



Community Profile  
East Hants, Nova Scotia

By

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## Introduction

East Hants is situated for development along the Halifax-Moncton Growth Corridor, only minutes from Halifax. This document provides prospective developers and employers with an introduction to the East Hants corridor region. This includes:

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## Hants County Highlights

### **A Competitive & Accessible Work Force**

At our doorstep, a highly-skilled labour market of more than 450,000 people.

### **Cost Advantages**

Reduced cost of doing business – for land, labor and resources - 40 per cent lower than Boston, and 20 per cent more cost effective than Toronto.

### **Major Transportation Corridors**

Connect instantly to the Halifax International Airport, twinned-highway access along two major provincial highways, railway networks and the Port of Halifax.

### **Market Reach**

Reach out to a potential marketplace of more than 500,000 people which represents \$15 billion in economic potential. Within 12 hours the marketplace expands to 75 million people, an economic potential of \$3 trillion.

### **An Ideal Lifestyle**

Quality lifestyle and a choice of ideal communities. Home to the highest rated schools in Canada and abundant recreational opportunities.

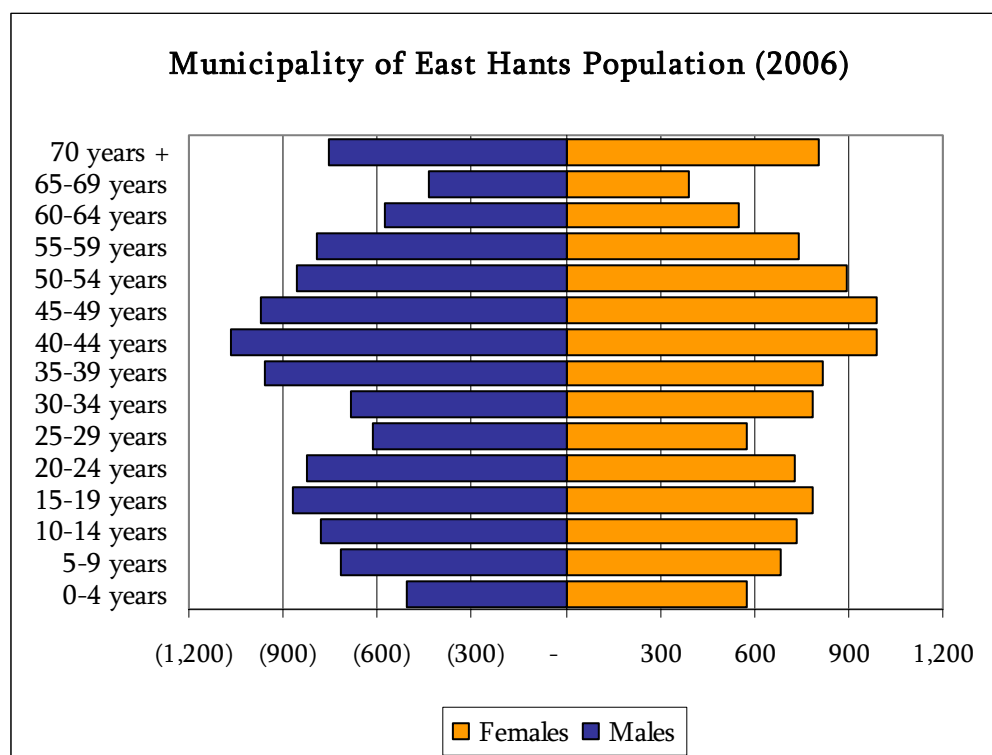




## The Municipality of East Hants

The Municipality of East Hants is truly well connected. The "corridor" region of the municipality is located just minutes from Halifax International Airport and is home to the fastest growing residential area in Nova Scotia. Three business and industrial parks totaling more than 400 acres are found within the region's borders of Elmsdale, Mount Uniacke and Milford. These facilities offer a high quality infrastructure and unparalleled access to the province's major highway corridors.

For residents, East Hants offers the attraction of being centrally located within easy access to major educational and health care facilities. The municipality also offers state-of-the-art public schools and is home to the new East Hants Resource Centre, a unique facility that brings health, employment, business and community interests under one roof. Along the Fundy Shore, visitors from across the globe come to experience the world's highest tides at historic communities, like Walton and Burntcoat Head, and the new tidal interpretive centre at South Maitland. Within the Municipality's interior, opportunities abound for eco-adventures and the chance to experience the region's rich agricultural heritage "up close". Ride the tide of success and explore all the advantages East Hants has to offer.



