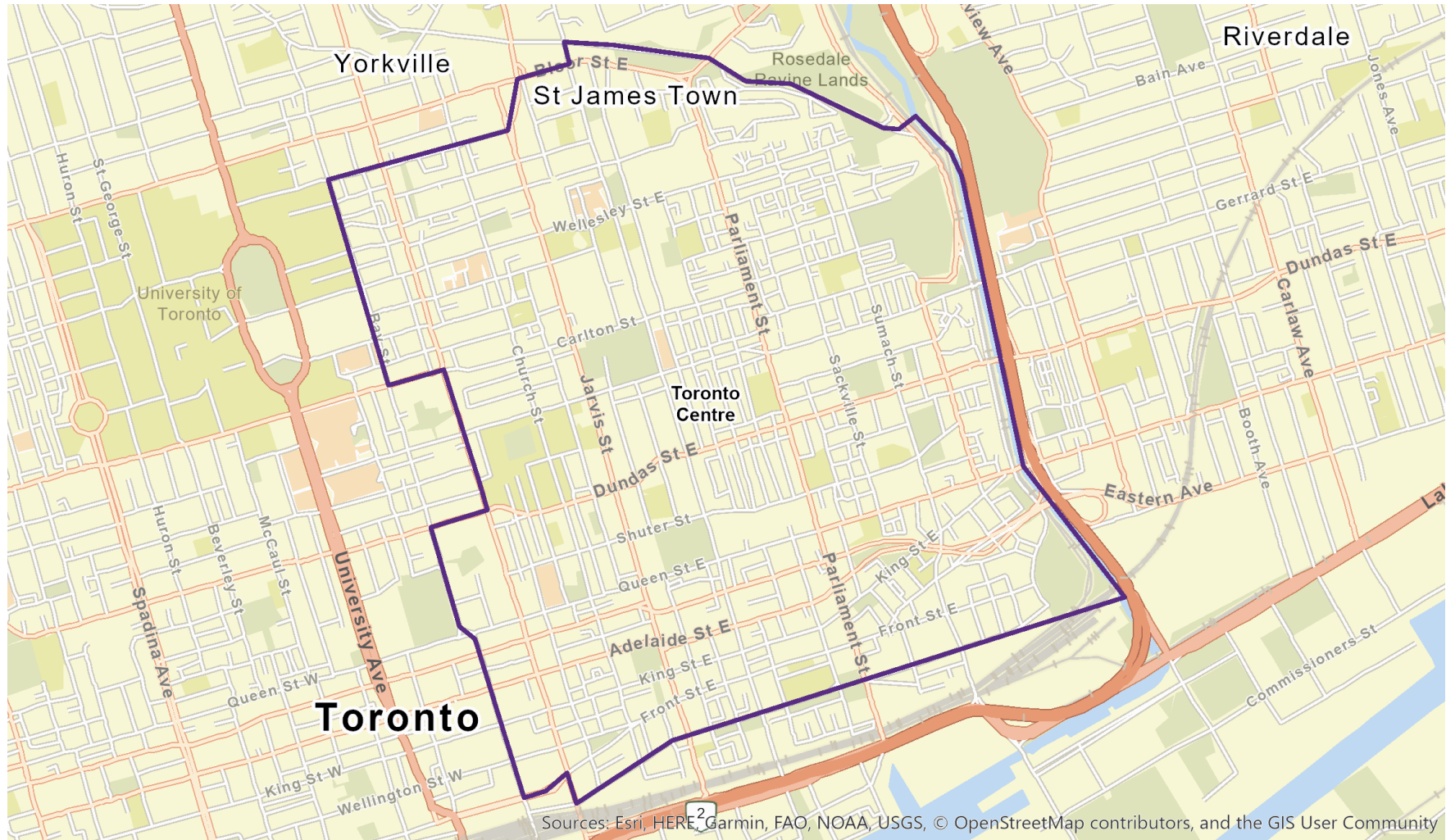


# Demographics | Trade Area Map

Trade Area: Toronto Centre

Population: 148,957 | Households: 76,809



Sources: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

©2006-2023 TomTom

# Demographics | Population & Households

Trade Area: Toronto Centre

## POPULATION

148,957

## HOUSEHOLDS

76,809

## MEDIAN MAINTAINER AGE

40

Index: 73

## MARITAL STATUS



42.0%

Index: 75

Married/Common-Law

## FAMILY STATUS\*

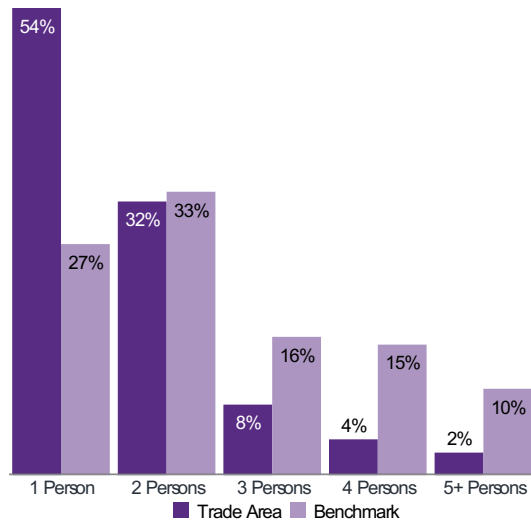


47.1%

Index: 162

Single (Never Legally Married)

