



DEP Market Profile Canada

Uniacke Business Park
 2-98 Richard John Dr, Mt Uniacke, East Hants, Nova Scotia, B0N
 Drive Time: 15, 30, 60 minute radii

Prepared by East Hants
 Latitude: 44.86043
 Longitude: -63.80378

	15 minutes	30 minutes	60 minutes
Summary			
2011 Total Population	26,305	270,565	470,228
2016 Total Population	27,396	279,338	482,191
2021 Total Population	28,179	286,163	491,788
2016-2021 Annual Rate	0.57%	0.48%	0.39%
Households			
2011 Households	10,235	117,246	199,372
2011 Average Household Size	2.58	2.28	2.32
2016 Households	10,787	122,435	206,810
2016 Average Household Size	2.54	2.25	2.30
2021 Households	11,134	125,752	211,508
2021 Average Household Size	2.54	2.25	2.29
2016-2021 Annual Rate	0.64%	0.54%	0.45%
Families			
2011 Families	8,426	76,017	134,169
2011 Average Family Size	2.82	2.77	2.78
2016 Families	8,793	78,553	137,858
2016 Average Family Size	2.77	2.73	2.73
2021 Families	9,060	80,664	140,756
2021 Average Family Size	2.75	2.68	2.69
2016-2021 Annual Rate	0.60%	0.53%	0.42%
2011 Dwellings			
Owned Dwellings	8,381	69,045	127,964
Rented Dwellings	1,853	48,202	71,013
Band Housing	0	0	395
2016 Dwellings			
Owned Dwellings	8,752	71,113	131,350
Rented Dwellings	2,035	51,322	75,072
Band Housing	0	0	388
2021 Dwellings			
Owned Dwellings	8,978	72,304	133,308
Rented Dwellings	2,156	53,448	77,829
Band Housing	0	0	371
Average Household Income			
2011	\$79,507	\$77,263	\$76,791
2016	\$89,566	\$85,820	\$85,463
2021	\$105,437	\$99,746	\$99,578
Per Capita Income			
2011	\$30,935	\$33,481	\$32,559
2016	\$35,266	\$37,615	\$36,655
2021	\$41,660	\$43,833	\$42,826
Median Age			
2011	39.00	39.60	39.70
2016	41.00	40.30	40.70
2021	40.40	41.20	41.70

Data Note: 2016 Household Spending Potential shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Household spending does not equal business revenue.

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2011 Households by Income			
Household Income Base	10,235	117,246	199,372
<\$10,000	222	4,902	8,064
\$10,000 - \$19,999	633	10,455	17,569
\$20,000 - \$29,999	752	10,762	17,771
\$30,000 - \$39,999	825	11,411	18,975
\$40,000 - \$49,999	824	10,737	18,097
\$50,000 - \$59,999	812	9,685	16,759
\$60,000 - \$69,999	851	8,876	15,675
\$70,000 - \$79,999	896	8,136	14,396
\$80,000 - \$89,999	874	7,119	12,692
\$90,000 - \$99,999	784	6,081	10,792
\$100,000 - \$124,999	1,293	11,232	19,276
\$125,000 - \$149,999	744	7,191	12,093
\$150,000 - \$174,999	346	4,024	6,569
\$175,000 - \$199,999	142	2,259	3,638
\$200,000 - \$249,999	133	2,082	3,426
\$250,000+	104	2,294	3,580
Average Household Income	\$79,507	\$77,263	\$76,791
2016 Households by Income			
Household Income Base	10,787	122,435	206,810
<\$10,000	153	3,940	6,311
\$10,000 - \$19,999	562	9,933	16,406
\$20,000 - \$29,999	656	9,832	16,199
\$30,000 - \$39,999	758	10,503	17,278
\$40,000 - \$49,999	789	10,548	17,544
\$50,000 - \$59,999	781	9,655	16,293
\$60,000 - \$69,999	805	9,021	15,789
\$70,000 - \$79,999	885	8,371	14,601
\$80,000 - \$89,999	881	7,464	13,174
\$90,000 - \$99,999	836	6,545	11,672
\$100,000 - \$124,999	1,559	12,696	21,955
\$125,000 - \$149,999	980	9,206	15,574
\$150,000 - \$174,999	555	5,551	9,252
\$175,000 - \$199,999	207	3,011	4,856
\$200,000 - \$249,999	180	2,766	4,541
\$250,000+	199	3,393	5,365
Average Household Income	\$89,566	\$85,820	\$85,463

