

Community Profile: Mississauga – Cooksville BIA

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



ENVIRONICS
ANALYTICS

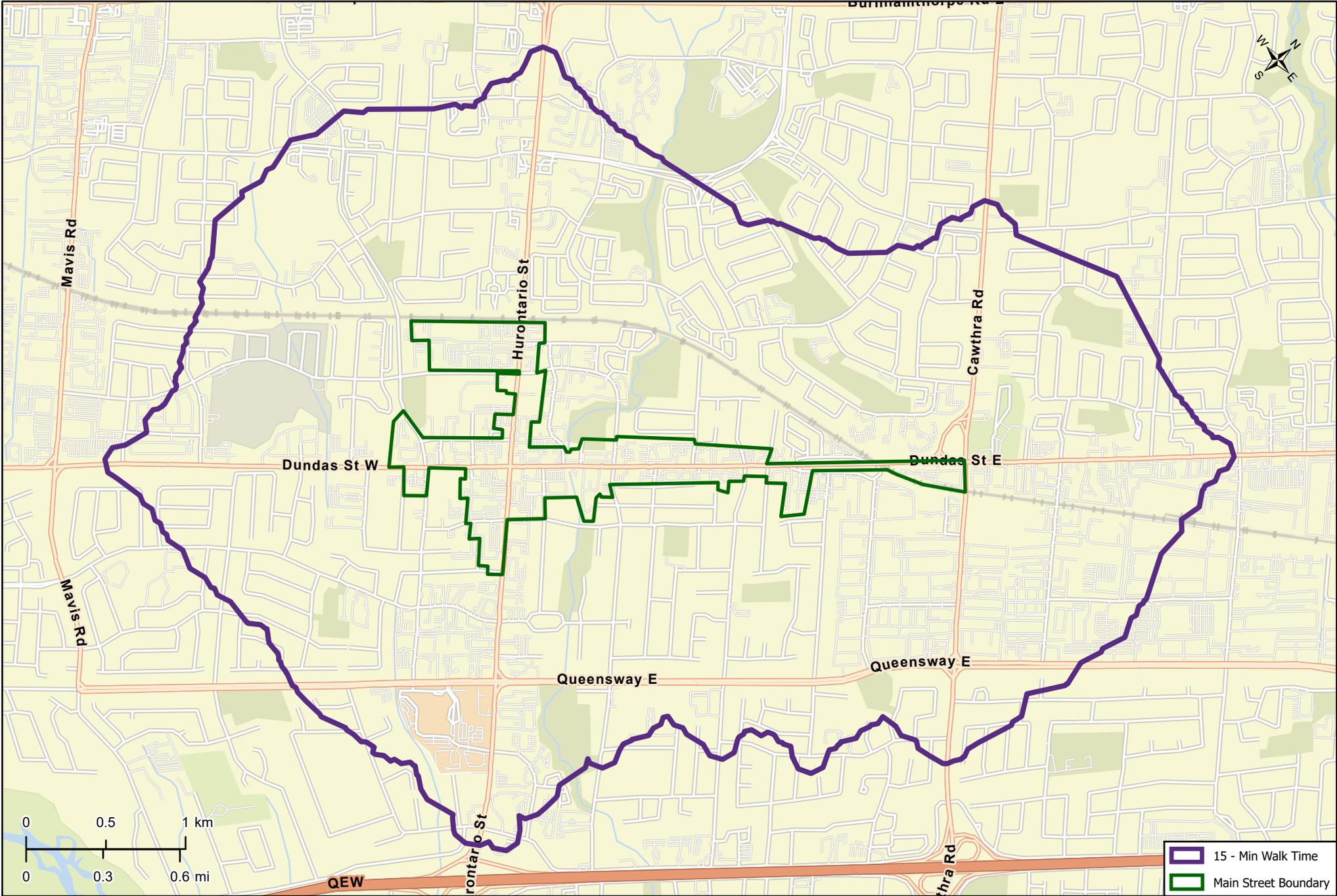
Confidential

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 - Cooksville BIA Main Street Boundary and Trade Area



- 15 - Min Walk Time
- Main Street Boundary

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Mississauga - Cooksville BIA

POPULATION

64,967

HOUSEHOLDS

24,415

MEDIAN MAINTAINER AGE

53

Index: 97

MARITAL STATUS



52.8%

Index: 91

Married/Common-Law

FAMILY STATUS*

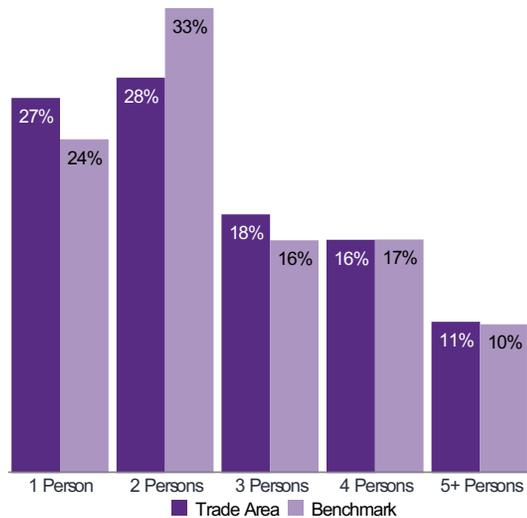


21.2%

Index: 134

Total Lone-Parent Families

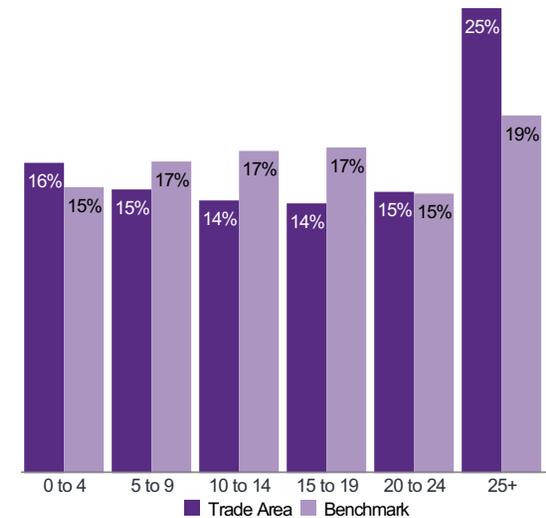
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	3,648	5.6	111
5 to 9	3,295	5.1	94
10 to 14	3,212	4.9	87
15 to 19	3,256	5.0	85
20 to 24	4,364	6.7	101
25 to 29	5,159	7.9	113
30 to 34	5,331	8.2	123
35 to 39	5,064	7.8	121
40 to 44	4,415	6.8	110
45 to 49	3,939	6.1	97
50 to 54	4,146	6.4	97
55 to 59	4,305	6.6	91
60 to 64	3,922	6.0	90
65 to 69	3,168	4.9	86
70 to 74	2,820	4.3	91
75 to 79	2,077	3.2	97
80 to 84	1,418	2.2	100
85+	1,428	2.2	99

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

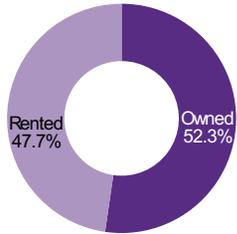
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Demographics | Housing & Income

Trade Area: Mississauga - Cooksville BIA

Population: 64,967 | Households: 24,415

TENURE



STRUCTURE TYPE



31.1%
Index: **40**



68.9%
Index: **312**

AGE OF HOUSING*

40 - 59 Years Old
% Comp: **45.0** Index: **183**

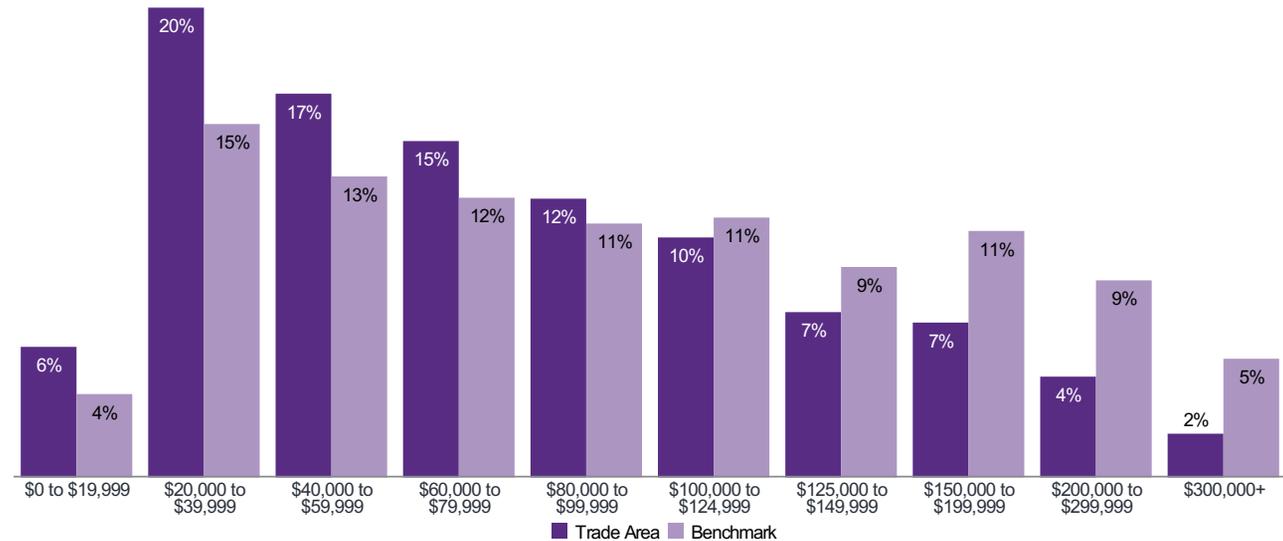
AVERAGE HOUSEHOLD INCOME



\$86,276

Index: **75**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Demographics | Education & Employment

