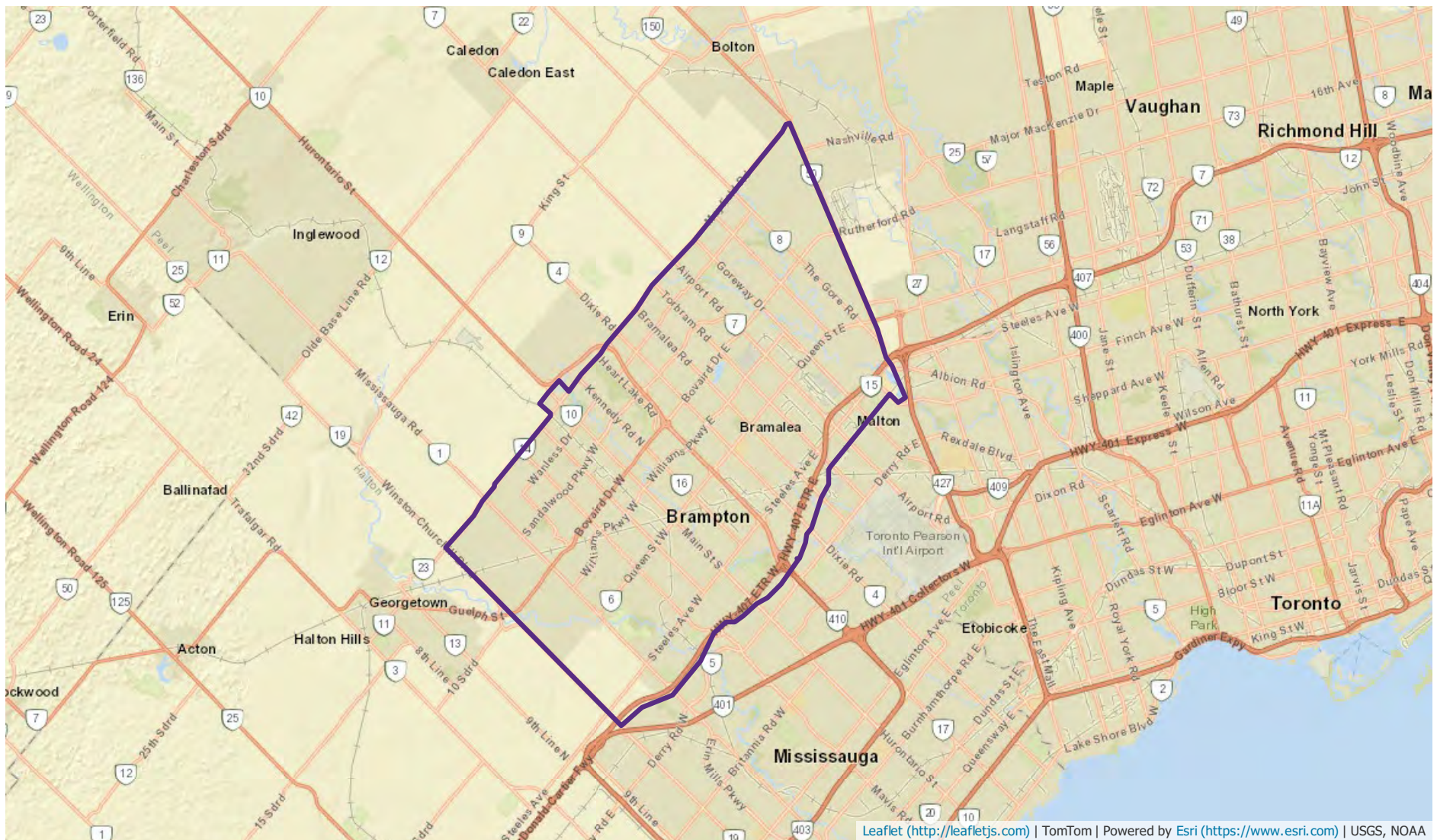


Demographics | Trade Area Map



Trade Area: Brampton

Population: 691,957 | Households: 191,209



Leaflet (<http://leafletjs.com>) | TomTom | Powered by Esri (<https://www.esri.com>) | USGS, NOAA

Demographics | Population & Households



Trade Area: Brampton

POPULATION

691,957

HOUSEHOLDS

191,209

MEDIAN MAINTAINER AGE

50

Index: 93

MARITAL STATUS



59.6%

Index: 104

Married/Common-Law

FAMILY STATUS*

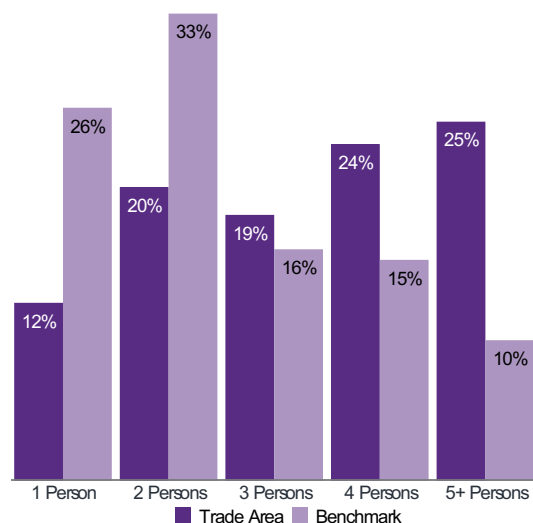


57.7%

Index: 127

Couples With Children At Home

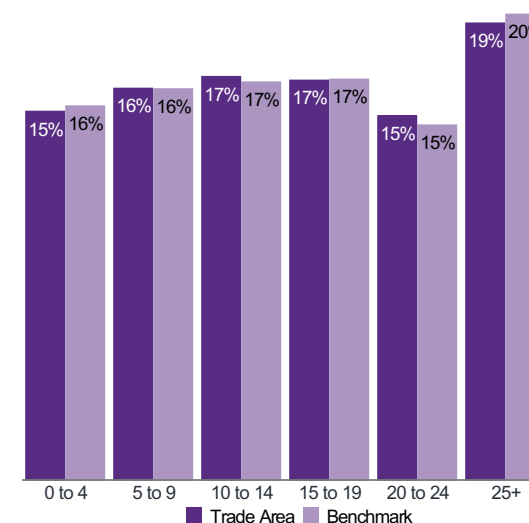
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	41,756	6.0	118
5 to 9	43,525	6.3	121
10 to 14	45,165	6.5	123
15 to 19	45,585	6.6	120
20 to 24	48,782	7.0	104
25 to 29	53,702	7.8	106
30 to 34	54,069	7.8	112
35 to 39	54,393	7.9	117
40 to 44	51,358	7.4	116
45 to 49	46,362	6.7	103
50 to 54	44,696	6.5	94
55 to 59	42,858	6.2	83
60 to 64	35,736	5.2	79
65 to 69	29,234	4.2	78
70 to 74	23,404	3.4	75
75 to 79	14,887	2.2	69
80 to 84	9,110	1.3	60
85+	7,335	1.1	46

AGE OF CHILDREN AT HOME



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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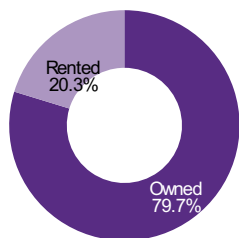
Demographics | Housing & Income



