Community Profile: Vaughan – Highway 7 West

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

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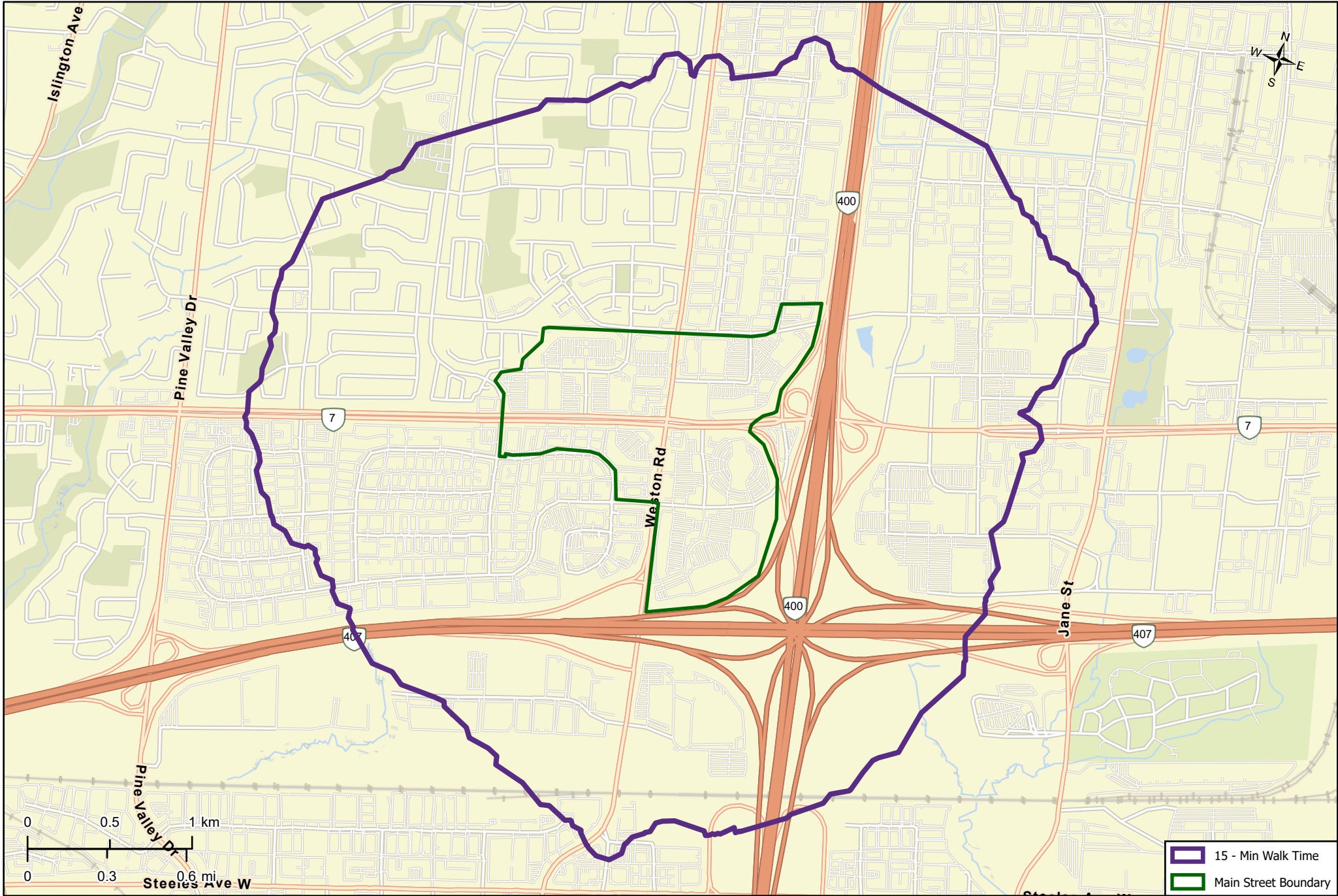
Vaughan - Highway 7 West
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

15 - Min Walk Time
Main Street Boundary

2022-01-12 12:56 PM

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Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Vaughan - Highway 7 West

POPULATION

8,857

HOUSEHOLDS

2,949

MEDIAN MAINTAINER AGE

62

Index: **114**

MARITAL STATUS

59.3%

Index: **102**

Married/Common-Law

FAMILY STATUS*

54.2%

Index: **116**

Couples With Children At Home

HOUSEHOLD SIZE

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
Trade Area	12%	30%	22%	22%	15%
Benchmark	24%	33%	16%	17%	10%

Trade Area Benchmark
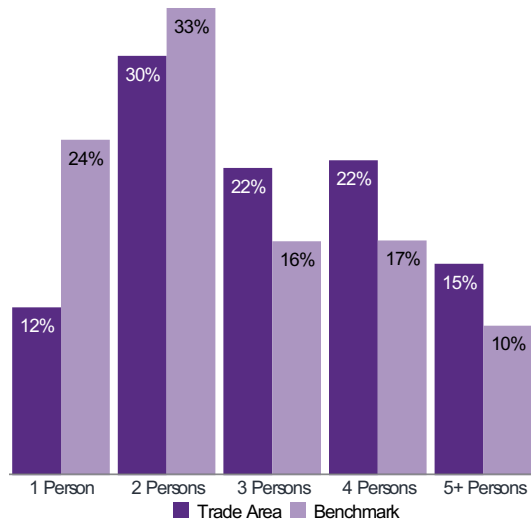
POPULATION BY AGE

	Count	%	Index
0 to 4	282	3.2	63
5 to 9	348	3.9	73
10 to 14	416	4.7	83
15 to 19	505	5.7	96
20 to 24	535	6.0	90
25 to 29	622	7.0	100
30 to 34	553	6.2	94
35 to 39	470	5.3	82
40 to 44	457	5.2	83
45 to 49	513	5.8	92
50 to 54	646	7.3	111
55 to 59	741	8.4	115
60 to 64	726	8.2	122
65 to 69	640	7.2	128
70 to 74	538	6.1	127
75 to 79	390	4.4	133
80 to 84	274	3.1	142
85+	201	2.3	103

AGE OF CHILDREN AT HOME
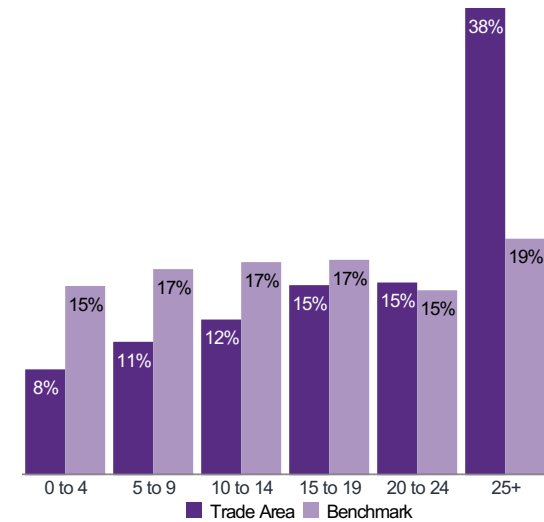
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
Trade Area	8%	11%	12%	15%	15%	38%
Benchmark	15%	17%	17%	17%	15%	19%

Trade Area Benchmark

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Vaughan - Highway 7 West

Population: 8,857 | **Households:** 2,949

TENURE

Rented 9.5%

Owned 90.5%
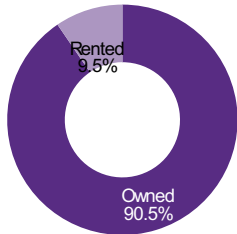
STRUCTURE TYPE

93.7%
Houses
Index:121

6.3%
Apartments
Index:29

AGE OF HOUSING*

30 - 39 Years Old
% Comp:**49.8**   Index: **356**

AVERAGE HOUSEHOLD INCOME

$131,679
Index:114

HOUSEHOLD INCOME DISTRIBUTION
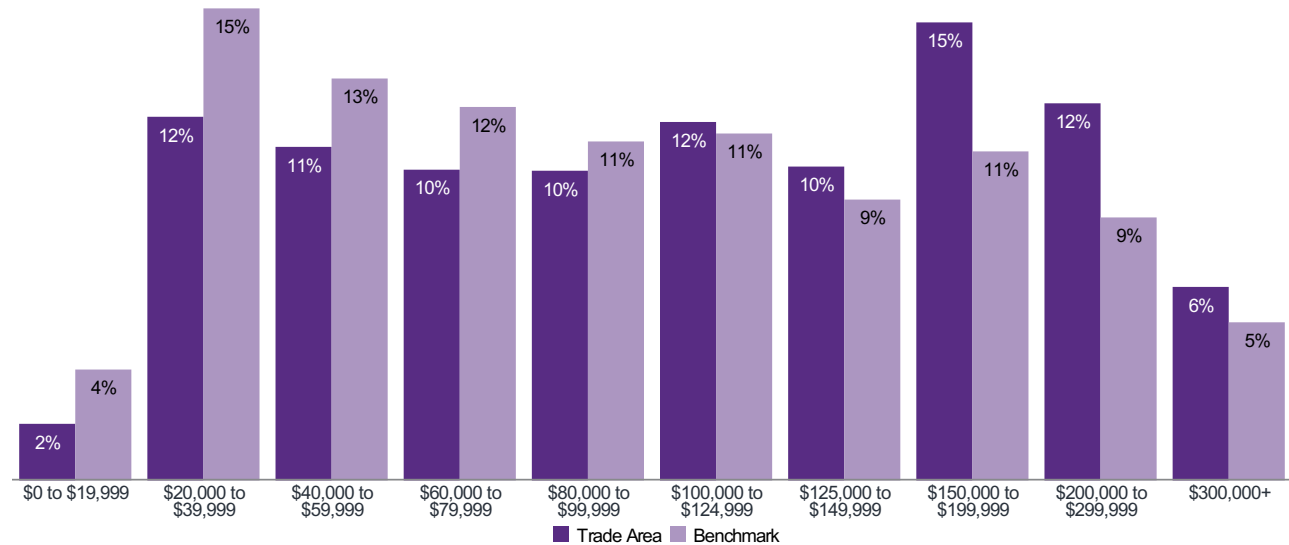
Income Range	Trade Area	Benchmark
$0 to $19,999	2%	4%
$20,000 to $39,999	12%	15%
$40,000 to $59,999	11%	13%
$60,000 to $79,999	10%	12%
$80,000 to $99,999	10%	11%
$100,000 to $124,999	12%	11%
$125,000 to $149,999	10%	9%
$150,000 to $199,999	15%	11%
$200,000 to $299,999	12%	9%
$300,000+	6%	5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Education & Employment

