Community Profile: Vaughan – Thornhill (Centre Street)

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

Date: February 24, 2022

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Vaughan - Thornhill (Centre Street)
Main Street Boundary and Trade Area

ENVIRONICS
ANALYTICS

Dufferin St

Centre St

Centre St

7

38

38

407

53

| | 0 | 0.4 | 0.8 km |
| 0 | 0.3 | 0.5 mi |

| | 15 - Min Walk Time |
| | Main Street Boundary |

2022-01-12 12:56 PM

1
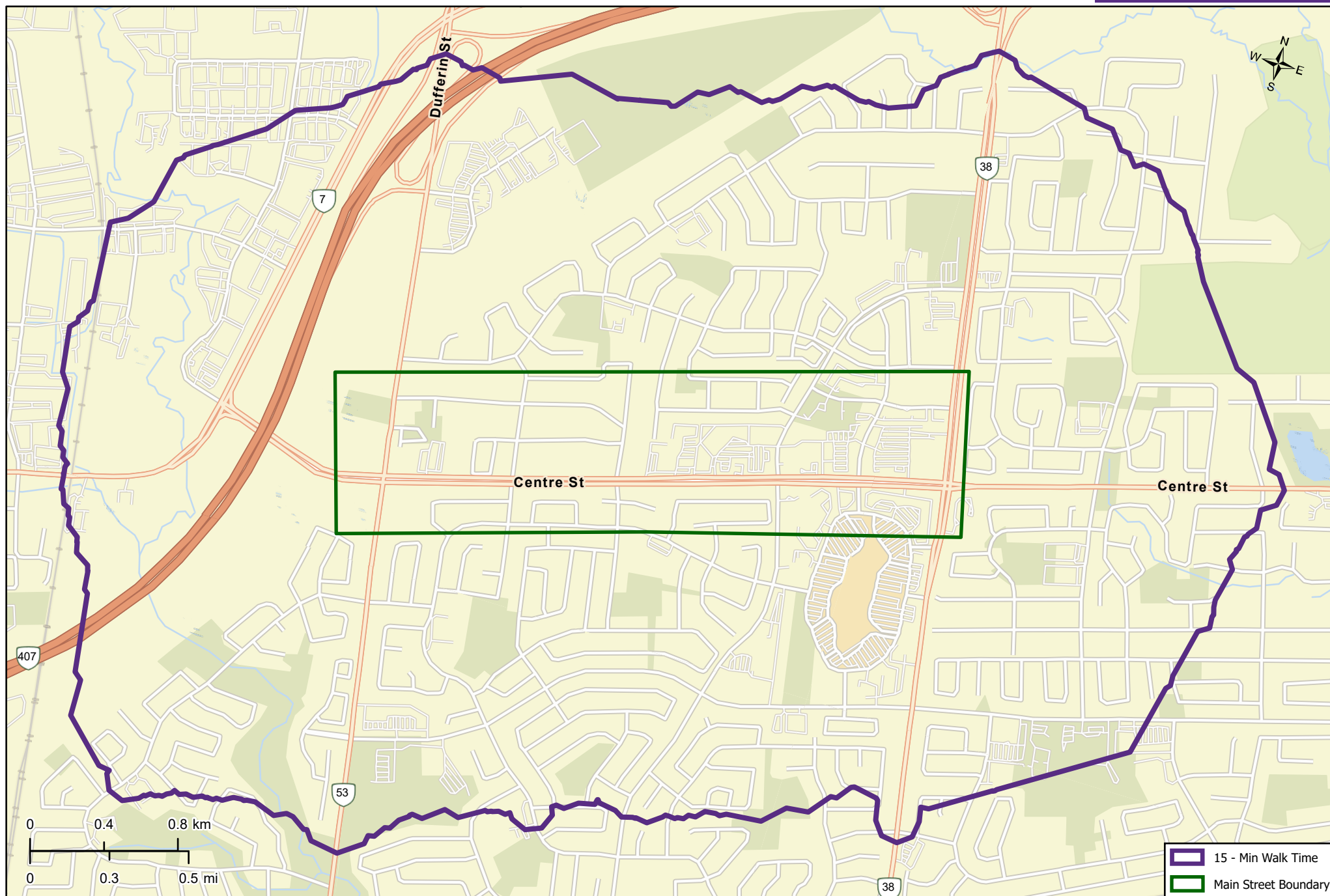
Demographics, PRIZM Profile, and Psychographics

Demographics | Population & Households

Trade Area: Vaughan - Thornhill (Centre Street)

ENVIRONICS
ANALYTICS

POPULATION
36,484

HOUSEHOLDS
12,992

MEDIAN MAINTAINER AGE
59
Index:**109**

MARITAL STATUS
58.3%
Index: **101**

Married/Common-Law

FAMILY STATUS*
55.3%
Index:**118**

Couples With Children At Home

HOUSEHOLD SIZE

	1 Person	2 Persons	3 Persons	4 Persons	5+ Persons
Trade Area	20%	29%	18%	18%	14%
Benchmark	24%	33%	16%	17%	10%
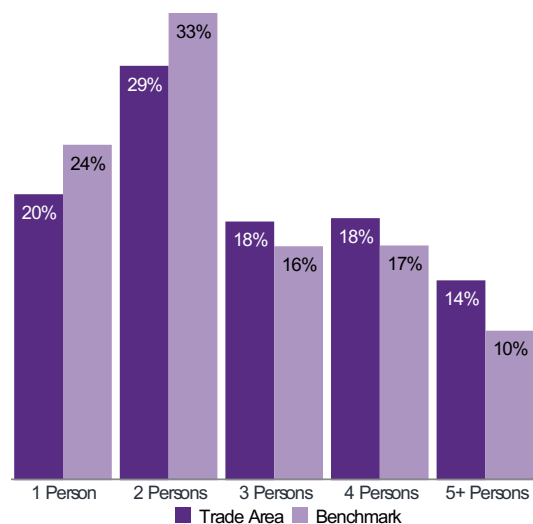
POPULATION BY AGE

	Count	%	Index
0 to 4	1,372	3.8	74
5 to 9	1,481	4.1	75
10 to 14	1,805	4.9	87
15 to 19	2,329	6.4	108
20 to 24	2,665	7.3	109
25 to 29	2,651	7.3	104
30 to 34	2,165	5.9	89
35 to 39	1,845	5.1	78
40 to 44	1,740	4.8	77
45 to 49	1,958	5.4	86
50 to 54	2,369	6.5	99
55 to 59	3,088	8.5	116
60 to 64	3,192	8.7	130
65 to 69	2,725	7.5	132
70 to 74	2,140	5.9	123
75 to 79	1,281	3.5	106
80 to 84	864	2.4	108
85+	813	2.2	101

AGE OF CHILDREN AT HOME
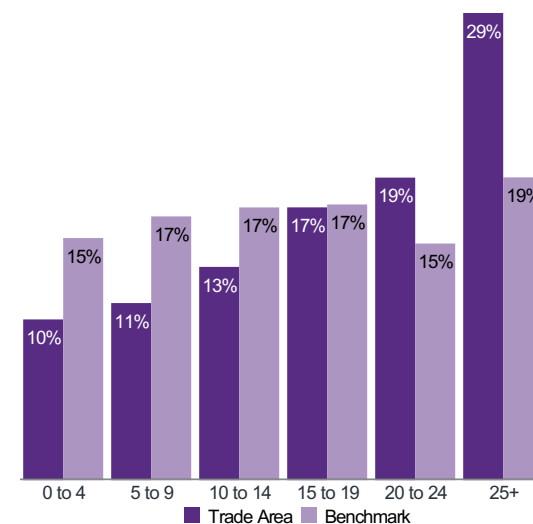
	0 to 4	5 to 9	10 to 14	15 to 19	20 to 24	25+
Trade Area	10%	11%	13%	17%	19%	29%
Benchmark	15%	17%	17%	17%	15%	19%

Benchmark: Southern Ontario

Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Vaughan - Thornhill (Centre Street)   **Population:** 36,484 | **Households:** 12,992

TENURE

Rented 16.3%
Owned 83.7%

STRUCTURE TYPE

63.6%
Houses
Index: **82**
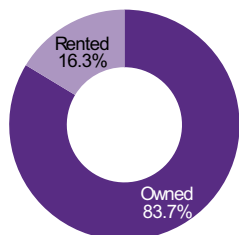
36.4%
Apartments
Index: **165**

