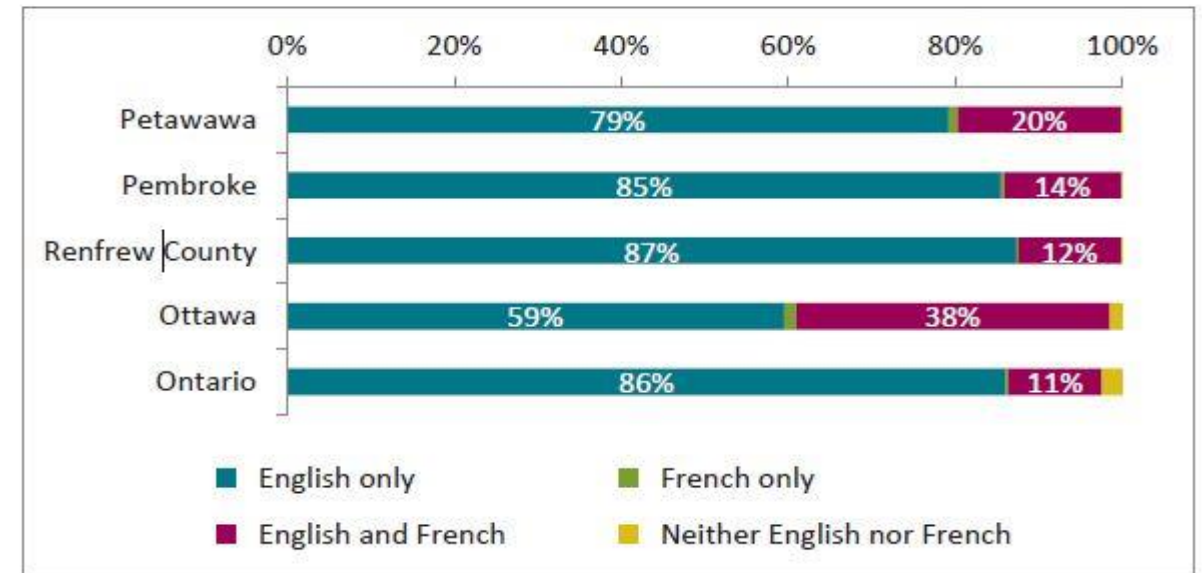
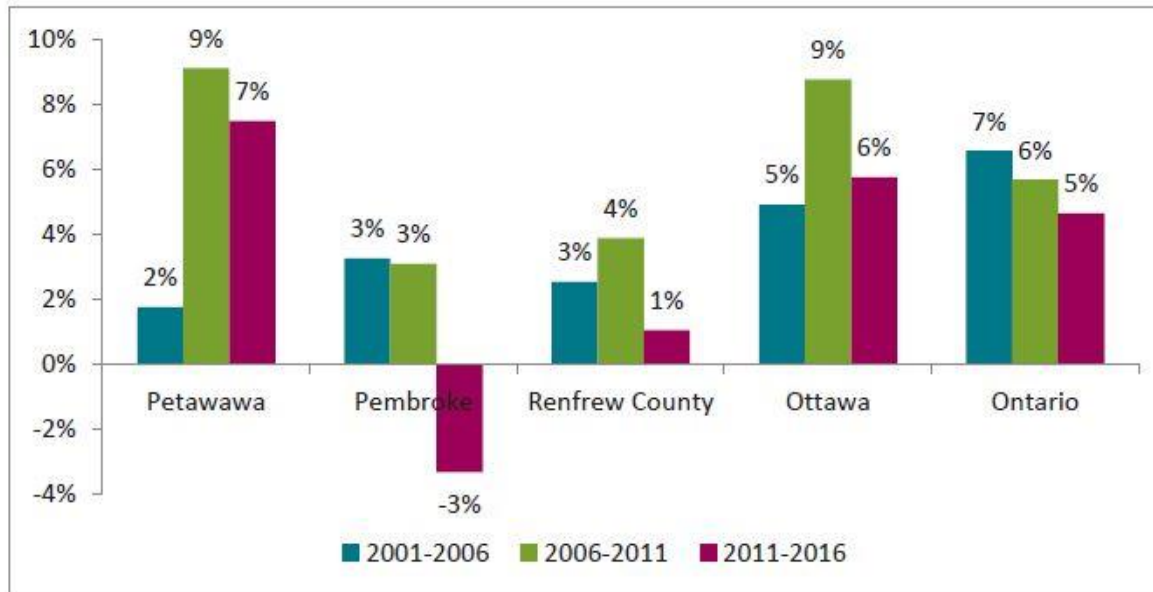


Community Profile



Demographic Portrait – Population Growth & Language



Petawawa’s population has grown **19%** between 2001 and 2016.

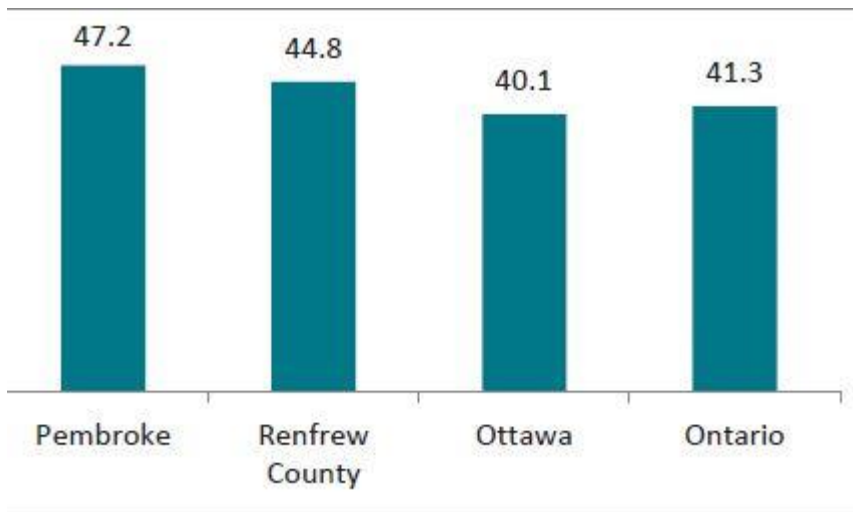
Source: Statistics Canada: 2016 Census Profile, 2011 Census Profile, 2006 Census Profile.

