Community Profile: Mississauga – Streetsville BIA

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

Date: March 7, 2022

Table of Contents

ENVIRONICS
ANALYTICS

15 - Min Walk Time

Main Street Boundary

2022-01-12 12:50 PM

1

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Mississauga - Streetsville BIA

POPULATION

17,956

HOUSEHOLDS

5,925

MEDIAN MAINTAINER AGE

57

Index:105

MARITAL STATUS

57.4%

Index: 99

Married/Common-Law

FAMILY STATUS*

56.1%

Index:120

Couples With Children At Home

HOUSEHOLD SIZE

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
Trade Area	17%	28%	18%	21%	16%
Benchmark	24%	33%	16%	17%	10%

Trade Area Benchmark
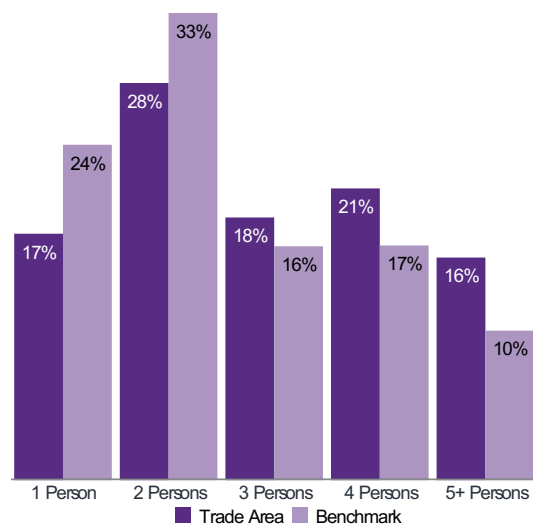
POPULATION BY AGE

	Count	%	Index
0 to 4	704	3.9	78
5 to 9	797	4.4	82
10 to 14	906	5.0	89
15 to 19	1,053	5.9	99
20 to 24	1,426	7.9	119
25 to 29	1,388	7.7	110
30 to 34	1,187	6.6	99
35 to 39	1,011	5.6	87
40 to 44	1,050	5.8	95
45 to 49	1,117	6.2	99
50 to 54	1,221	6.8	104
55 to 59	1,421	7.9	109
60 to 64	1,302	7.3	108
65 to 69	1,103	6.1	109
70 to 74	859	4.8	100
75 to 79	625	3.5	105
80 to 84	416	2.3	106
85+	371	2.1	93

AGE OF CHILDREN AT HOME

	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
Trade Area	11%	12%	14%	16%	19%	28%
Benchmark	15%	17%	17%	17%	15%	19%

Trade Area Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Mississauga - Streetsville BIA

Population: 17,956 | **Households:** 5,925

TENURE

Rented
23.6%

Owned
76.4%

STRUCTURE TYPE

79.0%
Houses
Index:102
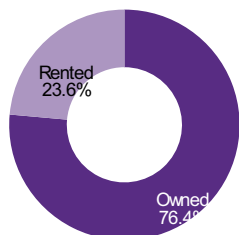
20.8%
Apartments
Index:94

AGE OF HOUSING*

30 - 39 Years Old

% Comp:**27.7**   Index: **198**

AVERAGE HOUSEHOLD INCOME

$159,981

Index:**139**

HOUSEHOLD INCOME DISTRIBUTION

Income Range	Trade Area	Benchmark
$0 to $19,999	3%	4%
$20,000 to $39,999	11%	15%
$40,000 to $59,999	10%	13%
$60,000 to $79,999	9%	12%
$80,000 to $99,999	9%	11%
$100,000 to $124,999	11%	11%
$125,000 to $149,999	10%	9%
$150,000 to $199,999	13%	11%
$200,000 to $299,999	13%	9%
$300,000+	12%	5%

■ Trade Area   ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition
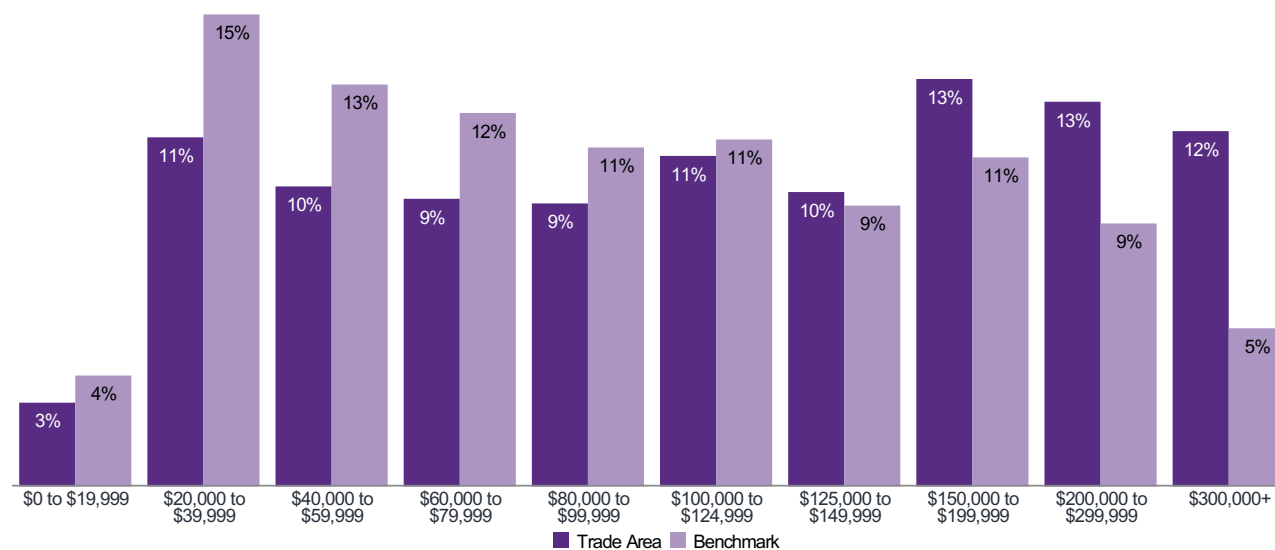
Copyright © 2022 by Environics Analytics (EA). Source: ©2022 Environics Analytics, ©2022 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (https://en.environicsanalytics.ca/Envision/About/1/2021)

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Mississauga - Streetsville BIA

Population: 17,956 | **Households:** 5,925

EDUCATION

41.7%
Index: 157

University Degree

LABOUR FORCE PARTICIPATION

66.2%
Index: 102

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

33.5%
Index: 92

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

6.6%
Index: 152

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT

Category	Trade Area	Benchmark
No Cert/Dipl or Degree	11.2%	15.0%
High School Certificate	23.7%	28.3%
Trades Cert/Dipl	3.7%	5.9%
College/CEGEP Cert/Dipl	17.4%	22.7%
University Cert/Dipl	2.3%	1.6%
Bachelor's Degree	28.0%	18.3%
Above Bachelor's	13.7%	8.3%

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Business and Finance	13.2%	9.9%
Sales and Service	12.7%	14.2%
Management	9.6%	7.0%
Sciences	7.8%	5.2%
Social Science, Education and Gov't	6.8%	8.0%