AGE OF HOUSING*

30 - 39 Years Old

% Comp: **41.7**   Index: **298**

AVERAGE HOUSEHOLD INCOME

$161,456

Index: **140**

HOUSEHOLD INCOME DISTRIBUTION
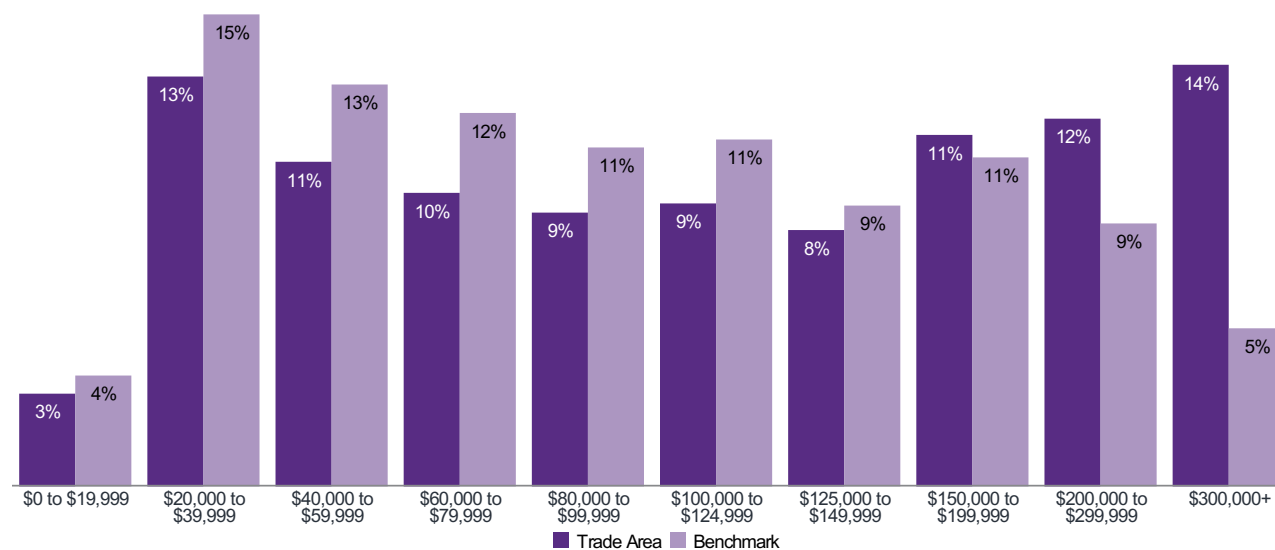
Income Range	Trade Area	Benchmark
$0 to $19,999	3%	4%
$20,000 to $39,999	13%	15%
$40,000 to $59,999	11%	13%
$60,000 to $79,999	10%	12%
$80,000 to $99,999	9%	11%
$100,000 to $124,999	9%	11%
$125,000 to $149,999	8%	9%
$150,000 to $199,999	11%	11%
$200,000 to $299,999	12%	9%
$300,000+	14%	5%

■ 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 - Thornhill (Centre Street)

ENVIRONICS ANALYTICS

Population: 36,484 | **Households:** 12,992

EDUCATION

46.1%
Index:**173**

University Degree

LABOUR FORCE PARTICIPATION

64.8%
Index:**99**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

33.4%
Index:**92**

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

7.9%
Index:**182**

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT
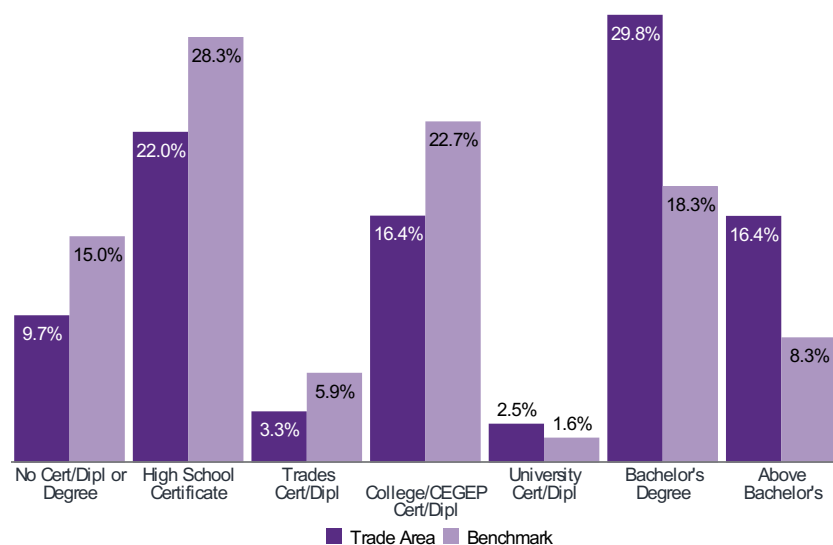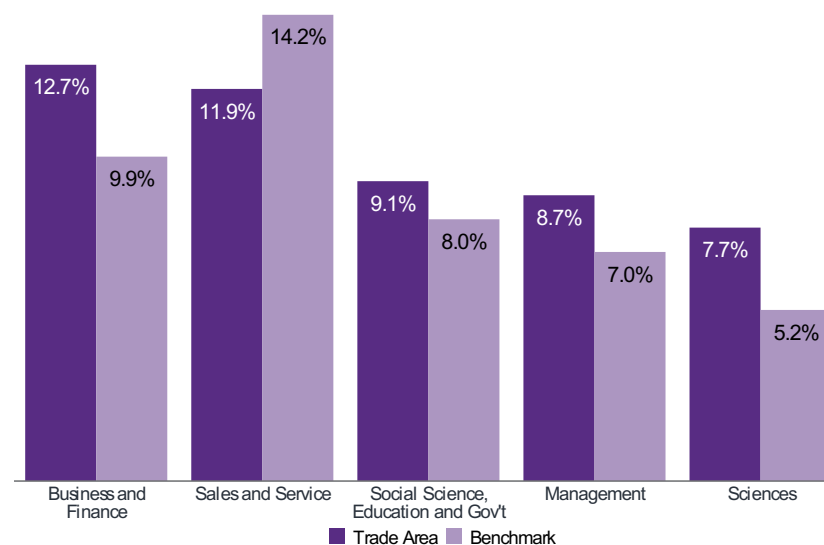
Category	Trade Area	Benchmark
No Cert/Dipl or Degree	9.7%	15.0%
High School Certificate	22.0%	28.3%
Trades Cert/Dipl	3.3%	5.9%
College/CEGEP Cert/Dipl	16.4%	22.7%
University Cert/Dipl	2.5%	1.6%
Bachelor's Degree	29.8%	18.3%
Above Bachelor's	16.4%	8.3%

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

Category	Trade Area	Benchmark
Business and Finance	12.7%	9.9%
Sales and Service	11.9%	14.2%
Social Science, Education and Gov't	9.1%	8.0%
Management	8.7%	7.0%
Sciences	7.7%	5.2%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

Demographics | Diversity

Trade Area: Vaughan - Thornhill (Centre Street)

Population: 36,484 | **Households:** 12,992

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
0.2%	31.0%	3.8%	49.3%	2001 to 2005
Index:9	Index:107	Index:187	Index:187	6.5%　Index:229
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

Chinese: 9.8% (Trade Area), 5.1% (Benchmark)
South Asian: 5.9% (Trade Area), 9.9% (Benchmark)
West Asian: 3.5% (Trade Area), 1.2% (Benchmark)
Korean: 3.2% (Trade Area), 0.5% (Benchmark)
Filipino: 3.2% (Trade Area), 1.5% (Benchmark)

■ Trade Area　■ Benchmark
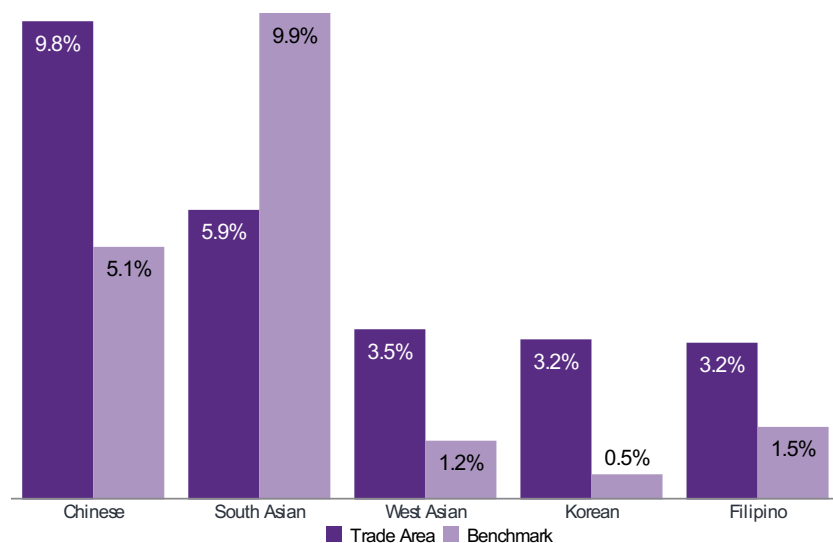
LANGUAGES SPOKEN AT HOME: TOP 5**
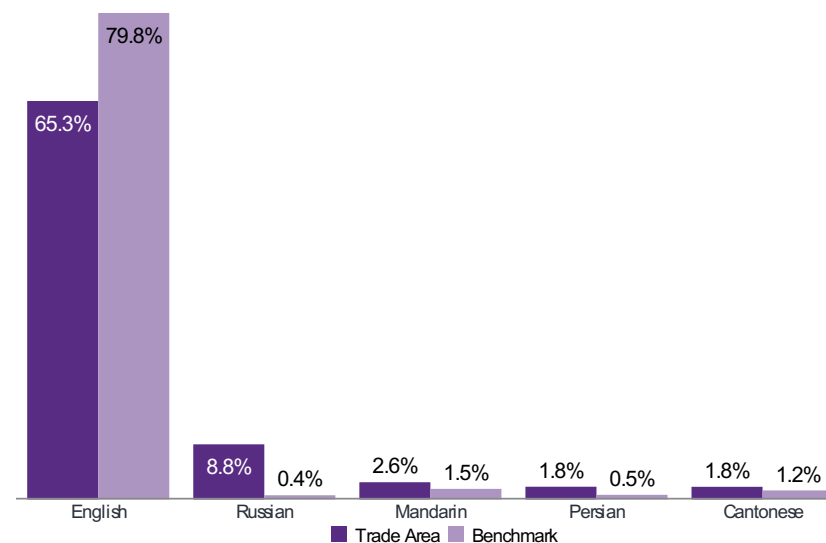
English: 65.3% (Trade Area), 79.8% (Benchmark)
Russian: 8.8% (Trade Area), 0.4% (Benchmark)
Mandarin: 2.6% (Trade Area), 1.5% (Benchmark)
Persian: 1.8% (Trade Area), 0.5% (Benchmark)
Cantonese: 1.8% (Trade Area), 1.2% (Benchmark)

■ Trade Area　■ Benchmark

Benchmark: Southern Ontario

*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours:	<80	80 - 110	110+

6

Top 5 segments represent **87.8%** of households in Vaughan - Thornhill (Centre Street)

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07 MATURE & SECURE

F1 UPSCALE URBAN FRINGE / OLDER FAMILIES & EMPTY NESTS M1

Older and mature upscale city dwellers

Rank:	1
Hhlds:	6,463
Hhld %:	49.74
% in Benchmark:	2.25
Index:	2,207

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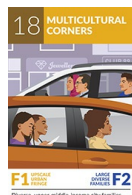are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11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

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20 NEW ASIAN HEIGHTS

F2 DIVERSE URBAN FRINGE / YOUNGER SINGLES & COUPLES Y2

Younger, educated Asian singles and couples

Rank:	2
Hhlds:	2,850
Hhld %:	21.94
% in Benchmark:	1.14
Index:	1,929

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.

