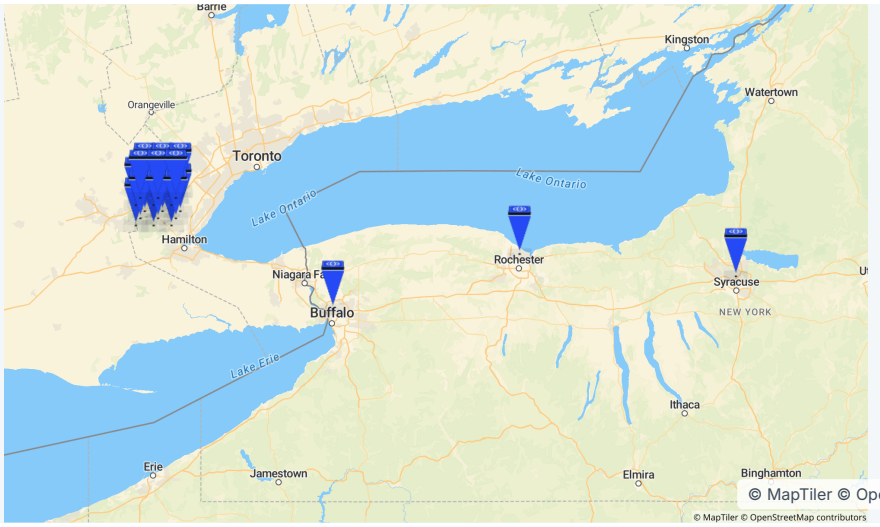
RESEARCH · ANALYSIS · DECISIONS

Preliminary market research

Canada & cross-border teams | Research brief

A cross-border evidence brief with separate country scorecards and clear comparison limits.



PROJECT
Showcase · Canada & cross-border teams

PREPARED FOR
—

GENERATED
Nov 03, 2026 · 02:37 UTC

REPORT GUIDE

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About this report

Prepared from saved project evidence. Measurements, estimates, source periods, and limitations accompany the findings so the results can be reviewed.

Evidence prepared: Nov 03, 2026 · 02:36 UTC · Reference 21148488

01 — OVERVIEW

Executive summary

Explore Canadian and U.S. expansion evidence while preserving the geography, units and periods that make each observation meaningful. Country rankings remain separate. Canadian 2016–2021 population change is not comparable to U.S. annual growth; currencies and geography levels are not silently combined.

Scores describe the saved factors only. Customer willingness to pay, available premises and financial return are not established. Unsupported criteria remain unknown.

02 — SAVED EVIDENCE

Multi-market comparison

Each value retains its original geography and source. Scores from different models or trade areas are not a shared ranking. No totals or medians are combined.

SAVED SOURCE	EVALUATED / RETURNED	MODEL
Canada & cross-border teams · reviewed ranking	5 / 5	Canada & cross-border teams · Custom priorities
New York · separate U.S. scorecard	5 / 5	New York · U.S. comparison · Custom priorities
Great Lakes / Ontario and New York · published market comparison	5 / 5	Canada & cross-border teams · Custom priorities
New York counties · separate U.S. comparison	5 / 5	New York · U.S. comparison · Custom priorities

Only available whole-market measurements with matching units, source period, geography type and method are compared below. Site trade areas and unavailable or incompatible evidence remain in the individual source sections.

Population, 2021

Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · 2021 · census_subdivision · published observation

MARKET	SAVED ANALYSIS	VALUE (COUNT)
Toronto	Canada & cross-border teams · reviewed ranking	2,794,356
Hamilton	Canada & cross-border teams · reviewed ranking	11,059
London	Canada & cross-border teams · reviewed ranking	422,324
Kitchener	Canada & cross-border teams · reviewed ranking	256,885
Windsor	Canada & cross-border teams · reviewed ranking	229,660
Toronto	Great Lakes / Ontario and New York · published market comparison	2,794,356

MARKET	SAVED ANALYSIS	VALUE (COUNT)
Hamilton	Great Lakes / Ontario and New York · published market comparison	11,059
London	Great Lakes / Ontario and New York · published market comparison	422,324
Kitchener	Great Lakes / Ontario and New York · published market comparison	256,885
Windsor	Great Lakes / Ontario and New York · published market comparison	229,660

Population percentage change, 2016 to 2021

Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · 2021 · census_subdivision · published observation

MARKET	SAVED ANALYSIS	VALUE (PERCENT)
Toronto	Canada & cross-border teams · reviewed ranking	2.3
Hamilton	Canada & cross-border teams · reviewed ranking	1.1
London	Canada & cross-border teams · reviewed ranking	10
Kitchener	Canada & cross-border teams · reviewed ranking	10.1
Windsor	Canada & cross-border teams · reviewed ranking	5.7
Toronto	Great Lakes / Ontario and New York · published market comparison	2.3
Hamilton	Great Lakes / Ontario and New York · published market comparison	1.1
London	Great Lakes / Ontario and New York · published market comparison	10
Kitchener	Great Lakes / Ontario and New York · published market comparison	10.1
Windsor	Great Lakes / Ontario and New York · published market comparison	5.7

