Community Profile: Mississauga – Downtown Core

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

Date: March 7, 2022
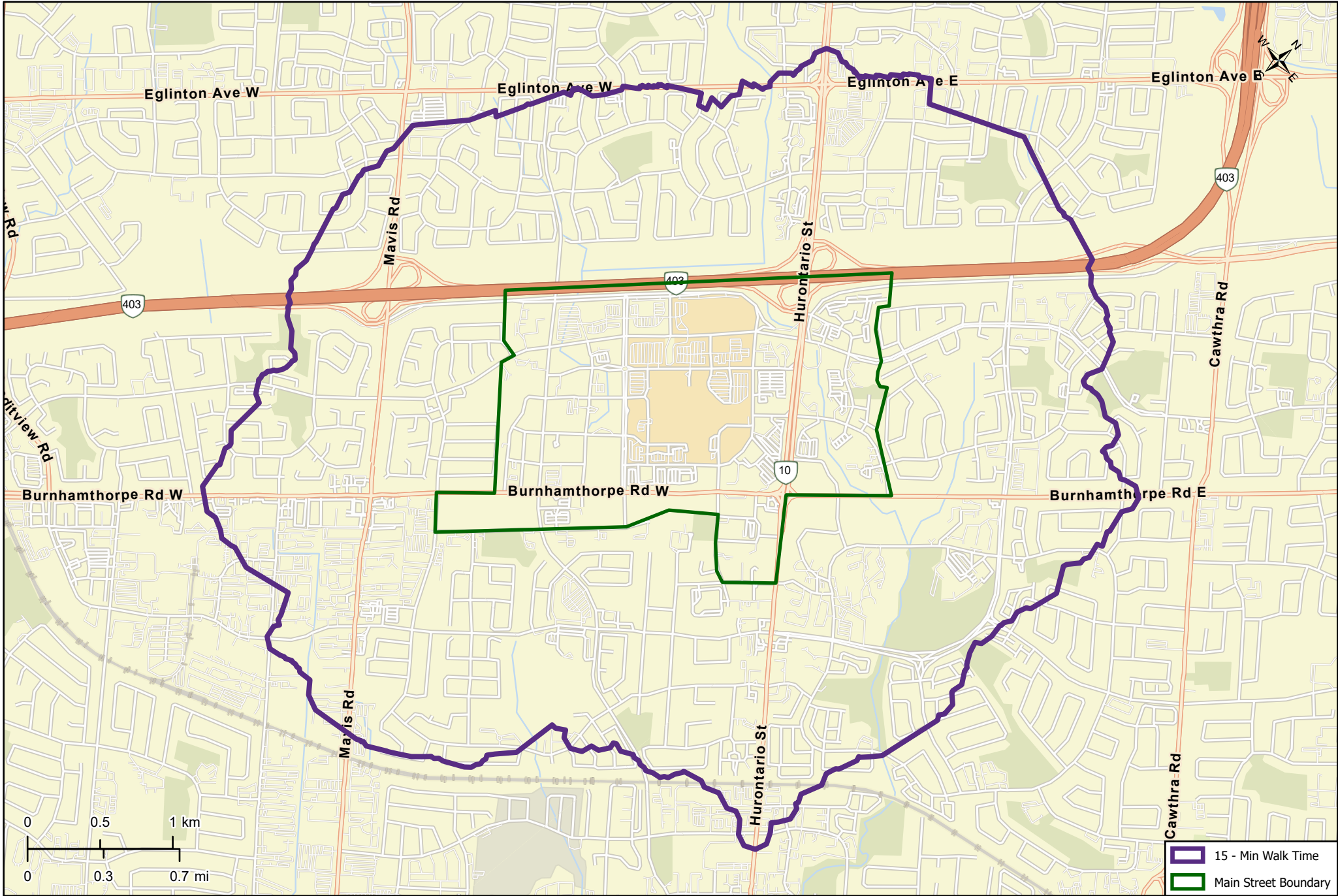
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Mississauga - Downtown Core
Main Street Boundary and Trade Area

Eglinton Ave W

Eglinton Ave W

Eglinton Ave E

Eglinton Ave E

403

Mavis Rd

Hurontario St

Cawthra Rd

403

403

Burnhamthorpe Rd W

Burnhamthorpe Rd W

10

Burnhamthorpe Rd E

Mavis Rd

Hurontario St

Cawthra Rd

0	0.5	1 km
0	0.3	0.7 mi

Legend:
- 15 - Min Walk Time
- Main Street Boundary

2022-01-12 12:49 PM

1

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Mississauga - Downtown Core

POPULATION

98,232

HOUSEHOLDS

38,160

MEDIAN MAINTAINER AGE

49

Index:90

MARITAL STATUS

53.6%
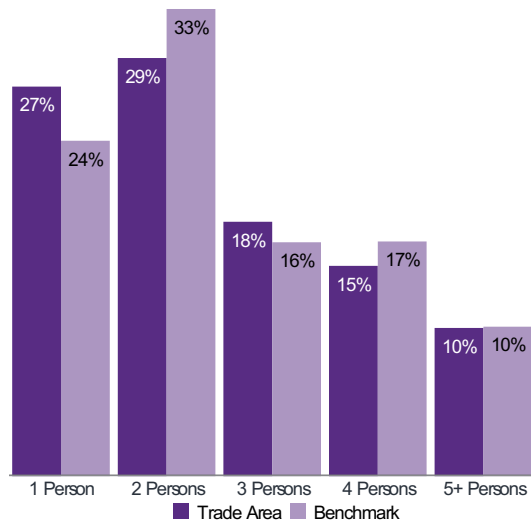
Index: 93

Married/Common-Law

FAMILY STATUS*

32.9%

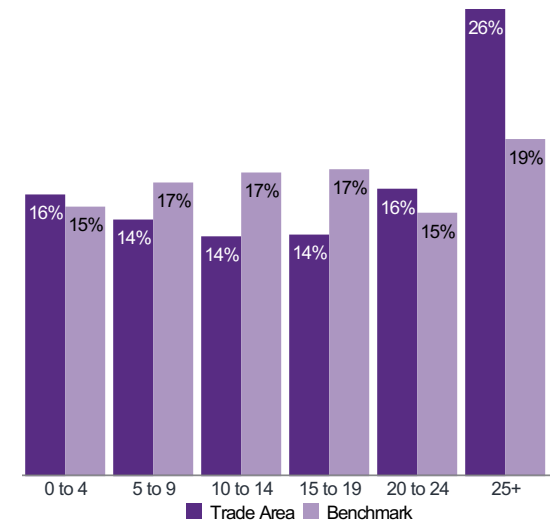Index:118

Single (Never Legally Married)

HOUSEHOLD SIZE

	Trade Area	Benchmark
1 Person	27%	24%
2 Persons	29%	33%
3 Persons	18%	16%
4 Persons	15%	17%
5+ Persons	10%	10%

POPULATION BY AGE

	Count	%	Index
0 to 4	5,038	5.1	101
5 to 9	4,537	4.6	86
10 to 14	4,329	4.4	78
15 to 19	4,549	4.6	78
20 to 24	7,795	7.9	119
25 to 29	9,803	10.0	142
30 to 34	9,533	9.7	146
35 to 39	8,148	8.3	128
40 to 44	6,464	6.6	106
45 to 49	5,535	5.6	90
50 to 54	5,422	5.5	84
55 to 59	6,041	6.2	85
60 to 64	5,779	5.9	87
65 to 69	4,822	4.9	87
70 to 74	4,037	4.1	86
75 to 79	2,887	2.9	89
80 to 84	1,843	1.9	86
85+	1,671	1.7	77

AGE OF CHILDREN AT HOME

	Trade Area	Benchmark
0 to 4	16%	15%
5 to 9	14%	17%
10 to 14	14%	17%
15 to 19	14%	17%
20 to 24	16%	15%
25+	26%	19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Mississauga - Downtown Core

