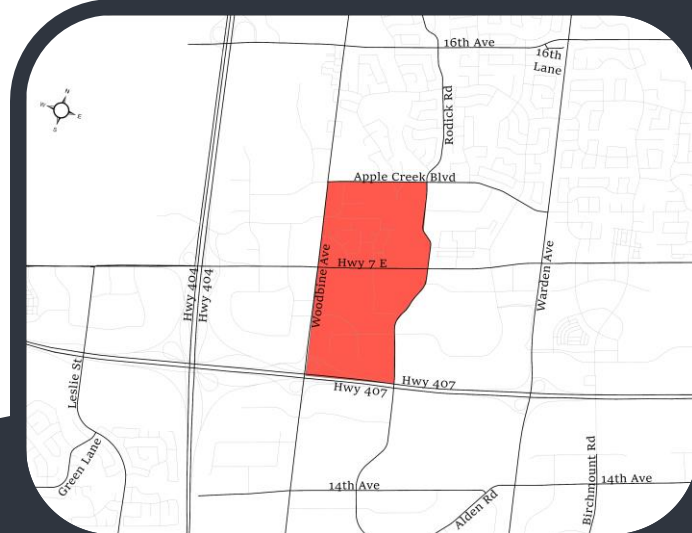
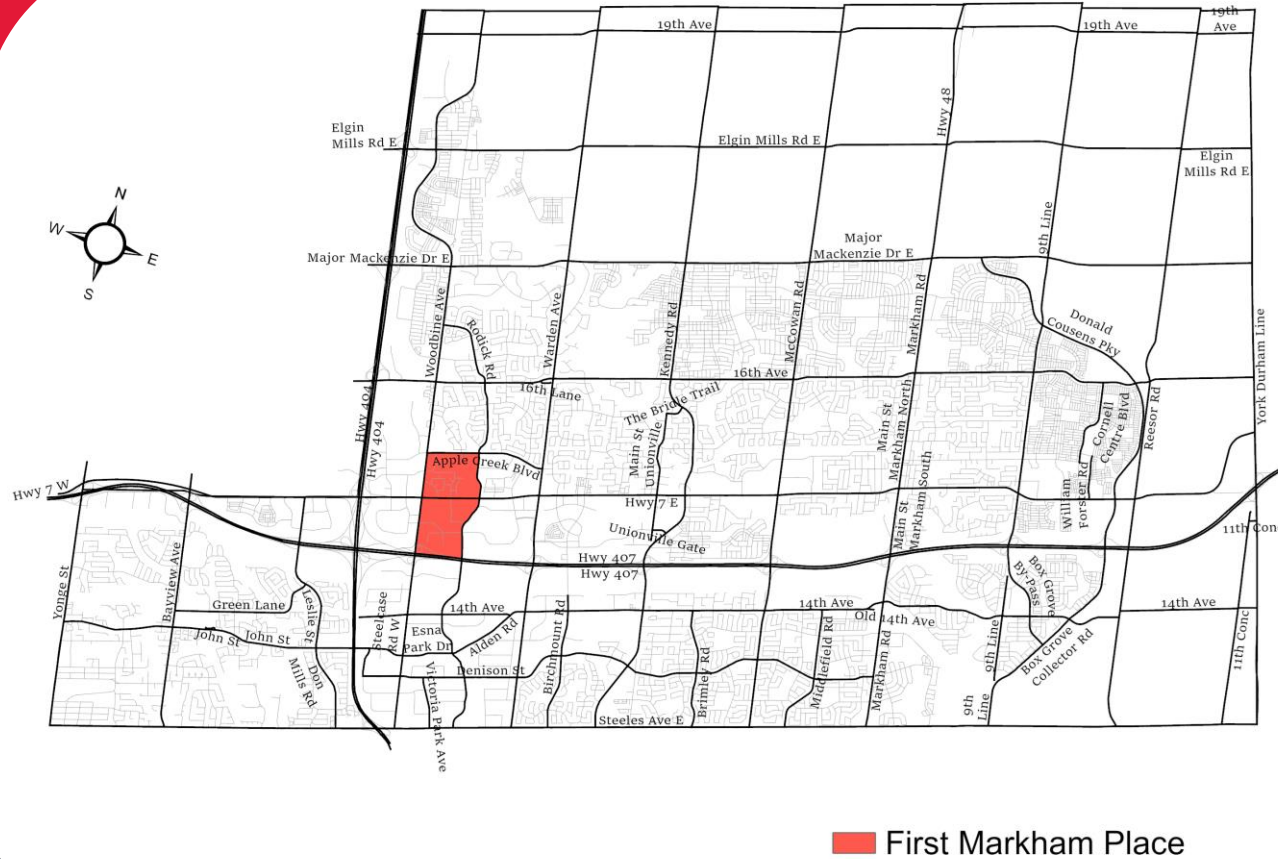


