

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

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

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

ENVIRONICS
ANALYTICS

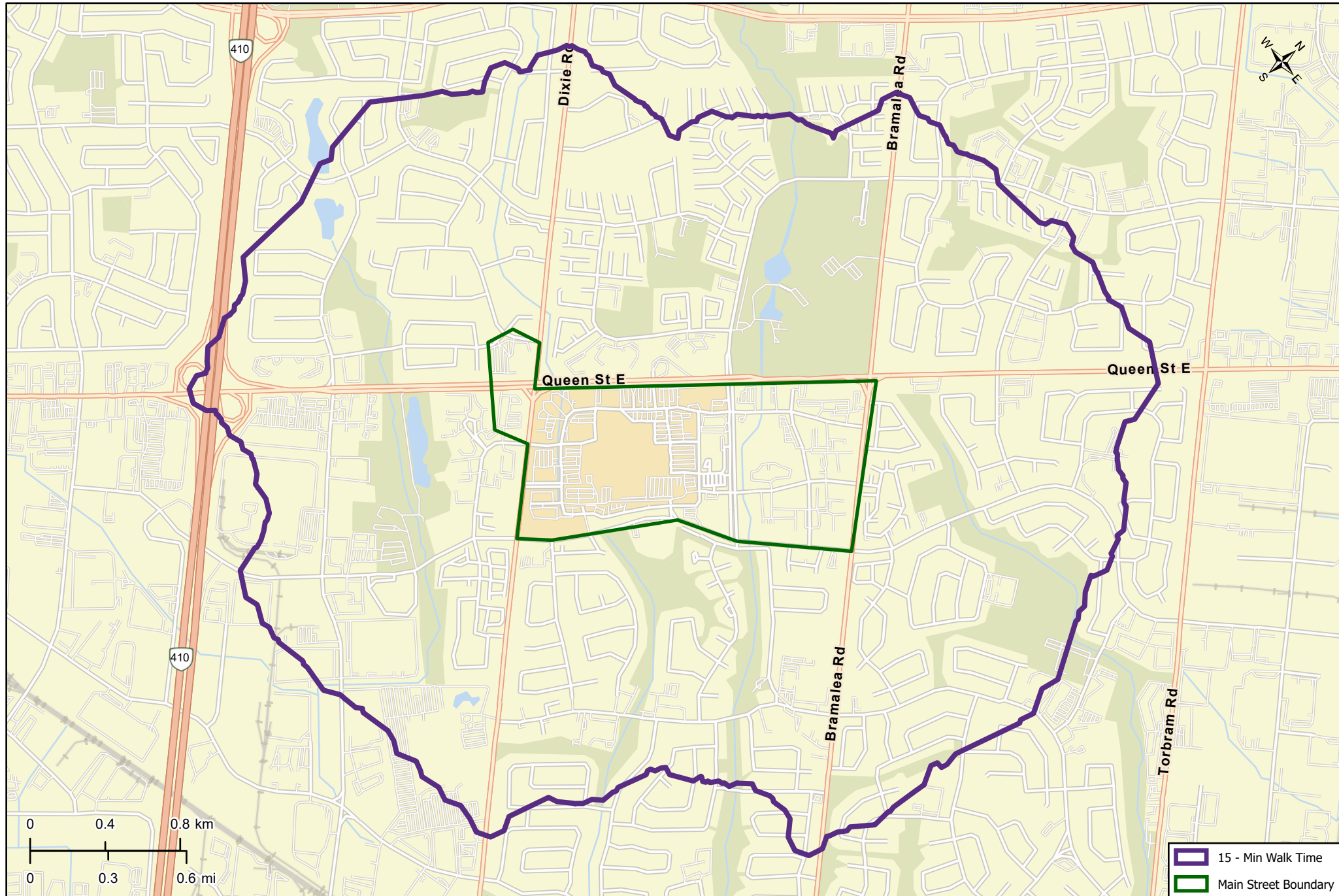
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Date: February 24, 2022

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Brampton - Queen Street (Queen and Dixie)
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

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

POPULATION

48,501

HOUSEHOLDS

16,222

MEDIAN MAINTAINER AGE

54

Index: 99

MARITAL STATUS



51.2%

Index: 88

Married/Common-Law

FAMILY STATUS*

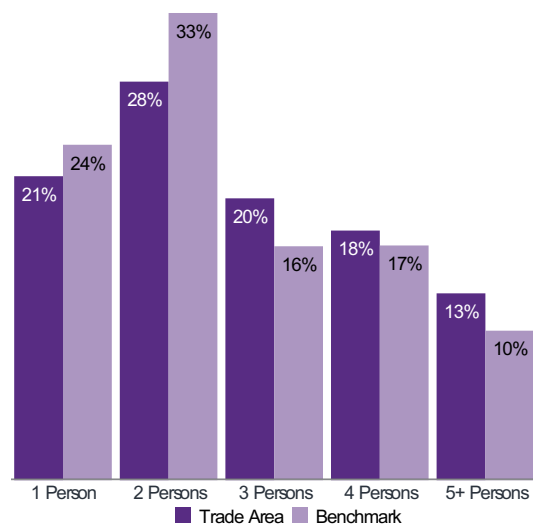


26.2%

Index: 166

Total Lone-Parent Families

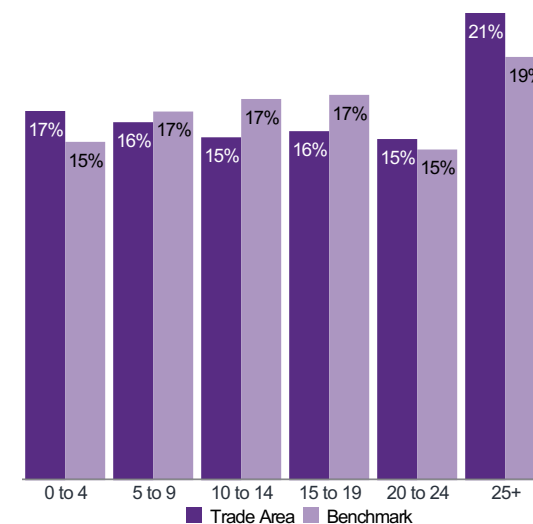
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	2,919	6.0	119
5 to 9	2,721	5.6	104
10 to 14	2,663	5.5	97
15 to 19	2,713	5.6	95
20 to 24	3,229	6.7	100
25 to 29	3,817	7.9	112
30 to 34	3,828	7.9	119
35 to 39	3,636	7.5	116
40 to 44	3,074	6.3	103
45 to 49	2,711	5.6	89
50 to 54	2,979	6.1	94
55 to 59	3,358	6.9	95
60 to 64	2,822	5.8	86
65 to 69	2,323	4.8	85
70 to 74	2,144	4.4	92
75 to 79	1,629	3.4	102
80 to 84	1,071	2.2	101
85+	865	1.8	81

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

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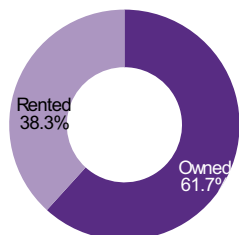
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

