



# Identifying the Filipino Community in Toronto for Business Opportunity for Filipinos



# Introduction



- **Filipino Canadians are Canadians of Filipino descent or people born in the Philippines who are citizens of Canada. Filipino Canadians are the third largest subgroup of the overseas Filipinos and one of the fastest growing groups in Canada.**



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Handwritten text in a stylized, cursive script, likely a form of shorthand or a specific dialect, spanning the bottom of the page.

- Most Canadians of Filipino origin can converse in one of Canada's official languages. In 2001, 99% said they could converse in one or both official languages, while 1% reported they could speak neither English nor French.



**a png:** [*Mal Ara alif + bata*] **1:** alpabeto  
g pagkakakilala sa Silangan **2:** unang dal  
betong Arabiko; alif (*a*) at bata (*b*).

- 60% of the Filipino community considered Tagalog their mother tongue.

**vin png:** [*baybay + in*] **1:** kabuuan ng la  
ng wika **2:** baybay<sup>2</sup> **3:** pampang **4:**  
ang alpabeto ng mga Filipino

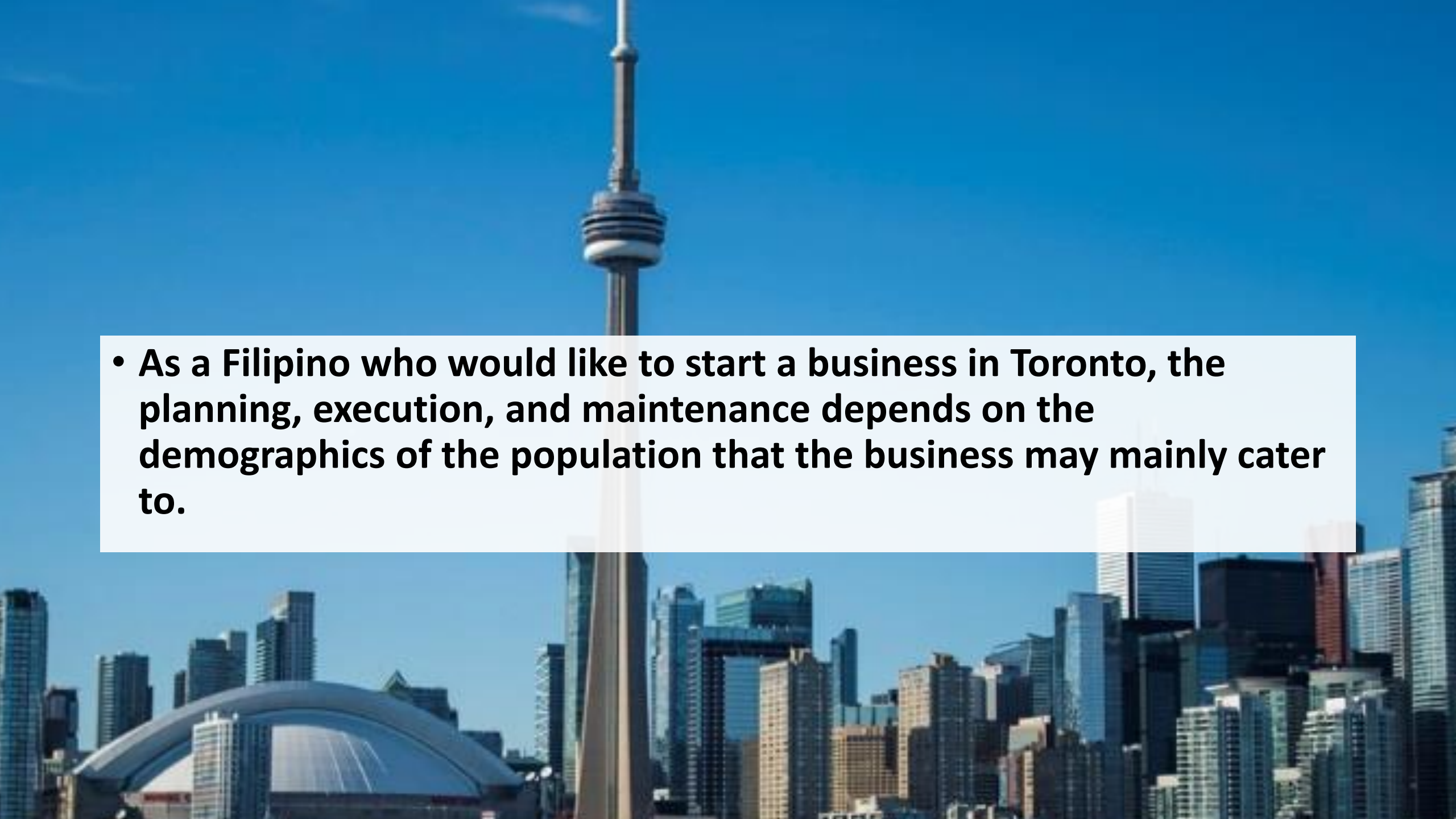


- Most, 93%, could carry on a conversation in English only, while 6% could converse in both English and French and below 1% spoke French only.
- In 2001, 59% of the Filipino community said that their mother tongue was a non-official language, while 41% said that their mother tongue was English and 1% said that it was French.



A professional office setting with three people. In the foreground, a woman with dark hair tied back, wearing a black blazer over a white shirt, stands with her arms crossed and a slight smile, looking towards the camera. In the background, a man in a dark suit and tie stands with his arms crossed, smiling and looking towards a woman who is partially visible in profile, facing him. The background is a bright, out-of-focus office space with large windows.

# Business Situation

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- A clear blue sky over the Toronto skyline. The CN Tower is the central focus, extending from the bottom to the top of the frame. In the lower-left foreground, the blue, arched roof of the Scotiabank Arena is visible. The background is filled with a dense cluster of skyscrapers of various heights and colors, including glass facades and brick buildings.
- As a Filipino who would like to start a business in Toronto, the planning, execution, and maintenance depends on the demographics of the population that the business may mainly cater to.







- Canadian adults of Filipino origin are more likely than the rest of the population to have a university degree. In 2001, 31% of Canadians of Filipino origin aged 15 and over had either a bachelor or post-graduate degree.





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- A photograph of three construction workers at a construction site. Two workers in the foreground wear yellow hard hats and high-visibility yellow safety vests with reflective silver stripes. The worker on the right is a man, and the one on the left is a woman with long dark hair. A third worker is partially visible in the background. They are looking towards a building under construction. A semi-transparent white text box is overlaid on the image, containing two bullet points.
- **Canadians of Filipino origin with post-secondary qualifications are more likely to hold degrees in highly technical fields. In 2001, people of Filipino origin accounted for 2% of university graduates in Canada.**
  - **In 2001, studies show that 33% of women of Filipino origin had a university degree, compared to 27% of their male counterparts.**