Data Note: 2016 Household Spending Potential shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Household spending does not equal business revenue.
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2021 Households by Income			
Household Income Base	11,134	125,752	211,508
<\$10,000	102	2,764	4,298
\$10,000 - \$19,999	454	9,065	14,722
\$20,000 - \$29,999	520	8,370	13,736
\$30,000 - \$39,999	612	9,052	14,778
\$40,000 - \$49,999	742	9,986	16,522
\$50,000 - \$59,999	697	8,854	14,646
\$60,000 - \$69,999	720	8,378	14,185
\$70,000 - \$79,999	747	7,949	13,771
\$80,000 - \$89,999	829	7,785	13,646
\$90,000 - \$99,999	821	6,888	12,219
\$100,000 - \$124,999	1,842	14,470	25,546
\$125,000 - \$149,999	1,114	10,177	17,196
\$150,000 - \$174,999	768	7,336	12,268
\$175,000 - \$199,999	467	4,752	7,873
\$200,000 - \$249,999	347	4,894	8,039
\$250,000+	352	5,031	8,063
Average Household Income	\$105,437	\$99,746	\$99,578
2011 Population by Age			
0-4	26,305	270,565	470,228
5-9	1,507	13,981	23,500
10-14	1,479	12,963	22,666
15-19	1,582	13,449	24,339
20-24	1,805	15,554	28,717
25-34	1,642	20,508	37,922
35-44	3,441	41,034	67,434
45-54	4,205	38,905	65,792
55-64	4,635	43,744	76,588
65-74	3,314	34,421	60,907
75-84	1,833	19,632	34,939
85+	699	11,339	19,190
25-44	162	5,036	8,234
25-44	7,646	79,939	133,226
2016 Population by Age			
0-4	27,396	279,338	482,191
5-9	1,560	14,072	23,840
10-14	1,634	13,708	23,535
15-19	1,510	12,940	22,442
20-24	1,516	13,542	24,471
25-34	1,495	18,732	33,225
35-44	3,626	45,708	76,216
45-54	4,091	39,144	64,764
55-64	4,380	40,678	70,358
65-74	3,688	37,631	66,888
75-84	2,633	25,374	45,723
85+	243	12,383	21,620
25-44	243	5,426	9,109
25-44	7,717	84,852	140,980

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2021 Population by Age	28,179	286,163	491,788
0-4	1,612	14,198	23,882
5-9	1,643	13,955	24,017
10-14	1,658	13,258	23,390
15-19	1,507	12,239	22,348
20-24	1,214	14,622	27,561
25-34	3,971	47,962	78,130
35-44	4,450	41,631	68,162
45-54	3,968	36,493	63,115
55-64	3,868	39,721	70,297
65-74	2,976	30,218	53,553
75-84	1,060	15,628	26,824
85+	251	6,237	10,509
25-44	8,421	89,593	146,292

Population by Sex			
Males			
2011	13,133	131,804	230,987
2016	13,694	136,318	237,136
2021	14,149	140,318	242,929
Females			
2011	13,172	138,761	239,241
2016	13,702	143,020	245,055
2021	14,030	145,846	248,859

2011 Population 15+ by Mother Tongue			
Total Single Response	25,903	264,024	459,613
English	24,776	240,143	422,016
French	679	7,045	11,626
Total Non-Official	448	16,836	25,971
Multiple Languages	144	2,601	3,887
French & Non-Official	1	149	224
English & Non-Official	63	1,396	2,002
English & French	73	988	1,561
English & French & Non-Official	8	68	100

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2011 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	24,964	241,417	423,613
Total immigrants by selected places of birth	1,057	23,054	34,501
Non-permanent residents	26	2,154	5,386
Visible Minority Status			
Visible Minority Chinese	94	2,853	5,287
Visible Minority South Asian	59	2,546	4,161
Visible Minority Black	585	9,450	15,913
Visible Minority Filipino	26	1,153	1,568
Visible Minority Latin American	26	703	944
Visible Minority Southeast Asian	19	887	1,201
Visible Minority Arab	79	4,074	5,770
Visible Minority West Asian	3	988	1,440
Visible Minority Korean	8	427	728
Visible Minority Japanese	17	186	447
Visible Minority All Other Visible Minorities	9	326	492
Visible Minority Multiple Visible Minorities	14	680	1,249
2016 Population 15+ by Mother Tongue			
Total Single Response	26,944	272,152	470,641
English	25,719	245,781	429,573
French	700	7,174	11,812
Total Non-Official	524	19,197	29,256
Multiple Languages	164	2,912	4,318
French & Non-Official	1	153	229
English & Non-Official	79	1,703	2,419
English & French	75	987	1,566
English & French & Non-Official	9	70	104
2016 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	25,808	245,068	427,896
Total immigrants by selected places of birth	1,265	27,256	40,281
Non-permanent residents	35	2,740	6,782
Visible Minority Status			
Visible Minority Chinese	133	3,930	7,079
Visible Minority South Asian	78	3,257	5,244
Visible Minority Black	656	10,225	17,367
Visible Minority Filipino	40	1,704	2,272
Visible Minority Latin American	29	787	1,051
Visible Minority Southeast Asian	23	1,079	1,446
Visible Minority Arab	102	4,973	6,967
Visible Minority West Asian	4	1,293	1,879
Visible Minority Korean	8	435	737
Visible Minority Japanese	18	192	459
Visible Minority All Other Visible Minorities	14	454	693
Visible Minority Multiple Visible Minorities	17	816	1,500

