

Community Profile: Mississauga – Port Credit BIA

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

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

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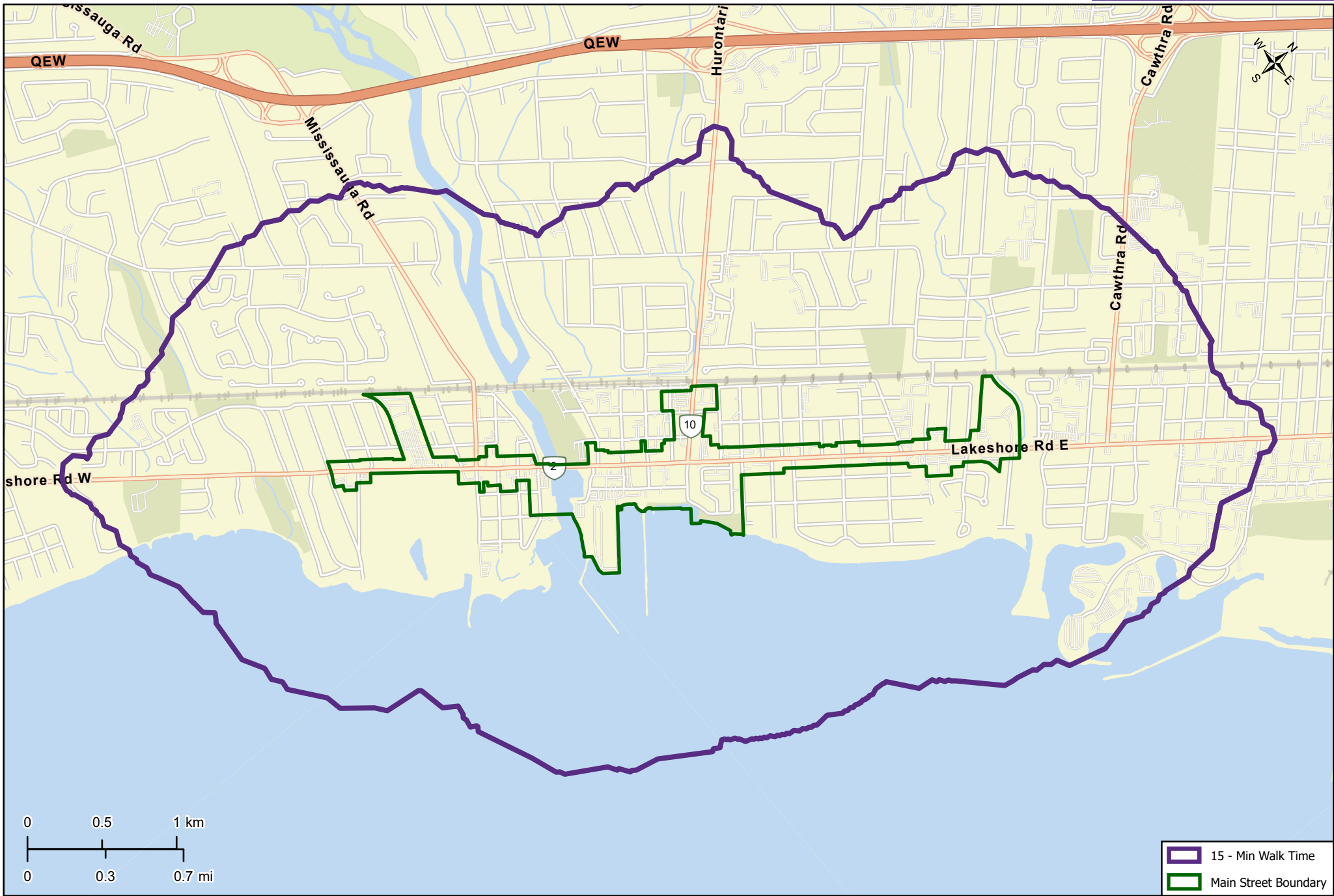
Confidential

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 - Port Credit BIA
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Mississauga - Port Credit BIA

POPULATION

27,430

HOUSEHOLDS

11,960

MEDIAN MAINTAINER AGE

54

Index: 100

MARITAL STATUS



51.7%

Index: 89

Married/Common-Law

FAMILY STATUS*

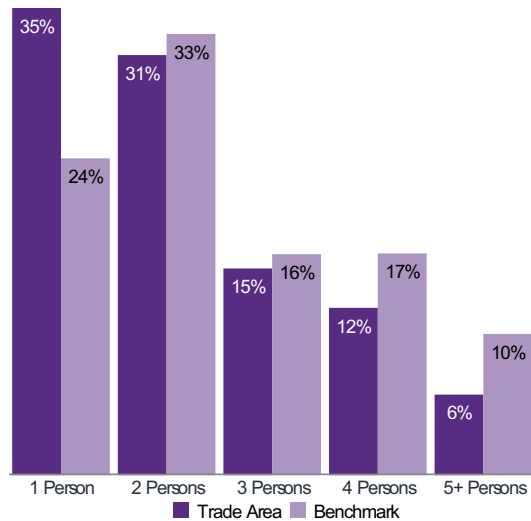


19.0%

Index: 120

Total Lone-Parent Families

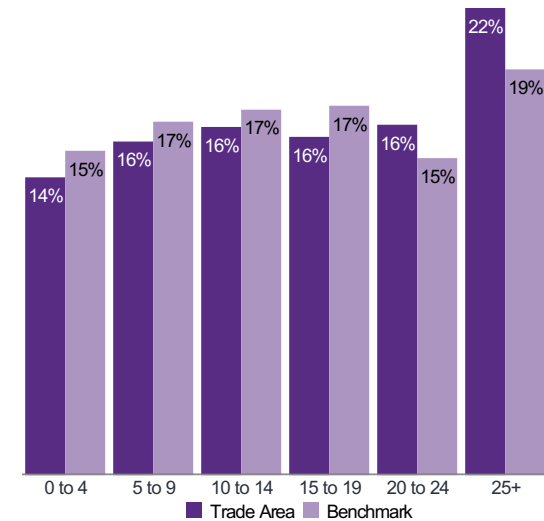
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	1,167	4.3	84
5 to 9	1,226	4.5	83
10 to 14	1,293	4.7	83
15 to 19	1,270	4.6	78
20 to 24	1,654	6.0	90
25 to 29	1,909	7.0	99
30 to 34	1,902	6.9	104
35 to 39	1,814	6.6	102
40 to 44	1,815	6.6	107
45 to 49	1,867	6.8	108
50 to 54	2,078	7.6	116
55 to 59	2,285	8.3	115
60 to 64	2,025	7.4	110
65 to 69	1,571	5.7	101
70 to 74	1,333	4.9	102
75 to 79	864	3.1	95
80 to 84	646	2.4	108
85+	711	2.6	117

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

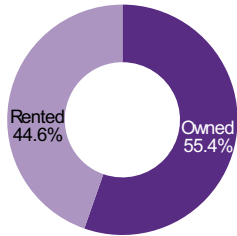
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Demographics | Housing & Income

Trade Area: Mississauga - Port Credit BIA

Population: 27,430 | Households: 11,960

TENURE



STRUCTURE TYPE



47.4%
Index: **61**



52.4%
Index: **237**

AGE OF HOUSING*

40 - 59 Years Old
% Comp: **38.8** Index: **158**

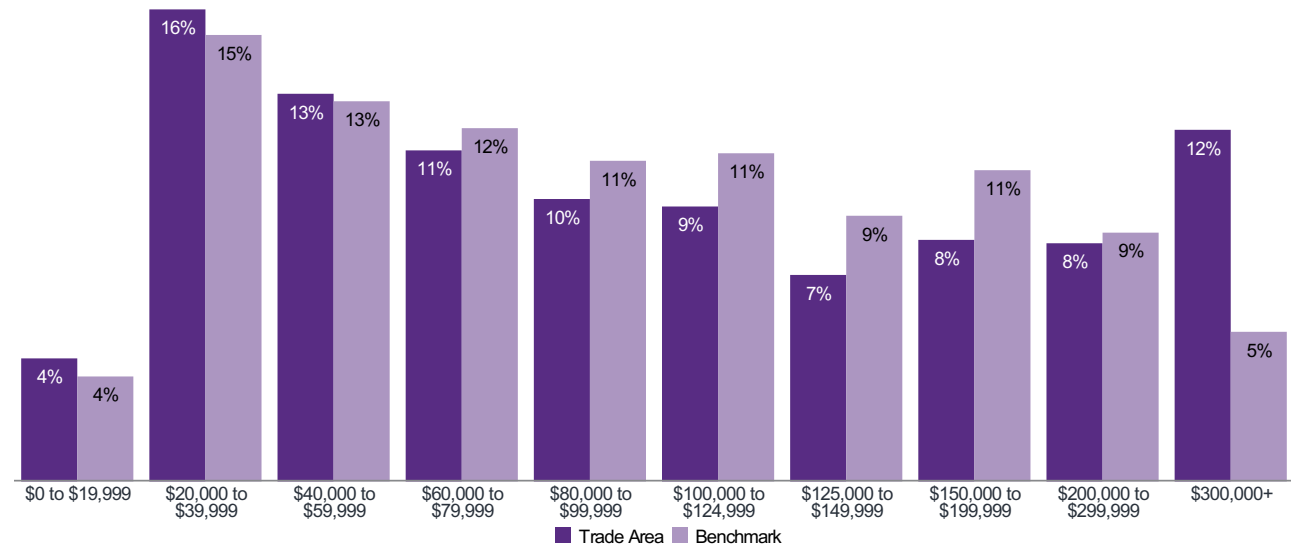
AVERAGE HOUSEHOLD INCOME



\$143,800

Index: **125**

HOUSEHOLD INCOME DISTRIBUTION



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Demographics | Education & Employment