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

Population: 48,501 | Households: 16,222

TENURE



STRUCTURE TYPE



Houses

46.1%

Index: 59



Apartments

53.9%

Index: 244

AGE OF HOUSING*

40 - 59 Years Old

% Comp: 53.0 Index: 216

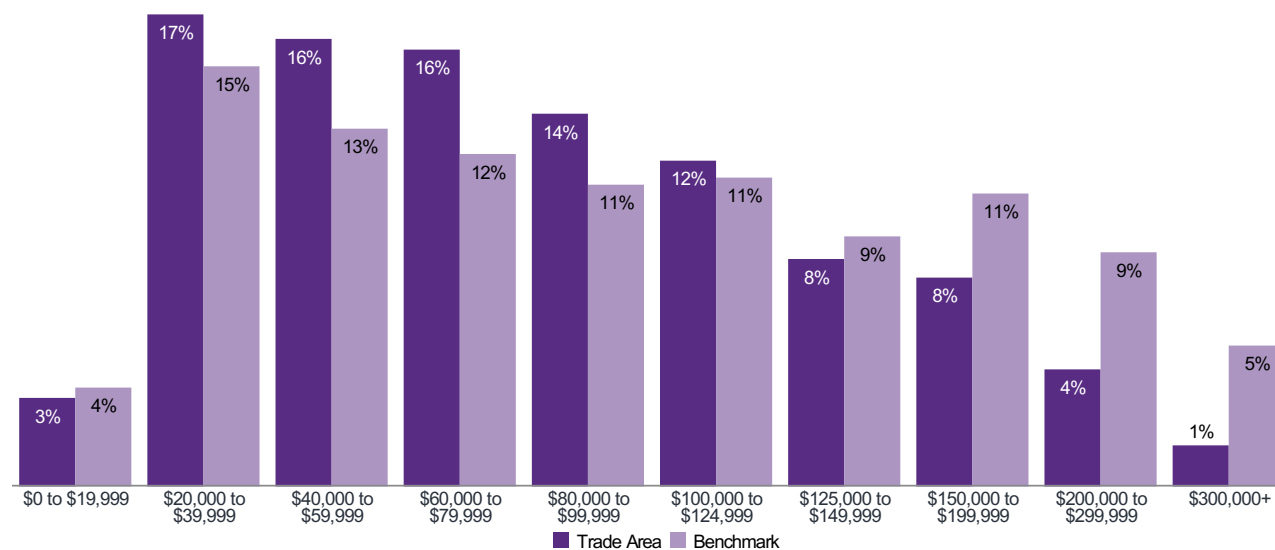
AVERAGE HOUSEHOLD INCOME



\$89,975

Index: 78

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

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

Population: 48,501 | Households: 16,222

EDUCATION



22.9%

Index:86

University Degree

LABOUR FORCE PARTICIPATION



64.1%

Index:98

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



31.0%

Index:85

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

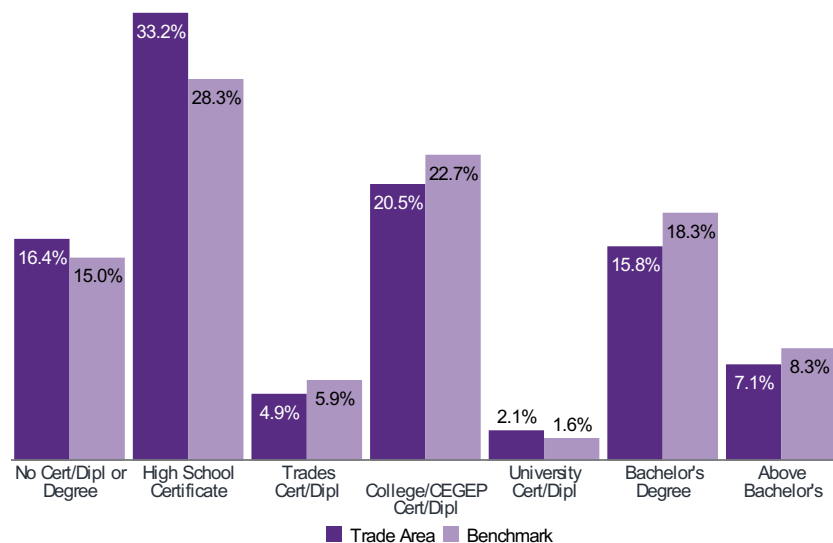


8.1%

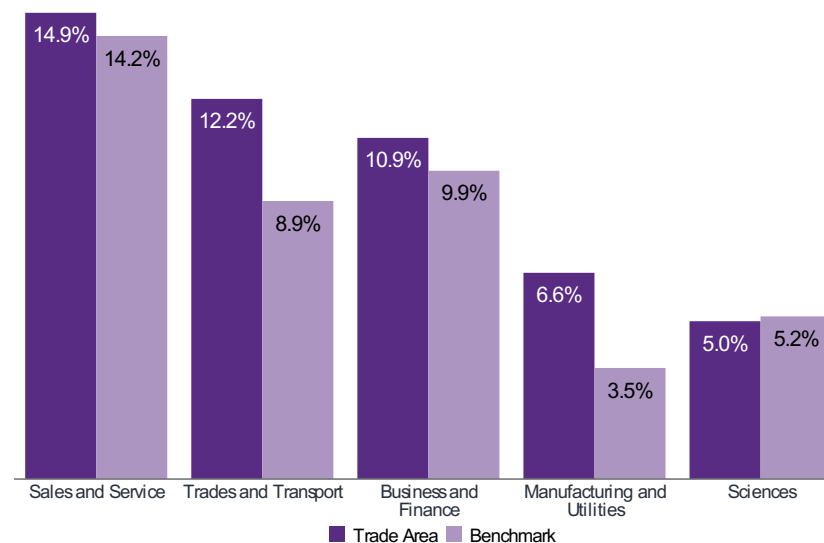
Index:186

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

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

Population: 48,501 | **Households:** 16,222

ABORIGINAL IDENTITY



0.9%

Index: 37

VISIBLE MINORITY PRESENCE



67.8%

Index: 234

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



2.7%

Index: 136

No knowledge of
English or French

IMMIGRATION



49.4%

Index: 187

Born outside Canada

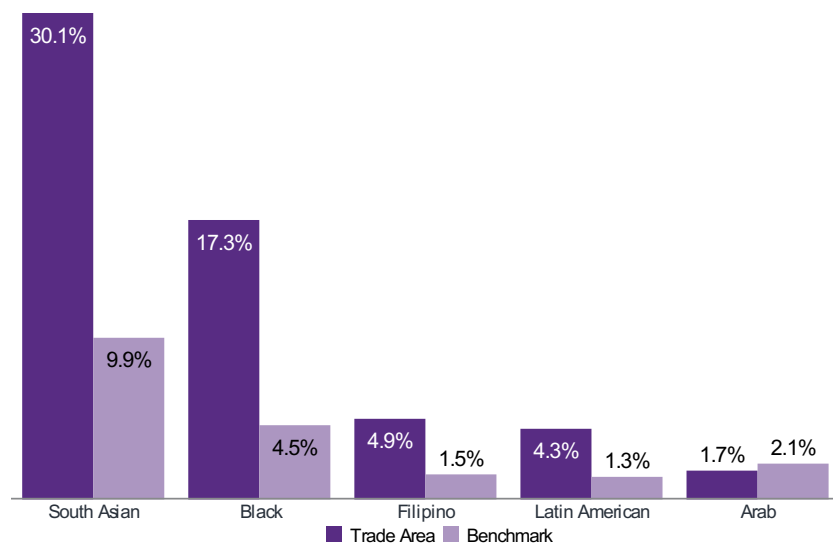
PERIOD OF IMMIGRATION*

2017 To Present

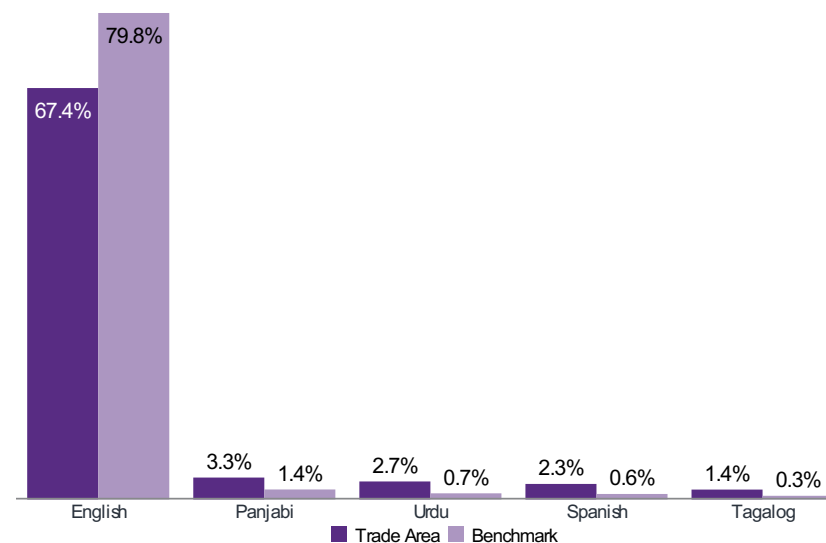
13.1%

Index: 290

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **82.8%** of households in Brampton - Queen Street (Queen and Dixie)



Rank: 1
Hhlds: 4,759
Hhld %: 29.34
% in Benchmark: 1.77
Index: 1,657

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



Rank: 2
Hhlds: 2,859
Hhld %: 17.62
% in Benchmark: 1.77
Index: 994

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



Rank: 3
Hhlds: 2,571
Hhld %: 15.85
% in Benchmark: 3.88
Index: 409

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



Rank: 4
Hhlds: 1,983
Hhld %: 12.23
% in Benchmark: 1.41
Index: 866

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



Rank: 5
Hhlds: 1,252
Hhld %: 7.72
% in Benchmark: 3.77
Index: 205

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.

Psychographics | SocialValues Overview

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



Strong Values

Values	Index
Fatalism	127
Status via Home	127
Ostentatious Consumption	125
Advertising as Stimulus	124
Anomie-Aimlessness	122
Attraction For Crowds	121
Interest in the Unexplained	120
Joy of Consumption	120
Patriarchy	120
Confidence in Advertising	119



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.

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

Ostentatious Consumption

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



Weak Values

Values	Index
Flexible Families	81
Ecological Concern	83
Personal Control	84
Attraction to Nature	85
Fulfillment Through Work	85
Rejection of Orderliness	85
Utilitarian Consumerism	85
Emotional Control	86
Ethical Consumerism	90
Sexual Permissiveness	90



Descriptions | Top 3 Weak Values

Flexible Families

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

Ecological Concern

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

Personal Control

Striving to organize and control the direction of one's future, even when it feels that there are forces beyond one's immediate control preventing it. Belief in one's basic ability to effect change and control one's life.

