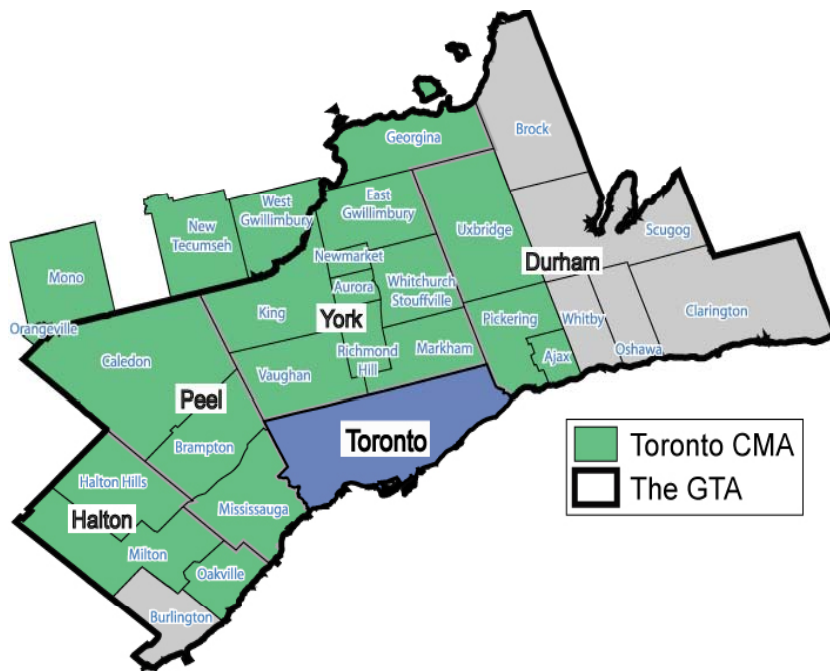


# 2010 Toronto Market Overview



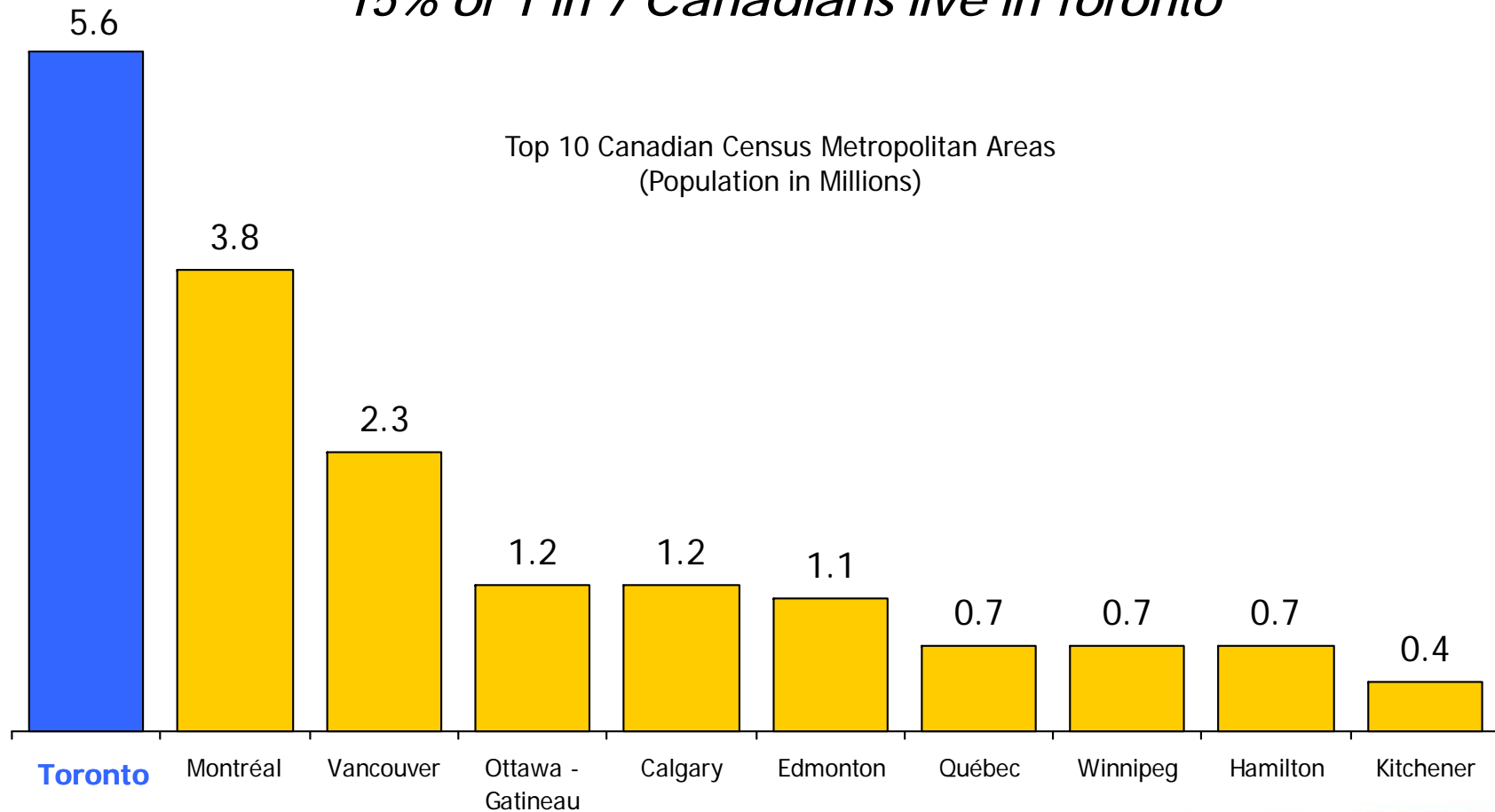
# Toronto Defined



- City of Toronto
  - Population: 2.6 million
  - Includes Etobicoke, Scarborough, North York, York, East York
- Toronto Census Metropolitan Areas (CMA)
  - Population: 5.6 million
