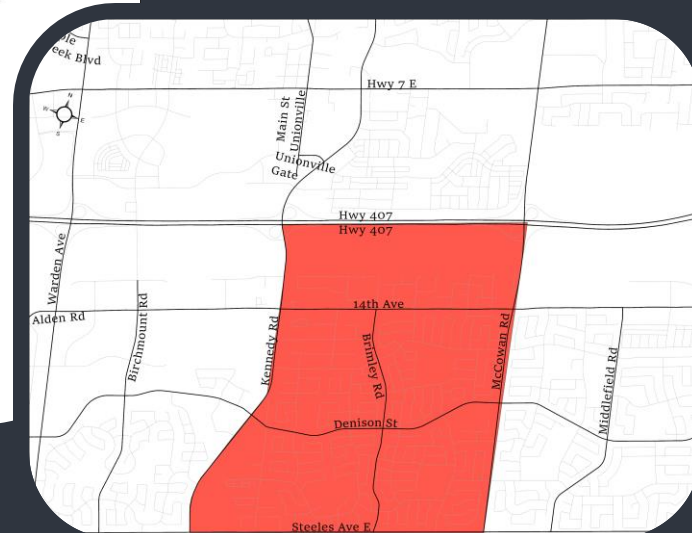
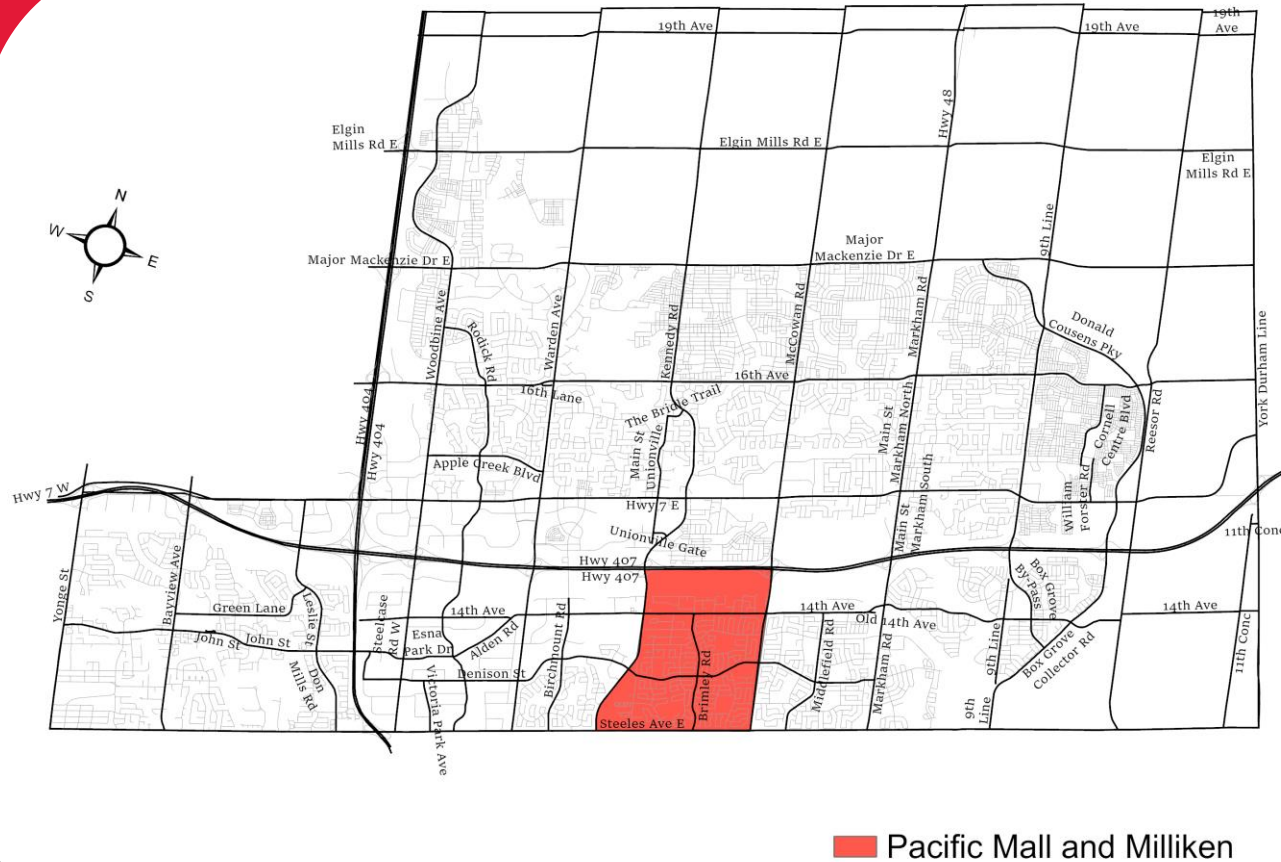