Official Language is predominately English but with a proportionally higher French speaking population due to the Garrison Petawawa employment influence.

Source: 2016 Census Profile.

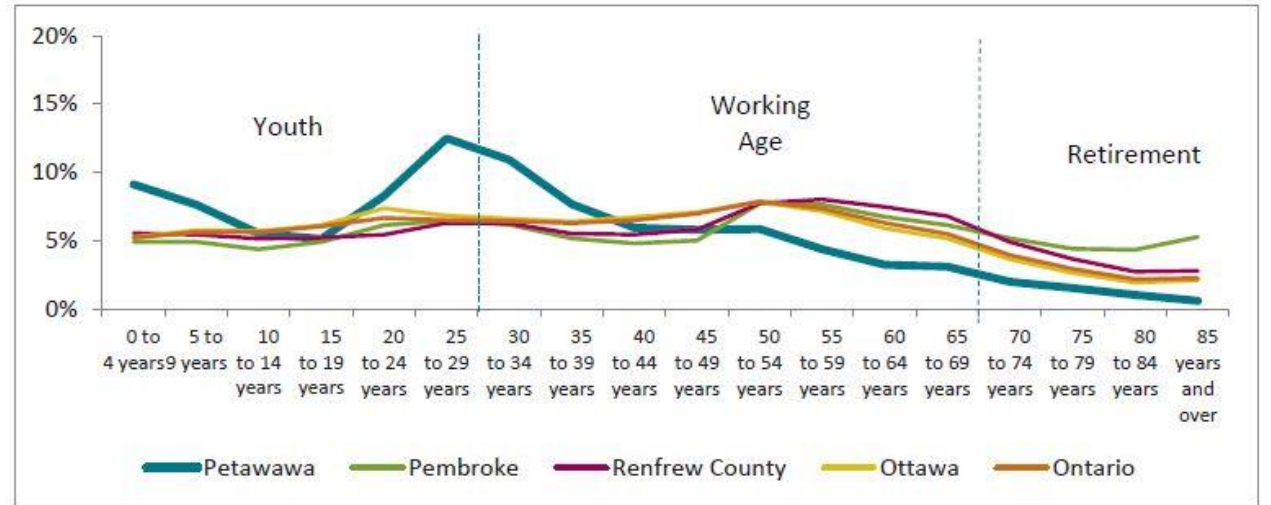
Demographic Portrait – Age Structure

Median Age Petawawa **30.8**



Median Age Comparators

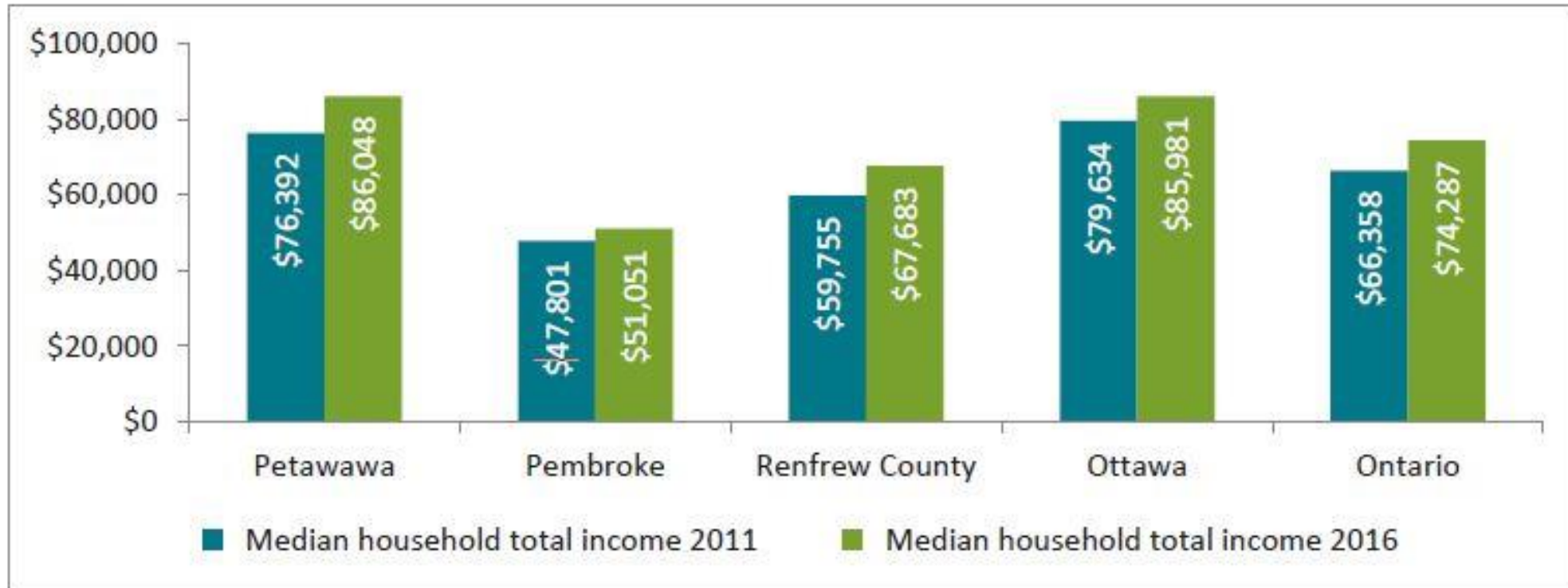
Source: Statistics Canada, 2016 Census Profiles.



Petawawa enjoys a higher proportion of residents aged 20-39 and those 0-9, suggesting a high comparative proportion of young families.

Source: Statistics Canada. 2016 Census Profiles.

