



DEP Market Profile Canada

1 Rue Wellington, Ottawa, Ontario, K1A
Rings: 1, 3, 5 kilometer radii

Sample Report
Latitude: 45.42478
Longitude: -75.69514

	1 kilometer	3 kilometers	5 kilometers
Summary			
2018 Total Population	17,955	119,603	229,279
2023 Total Population	20,126	131,074	246,936
2028 Total Population	22,750	144,071	268,405
2018-2028 Annual Rate	2.48%	1.91%	1.68%
Households			
2018 Households	11,288	65,424	117,152
2018 Average Household Size	1.5	1.8	1.9
2023 Households	12,873	72,384	127,360
2023 Average Household Size	1.5	1.7	1.9
2028 Households	14,552	79,861	138,979
2028 Average Household Size	1.5	1.7	1.9
2023-2028 Annual Rate	2.48%	1.99%	1.76%
Families			
2018 Families	3,116	25,292	52,346
2018 Average Family Size	2.3	2.5	2.7
2023 Families	3,561	27,750	56,370
2023 Average Family Size	2.3	2.5	2.6
2028 Families	4,021	30,488	61,153
2028 Average Family Size	2.3	2.5	2.6
2023-2028 Annual Rate	2.46%	1.90%	1.64%
2018 Dwellings			
Owned Dwellings	2,677	19,734	42,502
Rented Dwellings	8,612	45,690	74,650
Band Housing	0	0	0
2023 Dwellings			
Owned Dwellings	3,198	21,903	45,282
Rented Dwellings	9,675	50,481	82,078
Band Housing	0	0	0
2028 Dwellings			
Owned Dwellings	3,736	24,193	48,802
Rented Dwellings	10,816	55,668	90,177
Band Housing	0	0	0
Average Household Income			
2018	CA\$81,294	CA\$90,268	CA\$93,502
2023	CA\$93,455	CA\$107,867	CA\$112,329
2028	CA\$110,652	CA\$126,198	CA\$130,923
Per Capita Income			
2018	CA\$51,108	CA\$49,377	CA\$47,776
2023	CA\$59,776	CA\$59,568	CA\$57,935
2028	CA\$70,778	CA\$69,954	CA\$67,791
Median Age			
2018	33.4	36.4	38.3
2023	33.7	36.6	38.1
2028	35.3	37.8	38.9

Data Note: 2023 Household Spending Potential shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Household spending does not equal business revenue. "Current year \$" refers to a currency in the current time period. The term "constant year \$" refers to dollars of several years expressed in terms of their value ("purchasing power") in a single year.
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2018 Households by Income (Constant Year \$)			
Household Income Base	11,288	65,424	117,152
<\$19,999	1,338	7,612	12,791
\$20,000 - \$39,999	1,933	11,422	20,389
\$40,000 - \$59,999	1,842	10,260	18,592
\$60,000 - \$79,999	1,688	8,936	15,817
\$80,000 - \$99,999	1,353	6,904	12,204
\$100,000+	3,134	20,290	37,359
\$100,000 - \$124,999	1,087	6,065	10,712
\$125,000 - \$149,999	678	3,973	7,094
\$150,000 - \$199,999	683	4,434	8,315
\$200,000+	687	5,818	11,238
\$200,000 - \$299,999	442	3,643	7,243
\$300,000+	245	2,175	3,995
Average Household Income	CA\$83,191.75	CA\$92,374.64	CA\$95,684.40
2018 Households by Income (Current Year \$)			
Household Income Base	11,288	65,424	117,152
<\$19,999	1,383	7,880	13,267
\$20,000 - \$39,999	1,971	11,630	20,770
\$40,000 - \$59,999	1,887	10,503	19,010
\$60,000 - \$79,999	1,703	8,966	15,858
\$80,000 - \$99,999	1,334	6,825	12,055
\$100,000+	3,009	19,621	36,192
\$100,000 - \$124,999	1,063	5,975	10,583
\$125,000 - \$149,999	651	3,828	6,853
\$150,000 - \$199,999	645	4,255	7,999
\$200,000+	651	5,564	10,757
\$200,000 - \$299,999	422	3,511	6,998
\$300,000+	228	2,053	3,759
Average Household Income	CA\$81,294.29	CA\$90,267.74	CA\$93,502.01
2023 Households by Income			
Household Income Base	12,873	72,384	127,360
<\$19,999	1,174	5,459	8,715
\$20,000 - \$39,999	1,929	11,106	19,266
\$40,000 - \$59,999	1,823	10,387	18,690
\$60,000 - \$79,999	1,995	9,978	17,276
\$80,000 - \$99,999	1,670	8,269	14,336
\$100,000+	4,282	27,185	49,076
\$100,000 - \$124,999	1,419	7,549	13,053
\$125,000 - \$149,999	938	5,247	9,273
\$150,000 - \$199,999	953	6,087	10,963
\$200,000+	972	8,302	15,788
\$200,000 - \$299,999	608	5,034	9,580
\$300,000+	364	3,269	6,207
Average Household Income	CA\$93,455.44	CA\$107,866.53	CA\$112,329.49

