

# Community Profile: Vaughan – Vaughan Metropolitan Centre

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



**ENVIRONICS**  
ANALYTICS

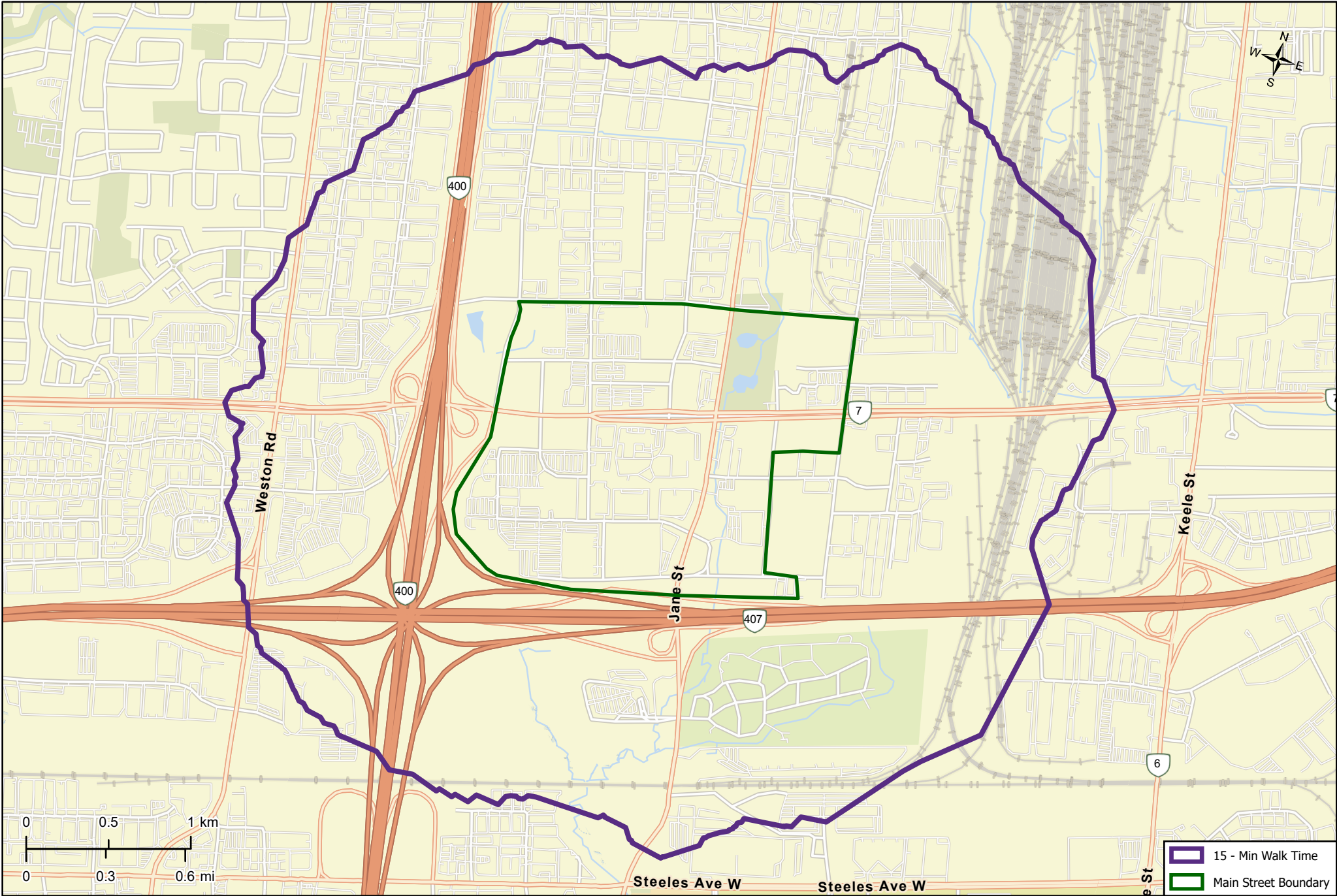
Confidential

Date: February 24, 2022

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# Vaughan - Vaughan Metropolitan Centre Main Street Boundary and Trade Area



- 15 - Min Walk Time
- Main Street Boundary

## Demographics, PRIZM Profile, and Psychographics

# Demographics | Population & Households

**Trade Area:** Vaughan - Vaughan Metropolitan Centre

## POPULATION

1,540

## HOUSEHOLDS

644

## MEDIAN MAINTAINER AGE

52

Index: 96

## MARITAL STATUS



60.5%

Index: 104

Married/Common-Law

## FAMILY STATUS\*

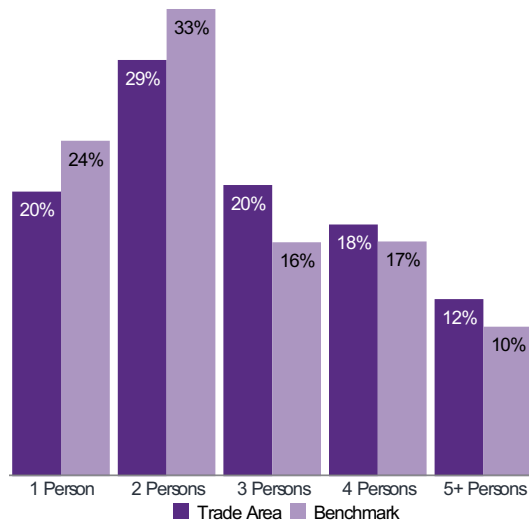


55.7%

Index: 119

Couples With Children At Home

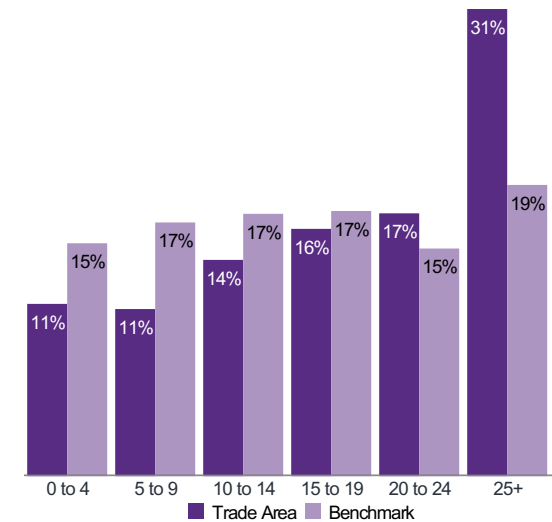
## HOUSEHOLD SIZE



## POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	60	3.9	77
5 to 9	56	3.6	68
10 to 14	74	4.8	85
15 to 19	82	5.3	90
20 to 24	99	6.4	96
25 to 29	155	10.1	143
30 to 34	130	8.4	127
35 to 39	91	5.9	91
40 to 44	86	5.6	90
45 to 49	107	6.9	111
50 to 54	127	8.2	126
55 to 59	126	8.2	113
60 to 64	95	6.2	92
65 to 69	72	4.7	83
70 to 74	65	4.2	88
75 to 79	52	3.4	102
80 to 84	31	2.0	92
85+	31	2.0	91

## AGE OF CHILDREN AT HOME



**Benchmark:** Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

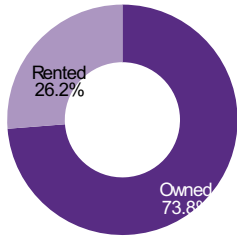
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# Demographics | Housing & Income

Trade Area: Vaughan - Vaughan Metropolitan Centre

Population: 1,540 | Households: 644

## TENURE



## STRUCTURE TYPE



**67.7%**  
Index:87



**32.3%**  
Index:146

## AGE OF HOUSING\*

**4 - 9 Years Old**  
% Comp:19.7 Index: 313

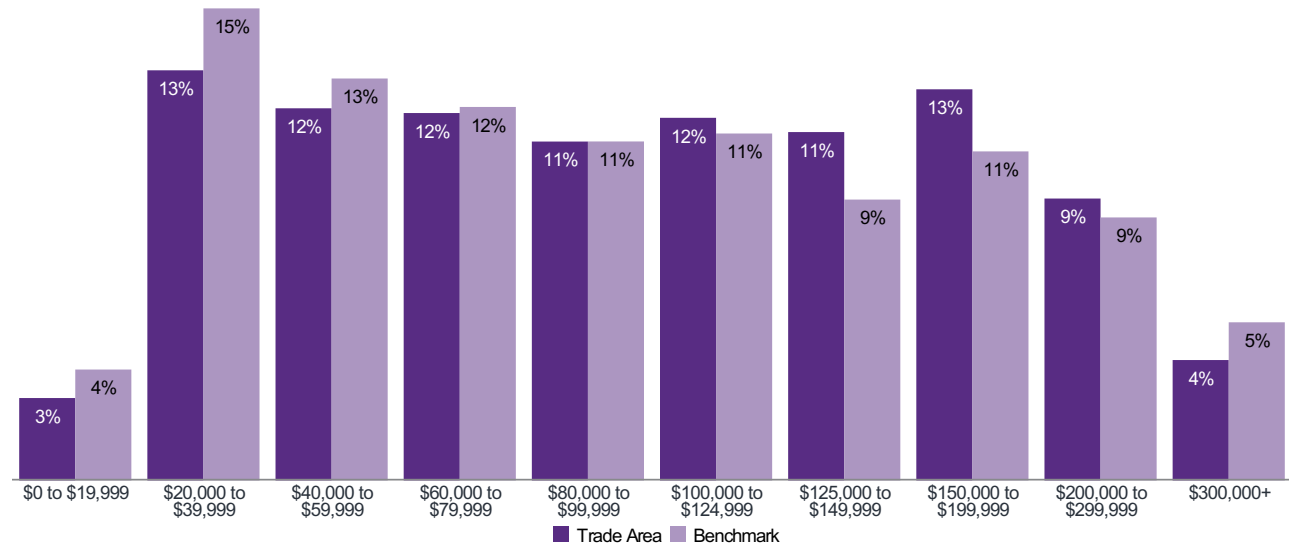
## AVERAGE HOUSEHOLD INCOME



**\$115,014**

Index:100

## HOUSEHOLD INCOME DISTRIBUTION



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\*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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# Demographics | Education & Employment

