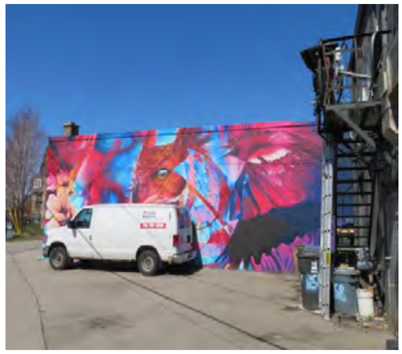
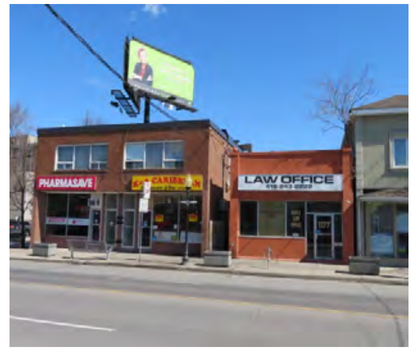

Mount Dennis Economic Development Study

Phase 1 Community Analysis and Emerging Priorities Report

October 2019





TCI Management Consultants

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Executive Summary

Mount Dennis has been identified by the City of Toronto as a candidate neighbourhood for which a local economic development strategy will be prepared. The reasons for this identification include the area's designation as a priority neighbourhood improvement area (NIA) in the City's ***Toronto Strong Neighbourhoods Strategy***, the presence of both a retail 'main street' and industrial/manufacturing interests, the major economic changes envisaged to come in the area in the very near future with a variety of transportation infrastructure improvements, and strong local support and advocacy. It is anticipated that the creation of this economic development strategy will result in a prototype process that could be replicated in other areas of the City.

From the Request for Quotation (RFQ) document: *"The project is focussed on creating a local economic development strategy to stimulate revitalization, investment and job and assessment growth within the Mount Dennis business/employment area and enhance opportunities for surrounding area residents to access jobs.*

The economic development strategy will include a recommended multi-year action plan to help focus and coordinate the City's economic development efforts and maximize outcomes."

The firm of **TCI Management Consultants** was retained through a tender procurement to undertake the development of the strategy through a highly consultative and collaborative process. The work is being undertaken in 4 phases – the first of which is to identify emerging issues and priorities. This document reports on the findings and conclusions of this first phase. Subsequent phases of the project will involve the development of a draft strategy (Phase 2); the further development of the draft into a final strategy and implementation plan (Phase 3); and the documentation of the overall process so that the Mount Dennis experience can become a template for rolling out this approach to other candidate areas of the City (Phase 4).

The Phase 1 work was predicated on a highly consultative process, the findings and implications of which are documented in this Report. The consultation and analysis involved an extensive review of background policies, reports and statistics; a workshop session with a Stakeholder Advisory Group; a larger workshop session with an expanded group of business and community representatives; a survey of businesses and community service organizations in the area; a best practices review of experiences elsewhere; and several meetings with the City's Project Team.

A SWOT Assessment (**s**trengths, **w**eaknesses, **o**pportunities and **t**hreats) was undertaken as a means of consolidating all of the research findings into a meaningful analysis that could be used as a basis for the development of the strategy. This in turn led to the development of an underlying framework that will be used in subsequent phases of the project to develop the economic development strategy.

This framework consists of 6 interrelated areas of action, which are:

A) Leveraging Transit Infrastructure and Ensuring Connectivity: This potential area of economic development strategy recognizes that the location of Mount Dennis and the coming transportation infrastructure improvements are a major strength and economic opportunity for the area that needs to be recognized and built upon in an economic development strategy;

B) Creating a Unique & Positive Identity: This aspect of the strategy recognizes that branding and community identity is an important aspect of economic development. Moreover: a) the current image and identity of Mount Dennis is somewhat deficient; b) there is an emerging positive identity in terms of an 'eco-neighbourhood' theme; and c) the above-mentioned transportation infrastructure improvements will create positive conditions for an improved sense of place. Accordingly, this is seen as a second important aspect of strategy.

C) Encouraging Cluster Development & Investment: The analysis showed that there are current clusters of economic activity existing in the area, where Mount Dennis arguably has a competitive advantage over other areas in the City. In economic development strategy, these areas of concentration represent opportunities to further promote and develop 'clusters' of enterprise where businesses supplying the sector of interest, as well as businesses using the products and services provided by those sectors (so-called backwards and forwards linkages) are promoted and developed.

D) Promoting Business, Creative and Cultural Enterprise: Recognizing the relatively low occupancy costs at present in Mount Dennis, combined with the increased accessibility of the area that is foreseen in future, a key opportunity area for was seen to be to promote and develop creative and cultural enterprise (which often thrives in lower cost premises in central and accessible locations). Pursuing these types of new business and investment opportunities for the area, as well as enhanced cultural programming, is seen to be a strategic opportunity area.

E) Supporting Local Talent & Skills Development: Understanding the current employment base of Mount Dennis, another major thrust of economic development strategy is to identify training and skills development opportunities for the local workforce in line with employment trends and to promote local hiring. Another component of this strategy area would relate to examining the potential for a post-secondary presence in the area to provide such training, perhaps associated with the identified sectors discussed above.

F) Supporting Inclusive Economic Growth: A key risk factor identified throughout the consultation was the risk of 'gentrification' and displacement of both existing residents as well as businesses. This component of the strategy would attempt to mitigate these effects to the extent possible by encouraging inclusive economic growth where existing long-established businesses with a defined clientele would be able to remain and thrive alongside new and innovative enterprises.

In each of these 6 areas, various 'supporting themes' have been articulated, that respond to the issues and opportunities raised during the consultation process. These emerging opportunities will provide the basis for further consultation and development in Phase 2 of the project, which will develop the draft version of the strategy itself.

Major Theme	Supporting Themes
(A) Leveraging Transit Infrastructure and Ensuring Connectivity	1. **Balanced development:** Retain the industrial and mixed-use character of the overall area while protecting existing employment lands and encouraging transit-supportive industrial and commercial intensification where appropriate. 2. **Promote available, underutilized land and buildings in the area as commercial opportunities** for investment, development and renovation/expansion. 3. **Transit hub:** Leverage the significant transit investment and promote the area as a focal point and destination for those living outside the area to come to Mount Dennis, as well as for local residents to access key employment centres (airport, downtown). 4. **Mitigate potential impacts of gentrification** through reduced development charges, inclusionary zoning, community benefit agreements, neighbourhood land trusts etc.
(B) Creating a Unique & Positive Identity	5. **Placemaking – build on existing assets, as well as brand and market the area as an 'eco-neighbourhood'**: This pilot approach would provide the opportunity to define both what an eco-neighbourhood is and promote MD as 'Toronto's first'. 6. **Vibrancy, walkability and authenticity:** Improve sidewalks, streets, facades, street furniture, public art, connectivity to transit, etc. through a defined capital infrastructure program, to improve safety, active transportation (including cycling), walkability and reinforce an 'eco' image while at the same time appreciating the area's authentic character. 7. **Use public art as a differentiating characteristic:** Include public art as an integral part of capital infrastructure projects, to highlight ecological and historical themes. 8. **Ensure safety to persons and property throughout the area**: Promote the relative safety and security of the area after this is established.
(C) Encouraging Cluster Investment & Development	9. **Promote specific niches / clusters / sectors** that build upon existing advantages of the area: non profit and public benefit corporations; health care; green tech; transportation; warehousing; construction; skilled trades; and entrepreneurship. 10. **Encourage development of an innovation hub / business incubator**

(D) Promoting Business, Creative and Cultural Enterprise	**11. Develop more cultural activity and awareness in Mount Dennis:** Through, for example: encouraging investment in arts and culture; a major festival planned in the area; and other potential programming. **12. Promote and attract a variety of retail businesses**: through lower business taxes on Weston Road; expansion of the BIA; grocery stores and markets [to address food desert issues]; new restaurants; etc. **13. Ensure awareness of existing supports to business:** ensure that both existing businesses and new entrepreneurs are aware of the full range of supports and incentives available through the City and various partners. **14. Explore potential for major projects in area: e.g.** cultural and/or educational activity as part of the former Kodak building; any surplus Metrolinx land; Industry Street land.
(E) Supporting Local Talent & Skills Development	**15. Encourage local hiring and talent and skills development** to support emerging employment opportunities in Mount Dennis by, for example, exploring potential initiatives and partnerships with local businesses, agencies and others; etc. **16. Encourage development of a post-secondary campus** in the area
(F) Supporting Inclusive Economic Growth	**17. Develop mechanisms for mitigating the negative effects of gentrification and displacement** through such mechanisms as Community / Neighbourhood Land Trusts, Community Benefit Agreements, encouraging local procurement, etc.

1. Introduction

1.1 Background: A Brief History of Mount Dennis

1.1.1 History of Mount Dennis

The Mount Dennis area is part of the City of Toronto, which is located on the traditional territory of many indigenous nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples.

After European settlement in and around Toronto, the area became associated with the Dennis family who immigrated to Canada from the US after the revolutionary war and who were shipbuilders. (The family was headed by John Dennis, 1758 – 1832.) The Dennis family maintained a sawmill, boatyard and woolen factory on the property, and also farmed in the area. Eventually a village, named 'Mount Dennis' after the Dennis family and the height of land overlooking the Humber, sprang up and grew. The area was known for orchards and market gardens on the fertile soil of what is now known as Eglinton Flats, as well as clay and gravel pits serving the growing city of Toronto.

In 1913 Eastman Kodak Canada developed its Canadian operation adjacent to the rail operation running along Weston Road. This grew into an industrial complex known as 'Kodak Heights' and was a major employer for local residents until its closure in 2005. At its peak, the complex consisted of 16 buildings on a 48-acre campus, employing a workforce of 3,000, many living locally. Only one of these buildings, the iconic 'Building 9', which was a recreation facility for employees featuring change rooms, a cafeteria, a gym, and an auditorium, remains.

An interesting characteristic of Mount Dennis was that many workers at Kodak Heights as well as other factories north and south of Mount *Dennis "built their own homes before municipal services were in place, and small developers built "infill" homes, gradually filling the streets with the current housing stock of former cottages and small, fully detached homes, among the most affordable housing stock in Toronto for recent immigrants and first-time homeowners."* (***Source:*** Wikipedia: https://en.wikipedia.org/wiki/Mount_Dennis). This factor contributes to the very interesting and somewhat idiosyncratic nature of the housing stock in the area.

Another feature of the area has been the diverse nature of its resident and employee base. Like many areas of the City, many ethnocultural groups are represented. In particular, Mount Dennis has been a focal point for new immigrants to the city, and today contains relatively large populations of Caribbean (largely Jamaican), West African and Somalian descent. The many small shops and businesses in the area reflect this diversity, supplying specialized goods and services such as restaurants, barbershops, and hair/nail/ beauty salons. There are also many faith-based establishments serving a wide variety of religious traditions located in the area.

With layoffs at Kodak throughout the 1980s and 90s, and the eventual closure of the complex in 2005, the area went into some economic decline, and progress since that time has been somewhat slow although there has been overall job growth in recent years. Now, however, with the coming transportation infrastructure improvements and the recognition by the City of Mount Dennis as a key are of opportunity as a result, the scene is set for a strategic approach to economic development in the area.

Linked to this economic development strategy there are several other recent and current initiatives underway in the area. These include the active main street Mount Dennis Business Improvement Area Association, the Urban Land Institute *Curtner Urban Leadership Program*, the Planning Framework Study, and several others (see Section 1.5).

1.1.2 History of this City Initiative

Mount Dennis has been identified by the City of Toronto as a candidate neighbourhood for which a local economic development strategy will be prepared. The reasons for this identification include the area's designation as a priority neighbourhood improvement area (NIA) in the City's ***Toronto Strong Neighbourhoods Strategy***, the presence of both a retail 'main street' and industrial/manufacturing interests, the major economic changes envisaged to come in the area in the very near future with a variety of transportation infrastructure improvements, and strong local support and advocacy. It is anticipated that the creation of this economic development strategy will result in a prototype process that could be replicated in other areas of the City.

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In the words of the Scope of Work for the project:

"The Business Growth Services (BGS) Section of the City's EDC Division is leading and overseeing the Mount Dennis economic development strategy as a collaborative effort among the four BGS Units (Business Retention and Expansion; Business Improvement Areas; Sector Development and Entrepreneurship; and Entrepreneurial Services) and with other City and external partners.

The Mount Dennis area, centred around Weston Road and Eglinton Avenue West, is an example of how a neighbouring community's prosperity is linked to its adjacent employment areas. The economic opportunities in the Mount Dennis community have aligned in large part with the rise and decline of Kodak's major manufacturing operations in the area – from being a prosperous neighbourhood during Kodak's boom time, to becoming a Neighbourhood Improvement Area (NIA) after Kodak's demise.

The Mount Dennis community contains several great assets that make it prime for new economic opportunities that also have the potential to benefit area residents – significant transit investments are connecting the community to the broader city, its surrounding employment areas offer affordable industrial and commercial space, and its main street area with its traditional streetscape provides opportunities for rejuvenation.

These assets, as well as the need to address economic issues associated with its NIA designation, make Mount Dennis a prime candidate for an economic development strategy that can leverage infrastructure investments and community resources to realize new economic opportunities for the local business community and drive employment.

The significant transit improvements in the area will bring a renewed interest in investment and development in Mount Dennis. One of the challenges will be to develop strategies to encourage the provision of affordable space for business formation, retention and expansion, within this local growth context.

The Mount Dennis study is also anticipated to function as a pilot for the rest of the City of Toronto and provide a template for the creation of other similar local economic development strategies across the City in future. The local economic development strategy initiative aligns with the EDC Division's new 5-year Strategy that focuses on inclusion and equity, talent and innovation, space and access and operational excellence."

1.2 Purpose of this Project

The Scope of Work for this assignment as specified in the Request for Quotation (RFQ) defined the fundamental purpose of this project to be as follows:

> *"The overall purpose and goal of the project are to create and implement a strategy for the Mount Dennis area focused on realizing economic growth opportunities within the local business community."*

Objectives of the Mount Dennis Economic Development Strategy project include:

- Recognize and leverage key Mount Dennis assets including existing/planned transit, its main street commercial space, and surrounding employment lands
- Align with Economic Development and Culture's Five-Year Divisional Strategy
- Be consultative and inclusive in engaging business and agency stakeholders operating in the Mount Dennis area

- Utilize and promote a coordinated approach among Toronto Economic Development and Culture and other internal/external partners
- Coordinate with, and provide input to, other key initiatives in the area

The study was to be completed in four main phases, with extensive input from the community. Stakeholder engagement opportunities include a Stakeholder Advisory Group, Business/Agency Survey, Workshop and Open House.

The four phases of the work, and the major activities undertaken in each, are:

Phase 1: Community Analysis & Identification of Emerging Priorities

- Consult with local business and agency stakeholders to identify strengths, weaknesses, opportunities and threats for economic development in the community
- Complete an in-depth economic profile of the community
- Identify current status and emerging priorities for economic development in the community

Phase 2: Develop Draft Shared Vision & Economic Development Strategy

- Develop draft vision statement and related principles for the strategy
- Engage and consult community on draft vision and seek input on potential strategies
- Develop detailed draft action plan for the economic development strategy, that includes a range of elements (for example, recommended actions for supporting and expanding existing local businesses, main street and small businesses growth, and for supporting local hiring opportunities)

Phase 3: Finalize Economic Development Strategy & Action Plan

- Engage and consult community on draft strategy recommendations, and refine based on community input, potential delivery partnerships, and resource requirements
- Develop final Mount Dennis economic development strategy for implementation by Toronto Economic Development and Culture in coordination with other City Divisions and partners

Phase 4: Feedback & Implementation

- Collect feedback from the process to provide insight into future strategy development
- Prepare a generic work plan template to use for similar projects in future
- Identify recommended selection criteria for future studies

1.3 Purpose of this Report

The purpose of this Phase 1 Report is to summarize the demographic and economic analysis undertaken on the Mount Dennis Study Area (see next section) as well as the results of the consultation process to date. (This consultation has been comprised of stakeholder workshops as well as surveys of both businesses and community organizations in the area.) This primary and secondary data has enabled the identification of **'emerging priorities'** which articulate both: a) ***problems and issues*** facing the area now and in future, as well as b) ***opportunities*** facing the area today and tomorrow. The recognition of emerging priorities is important to the subsequent development of the actual strategy (which is the next phase of work) as the strategy will need to address and respond to, to the extent possible, issues and problems, and capitalize upon appropriate opportunities and possibilities.

One caution needs to be expressed at this point – particularly recognizing that the identification of emerging priorities is based to a large extent upon the consultation process. This is that the purpose of this work is to create an **economic development strategy** for Mount Dennis. Not all the good ideas raised during consultation necessarily relate directly to economic development and so not all can be part of the development of this strategy. In fact, the following framework is a way of conceptualizing how strategies may directly or indirectly contribute to economic development.

A) **strategies directly related to economic development:** These would entail strategies that are directly targeted to existing and new business development, such as the creation of an incubator or business accelerator facility, or a promotional campaign to ensure that local businesses are aware of the various incentives and supports that are available to them to assist in the growth and development of their business.

B) **strategies indirectly related to improving the ambient business environment:** These are considered to be strategies to improve the overall environment for economic development such as improved signage and wayfinding, the development of a business-oriented brand for the area, etc.

C) **strategies related to community improvement:** These initiatives are oriented toward improving the nature of the community as a place to live primarily for residents and thus contribute very indirectly toward improving the business climate by making the area more attractive for entrepreneurs, families of employees who might work in local businesses, etc.

This is not a hard-and-fast categorization scheme but rather a more general guide to the types of suggestions, ideas and initiatives emerging from the consultation process. Certainly suggestions in category A and B above need to be carefully considered as emerging priorities; those falling into category C will be more judgmental in nature.

1.4 The Study Area Under Consideration

1.4.1 Factors Determining Logical Boundary Areas

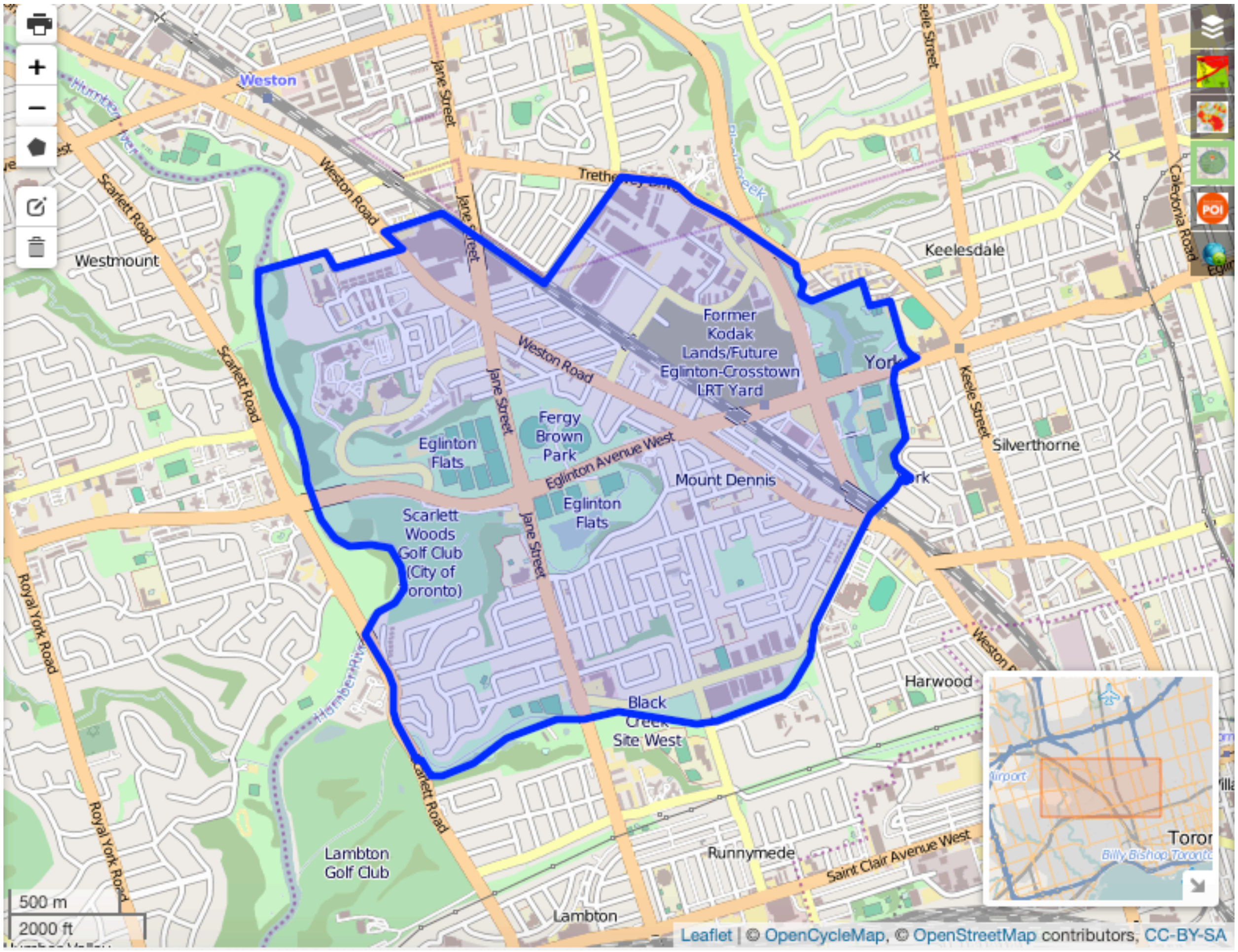
The following considerations helped define the study area for this local development project:

1) **Natural local market alignments:** to the extent possible, neighbourhoods and residential areas should be aligned with the closest retail area where local lowest-order retail and service functions ('convenience goods and services') can be procured
2) **Walking distance:** again, to the extent possible, residential areas within the study area should be within reasonable walking distance (say, 10 minutes) of retail areas
3) **Physical barriers:** Physical barriers that present difficulties in crossing (such as railway tracks, rivers, large expanses of open space, hydro corridors, highways and major roadways) are good natural candidates for boundaries of a study area
4) **Co-terminus with political or administrative boundaries:** Ideally, study areas will be aligned with political or administrative boundaries where consistent policies may apply, or data is collected for the complete area
5) **'Psychic boundaries':** If residents perceive that they belong to the same neighbourhood or area, and this is reflected in local signs, names of businesses, local branding initiatives (such as real estate designations of neighbourhoods), etc. these are useful clues that the area is cohesive and should be considered part of the same study area
6) **Industrial lands that are part of the study area:** Industrial areas that are adjacent or nearby to commercial areas where employees are likely to access services (e.g. local restaurants, drug stores, grocery stores, banks, etc.) should be considered to be potentially within the study area.

All these factors should be taken into account in the definition of any local (i.e. sub-municipal) boundary area for an area or regional economic opportunities study.

1.4.2 Definition of the Mount Dennis Study Area

Taking into account the above considerations, the City developed the Mount Dennis study area boundary for this strategy as shown in the map below:



This Study Area adheres to the principles articulated above as follows:

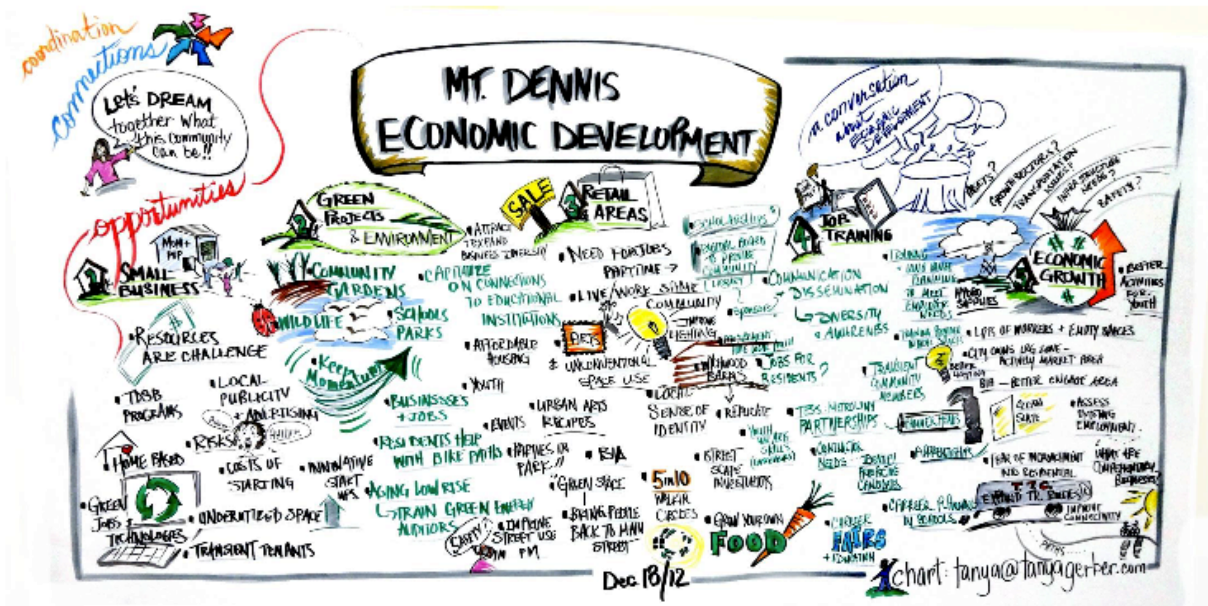
Boundary Orientation	Natural Local Market Alignment	Walking Distance	Physical Barriers	Co-Terminus with Administrative Boundaries[1]	'Psychic Boundaries'	Adjacent Industrial Lands
West	✓	✓	✓ Humber River; Scarlett Rd.	✘	✓	✘
South	✓	✓	✓ Black Creek; Humber Blvd North.	✘	✓	✓
East	✓	✓	✓ Black Creek Drive; Coronation Park	✘	✓	✓
North	✓	✓	✓ Generally, Trethewey Drive and the north limit of the industrial area	✓	✓	✓

[1] Note however that the Mount Dennis census Tract (115) is entirely contained within the study area.

1.5 Alignment with Key Background Documents and Policy Statements

There have been (or are currently in the works) several studies and assessments led by the City of Toronto and/or various agencies concerned with physical, social and economic development in the Mount Dennis area. Some of these relate specifically to the Mount Dennis area, while others relate to the City overall but single out Mount Dennis for particular attention. These studies and initiatives are part of the overall context in which the economic development strategy is being developed, and there are opportunities to coordinate with current projects where potential synergies can be identified. In roughly chronological order, these include:

Mount Dennis Economic Development Workshop, City of Toronto, 2012



On December 18, 2012, approximately 60 people participated in a public workshop focused on economic development in Mount Dennis. The workshop was hosted by City of Toronto Councillors Frances Nunziata and Frank Di Giorgio as well as MPP Laura Albanese. Participants represented local residents, members of local community groups, as well as City of Toronto staff and Metrolinx staff.

The workshop ran by having 5 'stations' (areas of the room) where participants could gather over the course of the workshop to talk about their ideas for various aspects of economic development (going from one to the other as they saw fit). Each station was facilitated by a member of the planning team. The stations were:

STATION 1: Own a small business? Or want to? This station held a discussion on what business owners need to thrive in the community and conveyed information about available resources to start or grow a small business.

STATION 2: Catalyzing green projects in Mount Dennis: This station brainstormed potential green projects for Mount Dennis.

STATION 3: Interested in getting retail areas more animated? The discussion at this area focused around ideas on how to animate and revitalize the retail areas at Weston/Eglinton and Keele/Eglinton (e.g. how to make these areas a destination).

STATION 4: Interested in job training? This station to brainstorm discussed ideas about local training needs and shared information about available training/ job resources in the community.
STATION 5: Want to talk about Economic Growth? This area was devoted to a discussion of strategies for attracting new investment/ business to Mount Dennis.

The logic of the workshop was to share as much information with participants (businesses and stakeholders) as it was to solicit ideas from them.

Specific suggestions and major themes from the workshop in the 5 areas included:

STATION 1: Own a small business? Or want to?	• specific suggestions: clothing, tailoring • use underutilized spaces • promote lower rents in area ('incubator')
STATION 2: Catalyzing green projects in Mt Dennis:	• turn vacant lands & large sites into community gardens • partnership opportunities with faith groups, towers • use rooftops to generate solar energy – District Energy possibility? • develop & promote bike paths • 'Eglinton Flats' is a key strategic asset - use more strategically
STATION 3: Interested in getting retail areas more animated?	• create PLACEMAKING opportunities through: lighting, curated art space, access to power, artists exhibits in unconventional space, public space, meeting places, visual arts programs, animating spaces in empty storefronts (e.g. murals) • promote pop-up stores in empty retail spaces • remove red tape, promote microloans • positive branding of area • use Artscape (Wychwood Barns example)
STATION 4: Interested in job training?	• promote greater awareness in the local community • Metrolinx should hire locally • Community Benefits Agreement with Metrolinx • greater involvement by LEF • critical to interest & involve young people
STATION 5: Want to talk about Economic Growth?	• agreement on need for a local economic development strategy (i.e. **this project**) • critical to address safely and security issues • BIA could better involve the community • transportation connectivity will greatly improve matters • parking enhancements, wider sidewalks needed

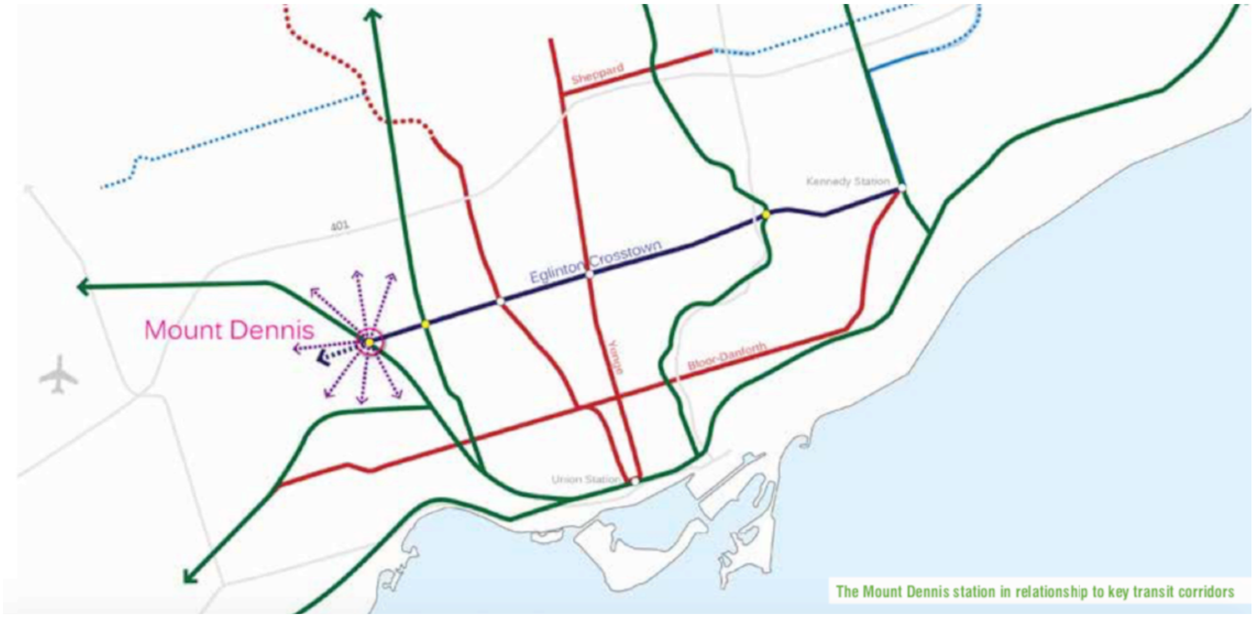
The Community We Want, Learning Enrichment Foundation, 2012
http://lefca.org/documents/LEF_Community_Survey_Report_2012.pdf
This study was based upon a survey of over 300 residents of the Mount Dennis community, administered over a 3-day period in 2012. While this effort did not capture the concerns of businesses directly several of the themes emerging were relevant to overall issues of economic development and investment in the area.

A major theme emerging from the work was the significant degree of community pride extant in the community, as illustrated by the Word Cloud on the cover of the document:

At the same time, concerns were expressed with other aspects of the community such as gaps in the provision of goods and services to local residents; lack of awareness as to what community and support services were available to residents; and concerns with crime and safety. Key recommendations emerging from the survey were:

- *Better advertising of available services so that residents know what support systems and program are available to them*
- *Attract services that are lacking in the local community (as residents need to spend significant amounts of time commuting out of the area to access these)*
- *Attract local stores and services*
- *Establish programs with the police such as Justice Circles (crime and safety came up repeatedly as a major issue)*
- *More community events*
- *Positive community branding*

Mount Dennis Mobility Hub Study (Metrolinx), 2013
http://www.metrolinx.com/en/regionalplanning/mobilityhubs/Mount_Dennis_Mobility_Hub_Study_EN.pdf
This was a planning study undertaken by Metrolinx to examine the impacts upon the Mount Dennis area of the transportation infrastructure developments associated with the area being the western terminus of the Eglinton Crosstown, and the associated linkages to the rest of the TTC network, the UP Express, and the GO system:



The Mount Dennis station in relationship to key transit corridors

There were four stages of development of Mount Dennis anticipated after the opening of the station. These were:

- **Stage 1 – Opening Day:** Prior to, and immediately after, the opening a number of streetscape and related improvements are anticipated including wider sidewalks, streetscaping, and path and trail way connections.
- **Stage 2 – Residential Market and Main Street Improvements**: *"In the short-term people will be attracted to the area by good transit access and lower housing costs in comparison to other parts of the city. This change will be reflected in improvements to the existing housing stock and may result in some smaller 2-3 storey infill housing and townhouse developments. The increase in housing demand, coupled with new residents interested in urban living but priced out of other neighbourhoods is expected to result in an improvement to the retail market along Weston Road. This may lead to a re-occupation of vacant storefronts as residents look for new amenities and services."*
- **Stage 3 – New Residential Development:** *"As residential demand increases and new uses begin to open up along Weston Road the residential market may improve to a point where it becomes viable for higher density forms of development. This would most likely occur first within the Black Creek Triangle area south of Eglinton Avenue and/or at the entrance to the station off of Weston Road where there is good visibility and access."*
- **Stage 4 – Higher Density Residential and Office Developmen**t: *"As the residential market continues to improve over time, it will be possible to attract even higher density forms of development. This will help to increase activity levels and will be important to encouraging new retail uses in and around the station area. It is only once the area has developed an attractive urban environment with diverse housing choices, new retail, restaurant and entertainment uses that the area may see interest from office tenants. If the Crosstown line is extended further west and the bus terminal is no longer needed, the site has been designed to allow the extension of Photography Drive north and the creation of a new development parcel on the bus terminal site which would be suitable for more intense development."*

These stages in the potential future evolution of Mount Dennis as a residential and employment area need to be understood and recognized in the development of this strategy.

The Toronto Strong Neighbourhoods Strategy, City of Toronto, 2005, updated 2019
https://www.toronto.ca/city-government/data-research-maps/research-reports/social-reports/toronto-strong-neighbourhoods-strategy-2020/
The City of Toronto is divided into 140 social planning neighbourhoods that collectively comprise the entire City. In 2005, a socio-economic assessment of these neighbourhoods examining a variety of criteria, identified 13 that were considered priority areas for remedial action, including Mount Dennis. In 2019, these neighbourhoods were re-evaluated on the basis of a number of updated criteria. These were:

1. Economic Opportunities
2. Social Development
3. Participation in Decision Making
4. Healthy Lives
5. Physical Surroundings

A single number ('neighbourhood equity score') was calculated for each neighbourhood and on this basis, 31 were designated as being in need of improvement ('Neighbourhood Improvement Areas' – NIAs). Again, Mount Dennis was one of these (and in fact scored third-last on this overall assessment measure after Black Creek and Glenfield – Jane Heights neighbourhoods). The NIA Profile for Mount Dennis can be accessed here:
https://www.toronto.ca/ext/sdfa/Neighbourhood%20Profiles/pdf/2016/pdf1/cpa115.pdf

Each NIA is assigned a Community Development Officer (CDO) who will:

- Work collaboratively with residents, service providers and other City Staff to make sure City services and facilities address neighbourhood priorities
- Support partnerships with residents and community agencies to deliver services
- Work with funders and businesses to bring new investments in services and facilities to the neighbourhood

Economic Development & Culture Divisional Strategy, 2018 – 2022
https://www.toronto.ca/wp-content/uploads/2018/03/9803-edc-divisional-strategy.pdf
The Economic Development & Culture Division of the City of Toronto undertook the development of its own strategic plan in 2018, which provides a basis for priority Divisional initiatives such as the Mount Dennis Economic Development Strategy. The Strategy establishes goals and actions to support Toronto's business and culture sectors – and ensures that all Torontonians can share the benefits of a vibrant economy and culture.

The Divisional Strategy's four focus areas, and articulated goals within each, are summarized in the chart below:

Focus Area	Goals
Equity and Inclusion	1) Combat economic and cultural disparities across Toronto through impactful programs and services for equity-seeking communities and underserved areas of the city 2) Improve participation in City-led cultural and economic opportunities for underserved communities
Talent and Innovation	3) Improve industry competitiveness for emerging and established business and cultural sectors 4) Enable the workforce to respond to new and future opportunities and challenges
Space and Access	5) Improve access to and affordability of space for business and culture 6) Increase access to City-owned space to provide stakeholders with placed to interact
Operational Excellence	7) Foster and maintain a culture of public service innovation and excellence 8) Deliver exceptional equitable and accessible customer service to all EDC Partners

The Mount Dennis Economic Development Plan initiative clearly has the potential to support all of these goals – and in particular #1, 2, 3, 4, 7 and 8.

2019-2020 Planning Framework Study

As a parallel initiative to this economic development study, the City intends to undertake a detailed **Mount Dennis Planning Framework Study** to address a broad range of objectives and issues identified below:

- Establishing an **updated planning framework** to support healthy and inclusive communities, local business activity and growth while preserving the historical fabric and defining attributes of Mount Dennis and identified character areas;
- Supporting the **identification of Mount Dennis as an Eco-Neighbourhood** through natural environment, energy, servicing, and urban design plans, policies and programs;
- Supporting the **indigenous heritage, cultural heritage and diversity** of Mount Dennis and **identifying heritage sites for inclusion on the City's heritage register;**
- Aligning the development of a new Planning Framework with **recent and parallel initiatives** in Mount Dennis and city-wide;
- Advancing the **renewal of the Weston Road streetscape and other streetscapes** and providing guidance for the related improvement in public spaces and existing and new buildings;
- Guiding the comprehensive design of the Weston Road and Eglinton Avenue West intersection and other local streets to demonstrate best practices for **Complete and Green Streets and a focus on safely, pedestrian and cycling infrastructure**, green infrastructure and greening;

- **Maximizing transit investment in Mount Dennis** including better connections in and around the Study Area and beyond through Complete Streets and an improved public realm, active transportation, surface transit, improved street design and plans for vehicular parking;
- **Preserving natural area and green spaces**, expanding access to green space and identifying opportunities for park plans improvements and additional parking and open spaces;
- **Updating and expanding the physical and social infrastructure** serving the Study Area to support growth;
- Ensuring **housing affordability and inclusivity**, including living spaces and community services for families of all sizes and means;
- Ensuring the evolution of Mount Dennis is consistent with the Provincial Policy Statement **and conforms with the Growth Plan for the Greater Golden Horseshoe (2019), the official plan and other applicable planning policies**; and
- Ensuring the vision and plan for Mount Dennis' next evolution is informed by and **reflects the input and interests of a broad range of stakeholders** representative of the area's population.

The study will assess various land use considerations to facilitate economic development and community-building in the study area (note that the study area for the planning framework study is slightly different from that for the present initiative).

Selected sections from the Terms of Reference for the project outline quote its purpose and approach:

> *"The City of Toronto's Planning Division is seeking a team of qualified professionals to undertake a comprehensive Planning Framework study to support the development of a renewed vision for Mount Dennis and the recommended tools to support that vision. The scope of work and deliverables to be completed by the Vendor will inform amendments to the Official Plan and Zoning By-law, as well as other potential updates to City strategies, guidelines and capital plans."*
>
> *"The Mount Dennis Planning Framework study will address a variety of inter-related themes, with strategies and recommendations specific to each. The study will tie these elements together through a comprehensive community vision and clear recommended plan of action. The themes include:*

• *Land use* • *Built Form* • *Cultural Heritage* • *Public Realm* • *Complete and Green Streets* • *Mobility* • *Municipal Servicing*	• *Community Services and Facilities (CS&F)* • *Natural Environment* • *Energy Efficiency* • *Public Health* • *Social Development* • *Affordable Housing*

The implementation recommendations may include recommended amendments to the Official Plan and Zoning By-law, new urban design guidelines, recommend additions to the Heritage Register and updates to relevant City strategies and capital plans.

One key theme that the Planning Framework study will address is that of 'Environment and Energy' which is a lens that will pervade the entire project – that is, it will be a perspective that is brought to all aspects of the study and the policy directions emerging from it. This is a policy stance that the present economic development study will consider in the development of its own conclusions and recommendations.

As of the present time (September 2019) the study is in the tender process and has yet to be awarded.

Urban Land Institute (ULI) and the 2018-2019 Curtner Leadership Program

The Urban Land Institute, (ULI) is a non-profit research and education organization whose stated mission is *"to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide".* The organization has 42,000 members representing the real estate and land use industry across 81 countries, with offices worldwide, and having chapter affiliates in many cities. The ULI Toronto chapter implements the overall mission, by helping to shape a sustainable and thriving future for the Toronto Region. This local affiliate is supported by over 2000 public and private sector members.

ULI Toronto's **Curtner Urban Leadership Program** (sponsored by Quadrangle Architects in memory of one of its founding partners, Brian L. Curtner) is an annual curriculum-based educational experience for mid-career professionals from different disciplines in the broad real estate industry. The program's philosophy is to immerse these individuals in real-world urban issues facing Toronto to create positive change in the City. The program revolves around city building, mentorship and collaboration. (Further details about the program are available at: https://toronto.uli.org/programs/urban-leadership-program/.)

Each year the program tackles a different challenge facing Toronto. In 2018-2019, the issue selected was to create a vibrant and sustainable plan for Mount Dennis, recognizing the historical challenges facing the area (most notably the closing of the entire 'Kodak Heights' manufacturing campus in 2005 the produced photography/camera-related goods) but also the significant opportunities posed by transportation and connectivity improvements coming to the area (through the completion in 2021 of Mount Dennis Station, the western terminus of the Eglinton Crosstown LRT). Three teams were created from the 24 participants, each tasked with the job of solving existing land-use challenges in an effort to help the Mount Dennis community. Appendix D summarizes 'major ideas' contained in these presentations; the full details can be found at: https://toronto.uli.org/programs/urban-leadership-program/class-of-2019/4396-2/.