Trade Area: Brampton

Population: 691,957 | Households: 191,209

TENURE



STRUCTURE TYPE



Houses

78.1%

Index: 114



Apartments

21.9%

Index: 70

AGE OF HOUSING*

14 - 18 Years Old

% Comp: 16.1 Index: 222

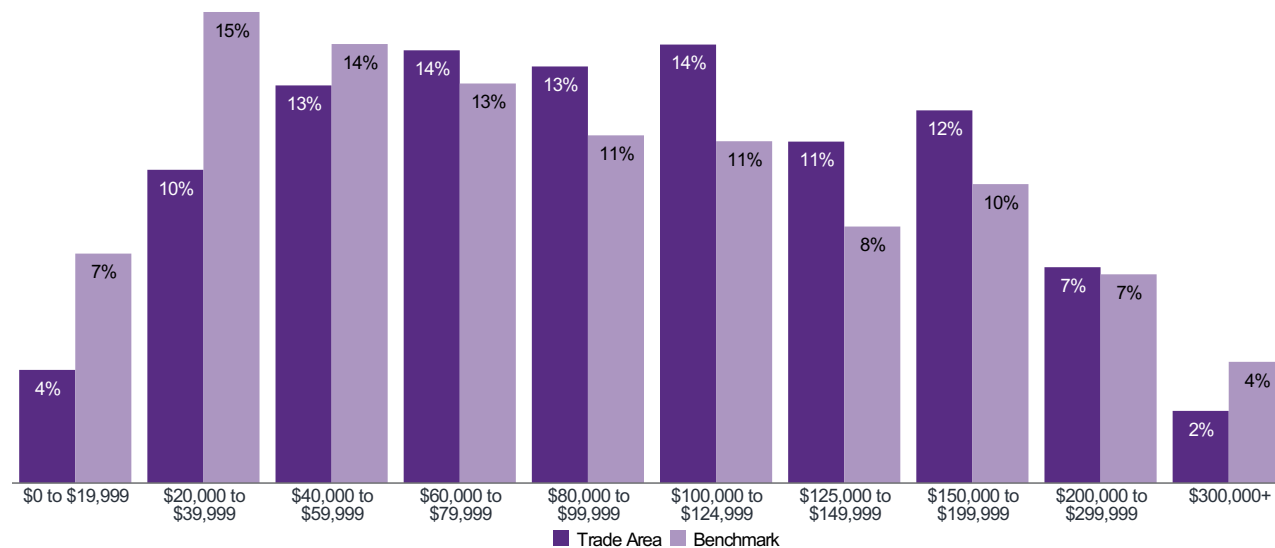
AVERAGE HOUSEHOLD INCOME



\$110,102

Index: 100

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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Demographics | Education & Employment



Trade Area: Brampton

Population: 691,957 | Households: 191,209

EDUCATION



26.0%

Index: 93

University Degree

LABOUR FORCE PARTICIPATION



62.9%

Index: 102

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



75.7%

Index: 107

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

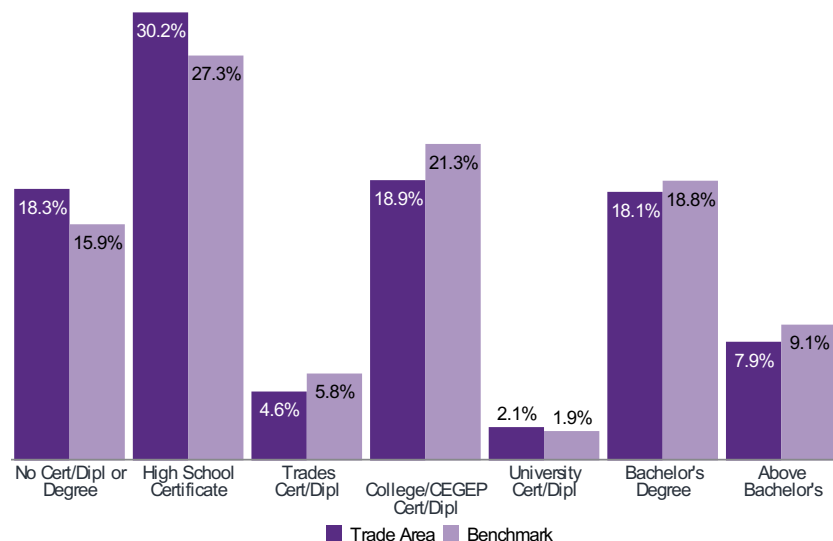


14.0%

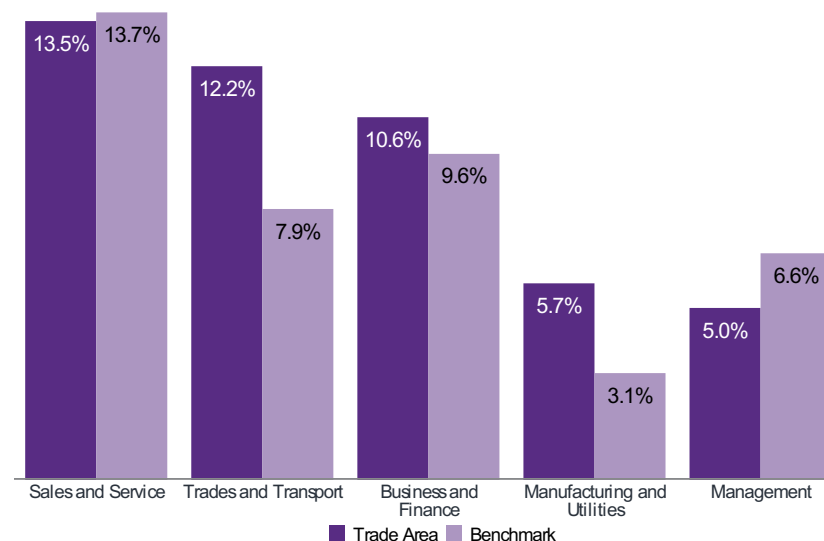
Index: 91

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Ontario

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*Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | Diversity