  - Included municipalities assigned by Statistics Canada (Halton, Peel, York, Durham)
- Greater Toronto Area (GTA)
  - Population: 6.2 million
  - City of Toronto + Durham, York, Peel and Halton Regions

# Toronto CMA – The Largest City in Canada

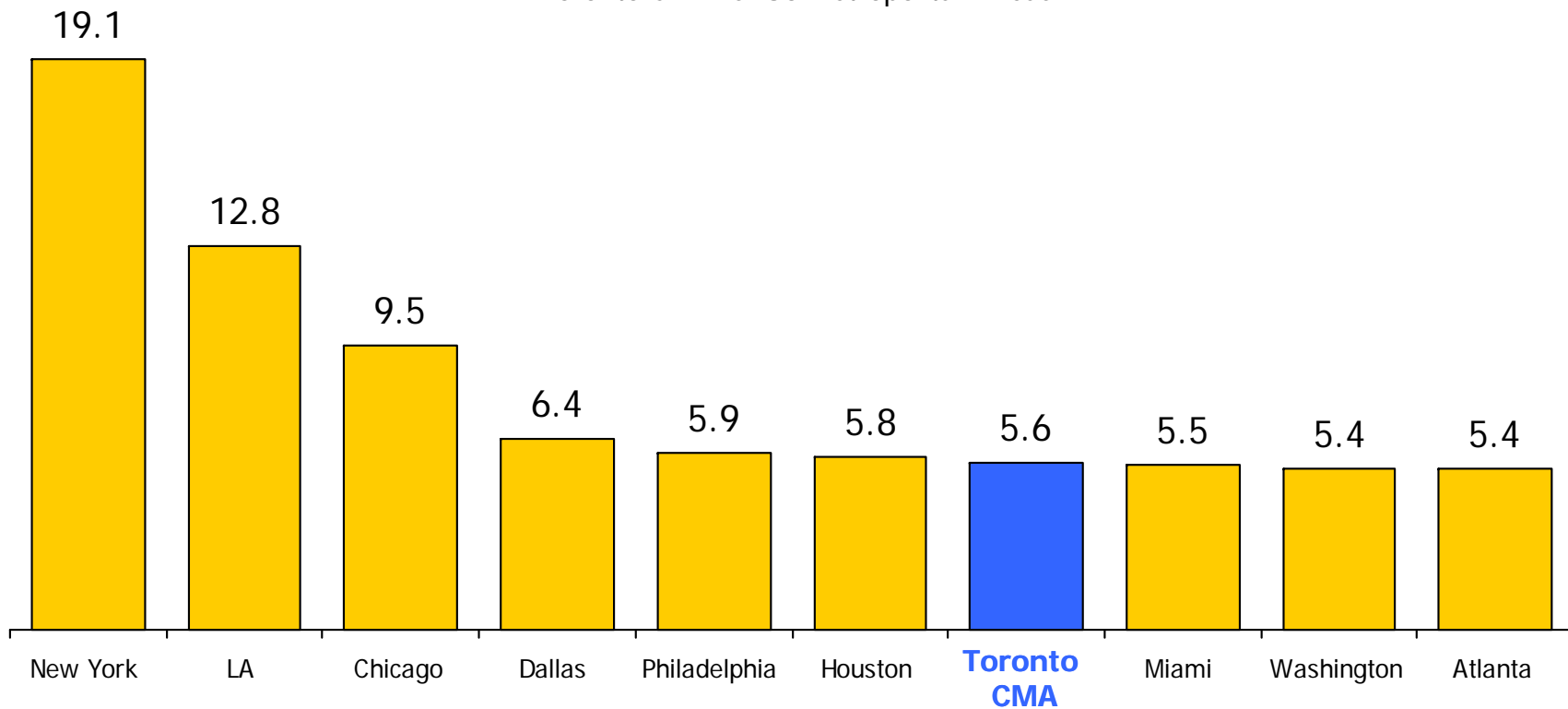
*15% or 1 in 7 Canadians live in Toronto*