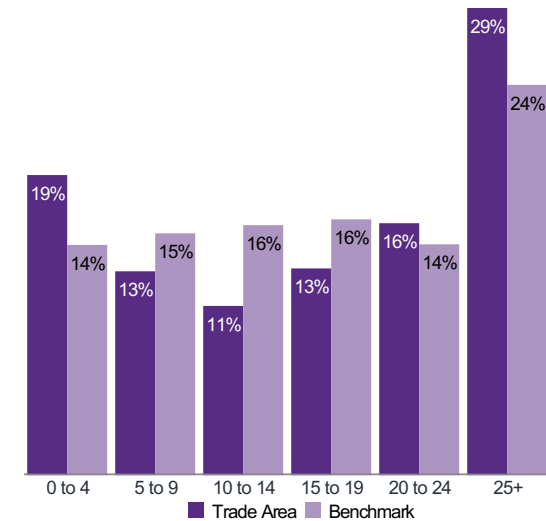
## HOUSEHOLD SIZE



## POPULATION BY AGE

Age Group	Count	%	Index
0 to 4	4,500	3.0	63
5 to 9	3,197	2.1	43
10 to 14	2,722	1.8	35
15 to 19	4,794	3.2	58
20 to 24	16,451	11.0	171
25 to 29	21,086	14.2	191
30 to 34	21,043	14.1	188
35 to 39	15,889	10.7	152
40 to 44	10,816	7.3	112
45 to 49	7,834	5.3	86
50 to 54	7,677	5.2	82
55 to 59	8,099	5.4	82
60 to 64	7,214	4.8	72
65 to 69	5,778	3.9	67
70 to 74	4,494	3.0	64
75 to 79	3,452	2.3	64
80 to 84	1,989	1.3	57
85+	1,922	1.3	55

## AGE OF CHILDREN AT HOME



Benchmark: Ontario

Copyright © 2023 by Environics Analytics (EA). Source: ©2023 Environics Analytics, ©2023 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.com/Envision/About/1/2023>)

\*Chosen from index ranking with minimum 5% composition.

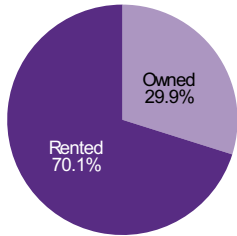
Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------

# Demographics | Housing & Income

Trade Area: Toronto Centre

Population: 148,957 | Households: 76,809

## TENURE



## STRUCTURE TYPE



**4.8%**  
Index: **7**



**95.0%**  
Index: **300**

## AGE OF HOUSING\*

**3 -7 Years Old**  
% Comp: 19.1 Index: **292**

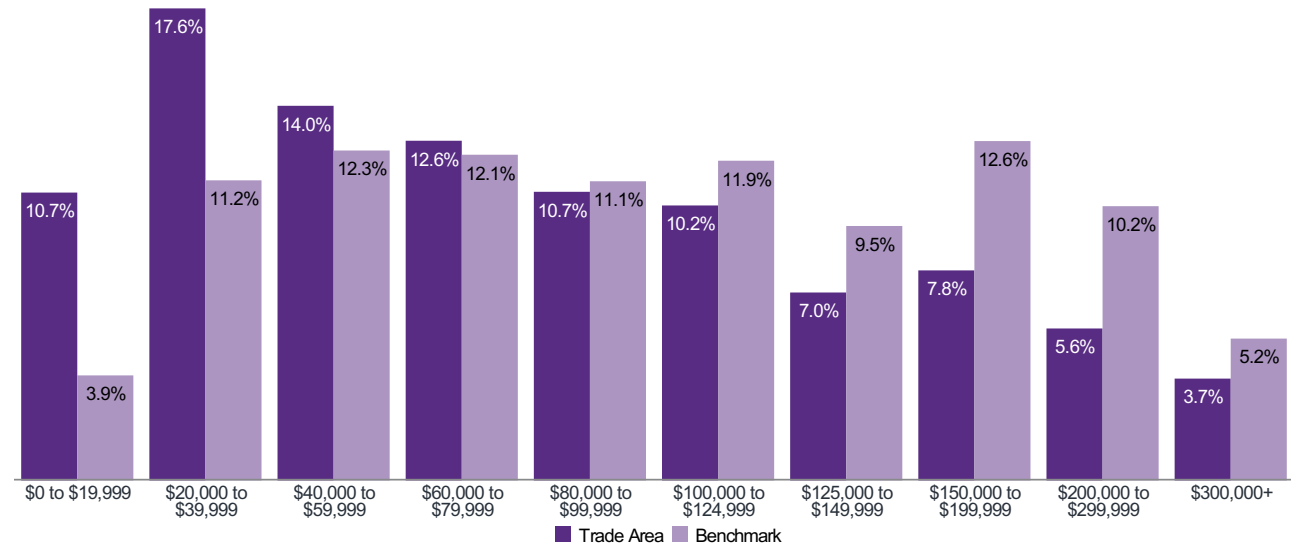
## AVERAGE HOUSEHOLD INCOME



**\$98,703**

Index: **78**

## HOUSEHOLD INCOME DISTRIBUTION



Benchmark: Ontario

Copyright © 2023 by Environics Analytics (EA). Source: ©2023 Environics Analytics, ©2023 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.com/Envision/About/1/2023>)

\*Chosen from index ranking with minimum 5% composition.

Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------

# Demographics | Education & Employment

Trade Area: Toronto Centre

Population: 148,957 | Households: 76,809

## EDUCATION



56.3%

Index: 187

University Degree

## LABOUR FORCE PARTICIPATION



72.0%

Index: 111

Participation Rate

## METHOD OF TRAVEL TO WORK: TOP 2\*



22.1%

Index: 269

Travel to work by **Public Transit**

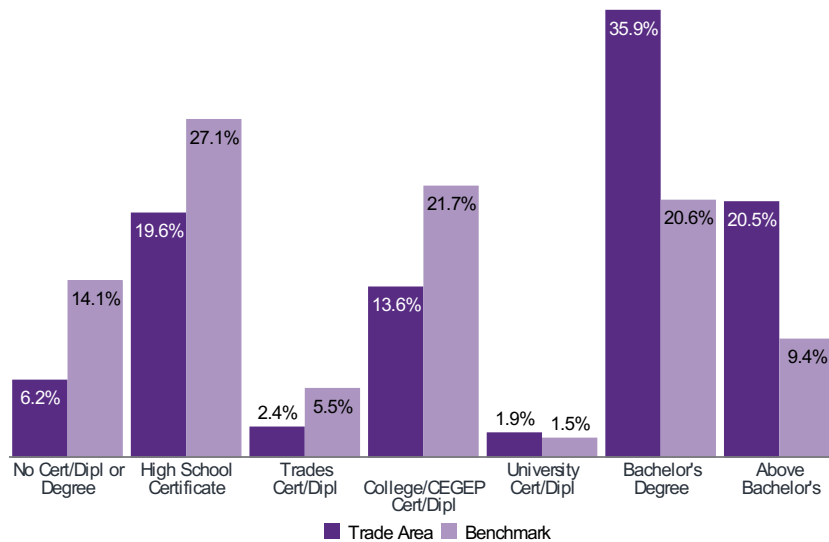


18.8%

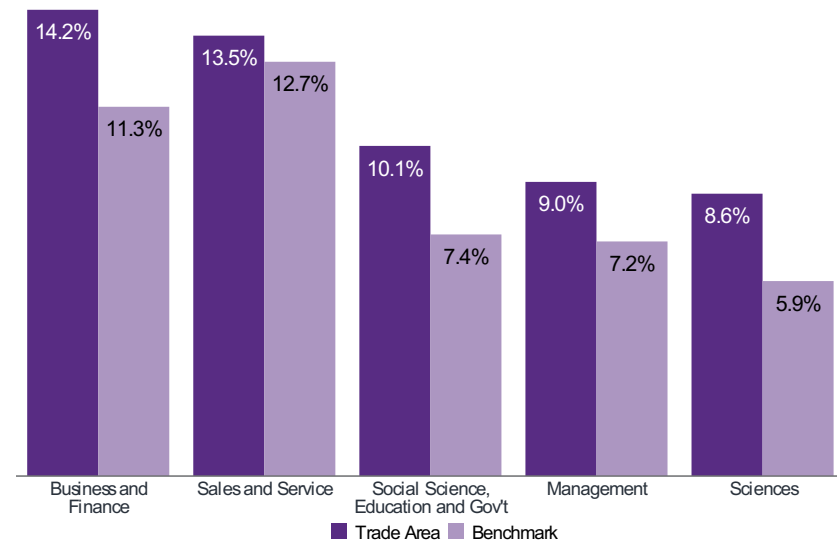
Index: 647

Travel to work by **Walking**

## EDUCATIONAL ATTAINMENT



## OCCUPATIONS: TOP 5\*



Benchmark: Ontario

Copyright © 2023 by Environics Analytics (EA). Source: ©2023 Environics Analytics, ©2023 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC.. (<https://en.environicsanalytics.com/Envision/About/1/2023>)

\*Ranked by percent composition.

Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------

# Demographics | Diversity

Trade Area: Toronto Centre

Population: 148,957 | Households: 76,809

## INDIGENOUS IDENTITY



1.6%

Index: 56

## VISIBLE MINORITY PRESENCE



52.0%

Index: 158

Belong to a visible minority group

## NON-OFFICIAL LANGUAGE



2.2%

Index: 89

No knowledge of English or French

## IMMIGRATION



40.7%

Index: 133

Born outside Canada

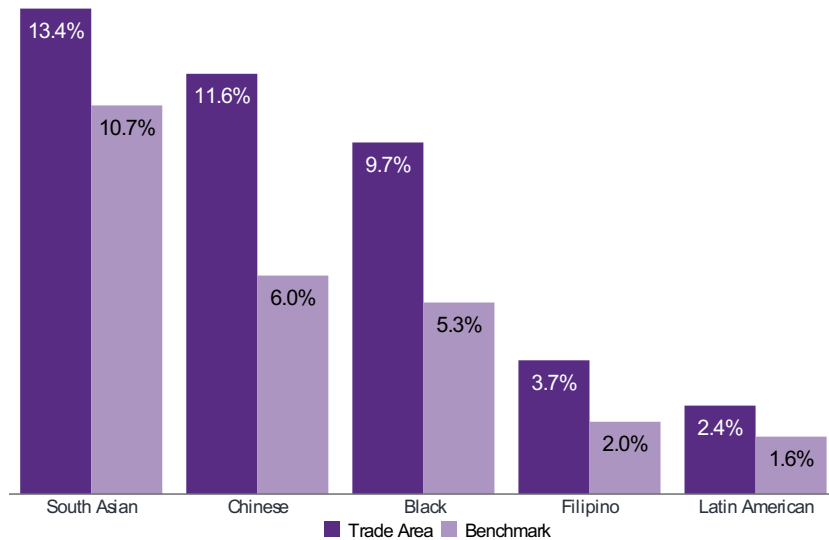
## PERIOD OF IMMIGRATION\*

2017 To Present

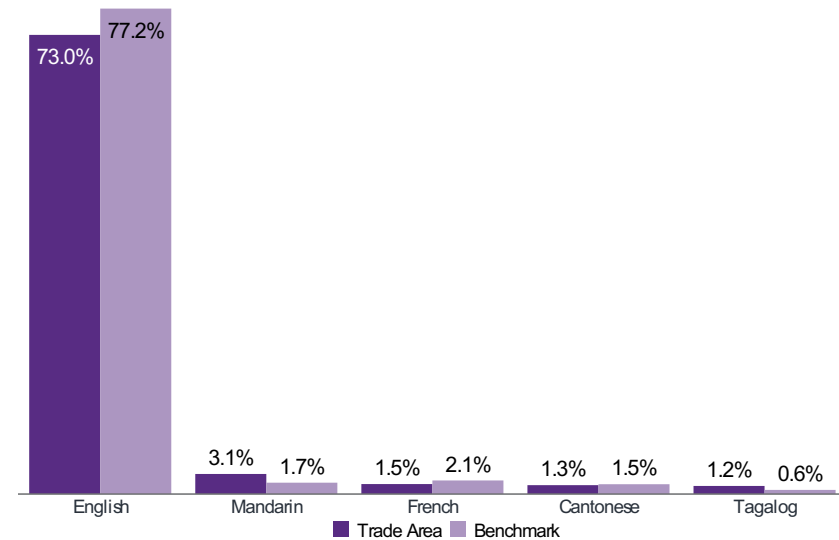
14.4%

Index: 195

## VISIBLE MINORITY STATUS: TOP 5\*\*



## LANGUAGES SPOKEN AT HOME: TOP 5\*\*



Benchmark: Ontario

Copyright © 2023 by Environics Analytics (EA). Source: ©2023 Environics Analytics, ©2023 Environics Analytics, PRIZM is a registered trademark of Claritas, LLC. (<https://en.environicsanalytics.com/Envision/About/1/2023>)

\*Chosen from index ranking with minimum 5% composition.

\*\*Ranked by percent composition.

Index Colours:	<80	80 - 110	110+

Trade Area: Toronto Centre

## HOUSEHOLD CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
<b>Basics</b>						
Total Population	148,957	100.00	15,283,151	100.00	0.97	100
Total Households	76,809	100.00	5,836,979	100.00	1.32	100
<b>Age of Household Maintainer</b>						
15 to 24	7,360	9.58	133,013	2.28	5.53	420
25 to 34	22,718	29.58	827,230	14.17	2.75	209
35 to 44	16,038	20.88	1,032,375	17.69	1.55	118
45 to 54	9,893	12.88	1,026,074	17.58	0.96	73
55 to 64	9,970	12.98	1,156,587	19.82	0.86	66
65 to 74	6,598	8.59	922,241	15.80	0.72	54
75 or Older	4,232	5.51	739,459	12.67	0.57	43
<b>Size of Household</b>						
1 Person	41,491	54.02	1,554,143	26.63	2.67	203
2 Persons	24,248	31.57	1,908,719	32.70	1.27	97
3 Persons	6,148	8.00	926,128	15.87	0.66	50
4 Persons	3,052	3.97	873,439	14.96	0.35	27
5 or More Persons	1,870	2.44	574,550	9.84	0.33	25
<b>Household Type</b>						
Total Family Households	26,865	34.98	4,069,057	69.71	0.66	50
One-Family Households	26,645	34.69	3,922,063	67.19	0.68	52
Multiple-Family Households	220	0.29	146,974	2.52	0.15	11
Total Non-Family Households	49,944	65.02	1,767,922	30.29	2.83	215
One-Person Households	41,610	54.17	1,539,859	26.38	2.70	205
Two-Or-More-Person Households	8,334	10.85	228,063	3.91	3.65	278
<b>Marital Status</b>						
Married Or Living With A Common-Law Partner	51,413	41.99	7,203,198	56.35	0.71	75
Single (Never Legally Married)	57,641	47.08	3,707,816	29.01	1.55	162
Separated	3,321	2.71	413,950	3.24	0.80	84
Divorced	6,800	5.55	726,744	5.68	0.94	98
Widowed	3,260	2.66	731,078	5.72	0.45	47
<b>Children at Home</b>						
Households with Children at Home	--	14.68	--	43.50	--	34
<b>Age of Children at Home</b>						
Total Number Of Children At Home	18,717	100.00	4,686,423	100.00	0.40	100
0 to 4	3,515	18.78	674,111	14.38	0.52	131
5 to 9	2,382	12.73	708,425	15.12	0.34	84
10 to 14	1,974	10.55	732,417	15.63	0.27	67
15 to 19	2,416	12.91	749,438	15.99	0.32	81
20 to 24	2,948	15.75	675,971	14.42	0.44	109
25 and over	5,482	29.29	1,146,061	24.45	0.48	120

