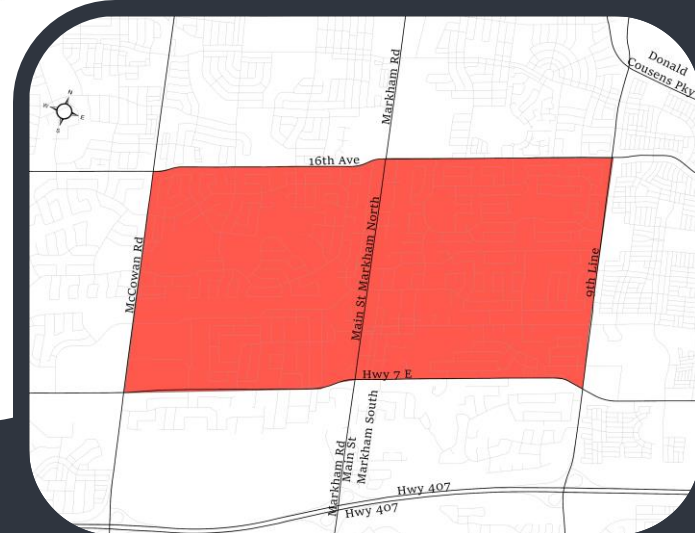
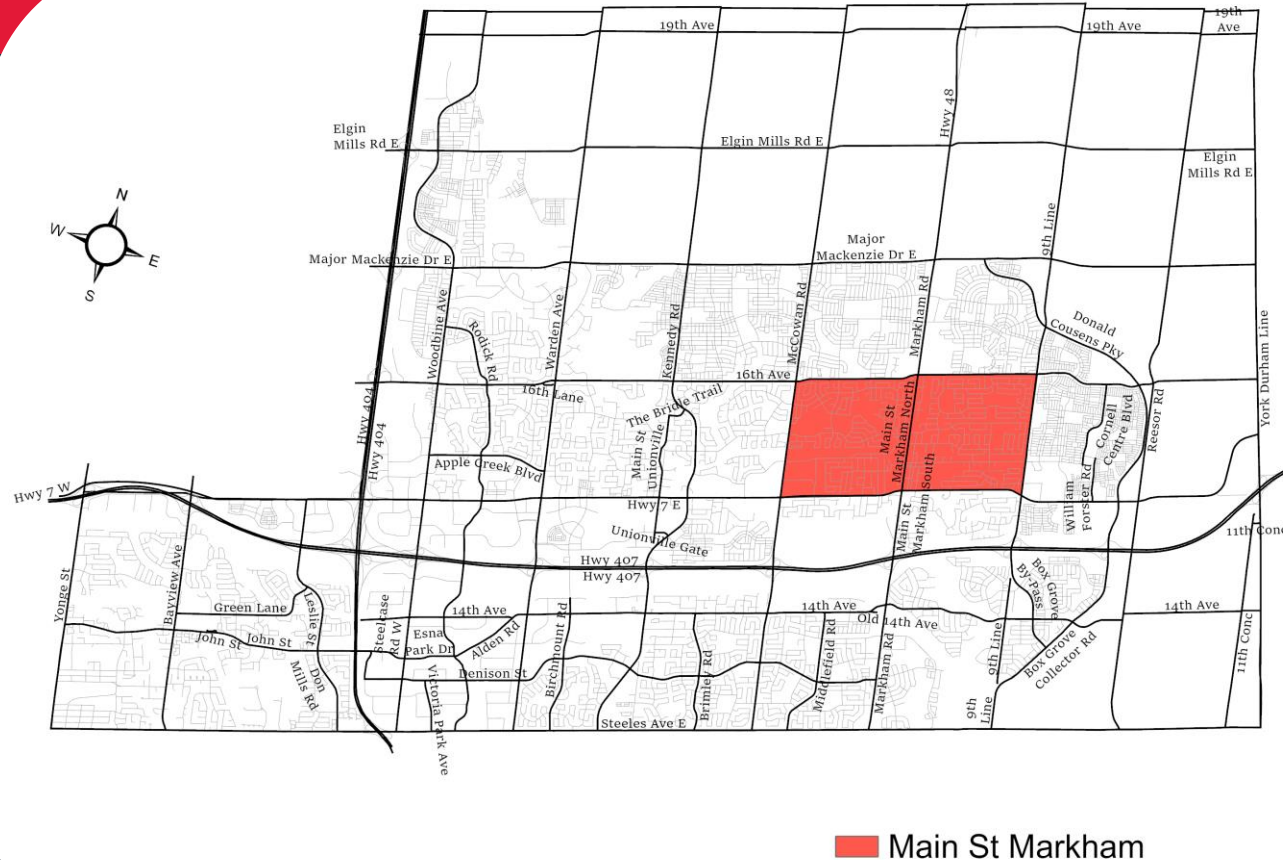