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2028 Households by Income			
Household Income Base	14,552	79,861	138,979
<\$19,999	1,094	4,794	7,593
\$20,000 - \$39,999	1,762	9,697	16,531
\$40,000 - \$59,999	1,750	10,127	18,013
\$60,000 - \$79,999	1,787	9,626	16,888
\$80,000 - \$99,999	1,871	9,055	15,430
\$100,000+	6,288	36,562	64,523
\$100,000 - \$124,999	1,867	9,139	15,578
\$125,000 - \$149,999	1,279	6,682	11,469
\$150,000 - \$199,999	1,435	8,088	14,110
\$200,000+	1,707	12,653	23,365
\$200,000 - \$299,999	1,034	7,010	12,742
\$300,000+	673	5,643	10,623
Average Household Income	CA\$110,652.11	CA\$126,197.91	CA\$130,923.14
2018 Population by Age			
0-4	17,955	119,603	229,279
5-9	302	3,889	9,028
10-14	182	3,338	8,385
15-19	169	3,171	7,830
20-24	620	4,769	9,910
25-34	2,619	13,619	22,500
35-44	5,858	28,640	46,392
45-54	2,404	15,729	29,989
55-64	1,811	13,691	27,749
65-74	1,806	13,862	28,800
75-84	1,250	10,351	21,142
85+	681	5,619	11,388
25-44	253	2,926	6,166
25-44	8,262	44,369	76,381
2023 Population by Age			
0-4	20,126	131,074	246,936
5-9	365	3,947	8,957
10-14	280	3,667	8,898
15-19	238	3,454	8,536
20-24	696	5,033	10,344
25-34	2,500	12,945	21,094
35-44	6,741	33,149	53,762
45-54	3,010	18,826	34,992
55-64	1,834	13,398	26,535
65-74	1,844	13,999	28,911
75-84	1,426	11,628	23,924
85+	931	7,545	14,596
25-44	262	3,483	6,389
25-44	9,751	51,975	88,754

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2028 Population by Age	22,750	144,071	268,405
0-4	473	4,634	10,378
5-9	374	4,050	9,456
10-14	317	3,816	9,174
15-19	715	5,321	11,244
20-24	2,035	10,787	18,114
25-34	7,295	35,382	56,914
35-44	4,280	24,654	43,848
45-54	2,157	14,948	29,020
55-64	1,852	13,636	27,656
65-74	1,752	13,559	27,660
75-84	1,161	9,243	17,795
85+	340	4,040	7,146
25-44	11,575	60,036	100,762
Population by Sex			
Males			
2018	9,142	59,537	113,186
2023	9,961	64,460	121,358
2028	11,225	70,661	131,607
Females			
2018	8,813	60,066	116,093
2023	10,165	66,614	125,578
2028	11,526	73,410	136,798
2018 Population 15+ by Mother Tongue			
Total Single Response	16,556	111,153	214,344
English	10,324	63,738	112,374
French	2,762	24,764	59,436
Total Non-Official	3,471	22,650	42,533
Multiple Languages	614	4,301	8,213
French & Non-Official	158	1,184	2,263
English & Non-Official	227	1,275	2,366
English & French	211	1,637	3,158
English & French & Non-Official	18	205	426

