

# Community Profile: Brampton – Mount Pleasant

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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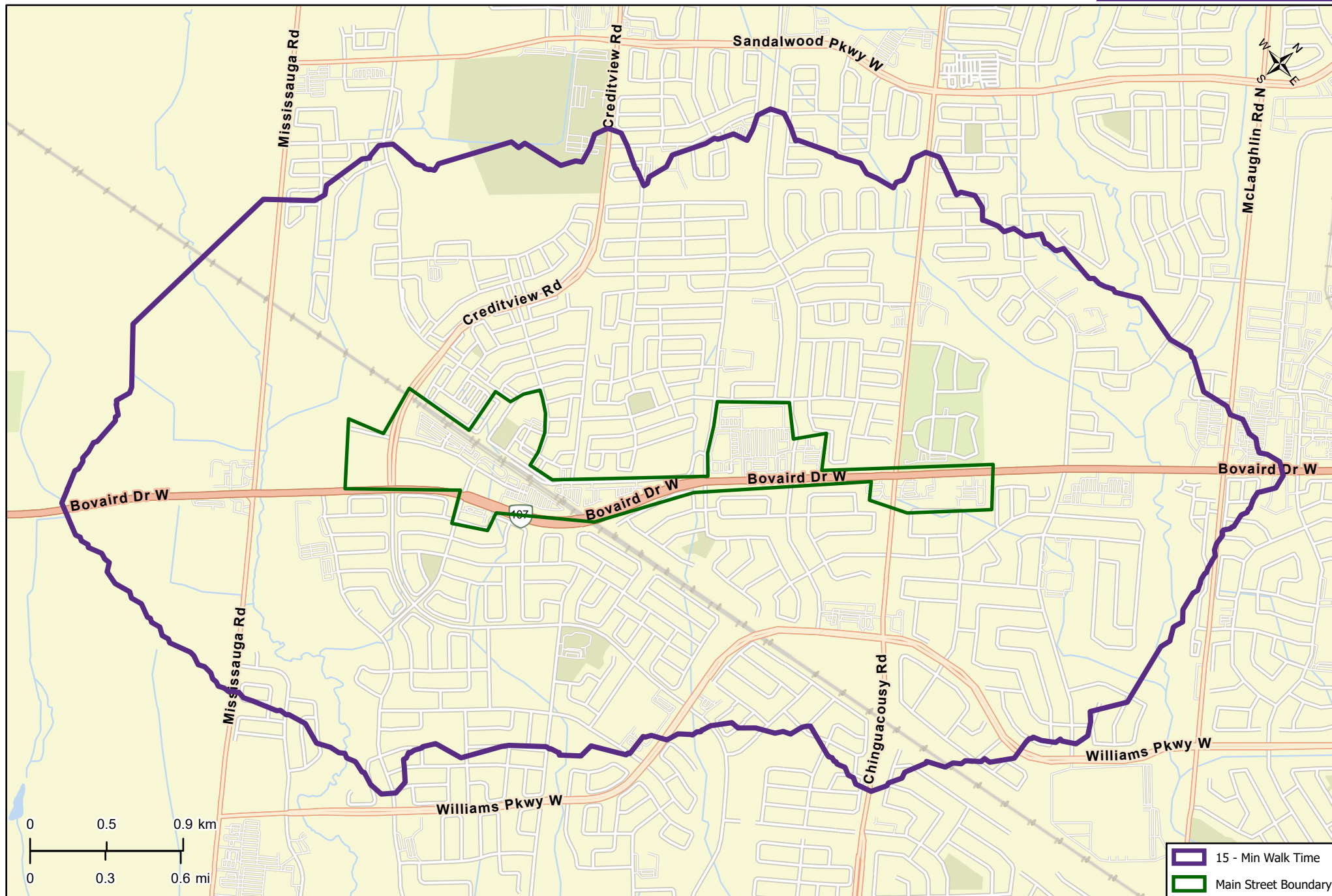
Confidential

Date: February 24, 2022

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Brampton - Mount Pleasant  
Main Street Boundary and Trade Area



## Demographics, PRIZM Profile, and Psychographics

# Demographics | Population & Households

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

## POPULATION

53,640

## HOUSEHOLDS

13,167

## MEDIAN MAINTAINER AGE

46

Index: 84

## MARITAL STATUS



60.8%

Index: 105

Married/Common-Law

## FAMILY STATUS\*

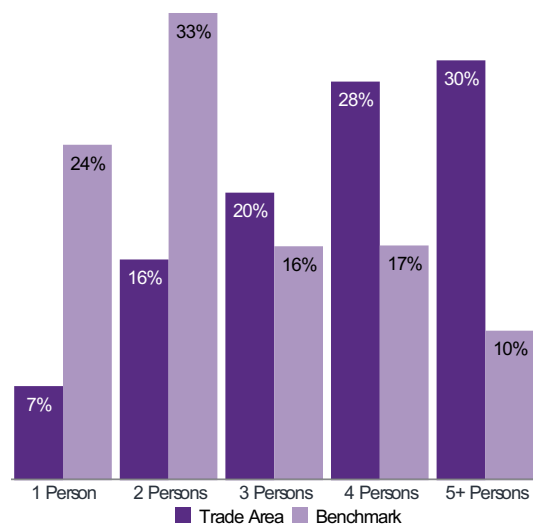


63.6%

Index: 136

Couples With Children At Home

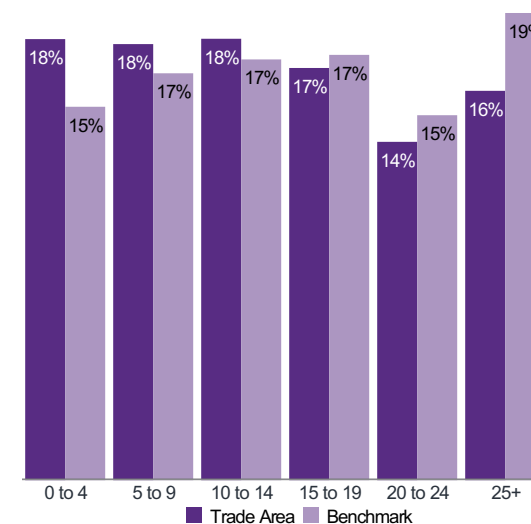
## HOUSEHOLD SIZE



## POPULATION BY AGE

	Count	%	Index
0 to 4	4,082	7.6	151
5 to 9	3,759	7.0	130
10 to 14	3,917	7.3	129
15 to 19	3,810	7.1	120
20 to 24	3,755	7.0	105
25 to 29	4,408	8.2	117
30 to 34	4,828	9.0	135
35 to 39	4,649	8.7	134
40 to 44	4,185	7.8	126
45 to 49	3,651	6.8	108
50 to 54	3,167	5.9	90
55 to 59	2,800	5.2	72
60 to 64	2,269	4.2	63
65 to 69	1,725	3.2	57
70 to 74	1,239	2.3	48
75 to 79	753	1.4	43
80 to 84	378	0.7	32
85+	267	0.5	22

## 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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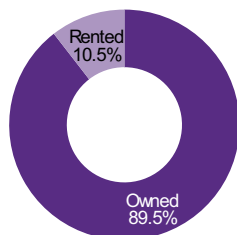
# Demographics | Housing & Income

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

Population: 53,640 | Households: 13,167

## TENURE



## STRUCTURE TYPE



Houses

96.5%

Index: 125



Apartments

3.5%

Index: 16

## AGE OF HOUSING\*

15 - 19 Years Old

% Comp: 40.7 Index: 486

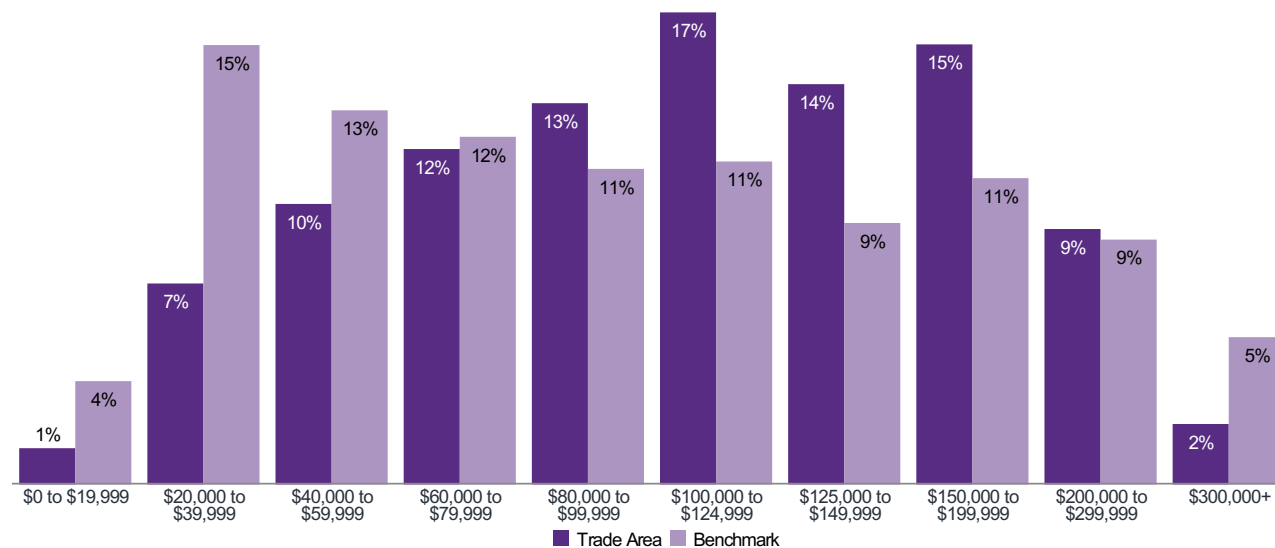
## AVERAGE HOUSEHOLD INCOME



\$119,303

Index: 104

## HOUSEHOLD INCOME DISTRIBUTION



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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 - Mount Pleasant

