Community Profile: Vaughan – Thornhill (Yonge Street)

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

Table of Contents

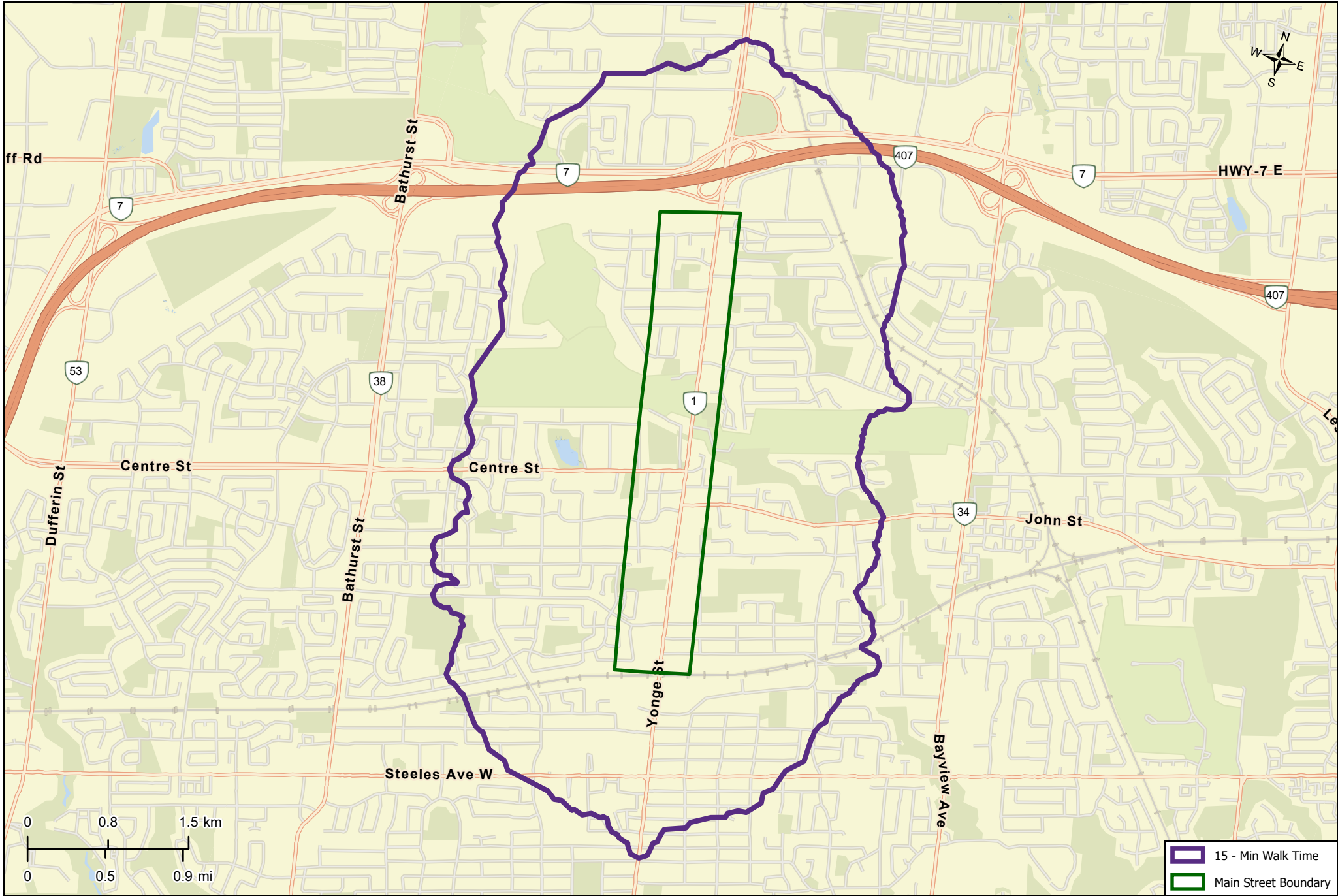Vaughan - Thornhill (Yonge Street)
Main Street Boundary and Trade Area

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 - Thornhill (Yonge Street)

ENVIRONICS
ANALYTICS

POPULATION
35,993

HOUSEHOLDS
13,567

MEDIAN MAINTAINER AGE
57
Index:106

MARITAL STATUS
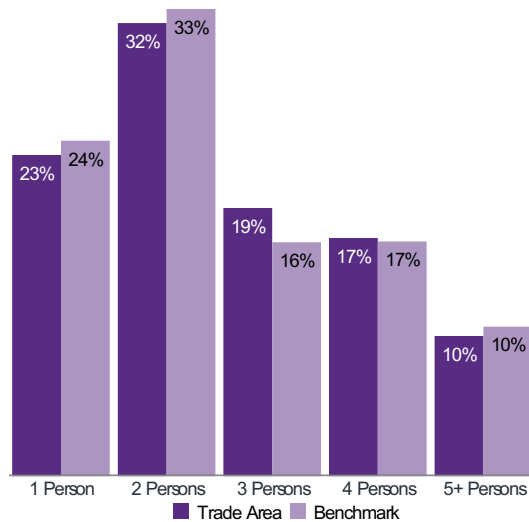### 57.3%
Index: 99

Married/Common-Law

FAMILY STATUS*
49.2%
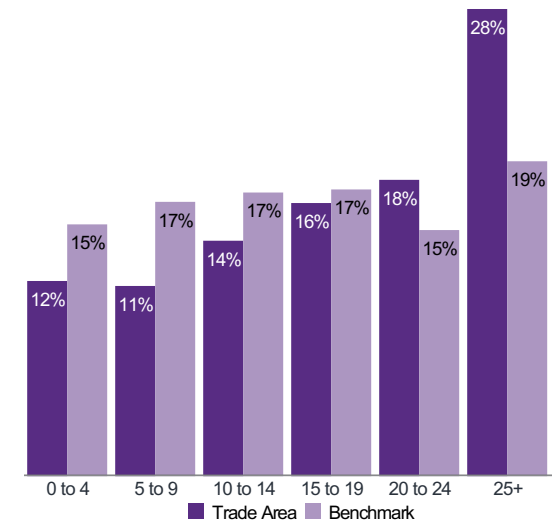Index:105

Couples With Children At Home

HOUSEHOLD SIZE

Household Size	Trade Area	Benchmark
1 Person	23%	24%
2 Persons	32%	33%
3 Persons	19%	16%
4 Persons	17%	17%
5+ Persons	10%	10%

POPULATION BY AGE

	Count	%	Index
0 to 4	1,401	3.9	77
5 to 9	1,366	3.8	70
10 to 14	1,665	4.6	81
15 to 19	2,033	5.6	95
20 to 24	2,452	6.8	102
25 to 29	2,563	7.1	101
30 to 34	2,412	6.7	101
35 to 39	2,130	5.9	92
40 to 44	1,962	5.5	88
45 to 49	2,214	6.2	98
50 to 54	2,392	6.6	101
55 to 59	2,799	7.8	107
60 to 64	2,745	7.6	113
65 to 69	2,308	6.4	113
70 to 74	2,005	5.6	116
75 to 79	1,370	3.8	115
80 to 84	1,051	2.9	134
85+	1,125	3.1	141

AGE OF CHILDREN AT HOME

Age	Trade Area	Benchmark
0 to 4	12%	15%
5 to 9	11%	17%
10 to 14	14%	17%
15 to 19	16%	17%
20 to 24	18%	15%
25+	28%	19%

Benchmark: Southern Ontario
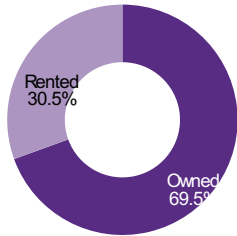
*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+

Demographics | Housing & Income

Trade Area: Vaughan - Thornhill (Yonge Street)

Population: 35,993 | **Households:** 13,567

TENURE

Rented
30.5%

Owned
69.5%

STRUCTURE TYPE

53.4%

Houses

Index:**69**

46.6%

Apartments

Index:**211**

AGE OF HOUSING*

30 - 39 Years Old

% Comp:**25.0**   Index: **179**

AVERAGE HOUSEHOLD INCOME

$138,822

Index:**121**

HOUSEHOLD INCOME DISTRIBUTION
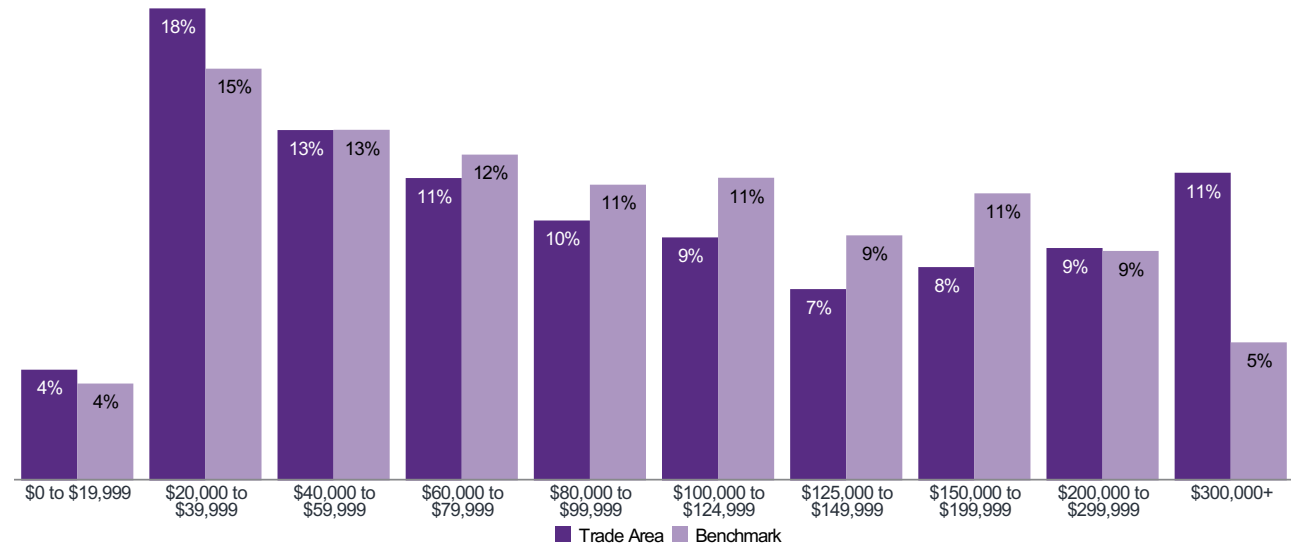
Income Range	Trade Area	Benchmark
$0 to $19,999	4%	4%
$20,000 to $39,999	18%	15%
$40,000 to $59,999	13%	13%
$60,000 to $79,999	11%	12%
$80,000 to $99,999	10%	11%
$100,000 to $124,999	9%	11%
$125,000 to $149,999	7%	9%
$150,000 to $199,999	8%	11%
$200,000 to $299,999	9%	9%
$300,000+	11%	5%