## DWELLING CHARACTERISTICS

	Count	%	Base Count	Base %	% Pen	Index
<b>Housing Tenure</b>						
Owned	22,935	29.86	3,949,435	67.66	0.58	44
Rented	53,874	70.14	1,873,672	32.10	2.88	219
Band Housing	0	0.00	13,872	0.24	0.00	0
<b>Housing Type</b>						
Houses	3,717	4.84	3,963,741	67.91	0.09	7
Single-Detached House	297	0.39	3,096,481	53.05	0.01	1
Semi-Detached House	733	0.95	323,709	5.55	0.23	17
Row House	2,687	3.50	543,551	9.31	0.49	38
Apartments	72,950	94.98	1,847,175	31.65	3.95	300
High-rise (5+ Floors)	65,381	85.12	1,070,617	18.34	6.11	464
Low-rise (<5 Floors)	7,189	9.36	584,241	10.01	1.23	94
Detached Duplex	380	0.49	192,317	3.29	0.20	15
Other Dwelling Types	142	0.18	26,063	0.45	0.54	41
<b>Housing Period of Construction</b>						
Before 1961	11,379	14.81	1,275,839	21.86	0.89	68
1961 - 1980	15,764	20.52	1,506,386	25.81	1.05	80
1981 - 1990	7,526	9.80	737,791	12.64	1.02	78
1991 - 2000	7,442	9.69	675,631	11.57	1.10	84
2001 - 2005	4,000	5.21	393,810	6.75	1.02	77
2006 - 2010	6,078	7.91	352,789	6.04	1.72	131
2011 - 2015	8,105	10.55	339,508	5.82	2.39	181
2016 - 2021	14,659	19.09	381,262	6.53	3.84	292
After 2021	1,856	2.42	173,963	2.98	1.07	81

Benchmark: Ontario

## INCOME, EDUCATION & EMPLOYMENT

	Count	%	Base Count	Base %	% Pen	Index
<b>Household Income</b>						
Average Household Income	--	98,702.55	--	126,953.18	--	78
<b>Education</b>						
No Certificate, Diploma Or Degree	7,531	6.15	1,807,318	14.14	0.42	44
High School Certificate Or Equivalent	23,965	19.57	3,462,837	27.09	0.69	72
Apprenticeship Or Trades Cert/Dipl	2,917	2.38	701,237	5.49	0.42	43
College/CEGEP/Non-Uni Cert/Dipl	16,690	13.63	2,778,642	21.74	0.60	63
University Cert/Dipl Below Bachelor	2,347	1.92	190,656	1.49	1.23	129
University Degree	68,985	56.34	3,842,096	30.06	1.80	187
<b>Labour Force</b>						
In The Labour Force (15+)	88,130	71.98	8,294,100	64.89	1.06	111
<b>Labour Force by Occupation</b>						
Management	10,993	8.98	914,818	7.16	1.20	125
Business Finance Administration	17,439	14.24	1,441,493	11.28	1.21	126
Sciences	10,552	8.62	759,952	5.95	1.39	145
Health	5,843	4.77	594,202	4.65	0.98	103
Education, Gov't, Religion, Social	12,341	10.08	942,267	7.37	1.31	137
Art, Culture, Recreation, Sport	7,029	5.74	250,586	1.96	2.81	293
Sales and Service	16,471	13.45	1,617,496	12.65	1.02	106
Trades and Transport	2,749	2.25	1,029,742	8.06	0.27	28
Natural Resources and Agriculture	141	0.12	106,361	0.83	0.13	14
Manufacturing and Utilities	564	0.46	335,123	2.62	0.17	18
<b>Commuting</b>						
Car (As Driver)	14,078	11.50	4,992,855	39.06	0.28	29
Car (As Passenger)	1,281	1.05	424,749	3.32	0.30	31
Public Transit	27,114	22.15	1,050,722	8.22	2.58	269
Walk	22,989	18.78	370,925	2.90	6.20	647
Bicycle	3,970	3.24	93,831	0.73	4.23	442