Source: FP Markets Canadian Demographics 2010

# Toronto CMA - 7th Largest Metropolitan Area in North America

Population in Millions  
Toronto CMA vs. US Metropolitan Areas

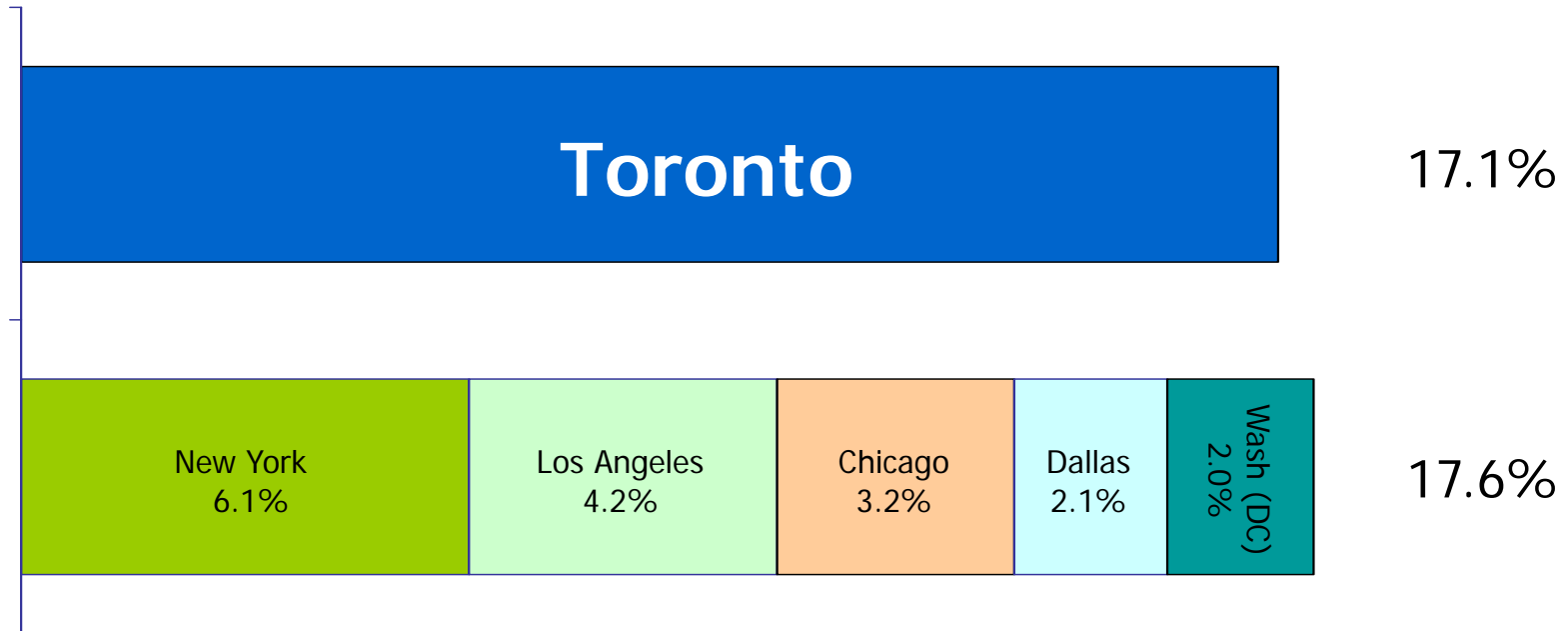


Sources: U.S. Census Bureau - Metro Population Estimates on 7/1/2009. [New York- 5 Boroughs (Northern N.J. Long Island), LA - (Long Beach, Glendale, Santa Ana, Anaheim, Irvine), Chicago- (naperville, Joliet, Gary, Lake County), Philadelphia - (Camden, Philadelphia, Wilmington), Dallas- (Fort Worth, Arlington, Plano, Irving), Miami - (fort