■ 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 (Yonge Street)

Population: 35,993 | **Households:** 13,567

EDUCATION

45.6%
Index:**171**

University Degree

LABOUR FORCE PARTICIPATION

61.5%
Index:**94**

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*

28.1%
Index:**77**

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

10.6%
Index:**243**

Travel to work by**Public Transit**

EDUCATIONAL ATTAINMENT
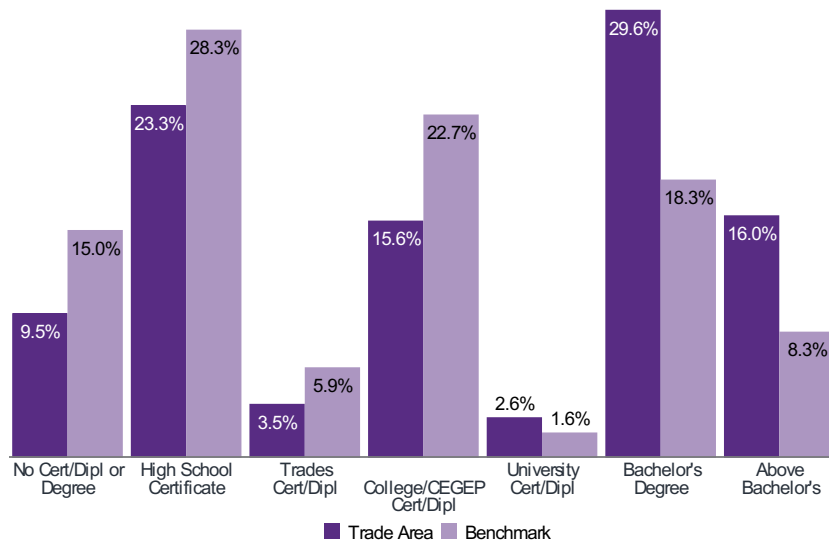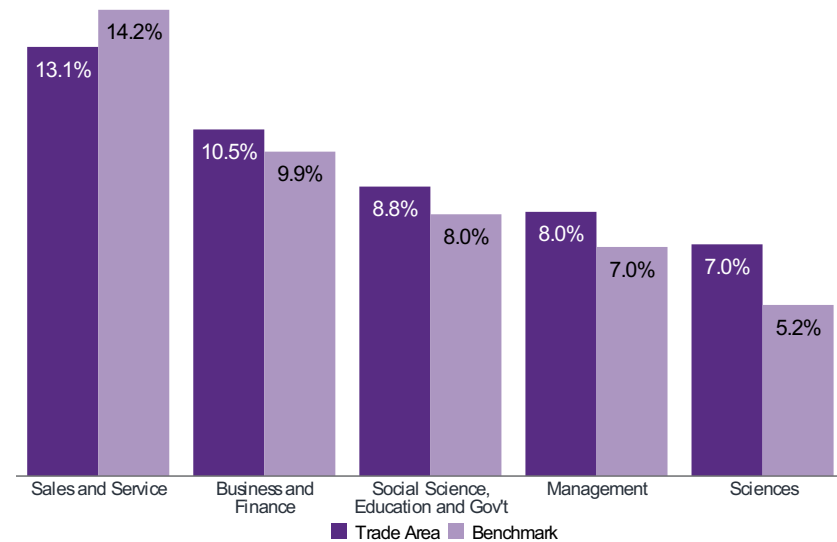
- No Cert/Dipl or Degree: 9.5% (Trade Area), 15.0% (Benchmark)
- High School Certificate: 23.3% (Trade Area), 28.3% (Benchmark)
- Trades Cert/Dipl: 3.5% (Trade Area), 5.9% (Benchmark)
- College/CEGEP Cert/Dipl: 15.6% (Trade Area), 22.7% (Benchmark)
- University Cert/Dipl: 2.6% (Trade Area), 1.6% (Benchmark)
- Bachelor's Degree: 29.6% (Trade Area), 18.3% (Benchmark)
- Above Bachelor's: 16.0% (Trade Area), 8.3% (Benchmark)

■ Trade Area ■ Benchmark

OCCUPATIONS: TOP 5*

- Sales and Service: 13.1% (Trade Area), 14.2% (Benchmark)
- Business and Finance: 10.5% (Trade Area), 9.9% (Benchmark)
- Social Science, Education and Gov't: 8.8% (Trade Area), 8.0% (Benchmark)
- Management: 8.0% (Trade Area), 7.0% (Benchmark)
- Sciences: 7.0% (Trade Area), 5.2% (Benchmark)

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

*Ranked by percent composition

Index Colours:	<80	80 - 110	110+

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Demographics | Diversity

Trade Area: Vaughan - Thornhill (Yonge Street)　　　　**Population:** 35,993 | **Households:** 13,567

ABORIGINAL IDENTITY	VISIBLE MINORITY PRESENCE	NON-OFFICIAL LANGUAGE	IMMIGRATION	PERIOD OF IMMIGRATION*
0.4%	51.1%	4.5%	55.9%	2011 To 2016
Index:16	Index:177	Index:223	Index:212	9.6%　　Index:385
	Belong to a visible minority group	No knowledge of English or French	Born outside Canada	

VISIBLE MINORITY STATUS: TOP 5**

West Asian: 14.3% / 1.2%
Chinese: 13.5% / 5.1%
Korean: 7.4% / 0.5%
Filipino: 5.4% / 1.5%
South Asian: 3.5% / 9.9%

■ Trade Area　■ Benchmark
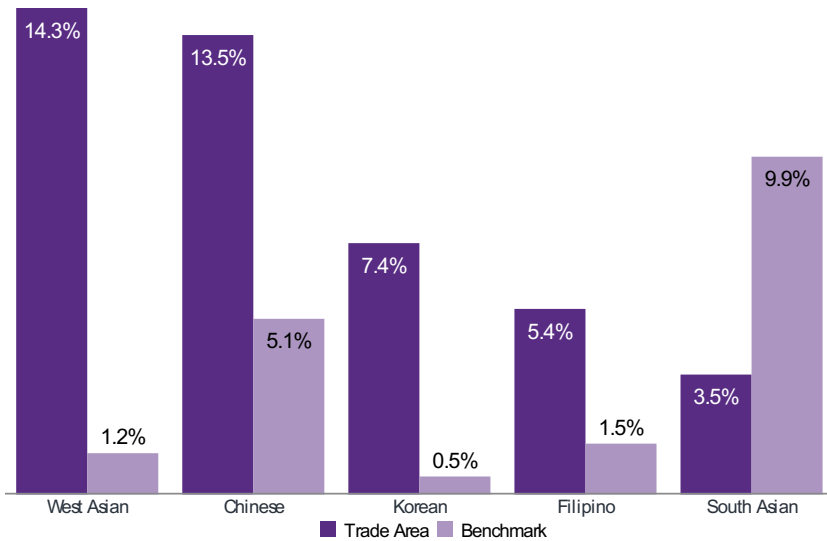
LANGUAGES SPOKEN AT HOME: TOP 5**
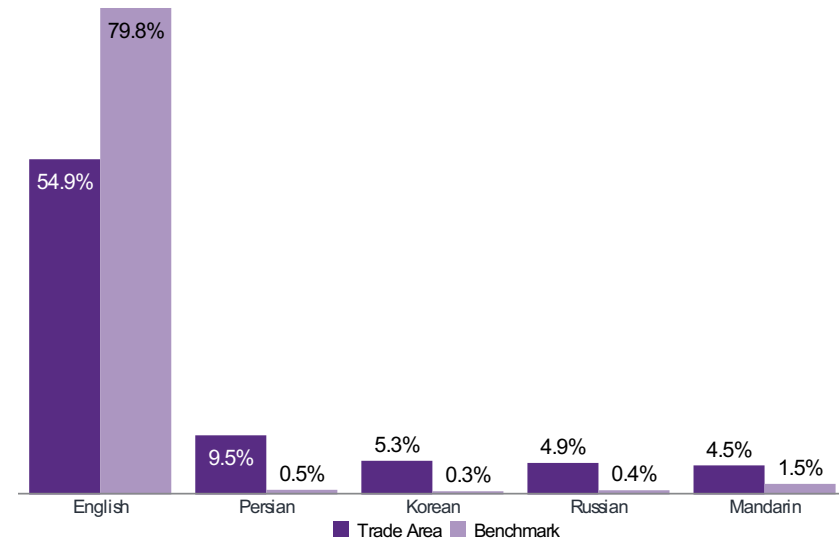
English: 54.9% / 79.8%
Persian: 9.5% / 0.5%
Korean: 5.3% / 0.3%
Russian: 4.9% / 0.4%
Mandarin: 4.5% / 1.5%