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18 MULTICULTURAL CORNERS

F1 UPSCALE URBAN FRINGE / LARGE DIVERSE FAMILIES F2

Diverse, upper-middle-income city families

Rank:	3
Hhlds:	1,057
Hhld %:	8.13
% in Benchmark:	3.28
Index:	248

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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61 CAME FROM AWAY

U4 URBAN DIVERSITY / MIDDLE-AGE FAMILIES F3

Multi-ethnic, middle-aged urban renters

Rank:	4
Hhlds:	673
Hhld %:	5.18
% in Benchmark:	1.77
Index:	292

Once home to young immigrants, Came From Away communities are showing their middle age. The highest concentration of residents are between 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign-born—fourth highest among all segments—and they hail from all over. Many are singles and lone-parent families who live in high-rise apartments in Toronto and a handful of other large cities; almost 40 percent of the populace speak a non-official language. While their educational achievement ranges from grade school to university, most residents hold low-paying jobs in manufacturing, services and the trades. Downscale incomes and economic uncertainty contribute to the segment's transience; more than half of households moved in the past five years and over 80 percent are renters. But even with tight budgets, many Came From Away members enjoy the leisure pursuits offered by their urban settings, with high rates for going to nightclubs, jazz concerts and billiards halls; families head for theme parks, aquariums and zoos. Hooked on their mobile phones for media and shopping, they're the top-ranked segment for Ostentatious Consumption, hoping to impress others with purchases that symbolize affluence, including the latest tech devices.

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01 THE A-LIST

U1 URBAN ELITE / OLDER FAMILIES & EMPTY NESTS M1

Very wealthy cosmopolitan families and couples

Rank:	5
Hhlds:	371
Hhld %:	2.86
% in Benchmark:	0.49
Index:	585

The A-List is Canada's most affluent segment, an urban sanctuary filled with very wealthy couples and families living in stately homes. With household incomes topping a half-million dollars—more than five times the national average—residents inhabit some of the nation's most exclusive neighbourhoods, such as Toronto's Bridal Path and Rosedale, Calgary's Upper Mount Royal and Elbow Park, and Montreal's Westmount. Here, middle-aged and older maintainers—with children ranging in age from 10 to 25—live in the lap of luxury and within an easy commute to downtown arts and entertainment venues. The adults are university educated—more than half hold bachelor's or graduate degrees—and well compensated from executive positions in business, management, real estate and the arts. Of those in the labour force, one in four is self-employed. Most can easily afford their multi-million-dollar houses, where their garages shelter multiple imported luxury cars. Pillars of the community, The A-List residents are active philanthropists who support local charities of every stripe, and when time permits, serve as volunteers as well. As consumers, they appreciate marketing messages that appeal to their individuality (Pursuit of Originality).

Benchmark: Southern Ontario

Psychographics | SocialValues Overview

Trade Area: Vaughan - Thornhill (Centre Street)

⬆ Strong Values

Values	Index
Advertising as Stimulus	120
Brand Genuineness	119
Confidence in Big Business	117
Duty	115
Enthusiasm for Technology	113
Status via Home	112
Ostentatious Consumption	111
Skepticism Toward Small Business	110
Ecological Fatalism	109
Adaptability to Complexity	108

⬇ Weak Values

Values	Index
Attraction to Nature	60
Utilitarian Consumerism	71
Brand Apathy	78
Social Intimacy	79
Financial Concern Regarding the Future	80
Confidence in Small Business	81
Importance of Price	81
Primacy of the Family	81
Aversion to Complexity	82
Cultural Assimilation	83

⭐ Descriptions | Top 3 Strong Values

Advertising as Stimulus

Tendency to enjoy viewing advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards.

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.

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.

⭐ 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.

Utilitarian Consumerism

Tendency to base purchase decisions on utilitarian rather than aesthetic considerations. Measures the attention given to utility of objects and products purchased. People strong on this construct seldom buy products purely for their appearance. Lack of a need to engage in personal expression through aesthetic means.

Brand Apathy

Giving little weight to the brand name of a product or service; a tendency to favour no brands in particular over others and being unwilling to pay a price premium for a brand.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Vaughan - Thornhill (Centre Street)

WealthScapes Households: 12,912

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 163,492	$ 124,946	$ 91,795	$ 6,685
Index: 141	Index: 137	Index: 143	Index: 187

WEALTH*

Net Worth

% Holders
99.9%   Index: 100

Balance
$1,489,813
Index: 202

ASSETS*

Savings

% Holders
95.4%   Index: 100

Balance
$127,145
Index: 166

Investments

% Holders
69.9%   Index: 117

Balance
$580,323
Index: 172

Unlisted Shares

% Holders
19.1%   Index: 154

Balance
$599,190
Index: 188

Real Estate

% Holders
85.1%   Index: 112

Balance
$1,278,790
Index: 171

Liquid Assets

% Holders
98.4%   Index: 100

Balance
$625,776
Index: 189

DEBT*

Consumer Debt

% Holders
92.8%   Index: 102

Balance
$100,082
Index: 151

Mortgage Debt

% Holders
48.4%   Index: 104

Balance
$490,694
Index: 165

FINANCIAL RATIO

Debt:Asset

% Holders
0.18%   Index: 85

Benchmark: Southern Ontario

% 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: Vaughan - Thornhill (Centre Street)   **WealthScapes Households:** 12,912

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.18	0.54	1.01	0.52
Index:85	Index: 88	Index:108	Index:86

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.07	1.77	0.22	2.56
Index:33	Index:101	Index:90	Index:111

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Vaughan - Thornhill (Centre Street)

Households: 12,992

Total Aggregate Current Consumption: $1,426,284,839

Average Current Consumption	Average Household Income	Average Disposable Income
$109,782	$160,878	$121,449
Index: 134	Index: 140	Index: 135

Shelter
Avg. Dollars/Household	Pct. of Total Expenditure
$27,030	24.6%
Index: 129	Index: 96

Food
Avg. Dollars/Household	Pct. of Total Expenditure
$17,046	15.5%
Index: 133	Index: 99

Transportation
Avg. Dollars/Household	Pct. of Total Expenditure
$15,947	14.5%
Index: 116	Index: 86

Household Operation
Avg. Dollars/Household	Pct. of Total Expenditure
$8,027	7.3%
Index: 140	Index: 104

Health Care
Avg. Dollars/Household	Pct. of Total Expenditure
$7,139	6.5%
Index: 131	Index: 97

Household Furnishings
Avg. Dollars/Household	Pct. of Total Expenditure
$6,825	6.2%
Index: 171	Index: 127

Recreation
Avg. Dollars/Household	Pct. of Total Expenditure
$6,649	6.1%
Index: 139	Index: 103

Education
Avg. Dollars/Household	Pct. of Total Expenditure
$6,234	5.7%
Index: 290	Index: 216

Clothing
Avg. Dollars/Household	Pct. of Total Expenditure
$4,689	4.3%
Index: 142	Index: 105

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

Trade Area: Vaughan - Thornhill (Centre Street)   **Households:** 12,992

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$160,878	$17,046	$5,779	$11,266
Index: 140	Index: 133	Index: 143	Index: 129

Total Aggregate Food Expenditure: $ 221,459,373

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$1,089	9.7%
Index: 125	Index: 97

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$641	5.7%
Index: 126	Index: 98

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$1,593	14.1%
Index: 145	Index: 113

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$1,356	12.0%
Index: 147	Index: 114

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$1,619	14.4%
Index: 126	Index: 98

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,963	17.4%
Index: 125	Index: 97

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$472	4.2%
Index: 161	Index: 125

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$2,533	22.5%
Index: 115	Index: 89

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

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Thornhill (Centre Street)　　　　　　　　**Household Population 14+:** 32,044

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	13.0	11.0	118
Going to restaurants, bars or night clubs	56.6	55.1	103
Having physical Contact with family and friends	58.8	57.7	102
Participating in group activities	39.4	38.7	102
Partying	18.6	15.8	118
Seeing family and friends in person	62.9	62.8	100
Entertainment			
Attending events, festivals or concerts	44.7	42.9	104
Attending sports events (excludes professional sports)	20.2	18.2	111
Attending to professional sports events or games	29.7	25.4	117
Going to the movies	49.7	45.7	109
Movement & Travel			
Driving more	18.5	16.1	115
Shopping in-store	51.5	42.9	120
Spending time outdoors	36.2	32.5	111
Travelling outside of Canada/ abroad	63.1	53.2	119
Travelling within Canada	52.3	49.9	105
Using public transit	19.5	13.7	142
Personal			
Getting back to old habits	39.3	36.2	109
Going to a salon, barber shop or spa	37.5	33.7	111
Going to the gym	29.0	22.6	129
Education/Work			
Children going back to school	20.9	20.3	103
Going back to work	17.4	17.6	99
Other			
Not Stated	0.6	0.6	107