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Mississauga - Streetsville BIA

ENVIRONICS ANALYTICS

Population: 17,956 | **Households:** 5,925

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
0.6%	58.2%	3.5%	51.2%	2001 to 2005
Index:26	Index:201	Index:171	Index:194	6.5% Index:228
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

	Trade Area	Benchmark
South Asian	23.0%	9.9%
Chinese	13.3%	5.1%
Arab	6.2%	2.1%
Black	3.8%	4.5%
Filipino	2.6%	1.5%
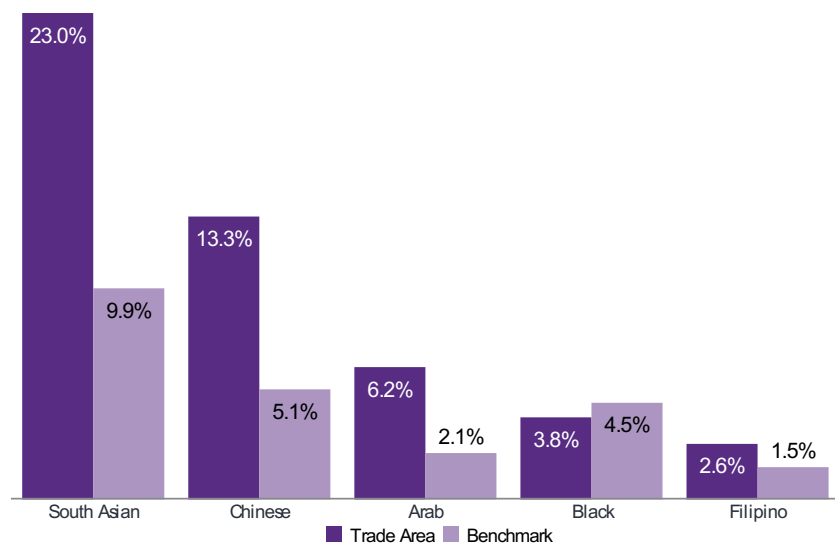
LANGUAGES SPOKEN AT HOME: TOP 5**

	Trade Area	Benchmark
English	66.9%	79.8%
Mandarin	4.5%	1.5%
Cantonese	2.7%	1.2%
Urdu	2.0%	0.7%
Arabic	1.8%	0.8%

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 **53.5%** of households in Mississauga - Streetsville BIA

31 METRO MELTING POT

F3 Diverse, middle-income city dwellers

Rank:	1
Hhlds:	757
Hhld %:	12.77
% in Benchmark:	1.77
Index:	**720**

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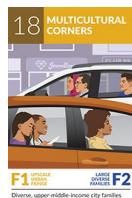 diverse in more ways than cultural roots: Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75, and the housing stock is a mix of older single-detached and row houses, semis and apartment buildings. While some contain young children, many households 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.

18 MULTICULTURAL CORNERS

F2 Diverse, upper-middle-income city families

Rank:	2
Hhlds:	752
Hhld %:	12.69
% in Benchmark:	3.28
Index:	**387**

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.

08 MULTICULTURE-ISH

F2 Upscale, multi-ethnic suburban families

Rank:	3
Hhlds:	575
Hhld %:	9.71
% in Benchmark:	4.11
Index:	**236**

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.

15 SOUTH ASIAN ENTERPRISE

F2 Urban, upper-middle-income South Asian Families

Rank:	4
Hhlds:	555
Hhld %:	9.38
% in Benchmark:	3.88
Index:	**242**

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.

51 ON THEIR OWN AGAIN

M2 City seniors in apartment rentals

Rank:	5
Hhlds:	532
Hhld %:	8.98
% in Benchmark:	3.77
Index:	**238**

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.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Mississauga - Streetsville BIA

⬆ Strong Values

Values	Index
Brand Genuineness	117
Vitality	117
Consumption Evangelism	116
Legacy	116
Advertising as Stimulus	115
Enthusiasm for Technology	115
Need for Status Recognition	114
Pursuit of Novelty	114
Ostentatious Consumption	113
Confidence in Advertising	112

⬇ Weak Values

Values	Index
Attraction to Nature	83
Confidence in Small Business	84
Utilitarian Consumerism	90
Brand Apathy	91
Rejection of Orderliness	92
Ethical Consumerism	93
Financial Concern Regarding the Future	93
Obedience to Authority	93
Skepticism Towards Advertising	93
Buying on Impulse	94

⭐ Descriptions | Top 3 Strong Values

Brand Genuineness

Tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story.

Vitality

The sense that one has a great deal of energy and is in contact with this energy. It measures an energetic, lively approach to life, a feeling that one has more vigor and initiative than most other people.

Consumption Evangelism

Desire to exercise real leadership among one's peer group in adopting brands, products and services. Consumers who are strong on this construct are enthusiastic, even passionate, about what they buy and are very well informed about product features and competitive products. These are the people others consult before buying something. Because of their large, well-maintained social network, they wield great influence when it comes to promoting a brand, product or service.

⭐ 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.

Confidence in Small Business

Tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest.

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.

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS ANALYTICS

Trade Area: Mississauga - Streetsville BIA

WealthScapes Households: 5,929

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 161,337	$ 123,486	$ 90,014	$ 6,455
Index: 139	Index: 135	Index: 140	Index: 180

WEALTH*

Net Worth
% Holders 99.9%   Index: 100
Balance $1,251,269   Index: 170

ASSETS*

Savings
% Holders 95.7%   Index: 101
Balance $115,413   Index: 151

Investments
% Holders 67.7%   Index: 113
Balance $496,568   Index: 147

Unlisted Shares
% Holders 16.6%   Index: 134
Balance $509,366   Index: 160

Real Estate
% Holders 78.4%   Index: 103
Balance $1,171,452   Index: 156

Liquid Assets
% Holders 98.6%   Index: 101
Balance $532,728   Index: 161

DEBT*

Consumer Debt
% Holders 92.5%   Index: 102
Balance $98,383   Index: 148

Mortgage Debt
% Holders 45.3%   Index: 98
Balance $413,686   Index: 139

FINANCIAL RATIO

Debt:Asset
% Holders 0.18%   Index: 86

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 - Streetsville BIA

WealthScapes Households: 5,929

FINANCIAL RATIOS*

Debt: Asset
0.18
Index: 86

Debt: Liquid Assets
0.53
Index: 87

Consumer Debt - Discr. Income
1.01
Index: 108

Savings - Investments
0.56
Index: 94

Pension - Non-Pension Assets
0.12
Index: 55

Real Estate Assets - Liq. Assets
1.75
Index: 100

Mortgage - Real Estate Assets
0.20
Index: 84

Mortgage - Consumer Debt
2.06
Index: 90

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Mississauga - Streetsville BIA

Households: 5,925

Total Aggregate Current Consumption: $616,014,848

Average Current Consumption	Average Household Income	Average Disposable Income
$103,969	$159,134	$120,432
Index: 127	Index: 138	Index: 134

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$27,121	26.1%
Index: 129	Index: 101

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$16,760	16.1%
Index: 122	Index: 96

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$15,750	15.1%
Index: 123	Index: 97

