

Community Profile: Markham – First Markham Place and First Markham Centre

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

The logo for Environics Analytics is presented within a solid purple rectangular background. The word "ENVIRONICS" is written in a large, bold, white, sans-serif font. Below it, the word "ANALYTICS" is written in a smaller, white, sans-serif font.

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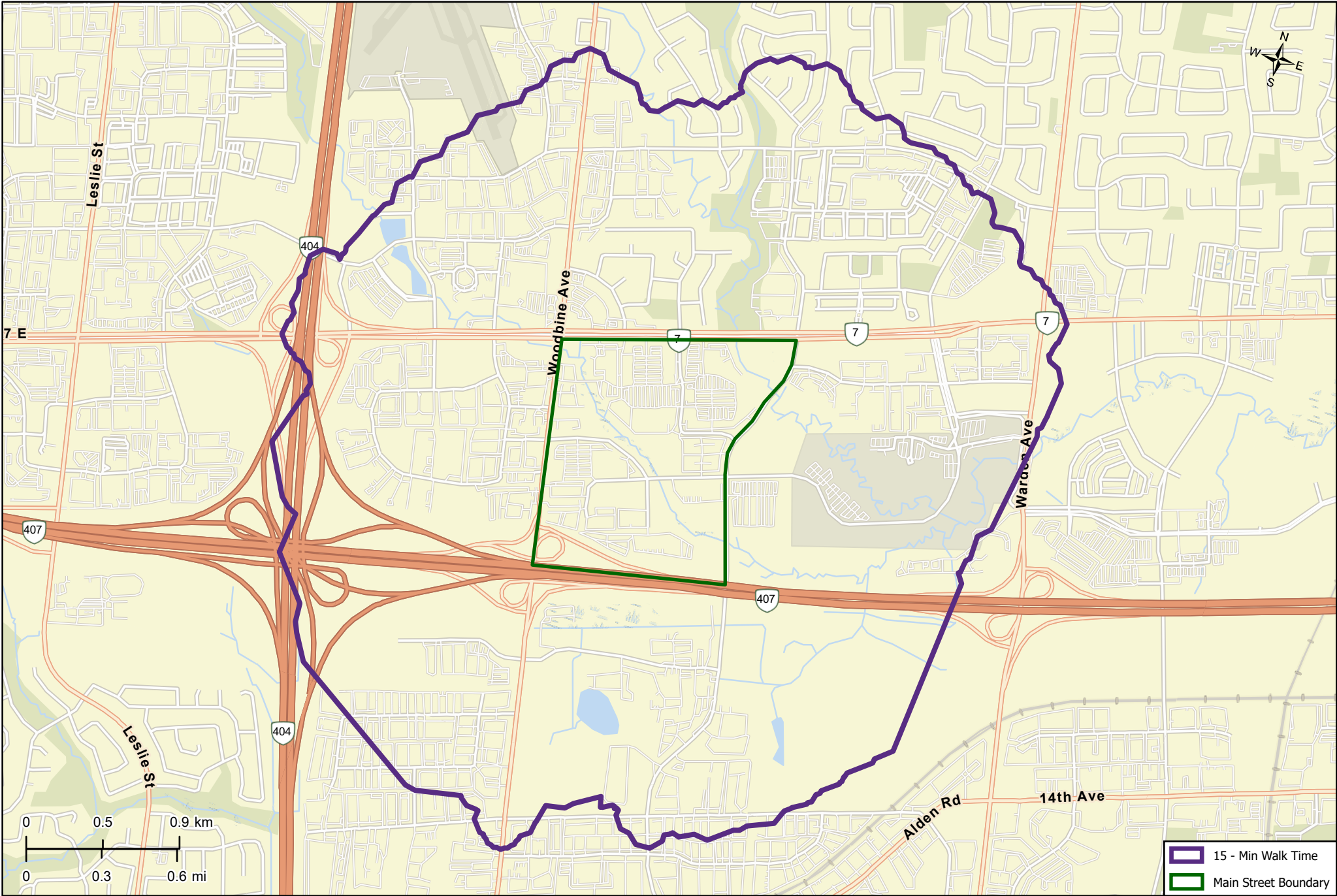
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Date: February 24, 2022

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Markham - First Markham Place and First Markham Centre
Main Street Boundary and Trade Area



Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Markham - First Markham Place and First Markham Centre

POPULATION

8,597

HOUSEHOLDS

3,650

MEDIAN MAINTAINER AGE

51

Index: 94

MARITAL STATUS



56.9%

Index: 98

Married/Common-Law

FAMILY STATUS*

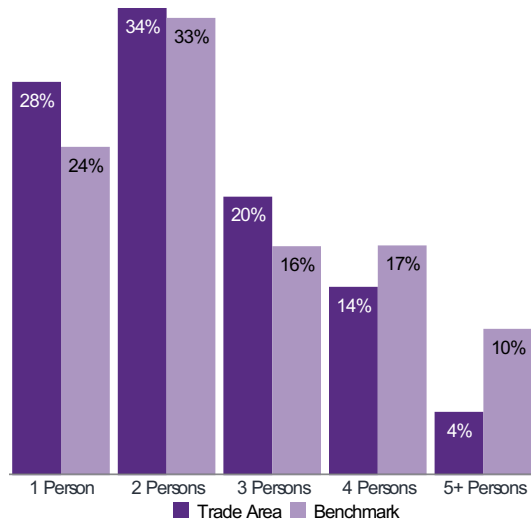


21.7%

Index: 137

Total Lone-Parent Families

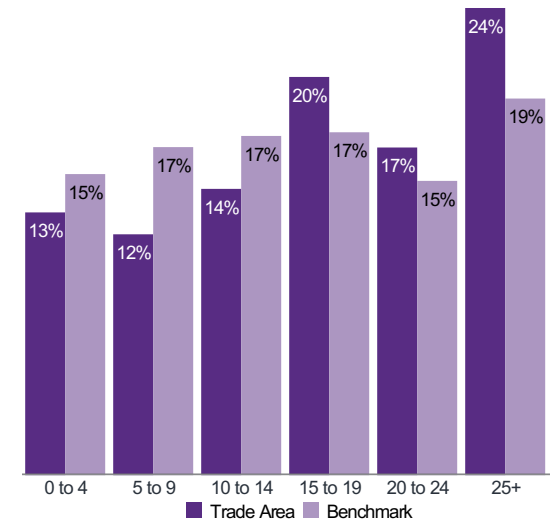
HOUSEHOLD SIZE



POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	323	3.8	74
5 to 9	305	3.5	66
10 to 14	352	4.1	72
15 to 19	513	6.0	101
20 to 24	618	7.2	108
25 to 29	746	8.7	124
30 to 34	731	8.5	128
35 to 39	613	7.1	110
40 to 44	482	5.6	91
45 to 49	566	6.6	105
50 to 54	621	7.2	110
55 to 59	626	7.3	100
60 to 64	650	7.6	112
65 to 69	538	6.3	111
70 to 74	399	4.6	97
75 to 79	222	2.6	78
80 to 84	163	1.9	87
85+	129	1.5	68

AGE OF CHILDREN AT HOME



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

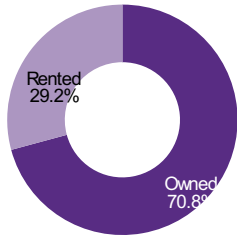
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Demographics | Housing & Income

Trade Area: Markham - First Markham Place and First Markham Centre

Population: 8,597 | **Households:** 3,650

TENURE



STRUCTURE TYPE



31.8%
Index: **41**



68.2%
Index: **309**

AGE OF HOUSING*

10 - 14 Years Old
% Comp: **38.7** Index: **519**

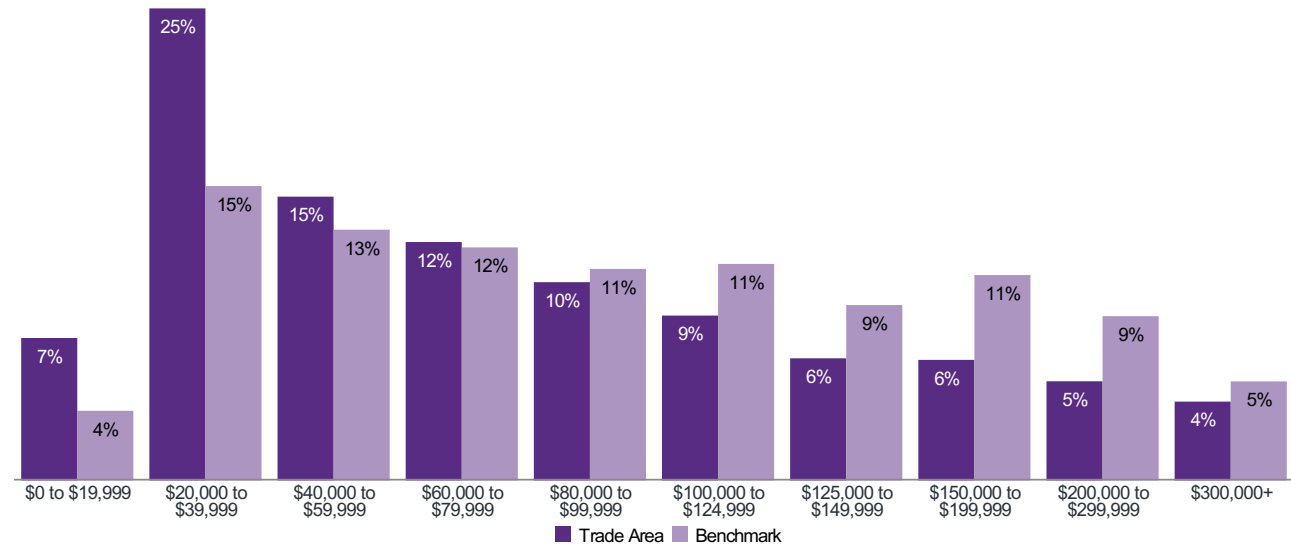
AVERAGE HOUSEHOLD INCOME



\$90,767

Index: **79**

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Southern Ontario

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*Chosen from index ranking with minimum 5% composition