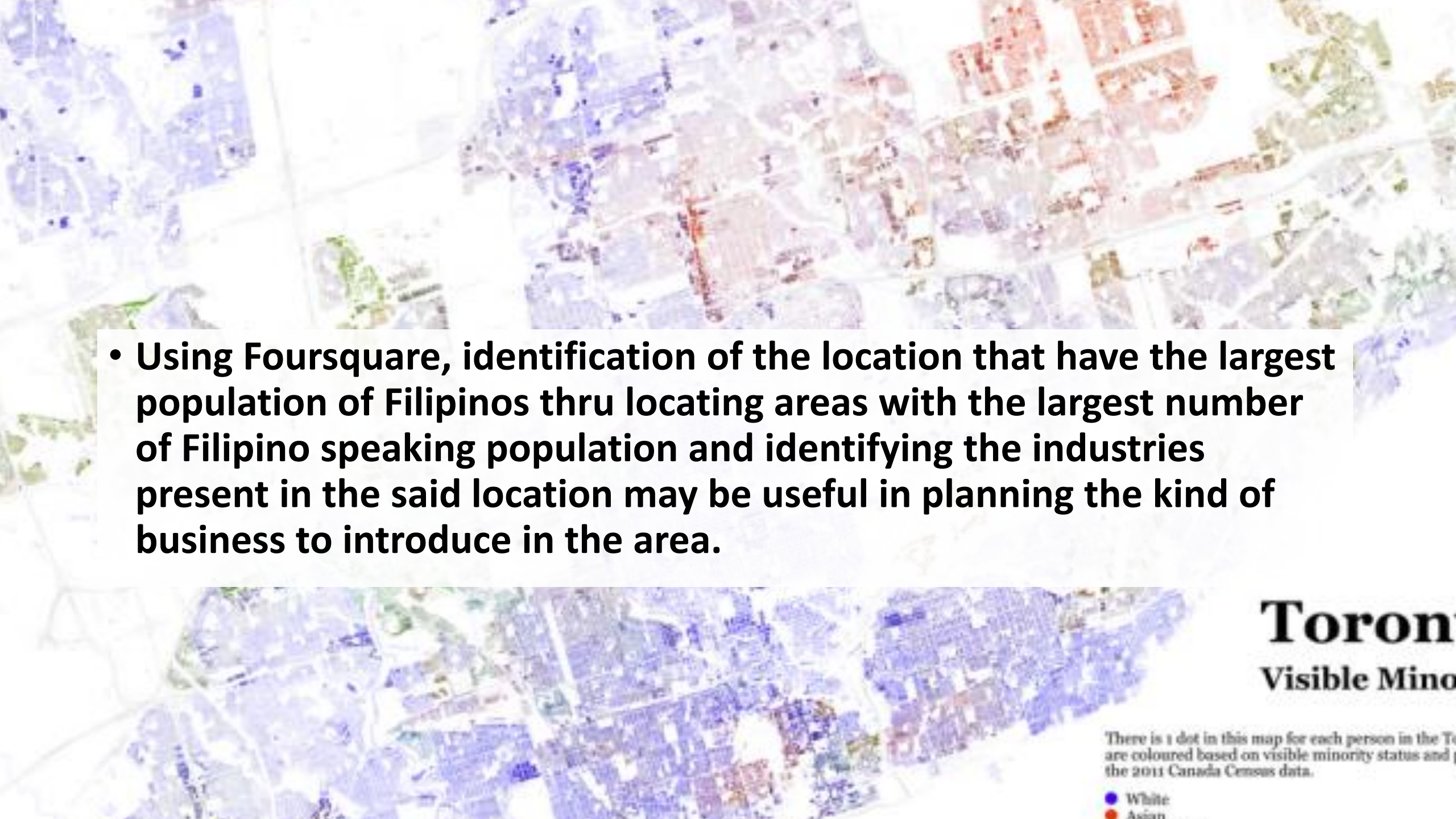
- 
- A woman with dark hair, wearing a white shirt, is seated and looking towards a woman with reddish-brown hair tied back, wearing a blue dress. They are in a cafe-like setting with a blue brick wall and a shelf with coffee cups in the background. The woman in the white shirt is holding a white cup. The woman in the blue dress is also holding a white cup. They are sitting on yellow stools. The background shows a blue brick wall and a shelf with several white coffee cups. The overall atmosphere is casual and friendly.
- As such, identifying a location to establish a business that is best suited to cater to the growing Filipino Canadian population in Toronto as a clientele and, at the same time, create employment opportunities for Filipinos may be a consideration when planning to build a business in the area.





Foursquare and Language in Business Solution



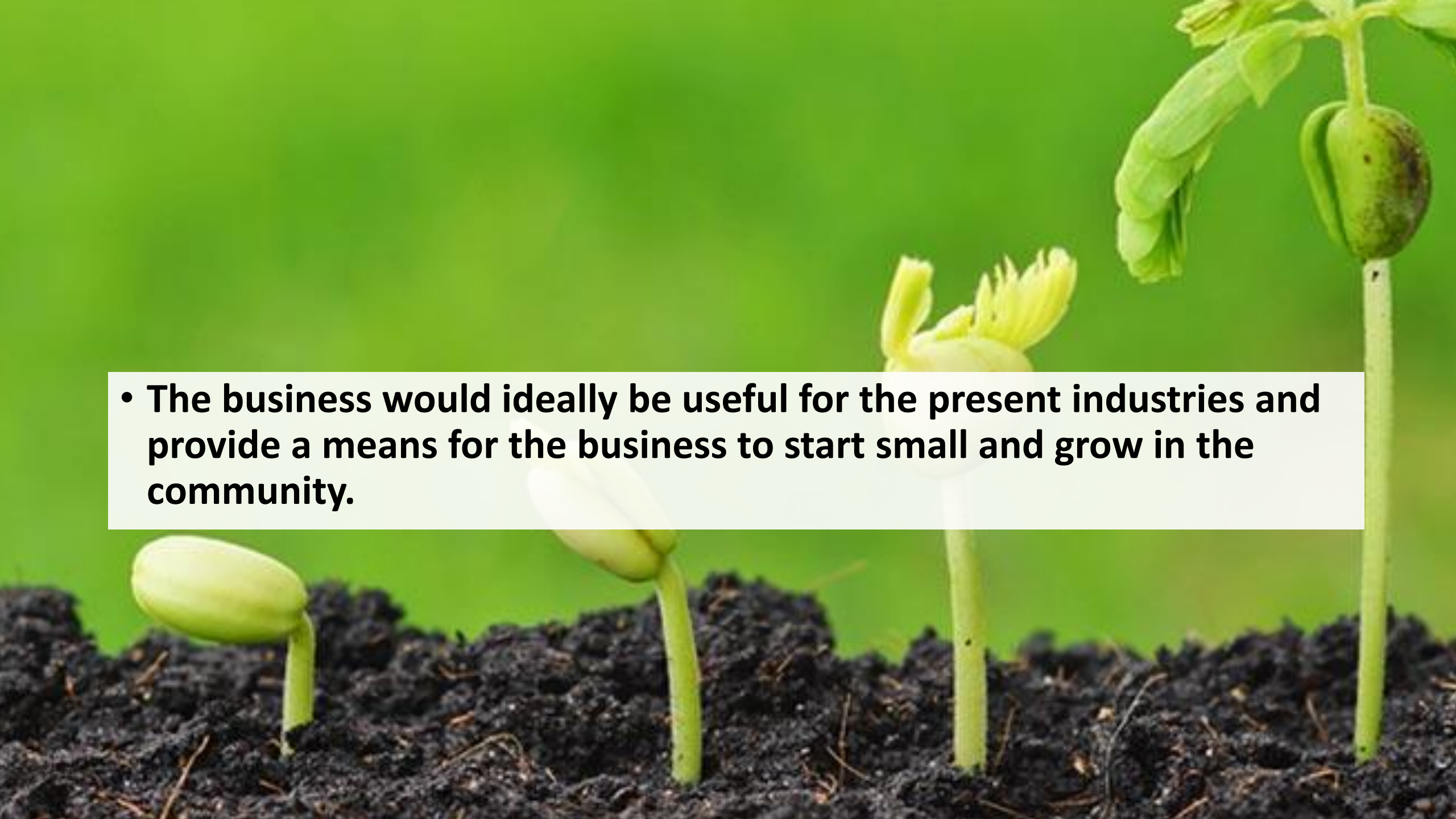
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- The background of the slide is an aerial map of Toronto, Ontario, Canada. The map is overlaid with a grid of small, colored dots. The dots are colored in shades of purple, blue, and red, representing different visible minority groups. The density of the dots is higher in certain areas, particularly in the central and eastern parts of the city, indicating higher population concentrations. The map is titled 'Toronto Visible Minority' in the bottom right corner.
- **Using Foursquare, identification of the location that have the largest population of Filipinos thru locating areas with the largest number of Filipino speaking population and identifying the industries present in the said location may be useful in planning the kind of business to introduce in the area.**

## **Toronto** **Visible Minority**

There is 1 dot in this map for each person in the Toronto area. The dots are coloured based on visible minority status and based on the 2011 Canada Census data.

● White  
● Asian



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- A photograph showing four bean plants in a row, growing from dark soil against a bright green background. From left to right, the plants are at different stages: a seedling with a large, curved cotyledon; a seedling with a small stem and a closed flower bud; a seedling with a taller stem and a partially open yellow flower; and a seedling with a tall stem, a fully open yellow flower, and a large, developing green pod.
- The business would ideally be useful for the present industries and provide a means for the business to start small and grow in the community.





