Community Profile: Brampton – Queen Street (Queen and 410)

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

ENVIRONICS
ANALYTICS

Date: February 24, 2022

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ENVIRONICS
ANALYTICS

Main St N

Kennedy Rd N

410

Queen St W

Queen St E

Main St S

16

Kennedy Rd S

410

0   0.4   0.8 km

0   0.3   0.5 mi

15 - Min Walk Time

Main Street Boundary

2022-01-12 12:40 PM

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Brampton - Queen Street (Queen and 410)

POPULATION

31,894

HOUSEHOLDS

12,377

MEDIAN MAINTAINER AGE

54

Index:99

MARITAL STATUS

46.3%

Index: 80

Married/Common-Law

FAMILY STATUS*

28.0%

Index:177

Total Lone-Parent Families

HOUSEHOLD SIZE

Legend: Trade Area, Benchmark
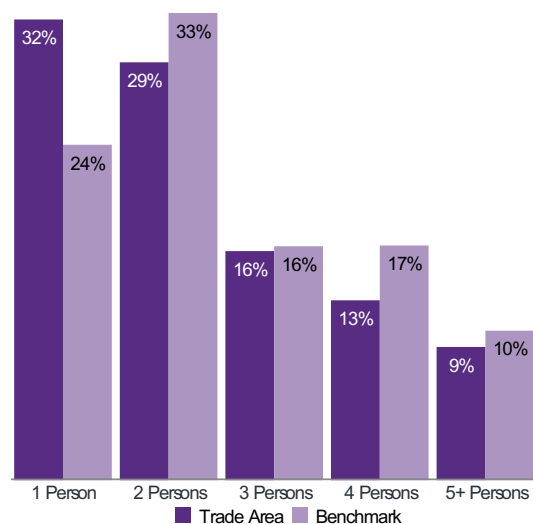
POPULATION BY AGE

	Count	%	Index
0 to 4	1,714	5.4	106
5 to 9	1,574	4.9	92
10 to 14	1,508	4.7	83
15 to 19	1,656	5.2	88
20 to 24	1,972	6.2	93
25 to 29	2,606	8.2	116
30 to 34	2,720	8.5	128
35 to 39	2,397	7.5	116
40 to 44	1,967	6.2	100
45 to 49	1,885	5.9	94
50 to 54	2,090	6.6	100
55 to 59	2,288	7.2	99
60 to 64	1,890	5.9	88
65 to 69	1,635	5.1	91
70 to 74	1,458	4.6	96
75 to 79	1,043	3.3	99
80 to 84	723	2.3	104
85+	769	2.4	109

AGE OF CHILDREN AT HOME
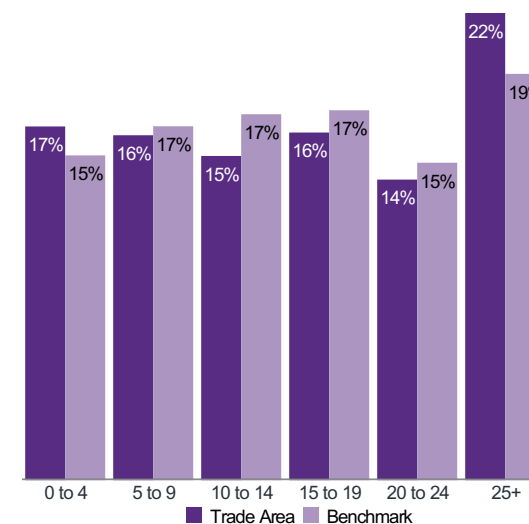
Legend: Trade Area, Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Brampton - Queen Street (Queen and 410)   **Population:** 31,894 | **Households:** 12,377

TENURE

Rented 47.7%
Owned 52.3%

STRUCTURE TYPE

45.1%
Index:58
Houses

54.8%
Index:248
Apartments

AGE OF HOUSING*

40 - 59 Years Old

% Comp:39.3   Index: 160

AVERAGE HOUSEHOLD INCOME

$84,266

Index:73

HOUSEHOLD INCOME DISTRIBUTION
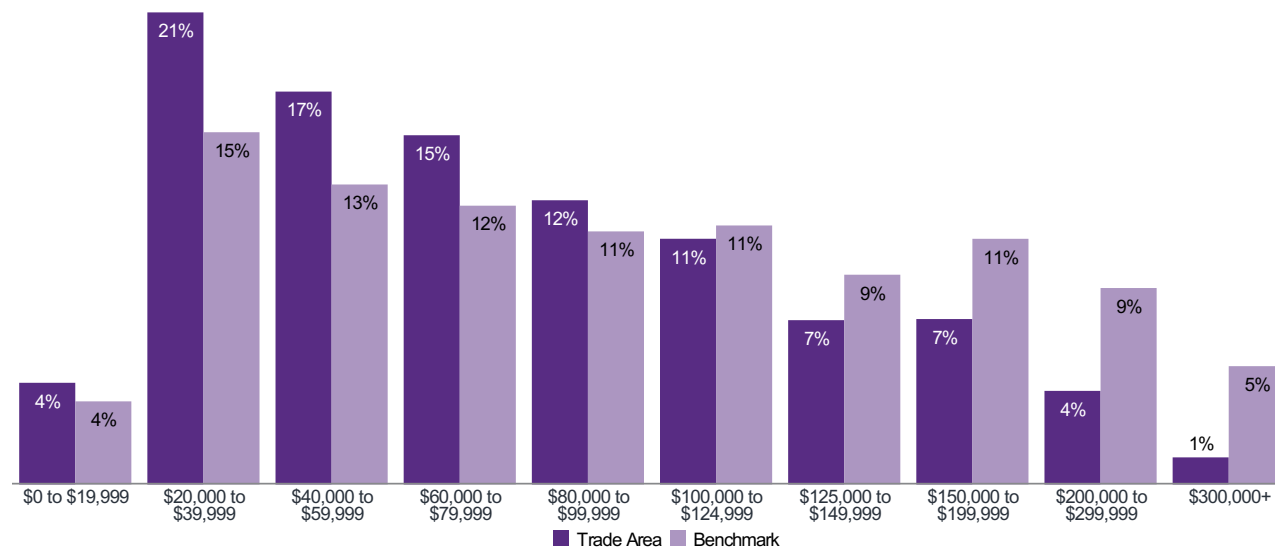
Income Range	Trade Area	Benchmark
$0 to $19,999	4%	4%
$20,000 to $39,999	21%	15%
$40,000 to $59,999	17%	13%
$60,000 to $79,999	15%	12%
$80,000 to $99,999	12%	11%
$100,000 to $124,999	11%	11%
$125,000 to $149,999	7%	9%
$150,000 to $199,999	7%	11%
$200,000 to $299,999	4%	9%
$300,000+	1%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Population: 31,894 | **Households:** 12,377

