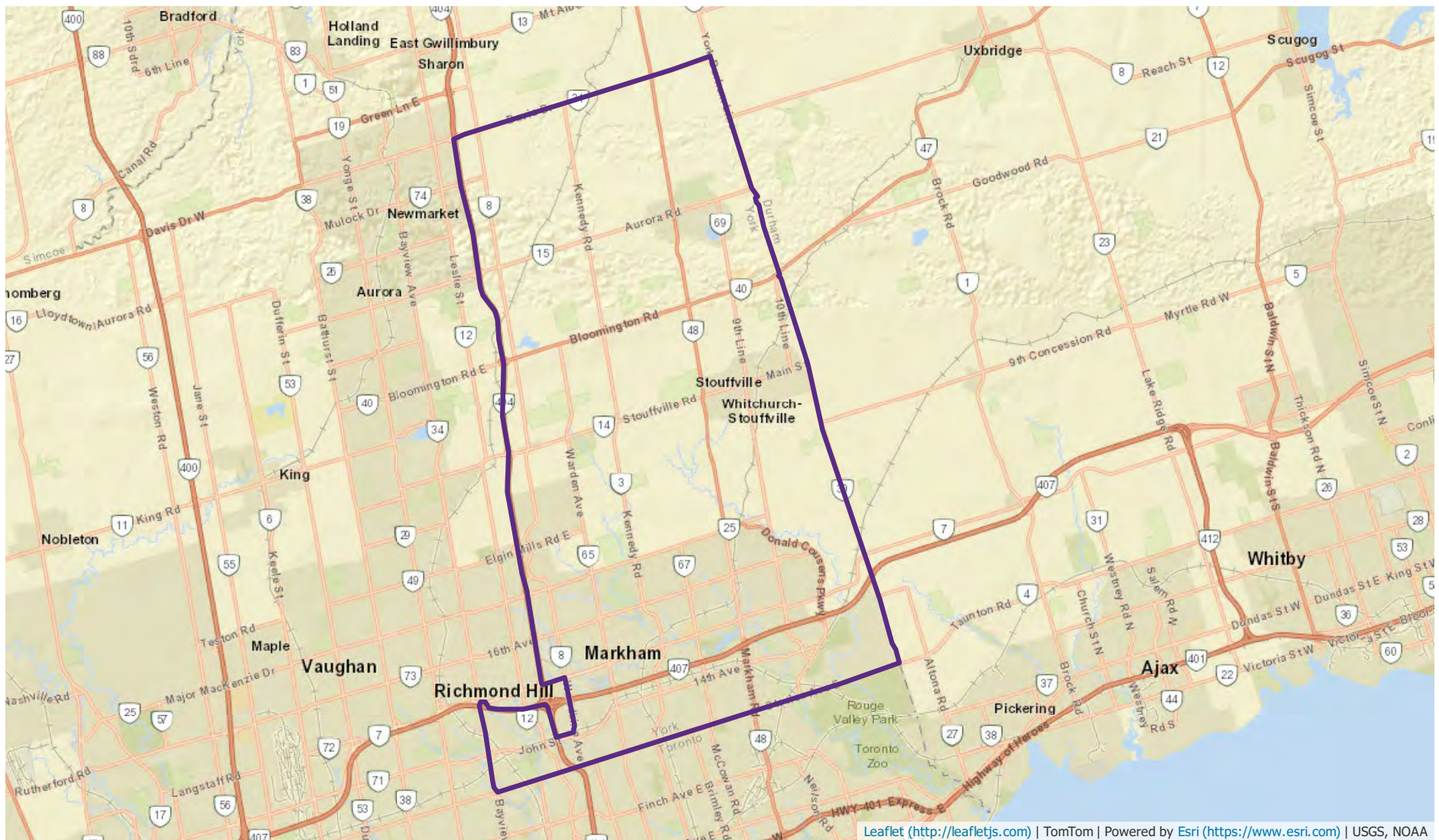


Demographics | Trade Area Map



Trade Area: Markham

Population: 378,463 | Households: 115,558



Demographics | Population & Households



Trade Area: Markham

POPULATION

378,463

HOUSEHOLDS

115,558

MEDIAN MAINTAINER AGE

54

Index: 101

MARITAL STATUS



63.4%

Index: 111

Married/Common-Law

FAMILY STATUS*

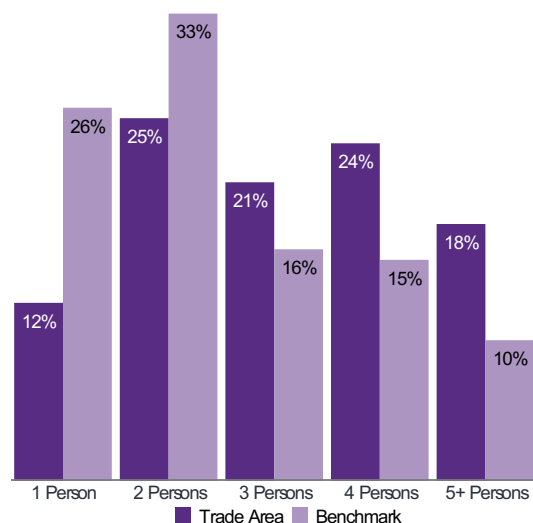


58.2%

Index: 128

Couples With Children At Home

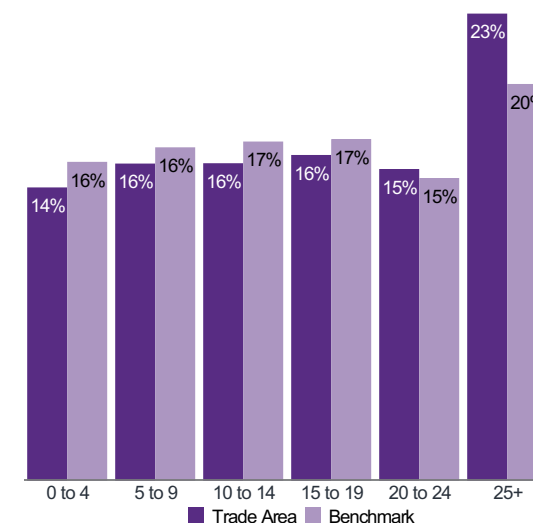
HOUSEHOLD SIZE



POPULATION BY AGE

	Count	%	Index
0 to 4	19,987	5.3	104
5 to 9	21,300	5.6	109
10 to 14	21,605	5.7	107
15 to 19	22,400	5.9	108
20 to 24	24,549	6.5	96
25 to 29	27,559	7.3	99
30 to 34	25,990	6.9	99
35 to 39	23,991	6.3	95
40 to 44	23,773	6.3	98
45 to 49	25,196	6.7	103
50 to 54	26,822	7.1	103
55 to 59	27,541	7.3	98
60 to 64	25,487	6.7	103
65 to 69	20,833	5.5	102
70 to 74	17,226	4.6	101
75 to 79	10,703	2.8	91
80 to 84	7,204	1.9	87
85+	6,297	1.7	72

AGE OF CHILDREN AT HOME



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours:	<80	80 - 110	110+
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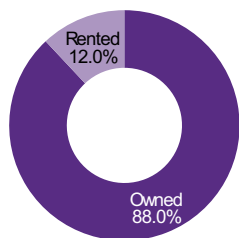
Demographics | Housing & Income



