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

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

Date: February 24, 2022

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ENVIRONICS
ANALYTICS

Williams Pkwy E

Williams Pkwy E

Bramalea Rd

Airport Rd

Goreway Dr

Queen St E

Queen St E

Torbram Rd

Airport Rd

Goreway Dr

way Dr

0   0.5   0.9 km

0   0.3   0.6 mi

	15 - Min Walk Time
	Main Street Boundary

2022-01-12 12:40 PM

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Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

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

POPULATION

8,579

HOUSEHOLDS

2,614

MEDIAN MAINTAINER AGE

54

Index:**100**

MARITAL STATUS

52.7%

Index: **91**

Married/Common-Law

FAMILY STATUS*

23.8%

Index:**150**

Total Lone-Parent Families

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	14%	24%
2 Persons	29%	33%
3 Persons	20%	16%
4 Persons	21%	17%
5+ Persons	16%	10%
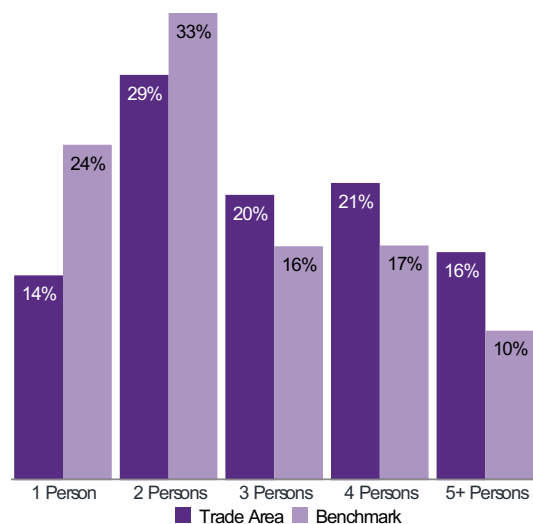
POPULATION BY AGE

	Count	%	Index
0 to 4	448	5.2	103
5 to 9	464	5.4	100
10 to 14	464	5.4	95
15 to 19	536	6.2	106
20 to 24	670	7.8	117
25 to 29	676	7.9	112
30 to 34	620	7.2	109
35 to 39	576	6.7	104
40 to 44	543	6.3	102
45 to 49	515	6.0	96
50 to 54	575	6.7	102
55 to 59	650	7.6	104
60 to 64	495	5.8	86
65 to 69	407	4.7	84
70 to 74	407	4.7	99
75 to 79	272	3.2	96
80 to 84	158	1.8	84
85+	104	1.2	55

AGE OF CHILDREN AT HOME
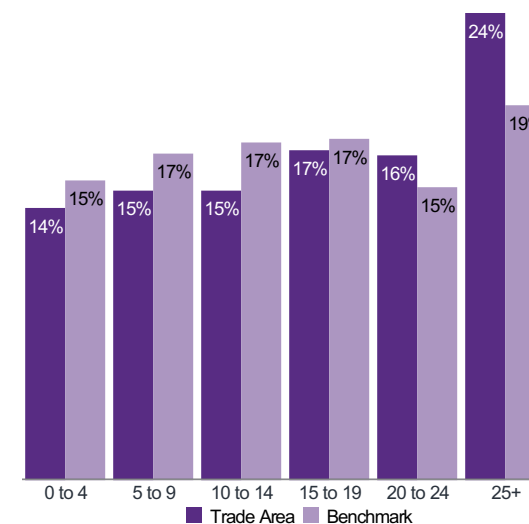
Age	Trade Area	Benchmark
0 to 4	14%	15%
5 to 9	15%	17%
10 to 14	15%	17%
15 to 19	17%	17%
20 to 24	16%	15%
25+	24%	19%

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 Airport)

Population: 8,579 | **Households:** 2,614

TENURE

Rented 15.7%

Owned 84.3%

STRUCTURE TYPE

83.0%
Houses
Index:107
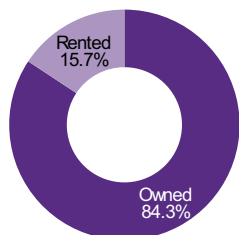
17.0%
Apartments
Index:77

AGE OF HOUSING*

40 - 59 Years Old

% Comp:73.8   Index: 301

AVERAGE HOUSEHOLD INCOME

$103,482

Index:90

HOUSEHOLD INCOME DISTRIBUTION
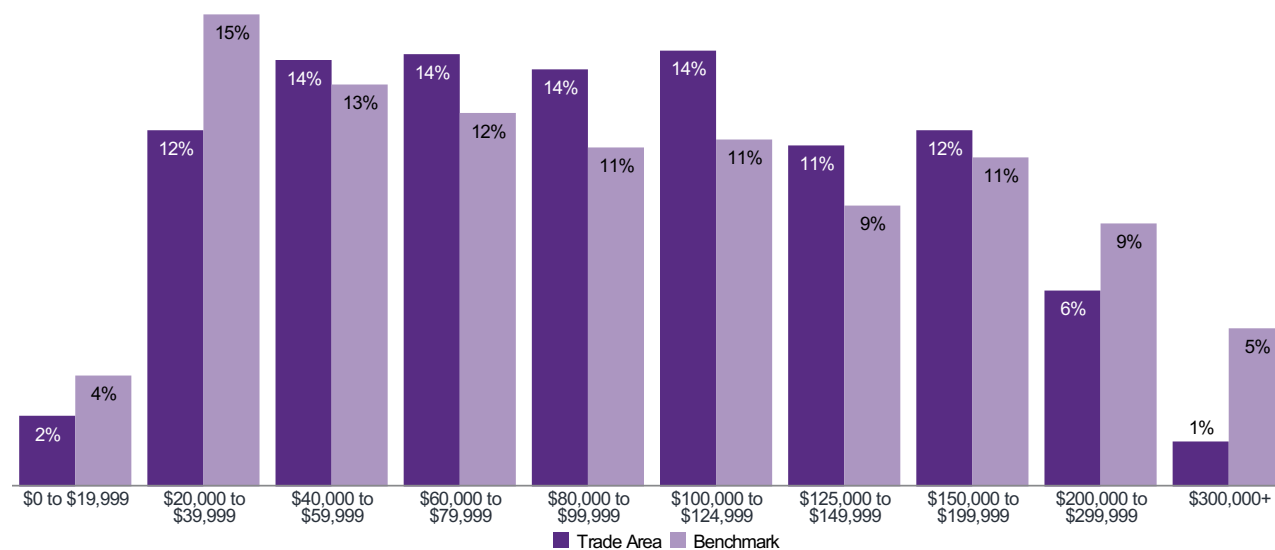
Income Range	Trade Area	Benchmark
$0 to $19,999	2%	4%
$20,000 to $39,999	12%	15%
$40,000 to $59,999	14%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	14%	11%
$100,000 to $124,999	14%	11%
$125,000 to $149,999	11%	9%
$150,000 to $199,999	12%	11%
$200,000 to $299,999	6%	9%
$300,000+	1%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