Trade Area: Vaughan - Vaughan Metropolitan Centre

Population: 1,540 | Households: 644

## EDUCATION



32.3%

Index: 121

University Degree

## LABOUR FORCE PARTICIPATION



70.9%

Index: 109

Participation Rate

## METHOD OF TRAVEL TO WORK: TOP 2\*



39.5%

Index: 109

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

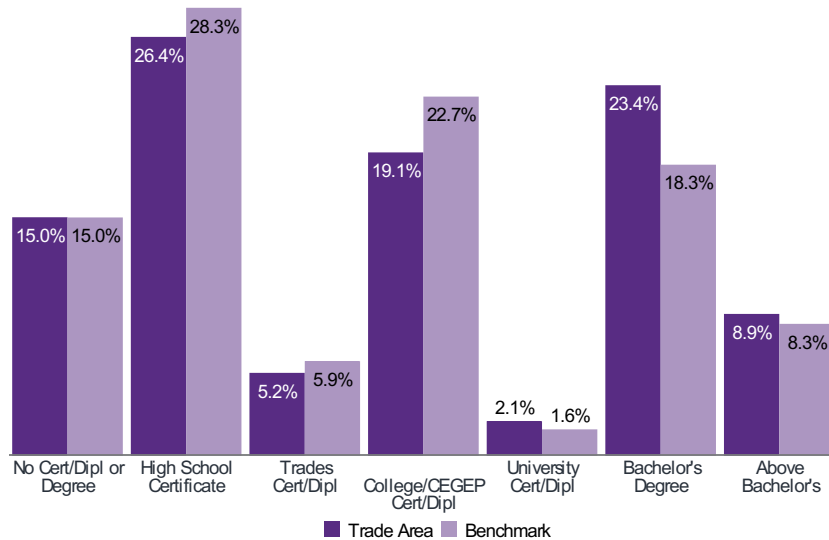


7.2%

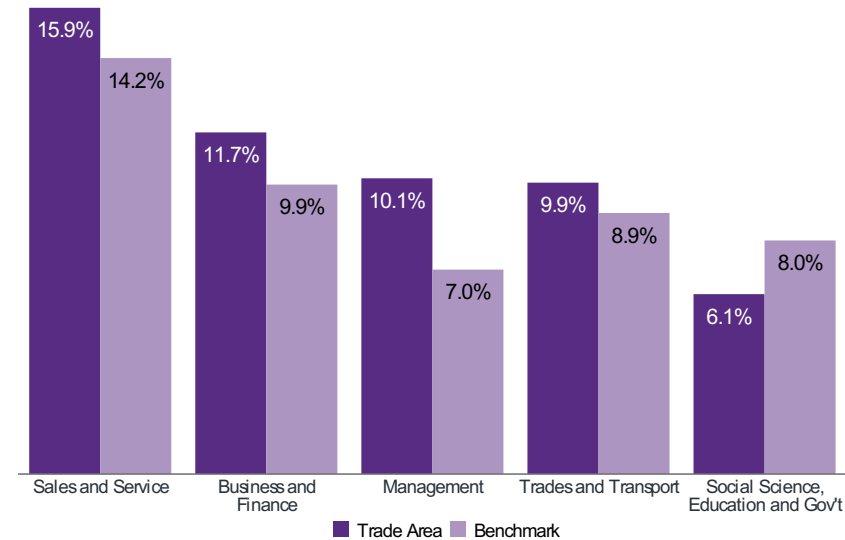
Index: 166

Travel to work by **Public Transit**

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



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\*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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# Demographics | Diversity

**Trade Area:** Vaughan - Vaughan Metropolitan Centre

**Population:** 1,540 | **Households:** 644

## ABORIGINAL IDENTITY



**0.7%**

Index: **30**

## VISIBLE MINORITY PRESENCE



**42.1%**

Index: **145**

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



**4.4%**

Index: **217**

No knowledge of English or French

## IMMIGRATION



**50.6%**

Index: **191**

Born outside Canada

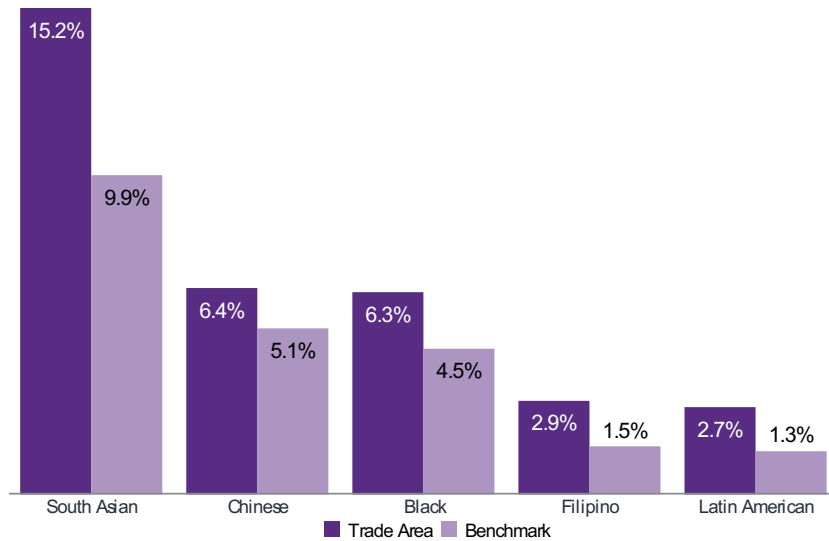
## PERIOD OF IMMIGRATION\*

**2017 To Present**

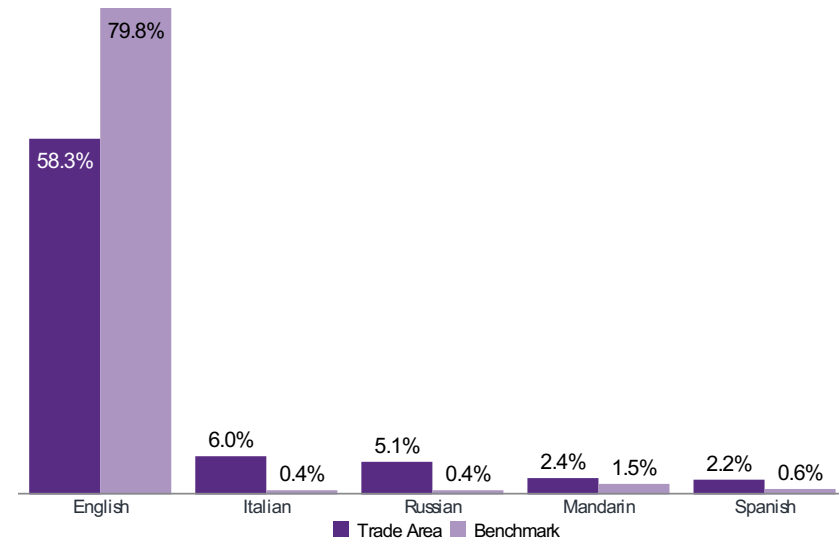
15.5%

Index: **342**

## VISIBLE MINORITY STATUS: TOP 5\*\*



## LANGUAGES SPOKEN AT HOME: TOP 5\*\*



**Benchmark:** Southern Ontario

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\*Chosen from index ranking with minimum 5% composition

\*\*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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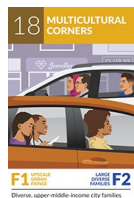


## Top 5 segments represent **93.1%** of households in Vaughan - Vaughan Metropolitan Centre



Rank:	1
Hhlds:	258
Hhld %:	39.99
% in Benchmark:	1.77
Index:	<b>2,255</b>

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.



Rank:	2
Hhlds:	136
Hhld %:	21.05
% in Benchmark:	3.28
Index:	<b>641</b>

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.



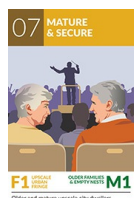
Rank:	3
Hhlds:	93
Hhld %:	14.39
% in Benchmark:	4.40
Index:	<b>327</b>

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



Rank:	4
Hhlds:	72
Hhld %:	11.18
% in Benchmark:	4.11
Index:	<b>272</b>

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



Rank:	5
Hhlds:	42
Hhld %:	6.46
% in Benchmark:	2.25
Index:	<b>287</b>

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).

Trade Area: Vaughan - Vaughan Metropolitan Centre

## Strong Values

Values	Index
Joy of Consumption	139
Pursuit of Originality	135
Fatalism	134
Enthusiasm for Technology	129
Brand Genuineness	127
Personal Expression	127
Advertising as Stimulus	126
Global Consciousness	125
Interest in the Unexplained	125
Consumption Evangelism	124

## Descriptions | Top 3 Strong Values

### Joy of Consumption

Intense gratification through the purchase of consumer goods (rather than basic necessities). Enjoying consumption for the pleasure of consumption. People who are strong on this construct are often more excited by the act of buying than by the use of the products they buy.

### Pursuit of Originality

Need to feel different from others. A preoccupation with demonstrating one's individuality through original touches and expressions of personal uniqueness.

### Fatalism

The feeling that there are forces beyond one's immediate control preventing one from being in control, and being resigned to not being able to organize and control the direction of one's life or future. Lack of belief in one's basic ability to effect change and control one's life.

## Weak Values

Values	Index
Attraction to Nature	71
Effort Toward Health	74
Primacy of Environmental Protection	77
Duty	78
Cultural Assimilation	79
Brand Apathy	81
Financial Concern Regarding the Future	82
Buying on Impulse	84
Community Involvement	84
Ecological Concern	84

## 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.

### Effort Toward Health

The commitment to focus on diet, exercise and healthy living in order to feel better and have a healthy, wholesome lifestyle. A willingness to transform one's lifestyle through exercise and radical changes to diet.

### Primacy of Environmental Protection

People strong on this construct prioritize protection of the environment over economic advancement and job creation that could threaten the environment.

Benchmark: Ontario

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

# Financial | WealthScapes Overview

Trade Area: Vaughan - Vaughan Metropolitan Centre

WealthScapes Households: 623

## INCOME\*

Household Income

**\$ 116,187**

Index: 100

Household Disposable Income

**\$ 78,613**

Index: 86

Household Discretionary Income

**\$ 50,361**

Index: 78

Annual RRSP Contributions

**\$ 3,439**

Index: 96

## WEALTH\*



Net Worth

% Holders

99.8% Index: 100

Balance

**\$1,395,390**

Index: 190

## ASSETS\*



Savings

% Holders

95.3% Index: 100

Balance

**\$152,827**

Index: 200



Investments

% Holders

65.0% Index: 108

Balance

**\$777,789**

Index: 230



Unlisted Shares

% Holders

19.1% Index: 154

Balance

**\$955,645**

Index: 300



Real Estate

% Holders

76.2% Index: 100

Balance

**\$968,098**

Index: 129



Liquid Assets

% Holders

98.9% Index: 101

Balance

**\$765,880**

Index: 232

## DEBT\*



Consumer Debt

% Holders

91.8% Index: 101

Balance

**\$84,728**

Index: 128



Mortgage Debt

% Holders

49.1% Index: 106

Balance

**\$421,417**

Index: 141

## FINANCIAL RATIO



Debt:Asset

% Holders

0.17% Index: 80

Benchmark: Southern Ontario

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% Holders represent where customers are found.