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Demographics | Education & Employment

Trade Area: Markham - First Markham Place and First Markham Centre

Population: 8,597 | **Households:** 3,650

EDUCATION



43.6%

Index: **164**

University Degree

LABOUR FORCE PARTICIPATION



59.1%

Index: **91**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



27.6%

Index: **76**

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

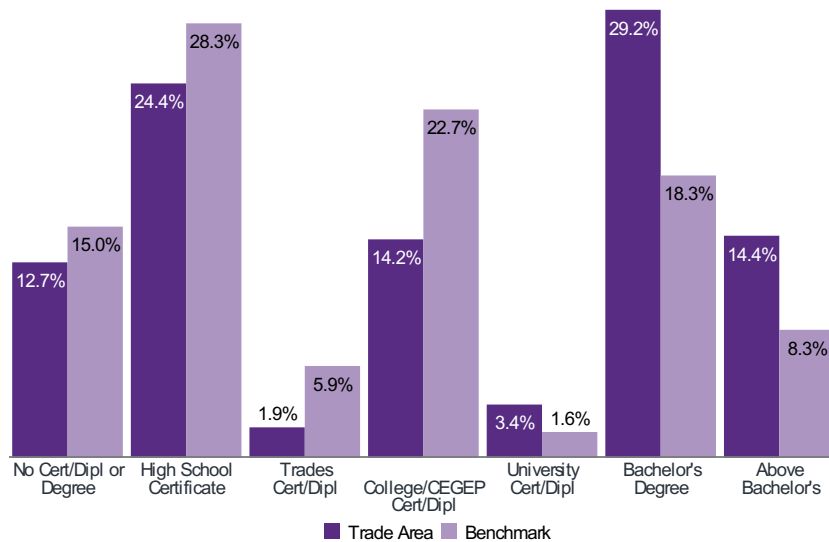


5.2%

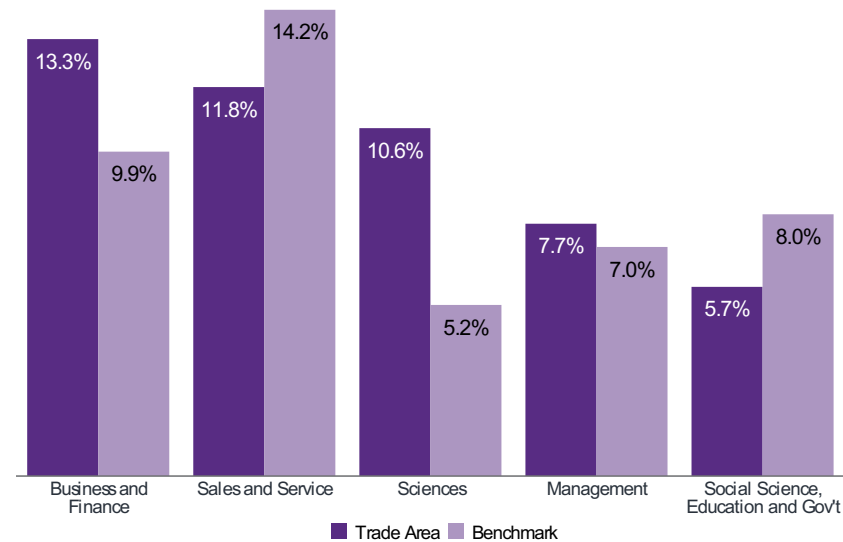
Index: **118**

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



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*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Markham - First Markham Place and First Markham Centre

Population: 8,597 | **Households:** 3,650

ABORIGINAL IDENTITY



0.1%

Index: **5**

VISIBLE MINORITY PRESENCE



92.7%

Index: **320**

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



11.3%

Index: **561**

No knowledge of English or French

IMMIGRATION



71.0%

Index: **269**

Born outside Canada

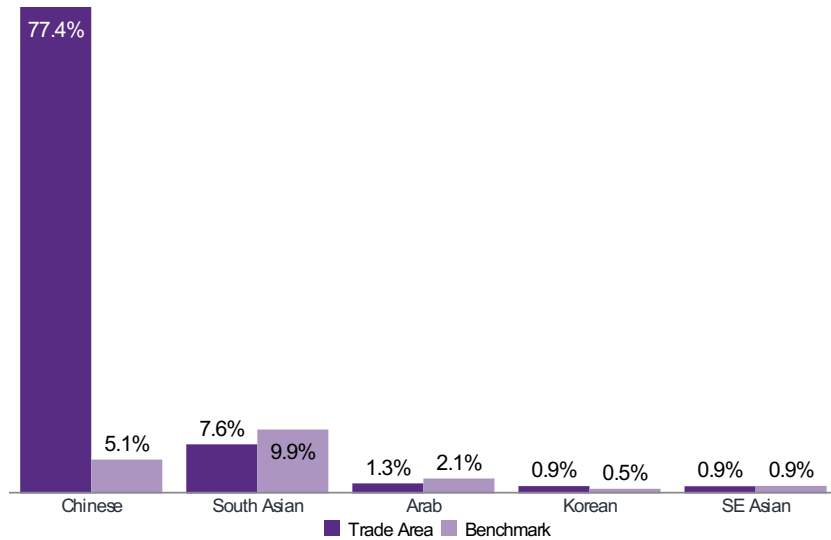
PERIOD OF IMMIGRATION*

2011 To 2016

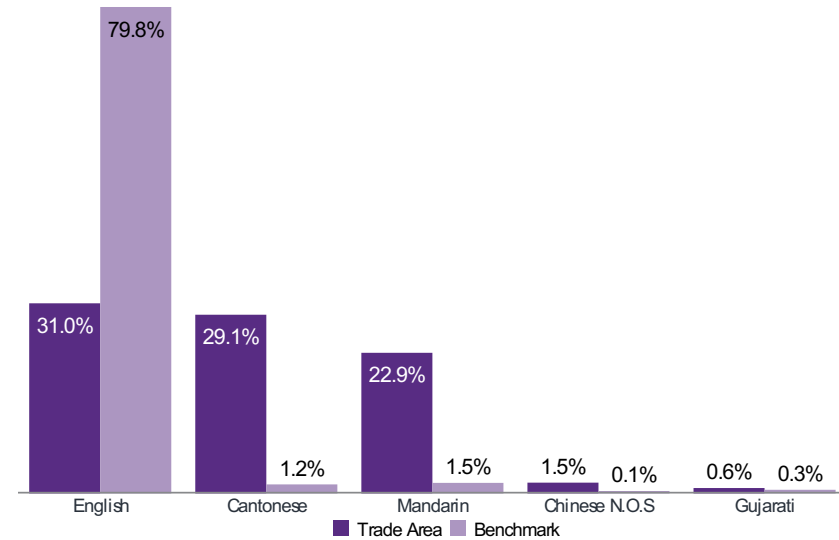
9.5%

Index: **381**

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

Index Colours:	<80	80 - 110	110+
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Top 3 segments represent **100.0%** of households in Markham - First Markham Place and First Markham Centre



Rank: 1
 Hhlds: 2,496
 Hhld %: 68.38
 % in Benchmark: 1.14
 Index: **6,012**

F2 Younger, educated Asian singles and couples

One of four predominantly Asian segments, New Asian Heights reflects the emergence of younger, educated singles and couples living in new high-rise buildings in the urban fringe of Toronto and Vancouver. Nearly three-quarters are foreign-born, most having immigrated since 1990. Almost 40 percent speak a non-official language, with high rates for Mandarin and Cantonese. Still early in their careers, these young adults earn relatively modest salaries from jobs in the sciences, arts and culture, and information and technology. But their parents may be helping with their steep housing costs; the average dwelling value is nearly \$500,000. The increasing popularity of condo living among younger Canadians is evident in New Asian Heights, where nearly 90 percent of households are condo owners or renters. And with relatively few raising children, residents here have enough disposable income to enjoy a lively lifestyle close to downtown amenities. These fitness-conscious households score high for practicing yoga, jogging and working out at a health club. Many also lead busy online lives, logging on to websites for dating, finding jobs and connecting with friends. With their openness to diverse cultures, they respond to marketing messages that support Multiculturalism



Rank: 2
 Hhlds: 1,041
 Hhld %: 28.52
 % in Benchmark: 1.63
 Index: **1,748**

F1 Upscale, middle-aged Asian families

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: 3
 Hhlds: 113
 Hhld %: 3.10
 % in Benchmark: 0.63
 Index: **490**

F2 Successful, middle-aged and older Asian families

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.

Trade Area: Markham - First Markham Place and First Markham Centre

Strong Values

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Weak Values

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Brand Apathy	64
Personal Creativity	64
Racial Fusion	65
Discriminating Consumerism	67
Rejection of Inequality	68
Primacy of the Family	69

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.

Skepticism Toward Small Business

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

Patriarchy

Belief that "the father of the family must be the master in his own house."

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.

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.