Trade Area: Mississauga - Cooksville BIA

Population: 64,967 | Households: 24,415

EDUCATION



32.4%

Index:122

University Degree

LABOUR FORCE PARTICIPATION



64.1%

Index:98

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



28.4%

Index:78

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

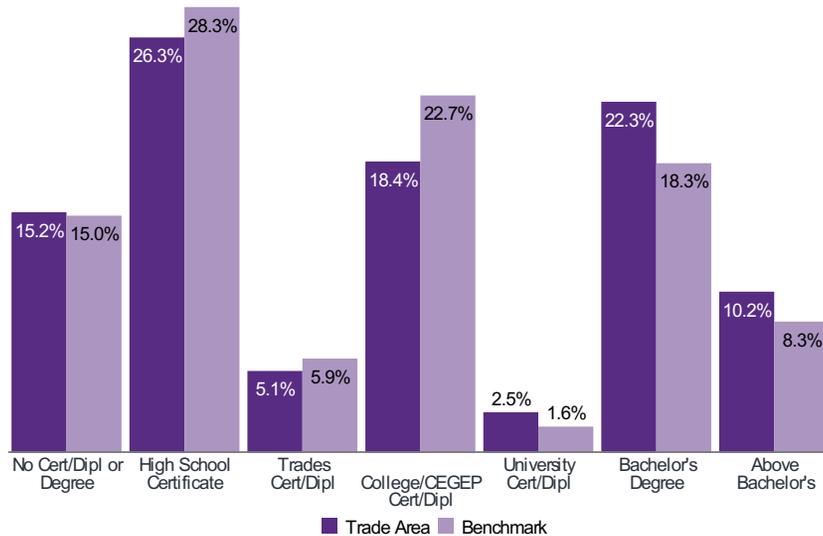


10.9%

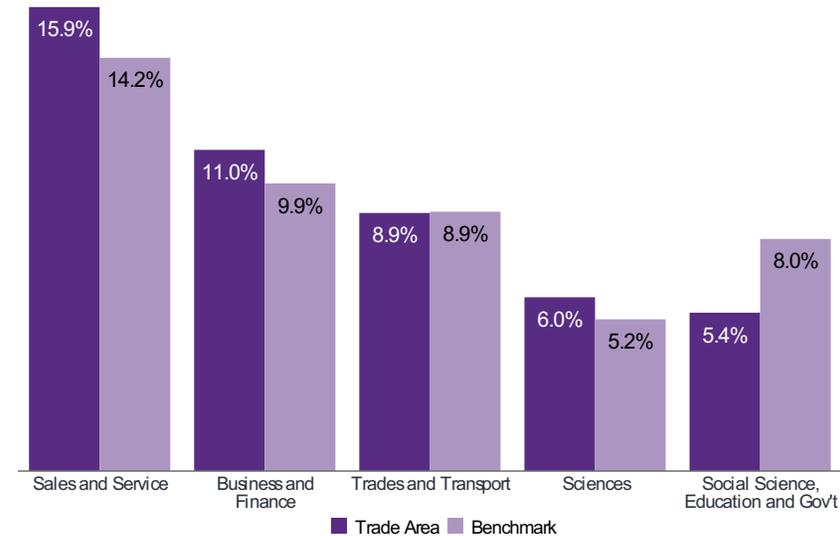
Index:249

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

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

Trade Area: Mississauga - Cooksville BIA

Population: 64,967 | Households: 24,415

ABORIGINAL IDENTITY



0.6%

Index:24

VISIBLE MINORITY PRESENCE



64.0%

Index:221

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



5.1%

Index:254

No knowledge of English or French

IMMIGRATION



61.5%

Index:233

Born outside Canada

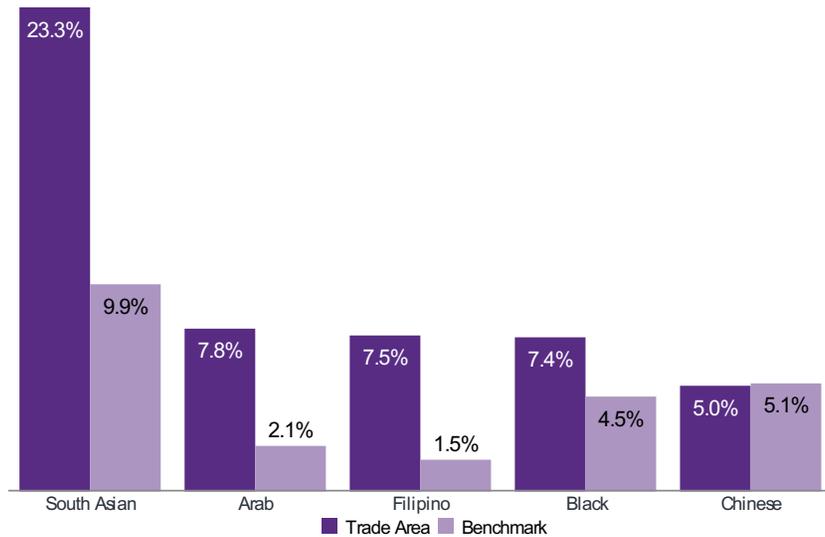
PERIOD OF IMMIGRATION*

2011 To 2016

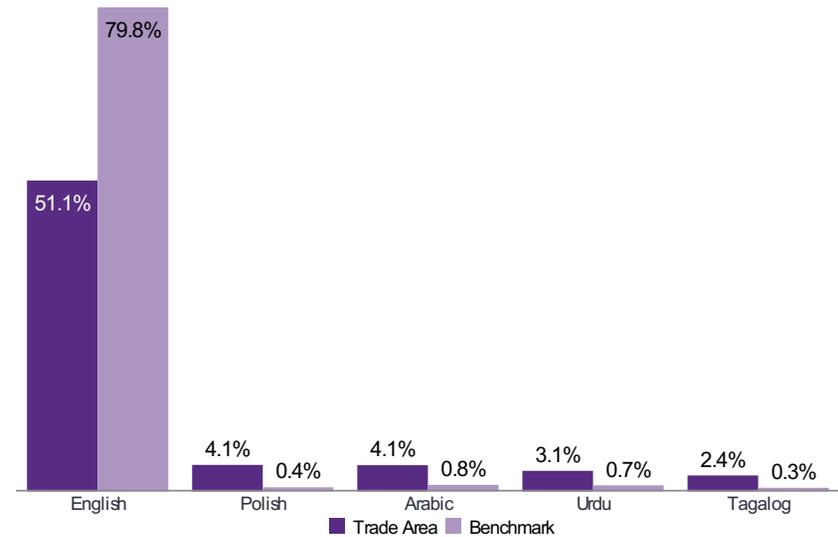
10.5%

Index:422

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **89.9%** of households in Mississauga - Cooksville BIA



Rank:	1
Hhlds:	11,478
Hhld %:	47.01
% in Benchmark:	1.77
Index:	2,654

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



Rank:	2
Hhlds:	4,284
Hhld %:	17.55
% in Benchmark:	1.77
Index:	990

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



Rank:	3
Hhlds:	3,451
Hhld %:	14.13
% in Benchmark:	3.28
Index:	431

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.



Rank:	4
Hhlds:	1,520
Hhld %:	6.22
% in Benchmark:	1.14
Index:	547

One of four predominantly Asian segments, New Asian Heights reflects the emergence of younger, educated singles and couples living in new high-rise buildings in the urban fringe of Toronto and Vancouver. Nearly three-quarters are foreign-born, most having immigrated since 1990. Almost 40 percent speak a non-official language, with high rates for Mandarin and Cantonese. Still early in their careers, these young adults earn relatively modest salaries from jobs in the sciences, arts and culture, and information and technology. But their parents may be helping with their steep housing costs; the average dwelling value is nearly \$500,000. The increasing popularity of condo living among younger Canadians is evident in New Asian Heights, where nearly 90 percent of households are condo owners or renters. And with relatively few raising children, residents here have enough disposable income to enjoy a lively lifestyle close to downtown amenities. These fitness-conscious households score high for practicing yoga, jogging and working out at a health club. Many also lead busy online lives, logging on to websites for dating, finding jobs and connecting with friends. With their openness to diverse cultures, they respond to marketing messages that support Multiculturalism.



Rank:	5
Hhlds:	1,210
Hhld %:	4.96
% in Benchmark:	3.77
Index:	131

Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. Nearly 60 percent live alone—highest among all segments. And almost 30 percent of residents are over 65, with one in ten a widowed individual. Fewer than half are still in the labour force, but with over 45 percent of adults having attended college or a university, those still working hold white-collar and service sector jobs in sales, administrative support and real estate. Although incomes are downscale, pensions boost household net worth and provide an economic cushion. In On Their Own Again, nearly 80 percent of households rent apartments, and an overwhelming number of them live in older buildings. Many are newcomers, with half having moved in the past five years and a disproportionate number coming from China, the Philippines and the U.K. Nearly 40 percent of residents are first-generation Canadians; almost 20 percent are second-generation. With their unpretentious lifestyle, residents like to escape the routine by going to a casino, community theatre or movie drama. Many respond to marketing messages that appeal to their support for the value Ethical Consumerism.

