



People and Facts - Truro-Colchester, Nova Scotia

Truro-Colchester is located in the heart of Nova Scotia. Our strategic location and Nova Scotia's advanced transportation infrastructure put the world at your doorstep. We're also a place to call home. Sensible housing costs, reasonable tax rates, proximity to urban centres, excellent educational facilities and health care, and a vibrant and diverse community make living in Truro-Colchester an easy and smart decision – for growing your business, raising your family, making your home.

Infrastructure

Truro-Colchester offers access to Nova Scotia's world class infrastructure including:

- A globally-competitive digital telecommunications system
- state of the art research and development facilities
- Canada's 7th busiest international airport just 35 minutes away
- a North American deepwater gateway port
- a self-generating power grid
- the most widely deployed, province-wide broadband fibre-optic network in Canada with full cellular service and wireless capabilities (including a 7-million dollar upgrade to Truro and suburbs in 2011 with Bell-Aliant offering download and upload speeds of up to 1,000 megabytes per second. This allows for the very latest web and server-based technology in North America)

Truro-Colchester's Population

Based on 2008's Statistics Canada Population Estimates, Truro-Colchester has a population of 51,750 which is 3% higher than in 1996.

23.5% of the population is under the age of 20 and 16.3% is 65 years or older.

In comparison, Nova Scotia has a population of 942,500. 22.8% of the population is under the age of 20 and 15.1% is 65 years or older.

Education

Truro-Colchester is home to a science and research-based university. Although it's still known as the Nova Scotia Agricultural College, the NSAC is a degree-granting institution affiliated with Dalhousie University. The NSAC's current enrollment stands at 800 students. Our region is also home to the Truro Campus of the Nova Scotia Community College, which is closely-connected to industry, the Colchester Regional Development Agency and the Truro and District Chamber of Commerce. As a result, custom business training programs are often within reach at this campus. There are more than 1,000 students enrolled at the NSCC Campus in downtown Truro.

** 70 per cent of Truro-Colchester residents have completed high school, and 21 per cent of the Truro-Colchester population has a university degree.

Key Economic Sectors

Life Sciences (Agriculture, Health)

Light Manufacturing

Transportation & Distribution

Retail

Tourism & Other Services

Employment in Truro-Colchester

There are 33 businesses in Truro-Colchester who employ 50-99 persons each. Including larger and smaller enterprises, the number of businesses in Truro-Colchester totals approximately 1800 firms.

***Truro-Colchester employees score high in the employer-loyalty category. We have one of the lowest employee turnover rates in Eastern Canada and boast the 3rd most cost-competitive location for new businesses in all of Canada. (KPMG's Competitive Alternatives, 2010)

The Largest Employers in Truro-Colchester are:

Stanfield's Ltd. – Clothing Manufacturer with facilities in Asia, The United States and Truro, NS, with head office in Truro, NS

Intertape Polymer Ltd. – Plastics Manufacturer located in Truro for several decades

Home Hardware Stores Distribution Centre – Distributes to hardware stores in 5 Canadian provinces from Debert, NS

Sobey's Supermarkets Distribution Centre – Distributes frozen food products to Canada's 2nd largest supermarket chain from Debert, NS

Scotsburn Dairies Ltd. – Manufactures and distributes specialty ice cream and dairy products to Canada, Mexico and Europe from Truro, NS

Tandus-Crossley Carpet – Manufacturer of residential and commercial-grade carpeting, shipping from Truro, NS

Newmac Manufacturing – Manufacturer of Residential and Commercial Furnaces, Debert, NS

Kerr Controls Ltd. – Head office for a firm with 9 regional offices. Manufactures and distributes heating and air conditioning supplies from Truro, NS

Chignecto-Central Regional School Board – Regional office for a population of 52,000 in Truro, NS

Colchester East Hants Regional Health Board – head office for 3 regional hospitals and health centres - located in Truro, NS

Nova Scotia Community College – Truro Campus – 1000+ students

Nova Scotia Agricultural College – a degree-granting university located in the urban core of Truro-Colchester Region – 800 students

The employment rate for Truro-Colchester residents aged 25 and over increased by 3.0 percentage points to 57.2% between 1996 and 2006 and there were 2,580 more employed workers. Nova Scotia's employment rate increased by 3.6 percentage points to 58% between 1996 and 2006 and there were 46,050 more employed workers, during this same period.