# The Utility of Data Science in Locating Potential thru Language



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- An aerial photograph of a city, likely Toronto, is shown with a semi-transparent blue overlay. A white rectangular text box is positioned in the center-left of the image. In the bottom right corner, there is a title and a legend for a map.
- **Toronto was evaluated by population size per neighborhood, average income per neighborhood, and languages spoken per neighborhood.**

## **Toronto**

### **Visible Minorities**

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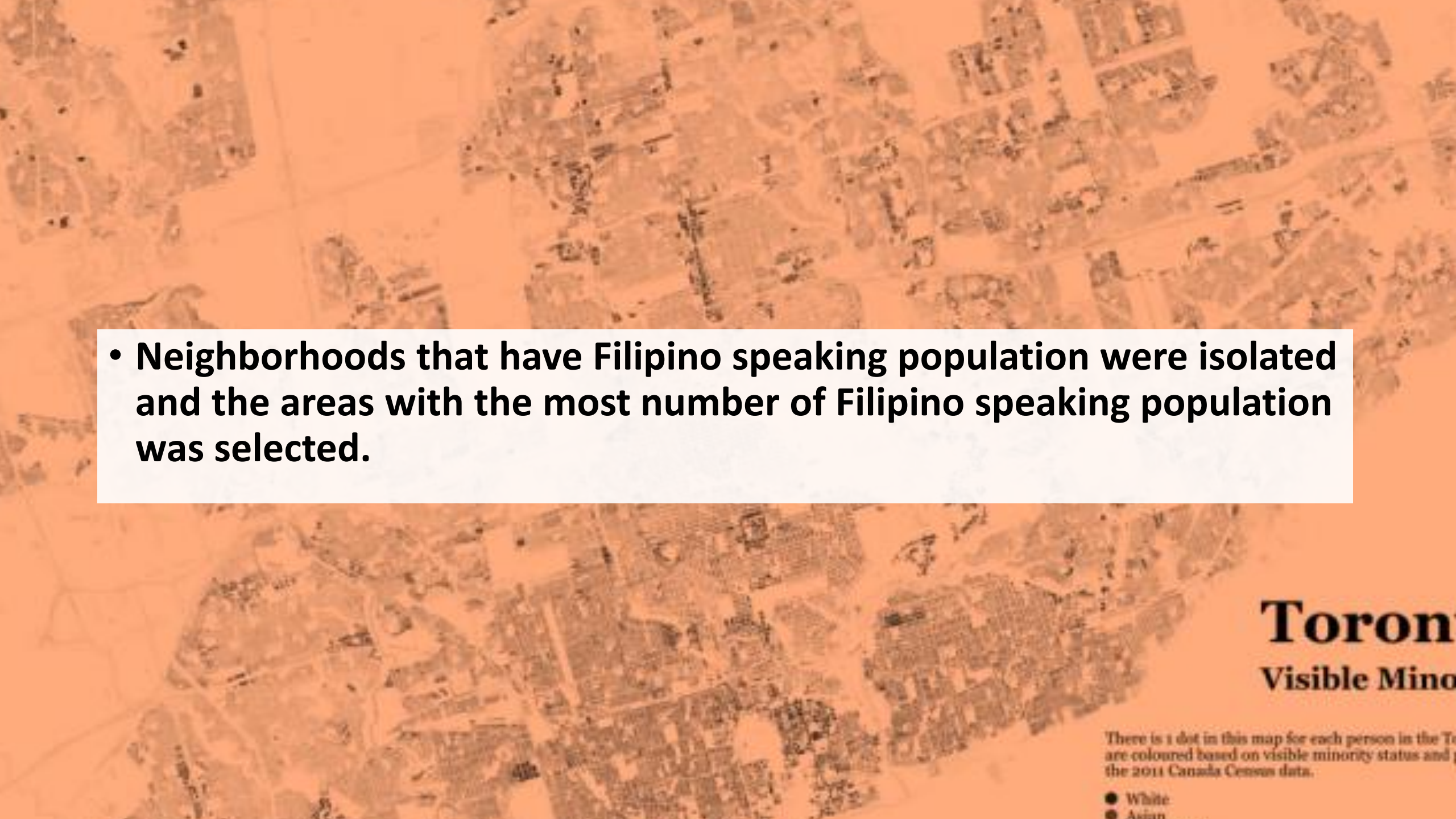






Neighbourhood	Population	Density (people/km2)	Average Income	Percentage	Language
Agincourt	44577	3580	25750	19.3	Cantonese
Alderwood	11656	2360	35239	06.2	Polish
Bathurst Manor	14945	3187	34169	09.5	Russian
Bayview Village	12280	2966	46752	08.4	Cantonese
Bedford Park	13749	6057	80827	00.7	Greek
Birch Cliff	12266	3525	48965	00.9	Unspecified Chinese
Brockton	9039	8217	27260	19.9	Portuguese
Cabbagetown	11120	7943	50398	01.6	Unspecified Chinese
Church and Wellesley	13397	24358	37653	01.8	Spanish
Clairlea	11104	3102	33392	04.3	Filipino
Cliffcrest	14531	2073	38182	01.5	Tamil
Cliffside	9386	3831	32701	02.3	Cantonese
Davisville	23727	7556	55735	01.5	Persian
Deer Park	15165	10387	80704	01.1	Russian
Dorset Park	14189	3331	26525	09.5	Tamil



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- An aerial photograph of a city, likely Toronto, with a white rectangular text box overlaid in the center-left. The background is a faded orange-brown color.
- **Neighborhoods that have Filipino speaking population were isolated and the areas with the most number of Filipino speaking population was selected.**

