



# AN AFGHAN RESTAURANT IN TORONTO

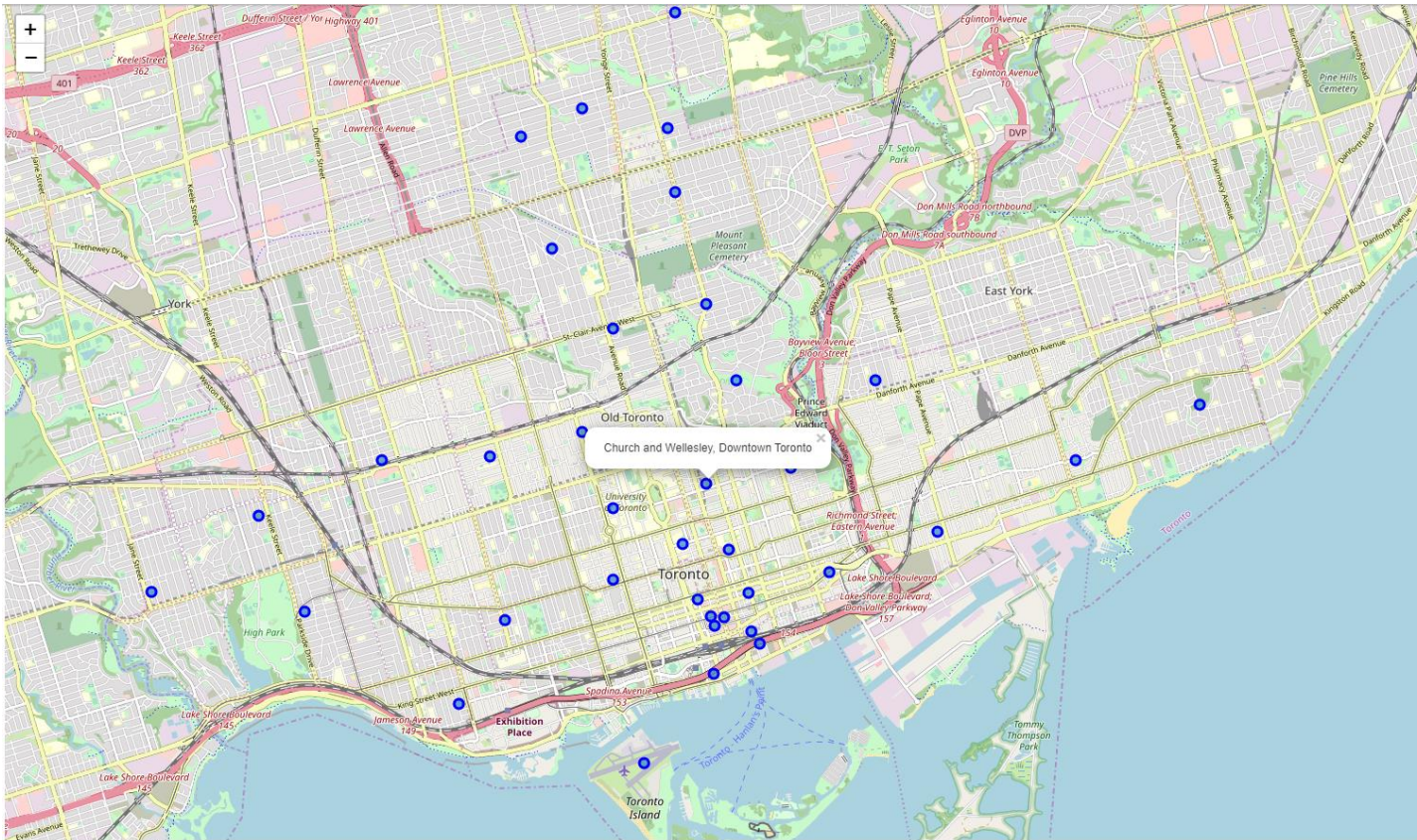
# IMMIGRANT GROUPS TEND TO FOSTER BUSINESSES EXPRESSING THEIR CULTURAL HERITAGE

- There are approx. 20,000 Afghan-Canadians in the Toronto area
- There is only one Afghan restaurant in Toronto to serve their culinary needs
- Supporting these communities helps bridge cultural divides
- It is important to support capital investments into small businesses, especially those for vulnerable populations such as minority groups and immigrants