First Markham Place

Local Business Area Profile



First Markham Place in the City of Markham



Key Highlights

Economic Drivers

- First Markham Place, a one level plaza mall located at Markham's busiest employment node (Hwy 7 + Hwy 404) making it highly accessible. Successful as local economic generator, the mall is supported by a dense cluster of 180 small businesses offering retail goods, professional services, clothes, jewelry specialty foods, personal care, and restaurants
- The mall experiences heavy foot traffic, especially on weekends with Saturday being the busiest day for visitors
- Tourism is a driver for the locale, the mall serves the local community, and attracts visitors / tourists from around Markham and across the GTA based on its offering of many culturally diverse and unique cuisines and shopping experience

Unique Features

- First Markham Place is iconic for its Asian cuisine and cultural diversity in the GTA, featuring 23 distinct sit-down restaurants within the mall alone.
- The area surrounding the mall further amplifies and celebrates Asian heritage based on clusters of shops and authentic cuisine, offering a unique cultural atmosphere that distinguishes it as a vibrant destination for visitors and business ventures
- Population demographic of mall users and visitors is predominantly Asian heritage background, and a small minority of other cultural groups

Visitor Summary

8.2 M

Total Number
of Visits

473.1 K

Number of
Unique Visitors

Average Visits/Visitor	Average visitors/month	Average visits/month	Weekday visits/total visits	Weekend visits/total visits
17.2	39.4K	679.4K	62%	38%



Key Features and Assets:

- East Asian indoor and outdoor shopping mall opened in 1998 with over 170 stores and services
- Diverse food options in food court and separate restaurants
- Served by Viva (Bus) Rapid Transit (Viva Pink and Purple)
- Close proximity to Seneca Polytechnic College Markham Campus and future Buttonville Airport Redevelopment

Visitor Demographic Breakdown

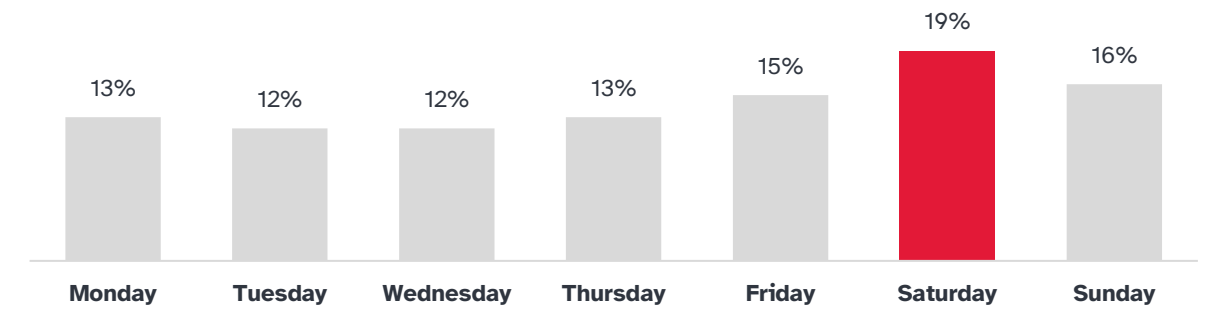


Behaviour	Young Singles and Couples	Intergenerational and Multicultural Families	Flourishing East Asian Community
Description	Highly educated, working professional primarily of East Asian descent	Diverse culture with mix of immigrant and/or Canadian-born backgrounds	Primarily first-generation immigrants from China and Hong Kong, moved to Markham in 1990s/2000s
Disposable Income	Low to Medium	Medium to High	Medium to High
Life Stage	Recent graduates and/or recently married	Young families with children mostly in elementary school	Families with children in high school, post-secondary, or young adults
Digital Engagement	High	High	Medium
Mobility	Public Transit and/or Car-dependent	Car-dependent	Car-dependent
Housing	Apartment Condo Renters or Owners	Suburban Homeowner (or Condo Townhouse)	Suburban Homeowner
Key Preferences	Preference for urban living, concentration of amenities, and high walkability	Prefer seamless online purchase interactions, finds information online	Predominantly Chinese speaking (Mandarin and/or Cantonese) – Preference for services and marketing provided in mother tongue language



