GeoWarehouse Property Report Generated on February 21, 2019

1987 DAVEBROOK RD MISSISSAUGA

PIN 134380017

This report was prepared by:

Amit Kalia
Broker
Cell: 905-339-5111

akalia@trebnet.com
realestate-ontario.com

RE/MAX Real Estate Centre Inc.
100 City Centre Dr #1-702
Mississauga, Ontario, Canada, L5B 2C9
Office: 905-272-5000

Legal Description

LT 3, PL 660 ; S/T TT143871 CITY OF MISSISSAUGA

Lot Size

Area:	7470.15 sq.ft
Perimeter:	396.98 ft.
Measurements:	50.08ft. x 149.23ft. x 50.08ft. x 149.23ft.

Lot Measurement Accuracy : HIGH
Measurements are based on coordinate geometry, providing a high degree of confidence that the measurement calculations are within an acceptable variance of the registered plan dimensions.

Demographics

Population

Total Population	379 Neighbourhood (NBH)	28,964 Community (COM)	788,469 City (CITY)

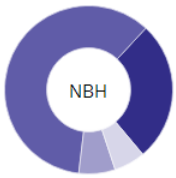
Gender

	Female	Male
NBH	52%	48%
COM	51%	49%
CITY	51%	49%

Family Status

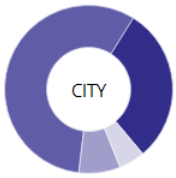
	>15 Married with Children	>15 Single with Children
NBH	31%	11%
COM	28%	11%
CITY	35%	11%

Marital Status



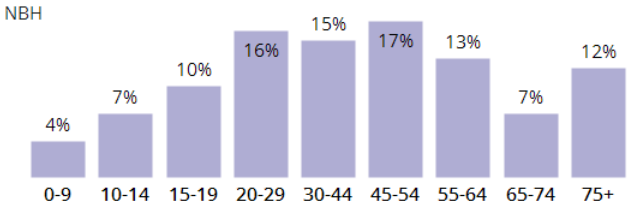
Single	27%
Married	60%
Separated / Divorced	7%
Other	6%

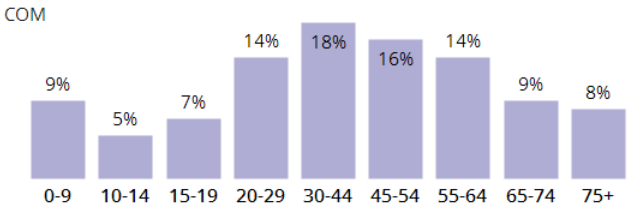
Single	29%
Married	56%
Separated / Divorced	9%
Other	6%