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

Population: 8,579 | **Households:** 2,614

EDUCATION

19.8%

Index:**74**

University Degree

LABOUR FORCE PARTICIPATION

68.0%

Index:**104**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

35.3%

Index:**97**

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

8.6%

Index:**198**

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT
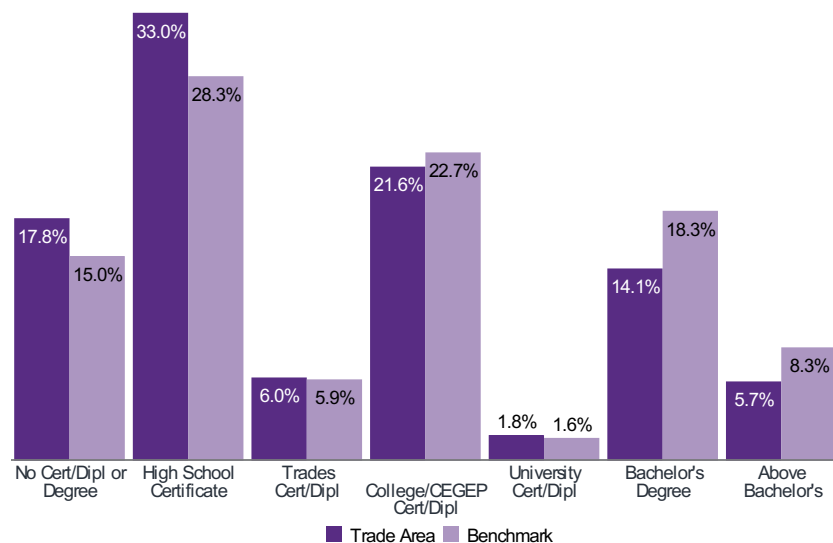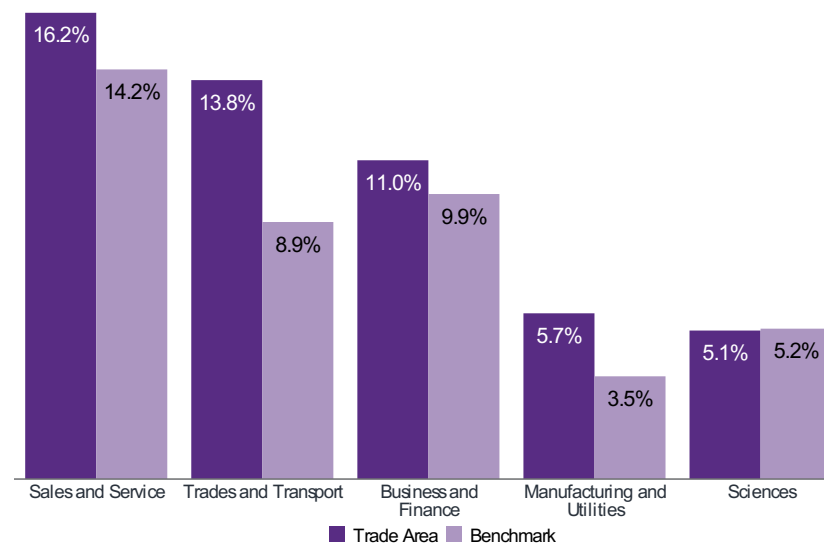
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	17.8%	15.0%
High School Certificate	33.0%	28.3%
Trades Cert/Dipl	6.0%	5.9%
College/CEGEP Cert/Dipl	21.6%	22.7%
University Cert/Dipl	1.8%	1.6%
Bachelor's Degree	14.1%	18.3%
Above Bachelor's	5.7%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	16.2%	14.2%
Trades and Transport	13.8%	8.9%
Business and Finance	11.0%	9.9%
Manufacturing and Utilities	5.7%	3.5%
Sciences	5.1%	5.2%

■ 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 Airport)

Population: 8,579 | **Households:** 2,614

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
1.5%	58.5%	1.6%	42.8%	2017 To Present
Index:65	Index:202	Index:81	Index:162	10.0% Index:222
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- South Asian: 21.5% (Trade Area), 9.9% (Benchmark)
- Black: 15.5% (Trade Area), 4.5% (Benchmark)
- Latin American: 7.6% (Trade Area), 1.3% (Benchmark)
- Filipino: 4.8% (Trade Area), 1.5% (Benchmark)
- SE Asian: 2.0% (Trade Area), 0.9% (Benchmark)

■ Trade Area ■ Benchmark
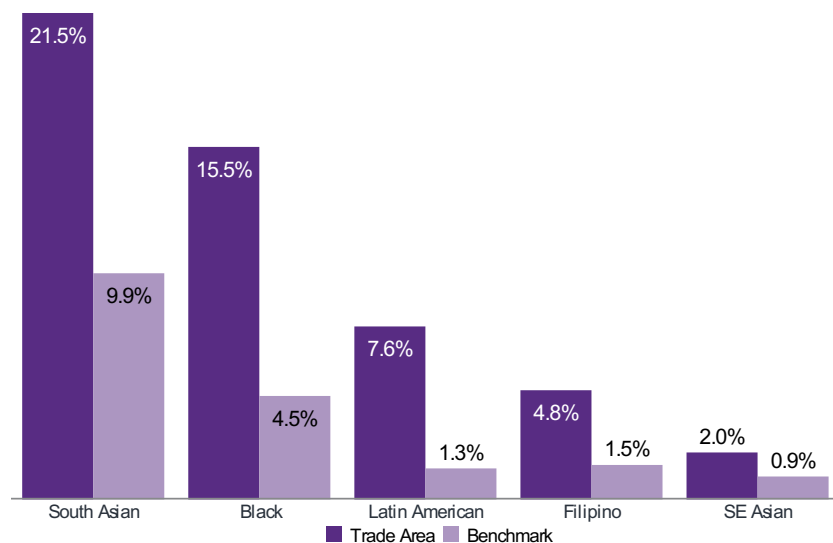
LANGUAGES SPOKEN AT HOME: TOP 5**
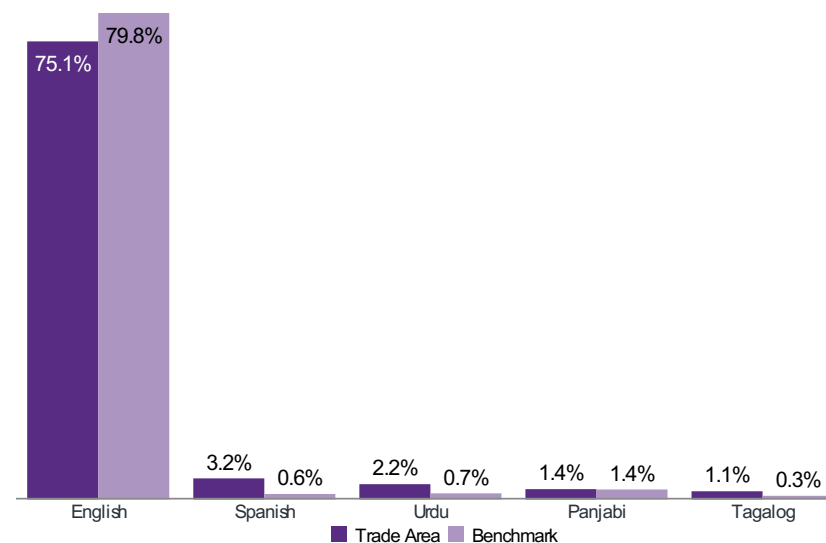
- English: 75.1% (Trade Area), 79.8% (Benchmark)
- Spanish: 3.2% (Trade Area), 0.6% (Benchmark)
- Urdu: 2.2% (Trade Area), 0.7% (Benchmark)
- Panjabi: 1.4% (Trade Area), 1.4% (Benchmark)
- Tagalog: 1.1% (Trade Area), 0.3% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

PRIZM Profile | Top Segments

Households: 2,613

Top 5 segments represent **85.5%** of households in Brampton - Queen Street (Queen and Airport)

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31 METRO MELTING POT
F3 MIDSCALE URBAN FRINGE **F3** MIDDLE-AGE FAMILIES
Diverse, middle-income city dwellers

Rank:	1
Hhlds:	685
Hhld %:	26.20
% in Benchmark:	1.77
Index:	1,478

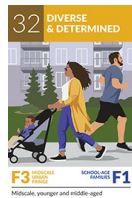A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upward-climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly 30 percent speak a non-official language, with Tagalog, 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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36 MIDDLE-CLASS MOSAIC
U2 URBAN OLDER **F3** MIDDLE-AGE FAMILIES
Middle-income urban homeowners

Rank:	2
Hhlds:	569
Hhld %:	21.79
% in Benchmark:	1.41
Index:	1,542

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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32 DIVERSE & DETERMINED
F3 MIDSCALE URBAN FRINGE **F1** SCHOOL-AGE FAMILIES
Midscale, younger and middle-aged city dwellers

Rank:	3
Hhlds:	406
Hhld %:	15.53
% in Benchmark:	1.96
Index:	791

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.