EDUCATION

18.3%
Index:**69**

University Degree

LABOUR FORCE PARTICIPATION

64.5%
Index:**99**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

31.3%
Index:**86**

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

7.8%
Index:**178**

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT
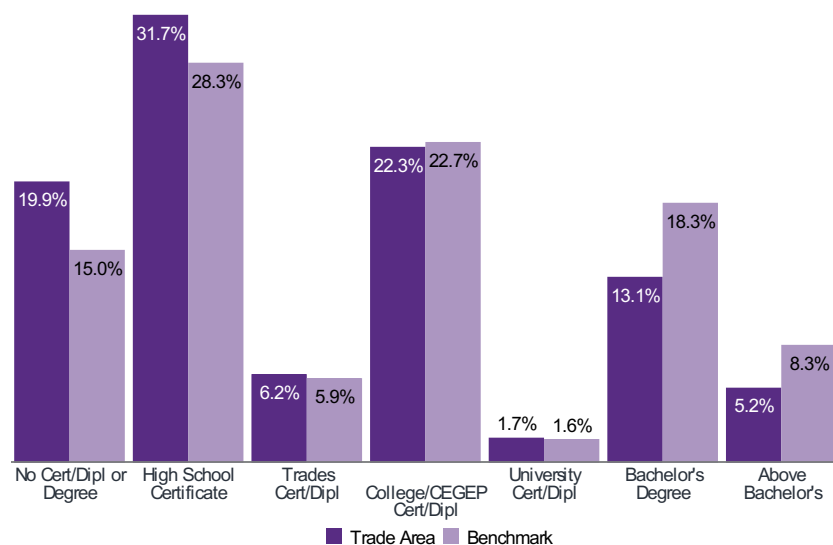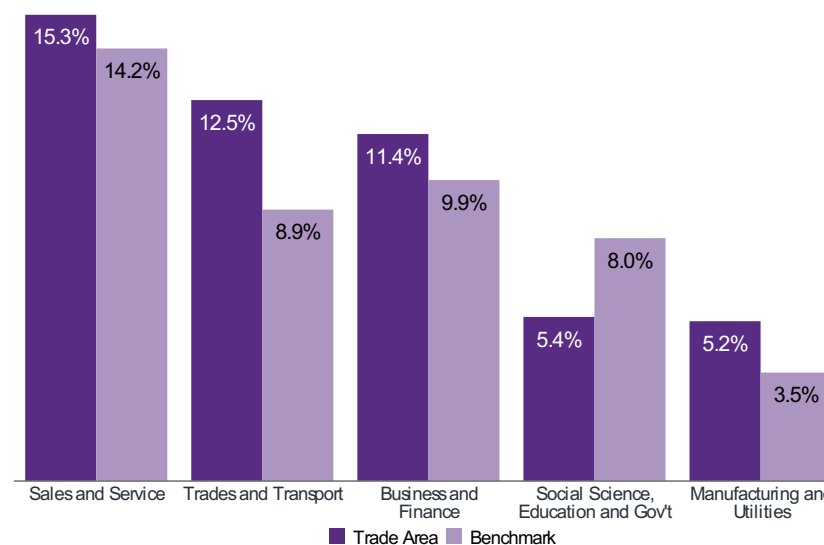
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	19.9%	15.0%
High School Certificate	31.7%	28.3%
Trades Cert/Dipl	6.2%	5.9%
College/CEGEP Cert/Dipl	22.3%	22.7%
University Cert/Dipl	1.7%	1.6%
Bachelor's Degree	13.1%	18.3%
Above Bachelor's	5.2%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	15.3%	14.2%
Trades and Transport	12.5%	8.9%
Business and Finance	11.4%	9.9%
Social Science, Education and Gov't	5.4%	8.0%
Manufacturing and Utilities	5.2%	3.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

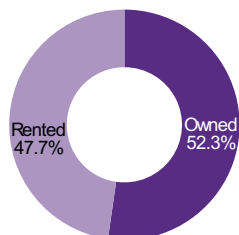| Index Colours:	<80	80 - 110	110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Queen Street (Queen and 410)

Population: 31,894 | **Households:** 12,377

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
2.0%	50.3%	2.3%	40.5%	2017 To Present
Index:84	Index:174	Index:112	Index:153	12.0% Index:266
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

	Black	South Asian	Filipino	Latin American	SE Asian
Trade Area	17.9%	14.9%	4.4%	3.8%	1.6%
Benchmark	4.5%	9.9%	1.5%	1.3%	0.9%

■ Trade Area ■ Benchmark
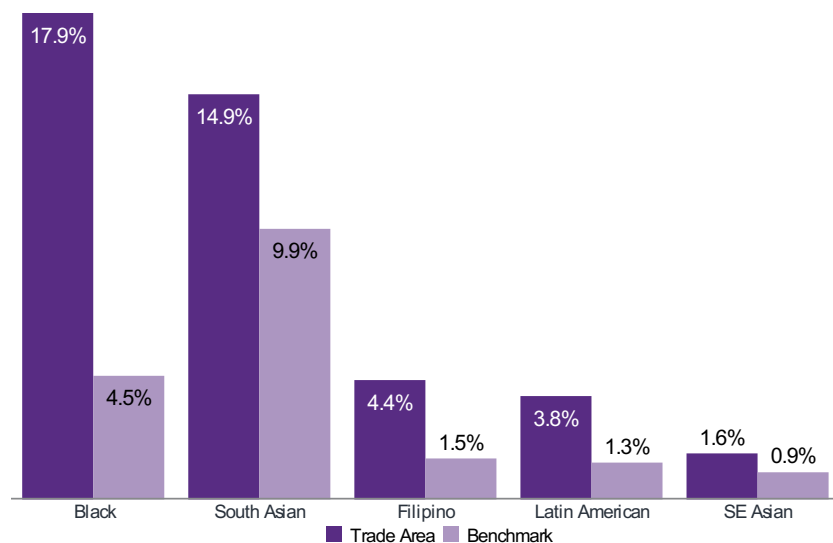
LANGUAGES SPOKEN AT HOME: TOP 5**
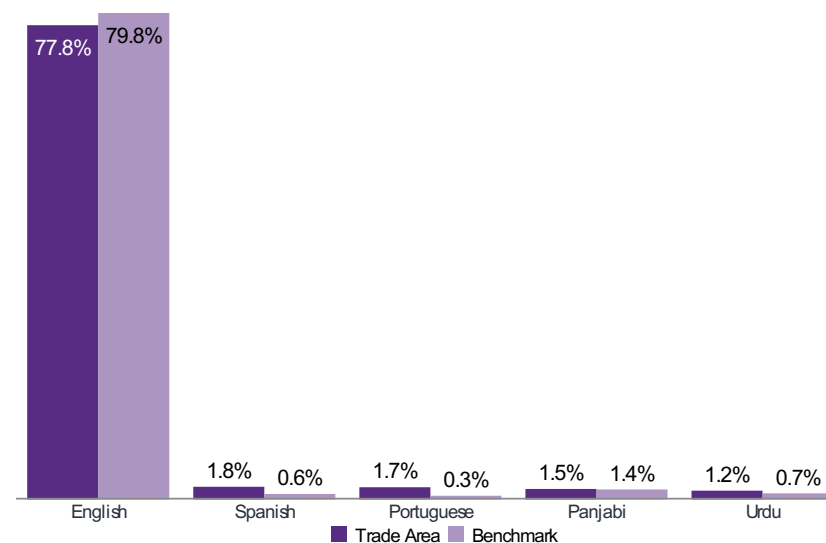
	English	Spanish	Portuguese	Panjabi	Urdu
Trade Area	77.8%	1.8%	1.7%	1.5%	1.2%
Benchmark	79.8%	0.6%	0.3%	1.4%	0.7%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **76.8%** of households in Brampton - Queen Street (Queen and 410)

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31 METRO MELTING POT

F3 MIDDLE-AGE URBAN FRINGE — MIDDLE-AGE FAMILIES F3
Diverse, middle-income city dwellers

Rank:	1
Hhlds:	2,871
Hhld %:	23.20
% in Benchmark:	1.77
Index:	1,308

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.

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51 ON THEIR OWN AGAIN

U2 URBAN OLDER — MATURE SINGLES & COUPLES M2
City seniors in apartment rentals

Rank:	2
Hhlds:	2,514
Hhld %:	20.32
% in Benchmark:	3.77
Index:	539

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.

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61 CAME FROM AWAY

U4 URBAN DIVERSITY — MIDDLE-AGE FAMILIES F3
Multi-ethnic, middle-aged urban renters

Rank:	3
Hhlds:	2,310
Hhld %:	18.66
% in Benchmark:	1.77
Index:	1,054

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.

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36 MIDDLE-CLASS MOSAIC

U2 URBAN OLDER — MIDDLE-AGE FAMILIES F3
Middle-income urban homeowners

Rank:	4
Hhlds:	1,220
Hhld %:	9.86
% in Benchmark:	1.41
Index:	698

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.

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52 FRIENDS & ROOMIES

U5 YOUNGER URBAN — YOUNGER SINGLES & COUPLES Y2
Young, diverse lower-middle-income city dwellers

Rank:	5
Hhlds:	595
Hhld %:	4.80
% in Benchmark:	2.06
Index:	234

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

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Brampton - Queen Street (Queen and 410)

⬆ Strong Values

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⬇ Weak Values

Values	Index
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Effort Toward Health	88
Duty	89
Personal Control	89
Emotional Control	90
Fulfilment Through Work	90
Ecological Concern	91
Legacy	91

★ 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.

Anomie-Aimlessness

The feeling of having no goals in life. Experiencing a void of meaning with respect to life in general. A feeling of alienation from society, having the impression of being cut off from what's happening.

Joy of Consumption

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

★ 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.

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.