■ Trade Area　■ Benchmark

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 **69.6%** of households in Vaughan - Thornhill (Yonge 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:	2,932
Hhld %:	21.61
% in Benchmark:	2.25
Index:	959

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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61 CAME FROM AWAY

U4 URBAN DIVERSITY | MIDDLE-AGE FAMILIES F3

Multi-ethnic, middle-aged urban renters

Rank:	2
Hhlds:	2,093
Hhld %:	15.42
% in Benchmark:	1.77
Index:	871

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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20 NEW ASIAN HEIGHTS

F2 DIVERSE URBAN FRINGE | YOUNGER SINGLES & COUPLES Y2

Younger, educated Asian singles and couples

Rank:	3
Hhlds:	1,954
Hhld %:	14.40
% in Benchmark:	1.14
Index:	1,266

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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31 METRO MELTING POT

F3 MIDDLE-AGE URBAN FRINGE | MIDDLE-AGE FAMILIES F3

Diverse, middle-income city dwellers

Rank:	4
Hhlds:	1,666
Hhld %:	12.28
% in Benchmark:	1.77
Index:	693

A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upward-climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly 30 percent speak a non-official language, with Tagalog, Arabic and Spanish joining Portuguese, Italian, Cantonese and Mandarin in recent years. These neighbourhoods are diverse in more ways than cultural roots: Metro Melting Pot contains families and lone-parent households, maintainers range in age from 45 to over 75, and the housing stock is a mix of older single-detached and row houses, semis and apartment buildings. While some contain young children, many households have twenty-something children who are likely contributing to the family income. With educations ranging from grade school to university degrees, adults work at varied jobs in business, services and manufacturing. But the high housing prices—the average dwelling value of over $525,000—contribute to only an average number of homeowners. Eager to indulge their children, many enjoy going to theme parks, professional sports games and all-inclusive resorts. Seeking to connect with others in their communities, they respond to messages that recognize their Attraction for Crowds.

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10 ASIAN ACHIEVEMENT

F2 DIVERSE URBAN FRINGE | LARGE DIVERSE FAMILIES F2

Successful, middle-aged and older Asian families

Rank:	5
Hhlds:	802
Hhld %:	5.91
% in Benchmark:	0.63
Index:	935

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

Psychographics | SocialValues Overview

Trade Area: Vaughan - Thornhill (Yonge Street)

⬆ Strong Values

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Status via Home	122
Confidence in Big Business	121
Advertising as Stimulus	120
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Need for Status Recognition	118
Enthusiasm for Technology	117
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⬇ Weak Values

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Utilitarian Consumerism	77
Confidence in Small Business	80
Cultural Assimilation	81
Work Ethic	83
Discriminating Consumerism	85
Primacy of the Family	85
Social Intimacy	85
Technology Anxiety	85

⭐ Descriptions | Top 3 Strong Values

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

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.

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.

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.

Index Colours:	<80	80 - 110	110+

Financial and Expenditure Overview

Financial | WealthScapes Overview

Trade Area: Vaughan - Thornhill (Yonge Street)   **WealthScapes Households:** 13,475

INCOME*

Household Income	Household Disposable Income	Household Discretionary Income	Annual RRSP Contributions
$ 139,910	$ 107,666	$ 77,373	$ 5,147
Index: 121	Index: 118	Index: 120	Index: 144

WEALTH*   ASSETS*

	Net Worth	Savings	Investments	Unlisted Shares	Real Estate	Liquid Assets
% Holders	99.8% Index: 100	94.8% Index: 100	65.5% Index: 109	17.5% Index: 141	71.8% Index: 94	98.0% Index: 100
Balance	$1,555,672	$146,286	$679,392	$693,451	$1,402,776	$707,038
	Index: 211	Index: 191	Index: 201	Index: 218	Index: 187	Index: 214

DEBT*   FINANCIAL RATIO

	Consumer Debt	Mortgage Debt	Debt:Asset
% Holders	91.2% Index: 100	38.2% Index: 82	0.15% Index: 70
Balance	$84,470	$502,873	
	Index: 127	Index: 169	

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 (Yonge Street)

WealthScapes Households: 13,475

FINANCIAL RATIOS*

Debt: Asset	Debt: Liquid Assets	Consumer Debt - Discr. Income	Savings - Investments
0.15	0.39	1.00	0.56
Index: 70	Index: 63	Index: 106	Index: 93

Pension - Non-Pension Assets	Real Estate Assets - Liq. Assets	Mortgage - Real Estate Assets	Mortgage - Consumer Debt
0.08	1.45	0.19	2.50
Index: 37	Index: 83	Index: 79	Index: 109

Index Colours:	<80	80 - 110	110+

Expenditures | HouseholdSpend - Annual Expenditure Overview

Trade Area: Vaughan - Thornhill (Yonge Street) **Households:** 13,567

Total Aggregate Current Consumption: $1,269,410,641

Average Current Consumption	Average Household Income	Average Disposable Income
$93,566	$138,663	$105,419
Index 114	Index 120	Index 117

Shelter
Avg. Dollars/Household | Pct. of Total Expenditure
$24,561 | 26.2%
Index 117 | Index 102

Food
Avg. Dollars/Household | Pct. of Total Expenditure
$14,595 | 15.6%
Index 114 | Index 100

Transportation
Avg. Dollars/Household | Pct. of Total Expenditure
$13,841 | 14.8%
Index 101 | Index 88

Household Operation
Avg. Dollars/Household | Pct. of Total Expenditure
$6,582 | 7.0%
Index 115 | Index 100

Health Care
Avg. Dollars/Household | Pct. of Total Expenditure
$6,263 | 6.7%
Index 114 | Index 100

Recreation
Avg. Dollars/Household | Pct. of Total Expenditure
$5,411 | 5.8%
Index 113 | Index 99

Household Furnishings
Avg. Dollars/Household | Pct. of Total Expenditure
$5,134 | 5.5%
Index 129 | Index 113

Clothing
Avg. Dollars/Household | Pct. of Total Expenditure
$4,069 | 4.3%
Index 123 | Index 107

Education
Avg. Dollars/Household | Pct. of Total Expenditure
$4,027 | 4.3%
Index 187 | Index 164

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 - Thornhill (Yonge Street)   **Households:** 13,567

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
$138,663	$14,595	$4,820	$9,775
Index: 120	Index: 114	Index: 120	Index: 112

Total Aggregate Food Expenditure: $ 198,017,103

Bakery
Avg. Dollars/Household	Pct. of Total Expenditure
$951	9.7%
Index:109	Index:98

Cereal Products
Avg. Dollars/Household	Pct. of Total Expenditure
$541	5.5%
Index:106	Index:95

Fruit and nuts
Avg. Dollars/Household	Pct. of Total Expenditure
$1,392	14.2%
Index:127	Index:114

Vegetables
Avg. Dollars/Household	Pct. of Total Expenditure
$1,172	12.0%
Index:127	Index:114

Dairy products & Eggs
Avg. Dollars/Household	Pct. of Total Expenditure
$1,357	13.9%
Index:106	Index:95

Meat
Avg. Dollars/Household	Pct. of Total Expenditure
$1,703	17.4%
Index:108	Index:97

Fish & Seafood
Avg. Dollars/Household	Pct. of Total Expenditure
$465	4.8%
Index:159	Index:142

Beverages & Other Food
Avg. Dollars/Household	Pct. of Total Expenditure
$2,196	22.5%
Index:99	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+

13

Post COVID-19 Activities

ENVIRONICS
ANALYTICS

Trade Area: Vaughan - Thornhill (Yonge Street)   **Household Population 14+:** 31,755

Activities Look Forward To Doing

	%	Base %	Index
Socializing			
Dating	12.4	11.0	113
Going to restaurants, bars or night clubs	56.2	55.1	102
Having physical Contact with family and friends	56.4	57.7	98
Participating in group activities	41.1	38.7	106
Partying	19.1	15.8	121
Seeing family and friends in person	62.6	62.8	100
Entertainment			
Attending events, festivals or concerts	43.2	42.9	101
Attending sports events (excludes professional sports)	19.8	18.2	109
Attending to professional sports events or games	25.9	25.4	102
Going to the movies	49.9	45.7	109
Movement & Travel			
Driving more	18.3	16.1	114
Shopping in-store	52.2	42.9	122
Spending time outdoors	37.1	32.5	114
Travelling outside of Canada/ abroad	60.6	53.2	114
Travelling within Canada	51.0	49.9	102
Using public transit	21.0	13.7	153
Personal			
Getting back to old habits	38.7	36.2	107
Going to a salon, barber shop or spa	38.1	33.7	113
Going to the gym	28.9	22.6	128
Education/Work			
Children going back to school	20.5	20.3	101
Going back to work	19.0	17.6	108
Other			
Not Stated	1.4	0.6	242

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 (Yonge Street)　　　　　　　　　　　　　**Household Population 14+:** 31,755

RADIO
Listeners: 79.4%
Index: 98

7.0 Hours/Week*
Index: **93**

Top Formats

	Trade Area	Benchmark
Traffic	26.5%	16.7%
Multicultural	8.3%	6.2%
Jazz	12.5%	9.6%

■ Trade Area ■ Benchmark

TELEVISION
Viewers: 94.2%
Index: 99

19.4 Hours/Week*
Index: **93**

Top Program Types

	Trade Area	Benchmark
Entertainment News	40.7%	37.1%
Late Night Talk Shows	30.4%	28.0%
Music Video	37.4%	34.5%

■ Trade Area ■ Benchmark

NEWSPAPER
Readers: 34.3%
Index: 99

1.0 Hours/Week*
Index: **157**

Top Sections Read

	Trade Area	Benchmark
Fashion or Lifestyle	11.9%	8.0%
Arts and Entertainment	17.3%	11.7%
Puzzles and Games	15.9%	10.7%