2. Environmental Scan

2.1 Current Trends and Developments in the Study Area

There are several major developments and trends which will dramatically influence the future of the Mount Dennis area. Key among these are:

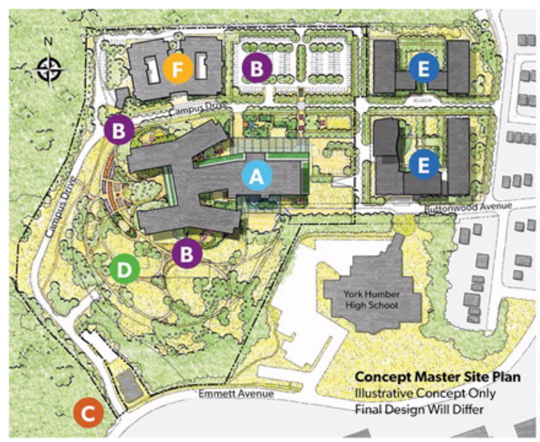
Development of Mount Dennis as a major transportation hub of Toronto: Mount Dennis is on the threshold of becoming the second-largest mobility hub in Toronto - second only to Union Station - once the Eglinton Crosstown LRT opens in September of 2021. Once finished, the LRT will feature 25 stops (one of which of course will be Mount Dennis) and link to more than 50 bus routes, three subway stations and GO Transit and Union Pearson Express (UPX) lines. The complex will consist of: the Mount Dennis LRT station; a TTC bus terminal; a GO Transit and Union Pearson Express station; an elevated "guideway" carrying the LRT cars into Mount Dennis station; and a maintenance and storage facility. See: https://www.toronto.com/news-story/8870171-mount-dennis-set-to-become-the-second-largest-transit-hub-in-the-city/

Aerial-view rendering of Mount Dennis station, as it will appear when the LRT is operating, image, Metrolinx

Future of the Kodak Building: The Kodak Building previously known as Building 9 of the Kodak Mount Dennis Campus (it was formerly the recreation and entertainment centre for employees) has been acquired by Metrolinx as a secondary entrance to the Mount Dennis LRT station. The use of the three floors above has yet to be determined, and there are clearly interesting business development and other possibilities associated with this opportunity. See: https://www.blogto.com/city/2017/11/torontos-iconic-kodak-building-9-just-made-big-move/

Expansion of West Park Healthcare Centre: This 27-acre facility on the western side of the study area provides specialized rehabilitation; complex continuing care, long-term care and community health services helping individuals manage difficult health challenges like lung disease, diabetes, stroke, amputation and musculoskeletal issues arising from a life-changing event or illness. A $1.2 billion development project will see the construction of a new hospital building, providing inpatient, outpatient and outreach services to meet future demands for health care in Ontario (see: https://www.newswire.ca/news-releases/west-park-healthcare-centre-unveils-plans-for-new-12b-toronto-hospital-696963731.html)

BUILDING AN INTEGRATED CAMPUS OF CARE



A New Hospital B Demolition of Patient Care and Maintenance Buildings C Creation of New Campus Entrance D Renewal of Green Space E Non-Hospital Development Buildings F Existing Long-Term Care Centre

West Park's vision is to be an integrated campus of care that truly models the way of the future for patient care delivery, education and research.

York Recreation Centre: Opened in April 2017, this relatively new recreation complex is in the southeast corner of the study area. Located on a former brownfield site, the 67,000 sq. ft. facility includes a six lane, 25-metre pool, a double gymnasium, fitness studio, weight room, indoor walking and running track, and five multi-purpose rooms. The construction cost was $27 million.

2.2 Relevant policies and initiatives (local and city-wide) – EDC, City and agency/external

There are a number of relevant policy initiatives, background studies and sources of data that have been compiled for this project (for all phases, not just Phase 1). Appendix A contains a list of these, with links to appropriate web sites and sources of information where appropriate.

2.3 Private Sector: Economic Trends and Business Response

In order to both determine business trends and to identify potential strategic directions for the study from the perspective of the local business community, a survey of businesses was undertaken. The consulting team developed a questionnaire, which was then administered by study team members through a door-to-door approach to local businesses. The survey was also mailed to commercial and industrial property owners. Surveys were also posted online on the project web page. The door-to-door visits helped considerably in encouraging businesses to participate. The survey resulted in over 60 responses – approximately 20% of all businesses in the study area. The City's ***CheckMarket*** program was used to collect and report upon survey results. Appendix A reports on the detailed results of this survey.

Highlights of this business survey were as follows:

- ***just over half of all businesses responding described themselves as service or retail, with a smattering of other business types represented***:

  - *26% (26 responses) described themselves as 'retail'*
  - *26% (26 responses) described themselves as 'service'*
  - *11% (7 responses) were 'manufacturing'*
  - *10% (6 responses) were 'construction'*
  - *roughly ¼ of all responses were a variety of other business types: institutional, office, recreation/entertainment, wholesale, 'other'*

- ***in terms of sectoral representation***, the main ones represented were:

  - *18% (11 responses) described their sector as 'construction'*
  - *11% (7 responses) described their sector as 'food and beverage'*
  - *11% (7 responses) described their sector as 'automotive'*
  - *6% (4 responses) described their sector as 'retail'*
  - *20 responses (nearly 1/3 of the total) described their sector as 'other';* in this 'other' category, there were just a few common responses:

    - *health care / pharmacy (6 responses)*
    - *restaurants (3 responses)*
    - *art / antique restoration (2 responses)*

- ***there is a good mix in terms of how long businesses had been in the Mount Dennis area***: there was a good distribution of businesses in terms of how long they have been operating in the area, with 60% of businesses having been in operation for 10 years or more:

  - *29% (18 responses) had been in business in the area for 25 years or more*
  - *60% (51 responses) had been in business in the area for 10 years or more*
  - *18% (11 responses) had been in business in the area for 5 years or less*

- ***most businesses rent or lease their premises:*** there were somewhat more businesses that owned and leased their premises:

  - *57% (33 responses) leased or rented their premises*
  - *40% (22 responses) owned their premises*
  - *4% (3 responses) reported 'other' on this question*

- ***physical space is relatively small:*** most businesses operated out of premises that were 5,000 square feet or less:

  - *23% (14 responses) operated in 1,000 square feet or less*
  - *41% (26 responses) operated in premises that were between 1,000 and 5,000 square feet*
  - *so, nearly two-thirds (64%, or 40 responses) operated in premises that were 5,000 sq. ft. or less*

- *11% (6 responses) operated in premises that were 50,000 square feet or more in size*

• ***most are not members of the BIA:*** *only 23% of businesses (13 responses) reported being a member of the Mount Dennis BIA (which extends along Weston Road north and south of Eglinton Avenue)*

• ***most respondents have relatively few employees:*** most businesses had 5 or fewer employees:

- *28% (16 responses) had just one employee – the respondent*
- *38% (22 responses) had 2 to 5 employees*
- *so, nearly two-thirds (66% or 38 responses) had 5 or fewer employees*
- *18% (6 responses) had 11 or more employees, with 6% (3 responses) reporting 50 or more employees*

• ***most employees of local businesses do not live in the area:*** the percentage of the total workforce that lived in the area was reported as follows:

Percentage of Workforce Reported as Living in Mount Dennis Study Area	***Survey Response***
0% (none)	*42%*
Between 1% and 20%	*29%*
Between 21% and 40%	*9%*
Between 41% and 60%	*4%*
Between 61% and 80%	*4%*
81% and above	*13%*

• ***most customers are not local:*** the percentage of the customers or clientele of the business that are located in the area was reported as follows:

Percentage of Customers / Clientele Coming from Mount Dennis Area	***Survey Response***
0% (none)	*18%*
Between 1% and 20%	*32%*
Between 21% and 40%	*11%*
Between 41% and 60%	*11%*
Between 61% and 80%	*12%*
81% and above	*13%*

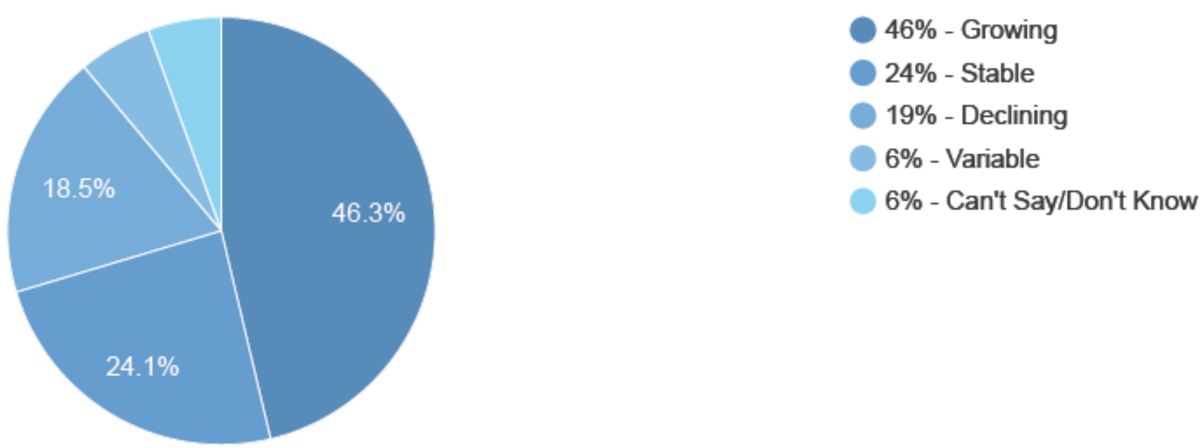
• ***most businesses do not export:*** while most businesses do not export, there are a few businesses which are substantial exporters – 17% of businesses achieve more than 60% of their sales from exports. The percentage of sales that are represented by exports (beyond Canada) are:

Percentage of Sales that Are Exports	***Survey Response***
0% (none)	*75%*
Between 1% and 20%	*11%*
Between 21% and 40%	*5%*
Between 41% and 60%	*0%*
Between 61% and 80%	*9%*
81% and above	*8%*

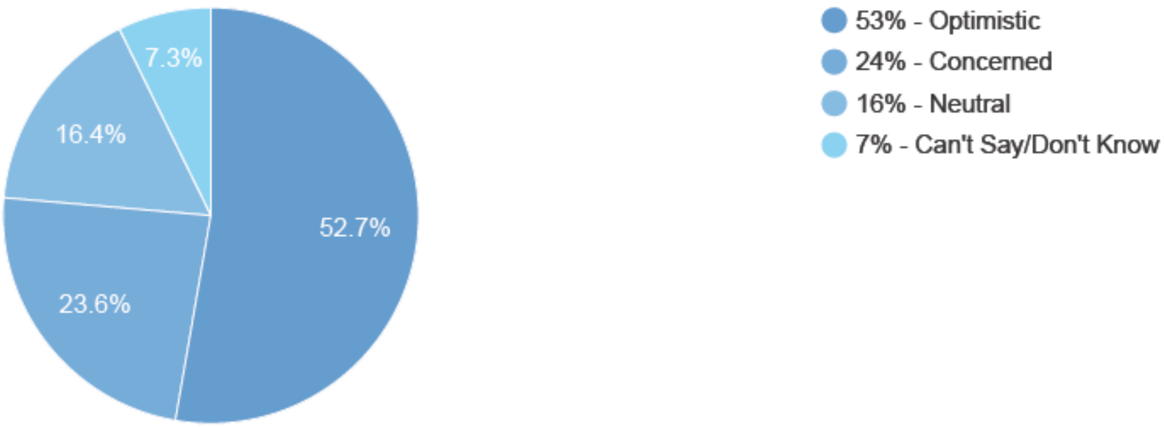
- ***a significant percentage of businesses report that they are 'diverse suppliers'*** *(a 'diverse supplier' is any business or enterprise that is more than 50% owned, managed or controlled by Indigenous persons or persons belonging to an equity-seeking group e.g. women, racialized groups, people with disabilities, immigrants and refugees, and LGBTQ2S† individuals)*

  - % of respondents that identify as 'diverse suppliers': 25% *(13 responses)*
  - % of respondents that do not know if they are 'diverse suppliers': 8% *(5 responses)*
  - % of respondents that do not identify as 'diverse suppliers': 68% *(39 responses)*

- ***nearly 70% of respondents report that their business has been stable or has grown in the last 3-5 years:***

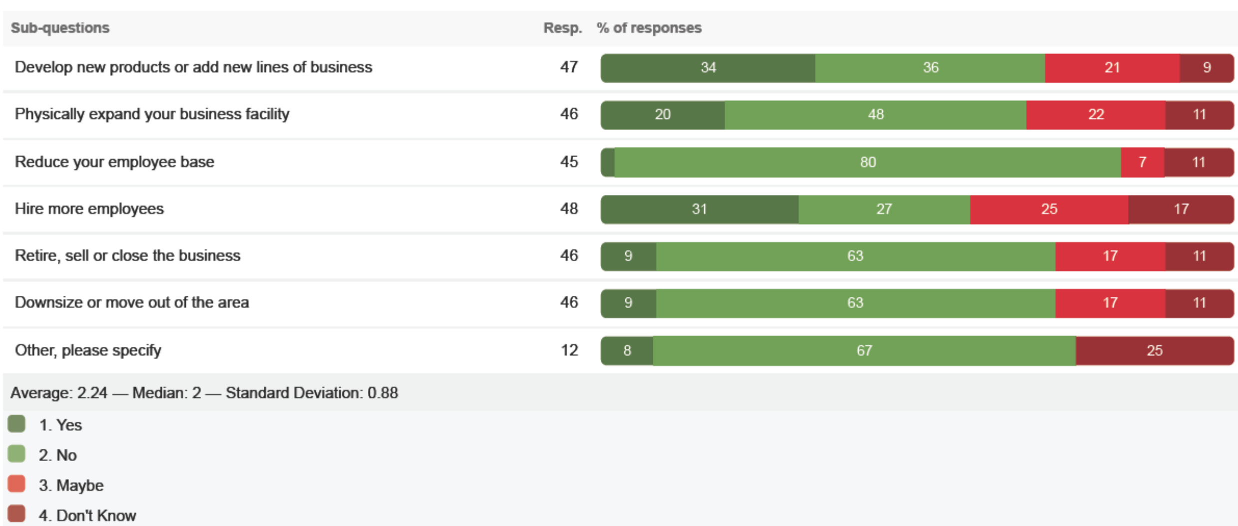


• ***significant optimism for the future: over half of respondents report that they are optimistic about business prospects in the future:***



• ***future business plans:*** Respondents were asked about their future business plans (next 3 to 5 years) in light of the transportation and other developments occurring in and around the area. This revealed some significant plans for growth and expansion as shown in the chart below. Of particular note was the following:

- *31% (16 responses) have plans to develop new product lines or add new lines of business*
- *31% (16 responses) have plans to hire more employees*
- *20% (7 responses) have plans to physically expand their premises*



• ***what they would like to see in this economic development strategy:*** Respondents were asked their reaction to a number of possible strategic directions that might be contained within the plan developed. The reactions are shown in the chart below:

→ Six potential strategies had the highest endorsements in terms of 50% or more of respondents rating them as 'essential or 'very important'. These were:

- ***Attracting more businesses (to the area)*** – 64% of 45 respondents rating as 'essential or 'very important'
- ***Improving public transit connectivity*** – 57% of 51 respondents rating as 'essential or 'very important'
- ***Improving community safety*** – 55% of 48 respondents rating as 'essential or 'very important'
- ***Ensuring adequate parking facilities and supply*** – 52% of 46 respondents rating as 'essential or 'very important'

- ***Access to incentives -*** 53% of 43 respondents rating as 'essential or 'very important'
- ***Streetscape beautification and amenities -*** 50% of 48 respondents rating as 'essential or 'very important'

• ***lack of awareness of City support available:*** Finally, respondents were asked whether they were aware of various support resources from the City and other levels of government available to assist in the growth and development of their business. This revealed:

- *58% (34 respondents) are 'not at all aware' of what might be available*
- *23% (13 respondents) report that they are 'somewhat aware'*
- *6% (3 respondents) report that they are 'very aware'*
- *13% (7 respondents) report that they 'can't say or don't know'*

Combining the first and last categories above seems to indicate that 72% of businesses do not understand what forms of support might exist to grow or expand their business.

2.4 Community Agencies and Organizations: Economic Trends and Organization Response

Similar to the business survey, a questionnaire was developed for agencies and organizations in the study area – either those operating directly in Mount Dennis, or whose area of responsibility encompassed the area. Again, the consulting team developed a questionnaire which was then provided online and made available to local community organizations and agencies either in-person or via email. The agency and organization survey resulted in 19 responses. The City's ***CheckMarket*** program was used to collect and report upon survey results. Appendix B reports on the detailed results of this survey.

Highlights of this community agency and organization survey were as follows:

• ***there is a good distribution in terms of various types of organizations***:

- *20% (3 responses) were faith-based groups*
- *20% (3 responses) were government agencies*
- *7% (1 response) was a service club*
- *27% (4 responses) were social service agencies*
- *27% (4 responses) described themselves as 'other'*

• ***there is a good mix in terms of how long organizations have been active in the Mount Dennis area*** with most (67%) having been in operation for 10 years or more:

- *40% had been in operation in the area for 25 years or more*
- *67% had been in operation in the area for 10 years or more*
- *26% had been in operation in the area for 5 years or less*

• ***half of the organizations rent or lease their premises:*** there was approximately an even distribution in terms of organizations that owned and leased, their premises:

- *47% (7 organizations) lease or rent their premises*
- *47% owned their premises*
- *7% reported 'other' on this question*

• ***most are not members of the BIA:*** *27% of organizations reported being a member of the Mount Dennis BIA*

• ***nearly half (47%) of all organizations serve 50 or more members or constituents***

• ***just under half (40%) of organizations' surveys serve primarily the Mount Dennis / Weston area***

• ***most respondents had relatively few employees:*** most organizations had 5 or fewer employees; however, 27% are large and reported having more than 50 employees:

- *30% had just one employee – the respondent*
- *27% had 2 to 5 employees*
- *so, most (57%) had 5 or fewer employees*
- *nearly half (47%) had 11 or more employees, with 27% reporting 50 or more employees*

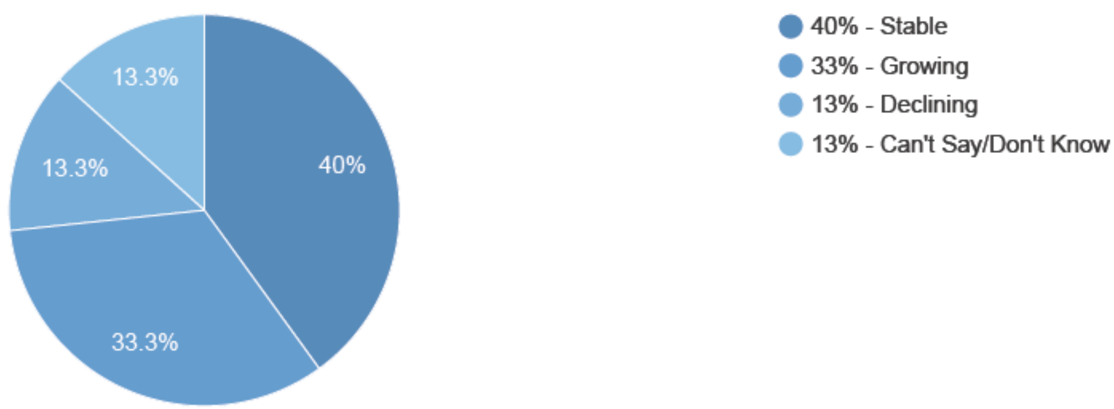
• ***most employees do not live in the area:*** the percentage of the total workforce that lived in the area was reported as follows:

Percentage of Workforce Reported as Living in Mount Dennis Study Area	***Survey Response***
0% (none)	*33%*
Between 1% and 20%	*33%*
Between 21% and 40%	*17%*
Between 41% and 60%	*17%*
Between 61% and 80%	*0%*
81% and above	*0%*

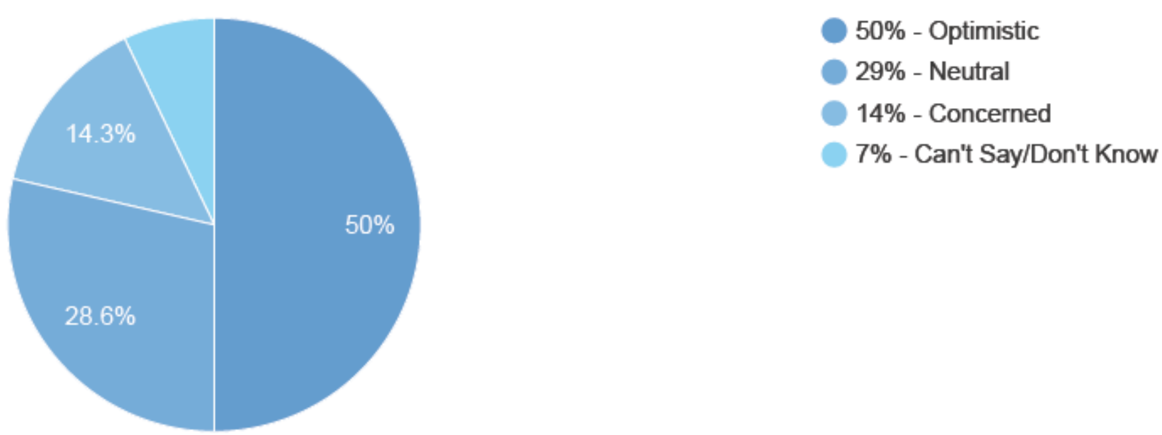
• ***a significant percentage of organizations report that they are 'diverse suppliers'*** *(a 'diverse supplier' is any business or enterprise that is more than 50% owned, managed or controlled by Indigenous persons or persons belonging to an equity-seeking group e.g. women, racialized groups, people with disabilities, immigrants and refugees, and LGBTQ2S† individuals)*

- % of respondents that identify as 'diverse suppliers': 40%
- % of respondents that do not know if they are 'diverse suppliers': 7%
- % of respondents that do not identify as 'diverse suppliers': 33%

• ***most (73%) of respondents report that their organization has been stable or has grown in the last 3-5 years:***

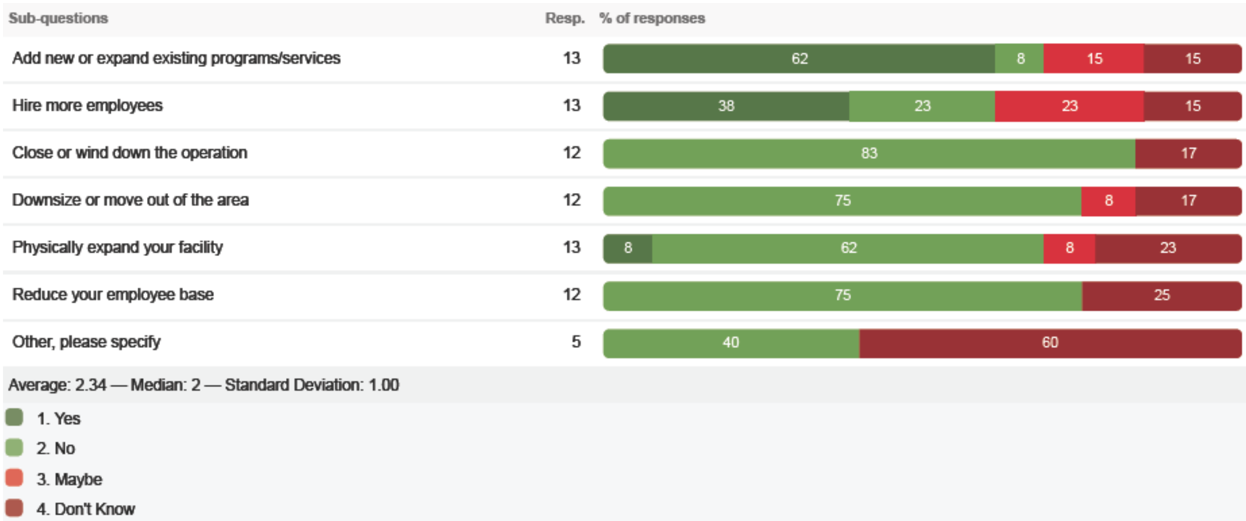


• ***significant optimism for the future:*** *half of respondents report that they are optimistic about prospects for the area in the future:*



• ***future plans:*** Respondents were asked about their organization's future plans (next 3 to 5 years) in light of the transportation and other developments occurring in and around the area. This revealed some significant plans for growth and expansion as shown in the chart below. Of particular note was the following:

- *62% have plans to add new or expand existing programs and services*
- *33% have plans to hire more employees*
- *8% have plans to physically expand their premises*


Sub-questions
Resp.
% of responses
Add new or expand existing programs/services
13
62
8
15
15
Hire more employees
13
38
23
23
15
Close or wind down the operation
12
83
17
Downsize or move out of the area
12
75
8
17
Physically expand your facility
13
8
62
8
23
Reduce your employee base
12
75
25
Other, please specify
5
40
60
Average: 2.34 — Median: 2 — Standard Deviation: 1.00
1. Yes
2. No
3. Maybe
4. Don't Know

• ***what they would like to see in this economic development strategy:*** Respondents were asked their reaction to a number of possible strategic directions that might be contained within the plan developed. The reactions are shown in the chart below:

→ Six potential strategies had the highest endorsements in terms of 50% or more of respondents rating them as 'essential or 'very important'. These were:

- ***Improving public transit connectivity*** – 77% of 13 respondents rating as 'essential or 'very important'
- ***Improving community safety*** – 69% of 13respondents rating as 'essential or 'very important'
- ***Access to incentives -*** 69% of 13 respondents rating as 'essential or 'very important'
- ***Pedestrian and cycling environment*** – 54% of 13respondents rating as 'essential or 'very important'

- ***Streetscape beautification and amenities -*** 50% of 12respondents rating as 'essential or 'very important'
- ***Attracting more businesses (to the area***) – 50% of 12 respondents rating as 'essential or 'very important'*[2]

• ***lack of awareness of City support available:*** Finally, respondents were asked whether they were aware of various support resources from the City and other levels of government available to assist in the growth and development of their organization. This revealed:

- *46% are not at all aware of what might be available*
- *46% report that they are 'somewhat aware'*
- *8% report that they are 'very aware'*

[2] Note that this list is quite similar to the top-rated potential strategies from the community survey, with the addition of 'pedestrian and cycling safety' and the deletion of 'parking facilities and supply'.

3. Economic Profile

3.1 Polaris Demographic and Economic Profile of the Study Area

The data below reports on information from Manifold Data Mining, whose proprietary ***Polaris*** database contains demographic and economic information based on the 2016 Census. Polaris enables census data to be reported for specific identified geographical areas – in this case for the specific study area defined for the project. The charts below show this data for the Mount Dennis area compared to the City of Toronto overall. The complete profile is contained as Appendix A to this document; highlights are as shown below:

Demographics

	Mount Dennis	City of Toronto
Population, 2016	21,729	2.865 million
Households, 2016	8,325	1.171 million
Average Household Size	2.53	2.40
% population age 14 or under	16.4%	16.3%
% population age 65 or over	16.0%	16.4%
Labour Force	11,558	1.556 million

→ ***Implications:*** This shows that in terms of overall household parameters, the Mount Dennis area is reasonably close to the City of Toronto overall, with a very slightly younger age-shift for the Mount Dennis population (as suggested by a higher average household size, a higher percentage of persons aged 14 and under, and a lower percentage of seniors).

Dwellings

	Mount Dennis	City of Toronto
% homeowners	56.0%	54.3%
% renters	44.0%	45.7%
Average dwelling value (2016)	$623,000	$892,000
% single detached dwellings	31.8%	25.0%
% apartment dwellings (5+ stories)	31.1%	42.9%
Period of construction 2001 & later	11.5%	18.9%

→ ***Implications:*** This shows that while the percentage of owners and renters is approximately the same as for the City overall, the value of housing (reported in terms of $2015) is considerably less, reflecting in part generally older housing stock. The data also likely reflects an older residential neighbourhood as reflected by a much higher proportion of single detached dwellings.

Education and Income

	Mount Dennis	City of Toronto
% (over age 15) highest level of schooling: no certificate, diploma, degree	17.9%	8.2%
% (over age 15) with bachelor's degree or higher	15.0%	32.4%
Average household income	$71,599	$100,129
Household income $150,000+	4.4%	11.6%

→ ***Implications:*** This shows significantly lower education levels in Mount Dennis as compared to the City overall. This is demonstrated by more than twice the over age 15 population having no certificate, diploma or degree as well as the less-than-half the rate of college education or higher. (Both factors could partially but not completely be explained by the slightly younger age profile as discussed earlier.) Lower education levels could be related to the income dimensions shown in the chart as well, with significantly lower average household incomes in Mount Dennis as well as a much lower percentage of households having incomes over $150,000.

Household Expenditure

	Mount Dennis	City of Toronto
Total Expenditure	**$68,126**	**$90,740**
Food	*$7,349*	*$9,219*
Shelter	*$17,512*	*$21,855*
Household Operation	*$4,117*	*$5,155*
Furnishings and Equipment	*$1,855*	*$2,308*
Clothing	*$3,533*	*$4,429*
Transportation	*$10,026*	*$12,487*
Health Care	*$1,567*	*$1,973*
Personal Care	*$1,150*	*$1,416*
Recreation	*$3,044*	*$3,879*
Reading Materials	*$102*	*$130*
Education	*$1,584*	*$2,223*
Tobacco & Alcohol	*$822*	*$1,022*
Games of Chance	*$113*	*$145*
Personal Taxes	*$8,310*	*$15,109*
Insurance	*$4,005*	*$5,422*
Gifts	*$1,680*	*$2,231*
Charitable Contributions	*$566*	*$783*

→ ***Implications:*** Reflecting generally lower household incomes in Mount Dennis as shown above, this chart shows lower average household expenditures in *each category across the* Board in Mount Dennis. Overall, household expenditures in Mount Dennis are only 75% of the average levels seen in the rest of Toronto.

Immigration and Mobility

	Mount Dennis	City of Toronto
1st Generation Canadian	54.8%	51.0%
2nd Generation Canadian	29.9%	27.1%
3rd and older generation Canadian	15.3%	21.9%
Top 5 countries of origin for immigrants	- Portugal (1130) - Jamaica (1,011) - Viet Nam (843) - Philippines (728) - Guyana (511)	- Jamaica (49K) - Guyana (40K) - China (33K) - USA (28K) - India (24K)

→ ***Implications:*** The immigration profile for Mount Dennis shows slightly higher proportions of first- and second-generation Canadians. (First-generation refers to immigrants who were born outside of Canada.) Like the City overall, some of the most predominant origin points are Jamaica and Guyana. Mount Dennis also shows a pronounced influx of immigrants from South East Asia and South America.

Visible Minorities

	Mount Dennis	City of Toronto
Total Visible Minorities	53.9%	48.6%
Black	*18.7%*	*8.4%*
Latin American	*8.8%*	*2.8%*
Filipino	*4.9%*	*5.1%*
Southeast Asian	*4.0%*	*1.8%*
South Asian	*6.0%*	*12.0%*
Chinese	*3.5%*	*10.7%*

→ ***Implications:*** Mount Dennis has a somewhat greater representation of defined visible minorities, with over half the population falling into this category (compare to just under half for the City overall). Relative to the City overall Mount Dennis shows particularly high concentrations in the 'Black', 'Latin American' and 'Southeast Asian' categories.

Reported Religious Affiliation

	Mount Dennis	City of Toronto
Buddhist	4.6%	2.7%
Christian	66.2%	53.9%
Hindu	4.2%	5.5%
Jewish	0.7%	3.8%
Muslim	7.0%	8.2%
Sikh	0.9%	0.8%
Aboriginal Spirituality	0.0%	0.03%
Other Religions	0.0%	0.5%
No Religion	16.3%	24.6%

→ ***Implications:*** The bottom line of this table shows those reporting ***no*** religious affiliation and accordingly implies that only 16.3% in Mount Dennis report this situation, compared to nearly a quarter of the City overall. The greater degree of religious affiliation in Mount Dennis is particularly shown in terms of Christian and Buddhist leanings.

3.2 Business and Industry Profile of the Area

Two sources of information are tapped in order to develop a profile of business and industry in and around the study area. These are the Toronto Employment Survey data (undertaken each year by the City of Toronto) and the 2016 Census data, captured for census tracts in and around the study area. Each is discussed in turn.

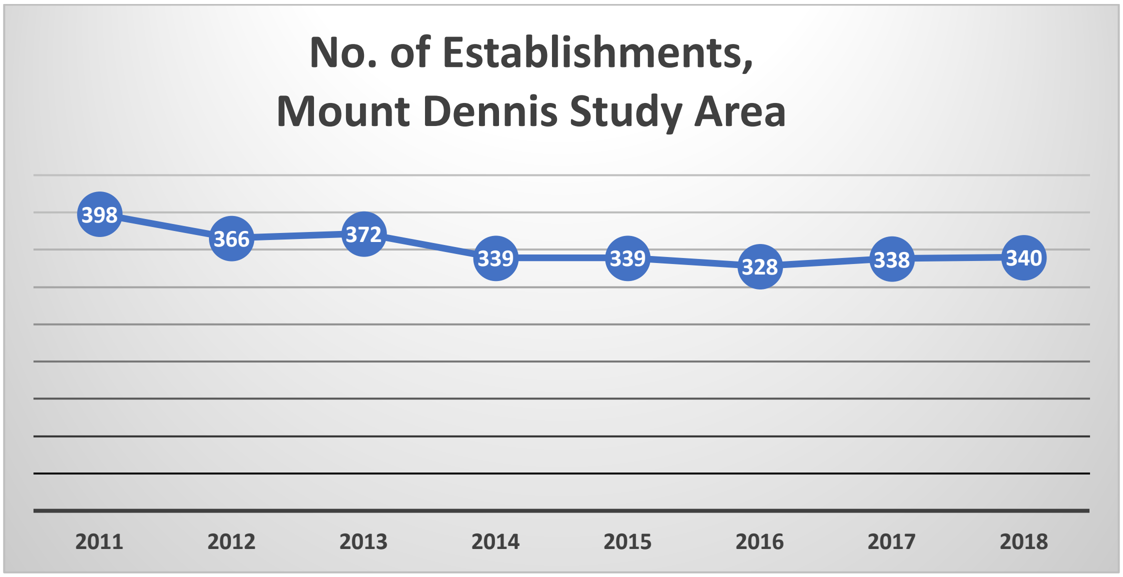
3.2.1 Toronto Employment Survey Data

The City of Toronto's City Planning Division undertakes an annual survey of employers (see: https://www.toronto.ca/city-government/data-research-maps/research-reports/planning-development/toronto-employment-survey/).

Survey results for the 2018 survey for the Mount Dennis area (the study area previously defined) reveals the following trends regarding businesses:

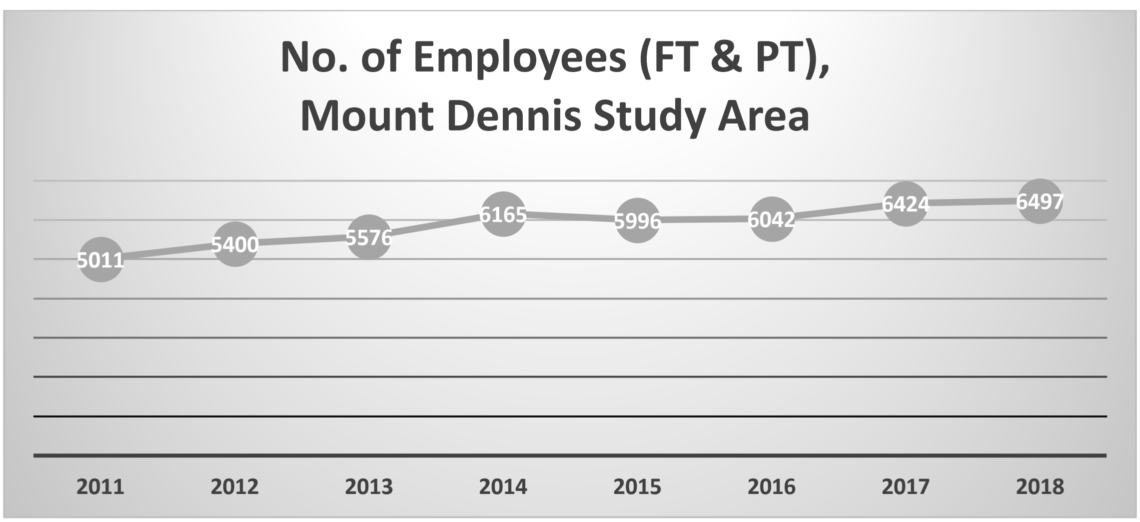
Number of Establishments

Firstly, the number of establishments in the study area has declined somewhat over the previous 8 years, by approximately 15%, from nearly 400 to 340 in 2018:

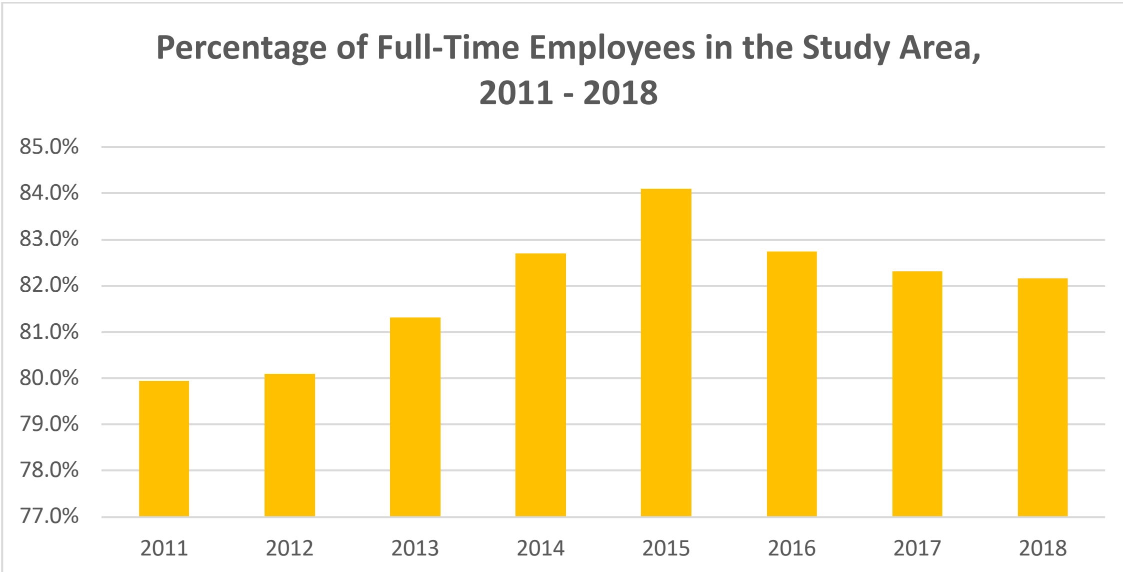


Number of Employees

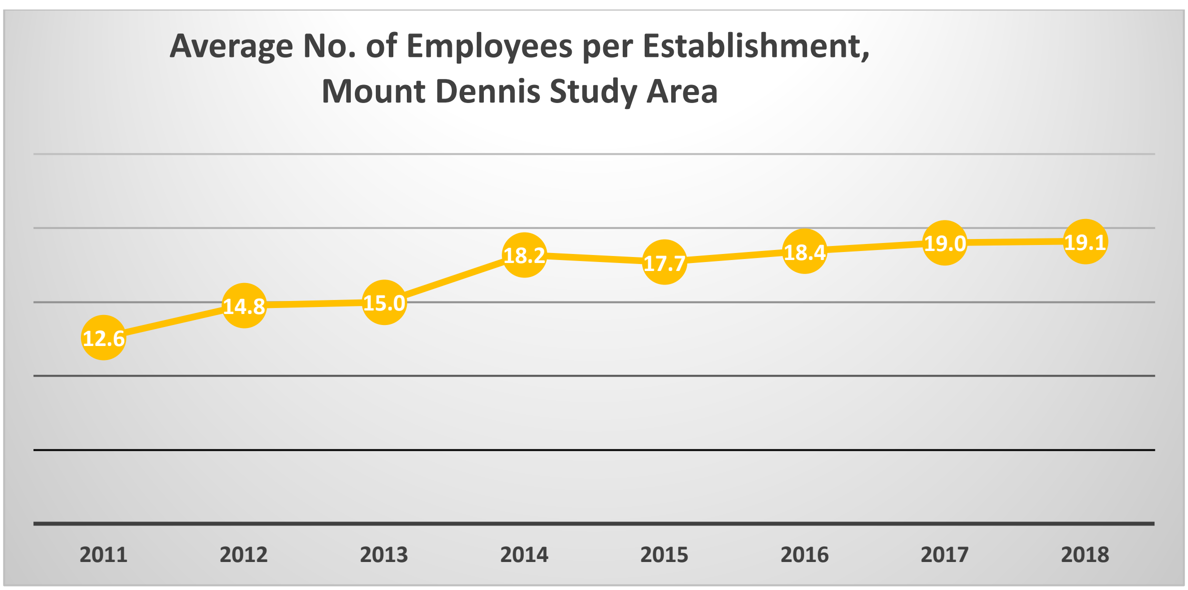
Despite the aforementioned decline in the number of business establishments in the study area, the actual total number of employees across all establishments has increased:



Most of these positions are full-time, although the percentage of full-time employment has fluctuated slightly between about 80% and 84% (settling at about 82% in the last year).

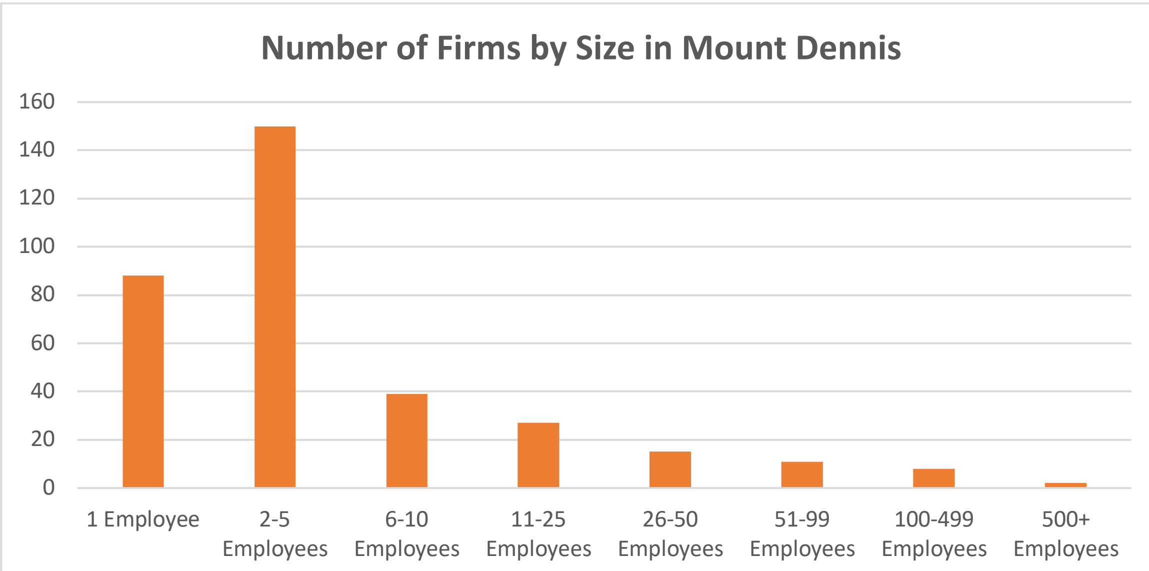


An obvious implication of the number of firms declining while at the same time the number of employees working in the study area is increasing is that the average employment per firm is increasing. The trend shows an increase of just over 50% in employment, on average, for the study area.

