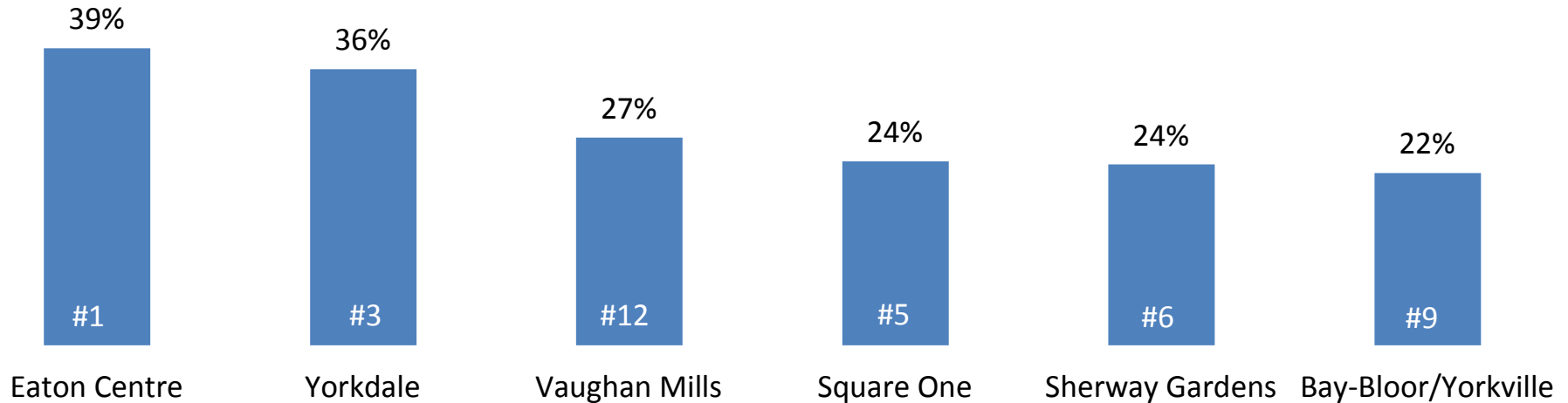


# Where do Torontonians Shop?

## Ranking – Visit Most Often

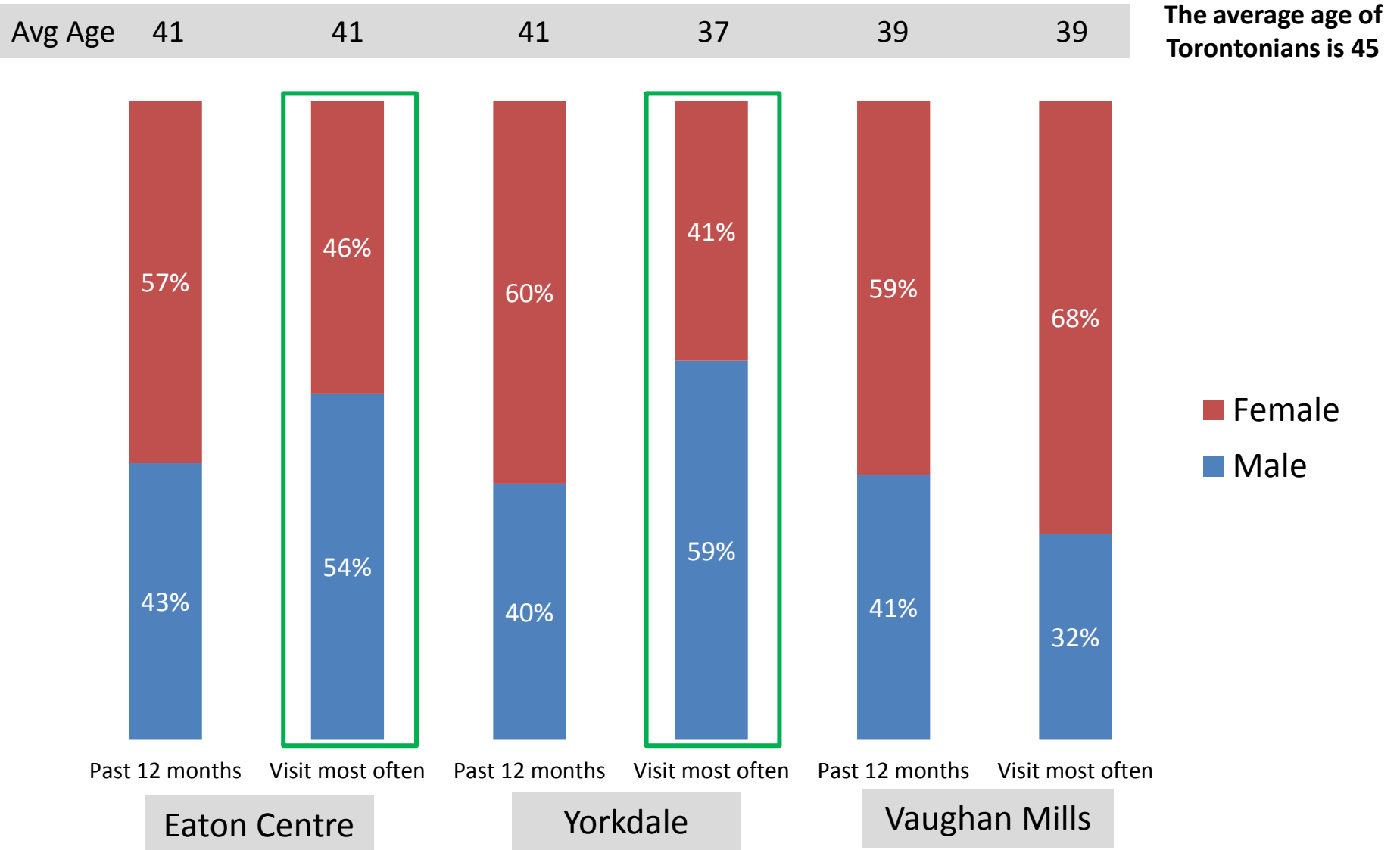
- |                       |                        |
|-----------------------|------------------------|
| #1 Eaton Centre       | #7 Erin Mills          |
| #2 Scarborough Centre | #8 Bayview Village     |
| #3 Yorkdale           | #9 Bay-Bloor/Yorkville |
| #4 Power Centres*     | #10 Markville Mall     |
| #5 Square One         | #11 Fairview Mall      |
| #6 Sherway Gardens    | #12 Vaughan Mills      |

## Visited in the Past 12 Months



\*Unenclosed shopping center in a suburban area. For example at major intersections such as Woodbine & Hwy 7, Warden & Eglinton

# Gender and Age Composition of Shoppers



Source: NADbank 2010 Base: Toronto CMA

# *Weekly Print vs Online Readership of Shoppers Visit Most Often*

■ Male ■ Female

