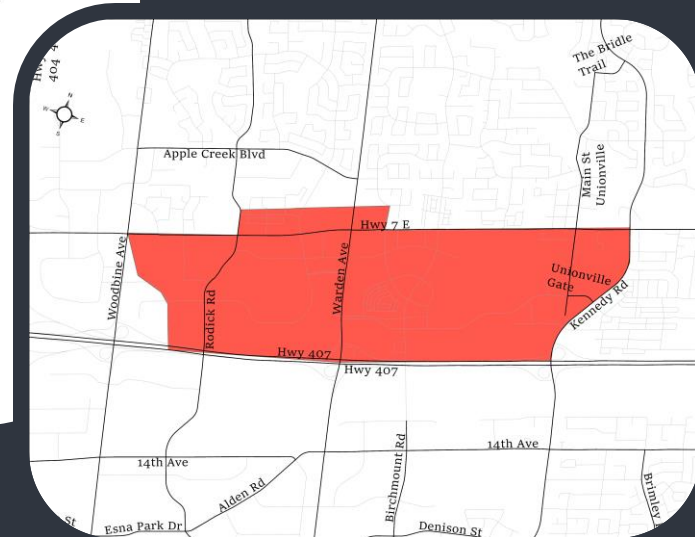
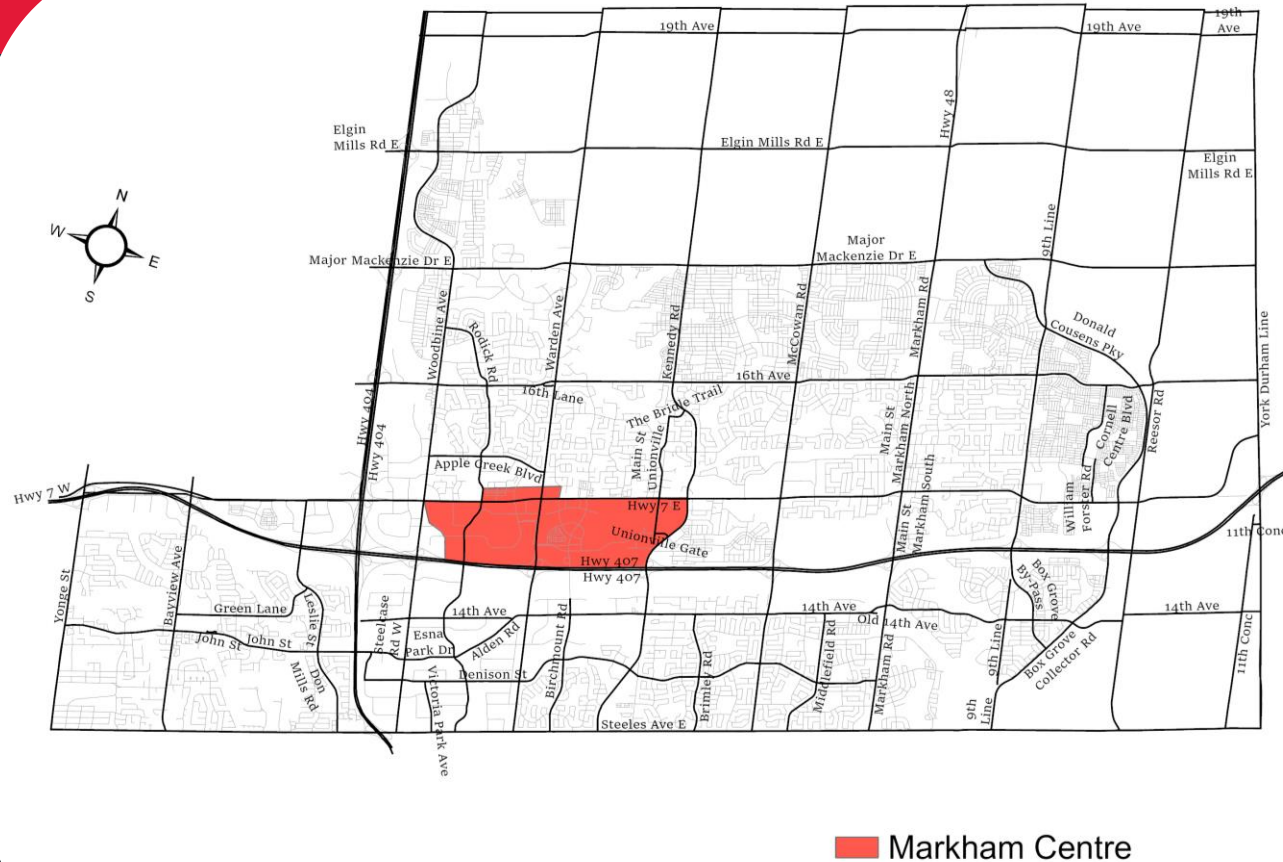


