Demographics | Trade Area Map

Trade Area: Mississauga

Population: 783,782 | **Households:** 261,570

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

Demographics | Population & Households

Trade Area: Mississauga

POPULATION
783,782

HOUSEHOLDS
261,570

MEDIAN MAINTAINER AGE
53

Index: **100**

MARITAL STATUS
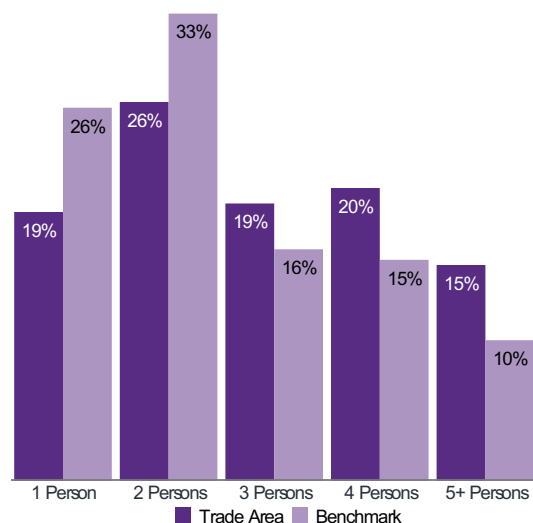57.5%

Index: **100**

Married/Common-Law

FAMILY STATUS*
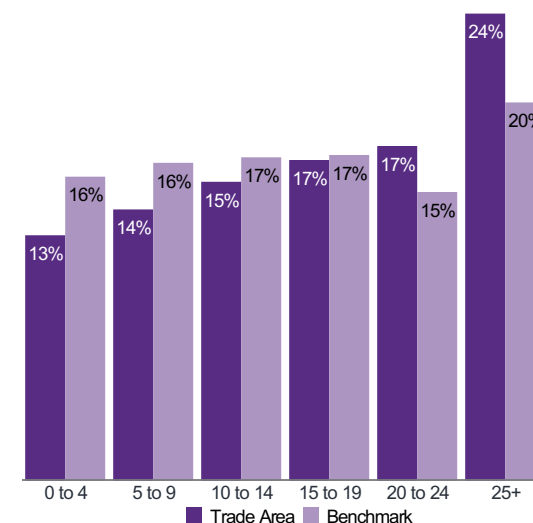54.9%

Index: **121**

Couples With Children At Home

HOUSEHOLD SIZE

	Trade Area	Benchmark
1 Person	19%	26%
2 Persons	26%	33%
3 Persons	19%	16%
4 Persons	20%	15%
5+ Persons	15%	10%

POPULATION BY AGE

	Count	%	Index
0 to 4	36,871	4.7	92
5 to 9	39,977	5.1	99
10 to 14	44,369	5.7	107
15 to 19	48,021	6.1	111
20 to 24	58,382	7.4	110
25 to 29	59,545	7.6	104
30 to 34	53,463	6.8	98
35 to 39	51,870	6.6	99
40 to 44	52,578	6.7	105
45 to 49	54,221	6.9	107
50 to 54	58,298	7.4	108
55 to 59	59,039	7.5	101
60 to 64	48,604	6.2	95
65 to 69	38,300	4.9	90
70 to 74	30,908	3.9	88
75 to 79	21,238	2.7	87
80 to 84	14,536	1.9	85
85+	13,562	1.7	75

AGE OF CHILDREN AT HOME

	Trade Area	Benchmark
0 to 4	13%	16%
5 to 9	14%	16%
10 to 14	15%	17%
15 to 19	17%	17%
20 to 24	17%	15%
25+	24%	20%

Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Mississauga

Population: 783,782 | **Households:** 261,570

TENURE

Rented 28.2%

Owned 71.8%

STRUCTURE TYPE

62.5%
Houses
Index: **91**
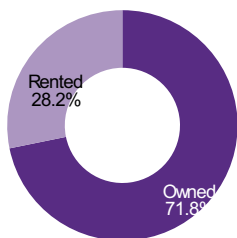
37.3%
Apartments
Index: **120**

AGE OF HOUSING*

19 - 28 Years Old

% Comp: **19.4**   Index: **164**

AVERAGE HOUSEHOLD INCOME

$116,702

Index: **106**

HOUSEHOLD INCOME DISTRIBUTION
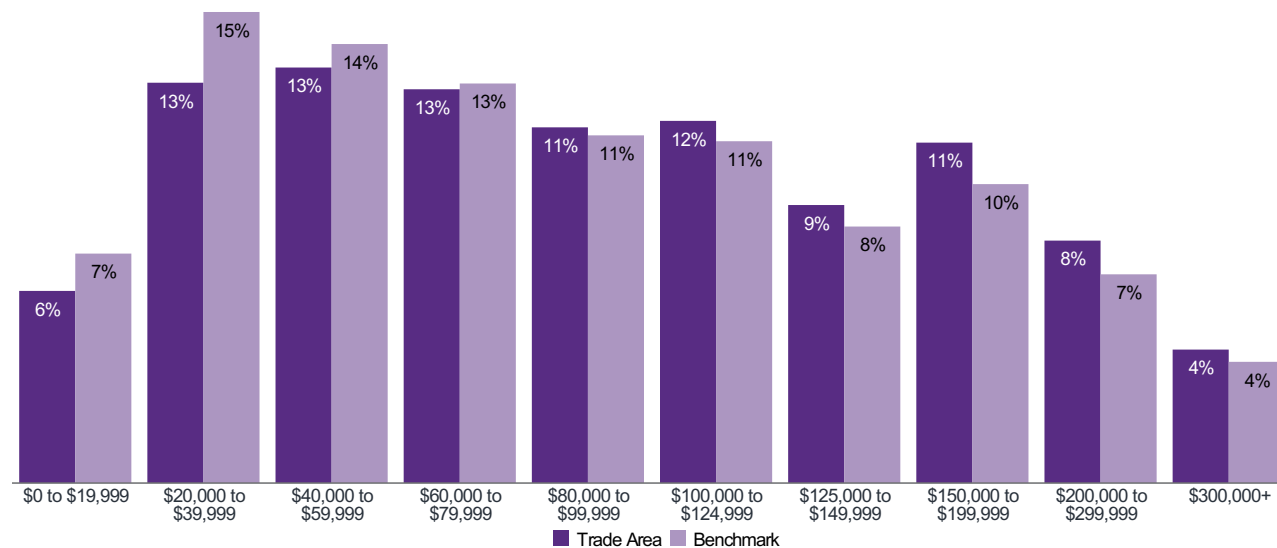
Income Range	Trade Area	Benchmark
$0 to $19,999	6%	7%
$20,000 to $39,999	13%	15%
$40,000 to $59,999	13%	14%
$60,000 to $79,999	13%	13%
$80,000 to $99,999	11%	11%
$100,000 to $124,999	12%	11%
$125,000 to $149,999	9%	8%
$150,000 to $199,999	11%	10%
$200,000 to $299,999	8%	7%
$300,000+	4%	4%

