

CORSO ITALIA

◀ A WAY OF LIFE ▶

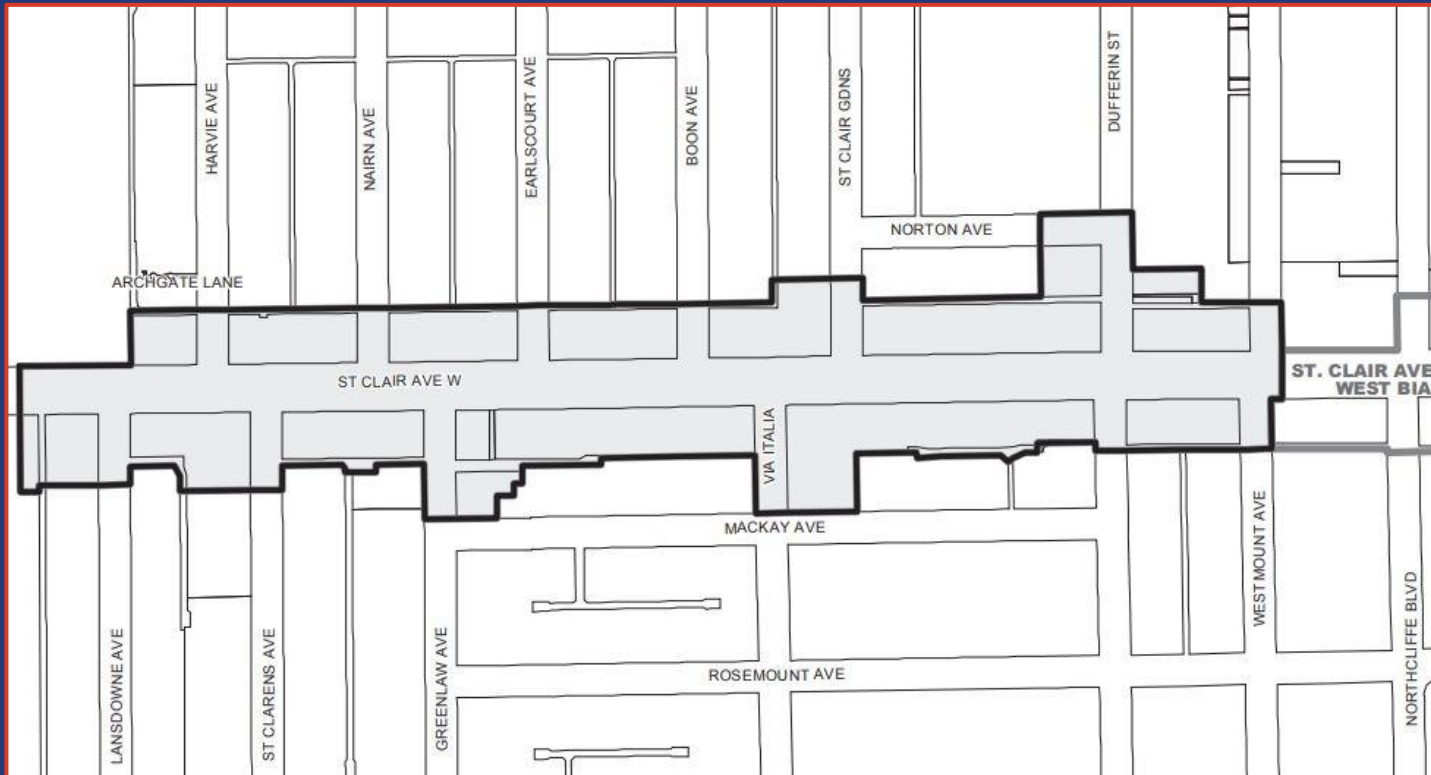
Market Research Insight Report

Fall 2023



Corso Italia BIA

Found on St. Clair Avenue West between Lansdowne Avenue to the East and Westmount Avenue to the East.



Corso Italia is a family-friendly neighbourhood of hidden gems with a strong commercial legacy that is ready to be reignited. Here, we celebrate the spirit of our rich and diverse heritage. Alive with history at every turn and welcoming to all, we're both a destination neighbourhood and a place to call home.

Corso Italia – Trade Area



The Corso Italia BIA runs along St. Clair Avenue West, but it draws residents from the surrounding residential area.

For the following analysis, the area bordered in purple represents the trade area of residents who are closest and most likely to visit the BIA.

What is an Index

An index is a comparison of the local figure to the average. In the CMP, this comparison uses data from the local trade area. A value of 100 translates to an identical result to the average. Below 100 and above 100 represent below and above the averages, respectively. Indexes of 110 or above will be displayed in orange (above average), and indexes below 80 will be displayed in blue (below average). In this summary, anything above average would be over 100, which is over-indexing. Anything below average is lower than 100, which is under-indexing.



What is the Benchmark

The benchmark figures (light purple) within graphs represent the average figures in Toronto, while the trade area figures (dark purple) is representative of the area surrounding the Corso Italia BIA.