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

Index Colours: <80 80 - 110 110+

## FINANCIAL RATIOS\*



Debt: Asset

0.17

Index: 80



Debt: Liquid Assets

0.38

Index: 61



Consumer Debt - Discr. Income

1.54

Index: 165



Savings - Investments

0.50

Index: 83



Pension - Non-Pension Assets

0.07

Index: 34



Real Estate Assets - Liq. Assets

0.97

Index: 55



Mortgage - Real Estate Assets

0.28

Index: 115



Mortgage - Consumer Debt

2.66

Index: 116

Benchmark: Southern Ontario

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

Trade Area: Vaughan - Vaughan Metropolitan Centre

Households: 644

**Total Aggregate Current Consumption: \$49,198,642**

## Average Current Consumption

**\$76,395**

Index 93

## Average Household Income










**\$116,728**

Index 101

## Average Disposable Income

**\$76,672**

Index 85

 <p><b>Shelter</b></p> <p>Avg. Dollars/Household: <b>\$22,600</b> Index: 108</p> <p>Pct. of Total Expenditure: <b>29.6%</b> Index: 115</p>	 <p><b>Transportation</b></p> <p>Avg. Dollars/Household: <b>\$13,013</b> Index: 94</p> <p>Pct. of Total Expenditure: <b>17.0%</b> Index: 101</p>	 <p><b>Food</b></p> <p>Avg. Dollars/Household: <b>\$10,421</b> Index: 81</p> <p>Pct. of Total Expenditure: <b>13.6%</b> Index: 87</p>
 <p><b>Household Operation</b></p> <p>Avg. Dollars/Household: <b>\$4,857</b> Index: 85</p> <p>Pct. of Total Expenditure: <b>6.4%</b> Index: 91</p>	 <p><b>Health Care</b></p> <p>Avg. Dollars/Household: <b>\$4,849</b> Index: 89</p> <p>Pct. of Total Expenditure: <b>6.3%</b> Index: 95</p>	 <p><b>Recreation</b></p> <p>Avg. Dollars/Household: <b>\$4,271</b> Index: 89</p> <p>Pct. of Total Expenditure: <b>5.6%</b> Index: 96</p>
 <p><b>Clothing</b></p> <p>Avg. Dollars/Household: <b>\$3,914</b> Index: 118</p> <p>Pct. of Total Expenditure: <b>5.1%</b> Index: 127</p>	 <p><b>Household Furnishings</b></p> <p>Avg. Dollars/Household: <b>\$2,782</b> Index: 70</p> <p>Pct. of Total Expenditure: <b>3.6%</b> Index: 75</p>	 <p><b>Tobacco and Alcohol</b></p> <p>Avg. Dollars/Household: <b>\$2,643</b> Index: 74</p> <p>Pct. of Total Expenditure: <b>3.5%</b> Index: 80</p>

Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+









# Expenditures | Foodspend - Annual Household Expenditure Overview

Trade Area: Vaughan - Vaughan Metropolitan Centre

Households: 644

Average Household Income	Average Food Expenditure	Average Spend on Food from Restaurants	Average Spend on Food from Stores
<b>\$116,728</b>	<b>\$10,421</b>	<b>\$3,030</b>	<b>\$7,391</b>
Index 101	Index 81	Index 75	Index 84

**Total Aggregate Food Expenditure: \$ 6,711,401**

 <p><b>Bakery</b></p> <p>Avg. Dollars/Household: <b>\$702</b> Index 81</p> <p>Pct. of Total Expenditure: <b>9.5%</b> Index 95</p>	 <p><b>Cereal Products</b></p> <p>Avg. Dollars/Household: <b>\$435</b> Index 85</p> <p>Pct. of Total Expenditure: <b>5.9%</b> Index 101</p>	 <p><b>Fruit and nuts</b></p> <p>Avg. Dollars/Household: <b>\$981</b> Index 90</p> <p>Pct. of Total Expenditure: <b>13.3%</b> Index 106</p>
 <p><b>Vegetables</b></p> <p>Avg. Dollars/Household: <b>\$816</b> Index 88</p> <p>Pct. of Total Expenditure: <b>11.0%</b> Index 105</p>	 <p><b>Dairy products &amp; Eggs</b></p> <p>Avg. Dollars/Household: <b>\$1,023</b> Index 80</p> <p>Pct. of Total Expenditure: <b>13.8%</b> Index 95</p>	 <p><b>Meat</b></p> <p>Avg. Dollars/Household: <b>\$1,258</b> Index 80</p> <p>Pct. of Total Expenditure: <b>17.0%</b> Index 95</p>
 <p><b>Fish &amp; Seafood</b></p> <p>Avg. Dollars/Household: <b>\$398</b> Index 135</p> <p>Pct. of Total Expenditure: <b>5.4%</b> Index 160</p>	 <p><b>Beverages &amp; Other Food</b></p> <p>Avg. Dollars/Household: <b>\$1,778</b> Index 81</p> <p>Pct. of Total Expenditure: <b>24.1%</b> Index 95</p>	

Benchmark: Southern Ontario

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

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



## Activities Look Forward To Doing

	%	Base %	Index
<b>Socializing</b>			
Dating	10.9	11.0	100
Going to restaurants, bars or night clubs	52.1	55.1	95
Having physical Contact with family and friends	51.1	57.7	89
Participating in group activities	36.3	38.7	94
Partying	20.0	15.8	127
Seeing family and friends in person	56.9	62.8	91
<b>Entertainment</b>			
Attending events, festivals or concerts	38.3	42.9	89
Attending sports events (excludes professional sports)	18.6	18.2	102
Attending to professional sports events or games	26.1	25.4	103
Going to the movies	46.4	45.7	102
<b>Movement &amp; Travel</b>			
Driving more	15.5	16.1	97
Shopping in-store	42.1	42.9	98
Spending time outdoors	33.1	32.5	102
Travelling outside of Canada/ abroad	59.8	53.2	112
Travelling within Canada	48.7	49.9	98
Using public transit	25.7	13.7	188
<b>Personal</b>			
Getting back to old habits	38.6	36.2	107
Going to a salon, barber shop or spa	33.4	33.7	99
Going to the gym	29.7	22.6	132
<b>Education/Work</b>			
Children going back to school	26.5	20.3	130
Going back to work	21.6	17.6	122
<b>Other</b>			
Not Stated	0.9	0.6	154

Benchmark: Southern Ontario

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(Base used for Index calculations)

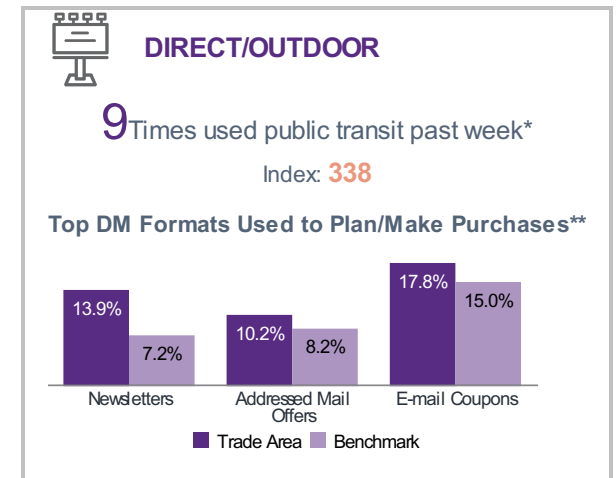
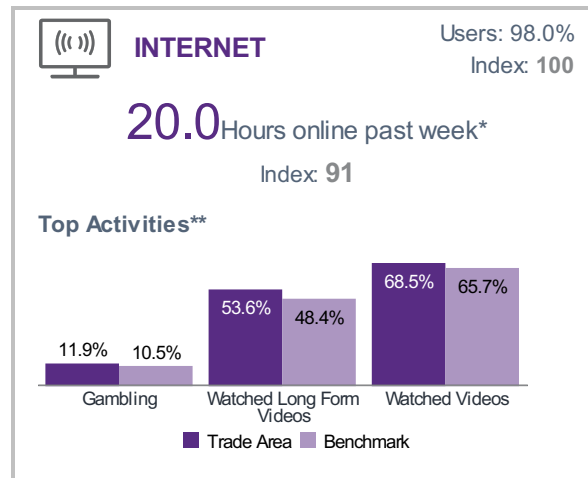
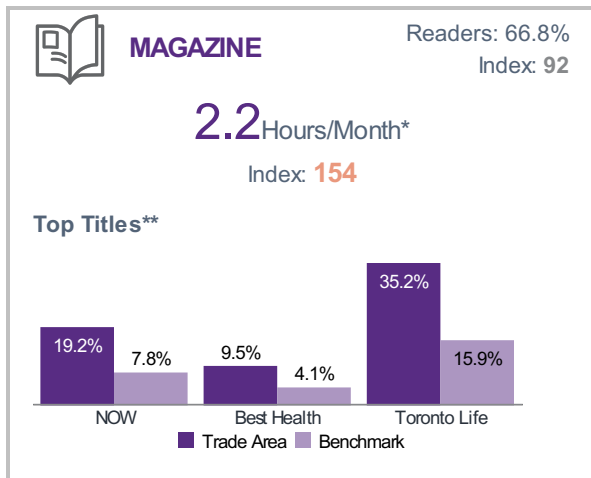
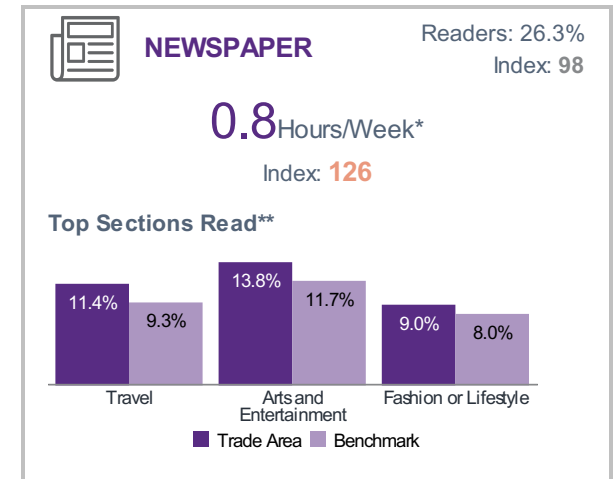
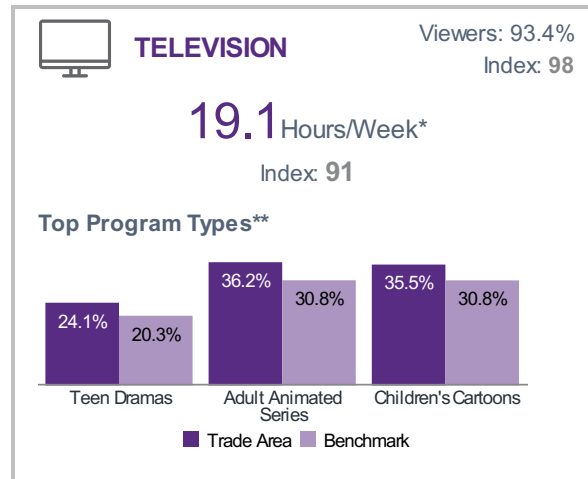
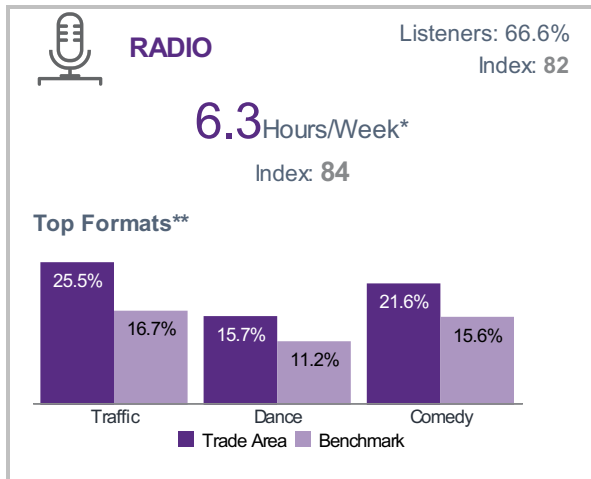
Index Colours:	<80	80 - 110	110+
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## Media and Social Media Overview