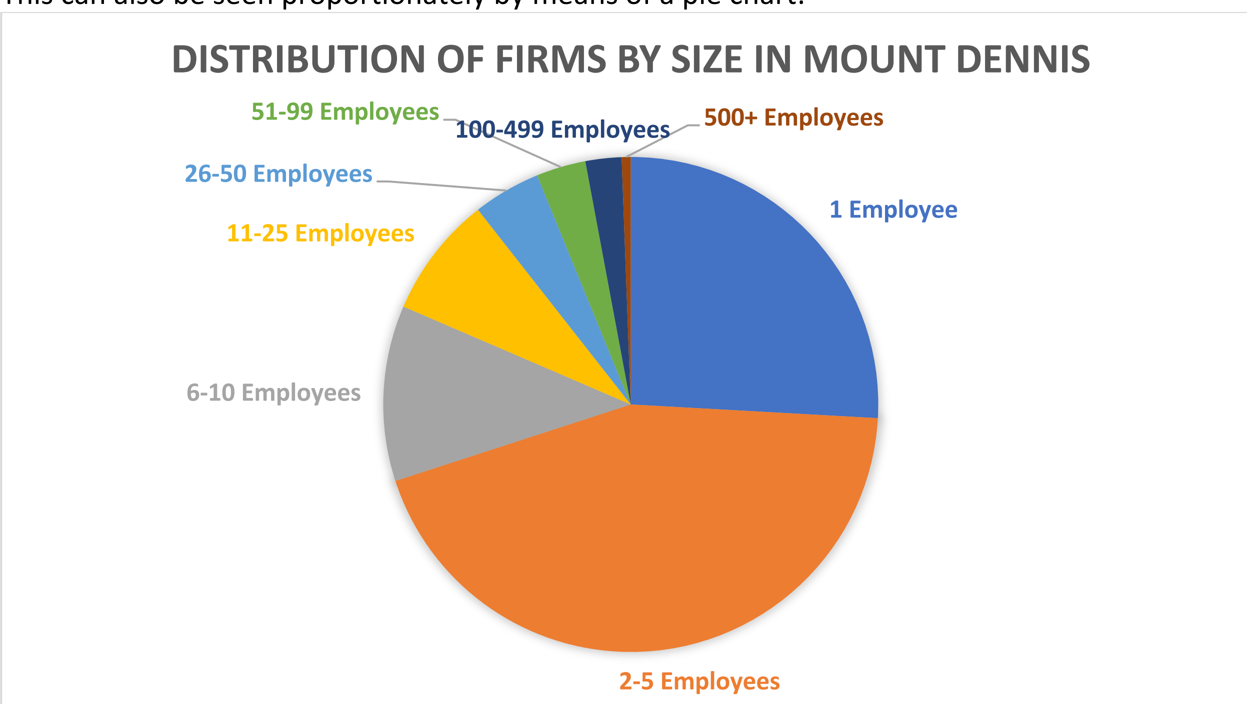


Distribution of Firms by Size

This average, however, conceals a great range in terms of the distribution of firms by size. As the graph below shows, the vast majority of firms are small, with approximately 240 firms (about 71% of the total) being 5 employees or fewer.



This can also be seen proportionately by means of a pie chart:



Establishments by Industry Type and Sectors of Economic Activity

The Toronto Employment Survey data also shows the distribution of employers by industry type. As shown by the graph below, there are two major sectors, each employing just under 900 people, in the area. These two major sectors are:

- support activities for transportation, and
- hospitals

Following these two major sectors (which together provide roughly a quarter of all jobs in the study area) are a number of secondary sectors, each employing between 400 to 500 persons. These are:

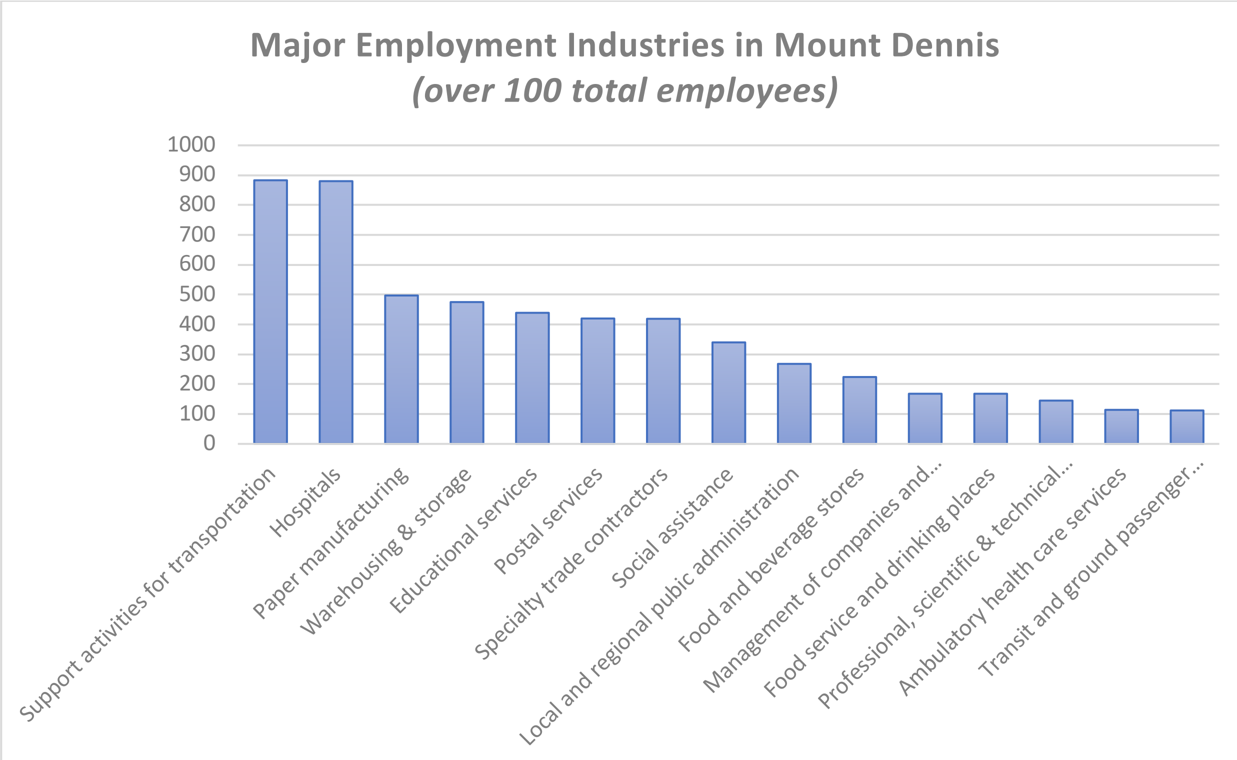
- Paper manufacturing
- Warehousing and storage
- Educational services[3]
- Postal services
- Specialty trade contractors

Other sectors employing over 100 persons represented in the study area are:

- Social assistance
- Local and regional public administration
- Food and beverage stores
- Management companies
- Food service and drinking places
- Professional, scientific and advisory firms
- Ambulatory health care services and
- Transit and ground passenger services

[3] Note that there are 8 schools within the study area: 7 with the Toronto District School Board, and 1 with the Toronto Catholic District School Board. Two are secondary school level, and the remainder are community and junior public schools. They are:

York Humber: https://www.tdsb.on.ca/Find-your/Schools/schno/6594
Frank Oke Secondary School: https://www.tdsb.on.ca/Find-your/Schools/schno/6532
Mount Dennis Community School: https://schoolweb.tdsb.on.ca/dennis
Portage Trail Community School: https://www.tdsb.on.ca/Find-your/Schools/schno/6594
Bala Avenue Community School: https://www.tdsb.on.ca/Find-your/Schools/schno/6101
Roselands Junior Public School: https://www.tdsb.on.ca/Find-your/Schools/schno/6173
Cordella Junior Public School: https://schoolweb.tdsb.on.ca/cordella
Our Lady of Victory Catholic School: https://www.tcdsb.org/schools/ourladyofvictory/Pages/default.aspx



It is interesting to note that there appear to be some potential clusters of activity that may represent future growth opportunities for Mount Dennis.

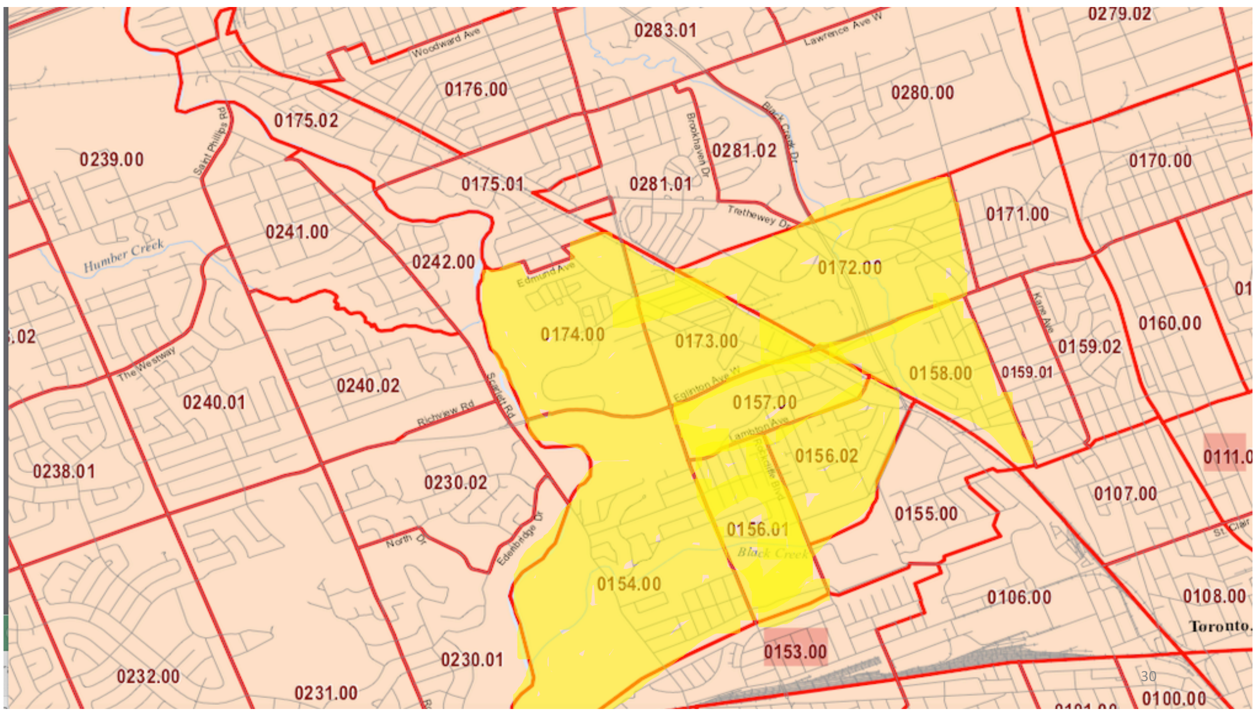
Potential Cluster Identified	**Sectors Identified Through the Toronto Employment Survey**
Local / regional retail and service activities *(79 establishments)*	- Food and beverage stores *(21 establishments)* - Food service and drinking places *(34 establishments)* - Social assistance *(13 establishments)* - Educational services *(11 establishments)*
Health care, wellness and research *(31 establishments)*	- Hospitals *(1 establishment)* - Professional, scientific and advisory firms *(18 establishments)* - Ambulatory health care services *(12 establishments)*
Specialty business *(23 establishments)*	- Specialty trade contractors *(23 establishments)*
Manufacturing *(13 establishments)*	- Paper manufacturing *(2)* - *Wood product manufacturing (2)* - Machinery manufacturing (2) - Furniture and related product manufacturing (2) - Other manufacturing (5)
Transportation and distribution *(8 establishments)*	- Transit and ground passenger services *(1 establishment)* - Support activities for transportation *(1 establishment)* - Warehousing and storage *(5 establishments)* - Postal services *(1 establishment)*

3.2.2 Toronto Employment Data at the Census Tract Level

Place of Work Employment Data from the 2016 census

Another useful perspective on the employment base of the area is provided through analysis of place of work employment data at the census tract level from the 2016 Census. Although somewhat dated, this also provides a useful perspective on employment patterns and enterprise clusters within the area.

One minor difficulty with this analysis is that the census tracts covering the study area are not exactly congruent with the defined study area. Some tracts of interest are entirely within the study area and others are only partially within it. This is shown below (the yellow highlighted tracts are the ones encompassing the entire study area).

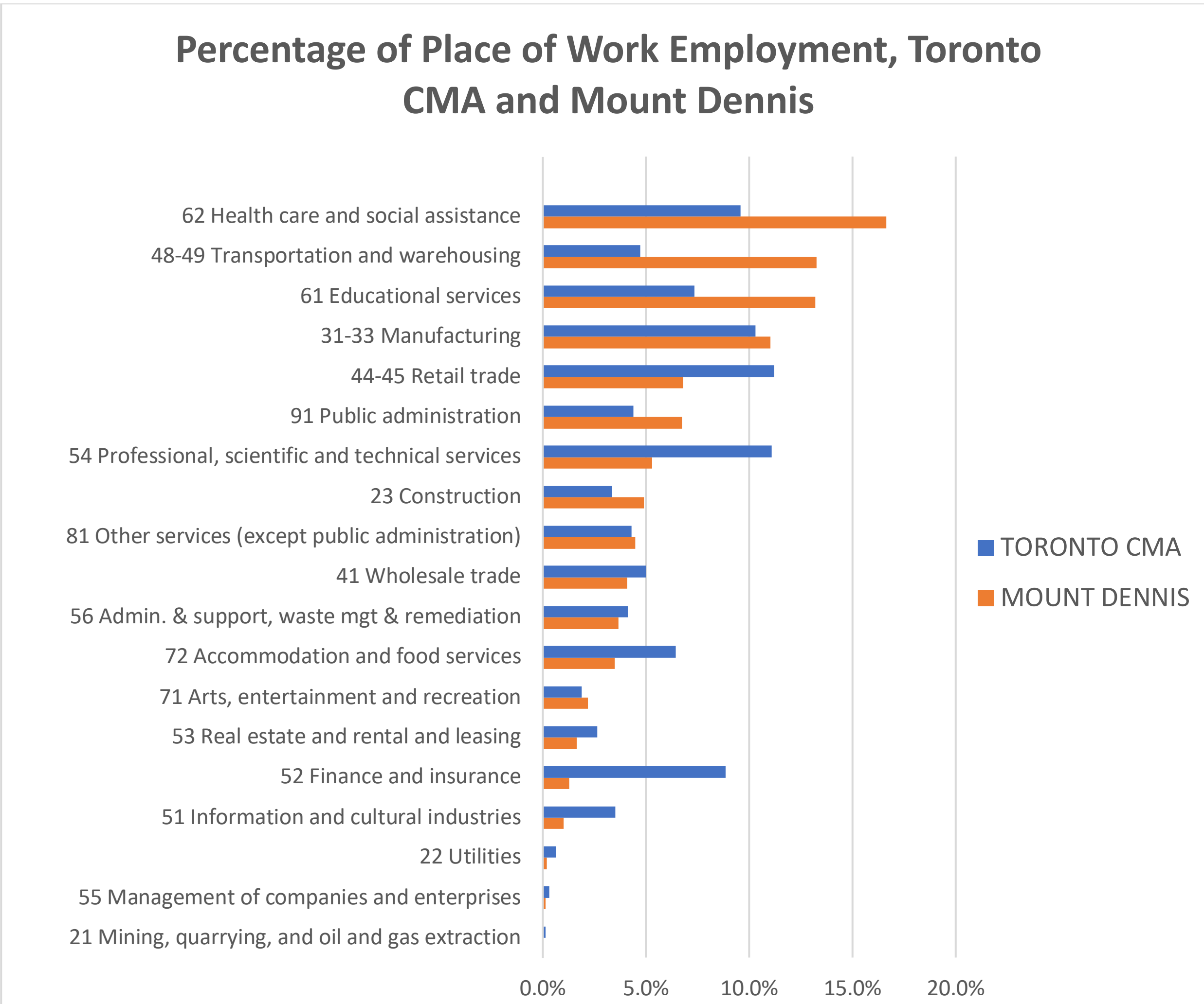


The table below shows those census tracts that are entirely within the study area and those that are only partially within it:

Census Tracts Totally Within Study Area	Census Tracts Partially Within Study Area
- 0173.00	- 0154.00
- 0157.00	- 0156.01
- 0156.02	- 0158.00
	- 0172.00
	- 0174.00

Despite this variance, the census tract data is still useful in showing some of the key employment patterns within and immediately adjacent to the study area.

The following chart shows the major employment sectors in Mount Dennis (in terms of percentage of all employment in the study area, compared to the percentage of employment in that sector in the City overall). As shown by the chart, the largest sectors shown in the census tracts under study are health care and social assistance; transportation and warehousing; educational services; and manufacturing; each being responsible for 10% or more of total employment in census tracts studies (which includes the study area and areas immediately adjacent to it).



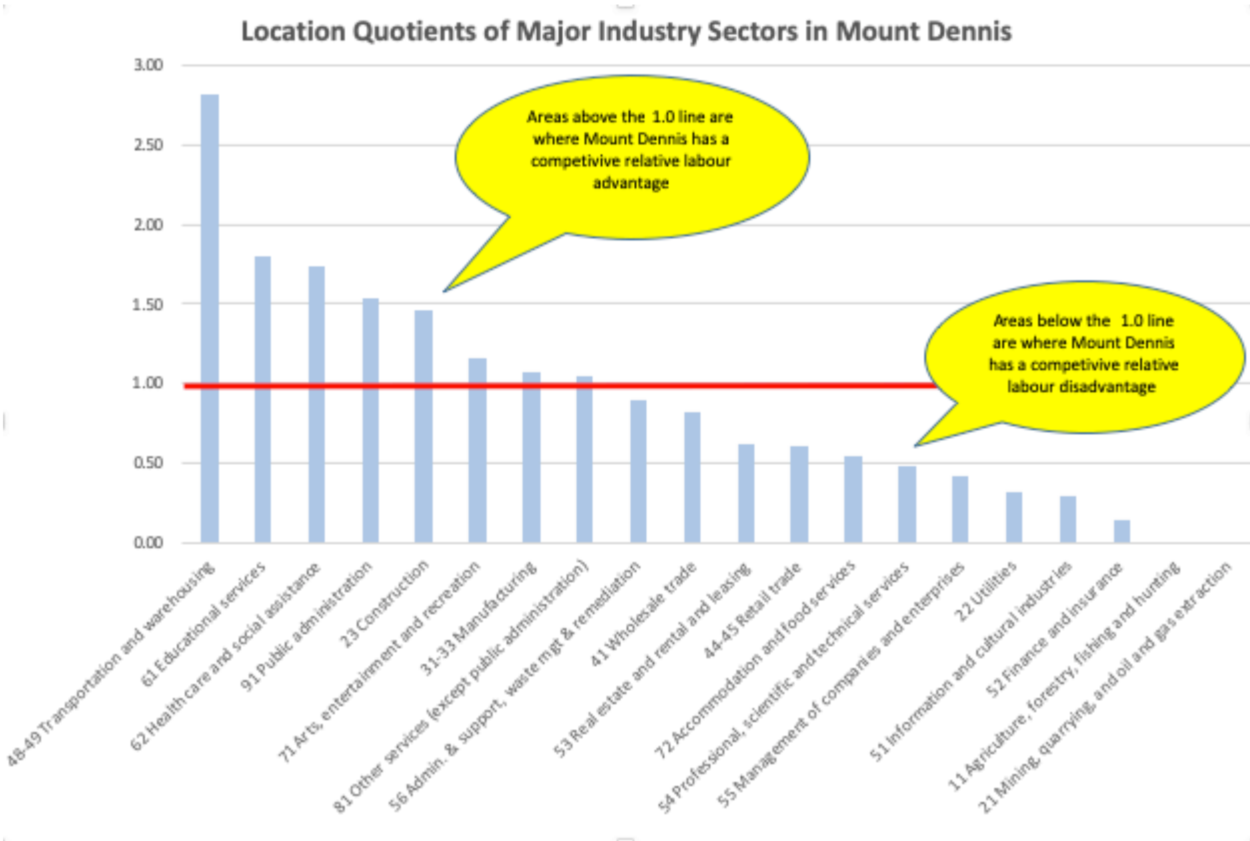
An additional perspective on these employment areas is provided by an analysis of **location quotients** in the area under review. In this case, a location quotient simply measures the percentage of employment in a given industry sector in the area under consideration, with the percentage of employment in the same sector in a larger region or area. In this case the analysis compares the percentage of employment in the census tracts around Mount Dennis (as discussed above) with the City of Toronto overall. The logic of this approach is as follows:

Location Quotient Measure	Interpretation	Implication
Significantly above **1.0**	The area under consideration has a significantly higher percentage of employment in the Mount Dennis area in that particular industry sector relative to the City overall	The Mount Dennis area may have a competitive advantage in this area and be able to build upon this advantage in future economic development strategy by: a) encouraging more investment in businesses of this type (as there is a relatively large labour pool coming to the area already), or b) encouraging more support businesses that are upstream or downstream to the particular sector in the supply chain.
Around **1.0**	The area under consideration has approximately the same relative proportion of employment in that industry sector as the City overall	There may be no particular advantage that the Mount Dennis area has over any other area of the City in attracting more businesses of this type (and therefore strategic investment efforts targeting these areas may be not be effective unless some competitive advantage is created).
Significantly less than **1.0**	The area under consideration has a significantly lower percentage of employment in the Mount Dennis area in that particular industry sector relative to the City overall	There is a shortfall in that industry sector in Mount Dennis relative to the City overall and therefore a competitive disadvantage. For industry sectors that are export-oriented (that is, primarily serving markets beyond the immediate Mount Dennis area) this may simply reflect the fact that the area is not as well-positioned as other areas in catering to the needs of that type of business (as there may be certain fundamental supports lacking such as access to a key resource, or specialized pool of labour, or transportation network). For industry sectors that are primarily oriented towards serving a local population, however, this may indicate a shortfall and thus an opportunity area to attract more businesses of that type.

A location quotient analysis of Mount Dennis yields the following results:

Industry Sector	(A) % of Total Employment in Mount Dennis	(B) % of Total Employment in City of Toronto	(C) Location Quotient (A) / (B)
48-49 Transportation and warehousing	13.2%	4.7%	2.81
61 Educational services	13.2%	7.3%	1.80
62 Health care and social assistance	16.6%	9.6%	1.74
91 Public administration	6.7%	4.4%	1.54
23 Construction	4.9%	3.4%	1.46
71 Arts, entertainment and recreation	2.2%	1.9%	1.16
31-33 Manufacturing	11.0%	10.3%	1.07
81 Other services (except public administration)	4.5%	4.3%	1.04
56 Admin. & support, waste mgt & remediation	3.7%	4.1%	0.89
41 Wholesale trade	4.1%	5.0%	0.82
53 Real estate and rental and leasing	1.6%	2.6%	0.62
44-45 Retail trade	6.8%	11.2%	0.61
72 Accommodation and food services	3.5%	6.4%	0.54
54 Professional, scientific and technical services	5.3%	11.1%	0.48
55 Management of companies and enterprises	0.1%	0.3%	0.42
22 Utilities	0.2%	0.6%	0.32
51 Information and cultural industries	1.0%	3.5%	0.29
52 Finance and insurance	1.3%	8.9%	0.15
11 Agriculture, forestry, fishing and hunting	0.0%	0.3%	0.00
21 Mining, quarrying, and oil and gas extraction	0.0%	0.1%	0.00

This is shown diagrammatically in the chart below:



As the table and chart show there are several key sectors where location quotients are at or around 1.5 or above (a convenient benchmark to look for areas of competitive advantage). These are:

48-49 Transportation and warehousing
61 Educational services
62 Health care and social assistance
91 Public administration
23 Construction

Not surprisingly, these sectors are similar to those identified through the Toronto Employment Survey analysis.

At the other end of the spectrum are industrial sectors where the location quotient is markedly ***lower*** than the City average, representing a competitive disadvantage in those sectors. As indicated above where these sectors may relate to local / regional population-serving industries, there may be an opportunity to develop businesses as the analysis indicates the area may be under-serviced in this regard. Of the list above, the ones that may fall into this situation appear to be:

53 Real estate and rental and leasing

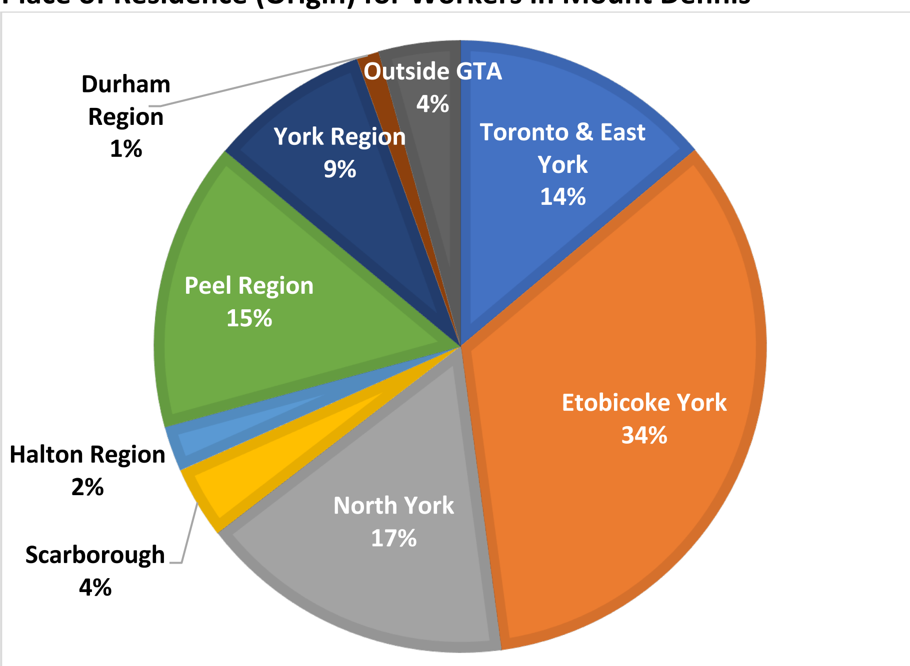
44-45 Retail trade
72 Accommodation and food services
51 Information and cultural industries
52 Finance and insurance

Place of Residence for Workers in Mount Dennis and Area

Another interesting dimension revealed through the census tract analysis is the place of residence for workers in the Mount Dennis area. This is shown in the chart below and reveals that nearly 1/3 of all workers in the area (31%) live outside City of Toronto, with 4% living outside the Greater Toronto Area itself. While the remaining 69% live inside the City, most of these live outside the immediate area (in Etobicoke, North York, Scarborough, etc.) In fact only 34% of workers reported that they lived in Etobicoke York and thus were reasonably proximate to the Mount Dennis area. (And even of these, a significant number may still reside some distance from the area – for example, in south or west Etobicoke.) Accordingly, a reasonably accurate generalization for workers in the Mount Dennis area would be:

- One third live in Mount Dennis or reasonably close by
- One third live elsewhere throughout the City of Toronto
- One third live outside the City of Toronto

Place of Residence (Origin) for Workers in Mount Dennis



This demonstrates the importance of the transportation network in terms of getting to and from Mount Dennis. The table below shows the mode of transportation used by workers in the Mount Dennis area, by place of residence (origin) of the workers themselves. Not surprisingly, for those living in Mount Dennis and nearby in Etobicoke and the old City of York, the smallest proportion of workers came by car (still over 50%) while a relatively high proportion used public transit or walked (on the order of 13% of workers). In contrast, virtually all of those living outside the GTA and working in the Mount Dennis area came by car. Overall, for all workers in the area, 69% came by car and 22% by transit, with another nearly 7% walking or coming by bicycle. In future, as the transit connectivity of the Mount Dennis area increases with the Eglinton Crosstown and the UP station linking the area to the airport to the northwest and the downtown to the southeast, the proportion of the workforce linked by public transit way well increase significantly.

Place of Residence	Cars	Public Transit	Walked	Bicycle	Other Mode	ALL Modes
Etobicoke / York (including Mount Dennis area)	***55.4%***	***26.8%***	***12.5%***	***1.8%***	***3.5%***	***100.0%***
Toronto & East York	66.3%	29.3%	0.0%	3.3%	1.1%	100.0%
North York	66.0%	32.0%	2.0%	0.0%	0.0%	100.0%
Scarborough	91.1%	8.9%	0.0%	0.0%	0.0%	100.0%
City of Toronto	**61.9%**	**27.6%**	**6.9%**	**1.6%**	**2.0%**	**100.0%**
Halton Region	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Peel Region	92.7%	6.4%	0.0%	0.0%	0.9%	100.0%
York Region	90.0%	6.7%	0.0%	0.0%	3.3%	100.0%
Durham Region	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
GTA sub-total	**71.3%**	**20.9%**	**4.8%**	**1.1%**	**1.9%**	**100.0%**
Outside GTA	**96.9%**	**0.0%**	**0.0%**	**0.0%**	**3.1%**	**100.0%**
Total	**69.4%**	**22.2%**	**5.3%**	**1.2%**	**2.0%**	**100.0%**

3.3 Real Estate and Development Trends and Land Use Opportunities in Mount Dennis

3.3.1 Commercial Real Estate Trends

Leasing Data

Current (as of April 2019) leasing information available for various types of properties in Mount Dennis is shown below[4]. Note that these are current listings, i.e. properties that were available for rent as of the April date. (Further note that several of these may have been on the market for some period, as the average length of time properties are on the open market is approximately one year.)

[4] Source: **CoStar Commercial Real Estate:** see: https://www.costar.com/about

Type of Commercial Property	Number of Deals (Properties on Market)	Average Asking Rent per Square Foot	Range of Asking Rent	Average No. on Months on Market
Industrial	6	$5.12 (net)	$3.95 - $6.75	11
Office	23	$22.44 (gross)	$7.33 - $56.43	15
Retail	43	$17.13 (net)	$11.00 - $33.60	13

Comparison with Toronto Real Estate Board data for Toronto overall (second quarter, 2019[5]) shows that for industrial and commercial/retail spaces average asking prices in Mount Dennis are below the average for the City overall, suggesting that such rents may be relatively more affordable in Mount Dennis. For office space on the other hand, the differential is higher. However two factors need to be taken into account: 1) the fact that the City of Toronto data for office rents in Mount Dennis reports gross, not net, rent (gross is always higher than net); and 2) the City of Toronto data shows ***asking*** rents for ***office*** space (as it does for the other types of space as well) while the TREB data shows ***realized*** (actual) rents. When these two factors are taken into account the office rents seen in Mount Dennis are likely to be on par with averages seen across the City and, depending upon operating costs, possibly even lower than the Toronto average.

Type of Commercial Property	Overall GTA Average (as of April 2017)	Mount Dennis Average (as shown above)	Mount Dennis as % of GTA Average
Industrial	$7.63(net)	$5.12 (net)	67%
Office	$15.21 (net)	$22.44 (gross)	148%
Retail	$22.10 (net)	$17.13 (net)	78%

Sales Data

Information from the City of Toronto data base of real estate transactions[6] was drawn for Mount Dennis, for various types of commercial sales. The table below summarizes the data for different types of sales transactions. For various time periods captured by the City of Toronto data, the number of sales is shown as well as the average number per year, the total square footage involved in all transactions (where relevant), and the average sales price per square foot.

[5] See: http://www.trebhome.com/files/market-stats/commercial-reports/cw19Q2.pdf

[6] Data also from CoStar.

Type of Commercial Property	Period of Analysis	Transactions over 2014 - 2018	Transactions per Year (rounded)	Total Amount Sold (sq. ft.)	Average Price per Sq. Ft (over period)
Vacant Land	2014 - 2018	2	0.4	n/a	n/a
Industrial	2014 - 2018	11	2.2	230,812	$85
Multi-Unit Residential	2012 - 2018	9 (representing 97 units)	1.3	n/a	n/a
Office	2015 - 2018	2	0.5	6,766	$154
Retail	2012 - 2018	24	3.3	104,352	$251

Comparison with commercial real estate prices for the GTA from the Toronto Real Estate Board (TREB) suggests that the prices shown above for Mount Dennis may be lower than those seen elsewhere in the GTA. (For the GTA average, the April 2017 figures are used as a proxy for the overage over the period, as exact comparable data is difficult to obtain corresponding to the City of Toronto data[7].

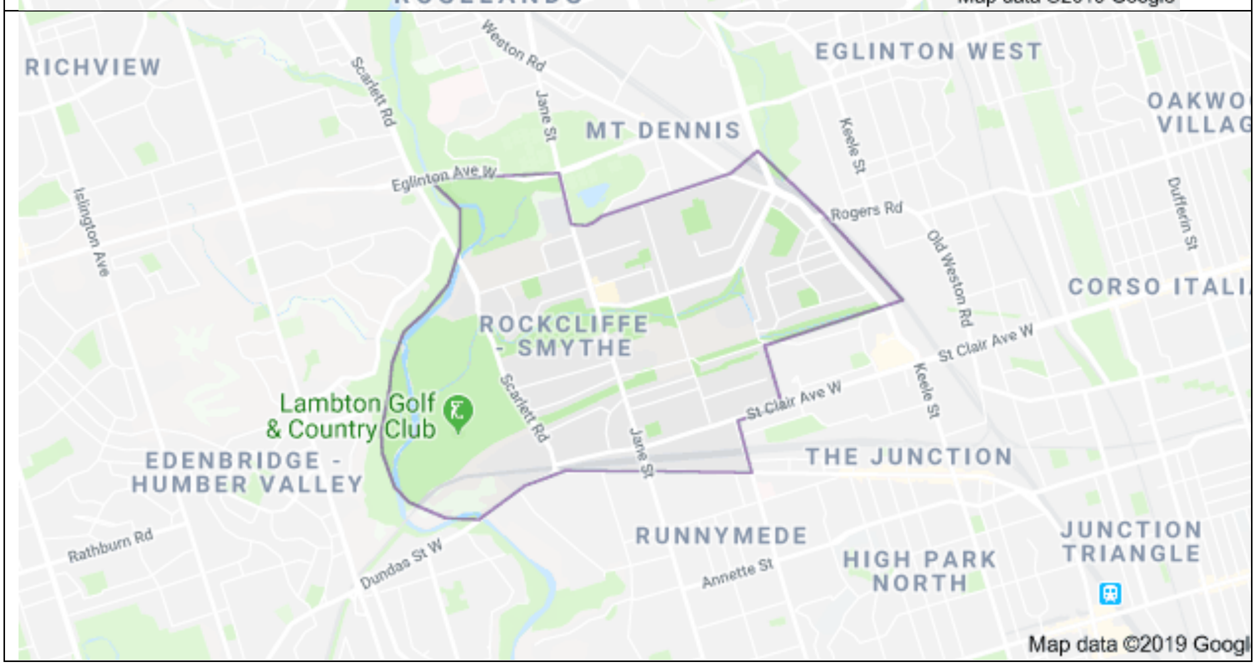
Type of Commercial Property	Overall GTA Average (as of April 2017)	Mount Dennis Average (as shown above)	Mount Dennis as % of GTA Average
Industrial	$190	$85	45%
Office	$467	$154	33%
Retail	$395	$251	64%

This comparison suggests that average sale prices in Mount Dennis are considerably less than seen elsewhere in the GTA. However, extreme caution should be exercised in inferring any specific patterns from this analysis, as the sample sizes shown for Mount Dennis are very small in any given year and very likely not statistically significant. The results, accordingly, should be treated as being ***indicative*** rather than ***definitive***.

3.3.2 Residential Real Estate Trends

The Mount Dennis and Rockcliffe-Smythe neighbourhood areas as defined by the Toronto Real Estate Board is are shown in the maps below. Clearly these areas are not exactly congruent with the study area for this project, but they do capture all of the residential area within it as well as some adjacent parts of the neighbourhoods, particularly to the south.

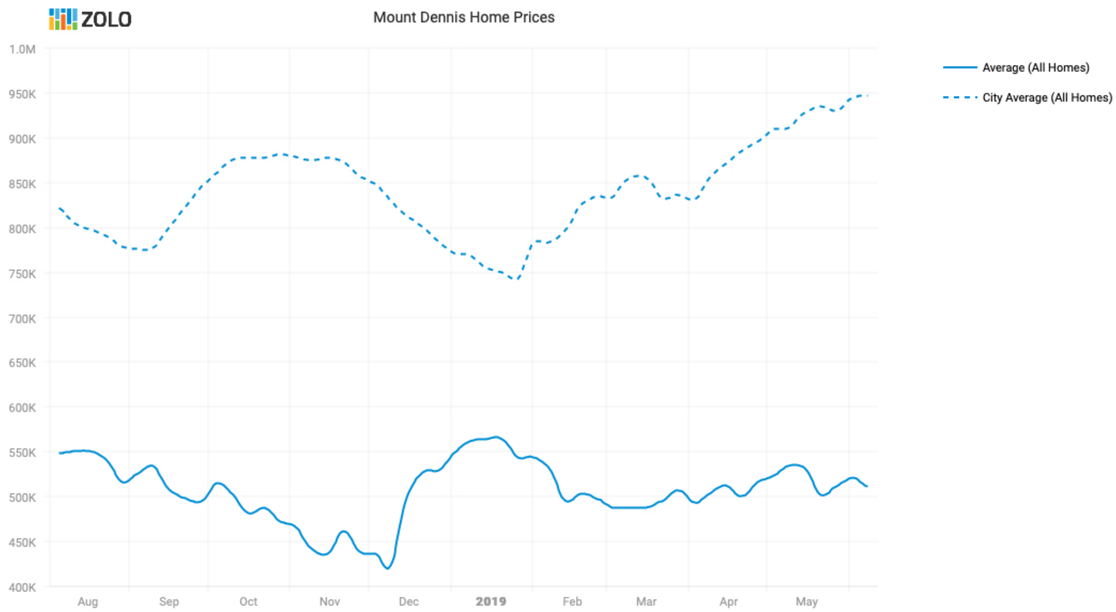
[7] See: see: https://www.globenewswire.com/news-release/2018/05/03/1495675/0/en/TREB-Releases-Commercial-Market-Figures-as-Reported-by-GTA-Realtors.html)

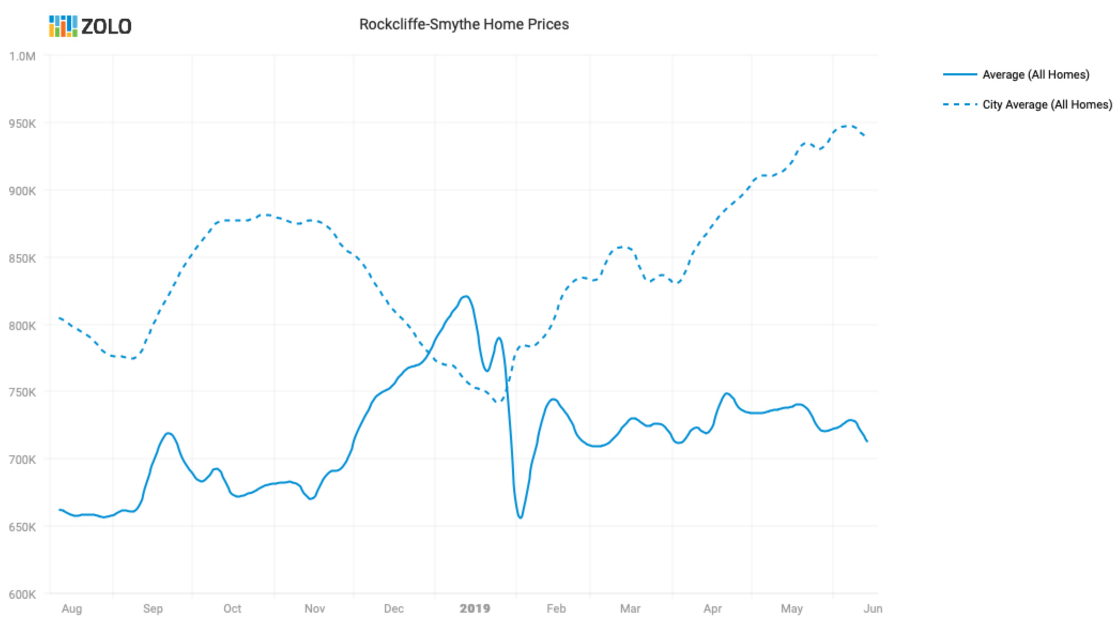


The charts below show average house prices (all homes) in these two real estate areas over the last year, as reported by Zolo Market Insight (a brokerage firm providing data from MLS sales: see https://www.zolo.ca/about.php).

Each graph shows the trend in average housing prices in the neighbourhood area, relative to the City overall. (The City trend lines in each graph may look different as the scales are not the same, but it is exactly the same City data being portrayed.)

What is evident is that Mount Dennis has been considerably below the City average for the entire year. To the south in Rockcliffe-Smythe, housing prices tend to be somewhat more variable, trending generally below the City average, but meeting and exceeding it at times (such as late 2018 / early 2019 as shown in the graph).