Residential Demographics | Population & Households

Population

15,877

Median Age

49

Marital Status



52.6%

Index: 96

Married/Common-Law

Family Status



20.5%

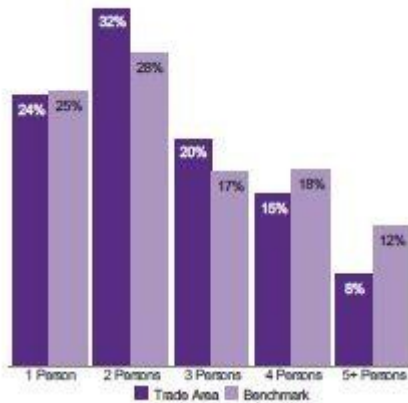
Index: 116

Total Lone-Parent Families

Households

6,122

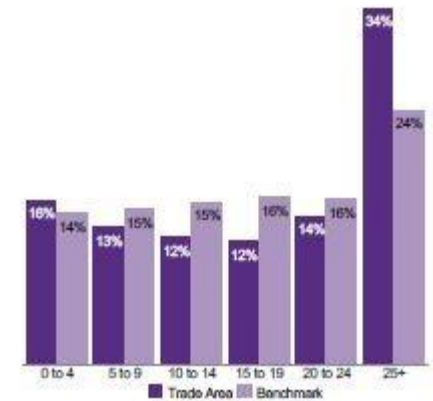
Household Size



Population By Age

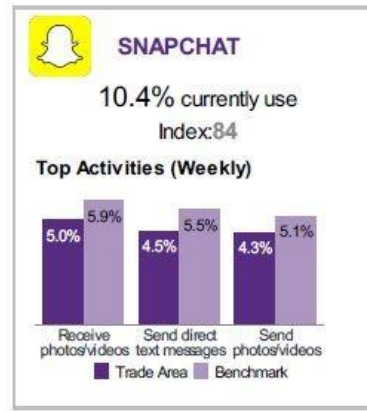
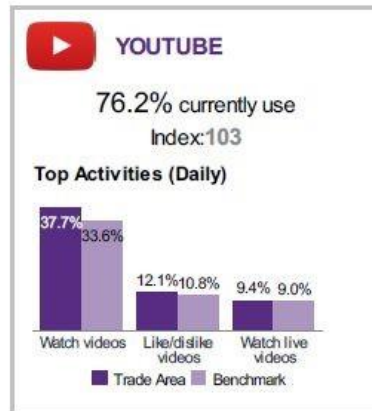
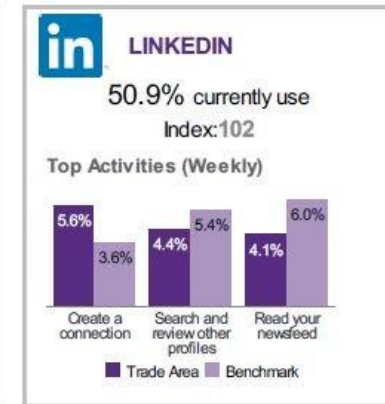
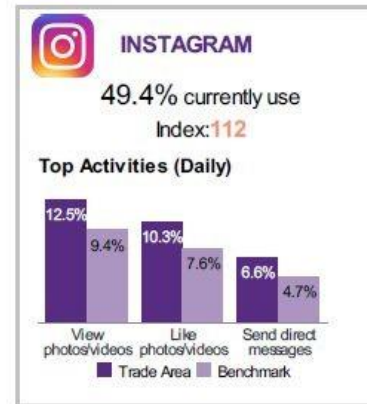
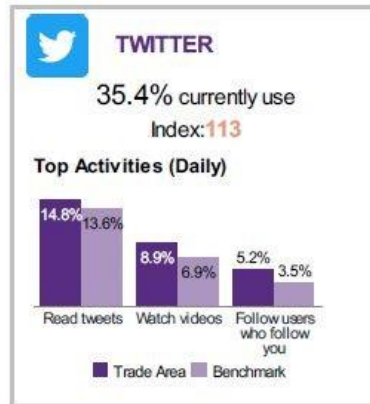
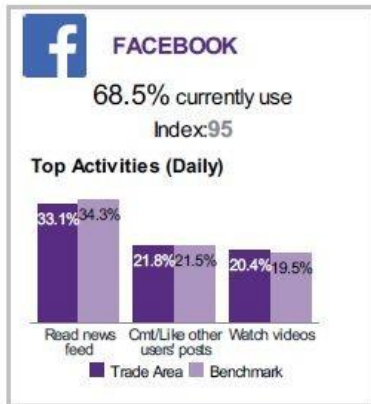
Age Group	Count	%	Index
0 to 4	760	4.8	98
5 to 9	619	3.9	80
10 to 14	583	3.7	71
15 to 19	559	3.5	64
20 to 24	965	6.1	86
25 to 29	1,372	8.6	110
30 to 34	1,618	10.2	126
35 to 39	1,637	10.3	136
40 to 44	1,308	8.2	119
45 to 49	1,044	6.6	102
50 to 54	998	6.3	96
55 to 59	1,055	6.6	99
60 to 64	933	5.9	96
65 to 69	722	4.5	91
70 to 74	563	3.5	88
75 to 79	465	2.9	99
80 to 84	303	1.9	96
85+	383	2.4	112

Age of Children At Home



Index Colours: <80 80 - 110 110+

Residential | Social Media Usage



Social media usage of residents to the Corso Italia trade is within the average range for every platform except for Twitter and Instagram which are both 12-13% higher than the average usage across the City of Toronto.



Trade Area Profiles | Top 3 Resident Profiles

Profile	Breakdown	Overview of Profile
<p>Indieville</p> <p><i>Rank #1</i></p>	<ul style="list-style-type: none"> Represents 74.62% of local households, approximately 4,568 households. 	<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>Metro Melting Pot</p> <p><i>Rank #2</i></p>	<ul style="list-style-type: none"> Represents 9.76% of local households, approximately 57 households. 	<p>A segment encompassing long-established immigrant neighbourhoods, Metro Melting Pot has been a haven for upwardly climbing newcomers for 25 years. Concentrated in Toronto and nearby Mississauga, more than half of the households contain immigrants; nearly a third speak a non-official language, such as Tagalog, Arabic and Spanish. Households include families and lone parents; maintainers range in age from 45 to over 75; and residents typically own an older single, semi or row house. The education range for this group is broad, and adults work at varied jobs in business, services and manufacturing. Eager to indulge their children, many go to theme parks, professional sports games and all-inclusive resorts. They also splurge on home electronics like video gaming systems and smart speakers.</p>
<p>Downtown Verve</p> <p><i>Rank #3</i></p>	<ul style="list-style-type: none"> Represents 8.12% of local households, representing 460 households. 	<p>A mix of younger and middle-aged singles, couples and families who prefer downtown living. One of the groups with the highest post-secondary educational attainment, these first- and second-generation Canadians typically work in high-paying management and white-collar positions. Many own or rent fashionable duplexes, row and semi-detached houses, and commute to work by public transit, biking or walking. With their above-average incomes, their spending power appears even greater because of the significant proportion of singles and childless couples. They enjoy patronizing their local neighbourhood's bars, restaurants, cinemas and theatres. Many also maintain a healthy lifestyle, eating organic food, taking fitness classes and playing racquet sports.</p>

Corso Italia Visitors

The following provides an overview of where people travel from to visit Corso Italia.