Trade Area: Vaughan - Highway 7 West

Population: 8,857 | **Households:** 2,949

EDUCATION

25.8%
Index:97

University Degree

LABOUR FORCE PARTICIPATION

64.2%
Index:98

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

38.2%
Index:105

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

4.1%
Index:95

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT
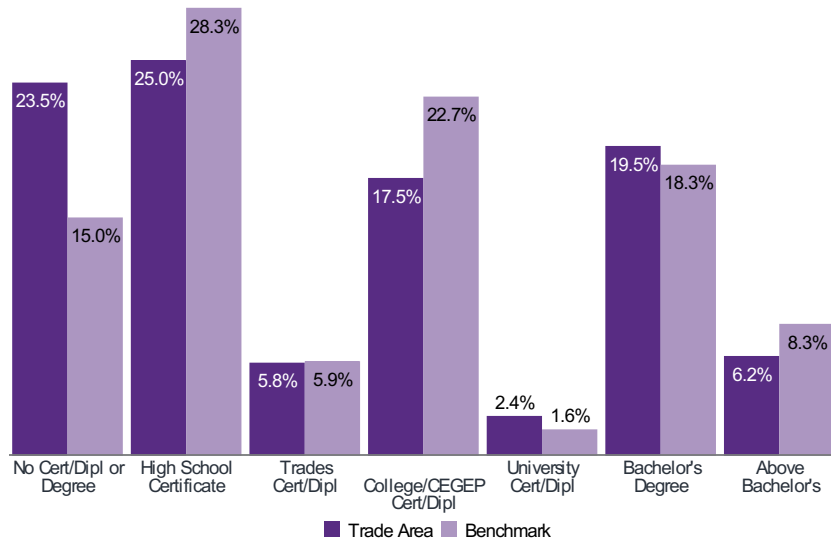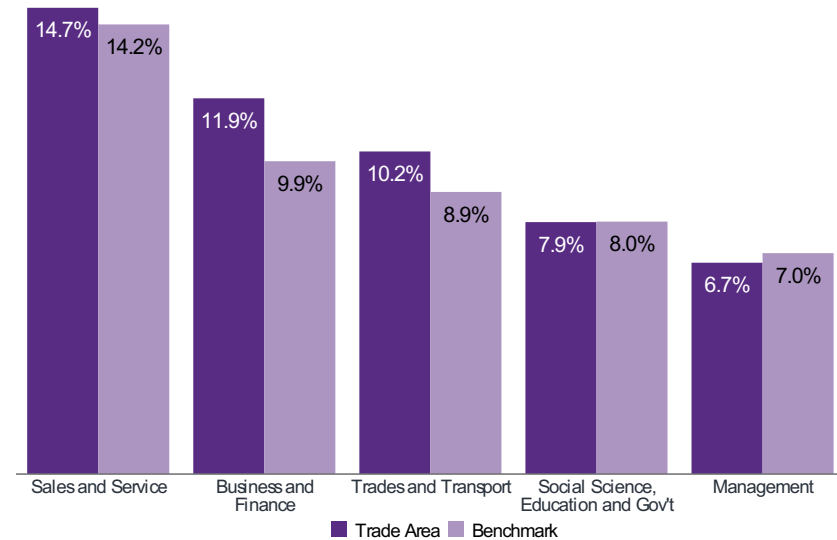
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	23.5%	15.0%
High School Certificate	25.0%	28.3%
Trades Cert/Dipl	5.8%	5.9%
College/CEGEP Cert/Dipl	17.5%	22.7%
University Cert/Dipl	2.4%	1.6%
Bachelor's Degree	19.5%	18.3%
Above Bachelor's	6.2%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Sales and Service	14.7%	14.2%
Business and Finance	11.9%	9.9%
Trades and Transport	10.2%	8.9%
Social Science, Education and Gov't	7.9%	8.0%
Management	6.7%	7.0%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Vaughan - Highway 7 West

Population: 8,857 | **Households:** 2,949

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
0.3%	34.6%	5.9%	51.1%	Before 2001
Index:12	Index:119	Index:291	Index:194	38.8% Index:278
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

	South Asian	Chinese	Latin American	Black	SE Asian
Trade Area	9.8%	4.9%	4.4%	3.3%	2.1%
Benchmark	9.9%	5.1%	1.3%	4.5%	0.9%
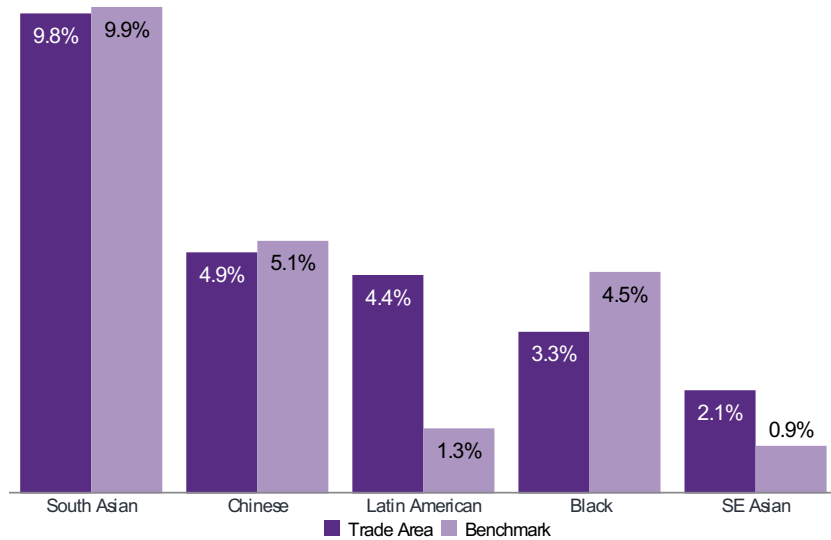
LANGUAGES SPOKEN AT HOME: TOP 5**
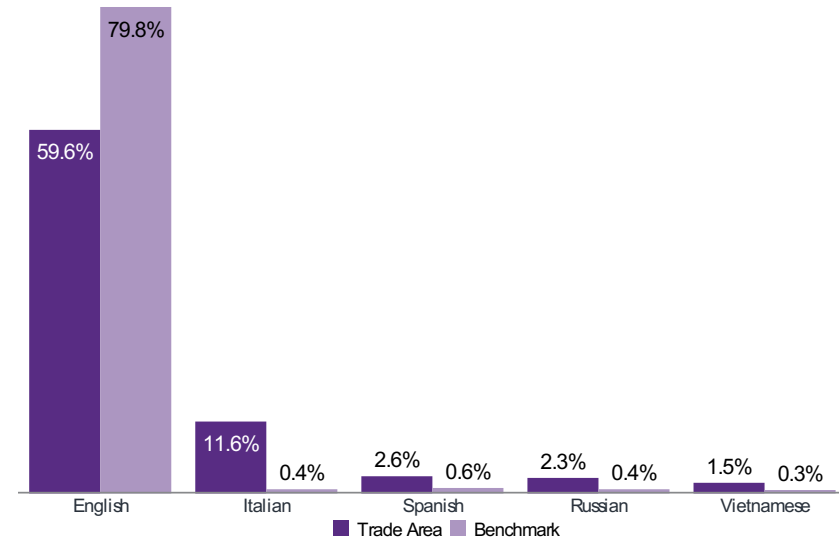
	English	Italian	Spanish	Russian	Vietnamese
Trade Area	59.6%	11.6%	2.6%	2.3%	1.5%
Benchmark	79.8%	0.4%	0.6%	0.4%	0.3%

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Top 5 segments represent **75.8%** of households in Vaughan - Highway 7 West

18 MULTICULTURAL CORNERS

F1 UPSCALE URBAN DIVERSE   LARGE DIVERSE FAMILIES F2

Diverse, upper-middle-income city families
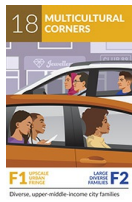
Rank:	1
Hhlds:	765
Hhld %:	25.94
% in Benchmark:	3.28
Index:	790