Trade Area: Brampton

Population: 691,957 | Households: 191,209

VISIBLE MINORITY PRESENCE



78.1%

Index: 238

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



4.8%

Index: 194

No knowledge of English or French

IMMIGRATION



54.0%

Index: 179

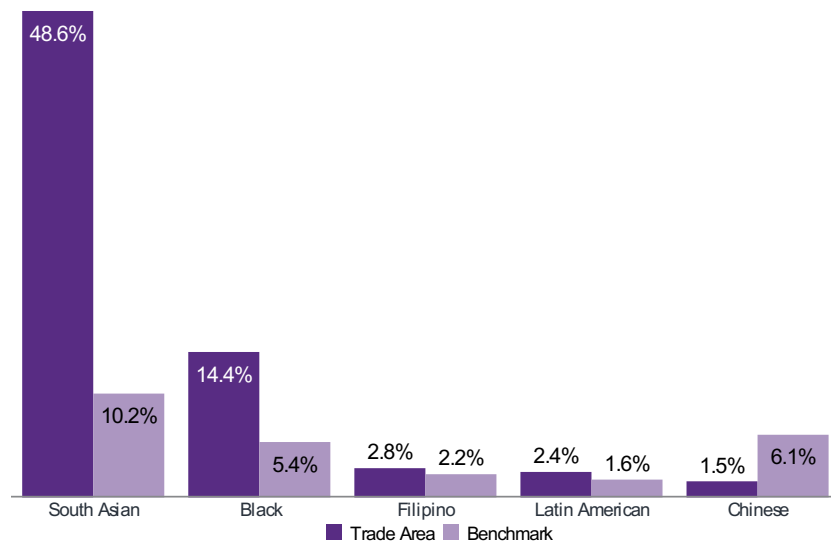
Born outside Canada

PERIOD OF IMMIGRATION*

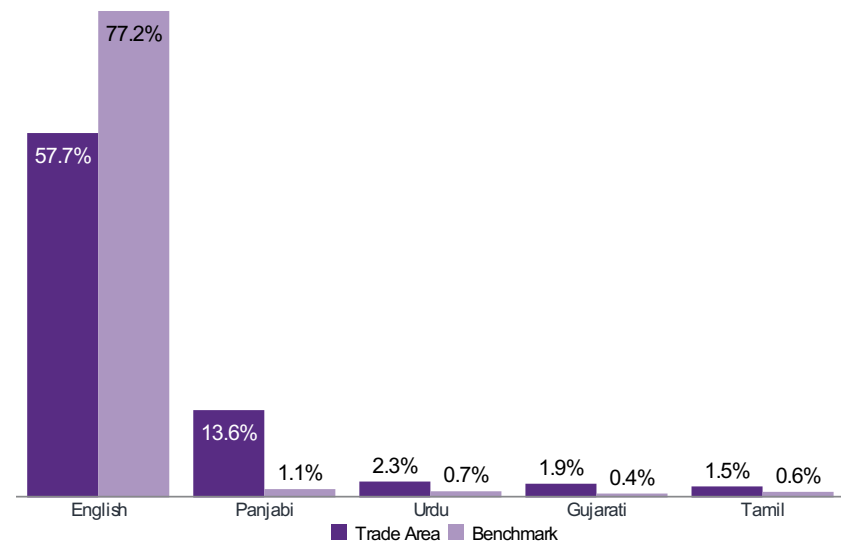
2017 To Present

% Comp: 13.6 Index: 267

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | DemoStats Highlights



Trade Area: Brampton

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	691,957	100.00	14,483,929	100.00	4.78	100
Total Households	191,209	100.00	5,536,784	100.00	3.45	100
Age of Household Maintainer						
15 to 24	1,917	1.00	138,834	2.51	1.38	40
25 to 34	25,208	13.18	795,062	14.36	3.17	92
35 to 44	45,968	24.04	956,777	17.28	4.80	139
45 to 54	46,959	24.56	1,064,623	19.23	4.41	128
55 to 64	37,796	19.77	1,138,016	20.55	3.32	96
65 to 74	21,423	11.20	822,195	14.85	2.61	75
75 or Older	11,938	6.24	621,277	11.22	1.92	56
Size of Household						
1 Person	23,664	12.38	1,442,973	26.06	1.64	47
2 Persons	39,174	20.49	1,808,714	32.67	2.17	63
3 Persons	35,460	18.55	893,076	16.13	3.97	115
4 Persons	44,947	23.51	852,128	15.39	5.27	153
5 or More Persons	47,964	25.09	539,893	9.75	8.88	257
Household Type						
Total Family Households	162,073	84.76	3,868,336	69.87	4.19	121
One-Family Households	140,119	73.28	3,720,258	67.19	3.77	109
Multiple-Family Households	21,954	11.48	148,078	2.67	14.83	429
Non-Family Households	29,136	15.24	1,668,448	30.13	1.75	51
One-Person Households	23,886	12.49	1,447,997	26.15	1.65	48
Two-Or-More-Person Households	5,250	2.75	220,451	3.98	2.38	69
Marital Status						
Married Or Living With A Common-Law Partner	332,751	59.58	6,872,442	57.19	4.84	104
Single (Never Legally Married)	159,655	28.59	3,320,833	27.63	4.81	103
Separated	16,182	2.90	401,986	3.35	4.03	87
Divorced	24,390	4.37	718,684	5.98	3.39	73
Widowed	25,521	4.57	703,590	5.86	3.63	78
Children at Home						
Percent: Households with Children at Home	--	63.98	--	43.89	--	146
Age of Children at Home						
Total Number Of Children At Home	262,767	100.00	4,484,508	100.00	5.86	100
0 to 4	40,622	15.46	703,366	15.68	5.78	99
5 to 9	43,163	16.43	735,546	16.40	5.87	100
10 to 14	44,458	16.92	748,377	16.69	5.94	101
15 to 19	44,050	16.76	753,717	16.81	5.84	100
20 to 24	40,126	15.27	667,541	14.88	6.01	103
25 and over	50,348	19.16	875,961	19.53	5.75	98

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	152,451	79.73	3,836,897	69.30	3.97	115
Rented	38,758	20.27	1,689,746	30.52	2.29	66
Band Housing	0	0.00	10,141	0.18	0.00	0
Housing Type						
Houses	149,335	78.10	3,783,163	68.33	3.95	114
Single-Detached House	99,058	51.81	2,967,120	53.59	3.34	97
Semi-Detached House	26,296	13.75	311,462	5.63	8.44	244
Row House	23,981	12.54	504,581	9.11	4.75	138
Apartments	41,829	21.88	1,726,459	31.18	2.42	70
High-rise (5+ Floors)	19,396	10.14	973,481	17.58	1.99	58
Low-rise (<5 Floors)	9,171	4.80	561,065	10.13	1.63	47
Detached Duplex	13,262	6.94	191,913	3.47	6.91	200
Other Dwelling Types	45	0.02	27,162	0.49	0.17	5
Housing Period of Construction						
Before 1961	8,042	4.21	1,323,353	23.90	0.61	18
1961 - 1980	39,606	20.71	1,522,055	27.49	2.60	75
1981 - 1990	26,136	13.67	708,801	12.80	3.69	107
1991 - 2000	27,497	14.38	653,889	11.81	4.21	122
2001 - 2005	30,859	16.14	402,410	7.27	7.67	222
2006 - 2010	23,677	12.38	374,073	6.76	6.33	183
2011 - 2016	22,861	11.96	344,077	6.21	6.64	192
After 2016	12,531	6.55	208,126	3.76	6.02	174

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	--	110,102.13	--	109,660.18	--	100
Education						
No Certificate, Diploma Or Degree	101,992	18.26	1,907,032	15.87	5.35	115
High School Certificate Or Equivalent	168,694	30.20	3,279,099	27.29	5.14	111
Apprenticeship Or Trades Cert/Dipl	25,423	4.55	693,412	5.77	3.67	79
College/CEGEP/Non-Uni Cert/Dipl	105,299	18.85	2,560,221	21.30	4.11	88
University Cert/Dipl Below Bachelor	11,979	2.15	225,596	1.88	5.31	114
University Degree	145,112	25.98	3,352,175	27.89	4.33	93
Labour Force						
In The Labour Force (15+)	351,068	62.86	7,411,246	61.67	4.74	102
Labour Force by Occupation						
Management	28,026	5.02	796,916	6.63	3.52	76
Business Finance Administration	59,458	10.65	1,149,419	9.56	5.17	111
Sciences	25,790	4.62	574,567	4.78	4.49	97
Health	17,643	3.16	484,297	4.03	3.64	78
Education, Gov't, Religion, Social	27,535	4.93	908,797	7.56	3.03	65
Art, Culture, Recreation, Sport	6,161	1.10	239,453	1.99	2.57	55
Sales and Service	75,303	13.48	1,651,049	13.74	4.56	98
Trades and Transport	67,862	12.15	953,973	7.94	7.11	153
Natural Resources and Agriculture	2,309	0.41	123,243	1.03	1.87	40
Manufacturing and Utilities	32,080	5.74	371,972	3.10	8.62	186
Commuting						
Car (As Driver)	232,079	75.68	4,481,353	70.42	5.18	107
Car (As Passenger)	22,826	7.44	384,066	6.04	5.94	123
Public Transit	43,039	14.04	986,279	15.50	4.36	91
Walk	4,977	1.62	350,278	5.50	1.42	29
Bicycle	934	0.30	88,422	1.39	1.06	22