Trade Area: Markham

Population: 378,463 | Households: 115,558

TENURE



STRUCTURE TYPE



Houses

84.6%

Index: 124



Apartments

15.4%

Index: 49

AGE OF HOUSING*

9 - 13 Years Old

% Comp: 15.6 Index: 231

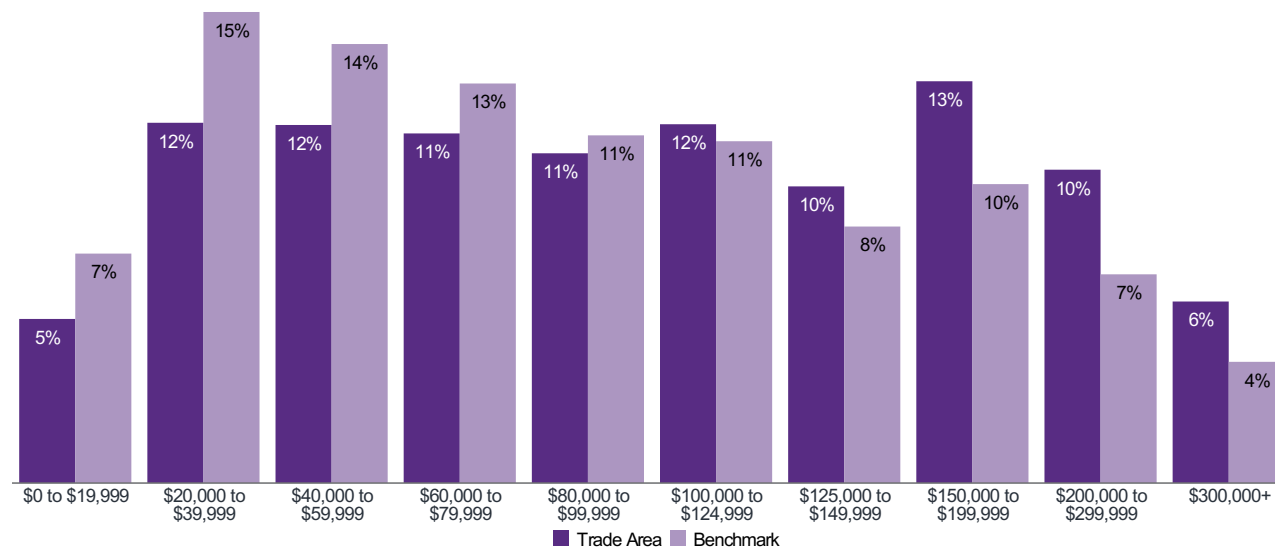
AVERAGE HOUSEHOLD INCOME



\$129,324

Index: 118

HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Demographics | Education & Employment



Trade Area: Markham

Population: 378,463 | Households: 115,558

EDUCATION



36.3%
Index: 130

University Degree

LABOUR FORCE PARTICIPATION



59.0%
Index: 96

Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2*



75.2%
Index: 107

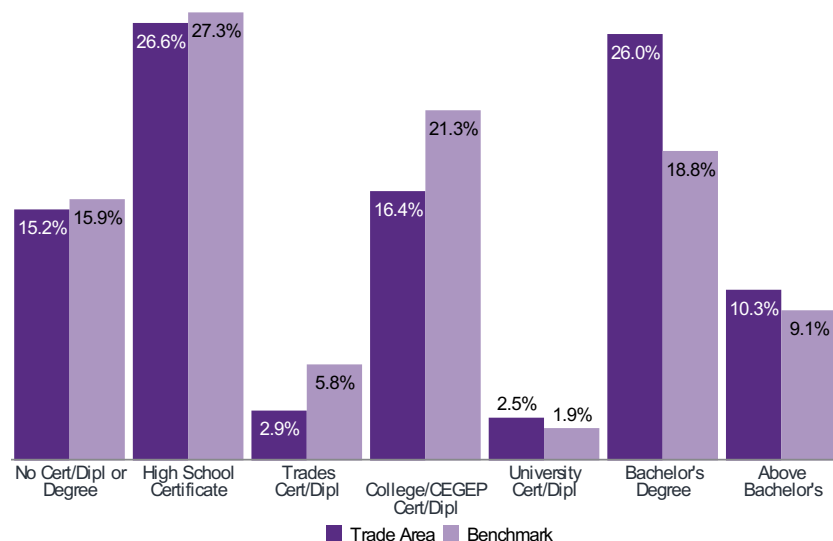
Travel to work by **Car (as Driver)**



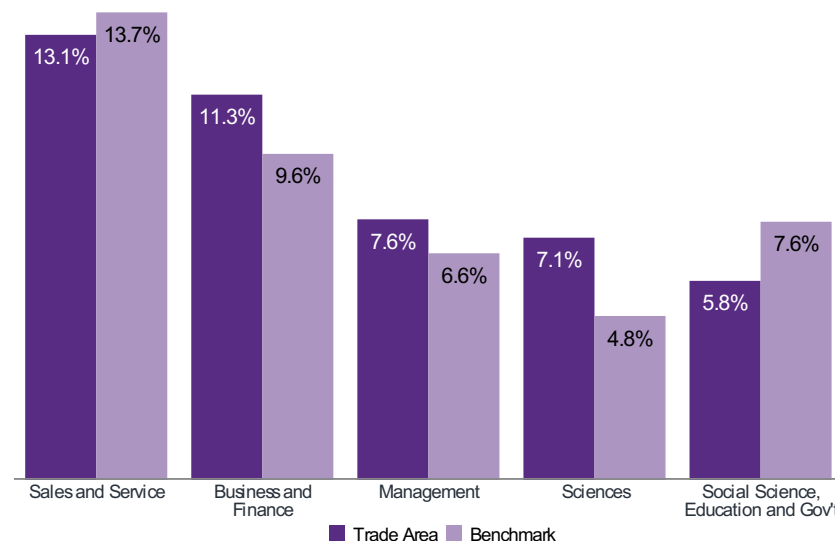
14.2%
Index: 92

Travel to work by **Public Transit**

EDUCATIONAL ATTAINMENT



OCCUPATIONS: TOP 5*



Benchmark: Ontario

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*Ranked by percent composition

Index Colours:	<80	80 - 110	110+
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Demographics | Diversity