## IDENTITY, LANGUAGE, IMMIGRATION & VISIBLE MINORITY STATUS






	Count	%	Base Count	Base %	% Pen	Index
<b>Indigenous Identity</b>						
Indigenous Identity	2,110	1.60	431,459	2.86	0.49	56
<b>Knowledge of Official Language</b>						
English Only	110,487	83.67	12,982,203	86.06	0.85	97
French Only	195	0.15	44,178	0.29	0.44	50
English And French	18,474	13.99	1,688,601	11.19	1.09	125
Neither English Nor French	2,889	2.19	369,566	2.45	0.78	89
<b>Immigration Status</b>						
Non-Immigrant Population	67,919	51.44	10,213,857	67.71	0.66	76
Born In Province of Residence	53,679	40.65	9,086,326	60.24	0.59	67
Born Outside Province of Residence	14,240	10.78	1,127,531	7.47	1.26	144
Immigrant Population	53,798	40.74	4,610,829	30.57	1.17	133
<b>Visible Minority Status</b>						
Total Visible Minorities	68,637	51.98	4,957,028	32.86	1.38	158
Chinese	15,287	11.58	906,522	6.01	1.69	193
South Asian	17,662	13.38	1,614,591	10.70	1.09	125
Black	12,785	9.68	794,540	5.27	1.61	184
Filipino	4,849	3.67	298,045	1.98	1.63	186
Latin American	3,198	2.42	236,233	1.57	1.35	155
Southeast Asian	1,992	1.51	152,419	1.01	1.31	149
Arab	2,949	2.23	295,221	1.96	1.00	114
West Asian	2,475	1.87	221,631	1.47	1.12	128
Korean	2,343	1.77	103,962	0.69	2.25	257
Japanese	675	0.51	31,164	0.21	2.17	247
<b>Mother Tongue*</b>						
English	73,036	55.31	9,885,245	65.53	0.74	84
French	4,239	3.21	594,550	3.94	0.71	81
Total Non-Official	49,675	37.62	4,173,299	27.67	1.19	136
Mandarin	5,122	3.88	326,229	2.16	1.57	179
Spanish	3,507	2.66	218,583	1.45	1.60	183
Cantonese	3,368	2.55	297,864	1.98	1.13	129
Tagalog	3,326	2.52	184,334	1.22	1.80	206
Bengali	2,838	2.15	61,041	0.41	4.65	531
Arabic	2,499	1.89	244,077	1.62	1.02	117
Korean	2,012	1.52	80,552	0.53	2.50	285
Persian	1,870	1.42	160,667	1.06	1.16	133
Russian	1,720	1.30	112,331	0.74	1.53	175
Tamil	1,473	1.12	131,726	0.87	1.12	128

Copyright © 2023 by Environics Analytics (EA). Source: ©2023 Environics Analytics, ©2023 Environics Analytics, PRIZIM is a registered trademark of Clantias, LLC. (<https://en.environicsanalytics.com/Envision/About/1/2023>)

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

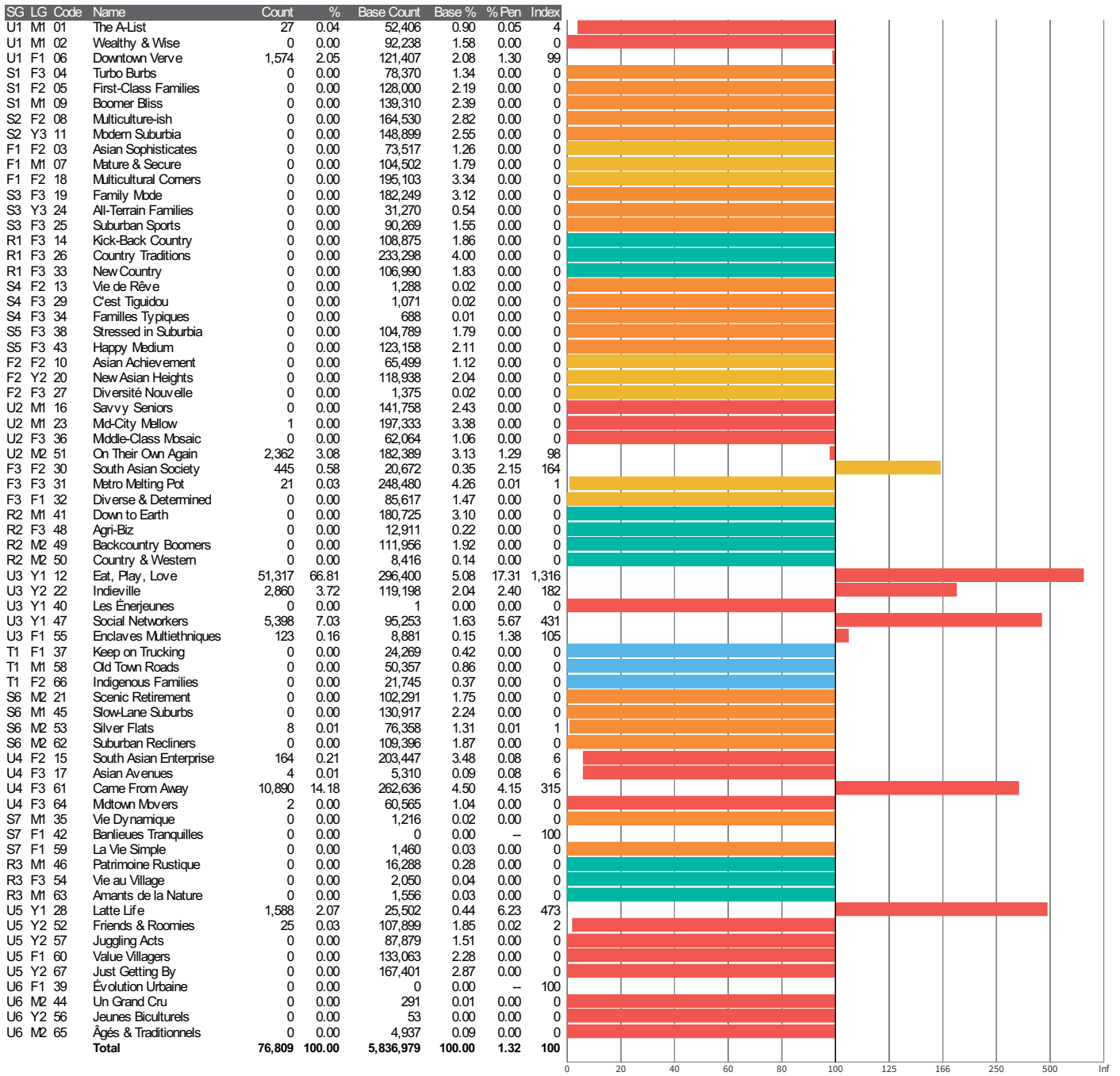
Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------