Main Street Markham

Local Business Area Profile



Main Street Markham in the City of Markham



Key Highlights

Economic Drivers

- Main Street Markham is home to 165 businesses supported by the local Markham Village BIA. Located along the historic Main Street, the businesses make up the service-based cluster that supports the local economic activity with key offerings of diverse goods and services including: boutique retail shops, restaurants and bar services, personal and professional services
- The area attracts visitors from across Markham and beyond. Weekends attract a high traffic of visitors seeking access to the area's quaint historic experience and amenities (shopping, dining, entertaining). Amongst other local events, the Farmers' Market is a key attracter driving local tourism
- Local/domestic tourism is the main economic driver for the area which receives on average 36.6 K visitors per month. 2022 Census shows the majority of visitors are Markham based (35% comes from 3km and 75% from 10 km).

Unique Features

- Main St Markham, one of Ontario's oldest communities, embodies a unique commercial district combining historical significance with modern amenities, featuring new shops art studios, cafes, and restaurants
- Rooted in community and quality of life, the area hosts various events like farmers markets, festivals, and community gatherings fostering a sense of belonging and happiness among residents and visitors alike
- Demographic of the area neighborhoods is upper middle income to high income segment, with an average household income being about \$128 K

Visitor Summary

8.0 M

Total Number
of Visits

402.8 K

Number of
Unique Visitors

Average Visits/Visitor	Average visitors/month	Average visits/month	Weekday visits/total visits	Weekend visits/total visits
19.9	33.6K	667.1K	70%	30%



Key Features and Assets:

- One of Ontario's oldest communities established in the early 1800s with row of historical buildings
- Farmer's Market every Saturday from May to Oct
- Collection of boutique shops, unique restaurants and cafés, and professional service offices
- Anchored by the Markham Village Community Centre and Library

Visitor Demographic Breakdown

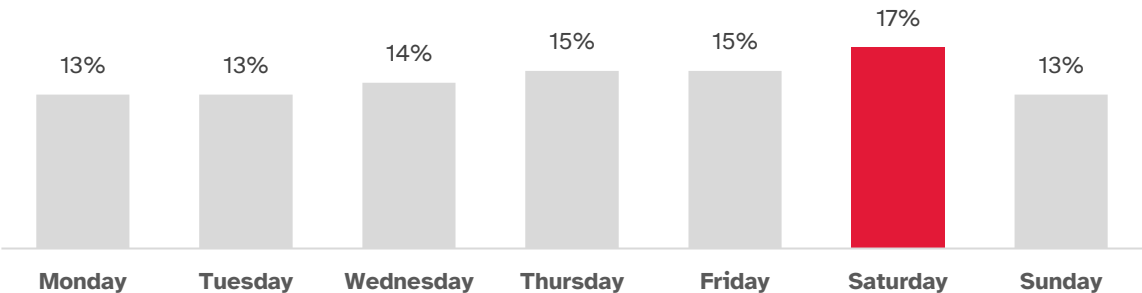


Behaviour	Intergenerational and Multicultural Families	Flourishing East Asian Community	Thriving South Asian Community	Resting and Retired
Description	Diverse culture with mix of immigrant and/or Canadian-born backgrounds	Primarily first-generation immigrants from China and Hong Kong, moved to Markham in 1990s/2000s	Primarily first-generation immigrants from India or Sri Lanka	Older, long-time Markham residents
Disposable Income	Medium to High	Medium to High	Medium to High	High
Life Stage	Young families with children mostly in elementary school	Families with children in high school, post-secondary, or young adults	Families with children in high school, post-secondary, or young adults	Retired and empty-nesters, financially secured
Digital Engagement	High	Medium	Medium	Low
Mobility	Car-dependent	Car-dependent	Car-dependent	Lower mobility and may require accessibility
Housing	Suburban Homeowner (or Condo Townhouse)	Suburban Homeowner	Suburban Homeowner	Suburban Homeowner or Retirement Home
Key Preferences	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	Predominantly Tamil speaking and other major Indian languages (i.e. Hindi, Gujarati, Punjabi, and Urdu)	Prefer brick-and-mortar stores and expects high customer service



