



WATERFRONT BIA

AREA DATA SUMMARY

DEMOGRAPHICS, EXPENDITURES, GROWTH

MAY 2021



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WATERFRONT BIA AREA DATA SUMMARY

This report aims to provide data on the development of Toronto's central waterfront in order to assist all stakeholders in understanding the area. This report highlights the key themes of Downtown Toronto's quickly developing core, and especially its rapidly developing Waterfront. *The data in this report is often from sources that do not yet factor in the impacts of the global COVID-19 pandemic.* The Waterfront BIA will look to identify additional data sources and reports of value to our business members as we look to move forward from the pandemic. Contact Oliver Hierlihy, Director, Operations, if you have additional requests for information we can assist with – oliver@waterfrontbia.com.

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WATERFRONT BIA SERVICE AREA

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The Waterfront BIA represents businesses and commercial properties along the Queens Quay corridor from Stadium Rd. to Cherry St as drawn in purple, including the Toronto Islands Parks. In this report the Waterfront BIA assumes an 800M Service Area around the BIA's boundaries, approximately a 10-minute walk.



DEVELOPMENT GROWTH – 2000 TO 2030

BUILT AND BEING PLANNED

04



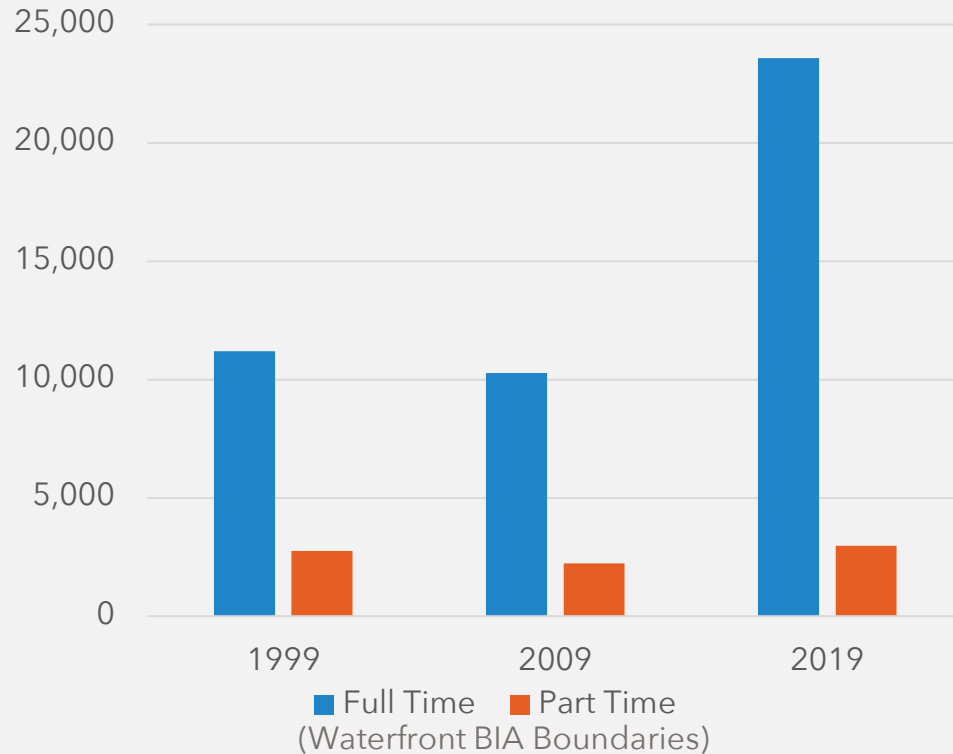
Since 2000, Toronto's Waterfront has seen drastic growth through new development – especially in the central and eastern areas – and is expected to continue growing with dozens of new developments in planning (shown in green). With this growth, as well as that of Toronto's Downtown Core, The Waterfront BIA expects the district to continue to thrive post-pandemic.