Trade Area: Mississauga - Port Credit BIA

Population: 27,430 | Households: 11,960

EDUCATION



35.9%

Index:135

University Degree

LABOUR FORCE PARTICIPATION



68.9%

Index:106

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



33.5%

Index:92

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

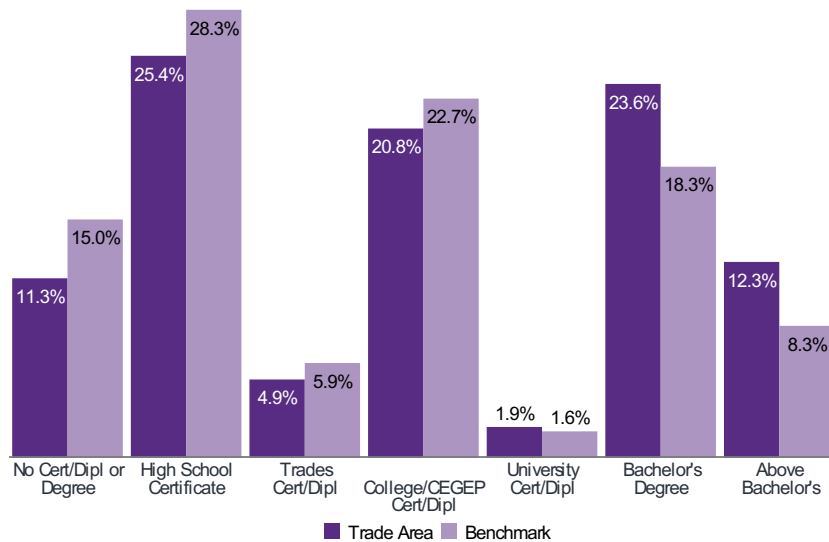


9.9%

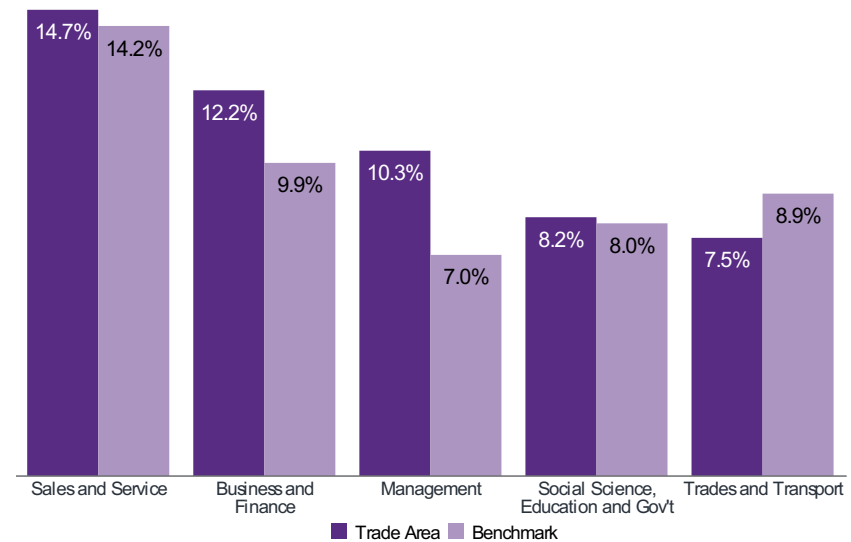
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Travel to work by **Public Transit**

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 - Port Credit BIA

Population: 27,430 | Households: 11,960

ABORIGINAL IDENTITY



1.2%

Index:51

VISIBLE MINORITY PRESENCE



25.8%

Index:89

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



1.8%

Index:88

No knowledge of English or French

IMMIGRATION



34.3%

Index:130

Born outside Canada

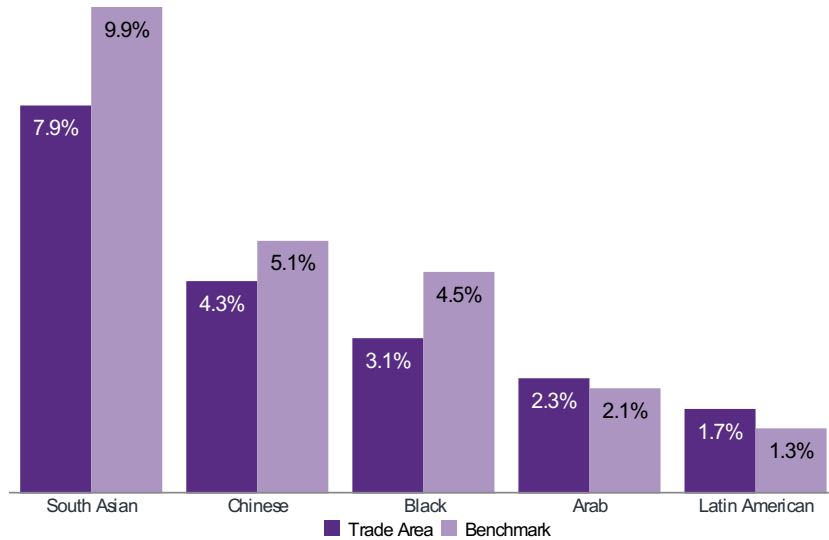
PERIOD OF IMMIGRATION*

Before 2001

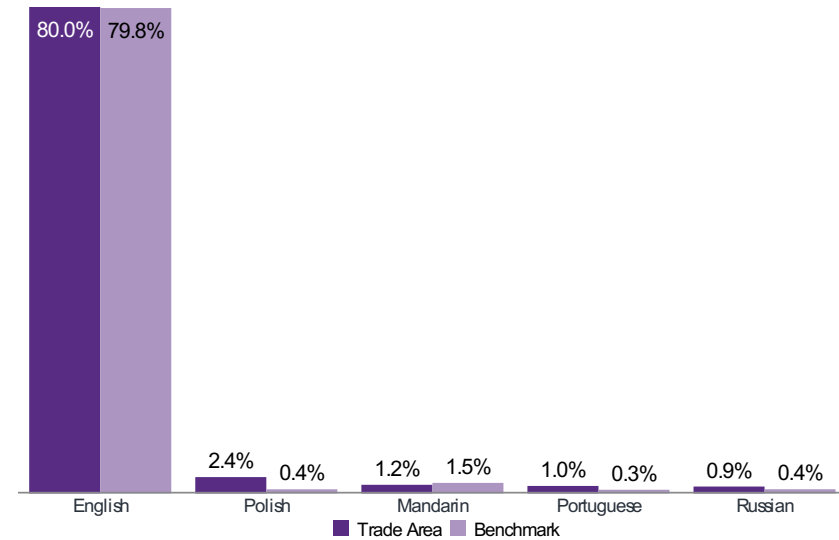
19.8%

Index:142

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Southern Ontario

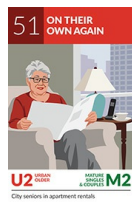
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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

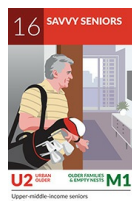
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Top 5 segments represent **60.6%** of households in Mississauga - Port Credit BIA



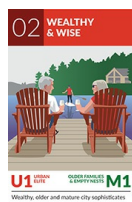
Rank:	1
Hhlds:	3,212
Hhld %:	26.86
% in Benchmark:	3.77
Index:	712

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.



Rank:	2
Hhlds:	1,322
Hhld %:	11.05
% in Benchmark:	3.11
Index:	356

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



Rank:	3
Hhlds:	1,069
Hhld %:	8.94
% in Benchmark:	1.22
Index:	731

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



Rank:	4
Hhlds:	837
Hhld %:	7.00
% in Benchmark:	0.49
Index:	1,433

The A-List is Canada's most affluent segment, an urban sanctuary filled with very wealthy couples and families living in stately homes. With household incomes topping a half-million dollars—more than five times the national average—residents inhabit some of the nation's most exclusive neighbourhoods, such as Toronto's Bridal Path and Rosedale, Calgary's Upper Mount Royal and Elbow Park, and Montreal's Westmount. Here, middle-aged and older maintainers—with children ranging in age from 10 to 25—live in the lap of luxury and within an easy commute to downtown arts and entertainment venues. The adults are university educated—more than half hold bachelor's or graduate degrees—and are well compensated from executive positions in business, management, real estate and the arts. Of those in the labour force, one in four is self-employed. Most can easily afford their multi-million-dollar houses, where their garages shelter multiple imported luxury cars. Pillars of the community, The A-List residents are active philanthropists who support local charities of every stripe, and when time permits, serve as volunteers as well. As consumers, they appreciate marketing messages that appeal to their individuality (Pursuit of Originality).



Rank:	5
Hhlds:	805
Hhld %:	6.73
% in Benchmark:	2.06
Index:	328

One of the largest segments, Friends & Roomies attracts mostly young singles and single-parent families to neighbourhoods in cities like Calgary, Edmonton, Winnipeg and Victoria. More than a third of maintainers are younger than 35, more than half under 44. A majority of the households contain single, divorced or separated individuals. With mixed educational achievement—from high school to university degrees—members hold a variety of predominantly service sector and white-collar jobs. Incomes are below average, and over three-quarters are renters, mostly in low-rise units. In this transitional segment, more than 60 percent of Friends & Roomies households moved in the past five years. Today, nearly 40 percent of the population are first-generation Canadians, typically black, Filipino and South Asian immigrants who identify as visible minorities. These young people are able to turn modest incomes into active social lives, enjoying bars, nightclubs and community theatres at high rates. And many like to shop—especially online—for video games, movies and music. In their diverse neighbourhoods, they enjoy Culture Sampling, incorporating the cultural influences of other groups into their lives.