Trade Area: Mississauga - Cooksville BIA

Strong Values

Values	Index
Status via Home	140
Ostentatious Consumption	139
Fatalism	133
Anomie-Aimlessness	129
Active Government	127
Advertising as Stimulus	126
Importance of Aesthetics	125
Patriarchy	125
Attraction For Crowds	124
Confidence in Advertising	124

Descriptions | Top 3 Strong Values

Status via Home

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

Ostentatious Consumption

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

Fatalism

The feeling that there are forces beyond one's immediate control preventing one from being in control, and being resigned to not being able to organize and control the direction of one's life or future. Lack of belief in one's basic ability to effect change and control one's life.

Weak Values

Values	Index
Attraction to Nature	75
Personal Control	76
Emotional Control	81
Fulfilment Through Work	81
Utilitarian Consumerism	83
Ethical Consumerism	84
Flexible Families	84
Ecological Concern	86
Confidence in Small Business	87
Cultural Assimilation	87

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.

Personal Control

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

Emotional Control

Desire to live in a cool and controlled way. Also, a tendency to be guided less by one's emotions, feelings and intuition than by reason and logic . No great tendency to explore emotion-based experiences.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Mississauga - Cooksville BIA

WealthScapes Households: 24,483

INCOME*

Household Income

\$ 86,704

Index: **75**

Household Disposable Income

\$ 71,043

Index: **78**

Household Discretionary Income

\$ 46,970

Index: **73**

Annual RRSP Contributions

\$ 2,369

Index: **66**

WEALTH*



Net Worth

% Holders

99.5% Index: **100**

Balance

\$512,286

Index: **70**

ASSETS*



Savings

% Holders

94.6% Index: **100**

Balance

\$48,132

Index: **63**



Investments

% Holders

52.5% Index: **88**

Balance

\$205,072

Index: **61**



Unlisted Shares

% Holders

10.2% Index: **82**

Balance

\$159,152

Index: **50**



Real Estate

% Holders

55.4% Index: **73**

Balance

\$861,012

Index: **115**



Liquid Assets

% Holders

97.5% Index: **99**

Balance

\$184,933

Index: **56**

DEBT*



Consumer Debt

% Holders

88.8% Index: **98**

Balance

\$54,297

Index: **82**



Mortgage Debt

% Holders

33.0% Index: **71**

Balance

\$351,400

Index: **118**

FINANCIAL RATIO



Debt:Asset

% Holders

0.24% Index: **115**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+
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Trade Area: Mississauga - Cooksville BIA

WealthScapes Households: 24,483

FINANCIAL RATIOS*



Debt: Asset

0.24

Index: 115



Debt: Liquid Assets

0.91

Index: 149



Consumer Debt - Discr. Income

1.03

Index: 110



Savings - Investments

0.67

Index: 112



Pension - Non-Pension Assets

0.16

Index: 71



Real Estate Assets - Liq. Assets

2.65

Index: 151



Mortgage - Real Estate Assets

0.24

Index: 100



Mortgage - Consumer Debt

2.40

Index: 105

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

Trade Area: Mississauga - Cooksville BIA

Households: 24,415

Total Aggregate Current Consumption: \$1,555,740,561

Average Current Consumption

\$63,721

Index **78**

Average Household Income

\$86,050

Index **75**

Average Disposable Income

\$69,879

Index **78**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$17,961 Index 85</p> <p>Pct. of Total Expenditure: 28.2% Index 110</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$10,390 Index 81</p> <p>Pct. of Total Expenditure: 16.3% Index 104</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$10,106 Index 73</p> <p>Pct. of Total Expenditure: 15.9% Index 94</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$4,201 Index 73</p> <p>Pct. of Total Expenditure: 6.6% Index 94</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$4,080 Index 75</p> <p>Pct. of Total Expenditure: 6.4% Index 96</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$3,175 Index 66</p> <p>Pct. of Total Expenditure: 5.0% Index 85</p>
 <p>Clothing</p> <p>Avg. Dollars/Household: \$2,860 Index 86</p> <p>Pct. of Total Expenditure: 4.5% Index 111</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$2,590 Index 65</p> <p>Pct. of Total Expenditure: 4.1% Index 83</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$2,189 Index 62</p> <p>Pct. of Total Expenditure: 3.4% Index 79</p>

Benchmark: Southern Ontario

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

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



Trade Area: Mississauga - Cooksville BIA

Households: 24,415

Average Household Income \$86,050 Index 75	Average Food Expenditure \$10,390 Index 81	Average Spend on Food from Restaurants \$2,988 Index 74	Average Spend on Food from Stores \$7,402 Index 85
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Total Aggregate Food Expenditure: \$ 253,678,126

<p>Bakery Avg. Dollars/Household: \$707 Index 81 Pct. of Total Expenditure: 9.6% Index 96</p>	<p>Cereal Products Avg. Dollars/Household: \$419 Index 82 Pct. of Total Expenditure: 5.7% Index 97</p>	<p>Fruit and nuts Avg. Dollars/Household: \$1,030 Index 94 Pct. of Total Expenditure: 13.9% Index 111</p>
<p>Vegetables Avg. Dollars/Household: \$864 Index 93 Pct. of Total Expenditure: 11.7% Index 111</p>	<p>Dairy products & Eggs Avg. Dollars/Household: \$1,010 Index 79 Pct. of Total Expenditure: 13.6% Index 93</p>	<p>Meat Avg. Dollars/Household: \$1,283 Index 82 Pct. of Total Expenditure: 17.3% Index 97</p>
<p>Fish & Seafood Avg. Dollars/Household: \$353 Index 120 Pct. of Total Expenditure: 4.8% Index 142</p>	<p>Beverages & Other Food Avg. Dollars/Household: \$1,736 Index 79 Pct. of Total Expenditure: 23.5% Index 93</p>	

Benchmark: Southern Ontario

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

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

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	13.0	11.0	118
Going to restaurants, bars or night clubs	51.4	55.1	93
Having physical Contact with family and friends	54.7	57.7	95
Participating in group activities	39.8	38.7	103
Partying	20.5	15.8	130
Seeing family and friends in person	60.6	62.8	96
Entertainment			
Attending events, festivals or concerts	42.0	42.9	98
Attending sports events (excludes professional sports)	18.8	18.2	103
Attending to professional sports events or games	23.0	25.4	91
Going to the movies	47.4	45.7	104
Movement & Travel			
Driving more	16.5	16.1	102
Shopping in-store	46.8	42.9	109
Spending time outdoors	39.1	32.5	121
Travelling outside of Canada/ abroad	53.7	53.2	101
Travelling within Canada	48.3	49.9	97
Using public transit	25.8	13.7	188
Personal			
Getting back to old habits	37.2	36.2	103
Going to a salon, barber shop or spa	31.7	33.7	94
Going to the gym	28.2	22.6	125
Education/Work			
Children going back to school	19.2	20.3	95
Going back to work	22.0	17.6	125
Other			
Not Stated	1.5	0.6	275

Benchmark: Southern Ontario

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(Base used for Index calculations)

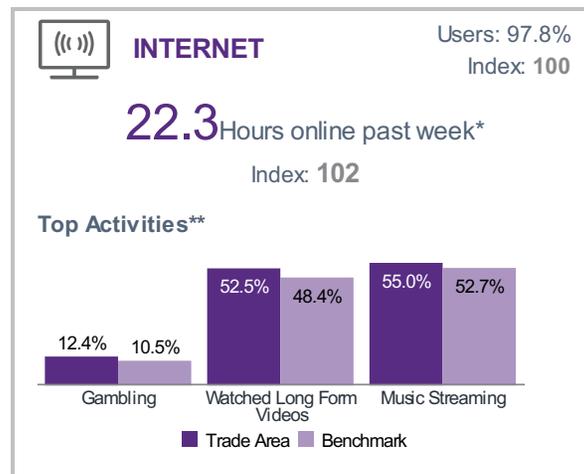
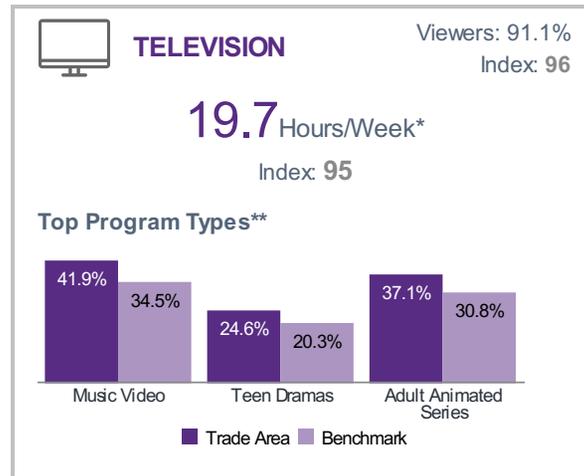
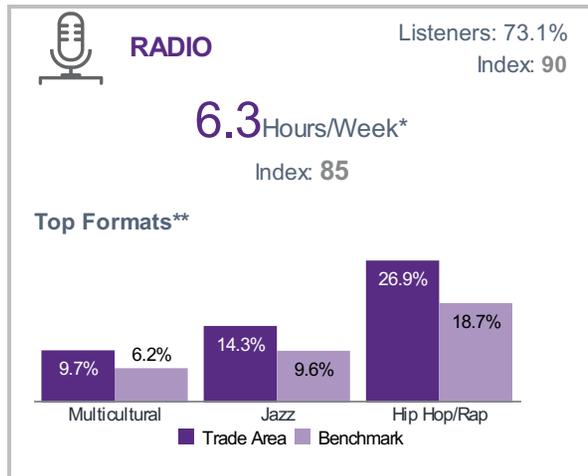
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Mississauga - Cooksville BIA