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 - Thornhill (Centre Street) **Household Population 14+:** 32,044

RADIO
Listeners: 83.1%
Index: **102**

6.8 Hours/Week*
Index: **91**

Top Formats

	Trade Area	Benchmark
Multicultural	10.0%	6.2%
Traffic	25.4%	16.7%
Sports	20.1%	14.6%

TELEVISION
Viewers: 95.7%
Index: **101**

19.1 Hours/Week*
Index: **92**

Top Program Types

	Trade Area	Benchmark
Entertainment News	40.5%	37.1%
Business News	40.7%	38.1%
Stand-Up Comedy	34.3%	32.5%

NEWSPAPER
Readers: 38.1%
Index: **101**

1.1 Hours/Week*
Index: **167**

Top Sections Read

	Trade Area	Benchmark
Puzzles and Games	18.9%	10.7%
Arts and Entertainment	19.9%	11.7%
Comics	17.8%	10.9%

MAGAZINE
Readers: 74.5%
Index: **102**

1.4 Hours/Month*
Index: **103**

Top Titles

	Trade Area	Benchmark
Toronto Life	27.5%	15.9%
NOW	11.5%	7.8%
FASHION Magazine	15.0%	10.9%

INTERNET
Users: 98.4%
Index: **100**

20.9 Hours online past week*
Index: **95**

Top Activities

	Trade Area	Benchmark
Career/Job Search	30.5%	30.3%
Social Media	86.5%	86.7%
Watched Short Form Videos	59.3%	60.3%

DIRECT/OUTDOOR

4 Times used public transit past week*
Index: **145**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Brochures	16.0%	10.9%
Catalogues	15.0%	11.8%
Newsletters	9.0%	7.2%

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

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Thornhill (Centre Street)

Household Population 18+: 30,356

FACEBOOK
72.8% currently use
Index: 94
Top Activities (Daily)

- Read news feed: 36.1% / 42.7%
- Cmt/Like other users' posts: 23.0% / 27.6%
- Use Messenger: 17.7% / 23.4%

■ Trade Area ■ Benchmark

TWITTER
30.7% currently use
Index:104
Top Activities (Daily)

- Read tweets: 16.7% / 14.2%
- Watch videos: 7.6% / 6.4%
- Tweet: 7.2% / 4.4%

■ Trade Area ■ Benchmark

INSTAGRAM
41.5% currently use
Index: 107
Top Activities (Daily)

- View photos/videos: 10.3% / 8.5%
- Like photos/videos: 8.6% / 6.7%
- Comment on photos/videos: 5.4% / 3.8%

■ Trade Area ■ Benchmark

LINKEDIN
53.2% currently use
Index: 129
Top Activities (Weekly)

- Read your newsfeed: 6.3% / 4.7%
- Search and review other profiles: 5.1% / 3.6%
- View a job posting: 4.8% / 3.9%

■ Trade Area ■ Benchmark

YOUTUBE
72.4% currently use
Index:103
Top Activities (Daily)

- Watch videos: 30.4% / 28.0%
- Watch live videos: 8.5% / 6.8%
- Like/dislike videos: 7.7% / 8.1%

■ Trade Area ■ Benchmark

SNAPCHAT
11.1% currently use
Index: 86
Top Activities (Weekly)

- Receive photos/videos: 5.1% / 6.6%
- Send photos/videos: 4.7% / 5.7%
- Send direct text messages: 4.5% / 5.9%

■ Trade Area ■ Benchmark

WHATSAPP
62.3% currently use
Index: 145
Top Activities (Daily)

- Send/receive images: 10.6% / 6.0%
- Send/receive messages: 9.2% / 5.7%
- Use group chats: 5.7% / 4.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

(!)Indicates variables with 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+ |

Opticks Social | Social Media Usage

Trade Area: Vaughan - Thornhill (Centre Street)

Household Population 18+: 30,356

FRIENDS IN ALL SM NETWORKS

36.6%
Index:**103**

0-49 friends

FREQUENCY OF USE (DAILY)

47.2%
Index:**84**

Facebook

BRAND INTERACTION

29.3%
Index:**85**

Like brand on Facebook

NO. OF BRANDS INTERACTED

29.6%
Index:**97**

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
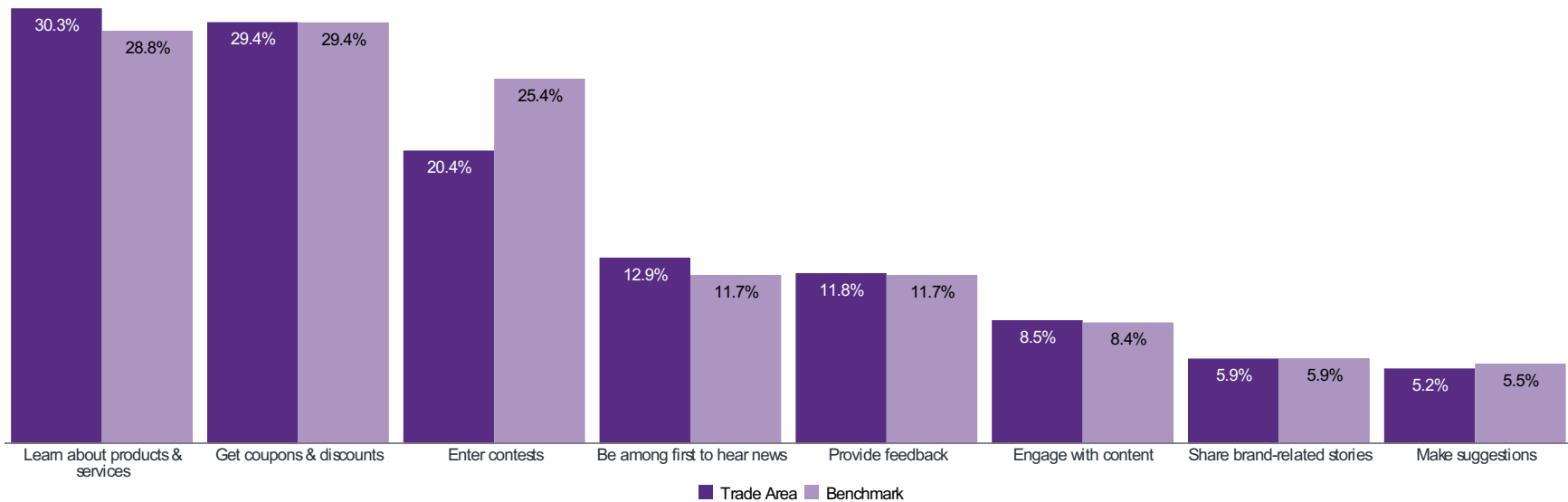
Reason	Trade Area	Benchmark
Learn about products & services	30.3%	28.8%
Get coupons & discounts	29.4%	29.4%
Enter contests	20.4%	25.4%
Be among first to hear news	12.9%	11.7%
Provide feedback	11.8%	11.7%
Engage with content	8.5%	8.4%
Share brand-related stories	5.9%	5.9%
Make suggestions	5.2%	5.5%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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 - Thornhill (Centre Street)

Total Household Population 18+: 30,356

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

% Comp **86.6** Index **99**

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

% Comp **48.1** Index **99**

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

% Comp **84.8** Index **101**

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

% Comp **42.3** Index **103**

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

% Comp **57.4** Index **101**

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

% Comp **32.0** Index **106**

Opticks eShopper | Purchase Preference by Category

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Thornhill (Centre Street)

Total Household Population 18+: 30,356

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)

Category	Trade Area	Benchmark
Automotive	21.8	20.1
Babies and children	12.9	12.9
Media	45.3	43.0
Clothing & Fashions	31.9	30.6
Home Electronics	46.7	41.8
Event tickets	54.1	50.3
Gift card/ cert.	39.7	33.1
Groceries	20.9	16.7
Beauty & Cosmetics	22.8	18.4
Home & Garden	25.5	24.4
Financial products	36.6	30.3
Office supplies	39.2	34.7
Pets	12.9	15.3
Pharma.	30.2	26.9
Sporting goods	26.7	24.2
Vacation/ travel	57.2	51.6
Food Home delivery svcs.	25.0	19.8
Wireless service providers	48.0	42.6
Insurance products	35.8	31.6
Online meal kits (e.g. Hello Fresh)	17.9	15.7
Govt. services	56.8	52.0

Trade Area / Benchmark

Benchmark: Southern Ontario

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Index Colours:	<80	80 - 110	110+

22

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Vaughan - Thornhill (Centre Street)

Total Household Population 18+: 30,356

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	60.4% Index:98	40.2% Index:109	10.5% Index:85	3.5% Index:110
Purchase preference	73.3% Index:97	31.9% Index:104	7.9% Index:80	1.9% Index:74
Customer Service	57.5% Index:93	18.5% Index:103	6.6% Index:114	27.0% Index:124

AMOUNT SPENT [PST 12 MTHS]

Amount	Trade Area	Benchmark
Less than $50 (!)	1.6%	2.0%
$50-$99	3.8%	4.5%
$100-$249	12.1%	10.8%
$250-$499	8.9%	9.5%
$500-$999	3.8%	4.4%
$1000 or more	3.7%	2.3%

Trade Area / Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

23

Opticks eShopper | Home Electronics & Computers Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Thornhill (Centre Street)

Total Household Population 18+: 30,356

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	46.3% Index:92	60.5% Index:110	13.9% Index: 89	9.0% Index: 109
Purchase preference	65.1% Index: 95	46.7% Index:112	9.4% Index:86	7.6% Index: 118
Customer Service	48.5% Index:86	28.3% Index:114	8.0% Index: 108	41.3% Index: 112