Trade Area: Mississauga - Port Credit BIA

Strong Values

Values	Index
Ecological Concern	117
Primacy of Environmental Protection	114
Culture Sampling	113
Introspection & Empathy	113
Vitality	113
Flexible Families	111
Duty	110
Ecological Lifestyle	110
Effort Toward Health	110
Emotional Control	110

Weak Values

Values	Index
Attraction to Nature	79
Acceptance of Violence	81
Utilitarian Consumerism	84
Sexism	85
Patriarchy	87
Primacy of the Family	87
Confidence in Small Business	88
Personal Optimism	89
Technology Anxiety	89
Anomie-Aimlessness	90

Descriptions | Top 3 Strong Values

Ecological Concern

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

Primacy of Environmental Protection

People strong on this construct prioritize protection of the environment over economic advancement and job creation that could threaten the environment.

Culture Sampling

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

Descriptions | Top 3 Weak Values

Attraction to Nature

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

Acceptance of Violence

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

Utilitarian Consumerism

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

Benchmark: Ontario

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

Financial | WealthScapes Overview

Trade Area: Mississauga - Port Credit BIA

WealthScapes Households: 11,986

INCOME*

Household Income

\$ 145,020

Index: **125**

Household Disposable Income

\$ 106,214

Index: **116**

Household Discretionary Income

\$ 76,323

Index: **118**

Annual RRSP Contributions

\$ 5,179

Index: **145**

WEALTH*



Net Worth

% Holders

99.6% Index: **100**

Balance

\$1,176,088

Index: **160**

ASSETS*



Savings

% Holders

95.2% Index: **100**

Balance

\$121,722

Index: **159**



Investments

% Holders

63.5% Index: **106**

Balance

\$591,205

Index: **175**



Unlisted Shares

% Holders

16.5% Index: **133**

Balance

\$618,535

Index: **194**



Real Estate

% Holders

58.3% Index: **77**

Balance

\$1,239,023

Index: **165**



Liquid Assets

% Holders

98.3% Index: **100**

Balance

\$588,122

Index: **178**

DEBT*



Consumer Debt

% Holders

91.1% Index: **100**

Balance

\$77,028

Index: **116**



Mortgage Debt

% Holders

34.4% Index: **74**

Balance

\$469,114

Index: **157**

FINANCIAL RATIO



Debt:Asset

% Holders

0.17% Index: **78**

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+

FINANCIAL RATIOS*



Debt: Asset

0.17

Index: **78**



Debt: Liquid Assets

0.40

Index: **65**



Consumer Debt - Discr. Income

0.92

Index: **98**



Savings - Investments

0.54

Index: **90**



Pension - Non-Pension Assets

0.13

Index: **59**



Real Estate Assets - Liq. Assets

1.25

Index: **71**



Mortgage - Real Estate Assets

0.22

Index: **92**



Mortgage - Consumer Debt

2.30

Index: **100**

Benchmark: Southern Ontario

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

Trade Area: Mississauga - Port Credit BIA

Households: 11,960

Total Aggregate Current Consumption: \$1,110,317,946

Average Current Consumption

\$92,836

Index **114**

Average Household Income










\$143,182

Index **124**

Average Disposable Income

\$103,326

Index **115**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$24,762 Index: 118</p> <p>Pct. of Total Expenditure: 26.7% Index: 104</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$13,783 Index: 108</p> <p>Pct. of Total Expenditure: 14.8% Index: 95</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$13,692 Index: 99</p> <p>Pct. of Total Expenditure: 14.7% Index: 88</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$6,606 Index: 115</p> <p>Pct. of Total Expenditure: 7.1% Index: 101</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$6,002 Index: 110</p> <p>Pct. of Total Expenditure: 6.5% Index: 97</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$5,626 Index: 118</p> <p>Pct. of Total Expenditure: 6.1% Index: 104</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$4,682 Index: 117</p> <p>Pct. of Total Expenditure: 5.0% Index: 103</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$4,169 Index: 126</p> <p>Pct. of Total Expenditure: 4.5% Index: 111</p>	 <p>Tobacco and Alcohol</p> <p>Avg. Dollars/Household: \$3,987 Index: 112</p> <p>Pct. of Total Expenditure: 4.3% Index: 99</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 - Port Credit BIA

Households: 11,960

Average Household Income \$143,182 Index: 124	Average Food Expenditure \$13,783 Index: 108	Average Spend on Food from Restaurants \$4,559 Index: 113	Average Spend on Food from Stores \$9,224 Index: 105
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Total Aggregate Food Expenditure: \$ 164,848,715

 <p>Bakery</p> <p>Avg. Dollars/Household: \$875 Index: 100</p> <p>Pct. of Total Expenditure: 9.5% Index: 95</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household: \$524 Index: 103</p> <p>Pct. of Total Expenditure: 5.7% Index: 98</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household: \$1,217 Index: 111</p> <p>Pct. of Total Expenditure: 13.2% Index: 105</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household: \$1,074 Index: 116</p> <p>Pct. of Total Expenditure: 11.6% Index: 110</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household: \$1,300 Index: 101</p> <p>Pct. of Total Expenditure: 14.1% Index: 96</p>	 <p>Meat</p> <p>Avg. Dollars/Household: \$1,531 Index: 97</p> <p>Pct. of Total Expenditure: 16.6% Index: 92</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household: \$413 Index: 141</p> <p>Pct. of Total Expenditure: 4.5% Index: 133</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household: \$2,290 Index: 104</p> <p>Pct. of Total Expenditure: 24.8% Index: 99</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	10.9	11.0	99
Going to restaurants, bars or night clubs	53.6	55.1	97
Having physical Contact with family and friends	58.6	57.7	102
Participating in group activities	40.6	38.7	105
Partying	16.6	15.8	105
Seeing family and friends in person	65.0	62.8	103
Entertainment			
Attending events, festivals or concerts	42.9	42.9	100
Attending sports events (excludes professional sports)	17.3	18.2	95
Attending to professional sports events or games	25.7	25.4	101
Going to the movies	46.7	45.7	102
Movement & Travel			
Driving more	16.0	16.1	100
Shopping in-store	43.8	42.9	102
Spending time outdoors	32.4	32.5	100
Travelling outside of Canada/ abroad	58.1	53.2	109
Travelling within Canada	51.2	49.9	103
Using public transit	20.1	13.7	147
Personal			
Getting back to old habits	37.5	36.2	104
Going to a salon, barber shop or spa	37.5	33.7	111
Going to the gym	25.1	22.6	111
Education/Work			
Children going back to school	18.8	20.3	93
Going back to work	17.4	17.6	99
Other			
Not Stated	0.6	0.6	102

Benchmark: Southern Ontario

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(Base used for Index calculations)