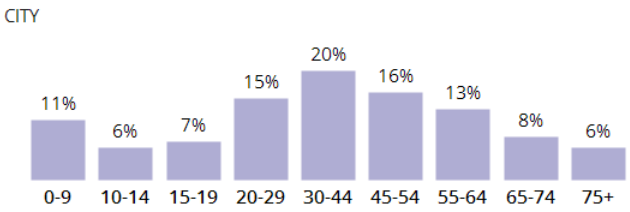


Single	30%
Married	57%
Separated / Divorced	8%
Other	5%

Age Distribution







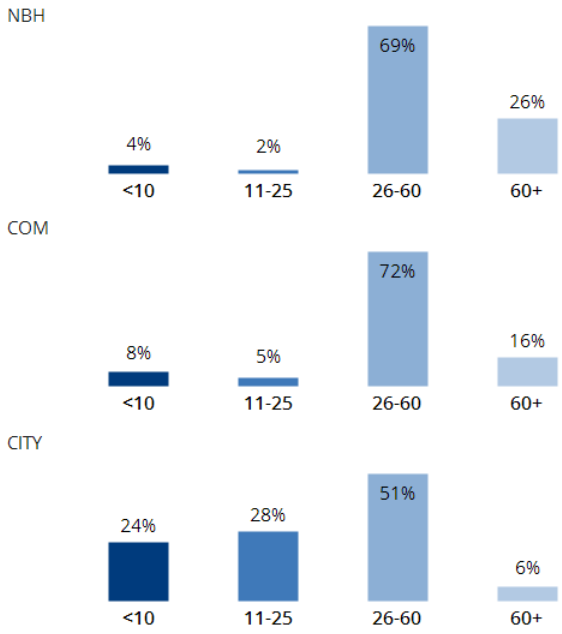
Households

Structure Details

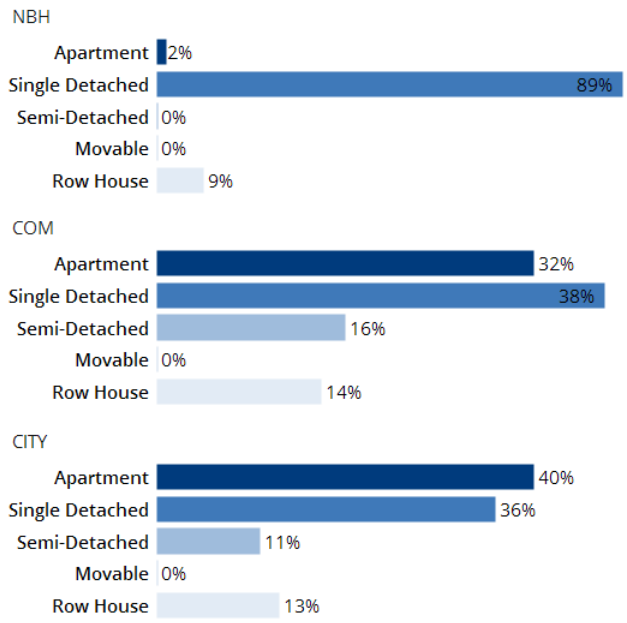
	Total # of Occupied Private Dwellings	Dominant Year Built
NBH	137	1961-1980
COM	11029	1961-1980
CITY	263085	1961-1980

Ownership

Age of Home (Years)



Structural Type

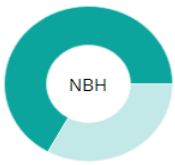


Socio-Economic

Avg. Household Income

114002	107728	106175
Neighbourhood (NBH)	Community (COM)	City (CITY)

Employment



67% Employed

Dominant Profession #1
Sales and service occupations
Dominant Profession #2
Business, finance and administration occupations
Job Type
Service Sector/White Collar

33% Unemployed

67% Employed

Dominant Profession #1
Sales and service occupations
Dominant Profession #2
Business, finance and administration occupations

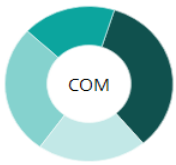
33% Unemployed

66% Employed

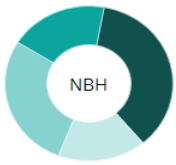
Dominant Profession #1
Sales and service occupations
Dominant Profession #2
Business, finance and administration occupations

34% Unemployed

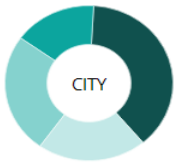
Highest Level of Education



University	36%
College	19%
High School	28%
Other	17%



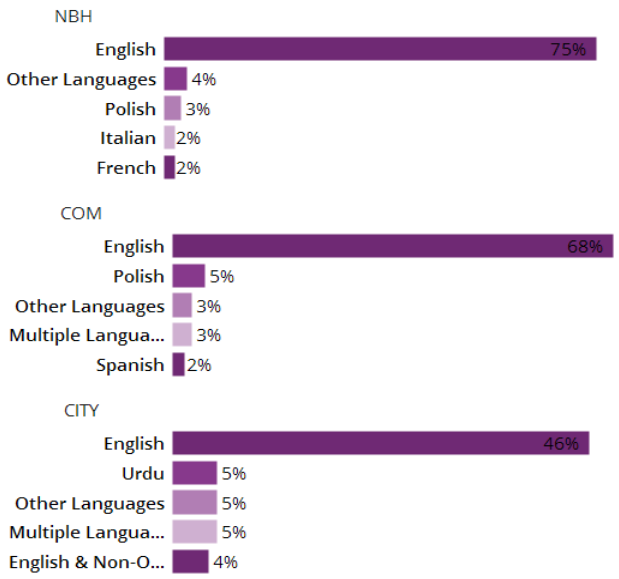
University	34%
College	18%
High School	27%
Other	21%



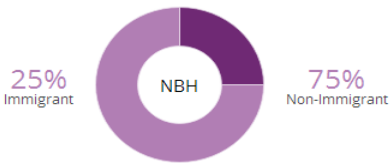
University	38%
College	16%
High School	25%
Other	21%

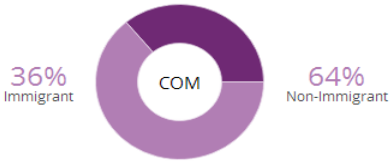
Cultural

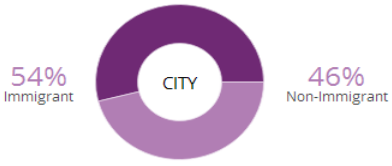
Dominant Language



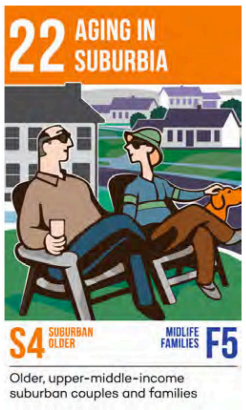
Immigration Status







Dominant Market Group



OLDER, UPPER-MIDDLE-INCOME SUBURBAN COUPLES AND FAMILIES

WHO THEY ARE

Not quite golden age material, the established households of Aging in Suburbia enjoy a comfortable lifestyle sustained by their upper-middle-incomes. Once filled with young child-rearing families, this segment is now a sign of the times: home to a mix of older couples aging in place and middle-aged families still raising children and building nest eggs. Many adults earn good incomes from long-tenured jobs in public administration, wholesale trade and construction. And that's allowed them to buy solid, single-detached homes typically built between 1960 and 1990—many with luxury cars and boats in the driveway. About half the households still contain children—generally over the age of 15—who no doubt influence this segment's preferences for pets, amusement parks, animated movies and rock concerts. For summer vacations, they can often be found heading to lakes and parks for camping and jet skiing, but they've also been known to visit such far-flung locales as China and Australia.

