Community Profile: Brampton – Uptown

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

Date: February 24, 2022

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ENVIRONICS
ANALYTICS

Kennedy Rd S

McLaughlin Rd S

Chinguacousy Rd

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Steeles Ave W

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Steeles Ave E

15

15

410

Hurontario St

407

407

407

407

Mavis Rd

erry Rd W

HWY-407 ETR W

HWY-407 ETR W

HWY-407 ETR E

HWY-407 ETR E

HWY-40

ontario St

| 0 | 0.5 | 1 km |
| 0 | 0.3 | 0.7 mi |

15 - Min Walk Time

Main Street Boundary

2022-01-12 12:41 PM

1

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Brampton - Uptown

ENVIRONICS ANALYTICS

POPULATION
36,427

HOUSEHOLDS
11,513

MEDIAN MAINTAINER AGE
54
Index:99

MARITAL STATUS
54.1%
Index: 94

Married/Common-Law

FAMILY STATUS*
18.8%
Index:119

Total Lone-Parent Families

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	20%	24%
2 Persons	27%	33%
3 Persons	18%	16%
4 Persons	18%	17%
5+ Persons	17%	10%
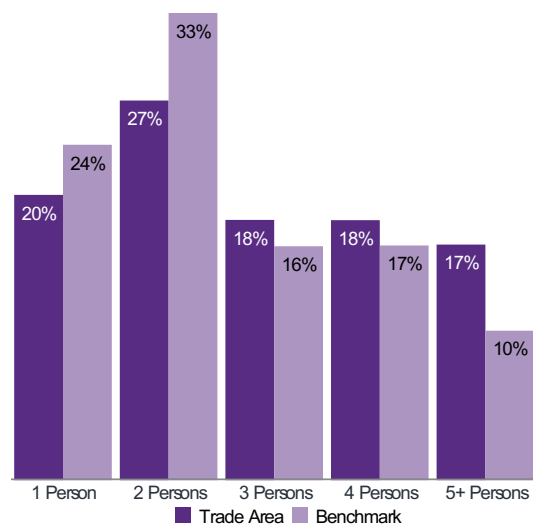
POPULATION BY AGE

	Count	%	Index
0 to 4	1,931	5.3	105
5 to 9	1,730	4.7	88
10 to 14	1,679	4.6	81
15 to 19	2,021	5.5	94
20 to 24	2,949	8.1	121
25 to 29	3,432	9.4	134
30 to 34	2,954	8.1	122
35 to 39	2,521	6.9	107
40 to 44	2,154	5.9	96
45 to 49	1,940	5.3	85
50 to 54	2,046	5.6	86
55 to 59	2,235	6.1	84
60 to 64	2,295	6.3	94
65 to 69	1,955	5.4	95
70 to 74	1,625	4.5	93
75 to 79	1,220	3.3	101
80 to 84	875	2.4	110
85+	864	2.4	107

AGE OF CHILDREN AT HOME
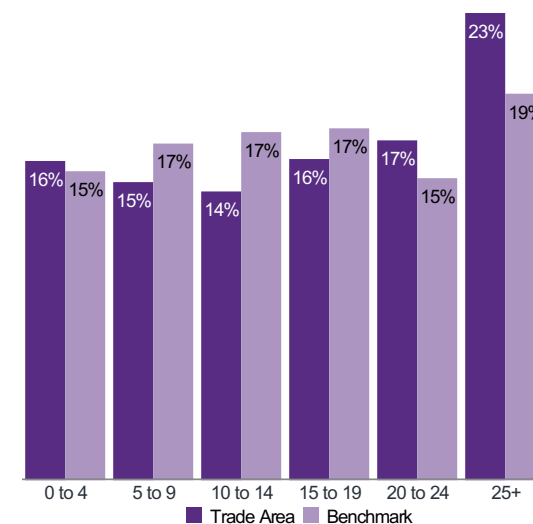
Age	Trade Area	Benchmark
0 to 4	16%	15%
5 to 9	15%	17%
10 to 14	14%	17%
15 to 19	16%	17%
20 to 24	17%	15%
25+	23%	19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Brampton - Uptown

Population: 36,427 | **Households:** 11,513

TENURE

Rented 37.5%
Owned 62.5%
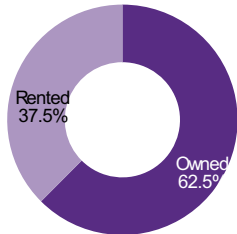
STRUCTURE TYPE

45.6%
Houses
Index:59

54.3%
Apartments
Index:246

AGE OF HOUSING*

30 - 39 Years Old

% Comp:35.4   Index: 254

AVERAGE HOUSEHOLD INCOME

$100,004

Index:87

HOUSEHOLD INCOME DISTRIBUTION
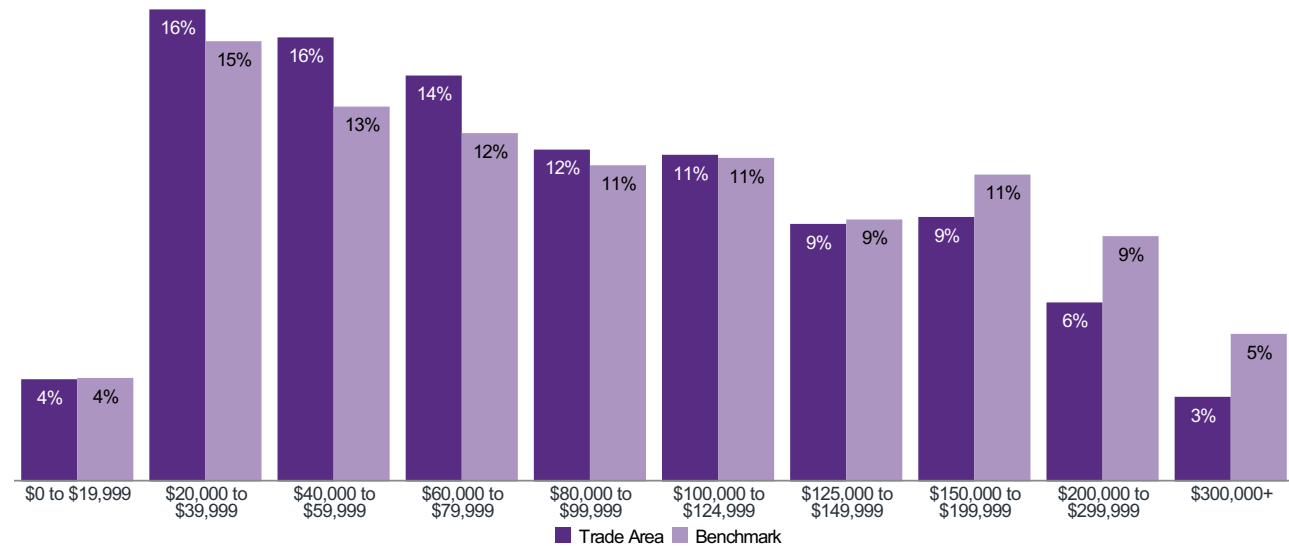
Income Range	Trade Area	Benchmark
$0 to $19,999	4%	4%
$20,000 to $39,999	16%	15%
$40,000 to $59,999	16%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	12%	11%
$100,000 to $124,999	11%	11%
$125,000 to $149,999	9%	9%
$150,000 to $199,999	9%	11%
$200,000 to $299,999	6%	9%
$300,000+	3%	5%