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2018 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	12,862	86,174	167,514
Total immigrants by selected places of birth	3,566	25,282	48,092
Non-permanent residents	742	3,997	6,949
Visible Minority Status			
Visible Minority Chinese	832	5,547	8,843
Visible Minority South Asian	718	3,907	6,981
Visible Minority Black	996	9,548	20,076
Visible Minority Filipino	173	766	2,043
Visible Minority Latin American	278	1,927	3,647
Visible Minority Southeast Asian	193	1,857	2,842
Visible Minority Arab	542	3,482	8,702
Visible Minority West Asian	313	1,340	2,402
Visible Minority Korean	210	552	787
Visible Minority Japanese	105	375	584
Visible Minority All Other Visible Minorities	52	457	680
Visible Minority Multiple Visible Minorities	218	1,112	1,825
2023 Population 15+ by Mother Tongue			
Total Single Response	18,630	121,862	231,059
English	11,380	68,479	119,378
French	3,208	27,623	63,987
Total Non-Official	4,042	25,760	47,695
Multiple Languages	710	4,803	9,003
French & Non-Official	259	1,816	3,350
English & Non-Official	228	1,231	2,266
English & French	205	1,564	2,982
English & French & Non-Official	17	192	404
2023 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	14,084	91,787	175,401
Total immigrants by selected places of birth	4,325	29,791	55,985
Non-permanent residents	931	5,087	8,676
Visible Minority Status			
Visible Minority Chinese	919	5,999	9,489
Visible Minority South Asian	821	4,427	7,813
Visible Minority Black	1,088	10,447	21,797
Visible Minority Filipino	187	814	2,134
Visible Minority Latin American	299	2,045	3,826
Visible Minority Southeast Asian	205	1,930	2,929
Visible Minority Arab	628	3,955	9,729
Visible Minority West Asian	359	1,527	2,690
Visible Minority Korean	227	600	846
Visible Minority Japanese	117	433	660
Visible Minority All Other Visible Minorities	57	487	713
Visible Minority Multiple Visible Minorities	241	1,217	1,978

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2028 Population 15+ by Mother Tongue			
Total Single Response	21,059	133,523	250,210
English	12,320	71,905	124,458
French	3,673	30,373	68,656
Total Non-Official	5,065	31,245	57,096
Multiple Languages	839	5,587	10,324
French & Non-Official	368	2,518	4,577
English & Non-Official	251	1,336	2,435
English & French	200	1,524	2,888
English & French & Non-Official	19	209	424
2028 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	14,943	94,667	179,116
Total immigrants by selected places of birth	5,641	37,551	69,850
Non-permanent residents	1,314	6,891	11,568
Visible Minority Status			
Visible Minority Chinese	1,084	6,857	10,786
Visible Minority South Asian	1,022	5,258	9,156
Visible Minority Black	1,250	12,053	24,791
Visible Minority Filipino	243	1,019	2,611
Visible Minority Latin American	349	2,315	4,265
Visible Minority Southeast Asian	229	2,151	3,237
Visible Minority Arab	833	5,074	12,247
Visible Minority West Asian	440	1,832	3,202
Visible Minority Korean	255	657	917
Visible Minority Japanese	139	518	769
Visible Minority All Other Visible Minorities	63	526	771
Visible Minority Multiple Visible Minorities	291	1,408	2,268

