | 5,201 | 1.66% | 1.97% | 121 | 12,855 | 2.15% | 4.86% | 157 |
| 3524009 | Milton, ON (T) | 106,330 | 0.55% | 3,385 | 1.32% | 3.18% | 239 | 6,591 | 1.53% | 6.20% | 279 | 7,189 | 1.63% | 6.76% | 297 | 3,763 | 1.20% | 3.54% | 217 | 10,469 | 1.75% | 9.85% | 318 |
| 3525005 | Hamilton, ON (C) | 483,265 | 2.50% | 2,823 | 1.10% | 0.58% | 44 | 5,622 | 1.31% | 1.16% | 52 | 5,298 | 1.20% | 1.10% | 48 | 4,681 | 1.49% | 0.97% | 60 | 9,842 | 1.64% | 2.04% | 66 |
| 3524001 | Oakville, ON (T) | 174,424 | 0.90% | 2,620 | 1.02% | 1.50% | 113 | 5,210 | 1.21% | 2.99% | 134 | 3,720 | 0.85% | 2.13% | 94 | 2,598 | 0.83% | 1.49% | 91 | 7,784 | 1.30% | 4.46% | 144 |
| 3530013 | Kitchener, ON (CY) | 212,928 | 1.10% | 1,329 | 0.52% | 0.62% | 47 | 2,550 | 0.59% | 1.20% | 54 | 4,161 | 0.95% | 1.95% | 86 | 1,822 | 0.58% | 0.86% | 53 | 5,639 | 0.94% | 2.65% | 85 |
| 3524015 | Halton Hills, ON (T) | 53,559 | 0.28% | 1,393 | 0.54% | 2.60% | 195 | 3,432 | 0.80% | 6.41% | 288 | 3,835 | 0.87% | 7.16% | 314 | 2,483 | 0.79% | 4.64% | 285 | 5,388 | 0.90% | 10.06% | 324 |

| | | | | |
|---------------------|-----------------|-------------------|-------------------|-----------------|
| Index Legend | Under 80 | 110 to 119 | 120 to 149 | Over 150 |
|---------------------|-----------------|-------------------|-------------------|-----------------|

2021 Brampton - Kennedy Road 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 |
| 15,005 | 9,692 | 64.6 | 10,917 | 72.8 | 11,683 | 77.9 | 10,739 | 71.6 | 12,047 | 80.3 |

2021 Brampton - Kennedy Road 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 | 607,289 | 12,047 | 2.0 | 595,242 | 98.0 |

Top 5 segments represent **60.3%** of customers in Southern Ontario



Rank: 1
Customers: 185,988
Customers %: 36.86
% in Benchmark: 5.76
Index: 640

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: 38,480
Customers %: 7.63
% in Benchmark: 2.08
Index: 367

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: 3
Customers: 33,988
Customers %: 6.74
% in Benchmark: 5.19
Index: 130

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: 4
Customers: 26,305
Customers %: 5.21
% in Benchmark: 3.30
Index: 158

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: 19,315
Customers %: 3.83
% in Benchmark: 3.76
Index: 102

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.