Visitors to Corso | January 01, 2022- December 31, 2022

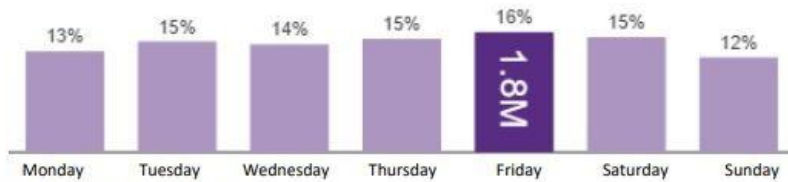
Visitation Summary

506.0K Unique Visitors	11.6M Visits	23.0 Avg Visits per Visitor
42.2K Avg Visitors per Month	970.6K Avg Visits per Month	72% are weekday visits
		28% are weekend visits

1,455 workers made 243K visits | 641 residents made 143K visits
Workers are those commonly seen during the day; Residents are those commonly seen in the evening

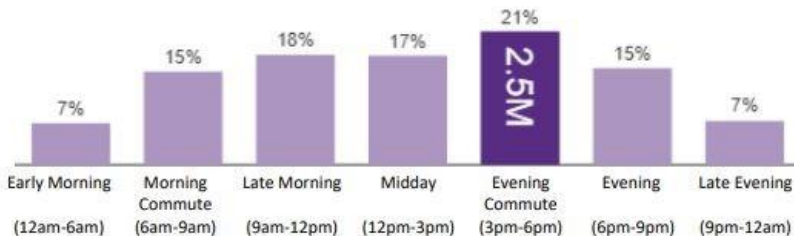
Visit Summary by Day of Week

% of Visits by Unique Visitors



Visit Summary by Daypart

% of Visits by Unique Visitors



Top PRIZM® Segments by Volume of Visits



Top PRIZM® Segments Represent:

54%
of unique visitors

69%
of visits

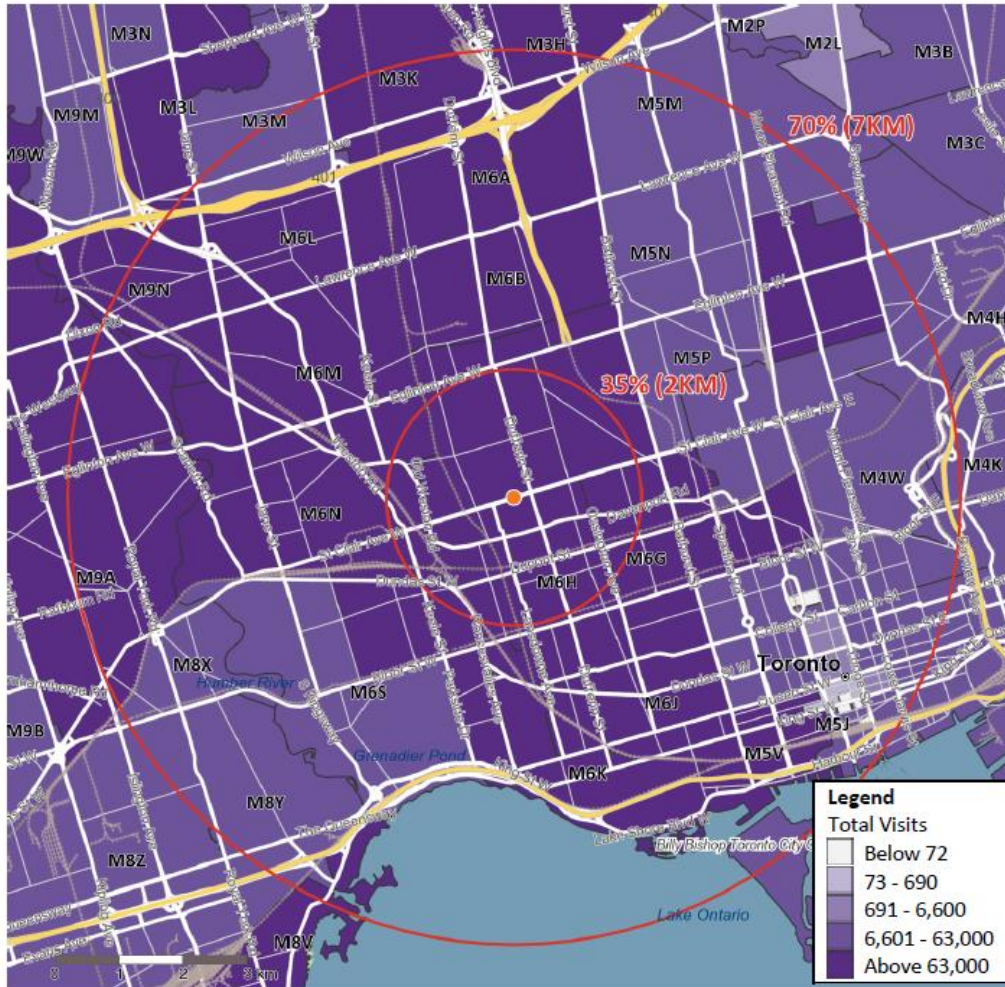
29.7
Visitation Rate

Demographic Summary of Unique Visitors

\$119K Average Household Income	Under 35 Maintainer Age	41% Households with Children
1 Person Household Size	University Education	High Cultural Diversity