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$7,288	7.0%
Index: 127	Index: 100

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$6,818	6.6%
Index: 125	Index: 98

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$6,321	6.1%
Index: 132	Index: 104

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$5,081	4.9%
Index: 127	Index: 100

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$4,576	4.4%
Index: 138	Index: 109

Education
Avg. Dollars/Household	Pct. of Total Expenditure
$4,111	4.0%
Index: 191	Index: 150

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 - Streetsville BIA

Households: 5,925

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$159,134	$15,750	$4,968	$10,781
Index: 138	Index: 123	Index: 123	Index: 123

Total Aggregate Food Expenditure: $ 93,316,270

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$1,060	9.8%
Index: 121	Index: 99

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$623	5.8%
Index: 122	Index: 99

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$1,437	13.3%
Index: 131	Index: 106

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$1,259	11.7%
Index: 136	Index: 111

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$1,475	13.7%
Index: 115	Index: 94

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,893	17.6%
Index: 120	Index: 98

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$506	4.7%
Index: 172	Index: 140

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$2,528	23.5%
Index: 115	Index: 93

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

Trade Area: Mississauga - Streetsville BIA

Household Population 14+: 15,620

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	12.2	11.0	111
Going to restaurants, bars or night clubs	56.8	55.1	103
Having physical Contact with family and friends	56.5	57.7	98
Participating in group activities	39.1	38.7	101
Partying	17.4	15.8	111
Seeing family and friends in person	61.6	62.8	98
Entertainment			
Attending events, festivals or concerts	43.2	42.9	101
Attending sports events (excludes professional sports)	17.1	18.2	94
Attending to professional sports events or games	25.9	25.4	102
Going to the movies	47.8	45.7	105
Movement & Travel			
Driving more	16.8	16.1	104
Shopping in-store	45.6	42.9	106
Spending time outdoors	37.8	32.5	116
Travelling outside of Canada/ abroad	60.3	53.2	113
Travelling within Canada	52.4	49.9	105
Using public transit	20.7	13.7	151
Personal			
Getting back to old habits	36.5	36.2	101
Going to a salon, barber shop or spa	36.3	33.7	108
Going to the gym	26.8	22.6	119
Education/Work			
Children going back to school	20.0	20.3	98
Going back to work	20.4	17.6	116
Other			
Not Stated	1.4	0.6	250

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Streetsville BIA

Household Population 14+: 15,620

RADIO
Listeners: 79.9%
Index: 99

6.4 Hours/Week*
Index: 86

Top Formats

	Trade Area	Benchmark
Multicultural	11.8%	6.2%
Traffic	25.2%	16.7%
Jazz	12.3%	9.6%

Trade Area / Benchmark

TELEVISION
Viewers: 94.1%
Index: 99

19.3 Hours/Week*
Index: 93

Top Program Types

	Trade Area	Benchmark
Entertainment News	40.1%	37.1%
Business News	40.8%	38.1%
Cooking Shows	48.5%	46.4%

Trade Area / Benchmark

NEWSPAPER
Readers: 33.0%
Index: 99

0.9 Hours/Week*
Index: 145

Top Sections Read

	Trade Area	Benchmark
Puzzles and Games	14.3%	10.7%
Arts and Entertainment	15.3%	11.7%
Sports	15.4%	12.0%

Trade Area / Benchmark

MAGAZINE
Readers: 75.5%
Index: 104

1.6 Hours/Month*
Index: 113

Top Titles

	Trade Area	Benchmark
Toronto Life	22.9%	15.9%
NOW	11.1%	7.8%
FASHION Magazine	15.1%	10.9%

Trade Area / Benchmark

INTERNET
Users: 98.9%
Index: 101

21.2 Hours online past week*
Index: 97

Top Activities

	Trade Area	Benchmark
Career/Job Search	30.8%	30.3%
Watched Short Form Videos	60.1%	60.3%
Social Media	85.9%	86.7%

Trade Area / Benchmark

DIRECT/OUTDOOR
Index: 141

4 Times used public transit past week*
Index: 141

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Brochures	15.8%	10.9%
Newsletters	9.5%	7.2%
Catalogues	14.6%	11.8%

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 - Streetsville BIA

Household Population 18+: 14,823

FACEBOOK
73.2% currently use
Index: 94

Top Activities (Daily)

- Read news feed: 34.5% / 42.7%
- Cmt/Like other users' posts: 20.7% / 27.6%
- Watch videos: 18.3% / 19.5%

■ Trade Area ■ Benchmark

TWITTER
31.3% currently use
Index: 107

Top Activities (Daily)

- Read tweets: 15.4% / 14.2%
- Watch videos: 7.7% / 6.4%
- Tweet: 5.8% / 4.4%

■ Trade Area ■ Benchmark

INSTAGRAM
42.5% currently use
Index: 109

Top Activities (Daily)

- View photos/videos: 8.8% / 8.5%
- Like photos/videos: 8.5% / 6.7%
- Send direct messages: 5.4% / 3.7%

■ Trade Area ■ Benchmark

LINKEDIN
50.4% currently use
Index: 122

Top Activities (Weekly)

- Read your newsfeed: 6.5% / 4.7%
- Search and review other profiles: 4.7% / 3.6%
- View a job posting: 4.3% / 3.9%

■ Trade Area ■ Benchmark

YOUTUBE
73.7% currently use
Index: 105

Top Activities (Daily)

- Watch videos: 33.3% / 28.0%
- Like/dislike videos: 9.2% / 8.1%
- Watch live videos: 8.0% / 6.8%

■ Trade Area ■ Benchmark

SNAPCHAT
12.0% currently use
Index: 92

Top Activities (Weekly)

- Receive photos/videos: 6.5% / 6.6%
- Send photos/videos: 5.8% / 5.7%
- Send direct text messages: 4.9% / 5.9%

■ Trade Area ■ Benchmark

WHATSAPP
61.6% currently use
Index: 144

Top Activities (Daily)

- Send/receive messages: 9.5% / 5.7%
- Send/receive images: 9.4% / 6.0%
- Use group chats: 6.2% / 4.6%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: Mississauga - Streetsville BIA

Household Population 18+: 14,823

FRIENDS IN ALL SM NETWORKS

36.4%

Index:**103**

0-49 friends

FREQUENCY OF USE (DAILY)