# Markham Centre

Local Business Area Profile



# Markham Centre in the City of Markham



# Key Highlights

## Economic Drivers

- Markham Centre, a new mixed use, sustainable urban centre in Markham is under development. At built out, home to 106,000 residents and 76,000 jobs. Markham Centre's core – Downtown Markham is supported by a concentration of mixed-use of luxury retail, diverse restaurants, modern entertainment, premium offices (Marriot hotels, Goodlife fitness, Cineplex Odeon)
- Tech and Professional services clusters are key driving clusters for downtown location with established employers including IBM Canada Lab, Cepheid, Allergan, Honeywell, Aviva Insurance, and Jonas Software
- Home to the new York University Markham Campus opens doors in the fall of 2024 to support 4,300 and 10,000 at built out. Experiential learning is key to the University's programming to enable new talents connect with jobs quickly. Foot traffic from Campus' students will help drive local economic activity
- York U's YSpace (startup accelerator) supports tech startups, and helps drive innovation/job growth activities
- Downtown Markham is selected as the site for OVIN demonstration zone to test automobility technologies in support of the growing auto-tech cluster in Ontario.

## Unique Features

- The premier hub for a busy bustling and vibrant downtown core, a home for innovation, interconnectivity, social gathering and entertainment an identity that will be Markham's downtown
- Markham Centre is highly sustainable and supported by Markham District Energy that provides cost effective and efficient thermal heating and cooling to all buildings within the area. All buildings are built to LEED standard
- Strategically located next to highway series (407, Hwy 7) Metrolinx multi modal transportation hub is being planned making Markham Centre an easy access within the 905 and GTA
- Home to the Rouge River valley, an important natural greenway feature that runs through Markham Centre



# Visitor Summary

5.5 M

Total Number  
of Visits

336.4 K

Number of  
Unique Visitors

Average Visits/Visitor	Average visitors/month	Average visits/month	Weekday visits/total visits	Weekend visits/total visits
16.2	28K	455.5K	69%	31%



## Key Features and Assets:

- Markham's new urban centre
- Concentration of luxury retail goods, diverse restaurants, modern entertainment and amenities, and premium offices
- Future home to York University: Markham Campus and condo apartments – preparing for influx of students
- Close proximity to high school and GO transit station

# Visitor Demographic Breakdown

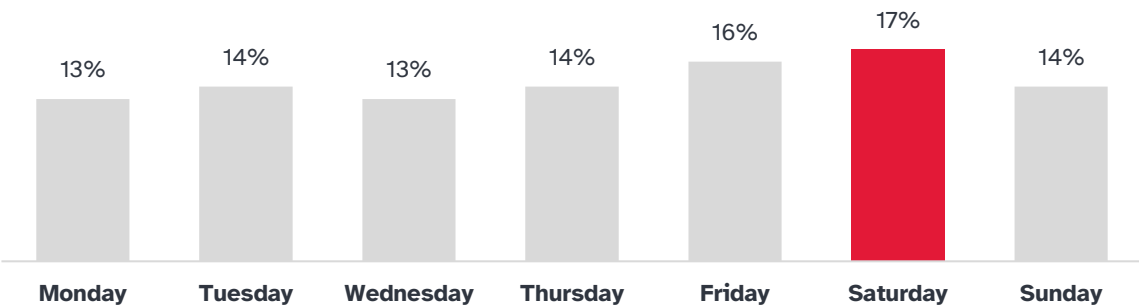


Behaviour	Young Singles and Couples	Intergenerational and Multicultural Families	Flourishing East Asian Community
<b>Description</b>	Highly educated, working professional. Primarily of East Asian descent.	Diverse culture with mix of immigrant and/or Canadian-born backgrounds	Primarily first-generation immigrants from China and Hong Kong, moved to Markham in 1990s/2000s
<b>Disposable Income</b>	Low to Medium	Medium to High	Medium to High
<b>Life Stage</b>	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
<b>Digital Engagement</b>	High	High	Medium
<b>Mobility</b>	Public Transit and/or Car-dependent	Car-dependent	Car-dependent
<b>Housing</b>	Apartment Condo Renters or Owners	Suburban Homeowner (or Condo Townhouse)	Suburban Homeowner
<b>Key Preferences</b>	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