Household Population 14+: 54,561



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

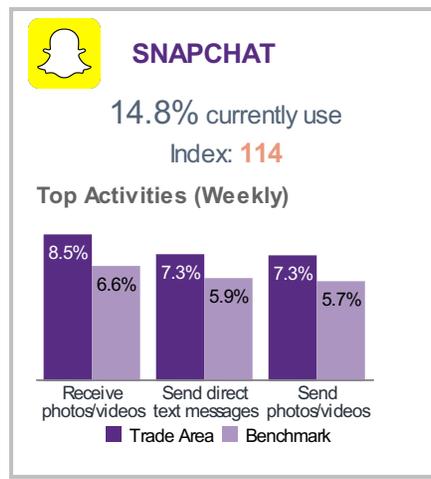
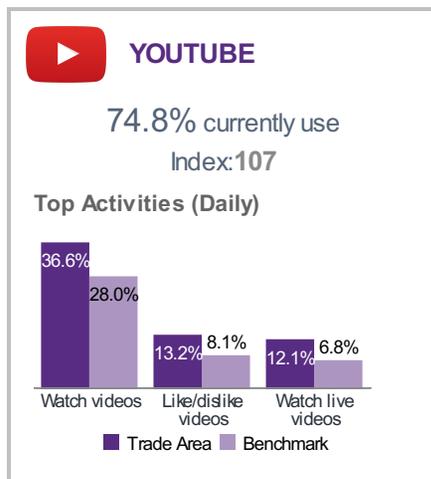
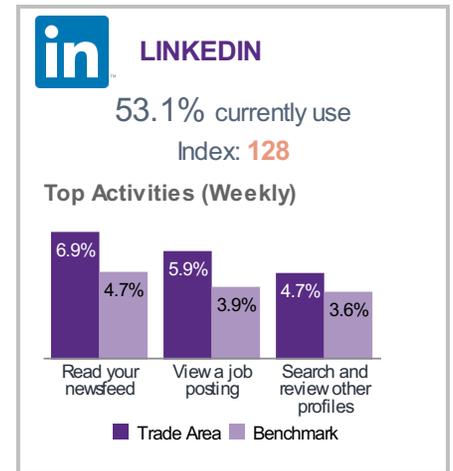
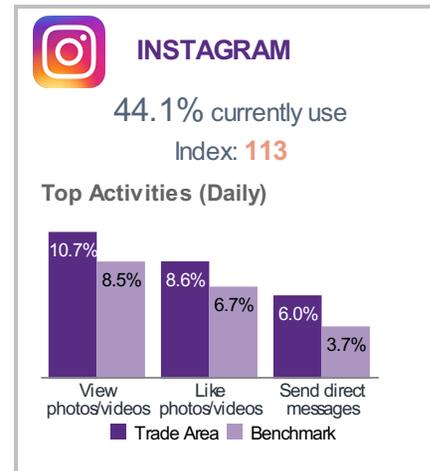
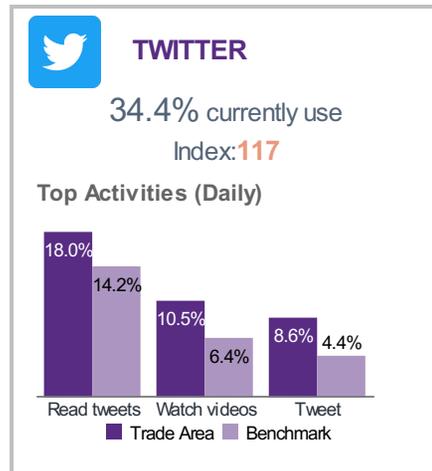
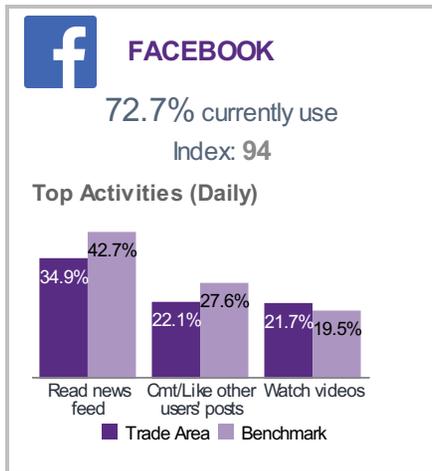
** Chosen from index ranking with minimum 5% composition.

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

Trade Area: Mississauga - Cooksville BIA

Household Population 18+: 52,011



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

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

Trade Area: Mississauga - Cooksville BIA

Household Population 18+: 52,011

FRIENDS IN ALL SM NETWORKS



0-49 friends

FREQUENCY OF USE (DAILY)



Facebook

BRAND INTERACTION



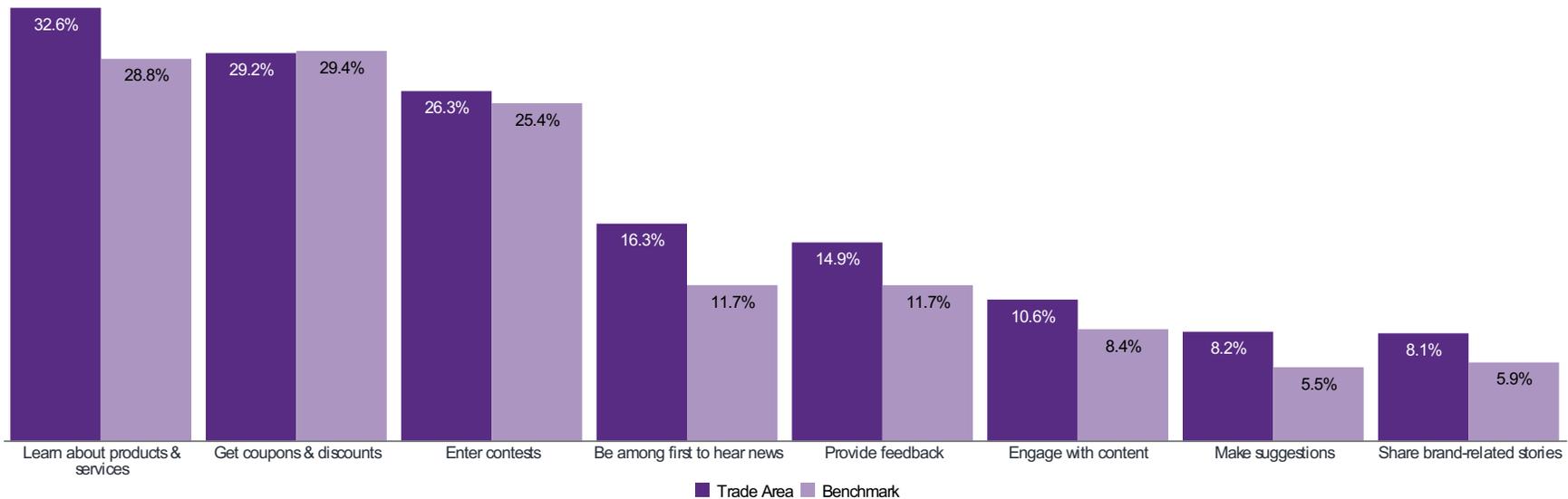
Like brand on Facebook

NO. OF BRANDS INTERACTED



2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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



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

% Comp **83.4** Index **99**



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

% Comp **51.9** Index **107**



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

% Comp **83.0** Index **94**



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

% Comp **47.2** Index **115**



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 **35.6** Index **118**

Benchmark: Southern Ontario

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Ranked by percent composition.