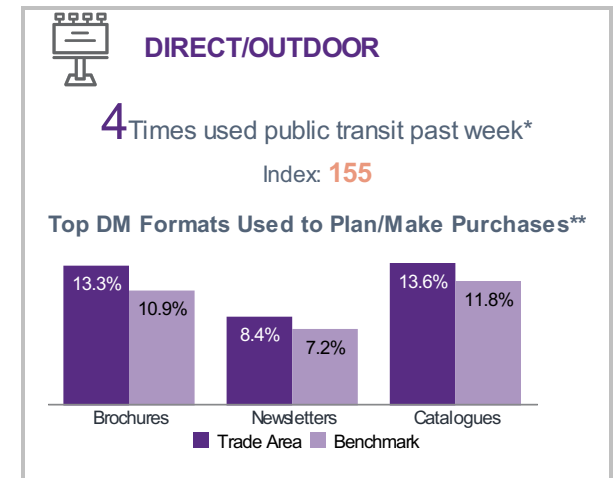
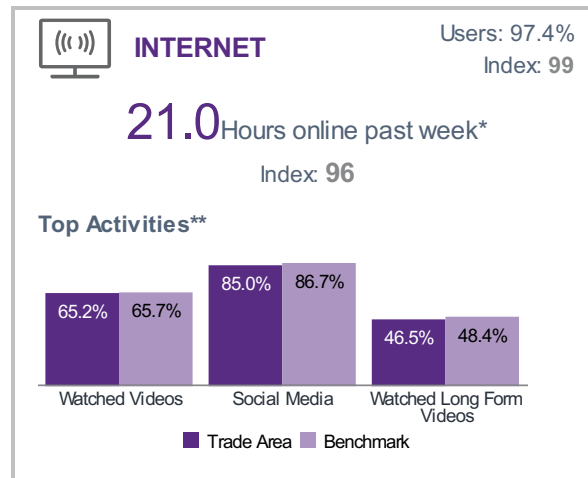
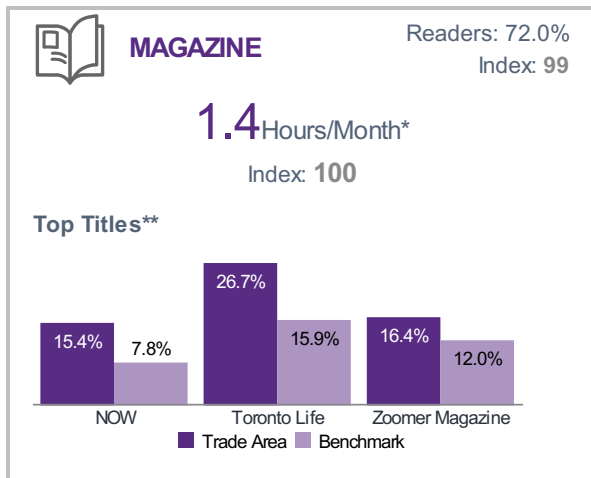
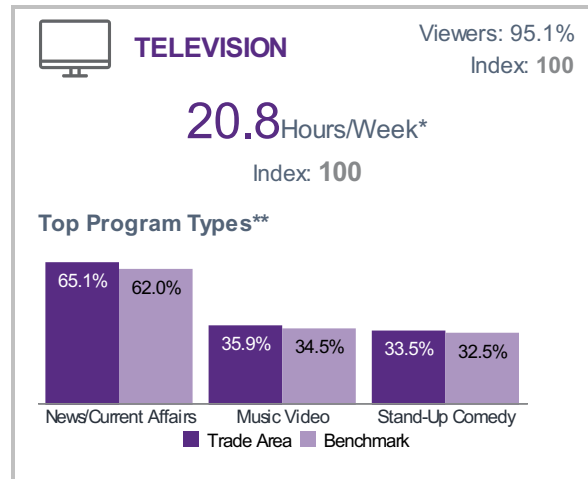
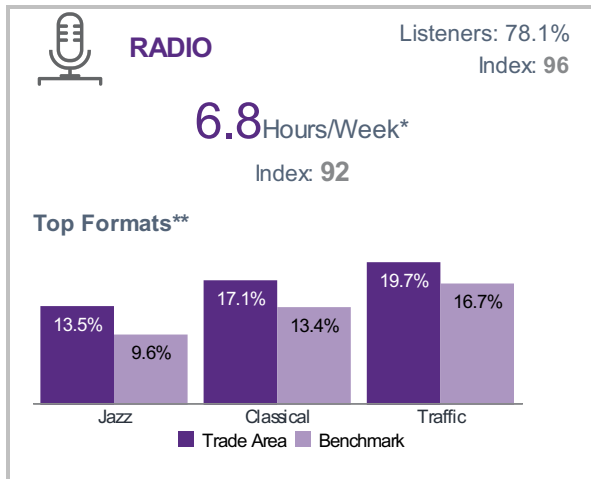
Index Colours:	<80	80 - 110	110+
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Mississauga - Port Credit BIA

Household Population 14+: 23,588



Benchmark: Southern Ontario

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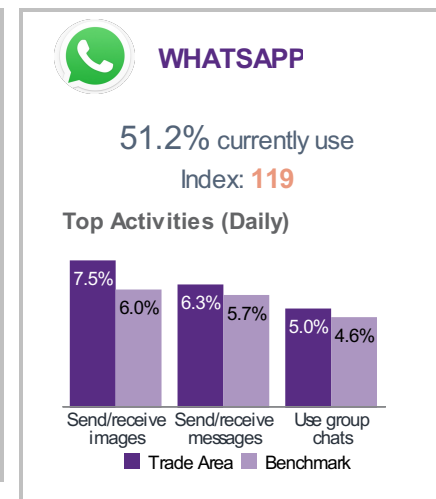
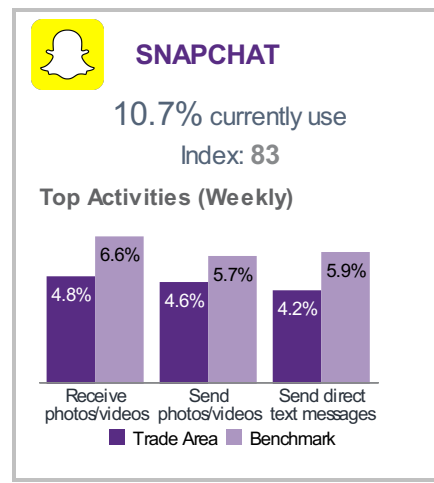
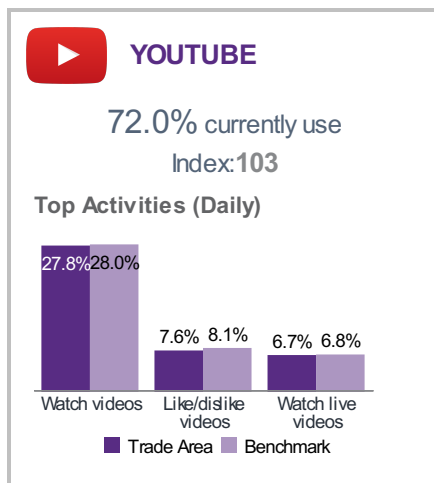
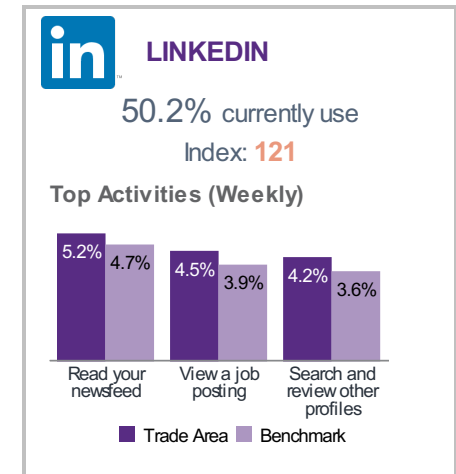
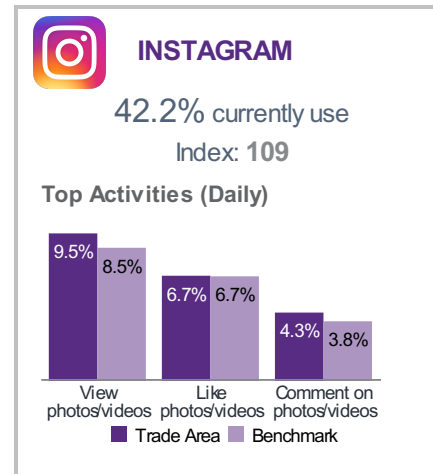
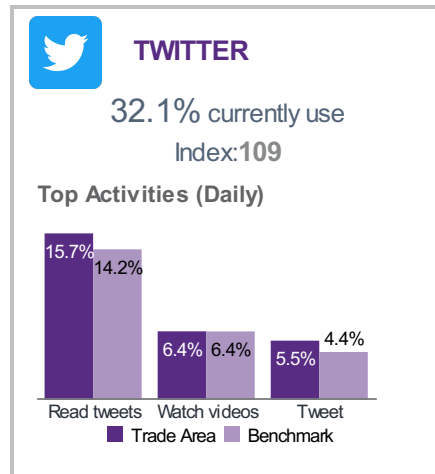
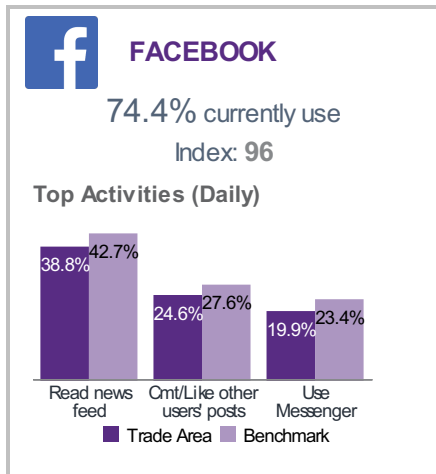
* Consumption values based to variable's incidence count.
** Chosen from index ranking with minimum 5% composition.

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

Trade Area: Mississauga - Port Credit BIA

Household Population 18+: 22,596



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 - Port Credit BIA

Household Population 18+: 22,596

FRIENDS IN ALL SM NETWORKS



0-49 friends

FREQUENCY OF USE (DAILY)



Facebook

BRAND INTERACTION



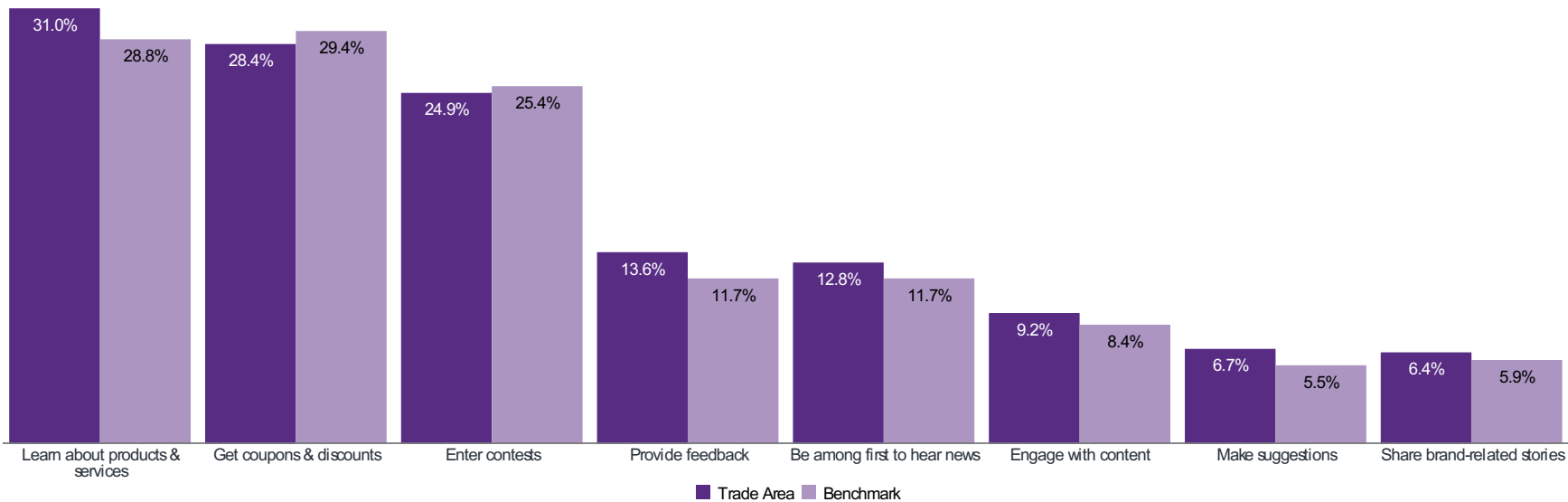
Like brand on Facebook

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



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

% Comp **88.6** Index **101**



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

% Comp **46.8** Index **96**



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

% Comp **85.0** Index **101**



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

% Comp **39.7** Index **97**



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

% Comp **56.1** Index **99**



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

% Comp **29.1** Index **97**

Benchmark: Southern Ontario

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Ranked by percent composition.