■ Trade Area ■ Benchmark

MAGAZINE
Readers: 74.0%
Index: 102

1.7 Hours/Month*
Index: **118**

Top Titles

	Trade Area	Benchmark
NOW	16.6%	7.8%
Toronto Life	30.3%	15.9%
FASHION Magazine	16.8%	10.9%

■ Trade Area ■ Benchmark

INTERNET
Users: 98.0%
Index: 100

22.0 Hours online past week*
Index: **100**

Top Activities

	Trade Area	Benchmark
Career/Job Search	30.8%	30.3%
Watched Long Form Videos	48.9%	48.4%
Watched Videos	65.6%	65.7%

■ Trade Area ■ Benchmark

DIRECT/OUTDOOR
5 Times used public transit past week*
Index: **194**

Top DM Formats Used to Plan/Make Purchases

	Trade Area	Benchmark
Brochures	13.3%	10.9%
Addressed Mail Offers	10.0%	8.2%
Newsletters	8.5%	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 - Thornhill (Yonge Street)

Household Population 18+: 30,217

FACEBOOK
71.0% currently use
Index: 91

Top Activities (Daily)

	Trade Area	Benchmark
Read news feed	32.8%	42.7%
Cmt/Like other users' posts	19.9%	27.6%
Watch videos	17.7%	19.5%

■ Trade Area ■ Benchmark

TWITTER
31.1% currently use
Index:106

Top Activities (Daily)

	Trade Area	Benchmark
Read tweets	15.7%	14.2%
Watch videos	8.3%	6.4%
Tweet	6.3%	4.4%

■ Trade Area ■ Benchmark

INSTAGRAM
40.1% currently use
Index: 103

Top Activities (Daily)

	Trade Area	Benchmark
View photos/videos	9.3%	8.5%
Like photos/videos	7.3%	6.7%
Send direct messages	4.5%	3.7%

■ Trade Area ■ Benchmark

LINKEDIN
52.6% currently use
Index: 127

Top Activities (Weekly)

	Trade Area	Benchmark
Read your newsfeed	6.9%	4.7%
View a job posting	5.0%	3.9%
Search and review other profiles	4.8%	3.6%

■ Trade Area ■ Benchmark

YOUTUBE
73.5% currently use
Index:105

Top Activities (Daily)

	Trade Area	Benchmark
Watch videos	32.7%	28.0%
Watch live videos	9.1%	6.8%
Like/dislike videos	9.0%	8.1%

■ Trade Area ■ Benchmark

SNAPCHAT
11.7% currently use
Index: 91

Top Activities (Weekly)

	Trade Area	Benchmark
Receive photos/videos	5.5%	6.6%
Send direct text messages	5.1%	5.9%
Send photos/videos	4.9%	5.7%

■ Trade Area ■ Benchmark

WHATSAPP
61.8% currently use
Index: 144

Top Activities (Daily)

	Trade Area	Benchmark
Send/receive images	10.9%	6.0%
Send/receive messages	9.6%	5.7%
Use group chats	7.0%	4.6%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+

Opticks Social | Social Media Usage

Trade Area: Vaughan - Thornhill (Yonge Street)

Household Population 18+: 30,217

FRIENDS IN ALL SM NETWORKS	FREQUENCY OF USE (DAILY)	BRAND INTERACTION	NO. OF BRANDS INTERACTED
36.6%	45.3%	30.5%	31.1%
Index:103	Index:81	Index:89	Index:102
0-49 friends	Facebook	Like brand on Facebook	2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA
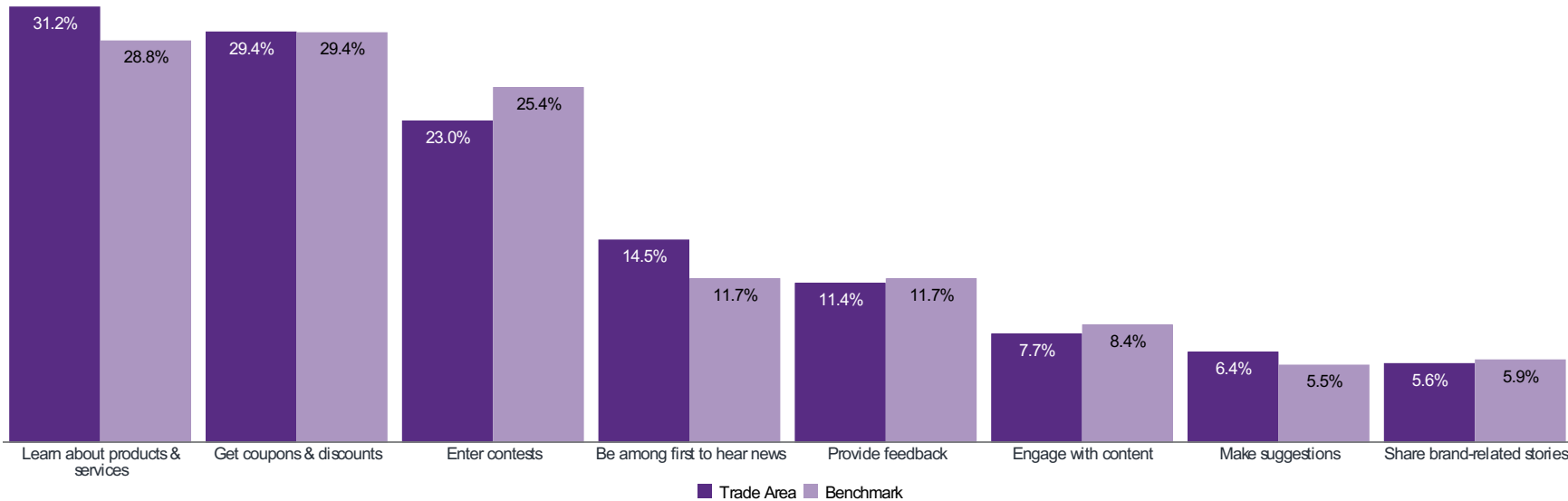
Reason	Trade Area	Benchmark
Learn about products & services	31.2%	28.8%
Get coupons & discounts	29.4%	29.4%
Enter contests	23.0%	25.4%
Be among first to hear news	14.5%	11.7%
Provide feedback	11.4%	11.7%
Engage with content	7.7%	8.4%
Make suggestions	6.4%	5.5%
Share brand-related stories	5.6%	5.9%

■ Trade Area   ■ Benchmark

Chosen and ranked by percent composition

Index Colours:	<80	80 - 110	110+

19

Online Shopping Attitudes and Behaviours

Opticks eShopper | Online Shopping Attitudes

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Thornhill (Yonge Street)

Total Household Population 18+: 30,217

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

% Comp **86.0**   Index **98**

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

% Comp **48.7**   Index **100**

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

% Comp **83.7**   Index **99**

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

% Comp **44.4**   Index **108**

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

% Comp **58.2**   Index **103**

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

% Comp **32.9**   Index **109**

Ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Purchase Preference by Category

ENVIRONICS
ANALYTICS

Trade Area: Vaughan - Thornhill (Yonge Street)

Total Household Population 18+:30,217

ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)
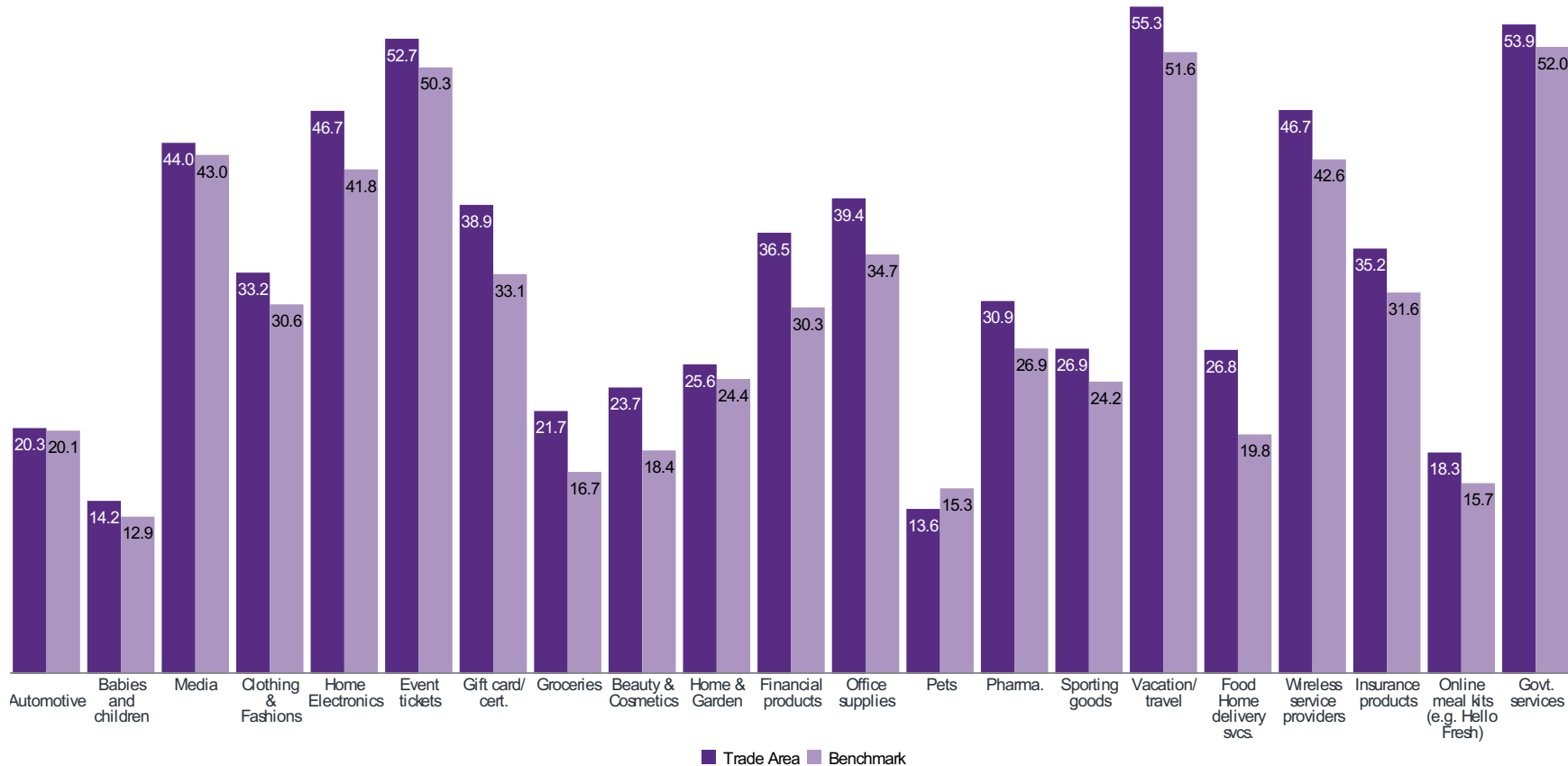
Category	Trade Area	Benchmark
Automotive	20.3	20.1
Babies and children	14.2	12.9
Media	44.0	43.0
Clothing & Fashions	33.2	30.6
Home Electronics	46.7	41.8
Event tickets	52.7	50.3
Gift card/ cert.	38.9	33.1
Groceries	21.7	16.7
Beauty & Cosmetics	23.7	18.4
Home & Garden	25.6	24.4
Financial products	36.5	30.3
Office supplies	39.4	34.7
Pets	13.6	15.3
Pharma.	30.9	26.9
Sporting goods	26.9	24.2
Vacation/ travel	55.3	51.6
Food Home delivery svcs.	26.8	19.8
Wireless service providers	46.7	42.6
Insurance products	35.2	31.6
Online meal kits (e.g. Hello Fresh)	18.3	15.7
Govt. services	53.9	52.0

