



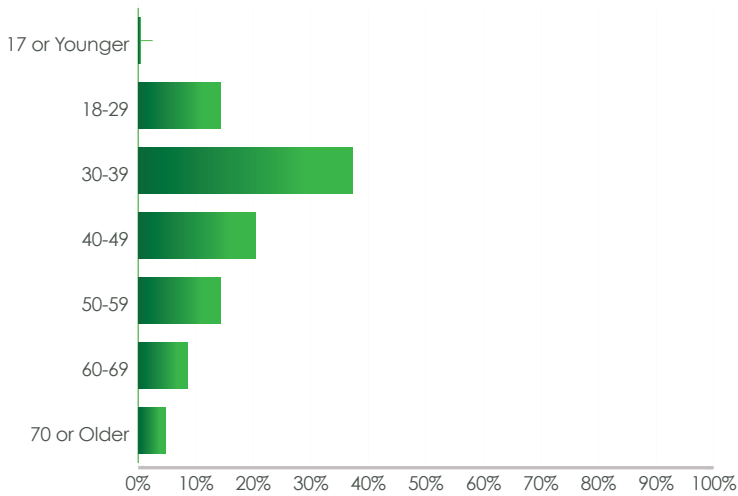
**OAKWOOD
VILLAGE**

2023

COMMUNITY SURVEY

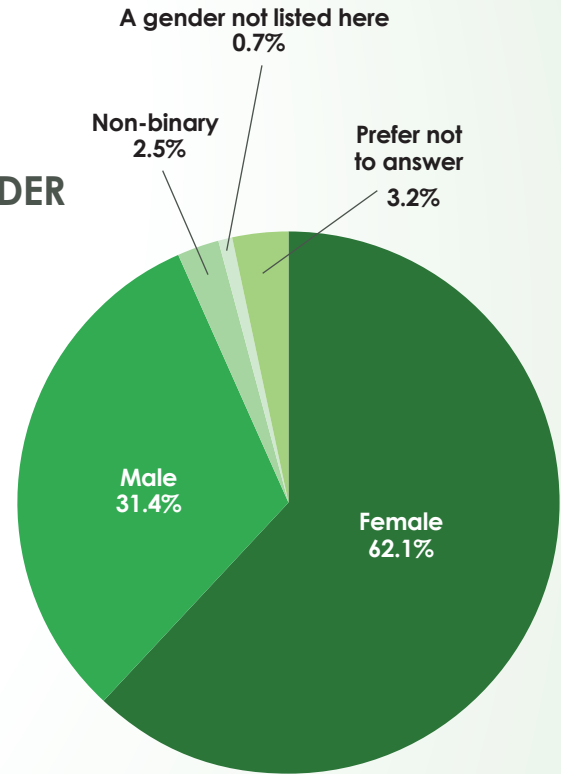
DEMOGRAPHICS

AGE RANGE



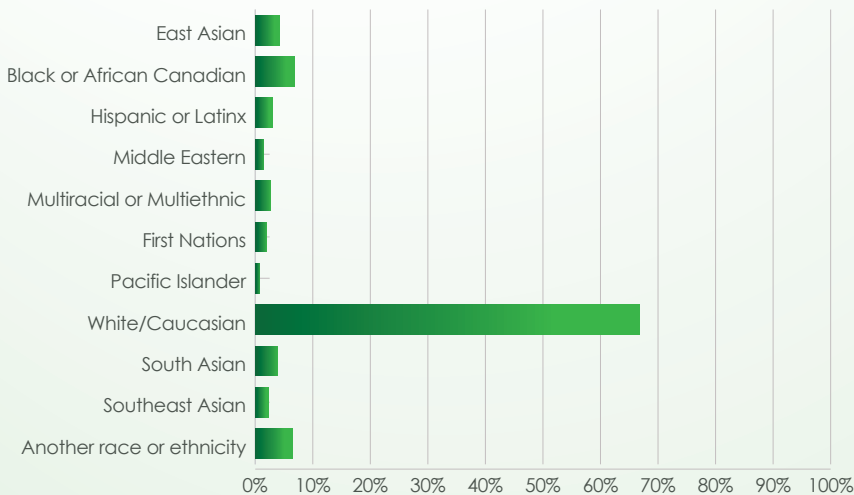
A majority of respondents (**37.3%**) fall between **ages 30-39**, with **20.4%** falling between **ages 40-49** and **14.3%** between both **18-29** and **50-59**. 279 respondents replied to this question.