■ Trade Area ■ Benchmark

Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Mississauga

Population: 783,782 | **Households:** 261,570

EDUCATION

35.4%
Index: **127**

University Degree

LABOUR FORCE PARTICIPATION

61.2%
Index: **99**

Participation Rate

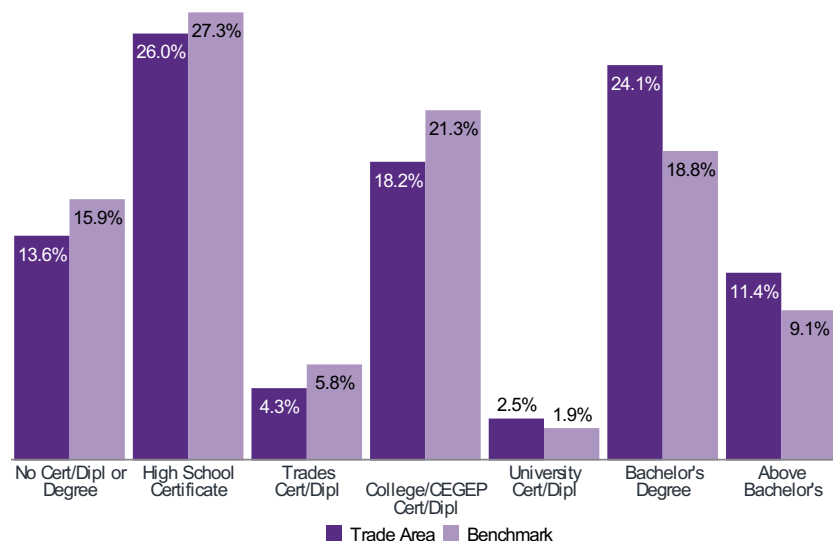## METHOD OF TRAVEL TO WORK: TOP 2*

71.3%
Index: **101**

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

18.2%
Index: **118**

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT
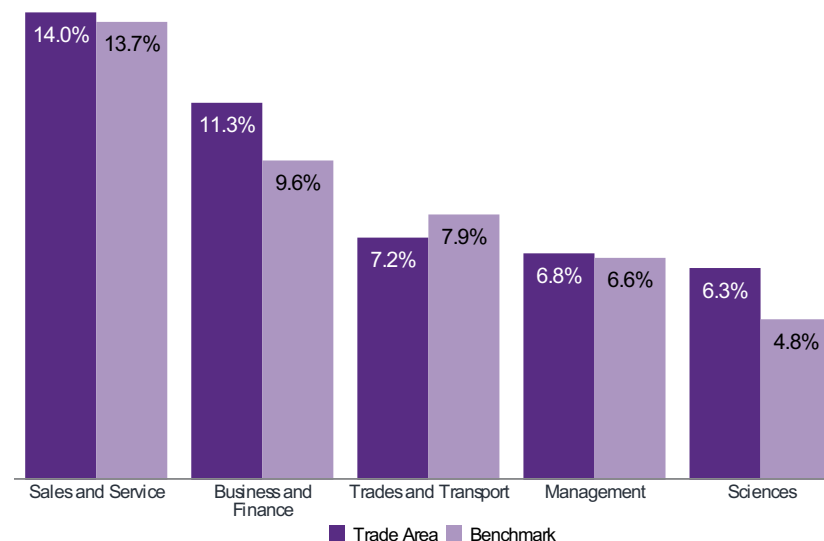
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	13.6%	15.9%
High School Certificate	26.0%	27.3%
Trades Cert/Dipl	4.3%	5.8%
College/CEGEP Cert/Dipl	18.2%	21.3%
University Cert/Dipl	2.5%	1.9%
Bachelor's Degree	24.1%	18.8%
Above Bachelor's	11.4%	9.1%

- Trade Area
- Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	14.0%	13.7%
Business and Finance	11.3%	9.6%
Trades and Transport	7.2%	7.9%
Management	6.8%	6.6%
Sciences	6.3%	4.8%

- Trade Area
- Benchmark

Benchmark: Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Mississauga

Population: 783,782 | **Households:** 261,570

VISIBLE MINORITY PRESENCE

62.5%
Index: **190**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE

3.6%
Index: **145**

No knowledge of English or French

IMMIGRATION

54.8%
Index: **182**

Born outside Canada

PERIOD OF IMMIGRATION*

2001 to 2005
% Comp: **7.4**   Index: **227**

VISIBLE MINORITY STATUS: TOP 5**

	South Asian	Chinese	Black	Arab	Filipino
Trade Area	26.9%	7.7%	7.2%	5.9%	4.4%
Benchmark	10.2%	6.1%	5.4%	1.9%	2.2%

■ Trade Area ■ Benchmark
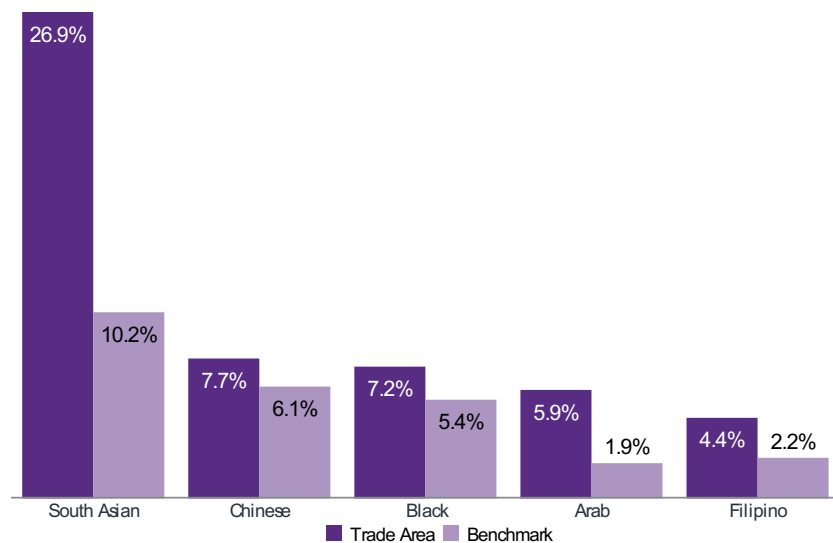
LANGUAGES SPOKEN AT HOME: TOP 5**

	English	Urdu	Arabic	Mandarin	Polish
Trade Area	60.3%	3.2%	2.5%	2.5%	2.1%
Benchmark	77.2%	0.7%	0.7%	1.7%	0.4%

■ Trade Area ■ Benchmark
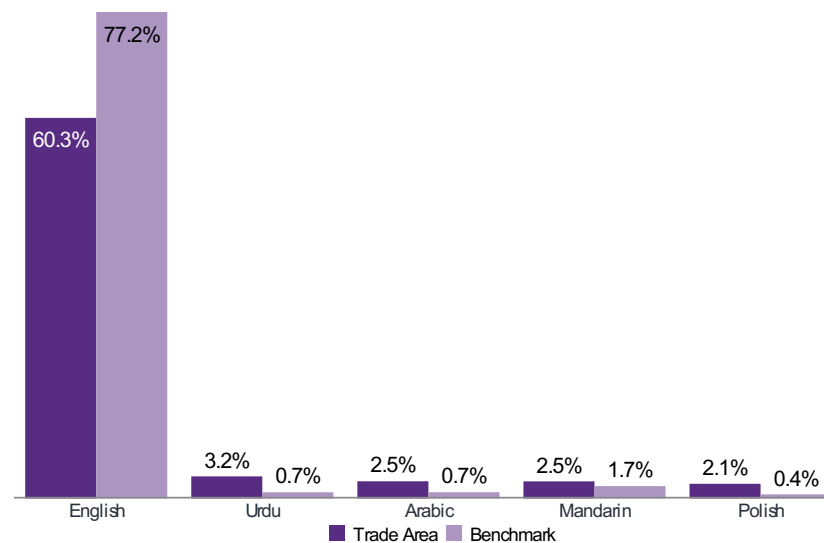
Benchmark: Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | DemoStats Highlights