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 - First Markham Place and First Markham Centre

WealthScapes Households: 3,562

INCOME*

Household Income

\$ 91,520

Index: **79**

Household Disposable Income

\$ 72,625

Index: **79**

Household Discretionary Income

\$ 48,776

Index: **76**

Annual RRSP Contributions

\$ 3,905

Index: **109**

WEALTH*



Net Worth

% Holders

99.7% Index: **100**

Balance

\$880,317

Index: **120**

ASSETS*



Savings

% Holders

94.5% Index: **99**

Balance

\$101,223

Index: **132**



Investments

% Holders

61.7% Index: **103**

Balance

\$456,583

Index: **135**



Unlisted Shares

% Holders

20.9% Index: **169**

Balance

\$401,252

Index: **126**



Real Estate

% Holders

73.4% Index: **96**

Balance

\$778,797

Index: **104**



Liquid Assets

% Holders

97.7% Index: **100**

Balance

\$449,103

Index: **136**

DEBT*



Consumer Debt

% Holders

89.3% Index: **98**

Balance

\$63,620

Index: **96**



Mortgage Debt

% Holders

43.1% Index: **93**

Balance

\$369,708

Index: **124**

FINANCIAL RATIO



Debt:Asset

% Holders

0.20% Index: **93**

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+

Financial | WealthScapes - Ratios

Trade Area: Markham - First Markham Place and First Markham Centre

WealthScapes Households: 3,562

FINANCIAL RATIOS*



Debt: Asset

0.20

Index: 93



Debt: Liquid Assets

0.49

Index: 80



Consumer Debt - Discr. Income

1.16

Index: 125



Savings - Investments

0.56

Index: 92



Pension - Non-Pension Assets

0.11

Index: 50



Real Estate Assets - Liq. Assets

1.30

Index: 74



Mortgage - Real Estate Assets

0.28

Index: 115



Mortgage - Consumer Debt

2.80

Index: 122

Benchmark: Southern Ontario

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

Trade Area: Markham - First Markham Place and First Markham Centre

Households: 3,650

Total Aggregate Current Consumption: \$241,574,678

Average Current Consumption

\$66,185

Index 81

Average Household Income










\$90,263

Index 78

Average Disposable Income

\$70,981

Index 79

 <p>Shelter</p> <p>Avg. Dollars/Household: \$17,853 Index 85</p> <p>Pct. of Total Expenditure: 27.0% Index 105</p>	 <p>Transportation</p> <p>Avg. Dollars/Household: \$11,395 Index 83</p> <p>Pct. of Total Expenditure: 17.2% Index 102</p>	 <p>Food</p> <p>Avg. Dollars/Household: \$11,348 Index 89</p> <p>Pct. of Total Expenditure: 17.1% Index 110</p>
 <p>Household Operation</p> <p>Avg. Dollars/Household: \$4,351 Index 76</p> <p>Pct. of Total Expenditure: 6.6% Index 94</p>	 <p>Health Care</p> <p>Avg. Dollars/Household: \$4,092 Index 75</p> <p>Pct. of Total Expenditure: 6.2% Index 92</p>	 <p>Household Furnishings</p> <p>Avg. Dollars/Household: \$3,258 Index 82</p> <p>Pct. of Total Expenditure: 4.9% Index 101</p>
 <p>Clothing</p> <p>Avg. Dollars/Household: \$3,150 Index 95</p> <p>Pct. of Total Expenditure: 4.8% Index 118</p>	 <p>Recreation</p> <p>Avg. Dollars/Household: \$3,146 Index 66</p> <p>Pct. of Total Expenditure: 4.8% Index 81</p>	 <p>Education</p> <p>Avg. Dollars/Household: \$2,679 Index 125</p> <p>Pct. of Total Expenditure: 4.0% Index 154</p>

Benchmark: Southern Ontario

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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+









Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Markham - First Markham Place and First Markham Centre

Households: 3,650

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
\$90,263 Index: 78	\$11,348 Index: 89	\$4,340 Index: 108	\$7,008 Index: 80

Total Aggregate Food Expenditure: \$ 41,420,722

 <p>Bakery</p> <p>Avg. Dollars/Household: \$633 Index: 73</p> <p>Pct. of Total Expenditure: 9.0% Index: 91</p>	 <p>Cereal Products</p> <p>Avg. Dollars/Household: \$424 Index: 83</p> <p>Pct. of Total Expenditure: 6.1% Index: 104</p>	 <p>Fruit and nuts</p> <p>Avg. Dollars/Household: \$1,083 Index: 99</p> <p>Pct. of Total Expenditure: 15.5% Index: 124</p>
 <p>Vegetables</p> <p>Avg. Dollars/Household: \$891 Index: 96</p> <p>Pct. of Total Expenditure: 12.7% Index: 120</p>	 <p>Dairy products & Eggs</p> <p>Avg. Dollars/Household: \$818 Index: 64</p> <p>Pct. of Total Expenditure: 11.7% Index: 80</p>	 <p>Meat</p> <p>Avg. Dollars/Household: \$1,157 Index: 74</p> <p>Pct. of Total Expenditure: 16.5% Index: 92</p>
 <p>Fish & Seafood</p> <p>Avg. Dollars/Household: \$391 Index: 133</p> <p>Pct. of Total Expenditure: 5.6% Index: 167</p>	 <p>Beverages & Other Food</p> <p>Avg. Dollars/Household: \$1,611 Index: 73</p> <p>Pct. of Total Expenditure: 23.0% Index: 91</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	14.7	11.0	133
Going to restaurants, bars or night clubs	61.0	55.1	111
Having physical Contact with family and friends	57.6	57.7	100
Participating in group activities	42.2	38.7	109
Partying	23.9	15.8	152
Seeing family and friends in person	64.5	62.8	103
Entertainment			
Attending events, festivals or concerts	45.5	42.9	106
Attending sports events (excludes professional sports)	17.9	18.2	98
Attending to professional sports events or games	23.1	25.4	91
Going to the movies	51.6	45.7	113
Movement & Travel			
Driving more	19.3	16.1	120
Shopping in-store	61.8	42.9	144
Spending time outdoors	44.1	32.5	136
Travelling outside of Canada/ abroad	64.2	53.2	121
Travelling within Canada	49.7	49.9	100
Using public transit	30.2	13.7	220
Personal			
Getting back to old habits	40.3	36.2	111
Going to a salon, barber shop or spa	46.6	33.7	138
Going to the gym	26.6	22.6	118
Education/Work			
Children going back to school	23.0	20.3	113
Going back to work	31.6	17.6	180
Other			
Not Stated	0.6	0.6	102

Benchmark: Southern Ontario

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(Base used for Index calculations)

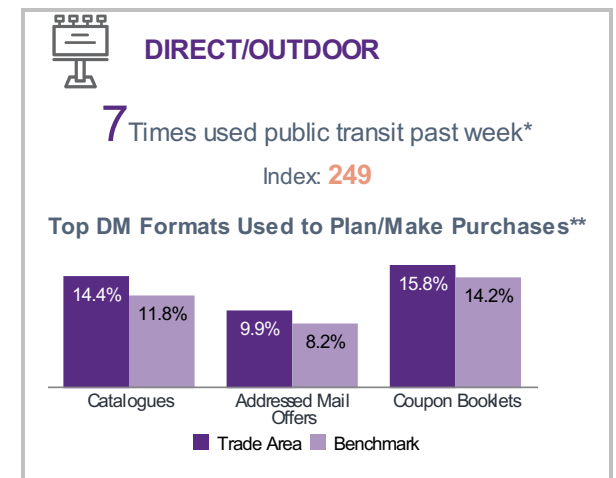
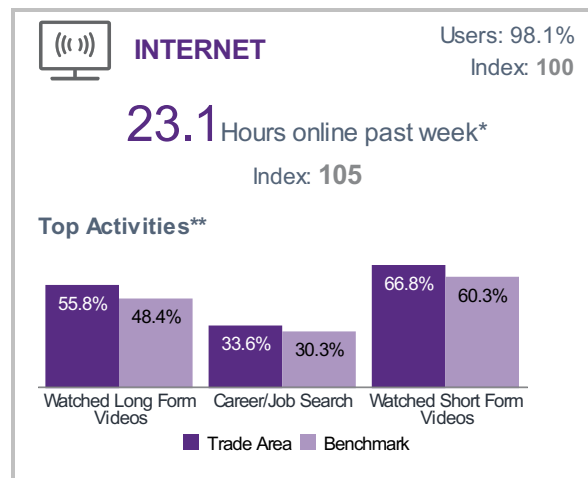
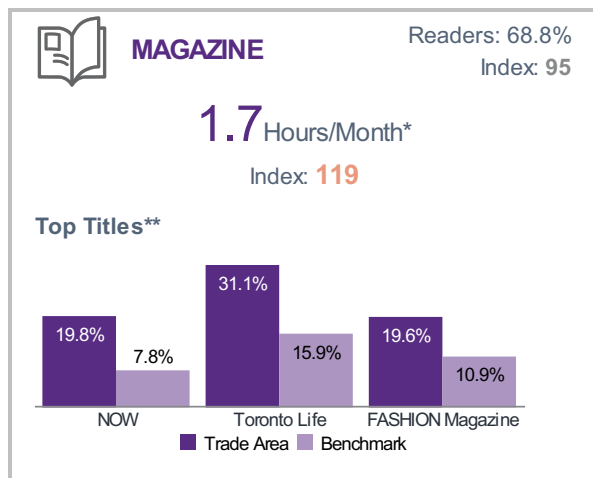
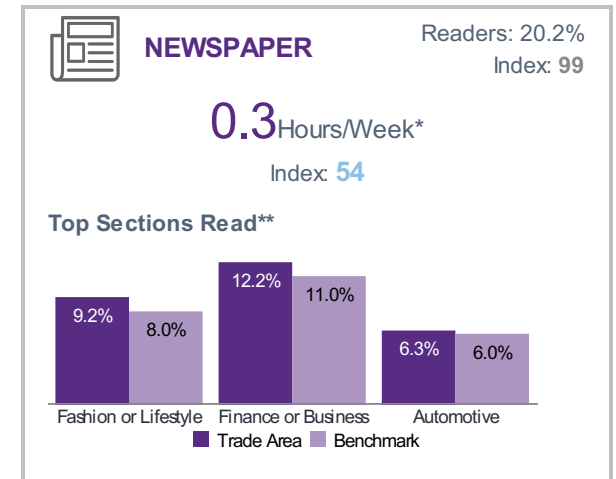
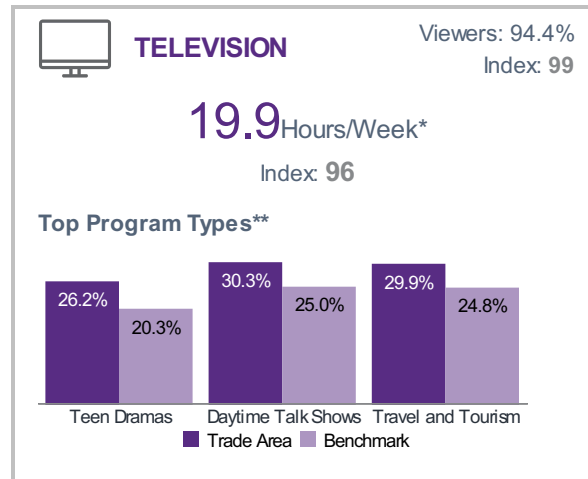
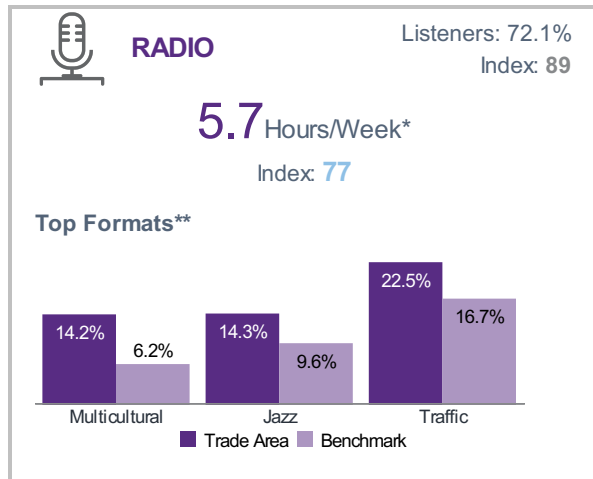
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Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Markham - First Markham Place and First Markham Centre