Unique Visitor Summary

% of Visits by Unique Visitors (Weekly)



Demographic Summary of Unique Visitors

\$127 K Average Household Income	35 to 44 Maintainer Age	54% Households with Children
4+ People Household Size	University Education	High Cultural Diversity

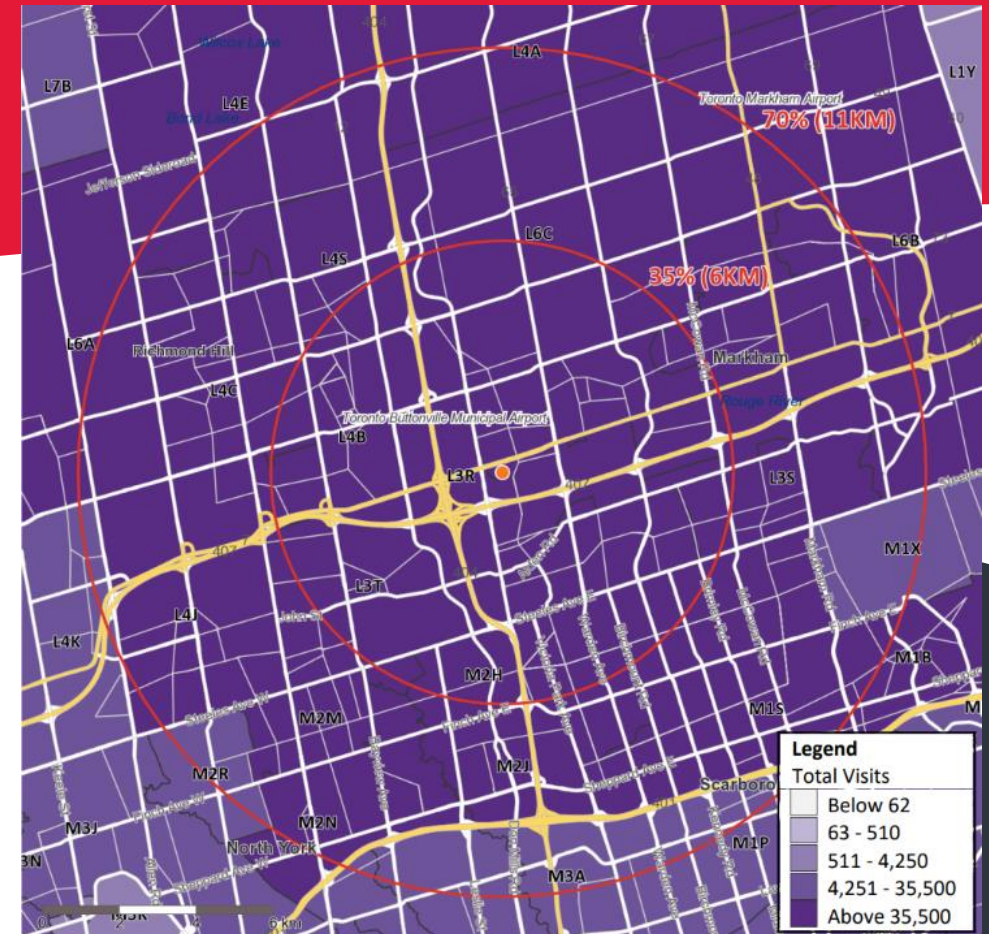
Saturday is usually the busiest day in First Markham Place – where the largest number of visitors come down. Sunday and Friday come close. A snapshot of the visitor data also reveals that the average household income of the visiting families is approximately CAD \$127 K, and the average age range of the visitors is between 35 to 44 (middle-aged population).

Geographic Summary

By Volume of Visits of Unique Visitors

L3R, L6C and L3T are the three most FSAs in First Markham Place with respect to volume of visits by unique visitors in Markham - getting in 1,347,962; 1,057,613 and 331,032 visitors respectively.

While 35% of visits are from within 6 km, 70% of visits are from within 11 km of Markham



Media and Spending Habits – Unionville (2022)

Media Usage Snapshot

Social Media Applications

Facebook (72.9%), WhatsApp (78.5%) and YouTube (78%) have been the most popular social media websites in First Markham Place in 2022.