Pacific Mall and Milliken

Local Business Area Profile



Pacific Mall and Milliken in the City of Markham



Key Highlights

Economic Drivers

- The Pacific Mall is home to 100+ small businesses offering a wide variety of retail goods, services and restaurants with diverse retail, beauty, professional and personal services, restaurants, and drinks
- Tourism is a major economic generator of the local area as it attracts a culturally diverse demographic from not just within Markham, but the GTA and internationally with an average of 49.4 K visitors per month and 830.9 K visits per month
- Pacific Mall is strategically located at the border of Markham and Toronto, which helps to boost economic activity from two major cities

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

10 M

Total Number
of Visits

592.3 K

Number of
Unique Visitors

Average Visits/Visitor	Average visitors/month	Average visits/month	Weekday visits/total visits	Weekend visits/total visits
16.8	49.9K	830.9K	66%	34%



Key Features and Assets:

- Concentration of Chinese-owned businesses surrounded by suburban homes with customers from across the GTA
- Pacific Mall – East Asian shopping mall opened in 1996 (or 1997) on the former site of Cullen Country Barns and next to former Market Village shopping mall
- Denison Centre – mall owned by the Remington Group housing former Market Village stores/businesses

Visitor Demographic Breakdown



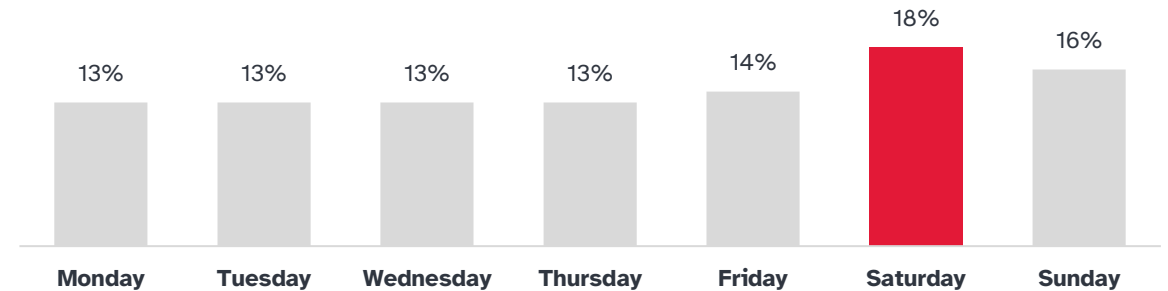
Behaviour	Young Singles and Couples	Intergenerational and Multicultural Families	Flourishing East Asian Community	Thriving South Asian Community
Description	Highly educated, working professional. Primarily of East Asian descent.	Diverse culture with mix of immigrant and/or Canadian-born backgrounds	Primarily first-generation immigrants from China and Hong Kong, moved to Markham in 1990s/2000s	Primarily first-generation immigrants from India or Sri Lanka
Disposable Income	Low to Medium	Medium to High	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	Families with children in high school, post-secondary, or young adults
Digital Engagement	High	High	Medium	Medium
Mobility	Public Transit and/or Car-dependent	Car-dependent	Car-dependent	Car-dependent
Housing	Apartment Condo Renters or Owners	Suburban Homeowner (or Condo Townhouse)	Suburban Homeowner	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	Predominantly Tamil speaking and other major Indian languages (i.e. Hindi, Gujarati, Punjabi, and Urdu)

Unique Visitor Summary



Pacific Mall and Milliken is visited by a multicultural demographic. An average family visiting this area can be sampled as a financially secure family, which is large and lives in a sub-urban part of the city. Most of the demographic also consists of younger singles and couples who have higher levels of university degrees. A large demographic is also from a South Asian descent.

