

GLEBE VISITORS : KEY FACTS

In 2022, the Glebe BIA successfully applied for a research grant with the City of Ottawa. The grant was used to conduct market research on Glebe visitors between September 2021 and 2022 with Environics Analytics. This research has provided key insights into who visits the Glebe, where they come from and what their interests and spending habits are. The results are summarized below. Please contact Patrick Burke, Executive Director of the Glebe BIA at patrickburke@intheglebe.ca if you have questions or would like more information.

Visits and visitors from Sept. '21 to Sept. '22

13.5M VISITS | 750K VISITORS



\$135K

Average house-
hold income



50%

of visitors come from
a 20+ minute drive away

47%

live in house-
holds of 3 or
more people



57%

live in homes
built since 2006



52%

are couples
with children
at home



41%

are visible
minorities

Annual household spending of Glebe visitors



\$5,000

spent on food
from restaurants



\$3,400

spent on
clothing



\$2,700

spent on
personal care



\$3,000

spent on
alcohol



\$4,500

spent on home
furnishing and equipment

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the
glebe

Sept. 2021 - Sept. 2022

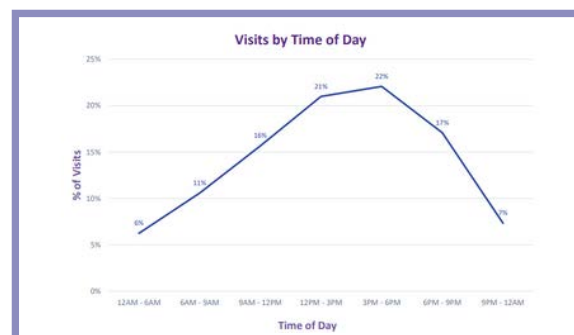
Percentage of visitors to the Glebe by postal code



Origin of individual visitors

| | |
|----------|-------|
| Ottawa | 57.9% |
| Gatineau | 7.9% |
| Montreal | 3.4% |
| Toronto | 2.6% |

Time of visits



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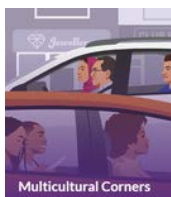
Sept. 2021 - Sept. 2022

Top demographic profiles: Unique visitors



Modern Suburbia (9% of visitors)

Culturally-diverse families with young children, and an average household income: \$141,000. They have larger, active families who participate in team sports, including basketball and hockey. They enjoy kid-friendly venues such as amusement parks, zoos and aquariums. Post-pandemic they look forward to live events and travel. [\(Click here for the full profile\)](#)



Multicultural Corners (9% of visitors)

Multicultural families with older children, and an average household income of \$132,000. They are active households engaged in many sports—swimming, skateboarding, baseball, basketball and soccer. They live outside the urban core and value financial security. [\(Click here for the full profile\)](#)



Mature and secure (7% of visitors)

Older couples (55+) aging in place in urban fringe neighbourhoods, they have an average household income: \$170,000. They have the time and money to attend arts, cultural and professional sports events. They are also health conscious, attend fitness classes and buy organic food. [\(Click here for the full profile\)](#)



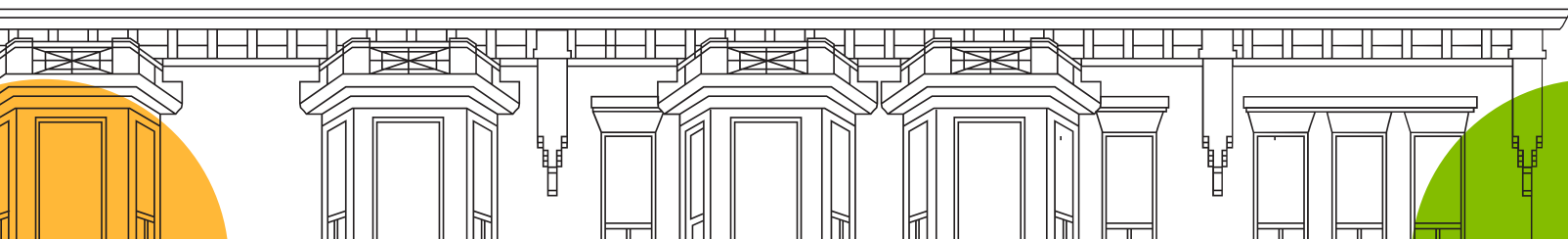
First-class families (7% of visitors)

Large families with children between the ages of 10-24 living comfortably in the suburbs, they have an average household income: \$190,000. They live in nice single-detached homes and spend on home decor and entertainment. Many reserve weekends to shop, dine out, visit a theme park. They enjoy sports as participants and spectators. [\(Click here for the full profile.\)](#)



Savvy seniors (6% of visitors)

Older singles (65+) who are typically empty-nesters with an average household income: \$115,000. They have the time and money for golf travel and fitness. Fond of cultural activities, residents regularly go to art galleries, the opera, the theatre and local exhibits and fairs. Believe in the value of Community Involvement, engaging in social issues. [\(Click here for the full profile.\)](#)



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Sept. 2021 - Sept. 2022

Top demographic profiles: High-frequency visitors



Downtown verve (9% of visits)

Younger and middle-aged singles, couples and families who like the excitement of downtown living and have an average household income of \$190,000. They want to live close to neighbourhood shops. They like bars, restaurants, art galleries and live music. They are conscious of their health and the environment. [\(Click here for the full profile\)](#)



Social networkers (7% of visits)

Young (35 or younger) singles living in downtown apartments, these households have an average household income of \$59,000. Despite lower-than-average incomes, Social Networks have promising careers ahead of them. They like bars, dance clubs, film festivals and food and wine shows. Many residents are on a first-name basis with servers at their local cafe or pizza shop. [\(Click here for the full profile.\)](#)



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Multicultural corners (5% of visitors)

Multicultural families with older children, and an average household income of \$132,000. They are active households engaged in many sports—swimming, skateboarding, baseball, basketball and soccer. They live outside the urban core and value financial security. [\(Click here for the full profile\)](#)