Demographics determined from customer weighted summary of unique visitors. Displayed metrics based on highest index and represent the highest likelihood of being held among visitors compared to the Canadian population

Visitors to Corso | January 01, 2022- December 31, 2022



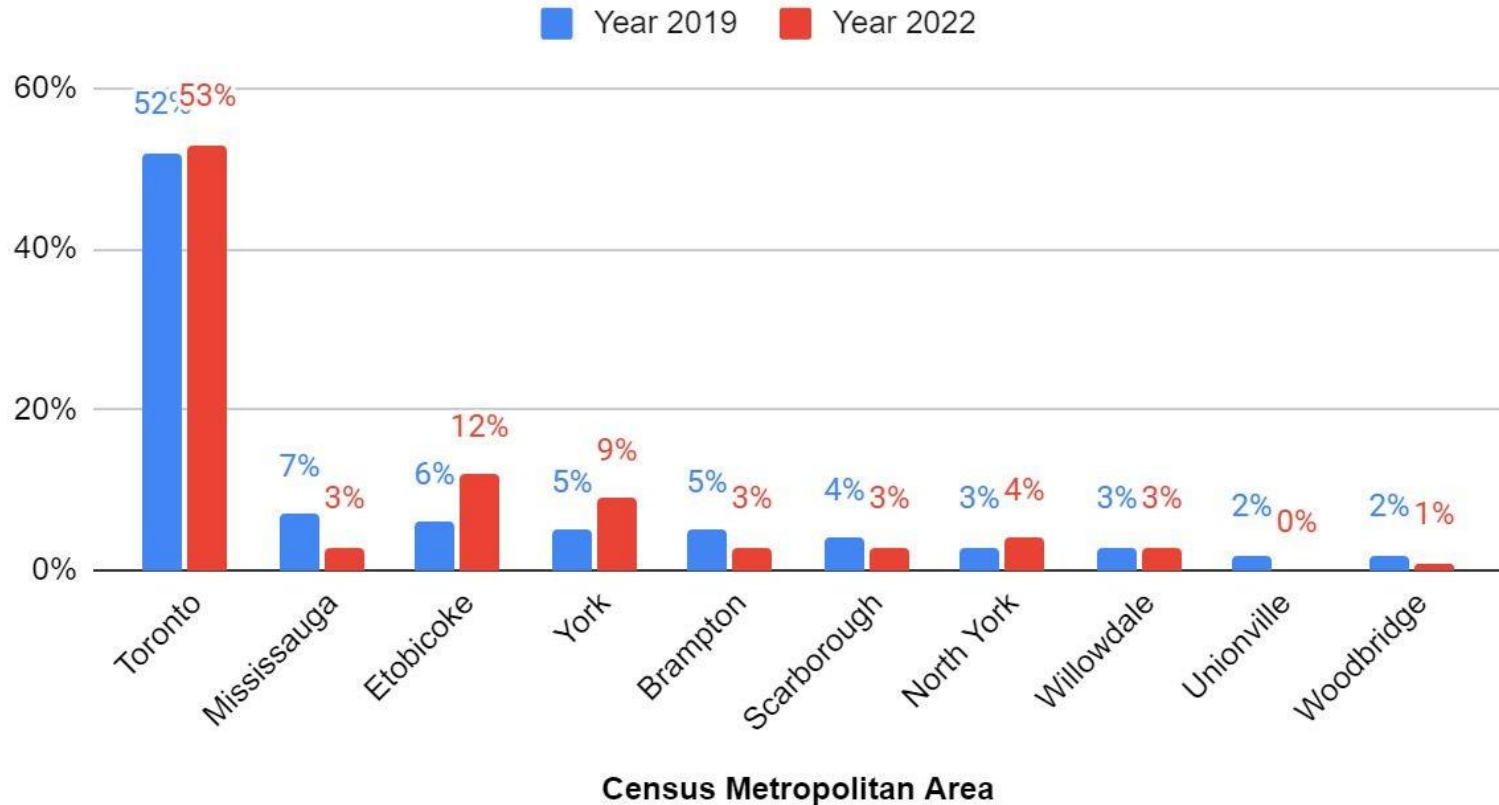
Geographic Summary, by Volume of Visits by Unique Visitors

Top 15 FSAs with Visits			
Name	Visits	%	Household Population 15+
Total	11.6M	100%	11.6M
M6E (Toronto, ON)	2,017,865	17.3%	33,891
M6H (Toronto, ON)	1,662,704	14.3%	43,315
M6N (Toronto, ON)	919,771	7.9%	38,149
M6M (York, ON)	552,742	4.7%	39,039
M6C (Toronto, ON)	491,622	4.2%	24,644
M6B (Toronto, ON)	316,433	2.7%	25,519
M6G (Toronto, ON)	243,693	2.1%	30,107
M6K (Toronto, ON)	212,163	1.8%	39,357
M6A (Toronto, ON)	154,014	1.3%	17,912
M9A (Etobicoke, ON)	152,499	1.3%	34,813
M6P (Toronto, ON)	148,584	1.3%	38,188
M6J (Toronto, ON)	131,110	1.1%	35,765
M3H (York, ON)	128,062	1.1%	34,492
M6L (York, ON)	123,483	1.1%	17,633
M9R (York, ON)	120,400	1.0%	30,426
Other FSAs	4.3M	36.7%	11.1M

Catchment Area Summary
35% of visits are from within 2KM
70% of visits are from within 7KM

