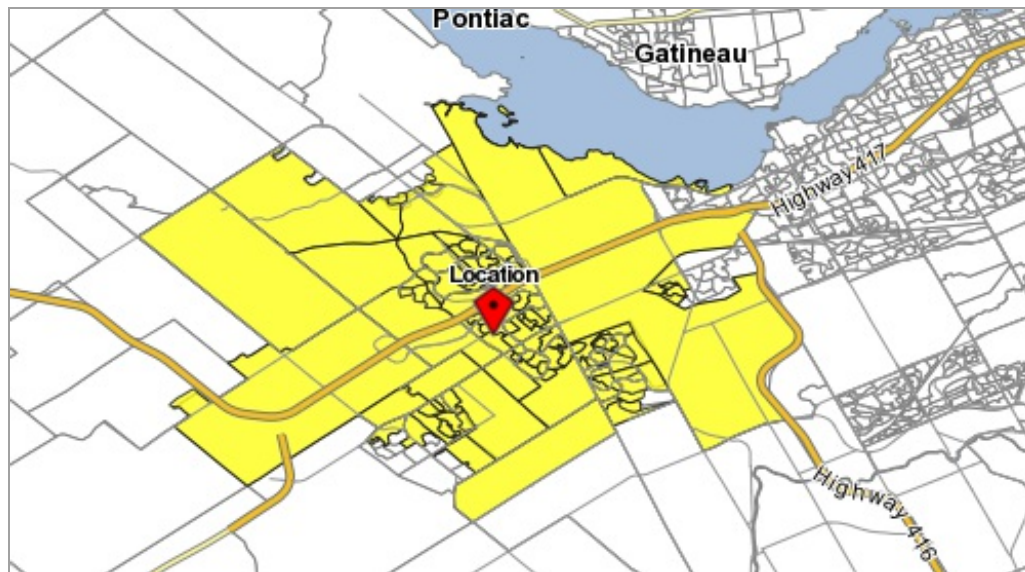# Report: Kanata Location

Kanata, Ottawa, ON, Canada

Distance of 5 kilometres from location

Data Summary of Area

Population	94,931
Households	33,303
Average Household Income	$135,270
Household Spending Index (Average=1.0)	1.62

Demographic Segments In Area

Segment Group	S2
Segment Group Name	Suburban Upscale
Segment Group Description	Suburban Upscale are suburban and exurban households with medium to high income, high education with families in large owned houses.
Segment % of Area Population	44.7%
Population	42,445
Households	14,566
Average Household Income	$133,450
Household Spending Index (Average=1.0)	1.60

Segment Group	S1
Segment Group Name	Suburban Elite
Segment Group Description	Suburban Elite are suburban and exurban households with high income, high education with families in large owned houses.
Segment % of Area Population	25.7%
Population	24,433
Households	7,968
Average Household Income	$163,989
Household Spending Index (Average=1.0)	1.97

Segment Group	S4
Segment Group Name	Suburban Mid-Upscale
Segment Group Description	Suburban Mid-Upscale are suburban and exurban households with medium to high income, high education with families in large owned houses.
Segment % of Area Population	11.3%
Population	10,772
Households	4,404
Average Household Income	$105,086
Household Spending Index (Average=1.0)	1.26

Segment Group	T1
Segment Group Name	Town Mid-Upscale
Segment Group Description	Town Mid-Upscale are town and exurban households with medium income, medium education with families in large owned houses.
Segment % of Area Population	5.9%
Population	5,619
Households	2,089
Average Household Income	$101,771
Household Spending Index (Average=1.0)	1.22

Segment Group	C1
Segment Group Name	City Affluent
Segment Group Description	City Affluent are urban and suburban households with very high income, high education with families in large owned houses.
Segment % of Area Population	5.0%
Population	4,763
Households	1,478
Average Household Income	$208,690
Household Spending Index (Average=1.0)	2.50

Segment Group	C4
Segment Group Name	City Low-Midscale
Segment Group Description	City Low-Midscale are urban and suburban households with low to medium income, low to medium education, a mixture of families and non-families in rented and owned mixed density homes.
Segment % of Area Population	3.1%
Population	2,907
Households	1,254
Average Household Income	$110,633
Household Spending Index (Average=1.0)	1.33

Segment Group	T2

Segment Group Name	Town Midscale
Segment Group Description	Town Midscale are town and rural households with medium income, low to medium education, low ethnic presence with families in owned houses.
Segment % of Area Population	1.5%
Population	1,435
Households	509
Average Household Income	$71,339
Household Spending Index (Average=1.0)	0.85

Segment Group	C2
Segment Group Name	City Midscale Mixed
Segment Group Description	City Midscale Mixed are urban and suburban households with medium education with a mixture of families and non-families in older owned homes.
Segment % of Area Population	1.3%
Population	1,199
Households	460
Average Household Income	$90,595
Household Spending Index (Average=1.0)	1.09

Segment Group	S3
Segment Group Name	Suburban Mid-Upscale Ethnic
Segment Group Description	Suburban Mid-Upscale Ethnic are suburban households with medium to high income, high ethnic presence, medium to high education with families in large owned houses.
Segment % of Area Population	1.0%
Population	911
Households	315
Average Household Income	$94,074
Household Spending Index (Average=1.0)	1.13

Segment Group	C5
Segment Group Name	City Low-Midscale Older
Segment Group Description	City Low-Midscale Older are urban and suburban households with low to medium income, low to medium education, low presence of kids, older aged population in rented and owned apartments and attached homes.
Segment % of Area Population	0.5%
Population	445
Households	260
Average Household Income	$93,074
Household Spending Index (Average=1.0)	1.12

Report Link = https://app.archerra.com//report/email/Nzk4/

Population, Household and Income numbers are estimated to 2013 based on growth rates from the

2011 and 2006 Census. A description of the demographic segments can be found at

https://app.archerra.com/static/segments1.html. For more information, contact info@archerra.com.