■ Trade Area ■ Benchmark

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

ENVIRONICS ANALYTICS

Trade Area: Brampton - Uptown

Population: 36,427 | **Households:** 11,513

EDUCATION

30.0%
Index:**113**

University Degree

LABOUR FORCE PARTICIPATION

64.5%
Index:**99**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

31.2%
Index:**86**

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

8.3%
Index:**189**

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT
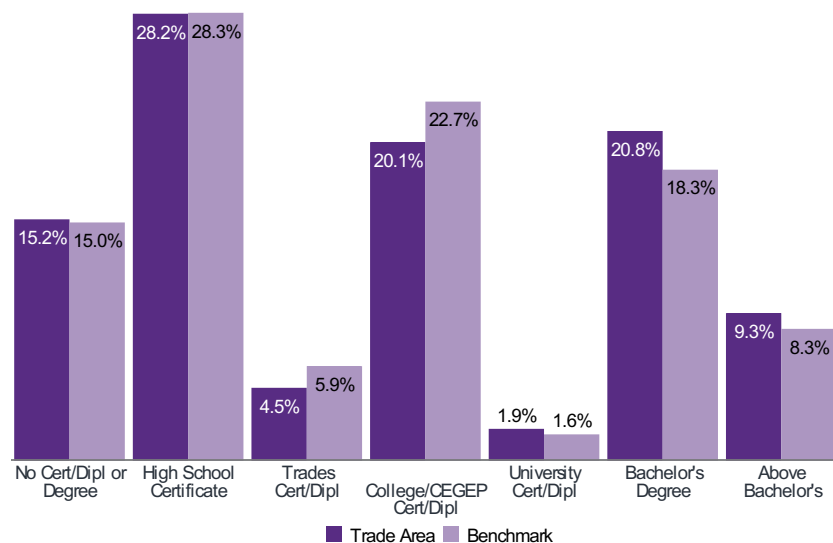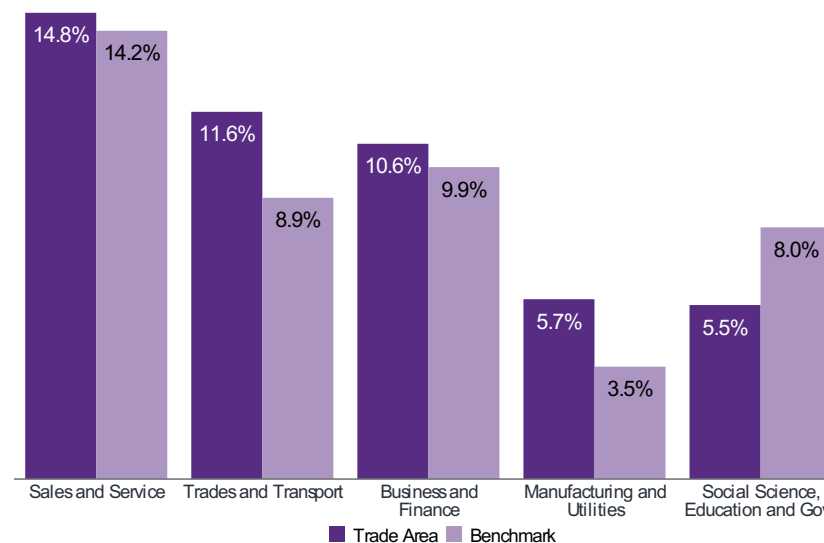
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	15.2%	15.0%
High School Certificate	28.2%	28.3%
Trades Cert/Dipl	4.5%	5.9%
College/CEGEP Cert/Dipl	20.1%	22.7%
University Cert/Dipl	1.9%	1.6%
Bachelor's Degree	20.8%	18.3%
Above Bachelor's	9.3%	8.3%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	14.8%	14.2%
Trades and Transport	11.6%	8.9%
Business and Finance	10.6%	9.9%
Manufacturing and Utilities	5.7%	3.5%
Social Science, Education and Gov't	5.5%	8.0%

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Brampton - Uptown

ENVIRONICS ANALYTICS

Population: 36,427 | **Households:** 11,513

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
1.0%	71.4%	4.6%	52.8%	2017 To Present
Index:42	Index:247	Index:227	Index:200	14.4% Index:318
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

South Asian	Black	Filipino	Chinese	SE Asian
46.9% / 9.9%	10.2% / 4.5%	3.3% / 1.5%	2.1% / 5.1%	1.4% / 0.9%

■ Trade Area ■ Benchmark
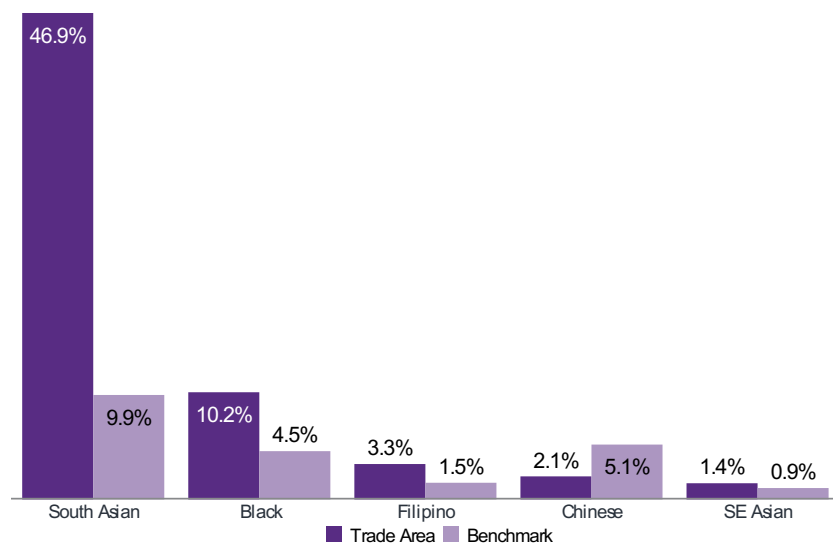
LANGUAGES SPOKEN AT HOME: TOP 5**
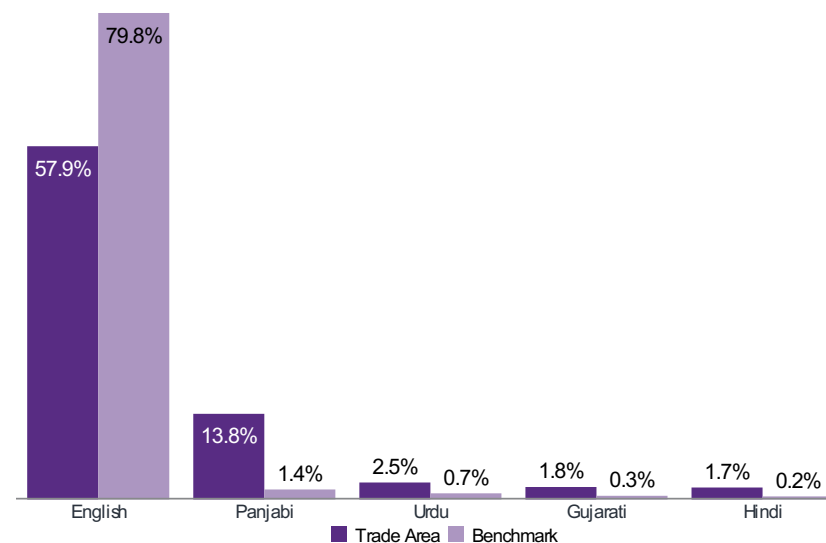
English	Panjabi	Urdu	Gujarati	Hindi
57.9% / 79.8%	13.8% / 1.4%	2.5% / 0.7%	1.8% / 0.3%	1.7% / 0.2%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

6

Top 5 segments represent **75.8%** of households in Brampton - Uptown

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61 CAME FROM AWAY

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

Rank:	1
Hhlds:	2,803
Hhld %:	24.34
% in Benchmark:	1.77
Index:	1,375

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

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15 SOUTH ASIAN ENTERPRISE

U4 URBAN DIVERSITY — LARGE DIVERSE FAMILIES F2
Urban, upper-middle-income South Asian Families

Rank:	2
Hhlds:	2,419
Hhld %:	21.02
% in Benchmark:	3.88
Index:	542

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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30 SOUTH ASIAN SOCIETY

F3 MIDDLE URBAN FRINGE — LARGE DIVERSE FAMILIES F2
Middle-aged, middle-income South Asian families

Rank:	3
Hhlds:	1,863
Hhld %:	16.19
% in Benchmark:	0.31
Index:	5,200

Home to the largest concentration of South Asian residents, South Asian Society has changed little over the last decade. It still consists of first and second generation Sikh, Hindu and Muslim families living in places like Surrey, Abbotsford and Brampton. More than 80 percent identify as visible minorities; two-thirds as South Asian. Nearly half speak a non-official language, mostly Punjabi. In their urban fringe neighbourhoods, households often contain large families with middle-aged parents and children of all ages. One in six contains a multi-generational family—highest among all segments. With modest educations, South Asian Society adults hold jobs in transportation, manufacturing, trades and services. Multiple breadwinners under the same roof help boost household incomes to average levels. Residents tend to own or rent a duplex, low-rise apartment or single-detached home. The segment's wide age span results in varied leisure pursuits, with high rates for enjoying zoos, carnivals, markets, football games and outdoor stages. Seeing their homes as extensions of their image, many decorate their residences in a manner intended to impress others (Status via Home).

