

Community Profile: Mississauga – Clarkson BIA

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

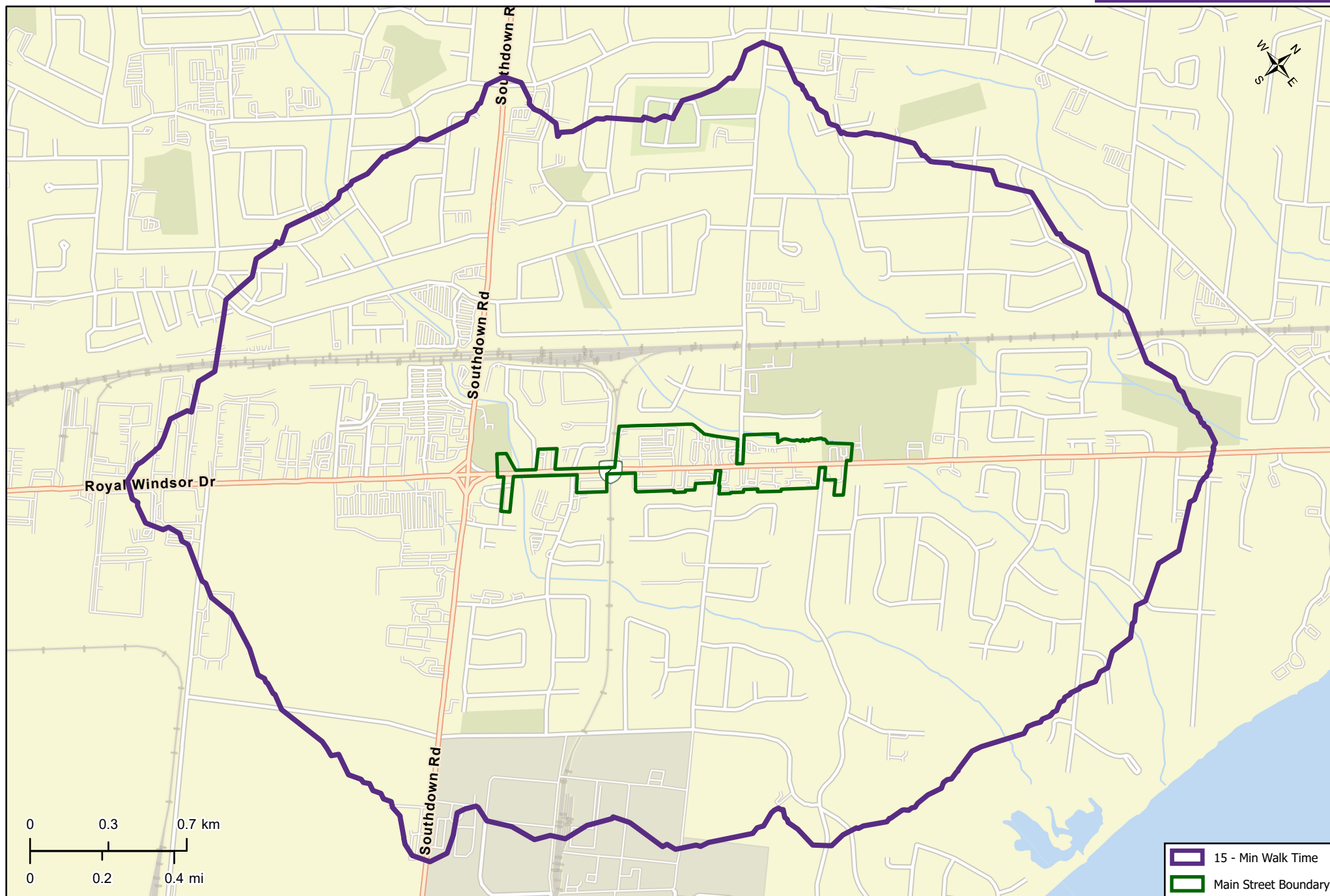
Confidential

Date: March 7, 2022

Table of Contents

Trade Area Map	1
Demographics, PRIZM Profile, and Psychographics	2
Population & Households	3
Housing & Income	4
Education & Employment	5
Diversity	6
Trade Area PRIZM Profile: Top Segments	7
SocialValues Overview	8
Financial and Expenditure Overview	9
WealthScapes Overview	10
WealthScapes Ratios	11
HouseholdSpend – Annual Expenditure Overview	12
FoodSpend – Annual Expenditure Overview	13
Post COVID-19 Activities	14
Activities Look Forward To Doing	15
Media and Social Media Overview	16
Media Overview	17
Social Media Activities	18
Social Media Usage	19
Online Shopping Attitudes and Behaviours	20
Online Shopping Attitudes	21
Purchase Preference by Category	22
Clothing & Fashions Deep Dive	23
Home Electronics & Computers Deep Dive	24
Gift Cards Deep Dive	25
Groceries Deep Dive	26
Beauty & Cosmetics Deep Dive	27
Home & Garden Deep Dive	28
Sporting Goods Deep Dive	29
Vacation/Travel Deep Dive	30
Store Loyalty	31
Assortment/Product Quality	32
Shopping Experience	33
Price and Promo	34
Main Street Visitors	35
2019 Visitors	36
2020 Visitors	37
2021 Visitors	38
2021 Visitors PRIZM Profile: Top Segments	39

Mississauga - Clarkson BIA
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

POPULATION

14,734

HOUSEHOLDS

5,712

MEDIAN MAINTAINER AGE

57

Index: 105

MARITAL STATUS



54.7%

Index: 95

Married/Common-Law

FAMILY STATUS*

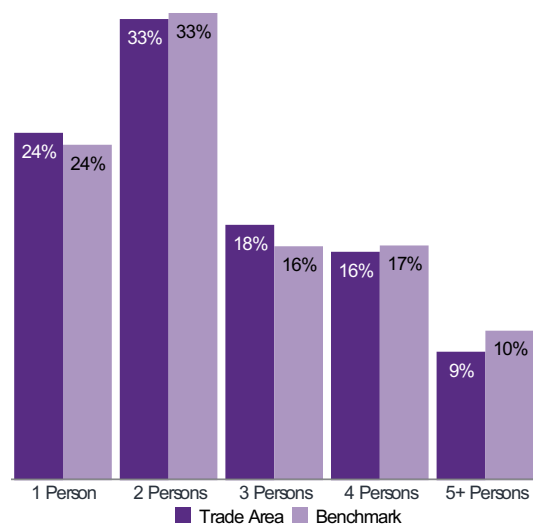


18.3%

Index: 116

Total Lone-Parent Families

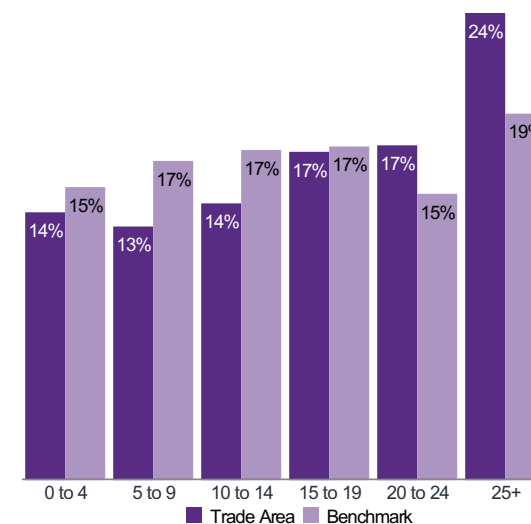
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	686	4.7	92
5 to 9	647	4.4	82
10 to 14	676	4.6	81
15 to 19	814	5.5	93
20 to 24	985	6.7	100
25 to 29	1,021	6.9	99
30 to 34	976	6.6	100
35 to 39	938	6.4	98
40 to 44	879	6.0	97
45 to 49	881	6.0	95
50 to 54	1,005	6.8	104
55 to 59	1,220	8.3	114
60 to 64	1,071	7.3	108
65 to 69	759	5.2	91
70 to 74	696	4.7	99
75 to 79	535	3.6	110
80 to 84	404	2.7	126
85+	540	3.7	166

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

*Chosen from index ranking with minimum 5% composition

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

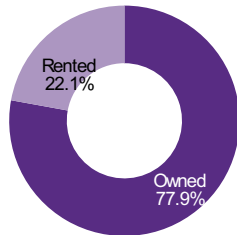
Demographics | Housing & Income

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Population: 14,734 | Households: 5,712

TENURE



STRUCTURE TYPE



Houses

63.3%

Index: 82



Apartments

36.6%

Index: 166

AGE OF HOUSING*

40 - 59 Years Old

% Comp: 50.3 Index: 205

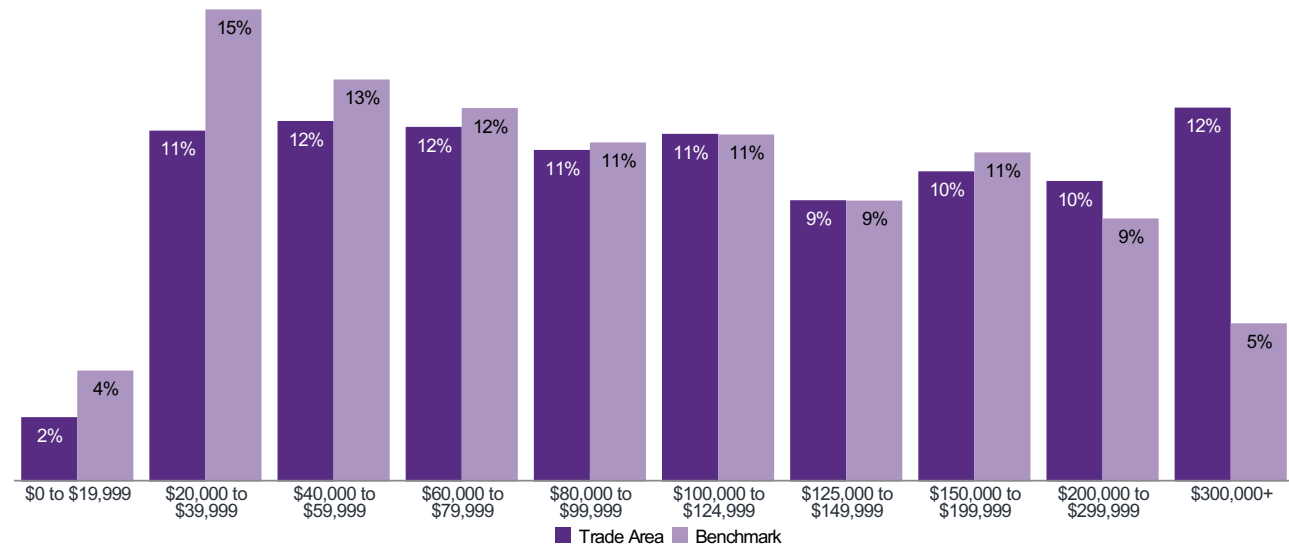
AVERAGE HOUSEHOLD INCOME



\$152,460

Index: 132

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Population: 14,734 | Households: 5,712