Population: 53,640 | Households: 13,167

## EDUCATION



31.3%

Index: 118

University Degree

## LABOUR FORCE PARTICIPATION



72.4%

Index: 111

Participation Rate

## METHOD OF TRAVEL TO WORK: TOP 2\*



38.3%

Index: 105

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

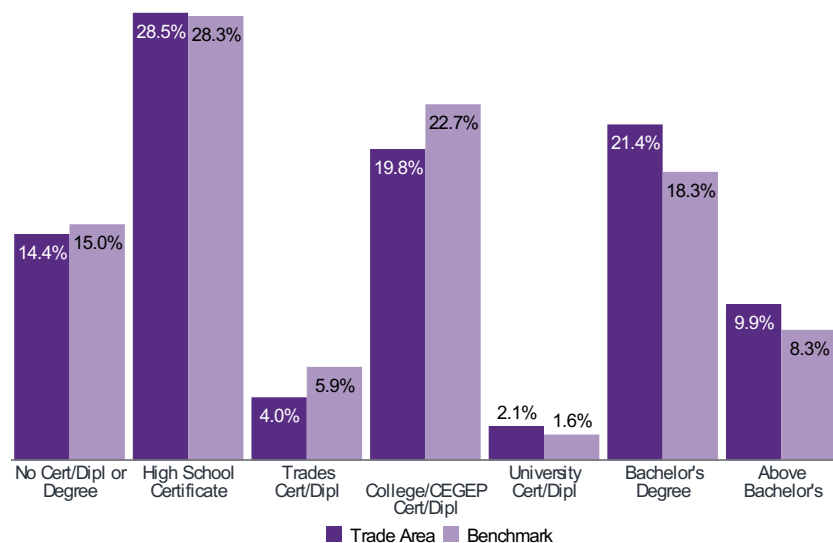


8.0%

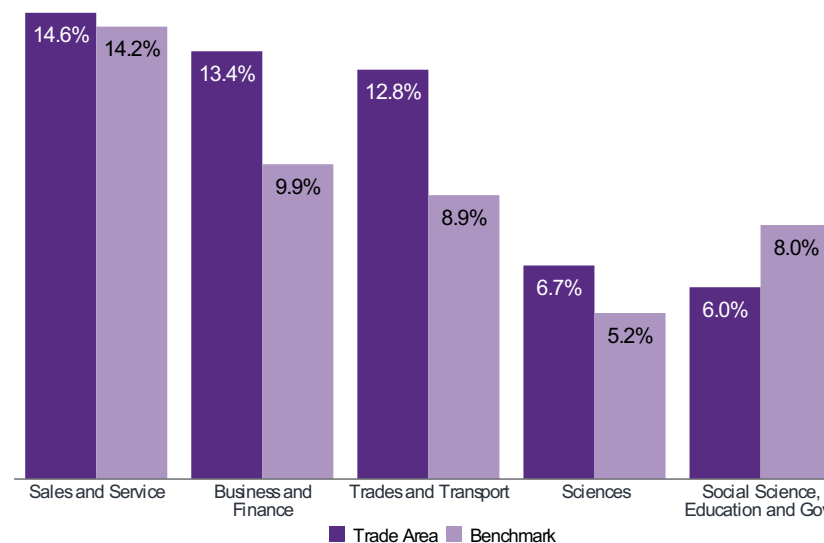
Index: 184

Travel to work by **Public Transit**

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



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\*Ranked by percent composition

Index Colours: <80 80 - 110 110+

# Demographics | Diversity

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

Population: 53,640 | Households: 13,167

## ABORIGINAL IDENTITY



0.6%

Index:24

## VISIBLE MINORITY PRESENCE



86.2%

Index:298

Belong to a  
visible minority group

## NON-OFFICIAL LANGUAGE



4.4%

Index:215

No knowledge of  
English or French

## IMMIGRATION



57.5%

Index:218

Born outside Canada

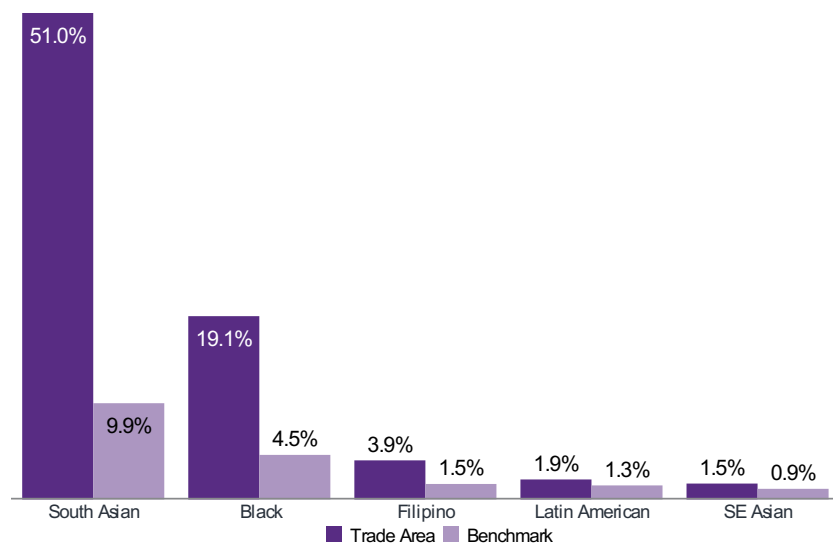
## PERIOD OF IMMIGRATION\*

2017 To Present

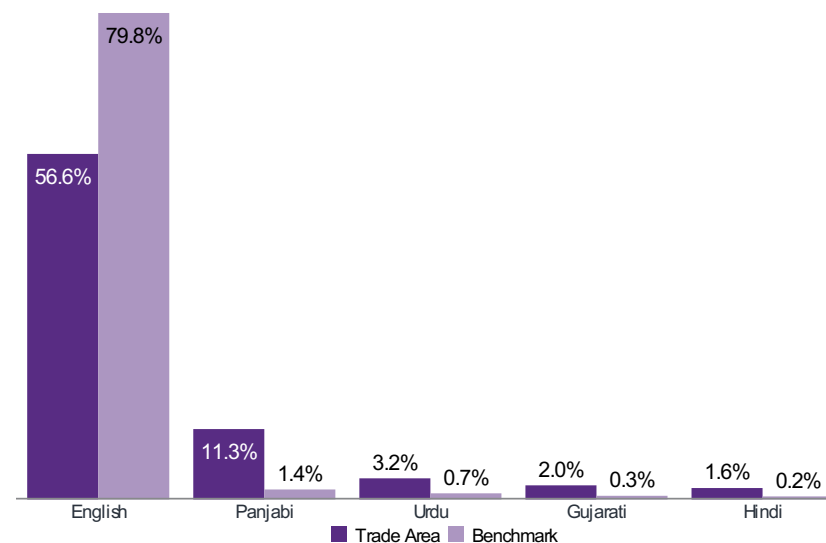
19.2%

Index:424

## VISIBLE MINORITY STATUS: TOP 5\*\*



## LANGUAGES SPOKEN AT HOME: TOP 5\*\*



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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 **99.6%** of households in Brampton - Mount Pleasant



Rank: 1  
Hhlds: 11,017  
Hhld %: 83.66  
% in Benchmark: 3.88  
Index: 2,159

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  
Hhlds: 1,678  
Hhld %: 12.74  
% in Benchmark: 2.97  
Index: 429

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: 3  
Hhlds: 229  
Hhld %: 1.74  
% in Benchmark: 1.77  
Index: 98

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  
Hhlds: 113  
Hhld %: 0.86  
% in Benchmark: 1.96  
Index: 44

The search for jobs and an affordable lifestyle helped create Diverse & Determined. Found in the urban fringe of big cities like Vancouver, Calgary, Edmonton and Ottawa, this segment contains a mix of younger singles and middle-aged families, including a disproportionate number of lone-parent households. Almost half of these households have moved into the area in the last five years. Over a third of residents identify as a visible minority—typically South Asian, black, Filipino, Arab or Latin American—most having arrived since 2001. Drawn to the less expensive housing and less intense city living, Diverse & Determined residents typically live in low-rise apartments or row houses; nearly two-thirds live in condominiums. With educations ranging from high school to university, the adults here earn midscale incomes from various jobs in manufacturing, remediation services, business and the trades. Almost half the households are without children, meaning many can devote more of their discretionary income to leisure activities. Residents score high for going to casinos, sports bars, nightclubs and sporting events. Strong on the value Ostentatious Consumption, they try to impress others by acquiring objects that convey affluence.



Rank: 5  
Hhlds: 80  
Hhld %: 0.61  
% in Benchmark: 4.11  
Index: 15

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.

# Psychographics | SocialValues Overview

Trade Area: Brampton - Mount Pleasant



## Strong Values

Values	Index
Consumption Evangelism	153
Attraction For Crowds	151
Advertising as Stimulus	150
Religiosity	144
Brand Genuineness	142
Fear of Violence	142
Community Involvement	141
Ostentatious Consumption	141
Fatalism	140
Interest in the Unexplained	140



## Descriptions | Top 3 Strong Values

### Consumption Evangelism

Desire to exercise real leadership among one's peer group in adopting brands, products and services. Consumers who are strong on this construct are enthusiastic, even passionate, about what they buy and are very well informed about product features and competitive products. These are the people others consult before buying something. Because of their large, well-maintained social network, they wield great influence when it comes to promoting a brand, product or service.

### Attraction For Crowds

Enjoyment of being in large crowds as a means of deindividuation and connection-seeking.

### Advertising as Stimulus

Tendency to enjoy viewing advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards.



## Weak Values

Values	Index
Rejection of Orderliness	59
Ecological Concern	70
Flexible Families	72
Aversion to Complexity	74
Skepticism Towards Advertising	76
Utilitarian Consumerism	76
Personal Control	78
Parochialism	80
Fulfillment Through Work	81
Racial Fusion	83



## Descriptions | Top 3 Weak Values

### Rejection of Orderliness

Living with a certain amount of disorder as an expression of oneself. Also, a desire to distance oneself from society's traditional moral code governing good manners and the golden rule in favour of a more informal and relaxed approach to life.