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16 SAVVY SENIORS

U2 URBAN OLDER — OLDER FAMILIES & EMPTY NESTS M1
Upper-middle-income seniors in urban apartments

Rank:	4
Hhlds:	865
Hhld %:	7.51
% in Benchmark:	3.11
Index:	242

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: With a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their twenties. About 58 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of Community Involvement, staying active in social issues and political campaigns.

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23 MID-CITY MELLOW

U2 URBAN OLDER — OLDER FAMILIES & EMPTY NESTS M1
Older and mature city homeowners

Rank:	5
Hhlds:	771
Hhld %:	6.70
% in Benchmark:	4.40
Index:	152

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

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Brampton - Uptown

⬆ Strong Values

Values	Index
Ostentatious Consumption	133
Traditional Family	133
Status via Home	132
Advertising as Stimulus	130
Personal Optimism	125
Interest in the Unexplained	123
Penchant for Risk	123
Personal Creativity	122
Attraction For Crowds	121
Consumption Evangelism	121

⬇ Weak Values

Values	Index
Flexible Families	75
Need for Escape	84
Utilitarian Consumerism	84
Sexual Permissiveness	85
Ecological Concern	86
Rejection of Orderliness	86
Personal Control	87
Discriminating Consumerism	89
Ethical Consumerism	90
Fulfilment Through Work	90

☆ Descriptions | Top 3 Strong Values

Ostentatious Consumption

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

Traditional Family

The belief that society should guard against new definitions of what constitutes a "family" and preserve the traditional, "one man, one woman" definition of the nuclear family. The belief that "family" should be defined by legal formalities or institutional sanction. An unwillingness to accept non-traditional definitions of "family", such as common law and same-sex marriages.

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.

☆ 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".

Need for Escape

The desire to regularly escape the stress and responsibilities of everyday life.

Utilitarian Consumerism

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

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS ANALYTICS

Trade Area: Brampton - Uptown

WealthScapes Households: 11,426

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 101,020	**$ 83,410**	**$ 57,216**	**$ 2,939**
Index: 87	Index: 91	Index: 89	Index: 82

WEALTH*   ## ASSETS*

Net Worth
% Holders
99.7%   Index: 100
Balance
$617,462
Index: 84

Savings
% Holders
94.8%   Index: 100
Balance
$57,956
Index: 76

Investments
% Holders
56.5%   Index: 94
Balance
$248,987
Index: 74

Unlisted Shares
% Holders
10.3%   Index: 83
Balance
$165,149
Index: 52

Real Estate
% Holders
65.1%   Index: 86
Balance
$862,756
Index: 115

Liquid Assets
% Holders
97.7%   Index: 100
Balance
$238,295
Index: 72

DEBT*   ## FINANCIAL RATIO

Consumer Debt
% Holders
90.1%   Index: 99
Balance
$65,342
Index: 99

Mortgage Debt
% Holders
40.1%   Index: 86
Balance
$342,215
Index: 115

Debt:Asset
% Holders
0.24%   Index: 114

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

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Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Brampton - Uptown

WealthScapes Households: 11,426

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.24	0.84	1.03	0.66
Index:114	Index: 138	Index:110	Index:109

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.16	2.41	0.24	2.33
Index:75	Index:137	Index:101	Index:101

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Brampton - Uptown

ENVIRONICS ANALYTICS

Households: 11,513

Total Aggregate Current Consumption: $836,080,832

Average Current Consumption	Average Household Income	Average Disposable Income
$72,621	$100,448	$82,255
Index: 89	Index: 87	Index: 92

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$20,122	27.7%
Index: 96	Index: 108

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$11,610	16.0%
Index: 84	Index: 95

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$11,313	15.6%
Index: 88	Index: 100

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,917	6.8%
Index: 90	Index: 101

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,875	6.7%
Index: 85	Index: 96

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,843	5.3%
Index: 80	Index: 90

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$3,415	4.7%
Index: 103	Index: 116

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,946	4.1%
Index: 74	Index: 83

Tobacco and Alcohol
Avg. Dollars/Household	Pct. of Total Expenditure
$2,433	3.4%
Index: 68	Index: 77

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 - Uptown   **Households:** 11,513

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$100,448	$11,313	$3,226	$8,087
Index: 87	Index 88	Index 80	Index 92

Total Aggregate Food Expenditure: $ 130,251,488

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$784	9.7%
Index 90	Index 97

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$484	6.0%
Index 95	Index 103

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$1,094	13.5%
Index 100	Index 108

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$915	11.3%
Index 99	Index 107

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$1,139	14.1%
Index 89	Index 96

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,360	16.8%
Index 86	Index 94

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$379	4.7%
Index 129	Index 140

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,932	23.9%
Index 88	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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	10.9	11.0	99
Going to restaurants, bars or night clubs	51.1	55.1	93
Having physical Contact with family and friends	53.9	57.7	93
Participating in group activities	35.5	38.7	92
Partying	18.0	15.8	114
Seeing family and friends in person	59.1	62.8	94
Entertainment			
Attending events, festivals or concerts	39.2	42.9	91
Attending sports events (excludes professional sports)	19.1	18.2	105
Attending to professional sports events or games	22.2	25.4	87
Going to the movies	45.1	45.7	99
Movement & Travel			
Driving more	17.0	16.1	106
Shopping in-store	41.7	42.9	97
Spending time outdoors	35.1	32.5	108
Travelling outside of Canada/ abroad	51.1	53.2	96
Travelling within Canada	46.2	49.9	93
Using public transit	22.0	13.7	161
Personal			
Getting back to old habits	36.6	36.2	101
Going to a salon, barber shop or spa	33.1	33.7	98
Going to the gym	26.5	22.6	117
Education/Work			
Children going back to school	17.0	20.3	84
Going back to work	22.1	17.6	126
Other			
Not Stated	1.1	0.6	201

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS ANALYTICS

RADIO
Listeners: 76.2%
Index: 94

6.7 Hours/Week*
Index: **90**

Top Formats

	Trade Area	Benchmark
Multicultural	14.7%	6.2%
Religious/Gospel	12.7%	8.4%
Traffic	24.9%	16.7%

TELEVISION
Viewers: 94.6%
Index: 100

20.0 Hours/Week*
Index: **96**

Top Program Types

	Trade Area	Benchmark
Music Video	44.3%	34.5%
Paranormal	27.2%	21.9%
Adult Animated Series	37.2%	30.8%

NEWSPAPER
Readers: 37.4%
Index: 100

1.0 Hours/Week*
Index: **159**

Top Sections Read

	Trade Area	Benchmark
Automotive	10.3%	6.0%
Travel	14.6%	9.3%
Health	17.7%	11.3%

MAGAZINE
Readers: 72.0%
Index: 99

2.0 Hours/Month*
Index: **142**

Top Titles

	Trade Area	Benchmark
NOW	16.4%	7.8%
Canada's History	15.0%	8.1%
FASHION Magazine	19.3%	10.9%

INTERNET
Users: 98.2%
Index: 100

21.6 Hours online past week*
Index: **99**

Top Activities

	Trade Area	Benchmark
Gambling	16.9%	10.5%
Career/Job Search	33.3%	30.3%
Music Streaming	58.0%	52.7%

DIRECT/OUTDOOR

7 Times used public transit past week*
Index: **266**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Newsletters	10.6%	7.2%
E-mail Coupons	20.0%	15.0%
Catalogues	13.5%	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

ENVIRONICS ANALYTICS

Trade Area: Brampton - Uptown

Household Population 18+: 29,540

FACEBOOK
73.1% currently use
Index: **94**

Top Activities (Daily)

- Read news feed: Trade Area 36.1%, Benchmark 42.7%
- Cmt/Like other users' posts: Trade Area 23.4%, Benchmark 27.6%
- Use Messenger: Trade Area 23.2%, Benchmark 23.4%

Trade Area / Benchmark

TWITTER
33.2% currently use
Index: **113**

Top Activities (Daily)

- Read tweets: Trade Area 15.5%, Benchmark 14.2%
- Watch videos: Trade Area 8.8%, Benchmark 6.4%
- Tweet: Trade Area 7.6%, Benchmark 4.4%

Trade Area / Benchmark

INSTAGRAM
46.2% currently use
Index: **119**

Top Activities (Daily)

- View photos/videos: Trade Area 9.9%, Benchmark 8.5%
- Like photos/videos: Trade Area 8.8%, Benchmark 6.7%
- Comment on photos/videos: Trade Area 6.8%, Benchmark 3.8%

Trade Area / Benchmark

LINKEDIN
48.4% currently use
Index: **117**

Top Activities (Weekly)