EDUCATION



37.8%

Index: 142

University Degree

LABOUR FORCE PARTICIPATION



67.9%

Index: 104

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



31.0%

Index: 85

Travel to work by Car (as Driver)

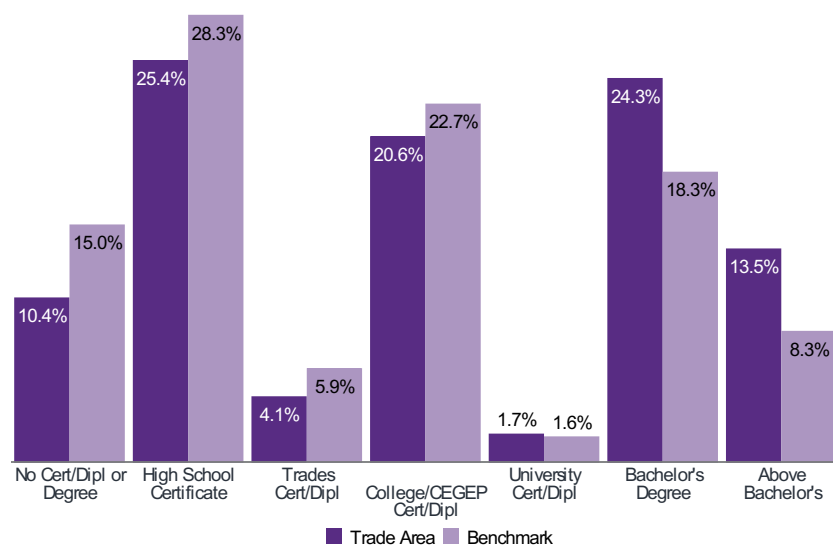


11.3%

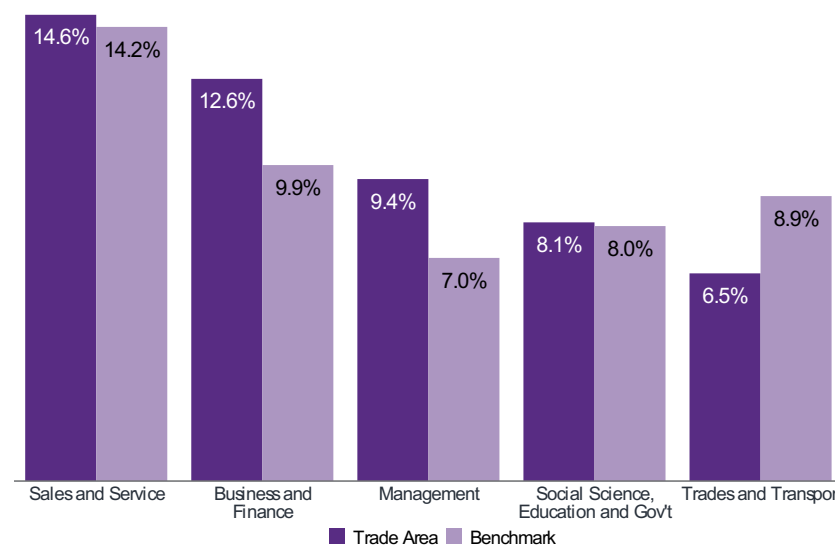
Index: 258

Travel to work by Public Transit

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Population: 14,734 | Households: 5,712

ABORIGINAL IDENTITY



1.2%

Index: 51

VISIBLE MINORITY PRESENCE



32.6%

Index: 113

Belong to a
visible minority group

NON-OFFICIAL LANGUAGE



1.6%

Index: 79

No knowledge of
English or French

IMMIGRATION



35.8%

Index: 136

Born outside Canada

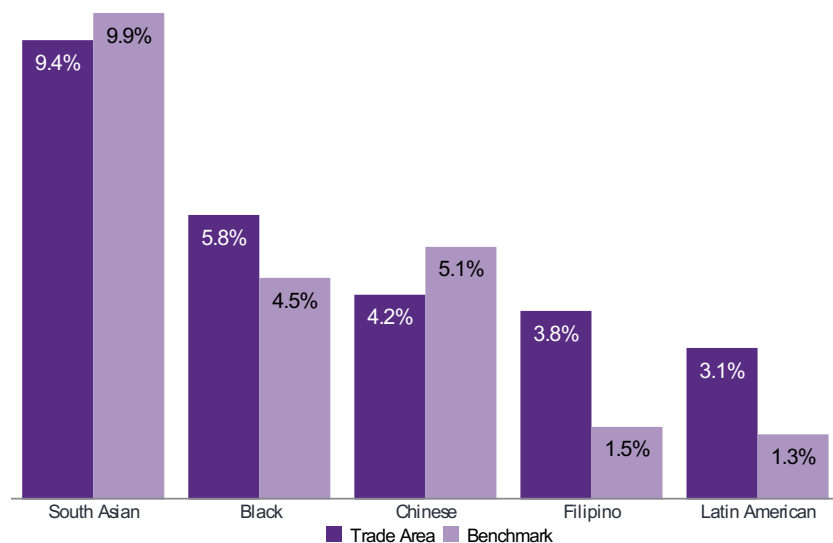
PERIOD OF IMMIGRATION*

Before 2001

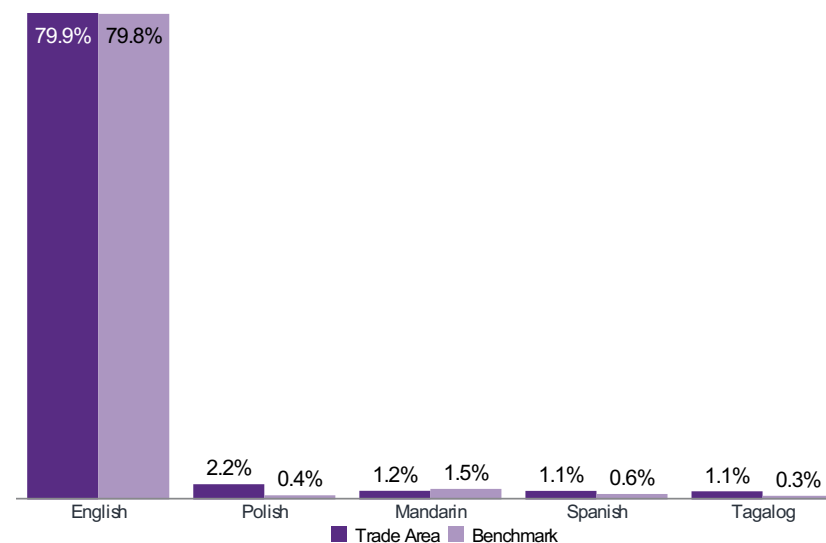
18.7%

Index: 134

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Top 5 segments represent **65.1%** of households in Mississauga - Clarkson BIA



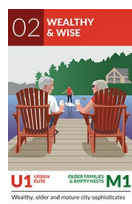
Rank: 1
Hhlds: 993
Hhld %: 17.39
% in Benchmark: 1.96
Index: 886

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



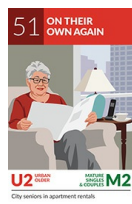
Rank: 2
Hhlds: 798
Hhld %: 13.98
% in Benchmark: 3.11
Index: 450

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.



Rank: 3
Hhlds: 650
Hhld %: 11.38
% in Benchmark: 1.22
Index: 931

The second wealthiest lifestyle, Wealthy & Wise is home to older and mature families and couples whose incomes are nearly two-and-a-half times the national average. Found in large cities across Canada, these households tend to own expensive single-detached houses in established neighbourhoods; the average dwelling value is about \$1.3 million. Wealthy & Wise is one of the most educated groups—a majority hold a bachelor's or advanced degree—and members earn lofty incomes as managers and white-collar professionals. Many are first- and second-generation Canadians who are attached to their older urban neighbourhoods, having lived at the same address for years. And while most commute to work by car, one in five takes public transit, bikes or walks to work. At home, their leisure activities reflect the presence of older children, most 15+. These families enjoy going to film festivals, the theatre and museums. Able to afford most luxury items, consumers here maintain they're willing to pay more for environmentally friendly products that reflect their Ecological Lifestyle.



Rank: 4
Hhlds: 640
Hhld %: 11.20
% in Benchmark: 3.77
Index: 297

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 new comers, 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.



Rank: 5
Hhlds: 635
Hhld %: 11.11
% in Benchmark: 2.25
Index: 493

Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. Nearly 60 percent of the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over \$800,000. With a high level of financial security, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (Legacy).

Trade Area: Mississauga - Clarkson BIA



Strong Values

Values	Index
Ecological Concern	121
Culture Sampling	119
Fulfilment Through Work	114
Introspection & Empathy	114
Ecological Lifestyle	113
Emotional Control	113
Primacy of Environmental Protection	113
Social Learning	113
Duty	112
Ethical Consumerism	112



Descriptions | Top 3 Strong Values

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

Culture Sampling

This construct identifies the view that other cultures have a great deal to teach us, and measures people's inclination to incorporate some of these cultural influences into their own lives.