### Ecological Concern

A tendency to believe that today's environmental problems are a result of industrial and personal disregard for the environment. People strong on this construct feel that environmental destruction is unacceptable and reject the notion that job protection or economic advancement should be allowed at the expense of environmental protection. They also reject the idea that any one person is too small to make a contribution to this project

### 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".

## Financial and Expenditure Overview

# Financial | WealthScapes Overview

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

WealthScapes Households: 12,945

## INCOME\*

Household Income

**\$ 120,405**

Index: 104

Household Disposable Income

**\$ 98,223**

Index: 107

Household Discretionary Income

**\$ 62,756**

Index: 97

Annual RRSP Contributions

**\$ 3,284**

Index: 92

## WEALTH\*



Net Worth

% Holders

100.0% Index: 100

Balance

**\$615,288**

Index: 84

## ASSETS\*



Savings

% Holders

95.6% Index: 101

Balance

**\$44,149**

Index: 58



Investments

% Holders

56.4% Index: 94

Balance

**\$143,326**

Index: 42



Unlisted Shares

% Holders

9.6% Index: 78

Balance

**\$140,945**

Index: 44



Real Estate

% Holders

90.6% Index: 119

Balance

**\$925,756**

Index: 124



Liquid Assets

% Holders

98.5% Index: 100

Balance

**\$142,683**

Index: 43

## DEBT\*



Consumer Debt

% Holders

91.0% Index: 100

Balance

**\$92,962**

Index: 140



Mortgage Debt

% Holders

68.3% Index: 147

Balance

**\$428,643**

Index: 144

## FINANCIAL RATIO



Debt: Asset

% Holders

0.38% Index: 179

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 - Mount Pleasant

WealthScapes Households: 12,945

## FINANCIAL RATIOS\*



Debt: Asset

0.38

Index: 179



Debt: Liquid Assets

2.68

Index: 438



Consumer Debt - Discr. Income

1.35

Index: 144



Savings - Investments

0.74

Index: 123



Pension - Non-Pension Assets

0.09

Index: 40



Real Estate Assets - Liq. Assets

5.97

Index: 340



Mortgage - Real Estate Assets

0.35

Index: 144



Mortgage - Consumer Debt

3.46

Index: 151

Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

# Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

Households: 13,168

Total Aggregate Current Consumption: \$1,238,437,930

## Average Current Consumption

\$94,049

Index: 115

## Average Household Income










\$118,703

Index: 103

## Average Disposable Income

\$96,099

Index: 107

 <p><b>Shelter</b></p> <p>Avg. Dollars/Household <b>\$26,721</b> Index: 127</p> <p>Pct. of Total Expenditure <b>28.4%</b> Index: 110</p>	 <p><b>Food</b></p> <p>Avg. Dollars/Household <b>\$14,841</b> Index: 116</p> <p>Pct. of Total Expenditure <b>15.8%</b> Index: 101</p>	 <p><b>Transportation</b></p> <p>Avg. Dollars/Household <b>\$14,807</b> Index: 108</p> <p>Pct. of Total Expenditure <b>15.7%</b> Index: 93</p>
 <p><b>Household Operation</b></p> <p>Avg. Dollars/Household <b>\$5,611</b> Index: 98</p> <p>Pct. of Total Expenditure <b>6.0%</b> Index: 85</p>	 <p><b>Household Furnishings</b></p> <p>Avg. Dollars/Household <b>\$5,524</b> Index: 139</p> <p>Pct. of Total Expenditure <b>5.9%</b> Index: 120</p>	 <p><b>Health Care</b></p> <p>Avg. Dollars/Household <b>\$5,515</b> Index: 101</p> <p>Pct. of Total Expenditure <b>5.9%</b> Index: 88</p>
 <p><b>Clothing</b></p> <p>Avg. Dollars/Household <b>\$4,705</b> Index: 142</p> <p>Pct. of Total Expenditure <b>5.0%</b> Index: 124</p>	 <p><b>Recreation</b></p> <p>Avg. Dollars/Household <b>\$4,063</b> Index: 85</p> <p>Pct. of Total Expenditure <b>4.3%</b> Index: 74</p>	 <p><b>Education</b></p> <p>Avg. Dollars/Household <b>\$3,646</b> Index: 170</p> <p>Pct. of Total Expenditure <b>3.9%</b> Index: 148</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 - Mount Pleasant

Households: 13,168

## Average Household Income

**\$118,703**

Index: 103

## Average Food Expenditure

**\$14,841**

Index: 116

## Average Spend on Food from Restaurants

**\$4,811**









Index: 119

## Average Spend on Food from Stores

**\$10,031**

Index: 115

**Total Aggregate Food Expenditure: \$ 195,432,086**

 <b>Bakery</b> Avg. Dollars/Household <b>\$927</b> Index: 106 Pct. of Total Expenditure 9.2% Index: 93		 <b>Cereal Products</b> Avg. Dollars/Household <b>\$591</b> Index: 116 Pct. of Total Expenditure 5.9% Index: 101		 <b>Fruit and nuts</b> Avg. Dollars/Household <b>\$1,257</b> Index: 115 Pct. of Total Expenditure 12.5% Index: 100	
 <b>Vegetables</b> Avg. Dollars/Household <b>\$1,061</b> Index: 115 Pct. of Total Expenditure 10.6% Index: 100		 <b>Dairy products &amp; Eggs</b> Avg. Dollars/Household <b>\$1,659</b> Index: 129 Pct. of Total Expenditure 16.5% Index: 113		 <b>Meat</b> Avg. Dollars/Household <b>\$1,709</b> Index: 109 Pct. of Total Expenditure 17.0% Index: 95	
 <b>Fish &amp; Seafood</b> Avg. Dollars/Household <b>\$307</b> Index: 104 Pct. of Total Expenditure 3.1% Index: 91		 <b>Beverages &amp; Other Food</b> Avg. Dollars/Household <b>\$2,521</b> Index: 114 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+
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## Post COVID-19 Activities



Trade Area: Brampton - Mount Pleasant

Household Population 14+: 42,648

## Activities Look Forward To Doing

	%	Base %	Index
<b>Socializing</b>			
Dating	11.3	11.0	102
Going to restaurants, bars or night clubs	48.0	55.1	87
Having physical Contact with family and friends	52.0	57.7	90
Participating in group activities	34.8	38.7	90
Partying	19.6	15.8	125
Seeing family and friends in person	58.8	62.8	94
<b>Entertainment</b>			
Attending events, festivals or concerts	42.4	42.9	99
Attending sports events (excludes professional sports)	24.3	18.2	133
Attending to professional sports events or games	22.7	25.4	89
Going to the movies	50.3	45.7	110
<b>Movement &amp; Travel</b>			
Driving more	13.1	16.1	81
Shopping in-store	43.8	42.9	102
Spending time outdoors	38.4	32.5	118
Travelling outside of Canada/ abroad	53.2	53.2	100
Travelling within Canada	48.3	49.9	97
Using public transit	19.8	13.7	145
<b>Personal</b>			
Getting back to old habits	33.9	36.2	94
Going to a salon, barber shop or spa	32.1	33.7	95
Going to the gym	23.8	22.6	105
<b>Education/Work</b>			
Children going back to school	24.7	20.3	122
Going back to work	22.6	17.6	129
<b>Other</b>			
Not Stated	0.7	0.6	120

