



DEP Market Profile Canada

Park Rd, Elmsdale, East Hants, Nova Scotia, B2S
Rings: 5, 10, 25 kilometer radii

Prepared by East Hants

Latitude: 44.97828
Longitude: -63.51137

	5 kilometers	10 kilometers	25 kilometers
Summary			
2012 Total Population	9,843	13,138	46,399
2017 Total Population	10,069	13,514	48,355
2022 Total Population	10,202	13,759	49,806
2017-2022 Annual Rate	0.26%	0.36%	0.59%
Households			
2012 Households	3,624	4,851	17,044
2012 Average Household Size	2.68	2.67	2.69
2017 Households	3,746	5,042	17,812
2017 Average Household Size	2.65	2.65	2.68
2022 Households	3,815	5,158	18,346
2022 Average Household Size	2.64	2.63	2.68
2017-2022 Annual Rate	0.37%	0.46%	0.59%
Families			
2012 Families	2,957	3,990	14,231
2012 Average Family Size	2.95	2.92	2.91
2017 Families	3,016	4,049	14,539
2017 Average Family Size	2.90	2.88	2.87
2022 Families	2,905	3,936	14,625
2022 Average Family Size	2.87	2.84	2.85
2017-2022 Annual Rate	-0.75%	-0.56%	0.12%
2012 Dwellings			
Owned Dwellings	3,624	4,851	17,044
Rented Dwellings	2,954	4,112	14,779
Band Housing	670	739	1,965
2017 Dwellings			
Owned Dwellings	3,746	5,042	17,812
Rented Dwellings	3,043	4,270	15,403
Band Housing	703	772	2,110
2022 Dwellings			
Owned Dwellings	3,815	5,158	18,346
Rented Dwellings	3,092	4,366	15,825
Band Housing	723	791	2,227
Average Household Income			
2012	\$86,395	\$88,631	\$93,322
2017	\$99,983	\$102,259	\$105,338
2022	\$115,051	\$116,993	\$119,212
Per Capita Income			
2012	\$31,809	\$32,726	\$34,280
2017	\$37,197	\$38,152	\$38,802
2022	\$43,023	\$43,859	\$43,912
Median Age			
2012	38.50	39.20	40.00
2017	41.20	42.00	41.90
2022	43.50	44.20	43.30

Data Note: 2017 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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2012 Households by Income			
Household Income Base	3,624	4,851	17,044
<\$10,000	27	38	218
\$10,000 - \$19,999	118	165	819
\$20,000 - \$29,999	160	213	939
\$30,000 - \$39,999	193	251	1,105
\$40,000 - \$49,999	231	292	1,203
\$50,000 - \$59,999	277	349	1,238
\$60,000 - \$69,999	320	414	1,292
\$70,000 - \$79,999	423	539	1,493
\$80,000 - \$89,999	404	530	1,502
\$90,000 - \$99,999	368	490	1,376
\$100,000 - \$124,999	424	585	2,039
\$125,000 - \$149,999	346	482	1,535
\$150,000 - \$174,999	182	263	908
\$175,000 - \$199,999	48	80	448
\$200,000 - \$249,999	89	133	508
\$250,000+	14	26	421
Average Household Income	\$86,395	\$88,631	\$93,322
2017 Households by Income			
Household Income Base	3,746	5,042	17,812
<\$10,000	13	22	153
\$10,000 - \$19,999	78	113	681
\$20,000 - \$29,999	99	137	752
\$30,000 - \$39,999	152	201	953
\$40,000 - \$49,999	199	254	1,108
\$50,000 - \$59,999	278	349	1,237
\$60,000 - \$69,999	271	352	1,223
\$70,000 - \$79,999	280	366	1,223
\$80,000 - \$89,999	295	387	1,258
\$90,000 - \$99,999	366	480	1,352
\$100,000 - \$124,999	725	971	2,790
\$125,000 - \$149,999	519	708	2,031
\$150,000 - \$174,999	213	308	1,105
\$175,000 - \$199,999	91	138	618
\$200,000 - \$249,999	155	221	731
\$250,000+	12	33	597
Average Household Income	\$99,983	\$102,259	\$105,338