Typically found in the suburban rings of major cities—like Vancouver, Calgary, Toronto and Winnipeg—Aging in Suburbia offers a portrait of pleasant living. Research shows that the adults here have high rates for attending home, pet, travel and RV shows, and many regularly catch a community theatre performance. As media consumers, they enjoy reading popular magazines like Family Circle and Reader's Digest, and tune in to Slice and the Food Network on TV. Social media tastes include playing online games, liking Facebook posts and checking out the latest pins on Pinterest. Expressing a strong concern for their Financial Security, they continue to plan for the future by investing in real estate and staying on top of their wills and estate planning.

HOW THEY THINK

The Aging in Suburbia group may feel comfortable with the uncertainties and rapid changes of modern life (Adaptability to Complexity), but they still feel a desire to escape regularly to their cottage or a local hiking trail (Need for Escape, Attraction to Nature). They consider diversity to be a source of personal enrichment and believe that in today's society, anything is possible—including taking on a new project or adopting a different attitude later in life—provided you are willing to work hard at it (Culture Sampling, Social Learning, North American Dream). Aging in Suburbia members are inclined to identify themselves as proud Canadians who also want to preserve their region's and family's customs and traditions (National Pride, Search for Roots). In the marketplace, they are careful shoppers who do their due diligence before making a purchase and care less about the popularity of brands than companies that have strong ethical reputations (Discriminating Consumerism, Brand Apathy, Ethical Consumerism). This segment has one of the lowest scores for Buying on Impulse.

POPULATION:
769,344
(2.14% of Canada)

HOUSEHOLDS:
292,743
(2.00% of Canada)

AVERAGE HOUSEHOLD INCOME:
$108,590

HOUSE TENURE:
Own

EDUCATION:
High School/College/Trade

OCCUPATION:
Service Sector/White Collar

CULTURAL DIVERSITY INDEX:
Low

SAMPLE SOCIAL VALUE:
Ethical Consumerism

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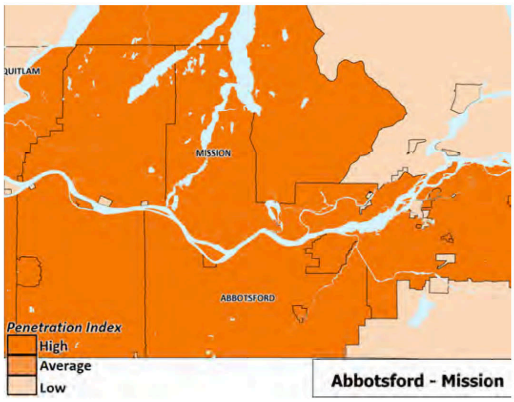
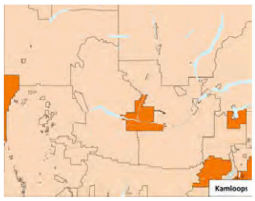
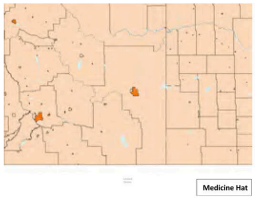
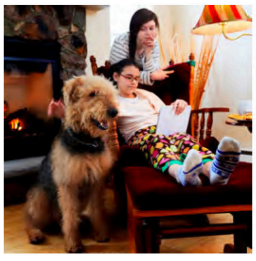
WHERE THEY LIVE









HOW THEY LIVE

LEISURE
power boating/jet skiing
amusement parks
live theatre
electronics/photo/video shows

TRADITIONAL MEDIA
Slice
classic hits radio
sports magazines
Family Circle

FOOD/DRINK
turkey
frozen hot snacks
Arby's
Dairy Queen

AUTOMOTIVE
Chevy trucks
Kia
large vehicles
own or lease 3+ vehicles

SHOPPING
Costco
Real Canadian/Atlantic Superstore
Play It Again Sports
Lee Valley Tools

DIGITAL MEDIA
home furnishing sites
Internet music service
redeem mobile coupons
Pinterest

FINANCIAL
real estate investment
will/estate planning
debit quick pay card
RESPs

ATTITUDES
"I have my favourite brand and I normally stick to it"

"Price isn't the most important thing to me when buying food"

"I am prepared to pay more for products that are a bit different from those one sees all over"

"It is important to me to regularly get away from all responsibilities and burdens"

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