WhatsApp was the most used social media application in First Markham Place, with people using it nearly on the same lines as the benchmark across Markham.

Form of Media	Usage	Used for
Internet	371 min/day	Extensively used for: <ul style="list-style-type: none">• Celebrity gossip content• Receive store offers by SMS
Television	168 min/day	Extensively viewed: <ul style="list-style-type: none">• Children's programs• NFL games (when in season)
Radio	9 hours/week	Extensively heard: <ul style="list-style-type: none">• Mainstream Top 40• Ethnic/multi-cultural
Direct/ Outdoor	10 min/day commuting one way by car	Top DM formats used were: <ul style="list-style-type: none">• Online Flyers• Coupons
Magazine	5 min/day	Top genre read was about Food
Newspaper	0.6 hours/week	Extensively read sections <ul style="list-style-type: none">• Health and National News• Automotive

Top Restaurant Types in the Area

- While **Pizza Restaurants** (59.5%), **Asian Restaurants** (48%), and **Chicken Restaurants** (39.1%) were the most ordered from restaurants last year based on volume, **Mexican Burrito Styled Restaurants** (28.4%), **Chicken Restaurants** (39.1%), and **Ice Cream/Frozen Yogurt Places** (31.7%) were the top kinds of restaurants ranked by index.
- **Fast Casual Restaurants** (40%), **Casual Family Dining Restaurants** (35.4%), and **Food Courts** (33.8%) were the top restaurant service types based on volume, **Fast Casual Restaurants** (40%), **Food Courts** (33.8%), and **Other Kinds of Restaurants** (14.9%) were the top restaurant service types based on index.
- While **Take Out** (72.6%), **Drive Through** (43.1%), and **Home Delivery** (29.9%) were the top food ordering methods based on volume of food, **Online Meal Kit** (9.3%), **Drive Through** (43.1%), and **Take Out** (72.6%) were the top ordering food methods based on index.





Annual Average Household Expenditure

\$122,150

Average Household
Income

\$89,681

Average Current
Consumption

\$95,456

Average Disposable
Income

Household Spend – Annual Expenditure Overview

Expenditure	Avg Dollar / Household	% of Total Expenditure
Shelter	\$24,494	27.3%
Transportation	\$14,734	16.4%
Food	\$14,480	16.1%
Household Operation	\$6,150	6.9%
Health Care	\$5,471	6.1%
Recreation	\$4,973	5.5%
Household Furnishings	\$4,823	5.4%
Clothing	\$3,718	4.1%
Education	\$3,181	3.5%

Expenditure	Avg Dollar / Household	% of Total Expenditure
Bakery	\$712	7.4%
Cereal	\$437	4.5%
Fruits and Nuts	\$1,135	11.8%
Vegetables	\$1,218	12.6%
Dairy and Eggs	\$1,109	11.5%
Meat	\$2,096	21.8%
Fish and Seafood	\$302	3.1%
Beverages and Others	\$2,627	27.3%



Average Food Expenditure



Average Spend on Food from Restaurants



Average Spend on Food from Stores



Expenditure - Food Spend

It is worthwhile to note that while meat and vegetables are a major part of the diet, not a lot of money is spent on seafood. Another point to take into consideration is nearly CAD \$4,844 is spent on food from restaurants, by a family annually.

Expenditures

Hardware, Tools and Gardening

The average annual expenditure by a household on hardware related to tools and gardening is on the lower end of the expenditure spectrum, with the money spent on Nursery and greenhouse stock being the highest.



Expenditure	Avg. Dollar / Household
Nursery and Greenhouse Stock	\$279
Horticulture, snow and garbage removal	\$233
Fertilizers and Soil	\$71
Other tools	\$57
Power tools and equipment	\$46
Parts for garden tools and equipment	\$40
Lawn, garden and snow removal equipment	\$21
Hardware	\$12

Home Electronics

The average amount spent on video equipment, computer hardware and television related equipment is a considerable expenditure for a given household.



Expenditure	Avg. Dollar / Household
Computer Hardware	\$412
Video Equipment	\$220
TVs, VCRs, Video Cameras	\$204
Pre-recorded Downloads and Audio/Video Media	\$129
Home Theatre Systems	\$118
Computer Supplies and Other Equipment	\$70
Audio Equipment	\$45
Tablet Computers	\$43
Gaming Systems and Accessories	\$42

Expenditures

Communication, Entertainment, Recreation and Alcohol

A cumulative spend across alcoholic beverages, sports, recreation and facilities and entertainment makes for a considerable amount of spending for an average household.