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2022 Households by Income			
Household Income Base	3,815	5,158	18,346
<\$10,000	4	9	84
\$10,000 - \$19,999	60	93	554
\$20,000 - \$29,999	93	131	680
\$30,000 - \$39,999	153	202	917
\$40,000 - \$49,999	121	163	899
\$50,000 - \$59,999	126	169	883
\$60,000 - \$69,999	222	283	1,057
\$70,000 - \$79,999	296	382	1,235
\$80,000 - \$89,999	233	308	1,086
\$90,000 - \$99,999	246	326	1,100
\$100,000 - \$124,999	843	1,110	3,088
\$125,000 - \$149,999	403	564	1,937
\$150,000 - \$174,999	497	666	1,766
\$175,000 - \$199,999	269	374	1,130
\$200,000 - \$249,999	118	184	893
\$250,000+	131	193	1,036
Average Household Income	\$115,051	\$116,993	\$119,212
2012 Population by Age			
0-4	9,843	13,138	46,399
5-9	601	794	2,792
10-14	629	805	2,813
15-19	682	873	3,062
20-24	717	958	3,368
25-34	554	732	2,574
35-44	1,209	1,554	5,087
45-54	1,618	2,124	7,543
55-64	1,697	2,334	8,259
65-74	1,190	1,633	5,981
75-84	575	819	3,230
85+	288	397	1,323
25-44	82	115	367
25-44	2,827	3,678	12,630
2017 Population by Age			
0-4	10,069	13,514	48,355
5-9	568	739	2,582
10-14	627	816	3,019
15-19	634	804	2,960
20-24	634	817	2,999
25-34	650	845	2,720
35-44	1,072	1,433	5,140
45-54	1,431	1,910	7,114
55-64	1,697	2,290	7,874
65-74	1,479	2,046	7,287
75-84	803	1,124	4,422
85+	360	530	1,798
25-44	116	160	439
25-44	2,503	3,343	12,254

Data Note: 2017 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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2022 Population by Age	10,202	13,759	49,806
0-4	482	640	2,461
5-9	584	769	2,901
10-14	642	825	3,095
15-19	593	759	2,856
20-24	581	751	2,516
25-34	1,157	1,543	5,440
35-44	1,270	1,730	6,874
45-54	1,563	2,104	7,346
55-64	1,648	2,252	7,760
65-74	1,059	1,461	5,385
75-84	483	723	2,622
85+	143	202	551
25-44	2,427	3,273	12,314
Population by Sex			
Males			
2012	4,950	6,657	23,475
2017	5,042	6,823	24,438
2022	5,134	6,983	25,343
Females			
2012	4,894	6,481	22,925
2017	5,027	6,691	23,917
2022	5,069	6,776	24,464
2012 Population 15+ by Mother Tongue			
Total Single Response	9,774	13,053	46,085
English	9,481	12,677	44,375
French	166	216	942
Total Non-Official	127	160	768
Multiple Languages	56	72	195
French & Non-Official	0	0	1
English & Non-Official	25	32	91
English & French	32	41	102
English & French & Non-Official	0	0	0

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2012 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	9,371	12,555	44,284
Total immigrants by selected places of birth	314	419	1,787
Non-permanent residents	145	151	208
Visible Minority Status			
Visible Minority Chinese	6	58	111
Visible Minority South Asian	7	7	19
Visible Minority Black	1	5	104
Visible Minority Filipino	8	14	30
Visible Minority Latin American	4	7	33
Visible Minority Southeast Asian	8	46	60
Visible Minority Arab	16	32	80
Visible Minority West Asian	0	0	0
Visible Minority Korean	6	10	12
Visible Minority Japanese	0	0	0
Visible Minority All Other Visible Minorities	3	7	11
Visible Minority Multiple Visible Minorities	33	41	48
2017 Population 15+ by Mother Tongue			
Total Single Response	9,992	13,419	48,002
English	9,688	13,025	46,173
French	174	227	988
Total Non-Official	130	168	840
Multiple Languages	56	74	211
French & Non-Official	0	0	1
English & Non-Official	25	33	101
English & French	32	41	108
English & French & Non-Official	0	0	0
2017 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	9,568	12,888	45,923
Total immigrants by selected places of birth	326	445	2,068
Non-permanent residents	154	160	222
Visible Minority Status			
Visible Minority Chinese	6	67	131
Visible Minority South Asian	7	7	23
Visible Minority Black	1	5	117
Visible Minority Filipino	8	16	38
Visible Minority Latin American	4	7	37
Visible Minority Southeast Asian	8	46	60
Visible Minority Arab	16	30	86
Visible Minority West Asian	0	0	0
Visible Minority Korean	6	11	13
Visible Minority Japanese	0	0	0
Visible Minority All Other Visible Minorities	6	11	17
Visible Minority Multiple Visible Minorities	33	43	51

