



TRURO

make the connection

community profile

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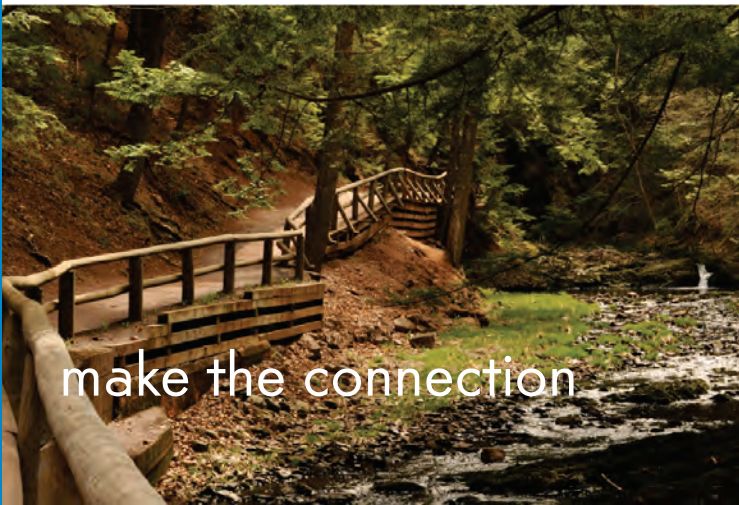
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## overview

Truro is a community of approximately 12,700 residents. Truro is an energetic, growing town, located in central Nova Scotia. Because of its geographical position and historic significance, Truro is known as the “Hub of Nova Scotia”.

The map shows Truro’s location on the Halifax to Moncton Growth Corridor. Truro’s location and available infrastructure offers businesses many advantages.



make the connection





- Quick and convenient access to Highway #102 and the Trans-Canada Highway.
- Location in a major commercial center, and the largest Town along the Halifax to Moncton Growth Corridor.
- Direct rail line access to Atlantic Canada's main north-south and east-west rail lines.
- Located 65 kms to the Halifax Stanfield International Airport and 160 kms to the Greater Moncton International Airport.
- Located 20 kms to the Debert Airport, a local/regional airport,
- Access to several nearby seaports, including the Port of Halifax, in the world's largest ice free harbour.
- The most cost competitive business location of any major city or town in Canada or the United States, according to the 2012 KPMG study on International Business Location Costs.

Truro also offers residents an abundant lifestyle at an affordable cost of living. Homes are reasonably priced and there are many options from rentals to new construction. Downtown neighbourhoods offer historic homes which have been well maintained and each have unique character. No matter where you choose to live in Truro, amenities are within walking distance and many residents choose to walk or bike rather than own a vehicle.

Truro has also seen significant capital investments in the past 5 years. Recently constructed, the new, modern, state-of-the-art Colchester East Hants Health Center provides full health care services. The center has 98 inpatient beds and offers a wide range of outpatient clinics and satellite services. The Colchester East Hants Health Centre was designed to promote health and healing and connects patients and staff to nature and natural light through a healing garden, courtyards and large windows. The facility is the first regional health care facility in Nova Scotia to achieve LEED certification for Leadership in Energy and Environmental Design.

Also newly constructed, the Rath-Eastlink Community Centre offers a full range of health and wellness services to the community. The Centre has an NHL sized ice pad and an arena which can accommodate seating for 2,500 people. In addition, there is a three lane walking and jogging track, anaquatic center, a fitness center, a rock climbing wall, and meeting and conference facilities.





Between 2003 and 2008, Truro saw two new schools open with the construction of a new elementary and junior high school. These two new schools offer students the best learning environments possible. They have been built to the highest standards and have leading edge technologies to ensure Truro students get the best education possible.

Truro's best kept secret is Victoria Park. Victoria Park has been widely considered as one of the premier municipal parks in Atlantic Canada. The Park spans over 1,000 acres and is located in the heart of Truro. It boasts incredible natural features, including a dramatic steep-sided gorge, ancient river channels carved into 360-million year old geologic formations, beautiful cascading waterfalls, and a stately old-growth forest containing 250-year old Eastern Hemlocks. A playground, baseball diamond, tennis courts, swimming pool, and band stand are also all located near the Park's entrance.

Truro really offers the best of both worlds. Here we have small-town ambience with a strong community presence, combined with a full range of commercial and public services offered in a larger urban center.

## population and demographics

In 2014, the population of Truro was estimated to be 12,690, up 372 from the 2009 estimated population. By 2019, the estimated population in Truro will be 12,855. This will represent a 4.4% increase in the population over the 10 year period of 2009 to 2019. Based on current population statistics, Truro is one of the fastest growing communities in Nova Scotia, outside of the Halifax Regional Municipality.

