

East Hants Economic Profile 2023-2027



EAST HANTS

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1. Introduction

1.1 Location

Located in Hants County, the geographic area of East Hants is 1798.7 square kilometers and is comprised of the Municipality of East Hants and the Sipekne'katik First Nation community of Indian Brook (IR#14) (collectively referred to in this profile as the "Community of East Hants")¹. The largest population concentrations are located along two corridors: the first extending from Halifax to Truro along Highway 102; and the second from Halifax to Windsor along Highway 101.

The Municipality of East Hants is bordered by Halifax Regional Municipality ("HRM") to the south, the Municipality of West Hants to the west, Colchester County to the east, and the Minas Basin to the north. The Sipekne'katik First Nation community of Indian Brook (IR#14) is 12.2 square kilometres¹ and is bordered by the Municipality of East Hants. HRM has the largest population and highest GDP of all municipalities in the Atlantic Region. The Community of East Hants's proximity to HRM and efficient commuter routes has led to rapid expansion along the corridor regions.

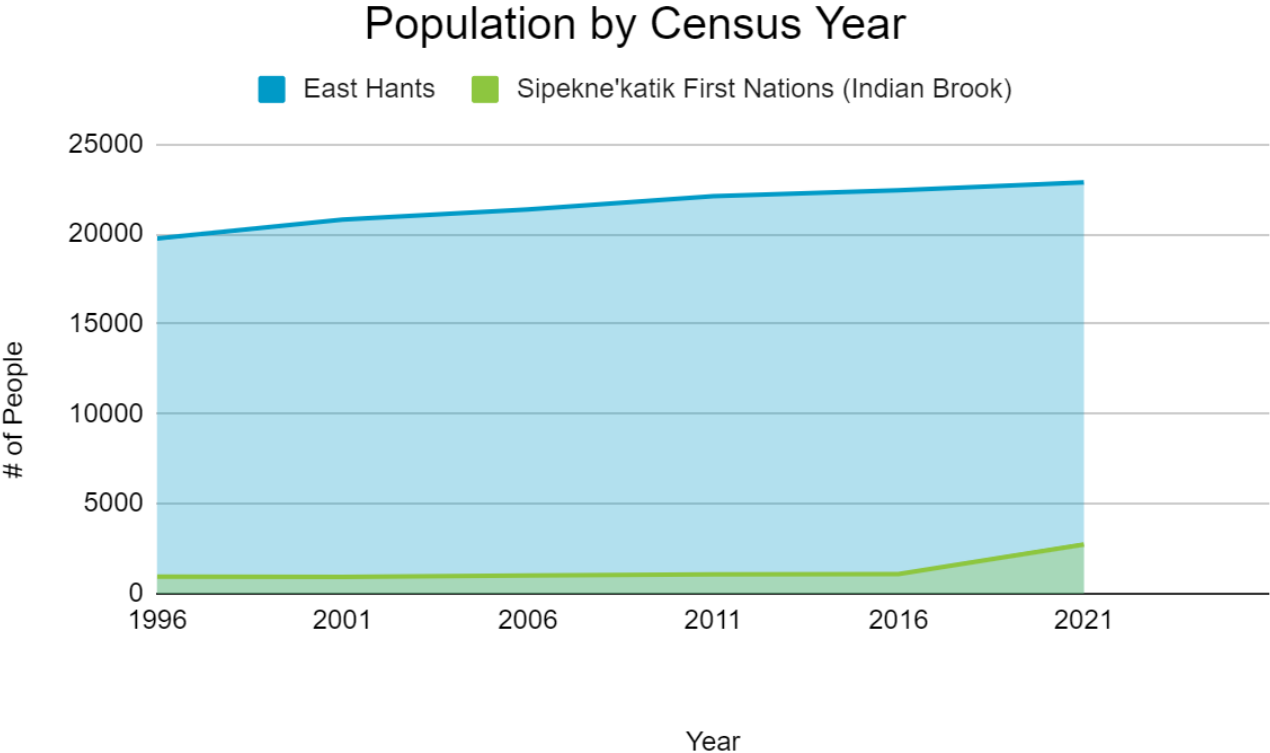
1.2 Purpose