Top 5 segments represent **94.8%** of households in Toronto Centre

	<p>Rank: 1 Hhlds: 51,317 Hhld %: 66.81 % in Benchmark: 5.08 Index: 1,316</p>	<p>Eat, Play, Love earned its name for its younger, mobile singles who patronize ethnic restaurants, participate in numerous sports and support the value Sexual Permissiveness. Concentrated in the urban core of Toronto, Montreal and Vancouver, almost 90 percent of residents live in high-rise apartment and condo buildings. It also has the highest percent of members holding a university degree. Many have upper-middle wages for their age, typically from white-collar jobs in business, science, education and management. Young and unencumbered, they travel widely and enjoy urban nightlife, going dancing and bar-hopping, hitting concerts and attending food and wine shows. Fitness buffs, they score high for exercising at home, yoga and pilates, as well as buying organic fruit and vegetables.</p>
	<p>Rank: 2 Hhlds: 20,890 Hhld %: 14.18 % in Benchmark: 4.50 Index: 315</p>	<p>Once home to young immigrants, Came From Away communities are showing their middle age. The highest concentration of residents are between 25 and 44 years old. Nearly 60 percent of the segment's residents are foreign-born, and almost 40 percent speak a non-official language at home. Members generally live in high-rise apartments in Toronto and a few other large cities; many households contain singles or lone-parent families. While their educational achievement is wide-ranging, most residents hold low-income jobs. Even with tight budgets, many adults enjoy the varied entertainment options of cities—nightclubs, jazz concerts and billiards halls—while families head for theme parks, aquariums and zoos. Heavy Internet users, they're rarely without their mobile phones for shopping and social media.</p>
	<p>Rank: 3 Hhlds: 5,398 Hhld %: 7.03 % in Benchmark: 1.63 Index: 431</p>	<p>The youngest of all the segments, Social Networkers is a transient world of culturally diverse singles living in older city apartments. With two-thirds of residents unattached, it is also the most single. In these crowded neighbourhoods found in two dozen large cities, more than 45 percent of maintainers are under 35 years old. More than 90 percent live in apartments—typically high-rise buildings. These twenty somethings are ethnically diverse, have mixed educations and earn moderate incomes from entry-level jobs. They take advantage of their lively urban streets to frequent bars, dance clubs, cinemas and art galleries. Many treat exercise as a religion, working out at fitness clubs or joining pick-up sports games. For media, these on-the-go twentysomethings rely on their mobile phones.</p>
	<p>Rank: 4 Hhlds: 2,860 Hhld %: 3.72 % in Benchmark: 2.04 Index: 182</p>	<p>Indieville is a classic urban hodgepodge, a mix of younger and middle-aged maintainers, singles and couples, and first- and second-generation Canadians. Drawn to the vibrant, urban core of the nation's big cities, most residents live in Toronto. This is a group with nearly 40 percent being university educated. Their average incomes—mostly from white-collar and service sector jobs—indicate that they're on the lower rungs of the career ladder. Residents here typically live in older, low-rise apartments, duplexes and semi-detached dwellings. Most have active social lives, going to nightclubs, pop concerts and art galleries. With fitness a priority, they enjoy swimming, yoga and pilates. Tech-savvy, they like to shop online for books, music, fashion and groceries.</p>
	<p>Rank: 5 Hhlds: 2,362 Hhld %: 3.08 % in Benchmark: 3.13 Index: 98</p>	<p>Located in cities across Canada, On Their Own Again consists of older singles living in high-rise apartments. More than half live alone—highest among all segments. Roughly a third of residents are over 65, with one in ten a widowed individual. Over half are still in the labour force, resulting in below-average incomes in the segment and nearly three-quarters of households rent apartments. Many are newcomers, first-generation Canadians, primarily from China, the Philippines and the U.K. Most have sedentary lifestyles, spending their leisure time reading, watching TV and listening to music. With tight finances, they make ends meet using coupons, buying store brands and shopping at bulk food stores.</p>