Total Population

Census Bureau · acs · 2020–2024 · county · published

MARKET	SAVED ANALYSIS	VALUE (PEOPLE)
Allegany	New York · separate U.S. scorecard	47,159
Cattaraugus	New York · separate U.S. scorecard	76,145
Chautauqua	New York · separate U.S. scorecard	125,544
Erie	New York · separate U.S. scorecard	950,622
Genesee	New York · separate U.S. scorecard	57,787
Allegany	New York counties · separate U.S. comparison	47,159
Cattaraugus	New York counties · separate U.S. comparison	76,145
Chautauqua	New York counties · separate U.S. comparison	125,544
Erie	New York counties · separate U.S. comparison	950,622
Genesee	New York counties · separate U.S. comparison	57,787

Population Growth

Census Bureau · population · 2025 · county · published

MARKET	SAVED ANALYSIS	VALUE (PERCENT)
Allegany	New York · separate U.S. scorecard	-0.05
Cattaraugus	New York · separate U.S. scorecard	-0.08
Chautauqua	New York · separate U.S. scorecard	-0.46
Erie	New York · separate U.S. scorecard	-0.11
Genesee	New York · separate U.S. scorecard	-0.02
Allegany	New York counties · separate U.S. comparison	-0.05
Cattaraugus	New York counties · separate U.S. comparison	-0.08

MARKET	SAVED ANALYSIS	VALUE (PERCENT)
Chautauqua	New York counties · separate U.S. comparison	-0.46
Erie	New York counties · separate U.S. comparison	-0.11
Genesee	New York counties · separate U.S. comparison	-0.02

03 — DECISION OVERVIEW

Candidate comparison · Canada & cross-border teams · reviewed ranking

Candidate overview

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
1 · Toronto	66.13 / 100 Rank 1	exploratory Leading factor: Population, 2021	Not evaluated
2 · Hamilton	3.6 / 100 Rank 5	exploratory Leading factor: Population percentage change, 2016 to 2021	Not evaluated
3 · London	52.01 / 100 Rank 2	exploratory Leading factor: Population percentage change, 2016 to 2021	Not evaluated
4 · Kitchener	42.35 / 100 Rank 3	exploratory Leading factor: Population percentage change, 2016 to 2021	Not evaluated
5 · Windsor	28.98 / 100 Rank 4	exploratory Leading factor: Population percentage change, 2016 to 2021	Not evaluated

04 — DECISION OVERVIEW

Candidate comparison · New York · separate U.S. scorecard

Candidate overview

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
1 · Allegany	2.83 / 100 Rank 5	exploratory Leading factor: Total population	Not evaluated
2 · Cattaraugus	4.57 / 100 Rank 3	exploratory Leading factor: Total population	Not evaluated
3 · Chautauqua	7.53 / 100 Rank 2	exploratory Leading factor: Total population	Not evaluated
4 · Erie	57.04 / 100 Rank 1	exploratory Leading factor: Total population	Not evaluated
5 · Genesee	3.47 / 100 Rank 4	exploratory Leading factor: Total population	Not evaluated

05 — DECISION OVERVIEW

Candidate comparison · Great Lakes / Ontario and New York · published market comparison

Candidate overview

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
1 · Toronto	66.13 / 100 Rank 1	exploratory Leading factor: Population, 2021	Not evaluated
2 · Hamilton	3.6 / 100 Rank 5	exploratory Leading factor: Population percentage change, 2016 to 2021	Not evaluated
3 · London	52.01 / 100 Rank 2	exploratory Leading factor: Population percentage change, 2016 to 2021	Not evaluated
4 · Kitchener	42.35 / 100 Rank 3	exploratory Leading factor: Population percentage change, 2016 to 2021	Not evaluated
5 · Windsor	28.98 / 100 Rank 4	exploratory Leading factor: Population percentage change, 2016 to 2021	Not evaluated

06 — DECISION OVERVIEW

Candidate comparison · New York counties · separate U.S. comparison

Candidate overview

NO. / LOCATION	SCORE / RANK	ASSESSMENT	NEAREST REFERENCE SITE
1 · Allegany	2.83 / 100 Rank 5	exploratory Leading factor: Total population	Not evaluated
2 · Cattaraugus	4.57 / 100 Rank 3	exploratory Leading factor: Total population	Not evaluated
3 · Chautauqua	7.53 / 100 Rank 2	exploratory Leading factor: Total population	Not evaluated
4 · Erie	57.04 / 100 Rank 1	exploratory Leading factor: Total population	Not evaluated
5 · Genesee	3.47 / 100 Rank 4	exploratory Leading factor: Total population	Not evaluated