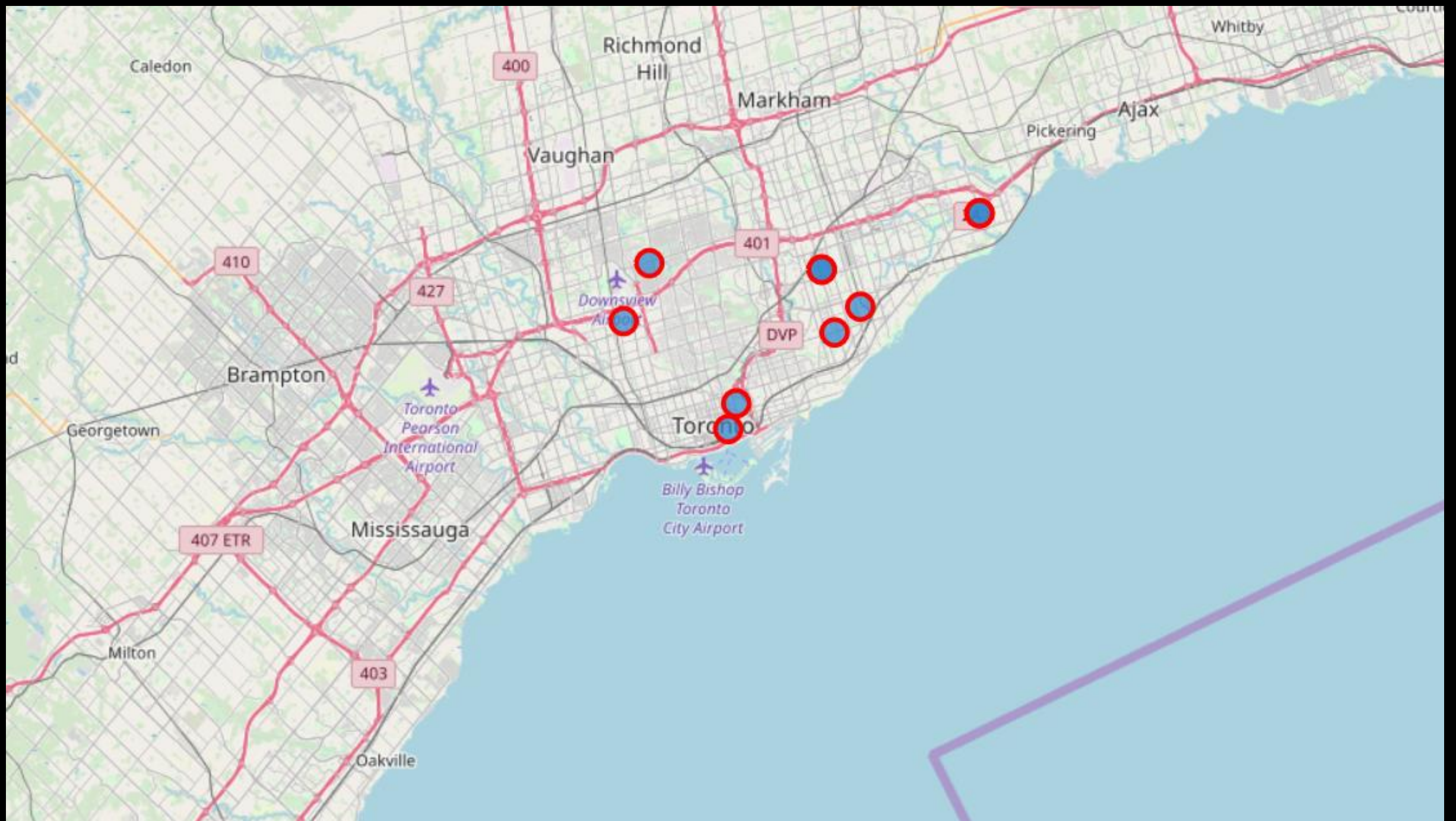
## **Toronto**

### **Visible Minorities**

There is 1 dot in this map for each person in the Toronto area based on visible minority status and the 2011 Canada Census data.

● White  
● Asian







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- An aerial photograph of a city, likely Toronto, with a yellow overlay. A white text box is positioned in the center-left. In the bottom right corner, there is a title and a legend.
- The neighborhoods were evaluated by income type to determine the need for a Filipino community supporting business

## **Toronto**

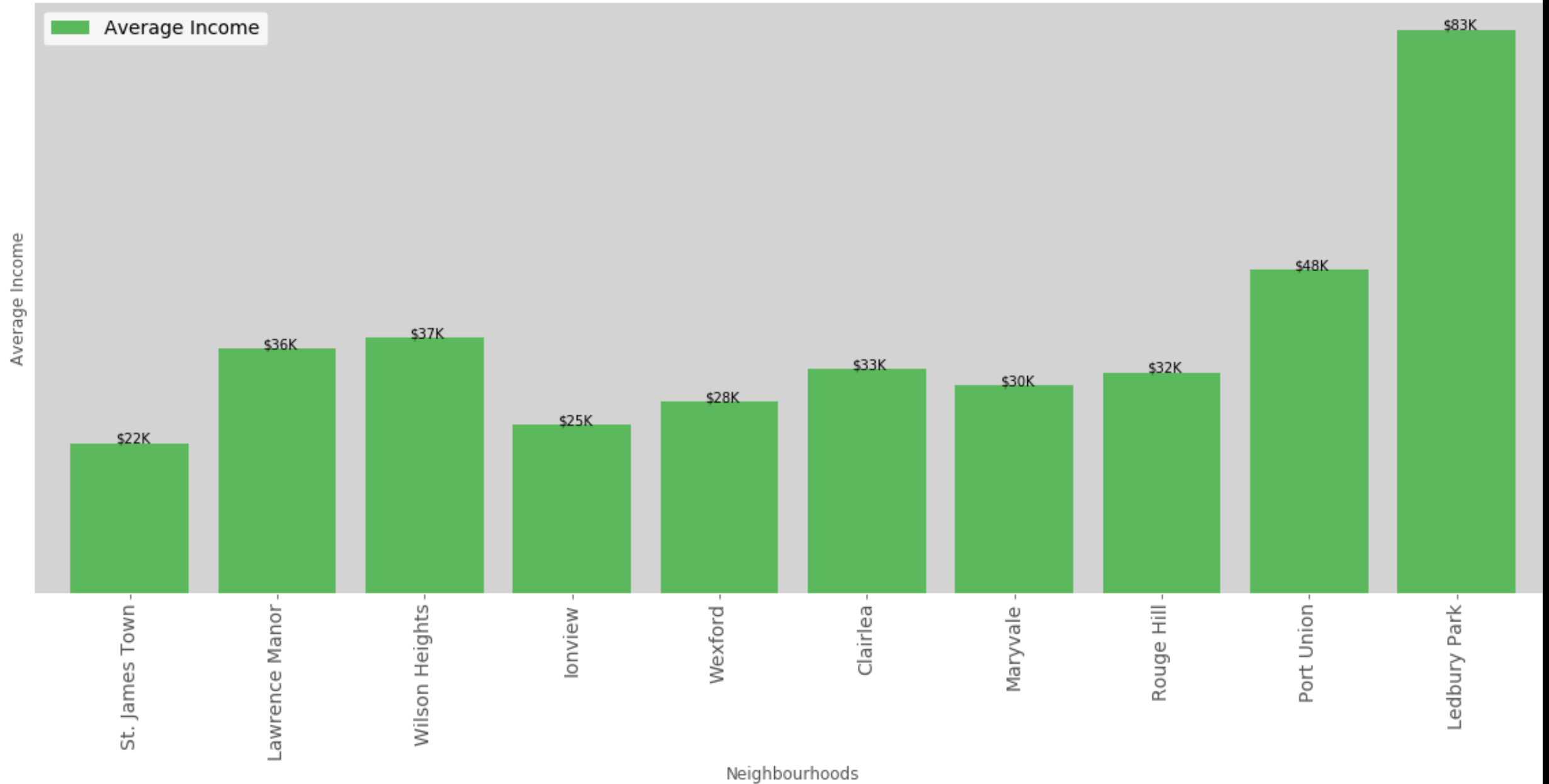
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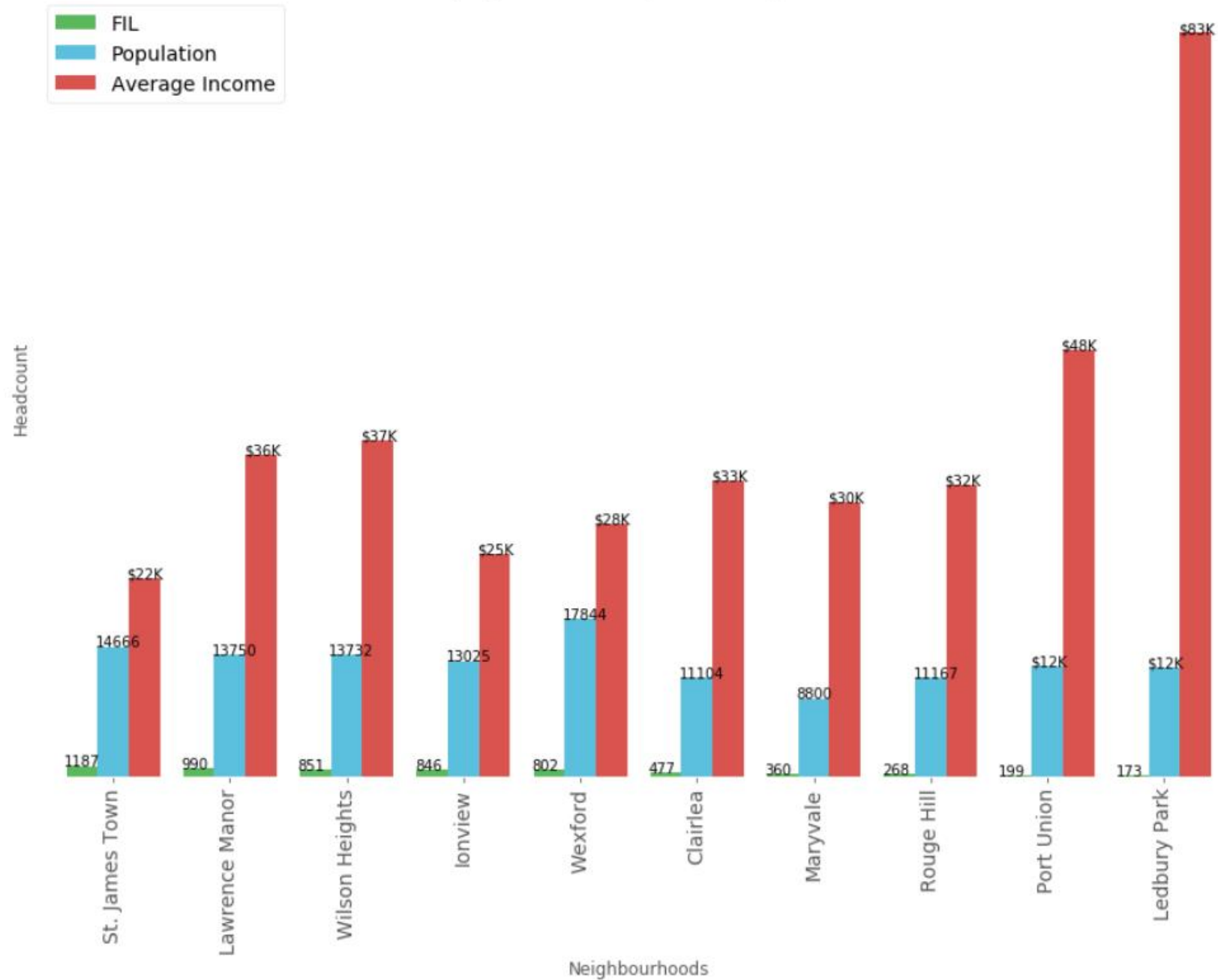


