

Community Profile: Markham - Downtown Unionville

Prepared for: Economic Developers Council of Ontario – My Main Street



ENVIRONICS
ANALYTICS

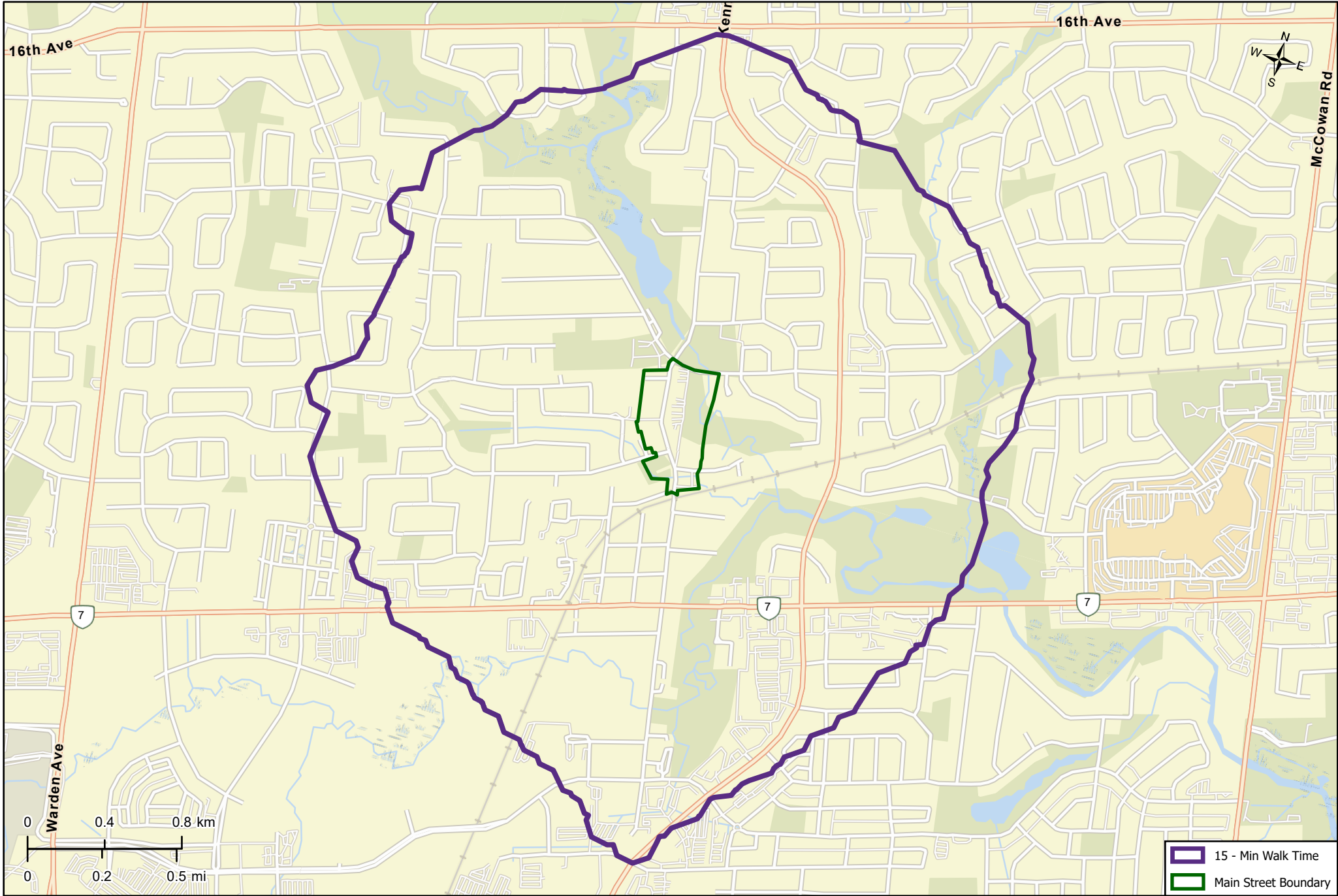
Confidential

Date: February 24, 2022

Table of Contents

Trade Area Map	1
Demographics, PRIZM Profile, and Psychographics	2
Population & Households	3
Housing & Income	4
Education & Employment	5
Diversity	6
Trade Area PRIZM Profile: Top Segments	7
SocialValues Overview	8
Financial and Expenditure Overview	9
WealthScapes Overview	10
WealthScapes Ratios	11
HouseholdSpend – Annual Expenditure Overview	12
FoodSpend – Annual Expenditure Overview	13
Post COVID-19 Activities	14
Activities Look Forward To Doing	15
Media and Social Media Overview	16
Media Overview	17
Social Media Activities	18
Social Media Usage	19
Online Shopping Attitudes and Behaviours	20
Online Shopping Attitudes	21
Purchase Preference by Category	22
Clothing & Fashions Deep Dive	23
Home Electronics & Computers Deep Dive	24
Gift Cards Deep Dive	25
Groceries Deep Dive	26
Beauty & Cosmetics Deep Dive	27
Home & Garden Deep Dive	28
Sporting Goods Deep Dive	29
Vacation/Travel Deep Dive	30
Store Loyalty	31
Assortment/Product Quality	32
Shopping Experience	33
Price and Promo	34
Main Street Visitors	35
2019 Visitors	36
2020 Visitors	37
2021 Visitors	38
2021 Visitors PRIZM Profile: Top Segments	39

Markham - Downtown Unionville Main Street Boundary and Trade Area



- 15 - Min Walk Time
- Main Street Boundary

Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Markham - Downtown Unionville

POPULATION

10,249

HOUSEHOLDS

3,235

MEDIAN MAINTAINER AGE

59

Index: **110**

MARITAL STATUS



61.1%

Index: 106

Married/Common-Law

FAMILY STATUS*

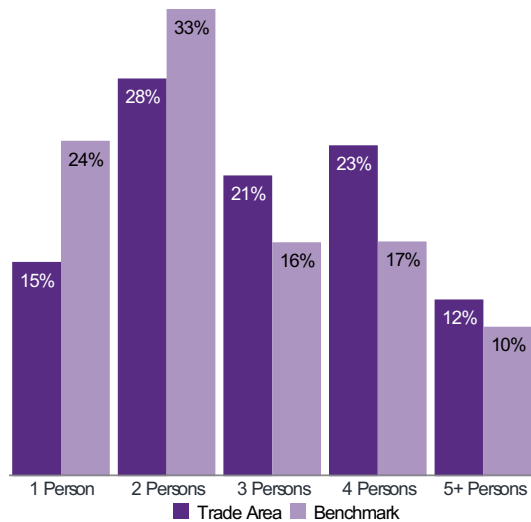


57.7%

Index: **123**

Couples With Children At Home

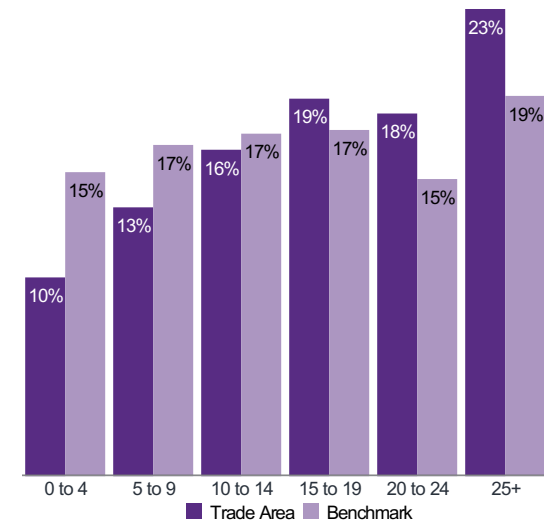
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	351	3.4	68
5 to 9	460	4.5	83
10 to 14	564	5.5	97
15 to 19	681	6.6	112
20 to 24	692	6.8	101
25 to 29	650	6.3	90
30 to 34	472	4.6	69
35 to 39	399	3.9	60
40 to 44	527	5.1	83
45 to 49	635	6.2	99
50 to 54	740	7.2	110
55 to 59	891	8.7	120
60 to 64	819	8.0	119
65 to 69	649	6.3	112
70 to 74	547	5.3	112
75 to 79	381	3.7	113
80 to 84	335	3.3	150
85+	454	4.4	200

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

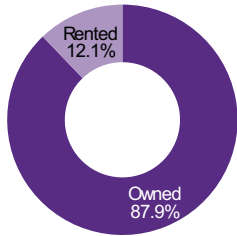
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Demographics | Housing & Income

Trade Area: Markham - Downtown Unionville

Population: 10,249 | Households: 3,235

TENURE



STRUCTURE TYPE



89.0%
Index: **115**



11.0%
Index: **50**

AGE OF HOUSING*

30 - 39 Years Old
% Comp: **41.2** Index: **295**

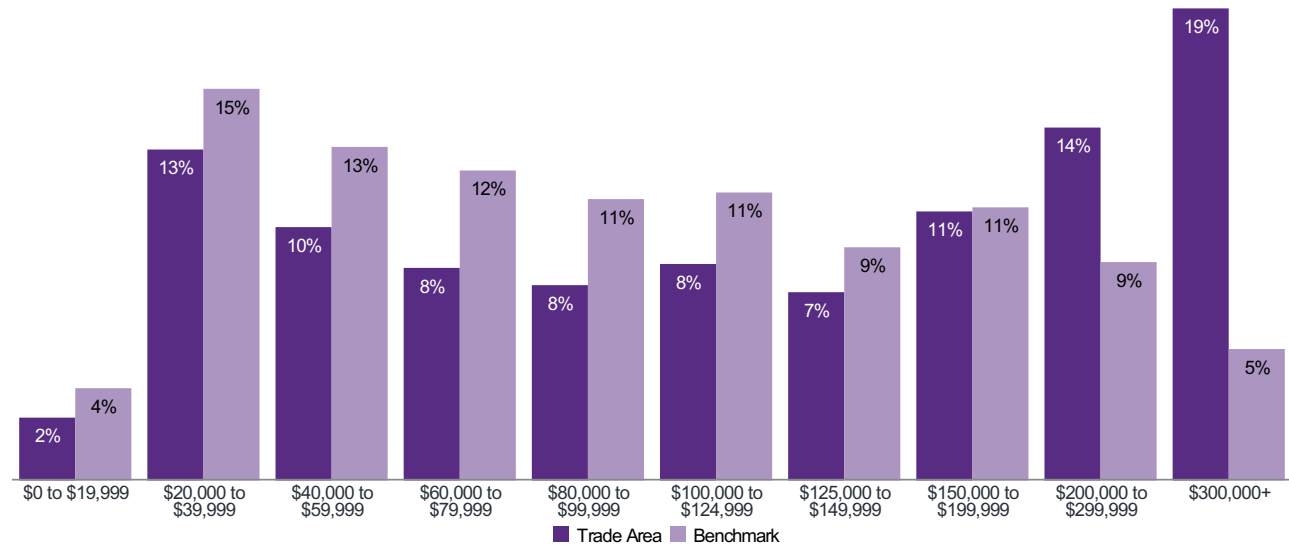
AVERAGE HOUSEHOLD INCOME



\$174,615

Index: **152**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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Demographics | Education & Employment