Benchmark: Southern Ontario

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(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+
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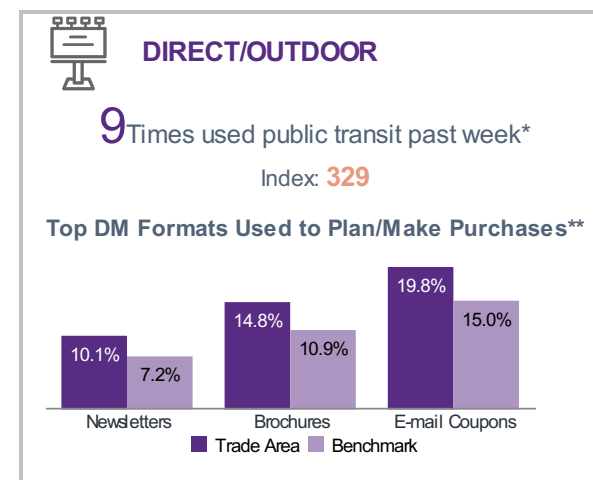
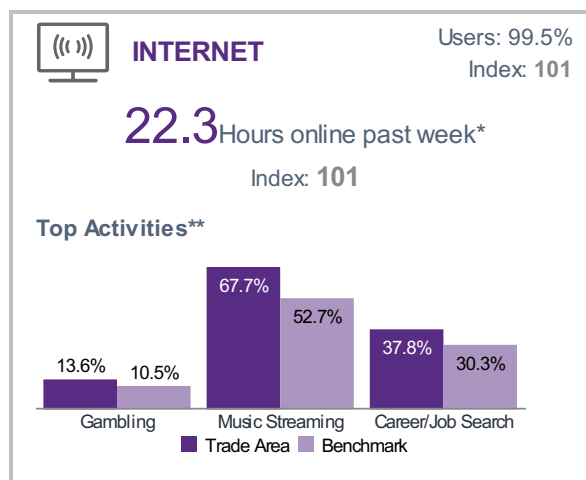
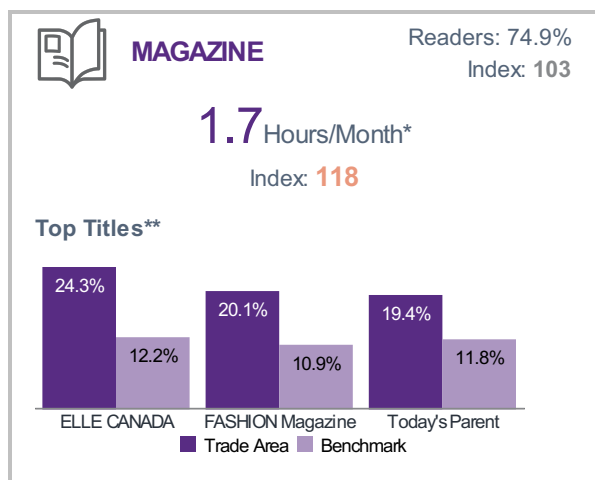
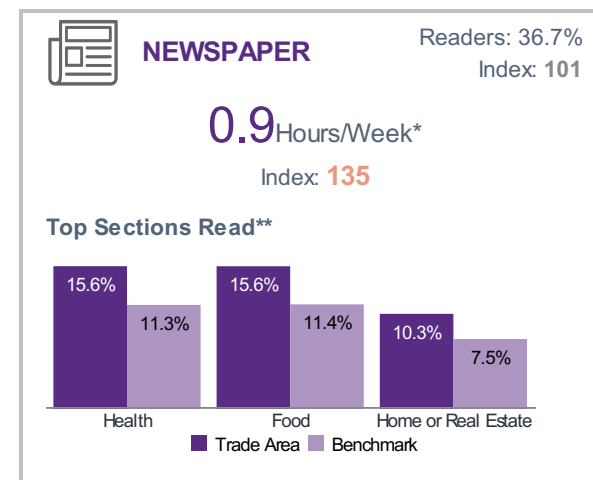
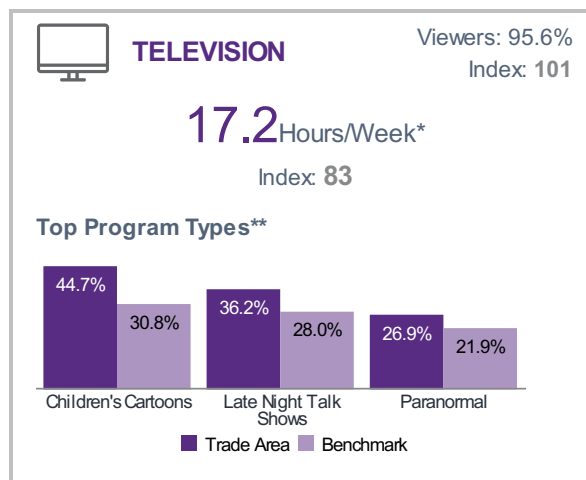
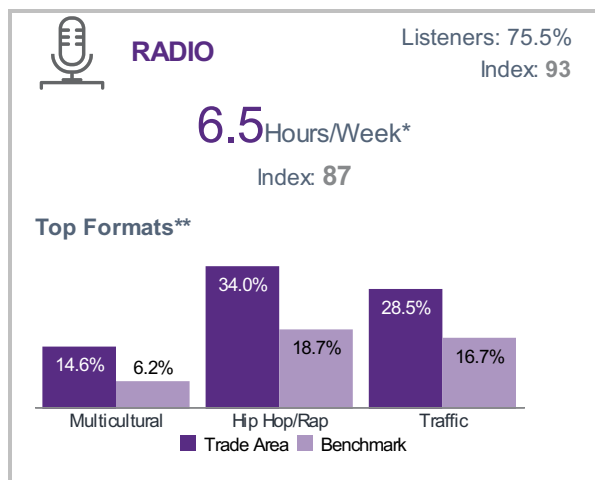
## Media and Social Media Overview

# Behavioural | Media Overview

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

Household Population 14+: 42,648



Benchmark: Southern Ontario

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\* Consumption values based to variable's incidence count.

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

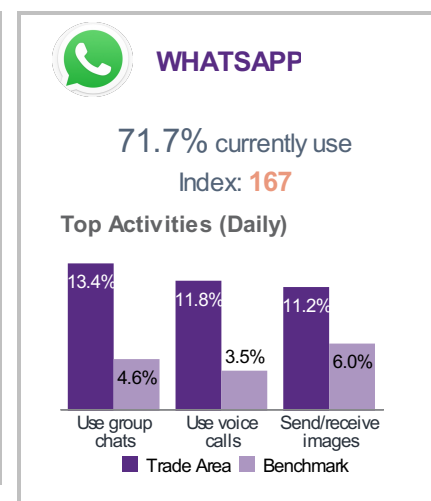
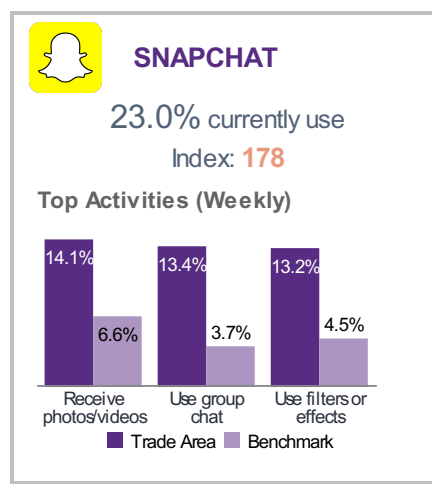
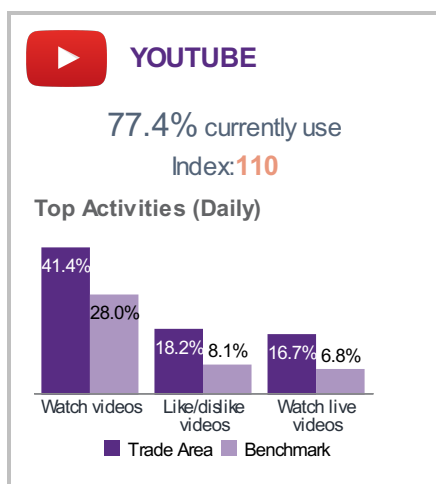
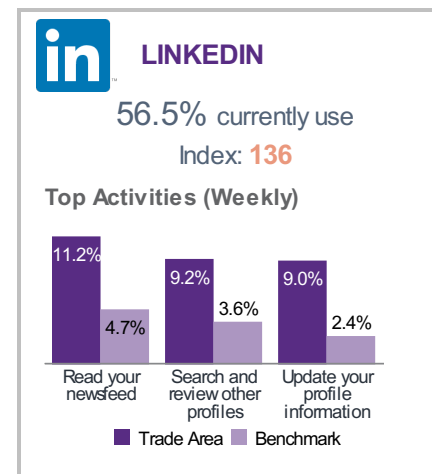
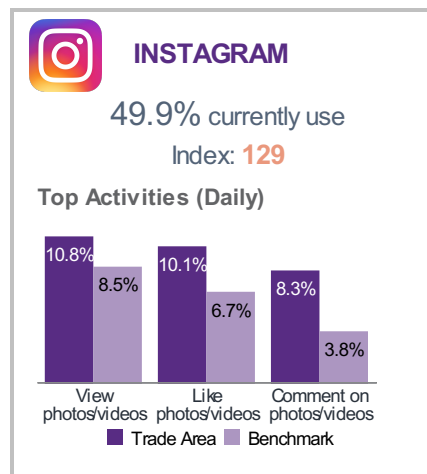
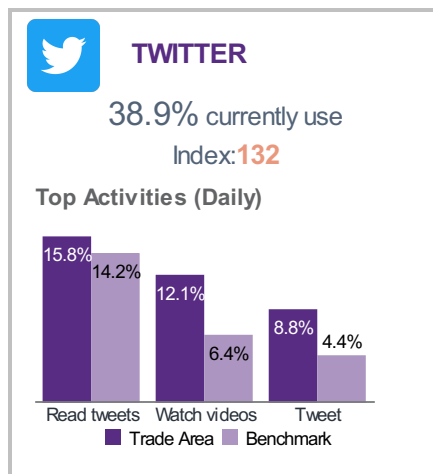
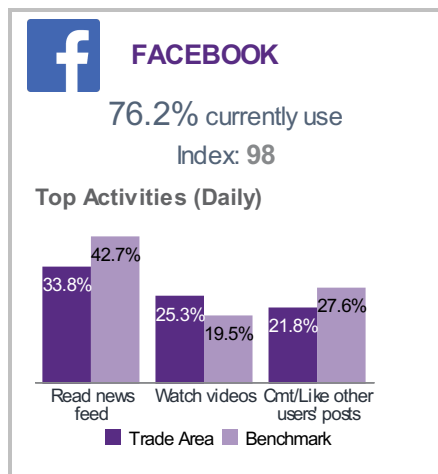
Index Colours: <80 80 - 110 110+

# Opticks Social | Social Media Activities

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

Household Population 18+: 39,604



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+
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# Opticks Social | Social Media Usage