Community Involvement

Measure of the interest in what's happening in one's neighborhood, city, town, or region. Reflected in activities ranging from reading the weekly community newspaper to socio-political involvement in community organizations.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Brampton - Queen Street (Queen and 410)   **WealthScapes Households:** 12,234

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 85,288	$ 69,849	$ 46,937	$ 2,135
Index: 74	Index: 76	Index: 73	Index: 60

WEALTH* | ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
99.6% Index: 100	94.5% Index: 99	52.4% Index: 87	8.9% Index: 72	55.6% Index: 73	97.4% Index: 99
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$413,658	$44,260	$184,581	$131,305	$678,963	$167,165
Index: 56	Index: 58	Index: 55	Index: 41	Index: 91	Index: 51

DEBT*   FINANCIAL RATIO

Consumer Debt	Mortgage Debt	Debt:Asset
% Holders	**% Holders**	**% Holders**
88.8% Index: 98	34.9% Index: 75	0.25% Index: 119
Balance	**Balance**	
$50,039	$274,763	
Index: 76	Index: 92	

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Brampton - Queen Street (Queen and 410)   **WealthScapes Households:** 12,234

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.25	0.86	0.95	0.68
Index:119	Index: 141	Index:101	Index:114
Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.25	2.32	0.25	2.16
Index:115	Index:132	Index:104	Index:94

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS ANALYTICS

Trade Area: Brampton - Queen Street (Queen and 410) **Households:** 12,377

Total Aggregate Current Consumption:$753,696,967

Average Current Consumption	Average Household Income	Average Disposable Income
$60,895	$83,395	$67,761
Index: 74	Index: 72	Index: 75

Shelter
Avg. Dollars/Household Pct. of Total Expenditure
$16,864 27.7%
Index 80 Index 108

Food
Avg. Dollars/Household Pct. of Total Expenditure
$9,982 16.4%
Index 78 Index 105

Transportation
Avg. Dollars/Household Pct. of Total Expenditure
$9,304 15.3%
Index 68 Index 91

Household Operation
Avg. Dollars/Household Pct. of Total Expenditure
$4,239 7.0%
Index 74 Index 99

Health Care
Avg. Dollars/Household Pct. of Total Expenditure
$4,182 6.9%
Index 76 Index 103

Recreation
Avg. Dollars/Household Pct. of Total Expenditure
$3,157 5.2%
Index 66 Index 89

Clothing
Avg. Dollars/Household Pct. of Total Expenditure
$2,590 4.3%
Index 78 Index 105

Household Furnishings
Avg. Dollars/Household Pct. of Total Expenditure
$2,425 4.0%
Index 61 Index 82

Tobacco and Alcohol
Avg. Dollars/Household Pct. of Total Expenditure
$2,403 3.9%
Index 68 Index 91

Benchmark:Southern Ontario

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 - Queen Street (Queen and 410)   **Households:**12,377

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$83,395	$9,982	$2,799	$7,183
Index: 72	Index:78	Index:69	Index:82

Total Aggregate Food Expenditure: $ 123,549,530

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$684	9.5%
Index:78	Index:96

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$427	5.9%
Index:84	Index:102

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$936	13.0%
Index:85	Index:104

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$800	11.1%
Index:87	Index:105

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$985	13.7%
Index:77	Index:94

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,255	17.5%
Index:80	Index:97

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$324	4.5%
Index:110	Index:134

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,772	24.7%
Index:80	Index:98

Benchmark:Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

Trade Area: Brampton - Queen Street (Queen and 410) **Household Population 14+:** 27,139

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.7	11.0	97
Going to restaurants, bars or night clubs	50.5	55.1	92
Having physical Contact with family and friends	52.8	57.7	92
Participating in group activities	34.4	38.7	89
Partying	14.8	15.8	94
Seeing family and friends in person	61.0	62.8	97
Entertainment			
Attending events, festivals or concerts	38.1	42.9	89
Attending sports events (excludes professional sports)	15.1	18.2	83
Attending to professional sports events or games	21.1	25.4	83
Going to the movies	46.2	45.7	101
Movement & Travel			
Driving more	16.4	16.1	102
Shopping in-store	43.5	42.9	102
Spending time outdoors	33.8	32.5	104
Travelling outside of Canada/ abroad	47.2	53.2	89
Travelling within Canada	44.3	49.9	89
Using public transit	20.0	13.7	146
Personal			
Getting back to old habits	37.2	36.2	103
Going to a salon, barber shop or spa	34.8	33.7	103
Going to the gym	22.1	22.6	98
Education/Work			
Children going back to school	16.8	20.3	83
Going back to work	17.1	17.6	97
Other			
Not Stated	0.8	0.6	141

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Brampton - Queen Street (Queen and 410)   **Household Population 14+:** 27,139

RADIO
Listeners: 73.2%
Index: 90

6.6 Hours/Week*
Index: **89**

Top Formats

	Trade Area	Benchmark
Multicultural	9.1%	6.2%
Religious/Gospel	12.0%	8.4%
Traffic	20.8%	16.7%

TELEVISION
Viewers: 95.4%
Index: 101

22.1 Hours/Week*
Index: **106**

Top Program Types

	Trade Area	Benchmark
Music Video	42.6%	34.5%
Teen Dramas	23.7%	20.3%
Adult Animated Series	34.5%	30.8%

NEWSPAPER
Readers: 31.1%
Index: 101

0.9 Hours/Week*
Index: **143**

Top Sections Read

	Trade Area	Benchmark
Comics	14.8%	10.9%
Home or Real Estate	9.6%	7.5%
Fashion or Lifestyle	10.1%	8.0%

MAGAZINE
Readers: 68.5%
Index: 94

2.0 Hours/Month*
Index: **143**

Top Titles

	Trade Area	Benchmark
NOW	15.9%	7.8%
Best Health	6.6%	4.1%
FASHION Magazine	17.3%	10.9%

INTERNET
Users: 96.9%
Index: 99

22.1 Hours online past week*
Index: **101**

Top Activities

	Trade Area	Benchmark
Music Streaming	54.5%	52.7%
Watched Long Form Videos	49.6%	48.4%
Career/Job Search	31.0%	30.3%

DIRECT/OUTDOOR

6 Times used public transit past week*
Index: **221**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Addressed Mail Offers	10.3%	8.2%
Newsletters	8.3%	7.2%
Brochures	11.5%	10.9%

Benchmark: Southern Ontario

* 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

Trade Area: Brampton - Queen Street (Queen and 410)

ENVIRONICS ANALYTICS

Household Population 18+: 25,860

FACEBOOK
76.1% currently use
Index: 98
Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	38.8%	42.7%
Cmt/Like other users' posts	26.5%	27.6%
Use Messenger	24.2%	23.4%

■ Trade Area ■ Benchmark

TWITTER
33.4% currently use
Index: **114**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	15.4%	14.2%
Watch videos	7.4%	6.4%
Tweet	6.6%	4.4%

■ Trade Area ■ Benchmark

INSTAGRAM
42.4% currently use
Index: **109**
Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	10.0%	8.5%
Like photos/videos	7.1%	6.7%
Send direct messages	4.8%	3.7%

■ Trade Area ■ Benchmark

LINKEDIN
44.6% currently use
Index: **108**
Top Activities (Weekly)

Activity	Trade Area	Benchmark
Read your newsfeed	4.8%	4.7%
View a job posting	4.7%	3.9%
Search and review other profiles	3.9%	3.6%

■ Trade Area ■ Benchmark

YOUTUBE
71.9% currently use
Index: **103**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	31.1%	28.0%
Like/dislike videos	11.5%	8.1%
Watch live videos	10.3%	6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
14.2% currently use
Index: **109**
Top Activities (Weekly)

Activity	Trade Area	Benchmark
Send direct text messages	7.5%	5.9%
Receive photos/videos	7.4%	6.6%
Send photos/videos	7.2%	5.7%

■ Trade Area ■ Benchmark

WHATSAPP
53.6% currently use
Index: **125**
Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive images	8.4%	6.0%
Send/receive messages	7.2%	5.7%
Use group chats	6.8%	4.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Trade Area: Brampton - Queen Street (Queen and 410)

Household Population 18+: 25,860

FRIENDS IN ALL SM NETWORKS

32.8%
Index: 92

0-49 friends

FREQUENCY OF USE (DAILY)