Fulfilment Through Work

A need to invest one's professional life with meaning and to find personal fulfillment through one's work. Also, a need to feel that one's work is useful to others and has some social value.



Weak Values

Values	Index
Attraction to Nature	75
Acceptance of Violence	80
Utilitarian Consumerism	84
Patriarchy	85
Sexism	87
Technology Anxiety	87
Anomie-Aimlessness	88
Aversion to Complexity	90
Primacy of the Family	90
Brand Apathy	91



Descriptions | Top 3 Weak Values

Attraction to Nature

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

Acceptance of Violence

People highest on this construct believe that violence is an inevitable fact of life that must be accepted with a certain degree of indifference. Belief that violence can be both cathartic and persuasive.

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.

Benchmark: Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Research. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

WealthScapes Households: 5,689

INCOME*

Household Income

\$ 153,700

Index: **133**

Household Disposable Income

\$ 114,644

Index: **125**

Household Discretionary Income

\$ 81,853

Index: **127**

Annual RRSP Contributions

\$ 5,733

Index: **160**

WEALTH*



Net Worth

% Holders

99.9% Index: **100**

Balance

\$1,247,737

Index: **169**

ASSETS*



Savings

% Holders

95.3% Index: **100**

Balance

\$135,495

Index: **177**



Investments

% Holders

67.8% Index: **113**

Balance

\$558,486

Index: **165**



Unlisted Shares

% Holders

16.4% Index: **132**

Balance

\$577,981

Index: **182**



Real Estate

% Holders

79.6% Index: **105**

Balance

\$1,001,746

Index: **134**



Liquid Assets

% Holders

98.6% Index: **101**

Balance

\$617,426

Index: **187**

DEBT*



Consumer Debt

% Holders

92.6% Index: **102**

Balance

\$82,361

Index: **124**



Mortgage Debt

% Holders

48.5% Index: **105**

Balance

\$366,816

Index: **123**

FINANCIAL RATIO



Debt:Asset

% Holders

0.17% Index: **80**

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

Trade Area: Mississauga - Clarkson BIA

WealthScapes Households: 5,689

FINANCIAL RATIOS*



Debt: Asset

0.17

Index: 80



Debt: Liquid Assets

0.42

Index: 68



Consumer Debt - Discr. Income

0.93

Index: 100



Savings - Investments

0.61

Index: 101



Pension - Non-Pension Assets

0.15

Index: 69



Real Estate Assets - Liq. Assets

1.31

Index: 75



Mortgage - Real Estate Assets

0.22

Index: 92



Mortgage - Consumer Debt

2.34

Index: 102

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours: <80 80 - 110 110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

ENVIRONICS
ANALYTICS

Trade Area: Mssissauga - Clarkson BIA

Households: 5,712

Total Aggregate Current Consumption: \$583,919,422

Average Current Consumption

\$102,227

Index: **125**

Average Household Income










\$152,070

Index: **132**

Average Disposable Income

\$111,792

Index: **124**

 <p>Shelter</p> <p>Avg. Dollars/Household \$27,184 Index: 129</p> <p>Pct. of Total Expenditure 26.6% Index: 103</p>	 <p>Transportation</p> <p>Avg. Dollars/Household \$16,029 Index: 116</p> <p>Pct. of Total Expenditure 15.7% Index: 93</p>	 <p>Food</p> <p>Avg. Dollars/Household \$14,883 Index: 116</p> <p>Pct. of Total Expenditure 14.6% Index: 93</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household \$7,351 Index: 128</p> <p>Pct. of Total Expenditure 7.2% Index: 103</p>	 <p>Health Care</p> <p>Avg. Dollars/Household \$6,467 Index: 118</p> <p>Pct. of Total Expenditure 6.3% Index: 95</p>	 <p>Recreation</p> <p>Avg. Dollars/Household \$6,354 Index: 133</p> <p>Pct. of Total Expenditure 6.2% Index: 106</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household \$5,207 Index: 131</p> <p>Pct. of Total Expenditure 5.1% Index: 104</p>	 <p>Clothing</p> <p>Avg. Dollars/Household \$4,398 Index: 133</p> <p>Pct. of Total Expenditure 4.3% Index: 106</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household \$3,999 Index: 112</p> <p>Pct. of Total Expenditure 3.9% Index: 90</p>

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

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

Expenditures | Foodspend - Annual Household Expenditure Overview









ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Households: 5,712

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$152,070	\$14,883	\$4,824	\$10,059
Index: 132	Index: 116	Index: 120	Index: 115

Total Aggregate Food Expenditure: \$ 85,011,146

 Bakery Avg. Dollars/Household \$944 Index: 108 Pct. of Total Expenditure 9.4% Index: 94	 Cereal Products Avg. Dollars/Household \$570 Index: 112 Pct. of Total Expenditure 5.7% Index: 97	 Fruit and nuts Avg. Dollars/Household \$1,359 Index: 124 Pct. of Total Expenditure 13.5% Index: 108
 Vegetables Avg. Dollars/Household \$1,195 Index: 129 Pct. of Total Expenditure 11.9% Index: 112	 Dairy products & Eggs Avg. Dollars/Household \$1,401 Index: 109 Pct. of Total Expenditure 13.9% Index: 95	 Meat Avg. Dollars/Household \$1,688 Index: 107 Pct. of Total Expenditure 16.8% Index: 93
 Fish & Seafood Avg. Dollars/Household \$460 Index: 157 Pct. of Total Expenditure 4.6% Index: 137	 Beverages & Other Food Avg. Dollars/Household \$2,443 Index: 111 Pct. of Total Expenditure 24.3% Index: 96	

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Trade Area: Mississauga - Clarkson BIA

Household Population 14+: 12,620

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	9.3	11.0	85
Going to restaurants, bars or night clubs	55.6	55.1	101
Having physical Contact with family and friends	59.9	57.7	104
Participating in group activities	41.4	38.7	107
Partying	15.7	15.8	100
Seeing family and friends in person	66.5	62.8	106
Entertainment			
Attending events, festivals or concerts	42.0	42.9	98
Attending sports events (excludes professional sports)	17.3	18.2	95
Attending to professional sports events or games	25.5	25.4	100
Going to the movies	45.8	45.7	100
Movement & Travel			
Driving more	17.2	16.1	107
Shopping in-store	46.1	42.9	107
Spending time outdoors	31.7	32.5	98
Travelling outside of Canada/ abroad	57.1	53.2	107
Travelling within Canada	50.2	49.9	101
Using public transit	19.7	13.7	144
Personal			
Getting back to old habits	40.6	36.2	112
Going to a salon, barber shop or spa	40.0	33.7	119
Going to the gym	25.1	22.6	111
Education/Work			
Children going back to school	19.3	20.3	95
Going back to work	18.0	17.6	102
Other			
Not Stated	0.8	0.6	135

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

(Base used for Index calculations)

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

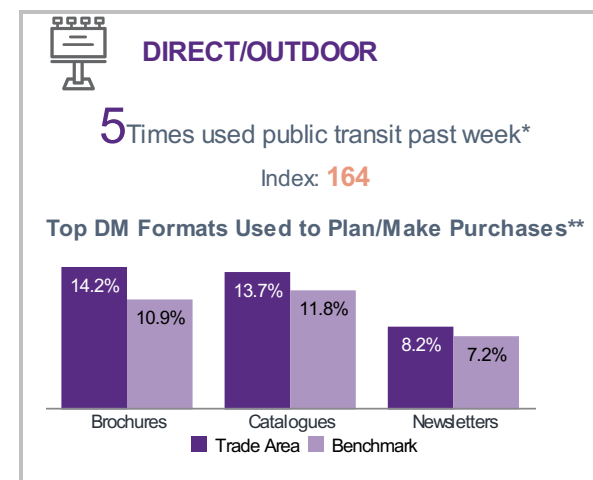
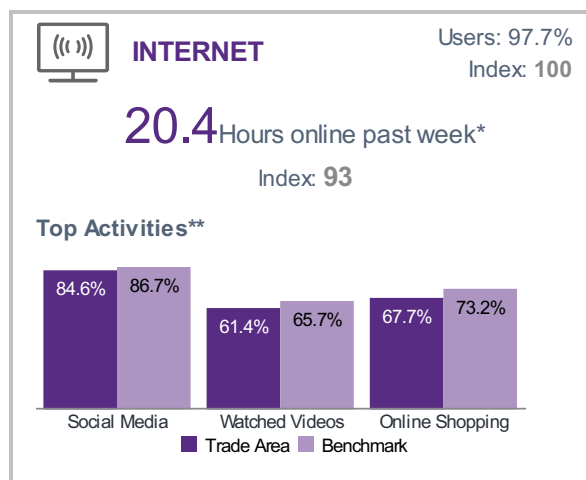
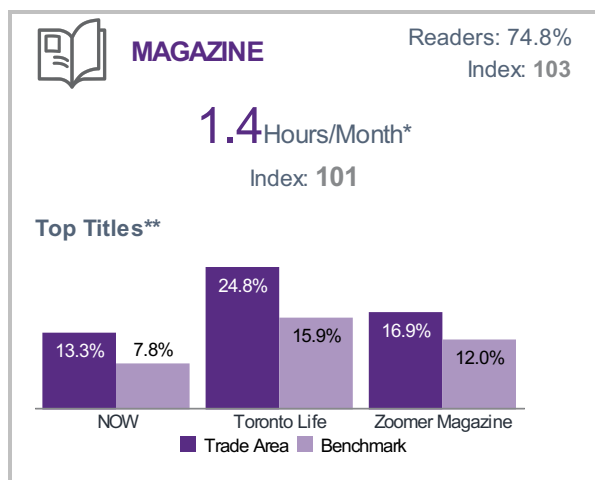
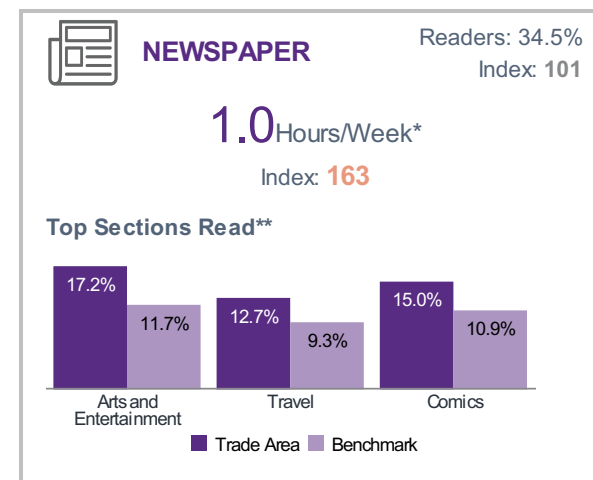
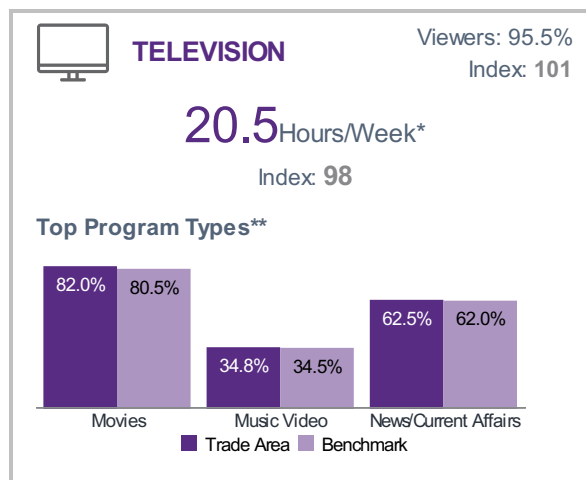
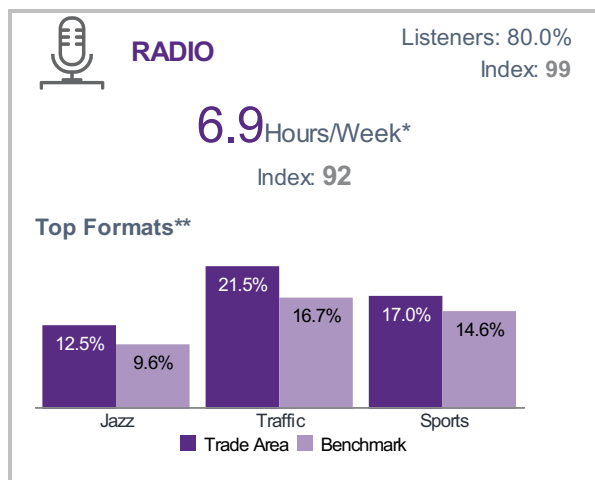
Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Household Population 14+: 12,620