GROWTH OF THE WATERFRONT

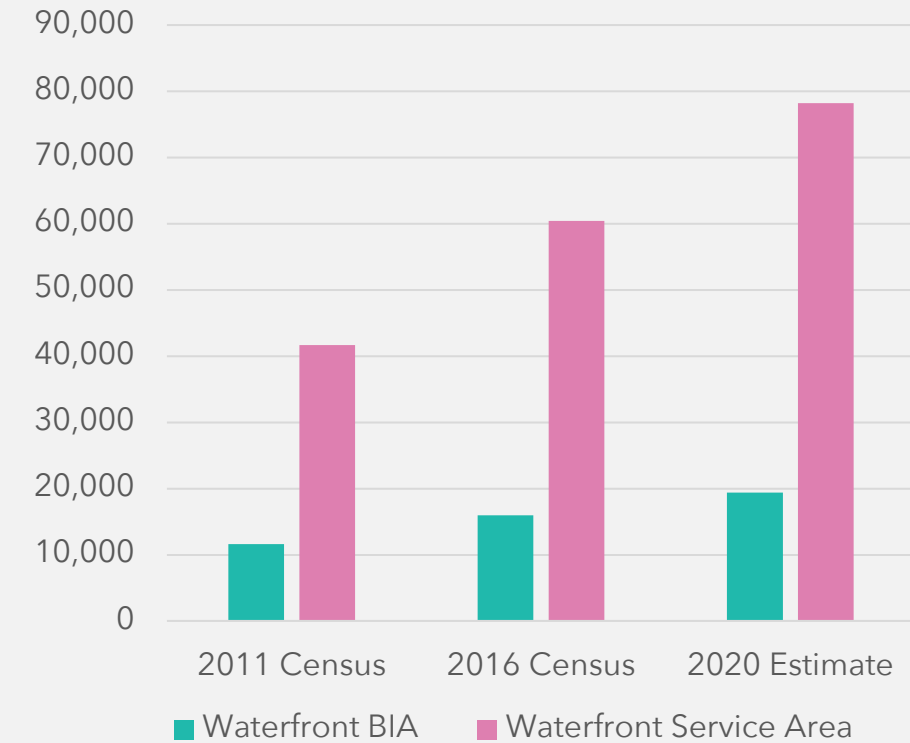
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EMPLOYMENT GROWTH



Since 1999, the Waterfront BIA area has seen a 90.3% increase in employment, primarily driven by the increase in full-time office jobs.

POPULATION GROWTH



The Waterfront BIA and the surrounding service area continue to grow in population as new residential developments emerge.



RESIDENTIAL POPULATION

WHO LIVES AT THE WATERFRONT?

The waterfront community is a great place to live, as evidenced over the past two decades with the addition of many new residential developments that provide great quality-of-life to those drawn to an urban lifestyle with all the perks of being located on the water.

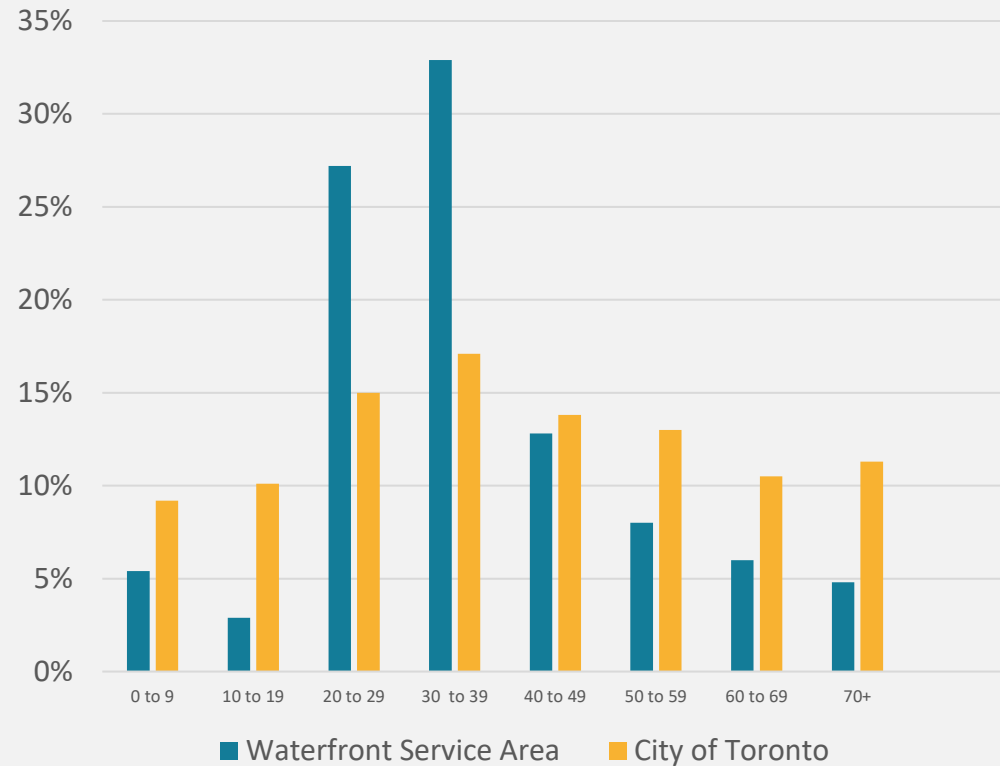
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- P. 7 - Age of Residents
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AGE OF AREA RESIDENTS