Population: 98,232 | **Households:** 38,160

TENURE

Rented 40.0%
Owned 60.0%
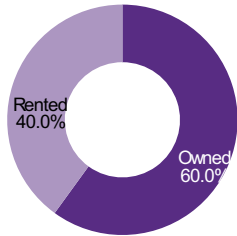
STRUCTURE TYPE

24.9%
Houses
Index: 32

75.1%
Apartments
Index: 340

AGE OF HOUSING*

10 - 14 Years Old
% Comp: 15.1   Index: 203

AVERAGE HOUSEHOLD INCOME

$91,141
Index: 79

HOUSEHOLD INCOME DISTRIBUTION
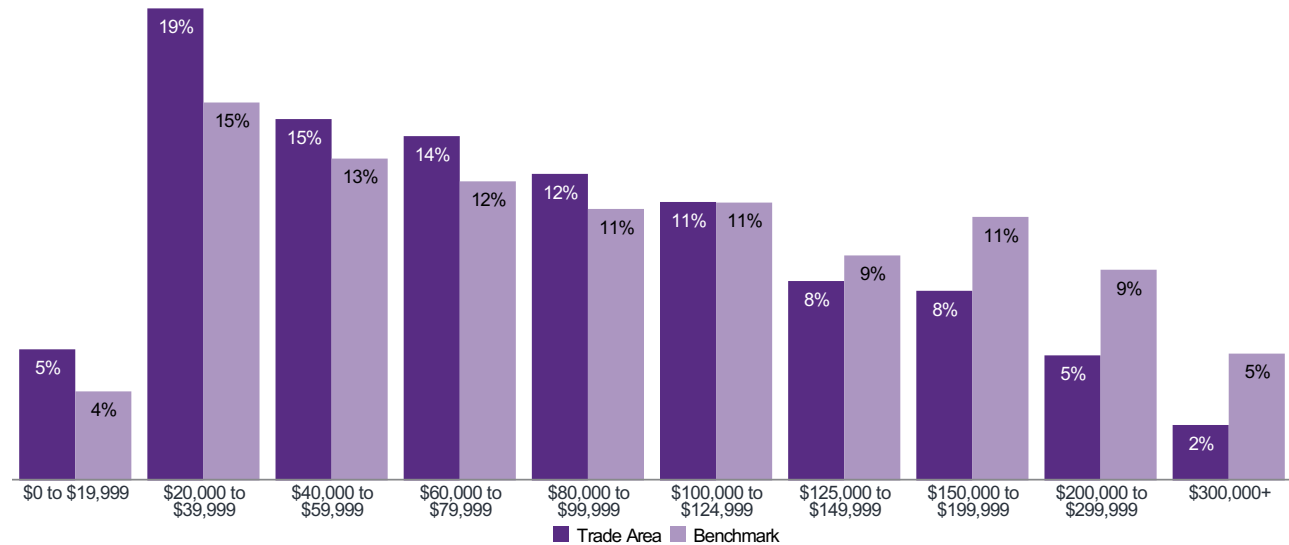
Income Range	Trade Area	Benchmark
$0 to $19,999	5%	4%
$20,000 to $39,999	19%	15%
$40,000 to $59,999	15%	13%
$60,000 to $79,999	14%	12%
$80,000 to $99,999	12%	11%
$100,000 to $124,999	11%	11%
$125,000 to $149,999	8%	9%
$150,000 to $199,999	8%	11%
$200,000 to $299,999	5%	9%
$300,000+	2%	5%

■ Trade Area   ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Mississauga - Downtown Core

ENVIRONICS ANALYTICS

Population: 98,232 | **Households:** 38,160

EDUCATION

41.5%
Index:**156**

University Degree

LABOUR FORCE PARTICIPATION

64.5%
Index:**99**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

28.9%
Index:**79**

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

9.4%
Index:**216**

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT
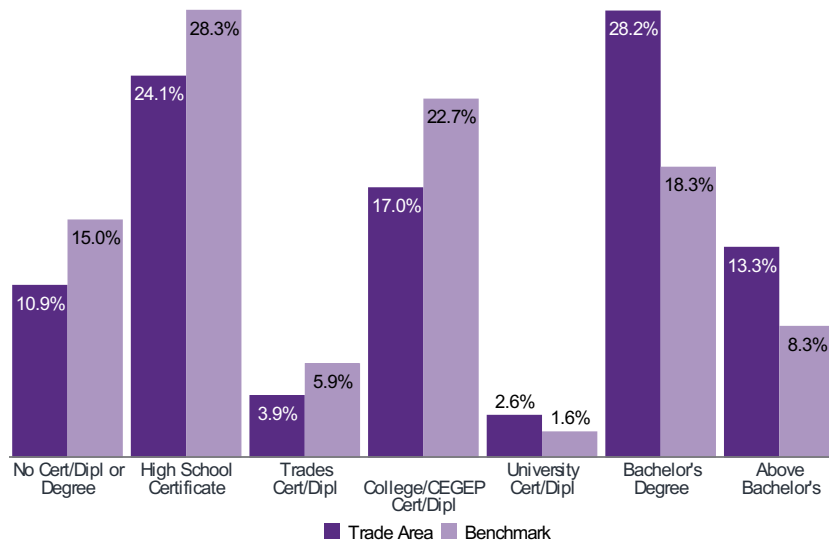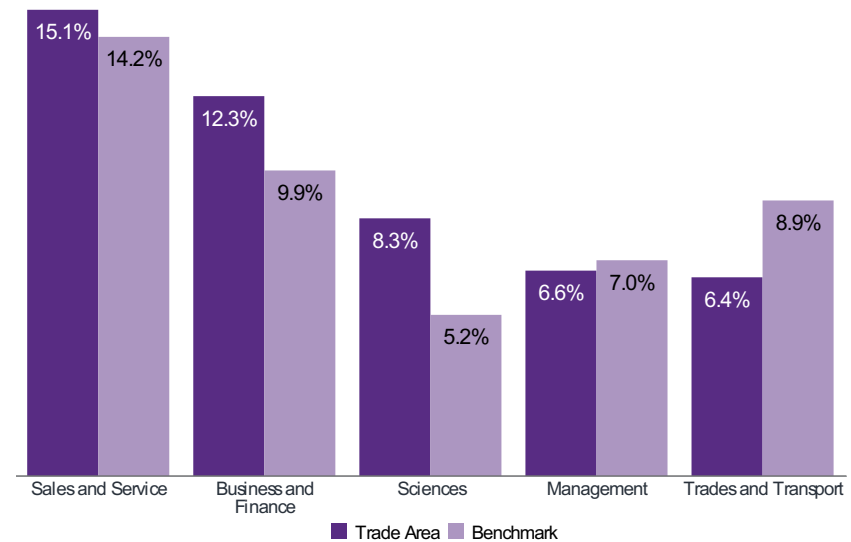
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	10.9%	15.0%
High School Certificate	24.1%	28.3%
Trades Cert/Dipl	3.9%	5.9%
College/CEGEP Cert/Dipl	17.0%	22.7%
University Cert/Dipl	2.6%	1.6%
Bachelor's Degree	28.2%	18.3%
Above Bachelor's	13.3%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	15.1%	14.2%
Business and Finance	12.3%	9.9%
Sciences	8.3%	5.2%
Management	6.6%	7.0%
Trades and Transport	6.4%	8.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Mississauga - Downtown Core

ENVIRONICS ANALYTICS

Population: 98,232 | **Households:** 38,160

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
0.4%	74.8%	4.6%	63.2%	2011 To 2016
Index:18	Index:259	Index:225	Index:239	10.4% Index:418
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

- South Asian: Trade Area 28.6%, Benchmark 9.9%
- Arab: Trade Area 11.1%, Benchmark 2.1%
- Chinese: Trade Area 9.3%, Benchmark 5.1%
- Black: Trade Area 7.4%, Benchmark 4.5%
- Filipino: Trade Area 5.5%, Benchmark 1.5%

■ Trade Area ■ Benchmark
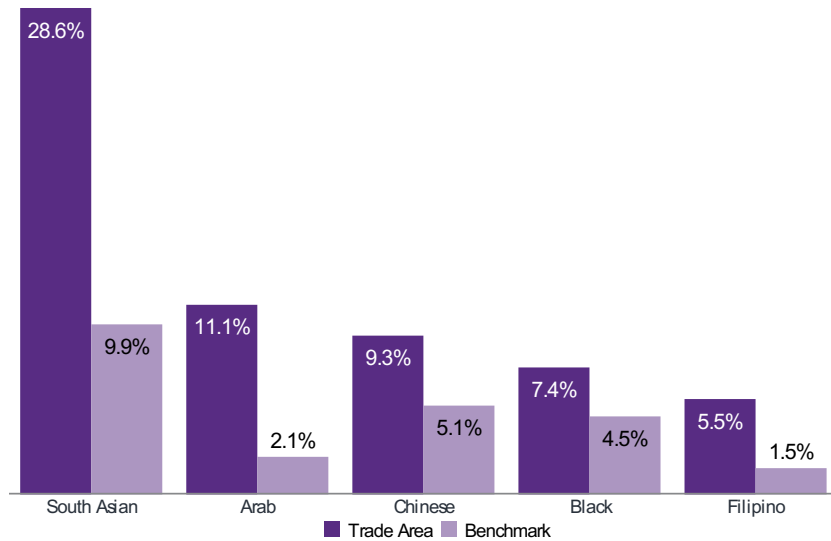
LANGUAGES SPOKEN AT HOME: TOP 5**
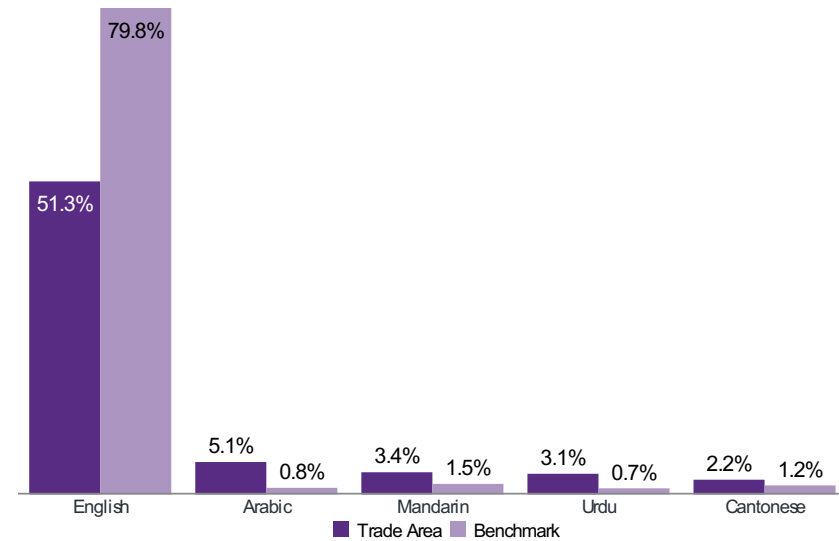
- English: Trade Area 51.3%, Benchmark 79.8%
- Arabic: Trade Area 5.1%, Benchmark 0.8%
- Mandarin: Trade Area 3.4%, Benchmark 1.5%
- Urdu: Trade Area 3.1%, Benchmark 0.7%
- Cantonese: Trade Area 2.2%, Benchmark 1.2%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