Trade Area: Markham - Downtown Unionville

Population: 10,249 | Households: 3,235

EDUCATION



44.1%

Index: 166

University Degree

LABOUR FORCE PARTICIPATION



60.4%

Index: 93

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



30.6%

Index: 84

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

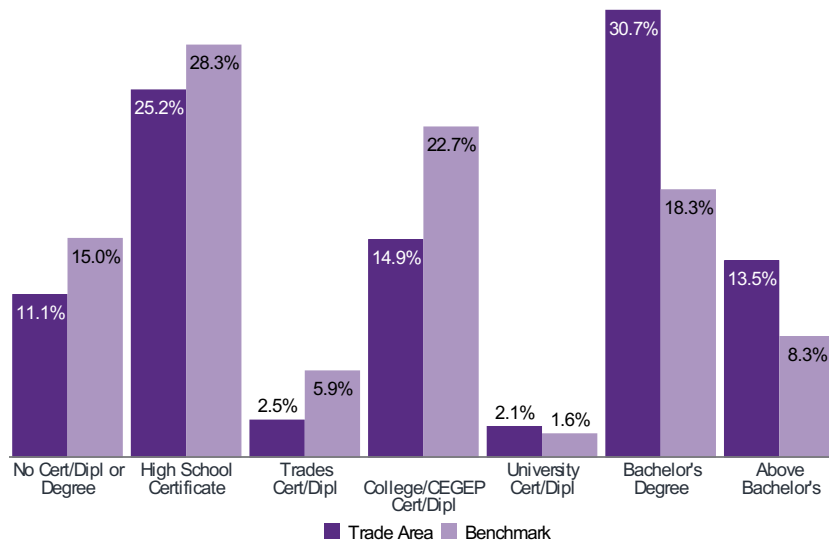


5.6%

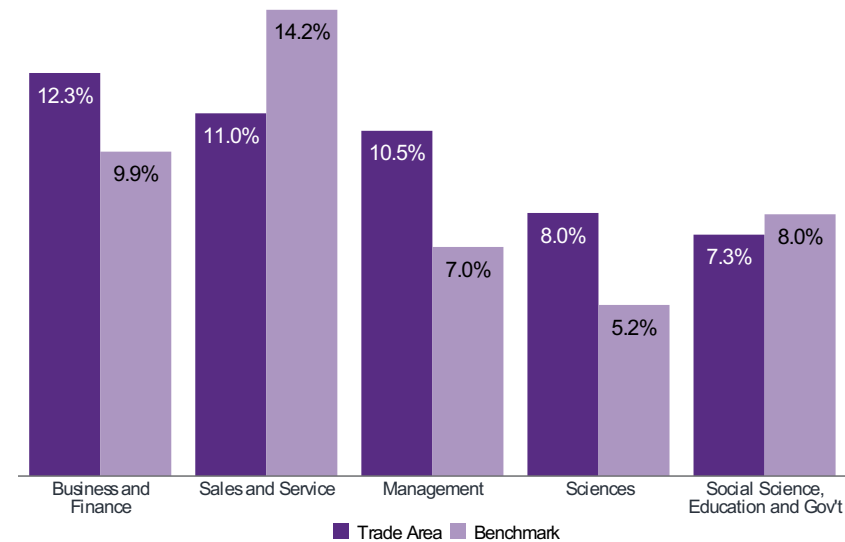
Index: 127

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

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Demographics | Diversity

Trade Area: Markham - Downtown Unionville

Population: 10,249 | Households: 3,235

ABORIGINAL IDENTITY



0.3%

Index:12

VISIBLE MINORITY PRESENCE



64.3%

Index:222

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



7.7%

Index:381

No knowledge of English or French

IMMIGRATION



48.5%

Index:184

Born outside Canada

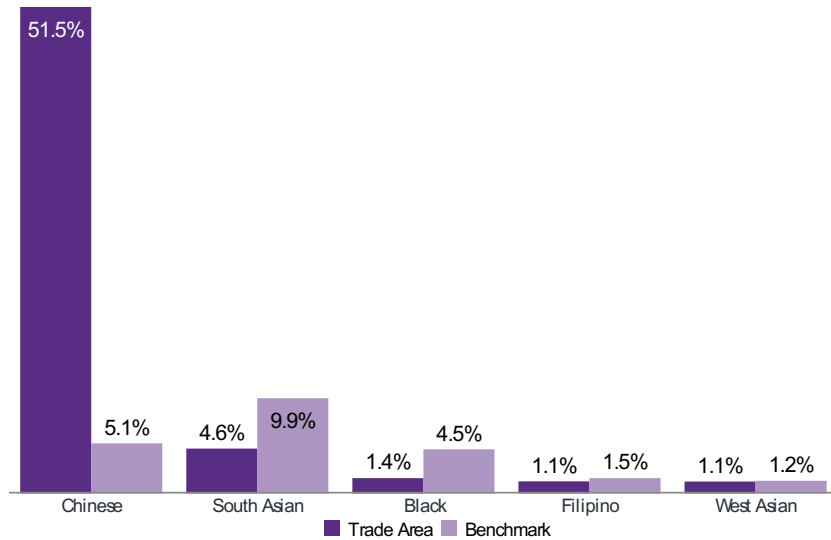
PERIOD OF IMMIGRATION*

Before 2001

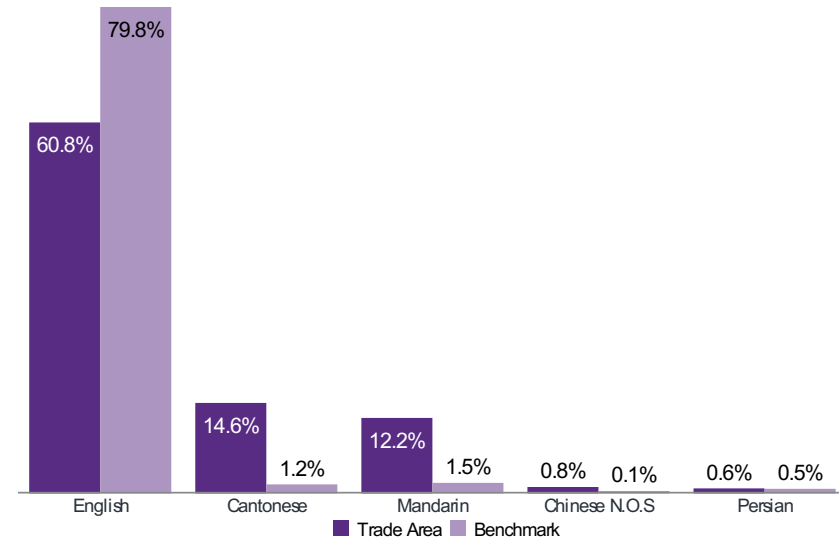
26.9%

Index:192

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark:Southern Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

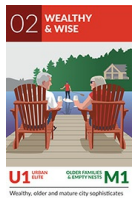
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Top 5 segments represent **90.2%** of households in Markham - Downtown Unionville



Rank: 1
 Hhlds: 1,732
 Hhld %: 53.55
 % in Benchmark: 1.63
 Index: 3,281

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates features well-off and well-educated urban fringe households, more than one third of which came from China, Taiwan or Hong Kong. This segment has a high concentration of residents who speak a non-official language at home, in this case Mandarin or Cantonese. Many of these households are headed by immigrants who arrived in Canada during the last 30 years. Today they live in well-appointed homes and duplexes valued at more than \$1.2 million, typically in satellite cities such as Toronto's Richmond Hill and Markham and Vancouver's Surrey and Coquitlam. With many large households and multi-generational families, Asian Sophisticates is filled with teenage and twenty-something children along with their Boomer parents and grandparents. With their university educations, the adults earn impressive incomes as white-collar professionals and managers in business, finance, the arts and, especially, science. Outside of work, these households enjoy active lifestyles, travelling abroad, frequenting concerts and casinos, and getting their exercise from downhill skiing and racquet sports. Believing that their home is an extension of their image (Status Via Home), they buy furnishings and decor items from both retail stores and e-commerce sites.



Rank: 2
 Hhlds: 464
 Hhld %: 14.34
 % in Benchmark: 1.22
 Index: 1,173

The second wealthiest lifestyle, Wealthy & Wise is home to older and mature families and couples whose incomes are nearly two-and-a-half times the national average. Found in large cities across Canada, these households tend to own expensive single-detached houses in established neighbourhoods; the average dwelling value is about \$1.3 million. Wealthy & Wise is one of the most educated groups—a majority hold a bachelor's or advanced degree—and members earn lofty incomes as managers and white-collar professionals. Many are first- and second-generation Canadians who are attached to their older urban neighbourhoods, having lived at the same address for years. And while most commute to work by car, one in five takes public transit, bikes or walks to work. At home, their leisure activities reflect the presence of older children, most 15+. These families enjoy going to film festivals, the theatre and museums. Able to afford most luxury items, consumers here maintain they're willing to pay more for environmentally friendly products that reflect their Ecological Lifestyle.



Rank: 3
 Hhlds: 367
 Hhld %: 11.34
 % in Benchmark: 3.11
 Index: 365

An aging lifestyle, Savvy Seniors is home to older singles, couples and divorced or widowed individuals found mostly in cities throughout Ontario, British Columbia and Alberta. Many of these seniors are financially comfortable: With a mix of high school, college and university educations, they enjoy upper-middle-incomes and homes valued at nearly a half-million dollars. Nearly 40 percent of the maintainers are over 65 years old, and they gravitate to easy-to-maintain high-rise apartment buildings, condos and row houses, typically built between 1980 and 2000. More than half of the households consist of third-plus-generation Canadians, and many are empty-nesters; any children at home are typically in their twenties. About 58 percent of the adults are still in the labour force, holding upper-level positions in the sciences, education, the arts and public administration. Still fit and active, these residents have the time and money for travel, golf and fitness activities. And they still believe in the value of Community Involvement, staying active in social issues and political campaigns.



Rank: 4
 Hhlds: 212
 Hhld %: 6.54
 % in Benchmark: 0.63
 Index: 1,035

With over 60 percent of households foreign-born, Asian Achievement is a predominantly Asian segment consisting of middle-aged and older households typically from China, Taiwan and Hong Kong. Most arrived in Canada during the last 30 years and have settled in the urban fringe areas of two metros: Vancouver and Toronto. Over 45 percent speak a non-official language at home, typically Cantonese or Mandarin. Asian Achievement residents tend to be less acculturated compared to other predominantly Asian segments, patronizing Chinese stores, banks and clubs, and speaking their Chinese mother tongue at home. Households here often consist of multi-generational families; in nearly 30 percent of households, children over the age of 25 still live at home. The adults tend to be moderately educated and hold service sector or white-collar jobs. Despite their upper-middle incomes, Asian Achievement members own pricey single-detached homes, duplexes and row houses. Their average dwelling value is more than \$1 million, partly a function of the high cost of real estate in Vancouver. Further cementing their bi-cultural lifestyle, residents enjoy travelling to China and Hong Kong, excursions that may help alleviate their Time Stress.