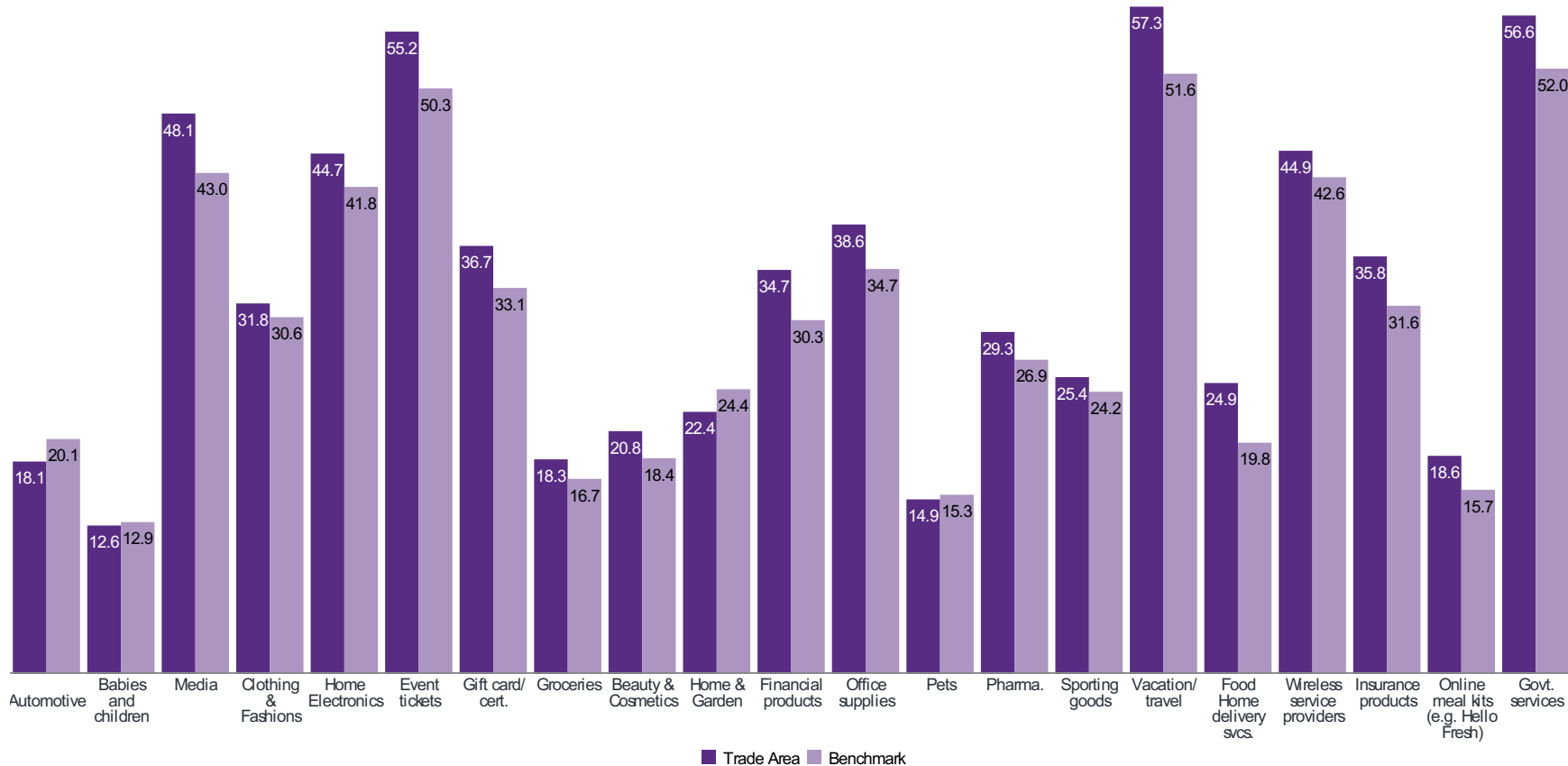
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Mississauga - Port Credit BIA

Total Household Population 18+:22,596

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

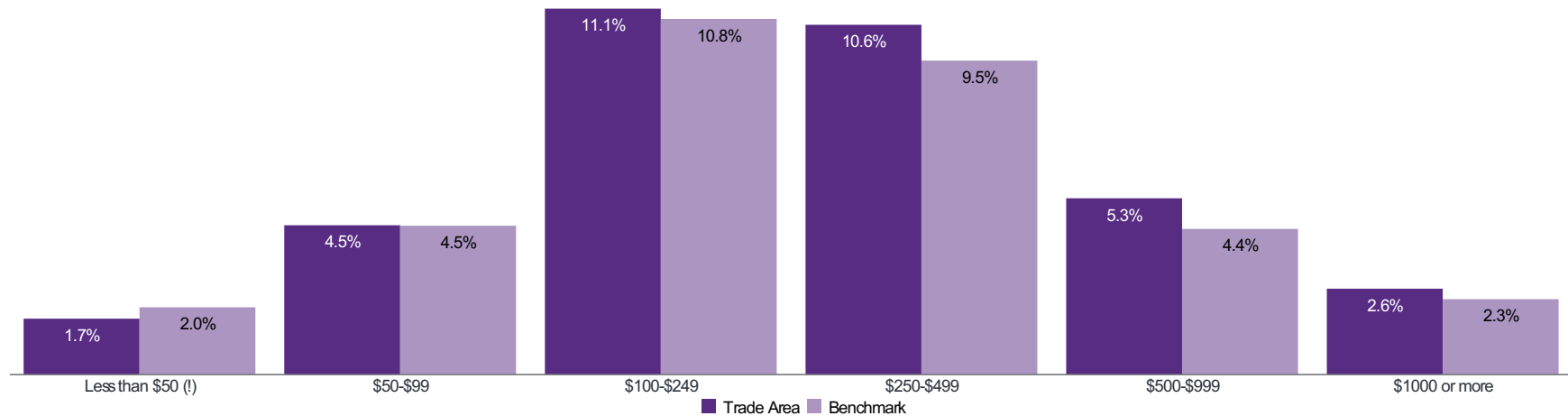
Trade Area: Mississauga - Port Credit BIA

Total Household Population 18+: 22,596

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	63.5% Index:103	39.0% Index:106	11.6% Index:94	2.6% Index:80
Purchase preference	75.9% Index:101	31.8% Index:104	9.0% Index:92	2.4% Index:95
Customer Service	63.5% Index:103	19.6% Index:110	6.0% Index:104	22.4% Index:103

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

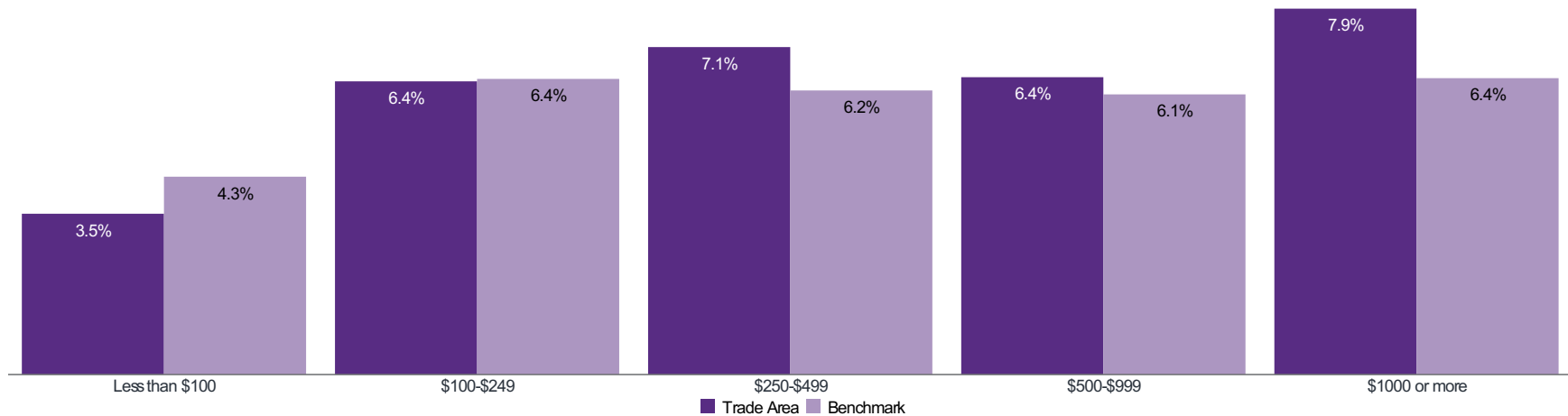
Trade Area: Mississauga - Port Credit BIA