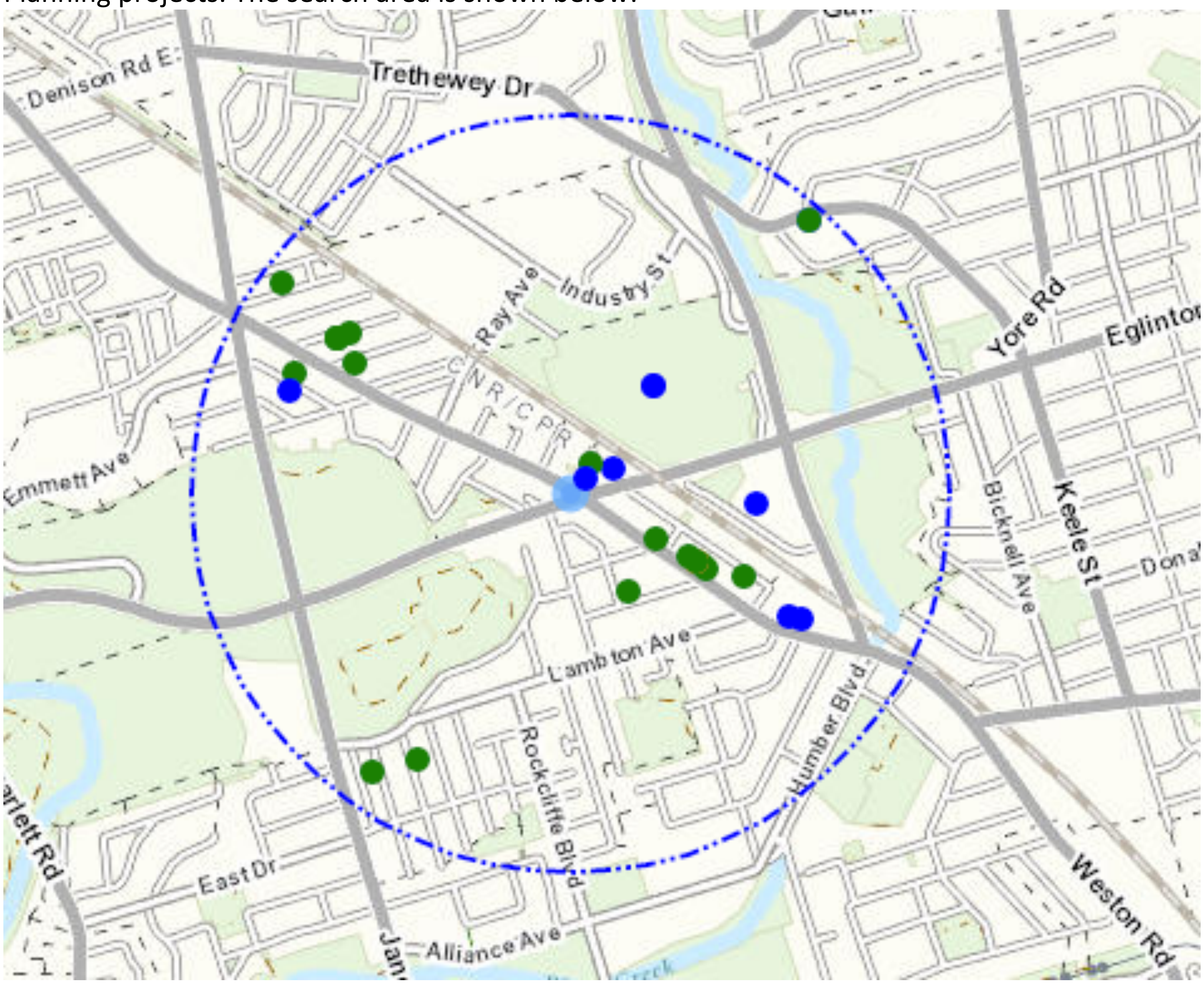


Current (July 2019) data for the past month confirms this general finding. In Mount Dennis, housing prices are on average lower than both Rockcliffe-Smythe and the City overall, with Mount Dennis average prices being only 74% of Rockcliffe-Smythe average prices and only 59% of the City of Toronto average prices. The local market (in terms of house prices) in Mount Dennis has declined over the past year, whereas it has grown by 5% in the City overall and slightly higher than that in Rockcliffe-Smythe itself. The average time on the market for a house in both neighbourhoods is approximately two weeks compared to closer to three for the City overall. Finally, the sale price to listing ratio in both neighbourhoods is slightly above 100% indicating that there is some bidding up of residential real estate prices, particularly in Rockcliffe-Smythe (and this is not a major factor for the City overall).

Area	Average Sale Price (all homes)	Change Over Past Year	Average Days on Market	Selling to Listing Price Ratio
Mount Dennis[8]	$517,000	(9.6%)	14	101%
Rockcliffe-Smythe[9]	$695,000	5.9%	12	105%
City of Toronto[10]	$878,000	5.0%	19	100%

3.3.3 Development Applications on File with the City

According to information on the City of Toronto Application Information Centre (see: https://www.toronto.ca/city-government/planning-development/application-information-centre/) there are currently 23 development projects on file for the area within 1 km of the Eglinton / Weston Road intersection, corresponding to 27 individual applications. This includes both smaller Committee of Adjustment (the majority of projects) and larger Community Planning projects. The search area is shown below:



8 https://www.zolo.ca/toronto-real-estate/mount-dennis/trends
9 https://www.zolo.ca/toronto-real-estate/rockcliffe-smythe/trends
10 https://www.zolo.ca/toronto-real-estate/trends

Note that at present there are 8,160 registered development applications in the City of Toronto overall[11], so the activity in Mount Dennis represents slightly less than 0.3% of all activity in the City.

The development applications currently on file are categorized as follows:

Stage of Approval Process	Residential	Commercial / Industrial / Institutional	Total Applications
Under Review	2	4	6
Hearing Scheduled / TLAB	2	0	2
Accepted	2	0	2
Approved with Conditions / Conditional Consent	3	0	3
Postponed	3	0	3
Deferred	3	0	3
Closed	6	0	6
Notice of Approval conditions (NOAC)	1	0	1
Toronto Local Appeal Body (TLAB)	1	0	1
Total	**23**	**4**	**27**

Within this listing are certain major projects:

Metrolinx (various stages): Several Metrolinx projects (the Mount Dennis Station and a maintenance and storage facilities) at 3500 Eglinton Ave W, the Station at 1 Hollis Street, and 1151 Weston Road

25 Photography Drive (Under Review): Proposal to construct 2 new 1-storey retail buildings in an existing retail centre. One of the proposed buildings would be approximately 621 square metres and front Black Creek Drive while the other proposed building would be approximately 465 square metres and would be immediately adjacent to the supermarket at 25 Photography Drive.

955 Weston Road (Closed): Official Plan, Rezoning and Site plan Approval for proposed residential development consisting of 70 stacked townhouse units on a new public road.

82 Buttonwood Avenue: Redevelopment project for West Park Health Care Centre (Blocks A, B and C) to accommodate hospital uses, ancillary uses and additional future development. Ongoing large project;

6 Bala Ave: Single-storey child care addition to an existing three-storey school.

[11] Calculated by summing all development applications for Etobicoke & York, North York, Toronto, and Scarborough & East York.

1391 Weston Road: One-storey commercial building in conjunction with the existing gas station use on the subject site.

It is also notable that there are several ‘soft sites’ available throughout the Mount Dennis area (these are sites that white not explicitly ‘on the market’ at this point, are either vacant or generally thought of as underdeveloped, and that may have some interesting development potential. They are not specifically listed here as there is no development activity currently underway.

4. Innovative Approaches Elsewhere

A benchmarking review of comparable local-area economic development strategies was undertaken in order to determine any interesting opportunities and potential application to Mount Dennis.

4.1 Criteria for Selection of Areas for Benchmarking

The identification of other areas for review was based upon the following selection criteria:

- ***focus upon small neighbourhood area(s), not entire municipality*** – Recognizing that the Mount Dennis Economic Development Strategy is based upon a smaller unit of geography than a municipality, and thus may incorporate approaches and incentives that do not necessarily apply to the entire municipality, this was one of the selection criteria employed. It also acknowledges that a 'sense of place' can be fostered at a community or neighbourhood level, as distinct from an entire municipality.

- ***strong focus upon job creation and economic development, within context of other neighbourhood initiatives*** – This criterion was to ensure that the plans or strategies developed for these areas were focused upon economic development and job creation, as opposed to simply beautification or placemaking initiatives.

- ***application to multiple areas within municipality*** – Understanding that part of this exercise is to use the Mount Dennis process as a template for smaller-area economic development plans elsewhere in Toronto, one selection criterion in looking at other communities' approaches was to identify communities that had multiple economic development strategies that followed a commonality of process and/or similar plan structure and format.

- ***evidence of innovation*** – Another criterion related to some evidence of innovation on the part of the intentions and aspirations of the plan developed. This could be in terms of a distinctive or unique initiative, or a means of defining the area as distinct or different from surrounding areas.

- ***evidence of success*** – Finally, some evidence of success was a selection criterion. In some cases this reflected an initial definition of outcomes or measures that would be deemed to constitute 'success' while in others it was less explicitly defined (but still where demonstration of positive results was achieved).

Based on these criteria, three areas in other jurisdictions were selected:

1) City of Hamilton
2) City of Vancouver; and
3) the City of London.

4.2 Profile of Each Benchmarked Area

(1) City of Hamilton Neighbourhood Action Strategy (NAS)[12]

This set of neighbourhood action plans was aimed at improving local conditions and economic development possibilities in each of the areas. Eleven community areas were identified; these were:

- *Beasley (https://d3fpllf1m7bbt3.cloudfront.net/sites/default/files/media/browser/2015-03-06/beasley_neighbourhood_plan.pdf)*

- *Crown Point (https://d3fpllf1m7bbt3.cloudfront.net/sites/default/files/media/browser/2015-03-09/crownpoint_nap.pdf)*

- *Davis Creek (https://d3fpllf1m7bbt3.cloudfront.net/sites/default/files/media/browser/2015-03-10/daviscreek_nap.pdf)*

- *Gibson and Landsdale(https://d3fpllf1m7bbt3.cloudfront.net/sites/default/files/media/browser/2015-03-10/gibsonlandsdalegala_nap.pdf)*

- *Jamesville (https://d3fpllf1m7bbt3.cloudfront.net/sites/default/files/media/browser/2015-03-09/jamesvilleactionplan.pdf)*

- *Keith (https://d3fpllf1m7bbt3.cloudfront.net/sites/default/files/media/browser/2015-03-10/keith_nap.pdf)*

- *McQuesten (https://d3fpllf1m7bbt3.cloudfront.net/sites/default/files/media/browser/2015-03-10/mcquesten_nap.pdf)*

- *Riverdale (https://www.hamilton.ca/city-initiatives/strategies-actions/riverdale-neighbourhood-action-plan)*

- *Rolston (https://d3fpllf1m7bbt3.cloudfront.net/sites/default/files/media/browser/2016-04-29/rolston-neighbourhood-action-plan.pdf)*

- *South Sherman (https://d3fpllf1m7bbt3.cloudfront.net/sites/default/files/media/browser/2015-03-13/southsherman_nap.pdf)*

[12] See https://www.hamilton.ca/city-initiatives/strategies-actions/neighbourhood-action-strategy

- *Stinson (https://d3fpllf1m7bbt3.cloudfront.net/sites/default/files/media/browser/2015-03-13/stinson_nap.pdf)*

The purpose of each of the Neighbourhood Action Strategy (NAS) is articulated below:

> *"helping neighbourhoods be great places to live, work, play and learn. NAS supports community planning teams as they develop and implement action plans that build healthier communities. Through partnerships with businesses, Provincial and Federal governments and non-profit organizations, the NAS aligns existing resources and supports additional relationships that help these neighbourhoods meet their goals."*

In developing these plans, the City was able to access funding support from the Hamilton Community Foundation and the Hamilton Best Start (offering early years and child care programs and services).

Highlights of the overall program and various specific plans are:

McQuesten Urban Farm: an element of the McQuesten plan, this unique element was developed in response to perceived food insecurity in the McQuesten area. This provides local residents with opportunities to access fresh food, as well as job opportunities.

Neighbourhood Engagement Matching Grant Program: This program provides access to funding (on a matching grant basis up to $25,000 for all projects) to community groups proposing economic and social engagement projects. After a slow start, this program has proven successful and is virtually fully subscribed.

Evaluation Strategy: The Neighbourhood Action Plan program is subject to an annual evaluation process, co-led by McMaster University and the University of Toronto – note that this evaluation process has reported generally positive results, although there is some concern on the part of some residents about displacement and affordability of housing.

Common Profile: Each of the plans has a common structure and format that presents:

- Neighbourhood profile
- Stories from Residents
- Inventory of Assets and Needs
- Description of the Planning Process
- Goals and Objectives of the Plan
- Implementation and Evaluation

(2) Vancouver Neighbourhood Planning Projects[13]

Vancouver identified five underserviced and economically challenged areas in the City study areas, and a plan for each was developed. These five areas (and plans) were:

- *Downtown Eastside Plan (https://vancouver.ca/files/cov/downtown-eastside-plan.pdf)*
- *Marpole Community Plan (https://vancouver.ca/files/cov/marpole-community-plan.pdf)*
- *Mount Pleasant Community Plan (https://vancouver.ca/files/cov/MP-community-plan.pdf)*
- *Norquay Village Neighbourhood Centre Plan (https://vancouver.ca/docs/planning/norquay-community-plan-2010.pdf)*
- *West End Community Plan (https://vancouver.ca/files/cov/west-end-community-plan.pdf)*

Notable economic development initiatives contained in the various plans include:

Downtown East Community Economic Development Hub: The City of Vancouver is creating a Community Economic Development Hub (CED Hub) at 501-533 Powell Street. The CED Hub will be a community asset that:

1. Creates economic opportunities for Downtown Eastside (DTES) residents
2. Enhances the social, cultural, and economic conditions of the neighbourhood
3. Aims to connect neighbours and residents with one another, social enterprises, and community organizations
4. Provides creative and recreational opportunities like artist makerspaces, urban farming, and gardening

The City engaged with community members, business improvement associations (BIAs), and stakeholders to identify opportunities and mitigate any negative impacts the hub may have in the community. The site is managed through a community advisory committee.

Marpole Community Plan : The Marpole Plan was developed with the assistance of the Urban Land Institute (ULI). A unique feature of the plan that relates to economic development was a specific focus upon a large area of land in the study area for a specific major economic development use.

[13] See https://vancouver.ca/home-property-development/neighbourhood-planning-projects.aspx

West End Community Plan : A unique and innovative element in this plan is the opportunity for residents to vote (through an online participatory budgeting process) on the allocation of parking permit fines for community betterment projects. There was also a strong intention underlying this plan towards increasing density as a way to increase the vibrancy and diversity of local population serving businesses.

(3) London, ON, Strengthening Neighbourhoods Strategy[14]

Rather than a series of individualized strategies for sub-areas where each area had its own plan, this was an overarching initiative that dealt simultaneously with several areas in the City. Innovative aspects of this approach were:

- kids' surveys – specifically devoted to obtaining input of younger children
- an emphasis upon communication between neighbourhood associations as well as with the City overall
- a strong thrust upon community capacity-building through providing access and training on a variety of community-building tools: examples of the kinds of tools include:
    - *How-to-Guides (for example: how to throw a block party, how to create a farmers' market, etc.);*
    - *Idea generation – a place that residents can share great ideas, events, and activities (what worked, what didn't, tips, etc.);*
    - *Tools and resources that support diversity, inclusion, etc.;*
    - *Neighbourhood association governance tools such as: terms of reference, constitution, creating vision and mission;*
    - *Explore a centralized (online) booking system of venues and assets;*
    - *Centralized access to communications – Mail Chimp, Facebook, creation of websites;*
    - *Online chat for neighbours/neighbourhood associations; and,*
    - *Develop a program to support the creation of new business associations.*
    - *an annual report to Council on overall progress*
- an emphasis upon the formation of business associations in each area
- a declared commitment to outcomes-based measures and a focus upon implementation

4.3 Relevant Findings and Conclusions for Mount Dennis

The review of these benchmarking plans has revealed a number of common themes and dimensions that could or should be reflected in the economic development strategy for Mount Dennis. These include:

- All involve a series of partnerships between the City, business, BIAs, community groups, social enterprises, neighbourhood associations, cultural groups, community advisory committees, etc. Note also, London's encouragement of the establishment of business associations where these do not exist.

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[14] See https://www.london.ca/residents/neighbourhoods/LSNS/Pages/London-Strengthening-Neighbourhoods-Strategy.aspx

- Hamilton and Vancouver have adopted more of a 'bottom up' approach to neighbourhood economic development allowing each neighbourhood considerable latitude in developing its strategies, whereas London has developed more of a 'top down' approach, focusing on City developed tools and capacity building initiatives that can be used by local neighbourhoods.

- Many have asset mapping of the community as a key tool

- Safety and security are common issues

- All concerned with branding and identity-creation (including landscaping and beautification)

- Several try to identify a unique project or feature that is a catalyst for other economic development

- Several emphasize arts and culture aspects of the neighbourhood and local community

- Some concern with gentrification, displacement, but not much evidence of active policies to counter or mitigate

- Many provide a variety of community and capacity building tools to local groups, such as "how to" manuals, community engagement toolkits, etc.

- Some access to supplementary or creative funding, eg, Hamilton's Neighbourhood Engagement Matching Grant program; Vancouver's West End community's use of parking fees for community betterment

- Most emphasize evaluation upon outcomes

One feature of all strategies reviewed was that economic development was approached very much from a community-building perspective, rather than having a heavy emphasis upon luring outside investment to the area. Also, economic development was seen as an integrated element with other aspects of community betterments such as social and cultural development, appropriate planning, etc. The strategy being developed here for Mount Dennis is intended to be more directly focused upon economic development, considering external investment in the area as well as from within, and will complement the City's on-going local initiatives being led by other Divisions including City Planning and Social Development, Finance and Administration.

5. Emerging Priorities and Opportunities

5.1 Process of Developing the Themes and Strategies

After preliminary research into the data sources outlined earlier in this report, the first Stakeholder Advisory Group meeting was held with key representatives of business and community organizations in the study area on April 18, 2019. At this session, several major themes were identified and, for each, a number of 'sub-themes' also articulated (totalling 12). This initial 'emerging priorities framework' was then circulated back to participants (including Project Team members) for review, reflection and comment. Meantime, the business and organization surveys were launched and preliminary results from these sessions were obtained. On July 10, 2019 a broader Stakeholder Workshop was held to validate (or revise) the strategic framework and further extend and define the possible strategies implied. This session essentially validated the previous framework (with some minor modifications) and further extended it into specific potential strategic actions.

5.2 Strengths, Weaknesses, Opportunities and Threats (SWOT) Assessment

The Terms of Reference for this project call for a SWOT assessment as a foundational analysis preceding the development of the strategy. A SWOT assessment provides a logical basis upon which to identify emerging priorities and build an economic development strategy as identified in the table below:

		How Defined Strategically?	Potential Strategic Actions
Present	***Strengths***	• aspects or characteristics that provide current competitive advantage over other areas from the perspective of attracting investment or starting/growing a business	• identifying ways and means of protecting and reinforcing the advantage to the extent possible and practical • determination of potential to promote the advantage on a wider scale, and to a wider audience
	Weaknesses	• aspects or characteristics that provide current competitive disadvantage over other areas in terms of economic development	• identifying ways and means of addressing the weakness in future, to the extent possible and practical (either eliminating, mitigating, or re-framing – i.e. positioning the weakness in a different light)
Future	***Opportunities***	• aspects or characteristics that may provide future competitive advantage over other areas from the perspective of attracting investment or starting/growing a business	• developing implementation plans concerning how to realize the opportunity • undertaking feasibility assessments for identified opportunities where there may be uncertainly involved in how desirable or practical it may be • note that some opportunities may relate to ways and means of overcoming identified current weaknesses
	Threats	• aspects or characteristics that may lead to future competitive disadvantage over other areas in terms of economic development	• undertaking risk assessment to determine to what extent a threat may be probably or likely • *(for threats perceived as highly likely or having major consequences even if relatively unlikely)* developing contingency plans to deal with the treat before it emerges

Using this strategic framework, the following SWOT assessment for Mount Dennis was developed. This was informed by the interviews undertaken, the review of background materials, the stakeholder assessments and the benchmarking examples assessed.

Strengths

- ***access to public transportation**: Mount Dennis Station will be the **2nd** largest transit hub in Toronto after Union Station; excellent access to Toronto public transit as well as regional rail and bus routes; once finished, the LRT will include 25 stops and link to more than 50 bus routes, three subway stations and GO Transit and Union Pearson Express (UPX) lines.*
- ***access to highway network:*** very close to 400 series highways
- ***centrally located in the GTA***: related to the above points, MD provides good access to key transportation hubs such as Pearson Airport and the outlying GTA from within Toronto
- ***an active Business Improvement Area (BIA) and a traditional 'main street'***
- ***a historically strong industrial / manufacturing presence***
- ***underutilized employment lands***: contains large plots of land presents opportunities for future employment development
- ***wide range of green space and community amenities***: much available green space (Humber, Black Creek, Eglinton Flats)**;** good topography with height and views, Topham pond
- ***good community amenities:*** the recently-developed York Recreation Centre, public library, coffee shops, bank, salons, churches, etc.
- ***availability of diverse and inexpensive real estate and housing:*** provides affordable housing options in a range of styles
- ***availability of commercial space:*** industrial, and commercial space available
- ***existing sectors of economic activity:*** health care, education, transportation/warehousing, public administration, construction)
- ***an active and engaged community***
- ***lack of 'not-in-my-backyard' (NIMBY) attitude***
- ***relative predominance of not-for-profit and public benefit corporations:*** this sector[15] represents a relative strength of the area

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[15] The terms 'sector' and 'cluster' are often used interchangeably, but in this Report, 'sector' is used to describe a concentration of businesses of the same type (i.e. having the same or similar NAICS codes) whereas 'cluster' is used to mean a particular industry as well as its backwards and forwards linkages (that is, those businesses that provide essential supplies to the industries [backwards linkages] as well as those industries that consume or utilize the products of the industry [forward linkages]). According to Michael Porter (Harvard Business Review, November-December, 1998, *Clusters and the New Economics of Competition*, 'clusters' are geographic concentrations of interconnected companies and institutions in a particular field. Clusters encompass an array of linked industries and other entities important to competition. They include, for example, suppliers of specialized inputs such as components, machinery, and services, and providers of specialized infrastructure. Clusters also often extend downstream to channels and customers and laterally to manufacturers of complementary products and to companies in industries related by skills, technologies, or common inputs. Finally, many clusters include governmental and other institutions—such as universities, standards-setting agencies, think tanks, vocational training providers, and trade associations—that provide specialized training, education, information, research, and technical support.

Weaknesses

- ***lower income:*** Population has lower disposable income which affects retail; in particular, many of the residents in the apartment towers have lower incomes
- ***disconnected community:*** rail-line divides the area and separates the community; the community is disjointed and disconnected (Weston and Black Creek also split the community); also not a very walkable community except main street Weston - more a car centric area because of the divided areas
- ***perception of lower safety and security:*** there is a reported perception that the area may be less safe and secure than other areas of the city
- ***noise pollution:*** the industrial areas are noisy for adjacent residential areas – lack of "buffer zones"
- ***improper use of zoning areas:*** several non-conforming land uses in the area
- ***lack of skills training:*** possible gap between local employers looking for workers and local residents looking for jobs
- ***lack of awareness of business supports available:*** business community in particular is not aware of the range of support
- ***is a food desert:*** Mount Dennis is to some extent a 'food desert', with a relative lack of grocery stores and foodservice businesses serving the local resident population
- ***lack of strong positive identity:*** Mount Dennis does not have a strong positive brand identity either as a place to live or work
- ***resistance to change:*** some resistance to change on the part of both employers and residents was noted in the workshops, which may be of some concern given the inevitable change to come
- ***small retail business district and BIA:*** the retail business district currently is small and it is difficult to coordinate a cooperative economic development initiative or obtain sufficient scale to generate substantial incremental economic activity in the area

Opportunities

- ***increasing residential density presents major opportunities***: the increasing density of the area on appropriately zoned lands, which almost inevitably will come with population growth caused by increased accessibility, will pose opportunities for new businesses serving that population
- ***branding of the area as an eco-neighbourhood***: there already is significant momentum established towards the branding of the area as an eco-neighbourhood, which should be supported and reinforced
- ***growth in the health care sector:*** further hospital growth and development is expected
- ***former Kodak Building:*** potential opportunity for an adaptive re-use to include, for example, a community, educational, or arts centre focus

- ***inexpensive housing in a very strategic location:*** potential to promote the area as an ideal location to locate in with good proximity to local jobs as well as easy access to jobs downtown and at the airport
- ***evidence of developer interest:*** potential interest in investment/development by development community is evidenced
- ***transit infrastructure and connectivity***: presents opportunity to promote the area as one of the more accessible areas in the City
- ***available developable spaces:*** Mount Dennis has several underutilized spaces that could be developed
- ***opportunities for more cultural events and creative activities:*** there could be opportunities for more festivals and events that would help support local businesses; also the area could be marketed as a location for creative enterprise (given lower cost, and increased accessibility)
- ***relatively low/affordable rents for businesses of all types***
- ***opportunities for more tech-related businesses:*** in particular recognizing the connections to downtown and the airport, and the lower cost of premises, the area could be a location for investment in high-tech businesses
- ***educational opportunities:*** given the transportation connections of the area, as well as the current high proportion of educational employment (as evidenced by a high location quotient) the opportunity for a satellite campus for a post-secondary educational institutions should be investigated

Threats

- ***area vulnerable to large employers:*** if they close there will be significant job and tax losses (like the e.g. Kodak situation some time ago)
- ***conversion of employment areas:*** if existing employment areas are converted to residential, there will be potential loss for economic development activities in the local area (and thus the potential for local jobs for local residents) and potential impacts on remaining operations
- ***mixed-use Kodak plant redevelopment proposal:*** some concern expressed in the stakeholder sessions that the potential for community use of this potential asset (e.g. for arts / culture activities) could be lost
- ***possible disconnection of transit flow from community:*** some fear that the transit hub may generate only flow through traffic and not contribute to a growing residential base and support for local businesses
- ***gentrification and displacement:*** significant concern that transit investment will raise property values and displace both existing residents and businesses

This SWOT assessment, along with input from the stakeholder sessions and surveys, was used to develop a 6-part strategic action framework to accommodate the various SWOT issues identified and to deal with them in a strategic manner as described above.

The logic underlying this 6-part framework is as follows:

A) **Leveraging Transit Infrastructure and Connectivity:** This potential area of economic development strategy recognizes that the location of Mount Dennis and the coming transportation infrastructure improvements are a major strength and economic opportunity for the area that needs to be recognized and build upon in an economic development strategy;

B) **Creating a Unique & Positive Identity:** This aspect of the strategy recognizes that branding and community identity is an important aspect of economic development. Moreover: a) the current image and identity of Mount Dennis is somewhat deficient; b) there is an emerging positive identity in terms of an 'eco-neighbourhood' theme; and c) the above-mentioned transportation infrastructure improvements will create positive conditions for an improved identity. Accordingly, this is seen as a second important aspect of strategy.

C) **Encouraging Cluster Development and Investment**: The analysis showed that there are current clusters of economic activity existing in the area, where Mount Dennis arguably has a competitive advantage over other areas in the City. In economic development strategy, these areas of concentration represent opportunities to further promote and develop 'clusters' of enterprise where businesses supplying the sector of interest, as well as businesses using the products and services provided by those sectors (so-called backwards and forwards linkages) are promoted and developed.

D) **Promoting Creative and Cultural Enterprise:** Recognizing the relatively low occupancy costs at present in Mount Dennis, combined with the increased accessibility of the area that is foreseen in future, a key opportunity area for was seen to be to promote and develop creative and cultural enterprise (which often thrives in lower cost premises in central and accessible locations). Pursuing these types of new business opportunities for the area is seen to be a strategic opportunity area.

E) **Supporting Local Talent & Skills Development:** Understanding the current employment base of Mount Dennis (which is likely undereducated relative to the City overall) another major thrust of economic development strategy is to consider opportunities to train the existing workforce for the jobs to come. A component of this strategy area would relate to examining the potential for a post-secondary presence in the area to provide such training, perhaps associated with the identified sectors discussed above.

F) **Supporting Inclusive Economic Growth:** A key risk factor identified throughout the consultation was the risk of 'gentrification' and displacement of both existing residents as well as businesses. This component of the strategy would attempt to mitigate these effects to the extent possible by encouraging inclusive economic growth where existing long-established businesses with a defined clientele would thrive alongside new and innovative enterprises.

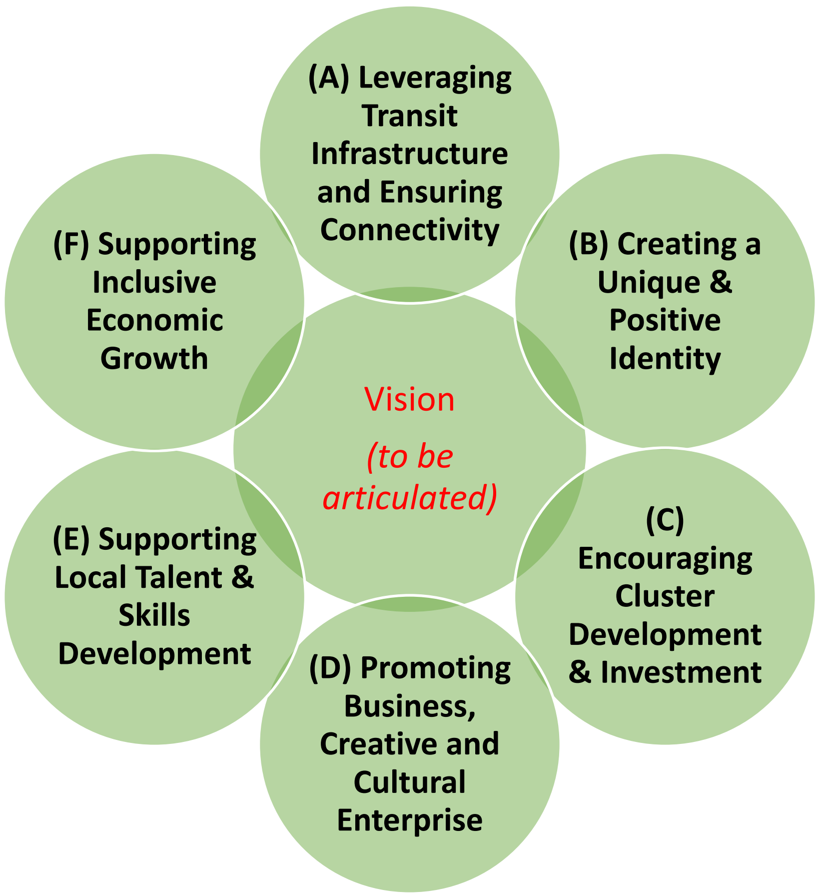
These six areas of strategic focus provide an integrated and mutually supportive basis upon which to create an economic development strategy. In broad terms, their relationship to the

SWOT assessment is outlined in the table below. (The number of checkmarks roughly approximates the degree of intensity of the factor in purely qualitative terms.)

Major Theme	Strengths	Weaknesses	Opportunities	Threats
(A) Leveraging Transit Infrastructure and Connectivity	✓✓✓ Widespread awareness of coming infrastructure improvements	*NOT A MAJOR FACTOR*	✓✓✓ Many opportunities to promote increased accessibility of area to appropriate industry sectors	✓ Mount Dennis may become just a 'pass-through' area
(B) Creating a Unique & Positive Identity	✓✓ Good unique assets will be an opportunity to build on	✓✓✓ Current poor image and identity	✓✓ Build on emerging eco-neighbourhood identity	✓ Risk of not addressing image and identity concerns
(C) Encouraging Sector Development and Investment	✓✓ Current strengths in some sectors: *transportation / warehousing; health care, education, public administration; construction*	✓✓✓ Lack of awareness; poor image of safety and security	✓✓✓ Increased density presents opportunities in key sectors identified	✓ Potential lost opportunity to support further business growth by building on local assets
(D) Promoting Creative and Cultural Enterprise	✓✓✓ Current low space and occupancy costs mean barriers to entry are low	✓✓✓ Lower incomes mean expenditure potential from local market is low	✓✓✓ Increasing densities and accessibility opens area to wider markets for more specialized activities	✓ Potential lost opportunity to support local talent and area's unique identity
(E) Supporting Local Talent & Skills Development	✓✓ A good supply of local workers if skills can be developed as an opportunity	✓✓ Perception (and reality?) that local skills are low-end and undeveloped	✓ Opportunity for job development and educational establishment that could help address skills shortages	✓✓ Unemployment may remain higher than City average even though businesses cannot find qualified candidates
(F) Supporting Inclusive Economic Growth	✓✓ Increasing density in area implies opportunities for locally-serving businesses as well as more regional enterprise	✓✓ Some locally-serving businesses may be marginal at present and thus vulnerable	✓ Increasing density in area implies opportunities for locally-serving businesses as well as more regional enterprise	✓✓✓ Risk of displacement from increasing land values for existing residents and businesses

5.3 Current Strategic Framework

The emerging priorities framework was revised after the July 10 Stakeholder Workshop and the July 30 City Project Team session and is presented below. The six key strategy areas are portrayed with lines between each showing that they are interconnecting and mutually supportive. Underneath each of these 6 areas of major strategic focus there are now 17 sub-themes, that reflect the structure of the emerging strategy. The second stakeholder workshop also raised specific areas for actions and initiatives that will be the subject of Phase 2 of the project (the development of the specific action plan).



Major Theme	Supporting Themes
(A) Leveraging Transit Infrastructure and Ensuring Connectivity	**1. Balanced development:** Retain the industrial and mixed-use character of the overall area while protecting existing employment lands and encouraging transit-supportive industrial and commercial intensification where appropriate. **2. Promote available, underutilized land and buildings in the area as commercial opportunities** for investment, development and renovation/expansion. **3. Transit hub:** Leverage the significant transit investment and promote the area as a focal point and destination for those living outside the area to come to Mount Dennis, as well as for local residents to access key employment centres (airport, downtown). **4. Mitigate potential impacts of gentrification** through reduced development charges, inclusionary zoning, community benefit agreements, neighbourhood land trusts etc.
(B) Creating a Unique & Positive Identity	**5. Placemaking – build on existing assets, as well as brand and market the area as an 'eco-neighbourhood'**: This pilot approach would provide the opportunity to define both what an eco-neighbourhood is and promote MD as 'Toronto's first'. **6. Vibrancy, walkability and authenticity:** Improve sidewalks, streets, facades, street furniture, public art, connectivity to transit, etc. through a defined capital infrastructure program, to improve safety, active transportation (including cycling), walkability and reinforce an 'eco' image while at the same time appreciating the area's authentic character. **7. Use public art as a differentiating characteristic:** Include public art as an integral part of capital infrastructure projects, to highlight ecological and historical themes. **8. Ensure safety to persons and property throughout the area**: Promote the relative safety and security of the area after this is established.
(C) Encouraging Cluster Investment & Development	**9. Promote specific niches / clusters / sectors** that build upon existing advantages of the area: non profit and public benefit corporations; health care; green tech; transportation; warehousing; construction; skilled trades; and entrepreneurship. **10. Encourage development of an innovation hub / business incubator**
(D) Promoting Business, Creative and Cultural Enterprise	**11. Develop more cultural activity and awareness in Mount Dennis:** Through, for example: encouraging investment in arts and culture; a major festival planned in the area; and other potential programming. **12. Promote and attract a variety of retail businesses**: through lower business taxes on Weston Road; expansion of the BIA; grocery stores and markets [to address food desert issues]; new restaurants; etc. **13. Ensure awareness of existing supports to business:** ensure that both existing businesses and new entrepreneurs are aware of the full range of supports and incentives available through the City and various partners. **14. Explore potential for major projects in area: e.g.** cultural and/or educational activity as part of the former Kodak building; any surplus Metrolinx land; Industry Street land.

(E) Supporting Local Talent & Skills Development	**15. Encourage local hiring and talent and skills development** to support emerging employment opportunities in Mount Dennis by, for example, exploring potential initiatives and partnerships with local businesses, agencies and others; etc. **16. Encourage development of a post-secondary campus** in the area
(F) Supporting Inclusive Economic Growth	**17. Develop mechanisms for mitigating the negative effects of gentrification and displacement** through such mechanisms as Community / Neighbourhood Land Trusts, Community Benefit Agreements, encouraging local procurement, etc.

Appendix A: Business Survey Results

Mount Dennis Economic Development Strategy - Business Survey

Status:	**Closed**	**Partial completes:**	**5 (7.5%)**
Start date:	**2019-06-04**	**Screened out:**	**0 (0%)**
End date:	**2019-07-13**	**Reached end:**	**62 (92.5%)**
Live:	**40 days**	**Total responded:**	**67**
Questions:	**28**		

Filter is Off

1. First, we need to confirm that you have a business or investment in Mount Dennis (i.e. if you are a business operator or a business property landlord in the area). If so, you will be asked to indicate the postal code of its location. If you neither operate a business nor have an investment property in Mount Dennis, you do not need to fill out this questionnaire. Do you have a business or investment property in the Mount Dennis area?

(Each respondent could choose only ONE of the following responses.)

Response	Total	%
Yes	65	100
No	0	0

Total respondents: 65
Skipped question: 2

2. What is the postal code of your business or investment property in the Mount Dennis area? (If you have more than one location in Mount Dennis, please indicate the postal code of your main or largest operation).

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	47		70
Total respondents: 47 **Skipped question: 17**		0% 20% 40% 60% 80%	

Of all 47 respondents who reported postal codes, **all** had the FSA (Forward Sortation Area) codes M6M or M6N, indicating that they were located in or very near to the study area for the project. Note that in the previous question, 65 respondents did indicate that they were a property landowner in the area, so presumably those who did not respond to Question 2 could not remember or did not know their postal code or chose not to answer for another reason.

About Your Business in Mount Dennis

3. Your position (choose the best description)

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Owner	42		68
Manager	13		21
Employee	5		8
Other, please specify	2		3
Total respondents: 62 **Skipped question: 2**		0% 20% 40% 60% 80%	

4. Which category most closely describes your business operations (select one only)?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Construction	6		10
Institutional	1		2
Manufacturing	7		11
Office	2		3
Recreation/Entertainment	2		3
Retail	16		26
Service	16		26
Wholesale	3		5
Other, please specify	9		15
	Total respondents: 62	0% 20% 40% 60% 80%	
	Skipped question: 1		

5. Which sector most closely describes your main business focus (select one only)?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Aerospace	0		0
Automotive	7		11
Business and Professional Services	4		6
Construction	11		18
Cosmetics	2		3
Design	3		5
Education	1		2
Fashion	1		2
Film	0		0
Financial Services	0		0
Food and Beverage	7		11
Green	1		2
Life Sciences	1		2
Music	0		0
Retail	4		6
Technology	0		0
Tourism	0		0
Transportation Distribution and Logistics	0		0
Other, please specify	20		32
	Total respondents: 62 **Skipped question: 1**	0% 20% 40% 60% 80%	

In the ‘other’ category, there were just a few common responses:

- health care / pharmacy (6 responses)
- restaurants (3 responses)
- art / antique restoration (2 responses)
- other retail & service (convenience store, laundromat)
- investment property
- storage rental
- temporarily closed
- legal

6. How long has the business been in the Mount Dennis area?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Less than 3 years	5		8
3-5 years	6		10
6-10 years	15		24
11-25 years	18		29
More than 25 years	18		29
	Total respondents: 62 **Skipped question: 1**	0% 20% 40% 60% 80%	

7. Does your business own or lease its premises?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Own premises	22		38
Lease or rent space	33		57
Other, please specify	3		5
	Total respondents: 58 **Skipped question: 5**	0% 20% 40% 60% 80%	

8. What is the square footage of your business at this location (estimated)?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Under 1,000 sq.ft.	14		23
1,000-4,999 sq.ft.	26		43
5,000-9,999 sq.ft.	9		15
10,000-49,999 sq.ft.	5		8
50,000-99,999 sq.ft.	4		7
100,000 sq.ft. or more	2		3
	Total respondents: 60 **Skipped question: 3**	0% 20% 40% 60% 80%	

9. Are you a member of the Mount Dennis BIA (Business Improvement Area), located along Weston Road between Ray and Lambton Avenues?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Yes	13		21
No	37		61
Don't Know	11		18
	Total respondents: 61 **Skipped question: 2**	0% 20% 40% 60% 80%	

10. How many employees do you have at the present time (full-time only) at this location?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Just me	16		28
2-5	22		39
6-10	10		18
11-25	3		5
26-50	3		5
More than 50	3		5
	Total respondents: 57	0% 20% 40% 60% 80%	
	Skipped question: 6		

11. What percentage of your employees live in the Mount Dennis area (estimated)?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
0% (none)	25		42
1-20%	17		29
21-40%	6		10
41-60%	2		3
61-80%	2		3
81-100%	7		12
	Total respondents: 59	0% 20% 40% 60% 80%	
	Skipped question: 4		

12. What proportion of your customers/clientele come from the Mount Dennis community (best guess)?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
0% (none)	10		17
1-20%	19		32
21-40%	6		10
41-60%	8		13
61-80%	8		13
81-100%	9		15
	Total respondents: 60 **Skipped question: 3**	0% 20% 40% 60% 80%	

13. What percentage of your sales, if any, are to export markets beyond Canada (U.S. or global)?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
0% (domestic sales only)	36		75
1-20%	5		10
21-40%	2		4
41-60%	0		0
61-80%	5		10
81-100%	0		0
	Total respondents: 48 **Skipped question: 15**	0% 20% 40% 60% 80%	

14. Do you identify as a diverse supplier? (a diverse supplier is any business or enterprise that is more than 50% owned, managed and controlled by Indigenous persons or persons belonging to an equity-seeking group e.g. women, racialized groups, people with disabilities, immigrants and refugees, LGBTQ2S individuals)

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Yes	13		23
No	39		68
Don't Know	5		9
	Total respondents: 57 **Skipped question: 5**	0% 20% 40% 60% 80%	

15. In the past 3-5 years, has your business in Mount Dennis been:

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Growing	26		45
Stable	15		26
Declining	10		17
Variable	4		7
Can't Say/Don't Know	3		5
	Total respondents: 58 **Skipped question: 4**	0% 20% 40% 60% 80%	

16. In a few words or phrases, what has caused this?

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	41		61
	Total respondents: 41 **Skipped question: 21**	0% 20% 40% 60% 80%	

Respondents were asked the reasons for their responses on the relative growth or decline of their businesses. The reasons given could be broadly grouped into factors internal to the business, those external to the business, and 'other' factors. The responses given were:

Factors Internal to the Business	Factors External to the Business	Other Factors
- improved marketing, promotion and advertising (several mentions) - invested in new equipment and productivity improved - sales reps are doing a good job - improved management	- poor socio-economic conditions in area (several mentions) - overall trends in our industry sector (several mentions) - crime - construction activity creates difficulties - government interference and high taxes - prices are increasing	- no longer in business - decide to retire - not sure yet – new business

Business Climate of Mount Dennis

17. In the next 3-5 years, how do you feel about business prospects in Mount Dennis?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Optimistic	30		51
Neutral	11		19
Concerned	14		24
Can't Say/Don't Know	4		7
	Total respondents: 59 **Skipped question: 2**	0% 20% 40% 60% 80%	

18. In a few short words or phrases, why do you feel this way?

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	45		67
	Total respondents: 45 Skipped question: 16	0% 20% 40% 60% 80%	

Respondents were asked the reasons for their responses for responding the way they did. As with the previous question, reasons given could be broadly grouped into factors internal to the business, those external to the business, and 'other' factors. However, unlike the previous question, there were many more 'external' vs. 'internal' factors raised. The responses given were:

Factors Internal to the Business	Factors External to the Business	Other Factors
- corporate changes may result in improvements	- LRT will have a positive impact (several mentions) - overall housing and market growth in area (several mentions) - fear of gangs and guns continuing - rebranding of area will be positive - market change: baby boomers getting older	- have seen no significant change in last 20 years; not much expected in future (several mentions) - impossible to predict the future

Business Climate of Mount Dennis

19. What impact, if any, do you think the Eglinton Crosstown LRT will have on your business, once completed?

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	53		79
	Total respondents: 53 Skipped question: 8	0% 20% 40% 60% 80%	

The most common responses to this question were:

- improved accessibility for customers - *17 responses*
- not much impact on my business - *17 responses*

- positive impact but not for a while (after construction has been completed) - *3 responses*
- will increase housing prices / property values / gentrification – *5 responses*
- could improve employee access – *3 responses*
- not sure – *3 responses*
- more businesses will locate here – *2 responses*
- will stimulate more housing development

Note that many responding 'no impact on my business' were located in the Jane / Alliance area and may have felt that the transportation infrastructure improvements were too far away to materially benefit them.