Rank: 5
 Hhlds: 143
 Hhld %: 4.41
 % in Benchmark: 3.40
 Index: 130

An upscale suburban lifestyle, First-Class Families is characterized by sprawling families—more than 40 percent of households contain four or more people—living in close-in suburbs. More than half the households are located in established neighbourhoods in Toronto, Calgary, Ottawa and Vancouver. In First-Class Families, the parents are middle-aged, the children are 5-24 and nearly 90 percent of households live in pricey, single-family houses. With their solid educations, the adults hold white-collar jobs in management, education and government, and earn incomes that are nearly twice the national average. One quarter of households contain second-generation Canadians; the segment scores high for members for whom Italian, Polish, Greek or Mandarin is their mother tongue. These families enjoy many team sports—baseball, basketball, football, hockey, volleyball—as both participants and spectators. And many families look forward to weekends when they can shop, go out to eat or relax with their tablet to watch Netflix or indulge in e-commerce. Committed to living a healthy and wholesome lifestyle, this group scores high for the value Effort Toward Health.

Trade Area: Markham - Downtown Unionville

Strong Values

Values	Index
Confidence in Big Business	141
Legacy	136
Traditional Family	136
Skepticism Toward Small Business	133
Brand Genuineness	132
Need for Status Recognition	131
Social Darwinism	122
Pursuit of Novelty	121
Duty	120
Equal Relationship with Youth	120

Descriptions | Top 3 Strong Values

Confidence in Big Business

The belief that big businesses strive to strike a fair balance between making profit and working in the public's interest. Expressing a certain level of faith that what serves the interest of big business also serves the interest of society, and vice-versa. Associating good quality and service with big companies and well-known products.

Legacy

Desire to leave behind a legacy after death, either to one's descendants or to society at large. This legacy could be of a financial, cultural, moral or spiritual nature. People strong on this construct tend to plan their bequests well in advance.

Traditional Family

The belief that society should guard against new definitions of what constitutes a "family" and preserve the traditional, "one man, one woman" definition of the nuclear family. The belief that "family" should be defined by legal formalities or institutional sanction. An unwillingness to accept non-traditional definitions of "family", such as common law and same-sex marriages.

Weak Values

Values	Index
Attraction to Nature	49
Discriminating Consumerism	62
Confidence in Small Business	63
Technology Anxiety	67
Racial Fusion	68
Cultural Assimilation	73
Flexible Families	74
Personal Control	74
Obedience to Authority	76
Financial Concern Regarding the Future	77

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.

Discriminating Consumerism

Tendency to actively adopt defensive stratagems to shield oneself from the artificial needs created by the consumer society, and to seek product information before making purchases.

Confidence in Small Business

Tendency to assume that small businesses are generally fair and ethical in their practices, committed to providing quality goods, and working in the public interest.

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Markham - Downtown Unionville

WealthScapes Households: 3,214

INCOME*

Household Income

\$ 176,493

Index: **152**

Household Disposable Income

\$ 132,492

Index: **145**

Household Discretionary Income

\$ 97,736

Index: **152**

Annual RRSP Contributions

\$ 7,709

Index: **215**

WEALTH*



Net Worth

% Holders

100.0% Index: **100**

Balance

\$1,991,670

Index: **271**

ASSETS*



Savings

% Holders

95.3% Index: **100**

Balance

\$170,143

Index: **223**



Investments

% Holders

74.7% Index: **125**

Balance

\$750,142

Index: **222**



Unlisted Shares

% Holders

21.9% Index: **177**

Balance

\$643,668

Index: **202**



Real Estate

% Holders

89.1% Index: **117**

Balance

\$1,511,491

Index: **202**



Liquid Assets

% Holders

98.4% Index: **100**

Balance

\$856,041

Index: **259**

DEBT*



Consumer Debt

% Holders

93.1% Index: **102**

Balance

\$112,553

Index: **170**



Mortgage Debt

% Holders

44.9% Index: **97**

Balance

\$521,430

Index: **175**

FINANCIAL RATIO



Debt:Asset

% Holders

0.15% Index: **68**

Benchmark: Southern Ontario

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% Holders represent where customers are found.

*Average values per holding household as at December 31, 2020.

Index Colours:	<80	80 - 110	110+
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FINANCIAL RATIOS*



Debt: Asset

0.15

Index: 68



Debt: Liquid Assets

0.40

Index: 66



Consumer Debt - Discr. Income

1.07

Index: 115



Savings - Investments

0.50

Index: 84



Pension - Non-Pension Assets

0.08

Index: 38



Real Estate Assets - Liq. Assets

1.60

Index: 91



Mortgage - Real Estate Assets

0.17

Index: 72



Mortgage - Consumer Debt

2.24

Index: 97

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Index Colours:	<80	80 - 110	110+
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Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Markham - Downtown Unionville

Households: 3,235

Total Aggregate Current Consumption: \$365,522,625

Average Current Consumption

\$112,990

Index **138**

Average Household Income










\$175,654

Index **153**

Average Disposable Income

\$130,329

Index **145**

 <p>Shelter</p> <p>Avg. Dollars/Household: \$29,431 Index: 140</p> <p>Pct. of Total Expenditure: 26.0% Index: 101</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$18,024 Index: 131</p> <p>Pct. of Total Expenditure: 16.0% Index: 95</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$16,554 Index: 129</p> <p>Pct. of Total Expenditure: 14.7% Index: 94</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$8,038 Index: 140</p> <p>Pct. of Total Expenditure: 7.1% Index: 101</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$7,580 Index: 139</p> <p>Pct. of Total Expenditure: 6.7% Index: 100</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$7,064 Index: 148</p> <p>Pct. of Total Expenditure: 6.3% Index: 107</p>
 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$5,815 Index: 146</p> <p>Pct. of Total Expenditure: 5.1% Index: 106</p>	 <p>Education</p> <p>Avg. Dollars/Household: \$5,111 Index: 238</p> <p>Pct. of Total Expenditure: 4.5% Index: 172</p>	 <p>Clothing</p> <p>Avg. Dollars/Household: \$5,029 Index: 152</p> <p>Pct. of Total Expenditure: 4.5% Index: 110</p>

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Displaying the top nine HouseholdSpend categories ranked by percent of total expenditure. Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Markham - Downtown Unionville

Households: 3,235

Average Household Income \$175,654 Index: 153	Average Food Expenditure \$16,554 Index: 129	Average Spend on Food from Restaurants \$5,510 Index: 137	Average Spend on Food from Stores \$11,044 Index: 126
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Total Aggregate Food Expenditure: \$ 53,552,653

 <p>Bakery Avg. Dollars/Household: \$1,086 (Index: 125) Pct. of Total Expenditure: 9.8% (Index: 99)</p>	 <p>Cereal Products Avg. Dollars/Household: \$631 (Index: 124) Pct. of Total Expenditure: 5.7% (Index: 98)</p>	 <p>Fruit and nuts Avg. Dollars/Household: \$1,540 (Index: 140) Pct. of Total Expenditure: 13.9% (Index: 111)</p>
 <p>Vegetables Avg. Dollars/Household: \$1,325 (Index: 143) Pct. of Total Expenditure: 12.0% (Index: 114)</p>	 <p>Dairy products & Eggs Avg. Dollars/Household: \$1,500 (Index: 117) Pct. of Total Expenditure: 13.6% (Index: 93)</p>	 <p>Meat Avg. Dollars/Household: \$1,955 (Index: 124) Pct. of Total Expenditure: 17.7% (Index: 99)</p>
 <p>Fish & Seafood Avg. Dollars/Household: \$544 (Index: 185) Pct. of Total Expenditure: 4.9% (Index: 147)</p>	 <p>Beverages & Other Food Avg. Dollars/Household: \$2,464 (Index: 112) Pct. of Total Expenditure: 22.3% (Index: 89)</p>	

Benchmark: Southern Ontario

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Displaying the top FoodSpends categories of expenditure on food purchased from stores. Benchmark used for Index calculations.

Index Colours:	<80	80 - 110	110+
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Post COVID-19 Activities

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	14.6	11.0	133
Going to restaurants, bars or night clubs	59.3	55.1	108
Having physical Contact with family and friends	59.7	57.7	103
Participating in group activities	44.9	38.7	116
Partying	21.5	15.8	136
Seeing family and friends in person	64.3	62.8	102
Entertainment			
Attending events, festivals or concerts	48.1	42.9	112
Attending sports events (excludes professional sports)	20.3	18.2	112
Attending to professional sports events or games	27.7	25.4	109
Going to the movies	50.1	45.7	110
Movement & Travel			
Driving more	17.4	16.1	108
Shopping in-store	55.5	42.9	130
Spending time outdoors	37.8	32.5	116
Travelling outside of Canada/ abroad	63.7	53.2	120
Travelling within Canada	53.3	49.9	107
Using public transit	21.1	13.7	154
Personal			
Getting back to old habits	39.7	36.2	110
Going to a salon, barber shop or spa	40.3	33.7	119
Going to the gym	27.7	22.6	123
Education/Work			
Children going back to school	20.2	20.3	100
Going back to work	20.6	17.6	117
Other			
Not Stated	1.0	0.6	175

Benchmark: Southern Ontario

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(Base used for Index calculations)