GENDER



62.1% of respondents **identified as female**, compared to **31.4%** **identifying as male**. Non-binary accounted for **2.5%** and **0.7%** said their gender was not listed.

ETHNIC BACKGROUND

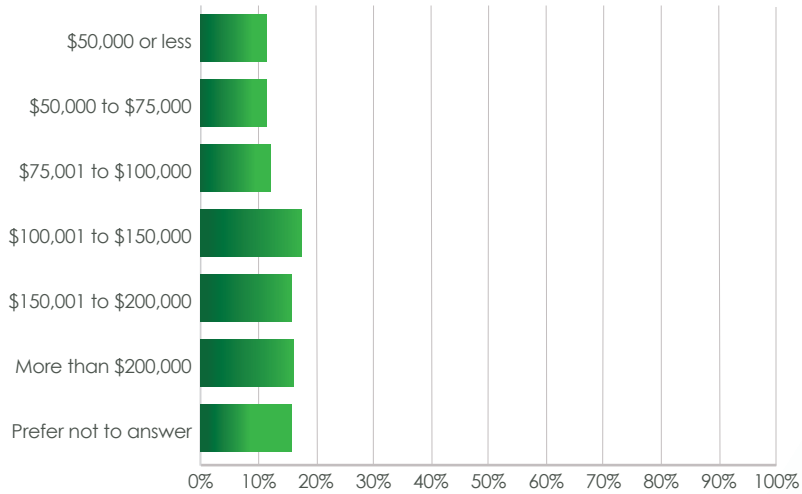


A large majority (**66.8%**) of respondents identify as white/caucasian, while **6.8%** of respondents are of black/African ancestry. **6.4%** of respondents identify by a race that was not listed.



DEMOGRAPHICS

HOUSEHOLD INCOME



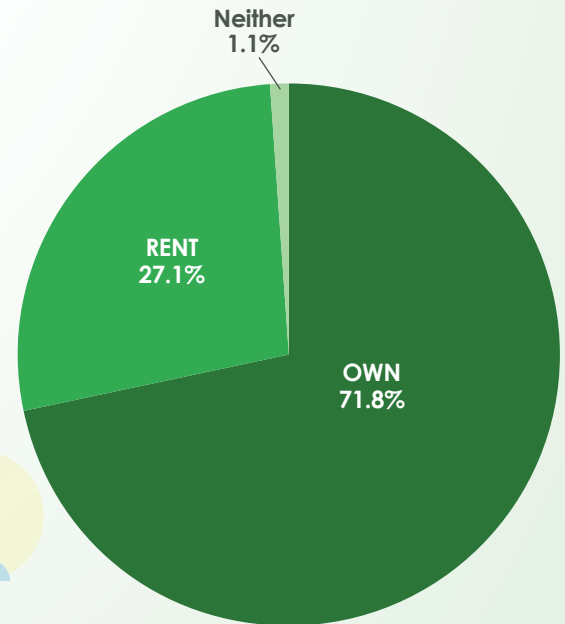
Of the responses received, **17.5%** have an annual household **income range of \$100,001 - \$150,000** and **16.1%** with a range of **more than \$200,000**. **15.7%** earn **between \$150,000 and \$200,000**, while **15.7%** of respondents **preferred not to answer**. The most common response represents a higher median household income than that of Toronto, which in 2021 stood at \$84,000.

279 responses were received to this question, with the average household size being 4.