<b>\$123 K</b> Average Household Income	<b>35 to 44</b> Maintainer Age	<b>55%</b> Households with Children
<b>4+ People</b> Household Size	<b>University</b> Education	<b>High</b> Cultural Diversity

Saturday is usually the busiest day in Markham Centre – 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 \$123 K, and the average age range of the visitors is between 35 to 44 (middle-aged population).

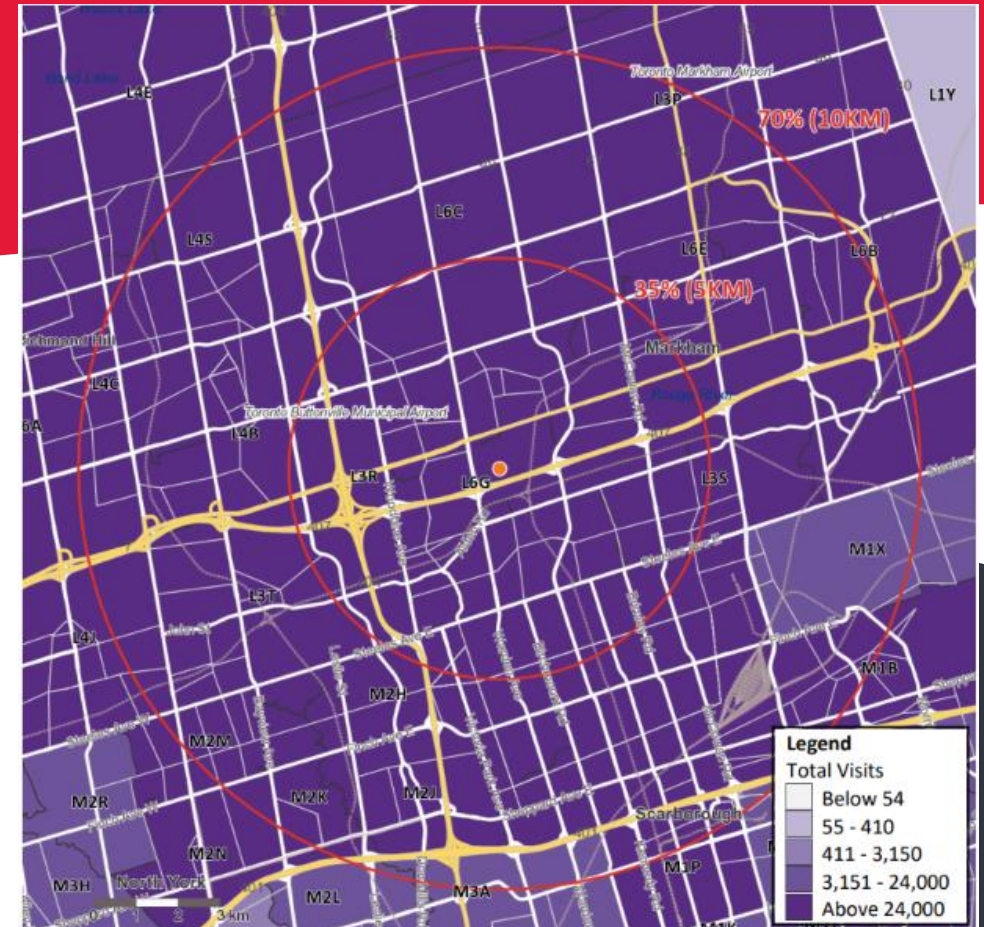


# Geographic Summary

## By Volume of Visits of Unique Visitors

L3R, L6C and L6G are the three most FSAs in Markham Centre with respect to volume of visits by unique visitors in Markham – getting in 1,295,774; 466,609 and 301,497 visitors respectively.

**While 35% of visits are from within 5 km, 70% of visits are from within 10 km of Markham**



# Media and Spending Habits – Main St. Markham

## Social Media Applications

Facebook (72.5%), WhatsApp (78.6%) and YouTube (77.8%) have been the most popular social media websites in Markham Centre in 2022.