Lauderdale, Miami Beach), Houston - (Sugar Land, Baytown), Washington - (Arlington, Alexandria), Atlanta- (Sandy Springs, Marietta)]; FP Markets Canadian Demographics 2010 - Toronto CMA, 2009 Population Estimate

# Toronto - 17% of Canada's Labor Force

To put this in perspective, 5 of the largest metropolitan cities in the U.S. combined have just over 17% of the U.S. labor force.

% of National Labor Force



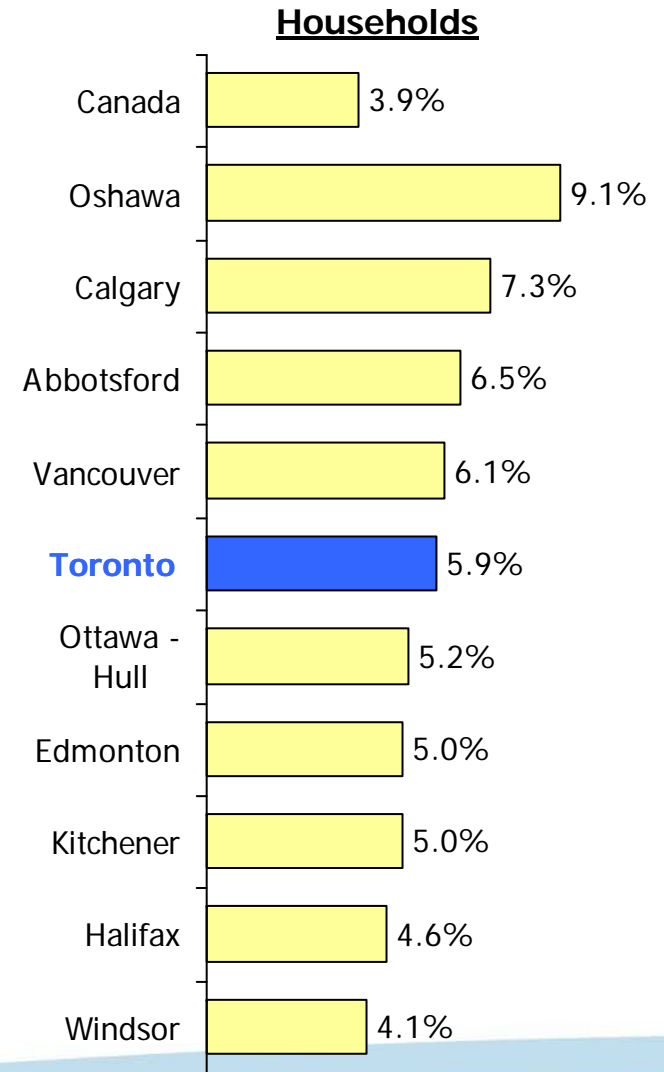
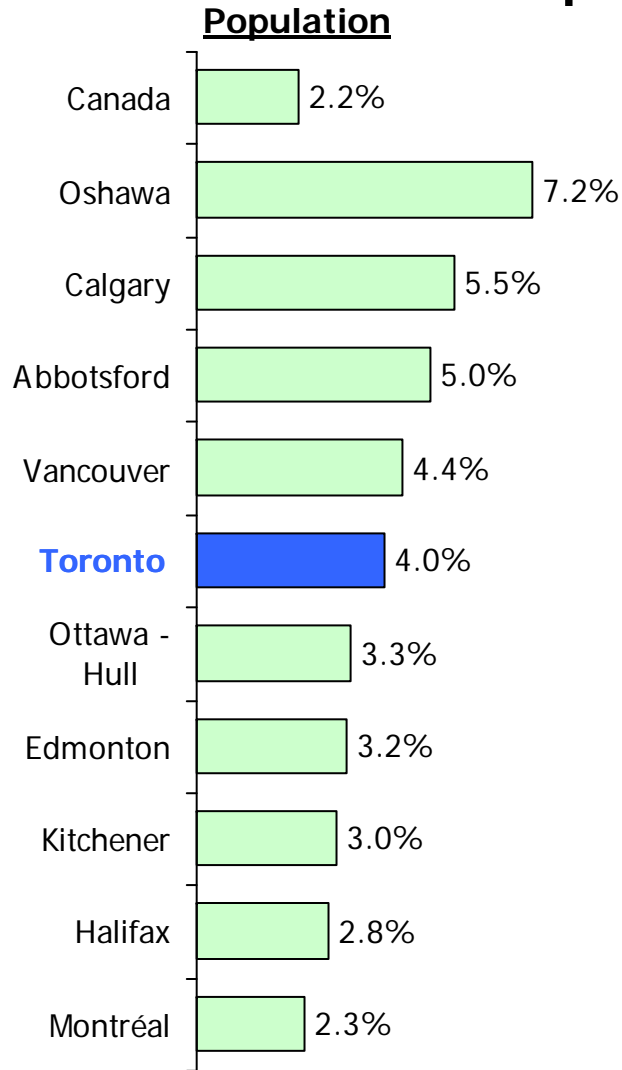
# Toronto - Canada's 5th Fastest Growing Metro Area Population/Household