CENTRAL COUNTIES TOURISM

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	783,782	100.00	14,483,929	100.00	5.41	100
Total Households	261,570	100.00	5,536,784	100.00	4.72	100
Age of Household Maintainer						
15 to 24	3,593	1.37	138,834	2.51	2.59	55
25 to 34	29,519	11.29	795,062	14.36	3.71	79
35 to 44	47,950	18.33	956,777	17.28	5.01	106
45 to 54	59,606	22.79	1,064,623	19.23	5.60	119
55 to 64	59,305	22.67	1,138,016	20.55	5.21	110
65 to 74	37,128	14.19	822,195	14.85	4.52	96
75 or Older	24,469	9.36	621,277	11.22	3.94	83
Size of Household						
1 Person	49,030	18.75	1,442,973	26.06	3.40	72
2 Persons	69,217	26.46	1,808,714	32.67	3.83	81
3 Persons	50,602	19.34	893,076	16.13	5.67	120
4 Persons	53,440	20.43	852,128	15.39	6.27	133
5 or More Persons	39,281	15.02	539,893	9.75	7.28	154
Household Type						
Total Family Households	204,359	78.13	3,868,336	69.87	5.28	112
One-Family Households	191,386	73.17	3,720,258	67.19	5.14	109
Multiple-Family Households	12,973	4.96	148,078	2.67	8.76	185
Non-Family Households	57,211	21.87	1,668,448	30.13	3.43	73
One-Person Households	49,290	18.84	1,447,997	26.15	3.40	72
Two-Or-More-Person Households	7,921	3.03	220,451	3.98	3.59	76
Marital Status						
Married Or Living With A Common-Law Partner	377,147	57.47	6,872,442	57.19	5.49	100
Single (Never Legally Married)	193,842	29.54	3,320,833	27.63	5.84	107
Separated	18,548	2.83	401,986	3.35	4.61	84
Divorced	33,556	5.11	718,684	5.98	4.67	85
Widowed	33,181	5.06	703,590	5.86	4.72	86
Children at Home						
Percent: Households with Children at Home	--	56.73	--	43.89	--	129
Age of Children at Home						
Total Number Of Children At Home	284,004	100.00	4,484,508	100.00	6.33	100
0 to 4	35,915	12.65	703,366	15.68	5.11	81
5 to 9	39,718	13.98	735,546	16.40	5.40	85
10 to 14	43,792	15.42	748,377	16.69	5.85	92
15 to 19	46,986	16.54	753,717	16.81	6.23	98
20 to 24	49,040	17.27	667,541	14.88	7.35	116
25 and over	68,553	24.14	875,961	19.53	7.83	124

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	187,813	71.80	3,836,897	69.30	4.89	104
Rented	73,757	28.20	1,689,746	30.52	4.36	92
Band Housing	0	0.00	10,141	0.18	0.00	0
Housing Type						
Houses	163,444	62.49	3,783,163	68.33	4.32	91
Single-Detached House	97,508	37.28	2,967,120	53.59	3.29	70
Semi-Detached House	28,862	11.03	311,462	5.63	9.27	196
Row House	37,074	14.17	504,581	9.11	7.35	156
Apartments	97,676	37.34	1,726,459	31.18	5.66	120
High-rise (5+ Floors)	69,409	26.54	973,481	17.58	7.13	151
Low-rise (<5 Floors)	19,320	7.39	561,065	10.13	3.44	73
Detached Duplex	8,947	3.42	191,913	3.47	4.66	99
Other Dwelling Types	450	0.17	27,162	0.49	1.66	35
Housing Period of Construction						
Before 1961	19,126	7.31	1,323,353	23.90	1.45	31
1961 - 1980	82,006	31.35	1,522,055	27.49	5.39	114
1981 - 1990	49,971	19.10	708,801	12.80	7.05	149
1991 - 2000	50,674	19.37	653,889	11.81	7.75	164
2001 - 2005	26,521	10.14	402,410	7.27	6.59	140
2006 - 2010	16,798	6.42	374,073	6.76	4.49	95
2011 - 2016	9,627	3.68	344,077	6.21	2.80	59
After 2016	6,847	2.62	208,126	3.76	3.29	70

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	--	116,701.58	--	109,660.18	--	106
Education						
No Certificate, Diploma Or Degree	89,484	13.63	1,907,032	15.87	4.69	86
High School Certificate Or Equivalent	170,593	25.99	3,279,099	27.29	5.20	95
Apprenticeship Or Trades Cert/Dipl	28,338	4.32	693,412	5.77	4.09	75
College/CEGEP/Non-Uni Cert/Dipl	119,147	18.16	2,560,221	21.30	4.65	85
University Cert/Dipl Below Bachelor	16,147	2.46	225,596	1.88	7.16	131
University Degree	232,565	35.44	3,352,175	27.89	6.94	127
Labour Force						
In The Labour Force (15+)	401,564	61.19	7,411,246	61.67	5.42	99
Labour Force by Occupation						
Management	44,413	6.77	796,916	6.63	5.57	102
Business Finance Administration	74,170	11.30	1,149,419	9.56	6.45	118
Sciences	41,512	6.33	574,567	4.78	7.22	132
Health	22,322	3.40	484,297	4.03	4.61	84
Education, Gov't, Religion, Social	36,609	5.58	908,797	7.56	4.03	74
Art, Culture, Recreation, Sport	9,579	1.46	239,453	1.99	4.00	73
Sales and Service	92,043	14.03	1,651,049	13.74	5.57	102
Trades and Transport	47,519	7.24	953,973	7.94	4.98	91
Natural Resources and Agriculture	2,663	0.41	123,243	1.03	2.16	40
Manufacturing and Utilities	19,592	2.98	371,972	3.10	5.27	96
Commuting						
Car (As Driver)	244,271	71.34	4,481,353	70.42	5.45	101
Car (As Passenger)	21,747	6.35	384,066	6.04	5.66	105
Public Transit	62,373	18.21	986,279	15.50	6.32	118
Walk	9,026	2.64	350,278	5.50	2.58	48
Bicycle	1,360	0.40	88,422	1.39	1.54	29