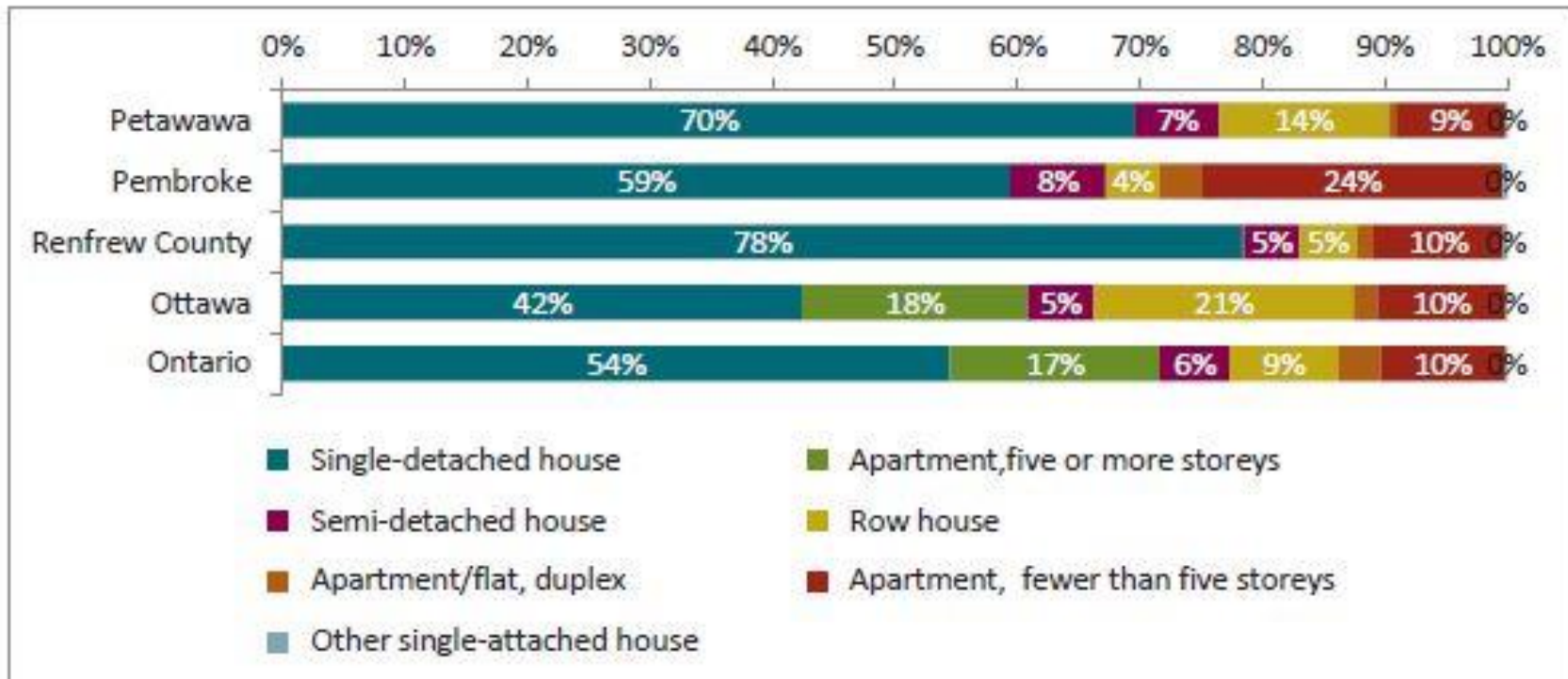
Demographic Portrait – Household Income



Average Household income in Petawawa increased from \$76,392 in 2011 to \$86,048 in 2016. It is projected that Petawawa's strong household earnings are affected by the military presence in the area. A stable healthy income generally indicates a strong quality of life and disposable incomes which likely have a positive effect on local commerce.

Demographic Portrait – Dwelling Values

Category	Petawawa	Pembroke	Renfrew County	Ottawa	Ontario
Median value of dwellings 2011	\$245,377	\$189,514	\$200,578	\$349,151	\$300,862
Median value of dwellings 2016	\$269,243	\$200,415	\$240,212	\$400,148	\$400,496



The majority of dwelling types in Petawawa are single detached homes. The average dwelling value in Petawawa continues to rise while area comparators have some relatively static value increase. This could result in potential homeowners seeking to purchase in more competitive local areas.

The average rental rate in 2016 for Petawawa was \$866, Pembroke was \$827 and Renfrew County was \$838.

Demographic Portrait – Tax Competitiveness

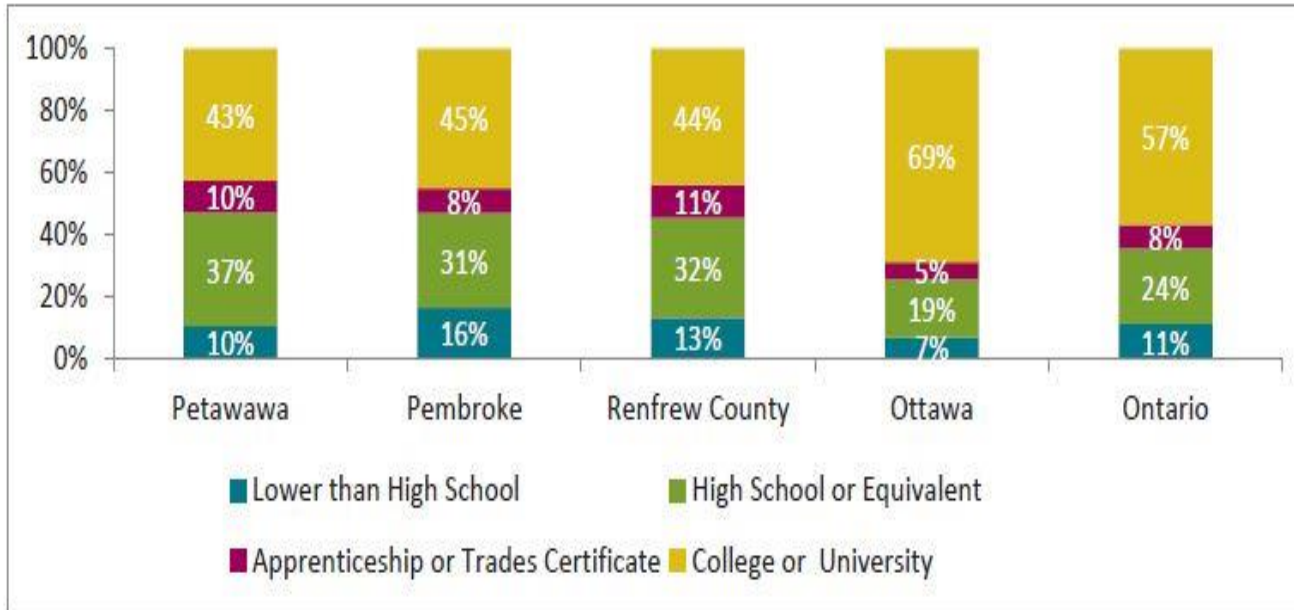
Structure	Petawawa	Pembroke	Renfrew	Ottawa
Single-Residential	0.851277%	1.611147%	1.413393%	0.667442%
Multi-Residential	1.477147%	2.948615%	2.569675%	0.870986%
Industrial	3.395512%	6.388292%	4.993930%	2.776492%