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

Household Population 18+: 39,604

## FRIENDS IN ALL SM NETWORKS



22.9%

Index: 65

0-49 friends

## FREQUENCY OF USE (DAILY)



52.8%

Index: 224

WhatsApp

## BRAND INTERACTION



41.7%

Index: 121

Like brand on Facebook

## NO. OF BRANDS INTERACTED

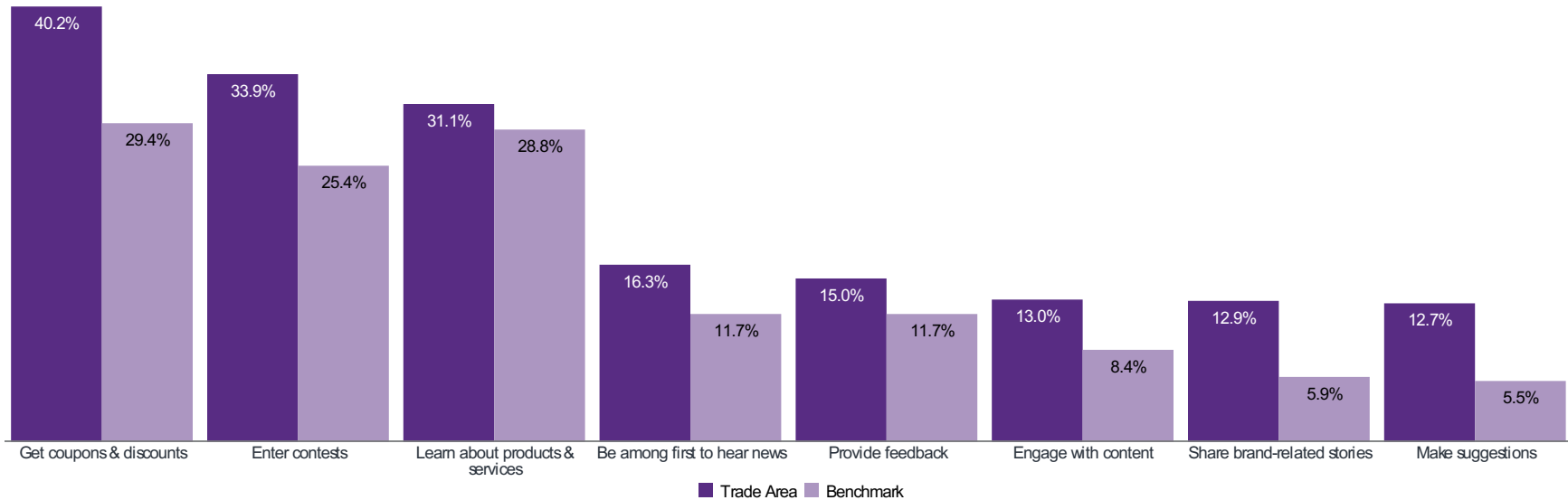


35.9%

Index: 117

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+
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## Online Shopping Attitudes and Behaviours

# Opticks eShopper | Online Shopping Attitudes

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

Total Household Population 18+:39,604



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

% Comp 79.0 Index 90



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

% Comp 61.9 Index 127



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

% Comp 76.3 Index 91



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

% Comp 57.7 Index 140



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

% Comp 64.1 Index 113



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

% Comp 45.2 Index 150

Benchmark: Southern Ontario

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Ranked by percent composition.

Index Colours: <80 80 - 110 110+

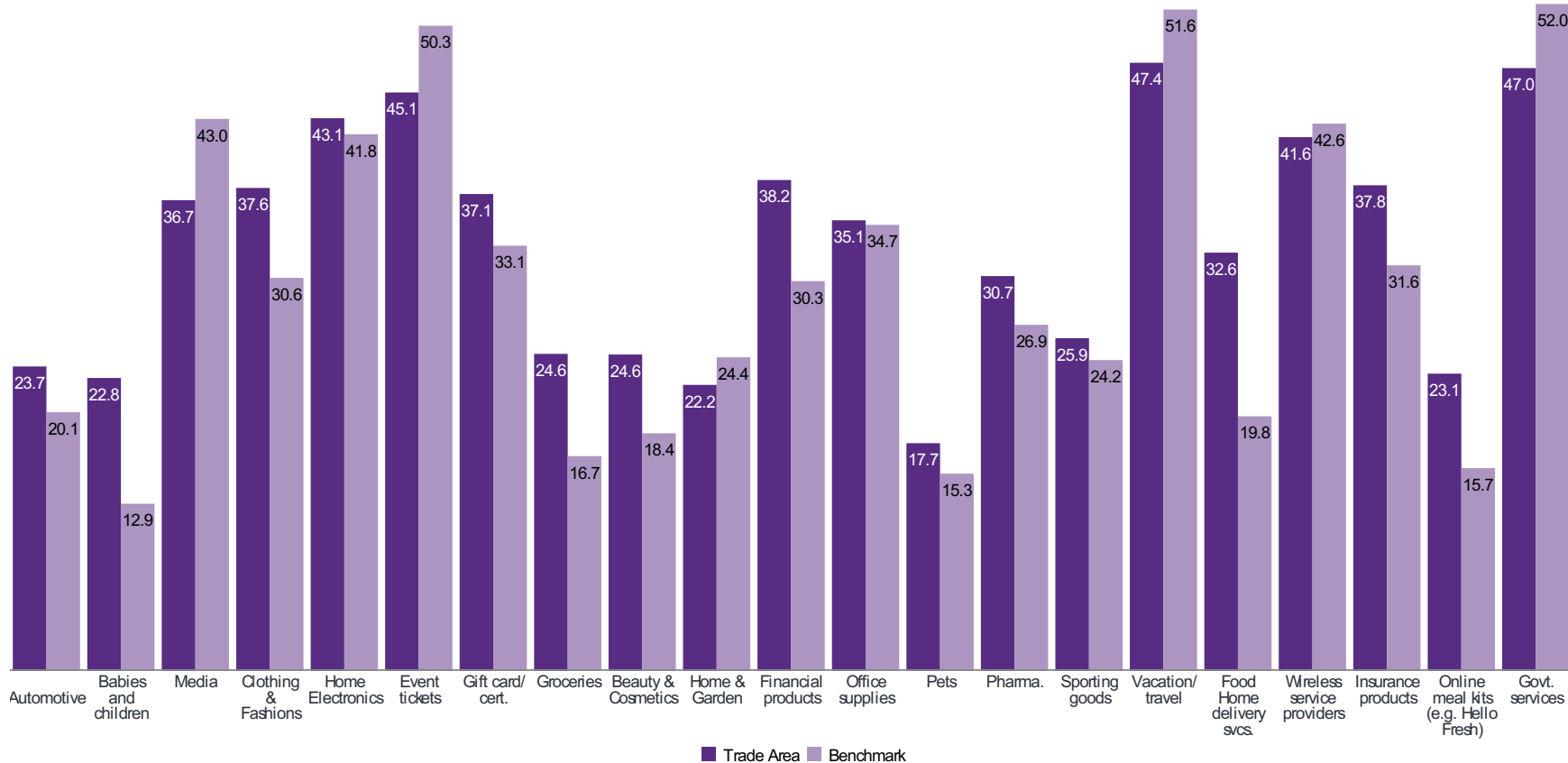
# Opticks eShopper | Purchase Preference by Category

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

Total Household Population 18+: 39,604

## 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

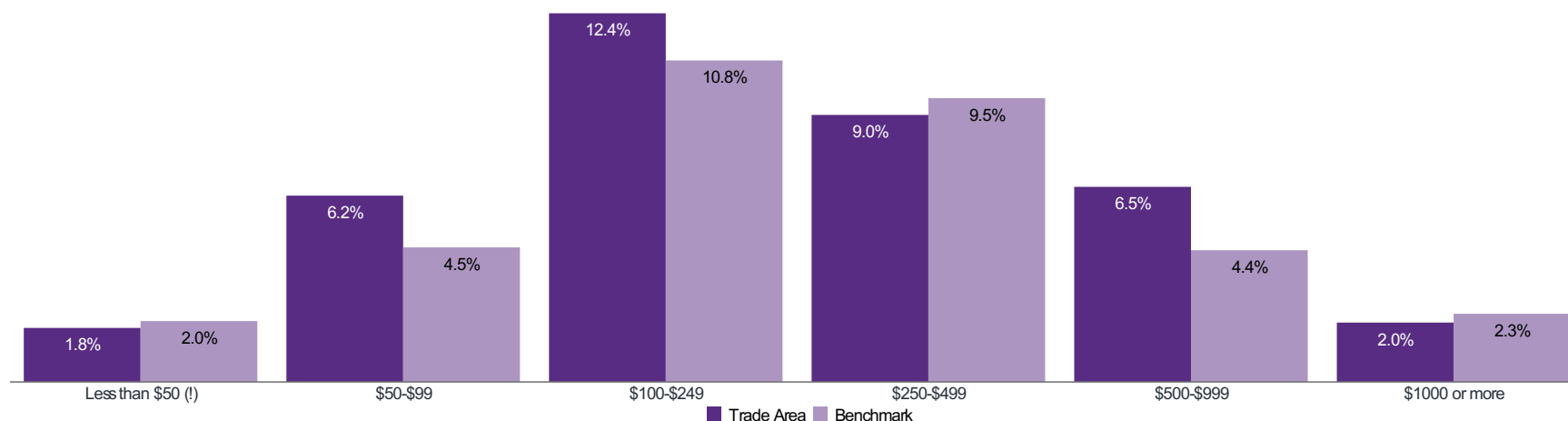
Trade Area: Brampton - Mount Pleasant

Total Household Population 18+: 39,604

## 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	45.6% Index: 74	41.8% Index: 113	20.4% Index: 166	10.0% Index: 315
Purchase preference	55.8% Index: 74	37.6% Index: 123	18.7% Index: 191	6.4% Index: 249
Customer Service	38.8% Index: 63	22.1% Index: 124	10.9% Index: 190	24.6% Index: 114