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

## Media Usage Snapshot

Form of Media	Usage	Used for
Internet	369 min/day	Extensively used for: <ul style="list-style-type: none"><li>• Celebrity gossip content</li><li>• Receive store offers by SMS</li></ul>
Television	169 min/day	Extensively viewed: <ul style="list-style-type: none"><li>• Children's programs and daytime soap operas</li><li>• Other programs</li></ul>
Radio	9 hours/week	Extensively heard: <ul style="list-style-type: none"><li>• Mainstream Top 40</li><li>• Ethnic/multi-cultural</li></ul>
Direct/ Outdoor	10 min/day commuting one way by car	Top DM formats used were: <ul style="list-style-type: none"><li>• Online Flyers</li><li>• Coupons</li></ul>
Magazine	5 min/day	Top genre read was about Food
Newspaper	0.6 hours/week	Extensively read sections: <ul style="list-style-type: none"><li>• Health and Food</li><li>• Automotive</li></ul>



# Top Restaurant Types in the Area

- While **Pizza Restaurants** (60%), **Asian Restaurants** (48.3%), and **Chicken Restaurants** (38.1%) were the most ordered from restaurants last year based on volume, **Mexican Burrito Styled Restaurants** (28.7%), **Asian Restaurants** (48.3%), and **Ice Cream/Frozen Yogurt Places** (31.7%) were the top kinds of restaurants ranked by index.
- **Fast Casual Restaurants** (40.7%), **Casual Family Dining Restaurants** (35.9%), and **Food Courts** (33.9%) were the top restaurant service types based on volume. **Fast Casual Restaurants** (40.7%), **Food Courts** (33.9%), and **Sports Bars** (20.2%) were the top restaurant service types based on index.
- While **Take Out** (72.9%), **Drive Through** (43.4%), and **Home Delivery** (30.1%) were the top food ordering methods based on volume of food, **Online Meal Kit** (9.1%), **Drive Through** (43.4%) and **Take Out** (72.9%) were the top ordering food methods based on index.





# Annual Average Household Expenditure

**\$120,477**

Average Household  
Income

**\$88,281**

Average Current  
Consumption

**\$94,651**

Average Disposable  
Income

## Household Spend – Annual Expenditure Overview

Expenditure	Avg Dollar / Household	% of Total Expenditure
Shelter	\$24,042	27.2%
Transportation	\$14,438	16.4%
Food	\$14,358	16.3%
Household Operation	\$6,040	6.8%
Health Care	\$5,453	6.2%
Recreation	\$4,859	5.5%
Household Furnishings	\$4,690	5.3%
Clothing	\$3,708	4.2%
Education	\$3,221	3.6%

Expenditure	Avg Dollar / Household	% of Total Expenditure
Bakery	\$699	7.3%
Cereal	\$431	4.5%
Fruits and Nuts	\$1,125	11.8%
Vegetables	\$1,204	12.6%
Dairy and Eggs	\$1,092	11.5%
Meat	\$2,076	21.8%
Fish and Seafood	\$306	3.2%
Beverages and Others	\$2,589	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 \$4,836 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	\$269
Horticulture, snow and garbage removal	\$217
Fertilizers and Soil	\$69
Other tools	\$56
Power tools and equipment	\$43
Parts for garden tools and equipment	\$37
Lawn, garden and snow removal equipment	\$20
Hardware	\$11

## 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	\$416
Video Equipment	\$219
TVs, VCRs, Video Cameras	\$203
Pre-recorded Downloads and Audio/Video Media	\$118
Home Theatre Systems	\$118
Computer Supplies and Other Equipment	\$69
Audio Equipment	\$44
Tablet Computers	\$42
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	\$801
Communications	\$2,991
Alcoholic Beverages: Stores	\$1,245
Alcoholic Beverages: Licensed Places	\$564
Cablevision and Satellite Services	\$723
Fees: Sports and Recreation Facilities	\$602
Other Administration Fees	\$199
Casinos, Bingos, and Gaming Match	\$20
Non-Government Lotto and Raffle Tickets	\$8
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	\$174
Sports and Athletic equipment	\$140
Tent trailers, truck campers, motor homes and utility trailers	\$59
Operation of recreational vehicles	\$46
Driver's License, Tests and Driving lessons	\$96
Travel Trailers	\$29
Art and craft materials	\$23
Non-motorized and Motorized watercrafts	\$15
All-terrain vehicles	\$12
Bicycles, parts and accessories	\$6
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.

