

# Toronto and NYC

Best Fit Boroughs  
by Yamar Ba

Suppose a new up and coming luxury boutique store selling designer clothes based in Los Angeles would like to expand its store locations to New York City and Toronto. The company would like to open locations in upper middle class to affluent communities. They also want to be positioned in high population areas.

So, which boroughs should the boutique consider?

# Boroughs

## Toronto

- Etobicoke
- Scarborough
- York
- East York
- North York

## New York City

- The Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

Which one's are the best fit?  
Let's look at their populations  
and Average Income.

# Boroughs

## Toronto

Population/ Avg. Income

- Etobicoke 345,000 / \$95,355
- Scarborough 632,098 / \$89,985
- York 44,132 / \$87,985
- East York 118,071 / \$89,215
- North York 655,913 / \$132,447

## New York City

Population/ Avg. Income

- The Bronx 1,471,160 / \$62,453
- Brooklyn 2,645,771 / \$80,446
- Manhattan 1,664,727 / \$124,909
- Queens 2,358,582 / \$76,508
- Staten Island 479,458 / \$96,389

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North York and Manhattan  
are the best fit.