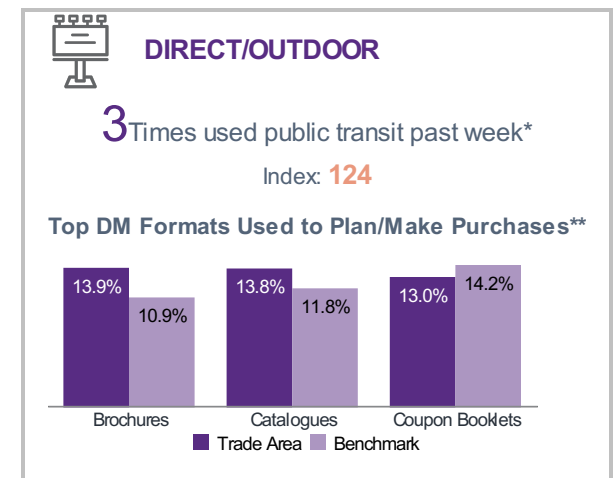
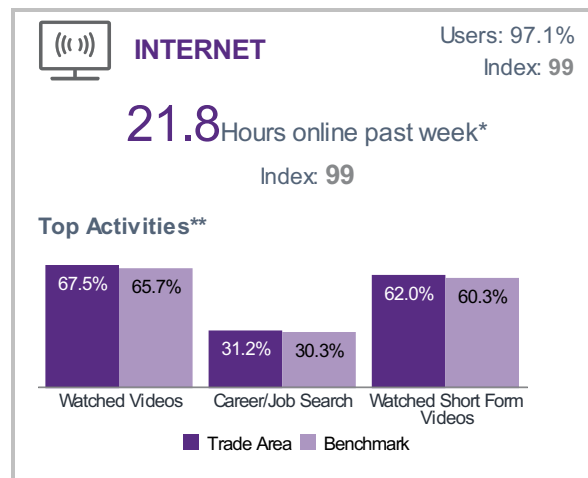
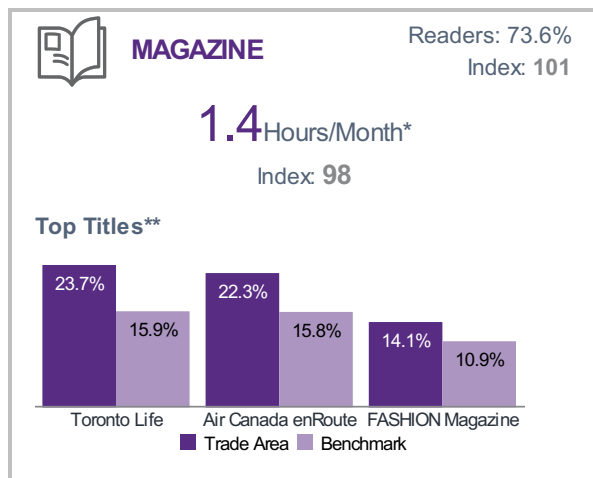
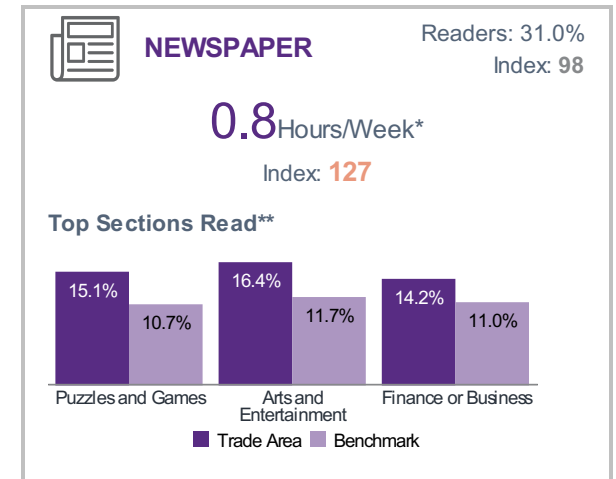
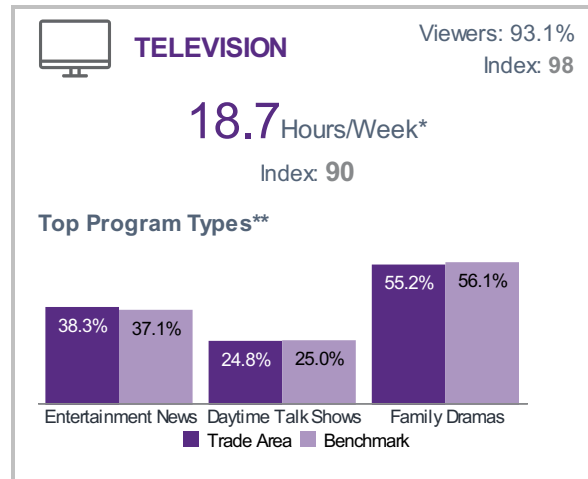
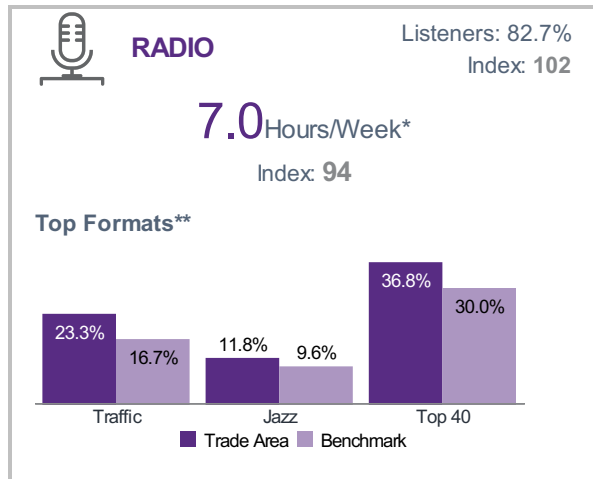
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Markham - Downtown Unionville

Household Population 14+: 8,765



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

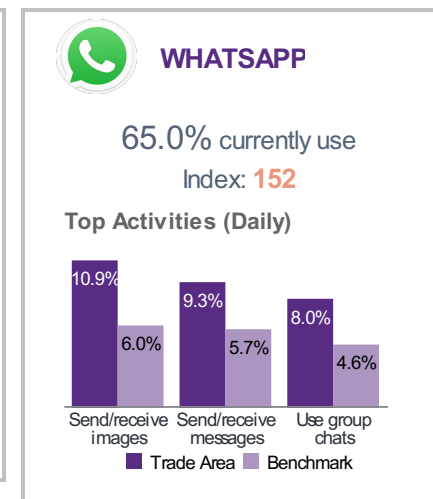
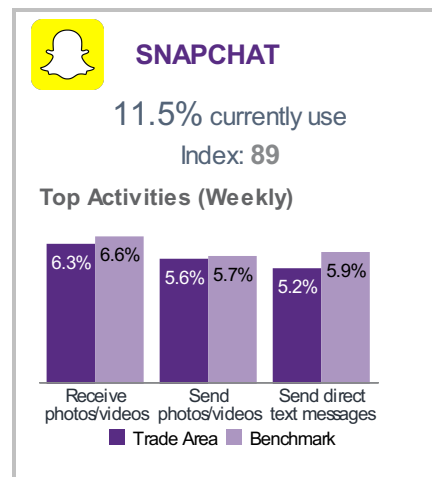
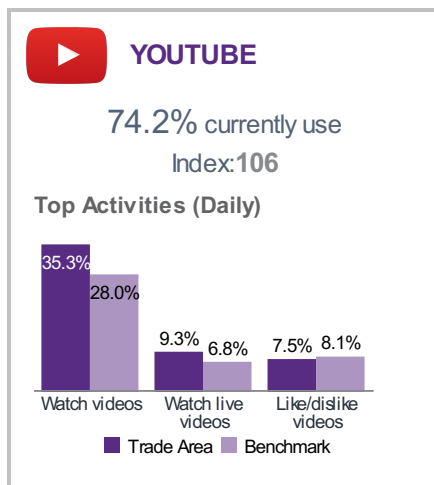
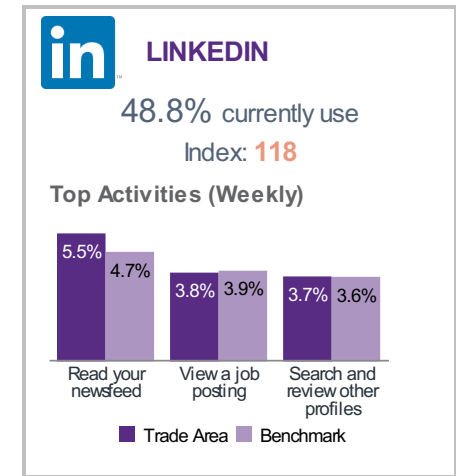
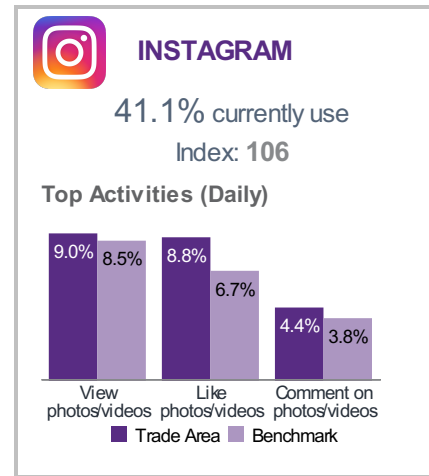
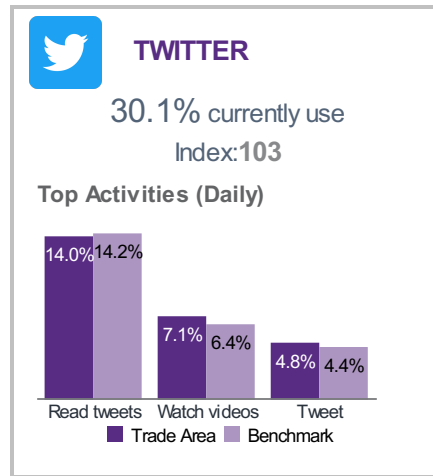
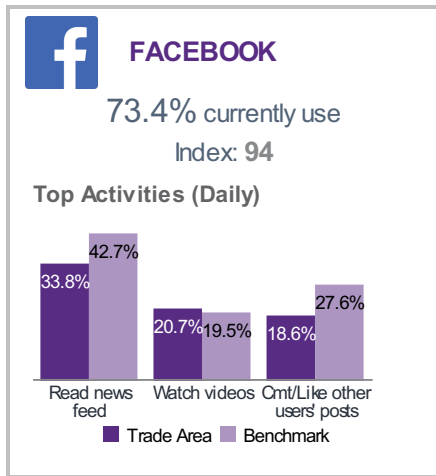
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: Markham - Downtown Unionville

Household Population 18+: 8,269



Benchmark: Southern 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+
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Opticks Social | Social Media Usage

Trade Area: Markham - Downtown Unionville

Household Population 18+: 8,269

FRIENDS IN ALL SM NETWORKS



37.9%

Index:107

0-49 friends

FREQUENCY OF USE (DAILY)



47.7%

Index:85

Facebook

BRAND INTERACTION



29.0%

Index:85

Like brand on Facebook

NO. OF BRANDS INTERACTED

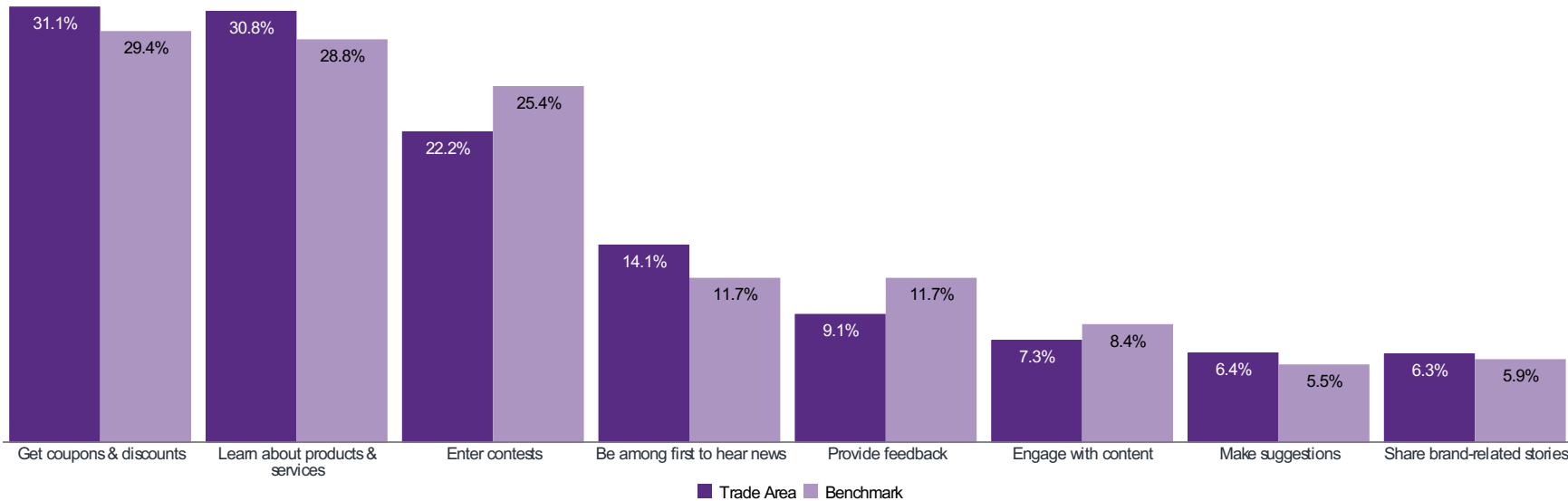


30.6%

Index:100

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Online Shopping Attitudes and Behaviours