Tax competitiveness for Residential and Industrial New Builds (2016)

Source: Ontario Ministry of Municipal Affairs FIR 2016 Data: <https://efis.fma.csc.gov.on.ca/fir/ViewFIR2016.htm#4796>

Petawawa has a very competitive tax structure only outmatched by volume and density of Ottawa's market assessment.

Demographic Portrait – Educational Profile



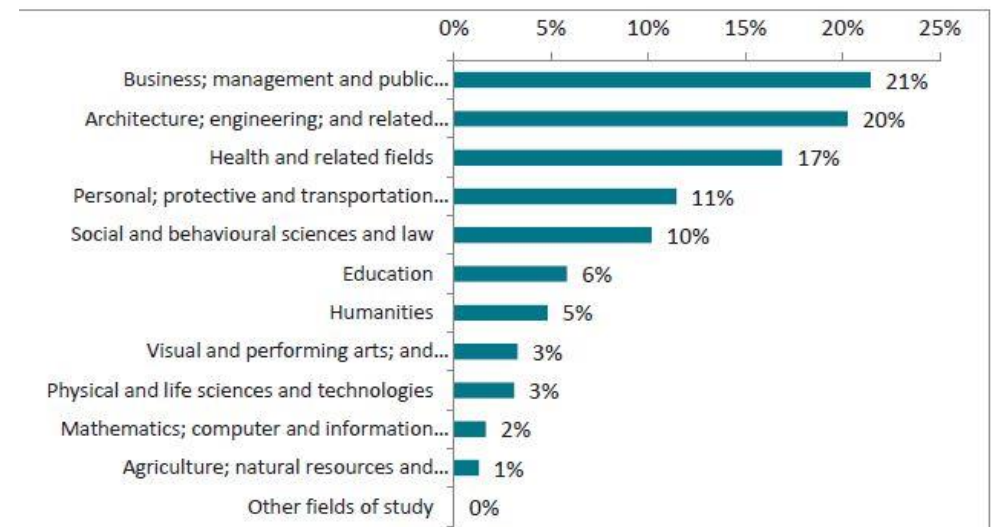
The observation derived from this educational profile reflects a general unskilled labour force in Petawawa and the surrounding communities. This creates a difficulty in attracting strategic investment in higher sector industries but does provide an opportunity for talent pruning from the military retirees who may wish to develop entrepreneurial enterprises in the community.

Source: Statistics Canada: 2011 National Household Survey.

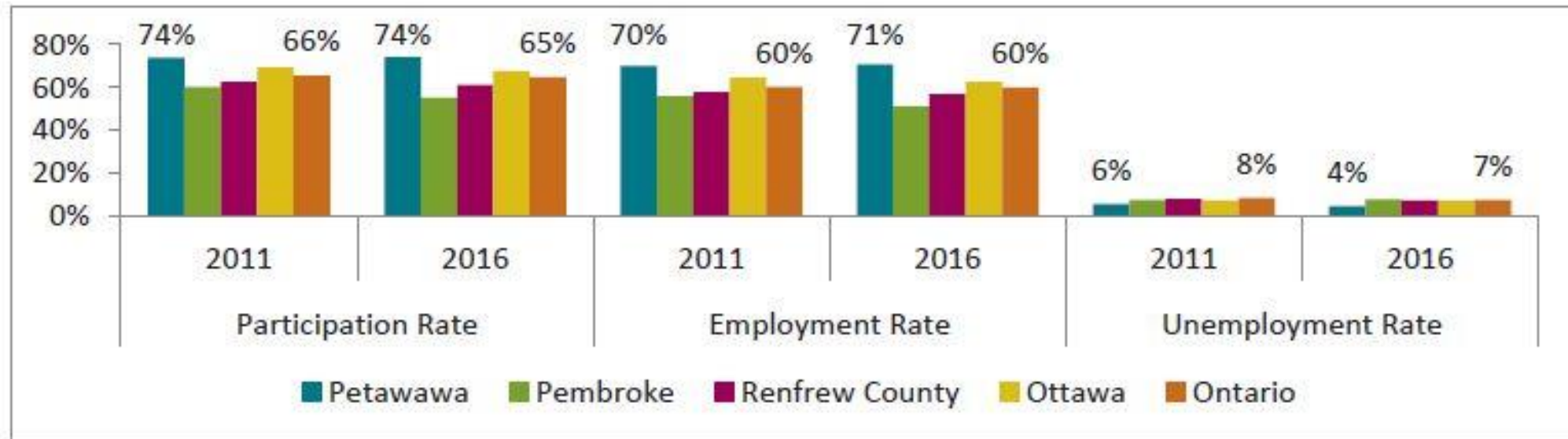
The top educational categories are:

- Business, management and public administration
- Architecture; engineering; and related technologies
- Health and related fields.

Notable that 20% (1.115 people) have a technical education but more than half are also enlisted in the Canadian Forces. Source: Statistics Canada, National Household Survey, 2011.