The purpose of an economic profile is to provide a snapshot of an area's economic landscape based on the most up-to-date information available. Economic profiles compile relevant data such as demographics, income levels, labour force and business information and then present the information in a single document. The data and analysis presented in the profile can be one of many tools that assist current and prospective businesses and investors with valuable information to support their business decisions. The profile also develops a baseline report to assist the Municipality of East Hants in its strategic planning as well as its efforts to support existing businesses and attract new businesses, jobs and investment.

2. Demographics

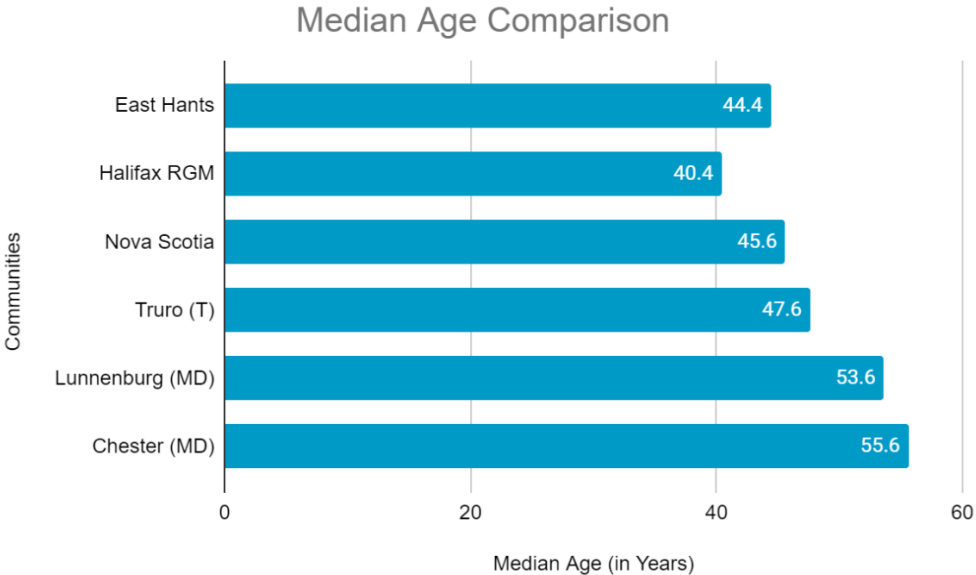
2.1 Population

In 2021, the Community of East Hants' population grew by 8.92² to 25,631 residents¹ from 23,542 residents in 2016³. Of the combined population of 25,631 residents, 22,892 people reside in the Municipality of East Hants and 2,739 people reported residing in the Sipekne'katik First Nation community of Indian Brook (IR#14)¹.



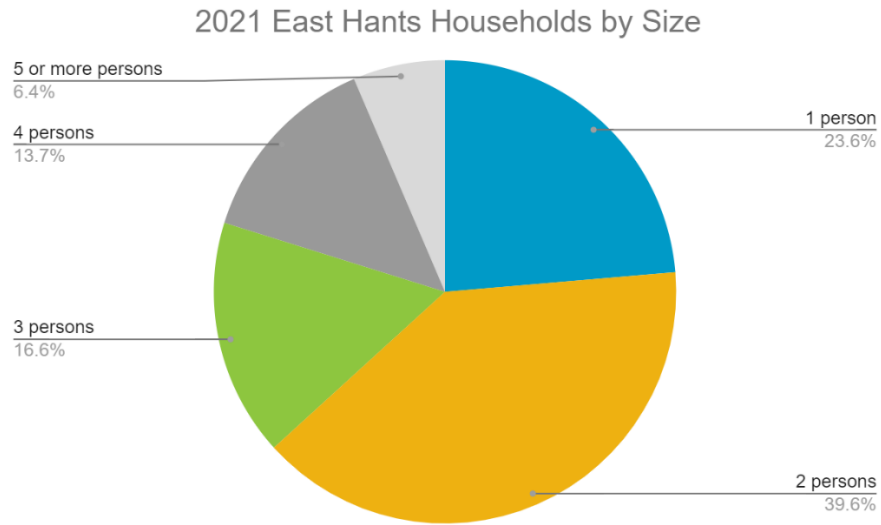
2.2 Population by Age

In 2021, the median age of the population of the East Hants was 44.6 years old¹. Despite being older than the Halifax Regional Municipality’s median age of 40.4 years old¹, East Hants’ median age is one year younger than the Provincial median age².