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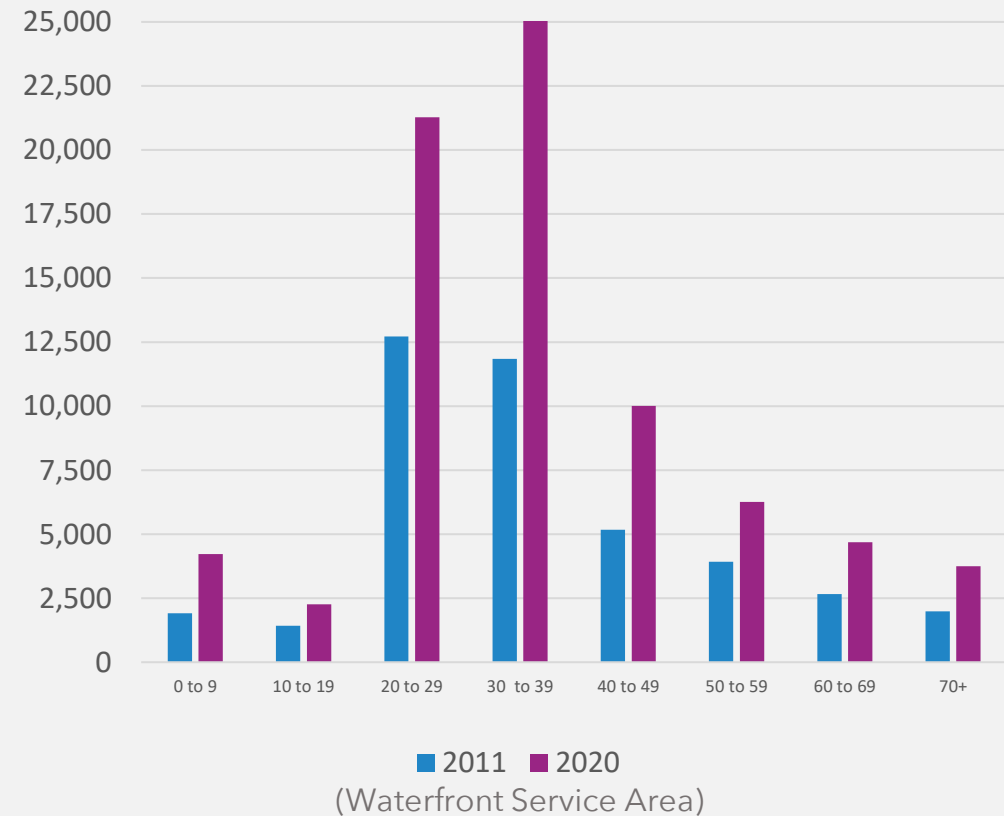
AGE RANGE



The Waterfront population is younger than the City of Toronto as a whole, with 60.1% of the waterfront population being between 20-39 years old, as opposed to 32.1% for the City of Toronto.

Source: Statistics Canada, Census 2016, Projections for 2020 via 360 Collective

AGE CHANGE SINCE 2011



As the waterfront grows, people between the age of 20 to 39 continue to move to the area, with approximately 22,451 new residents within that age range being added to the area between 2011 and 2020.



RESIDENT SEGMENTATION: EAT, PLAY, LOVE

ENVIRONICS PRIZM SEGMENTATION

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Environics Analytics PRIZM Segmentation is a tool that groups the Canadian population into 68 lifestyle types based on consumer behaviours through the use of geographic, demographic and psychographic data to help businesses better analyze and understand their customers and markets. ***The Waterfront Service Area is highly representative of the Eat, Play, Love segment, with 96.1% of the population fitting into the category.***

WHO THEY ARE:

People in the Eat, Play, Love segment are younger, mobile singles who patronize ethnic restaurants, participate in numerous sports and support the value of "Sexual Permissiveness". This highly diverse segment reflects two important demographic trends: increasing urbanization and the growth of high-rise housing.

Young and unencumbered, half of households contain single or divorced individuals. They travel widely and enjoy urban nightlife, going dancing and bar-hopping, hitting jazz concerts and attending food and wine shows. They pursue experience-intensive lifestyles that prioritize health and fitness, scoring high for aerobics, yoga and Pilates, as well as buying organic fruit and vegetables.

Eat, Play, Love is a vertical world where almost 90 percent of residents live in apartment and condo buildings taller than five stories. It is also the most educated of all the segments: nearly 60 percent have a university degree, and one in five hold an advanced degree—more than double the national average. With their upper-middle incomes, they're earning good money for their age, typically from white-collar jobs in business, science, education and management. Two-thirds commute to work by public transit, biking or walking.