**Ranked by percent composition*

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **92.3%** of households in Mississauga - Downtown Core

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20 NEW ASIAN HEIGHTS

F2 DIVERSE URBAN FAMILIES / YOUNGER SINGLES & COUPLES Y2

Younger, educated Asian singles and couples
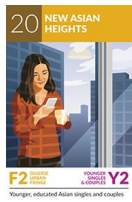
Rank:	1
Hhlds:	16,049
Hhld %:	42.06
% in Benchmark:	1.14
Index:	**3,698**

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.

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61 CAME FROM AWAY

U4 URBAN DIVERSITY / MIDDLE-AGE FAMILIES F3

Multi-ethnic, middle-aged urban renters

Rank:	2
Hhlds:	8,283
Hhld %:	21.71
% in Benchmark:	1.77
Index:	**1,226**

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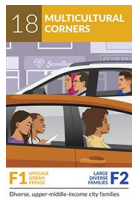
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31 METRO MELTING POT

F3 MIDSCALE URBAN DIVERSE / MIDDLE-AGE FAMILIES F3

Diverse, middle-income city dwellers

Rank:	3
Hhlds:	4,608
Hhld %:	12.07
% in Benchmark:	1.77
Index:	**681**

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

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15 SOUTH ASIAN ENTERPRISE

U4 URBAN DIVERSITY / LARGE DIVERSE FAMILIES F2

Urban, upper-middle-income South Asian Families

Rank:	4
Hhlds:	4,159
Hhld %:	10.90
% in Benchmark:	3.88
Index:	**281**

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

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18 MULTICULTURAL CORNERS

F1 UPSCALE URBAN DIVERSE / LARGE DIVERSE FAMILIES F2

Diverse, upper-middle-income city families

Rank:	5
Hhlds:	2,105
Hhld %:	5.52
% in Benchmark:	3.28
Index:	**168**

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

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Mississauga - Downtown Core

⬆ Strong Values

Values	Index
Status via Home	142
Ostentatious Consumption	138
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Advertising as Stimulus	133
Attraction For Crowds	133
Confidence in Big Business	133
Patriarchy	130
Pursuit of Novelty	130
Sexism	129
Anomie-Aimlessness	128

⬇ Weak Values

Values	Index
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Personal Control	73
Cultural Assimilation	77
Fulfilment Through Work	80
Aversion to Complexity	81
Brand Apathy	81
Confidence in Small Business	81
Ethical Consumerism	81
Emotional Control	82
Utilitarian Consumerism	83

⭐ 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.

⭐ 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.

Cultural Assimilation
Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.

Benchmark: Ontario

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS ANALYTICS

Trade Area: Mississauga - Downtown Core

WealthScapes Households: 37,931

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 91,524	$ 74,399	$ 49,327	$ 2,760
Index: 79	Index: 81	Index: 77	Index: 77

WEALTH* | ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
99.6% Index: 100	94.9% Index: 100	55.3% Index: 92	11.7% Index: 95	62.9% Index: 83	97.8% Index: 100
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$527,198	$55,411	$224,672	$182,375	$795,755	$211,111
Index: 72	Index: 72	Index: 67	Index: 57	Index: 106	Index: 64

DEBT*

Consumer Debt	Mortgage Debt	FINANCIAL RATIO — Debt:Asset
% Holders	**% Holders**	**% Holders**
89.1% Index: 98	38.8% Index: 84	0.28% Index: 131
Balance	**Balance**	
$57,066	$393,555	
Index: 86	Index: 132	

Benchmark: Southern Ontario

% Holders represent where customers are found.

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

Index Colours:	<80	80 - 110	110+

Financial | WealthScapes - Ratios

Trade Area: Mississauga - Downtown Core

WealthScapes Households: 37,931

FINANCIAL RATIOS*

Debt: Asset
0.28
Index: **131**

Debt: Liquid Assets
0.99
Index: **161**

Consumer Debt - Discr. Income
1.03
Index: **110**

Savings - Investments
0.66
Index: **110**

Pension - Non-Pension Assets
0.14
Index: **65**

Real Estate Assets - Liq. Assets
2.42
Index: **138**

Mortgage - Real Estate Assets
0.30
Index: **126**

Mortgage - Consumer Debt
3.00
Index: **131**

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Mississauga - Downtown Core

Households: 38,160

Total Aggregate Current Consumption: $2,575,058,013

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$67,481	$91,165	$73,427
Index: 83	Index: 79	Index: 82

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$19,479	28.9%
Index: 93	Index: 112

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$10,872	16.1%
Index: 85	Index: 103

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$10,371	15.4%
Index: 75	Index: 91

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$4,470	6.6%
Index: 78	Index: 94

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$4,288	6.4%
Index: 78	Index: 95

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$3,447	5.1%
Index: 72	Index: 87

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$2,955	4.4%
Index: 89	Index: 108

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$2,779	4.1%
Index: 70	Index: 84

Education
Avg. Dollars/Household	Pct. of Total Expenditure
$2,384	3.5%
Index: 111	Index: 134

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Mississauga - Downtown Core   **Households:** 38,160

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$91,165	$10,872	$3,632	$7,240
Index: 79	Index 85	Index 90	Index 83

Total Aggregate Food Expenditure: $ 414,858,756

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$693	9.6%
Index 79	Index 96

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$440	6.1%
Index 86	Index 104

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$974	13.5%
Index 89	Index 107

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$874	12.1%
Index 95	Index 114

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$984	13.6%
Index 77	Index 93

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,204	16.6%
Index 77	Index 93

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$352	4.9%
Index 120	Index 145

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$1,719	23.7%
Index 78	Index 94

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Downtown Core

Household Population 14+: 84,610

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	13.2	11.0	120
Going to restaurants, bars or night clubs	53.6	55.1	97
Having physical Contact with family and friends	53.5	57.7	93
Participating in group activities	36.5	38.7	94
Partying	20.2	15.8	128
Seeing family and friends in person	59.3	62.8	94
Entertainment			
Attending events, festivals or concerts	41.1	42.9	96
Attending sports events (excludes professional sports)	18.0	18.2	99
Attending to professional sports events or games	24.0	25.4	94
Going to the movies	47.9	45.7	105
Movement & Travel			
Driving more	16.6	16.1	103
Shopping in-store	48.9	42.9	114
Spending time outdoors	38.5	32.5	118
Travelling outside of Canada/ abroad	53.8	53.2	101
Travelling within Canada	48.8	49.9	98
Using public transit	27.2	13.7	199
Personal			
Getting back to old habits	34.7	36.2	96
Going to a salon, barber shop or spa	32.3	33.7	96
Going to the gym	29.1	22.6	129
Education/Work			
Children going back to school	20.8	20.3	103
Going back to work	23.5	17.6	134
Other			
Not Stated	1.5	0.6	261

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Mississauga - Downtown Core

Household Population 14+: 84,610

RADIO
Listeners: 73.0%
Index: 90

6.3 Hours/Week*
Index: **84**

Top Formats

	Trade Area	Benchmark
Multicultural	11.5%	6.2%
Jazz	14.0%	9.6%
Dance	16.1%	11.2%

■ Trade Area ■ Benchmark

TELEVISION
Viewers: 93.1%
Index: 98

19.0 Hours/Week*
Index: **91**

Top Program Types

	Trade Area	Benchmark
Teen Dramas	26.4%	20.3%
Music Video	43.7%	34.5%
Adult Animated Series	38.6%	30.8%

■ Trade Area ■ Benchmark

NEWSPAPER
Readers: 31.2%
Index: 98

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

Top Sections Read

	Trade Area	Benchmark
Automotive	8.8%	6.0%
Health	14.9%	11.3%
Food	14.6%	11.4%

■ Trade Area ■ Benchmark

MAGAZINE
Readers: 73.9%
Index: 102

2.3 Hours/Month*
Index: **163**

Top Titles

	Trade Area	Benchmark
NOW	22.7%	7.8%
Best Health	9.3%	4.1%
FASHION Magazine	22.5%	10.9%