# Behavioural | Media Overview

Trade Area: Vaughan - Vaughan Metropolitan Centre

Household Population 14+: 1,337



Benchmark: Southern Ontario

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\* Consumption values based to variable's incidence count.

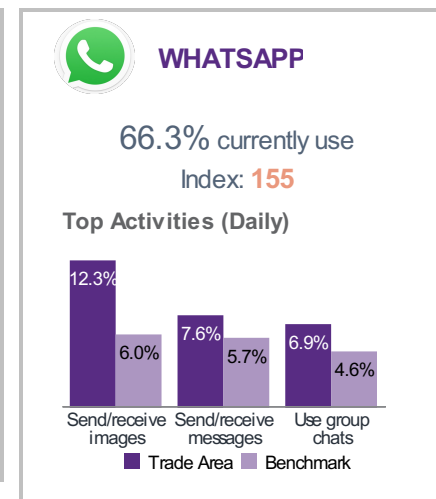
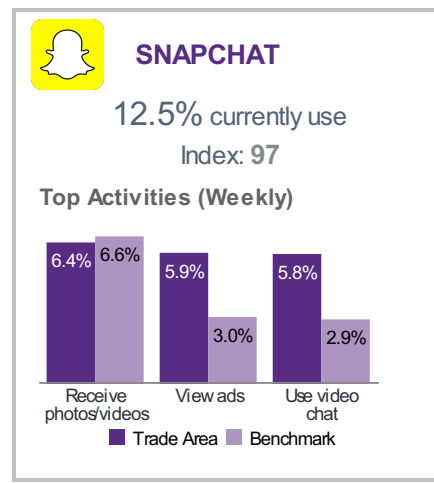
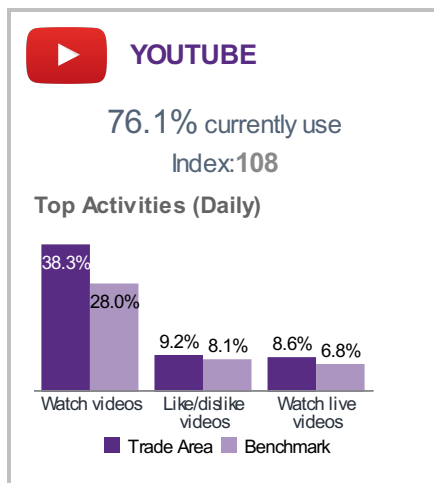
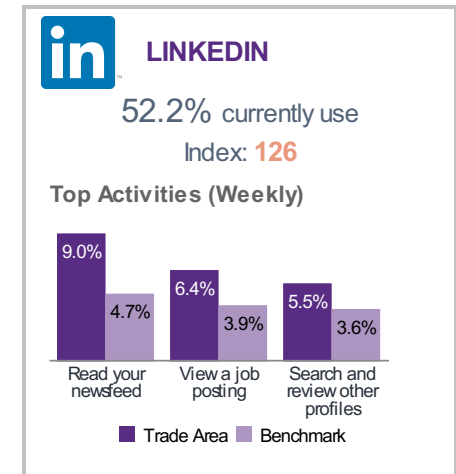
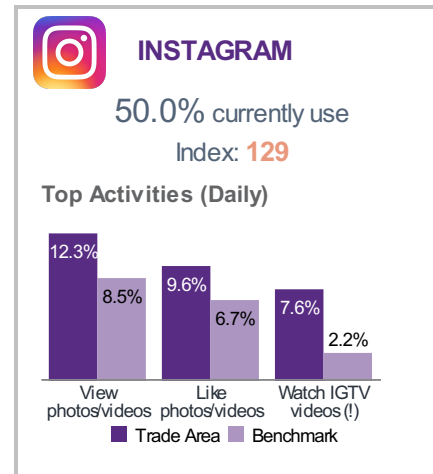
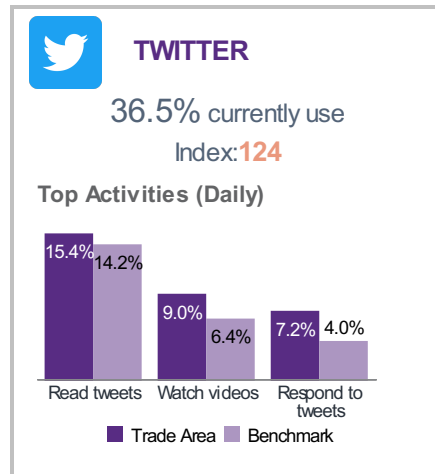
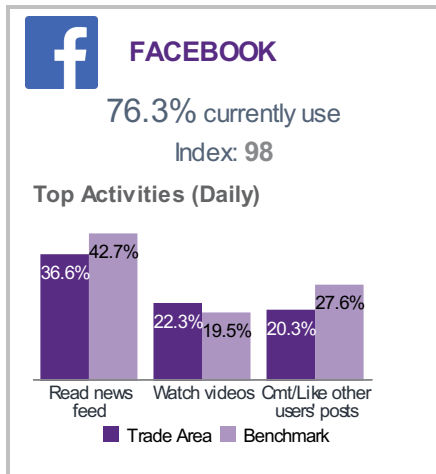
\*\* Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+
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# Opticks Social | Social Media Activities

Trade Area: Vaughan - Vaughan Metropolitan Centre

Household Population 18+: 1,274



Benchmark: Southern Ontario

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

Chosen and ranked by percent composition

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

Index Colours:	<80	80 - 110	110+
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# Opticks Social | Social Media Usage

Trade Area: Vaughan - Vaughan Metropolitan Centre

Household Population 18+: 1,274

## FRIENDS IN ALL SM NETWORKS



0-49 friends

## FREQUENCY OF USE (DAILY)



YouTube

## BRAND INTERACTION



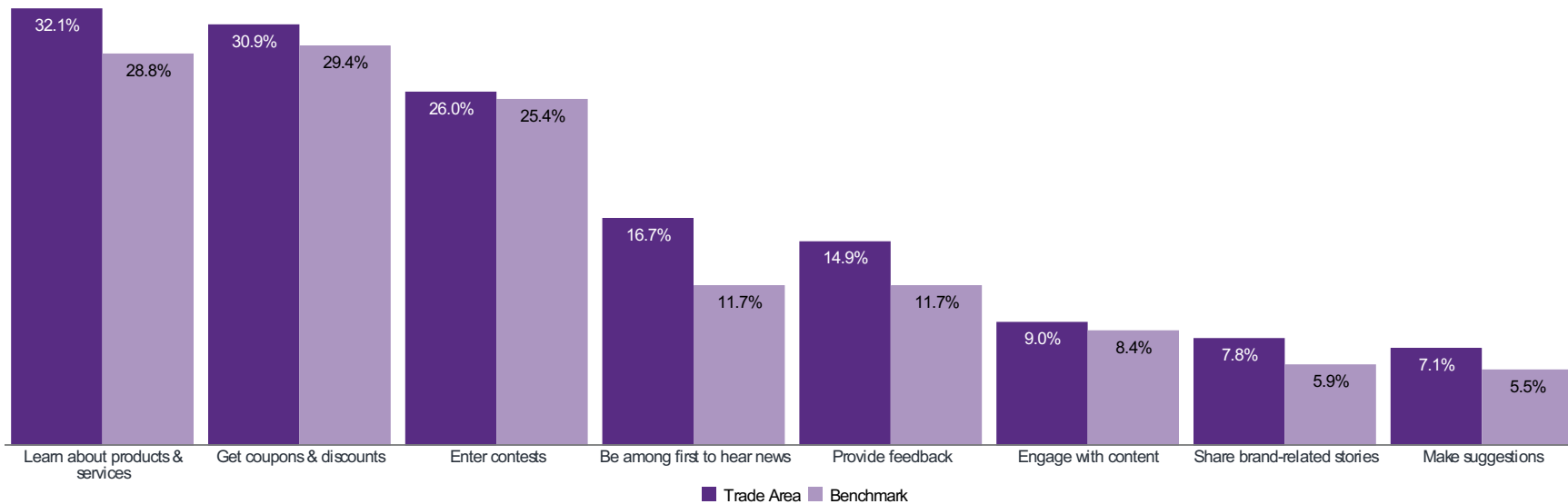
Like brand on Facebook

## NO. OF BRANDS INTERACTED



2-5 brands

## REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Southern Ontario

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Chosen and ranked by percent composition

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

# Opticks eShopper | Online Shopping Attitudes

Trade Area: Vaughan - Vaughan Metropolitan Centre

Total Household Population 18+: 1,274



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

% Comp **80.4** Index **92**



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

% Comp **54.9** Index **113**



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

% Comp **78.2** Index **93**



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

% Comp **51.1** Index **124**



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

% Comp **62.7** Index **111**



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

% Comp **39.9** Index **133**

Benchmark: Southern Ontario

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Ranked by percent composition.