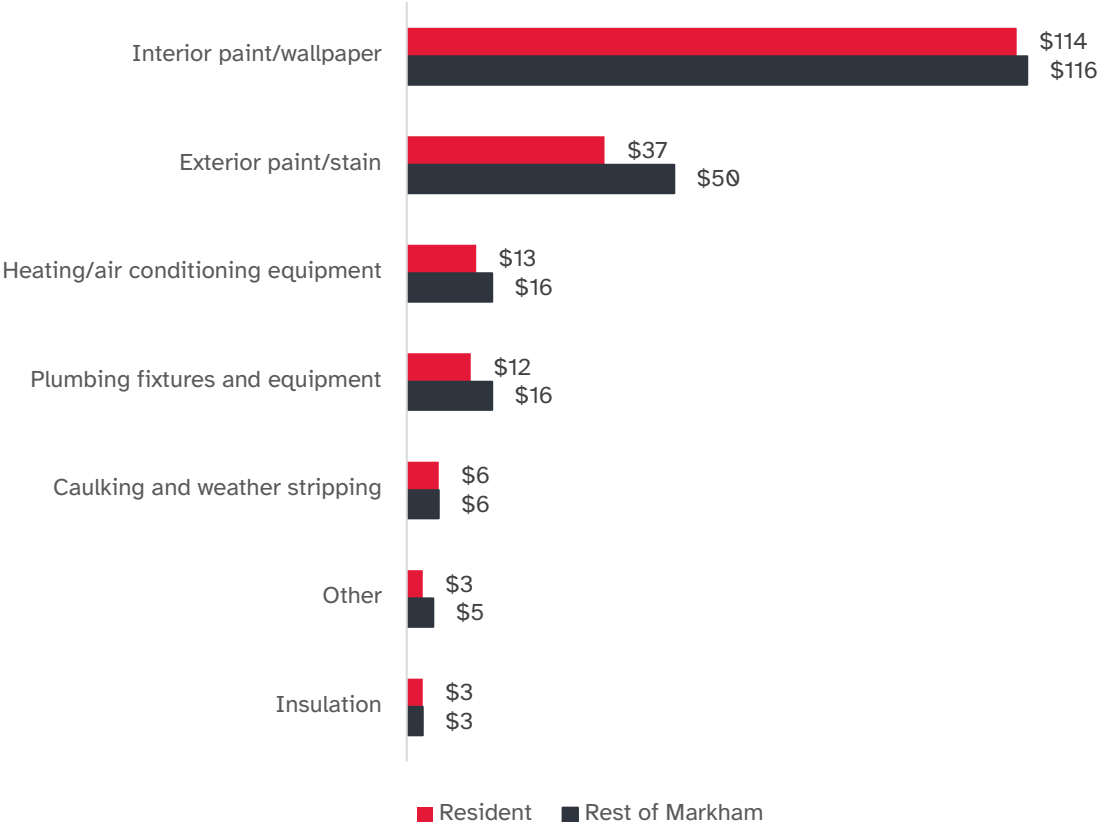
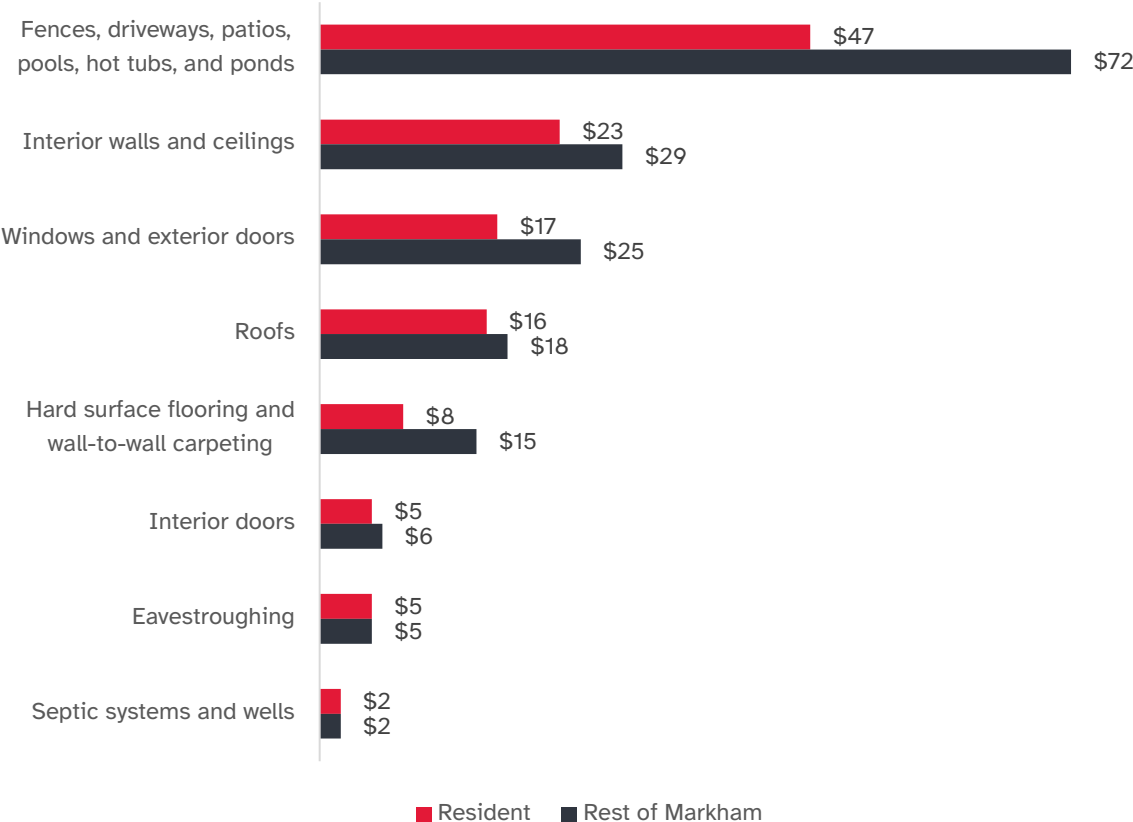