Unique Visitor Summary

% of Visits by Unique Visitors (Weekly)



Demographic Summary of Unique Visitors

\$128 K Average Household Income	45 to 54 Maintainer Age	60% Households with Children
4+ People Household Size	University Education	High Cultural Diversity

Saturday is usually the busiest day in Markham Main Street – where the largest number of visitors come down. Friday, Wednesday and Thursday come close. A snapshot of the visitor data also reveals that the average household income of the visiting families is approximately CAD \$128 K, and the average age range of the visitors is between 45-54 (above middle-aged population).

Geographic Summary

By Volume of Visits of Unique Visitors

L3P, L6E and L6B are the three most FSAs in Markham Main Street with respect to volume of visits by unique visitors in Markham – getting in 1,599,081; 1,092,056 and 1,034,937 visitors respectively.

While 35% of visits are from within 3 km, 70% of visits are from within 10 kms of Markham



Media and Spending Habits – Main St. Markham

Social Media Applications

Facebook (74.6%), WhatsApp (78.4%) and YouTube (78.4%) have been the most popular social media websites in Markham Main Street in 2022.

WhatsApp and YouTube were the most used social media applications in Markham Main Street.

Media Usage Snapshot

Form of Media	Usage	Used for
Internet	370 min/day	Extensively used for: <ul style="list-style-type: none">• Celebrity gossip content• TV broadcast via streaming video
Television	162 min/day	Extensively viewed: <ul style="list-style-type: none">• Children's programs and daytime soap operas• NFL games (when in season)
Radio	8 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	4 min/day	Top genre read was about Food
Newspaper	0.5 hours/week	Extensively read sections: <ul style="list-style-type: none">• Health and Food• Automotive

Top Restaurant Types in the Area

- While **Pizza Restaurants** (60.7%), **Asian Restaurants** (50.2%) and **Chicken Restaurants** (38.5%) were the most ordered from restaurants last year based on volume, **Mexican Burrito Styled Restaurants** (30.3%), **Asian Restaurants** (50.2%) and **Pizza Restaurants** (60.7%) were the top kinds of restaurants ranked by index.
- **Fast Casual Restaurants** (41.9%), **Casual Family Dining restaurants** (36.7%) and **Food Courts** (33.7%) were the top restaurant service types based on volume. **Fast Casual Restaurants** (41.9%), **Food Courts** (33.7%) and **Sports Bars** (19.3%) were the top restaurant service types based on index.
- While **Take Out** (72.9%), **Drive Through** (46.6%) and **Home Delivery** (31.2%) were the top food ordering methods based on volume of food, **Online Meal Kit** (8.3%), **Drive Through** (46.6%) and **Online Food Delivery Service** (22.3%) were the top ordering food methods based on index.





Annual Average Household Expenditure

\$130,216

Average Household
Income

\$96,795

Average Current
Consumption

\$102,213

Average Disposable
Income

Household Spend – Annual Expenditure Overview

Expenditure	Avg Dollar / Household	% of Total Expenditure
Shelter	\$26,343	27.2%
Transportation	\$15,790	16.3%
Food	\$15,421	15.9%
Household Operation	\$6,550	6.8%
Health Care	\$5,894	6.1%
Recreation	\$5,328	5.5%
Household Furnishings	\$5,321	5.5%
Clothing	\$4,082	4.2%
Education	\$3,472	3.6%

Expenditure	Avg Dollar / Household	% of Total Expenditure
Bakery	\$767	7.3%
Cereal	\$476	4.6%
Fruits and Nuts	\$1,201	11.5%
Vegetables	\$1,289	12.3%
Dairy and Eggs	\$1,260	12.1%
Meat	\$2,260	21.6%
Fish and Seafood	\$292	2.8%
Beverages and Others	\$2,911	27.8%



Average Food Expenditure



Average Spend on Food from Restaurants



Average Spend on Food from Stores



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 4,965 is spent on food from restaurants, by a family annually.