Trade Area: Markham

Population: 378,463 | Households: 115,558

VISIBLE MINORITY PRESENCE



78.1%
Index: 238

Belong to a visible minority group

NON-OFFICIAL LANGUAGE



9.3%
Index: 375

No knowledge of English or French

IMMIGRATION



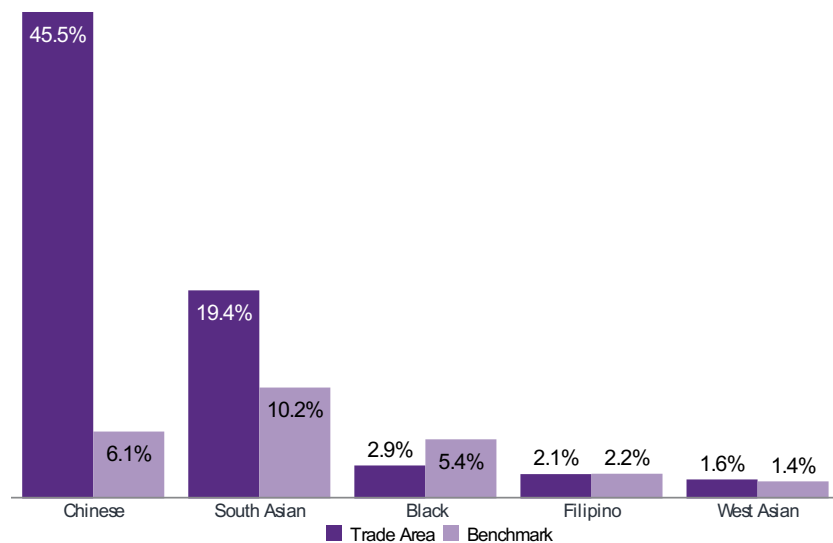
56.3%
Index: 187

Born outside Canada

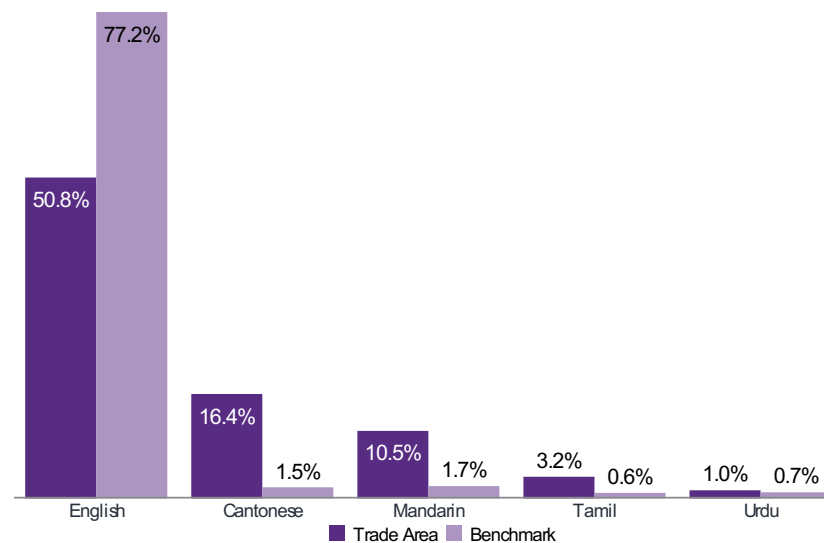
PERIOD OF IMMIGRATION*

2001 to 2005
% Comp: 6.8 Index: 208

VISIBLE MINORITY STATUS: TOP 5**



LANGUAGES SPOKEN AT HOME: TOP 5**



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

**Ranked by percent composition

Index Colours: <80 80 - 110 110+

Demographics | DemoStats Highlights



Trade Area: Markham

HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Basics						
Total Population	378,463	100.00	14,483,929	100.00	2.61	100
Total Households	115,558	100.00	5,536,784	100.00	2.09	100
Age of Household Maintainer						
15 to 24	1,055	0.91	138,834	2.51	0.76	36
25 to 34	13,148	11.38	795,062	14.36	1.65	79
35 to 44	20,926	18.11	956,777	17.28	2.19	105
45 to 54	26,132	22.61	1,064,623	19.23	2.45	118
55 to 64	26,500	22.93	1,138,016	20.55	2.33	112
65 to 74	17,918	15.51	822,195	14.85	2.18	104
75 or Older	9,879	8.55	621,277	11.22	1.59	76
Size of Household						
1 Person	14,299	12.37	1,442,973	26.06	0.99	47
2 Persons	29,269	25.33	1,808,714	32.67	1.62	78
3 Persons	24,073	20.83	893,076	16.13	2.70	129
4 Persons	27,234	23.57	852,128	15.39	3.20	153
5 or More Persons	20,683	17.90	539,893	9.75	3.83	184
Household Type						
Total Family Households	98,782	85.48	3,868,336	69.87	2.55	122
One-Family Households	89,925	77.82	3,720,258	67.19	2.42	116
Multiple-Family Households	8,857	7.67	148,078	2.67	5.98	287
Non-Family Households	16,776	14.52	1,668,448	30.13	1.01	48
One-Person Households	14,458	12.51	1,447,997	26.15	1.00	48
Two-Or-More-Person Households	2,318	2.01	220,451	3.98	1.05	50
Marital Status						
Married Or Living With A Common-Law Partner	198,748	63.38	6,872,442	57.19	2.89	111
Single (Never Legally Married)	79,776	25.44	3,320,833	27.63	2.40	92
Separated	6,172	1.97	401,986	3.35	1.54	59
Divorced	13,636	4.35	718,684	5.98	1.90	73
Widowed	15,226	4.86	703,590	5.86	2.16	83
Children at Home						
Percent: Households with Children at Home	--	60.78	--	43.89	--	138
Age of Children at Home						
Total Number Of Children At Home	134,735	100.00	4,484,508	100.00	3.00	100
0 to 4	19,429	14.42	703,366	15.68	2.76	92
5 to 9	21,017	15.60	735,546	16.40	2.86	95
10 to 14	21,040	15.62	748,377	16.69	2.81	94
15 to 19	21,590	16.02	753,717	16.81	2.86	95
20 to 24	20,655	15.33	667,541	14.88	3.09	103
25 and over	31,004	23.01	875,961	19.53	3.54	118

DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
Housing Tenure						
Owned	101,719	88.02	3,836,897	69.30	2.65	127
Rented	13,839	11.98	1,689,746	30.52	0.82	39
Band Housing	0	0.00	10,141	0.18	0.00	0
Housing Type						
Houses	97,723	84.57	3,783,163	68.33	2.58	124
Single-Detached House	73,659	63.74	2,967,120	53.59	2.48	119
Semi-Detached House	8,099	7.01	311,462	5.63	2.60	125
Row House	15,965	13.82	504,581	9.11	3.16	152
Apartments	17,804	15.41	1,726,459	31.18	1.03	49
High-rise (5+ Floors)	9,105	7.88	973,481	17.58	0.94	45
Low-rise (<5 Floors)	2,324	2.01	561,065	10.13	0.41	20
Detached Duplex	6,375	5.52	191,913	3.47	3.32	159
Other Dwelling Types	31	0.03	27,162	0.49	0.11	5
Housing Period of Construction						
Before 1961	3,645	3.15	1,323,353	23.90	0.28	13
1961 - 1980	16,276	14.09	1,522,055	27.49	1.07	51
1981 - 1990	22,126	19.15	708,801	12.80	3.12	150
1991 - 2000	17,850	15.45	653,889	11.81	2.73	131
2001 - 2005	16,971	14.69	402,410	7.27	4.22	202
2006 - 2010	17,998	15.57	374,073	6.76	4.81	231
2011 - 2016	15,566	13.47	344,077	6.21	4.52	217
After 2016	5,126	4.44	208,126	3.76	2.46	118

INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
Household Income						
Average Household Income	--	129,323.92	--	109,660.18	--	118
Education						
No Certificate, Diploma Or Degree	47,791	15.24	1,907,032	15.87	2.51	96
High School Certificate Or Equivalent	83,531	26.64	3,279,099	27.29	2.55	98
Apprenticeship Or Trades Cert/Dipl	9,241	2.95	693,412	5.77	1.33	51
College/CEGEP/Non-Uni Cert/Dipl	51,305	16.36	2,560,221	21.30	2.00	77
University Cert/Dipl Below Bachelor	7,880	2.51	225,596	1.88	3.49	134
University Degree	113,810	36.30	3,352,175	27.89	3.40	130
Labour Force						
In The Labour Force (15+)	184,857	58.95	7,411,246	61.67	2.49	96
Labour Force by Occupation						
Management	23,935	7.63	796,916	6.63	3.00	115
Business Finance Administration	35,471	11.31	1,149,419	9.56	3.09	118
Sciences	22,233	7.09	574,567	4.78	3.87	148
Health	10,144	3.23	484,297	4.03	2.09	80
Education, Gov't, Religion, Social	18,238	5.82	908,797	7.56	2.01	77
Art, Culture, Recreation, Sport	5,654	1.80	239,453	1.99	2.36	90
Sales and Service	41,003	13.08	1,651,049	13.74	2.48	95
Trades and Transport	14,439	4.61	953,973	7.94	1.51	58
Natural Resources and Agriculture	1,517	0.48	123,243	1.03	1.23	47
Manufacturing and Utilities	7,834	2.50	371,972	3.10	2.11	81
Commuting						
Car (As Driver)	117,219	75.17	4,481,353	70.42	2.62	107
Car (As Passenger)	11,538	7.40	384,066	6.04	3.00	123
Public Transit	22,193	14.23	986,279	15.50	2.25	92
Walk	3,052	1.96	350,278	5.50	0.87	36
Bicycle	639	0.41	88,422	1.39	0.72	29

LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS

	Count	%	Base Count	Base %	% Pen	Index
Knowledge of Official Language						
English Only	319,056	84.76	12,283,143	86.06	2.60	98
French Only	157	0.04	42,199	0.30	0.37	14
English And French	22,107	5.87	1,592,757	11.16	1.39	53
Neither English Nor French	35,118	9.33	355,123	2.49	9.89	375
Immigration Status						
Non-Immigrant Population	157,248	41.77	9,719,863	68.10	1.62	61
Born In Province of Residence	145,228	38.58	8,646,491	60.58	1.68	64
Born Outside Province of Residence	12,020	3.19	1,073,372	7.52	1.12	42
Immigrant Population	211,868	56.28	4,304,631	30.16	4.92	187
Visible Minority Status						
Total Visible Minorities	294,138	78.14	4,691,801	32.87	6.27	238
Chinese	171,202	45.48	873,659	6.12	19.60	743
South Asian	72,900	19.37	1,462,854	10.25	4.98	189
Black	11,060	2.94	769,583	5.39	1.44	54
Filipino	8,011	2.13	308,927	2.16	2.59	98
Latin American	1,907	0.51	231,833	1.62	0.82	31
Southeast Asian	2,692	0.71	149,219	1.04	1.80	68
Arab	3,947	1.05	266,504	1.87	1.48	56
West Asian	6,124	1.63	206,441	1.45	2.97	112
Korean	2,980	0.79	98,969	0.69	3.01	114
Japanese	867	0.23	29,754	0.21	2.91	110
Mother Tongue*						
English	140,416	37.30	9,421,389	66.01	1.49	57
French	2,387	0.63	546,960	3.83	0.44	17
Total Non-Official	217,897	57.88	3,903,251	27.35	5.58	212
Cantonese	78,655	20.89	291,735	2.04	26.96	1,022
Mandarin	51,545	13.69	318,224	2.23	16.20	614
Tamil	17,578	4.67	128,786	0.90	13.65	518
Chinese N.O.S	7,469	1.98	46,620	0.33	16.02	608
Urdu	7,029	1.87	171,764	1.20	4.09	155
Gujarati	4,993	1.33	85,564	0.60	5.84	221
Persian	4,912	1.30	141,456	0.99	3.47	132
Tagalog	4,840	1.29	187,038	1.31	2.59	98
Italian	4,484	1.19	235,172	1.65	1.91	72
Punjabi	3,942	1.05	224,978	1.58	1.75	66

Benchmark: Ontario

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*Displaying top 10 non-official Mother Tongue language variables by percent composition

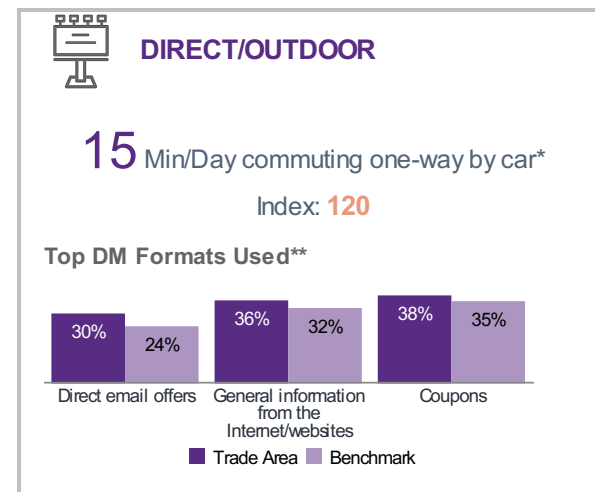
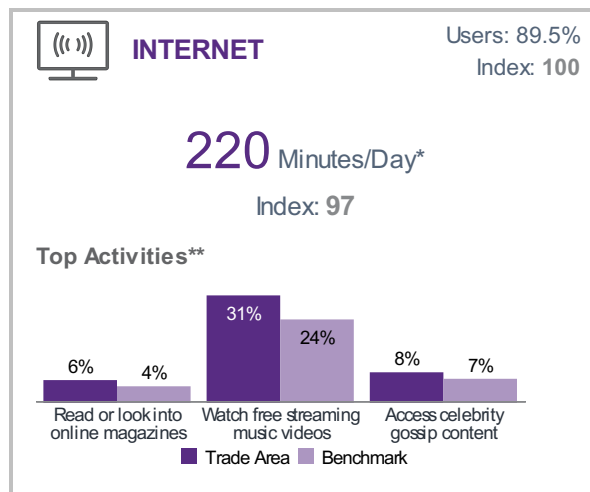
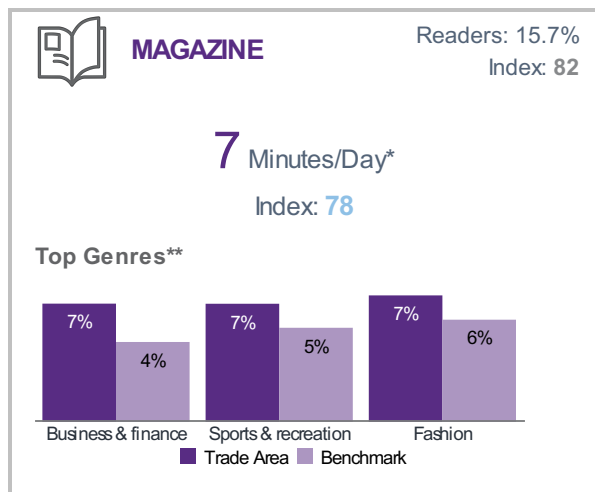
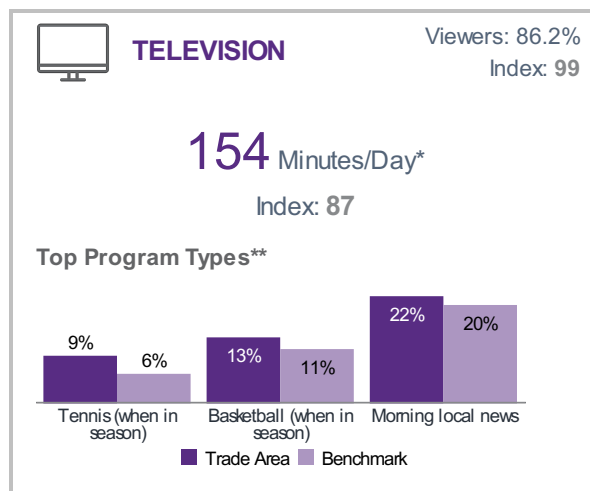
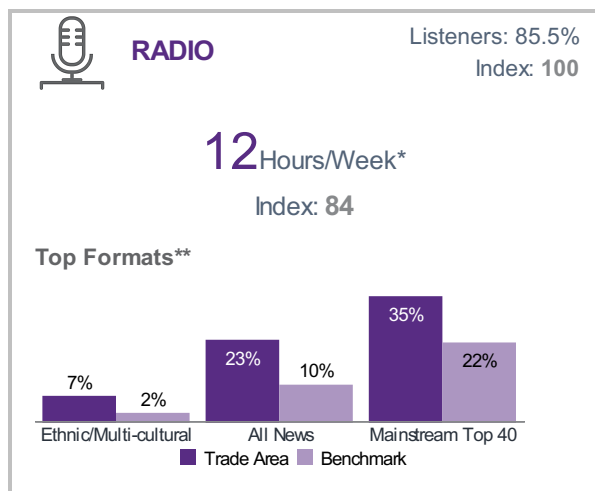
Index Colours:	<80	80 - 110	110+
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Behavioural | Media Overview



Trade Area: Markham

Household Population 12+: 326,768



Benchmark: Ontario

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*Consumption values based to Household Population 12+

**Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Behavioural | Sports & Leisure Overview - Attend



Trade Area: Markham

Household Population 12+: 326,768

Top Shows & Exhibitions

Auto shows



6.8%

Index: 116

Home shows



6.1%

Index: 100

Craft shows



5.4%

Index: 62

Top Local Attractions & Destinations

Other leisure activities



42.7%

Index: 121

Film festivals



5.4%

Index: 119

Zoos/aquariums



25.1%

Index: 108

Theme parks



20.4%

Index: 106

Top Professional Sports

Basketball



15.1%

Index: 158

Soccer



10.9%

Index: 138

Horse racing



5.2%

Index: 117

Baseball



27.6%

Index: 112

Top Concert & Theatre Venues

Concerts - Theatres/halls



24.2%

Index: 105

Theatre - Other venues



6.9%

Index: 103

Concerts - Arenas



32.0%

Index: 97

Concerts - Other concert venues



8.5%

Index: 94

Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

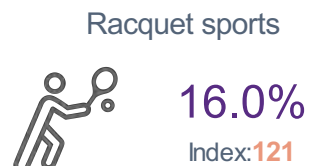
Behavioural | Sports & Leisure Overview - Participate