HOW THEY LIVE:



SHOPPING

Shop at natural / health food stores
Like brands: Hudson's Bay & La Senza



FINANCIAL

Invest in stocks
Condo home insurance



LEISURE ACTIVITIES

Frequent bars / pubs
Active in social issues



HEALTH

Use Mouthwash 10+ times per week



MEDIA

Watch CP24
Use Twitter, Instagram



FOOD AND DRINK

Eat organic fruits and vegetables
Use online food delivery services



AUTOMOTIVE

Drive subcompact vehicles
One vehicle household



DIGITAL

Access consumer reviews
Purchase cosmetic products online



RESIDENT INCOME AND HOUSING

RENT VS. OWN

EARNINGS AND EDUCATION

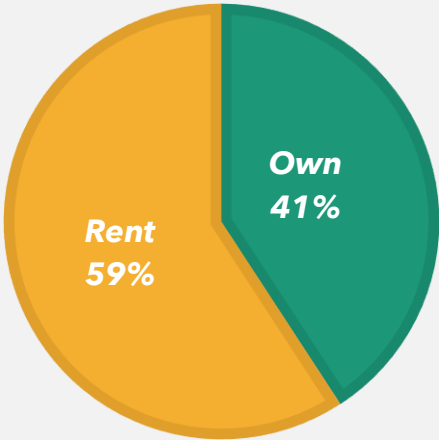


AVERAGE HOUSEHOLD INCOME
\$123,193

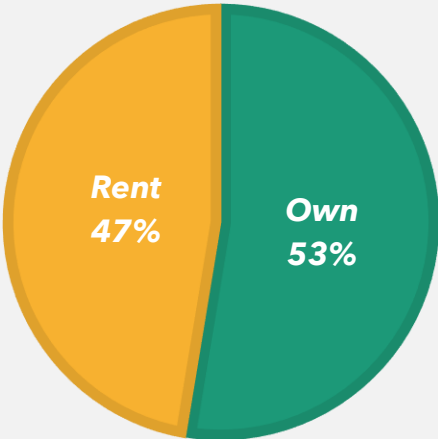


EDUCATION BACHELORS' DEGREE OR HIGHER:
68.8%

RENT VS. OWN:



WATERFRONT SERVICE AREA



CITY OF TORONTO

Source: Statistics Canada, Census 2016, Projections for 2020 via 360 Collective, Icons by xnimrodx

People living in the Waterfront Service Area are predominantly well educated with an average household income \$3,148 greater than the average in Toronto, and 27.4% more of the population having attained a bachelor degree or higher.

Waterfront residents are more likely to rent than the City of Toronto as a whole.

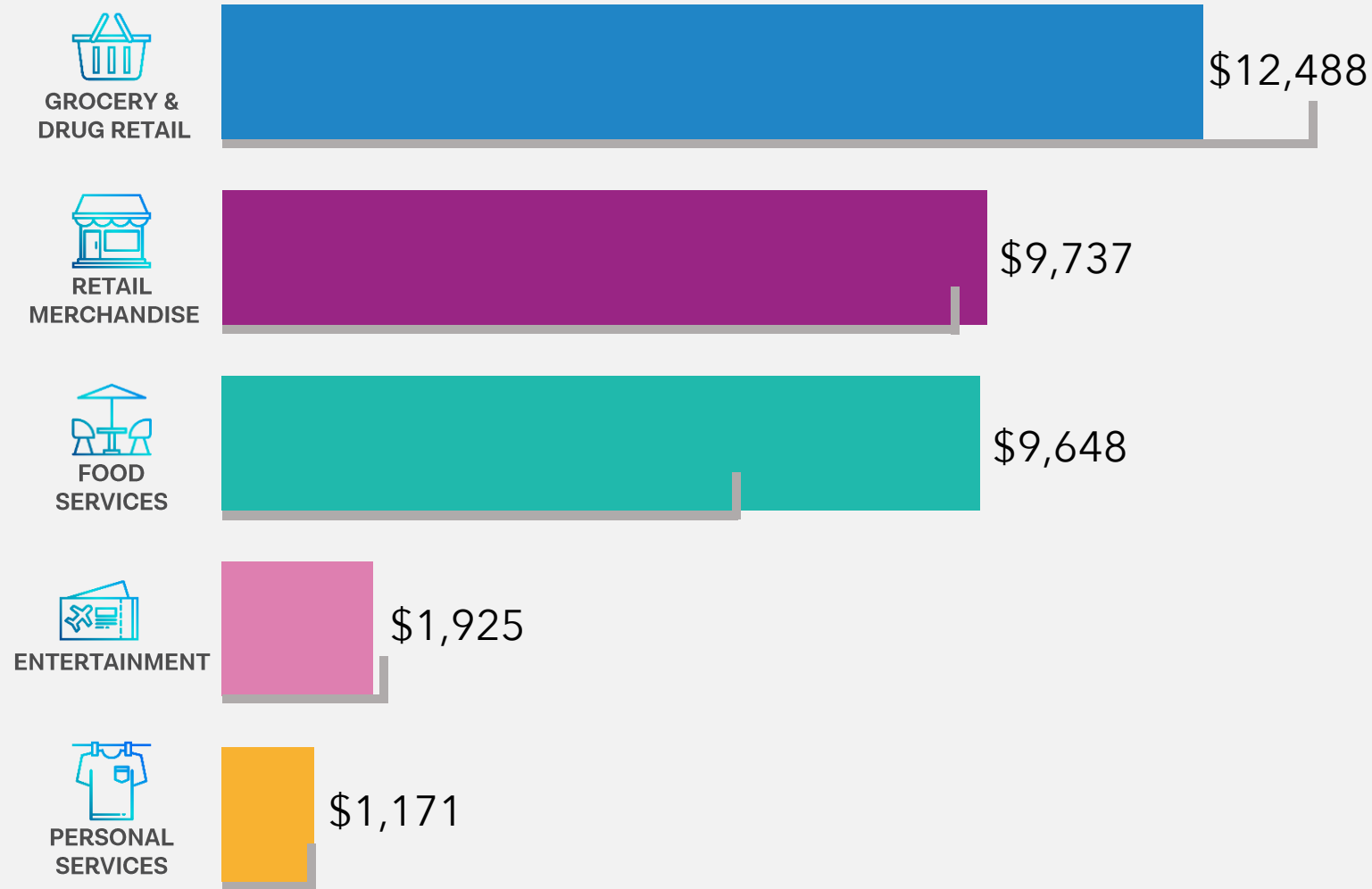
Waterfront residents are also highly mobile - with 70.1% of the residential population likely to move within five years, as compared to the City-average of 41.2%.