Expenditure - Food Spend

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 higher.



Expenditure	Avg. Dollar / Household
Nursery and Greenhouse Stock	\$271
Horticulture, snow and garbage removal	\$267
Fertilizers and Soil	\$81
Other tools	\$67
Power tools and equipment	\$46
Parts for garden tools and equipment	\$52
Lawn, garden and snow removal equipment	\$26
Hardware	\$9

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	\$439
Video Equipment	\$238
TVs, VCRs, Video Cameras	\$219
Pre-recorded Downloads and Audio/Video Media	\$164
Home Theatre Systems	\$164
Computer Supplies and Other Equipment	\$69
Audio Equipment	\$47
Tablet Computers	\$43
Gaming Systems and Accessories	\$48

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	\$836
Communications	\$3,153
Alcoholic Beverages: Stores	\$1,456
Alcoholic Beverages: Licensed Places	\$634
Cablevision and Satellite Services	\$787
Fees: Sports and Recreation Facilities	\$655
Other Administration Fees	\$216
Casinos, Bingos, and Gaming Match	\$27
Non-Government Lotto and Raffle Tickets	\$11
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	\$206
Sports and Athletic equipment	\$171
Tent trailers, truck campers, motor homes and utility trailers	\$65
Operation of recreational vehicles	\$57
Driver's License, Tests and Driving lessons	\$96
Travel Trailers	\$35
Art and craft materials	\$28
Non-motorized and Motorized watercrafts	\$20
All-terrain vehicles	\$13
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.