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is Financial Security, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.
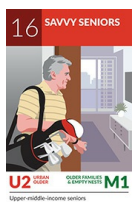
23 MID-CITY MELLOW

U2 URBAN OLDER   OLDER FAMILIES & EMPTY NESTS M1

Older and mature city homeowners

Rank:	2
Hhlds:	503
Hhld %:	17.06
% in Benchmark:	4.40
Index:	388

Mid-City Mellow epitomizes a traditional view of the Canadian Dream: owning a home in an attractive setting while building a comfortable nest egg. In this segment, nearly 90 percent of members own single-detached houses, which typically were built between 1960 and 1990. These older and mature households enjoy upper-middle incomes and well-established neighbourhoods in large cities like Winnipeg, Edmonton, Hamilton and Toronto. With most maintainers over the age of 55, Mid-City Mellow is a mixed group, a collection of both older couples and middle-aged families raising older children. Few segments have a lower five-year mobility rate. Most households contain third-plus-generation Canadians, though there's an above-average concentration of second-generation Canadians and those whose mother tongue is Italian, Portugese, Polish or Ukrainian. With their high school and college educations, those still in the labour force earn solid paycheques from a mix of white collar, blue collar and service sector jobs. The retirees and soon-to-be retirees here have the time to enjoy sporting events such as horse racing, hockey, baseball and football games. Many book cruises, casino junkets, ski trips and cultural tours as they believe that other cultures have a great deal to teach us (Culture Sampling).
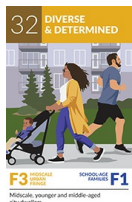
08 MULTICULTURE-ISH

S2 UPSCALE SUBURBAN DIVERSITY   LARGE DIVERSE FAMILIES F2

Upscale, multi-ethnic suburban families

Rank:	3
Hhlds:	354
Hhld %:	12.02
% in Benchmark:	4.11
Index:	292

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.

16 SAVVY SENIORS

U2 URBAN OLDER   OLDER FAMILIES & EMPTY NESTS M1

Upper-middle-income seniors in urban apartments

Rank:	4
Hhlds:	309
Hhld %:	10.48
% in Benchmark:	3.11
Index:	337

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.

32 DIVERSE & DETERMINED

F3 MIDSCALE URBAN DIVERSITY   SCHOOL-AGE FAMILIES F1

Midscale, younger and middle-aged city dwellers

Rank:	5
Hhlds:	304
Hhld %:	10.32
% in Benchmark:	1.96
Index:	526

The search for jobs and an affordable lifestyle helped create Diverse & Determined. Found in the urban fringe of big cities like Vancouver, Calgary, Edmonton and Ottawa, this segment contains a mix of younger singles and middle-aged families, including a disproportionate number of lone-parent households. Almost half of these households have moved into the area in the last five years. Over a third of residents identify as a visible minority—typically South Asian, black, Filipino, Arab or Latin American—most having arrived since 2001. Drawn to the less expensive housing and less intense city living, Diverse & Determined residents typically live in low-rise apartments or row houses; nearly two-thirds live in condominiums. With educations ranging from high school to university, the adults here earn midscale incomes from various jobs in manufacturing, remediation services, business and the trades. Almost half the households are without children, meaning many can devote more of their discretionary income to leisure activities. Residents score high for going to casinos, sports bars, nightclubs and sporting events. Strong on the value Ostentatious Consumption, they try to impress others by acquiring objects that convey affluence.

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Vaughan - Highway 7 West

⬆ Strong Values

Values	Index
Legacy	116
Financial Security	113
Brand Genuineness	111
Duty	110
Rejection of Authority	110
Religiosity	110
Emotional Control	109
Need for Status Recognition	109
Traditional Family	109
Ecological Concern	108

⬇ Weak Values

Values	Index
Attraction to Nature	80
Obedience to Authority	86
Confidence in Small Business	88
Buying on Impulse	90
Utilitarian Consumerism	90
Sexual Permissiveness	91
Financial Concern Regarding the Future	92
Intuition & Impulse	92
Patriarchy	92
Acceptance of Violence	93

☆ Descriptions | Top 3 Strong Values

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.

Financial Security
A feeling of security and optimism about one's financial future. A sense of being personally responsible for and in control of one's financial situation.

Brand Genuineness
Tendency to value authenticity and to look for a deeper level of brand experience. People strong on this construct want their brands to have a soul, a history, a founding myth, a place of origin that confers its own culture. These preferences attract them to brands that not only provide the functionality they seek but also feed their imaginations by telling a true and compelling story.

☆ 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.

Obedience to Authority
A belief in playing by the rules. The belief that persons or organizations in positions of authority should be deferred to at all times. A belief that there are rules in society and everyone should follow them. The feeling that young people in particular should be taught to obey authority rather than question it.

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.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Highway 7 West

WealthScapes Households: 2,949

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 133,285	$ 105,167	$ 75,655	$ 4,193
Index: 115	Index: 115	Index: 117	Index: 117

WEALTH* ## ASSETS*

Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	**% Holders**	**% Holders**	**% Holders**	**% Holders**	**% Holders**
100.0% Index: 100	95.4% Index: 100	67.9% Index: 113	13.9% Index: 112	91.6% Index: 120	98.4% Index: 100
Balance	**Balance**	**Balance**	**Balance**	**Balance**	**Balance**
$1,173,358	$86,955	$374,212	$242,925	$1,079,887	$402,035
Index: 159	Index: 114	Index: 111	Index: 76	Index: 144	Index: 122

DEBT*

Consumer Debt	Mortgage Debt
% Holders	**% Holders**
92.4% Index: 102	45.9% Index: 99
Balance	**Balance**
$87,325	$358,768
Index: 132	Index: 120

FINANCIAL RATIO

Debt:Asset
% Holders
0.17% Index: 81

Financial | WealthScapes - Ratios

Trade Area: Vaughan - Highway 7 West

WealthScapes Households: 2,949

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.17	0.62	1.07	0.56
Index: 81	Index: 101	Index: 114	Index: 92
Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.12	2.50	0.17	2.04
Index: 57	Index: 142	Index: 69	Index: 89

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Vaughan - Highway 7 West

Households: 2,949

Total Aggregate Current Consumption: $257,055,210

Average Current Consumption	**Average Household Income**	**Average Disposable Income**
$87,167	$132,103	$103,105
Index: 107	Index: 115	Index: 115

Shelter

Avg. Dollars/Household	Pct. of Total Expenditure
$22,089	25.3%
Index: 105	Index: 99

Food

Avg. Dollars/Household	Pct. of Total Expenditure
$14,735	16.9%
Index: 115	Index: 108

Transportation

Avg. Dollars/Household	Pct. of Total Expenditure
$14,271	16.4%
Index: 104	Index: 97

Health Care

Avg. Dollars/Household	Pct. of Total Expenditure
$6,072	7.0%
Index: 111	Index: 104

Household Operation

Avg. Dollars/Household	Pct. of Total Expenditure
$5,804	6.7%
Index: 101	Index: 95

Recreation

Avg. Dollars/Household	Pct. of Total Expenditure
$4,816	5.5%
Index: 101	Index: 94

Household Furnishings

Avg. Dollars/Household	Pct. of Total Expenditure
$3,751	4.3%
Index: 94	Index: 88

Tobacco and Alcohol

Avg. Dollars/Household	Pct. of Total Expenditure
$3,696	4.2%
Index: 104	Index: 97

Clothing

Avg. Dollars/Household	Pct. of Total Expenditure
$3,554	4.1%
Index: 107	Index: 101

Benchmark: Southern Ontario

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

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Highway 7 West

Households: 2,949

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$132,103	$14,735	$4,310	$10,425
Index: 115	Index: 115	Index: 107	Index: 119

Total Aggregate Food Expenditure: $ 43,454,557

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$1,018	9.8%
Index: 117	Index: 98

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$544	5.2%
Index: 107	Index: 90

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$1,380	13.2%
Index: 126	Index: 106

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$1,204	11.6%
Index: 130	Index: 109

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$1,346	12.9%
Index: 105	Index: 88

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,922	18.4%
Index: 122	Index: 103

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$487	4.7%
Index: 166	Index: 139

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$2,524	24.2%
Index: 114	Index: 96

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Post COVID-19 Activities

Behavioural-Vividata | Post COVID-19

Trade Area: Vaughan - Highway 7 West

ENVIRONICS ANALYTICS

Household Population 14+: 7,875

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	14.4	11.0	131
Going to restaurants, bars or night clubs	55.8	55.1	101
Having physical Contact with family and friends	62.0	57.7	107
Participating in group activities	41.2	38.7	106
Partying	20.5	15.8	130
Seeing family and friends in person	64.6	62.8	103
Entertainment			
Attending events, festivals or concerts	43.9	42.9	102
Attending sports events (excludes professional sports)	20.9	18.2	115
Attending to professional sports events or games	27.2	25.4	107
Going to the movies	52.4	45.7	115
Movement & Travel			
Driving more	14.0	16.1	87
Shopping in-store	52.5	42.9	122
Spending time outdoors	37.5	32.5	115
Travelling outside of Canada/ abroad	65.2	53.2	122
Travelling within Canada	54.6	49.9	109
Using public transit	20.8	13.7	152
Personal			
Getting back to old habits	39.1	36.2	108
Going to a salon, barber shop or spa	36.9	33.7	110
Going to the gym	30.5	22.6	135
Education/Work			
Children going back to school	24.4	20.3	120
Going back to work	17.8	17.6	101
Other			
Not Stated	1.3	0.6	230