## 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

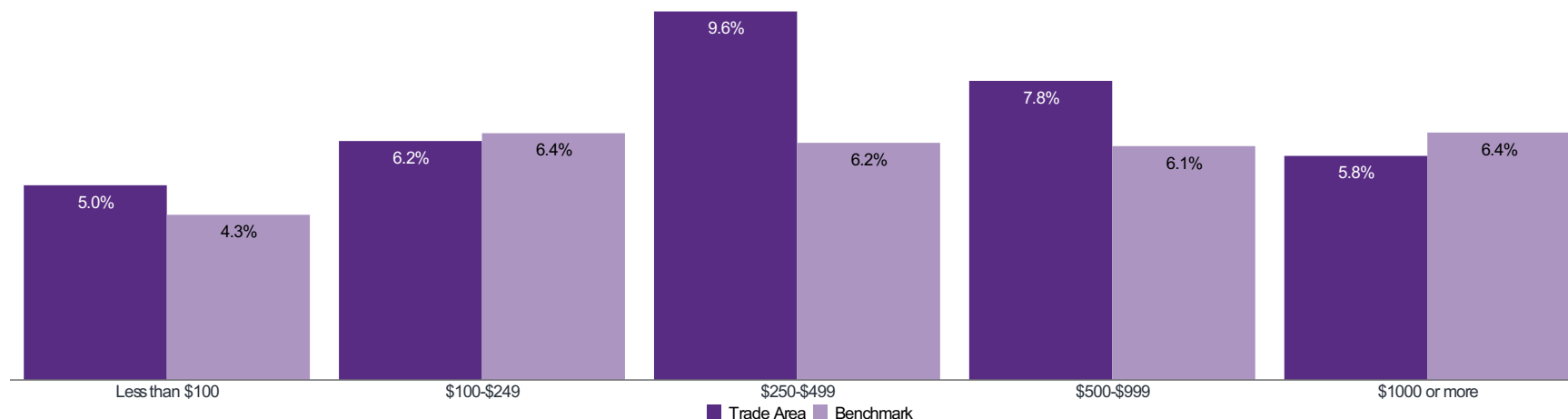
Trade Area: Brampton - Mount Pleasant

Total Household Population 18+: 39,604

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>HOME ELECTRONICS &amp; COMPUTERS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	41.7% Index: 83	47.6% Index: 87	25.9% Index: 166	12.2% Index: 148
Purchase preference	49.2% Index: 72	43.1% Index: 103	20.0% Index: 181	13.4% Index: 207
Customer Service	39.0% Index: 69	26.2% Index: 105	12.5% Index: 170	28.2% Index: 76

## 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

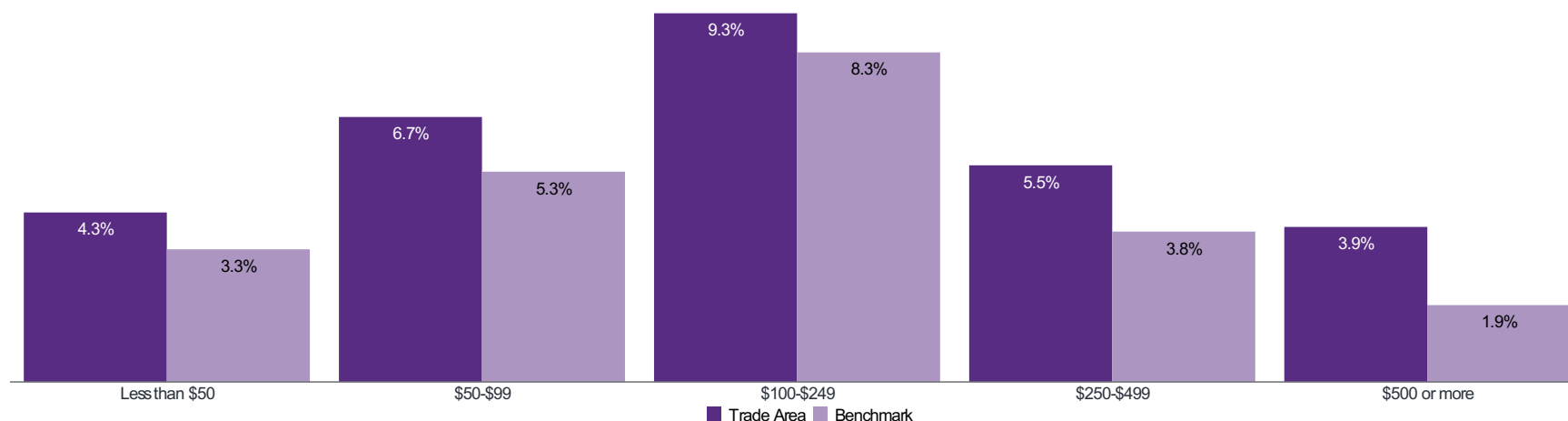
Trade Area: Brampton - Mount Pleasant

Total Household Population 18+: 39,604

## 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	33.0% Index: 69	41.9% Index: 119	19.7% Index: 179	6.1% Index: 173
Purchase preference	44.5% Index: 74	37.1% Index: 112	16.7% Index: 191	5.4% Index: 175
Customer Service	30.3% Index: 71	25.5% Index: 124	12.8% Index: 210	20.8% Index: 75

## 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 | Groceries Deep Dive

ENVIRONICS  
ANALYTICS

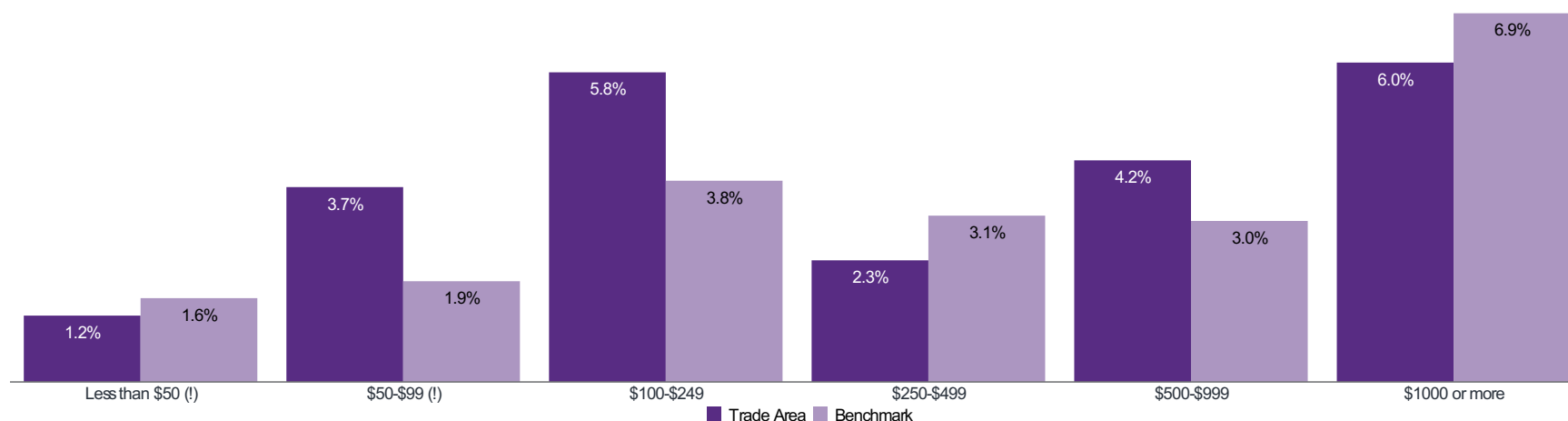
Trade Area: Brampton - Mount Pleasant

Total Household Population 18+: 39,604

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GROCERIES</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	59.3% Index:82	28.0% Index:113	17.1% Index:154	5.9% Index:217
Purchase preference	63.8% Index:76	24.6% Index:148	11.3% Index:181	9.1% Index:371
Customer Service	45.8% Index:66	16.8% Index:146	9.9% Index:249	18.3% 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 | Beauty & Cosmetics Deep Dive

ENVIRONICS  
ANALYTICS

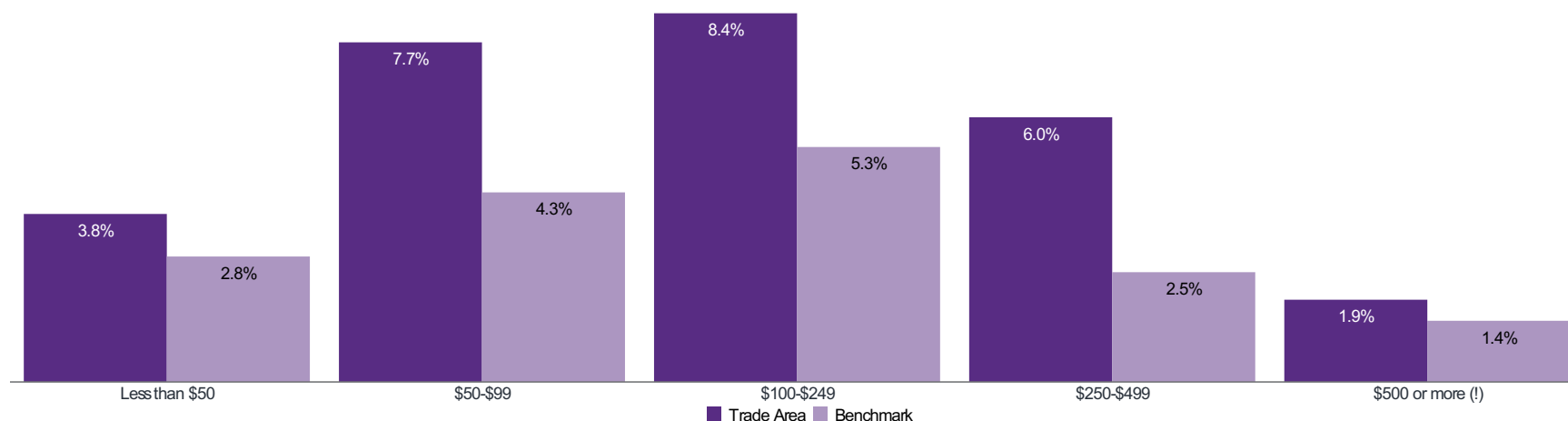
Trade Area: Brampton - Mount Pleasant

Total Household Population 18+: 39,604

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>BEAUTY &amp; COSMETICS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	32.2% Index:91	30.2% Index:137	17.8% Index:219	6.5% Index:231
Purchase preference	41.8% Index:90	24.6% Index:133	14.0% Index:218	7.2% Index:314
Customer Service	30.6% Index:84	19.8% Index:158	8.3% Index:190	17.1% Index:116