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Knowledge of Official Language						
English Only	619,866	89.97	12,283,143	86.06	5.05	105
French Only	605	0.09	42,199	0.30	1.43	30
English And French	35,230	5.11	1,592,757	11.16	2.21	46
Neither English Nor French	33,229	4.82	355,123	2.49	9.36	194
Immigration Status						
Non-Immigrant Population	304,336	44.17	9,719,863	68.10	3.13	65
Born In Province of Residence	277,790	40.32	8,646,491	60.58	3.21	67
Born Outside Province of Residence	26,546	3.85	1,073,372	7.52	2.47	51
Immigrant Population	371,817	53.97	4,304,631	30.16	8.64	179
Visible Minority Status						
Total Visible Minorities	538,212	78.12	4,691,801	32.87	11.47	238
Chinese	10,012	1.45	873,659	6.12	1.15	24
South Asian	334,896	48.61	1,462,854	10.25	22.89	474
Black	99,348	14.42	769,583	5.39	12.91	267
Filipino	19,077	2.77	308,927	2.16	6.18	128
Latin American	16,480	2.39	231,833	1.62	7.11	147
Southeast Asian	9,116	1.32	149,219	1.04	6.11	127
Arab	8,053	1.17	266,504	1.87	3.02	63
West Asian	6,784	0.98	206,441	1.45	3.29	68
Korean	428	0.06	98,969	0.69	0.43	9
Japanese	471	0.07	29,754	0.21	1.58	33
Mother Tongue*						
English	324,524	47.11	9,421,389	66.01	3.44	71
French	5,436	0.79	546,960	3.83	0.99	21
Total Non-Official	322,508	46.81	3,903,251	27.35	8.26	171
Punjabi	131,159	19.04	224,978	1.58	58.30	1,208
Urdu	24,457	3.55	171,764	1.20	14.24	295
Gujarati	21,110	3.06	85,564	0.60	24.67	511
Hindi	17,319	2.51	67,478	0.47	25.67	532
Tamil	15,104	2.19	128,786	0.90	11.73	243
Spanish	13,108	1.90	210,484	1.48	6.23	129
Tagalog	12,219	1.77	187,038	1.31	6.53	135
Portuguese	11,154	1.62	156,199	1.09	7.14	148
Italian	7,507	1.09	235,172	1.65	3.19	66
Arabic	6,043	0.88	207,067	1.45	2.92	60

Benchmark: Ontario

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*Displaying top 10 non-official Mother Tongue language variables by percent composition

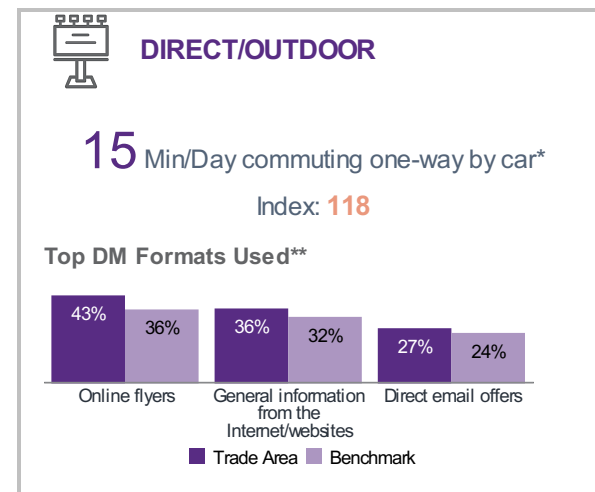
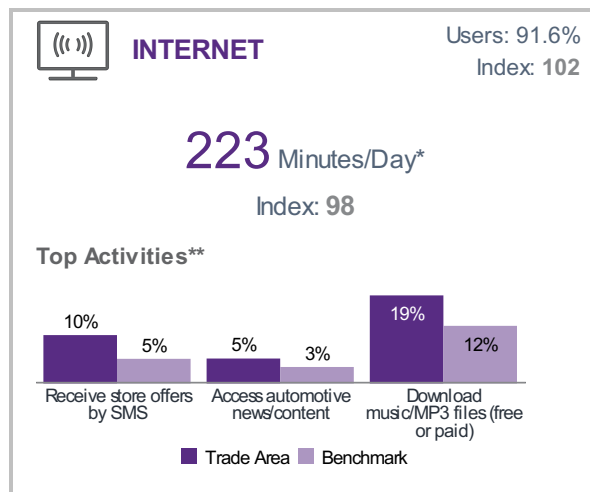
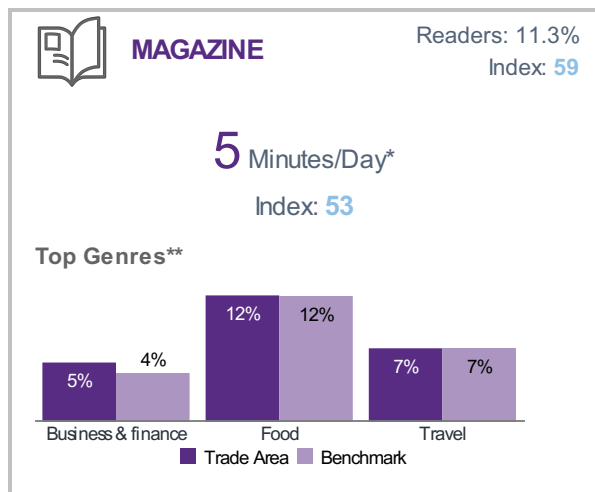
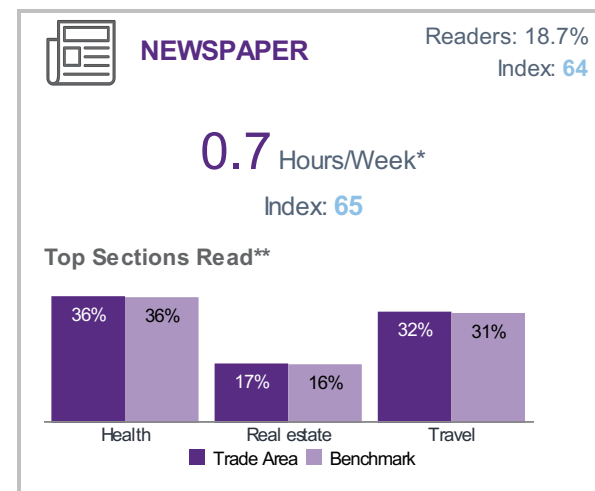
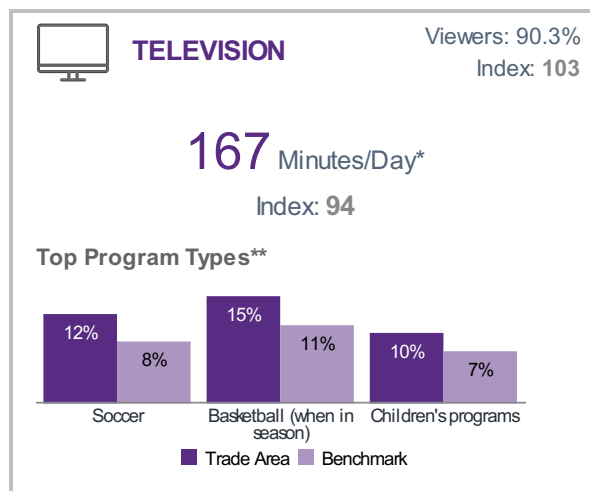
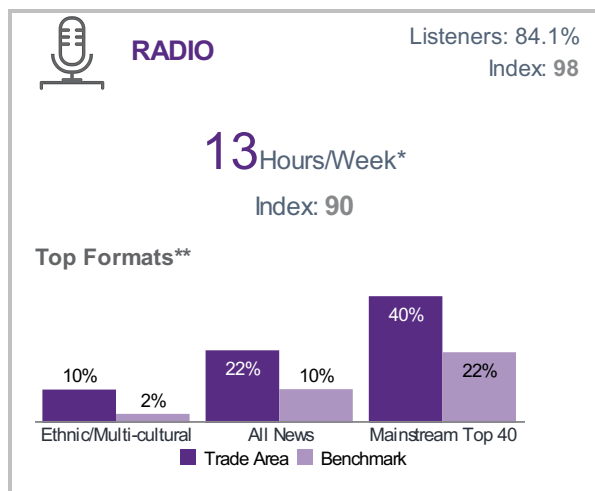
Index Colours:	<80	80 - 110	110+
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Behavioural | Media Overview



Trade Area: Brampton

Household Population 12+: 585,640



Benchmark: Ontario

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*Consumption values based to Household Population 12+

**Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Behavioural | Sports & Leisure Overview - Attend



Trade Area: Brampton

Household Population 12+: 585,640

Top Shows & Exhibitions

Auto shows



6.1%

Index: 105

Home shows



5.7%

Index: 93

Craft shows



7.0%

Index: 80

Top Local Attractions & Destinations

Theme parks



28.6%

Index: 148

Zoos/aquariums



28.3%

Index: 121

Indoor amusement centres



11.5%

Index: 116

Dancing/night clubs



8.8%

Index: 115

Top Professional Sports

Basketball



14.7%

Index: 154

Baseball



29.1%

Index: 118

Soccer



9.1%

Index: 115

Hockey



21.1%

Index: 91

Top Concert & Theatre Venues

Theatre - Other venues



7.1%

Index: 105

Concerts - Arenas



33.5%

Index: 101

Concerts - Night clubs/bars



14.1%

Index: 97

Theatre - Major theatres



22.2%

Index: 89

Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Behavioural | Sports & Leisure Overview - Participate



Trade Area: Brampton

Household Population 12+: 585,640

Top Individual Sports

Snowboarding



7.3%

Index: 134

Racquet sports



16.3%

Index: 123

Inline skating



6.3%

Index: 121

Adventure sports



11.6%

Index: 117

Top Team Sports

Basketball



20.1%

Index: 125

Football



10.0%

Index: 119

Soccer



19.1%

Index: 112

Hockey



16.0%

Index: 108

Top Activities

Ice skating



33.7%

Index: 110

Photography



33.7%

Index: 105

Playing video games



42.4%

Index: 102

Arts/Crafts



40.0%

Index: 100

Top Fitness

Jogging



34.9%

Index: 129

Home exercise



61.4%

Index: 116

Fitness classes



32.7%

Index: 103

Fitness walking



50.0%

Index: 103

Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

TELEVISION

	Count	%	% Pen	Index
Viewership				
Heavy	73,379	12.53	3.69	79
Medium/Heavy	94,756	16.18	4.69	100
Medium	101,363	17.31	4.65	99
Medium/Light	135,753	23.18	5.94	127
Light	123,372	21.07	5.10	109
Top Program Types (Watch in Typical Week)*				
Soccer	72,419	12.37	6.83	146
Basketball (when in season)	87,161	14.88	6.47	138
Children's programs	56,855	9.71	6.40	136
Entertainment news programs	67,410	11.51	5.81	124
Cartoons	68,535	11.70	5.65	120
Cooking programs	157,846	26.95	5.48	117
Tennis (when in season)	37,816	6.46	5.29	113
Other programs	98,857	16.88	5.30	113
Contest shows	95,742	16.35	5.25	112
Home renovation/decoration shows	168,294	28.74	5.06	108
Morning local news	125,262	21.39	5.06	108
Reality shows	102,077	17.43	5.05	108
NFL football (when in season)	77,017	13.15	4.95	106
Movies	270,248	46.15	4.74	101
Documentaries	151,888	25.94	4.70	100

RADIO

	Count	%	% Pen	Index
Listenership				
Heavy	103,089	17.60	3.97	85
Medium/Heavy	118,758	20.28	4.60	98
Medium	123,944	21.16	5.13	109
Medium/Light	117,306	20.03	4.61	98
Light	122,543	20.93	5.25	112
Top Formats (Weekly Reach)*				
Ethnic/Multi-cultural	58,372	9.97	20.68	441
All News	131,242	22.41	10.43	222
Mainstream Top 40/CHR	231,722	39.57	8.52	181
Adult Contemporary	107,024	18.27	5.25	112
Sports	31,897	5.45	5.04	107
Hot Adult Contemporary	86,087	14.70	4.28	91
Classic Hits	87,526	14.95	4.04	86
Modern/Alternative Rock	39,746	6.79	3.46	74
News/Talk	83,320	14.23	3.08	66
Not Classified	30,581	5.22	2.75	59

NEWSPAPERS

	Count	%	% Pen	Index
Readership - Dailies				
Heavy	22,614	3.86	3.01	64
Medium/Heavy	23,635	4.04	3.24	69
Medium	17,343	2.96	2.47	53
Medium/Light	29,443	5.03	4.02	86
Light	16,236	2.77	2.30	49
Section Read - Dailies*				
Health	212,373	36.26	4.73	101
Real estate listings	97,902	16.72	4.76	101
Travel	186,081	31.77	4.75	101
Movie & entertainment	211,559	36.13	4.51	96
National news	303,168	51.77	4.44	95
Business & financial	178,241	30.43	4.41	94
Local & regional news	321,490	54.90	4.35	93
Food	177,455	30.30	4.32	92
International news/world section	276,448	47.20	4.29	91
New homes section	90,347	15.43	4.22	90
Readership - Community Papers				
Heavy	26,162	4.47	2.40	51
Medium/Heavy	24,005	4.10	2.79	59
Medium	41,468	7.08	4.35	93
Medium/Light	42,627	7.28	4.48	95
Light	31,182	5.32	3.23	69

INTERNET

	Count	%	% Pen	Index
Usage				
Heavy	95,171	16.25	3.84	82
Medium/Heavy	131,851	22.51	5.49	117
Medium	116,973	19.97	5.16	110
Medium/Light	109,154	18.64	5.20	111
Light	83,295	14.22	4.34	93
Online Social Networks (Used in Past Month)				
Video/photo sharing	16,036	2.74	8.60	183
Online/Internet dating sites	25,916	4.42	8.07	172
Twitter	128,185	21.89	6.44	137
Instagram	207,486	35.43	6.17	131
Snapchat	111,333	19.03	5.93	126
Pinterest	110,647	18.89	5.63	120
LinkedIn	103,450	17.66	5.43	116
YouTube	277,827	47.44	5.29	113
Google+	146,112	24.95	5.22	111
Facebook	340,174	58.09	5.08	108
Tumblr	16,879	2.88	4.78	102
Top Activities (Past Week)				
Receive store offers by SMS	60,180	10.28	9.54	203
Access automotive news/content	29,976	5.12	7.37	157
Download music/MP3 files (free or paid)	111,333	19.01	7.25	154
Access health-related content	104,030	17.76	6.67	142
Access a TV station's website	46,808	7.99	6.63	141
Access celebrity gossip content	52,949	9.04	6.46	138
Read or look into online magazines	34,007	5.81	6.27	134
Listen to Internet-only music service (e.g. Spotify)	101,730	17.37	6.18	132
Listen to music via streaming video service (e.g. YouTube)	203,668	34.78	6.20	132
Watch a TV broadcast via streaming video	48,153	8.22	6.20	132
Watch other online free streaming videos	213,300	36.42	6.17	132
Research products/services	194,867	33.27	6.17	131
Play/download online games	159,996	27.32	6.06	129
Watch a subscription-based video service (e.g. Netflix)	203,803	34.80	5.95	127
Watch free streaming music videos	178,082	30.41	5.92	126

DIRECT

	Count	%	% Pen	Index
Used in Shopping				
Online flyers	251,531	42.95	5.61	119
General information from the Internet/websites	213,469	36.45	5.30	113
Direct email offers	155,971	26.63	5.14	110
Coupons	201,998	34.49	4.59	98
Local store catalogues	134,440	22.96	4.62	98
Flyers inserted into a community newspaper	222,081	37.92	4.45	95
Flyers delivered to the door or in the mail	243,120	41.51	4.34	92
Mail order	38,548	6.58	4.09	87
Flyers inserted into a daily newspaper	108,369	18.50	3.98	85
Yellow Pages (print or online)	20,364	3.48	3.48	74
Opinion of Flyers to Door/By Mail				
Somewhat unfavourable	131,281	22.42	5.27	112
Very unfavourable	139,294	23.79	4.91	105
Somewhat favourable	203,786	34.80	4.66	99
Very favourable	111,278	19.00	4.02	86

MAGAZINES

	Count	%	% Pen	Index
Readership				
Heavy	10,264	1.75	2.19	47
Medium/Heavy	10,845	1.85	2.34	50
Medium	10,680	1.82	2.31	49
Medium/Light	17,480	2.98	3.57	76
Light	16,709	2.85	3.32	71
Top Magazine Types*				
Business & finance	32,024	5.47	5.74	122
Food & beverage	69,286	11.83	4.72	101
Travel & tourism	39,917	6.82	4.68	100
Entertainment/celebrity	46,414	7.92	4.37	93
Health/fitness	31,773	5.42	3.65	78
Gardening & homes	34,611	5.91	3.53	75
News & current affairs	29,621	5.06	2.92	62

Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

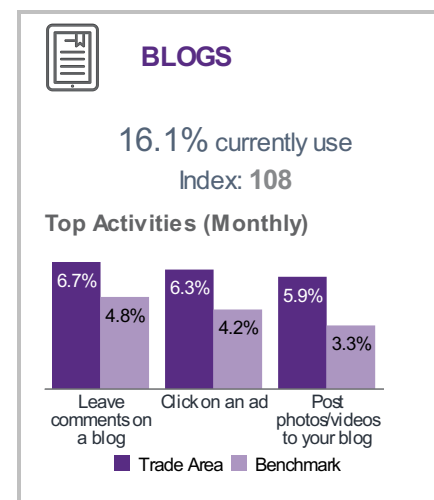
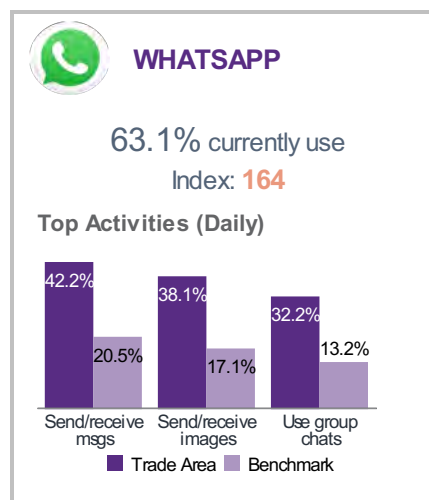
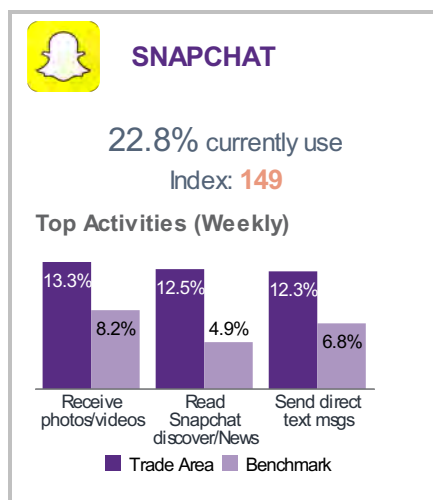
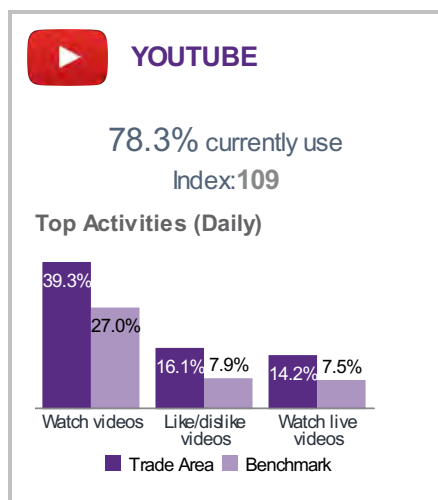
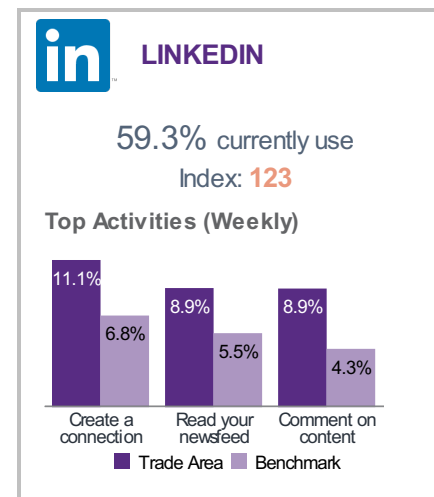
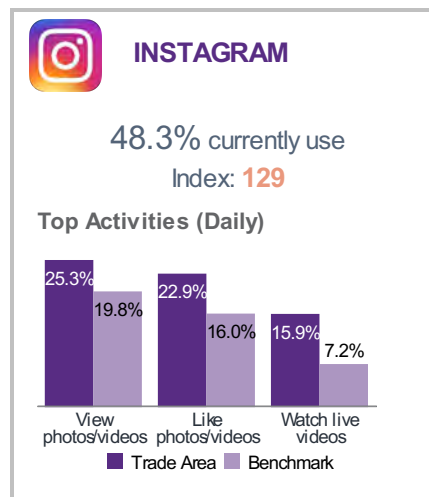
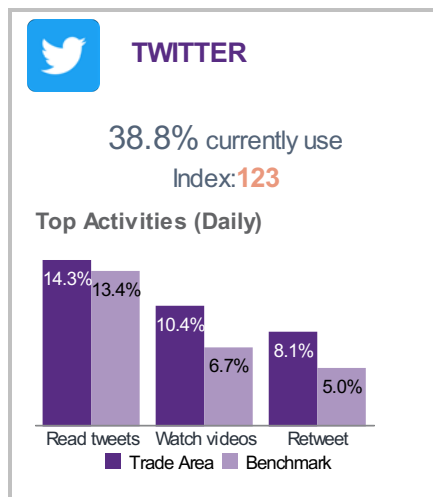
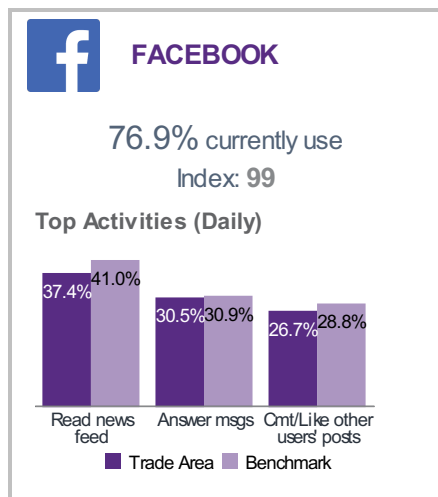
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Opticks Social | Social Media Activities



Trade Area: Brampton

Household Population 18+: 531,928



Benchmark: 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+

Opticks Social | Social Media Usage



Trade Area: Brampton

Household Population 18+: 531,928

FRIENDS IN ALL SM NETWORKS



28.7%

Index: 82

0-49 friends

FREQUENCY OF USE (DAILY)



55.7%

Index: 97

Facebook

BRAND INTERACTION



42.0%

Index: 107

Like brand on Facebook

NO. OF BRANDS INTERACTED

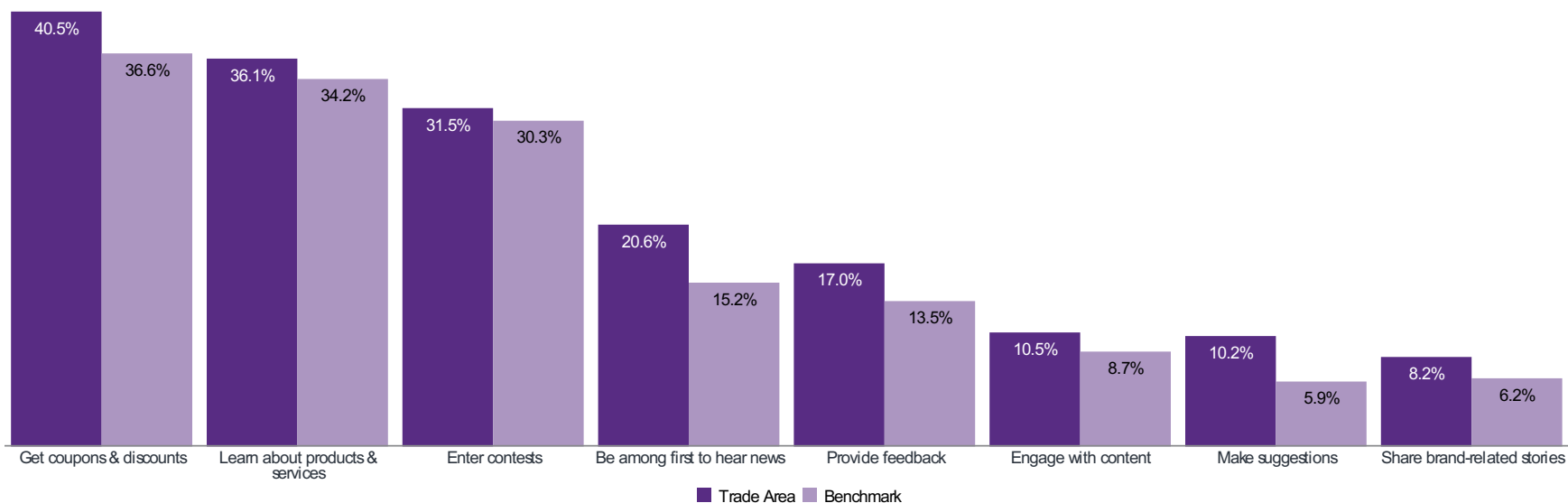


34.0%

Index: 102

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Ontario

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Chosen and ranked by percent composition