Household Population 14+: 7,657



Benchmark: Southern Ontario

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* Consumption values based to variable's incidence count.

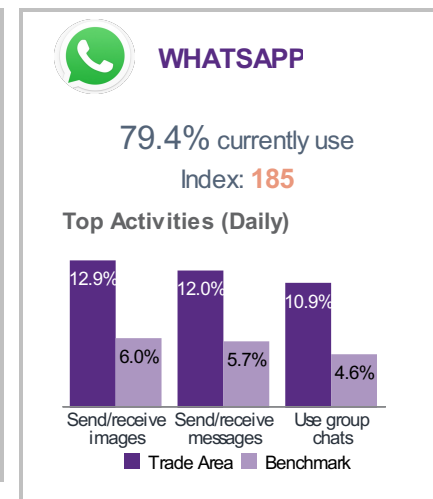
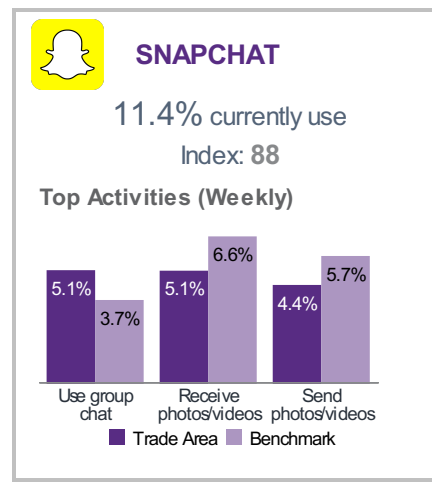
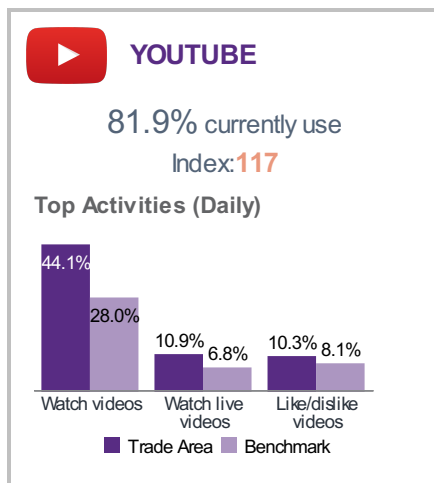
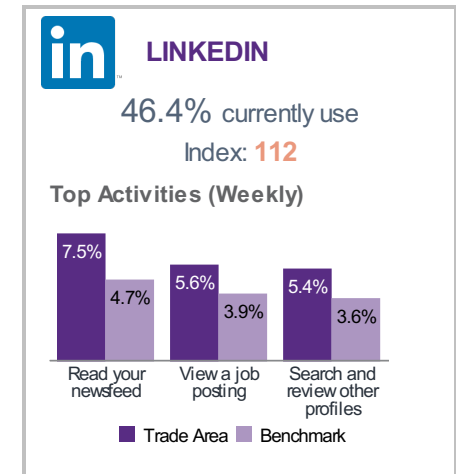
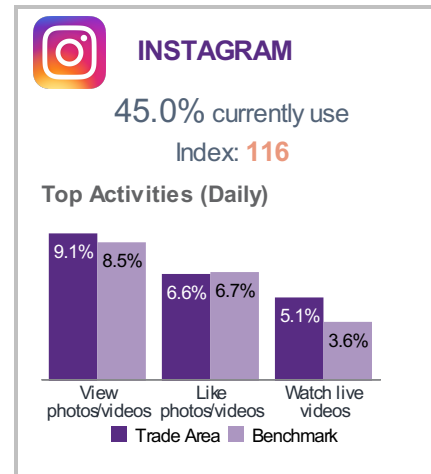
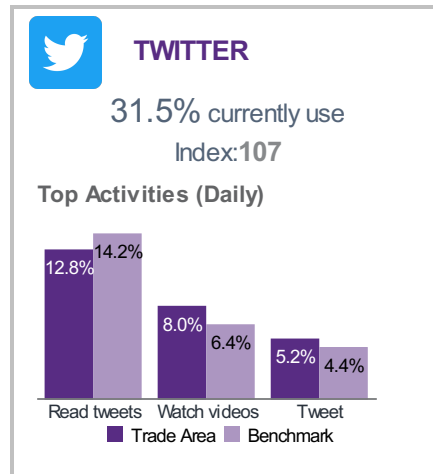
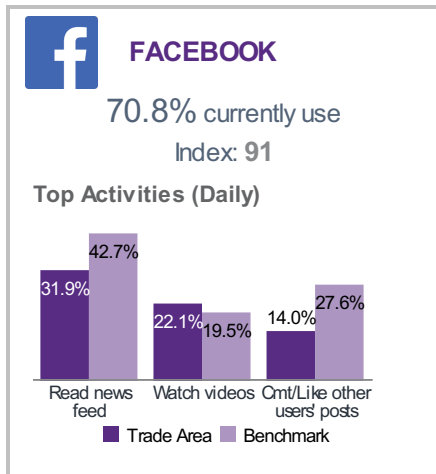
** Chosen from index ranking with minimum 5% composition.



Opticks Social | Social Media Activities

Trade Area: Markham - First Markham Place and First Markham Centre

Household Population 18+: 7,293



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 - First Markham Place and First Markham Centre

Household Population 18+: 7,293

FRIENDS IN ALL SM NETWORKS



32.8%

Index:93

0-49 friends

FREQUENCY OF USE (DAILY)



61.8%

Index:262

WhatsApp

BRAND INTERACTION



33.7%

Index:98

Like brand on Facebook

NO. OF BRANDS INTERACTED

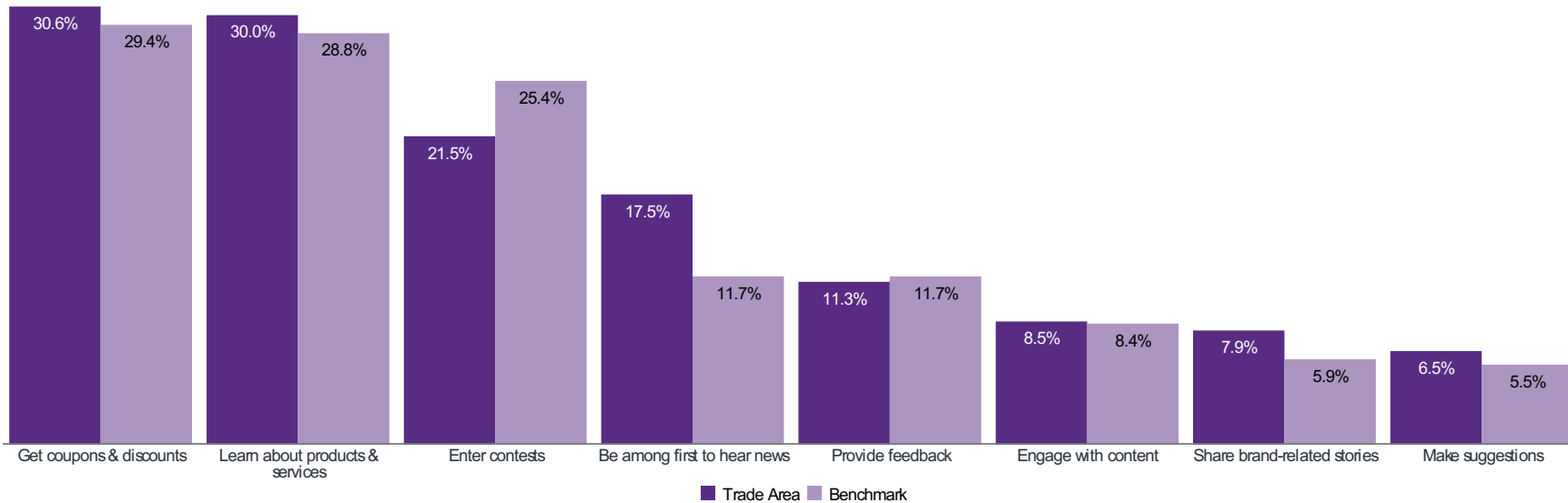


35.6%

Index:116

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

Opticks eShopper | Online Shopping Attitudes

Trade Area: Markham - First Markham Place and First Markham Centre

Total Household Population 18+: 7,293



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

% Comp **82.4** Index **94**



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

% Comp **58.9** Index **121**



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

% Comp **79.1** Index **94**



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

% Comp **54.5** Index **133**



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

% Comp **66.4** Index **117**



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

% Comp **40.2** Index **134**

Benchmark: Southern Ontario

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Ranked by percent composition.