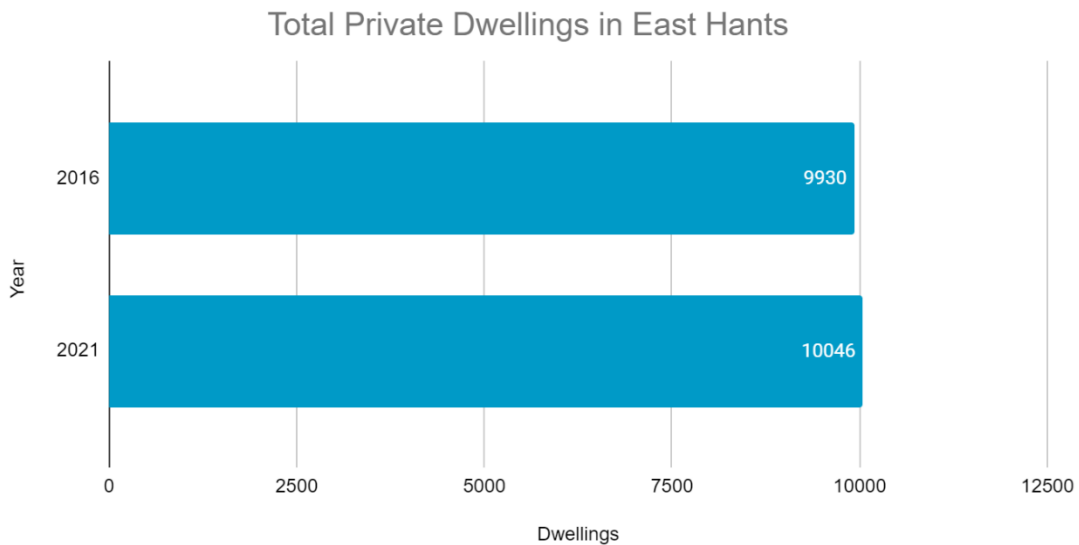
2.3 Population by Household Size

In 2021, two people households accounted for 39.6% of all private households in the East Hants, with one-person households accounting for the next greatest share at 23.6%². The average household size in 2021 was 2.4 people per household¹.



2.4 Total Private Dwellings

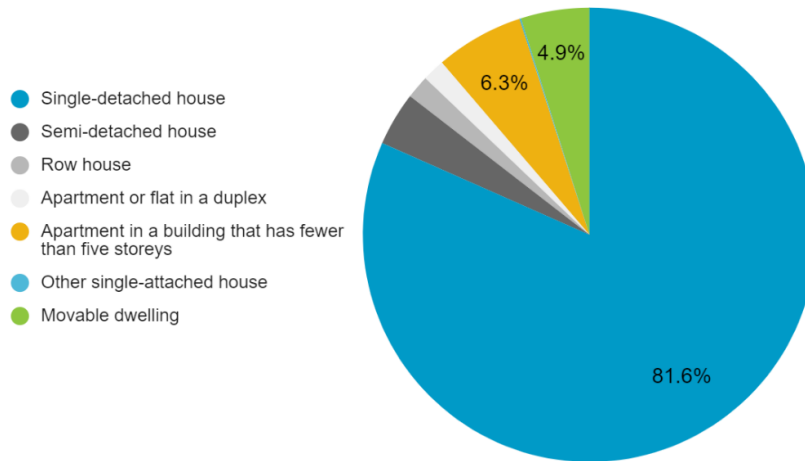
Even with the challenges of a covid pandemic, total private dwellings in East Hants increased by 1.16%² from 9,930 total private dwellings in 2016³ to 10,046 total private dwellings in 2021¹.