46.4%

Index:**83**

Facebook

BRAND INTERACTION

28.9%

Index:**84**

Like brand on Facebook

NO. OF BRANDS INTERACTED

29.4%

Index:**96**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
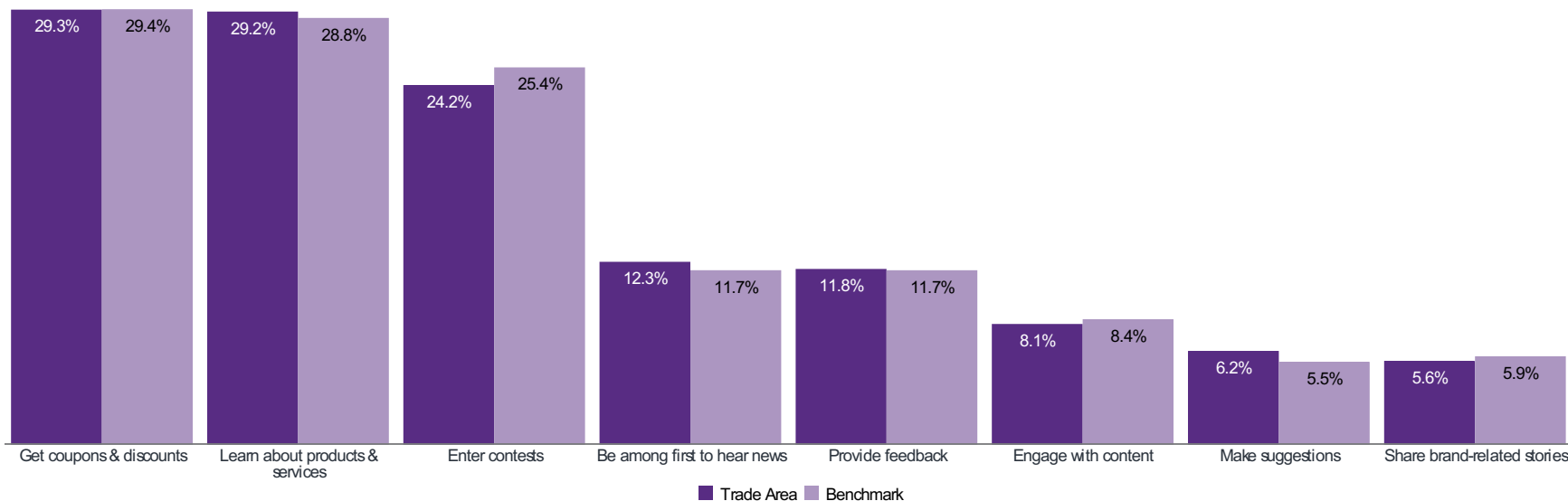
Reason	Trade Area	Benchmark
Get coupons & discounts	29.3%	29.4%
Learn about products & services	29.2%	28.8%
Enter contests	24.2%	25.4%
Be among first to hear news	12.3%	11.7%
Provide feedback	11.8%	11.7%
Engage with content	8.1%	8.4%
Make suggestions	6.2%	5.5%
Share brand-related stories	5.6%	5.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Streetsville BIA

Total Household Population 18+: 14,823

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

% Comp 86.1 **Index** 98

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

% Comp 51.4 **Index** 106

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

% Comp 83.7 **Index** 99

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

% Comp 46.0 **Index** 112

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

% Comp 59.4 **Index** 105

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

% Comp 33.8 **Index** 112

Benchmark: Southern Ontario

Ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Mississauga - Streetsville BIA

Total Household Population 18+: 14,823

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	19.9	20.1
Babies and children	13.8	12.9
Media	44.9	43.0
Clothing & Fashions	33.4	30.6
Home Electronics	45.1	41.8
Event tickets	51.3	50.3
Gift card/ cert.	36.9	33.1
Groceries	19.3	16.7
Beauty & Cosmetics	22.6	18.4
Home & Garden	25.6	24.4
Financial products	35.6	30.3
Office supplies	40.6	34.7
Pets	13.7	15.3
Pharma.	30.6	26.9
Sporting goods	27.9	24.2
Vacation/ travel	55.3	51.6
Food Home delivery svcs.	27.6	19.8
Wireless service providers	43.1	42.6
Insurance products	35.5	31.6
Online meal kits (e.g. Hello Fresh)	20.1	15.7
Govt. services	55.6	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Mississauga - Streetsville BIA

Total Household Population 18+: 14,823

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	60.0% Index:98	40.6% Index:110	12.3% Index:100	3.5% Index:109
Purchase preference	71.1% Index:94	33.4% Index:109	10.1% Index:103	2.6% Index:103
Customer Service	57.8% Index:94	19.7% Index:110	6.9% Index:120	23.3% Index:107

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.7%	4.5%	11.0%	9.2%	3.9%	2.5%
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+

23

Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Mississauga - Streetsville BIA

Total Household Population 18+: 14,823

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	48.0% Index:96	57.4% Index:105	14.6% Index: 94	8.5% Index: 103
Purchase preference	63.7% Index: 93	45.1% Index:108	10.3% Index:93	7.3% Index: 113
Customer Service	53.5% Index:95	27.1% Index:109	7.7% Index: 104	35.5% Index: 96

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	4.3%	6.9%	6.4%	6.8%	8.1%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

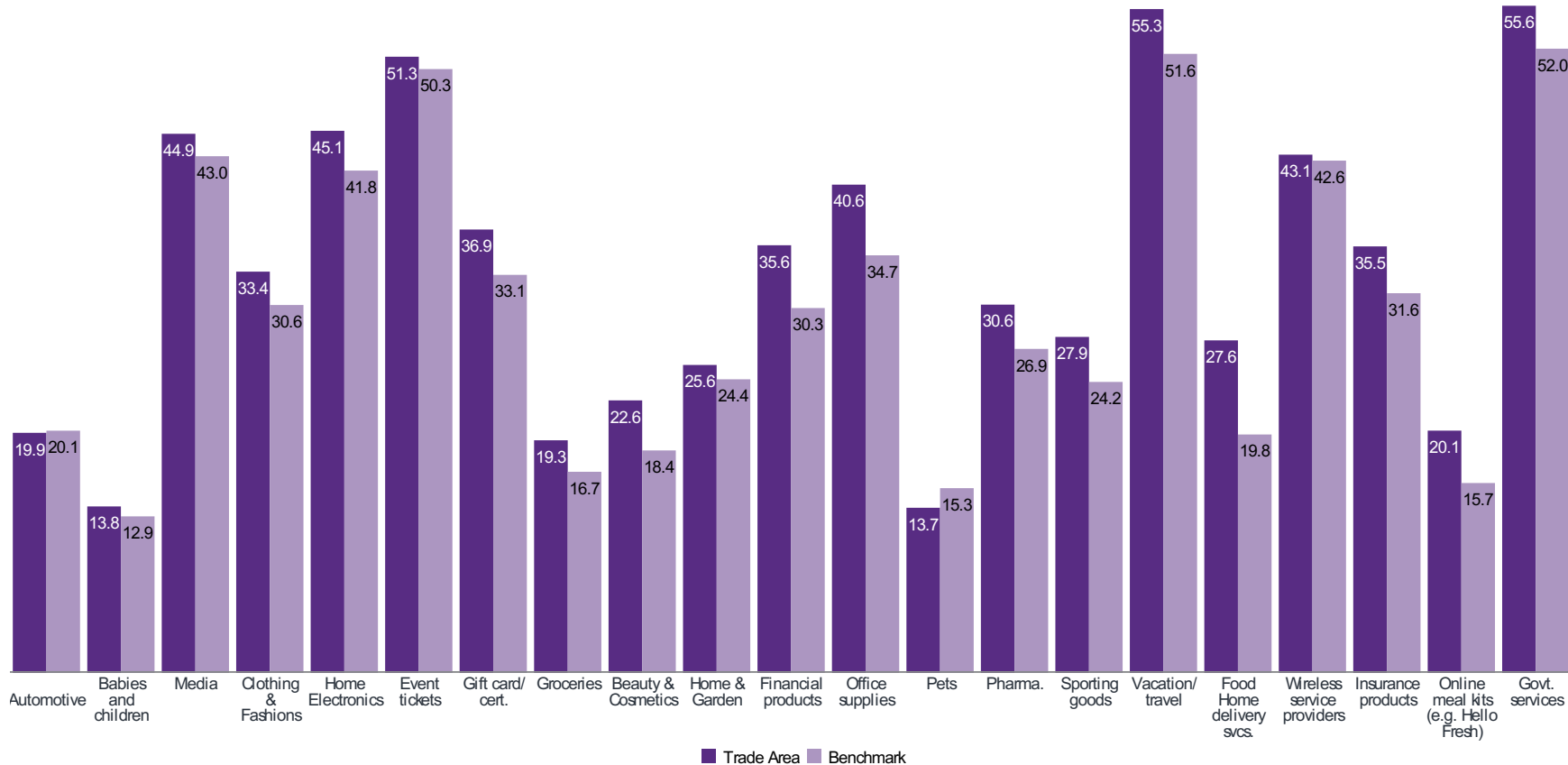| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Mississauga - Streetsville BIA