07 — STUDY GEOGRAPHY

Location atlas

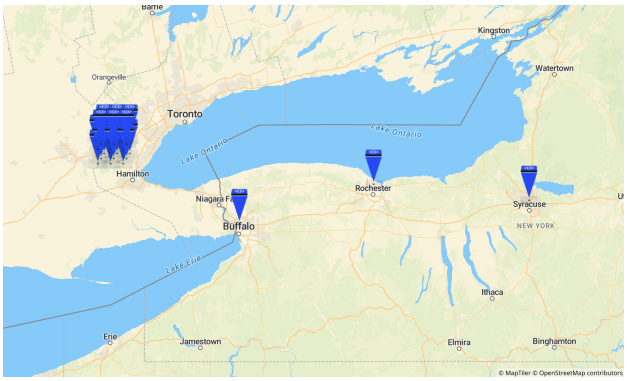

Figure 1 · Project GEODs · 1–21 of 21 · location register below
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

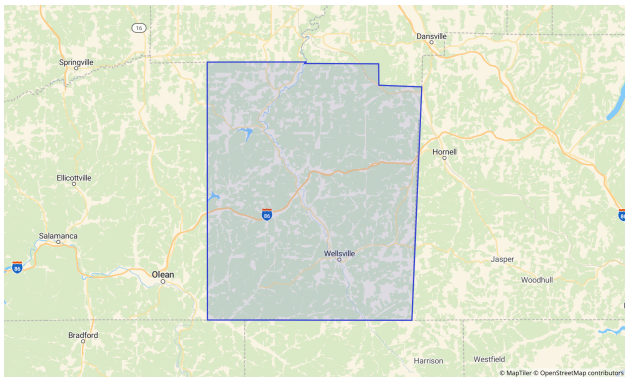

Figure 2 · · Allegany · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

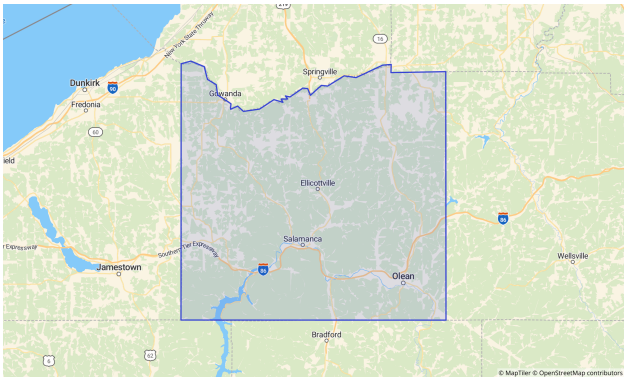

Figure 3 · · Cattaraugus · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

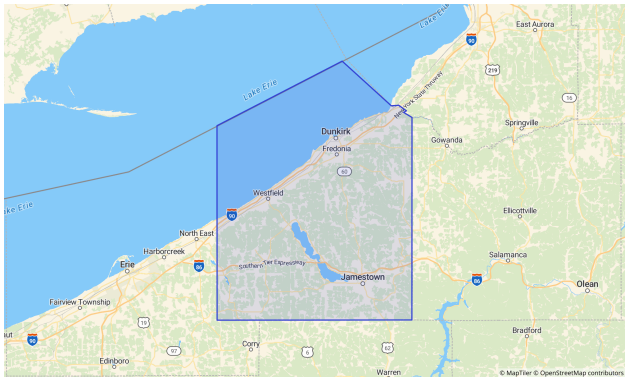

Figure 4 · · Chautauqua · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

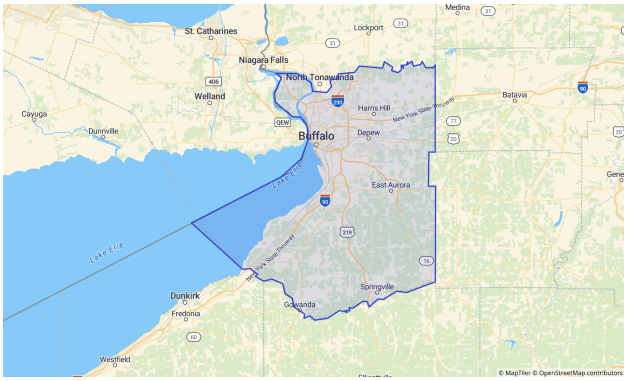

Figure 5 · · Erie · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

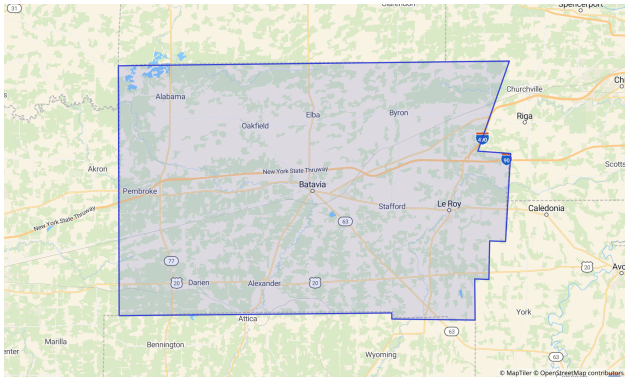