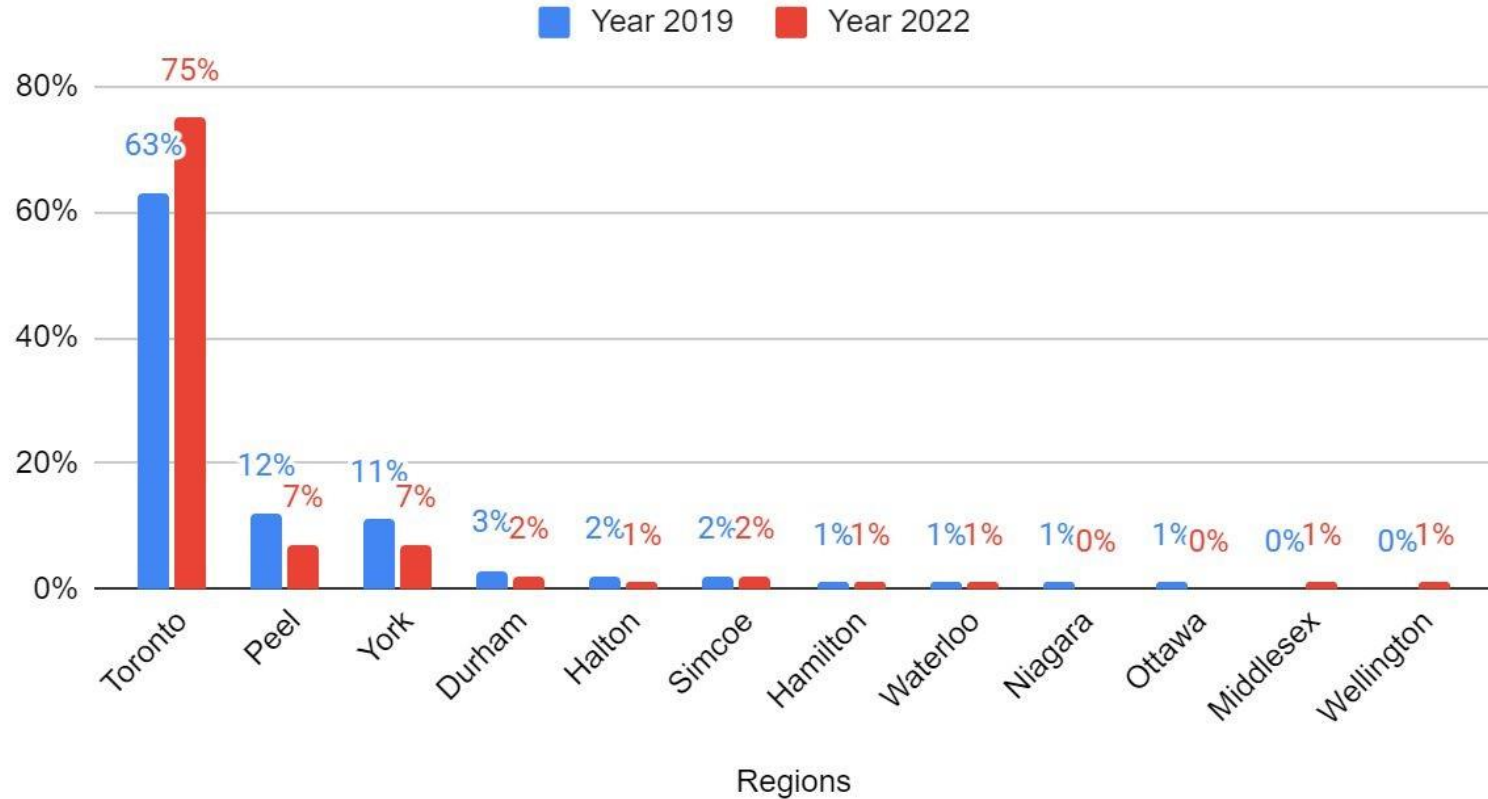
Corso Italia Visitors | From Census Metropolitan Areas (CMA's)

Corso Italia Trade Area Visitation: 2019 vs 2022



Corso Italia Visitors | From Outside of Toronto

Corso Italia Trade Area Visitation (Outside of Toronto)



Opportunities Based on Visitation Trends

By Census Metropolitan Area

- Over the last three years the number of visitors to Etobicoke increased while Mississauga's decreased from 7% to 3%. Making Etobicoke representative of the community within Toronto with the highest number of visitors.
- Both Etobicoke and North York saw nearly a 50% increase in visitation to Corso Italia BIA between 2019 and 2022.
- 12% of communities from within the GTA that visited Corso Italia came from Etobicoke while 9% came from within the trade area.
- North York has also seen increased visitation to the trade area.
- Communities such as Woodbridge only make up 1% of visitors to the trade area.

By Region

- Between 2019 and 2022, almost all regions saw a decrease in visitation to the Corso Italia BIA.
 - The only regions/areas that didn't see a decrease were communities where visitation increased by 1% or stayed the same. In all cases, these regions only represent less than 2% of visitation to the BIA.
- While Peel and York region both saw a decrease of 4-5%, they now represent the same percentage of visitors to the BIA at 7%.
- Toronto was the only region that saw a significant increase over the years, jumping a full 12% since 2019.

Between 2019 and 2022, visitors to Corso Italia-based businesses nearly doubled with a 4% increase. Although the pandemic likely influenced the local shopping increase from 5% to 9% there is still an opportunity to continue to increase the number of residents shopping within the BIA by attracting new retailers and working with existing businesses to service the daily goods and service needs of the residents living in the area.