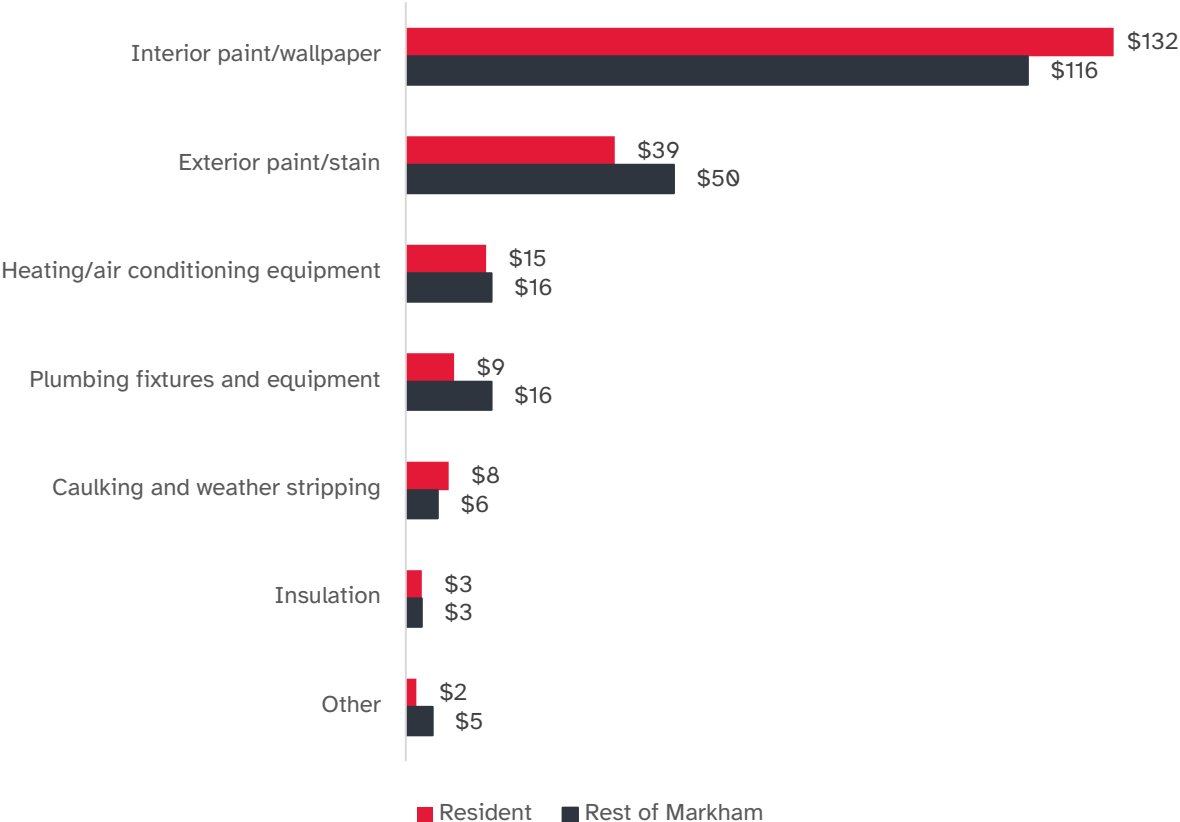
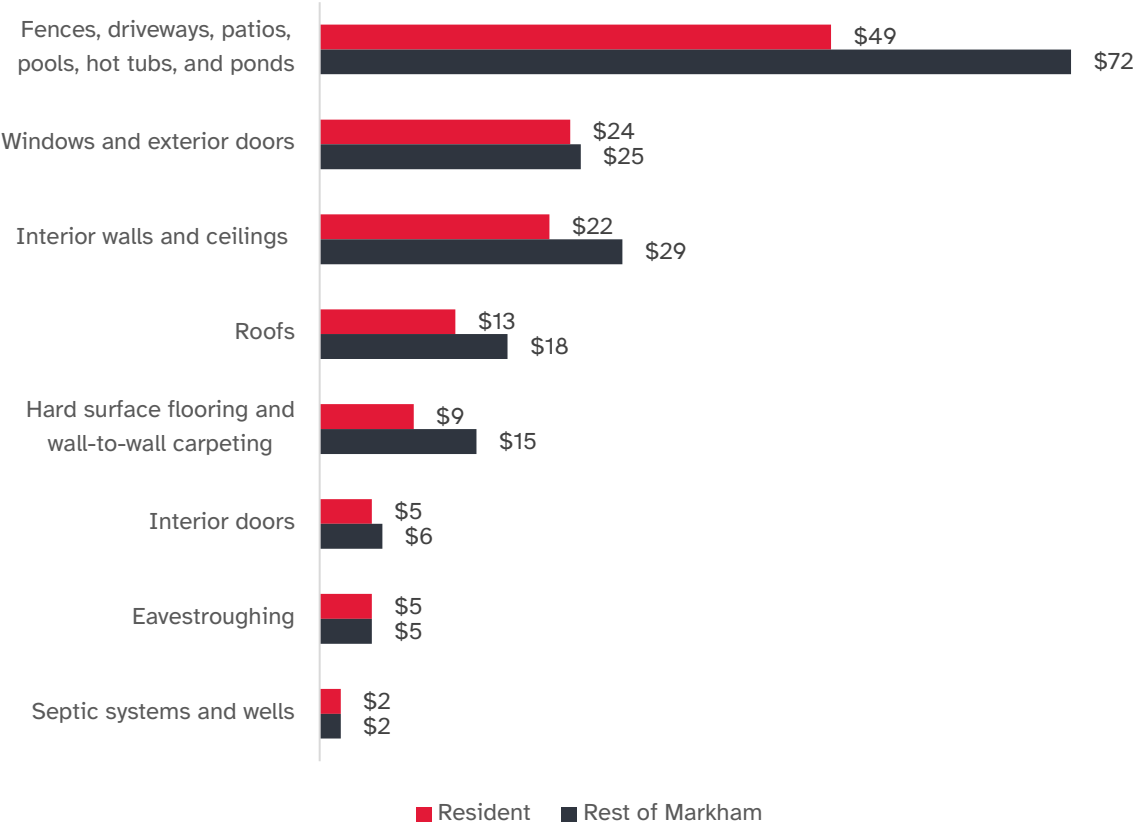


Expenditure	Avg. Dollar / Household
Private use automobiles, vans and trucks	\$7,924
Package trips	\$957
Gas and other fuels (all vehicles)	\$3,452
Transportation by airplane	\$835
Maintenance and repairs of vehicles	\$727
Hotels and Motels	\$1,078
Other vehicle parts and supplies	\$398
Other overnight accommodation	\$324
Total spent for rented vehicles	\$104
Transportation by train	\$11
Transportation by highway bus	\$4
Vehicle accessories	\$3