2.5 Dwelling Type

The single-detached home remains the most popular dwelling type with 81.6%² of dwellings in 2021 being a single-detached house¹. The remaining 18.4%² is comprised of apartments, movable dwellings, semi-detached houses, row houses and other single-attached houses¹.

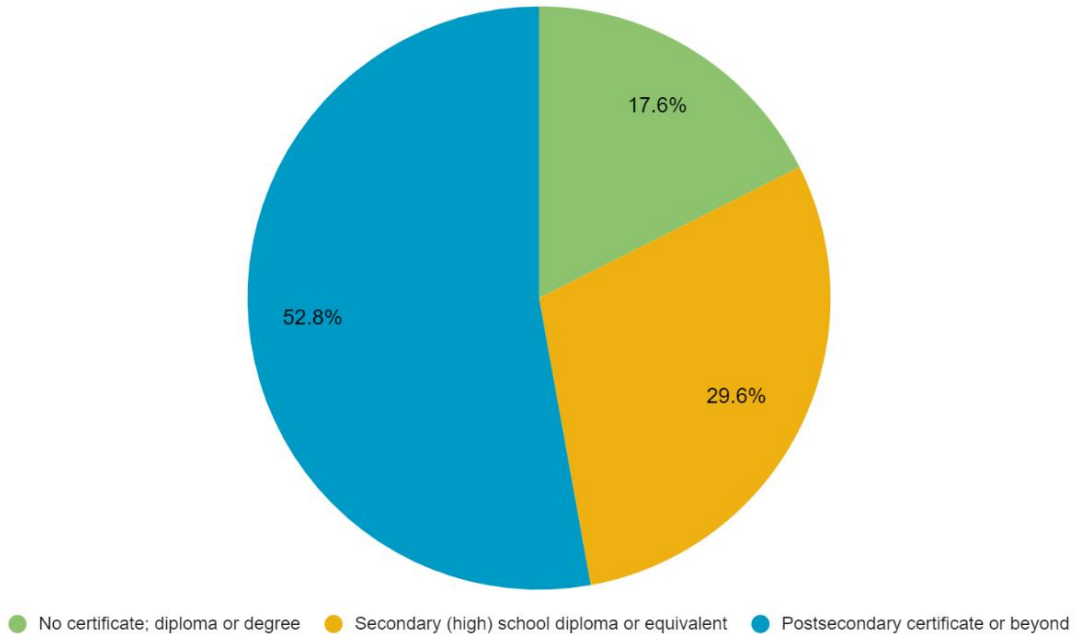
2021 East Hants Dwelling Type



2.6 Education Level

East Hants has a well-educated population with over half of residents age 15 and older possessing a post-secondary certificate, diploma or degree, in 2021¹.