Figure 6 · · Genesee · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

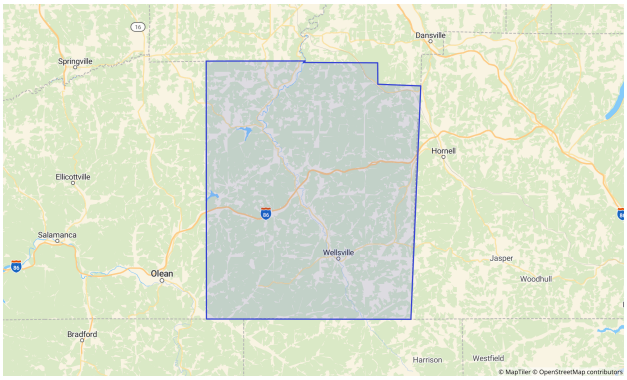

Figure 7 · · Allegany · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

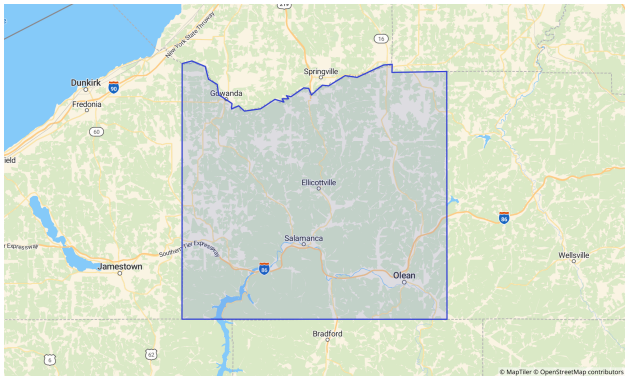

Figure 8 · · Cattaraugus · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

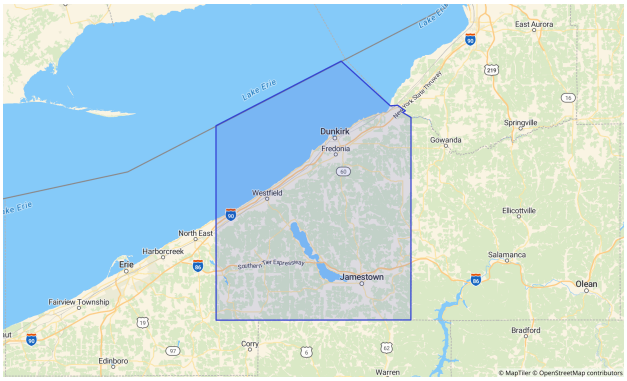

Figure 9 · · Chautauqua · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

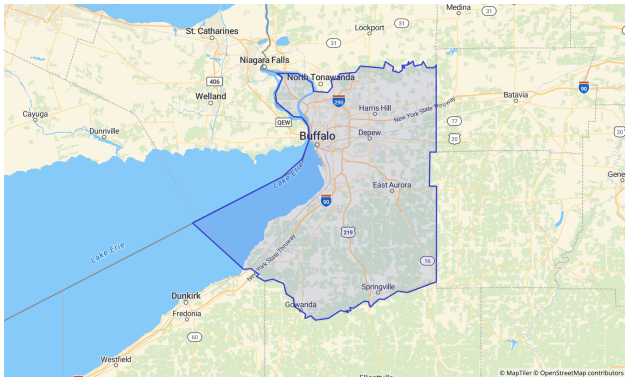

Figure 10 · · Erie · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

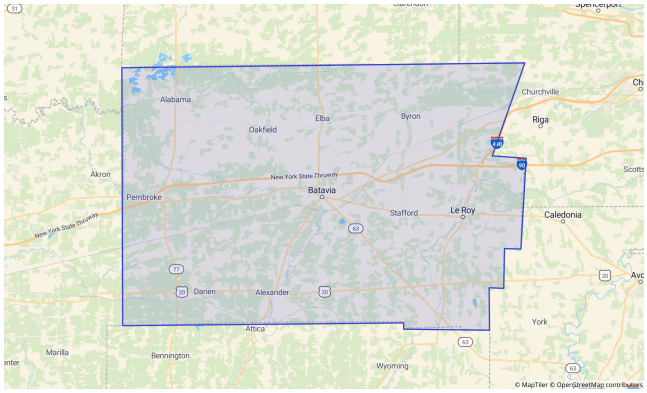

Figure 11 · · Genesee · 3.0-mile radius
© MapTiler © OpenStreetMap contributors. GEOD symbols mark locations; outlines show saved boundaries.