Total Household Population 18+: 22,596

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	47.7% Index:95	59.0% Index:108	15.1% Index: 96
Purchase preference	67.4% Index: 98	44.7% Index:107	11.1% Index:101	5.9% Index: 91
Customer Service	55.5% Index:98	26.1% Index:105	7.3% Index: 98	38.7% Index: 105

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

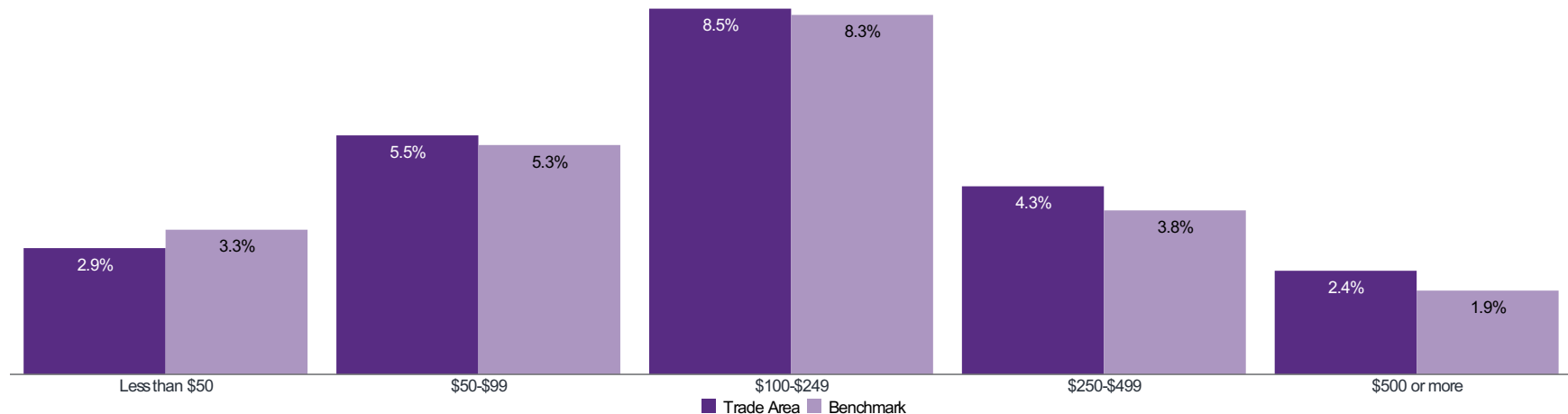
Trade Area: Mississauga - Port Credit BIA

Total Household Population 18+: 22,596

BEHAVIOURAL PREFERENCES BY CHANNEL

 GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	44.4% Index:93	38.5% Index:110	10.6% Index:96	3.8% Index:106
Purchase preference	56.9% Index:94	36.7% Index:111	8.8% Index:100	2.7% Index:89
Customer Service	38.4% Index:91	23.0% Index:112	5.7% Index:93	30.4% Index:110

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

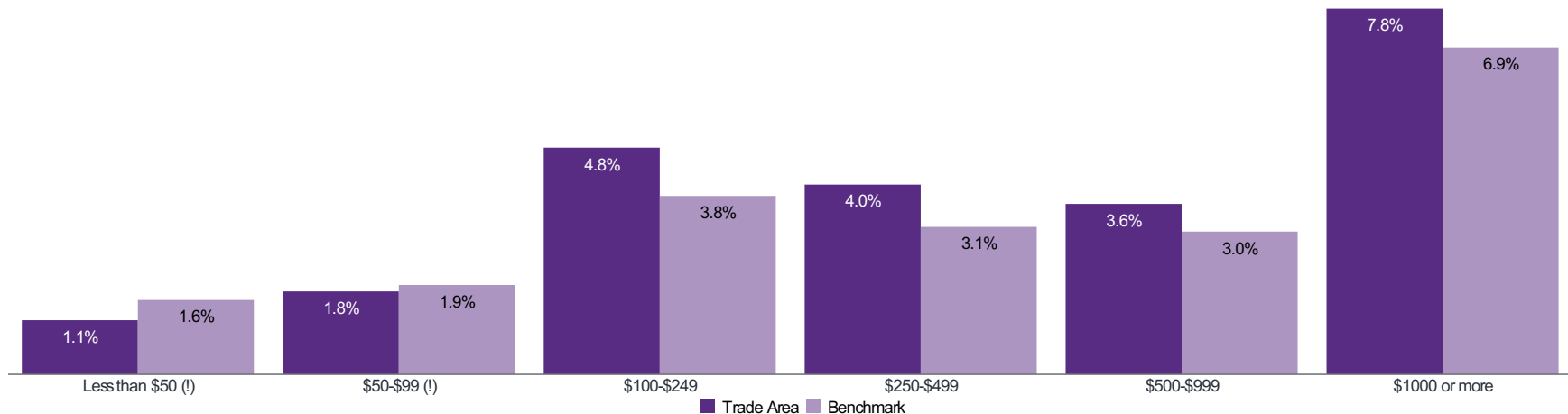
Trade Area: Mississauga - Port Credit BIA

Total Household Population 18+: 22,596

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	71.8% Index:100	27.9% Index:113	10.8% Index:97	2.2% Index:82
Purchase preference	84.7% Index:101	18.3% Index:110	6.1% Index:97	2.0% Index:83
Customer Service	70.9% Index:101	13.1% Index:114	3.7% Index:93	18.9% Index:101

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

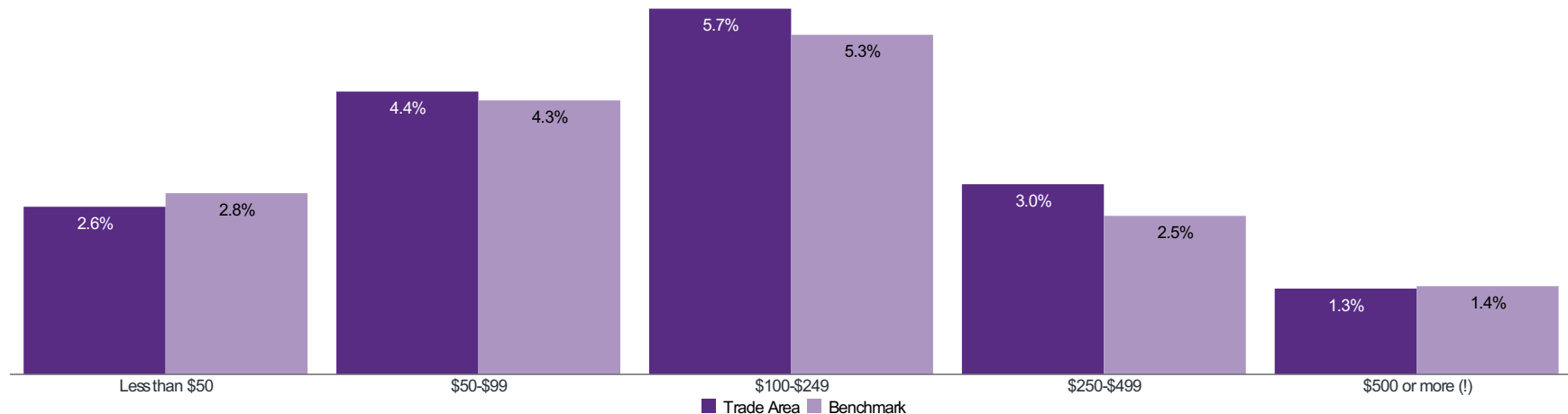
Trade Area: Mississauga - Port Credit BIA

Total Household Population 18+: 22,596

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	38.8% Index:109	25.3% Index:115	9.1% Index:111	2.7% Index:95
Purchase preference	48.8% Index:106	20.8% Index:113	7.3% Index:115	2.4% Index:106
Customer Service	38.0% Index:105	14.2% Index:113	4.5% Index:103	15.2% Index:103

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

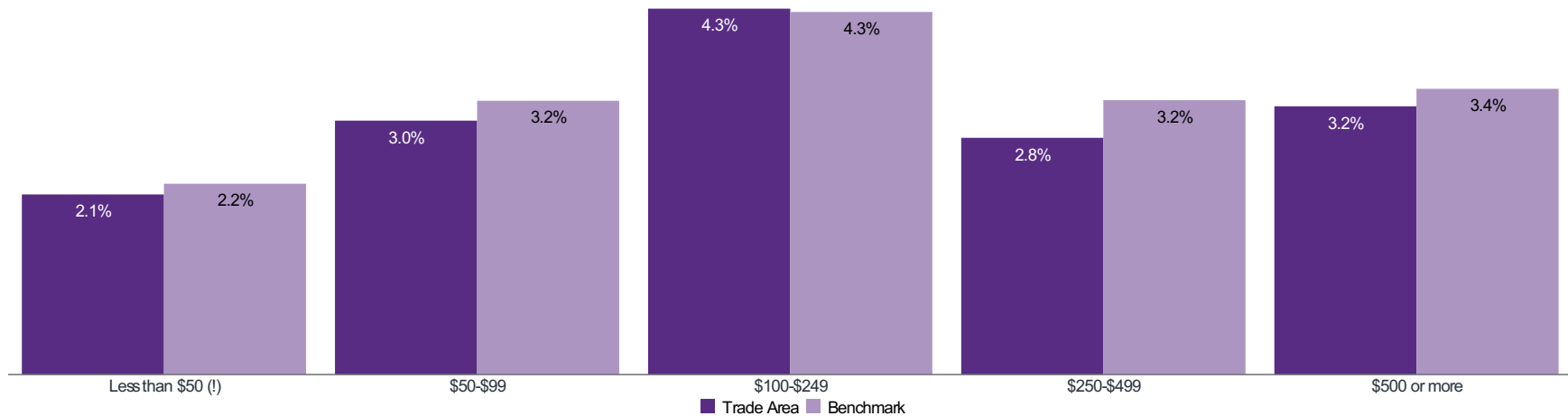
Trade Area: Mississauga - Port Credit BIA