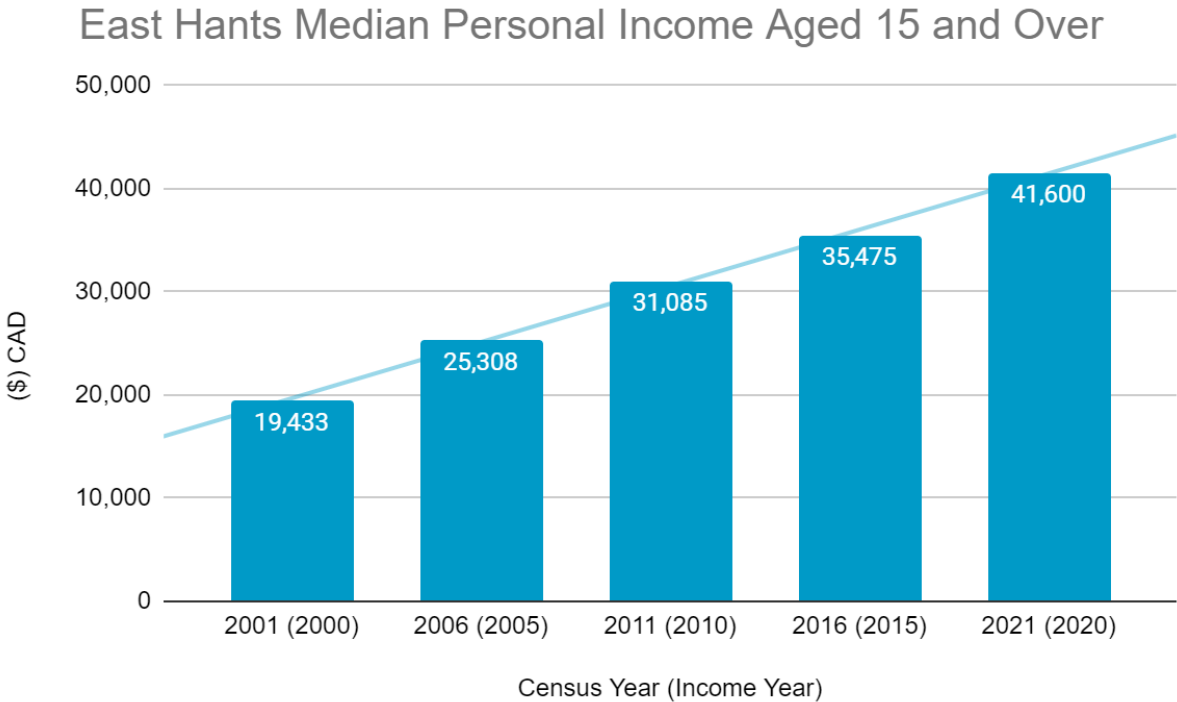
2021 East Hants Population by Highest Education aged 15 years and over



3. Income Levels

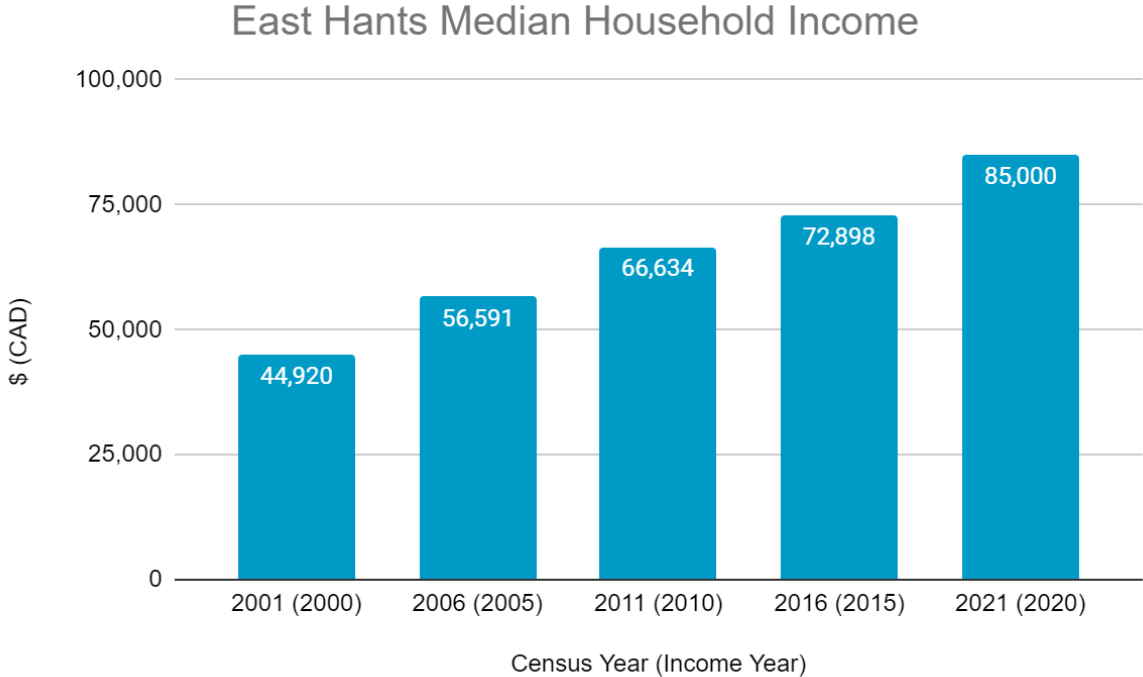
3.1 Personal Income

Personal income for individuals age 15 and over in East Hants has steadily increased over the past 20 years with median personal income doubling from \$19,433 in 2000⁴ to \$41,600 in 2020¹.