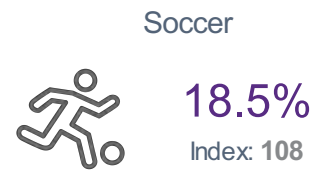
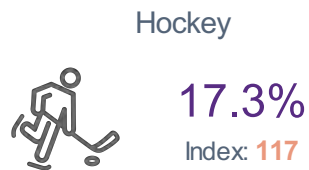
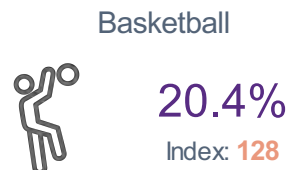
Trade Area: Markham

Household Population 12+: 326,768

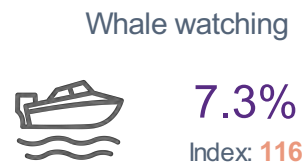
Top Individual Sports



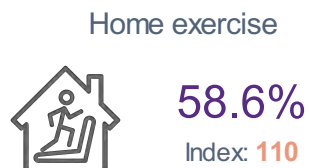
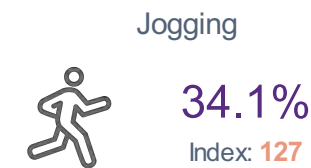
Top Team Sports



Top Activities



Top Fitness



Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

Index Colours: <80 80 - 110 110+

Trade Area: Markham

Household Population 12+: 326,768

TELEVISION

	Count	%	% Pen	Index
Viewership				
Heavy	30,974	9.48	1.56	60
Medium/Heavy	57,270	17.53	2.83	108
Medium	60,394	18.48	2.77	106
Medium/Light	58,618	17.94	2.57	98
Light	74,257	22.73	3.07	117
Top Program Types (Watch in Typical Week)*				
Tennis (when in season)	30,838	9.44	4.31	165
Basketball (when in season)	43,135	13.20	3.20	122
Morning local news	70,704	21.64	2.86	109
Baseball (when in season)	70,641	21.62	2.80	107
Sci-Fi/fantasy/comic book shows	43,511	13.32	2.82	107
Cartoons	33,781	10.34	2.78	106
Children's programs	24,765	7.58	2.79	106
Entertainment news programs	32,241	9.87	2.78	106
Late night talk shows	32,043	9.81	2.77	106
Cooking programs	78,573	24.05	2.73	104
Variety/award specials	33,114	10.13	2.73	104
Soccer	27,888	8.54	2.63	100
News/current affairs	88,665	27.13	2.57	98
Other programs	47,589	14.56	2.55	97
Situation comedies	84,701	25.92	2.53	96

RADIO

	Count	%	% Pen	Index
Listenership				
Heavy	51,513	15.77	1.99	76
Medium/Heavy	61,243	18.74	2.37	90
Medium	77,097	23.59	3.19	122
Medium/Light	66,679	20.41	2.62	100
Light	70,236	21.49	3.01	115
Top Formats (Weekly Reach)*				
Ethnic/Multi-cultural	22,830	6.99	8.09	309
All News	73,714	22.56	5.86	224
Mainstream Top 40/CHR	113,238	34.65	4.16	159
Classical/Fine Arts	19,749	6.04	4.00	153
Sports	23,382	7.16	3.69	141
Modern/Alternative Rock	33,466	10.24	2.92	111
Hot Adult Contemporary	53,397	16.34	2.66	101
Classic Hits	55,236	16.90	2.55	97
Adult Contemporary	46,764	14.31	2.30	88
Multi/Variety/Specialty	24,193	7.40	2.24	85
News/Talk	53,168	16.27	1.96	75

NEWSPAPERS

	Count	%	% Pen	Index
Readership - Dailies				
Heavy	14,672	4.49	1.95	74
Medium/Heavy	18,783	5.75	2.57	98
Medium	21,903	6.70	3.12	119
Medium/Light	13,849	4.24	1.89	72
Light	14,321	4.38	2.02	77
Section Read - Dailies*				
Computer/high tech	60,058	18.38	3.14	120
Business & financial	121,028	37.04	3.00	114
Fashion/lifestyle	83,012	25.40	2.89	110
Movie & entertainment	132,535	40.56	2.83	108
Travel	109,707	33.57	2.80	107
Health	124,450	38.09	2.77	106
New homes section	59,189	18.11	2.77	106
Food	112,215	34.34	2.73	104
Automotive	48,948	14.98	2.64	101
National news	180,148	55.13	2.64	101
Readership - Community Papers				
Heavy	16,132	4.94	1.48	56
Medium/Heavy	20,700	6.33	2.41	92
Medium	17,598	5.39	1.84	70
Medium/Light	30,123	9.22	3.16	121
Light	25,602	7.83	2.65	101

INTERNET

	Count	%	% Pen	Index
Usage				
Heavy	59,388	18.17	2.40	92
Medium/Heavy	67,505	20.66	2.81	107
Medium	57,118	17.48	2.52	96
Medium/Light	56,483	17.29	2.69	103
Light	52,085	15.94	2.72	104
Online Social Networks (Used in Past Month)				
Tumblr	12,077	3.70	3.42	131
LinkedIn	61,296	18.76	3.22	123
Online/Internet dating sites	10,102	3.09	3.15	120
Instagram	95,108	29.11	2.83	108
Twitter	56,286	17.23	2.83	108
Video/photo sharing	5,220	1.60	2.80	107
YouTube	143,909	44.04	2.74	105
Google+	73,129	22.38	2.61	100
Snapchat	49,457	15.13	2.63	100
Facebook	160,555	49.13	2.40	92
Pinterest	45,556	13.94	2.32	89
Top Activities (Past Week)				
Read or look into online magazines	20,189	6.18	3.72	142
Watch free streaming music videos	101,995	31.21	3.39	129
Access celebrity gossip content	27,727	8.48	3.39	129
Use ad blocking software	51,381	15.72	3.37	128
Download any video content (free or paid)	45,381	13.89	3.34	127
Listen to music via streaming video service (e.g. YouTube)	107,494	32.90	3.27	125
Access travel content	36,783	11.26	3.28	125
Download music/MP3 files (free or paid)	49,571	15.17	3.23	123
Receive store offers by SMS	20,305	6.21	3.22	123
Compare products/prices while shopping	101,784	31.15	3.21	122
Access professional sports content	49,447	15.13	3.18	121
Access fashion or beauty-related content	26,198	8.02	3.13	120
Listen to Internet-only music service (e.g. Spotify)	51,315	15.70	3.12	119
Consult consumer reviews	70,743	21.65	3.10	119
Read or look into online newspapers	42,701	13.07	3.11	119

DIRECT

	Count	%	% Pen	Index
Used in Shopping				
Direct email offers	97,684	29.89	3.22	123
General information from the Internet/websites	116,448	35.64	2.89	110
Coupons	123,559	37.81	2.81	107
Online flyers	122,809	37.58	2.74	105
Flyers inserted into a community newspaper	124,149	37.99	2.49	95
Local store catalogues	72,280	22.12	2.49	95
Flyers delivered to the door or in the mail	129,994	39.78	2.32	89
Flyers inserted into a daily newspaper	63,477	19.43	2.33	89
Mail order	21,639	6.62	2.30	88
Yellow Pages (print or online)	9,520	2.91	1.63	62
Opinion of Flyers to Door/By Mail				
Somewhat unfavourable	68,229	20.88	2.74	105
Very unfavourable	76,827	23.51	2.71	103
Somewhat favourable	116,317	35.60	2.66	101
Very favourable	65,395	20.01	2.36	90