Total Household Population 18+: 14,823

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	42.5% Index:89	37.9% Index:108	9.4% Index:86	4.2% Index:118
Purchase preference	53.4% Index:88	36.9% Index:111	9.8% Index:112	3.2% Index:103
Customer Service	35.3% Index:83	23.9% Index:116	6.4% Index:106	30.1% Index:108

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.9%	5.5%	9.0%	4.2%	2.0%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

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

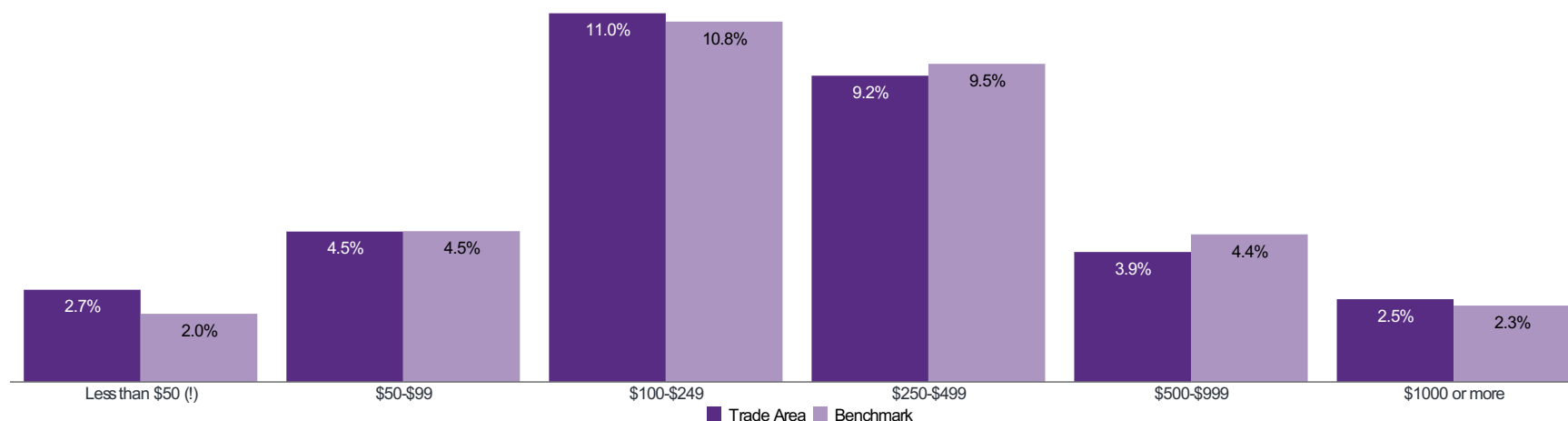| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Groceries Deep Dive

Trade Area: Mississauga - Streetsville BIA

Total Household Population 18+: 14,823

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	69.8% Index:97	27.3% Index:110	10.7% Index:97	2.7% Index:99
Purchase preference	81.2% Index:97	19.3% Index:116	7.7% Index:124	2.2% Index:89
Customer Service	65.6% Index:94	15.5% Index:135	5.2% Index:132	19.0% Index:102

AMOUNT SPENT [PST 12 MTHS]

Category	Trade Area	Benchmark
Less than $50 (!)	1.2%	1.6%
$50-$99 (!)	2.2%	1.9%
$100-$249	4.9%	3.8%
$250-$499	2.9%	3.1%
$500-$999	3.0%	3.0%
$1000 or more	9.7%	6.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

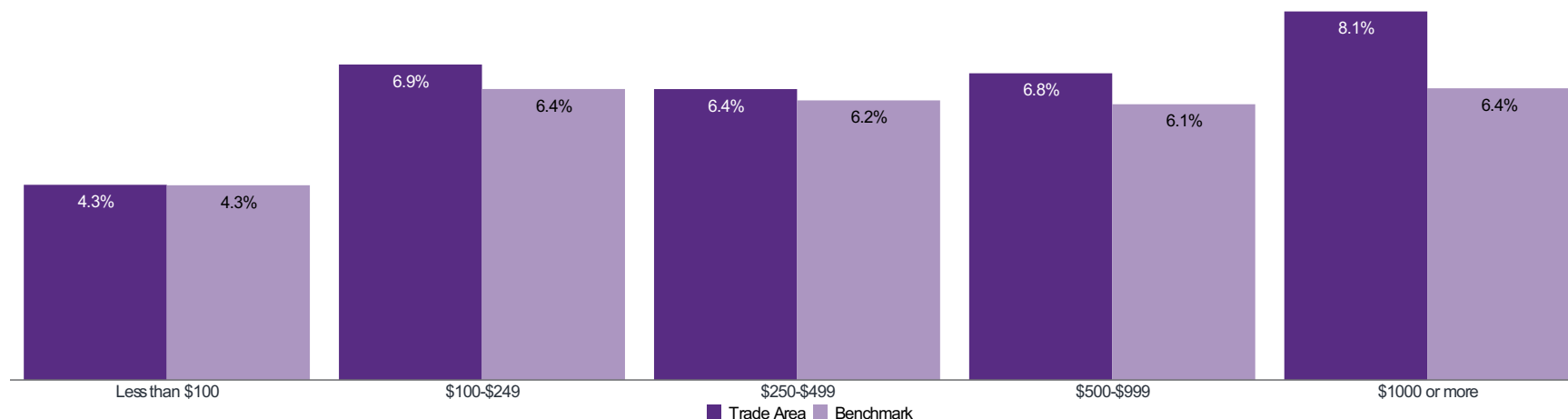# Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Mississauga - Streetsville BIA

Total Household Population 18+: 14,823

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	37.2% Index:105	24.7% Index:112	9.9% Index:122	2.6% Index:93
Purchase preference	46.9% Index:101	22.6% Index:123	8.4% Index:131	2.8% Index:120
Customer Service	36.8% Index:102	14.2% Index:113	5.3% Index:123	16.0% Index:109