% of Visits by Unique Visitors (Weekly)



Demographic Summary of Unique Visitors

\$120 K Average Household Income	35 to 44 Maintainer Age	54% Households with Children
4+ People Household Size	University Education	High Cultural Diversity

By Volume of Visits of Unique Visitors

While 35% of visits are from within 5 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 (79.1%) and YouTube (77.9%) have been the most popular social media websites in Pacific Mall and Milliken Area in 2022.

WhatsApp was the most used social media application in the Pacific Mall and Milliken Area, with people using it nearly on the same lines as the benchmark across Markham.

Form of Media	Usage	Used for
Internet	368 min/day	Extensively used for: <ul style="list-style-type: none">• Celebrity gossip content• Receive store offers by SMS
Television	167 min/day	Extensively viewed: <ul style="list-style-type: none">• Children's programs• Reality shows
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 Local News• Automotive

Top Restaurant Types in the Area

- While **Pizza Restaurants** (60.2%), **Asian Restaurants** (48.6%), and **Chicken Restaurants** (38%) were the most ordered from restaurants last year based on volume, **Mexican Burrito Styled Restaurants** (28.8%), **Asian Restaurants** (48.6%), and **Ice Cream/Frozen Yogurt Places** (31.7%) were the top kinds of restaurants ranked by index.
- **Fast Casual Restaurants** (40.6%), **Casual Family Dining Restaurants** (35.8%), and **Food Courts** (34%) were the top restaurant service types based on volume. **Fast Casual Restaurants** (40.6%), **Food Courts** (34%), and **Sports Bars** (19.6%) were the top restaurant service types based on index.
- While **Take Out** (72.5%), **Drive Through** (44%), and **Home Delivery** (30.4%) were the top food ordering methods based on volume of food. **Online Meal Kit** (8.9%), **Drive Through** (44%), and **Take Out** (72.5%) were the top ordering food methods based on index.





Annual Average Household Expenditure

\$122,089

Average Household
Income

\$89,916

Average Current
Consumption

\$96,145

Average Disposable
Income

Household Spend – Annual Expenditure Overview

Expenditure	Avg Dollar / Household	% of Total Expenditure
Shelter	\$24,554	27.3%
Transportation	\$14,635	16.3%
Food	\$14,500	16.1%
Household Operation	\$6,087	6.8%
Health Care	\$5,578	6.2%
Recreation	\$4,894	5.4%
Household Furnishings	\$4,823	5.4%
Clothing	\$3,835	4.3%
Education	\$3,377	3.8%

Expenditure	Avg Dollar / Household	% of Total Expenditure
Bakery	\$711	7.3%
Cereal	\$438	4.5%
Fruits and Nuts	\$1,136	11.7%
Vegetables	\$1,219	12.6%
Dairy and Eggs	\$1,129	11.7%
Meat	\$2,108	21.8%
Fish and Seafood	\$306	3.2%
Beverages and Others	\$2,633	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 4,820 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.



Expenditure	Avg. Dollar / Household
Nursery and Greenhouse Stock	\$262
Horticulture, snow and garbage removal	\$238
Fertilizers and Soil	\$70
Other tools	\$54
Power tools and equipment	\$44
Parts for garden tools and equipment	\$40
Lawn, garden and snow removal equipment	\$22
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	\$423
Video Equipment	\$223
TVs, VCRs, Video Cameras	\$206
Pre-recorded Downloads and Audio/Video Media	\$120
Home Theatre Systems	\$132
Computer Supplies and Other Equipment	\$71
Audio Equipment	\$44
Tablet Computers	\$41
Gaming Systems and Accessories	\$40

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	\$786
Communications	\$3,004
Alcoholic Beverages: Stores	\$1,274
Alcoholic Beverages: Licensed Places	\$551
Cablevision and Satellite Services	\$738
Fees: Sports and Recreation Facilities	\$611
Other Administration Fees	\$197
Casinos, Bingos, and Gaming Match	\$21
Non-Government Lotto and Raffle Tickets	\$9
Movie Theatres	\$50

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	\$142
Tent trailers, truck campers, motor homes and utility trailers	\$60
Operation of recreational vehicles	\$44
Driver's License, Tests and Driving lessons	\$97
Travel Trailers	\$29
Art and craft materials	\$23
Non-motorized and Motorized watercrafts	\$14
All-terrain vehicles	\$11
Bicycles, parts and accessories	\$6
Motorcycles	\$6
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.