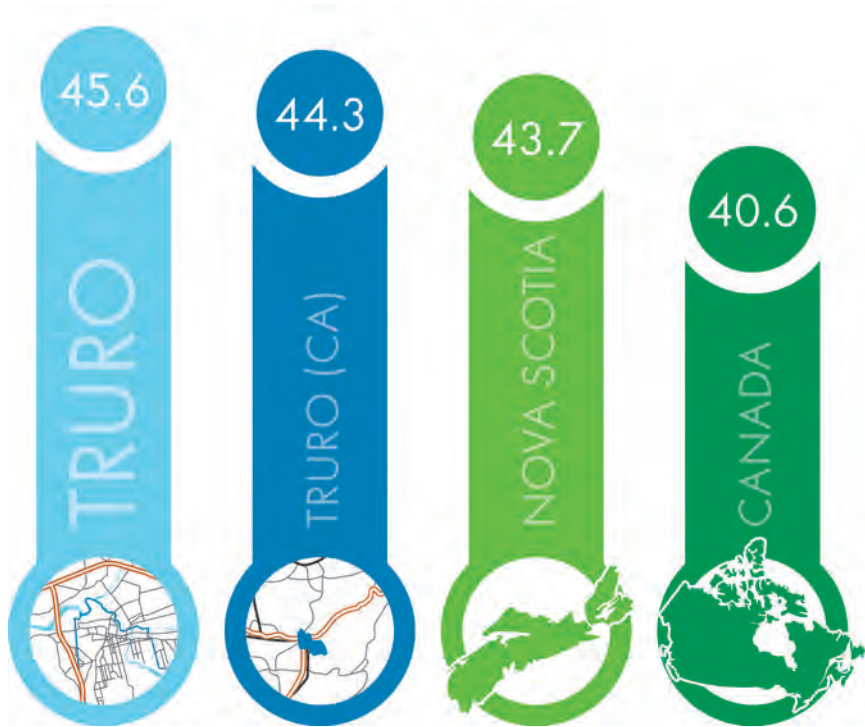
In 2014, the population of the Truro census agglomeration (CA) was estimated to be 47,352. This is estimated to grow to 47,468 by 2019.

population change	TOWN OF TRURO	TOWN (CA)	COUNTY OF COLCHESTER	NOVA SCOTIA
2011	12,059	45,888	50,970	921,727
2006	11,765	45,077	50,023	913,462
2001	11,457	44,276	49,307	908,007
2001-2011 population change	5.3%	3.6%	3.4%	1.5%
2006-2011 population change	2.5%	1.8%	1.9%	0.9%



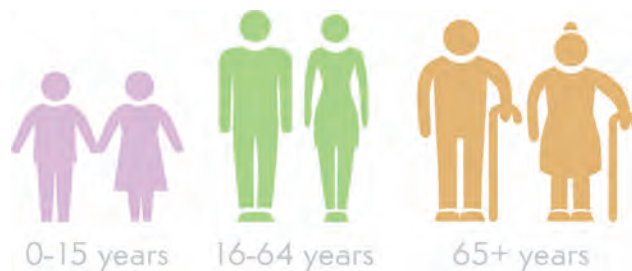
## median age

In 2011, the median age in the Town of Truro was 45.6. This is slightly higher than the Provincial average of 43.7.

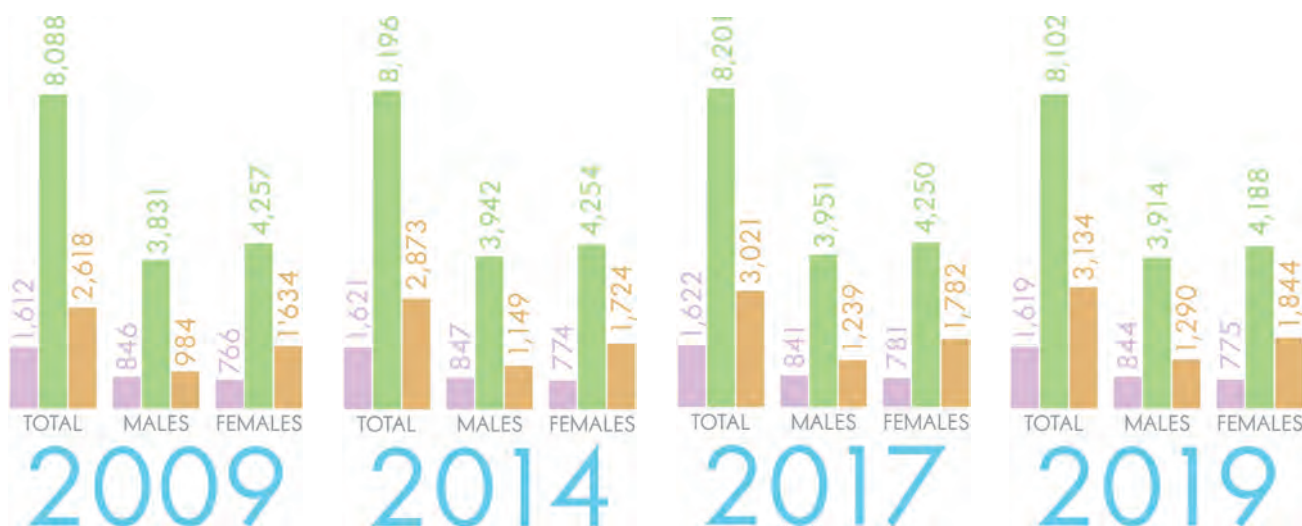


## age breakdown

The following provides a snapshot and estimates of the changing demographics in the Town of Truro.