52.0%
Index: 93

Facebook

BRAND INTERACTION

35.7%
Index: 104

Like brand on Facebook

NO. OF BRANDS INTERACTED

31.9%
Index: 104

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
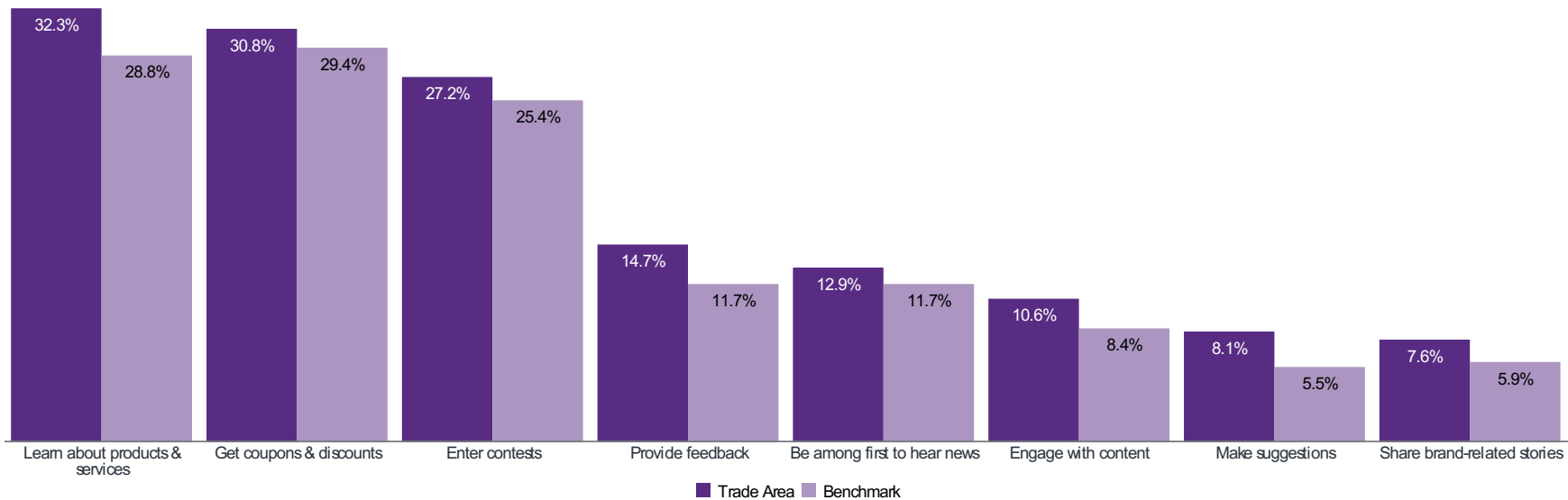
Reason	Trade Area	Benchmark
Learn about products & services	32.3%	28.8%
Get coupons & discounts	30.8%	29.4%
Enter contests	27.2%	25.4%
Provide feedback	14.7%	11.7%
Be among first to hear news	12.9%	11.7%
Engage with content	10.6%	8.4%
Make suggestions	8.1%	5.5%
Share brand-related stories	7.6%	5.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

Trade Area: Brampton - Queen Street (Queen and 410)

Total Household Population 18+: 25,860

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

% Comp 87.3   **Index** 99

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

% Comp 50.9   **Index** 105

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

% Comp 84.1   **Index** 100

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

% Comp 45.8   **Index** 112

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

% Comp 57.3   **Index** 101

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

% Comp 35.0   **Index** 116

Benchmark: Southern Ontario

Ranked by percent composition.

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

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

Opticks eShopper | Purchase Preference by Category

Trade Area: Brampton - Queen Street (Queen and 410)

Total Household Population 18+: 25,860

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	17.8	20.1
Babies and children	13.2	12.9
Media	41.5	43.0
Clothing & Fashions	31.1	30.6
Home Electronics	41.5	41.8
Event tickets	48.5	50.3
Gift card/ cert.	33.0	33.1
Groceries	19.1	16.7
Beauty & Cosmetics	21.0	18.4
Home & Garden	20.4	24.4
Financial products	31.9	30.3
Office supplies	34.3	34.7
Pets	15.3	15.3
Pharma.	25.5	26.9
Sporting goods	22.2	24.2
Vacation/ travel	48.2	51.6
Food Home delivery svcs.	25.9	19.8
Wireless service providers	40.6	42.6
Insurance products	35.8	31.6
Online meal kits (e.g. Hello Fresh)	16.6	15.7
Govt. services	50.9	52.0

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Brampton - Queen Street (Queen and 410)

Total Household Population 18+: 25,860

BEHAVIOURAL PREFERENCES BY CHANNEL

CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	58.7% Index:96	38.4% Index:104	14.9% Index:121	3.7% Index:115
Purchase preference	72.2% Index:96	31.1% Index:102	11.1% Index:113	3.9% Index:152
Customer Service	58.5% Index:95	20.3% Index:114	8.0% Index:140	20.2% Index:93

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.9%	5.2%	11.5%	8.3%	3.7%	2.5%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

23

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Brampton - Queen Street (Queen and 410)

Total Household Population 18+: 25,860

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	49.1% Index:98	51.7% Index:95	17.4% Index: 111	9.1% Index: 111
Purchase preference	63.1% Index: 92	41.5% Index:99	12.8% Index:116	7.4% Index: 115
Customer Service	52.6% Index:93	27.1% Index:109	10.0% Index: 136	32.9% Index: 89

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	5.1%	6.6%	7.4%	4.8%	5.8%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

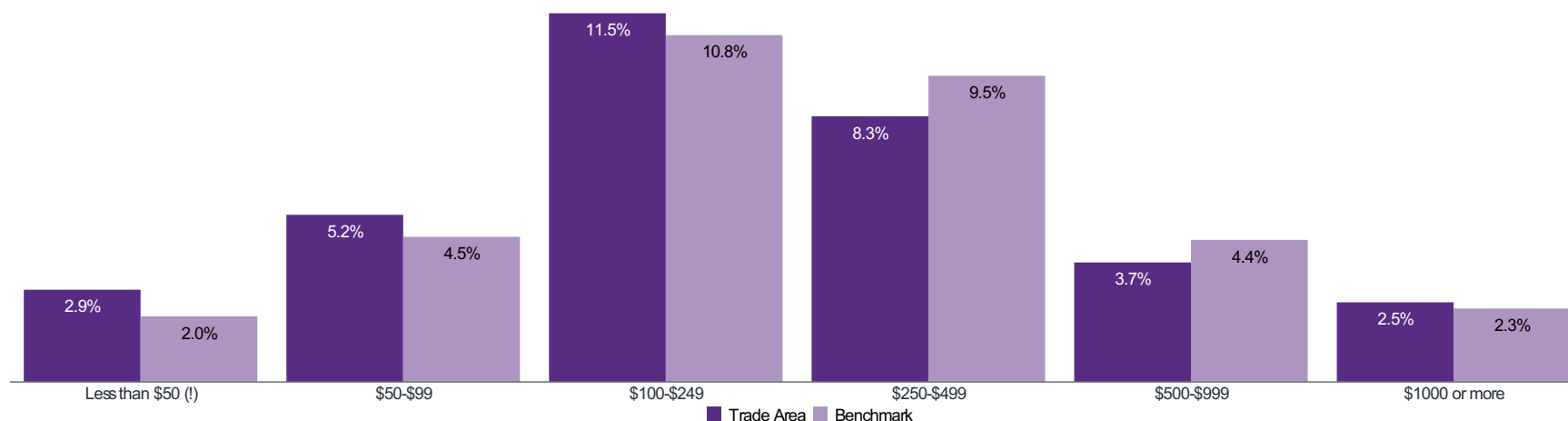| Index Colours:	<80	80 - 110	110+

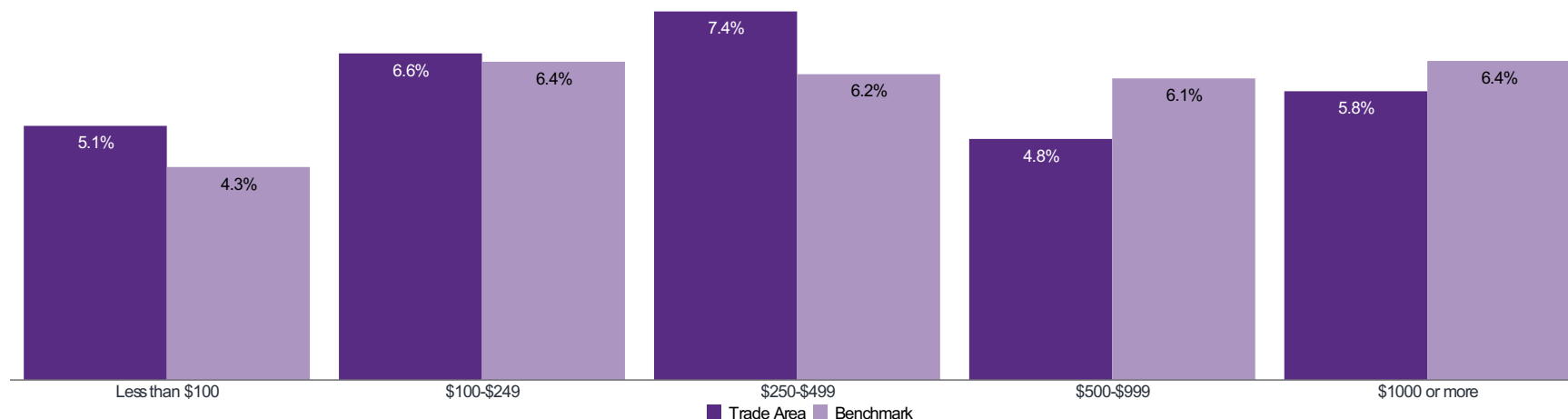# Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Queen Street (Queen and 410)