Expenditure	Avg. Dollar / Household
Government-run Lotteries	\$816
Communications	\$3,026
Alcoholic Beverages: Stores	\$1,304
Alcoholic Beverages: Licensed Places	\$592
Cablevision and Satellite Services	\$729
Fees: Sports and Recreation Facilities	\$624
Other Administration Fees	\$199
Casinos, Bingos, and Gaming Match	\$20
Non-Government Lotto and Raffle Tickets	\$9
Movie Theatres	\$55

Recreational Equipment and Vehicles

The total expenditure across recreational equipment and vehicles forms a small expenditure bracket of the total expenditure numbers for a given household.



Expenditure	Avg. Dollar / Household
Photographic Goods and Services	\$184
Sports and Athletic equipment	\$153
Tent trailers, truck campers, motor homes and utility trailers	\$60
Operation of recreational vehicles	\$50
Driver's License, Tests and Driving lessons	\$92
Travel Trailers	\$29
Art and craft materials	\$24
Non-motorized and Motorized watercrafts	\$16
All-terrain vehicles	\$12
Bicycles, parts and accessories	\$7
Motorcycles	\$7
Snowmobiles	\$3

Expenditures

Vehicles, Travel and Accommodation

This segment forms one of the major expenditure channels on an annual basis for households.

Private vehicles and gasoline/other fuels are necessary expenditures that most of the families have in their annual expenditures budget.