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2022 Population 15+ by Mother Tongue			
Total Single Response	10,125	13,664	49,433
English	9,816	13,261	47,524
French	176	229	1,006
Total Non-Official	134	173	903
Multiple Languages	55	74	220
French & Non-Official	0	0	1
English & Non-Official	25	34	107
English & French	31	40	112
English & French & Non-Official	0	0	0
2022 Population 15+ by Ethnic Characteristics			
Immigration Status			
Non-immigrant population	9,687	13,105	47,053
Total immigrants by selected places of birth	338	471	2,376
Non-permanent residents	155	161	224
Visible Minority Status			
Visible Minority Chinese	6	72	147
Visible Minority South Asian	7	7	25
Visible Minority Black	1	6	125
Visible Minority Filipino	8	18	43
Visible Minority Latin American	4	7	39
Visible Minority Southeast Asian	8	45	59
Visible Minority Arab	15	29	90
Visible Minority West Asian	0	0	0
Visible Minority Korean	6	11	13
Visible Minority Japanese	0	0	0
Visible Minority All Other Visible Minorities	6	12	18
Visible Minority Multiple Visible Minorities	35	45	54

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Total expenditure: Total (\$)	\$449,044,862	\$617,678,466	\$2,212,621,061
Average Spent	\$119,873.16	\$122,506.64	\$124,220.81
Spending Potential Index	109	112	113
Total current consumption: Total (\$)	\$415,963,615	\$572,085,778	\$2,065,400,471
Average Spent	\$111,042.08	\$113,464.06	\$115,955.56
Spending Potential Index	116	118	121
Food: Total (\$)	\$50,752,513	\$68,679,704	\$240,829,456
Average Spent	\$13,548.46	\$13,621.52	\$13,520.63
Spending Potential Index	121	122	121
Shelter: Total (\$)	\$75,871,071	\$102,334,880	\$366,488,062
Average Spent	\$20,253.89	\$20,296.49	\$20,575.35
Spending Potential Index	110	110	112
Household Operation: Total (\$)	\$21,169,190	\$28,865,670	\$101,551,593
Average Spent	\$5,651.15	\$5,725.04	\$5,701.30
Spending Potential Index	129	131	130
Household furnishings and equipment: Total (\$)	\$14,728,740	\$20,348,970	\$71,552,874
Average Spent	\$3,931.86	\$4,035.89	\$4,017.12
Spending Potential Index	118	121	121
Clothing: Total (\$)	\$12,965,266	\$17,923,653	\$70,587,200
Average Spent	\$3,461.10	\$3,554.87	\$3,962.90
Spending Potential Index	95	97	109
Transportation: Total (\$)	\$65,654,014	\$89,989,609	\$312,853,704
Average Spent	\$17,526.43	\$17,848.00	\$17,564.21
Spending Potential Index	139	141	139
Health care: Total (\$)	\$18,067,006	\$24,786,930	\$83,653,075
Average Spent	\$4,823.01	\$4,916.09	\$4,696.44
Spending Potential Index	126	128	122
Personal care: Total (\$)	\$9,346,643	\$12,812,118	\$46,931,233
Average Spent	\$2,495.10	\$2,541.08	\$2,634.81
Spending Potential Index	124	126	131
Recreation: Total (\$)	\$17,572,931	\$24,448,539	\$93,541,212
Average Spent	\$4,691.12	\$4,848.98	\$5,251.58
Spending Potential Index	91	94	102
Reading materials and other printed matter: Total (\$)	\$2,303,783	\$3,105,814	\$9,610,977
Average Spent	\$615.00	\$615.99	\$539.58
Spending Potential Index	172	172	151

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Education: Total (\$)	\$5,866,232	\$7,889,869	\$31,476,470
Average Spent	\$1,566.00	\$1,564.83	\$1,767.15
Spending Potential Index	119	119	134
Tobacco products and alcoholic beverages: Total(\$)	\$16,303,222	\$22,525,473	\$81,009,836
Average Spent	\$4,352.17	\$4,467.57	\$4,548.05
Spending Potential Index	128	131	134
Games of chance (net): Total (\$)	\$3,212,205	\$4,406,390	\$15,262,471
Average Spent	\$857.50	\$873.94	\$856.86
Spending Potential Index	74	75	74
Miscellaneous expenditures: Total (\$)	\$6,435,944	\$8,838,958	\$30,904,732
Average Spent	1,718.08	1,753.07	1,735.05
Spending Potential Index	99	101	100
Personal Taxes: Total (\$)	\$66,215,256	\$94,147,279	\$356,363,854
Average Spent	\$17,676.26	\$18,672.61	\$20,006.95
Spending Potential Index	109	115	124
Personal insurance payments and pension contributions: Total (\$)	\$23,861,663	\$32,644,609	\$115,789,467
Average Spent	\$6,369.90	\$6,474.54	\$6,500.64
Spending Potential Index	126	129	129
Gifts of money and contributions: Total (\$)	\$5,637,933	\$8,337,309	\$36,994,240
Average Spent	\$1,505.05	\$1,653.57	\$2,076.93
Spending Potential Index	71	78	98

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