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23 MID-CITY MELLOW
U2 URBAN OLDER **M1** OLDER FAMILIES & EMPTY NESTS
Older and mature city homeowners

Rank:	4
Hhlds:	322
Hhld %:	12.32
% in Benchmark:	4.40
Index:	280

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

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

Rank:	5
Hhlds:	252
Hhld %:	9.63
% in Benchmark:	3.88
Index:	248

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.

Psychographics | SocialValues Overview

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

⬆ Strong Values

Values	Index
Joy of Consumption	120
Interest in the Unexplained	119
Fatalism	118
Fear of Violence	115
Personal Expression	115
Pursuit of Originality	115
Advertising as Stimulus	114
Personal Creativity	113
Sensualism	113
Sexism	113

⬇ Weak Values

Values	Index
Sexual Permissiveness	78
Attraction to Nature	82
Effort Toward Health	83
Flexible Families	83
Ecological Concern	88
Cultural Assimilation	89
Primacy of Environmental Protection	90
Duty	91
Financial Concern Regarding the Future	91
Rejection of Orderliness	91

⭐ Descriptions | Top 3 Strong Values

Joy of Consumption

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

Interest in the Unexplained

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

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.

⭐ Descriptions | Top 3 Weak Values

Sexual Permissiveness

A tendency to be sexually permissive regarding oneself and others. Fidelity within marriage or between partners and the prohibition of premarital sex are of little importance for people scoring high on this construct.

Attraction to Nature

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

Effort Toward Health

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

Benchmark: Ontario

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS ANALYTICS

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

WealthScapes Households: 2,615

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 104,664	$ 86,525	$ 59,770	$ 2,135
Index: 90	Index: 95	Index: 93	Index: 60

WEALTH* ASSETS*

Net Worth
% Holders
99.8%   Index: 100
Balance
$532,814
Index: 72

Savings
% Holders
95.1%   Index: 100
Balance
$41,123
Index: 54

Investments
% Holders
54.4%   Index: 91
Balance
$158,119
Index: 47

Unlisted Shares
% Holders
8.7%   Index: 70
Balance
$66,597
Index: 21

Real Estate
% Holders
85.5%   Index: 112
Balance
$692,001
Index: 92

Liquid Assets
% Holders
97.9%   Index: 100
Balance
$148,976
Index: 45

DEBT*

Consumer Debt
% Holders
90.5%   Index: 100
Balance
$72,968
Index: 110

Mortgage Debt
% Holders
56.3%   Index: 121
Balance
$257,801
Index: 86

FINANCIAL RATIO

Debt:Asset
% Holders
0.28%   Index: 134

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 Airport)

WealthScapes Households: 2,615

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.28	1.45	1.11	0.70
Index: 134	Index: 236	Index: 118	Index: 116

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.18	4.06	0.25	2.20
Index: 82	Index: 231	Index: 101	Index: 96

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Brampton - Queen Street (Queen and Airport)   **Households:** 2,614

Total Aggregate Current Consumption: $194,860,828

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$74,545	$103,627	$84,938
Index: 91	Index 90	Index: 95

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$19,584	26.3%
Index 93	Index 102

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$12,179	16.3%
Index 95	Index 104

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$11,957	16.0%
Index 87	Index 95

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$5,199	7.0%
Index 91	Index 99

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,799	6.4%
Index 88	Index 96

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,220	5.7%
Index 88	Index 97

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$3,293	4.4%
Index 83	Index 91

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$3,212	4.3%
Index 97	Index 106

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$2,882	3.9%
Index 81	Index 89

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

Trade Area: Brampton - Queen Street (Queen and Airport)   **Households:** 2,614

Average Household Income	**Average Food Expenditure**	**Average Spend on Food from Restaurants**	**Average Spend on Food from Stores**
$103,627	$12,179	$3,204	$8,974
Index: 90	Index: 95	Index: 79	Index: 102

Total Aggregate Food Expenditure: $ 31,834,670

Bakery		Cereal Products		Fruit and nuts	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$862	9.6%	$526	5.9%	$1,169	13.0%
Index: 99	Index: 96	Index: 103	Index: 101	Index: 107	Index: 104

Vegetables		Dairy products & Eggs		Meat	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$971	10.8%	$1,215	13.5%	$1,683	18.8%
Index: 105	Index: 102	Index: 95	Index: 93	Index: 107	Index: 104

Fish & Seafood		Beverages & Other Food	
Avg. Dollars/Household	Pct. of Total Expenditure	Avg. Dollars/Household	Pct. of Total Expenditure
$410	4.6%	$2,140	23.8%
Index: 140	Index: 136	Index: 97	Index: 95

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 Airport)   **Household Population 14+:** 7,308

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.4	11.0	95
Going to restaurants, bars or night clubs	52.1	55.1	95
Having physical Contact with family and friends	49.5	57.7	86
Participating in group activities	34.1	38.7	88
Partying	16.6	15.8	105
Seeing family and friends in person	59.0	62.8	94
Entertainment			
Attending events, festivals or concerts	37.7	42.9	88
Attending sports events (excludes professional sports)	19.1	18.2	105
Attending to professional sports events or games	22.0	25.4	87
Going to the movies	47.1	45.7	103
Movement & Travel			
Driving more	16.4	16.1	102
Shopping in-store	47.1	42.9	110
Spending time outdoors	33.1	32.5	102
Travelling outside of Canada/ abroad	49.1	53.2	92
Travelling within Canada	46.3	49.9	93
Using public transit	20.0	13.7	146
Personal			
Getting back to old habits	39.4	36.2	109
Going to a salon, barber shop or spa	36.9	33.7	109
Going to the gym	25.1	22.6	111
Education/Work			
Children going back to school	18.0	20.3	89
Going back to work	17.7	17.6	101
Other			
Not Stated	0.7	0.6	125

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Trade Area: Brampton - Queen Street (Queen and Airport)   **Household Population 14+:** 7,308

RADIO
Listeners: 75.8%
Index: 93

6.7 Hours/Week*
Index: **91**

Top Formats

	Trade Area	Benchmark
Multicultural	10.8%	6.2%
Traffic	26.9%	16.7%
Religious/Gospel	12.6%	8.4%

TELEVISION
Viewers: 96.5%
Index: 102

20.9 Hours/Week*
Index: **100**

Top Program Types

	Trade Area	Benchmark
Teen Dramas	26.1%	20.3%
Music Video	42.2%	34.5%
Children's Cartoons	35.5%	30.8%

NEWSPAPER
Readers: 29.8%
Index: 102

0.9 Hours/Week*
Index: **137**

Top Sections Read

	Trade Area	Benchmark
Comics	15.2%	10.9%
Arts and Entertainment	15.0%	11.7%
Automotive	7.7%	6.0%

MAGAZINE
Readers: 70.7%
Index: 97

1.9 Hours/Month*
Index: **138**

Top Titles

	Trade Area	Benchmark
Best Health	7.8%	4.1%
NOW	13.1%	7.8%
FASHION Magazine	17.0%	10.9%

INTERNET
Users: 97.4%
Index: 99

21.3 Hours online past week*
Index: **97**

Top Activities

	Trade Area	Benchmark
Career/Job Search	31.5%	30.3%
Music Streaming	53.2%	52.7%
Listen to Radio/Podcast	41.5%	42.3%

DIRECT/OUTDOOR

5 Times used public transit past week*
Index: **191**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Addressed Mail Offers	10.0%	8.2%
Brochures	13.2%	10.9%
Catalogues	14.4%	11.8%

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 Airport)

ENVIRONICS ANALYTICS

Household Population 18+: 6,892

FACEBOOK
75.1% currently use
Index: 97
Top Activities (Daily)
- Read news feed: 35.6% / 42.7%
- Cmt/Like other users' posts: 25.2% / 27.6%
- Use Messenger: 22.6% / 23.4%

■ Trade Area ■ Benchmark

TWITTER
34.2% currently use
Index: 116
Top Activities (Daily)
- Read tweets: 15.3% / 14.2%
- Watch videos: 6.6% / 6.4%
- Tweet: 5.7% / 4.4%