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Clothing & Fashions Deep Dive

Trade Area: Vaughan - Thornhill (Yonge Street)

Total Household Population 18+: 30,217

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	58.4% Index:95	41.2% Index:112	11.0% Index:89	3.2% Index:100
Purchase preference	70.9% Index:94	33.2% Index:109	8.9% Index:91	3.0% Index:116
Customer Service	55.8% Index:90	19.9% Index:111	6.5% Index:112	24.7% Index:114

AMOUNT SPENT [PST 12 MTHS]

Range	Trade Area	Benchmark
Less than $50 (!)	1.8%	2.0%
$50-$99	4.7%	4.5%
$100-$249	10.6%	10.8%
$250-$499	9.6%	9.5%
$500-$999	4.2%	4.4%
$1000 or more	3.2%	2.3%

■ Trade Area ■ Benchmark

Index Colours:	<80	80 - 110	110+

Opticks eShopper | Home Electronics & Computers Deep Dive

Trade Area: Vaughan - Thornhill (Yonge Street)　　　　**Total Household Population 18+:** 30,217

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	46.2% Index:92	59.5% Index:109	14.3% Index: 91	9.6% Index: 116
Purchase preference	63.2% Index: 92	46.7% Index:112	10.2% Index:93	7.6% Index: 117
Customer Service	50.0% Index:89	27.3% Index:110	8.2% Index: 110	38.9% Index: 105

AMOUNT SPENT [PST 12 MTHS]

	Less than $100	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	4.3%	6.9%	7.1%	6.6%	8.1%
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.

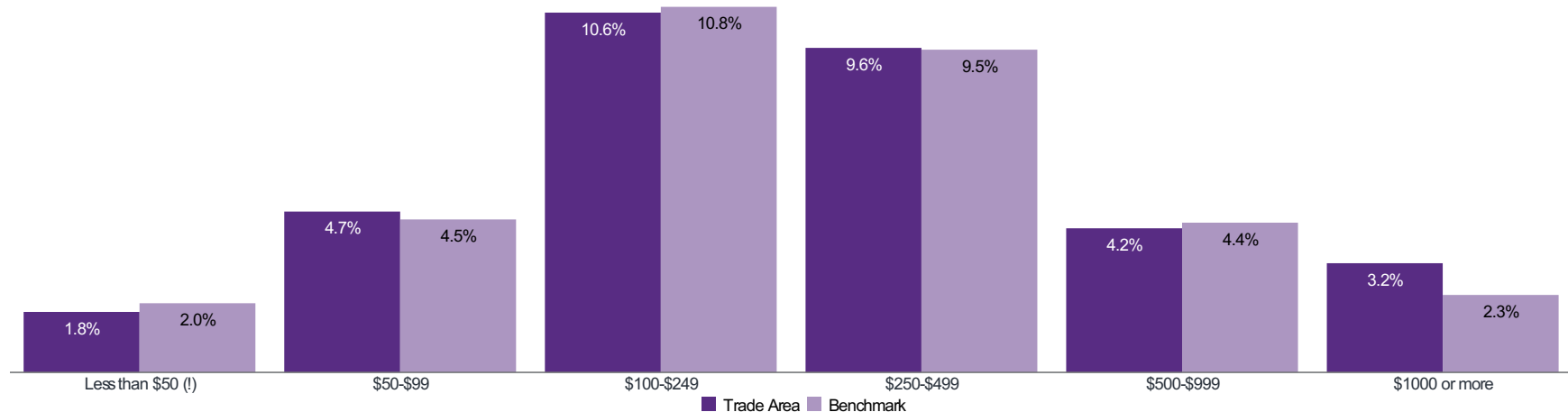| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Gift Cards Deep Dive

Trade Area: Vaughan - Thornhill (Yonge Street)

Total Household Population 18+: 30,217

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	39.3% Index:82	42.6% Index:121	9.3% Index:84	4.0% Index:113
Purchase preference	51.7% Index:86	38.9% Index:117	8.4% Index:96	3.7% Index:119
Customer Service	34.3% Index:81	22.8% Index:111	6.5% Index:106	28.7% Index:103

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	3.5%	4.4%	8.4%	4.2%	2.5%
Benchmark	3.3%	5.3%	8.3%	3.8%	1.9%

■ Trade Area ■ Benchmark

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+

25

Opticks eShopper | Groceries Deep Dive

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Thornhill (Yonge Street)

Total Household Population 18+: 30,217

GROCERIES	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	68.7% Index:95	29.5% Index:120	11.1% Index:100	3.4% Index:127
Purchase preference	79.5% Index:95	21.7% Index:130	8.0% Index:128	3.1% Index:126
Customer Service	64.7% Index:93	15.5% Index:135	4.5% Index:112	19.2% Index:102

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99 (!)	$100-$249	$250-$499	$500-$999	$1000 or more
Trade Area	1.3%	1.9%	4.0%	4.0%	3.5%	8.6%
Benchmark	1.6%	1.9%	3.8%	3.1%	3.0%	6.9%

■ 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+

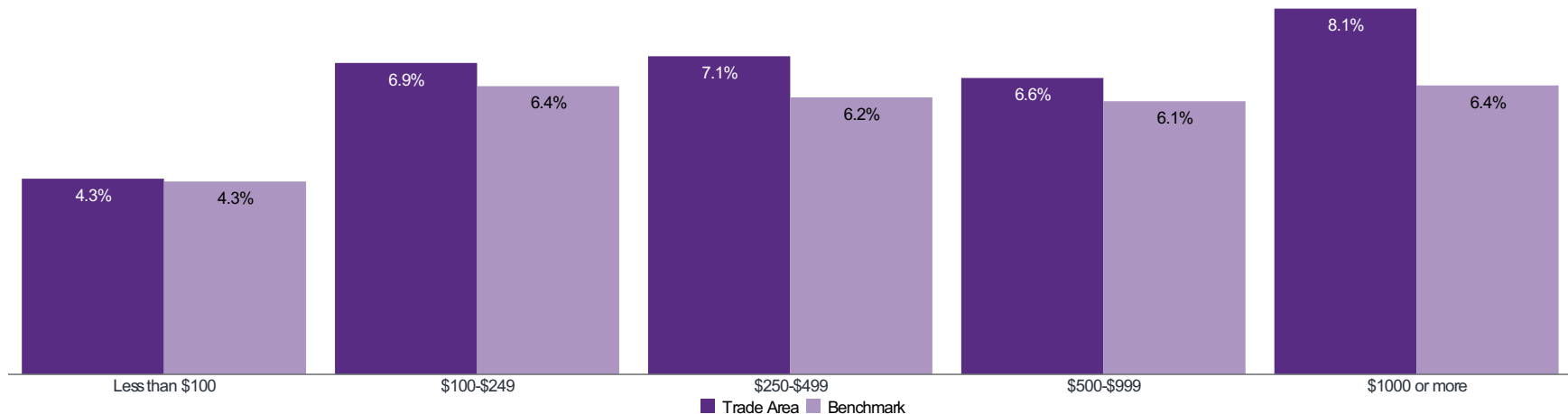# Opticks eShopper | Beauty & Cosmetics Deep Dive

ENVIRONICS
ANALYTICS

Trade Area: Vaughan - Thornhill (Yonge Street)

Total Household Population 18+: 30,217

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	36.8% Index:**104**	27.8% Index:**126**	8.8% Index:**108**	3.8% Index:**135**
Purchase preference	47.6% Index:**103**	23.7% Index:**128**	7.5% Index:**117**	3.6% Index:**157**
Customer Service	35.9% Index:**99**	15.7% Index:**125**	5.8% Index:**133**	17.1% Index:**117**

AMOUNT SPENT [PST 12 MTHS]

	Less than $50	$50-$99	$100-$249	$250-$499	$500 or more (!)
Trade Area	2.9%	4.5%	5.6%	3.1%	2.2%
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+

