

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			
2019 Total Population	18,506	124,209	236,828
2024 Total Population	22,059	142,669	263,969
2029 Total Population	25,008	155,185	283,637
2019-2029 Annual Rate	2.54%	1.70%	1.45%
2019 Households	11,421	66,279	118,826
2019 Average Household Size	1.5	1.8	1.9
2024 Households	13,510	75,176	131,214
2024 Average Household Size	1.5	1.8	1.9
2029 Households	15,322	81,904	141,342
2029 Average Household Size	1.5	1.8	1.9
2024-2029 Annual Rate	2.55%	1.73%	1.50%
2019 Families	3,191	26,152	53,700
2019 Average Family Size	2.3	2.5	2.6
2024 Families	3,689	29,311	58,488
2024 Average Family Size	2.3	2.5	2.6
2029 Families	4,226	31,818	62,595
2029 Average Family Size	2.3	2.5	2.6
2024-2029 Annual Rate	2.76%	1.65%	1.37%
2019 Dwellings	11,421	66,279	118,826
Owned Dwellings	2,766	20,142	42,987
Rented Dwellings	8,655	46,137	75,838
Band Housing	0	0	0
2024 Dwellings	13,510	75,176	131,214
Owned Dwellings	3,440	23,012	46,780
Rented Dwellings	10,070	52,164	84,434
Band Housing	0	0	0
2029 Dwellings	15,322	81,904	141,342
Owned Dwellings	3,978	24,985	49,768
Rented Dwellings	11,344	56,919	91,574
Band Housing	0	0	0
Average Household Income			
2019	CA\$87,079	CA\$97,118	CA\$102,598
2024	CA\$97,185	CA\$110,147	CA\$117,960
2029	CA\$116,416	CA\$130,850	CA\$139,507
Per Capita Income			
2019	CA\$53,741	CA\$51,823	CA\$51,478
2024	CA\$59,521	CA\$58,039	CA\$58,636
2029	CA\$71,326	CA\$69,061	CA\$69,519
Median Age			
2019	33.2	36.2	37.9
2024	33.6	36.4	37.7
2029	35.5	37.9	38.8

Data Note: 2024 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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2019 Households by Income (Constant Year \$)			
Household Income Base	11,421	66,279	118,826
<\$19,999	1,245	6,257	10,264
\$20,000 - \$39,999	1,838	11,291	19,890
\$40,000 - \$59,999	1,815	9,872	18,086
\$60,000 - \$79,999	1,852	9,637	16,793
\$80,000 - \$99,999	1,387	7,327	12,939
\$100,000+	3,284	21,895	40,854
\$100,000 - \$124,999	1,104	6,308	11,383
\$125,000 - \$149,999	779	4,462	8,006
\$150,000 - \$199,999	752	4,997	9,393
\$200,000+	649	6,128	12,073
\$200,000 - \$299,999	449	3,959	7,661
\$300,000+	200	2,168	4,411
Average Household Income	CA\$87,078.87	CA\$97,117.50	CA\$102,598.41
2019 Households by Income (Current Year \$)			
Household Income Base	11,421	66,279	118,826
<\$19,999	1,245	6,257	10,264
\$20,000 - \$39,999	1,838	11,291	19,890
\$40,000 - \$59,999	1,815	9,872	18,086
\$60,000 - \$79,999	1,852	9,637	16,793
\$80,000 - \$99,999	1,387	7,327	12,939
\$100,000+	3,284	21,895	40,854
\$100,000 - \$124,999	1,104	6,308	11,383
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\$200,000 - \$299,999	449	3,959	7,661
\$300,000+	200	2,168	4,411
Average Household Income	CA\$87,078.87	CA\$97,117.50	CA\$102,598.41
2024 Households by Income			
Household Income Base	13,510	75,176	131,214
<\$19,999	1,613	7,412	11,446
\$20,000 - \$39,999	2,107	12,542	21,127
\$40,000 - \$59,999	1,833	9,416	16,630
\$60,000 - \$79,999	1,734	8,733	15,190
\$80,000 - \$99,999	1,584	7,777	13,332
\$100,000+	4,638	29,296	53,488
\$100,000 - \$124,999	1,360	7,344	12,803
\$125,000 - \$149,999	1,008	5,482	9,831
\$150,000 - \$199,999	1,061	6,427	11,676
\$200,000+	1,210	10,044	19,178
\$200,000 - \$299,999	764	5,619	10,287
\$300,000+	445	4,426	8,891
Average Household Income	CA\$97,184.92	CA\$110,146.67	CA\$117,960.32