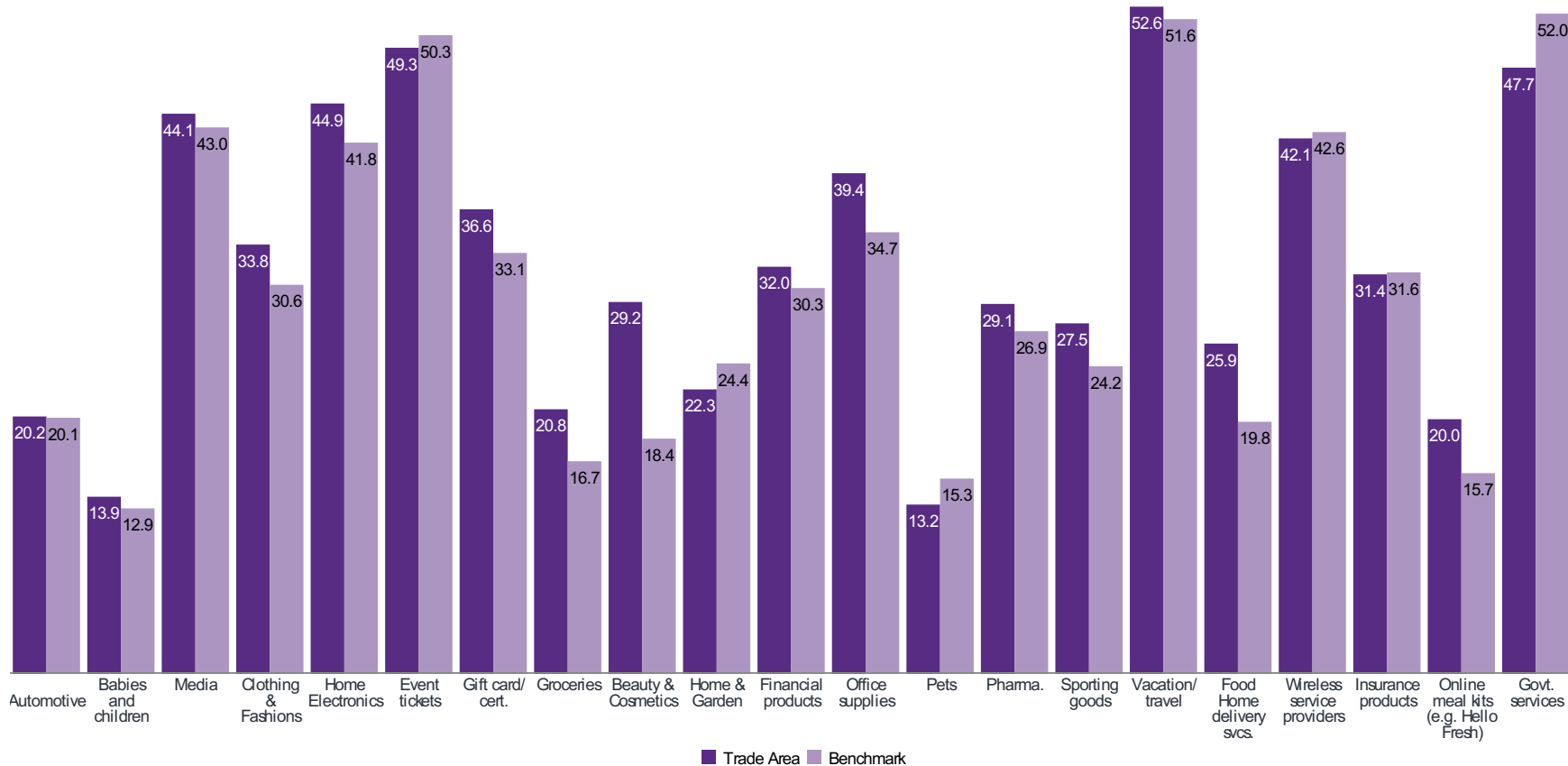
Index Colours:	<80	80 - 110	110+
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# Opticks eShopper | Purchase Preference by Category

Trade Area: Vaughan - Vaughan Metropolitan Centre

Total Household Population 18+: 1,274

## ONLINE PURCHASE PREFERENCE BY CATEGORY - VIA COMPUTER (%)



Benchmark: Southern Ontario

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

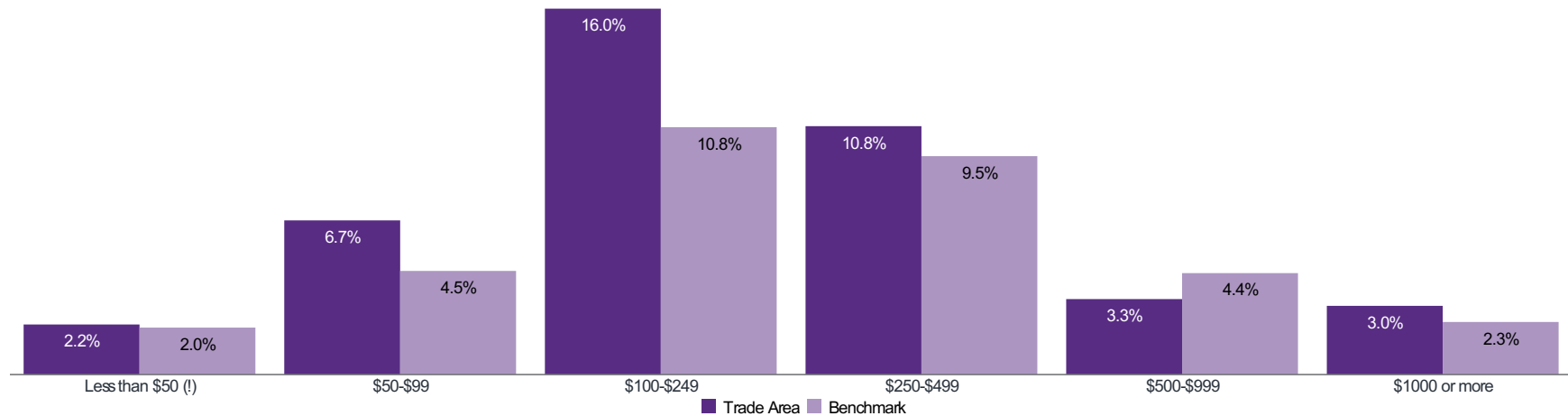
Trade Area: Vaughan - Vaughan Metropolitan Centre

Total Household Population 18+: 1,274

## 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	60.0% Index:98	39.2% Index:106	18.6% Index:151	3.1% Index:98
Purchase preference	67.7% Index:90	33.8% Index:110	11.0% Index:112	3.6% Index:140
Customer Service	56.2% Index:91	22.6% Index:126	8.1% Index:141	23.5% Index:108

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

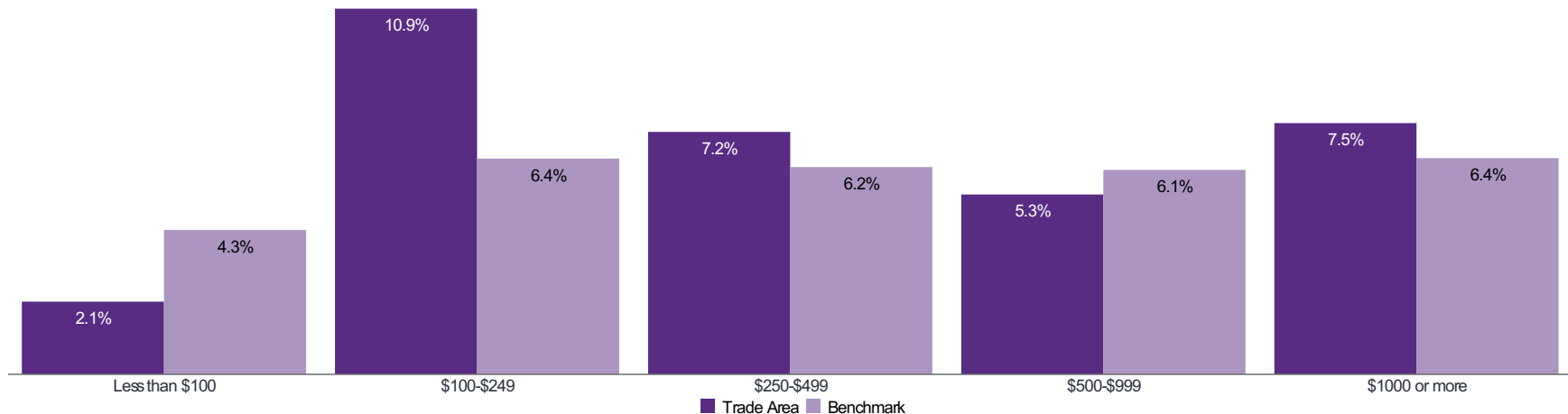
Trade Area: Vaughan - Vaughan Metropolitan Centre

Total Household Population 18+: 1,274

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>HOME ELECTRONICS &amp; COMPUTERS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
	Gather information	43.8% Index:87	55.5% Index:101	21.5% Index: 138
Purchase preference	63.7% Index: 93	44.9% Index:107	17.1% Index:155	8.5% Index: 132
Customer Service	51.0% Index:90	24.3% Index:98	10.2% Index: 138	38.1% Index: 103

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

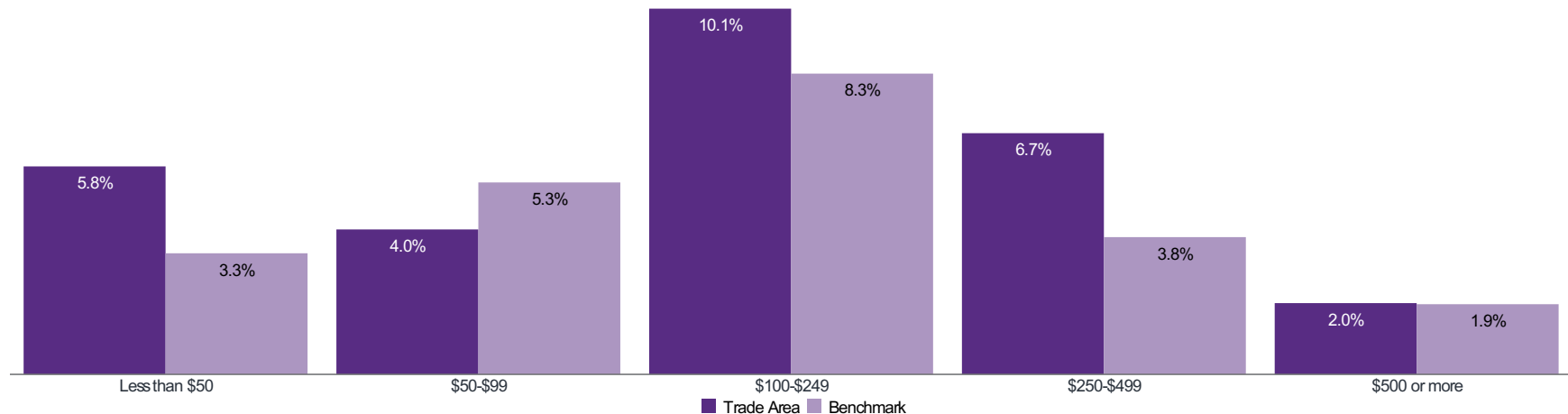
Trade Area: Vaughan - Vaughan Metropolitan Centre