Index Colours: <80 80 - 110 110+

Opticks Social | Purchases and Future Usage



Trade Area: Brampton

Household Population 18+: 531,928

SOCIAL MEDIA PURCHASES - SEEK SUGGESTIONS/RECOMMENDATIONS WHEN CONSIDERING: (Top 4)



20.3%

Index: 173

Vacation, travel-related



15.0%

Index: 223

Health-related



14.9%

Index: 170

Big-ticket (i.e. appliances)

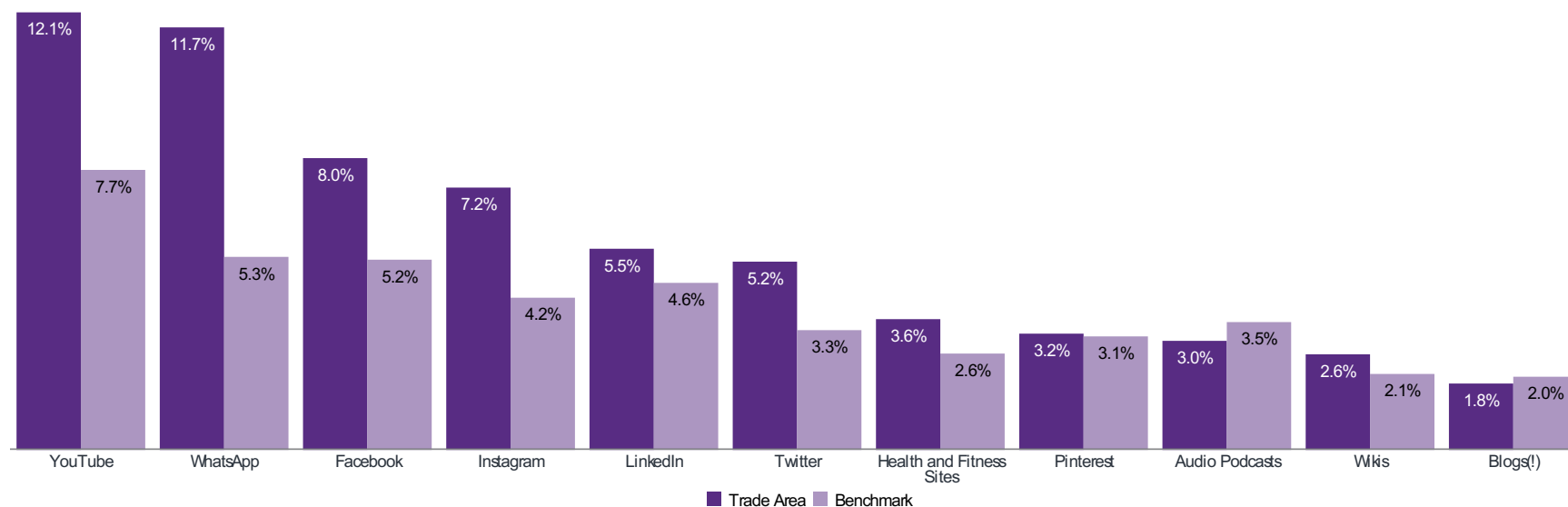


14.5%

Index: 163

Entertainment-related (i.e. movies)

USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Ontario

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Chosen and ranked by percent composition

Note: N/A values are displayed if variables do not meet criteria

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

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



Trade Area: Brampton



DESCRIBES ME*...

Use SM to stay connected with family

% Comp **49.2** Index **114**



I AM OPEN TO RECEIVING RELEVANT MARKETING MESSAGES THROUGH SOCIAL MEDIA CHANNELS

% Comp **29.6** Index **112**



I WOULD BE MORE INCLINED TO PARTICIPATE IN SM IF I KNEW MY PERSONAL INFORMATION WOULD NOT BE OWNED/SHARED BY COMPANY

% Comp **76.0** Index **104**



I AM VERY COMFORTABLE SHARING MY PERSONAL INFORMATION WITH SOCIAL MEDIA SITES

% Comp **13.3** Index **128**



SOCIAL MEDIA COMPANIES SHOULD NOT BE ALLOWED TO OWN OR SHARE MY PERSONAL INFORMATION

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



SHARING MY PERSONAL INFORMATION WITH FRIENDS/ACQUAINTANCES IN SM ENVIRONMENTS DOES NOT CONCERN ME

% Comp **24.3** Index **105**

Benchmark: Ontario

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*Chosen and ranked by percent composition with a minimum of 5%

Index Colours:

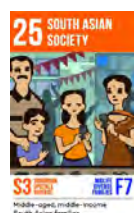
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Top 5 segments represent **70.9%** of households in Brampton



Rank: 1
Hhlds: 71,230
Hhld %: 37.25
% in Benchmark: 1.74
Index: 2,143

Reflecting the increasing diversity of Canada's visible minority population, South Asian Achievers has emerged as a fast-growing segment of family-filled households in new suburban neighbourhoods. The most affluent of the South Asian segments, it also has one of the highest concentrations of family households, at more than 90 percent. Many tend to cluster together in cultural enclaves, particularly in the greater Toronto area. These middle-aged, relatively recent immigrants—about 60 percent are foreign-born—are characterized by mixed educations, skilled blue-collar and service sector jobs, upper-middle incomes and child-centred lifestyles. In neighbourhoods filled with single-detached, semis and row houses, active families enjoy outdoor sports like basketball, baseball and soccer, as well as visits to amusement parks, movies and electronics shows. Still making their way in Canadian popular culture, these residents have a high rate for going to a university with plans for bettering their lives.



Rank: 2
Hhlds: 21,891
Hhld %: 11.45
% in Benchmark: 0.91
Index: 1,252

Home to the largest concentration of South Asian residents, South Asian Society features a blend of Sikh, Hindu and Muslim immigrants who have arrived in Canada since 1990. Half speak a non-official language, the most common being Punjabi. Residing mostly in two major cities—Vancouver and Toronto—these middle-aged families contain children of all ages living in single-detached homes and duplexes. Working in manufacturing, the trades, sales and service, the adults in South Asian Society earn average incomes, which they diligently invest for their children's education. Here, nearly one in seven households is multi-generational—seven times the national average—and their marketplace tastes reflect the age span. Eager to explore all that their adopted country has to offer, South Asian Society members have high rates for jogging, camping, going to nightclubs and attending bridal shows. They are active shoppers, too, frequenting fashionable retailers like H&M and Banana Republic, as well as athletic apparel shops such as Foot Locker and Champs.