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2029 Households by Income			
Household Income Base	15,322	81,904	141,342
<\$19,999	1,456	6,016	9,052
\$20,000 - \$39,999	1,956	11,720	19,479
\$40,000 - \$59,999	1,829	9,323	16,077
\$60,000 - \$79,999	1,796	8,596	14,728
\$80,000 - \$99,999	1,534	7,550	13,041
\$100,000+	6,751	38,700	68,965
\$100,000 - \$124,999	1,791	8,610	14,615
\$125,000 - \$149,999	1,225	6,377	11,037
\$150,000 - \$199,999	1,700	8,998	15,932
\$200,000+	2,036	14,716	27,382
\$200,000 - \$299,999	1,210	7,889	14,291
\$300,000+	826	6,827	13,091
Average Household Income	CA\$116,415.83	CA\$130,850.32	CA\$139,506.52
2019 Population by Age			
0-4	18,506	124,209	236,828
5-9	336	3,994	9,094
10-14	221	3,563	8,862
15-19	201	3,360	8,340
20-24	663	5,025	10,387
25-34	2,712	14,067	23,084
35-44	6,014	29,798	48,584
45-54	2,519	16,608	31,481
55-64	1,759	13,467	27,017
65-74	1,795	14,003	29,086
75-84	1,287	10,826	22,142
85+	748	6,252	12,376
25-44	250	3,247	6,375
25-44	8,533	46,406	80,065
2024 Population by Age			
0-4	22,059	142,669	263,969
5-9	478	4,125	9,172
10-14	362	4,002	9,454
15-19	304	3,876	9,354
20-24	788	5,574	11,414
25-34	2,801	14,603	23,762
35-44	7,198	35,773	57,444
45-54	3,475	21,365	38,575
55-64	1,966	14,298	27,765
65-74	1,830	14,066	28,467
75-84	1,518	12,373	25,108
85+	1,025	8,473	16,125
25-44	315	4,140	7,329
25-44	10,673	57,138	96,019

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2029 Population by Age			
0-4	25,008	155,185	283,637
5-9	536	4,482	9,798
10-14	461	4,326	9,880
15-19	387	4,118	9,684
20-24	772	5,591	11,705
25-34	2,560	13,400	22,407
35-44	7,503	36,475	58,057
45-54	4,895	27,437	47,387
55-64	2,400	16,230	30,762
65-74	1,891	13,672	27,087
75-84	1,863	14,221	28,544
85+	1,294	10,251	19,560
	446	4,982	8,766
25-44	12,398	63,912	105,444
Population by Sex			
Males			
2019	9,270	61,510	116,874
2024	11,000	70,459	130,245
2029	12,406	76,352	139,458
Females			
2019	9,236	62,699	119,954
2024	11,058	72,211	133,725
2029	12,602	78,833	144,179
2019 Population 15+ by Mother Tongue			
Total Single Response	16,062	111,665	214,525
English	9,568	64,516	114,413
French	2,641	23,820	56,235
Total Non-Official	3,853	23,328	43,878
Multiple Languages	1,104	7,579	14,428
French & Non-Official	99	895	1,773
English & Non-Official	492	2,590	4,780
English & French	400	3,318	6,330
English & French & Non-Official	48	423	876