■ Trade Area ■ Benchmark

INSTAGRAM
41.7% currently use
Index: 107
Top Activities (Daily)
- View photos/videos: 10.2% / 8.5%
- Like photos/videos: 6.7% / 6.7%
- Send direct messages: 4.2% / 3.7%

■ Trade Area ■ Benchmark

LINKEDIN
47.2% currently use
Index: 114
Top Activities (Weekly)
- Search and review other profiles: 5.1% / 3.6%
- View a job posting: 4.5% / 3.9%
- Read your newsfeed: 4.5% / 4.7%

■ Trade Area ■ Benchmark

YOUTUBE
73.2% currently use
Index: 104
Top Activities (Daily)
- Watch videos: 29.7% / 28.0%
- Like/dislike videos: 10.2% / 8.1%
- Watch live videos: 9.4% / 6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
15.6% currently use
Index: 120
Top Activities (Weekly)
- Send direct text messages: 8.4% / 5.9%
- Send photos/videos: 8.3% / 5.7%
- Receive photos/videos: 8.0% / 6.6%

■ Trade Area ■ Benchmark

WHATSAPP
57.0% currently use
Index: 133
Top Activities (Daily)
- Send/receive images: 7.6% / 6.0%
- Send/receive messages: 7.6% / 5.7%
- Use group chats: 7.5% / 4.6%

■ Trade Area ■ Benchmark

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 Airport)　　　　**Household Population 18+:** 6,892

FRIENDS IN ALL SM NETWORKS	FREQUENCY OF USE (DAILY)	BRAND INTERACTION	NO. OF BRANDS INTERACTED
32.5% Index:92	**48.2%** Index:86	**34.2%** Index:99	**31.9%** Index:104
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
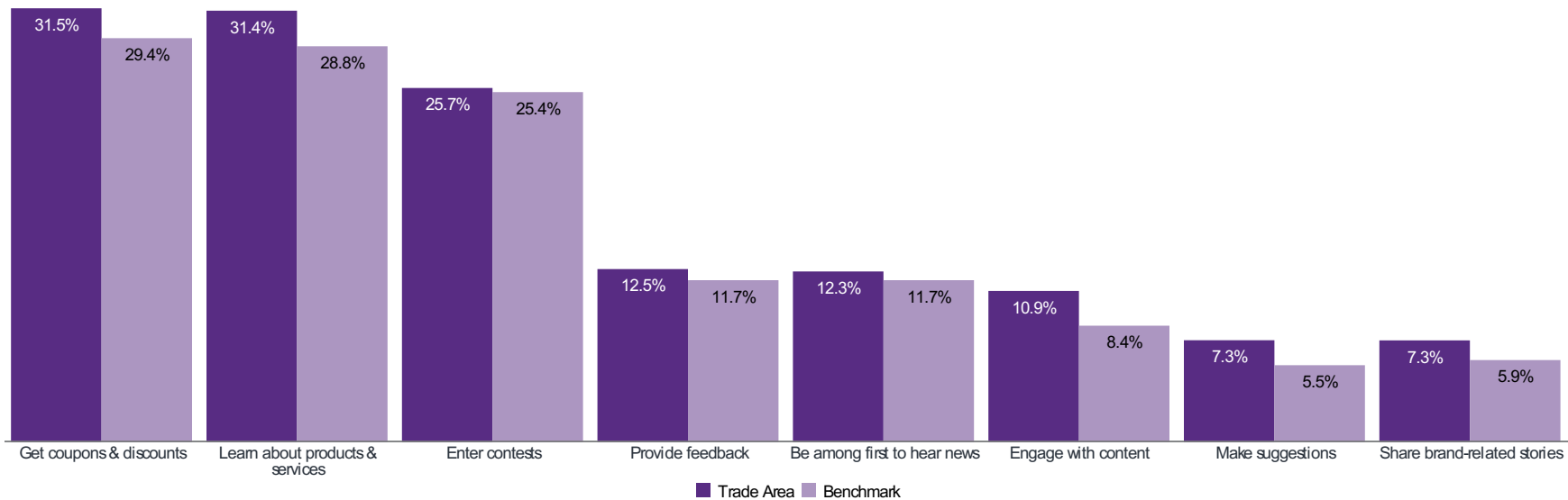
Reason	Trade Area	Benchmark
Get coupons & discounts	31.5%	29.4%
Learn about products & services	31.4%	28.8%
Enter contests	25.7%	25.4%
Provide feedback	12.5%	11.7%
Be among first to hear news	12.3%	11.7%
Engage with content	10.9%	8.4%
Make suggestions	7.3%	5.5%
Share brand-related stories	7.3%	5.9%

■ Trade Area　■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

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

Total Household Population 18+: 6,892

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

% Comp 85.3   **Index** 97

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

% Comp 51.6   **Index** 106

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

% Comp 83.1   **Index** 99

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

% Comp 47.1   **Index** 115

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

% Comp 58.7   **Index** 104

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

% Comp 36.0   **Index** 120

Opticks eShopper | Purchase Preference by Category

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

Total Household Population 18+: 6,892

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	18.7	20.1
Babies and children	12.6	12.9
Media	42.7	43.0
Clothing & Fashions	31.3	30.6
Home Electronics	42.2	41.8
Event tickets	50.3	50.3
Gift card/cert.	33.5	33.1
Groceries	19.6	16.7
Beauty & Cosmetics	19.4	18.4
Home & Garden	21.3	24.4
Financial products	32.2	30.3
Office supplies	36.6	34.7
Pets	14.3	15.3
Pharma.	23.2	26.9
Sporting goods	23.2	24.2
Vacation/travel	50.0	51.6
Food Home delivery svcs.	25.3	19.8
Wireless service providers	41.1	42.6
Insurance products	37.1	31.6
Online meal kits (e.g. Hello Fresh)	15.4	15.7
Govt. services	51.0	52.0

Trade Area ■ Benchmark ■

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

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

Total Household Population 18+: 6,892

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	59.8% Index:97	38.5% Index:104	14.3% Index:116	4.6% Index:145
Purchase preference	75.1% Index:100	31.3% Index:102	10.6% Index:108	4.2% Index:164
Customer Service	58.6% Index:95	19.3% Index:108	8.0% Index:139	20.7% Index:95

AMOUNT SPENT [PST 12 MTHS]

Category	Trade Area	Benchmark
Less than $50 (!)	3.3%	2.0%
$50-$99	5.1%	4.5%
$100-$249	12.2%	10.8%
$250-$499	7.7%	9.5%
$500-$999	3.6%	4.4%
$1000 or more	2.1%	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

ENVIRONICS ANALYTICS

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

Total Household Population 18+: 6,892

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	50.8% Index:101	50.4% Index:92	17.0% Index: 109	10.2% Index: 124
Purchase preference	64.5% Index: 94	42.2% Index:101	13.6% Index:124	8.7% Index: 135
Customer Service	54.3% Index:96	25.8% Index:104	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	5.3%	6.8%	7.8%	4.2%	6.1%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