## population



## languages

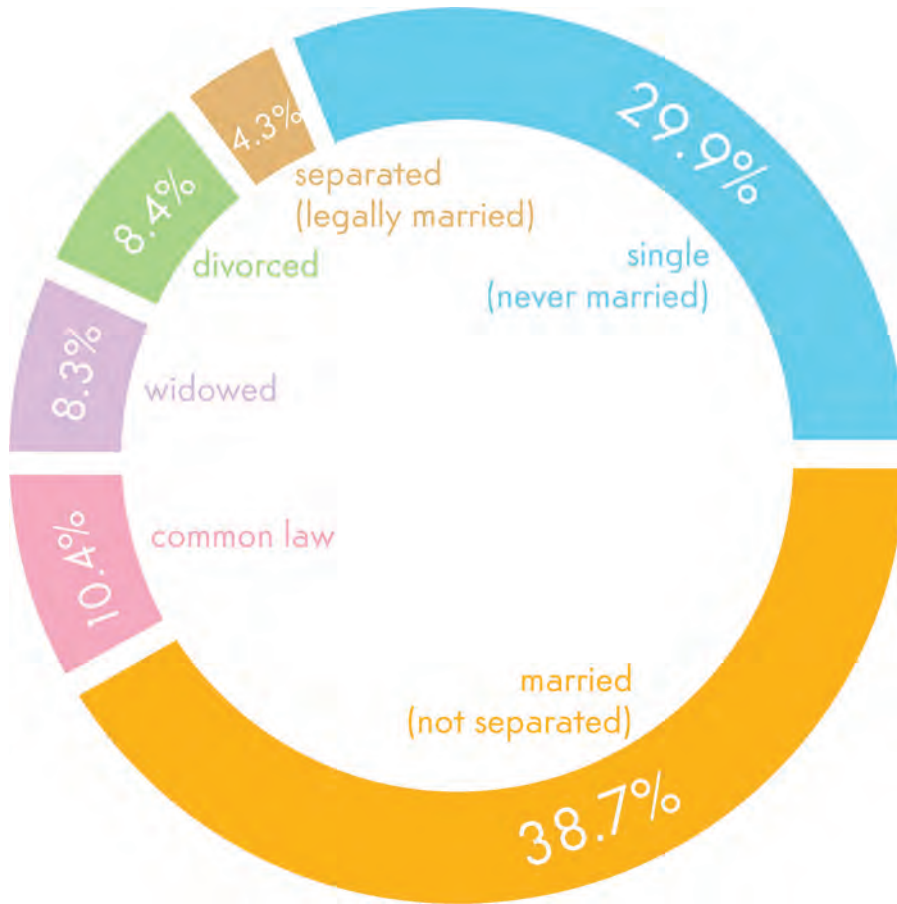
Based on 2014 estimates, the majority of residents in the Town of Truro spoke English (95.6%). French was estimated to be the mother tongue of 1% of residents. It is estimated that 0.6% of the population speaks multiple languages.

## family structure

According to 2014 estimates, average persons per family in the Town of Truro was 2.6 people. Of a total of 3,391 families estimated in 2014, 2,087 were married couples (with or without children), 553 were common-law couples (with or without children), 624 were lone female parent families, and 127 were lone male parent families. Of the total family estimate, there is an average of 0.9 children at home per family.

## marital status

Based on 2014 estimates, the majority of Truro's population, 15 years of age and older, is married (38.7%) or is single and has never been married (29.9%).



## religious affiliation

In 2011, 68.4% of Truro residents identified as having a religious affiliation. This is significantly lower than both the Provincial level at 78.2% and the National level of 76.1%.

## quality of life

### life satisfaction

In 2011-2012, 99.4% of respondents from the Colchester East Hants Health Authority, through the Community Health Board (CHB) Community Survey indicated that they are satisfied or very satisfied with their life in general. This was 6.4% higher than in 2009-2010. In comparison, only 92.9% of respondents from Nova Scotia indicated that they are satisfied or very satisfied with their life in general.

### sense of community belonging

In 2011-2012, 71.8% of respondents from the Colchester East Hants Health Authority through the CHB Community Survey indicated that they had a strong sense of belonging in their community. In comparison, 71.2% of respondents from Nova Scotia reported that they had a strong sense of belonging in their community.

### volunteering

Truro's volunteer rate is well above the Provincial and National averages. In 2010, 59.7% of residents in the Truro were involved in unpaid activities within a group or organization. This compares to 55.3% provincially and 46.1% nationally.

### recreation and physical activity

In 2011-2012, 48.3% of respondents from the Colchester East Hants Health Authority through the CHB Community Survey indicated being either moderately active or active in leisure-time physical activities. In comparison, 53.8% of respondents from Nova Scotia are either moderately active or active in leisure-time physical activities.