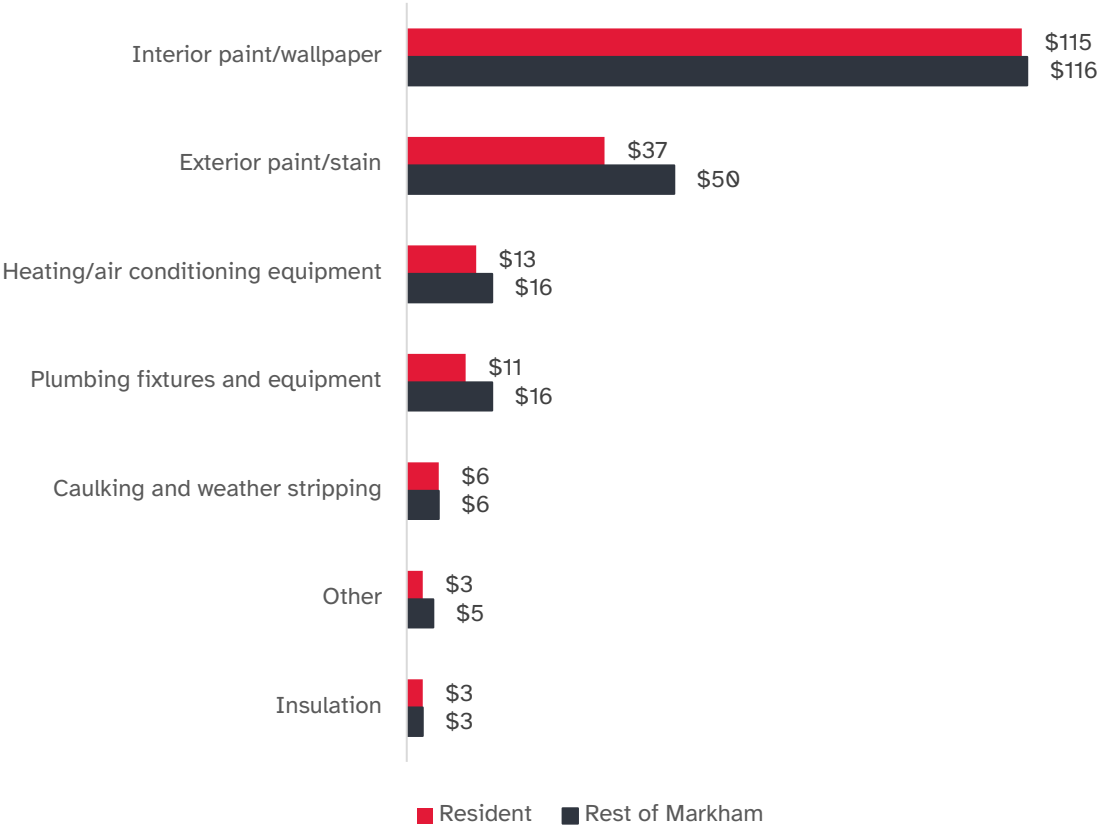
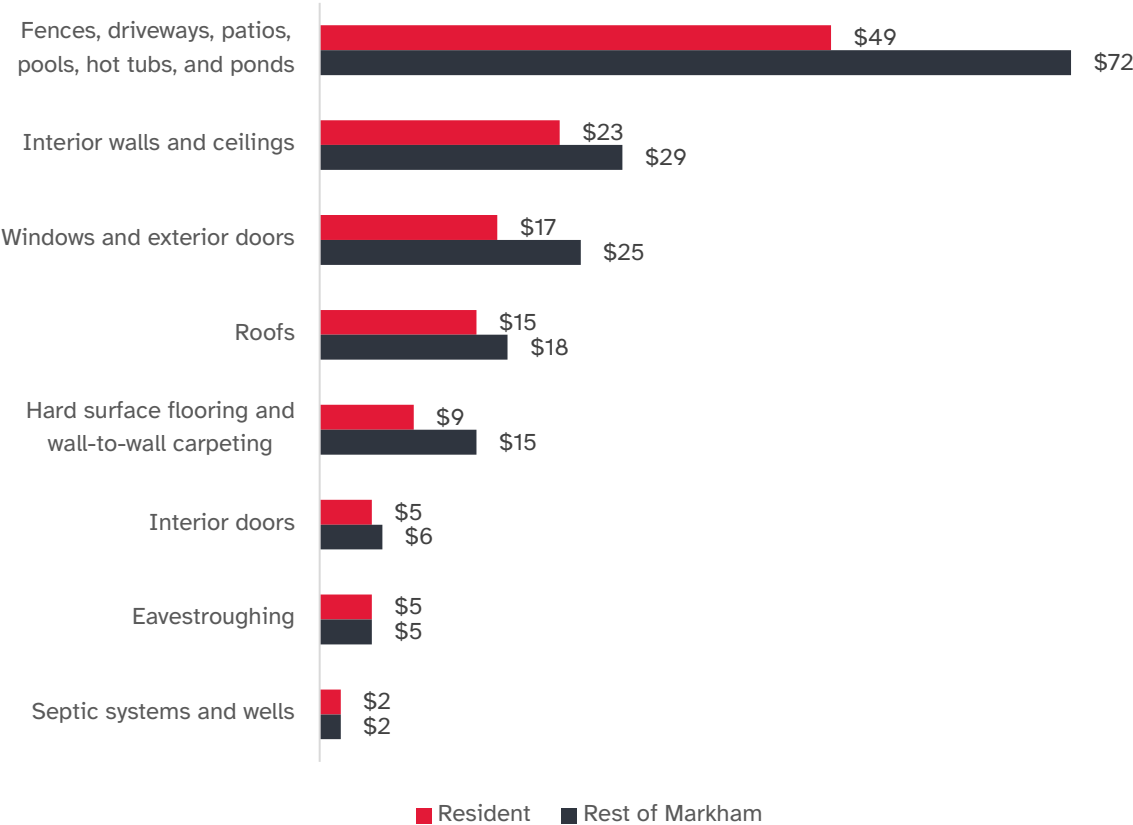


Expenditure	Avg. Dollar / Household
Private use automobiles, vans and trucks	\$7,725
Package trips	\$1,000
Gas and other fuels (all vehicles)	\$2,986
Transportation by airplane	\$716
Maintenance and repairs of vehicles	\$686
Hotels and Motels	\$1,020
Other vehicle parts and supplies	\$347
Other overnight accommodation	\$285
Total spent for rented vehicles	\$90
Transportation by train	\$9
Transportation by highway bus	\$4
Vehicle accessories	\$3