Total Household Population 18+: 1,274

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GIFT CARDS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	40.0% Index:84	37.5% Index:107	15.5% Index:141	7.5% Index:212
Purchase preference	55.7% Index:92	36.6% Index:110	13.6% Index:155	3.4% Index:111
Customer Service	34.5% Index:81	21.9% Index:107	9.3% Index:152	31.7% Index:114

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

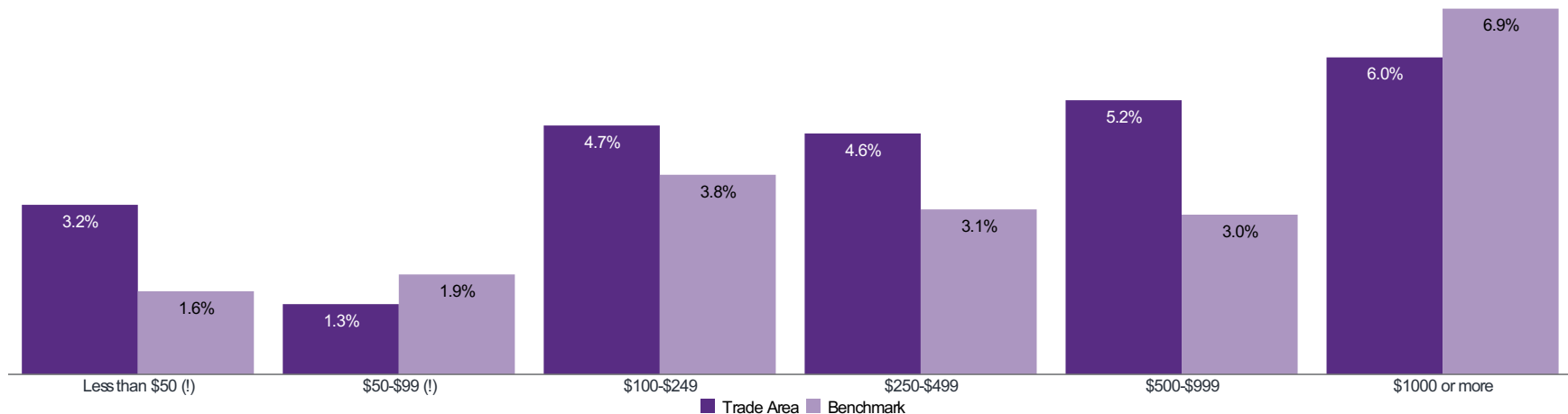
Trade Area: Vaughan - Vaughan Metropolitan Centre

Total Household Population 18+: 1,274

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>GROCERIES</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	67.8% Index:94	26.8% Index:108	12.0% Index:108	3.0% Index:109
Purchase preference	79.3% Index:95	20.8% Index:125	9.5% Index:153	3.6% Index:149
Customer Service	62.9% Index:90	14.9% Index:130	5.8% Index:146	17.9% Index:95

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

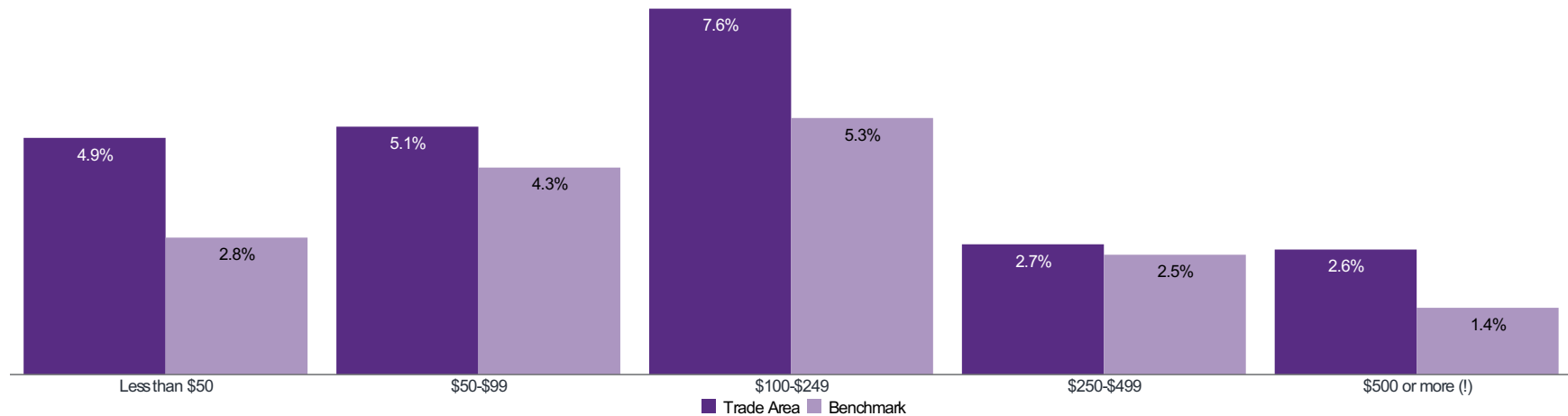
Trade Area: Vaughan - Vaughan Metropolitan Centre

Total Household Population 18+: 1,274

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>BEAUTY &amp; COSMETICS</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	34.9% Index:98	28.8% Index:131	14.2% Index:175	3.1% Index:108
Purchase preference	46.0% Index:99	29.2% Index:159	10.7% Index:167	5.4% Index:236
Customer Service	33.2% Index:92	17.2% Index:137	7.8% Index:179	18.3% Index:125

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

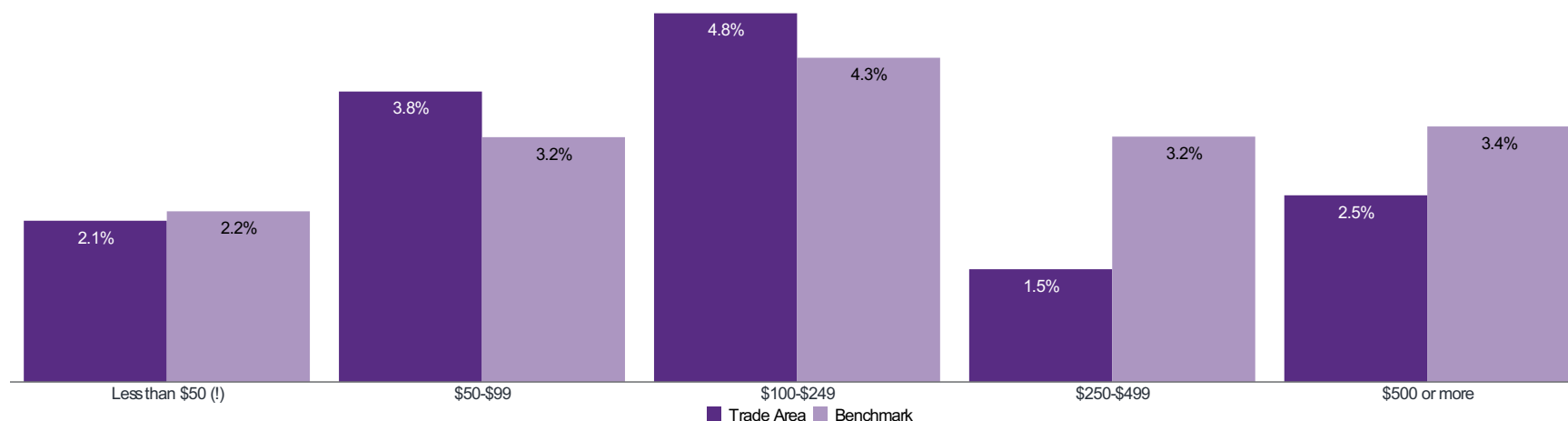
Trade Area: Vaughan - Vaughan Metropolitan Centre

Total Household Population 18+: 1,274

## 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	42.2% Index:81	30.1% Index:79	14.0% Index:123	4.9% Index:84
Purchase preference	58.9% Index:86	22.3% Index:92	11.4% Index:163	5.7% Index:158
Customer Service	44.0% Index:81	15.5% Index:97	8.7% Index:182	24.0% Index:105

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

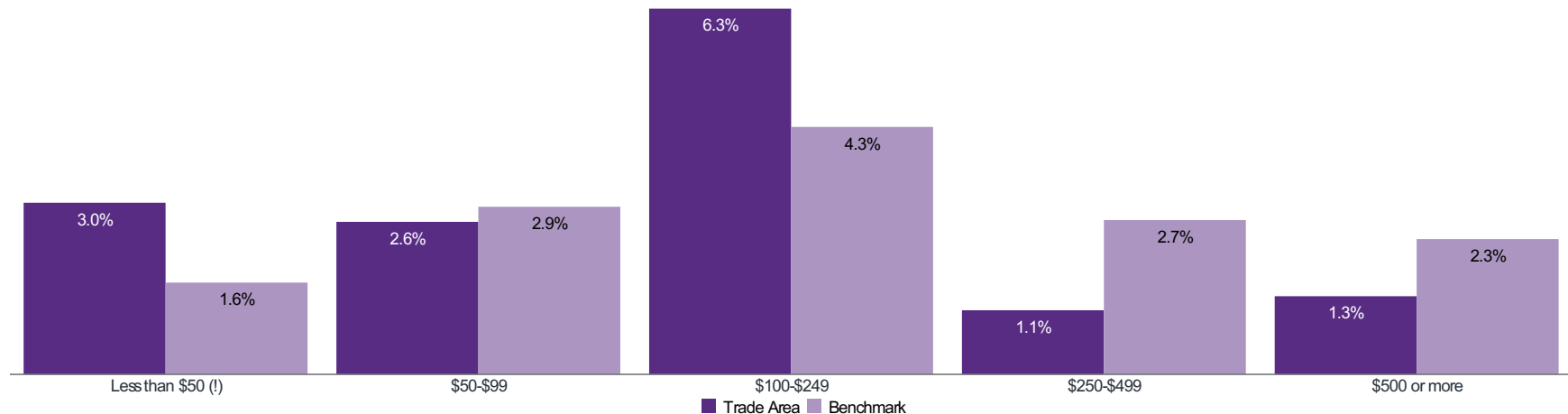
Trade Area: Vaughan - Vaughan Metropolitan Centre