■ Trade Area ■ Benchmark

INTERNET
Users: 98.3%
Index: 100

22.1 Hours online past week*
Index: **101**

Top Activities

	Trade Area	Benchmark
Gambling	13.5%	10.5%
Career/Job Search	33.4%	30.3%
Watched Long Form Videos	52.6%	48.4%

■ Trade Area ■ Benchmark

DIRECT/OUTDOOR

9 Times used public transit past week*
Index: **311**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Addressed Mail Offers	13.2%	8.2%
Newsletters	10.8%	7.2%
Coupon Booklets	19.0%	14.2%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: Mississauga - Downtown Core

Household Population 18+: 81,037

FACEBOOK
70.9% currently use

Index: 91

Top Activities (Daily)

	Trade Area	Benchmark
Read news feed	34.1%	42.7%
Watch videos	20.4%	19.5%
Use Messenger	19.9%	23.4%

TWITTER
34.1% currently use

Index: 116

Top Activities (Daily)

	Trade Area	Benchmark
Read tweets	16.8%	14.2%
Watch videos	10.1%	6.4%
Tweet	7.2%	4.4%

INSTAGRAM
46.4% currently use

Index: 119

Top Activities (Daily)

	Trade Area	Benchmark
View photos/videos	10.3%	8.5%
Like photos/videos	9.0%	6.7%
Watch live videos	6.7%	3.6%

LINKEDIN
54.2% currently use

Index: 131

Top Activities (Weekly)

	Trade Area	Benchmark
Read your newsfeed	7.6%	4.7%
View a job posting	5.9%	3.9%
Search and review other profiles	5.5%	3.6%

YOUTUBE
77.1% currently use

Index: 110

Top Activities (Daily)

	Trade Area	Benchmark
Watch videos	39.4%	28.0%
Like/dislike videos	11.8%	8.1%
Watch live videos	11.1%	6.8%

SNAPCHAT
13.7% currently use

Index: 106

Top Activities (Weekly)

	Trade Area	Benchmark
Receive photos/videos	7.5%	6.6%
Send direct text messages	6.7%	5.9%
Send photos/videos	6.4%	5.7%

WHATSAPP
71.8% currently use

Index: 167

Top Activities (Daily)

	Trade Area	Benchmark
Send/receive images	11.0%	6.0%
Send/receive messages	9.4%	5.7%
Use group chats	8.4%	4.6%

Benchmark: Southern Ontario

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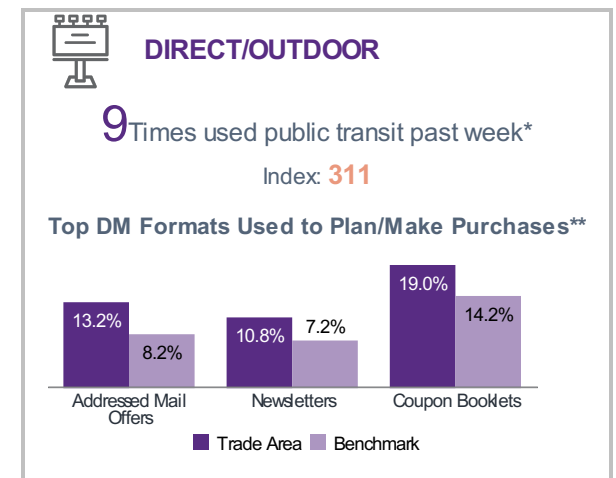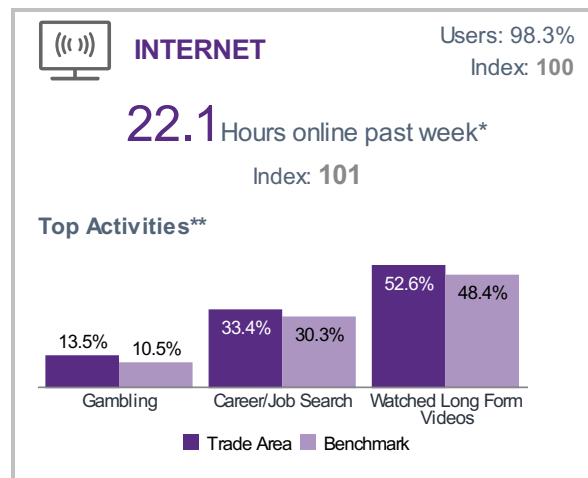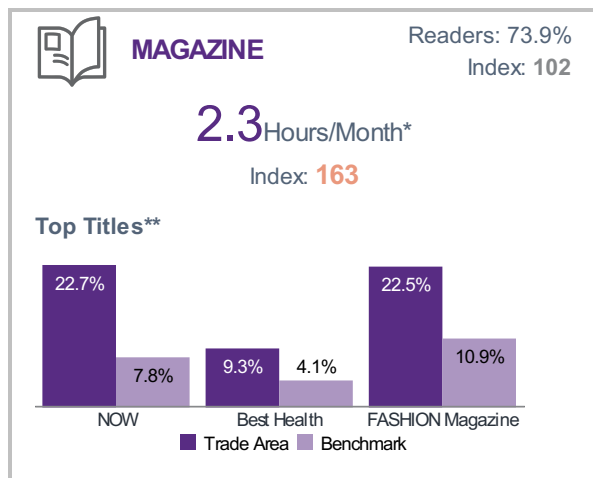(https://en.environicsanalytics.ca/Envision/About/1/2021)

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

Trade Area: Mississauga - Downtown Core

Household Population 18+: 81,037

FRIENDS IN ALL SM NETWORKS

32.2%
Index: 91

0-49 friends

FREQUENCY OF USE (DAILY)

49.1%
Index: 209

WhatsApp

BRAND INTERACTION

28.7%
Index: 83

Like brand on Facebook

NO. OF BRANDS INTERACTED

32.0%
Index: 104

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA

Reason	Trade Area	Benchmark
Learn about products & services	31.4%	28.8%
Get coupons & discounts	30.3%	29.4%
Enter contests	24.8%	25.4%
Be among first to hear news	17.0%	11.7%
Provide feedback	14.7%	11.7%
Engage with content	9.9%	8.4%
Share brand-related stories	8.7%	5.9%
Make suggestions	8.2%	5.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS ANALYTICS

Trade Area: Mississauga - Downtown Core

Total Household Population 18+: 81,037

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

% Comp **81.5**   Index **93**

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

% Comp **55.7**   Index **115**

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

% Comp **80.4**   Index **95**

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

% Comp **48.9**   Index **119**

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

% Comp **62.5**   Index **110**

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

% Comp **37.1**   Index **123**

Ranked by percent composition.

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

Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Downtown Core

Total Household Population 18+: 81,037

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
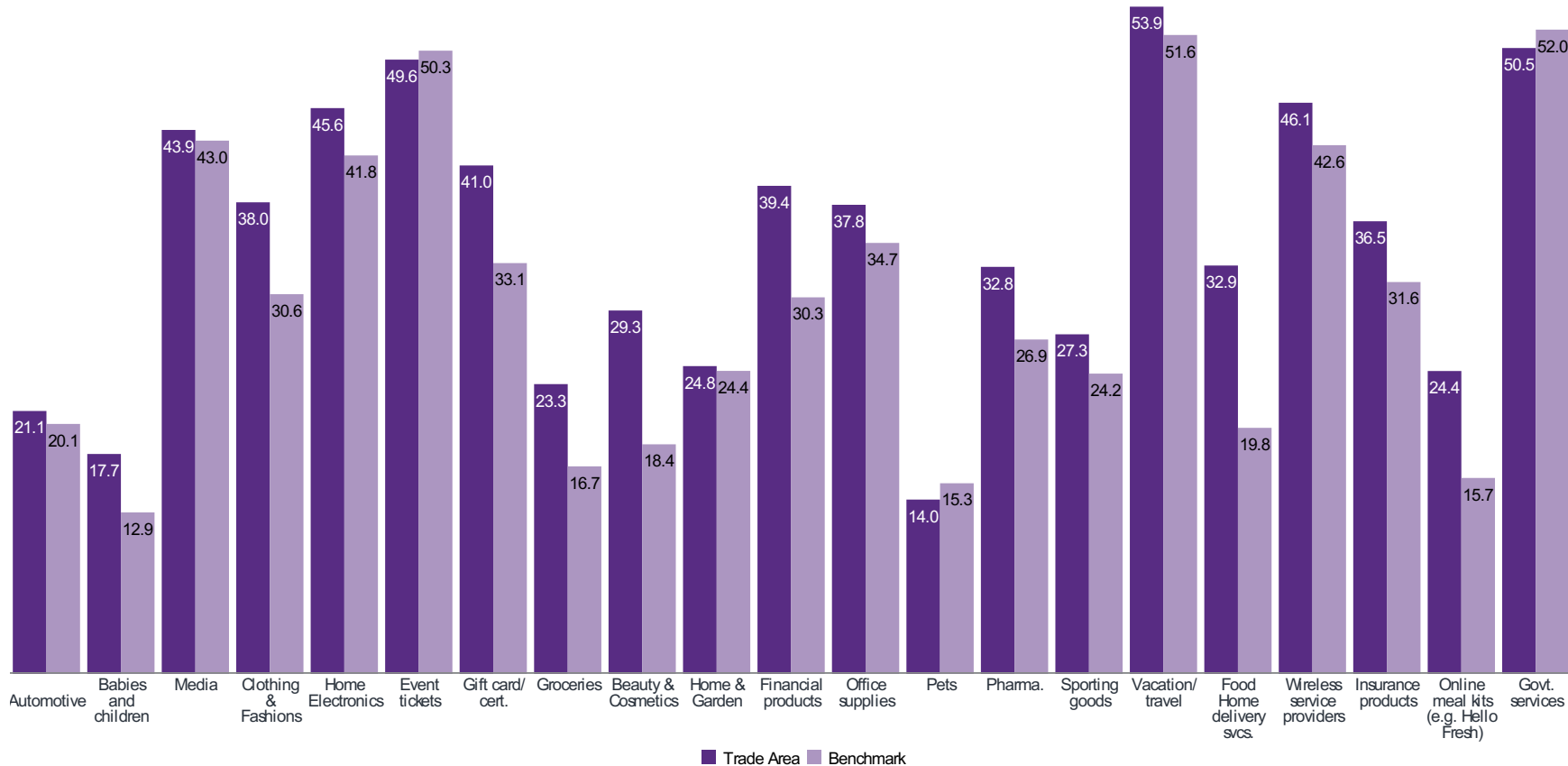
Category	Trade Area	Benchmark
Automotive	21.1	20.1
Babies and children	17.7	12.9
Media	43.9	43.0
Clothing & Fashions	38.0	30.6
Home Electronics	45.6	41.8
Event tickets	49.6	50.3
Gift card/cert.	41.0	33.1
Groceries	23.3	16.7
Beauty & Cosmetics	29.3	18.4
Home & Garden	24.8	24.4
Financial products	39.4	30.3
Office supplies	37.8	34.7
Pets	14.0	15.3
Pharma.	32.8	26.9
Sporting goods	27.3	24.2
Vacation/travel	53.9	51.6
Food Home delivery svcs.	32.9	19.8
Wireless service providers	46.1	42.6
Insurance products	36.5	31.6
Online meal kits (e.g. Hello Fresh)	24.4	15.7
Govt. services	50.5	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Mississauga - Downtown Core