# DATA ACQUISITION AND CLEANING

- Venue data for neighborhoods retrieved from Foursquare API
- Postal code and location data web-scraped from [Wikipedia](#)
- Demographic and economic information collected from [Toronto Open Data Portal](#)
- Null, irrelevant, or duplicated features were dropped
- Cleaned data contained neighborhoods, location data (Lat/long), 10 decile income information, and values on the number of Afghans living in each neighborhood

# CURRENT RESTAURANT LOCATIONS



- Church and Wellesley in Downtown Toronto has the only Afghan restaurant based on Foursquare Data joined with the location data

# POTENTIAL LOCATIONS

|                                  | 0   | 1                                      | 2                    | 3                    | 4                   | 5                    | 6                   | 7                                   | 8                   | 9                     | 10                   | 11                  | 12                | 13     |
|----------------------------------|---|--|----------------------|----------------------|---------------------|----------------------|---------------------|-------------------------------------|---------------------|-----------------------|----------------------|---------------------|-------------------|--------|
| Characteristic                   | Total - Economic family income decile group fo... | In the bottom half of the distribution | In the bottom decile | In the second decile | In the third decile | In the fourth decile | In the fifth decile | In the top half of the distribution | In the sixth decile | In the seventh decile | In the eighth decile | In the ninth decile | In the top decile | Afghan |
| Lawrence Park North              | 14,555  | 2,780                                  | 770                  | 485                  | 415                 | 510                  | 605                 | 11,775                              | 705                 | 890                   | 1,195                | 2,040               | 6,955             | 0      |
| Leaside-Bennington               | 16,645  | 3,385                                  | 885                  | 630                  | 610                 | 595                  | 655                 | 13,265                              | 845                 | 1,080                 | 1,335                | 2,035               | 7,965             | 0      |
| Long Branch                      | 10,065  | 5,265                                  | 1,340                | 1,070                | 965                 | 920                  | 970                 | 4,790                               | 870                 | 900                   | 875                  | 1,060               | 1,095             | 0      |
| Maple Leaf                       | 9,865   | 5,910                                  | 965                  | 1,310                | 1,375               | 1,185                | 1,070               | 3,945                               | 895                 | 895                   | 705                  | 750                 | 710               | 0      |
| ...                              | ...   | ...                                    | ...                  | ...                  | ...                 | ...                  | ...                 | ...                                 | ...                 | ...                   | ...                  | ...                 | ...               | ...    |
| South Parkdale                   | 20,655  | 14,680                                 | 4,720                | 3,470                | 2,565               | 2,115                | 1,815               | 5,965                               | 1,420               | 1,365                 | 1,165                | 1,040               | 995               | 90     |
| Willowdale East                  | 50,255  | 28,045                                 | 12,600               | 4,985                | 3,855               | 3,285                | 3,315               | 22,210                              | 3,365               | 3,620                 | 3,840                | 4,990               | 6,425             | 95     |
| Newtonbrook West                 | 23,625  | 15,320                                 | 4,955                | 3,305                | 2,765               | 2,315                | 1,985               | 8,305                               | 1,900               | 1,675                 | 1,480                | 1,540               | 1,715             | 95     |
| Humber Summit                    | 12,410  | 8,210                                  | 1,600                | 1,845                | 1,830               | 1,590                | 1,345               | 4,195                               | 1,185               | 1,040                 | 930                  | 680                 | 355               | 95     |
| Willowridge-Martingrove-Richview | 22,150  | 10,895                                 | 2,005                | 2,450                | 2,295               | 2,120                | 2,030               | 11,255                              | 2,145               | 2,080                 | 2,180                | 2,475               | 2,370             | 95     |

- 4 neighborhoods tied for the most number of Afghan-Canadians at 95 persons
- Only the Willowridge-Martingrove-Richview neighborhood had more persons in the top 5 income deciles than the bottom, making it the wealthiest neighborhood with a high Afghan population

# CONCLUSION AND RECOMMENDATION

- Based on the data, Willowridge-Martingrove-Richview had the highest number of Afghans as well as the most wealth, making it the neighborhood most suited for an Afghan restaurant
- However, due to the low population in general of Afghan Canadians, as well as the even distribution among income categories (almost 50-50 split), I would not recommend investment to open an Afghan restaurant in Toronto at this time