Benchmark: Southern Ontario

(Base used for Index calculations)

Index Colours:	<80	80 - 110	110+

Media and Social Media Overview

Behavioural | Media Overview

Trade Area: Vaughan - Highway 7 West

Household Population 14+: 7,875

RADIO
Listeners: 79.4%
Index: 98

6.9 Hours/Week*
Index: 92

Top Formats

	Multicultural	Jazz	Traffic
Trade Area	12.0%	15.2%	25.1%
Benchmark	6.2%	9.6%	16.7%

■ Trade Area ■ Benchmark

TELEVISION
Viewers: 90.2%
Index: 95

18.6 Hours/Week*
Index: 89

Top Program Types

	Children's Cartoons	Teen Dramas	News/Current Affairs
Trade Area	37.8%	24.1%	65.1%
Benchmark	30.8%	20.3%	62.0%

■ Trade Area ■ Benchmark

NEWSPAPER
Readers: 28.9%
Index: 95

0.7 Hours/Week*
Index: 114

Top Sections Read

	Arts and Entertainment	Puzzles and Games	Finance or Business
Trade Area	14.5%	12.9%	12.9%
Benchmark	11.7%	10.7%	11.0%

■ Trade Area ■ Benchmark

MAGAZINE
Readers: 73.2%
Index: 101

1.7 Hours/Month*
Index: 119

Top Titles

	Toronto Life	NOW	Best Health
Trade Area	30.2%	14.4%	6.7%
Benchmark	15.9%	7.8%	4.1%

■ Trade Area ■ Benchmark

INTERNET
Users: 98.9%
Index: 101

22.0 Hours online past week*
Index: 100

Top Activities

	Watched Videos	Watched Long Form Videos	Watched Short Form Videos
Trade Area	70.7%	51.8%	62.9%
Benchmark	65.7%	48.4%	60.3%

■ Trade Area ■ Benchmark

DIRECT/OUTDOOR
5 Times used public transit past week*
Index: 175

Top DM Formats Used to Plan/Make Purchases

	Addressed Mail Offers	Brochures	Newsletters
Trade Area	9.8%	12.4%	8.1%
Benchmark	8.2%	10.9%	7.2%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

* Consumption values based to variable's incidence count.

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Activities

Trade Area: Vaughan - Highway 7 West

Household Population 18+: 7,505

FACEBOOK
73.7% currently use

Index: 95

Top Activities (Daily)

- Read news feed: 35.6% (Trade Area), 42.7% (Benchmark)
- Cmt/Like other users' posts: 21.0% (Trade Area), 27.6% (Benchmark)
- Watch videos: 18.2% (Trade Area), 19.5% (Benchmark)

■ Trade Area ■ Benchmark

TWITTER
34.5% currently use

Index: 117

Top Activities (Daily)

- Read tweets: 18.8% (Trade Area), 14.2% (Benchmark)
- Watch videos: 9.7% (Trade Area), 6.4% (Benchmark)
- Send/Receive Direct Msgs: 6.5% (Trade Area), 4.3% (Benchmark)

■ Trade Area ■ Benchmark

INSTAGRAM
46.0% currently use

Index: 118

Top Activities (Daily)

- View photos/videos: 12.6% (Trade Area), 8.5% (Benchmark)
- Like photos/videos: 10.3% (Trade Area), 6.7% (Benchmark)
- Send direct messages: 6.1% (Trade Area), 3.7% (Benchmark)

■ Trade Area ■ Benchmark

LINKEDIN
51.2% currently use

Index: 124

Top Activities (Weekly)

- Read your newsfeed: 7.1% (Trade Area), 4.7% (Benchmark)
- View a job posting: 5.0% (Trade Area), 3.9% (Benchmark)
- Search and review other profiles: 4.7% (Trade Area), 3.6% (Benchmark)

■ Trade Area ■ Benchmark

YOUTUBE
74.7% currently use

Index: 106

Top Activities (Daily)

- Watch videos: 33.4% (Trade Area), 28.0% (Benchmark)
- Watch live videos: 9.0% (Trade Area), 6.8% (Benchmark)
- Like/dislike videos: 8.3% (Trade Area), 8.1% (Benchmark)

■ Trade Area ■ Benchmark

SNAPCHAT
14.4% currently use

Index: 111

Top Activities (Weekly)

- Receive photos/videos: 6.6% (Trade Area), 6.6% (Benchmark)
- Send photos/videos: 5.7% (Trade Area), 5.7% (Benchmark)
- Send direct text messages: 4.4% (Trade Area), 5.9% (Benchmark)

■ Trade Area ■ Benchmark

WHATSAPP
62.5% currently use

Index: 146

Top Activities (Daily)

- Send/receive images: 10.2% (Trade Area), 6.0% (Benchmark)
- Send/receive messages: 9.4% (Trade Area), 5.7% (Benchmark)
- Use group chats: 7.0% (Trade Area), 4.6% (Benchmark)

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: Vaughan - Highway 7 West

Household Population 18+: 7,505

FRIENDS IN ALL SM NETWORKS

33.6%
Index:95

0-49 friends

FREQUENCY OF USE (DAILY)

48.1%
Index:86

Facebook

BRAND INTERACTION

28.6%
Index:83

Like brand on Facebook

NO. OF BRANDS INTERACTED

30.8%
Index:100

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
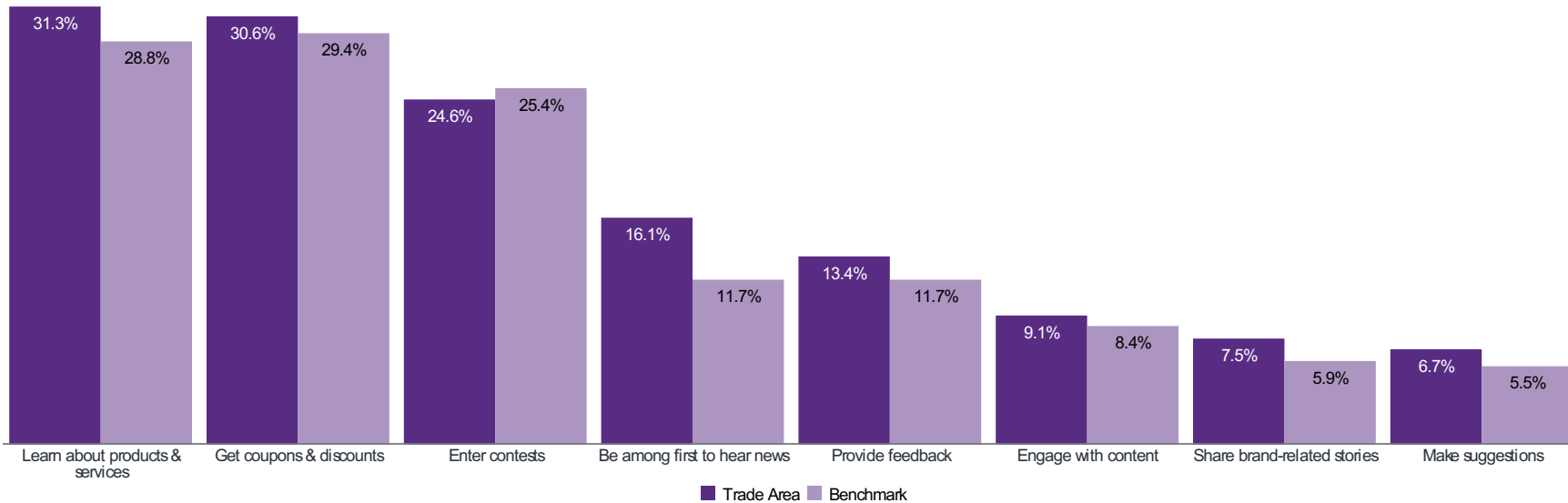
Reason	Trade Area	Benchmark
Learn about products & services	31.3%	28.8%
Get coupons & discounts	30.6%	29.4%
Enter contests	24.6%	25.4%
Be among first to hear news	16.1%	11.7%
Provide feedback	13.4%	11.7%
Engage with content	9.1%	8.4%
Share brand-related stories	7.5%	5.9%
Make suggestions	6.7%	5.5%

■ Trade Area ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS
ANALYTICS

Trade Area: Vaughan - Highway 7 West

Total Household Population 18+: 7,505

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

% Comp **85.5**   Index **97**

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

% Comp **50.5**   Index **104**

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

% Comp **84.9**   Index **101**

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

% Comp **45.5**   Index **111**

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

% Comp **61.6**   Index **109**

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

% Comp **35.9**   Index **119**

Benchmark: Southern Ontario

Ranked by percent composition.