Total Household Population 18+: 81,037

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	53.9% Index:88	43.7% Index:119	17.8% Index:144	4.2% Index:133
Purchase preference	64.3% Index:85	38.0% Index:124	12.6% Index:129	4.4% Index:173
Customer Service	50.0% Index:81	26.9% Index:150	8.9% Index:155	23.9% Index:110

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.9%	6.2%	13.0%	10.1%	3.8%	3.9%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

Trade Area / Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Downtown Core

Total Household Population 18+: 81,037

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	43.5% Index:87	56.0% Index:102	19.5% Index: 125	9.9% Index: 120
Purchase preference	56.7% Index: 83	45.6% Index:109	15.6% Index:141	7.7% Index: 120
Customer Service	45.9% Index:81	29.4% Index:119	10.3% Index: 139	34.5% Index: 94

AMOUNT SPENT [PST 12 MTHS]

Amount	Trade Area	Benchmark
Less than $100	4.3%	4.3%
$100-$249	8.4%	6.4%
$250-$499	7.6%	6.2%
$500-$999	5.5%	6.1%
$1000 or more	8.2%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Mississauga - Downtown Core

Total Household Population 18+: 81,037

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	35.7% Index:75	42.6% Index:121	14.4% Index:131	4.9% Index:139
Purchase preference	46.3% Index:77	41.0% Index:124	12.3% Index:141	3.5% Index:114
Customer Service	33.0% Index:78	25.9% Index:126	8.9% Index:146	29.2% Index:105

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	5.9%	5.4%	9.7%	3.9%	3.1%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

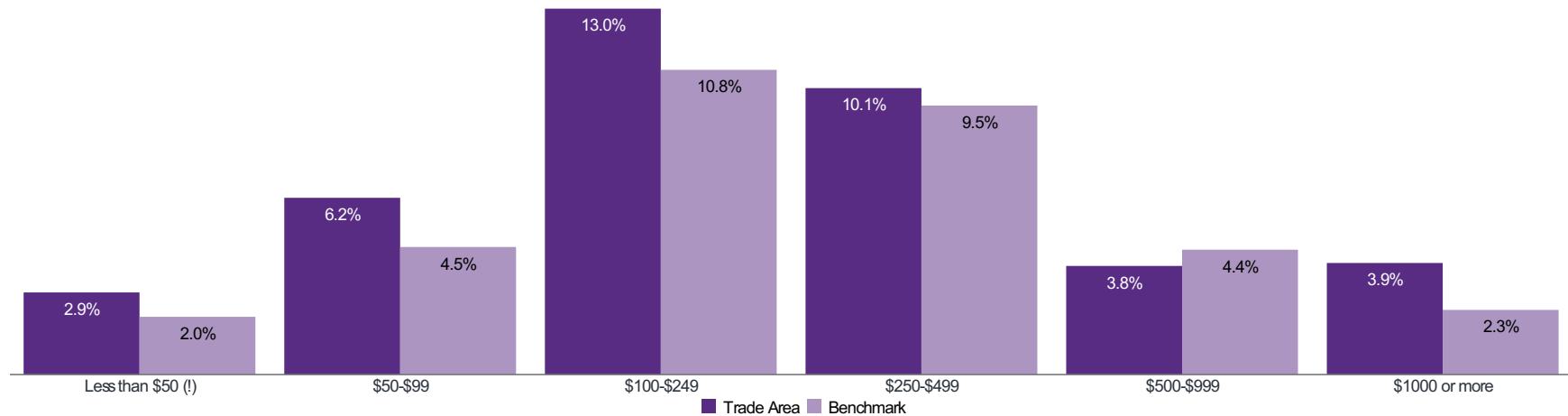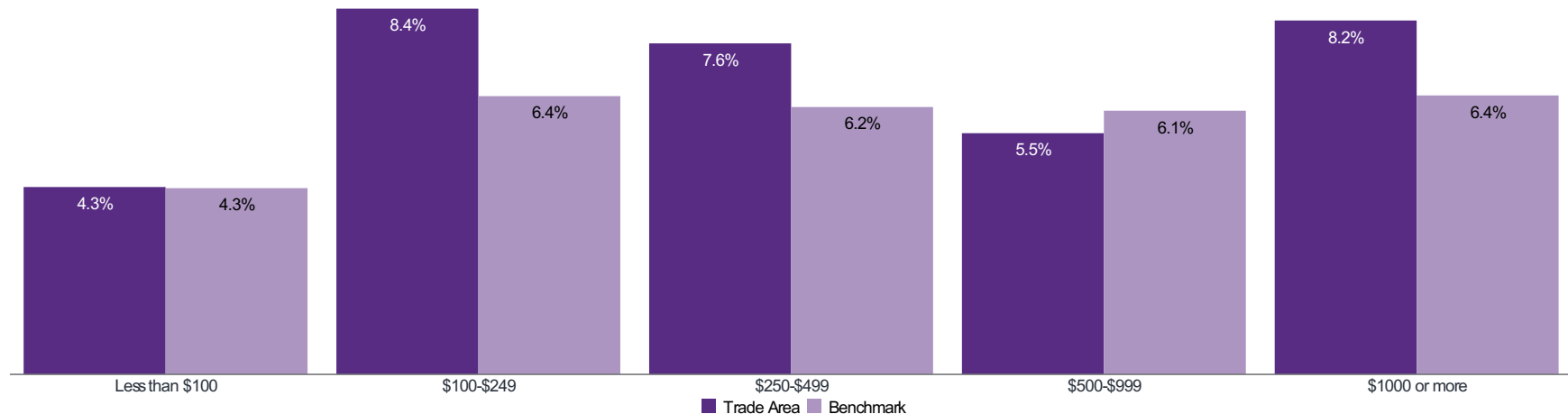| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

Trade Area: Mississauga - Downtown Core

Total Household Population 18+: 81,037

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	64.4% Index:89	29.9% Index:121	14.8% Index:133	3.3% Index:121
Purchase preference	74.2% Index:89	23.3% Index:140	10.8% Index:173	4.2% Index:171
Customer Service	59.6% Index:85	18.9% Index:164	7.8% Index:195	19.8% Index:106

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.6%	2.5%	5.0%	3.6%	3.0%	10.4%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Downtown Core

Total Household Population 18+: 81,037

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	34.9% Index:98	31.5% Index:143	13.1% Index:161	4.0% Index:143
Purchase preference	43.6% Index:94	29.3% Index:159	11.3% Index:177	4.3% Index:189
Customer Service	31.6% Index:87	20.4% Index:162	7.6% Index:174	18.1% Index:124

