



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			
2017 Total Population	17,404	116,610	224,468
2022 Total Population	19,750	125,976	237,766
2027 Total Population	21,776	135,418	253,978
2017-2027 Annual Rate	1.97%	1.46%	1.33%
Households			
2017 Households	10,808	63,757	114,373
2017 Average Household Size	1.5	1.7	1.9
2022 Households	12,188	68,375	120,314
2022 Average Household Size	1.5	1.8	1.9
2027 Households	13,546	73,969	129,017
2027 Average Household Size	1.5	1.8	1.9
2022-2027 Annual Rate	2.14%	1.59%	1.41%
Families			
2017 Families	2,967	24,686	51,292
2017 Average Family Size	2.2	2.5	2.6
2022 Families	3,338	26,248	53,519
2022 Average Family Size	2.2	2.5	2.7
2027 Families	3,727	28,227	57,079
2027 Average Family Size	2.2	2.5	2.6
2022-2027 Annual Rate	2.23%	1.46%	1.30%
2017 Dwellings			
Owned Dwellings	10,808	63,757	114,373
Rented Dwellings	2,540	19,272	42,046
Band Housing	8,269	44,485	72,327
Band Housing	0	0	0
2022 Dwellings			
Owned Dwellings	12,188	68,375	120,314
Rented Dwellings	3,079	21,387	44,777
Band Housing	9,109	46,988	75,537
Band Housing	0	0	0
2027 Dwellings			
Owned Dwellings	13,546	73,969	129,017
Rented Dwellings	3,720	24,106	49,174
Band Housing	9,826	49,863	79,843
Band Housing	0	0	0
Average Household Income			
2017	CA\$76,608	CA\$83,744	CA\$87,371
2022	CA\$91,610	CA\$99,468	CA\$103,225
2027	CA\$113,020	CA\$118,673	CA\$121,848
Per Capita Income			
2017	CA\$47,574	CA\$45,787	CA\$44,518
2022	CA\$56,534	CA\$53,987	CA\$52,234
2027	CA\$70,305	CA\$64,822	CA\$61,897
Median Age			
2017	33.7	36.5	38.5
2022	34.7	37.0	38.6
2027	36.6	38.3	39.4

Data Note: 2022 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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2017 Households by Income (Constant Year \$)			
Household Income Base	10,808	63,757	114,373
<\$19,999	1,672	10,541	17,581
\$20,000 - \$39,999	2,075	12,288	22,145
\$40,000 - \$59,999	1,842	9,804	17,911
\$60,000 - \$79,999	1,511	7,785	14,012
\$80,000 - \$99,999	1,123	6,084	10,701
\$100,000+	2,586	17,255	32,022
\$100,000 - \$124,999	922	5,270	9,351
\$125,000 - \$149,999	579	3,514	6,198
\$150,000 - \$199,999	561	3,933	7,482
\$200,000+	524	4,537	8,991
\$200,000 - \$299,999	367	2,884	5,632
\$300,000+	157	1,653	3,359
Average Household Income	CA\$75,188.09	CA\$82,191.75	CA\$85,751.36
2017 Households by Income (Current Year \$)			
Household Income Base	10,808	63,757	114,373
<\$19,999	1,514	9,675	16,116
\$20,000 - \$39,999	2,199	12,978	23,306
\$40,000 - \$59,999	1,828	9,719	17,770
\$60,000 - \$79,999	1,499	7,731	13,922
\$80,000 - \$99,999	1,125	6,063	10,660
\$100,000+	2,644	17,590	32,600
\$100,000 - \$124,999	931	5,290	9,369
\$125,000 - \$149,999	593	3,559	6,262
\$150,000 - \$199,999	575	3,989	7,544
\$200,000+	544	4,752	9,425
\$200,000 - \$299,999	380	2,965	5,774
\$300,000+	164	1,787	3,651
Average Household Income	CA\$76,608.21	CA\$83,744.14	CA\$87,370.99
2022 Households by Income			
Household Income Base	12,188	68,375	120,314
<\$19,999	838	5,690	9,303
\$20,000 - \$39,999	2,647	14,900	25,759
\$40,000 - \$59,999	1,823	9,494	17,007
\$60,000 - \$79,999	1,635	8,094	14,363
\$80,000 - \$99,999	1,369	6,687	11,648
\$100,000+	3,876	23,510	42,235
\$100,000 - \$124,999	1,175	6,105	10,520
\$125,000 - \$149,999	838	4,559	7,913
\$150,000 - \$199,999	798	4,888	8,691
\$200,000+	1,065	7,958	15,111
\$200,000 - \$299,999	617	4,316	8,064
\$300,000+	448	3,643	7,047
Average Household Income	CA\$91,609.95	CA\$99,467.68	CA\$103,225.29