Expenditures: Home Improvement – Repairs and Maintenance

Total Aggregate Consumption (\$/household) – Shelter: \$26,343

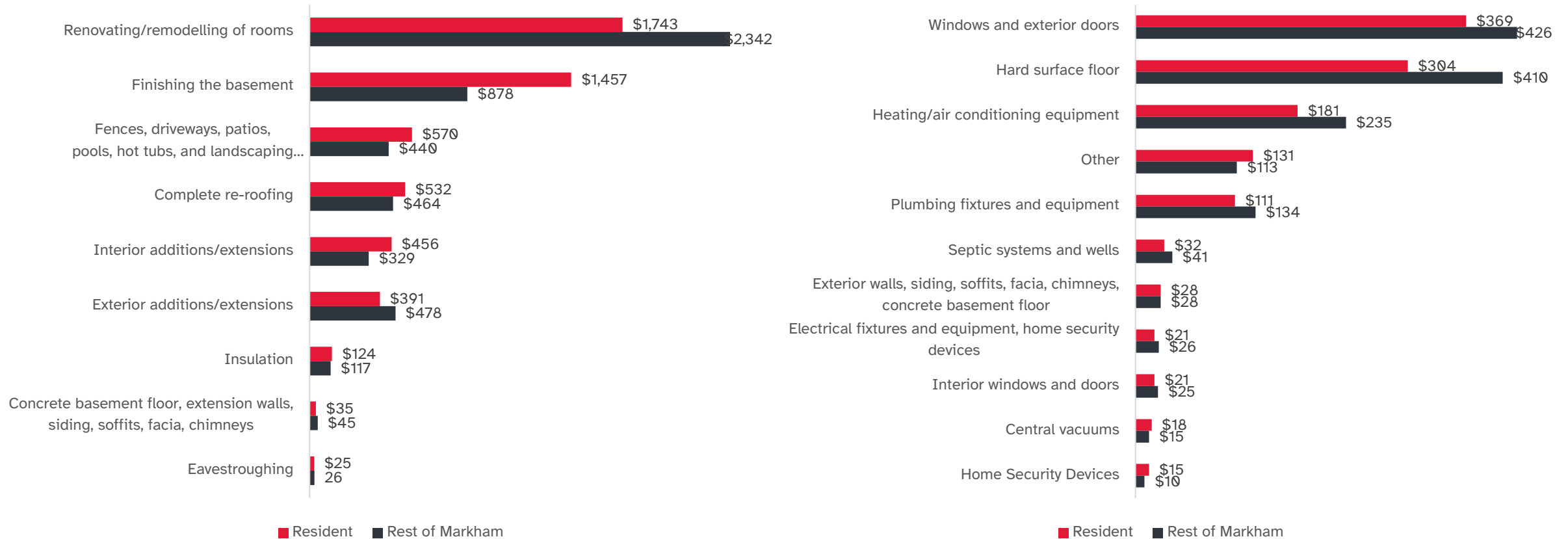
Repairs and Maintenance to Owned Principal Residence - Average \$ Spend per Household



Expenditures: Home Improvement – Improvements and Alterations

Total Aggregate Consumption (\$/household) - Improvements\Alterations to Owned Principal Residence: \$6,513