AMOUNT SPENT [PST 12 MTHS]

Less than $50: Trade Area 3.0%, Benchmark 2.8%
$50-$99: Trade Area 5.2%, Benchmark 4.3%
$100-$249: Trade Area 4.6%, Benchmark 5.3%
$250-$499: Trade Area 3.6%, Benchmark 2.5%
$500 or more (!): Trade Area 1.8%, Benchmark 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

ENVIRONICS ANALYTICS
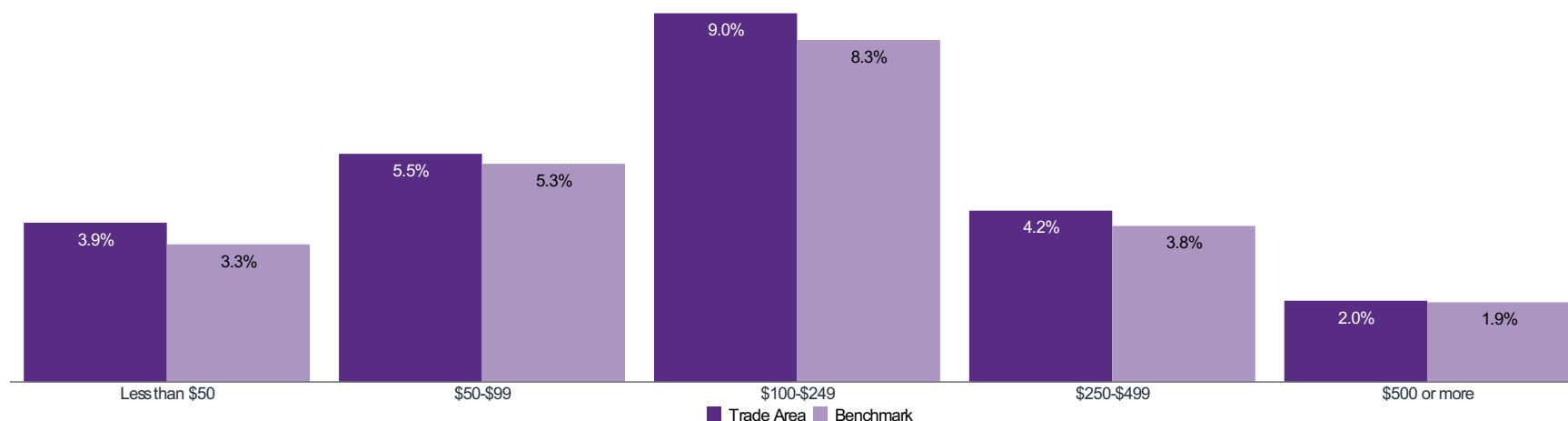
Trade Area: Mississauga - Streetsville BIA

Total Household Population 18+: 14,823

BEHAVIOURAL PREFERENCES BY CHANNEL

HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	50.4% Index:97	38.8% Index:103	10.8% Index:95	5.0% Index:87
Purchase preference	65.0% Index:95	25.6% Index:105	6.6% Index:94	4.2% Index:117
Customer Service	50.2% Index:93	17.0% Index:106	5.7% Index:119	23.3% Index:102

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.0%	3.2%	5.2%	3.0%	3.3%
Benchmark	2.2%	3.2%	4.3%	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

28

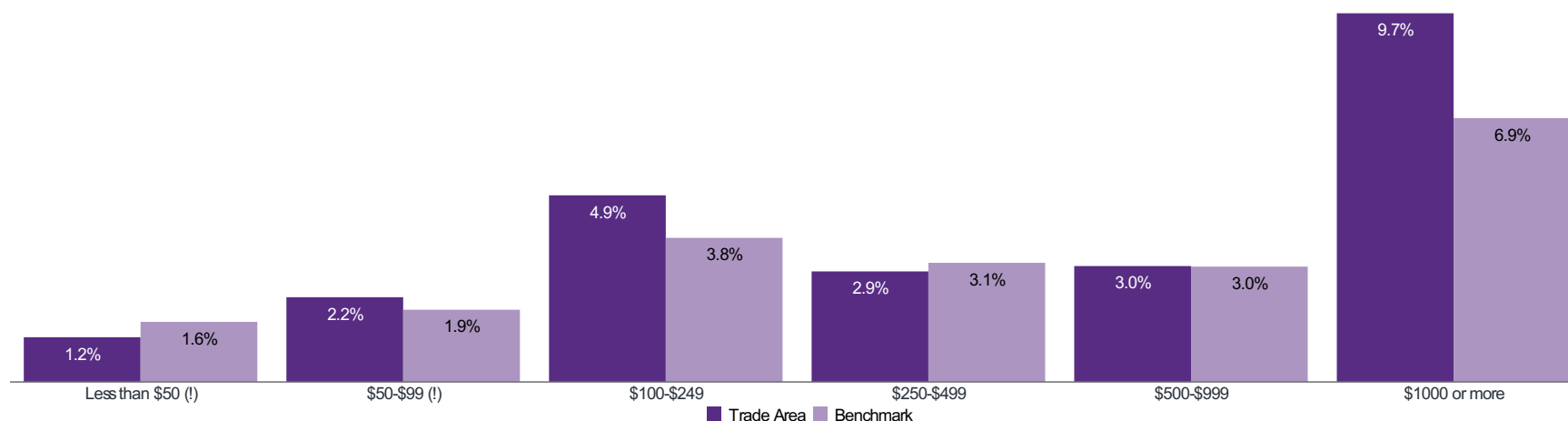# Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Mississauga - Streetsville BIA

Total Household Population 18+: 14,823

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	38.5% Index:99	36.1% Index:112	10.1% Index:96	4.2% Index:107
Purchase preference	50.1% Index:96	27.9% Index:116	7.2% Index:95	3.4% Index:111
Customer Service	41.3% Index:99	18.2% Index:120	5.6% Index:108	22.8% Index:112

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.7%	3.5%	4.9%	3.0%	3.5%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Vacation/Travel Deep Dive