Source: Financial Post Markets, 2006

## Market Overview

### *Size*

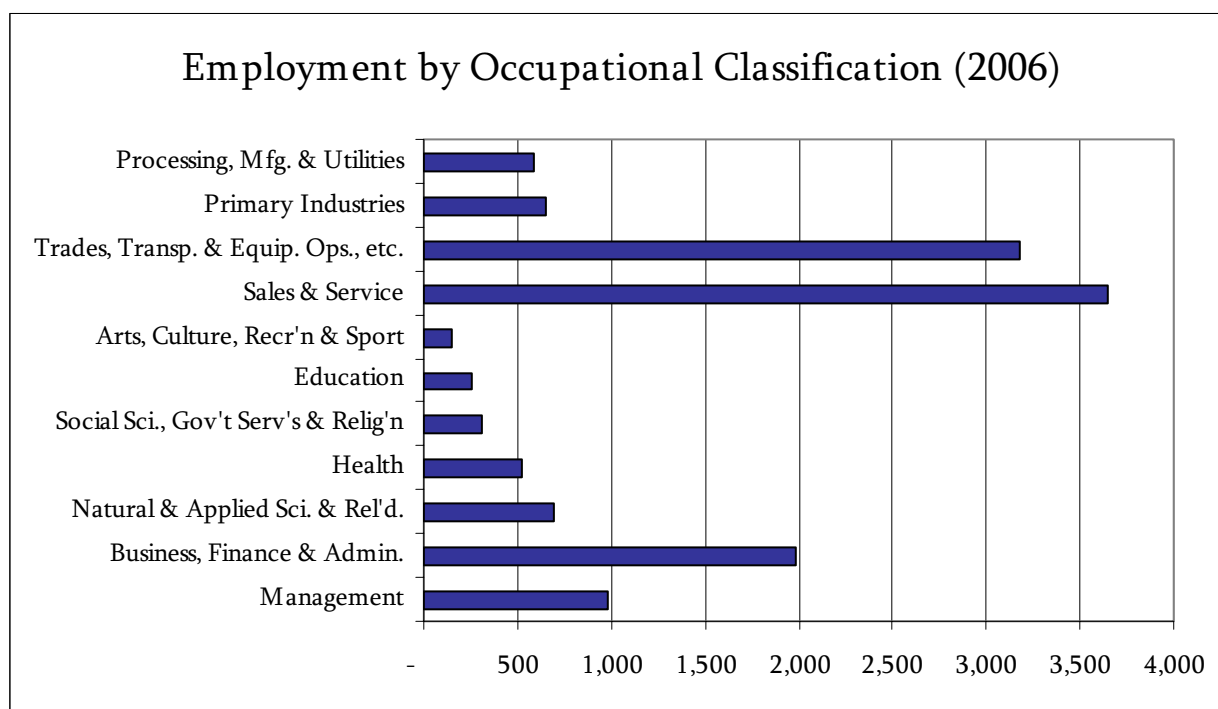
In East Hants, employers can access a large, highly-skilled labour market. **The Municipality of East Hants is home to a total of 22,456 people**, 12,226 of whom are employed participants in the labour market. Residents and workers in the region are heavy commuters. A total of 1,015 workers commute into the region, while 5,090 commute out of it. The primary origin and destination for commuters is Halifax Regional Municipality, although there is also activity between Hants and Colchester counties. **The total population of all commuter-connected communities is 442,334**. Of these Halifax to Truro residents, 219,485 are currently employed participants in the labour force.

### *Growth*

Residential housing growth has been driven by pressure from Halifax Regional Municipality. Lifestyle, excellent twinned highway access, and low land costs have attracted new residents to the area. The Municipality of East Hants has seen an estimated **5% population growth since the 2001 census**<sup>1</sup>.

Since 2001, the labour market participation rate has been climbing and the unemployment rate has been falling. Participation is up to 71.4% in 2006 from 64.6% in 2001. Unemployment is down from 9.4% in 2001 to 6.9% in 2006. **The total number of employed persons (aged 15 and older) is up 23%**.

<sup>1</sup> FP Markets Demographics, 2006.



### *Occupations*

The dominant occupations in East Hants are in the **services** and **trades** (see above chart). Slightly more than one-quarter of the labour force is employed in sales and service occupations. Another one-quarter of the labour force is employed in trades, transportation and equipment operator occupations.

### *Education*

East Hants residents are well educated. **College, trade or vocational certificates and diplomas are held by 36.6% of the population, and 9.9% have completed a university program.** Over one-half of East Hants workers (58%) have experience with software packages such as Word or Excel<sup>2</sup>.

### *Transportation*

The East Hants Corridor region begins about 38 kilometres (35 minutes) to the North of Halifax and is accessed at exits 7, 8, 9 and 10 from Highway 102 (see traffic counts table). Highway 102 is a four-lane limited access highway from Halifax to Truro where it flows directly into the Trans Canada Highway (104).

#### Traffic Volumes, Highway 102 (2002)

| Average Annual Daily Traffic |        |
|------------------------------|--------|
| Exit 7-8                     | 11,300 |
| Exit 8-9                     | 9,560  |
| Exit 9-10                    | 9,780  |

Source: Nova Scotia Department of Transportation and Public Works, 2004.

<sup>2</sup> These skills statistics are from the 2004 Hants County Occupations/Skills Survey. Similar statistics are available for each employment sector.

The East Hants corridor regions borders against Halifax International Airport to the South. Halifax International is ranked sixth among Canadian airports in terms of passenger traffic and is among the most important cargo handling airports in the country. From the airport, Canada's major carriers offer daily flights to New York, Boston, Montreal, Toronto, and other key business destinations.

Canadian National (CN) Railway's mainline track from Halifax to Vancouver passes the East Hants Business Park on the East side of Highway 102 within the community of Elmsdale. CN maintains a station with a common user facility for loading/unloading and trans-shipment at the site. Direct access South to the Port of Halifax and West to all major North American destinations are available at the station.

### *Major Employers*

East Hants has a strong base of manufacturing employers. The following are key private sector employers:

| Business Name                    | Product                                | Employees |
|----------------------------------|--|-----------|
| The Shaw Group Ltd.              | Building supplies (over 1000 products) | 200-499   |
| Rainbow Farms Ltd.               | Blueberries, strawberries and rhubarb  | 100-199   |
| Casey Concrete Ltd.              | Ready-mix and pre-formed concrete      | 100-199   |
| National Gypsum Canada Ltd.      | Gypsum for wallboard                   | 100-199   |
| Elmsdale Landscaping Ltd.        | Kentucky Bluegrass Nursery sod         | 50-99     |
| Nova Scotia Sand and Gravel Ltd. | Sand and aggregates                    | 50-99     |
| Elmsdale Lumber Company Ltd.     | Premium quality lumber                 | 50-99     |

### Contact Information

We would be pleased to assemble additional information and statistics on the East Hants region upon request. Packages can be customized to employment sectors and individual employers.

#### **Hants Regional Development Authority**

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