Demographic Portrait – Unemployment Rate



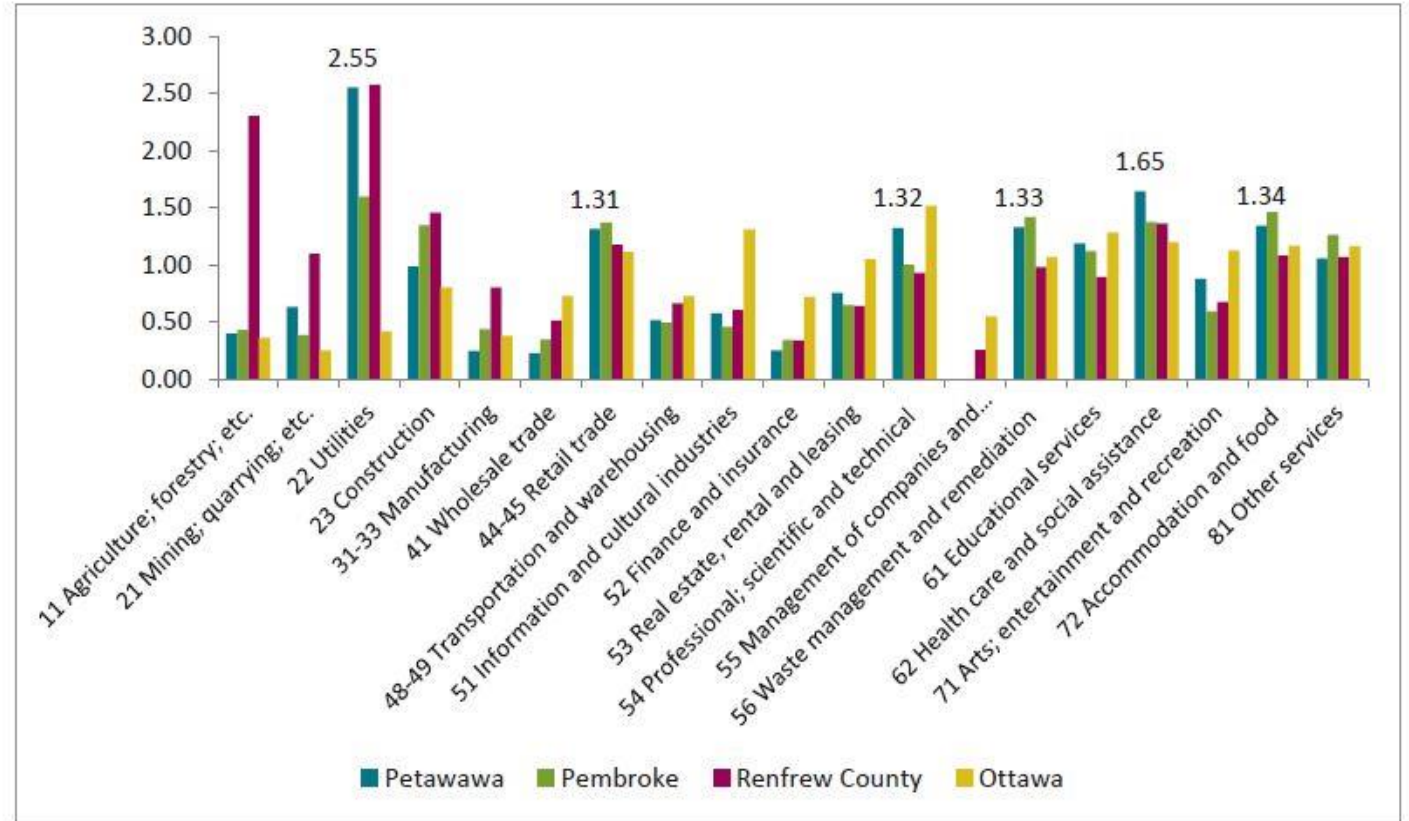
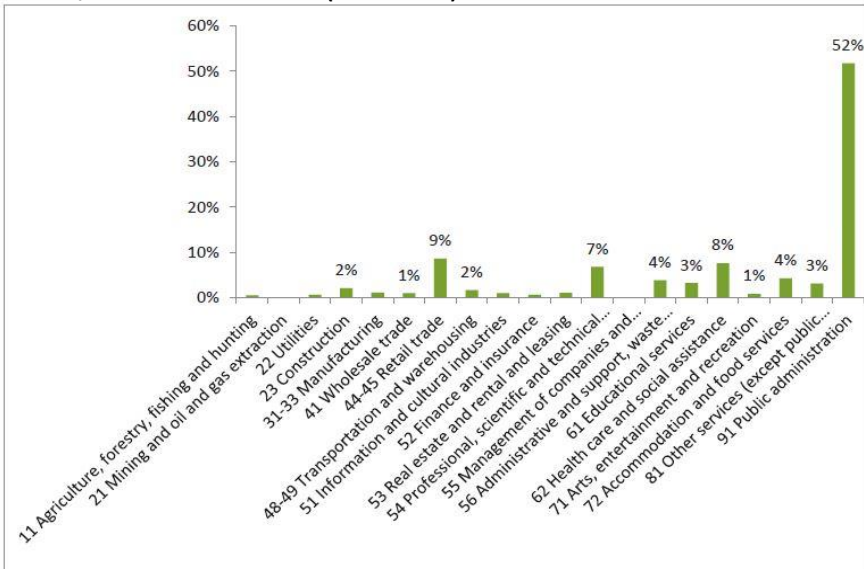
Source: Statistics Canada, National Household Survey. Note: census data reflects 2010 and 2015 income tax years respectively.

The area's unemployment rate remains stable. For Petawawa this employment stability may be a result of Garrison Petawawa as a sustainable employer and the low volume of retirees residing in the community. These statistics are reflective of the 2006 and 2016 participation, employment and unemployment rates.

Demographic Portrait – Labour Force by Sector

Petawawa has high employment in the public administration (52%) in a local quotients (LQ) evaluation it is noted that Petawawa, relative to the province, leads in the following industries:

- 22 Utilities (LQ 2.55)
 - 62 Health Care and social assistance (LQ 1.65)
 - 72 Accommodation and food (LQ 1.34)
 - 56 Waste management and remediation (LQ 1.33)
 - 54 Professional; scientific and technical (LQ 1.32)
 - 44/45 Retail trade (LQ 1.31)
- Source: Statistics Canada, Census Profile, 2016.