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Knowledge of Official Language						
English Only	692,413	89.07	12,283,143	86.06	5.64	104
French Only	694	0.09	42,199	0.30	1.64	30
English And French	56,284	7.24	1,592,757	11.16	3.53	65
Neither English Nor French	27,977	3.60	355,123	2.49	7.88	145
Immigration Status						
Non-Immigrant Population	335,712	43.19	9,719,863	68.10	3.45	63
Born In Province of Residence	300,599	38.67	8,646,491	60.58	3.48	64
Born Outside Province of Residence	35,113	4.52	1,073,372	7.52	3.27	60
Immigrant Population	425,911	54.79	4,304,631	30.16	9.89	182
Visible Minority Status						
Total Visible Minorities	486,240	62.55	4,691,801	32.87	10.36	190
Chinese	59,711	7.68	873,659	6.12	6.83	125
South Asian	209,311	26.93	1,462,854	10.25	14.31	263
Black	56,195	7.23	769,583	5.39	7.30	134
Filipino	34,095	4.39	308,927	2.16	11.04	203
Latin American	18,785	2.42	231,833	1.62	8.10	149
Southeast Asian	15,869	2.04	149,219	1.04	10.63	195
Arab	46,141	5.94	266,504	1.87	17.31	318
West Asian	10,238	1.32	206,441	1.45	4.96	91
Korean	6,080	0.78	98,969	0.69	6.14	113
Japanese	1,719	0.22	29,754	0.21	5.78	106
Mother Tongue*						
English	351,035	45.16	9,421,389	66.01	3.73	68
French	8,031	1.03	546,960	3.83	1.47	27
Total Non-Official	376,633	48.45	3,903,251	27.35	9.65	177
Urdu	42,792	5.50	171,764	1.20	24.91	457
Arabic	37,984	4.89	207,067	1.45	18.34	337
Polish	27,125	3.49	122,274	0.86	22.18	407
Mandarin	24,033	3.09	318,224	2.23	7.55	139
Tagalog	22,365	2.88	187,038	1.31	11.96	220
Panjabi	22,289	2.87	224,978	1.58	9.91	182
Spanish	17,698	2.28	210,484	1.48	8.41	154
Cantonese	17,125	2.20	291,735	2.04	5.87	108
Portuguese	16,044	2.06	156,199	1.09	10.27	189
Italian	12,729	1.64	235,172	1.65	5.41	99

Benchmark: Ontario

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

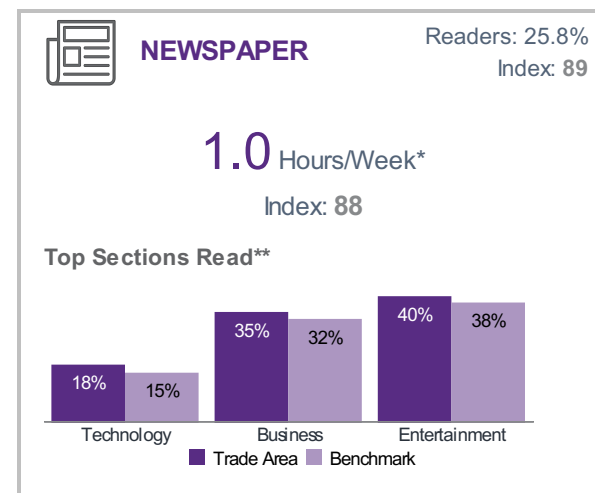| Index Colours:	<80	80 - 110	110+

Behavioural | Media Overview

Trade Area: Mississauga

Household Population 12+: 682,879

RADIO
Listeners: 85.4%
Index: **100**

13 Hours/Week*

Index: **94**

Top Formats**

Ethnic/Multi-cultural	All News	Sports
6% / 2%	19% / 10%	8% / 5%

■ Trade Area ■ Benchmark

TELEVISION
Viewers: 88.8%
Index: **102**

168 Minutes/Day*

Index: **95**

Top Program Types**

Soccer	Basketball (when in season)	Tennis (when in season)
12% / 8%	15% / 11%	7% / 6%

■ Trade Area ■ Benchmark

NEWSPAPER
Readers: 25.8%
Index: **89**

1.0 Hours/Week*

Index: **88**

Top Sections Read**

Technology	Business	Entertainment
18% / 15%	35% / 32%	40% / 38%

■ Trade Area ■ Benchmark

MAGAZINE
Readers: 16.3%
Index: **85**

8 Minutes/Day*

Index: **86**

Top Genres**

Business & finance	Health	Fashion
6% / 4%	8% / 7%	6% / 6%

■ Trade Area ■ Benchmark

INTERNET
Users: 91.1%
Index: **102**

226 Minutes/Day*

Index: **99**

Top Activities**

Receive store offers by SMS	Access fashion or beauty-related content	Download music/MP3 files (free or paid)
7% / 5%	10% / 7%	17% / 12%

■ Trade Area ■ Benchmark

DIRECT/OUTDOOR

13 Min/Day commuting one-way by car*

Index: **109**

Top DM Formats Used**

Direct email offers	Coupons	General information from the Internet/websites
27% / 24%	36% / 35%	33% / 32%

■ Trade Area ■ Benchmark

Benchmark: Ontario

*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: Mississauga

Household Population 12+: 682,879

Top Shows & Exhibitions

Auto shows
7.5%
Index: 129

Home shows
6.3%
Index: 104

Craft shows
6.8%
Index: 77

Top Local Attractions & Destinations

Film festivals
6.0%
Index: 133

Theme parks
23.6%
Index: 122

Zoos/aquariums
26.6%
Index: 114

Other leisure activities
40.3%
Index: 114

Top Professional Sports

Basketball
12.9%
Index: 135

Baseball
30.2%
Index: 123

Soccer
9.7%
Index: 123

Horse racing
5.3%
Index: 121

Top Concert & Theatre Venues

Concerts - Theatres/halls
24.4%
Index: 106

Theatre - Other venues
7.0%
Index: 104

Concerts - Arenas
33.5%
Index: 101

Concerts - Night clubs/bars
14.7%
Index: 101

Benchmark:Ontario

Chosen from index ranking with minimum 5% composition

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

Behavioural | Sports & Leisure Overview - Participate

Trade Area: Mississauga

Household Population 12+: 682,879

Top Individual Sports
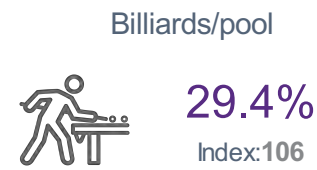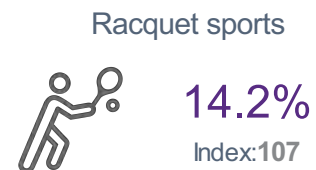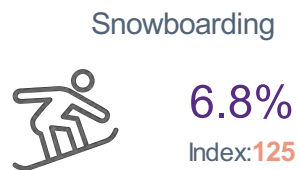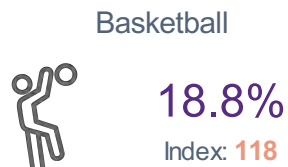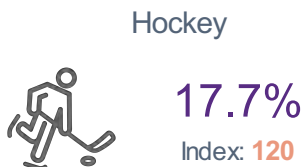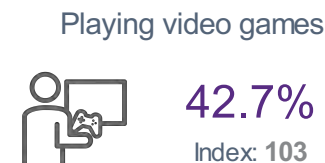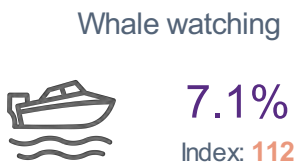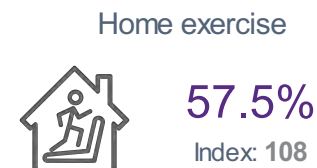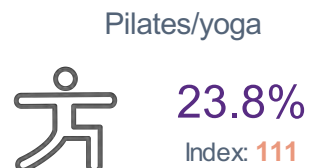
Inline skating	Snowboarding	Racquet sports	Billiards/pool
7.0% Index:133	6.8% Index:125	14.2% Index:107	29.4% Index:106

Top Team Sports

Hockey	Basketball	Soccer	Baseball/softball
17.7% Index: 120	18.8% Index: 118	19.8% Index: 115	20.8% Index: 114