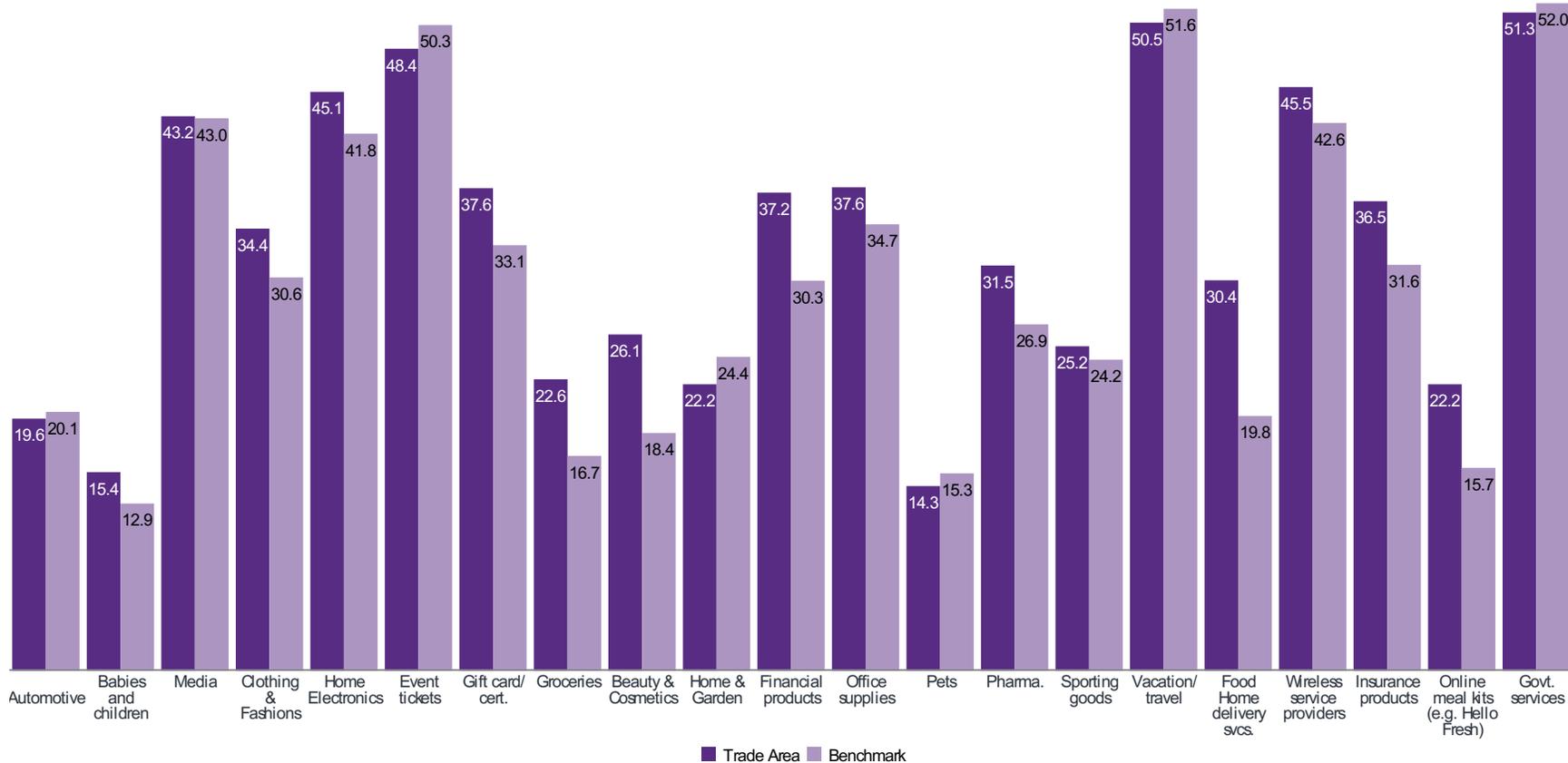
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Mississauga - Cooksville BIA

Total Household Population 18+:52,011

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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

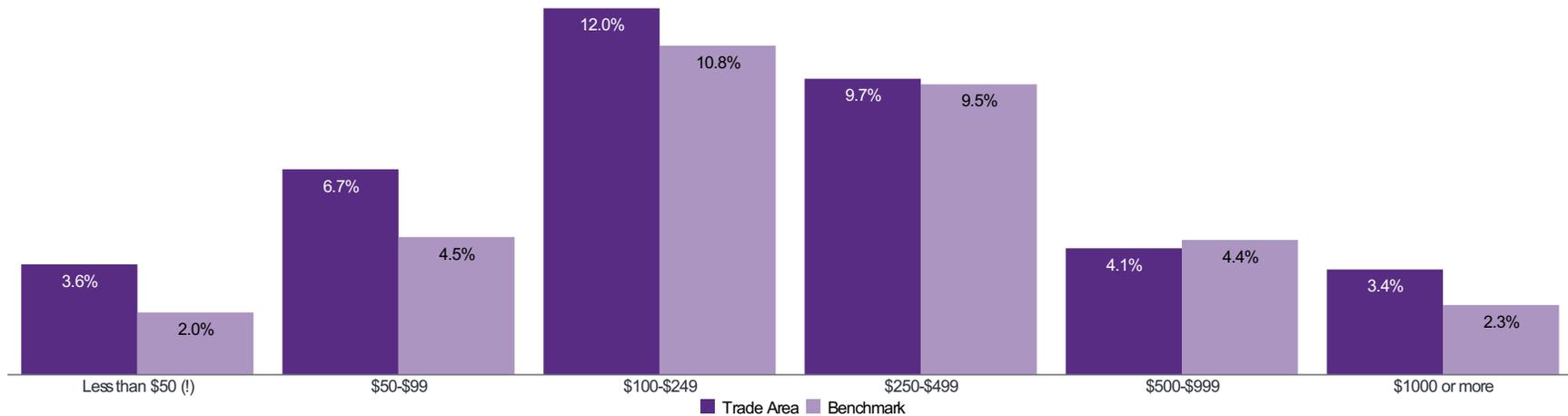
Trade Area: Mississauga - Cooksville BIA

Total Household Population 18+: 52,011

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	56.3% Index:92	40.8% Index:111	15.0% Index:122	4.1% Index:130
Purchase preference	64.6% Index:86	34.4% Index:112	12.0% Index:122	4.1% Index:161
Customer Service	52.5% Index:85	24.5% Index:137	8.7% Index:151	20.9% Index:96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home Electronics & Computers Deep Dive

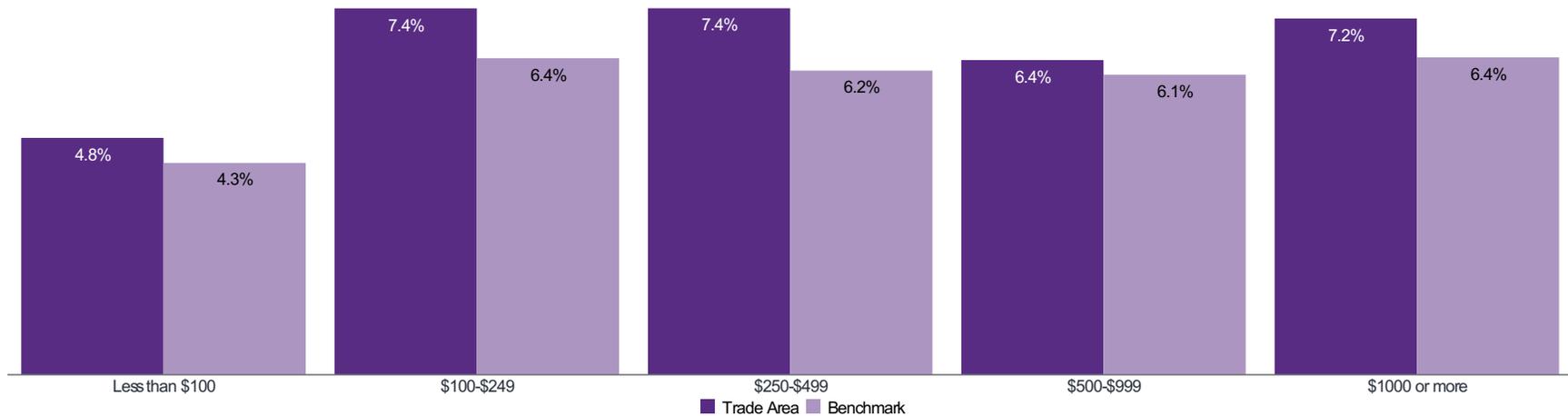
Trade Area: Mississauga - Cooksville BIA

Total Household Population 18+: 52,011

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	45.3% Index: 90	56.1% Index: 102	18.0% Index: 115
Purchase preference	59.3% Index: 87	45.1% Index: 108	13.4% Index: 122	6.8% Index: 106
Customer Service	49.1% Index: 87	29.7% Index: 120	9.8% Index: 133	31.8% Index: 86

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Gift Cards Deep Dive

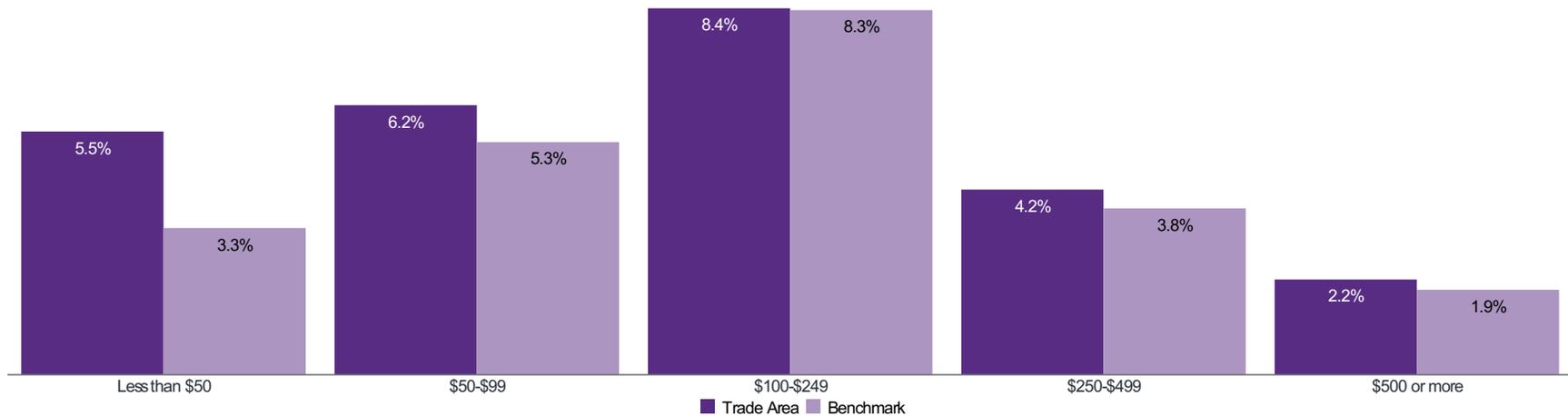
Trade Area: Mississauga - Cooksville BIA