Total Household Population 18+: 25,860

BEHAVIOURAL PREFERENCES BY CHANNEL

GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	45.5% Index:95	34.4% Index:98	13.1% Index:118	3.6% Index:101
Purchase preference	55.7% Index:92	33.0% Index:100	11.9% Index:136	3.1% Index:101
Customer Service	39.7% Index:93	22.2% Index:108	8.1% Index:133	27.2% Index:98

AMOUNT SPENT [PST 12 MTHS]
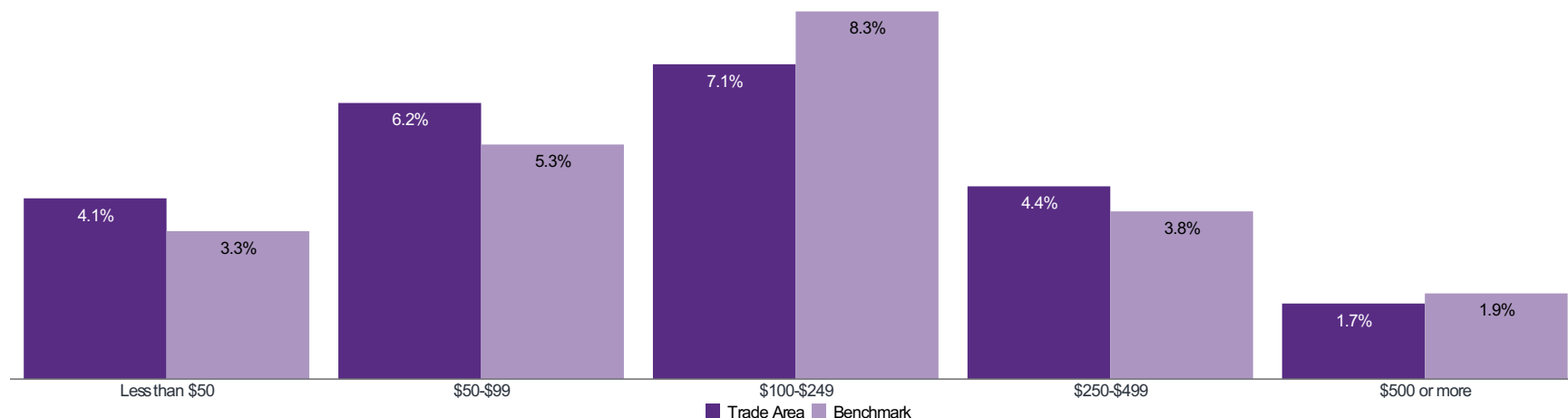
	Trade Area	Benchmark
Less than $50	4.1%	3.3%
$50-$99	6.2%	5.3%
$100-$249	7.1%	8.3%
$250-$499	4.4%	3.8%
$500 or more	1.7%	1.9%

Benchmark: Southern Ontario

(!) 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 - Queen Street (Queen and 410)

Total Household Population 18+: 25,860

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	69.7% Index:97	26.5% Index:107	14.3% Index:128	3.0% Index:109
Purchase preference	79.5% Index:95	19.1% Index:115	8.8% Index:141	3.3% Index:134
Customer Service	66.6% Index:95	15.4% Index:134	6.5% Index:165	18.3% Index:98

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.7%	2.8%	4.4%	3.6%	3.4%	7.3%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

Benchmark: Southern Ontario

(!) 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 - Queen Street (Queen and 410)

Total Household Population 18+: 25,860

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	37.1% Index:**104**	26.1% Index:**118**	10.2% Index:**126**	3.6% Index:**128**
Purchase preference	46.7% Index:**101**	21.0% Index:**114**	8.7% Index:**137**	3.2% Index:**139**
Customer Service	36.2% Index:**100**	14.5% Index:**115**	6.9% Index:**159**	16.7% Index:**113**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.2%	4.9%	6.1%	2.5%	1.5%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

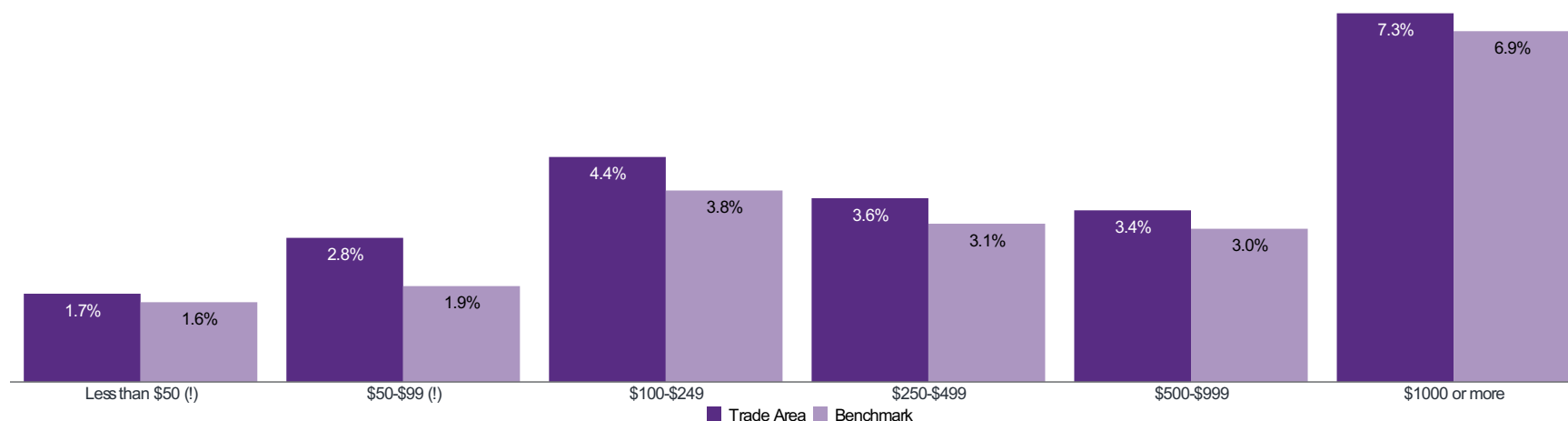# Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Brampton - Queen Street (Queen and 410)

Total Household Population 18+: 25,860

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	46.9% Index:90	33.2% Index:88	11.2% Index:98	4.8% Index:84
Purchase preference	59.4% Index:87	20.4% Index:84	8.6% Index:123	3.4% Index:95
Customer Service	46.3% Index:86	16.1% Index:100	7.4% Index:154	19.6% Index:86

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.9%	3.2%	4.0%	2.5%	2.3%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

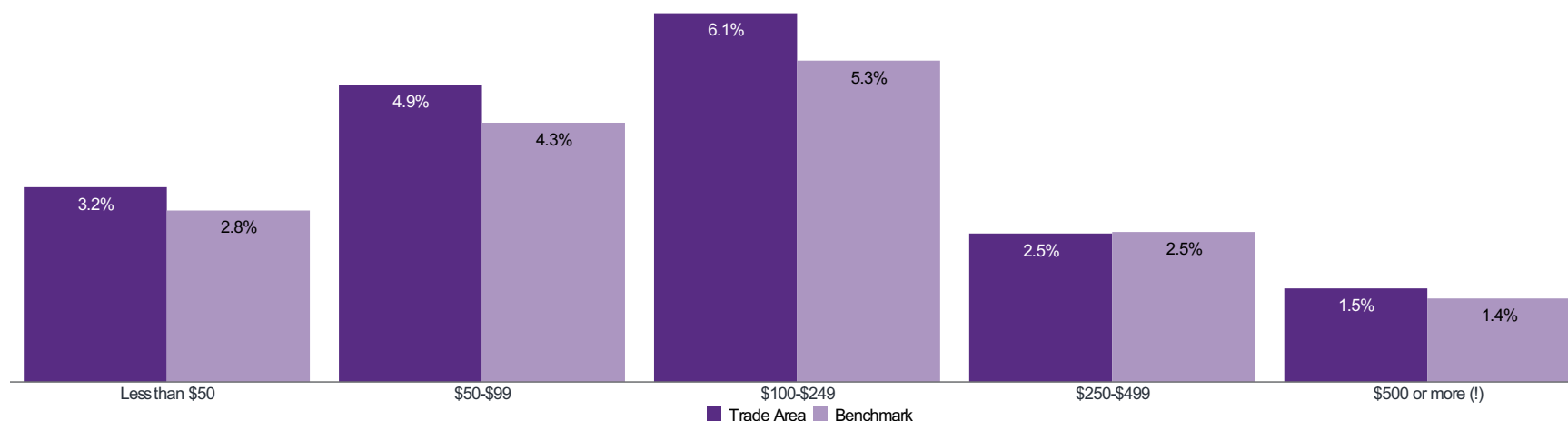**Trade Area:** Brampton - Queen Street (Queen and 410)