Future Plans of Your Business in Mount Dennis

20.1. Within the next 3 years, do you plan to do any of the following at your establishment in Mount Dennis? Check as many as apply.

- Develop new products or add new lines of business

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	16		31
2 No	19		37
3 Maybe	12		24
4 Don't Know	4		8
			Average: 2.08 — Median: 2
	Total respondents: 51 **Skipped question: 10**	0% 20% 40% 60% 80%	

20.2. Within the next 3 years, do you plan to do any of the following at your establishment in Mount Dennis? Check as many as apply.

- Hire more employees

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	16		31
2 No	14		27
3 Maybe	14		27
4 Don't Know	8		15
			Average: 2.27 — Median: 2
	Total respondents: 52 Skipped question: 9	0% 20% 40% 60% 80%	

20.3. Within the next 3 years, do you plan to do any of the following at your establishment in Mount Dennis? Check as many as apply.

- Physically expand your business facility

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	9		18
2 No	24		48
3 Maybe	12		24
4 Don't Know	5		10
			Average: 2.26 — Median: 2
	Total respondents: 50 Skipped question: 11	0% 20% 40% 60% 80%	

20.4. Within the next 3 years, do you plan to do any of the following at your establishment in Mount Dennis? Check as many as apply.

- Downsize or move out of the area

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	5		10
2 No	31		62
3 Maybe	9		18
4 Don't Know	5		10
			Average: 2.28 — Median: 2
	Total respondents: 50 **Skipped question: 11**	0% 20% 40% 60% 80%	

20.5. Within the next 3 years, do you plan to do any of the following at your establishment in Mount Dennis? Check as many as apply.

- Retire, sell or close the business

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	4		8
2 No	31		62
3 Maybe	10		20
4 Don't Know	5		10
			Average: 2.32 — Median: 2
	Total respondents: 50 **Skipped question: 11**	0% 20% 40% 60% 80%	

20.6. Within the next 3 years, do you plan to do any of the following at your establishment in Mount Dennis? Check as many as apply.

- Reduce your employee base

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	2		4
2 No	38		78
3 Maybe	4		8
4 Don't Know	5		10
			Average: 2.24 — Median: 2
	Total respondents: 49 **Skipped question: 12**	0% 20% 40% 60% 80%	

20.7. Within the next 3 years, do you plan to do any of the following at your establishment in Mount Dennis? Check as many as apply.

- Other, please specify

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	1		8
2 No	8		67
3 Maybe	0		0
4 Don't Know	3		25
			Average: 2.42 — Median: 2
	Total respondents: 12 **Skipped question: 49**	0% 20% 40% 60% 80%	

The Economic Development Strategy

21.1. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Branding and marketing of the area

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	21		43
2 Somewhat Important	16		33
3 Low Importance	6		12
4 Zero Importance - Not Needed	2		4
5 Can't Say / Don't Know	4		8
			Average: 2.02 — Median: 2
	Total respondents: 49 **Skipped question: 12**	0% 20% 40% 60% 80%	

21.2. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Streetscape beautification and amenities

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	27		52
2 Somewhat Important	12		23
3 Low Importance	10		19
4 Zero Importance - Not Needed	2		4
5 Can't Say / Don't Know	1		2
			Average: 1.81 — Median: 1
	Total respondents: 52 **Skipped question: 9**	0% 20% 40% 60% 80%	

21.3. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Parking facilities and supply

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	26		52
2 Somewhat Important	15		30
3 Low Importance	7		14
4 Zero Importance - Not Needed	2		4
5 Can't Say / Don't Know	0		0
			Average: 1.70 — Median: 1
Total respondents: 50 **Skipped question: 11**		0% 20% 40% 60% 80%	

21.4. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Public transit connectivity

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	32		58
2 Somewhat Important	17		31
3 Low Importance	5		9
4 Zero Importance - Not Needed	1		2
5 Can't Say / Don't Know	0		0
			Average: 1.55 — Median: 1
Total respondents: 55 **Skipped question: 6**		0% 20% 40% 60% 80%	

21.5. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Attracting more businesses

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	32		65
2 Somewhat Important	11		22
3 Low Importance	6		12
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	0		0
			Average: 1.47 — Median: 1
	Total respondents: 49 **Skipped question: 12**	0% 20% 40% 60% 80%	

21.6. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Creating awareness of available City supports for business

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	23		47
2 Somewhat Important	16		33
3 Low Importance	5		10
4 Zero Importance - Not Needed	2		4
5 Can't Say / Don't Know	3		6
			Average: 1.90 — Median: 2
	Total respondents: 49 **Skipped question: 12**	0% 20% 40% 60% 80%	

21.7. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Supports for businesses owned/ managed by a member of an equity-seeking group

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	12		26
2 Somewhat Important	16		35
3 Low Importance	12		26
4 Zero Importance - Not Needed	4		9
5 Can't Say / Don't Know	2		4
			Average: 2.30 — Median: 2
	Total respondents: 46 **Skipped question: 15**	0% 20% 40% 60% 80%	

21.8. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Community safety (e.g. policing and security)

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	31		60
2 Somewhat Important	14		27
3 Low Importance	6		12
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	1		2
			Average: 1.58 — Median: 1
	Total respondents: 52 **Skipped question: 9**	0% 20% 40% 60% 80%	

21.9. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Access to incentives (e.g. for operating costs; building and façade improvements; etc.)

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	23		49
2 Somewhat Important	13		28
3 Low Importance	8		17
4 Zero Importance - Not Needed	1		2
5 Can't Say / Don't Know	2		4
			Average: 1.85 — Median: 1.50
	Total respondents: 47 **Skipped question: 14**	0% 20% 40% 60% 80%	

21.10. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Pedestrian and cycling environment

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	18		35
2 Somewhat Important	10		19
3 Low Importance	20		38
4 Zero Importance - Not Needed	3		6
5 Can't Say / Don't Know	1		2
			Average: 2.21 — Median: 2
	Total respondents: 52 **Skipped question: 9**	0% 20% 40% 60% 80%	

21.11. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Networking & awareness of how local businesses can support one another

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	14		29
2 Somewhat Important	21		44
3 Low Importance	11		23
4 Zero Importance - Not Needed	1		2
5 Can't Say / Don't Know	1		2
			Average: 2.04 — Median: 2
	Total respondents: 48 Skipped question: 13	0% 20% 40% 60% 80%	

21.12. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Arts and cultural facilities and/or programming

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	12		24
2 Somewhat Important	15		31
3 Low Importance	17		35
4 Zero Importance - Not Needed	4		8
5 Can't Say / Don't Know	1		2
			Average: 2.33 — Median: 2
	Total respondents: 49 Skipped question: 12	0% 20% 40% 60% 80%	

21.13. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Being part of the BIA (Business Improvement Area)

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	9		19
2 Somewhat Important	14		30
3 Low Importance	15		32
4 Zero Importance - Not Needed	3		6
5 Can't Say / Don't Know	6		13
			Average: 2.64 — Median: 2.50
	Total respondents: 47 **Skipped question: 14**	0% 20% 40% 60% 80%	

21.14. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Development of business incubators and affordable shared/collaborative spaces

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	12		25
2 Somewhat Important	16		33
3 Low Importance	14		29
4 Zero Importance - Not Needed	4		8
5 Can't Say / Don't Know	2		4
			Average: 2.33 — Median: 2
	Total respondents: 48 **Skipped question: 13**	0% 20% 40% 60% 80%	

21.15. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Protection of employment lands

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	16		33
2 Somewhat Important	19		39
3 Low Importance	7		14
4 Zero Importance - Not Needed	1		2
5 Can't Say / Don't Know	6		12
			Average: 2.22 — Median: 2
	Total respondents: 49 **Skipped question: 12**	0% 20% 40% 60% 80%	

21.16. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Support for sourcing, hiring and/or training staff

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	8		17
2 Somewhat Important	18		39
3 Low Importance	14		30
4 Zero Importance - Not Needed	3		7
5 Can't Say / Don't Know	3		7
			Average: 2.46 — Median: 2
	Total respondents: 46 **Skipped question: 15**	0% 20% 40% 60% 80%	

21.17. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Support in navigating City permit/regulatory processes

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	12		26
2 Somewhat Important	14		30
3 Low Importance	11		24
4 Zero Importance - Not Needed	4		9
5 Can't Say / Don't Know	5		11
			Average: 2.48 — Median: 2
	Total respondents: 46 **Skipped question: 15**	0% 20% 40% 60% 80%	

21.18. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Assistance with export market development

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	7		16
2 Somewhat Important	6		14
3 Low Importance	10		23
4 Zero Importance - Not Needed	11		25
5 Can't Say / Don't Know	10		23
			Average: 3.25 — Median: 3
	Total respondents: 44 **Skipped question: 17**	0% 20% 40% 60% 80%	

21.19. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Other, please specify

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	5		50
2 Somewhat Important	0		0
3 Low Importance	0		0
4 Zero Importance - Not Needed	2		20
5 Can't Say / Don't Know	3		30
			Average: 2.80 — Median: 1
	Total respondents: 10 **Skipped question: 51**	0% 20% 40% 60% 80%	

Awareness of City of Toronto Supports for Business

22. How aware are you of all of the City of Toronto supports and incentives for local business?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Very aware	3		5
Somewhat aware	13		23
Not at all aware	34		60
Can't say/don't know	7		12
	Total respondents: 57 **Skipped question: 4**	0% 20% 40% 60% 80%	

Best and Worst Aspects of Mount Dennis

23. In a few words or a short phrase, what are the best and worst aspects of Mount Dennis from the perspective of your business operation in the area?

(Each respondent could write multiple open-ended responses of maximum 255 characters.)

Response	Total	% of responses	%
Best Aspect(s)	40		83
Worst Aspect(s)	45		94
	Total respondents: 48	0% 20% 40% 60% 80%	
	Skipped question: 10		

Comments relating to the 'best' and 'worst' aspects in this regard were:

Best Aspects	Worst Aspects
• access to nature / green (several mentions) • improved transportation and connectivity (several mentions) • friendly community (several mentions) • quiet neighbourhood (several mentions) • good network of social services • historic • some beautiful buildings • affordability • flexible zoning • seeing some investment in the area	• poor look and feel to the community (several mentions) • dirt and graffiti • violence and gangs / community safety (several mentions) • not enough support from the City (several mentions) • too much construction (several mentions) • poor road conditions (several mentions) • retail is dead • flooding risk • gentrification / displacement • community violence • lack of infrastructure • truck traffic • no good restaurants • loitering • taxes too high

Any Other Comments?

24. If you have any other comments, please feel free to share below.

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	17		25
	Total respondents: 17 Skipped question: 31	0% 20% 40% 60% 80%	

Other comments mentioned here include:

- concerns with construction, traffic and roads
- need for more incentives for development
- concerns about crime and safety (several mentions)
- too much public housing
- need for proper street lighting
- poor public transit access (at present)
- need for increased density (several mentions)

Business Contact Information (Optional)

25. Business Name

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	38		57
	Total respondents: 38 Skipped question: 4	0% 20% 40% 60% 80%	

26. Business Address

(Each respondent could write multiple open-ended responses of maximum 255 characters.)

Response	Total	% of responses	%
Street Number	36		97
Street Name	34		92
Suite/Unit Number	12		32
City/Town	32		86
Province	32		86
Postal Code	32		86
	Total respondents: 37 **Skipped question: 5**	0% 20% 40% 60% 80%	

27. Your Name and Business Email

(Each respondent could write multiple open-ended responses of maximum 255 characters.)

Response	Total	% of responses	%
Your Name (First, Last)	26		90
Business Email	27		93
	Total respondents: 29 **Skipped question: 13**	0% 20% 40% 60% 80%	

City of Toronto Assistance

28. If you would like City of Toronto Economic Development and Culture staff to contact you about any issues or opportunities regarding your business and how we may assist, please check below:

(Each respondent could choose MULTIPLE responses.)

Response	Total	% of responses	%
Yes (please check)	20		100
	Total respondents: 20 Skipped question: 22	0% 20% 40% 60% 80%	

Appendix B: Organization Survey Results

Mount Dennis Economic Development Strategy - Agency & Org Survey

Status:	**Closed**	**Partial completes:**	**4 (21.1%)**
Start date:	**2019-06-04**	**Screened out:**	**2 (10.5%)**
End date:	**2019-07-13**	**Reached end:**	**13 (68.4%)**
Live:	**40 days**	**Total responded:**	**19**
Questions:	**27**		

Filter is Off

1. First, we need to confirm that you are an organization or agency operating in Mount Dennis. If so, you will be asked to indicate the postal code of its location. If you do not run an operation in Mount Dennis, you do not need to fill out this questionnaire. Do you operate an organization or agency in the Mount Dennis area?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Yes	17		89
No	2		11
	Total respondents: 19 **Skipped question: 0**	0% 20% 40% 60% 80%	

2. What is the postal code of your agency or organization's location in the Mount Dennis area? (If you have more than one location in Mount Dennis, please indicate the postal code of your main or largest operation).

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	16		84
	Total respondents: 16 **Skipped question: 0**	0% 20% 40% 60% 80%	

About Your Organization in Mount Dennis

3. Your position (choose the best description)

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Board Member	3		20
Director or Manager	9		60
Staff Member	1		7
Volunteer	1		7
Other, please specify	1		7
	Total respondents: 15 **Skipped question: 0**	0% 20% 40% 60% 80%	

About Your Organization in Mount Dennis

4. Which category most closely describes your organization (select one only)?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Arts and Culture	0		0
Business Association	0		0
Faith-Based Group	3		20
Government/ Government Agency	3		20
Ratepayers Organization	0		0
Recreation	0		0
Service Club	1		7
Social Services	4		27
Other, please specify	4		27
	Total respondents: 15 **Skipped question: 0**	0% 20% 40% 60% 80%	

5. What is the mission statement of your organization (in a few words or sentences)?

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	13		68
	Total respondents: 13 **Skipped question: 2**	0% 20% 40% 60% 80%	

6. How long has your organization been operating in the Mount Dennis area?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Less than 3 years	2		13
3-5 years	2		13
6-10 years	1		7
11-25 years	4		27
More than 25 years	6		40
	Total respondents: 15 **Skipped question: 0**	0% 20% 40% 60% 80%	

7. Does your organization own or lease its premises?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Own premises	7		47
Lease or rent space	7		47
Other, please specify	1		7
	Total respondents: 15 **Skipped question: 0**	0% 20% 40% 60% 80%	

8. Are you a member of the Mount Dennis BIA (Business Improvement Area), located along Weston Road between Ray and Lambton Avenues?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Yes	4		27
No	9		60
Don't Know	2		13
	Total respondents: 15 **Skipped question: 0**	0% 20% 40% 60% 80%	

9. How many members or constituents do you have at the present time?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
10 or fewer	2		13
11-25	2		13
26-50	0		0
51-100	1		7
Over 100	6		40
Not applicable	4		27
	Total respondents: 15 **Skipped question: 0**	0% 20% 40% 60% 80%	

10. How would you describe your 'service area'?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Primarily the Mount Dennis area	3		20
Mount Dennis/Weston area	3		20
Western Toronto	4		27
All Toronto	3		20
Greater Toronto Area and/or beyond	1		7
N/A or don't know	1		7
	Total respondents: 15 **Skipped question: 0**	0% 20% 40% 60% 80%	

11. How many employees do you have at the present time (full-time only) at this location?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Just me	3		20
2-5	4		27
6-10	1		7
11-15	0		0
26-50	3		20
More than 50	4		27
	Total respondents: 15 **Skipped question: 0**	0% 20% 40% 60% 80%	

12. What percentage of your employees live in the Mount Dennis area (estimated)?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
0% (none)	4		33
1-20%	4		33
21-40%	2		17
41-60%	2		17
61-80%	0		0
81-100%	0		0
	Total respondents: 12 **Skipped question: 3**	0% 20% 40% 60% 80%	

13. Do you identify as a diverse supplier? (a diverse supplier is any business or enterprise that is more than 50% owned, managed and controlled by Indigenous persons or persons belonging to an equity-seeking group e.g. women, racialized groups, people with disabilities, immigrants and refugees, LGBTQ2S individuals)

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Yes	6		40
No	5		33
Don't Know	4		27
	Total respondents: 15 **Skipped question: 0**	0% 20% 40% 60% 80%	

Business Climate of Mount Dennis

14. In the past 3-5 years, has your organization in Mount Dennis been:

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Growing	5		33
Stable	6		40
Declining	2		13
Variable	0		0
Can't Say/Don't Know	2		13
	Total respondents: 15 **Skipped question: 0**	0% 20% 40% 60% 80%	

15. In a few words or phrases, what has caused this?

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	10		53
	Total respondents: 10 **Skipped question: 5**	0% 20% 40% 60% 80%	

There were 10 responses to this question. They were:

- needs of the community we serve have increased – *4 responses*
- our membership base has diminished
- increased awareness-building and promotion
- not sure as our work focuses on all of Toronto
- our funding has been stable
- our space is expensive and anchor funders have left
- church congregation has revitalized

16. In the next 3-5 years, how do you feel about prospects for your organization in Mount Dennis?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Optimistic	7		50
Neutral	4		29
Concerned	2		14
Can't Say/Don't Know	1		7
	Total respondents: 14 **Skipped question: 0**	0% 20% 40% 60% 80%	

17. In a few short words or phrases, why do you feel this way?

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	13		68
	Total respondents: 13 **Skipped question: 1**	0% 20% 40% 60% 80%	

There were 13 responses to this question. They were:

- Mount Dennis is a growing community – *4 responses*
- we are increasing the range of services that we *offer – 2 responses*
- the needs of our clientele are changing – *2 responses*
- lack of affordable housing is putting pressure on residents
- our lease is expiring
- our organization will be facing funding cuts
- not sure – much of our work is conducted offsite
- don't know

18. What impact, if any, do you think the Eglinton Crosstown LRT will have on your operations, once completed?

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	14		74
	Total respondents: 14 **Skipped question: 0**	0% 20% 40% 60% 80%	

Two of the 14 responses to this question were N/A or mistaken entries. The 12 meaningful responses were:

- businesses will grow and expand – *3 responses*
- easier access for customers of businesses and our staff – *2 responses*
- will result in increased demand for our programs – *2 responses*
- will drive up property value which may lead our landlord to redevelop the site
- more congestion without traffic necessarily stopping for local businesses
- will create better access to our site
- will stimulate densification in the neighbourhood
- no impact

Future Plans of Your Organization in Mount Dennis

19.1. Within the next 3 years, do you plan to do any of the following at your location in Mount Dennis? Check as many as apply.

- Add new or expand existing programs/services

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	8		62
2 No	1		8
3 Maybe	2		15
4 Don't Know	2		15
			Average: 1.85 — Median: 1
	Total respondents: 13 Skipped question: 0	0% 20% 40% 60% 80%	

19.2. Within the next 3 years, do you plan to do any of the following at your location in Mount Dennis? Check as many as apply.

- Hire more employees

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	5		38
2 No	3		23
3 Maybe	3		23
4 Don't Know	2		15
			Average: 2.15 — Median: 2
	Total respondents: 13 Skipped question: 0	0% 20% 40% 60% 80%	

19.3. Within the next 3 years, do you plan to do any of the following at your location in Mount Dennis? Check as many as apply.

- Physically expand your facility

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	1		8
2 No	8		62
3 Maybe	1		8
4 Don't Know	3		23
			Average: 2.46 — Median: 2
	Total respondents: 13 **Skipped question: 0**	0% 20% 40% 60% 80%	

19.4. Within the next 3 years, do you plan to do any of the following at your location in Mount Dennis? Check as many as apply.

- Downsize or move out of the area

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	0		0
2 No	9		75
3 Maybe	1		8
4 Don't Know	2		17
			Average: 2.42 — Median: 2
	Total respondents: 12 **Skipped question: 1**	0% 20% 40% 60% 80%	

19.5. Within the next 3 years, do you plan to do any of the following at your location in Mount Dennis? Check as many as apply.

- Close or wind down the operation

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	0		0
2 No	10		83
3 Maybe	0		0
4 Don't Know	2		17
			Average: 2.33 — Median: 2
Total respondents: 12		0% 20% 40% 60% 80%	
Skipped question: 1			

19.6. Within the next 3 years, do you plan to do any of the following at your location in Mount Dennis? Check as many as apply.

- Reduce your employee base

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	0		0
2 No	9		75
3 Maybe	0		0
4 Don't Know	3		25
			Average: 2.50 — Median: 2
Total respondents: 12		0% 20% 40% 60% 80%	
Skipped question: 1			

19.7. Within the next 3 years, do you plan to do any of the following at your location in Mount Dennis? Check as many as apply.

- Other, please specify

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Yes	0		0
2 No	2		40
3 Maybe	0		0
4 Don't Know	3		60
			Average: 3.20 — Median: 3
	Total respondents: 5 **Skipped question: 8**	0% 20% 40% 60% 80%	

The Economic Development Strategy

20.1. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Branding and marketing of the area

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	6		46
2 Somewhat Important	4		31
3 Low Importance	2		15
4 Zero Importance - Not Needed	0		0
5 Can’t Say / Don’t Know	1		8
			Average: 1.92 — Median: 1.50
	Total respondents: 13 **Skipped question: 0**	0% 20% 40% 60% 80%	

20.2. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Streetscape beautification and amenities

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	6		50
2 Somewhat Important	4		33
3 Low Importance	2		17
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	0		0
			Average: 1.67 — Median: 1
	Total respondents: 12 **Skipped question: 1**	0% 20% 40% 60% 80%	

20.3. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Parking facilities and supply

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	5		42
2 Somewhat Important	4		33
3 Low Importance	2		17
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	1		8
			Average: 2 — Median: 2
	Total respondents: 12 **Skipped question: 1**	0% 20% 40% 60% 80%	

20.4. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Public transit connectivity

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	10		77
2 Somewhat Important	2		15
3 Low Importance	1		8
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	0		0
			Average: 1.31 — Median: 1
	Total respondents: 13 **Skipped question: 0**	0% 20% 40% 60% 80%	

20.5. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Attracting more businesses

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	6		50
2 Somewhat Important	5		42
3 Low Importance	0		0
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	1		8
			Average: 1.75 — Median: 1
	Total respondents: 12 **Skipped question: 1**	0% 20% 40% 60% 80%	

20.6. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Creating awareness of available City supports for business

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	5		38
2 Somewhat Important	3		23
3 Low Importance	2		15
4 Zero Importance - Not Needed	1		8
5 Can't Say / Don't Know	2		15
			Average: 2.38 — Median: 2
	Total respondents: 13	0% 20% 40% 60% 80%	
	Skipped question: 0		

20.7. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Supports for businesses owned/ managed by a member of an equity-seeking group

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	4		31
2 Somewhat Important	3		23
3 Low Importance	2		15
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	4		31
			Average: 2.77 — Median: 2
	Total respondents: 13	0% 20% 40% 60% 80%	
	Skipped question: 0		

20.8. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Community safety (e.g. policing and security)

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	9		69
2 Somewhat Important	2		15
3 Low Importance	2		15
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	0		0
			Average: 1.46 — Median: 1
	Total respondents: 13 **Skipped question: 0**	0% 20% 40% 60% 80%	

20.9. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Access to incentives (e.g. for operating costs; building and façade improvements; etc.)

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	9		69
2 Somewhat Important	1		8
3 Low Importance	1		8
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	2		15
			Average: 1.85 — Median: 1
	Total respondents: 13 **Skipped question: 0**	0% 20% 40% 60% 80%	

20.10. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Pedestrian and cycling environment

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	7		54
2 Somewhat Important	3		23
3 Low Importance	3		23
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	0		0
			Average: 1.69 — Median: 1
	Total respondents: 13 **Skipped question: 0**	0% 20% 40% 60% 80%	

20.11. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Networking & awareness of how local businesses can support one another

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	4		31
2 Somewhat Important	5		38
3 Low Importance	2		15
4 Zero Importance - Not Needed	1		8
5 Can't Say / Don't Know	1		8
			Average: 2.23 — Median: 2
	Total respondents: 13 **Skipped question: 0**	0% 20% 40% 60% 80%	

20.12. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Arts and cultural facilities and/or programming

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	5		38
2 Somewhat Important	7		54
3 Low Importance	1		8
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	0		0
			Average: 1.69 — Median: 2
	Total respondents: 13 Skipped question: 0	0% 20% 40% 60% 80%	

20.13. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Being part of the BIA (Business Improvement Area)

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	2		15
2 Somewhat Important	5		38
3 Low Importance	1		8
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	5		38
			Average: 3.08 — Median: 2
	Total respondents: 13 Skipped question: 0	0% 20% 40% 60% 80%	

20.14. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Development of business incubators and affordable shared/collaborative spaces

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	5		38
2 Somewhat Important	4		31
3 Low Importance	0		0
4 Zero Importance - Not Needed	1		8
5 Can't Say / Don't Know	3		23
			Average: 2.46 — Median: 2
	Total respondents: 13 **Skipped question: 0**	0% 20% 40% 60% 80%	

20.15. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Protection of employment lands

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	5		38
2 Somewhat Important	3		23
3 Low Importance	0		0
4 Zero Importance - Not Needed	1		8
5 Can't Say / Don't Know	4		31
			Average: 2.69 — Median: 2
	Total respondents: 13 **Skipped question: 0**	0% 20% 40% 60% 80%	

20.16. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Support for sourcing, hiring and/or training staff

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	6		46
2 Somewhat Important	2		15
3 Low Importance	2		15
4 Zero Importance - Not Needed	1		8
5 Can't Say / Don't Know	2		15
			Average: 2.31 — Median: 1.50
	Total respondents: 13 Skipped question: 0	0% 20% 40% 60% 80%	

20.17. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Support in navigating City permit/regulatory processes

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	3		25
2 Somewhat Important	2		17
3 Low Importance	4		33
4 Zero Importance - Not Needed	1		8
5 Can't Say / Don't Know	2		17
			Average: 2.75 — Median: 3
	Total respondents: 12 Skipped question: 1	0% 20% 40% 60% 80%	

20.18. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Assistance with export market development

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	2		17
2 Somewhat Important	0		0
3 Low Importance	5		42
4 Zero Importance - Not Needed	2		17
5 Can't Say / Don't Know	3		25
			Average: 3.33 — Median: 3
	Total respondents: 12 **Skipped question: 1**	0% 20% 40% 60% 80%	

20.19. In your view, how important are the following possible areas of action to further support local business in Mount Dennis?

- Other, please specify

(Each respondent could choose only ONE response per sub-question.)

Response	Total	% of responses	%
1 Essential or Very Important	0		0
2 Somewhat Important	0		0
3 Low Importance	1		25
4 Zero Importance - Not Needed	0		0
5 Can't Say / Don't Know	3		75
			Average: 4.50 — Median: 5
	Total respondents: 4 **Skipped question: 9**	0% 20% 40% 60% 80%	

(There were no useful comments offered in this 'other' response.)

Awareness of City of Toronto Supports for Business

21. How aware are you of all of the City of Toronto supports and incentives for local business?

(Each respondent could choose only ONE of the following responses.)

Response	Total	% of responses	%
Very aware	1		8
Somewhat aware	6		46
Not at all aware	6		46
Can't say/don't know	0		0
Total respondents: 13 **Skipped question: 0**		0% 20% 40% 60% 80%	

Best and Worst Aspects of Mount Dennis

22. In a few words or a short phrase, what are the best and worst aspects of Mount Dennis from the perspective of your operations in the area?

(Each respondent could write multiple open-ended responses of maximum 255 characters.)

Response	Total	% of responses	%
Best Aspect(s)	11		100
Worst Aspect(s)	10		91
Total respondents: 11 **Skipped question: 2**		0% 20% 40% 60% 80%	

Comments relating to the 'best' and 'worst' aspects in this regard were:

Best Aspects	Worst Aspects
• multicultural community / diversity (several mentions) • access to highways and soon transit (several mentions) • friendliest neighbourhood in Toronto • community-based	• not enough support from the City (several mentions) • poor look and feel to the community (several mentions) • community violence • lack of infrastructure • truck traffic

Any Other Comments?

23. If you have any other comments, please feel free to share below.

(Each respondent could write a single open-ended response of maximum 2000 characters.)

Response	Total	% of total respondents	%
Open answer	4		21
	Total respondents: 4 **Skipped question: 6**	0% 20% 40% 60% 80%	

Only a few comments were offered here, relating to:

- potential to become Toronto's 'greenest' community
- concern regarding truck traffic
- question regarding how the economic development strategy will address the urgent need for mixed use development
- (and one N/A comment)

Organization Contact Information (Optional)

24. Organization Name

(Each respondent could write a single open-ended response of maximum 255 characters.)

Response	Total	% of total respondents	%
Open answer	10		53
	Total respondents: 10 **Skipped question: 0**	0% 20% 40% 60% 80%	

25. Organization Address

(Each respondent could write multiple open-ended responses of maximum 255 characters.)

Response	Total	% of responses	%
Street Number	10		100
Street Name	9		90
Suite/Unit Number	1		10
City/Town	10		100
Province	10		100
Postal Code	10		100
	Total respondents: 10 **Skipped question: 0**	0% 20% 40% 60% 80%	

26. Your Name and Business Email

(Each respondent could write multiple open-ended responses of maximum 255 characters.)

Response	Total	% of responses	%
Your Name (First, Last)	10		100
Organization Email	10		100
	Total respondents: 10 **Skipped question: 0**	0% 20% 40% 60% 80%	

City of Toronto Assistance

27. If you would like City of Toronto Economic Development and Culture staff to contact you about any issues or opportunities regarding your organization and how we may assist, please check below:

(Each respondent could choose MULTIPLE responses.)

Response	Total	% of responses	%
Yes (please check)	8		100
	Total respondents: 8 Skipped question: 2	0% 20% 40% 60% 80%	

Appendix C: Polaris Profile Results for Study Area

Mount Dennis Final Study Area

Polaris Profile

Data Significance Coding Scheme

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

Data Source: Manifold Data Mining Inc. 2017

This report is based on consumer demographic and behavior data products at the 6-digit postal code level. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada or Numeris.

Appendix C – Polaris Profile - Contents

Demographics – Summary Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
SUMMARY					
Total population	2,865,710		21,729		
Total population age 15 and over	2,398,360		18,162		
Total number of private households	1,171,300		8,325		
Average number of persons in private households	2.40		2.53		105
Total population in private households	2,814,580		21,084		
Total number of census families in private households	752,231		5,893		
Average number of persons per census family	2.96		2.87		97
Total population in families	2,224,650		16,916		
Total number of labour force age 15 and over	1,556,630		11,558		
POPULATION AGE					
Percent: population age 0-14	467,340	16.31%	3,567	16.42%	101
Percent: population age 15-24	287,746	10.04%	2,622	12.07%	120
Percent: population age 25-34	409,911	14.30%	3,036	13.97%	98
Percent: population age 35-44	427,363	14.91%	2,807	12.92%	87
Percent: population age 45-54	423,581	14.78%	3,188	14.67%	99
Percent: population age 55-64	378,618	13.21%	3,026	13.93%	105
Percent: population age 65+	471,209	16.44%	3,483	16.03%	98
DWELLING					
Total number of occupied private dwellings	1,171,300		8,325		
Average dwelling value $	$891,846		$623,385		70
Percent: home owners	635,993	54.30%	4,657	55.95%	103
Percent: home tenants	535,308	45.70%	3,667	44.05%	96
Percent: band housing	0	0.00%	0	0.00%	
HOUSEHOLDS					
One-family households	608,280	51.93%	4,510	54.18%	104
Other family households	96,035	8.20%	958	11.51%	140
One-family households with persons not in a census family	63,637	5.43%	672	8.07%	149
Multiple-family households	32,398	2.77%	287	3.44%	124
Non-family households	466,986	39.87%	2,856	34.31%	86
EDUCATION					
Total population aged 15 years and over by highest certificate, diploma or degree	2,398,360		18,162		
No certificate, diploma or degree	431,226	17.98%	5,037	27.73%	154
High school diploma or equivalent	569,396	23.74%	5,297	29.17%	123
Postsecondary certificate, diploma or degree	1,397,740	58.28%	7,828	43.10%	74
Apprenticeship or trades certificate or diploma	124,811	5.20%	1,208	6.65%	128
College, CEGEP or other non-university certificate or diploma	372,850	15.55%	3,206	17.65%	114
University certificate or diploma below bachelor level	122,389	5.10%	690	3.80%	75
University certificate, diploma or degree at bachelor level or above	777,718	32.43%	2,724	15.00%	46
Bachelor degree	474,445	19.78%	1,963	10.81%	55
University certificate, diploma or degree above bachelor level	303,297	12.65%	760	4.19%	33

Demographics – Summary Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
INCOME					
Average family income $	$128,071		$85,225		67
Average household income $	$100,129		$71,559		71
Average income population age 15 and over ($)	$53,050		$36,209		68
Population with income $0 - $4,999	257,300	11.39%	1,585	9.39%	82
Population with income $5,000 - $9,999	171,986	7.61%	1,599	9.48%	125
Population with income $10,000 - $14,999	203,188	8.99%	1,793	10.62%	118
Population with income $15,000 - $19,999	226,573	10.03%	2,160	12.80%	128
Population with income $20,000 - $29,999	303,867	13.45%	2,537	15.03%	112
Population with income $30,000 - $39,999	244,580	10.83%	2,083	12.34%	114
Population with income $40,000 - $49,999	202,126	8.95%	1,883	11.16%	125
Population with income $50,000 - $59,999	155,966	6.90%	1,303	7.72%	112
Population with income $60,000 - $79,999	188,818	8.36%	1,167	6.91%	83
Population with income $80,000 - $99,999	123,228	5.45%	464	2.75%	50
Population with income $100,000 - $124,999	74,425	3.29%	160	0.95%	29
Population with income $125,000 and over	107,367	4.75%	142	0.84%	18
PROJECTIONS					
Annual population growth in the period: 2017 to 2022		0.84%		0.67%	80
Annual household growth in the period: 2017 to 2022		1.18%		1.06%	90
Annual family growth in the period: 2017 to 2022		0.45%		0.48%	107
Annual population growth in the period: 2022 to 2027		0.82%		0.69%	84
Annual household growth in the period: 2022 to 2027		1.18%		1.05%	89
Annual family growth in the period: 2022 to 2027		0.48%		0.49%	102
POPULATION GROWTH					
2017 Total population	2,865,710		21,729		
2022 Total population	2,991,200		22,474		
2027 Total population	3,118,420		23,257		
HOUSEHOLD GROWTH					
2017 Total number of households	1,171,300		8,325		
2022 Total number of households	1,243,850		8,776		
2027 Total number of households	1,321,020		9,245		
FAMILY GROWTH					
2017 Total number of census families	752,231		5,893		
2022 Total number of census families	770,776		6,039		
2027 Total number of census families	790,827		6,190		

Demographics – Dwelling Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
DWELLING CHARACTERISTICS					
Total number of occupied private dwellings	1,171,300		8,325		
Average value of dwelling $	$891,846		$623,385		70
Median value of dwellings $	$651,693		$546,393		84
1 to 4 rooms	554,834	47.37%	3,263	39.20%	83
5 rooms	175,285	14.97%	2,011	24.16%	161
6 rooms	136,995	11.70%	1,312	15.77%	135
7 rooms	104,340	8.91%	841	10.10%	113
8 or more rooms	199,848	17.06%	897	10.78%	63
Average number of rooms per dwelling	5.13		5.06		99
0 to 1 bedroom	355,408	30.34%	1,993	23.95%	79
2 bedrooms	334,969	28.60%	2,778	33.37%	117
3 bedrooms	298,776	25.51%	2,998	36.02%	141
4 or more bedrooms	182,149	15.55%	555	6.67%	43
Average number of bedrooms per dwelling	2.29		2.27		99
HOME OWNERSHIP					
Owned	635,993	54.30%	4,657	55.95%	103
Rented	535,308	45.70%	3,667	44.05%	96
Band housing	0	0.00%	0	0.00%	
MAINTENANCE					
Only regular maintenance or minor repairs needed	1,080,480	92.25%	7,498	90.07%	98
Major repairs needed	90,823	7.75%	827	9.93%	128
STRUCTURAL TYPE					
Total number of occupied private dwellings by structural type of dwelling	1,171,300		8,325		
Single-detached house	292,743	24.99%	2,649	31.82%	127
Apartment, building that has five or more storeys	502,535	42.90%	2,591	31.13%	73
Movable dwelling	94	0.01%	0	0.00%	0
Other dwelling	375,929	32.10%	3,085	37.05%	115
Semi-detached house	77,329	6.60%	723	8.68%	132
Apartment, detached duplex	47,977	4.10%	434	5.22%	127
Row house	67,455	5.76%	544	6.53%	113
Apartment, building that has fewer than five storeys	180,673	15.43%	1,384	16.63%	108
Other single-attached house	2,495	0.21%	0	0.00%	0
PERIOD OF CONSTRUCTION					
Period of construction, 1960 or before	387,666	33.10%	3,146	37.80%	114
Period of construction, 1961-1980	353,616	30.19%	2,723	32.71%	108
Period of construction, 1981-1990	127,192	10.86%	903	10.85%	100
Period of construction, 1991-2000	81,687	6.97%	592	7.11%	102
Period of construction, 2001-2005	66,026	5.64%	399	4.80%	85
Period of construction, 2006-2011	70,419	6.01%	292	3.51%	58
Period of construction, 2012+	84,685	7.23%	268	3.22%	45
NUMBER OF HOUSEHOLD MAINTAINERS					
Total number of private households by number of household maintainers	1,171,300		8,325		

Demographics – Dwelling Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
1 household maintainer	747,736	63.84%	5,367	64.47%	101
2 household maintainers	382,770	32.68%	2,625	31.53%	96
3 or more household maintainers	40,796	3.48%	333	4.00%	115
AGE GROUP OF PRIMARY HOUSEHOLD MAINTAINERS					
Total number of private households by age group of primary household maintainers	1,171,300		8,325		
Under 25 years	43,678	3.73%	215	2.58%	69
25 to 34 years	209,780	17.91%	1,128	13.55%	76
35 to 44 years	230,594	19.69%	1,319	15.85%	80
45 to 54 years	246,852	21.08%	2,360	28.34%	134
55 to 64 years	193,394	16.51%	1,534	18.43%	112
65 to 74 years	122,940	10.50%	960	11.53%	110
75 years and over	124,053	10.59%	808	9.71%	92
NUMBER OF PERSONS PER ROOM					
Total number of private households by number of persons per room	1,171,300		8,325		
One person or fewer per room	1,106,840	94.50%	7,995	96.04%	102
More than one person per room	64,457	5.50%	329	3.96%	72
HOUSING SUITABILITY					
Total number of private households by housing suitability	1,171,300		8,325		
Suitable	1,009,940	86.22%	6,581	79.06%	92
Not suitable	161,359	13.78%	1,743	20.94%	152

Demographics – Education Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
MAJOR FIELD OF STUDY					
Total population aged 15 years and over with postsecondary qualifications by major field of study	2,398,360		18,162		
No postsecondary certificate, diploma or degree	1,000,620	41.72%	10,334	56.90%	136
Education	77,443	3.23%	207	1.14%	35
Visual and performing arts, and communications technologies	84,207	3.51%	349	1.92%	55
Humanities	106,056	4.42%	261	1.44%	33
Social and behavioural sciences and law	203,861	8.50%	1,234	6.80%	80
Business, management and public administration	332,989	13.88%	1,943	10.70%	77
Physical and life sciences and technologies	62,286	2.60%	82	0.45%	17
Mathematics, computer and information sciences	76,100	3.17%	153	0.84%	26
Architecture, engineering, and related technologies	229,212	9.56%	1,764	9.71%	102
Agriculture, natural resources and conservation	13,239	0.55%	0	0.00%	0
Health and related fields	163,185	6.80%	1,205	6.63%	98
Personal, protective and transportation services	46,912	1.96%	505	2.78%	142
Other fields of study	2,230	0.09%	125	0.69%	767
MAJOR FIELD OF STUDY: MALES					
Total population aged 15 years and over of males with postsecondary qualifications by major field of study	1,140,300		8,642		
No postsecondary certificate, diploma or degree	474,181	19.77%	5,090	28.03%	142
Education	17,316	0.72%	28	0.15%	21
Visual and performing arts, and communications technologies	40,412	1.69%	251	1.38%	82
Humanities	39,381	1.64%	149	0.82%	50
Social and behavioural sciences and law	77,467	3.23%	214	1.18%	37
Business, management and public administration	146,156	6.09%	793	4.36%	72
Physical and life sciences and technologies	30,627	1.28%	38	0.21%	16
Mathematics, computer and information sciences	48,447	2.02%	97	0.54%	27
Architecture, engineering, and related technologies	196,570	8.20%	1,563	8.61%	105
Agriculture, natural resources and conservation	7,315	0.31%	0	0.00%	0
Health and related fields	38,806	1.62%	185	1.02%	63
Personal, protective and transportation services	23,168	0.97%	208	1.14%	118
Other fields of study	456	0.02%	27	0.15%	750
MAJOR FIELD OF STUDY: FEMALES					
Total population aged 15 years and over of females with postsecondary qualifications by major field of study	1,258,070		9,519		
No postsecondary certificate, diploma or degree	526,321	21.95%	5,244	28.87%	132
Education	60,103	2.51%	179	0.99%	39
Visual and performing arts, and communications technologies	43,842	1.83%	97	0.54%	30
Humanities	66,675	2.78%	112	0.62%	22
Social and behavioural sciences and law	126,418	5.27%	1,020	5.62%	107
Business, management and public administration	186,857	7.79%	1,150	6.33%	81
Physical and life sciences and technologies	31,658	1.32%	44	0.24%	18
Mathematics, computer and information sciences	27,653	1.15%	55	0.30%	26
Architecture, engineering, and related technologies	32,642	1.36%	201	1.11%	82