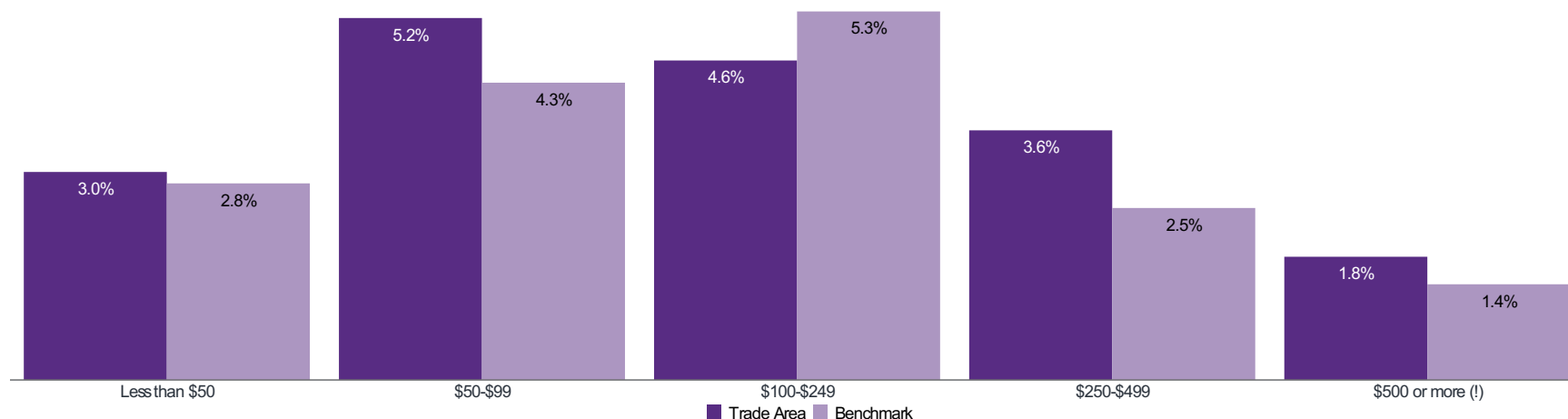**Trade Area:** Mississauga - Streetsville BIA

Total Household Population 18+: 14,823

BEHAVIOURAL PREFERENCES BY CHANNEL

VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	20.8% Index:101	60.4% Index:104	15.1% Index:100	17.8% Index:111
Purchase preference	26.2% Index:91	55.3% Index:107	6.6% Index:97	20.7% Index:116
Customer Service	25.6% Index:88	29.9% Index:109	7.8% Index:113	46.1% Index:105

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	3.1%	0.7%	1.6%	3.5%	12.2%
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

Trade Area: Mississauga - Streetsville BIA   **Households:** 5,925

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock

66.3%
Index:98

Has high quality fresh produce

57.1%
Index:96

Carries food/non-food items I need

39.1%
Index:95

Has high quality meat department

38.5%
Index:92

Carries variety of items and services

35.6%
Index:99

Only store that carries what I want

32.0%
Index:106

Carries wide variety of ethnic prod.

18.3%
Index:137

Has variety of freshly prep. foods/meals

17.3%
Index:124

Has special section for dietary needs

11.0%
Index:89

Carries variety of organic prod. (!)

10.8%
Index:96

Carries selection of alcoholic bev. (^)

6.0%
Index:158

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Mississauga - Streetsville BIA

Households: 5,925

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Organized layout makes it easy to shop
61.3%	41.8%	40.6%
Index: 103	Index: 97	Index: 98

Short checkout lines/fast checkout	Has extended hours	Staff are friendly and knowledgeable
36.1%	31.2%	31.2%
Index: 101	Index: 114	Index: 92

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
20.0%	15.6%	10.7%
Index: 100	Index: 114	Index: 120

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 - Streetsville BIA   **Households:** 5,925

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Discover good value when shopping

65.2%
Index: 99

Store has great sales and promotions

64.7%
Index: 96

Store has the lowest prices overall

56.0%
Index: 96

Store has a customer loyalty card program

47.0%
Index: 95

Has loyalty prog. app and offers pers. promos

25.9%
Index: 88

I'm loyal to their store brands

21.1%
Index: 92

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	41.1	40.2	0.1	102
Leave the store and buy it elsewhere	33.1	30.9	0.2	107
Purchase another brand	19.9	21.2	0.1	94
Purchase another size or variety of the same brand (!)	5.8	7.7	0.1	75

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Mississauga - Streetsville 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%	354,977	100%	1.84%	100	339,868	100%	1.76%	100	281,268	100%	1.46%	100	287,338	100%	1.49%	100	544,087	100%	2.82%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	171,623	48.35%	26.69%	1451	167,914	49.41%	26.12%	1483	146,466	52.07%	22.78%	1563	144,602	50.32%	22.49%	1511	224,829	41.32%	34.97%	1241
3521010	Brampton, ON (CY)	596,084	3.09%	46,867	13.20%	7.86%	428	46,009	13.54%	7.72%	438	34,009	12.09%	5.71%	392	37,171	12.94%	6.24%	419	76,749	14.11%	12.88%	457
3520005	Toronto, ON (C)	2,568,898	13.31%	36,686	10.33%	1.43%	78	35,929	10.57%	1.40%	79	29,853	10.61%	1.16%	80	28,247	9.83%	1.10%	74	71,042	13.06%	2.77%	98
3524009	Milton, ON (T)	106,330	0.55%	20,176	5.68%	18.97%	1032	18,376	5.41%	17.28%	982	15,536	5.52%	14.61%	1003	17,330	6.03%	16.30%	1095	29,210	5.37%	27.47%	975
3524001	Oakville, ON (T)	174,424	0.90%	11,651	3.28%	6.68%	363	11,220	3.30%	6.43%	365	9,231	3.28%	5.29%	363	9,585	3.34%	5.50%	369	20,350	3.74%	11.67%	414
3525005	Hamilton, ON (C)	483,265	2.50%	7,562	2.13%	1.56%	85	6,733	1.98%	1.39%	79	5,624	2.00%	1.16%	80	5,091	1.77%	1.05%	71	14,092	2.59%	2.92%	103
3524002	Burlington, ON (CY)	163,747	0.85%	7,019	1.98%	4.29%	233	4,676	1.38%	2.86%	162	4,141	1.47%	2.53%	174	4,426	1.54%	2.70%	182	10,369	1.91%	6.33%	225
3519028	Vaughan, ON (CY)	264,447	1.37%	4,533	1.28%	1.71%	93	3,680	1.08%	1.39%	79	3,983	1.42%	1.51%	103	3,741	1.30%	1.41%	95	8,844	1.63%	3.34%	119
3524015	Halton Hills, ON (T)	53,559	0.28%	5,384	1.52%	10.05%	547	5,614	1.65%	10.48%	595	4,014	1.43%	7.49%	514	4,661	1.62%	8.70%	585	8,653	1.59%	16.16%	573
3519036	Markham, ON (CY)	301,247	1.56%	3,188	0.90%	1.06%	58	3,102	0.91%	1.03%	58	2,218	0.79%	0.74%	51	2,156	0.75%	0.72%	48	5,893	1.08%	1.96%	69

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

2019 Mississauga - Streetsville 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
15,378	11,328	73.7	12,202	79.3	11,210	72.9	11,162	72.6	12,662	82.3