Expenditure	Avg. Dollar / Household
Private use automobiles, vans and trucks	\$7,542
Package trips	\$994
Gas and other fuels (all vehicles)	\$2,882
Transportation by airplane	\$725
Maintenance and repairs of vehicles	\$653
Hotels and Motels	\$1,001
Other vehicle parts and supplies	\$340
Other overnight accommodation	\$275
Total spent for rented vehicles	\$87
Transportation by train	\$9
Transportation by highway bus	\$4
Vehicle accessories	\$4

# Expenditures: Home Improvement – Repairs and Maintenance

Total Aggregate Consumption (\$/household) – Shelter: \$24,042

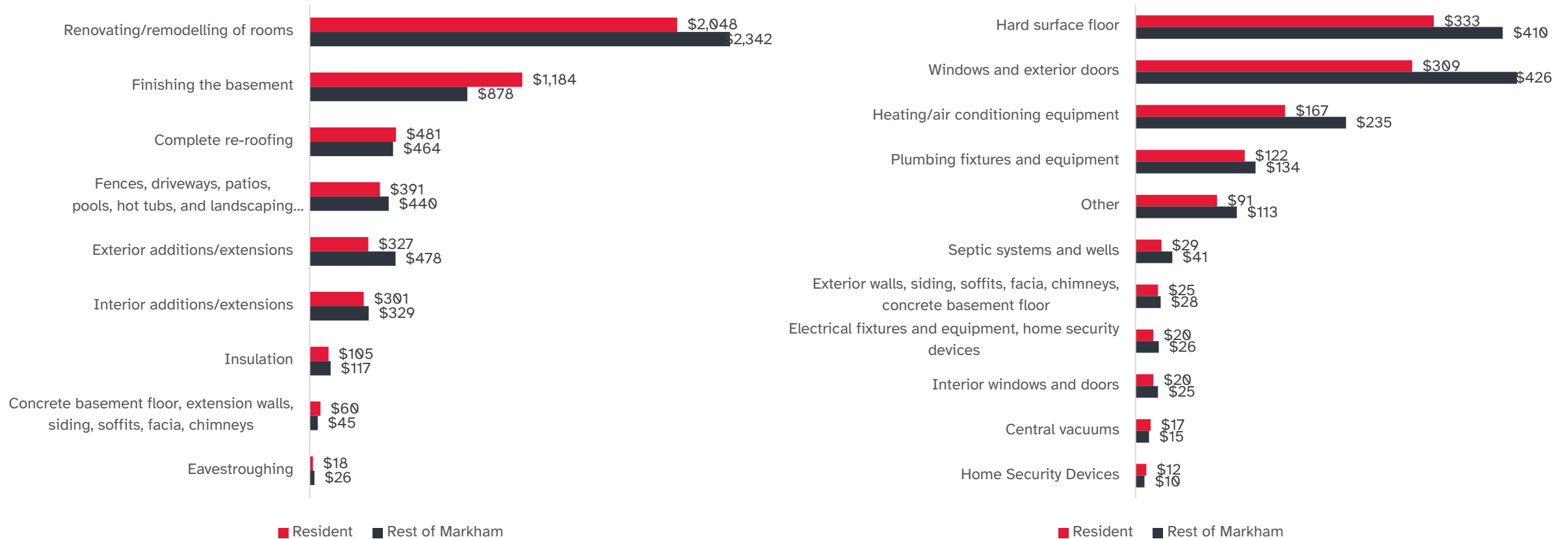
## Repairs and Maintenance to Owned Principal Residence - Average \$ Spend per Household



