



APPENDIX E

2024/2025 Rogers Centre Ottawa Demographics

Guest Information

Total Attendees: **140,304**
Local Attendees: **67,990**
Provincial Attendees: **14,090**
National Attendees: **50,074**
American Attendees: **500**
International Attendees: **11,725**

Visitor Demographics

Gender: **Female 60% | Male 40%**
Average **Age: 41**
Marital Status: **56% Married/Common Law**
Average Household Income: **34.6% of visitors have an average household income of over 150,000 vs a benchmark of 25.5%**
Education: **41% hold a university degree**
Visible Minority Presence: **37% belong to a visible minority group**
Tenure: **59.8% Houses | 39.9% Apartments**
Own vs Rent: **40% rent and 60% own**
Top Occupation Industry: **Business and Finance, Sales and Service, Social Science, Education, Gov't, Management, Sciences**
Transportation: **38% travel by car to work, 11% travel to work by public transit**

Values

Ostentatious Consumption - Desire to impress others and express one's social standing through the display of objects, that symbolize affluence.