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

* Consumption values based to variable's incidence count.

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

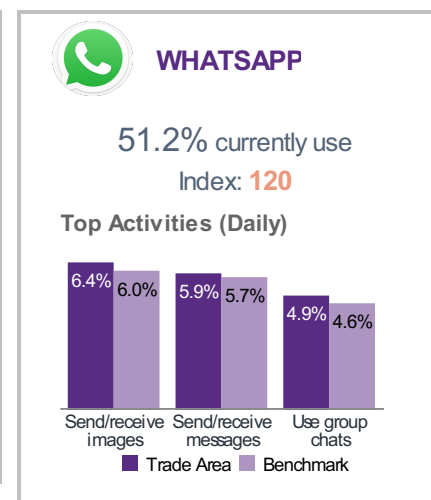
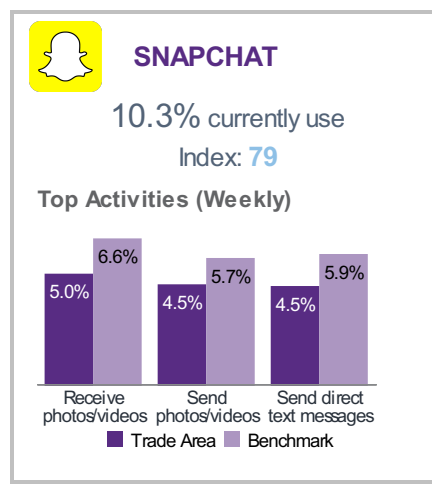
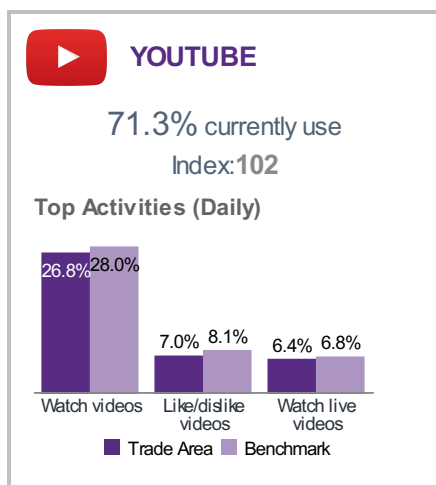
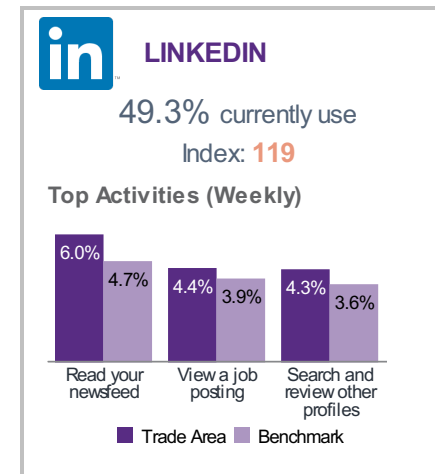
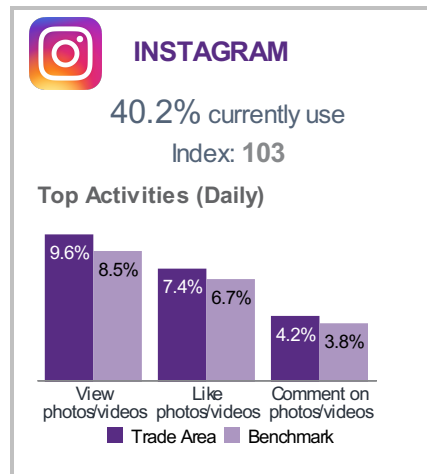
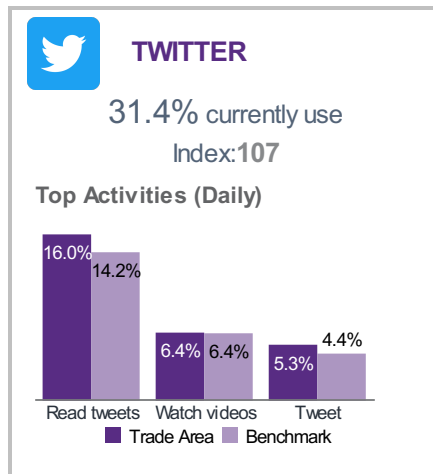
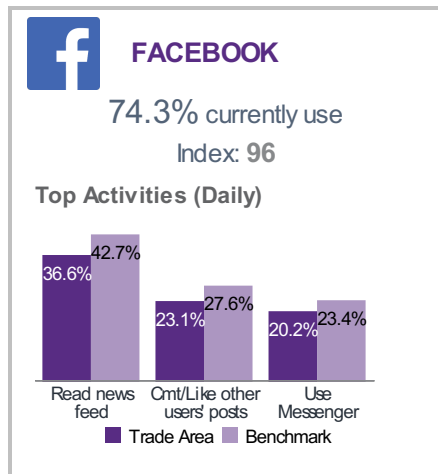
Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Activities

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Household Population 18+: 12,010



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Household Population 18+: 12,010

FRIENDS IN ALL SM NETWORKS



35.3%

Index:100

0-49 friends

FREQUENCY OF USE (DAILY)



49.7%

Index:89

Facebook

BRAND INTERACTION



30.9%

Index:90

Like brand on Facebook

NO. OF BRANDS INTERACTED

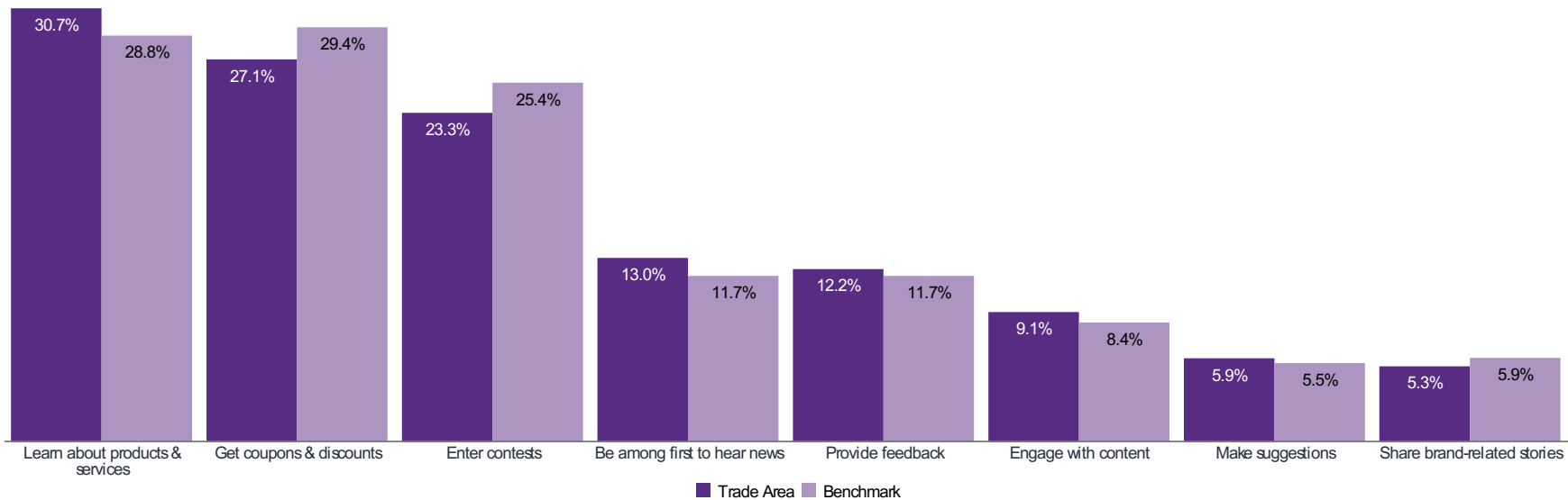


29.2%

Index:95

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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: Mississauga - Clarkson BIA

Total Household Population 18+:12,010



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

% Comp **88.1** Index **100**



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

% Comp **45.3** Index **93**



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

% Comp **84.4** Index **100**



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

% Comp **38.4** Index **94**



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

% Comp **53.7** Index **95**



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

% Comp **29.3** Index **97**

Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Ranked by percent composition.