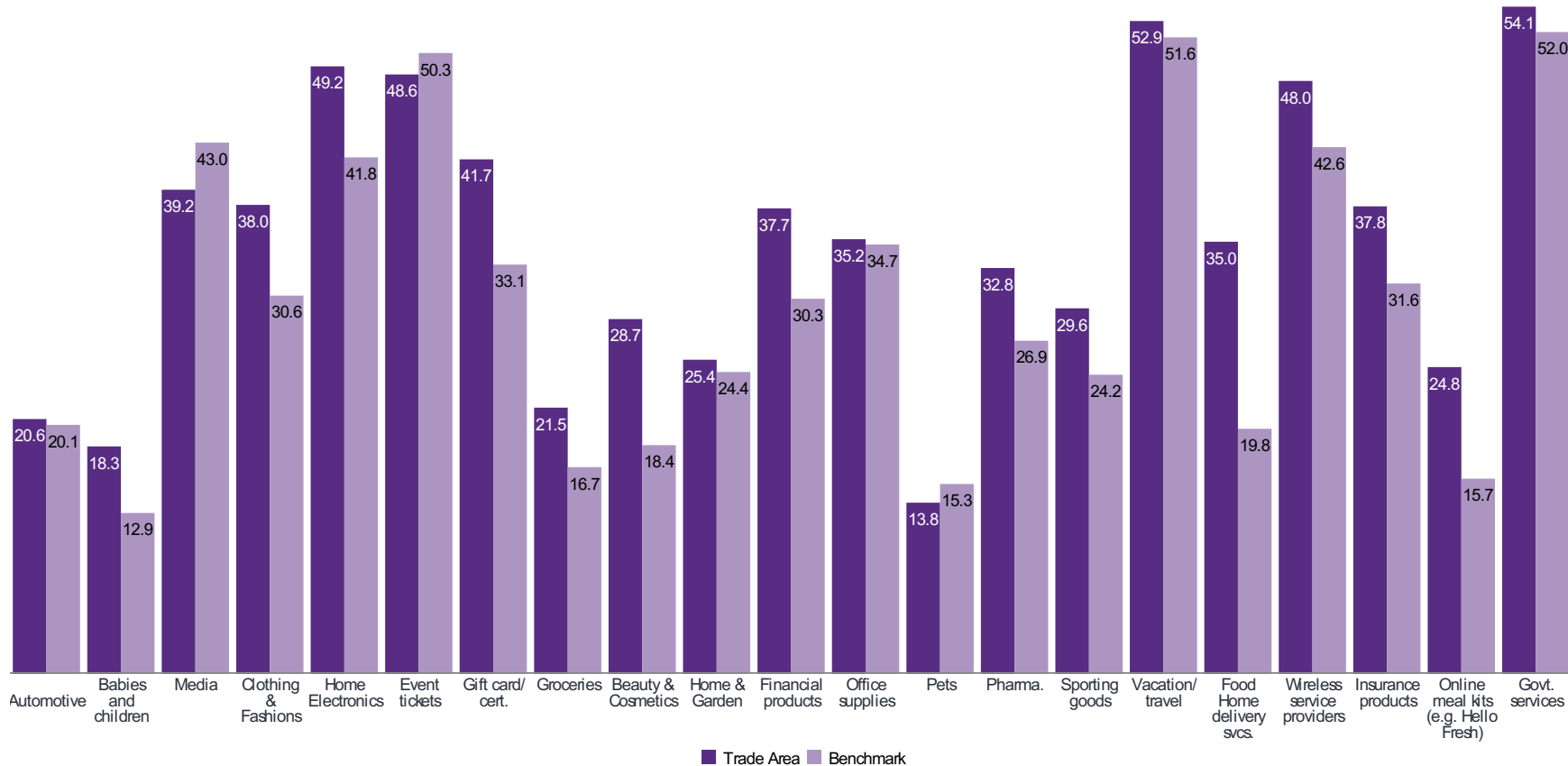
Index Colours:	<80	80 - 110	110+
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Opticks eShopper | Purchase Preference by Category

Trade Area: Markham - First Markham Place and First Markham Centre

Total Household Population 18+: 7,293

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

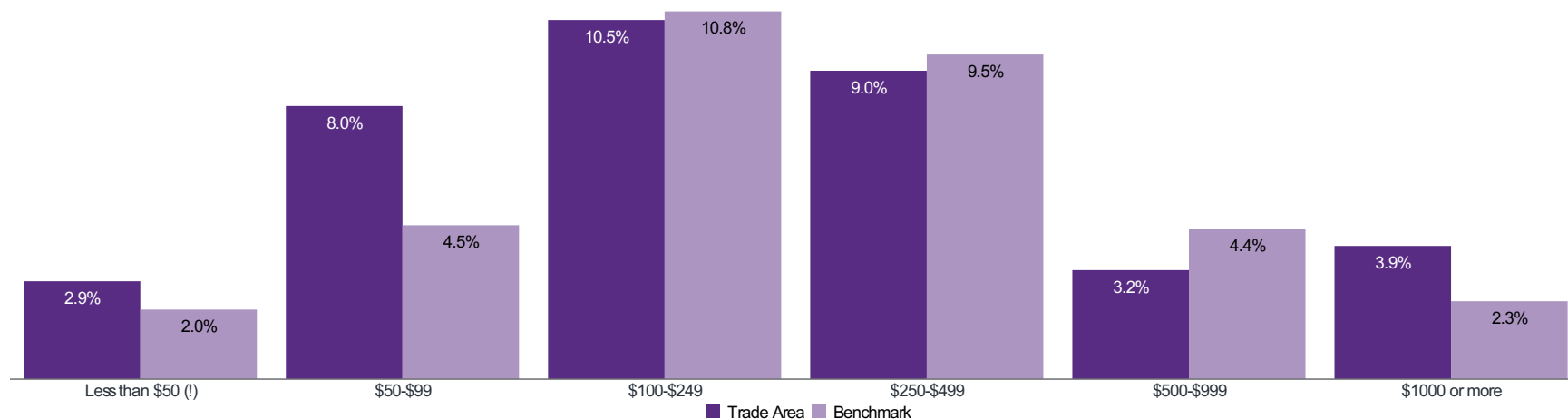
Trade Area: Markham - First Markham Place and First Markham Centre

Total Household Population 18+: 7,293

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	53.3% Index:87	44.7% Index:121	19.2% Index:156	2.9% Index:90
Purchase preference	62.4% Index:83	38.0% Index:124	11.7% Index:119	4.7% Index:184
Customer Service	45.0% Index:73	29.5% Index:165	10.1% Index:176	22.3% Index:103

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

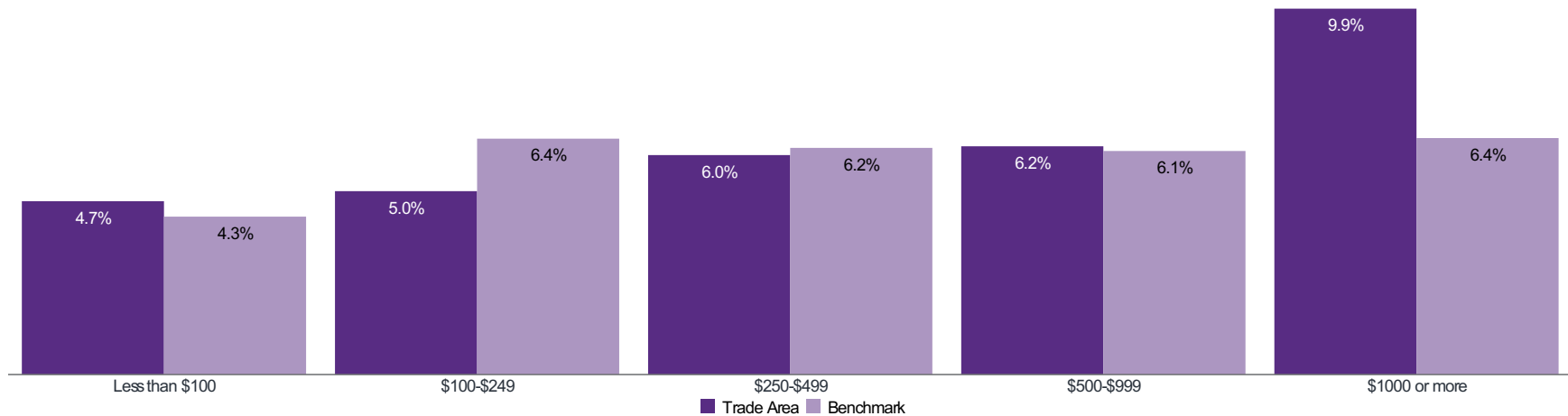
Trade Area: Markham - First Markham Place and First Markham Centre

Total Household Population 18+: 7,293

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	40.5% Index: 81	60.1% Index: 110	22.4% Index: 144
Purchase preference	51.6% Index: 75	49.2% Index: 118	13.8% Index: 126	7.4% Index: 114
Customer Service	41.5% Index: 74	32.4% Index: 130	11.6% Index: 157	32.9% Index: 89