Top 10 highest income neighbourhoods of Toronto with Filipino speaking population





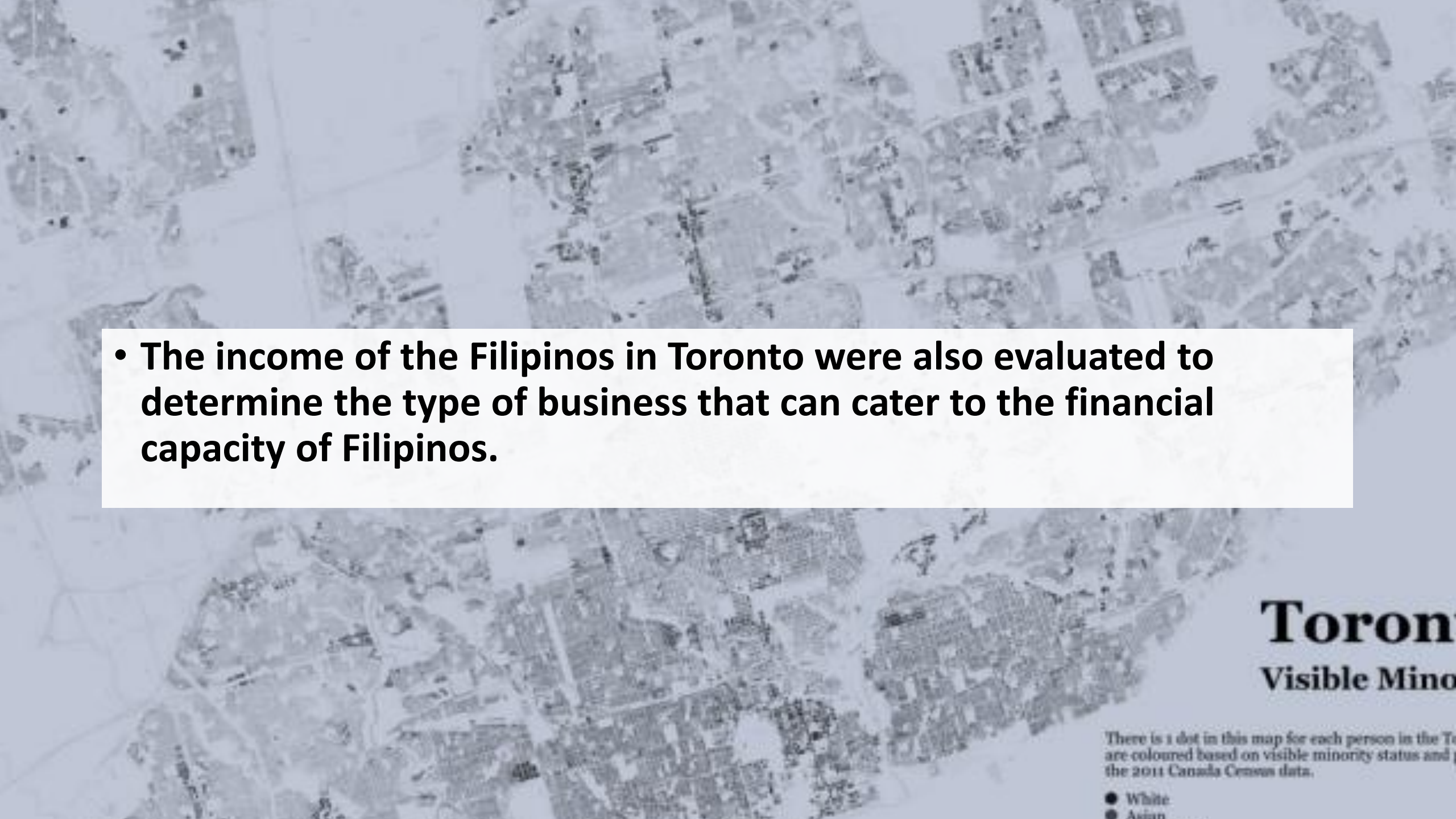
## 10 most populated Filipino neighbourhoods





Postcode	Borough	Neighbourhood	Latitude	Longitude	Population	Density (people/km2)	Average Income	Percentage	Language
M5C	Downtown Toronto	St. James Town	43.651494	-79.375418	14666	63765	22341	08.1	Filipino
M4X	Downtown Toronto	St. James Town	43.667967	-79.367675	14666	63765	22341	08.1	Filipino
M6A	North York	Lawrence Manor	43.718518	-79.464763	13750	6425	36361	07.2	Filipino
M1K	Scarborough	Ionview	43.727929	-79.262029	13025	6714	25078	06.5	Filipino
M3H	North York	Wilson Heights	43.754328	-79.442259	13732	3317	37978	06.2	Filipino
M1R	Scarborough	Wexford	43.750071	-79.295849	17844	2239	28556	04.5	Filipino
M1L	Scarborough	Clairlea	43.711112	-79.284577	11104	3102	33392	04.3	Filipino
M1R	Scarborough	Maryvale	43.750071	-79.295849	8800	3860	30944	04.1	Filipino
M1C	Scarborough	Rouge Hill	43.784535	-79.160497	11167	2878	32858	02.4	Filipino
M1C	Scarborough	Port Union	43.784535	-79.160497	12450	2310	48117	01.6	Filipino



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- An aerial photograph of a residential area in Toronto, showing streets, houses, and trees. A white rectangular text box is overlaid on the left side of the image.
- The income of the Filipinos in Toronto were also evaluated to determine the type of business that can cater to the financial capacity of Filipinos.