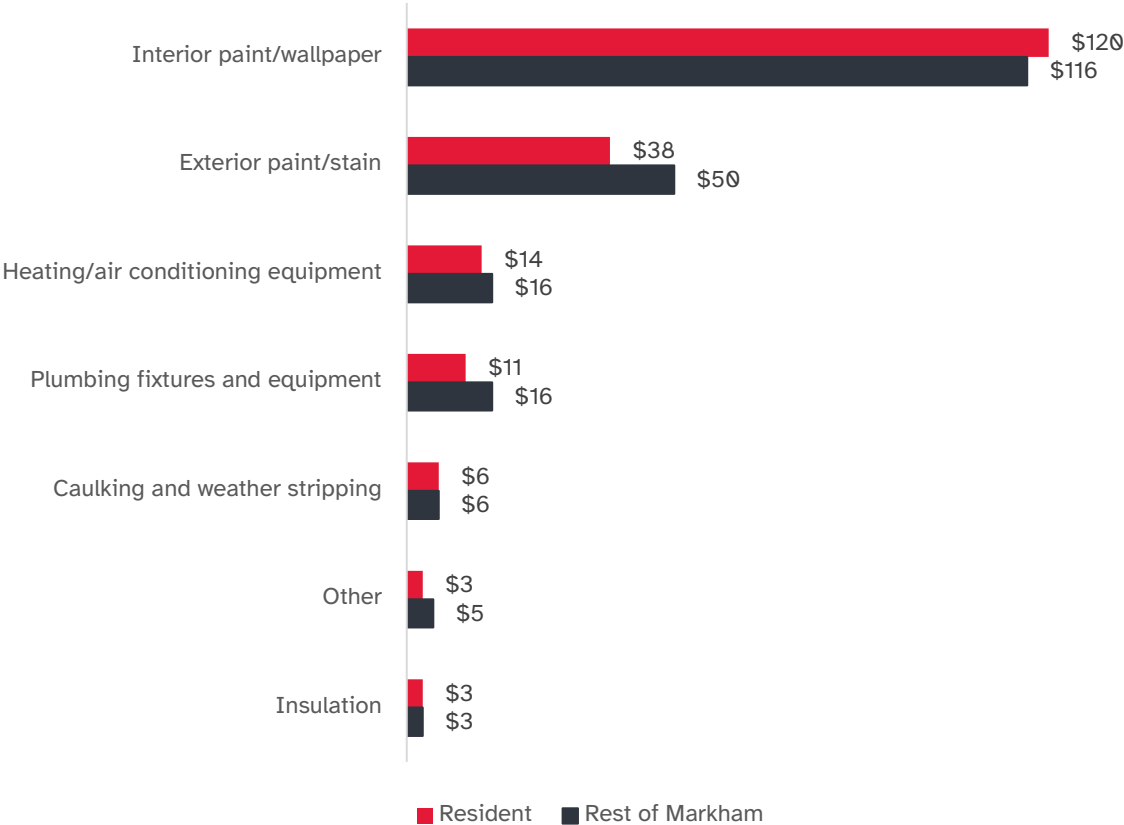
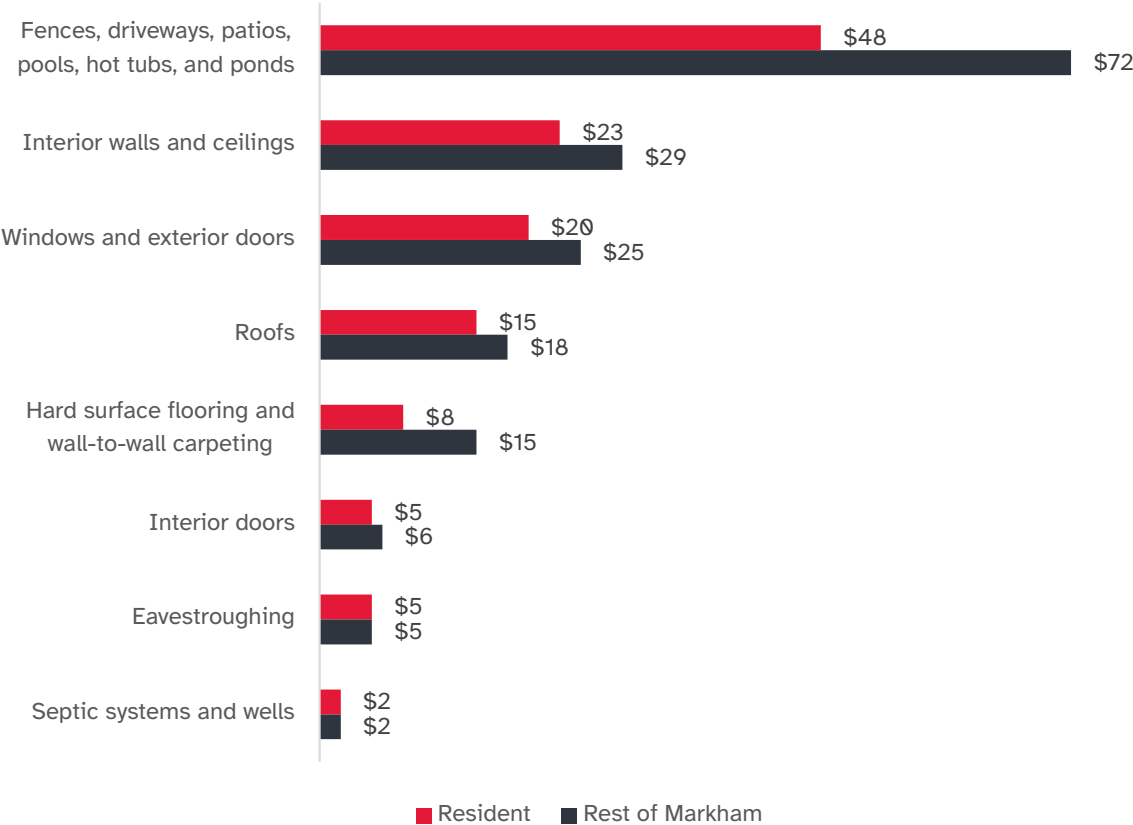