27

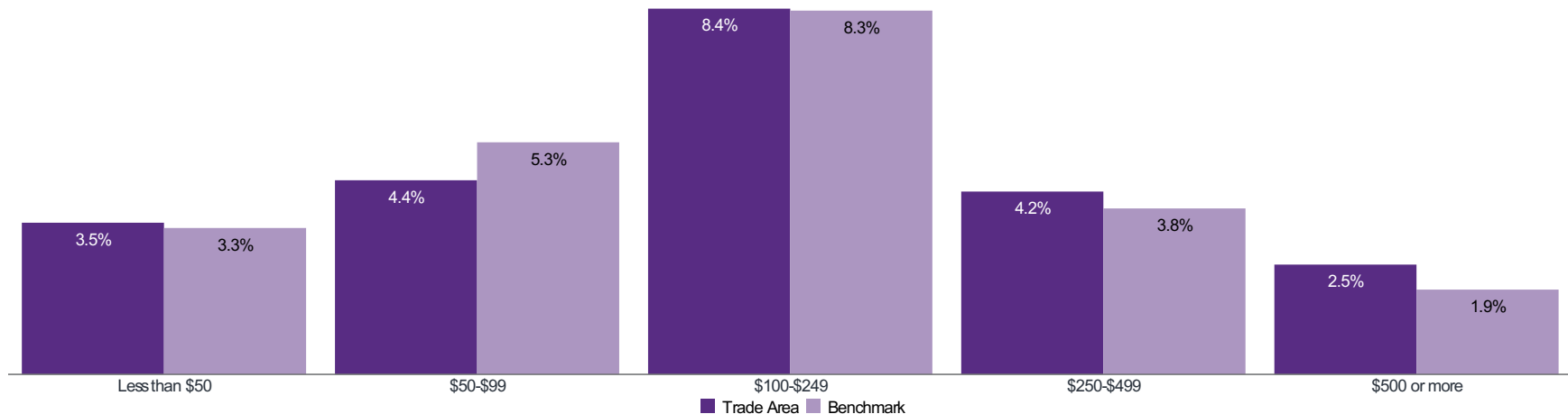# Opticks eShopper | Home & Garden Deep Dive

Trade Area: Vaughan - Thornhill (Yonge Street)

Total Household Population 18+: 30,217

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	45.4% Index:88	36.3% Index:96	10.2% Index:90	5.6% Index:97
Purchase preference	59.1% Index:87	25.6% Index:105	7.1% Index:102	4.3% Index:120
Customer Service	45.8% Index:85	15.9% Index:100	5.0% Index:105	23.0% Index:101

AMOUNT SPENT [PST 12 MTHS]

	Less than $50 (!)	$50-$99	$100-$249	$250-$499	$500 or more
Trade Area	1.7%	3.3%	4.2%	3.3%	2.8%
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.

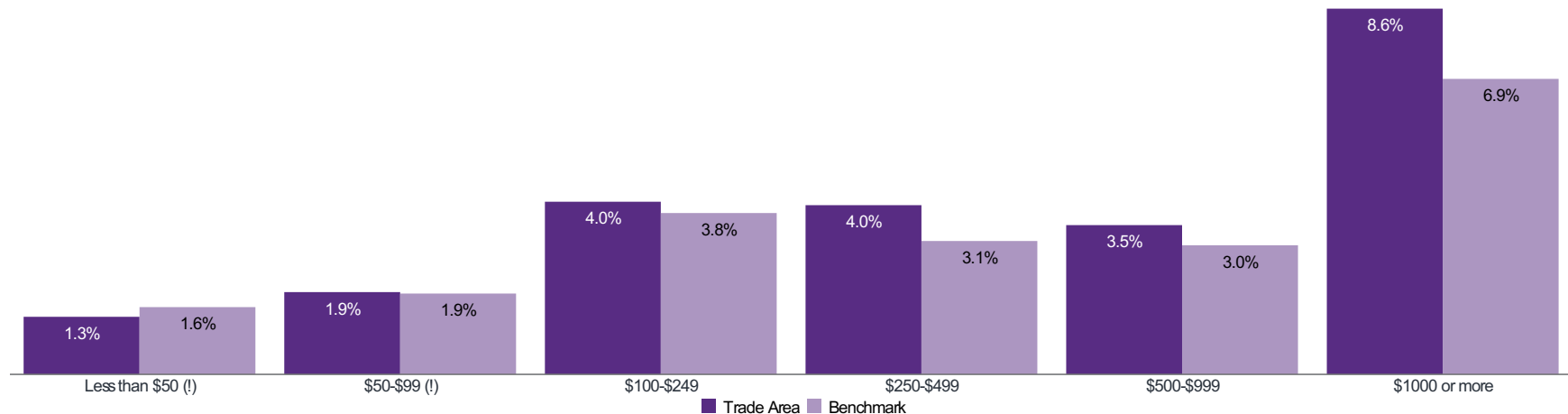| Index Colours:	<80	80 - 110	110+

Opticks eShopper | Sporting Goods Deep Dive

Trade Area: Vaughan - Thornhill (Yonge Street)

Total Household Population 18+: 30,217

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	38.2% Index:98	36.1% Index:112	10.5% Index:100	4.7% Index:121
Purchase preference	51.2% Index:99	26.9% Index:111	7.2% Index:95	4.0% Index:131
Customer Service	40.3% Index:96	16.4% Index:109	5.6% Index:108	23.2% Index:113

AMOUNT SPENT [PST 12 MTHS]
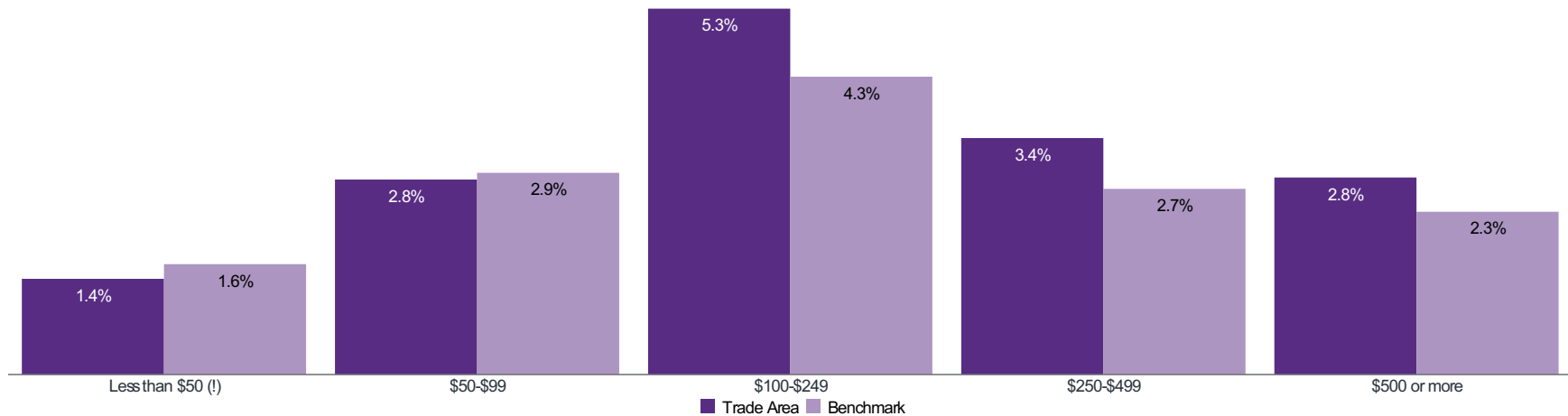
Amount	Trade Area	Benchmark
Less than $50 (!)	1.4%	1.6%
$50-$99	2.8%	2.9%
$100-$249	5.3%	4.3%
$250-$499	3.4%	2.7%
$500 or more	2.8%	2.3%

■ 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

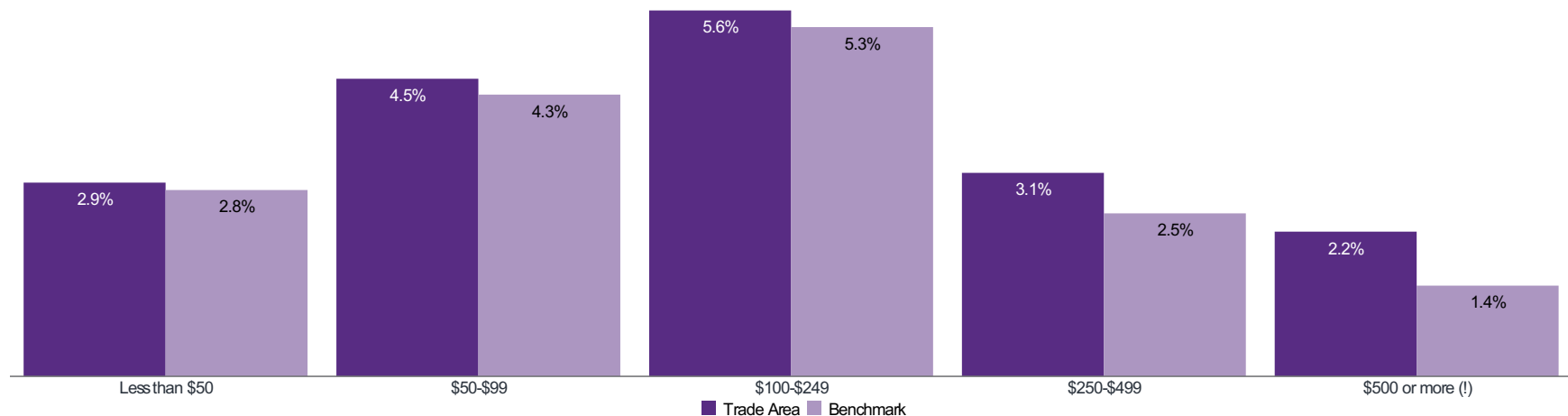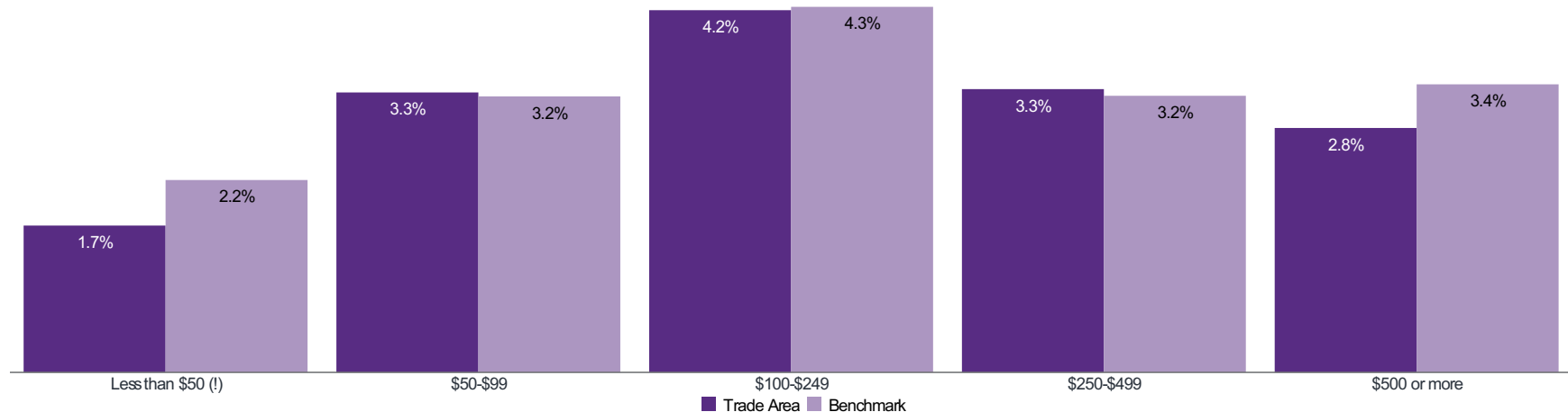**Trade Area:** Vaughan - Thornhill (Yonge Street)