- Read your newsfeed: Trade Area 6.1%, Benchmark 4.7%
- View a job posting: Trade Area 6.0%, Benchmark 3.9%
- Update your profile information: Trade Area 5.3%, Benchmark 2.4%

Trade Area / Benchmark

YOUTUBE
74.5% currently use
Index: **106**

Top Activities (Daily)

- Watch videos: Trade Area 36.9%, Benchmark 28.0%
- Like/dislike videos: Trade Area 14.5%, Benchmark 8.1%
- Watch live videos: Trade Area 12.0%, Benchmark 6.8%

Trade Area / Benchmark

SNAPCHAT
17.7% currently use
Index: **136**

Top Activities (Weekly)

- Receive photos/videos: Trade Area 10.1%, Benchmark 6.6%
- Send direct text messages: Trade Area 9.3%, Benchmark 5.9%
- Send photos/videos: Trade Area 9.1%, Benchmark 5.7%

Trade Area / Benchmark

WHATSAPP
63.9% currently use
Index: **149**

Top Activities (Daily)

- Send/receive images: Trade Area 9.9%, Benchmark 6.0%
- Use group chats: Trade Area 9.2%, Benchmark 4.6%
- Send/receive messages: Trade Area 8.9%, Benchmark 5.7%

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 - Uptown

Household Population 18+: 29,540

FRIENDS IN ALL SM NETWORKS

33.0%
Index: **93**

0-49 friends

FREQUENCY OF USE (DAILY)

47.4%
Index: **84**

Facebook

BRAND INTERACTION

31.9%
Index: **93**

Like brand on Facebook

NO. OF BRANDS INTERACTED

34.3%
Index: **112**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
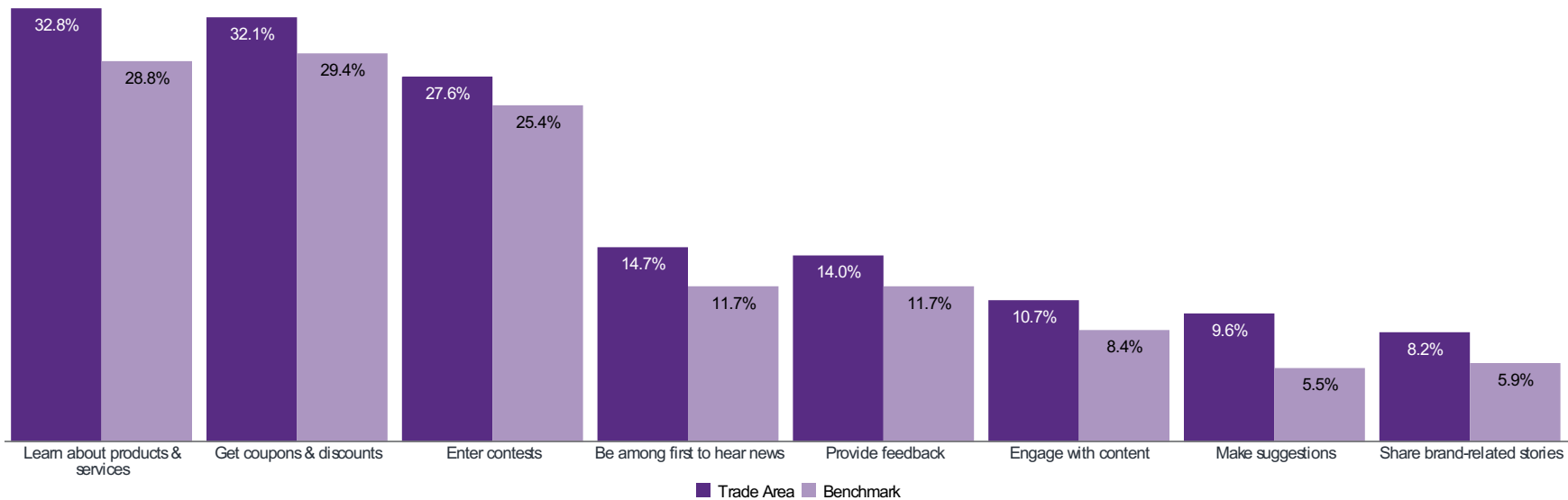
Reason	Trade Area	Benchmark
Learn about products & services	32.8%	28.8%
Get coupons & discounts	32.1%	29.4%
Enter contests	27.6%	25.4%
Be among first to hear news	14.7%	11.7%
Provide feedback	14.0%	11.7%
Engage with content	10.7%	8.4%
Make suggestions	9.6%	5.5%
Share brand-related stories	8.2%	5.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS ANALYTICS

Trade Area: Brampton - Uptown

Total Household Population 18+: 29,540

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

% Comp 82.7   Index 94

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

% Comp 54.2   Index 112

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

% Comp 82.2   Index 98

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

% Comp 48.3   Index 117

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

% Comp 59.9   Index 106

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

% Comp 37.2   Index 124

Benchmark: Southern Ontario

Ranked by percent composition.

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Uptown

Total Household Population 18+: 29,540

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	21.2	20.1
Babies and children	15.2	12.9
Media	40.6	43.0
Clothing & Fashions	34.4	30.6
Home Electronics	43.9	41.8
Event tickets	47.2	50.3
Gift card/ cert.	35.7	33.1
Groceries	20.7	16.7
Beauty & Cosmetics	24.2	18.4
Home & Garden	23.0	24.4
Financial products	34.8	30.3
Office supplies	35.8	34.7
Pets	15.7	15.3
Pharma.	29.1	26.9
Sporting goods	23.5	24.2
Vacation/ travel	49.7	51.6
Food Home delivery svcs.	29.3	19.8
Wireless service providers	43.3	42.6
Insurance products	35.5	31.6
Online meal kits (e.g. Hello Fresh)	19.8	15.7
Govt. services	50.6	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 - Uptown

Total Household Population 18+: 29,540

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	52.2% Index:85	41.3% Index:112	15.8% Index:128	5.5% Index:174
Purchase preference	63.4% Index:84	34.4% Index:112	12.1% Index:123	4.9% Index:190
Customer Service	51.0% Index:83	20.2% Index:113	8.9% Index:155	21.5% Index:99

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	3.2%	7.0%	10.8%	8.4%	4.3%	3.1%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Brampton - Uptown

Total Household Population 18+: 29,540

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	44.9% Index:89	51.4% Index:94	19.2% Index: 123	9.4% Index: 114
Purchase preference	57.2% Index: 84	43.9% Index:105	13.7% Index:124	8.8% Index: 136
Customer Service	47.2% Index:84	27.1% Index:109	11.1% Index: 150	30.2% Index: 82

AMOUNT SPENT [PST 12 MTHS]

Amount	Trade Area	Benchmark
Less than $100	4.9%	4.3%
$100-$249	6.9%	6.4%
$250-$499	7.0%	6.2%
$500-$999	5.6%	6.1%
$1000 or more	6.4%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

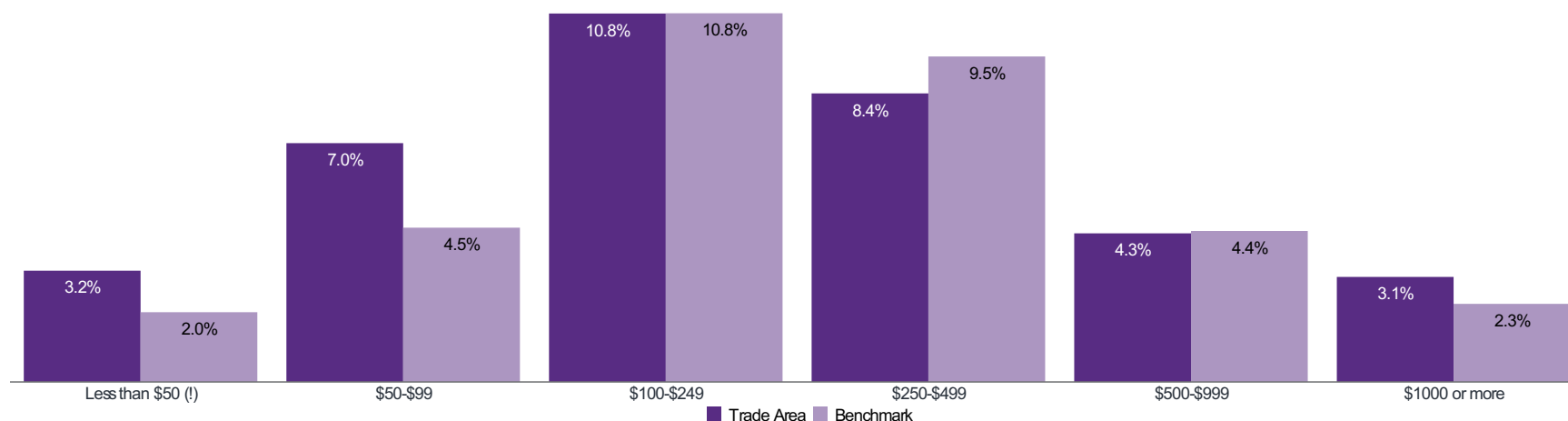# Opticks eShopper | Gift Cards Deep Dive