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

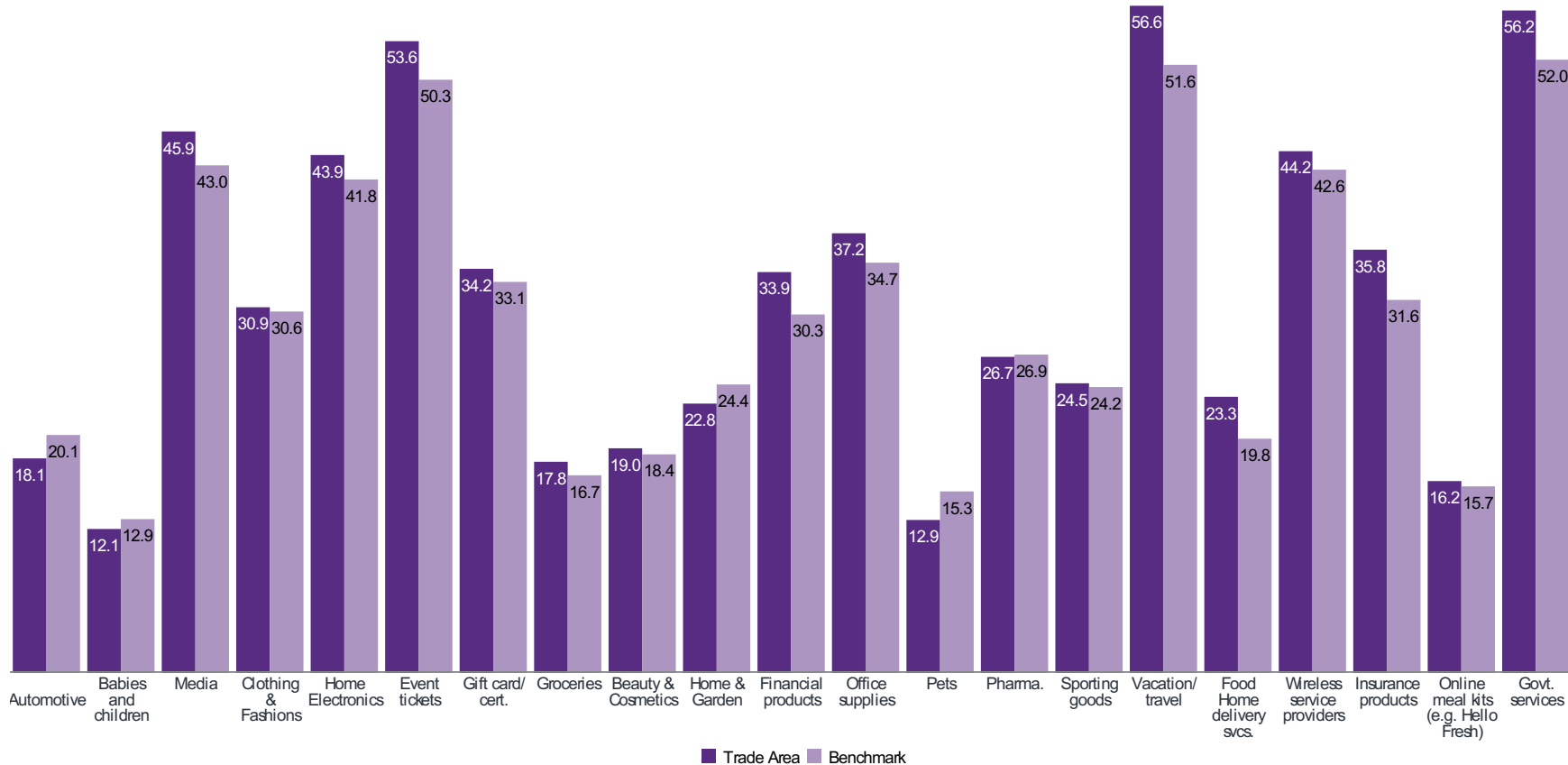
Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Total Household Population 18+:12,010

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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


Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS
ANALYTICS

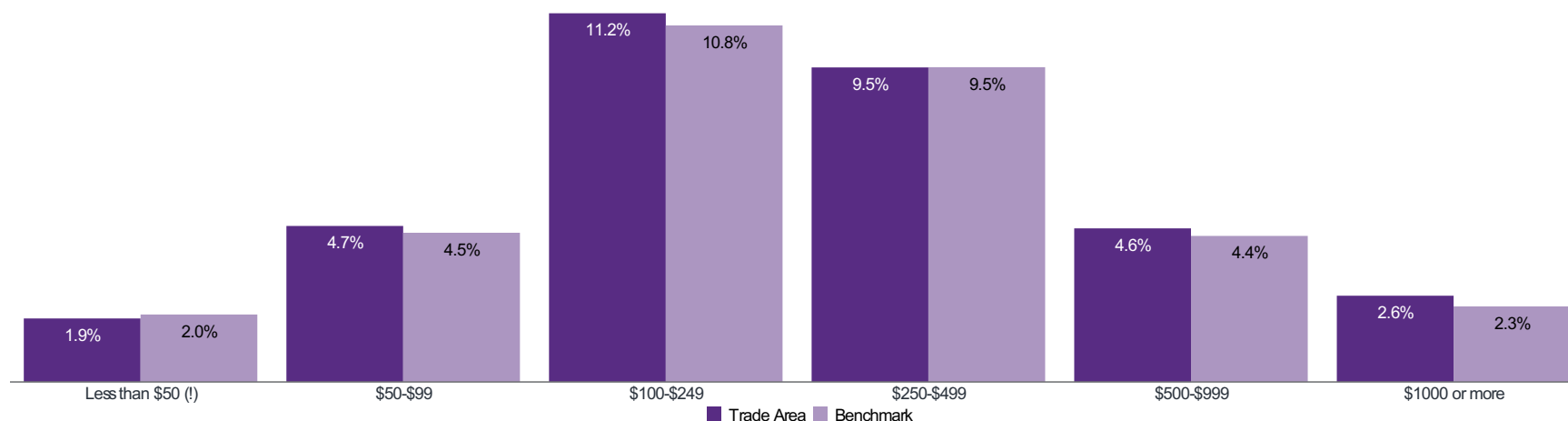
Trade Area: Mississauga - Clarkson BIA

Total Household Population 18+: 12,010

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	62.4% Index:102	37.1% Index:101	11.0% Index:89	2.2% Index:70
Purchase preference	76.3% Index:101	30.9% Index:101	7.9% Index:80	2.3% Index:88
Customer Service	63.3% Index:102	17.8% Index:99	5.1% Index:88	21.4% Index:99

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

(!) 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

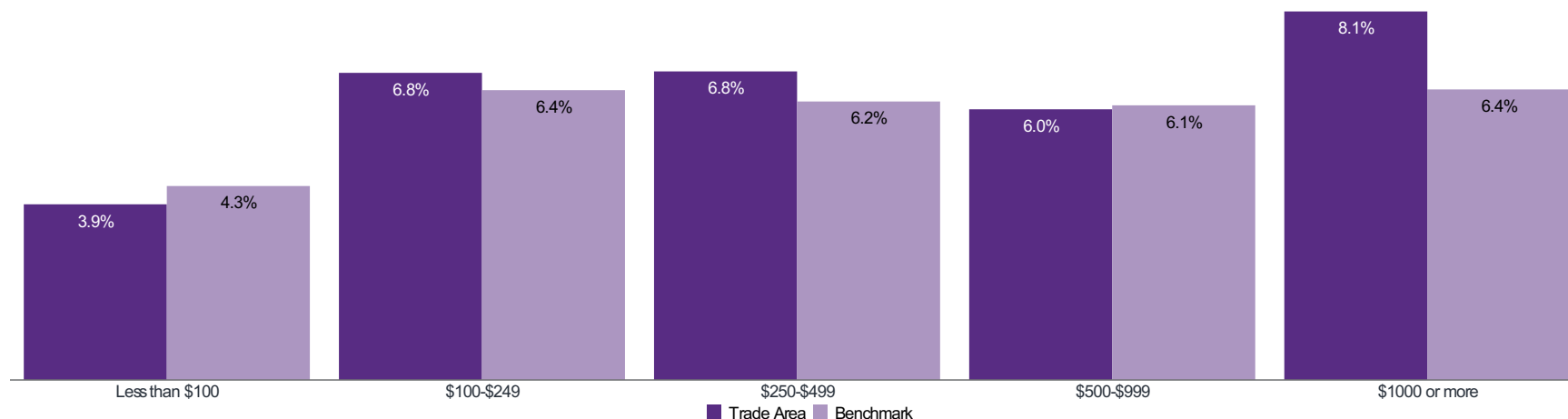
Trade Area: Mississauga - Clarkson BIA

Total Household Population 18+: 12,010

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	49.3% Index: 98	57.9% Index: 106	13.4% Index: 86	8.5% Index: 103
Purchase preference	67.6% Index: 99	43.9% Index: 105	10.3% Index: 93	5.7% Index: 88
Customer Service	56.3% Index: 100	26.1% Index: 105	6.8% Index: 91	36.7% Index: 99