## 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

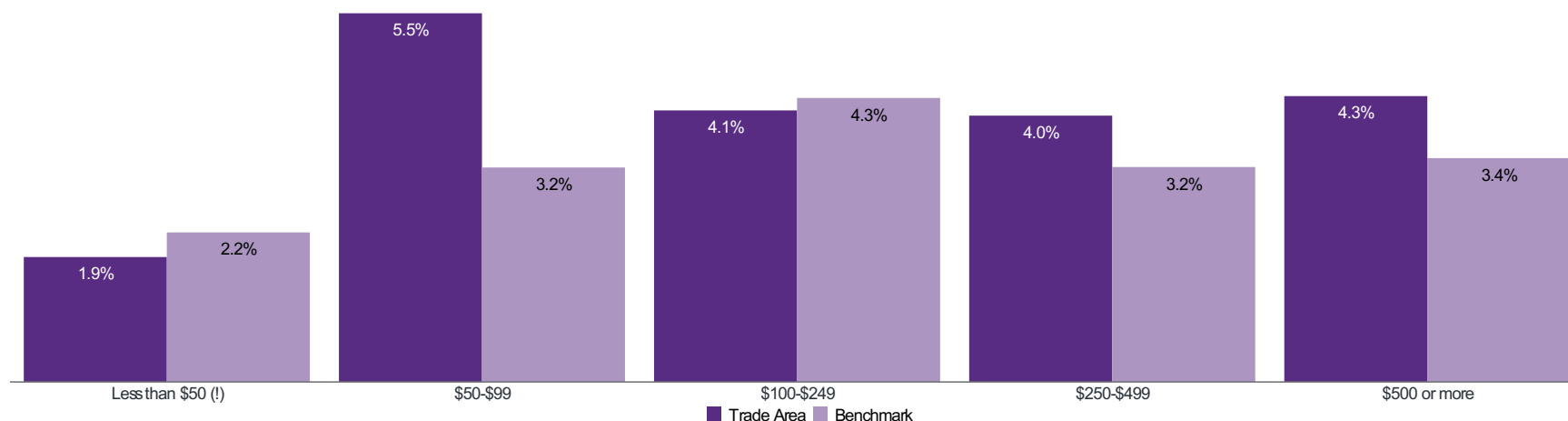
Trade Area: Brampton - Mount Pleasant

Total Household Population 18+: 39,604

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>HOME &amp; GARDEN</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	39.7% Index:77	33.0% Index:87	20.2% Index:177	10.0% Index:175
Purchase preference	51.2% Index:75	22.2% Index:91	15.1% Index:216	8.7% Index:242
Customer Service	38.0% Index:70	18.3% Index:115	10.2% Index:213	21.7% 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 | Sporting Goods Deep Dive

ENVIRONICS  
ANALYTICS

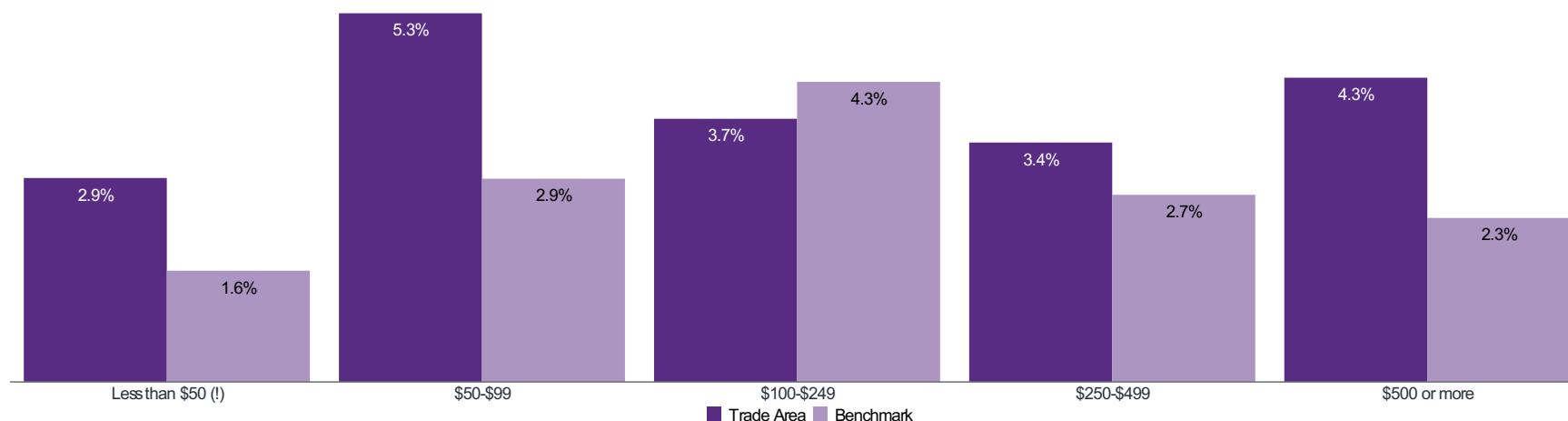
Trade Area: Brampton - Mount Pleasant

Total Household Population 18+: 39,604

## 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	27.4% Index:70	32.4% Index:100	19.0% Index:180	8.0% Index:205
Purchase preference	40.2% Index:77	25.9% Index:107	12.1% Index:161	6.7% Index:221
Customer Service	26.7% Index:64	18.9% Index:125	11.3% Index:221	19.5% 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 | Vacation/Travel Deep Dive

ENVIRONICS  
ANALYTICS

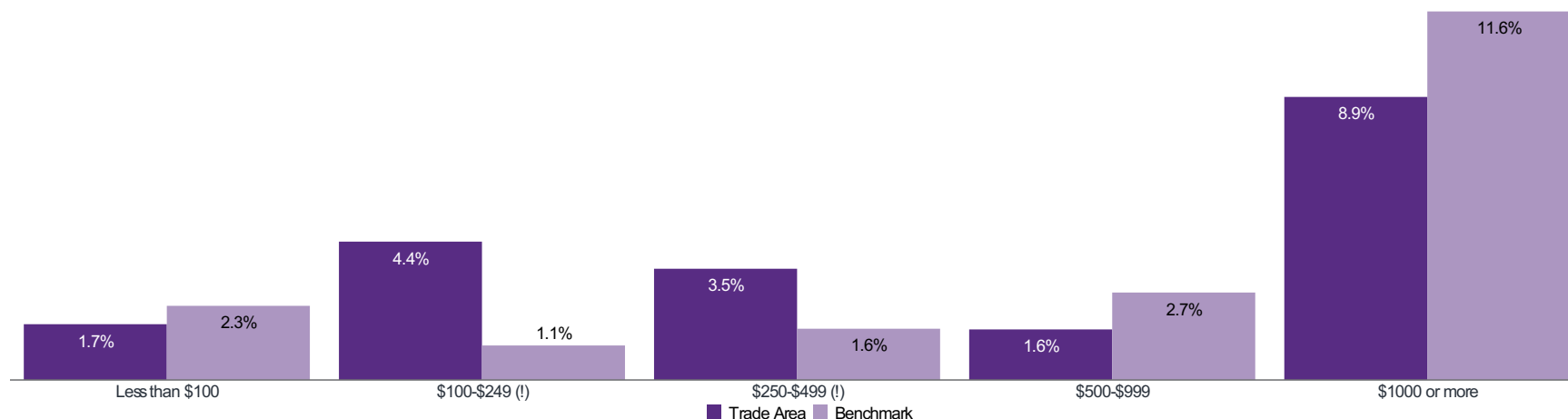
Trade Area: Brampton - Mount Pleasant

Total Household Population 18+: 39,604

## 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	47.6% Index:82	25.4% Index:169	18.0% Index:112
Purchase preference	21.1% Index:73	47.4% Index:92	15.1% Index:158	17.8% Index:99
Customer Service	20.7% Index:71	27.3% Index:100	11.4% Index:165	35.0% Index:80

## 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+



## Store Loyalty

# ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

Households: 13,168

## 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 - Mount Pleasant

Households: 13,168

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



45.1%

Index: 76

Short checkout lines/fast checkout



44.8%

Index: 125

Easy to get in and get out quickly



39.7%

Index: 92

Has extended hours



39.4%

Index: 143

Staff are friendly and knowledgeable



39.2%

Index: 116

Organized layout makes it easy to shop



38.3%

Index: 92

Has self-checkout



35.4%

Index: 258

I like the store ambiance



22.6%

Index: 113

Offers an online shopping option (!)



15.8%

Index: 178

Benchmark: Southern Ontario

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

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

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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

ENVIRONICS  
ANALYTICS

Trade Area: Brampton - Mount Pleasant

Households: 13,168

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



65.4%

Index: 99

Store has great sales and promotions



63.8%

Index: 95

Store has the lowest prices overall



53.4%

Index: 92

Store has a customer loyalty card program



44.9%

Index: 91

Has loyalty prog. app and offers pers. promos



37.0%

Index: 126

I'm loyal to their store brands



25.5%

Index: 111

### OUT OF STOCK ITEM

	% Base	% Pen	Index	
Psychographics - Shopping Preferences				
Postpone the purchase	31.4	40.2	0.3	78
Leave the store and buy it elsewhere	38.4	30.9	0.4	124
Purchase another brand	22.7	21.2	0.3	107
Purchase another size or variety of the same brand (!)	7.5	7.7	0.3	98