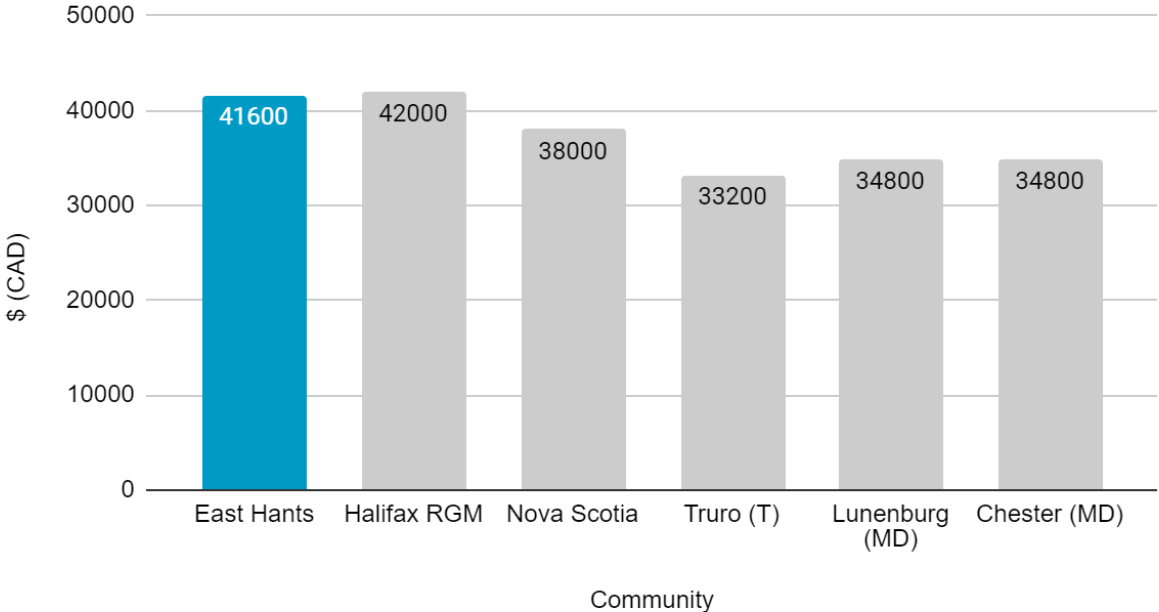
3.2 Household Income

The median pre-tax household income for households in East Hants has also increased over the past 20 years by over 89%² from \$44,920.00 in 2000⁴ to \$85,000.00 in 2022¹.