In 2010, Ipsos Reid conducted a Recreation and Physical Fitness Syndicated Survey that involved 300 Town of Truro residents. Of the participants, 49% reported an above average fitness level, with most (59%) reporting that walking was the activity that they participated in the most. In comparison, Nova Scotia residents reported 45% are above average, and Canadian residents reported 49% above average.





## truoro fitness level



## immigration

Based on 2014 estimates, 95% of Truro's population is non-immigrant, with 78% of those born within the Province of Nova Scotia. The immigrant population in Truro makes up 4.6% of the total population, with most residents coming from the United States, the United Kingdom, China, Germany, and the Philippines. In 2012, Truro was the third top immigrant destination in Nova Scotia, behind only Halifax and Dartmouth.

where do our local immigrants come from?

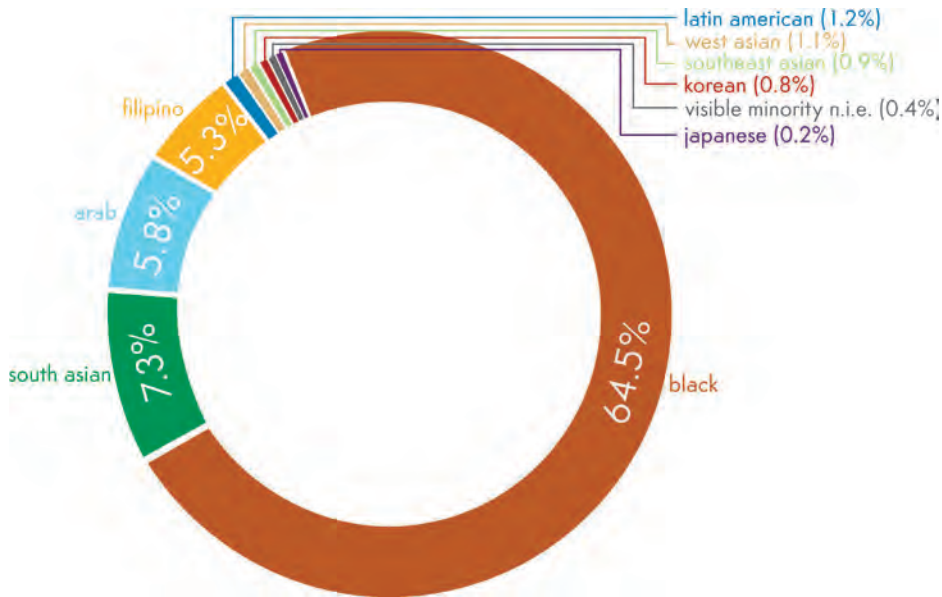
### TOP 5 COUNTRIES

- 25.8% come from the United States
- 16.7% come from the United Kingdom
- 15.9% come from China
- 8.4% come from Germany
- 7.5% come from the Philippines.



## visible minority

Based on 2014 estimates, 1,059 people, or 8.7% of the population within the Town of Truro were identified as visible minorities. Of this population, 683 residents, or 64.5% identified as Black.



## housing stock

Based on 2014 estimates, there were a total of 6,023 occupied private dwellings in Truro. Most of the housing stock in Truro comprises single family homes followed by apartment buildings with less than 5 units.

Total Occupied Private Dwellings	TOTAL UNITS BY TYPE	% OF TOTAL
		6,023
<b>Houses</b>	<b>3,035</b>	<b>50.4%</b>
Single-detached house	2,774	46.1%
Semi-detached house	231	3.8%
Row house	30	0.5%
<b>Apartment, building low and high rise</b>	<b>2,300</b>	<b>38.2%</b>
Less than five floors	2,282	37.9%
Five or more floors	18	0.3%
<b>Detached duplex</b>	<b>585</b>	<b>9.7%</b>
<b>Other single-attached house</b>	<b>21</b>	<b>0.3%</b>
<b>Movable dwelling</b>	<b>82</b>	<b>1.4%</b>

## average home price

In 2011, the average value of dwellings in the Northern Economic Region was \$152,416. In comparison, the average value of dwellings in Nova Scotia was \$201,991 in the same time period.



## average monthly rent

In 2011, the average monthly rental rate in the Northern Economic Region was \$649/month. In comparison, the average monthly rental rate in Nova Scotia was \$771/month in the same time period.

## ownership structure

Based on 2014 estimates, of the total 6,023 private dwellings in Truro, 49.5% are owner occupied, and 50.5% are rented.

## period of construction

Much of the housing stock in Truro was built before 1960. Many areas of Truro are considered heritage districts with the homes being over 100 years old. Properties of this age can register for heritage designation through the Town of Truro.