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

| Index Colours: | <80 | 80 - 110 | 110+ |

21

Opticks eShopper | Purchase Preference by Category

Trade Area: Vaughan - Highway 7 West

Total Household Population 18+: 7,505

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
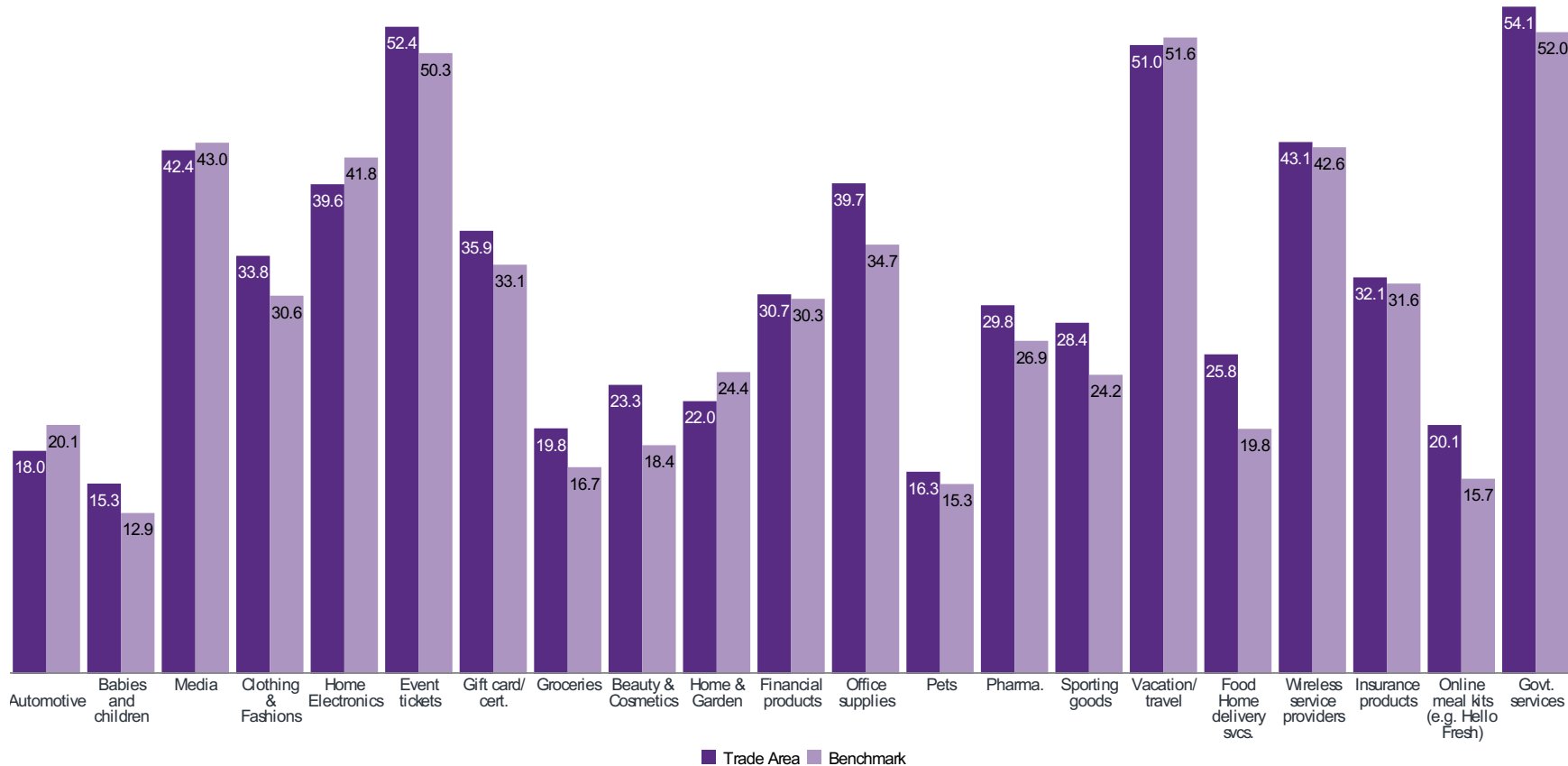
Category	Trade Area	Benchmark
Automotive	18.0	20.1
Babies and children	15.3	12.9
Media	42.4	43.0
Clothing & Fashions	33.8	30.6
Home Electronics	39.6	41.8
Event tickets	52.4	50.3
Gift card/cert.	35.9	33.1
Groceries	19.8	16.7
Beauty & Cosmetics	23.3	18.4
Home & Garden	22.0	24.4
Financial products	30.7	30.3
Office supplies	39.7	34.7
Pets	16.3	15.3
Pharma.	29.8	26.9
Sporting goods	28.4	24.2
Vacation/travel	51.0	51.6
Food Home delivery svcs.	25.8	19.8
Wireless service providers	43.1	42.6
Insurance products	32.1	31.6
Online meal kits (e.g. Hello Fresh)	20.1	15.7
Govt. services	54.1	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Vaughan - Highway 7 West

Total Household Population 18+: 7,505

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	60.5% Index:99	36.0% Index:98	13.8% Index:112	4.6% Index:145
Purchase preference	67.5% Index:90	33.8% Index:111	9.8% Index:99	4.7% Index:182
Customer Service	56.8% Index:92	18.4% Index:103	5.6% Index:98	27.1% Index:125

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	2.9%	4.1%	11.8%	7.4%	5.3%	3.7%
Benchmark	2.0%	4.5%	10.8%	9.5%	4.4%	2.3%

Trade Area ■ Benchmark ■

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Vaughan - Highway 7 West

Total Household Population 18+: 7,505

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	48.9% Index:97	50.8% Index:93	17.0% Index: 109	10.6% Index: 129
Purchase preference	66.0% Index: 97	39.6% Index:95	9.6% Index:87	8.9% Index: 137
Customer Service	48.3% Index:86	24.3% Index:98	6.4% Index: 86	39.5% Index: 107

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	3.5%	5.0%	7.6%	5.3%	8.2%
Benchmark	4.3%	6.4%	6.2%	6.1%	6.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

Trade Area: Vaughan - Highway 7 West

Total Household Population 18+: 7,505

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	41.9% Index:**88**	38.3% Index:**109**	11.4% Index:**104**	4.5% Index:**126**
Purchase preference	51.5% Index:**85**	35.9% Index:108	9.8% Index:**112**	3.6% Index:**118**
Customer Service	32.5% Index:**76**	20.2% Index:**98**	6.8% Index:**111**	31.6% Index:**114**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.7%	5.2%	9.9%	6.1%	2.0%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

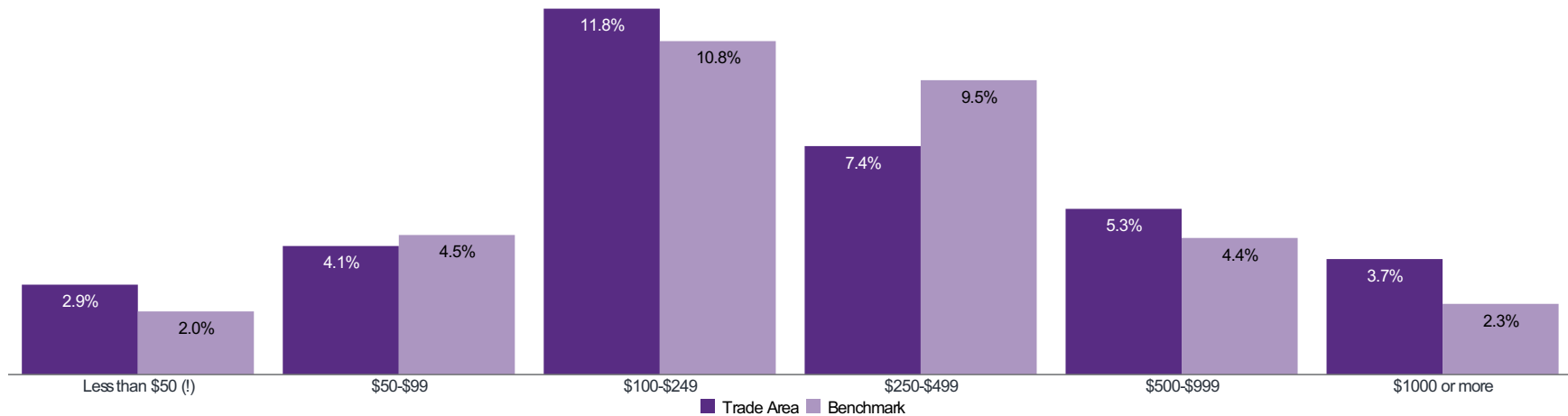# Opticks eShopper | Groceries Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Vaughan - Highway 7 West

Total Household Population 18+: 7,505

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	69.7% Index:97	25.4% Index:103	11.0% Index:99	2.6% Index:97
Purchase preference	79.1% Index:95	19.8% Index:119	6.6% Index:106	3.8% Index:155
Customer Service	64.6% Index:92	14.4% Index:125	4.0% Index:100	19.7% Index:105

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	0.9%	1.8%	3.4%	3.5%	3.7%	8.9%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