08 — PROJECT LOCATIONS

GEOD location register

21 GEODs · All active project GEODs. Captured Nov 03, 2026 · 02:36 UTC.

These are saved project records. Inclusion does not imply that a site was shortlisted or that a property is available.

GEOD / LOCATION	ROLE	COORDINATES
1 · Buffalo · illustrative U.S. reference	Prospective site	42.890000, -78.870000
2 · Candidate planning references 01	Prospective site	43.300000, -80.200000
3 · Candidate planning references 02	Prospective site	43.300000, -80.080000
4 · Candidate planning references 03	Prospective site	43.300000, -79.960000
5 · Candidate planning references 04	Prospective site	43.400000, -80.200000
6 · Candidate planning references 05	Prospective site	43.400000, -80.080000
7 · Candidate planning references 06	Prospective site	43.400000, -79.960000
8 · Community & context references 01	Unclassified	43.370000, -80.140000
9 · Community & context references 02	Unclassified	43.370000, -80.020000
10 · Community & context references 03	Unclassified	43.370000, -79.900000
11 · Community & context references 04	Unclassified	43.470000, -80.140000
12 · Community & context references 05	Unclassified	43.470000, -80.020000
13 · Community & context references 06	Unclassified	43.470000, -79.900000
14 · Existing footprint 01	Existing location	43.335000, -80.170000
15 · Existing footprint 02	Existing location	43.335000, -80.050000
16 · Existing footprint 03	Existing location	43.335000, -79.930000
17 · Existing footprint 04	Existing location	43.435000, -80.170000
18 · Existing footprint 05	Existing location	43.435000, -80.050000
19 · Existing footprint 06	Existing location	43.435000, -79.930000
20 · Rochester · illustrative U.S. reference	Prospective site	43.160000, -77.610000
21 · Syracuse · illustrative U.S. reference	Prospective site	43.050000, -76.150000

09 — PROJECT INTELLIGENCE

Custom priorities and market comparison

The weights and fixed anchors are illustrative, editable planning assumptions. Required criteria remain distinct from the score.

> Assessment completeness: ● Unknown (not recorded) .

Canada & cross-border teams · reviewed ranking

Analysis date: Nov 03, 2026 · 01:53 UTC

Scoring model: Canada & cross-border teams · Custom priorities · published whole-market measurements

Qualification geography: published whole markets

Ca:ca-population:98100002:1 · required · at least · minimum 100,000 count

Toronto

Score: 66.13 / 100 · rank: 1 · Requirements: Exploratory · Weight coverage: 100%

· TORONTO · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Population, 2021 Weight 60.0% · contribution 60 points · higher is better · anchors 0 to 1,000,000	2,794,356	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 Weight 40.0% · contribution 6.13 points · higher is better · anchors 0 to 15	2.3	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population, 2021 CA:ca-population:98100002:1	2,794,356	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 CA:ca-population:98100002:3	2.3	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation

Ca:ca-population:98100002:1: unknown · No complete, compatible measurement for this criterion.

Hamilton

Score: 3.6 / 100 · rank: 5 · Requirements: Exploratory · Weight coverage: 100%

· HAMILTON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Population, 2021 Weight 60.0% · contribution 0.66 points · higher is better · anchors 0 to 1,000,000	11,059	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 Weight 40.0% · contribution 2.93 points · higher is better · anchors 0 to 15	1.1	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population, 2021 CA:ca-population:98100002:1	11,059	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 CA:ca-population:98100002:3	1.1	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation

Ca:ca-population:98100002:1: unknown · No complete, compatible measurement for this criterion.

London

Score: 52.01 / 100 · rank: 2 · Requirements: Exploratory · Weight coverage: 100%

· LONDON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Population, 2021 Weight 60.0% · contribution 25.34 points · higher is better · anchors 0 to 1,000,000	422,324	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 Weight 40.0% · contribution 26.67 points · higher is better · anchors 0 to 15	10	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population, 2021 CA:ca-population:98100002:1	422,324	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 CA:ca-population:98100002:3	10	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation

Ca:ca-population:98100002:1: unknown · No complete, compatible measurement for this criterion.

Kitchener

Score: 42.35 / 100 · rank: 3 · Requirements: Exploratory · Weight coverage: 100%

· KITCHENER · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Population, 2021 Weight 60.0% · contribution 15.41 points · higher is better · anchors 0 to 1,000,000	256,885	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 Weight 40.0% · contribution 26.93 points · higher is better · anchors 0 to 15	10.1	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population, 2021 CA:ca-population:98100002:1	256,885	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 CA:ca-population:98100002:3	10.1	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation

Ca:ca-population:98100002:1: unknown · No complete, compatible measurement for this criterion.

