



# GEOWAREHOUSE® REPORT

This Report was prepared for:

## Demographics Report

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█ **MOUNTAINBERRY RD**

**BRAMPTON**

PIN 142210511



**ALI SALARIAN**

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**PPS Realty**

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## Property Details - PIN: 142210511

|                   |  |      |        |                      |        |
|-------------------|--|------|--------|----------------------|--------|
| Address           | █ MOUNTAINBERRY RD                                     |      |        |                      |        |
| Municipality      | BRAMPTON   | LRO  | 43     | Land Registry Status | ACTIVE |
| Registration Type | LT   | Area | 559 m2 | Perimeter            | 97 m   |
| Short Description | PCL 176-1, SEC 43M1030 ; LT 176, PL 43M1030 , BRAMPTON |      |        |                      |        |

## Dominant Market Group : South Asian Achievers



### POPULATION:

457,808  
(1.28% of Canada)

### HOUSEHOLDS:

112,997  
(0.77% of Canada)

### AVERAGE HOUSEHOLD INCOME:

\$103,620

### HOUSE TENURE:

Own

### EDUCATION:

University

### OCCUPATION:

Mixed

### CULTURAL DIVERSITY INDEX:

High

### SAMPLE SOCIAL VALUE:

Advertising as Stimulus

## SUBURBAN, UPPER-MIDDLE-INCOME SOUTH ASIAN FAMILIES

### WHO THEY ARE

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 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 theme parks, movies and auto 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.

More than eight out of ten South Asian Achievers residents are visible minorities—including a significant proportion of Black Canadians and Filipinos along with South Asians—and more than 40 percent speak a non-official language at home. As consumers, they make a strong market for family-friendly products and media. They have high rates for watching TV channels like Treehouse TV, YTV and Sportsnet. They listen to sports talk radio shows and subscribe to fashion magazines. And they excel in wireless media, using their mobile devices to play games, send texts, download apps and listen to music. These are the shoppers who use their phones to compare products, scan mobile tags and receive offers by SMS. While South Asian Achievers residents may get local news from all-news radio programs, they turn to their phones to learn what it means to be Canadian.

### HOW THEY THINK

Members of South Asian Achievers are a passionate group who pursue life to the fullest and have an optimistic view of the future (Pursuit of Intensity, Vitality, Personal Optimism). They tend to hold traditional values, scoring high for Sexism, Patriarchy and Traditional Family. Their higher educations and full-time jobs provide a sense of Financial Security, and they like to project an image that impresses their peers (Concern for Appearance, Need for Status Recognition, Status via Home). Living in culturally diverse enclaves, these Canadians take an interest in what's happening in their communities and enjoy larger events that provide an opportunity to connect with others (Community Involvement, Attraction for Crowds); no segment scores lower on Attraction to Nature. Often making purchase decisions based on the Importance of Aesthetics, South Asian Achievers residents enjoy well-designed advertising and tend to trust it as a good source of reliable information (Advertising as Stimulus, Confidence in Advertising). Many display a tendency for Buying on Impulse, giving weight to favourite brands and those with authentic stories (Importance of Brand, Brand Genuineness).



# GEOWAREHOUSE® REPORT

## Dominant Market Group : South Asian Achievers

### WHERE THEY LIVE

**Greater Golden Horseshoe**

Penetration Index:  
 High (Orange)  
 Average (Light Orange)  
 Low (Yellow)

### HOW THEY LIVE

- LEISURE** (Headphones icon): movies, nightclubs, playing basketball, beer/food/wine festivals
- SHOPPING** (Shopping bag icon): Foot Locker, Old Navy, Shoppers Drug Mart, baby furniture stores
- DIGITAL MEDIA** (Laptop icon): online automotive content, compare products while shopping with wireless device, watch TV/videos on mobile, LinkedIn
- TRADITIONAL MEDIA** (Open book icon): Treehouse TV, Sportsnet 360, radio contests, parenting magazines
- FINANCIAL** (Piggy bank icon): RESPs, GICs, flat-fee packages, mobile banking
- FOOD/DRINK** (Fork and spoon icon): lamb, organic vegetables, Taco Bell, liqueurs
- ATTITUDES** (Speech bubble icon):
  - "I like to be immediately informed of new products and services so that I can use them"
  - "I like to flip through magazines just to look at the advertisements"
  - "It is important to me that people admire the things I own"
  - "In a household where both partners are working, it is not right for the wife to earn more than the husband"
- AUTOMOTIVE** (Car icon): Acura, BMW, compact premium vehicles, hybrid vehicles

