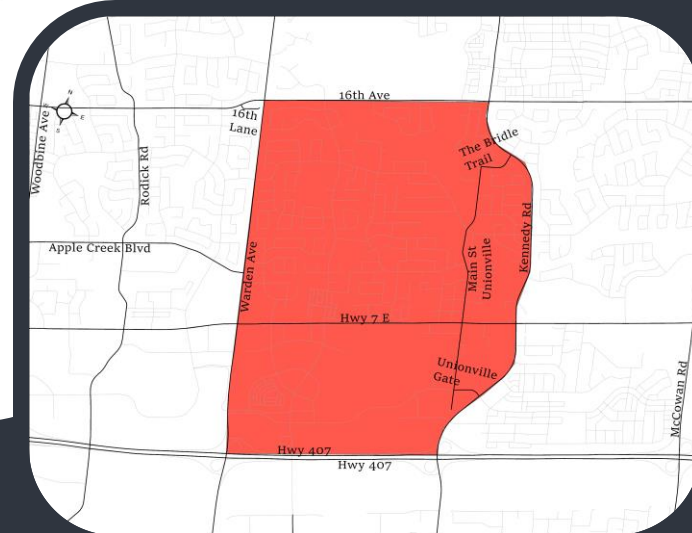
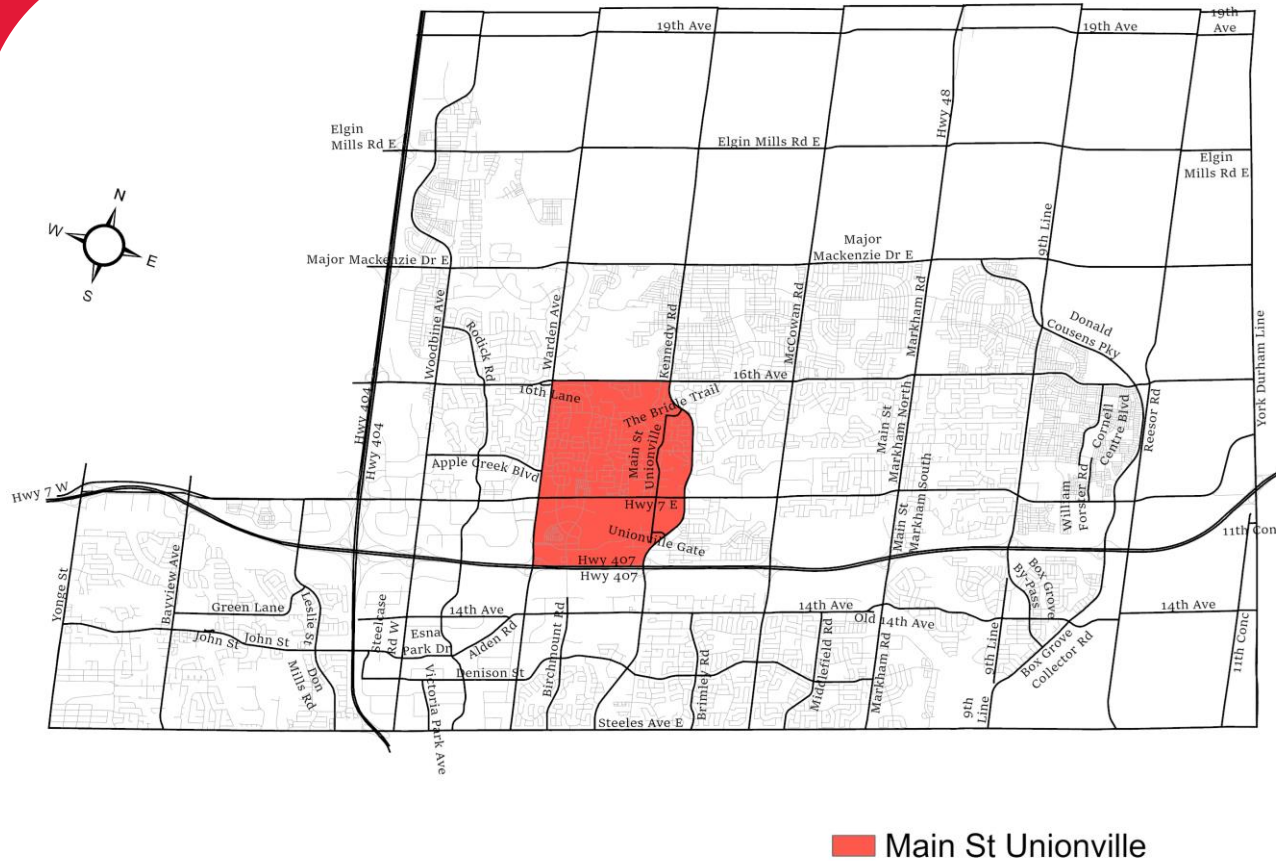