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Total expenditure: Total (\$)	CA\$1,190,184,964	CA\$7,786,811,188	CA\$14,479,933,065
Average Spent	CA\$92,455.91	CA\$107,576.41	CA\$113,692.94
Spending Potential Index	75	88	93
Total current consumption: Total (\$)	CA\$1,176,151,301	CA\$7,477,732,649	CA\$13,694,175,310
Average Spent	CA\$91,365.75	CA\$103,306.43	CA\$107,523.36
Spending Potential Index	82	92	96
Food: Total (\$)	CA\$139,781,929	CA\$880,328,754	CA\$1,599,550,619
Average Spent	CA\$10,858.54	CA\$12,161.92	CA\$12,559.29
Spending Potential Index	78	88	91
Shelter: Total (\$)	CA\$231,186,588	CA\$1,421,384,604	CA\$2,593,742,538
Average Spent	CA\$17,959.03	CA\$19,636.72	CA\$20,365.44
Spending Potential Index	85	93	97
Household Operation: Total (\$)	CA\$55,269,034	CA\$362,884,206	CA\$667,971,757
Average Spent	CA\$4,293.41	CA\$5,013.32	CA\$5,244.75
Spending Potential Index	75	87	91
Household furnishings and equipment: Total (\$)	CA\$37,200,442	CA\$260,869,230	CA\$499,441,367
Average Spent	CA\$2,889.80	CA\$3,603.96	CA\$3,921.49
Spending Potential Index	65	80	88
Clothing: Total (\$)	CA\$30,698,733	CA\$199,227,884	CA\$370,257,254
Average Spent	CA\$2,384.74	CA\$2,752.37	CA\$2,907.17
Spending Potential Index	65	75	79
Transportation: Total (\$)	CA\$116,780,766	CA\$762,210,680	CA\$1,431,577,134
Average Spent	CA\$9,071.76	CA\$10,530.10	CA\$11,240.40
Spending Potential Index	68	79	84
Health care: Total (\$)	CA\$55,007,152	CA\$358,350,963	CA\$658,183,279
Average Spent	CA\$4,273.06	CA\$4,950.69	CA\$5,167.90
Spending Potential Index	78	91	94
Personal care: Total (\$)	CA\$26,965,138	CA\$158,876,842	CA\$281,985,917
Average Spent	CA\$2,094.71	CA\$2,194.92	CA\$2,214.09
Spending Potential Index	93	97	98
Recreation: Total (\$)	CA\$47,117,045	CA\$293,664,705	CA\$539,344,665
Average Spent	CA\$3,660.14	CA\$4,057.04	CA\$4,234.80
Spending Potential Index	74	82	85
Reading materials and other printed matter: Total (\$)	CA\$2,008,776	CA\$13,111,863	CA\$23,901,258
Average Spent	CA\$156.05	CA\$181.14	CA\$187.67
Spending Potential Index	90	105	108

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Education: Total (\$)	CA\$18,762,108	CA\$119,000,084	CA\$210,837,783
Average Spent	CA\$1,457.48	CA\$1,644.01	CA\$1,655.45
Spending Potential Index	83	94	95
Tobacco products and alcoholic beverages: Total(\$)	CA\$60,255,322	CA\$345,217,548	CA\$594,456,002
Average Spent	CA\$4,680.75	CA\$4,769.25	CA\$4,667.53
Spending Potential Index	119	121	119
Games of chance (net): Total (\$)	CA\$10,876,794	CA\$69,782,149	CA\$130,113,413
Average Spent	CA\$844.93	CA\$964.05	CA\$1,021.62
Spending Potential Index	74	85	90
Miscellaneous expenditures: Total (\$)	CA\$17,211,102	CA\$119,864,978	CA\$225,045,071
Average Spent	CA\$1,336.99	CA\$1,655.96	CA\$1,767.00
Spending Potential Index	67	83	89
Personal Taxes: Total (\$)	CA\$226,770,728	CA\$1,461,100,192	CA\$2,668,070,781
Average Spent	CA\$17,616.00	CA\$20,185.40	CA\$20,949.05
Spending Potential Index	88	101	104
Personal insurance payments and pension contributions:	CA\$71,622,219	CA\$461,071,407	CA\$856,870,940
Average Spent	CA\$5,563.76	CA\$6,369.80	CA\$6,727.94
Spending Potential Index	98	113	119
Gifts of money and contributions: Total (\$)	CA\$28,637,424	CA\$190,786,560	CA\$342,825,531
Average Spent	CA\$2,224.61	CA\$2,635.76	CA\$2,691.78
Spending Potential Index	89	105	107

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