RESIDENT CONSUMER SPENDING

AVERAGE ANNUAL HOUSEHOLD EXPENDITURES

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Waterfront residents have slightly above average cumulative consumer spending habits as compared to the City of Toronto, spending \$2,131 more per year.

There is a significant difference in the category of food services where residents spend \$3,142 more than the City of Toronto average, while spending \$1,392 less on grocery and drug retail.

City of Toronto Average =



RESIDENT COMMUTE TO WORK

RENT VS. OWN

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WALK



BIKE



PUBLIC TRANSIT



DRIVE

WATERFRONT
SERVICE AREA

40%

4%

28%

27%

CITY OF
TORONTO

9%

3%

36%

51%

Residents living in the Waterfront Service Area are significantly more likely to use alternative (non-car) means of transportation to get to their place of work.



OFFICE AND COMMERCIAL

WHO WORKS AT THE WATERFRONT?

The Waterfront is a quintessential area of growth for Toronto's Downtown Core, with many companies choosing to locate their offices in the many new office buildings located among all of the amenities that the waterfront has to offer. Tripartite Government Development Agency, *Waterfront Toronto* has been guiding the development of new, world-class office and commercial projects across the waterfront.

- P. 13- Future Development Growth
- P. 15- Growth by Sector
- P. 16- Organizations on the Waterfront



FUTURE DEVELOPMENT GROWTH – 2020 TO 2030

THE NEXT DECADE

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RESIDENTIAL DEVELOPMENTS

15,785 new housing units recently completed, under construction and being planned in the Waterfront BIA area.



COMMERCIAL DEVELOPMENTS

59,308 M² of new commercial space recently completed, under construction and being planned in the Waterfront BIA area.



OFFICE DEVELOPMENTS

524,814 M² of new office space planned or under construction in the Waterfront BIA area.