Main Street Unionville

Local Business Area Profile



Main Street Unionville in the City of Markham



Key Highlights

Economic Drivers

- As a well-recognized historic site by local and global visitors, tourism is the primary economic driver for the area. The area receives 3.1 million visits annually.
- Along the historic Main street, a cluster of 65 businesses operated by small business owners provide boutique retail goods and services, restaurant, professional services and cultural entertainment activity to the local community and visiting tourists. These businesses are supported by the local Mainstreet Unionville BIA.
- As a historic site that has attracted a lot of local and global tourism attention, the film industry has also discovered the area for film production including notable US production the Gilmore Girls, and Netflix Canadian production Schitts Creek, and others. This area has strong potential for Markham's growing film industry as a viable shoot sites for film productions.

Unique Features

- Historic Mainstreet Unionville was settled in 1794 and is one of the most frequented/toured sites in Markham. Heritage is a key uniqueness identifier, with many original buildings from the 1800s repurposed for modern use; historical walking tours highlight the various heritage sites
- Key signature events that define the area and attract local and global tourism include: the Annual Unionville Festival and Old Tyme Christmas, and Unionville Jazz Festival. These key events celebrate and enhance Unionville's unique historical identity
- As a protected historic site by the City, the architectural design significantly contributes to aesthetic beauty of the area making it one of the most highly attractive and desirable areas in Markham. The homes here have high real estate value - the average person's household income is about \$127 K

Visitor Summary

3.1 M

Total Number
of Visits

220.1 K

Number of
Unique Visitors

Average Visits/Visitor	Average visitors/month	Average visits/month	Weekday visits/total visits	Weekend visits/total visits
14	18.3 K	256.7 K	64%	36%



Key Features and Assets:

- Historical village founded in 1794 with intact heritage buildings from early German settler roots/influence
- Home to many boutique shops and restaurants
- Has been used as a site for many filming projects
- Hosts a large annual festival in June
- Anchored by the Varley Art Gallery

Visitor Demographic Breakdown

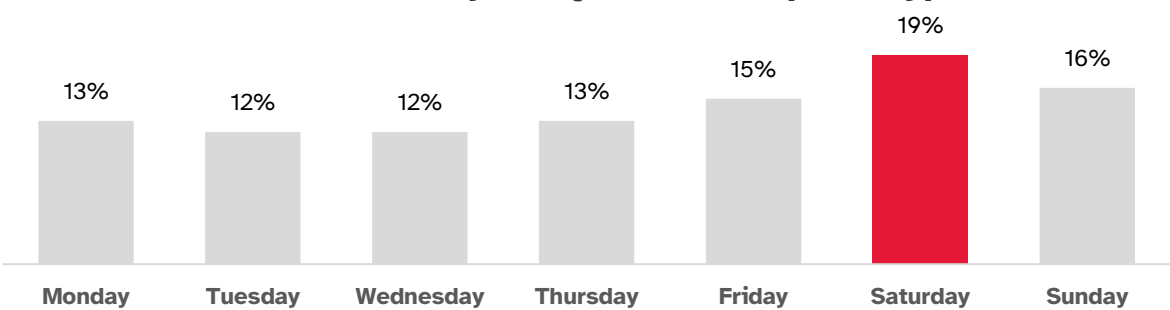


Behaviour	Intergenerational and Multicultural Families	Flourishing East Asian Community	Resting and Retired
Description	Diverse culture with mix of immigrant and/or Canadian-born backgrounds	Primarily first-generation immigrants from China and Hong Kong, moved to Markham in 1990s/2000s	Older, long-time Markham residents
Disposable Income	Low to Medium	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	Retired and empty-nesters, financially secured
Digital Engagement	High	Medium	Low
Mobility	Car-dependent	Car-dependent	Lower mobility and may require accessibility
Housing	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	Prefer brick-and-mortar stores and expects high quality customer service



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 Unionville – 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.)