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2019 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	11,239	81,988	159,245
Total immigrants by selected places of birth	3,846	27,141	51,390
Non-permanent residents	2,081	10,114	18,318
Visible Minority Status			
Visible Minority Chinese	1,029	5,093	7,866
Visible Minority South Asian	756	4,188	7,756
Visible Minority Black	1,042	10,036	21,646
Visible Minority Filipino	173	981	2,421
Visible Minority Latin American	398	2,234	3,969
Visible Minority Southeast Asian	229	1,966	3,009
Visible Minority Arab	635	3,516	8,649
Visible Minority West Asian	277	1,385	2,546
Visible Minority Korean	238	666	916
Visible Minority Japanese	106	383	727
Visible Minority All Other Visible Minorities	99	335	717
Visible Minority Multiple Visible Minorities	151	1,077	2,036
2024 Population 15+ by Mother Tongue			
Total Single Response	19,202	127,613	237,919
English	10,463	69,222	120,544
French	3,151	26,909	60,194
Total Non-Official	5,587	31,482	57,182
Multiple Languages	1,453	9,412	17,388
French & Non-Official	159	1,327	2,469
English & Non-Official	666	3,316	5,959
English & French	472	3,737	6,960
English & French & Non-Official	65	551	1,114
2024 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	12,033	86,022	162,822
Total immigrants by selected places of birth	5,258	34,985	63,973
Non-permanent residents	3,364	16,018	28,513
Visible Minority Status			
Visible Minority Chinese	1,431	6,323	9,498
Visible Minority South Asian	1,084	5,809	10,462
Visible Minority Black	1,462	13,148	27,328
Visible Minority Filipino	213	1,255	2,889
Visible Minority Latin American	590	3,083	5,222
Visible Minority Southeast Asian	298	2,360	3,555
Visible Minority Arab	923	4,672	10,862
Visible Minority West Asian	423	2,036	3,635
Visible Minority Korean	343	953	1,292
Visible Minority Japanese	134	441	861
Visible Minority All Other Visible Minorities	141	386	880
Visible Minority Multiple Visible Minorities	177	1,309	2,466

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2029 Population 15+ by Mother Tongue			
Total Single Response	21,648	138,546	254,740
English	11,106	71,222	123,332
French	3,664	29,751	64,369
Total Non-Official	6,878	37,573	67,038
Multiple Languages	1,706	10,721	19,519
French & Non-Official	216	1,710	3,155
English & Non-Official	771	3,767	6,670
English & French	520	3,986	7,307
English & French & Non-Official	80	666	1,317
2029 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	13,143	89,610	167,301
Total immigrants by selected places of birth	7,182	45,985	82,930
Non-permanent residents	3,029	13,672	24,027
Visible Minority Status			
Visible Minority Chinese	1,721	7,405	11,044
Visible Minority South Asian	1,324	6,847	12,202
Visible Minority Black	1,694	15,171	30,820
Visible Minority Filipino	251	1,465	3,294
Visible Minority Latin American	705	3,608	6,015
Visible Minority Southeast Asian	344	2,677	3,994
Visible Minority Arab	1,133	5,609	12,722
Visible Minority West Asian	547	2,533	4,429
Visible Minority Korean	422	1,137	1,536
Visible Minority Japanese	151	478	930
Visible Minority All Other Visible Minorities	162	425	961
Visible Minority Multiple Visible Minorities	201	1,458	2,709

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Total expenditure: Total (\$)	CA\$1,559,178,955	CA\$9,309,023,498	CA\$17,045,420,687
Average Spent	CA\$115,409.25	CA\$123,829.73	CA\$129,905.50
Spending Potential Index	83	89	93
Total current consumption: Total (\$)	CA\$1,177,174,965	CA\$7,316,842,953	CA\$13,612,393,484
Average Spent	CA\$87,133.60	CA\$97,329.51	CA\$103,741.93
Spending Potential Index	75	83	89
Food: Total (\$)			
Average Spent			
Spending Potential Index			
Shelter: Total (\$)			
Average Spent			
Spending Potential Index			
Household Operation: Total (\$)			
Average Spent			
Spending Potential Index			
Household furnishings and equipment: Total (\$)			
Average Spent			
Spending Potential Index			
Clothing: Total (\$)			
Average Spent			
Spending Potential Index			
Transportation: Total (\$)			
Average Spent			
Spending Potential Index			
Health care: Total (\$)			
Average Spent			
Spending Potential Index			
Personal care: Total (\$)			
Average Spent			
Spending Potential Index			
Recreation: Total (\$)			
Average Spent			
Spending Potential Index			
Reading materials and other printed matter: Total (\$)			
Average Spent			
Spending Potential Index			

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Education: Total (\$)			
Average Spent			
Spending Potential Index			
Tobacco products and alcoholic beverages: Total(\$)			
Average Spent			
Spending Potential Index			
Games of chance (net): Total (\$)			
Average Spent			
Spending Potential Index			
Miscellaneous expenditures: Total (\$)			
Average Spent			
Spending Potential Index			
Personal Taxes: Total (\$)	CA\$254,827,654	CA\$1,706,407,143	CA\$3,168,181,919
Average Spent	CA\$18,862.15	CA\$22,698.83	CA\$24,145.15
Spending Potential Index	77	92	98
Personal insurance payments and pension contributions:			
Average Spent			
Spending Potential Index			
Gifts of money and contributions: Total (\$)			
Average Spent			
Spending Potential Index			

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