Total Household Population 18+: 52,011

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	37.4% Index:78	40.2% Index:114	12.6% Index:115	4.2% Index:118
Purchase preference	48.7% Index:81	37.6% Index:113	12.0% Index:137	3.0% Index:96
Customer Service	34.3% Index:81	26.0% Index:127	7.4% Index:122	27.8% Index:100

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Groceries Deep Dive

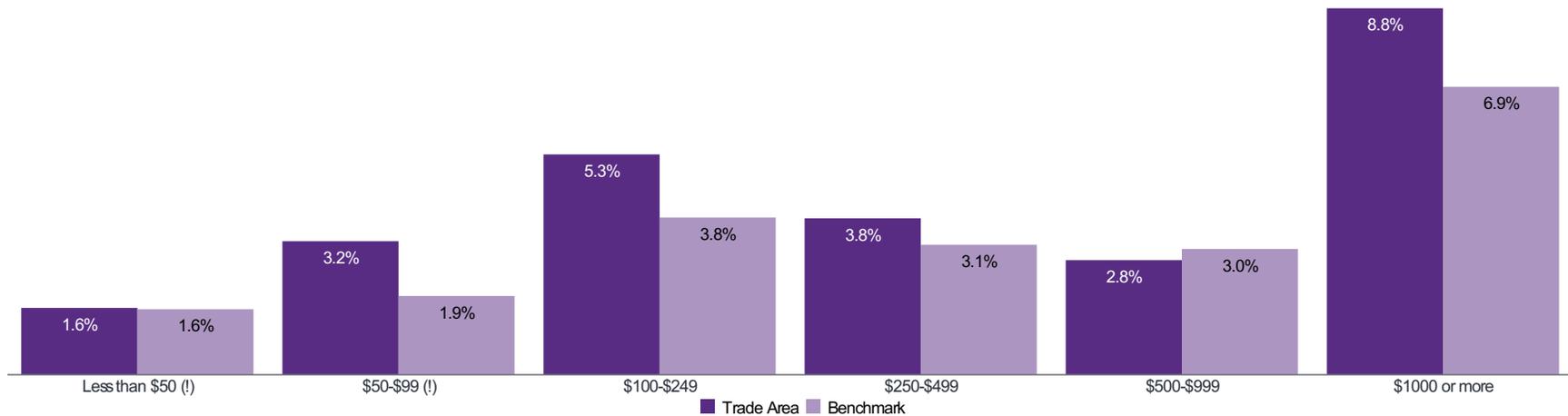
Trade Area: Mississauga - Cooksville BIA

Total Household Population 18+: 52,011

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	66.4% Index:92	29.6% Index:120	13.3% Index:120	3.1% Index:115
Purchase preference	75.8% Index:91	22.6% Index:136	9.7% Index:156	4.0% Index:163
Customer Service	62.3% Index:89	17.2% Index:150	6.3% Index:159	17.3% Index:93

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Beauty & Cosmetics Deep Dive

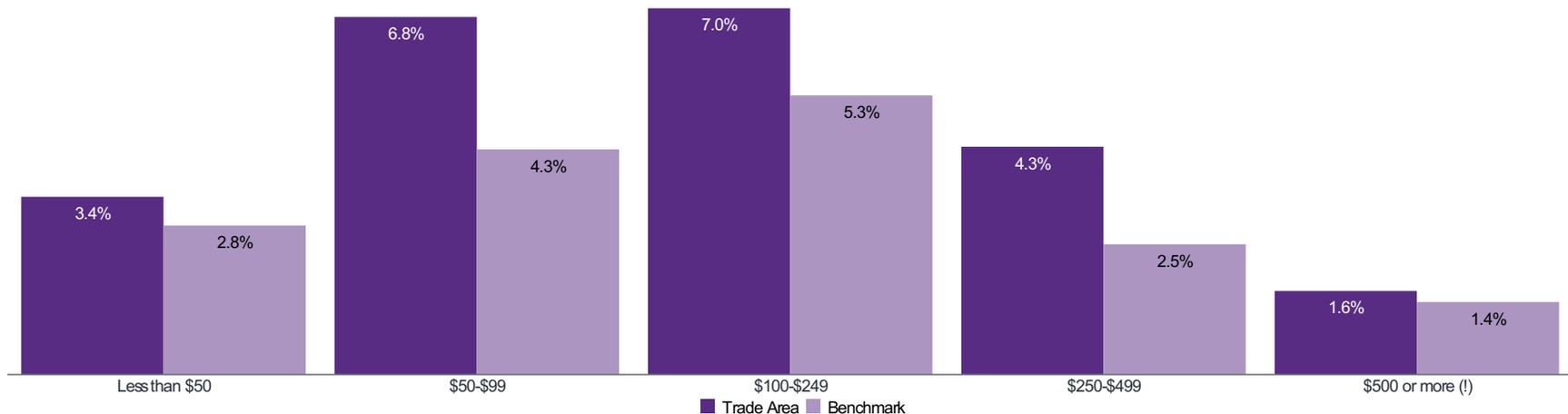
Trade Area: Mississauga - Cooksville BIA

Total Household Population 18+: 52,011

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	35.4% Index:100	30.1% Index:137	12.1% Index:149	4.6% Index:163
Purchase preference	44.9% Index:97	26.1% Index:142	10.9% Index:170	4.8% Index:210
Customer Service	33.4% Index:92	18.7% Index:149	7.0% Index:161	15.8% Index:108

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home & Garden Deep Dive

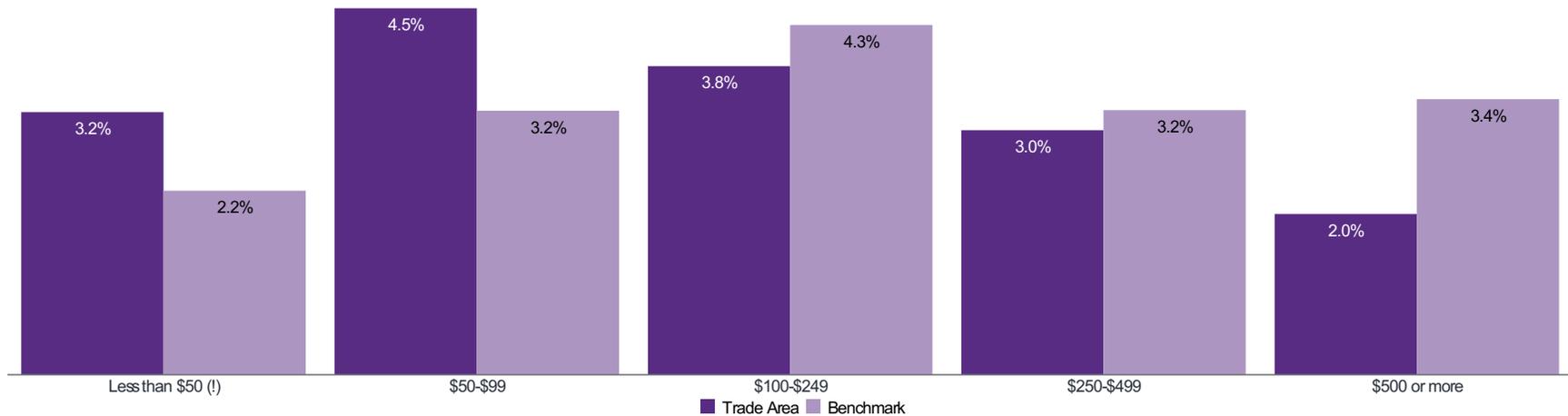
Trade Area: Mississauga - Cooksville BIA

Total Household Population 18+: 52,011

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	41.4% Index:80	32.4% Index:86	10.6% Index:93	5.4% Index:95
Purchase preference	53.1% Index:78	22.2% Index:91	8.6% Index:124	4.1% Index:115
Customer Service	41.7% Index:77	18.0% Index:113	7.0% Index:146	19.3% Index:85