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.1%	6.1%	6.6%	5.1%	3.4%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive
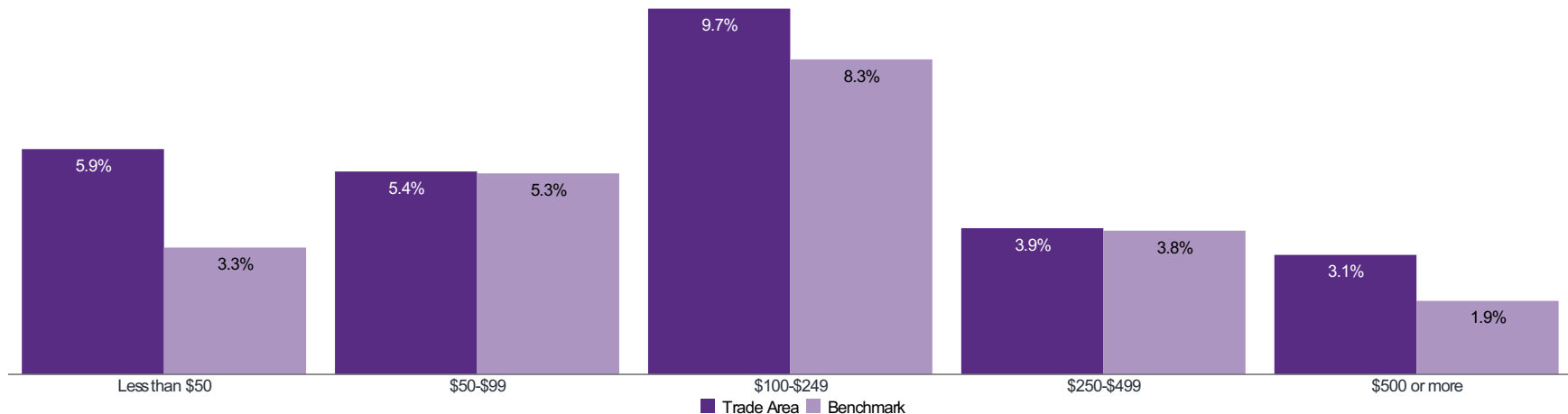
Trade Area: Mississauga - Downtown Core   **Total Household Population 18+:** 81,037

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	39.2% Index:**76**	32.9% Index:**87**	10.8% Index:**95**	5.4% Index:**93**
Purchase preference	50.5% Index:**74**	24.8% Index:**102**	9.1% Index:**130**	4.4% Index:**123**
Customer Service	40.0% Index:**74**	17.9% Index:**112**	7.4% Index:**155**	22.0% Index:**96**

AMOUNT SPENT [PST 12 MTHS]
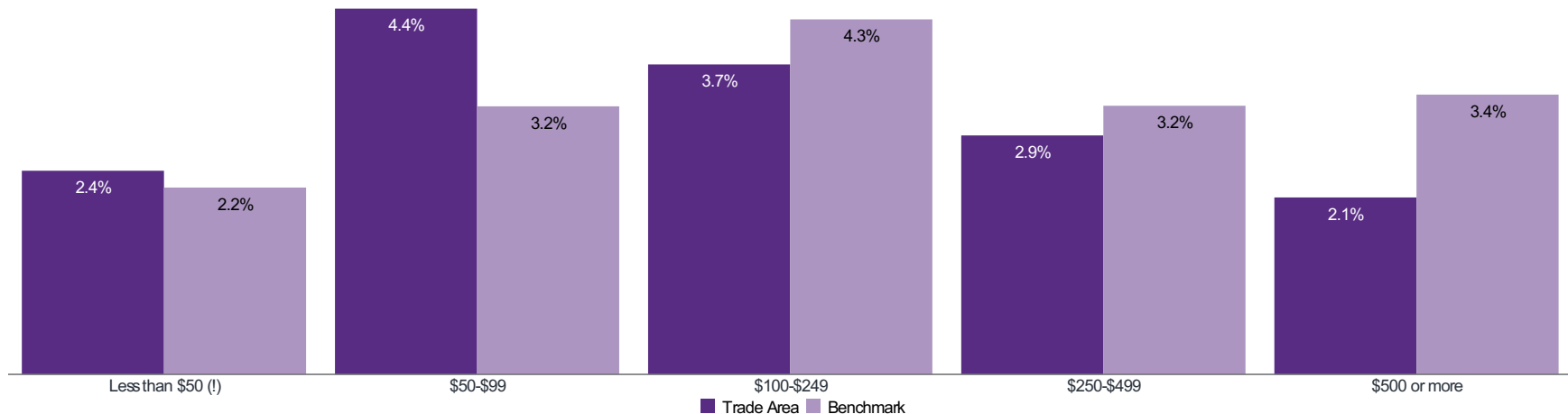
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.4%	4.4%	3.7%	2.9%	2.1%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

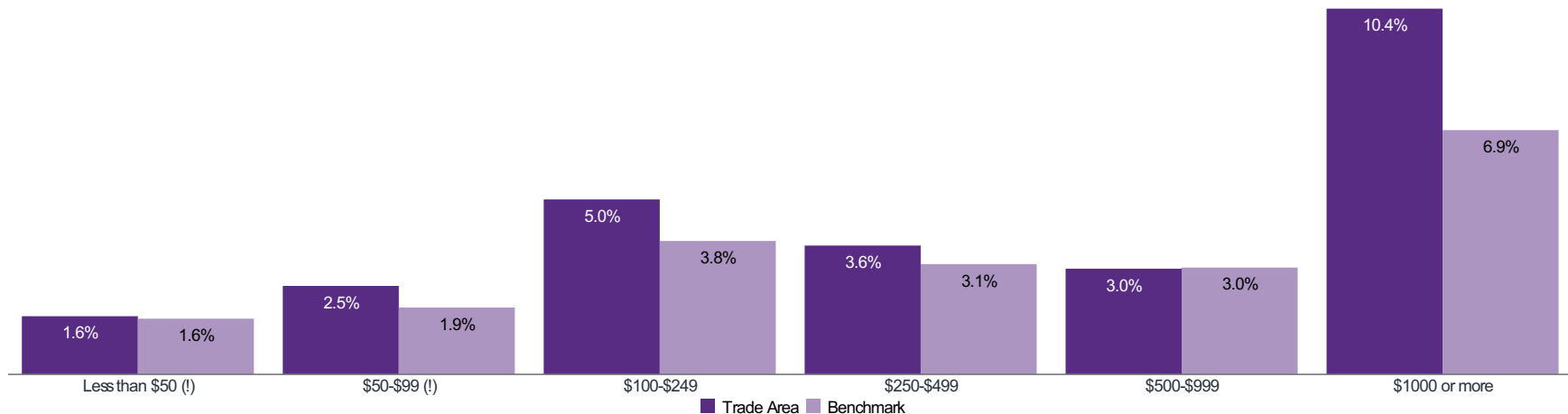# Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Mississauga - Downtown Core

Total Household Population 18+: 81,037

BEHAVIOURAL PREFERENCES BY CHANNEL

SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	32.6% Index:84	36.4% Index:113	12.4% Index:118	6.4% Index:165
Purchase preference	45.4% Index:87	27.3% Index:113	10.7% Index:142	4.8% Index:158
Customer Service	37.1% Index:89	20.6% Index:136	7.2% Index:140	21.0% Index:103

AMOUNT SPENT [PST 12 MTHS]
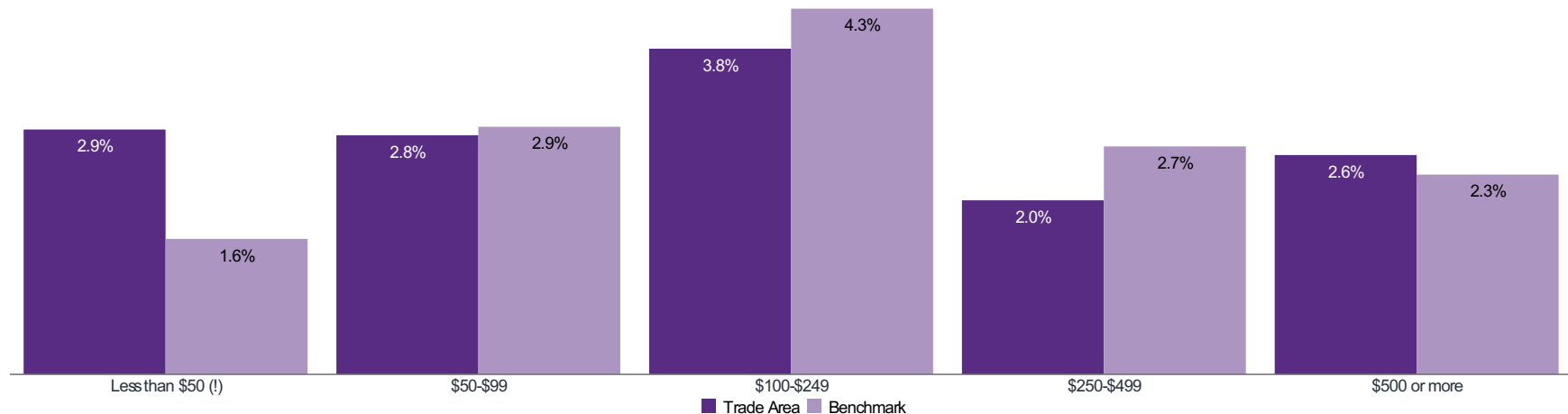
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.9%	2.8%	3.8%	2.0%	2.6%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