MAGAZINES

	Count	%	% Pen	Index
Readership				
Heavy	10,071	3.08	2.15	82
Medium/Heavy	9,628	2.95	2.08	79
Medium	7,008	2.15	1.52	58
Medium/Light	12,201	3.73	2.49	95
Light	12,306	3.77	2.45	93
Top Magazine Types*				
Business & finance	21,789	6.67	3.90	149
Sports & recreation	21,764	6.66	3.30	126
Fashion	23,327	7.14	3.25	124
Travel & tourism	23,489	7.19	2.75	105
News & current affairs	26,551	8.13	2.61	100
Health/fitness	22,508	6.89	2.59	99
Home décor	19,055	5.83	2.59	99
Entertainment/celebrity	26,017	7.96	2.45	93
Gardening & homes	21,921	6.71	2.24	85
Food & beverage	32,011	9.80	2.18	83

Benchmark: Ontario

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*Chosen from index ranking with minimum 5% composition

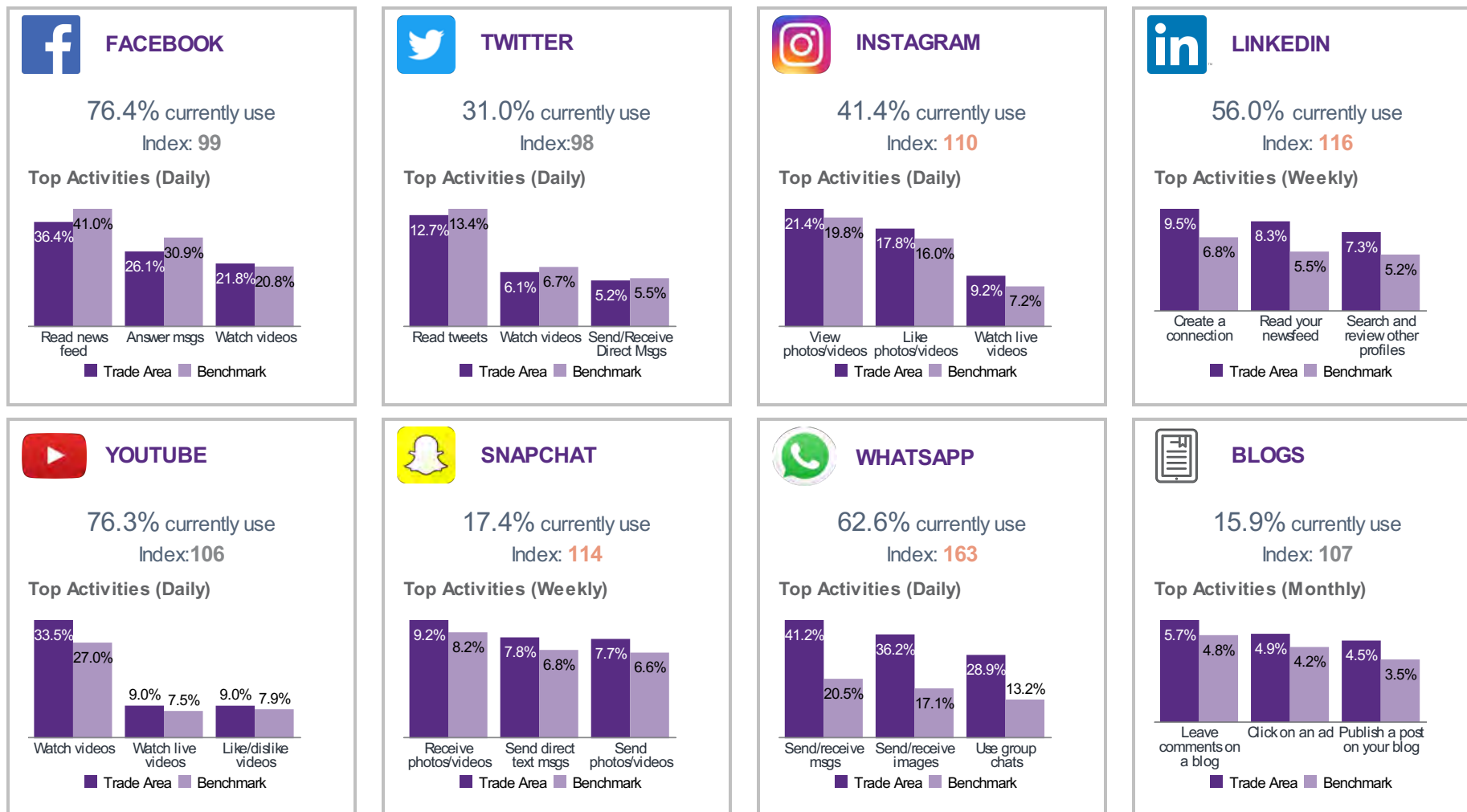
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Opticks Social | Social Media Activities



Trade Area: Markham

Household Population 18+: 300,439



Benchmark: Ontario

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Chosen and ranked by percent composition

(!) Indicates variables with low sample size. Please analyze with discretion

Index Colours: <80 80 - 110 110+

Opticks Social | Social Media Usage



Trade Area: Markham

Household Population 18+: 300,439

FRIENDS IN ALL SM NETWORKS



32.9%

Index: 94

0-49 friends

FREQUENCY OF USE (DAILY)



52.1%

Index: 90

Facebook

BRAND INTERACTION



35.6%

Index: 91

Like brand on Facebook

NO. OF BRANDS INTERACTED

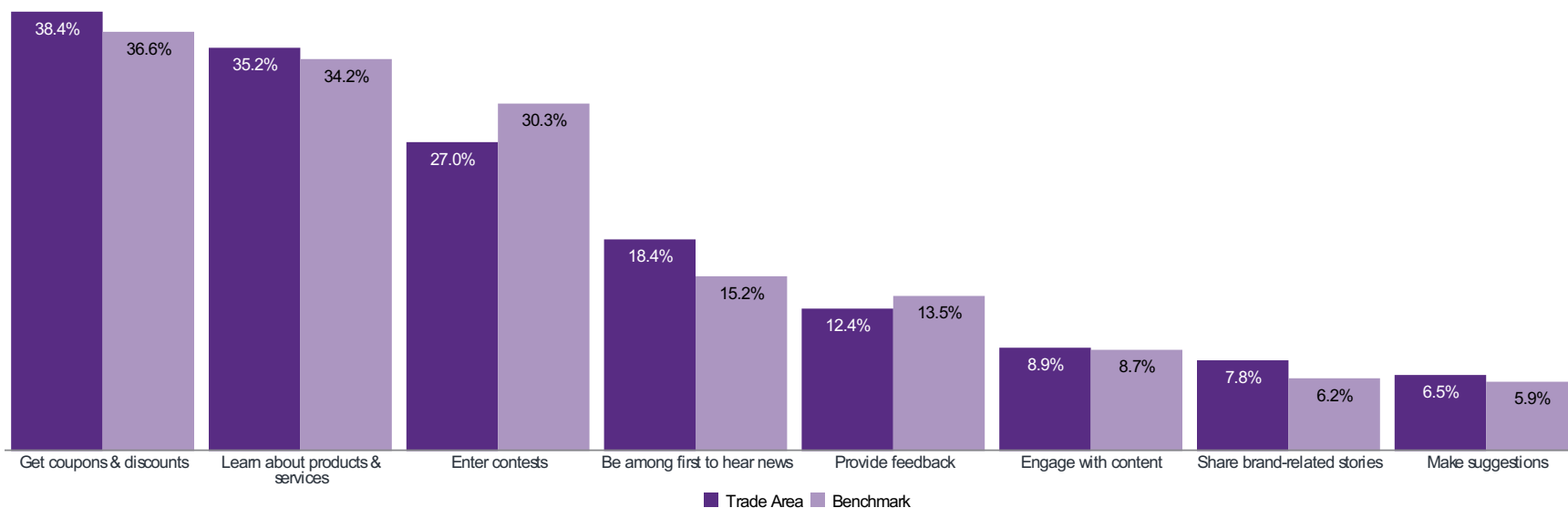


36.4%

Index: 109

2-5 brands

REASONS TO FOLLOW BRANDS USING SOCIAL MEDIA



Benchmark: Ontario

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Chosen and ranked by percent composition