Retail companies should not be allowed to own or share my personal info

% Comp **86.8** Index **99**



I am likely to shop online via my mobile device, provided the process is easy

% Comp **48.4** Index **100**



I am concerned about sharing my personal info with retail companies due to privacy issues, such as using it for marketing purposes

% Comp **84.3** Index **100**



I am likely to download a mobile shopping "app" if it somehow makes my shopping experience easier

% Comp **45.7** Index **111**



I use my mobile device to find retail locations that sell products I am looking to buy

% Comp **60.5** Index **107**



I am open to receiving relevant marketing messages on my mobile device from retailers I trust

% Comp **33.8** Index **112**

Benchmark: Southern Ontario

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Ranked by percent composition.

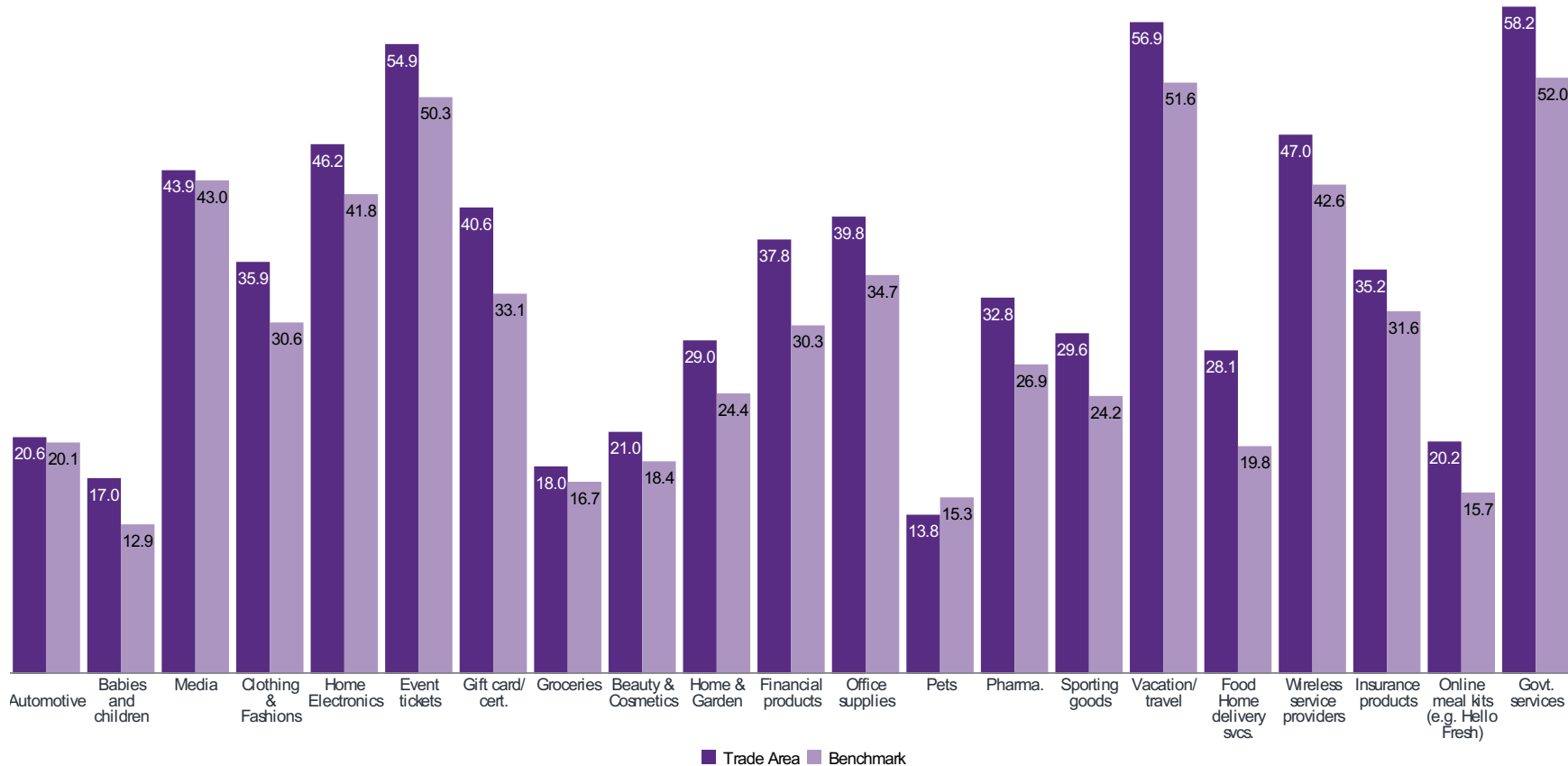
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Markham - Downtown Unionville

Total Household Population 18+: 8,269

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Clothing & Fashions Deep Dive

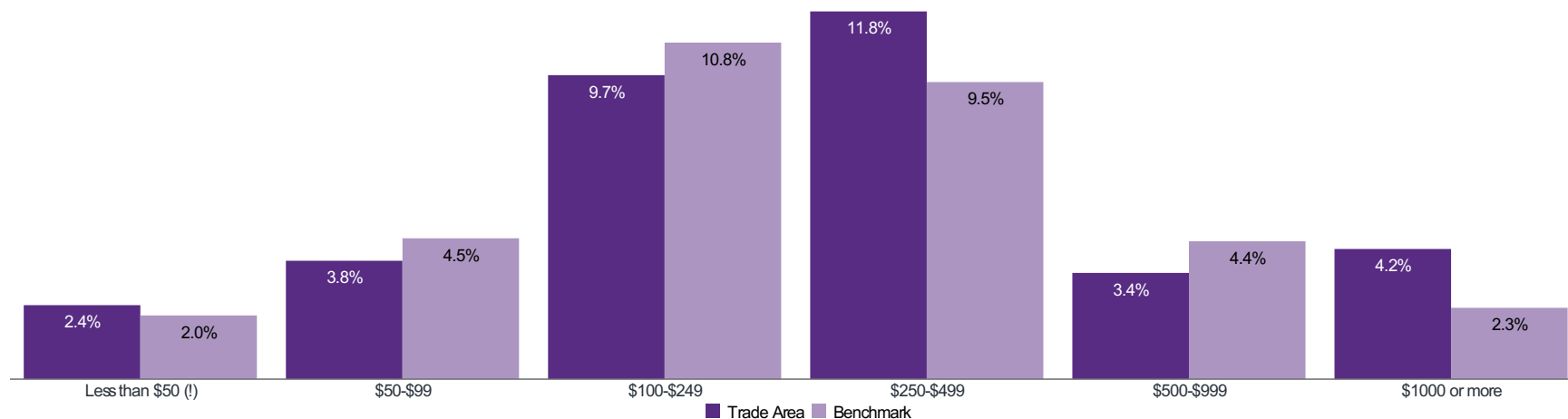
Trade Area: Markham - Downtown Unionville

Total Household Population 18+: 8,269

BEHAVIOURAL PREFERENCES BY CHANNEL

 CLOTHING & FASHIONS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	60.2% Index:98	42.5% Index:115	11.4% Index:92	2.0% Index:64
Purchase preference	72.8% Index:97	35.9% Index:117	7.5% Index:77	3.2% Index:125
Customer Service	57.9% Index:94	19.7% Index:110	5.2% Index:90	23.6% Index:109

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home Electronics & Computers Deep Dive

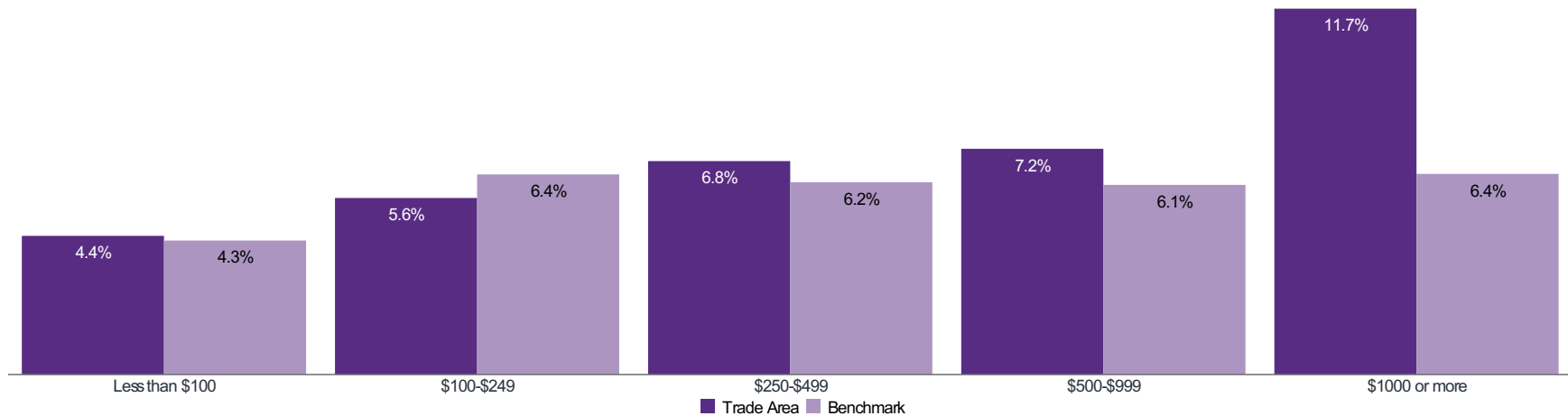
Trade Area: Markham - Downtown Unionville

Total Household Population 18+: 8,269

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME ELECTRONICS & COMPUTERS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
	Gather information	48.3% Index:96	60.1% Index:110	13.9% Index: 89
Purchase preference	65.1% Index: 95	46.2% Index:110	8.2% Index:74	6.2% Index: 96
Customer Service	51.3% Index:91	27.0% Index:109	6.3% Index: 85	39.1% Index: 106