Trade Area: Brampton - Uptown

Total Household Population 18+: 29,540

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	39.5% Index:83	36.8% Index:105	13.2% Index:120	4.7% Index:134
Purchase preference	48.6% Index:81	35.7% Index:108	12.8% Index:146	4.5% Index:144
Customer Service	34.5% Index:81	23.6% Index:115	8.5% Index:140	27.1% Index:98

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	4.6%	6.1%	8.8%	3.7%	1.9%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

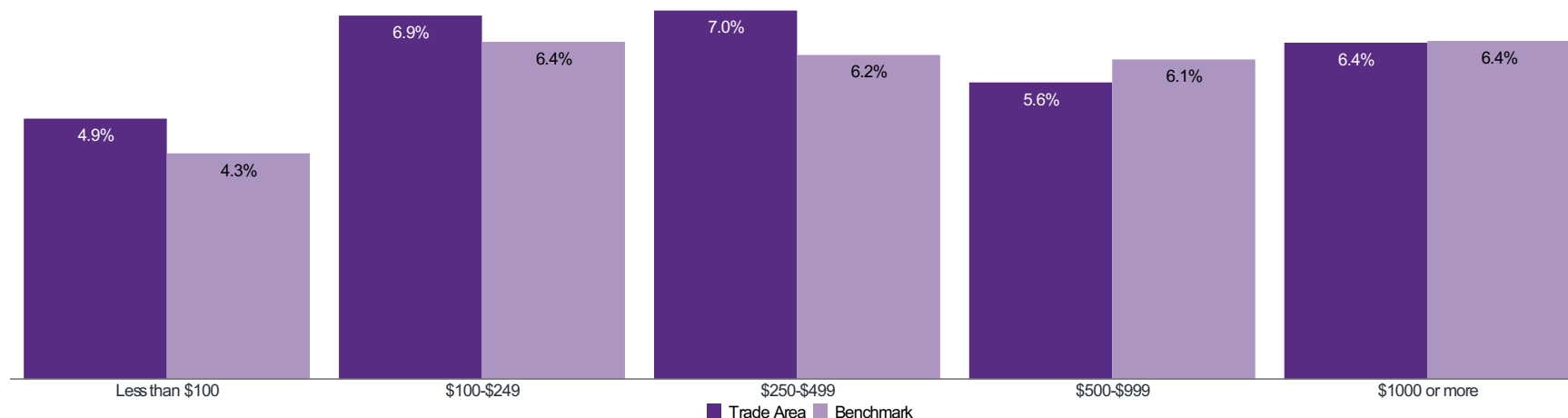# Opticks eShopper | Groceries Deep Dive
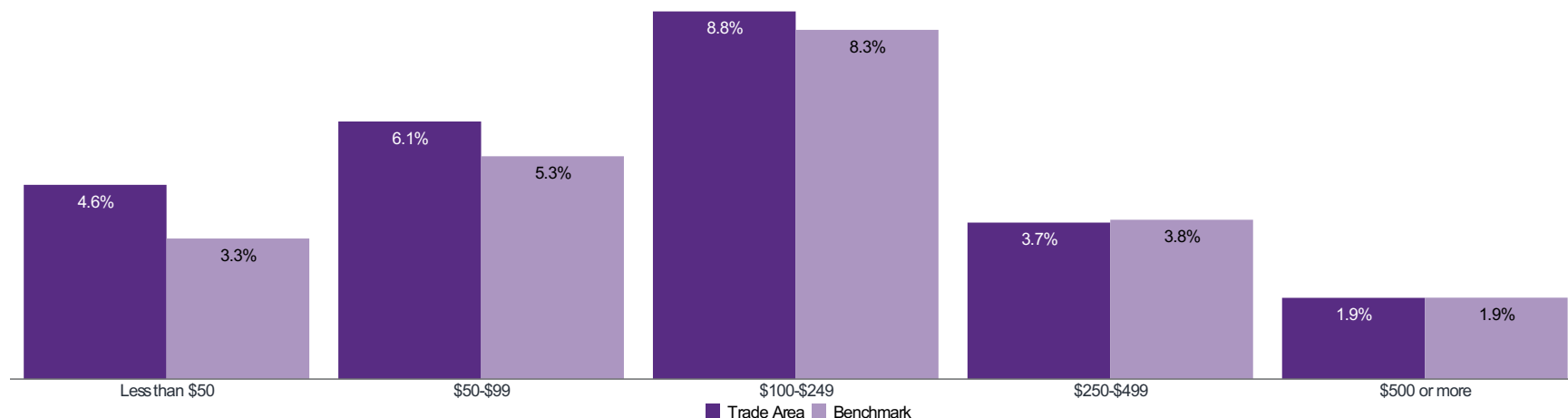
ENVIRONICS ANALYTICS

Trade Area: Brampton - Uptown

Total Household Population 18+: 29,540

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	65.9% Index:**91**	26.7% Index:**108**	14.5% Index:**131**	4.4% Index:**163**
Purchase preference	73.6% Index:**88**	20.7% Index:**124**	10.4% Index:**168**	4.7% Index:**193**
Customer Service	59.8% Index:**86**	14.8% Index:**128**	8.4% Index:**212**	17.2% Index:**92**

AMOUNT SPENT [PST 12 MTHS]

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

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

Trade Area: Brampton - Uptown

Total Household Population 18+: 29,540

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	35.2% Index:99	27.8% Index:126	12.3% Index:151	4.7% Index:165
Purchase preference	43.6% Index:94	24.2% Index:131	11.1% Index:174	4.7% Index:206
Customer Service	34.2% Index:94	16.5% Index:131	7.3% Index:167	16.6% Index:113

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	2.8%	7.2%	5.9%	4.0%	2.4%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

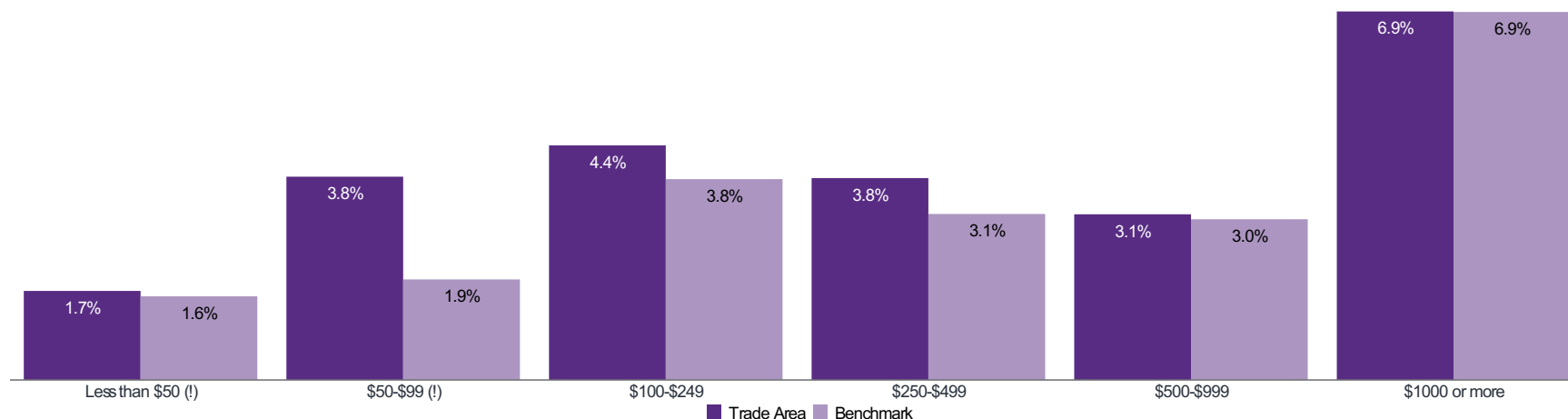# Opticks eShopper | Home & Garden Deep Dive