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2027 Households by Income			
Household Income Base	13,546	73,969	129,017
<\$19,999	492	3,543	5,972
\$20,000 - \$39,999	2,431	14,098	23,936
\$40,000 - \$59,999	1,951	10,172	18,064
\$60,000 - \$79,999	1,793	8,713	15,339
\$80,000 - \$99,999	1,763	8,051	13,852
\$100,000+	5,116	29,393	51,854
\$100,000 - \$124,999	1,389	6,932	11,794
\$125,000 - \$149,999	818	4,532	7,938
\$150,000 - \$199,999	1,124	6,276	10,744
\$200,000+	1,785	11,653	21,378
\$200,000 - \$299,999	898	5,705	10,313
\$300,000+	887	5,948	11,066
Average Household Income	CA\$113,020.02	CA\$118,672.66	CA\$121,847.75
2017 Population by Age			
0-4	17,404	116,610	224,468
5-9	276	3,826	9,071
10-14	167	3,248	8,214
15-19	151	3,072	7,630
20-24	608	4,661	9,707
25-34	2,435	12,966	21,574
35-44	5,706	28,049	44,961
45-54	2,383	15,467	29,428
55-64	1,833	13,892	28,352
65-74	1,759	13,510	28,163
75-84	1,207	10,099	20,562
85+	620	5,191	10,817
25-44	261	2,631	5,988
25-44	8,089	43,516	74,389
2022 Population by Age			
0-4	19,750	125,976	237,766
5-9	325	3,766	8,779
10-14	249	3,468	8,513
15-19	202	3,320	8,214
20-24	531	4,371	9,266
25-34	2,012	10,952	18,541
35-44	6,735	32,684	51,552
45-54	3,294	19,061	34,477
55-64	1,890	13,345	26,459
65-74	1,948	14,191	29,230
75-84	1,461	11,694	23,649
85+	806	6,402	13,080
25-44	297	2,724	6,007
25-44	10,029	51,745	86,029

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2027 Population by Age	21,776	135,418	253,978
0-4	372	3,998	9,290
5-9	306	3,668	8,829
10-14	242	3,491	8,630
15-19	510	4,573	10,100
20-24	1,535	8,782	15,465
25-34	7,020	34,000	53,654
35-44	4,536	24,321	42,275
45-54	2,162	14,376	28,045
55-64	1,951	13,689	27,858
65-74	1,757	13,402	27,051
75-84	1,039	8,040	16,234
85+	346	3,077	6,548
25-44	11,556	58,321	95,929
Population by Sex			
Males			
2017	9,038	58,509	111,135
2022	10,329	63,450	118,106
2027	11,457	68,326	126,392
Females			
2017	8,366	58,101	113,333
2022	9,421	62,527	119,659
2027	10,319	67,092	127,587
2017 Population 15+ by Mother Tongue			
Total Single Response	15,228	107,314	208,319
English	9,467	61,595	109,294
French	2,560	23,668	57,649
Total Non-Official	3,201	22,051	41,376
Multiple Languages	572	4,175	8,018
French & Non-Official	77	620	1,335
English & Non-Official	233	1,460	2,617
English & French	237	1,843	3,566
English & French & Non-Official	25	252	500