Windsor

Score: 28.98 / 100 · rank: 4 · Requirements: ● Exploratory · Weight coverage: 100%

· WINDSOR · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Population, 2021 Weight 60.0% · contribution 13.78 points · higher is better · anchors 0 to 1,000,000	229,660	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 Weight 40.0% · contribution 15.2 points · higher is better · anchors 0 to 15	5.7	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population, 2021 CA:ca-population:98100002:1	229,660	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 CA:ca-population:98100002:3	5.7	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation

Ca:ca-population:98100002:1: unknown · No complete, compatible measurement for this criterion.

Assessment completeness: ● Unknown (not recorded) .

New York · separate U.S. scorecard

Analysis date: Nov 03, 2026 · 02:34 UTC

Scoring model: New York · U.S. comparison · Custom priorities · published whole-market measurements

Qualification geography: published whole markets

Total population · required · at least · minimum 100,000 people

Allegany

Score: 2.83 / 100 · rank: 5 · Requirements: Exploratory · Weight coverage: 100%

· ALLEGANY · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 60.0% · contribution 2.83 points · higher is better · anchors 0 to 1,000,000	47,159	people	2020–2024 available · Source: Census Bureau · published
Annual population growth Weight 40.0% · contribution 0 points · higher is better · anchors 0 to 3	-0.05	percent	2025 available · Source: Census Bureau · published
Total Population total population	47,159	people	2020–2024 available · Source: Census Bureau · published
Population Growth population growth	-0.05	percent	2025 available · Source: Census Bureau · published
Median Household Income median household income	62,869	USD	2020–2024 available · Source: Census Bureau · published

Total population: not met · Compared against the saved requirement.

Cattaraugus

Score: 4.57 / 100 · rank: 3 · Requirements: Exploratory · Weight coverage: 100%

· CATTARAUGUS · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 60.0% · contribution 4.57 points · higher is better · anchors 0 to 1,000,000	76,145	people	2020–2024 available · Source: Census Bureau · published
Annual population growth Weight 40.0% · contribution 0 points · higher is better · anchors 0 to 3	-0.08	percent	2025 available · Source: Census Bureau · published
Total Population total population	76,145	people	2020–2024 available · Source: Census Bureau · published
Population Growth population growth	-0.08	percent	2025 available · Source: Census Bureau · published
Median Household Income median household income	59,540	USD	2020–2024 available · Source: Census Bureau · published

Total population: not met · Compared against the saved requirement.

Chautauqua

Score: 7.53 / 100 · rank: 2 · Requirements: Exploratory · Weight coverage: 100%

· CHAUTAUQUA · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 60.0% · contribution 7.53 points · higher is better · anchors 0 to 1,000,000	125,544	people	2020–2024 available · Source: Census Bureau · published
Annual population growth Weight 40.0% · contribution 0 points · higher is better · anchors 0 to 3	-0.46	percent	2025 available · Source: Census Bureau · published
Total Population total population	125,544	people	2020–2024 available · Source: Census Bureau · published
Population Growth population growth	-0.46	percent	2025 available · Source: Census Bureau · published
Median Household Income median household income	58,351	USD	2020–2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Erie

Score: 57.04 / 100 · rank: 1 · Requirements: ● Exploratory · Weight coverage: 100%

· ERIE · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 60.0% · contribution 57.04 points · higher is better · anchors 0 to 1,000,000	950,622	people	2020–2024 available · Source: Census Bureau · published
Annual population growth Weight 40.0% · contribution 0 points · higher is better · anchors 0 to 3	-0.11	percent	2025 available · Source: Census Bureau · published
Total Population total population	950,622	people	2020–2024 available · Source: Census Bureau · published
Population Growth population growth	-0.11	percent	2025 available · Source: Census Bureau · published
Median Household Income median household income	72,839	USD	2020–2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Genesee

Score: 3.47 / 100 · rank: 4 · Requirements: Exploratory · Weight coverage: 100%

· GENESEE · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 60.0% · contribution 3.47 points · higher is better · anchors 0 to 1,000,000	57,787	people	2020–2024 available · Source: Census Bureau · published
Annual population growth Weight 40.0% · contribution 0 points · higher is better · anchors 0 to 3	-0.02	percent	2025 available · Source: Census Bureau · published
Total Population total population	57,787	people	2020–2024 available · Source: Census Bureau · published
Population Growth population growth	-0.02	percent	2025 available · Source: Census Bureau · published
Median Household Income median household income	73,314	USD	2020–2024 available · Source: Census Bureau · published

Total population: not met · Compared against the saved requirement.

Assessment completeness: Preliminary.