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

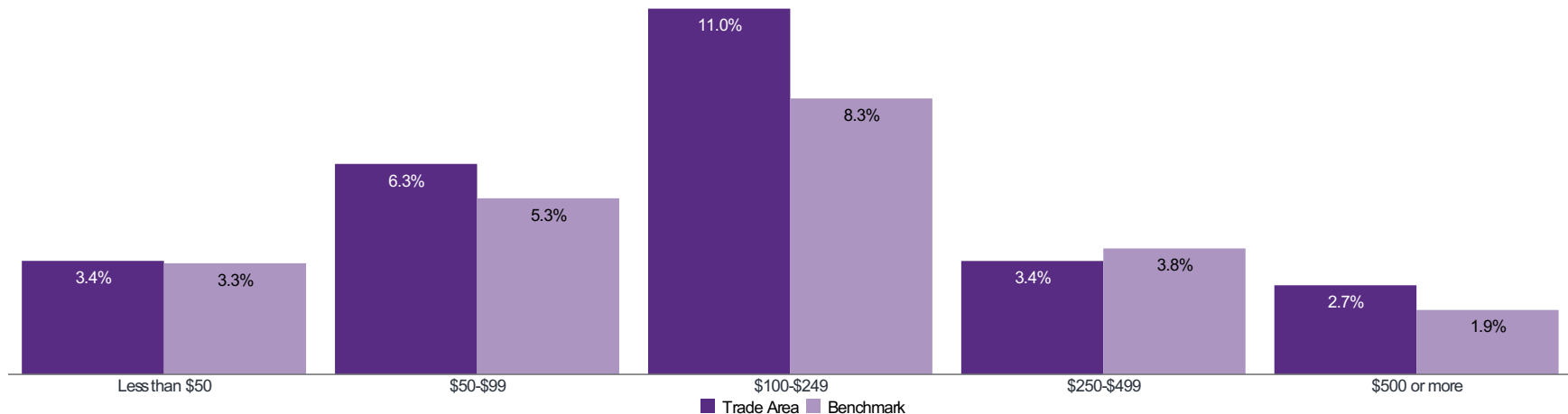
Trade Area: Markham - First Markham Place and First Markham Centre

Total Household Population 18+: 7,293

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	28.4% Index:60	41.8% Index:119	17.7% Index:160	1.8% Index:51
Purchase preference	40.6% Index:67	41.7% Index:126	13.3% Index:152	4.5% Index:146
Customer Service	25.5% Index:60	28.3% Index:138	10.9% Index:179	27.4% Index:99

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 | Groceries Deep Dive

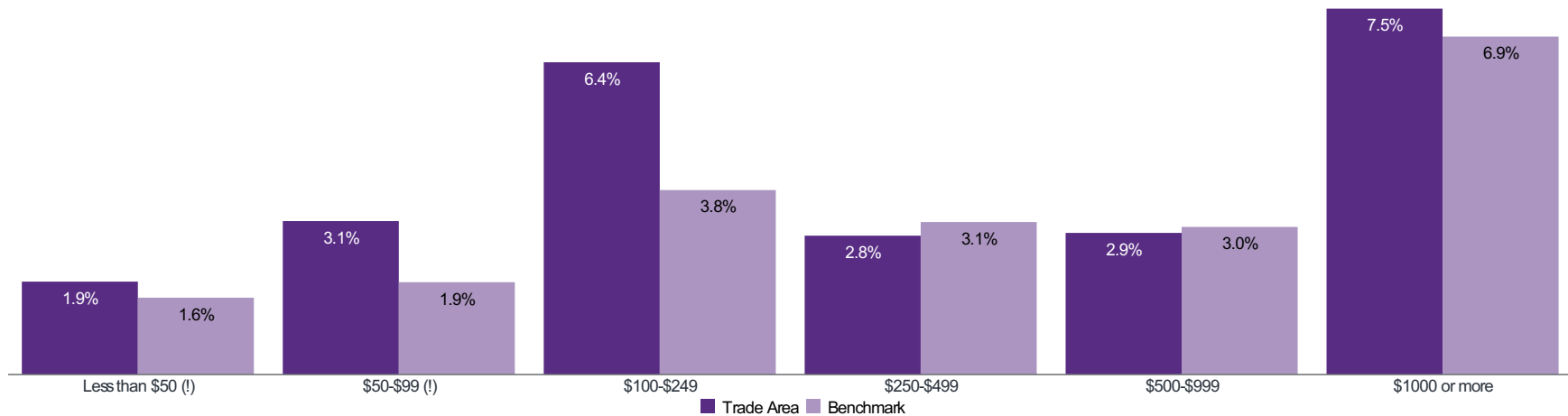
Trade Area: Markham - First Markham Place and First Markham Centre

Total Household Population 18+: 7,293

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	62.0% Index:86	29.6% Index:120	17.8% Index:160	3.7% Index:136
Purchase preference	72.1% Index:86	21.5% Index:129	9.8% Index:158	4.5% Index:183
Customer Service	55.3% Index:79	19.0% Index:165	7.5% Index:188	20.4% Index:109

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

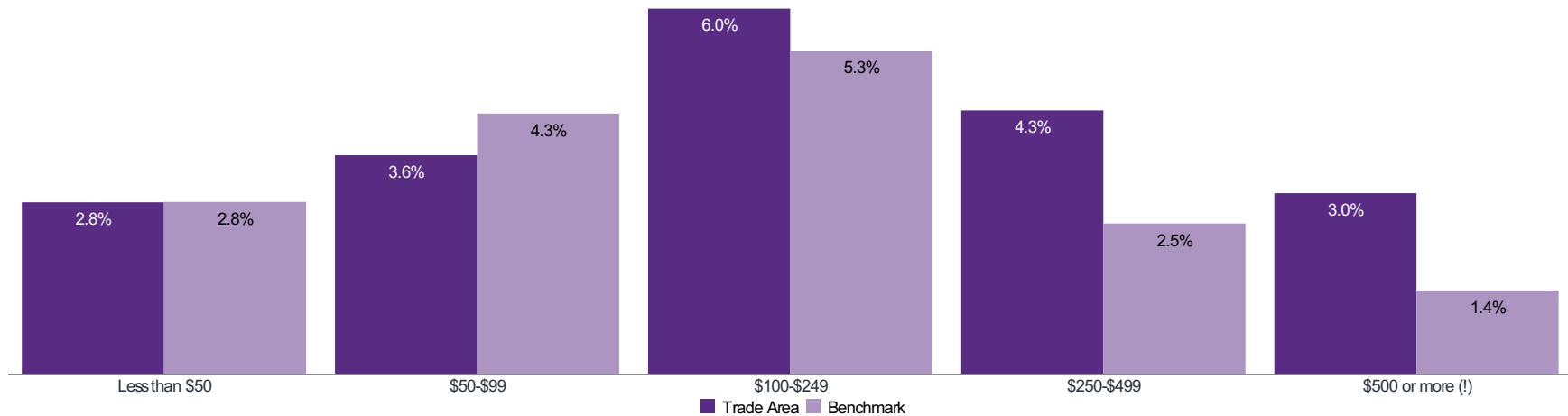
Trade Area: Markham - First Markham Place and First Markham Centre

Total Household Population 18+: 7,293

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	34.4% Index:97	31.5% Index:143	12.9% Index:158	3.7% Index:132
Purchase preference	40.5% Index:88	28.7% Index:156	10.9% Index:170	4.8% Index:208
Customer Service	28.8% Index:79	21.9% Index:174	9.0% Index:207	18.2% Index:124

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

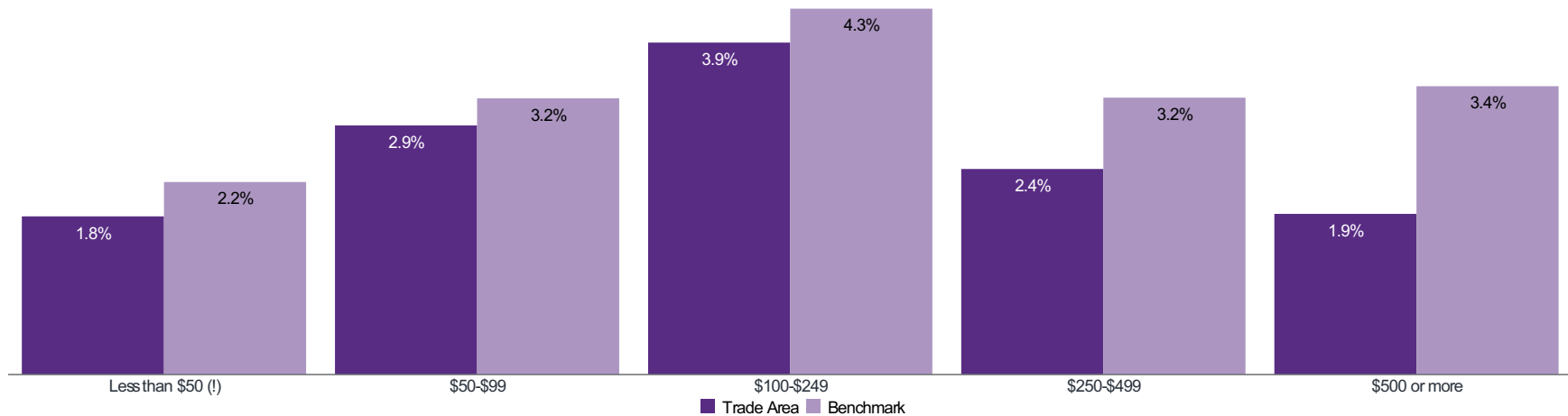
Trade Area: Markham - First Markham Place and First Markham Centre

Total Household Population 18+: 7,293

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	39.2% Index:76	32.4% Index:86	13.5% Index:118	6.0% Index:105
Purchase preference	48.4% Index:71	25.4% Index:104	9.5% Index:136	5.0% Index:140
Customer Service	35.0% Index:65	22.2% Index:139	10.1% Index:212	20.2% Index:89