Trade Area: Brampton - Uptown

Total Household Population 18+: 29,540

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	42.9% Index:83	33.5% Index:88	12.8% Index:112	7.0% Index:122
Purchase preference	54.5% Index:80	23.0% Index:94	8.8% Index:125	5.7% Index:157
Customer Service	42.3% Index:78	16.7% Index:105	8.5% Index:178	20.9% Index:91

AMOUNT SPENT [PST 12 MTHS]
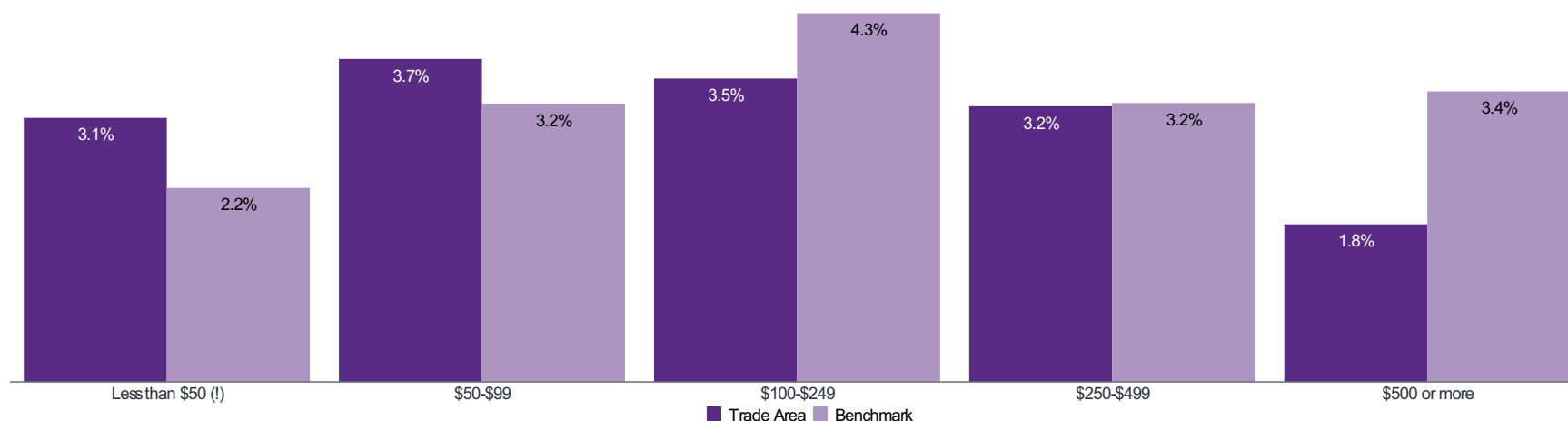
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.1%	3.7%	3.5%	3.2%	1.8%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

28

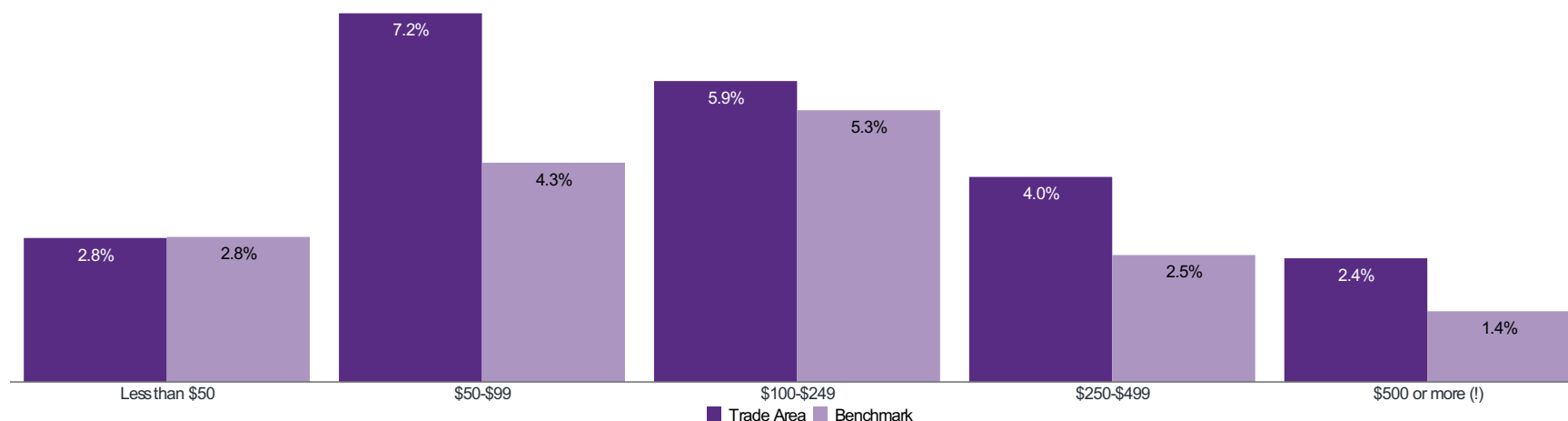# Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Brampton - Uptown

Total Household Population 18+: 29,540

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	32.1% Index:82	31.1% Index:96	11.0% Index:104	5.9% Index:151
Purchase preference	40.4% Index:78	23.5% Index:97	9.4% Index:125	6.2% Index:205
Customer Service	32.8% Index:78	17.7% Index:117	9.2% Index:178	19.4% Index:95

AMOUNT SPENT [PST 12 MTHS]
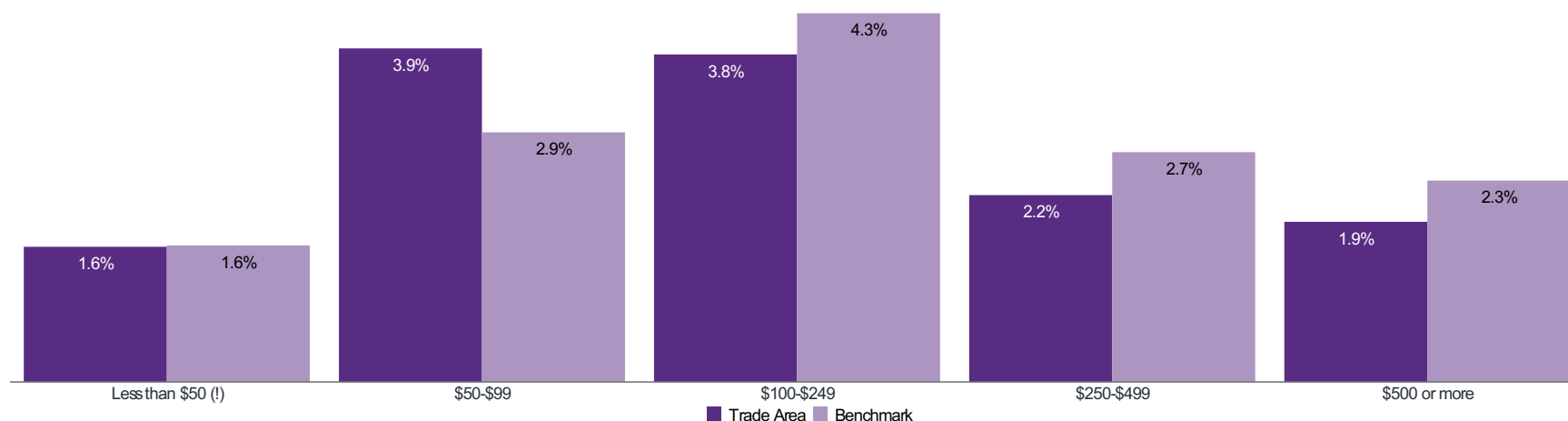
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.6%	3.9%	3.8%	2.2%	1.9%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ 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

ENVIRONICS ANALYTICS

Trade Area: Brampton - Uptown

Total Household Population 18+: 29,540

BEHAVIOURAL PREFERENCES BY CHANNEL

VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	20.6% Index:**100**	53.8% Index:**93**	19.8% Index:**132**	18.6% Index:**116**
Purchase preference	25.4% Index:**88**	49.7% Index:**96**	8.8% Index:**119**	20.4% Index:**114**
Customer Service	26.3% Index:**90**	27.0% Index:**98**	11.5% Index:**166**	40.3% Index:**92**