Index Colours: <80 80 - 110 110+

Opticks Social | Purchases and Future Usage



Trade Area: Markham

Household Population 18+: 300,439

SOCIAL MEDIA PURCHASES - SEEK SUGGESTIONS/RECOMMENDATIONS WHEN CONSIDERING: (Top 4)



16.6%

Index: 141

Vacation, travel-related



11.2%

Index: 128

Big-ticket (i.e. appliances)



11.0%

Index: 141

Car, auto-related

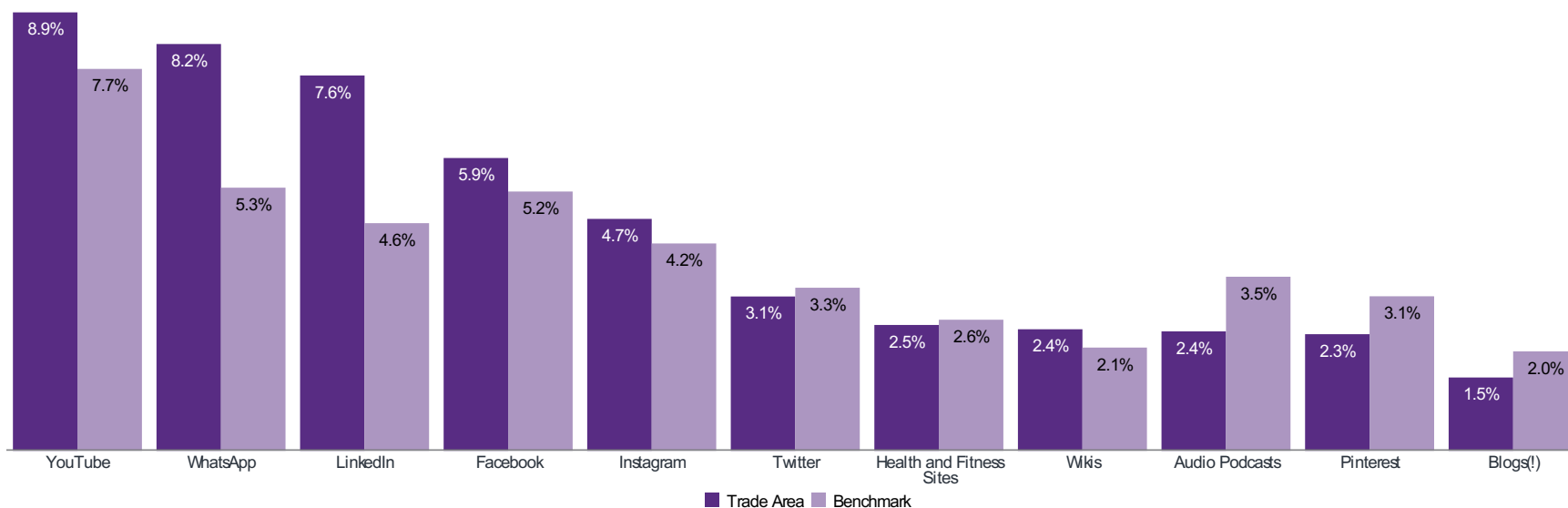


10.6%

Index: 119

Entertainment-related (i.e. movies)

USAGE EXPECTATIONS (Increase in the next yr)



Benchmark: Ontario

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Chosen and ranked by percent composition

Note: N/A values are displayed if variables do not meet criteria

(!) Indicates variables with low sample size. Please analyze with discretion

Index Colours:	<80	80 - 110	110+
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Opticks Social | Social Media Attitudes



Trade Area: Markham



DESCRIBES ME*...

Use SM to stay connected with personal contacts

% Comp **45.7** Index **99**



I AM OPEN TO RECEIVING RELEVANT MARKETING MESSAGES THROUGH SOCIAL MEDIA CHANNELS

% Comp **26.1** Index **99**



I WOULD BE MORE INCLINED TO PARTICIPATE IN SM IF I KNEW MY PERSONAL INFORMATION WOULD NOT BE OWNED/SHARED BY COMPANY

% Comp **69.2** Index **94**



I AM VERY COMFORTABLE SHARING MY PERSONAL INFORMATION WITH SOCIAL MEDIA SITES

% Comp **10.2** Index **98**



SOCIAL MEDIA COMPANIES SHOULD NOT BE ALLOWED TO OWN OR SHARE MY PERSONAL INFORMATION

% Comp **80.1** Index **95**



SHARING MY PERSONAL INFORMATION WITH FRIENDS/ACQUAINTANCES IN SM ENVIRONMENTS DOES NOT CONCERN ME

% Comp **21.8** Index **94**

Benchmark: Ontario

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*Chosen and ranked by percent composition with a minimum of 5%

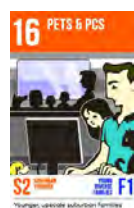
Index Colours:	<80	80 - 110	110+
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Top 5 segments represent **72.0%** of households in Markham



Rank: 1
Hhlds: 39,804
Hhld %: 34.45
% in Benchmark: 1.97
Index: 1,750

The most affluent of the Asian-dominated lifestyles, Asian Sophisticates is home to educated, middle-aged and older families, about half of whom are Asian. More than a third of the residents came to Canada in the 1980s and 1990s, and many now live in comfortable suburban communities like Toronto's Bayview Village, Mississauga and Richmond Hill, as well as Vancouver's Arbutus Ridge. With four times the average number of multi-generational families, Asian Sophisticates is filled with teenage and twentysomething children. And with their upscale incomes averaging more than \$135,000, Asian Sophisticates households enjoy active lifestyles. They travel abroad, frequent popular music concerts and film festivals, and like to play soccer and racquet sports. In addition, these mostly university-educated consumers are determined to see their children succeed academically: they score high for signing their kids up for private schools, activity camps and Kumon Math and Reading Centres.



Rank: 2
Hhlds: 16,031
Hhld %: 13.87
% in Benchmark: 3.19
Index: 435

One of the largest lifestyles in Canada, Pets & PCs is a haven for younger families with pre-school children in the new suburbs surrounding larger cities. Half of the children in this segment are under the age of 10, and most of the maintainers are under 45. Pets & PCs has a strong presence of immigrants from South Asia, China and the Caribbean. Few segments have more new housing, and most residents have settled into a mix of single-detached, semi-detached and row house developments. With upscale incomes, segment members have crafted an active, child-centred lifestyle. These families participate in many team sports, including baseball, basketball, hockey and soccer, and they shuttle kids and gear to games in minivans and SUVs. On weekends, they head to kid-friendly destinations such as zoos, aquariums and amusement parks. They fill their homes with an array of computers and electronic gear, including video game systems and tablets, to occupy their children while the moms and dads grab the occasional date night to go out to a movie or enjoy dinner at a fine restaurant.



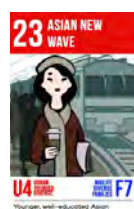
Rank: 3
Hhlds: 12,856
Hhld %: 11.13
% in Benchmark: 1.04
Index: 1,064

With nearly two-thirds of residents foreign-born, Asian Avenues is an urban lifestyle of middle-aged immigrants from China and, to a lesser degree, the Philippines and South Asia. Divided between Vancouver and Toronto, it's the most Chinese of all the segments, with a quarter of all households consisting of first- and second-generation Chinese. Now middle-aged and older, nearly half are married with children, most have moderate educations and members earn middle incomes. With nearly half speaking a non-official language at home, they inhabit a bi-cultural world, travelling often to their native country in addition to destinations throughout Asia, Europe and the western U.S. They enjoy going to exhibitions and have high rates for attending electronics and pet shows. And these family households enjoy the full range of sports: fitness classes, tennis, baseball and basketball. On weekends, they can often be seen taking their children to zoos, aquariums and indoor amusement centres.