The employment rate in Truro-Colchester for residents aged 15-24 years increased by 3.9 percentage points, to 56.8% between 1996 and 2006 and there were 20 more employed workers in that youth category. Nova Scotia's employment rate experienced an increase by 7.1 percentage points to 52.9% between 1996 and 2006 and there were 62,287 more employed workers.

Median and Average Incomes

The latest figures show the median income for individuals in Nova Scotia at \$25,030 a year, compared with the median of \$23,219 for Truro-Colchester. Families in Nova Scotia had a median income of \$56,412, compared with the median of \$52,210 for families in Truro-Colchester.

The average income for individuals in Nova Scotia is \$31,795 a year, compared with the average of \$28,824 for individual wage-earners in Truro-Colchester.

Families in Nova Scotia have a average income of \$66,032, compared with the average of \$59,586 for families living in Truro-Colchester.

Transportation

89.2% of Truro-Colchester's population makes use of a vehicle (car/truck/van) to get to work, 0.3% use public transit, and 7.7% walk to work. In Nova Scotia, 83.6% of the population make use of a vehicle to get to work, 5.9% use public transit, and 8.2% walk to work.

Family Structure

In Nova Scotia, family structure has shifted from the traditional larger married families to smaller married families and an increase in both common-law and lone-parent families.

In Nova Scotia, total census families increased 5.3% to 2,085. Married families increased by - 1.4% while common law families increased 43.2% and lone-parent families increased 14.1%. Lone female parent families were 12.8% of all families while lone male parents were 3.0% of all families.

The latest numbers for Truro-Colchester show total census families increased 1.5% to 14,050. Married families decreased by 0.1% while common law families increased 40.1% and lone-parent families increased 12.5%. Lone female parent families were 12.8% of all families while lone male parents were 3.0% of all families.

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Employment Statistics for Truro-Colchester

Characteristics	Colchester County			Nova Scotia		
	Total	Male	Female	Total	Male	Female
Industry						
Total - Experienced labour force	25,160	13,245	11,915	468,590	242,580	226,005
Agriculture and other resource-based industries	1,460	1,135	325	27,400	22,180	5,220
Construction industries	1,685	1,510	165	29,965	27,200	2,765
Manufacturing industries	3,575	2,310	1,270	41,710	30,090	11,620
Wholesale trade	1,470	1,120	345	16,440	11,545	4,895
Retail trade	3,285	1,455	1,825	58,565	24,400	34,165
Finance and real estate	740	340	400	21,355	8,680	12,675
Health care and social services	2,365	340	2,025	54,695	9,460	45,235
Educational services	1,875	670	1,205	34,690	11,635	23,055
Business services	3,905	2,265	1,645	80,930	47,340	33,585
Other services	4,790	2,085	2,705	102,840	50,045	52,795
Occupation						
Total - Experienced labour force	25,160	13,245	11,915	468,590	242,580	226,005
Management occupations	2,015	1,200	810	41,700	25,430	16,270
Business, finance and administration occupations	3,835	1,055	2,775	79,440	21,210	58,230
Natural and applied sciences and related occupations	885	725	160	25,025	19,975	5,050
Health occupations	1,360	215	1,145	31,120	5,570	25,555
Social science, education, government service and religion	2,000	675	1,325	39,350	13,170	26,180

Art, culture, recreation and sport	405	130	275	12,740	5,440	7,300
Sales and service occupations	6,525	2,445	4,080	122,870	49,815	73,050
Trades, transport and equipment operators and related occupations	4,835	4,555	285	69,965	66,445	3,525
Occupations unique to primary industry	1,320	1,075	245	24,490	20,805	3,685
Occupations unique to processing, manufacturing and utilities	1,975	1,165	810	21,890	14,720	7,170

Source: **Statistics Canada, 2006 Census**