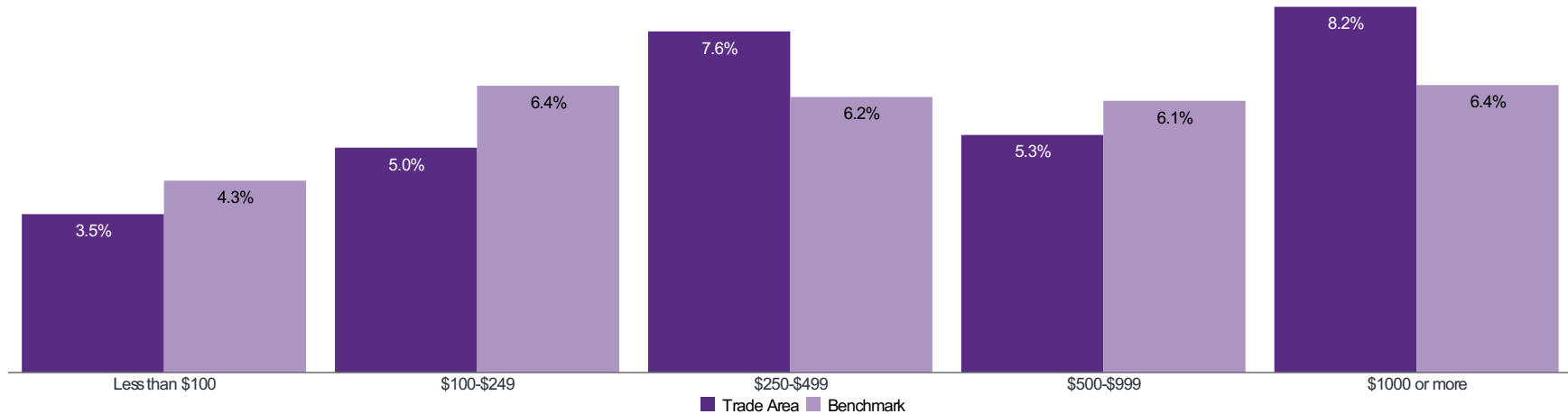# Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Highway 7 West

Total Household Population 18+: 7,505

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	37.0% Index:104	23.1% Index:105	10.3% Index:127	3.8% Index:133
Purchase preference	43.9% Index:95	23.3% Index:127	7.8% Index:122	4.2% Index:183
Customer Service	34.1% Index:94	13.8% Index:110	6.5% Index:149	18.4% Index:125

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	4.7%	4.2%	4.8%	4.3%	1.2%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark
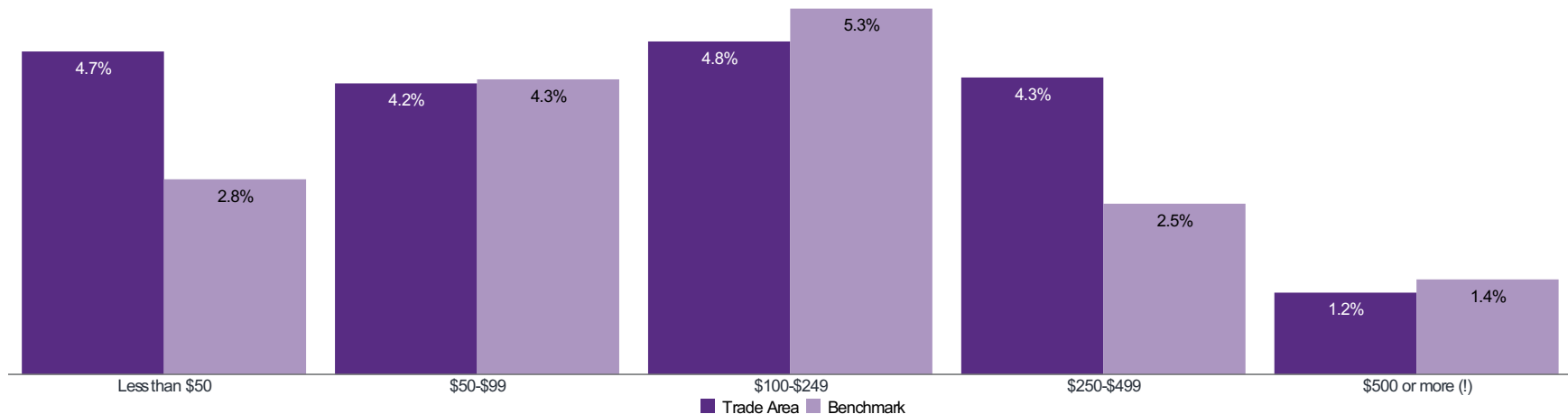
Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

27

Opticks eShopper | Home & Garden Deep Dive
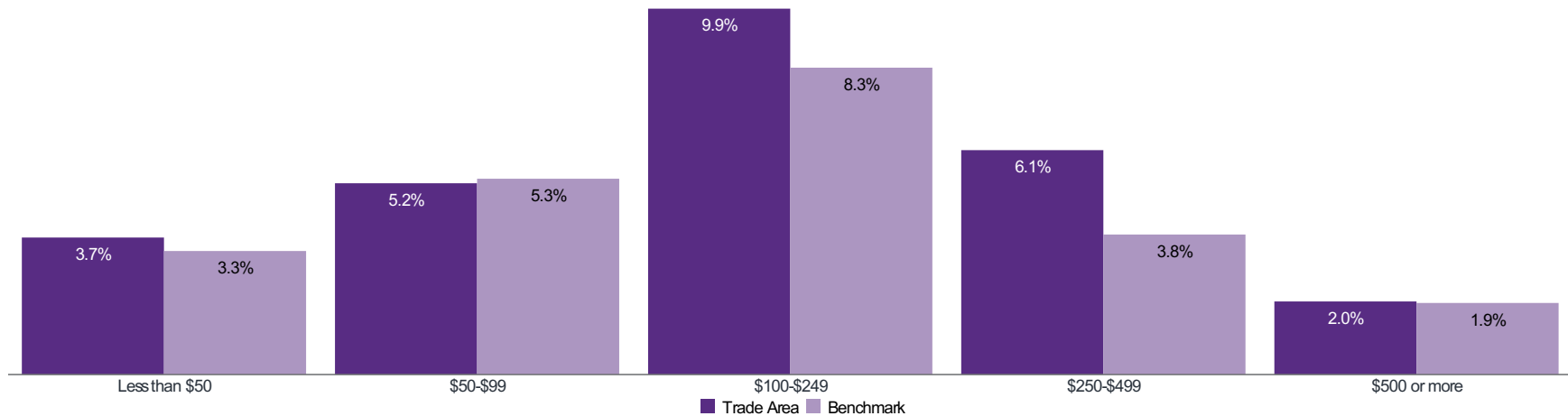
Trade Area: Vaughan - Highway 7 West

Total Household Population 18+: 7,505

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	48.2% Index:93	34.9% Index:92	10.4% Index:91	6.6% Index:115
Purchase preference	62.8% Index:92	22.0% Index:90	6.9% Index:99	4.6% Index:129
Customer Service	46.8% Index:87	13.9% Index:87	5.0% Index:105	24.8% Index:108

AMOUNT SPENT [PST 12 MTHS]

Category	Trade Area	Benchmark
Less than $50 (!)	1.1%	2.2%
$50-$99	2.6%	3.2%
$100-$249	5.5%	4.3%
$250-$499	3.3%	3.2%
$500 or more	3.2%	3.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

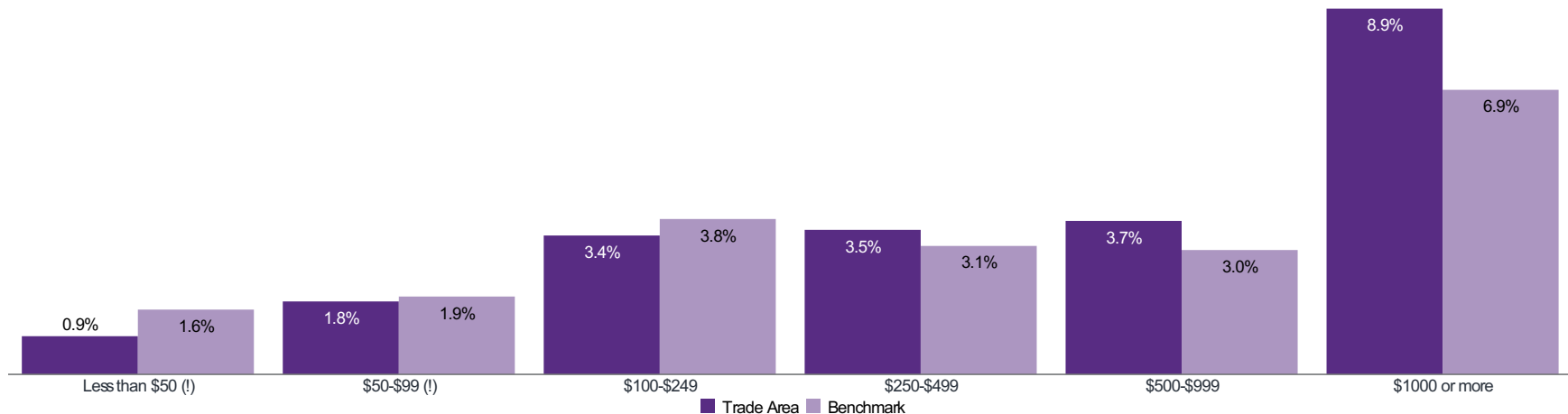# Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Vaughan - Highway 7 West