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Gift Cards Deep Dive

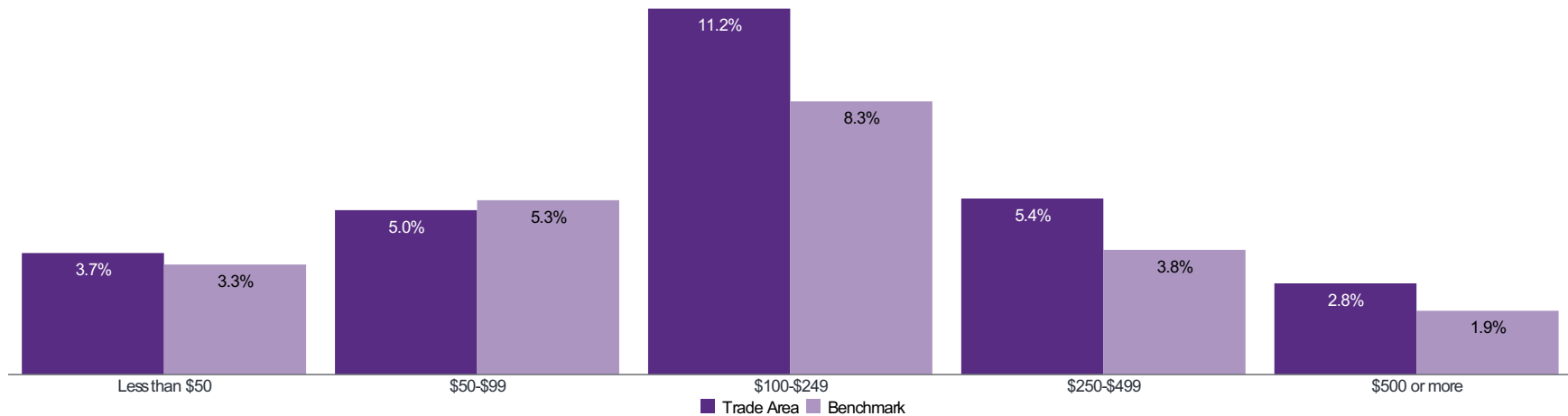
Trade Area: Markham - Downtown Unionville

Total Household Population 18+: 8,269

BEHAVIOURAL PREFERENCES BY CHANNEL

 GIFT CARDS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	38.5% Index:81	44.0% Index:125	10.7% Index:97	3.0% Index:84
Purchase preference	51.4% Index:85	40.6% Index:123	8.1% Index:92	3.2% Index:103
Customer Service	34.1% Index:80	24.9% Index:121	5.9% Index:97	31.1% Index:112

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Groceries Deep Dive

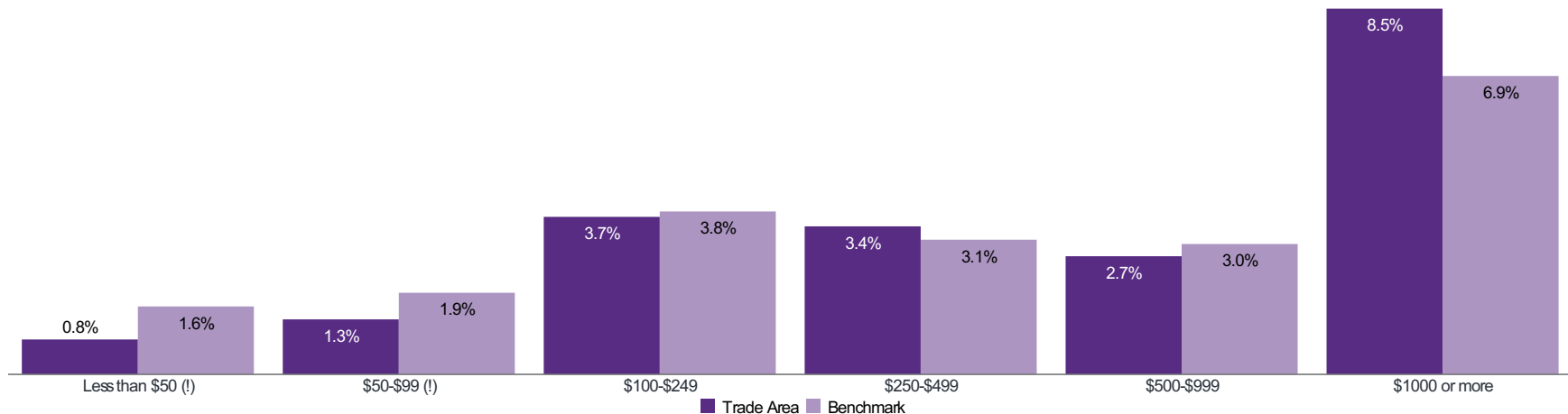
Trade Area: Markham - Downtown Unionville

Total Household Population 18+: 8,269

BEHAVIOURAL PREFERENCES BY CHANNEL

 GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	68.7% Index:95	28.5% Index:115	10.7% Index:97	3.4% Index:125
Purchase preference	81.6% Index:98	18.0% Index:108	6.0% Index:95	2.0% Index:81
Customer Service	66.3% Index:95	15.8% Index:137	4.0% Index:102	21.2% Index:113

AMOUNT SPENT [PST 12 MTHS]



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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Beauty & Cosmetics Deep Dive

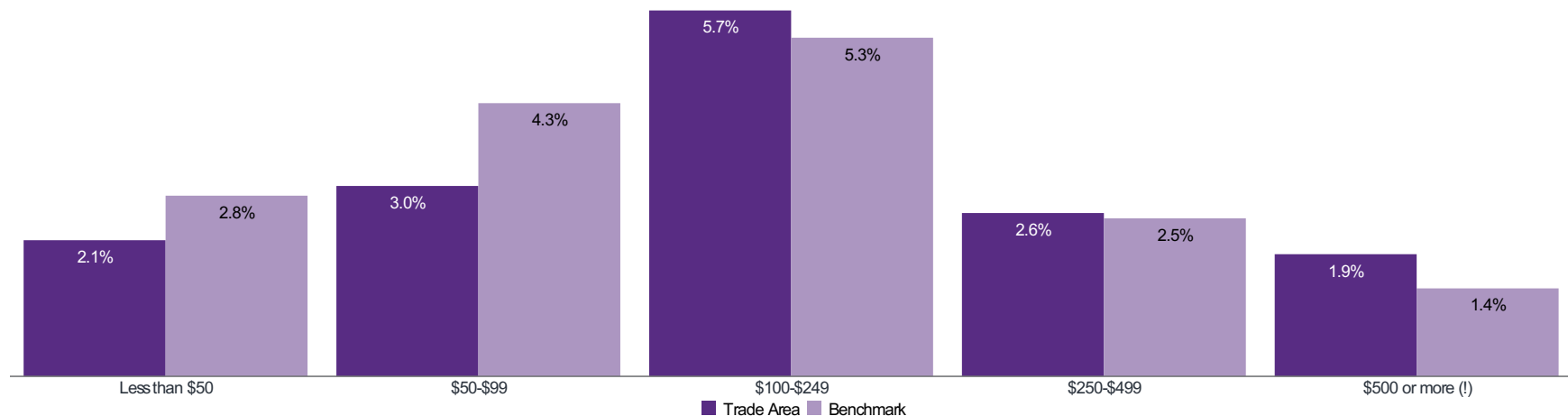
Trade Area: Markham - Downtown Unionville

Total Household Population 18+: 8,269

BEHAVIOURAL PREFERENCES BY CHANNEL

 BEAUTY & COSMETICS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	38.3% Index:108	25.7% Index:117	9.0% Index:111	2.3% Index:80
Purchase preference	49.4% Index:107	21.0% Index:114	5.7% Index:89	3.1% Index:135
Customer Service	36.3% Index:100	16.4% Index:130	4.5% Index:103	16.5% Index:112

AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Home & Garden Deep Dive

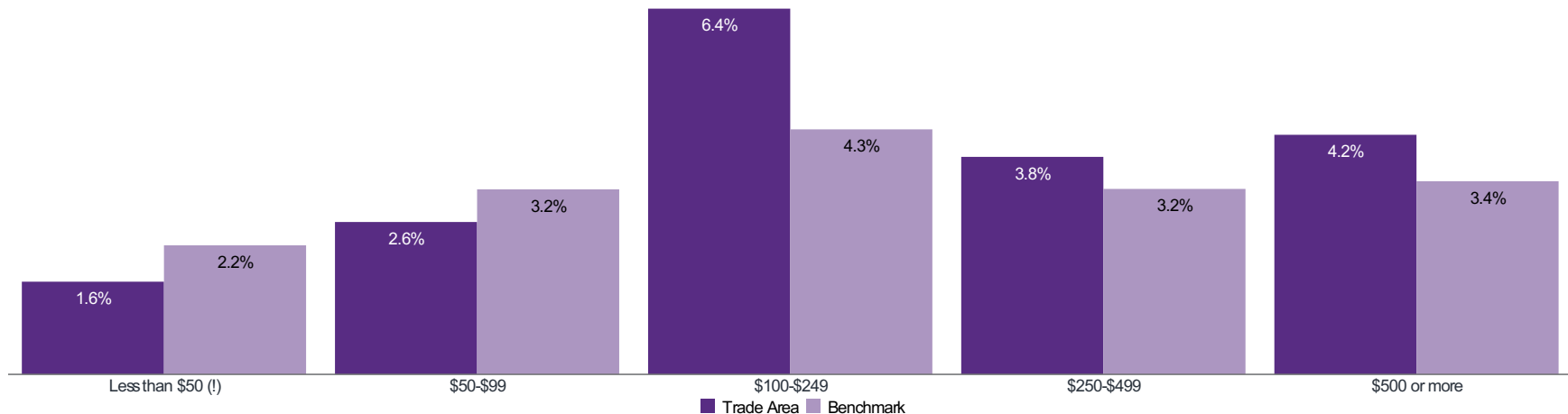
Trade Area: Markham - Downtown Unionville

Total Household Population 18+: 8,269

BEHAVIOURAL PREFERENCES BY CHANNEL

 HOME & GARDEN	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	51.2% Index:99	41.8% Index:110	10.2% Index:89	5.4% Index:95
Purchase preference	67.3% Index:99	29.0% Index:119	6.6% Index:94	4.3% Index:120
Customer Service	50.8% Index:94	18.9% Index:118	4.4% Index:92	23.7% Index:104

AMOUNT SPENT [PST 12 MTHS]



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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Sporting Goods Deep Dive