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

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

WealthScapes Households: 16,145

INCOME*

Household Income

\$ 90,940

Index: **78**

Household Disposable Income

\$ 75,387

Index: **82**

Household Discretionary Income

\$ 50,587

Index: **79**

Annual RRSP Contributions

\$ 2,088

Index: **58**

WEALTH*



Net Worth

% Holders

99.6% Index: **100**

Balance

\$427,052

Index: **58**

ASSETS*



Savings

% Holders

94.8% Index: **100**

Balance

\$45,697

Index: **60**



Investments

% Holders

53.3% Index: **89**

Balance

\$189,663

Index: **56**



Unlisted Shares

% Holders

9.3% Index: **75**

Balance

\$121,908

Index: **38**



Real Estate

% Holders

64.4% Index: **85**

Balance

\$625,165

Index: **83**



Liquid Assets

% Holders

97.6% Index: **100**

Balance

\$173,425

Index: **52**

DEBT*



Consumer Debt

% Holders

89.8% Index: **99**

Balance

\$56,748

Index: **86**



Mortgage Debt

% Holders

41.7% Index: **90**

Balance

\$256,529

Index: **86**

FINANCIAL RATIO



Debt:Asset

% Holders

0.27% Index: **127**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

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

WealthScapes Households: 16,145

FINANCIAL RATIOS*



Debt: Asset

0.27

Index: 127



Debt: Liquid Assets

0.93

Index: 152



Consumer Debt - Discr. Income

1.01

Index: 108



Savings - Investments

0.68

Index: 112



Pension - Non-Pension Assets

0.20

Index: 93



Real Estate Assets - Liq. Assets

2.38

Index: 135



Mortgage - Real Estate Assets

0.27

Index: 109



Mortgage - Consumer Debt

2.10

Index: 91

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 Dixie)

Households: 16,222

Total Aggregate Current Consumption: \$1,071,030,022

Average Current Consumption

\$66,023

Index 81

Average Household Income










\$89,577

Index 78

Average Disposable Income

\$73,698

Index 82

 <p>Shelter</p> <p>Avg. Dollars/Household \$18,317 Index 87</p> <p>Pct. of Total Expenditure 27.7% Index 108</p>	 <p>Food</p> <p>Avg. Dollars/Household \$10,679 Index 83</p> <p>Pct. of Total Expenditure 16.2% Index 103</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$10,488 Index 76</p> <p>Pct. of Total Expenditure 15.9% Index 94</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$4,487 Index 78</p> <p>Pct. of Total Expenditure 6.8% Index 97</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$4,295 Index 79</p> <p>Pct. of Total Expenditure 6.5% Index 97</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$3,407 Index 71</p> <p>Pct. of Total Expenditure 5.2% Index 88</p>
 <p>Clothing</p> <p>Avg. Dollars/Household \$2,970 Index 90</p> <p>Pct. of Total Expenditure 4.5% Index 111</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$2,709 Index 68</p> <p>Pct. of Total Expenditure 4.1% Index 84</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$2,314 Index 65</p> <p>Pct. of Total Expenditure 3.5% Index 81</p>

Benchmark: Southern Ontario

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

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

ENVIRONICS
ANALYTICS

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

Households: 16,222

Average Household Income

\$89,577

Index: 78

Average Food Expenditure

\$10,679

Index: 83

Average Spend on Food from Restaurants

\$2,868









Index: 71

Average Spend on Food from Stores

\$7,811

Index: 89

Total Aggregate Food Expenditure: \$ 173,231,568

 Bakery Avg. Dollars/Household \$749 Index: 86 Pct. of Total Expenditure 9.6% Index: 96		 Cereal Products Avg. Dollars/Household \$455 Index: 89 Pct. of Total Expenditure 5.8% Index: 100		 Fruit and nuts Avg. Dollars/Household \$1,052 Index: 96 Pct. of Total Expenditure 13.5% Index: 108	
 Vegetables Avg. Dollars/Household \$877 Index: 95 Pct. of Total Expenditure 11.2% Index: 106		 Dairy products & Eggs Avg. Dollars/Household \$1,070 Index: 84 Pct. of Total Expenditure 13.7% Index: 94		 Meat Avg. Dollars/Household \$1,395 Index: 89 Pct. of Total Expenditure 17.9% Index: 99	
 Fish & Seafood Avg. Dollars/Household \$359 Index: 122 Pct. of Total Expenditure 4.6% Index: 137		 Beverages & Other Food Avg. Dollars/Household \$1,855 Index: 84 Pct. of Total Expenditure 23.7% Index: 94			

Benchmark: Southern Ontario

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

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

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

Household Population 14+: 40,491

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.7	11.0	97
Going to restaurants, bars or night clubs	50.7	55.1	92
Having physical Contact with family and friends	50.8	57.7	88
Participating in group activities	34.9	38.7	90
Partying	17.9	15.8	114
Seeing family and friends in person	60.3	62.8	96
Entertainment			
Attending events, festivals or concerts	40.0	42.9	93
Attending sports events (excludes professional sports)	17.9	18.2	98
Attending to professional sports events or games	21.9	25.4	86
Going to the movies	44.8	45.7	98
Movement & Travel			
Driving more	16.4	16.1	102
Shopping in-store	45.2	42.9	106
Spending time outdoors	36.0	32.5	111
Travelling outside of Canada/ abroad	49.4	53.2	93
Travelling within Canada	44.9	49.9	90
Using public transit	22.5	13.7	164
Personal			
Getting back to old habits	37.4	36.2	103
Going to a salon, barber shop or spa	34.8	33.7	103
Going to the gym	24.1	22.6	107
Education/Work			
Children going back to school	18.3	20.3	90
Going back to work	19.3	17.6	110
Other			
Not Stated	1.1	0.6	191

Benchmark: Southern Ontario

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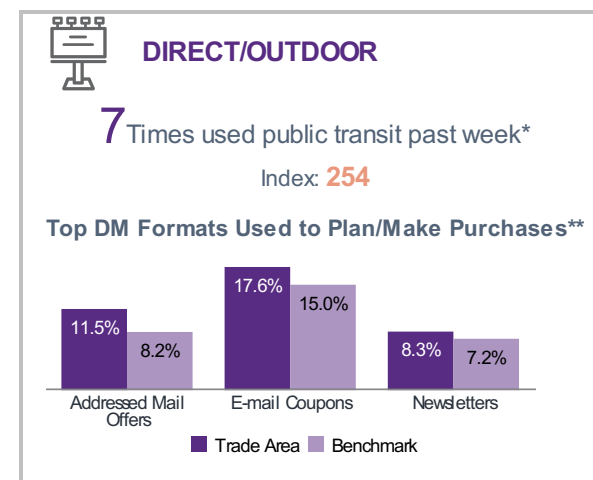
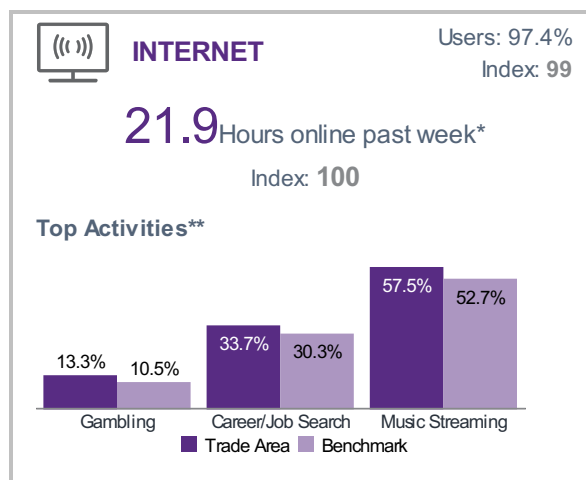
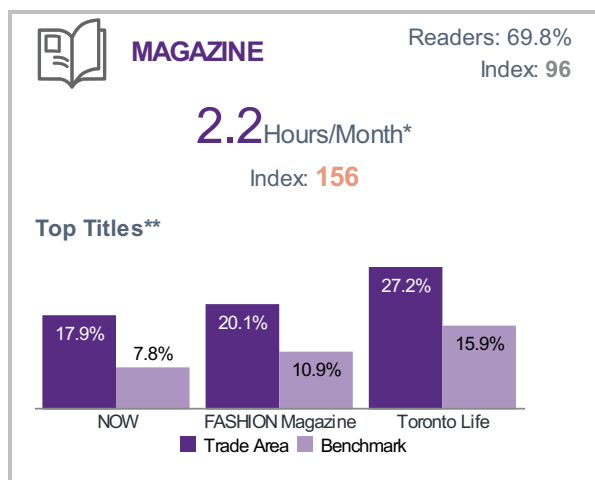
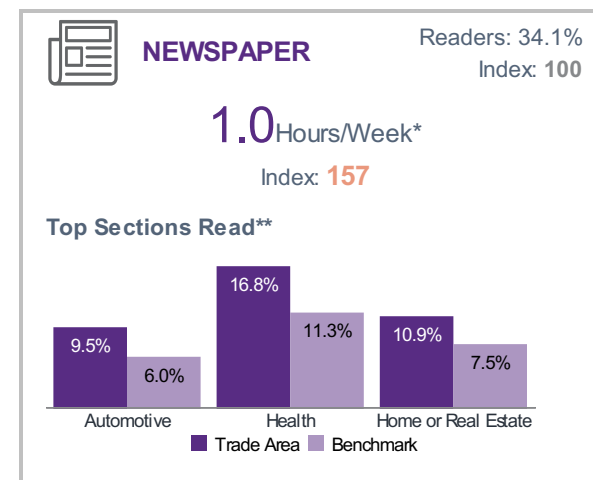
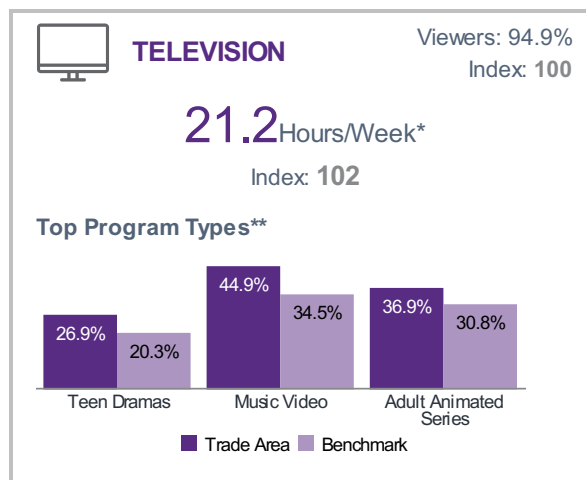
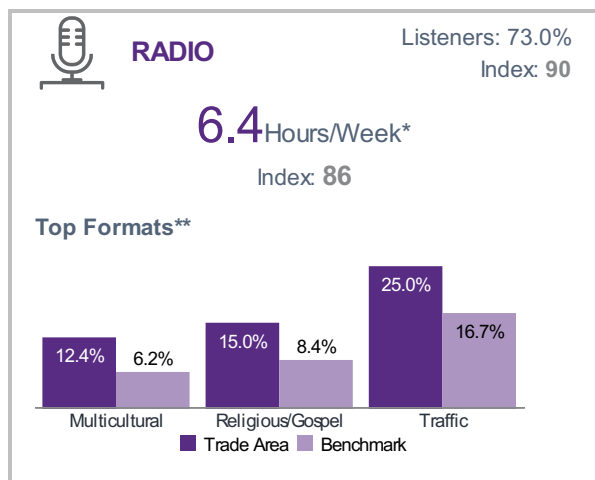
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