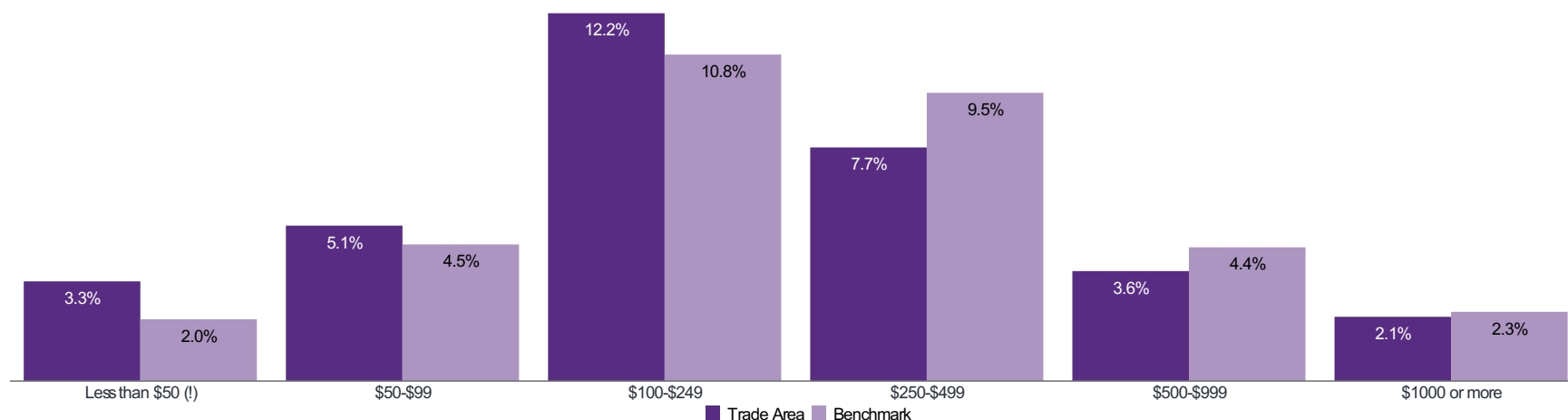| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

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

Total Household Population 18+: 6,892

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	46.6% Index:98	34.4% Index:98	13.7% Index:124	3.7% Index:103
Purchase preference	56.1% Index:93	33.5% Index:101	12.4% Index:142	3.3% Index:108
Customer Service	38.3% Index:90	22.0% Index:107	7.7% Index:126	28.5% Index:103

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.7%	6.2%	8.4%	4.3%	1.4%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

25

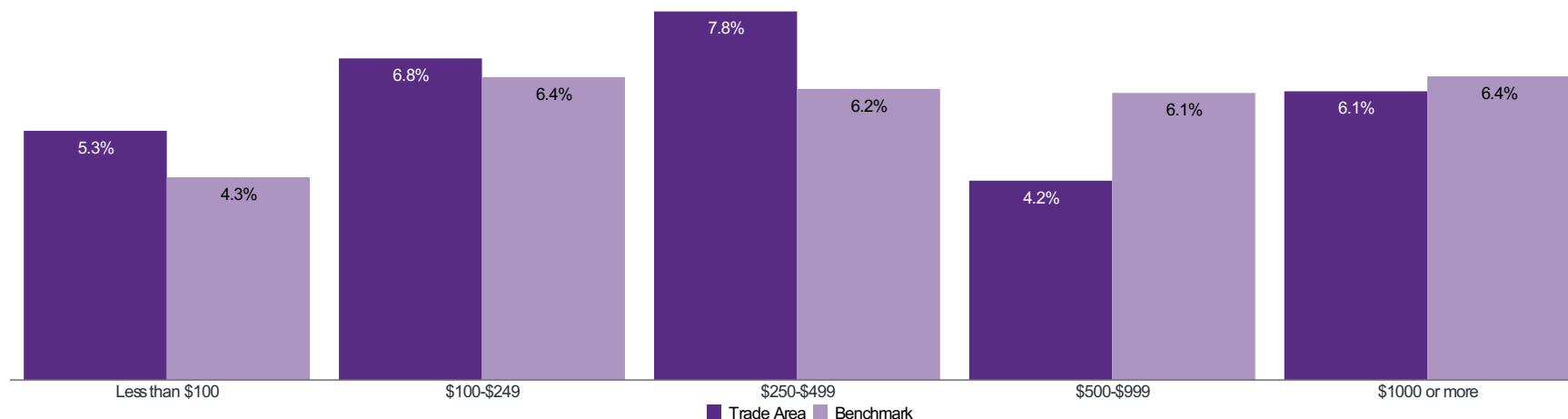# Opticks eShopper | Groceries Deep Dive

ENVIRONICS ANALYTICS

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

Total Household Population 18+: 6,892

BEHAVIOURAL PREFERENCES BY CHANNEL

GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	70.1% Index:97	26.5% Index:107	14.8% Index:134	2.5% Index:91
Purchase preference	80.4% Index:96	19.6% Index:118	10.2% Index:163	3.5% Index:145
Customer Service	66.2% Index:95	15.6% Index:136	6.4% Index:161	19.5% Index:104

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.9%	2.8%	4.2%	3.6%	3.2%	6.3%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive
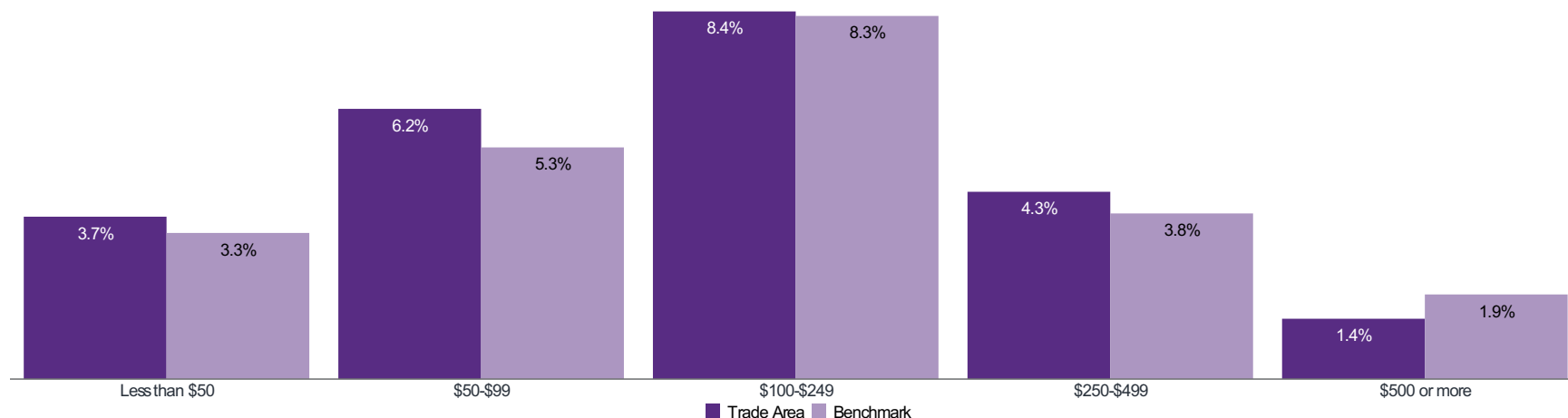
Trade Area: Brampton - Queen Street (Queen and Airport)

Total Household Population 18+: 6,892

BEHAVIOURAL PREFERENCES BY CHANNEL

BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	36.2% Index:**102**	23.7% Index:**107**	10.5% Index:**130**	3.5% Index:**123**
Purchase preference	46.2% Index:**100**	19.4% Index:**105**	8.2% Index:**128**	3.0% Index:**130**
Customer Service	34.6% Index:**95**	13.4% Index:**107**	6.9% Index:**160**	16.5% Index:**113**

AMOUNT SPENT [PST 12 MTHS]

	Trade Area	Benchmark
Less than $50	2.9%	2.8%
$50-$99	5.6%	4.3%
$100-$249	5.0%	5.3%
$250-$499	2.6%	2.5%
$500 or more (!)	1.4%	1.4%

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 Airport)

Total Household Population 18+: 6,892

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	52.4% Index:**101**	36.1% Index:**95**	13.3% Index:**117**	4.8% Index:**84**
Purchase preference	67.4% Index:**99**	21.3% Index:**87**	9.8% Index:**140**	3.6% Index:**101**
Customer Service	51.3% Index:**95**	16.1% Index:**101**	8.0% Index:**168**	23.1% Index:**101**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.3%	3.7%	4.1%	2.8%	2.5%
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+