Total Household Population 18+: 22,596

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	49.2% Index:95	36.9% Index:97	10.4% Index:91	4.8% Index:84
Purchase preference	65.1% Index:95	22.4% Index:92	6.2% Index:89	3.1% Index:87
Customer Service	50.3% Index:93	15.8% Index:99	4.7% Index:99	22.1% Index:97

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

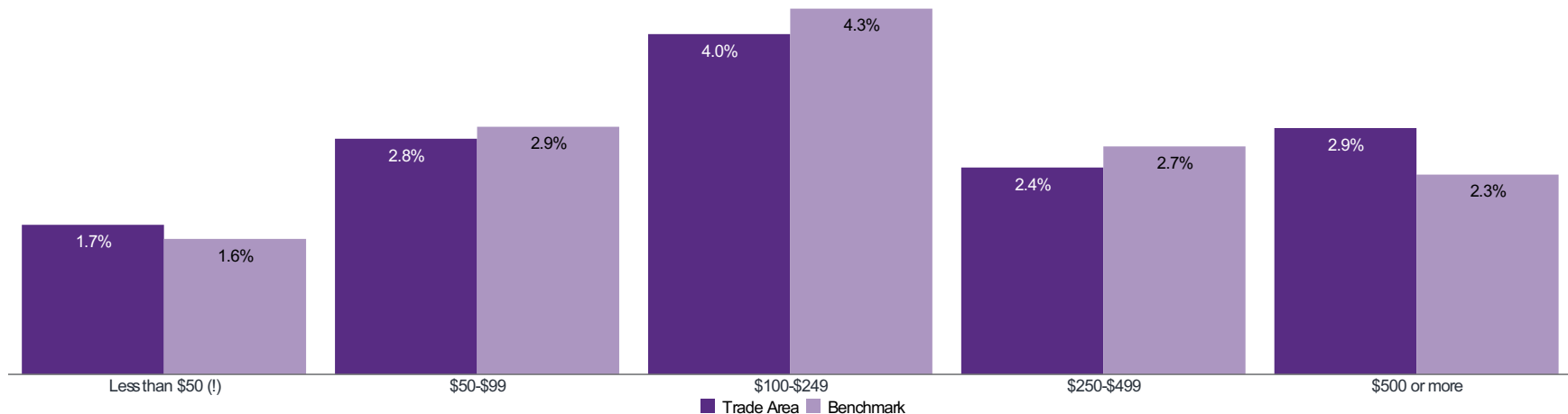
Trade Area: Mississauga - Port Credit BIA

Total Household Population 18+: 22,596

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	39.7% Index:102	35.2% Index:109	10.0% Index:95	4.3% Index:110
Purchase preference	52.5% Index:101	25.4% Index:105	7.1% Index:94	3.2% Index:105
Customer Service	43.1% Index:103	16.0% Index:106	5.0% Index:97	21.5% Index:105

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

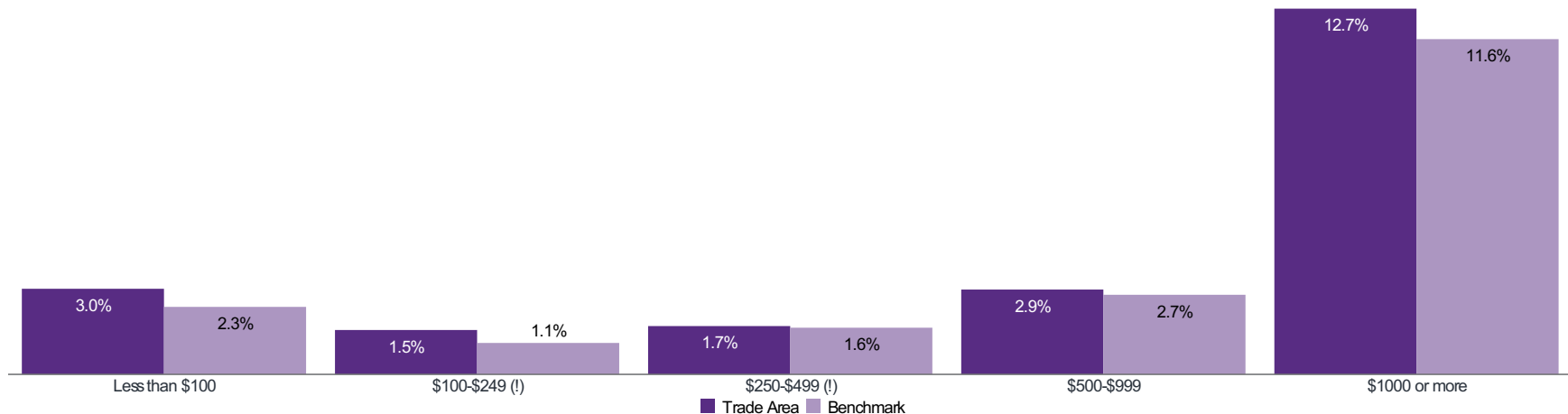
Trade Area: Mississauga - Port Credit BIA

Total Household Population 18+: 22,596

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	18.1% Index:88	61.5% Index:106	15.6% Index:104	15.5% Index:96
Purchase preference	24.5% Index:85	57.3% Index:111	6.2% Index:99	18.8% Index:105
Customer Service	27.6% Index:95	31.0% Index:113	7.3% Index:105	47.5% 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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Store Loyalty

Trade Area: Mississauga - Port Credit BIA

Households: 11,960

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+

Trade Area: Mississauga - Port Credit BIA

Households: 11,960

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



62.9%
Index: 105

Organized layout makes it easy to shop



41.0%
Index: 99

Easy to get in and get out quickly



40.0%
Index: 93

Staff are friendly and knowledgeable



34.1%
Index: 101

Short checkout lines/fast checkout



33.8%
Index: 95

Has extended hours



29.3%
Index: 107

I like the store ambiance



21.6%
Index: 108

Has self-checkout



15.7%
Index: 115

Offers an online shopping option (!)



10.0%
Index: 113

Benchmark: Southern Ontario

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

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

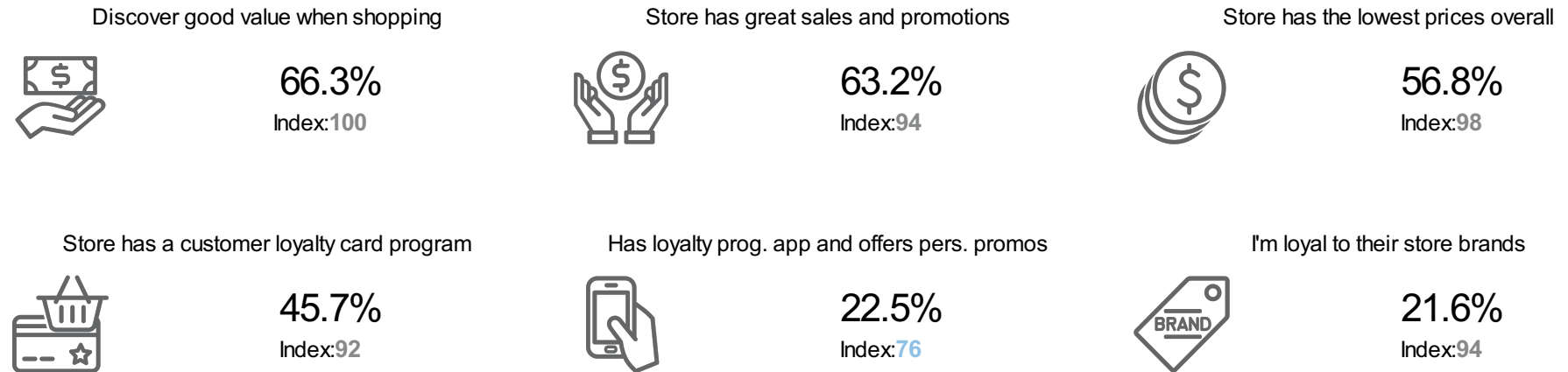
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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

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

Households: 11,960

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	43.0	40.2	0.3 107
Leave the store and buy it elsewhere	31.5	30.9	0.3 102
Purchase another brand	18.6	21.2	0.3 88
Purchase another size or variety of the same brand (!)	6.9	7.7	0.3 89