Total Household Population 18+: 25,860

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	34.0% Index:87	28.9% Index:90	10.0% Index:95	4.7% Index:119
Purchase preference	44.1% Index:85	22.2% Index:92	7.8% Index:103	4.1% Index:134
Customer Service	37.3% Index:89	16.7% Index:110	7.0% Index:135	16.8% Index:82

AMOUNT SPENT [PST 12 MTHS]
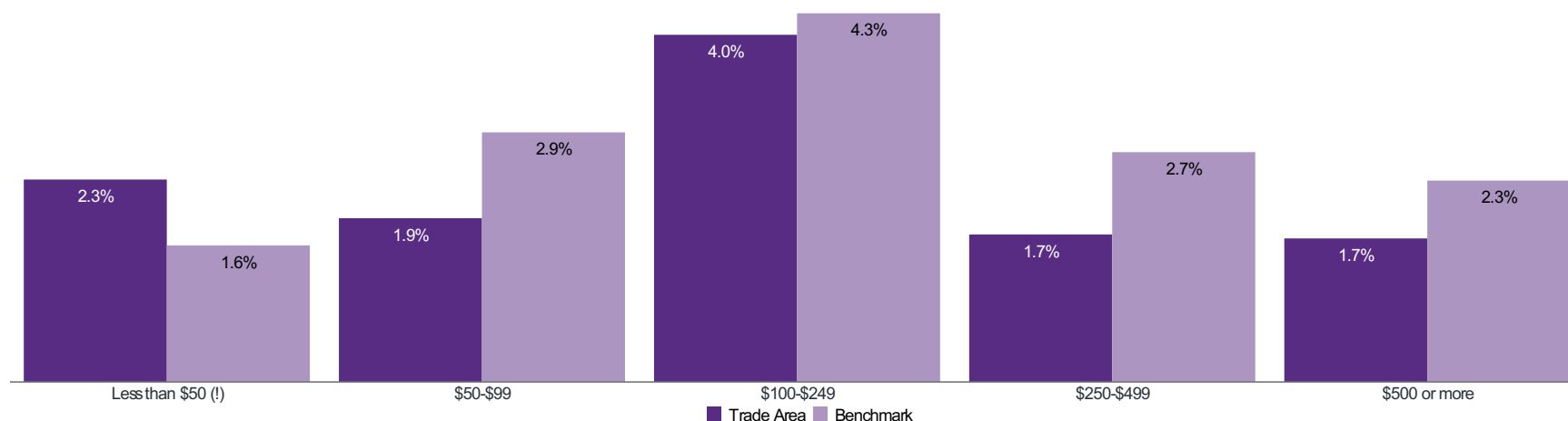
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.3%	1.9%	4.0%	1.7%	1.7%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

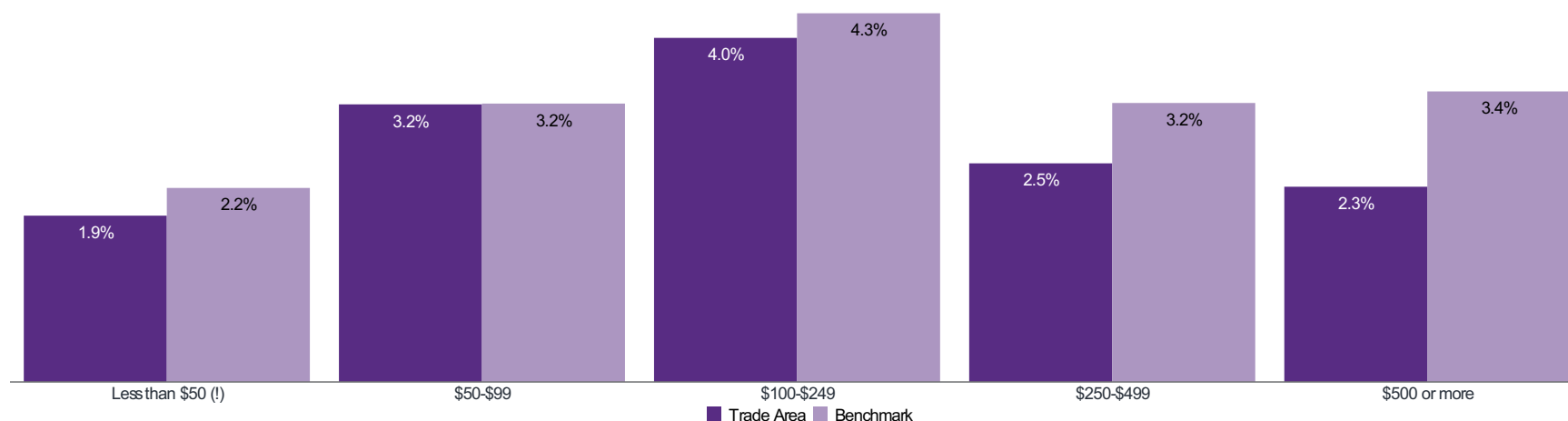# Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Brampton - Queen Street (Queen and 410)

Total Household Population 18+: 25,860

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	20.0% Index:97	54.8% Index:95	16.6% Index:111	15.8% Index:98
Purchase preference	26.0% Index:90	48.2% Index:93	8.6% Index:102	17.3% Index:96
Customer Service	28.6% Index:98	28.3% Index:103	8.9% Index:128	39.1% Index:89

AMOUNT SPENT [PST 12 MTHS]
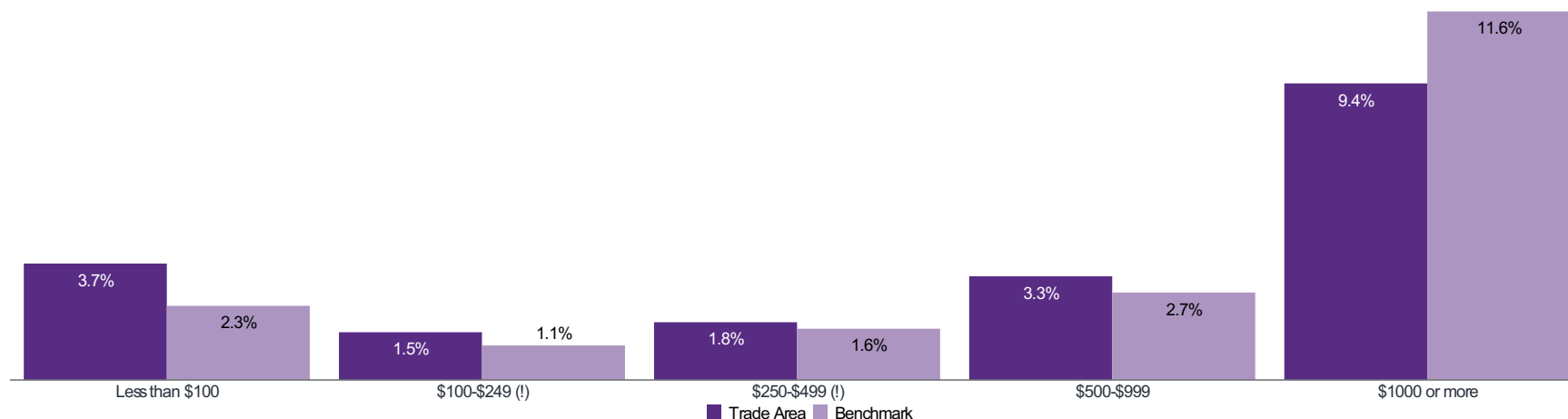
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.7%	1.5%	1.8%	3.3%	9.4%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Brampton - Queen Street (Queen and 410)   **Households:** 12,377