AMOUNT SPENT [PST 12 MTHS]
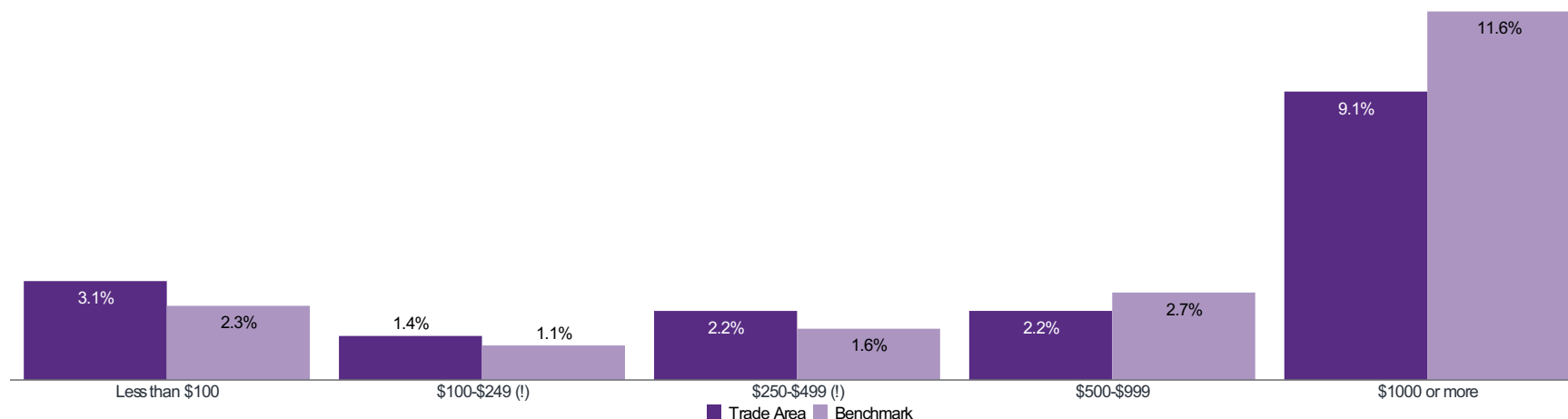
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.1%	1.4%	2.2%	2.2%	9.1%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

(!) 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 - Uptown

Households: 11,513

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY
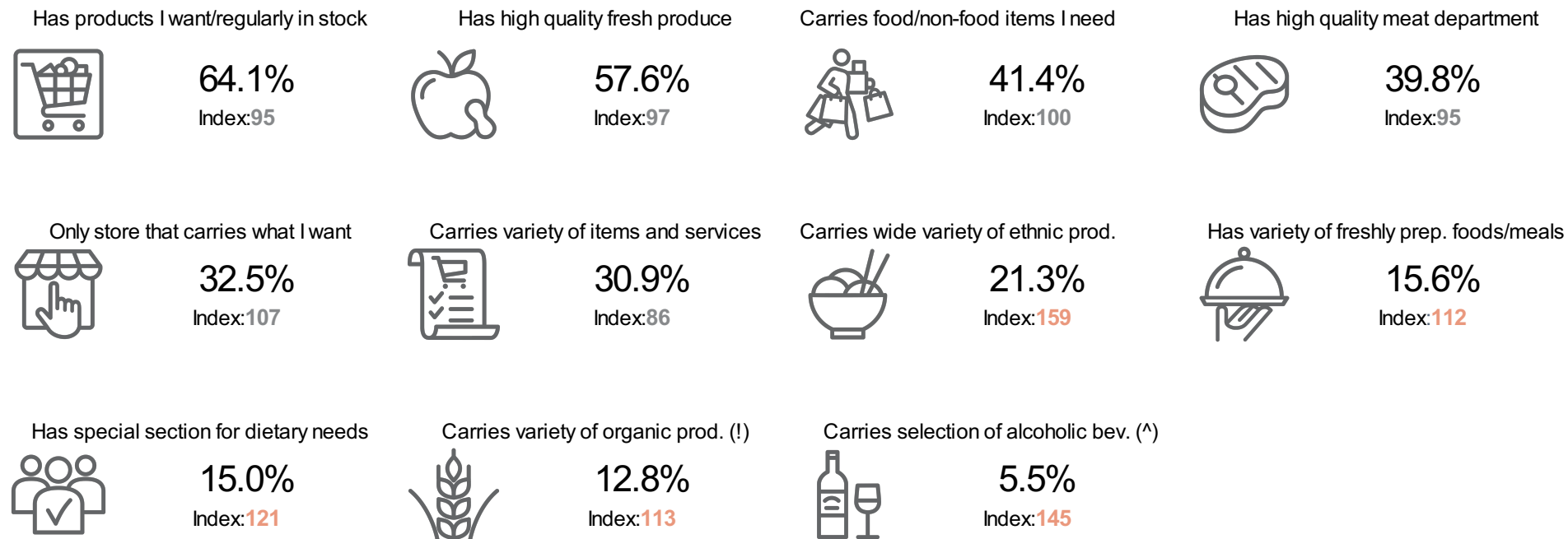
Has products I want/regularly in stock
64.1%
Index: 95

Has high quality fresh produce
57.6%
Index: 97

Carries food/non-food items I need
41.4%
Index: 100

Has high quality meat department
39.8%
Index: 95

Only store that carries what I want
32.5%
Index: 107

Carries variety of items and services
30.9%
Index: 86

Carries wide variety of ethnic prod.
21.3%
Index: 159

Has variety of freshly prep. foods/meals
15.6%
Index: 112

Has special section for dietary needs
15.0%
Index: 121

Carries variety of organic prod. (!)
12.8%
Index: 113

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 - Uptown

Households: 11,513

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Organized layout makes it easy to shop	Easy to get in and get out quickly
58.9% Index:**99**	**41.8%** Index:**101**	**41.1%** Index:**96**

Staff are friendly and knowledgeable	Short checkout lines/fast checkout	Has extended hours
39.9% Index:**118**	**38.2%** Index:**107**	**32.3%** Index:**117**

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
23.2% Index:**116**	**20.3%** Index:**148**	**12.0%** Index:**135**

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

ENVIRONICS
ANALYTICS

Trade Area: Brampton - Uptown

Households: 11,513

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions

64.4%
Index: **96**

Discover good value when shopping

61.5%
Index: **93**

Store has the lowest prices overall

56.9%
Index: **98**

Store has a customer loyalty card program

43.5%
Index: **88**

I'm loyal to their store brands

27.1%
Index: **118**

Has loyalty prog. app and offers pers. promos

26.5%
Index: **90**

OUT OF STOCK ITEM

	% Base	%	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	36.2	40.2	0.3	90
Leave the store and buy it elsewhere	33.6	30.9	0.3	109
Purchase another brand	23.5	21.2	0.3	111
Purchase another size or variety of the same brand (!)	6.7	7.7	0.3	87

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Brampton - Uptown 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%	889,433	100%	4.61%	100	875,745	100%	4.54%	100	752,129	100%	3.90%	100	778,539	100%	4.03%	100	1,297,720	100%	6.72%	100
3521010	Brampton, ON (CY)	596,084	3.09%	355,920	40.02%	59.71%	1296	346,757	39.60%	58.17%	1282	311,527	41.42%	52.26%	1341	327,676	42.09%	54.97%	1363	411,046	31.67%	68.96%	1026
3520005	Toronto, ON (C)	2,568,898	13.31%	130,582	14.68%	5.08%	110	132,510	15.13%	5.16%	114	108,166	14.38%	4.21%	108	108,667	13.96%	4.23%	105	221,966	17.10%	8.64%	129
3521005	Mississauga, ON (CY)	642,951	3.33%	144,664	16.26%	22.50%	488	139,264	15.90%	21.66%	477	124,556	16.56%	19.37%	497	128,353	16.49%	19.96%	495	210,977	16.26%	32.81%	488
3519028	Vaughan, ON (CY)	264,447	1.37%	21,191	2.38%	8.01%	174	21,268	2.43%	8.04%	177	15,128	2.01%	5.72%	147	17,410	2.24%	6.58%	163	35,941	2.77%	13.59%	202
3524009	Milton, ON (T)	106,330	0.55%	22,108	2.49%	20.79%	451	20,423	2.33%	19.21%	423	17,868	2.38%	16.80%	431	20,810	2.67%	19.57%	485	33,001	2.54%	31.04%	462
3525005	Hamilton, ON (C)	483,265	2.50%	14,992	1.69%	3.10%	67	16,263	1.86%	3.37%	74	12,613	1.68%	2.61%	67	13,770	1.77%	2.85%	71	29,674	2.29%	6.14%	91
3521024	Caledon, ON (T)	68,255	0.35%	19,180	2.16%	28.10%	610	17,530	2.00%	25.68%	566	15,403	2.05%	22.57%	579	16,160	2.08%	23.68%	587	24,875	1.92%	36.44%	542
3524001	Oakville, ON (T)	174,424	0.90%	12,600	1.42%	7.22%	157	12,806	1.46%	7.34%	162	11,261	1.50%	6.46%	166	11,420	1.47%	6.55%	162	22,587	1.74%	12.95%	193
3519036	Markham, ON (CY)	301,247	1.56%	12,927	1.45%	4.29%	93	13,010	1.49%	4.32%	95	9,271	1.23%	3.08%	79	9,121	1.17%	3.03%	75	22,388	1.73%	7.43%	111
3524015	Halton Hills, ON (T)	53,559	0.28%	13,421	1.51%	25.06%	544	12,197	1.39%	22.77%	502	11,612	1.54%	21.68%	556	11,689	1.50%	21.82%	541	18,810	1.45%	35.12%	522