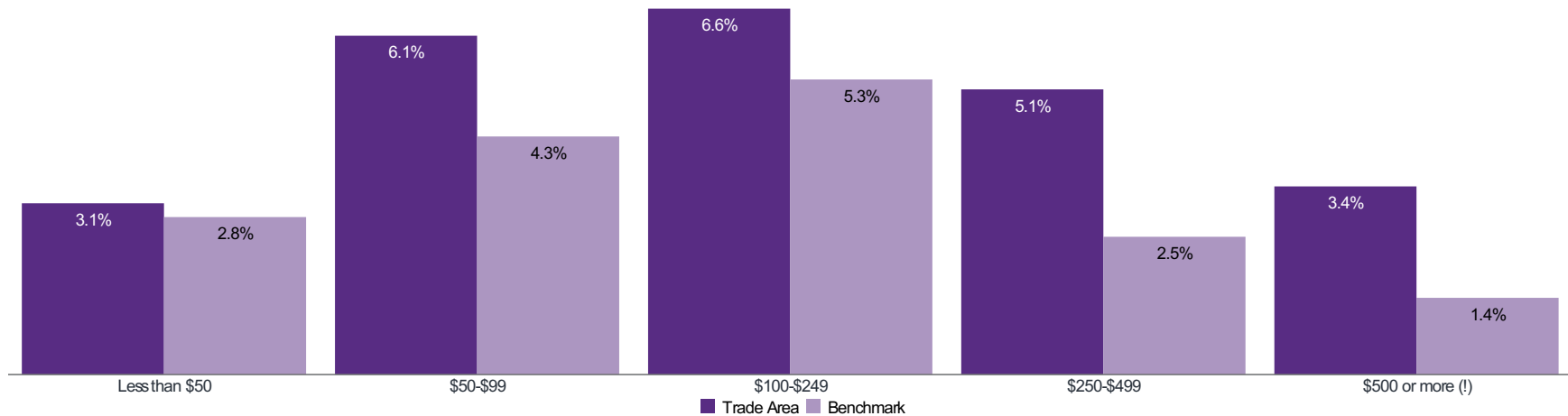**Trade Area:** Mississauga - Downtown Core

Total Household Population 18+: 81,037

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	19.3% Index:**94**	56.9% Index:**98**	20.3% Index:**135**	17.3% Index:**108**
Purchase preference	25.3% Index:**88**	53.9% Index:**104**	9.1% Index:**138**	15.9% Index:**89**
Customer Service	26.2% Index:**90**	31.5% Index:**115**	10.7% Index:**154**	41.0% Index:**94**

AMOUNT SPENT [PST 12 MTHS]
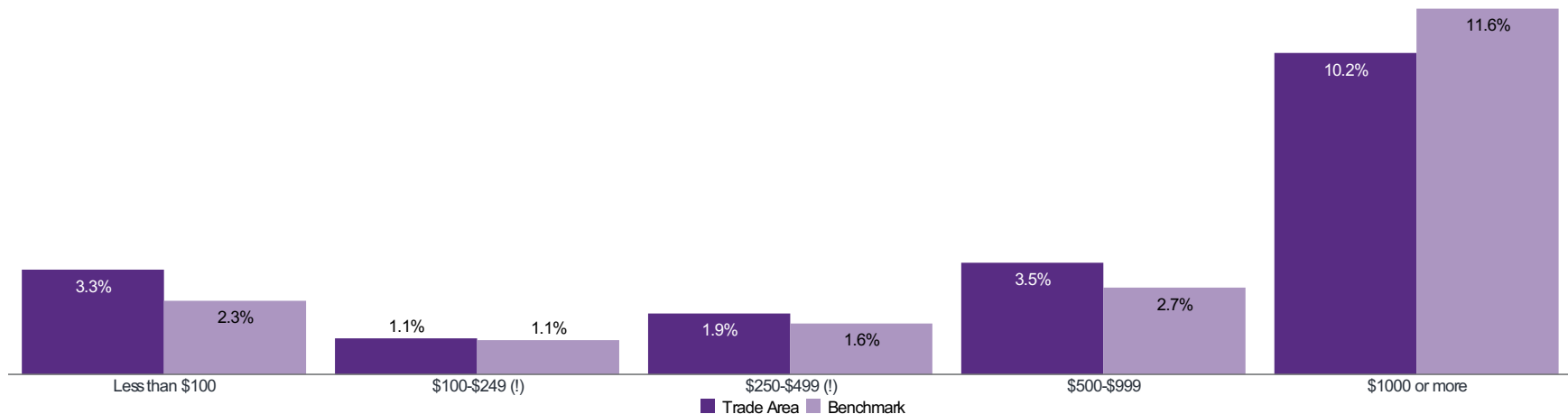
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.3%	1.1%	1.9%	3.5%	10.2%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

30

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Downtown Core

Households: 38,160

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock

64.9%

Index: 96

Has high quality fresh produce

56.6%

Index: 95

Carries food/non-food items I need

40.0%

Index: 97

Carries variety of items and services

36.4%

Index: 101

Has high quality meat department

34.2%

Index: 82

Only store that carries what I want

30.5%

Index: 101

Carries wide variety of ethnic prod.

22.3%

Index: 167

Has variety of freshly prep. foods/meals

18.7%

Index: 134

Has special section for dietary needs

16.9%

Index: 136

Carries variety of organic prod. (!)

11.5%

Index: 101

Carries selection of alcoholic bev. (^)

7.8%

Index: 205

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+

32

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Mississauga - Downtown Core

Households: 38,160

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Has extended hours
60.4% Index: **101**	**51.6%** Index: **120**	**41.7%** Index: **152**

Short checkout lines/fast checkout	Organized layout makes it easy to shop	Has self-checkout
39.0% Index: **109**	**39.0%** Index: **94**	**26.8%** Index: **196**

Staff are friendly and knowledgeable	I like the store ambiance	Offers an online shopping option (!)
26.3% Index: **78**	**18.9%** Index: **95**	**12.0%** Index: **135**

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Mississauga - Downtown Core

Households: 38,160

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

70.4%
Index: **106**

Store has great sales and promotions

64.5%
Index: **96**

Store has the lowest prices overall

57.6%
Index: **99**

Store has a customer loyalty card program

39.9%
Index: **80**

Has loyalty prog. app and offers pers. promos

28.8%
Index: **98**

I'm loyal to their store brands

26.9%
Index: **117**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	35.8	40.2	0.8	89
Leave the store and buy it elsewhere	32.5	30.9	1.0	105
Purchase another brand	20.7	21.2	0.9	97
Purchase another size or variety of the same brand (!)	11.0	7.7	1.4	143

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

34

Main Street Visitors

2019 Mississauga - Downtown Core 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%	1,956,220	100%	10.13%	100	1,966,557	100%	10.19%	100	1,641,355	100%	8.50%	100	1,699,924	100%	8.81%	100	2,789,159	100%	14.45%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	403,205	20.61%	15.70%	155	408,406	20.77%	15.90%	156	331,423	20.19%	12.90%	152	332,732	19.57%	12.95%	147	614,490	22.03%	23.92%	166
3521005	Mississauga, ON (CY)	642,951	3.33%	416,428	21.29%	64.77%	639	410,042	20.85%	63.78%	626	398,140	24.26%	61.92%	728	389,309	22.90%	60.55%	688	471,370	16.90%	73.31%	507
3521010	Brampton, ON (CY)	596,084	3.09%	294,158	15.04%	49.35%	487	293,705	14.93%	49.27%	484	242,654	14.78%	40.71%	479	258,712	15.22%	43.40%	493	361,390	12.96%	60.63%	420
3525005	Hamilton, ON (C)	483,265	2.50%	105,535	5.39%	21.84%	215	111,342	5.66%	23.04%	226	85,786	5.23%	17.75%	209	91,181	5.36%	18.87%	214	159,674	5.72%	33.04%	229
3524001	Oakville, ON (T)	174,424	0.90%	82,086	4.20%	47.06%	464	78,284	3.98%	44.88%	441	77,407	4.72%	44.38%	522	76,747	4.51%	44.00%	500	103,973	3.73%	59.61%	413
3519028	Vaughan, ON (CY)	264,447	1.37%	54,756	2.80%	20.71%	204	52,701	2.68%	19.93%	196	39,993	2.44%	15.12%	178	46,866	2.76%	17.72%	201	80,315	2.88%	30.37%	210
3524002	Burlington, ON (CY)	163,747	0.85%	55,917	2.86%	34.15%	337	54,431	2.77%	33.24%	326	46,587	2.84%	28.45%	335	49,999	2.94%	30.53%	347	76,691	2.75%	46.84%	324
3519036	Markham, ON (CY)	301,247	1.56%	45,722	2.34%	15.18%	150	45,189	2.30%	15.00%	147	34,510	2.10%	11.46%	135	35,594	2.09%	11.82%	134	71,591	2.57%	23.76%	164
3524009	Milton, ON (T)	106,330	0.55%	44,906	2.30%	42.23%	417	44,120	2.24%	41.49%	407	42,029	2.56%	39.53%	465	42,664	2.51%	40.12%	456	58,515	2.10%	55.03%	381
3519038	Richmond Hill, ON (T)	181,750	0.94%	24,934	1.27%	13.72%	135	28,674	1.46%	15.78%	155	17,387	1.06%	9.57%	113	19,629	1.15%	10.80%	123	41,115	1.47%	22.62%	157