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY
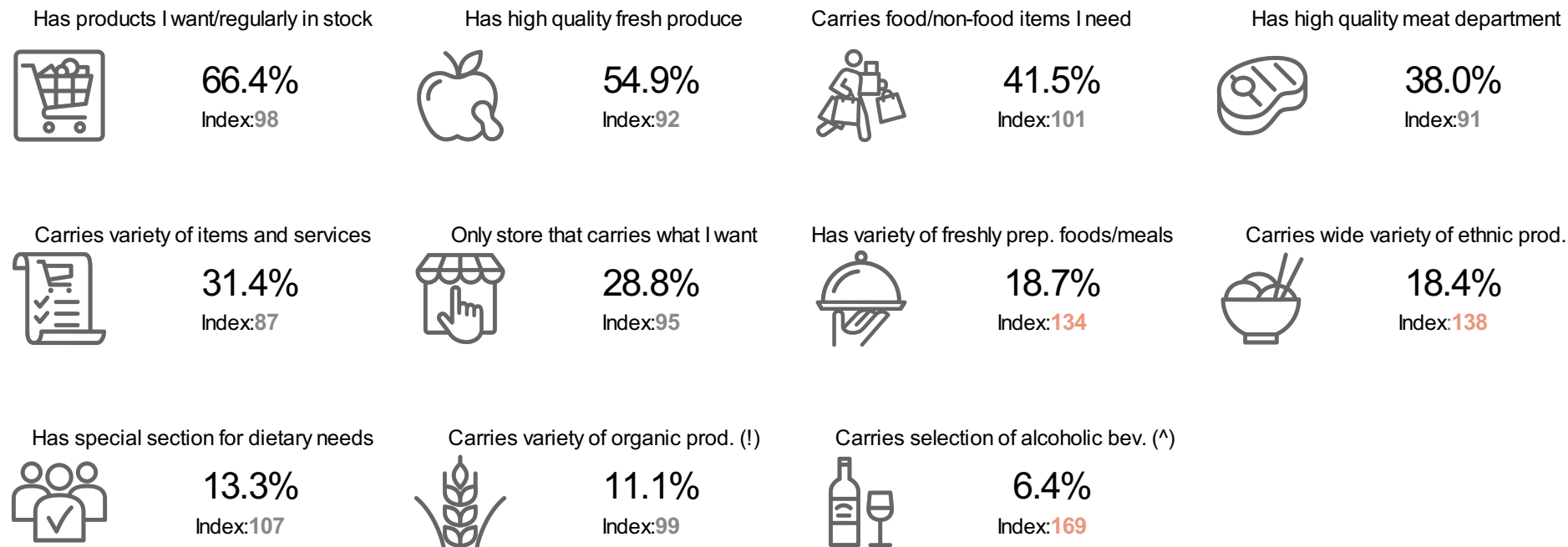
Has products I want/regularly in stock	Has high quality fresh produce	Carries food/non-food items I need	Has high quality meat department
66.4%	54.9%	41.5%	38.0%
Index:98	Index:92	Index:101	Index:91

Carries variety of items and services	Only store that carries what I want	Has variety of freshly prep. foods/meals	Carries wide variety of ethnic prod.
31.4%	28.8%	18.7%	18.4%
Index:87	Index:95	Index:134	Index:138

Has special section for dietary needs	Carries variety of organic prod. (!)	Carries selection of alcoholic bev. (^)	
13.3%	11.1%	6.4%	
Index:107	Index:99	Index:169	

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Brampton - Queen Street (Queen and 410)　　　　　　　　　　　**Households:** 12,377

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Organized layout makes it easy to shop
61.2% Index:**103**	**43.6%** Index:**101**	**42.3%** Index:**102**

Short checkout lines/fast checkout	Staff are friendly and knowledgeable	Has extended hours
37.8% Index:**106**	**35.0%** Index:**104**	**33.3%** Index:**121**

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
21.2% Index:**106**	**15.4%** Index:**112**	**10.9%** Index:**123**

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Brampton - Queen Street (Queen and 410)　　　　　　　　　　　　　　**Households:** 12,377

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

65.3%
Index: **99**

Store has great sales and promotions

63.6%
Index: **94**

Store has the lowest prices overall

59.5%
Index: **103**

Store has a customer loyalty card program

44.4%
Index: **89**

Has loyalty prog. app and offers pers. promos

25.0%
Index: **85**

I'm loyal to their store brands

24.0%
Index: **105**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	39.7	40.2	0.3	99
Leave the store and buy it elsewhere	30.4	30.9	0.3	98
Purchase another brand	21.7	21.2	0.3	102
Purchase another size or variety of the same brand (!)	8.2	7.7	0.3	106

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Brampton - Queen Street Queen and 410 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%	859,613	100%	4.45%	100	844,755	100%	4.38%	100	724,771	100%	3.75%	100	745,417	100%	3.86%	100	1,201,118	100%	6.22%	100
3521010	Brampton, ON (CY)	596,084	3.09%	399,008	46.42%	66.94%	1503	387,063	45.82%	64.93%	1484	356,156	49.14%	59.75%	1591	363,787	48.80%	61.03%	1580	441,385	36.75%	74.05%	1190
3520005	Toronto, ON (C)	2,568,898	13.31%	118,401	13.77%	4.61%	103	117,193	13.87%	4.56%	104	96,350	13.29%	3.75%	100	93,844	12.59%	3.65%	95	194,942	16.23%	7.59%	122
3521005	Mississauga, ON (CY)	642,951	3.33%	96,416	11.22%	15.00%	337	96,969	11.48%	15.08%	345	79,892	11.02%	12.43%	331	82,235	11.03%	12.79%	331	146,165	12.17%	22.73%	365
3519028	Vaughan, ON (CY)	264,447	1.37%	23,367	2.72%	8.84%	198	21,520	2.55%	8.14%	186	17,252	2.38%	6.52%	174	20,045	2.69%	7.58%	196	37,543	3.13%	14.20%	228
3521024	Caledon, ON (T)	68,255	0.35%	26,116	3.04%	38.26%	859	25,694	3.04%	37.64%	860	23,160	3.20%	33.93%	904	23,786	3.19%	34.85%	902	33,186	2.76%	48.62%	781
3525005	Hamilton, ON (C)	483,265	2.50%	13,170	1.53%	2.73%	61	12,842	1.52%	2.66%	61	9,573	1.32%	1.98%	53	10,256	1.38%	2.12%	55	23,923	1.99%	4.95%	80
3524009	Milton, ON (T)	106,330	0.55%	12,225	1.42%	11.50%	258	12,331	1.46%	11.60%	265	10,005	1.38%	9.41%	251	10,435	1.40%	9.81%	254	19,794	1.65%	18.62%	299
3524001	Oakville, ON (T)	174,424	0.90%	8,937	1.04%	5.12%	115	9,242	1.09%	5.30%	121	7,916	1.09%	4.54%	121	9,071	1.22%	5.20%	135	17,348	1.44%	9.95%	160
3519036	Markham, ON (CY)	301,247	1.56%	9,698	1.13%	3.22%	72	9,329	1.10%	3.10%	71	6,871	0.95%	2.28%	61	7,170	0.96%	2.38%	62	17,157	1.43%	5.70%	92
3524015	Halton Hills, ON (T)	53,559	0.28%	12,448	1.45%	23.24%	522	11,745	1.39%	21.93%	501	9,580	1.32%	17.89%	476	10,431	1.40%	19.47%	504	17,109	1.42%	31.94%	513

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

2019 Brampton - Queen Street Queen and 410 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
26,830	23,099	86.1	22,693	84.6	23,285	86.8	21,888	81.6	25,301	94.3

2019 Brampton - Queen Street Queen and 410 Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	1,219,853	25,301	2.1	1,194,552	97.9

