

Square One Shopping Centre – FACT SHEET

Square One Shopping Centre Statistics

Square One Shopping Centre is Built:	1973
Gross Leasable Area:	1.7 million square feet
Number of Stores & Services:	Over 330
Annual Shopper Visits:	23 million
CRU Sales:	\$600+ psf
Customer's Average Length of Visit:	100 minutes
Customer's Average Store Expenditure:	\$100
Percentage of Customers under 35 years:	47%
Trade Area Population:	1.5 million
Average Household Income:	\$90,734
Households with Income \$80,000+:	246,000

- Square One Shopping Centre is located in the heart of Mississauga, one of Toronto's largest and wealthiest suburban cities.
- Square One's primary trade area (PTA) population is 562,314. Secondary trade area (STA) population is 924,176 for a total of 1,486,490. The trade area comprises Mississauga, Brampton and parts of Oakville, Burlington and Etobicoke.
- Square One is located at Hwys 10 and 403 in the heart of Mississauga, making it very accessible to one of Canada's wealthiest cities – the Greater Toronto Area (GTA). Mississauga is Ontario's third largest city surpassed only by the cities of Toronto and Ottawa.
- Square One is a super regional centre that dominates the western Greater Toronto Area in terms of sheer size, attractiveness, location, entertainment and retail offerings. As the surrounding urbanism has emerged in the last 35+ years, Square One has become Mississauga's city core and Square One continues to dominate it.
- Mississauga, located in Peel Region, is one of the fastest growing cities in the country, and the sixth largest market in Canada.
- 16 active condominium developments in Mississauga City Centre accounting for 5,700 residential units in addition to 3,454 units in 11 buildings have already sold out.
- Over 6,000 additional units are planned for Mississauga City Centre in the short-term in low, mid and high-rise residences, including the large-scale Parkside Village.
- The developers are focusing on the quality of the community with the ultimate goal of creating a cultural as well as a dynamic City Centre.