## Growth

2006-2009 (% Chg)

As well as being the country's most populous metro area, the Toronto CMA is also Canada's 5<sup>th</sup> fastest growing metro area.

Toronto CMA households are estimated to grow 5.9% between 2006 and 2009. This growth outperforms Canada's growth by 51%.



Source: MapInfo, 2006 Estimates, 2006-2009 Population/Household Growth Canada's Top Ten Markets (of 27 CMAs)

## Toronto - 16% of Canada's Housing Starts

Global economies have taken a hit worldwide. Although Canada is not immune to this phenomenon, it is not as pronounced as in the United States. Nationally, housing starts dropped 7.5% in Canada from 2007 to 2008, compared to 33% in the United States. And housing starts are expected to rise again in 2010.

### Housing

#### Starts

	Canada	Ontario	Toronto CMA
2002	205,034	83,597	<b>43,805</b>
2003	218,426	85,180	<b>45,475</b>
2004	233,431	85,114	<b>42,115</b>
2005	225,481	78,795	<b>41,596</b>
2006	227,395	73,417	<b>37,080</b>
2007	228,343	68,123	<b>33,293</b>
2008	211,056	75,076	<b>42,212</b>
2009	149,081	50,370	<b>25,949</b>
2010F	198,900	61,000	<b>32,800</b>
Toronto CMA % in 2010	16%	54%	