Total Household Population 18+: 1,274

## 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	33.7% Index:86	31.4% Index:97	13.3% Index:127	4.3% Index:111
Purchase preference	46.9% Index:90	27.5% Index:114	11.3% Index:150	4.7% Index:156
Customer Service	40.2% Index:96	16.2% Index:107	5.3% Index:102	23.5% Index:115

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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


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

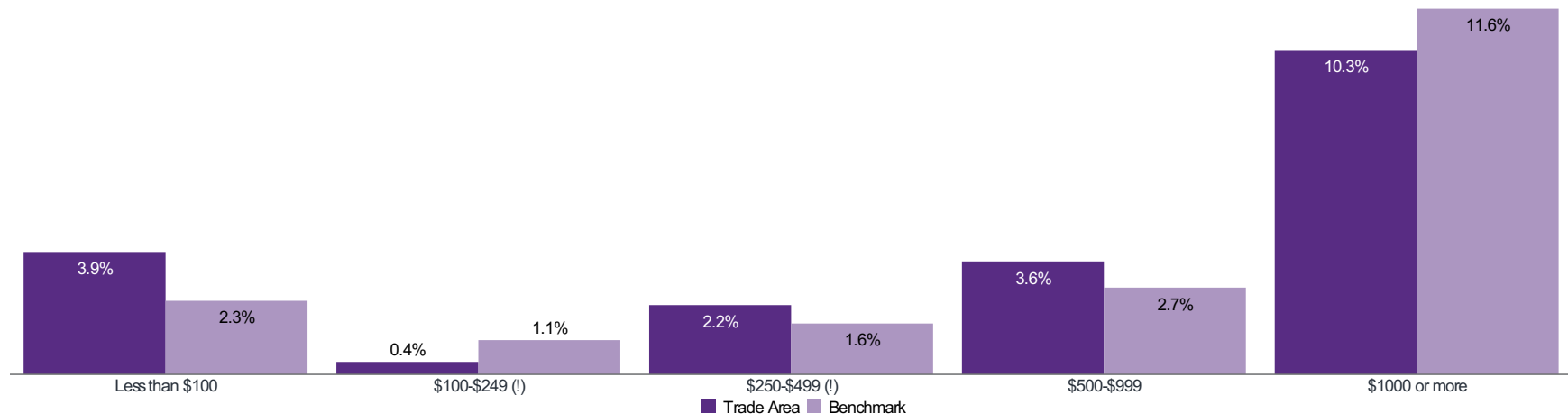
Trade Area: Vaughan - Vaughan Metropolitan Centre

Total Household Population 18+: 1,274

## BEHAVIOURAL PREFERENCES BY CHANNEL

 <b>VACATION/ TRAVEL</b>	In person, at store, branch or office	Online/Website via computer	Online/Website via mobile device	By talking to someone on phone
Gather information	16.2% Index:79	57.0% Index:98	24.0% Index:160	16.2% Index:101
Purchase preference	20.9% Index:72	52.6% Index:102	11.4% Index:168	19.9% Index:111
Customer Service	24.4% Index:84	28.6% Index:104	11.9% Index:171	43.4% Index:99

## AMOUNT SPENT [PST 12 MTHS]



Benchmark: Southern Ontario

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

Index Colours:	<80	80 - 110	110+
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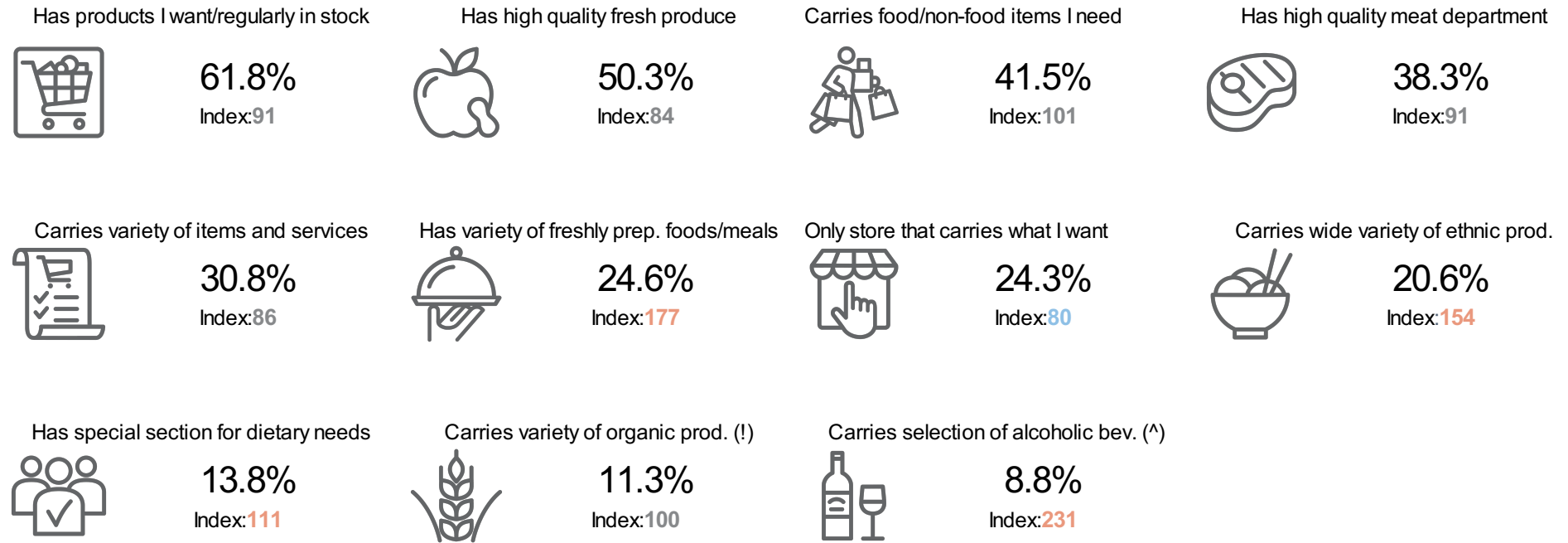


## Store Loyalty

Trade Area: Vaughan - Vaughan Metropolitan Centre

Households:644

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL ASSORTMENT / PRODUCT QUALITY



Benchmark:Southern Ontario

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

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

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

Index Colours:	<80	80 - 110	110+

Trade Area: Vaughan - Vaughan Metropolitan Centre

Households:644

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL CONVENIENCE / SHOPPING EXPERIENCE

Convenient location for me



61.4%  
Index:103

Easy to get in and get out quickly



46.3%  
Index:108

Short checkout lines/fast checkout



38.0%  
Index:107

Organized layout makes it easy to shop



36.7%  
Index:88

Has extended hours



34.4%  
Index:125

Staff are friendly and knowledgeable



26.0%  
Index:77

I like the store ambiance



19.5%  
Index:98

Offers an online shopping option (!)



14.7%  
Index:165

Has self-checkout



13.9%  
Index:101

Benchmark:Southern Ontario

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

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

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

Index Colours:	<80	80 - 110	110+
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Trade Area: Vaughan - Vaughan Metropolitan Centre

Households:644

## STORE LOYALTY INFLUENCES - HIGHLY INFLUENTIAL PRICE AND PROMO

Discover good value when shopping



61.5%  
Index:93

Store has great sales and promotions



59.5%  
Index:88

Store has the lowest prices overall



54.3%  
Index:94

Store has a customer loyalty card program



42.2%  
Index:85

Has loyalty prog. app and offers pers. promos



27.0%  
Index:92

I'm loyal to their store brands



20.8%  
Index:90

### OUT OF STOCK ITEM

	% Base	% Pen	Index
<b>Psychographics - Shopping Preferences</b>			
Postpone the purchase	38.4	40.2	0.0 96
Leave the store and buy it elsewhere	29.9	30.9	0.0 97
Purchase another brand	23.1	21.2	0.0 109
Purchase another size or variety of the same brand (!)	8.6	7.7	0.0 111

Benchmark:Southern Ontario

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

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

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

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

**2019 Vaughan - Vaughan Metropolitan Centre Visitors by Top 10 Census Subdivisions  
Compared to Total Household Population 15+**

**Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2019				Summer 2019				Fall 2019				Winter 2019				Full Year 2019			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>1,404,531</b>	<b>100%</b>	<b>7.28%</b>	<b>100</b>	<b>1,439,430</b>	<b>100%</b>	<b>7.46%</b>	<b>100</b>	<b>1,189,263</b>	<b>100%</b>	<b>6.16%</b>	<b>100</b>	<b>1,216,979</b>	<b>100%</b>	<b>6.30%</b>	<b>100</b>	<b>2,192,419</b>	<b>100%</b>	<b>11.36%</b>	<b>100</b>
3520005	Toronto, ON (C)	2,568,898	13.31%	407,430	29.01%	15.86%	218	424,456	29.49%	16.52%	222	354,668	29.82%	13.81%	224	350,186	28.78%	13.63%	216	630,412	28.75%	24.54%	216
3521010	Brampton, ON (CY)	596,084	3.09%	135,738	9.66%	22.77%	313	138,338	9.61%	23.21%	311	110,149	9.26%	18.48%	300	120,944	9.94%	20.29%	322	205,562	9.38%	34.49%	304
3519028	Vaughan, ON (CY)	264,447	1.37%	172,863	12.31%	65.37%	898	166,556	11.57%	62.98%	845	152,465	12.82%	57.65%	936	162,247	13.33%	61.35%	973	193,905	8.84%	73.32%	646
3521005	Mississauga, ON (CY)	642,951	3.33%	79,853	5.69%	12.42%	171	85,547	5.94%	13.31%	178	71,951	6.05%	11.19%	182	67,299	5.53%	10.47%	166	137,385	6.27%	21.37%	188
3519036	Markham, ON (CY)	301,247	1.56%	80,083	5.70%	26.58%	365	84,659	5.88%	28.10%	377	69,858	5.87%	23.19%	376	68,374	5.62%	22.70%	360	118,389	5.40%	39.30%	346
3519038	Richmond Hill, ON (T)	181,750	0.94%	70,578	5.03%	38.83%	534	75,941	5.28%	41.78%	560	64,023	5.38%	35.23%	572	64,776	5.32%	35.64%	565	95,809	4.37%	52.71%	464
3543042	Barrie, ON (CY)	129,621	0.67%	28,247	2.01%	21.79%	299	27,360	1.90%	21.11%	283	22,718	1.91%	17.53%	284	26,138	2.15%	20.17%	320	45,110	2.06%	34.80%	306
3525005	Hamilton, ON (C)	483,265	2.50%	20,392	1.45%	4.22%	58	20,808	1.45%	4.31%	58	16,734	1.41%	3.46%	56	16,404	1.35%	3.39%	54	39,509	1.80%	8.18%	72
3519048	Newmarket, ON (T)	73,196	0.38%	21,691	1.54%	29.63%	407	20,094	1.40%	27.45%	368	17,807	1.50%	24.33%	395	18,756	1.54%	25.62%	406	31,032	1.42%	42.40%	373
3521024	Caledon, ON (T)	68,255	0.35%	19,243	1.37%	28.19%	387	18,073	1.26%	26.48%	355	15,498	1.30%	22.71%	369	17,121	1.41%	25.08%	398	26,603	1.21%	38.98%	343