Total Household Population 18+: 7,505

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	37.7% Index:97	32.2% Index:100	9.8% Index:93	5.9% Index:150
Purchase preference	45.9% Index:88	28.4% Index:117	6.5% Index:87	5.7% Index:189
Customer Service	36.0% Index:86	15.8% Index:104	3.9% Index:76	23.8% Index:116

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	2.5%	3.0%	4.3%	2.7%	3.5%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

■ Trade Area   ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

29

Opticks eShopper | Vacation/Travel Deep Dive

Trade Area: Vaughan - Highway 7 West

Total Household Population 18+: 7,505

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	17.3% Index:84	57.3% Index:99	19.3% Index:128	16.4% Index:102
Purchase preference	22.1% Index:77	51.0% Index:99	6.9% Index:121	22.3% Index:124
Customer Service	22.3% Index:77	27.3% Index:99	6.8% Index:99	46.0% Index:105

AMOUNT SPENT [PST 12 MTHS]
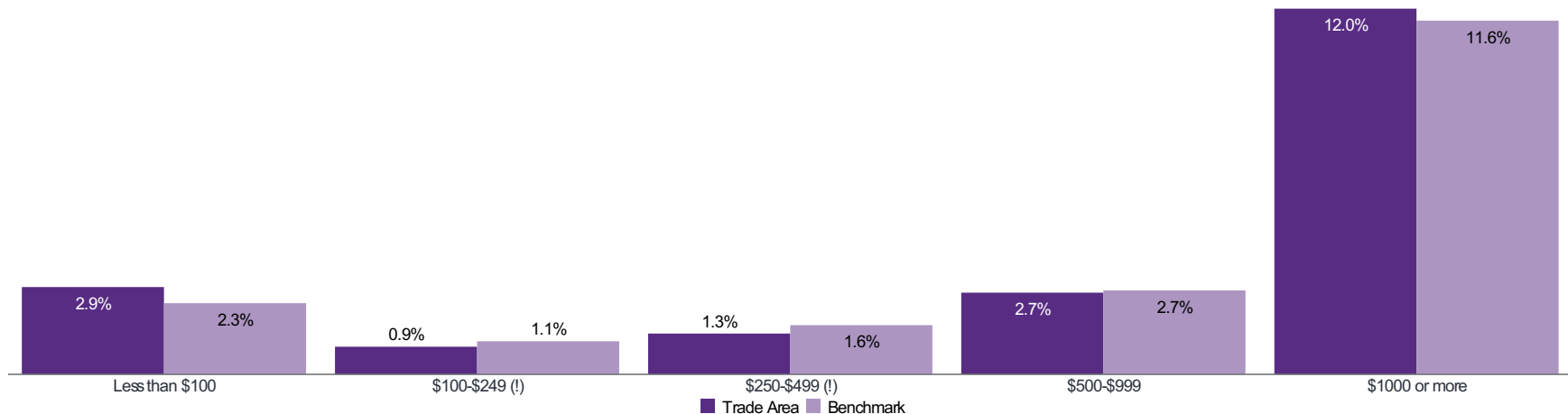
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	2.9%	0.9%	1.3%	2.7%	12.0%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

30

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

Trade Area: Vaughan - Highway 7 West

Households: 2,949

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
66.7%
Index: **98**

Has high quality fresh produce
59.1%
Index: **99**

Has high quality meat department
41.1%
Index: **98**

Carries food/non-food items I need
40.1%
Index: **97**

Carries variety of items and services
34.1%
Index: **95**

Only store that carries what I want
29.6%
Index: **98**

Carries wide variety of ethnic prod.
16.6%
Index: **124**

Has variety of freshly prep. foods/meals
15.6%
Index: **112**

Has special section for dietary needs
10.9%
Index: **88**

Carries variety of organic prod. (!)
9.1%
Index: **80**

Carries selection of alcoholic bev. (^)
3.8%
Index: **99**

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Shopping Experience

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Highway 7 West

Households: 2,949

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me	Easy to get in and get out quickly	Organized layout makes it easy to shop
60.8%	43.1%	39.6%
Index: 102	Index: 100	Index: 95

Short checkout lines/fast checkout	Staff are friendly and knowledgeable	Has extended hours
36.4%	28.8%	28.3%
Index: 102	Index: 85	Index: 103

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
17.2%	12.8%	9.7%
Index: 86	Index: 93	Index: 110

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

ShopperChoice | Store Loyalty - Price and Promo

Trade Area: Vaughan - Highway 7 West

Households: 2,949

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL

PRICE AND PROMO

Store has great sales and promotions

66.9%
Index:**99**

Discover good value when shopping

65.1%
Index:**98**

Store has the lowest prices overall

57.0%
Index:**98**

Store has a customer loyalty card program

49.8%
Index:**100**

Has loyalty prog. app and offers pers. promos

24.5%
Index:**83**

I'm loyal to their store brands

21.1%
Index:**92**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	40.3	40.2	0.1	100
Leave the store and buy it elsewhere	31.6	30.9	0.1	102
Purchase another brand	22.6	21.2	0.1	106
Purchase another size or variety of the same brand (!)	5.5	7.7	0.1	71

Benchmark: Southern Ontario

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

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

Index Colours:	<80	80 - 110	110+

Main Street Visitors

2019 Vaughan - Highway 7 West 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%	1,231,138	100%	6.38%	100	1,213,197	100%	6.29%	100	1,001,285	100%	5.19%	100	1,074,437	100%	5.57%	100	1,866,813	100%	9.67%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	347,767	28.25%	13.54%	212	342,149	28.20%	13.32%	212	297,761	29.74%	11.59%	223	302,017	28.11%	11.76%	211	518,827	27.79%	20.20%	209
3521010	Brampton, ON (CY)	596,084	3.09%	146,830	11.93%	24.63%	386	141,582	11.67%	23.75%	378	113,554	11.34%	19.05%	367	130,119	12.11%	21.83%	392	212,263	11.37%	35.61%	368
3519028	Vaughan, ON (CY)	264,447	1.37%	172,922	14.05%	65.39%	1025	164,437	13.55%	62.18%	989	154,158	15.40%	58.29%	1124	163,565	15.22%	61.85%	1111	192,752	10.33%	72.89%	754
3521005	Mississauga, ON (CY)	642,951	3.33%	70,277	5.71%	10.93%	171	68,590	5.65%	10.67%	170	60,305	6.02%	9.38%	181	59,253	5.51%	9.22%	166	117,965	6.32%	18.35%	190
3519036	Markham, ON (CY)	301,247	1.56%	51,549	4.19%	17.11%	268	52,489	4.33%	17.42%	277	42,361	4.23%	14.06%	271	46,486	4.33%	15.43%	277	82,099	4.40%	27.25%	282
3519038	Richmond Hill, ON (T)	181,750	0.94%	54,194	4.40%	29.82%	468	53,833	4.44%	29.62%	471	45,870	4.58%	25.24%	487	49,139	4.57%	27.04%	486	75,490	4.04%	41.53%	429
3543042	Barrie, ON (CY)	129,621	0.67%	22,133	1.80%	17.07%	268	21,613	1.78%	16.67%	265	17,057	1.70%	13.16%	254	20,203	1.88%	15.59%	280	35,651	1.91%	27.50%	284
3525005	Hamilton, ON (C)	483,265	2.50%	18,733	1.52%	3.88%	61	18,248	1.50%	3.78%	60	11,934	1.19%	2.47%	48	12,354	1.15%	2.56%	46	33,125	1.77%	6.85%	71
3521024	Caledon, ON (T)	68,255	0.35%	21,238	1.73%	31.12%	488	19,634	1.62%	28.77%	458	18,551	1.85%	27.18%	524	20,449	1.90%	29.96%	538	28,469	1.53%	41.71%	431
3519048	Newmarket, ON (T)	73,196	0.38%	18,272	1.48%	24.96%	391	17,306	1.43%	23.64%	376	15,589	1.56%	21.30%	411	16,479	1.53%	22.51%	404	27,397	1.47%	37.43%	387

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2019 Vaughan - Highway 7 West 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
7,794	7,248	93.0	6,230	79.9	6,224	79.9	6,797	87.2	7,468	95.8