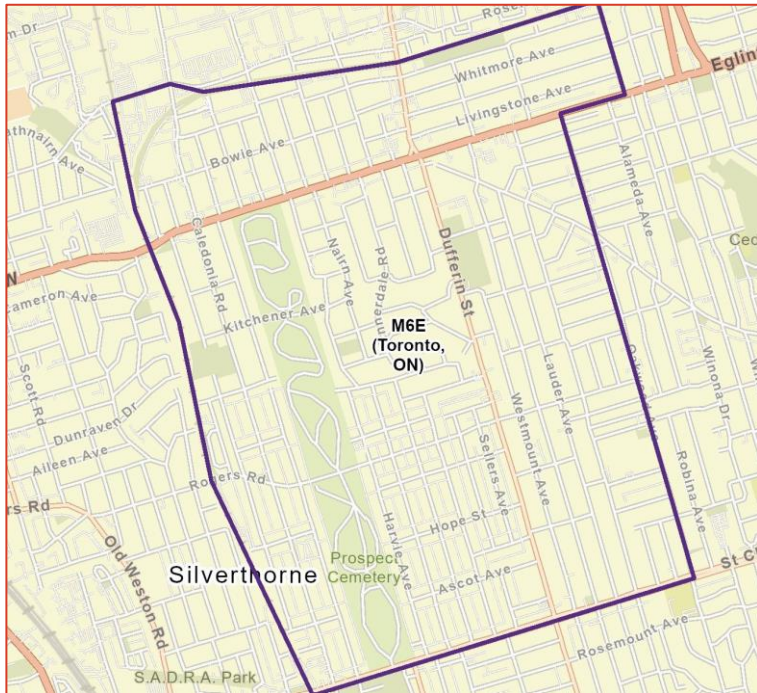
Corso Italia Visitors

The following provides an overview of local residents who visit Corso Italia.

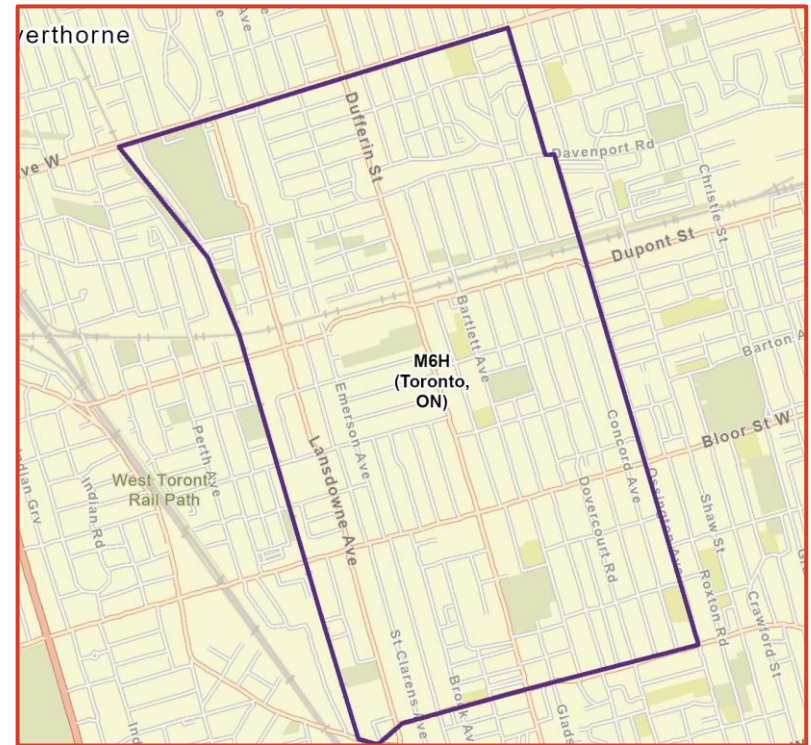


Postal Code Segmentation | North-South Breakdown

North of BIA (St. Clair to Eglinton) M6E



South of BIA (St. Clair to College) M6H



The majority of Corso's visitors come from two postal codes – north and south of St. Clair Avenue.

Postal Code Segmentation | North-South Breakdown

Postal Code	Total Visitors	Total Population (15+)	Penetration	Potential
M6H	28,681	43,315	66.2%	14,634
M6E	24,527	33,891	72.4%	9,364

The Corso Italia trade area is frequently visited by residents living in two postal codes conveniently separated by those living north and south of St. Clair West. There is potential to grow the number who actually visit the street given penetration is not 100%.

Both postal codes feature distinct demographic data and create opportunities to target residents based on the unique demographic, behavioural and spending habits of these two communities. these two communities' unique demographic, behavioural and spending habits.

Trade Area Deep Dive | North-South Breakdown

Category	North of BIA (St. Clair to Eglinton) M6E	South of BIA (St. Clair to College) M6H
Median Age	Median Age of 52. Largest age by population is 0-19	Median Age of 43. People ages 25-39 are 28-59% higher than the average in Toronto.
Household Income	\$97,170.00	\$107,111.00
Transportation	23.9% of the population travel to work by public transit and 20.7% travel to work by car.	27% of the population travel to work by public transit and 16.5% travel to work by car.
Education	23.4% have a University degree.	40.7% have a University degree.
Diversity	2.% belong to a visible minority group, which is 22% higher than the average Torontonians. Visible Minority Status: <ol style="list-style-type: none"> 1. 11% Black 2. 10.1% Filipino 3. 7.8% Latin American 	34.7% belong to a visible minority group, which is 82% lower than the average Torontonians. Visible Minority Status: <ol style="list-style-type: none"> 1. 7% Chinese 2. 6.8% South Asian 3. 6% Black

Annual Household Spend By Postal Code

Category	North of BIA (St. Clair to Eglinton) M6E	South of BIA (St. Clair to College) M6H
Food Spend	<ul style="list-style-type: none"> Average food expenditure is \$10,972 which is average in Toronto. Restaurants \$3,159 per household, which is 24% lower than the average in Toronto. Food is \$7,813 per household which is the average in Toronto. Spends more on meat, fish, fruit and nuts. 	<ul style="list-style-type: none"> Average food expenditure is \$12,064 which is 10% higher than the average in Toronto. Restaurants \$4,164 per household which is 32% higher than the average in Toronto. Food is \$7,900 per household which is the average in Toronto. Spends more on beverages, cereal products, dairy and egg products.
Household Spend (Average Per Household)	<ul style="list-style-type: none"> \$19,409 on shelter, 9% lower than the average in Toronto. \$2,560 on tobacco and alcohol which is 22% lower than the average in Toronto. 	<ul style="list-style-type: none"> \$21,307 on shelter, 10% higher than the average in Toronto. \$3,294 on tobacco and alcohol which is 29% higher than the average in Toronto.