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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


Index Colours: <80 80 - 110 110+

Opticks eShopper | Gift Cards Deep Dive

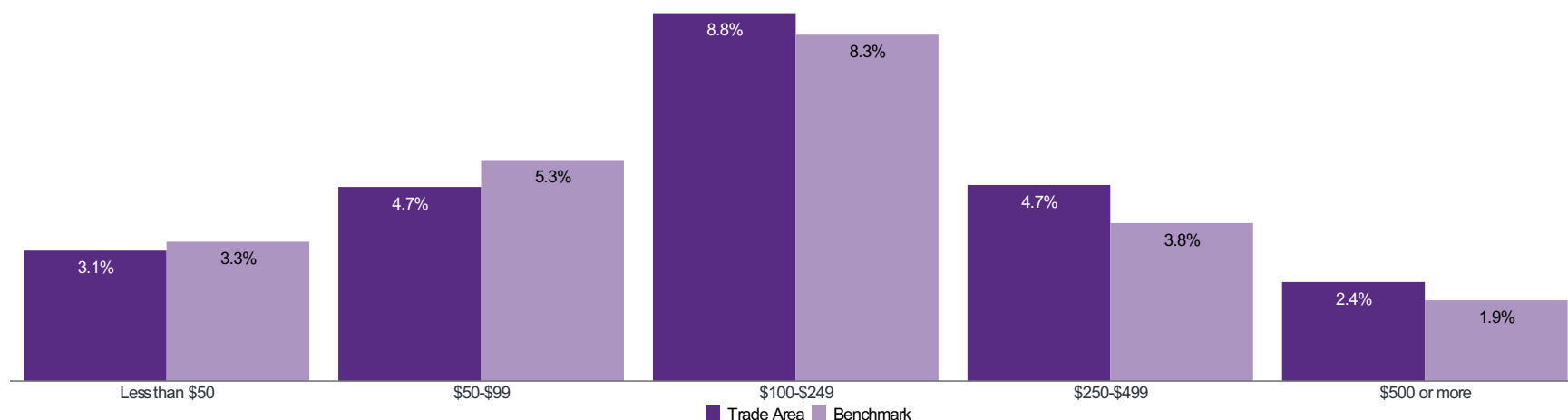
Trade Area: Mississauga - Clarkson BIA

Total Household Population 18+: 12,010

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	44.8% Index:94	35.7% Index:101	9.6% Index:87	3.2% Index:91
Purchase preference	57.1% Index:95	34.2% Index:103	8.4% Index:96	2.5% Index:80
Customer Service	39.0% Index:92	21.8% Index:106	5.6% Index:92	29.9% Index:108

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

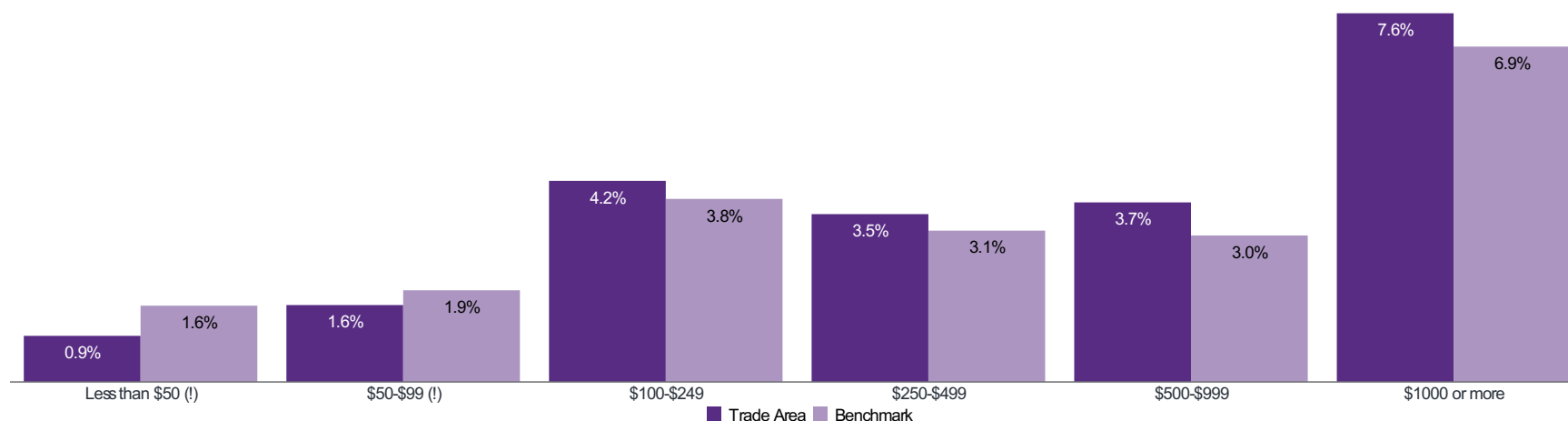
Trade Area: Mississauga - Clarkson BIA

Total Household Population 18+: 12,010

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	71.6% Index:99	27.6% Index:112	10.4% Index:94	1.7% Index:62
Purchase preference	84.2% Index:101	17.8% Index:107	5.9% Index:94	2.1% Index:84
Customer Service	71.4% Index:102	13.1% Index:114	3.8% Index:96	17.7% Index:95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

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


Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

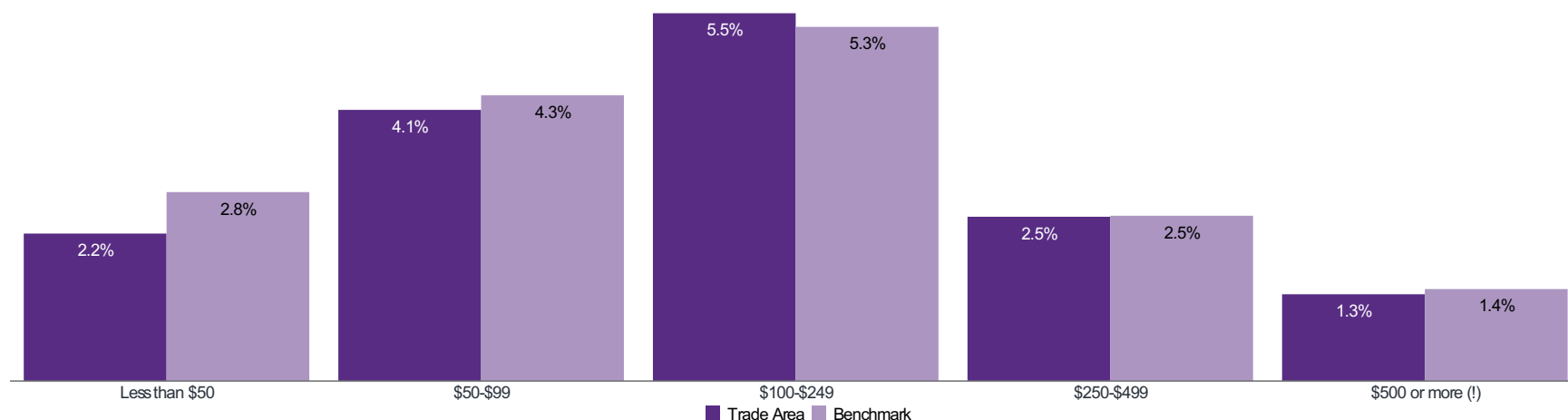
Trade Area: Mississauga - Clarkson BIA

Total Household Population 18+: 12,010

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	36.6% Index:103	22.6% Index:102	7.9% Index:98	2.2% Index:77
Purchase preference	46.8% Index:101	19.0% Index:103	6.3% Index:98	2.0% Index:86
Customer Service	36.4% Index:100	12.3% Index:98	4.4% Index:101	14.9% Index:101

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Home & Garden Deep Dive

ENVIRONICS
ANALYTICS

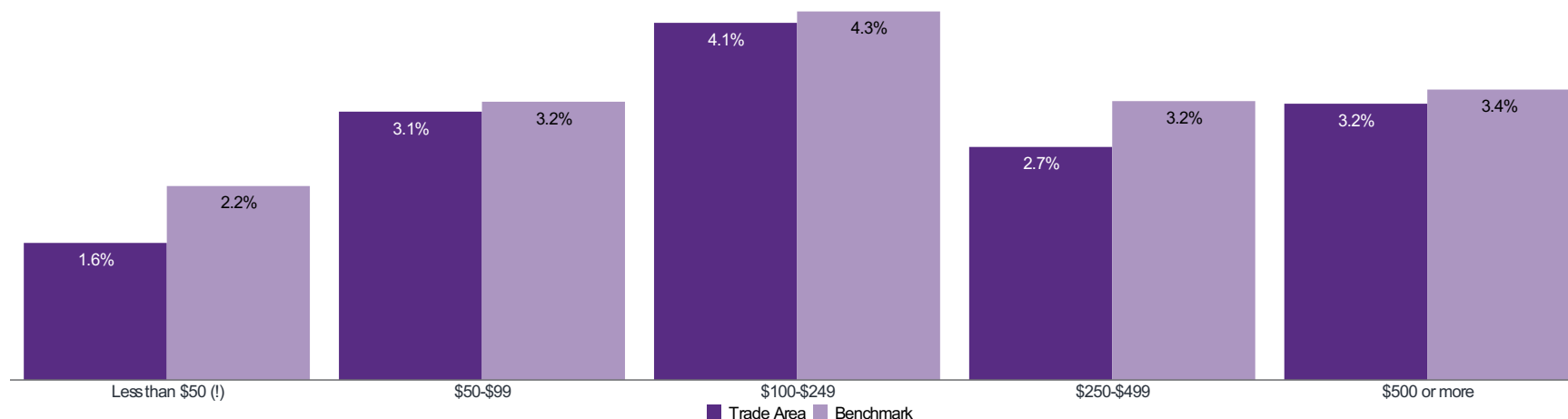
Trade Area: Mississauga - Clarkson BIA

Total Household Population 18+: 12,010

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	50.5% Index:97	36.6% Index:97	10.1% Index:89	3.6% Index:63
Purchase preference	66.5% Index:97	22.8% Index:93	5.9% Index:85	2.7% Index:76
Customer Service	52.7% Index:98	15.2% Index:95	4.4% Index:93	21.6% Index:95