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2021 Population 15+ by Mother Tongue			
Total Single Response	27,710	278,718	479,872
English	26,430	250,638	436,373
French	704	7,185	11,839
Total Non-Official	575	20,895	31,660
Multiple Languages	174	3,082	4,555
French & Non-Official	1	158	239
English & Non-Official	89	1,866	2,647
English & French	74	981	1,555
English & French & Non-Official	10	77	114
2021 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	26,365	247,658	431,552
Total immigrants by selected places of birth	1,482	31,412	46,087
Non-permanent residents	37	2,731	6,788
Visible Minority Status			
Visible Minority Chinese	154	4,458	7,943
Visible Minority South Asian	89	3,590	5,749
Visible Minority Black	693	10,611	18,103
Visible Minority Filipino	48	1,987	2,633
Visible Minority Latin American	31	816	1,086
Visible Minority Southeast Asian	26	1,171	1,562
Visible Minority Arab	110	5,372	7,499
Visible Minority West Asian	5	1,429	2,078
Visible Minority Korean	9	445	746
Visible Minority Japanese	19	197	469
Visible Minority All Other Visible Minorities	17	529	812
Visible Minority Multiple Visible Minorities	19	884	1,618

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Total expenditure: Total (\$)	\$1,118,417,583	\$12,335,899,079	\$20,876,151,169
Average Spent	\$103,681.99	\$100,754.68	\$100,943.63
Spending Potential Index	94	92	92
Total current consumption: Total (\$)	\$1,060,438,770	\$11,439,086,793	\$19,271,726,140
Average Spent	\$98,307.11	\$93,429.88	\$93,185.66
Spending Potential Index	103	98	97
Food: Total (\$)	\$124,416,355	\$1,290,552,718	\$2,207,085,888
Average Spent	\$11,533.92	\$10,540.72	\$10,672.05
Spending Potential Index	103	94	95
Shelter: Total (\$)	\$200,948,009	\$2,231,890,702	\$3,682,525,884
Average Spent	\$18,628.72	\$18,229.19	\$17,806.32
Spending Potential Index	101	99	97
Household Operation: Total (\$)	\$53,175,428	\$546,332,329	\$932,674,217
Average Spent	\$4,929.58	\$4,462.22	\$4,509.81
Spending Potential Index	113	102	103
Household furnishings and equipment: Total (\$)	\$35,364,567	\$367,469,680	\$630,686,146
Average Spent	\$3,278.44	\$3,001.35	\$3,049.59
Spending Potential Index	98	90	92
Clothing: Total (\$)	\$38,418,805	\$430,634,624	\$705,450,345
Average Spent	\$3,561.58	\$3,517.25	\$3,411.10
Spending Potential Index	98	96	93
Transportation: Total (\$)	\$147,526,315	\$1,417,595,681	\$2,485,874,407
Average Spent	\$13,676.31	\$11,578.35	\$12,020.09
Spending Potential Index	108	92	95
Health care: Total (\$)	\$42,297,340	\$449,239,681	\$775,981,622
Average Spent	\$3,921.14	\$3,669.21	\$3,752.15
Spending Potential Index	102	96	98
Personal care: Total (\$)	\$24,626,493	\$281,162,901	\$463,656,915
Average Spent	\$2,282.98	\$2,296.43	\$2,241.95
Spending Potential Index	113	114	111
Recreation: Total (\$)	\$57,076,826	\$598,214,702	\$1,007,052,610
Average Spent	\$5,291.26	\$4,885.98	\$4,869.46
Spending Potential Index	103	95	95
Reading materials and other printed matter: Total (\$)	\$4,475,469	\$54,588,977	\$94,920,591
Average Spent	\$414.89	\$445.86	\$458.97
Spending Potential Index	116	125	128

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Education: Total (\$)	\$16,740,471	\$231,823,670	\$371,360,247
Average Spent	\$1,551.91	\$1,893.44	\$1,795.66
Spending Potential Index	118	144	136
Tobacco products and alcoholic beverages: Total(\$)	\$44,129,484	\$492,943,724	\$823,260,109
Average Spent	\$4,090.99	\$4,026.17	\$3,980.76
Spending Potential Index	120	118	117
Games of chance (net): Total (\$)	\$9,293,656	\$89,262,773	\$152,754,781
Average Spent	\$861.56	\$729.06	\$738.62
Spending Potential Index	74	63	64
Personal Taxes: Total (\$)	\$164,179,369	\$1,909,823,514	\$3,185,360,123
Average Spent	\$15,220.11	\$15,598.67	\$15,402.35
Spending Potential Index	94	96	95
Personal insurance payments and pension contributions: Total (\$)	\$63,670,901	\$631,832,347	\$1,060,901,499
Average Spent	\$5,902.56	\$5,160.55	\$5,129.84
Spending Potential Index	117	102	102
Gifts of money and contributions: Total (\$)	\$19,597,846	\$246,329,666	\$412,417,011
Average Spent	\$1,816.80	\$2,011.92	\$1,994.18
Spending Potential Index	86	95	94

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