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 | Sporting Goods Deep Dive

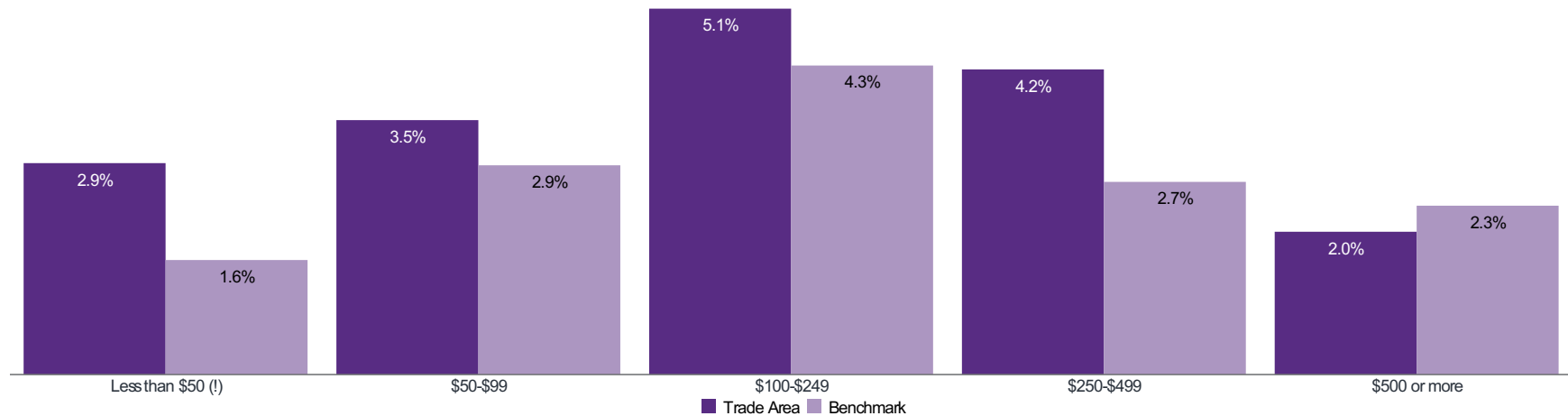
Trade Area: Markham - First Markham Place and First Markham Centre

Total Household Population 18+: 7,293

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	31.7% Index:81	38.0% Index:118	12.8% Index:122	4.8% Index:122
Purchase preference	41.9% Index:81	29.6% Index:122	12.2% Index:161	5.3% Index:174
Customer Service	31.0% Index:74	22.9% Index:151	9.3% Index:180	23.9% Index:117

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 | Vacation/Travel Deep Dive

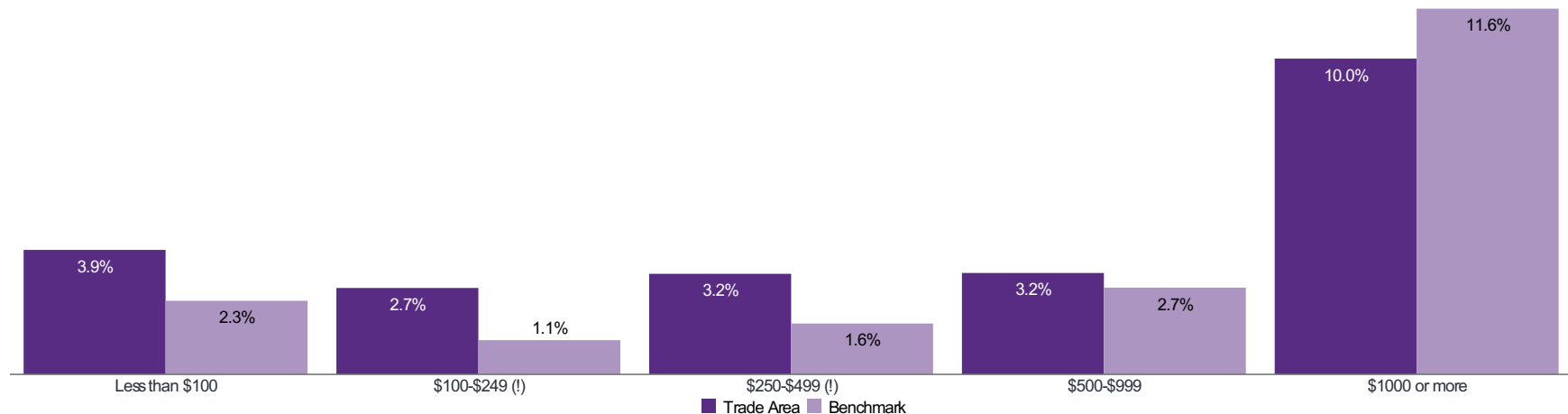
Trade Area: Markham - First Markham Place and First Markham Centre

Total Household Population 18+: 7,293

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	19.8% Index:96	57.5% Index:99	21.1% Index:140	15.5% Index:96
Purchase preference	28.0% Index:97	52.9% Index:103	9.5% Index:136	15.0% Index:84
Customer Service	28.5% Index:98	32.3% Index:118	11.0% Index:159	39.2% Index:89

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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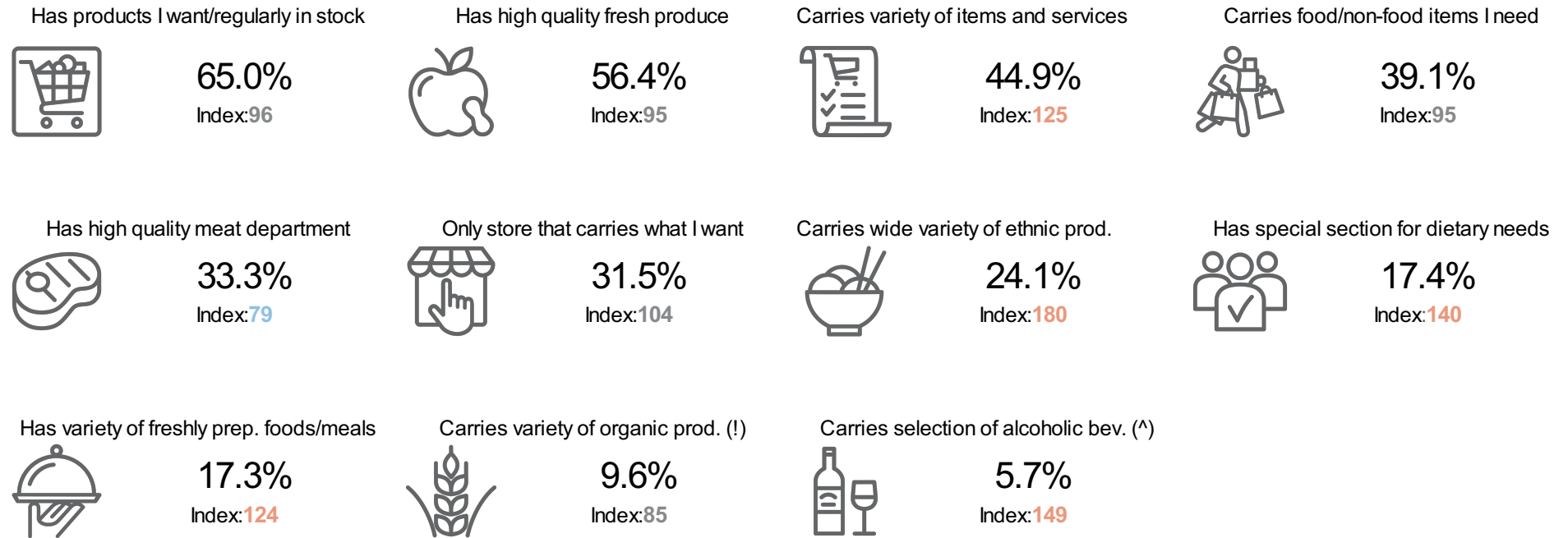
Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Markham - First Markham Place and First Markham Centre

Households: 3,650

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

Trade Area: Markham - First Markham Place and First Markham Centre

Households: 3,650

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



65.5%
Index: 110

Easy to get in and get out quickly



58.4%
Index: 136

Has extended hours



42.1%
Index: 153

Organized layout makes it easy to shop



37.7%
Index: 91

Short checkout lines/fast checkout



37.4%
Index: 105

Has self-checkout



27.1%
Index: 197

I like the store ambiance



15.6%
Index: 78

Staff are friendly and knowledgeable



13.4%
Index: 40

Offers an online shopping option (!)



7.1%
Index: 80

Benchmark: Southern Ontario

(!) Represents 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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ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Markham - First Markham Place and First Markham Centre

Households:3,650

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



74.2%
Index:112

Store has great sales and promotions



68.8%
Index:102

Store has the lowest prices overall



52.2%
Index:90

Store has a customer loyalty card program



42.8%
Index:86

Has loyalty prog. app and offers pers. promos



30.8%
Index:105

I'm loyal to their store brands



26.2%
Index:114

OUT OF STOCK ITEM

	% Base	% Pen	Index
Psychographics - Shopping Preferences			
Postpone the purchase	34.0	40.2	0.1 85
Leave the store and buy it elsewhere	34.1	30.9	0.1 110
Purchase another brand	18.9	21.2	0.1 89
Purchase another size or variety of the same brand (!)	13.1	7.7	0.1 169