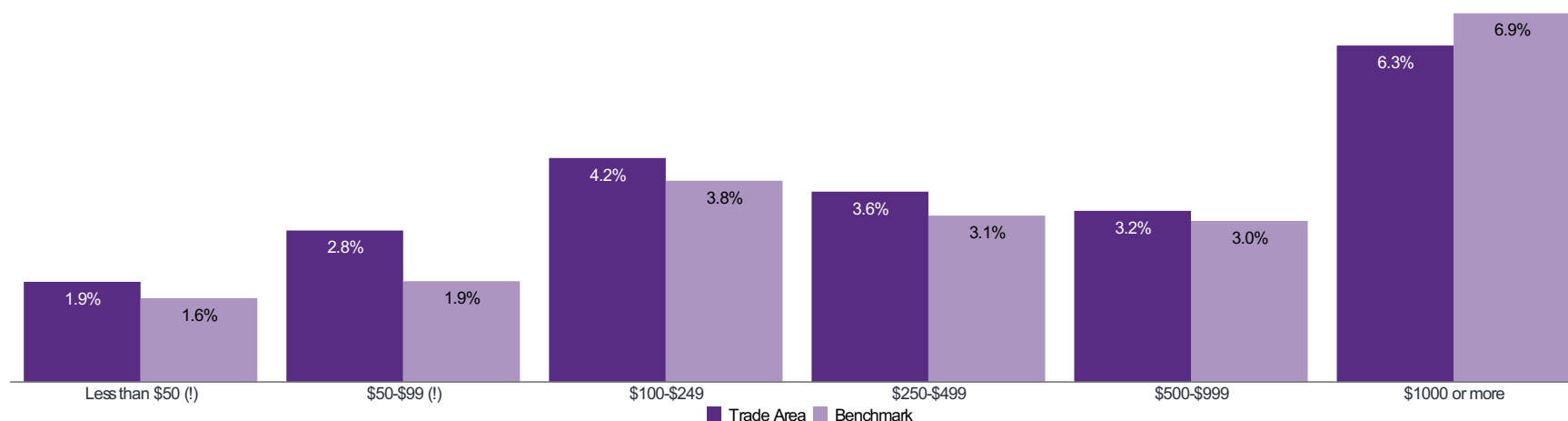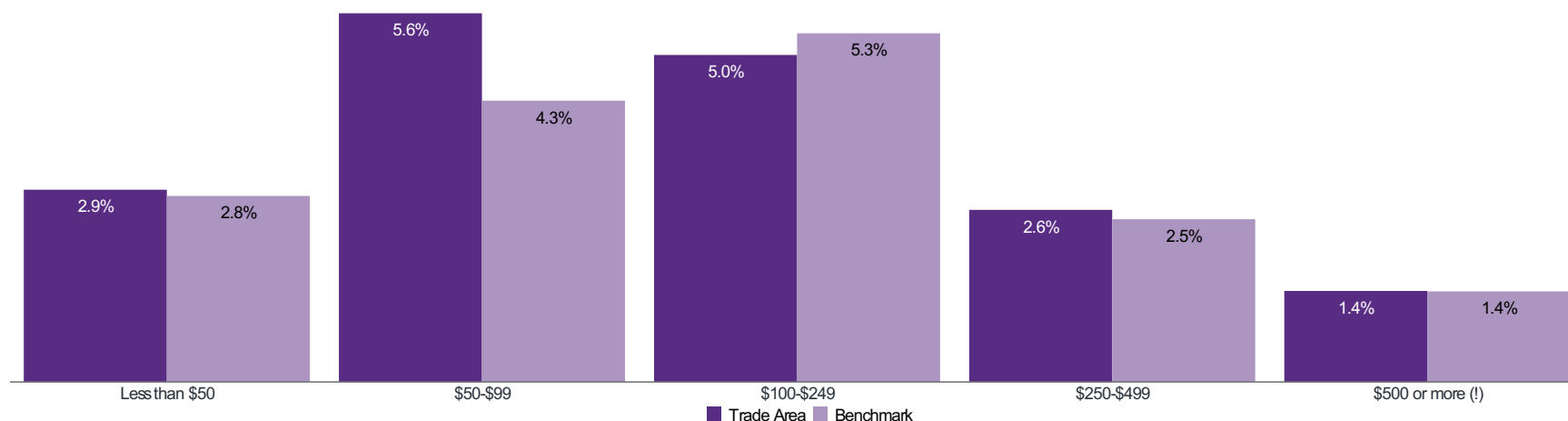# Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS ANALYTICS

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

Total Household Population 18+: 6,892

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	36.8% Index:94	31.5% Index:98	10.6% Index:101	4.2% Index:106
Purchase preference	48.3% Index:93	23.2% Index:96	8.2% Index:109	3.8% Index:126
Customer Service	39.6% Index:95	17.6% Index:116	8.1% Index:157	18.3% Index:90

AMOUNT SPENT [PST 12 MTHS]
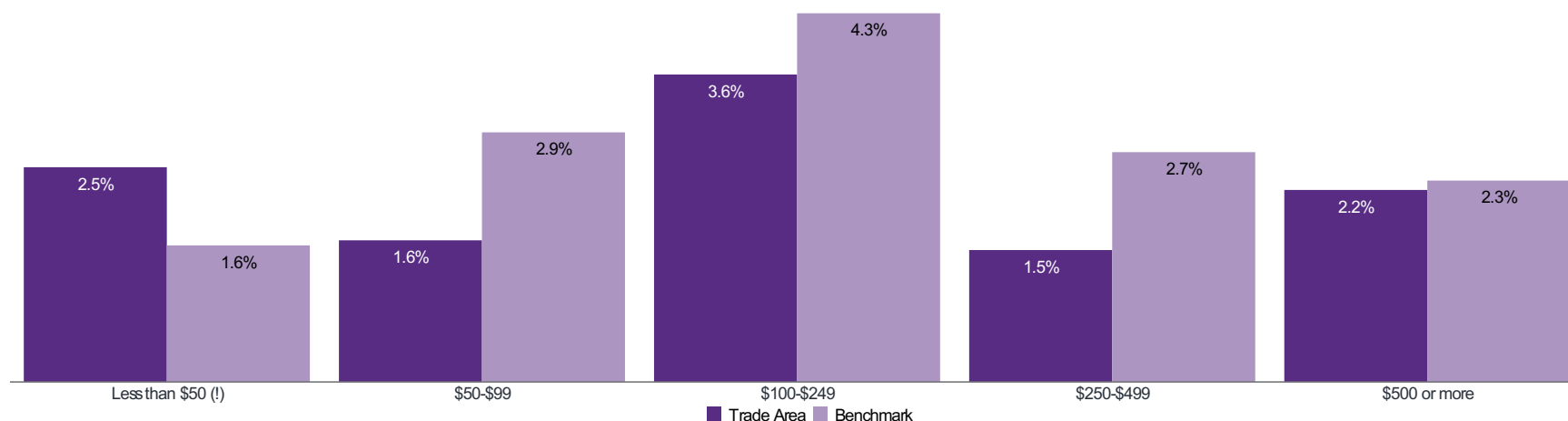
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.5%	1.6%	3.6%	1.5%	2.2%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

29

Opticks eShopper | Vacation/Travel Deep Dive

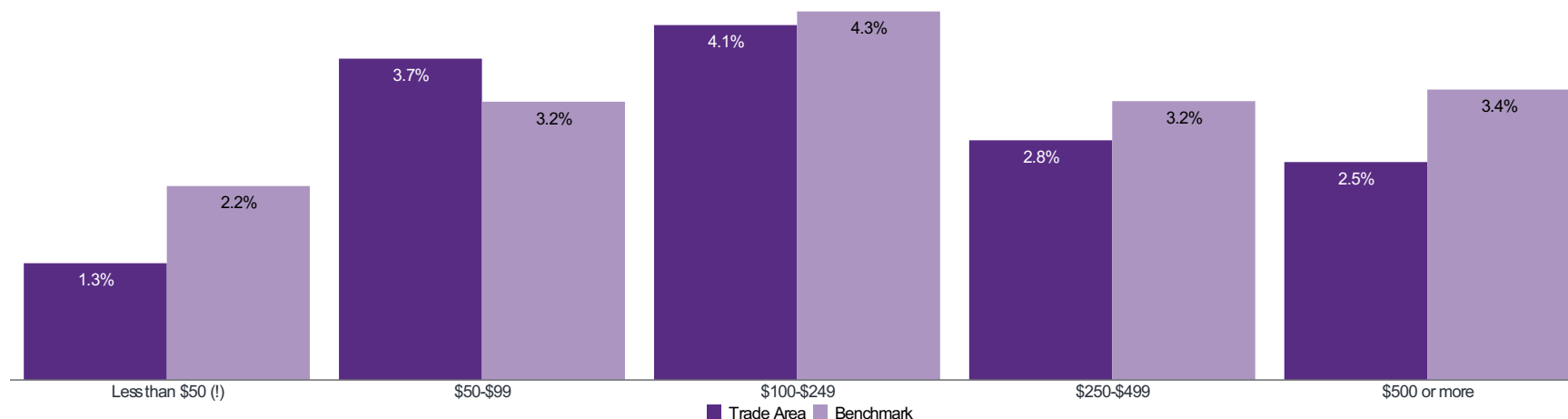**Trade Area:** Brampton - Queen Street (Queen and Airport)