Expenditure	Avg. Dollar / Household
Private use automobiles, vans and trucks	\$7,539
Package trips	\$980
Gas and other fuels (all vehicles)	\$2,967
Transportation by airplane	\$777
Maintenance and repairs of vehicles	\$648
Hotels and Motels	\$1,015
Other vehicle parts and supplies	\$356
Other overnight accommodation	\$282
Total spent for rented vehicles	\$92
Transportation by train	\$10
Transportation by highway bus	\$4
Vehicle accessories	\$3

Expenditures: Home Improvement – Repairs and Maintenance

Total Aggregate Consumption (\$/household) – Shelter: \$24,554

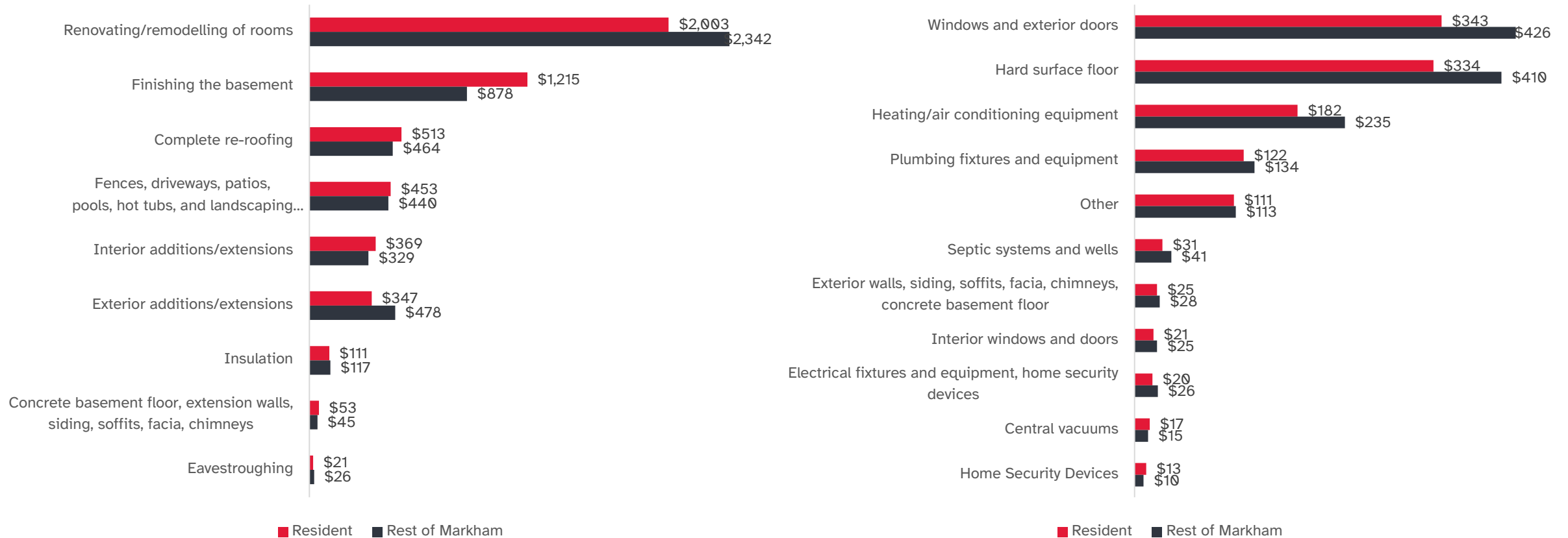
Repairs and Maintenance to Owned Principal Residence - Average \$ Spend per Household



Expenditures: Home Improvement – Improvements and Alterations

Total Aggregate Consumption (\$/household) - Improvements\Alterations to Owned Principal Residence: \$6,260

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



Expenditure: Household Furnishings and Personal Care

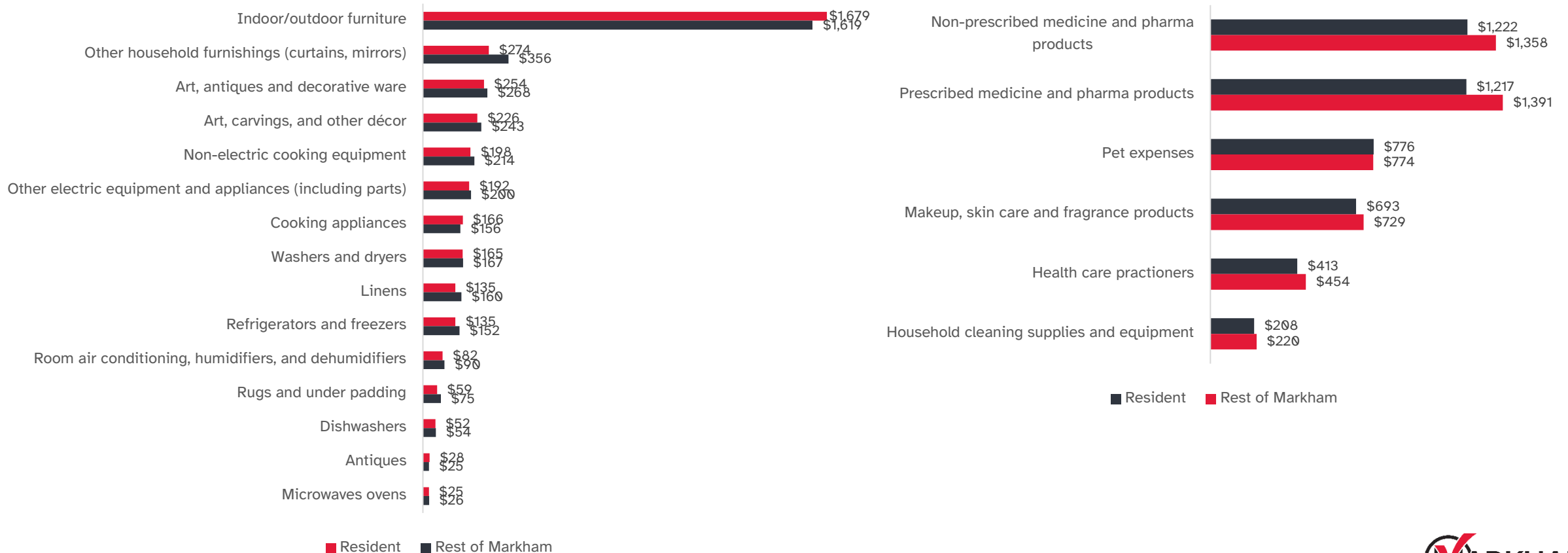
Total Aggregate Consumption (\$/household)