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

Household Population 14+: 40,491



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

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

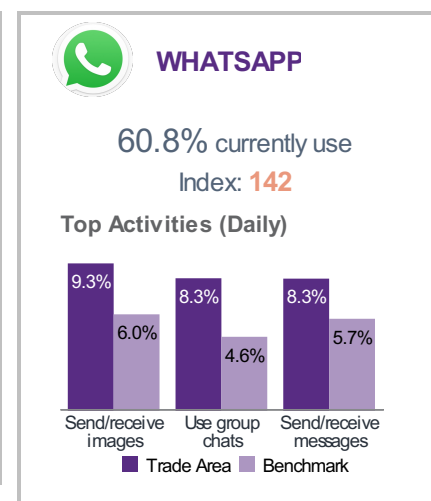
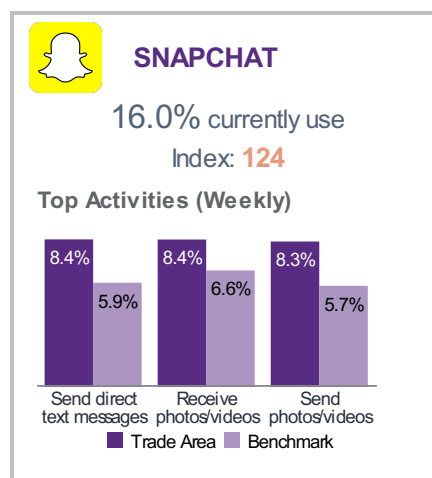
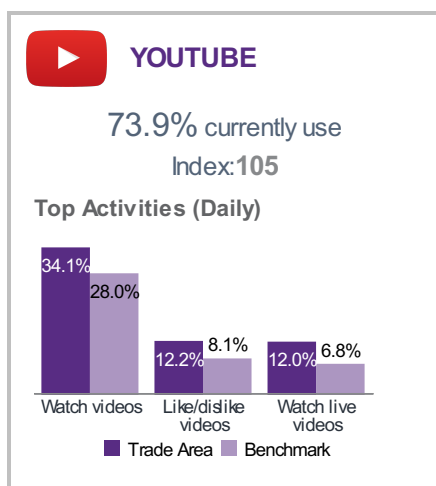
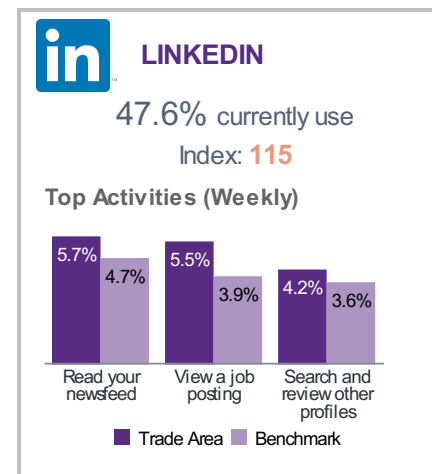
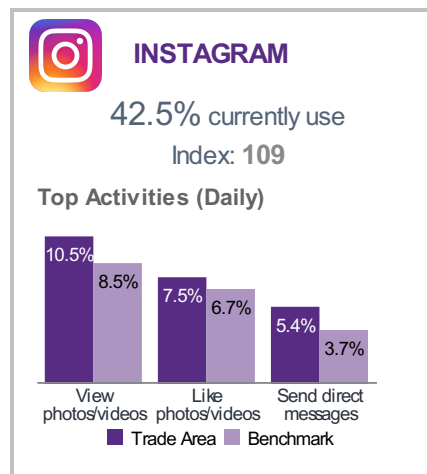
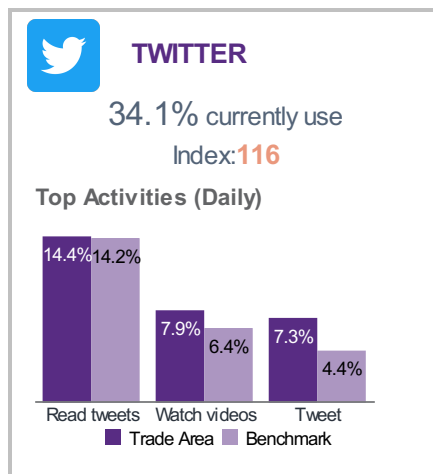
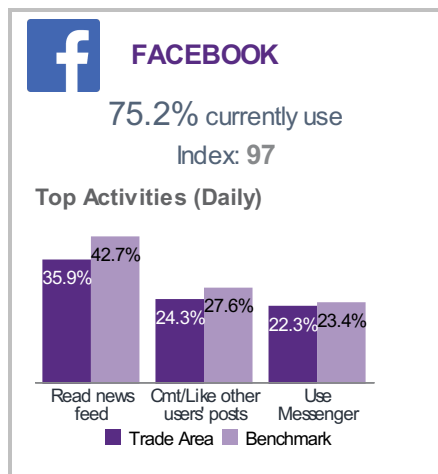
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

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

Household Population 18+: 38,347



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+
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Opticks Social | Social Media Usage

ENVIRONICS
ANALYTICS

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

Household Population 18+: 38,347

FRIENDS IN ALL SM NETWORKS



32.8%

Index:93

0-49 friends

FREQUENCY OF USE (DAILY)



47.7%

Index:85

Facebook

BRAND INTERACTION



34.9%

Index:102

Like brand on Facebook

NO. OF BRANDS INTERACTED

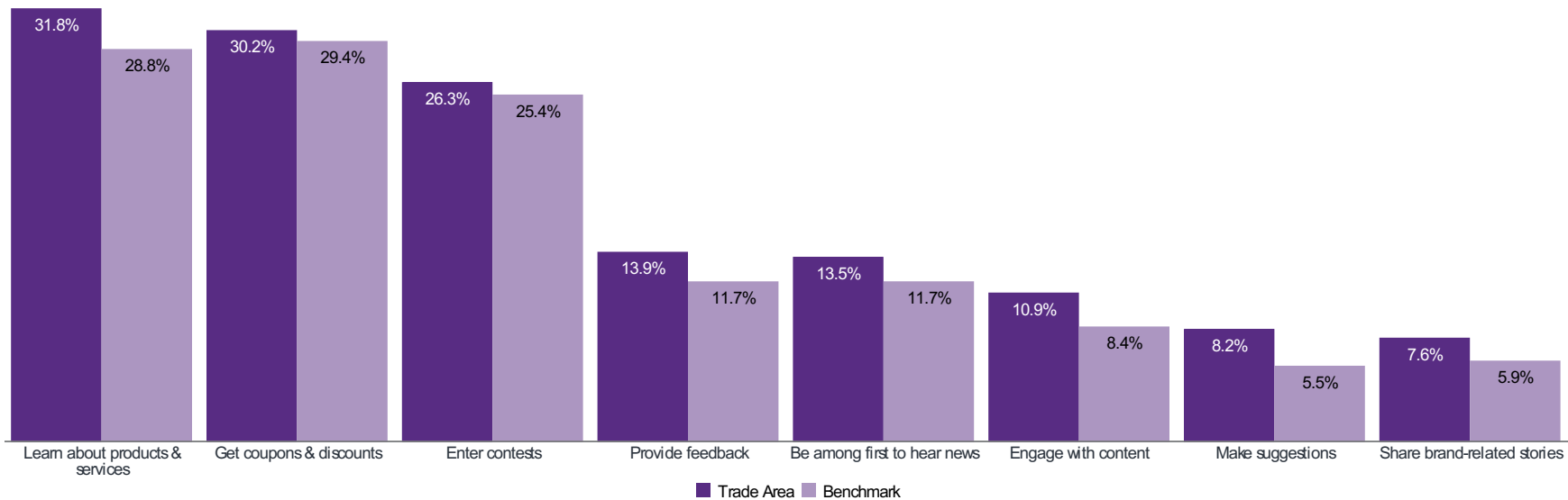


30.9%

Index:101

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

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

Total Household Population 18+:38,347



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

% Comp 84.0 Index 96



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

% Comp 53.4 Index 110



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

% Comp 82.6 Index 98



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

% Comp 49.3 Index 120



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

% Comp 59.2 Index 104



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

% Comp 37.6 Index 125

Benchmark: Southern Ontario

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Ranked by percent composition.