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### Population

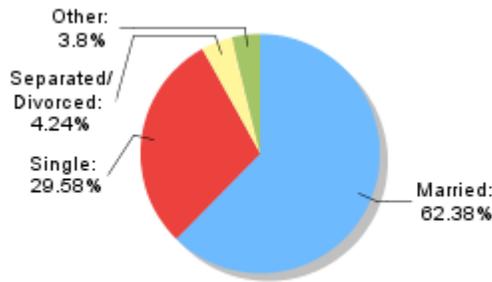
| Male / Female    | NBHOOD | FSA    | City      | Family                             | NBHOOD | FSA    | City   |
|------------------|--------|--------|-----------|------------------------------------|--------|--------|--------|
| Total Population | 1,738  | 90,095 | 6,093,870 | % >15 Years, Married with Children | 39.63% | 40.18% | 29.37% |
| Males            | 50.58% | 49.76% | 48.92%    | % >15 Years, Single with Children  | 7.61%  | 8.61%  | 10.64% |
| Females          | 49.42% | 50.24% | 51.08%    |                                    |        |        |        |



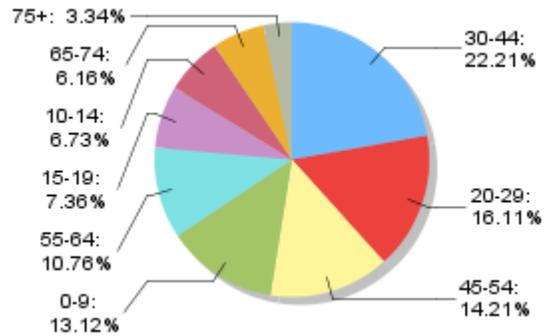
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## Population (continued)