Media and Social Media Habits

Category	North of BIA (St. Clair to Eglinton) M6E	South of BIA (St. Clair to College) M6H
Television	<ul style="list-style-type: none"> 174 minutes a day which is 7% higher than the average in Toronto. 	<ul style="list-style-type: none"> 162 minutes a day which is 7% lower than the average in Toronto.
Social Media	<ul style="list-style-type: none"> Average use of all social media platforms: <ul style="list-style-type: none"> 74.9% use YouTube 69.5% use Facebook 60.2% use WhatsApp 46.9% use Instagram 33.3% use Twitter Reasons people follow brands using social media: <ul style="list-style-type: none"> 29.7% learn about products and services 23.9% get coupons and discounts 23.2% enter contests 	<ul style="list-style-type: none"> Average use of all social media platforms, except for LinkedIn, which at 53.5%, is 12% more than the average in Toronto. <ul style="list-style-type: none"> 76.9 use YouTube 69.9% use Facebook 62.4% use WhatsApp 48.1% use Instagram 35.7% use Twitter Reasons people follow brands using social media: <ul style="list-style-type: none"> 30.5% learn about products and services 25.5% get coupons and discounts 25.1% enter contests

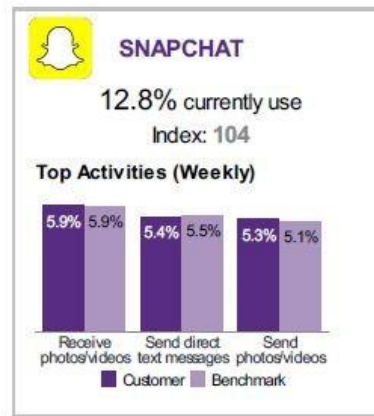
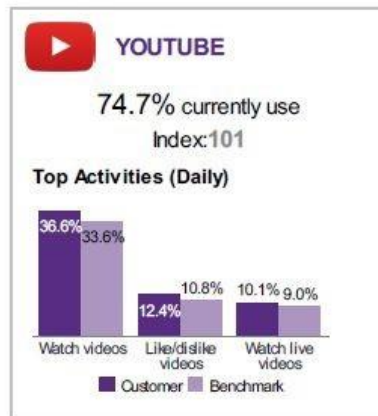
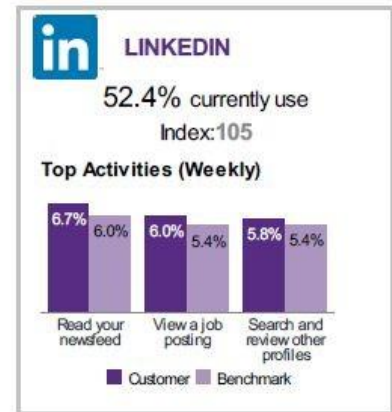
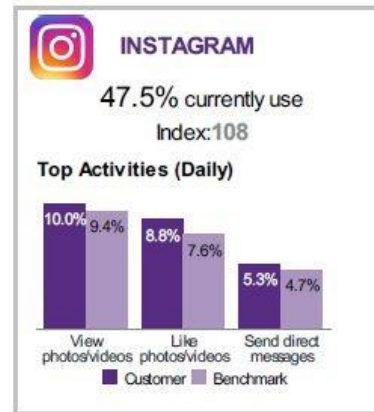
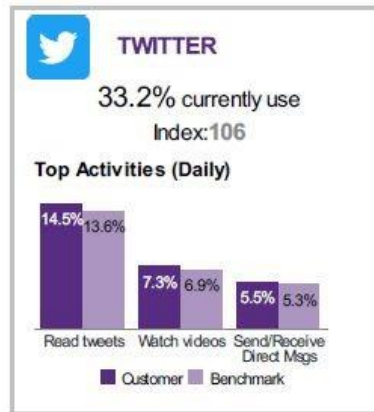
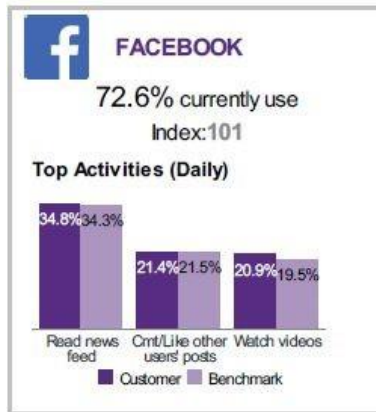


Corso Italia Visitors

The following provides recommendations on how to engage all visitors (not just local ones) coming to Corso Italia.



Reaching | Visitor Social Media Usage



Social media usage from visitors to the Corso Italia trade is average for every platform when compared to the benchmark (light purple) which represents usage from across Toronto. However, the most popular social media platforms include Facebook and Instagram.



Visitor Data | Analysis

Category	Analysis
Household Size & Income	<ul style="list-style-type: none">● 32% of visitors live alone compared to 29% of trade area residents.● Average household income for visitors is \$118,762, which is \$9,979 higher than the trade area.● Visitors also have a higher disposable income (\$90,739) than residents (\$85,365). Despite this difference, visitors' average household income and disposable income is 12% lower than the average across Toronto.
Employment	<ul style="list-style-type: none">● Residents and visitors both share sales and service as the top occupation of within their community. The second highest employment category for residents is trades and transportation (11.6%) while for visitors its business and finance at 12.0%.
Diversity	<ul style="list-style-type: none">● Migration to Canada for visitors is overrepresented by those who came to Canada in the last 6 years, while the residents of the BIA have immigrated to Canada before 2001. Nearly half of the visitors, specifically 49.7%, originated from outside Canada, compared to 45.5% of the residents who also hail from countries other than Canada.● For the trade area, the largest visible minority group is Latin American at 9.4% while the Latin American population is the 5th largest visible minority for visitors at 3.9%.● Both residents and visitors speak English at home in a range of 61.3% to 62%.