Rank: 3
Hhlds: 19,330
Hhld %: 10.11
% in Benchmark: 1.42
Index: 713

Living in row houses in the established suburbs of Canada's largest cities, the middle-aged members of Home Sweet Rows earn midscale incomes to support their large, child-filled households. With immigrants from Asia, Latin America and the Middle East—a high proportion having arrived since the turn of the 21st century—nearly four in ten residents belong to a visible minority. Indifferent to high-brow entertainment, they're happy with a night out at a pub or casino, and dinner at Boston Pizza or Milestones. To keep fit, they head to a health club, while for fun they'll hit the slopes with the kids for a ski or snowboarding trip. With such busy home lives, this group still makes time to keep up on their interests at fan, auto and pet shows. When they travel, they like to explore North America, visiting destinations in the western provinces and the western U.S.



Rank: 4
Hhlds: 13,804
Hhld %: 7.22
% in Benchmark: 1.53
Index: 473

Unlike the wave of immigrants who came to Canada in the postwar years, the members of Diversity Heights tend to be Baby Boomers and Gen-Xers who emigrated between 1960 and 1990. Today these older, culturally diverse families—about 40 percent are foreign-born, typically from China, India, Italy and the Philippines—have moved beyond gateway neighbourhoods into comfortable inner-ring suburbs. In these multi-lingual neighbourhoods, nearly nine out of ten households own their homes, and more than two-thirds of these are single-family dwellings; about 5 percent are multi-family households. With its high concentration of older children—one-third are over 20—this segment scores high for outdoor activities like soccer, baseball, tennis and football. Many also frequent nightclubs, amusement parks, aquariums and hockey games. And in these neighbourhoods where one of the stronger values is Traditional Family, shoppers frequent family-oriented businesses: bowling alleys, video arcades and ski resorts, for an afternoon of snow boarding.



Rank: 5
Hhlds: 9,302
Hhld %: 4.87
% in Benchmark: 3.19
Index: 153

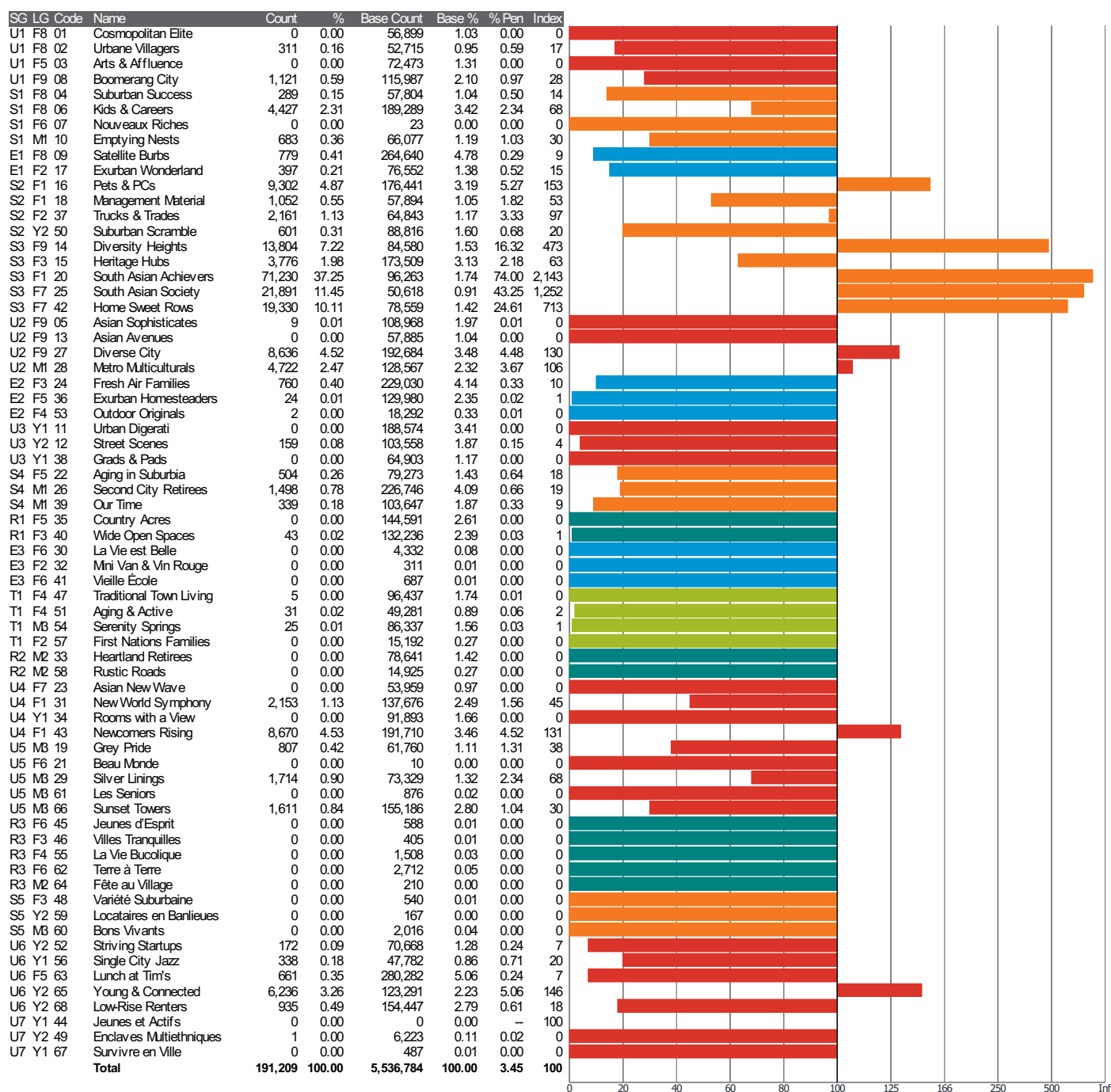
One of the largest lifestyles in Canada, Pets & PCs is a haven for younger families with pre-school children in the new suburbs surrounding larger cities. Half of the children in this segment are under the age of 10, and most of the maintainers are under 45. Pets & PCs has a strong presence of immigrants from South Asia, China and the Caribbean. Few segments have more new housing, and most residents have settled into a mix of single-detached, semi-detached and row house developments. With upscale incomes, segment members have crafted an active, child-centred lifestyle. These families participate in many team sports, including baseball, basketball, hockey and soccer, and they shuttle kids and gear to games in minivans and SUVs. On weekends, they head to kid-friendly destinations such as zoos, aquariums and amusement parks. They fill their homes with an array of computers and electronic gear, including video game systems and tablets, to occupy their children while the moms and dads grab the occasional date night to go out to a movie or enjoy dinner at a fine restaurant.

PRIZM Profile | Trade Area



Trade Area: Brampton

Base Variable: Total Households



Benchmark: Ontario

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Psychographics | SocialValues Overview



Trade Area: Brampton



Strong Values

Values	Index
Pursuit of Novelty	137
Religiosity	137
Ostentatious Consumption	136
Need for Status Recognition	132
Interest in the Unexplained	129
Patriarchy	128
Pursuit of Intensity	128
Confidence in Advertising	127
Consumption Evangelism	127
Joy of Consumption	126



Descriptions | Top 3 Strong Values

Pursuit of Novelty

Active desire to discover new "modern" products, services and experiences, and to integrate them into the routine of daily life. People who are strong on this construct want to experience something new every day.

Religiosity

Placing great importance on religion as a construct which guides one's life. Also, placing great significance on having an affiliation with an organized religious faith. Tendency to consider that religion represents the essential values and education that should be transmitted to the next generation. (Note: Lower scores on this construct should be construed not as anti-religious, but as "Atheistic").

Ostentatious Consumption

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



Weak Values

Values	Index
Flexible Families	63
Personal Control	74
Rejection of Orderliness	75
Utilitarian Consumerism	81
Community Involvement	82
Fulfillment Through Work	82
Brand Apathy	84
Ecological Concern	84
Cultural Assimilation	85
Emotional Control	86



Descriptions | Top 3 Weak Values

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

Personal Control

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

Rejection of Orderliness

Living with a certain amount of disorder as an expression of oneself. Also, a desire to distance oneself from society's traditional moral code governing good manners and the golden rule in favour of a more informal and relaxed approach to life.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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