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Sporting Goods Deep Dive

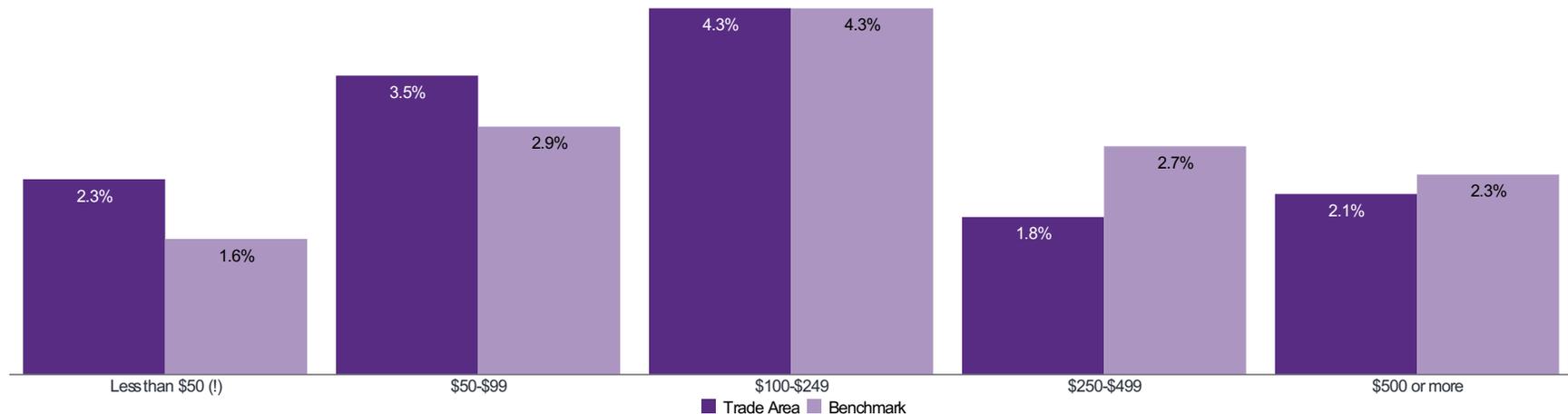
Trade Area: Mississauga - Cooksville BIA

Total Household Population 18+: 52,011

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	33.0% Index:85	33.4% Index:104	11.2% Index:107	6.0% Index:154
Purchase preference	43.5% Index:84	25.2% Index:104	9.3% Index:124	5.5% Index:181
Customer Service	35.9% Index:86	18.9% Index:125	6.3% Index:123	19.5% Index:96

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Vacation/Travel Deep Dive

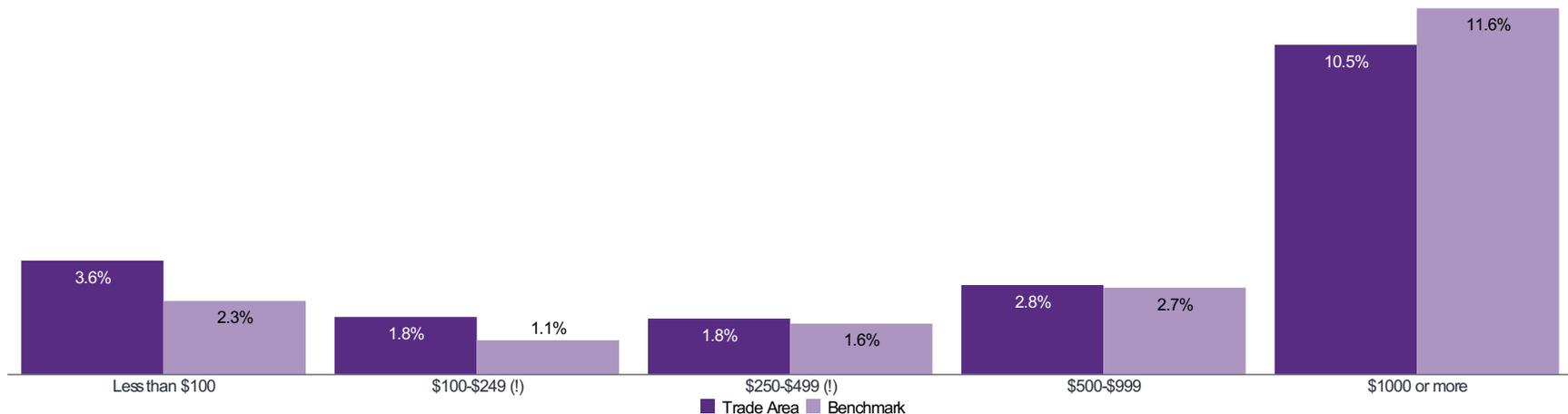
Trade Area: Mississauga - Cooksville BIA

Total Household Population 18+: 52,011

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	20.0% Index:97	54.7% Index:94	18.4% Index:123	16.7% Index:103
Purchase preference	24.4% Index:85	50.5% Index:98	8.6% Index:127	17.5% Index:97
Customer Service	26.0% Index:89	30.4% Index:111	10.2% Index:146	39.0% Index:89

AMOUNT SPENT [PST 12 MTHS]



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

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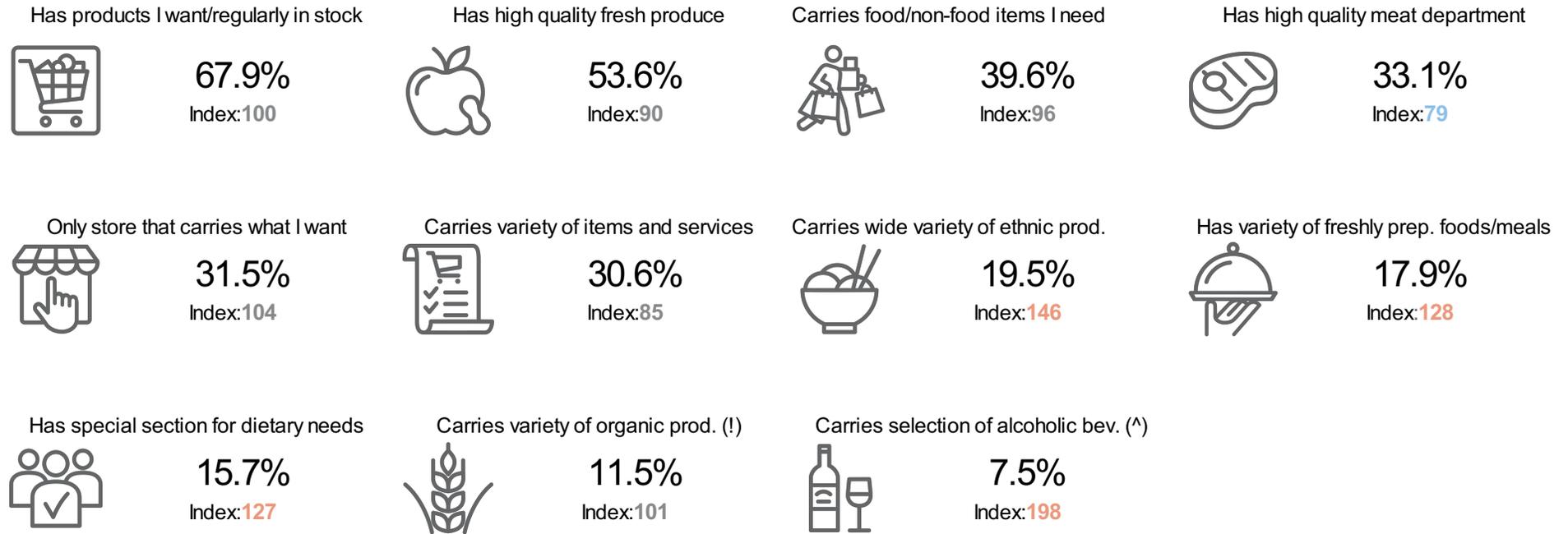
Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Mississauga - Cooksville BIA

Households: 24,415

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

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

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

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Index Colours:	<80	80 - 110	110+

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



61.9%
Index: 104

Easy to get in and get out quickly



45.5%
Index: 106

Organized layout makes it easy to shop



42.7%
Index: 103

Short checkout lines/fast checkout



40.0%
Index: 112

Has extended hours



38.7%
Index: 141

Staff are friendly and knowledgeable



35.3%
Index: 105

I like the store ambiance



20.7%
Index: 104

Has self-checkout



18.2%
Index: 133

Offers an online shopping option (!)