Total Household Population 18+: 30,217

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	20.1% Index:98	59.6% Index:103	14.0% Index:94	18.2% Index:113
Purchase preference	25.5% Index:89	55.3% Index:107	7.1% Index:102	20.2% Index:113
Customer Service	25.7% Index:88	30.1% Index:110	8.2% Index:118	45.5% Index:104

AMOUNT SPENT [PST 12 MTHS]
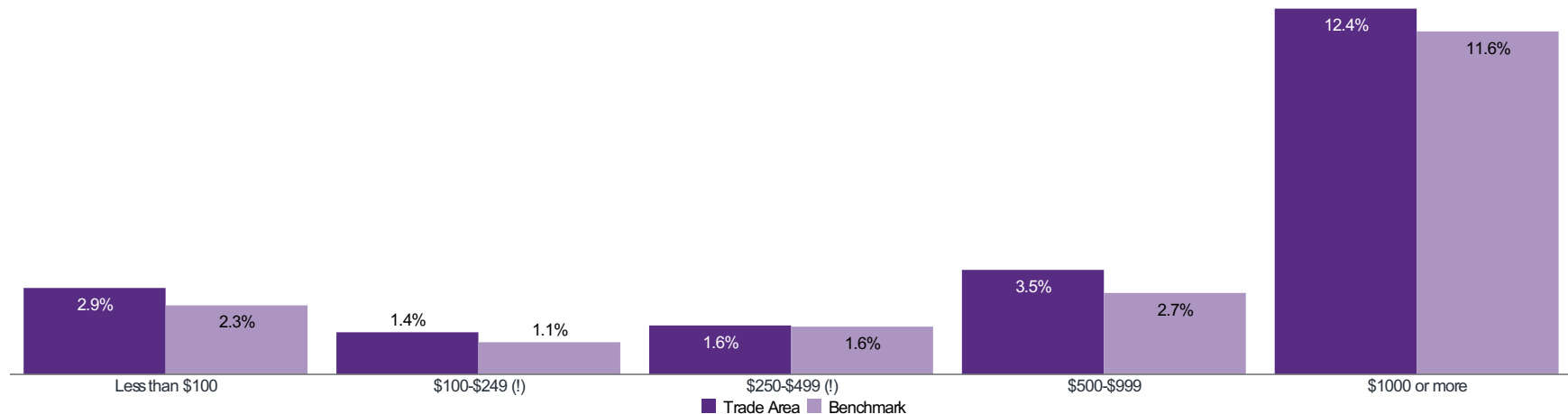
	Less than $100	$100-$249 (!)	$250-$499 (!)	$500-$999	$1000 or more
Trade Area	2.9%	1.4%	1.6%	3.5%	12.4%
Benchmark	2.3%	1.1%	1.6%	2.7%	11.6%

■ 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+

Store Loyalty

ShopperChoice | Store Loyalty - Assortment / Product Quality

ENVIRONICS ANALYTICS

Trade Area: Vaughan - Thornhill (Yonge Street)

Households: 13,567

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
ASSORTMENT / PRODUCT QUALITY

Has products I want/regularly in stock
65.8%
Index:97

Has high quality fresh produce
54.6%
Index:92

Carries food/non-food items I need
38.4%
Index:93

Has high quality meat department
37.3%
Index:89

Carries variety of items and services
34.0%
Index:95

Only store that carries what I want
32.3%
Index:107

Carries wide variety of ethnic prod.
19.6%
Index:146

Has variety of freshly prep. foods/meals
17.7%
Index:127

Has special section for dietary needs
13.7%
Index:110

Carries variety of organic prod. (!)
9.5%
Index:84

Carries selection of alcoholic bev. (^)
6.8%
Index:178

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

Trade Area: Vaughan - Thornhill (Yonge Street)

Households: 13,567

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
63.4%	46.3%	40.5%
Index:**106**	Index:**108**	Index:**97**

Short checkout lines/fast checkout	Has extended hours	Staff are friendly and knowledgeable
35.6%	34.3%	29.2%
Index:**100**	Index:**125**	Index:**86**

I like the store ambiance	Has self-checkout	Offers an online shopping option (!)
19.9%	16.9%	10.6%
Index:**100**	Index:**123**	Index:**119**

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+

Trade Area: Vaughan - Thornhill (Yonge Street)　　　　　　　　　**Households:** 13,567

STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL
PRICE AND PROMO

Store has great sales and promotions

63.7%
Index: 94

Discover good value when shopping

62.6%
Index: 95

Store has the lowest prices overall

53.8%
Index: 93

Store has a customer loyalty card program

44.7%
Index: 90

Has loyalty prog. app and offers pers. promos

23.6%
Index: 80

I'm loyal to their store brands

22.8%
Index: 99
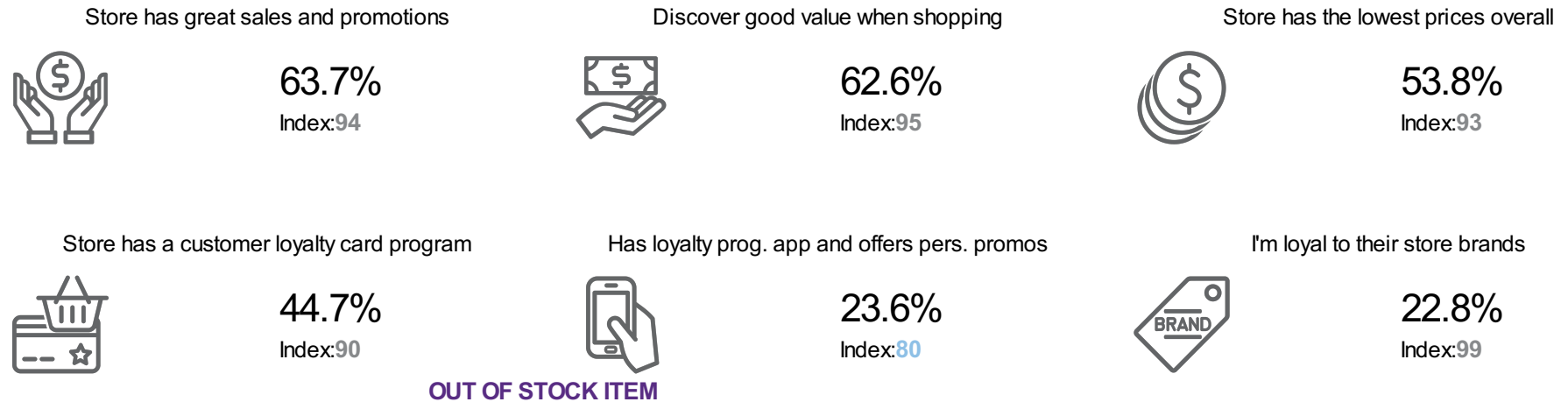
OUT OF STOCK ITEM

	%	Base %	% Pen	Index
Psychographics - Shopping Preferences				
Postpone the purchase	41.1	40.2	0.3	102
Leave the store and buy it elsewhere	30.8	30.9	0.3	100
Purchase another brand	20.2	21.2	0.3	95
Purchase another size or variety of the same brand (!)	7.9	7.7	0.3	102