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+

Opticks eShopper | Sporting Goods Deep Dive

ENVIRONICS
ANALYTICS

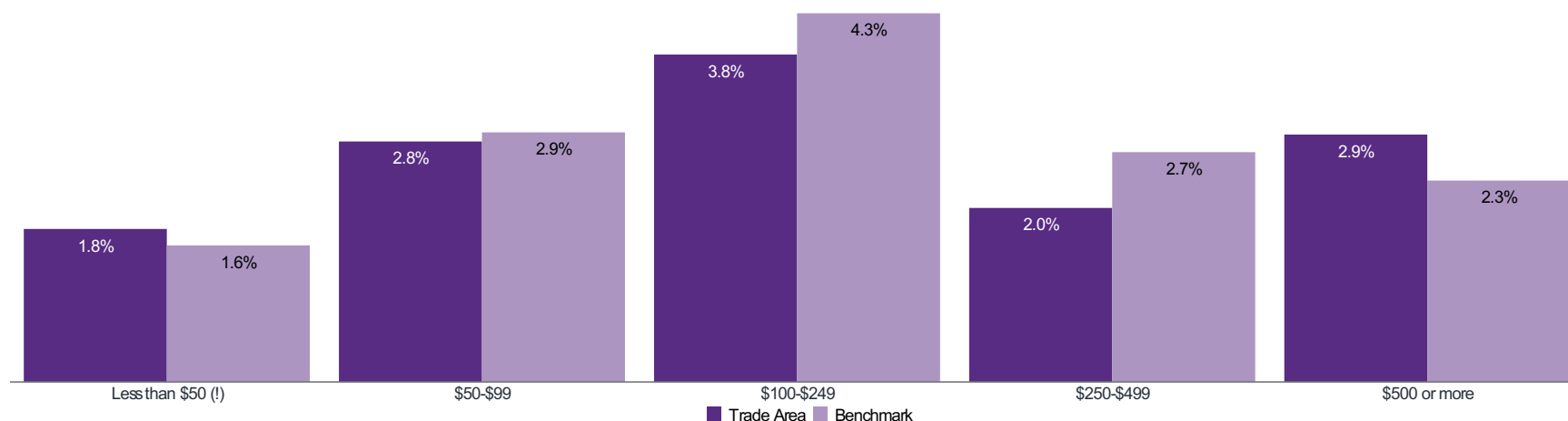
Trade Area: Mississauga - Clarkson BIA

Total Household Population 18+: 12,010

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	38.5% Index:99	33.9% Index:105	9.1% Index:87	4.0% Index:103
Purchase preference	52.5% Index:101	24.5% Index:101	6.4% Index:84	3.0% Index:98
Customer Service	43.4% Index:104	14.8% Index:98	4.5% Index:87	20.5% Index:100

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+


Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS
ANALYTICS

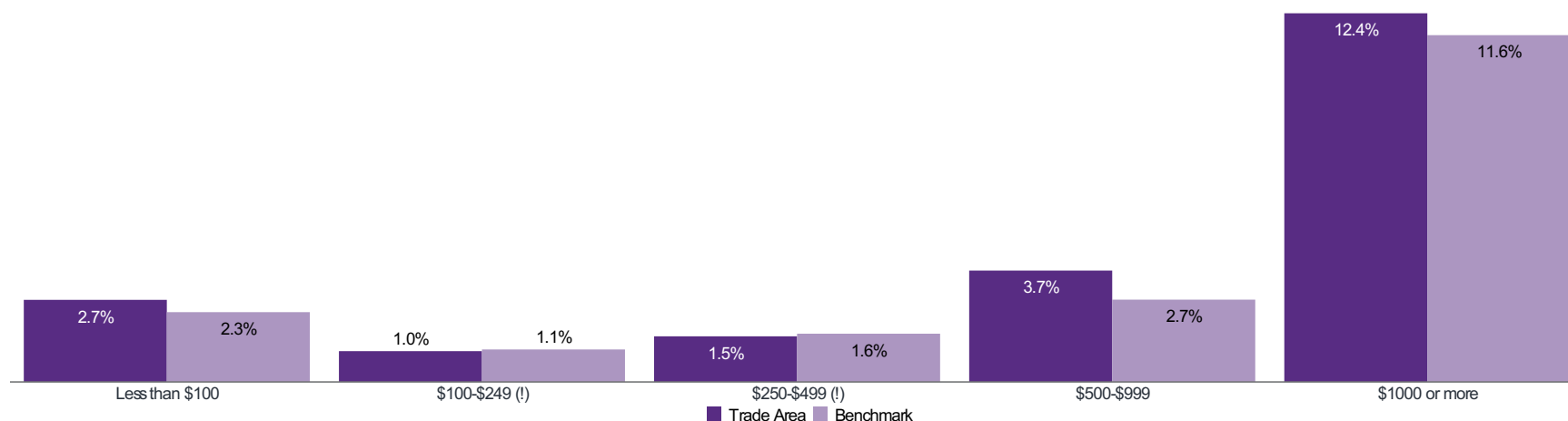
Trade Area: Mississauga - Clarkson BIA

Total Household Population 18+: 12,010

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	18.5% Index:90	61.6% Index:106	15.1% Index:101	15.7% Index:97
Purchase preference	25.7% Index:89	56.6% Index:110	5.9% Index:89	19.1% Index:106
Customer Service	27.4% Index:94	30.4% Index:111	7.8% Index:113	45.3% Index:103

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Index Colours: <80 80 - 110 110+

Store Loyalty

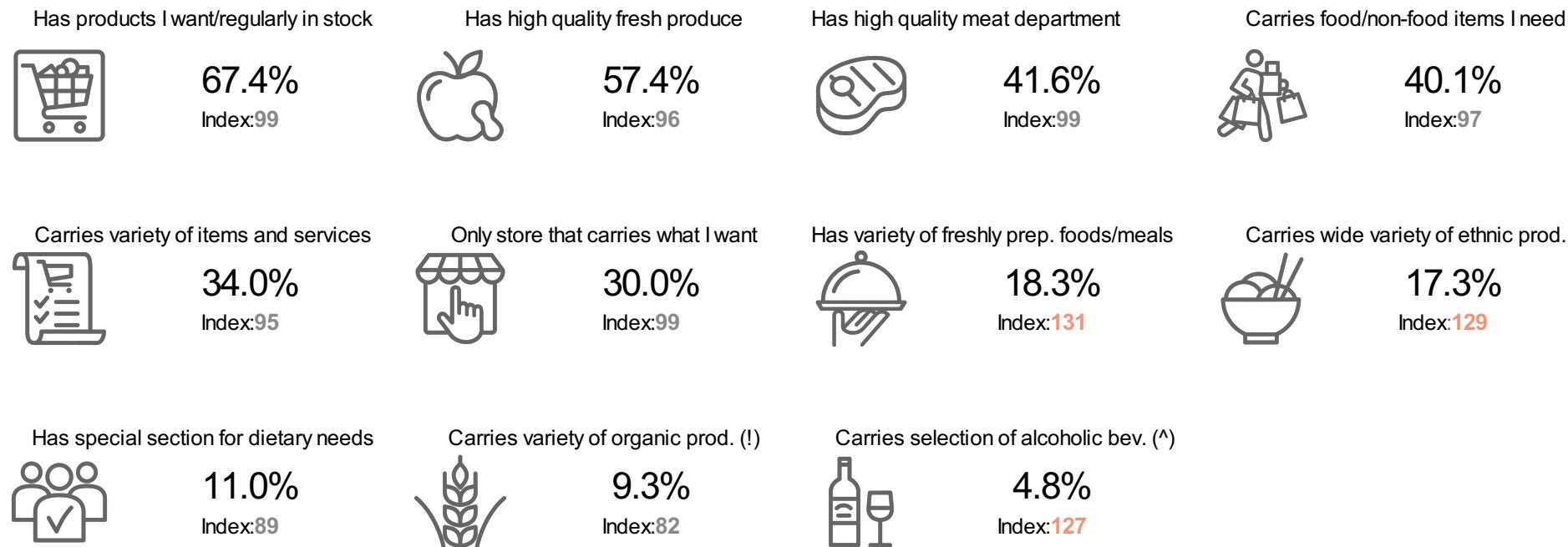
ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Households: 5,712

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.

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Households: 5,712

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



63.9%

Index: 107

Easy to get in and get out quickly



40.6%

Index: 94

Organized layout makes it easy to shop



39.8%

Index: 96

Short checkout lines/fast checkout



33.6%

Index: 94

Staff are friendly and knowledgeable



31.3%

Index: 93

Has extended hours



27.7%

Index: 101

I like the store ambiance



22.0%

Index: 110

Has self-checkout



16.0%

Index: 117

Offers an online shopping option (!)