Trade Area: Toronto Centre

Base Variable: Total Households



Benchmark: Ontario



Trade Area: Toronto Centre

## BUSINESSES BY EMPLOYEE SIZE

	Count	%	Base Count	Base %	% Pen	Index
Number of Businesses - 1-4 Employees	2,456	42.69	205,555	50.37	1.19	85
Number of Businesses - 100-499 Employees	146	2.54	6,719	1.65	2.17	154
Number of Businesses - 20-99 Employees	643	11.18	38,427	9.42	1.67	119
Number of Businesses - 5-19 Employees	1,898	32.99	133,034	32.60	1.43	101
Number of Businesses - 500+ Employees	32	0.56	634	0.16	5.05	358
Number of Businesses - Employee Size Not Stated	578	10.05	23,718	5.81	2.44	173

## BUSINESSES BY SALES VOLUME

	Count	%	Base Count	Base %	% Pen	Index
Number of Businesses - \$1 million - 4.9 million	1,254	21.80	95,223	23.33	1.32	93
Number of Businesses - \$100+ million	19	0.33	843	0.21	2.25	160
Number of Businesses - \$20 million - 99.9 million	94	1.63	6,474	1.59	1.45	103
Number of Businesses - \$5 million - 19.9 million	289	5.02	20,432	5.01	1.41	100
Number of Businesses - Sales < \$1 million	2,759	47.96	219,027	53.67	1.26	89
Number of Businesses - Sales Not Stated	1,338	23.26	66,088	16.19	2.02	144

## BUSINESSES BY INDUSTRY

	Count	%	Base Count	Base %	% Pen	Index
Accommodation and Food Services	596	10.36	32,101	7.87	1.86	132
Administrative and Support and Waste Management	214	3.72	13,656	3.35	1.57	111
Agricultural & Natural Resources	136	2.36	2,397	0.59	5.67	402
Arts, Entertainment and Recreation	117	2.03	9,063	2.22	1.29	92
Construction	102	1.77	30,576	7.49	0.33	24
Educational, Health and Social Services	568	9.87	60,705	14.88	0.94	66
Finance, Insurance and Real Estate	831	14.44	40,245	9.86	2.06	146
Information Management	224	3.89	7,244	1.78	3.09	219
Manufacturing	5	0.09	204	0.05	2.45	174
Other Services (Except Public Administration)	146	2.54	19,620	4.81	0.74	53
Professional, Scientific and Technical Services	558	9.70	48,484	11.88	1.15	82
Public Administration	1,036	18.01	38,920	9.54	2.66	189
Retail Trade	67	1.16	6,638	1.63	1.01	72
Transportation And Warehousing	707	12.29	63,724	15.62	1.11	79
Unassigned	39	0.68	8,292	2.03	0.47	33
Wholesale Trade	278	4.83	8,021	1.97	3.47	246
Wholesale Trade	129	2.24	18,197	4.46	0.71	50

Benchmark: Ontario

Copyright © 2023 by Environics Analytics (EA). (<https://en.environicsanalytics.com/Envision/About/1/2023>)

Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------

# BusinessProfiles | 2-Digit NAICS



Trade Area: Toronto Centre

	Count	%	Base Count	Base %	% Pen	Index
ACCOMMODATION AND FOOD SERVICES	596	10.36	32,101	7.87	1.86	132
ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES	214	3.72	13,656	3.35	1.57	111
AGRICULTURE, FORESTRY, FISHING AND HUNTING	4	0.07	1,373	0.34	0.29	21
ARTS, ENTERTAINMENT, AND RECREATION	117	2.03	9,063	2.22	1.29	92
CONSTRUCTION	102	1.77	30,576	7.49	0.33	24
EDUCATIONAL SERVICES	97	1.69	13,048	3.20	0.74	53
FINANCE AND INSURANCE	539	9.37	23,908	5.86	2.25	160
HEALTH CARE AND SOCIAL ASSISTANCE	471	8.19	47,657	11.68	0.99	70
INFORMATION	224	3.89	7,244	1.78	3.09	219
MANAGEMENT OF COMPANIES AND ENTERPRISES	5	0.09	204	0.05	2.45	174
MANUFACTURING	146	2.54	19,620	4.81	0.74	53
MINING, QUARRYING, AND OIL AND GAS EXTRACTION	132	2.29	725	0.18	18.21	1,291
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	558	9.70	48,484	11.88	1.15	82
PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES	1,036	18.01	38,920	9.54	2.66	189
PUBLIC ADMINISTRATION	67	1.16	6,638	1.63	1.01	72
REAL ESTATE AND RENTAL AND LEASING	292	5.08	16,337	4.00	1.79	127
RETAIL TRADE	707	12.29	63,724	15.62	1.11	79
TRANSPORTATION AND WAREHOUSING	39	0.68	8,292	2.03	0.47	33
UNASSIGNED	278	4.83	8,021	1.97	3.47	246
UTILITIES	0	0.00	299	0.07	0.00	100
WHOLESALE TRADE	129	2.24	18,197	4.46	0.71	50

Benchmark: Ontario

Copyright © 2023 by Environics Analytics (EA). (<https://en.environicsanalytics.com/Envision/About/1/2023>)

Index Colours:	<80	80 - 110	110+
----------------	-----	----------	------