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2017 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	11,880	83,103	162,920
Total immigrants by selected places of birth	3,266	24,497	46,761
Non-permanent residents	655	3,889	6,656
Visible Minority Status			
Visible Minority Chinese	776	5,435	8,584
Visible Minority South Asian	647	3,799	6,779
Visible Minority Black	918	9,320	19,611
Visible Minority Filipino	162	754	1,994
Visible Minority Latin American	255	1,878	3,578
Visible Minority Southeast Asian	185	1,837	2,821
Visible Minority Arab	489	3,412	8,519
Visible Minority West Asian	303	1,337	2,372
Visible Minority Korean	189	525	750
Visible Minority Japanese	92	353	564
Visible Minority All Other Visible Minorities	53	452	675
Visible Minority Multiple Visible Minorities	190	1,068	1,762
2022 Population 15+ by Mother Tongue			
Total Single Response	17,408	115,961	220,607
English	10,549	65,124	113,713
French	3,074	26,343	61,883
Total Non-Official	3,784	24,494	45,011
Multiple Languages	669	4,601	8,606
French & Non-Official	97	718	1,513
English & Non-Official	267	1,565	2,742
English & French	273	2,019	3,776
English & French & Non-Official	33	299	576
2022 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	13,374	88,454	169,817
Total immigrants by selected places of birth	3,955	27,841	52,262
Non-permanent residents	748	4,267	7,134
Visible Minority Status			
Visible Minority Chinese	877	5,721	8,904
Visible Minority South Asian	759	4,151	7,261
Visible Minority Black	1,038	10,119	20,930
Visible Minority Filipino	177	813	2,101
Visible Minority Latin American	282	1,963	3,700
Visible Minority Southeast Asian	195	1,856	2,813
Visible Minority Arab	604	3,907	9,507
Visible Minority West Asian	341	1,447	2,502
Visible Minority Korean	196	537	756
Visible Minority Japanese	106	408	634
Visible Minority All Other Visible Minorities	55	463	681
Visible Minority Multiple Visible Minorities	219	1,163	1,888

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2027 Population 15+ by Mother Tongue			
Total Single Response	19,244	124,454	234,934
English	11,140	66,865	116,345
French	3,566	29,271	66,791
Total Non-Official	4,539	28,318	51,798
Multiple Languages	768	5,134	9,509
French & Non-Official	121	868	1,801
English & Non-Official	306	1,740	3,030
English & French	301	2,168	4,003
English & French & Non-Official	39	358	675
2027 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	14,011	90,063	171,781
Total immigrants by selected places of birth	4,863	33,168	62,114
Non-permanent residents	1,138	6,357	10,549
Visible Minority Status			
Visible Minority Chinese	1,011	6,272	9,760
Visible Minority South Asian	896	4,701	8,238
Visible Minority Black	1,146	11,066	22,834
Visible Minority Filipino	199	889	2,283
Visible Minority Latin American	318	2,129	4,024
Visible Minority Southeast Asian	212	1,973	2,976
Visible Minority Arab	750	4,710	11,382
Visible Minority West Asian	391	1,659	2,868
Visible Minority Korean	214	574	806
Visible Minority Japanese	118	461	708
Visible Minority All Other Visible Minorities	61	487	712
Visible Minority Multiple Visible Minorities	256	1,276	2,076