Top Activities

Whale watching	Ice skating	Photography	Playing video games
7.1% Index: 112	33.4% Index: 109	33.0% Index: 103	42.7% Index: 103

Top Fitness

Jogging	Pilates/yoga	Health club activity	Home exercise
30.3% Index: 113	23.8% Index: 111	32.4% Index: 109	57.5% Index: 108

Benchmark: Ontario

Behavioural | Media Highlights

CENTRAL COUNTIES TOURISM

Household Population 12+: 682,879

TELEVISION

	Count	%	% Pen	Index
Viewership				
Heavy	83,344	12.21	4.20	77
Medium/Heavy	111,275	16.30	5.51	101
Medium	120,297	17.62	5.52	101
Medium/Light	138,901	20.34	6.08	111
Light	152,664	22.36	6.31	115
Top Program Types (Watch in Typical Week)*				
Soccer	85,175	12.47	8.04	147
Basketball (when in season)	105,545	15.46	7.84	143
Tennis (when in season)	50,978	7.46	7.13	130
Children's programs	62,510	9.15	7.03	128
Late night talk shows	76,090	11.14	6.58	120
Variety/award specials	79,212	11.60	6.53	119
Reality shows	126,776	18.57	6.27	115
Cartoons	74,620	10.93	6.15	112
Entertainment news programs	70,681	10.35	6.09	111
Morning local news	149,272	21.86	6.03	110
Cooking programs	171,822	25.16	5.97	109
Baseball (when in season)	148,105	21.69	5.86	107
Hockey (when in season)	187,364	27.44	5.83	107
Other programs	109,679	16.06	5.88	107
Daytime talk shows	77,714	11.38	5.76	105

RADIO

	Count	%	% Pen	Index
Listenership				
Heavy	127,762	18.71	4.93	90
Medium/Heavy	136,188	19.94	5.27	96
Medium	134,277	19.66	5.56	102
Medium/Light	150,630	22.06	5.91	108
Light	134,022	19.63	5.74	105
Top Formats (Weekly Reach)*				
Ethnic/Multi-cultural	40,370	5.91	14.30	261
All News	131,058	19.19	10.42	190
Sports	55,667	8.15	8.79	161
Mainstream Top 40/CHR	234,648	34.36	8.63	158
Classical/Fine Arts	37,968	5.56	7.69	141
Adult Contemporary	120,729	17.68	5.93	108
Classic Hits	128,148	18.77	5.91	108
Modern/Alternative Rock	66,154	9.69	5.76	105
Hot Adult Contemporary	114,288	16.74	5.68	104
News/Talk	127,033	18.60	4.69	86
Multi/Variety/Specialty	42,096	6.16	3.89	71
Not Classified	39,753	5.82	3.58	65

NEWSPAPERS

	Count	%	% Pen	Index
Readership - Dailies				
Heavy	34,504	5.05	4.59	84
Medium/Heavy	38,306	5.61	5.25	96
Medium	36,945	5.41	5.27	96
Medium/Light	38,172	5.59	5.22	95
Light	27,981	4.10	3.96	72
Section Read - Dailies*				
Computer/high tech	122,043	17.87	6.39	117
Business & financial	236,084	34.57	5.85	107
Movie & entertainment	270,209	39.57	5.77	105
New homes section	121,728	17.83	5.69	104
Fashion/lifestyle	160,897	23.56	5.60	102
Food	229,451	33.60	5.59	102
Automotive	102,806	15.05	5.55	101
Travel	216,487	31.70	5.53	101
Health	246,739	36.13	5.50	100
International news/world section	346,580	50.75	5.37	98
Readership - Community Papers				
Heavy	41,795	6.12	3.83	70
Medium/Heavy	46,043	6.74	5.35	98
Medium	47,464	6.95	4.98	91
Medium/Light	52,813	7.73	5.55	101
Light	39,753	5.82	4.12	75

INTERNET

	Count	%	% Pen	Index
Usage				
Heavy	127,024	18.60	5.13	94
Medium/Heavy	131,846	19.31	5.49	100
Medium	141,462	20.72	6.24	114
Medium/Light	117,040	17.14	5.57	102
Light	105,012	15.38	5.48	100
Online Social Networks (Used in Past Month)				
Tumblr	24,718	3.62	7.00	128
Video/photo sharing	12,852	1.88	6.89	126
Online/Internet dating sites	21,088	3.09	6.57	120
LinkedIn	122,965	18.01	6.45	118
Twitter	121,160	17.74	6.09	111
Snapchat	114,583	16.78	6.09	111
Instagram	200,504	29.36	5.96	109
YouTube	312,510	45.76	5.95	109
Google+	160,878	23.56	5.74	105
Pinterest	112,214	16.43	5.71	104
Facebook	373,444	54.69	5.58	102
Top Activities (Past Week)				
Receive store offers by SMS	51,053	7.48	8.09	148
Access fashion or beauty-related content	66,381	9.72	7.93	145
Download music/MP3 files (free or paid)	119,366	17.48	7.77	142
Read or look into online magazines	41,713	6.11	7.69	141
Listen to a podcast	77,084	11.29	7.52	137
Listen to a radio broadcast via streaming audio	51,031	7.47	7.32	134
Use ad blocking software	112,263	16.44	7.35	134
Access a TV station's website	51,422	7.53	7.28	133
Access restaurant guides/reviews	101,261	14.83	7.28	133
Consult consumer reviews	164,501	24.09	7.22	132
Enter online contests	38,760	5.68	6.89	126
Access celebrity gossip content	56,391	8.26	6.89	126
Access travel content	77,296	11.32	6.90	126
Watch free streaming music videos	203,409	29.79	6.76	124
Listen to Internet-only music service (e.g. Spotify)	110,799	16.23	6.73	123

DIRECT

	Count	%	% Pen	Index
Used in Shopping				
Direct email offers	186,868	27.36	6.16	113
Online flyers	253,413	37.11	5.65	103
Coupons	247,199	36.20	5.62	103
General information from the Internet/websites	228,035	33.39	5.66	103
Mail order	53,158	7.78	5.64	103
Local store catalogues	156,888	22.98	5.39	99
Flyers inserted into a community newspaper	260,700	38.18	5.23	96
Flyers inserted into a daily newspaper	140,137	20.52	5.15	94
Flyers delivered to the door or in the mail	286,296	41.92	5.11	93
Yellow Pages (print or online)	23,267	3.41	3.97	73
Opinion of Flyers to Door/By Mail				
Somewhat unfavourable	146,381	21.44	5.87	107
Somewhat favourable	245,177	35.90	5.60	102
Very unfavourable	155,377	22.75	5.48	100
Very favourable	135,944	19.91	4.91	90

MAGAZINES

	Count	%	% Pen	Index
Readership				
Heavy	22,484	3.29	4.80	88
Medium/Heavy	20,476	3.00	4.41	81
Medium	20,272	2.97	4.38	80
Medium/Light	26,844	3.93	5.48	100
Light	21,428	3.14	4.26	78
Top Magazine Types*				
Business & finance	43,274	6.34	7.75	142
Health/fitness	56,698	8.30	6.52	119
Fashion	44,179	6.47	6.16	113
Entertainment/celebrity	62,527	9.16	5.88	107
Sports & recreation	35,957	5.27	5.45	100
Home décor	38,833	5.69	5.28	96
News & current affairs	51,975	7.61	5.12	93
Travel & tourism	42,584	6.24	4.99	91
Food & beverage	71,516	10.47	4.88	89
Gardening & homes	47,182	6.91	4.82	88
Women's	34,196	5.01	4.55	83