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 - First Markham Place and First Markham Centre 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%	903,012	100%	4.68%	100	919,475	100%	4.76%	100	719,620	100%	3.73%	100	768,801	100%	3.98%	100	1,358,468	100%	7.04%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	243,791	27.00%	9.49%	203	245,504	26.70%	9.56%	201	196,466	27.30%	7.65%	205	204,162	26.56%	7.95%	200	364,208	26.81%	14.18%	201
3519036	Markham, ON (CY)	301,247	1.56%	176,222	19.51%	58.50%	1250	173,988	18.92%	57.76%	1212	159,601	22.18%	52.98%	1421	159,702	20.77%	53.01%	1331	200,121	14.73%	66.43%	944
3519038	Richmond Hill, ON (T)	181,750	0.94%	68,314	7.57%	37.59%	803	67,438	7.33%	37.10%	779	57,392	7.98%	31.58%	847	60,543	7.87%	33.31%	836	85,853	6.32%	47.24%	671
3519028	Vaughan, ON (CY)	264,447	1.37%	49,754	5.51%	18.81%	402	48,207	5.24%	18.23%	383	38,323	5.33%	14.49%	389	45,894	5.97%	17.35%	436	73,293	5.40%	27.72%	394
3521010	Brampton, ON (CY)	596,084	3.09%	31,065	3.44%	5.21%	111	31,239	3.40%	5.24%	110	21,131	2.94%	3.55%	95	24,122	3.14%	4.05%	102	54,168	3.99%	9.09%	129
3521005	Mississauga, ON (CY)	642,951	3.33%	30,788	3.41%	4.79%	102	31,283	3.40%	4.87%	102	23,653	3.29%	3.68%	99	25,171	3.27%	3.91%	98	53,852	3.96%	8.38%	119
3518009	Whitby, ON (T)	113,993	0.59%	20,973	2.32%	18.40%	393	20,639	2.24%	18.11%	380	16,628	2.31%	14.59%	391	17,363	2.26%	15.23%	382	30,479	2.24%	26.74%	380
3518013	Oshawa, ON (CY)	145,379	0.75%	17,365	1.92%	11.94%	255	17,556	1.91%	12.08%	254	12,947	1.80%	8.91%	239	15,858	2.06%	10.91%	274	27,960	2.06%	19.23%	273
3506008	Ottawa, ON (CV)	873,210	4.52%	11,708	1.30%	1.34%	29	12,621	1.37%	1.45%	30	7,812	1.09%	0.89%	24	7,205	0.94%	0.83%	21	23,035	1.70%	2.64%	37
3519048	Newmarket, ON (T)	73,196	0.38%	15,988	1.77%	21.84%	467	14,434	1.57%	19.72%	414	13,554	1.88%	18.52%	497	13,920	1.81%	19.02%	477	22,940	1.69%	31.34%	445

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2019 Markham - First Markham Place and First Markham Centre 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
7,588	5,814	76.6	5,804	76.5	5,122	67.5	5,260	69.3	6,075	80.1

**2019 Markham - First Markham Place and First Markham Centre Visitors Within vs Outside Trade Area
Benchmark: Canada**

Year	Total Visitors In Main Street Polyzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	1,382,768	6,075	0.4	1,376,693	99.6

2020 Markham - First Markham Place and First Markham Centre 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%	361,181	100%	1.87%	100	589,670	100%	3.05%	100	555,241	100%	2.88%	100	572,868	100%	2.97%	100	915,295	100%	4.74%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	109,387	30.29%	4.26%	228	175,860	29.82%	6.85%	224	179,017	32.24%	6.97%	242	160,440	28.01%	6.25%	210	279,585	30.55%	10.88%	230
3519036	Markham, ON (CY)	301,247	1.56%	103,850	28.75%	34.47%	1842	147,196	24.96%	48.86%	1599	144,327	25.99%	47.91%	1666	142,201	24.82%	47.20%	1591	177,378	19.38%	58.88%	1242
3519038	Richmond Hill, ON (T)	181,750	0.94%	34,365	9.51%	18.91%	1011	51,122	8.67%	28.13%	921	47,783	8.61%	26.29%	914	50,948	8.89%	28.03%	945	73,168	7.99%	40.26%	849
3519028	Vaughan, ON (CY)	264,447	1.37%	21,159	5.86%	8.00%	428	39,817	6.75%	15.06%	493	36,474	6.57%	13.79%	479	33,264	5.81%	12.58%	424	60,325	6.59%	22.81%	481
3521005	Mississauga, ON (CY)	642,951	3.33%	6,797	1.88%	1.06%	56	14,593	2.47%	2.27%	74	13,569	2.44%	2.11%	73	15,904	2.78%	2.47%	83	28,917	3.16%	4.50%	95
3521010	Brampton, ON (CY)	596,084	3.09%	8,255	2.29%	1.38%	74	14,550	2.47%	2.44%	80	13,899	2.50%	2.33%	81	13,583	2.37%	2.28%	77	26,884	2.94%	4.51%	95
3518009	Whitby, ON (T)	113,993	0.59%	4,862	1.35%	4.27%	228	9,801	1.66%	8.60%	281	9,925	1.79%	8.71%	303	12,749	2.23%	11.18%	377	18,433	2.01%	16.17%	341
3519044	Whitchurch-Stouffville, ON (T)	41,514	0.22%	7,018	1.94%	16.91%	904	10,116	1.72%	24.37%	798	8,980	1.62%	21.63%	752	10,994	1.92%	26.48%	892	15,336	1.68%	36.94%	779
3518013	Oshawa, ON (CY)	145,379	0.75%	4,156	1.15%	2.86%	153	7,943	1.35%	5.46%	179	7,938	1.43%	5.46%	190	9,982	1.74%	6.87%	231	15,219	1.66%	10.47%	221
3519048	Newmarket, ON (T)	73,196	0.38%	5,250	1.45%	7.17%	383	7,301	1.24%	9.97%	327	6,822	1.23%	9.32%	324	8,796	1.54%	12.02%	405	13,370	1.46%	18.27%	385

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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2020 Markham - First Markham Place and First Markham Centre 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
7,588	4,670	61.5	6,310	83.2	6,080	80.1	4,798	63.2	6,306	83.1

2020 Markham - First Markham Place and First Markham Centre 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	922,399	6,306	0.7	916,094	99.3

**2021 Markham - First Markham Place and First Markham Centre 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%	438,192	100%	2.27%	100	911,736	100%	4.72%	100	910,143	100%	4.72%	100	566,451	100%	2.93%	100	1,224,011	100%	6.34%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	134,422	30.68%	5.23%	231	264,276	28.99%	10.29%	218	256,401	28.17%	9.98%	212	190,051	33.55%	7.40%	252	364,909	29.81%	14.20%	224
3519036	Markham, ON (CY)	301,247	1.56%	116,552	26.60%	38.69%	1704	178,402	19.57%	59.22%	1254	180,355	19.82%	59.87%	1270	146,838	25.92%	48.74%	1661	190,846	15.59%	63.35%	999
3519038	Richmond Hill, ON (T)	181,750	0.94%	38,884	8.87%	21.39%	942	74,350	8.15%	40.91%	866	73,232	8.05%	40.29%	855	49,531	8.74%	27.25%	929	86,385	7.06%	47.53%	750
3519028	Vaughan, ON (CY)	264,447	1.37%	26,120	5.96%	9.88%	435	56,978	6.25%	21.55%	456	56,345	6.19%	21.31%	452	35,552	6.28%	13.44%	458	79,172	6.47%	29.94%	472
3521005	Mississauga, ON (CY)	642,951	3.33%	10,783	2.46%	1.68%	74	29,887	3.28%	4.65%	98	27,673	3.04%	4.30%	91	14,522	2.56%	2.26%	77	45,192	3.69%	7.03%	111
3521010	Brampton, ON (CY)	596,084	3.09%	12,605	2.88%	2.11%	93	26,981	2.96%	4.53%	96	25,895	2.85%	4.34%	92	15,616	2.76%	2.62%	89	41,820	3.42%	7.02%	111
3518009	Whitby, ON (T)	113,993	0.59%	7,027	1.60%	6.16%	272	19,672	2.16%	17.26%	365	24,162	2.65%	21.20%	450	9,168	1.62%	8.04%	274	27,454	2.24%	24.08%	380
3518013	Oshawa, ON (CY)	145,379	0.75%	7,326	1.67%	5.04%	222	16,555	1.82%	11.39%	241	15,784	1.73%	10.86%	230	6,813	1.20%	4.69%	160	21,588	1.76%	14.85%	234
3519044	Whitchurch-Stouffville, ON (T)	41,514	0.22%	6,487	1.48%	15.63%	688	15,065	1.65%	36.29%	768	14,466	1.59%	34.85%	739	9,200	1.62%	22.16%	755	17,763	1.45%	42.79%	675
3506008	Ottawa, ON (CV)	873,210	4.52%	1,636	0.37%	0.19%	8	8,893	0.98%	1.02%	22	11,288	1.24%	1.29%	27	2,278	0.40%	0.26%	9	16,608	1.36%	1.90%	30

Index Legend	Under 80	110 to 119	120 to 149	Over 150
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**2021 Markham - First Markham Place and First Markham Centre 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
7,588	4,414	58.2	5,597	73.8	5,595	73.7	5,528	72.8	5,494	72.4

**2021 Markham - First Markham Place and First Markham Centre 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	1,241,336	5,494	0.4	1,235,843	99.6

Top 5 segments represent **43.9%** of customers in Southern Ontario



Rank: 1
 Customers: 117,041
 Customers %: 14.59
 % in Benchmark: 2.15
 Index: **679**

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: 96,439
 Customers %: 12.03
 % in Benchmark: 5.19
 Index: **232**

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: 49,809
 Customers %: 6.21
 % in Benchmark: 5.76
 Index: **108**

Reflecting Canada's increasing diversity, South Asian Enterprise is an urban crossroads where nearly 60 percent of the populace are immigrants and one third of the members identify as visible minorities from South Asia. The more affluent of two predominantly South Asian segments, South Asian Enterprise contains upper-middle-class families living in a mix of new singles, semis and duplexes in a handful of urban areas. More than 80 percent reside in the Greater Toronto Area; nearly half live in Brampton alone. Few segments have larger households: nearly 60 percent are home to four or more people. One in seven households is multi-family—an emerging demographic trend—with a significant presence of adult children. The first- and second-generation Canadians of South Asian Enterprise have parlayed mixed educations into well-paying blue-collar and service sector jobs. But their above-average household incomes may result from three or more wage-earners under one roof. Many residents maintain their South Asian culture at home, with over 40 percent speaking a non-official language. These families enjoy swimming, baseball and playing racquet sports, visiting theme parks and frequenting museums. Socially conservative, they support Traditional Families and reject alternative arrangements.



Rank: 4
 Customers: 46,942
 Customers %: 5.85
 % in Benchmark: 4.16
 Index: **141**

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.



Rank: 5
 Customers: 41,728
 Customers %: 5.20
 % in Benchmark: 3.30
 Index: **158**

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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