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	4.9%	7.2%	6.9%	7.0%	8.8%
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

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Thornhill (Centre Street)

Total Household Population 18+: 30,356

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	40.8% Index:86	42.9% Index:122	8.2% Index:74	3.5% Index:99
Purchase preference	52.7% Index:87	39.7% Index:120	7.8% Index:89	2.7% Index:88
Customer Service	33.6% Index:79	23.2% Index:113	5.7% Index:93	29.5% Index:106

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	4.5%	6.3%	9.8%	4.0%	2.2%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

25

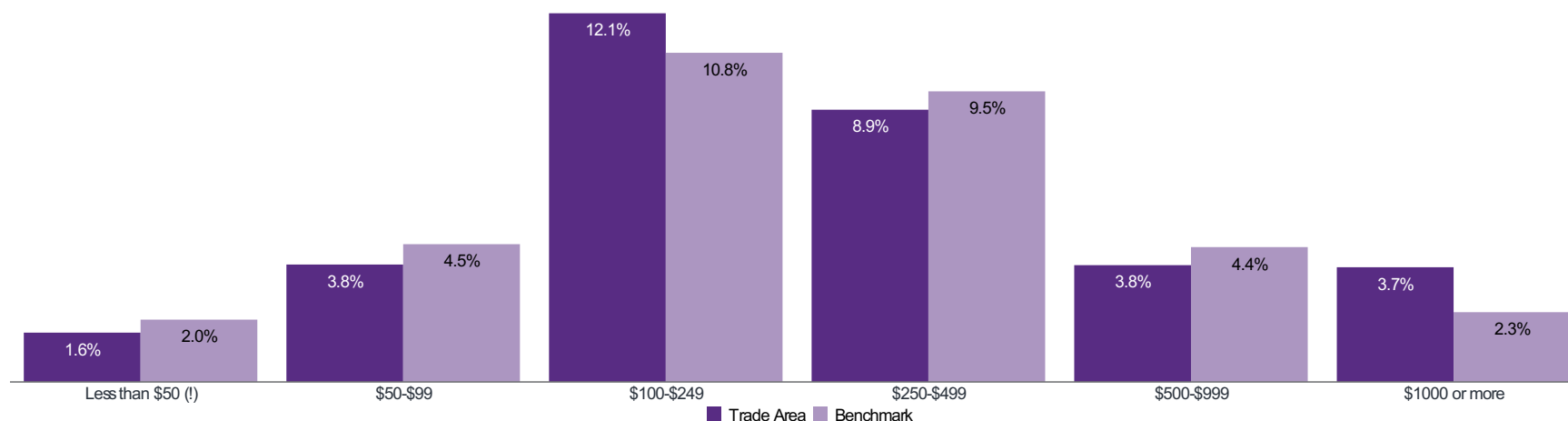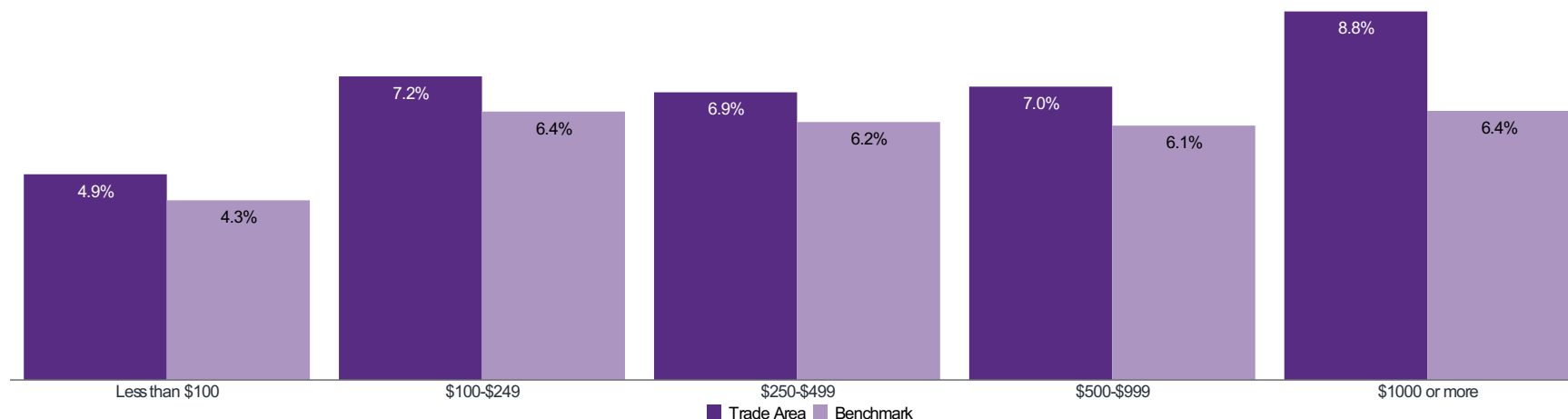# Opticks eShopper | Groceries Deep Dive

Trade Area: Vaughan - Thornhill (Centre Street)

Total Household Population 18+: 30,356

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	71.1% Index:99	29.7% Index:120	11.7% Index:106	2.0% Index:73
Purchase preference	82.1% Index:98	20.9% Index:126	6.5% Index:104	2.4% Index:99
Customer Service	63.9% Index:91	15.4% Index:134	3.5% Index:88	21.9% Index:117

AMOUNT SPENT [PST 12 MTHS]

Range	Trade Area	Benchmark
Less than $50 (!)	1.4%	1.6%
$50-$99 (!)	2.3%	1.9%
$100-$249	4.5%	3.8%
$250-$499	3.6%	3.1%
$500-$999	3.3%	3.0%
$1000 or more	9.3%	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

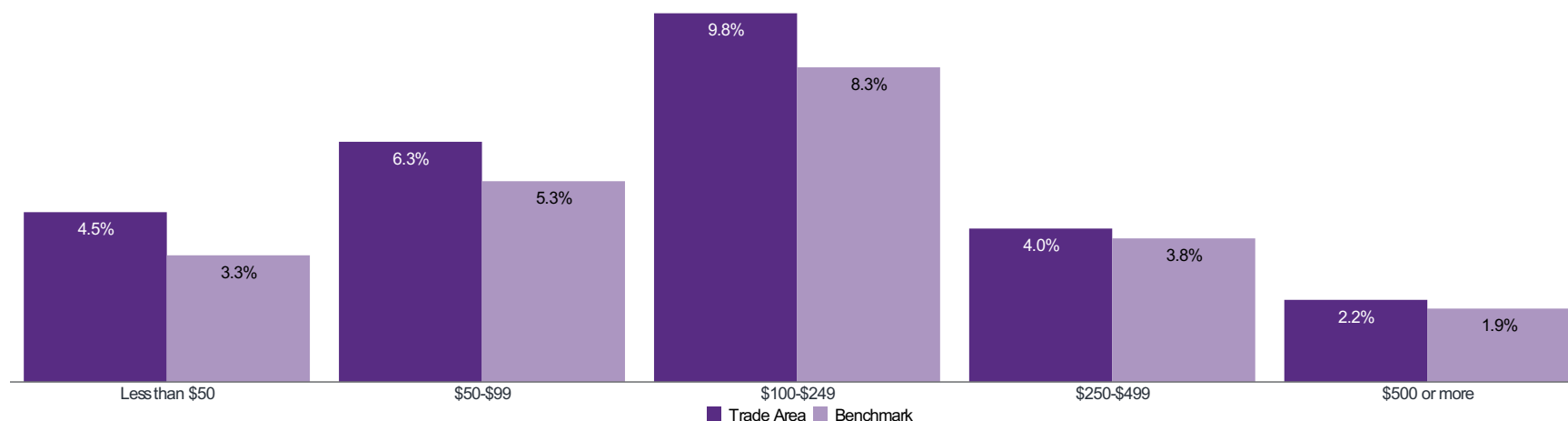**Trade Area:** Vaughan - Thornhill (Centre Street)

Total Household Population 18+: 30,356

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	39.5% Index:111	24.0% Index:109	7.8% Index:96	3.0% Index:104
Purchase preference	50.4% Index:109	22.8% Index:124	6.4% Index:100	2.6% Index:114
Customer Service	37.0% Index:102	14.6% Index:116	4.5% Index:103	17.5% Index:119

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	3.0%	4.5%	4.8%	2.8%	1.7%
Benchmark	2.8%	4.3%	5.3%	2.5%	1.4%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home & Garden Deep Dive

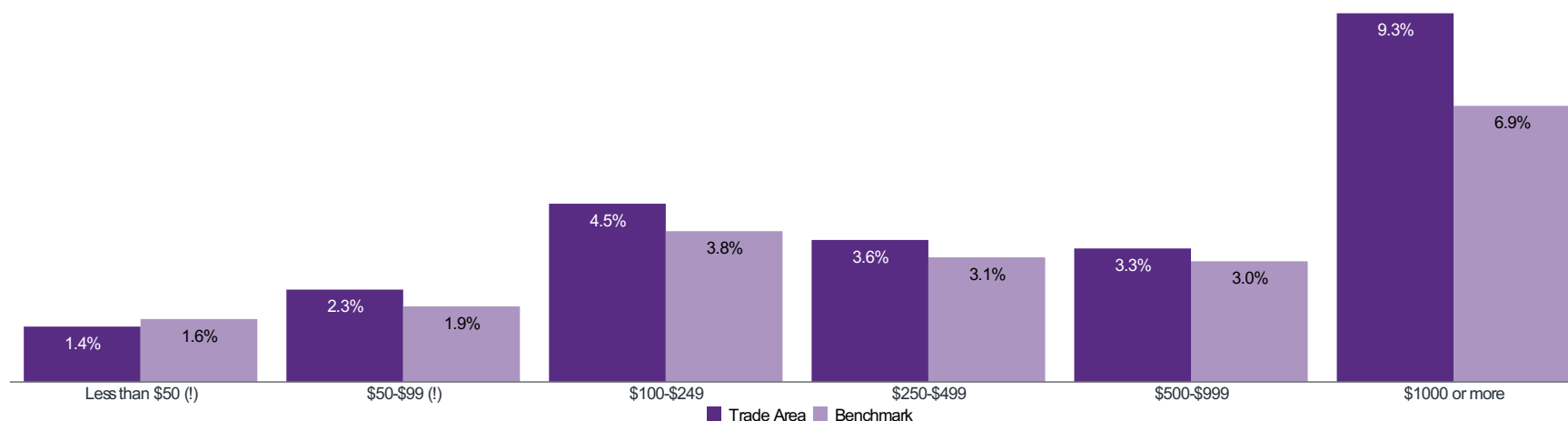**Trade Area:** Vaughan - Thornhill (Centre Street)