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

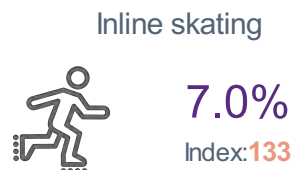# Opticks Social | Social Media Activities

Central Counties Tourism

Trade Area: Mississauga

Household Population 18+: 628,434

FACEBOOK

74.9% currently use

Index: 97

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read news feed	35.4%	41.0%
Answer msgs	26.2%	30.9%
Cmt/Like other users' posts	24.5%	28.8%

TWITTER

35.1% currently use

Index: **111**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Read tweets	14.2%	13.4%
Watch videos	8.9%	6.7%
Send/Receive Direct Msgs	6.6%	5.5%

INSTAGRAM

41.1% currently use

Index: **110**

Top Activities (Daily)

Activity	Trade Area	Benchmark
View photos/videos	21.4%	19.8%
Like photos/videos	17.7%	16.0%
Comment on photos/videos	10.3%	7.7%

LINKEDIN

55.6% currently use

Index: **116**

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Create a connection	10.5%	6.8%
Search and review other profiles	7.4%	5.2%
Read your newsfeed	7.4%	5.5%

YOUTUBE

75.4% currently use

Index: **105**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Watch videos	33.4%	27.0%
Watch live videos	11.4%	7.5%
Like/dislike videos	11.2%	7.9%

SNAPCHAT

16.7% currently use

Index: 109

Top Activities (Weekly)

Activity	Trade Area	Benchmark
Receive photos/videos	8.2%	8.2%
Send direct text msgs	7.9%	6.8%
Send photos/videos	7.2%	6.6%

WHATSAPP

54.2% currently use

Index: **141**

Top Activities (Daily)

Activity	Trade Area	Benchmark
Send/receive msgs	33.0%	20.5%
Send/receive images	28.0%	17.1%
Use group chats	21.8%	13.2%

BLOGS

16.6% currently use

Index: **111**

Top Activities (Monthly)

Activity	Trade Area	Benchmark
Leave comments on a blog	6.7%	4.8%
Click on an ad	5.9%	4.2%
Publish a post on your blog	5.4%	3.5%

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: Mississauga

Household Population 18+: 628,434

FRIENDS IN ALL SM NETWORKS

32.7%
Index: **94**

0-49 friends

FREQUENCY OF USE (DAILY)

52.4%
Index: **91**

Facebook

BRAND INTERACTION

38.1%
Index: **97**

Like brand on Facebook

NO. OF BRANDS INTERACTED

34.0%
Index: **101**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
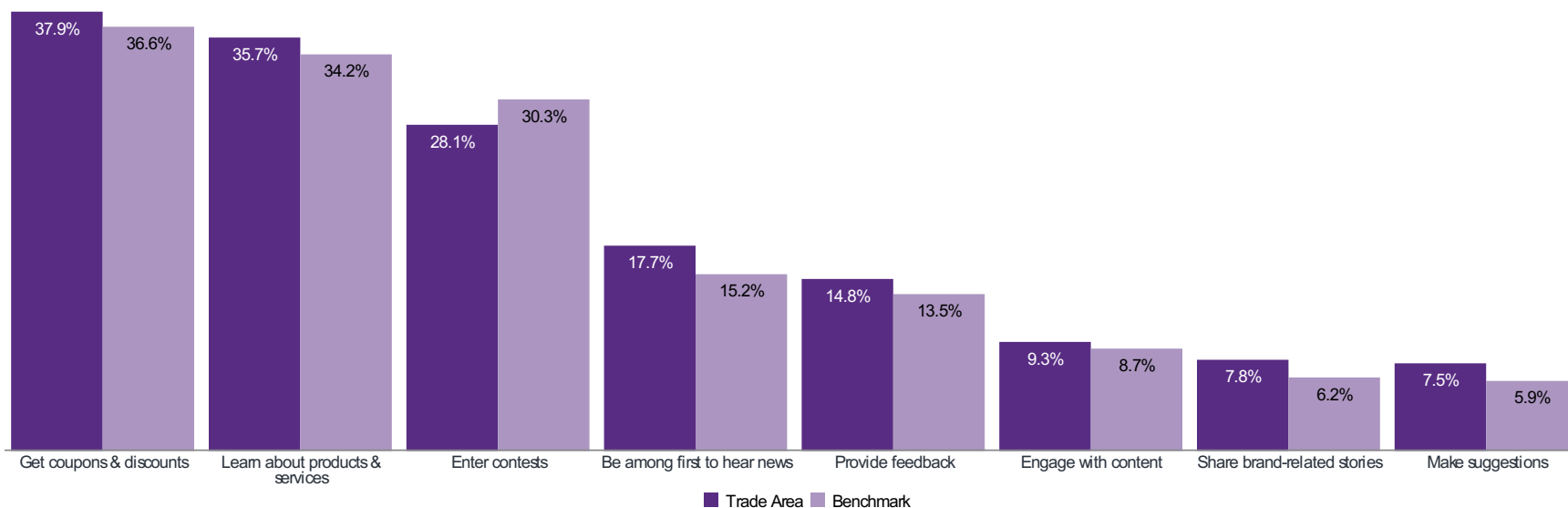
Reason	Trade Area	Benchmark
Get coupons & discounts	37.9%	36.6%
Learn about products & services	35.7%	34.2%
Enter contests	28.1%	30.3%
Be among first to hear news	17.7%	15.2%
Provide feedback	14.8%	13.5%
Engage with content	9.3%	8.7%
Share brand-related stories	7.8%	6.2%
Make suggestions	7.5%	5.9%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks Social | Purchases and Future Usage

Trade Area: Mississauga

Household Population 18+: 628,434

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

15.5%
Index: **132**
Vacation, travel-related

12.0%
Index: **135**
Entertainment-related (i.e. movies)

11.3%
Index: **129**
Big-ticket (i.e. appliances)