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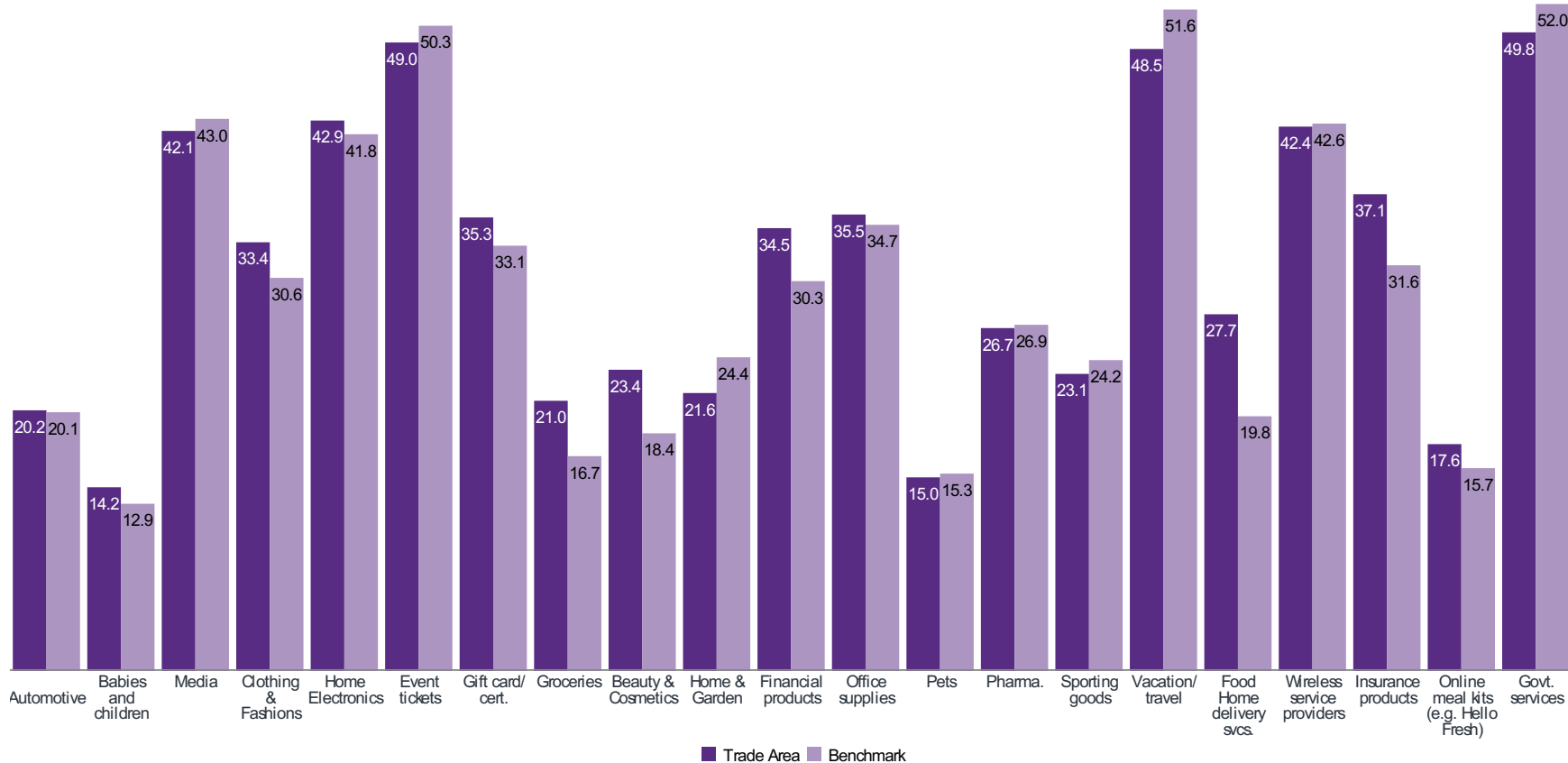
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

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

Total Household Population 18+: 38,347

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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

ENVIRONICS
ANALYTICS

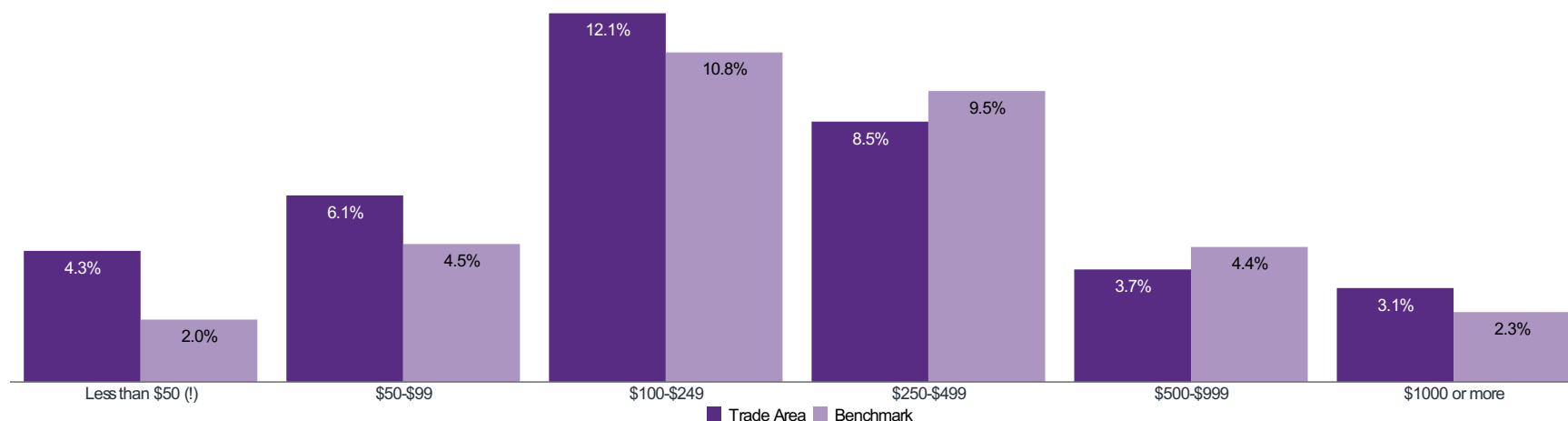
Trade Area: Brampton - Queen Street (Queen and Dixie)

Total Household Population 18+: 38,347

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	56.2% Index:92	40.5% Index:110	15.8% Index:128	5.0% Index:158
Purchase preference	68.5% Index:91	33.4% Index:109	11.4% Index:116	4.6% Index:181
Customer Service	55.2% Index:89	22.1% Index:124	8.6% Index:150	19.3% Index:89

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

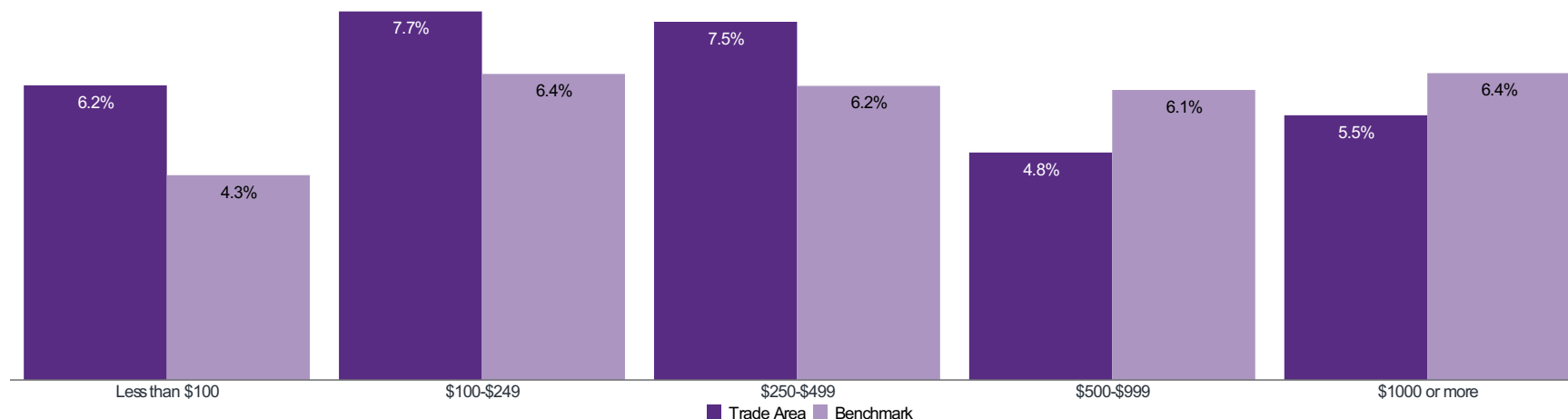
Trade Area: Brampton - Queen Street (Queen and Dixie)