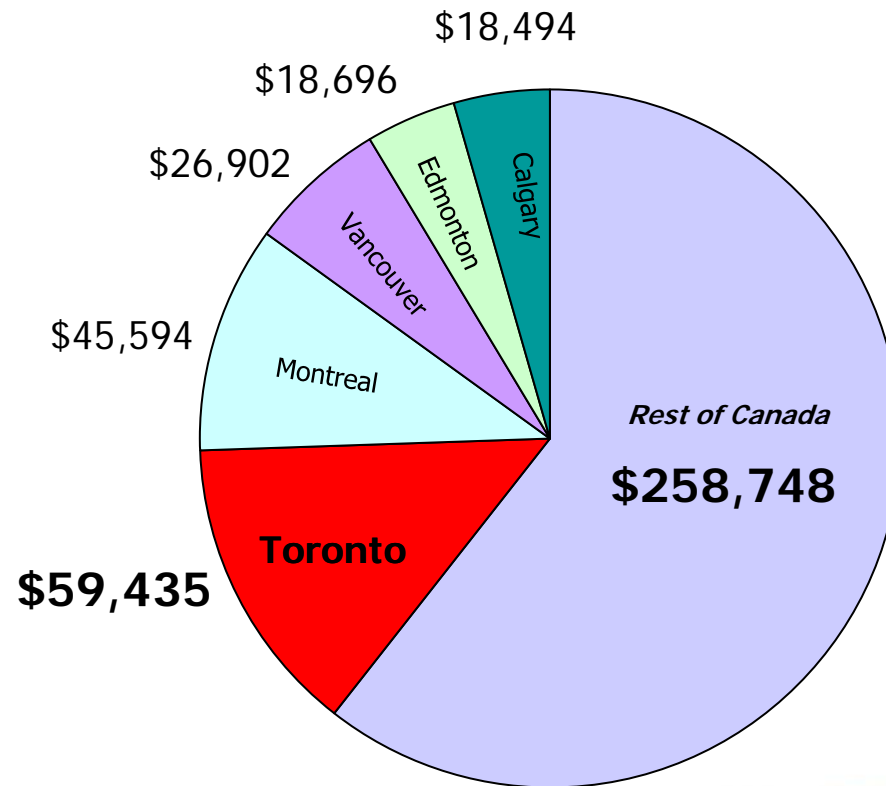
## Toronto - Multicultural



- Toronto is one of the most culturally diverse cities in the world
- Over 140 languages and dialects are spoken in Toronto, and over 30% of Toronto residents speak a language other than English or French at home.
- Toronto's rich multi-cultural diversity is seen in the more than 200 ethnic origins as identified in the 2006 census.
- While Toronto represents 17% of Canada's population, Toronto's immigrant population represents 38% of Canada's immigrant population.
- This percentage jumps to 43% when talking about recent immigrants (arrived in Canada between 2001-2006)

# Toronto - 14% of Canada's Retail Sales Activity

**Estimated Retail Sales 2010**  
(Millions)



**Total Retail  
Sales in  
Canada**  
**\$427,868.8**

# Toronto - Key Industry Clusters



## Aerospace

- Over 200 aerospace manufacturing firms employ a workforce of over 20,000 and generates more than \$6 billion annually in sales of aerospace goods.



## Biomedical & Biotechnology

- Canada's largest biotech cluster, 4<sup>th</sup> largest in North America and among the top 10 in the world.
- Employs over 140,000 and generates \$4 billion in revenue.



## Business Services

- Toronto based businesses export over \$70 billion in goods & services.
- Employs 300, 000 or 12% of Toronto's workforce.



## Design

- With over 25,000 designers, Toronto has the largest design workforce in Canada and the 3<sup>rd</sup> largest in North America (after New York & Boston).
- Toronto is home to 28% of all Canadian designers.



## Fashion/Apparel

- More than 4,600 Toronto fashion retail stores generate annual sales of \$2.6 billion.
- Employs nearly 50,000 people.



## Film & Television

- This cluster now ranks 3<sup>rd</sup> in North America with many high-profile productions having been shot here.
- Contributes \$1.1 billion annually to the local economy.

# Toronto - Key Industry Clusters



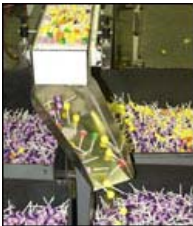
## Financial Services

- 3<sup>rd</sup> largest North American financial services centre after New York & Chicago.
- Employs approximately 205,000 people.



## Information & Communications

- Toronto is the technological heart of Canada.
- This cluster has been contributing more than \$20 billion annually to the economy.



## Food & Beverage

- The food cluster is one of Toronto's most important sectors with annual sales of \$17.8 billion.
- Toronto dominates the provincial food industry with more than half of all the food processing taking place in the Greater Toronto Area.



## Tourism

- Toronto is Canada's top tourist destination attracting 18 million visitors annually.
- Toronto's tourism sector includes over 24,000 businesses and employs 203,000 people within sports & entertainment, transportation & sightseeing, cultural attractions, gaming, restaurants, night clubs and accommodations.

## Toronto - Cultural Hub of the Nation



- 3<sup>rd</sup> largest English-language theatre center in the world, after London and New York
- 3<sup>rd</sup> largest film and TV production center in North America
- Ranked one of the top 5 cities in North America for the Arts  
*(Places Rated Almanac)*
- One of the top 5 cities in North America in terms of employment in the artistic and creative sectors

# Toronto – A World Class Economy



- With an estimated population of 5.6 million, the Toronto CMA represents 15% of Canada's total population
- Toronto CMA represents 1/6<sup>th</sup> of Canada's total labor force.
- Toronto CMA average household income of \$89,519 is 10% above the Canadian average
- Toronto CMA is Canada's largest retail market, with estimated retail sales of \$59 billion in 2010
- In North America, Toronto is the 3<sup>rd</sup> largest financial centre, 3<sup>rd</sup> largest film & television centre, 3<sup>rd</sup> largest design workforce, and one of the world's leading centres of design, among other achievements.

## Toronto - Vast Range of Media Options



- 44 radio stations
- 15 Toronto-based TV stations
- 2 free commuter tabloids (Metro, 24 Hours)
- 4 English-language paid daily newspapers (Toronto Star, Toronto Sun, Globe & Mail and National Post)
- Hundreds of business and ethnic publications based out of Toronto

*With this amount of media fragmentation, you'll need the Toronto Star, Canada's largest newspaper, to stand out from the crowd.*