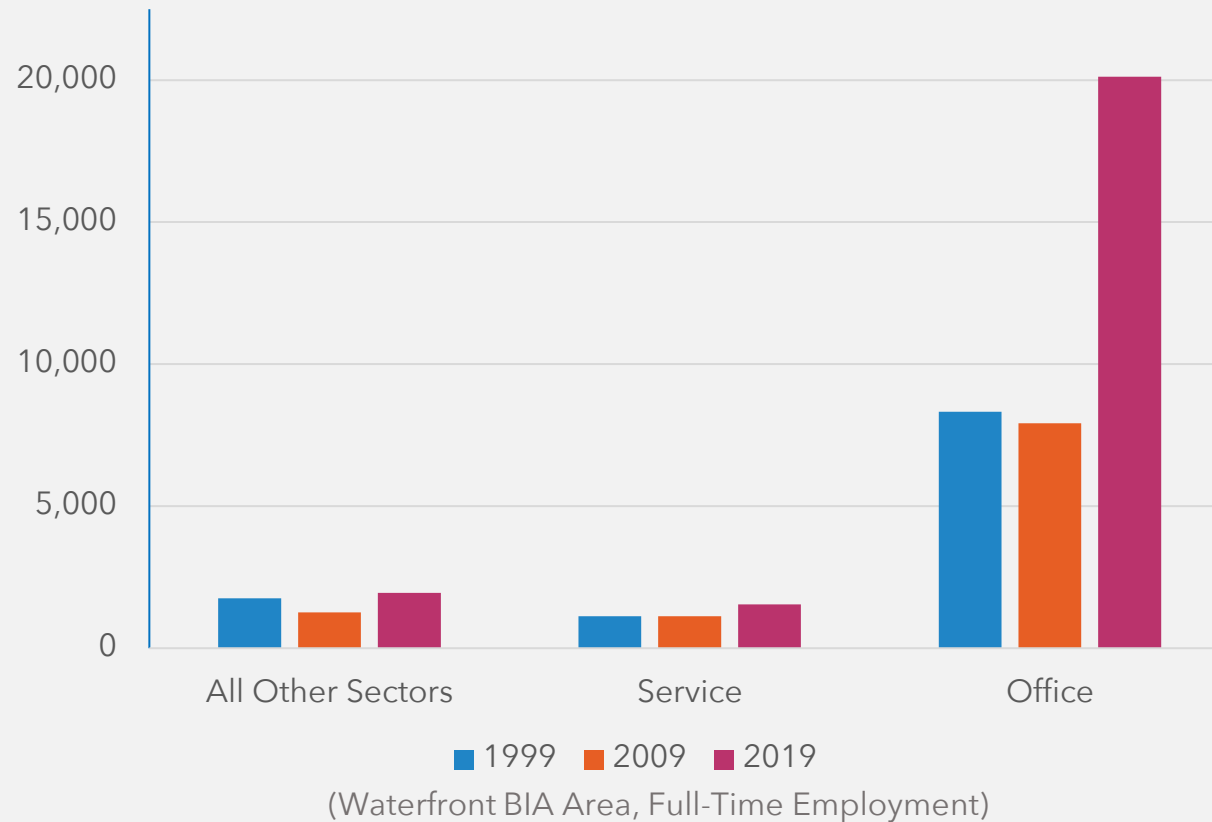


EMPLOYMENT GROWTH BY SECTOR

GROWTH OF OFFICE WORKERS ON THE WATERFRONT

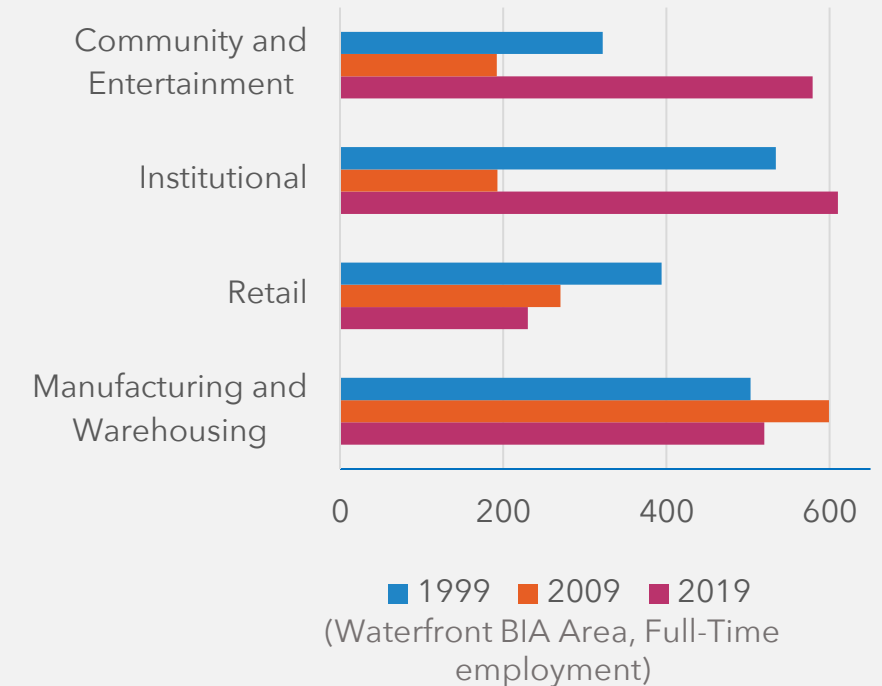
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EMPLOYMENT GROWTH OF THE WATERFRONT, 1999 - 2019