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2019 Vaughan - Vaughan Metropolitan Centre Visitors Within Trade Area**

**Compared to Total Household Population 15+**

**Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2019 Visitors		Summer 2019 Visitors		Fall 2019 Visitors		Winter 2019 Visitors		Full Year 2019 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
1,339	3,802	284.0	3,045	227.4	2,854	213.1	3,457	258.1	3,959	295.7

**2019 Vaughan - Vaughan Metropolitan Centre Visitors Within vs Outside Trade Area**

**Benchmark: Canada**

Year	Total Visitors in Main Street Polygon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2019	2,226,722	3,959	0.2	2,222,763	99.8

**2020 Vaughan - Vaughan Metropolitan Centre Visitors by Top 10 Census Subdivisions  
Compared to Total Household Population 15+  
Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2020				Summer 2020				Fall 2020				Winter 2020				Full Year 2020			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
	<b>Total</b>	<b>19,302,713</b>	<b>100%</b>	<b>637,905</b>	<b>100%</b>	<b>3.30%</b>	<b>100</b>	<b>#####</b>	<b>100%</b>	<b>5.22%</b>	<b>100</b>	<b>968,667</b>	<b>100%</b>	<b>5.02%</b>	<b>100</b>	<b>939,945</b>	<b>100%</b>	<b>4.87%</b>	<b>100</b>	<b>1,599,446</b>	<b>100%</b>	<b>8.29%</b>	<b>100</b>
3520005	Toronto, ON (C)	2,568,898	13.31%	197,180	30.91%	7.68%	232	305,310	30.32%	11.88%	228	314,945	32.51%	12.26%	244	278,941	29.68%	10.86%	223	489,430	30.60%	19.05%	230
3519028	Vaughan, ON (CY)	264,447	1.37%	112,806	17.68%	42.66%	1291	157,257	15.61%	59.47%	1140	148,567	15.34%	56.18%	1120	143,772	15.30%	54.37%	1116	184,104	11.51%	69.62%	840
3521010	Brampton, ON (CY)	596,084	3.09%	57,448	9.01%	9.64%	292	92,254	9.16%	15.48%	297	96,193	9.93%	16.14%	322	79,117	8.42%	13.27%	273	147,069	9.19%	24.67%	298
3521005	Mississauga, ON (CY)	642,951	3.33%	32,708	5.13%	5.09%	154	51,703	5.13%	8.04%	154	55,317	5.71%	8.60%	171	50,392	5.36%	7.84%	161	96,151	6.01%	14.95%	180
3519036	Markham, ON (CY)	301,247	1.56%	29,066	4.56%	9.65%	292	57,193	5.68%	18.99%	364	48,450	5.00%	16.08%	320	50,196	5.34%	16.66%	342	85,484	5.34%	28.38%	342
3519038	Richmond Hill, ON (T)	181,750	0.94%	34,872	5.47%	19.19%	581	58,211	5.78%	32.03%	614	53,704	5.54%	29.55%	589	55,520	5.91%	30.55%	627	83,228	5.20%	45.79%	553
3543042	Barrie, ON (CY)	129,621	0.67%	11,533	1.81%	8.90%	269	16,696	1.66%	12.88%	247	15,393	1.59%	11.88%	237	19,344	2.06%	14.92%	306	30,727	1.92%	23.71%	286
3525005	Hamilton, ON (C)	483,265	2.50%	9,666	1.52%	2.00%	61	12,416	1.23%	2.57%	49	10,113	1.04%	2.09%	42	11,111	1.18%	2.30%	47	24,025	1.50%	4.97%	60
3519048	Newmarket, ON (T)	73,196	0.38%	7,864	1.23%	10.74%	325	14,022	1.39%	19.16%	367	12,140	1.25%	16.59%	331	15,836	1.68%	21.64%	444	22,916	1.43%	31.31%	378
3521024	Caledon, ON (T)	68,255	0.35%	8,238	1.29%	12.07%	365	12,810	1.27%	18.77%	360	13,425	1.39%	19.67%	392	13,548	1.44%	19.85%	408	21,170	1.32%	31.02%	374

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2020 Vaughan - Vaughan Metropolitan Centre Visitors Within Trade Area  
Compared to Total Household Population 15+  
Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2020 Visitors		Summer 2020 Visitors		Fall 2020 Visitors		Winter 2020 Visitors		Full Year 2020 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
1,339	2,542	189.8	2,533	189.2	2,680	200.1	3,003	224.3	3,982	297.4

**2020 Vaughan - Vaughan Metropolitan Centre Visitors Within vs Outside Trade Area  
Benchmark: Canada**

Year	Total Visitors In Main Street Polvzon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2020	1,614,862	3,982	0.2	1,610,879	99.8

**2021 Vaughan - Vaughan Metropolitan Centre Visitors by Top 10 Census Subdivisions  
Compared to Total Household Population 15+  
Benchmark: Ontario and Quebec**

CSD Code	Census Subdivision Name	Total Household Population 15+		Spring 2021				Summer 2021				Fall 2021				Winter 2021				Full Year 2021			
		#	% of Total	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index	#	% of Total	% Pen	Index
<b>Total</b>		<b>19,302,713</b>	<b>100%</b>	<b>679,733</b>	<b>100%</b>	<b>3.52%</b>	<b>100</b>	<b>1,465,173</b>	<b>100%</b>	<b>7.59%</b>	<b>100</b>	<b>1,412,942</b>	<b>100%</b>	<b>7.32%</b>	<b>100</b>	<b>915,693</b>	<b>100%</b>	<b>4.74%</b>	<b>100</b>	<b>1,938,685</b>	<b>100%</b>	<b>10.04%</b>	<b>100</b>
3520005	Toronto, ON (C)	2,568,898	13.31%	219,611	32.31%	8.55%	243	472,524	32.25%	18.39%	242	458,107	32.42%	17.83%	244	309,370	33.79%	12.04%	254	619,721	31.97%	24.12%	240
3519028	Vaughan, ON (CY)	264,447	1.37%	122,434	18.01%	46.30%	1315	190,055	12.97%	71.87%	947	192,230	13.60%	72.69%	993	147,742	16.13%	55.87%	1178	205,011	10.57%	77.52%	772
3521010	Brampton, ON (CY)	596,084	3.09%	59,244	8.72%	9.94%	282	123,589	8.44%	20.73%	273	126,366	8.94%	21.20%	290	81,214	8.87%	13.62%	287	169,190	8.73%	28.38%	283
3521005	Mississauga, ON (CY)	642,951	3.33%	34,016	5.00%	5.29%	150	74,439	5.08%	11.58%	153	75,690	5.36%	11.77%	161	49,250	5.38%	7.66%	161	114,280	5.89%	17.77%	177
3519036	Markham, ON (CY)	301,247	1.56%	34,692	5.10%	11.52%	327	84,708	5.78%	28.12%	370	82,897	5.87%	27.52%	376	44,381	4.85%	14.73%	311	105,116	5.42%	34.89%	347
3519038	Richmond Hill, ON (T)	181,750	0.94%	37,271	5.48%	20.51%	582	83,130	5.67%	45.74%	603	81,320	5.76%	44.74%	611	50,848	5.55%	27.98%	590	93,105	4.80%	51.23%	510
3543042	Barrie, ON (CY)	129,621	0.67%	10,339	1.52%	7.98%	227	23,689	1.62%	18.28%	241	21,676	1.53%	16.72%	228	15,266	1.67%	11.78%	248	33,497	1.73%	25.84%	257
3525005	Hamilton, ON (C)	483,265	2.50%	6,647	0.98%	1.38%	39	16,315	1.11%	3.38%	44	18,188	1.29%	3.76%	51	10,051	1.10%	2.08%	44	27,553	1.42%	5.70%	57
3521024	Caledon, ON (T)	68,255	0.35%	9,335	1.37%	13.68%	388	22,094	1.51%	32.37%	426	20,675	1.46%	30.29%	414	13,690	1.50%	20.06%	423	26,186	1.35%	38.36%	382
3519048	Newmarket, ON (T)	73,196	0.38%	6,805	1.00%	9.30%	264	17,204	1.17%	23.50%	310	16,185	1.15%	22.11%	302	9,932	1.08%	13.57%	286	22,785	1.18%	31.13%	310

<b>Index Legend</b>	<b>Under 80</b>	<b>110 to 119</b>	<b>120 to 149</b>	<b>Over 150</b>
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**2021 Vaughan - Vaughan Metropolitan Centre Visitors Within Trade Area  
Compared to Total Household Population 15+  
Benchmark: 15 min trade area**

Total Household Population 15+	Spring 2021 Visitors		Summer 2021 Visitors		Fall 2021 Visitors		Winter 2021 Visitors		Full Year 2021 Visitors	
	#	% Pen	#	% Pen	#	% Pen	#	% Pen	#	% Pen
1,339	1,927	143.9	1,385	103.4	2,637	196.9	3,207	239.5	3,837	286.5

**2021 Vaughan - Vaughan Metropolitan Centre Visitors Within vs Outside Trade Area  
Benchmark: Canada**

Year	Total Visitors in Main Street Polvkon	# Visitors Within 15 min TA	% Visitors Within 15 min TA	# Visitors Outside 15 min TA	% Visitors Outside 15 min TA
Full Year 2021	1,965,320	3,837	0.2	1,961,483	99.8



## Top 5 segments represent **40.8%** of customers in Southern Ontario



Rank:	1
Customers:	148,369
Customers %:	12.31
% in Benchmark:	5.76
Index:	<b>214</b>

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



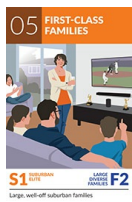
Rank:	2
Customers:	148,485
Customers %:	12.23
% in Benchmark:	5.19
Index:	<b>236</b>

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



Rank:	3
Customers:	74,166
Customers %:	6.15
% in Benchmark:	2.15
Index:	<b>286</b>

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



Rank:	4
Customers:	62,574
Customers %:	5.19
% in Benchmark:	4.16
Index:	<b>125</b>

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



Rank:	5
Customers:	59,244
Customers %:	4.91
% in Benchmark:	4.68
Index:	<b>105</b>

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