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 - Mount Pleasant 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%	532,959	100%	2.76%	100	518,747	100%	2.69%	100	423,952	100%	2.20%	100	450,186	100%	2.33%	100	768,491	100%	3.98%	100
3521010	Brampton, ON (CY)	596,084	3.09%	270,621	50.78%	45.40%	1644	258,698	49.87%	43.40%	1615	221,879	52.34%	37.22%	1695	237,341	52.72%	39.82%	1707	322,860	42.01%	54.16%	1360
3520005	Toronto, ON (C)	2,568,898	13.31%	52,703	9.89%	2.05%	74	53,787	10.37%	2.09%	78	41,314	9.75%	1.61%	73	43,075	9.57%	1.68%	72	95,344	12.41%	3.71%	93
3521005	Mississauga, ON (CY)	642,951	3.33%	56,721	10.64%	8.82%	320	54,438	10.49%	8.47%	315	42,291	9.98%	6.58%	299	45,562	10.12%	7.09%	304	89,502	11.65%	13.92%	350
3524015	Halton Hills, ON (T)	53,559	0.28%	21,077	3.95%	39.35%	1425	19,376	3.74%	36.18%	1346	18,010	4.25%	33.63%	1531	19,060	4.23%	35.59%	1526	27,008	3.51%	50.43%	1267
3524009	Milton, ON (T)	106,330	0.55%	11,288	2.12%	10.62%	384	10,983	2.12%	10.33%	384	9,248	2.18%	8.70%	396	10,182	2.26%	9.58%	411	19,112	2.49%	17.97%	451
3521024	Caledon, ON (T)	68,255	0.35%	14,779	2.77%	21.65%	784	13,716	2.64%	20.09%	748	9,233	2.18%	13.53%	616	11,967	2.66%	17.53%	752	18,961	2.47%	27.78%	698
3519028	Vaughan, ON (CY)	264,447	1.37%	10,408	1.95%	3.94%	143	10,837	2.09%	4.10%	152	7,646	1.80%	2.89%	132	9,648	2.14%	3.65%	156	18,297	2.38%	6.92%	174
3525005	Hamilton, ON (C)	483,265	2.50%	6,225	1.17%	1.29%	47	7,856	1.51%	1.63%	60	5,499	1.30%	1.14%	52	5,296	1.18%	1.10%	47	13,358	1.74%	2.76%	69
3523008	Guelph, ON (CY)	121,691	0.63%	6,309	1.18%	5.18%	188	5,924	1.14%	4.87%	181	5,824	1.37%	4.79%	218	5,772	1.28%	4.74%	203	11,842	1.54%	9.73%	244
3524001	Oakville, ON (T)	174,424	0.90%	5,565	1.04%	3.19%	116	5,894	1.14%	3.38%	126	4,857	1.15%	2.78%	127	3,857	0.86%	2.21%	95	10,270	1.34%	5.89%	148

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2019 Brampton - Mount Pleasant 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
41,857	35,612	85.1	34,161	81.6	33,182	79.3	34,547	82.5	36,645	87.5

**2019 Brampton - Mount Pleasant 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	777,584	36,645	4.7	740,939	95.3

**2020 Brampton - Mount Pleasant 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
	<b>Total</b>	<b>19,302,713</b>	<b>100%</b>	<b>305,754</b>	<b>100%</b>	<b>1.58%</b>	<b>100</b>	<b>421,607</b>	<b>100%</b>	<b>2.18%</b>	<b>100</b>	<b>378,741</b>	<b>100%</b>	<b>1.96%</b>	<b>100</b>	<b>352,506</b>	<b>100%</b>	<b>1.83%</b>	<b>100</b>	<b>613,347</b>	<b>100%</b>	<b>3.18%</b>	<b>100</b>
3521010	Brampton, ON (CY)	596,084	3.09%	176,902	57.86%	29.68%	1874	224,811	53.32%	37.71%	1727	216,289	57.11%	36.28%	1849	194,069	55.05%	32.56%	1783	277,753	45.28%	46.60%	1466
3521005	Mississauga, ON (CY)	642,951	3.33%	30,384	9.94%	4.73%	298	46,487	11.03%	7.23%	331	40,308	10.64%	6.27%	320	34,752	9.86%	5.41%	296	76,812	12.52%	11.95%	376
3520005	Toronto, ON (C)	2,568,898	13.31%	24,324	7.96%	0.95%	60	39,952	9.48%	1.56%	71	30,740	8.12%	1.20%	61	30,117	8.54%	1.17%	64	66,918	10.91%	2.60%	82
3524015	Halton Hills, ON (T)	53,559	0.28%	12,296	4.02%	22.96%	1449	15,514	3.68%	28.97%	1326	13,716	3.62%	25.61%	1305	15,985	4.53%	29.84%	1634	22,347	3.64%	41.72%	1313
3524009	Milton, ON (T)	106,330	0.55%	5,341	1.75%	5.02%	317	8,512	2.02%	8.00%	366	7,254	1.92%	6.82%	348	8,451	2.40%	7.95%	435	15,407	2.51%	14.49%	456
3521024	Caledon, ON (T)	68,255	0.35%	7,341	2.40%	10.76%	679	10,423	2.47%	15.27%	699	9,720	2.57%	14.24%	726	8,440	2.39%	12.37%	677	15,163	2.47%	22.21%	699
3519028	Vaughan, ON (CY)	264,447	1.37%	4,490	1.47%	1.70%	107	7,400	1.76%	2.80%	128	6,962	1.84%	2.63%	134	5,063	1.44%	1.91%	105	12,819	2.09%	4.85%	153
3525005	Hamilton, ON (C)	483,265	2.50%	3,395	1.11%	0.70%	44	5,225	1.24%	1.08%	50	3,853	1.02%	0.80%	41	3,989	1.13%	0.83%	45	9,557	1.56%	1.98%	62
3523008	Guelph, ON (CY)	121,691	0.63%	2,727	0.89%	2.24%	141	4,200	1.00%	3.45%	158	2,950	0.78%	2.42%	124	5,180	1.47%	4.26%	233	8,581	1.40%	7.05%	222
3524001	Oakville, ON (T)	174,424	0.90%	2,606	0.85%	1.49%	94	3,971	0.94%	2.28%	104	3,565	0.94%	2.04%	104	3,754	1.06%	2.15%	118	7,680	1.25%	4.40%	139

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2020 Brampton - Mount Pleasant 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
41,857	30,001	71.7	31,793	76.0	30,662	73.3	32,396	77.4	33,846	80.9

**2020 Brampton - Mount Pleasant 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	618,824	33,846	5.5	584,978	94.5

**2021 Brampton - Mount Pleasant 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
	<b>Total</b>	<b>19,302,713</b>	<b>100%</b>	<b>331,473</b>	<b>100%</b>	<b>1.72%</b>	<b>100</b>	<b>534,784</b>	<b>100%</b>	<b>2.77%</b>	<b>100</b>	<b>531,983</b>	<b>100%</b>	<b>2.76%</b>	<b>100</b>	<b>401,019</b>	<b>100%</b>	<b>2.08%</b>	<b>100</b>	<b>724,987</b>	<b>100%</b>	<b>3.76%</b>	<b>100</b>
3521010	Brampton, ON (CY)	596,084	3.09%	191,562	57.79%	32.14%	1871	269,169	50.33%	45.16%	1630	269,065	50.58%	45.14%	1638	232,601	58.00%	39.02%	1878	309,476	42.69%	51.92%	1382
3521005	Mississauga, ON (CY)	642,951	3.33%	32,689	9.86%	5.08%	296	57,479	10.75%	8.94%	323	59,009	11.09%	9.18%	333	40,071	9.99%	6.23%	300	89,481	12.34%	13.92%	371
3520005	Toronto, ON (C)	2,568,898	13.31%	26,497	7.99%	1.03%	60	51,055	9.55%	1.99%	72	49,627	9.33%	1.93%	70	31,317	7.81%	1.22%	59	81,760	11.28%	3.18%	85
3524015	Halton Hills, ON (T)	53,559	0.28%	11,444	3.45%	21.37%	1244	17,905	3.35%	33.43%	1207	19,651	3.69%	36.69%	1331	13,352	3.33%	24.93%	1200	23,082	3.18%	43.10%	1147
3521024	Caledon, ON (T)	68,255	0.35%	8,531	2.57%	12.50%	728	15,397	2.88%	22.56%	814	15,437	2.90%	22.62%	821	9,987	2.49%	14.63%	704	18,258	2.52%	26.75%	712
3519028	Vaughan, ON (CY)	264,447	1.37%	8,644	2.61%	3.27%	190	9,495	1.78%	3.59%	130	8,701	1.64%	3.29%	119	8,338	2.08%	3.15%	152	17,520	2.42%	6.63%	176
3524009	Milton, ON (T)	106,330	0.55%	6,790	2.05%	6.39%	372	11,541	2.16%	10.85%	392	10,896	2.05%	10.25%	372	7,135	1.78%	6.71%	323	17,355	2.39%	16.32%	435
3525005	Hamilton, ON (C)	483,265	2.50%	4,064	1.23%	0.84%	49	7,389	1.38%	1.53%	55	7,794	1.47%	1.61%	59	5,023	1.25%	1.04%	50	13,364	1.84%	2.77%	74
3523008	Guelph, ON (CY)	121,691	0.63%	3,501	1.06%	2.88%	168	7,314	1.37%	6.01%	217	8,928	1.68%	7.34%	266	3,634	0.91%	2.99%	144	11,442	1.58%	9.40%	250
3530013	Kitchener, ON (CY)	212,928	1.10%	1,551	0.47%	0.73%	42	5,410	1.01%	2.54%	92	6,468	1.22%	3.04%	110	2,054	0.51%	0.96%	46	9,225	1.27%	4.33%	115

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2021 Brampton - Mount Pleasant 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
41,857	27,706	66.2	31,715	75.8	30,212	72.2	32,652	78.0	32,240	77.0

**2021 Brampton - Mount Pleasant 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	736,670	32,240	4.4	704,430	95.6



Top 5 segments represent **59.2%** of customers in Southern Ontario



Rank: 1  
Customers: 221,903  
Customers %: 36.23  
% in Benchmark: 5.76  
Index: 629

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.



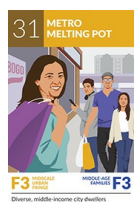
Rank: 2  
Customers: 44,406  
Customers %: 7.25  
% in Benchmark: 5.19  
Index: 140

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: 39,458  
Customers %: 6.44  
% in Benchmark: 3.30  
Index: 195

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: 4  
Customers: 34,361  
Customers %: 5.61  
% in Benchmark: 2.08  
Index: 270

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: 5  
Customers: 22,300  
Customers %: 3.64  
% in Benchmark: 4.68  
Index: 78

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly \$450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.