Demographics – Education Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Agriculture, natural resources and conservation	5,948	0.25%	0	0.00%	0
Health and related fields	124,379	5.19%	1,020	5.62%	108
Personal, protective and transportation services	23,744	0.99%	297	1.64%	166
Other fields of study	1,775	0.07%	98	0.54%	771
HIGHEST LEVEL OF SCHOOLING: 15 YEARS+					
Total population aged 15 years and over by highest certificate, diploma or degree	2,398,360		18,162		
No certificate, diploma or degree	431,226	17.98%	5,037	27.73%	154
High school diploma or equivalent	569,396	23.74%	5,297	29.17%	123
Postsecondary certificate, diploma or degree	1,397,740	58.28%	7,828	43.10%	74
Apprenticeship or trades certificate or diploma	124,811	5.20%	1,208	6.65%	128
College, CEGEP or other non-university certificate or diploma	372,850	15.55%	3,206	17.65%	114
University certificate or diploma below bachelor level	122,389	5.10%	690	3.80%	75
University certificate, diploma or degree at bachelor level or above	777,718	32.43%	2,724	15.00%	46
Bachelor degree	474,445	19.78%	1,963	10.81%	55
University certificate, diploma or degree above bachelor level	303,297	12.65%	760	4.19%	33
HIGHEST LEVEL OF SCHOOLING: 15-24 YEARS+					
Total population 15 to 24 years by highest certificate, diploma or degree	287,720		2,622		
No certificate, diploma or degree	91,584	31.83%	1,023	39.02%	123
High school diploma or equivalent	119,925	41.68%	1,040	39.68%	95
Postsecondary certificate, diploma or degree	76,209	26.49%	559	21.31%	80
Apprenticeship or trades certificate or diploma	7,650	2.66%	60	2.30%	86
College, CEGEP or other non-university certificate or diploma	26,298	9.14%	243	9.28%	102
University certificate or diploma below bachelor level	9,069	3.15%	40	1.52%	48
University certificate, diploma or degree at bachelor level or above	33,191	11.54%	215	8.21%	71
Bachelor degree	24,727	8.59%	187	7.13%	83
University certificate, diploma or degree above bachelor level	8,465	2.94%	28	1.08%	37
HIGHEST LEVEL OF SCHOOLING: 25-64 YEARS+					
Total population 25 to 64 years by highest certificate, diploma or degree	1,639,460		12,056		
No certificate, diploma or degree	183,422	11.19%	2,505	20.78%	186
High school diploma or equivalent	336,597	20.53%	3,345	27.75%	135
Postsecondary certificate, diploma or degree	1,119,440	68.28%	6,206	51.48%	75
Apprenticeship or trades certificate or diploma	84,678	5.17%	911	7.56%	146
College, CEGEP or other non-university certificate or diploma	294,151	17.94%	2,547	21.13%	118
University certificate or diploma below bachelor level	91,646	5.59%	562	4.66%	83

Demographics – Education Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
University certificate, diploma or degree at bachelor level or above	648,962	39.58%	2,185	18.13%	46
Bachelor degree	394,387	24.06%	1,556	12.90%	54
University certificate, diploma or degree above bachelor level	254,575	15.53%	630	5.22%	34
HIGHEST LEVEL OF SCHOOLING: 65 YEARS+					
Total population 65 years and over by highest certificate, diploma or degree	471,189		3,483		
No certificate, diploma or degree	156,204	33.15%	1,509	43.31%	131
High school diploma or equivalent	112,878	23.96%	912	26.17%	109
Postsecondary certificate, diploma or degree	202,107	42.89%	1,063	30.51%	71
Apprenticeship or trades certificate or diploma	32,470	6.89%	237	6.79%	99
College, CEGEP or other non-university certificate or diploma	52,406	11.12%	415	11.91%	107
University certificate or diploma below bachelor level	21,656	4.60%	88	2.53%	55
University certificate, diploma or degree at bachelor level or above	95,571	20.28%	323	9.27%	46
Bachelor degree	55,318	11.74%	220	6.33%	54
University certificate, diploma or degree above bachelor level	40,254	8.54%	103	2.95%	35

Demographics – Employment Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
CLASS OF WORKER					
Total labour force 15 years and over by class of worker	1,556,630		11,405		
Class of worker - Not applicable	56,568	3.63%	657	5.76%	159
All classes of worker	1,500,060	96.37%	10,747	94.24%	98
Employees	1,332,070	85.57%	10,008	87.75%	103
Self-employed	167,976	10.79%	740	6.49%	60
Male labour force 15 years and over - Class of worker	793,767		5,605		
Class of worker - Not applicable	26,282	3.31%	166	2.97%	90
All classes of worker	767,486	96.69%	5,439	97.03%	100
Employees	660,049	83.15%	4,991	89.04%	107
Self-employed	107,436	13.54%	448	7.99%	59
Female labour force 15 years and over - Class of worker	762,861		5,799		
Class of worker - Not applicable	30,293	3.97%	491	8.47%	213
All classes of worker	732,567	96.03%	5,308	91.53%	95
Employees	672,027	88.09%	5,016	86.50%	98
Self-employed	60,548	7.94%	292	5.03%	63
PLACE OF WORK					
Total employed labour force 15 years and over by place of work status	1,436,500		10,280		
At home	99,090	6.90%	329	3.20%	46
Outside Canada	7,671	0.53%	13	0.13%	25
No fixed workplace address	158,231	11.02%	1,940	18.88%	171
Usual place of work	1,171,510	81.55%	7,998	77.80%	95
Males	737,285		5,130		
At home	50,393	6.84%	156	3.05%	45
Outside Canada	4,947	0.67%	13	0.25%	37
No fixed workplace address	109,892	14.91%	1,501	29.26%	196
Usual place of work	572,052	77.59%	3,460	67.44%	87
Females	699,218		5,151		
At home	48,701	6.97%	172	3.35%	48
Outside Canada	2,720	0.39%	0	0.00%	0
No fixed workplace address	48,337	6.91%	440	8.53%	123
Usual place of work	599,460	85.73%	4,539	88.12%	103
LANGUAGE USED					
Total population aged 15 years and over who work by language used most often at work	1,624,190		11,546		
Single responses	1,596,110	98.27%	11,344	98.25%	100
English	1,537,250	94.65%	10,931	94.68%	100
French	6,123	0.38%	12	0.10%	26
Non-official languages	52,738	3.25%	401	3.47%	107
Mandarin	6,383	0.39%	5	0.04%	10
Cantonese	8,998	0.55%	12	0.10%	18
Chinese, n.o.s.	12,117	0.75%	31	0.27%	36
Panjabi (Punjabi)	552	0.03%	0	0.00%	0

Demographics – Employment Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Spanish	3,265	0.20%	104	0.90%	450
Korean	3,005	0.19%	26	0.22%	116
German	422	0.03%	4	0.03%	100
Cree languages	0	0.00%	0	0.00%	
Portuguese	4,873	0.30%	154	1.33%	443
Inuktitut	0	0.00%	0	0.00%	
Other languages	13,124	0.81%	64	0.56%	69
Multiple responses	28,082	1.73%	202	1.75%	101
English and French	7,195	0.44%	50	0.43%	98
English and non-official language	20,286	1.25%	150	1.30%	104
French and non-official language	114	0.01%	1	0.01%	100
English, French and non-official language	487	0.03%	2	0.02%	67
COMMUTING TO WORK					
Total employed population aged 15 years and over who commute to work	1,307,260		9,662		
Median commuting duration in minutes	31		33		106
Leaving for work between 5 and 6:59 a.m.	229,686	17.57%	2,484	25.71%	146
Leaving for work between 7 and 9:00 a.m.	794,358	60.77%	5,216	53.99%	89
Leaving for work anytime after 9:00 a.m.	283,218	21.67%	1,962	20.31%	94
MODE OF TRANSPORTATION					
Total employed labour force 15 years and over who commute to work by mode of transportation	1,307,260		9,662		
Car, truck, van, as driver	630,780	48.25%	4,985	51.59%	107
Car, truck, van, as passenger	58,709	4.49%	529	5.48%	122
Public transit	475,909	36.41%	3,779	39.11%	107
Walked	98,842	7.56%	278	2.88%	38
Bicycle	27,792	2.13%	50	0.52%	24
Other method	15,230	1.17%	41	0.43%	37
Males with usual place of work or no fixed workplace address	668,717		4,748		
Car, truck, van, as driver	383,716	57.38%	3,032	63.86%	111
Car, truck, van, as passenger	21,426	3.20%	269	5.66%	177
Public transit	195,245	29.20%	1,268	26.70%	91
Walked	43,975	6.58%	103	2.18%	33
Bicycle	17,413	2.60%	40	0.85%	33
Other method	6,941	1.04%	36	0.76%	73
Females with usual place of work or no fixed workplace address	638,546		4,914		
Car, truck, van, as driver	247,066	38.69%	1,953	39.75%	103
Car, truck, van, as passenger	37,285	5.84%	261	5.30%	91
Public transit	280,660	43.95%	2,511	51.09%	116
Walked	54,870	8.59%	175	3.55%	41
Bicycle	10,376	1.63%	10	0.20%	12
Other method	8,288	1.30%	5	0.11%	8

Demographics – Ethnicity Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
ETHNICITY ORIGINS					
Total population by ethnic origin	2,865,710		21,729		
British isles origins	674,760	23.55%	3,201	14.73%	63
French origins	136,265	4.76%	859	3.95%	83
Canadian	343,799	12.00%	2,688	12.37%	103
Aboriginal origins	39,576	1.38%	431	1.98%	143
North american indian	32,555	1.14%	299	1.38%	121
Inuit	1,433	0.05%	13	0.06%	120
Metis	8,081	0.28%	161	0.74%	264
REGION					
European origins	1,435,350	50.09%	10,297	47.39%	95
Western european origins (except french origins)	200,313	6.99%	1,026	4.72%	68
Northern european origins (except british isles origins)	42,871	1.50%	91	0.42%	28
Eastern european origins	309,354	10.80%	1,611	7.42%	69
Southern european origins	482,500	16.84%	5,727	26.36%	157
Other european origins	101,160	3.53%	208	0.96%	27
Caribbean origins	169,535	5.92%	2,876	13.24%	224
Latin, central and south american origins	123,655	4.32%	2,719	12.51%	290
African origins	156,754	5.47%	2,372	10.92%	200
Central and west african origins	40,378	1.41%	443	2.04%	145
North african origins	34,446	1.20%	202	0.93%	78
Southern and east african origins	68,748	2.40%	1,117	5.14%	214
Other african origins	69,064	2.41%	1,343	6.18%	256
Asian origins	1,088,860	38.00%	5,045	23.22%	61
West central asian and middle eastern origins	160,136	5.59%	460	2.12%	38
South asian origins	380,251	13.27%	1,793	8.25%	62
East and southeast asian origins	619,767	21.63%	3,508	16.14%	75
Other asian origins	6,104	0.21%	4	0.02%	10
Oceania origins	6,906	0.24%	52	0.24%	100
EUROPEAN ORIGINS					
Albanian	11,864	0.41%	333	1.53%	373
Austrian	17,710	0.62%	40	0.18%	29
Belgian	5,273	0.18%	9	0.04%	22
Bulgarian	7,021	0.25%	79	0.36%	144
Croatian	15,246	0.53%	172	0.79%	149
Czech	9,944	0.35%	30	0.14%	40
Danish	9,686	0.34%	19	0.09%	26
Dutch	46,568	1.63%	211	0.97%	60
English	379,162	13.23%	1,923	8.85%	67
Finnish	9,915	0.35%	14	0.07%	20
French	135,777	4.74%	859	3.95%	83
German	147,126	5.13%	800	3.68%	72
Greek	66,656	2.33%	349	1.60%	69
Hungarian	37,741	1.32%	206	0.95%	72

Demographics – Ethnicity Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Icelandic	3,525	0.12%	9	0.04%	33
Irish	287,402	10.03%	1,404	6.46%	64
Italian	212,664	7.42%	1,497	6.89%	93
Jewish	93,279	3.26%	152	0.70%	21
Lithuanian	9,973	0.35%	49	0.22%	63
Norwegian	10,775	0.38%	31	0.14%	37
Polish	117,179	4.09%	715	3.29%	80
Portuguese	110,960	3.87%	2,445	11.25%	291
Romanian	25,390	0.89%	185	0.85%	96
Russian	73,706	2.57%	172	0.79%	31
Scottish	280,467	9.79%	1,364	6.28%	64
Serbian	20,891	0.73%	34	0.16%	22
Spanish	68,605	2.39%	1,155	5.31%	222
Swedish	13,039	0.46%	20	0.09%	20
Swiss	8,397	0.29%	38	0.18%	62
Ukrainian	77,546	2.71%	365	1.68%	62
Welsh	30,147	1.05%	99	0.46%	44
Slovak	7,623	0.27%	16	0.07%	26
Salvadorean	12,552	0.44%	337	1.55%	352
AMERICAN ORIGINS					
Acadian	2,808	0.10%	23	0.11%	110
American	28,829	1.01%	154	0.71%	70
Brazilian	8,626	0.30%	353	1.62%	540
Chilean	6,591	0.23%	103	0.47%	204
Colombian	14,415	0.50%	261	1.20%	240
Cuban	5,244	0.18%	2	0.01%	6
Ghanaian	15,188	0.53%	182	0.84%	158
Guyanese	35,105	1.23%	569	2.62%	213
Haitian	3,296	0.12%	14	0.06%	50
Jamaican	98,896	3.45%	1,628	7.49%	217
Mexican	12,924	0.45%	390	1.79%	398
Peruvian	6,448	0.23%	82	0.38%	165
Trinidadian/tobagonian	22,782	0.80%	242	1.11%	139
AFRICAN ORIGINS					
Algerian	2,092	0.07%	12	0.06%	86
Egyptian	15,819	0.55%	40	0.19%	35
Ethiopian	15,045	0.53%	179	0.82%	155
Moroccan	6,935	0.24%	39	0.18%	75
Nigerian	10,746	0.38%	170	0.78%	205
Somali	27,167	0.95%	693	3.19%	336
South african	5,989	0.21%	6	0.03%	14
ASIAN ORIGINS					
Arab origins	14,157	0.49%	222	1.02%	208
Afghan	22,782	0.80%	31	0.14%	18

Demographics – Ethnicity Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Armenian	13,440	0.47%	10	0.05%	11
Bangladeshi	15,704	0.55%	10	0.05%	9
Cambodian (khmer)	2,436	0.09%	2	0.01%	11
Chinese	365,837	12.77%	1,450	6.67%	52
East indian	230,346	8.04%	1,215	5.59%	70
Filipino	167,558	5.85%	1,321	6.08%	104
Gujarati	2,092	0.07%	2	0.01%	14
Iranian	52,672	1.84%	5	0.02%	1
Iraqi	10,775	0.38%	49	0.23%	61
Japanese	19,516	0.68%	63	0.29%	43
Korean	48,975	1.71%	456	2.10%	123
Lebanese	14,701	0.51%	23	0.10%	20
Pakistani	37,082	1.29%	271	1.24%	96
Palestinian	3,468	0.12%	11	0.05%	42
Punjabi	6,677	0.23%	55	0.25%	109
Sri lankan	66,800	2.33%	127	0.58%	25
Syrian	4,900	0.17%	12	0.06%	35
Taiwanese	5,474	0.19%	2	0.01%	5
Tamil	25,218	0.88%	57	0.26%	30
Turk	16,535	0.58%	111	0.51%	88
Vietnamese	42,441	1.48%	1,244	5.73%	387
OCEANIA ORIGINS					
Australian	4,098	0.14%	26	0.12%	86
New zealander	1,662	0.06%	2	0.01%	17
Pacific islands origins	1,576	0.06%	27	0.12%	200

Demographics – Family Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
FAMILY STRUCTURE					
Total number of census families in private households	752,231		5,893		
Total couple families by family structure and number of children	593,818	78.94%	4,019	68.20%	86
Married couples	511,585	68.01%	3,447	58.49%	86
Without children at home	201,914	26.84%	1,170	19.85%	74
With children at home	309,671	41.17%	2,277	38.64%	94
1 child	128,827	17.13%	896	15.21%	89
2 children	128,962	17.14%	934	15.86%	93
3 or more children	51,881	6.90%	446	7.57%	110
Common-law couples	82,234	10.93%	572	9.71%	89
Without children at home	60,081	7.99%	276	4.69%	59
With children at home	22,153	2.95%	296	5.02%	170
1 child	11,930	1.59%	142	2.41%	152
2 children	7,409	0.99%	107	1.81%	183
3 or more children	2,813	0.37%	47	0.80%	216
Total lone-parent families by sex of parent and number of children	158,412	21.06%	1,874	31.80%	151
Female parent	133,717	17.78%	1,609	27.30%	154
1 child	81,151	10.79%	882	14.96%	139
2 children	36,829	4.90%	468	7.95%	162
3 or more children	15,729	2.09%	259	4.40%	211
Male parent	24,696	3.28%	265	4.50%	137
1 child	17,301	2.30%	178	3.02%	131
2 children	5,664	0.75%	70	1.20%	160
3 or more children	1,730	0.23%	17	0.29%	126
NUMBER OF CHILDREN AND AGE GROUP					
Total number of children at home	842,482		7,736		
Under 6 years of age	179,086	21.26%	1,488	19.24%	90
6-14 years	245,297	29.12%	2,281	29.49%	101
15-17 years	89,328	10.60%	857	11.07%	104
18-24 years	178,606	21.20%	1,676	21.67%	102
25 years and over	150,164	17.82%	1,433	18.53%	104
Average number of children at home per census family	1.12		1.31		117
NUMBER OF PERSONS					
Total number of persons in private households	2,814,580		21,084		
Number of non-family persons	589,937	20.96%	4,169	19.77%	94
Living with relatives	84,212	2.99%	807	3.83%	128
Living with non-relatives only	143,009	5.08%	996	4.72%	93
Living alone	362,716	12.89%	2,365	11.22%	87
Number of family persons	2,224,650	79.04%	16,916	80.23%	102
Average number of persons per census family	2.96		2.87		97
SENIORS					
Total number of persons 65 years and over	431,985		3,163		
Number of non-family persons 65 years and over	157,506	36.46%	1,356	42.88%	118

Demographics –Family Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Living with relatives	31,112	7.20%	291	9.22%	128
Living with non-relatives only	9,849	2.28%	101	3.19%	140
Living alone	116,545	26.98%	964	30.48%	113
Number of family persons 65 years and over	274,479	63.54%	1,806	57.12%	90

Demographics – Home Language Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
HOME LANGUAGE					
Total population by home language	2,865,710		21,729		
Single responses	2,666,320	93.04%	20,137	92.67%	100
English	1,851,020	64.59%	13,432	61.82%	96
French	17,596	0.61%	49	0.22%	36
Non-official languages	797,671	27.84%	6,656	30.63%	110
African languages, n.i.e.	344	0.01%	9	0.04%	400
Afrikaans	115	0.00%	0	0.00%	
Albanian	5,158	0.18%	113	0.52%	289
Arabic	18,083	0.63%	102	0.47%	75
Armenian	4,413	0.15%	0	0.00%	0
Bengali	19,086	0.67%	46	0.21%	31
Bulgarian	3,066	0.11%	42	0.19%	173
Cantonese	72,015	2.51%	212	0.97%	39
Chinese, n.o.s.	66,714	2.33%	175	0.80%	34
Cree	29	0.00%	0	0.00%	
Creoles	1,805	0.06%	23	0.10%	167
Croatian	2,694	0.09%	85	0.39%	433
Czech	1,547	0.05%	10	0.05%	100
Danish	86	0.00%	0	0.00%	
Dutch	373	0.01%	0	0.00%	0
Estonian	917	0.03%	5	0.02%	67
Finnish	373	0.01%	0	0.00%	0
Flemish	29	0.00%	0	0.00%	
German	2,722	0.10%	15	0.07%	70
Greek	15,675	0.55%	90	0.42%	76
Gujarati	20,318	0.71%	10	0.05%	7
Hakka	745	0.03%	0	0.00%	0
Hebrew	2,178	0.08%	8	0.03%	38
Hindi	8,024	0.28%	17	0.08%	29
Hungarian	7,222	0.25%	53	0.24%	96
Indo-Iranian languages, n.i.e.	516	0.02%	3	0.01%	50
Inuktitut (Eskimo)	0	0.00%	0	0.00%	
Italian	37,541	1.31%	291	1.34%	102
Japanese	3,353	0.12%	20	0.09%	75
Khmer (Cambodian)	802	0.03%	0	0.00%	0
Korean	26,651	0.93%	156	0.72%	77
Kurdish	917	0.03%	0	0.00%	0
Lao	373	0.01%	10	0.05%	500
Latvian (Lettish)	774	0.03%	3	0.01%	33
Lithuanian	860	0.03%	8	0.04%	133
Macedonian	3,611	0.13%	19	0.09%	69
Malayalam	1,605	0.06%	14	0.06%	100
Malay-Bahasa	774	0.03%	0	0.00%	0

Demographics – Home Language Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Maltese	516	0.02%	25	0.11%	550
Mandarin	55,194	1.93%	56	0.26%	13
Marathi	688	0.02%	0	0.00%	0
Micmac	0	0.00%	0	0.00%	
Montagnais-Naskapi	0	0.00%	0	0.00%	
Nepali	1,003	0.04%	0	0.00%	0
Niger-Congo languages, n.i.e.	1,060	0.04%	38	0.17%	425
Norwegian	57	0.00%	0	0.00%	
Ojibway	57	0.00%	1	0.01%	
Oromo	602	0.02%	8	0.04%	200
Pashto	2,952	0.10%	4	0.02%	20
Persian (Farsi)	34,159	1.19%	55	0.25%	21
Polish	14,816	0.52%	161	0.74%	142
Portuguese	37,369	1.30%	1,058	4.87%	375
Punjabi	16,507	0.58%	49	0.23%	40
Romanian	8,282	0.29%	33	0.15%	52
Russian	30,147	1.05%	108	0.50%	48
Serbian	9,829	0.34%	5	0.02%	6
Serbo-Croatian	888	0.03%	5	0.02%	67
Sign languages, n.i.e.	544	0.02%	0	0.00%	0
Sino-Tibetan languages, n.i.e.	258	0.01%	0	0.00%	0
Slovak	1,003	0.04%	5	0.02%	50
Slovenian	688	0.02%	0	0.00%	0
Spanish	49,835	1.74%	1,545	7.11%	409
Swedish	143	0.01%	0	0.00%	0
Tagalog (Pilipino)	40,808	1.42%	391	1.80%	127
Taiwan	774	0.03%	0	0.00%	0
Tamil	51,669	1.80%	71	0.33%	18
Thai	516	0.02%	0	0.00%	0
Tibetan languages	3,181	0.11%	22	0.10%	91
Turkish	6,161	0.22%	101	0.47%	214
Ukrainian	8,425	0.29%	76	0.35%	121
Urdu	28,743	1.00%	45	0.21%	21
Vietnamese	19,028	0.66%	749	3.45%	523
Yiddish	487	0.02%	0	0.00%	0
Multiple responses	199,396	6.96%	1,592	7.33%	105
English and French	5,302	0.19%	27	0.13%	68
English and non-official language	189,252	6.60%	1,545	7.11%	108
French and non-official language	1,662	0.06%	10	0.05%	83
English, French and non-official language	3,152	0.11%	10	0.04%	36

Demographics – Household Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
HOUSEHOLD SIZE					
Total number of private households by household size	1,171,300		8,325		
1 person	406,067	34.67%	2,601	31.24%	90
2 persons	330,120	28.18%	2,157	25.91%	92
3 persons	185,276	15.82%	1,496	17.97%	114
4 persons	146,846	12.54%	1,177	14.14%	113
5 persons	62,794	5.36%	557	6.69%	125
6 or more persons	40,199	3.43%	337	4.05%	118
Number of persons in private households	2,814,580		21,084		
Average number of persons in private households	2.40		2.53		105
HOUSEHOLD TYPE					
Total number of private households by household type	1,171,300		8,325		
One-family households	608,280	51.93%	4,510	54.18%	104
Other family households	96,035	8.20%	958	11.51%	140
One-family households with persons not in a census family	63,637	5.43%	672	8.07%	149
Multiple-family households	32,398	2.77%	287	3.44%	124
Non-family households	466,986	39.87%	2,856	34.31%	86
HOUSEHOLD CHARACTERISTICS					
Owner households in non-farm, non-reserve private dwellings	635,989		4,657		
% of owner households with a mortgage		56.75%		65.81%	116
% of owner households spending 30% or more of household total income on shelter costs		28.05%		31.65%	113
Median monthly shelter costs for owned dwellings ($)	$1,555		$1,549		100
Average monthly shelter costs for owned dwellings ($)	$1,817		$1,603		88
Tenant households in non-farm, non-reserve private dwellings	535,313		3,667		
% of tenant households in subsidized housing		15.99%		18.21%	114
% of tenant households spending 30% or more of household total income on shelter costs		43.53%		44.36%	102
Median monthly shelter costs for rented dwellings ($)	$1,094		$951		87
Average gross rent $	$1,142		$975		85
Total number of owner and tenant households with household total income greater than zero, in non-farm, non-reserve private dwellings by shelter-cost-to-income ratio	1,171,300		8,325		
Spending less than 30% of household total income on shelter costs	760,268	64.91%	5,123	61.54%	95
Spending 30% or more of household total income on shelter costs	411,033	35.09%	3,202	38.46%	110
Spending 30% to less than 100% of household total income on shelter costs	377,229	32.21%	2,957	35.52%	110

Demographics – Household Income Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
HOUSEHOLD INCOME					
Total number of households	1,171,300		8,325		
Average household income $	$100,129		$71,559		71
Median houshold income $	$64,115		$55,855		87
Household with income $0 - $4,999	42,987	3.67%	281	3.37%	92
Household with income $5,000 - $9,999	29,435	2.51%	282	3.38%	135
Household with income $10,000 - $14,999	41,370	3.53%	413	4.97%	141
Household with income $15,000 - $19,999	65,148	5.56%	593	7.12%	128
Household with income $20,000 - $29,999	101,036	8.63%	710	8.53%	99
Household with income $30,000 - $39,999	106,015	9.05%	977	11.73%	130
Household with income $40,000 - $49,999	107,385	9.17%	960	11.53%	126
Household with income $50,000 - $59,999	102,606	8.76%	907	10.89%	124
Household with income $60,000 - $79,999	141,177	12.05%	1,067	12.81%	106
Household with income $80,000 - $99,999	118,618	10.13%	701	8.42%	83
Household with income $100,000 - $124,999	105,663	9.02%	747	8.97%	99
Household with income $125,000 - $149,999	74,553	6.37%	326	3.91%	61
Household with income $150,000 and over	135,297	11.55%	364	4.37%	38

Demographics – Immigration Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
CITIZENSHIP					
Total population by citizenship	2,865,710		21,729		
Canadian citizenship	2,462,680	85.94%	18,811	86.57%	101
Not Canadian citizens	403,034	14.06%	2,918	13.43%	96
PERIOD OF IMMIGRATION					
Total immigrant population by period of immigration	1,379,620		11,511		
Before 1971	158,214	11.47%	1,048	9.10%	79
1971-1980	140,059	10.15%	1,686	14.65%	144
1981-1990	190,566	13.81%	2,096	18.21%	132
1991-2000	293,127	21.25%	2,680	23.28%	110
2001 to 2011	395,619	28.68%	2,674	23.23%	81
2001 to 2005	182,178	13.21%	1,300	11.30%	86
2006 to 2011	213,440	15.47%	1,374	11.94%	77
AGE AT IMMIGRATION					
Total immigrant population by age at immigration	1,379,620		11,511		
0-4 years	106,479	7.72%	693	6.02%	78
5-14 years	221,732	16.07%	1,794	15.59%	97
15-24 years	308,592	22.37%	2,779	24.14%	108
25-44 years	596,228	43.22%	5,111	44.40%	103
45 years and over	146,598	10.63%	1,134	9.85%	93
GENERATION STATUS					
Total population 15 years and over by generation status	2,865,710		21,729		
1st generation	1,462,690	51.04%	11,914	54.83%	107
2nd generation	775,547	27.06%	6,498	29.90%	110
3rd generation and over	627,476	21.90%	3,317	15.26%	70
IMMIGRANT STATUS AND PLACE OF BIRTH					
Total population in private households by immigrant status and selected places of birth	2,865,710		21,729		
Non-immigrants: refer to persons who are Canadian citizens by birth.	1,412,020	49.27%	9,807	45.13%	92
Born in province of residence	1,232,310	43.00%	9,028	41.55%	97
Born outside province of residence	179,709	6.27%	779	3.59%	57
Immigrants	1,379,930	48.15%	11,512	52.98%	110
Americas	235,218	8.21%	4,587	21.11%	257
Chile	4,041	0.14%	60	0.28%	200
Colombia	9,600	0.34%	233	1.07%	315
Guyana	39,805	1.39%	511	2.35%	169
Haiti	1,290	0.05%	21	0.10%	200
Jamaica	49,863	1.74%	1,011	4.65%	267
Mexico	6,935	0.24%	290	1.33%	554
Peru	4,528	0.16%	74	0.34%	213
El Salvador	7,623	0.27%	237	1.09%	404
Trinidad and Tobago	24,101	0.84%	267	1.23%	146
United States	28,772	1.00%	57	0.26%	26

Demographics – Immigration Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Europe	360,392	12.58%	3,286	15.12%	120
Bosnia and Herzegovina	5,846	0.20%	1	0.01%	5
Croatia	5,731	0.20%	93	0.43%	215
Netherlands	3,267	0.11%	9	0.04%	36
France	5,015	0.18%	31	0.14%	78
Germany	14,185	0.50%	76	0.35%	70
Greece	23,900	0.83%	133	0.61%	73
Hungary	10,087	0.35%	54	0.25%	71
Ireland, Republic of	4,843	0.17%	4	0.02%	12
Italy	57,715	2.01%	464	2.14%	106
Poland	27,224	0.95%	215	0.99%	104
Portugal	43,244	1.51%	1,130	5.20%	344
Romania	13,985	0.49%	101	0.47%	96
Russian Federation	19,401	0.68%	32	0.15%	22
Serbia	9,944	0.35%	47	0.22%	63
United Kingdom	50,895	1.78%	179	0.83%	47
Ukraine	18,713	0.65%	115	0.53%	82
Africa	78,578	2.74%	816	3.76%	137
Algeria	659	0.02%	4	0.02%	100
Egypt	6,677	0.23%	9	0.04%	17
Ethiopia	8,626	0.30%	102	0.47%	157
Kenya	4,499	0.16%	7	0.03%	19
Morocco	2,550	0.09%	9	0.04%	44
Nigeria	6,964	0.24%	91	0.42%	175
South Africa, Republic of	6,591	0.23%	54	0.25%	109
Asia	701,669	24.49%	2,810	12.93%	53
Afghanistan	12,638	0.44%	13	0.06%	14
Bangladesh	21,722	0.76%	80	0.37%	49
China	144,890	5.06%	175	0.81%	16
Hong Kong, Special Administrative Region	42,986	1.50%	12	0.06%	4
India	84,825	2.96%	193	0.89%	30
Iran	35,019	1.22%	1	0.00%	0
Iraq	9,228	0.32%	29	0.14%	44
Japan	4,385	0.15%	12	0.06%	40
Korea, South	29,488	1.03%	285	1.31%	127
Lebanon	6,276	0.22%	10	0.05%	23
Pakistan	36,165	1.26%	150	0.69%	55
Philippines	113,769	3.97%	728	3.35%	84
Sri Lanka	63,160	2.20%	149	0.68%	31
Taiwan	9,113	0.32%	1	0.00%	0
Viet Nam	34,016	1.19%	843	3.88%	326
Turkey	8,139	0.28%	38	0.18%	64
Oceania and other	4,098	0.14%	13	0.06%	43
Fiji	745	0.03%	1	0.01%	33

Demographics – Immigration Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Non-permanent residents	73,763	2.57%	410	1.89%	74
RECENT IMMIGRANTS BY SELECTED PLACES OF BIRTH					
Total recent immigrants by selected places of birth	248,630		1,584		
Americas	37,277	14.99%	737	46.55%	311
Brazil	2,916	1.17%	129	8.15%	697
Colombia	3,799	1.53%	32	2.04%	133
Cuba	1,241	0.50%	7	0.44%	88
Guyana	3,100	1.25%	40	2.54%	203
Haiti	761	0.31%	4	0.24%	77
Jamaica	3,993	1.61%	196	12.39%	770
Mexico	3,419	1.38%	72	4.53%	328
Peru	1,062	0.43%	38	2.42%	563
United States	6,708	2.70%	41	2.57%	95
Venezuela	917	0.37%	6	0.37%	100
Europe	29,418	11.83%	186	11.74%	99
Moldova	950	0.38%	3	0.18%	47
France	1,151	0.46%	32	2.01%	437
Germany	922	0.37%	5	0.31%	84
Poland	957	0.39%	13	0.85%	218
Romania	1,914	0.77%	2	0.11%	14
Russian Federation	4,460	1.79%	7	0.45%	25
United Kingdom	2,685	1.08%	3	0.16%	15
Ukraine	3,508	1.41%	50	3.18%	226
Africa	16,310	6.56%	228	14.42%	220
Algeria	221	0.09%	2	0.14%	156
Cameroon	505	0.20%	6	0.36%	180
Congo, Democratic Republic of the	778	0.31%	3	0.19%	61
Egypt	1,196	0.48%	4	0.24%	50
Ethiopia	1,574	0.63%	13	0.80%	127
Morocco	515	0.21%	4	0.27%	129
Nigeria	3,220	1.30%	70	4.42%	340
Somalia	1,151	0.46%	8	0.52%	113
Tunisia	129	0.05%	2	0.11%	220
Asia	164,678	66.23%	431	27.21%	41
Afghanistan	2,556	1.03%	15	0.94%	91
Bangladesh	7,745	3.12%	8	0.49%	16
China	33,401	13.43%	20	1.28%	10
Hong Kong, Special Administrative Region	816	0.33%	1	0.04%	12
India	23,677	9.52%	37	2.35%	25
Iran	11,464	4.61%	8	0.50%	11
Iraq	3,933	1.58%	4	0.23%	15
Israel	1,261	0.51%	1	0.08%	16
Japan	1,203	0.48%	3	0.18%	38
Korea, South	4,985	2.01%	10	0.64%	32

Demographics – Immigration Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Lebanon	855	0.34%	3	0.19%	56
Nepal	1,566	0.63%	2	0.10%	16
Pakistan	8,824	3.55%	10	0.65%	18
Philippines	36,320	14.61%	206	13.03%	89
Saudi Arabia	975	0.39%	1	0.07%	18
Sri Lanka	10,646	4.28%	51	3.23%	75
Syria	634	0.26%	1	0.05%	19
Turkey	2,285	0.92%	8	0.53%	58
Taiwan	975	0.39%	2	0.11%	28
Viet Nam	2,168	0.87%	18	1.15%	132
United Arab Emirates	825	0.33%	3	0.21%	64
Oceania and other	945	0.38%	1	0.07%	18

Demographics – Income Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
HOUSEHOLD INCOME					
All private households with income	1,171,300		8,325		
Under $5,000	42,987	3.67%	281	3.37%	92
$5,000 to $9,999	29,435	2.51%	282	3.38%	135
$10,000 to $14,999	41,370	3.53%	413	4.97%	141
$15,000 to $19,999	65,148	5.56%	593	7.12%	128
$20,000 to $29,999	101,036	8.63%	710	8.53%	99
$30,000 to $39,999	106,015	9.05%	977	11.73%	130
$40,000 to $49,999	107,385	9.17%	960	11.53%	126
$50,000 to $59,999	102,606	8.76%	907	10.89%	124
$60,000 to $79,999	141,177	12.05%	1,067	12.81%	106
$80,000 to $99,999	118,618	10.13%	701	8.42%	83
$100,000 to $124,999	105,663	9.02%	747	8.97%	99
$125,000 to $149,999	74,553	6.37%	326	3.91%	61
$150,000 and over	135,297	11.55%	364	4.37%	38
Average household income $	$100,129		$71,559		71
Median household income $	$64,115		$55,855		87
HOUSEHOLD INCOME - LOW INCOME STATUS					
Population in private households for income status	2,865,710		21,729		
Less than 6 years	207,563	7.24%	1,476	6.79%	94
Less than 18 years	548,325	19.13%	4,310	19.84%	104
18 to 64 years	1,846,210	64.42%	13,935	64.13%	100
65 years and over	471,180	16.44%	3,483	16.03%	98
In low income based on after-tax low-income measure (LIM-AT)	536,659		4,147		
Less than 6 years	31,314	5.84%	274	6.62%	113
Less than 18 years	128,272	23.90%	1,100	26.52%	111
18 to 64 years	363,189	67.68%	2,663	64.21%	95
65 years and over	45,197	8.42%	384	9.27%	110
Prevalence of low income based on after-tax low-income measure (%)	102,974	19.19%	734	17.70%	92
Less than 6 years (%)	3,523	11.25%	68	24.93%	222
Less than 18 years (%)	22,271	17.36%	257	23.40%	135
18 to 64 years (%)	71,145	19.59%	459	17.25%	88
65 years and over (%)	1,793	3.97%	52	13.56%	342
POPULATION INCOME					
Total population 15+ years	2,398,360		18,162		
Without income	138,965		1,286		
With income	2,259,400		16,876		
Under $5,000	257,300	11.39%	1,585	9.39%	82
$5,000 to $9,999	171,986	7.61%	1,599	9.48%	125
$10,000 to $14,999	203,188	8.99%	1,793	10.62%	118
$15,000 to $19,999	226,573	10.03%	2,160	12.80%	128
$20,000 to $29,999	303,867	13.45%	2,537	15.03%	112
$30,000 to $39,999	244,580	10.83%	2,083	12.34%	114

Demographics – Income Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
$40,000 to $49,999	202,126	8.95%	1,883	11.16%	125
$50,000 to $59,999	155,966	6.90%	1,303	7.72%	112
$60,000 to $79,999	188,818	8.36%	1,167	6.91%	83
$80,000 to $99,999	123,228	5.45%	464	2.75%	50
$100,000 and over	181,769	8.05%	302	1.79%	22
$100,000 to $124,999	74,425	3.29%	160	0.95%	29
$125,000 and over	107,367	4.75%	142	0.84%	18
Average total income $	$53,050		$36,209		68
Median total income $	$30,224		$27,719		92
POPULATION INCOME - FEMALE					
Females 15+ years	1,258,070		9,519		
Without income	78,623		680		
With income	1,179,440		8,839		
Average total income $	$43,938		$34,369		78
Median total income $	$26,824		$26,589		99
POPULATION INCOME - MALE					
Males 15+ years	1,140,300		8,642		
Without income	60,342		606		
With income	1,079,960		8,036		
Average total income $	$62,954		$38,191		61
Median total income $	$34,210		$28,541		83
COMPOSITION OF TOTAL INCOME					
Composition of total income 15+ years (%)		99%		100%	101
Market income (%)		87.6%		83.0%	95
Employment income (%)		75.7%		76.1%	101
Wages and salaries (%)		69.4%		72.1%	104
Self-employment income (%)		6.3%		4.0%	63
Investment income (%)		5.4%		1.4%	26
Retirement pensions, superannuation and annuities (%)		4.8%		3.8%	79
Other money income (%)		1.7%		1.6%	94
Government transfer payments (%)		11.5%		17.0%	148
Canada/Quebec Pension Plan benefits (%)		2.7%		3.8%	141
Old Age Security pensions and Guaranteed Income Supplement (%)		2.7%		3.2%	119
Employment Insurance benefits (%)		1.2%		1.8%	150
Child benefits (%)		1.5%		2.3%	153
Other income from government sources (%)		3.5%		5.9%	169
EMPLOYMENT INCOME - TOTAL					
Total population 15+ years with employment income	815,299		5,841		
Average employment income $	$77,088		$54,490		71
Median employment income $	$50,196		$42,342		84
EMPLOYMENT INCOME - FEMALE					
Females 15+ years with employment income	382,865		2,918		
Average employment income $	$65,153		$50,972		78

Demographics – Income Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Median employment income $	$47,445		$40,040		84
EMPLOYMENT INCOME - MALE					
Males 15+ years with employment income	432,434		2,923		
Average employment income $	$87,223		$57,402		66
Median employment income $	$54,024		$48,828		90
FAMILY INCOME					
All census families	751,805		5,836		
Average family income $	$128,071		$85,887		67
Median family income $	$85,497		$73,330		86
Average family size	3.11		3.17		102
FAMILY INCOME - COUPLE ONLY					
Couple-only economic families	220,720		945		
Average family income ($)	$125,984		$69,413		55
Median family income ($)	$80,288		$58,845		73
Average family size	2.37		2.31		97
FAMILY INCOME - COUPLE WITH CHILDREN					
Couple-with-children economic families	344,846		2,549		
Average family income ($)	$153,658		$104,429		68
Median family income ($)	$104,112		$94,655		91
Average family size	4.14		4.11		99
FAMILY INCOME - LONE PARENT					
Lone-parent economic families	121,366		1,601		
Average family income ($)	$70,945		$55,133		78
Median family income ($)	$51,011		$55,402		109
Average family size	2.69		2.61		97
FAMILY INCOME - NON-FAMILY PERSON					
Population aged 15 years and over not in economic families	486,359		3,059		
Average total income ($)	$49,944		$42,416		85
Median total income ($)	$31,612		$29,190		92
Males 15 years and over not in economic families	223,037		1,720		
Average income $	$51,232		$35,309		69
Median income $	$32,804		$30,008		91
Females 15 years and over not in economic families	262,134		1,468		
Average income $	$47,266		$48,941		104
Median income $	$30,538		$28,062		92