11.1%
Index: **142**
Car, auto-related

USAGE EXPECTATIONS (Increase in the next yr)
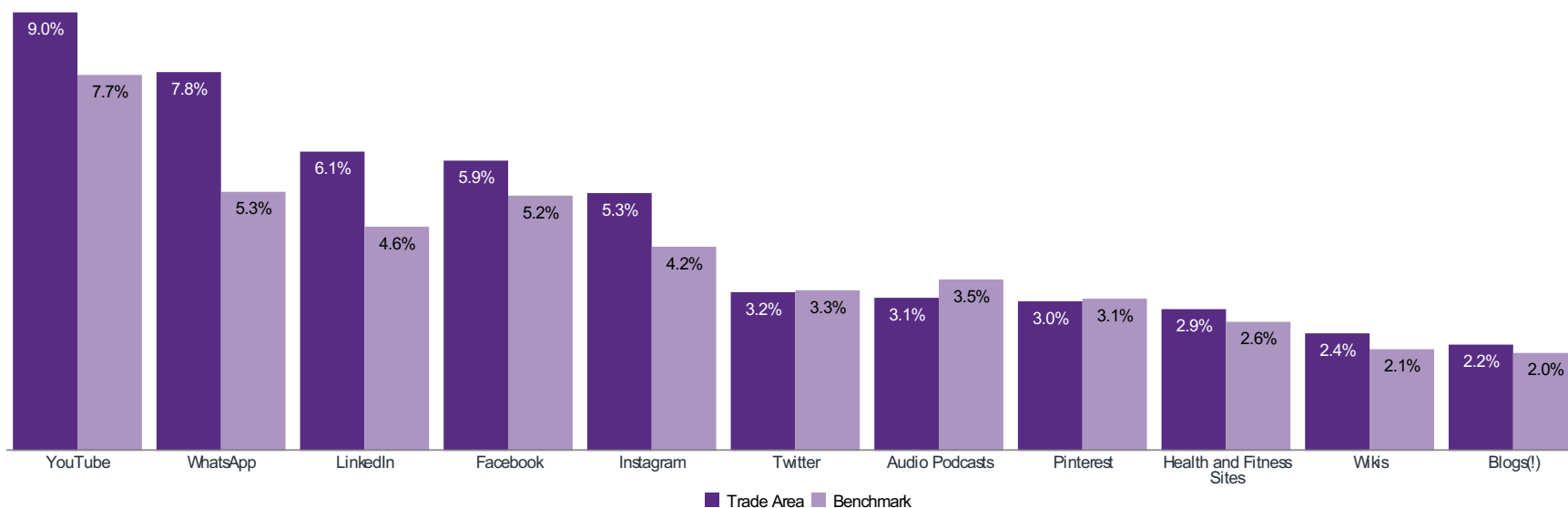
Platform	Trade Area	Benchmark
YouTube	9.0%	7.7%
WhatsApp	7.8%	5.3%
LinkedIn	6.1%	4.6%
Facebook	5.9%	5.2%
Instagram	5.3%	4.2%
Twitter	3.2%	3.3%
Audio Podcasts	3.1%	3.5%
Pinterest	3.0%	3.1%
Health and Fitness Sites	2.9%	2.6%
Wikis	2.4%	2.1%
Blogs(!)	2.2%	2.0%

■ Trade Area ■ Benchmark

Benchmark: Ontario

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+ |

Opticks Social | Social Media Attitudes

Trade Area: Mississauga

DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **45.4**   Index **98**

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

% Comp **29.2**   Index **111**

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

% Comp **70.9**   Index **97**

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

% Comp **11.5**   Index **111**

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

% Comp **80.3**   Index **95**

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

% Comp **23.0**   Index **100**

Benchmark: Ontario

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

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **50.8%** of households in Mississauga

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15 HERITAGE HUBS

S3 · F3

Middle-aged, diverse suburban families

Rank:	1
Hhlds:	34,233
Hhld %:	13.09
% in Benchmark:	3.13
Index	418

The young families who moved into starter homes a decade ago are growing up. In Heritage Hubs, these now middle-aged families have crafted comfortable lifestyles—often thanks to dual incomes—in suburban communities slowly being absorbed by the urban sprawl. Nearly 85 percent of residents live in houses built since 1990, and while the housing stock is mixed, almost a quarter live in row houses—about four times the national average. Reflecting the increasing diversity of the nation's suburbs, more than 40 percent of households contain immigrants, though no one cultural group dominates. Family-filled Heritage Hubs scores high for participating in basketball, swimming and bowling. On weekends, families head to theme parks, zoos and aquariums. With their international roots, families here are seasoned travellers, often visiting China, Florida and Jamaica. To save money, vacations are frequently booked with discount online travel services at all-inclusive resorts.

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43 NEWCOMERS RISING

U4 · F1

Younger, downscale city immigrants

Rank:	2
Hhlds:	29,963
Hhld %:	11.46
% in Benchmark:	3.46
Index:	331

Concentrated in Ontario's older city neighbourhoods, Newcomers Rising is a segment of younger, recent immigrants—as it has been for a decade. Nearly 60 percent of the residents are foreign born, and they continue to arrive from an array of countries in South Asia, Latin America and the Middle East. About 7 percent are Filipino, the highest concentration in the nation. Many of these immigrants—a mix of singles, families and lone-parent households—arrived after 2006 and now live in high-rise apartments. Despite their above-average rates of university education—a growing trend among new immigrants—these young workers earn only downscale incomes from entry-level jobs. Still, they spend freely on leisure-intensive lifestyles, with high rates for going to bars, nightclubs and jazz and classical concerts. They tend to be fans of professional tennis and basketball, and they enjoy participating in low-cost team sports like soccer and volleyball.

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31 NEW WORLD SYMPHONY

U4 · F1

Diverse, lower-middle-income city dwellers

Rank:	3
Hhlds:	28,804
Hhld %:	11.01
% in Benchmark:	2.49
Index:	443

New World Symphony is one of the most culturally diverse of Canada's lifestyles. In this segment, 49 different languages are spoken at home at rates that are more than twice the national average for each language. Often the first neighbourhood for new immigrants, this segment reflects Canada's increasing diversity and urbanization in recent years. More than 40 percent of segment members are foreign born, drawn to city neighbourhoods that are diverse beyond their diversity. New World Symphony consists of singles and couples, old and young, condo owners and apartment renters; half live in high-rise buildings. No one's particularly wealthy, but residents manage to live decently by stretching their lower-middle incomes. They have high rates for listening to classical and jazz music, attending basketball and baseball games, and frequenting live theatre and art galleries. Befitting the wide range in ages, this segment makes a strong market for health club memberships and Pilates, as well as collecting stamps, home shows and senior citizen's magazines. But nearly everyone goes to the local movie theatres, often enjoying film festivals as well.

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27 DIVERSE CITY

U2 · F9

Middle-income, diverse city dwellers

Rank:	4
Hhlds:	20,812
Hhld %:	7.96
% in Benchmark:	3.48
Index:	229

For nearly a half-century, Diverse City has been a haven for up-and-coming immigrants from Europe, Asia and Central America. Concentrated in Toronto and nearby cities, these neighbourhoods are mixed by more than their cultural diversity: the households include couples and families, the ages of maintainers range from 35 to over 75, and the housing stock includes row houses, semis and duplexes. Half the populace is foreign born and a third speak a language other than English or French at home. Lately, gentrification has started to creep into these areas with the arrival of residents working in the arts and culture, and surveys indicate these residents of downtown neighbourhoods have high rates for going to bars and nightclubs, zoos and film festivals. Members of Diverse City stay fit by playing tennis, basketball and soccer. And typical weekend diversions include visits to amusement parks, cottage shows, tennis matches and soccer games. Surrounded by vibrant commercial districts, these consumers frequent a wide range of stores including Marshalls, Lowe's, Roots, Zara and Fairweather.

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05 ASIAN SOPHISTICATES

U2 · F9

Upscale, urban Asian families

Rank:	5
Hhlds:	19,074
Hhld %:	7.29
% in Benchmark:	1.97
Index:	371

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates is home to educated, middle-aged and older families, about half of whom are Asian. More than a third of the residents came to Canada in the 1980s and 1990s, and many now live in comfortable suburban communities like Toronto's Bayview Village, Mississauga and Richmond Hill, as well as Vancouver's Arbutus Ridge. With four times the average number of multi-generational families, Asian Sophisticates is filled with teenage and twentysomething children. And with their upscale incomes averaging more than $135,000, Asian Sophisticates households enjoy active lifestyles. They travel abroad, frequent popular music concerts and film festivals, and like to play soccer and racquet sports. In addition, these mostly university-educated consumers are determined to see their children succeed academically: they score high for signing their kids up for private schools, activity camps and Kumon Math and Reading Centres.