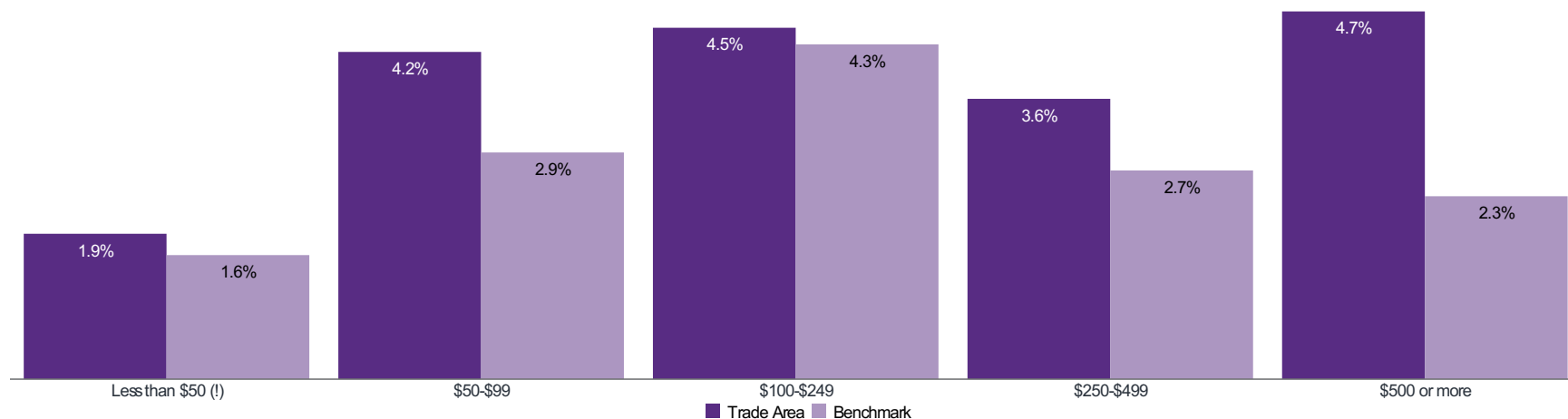
Trade Area: Markham - Downtown Unionville

Total Household Population 18+: 8,269

BEHAVIOURAL PREFERENCES BY CHANNEL

 SPORTING GOODS	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	40.9% Index:105	39.6% Index:123	11.4% Index:108	4.5% Index:115
Purchase preference	54.3% Index:104	29.6% Index:123	6.9% Index:92	3.9% Index:129
Customer Service	42.0% Index:100	18.8% Index:124	5.3% Index:103	24.5% Index:120

AMOUNT SPENT [PST 12 MTHS]



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


Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Vacation/Travel Deep Dive

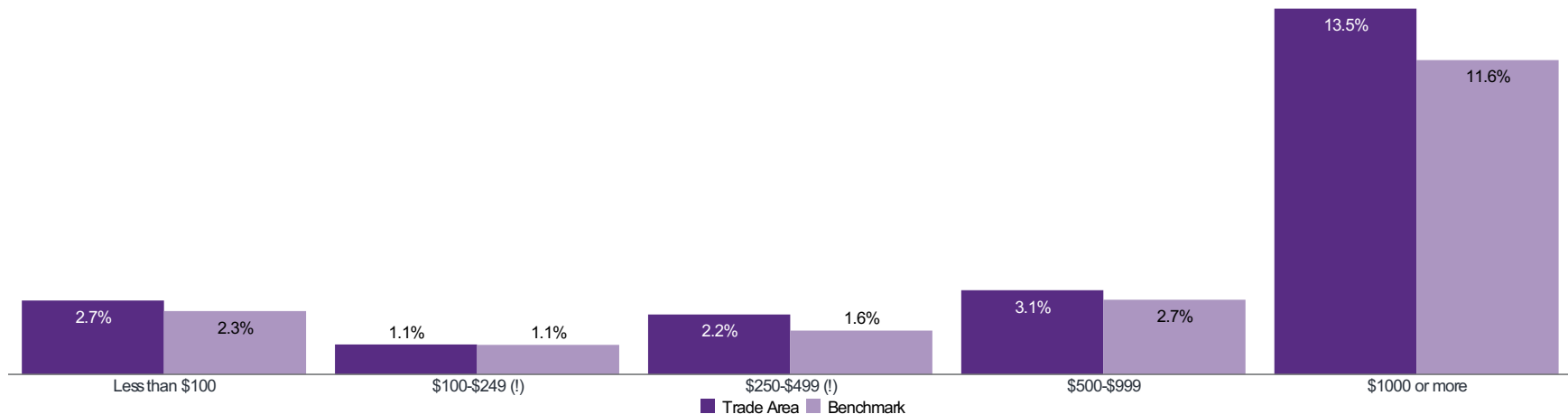
Trade Area: Markham - Downtown Unionville

Total Household Population 18+: 8,269

BEHAVIOURAL PREFERENCES BY CHANNEL

 VACATION/ TRAVEL	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	21.0% Index:102	63.8% Index:110	13.5% Index:90	15.8% Index:98
Purchase preference	27.2% Index:94	56.9% Index:110	6.6% Index:85	19.8% Index:110
Customer Service	27.3% Index:94	29.2% Index:107	7.8% Index:112	48.7% Index:111

AMOUNT SPENT [PST 12 MTHS]



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

Index Colours:	<80	80 - 110	110+
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Store Loyalty

Trade Area: Markham - Downtown Unionville

Households: 3,235

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+

Trade Area: Markham - Downtown Unionville

Households: 3,235

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



69.8%
Index: 117

Organized layout makes it easy to shop



41.8%
Index: 100

Easy to get in and get out quickly



41.3%
Index: 96

Short checkout lines/fast checkout



32.5%
Index: 91

Has extended hours



27.8%
Index: 101

Staff are friendly and knowledgeable



23.3%
Index: 69

I like the store ambiance



18.9%
Index: 95

Has self-checkout



7.5%
Index: 55

Offers an online shopping option (!)



4.8%
Index: 54

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(^) Represents extremely low sample size. Please analyze with discretion.

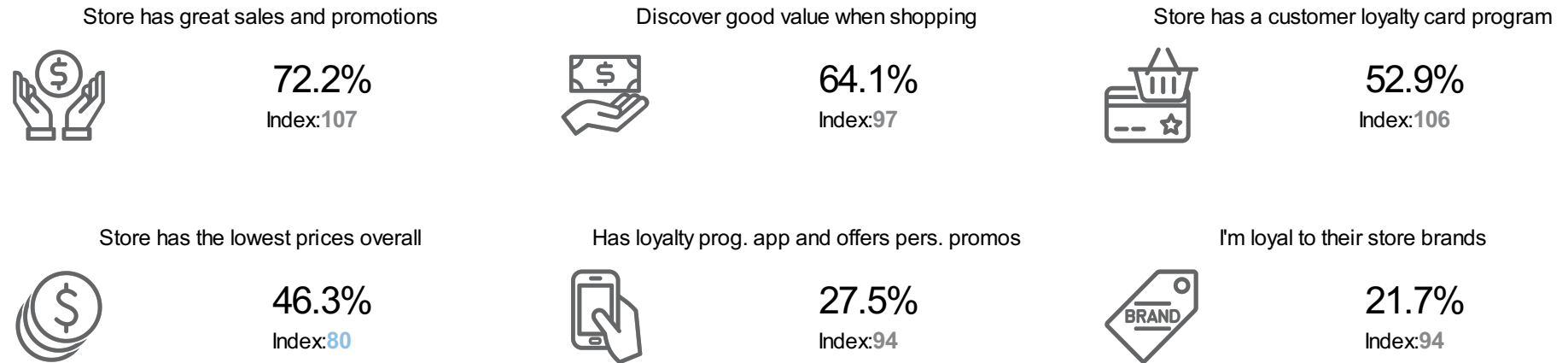
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(<https://en.environicsanalytics.ca/Envision/About/1/2021>)

Index Colours:	<80	80 - 110	110+
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Trade Area: Markham - Downtown Unionville

Households: 3,235

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO



OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	36.1	40.2	0.1 90
Leave the store and buy it elsewhere	36.9	30.9	0.1 120
Purchase another brand	20.4	21.2	0.1 96
Purchase another size or variety of the same brand (!)	6.6	7.7	0.1 85

Benchmark: Southern Ontario

(!) Represents low sample size. Please analyze with discretion.

(*) Represents extremely low sample size. Please analyze with discretion.

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Index Colours:	<80	80 - 110	110+
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Main Street Visitors

**2019 Markham - Downtown Unionville Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	182,849	100%	0.95%	100	196,851	100%	1.02%	100	113,376	100%	0.59%	100	113,049	100%	0.59%	100	285,463	100%	1.48%	100
3519036	Markham, ON (CY)	301,247	1.56%	77,993	42.65%	25.89%	2733	79,380	40.32%	26.35%	2584	53,289	47.00%	17.69%	3012	53,016	46.90%	17.60%	3005	100,493	35.20%	33.36%	2256
3520005	Toronto, ON (C)	2,568,898	13.31%	43,932	24.03%	1.71%	181	51,113	25.97%	1.99%	195	26,319	23.21%	1.02%	174	25,087	22.19%	0.98%	167	78,625	27.54%	3.06%	207
3519038	Richmond Hill, ON (T)	181,750	0.94%	15,582	8.52%	8.57%	905	16,510	8.39%	9.08%	891	7,406	6.53%	4.07%	694	7,294	6.45%	4.01%	685	23,665	8.29%	13.02%	880
3519028	Vaughan, ON (CY)	264,447	1.37%	7,545	4.13%	2.85%	301	9,157	4.65%	3.46%	340	3,319	2.93%	1.26%	214	3,235	2.86%	1.22%	209	12,798	4.48%	4.84%	327
3519044	Whitchurch-Stouffville, ON (T)	41,514	0.22%	7,180	3.93%	17.30%	1826	6,635	3.37%	15.98%	1567	3,838	3.39%	9.25%	1574	4,736	4.19%	11.41%	1948	9,344	3.27%	22.51%	1522
3521005	Mississauga, ON (CY)	642,951	3.33%	3,441	1.88%	0.54%	57	3,315	1.68%	0.52%	51	1,600	1.41%	0.25%	42	1,952	1.73%	0.30%	52	6,222	2.18%	0.97%	65
3519048	Newmarket, ON (T)	73,196	0.38%	2,874	1.57%	3.93%	415	2,438	1.24%	3.33%	327	1,665	1.47%	2.28%	387	1,598	1.41%	2.18%	373	4,456	1.56%	6.09%	412
3519046	Aurora, ON (T)	50,664	0.26%	2,262	1.24%	4.47%	471	2,820	1.43%	5.57%	546	1,096	0.97%	2.16%	368	1,515	1.34%	2.99%	511	4,022	1.41%	7.94%	537
3521010	Brampton, ON (CY)	596,084	3.09%	1,516	0.83%	0.25%	27	2,443	1.24%	0.41%	40	1,180	1.04%	0.20%	34	948	0.84%	0.16%	27	3,951	1.38%	0.66%	45
3518001	Pickering, ON (CY)	80,492	0.42%	2,173	1.19%	2.70%	285	2,621	1.33%	3.26%	319	706	0.62%	0.88%	149	1,177	1.04%	1.46%	250	3,714	1.30%	4.61%	312

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 Markham - Downtown Unionville Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
8,627	4,592	53.2	4,375	50.7	4,697	54.4	3,667	42.5	5,137	59.5