Total Household Population 18+: 6,892

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	22.2% Index:**108**	57.2% Index:**99**	16.0% Index:**107**	18.3% Index:**114**
Purchase preference	27.0% Index:**94**	50.0% Index:**97**	9.8% Index:**104**	19.8% Index:**110**
Customer Service	28.6% Index:**98**	28.2% Index:**103**	8.7% Index:**126**	41.9% Index:**96**

AMOUNT SPENT [PST 12 MTHS]
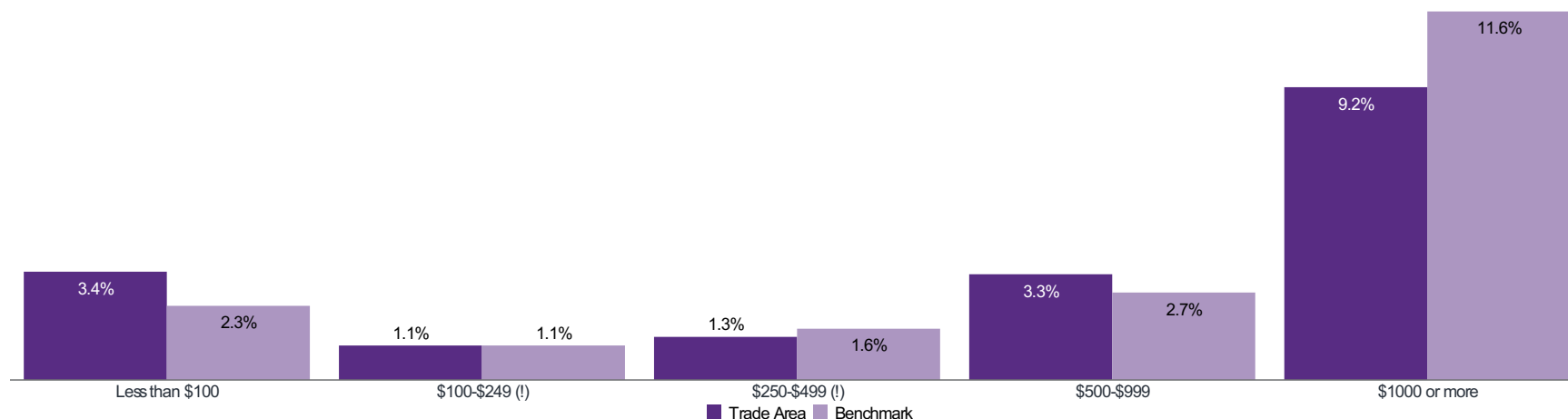
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.4%	1.1%	1.3%	3.3%	9.2%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Brampton - Queen Street (Queen and Airport) **Households:** 2,614

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
66.3%
Index: 98

Has high quality fresh produce
54.1%
Index: 91

Carries food/non-food items I need
44.1%
Index: 107

Has high quality meat department
38.8%
Index: 93

Carries variety of items and services
34.0%
Index: 95

Only store that carries what I want
26.5%
Index: 88

Has variety of freshly prep. foods/meals
19.5%
Index: 140

Carries wide variety of ethnic prod.
18.3%
Index: 136

Has special section for dietary needs
14.0%
Index: 113

Carries variety of organic prod. (!)
11.7%
Index: 103

Carries selection of alcoholic bev. (^)
5.5%
Index: 145

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 Airport)   **Households:** 2,614

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
61.6%	45.7%	39.7%
Index: 103	Index: 106	Index: 96

Short checkout lines/fast checkout	Has extended hours	Staff are friendly and knowledgeable
39.1%	33.4%	31.0%
Index: 110	Index: 121	Index: 92

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
19.7%	17.8%	13.1%
Index: 99	Index: 130	Index: 148

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 Airport)   **Households:** 2,614

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions

67.1%
Index: **100**

Discover good value when shopping

66.7%
Index: **101**

Store has the lowest prices overall

58.3%
Index: **101**

Store has a customer loyalty card program

46.8%
Index: **94**

Has loyalty prog. app and offers pers. promos

28.3%
Index: **96**

I'm loyal to their store brands

23.2%
Index: **101**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	38.3	40.2	0.1	95
Leave the store and buy it elsewhere	30.6	30.9	0.1	99
Purchase another brand	23.2	21.2	0.1	109
Purchase another size or variety of the same brand (!)	8.0	7.7	0.1	103

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+

Main Street Visitors

2019 Brampton - Queen Street Queen and Airport 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%	829,067	100%	4.30%	100	829,669	100%	4.30%	100	706,157	100%	3.66%	100	735,245	100%	3.81%	100	1,179,538	100%	6.11%	100
3521010	Brampton, ON (CY)	596,084	3.09%	359,969	43.42%	60.39%	1406	352,934	42.54%	59.21%	1378	319,185	45.20%	53.55%	1464	333,642	45.38%	55.97%	1469	410,799	34.83%	68.92%	1128
3520005	Toronto, ON (C)	2,568,898	13.31%	125,328	15.12%	4.88%	114	131,591	15.86%	5.12%	119	105,868	14.99%	4.12%	113	103,324	14.05%	4.02%	106	205,588	17.43%	8.00%	131
3521005	Mississauga, ON (CY)	642,951	3.33%	81,494	9.83%	12.67%	295	82,020	9.89%	12.76%	297	70,463	9.98%	10.96%	300	69,887	9.51%	10.87%	285	121,477	10.30%	18.89%	309
3519028	Vaughan, ON (CY)	264,447	1.37%	40,635	4.90%	15.37%	358	38,743	4.67%	14.65%	341	31,845	4.51%	12.04%	329	34,086	4.64%	12.89%	338	59,056	5.01%	22.33%	365
3521024	Caledon, ON (T)	68,255	0.35%	26,389	3.18%	38.66%	900	25,649	3.09%	37.58%	874	24,581	3.48%	36.01%	984	23,086	3.14%	33.82%	888	33,933	2.88%	49.72%	814
3519036	Markham, ON (CY)	301,247	1.56%	13,957	1.68%	4.63%	108	12,789	1.54%	4.25%	99	11,237	1.59%	3.73%	102	10,377	1.41%	3.44%	90	22,412	1.90%	7.44%	122
3525005	Hamilton, ON (C)	483,265	2.50%	9,769	1.18%	2.02%	47	11,403	1.37%	2.36%	55	8,435	1.19%	1.75%	48	9,552	1.30%	1.98%	52	19,999	1.70%	4.14%	68
3519038	Richmond Hill, ON (T)	181,750	0.94%	9,394	1.13%	5.17%	120	10,274	1.24%	5.65%	132	7,537	1.07%	4.15%	113	8,169	1.11%	4.49%	118	16,666	1.41%	9.17%	150
3524009	Milton, ON (T)	106,330	0.55%	9,760	1.18%	9.18%	214	9,350	1.13%	8.79%	205	7,684	1.09%	7.23%	198	8,765	1.19%	8.24%	216	15,803	1.34%	14.86%	243
3524001	Oakville, ON (T)	174,424	0.90%	7,980	0.96%	4.58%	107	7,634	0.92%	4.38%	102	5,661	0.80%	3.25%	89	6,777	0.92%	3.89%	102	13,050	1.11%	7.48%	122