Total Household Population 18+: 38,347

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	48.0% Index: 95	51.9% Index: 95	18.7% Index: 120	10.1% Index: 123
Purchase preference	60.4% Index: 88	42.9% Index: 103	13.9% Index: 126	8.4% Index: 130
Customer Service	50.7% Index: 90	28.1% Index: 113	10.7% Index: 145	29.8% Index: 81

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours: <80 80 - 110 110+

Opticks eShopper | Gift Cards Deep Dive

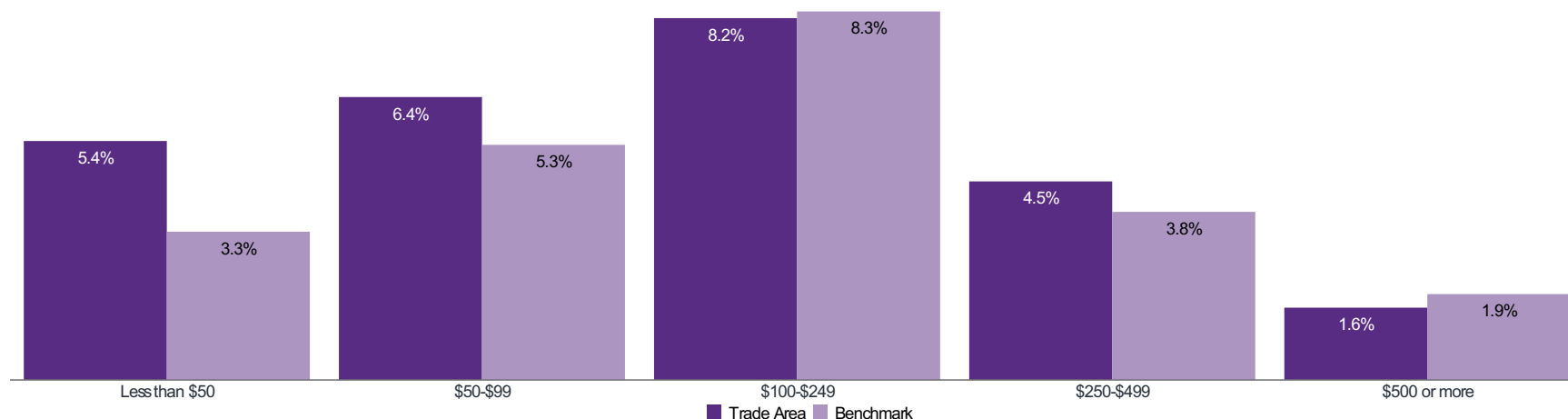
Trade Area: Brampton - Queen Street (Queen and Dixie)

Total Household Population 18+: 38,347

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	41.5% Index:87	35.5% Index:101	14.1% Index:128	4.0% Index:112
Purchase preference	51.3% Index:85	35.3% Index:107	12.9% Index:148	3.3% Index:106
Customer Service	36.6% Index:86	23.9% Index:117	8.0% Index:132	26.7% Index:96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

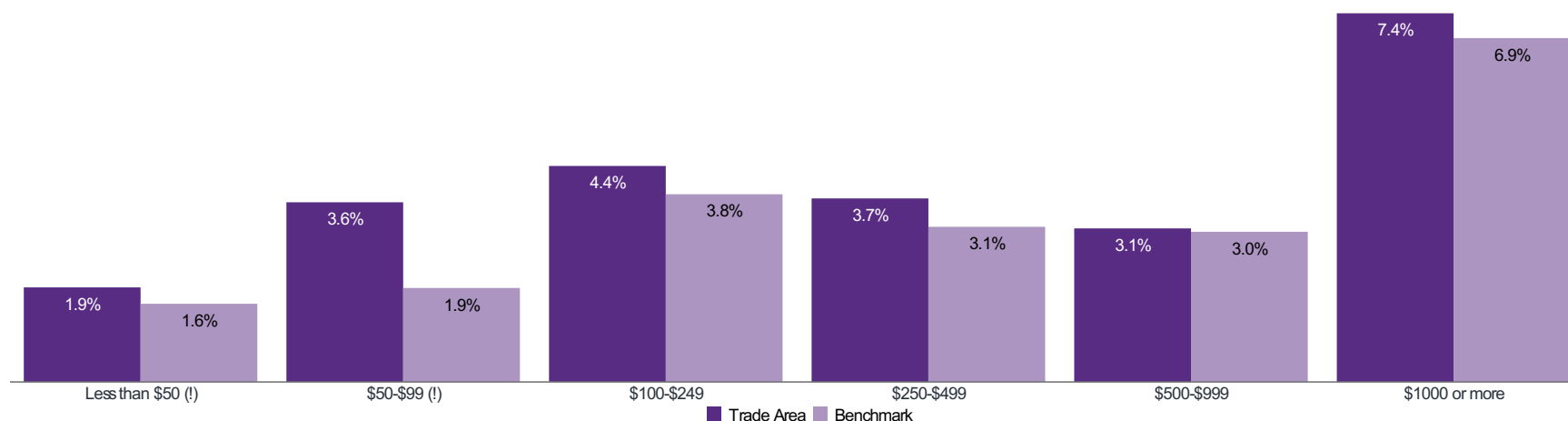
Trade Area: Brampton - Queen Street (Queen and Dixie)

Total Household Population 18+: 38,347

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	67.2% Index:93	27.5% Index:112	15.3% Index:138	3.9% Index:145
Purchase preference	75.6% Index:91	21.0% Index:126	10.5% Index:168	4.2% Index:171
Customer Service	62.5% Index:89	16.8% Index:146	7.7% Index:193	18.4% Index:98

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

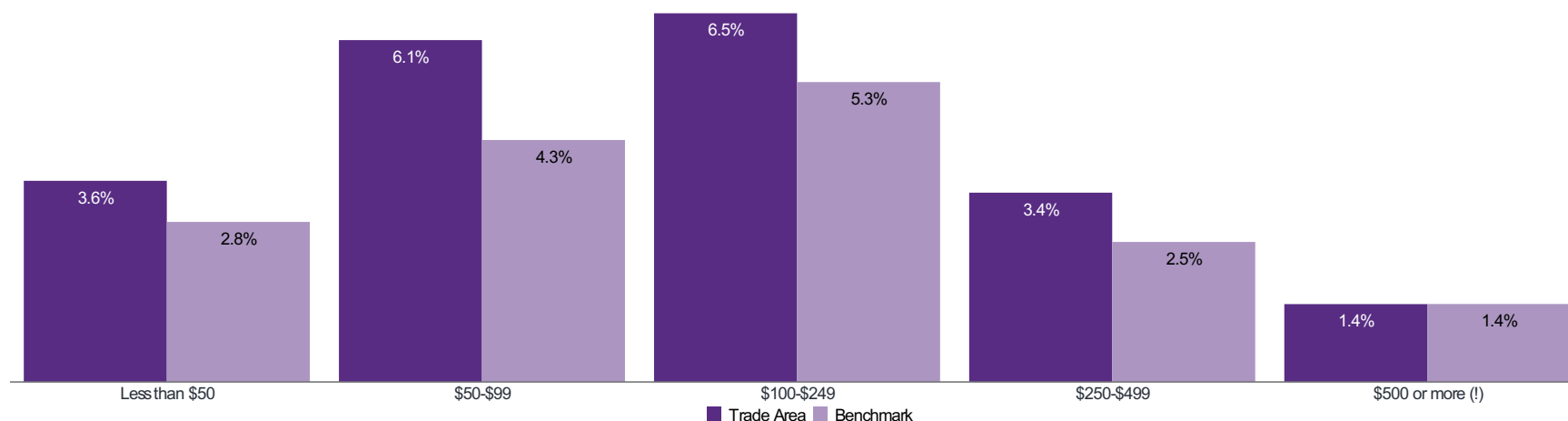
Trade Area: Brampton - Queen Street (Queen and Dixie)

Total Household Population 18+: 38,347

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	35.1% Index:99	28.2% Index:128	12.0% Index:148	4.4% Index:154
Purchase preference	44.9% Index:97	23.4% Index:127	10.2% Index:159	3.8% Index:166
Customer Service	34.0% Index:94	16.6% Index:132	7.6% Index:174	16.8% Index:115