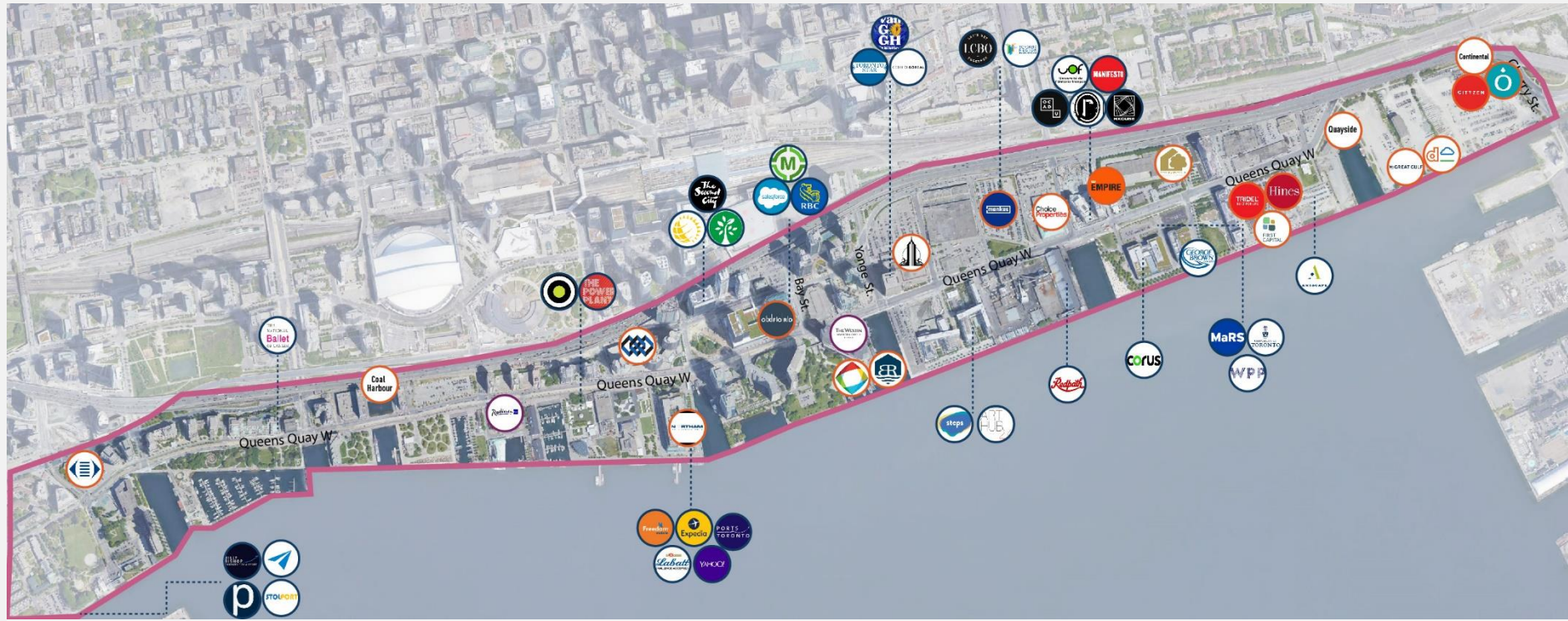
The majority of employment growth on the waterfront has come from office growth in the area, with a near 2.5x increase in workers since 2009.

ALL OTHER SECTORS



ORGANIZATIONS ON THE WATERFRONT

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EMPLOYERS & DESTINATIONS

- Billy Bishop Airport
- Porter Airlines
- Nieuport Aviation
- Stolport Aviation
- National Ballet of Canada
- Radisson Blu
- Harbourfront Centre
- Freedom Mobile
- Expedia
- Ports Toronto
- Labatt Breweries
- Yahoo! Canada
- Sunlife Financial
- Second City
- HOOPP
- Salesforce
- Metrolinx
- Royal Bank of Canada
- Westin Harbour Castle
- The Toronto Star
- College Boréale
- Immersive Van Gogh
- STEPS Initiative
- Art Hub 27
- Redpath Sugar
- Corus Entertainment

- LCBO Corporate Offices
- Toronto Region Board of Trade
- Universite de l'Ontario Français
- Toronto Region Board of Trade
- HxOUSE
- Remix Project
- Manifesto
- OCADU
- MaRS
- WPP
- U of T
- Artscape

DEVELOPMENT AND PROPERTY MANAGEMENT

- Canderel
- Coal Harbour
- DiamondCorp
- Oxford Properties
- Quadreal
- Barney River
- Pinnacle International
- Choice REIT
- Empire Communities
- Greenland
- Hines
- Tridel
- First Capital
- Quayside
- Dream
- Great Gulf
- Castlepoint Numa
- Cityzen
- Continental

* Organizations with multiple locations shown once



TOUR AND CRUISE BOAT INDUSTRY

THE WATERFRONT BOAT TOUR AND CRUISE INDUSTRY

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PRE-COVID 19 PASSENGER VESSELS



**PASSENGER VESSEL TRIPS
PER YEAR**
450,000



**NUMBER OF PASSENGER VESSEL
EMPLOYEES**
500



A distinct feature of the Waterfront BIA is the element of water, and the amazing Toronto Islands Parks.

1.4 million people use the Toronto Island Ferry Service out of the Jack Layton Ferry Terminal every year to get to the islands, with many others using water taxi and other means to get to the islands.