2019 Vaughan - Highway 7 West 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	1,894,428	7,468	0.4	1,886,960	99.6

ENVIRONICS ANALYTICS

2020 Vaughan - Highway 7 West 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+ #	% of Total	Spring 2020 #	% of Total	% Pen	Index	Summer 2020 #	% of Total	% Pen	Index	Fall 2020 #	% of Total	% Pen	Index	Winter 2020 #	% of Total	% Pen	Index	Full Year 2020 #	% of Total	% Pen	Index
	Total	19,302,713	100%	609,478	100%	3.16%	100	889,434	100%	4.61%	100	846,454	100%	4.39%	100	815,636	100%	4.23%	100	1,377,890	100%	7.14%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	197,600	32.42%	7.69%	244	273,340	30.73%	10.64%	231	275,163	32.51%	10.71%	244	244,720	30.00%	9.53%	225	426,155	30.93%	16.59%	232
3519028	Vaughan, ON (CY)	264,447	1.37%	124,887	20.49%	47.23%	1496	165,718	18.63%	62.67%	1360	158,598	18.74%	59.97%	1368	149,933	18.38%	56.70%	1342	186,138	13.51%	70.39%	986
3521010	Brampton, ON (CY)	596,084	3.09%	61,513	10.09%	10.32%	327	100,855	11.34%	16.92%	367	100,600	11.88%	16.88%	385	84,173	10.32%	14.12%	334	150,894	10.95%	25.31%	355
3521005	Mississauga, ON (CY)	642,951	3.33%	30,064	4.93%	4.68%	148	43,485	4.89%	6.76%	147	43,922	5.19%	6.83%	156	43,207	5.30%	6.72%	159	80,767	5.86%	12.56%	176
3519038	Richmond Hill, ON (T)	181,750	0.94%	25,890	4.25%	14.24%	451	40,741	4.58%	22.42%	486	38,298	4.52%	21.07%	481	39,182	4.80%	21.56%	510	63,565	4.61%	34.97%	490
3519036	Markham, ON (CY)	301,247	1.56%	18,123	2.97%	6.02%	191	30,829	3.47%	10.23%	222	27,453	3.24%	9.11%	208	28,217	3.46%	9.37%	222	52,204	3.79%	17.33%	243
3543042	Barrie, ON (CY)	129,621	0.67%	11,011	1.81%	8.50%	269	12,864	1.45%	9.92%	215	12,480	1.47%	9.63%	220	14,653	1.80%	11.30%	268	25,209	1.83%	19.45%	272
3521024	Caledon, ON (T)	68,255	0.35%	10,272	1.69%	15.05%	477	17,372	1.95%	25.45%	552	16,020	1.89%	23.47%	535	16,208	1.99%	23.75%	562	24,651	1.79%	36.12%	506
3525005	Hamilton, ON (C)	483,265	2.50%	7,383	1.21%	1.53%	48	11,029	1.24%	2.28%	50	9,760	1.15%	2.02%	46	8,664	1.06%	1.79%	42	20,934	1.52%	4.33%	61
3519048	Newmarket, ON (T)	73,196	0.38%	7,706	1.26%	10.53%	333	10,769	1.21%	14.71%	319	9,316	1.10%	12.73%	290	11,655	1.43%	15.92%	377	18,347	1.33%	25.07%	351

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2020 Vaughan - Highway 7 West Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2020 Visitors #	% Pen	Summer 2020 Visitors #	% Pen	Fall 2020 Visitors #	% Pen	Winter 2020 Visitors #	% Pen	Full Year 2020 Visitors #	% Pen
7,794	5,653	72.5	6,070	77.9	6,099	78.3	5,791	74.3	6,784	87.0

2020 Vaughan - Highway 7 West 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	1,390,573	6,784	0.5	1,383,789	99.5

2021 Vaughan - Highway 7 West 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%	647,476	100%	3.35%	100	1,252,983	100%	6.49%	100	1,193,184	100%	6.18%	100	850,105	100%	4.40%	100	1,660,518	100%	8.60%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	210,334	32.49%	8.19%	244	391,829	31.27%	15.25%	235	364,660	30.56%	14.20%	230	287,754	33.85%	11.20%	254	514,940	31.01%	20.05%	233
3519028	Vaughan, ON (CY)	264,447	1.37%	132,587	20.48%	50.14%	1495	191,624	15.29%	72.46%	1116	193,323	16.20%	73.10%	1183	164,375	19.34%	62.16%	1411	204,764	12.33%	77.43%	900
3521010	Brampton, ON (CY)	596,084	3.09%	69,312	10.70%	11.63%	347	144,562	11.54%	24.25%	374	142,425	11.94%	23.89%	387	95,485	11.23%	16.02%	364	186,617	11.24%	31.31%	364
3521005	Mississauga, ON (CY)	642,951	3.33%	31,246	4.83%	4.86%	145	63,010	5.03%	9.80%	151	63,123	5.29%	9.82%	159	41,750	4.91%	6.49%	147	96,933	5.84%	15.08%	175
3519038	Richmond Hill, ON (T)	181,750	0.94%	28,731	4.44%	15.81%	471	62,222	4.97%	34.23%	527	62,117	5.21%	34.18%	553	37,535	4.42%	20.65%	469	77,709	4.68%	42.76%	497
3519036	Markham, ON (CY)	301,247	1.56%	20,174	3.12%	6.70%	200	45,046	3.60%	14.95%	230	46,115	3.86%	15.31%	248	25,138	2.96%	8.34%	189	62,391	3.76%	20.71%	241
3521024	Caledon, ON (T)	68,255	0.35%	11,194	1.73%	16.40%	489	24,732	1.97%	36.23%	558	25,983	2.18%	38.07%	616	17,706	2.08%	25.94%	589	28,710	1.73%	42.06%	489
3543042	Barrie, ON (CY)	129,621	0.67%	8,895	1.37%	6.86%	205	18,125	1.45%	13.98%	215	18,518	1.55%	14.29%	231	12,616	1.48%	9.73%	221	27,186	1.64%	20.97%	244
3525005	Hamilton, ON (C)	483,265	2.50%	6,601	1.02%	1.37%	41	13,408	1.07%	2.77%	43	13,877	1.16%	2.87%	46	8,181	0.96%	1.69%	38	23,550	1.42%	4.87%	57
3519048	Newmarket, ON (T)	73,196	0.38%	6,756	1.04%	9.23%	275	15,168	1.21%	20.72%	319	13,847	1.16%	18.92%	306	9,730	1.14%	13.29%	302	20,618	1.24%	28.17%	327

Index Legend	Under 80	110 to 119	120 to 149	Over 150

2021 Vaughan - Highway 7 West 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
7,794	5,664	72.7	6,817	87.5	7,908	101.5	6,582	84.5	7,539	96.7

2021 Vaughan - Highway 7 West 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	1,684,176	7,539	0.4	1,676,637	99.6

ENVIRONICS
ANALYTICS

ENVIRONICS ANALYTICS

Customers: Vaughan Highway 7 West - FY 2021: Sum_Unique_Visitors

Total Customers: 1,054,384

Top 5 segments represent 42.6% of customers in Southern Ontario

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15 SOUTH ASIAN ENTERPRISE

U4 URBAN DIVERSITY — LARGE DIVERSE FAMILIES F2
Urban, upper-middle-income South Asian Families

Rank:	1
Customers:	154,435
Customers %:	14.65
% in Benchmark:	5.76
Index:	254

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.
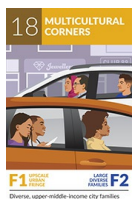
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08 MULTICULTURE-ISH

S2 UPSCALE SUBURBAN DIVERSITY — LARGE DIVERSE FAMILIES F2
Upscale, multi-ethnic suburban families

Rank:	2
Customers:	134,187
Customers %:	12.73
% in Benchmark:	5.19
Index:	245

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.

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05 FIRST-CLASS FAMILIES

S1 SUBURBAN ELITE — LARGE DIVERSE FAMILIES F2
Large, well-off suburban families

Rank:	3
Customers:	56,495
Customers %:	5.36
% in Benchmark:	4.16
Index:	129

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.

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18 MULTICULTURAL CORNERS

F1 UPSCALE URBAN FRINGE — LARGE DIVERSE FAMILIES F2
Diverse, upper-middle-income city families

Rank:	4
Customers:	53,331
Customers %:	5.06
% in Benchmark:	3.76
Index:	135

The middle-aged families of Multicultural Corners create an exceptionally diverse portrait. More than a third of households contain foreign-born residents—from the Caribbean, Central America, Europe and Asia—though no one culture dominates. About a fifth of the population speak a non-official language and more than 40 percent identify as visible minorities—including black, Latin American, Arabic and South Asian. Having immigrated to Canada before 2000, these first and second generation Canadians have moved beyond gateway communities to the urban fringe areas of cities like Toronto, Calgary, Ottawa and Edmonton. They've turned their moderate educations into upper-middle-class incomes earned from service sector and white-collar jobs. They typically own single-detached and row houses suitable for their relatively large families with older children; more than a third of households contain four or more people. In these neighbourhoods where one of the stronger values is Financial Security, residents have been more mindful of their spending due to the economic uncertainty caused by COVID-19. With that said, in normal times they enjoy travelling and tend to stay at all-inclusive resorts and book cultural trips and eco-tours.

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19 FAMILY MODE

S3 UPPER-MIDDLE SUBURBIA — MIDDLE-AGE FAMILIES F3
Suburban, upscale middle-aged families

Rank:	5
Customers:	50,316
Customers %:	4.77
% in Benchmark:	4.68
Index:	102

Comprising more than a million people, Family Mode is one of the largest segments—and growing. Home to large, suburban families living in recently built houses, this lifestyle is rooted in midsize cities surrounding large metro areas. Its neighbourhoods are filled with maintainers between 35 and 54, and children over the age of 10. These middle-aged adults have used their mostly high school and college educations to land a variety of decent-paying jobs—from blue-collar to management level—in industries like retail, public administration, education and utilities. Thanks to dual-income households, their upscale incomes allow them to purchase single-detached houses valued at nearly $450,000—close to the national average. As in other suburban family segments, sports are central to the Family Mode lifestyle, with many garages filled with skiing, golfing and hockey equipment, as well as trailers and boats. Family Mode members make an Effort Toward Health, often working out at fitness clubs and enrolling their kids in soccer, swimming and ice skating.

Benchmark: Southern Ontario

Index Colours:	<80	80 - 110	110+