By Volume of Visits of Unique Visitors

While 35% of visits are from within 3 km, 70% of visits are from within 9 km of Markham.



Media and Spending Habits – Unionville (2022)

Social Media Applications

Facebook (72.9%), WhatsApp (78.4%) and YouTube (78%) have been the most popular social media websites in Unionville in 2022.

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

Media Usage Snapshot

Form of Media	Usage	Used for
Internet	370 Mins/Day	Extensively used for: <ul style="list-style-type: none">• Celebrity gossip content• Watch a TV broadcast via streaming
Television	167 Mins/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 mins/day commuting one way by car	Top DM formats used were: <ul style="list-style-type: none">• Online Flyers• Coupons
Magazine	5 Mins/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%), **Asian Restaurants** (48.3%) and **Chicken restaurants** (38.6%) were the most ordered from restaurants last year based on volume, **Mexican Burrito styled restaurants** (28.6%), **Chicken Restaurants** (38.6%) and **Ice Cream/Frozen Yogurt places** (31.6%) were the top kinds of restaurants ranked by index.
- **Fast Casual Restaurants** (40.2%), **Casual Family Dining restaurants** (35.5%) and **Food Courts** (33.6%) were the top restaurant service types based on volume, **Fast Casual Restaurants** (40.2%), **Food Courts** (33.6%) and **other kinds of restaurants** (14.7%) were the top restaurant service types based on index.
- While **Take Out** (72.7%), **Drive Through** (43.1%) and **Home Delivery** (30.2%) were the top food ordering methods based on volume of food, **Online meal kit** (9%), **Drive Through** (43.1%) and **Take Out** (72.7%) were the top ordering food methods based on index.





Annual Average Household Expenditure

\$125,206

Average Household
Income

\$91,389

Average Current
Consumption

\$97,889

Average Disposable
Income

Household Spend – Annual Expenditure Overview

Expenditure	Avg Dollar / Household	% of Total Expenditure
Shelter	\$24,981	27.3%
Transportation	\$14,918	16.3%
Food	\$14,651	16%
Household Operation	\$6,236	6.8%
Health Care	\$5,611	6.1%
Recreation	\$5,069	5.5%
Household Furnishings	\$4,936	5.4%
Clothing	\$3,824	4.2%
Education	\$3,367	3.7%

Expenditure	Avg Dollar / Household	% of Total Expenditure
Bakery	\$720	7.4%
Cereal	\$440	4.5%
Fruits and Nuts	\$1,142	11.7%
Vegetables	\$1,235	12.7%
Dairy and Eggs	\$1,129	11.6%
Meat	\$2,128	21.8%
Fish and Seafood	\$307	3.1%
Beverages and Others	\$2,651	27.2%



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 \$4,900 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 the highest at an average of \$281.



Expenditure	Avg. Dollar / Household
Nursery and Greenhouse Stock	\$281
Horticulture, snow and garbage removal	\$258
Fertilizers and Soil	\$72
Other tools	\$55
Power tools and equipment	\$48
Parts for garden tools and equipment	\$40
Lawn, garden and snow removal equipment	\$22
Hardware	\$14

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	\$420
Video Equipment	\$224
TVs, VCRs, Video Cameras	\$207
Pre-recorded Downloads and Audio/Video Media	\$125
Home Theatre Systems	\$125
Computer Supplies and Other Equipment	\$72
Audio Equipment	\$46
Tablet Computers	\$44
Gaming Systems and Accessories	\$41

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	\$802
Communications	\$3,047
Alcoholic Beverages: Stores	\$1,338
Alcoholic Beverages: Licensed Places	\$583
Cablevision and Satellite Services	\$744
Fees: Sports and Recreation Facilities	\$651
Other Administration Fees	\$197
Casinos, Bingos, and Gaming Match	\$21
Non-Government Lotto and Raffle Tickets	\$10
Movie Theatres	\$53

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	\$185
Sports and Athletic equipment	\$158
Tent trailers, truck campers, motor homes and utility trailers	\$62
Operation of recreational vehicles	\$50
Driver's License, Tests and Driving lessons	\$93
Travel Trailers	\$30
Art and craft materials	\$24
Non-motorized and Motorized watercrafts	\$17
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.