Index Colours: <80 80 - 110 110+

Visitor Data | Analysis

Category	Analysis	Opportunities
Annual Household Expenditure Overview	<ul style="list-style-type: none">When considering how much visitors to the Corso Italia BIA and trade area residents are spending on day-to-day needs, visitors are spending more in 8 out of 9 key categories:<ul style="list-style-type: none">Food, transportation, household operations, healthcare, recreation, household furnishings, clothing, and tobacco/alcohol.The only category where trade area residents spend more than visitors is shelter.	<ul style="list-style-type: none">With visitors from across Toronto spending more on their day-to-day needs, it's important to target daily visitors to increase traffic to the BIA's businesses. This can be done by positioning the Corso Italia BIA as a one-stop destination for daily needs.Introducing a coupon program that consolidates the many different types of products and services a person would need on a day-to-day basis into a small physical and digital booklet. The booklet can include health food stores, coffee shops, and lunch and dinner options for those visiting Corso during their workday or on their way home. The discounts in the booklet would incentivize visitations to new stores that a customer has yet to visit. Physical booklets should be placed in participating stores with a priority on businesses with higher foot traffic, are closer to transit stops or are considered destinations for the BIA.

Index Colours: <80 80 - 110 110+

Visitor Profiles | Top 3 Visiting Customers From All of Toronto

Profile	Visitor Stats	Interests
Indieville Rank #1	<ul style="list-style-type: none"> Represents 16.92% of households that visit the area, approximately 76,541 households. 	<ul style="list-style-type: none"> Social Activities: Actively participate in social activities, including frequenting nightclubs, pop concerts, and art galleries. Health and Fitness: Prioritize fitness activities such as swimming, yoga, and pilates. Technology Usage: Tech-savvy and prefer online shopping for various products, including books, music, fashion, and groceries. Dining and Shopping: Enjoys casual and trendy dining experiences with friends. Prefers brands like Roots, Lululemon, and Banana Republic.
Metro Melting Pot Rank #2	<ul style="list-style-type: none"> Represents 16.08% of households that visit the area, approximately 72,727 households. 	<ul style="list-style-type: none"> Social activities: Family-oriented activities, watching films/television, and enjoying the outdoors (parks, sports, hiking, etc.). Fitness and Lifestyle Products: More willing to splurge on home electronics and fitness-related items. Technology Usage: Comfortable with technology and prefer online shopping. Dining and Shopping: Prefers casual dining experiences like Swiss Chalet or Jack Astors but is also interested in diverse foods. Fans of designer labels for midscale budgets prefer online shopping, and are willing to splurge on home electronics, gaming systems and smart home tech.
Come From Away Rank #3	<ul style="list-style-type: none"> Represents 12.21% of households in the area, representing 55,239 households. 	<ul style="list-style-type: none"> Nightlife: High rates for going to nightclubs, jazz concerts, and billiards halls suggest an interest in nightlife and socializing. Family Activities: Families head for theme parks, aquariums, and zoos for leisure. Sports Enthusiasts: Still young enough to enjoy playing vigorous team sports like soccer, basketball, and hockey. Dining and Shopping: Fast food and fast casual family restaurants. Budget conscious shoppers prefer discount stores and outlets.



Visitor Data | Marketing Opportunities

Marketing Opportunities

Based on the interests of the top three customer segments for visitors to the Corso Italia trade area a business should tailor its marketing strategies, product offerings, and customer engagement approaches to align with these interests and preferences. Here's how a business could target customers based on their interests.

Dining and Nightlife: Restaurants and bars are best positioned to create opportunities that cater to the nightlife needs of the non-residential visitors to the BIA.

- Restaurants and bars can promote themselves as a social hub for night owls who enjoy nightlife and socializing.
- Nightlife and Dining Combo: Highlight your restaurant's nightlife features, such as late-night menus or special cocktails for night owls. On occasions when hosting an event at your restaurant or bar, cross-promote your event on all social media outlets and create an event listing on places where potential customers may frequent (e.g. Eventbrite or Meetup).

Health and Fitness: Align marketing messaging to speak to the health-conscious non-residential visitor.

- Introduce products that contribute to an individual's healthy lifestyle whether it be food, apparel or experiential.
- Messaging should use language that emphasizes ways that a customer's well-being will be improved by using your products or services.

Visitor Data | Marketing Opportunities

Marketing Opportunities

Technology Usage: Use technology to make your customers shopping and buying experience more convenient.

- **Google Business Profile:** Businesses should ensure their Google Business profile is updated with hours (including special holidays). List the key products or services your business provides as well as the unique things that your business provides that a customer may not expect. This will increase the chances of your business being discovered when people are searching in Google Maps for a particular product/service in the area.
 - Showcase in-store products on [Google Search and Maps automatically by following these steps.](#)
 - Encourage and manage reviews. Getting reviews can be easy by encouraging happy/frequent customers to scan a QR code to leave a review, but more important is keeping an eye on dissatisfied customers who have left negative reviews. By responding to negative reviews, you can inform all others who are looking at your reviews before making a purchase that you take customer service seriously even after the transaction is made.
 - Answer common questions and add them to the people ask section to save you from having to answer those questions in frequent phone calls.



Jane's Market
4.8 ★★★★★ (215)
25+ years in business · 401 Val St · Open
Colorful kettles in San Francisco

OVERVIEW SERVICES REVIEWS UPDATES

🕒 Open · Closes 9PM

📞 (555) 555-5555

🌐 janesmarket.com

See what's in store