Great Lakes / Ontario and New York · published market comparison

Analysis date: Nov 03, 2026 · 01:53 UTC

Scoring model: Canada & cross-border teams · Custom priorities · published whole-market measurements

Qualification geography: published whole markets

Ca:ca-population:98100002:1 · required · at least · minimum 100,000 count

Toronto

Score: 66.13 / 100 · rank: 1 · Requirements: Exploratory · Weight coverage: 100%

· TORONTO · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Population, 2021 Weight 60.0% · contribution 60 points · higher is better · anchors 0 to 1,000,000	2,794,356	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 Weight 40.0% · contribution 6.13 points · higher is better · anchors 0 to 15	2.3	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population, 2021 CA:ca-population:98100002:1	2,794,356	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 CA:ca-population:98100002:3	2.3	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation

Ca:ca-population:98100002:1: unknown · No complete, compatible measurement for this criterion.

Hamilton

Score: 3.6 / 100 · rank: 5 · Requirements: Exploratory · Weight coverage: 100%

· HAMILTON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Population, 2021 Weight 60.0% · contribution 0.66 points · higher is better · anchors 0 to 1,000,000	11,059	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 Weight 40.0% · contribution 2.93 points · higher is better · anchors 0 to 15	1.1	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population, 2021 CA:ca-population:98100002:1	11,059	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 CA:ca-population:98100002:3	1.1	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation

Ca:ca-population:98100002:1: unknown · No complete, compatible measurement for this criterion.

London

Score: 52.01 / 100 · rank: 2 · Requirements: Exploratory · Weight coverage: 100%

· LONDON · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Population, 2021 Weight 60.0% · contribution 25.34 points · higher is better · anchors 0 to 1,000,000	422,324	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 Weight 40.0% · contribution 26.67 points · higher is better · anchors 0 to 15	10	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population, 2021 CA:ca-population:98100002:1	422,324	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 CA:ca-population:98100002:3	10	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation

Ca:ca-population:98100002:1: unknown · No complete, compatible measurement for this criterion.

Kitchener

Score: 42.35 / 100 · rank: 3 · Requirements: Exploratory · Weight coverage: 100%

· KITCHENER · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Population, 2021 Weight 60.0% · contribution 15.41 points · higher is better · anchors 0 to 1,000,000	256,885	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 Weight 40.0% · contribution 26.93 points · higher is better · anchors 0 to 15	10.1	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population, 2021 CA:ca-population:98100002:1	256,885	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 CA:ca-population:98100002:3	10.1	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation

Ca:ca-population:98100002:1: unknown · No complete, compatible measurement for this criterion.

Windsor

Score: 28.98 / 100 · rank: 4 · Requirements: ● Exploratory · Weight coverage: 100%

· WINDSOR · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Population, 2021 Weight 60.0% · contribution 13.78 points · higher is better · anchors 0 to 1,000,000	229,660	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 Weight 40.0% · contribution 15.2 points · higher is better · anchors 0 to 15	5.7	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population, 2021 CA:ca-population:98100002:1	229,660	count	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation
Population percentage change, 2016 to 2021 CA:ca-population:98100002:3	5.7	percent	2021 available · Source: Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence. · published observation

Ca:ca-population:98100002:1: unknown · No complete, compatible measurement for this criterion.

Assessment completeness: ● Preliminary.

New York counties · separate U.S. comparison

Analysis date: Nov 03, 2026 · 02:34 UTC

Scoring model: New York · U.S. comparison · Custom priorities · published whole-market measurements

Qualification geography: published whole markets

Total population · required · at least · minimum 100,000 people

Allegany

Score: 2.83 / 100 · rank: 5 · Requirements: Exploratory · Weight coverage: 100%

· ALLEGANY · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 60.0% · contribution 2.83 points · higher is better · anchors 0 to 1,000,000	47,159	people	2020–2024 available · Source: Census Bureau · published
Annual population growth Weight 40.0% · contribution 0 points · higher is better · anchors 0 to 3	-0.05	percent	2025 available · Source: Census Bureau · published
Total Population total population	47,159	people	2020–2024 available · Source: Census Bureau · published
Population Growth population growth	-0.05	percent	2025 available · Source: Census Bureau · published
Median Household Income median household income	62,869	USD	2020–2024 available · Source: Census Bureau · published

Total population: not met · Compared against the saved requirement.

Cattaraugus

Score: 4.57 / 100 · rank: 3 · Requirements: Exploratory · Weight coverage: 100%

· CATTARAUGUS · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 60.0% · contribution 4.57 points · higher is better · anchors 0 to 1,000,000	76,145	people	2020–2024 available · Source: Census Bureau · published
Annual population growth Weight 40.0% · contribution 0 points · higher is better · anchors 0 to 3	-0.08	percent	2025 available · Source: Census Bureau · published
Total Population total population	76,145	people	2020–2024 available · Source: Census Bureau · published
Population Growth population growth	-0.08	percent	2025 available · Source: Census Bureau · published
Median Household Income median household income	59,540	USD	2020–2024 available · Source: Census Bureau · published

Total population: not met · Compared against the saved requirement.