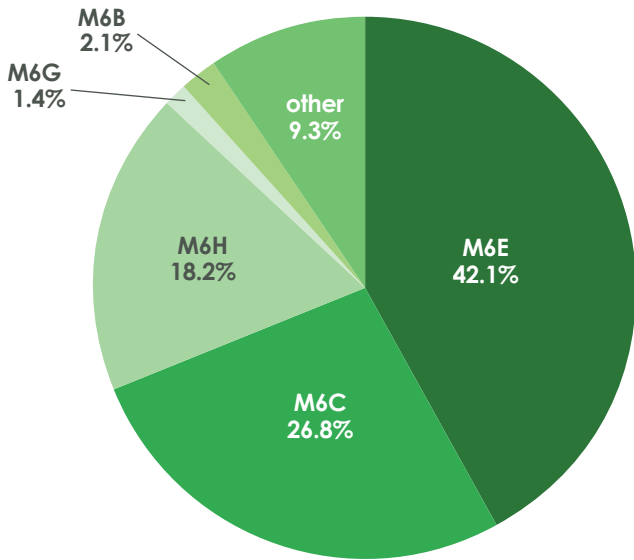
274 responses were recorded. Most respondents do not have a child under 16 living in their home.

RENTER VS OWNER

At almost **72%**, a majority of respondents own their place of residence, while **27.1%** are renters.



POSTAL CODE (FIRST 3 DIGITS)

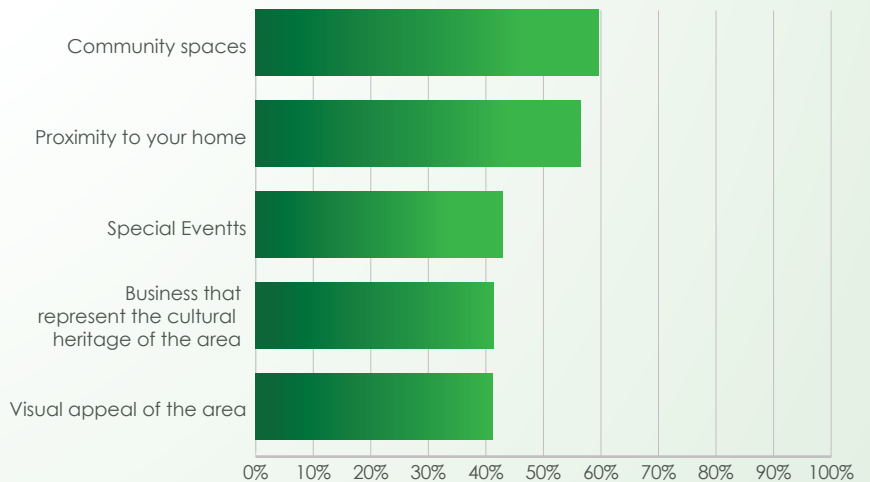


42% of respondents identified **M6E** as their postal code. **M6C (26.8%)** was the second-most identified postal code and **M6H (18.2%)** was the third-most identified postal code, with all other postal codes accounting for **9.3%**. With **M6G** and **M6B** cumulatively accounting for **3.5%**, it can be said that most respondents are from communities immediately surrounding the Oakwood Village BIA.

A majority of respondents are from the **M6E** postal code, followed by the **M6C** postal code.

OTHER QUESTIONS

Think about the Toronto areas you visit to shop, eat, drink, and obtain services. Which of the following are important to you when deciding to pick those areas?



Respondents were allowed to select up to 3 responses to this question:

- **59.6%** identifying community spaces as an important factor,
- **56.4%** identifying proximity to home
- **42.9%** identifying special events
- Visual appeal of the area (**41.1%**)
- businesses that represent the cultural heritage of the area (**41%**) rounded out the top 5 factors.



Think about the Oakwood Village business area. How would you rate it on each of the features you said were important to you?

There were 248 responses to this question.

- **33.7%** were most satisfied with the proximity of the BIA to their home or work.
- Visual appeal of the area (**14.9%**) was the factor that had the most rating of dissatisfaction among respondents.
- **32.4%** of respondents also felt somewhat disappointed by its visual appeal.
- A majority of respondents had neutral feelings towards the current features.

What's one thing that should change about the Oakwood Village business area?