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 Yonge 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 2019 #	% of Total	% Pen	Index	Summer 2019 #	% of Total	% Pen	Index	Fall 2019 #	% of Total	% Pen	Index	Winter 2019 #	% of Total	% Pen	Index	Full Year 2019 #	% of Total	% Pen	Index
	Total	19,302,713	100%	722,313	100%	3.74%	100	702,812	100%	3.64%	100	605,433	100%	3.14%	100	641,099	100%	3.32%	100	1,093,450	100%	5.66%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	261,110	36.15%	10.16%	272	261,338	37.18%	10.17%	279	219,606	36.27%	8.55%	273	225,619	35.19%	8.78%	264	394,695	36.10%	15.36%	271
3519028	Vaughan, ON (CY)	264,447	1.37%	93,467	12.94%	35.34%	945	87,116	12.40%	32.94%	905	83,024	13.71%	31.40%	1001	88,513	13.81%	33.47%	1008	120,745	11.04%	45.66%	806
3519036	Markham, ON (CY)	301,247	1.56%	81,953	11.35%	27.20%	727	78,523	11.17%	26.07%	716	70,021	11.57%	23.24%	741	74,497	11.62%	24.73%	745	114,077	10.43%	37.87%	668
3519038	Richmond Hill, ON (T)	181,750	0.94%	85,782	11.88%	47.20%	1261	85,896	12.22%	47.26%	1298	75,242	12.43%	41.40%	1320	83,222	12.98%	45.79%	1379	106,008	9.69%	58.33%	1030
3521010	Brampton, ON (CY)	596,084	3.09%	26,459	3.66%	4.44%	119	26,166	3.72%	4.39%	121	22,349	3.69%	3.75%	120	24,168	3.77%	4.05%	122	49,647	4.54%	8.33%	147
3521005	Mississauga, ON (CY)	642,951	3.33%	23,311	3.23%	3.63%	97	23,022	3.28%	3.58%	98	21,296	3.52%	3.31%	106	20,224	3.15%	3.15%	95	42,777	3.91%	6.65%	117
3519048	Newmarket, ON (T)	73,196	0.38%	14,259	1.97%	19.48%	521	13,278	1.89%	18.14%	498	10,014	1.65%	13.68%	436	13,029	2.03%	17.80%	536	20,535	1.88%	28.05%	495
3519046	Aurora, ON (T)	50,664	0.26%	12,922	1.79%	25.51%	682	10,437	1.49%	20.60%	566	8,469	1.40%	16.72%	533	10,197	1.59%	20.13%	606	16,851	1.54%	33.26%	587
3518009	Whitby, ON (T)	113,993	0.59%	5,561	0.77%	4.88%	130	6,664	0.95%	5.85%	161	5,521	0.91%	4.84%	154	5,110	0.80%	4.48%	135	11,057	1.01%	9.70%	171
3519044	Whitchurch-Stouffville, ON (T)	41,514	0.22%	7,271	1.01%	17.51%	468	6,216	0.88%	14.97%	411	5,526	0.91%	13.31%	424	6,647	1.04%	16.01%	482	10,849	0.99%	26.13%	461

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

2019 Vaughan - Thornhill Yonge Street Visitors Within Trade Area
Compared to Total Household Population 15+
Benchmark: 15 min trade area

Total Household Population 15+	Spring 2019 Visitors #	% Pen	Summer 2019 Visitors #	% Pen	Fall 2019 Visitors #	% Pen	Winter 2019 Visitors #	% Pen	Full Year 2019 Visitors #	% Pen
31,311	17,415	55.6	16,768	53.6	18,447	58.9	16,728	53.4	20,282	64.8

2019 Vaughan - Thornhill Yonge 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	1,106,029	20,282	1.8	1,085,746	98.2

ENVIRONICS ANALYTICS

2020 Vaughan - Thornhill Yonge 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%	359,850	100%	1.86%	100	535,294	100%	2.77%	100	497,001	100%	2.57%	100	523,434	100%	2.71%	100	834,290	100%	4.32%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	140,539	39.05%	5.47%	293	208,617	38.97%	8.12%	293	202,751	40.79%	7.89%	307	196,966	37.63%	7.67%	283	324,443	38.89%	12.63%	292
3519028	Vaughan, ON (CY)	264,447	1.37%	61,815	17.18%	23.38%	1254	85,905	16.05%	32.48%	1171	81,428	16.38%	30.79%	1196	77,407	14.79%	29.27%	1079	111,457	13.36%	42.15%	975
3519038	Richmond Hill, ON (T)	181,750	0.94%	46,721	12.98%	25.71%	1379	67,446	12.60%	37.11%	1338	62,868	12.65%	34.59%	1343	69,769	13.33%	38.39%	1416	91,959	11.02%	50.60%	1171
3519036	Markham, ON (CY)	301,247	1.56%	41,051	11.41%	13.63%	731	54,384	10.16%	18.05%	651	48,929	9.84%	16.24%	631	56,076	10.71%	18.61%	686	83,314	9.99%	27.66%	640
3521010	Brampton, ON (CY)	596,084	3.09%	8,265	2.30%	1.39%	74	14,232	2.66%	2.39%	86	12,244	2.46%	2.05%	80	15,684	3.00%	2.63%	97	27,048	3.24%	4.54%	105
3521005	Mississauga, ON (CY)	642,951	3.33%	7,369	2.05%	1.15%	61	12,145	2.27%	1.89%	68	13,840	2.78%	2.15%	84	14,752	2.82%	2.29%	85	26,119	3.13%	4.06%	94
3519048	Newmarket, ON (T)	73,196	0.38%	4,622	1.28%	6.31%	339	7,718	1.44%	10.54%	380	6,062	1.22%	8.28%	322	9,086	1.74%	12.41%	458	13,021	1.56%	17.79%	412
3519046	Aurora, ON (T)	50,664	0.26%	4,538	1.26%	8.96%	481	7,076	1.32%	13.97%	504	5,775	1.16%	11.40%	443	7,754	1.48%	15.31%	564	11,281	1.35%	22.27%	515
3518009	Whitby, ON (T)	113,993	0.59%	2,379	0.66%	2.09%	112	2,819	0.53%	2.47%	89	3,548	0.71%	3.11%	121	3,864	0.74%	3.39%	125	7,189	0.86%	6.31%	146
3518013	Oshawa, ON (CY)	145,379	0.75%	2,366	0.66%	1.63%	87	3,442	0.64%	2.37%	85	3,130	0.63%	2.15%	84	3,401	0.65%	2.34%	86	6,925	0.83%	4.76%	110

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

2020 Vaughan - Thornhill Yonge 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
31,311	20,010	63.9	18,526	59.2	16,951	54.1	18,081	57.7	22,144	70.7

2020 Vaughan - Thornhill Yonge 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	839,608	22,144	2.6	817,464	97.4

ENVIRONICS ANALYTICS

2021 Vaughan - Thornhill Yonge 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 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%	411,076	100%	2.13%	100	712,520	100%	3.69%	100	685,548	100%	3.55%	100	544,527	100%	2.82%	100	990,269	100%	5.13%	100
3520005	Toronto, ON (C)	2,568,898	13.31%	162,847	39.61%	6.34%	298	288,492	40.49%	11.23%	304	273,949	39.96%	10.66%	300	230,758	42.38%	8.98%	318	397,007	40.09%	15.45%	301
3519028	Vaughan, ON (CY)	264,447	1.37%	72,441	17.62%	27.39%	1286	103,768	14.56%	39.24%	1063	103,104	15.04%	38.99%	1098	91,002	16.71%	34.41%	1220	129,653	13.09%	49.03%	956
3519038	Richmond Hill, ON (T)	181,750	0.94%	51,320	12.48%	28.24%	1326	87,137	12.23%	47.94%	1299	88,438	12.90%	48.66%	1370	68,016	12.49%	37.42%	1327	101,055	10.20%	55.60%	1084
3519036	Markham, ON (CY)	301,247	1.56%	38,671	9.41%	12.84%	603	67,652	9.49%	22.46%	608	65,173	9.51%	21.63%	609	48,234	8.86%	16.01%	568	88,329	8.92%	29.32%	572
3521005	Mississauga, ON (CY)	642,951	3.33%	9,336	2.27%	1.45%	68	21,810	3.06%	3.39%	92	18,073	2.64%	2.81%	79	12,304	2.26%	1.91%	68	33,060	3.34%	5.14%	100
3521010	Brampton, ON (CY)	596,084	3.09%	9,633	2.34%	1.62%	76	17,329	2.43%	2.91%	79	14,817	2.16%	2.49%	70	13,995	2.57%	2.35%	83	29,783	3.01%	5.00%	97
3519048	Newmarket, ON (T)	73,196	0.38%	5,999	1.46%	8.20%	385	9,568	1.34%	13.07%	354	10,066	1.47%	13.75%	387	6,421	1.18%	8.77%	311	15,479	1.56%	21.15%	412
3519046	Aurora, ON (T)	50,664	0.26%	5,674	1.38%	11.20%	526	9,128	1.28%	18.02%	488	10,021	1.46%	19.78%	557	6,531	1.20%	12.89%	457	12,648	1.28%	24.97%	487
3519044	Whitchurch-Stouffville, ON (T)	41,514	0.22%	2,880	0.70%	6.94%	326	5,944	0.83%	14.32%	388	5,014	0.73%	12.08%	340	3,736	0.69%	9.00%	319	8,725	0.88%	21.02%	410
3525005	Hamilton, ON (C)	483,265	2.50%	1,467	0.36%	0.30%	14	4,064	0.57%	0.84%	23	4,853	0.71%	1.00%	28	3,884	0.71%	0.80%	28	8,641	0.87%	1.79%	35

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

2021 Vaughan - Thornhill Yonge Street 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
31,311	14,917	47.6	17,711	56.6	18,221	58.2	18,822	60.1	20,134	64.3

2021 Vaughan - Thornhill Yonge 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	1,001,001	20,134	2.0	980,867	98.0

ENVIRONICS ANALYTICS

Top 5 segments represent 49.0% of customers in Southern Ontario

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

Rank:	1
Customers:	86,081
Customers %:	15.43
% in Benchmark:	5.19
Index:	297

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:	72,534
Customers %:	13.00
% in Benchmark:	2.15
Index:	605

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:	50,367
Customers %:	9.03
% in Benchmark:	2.51
Index:	359

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:	33,430
Customers %:	5.99
% in Benchmark:	5.76
Index:	104

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.

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

Rank:	5
Customers:	30,883
Customers %:	5.54
% in Benchmark:	4.16
Index:	133

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.

Index Colours:	<80	80 - 110	110+