Expenditures: Home Improvement – Repairs and Maintenance

Total Aggregate Consumption (\$/household) – Shelter: \$24,494

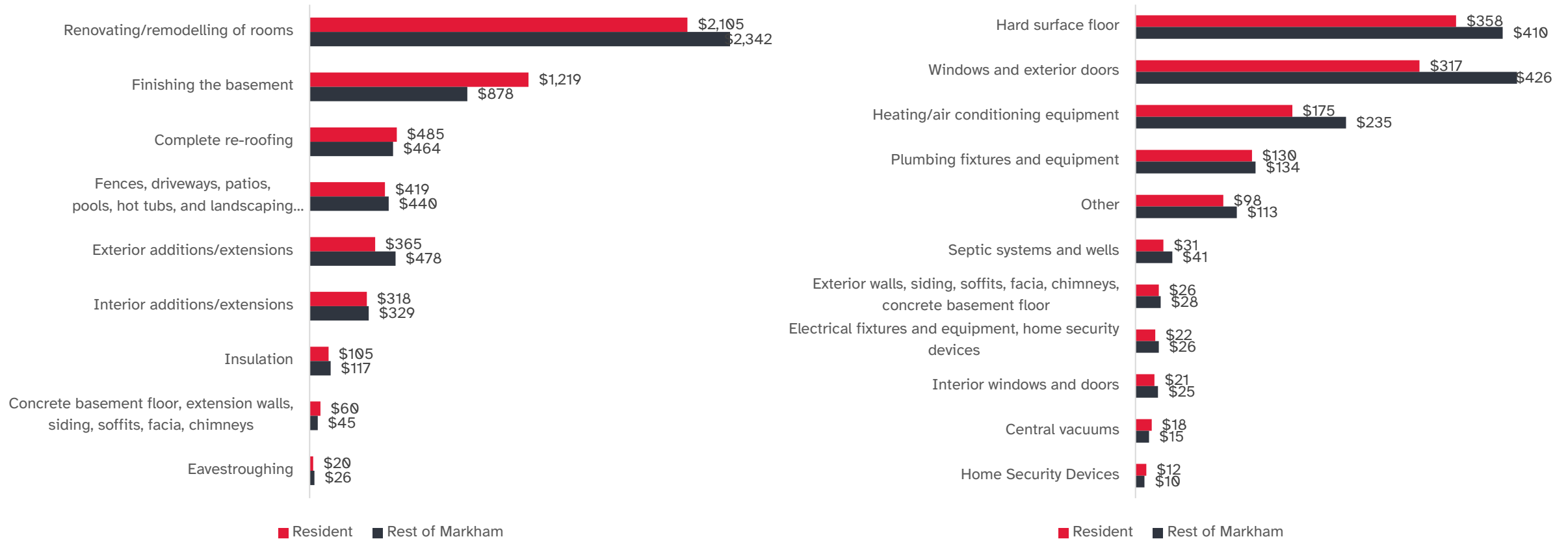
Repairs and Maintenance to Owned Principal Residence - Average \$ Spend per Household



Expenditures: Home Improvement – Improvements and Alterations

Total Aggregate Consumption (\$/household) - Improvements\Alterations to Owned Principal Residence: \$6,255

Improvements and Alterations to Owned Principal Residence - Average \$ Spend per Household



Expenditure: Household Furnishings and Personal Care

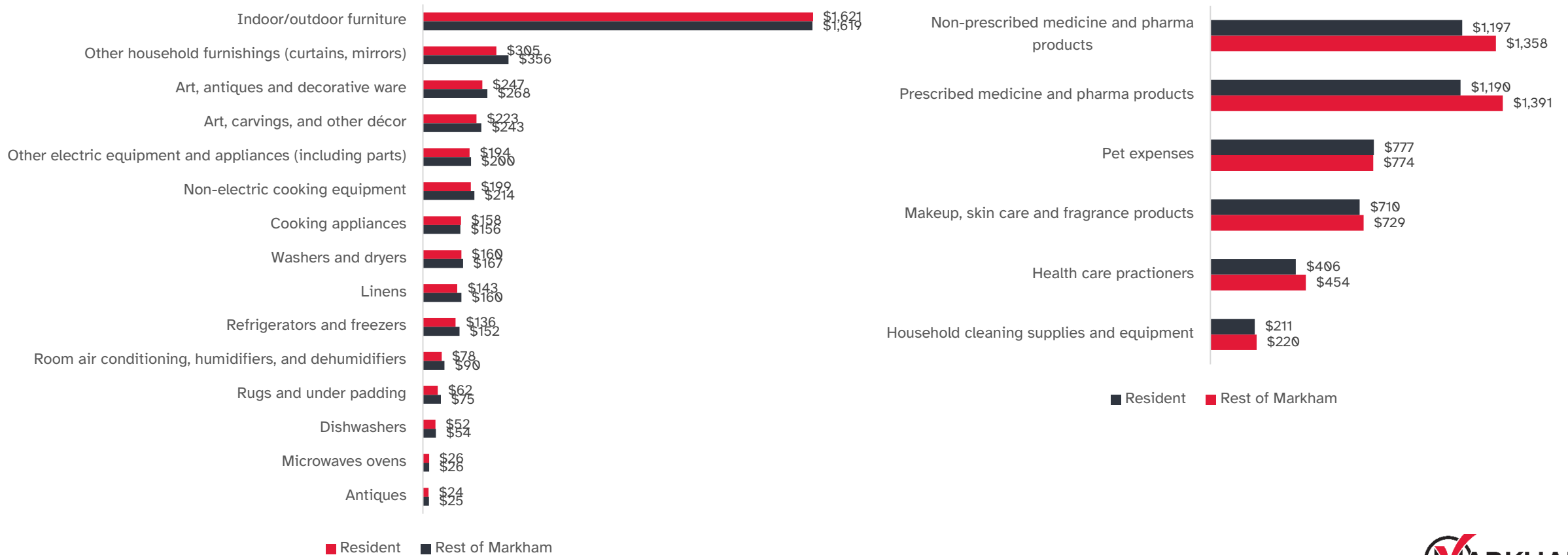
Total Aggregate Consumption (\$/household)