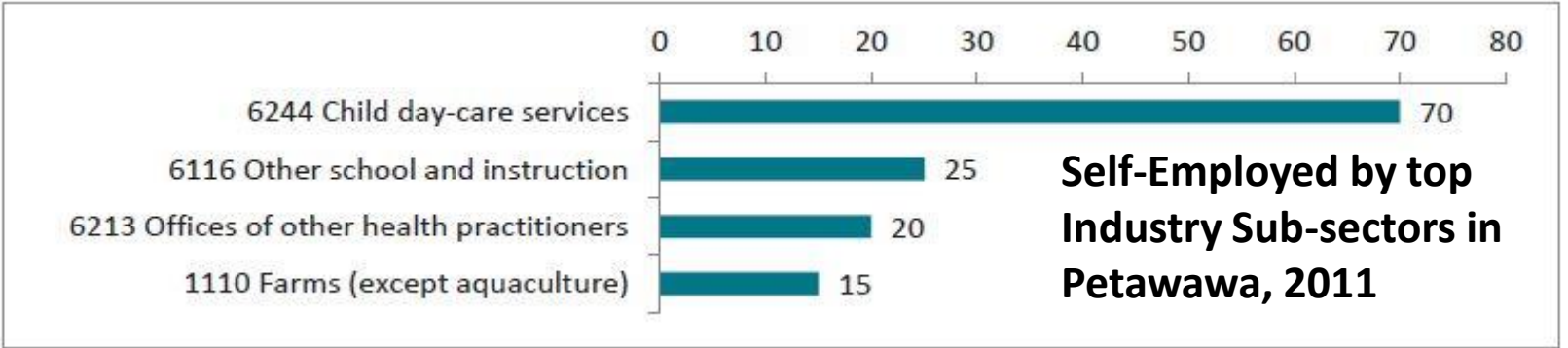
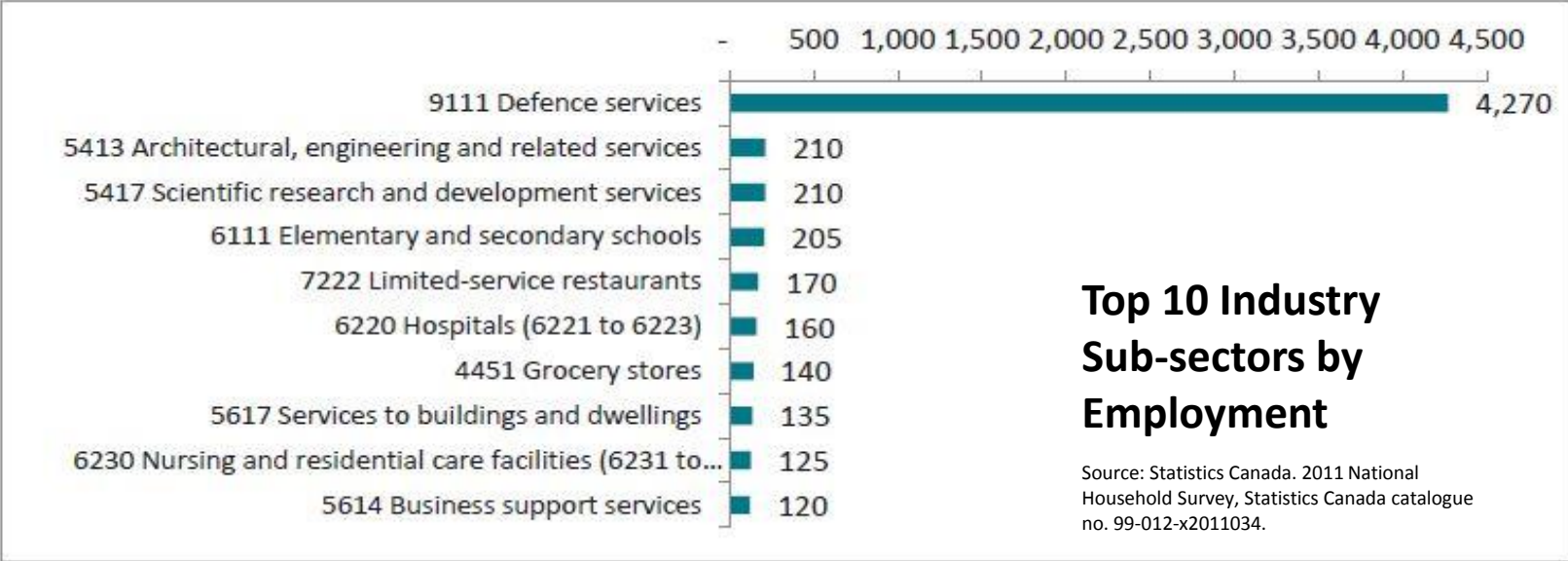


Source: Statistics Canada, Census Profile, 2016. Only significant LQ values are shown (1.25 or greater).

