

DISCOVER LOCAL,
DISCOVER *Little Italy*.

TRADE AREA REPORT: LITTLE ITALY



ABOUT THE TRADE AREA:

Radius: Preston Street BIA 15 minute walk



38,583
Population



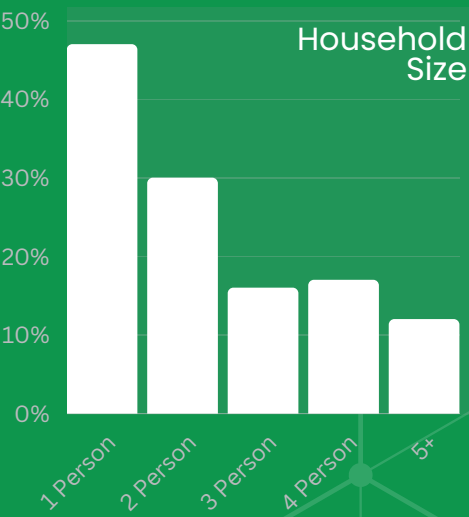
20,670
Households



\$99,996
Average
Household
Income



\$74,927
Household
Disposable
Income



24%

Projected
Population
Increase by
2028

18,918

Estimated
Daytime
Population

61%

Daytime
Population
Back to Work

Household Size

Average household size is 2.5
persons per dwelling



WHO ARE YOUR CUSTOMERS?

Little Italy is a hub for diverse, young working professionals. Three of the main consumer groups found in the Preston Street BIA are recent graduates, working singles and single parent households.



Median Age: 38.5-42 years

Visible Minority Presence: 26.7%

Aboriginal Identity: 2.3%

New-Canadians: 23.1%

Home Owners

28.9%

Renters

71.1%

Bachelor's
Degree

54.7%

No Post-
Secondary

45.3%

Married/
Common Law

43.3%

Single/Not
Married

56.7%

Labour Force
Participation

72.0%

Not
Working

28%

Travels by Car

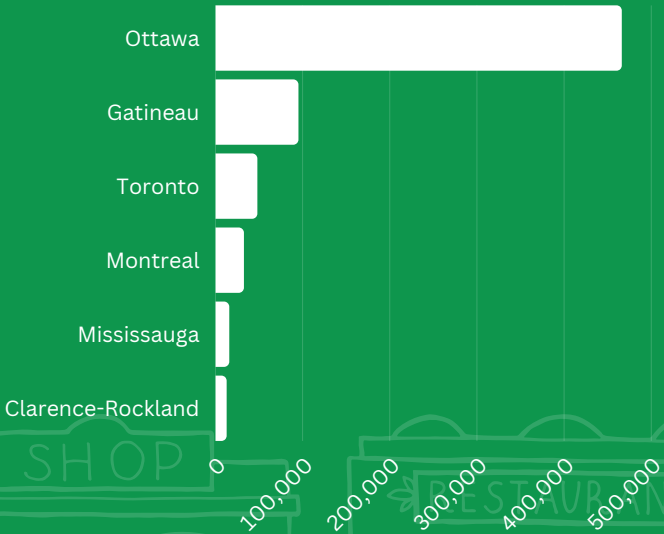
16.1%

Does not
Travel by
Vehicle

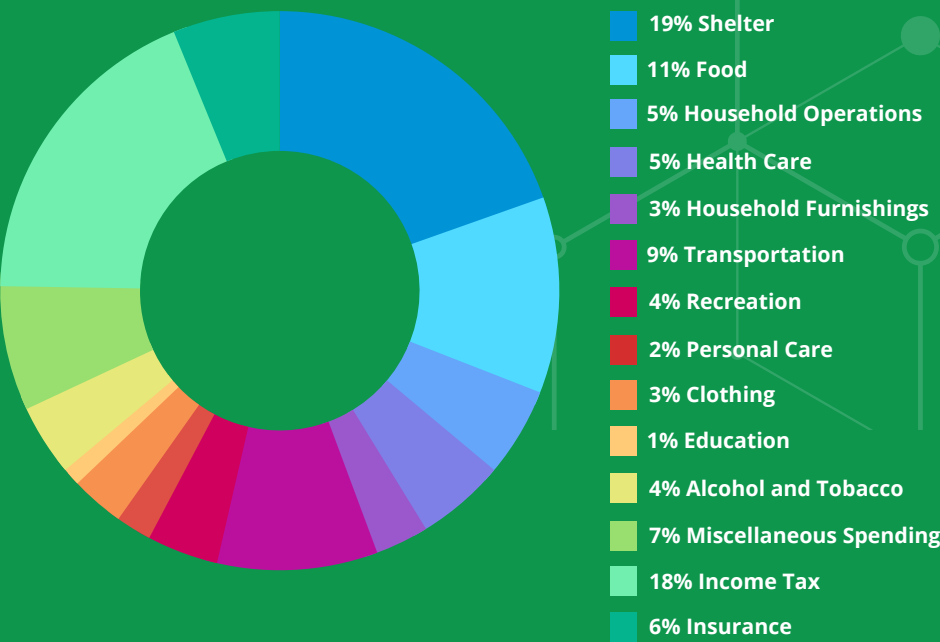
83.9%

WHERE ARE THEY COMING FROM?

The Little Italy area sees approximately 1.2 million visitors annually. 98% of these visitors come from outside of the Preston Street trade area. Unsurprisingly, the majority of customers come from within Ottawa. 9% come from Gatineau, 5% come from Toronto and 3% come from Montreal.



WHAT ARE THEIR SPENDING HABITS?



Household Discretionary
Income:

\$51,554

Average Household
Consumption:

\$69,453

Statistics pulled from Environics (February 2022) and Sitewise (October 2023).
All figures given are annually based.

FOOD-BASED SPENDING HABITS



\$10,791

**Household Food
Expenditure**



\$4,355

**Household Spend
on Food from
Restaurants**

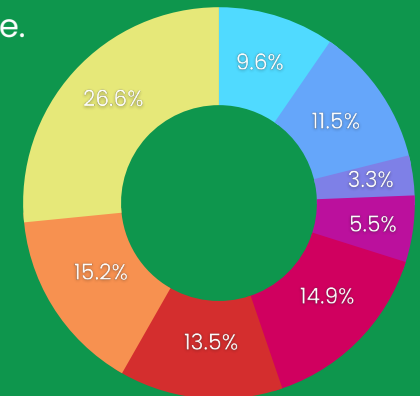


\$6,436

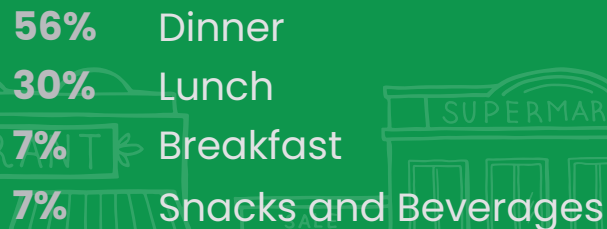
**Household
Spend on Food
from Stores**

FOOD PURCHASES

81.3% of consumers still prefer to purchase groceries in-store.



RESTAURANT SPENDING HABITS



Total Aggregate Food Expenditure in Trade Area (Annual):

\$223,051,930