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

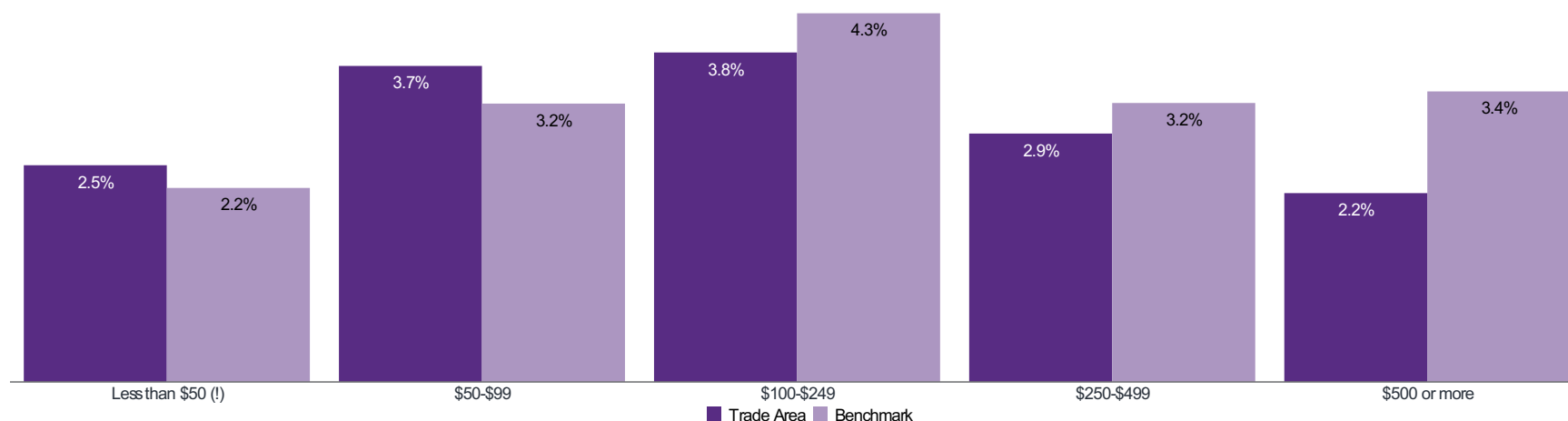
Trade Area: Brampton - Queen Street (Queen and Dixie)

Total Household Population 18+: 38,347

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	45.0% Index:87	34.1% Index:90	12.4% Index:109	5.9% Index:103
Purchase preference	57.6% Index:84	21.6% Index:89	9.4% Index:135	4.2% Index:117
Customer Service	45.0% Index:83	17.1% Index:107	7.5% Index:157	19.5% Index:86

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours: <80 80 - 110 110+

Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

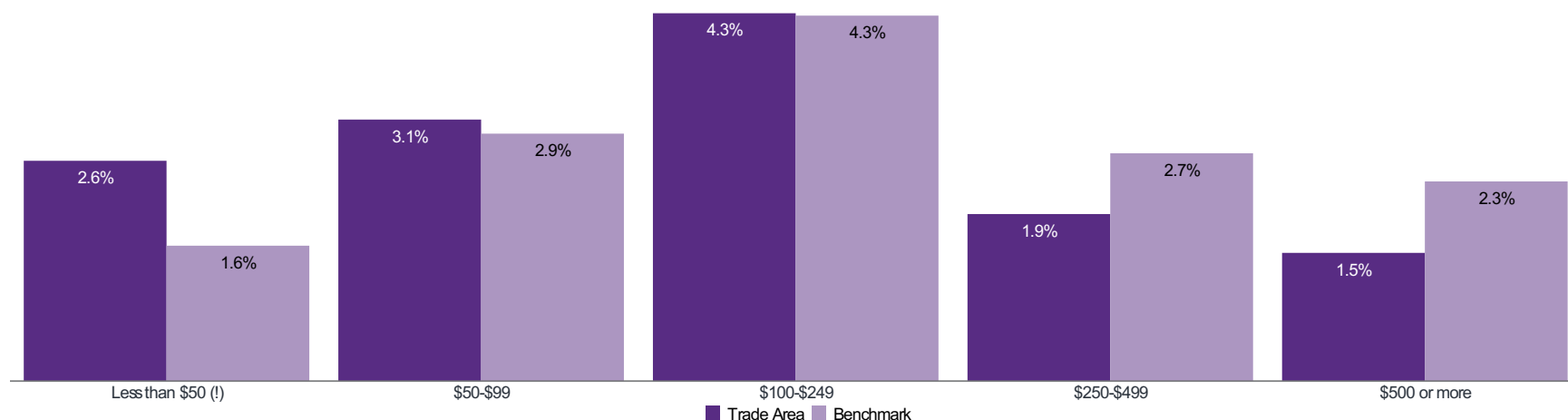
Trade Area: Brampton - Queen Street (Queen and Dixie)

Total Household Population 18+: 38,347

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	BEHAVIOURAL PREFERENCES BY CHANNEL			
	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	33.0% Index:85	31.2% Index:97	10.9% Index:103	5.4% Index:137
Purchase preference	43.2% Index:83	23.1% Index:96	9.1% Index:121	5.5% Index:182
Customer Service	37.0% Index:88	18.9% Index:125	7.8% Index:152	17.5% Index:85

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

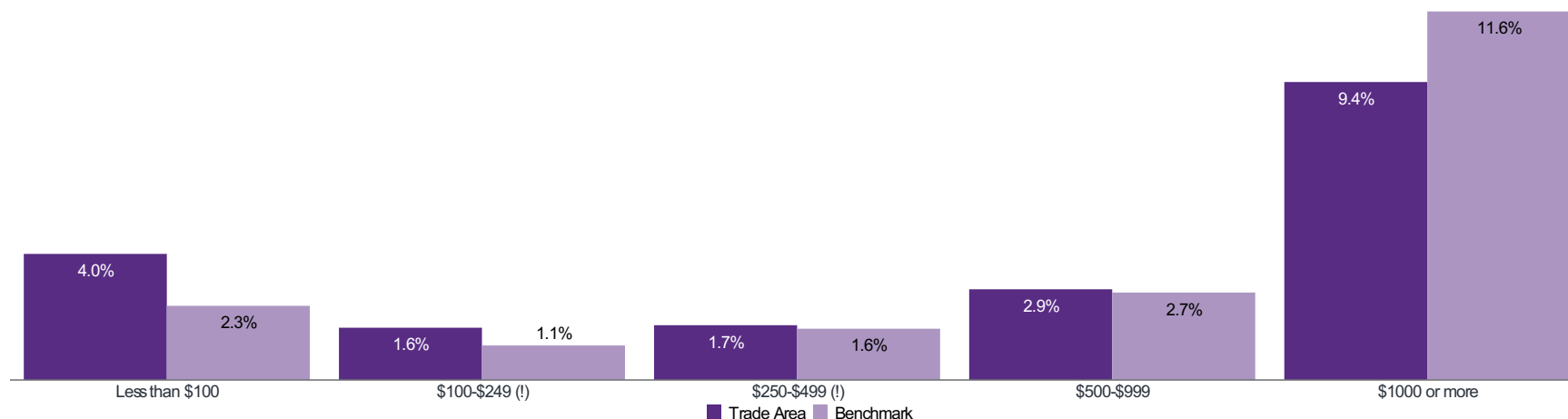
Trade Area: Brampton - Queen Street (Queen and Dixie)

Total Household Population 18+: 38,347

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.1% Index:103	54.1% Index:93	18.6% Index:124	17.0% Index:106
Purchase preference	25.9% Index:90	48.5% Index:94	9.4% Index:112	18.1% Index:101
Customer Service	27.4% Index:94	29.6% Index:108	10.7% Index:155	37.9% Index:86

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

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

Households: 16,222

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

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

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

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

ENVIRONICS
ANALYTICS

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

Households: 16,222

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



60.3%

Index: 101

Easy to get in and get out quickly



43.7%

Index: 102

Organized layout makes it easy to shop



42.0%

Index: 101

Short checkout lines/fast checkout



39.8%

Index: 111

Staff are friendly and knowledgeable



36.6%

Index: 108

Has extended hours



36.2%

Index: 132

I like the store ambiance



21.2%

Index: 106

Has self-checkout



19.0%

Index: 139

Offers an online shopping option (!)



12.5%

Index: 141

Benchmark: Southern Ontario

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

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

ENVIRONICS
ANALYTICS

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

Households: 16,222

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



66.0%

Index: 100

Store has great sales and promotions



65.7%

Index: 97

Store has the lowest prices overall



59.0%

Index: 102

Store has a customer loyalty card program



44.7%

Index: 90

Has loyalty prog. app and offers pers. promos



26.8%

Index: 91

I'm loyal to their store brands



25.5%

Index: 111

OUT OF STOCK ITEM

	% Base	% Pen	Index	
Psychographics - Shopping Preferences				
Postpone the purchase	37.4	40.2	0.4	93
Leave the store and buy it elsewhere	31.7	30.9	0.4	102
Purchase another brand	22.6	21.2	0.4	107
Purchase another size or variety of the same brand (!)	8.3	7.7	0.4	107