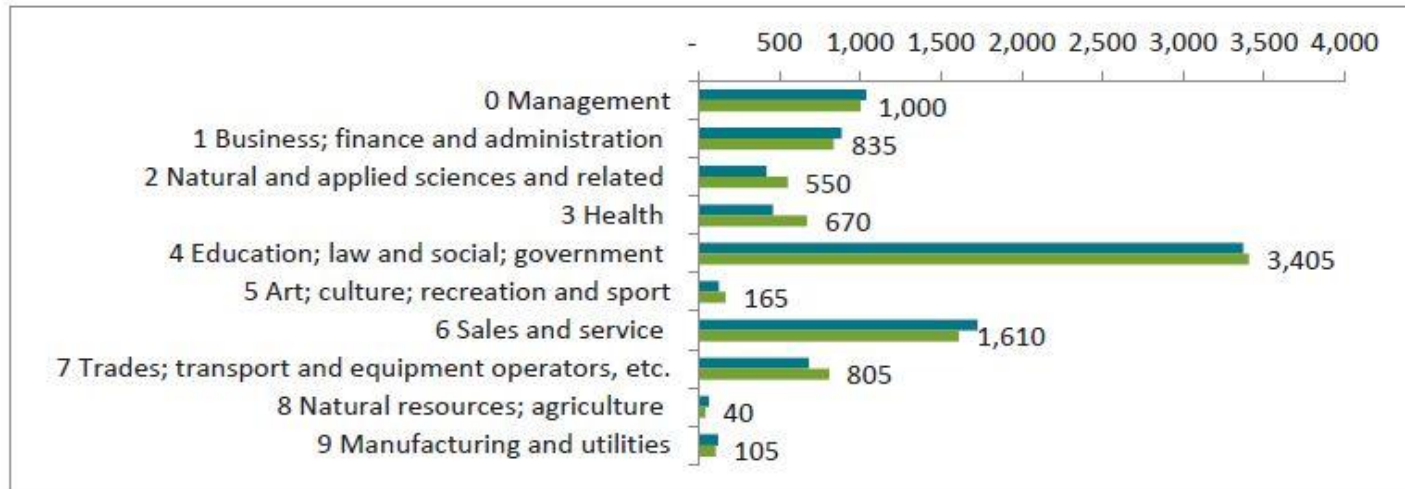
Demographic Portrait – Labour Force by Industry Sub-Sector

Top industry sub-sectors for residents of Petawawa are Garrison Petawawa and Chalk River’s Canadian Nuclear Laboratories facility. This is evidenced by the strength in the 9111 and 5413 and 5417 sub-sectors.

There is strong opportunity for entrepreneurial development in Petawawa as self employment details show low volume and diversity of fields are limited.



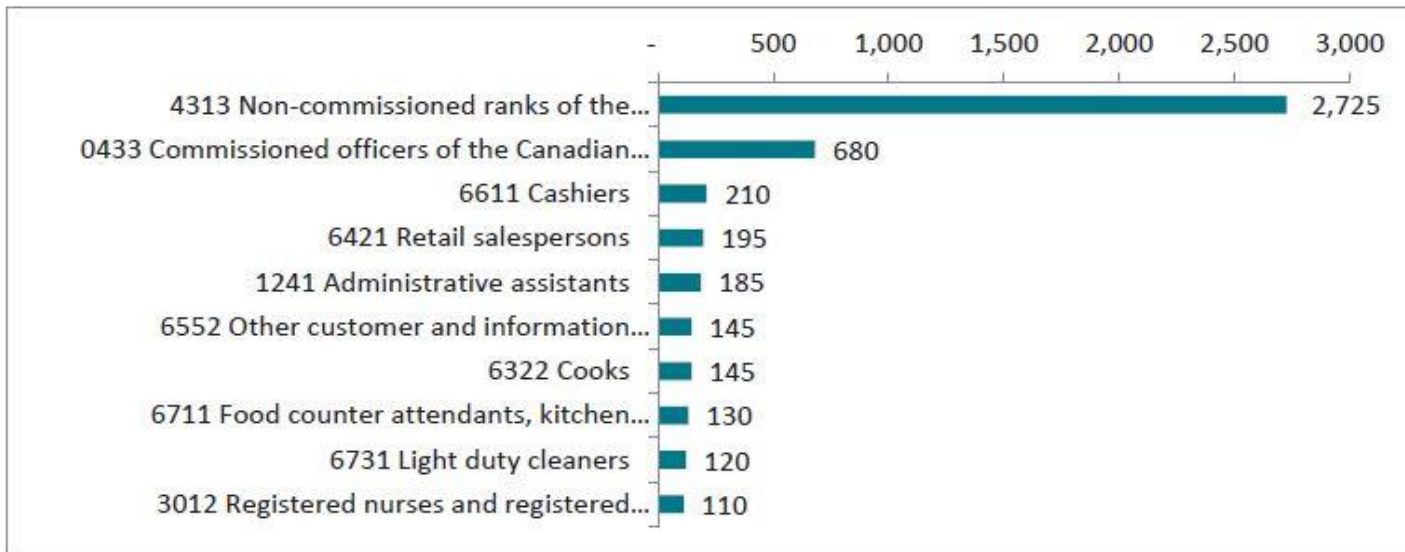
Demographic Portrait – Labour Force by Occupational Classification



Labour Force Population aged 15 years and over by occupation in Petawawa, 2011 & 2016

Source: Statistics Canada. National Household Survey, 2011; Census Profile, 2016. Catalogue Number 99-012-x2011051

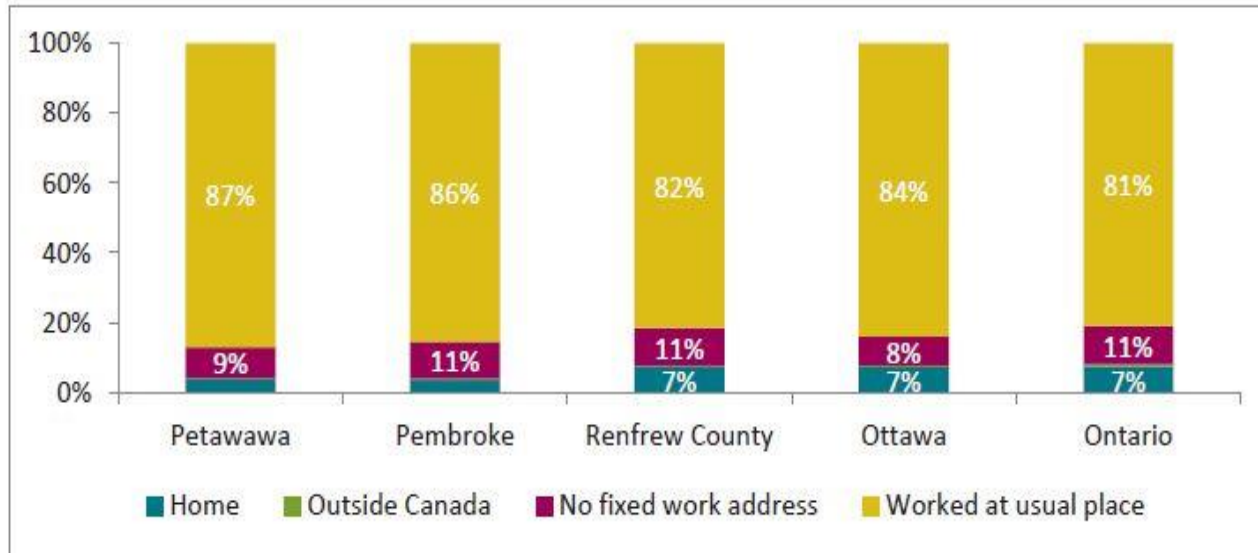
Non-commissioned ranks (2,725) and Commissioned officers (680) within the Canadian Forces illustrate the critical role the military plays in the local economic composition