Demographics – Knowledge of Language Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
KNOWLEDGE OF LANGUAGE					
Total population by knowledge of official languages	2,865,710		21,729		
English only	2,459,550	85.83%	19,492	89.71%	105
French only	3,152	0.11%	13	0.06%	55
English and French	256,739	8.96%	1,101	5.07%	57
Neither English nor French	146,266	5.10%	1,123	5.17%	101
Afrikaans	1,748	0.06%	1	0.00%	0
Akan (Twi)	7,107	0.25%	92	0.42%	168
Albanian	9,199	0.32%	350	1.61%	503
Amharic	8,368	0.29%	122	0.56%	193
Arabic	41,582	1.45%	99	0.46%	32
Armenian	8,626	0.30%	0	0.00%	0
Bantu languages, n.i.e.	2,178	0.08%	71	0.33%	413
Bengali	28,800	1.01%	162	0.75%	74
Bisayan languages	3,869	0.14%	15	0.07%	50
Bosnian	1,576	0.06%	19	0.09%	150
Bulgarian	4,614	0.16%	44	0.20%	125
Cantonese	109,699	3.83%	312	1.44%	38
Chinese, n.o.s.	87,003	3.04%	273	1.26%	41
Creoles	6,820	0.24%	187	0.86%	358
Croatian	8,884	0.31%	127	0.59%	190
Czech	4,442	0.16%	14	0.06%	38
Danish	1,175	0.04%	0	0.00%	0
Dutch	5,388	0.19%	16	0.07%	37
Estonian	2,608	0.09%	9	0.04%	44
Finnish	2,121	0.07%	0	0.00%	0
Flemish	172	0.01%	1	0.00%	0
German	36,652	1.28%	141	0.65%	51
Greek	43,129	1.51%	213	0.98%	65
Gujarati	36,996	1.29%	64	0.29%	22
Hebrew	19,544	0.68%	40	0.19%	28
Hindi	61,699	2.15%	193	0.89%	41
Hungarian	16,277	0.57%	105	0.49%	86
Ilocano	7,222	0.25%	127	0.58%	232
Indo-Iranian languages, n.i.e.	1,662	0.06%	125	0.57%	950
Italian	107,579	3.75%	721	3.32%	89
Japanese	11,663	0.41%	7	0.03%	7
Khmer (Cambodian)	1,633	0.06%	82	0.38%	633
Korean	37,168	1.30%	370	1.70%	131
Kurdish	1,547	0.05%	0	0.00%	0
Lao	1,232	0.04%	0	0.00%	0
Latvian (Lettish)	2,550	0.09%	18	0.08%	89
Lingala	1,318	0.05%	0	0.00%	0
Lithuanian	2,207	0.08%	22	0.10%	125

Demographics – Knowledge of Language Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Macedonian	9,142	0.32%	56	0.26%	81
Malay	3,324	0.12%	0	0.00%	0
Malayalam	4,642	0.16%	20	0.09%	56
Maltese	2,235	0.08%	73	0.33%	413
Mandarin	90,127	3.15%	94	0.43%	14
Nepali	2,121	0.07%	0	0.00%	0
Niger-Congo languages, n.i.e.	4,843	0.17%	94	0.43%	253
Norwegian	487	0.02%	2	0.01%	50
Oromo	1,318	0.05%	188	0.87%	1,740
Pashto	4,900	0.17%	0	0.00%	0
Persian (Farsi)	51,955	1.81%	42	0.19%	10
Polish	35,478	1.24%	280	1.29%	104
Portuguese	74,279	2.59%	1,910	8.79%	339
Panjabi (Punjabi)	37,942	1.32%	122	0.56%	42
Romanian	14,615	0.51%	61	0.28%	55
Russian	54,420	1.90%	176	0.81%	43
Semitic languages, n.i.e.	5,273	0.18%	0	0.00%	0
Serbian	16,277	0.57%	19	0.09%	16
Serbo-Croatian	2,149	0.08%	4	0.02%	25
Sindhi	3,668	0.13%	12	0.05%	38
Sinhala (Sinhalese)	7,394	0.26%	30	0.14%	54
Slovak	2,493	0.09%	7	0.03%	33
Slovenian	2,407	0.08%	18	0.08%	100
Somali	15,761	0.55%	387	1.78%	324
Spanish	120,560	4.21%	2,444	11.25%	267
Swahili	5,932	0.21%	19	0.09%	43
Swedish	1,605	0.06%	15	0.07%	117
Tagalog (Pilipino,Filipino)	114,256	3.99%	851	3.91%	98
Taiwanese	2,178	0.08%	0	0.00%	0
Tamil	82,676	2.89%	147	0.68%	24
Telugu	3,553	0.12%	0	0.00%	0
Thai	1,891	0.07%	0	0.00%	0
Tigrigna	3,926	0.14%	103	0.47%	336
Turkish	12,838	0.45%	96	0.44%	98
Ukrainian	23,098	0.81%	156	0.72%	89
Urdu	57,715	2.01%	169	0.78%	39
Vietnamese	33,443	1.17%	1,092	5.03%	430
Yiddish	5,674	0.20%	11	0.05%	25
Aboriginal languages	1,118	0.04%	10	0.05%	125
Algonquin	29	0.00%	0	0.00%	
Atikamekw	86	0.00%	1	0.00%	
Blackfoot	57	0.00%	1	0.00%	
Cree	373	0.01%	5	0.02%	200
Micmac	29	0.00%	1	0.00%	

Demographics – Knowledge of Language Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Montagnais-Naskapi	172	0.01%	1	0.01%	100
Ojibway	344	0.01%	10	0.04%	400
Oji-Cree	143	0.01%	1	0.01%	100
Carrier	29	0.00%	0	0.00%	
Dene	172	0.01%	2	0.01%	100
Dogrib	29	0.00%	0	0.00%	
South Slave	29	0.00%	0	0.00%	
Stoney	57	0.00%	0	0.00%	
Inuktitut, n.i.e.	344	0.01%	3	0.01%	100

Demographics – Labour Force Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
LABOR FORCE ACTIVITY - TOTAL					
Total population 15+ years	2,398,360		18,162		
In the labour force	1,556,630	64.90%	11,405	62.80%	97
Employed	1,436,500	59.90%	10,280	56.60%	94
Unemployed	120,125	5.01%	1,124	6.19%	124
Not in the labour force	841,737	35.10%	6,757	37.20%	106
Participation rate (%)		64.90%		62.80%	97
Employment rate (%)		59.90%		56.60%	94
Unemployment rate (%)		7.72%		9.86%	128
LABOR FORCE ACTIVITY - 15-24 YEARS					
Population 15-24 years	287,720		2,622		
In the labour force	149,959	52.12%	1,524	58.11%	111
Employed	123,044	42.77%	1,224	46.68%	109
Unemployed	26,914	9.35%	300	11.44%	122
Not in the labour force	137,762	47.88%	1,098	41.89%	87
Participation rate (%)		52.12%		58.11%	111
Employment rate (%)		42.77%		46.68%	109
Unemployment rate (%)		17.95%		19.68%	110
LABOR FORCE ACTIVITY - 25+ YEARS					
Population 25+ years	2,110,640		15,539		
In the labour force	1,406,670	66.65%	9,881	63.59%	95
Employed	1,313,460	62.23%	9,056	58.28%	94
Unemployed	93,211	4.42%	825	5.31%	120
Not in the labour force	703,975	33.35%	5,658	36.41%	109
Participation rate (%)		66.65%		63.59%	95
Employed rate (%)		62.23%		58.28%	94
Unemployed rate (%)		6.63%		8.34%	126
LABOR FORCE ACTIVITY - TOTAL FEMALES					
Females 15+ years	1,258,070		9,519		
In the labour force	762,861	60.64%	5,799	60.92%	100
Employed	699,218	55.58%	5,151	54.11%	97
Unemployed	63,643	5.06%	649	6.81%	135
Not in the labour force	495,206	39.36%	3,720	39.08%	99
Participation rate (%)		60.64%		60.92%	100
Employed rate (%)		55.58%		54.11%	97
Unemployed rate (%)		8.34%		11.19%	134
LABOR FORCE ACTIVITY - FEMALES 15-24 YEARS					
Females 15-24 years	140,463		1,300		
In the labour force	74,310	52.90%	759	58.39%	110
Employed	60,825	43.30%	567	43.62%	101
Unemployed	13,486	9.60%	198	15.20%	158
Not in the labour force	66,153	47.10%	541	41.63%	88
Participation rate (%)		52.90%		58.39%	110
Employed rate (%)		43.30%		43.62%	101

Demographics – Labour Force Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Unemployed rate (%)		18.15%		26.02%	143
LABOR FORCE ACTIVITY - FEMALES 25+ YEARS					
Females 25+ years	1,117,600		8,219		
In the labour force	688,550	61.61%	5,040	61.32%	100
Employed	638,393	57.12%	4,586	55.79%	98
Unemployed	50,158	4.49%	451	5.49%	122
Not in the labour force	429,053	38.39%	3,179	38.68%	101
Participation rate (%)		61.61%		61.32%	100
Employed rate (%)		57.12%		55.79%	98
Unemployed rate (%)		7.29%		8.95%	123
LABOR FORCE ACTIVITY - TOTAL MALES					
Males 15+ years	1,140,300		8,642		
In the labour force	793,767	69.61%	5,605	64.86%	93
Employed	737,285	64.66%	5,130	59.35%	92
Unemployed	56,482	4.95%	476	5.50%	111
Not in the labour force	346,531	30.39%	3,037	35.14%	116
Participation rate (%)		69.61%		64.86%	93
Employed rate (%)		64.66%		59.35%	92
Unemployed rate (%)		7.12%		8.49%	119
LABOR FORCE ACTIVITY - MALES 15-24 YEARS					
Males 15-24 years	147,257		1,322		
In the labour force	75,649	51.37%	765	57.84%	113
Employed	62,220	42.25%	657	49.68%	118
Unemployed	13,429	9.12%	102	7.74%	85
Not in the labour force	71,609	48.63%	557	42.14%	87
Participation rate (%)		51.37%		57.84%	113
Employed rate (%)		42.25%		49.68%	118
Unemployed rate (%)		17.75%		13.38%	75
LABOR FORCE ACTIVITY - MALES 25+ YEARS					
Males 25+ years by labour force activity	993,041		7,320		
In the labour force	718,119	72.32%	4,841	66.13%	91
Employed	675,065	67.98%	4,471	61.07%	90
Unemployed	43,054	4.34%	373	5.10%	118
Not in the labour force	274,922	27.68%	2,480	33.88%	122
Participation rate (%)		72.32%		66.13%	91
Employed rate (%)		67.98%		61.07%	90
Unemployed rate (%)		6.00%		7.71%	129
LABOUR FORCE INDUSTRY					
Total labour force population aged 15+ years - North American Industry Classification System (NAICS) 2007	1,556,630		11,405		
Industry - not applicable	56,568	3.63%	657	5.76%	159
All industries	1,500,060	96.37%	10,747	94.24%	98
11 Agriculture, forestry, fishing and hunting	2,101	0.14%	2	0.02%	14
21 Mining, quarrying, and oil and gas extraction	2,693	0.17%	0	0.00%	0

Demographics – Labour Force Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
22 Utilities	8,141	0.52%	35	0.31%	60
23 Construction	71,714	4.61%	1,044	9.15%	198
31-33 Manufacturing	120,623	7.75%	1,235	10.83%	140
41 Wholesale trade	64,351	4.13%	409	3.59%	87
44-45 Retail trade	147,132	9.45%	1,266	11.10%	117
48-49 Transportation and warehousing	57,019	3.66%	581	5.10%	139
51 Information and cultural industries	70,406	4.52%	255	2.23%	49
52 Finance and insurance	126,445	8.12%	698	6.12%	75
53 Real estate and rental and leasing	39,601	2.54%	195	1.71%	67
54 Professional, scientific and technical services	175,292	11.26%	556	4.88%	43
55 Management of companies and enterprises	2,195	0.14%	27	0.24%	171
56 Administrative and support, waste management and remediation services	80,478	5.17%	1,034	9.06%	175
61 Educational services	111,159	7.14%	454	3.98%	56
62 Health care and social assistance	145,763	9.36%	1,165	10.21%	109
71 Arts, entertainment and recreation	35,896	2.31%	179	1.57%	68
72 Accommodation and food services	98,005	6.30%	682	5.98%	95
81 Other services (except public administration)	74,251	4.77%	625	5.48%	115
91 Public administration	66,779	4.29%	303	2.66%	62
LABOUR FORCE WORK ACTIVITY					
Total labour force aged 15+ years	1,556,630		11,405		
Did not work	107,423	6.90%	951	8.34%	121
Worked	1,449,200	93.10%	10,453	91.66%	98
1 to 13 weeks	79,684	5.12%	559	4.90%	96
14 to 26 weeks	111,937	7.19%	732	6.42%	89
27 to 39 weeks	90,720	5.83%	666	5.84%	100
40 to 48 weeks	238,802	15.34%	1,865	16.36%	107
49 to 52 weeks	928,046	59.62%	6,631	58.15%	98
Average weeks worked	44.6		43.9		98
Total labour force population aged 15+ years by full-time or part-time weeks worked	1,556,630		11,405		
Did not work	107,423	6.90%	951	8.34%	121
Worked	1,449,200	93.10%	10,453	91.66%	98
Worked full-time	1,182,990	76.00%	8,404	73.69%	97
Worked part-time	266,214	17.10%	2,050	17.97%	105

Demographics – Mobility Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
MOBILITY STATUS 1 YEAR AGO (ADJUSTED TO CURRENT YEAR POP)					
Total population	2,865,710		21,729		
Non-movers	2,462,960	85.95%	19,416	89.36%	104
Movers	402,747	14.05%	2,312	10.64%	76
Non-migrants	272,185	9.50%	1,766	8.13%	86
Migrants	130,562	4.56%	547	2.52%	55
Internal migrants	72,417	2.53%	289	1.33%	53
Intraprovincial migrants	57,687	2.01%	255	1.17%	58
Interprovincial migrants	14,730	0.51%	33	0.15%	29
External migrants	58,145	2.03%	258	1.19%	59
MOBILITY STATUS 5 YEARS AGO (ADJUSTED TO CURRENT YEAR POP)					
Total population	2,865,710		21,729		
Non-movers	1,632,620	56.97%	13,598	62.58%	110
Movers	1,233,090	43.03%	8,131	37.42%	87
Non-migrants	772,825	26.97%	6,042	27.81%	103
Migrants	460,262	16.06%	2,089	9.61%	60
Internal migrants	222,293	7.76%	862	3.97%	51
Intraprovincial migrants	177,072	6.18%	701	3.23%	52
Interprovincial migrants	45,221	1.58%	161	0.74%	47
External migrants	237,969	8.30%	1,227	5.65%	68

Demographics – Neighbourhood Description Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
POPULATION					
Total number of population by age	2,865,710		21,729		
0-14	467,340	16.31%	3,567	16.42%	101
15-24	287,746	10.04%	2,622	12.07%	120
25-64	1,639,420	57.21%	12,056	55.49%	97
65 +	471,209	16.44%	3,483	16.03%	98
FAMILY STRUCTURE					
Total number of census families	752,231		5,893		
No children at home	261,994	34.83%	1,446	24.54%	70
One child at home	239,209	31.80%	2,097	35.59%	112
Two children at home	178,865	23.78%	1,580	26.81%	113
Three children or more at home	72,154	9.59%	770	13.06%	136
HOUSEHOLD INCOME					
Total number of private households	1,171,300		8,325		
Average household income $	$100,129		$71,559		71
HOME OWNERSHIP					
Home owners	635,993	54.30%	4,657	55.95%	103
Renters	535,308	45.70%	3,667	44.05%	96
DWELLING CHARACTERISTICS					
Average number of rooms per dwelling	5.13		5.06		99
Average number of bedrooms per dwelling	2.29		2.27		99
DWELLING STRUCTURAL TYPE					
Single-detached house	292,743	24.99%	2,649	31.82%	127
Apartment, buiding that has five or more storeys	502,535	42.90%	2,591	31.13%	73
Movable dwelling	94	0.01%	0	0.00%	0
Others	375,929	32.10%	3,085	37.05%	115
Semi-detached house	77,329	6.60%	723	8.68%	132
Apartment, detached duplex	47,977	4.10%	434	5.22%	127
Row house	67,455	5.76%	544	6.53%	113
Apartment, building that has fewer than five storeys	180,673	15.43%	1,384	16.63%	108
Other single-attached house	2,495	0.21%	0	0.00%	0
PERIOD OF CONSTRUCTION					
Before 1946	387,666	33.10%	3,146	37.80%	114
1961-1980	353,616	30.19%	2,723	32.71%	108
1981-1990	127,192	10.86%	903	10.85%	100
1991-2000	81,687	6.97%	592	7.11%	102
2001-2005	66,026	5.64%	399	4.80%	85
2006-2011	70,419	6.01%	292	3.51%	58
2012 +	84,685	7.23%	268	3.22%	45
OCCUPATION					
Total labour force 15 years and over	1,556,630		11,558		
Management	171,478	11.02%	732	6.33%	57
Business, finance and administration	286,622	18.41%	1,896	16.40%	89
Natural and applied sciences	124,966	8.03%	510	4.41%	55

Demographics – Neighbourhood Description Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
Health workers	81,178	5.22%	339	2.93%	56
Social science, education and government	194,065	12.47%	1,082	9.36%	75
Art, culture, recreation and sport	80,182	5.15%	219	1.89%	37
Sales and service	350,615	22.52%	3,065	26.52%	118
Trades and transport	133,621	8.58%	1,999	17.30%	202
Primary industry	7,986	0.51%	113	0.98%	192
Processing, manufacturing and utilities	69,332	4.45%	937	8.11%	182
Not applicable	56,568	3.63%	667	5.77%	159
VISIBLE MINORITY					
Total population by visible minority groups	2,865,710		21,729		
Total visible minority population	1,392,590	48.60%	11,704	53.87%	111
Chinese	307,777	10.74%	758	3.49%	32
South Asian	343,771	12.00%	1,300	5.98%	50
Black	239,144	8.35%	4,052	18.65%	223
Filipino	146,782	5.12%	1,063	4.89%	96
Latin American	79,352	2.77%	1,913	8.80%	318
Arab	32,870	1.15%	136	0.63%	55
Southeast Asian	51,182	1.79%	870	4.01%	224
RECENT IMMIGRANTS					
Total recent immigrants	248,630		1,584		
P. R. China	33,401	13.43%	20	1.28%	10
India	23,677	9.52%	37	2.35%	25
Philippines	36,320	14.61%	206	13.03%	89
Pakistan	8,824	3.55%	10	0.65%	18
Korea	4,985	2.01%	10	0.64%	32
Iran	11,464	4.61%	8	0.50%	11
Romania	1,914	0.77%	2	0.11%	14
Colombia	3,799	1.53%	32	2.04%	133
Sri Lanka	10,646	4.28%	51	3.23%	75
Russian Federation	4,460	1.79%	7	0.45%	25
Taiwan	975	0.39%	2	0.11%	28
Hong Kong, Special Administrative Region	816	0.33%	1	0.04%	12
Others	107,349	43.18%	1,197	75.56%	175
RELIGIONS					
Total population by selected religions	2,865,710		21,729		
Buddhist	76,801	2.68%	998	4.59%	171
Christian	1,545,710	53.94%	14,386	66.21%	123
Anglican	111,046	3.88%	666	3.06%	79
Baptist	38,974	1.36%	298	1.37%	101
Roman Catholic	803,746	28.05%	8,028	36.95%	132
Christian Orthodox	123,197	4.30%	616	2.84%	66
Lutheran	17,452	0.61%	82	0.38%	62
Pentecostal	45,164	1.58%	758	3.49%	221
Presbyterian	43,244	1.51%	308	1.42%	94

Demographics – Neighbourhood Description Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
United Church	85,857	3.00%	573	2.64%	88
Other Christian	277,028	9.67%	3,056	14.07%	146
Hindu	156,955	5.48%	919	4.23%	77
Jewish	109,843	3.83%	156	0.72%	19
Muslim	235,218	8.21%	1,526	7.02%	86
Sikh	21,407	0.75%	196	0.90%	120
Aboriginal spirituality	974	0.03%	0	0.00%	0
Other religions	14,042	0.49%	0	0.00%	0
No religion	704,764	24.59%	3,546	16.32%	66

Demographics – Occupation Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
OCCUPATION					
Total labour force 15 years and over by occupation	1,556,630		11,405		
Occupation - Not applicable	56,568	3.63%	657	5.76%	159
All occupations	1,500,060	96.37%	10,747	94.24%	98
A Management occupations	171,478	11.02%	722	6.33%	57
B Business, finance and administration occupations	286,622	18.41%	1,870	16.40%	89
C Natural and applied sciences and related occupations	124,966	8.03%	503	4.41%	55
D Health occupations	81,178	5.22%	334	2.93%	56
E Occupations in social science, education, government service and religion	194,065	12.47%	1,068	9.36%	75
F Occupations in art, culture, recreation and sport	80,182	5.15%	216	1.89%	37
G Sales and service occupations	350,615	22.52%	3,026	26.53%	118
H Trades, transport and equipment operators and related occupations	133,621	8.58%	1,972	17.29%	202
I Occupations unique to primary industry	7,986	0.51%	111	0.97%	190
J Occupations unique to processing, manufacturing and utilities	69,332	4.45%	925	8.11%	182
MALES					
Male labour force 15 years and over by occupation	793,767		5,605		
Occupation - Not applicable	26,282	3.31%	166	2.97%	90
All occupations	767,486	96.69%	5,439	97.03%	100
A Management occupations	100,856	12.71%	432	7.71%	61
B Business, finance and administration occupations	104,087	13.11%	685	12.23%	93
C Natural and applied sciences and related occupations	95,919	12.08%	405	7.23%	60
D Health occupations	21,067	2.65%	70	1.25%	47
E Occupations in social science, education, government service and religion	65,216	8.22%	138	2.47%	30
F Occupations in art, culture, recreation and sport	41,236	5.20%	162	2.88%	55
G Sales and service occupations	166,199	20.94%	1,103	19.68%	94
H Trades, transport and equipment operators and related occupations	125,161	15.77%	1,880	33.54%	213
I Occupations unique to primary industry	6,723	0.85%	107	1.90%	224
J Occupations unique to processing, manufacturing and utilities	41,022	5.17%	457	8.15%	158
FEMALES					
Female labour force 15 years and over by occupation	762,861		5,799		
Occupation - Not applicable	30,293	3.97%	491	8.47%	213
All occupations	732,567	96.03%	5,308	91.53%	95
A Management occupations	70,618	9.26%	290	5.00%	54
B Business, finance and administration occupations	182,545	23.93%	1,185	20.43%	85
C Natural and applied sciences and related occupations	29,050	3.81%	97	1.68%	44
D Health occupations	60,113	7.88%	264	4.56%	58
E Occupations in social science, education, government service and religion	128,840	16.89%	929	16.02%	95

Demographics – Occupation Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
F Occupations in art, culture, recreation and sport	38,944	5.11%	54	0.93%	18
G Sales and service occupations	184,422	24.18%	1,923	33.16%	137
H Trades, transport and equipment operators and related occupations	8,460	1.11%	92	1.59%	143
I Occupations unique to primary industry	1,266	0.17%	4	0.08%	47
J Occupations unique to processing, manufacturing and utilities	28,310	3.71%	468	8.08%	218

Demographics – Official Language Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
OFFICIAL LANGUAGE					
Total population by first official language spoken	2,865,710		21,729		
English	2,653,650	92.60%	20,233	93.12%	101
French	41,238	1.44%	175	0.81%	56
English and French	27,024	0.94%	205	0.94%	100
Neither English nor French	143,801	5.02%	1,116	5.13%	102

Demographics – Population Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
SEX AND AGE GROUP					
Total population by sex and age groups	2,865,710		21,729		
0-4	176,585	6.16%	1,238	5.70%	93
05-09	154,949	5.41%	1,189	5.47%	101
10-14	135,835	4.74%	1,139	5.24%	111
15-19	134,946	4.71%	1,239	5.70%	121
20-24	152,771	5.33%	1,383	6.37%	120
25-29	188,335	6.57%	1,505	6.93%	105
30-34	221,577	7.73%	1,530	7.04%	91
35-39	221,863	7.74%	1,457	6.71%	87
40-44	205,500	7.17%	1,350	6.21%	87
45-49	207,850	7.25%	1,449	6.67%	92
50-54	215,702	7.53%	1,739	8.00%	106
55-59	204,640	7.14%	1,647	7.58%	106
60-64	173,977	6.07%	1,379	6.35%	105
65-69	144,546	5.04%	1,097	5.05%	100
70-74	109,556	3.82%	865	3.98%	104
75-79	82,303	2.87%	639	2.94%	102
80-84	63,562	2.22%	426	1.96%	88
85+	71,242	2.49%	457	2.10%	84
Median age of total population	40.5		40.1		99
Average age of total population	40.5		39.9		99
SEX AND AGE GROUP-MALE					
Male population total	1,379,350	48.13%	10,468	48.18%	100
0-4	90,041	3.14%	631	2.91%	93
05-09	79,495	2.77%	603	2.77%	100
10-14	69,522	2.43%	591	2.72%	112
15-19	68,978	2.41%	620	2.86%	119
20-24	78,291	2.73%	702	3.23%	118
25-29	93,709	3.27%	773	3.56%	109
30-34	106,375	3.71%	755	3.47%	94
35-39	105,773	3.69%	700	3.22%	87
40-44	98,323	3.43%	652	3.00%	87
45-49	100,386	3.50%	675	3.11%	89
50-54	105,286	3.67%	844	3.88%	106
55-59	98,953	3.45%	779	3.59%	104
60-64	81,988	2.86%	688	3.16%	110
65-69	66,914	2.34%	493	2.27%	97
70-74	49,462	1.73%	399	1.84%	106
75-79	35,162	1.23%	270	1.24%	101
80-84	25,935	0.91%	157	0.72%	79
85+	24,788	0.87%	136	0.63%	72
Median age of male population	39.3		38.2		97
Average age of male population	39.3		38.6		98

Demographics – Population Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
SEX AND AGE GROUP-FEMALE					
Female population total	1,486,360	51.87%	11,261	51.82%	100
0-4	86,545	3.02%	607	2.79%	92
05-09	75,454	2.63%	586	2.70%	103
10-14	66,284	2.31%	548	2.52%	109
15-19	65,997	2.30%	618	2.85%	124
20-24	74,480	2.60%	682	3.14%	121
25-29	94,626	3.30%	733	3.37%	102
30-34	115,202	4.02%	776	3.57%	89
35-39	116,090	4.05%	757	3.48%	86
40-44	107,178	3.74%	698	3.21%	86
45-49	107,493	3.75%	774	3.56%	95
50-54	110,416	3.85%	895	4.12%	107
55-59	105,687	3.69%	868	3.99%	108
60-64	91,989	3.21%	691	3.18%	99
65-69	77,632	2.71%	603	2.78%	103
70-74	60,094	2.10%	466	2.14%	102
75-79	47,141	1.65%	369	1.70%	103
80-84	37,627	1.31%	269	1.24%	95
85+	46,453	1.62%	320	1.47%	91
Median age of female population	41.4		41.6		100
Average age of female population	41.6		41.2		99
LEGAL MARITAL STATUS					
Total population 15 years and over by legal marital status	2,398,360		18,162		
Married or living with a common-law partner	1,225,180	51.08%	8,240	45.37%	89
Legally married (and not separated)	1,069,980	44.61%	7,134	39.28%	88
In a common-law relationship	155,174	6.47%	1,106	6.09%	94
Not married and not living with a common-law partner	1,173,180	48.92%	9,922	54.63%	112
Never legally married (single)	811,343	33.83%	6,577	36.21%	107
Separated but still legally married	75,692	3.16%	826	4.55%	144
Divorced	151,649	6.32%	1,412	7.78%	123
Widowed	134,524	5.61%	1,106	6.09%	109

Demographics – Population Income Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
POPULATION INCOME					
Total population age 15+	2,398,360		18,162		
Average income of population age 15+ with income	$53,050		$36,209		68
Median income of population age 15+ with income	$30,224		$27,719		92
Total population age 15+ with income	2,259,400		16,876		
Population with income $0 - $4,999	257,300	11.39%	1,585	9.39%	82
Population with income $5,000 - $9,999	171,986	7.61%	1,599	9.48%	125
Population with income $10,000 - $14,999	203,188	8.99%	1,793	10.62%	118
Population with income $15,000 - $19,999	226,573	10.03%	2,160	12.80%	128
Population with income $20,000 - $29,999	303,867	13.45%	2,537	15.03%	112
Population with income $30,000 - $39,999	244,580	10.83%	2,083	12.34%	114
Population with income $40,000 - $49,999	202,126	8.95%	1,883	11.16%	125
Population with income $50,000 - $59,999	155,966	6.90%	1,303	7.72%	112
Population with income $60,000 - $79,999	188,818	8.36%	1,167	6.91%	83
Population with income $80,000 - $99,999	123,228	5.45%	464	2.75%	50
Population with income $100,000 - $124,999	74,425	3.29%	160	0.95%	29
Population with income $125,000 and over	107,367	4.75%	142	0.84%	18

Demographics – Religion Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
RELIGIONS					
Total population by selected religions	2,865,710		21,729		
Buddhist	76,801	2.68%	998	4.59%	171
Christian	1,545,710	53.94%	14,386	66.21%	123
Anglican	111,046	3.88%	666	3.06%	79
Baptist	38,974	1.36%	298	1.37%	101
Roman Catholic	803,746	28.05%	8,028	36.95%	132
Christian Orthodox	123,197	4.30%	616	2.84%	66
Lutheran	17,452	0.61%	82	0.38%	62
Pentecostal	45,164	1.58%	758	3.49%	221
Presbyterian	43,244	1.51%	308	1.42%	94
United Church	85,857	3.00%	573	2.64%	88
Other Christian	277,028	9.67%	3,056	14.07%	146
Hindu	156,955	5.48%	919	4.23%	77
Jewish	109,843	3.83%	156	0.72%	19
Muslim	235,218	8.21%	1,526	7.02%	86
Sikh	21,407	0.75%	196	0.90%	120
Aboriginal spirituality	974	0.03%	0	0.00%	0
Other religions	14,042	0.49%	0	0.00%	0
No religion	704,764	24.59%	3,546	16.32%	66

Demographics – Visible Minority Report

Attribute	Benchmark Toronto (CD,ON)		Mount Dennis Final Study Area		
	Value	Percent	Value	Percent	Index
VISIBLE MINORITY					
Total population by visible minority groups	2,865,710		21,729		
Total visible minority population	1,392,590	48.60%	11,704	53.87%	111
Chinese	307,777	10.74%	758	3.49%	32
South Asian	343,771	12.00%	1,300	5.98%	50
Black	239,144	8.35%	4,052	18.65%	223
Filipino	146,782	5.12%	1,063	4.89%	96
Latin American	79,352	2.77%	1,913	8.80%	318
Southeast Asian	51,182	1.79%	870	4.01%	224
Arab	32,870	1.15%	136	0.63%	55
West Asian	56,254	1.96%	72	0.33%	17
Korean	42,527	1.48%	419	1.93%	130
Japanese	13,985	0.49%	45	0.21%	43
Visible minority, n.i.e.	36,337	1.27%	556	2.56%	202
Multiple visible minorities	42,613	1.49%	521	2.40%	161
All others	1,473,120	51.41%	10,024	46.13%	90

Spending By Category – Household Spending Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area	
	Value	Value	Index
TOTAL			
Total households	1,159,040	8,325	
Total expenditure	$90,740	$68,126	75
Total current consumption	$67,978	$54,131	80
FOOD			
Total food	$9,219	$7,349	80
Food purchased from stores	$6,272	$5,035	80
Locally and on day trips	$6,114	$4,908	80
Food purchased from supermarkets	$4,763	$3,812	80
Food and beverages purchased from specialty stores	$581	$469	81
Food purchased from convenience stores	$198	$165	83
Food purchased from other stores	$572	$462	81
While on trips overnight or longer	$158	$127	80
Board paid to private households	$31	$16	52
Food purchased from restaurants	$2,916	$2,298	79
Restaurant meals	$2,511	$1,981	79
Restaurant snacks and beverages	$405	$317	78
SHELTER			
Total shelter	$21,855	$17,512	80
Principal accommodation	$18,868	$15,272	81
Rented living quarters	$5,931	$4,907	83
Rent	$5,821	$4,823	83
Owned living quarters	$10,279	$8,363	81
Regular mortgage payments	$5,601	$4,671	83
Maintenance, repairs and replacements	$506	$402	79
Condominium charges	$527	$418	79
Property taxes	$2,105	$1,737	83
Homeowners insurance premiums	$630	$509	81
Water, fuel and electricity	$2,658	$2,001	75
Other accommodation	$1,663	$1,190	72
Traveller accommodation	$736	$536	73
Additions, renovations and alterations: contract, labour and material cost	$1,226	$973	79
New installations of equipment and fixtures: contract, labour and material cost	$98	$78	80
HOUSEHOLD OPERATION			
Total household operation	$5,155	$4,117	80
Communications	$2,568	$2,090	81
Telephone	$1,930	$1,563	81
Purchase of telephones and equipment	$148	$114	77
Landline telephone service	$558	$447	80
Telephone service	$538	$432	80
Installation and repairs	$20	$16	80
Cellular services	$1,253	$1,025	82

Spending By Category – Household Spending Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area	
	Value	Value	Index
Internet services	$446	$380	85
On-line services	$101	$88	87
Child care expenses	$515	$399	77
Child care outside the home	$421	$326	77
Day-care centres	$327	$253	77
Other child care outside the home	$94	$73	78
Child care in the home	$94	$73	78
Domestic and other custodial services	$239	$176	74
Pet expenses	$710	$570	80
Pet food	$323	$254	79
Purchase of pets	$78	$63	81
Purchase of pet related goods	$43	$43	100
Veterinarian and other services	$266	$210	79
Household cleaning supplies	$181	$145	80
Paper, plastic and foil household supplies	$369	$298	81
Garden supplies and services	$401	$302	75
Nursery and greenhouse stock, cut flowers, and decorative plants	$193	$145	75
Fertilizers, soil and soil conditioners	$45	$33	73
Pesticides	$14	$10	71
Horticultural services, snow and garbage removal	$149	$114	77
FURNISHINGS AND EQUIPMENT			
Total household furnishings	$2,308	$1,855	80
Household furnishings	$1,146	$938	82
Furniture	$789	$631	80
Rugs, mats and underpadding	$59	$43	73
Window coverings and household textiles	$171	$144	84
Art, antiques and decorative ware	$127	$120	94
Household equipment	$992	$790	80
Household appliances	$444	$376	85
Room air conditioners, portable humidifiers and dehumidifiers	$22	$18	82
Refrigerators and freezers	$87	$70	80
Cooking stoves and ranges	$65	$54	83
Microwave and convection ovens	$15	$12	80
Gas barbecues	$6	$7	117
Small electric food preparation appliances	$18	$21	117
Washers and dryers	$72	$58	81
Vacuum cleaners and other rug cleaning equipment	$12	$15	125
Portable dishwashers	$32	$27	84
Home and workshop tools and equipment	$108	$82	76
Power tools and equipment	$59	$45	76
Lawn, garden and snow-removal tools and equipment	$109	$80	73
Lamps and lampshades: exclude light fixtures	$4	$3	75

Spending By Category – Household Spending Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area	
	Value	Value	Index
Tableware, flatware and knives	$5	$3	60
Non-electric cleaning equipment	$5	$3	60
Luggage	$3	$2	67
Home security equipment	$35	$26	74
Maintenance and repairs of furniture and equipment	$42	$32	76
Services related to furnishings and equipment	$128	$94	73
CLOTHING			
Total clothing	$4,429	$3,533	80
Womens and girls wear (4 years and over)	$2,643	$2,093	79
Clothing	$1,354	$1,063	79
Footwear	$449	$352	78
Accessories	$139	$110	79
Jewellery and watches	$188	$145	77
Mens and boys wear (4 years and over)	$1,608	$1,298	81
Clothing	$843	$665	79
Footwear	$326	$257	79
Accessories	$56	$44	79
Jewellery and watches	$73	$58	79
Childrens wear (under 4 years)	$106	$84	79
Clothing and cloth diapers	$64	$48	75
Footwear	$12	$9	75
Services	$71	$59	83
Laundry and dry-cleaning service	$29	$22	76
Laundromats and self-service dry cleaning	$38	$34	89
Maintenance, repair and alteration	$5	$3	60
TRANSPORTATION			
Total transportation	$12,487	$10,026	80
Private transportation	$10,964	$8,770	80
Purchase of automobiles and trucks	$3,536	$2,923	83
Purchase of automotive accessories	$50	$39	78
Rented automobiles and trucks	$61	$42	69
Operation of owned and leased automobiles and trucks	$6,938	$5,486	79
Gasoline and other fuels	$2,657	$2,068	78
Tires, batteries, and other automotive parts and supplies	$368	$289	79
Maintenance and repair	$1,238	$976	79
Garage rent and parking	$266	$200	75
Public transportation	$1,523	$1,256	82
Local and commuter transportation	$633	$530	84
Inter-city transportation	$783	$646	83
HEALTH CARE			
Total health care	$1,974	$1,567	79
Direct costs to household	$1,373	$1,116	81
Health care supplies	$35	$35	100
Medicinal and pharmaceutical products	$572	$533	93

Spending By Category – Household Spending Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area	
	Value	Value	Index
Prescribed medicines and pharmaceutical products	$282	$261	93
Physicians care	$174	$128	74
Eye-care goods and services	$174	$125	72
Prescription eye wear	$105	$76	72
Prescription eyeglasses	$96	$70	73
Prescription contact lenses	$9	$6	67
Eye care services (eg. surgery, exams)	$47	$33	70
Dental services	$257	$180	70
Hospital care	$28	$20	71
Health insurance premiums	$602	$451	75
Public hospital, medical and drug plans	$149	$120	81
Private health insurance plans	$453	$331	73
Private health care plans (eg., supplementary coverage, drug plans, etc.)	$303	$224	74
Dental plans	$37	$27	73
Accident and disability insurance	$113	$81	72
PERSONAL CARE			
Total personal care	$1,461	$1,150	79
Personal care supplies and equipment	$774	$617	80
Personal care preparations	$496	$402	81
Hair care products	$119	$96	81
Makeup, skin care and manicure products	$251	$202	80
Fragrance products	$27	$22	81
Personal deodorants and soaps	$23	$19	83
Oral hygiene products	$49	$39	80
Electric hair-styling and personal care appliances	$68	$55	81
Personal care services	$687	$534	78
Hair grooming	$526	$409	78
RECREATION			
Total Recreation	$3,879	$3,044	78
Recreation equipment and associated services	$904	$722	80
Sports and athletic equipment	$108	$88	81
Golf	$18	$14	78
Raquet sports equipment	$5	$4	80
Ice hockey equipment (excluding skates)	$12	$10	83
Ice skates	$12	$9	75
Downhill skiing	$10	$8	80
Cross-country skiing	$3	$2	67
Fishing	$15	$13	87
Home exercise equipment	$15	$12	80
Other sporting and athletic equipment	$18	$15	83
Playground equipment, above-ground pools and accessories	$8	$7	88
Toys, electronic games and arts/hobby materials	$121	$102	84

Spending By Category – Household Spending Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area	
	Value	Value	Index
Toys and childrens vehicles	$48	$41	85
Electronic games and parts	$32	$28	88
Artists materials, handicraft and hobbycraft kits and materials	$41	$33	80
Childrens toy as gift to persons outside of the household or to charity	$85	$64	75
Computer equipment and supplies	$391	$301	77
Computer hardware	$284	$219	77
Computer software	$30	$23	77
Computer supplies and other equipment	$78	$59	76
Photographic goods and services	$115	$89	77
Musical instruments, parts and accessories	$53	$46	87
Collectors items (eg. stamps, coins)	$18	$14	78
Camping, picnic equipment and accessories (excluding bbqs)	$34	$29	85
Recreation vehicles and associated services	$402	$297	74
Purchase of recreation vehicles	$290	$215	74
Bicycles, parts and accessories: excludes childrens bicycles with wheels under 14 inches.	$153	$138	90
Operation of recreational vehicles	$112	$81	72
Home entertainment equipment and services	$288	$232	81
Equipment	$277	$224	81
Audio (eg. radio, cd players, speakers	$22	$18	82
Video equipment	$158	$120	76
Services	$11	$8	73
Recreation services	$2,284	$1,793	79
Entertainment	$1,016	$825	81
Admissions to movie theatres	$90	$69	77
Admissions to live sports events	$126	$92	73
Admissions to live performing arts	$86	$66	77
Admission to museums and other activities	$32	$23	72
Rental of cablevision and satellite services	$682	$575	84
Use of recreation facilities	$500	$390	78
Sports fees	$407	$309	76
Membership fees for sports and recreation facilities	$291	$222	76
Package travel tours	$749	$565	75
READING MATERIALS			
Reading materials and other printed matter	$130	$102	78
Newspapers	$10	$8	80
Magazines and periodicals	$14	$11	79
Books and pamphlets (excluding school books)	$92	$71	77
Maps, sheet music and other printed matter	$11	$9	82
Services related to reading materials (eg. duplicating, library fees)	$4	$3	75
EDUCATION			
Education	$2,223	$1,584	71

Spending By Category – Household Spending Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area	
	Value	Value	Index
Education supplies and textbooks	$920	$570	62
Supplies	$1,559	$966	62
Kindergarten, nursery, elementary and secondary	$348	$212	61
Post-secondary	$1,212	$754	62
Textbooks	$35	$21	60
Kindergarten, nursery, elementary and secondary	$2	$1	50
Post-secondary	$33	$20	61
Tuition fees	$1,981	$1,544	78
Kindergarten, nursery, elementary and secondary	$175	$136	78
Post-secondary	$1,806	$1,408	78
Tuition fees for university	$1,131	$894	79
Tuition fees for other post-secondary education (college, trade and professional courses)	$656	$514	78
TOBACCO & ALCOHOLIC BEVERAGES			
Tobacco products and alcoholic beverages	$1,022	$822	80
Tobacco products and smokers supplies	$267	$212	79
Cigarettes, cigars and tobacco	$240	$191	80
Matches and other smokers supplies	$26	$21	81
Alcoholic beverages	$755	$610	81
Served on licensed premises	$244	$216	89
Purchased from stores	$496	$383	77
Self-made alcoholic beverages	$14	$11	79
GAMES OF CHANCE			
Games of chance (net)	$145	$113	78
MISCELLANEOUS EXPENDITURES			
Financial services	$512	$396	77
Dues to unions and professional associations	$234	$180	77
Contributions and dues for social clubs and other organizations	$48	$39	81
Forfeit of deposits, fines, and money lost or stolen	$38	$31	82
Tools and equipment purchased for work	$19	$19	100
TAXES			
Personal taxes	$15,109	$8,310	55
Income tax on reference year income	$15,198	$8,343	55
Income tax on income received before reference year	$510	$191	37
Other personal taxes	$3	$1	33
Tax refunds	$-603	$-225	37
INSURANCE			
Personal insurance payments and pension contributions	$5,422	$4,005	74
Life insurance premiums, annuity contracts and transfers to rrifs.	$642	$476	74
Life insurance premiums	$601	$445	74
Annuity contracts and transfers to rrifs	$41	$31	76
Employment insurance premiums	$770	$575	75
Retirement and pension fund payments	$4,010	$2,954	74