Rank: 4
Hhlds: 8,874
Hhld %: 7.68
% in Benchmark: 3.42
Index: 225

One of the wealthiest suburban lifestyles, Kids & Careers is known for its sprawling families—more than 40 percent include four or more people—living in the nation's second-tier cities. Parents are middle-aged, children are between 10 and 25 years old, and 85 percent live in single-family homes—typically spacious affairs built after 1980. And more than a quarter of households contain immigrants who have achieved success and moved to the suburbs. With average incomes around \$170,000, residents lead flourishing lifestyles, belonging to golf and fitness clubs, shopping at upscale malls and big-box stores and attending pro sporting events. Few segments score higher for team sports as both participants and spectators, with Kids & Careers households exhibiting high rates for playing ice hockey, soccer, football and basketball. When they want to catch a game on TV, they relax in family rooms outfitted with HDTVs, personal video recorders, tablet computers and gaming devices. Still in the asset accumulation phase of their financial lives, these families score high for investing in stocks and mutual funds, and many do their investing with discount brokers.



Rank: 5
Hhlds: 5,650
Hhld %: 4.89
% in Benchmark: 0.97
Index: 502

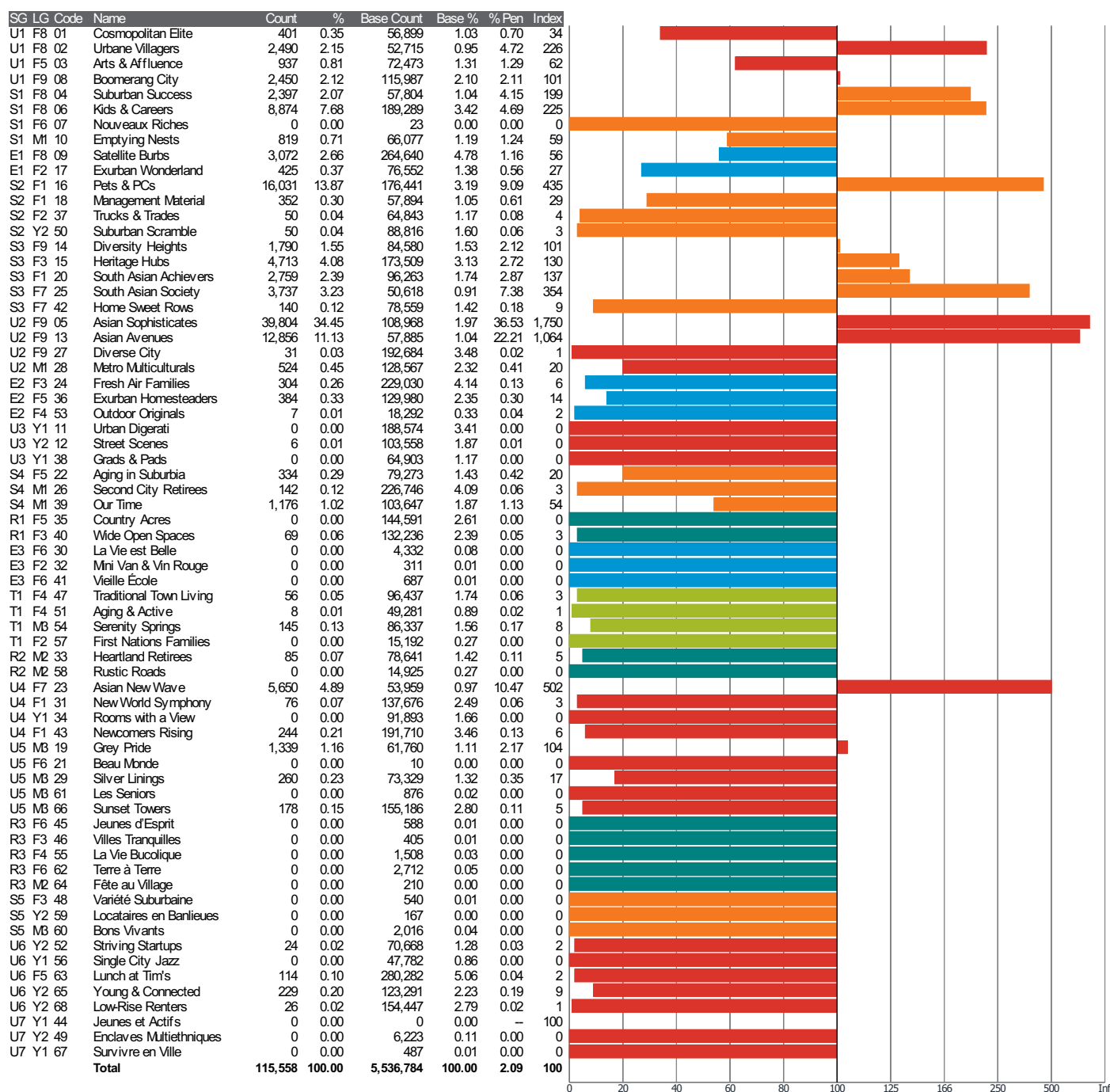
As immigration continues to play an important role in Canada's population growth, Asian New Wave has emerged as a new Asian Canadian-dominated lifestyle. The least affluent of the three Asian segments, it's home to younger, lower-middle-income singles and families living in urban areas in Vancouver and Toronto. Nearly two-thirds are foreign born, and most have come to Canada during the 1990s or more recently. In fact, over half speak a non-official language at home, typically one of the Chinese languages. Despite their modest incomes, Asian New Wave members are well educated—nearly half have gone to a university—and they hold jobs in the sciences, business administration, art, culture, recreation and sport. While still establishing their careers, they make time to enjoy their urban lifestyles, stopping for a latte at their local Starbucks where they may also pick up an alternative weekly. But they're not averse to leaving the city, and they have high rates for going snow boarding, visiting zoos and aquariums, attending health and living shows, and shopping for clothing at Banana Republic and H&M. In their high-rise apartments they watch soccer and W Network, flip through a news magazine and listen to podcasts.

PRIZM Profile | Trade Area



Trade Area: Markham

Base Variable: Total Households



Benchmark: Ontario

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Psychographics | SocialValues Overview



Trade Area: Markham



Strong Values

Values	Index
Status via Home	133
Ostentatious Consumption	128
Advertising as Stimulus	123
Equal Relationship with Youth	123
Skepticism Toward Small Business	123
Acceptance of Violence	120
Consumption Evangelism	120
Traditional Family	120
Attraction For Crowds	119
Confidence in Advertising	119



Descriptions | Top 3 Strong Values

Status via Home

Feeling a strong sense that one's home represents an extension of one's image. People strongest on this construct make great efforts to decorate and equip their homes in a manner that will impress others, and pay particular attention to the way they entertain in the home.

Ostentatious Consumption

Desire to impress others and express one's social standing through the display of objects that symbolize affluence.

Advertising as Stimulus

Tendency to enjoy viewing advertising for its aesthetic properties; to enjoy advertising in a wide range of venues, from magazines to television to outdoor signs and billboards.



Weak Values

Values	Index
Attraction to Nature	65
Cultural Assimilation	77
Flexible Families	77
Utilitarian Consumerism	77
Confidence in Small Business	79
Brand Apathy	81
Fulfilment Through Work	82
Primacy of Environmental Protection	83
Need for Escape	84
Skepticism Towards Advertising	84



Descriptions | Top 3 Weak Values

Attraction to Nature

How close people want to be to nature, whether to recharge their spiritual batteries or to enjoy a simpler, healthier or more authentic way of life.

Cultural Assimilation

Lack of openness toward the diverse cultures, ethnic communities and immigrants that make up Canada. A belief that ethnic groups should be encouraged to give up their cultural identities and blend in to the dominant culture.

Flexible Families

Willingness to accept non-traditional definitions of "family", such as common law and same-sex marriages. The belief that "family" should be defined by emotional links rather than by legal formalities or institutions. The belief that society should be open to new definitions of what constitutes a "family".

Benchmark: Ontario

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Index Colours:	<80	80 - 110	110+
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