## Toronto

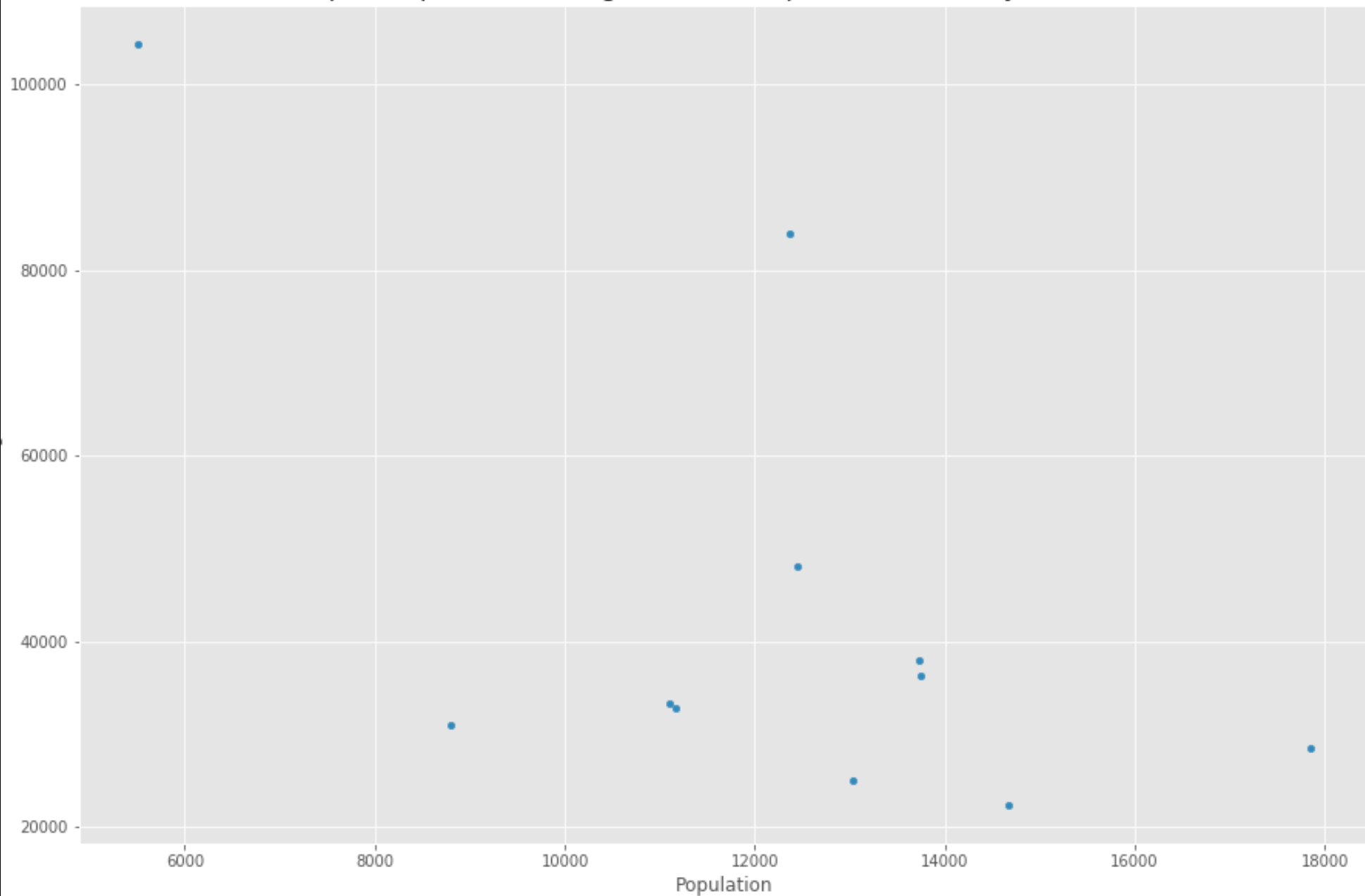
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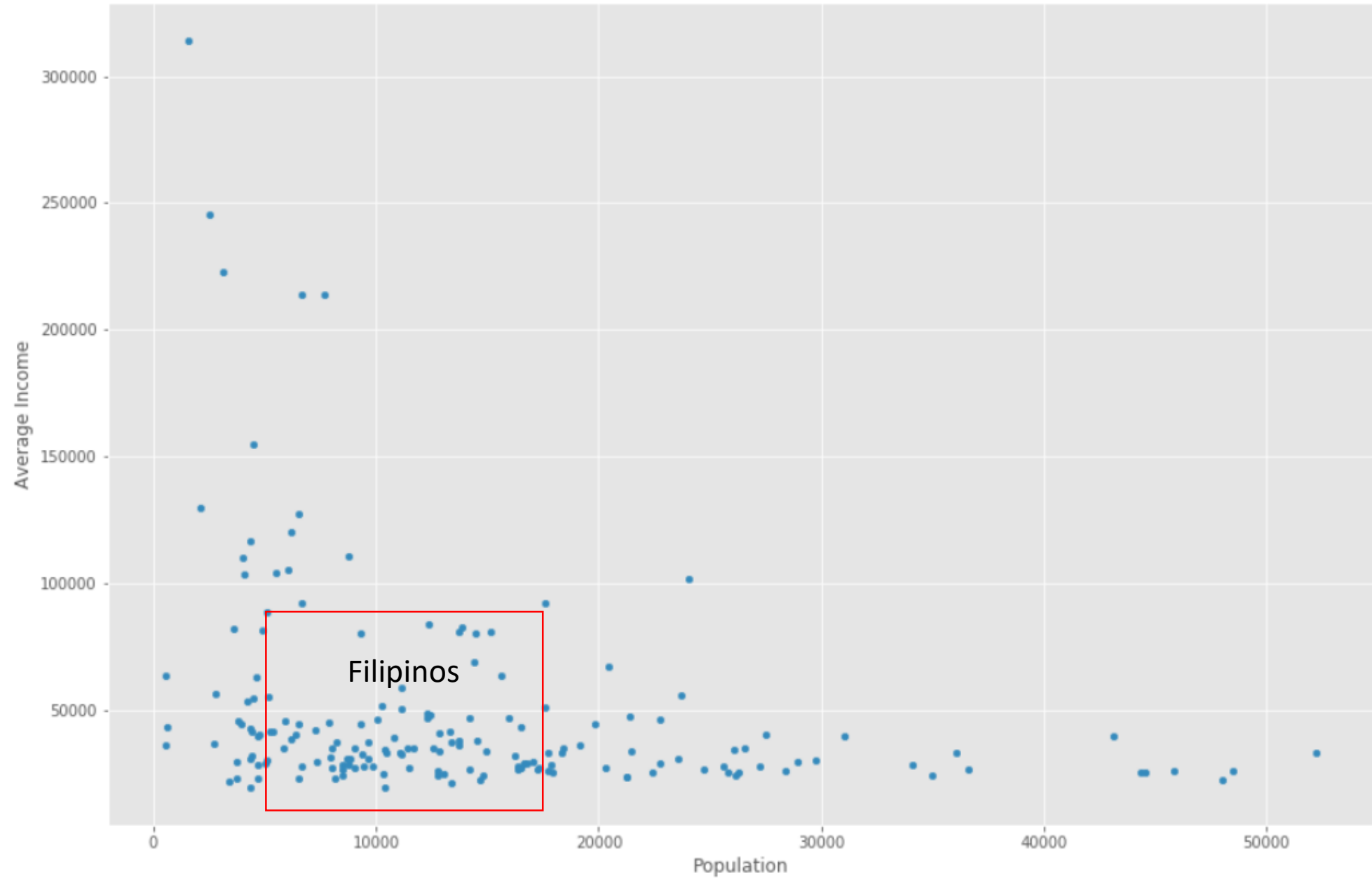