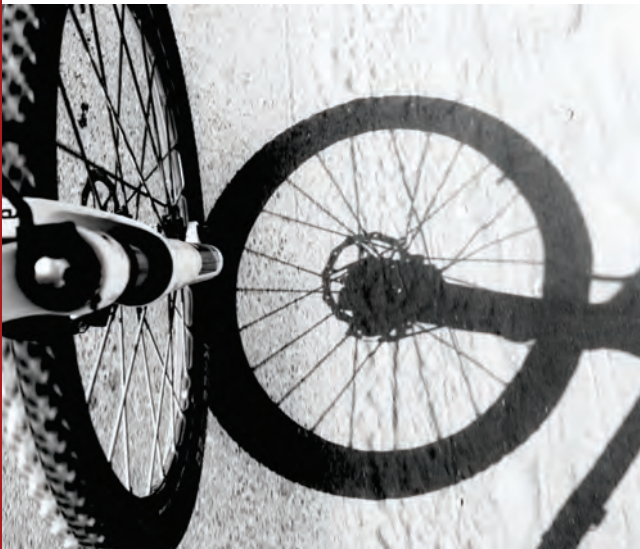
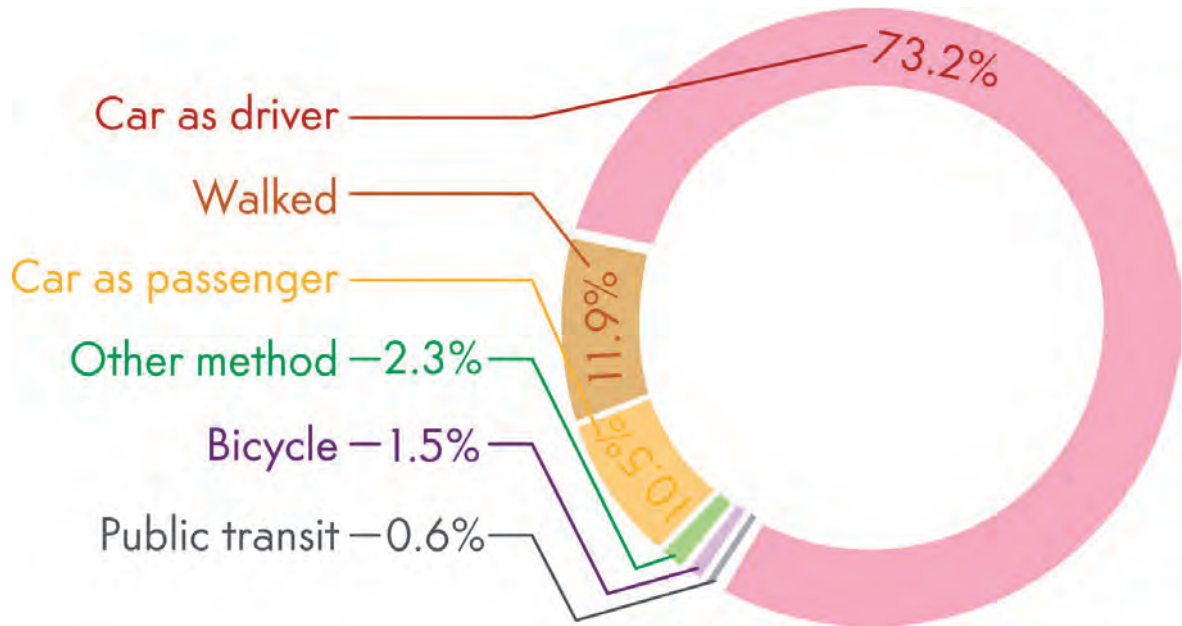


Property Tax Rates 2014-2015	COMMERCIAL	RESIDENTIAL
	Town of Truro	\$4.46
Comparable NS Communities:		
Town of New Glasgow	\$4.40	\$1.82
Town of Yarmouth	\$4.45	\$1.74
Town of Amherst	\$4.45	\$1.63
City of Sydney	\$5.63	\$2.26

## transportation

### how do truro residents travel to work?

Truro is a very walkable town. People in Truro walk more than their Provincial and National peers, compared at only 8.8% and 5.7%, respectively.



access to transportation

## DISTANCE FROM TRURO

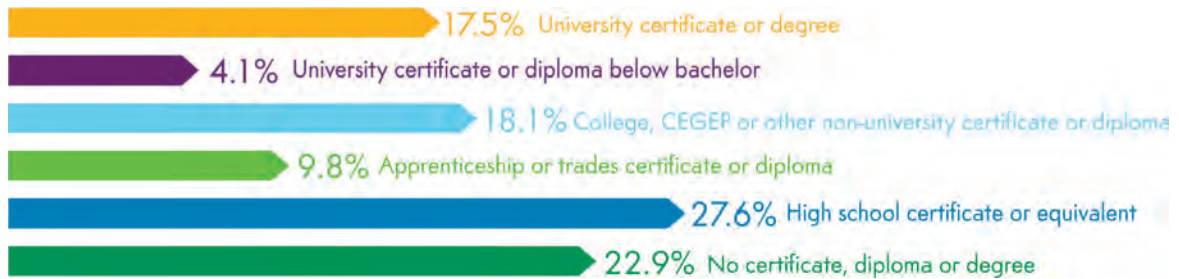
- VIA Rail Train Station Available in Truro
- Maritime Bus Station Available in Truro
- Highway #102 (Exit 13 and 14) 1 kms
- Trans-Canada Highway #104 (Exit 15) 5 kms
- Debert Airport 20 kms
- Halifax Stanfield International Airport 65 kms
- Port of Halifax 95 kms
- Greater Moncton International Airport 160 kms



## education

### educational attainment

Based on 2014 estimates, 49.5% of Truro residents, aged 15 or older, have achieved some form of Diploma, College, or University degree.