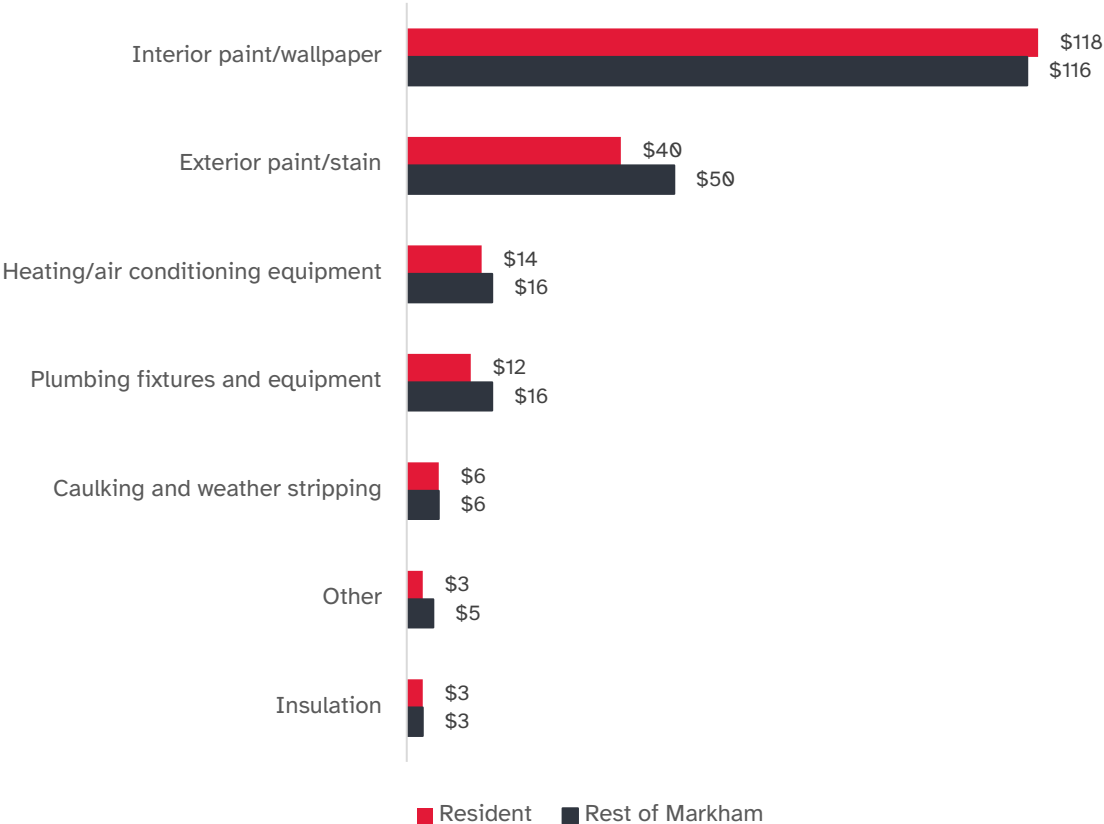
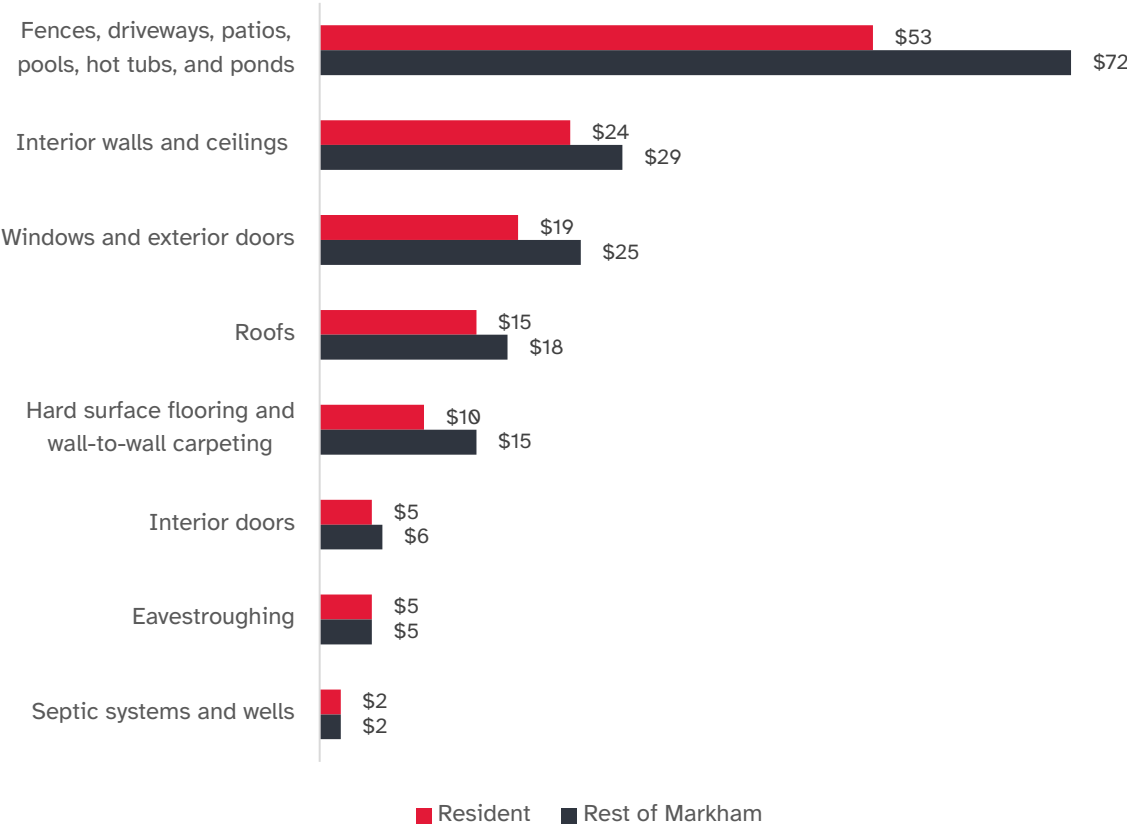