Total Household Population 18+: 30,356

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	47.6% Index:**92**	37.9% Index:**100**	9.7% Index:**85**	5.4% Index:**94**
Purchase preference	63.5% Index:**93**	25.5% Index:**105**	6.7% Index:**96**	4.1% Index:**113**
Customer Service	46.3% Index:**86**	17.0% Index:**106**	4.7% Index:**97**	24.0% Index:**105**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.4%	3.5%	5.4%	2.6%	3.4%
Benchmark	2.2%	3.2%	4.3%	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 - Thornhill (Centre Street)

Total Household Population 18+: 30,356

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	41.1% Index:105	35.9% Index:111	9.8% Index:94	4.1% Index:106
Purchase preference	52.8% Index:101	26.7% Index:111	6.0% Index:79	3.6% Index:119
Customer Service	41.3% Index:99	17.1% Index:113	4.6% Index:89	24.1% Index:118

AMOUNT SPENT [PST 12 MTHS]
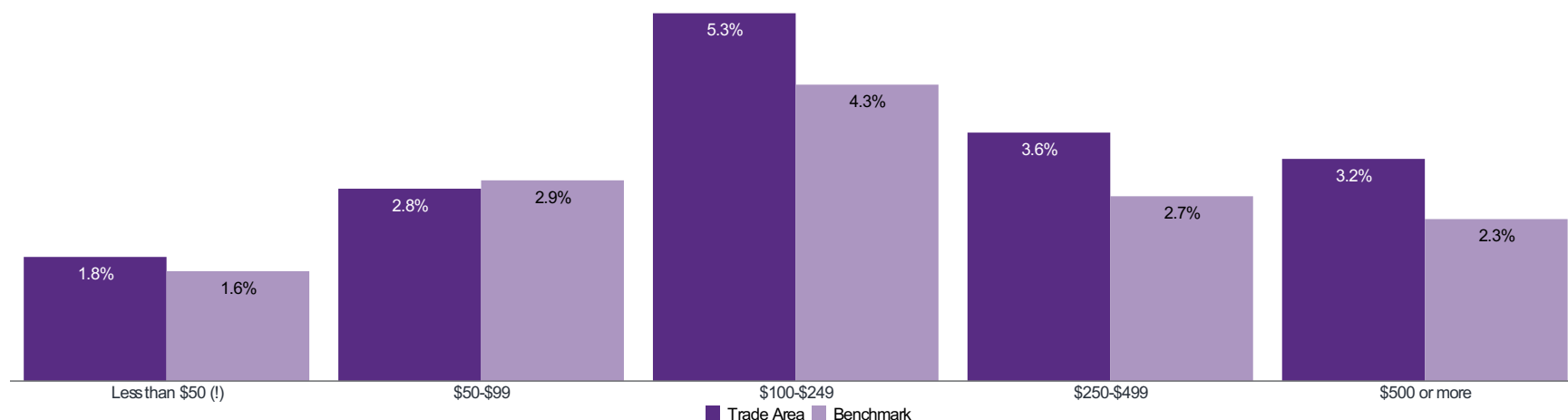
	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.8%	2.8%	5.3%	3.6%	3.2%
Benchmark	1.6%	2.9%	4.3%	2.7%	2.3%

Benchmark: Southern Ontario

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

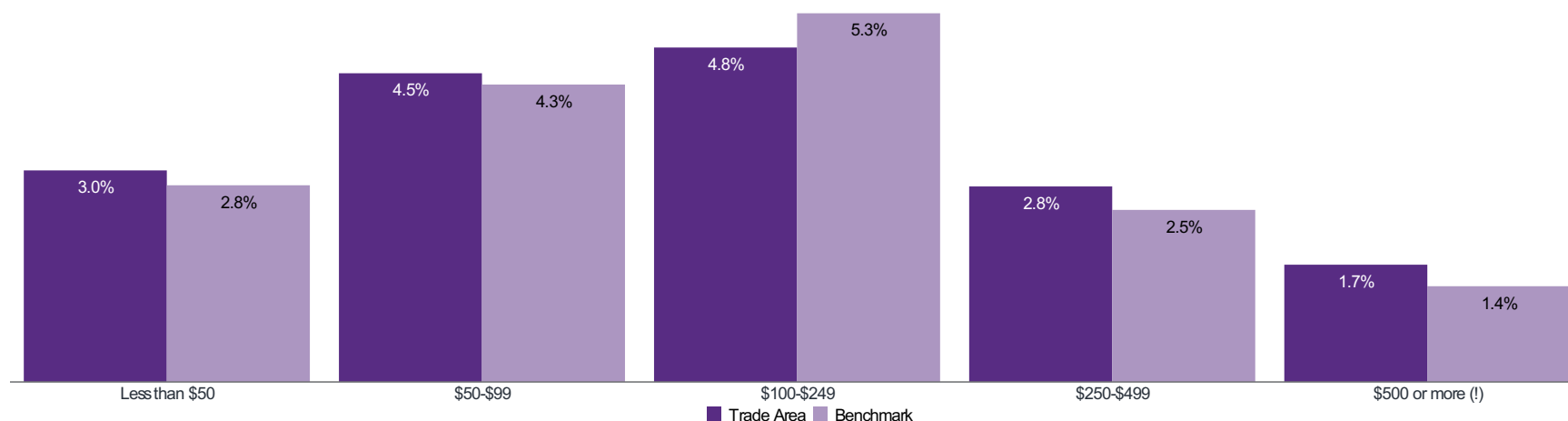| Index Colours:	<80	80 - 110	110+

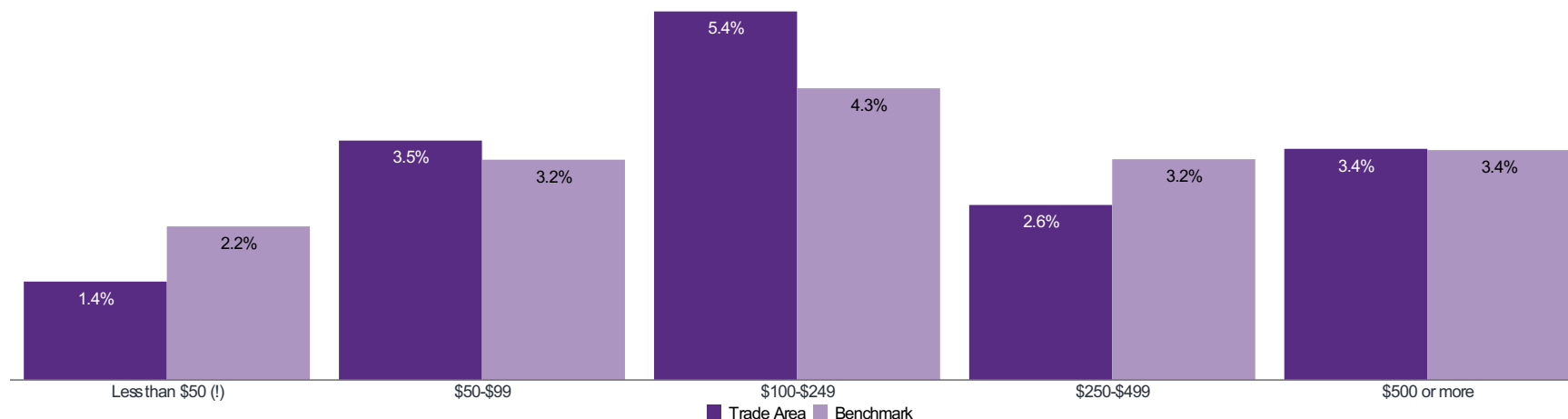# Opticks eShopper | Vacation/Travel Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Thornhill (Centre Street)

Total Household Population 18+: 30,356

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	18.9% Index:92	63.8% Index:110	13.7% Index:91	19.4% Index:121
Purchase preference	25.2% Index:87	57.2% Index:111	6.7% Index:94	24.8% Index:138
Customer Service	22.8% Index:78	31.4% Index:114	7.9% Index:114	49.5% Index:113