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

2019 Brampton - Uptown 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
30,685	27,778	90.5	25,797	84.1	25,398	82.8	24,952	81.3	27,232	88.7

2019 Brampton - Uptown 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	1,316,538	27,232	2.1	1,289,306	97.9

ENVIRONICS ANALYTICS

2020 Brampton - Uptown 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%	407,026	100%	2.11%	100	596,324	100%	3.09%	100	526,641	100%	2.73%	100	591,323	100%	3.06%	100	903,645	100%	4.68%	100
3521010	Brampton, ON (CY)	596,084	3.09%	202,433	49.73%	33.96%	1611	268,630	45.05%	45.07%	1459	257,607	48.92%	43.22%	1584	261,123	44.16%	43.81%	1430	332,359	36.78%	55.76%	1191
3521005	Mississauga, ON (CY)	642,951	3.33%	60,493	14.86%	9.41%	446	96,688	16.21%	15.04%	487	84,974	16.13%	13.22%	484	102,338	17.31%	15.92%	520	155,984	17.26%	24.26%	518
3520005	Toronto, ON (C)	2,568,898	13.31%	48,541	11.93%	1.89%	90	76,900	12.90%	2.99%	97	62,626	11.89%	2.44%	89	72,999	12.34%	2.84%	93	134,014	14.83%	5.22%	111
3524009	Milton, ON (T)	106,330	0.55%	8,521	2.09%	8.01%	380	12,672	2.13%	11.92%	386	10,886	2.07%	10.24%	375	14,653	2.48%	13.78%	450	23,438	2.59%	22.04%	471
3519028	Vaughan, ON (CY)	264,447	1.37%	7,242	1.78%	2.74%	130	11,719	1.97%	4.43%	143	8,880	1.69%	3.36%	123	10,918	1.85%	4.13%	135	20,635	2.28%	7.80%	167
3521024	Caledon, ON (T)	68,255	0.35%	7,962	1.96%	11.66%	553	11,032	1.85%	16.16%	523	10,442	1.98%	15.30%	561	11,495	1.94%	16.84%	550	18,493	2.05%	27.09%	579
3525005	Hamilton, ON (C)	483,265	2.50%	6,089	1.50%	1.26%	60	9,713	1.63%	2.01%	65	8,368	1.59%	1.73%	63	9,125	1.54%	1.89%	62	17,927	1.98%	3.71%	79
3524001	Oakville, ON (T)	174,424	0.90%	4,846	1.19%	2.78%	132	7,882	1.32%	4.52%	146	6,402	1.22%	3.67%	135	8,590	1.45%	4.92%	161	14,900	1.65%	8.54%	182
3524015	Halton Hills, ON (T)	53,559	0.28%	5,311	1.30%	9.92%	470	8,553	1.43%	15.97%	517	6,500	1.23%	12.14%	445	9,662	1.63%	18.04%	589	13,405	1.48%	25.03%	535
3519036	Markham, ON (CY)	301,247	1.56%	3,013	0.74%	1.00%	47	6,624	1.11%	2.20%	71	4,886	0.93%	1.62%	59	5,589	0.95%	1.86%	61	11,733	1.30%	3.89%	83

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

2020 Brampton - Uptown 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
30,685	22,313	72.7	23,714	77.3	21,364	69.6	22,848	74.5	23,951	78.1

2020 Brampton - Uptown 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	913,667	23,951	2.6	889,716	97.4

ENVIRONICS ANALYTICS

2021 Brampton - Uptown 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%	436,173	100%	2.26%	100	728,929	100%	3.78%	100	722,633	100%	3.74%	100	532,843	100%	2.76%	100	996,004	100%	5.16%	100
3521010	Brampton, ON (CY)	596,084	3.09%	211,316	48.45%	35.45%	1569	307,125	42.13%	51.52%	1364	311,242	43.07%	52.21%	1395	259,841	48.77%	43.59%	1579	345,698	34.71%	57.99%	1124
3521005	Mississauga, ON (CY)	642,951	3.33%	68,231	15.64%	10.61%	470	117,225	16.08%	18.23%	483	117,917	16.32%	18.34%	490	86,670	16.27%	13.48%	488	167,684	16.84%	26.08%	505
3520005	Toronto, ON (C)	2,568,898	13.31%	56,395	12.93%	2.20%	97	97,254	13.34%	3.79%	100	87,294	12.08%	3.40%	91	61,835	11.60%	2.41%	87	153,094	15.37%	5.96%	115
3519028	Vaughan, ON (CY)	264,447	1.37%	11,440	2.62%	4.33%	191	13,279	1.82%	5.02%	133	13,778	1.91%	5.21%	139	11,301	2.12%	4.27%	155	26,251	2.64%	9.93%	192
3524009	Milton, ON (T)	106,330	0.55%	8,907	2.04%	8.38%	371	17,758	2.44%	16.70%	442	16,575	2.29%	15.59%	416	10,604	1.99%	9.97%	361	25,304	2.54%	23.80%	461
3525005	Hamilton, ON (C)	483,265	2.50%	6,226	1.43%	1.29%	57	13,762	1.89%	2.85%	75	13,316	1.84%	2.76%	74	9,845	1.85%	2.04%	74	21,240	2.13%	4.40%	85
3521024	Caledon, ON (T)	68,255	0.35%	9,210	2.11%	13.49%	597	15,498	2.13%	22.71%	601	15,325	2.12%	22.45%	600	10,109	1.90%	14.81%	537	19,979	2.01%	29.27%	567
3524015	Halton Hills, ON (T)	53,559	0.28%	5,392	1.24%	10.07%	446	10,166	1.39%	18.98%	503	11,317	1.57%	21.13%	564	6,851	1.29%	12.79%	463	14,816	1.49%	27.66%	536
3524001	Oakville, ON (T)	174,424	0.90%	4,782	1.10%	2.74%	121	10,007	1.37%	5.74%	152	10,723	1.48%	6.15%	164	5,498	1.03%	3.15%	114	14,787	1.48%	8.48%	164
3519036	Markham, ON (CY)	301,247	1.56%	3,769	0.86%	1.25%	55	8,467	1.16%	2.81%	74	8,288	1.15%	2.75%	73	3,577	0.67%	1.19%	43	12,738	1.28%	4.23%	82

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

2021 Brampton - Uptown 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
30,685	17,801	58.0	20,579	67.1	21,839	71.2	22,175	72.3	21,847	71.2

2021 Brampton - Uptown 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	1,011,916	21,847	2.2	990,069	97.8

ENVIRONICS
ANALYTICS

Customers: Brampton Uptown - FY 2021: Sum_Unique_Visitors   **Total Customers:** 797,258

Top 5 segments represent 54.9% 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:	244,138
Customers %:	30.62
% in Benchmark:	5.76
Index:	531

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:	68,084
Customers %:	8.54
% in Benchmark:	5.19
Index:	165

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.
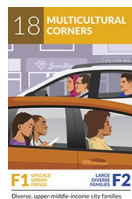
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31 METRO MELTING POT
F3 MIDDLE-AGE FAMILIES F3
Diverse, middle-income city dwellers

Rank:	3
Customers:	52,012
Customers %:	6.52
% in Benchmark:	2.08
Index:	314

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

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

Rank:	4
Customers:	41,542
Customers %:	5.21
% in Benchmark:	3.30
Index:	158

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

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

Rank:	5
Customers:	31,697
Customers %:	3.98
% in Benchmark:	3.76
Index:	106

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

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+