2019 Mississauga - Streetsville BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	549,814	12,662	2.3	537,152	97.7

ENVIRONICS
ANALYTICS

2020 Mississauga - Streetsville 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+ #	Total Household Population 15+ % of Total	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	100%	175,972	100%	0.91%	100	272,754	100%	1.41%	100	227,156	100%	1.18%	100	246,734	100%	1.28%	100	428,077	100%	2.22%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	108,509	61.66%	16.88%	1851	159,090	58.33%	24.74%	1751	140,272	61.75%	21.82%	1854	141,704	57.43%	22.04%	1724	217,201	50.74%	33.78%	1523
3521010	Brampton, ON (CY)	596,084	3.09%	18,070	10.27%	3.03%	333	31,324	11.48%	5.25%	372	24,249	10.68%	4.07%	346	25,836	10.47%	4.33%	339	52,060	12.16%	8.73%	394
3520005	Toronto, ON (C)	2,568,898	13.31%	16,814	9.56%	0.65%	72	24,370	8.93%	0.95%	67	20,853	9.18%	0.81%	69	22,063	8.94%	0.86%	67	48,115	11.24%	1.87%	84
3524009	Milton, ON (T)	106,330	0.55%	5,485	3.12%	5.16%	566	10,125	3.71%	9.52%	674	8,426	3.71%	7.92%	673	12,044	4.88%	11.33%	886	19,451	4.54%	18.29%	825
3524001	Oakville, ON (T)	174,424	0.90%	5,011	2.85%	2.87%	315	9,134	3.35%	5.24%	371	7,907	3.48%	4.53%	385	8,013	3.25%	4.59%	359	17,279	4.04%	9.91%	447
3525005	Hamilton, ON (C)	483,265	2.50%	3,027	1.72%	0.63%	69	4,411	1.62%	0.91%	65	2,489	1.10%	0.51%	44	4,776	1.94%	0.99%	77	8,953	2.09%	1.85%	84
3524015	Halton Hills, ON (T)	53,559	0.28%	2,484	1.41%	4.64%	509	4,166	1.53%	7.78%	551	2,972	1.31%	5.55%	472	4,027	1.63%	7.52%	588	6,886	1.61%	12.86%	580
3524002	Burlington, ON (CY)	163,747	0.85%	966	0.55%	0.59%	65	2,918	1.07%	1.78%	126	2,249	0.99%	1.37%	117	3,086	1.25%	1.88%	147	5,475	1.28%	3.34%	151
3519028	Vaughan, ON (CY)	264,447	1.37%	1,874	1.07%	0.71%	78	2,259	0.83%	0.85%	60	1,944	0.86%	0.74%	62	2,956	1.20%	1.12%	87	5,423	1.27%	2.05%	92
3519036	Markham, ON (CY)	301,247	1.56%	911	0.52%	0.30%	33	2,156	0.79%	0.72%	51	975	0.43%	0.32%	28	1,554	0.63%	0.52%	40	3,625	0.85%	1.20%	54

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

2020 Mississauga - Streetsville BIA 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
15,378	11,583	75.3	13,344	86.8	13,714	89.2	12,626	82.1	14,874	96.7

2020 Mississauga - Streetsville 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	430,631	14,874	3.5	415,757	96.5

ENVIRONICS ANALYTICS

2021 Mississauga - Streetsville 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%	197,123	100%	1.02%	100	363,284	100%	1.88%	100	344,020	100%	1.78%	100	221,250	100%	1.15%	100	498,578	100%	2.58%	100
3521005	Mississauga, ON (CY)	642,951	3.33%	122,068	61.92%	18.99%	1859	209,411	57.64%	32.57%	1731	203,874	59.26%	31.71%	1779	139,601	63.10%	21.71%	1894	249,402	50.02%	38.79%	1502
3521010	Brampton, ON (CY)	596,084	3.09%	20,496	10.40%	3.44%	337	42,216	11.62%	7.08%	376	37,666	10.95%	6.32%	355	21,256	9.61%	3.57%	311	63,751	12.79%	10.69%	414
3520005	Toronto, ON (C)	2,568,898	13.31%	16,457	8.35%	0.64%	63	34,218	9.42%	1.33%	71	28,128	8.18%	1.09%	61	19,362	8.75%	0.75%	66	55,201	11.07%	2.15%	83
3524009	Milton, ON (T)	106,330	0.55%	7,776	3.94%	7.31%	716	13,462	3.71%	12.66%	673	14,048	4.08%	13.21%	741	8,237	3.72%	7.75%	676	22,150	4.44%	20.83%	806
3524001	Oakville, ON (T)	174,424	0.90%	6,362	3.23%	3.65%	357	12,601	3.47%	7.22%	384	12,043	3.50%	6.90%	387	7,709	3.48%	4.42%	386	19,962	4.00%	11.44%	443
3525005	Hamilton, ON (C)	483,265	2.50%	2,792	1.42%	0.58%	57	4,790	1.32%	0.99%	53	4,582	1.33%	0.95%	53	2,316	1.05%	0.48%	42	9,432	1.89%	1.95%	76
3519028	Vaughan, ON (CY)	264,447	1.37%	3,794	1.92%	1.43%	141	3,073	0.85%	1.16%	62	3,255	0.95%	1.23%	69	2,494	1.13%	0.94%	82	7,479	1.50%	2.83%	109
3524015	Halton Hills, ON (T)	53,559	0.28%	2,160	1.10%	4.03%	395	5,257	1.45%	9.82%	522	5,965	1.73%	11.14%	625	2,995	1.35%	5.59%	488	7,095	1.42%	13.25%	513
3524002	Burlington, ON (CY)	163,747	0.85%	1,367	0.69%	0.83%	82	3,788	1.04%	2.31%	123	4,154	1.21%	2.54%	142	1,508	0.68%	0.92%	80	6,195	1.24%	3.78%	146
3521024	Caledon, ON (T)	68,255	0.35%	1,177	0.60%	1.72%	169	2,721	0.75%	3.99%	212	2,170	0.63%	3.18%	178	1,115	0.50%	1.63%	143	3,610	0.72%	5.29%	205

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

2021 Mississauga - Streetsville 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
15,378	11,829	76.9	15,570	101.2	15,492	100.7	13,841	90.0	15,279	99.4

2021 Mississauga - Streetsville BIA Visitors Within vs Outside Trade Area
Benchmark: Canada

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	502,629	15,279	3.0	487,350	97.0

ENVIRONICS ANALYTICS

ENVIRONICS
ANALYTICS

Customers: Mississauga Streetsville BIA - FY 2021: Sum_Unique_Visitors

Total Customers: 424,407

Top 5 segments represent # 58.4% of customers in Southern Ontario

15 **SOUTH ASIAN ENTERPRISE**

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

Rank: 1
Customers: 91,736
Customers %: 21.61
% in Benchmark: 5.76
Index: **375**

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.
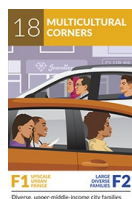
08 **MULTICULTURE-ISH**

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

Rank: 2
Customers: 70,824
Customers %: 16.69
% in Benchmark: 5.19
Index: **322**

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.

31 **METRO MELTING POT**

F3 UPSCALE URBAN FRINGE / MIDDLE-AGE FAMILIES F3
Diverse, middle-income city dwellers

Rank: 3
Customers: 39,819
Customers %: 9.38
% in Benchmark: 2.08
Index: **452**

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.

18 **MULTICULTURAL CORNERS**

F1 UPSCALE URBAN FRINGE / LARGE DIVERSE FAMILIES F2
Diverse, upper-middle-income city families

Rank: 4
Customers: 24,001
Customers %: 5.66
% in Benchmark: 3.76
Index: **150**

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.

05 **FIRST-CLASS FAMILIES**

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

Rank: 5
Customers: 21,341
Customers %: 5.03
% in Benchmark: 4.16
Index: **121**

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+ |