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Total expenditure: Total (\$)	CA\$1,103,702,676	CA\$6,881,303,952	CA\$12,725,088,752
Average Spent	CA\$90,556.50	CA\$100,640.64	CA\$105,765.65
Spending Potential Index	80	88	93
Total current consumption: Total (\$)	CA\$1,084,875,221	CA\$6,569,585,305	CA\$11,940,510,119
Average Spent	CA\$89,011.75	CA\$96,081.69	CA\$99,244.56
Spending Potential Index	86	93	96
Food: Total (\$)	CA\$127,639,511	CA\$751,109,415	CA\$1,349,574,438
Average Spent	CA\$10,472.56	CA\$10,985.15	CA\$11,217.10
Spending Potential Index	85	89	91
Shelter: Total (\$)	CA\$222,912,728	CA\$1,276,555,559	CA\$2,287,900,265
Average Spent	CA\$18,289.52	CA\$18,669.92	CA\$19,016.08
Spending Potential Index	95	97	98
Household Operation: Total (\$)	CA\$46,102,903	CA\$301,397,964	CA\$566,180,394
Average Spent	CA\$3,782.65	CA\$4,408.01	CA\$4,705.86
Spending Potential Index	72	84	89
Household furnishings and equipment: Total (\$)	CA\$33,864,610	CA\$223,877,070	CA\$427,009,011
Average Spent	CA\$2,778.52	CA\$3,274.25	CA\$3,549.12
Spending Potential Index	72	85	92
Clothing: Total (\$)	CA\$27,848,207	CA\$172,208,755	CA\$319,131,429
Average Spent	CA\$2,284.89	CA\$2,518.59	CA\$2,652.49
Spending Potential Index	71	79	83
Transportation: Total (\$)	CA\$92,341,752	CA\$611,568,689	CA\$1,193,066,367
Average Spent	CA\$7,576.45	CA\$8,944.33	CA\$9,916.27
Spending Potential Index	64	76	84
Health care: Total (\$)	CA\$48,604,128	CA\$305,215,542	CA\$563,970,787
Average Spent	CA\$3,987.87	CA\$4,463.85	CA\$4,687.49
Spending Potential Index	79	89	93
Personal care: Total (\$)	CA\$23,647,128	CA\$132,542,336	CA\$233,626,087
Average Spent	CA\$1,940.20	CA\$1,938.46	CA\$1,941.80
Spending Potential Index	99	99	100
Recreation: Total (\$)	CA\$39,157,469	CA\$240,533,225	CA\$449,479,329
Average Spent	CA\$3,212.79	CA\$3,517.85	CA\$3,735.89
Spending Potential Index	71	78	82
Reading materials and other printed matter: Total (\$)	CA\$2,188,293	CA\$13,507,705	CA\$24,634,831
Average Spent	CA\$179.54	CA\$197.55	CA\$204.75
Spending Potential Index	89	98	101

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Education: Total (\$)	CA\$17,273,596	CA\$109,079,941	CA\$194,120,547
Average Spent	CA\$1,417.26	CA\$1,595.32	CA\$1,613.45
Spending Potential Index	83	94	95
Tobacco products and alcoholic beverages: Total(\$)	CA\$58,620,692	CA\$316,152,761	CA\$542,215,094
Average Spent	CA\$4,809.71	CA\$4,623.81	CA\$4,506.67
Spending Potential Index	128	123	120
Games of chance (net): Total (\$)	CA\$7,360,921	CA\$46,137,944	CA\$87,388,634
Average Spent	CA\$603.95	CA\$674.78	CA\$726.34
Spending Potential Index	67	75	81
Miscellaneous expenditures: Total (\$)	CA\$14,786,827	CA\$98,703,380	CA\$188,494,500
Average Spent	CA\$1,213.23	CA\$1,443.56	CA\$1,566.69
Spending Potential Index	65	78	84
Personal Taxes: Total (\$)	CA\$225,584,773	CA\$1,383,131,731	CA\$2,456,863,580
Average Spent	CA\$18,508.76	CA\$20,228.62	CA\$20,420.43
Spending Potential Index	96	105	106
Personal insurance payments and pension contributions:	CA\$69,755,553	CA\$405,717,218	CA\$734,892,730
Average Spent	CA\$5,723.30	CA\$5,933.71	CA\$6,108.12
Spending Potential Index	102	106	109
Gifts of money and contributions: Total (\$)	CA\$27,186,128	CA\$182,146,070	CA\$321,962,097
Average Spent	CA\$2,230.57	CA\$2,663.93	CA\$2,676.02
Spending Potential Index	84	101	101

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