Expenditure	Avg. Dollar / Household
Private use automobiles, vans and trucks	\$7,766
Package trips	\$1,028
Gas and other fuels (all vehicles)	\$3,010
Transportation by airplane	\$759
Maintenance and repairs of vehicles	\$692
Hotels and Motels	\$1,051
Other vehicle parts and supplies	\$370
Other overnight accommodation	\$303
Total spent for rented vehicles	\$94
Transportation by train	\$9
Transportation by highway bus	\$4
Vehicle accessories	\$3

Expenditures: Home Improvement – Repairs and Maintenance

Total Aggregate Consumption (\$/household) – Shelter: \$24,981

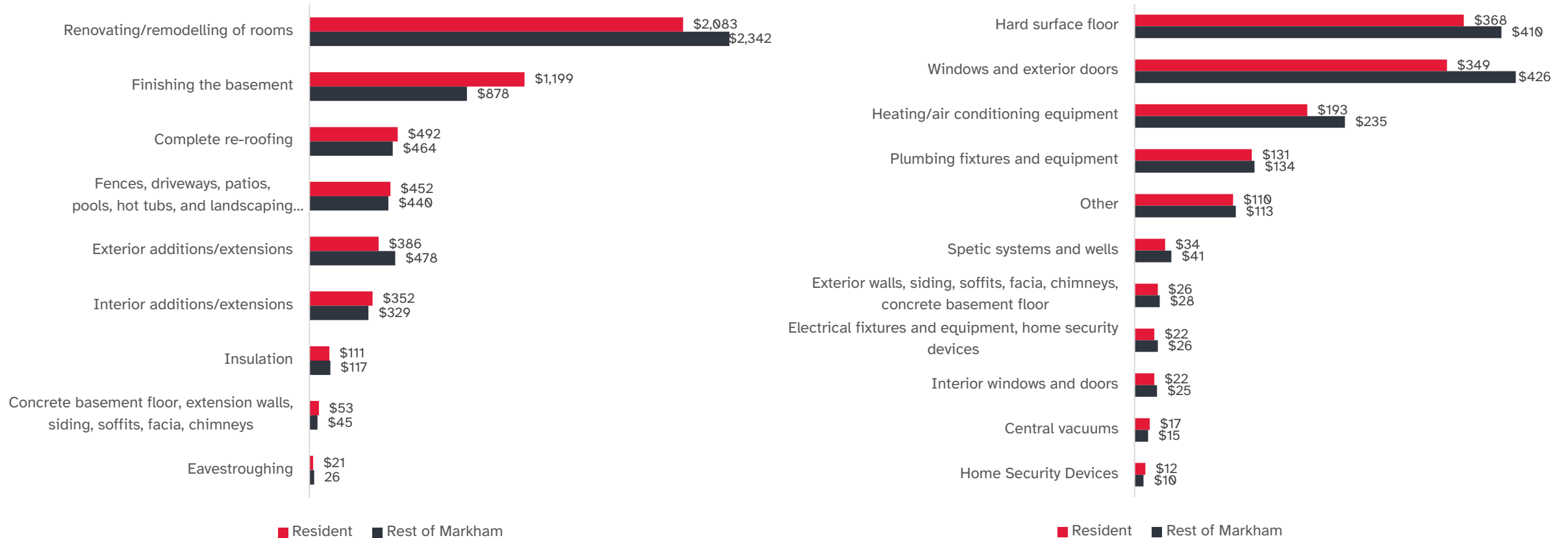
Repairs and Maintenance to Owned Principal Residence - Average \$ Spend per Household



Expenditures: Home Improvement – Improvements and Alterations

Total Aggregate Consumption (\$/household) - Improvements\Alterations to Owned Principal Residence: \$6,385

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



Expenditure: Household Furnishings and Personal Care

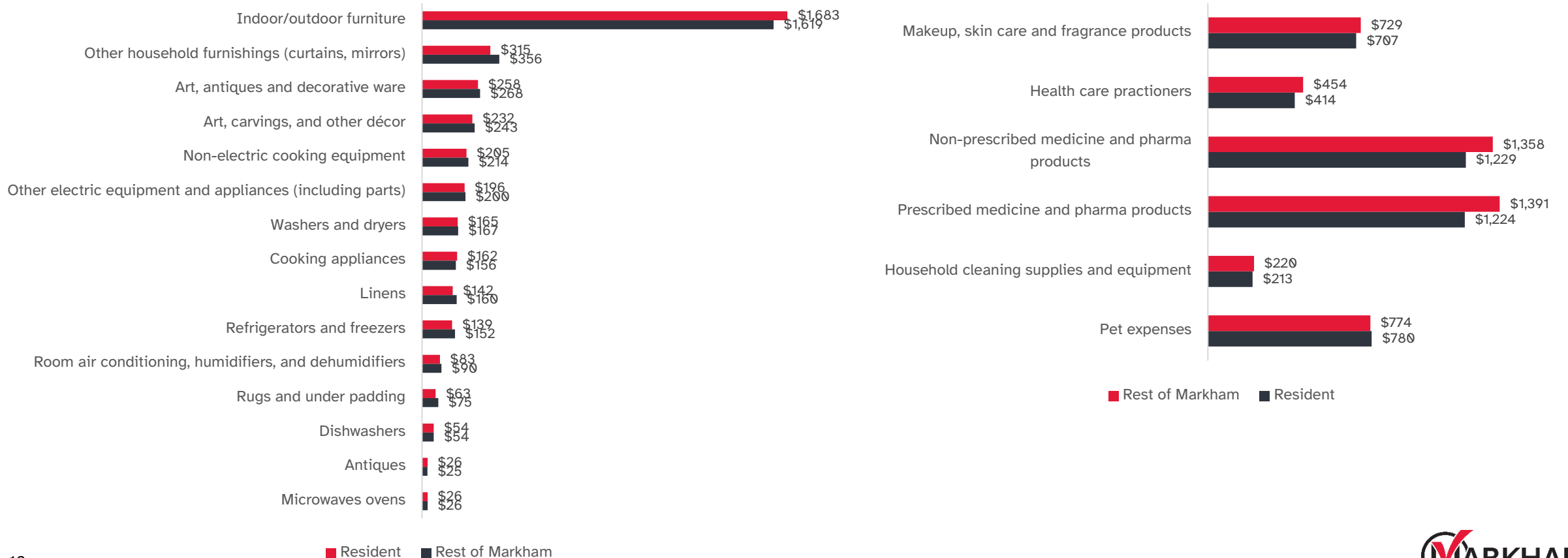
Total Aggregate Consumption (\$/household)