Filipino Population Average Income - Population in the city of Toronto



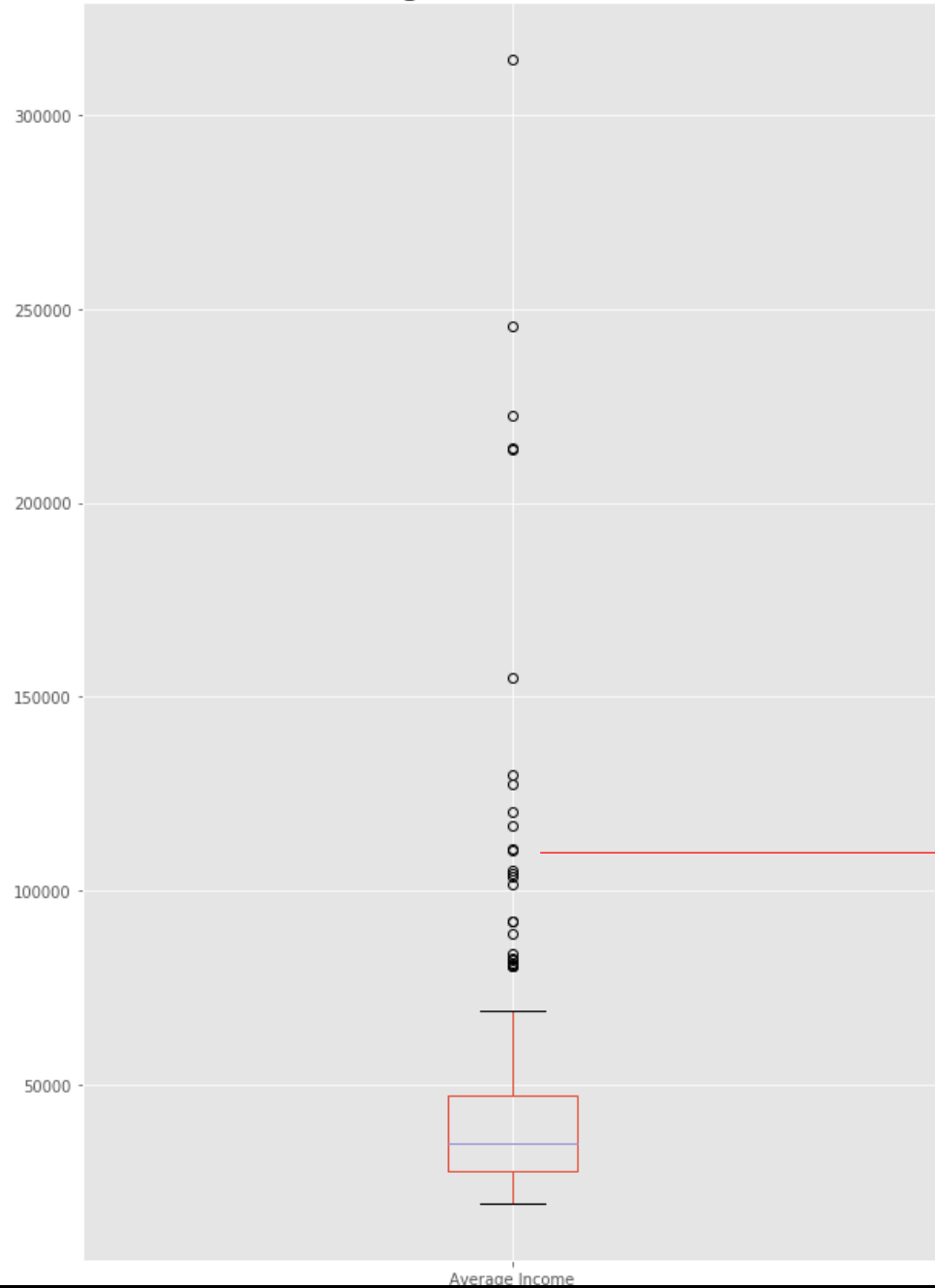


Average Income - Population in the city of Toronto

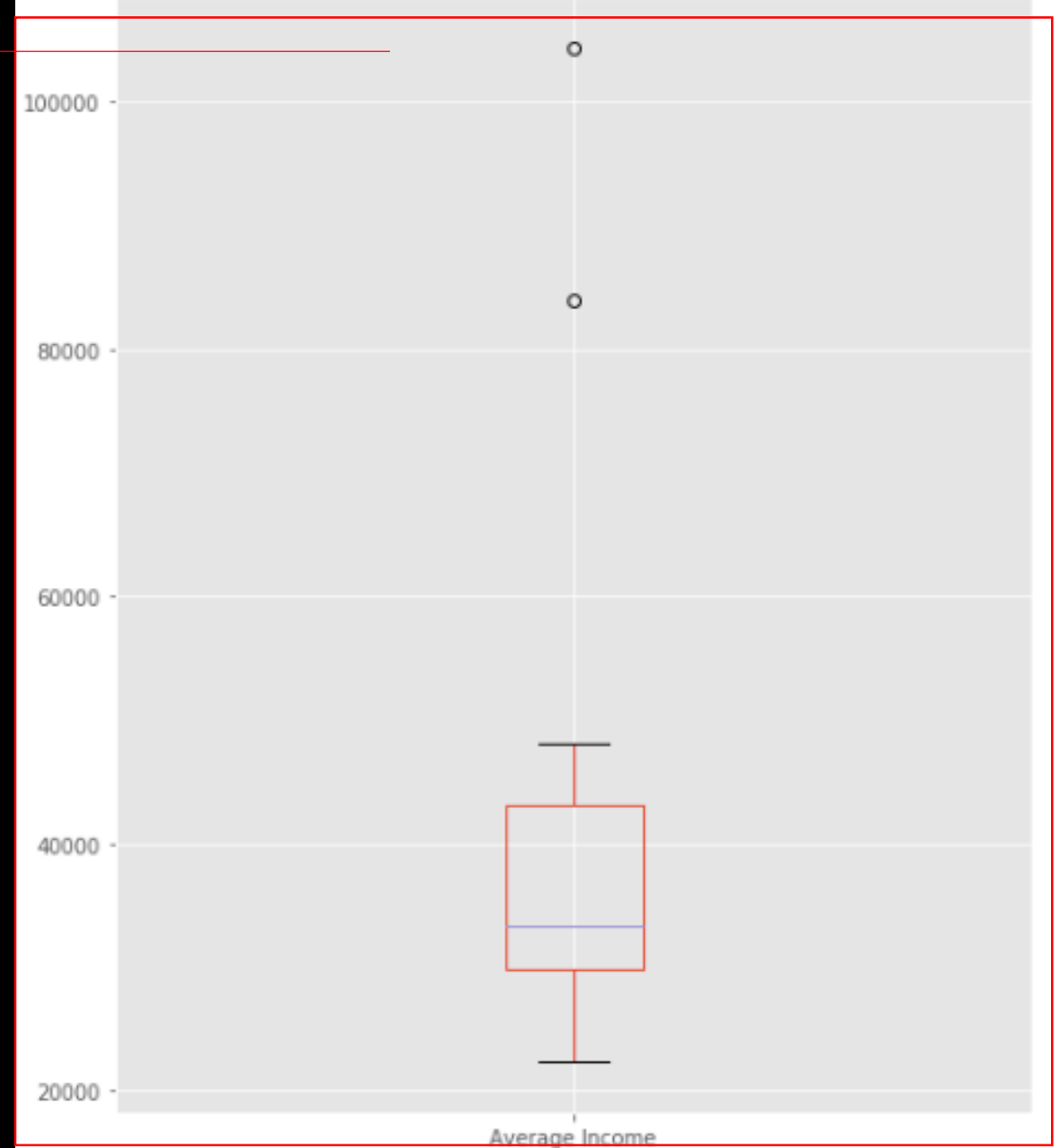




Average Income - Toronto



Filipino Population Average Income - Toronto



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- An aerial photograph of a portion of Toronto, Canada, overlaid with a map showing population density and the distribution of visible minorities. The map uses a color-coded system where darker shades represent higher concentrations of people. A white rectangular box is superimposed over the center of the image, containing a bullet point. In the bottom right corner, there is a title and a legend.
- The most common and least common businesses in the area were identified.

## **Toronto**

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Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
Cabbagetown	Coffee Shop	Restaurant	Park	Indian Restaurant	Bakery	Pub	Pizza Place	Café	Italian Restaurant	Gastropub
Church and Wellesley	Coffee Shop	Japanese Restaurant	Sushi Restaurant	Gay Bar	Burger Joint	Restaurant	Fast Food Restaurant	Mediterranean Restaurant	Dance Studio	Café
Garden District	Clothing Store	Coffee Shop	Cosmetics Shop	Café	Middle Eastern Restaurant	Japanese Restaurant	Theater	Bar	Sandwich Place	Tea Room
Grange Park	Café	Bar	Chinese Restaurant	Vegetarian / Vegan Restaurant	Vietnamese Restaurant	Bakery	Coffee Shop	Mexican Restaurant	Dumpling Restaurant	Burger Joint
Kensington Market	Café	Bar	Chinese Restaurant	Vegetarian / Vegan Restaurant	Vietnamese Restaurant	Bakery	Coffee Shop	Mexican Restaurant	Dumpling Restaurant	Burger Joint
Rosedale	Park	Playground	Trail	Women's Store	Falafel Restaurant	Food & Drink Shop	Flower Shop	Fish Market	Fish & Chips Shop	Filipino Restaurant
St. James Town	Coffee Shop	Restaurant	Café	Park	Bakery	Hotel	Gastropub	Italian Restaurant	Pizza Place	Clothing Store
Toronto Islands	Coffee Shop	Hotel	Aquarium	Café	Italian Restaurant	Scenic Lookout	Pizza Place	Brewery	Sports Bar	Restaurant