**2019 Markham - Downtown Unionville Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	289,559	5,137	1.8	284,423	98.2

**2020 Markham - Downtown Unionville Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	84,984	100%	0.44%	100	167,662	100%	0.87%	100	119,866	100%	0.62%	100	86,304	100%	0.45%	100	238,269	100%	1.23%	100
3519036	Markham, ON (CY)	301,247	1.56%	40,207	47.31%	13.35%	3032	69,662	41.55%	23.12%	2662	53,633	44.74%	17.80%	2867	47,299	54.81%	15.70%	3512	90,361	37.92%	30.00%	2430
3520005	Toronto, ON (C)	2,568,898	13.31%	22,770	26.79%	0.89%	201	46,828	27.93%	1.82%	210	33,846	28.24%	1.32%	212	15,307	17.74%	0.60%	133	69,817	29.30%	2.72%	220
3519038	Richmond Hill, ON (T)	181,750	0.94%	7,027	8.27%	3.87%	878	15,003	8.95%	8.25%	950	9,609	8.02%	5.29%	851	5,286	6.13%	2.91%	651	20,852	8.75%	11.47%	929
3519028	Vaughan, ON (CY)	264,447	1.37%	3,358	3.95%	1.27%	288	8,949	5.34%	3.38%	390	4,913	4.10%	1.86%	299	1,783	2.07%	0.67%	151	12,566	5.27%	4.75%	385
3519044	Whitchurch-Stouffville, ON (T)	41,514	0.22%	2,264	2.66%	5.45%	1238	4,859	2.90%	11.71%	1348	3,151	2.63%	7.59%	1222	3,121	3.62%	7.52%	1681	6,507	2.73%	15.67%	1270
3521005	Mississauga, ON (CY)	642,951	3.33%	927	1.09%	0.14%	33	2,201	1.31%	0.34%	39	1,917	1.60%	0.30%	48	1,472	1.71%	0.23%	51	4,131	1.73%	0.64%	52
3518001	Pickering, ON (CY)	80,492	0.42%	1,310	1.54%	1.63%	370	2,129	1.27%	2.64%	304	1,283	1.07%	1.59%	257	659	0.76%	0.82%	183	3,411	1.43%	4.24%	343
3519048	Newmarket, ON (T)	73,196	0.38%	782	0.92%	1.07%	243	1,578	0.94%	2.16%	248	1,658	1.38%	2.27%	365	1,305	1.51%	1.78%	399	2,903	1.22%	3.97%	321
3519046	Aurora, ON (T)	50,664	0.26%	711	0.84%	1.40%	319	1,782	1.06%	3.52%	405	958	0.80%	1.89%	304	1,075	1.25%	2.12%	475	2,649	1.11%	5.23%	424
3518009	Whitby, ON (T)	113,993	0.59%	756	0.89%	0.66%	151	1,246	0.74%	1.09%	126	972	0.81%	0.85%	137	750	0.87%	0.66%	147	2,471	1.04%	2.17%	176

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2020 Markham - Downtown Unionville Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
8,627	4,469	51.8	5,515	63.9	5,583	64.7	5,089	59.0	5,990	69.4

**2020 Markham - Downtown Unionville Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	239,239	5,990	2.5	233,249	97.5

**2021 Markham - Downtown Unionville Visitors by Top 10 Census Subdivisions
Compared to Total Household Population 15+
Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
Total		19,302,713	100%	110,164	100%	0.57%	100	263,016	100%	1.36%	100	190,507	100%	0.99%	100	120,226	100%	0.62%	100	344,736	100%	1.79%	100
3519036	Markham, ON (CY)	301,247	1.56%	51,409	46.67%	17.07%	2990	104,133	39.59%	34.57%	2537	84,344	44.27%	28.00%	2837	55,045	45.79%	18.27%	2934	115,905	33.62%	38.48%	2154
3520005	Toronto, ON (C)	2,568,898	13.31%	27,946	25.37%	1.09%	191	74,277	28.24%	2.89%	212	49,745	26.11%	1.94%	196	36,996	30.77%	1.44%	231	108,050	31.34%	4.21%	236
3519038	Richmond Hill, ON (T)	181,750	0.94%	10,201	9.26%	5.61%	983	24,819	9.44%	13.66%	1002	15,357	8.06%	8.45%	856	9,873	8.21%	5.43%	872	32,425	9.41%	17.84%	999
3519028	Vaughan, ON (CY)	264,447	1.37%	5,715	5.19%	2.16%	379	16,140	6.14%	6.10%	448	8,746	4.59%	3.31%	335	3,612	3.00%	1.37%	219	21,830	6.33%	8.25%	462
3519044	Whitchurch-Stouffville, ON (T)	41,514	0.22%	3,271	2.97%	7.88%	1381	6,604	2.51%	15.91%	1168	5,312	2.79%	12.79%	1296	3,022	2.51%	7.28%	1169	9,397	2.73%	22.64%	1267
3521005	Mississauga, ON (CY)	642,951	3.33%	923	0.84%	0.14%	25	3,319	1.26%	0.52%	38	1,772	0.93%	0.28%	28	1,393	1.16%	0.22%	35	4,687	1.36%	0.73%	41
3518001	Pickering, ON (CY)	80,492	0.42%	1,179	1.07%	1.46%	257	2,912	1.11%	3.62%	266	2,145	1.13%	2.66%	270	1,381	1.15%	1.72%	275	4,669	1.35%	5.80%	325
3518009	Whitby, ON (T)	113,993	0.59%	394	0.36%	0.35%	61	2,560	0.97%	2.25%	165	2,240	1.18%	1.96%	199	699	0.58%	0.61%	99	3,505	1.02%	3.07%	172
3519048	Newmarket, ON (T)	73,196	0.38%	1,050	0.95%	1.44%	251	2,100	0.80%	2.87%	211	1,591	0.84%	2.17%	220	704	0.59%	0.96%	154	3,350	0.97%	4.58%	256
3518005	Ajax, ON (T)	111,465	0.58%	493	0.45%	0.44%	78	2,062	0.78%	1.85%	136	1,738	0.91%	1.56%	158	757	0.63%	0.68%	109	3,229	0.94%	2.90%	162

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2021 Markham - Downtown Unionville Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
8,627	4,323	50.1	5,991	69.4	6,082	70.5	5,031	58.3	5,998	69.5

**2021 Markham - Downtown Unionville Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	347,370	5,998	1.7	341,372	98.3

Top 5 segments represent **63.4%** of customers in Southern Ontario



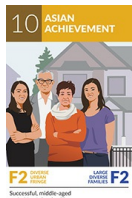
Rank: 1
 Customers: 69,630
 Customers %: 30.51
 % in Benchmark: 2.15
 Index: 1,421

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates features well-off and well-educated urban fringe households, more than one third of which came from China, Taiwan or Hong Kong. This segment has a high concentration of residents who speak a non-official language at home, in this case Mandarin or Cantonese. Many of these households are headed by immigrants who arrived in Canada during the last 30 years. Today they live in well-appointed homes and duplexes valued at more than \$1.2 million, typically in satellite cities such as Toronto's Richmond Hill and Markham and Vancouver's Surrey and Coquitlam. With many large households and multi-generational families, Asian Sophisticates is filled with teenage and twenty-something children along with their Boomer parents and grandparents. With their university educations, the adults earn impressive incomes as white-collar professionals and managers in business, finance, the arts and, especially, science. Outside of work, these households enjoy active lifestyles, travelling abroad, frequenting concerts and casinos, and getting their exercise from downhill skiing and racquet sports. Believing that their home is an extension of their image (Status Via Home), they buy furnishings and decor items from both retail stores and e-commerce sites.



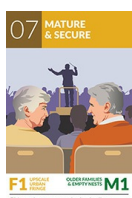
Rank: 2
 Customers: 29,199
 Customers %: 12.79
 % in Benchmark: 5.19
 Index: 247

One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged Asian and South Asian households. Located in and around major cities like Toronto, Calgary and Edmonton, many of these neighbourhoods emerged 20 years ago as new suburban subdivisions. Today, they're slowly being overtaken by urban sprawl and infill developments. More than 40 percent of residents are immigrants, and the rest are typically second-generation Canadians who've settled in houses built since 1990. A quarter speak a non-official language, the most common being Mandarin, Cantonese and Punjabi, but residents also disproportionately speak Arabic, Urdu and Russian at home. Multiculture-ish households tend to be large—double the national average for four or more people—and the significant presence of children over the age of 5 influences their preference for family-friendly outings to theme parks, zoos and aquariums. Having completed university and college educations, these adults enjoy upscale incomes—earned from jobs in management, business and the sciences—that are 50 percent higher than the national average and that allow them to exercise Ostentatious Consumption by purchasing items that symbolize affluence.



Rank: 3
 Customers: 18,997
 Customers %: 8.32
 % in Benchmark: 0.85
 Index: 978

With over 60 percent of households foreign-born, Asian Achievement is a predominantly Asian segment consisting of middle-aged and older households typically from China, Taiwan and Hong Kong. Most arrived in Canada during the last 30 years and have settled in the urban fringe areas of two metros: Vancouver and Toronto. Over 45 percent speak a non-official language at home, typically Cantonese or Mandarin. Asian Achievement residents tend to be less acculturated compared to other predominantly Asian segments, patronizing Chinese stores, banks and clubs, and speaking their Chinese mother tongue at home. Households here often consist of multi-generational families; in nearly 30 percent of households, children over the age of 25 still live at home. The adults tend to be moderately educated and hold service sector or white-collar jobs. Despite their upper-middle incomes, Asian Achievement members own pricey single-detached homes, duplexes and row houses. Their average dwelling value is more than \$1 million, partly a function of the high cost of real estate in Vancouver. Further cementing their bi-cultural lifestyle, residents enjoy travelling to China and Hong Kong, excursions that may help alleviate their Time Stress.



Rank: 4
 Customers: 13,711
 Customers %: 6.01
 % in Benchmark: 2.51
 Index: 239

Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. Nearly 60 percent of the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over \$800,000. With a high level of financial security, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (Legacy).



Rank: 5
 Customers: 13,073
 Customers %: 5.73
 % in Benchmark: 3.30
 Index: 174

With one of the highest percentages of suburban households, Modern Suburbia is a magnet for younger and middle-aged, diverse families with young children. Many of these acculturated households contain first- and second-generation Canadians from Asia and South Asia who arrived in their 20s and 30s and have recently moved to new suburbs near large cities like Toronto, Edmonton, Calgary, Ottawa and Vancouver. More than half the population identify as visible minorities: More than twice the national average identify as Asian, and nearly three times the average identify as South Asian. With their university and college educations, they earn upper-middle-class incomes from a wide range of jobs that afford them new single-family, semi-detached or row houses. And few segments are more mobile: the number of residents who have moved in the last five years is nearly 70 percent above average. Modern Suburbia members have crafted active lifestyles for their relatively large families and participate in many team sports, including basketball and hockey. For a splurge, they head to kid-friendly venues such as amusement parks, zoos and aquariums, admitting that Attraction for Crowds is among their strongest values.

Benchmark: Southern Ontario

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