



Location Analysts

Optimal location for maximum customer flow

Report Parameters

Territory: **Greater Toronto Area**

Demographics – Age: **85+**

Demographics – Gender: **Female**

Demographics – Marital Status: Any

Demographics – Income: Any

Demographics – Mother Tongue: **French**

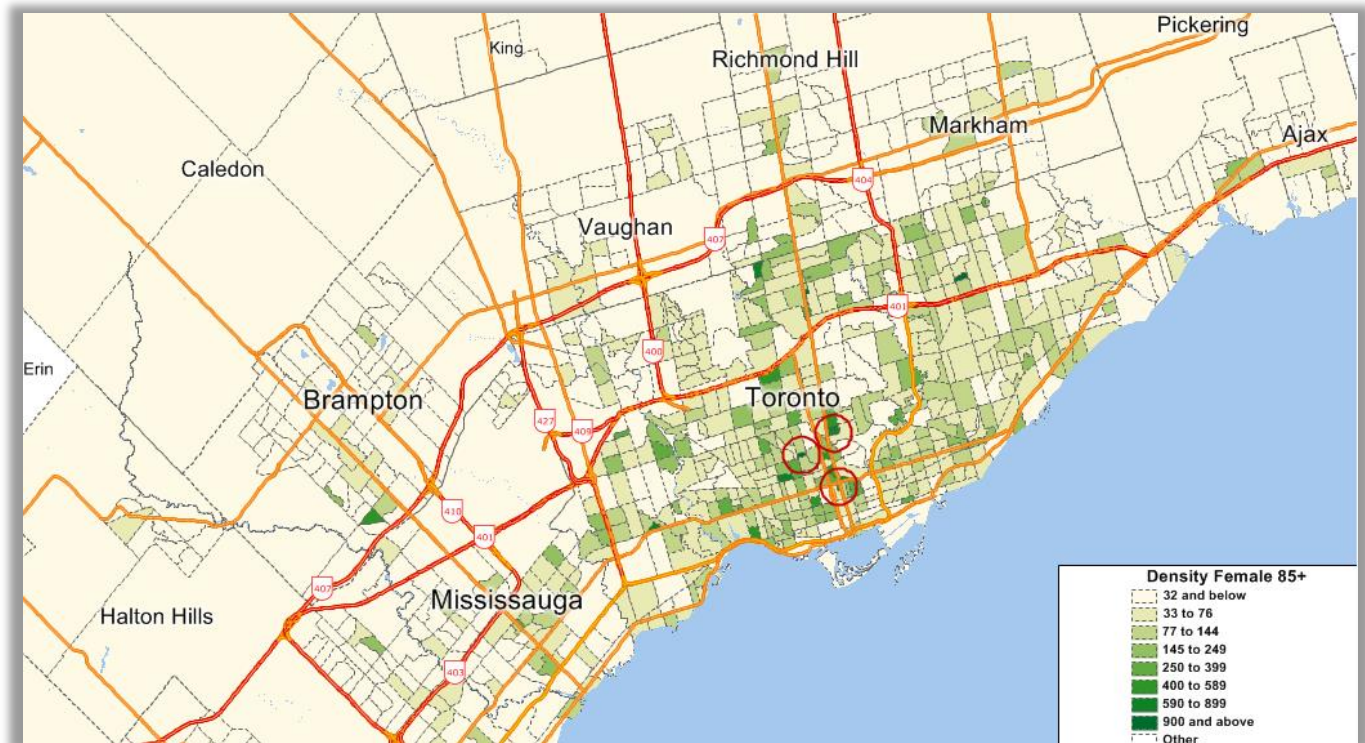
Demographics – Ethnicity: Any

Primary Criterion: **Age (+Gender)**

Thematic Map of GTA Based on Density of 85+ Females

Because the primary criterion here is the Age group (for which we have gender-specific statistics as well, which we have incorporated into this map), the thematic map of GTA's census tracts below has been prepared using the density (i.e. target population divided by land area of each tract) of females 85+.

The three neighbourhoods marked with a red circle demonstrate our top three recommendations based on the comprehensive analysis presented over the next two pages. We zoom on these neighbourhoods and illustrate them on Page 3 of this report.





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Next: Qualifying Based on Other Criteria

Next, we will examine the top 30 tracts from the previous thematic map (i.e. Females 85+) to see which one has a high density of French speakers as well.

Census Tract	Density of Female 85+ (Persons per Square Km)	Density of Female French Speakers (Persons per Square Km)	
5350376.16	1185	111	
5350167.01	1154	154	OPTION #3
5350307.06	950	150	
5350128.04	750	344	OPTION #1
5350115.00	724	105	
5350088.00	717	152	
5350317.02	651	128	
5350225.02	600	200	
5350128.03	593	222	
5350062.01	545	500	OPTION #2
5350287.02	533	28	
5350059.00	500	81	
5350128.02	500	202	
5350307.04	500	233	
5350121.00	467	100	
5350049.00	457	98	
5350090.00	423	77	
5350307.03	409	227	
5350528.31	409	18	
5350066.00	379	348	
5350089.00	379	121	
5350299.02	375	156	
5350521.01	350	125	
5350064.00	342	316	
5350136.02	333	286	
5350065.00	326	348	
5350240.02	324	24	
5350133.00	306	127	
5350263.04	306	104	
5350194.02	300	71	

The above tracts are presented in order of decreasing density of Females 85+. You can see the density of Female French speakers in each tract as well. This will help you spot census tracts with the optimal mix of demographic characteristics. We have highlighted 3 tracts for you in order of optimality.

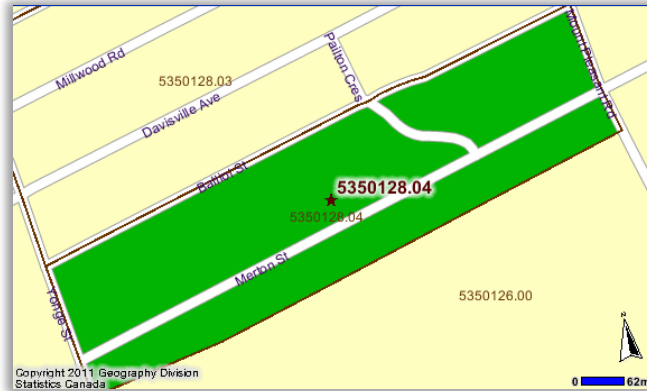


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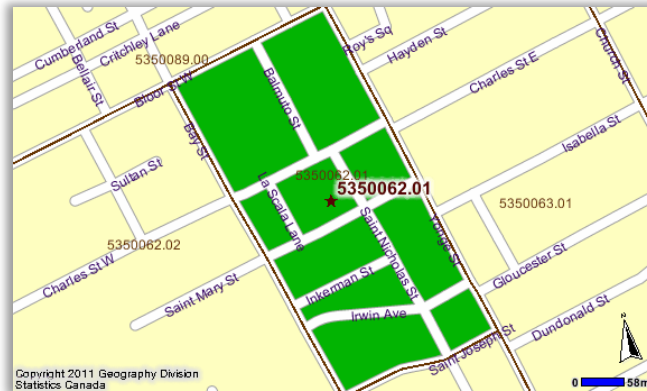
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Close-ups of Recommended Tracts

OPTION #1:



OPTION #2:



OPTION #3:



Please note that the above Census Tracts have been recommended solely based on demographic characteristics. Other factors such as local competition and labour market need to be considered before making a final decision with respect to the neighbourhood for establishing your business.