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



Expenditure: Household Furnishings and Personal Care

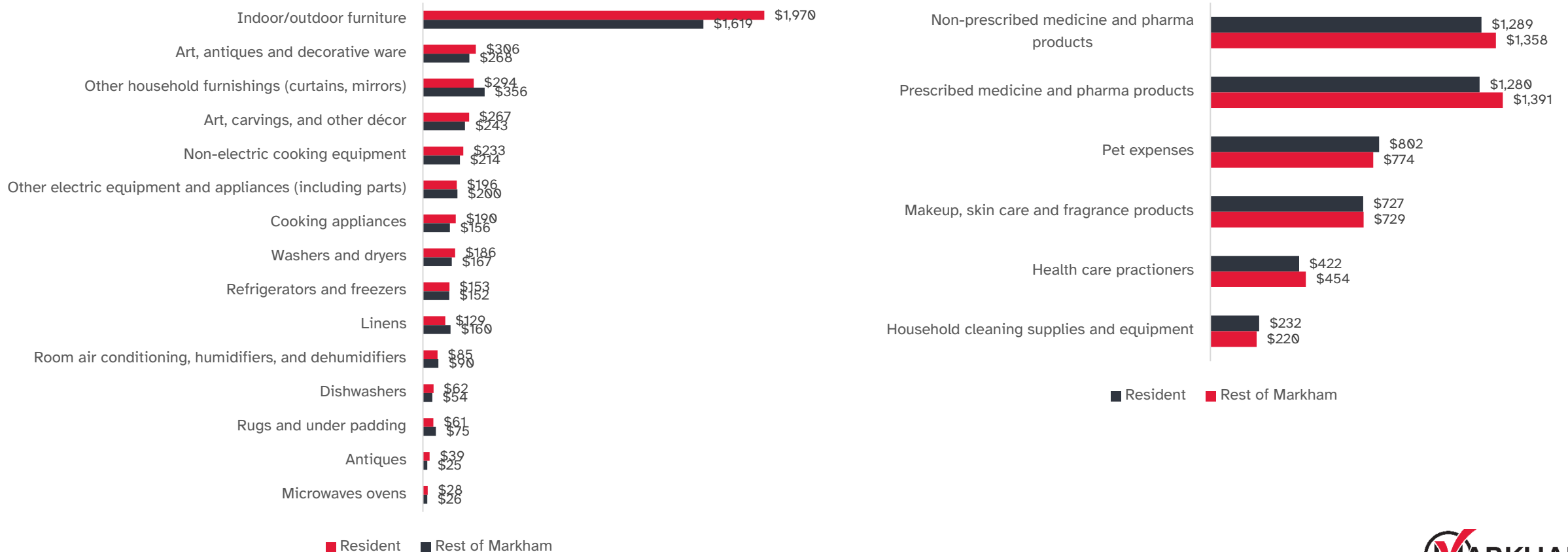
Total Aggregate Consumption (\$/household)