Household Furnishings and Equipment
\$4,823

Personal Care
\$2,332

Health Care
\$5,578

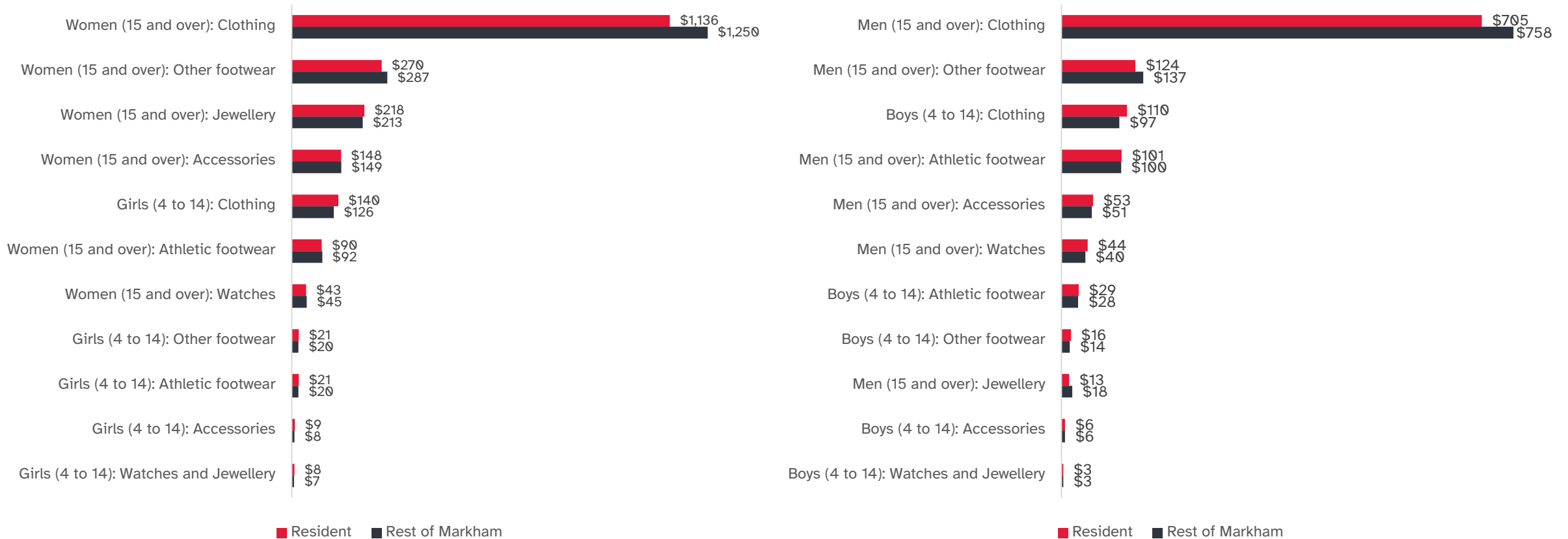
Household Furnishings, Items & Personal Care - Average \$ Spend per Household



Expenditures: Apparel

Total Aggregate Consumption (\$/household) - Clothing: \$3,835

Apparel - Average \$ Spend per Household





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