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

2019 Mississauga - Downtown Core 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
83,757	53,278	63.6	55,323	66.1	53,978	64.4	49,499	59.1	62,071	74.1

2019 Mississauga - Downtown Core 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	2,859,696	62,071	2.2	2,797,625	97.8

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2020 Mississauga - Downtown Core 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 #	Spring 2020 % of Total	Spring 2020 % Pen	Spring 2020 Index	Summer 2020 #	Summer 2020 % of Total	Summer 2020 % Pen	Summer 2020 Index	Fall 2020 #	Fall 2020 % of Total	Fall 2020 % Pen	Fall 2020 Index	Winter 2020 #	Winter 2020 % of Total	Winter 2020 % Pen	Winter 2020 Index	Full Year 2020 #	Full Year 2020 % of Total	Full Year 2020 % Pen	Full Year 2020 Index
	Total	19,302,713	881,330	100%	4.57%	100	1,457,454	100%	7.55%	100	1,234,915	100%	6.40%	100	1,465,829	100%	7.59%	100	2,110,452	100%	10.93%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	292,527	33.19%	45.50%	996	397,884	27.30%	61.88%	820	365,720	29.62%	56.88%	889	416,787	28.43%	64.82%	854	471,549	22.34%	73.34%	671
3520005	Toronto, ON (C)	2,568,898	13.31%	157,753	17.90%	6.14%	134	280,244	19.23%	10.91%	144	237,653	19.24%	9.25%	145	277,374	18.92%	10.80%	142	446,875	21.17%	17.40%	159
3521010	Brampton, ON (CY)	596,084	3.09%	121,572	13.79%	20.40%	447	209,388	14.37%	35.13%	465	183,130	14.83%	30.72%	480	193,975	13.23%	32.54%	429	271,838	12.88%	45.60%	417
3525005	Hamilton, ON (C)	483,265	2.50%	43,667	4.95%	9.04%	198	72,103	4.95%	14.92%	198	55,633	4.51%	11.51%	180	77,695	5.30%	16.08%	212	115,938	5.49%	23.99%	219
3524001	Oakville, ON (T)	174,424	0.90%	39,852	4.52%	22.85%	500	71,279	4.89%	40.87%	541	62,702	5.08%	35.95%	562	74,852	5.11%	42.91%	565	94,969	4.50%	54.45%	498
3524002	Burlington, ON (CY)	163,747	0.85%	24,336	2.76%	14.86%	325	38,845	2.67%	23.72%	314	31,434	2.55%	19.20%	300	41,533	2.83%	25.36%	334	58,933	2.79%	35.99%	329
3519028	Vaughan, ON (CY)	264,447	1.37%	17,674	2.01%	6.68%	146	35,496	2.44%	13.42%	178	30,174	2.44%	11.41%	178	32,965	2.25%	12.47%	164	57,336	2.72%	21.68%	198
3524009	Milton, ON (T)	106,330	0.55%	17,243	1.96%	16.22%	355	34,101	2.34%	32.07%	425	28,039	2.27%	26.37%	412	38,740	2.64%	36.43%	480	50,446	2.39%	47.44%	434
3519036	Markham, ON (CY)	301,247	1.56%	12,014	1.36%	3.99%	87	25,981	1.78%	8.62%	114	20,886	1.69%	6.93%	108	24,905	1.70%	8.27%	109	43,163	2.05%	14.33%	131
3519038	Richmond Hill, ON (T)	181,750	0.94%	8,408	0.95%	4.63%	101	18,006	1.24%	9.91%	131	12,822	1.04%	7.05%	110	16,242	1.11%	8.94%	118	29,704	1.41%	16.34%	149

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

2020 Mississauga - Downtown Core Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors #	Spring 2020 Visitors % Pen	Summer 2020 Visitors #	Summer 2020 Visitors % Pen	Fall 2020 Visitors #	Fall 2020 Visitors % Pen	Winter 2020 Visitors #	Winter 2020 Visitors % Pen	Full Year 2020 Visitors #	Full Year 2020 Visitors % Pen
83,757	52,739	63.0	50,778	60.6	50,135	59.9	57,784	69.0	65,624	78.4

2020 Mississauga - Downtown Core 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	2,140,551	65,624	3.1	2,074,928	96.9

2021 Mississauga - Downtown Core 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%	1,035,264	100%	5.36%	100	2,088,596	100%	10.82%	100	2,042,644	100%	10.58%	100	1,219,429	100%	6.32%	100	2,548,970	100%	13.21%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	199,043	19.23%	7.75%	144	441,465	21.14%	17.19%	159	404,457	19.80%	15.74%	149	230,865	18.93%	8.99%	142	563,635	22.11%	21.94%	166
3521005	Mississauga, ON (CY)	642,951	3.33%	314,087	30.34%	48.85%	911	447,987	21.45%	69.68%	644	456,054	22.33%	70.93%	670	363,906	29.84%	56.60%	896	469,350	18.41%	73.00%	553
3521010	Brampton, ON (CY)	596,084	3.09%	155,674	15.04%	26.12%	487	279,345	13.37%	46.86%	433	275,319	13.48%	46.19%	436	186,067	15.26%	31.21%	494	309,861	12.16%	51.98%	394
3525005	Hamilton, ON (C)	483,265	2.50%	48,588	4.69%	10.05%	187	111,848	5.36%	23.14%	214	112,541	5.51%	23.29%	220	55,072	4.52%	11.40%	180	142,360	5.59%	29.46%	223
3524001	Oakville, ON (T)	174,424	0.90%	50,422	4.87%	28.91%	539	104,489	5.00%	59.91%	554	109,957	5.38%	63.04%	596	61,714	5.06%	35.38%	560	112,301	4.41%	64.38%	488
3519028	Vaughan, ON (CY)	264,447	1.37%	29,148	2.82%	11.02%	206	55,654	2.66%	21.05%	195	54,163	2.65%	20.48%	194	28,581	2.34%	10.81%	171	79,224	3.11%	29.96%	227
3524002	Burlington, ON (CY)	163,747	0.85%	25,206	2.43%	15.39%	287	62,927	3.01%	38.43%	355	61,811	3.03%	37.75%	357	31,271	2.56%	19.10%	302	73,115	2.87%	44.65%	338
3519036	Markham, ON (CY)	301,247	1.56%	17,233	1.66%	5.72%	107	43,738	2.09%	14.52%	134	40,468	1.98%	13.43%	127	17,808	1.46%	5.91%	94	58,418	2.29%	19.39%	147
3524009	Milton, ON (T)	106,330	0.55%	20,796	2.01%	19.56%	365	47,928	2.29%	45.07%	417	51,453	2.52%	48.39%	457	26,283	2.16%	24.72%	391	56,533	2.22%	53.17%	403
3519038	Richmond Hill, ON (T)	181,750	0.94%	10,876	1.05%	5.98%	112	28,768	1.38%	15.83%	146	27,816	1.36%	15.30%	145	12,602	1.03%	6.93%	110	39,246	1.54%	21.59%	164

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

2021 Mississauga - Downtown Core 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
83,757	48,023	57.3	51,577	61.6	52,179	62.3	51,013	60.9	57,987	69.2

2021 Mississauga - Downtown Core 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	2,614,408	57,987	2.2	2,556,421	97.8

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Top 5 segments represent **42.4%** of customers in Southern Ontario

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15 SOUTH ASIAN ENTERPRISE

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

Rank:	1
Customers:	284,355
Customers %:	15.42
% in Benchmark:	5.70
Index:	**271**

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

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08 MULTICULTURE-ISH

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

Rank:	2
Customers:	198,139
Customers %:	10.75
% in Benchmark:	5.13
Index:	**210**

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

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18 MULTICULTURAL CORNERS

F1 UPSCALE URBAN FRINGE — LARGE DIVERSE FAMILIES F2
Diverse, upper-middle-income city families
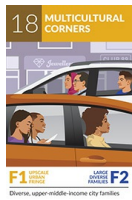
Rank:	3
Customers:	101,089
Customers %:	5.48
% in Benchmark:	3.74
Index:	**147**

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.

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31 METRO MELTING POT

F3 MIDSCALE URBAN FRINGE — MIDDLE-AGE FAMILIES F3
Diverse, middle-income city dwellers

Rank:	4
Customers:	100,680
Customers %:	5.46
% in Benchmark:	2.06
Index:	**265**

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

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05 FIRST-CLASS FAMILIES

S1 SUBURBAN ELITE — LARGE DIVERSE FAMILIES F2
Large, well-off suburban families

Rank:	5
Customers:	97,906
Customers %:	5.31
% in Benchmark:	4.13
Index:	**129**

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.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+