There were 256 responses to this question. The most common responses received are summarized below:

- More community-centered spaces features green areas and gathering areas/areas to hang out
- A better compliment of available services/retail mix
- More beautiful streets, incorporating art
- The visual appeal of the area needs to be improved, including making it cleaner
- Storefronts needs to be updated and vacancies filled

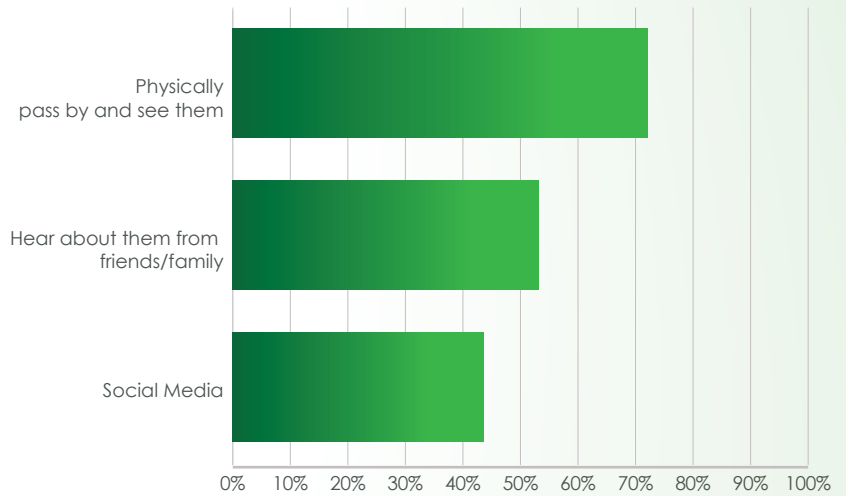
What's one thing that should stay the same about the Oakwood Village business area?

There were 245 responses to this question. The most common responses received to the question are summarized below:

- Retention of existing businesses (most commonly mentioned businesses were coffee shops, restaurants and retail), with an emphasis on small businesses in the area
- The (cultural) diversity of the area
- Affordability
- The work of the BIA (including communications, bringing the community together)
- The library
- The feeling of community



How do you most often discover new local businesses?



Respondents were able to select up to 3 responses to this question:

- **72%** most often discover new local businesses by physically passing by and seeing them
- **53.2%** hear from friends/family about them.
- **43.6%** discover them through social media.

Some of the least discovered ways are:

- billboard/poster and digital ad (**both 5.7%**)
- TV and promotional ad (**both 4.6%**)
- Printed ad (**6.8%**)

Which of these Oakwood Village BIA initiatives are you aware of?

From a list including:

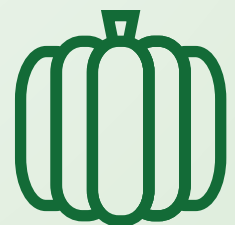
- Public art projects
- Honouring black history celebration and marketplace (Feb 2023)
- Oakwood Village magazine (summer 2022)
- Decorative lighting on Oakwood Avenue (fall 2022)
- Pumpkin giveaway (Oct 2022)
- Public space beautification

The initiatives that respondents were most aware of include:

- public art projects (**24.1% aware and engaged and 43.1% aware but unengaged**),
- the black history event (**17.5% aware and engaged and 46% aware but unengaged**)
- decorative lighting (**15.6% aware and engaged and 43.5% aware but unengaged**).

The initiatives that people were least aware of include:

- Oakwood Village magazine (**55.8% not aware**)
- pumpkin giveaway (**51.3% not aware**)
- public space beautification (**44% not aware**)



Any comments about any of the past OV BIA initiatives?

123 responses were received to the question. The most common responses are summarized:

Increase promotion of BIA events/what the BIA is doing so more people can support/improve advertisement.

More of the community events, as the ones in the past have been great so far.

Love the initiatives that have promoted black history and culture in the area

More community awareness is needed.

The BIA is going a great job!
Keep it up!



Is there anything else you would like to say about the Oakwood Village Business Area?

There were 190 responses received to this question.

The most common responses are summarized:

It is a lovely community/good area/area has a lot to offer

BIA is more visible!

Would love to see more events/programming

More work needs to be done on the marketing/communication side

The initiatives so far are good! The BIA should keep up the good work!

Need to retain and grow the number of businesses; fill storefronts