Spending By Category – Household Spending Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area	
	Value	Value	Index
Registered retirement savings plans	$3,323	$2,693	81
GIFTS			
Gifts of money and contributions	$2,231	$1,680	75
Money and support payments	$1,448	$1,114	77
Alimony and child support	$396	$295	74
support payments to persons living inside canada	$716	$554	77
support payments to persons living outside canada	$336	$265	79
CONTRIBUTIONS TO CHARITY			
Contributions to charity	$783	$566	72
Religious organizations	$472	$375	79
Non-religious charitable organizations	$311	$191	61
GROCERY			
Total grocery	$7,854	$6,405	82
Dairy products and eggs	$844	$673	80
Bakery	$613	$491	80
Cereal grains and cereal products	$362	$290	80
Fruit and nuts	$820	$656	80
Vegetables	$796	$640	80
Condiments, spices and vinegar	$253	$220	87
Sugar and sugar preparations	$288	$250	87
Coffee and tea	$322	$281	87
Fats and oils	$164	$142	87
Other foods, materials and food preparations	$523	$455	87
Non-alcoholic beverages	$1,344	$1,076	80
Meat	$1,280	$1,030	80
Fish and other marine products	$247	$199	81

Spending By Category – Market Potential Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area
	Market size	Market size
TOTAL		
Total households	1,159,040	8,325
Total expenditure	$105,171,289,600	$567,148,950
Total current consumption	$78,789,221,120	$450,640,575
FOOD		
Total food	$10,685,189,760	$61,180,425
Food purchased from stores	$7,269,498,880	$41,916,375
Locally and on day trips	$7,086,370,560	$40,859,100
Food purchased from supermarkets	$5,520,507,520	$31,734,900
Food and beverages purchased from specialty stores	$673,402,240	$3,904,425
Food purchased from convenience stores	$229,489,920	$1,373,625
Food purchased from other stores	$662,970,880	$3,846,150
While on trips overnight or longer	$183,128,320	$1,057,275
Board paid to private households	$35,930,240	$133,200
Food purchased from restaurants	$3,379,760,640	$19,130,850
Restaurant meals	$2,910,349,440	$16,491,825
Restaurant snacks and beverages	$469,411,200	$2,639,025
SHELTER		
Total shelter	$25,330,819,200	$145,787,400
Principal accommodation	$21,868,766,720	$127,139,400
Rented living quarters	$6,874,266,240	$40,850,775
Rent	$6,746,771,840	$40,151,475
Owned living quarters	$11,913,772,160	$69,621,975
Regular mortgage payments	$6,491,783,040	$38,886,075
Maintenance, repairs and replacements	$586,474,240	$3,346,650
Condominium charges	$610,814,080	$3,479,850
Property taxes	$2,439,779,200	$14,460,525
Homeowners insurance premiums	$730,195,200	$4,237,425
Water, fuel and electricity	$3,080,728,320	$16,658,325
Other accommodation	$1,927,483,520	$9,906,750
Traveller accommodation	$853,053,440	$4,462,200
Additions, renovations and alterations: contract, labour and material cost	$1,420,983,040	$8,100,225
New installations of equipment and fixtures: contract, labour and material cost	$113,585,920	$649,350
HOUSEHOLD OPERATION		
Total household operation	$5,974,851,200	$34,274,025
Communications	$2,976,414,720	$17,399,250
Telephone	$2,236,947,200	$13,011,975
Purchase of telephones and equipment	$171,537,920	$949,050
Landline telephone service	$646,744,320	$3,721,275
Telephone service	$623,563,520	$3,596,400
Installation and repairs	$23,180,800	$133,200
Cellular services	$1,452,277,120	$8,533,125

Spending By Category – Market Potential Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area
	Market size	Market size
Internet services	$516,931,840	$3,163,500
On-line services	$117,063,040	$732,600
Child care expenses	$596,905,600	$3,321,675
Child care outside the home	$487,955,840	$2,713,950
Day-care centres	$379,006,080	$2,106,225
Other child care outside the home	$108,949,760	$607,725
Child care in the home	$108,949,760	$607,725
Domestic and other custodial services	$277,010,560	$1,465,200
Pet expenses	$822,918,400	$4,745,250
Pet food	$374,369,920	$2,114,550
Purchase of pets	$90,405,120	$524,475
Purchase of pet related goods	$49,838,720	$357,975
Veterinarian and other services	$308,304,640	$1,748,250
Household cleaning supplies	$209,786,240	$1,207,125
Paper, plastic and foil household supplies	$427,685,760	$2,480,850
Garden supplies and services	$464,775,040	$2,514,150
Nursery and greenhouse stock, cut flowers, and decorative plants	$223,694,720	$1,207,125
Fertilizers, soil and soil conditioners	$52,156,800	$274,725
Pesticides	$16,226,560	$83,250
Horticultural services, snow and garbage removal	$172,696,960	$949,050
FURNISHINGS AND EQUIPMENT		
Total household furnishings	$2,675,064,320	$15,442,875
Household furnishings	$1,328,259,840	$7,808,850
Furniture	$914,482,560	$5,253,075
Rugs, mats and underpadding	$68,383,360	$357,975
Window coverings and household textiles	$198,195,840	$1,198,800
Art, antiques and decorative ware	$147,198,080	$999,000
Household equipment	$1,149,767,680	$6,576,750
Household appliances	$514,613,760	$3,130,200
Room air conditioners, portable humidifiers and dehumidifiers	$25,498,880	$149,850
Refrigerators and freezers	$100,836,480	$582,750
Cooking stoves and ranges	$75,337,600	$449,550
Microwave and convection ovens	$17,385,600	$99,900
Gas barbecues	$6,954,240	$58,275
Small electric food preparation appliances	$20,862,720	$174,825
Washers and dryers	$83,450,880	$482,850
Vacuum cleaners and other rug cleaning equipment	$13,908,480	$124,875
Portable dishwashers	$37,089,280	$224,775
Home and workshop tools and equipment	$125,176,320	$682,650
Power tools and equipment	$68,383,360	$374,625
Lawn, garden and snow-removal tools and equipment	$126,335,360	$666,000
Lamps and lampshades: exclude light fixtures	$4,636,160	$24,975

Spending By Category – Market Potential Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area
	Market size	Market size
Tableware, flatware and knives	$5,795,200	$24,975
Non-electric cleaning equipment	$5,795,200	$24,975
Luggage	$3,477,120	$16,650
Home security equipment	$40,566,400	$216,450
Maintenance and repairs of furniture and equipment	$48,679,680	$266,400
Services related to furnishings and equipment	$148,357,120	$782,550
CLOTHING		
Total clothing	$5,133,388,160	$29,412,225
Womens and girls wear (4 years and over)	$3,063,342,720	$17,424,225
Clothing	$1,569,340,160	$8,849,475
Footwear	$520,408,960	$2,930,400
Accessories	$161,106,560	$915,750
Jewellery and watches	$217,899,520	$1,207,125
Mens and boys wear (4 years and over)	$1,863,736,320	$10,805,850
Clothing	$977,070,720	$5,536,125
Footwear	$377,847,040	$2,139,525
Accessories	$64,906,240	$366,300
Jewellery and watches	$84,609,920	$482,850
Childrens wear (under 4 years)	$122,858,240	$699,300
Clothing and cloth diapers	$74,178,560	$399,600
Footwear	$13,908,480	$74,925
Services	$82,291,840	$491,175
Laundry and dry-cleaning service	$33,612,160	$183,150
Laundromats and self-service dry cleaning	$44,043,520	$283,050
Maintenance, repair and alteration	$5,795,200	$24,975
TRANSPORTATION		
Total transportation	$14,472,932,480	$83,466,450
Private transportation	$12,707,714,560	$73,010,250
Purchase of automobiles and trucks	$4,098,365,440	$24,333,975
Purchase of automotive accessories	$57,952,000	$324,675
Rented automobiles and trucks	$70,701,440	$349,650
Operation of owned and leased automobiles and trucks	$8,041,419,520	$45,670,950
Gasoline and other fuels	$3,079,569,280	$17,216,100
Tires, batteries, and other automotive parts and supplies	$426,526,720	$2,405,925
Maintenance and repair	$1,434,891,520	$8,125,200
Garage rent and parking	$308,304,640	$1,665,000
Public transportation	$1,765,217,920	$10,456,200
Local and commuter transportation	$733,672,320	$4,412,250
Inter-city transportation	$907,528,320	$5,377,950
HEALTH CARE		
Total health care	$2,287,944,960	$13,045,275
Direct costs to household	$1,591,361,920	$9,290,700
Health care supplies	$40,566,400	$291,375
Medicinal and pharmaceutical products	$662,970,880	$4,437,225

Spending By Category – Market Potential Report

Attribute	**Benchmark** Toronto (CD,ON)	Mount Dennis Final Study Area
	Market size	**Market size**
Prescribed medicines and pharmaceutical products	$326,849,280	$2,172,825
Physicians care	$201,672,960	$1,065,600
Eye-care goods and services	$201,672,960	$1,040,625
Prescription eye wear	$121,699,200	$632,700
Prescription eyeglasses	$111,267,840	$582,750
Prescription contact lenses	$10,431,360	$49,950
Eye care services (eg. surgery, exams)	$54,474,880	$274,725
Dental services	$297,873,280	$1,498,500
Hospital care	$32,453,120	$166,500
Health insurance premiums	$697,742,080	$3,754,575
Public hospital, medical and drug plans	$172,696,960	$999,000
Private health insurance plans	$525,045,120	$2,755,575
Private health care plans (eg., supplementary coverage, drug plans, etc.)	$351,189,120	$1,864,800
Dental plans	$42,884,480	$224,775
Accident and disability insurance	$130,971,520	$674,325
PERSONAL CARE		
Total personal care	$1,693,357,440	$9,573,750
Personal care supplies and equipment	$897,096,960	$5,136,525
Personal care preparations	$574,883,840	$3,346,650
Hair care products	$137,925,760	$799,200
Makeup, skin care and manicure products	$290,919,040	$1,681,650
Fragrance products	$31,294,080	$183,150
Personal deodorants and soaps	$26,657,920	$158,175
Oral hygiene products	$56,792,960	$324,675
Electric hair-styling and personal care appliances	$78,814,720	$457,875
Personal care services	$796,260,480	$4,445,550
Hair grooming	$609,655,040	$3,404,925
RECREATION		
Total Recreation	$4,495,916,160	$25,341,300
Recreation equipment and associated services	$1,047,772,160	$6,010,650
Sports and athletic equipment	$125,176,320	$732,600
Golf	$20,862,720	$116,550
Raquet sports equipment	$5,795,200	$33,300
Ice hockey equipment (excluding skates)	$13,908,480	$83,250
Ice skates	$13,908,480	$74,925
Downhill skiing	$11,590,400	$66,600
Cross-country skiing	$3,477,120	$16,650
Fishing	$17,385,600	$108,225
Home exercise equipment	$17,385,600	$99,900
Other sporting and athletic equipment	$20,862,720	$124,875
Playground equipment, above-ground pools and accessories	$9,272,320	$58,275
Toys, electronic games and arts/hobby materials	$140,243,840	$849,150

Spending By Category – Market Potential Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area
	Market size	Market size
Toys and childrens vehicles	$55,633,920	$341,325
Electronic games and parts	$37,089,280	$233,100
Artists materials, handicraft and hobbycraft kits and materials	$47,520,640	$274,725
Childrens toy as gift to persons outside of the household or to charity	$98,518,400	$532,800
Computer equipment and supplies	$453,184,640	$2,505,825
Computer hardware	$329,167,360	$1,823,175
Computer software	$34,771,200	$191,475
Computer supplies and other equipment	$90,405,120	$491,175
Photographic goods and services	$133,289,600	$740,925
Musical instruments, parts and accessories	$61,429,120	$382,950
Collectors items (eg. stamps, coins)	$20,862,720	$116,550
Camping, picnic equipment and accessories (excluding bbqs)	$39,407,360	$241,425
Recreation vehicles and associated services	$465,934,080	$2,472,525
Purchase of recreation vehicles	$336,121,600	$1,789,875
Bicycles, parts and accessories: excludes childrens bicycles with wheels under 14 inches.	$177,333,120	$1,148,850
Operation of recreational vehicles	$129,812,480	$674,325
Home entertainment equipment and services	$333,803,520	$1,931,400
Equipment	$321,054,080	$1,864,800
Audio (eg. radio, cd players, speakers	$25,498,880	$149,850
Video equipment	$183,128,320	$999,000
Services	$12,749,440	$66,600
Recreation services	$2,647,247,360	$14,926,725
Entertainment	$1,177,584,640	$6,868,125
Admissions to movie theatres	$104,313,600	$574,425
Admissions to live sports events	$146,039,040	$765,900
Admissions to live performing arts	$99,677,440	$549,450
Admission to museums and other activities	$37,089,280	$191,475
Rental of cablevision and satellite services	$790,465,280	$4,786,875
Use of recreation facilities	$579,520,000	$3,246,750
Sports fees	$471,729,280	$2,572,425
Membership fees for sports and recreation facilities	$337,280,640	$1,848,150
Package travel tours	$868,120,960	$4,703,625
READING MATERIALS		
Reading materials and other printed matter	$150,675,200	$849,150
Newspapers	$11,590,400	$66,600
Magazines and periodicals	$16,226,560	$91,575
Books and pamphlets (excluding school books)	$106,631,680	$591,075
Maps, sheet music and other printed matter	$12,749,440	$74,925
Services related to reading materials (eg. duplicating, library fees)	$4,636,160	$24,975
EDUCATION		
Education	$2,576,545,920	$13,186,800

Spending By Category – Market Potential Report

Attribute	**Benchmark** Toronto (CD,ON)	Mount Dennis Final Study Area
	Market size	**Market size**
Education supplies and textbooks	$1,066,316,800	$4,745,250
Supplies	$1,806,943,360	$8,041,950
Kindergarten, nursery, elementary and secondary	$403,345,920	$1,764,900
Post-secondary	$1,404,756,480	$6,277,050
Textbooks	$40,566,400	$174,825
Kindergarten, nursery, elementary and secondary	$2,318,080	$8,325
Post-secondary	$38,248,320	$166,500
Tuition fees	$2,296,058,240	$12,853,800
Kindergarten, nursery, elementary and secondary	$202,832,000	$1,132,200
Post-secondary	$2,093,226,240	$11,721,600
Tuition fees for university	$1,310,874,240	$7,442,550
Tuition fees for other post-secondary education (college, trade and professional courses)	$760,330,240	$4,279,050
TOBACCO & ALCOHOLIC BEVERAGES		
Tobacco products and alcoholic beverages	$1,184,538,880	$6,843,150
Tobacco products and smokers supplies	$309,463,680	$1,764,900
Cigarettes, cigars and tobacco	$278,169,600	$1,590,075
Matches and other smokers supplies	$30,135,040	$174,825
Alcoholic beverages	$875,075,200	$5,078,250
Served on licensed premises	$282,805,760	$1,798,200
Purchased from stores	$574,883,840	$3,188,475
Self-made alcoholic beverages	$16,226,560	$91,575
GAMES OF CHANCE		
Games of chance (net)	$168,060,800	$940,725
MISCELLANEOUS EXPENDITURES		
Financial services	$593,428,480	$3,296,700
Dues to unions and professional associations	$271,215,360	$1,498,500
Contributions and dues for social clubs and other organizations	$55,633,920	$324,675
Forfeit of deposits, fines, and money lost or stolen	$44,043,520	$258,075
Tools and equipment purchased for work	$22,021,760	$158,175
TAXES		
Personal taxes	$17,511,935,360	$69,180,750
Income tax on reference year income	$17,615,089,920	$69,455,475
Income tax on income received before reference year	$591,110,400	$1,590,075
Other personal taxes	$3,477,120	$8,325
Tax refunds	$-698,901,120	$-1,873,125
INSURANCE		
Personal insurance payments and pension contributions	$6,284,314,880	$33,341,625
Life insurance premiums, annuity contracts and transfers to rrifs.	$744,103,680	$3,962,700
Life insurance premiums	$696,583,040	$3,704,625
Annuity contracts and transfers to rrifs	$47,520,640	$258,075
Employment insurance premiums	$892,460,800	$4,786,875
Retirement and pension fund payments	$4,647,750,400	$24,592,050

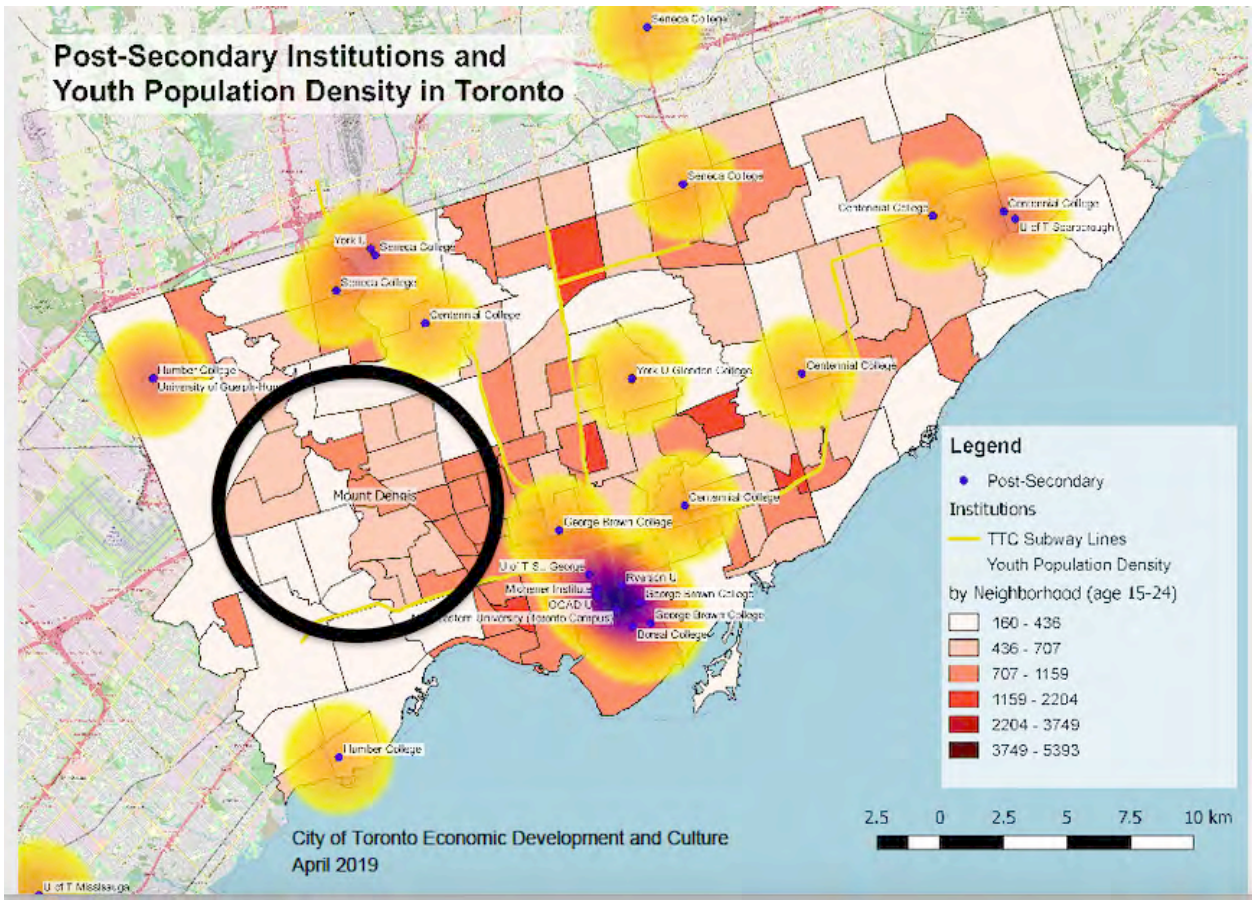
Spending By Category – Market Potential Report

Attribute	Benchmark Toronto (CD,ON)	Mount Dennis Final Study Area
	Market size	Market size
Registered retirement savings plans	$3,851,489,920	$22,419,225
GIFTS		
Gifts of money and contributions	$2,585,818,240	$13,986,000
Money and support payments	$1,678,289,920	$9,274,050
Alimony and child support	$458,979,840	$2,455,875
support payments to persons living inside canada	$829,872,640	$4,612,050
support payments to persons living outside canada	$389,437,440	$2,206,125
CONTRIBUTIONS TO CHARITY		
Contributions to charity	$907,528,320	$4,711,950
Religious organizations	$547,066,880	$3,121,875
Non-religious charitable organizations	$360,461,440	$1,590,075
GROCERY		
Total grocery	$9,103,100,160	$53,321,625
Dairy products and eggs	$978,229,760	$5,602,725
Bakery	$710,491,520	$4,087,575
Cereal grains and cereal products	$419,572,480	$2,414,250
Fruit and nuts	$950,412,800	$5,461,200
Vegetables	$922,595,840	$5,328,000
Condiments, spices and vinegar	$293,237,120	$1,831,500
Sugar and sugar preparations	$333,803,520	$2,081,250
Coffee and tea	$373,210,880	$2,339,325
Fats and oils	$190,082,560	$1,182,150
Other foods, materials and food preparations	$606,177,920	$3,787,875
Non-alcoholic beverages	$1,557,749,760	$8,957,700
Meat	$1,483,571,200	$8,574,750
Fish and other marine products	$286,282,880	$1,656,675

Appendix D: Distribution of Post-Secondary Institutions in Toronto

In April of 2019, the City of Toronto Economic Development and Culture Division undertook a review of the location of post-secondary institutions in Toronto relative to the distribution of youth population in the City. This showed the proximity of post-secondary institutions to concentrations of youth across the City.

As the diagram below indicates, there is **no** post-secondary educational institution in the vicinity of Mount Dennis, despite the relatively dense population of youth. (The area within the black circle on the diagram below corresponds to approximately a 5 km. radius around the intersection of Weston Rd. and Eglinton Ave.) It is readily apparent from the map that no other area of Toronto has a comparable dearth of post-secondary institutions within such a large area with as dense a population of potential students.



Appendix E: Urban Land Institute (ULI) 2018-2019 Curtner Leadership Program Ideas

Introduction to Urban Land Institute and the Curtner Leadership Program

The Urban Land Institute, (ULI) is a non-profit research and education organization whose stated mission is *"to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide".* The organization has 42,000 members representing the real estate and land use industry across 81 countries, with offices worldwide, and having chapter affiliates in many cities. The ULI Toronto chapter implements the overall mission, by helping to shape a sustainable and thriving future for the Toronto Region. This local affiliate is supported by over 2000 public and private sector members.

ULI Toronto's **Curtner Urban Leadership Program** (sponsored by Quadrangle Architects in memory of one of its founding partners, Brian L. Curtner) is an annual curriculum-based educational experience for mid-career professionals from different disciplines in the broad real estate industry. The program's philosophy is to immerse these individuals in real-world urban issues facing Toronto to create positive change in the City. The program revolves around city building, mentorship and collaboration. (Further details about the program are available at: https://toronto.uli.org/programs/urban-leadership-program/.)

Each year the program tackles a different challenge facing Toronto. In 2018-2019, the issue selected was to create a vibrant and sustainable plan for Mount Dennis, recognizing the historical challenges facing the area (most notably the closing of the entire 'Kodak Heights' manufacturing campus in 2005 that produced photography/camera-related goods) but also the significant opportunities posed by transportation and connectivity improvements coming to the area (through the completion in 2021 of Mount Dennis Station, the western terminus of the Eglinton Crosstown LRT). Three teams were created from the 24 participants, each tasked with the job of solving existing land-use challenges in an effort to help the Mount Dennis community.

At the ULI Curtner sessions taking place in Toronto, over the past few months, there have been a number of interesting and creative presentations from different groups and partners who have shared reports and presentations about urban land development ideas and strategies.

The following is a brief summary of some of the innovative ideas that have emerged from the ULI sessions and which were summarized by TCI at the Mount Dennis stakeholder workshop on July 10. These ideas will be further reviewed and will provide input to help inform the identification of potential actions for the Mount Dennis Economic Development Strategy. These ideas have been organized as follows:

- design solutions
- policy innovations
- existing tools
- and new business ideas that came out of these sessions.

Iconic Design Solution – Pedestrian Bridge across the Rail Corridor

One of the challenges that has been raised about Mount Dennis is the limited walkability particularly with respect to the rail corridor. ULI presentations made references to how the area is 'cut off' by bridges and roadways. An iconic, innovative design solution that was raised at ULI was to create a pedestrian bridge across the rail corridor. This would not only be innovative and solve the walkability issue but could also be used for cyclists as well as pedestrians. The bridge could add an attractive element that would be attractive and iconic as well as functional.

Policy Innovation ('firsts')

- **Creation (Toronto's first) Innovation District, with co-located manufacturing & research** – As previously mentioned, Mount Dennis contains significant industrial lands – by promoting and combining manufacturing and research capabilities, a unique innovation district could be created. This could help existing and attract new businesses and would help brand the area, as well as create favourable conditions for future economic growth.

- **Creation of Neighbourhood Trust or Community Land Trust***,* to help maintain local decision-making and protect affordability.

  One of the topics that has been largely explored at the ULI sessions was the risk of gentrification and displacement. It was proposed that a neighbourhood trust or community land trust be established, i.e. a non-profit, locally run agency that can acquire land, help provide affordable housing, possibly help provide affordable retail and commercial space and spread the benefits of development.

- **Mount Dennis Redevelopment Corporation** – The creation of a Mount Dennis Redevelopment Corporation to help invest in the community and encourage existing and new business development.

- **Linkage fees for developers** – Impose charges on new development to support affordable housing initiatives during the planning phase. This practice has been used in some US cities and is usually negotiated in return to some benefits to the developer such as density bonuses.

- **Community Benefits Agreements (CBA)** – The establishment of project specific CBAs that *encourage* agreement between government, the developer and community groups on proposed developments. CBAs are contracts between the developer and the community that articulate a variety of community needs and objectives that the proposed development is required to fulfil. They are established to help ensure that the community benefits from the development itself by providing benefits such as good jobs, affordable housing and community amenities. They can be structured between the developer and the community group(s), or potentially also with the City. This concept was well supported by stakeholders who participated in the workshop. It is notable that Metrolinx and the Toronto Community Benefits Network have established a Community Benefits Framework based on this model. The Toronto Community Benefits Network[16]includes partners in industry, government, labour, philanthropy, workforce development groups, and other community-based organizations.

Use of Existing Tools

- **Enhanced cycling and pedestrian infrastructure to link with transit hub** – This, like the pedestrian bridge, would improve walkability and cycling mobility in Mount Dennis. It has been raised by stakeholders on numerous occasions Mount Dennis is very car-centric and not easily walkable.

- **Use existing planning tools more selectively on a site-by-site basis** – There is a need to be more selective and flexible. Look at each project on a case by case basis and look closely at how each project would affect/benefit the community and adjust accordingly.

- **Establish more inclusionary zoning** – Allow property incentives for developers who include affordable housing.

New Business Ideas

- **The Mount Dennis Brewery** – Examples cited by the ULI participants include the Blood Brothers or the Greater Good on Geary Avenue – a great example of how the combination of commercial, industrial spaces and residential can be rejuvenating for a mixed area. (other examples include Brooklyn or Shoreditch in England)

- **Partnerships with universities and colleges** – it was expressed that there is a post-secondary void in Mount Dennis. Perhaps a community college or university could establish a satellite campus or research centre in the area.

- **Community Hub for social services** – With a high proportion of social services agencies in Mount Dennis this may make sense for the area.

- **Mass Timber construction** – Encouragement of growth industries like Mass Timber or the development of an innovation centre for growth industries could be appropriate for Mount Dennis. (Mass timber construction uses large prefabricated wood members for wall, floor and roof construction.)

For more information, Alex Bozikovic of the Globe and Mail has written an excellent summary of the Mount Dennis ULI sessions (May 26, 2019).[17]

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[16] See: https://www.communitybenefits.ca

[17] https://www.theglobeandmail.com/arts/art-and-architecture/article-mount-dennis-a-changing-neighbourhood-could-use-some-new-planning/

Appendix F: List of Documents, Data and Background Information

Mount Dennis Economic Development Strategy:
List of Documents, Data and Background Information
June 19, 2019

General Policy and Background Studies

- Economic Development & Culture Divisional Strategy, 2018 – 2022 https://www.toronto.ca/wp-content/uploads/2018/03/9803-edc-divisional-strategy.pdf
- Economic Development & Culture Division Annual Report, 2018 https://www.toronto.ca/wp-content/uploads/2019/07/9942-EDC-annual-report-2018_FINAL1.pdf
- Economic Development & Culture Division Annual Report, 2017 https://www.toronto.ca/wp-content/uploads/2018/05/981c-edc-annual-report-2017.pdf
- Neighbourhood Improvement Area Profiles https://www.toronto.ca/city-government/data-research-maps/neighbourhoods-communities/nia-profiles/
- Collaborating for Competitiveness, 2013 https://www.toronto.ca/wp-content/uploads/2017/08/8ea9-collaborating_for_competitveness.pdf
- Creative Capital Gains – An Action Plan for Toronto, 2011 https://www.toronto.ca/wp-content/uploads/2017/08/968d-creative-capital-gains-report-august9.pdf
- Impact of the 2018 Creative Co-Location Facilities Property Tax Subclass and 2019 Implementation https://www.toronto.ca/legdocs/mmis/2019/ex/bgrd/backgroundfile-129974.pdf
- 2018 Toronto Employment Survey – Bulletin https://www.toronto.ca/wp-content/uploads/2019/03/8fd3-Toronto-Employment-Survey-2018-Bulletin.pdf
- Toronto Strong Neighbourhoods Strategy 2020 Neighbourhood Action Plans https://www.toronto.ca/wp-content/uploads/2017/11/9112-TSNS2020actionplan-access-FINAL-s.pdf
- Toronto Strong Neighbourhoods Strategy 2020 https://www.toronto.ca/legdocs/mmis/2017/cd/bgrd/backgroundfile-108051.pdf
- Toronto Municipal Code, Chapter 19, Business Improvement Areas https://www.toronto.ca/legdocs/municode/1184_019.pdf
- Cultural Hotspot Guide 2019 https://www.toronto.ca/wp-content/uploads/2019/05/8e48-edc-cultural_hotspot_program_guide_web_2019.pdf
- Imagination, Manufacturing, Innovation and Technology (IMIT) Property Tax Incentive Program:
  - http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EC5.13
  - http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.PH3.3
  - http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.PH3.3
  - http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.EX30.6
- Program to Promote Economic Revitalization in Distressed Retail Areas (Revitalization Project) https://www.toronto.ca/legdocs/mmis/2017/ed/bgrd/backgroundfile-108779.pdf

- Proposed Amendments to the Growth Plan for the Greater Golden Horseshoe, 2017 – Preliminary City Comments (Provincially Significant Employment Zones – PSEZs) https://www.toronto.ca/legdocs/mmis/2019/ph/bgrd/backgroundfile-126607.pdf
- Proposed Amendments to the Growth Plan for the Greater Golden Horseshoe, 2017 - City Comments - Supplementary Report (Provincially Significant Employment Zones – PSEZs) https://www.toronto.ca/legdocs/mmis/2019/cc/bgrd/backgroundfile-130111.pdf
- How to Hub: Community Hub Development Toolkit (SPACE Coalition Social Planning Toronto), February 2019 https://d3n8a8pro7vhmx.cloudfront.net/socialplanningtoronto/pages/2150/attachments/original/1549465212/How_to_Hub_Toolkit_Feb_2019_Electronic_Version.pdf?1549465212

Background Reports & Presentations Specific to Mount Dennis

- Mount Dennis Planning Framework Study https://www.toronto.ca/legdocs/mmis/2018/ey/bgrd/backgroundfile-116961.pdf
- Mount Dennis Economic Development Workshop, City of Toronto, 2012
- The State of Business in Mount Dennis: Disinvestment and Gentrification in Toronto's Inner-Suburbs, November 2013 http://citiescentre.webservices.utoronto.ca/Assets/Cities+Centre+2013+Digital+Assets/Cities+Centre/Cities+Centre+Digital+Assets/pdfs/publications/Research+Papers/226+Rankin+2013+Mt+Dennis.pdf
- About the Mount Dennis Community Association, November 17, 2018
- Mount Dennis Community Association Newsletter #19, Spring 2019 https://mountdennisra.files.wordpress.com/2019/04/mdca-spring-2019-vmar13_b-compressed_optimize.pdf
- Mount Dennis Eco-Neighbourhood Initiative, November 17, 2018
- Mount Dennis Planning Framework Study Update: March 28, 2019 https://ulidigitalmarketing.blob.core.windows.net/ulidcnc/2019/04/Vanessa-Covello-Mount-Dennis-Planning-Framework-Study-Update.pdf
- Weston Tap 2.0 – Technical Assistance Panel Report 2, September 2018 https://ulidigitalmarketing.blob.core.windows.net/ulidcnc/2019/02/WestonTap2.0-FINAL2.pdf
- Staff Report: The Weston Community/Cultural Hub: Final Funding Report 2015 https://www.toronto.ca/legdocs/mmis/2015/ex/bgrd/backgroundfile-85979.pdf
- Mount Dennis Community Imagineering Program http://b6oql2wlj6449tl2i28v1u24.wpengine.netdna-cdn.com/wp-content/uploads/sites/53/2018/11/1.-ULI-Mount-Dennis-FINAL.pdf
- Mount Dennis Mobility Hub Study (Metrolinx) 2013 http://www.metrolinx.com/en/regionalplanning/mobilityhubs/Mount_Dennis_Mobility_Hub_Study_EN.pdf
- Urban Land Institute (ULI) Speaker Presentations, 2019 https://toronto.uli.org/programs/urban-leadership-program/class-of-2019/speaker-presentations-2019/

- Moving Forward: An Action Plan to Improve Safety and Opportunities for Pedestrians and Cyclists in Ward 11 – March 2018 https://www.toronto.ca/legdocs/mmis/2018/pw/bgrd/backgroundfile-113503.pdf
- Mount Dennis wants to be Toronto's first 'Net Zero' community (CBC Article), April 2017 https://www.cbc.ca/news/canada/toronto/mount-dennis-1.4048419
- Staff Report: Status of the Community Energy Plan in Mt Dennis Area and Eglinton LRT, August 2016 https://www.toronto.ca/legdocs/mmis/2016/pe/bgrd/backgroundfile-95623.pdf
- The Community We Want 2012 Weston-Mount Dennis Community Results (LEF Community Survey Report 2012) http://www.lefca.org/documents/LEF_Community_Survey_Report_2012.pdf
- Feasibility Study for a Cultural/Creative Hub in Weston Mount Dennis, Artscape 2011 https://www.toronto.ca/legdocs/mmis/2012/ey/bgrd/backgroundfile-45014.pdf
- City of Toronto: Development Charges Bylaw Review – Results of Additional Consultation (City Council Consideration April 28th, 2019) http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.EX33.3
- Novae Res Urbis Toronto: Toronto Employment Survey 2018 – Sharing Growth Vol. 23 No. 13
- Globe and Mail article "How could Toronto evolve differently if you rewrote the rules?" May 27th, 2019 (ULI and Mount Dennis article)
- Press release, Newsroom Ontario "Ontario Unveils Light Rail Vehicles for Eglinton Crosstown LRT" May 22, 2019
- Mount Dennis Net-Zero Community Energy Plan – Pilot: http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.MM31.16
- Community Energy Plan – Mount Dennis Area and Eglinton LRT: http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.PE13.4

Data Sources

- Ward 5 profile
- Place of Work Census Tract Information (including Ward 5)
- Mount Dennis Final Study Area - Manifold Polaris Data Profile
- Neighbourhood Profiles https://www.toronto.ca/city-government/data-research-maps/neighbourhoods-communities/neighbourhood-profiles/
- Neighbourhood Improvement Area Profiles https://www.toronto.ca/city-government/data-research-maps/neighbourhoods-communities/nia-profiles/
    - *Mount Dennis (115)*
    - *Beechborough-Greenbrook (112)*
    - *Keelesdale-Eglinton West (110)*
    - *Rockcliffe-Smythe (111)*
    - *Weston (113)*
- City Planning – Application Information Centre (development information for Mount Dennis area)

Links to City Programs and Services:

- Business Improvement Areas: https://www.toronto.ca/business-economy/business-operation-growth/business-improvement-areas/
- Toronto Association of Business Improvement Areas (TABIA): https://www.toronto-bia.com/
- Outdoor Mural & Street Art Program: https://www.toronto.ca/business-economy/business-operation-growth/business-improvement-areas/bia-financial-incentives/mural-street-art-program
- 2019 Commercial – Industrial Façade and Property Improvement Program: https://www.toronto.ca/business-economy/business-operation-growth/business-improvement-areas/bia-financial-incentives/commercial-facade-improvement/
- BIA Innovation Fund: https://www.kickstartbia.ca/innovation/about
- BIA Leadership Fund: https://www.kickstartbia.ca/about
- Streetscape Master Plan Program: https://www.toronto.ca/business-economy/business-operation-growth/business-improvement-areas/bia-financial-incentives/mural-street-art-program-copy/
- Streetscape Improvement Program: https://www.toronto.ca/business-economy/business-operation-growth/business-improvement-areas/bia-financial-incentives/streetscape-improvement-program/
- Entrepreneur Outreach: https://www.toronto.ca/business-economy/business-start-ups/programs-advice/entrepreneur-outreach/
- Existing Business Support – GrowthWheel: https://www.toronto.ca/business-economy/business-start-ups/programs-advice/business-expansion/
- Digital Main Street: https://digitalmainstreet.ca/
- Digital Business Training: https://www.toronto.ca/business-economy/business-start-ups/training/
- Business Plan Review: https://www.toronto.ca/business-economy/business-start-ups/programs-advice/business-plan-review/
- Small Business Support Centre: https://enterprisetoronto.desk.com/
- Business Expansion and Location Assistance https://www.toronto.ca/business-economy/business-operation-growth/business-expansion-and-location-assistance/
- Gold Star Service for Business – Development Review https://www.toronto.ca/business-economy/business-operation-growth/business-expansion-and-location-assistance/
- Toronto Signature Sites – Site Selection Tool https://www.toronto.ca/business-economy/business-operation-growth/signature-sites-toronto-site-selection-tool-2/
- Imagination, Manufacturing, Innovation and Technology (IMIT) Program https://www.toronto.ca/business-economy/business-operation-growth/business-incentives/imagination-manufacturing-innovation-and-technology-imit-program/
- Toronto Industry Sector Support https://www.toronto.ca/business-economy/industry-sector-support/

Links to City of Toronto Area Studies:

- ***ConsumersNext - Planning Study Final Report:*** https://www.toronto.ca/city-government/planning-development/planning-studies-initiatives/consumersnext/background-reports-consumersnext/
- ***Mimico Judson – Economic Trends and Opportunities Study (2015):*** https://www.toronto.ca/city-government/planning-development/planning-studies-initiatives/mimico-judson-regeneration-areas-study/
- ***City of Toronto "Employment Revitalization Program" 1998-2008***
- Eglinton East LRT Project Case Studies https://eglintoneastlrt.ca/case-studies/
- ***Employment Area Revitalization – Local Partnership Program (1999):*** https://www.toronto.ca/legdocs/1999/agendas/committees/ed/ed990212/it004.htm
- ***Employment Revitalization Program City-wide report (2005):*** https://www.toronto.ca/legdocs/2005/agendas/council/cc050719/edp7rpt/cl003.pdf
- ***South Etobicoke Employer Cluster Capacity Study (Etobicoke-Lakeshore) (2001):*** https://www.toronto.ca/legdocs/2001/agendas/council/cc010724/edp7rpt/cl001.pdf
- ***Building Community Wealth in South Riverdale – A Strategic Plan (2001):*** https://www.toronto.ca/legdocs/2001/agendas/council/cc010626/edp6rpt/cl002.pdf
- ***Leaside Business Park Action Plan – "Focusing Reinvestment in Leaside" (2002):*** https://www.toronto.ca/legdocs/2002/agendas/council/cc020416/edp3rpt/cl010.pdf
- ***Investment Options for Food and Media Business in Etobicoke-Lakeshore (2003):*** https://www.toronto.ca/legdocs/2003/agendas/committees/edp/edp030908/it017.pdf
- ***North Etobicoke Revitalization Project (2004):*** https://www.toronto.ca/legdocs/2004/agendas/committees/edp/edp040503/it003.pdf
- ***Bermondsey Employment Revitalization Area Five Year Strategic Action Plan (2005):*** https://www.toronto.ca/legdocs/2006/agendas/committees/edp/edp060116/it004.pdf
- ***Scarborough Community Renewal Organization (SCRO):*** https://renewscarborough.org/
- ***Retail Main Streets Study landing page:*** https://www.toronto.ca/community-people/get-involved/public-consultations/retail-main-streets-study/
- ***Retail Main Streets Residents Survey*** https://s.cotsurvey.chkmkt.com/?e=153800&h=058E6669E1AFE8B&l=en
- ***Retail Main Streets Business Survey*** https://s.cotsurvey.chkmkt.com/?e=153974&h=313A6734A5CF4A6&l=en

Other Cities or Agencies Economic Development Reports and Strategies:

- Vancouver Economic Commission, Economic Development Strategy: The Flats 2017 https://council.vancouver.ca/20170517/documents/cfsc1-AppendixB-FalseCreekFlatsPlan.pdf
- Analysis for Economic Development Master Plan – Final Report to the City of Brampton 2017 http://www.brampton.ca/EN/Business/economic-development/Documents/Analysis%20of%20Economic%20Development%20Master%20Plan.pdf
- Economic Development in Scarborough – Hardy Stephenson Insights Nov. 24th, 2014 https://hardystevensoninsights.com/2014/11/10/economic-development-in-scarborough/

- Plan-It Hennepin: Creative Placemaking for Downtown Minneapolis December 2012 https://metrisarts.com/wp-content/uploads/2013/01/plan-it_comprehensive-report.pdf
- Hennepin Avenue Cultural Corridor: https://www.arts.gov/exploring-our-town/hennepin-avenue-cultural-corridor
- National Endowment for the Arts – Cultural District Planning: https://www.arts.gov/exploring-our-town/showcase/type/Cultural-District-Planning
- Scarborough Community Renewal Campaign Report 2014 https://www.toronto.ca/legdocs/mmis/2015/sc/bgrd/backgroundfile-75708.pdf

Other Reference Reports

- MITii Lab Policy Briefing - The Supply Chain Economy: A New Framework for Understanding Innovation and Services, October 2017 https://innovation.mit.edu/assets/MITii_Lab_Supply-Chain-Economy_FINAL.pdf