



DEMOGRAPHIC ATLAS

Client: First Pro Shopping Centres

Malone Given Parsons Ltd. implemented an extensive analysis of urban and rural areas in the province of Ontario. This information was interpreted and displayed in a demographic map atlas. The Atlas contained over two hundred maps which were derived from Canadian Census data to determine issues relating to poverty, population density, age, household size, household and individual income, dwelling, employment/unemployment, education levels, type of labour force, and public services. A very successful in creating the parcel relationship. This information was used to determine and confirm the best locations for First Pro Shopping Centres.