Benchmark: Southern Ontario

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

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

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

2019 Brampton - Queen Street Queen and Dixie 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%	820,803	100%	4.25%	100	807,598	100%	4.18%	100	701,855	100%	3.64%	100	729,541	100%	3.78%	100	1,137,164	100%	5.89%	100
3521010	Brampton, ON (CY)	596,084	3.09%	394,717	48.09%	66.22%	1557	382,611	47.38%	64.19%	1534	360,083	51.30%	60.41%	1661	367,625	50.39%	61.67%	1632	444,009	39.05%	74.49%	1264
3520005	Toronto, ON (C)	2,568,898	13.31%	111,133	13.54%	4.33%	102	110,348	13.66%	4.30%	103	89,281	12.72%	3.48%	96	91,715	12.57%	3.57%	94	180,739	15.89%	7.04%	119
3521005	Mississauga, ON (CY)	642,951	3.33%	93,848	11.43%	14.60%	343	94,352	11.68%	14.67%	351	76,133	10.85%	11.84%	326	78,136	10.71%	12.15%	322	139,238	12.24%	21.66%	368
3519028	Vaughan, ON (CY)	264,447	1.37%	27,560	3.36%	10.42%	245	25,408	3.15%	9.61%	230	20,076	2.86%	7.59%	209	23,416	3.21%	8.85%	234	41,392	3.64%	15.65%	266
3521024	Caledon, ON (T)	68,255	0.35%	26,214	3.19%	38.41%	903	24,802	3.07%	36.34%	869	24,236	3.45%	35.51%	977	22,459	3.08%	32.90%	871	33,322	2.93%	48.82%	829
3525005	Hamilton, ON (C)	483,265	2.50%	9,979	1.22%	2.06%	49	11,800	1.46%	2.44%	58	8,344	1.19%	1.73%	47	8,610	1.18%	1.78%	47	19,980	1.76%	4.13%	70
3524009	Milton, ON (T)	106,330	0.55%	10,842	1.32%	10.20%	240	10,566	1.31%	9.94%	238	9,065	1.29%	8.52%	234	9,946	1.36%	9.35%	247	17,734	1.56%	16.68%	283
3519036	Markham, ON (CY)	301,247	1.56%	9,217	1.12%	3.06%	72	9,643	1.19%	3.20%	77	6,809	0.97%	2.26%	62	7,751	1.06%	2.57%	68	16,798	1.48%	5.58%	95
3524001	Oakville, ON (T)	174,424	0.90%	8,875	1.08%	5.09%	120	8,283	1.03%	4.75%	114	6,483	0.92%	3.72%	102	7,140	0.98%	4.09%	108	15,122	1.33%	8.67%	147
3524015	Halton Hills, ON (T)	53,559	0.28%	8,662	1.06%	16.17%	380	8,694	1.08%	16.23%	388	8,383	1.19%	15.65%	430	8,201	1.12%	15.31%	405	13,858	1.22%	25.88%	439

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2019 Brampton - Queen Street Queen and Dixie 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
39,913	30,698	76.9	29,814	74.7	30,159	75.6	28,687	71.9	32,984	82.6

2019 Brampton - Queen Street Queen and Dixie 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	1,155,322	32,984	2.9	1,122,338	97.1

2020 Brampton - Queen Street Queen and Dixie 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%	354,544	100%	1.84%	100	560,649	100%	2.90%	100	483,695	100%	2.51%	100	549,196	100%	2.85%	100	801,106	100%	4.15%	100
3521010	Brampton, ON (CY)	596,084	3.09%	203,259	57.33%	34.10%	1856	299,449	53.41%	50.24%	1730	272,208	56.28%	45.67%	1822	292,299	53.22%	49.04%	1723	354,215	44.22%	59.42%	1432
3520005	Toronto, ON (C)	2,568,898	13.31%	37,978	10.71%	1.48%	80	66,058	11.78%	2.57%	89	48,612	10.05%	1.89%	76	62,392	11.36%	2.43%	85	110,179	13.75%	4.29%	103
3521005	Mississauga, ON (CY)	642,951	3.33%	35,758	10.09%	5.56%	303	58,914	10.51%	9.16%	315	52,676	10.89%	8.19%	327	59,049	10.75%	9.18%	323	98,299	12.27%	15.29%	368
3519028	Vaughan, ON (CY)	264,447	1.37%	8,830	2.49%	3.34%	182	14,208	2.53%	5.37%	185	13,107	2.71%	4.96%	198	14,260	2.60%	5.39%	190	25,997	3.25%	9.83%	237
3521024	Caledon, ON (T)	68,255	0.35%	10,225	2.88%	14.98%	816	17,390	3.10%	25.48%	877	15,586	3.22%	22.84%	911	19,322	3.52%	28.31%	995	25,324	3.16%	37.10%	894
3525005	Hamilton, ON (C)	483,265	2.50%	4,885	1.38%	1.01%	55	7,478	1.33%	1.55%	53	6,036	1.25%	1.25%	50	5,972	1.09%	1.24%	43	13,441	1.68%	2.78%	67
3524009	Milton, ON (T)	106,330	0.55%	3,439	0.97%	3.23%	176	5,767	1.03%	5.42%	187	5,522	1.14%	5.19%	207	6,375	1.16%	6.00%	211	11,222	1.40%	10.55%	254
3524001	Oakville, ON (T)	174,424	0.90%	2,606	0.73%	1.49%	81	5,265	0.94%	3.02%	104	4,147	0.86%	2.38%	95	5,530	1.01%	3.17%	111	9,353	1.17%	5.36%	129
3519036	Markham, ON (CY)	301,247	1.56%	2,408	0.68%	0.80%	44	4,768	0.85%	1.58%	54	3,309	0.68%	1.10%	44	4,039	0.74%	1.34%	47	9,014	1.13%	2.99%	72
3524015	Halton Hills, ON (T)	53,559	0.28%	3,258	0.92%	6.08%	331	5,235	0.93%	9.77%	337	4,455	0.92%	8.32%	332	5,920	1.08%	11.05%	389	8,557	1.07%	15.98%	385

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Brampton - Queen Street Queen and Dixie 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
39,913	24,807	62.2	24,619	61.7	24,067	60.3	25,820	64.7	28,038	70.2

2020 Brampton - Queen Street Queen and Dixie 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	809,421	28,038	3.5	781,382	96.5

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

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	Total	19,302,713	100%	406,593	100%	2.11%	100	720,563	100%	3.73%	100	730,182	100%	3.78%	100	468,458	100%	2.43%	100	922,762	100%	4.78%	100
3521010	Brampton, ON (CY)	596,084	3.09%	226,449	55.69%	37.99%	1804	356,565	49.48%	59.82%	1602	367,051	50.27%	61.58%	1628	270,604	57.76%	45.40%	1871	376,614	40.81%	63.18%	1322
3520005	Toronto, ON (C)	2,568,898	13.31%	45,795	11.26%	1.78%	85	90,842	12.61%	3.54%	95	84,578	11.58%	3.29%	87	49,076	10.48%	1.91%	79	134,761	14.60%	5.25%	110
3521005	Mississauga, ON (CY)	642,951	3.33%	44,266	10.89%	6.88%	327	85,355	11.85%	13.28%	356	82,005	11.23%	12.75%	337	49,042	10.47%	7.63%	314	121,292	13.14%	18.86%	395
3519028	Vaughan, ON (CY)	264,447	1.37%	15,905	3.91%	6.01%	286	19,867	2.76%	7.51%	201	22,113	3.03%	8.36%	221	12,689	2.71%	4.80%	198	34,245	3.71%	12.95%	271
3521024	Caledon, ON (T)	68,255	0.35%	11,591	2.85%	16.98%	806	23,889	3.32%	35.00%	938	26,010	3.56%	38.11%	1007	12,806	2.73%	18.76%	773	26,905	2.92%	39.42%	825
3525005	Hamilton, ON (C)	483,265	2.50%	4,302	1.06%	0.89%	42	10,452	1.45%	2.16%	58	9,617	1.32%	1.99%	53	5,930	1.27%	1.23%	51	15,474	1.68%	3.20%	67
3524009	Milton, ON (T)	106,330	0.55%	4,383	1.08%	4.12%	196	6,693	0.93%	6.29%	169	9,138	1.25%	8.59%	227	5,069	1.08%	4.77%	196	13,457	1.46%	12.66%	265
3524001	Oakville, ON (T)	174,424	0.90%	3,233	0.80%	1.85%	88	8,128	1.13%	4.66%	125	6,290	0.86%	3.61%	95	3,606	0.77%	2.07%	85	11,471	1.24%	6.58%	138
3524015	Halton Hills, ON (T)	53,559	0.28%	3,167	0.78%	5.91%	281	7,227	1.00%	13.49%	361	8,706	1.19%	16.25%	430	3,189	0.68%	5.95%	245	10,646	1.15%	19.88%	416
3519036	Markham, ON (CY)	301,247	1.56%	3,494	0.86%	1.16%	55	6,249	0.87%	2.07%	56	4,666	0.64%	1.55%	41	2,770	0.59%	0.92%	38	9,715	1.05%	3.22%	67

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

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
39,913	21,373	53.5	21,755	54.5	24,413	61.2	23,231	58.2	25,571	64.1

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

Year	Total Visitors in Main Street Polyzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	938,247	25,571	2.7	912,677	97.3

Top 5 segments represent **56.4%** of customers in Southern Ontario



Rank: 1
Customers: 252,538
Customers %: 34.01
% in Benchmark: 5.76
Index: 590

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



Rank: 2
Customers: 51,747
Customers %: 6.97
% in Benchmark: 5.19
Index: 134

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



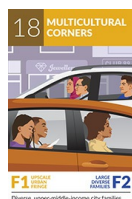
Rank: 3
Customers: 51,158
Customers %: 6.89
% in Benchmark: 2.08
Index: 332

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



Rank: 4
Customers: 34,884
Customers %: 4.70
% in Benchmark: 3.30
Index: 142

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



Rank: 5
Customers: 28,430
Customers %: 3.83
% in Benchmark: 3.76
Index: 102

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