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

2019 Brampton - Queen Street Queen and Airport 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
7,193	8,570	119.1	8,264	114.9	8,289	115.2	8,184	113.8	9,095	126.4

2019 Brampton - Queen Street Queen and Airport 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	1,201,403	9,095	0.8	1,192,308	99.2

ENVIRONICS
ANALYTICS

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

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	451,607	100%	2.34%	100	616,660	100%	3.19%	100	554,099	100%	2.87%	100	563,782	100%	2.92%	100	887,292	100%	4.60%	100
3521010	Brampton, ON (CY)	596,084	3.09%	223,941	49.59%	37.57%	1606	281,854	45.71%	47.28%	1480	269,798	48.69%	45.26%	1577	264,129	46.85%	44.31%	1517	334,182	37.66%	56.06%	1220
3520005	Toronto, ON (C)	2,568,898	13.31%	62,029	13.74%	2.41%	103	93,686	15.19%	3.65%	114	78,303	14.13%	3.05%	106	79,473	14.10%	3.09%	106	152,567	17.19%	5.94%	129
3521005	Mississauga, ON (CY)	642,951	3.33%	43,765	9.69%	6.81%	291	58,668	9.51%	9.12%	286	51,546	9.30%	8.02%	279	54,917	9.74%	8.54%	292	89,749	10.11%	13.96%	304
3519028	Vaughan, ON (CY)	264,447	1.37%	19,387	4.29%	7.33%	313	28,861	4.68%	10.91%	342	25,114	4.53%	9.50%	331	23,891	4.24%	9.03%	309	45,181	5.09%	17.09%	372
3521024	Caledon, ON (T)	68,255	0.35%	14,920	3.30%	21.86%	934	19,667	3.19%	28.81%	902	17,758	3.20%	26.02%	906	18,515	3.28%	27.13%	929	27,019	3.05%	39.59%	861
3519036	Markham, ON (CY)	301,247	1.56%	4,839	1.07%	1.61%	69	9,401	1.52%	3.12%	98	5,704	1.03%	1.89%	66	7,340	1.30%	2.44%	83	15,001	1.69%	4.98%	108
3525005	Hamilton, ON (C)	483,265	2.50%	5,760	1.28%	1.19%	51	7,542	1.22%	1.56%	49	6,791	1.23%	1.41%	49	7,117	1.26%	1.47%	50	14,800	1.67%	3.06%	67
3519038	Richmond Hill, ON (T)	181,750	0.94%	4,265	0.94%	2.35%	100	7,415	1.20%	4.08%	128	5,698	1.03%	3.14%	109	5,645	1.00%	3.11%	106	12,067	1.36%	6.64%	144
3524009	Milton, ON (T)	106,330	0.55%	4,424	0.98%	4.16%	178	6,205	1.01%	5.84%	183	5,283	0.95%	4.97%	173	5,887	1.04%	5.54%	190	11,488	1.29%	10.80%	235
3524001	Oakville, ON (T)	174,424	0.90%	2,685	0.59%	1.54%	66	5,501	0.89%	3.15%	99	3,912	0.71%	2.24%	78	5,681	1.01%	3.26%	112	9,316	1.05%	5.34%	116

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

2020 Brampton - Queen Street Queen and Airport 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
7,193	7,047	98.0	7,388	102.7	7,407	103.0	7,037	97.8	8,001	111.2

2020 Brampton - Queen Street Queen and Airport 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	899,960	8,001	0.9	891,958	99.1

ENVIRONICS ANALYTICS

2021 Brampton - Queen Street Queen and Airport 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%	466,918	100%	2.42%	100	747,092	100%	3.87%	100	725,901	100%	3.76%	100	551,191	100%	2.86%	100	991,936	100%	5.14%	100
3521010	Brampton, ON (CY)	596,084	3.09%	231,824	49.65%	38.89%	1608	321,265	43.00%	53.90%	1393	322,545	44.43%	54.11%	1439	273,580	49.63%	45.90%	1607	356,085	35.90%	59.74%	1162
3520005	Toronto, ON (C)	2,568,898	13.31%	66,526	14.25%	2.59%	107	113,100	15.14%	4.40%	114	106,654	14.69%	4.15%	110	75,869	13.76%	2.95%	103	170,181	17.16%	6.62%	129
3521005	Mississauga, ON (CY)	642,951	3.33%	43,388	9.29%	6.75%	279	72,976	9.77%	11.35%	293	66,475	9.16%	10.34%	275	49,903	9.05%	7.76%	272	99,699	10.05%	15.51%	302
3519028	Vaughan, ON (CY)	264,447	1.37%	26,426	5.66%	9.99%	413	34,602	4.63%	13.08%	338	35,226	4.85%	13.32%	354	24,393	4.43%	9.22%	323	54,805	5.53%	20.72%	403
3521024	Caledon, ON (T)	68,255	0.35%	14,832	3.18%	21.73%	898	25,677	3.44%	37.62%	972	25,015	3.45%	36.65%	975	17,430	3.16%	25.54%	894	30,510	3.08%	44.70%	870
3519036	Markham, ON (CY)	301,247	1.56%	6,188	1.33%	2.05%	85	12,321	1.65%	4.09%	106	10,089	1.39%	3.35%	89	5,181	0.94%	1.72%	60	17,454	1.76%	5.79%	113
3525005	Hamilton, ON (C)	483,265	2.50%	4,183	0.90%	0.87%	36	11,124	1.49%	2.30%	59	9,704	1.34%	2.01%	53	6,804	1.23%	1.41%	49	17,266	1.74%	3.57%	70
3519038	Richmond Hill, ON (T)	181,750	0.94%	3,735	0.80%	2.05%	85	9,359	1.25%	5.15%	133	8,155	1.12%	4.49%	119	6,031	1.09%	3.32%	116	14,000	1.41%	7.70%	150
3524009	Milton, ON (T)	106,330	0.55%	4,803	1.03%	4.52%	187	7,105	0.95%	6.68%	173	7,632	1.05%	7.18%	191	5,141	0.93%	4.84%	169	12,273	1.24%	11.54%	225
3524001	Oakville, ON (T)	174,424	0.90%	3,249	0.70%	1.86%	77	6,191	0.83%	3.55%	92	6,192	0.85%	3.55%	94	3,420	0.62%	1.96%	69	9,923	1.00%	5.69%	111

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

2021 Brampton - Queen Street Queen and Airport 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
7,193	7,376	102.5	6,935	96.4	7,209	100.2	7,725	107.4	7,817	108.7

2021 Brampton - Queen Street Queen and Airport Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	1,013,505	7,817	0.8	1,005,688	99.2

ENVIRONICS ANALYTICS

Top 5 segments represent **54.4%** 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:	246,070
Customers %:	31.97
% in Benchmark:	5.76
Index:	**555**

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.
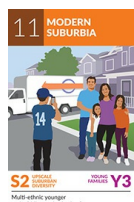
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08 MULTICULTURE-ISH

S2 UPSCALE SUBURBAN DIVERSITY — LARGE DIVERSE FAMILIES F2
Upscale, multi-ethnic suburban families

Rank:	2
Customers:	56,724
Customers %:	7.37
% in Benchmark:	5.19
Index:	**142**

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 FAMILIES F3
Diverse, middle-income city dwellers

Rank:	3
Customers:	46,272
Customers %:	6.01
% in Benchmark:	2.08
Index:	**290**

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 house 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:	37,986
Customers %:	4.93
% in Benchmark:	3.30
Index:	**150**

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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19 FAMILY MODE

S3 UPPER-MIDDLE SUBURBIA — MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	5
Customers:	32,004
Customers %:	4.16
% in Benchmark:	4.68
Index:	**89**

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.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+