Chautauqua

Score: 7.53 / 100 · rank: 2 · Requirements: Exploratory · Weight coverage: 100%

· CHAUTAUQUA · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 60.0% · contribution 7.53 points · higher is better · anchors 0 to 1,000,000	125,544	people	2020–2024 available · Source: Census Bureau · published
Annual population growth Weight 40.0% · contribution 0 points · higher is better · anchors 0 to 3	-0.46	percent	2025 available · Source: Census Bureau · published
Total Population total population	125,544	people	2020–2024 available · Source: Census Bureau · published
Population Growth population growth	-0.46	percent	2025 available · Source: Census Bureau · published
Median Household Income median household income	58,351	USD	2020–2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Erie

Score: 57.04 / 100 · rank: 1 · Requirements: ● Exploratory · Weight coverage: 100%

· ERIE · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 60.0% · contribution 57.04 points · higher is better · anchors 0 to 1,000,000	950,622	people	2020–2024 available · Source: Census Bureau · published
Annual population growth Weight 40.0% · contribution 0 points · higher is better · anchors 0 to 3	-0.11	percent	2025 available · Source: Census Bureau · published
Total Population total population	950,622	people	2020–2024 available · Source: Census Bureau · published
Population Growth population growth	-0.11	percent	2025 available · Source: Census Bureau · published
Median Household Income median household income	72,839	USD	2020–2024 available · Source: Census Bureau · published

Total population: met · Compared against the saved requirement.

Genesee

Score: 3.47 / 100 · rank: 4 · Requirements: Exploratory · Weight coverage: 100%

· GENESEE · EVIDENCE

MEASUREMENT	VALUE	UNITS	PERIOD / STATUS
Total population Weight 60.0% · contribution 3.47 points · higher is better · anchors 0 to 1,000,000	57,787	people	2020–2024 available · Source: Census Bureau · published
Annual population growth Weight 40.0% · contribution 0 points · higher is better · anchors 0 to 3	-0.02	percent	2025 available · Source: Census Bureau · published
Total Population total population	57,787	people	2020–2024 available · Source: Census Bureau · published
Population Growth population growth	-0.02	percent	2025 available · Source: Census Bureau · published
Median Household Income median household income	73,314	USD	2020–2024 available · Source: Census Bureau · published

Total population: not met · Compared against the saved requirement.

10 — PROJECT INTELLIGENCE

Sources, scope and next steps

Country rankings remain separate. Canadian 2016–2021 population change is not comparable to U.S. annual growth; currencies and geography levels are not silently combined.

Separate scorecards compare Ontario census subdivisions and a western New York county sample discovered within a 50-mile search around Buffalo. County measurements describe whole counties, not the search circle. Canadian 2021 population and published 2016–2021 population change retain Statistics Canada DGUIDs. U.S. Census county population and annual population change retain their own periods. The two rankings are not pooled or presented as a common growth series.

Discovery results are published whole-market observations. Radius circles illustrate a separate site-review setting. Imported business records are synthetic and are not available properties. Missing values remain unavailable. The score is a planning assumption, not a forecast or an eligibility finding.

Source register

PUBLISHER / DATASET	PERIOD / GEOGRAPHY	METHOD / SOURCE TABLES
Statistics Canada, published product and reference period; reproduced under the Statistics Canada Open Licence.	2021	published observation
Census Bureau acs	2020–2024 county	published B01003, B19013
Census Bureau population	2025 county	published growth

Custom-area totals are spatial estimates when marked as such. Unavailable measurements remain unknown. The separate evidence download retains metric definitions, source codes, coverage, original snapshots and calculation details.

Canada & cross-border teams · reviewed ranking · Nov 03, 2026 · 01:53 UTC

Fixed-anchor scoring using the saved weights and measurements.

New York · separate U.S. scorecard · Nov 03, 2026 · 02:34 UTC

Fixed-anchor scoring using the saved weights and measurements.

Great Lakes / Ontario and New York · published market comparison · Nov 03, 2026 · 01:53 UTC

Fixed-anchor scoring using the saved weights and measurements.

New York counties · separate U.S. comparison · Nov 03, 2026 · 02:34 UTC

Fixed-anchor scoring using the saved weights and measurements.

Missing data is not zero. Native market statistics describe whole published geographies. Drive times are road-network estimates, not live traffic. Scores retain the original formula, weights and evidence; rank is relative to the evaluated set.

Multi-Site Scorecard

Original requirements, scores, weights and contributions from saved snapshots.