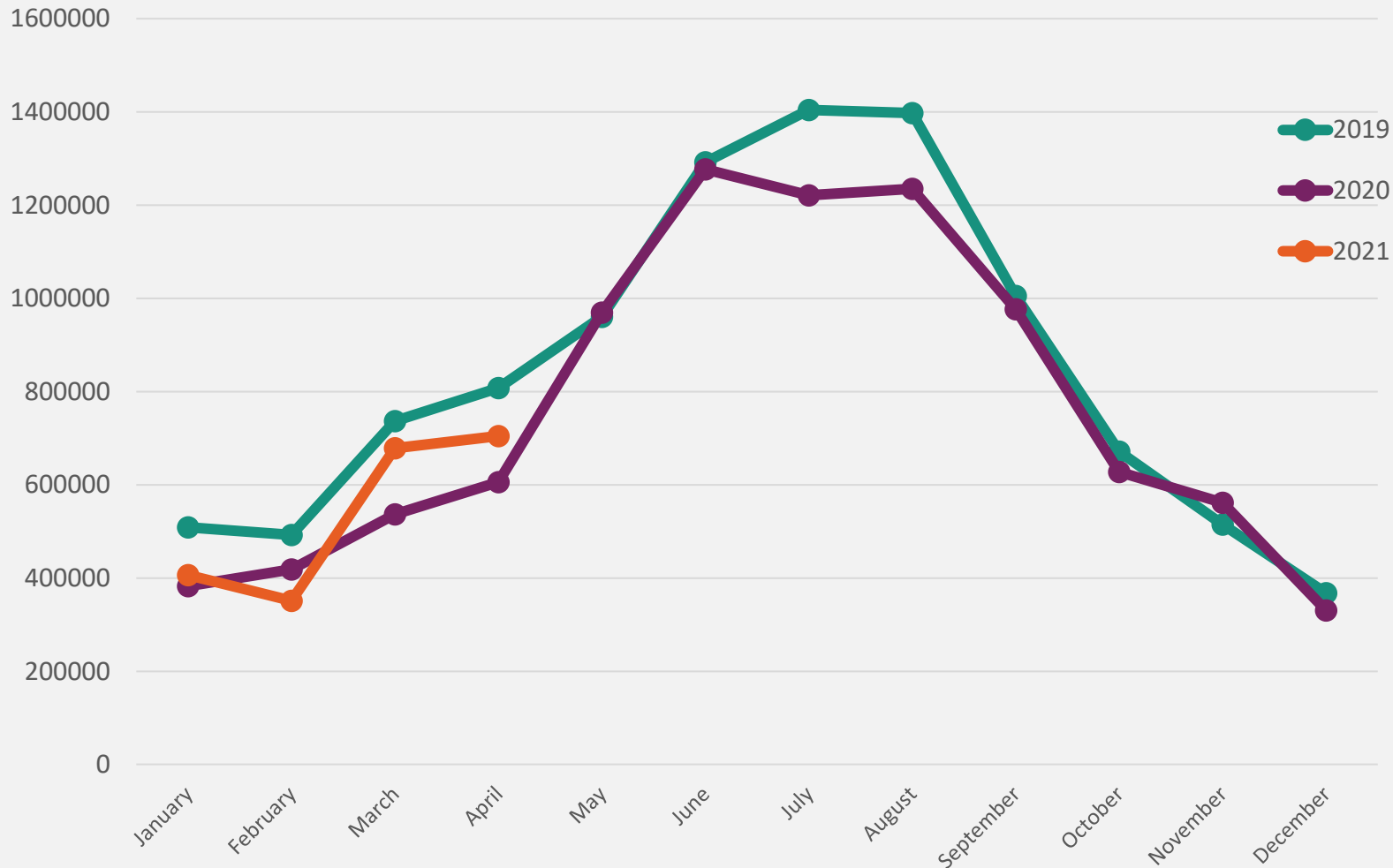
The boat tour and cruise industry host an estimated 450,000 passengers per year on excursions around Toronto's Harbour, employing approximately 500.



PEDESTRIAN COUNTS

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TOTAL COMBINED VOLUME: YORK, REES AND LOWER SPADINA



This graph shows the total cumulative number of pedestrians that passed by our three pedestrian counters, by month, for each year from 2019 to April 2021. *This graph should not be read as a cumulative total of visitors to the area, but instead as a comparable data set for pedestrian volume.*

Despite the COVID-19 pandemic, pedestrian /cyclist volume within the BIA has stayed roughly the same as residents increasingly frequent the public spaces on the waterfront during periods of lockdown.

The counters we use are passive infrared sensors located near the intersections of York, Rees and Lower Spadina that count the number of pedestrians and cyclists that pass east and west along Queens Quay. We regularly share reports of these data on our website – www.waterfrontbia.com.





THANK YOU

For more information, please contact us or follow our socials below.

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