Household Furnishings and Equipment
\$5,321

Personal Care
\$2,597

Health Care
\$5,894

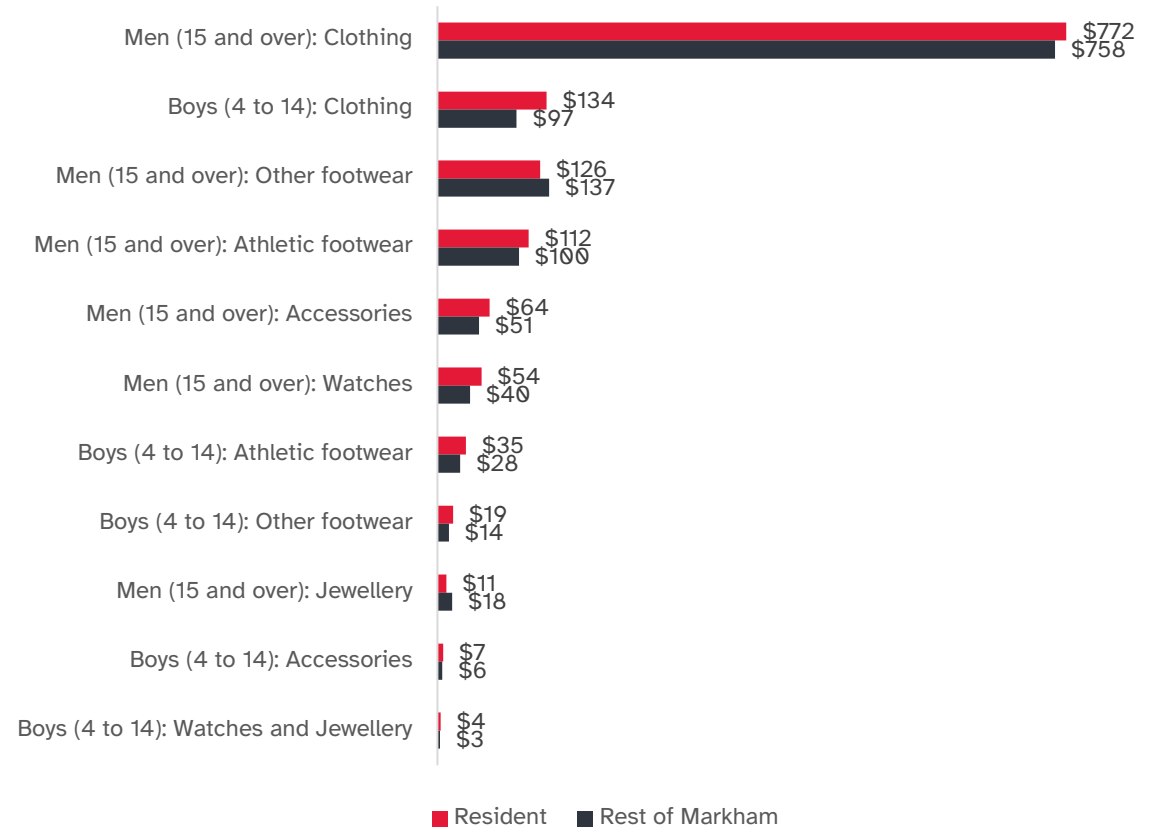
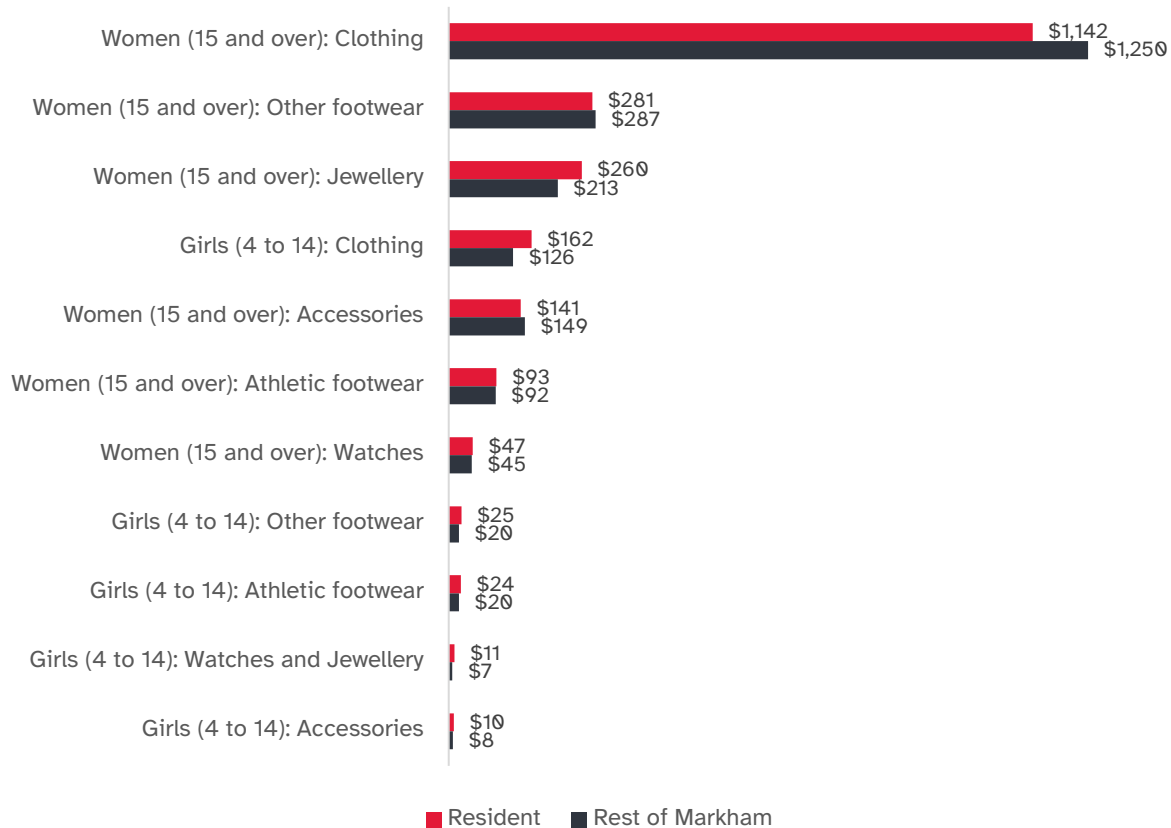
Household Furnishings, Items & Personal Care - Average \$ Spend per Household



Expenditures: Apparel

Total Aggregate Consumption (\$/household) - Clothing: \$4,082

Apparel - Average \$ Spend per Household





Department of Economic Growth, Culture and Entrepreneurship

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