12.2%
Index: 138

Benchmark: Southern Ontario

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

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

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

Index Colours:	<80	80 - 110	110+
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Trade Area: Mississauga - Cooksville BIA

Households:24,415

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



66.9%
Index:101

Store has great sales and promotions



65.9%
Index:98

Store has the lowest prices overall



60.9%
Index:105

Store has a customer loyalty card program



43.3%
Index:87

I'm loyal to their store brands



26.8%
Index:116

Has loyalty prog. app and offers pers. promos



25.9%
Index:88

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	36.6	40.2	0.6 91
Leave the store and buy it elsewhere	31.0	30.9	0.6 100
Purchase another brand	23.5	21.2	0.7 111
Purchase another size or variety of the same brand (!)	8.9	7.7	0.7 115

Benchmark:Southern Ontario

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

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

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

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

**2019 Mississauga - Cooksville 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%	936,119	100%	4.85%	100	917,768	100%	4.75%	100	753,058	100%	3.90%	100	821,939	100%	4.26%	100	1,363,265	100%	7.06%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	325,461	34.77%	50.62%	1044	318,133	34.66%	49.48%	1041	295,485	39.24%	45.96%	1178	301,074	36.63%	46.83%	1100	386,279	28.33%	60.08%	851
3520005	Toronto, ON (C)	2,568,898	13.31%	198,054	21.16%	7.71%	159	199,436	21.73%	7.76%	163	155,889	20.70%	6.07%	156	170,835	20.78%	6.65%	156	316,368	23.21%	12.32%	174
3521010	Brampton, ON (CY)	596,084	3.09%	134,634	14.38%	22.59%	466	130,793	14.25%	21.94%	461	91,561	12.16%	15.36%	394	110,163	13.40%	18.48%	434	188,453	13.82%	31.62%	448
3524001	Oakville, ON (T)	174,424	0.90%	37,192	3.97%	21.32%	440	33,845	3.69%	19.40%	408	31,750	4.22%	18.20%	467	34,441	4.19%	19.75%	464	54,786	4.02%	31.41%	445
3525005	Hamilton, ON (C)	483,265	2.50%	29,291	3.13%	6.06%	125	28,082	3.06%	5.81%	122	23,474	3.12%	4.86%	125	26,584	3.23%	5.50%	129	50,944	3.74%	10.54%	149
3524009	Milton, ON (T)	106,330	0.55%	26,284	2.81%	24.72%	510	25,754	2.81%	24.22%	509	22,435	2.98%	21.10%	541	24,204	2.94%	22.76%	535	37,782	2.77%	35.53%	503
3524002	Burlington, ON (CY)	163,747	0.85%	19,591	2.09%	11.96%	247	16,465	1.79%	10.05%	211	13,604	1.81%	8.31%	213	15,993	1.95%	9.77%	229	29,849	2.19%	18.23%	258
3519028	Vaughan, ON (CY)	264,447	1.37%	17,576	1.88%	6.65%	137	16,638	1.81%	6.29%	132	12,037	1.60%	4.55%	117	15,100	1.84%	5.71%	134	27,918	2.05%	10.56%	149
3519036	Markham, ON (CY)	301,247	1.56%	11,787	1.26%	3.91%	81	13,104	1.43%	4.35%	91	7,688	1.02%	2.55%	65	10,614	1.29%	3.52%	83	21,070	1.55%	6.99%	99
3530013	Kitchener, ON (CY)	212,928	1.10%	7,832	0.84%	3.68%	76	7,099	0.77%	3.33%	70	5,298	0.70%	2.49%	64	6,533	0.79%	3.07%	72	13,708	1.01%	6.44%	91

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 Mississauga - Cooksville 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
53,975	39,294	72.8	38,805	71.9	40,473	75.0	38,980	72.2	42,908	79.5

**2019 Mississauga - Cooksville 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	1,382,239	42,908	3.1	1,339,331	96.9

**2020 Mississauga - Cooksville 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%	507,100	100%	2.63%	100	718,830	100%	3.72%	100	607,856	100%	3.15%	100	680,743	100%	3.53%	100	1,079,155	100%	5.59%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	236,245	46.59%	36.74%	1399	295,811	41.15%	46.01%	1235	262,839	43.24%	40.88%	1298	298,975	43.92%	46.50%	1319	375,068	34.76%	58.34%	1043
3520005	Toronto, ON (C)	2,568,898	13.31%	99,007	19.52%	3.85%	147	149,194	20.76%	5.81%	156	128,251	21.10%	4.99%	159	137,910	20.26%	5.37%	152	247,778	22.96%	9.65%	173
3521010	Brampton, ON (CY)	596,084	3.09%	54,898	10.83%	9.21%	351	87,592	12.19%	14.69%	395	66,972	11.02%	11.24%	357	72,820	10.70%	12.22%	346	129,908	12.04%	21.79%	390
3524001	Oakville, ON (T)	174,424	0.90%	18,980	3.74%	10.88%	414	29,767	4.14%	17.07%	458	27,619	4.54%	15.83%	503	30,752	4.52%	17.63%	500	48,301	4.48%	27.69%	495
3525005	Hamilton, ON (C)	483,265	2.50%	14,328	2.83%	2.96%	113	21,494	2.99%	4.45%	119	16,122	2.65%	3.34%	106	18,698	2.75%	3.87%	110	36,316	3.37%	7.51%	134
3524009	Milton, ON (T)	106,330	0.55%	9,679	1.91%	9.10%	347	16,598	2.31%	15.61%	419	13,844	2.28%	13.02%	413	19,401	2.85%	18.25%	517	29,182	2.70%	27.45%	491
3524002	Burlington, ON (CY)	163,747	0.85%	9,614	1.90%	5.87%	223	10,778	1.50%	6.58%	177	10,187	1.68%	6.22%	198	11,552	1.70%	7.06%	200	20,208	1.87%	12.34%	221
3519028	Vaughan, ON (CY)	264,447	1.37%	6,285	1.24%	2.38%	90	10,602	1.47%	4.01%	108	7,199	1.18%	2.72%	86	9,153	1.34%	3.46%	98	18,137	1.68%	6.86%	123
3519036	Markham, ON (CY)	301,247	1.56%	3,938	0.78%	1.31%	50	7,278	1.01%	2.42%	65	4,802	0.79%	1.59%	51	5,693	0.84%	1.89%	54	12,414	1.15%	4.12%	74
3519038	Richmond Hill, ON (T)	181,750	0.94%	2,584	0.51%	1.42%	54	4,356	0.61%	2.40%	64	3,880	0.64%	2.13%	68	3,891	0.57%	2.14%	61	8,827	0.82%	4.86%	87

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2020 Mississauga - Cooksville 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
53,975	39,969	74.1	40,484	75.0	39,107	72.5	42,743	79.2	45,098	83.6

**2020 Mississauga - Cooksville BIA Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors In Main Street Polyzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	1,088,005	45,098	4.1	1,042,907	95.9

**2021 Mississauga - Cooksville 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%	538,169	100%	2.79%	100	899,074	100%	4.66%	100	854,663	100%	4.43%	100	625,487	100%	3.24%	100	1,213,890	100%	6.29%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	234,802	43.63%	36.52%	1310	344,364	38.30%	53.56%	1150	338,143	39.56%	52.59%	1188	271,677	43.43%	42.25%	1304	389,676	32.10%	60.61%	964
3520005	Toronto, ON (C)	2,568,898	13.31%	112,675	20.94%	4.39%	157	198,482	22.08%	7.73%	166	177,924	20.82%	6.93%	156	128,050	20.47%	4.98%	154	287,240	23.66%	11.18%	178
3521010	Brampton, ON (CY)	596,084	3.09%	68,921	12.81%	11.56%	415	108,952	12.12%	18.28%	392	95,889	11.22%	16.09%	363	75,657	12.10%	12.69%	392	153,612	12.65%	25.77%	410
3524001	Oakville, ON (T)	174,424	0.90%	21,297	3.96%	12.21%	438	41,333	4.60%	23.70%	509	39,011	4.56%	22.37%	505	25,595	4.09%	14.67%	453	54,262	4.47%	31.11%	495
3525005	Hamilton, ON (C)	483,265	2.50%	12,945	2.41%	2.68%	96	24,624	2.74%	5.10%	109	27,991	3.28%	5.79%	131	17,378	2.78%	3.60%	111	41,894	3.45%	8.67%	138
3524009	Milton, ON (T)	106,330	0.55%	11,351	2.11%	10.68%	383	22,345	2.49%	21.01%	451	22,019	2.58%	20.71%	468	14,585	2.33%	13.72%	423	31,024	2.56%	29.18%	464
3519028	Vaughan, ON (CY)	264,447	1.37%	8,568	1.59%	3.24%	116	13,055	1.45%	4.94%	106	12,165	1.42%	4.60%	104	9,210	1.47%	3.48%	107	23,706	1.95%	8.96%	143
3524002	Burlington, ON (CY)	163,747	0.85%	7,785	1.45%	4.75%	171	15,858	1.76%	9.68%	208	16,158	1.89%	9.87%	223	9,783	1.56%	5.97%	184	22,560	1.86%	13.78%	219
3519036	Markham, ON (CY)	301,247	1.56%	4,518	0.84%	1.50%	54	8,286	0.92%	2.75%	59	7,346	0.86%	2.44%	55	4,544	0.73%	1.51%	47	13,243	1.09%	4.40%	70
3524015	Halton Hills, ON (T)	53,559	0.28%	4,031	0.75%	7.53%	270	6,352	0.71%	11.86%	255	7,643	0.89%	14.27%	322	4,832	0.77%	9.02%	278	10,261	0.85%	19.16%	305

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2021 Mississauga - Cooksville 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
53,975	36,729	68.0	41,646	77.2	43,637	80.8	40,050	74.2	44,678	82.8

**2021 Mississauga - Cooksville 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	1,229,711	44,678	3.6	1,185,034	96.4

Top 5 segments represent **50.3%** of customers in Southern Ontario



Rank: 1
 Customers: 158,463
 Customers %: 18.07
 % in Benchmark: 5.76
 Index: 314

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: 98,600
 Customers %: 11.25
 % in Benchmark: 5.19
 Index: 217

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: 72,122
 Customers %: 8.23
 % in Benchmark: 2.08
 Index: 396

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: 61,124
 Customers %: 6.97
 % in Benchmark: 3.76
 Index: 185

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.



Rank: 5
 Customers: 50,953
 Customers %: 5.81
 % in Benchmark: 1.52
 Index: 381

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.

Benchmark: Southern Ontario

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