Household Furnishings and Equipment
\$4,936

Personal Care
\$2,339

Health Care
\$5,611

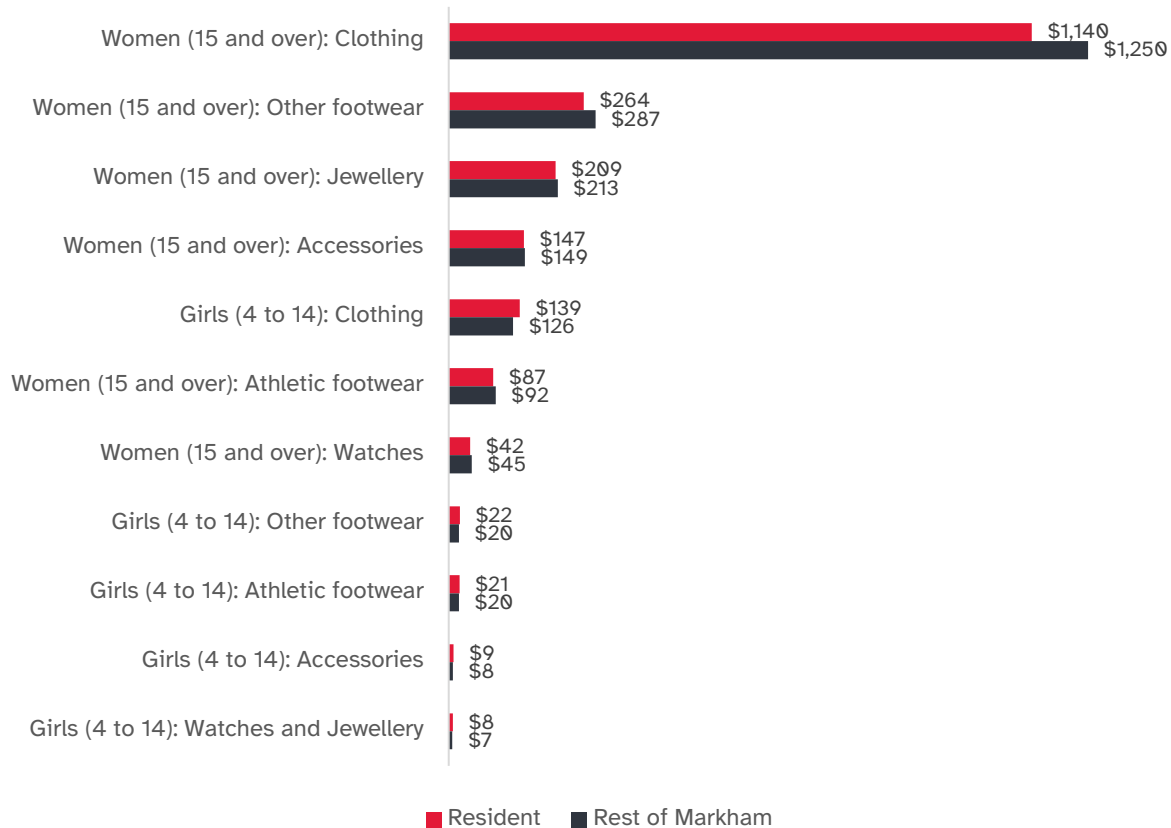
Household Furnishings, Items & Personal Care - Average \$ Spend per Household



Expenditures: Apparel

Total Aggregate Consumption (\$/household) - Clothing: \$3,824

Apparel - Average \$ Spend per Household





Department of Economic Growth, Culture and Entrepreneurship

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