**Marital Status**



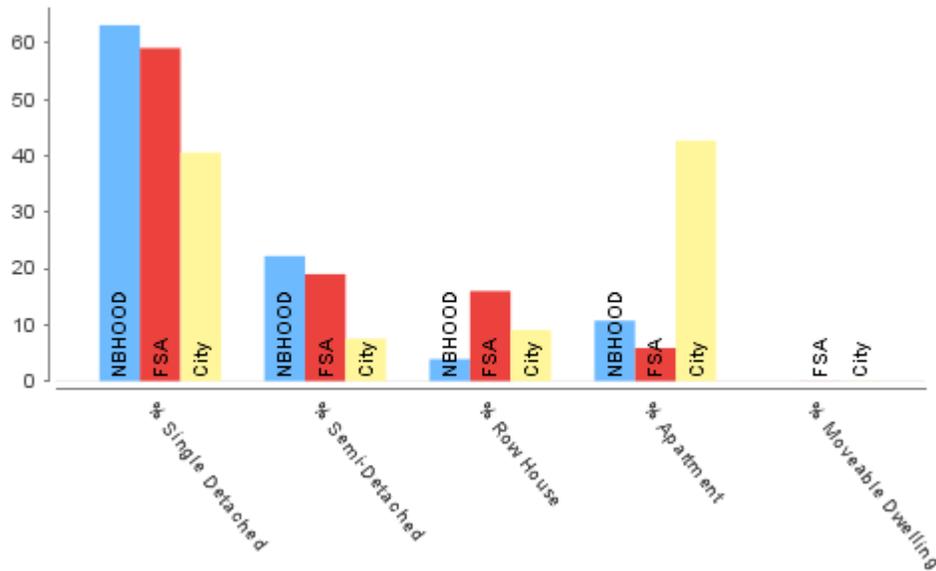
**Age Distribution**



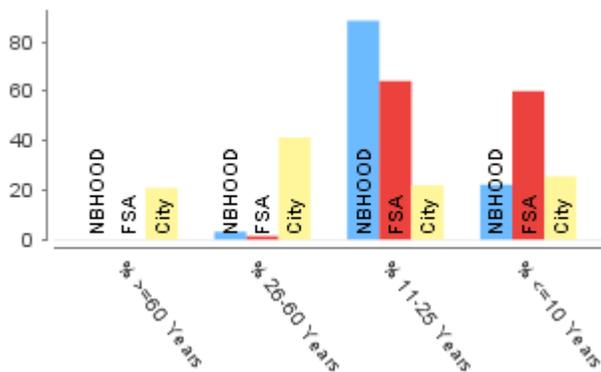
## Households

| Structure Details                          | Neighbourhood | FSA       | City      |
|--|---------------|-----------|-----------|
| Total Number of Occupied Private Dwellings | 410           | 22,525    | 2,218,000 |
| Dominant Year Built                        | 1991-2000     | 1991-2000 | 1961-1980 |

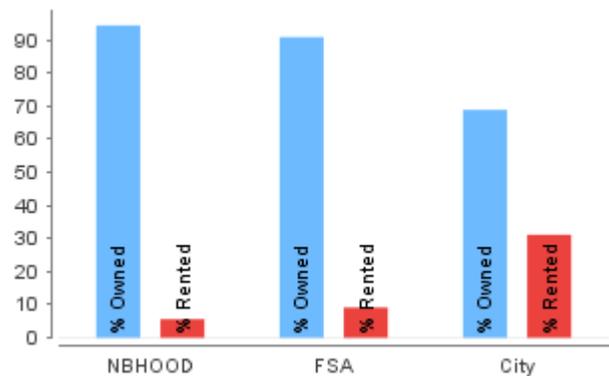
**Structural Type**



**Age of Home**



**Owned / Rented**

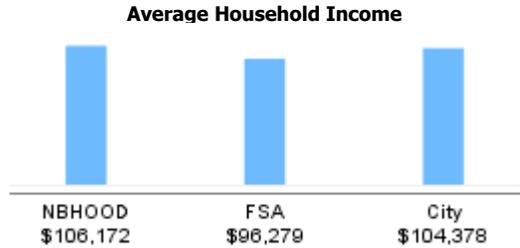




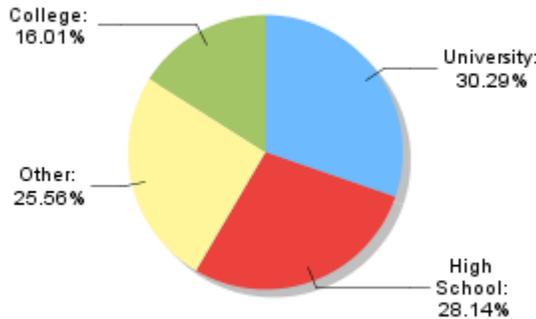
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## Socio-Economic

| Employment             | NBHOOD  |
|------------------------|---|
| Employment Rate        | 63.82%  |
| Dominant Profession #1 | Sales and service occupations<br>23.06%                                     |
| Dominant Profession #2 | Trades, transport and equipment operators and related occupations<br>16.54% |
| Job Type               | Mixed   |



## Highest Level of Education



## Cultural

| Language             | NBHOOD                       | FSA                          | City                         |
|----------------------|------------------------------|------------------------------|------------------------------|
| Dominant Language #1 | English 36.77%               | English 38.16%               | English 53.61%               |
| Dominant Language #2 | Panjabi 35.04%               | Panjabi 32.78%               | Other Languages 4.37%        |
| Dominant Language #3 | Multiple Languages 4.37%     | Multiple Languages 5.10%     | Multiple Languages 3.35%     |
| Dominant Language #4 | English & Non-Official 4.32% | English & Non-Official 4.85% | Cantonese 2.95%              |
| Dominant Language #5 | Hindi 3.11%                  | Other Languages 3.51%        | English & Non-Official 2.93% |

| Immigration Status       | NBHOOD | FSA    | City   |
|--------------------------|--------|--------|--------|
| Immigrant Population     | 62.26% | 61.57% | 47.15% |
| Non-immigrant Population | 37.74% | 38.43% | 52.85% |

## Report Parameters

### Demographics

NBHOOD=Neighbourhood, FSA=Forward Sortation Area, CITY=Census Metropolitan Area

The Neighbourhood is based on the Dissemination Area for the Subject Property, which is a small area composed of one or more neighbouring dissemination blocks, with a population of 400 to 700 persons.



# GEOWAREHOUSE® REPORT

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