Household Furnishings and Equipment
\$4,823

Personal Care
\$2,303

Health Care
\$5,471

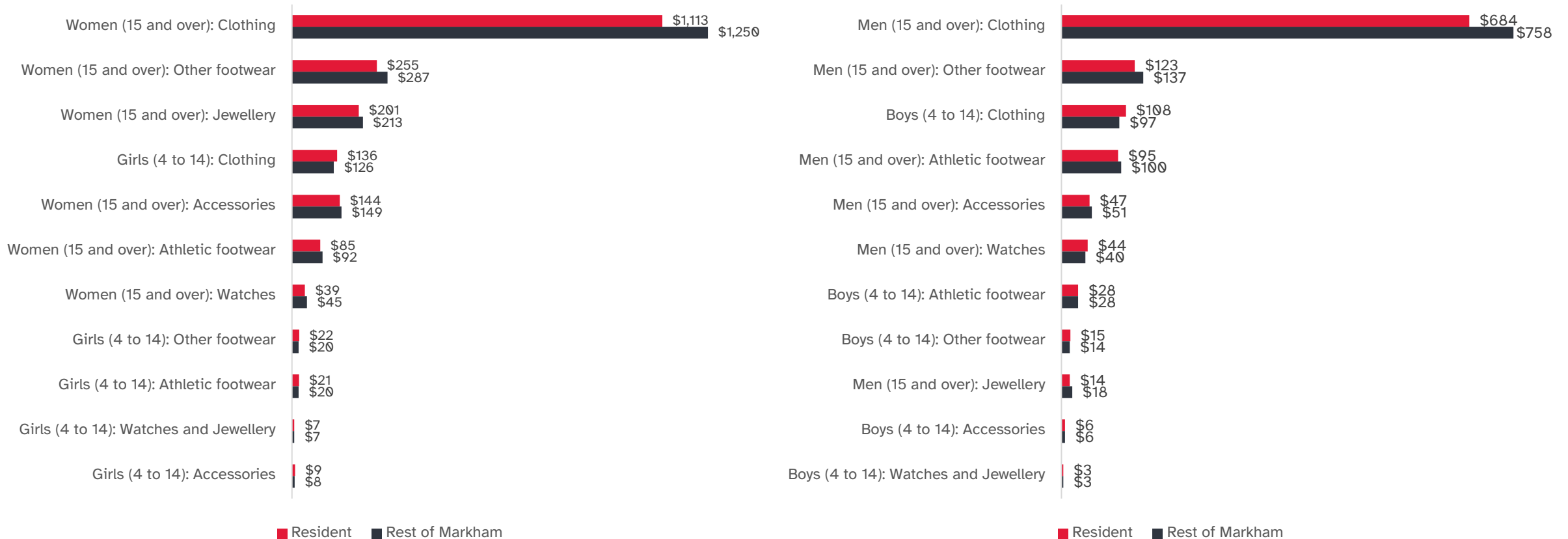
Household Furnishings, Items & Personal Care - Average \$ Spend per Household



Expenditures: Apparel

Total Aggregate Consumption (\$/household) - Clothing: \$3,718

Apparel - Average \$ Spend per Household





Department of Economic Growth, Culture and Entrepreneurship

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