ENVIRONICS ANALYTICS

2020 Brampton - Queen Street Queen and 410 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+ #	% of Total	Spring 2020 #	% of Total	% Pen	Index	Summer 2020 #	% of Total	% Pen	Index	Fall 2020 #	% of Total	% Pen	Index	Winter 2020 #	% of Total	% Pen	Index	Full Year 2020 #	% of Total	% Pen	Index
	Total	19,302,713	100%	463,572	100%	2.40%	100	613,182	100%	3.18%	100	558,713	100%	2.89%	100	582,718	100%	3.02%	100	895,537	100%	4.64%	100
3521010	Brampton, ON (CY)	596,084	3.09%	251,047	54.15%	42.12%	1754	312,646	50.99%	52.45%	1651	301,007	53.88%	50.50%	1745	297,662	51.08%	49.94%	1654	368,386	41.14%	61.80%	1332
3520005	Toronto, ON (C)	2,568,898	13.31%	53,136	11.46%	2.07%	86	75,181	12.26%	2.93%	92	62,621	11.21%	2.44%	84	67,298	11.55%	2.62%	87	131,792	14.72%	5.13%	111
3521005	Mississauga, ON (CY)	642,951	3.33%	46,877	10.11%	7.29%	304	65,476	10.68%	10.18%	321	60,025	10.74%	9.34%	323	61,477	10.55%	9.56%	317	108,067	12.07%	16.81%	362
3521024	Caledon, ON (T)	68,255	0.35%	14,115	3.04%	20.68%	861	19,217	3.13%	28.15%	886	16,837	3.01%	24.67%	852	19,010	3.26%	27.85%	923	27,130	3.03%	39.75%	857
3519028	Vaughan, ON (CY)	264,447	1.37%	11,000	2.37%	4.16%	173	13,396	2.18%	5.07%	159	11,773	2.11%	4.45%	154	12,755	2.19%	4.82%	160	25,065	2.80%	9.48%	204
3525005	Hamilton, ON (C)	483,265	2.50%	6,458	1.39%	1.34%	56	8,118	1.32%	1.68%	53	7,649	1.37%	1.58%	55	8,184	1.40%	1.69%	56	16,699	1.86%	3.46%	74
3524009	Milton, ON (T)	106,330	0.55%	5,048	1.09%	4.75%	198	7,558	1.23%	7.11%	224	7,018	1.26%	6.60%	228	8,018	1.38%	7.54%	250	15,011	1.68%	14.12%	304
3524015	Halton Hills, ON (T)	53,559	0.28%	5,450	1.18%	10.17%	424	6,895	1.12%	12.87%	405	6,512	1.17%	12.16%	420	8,733	1.50%	16.31%	540	12,381	1.38%	23.12%	498
3524001	Oakville, ON (T)	174,424	0.90%	4,172	0.90%	2.39%	100	6,139	1.00%	3.52%	111	5,751	1.03%	3.30%	114	6,381	1.10%	3.66%	121	11,803	1.32%	6.77%	146
3519036	Markham, ON (CY)	301,247	1.56%	3,166	0.68%	1.05%	44	5,635	0.92%	1.87%	59	4,066	0.73%	1.35%	47	4,419	0.76%	1.47%	49	9,408	1.05%	3.12%	67

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

2020 Brampton - Queen Street Queen and 410 Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors #	% Pen	Summer 2020 Visitors #	% Pen	Fall 2020 Visitors #	% Pen	Winter 2020 Visitors #	% Pen	Full Year 2020 Visitors #	% Pen
26,830	17,736	66.1	17,882	66.6	19,459	72.5	18,694	69.7	20,097	74.9

2020 Brampton - Queen Street Queen and 410 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	903,712	20,097	2.2	883,615	97.8

2021 Brampton - Queen Street Queen and 410 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+ #	% of Total	Spring 2021 #	% of Total	% Pen	Index	Summer 2021 #	% of Total	% Pen	Index	Fall 2021 #	% of Total	% Pen	Index	Winter 2021 #	% of Total	% Pen	Index	Full Year 2021 #	% of Total	% Pen	Index
	Total	19,302,713	100%	483,777	100%	2.51%	100	732,051	100%	3.79%	100	714,834	100%	3.70%	100	570,520	100%	2.96%	100	982,924	100%	5.09%	100
3521010	Brampton, ON (CY)	596,084	3.09%	262,962	54.36%	44.11%	1760	348,781	47.64%	58.51%	1543	358,804	50.19%	60.19%	1625	315,373	55.28%	52.91%	1790	386,693	39.34%	64.87%	1274
3520005	Toronto, ON (C)	2,568,898	13.31%	56,831	11.75%	2.21%	88	93,315	12.75%	3.63%	96	83,201	11.64%	3.24%	87	65,550	11.49%	2.55%	86	149,885	15.25%	5.83%	115
3521005	Mississauga, ON (CY)	642,951	3.33%	51,364	10.62%	7.99%	319	81,465	11.13%	12.67%	334	78,944	11.04%	12.28%	332	56,002	9.82%	8.71%	295	122,500	12.46%	19.05%	374
3519028	Vaughan, ON (CY)	264,447	1.37%	14,827	3.06%	5.61%	224	16,067	2.19%	6.08%	160	17,358	2.43%	6.56%	177	14,902	2.61%	5.63%	191	32,375	3.29%	12.24%	240
3521024	Caledon, ON (T)	68,255	0.35%	15,450	3.19%	22.64%	903	26,087	3.56%	38.22%	1008	24,890	3.48%	36.47%	985	17,781	3.12%	26.05%	881	28,488	2.90%	41.74%	820
3525005	Hamilton, ON (C)	483,265	2.50%	5,694	1.18%	1.18%	47	11,474	1.57%	2.37%	63	10,478	1.47%	2.17%	59	8,153	1.43%	1.69%	57	18,246	1.86%	3.78%	74
3524009	Milton, ON (T)	106,330	0.55%	5,633	1.16%	5.30%	211	8,672	1.18%	8.16%	215	9,119	1.28%	8.58%	232	6,543	1.15%	6.15%	208	15,003	1.53%	14.11%	277
3524015	Halton Hills, ON (T)	53,559	0.28%	4,714	0.97%	8.80%	351	8,661	1.18%	16.17%	426	9,342	1.31%	17.44%	471	6,301	1.10%	11.76%	398	12,852	1.31%	24.00%	471
3519036	Markham, ON (CY)	301,247	1.56%	3,513	0.73%	1.17%	47	7,994	1.09%	2.65%	70	5,683	0.80%	1.89%	51	4,061	0.71%	1.35%	46	12,154	1.24%	4.03%	79
3524001	Oakville, ON (T)	174,424	0.90%	3,855	0.80%	2.21%	88	8,191	1.12%	4.70%	124	6,179	0.86%	3.54%	96	4,098	0.72%	2.35%	79	12,044	1.23%	6.90%	136

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

2021 Brampton - Queen Street Queen and 410 Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors #	% Pen	Summer 2021 Visitors #	% Pen	Fall 2021 Visitors #	% Pen	Winter 2021 Visitors #	% Pen	Full Year 2021 Visitors #	% Pen
26,830	16,315	60.8	17,040	63.5	17,181	64.0	19,267	71.8	18,898	70.4

2021 Brampton - Queen Street Queen and 410 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	997,957	18,898	1.9	979,059	98.1

ENVIRONICS ANALYTICS

Top 5 segments represent **54.8%** of customers in Southern Ontario

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15 SOUTH ASIAN ENTERPRISE
U4 URBAN DIVERSITY | LARGE DIVERSE FAMILIES F2
Urban, upper-middle-income South Asian Families

Rank:	1
Customers:	256,980
Customers %:	32.59
% in Benchmark:	5.76
Index:	**566**

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.

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08 MULTICULTURE-ISH
S2 UPSCALE SUBURBAN DIVERSITY | LARGE DIVERSE FAMILIES F2
Upscale, multi-ethnic suburban families

Rank:	2
Customers:	55,181
Customers %:	7.00
% in Benchmark:	5.19
Index:	**135**

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.
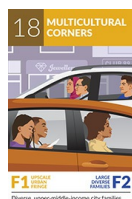
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31 METRO MELTING POT
F3 MIDDLE-AGE AVERAGE | MIDDLE-AGE FAMILIES F3
Diverse, middle-income city dwellers
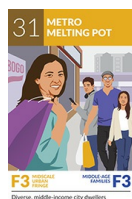
Rank:	3
Customers:	53,056
Customers %:	6.73
% in Benchmark:	2.08
Index:	**324**

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.

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11 MODERN SUBURBIA
S2 UPSCALE SUBURBAN DIVERSITY | YOUNG FAMILIES Y3
Multi-ethnic younger and middle-aged suburbanites

Rank:	4
Customers:	37,209
Customers %:	4.72
% in Benchmark:	3.30
Index:	**143**

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.

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18 MULTICULTURAL CORNERS
F1 UPSCALE URBAN FRINGE | LARGE DIVERSE FAMILIES F2
Diverse, upper-middle-income city families

Rank:	5
Customers:	29,550
Customers %:	3.75
% in Benchmark:	3.76
Index:	**100**

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.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+