Neighborhood	1st Least Common Venue	2nd Least Common Venue	3rd Least Common Venue	4th Least Common Venue	5th Least Common Venue	6th Least Common Venue	7th Least Common Venue	8th Least Common Venue	9th Least Common Venue	10th Least Common Venue
Clairlea	Accessories Store	Optical Shop	New American Restaurant	Movie Theater	Molecular Gastronomy Restaurant	Miscellaneous Shop	Middle Eastern Restaurant	Market	Liquor Store	Latin American Restaurant
Ionview	Accessories Store	Optical Shop	New American Restaurant	Movie Theater	Molecular Gastronomy Restaurant	Miscellaneous Shop	Middle Eastern Restaurant	Metro Station	Market	Liquor Store
Lawrence Manor	Gym	Paper / Office Supplies Store	Optical Shop	New American Restaurant	Movie Theater	Molecular Gastronomy Restaurant	Middle Eastern Restaurant	Metro Station	Market	Liquor Store
Maryvale	Accessories Store	New American Restaurant	Movie Theater	Molecular Gastronomy Restaurant	Miscellaneous Shop	Metro Station	Market	Liquor Store	Latin American Restaurant	Korean Restaurant
Port Union	Accessories Store	Paper / Office Supplies Store	Optical Shop	New American Restaurant	Movie Theater	Molecular Gastronomy Restaurant	Miscellaneous Shop	Middle Eastern Restaurant	Metro Station	Market
Rouge Hill	Accessories Store	Paper / Office Supplies Store	Optical Shop	New American Restaurant	Movie Theater	Molecular Gastronomy Restaurant	Miscellaneous Shop	Middle Eastern Restaurant	Metro Station	Market
St. James Town	Accessories Store	Intersection	Frozen Yogurt Shop	Fried Chicken Joint	Metro Station	Event Space	Miscellaneous Shop	Discount Store	Paper / Office Supplies Store	Convenience Store
Wexford	Accessories Store	New American Restaurant	Movie Theater	Molecular Gastronomy Restaurant	Miscellaneous Shop	Metro Station	Market	Liquor Store	Latin American Restaurant	Korean Restaurant
Wilson Heights	Accessories Store	Miscellaneous Shop	Metro Station	Market	Liquor Store	Latin American Restaurant	Korean Restaurant	Jewelry Store	Jazz Club	Molecular Gastronomy Restaurant



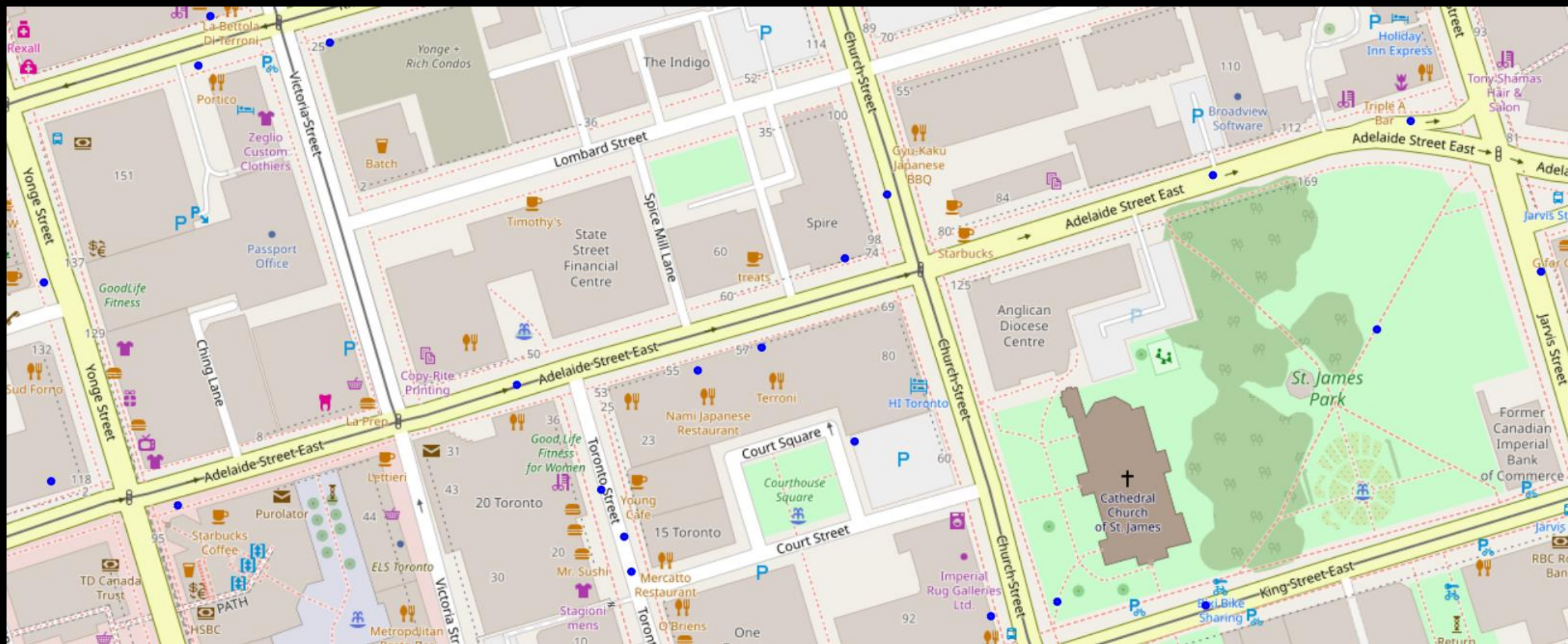
- The topography of the venues with respect to each other were visualized.

## Toronto Visible Minority

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- White
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- The number of food places that may serve Filipino food or may utilize Filipino food-related goods were identified.

## Toronto Visible Minority

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American Restaurant	2
BBQ Joint	2
Bakery	3
Beer Bar	2
Bookstore	1
Breakfast Spot	2
Café	6
Cheese Shop	2
Church	1
Clothing Store	3
Cocktail Bar	3
Coffee Shop	7
Comfort Food Restaurant	1
Concert Hall	1
Cosmetics Shop	3
Creperie	1
Department Store	1
Diner	2
Electronics Store	1
Farmers Market	2
Food Truck	1
Fountain	1
Furniture / Home Store	1
Gastropub	3
German Restaurant	1
Grocery Store	1
Gym	2
Hostel	1
Hotel	5
Ice Cream Shop	1

Japanese Restaurant	2
Jazz Club	1
Korean Restaurant	1
Latin American Restaurant	1
Middle Eastern Restaurant	1
Molecular Gastronomy Restaurant	1
Movie Theater	1
New American Restaurant	1
Optical Shop	1
Park	3
Performing Arts Venue	1
Pizza Place	2
Poke Place	1
Pub	1
Restaurant	6
Salad Place	1
Seafood Restaurant	2
Smoothie Shop	1
Spa	1
Speakeasy	1
Tailor Shop	1
Thai Restaurant	1
Theater	1
Women's Store	1





# Conclusion after Review of Business Types and Volume of Businesses




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- There are many restaurants and dining places. There is no "Filipino Restaurant" in the registry, but "Seafood Restaurant", "Molecular Gastronomy Restaurant", "Restaurant", "Gastropub", "Comfort Food Restaurant", "Food Truck", and "Diner" may serve Filipino food.



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- A person wearing a blue long-sleeved shirt is pushing a metal shopping cart with red handles. The cart is filled with various groceries, including a large head of green lettuce, a red bag, and other items. The background shows blurred shelves of a grocery store.
- **There is only one grocery store, which may be sufficient to cover the area.**



- 
- A glass jar filled with pickled onions and chili peppers sits on a wooden cutting board. Surrounding the jar are fresh ingredients: whole garlic bulbs, a red chili pepper, and several sliced red chili peppers. A metal lid and a wooden pestle are also visible on the board. The background is dark, making the ingredients stand out.
- A good type of business to introduce in the area that can be put up by and may cater to Filipinos is a supplier type of business for restaurants and grocery stores who would like to serve Filipino food in their menu.





- A web-based and/or app-based registry for foodies, critiques, or bloggers to identify the presence of Filipino food that will identify food types served in relatively ambiguous-named dining locations such as "Seafood Restaurant", "Molecular Gastronomy Restaurant", "Restaurant", "Gastropub", "Comfort Food Restaurant", "Food Truck", and "Diner", may also be a good venture.







**EAT**

- A Filipino food guide registry is a good way of connecting food places and such type of business as a "food guide/ review" food cities may consolidate the information and may be used as a city or neighborhood guide for people who visit the area and to improve tourism by way of diversity.



**DRINK**



**EAT**



**DRINK**





The End