10.8%

Index: 122

Benchmark: Southern Ontario

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

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

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

ShopperChoice | Store Loyalty - Price and Promo

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Clarkson BIA

Households: 5,712

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



64.4%

Index: 97

Store has great sales and promotions



64.1%

Index: 95

Store has the lowest prices overall



54.7%

Index: 94

Store has a customer loyalty card program



47.2%

Index: 95

Has loyalty prog. app and offers pers. promos



23.1%

Index: 79

I'm loyal to their store brands



21.0%

Index: 91

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	44.0	40.2	0.2 110
Leave the store and buy it elsewhere	31.5	30.9	0.1 102
Purchase another brand	18.5	21.2	0.1 87
Purchase another size or variety of the same brand (!)	6.0	7.7	0.1 78

Benchmark: Southern Ontario

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

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

Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC..
(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Main Street Visitors

2019 Mississauga - Clarkson BIA 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%	276,709	100%	1.43%	100	282,061	100%	1.46%	100	199,826	100%	1.04%	100	195,446	100%	1.01%	100	443,262	100%	2.30%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	105,852	38.25%	16.46%	1148	106,173	37.64%	16.51%	1130	78,994	39.53%	12.29%	1187	79,450	40.65%	12.36%	1220	145,471	32.82%	22.63%	985
3520005	Toronto, ON (C)	2,568,898	13.31%	45,528	16.45%	1.77%	124	48,201	17.09%	1.88%	128	30,717	15.37%	1.20%	116	30,731	15.72%	1.20%	118	80,168	18.09%	3.12%	136
3524001	Oakville, ON (T)	174,424	0.90%	30,928	11.18%	17.73%	1237	28,034	9.94%	16.07%	1100	25,671	12.85%	14.72%	1422	23,621	12.09%	13.54%	1337	44,924	10.13%	25.76%	1122
3521010	Brampton, ON (CY)	596,084	3.09%	21,011	7.59%	3.52%	246	23,291	8.26%	3.91%	267	12,329	6.17%	2.07%	200	12,723	6.51%	2.13%	211	36,000	8.12%	6.04%	263
3525005	Hamilton, ON (C)	483,265	2.50%	12,191	4.41%	2.52%	176	14,279	5.06%	2.95%	202	10,168	5.09%	2.10%	203	9,358	4.79%	1.94%	191	23,564	5.32%	4.88%	212
3524002	Burlington, ON (CY)	163,747	0.85%	12,973	4.69%	7.92%	553	11,974	4.25%	7.31%	500	8,609	4.31%	5.26%	508	9,369	4.79%	5.72%	565	20,123	4.54%	12.29%	535
3524009	Milton, ON (T)	106,330	0.55%	6,991	2.53%	6.58%	459	7,811	2.77%	7.35%	503	5,653	2.83%	5.32%	514	4,885	2.50%	4.59%	454	12,364	2.79%	11.63%	506
3519028	Vaughan, ON (CY)	264,447	1.37%	4,086	1.48%	1.55%	108	4,380	1.55%	1.66%	113	2,691	1.35%	1.02%	98	2,600	1.33%	0.98%	97	7,778	1.75%	2.94%	128
3519036	Markham, ON (CY)	301,247	1.56%	3,276	1.18%	1.09%	76	2,060	0.73%	0.68%	47	1,400	0.70%	0.46%	45	1,187	0.61%	0.39%	39	4,329	0.98%	1.44%	63
3524015	Halton Hills, ON (T)	53,559	0.28%	2,511	0.91%	4.69%	327	2,482	0.88%	4.63%	317	1,249	0.63%	2.33%	225	1,887	0.97%	3.52%	348	3,864	0.87%	7.21%	314

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

2019 Mississauga - Clarkson BIA 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
12,472	9,119	73.1	9,468	75.9	8,217	65.9	8,414	67.5	9,834	78.8

2019 Mississauga - Clarkson BIA 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	447,612	9,834	2.2	437,778	97.8

2020 Mississauga - Clarkson BIA 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%	156,596	100%	0.81%	100	235,401	100%	1.22%	100	169,600	100%	0.88%	100	171,206	100%	0.89%	100	368,492	100%	1.91%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	73,522	46.95%	11.44%	1410	110,588	46.98%	17.20%	1410	80,118	47.24%	12.46%	1418	78,056	45.59%	12.14%	1369	148,916	40.41%	23.16%	1213
3520005	Toronto, ON (C)	2,568,898	13.31%	24,882	15.89%	0.97%	119	31,984	13.59%	1.25%	102	26,946	15.89%	1.05%	119	25,224	14.73%	0.98%	111	63,858	17.33%	2.49%	130
3524001	Oakville, ON (T)	174,424	0.90%	16,620	10.61%	9.53%	1175	24,356	10.35%	13.96%	1145	18,888	11.14%	10.83%	1232	21,298	12.44%	12.21%	1377	37,916	10.29%	21.74%	1139
3521010	Brampton, ON (CY)	596,084	3.09%	10,188	6.51%	1.71%	211	15,877	6.74%	2.66%	218	9,108	5.37%	1.53%	174	8,488	4.96%	1.42%	161	25,894	7.03%	4.34%	228
3525005	Hamilton, ON (C)	483,265	2.50%	5,453	3.48%	1.13%	139	8,272	3.51%	1.71%	140	5,863	3.46%	1.21%	138	7,263	4.24%	1.50%	169	14,971	4.06%	3.10%	162
3524002	Burlington, ON (CY)	163,747	0.85%	5,834	3.73%	3.56%	439	8,153	3.46%	4.98%	408	6,437	3.80%	3.93%	447	6,516	3.81%	3.98%	449	14,325	3.89%	8.75%	458
3524009	Milton, ON (T)	106,330	0.55%	2,954	1.89%	2.78%	342	6,193	2.63%	5.82%	478	3,076	1.81%	2.89%	329	3,709	2.17%	3.49%	393	9,736	2.64%	9.16%	480
3519028	Vaughan, ON (CY)	264,447	1.37%	1,752	1.12%	0.66%	82	2,271	0.96%	0.86%	70	1,907	1.12%	0.72%	82	1,721	1.01%	0.65%	73	4,650	1.26%	1.76%	92
3524015	Halton Hills, ON (T)	53,559	0.28%	1,204	0.77%	2.25%	277	1,341	0.57%	2.50%	205	1,034	0.61%	1.93%	220	1,405	0.82%	2.62%	296	2,761	0.75%	5.16%	270
3519036	Markham, ON (CY)	301,247	1.56%	714	0.46%	0.24%	29	1,573	0.67%	0.52%	43	1,033	0.61%	0.34%	39	913	0.53%	0.30%	34	2,635	0.71%	0.87%	46

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

2020 Mississauga - Clarkson BIA 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
12,472	8,621	69.1	8,526	68.4	8,809	70.6	9,025	72.4	9,590	76.9

2020 Mississauga - Clarkson BIA 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	370,643	9,590	2.6	361,053	97.4

2021 Mississauga - Clarkson BIA 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%	186,286	100%	0.97%	100	350,610	100%	1.82%	100	273,987	100%	1.42%	100	187,033	100%	0.97%	100	494,992	100%	2.56%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	88,337	47.42%	13.74%	1424	144,185	41.12%	22.43%	1235	120,383	43.94%	18.72%	1319	90,606	48.44%	14.09%	1454	186,372	37.65%	28.99%	1130
3520005	Toronto, ON (C)	2,568,898	13.31%	31,536	16.93%	1.23%	127	60,546	17.27%	2.36%	130	43,699	15.95%	1.70%	120	28,621	15.30%	1.11%	115	95,192	19.23%	3.71%	145
3524001	Oakville, ON (T)	174,424	0.90%	18,642	10.01%	10.69%	1107	40,081	11.43%	22.98%	1265	32,362	11.81%	18.55%	1307	19,232	10.28%	11.03%	1138	48,401	9.78%	27.75%	1082
3521010	Brampton, ON (CY)	596,084	3.09%	13,080	7.02%	2.19%	227	22,460	6.41%	3.77%	207	13,935	5.09%	2.34%	165	10,802	5.78%	1.81%	187	35,290	7.13%	5.92%	231
3525005	Hamilton, ON (C)	483,265	2.50%	6,953	3.73%	1.44%	149	13,040	3.72%	2.70%	149	12,684	4.63%	2.62%	185	6,842	3.66%	1.42%	146	22,380	4.52%	4.63%	181
3524002	Burlington, ON (CY)	163,747	0.85%	5,916	3.18%	3.61%	374	13,498	3.85%	8.24%	454	9,642	3.52%	5.89%	415	5,754	3.08%	3.51%	363	17,985	3.63%	10.98%	428
3524009	Milton, ON (T)	106,330	0.55%	4,350	2.34%	4.09%	424	8,602	2.45%	8.09%	445	7,384	2.70%	6.94%	489	3,738	2.00%	3.52%	363	14,231	2.87%	13.38%	522
3519028	Vaughan, ON (CY)	264,447	1.37%	2,096	1.13%	0.79%	82	3,552	1.01%	1.34%	74	2,643	0.96%	1.00%	70	3,045	1.63%	1.15%	119	7,488	1.51%	2.83%	110
3521024	Caledon, ON (T)	68,255	0.35%	1,230	0.66%	1.80%	187	2,817	0.80%	4.13%	227	1,659	0.61%	2.43%	171	809	0.43%	1.18%	122	3,740	0.76%	5.48%	214
3519036	Markham, ON (CY)	301,247	1.56%	966	0.52%	0.32%	33	2,443	0.70%	0.81%	45	1,810	0.66%	0.60%	42	697	0.37%	0.23%	24	3,720	0.75%	1.23%	48

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

2021 Mississauga - Clarkson BIA 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
12,472	7,203	57.7	8,641	69.3	8,261	66.2	9,016	72.3	9,161	73.5

2021 Mississauga - Clarkson BIA 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	500,055	9,161	1.8	490,894	98.2

Top 5 segments represent **44.8%** of customers in Southern Ontario



Rank: 1
Customers: 48,497
Customers %: 12.73
% in Benchmark: 5.76
Index: 221

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: 46,048
Customers %: 12.09
% in Benchmark: 5.19
Index: 233

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.



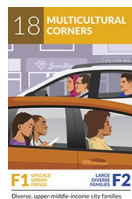
Rank: 3
Customers: 26,353
Customers %: 6.92
% in Benchmark: 2.08
Index: 333

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: 24,910
Customers %: 6.54
% in Benchmark: 4.16
Index: 157

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.



Rank: 5
Customers: 24,909
Customers %: 6.54
% in Benchmark: 3.76
Index: 174

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.