# Expenditures: Home Improvement – Improvements and Alterations

Total Aggregate Consumption (\$/household) - Improvements\Alterations to Owned Principal Residence: \$6,014

## 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  
\$4,690

Personal Care  
\$2,276

Health Care  
\$5,453

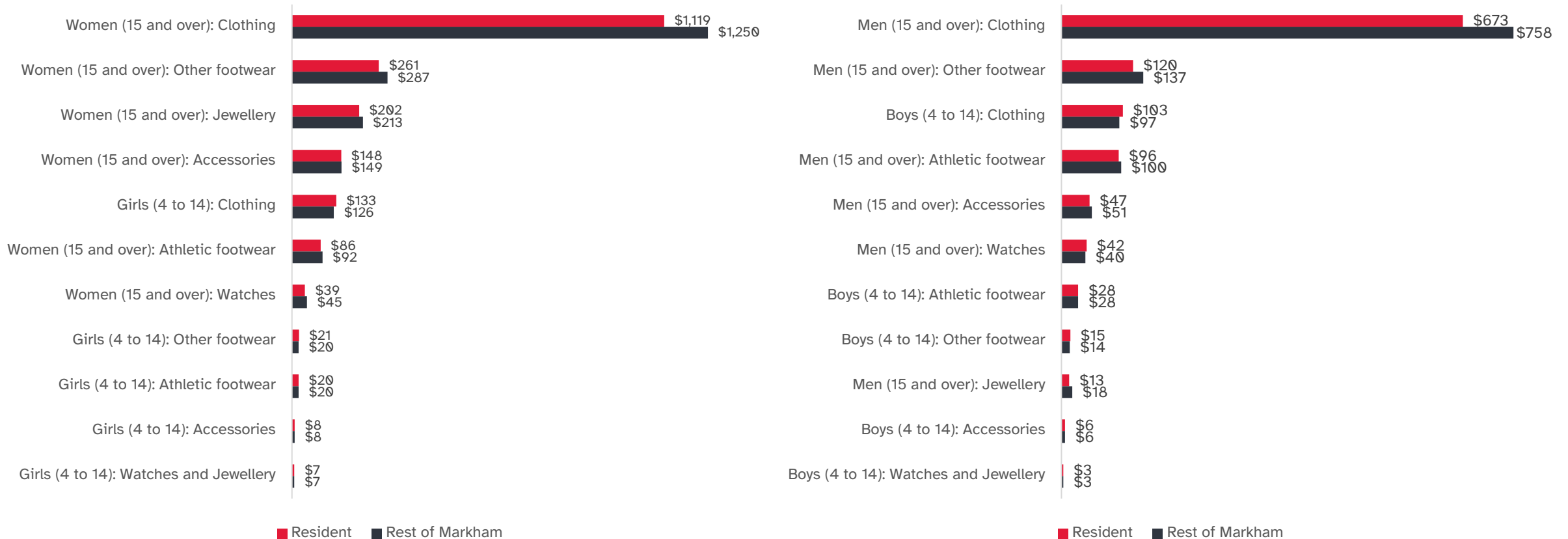
## Household Furnishings, Items & Personal Care - Average \$ Spend per Household



# Expenditures: Apparel

Total Aggregate Consumption (\$/household) - Clothing: \$3,708

## Apparel - Average \$ Spend per Household





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