AMOUNT SPENT [PST 12 MTHS]
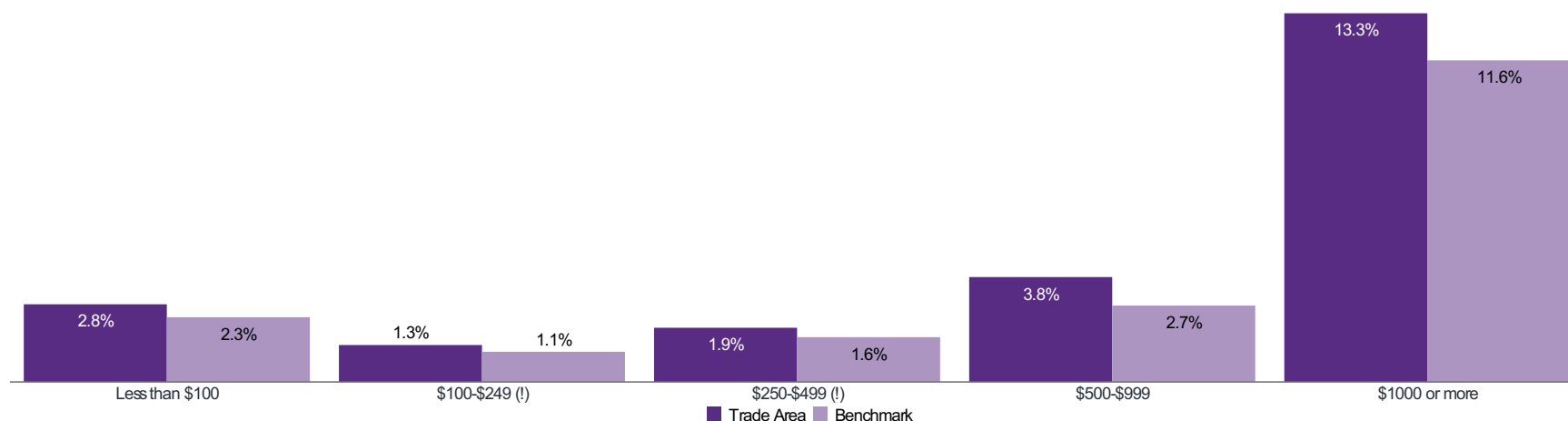
Category	Trade Area	Benchmark
Less than $100	2.8%	2.3%
$100-$249 (!)	1.3%	1.1%
$250-$499 (!)	1.9%	1.6%
$500-$999	3.8%	2.7%
$1000 or more	13.3%	11.6%

■ Trade Area ■ Benchmark

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

Index Colours:	<80	80 - 110	110+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Thornhill (Centre Street)

Households: 12,992

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY
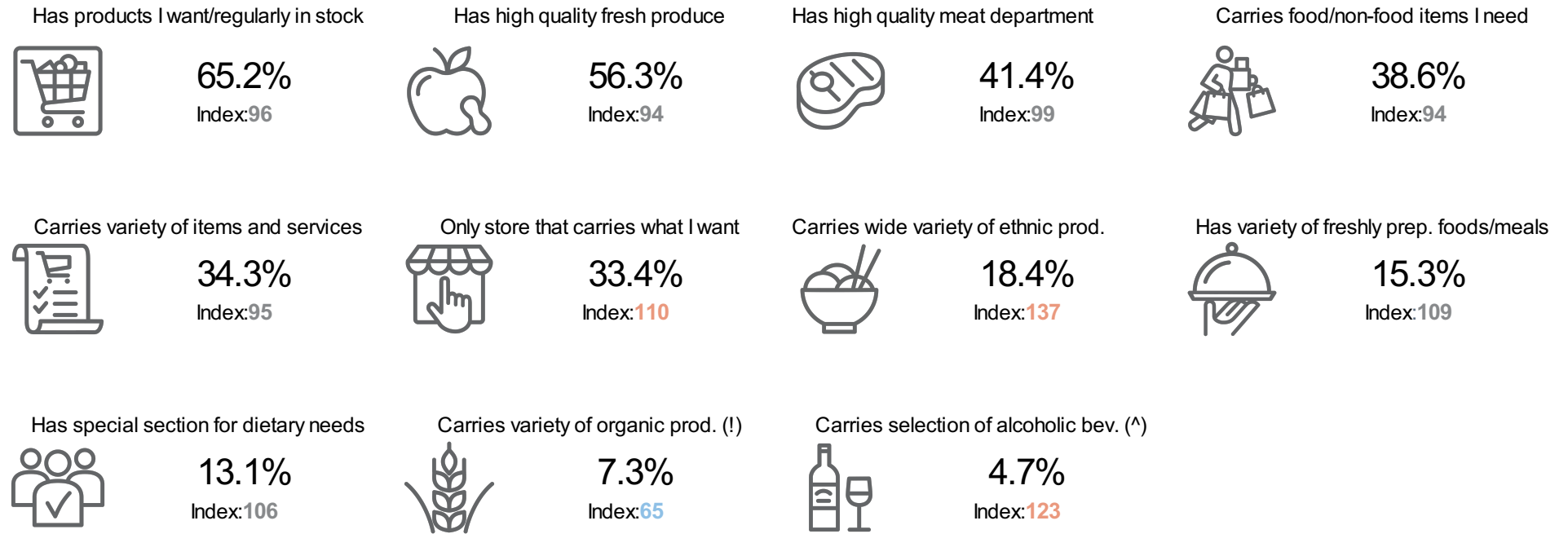
Has products I want/regularly in stock
65.2%
Index: 96

Has high quality fresh produce
56.3%
Index: 94

Has high quality meat department
41.4%
Index: 99

Carries food/non-food items I need
38.6%
Index: 94

Carries variety of items and services
34.3%
Index: 95

Only store that carries what I want
33.4%
Index: 110

Carries wide variety of ethnic prod.
18.4%
Index: 137

Has variety of freshly prep. foods/meals
15.3%
Index: 109

Has special section for dietary needs
13.1%
Index: 106

Carries variety of organic prod. (!)
7.3%
Index: 65

Carries selection of alcoholic bev. (^)
4.7%
Index: 123

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 - Thornhill (Centre Street)

Households: 12,992

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me

61.2%
Index: 102

Easy to get in and get out quickly

48.7%
Index: 113

Organized layout makes it easy to shop

39.0%
Index: 94

Short checkout lines/fast checkout

35.4%
Index: 99

Has extended hours

32.8%
Index: 119

Staff are friendly and knowledgeable

27.2%
Index: 81

I like the store ambiance

17.2%
Index: 86

Has self-checkout

16.5%
Index: 121

Offers an online shopping option (!)

8.5%
Index: 95

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 - Thornhill (Centre Street)   **Households:** 12,992

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions

62.6%
Index: **93**

Discover good value when shopping

59.1%
Index: **89**

Store has the lowest prices overall

50.4%
Index: **87**

Store has a customer loyalty card program

46.7%
Index: **94**

I'm loyal to their store brands

21.2%
Index: **92**

Has loyalty prog. app and offers pers. promos

20.2%
Index: **69**

OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	45.0	40.2	0.4	112
Leave the store and buy it elsewhere	28.9	30.9	0.3	93
Purchase another brand	19.0	21.2	0.3	89
Purchase another size or variety of the same brand (!)	7.2	7.7	0.3	93

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 - Thornhill Centre Street 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%	695,938	100%	3.61%	100	703,355	100%	3.64%	100	593,910	100%	3.08%	100	609,042	100%	3.16%	100	1,064,096	100%	5.51%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	234,935	33.76%	9.15%	254	241,756	34.37%	9.41%	258	206,330	34.74%	8.03%	261	208,564	34.24%	8.12%	257	366,975	34.49%	14.29%	259
3519028	Vaughan, ON (CY)	264,447	1.37%	127,258	18.29%	48.12%	1335	122,515	17.42%	46.33%	1271	114,269	19.24%	43.21%	1404	117,817	19.34%	44.55%	1412	152,487	14.33%	57.66%	1046
3519038	Richmond Hill, ON (T)	181,750	0.94%	74,080	10.64%	40.76%	1131	76,002	10.81%	41.82%	1148	66,296	11.16%	36.48%	1186	64,949	10.66%	35.74%	1133	95,432	8.97%	52.51%	952
3519036	Markham, ON (CY)	301,247	1.56%	56,680	8.14%	18.82%	522	55,511	7.89%	18.43%	506	48,042	8.09%	15.95%	518	48,169	7.91%	15.99%	507	84,850	7.97%	28.17%	511
3521010	Brampton, ON (CY)	596,084	3.09%	32,849	4.72%	5.51%	153	32,873	4.67%	5.51%	151	25,733	4.33%	4.32%	140	26,869	4.41%	4.51%	143	58,002	5.45%	9.73%	177
3521005	Mississauga, ON (CY)	642,951	3.33%	23,012	3.31%	3.58%	99	24,482	3.48%	3.81%	104	20,261	3.41%	3.15%	102	19,288	3.17%	3.00%	95	43,640	4.10%	6.79%	123
3519048	Newmarket, ON (T)	73,196	0.38%	12,986	1.87%	17.74%	492	12,181	1.73%	16.64%	457	11,087	1.87%	15.15%	492	12,684	2.08%	17.33%	549	19,773	1.86%	27.01%	490
3519046	Aurora, ON (T)	50,664	0.26%	12,110	1.74%	23.90%	663	11,605	1.65%	22.91%	629	9,144	1.54%	18.05%	587	11,301	1.86%	22.31%	707	16,984	1.60%	33.52%	608
3525005	Hamilton, ON (C)	483,265	2.50%	5,354	0.77%	1.11%	31	5,860	0.83%	1.21%	33	4,203	0.71%	0.87%	28	4,538	0.75%	0.94%	30	11,417	1.07%	2.36%	43
3543042	Barrie, ON (CY)	129,621	0.67%	4,987	0.72%	3.85%	107	5,750	0.82%	4.44%	122	4,537	0.76%	3.50%	114	4,353	0.71%	3.36%	106	9,955	0.94%	7.68%	139

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

2019 Vaughan - Thornhill Centre Street 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
31,658	23,681	74.8	23,350	73.8	23,972	75.7	20,786	65.7	26,214	82.8