Benchmark: Southern Ontario

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

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

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

**2019 Mississauga - Port Credit 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%	639,965	100%	3.32%	100	702,314	100%	3.64%	100	453,225	100%	2.35%	100	456,856	100%	2.37%	100	1,003,992	100%	5.20%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	199,311	31.14%	31.00%	935	216,352	30.81%	33.65%	925	152,052	33.55%	23.65%	1007	150,705	32.99%	23.44%	990	260,296	25.93%	40.48%	778
3520005	Toronto, ON (C)	2,568,898	13.31%	139,740	21.84%	5.44%	164	152,443	21.71%	5.93%	163	100,126	22.09%	3.90%	166	94,195	20.62%	3.67%	155	228,881	22.80%	8.91%	171
3521010	Brampton, ON (CY)	596,084	3.09%	69,881	10.92%	11.72%	354	80,220	11.42%	13.46%	370	41,218	9.09%	6.91%	294	40,782	8.93%	6.84%	289	108,555	10.81%	18.21%	350
3524001	Oakville, ON (T)	174,424	0.90%	43,566	6.81%	24.98%	753	43,227	6.15%	24.78%	681	34,910	7.70%	20.01%	852	36,010	7.88%	20.65%	872	61,711	6.15%	35.38%	680
3525005	Hamilton, ON (C)	483,265	2.50%	29,991	4.69%	6.21%	187	33,765	4.81%	6.99%	192	21,036	4.64%	4.35%	185	23,310	5.10%	4.82%	204	54,781	5.46%	11.34%	218
3524002	Burlington, ON (CY)	163,747	0.85%	24,804	3.88%	15.15%	457	24,064	3.43%	14.70%	404	18,667	4.12%	11.40%	486	20,634	4.52%	12.60%	532	38,458	3.83%	23.49%	452
3524009	Milton, ON (T)	106,330	0.55%	13,998	2.19%	13.16%	397	15,783	2.25%	14.84%	408	9,035	1.99%	8.50%	362	11,159	2.44%	10.49%	443	22,959	2.29%	21.59%	415
3519028	Vaughan, ON (CY)	264,447	1.37%	11,214	1.75%	4.24%	128	14,001	1.99%	5.29%	146	6,971	1.54%	2.64%	112	8,187	1.79%	3.10%	131	21,711	2.16%	8.21%	158
3519036	Markham, ON (CY)	301,247	1.56%	8,340	1.30%	2.77%	84	8,854	1.26%	2.94%	81	5,058	1.12%	1.68%	72	3,750	0.82%	1.24%	53	14,131	1.41%	4.69%	90
3519038	Richmond Hill, ON (T)	181,750	0.94%	4,194	0.66%	2.31%	70	5,568	0.79%	3.06%	84	3,066	0.68%	1.69%	72	3,120	0.68%	1.72%	73	9,195	0.92%	5.06%	97

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 Mississauga - Port Credit 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
23,334	14,082	60.3	13,380	57.3	12,757	54.7	12,446	53.3	14,667	62.9

**2019 Mississauga - Port Credit BIA Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors in Main Street Polvzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	1,019,001	14,667	1.4	1,004,334	98.6

2020 Mississauga - Port Credit 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%	371,651	100%	1.93%	100	570,291	100%	2.95%	100	331,975	100%	1.72%	100	376,604	100%	1.95%	100	798,383	100%	4.14%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	154,109	41.47%	23.97%	1245	209,939	36.81%	32.65%	1105	138,464	41.71%	21.54%	1252	146,507	38.90%	22.79%	1168	256,370	32.11%	39.87%	964
3520005	Toronto, ON (C)	2,568,898	13.31%	88,692	23.86%	3.45%	179	141,236	24.77%	5.50%	186	82,787	24.94%	3.22%	187	83,129	22.07%	3.24%	166	205,419	25.73%	8.00%	193
3521010	Brampton, ON (CY)	596,084	3.09%	39,185	10.54%	6.57%	341	65,295	11.45%	10.95%	371	28,792	8.67%	4.83%	281	28,459	7.56%	4.77%	245	84,473	10.58%	14.17%	343
3524001	Oakville, ON (T)	174,424	0.90%	17,711	4.77%	10.15%	527	26,275	4.61%	15.06%	510	18,886	5.69%	10.83%	630	29,082	7.72%	16.67%	855	45,239	5.67%	25.94%	627
3525005	Hamilton, ON (C)	483,265	2.50%	10,077	2.71%	2.09%	108	15,716	2.76%	3.25%	110	9,245	2.78%	1.91%	111	14,187	3.77%	2.94%	150	27,672	3.47%	5.73%	138
3524002	Burlington, ON (CY)	163,747	0.85%	7,713	2.08%	4.71%	245	10,524	1.85%	6.43%	218	6,745	2.03%	4.12%	239	12,684	3.37%	7.75%	397	19,914	2.49%	12.16%	294
3524009	Milton, ON (T)	106,330	0.55%	5,502	1.48%	5.17%	269	10,790	1.89%	10.15%	343	5,213	1.57%	4.90%	285	7,344	1.95%	6.91%	354	16,785	2.10%	15.79%	382
3519028	Vaughan, ON (CY)	264,447	1.37%	5,762	1.55%	2.18%	113	10,838	1.90%	4.10%	139	5,168	1.56%	1.95%	114	5,240	1.39%	1.98%	102	16,037	2.01%	6.06%	147
3519036	Markham, ON (CY)	301,247	1.56%	2,872	0.77%	0.95%	50	6,450	1.13%	2.14%	72	2,759	0.83%	0.92%	53	2,993	0.79%	0.99%	51	9,445	1.18%	3.14%	76
3519038	Richmond Hill, ON (T)	181,750	0.94%	2,871	0.77%	1.58%	82	5,548	0.97%	3.05%	103	1,980	0.60%	1.09%	63	2,054	0.55%	1.13%	58	8,076	1.01%	4.44%	107

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Mississauga - Port Credit 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
23,334	14,177	60.8	14,775	63.3	13,057	56.0	14,615	62.6	15,640	67.0

2020 Mississauga - Port Credit BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors In Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	804,546	15,640	1.9	788,905	98.1

**2021 Mississauga - Port Credit 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%	393,999	100%	2.04%	100	699,960	100%	3.63%	100	504,780	100%	2.62%	100	342,114	100%	1.77%	100	927,285	100%	4.80%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	156,687	39.77%	24.37%	1194	247,796	35.40%	38.54%	1063	193,723	38.38%	30.13%	1152	147,294	43.05%	22.91%	1293	282,884	30.51%	44.00%	916
3520005	Toronto, ON (C)	2,568,898	13.31%	99,980	25.38%	3.89%	191	177,922	25.42%	6.93%	191	116,999	23.18%	4.55%	174	83,379	24.37%	3.25%	183	247,832	26.73%	9.65%	201
3521010	Brampton, ON (CY)	596,084	3.09%	46,264	11.74%	7.76%	380	70,140	10.02%	11.77%	324	40,583	8.04%	6.81%	260	31,035	9.07%	5.21%	294	100,989	10.89%	16.94%	353
3524001	Oakville, ON (T)	174,424	0.90%	18,252	4.63%	10.46%	513	40,972	5.85%	23.49%	648	32,846	6.51%	18.83%	720	16,189	4.73%	9.28%	524	50,600	5.46%	29.01%	604
3525005	Hamilton, ON (C)	483,265	2.50%	10,114	2.57%	2.09%	103	18,060	2.58%	3.74%	103	18,826	3.73%	3.90%	149	8,895	2.60%	1.84%	104	31,130	3.36%	6.44%	134
3519028	Vaughan, ON (CY)	264,447	1.37%	8,514	2.16%	3.22%	158	14,372	2.05%	5.43%	150	6,895	1.37%	2.61%	100	7,418	2.17%	2.81%	158	23,645	2.55%	8.94%	186
3524002	Burlington, ON (CY)	163,747	0.85%	7,302	1.85%	4.46%	218	17,069	2.44%	10.42%	287	12,683	2.51%	7.75%	296	7,000	2.05%	4.28%	241	21,677	2.34%	13.24%	276
3524009	Milton, ON (T)	106,330	0.55%	6,736	1.71%	6.33%	310	14,063	2.01%	13.23%	365	10,565	2.09%	9.94%	380	5,672	1.66%	5.33%	301	19,715	2.13%	18.54%	386
3519036	Markham, ON (CY)	301,247	1.56%	3,712	0.94%	1.23%	60	7,059	1.01%	2.34%	65	4,698	0.93%	1.56%	60	2,399	0.70%	0.80%	45	11,273	1.22%	3.74%	78
3519038	Richmond Hill, ON (T)	181,750	0.94%	3,155	0.80%	1.74%	85	6,122	0.87%	3.37%	93	3,689	0.73%	2.03%	78	1,961	0.57%	1.08%	61	8,893	0.96%	4.89%	102

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2021 Mississauga - Port Credit 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
23,334	11,551	49.5	13,843	59.3	14,088	60.4	13,453	57.7	14,769	63.3

**2021 Mississauga - Port Credit BIA Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors In Main Street Polyaxon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	937,842	14,769	1.6	923,073	98.4

Top 5 segments represent **47.3%** of customers in Southern Ontario



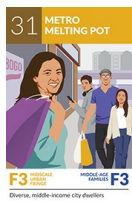
Rank:	1
Customers:	106,509
Customers %:	16.49
% in Benchmark:	5.76
Index:	286

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:	74,472
Customers %:	11.53
% in Benchmark:	5.19
Index:	222

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:	46,159
Customers %:	7.15
% in Benchmark:	2.08
Index:	344

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:	42,866
Customers %:	6.64
% in Benchmark:	3.76
Index:	177

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:	35,832
Customers %:	5.55
% in Benchmark:	4.16
Index:	133

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.