Benchmark: Ontario

SG	LG	Code	Name	Count	%	Base Count	Base %	% Pen	Index
U1	F8	01	Cosmopolitan Elite	1,922	0.73	56,899	1.03	3.38	72
U1	F8	02	Urbane Villagers	3,703	1.42	52,715	0.95	7.02	149
U1	F5	03	Arts & Affluence	0	0.00	72,473	1.31	0.00	0
U1	F9	08	Boomerang City	4,973	1.90	115,987	2.10	4.29	91
S1	F8	04	Suburban Success	3,569	1.36	57,804	1.04	6.17	131
S1	F8	06	Kids & Careers	17,109	6.54	189,289	3.42	9.04	191
S1	F6	07	Nouveaux Riches	0	0.00	23	0.00	0.00	0
S1	M1	10	Emptying Nests	393	0.15	66,077	1.19	0.59	13
E1	F8	09	Satellite Burbs	868	0.33	264,640	4.78	0.33	7
E1	F2	17	Exurban Wonderland	706	0.27	76,552	1.38	0.92	20
S2	F1	16	Pets & PCs	1,440	0.55	176,441	3.19	0.82	17
S2	F1	18	Management Material	7,776	2.97	57,894	1.05	13.43	284
S2	F2	37	Trucks & Trades	1,464	0.56	64,843	1.17	2.26	48
S2	Y2	50	Suburban Scramble	420	0.16	88,816	1.60	0.47	10
S3	F9	14	Diversity Heights	12,669	4.84	84,580	1.53	14.98	317
S3	F3	15	Heritage Hubs	34,233	13.09	173,509	3.13	19.73	418
S3	F1	20	South Asian Achievers	13,301	5.08	96,263	1.74	13.82	292
S3	F7	25	South Asian Society	11,415	4.36	50,618	0.91	22.55	477
S3	F7	42	Home Sweet Rows	7,887	3.02	78,559	1.42	10.04	213
U2	F9	05	Asian Sophisticates	19,074	7.29	108,968	1.97	17.50	371
U2	F9	13	Asian Avenues	145	0.06	57,885	1.04	0.25	5
U2	F9	27	Diverse City	20,812	7.96	192,684	3.48	10.80	229
U2	M1	28	Metro Multiculturals	18,221	6.97	128,567	2.32	14.17	300
E2	F3	24	Fresh Air Families	144	0.06	229,030	4.14	0.06	1
E2	F5	36	Exurban Homesteaders	4	0.00	129,980	2.35	0.00	0
E2	F4	53	Outdoor Originals	0	0.00	18,292	0.33	0.00	0
U3	Y1	11	Urban Digerati	1,548	0.59	188,574	3.41	0.82	17
U3	Y2	12	Street Scenes	36	0.01	103,558	1.87	0.03	1
U3	Y1	38	Grads & Pads	0	0.00	64,903	1.17	0.00	0
S4	F5	22	Aging in Suburbia	492	0.19	79,273	1.43	0.62	13
S4	M1	26	Second City Retirees	450	0.17	226,746	4.09	0.20	4
S4	M1	39	Our Time	364	0.14	103,647	1.87	0.35	7
R1	F5	35	Country Acres	0	0.00	144,591	2.61	0.00	0
R1	F3	40	Wide Open Spaces	2	0.00	132,236	2.39	0.00	0
E3	F6	30	La Vie est Belle	0	0.00	4,332	0.08	0.00	0
E3	F2	32	Mini Van & Vin Rouge	0	0.00	311	0.01	0.00	0
E3	F6	41	Vieille École	0	0.00	687	0.01	0.00	0
T1	F4	47	Traditional Town Living	0	0.00	96,437	1.74	0.00	0
T1	F4	51	Aging & Active	13	0.01	49,281	0.89	0.03	1
T1	M3	54	Serenity Springs	10	0.00	86,337	1.56	0.01	0
T1	F2	57	First Nations Families	0	0.00	15,192	0.27	0.00	0
R2	M2	33	Heartland Retirees	0	0.00	78,641	1.42	0.00	0
R2	M2	58	Rustic Roads	0	0.00	14,925	0.27	0.00	0
U4	F7	23	Asian New Wave	118	0.04	53,959	0.97	0.22	5
U4	F1	31	New World Symphony	28,804	11.01	137,676	2.49	20.92	443
U4	Y1	34	Rooms with a View	0	0.00	91,893	1.66	0.00	0
U4	F1	43	Newcomers Rising	29,963	11.46	191,710	3.46	15.63	331
U5	M3	19	Grey Pride	3,225	1.23	61,760	1.11	5.22	111
U5	F6	21	Beau Monde	0	0.00	10	0.00	0.00	0
U5	M3	29	Silver Linings	3,241	1.24	73,329	1.32	4.42	94
U5	M3	61	Les Seniors	0	0.00	876	0.02	0.00	0
U5	M3	66	Sunset Towers	1,234	0.47	155,186	2.80	0.80	17
R3	F6	45	Jeunes d'Esprit	0	0.00	588	0.01	0.00	0
R3	F3	46	Villes Tranquilles	0	0.00	405	0.01	0.00	0
R3	F4	55	La Vie Bucolique	0	0.00	1,508	0.03	0.00	0
R3	F6	62	Terre à Terre	0	0.00	2,712	0.05	0.00	0
R3	M2	64	Fête au Village	0	0.00	210	0.00	0.00	0
S5	F3	48	Variété Suburbaine	0	0.00	540	0.01	0.00	0
S5	Y2	59	Locataires en Banlieues	0	0.00	167	0.00	0.00	0
S5	M3	60	Bons Vivants	0	0.00	2,016	0.04	0.00	0
U6	Y2	52	Striving Startups	125	0.05	70,668	1.28	0.18	4
U6	Y1	56	Single City Jazz	2,548	0.97	47,782	0.86	5.33	113
U6	F5	63	Lunch at Tim's	336	0.13	280,282	5.06	0.12	3
U6	Y2	65	Young & Connected	6,375	2.44	123,291	2.23	5.17	109
U6	Y2	68	Low-Rise Renters	437	0.17	154,447	2.79	0.28	6
U7	Y1	44	Jeunes et Actifs	0	0.00	0	0.00	--	100
U7	Y2	49	Enclaves Multiethniques	1	0.00	6,223	0.11	0.02	0
U7	Y1	67	Survivre en Ville	0	0.00	487	0.01	0.00	0
			Total	**261,570**	**100.00**	**5,536,784**	**100.00**	**4.72**	**100**

Benchmark: Ontario

Psychographics | SocialValues Overview

Trade Area: Mississauga

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⭐ 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.

Importance of Brand

Giving great weight to the brand name of a product or service, a tendency to have favourite brands and be willing to pay a price premium for them.

Ostentatious Consumption

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

⭐ Descriptions | Top 3 Weak Values

Attraction to Nature

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

Personal Control

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

Cultural Assimilation

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

Benchmark: Ontario

Index Colours:	<80	80 - 110	110+