### educational institutions

The Town of Truro itself, has two public high schools, Cobequid Educational Centre and the francophone École acadienne de Truro, and two post-secondary institutions, a Nova Scotia Community College campus as well as the Institute of Human Services Education. In the adjacent village of Bible Hill, there is also the Agricultural Campus of Dalhousie University.

There are also seven other highly regarded universities within 100 km of the Town of Truro, all with unique programs and degree offerings.

In addition, between 2003 and 2008, Truro saw two new schools open with the construction of a new elementary and junior high school. These two new schools offer students the best learning environments possible. They have been built to the highest standards and have leading edge technologies to ensure Truro students get the best education possible.

### chignecto-central regional school board (ccrsb)

CCRSB is home to 72 schools and employs a staff of 2,700. In 2014, there was approximately 20,500 students enrolled. While the CCRSB includes schools within the Town of Truro, geographically it also covers areas from the New Brunswick border to the Antigonish County line and from the Northumberland Strait to Halifax Regional Municipality. The 2014-15 operating budget for CCRSB was \$201.3 million, or approximately \$9,820 per student.

## conseil scolaire acadien provincial (csap)

CSAP is the only school board in Nova Scotia providing education in French as a first language, from kindergarten to the end of secondary school. CSAP has 22 schools with over 4800 students and about 600 employees across the province. CSAP works in partnership with all stakeholders of French education in Nova Scotia, from early childhood to university. It promotes the learning of Acadian history and culture, within a vibrant francophone community.

## composite learning index

In 2010, Truro's Composite Learning Index Score was 68 overall. The Composite Learning Index (CLI) is Canada's annual measure of progress in lifelong learning. It is based on a combination of statistical indicators that reflect the many ways Canadians learn, whether in school, in the home, at work or within the community. The Index is broken down into the categories of Learning to Know, Learning to Do, Learning to Live Together, and Learning to Be. In comparison, the Nova Scotia average was an overall Composite Learning Index Score of 71, and the Canadian average was an overall Composite Learning Index Score of 75.

	TRURO	NOVA SCOTIA	CANADA
Overall Composite Learning Index Score	68	71	75
Learning to Know	3.8	3.5	5.0
Learning to Do	6.1	5.8	6.1
Learning to Live Together	4.1	4.1	4.7
Learning to Be	3.9	4.7	5.1

## public services

### fire service

The Town of Truro Fire Department consists of highly dedicated career and volunteer fire personnel. The Department has a very active fire prevention division and provides services and training for a variety of day to day tasks such as medical emergencies, fire investigations, public education, school programs, fire inspections, public awareness, and ongoing training within the fire industry.

### police service

The Truro Police Service has been serving the citizens of Truro since 1875. The local police service is dedicated to a safe community and they take great pride in community involvement and partnerships. The Truro Police are supported through a local Police Board, Municipal Council, and the public. In 2014, the staff consisted of a total of 53 police officers and civilian staff.

### transportation

The Transportation Services Department provides for the construction, cleaning, repair, maintenance and improvements of the Town's 93 kilometers of roads and streets, 73 kilometers of sidewalk, which include curbs, gutters and ramps, and traffic control devices within the Town including all regulatory, warning, and guide signs as well 11 intersections with traffic lights. The Department is also responsible for snow and ice removal and operates a leaf collection program.





## parks, recreation & culture

The Parks, Recreation and Culture Department is responsible for the care and maintenance of many facilities in Truro including Victoria Park, Victoria Park Pool, Douglas Street Recreation Centre, Kiwanis Park, Colchester Legion Stadium, and the TAAC Grounds and Clubhouse. The department is also responsible for the creation and execution of opportunities for recreational and cultural activities such as Victoria Park Summer Day Camps, New Year's Eve on the Town, the Truro Winter Long John Festival, Try...Truro, and Truro's annual Art Acquisition Show.

## environmental services

The Environmental Services Division operates a Class II Water Distribution System and a Class II Wastewater Collection System, with Certified Water Distribution and Waste water Collection Operators. The Division provides for the cleaning, repair/upkeep, required maintenance and improvements to the Town's water and wastewater systems. This includes over 103 km of water mains, 92 km of sanitary sewer, 77 km of storm drains, 540 fire hydrants, 750 manholes, and 900 catch basins. The Division also services one pressure boosting station, four treated water reservoirs, seven pressure reducing valves, four sewer lift stations, one sewer pumping station, a SCADA System, and all other auxiliary operations connected with these systems. They provide an annual Spring and Fall flushing of the Town's water mains, and also install and renew sewer laterals and water lateral to new or existing properties.

## economy

### revenue dimension

Based on 2013/2014 Service Nova Scotia & Municipal Indicators, 82% of the Town of Truro's Revenues came from the collection of Property Taxes. Of the total assessments in the Town of Truro, 27.8% was classified commercially, and there was only 2% reliance on a single business or institution.