Top Employment Occupations in Petawawa, 2011

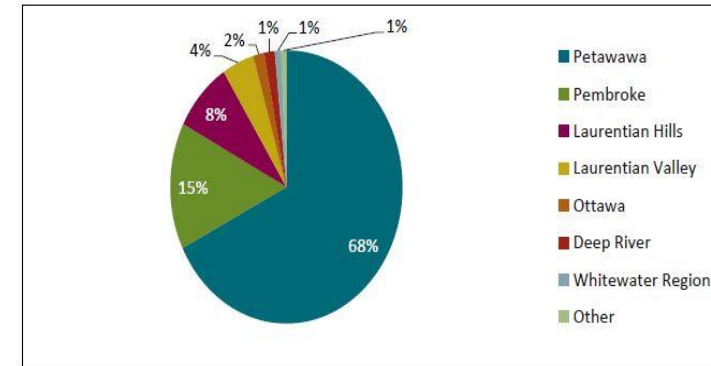
Source: Statistics Canada. National Household Survey, 2011, Catalogue Number 99-012-x2011051.

Demographic Portrait – Work Status & Commuting Trends



When reviewing comparators there is uniformity in that most residents travel for work; less than 5% work from home. Due to the Garrison; 68% of Petawawa residents commute to work within the municipal boundaries, while 67% of those who work in Petawawa are predominately residents of the municipality.

Source: Statistics Canada. Census Profile, 2016.

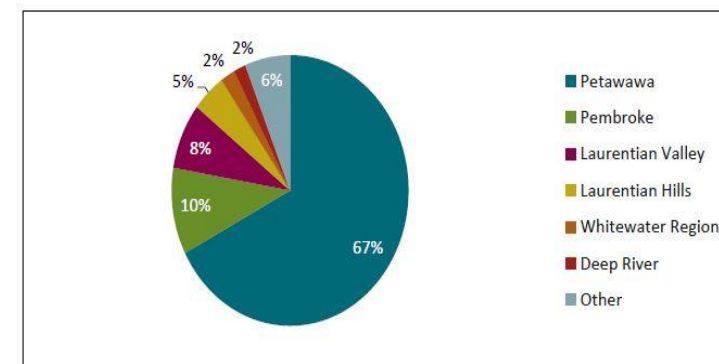


Commuting Patterns where Petawawa is Place of Residence, 2016

Source: Statistics Canada - 2016 Census.
Catalogue Number 98-400-X2016325

Commuting Patterns where Petawawa is Place of Work, 2016

Source: Statistics Canada - 2016 Census.
Catalogue Number 98-400-X2016325



Business Pattern Assessment

NAICS	Total	Without Employees	With Employees	1-4	5-9	10-19	20-49	50-99	100+
Total	474	295	179	81	52	24	17	4	1
44-45 - Retail trade	57	22	35	7	14	6	7	1	0
23 - Construction	58	29	29	16	8	3	1	0	1
81 - Other services (except public administration)	49	22	27	19	7	1	0	0	0
62 - Health care and social assistance	57	37	20	10	6	2	1	1	0
72 - Accommodation and food services	24	4	20	4	5	6	5	0	0
53 - Real estate and rental and leasing	109	100	9	7	2	0	0	0	0
31-33 - Manufacturing	17	8	9	4	3	0	1	1	0
54 - Professional, scientific and technical services	21	14	7	4	2	1	0	0	0
56 - Administrative and support, waste management and remediation services	11	6	5	3	1	1	0	0	0
52 - Finance and insurance	24	20	4	1	2	1	0	0	0
48-49 - Transportation and warehousing	16	13	3	2	0	0	1	0	0
41 - Wholesale trade	10	7	3	2	0	1	0	0	0
71 - Arts, entertainment and recreation	4	1	3	0	1	1	1	0	0
51 - Information and cultural industries	5	3	2	1	0	1	0	0	0
11 - Agriculture, forestry, fishing and hunting	5	4	1	0	1	0	0	0	0
22 - Utilities	2	1	1	1	0	0	0	0	0
91 - Public administration	1	0	1	0	0	0	0	1	0
55 - Management of companies and enterprises	2	2	0	0	0	0	0	0	0
61 - Educational services	2	2	0	0	0	0	0	0	0
21 - Mining and oil and gas extraction	0	0	0	0	0	0	0	0	0

Comparing Canadian Business Pattern data between 2014 and 2016 we see growth in Construction, Accommodation and food services, Health care and social assistance and Transportation and warehousing. Declines were noted in Other services, Retail Trade, Real Estate and rental and leasing and Finance and Insurance.

Garrison Petawawa

7,000 military

2nd Canadian Mechanized Brigade Group (2 CMBG)
& 4th Canadian Division Support Group (4 CDSG)

Ranked among **Best Places to Live in Canada**
2018 By Money Sense



  **6,334**
Households

\$269,243
Average single dwelling
assessment 2016

 **5** schools serving
3,135 students
ages 5-19



17,178
residents



Ottawa &
Petawawa
River



Hell or High Water &
Upper Ottawa River Race
and Paddle Festival

 **60 km**
of trails

10.3
people/km²

 **162** km²



Jay Hoots designed
**pump and
cycle track**
known as the
Construction yard

28 km of
multi use
paths 

Canada's Safest
Places 2019 –
4th ranked
By Macleans



Military Museum &
Heritage Village



Petawawa Centennial Family Health Centre
Outreach programs, pharmacy and clinical support services



Canada's Best Places to Live – Low Taxes 2018
By Money Sense