2019 Vaughan - Thornhill Centre Street 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	1,076,639	26,214	2.4	1,050,425	97.6

ENVIRONICS ANALYTICS

2020 Vaughan - Thornhill Centre Street 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%	416,357	100%	2.16%	100	603,369	100%	3.13%	100	565,773	100%	2.93%	100	517,990	100%	2.68%	100	883,485	100%	4.58%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	151,471	36.38%	5.90%	273	224,027	37.13%	8.72%	279	221,321	39.12%	8.62%	294	181,968	35.13%	7.08%	264	330,733	37.44%	12.87%	281
3519028	Vaughan, ON (CY)	264,447	1.37%	101,640	24.41%	38.43%	1782	129,182	21.41%	48.85%	1563	123,876	21.89%	46.84%	1598	113,093	21.83%	42.77%	1594	150,960	17.09%	57.09%	1247
3519038	Richmond Hill, ON (T)	181,750	0.94%	43,252	10.39%	23.80%	1103	72,612	12.03%	39.95%	1278	61,408	10.85%	33.79%	1153	63,110	12.18%	34.72%	1294	91,158	10.32%	50.16%	1096
3519036	Markham, ON (CY)	301,247	1.56%	25,998	6.24%	8.63%	400	41,052	6.80%	13.63%	436	36,236	6.40%	12.03%	410	38,221	7.38%	12.69%	473	62,735	7.10%	20.83%	455
3521010	Brampton, ON (CY)	596,084	3.09%	12,742	3.06%	2.14%	99	19,011	3.15%	3.19%	102	20,397	3.61%	3.42%	117	16,750	3.23%	2.81%	105	35,719	4.04%	5.99%	131
3521005	Mississauga, ON (CY)	642,951	3.33%	10,196	2.45%	1.59%	74	14,426	2.39%	2.24%	72	14,051	2.48%	2.19%	75	14,033	2.71%	2.18%	81	27,895	3.16%	4.34%	95
3519048	Newmarket, ON (T)	73,196	0.38%	6,855	1.65%	9.37%	434	9,999	1.66%	13.66%	437	8,442	1.49%	11.53%	393	9,392	1.81%	12.83%	478	15,169	1.72%	20.72%	453
3519046	Aurora, ON (T)	50,664	0.26%	5,807	1.39%	11.46%	531	8,864	1.47%	17.50%	560	7,679	1.36%	15.16%	517	8,457	1.63%	16.69%	622	12,784	1.45%	25.23%	551
3543042	Barrie, ON (CY)	129,621	0.67%	3,155	0.76%	2.43%	113	4,035	0.67%	3.11%	100	3,844	0.68%	2.97%	101	3,647	0.70%	2.81%	105	8,069	0.91%	6.22%	136
3525005	Hamilton, ON (C)	483,265	2.50%	2,753	0.66%	0.57%	26	3,433	0.57%	0.71%	23	2,715	0.48%	0.56%	19	3,841	0.74%	0.79%	30	6,959	0.79%	1.44%	31

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

2020 Vaughan - Thornhill Centre Street 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
31,658	26,284	83.0	27,018	85.3	24,472	77.3	24,837	78.5	29,850	94.3

2020 Vaughan - Thornhill Centre Street 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	889,086	29,850	3.4	859,237	96.6

ENVIRONICS
ANALYTICS

2021 Vaughan - Thornhill Centre Street 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 2021 #	% of Total	% Pen	Index	Summer 2021 #	% of Total	% Pen	Index	Fall 2021 #	% of Total	% Pen	Index	Winter 2021 #	% of Total	% Pen	Index	Full Year 2021 #	% of Total	% Pen	Index
	Total	19,302,713	100%	481,175	100%	2.49%	100	827,977	100%	4.29%	100	830,927	100%	4.30%	100	595,936	100%	3.09%	100	1,108,155	100%	5.74%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	176,871	36.76%	6.89%	276	313,861	37.91%	12.22%	285	309,463	37.24%	12.05%	280	240,044	40.28%	9.34%	303	418,293	37.75%	16.28%	284
3519028	Vaughan, ON (CY)	264,447	1.37%	115,064	23.91%	43.51%	1745	152,637	18.43%	57.72%	1346	155,841	18.76%	58.93%	1369	133,476	22.40%	50.47%	1635	176,107	15.89%	66.59%	1160
3519038	Richmond Hill, ON (T)	181,750	0.94%	56,091	11.66%	30.86%	1238	96,923	11.71%	53.33%	1243	98,241	11.82%	54.05%	1256	67,411	11.31%	37.09%	1201	109,941	9.92%	60.49%	1054
3519036	Markham, ON (CY)	301,247	1.56%	33,654	6.99%	11.17%	448	58,218	7.03%	19.33%	451	57,980	6.98%	19.25%	447	33,764	5.67%	11.21%	363	77,474	6.99%	25.72%	448
3521010	Brampton, ON (CY)	596,084	3.09%	14,573	3.03%	2.44%	98	24,868	3.00%	4.17%	97	27,399	3.30%	4.60%	107	20,824	3.49%	3.49%	113	43,335	3.91%	7.27%	127
3521005	Mississauga, ON (CY)	642,951	3.33%	9,968	2.07%	1.55%	62	22,288	2.69%	3.47%	81	20,778	2.50%	3.23%	75	12,867	2.16%	2.00%	65	34,799	3.14%	5.41%	94
3519048	Newmarket, ON (T)	73,196	0.38%	6,427	1.34%	8.78%	352	12,634	1.53%	17.26%	402	11,861	1.43%	16.20%	376	7,679	1.29%	10.49%	340	17,050	1.54%	23.29%	406
3519046	Aurora, ON (T)	50,664	0.26%	6,260	1.30%	12.36%	496	11,560	1.40%	22.82%	532	11,796	1.42%	23.28%	541	7,539	1.27%	14.88%	482	14,456	1.30%	28.53%	497
3543014	Bradford West Gwillimbury, ON (T)	33,864	0.18%	3,970	0.83%	11.72%	470	7,247	0.88%	21.40%	499	6,472	0.78%	19.11%	444	4,709	0.79%	13.91%	450	10,049	0.91%	29.67%	517
3543042	Barrie, ON (CY)	129,621	0.67%	2,937	0.61%	2.27%	91	6,137	0.74%	4.73%	110	6,399	0.77%	4.94%	115	3,731	0.63%	2.88%	93	9,661	0.87%	7.45%	130

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

2021 Vaughan - Thornhill Centre Street Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2021 Visitors #	% Pen	Summer 2021 Visitors #	% Pen	Fall 2021 Visitors #	% Pen	Winter 2021 Visitors #	% Pen	Full Year 2021 Visitors #	% Pen
31,658	24,111	76.2	24,473	77.3	25,717	81.2	25,436	80.3	28,603	90.4

2021 Vaughan - Thornhill Centre Street 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	1,117,690	28,603	2.6	1,089,086	97.4

ENVIRONICS ANALYTICS

Customers: Vaughan Thornhill Centre Street - FY 2021: Sum_Unique_Visitors

Total Customers: 644,159

Top 5 segments represent **48.7%** of customers in Southern Ontario

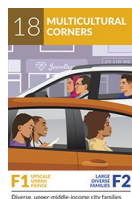|	
08 MULTICULTURE-ISH S2 UPSCALE SUBURBAN DIVERSITY — LARGE DIVERSE FAMILIES F2 Upscale, multi-ethnic suburban families Rank: 1 Customers: 106,013 Customers %: 16.46 % in Benchmark: 5.19 Index: **317**	One of the wealthier suburban lifestyles, Multiculture-ish is an ethnically diverse segment of middle-aged 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.
03 ASIAN SOPHISTICATES F1 UPSCALE URBAN FRINGE — LARGE DIVERSE FAMILIES F2 Upscale, middle-aged Asian families Rank: 2 Customers: 66,946 Customers %: 10.39 % in Benchmark: 2.15 Index: **484**	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.
07 MATURE & SECURE F1 UPSCALE URBAN FRINGE — OLDER FAMILIES & EMPTY NESTS M1 Older and mature upscale city dwellers Rank: 3 Customers: 57,753 Customers %: 8.97 % in Benchmark: 2.51 Index: **357**	Emblematic of Canadian's aging society, Mature & Secure consists of older and mature couples and families aging in place in urban fringe neighbourhoods. Nearly 60 percent of the maintainers are over 55 years old. About 80 percent of this segment's households are found in Canada's largest markets: Toronto, Montreal, Vancouver, Calgary, Ottawa and Edmonton. Many contain first- and second-generation Canadians, the immigrants having arrived between 1990 and 2010. And one in eight residents is Jewish, the highest percentage among all segments and more than 11 times the national average. Well educated with university degrees, those still in the workforce earn upscale incomes from management and white-collar positions in business, finance, science and education. Longtime homeowners, they live in stylish houses and duplexes built between 1960 and 1990 and valued at over $800,000. With a high level of financial security, Mature & Secure residents tend to own investments, real estate and imported luxury cars. Yet they also express a desire to provide a secure future for their children and grandchildren (Legacy).
15 SOUTH ASIAN ENTERPRISE U4 URBAN DIVERSITY — LARGE DIVERSE FAMILIES F2 Urban, upper-middle-income South Asian Families Rank: 4 Customers: 45,693 Customers %: 7.09 % in Benchmark: 5.76 Index: **123**	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.
18 MULTICULTURAL CORNERS F1 UPSCALE URBAN FRINGE — LARGE DIVERSE FAMILIES F2 Diverse, upper-middle-income city families Rank: 5 Customers: 37,375 Customers %: 5.80 % in Benchmark: 3.76 Index: **154**	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.

Index Colours:	<80	80 - 110	110+