In addition, the tax base in Truro has increased by 8.8% over the last three years.



## Construction Activity

	2010	2011	2012	2013	2014
<b>Residential</b> (inc. Single, Double, Other)	\$2,883,765	\$3,562,151	\$4,281,301	\$3,664,452	\$3,735,870
<b>Apartment</b>	\$7,625,200	\$1,494,900	\$167,500	\$1,582,475	\$2,736,000
<b>Commercial</b> (inc. Industrial and Institutional)	\$180,475,755	\$55,766,288	\$5,810,462	\$16,028,252	\$4,687,098

## Number of Building Permits

	2010	2011	2012	2013	2014
<b>Residential</b> (inc. Single, Double, Other)	79	91	67	72	66
<b>Apartment</b>	11	11	8	8	11
<b>Commercial</b> (inc. Industrial and Institutional)	63	53	70	48	58
<b>TOTAL</b>	153	155	145	128	135



## business composition

In 2011, there was a total of 2,862 business locations within the County of Colchester. Of the total, 2,799 were classified as small businesses with less than 50 employees, 37 were classified as medium sized businesses, with 50-100 employees, and 26 were classified as large businesses, with over 100 employees.

BUSINESS TYPE	# OF BUSINESSES
Small Business (Less than 50 employees)	2,799
Medium Business (50 to 100 employees)	37
Large Business (Greater than 100 employees)	26
TOTAL	2,862

## business cost competitive index

In 2012, according to the KPMG study on International Business Location Costs, Truro ranked first among all other major cities and towns in Canada and the United States for the most cost competitive business location. The study factors in more than 100 cities, in 10 countries: Australia, Canada, France, Germany, Italy, Japan, Mexico, the Netherlands, the United Kingdom, and the United States and measures the combined impact of 26 key cost components that vary by location.



## tourism revenues

Truro and area is included in the tourism region, Fundy Shore and Annapolis Valley. This is one of 7 defined regions in the province. In 2010, tourism revenues in the province reached \$2 billion, of which the Fundy Shore and Annapolis Valley region saw \$293 million in revenues and represented 14.5% of the provincial total. This represented the second highest revenues amongst all the provincial regions, behind only the Halifax Metro region.

TOURISM REGION	2010 TOURISM REVENUES
Halifax Metro	\$1,084 million
Fundy Shore & Annapolis Valley	\$293 million
Cape Breton Island	\$251 million
South Shore	\$161 million
Northumberland Strait	\$158 million
Yarmouth & Acadia Shores	\$43 million
Eastern Shore	\$29 million
TOTAL	\$2,019 million



## labour force and income

Labour Force Participation Rate	TOWN OF TRURO	TRURO CMA
Participation Rate (15 years and older)	61.7% (6,517 people)	63.1% (24,778 people)
Not in Labour Force	38.3% (4,052 people)	36.9% (14,510 people)

In 2014, the estimated Labour Force Participation Rate in the Town of Truro was 61.7%, while the Truro CMA was 63.1%. At year-end 2014, the nationally reported Labour Force Participation Rate was 65.9%, while the provincial rate was 62.4%.

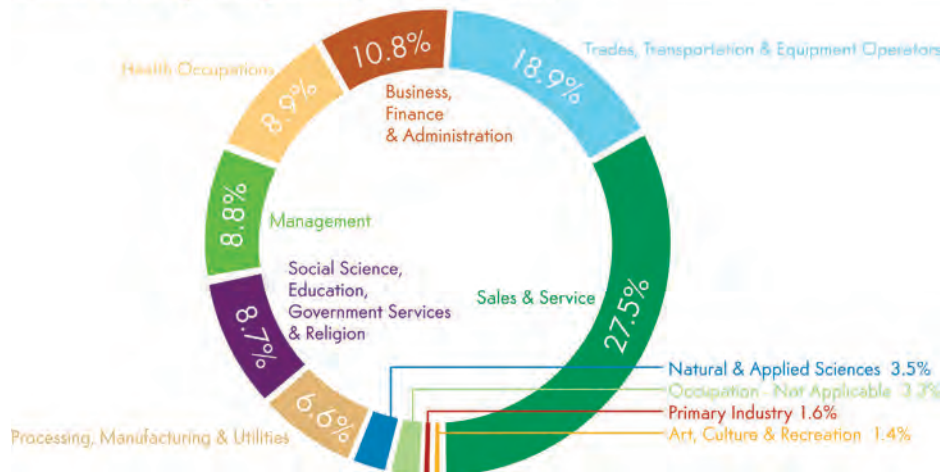
### self-employment and employment type

In 2011, 6.6% of Truro residents identified themselves as self-employed, while 90.7% identified as employed, and 2.8% identified as not applicable. The percentage of those self-employed is less than the provincial level of 8.5% and the national level of 11.0%.

In 2010, 92.6% of Truro residents reported that they had worked. Breaking this down, 76.4% worked full-time, while 16.2% worked part-time. The remaining 7.4% reported that they did not work in 2010. Provincially the level of part time work reported was 19.1%, while the national level was 19.9%.



## labour force by occupation (2014 estimates)



## income distribution

2014 ESTIMATES HOUSEHOLD INCOME (Current Yr \$)	TOWN OF TRURO	
	# OF HOUSEHOLDS	%HOUSEHOLDS
Under \$20,000	1,096	18.2%
\$20,000 - \$39,999	1,456	24.2%
\$40,000 - \$59,999	1,129	18.7%
\$60,000 - \$79,999	858	14.2%
\$80,000 - \$99,999	491	8.2%
\$100,000 - \$124,000	410	6.8%
More than \$125,000	580	9.6%
Total # of Households	6,023	
Average Income	\$64,600	
Median Income	\$47,711	

## references

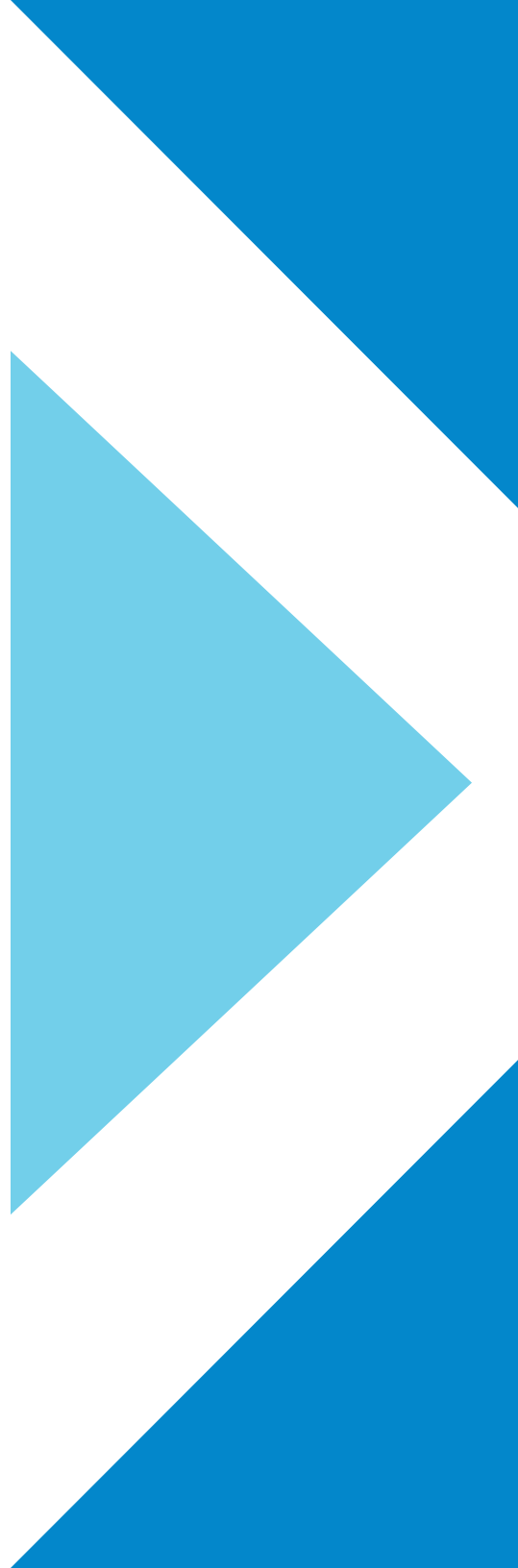
This report was produced with information obtained through Statistics Canada, Nova Scotia Community Counts, Canadian Council on Learning Composite Learning Index, PCensus, and Sitewise.

Nova Scotia Community Counts provides a common platform for social, economic, environmental and cultural data from many sources that illustrate the unique nature of each community. It provides easily accessible and understandable information products at 16 levels of geography. The Map Centre offers over 40,000 maps that are dynamically generated based on user requirements. Community Counts also offers comparisons of community information at the local, regional, provincial, and national levels to present a more complete picture of Nova Scotia's communities.

The Canadian Council on Learning Composite Learning Index is Canada's first and only annual measure of lifelong learning. Reporting on the results for 4,700 communities across the country, the Index draws the links between learning conditions and successful economic and social outcomes.

PCensus and Sitewise analyze the market potential of any location in Canada. Tools integrate demographics, lifestyle and business databases with proprietary information to create actionable maps, reports and marketing plans. In addition, PCensus can profile any location in Canada defined by a circle, polygon or drive time boundary. Sitewise is a data visualization and analytics solution that supports market planning and site selection decisions.





# FOR MORE INFO CONTACT

## Business and Economic Development Office

The role of Truro's Business & Economic Development Office is to foster a growing and sustainable economy in the Town of Truro that supports the strategic objectives and enhances the community. The Office helps to facilitate the economic growth and expansion of existing businesses and seeks opportunities to attract new investment to the community. We offer prompt, personal service to assist businesses in evaluating investment opportunities within the Town of Truro and will provide assistance throughout each stage of development process.

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This report has been produced by the office of Business & Economic Development for the Town of Truro. While we have made every effort to ensure that the information is correct, we cannot guarantee the accuracy of the source data, collected January 2015.