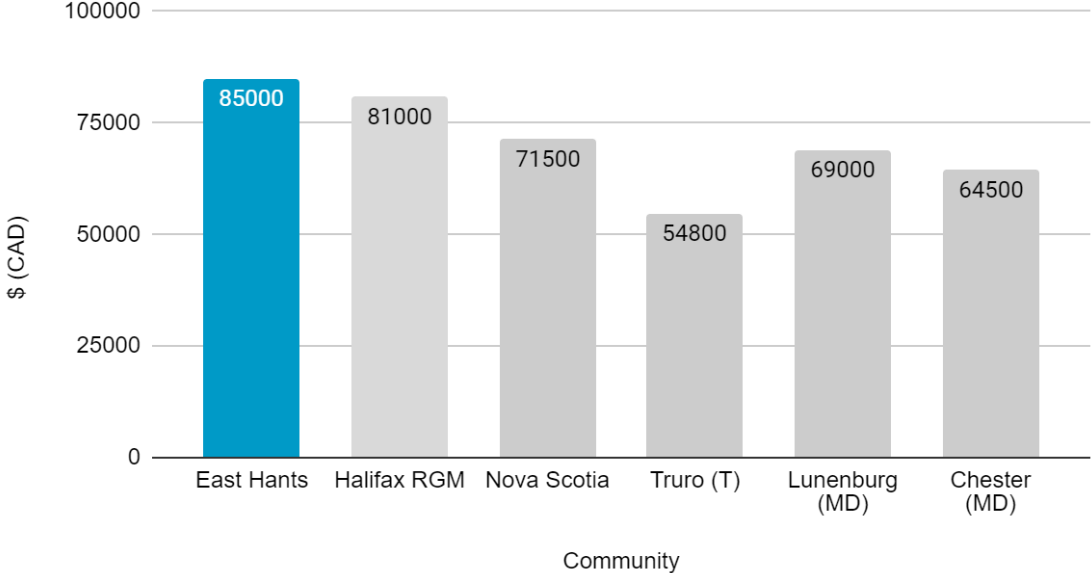


In 2021, the median personal income and median household income were 9.5%² and 18.9%² higher, respectively, in East Hants compared to the provincial median personal income of \$38,000.00 and median household income of \$71,500.00¹.

2020 Median Personal Income



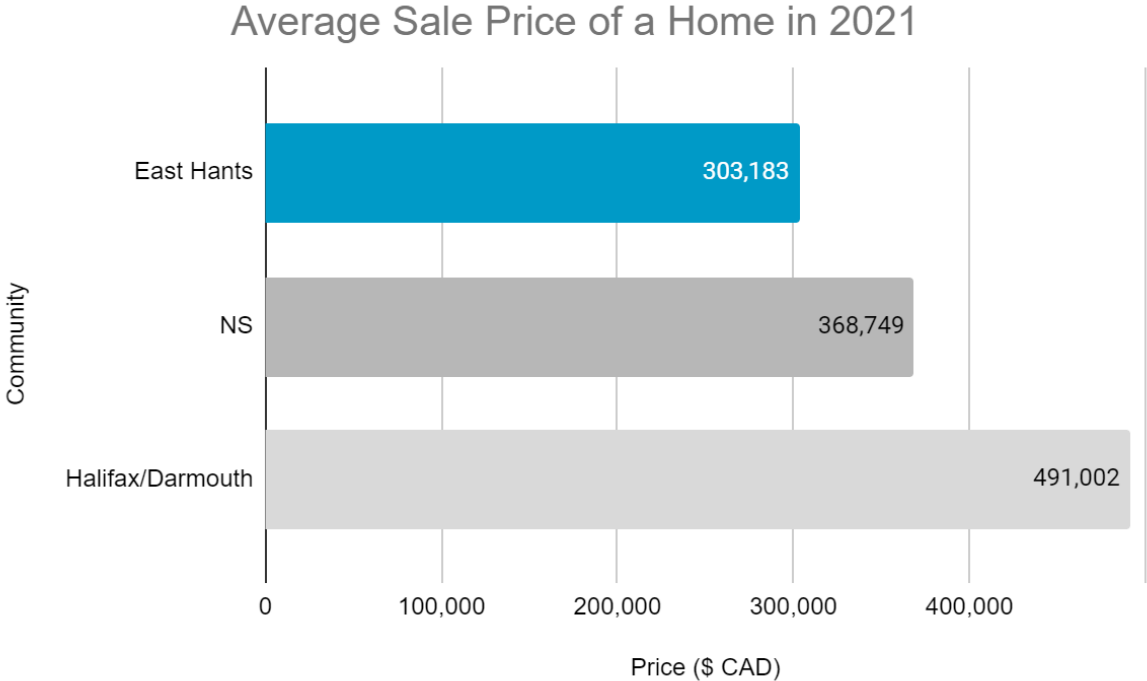
2020 Median Household Income



4. Residential Real Estate Market

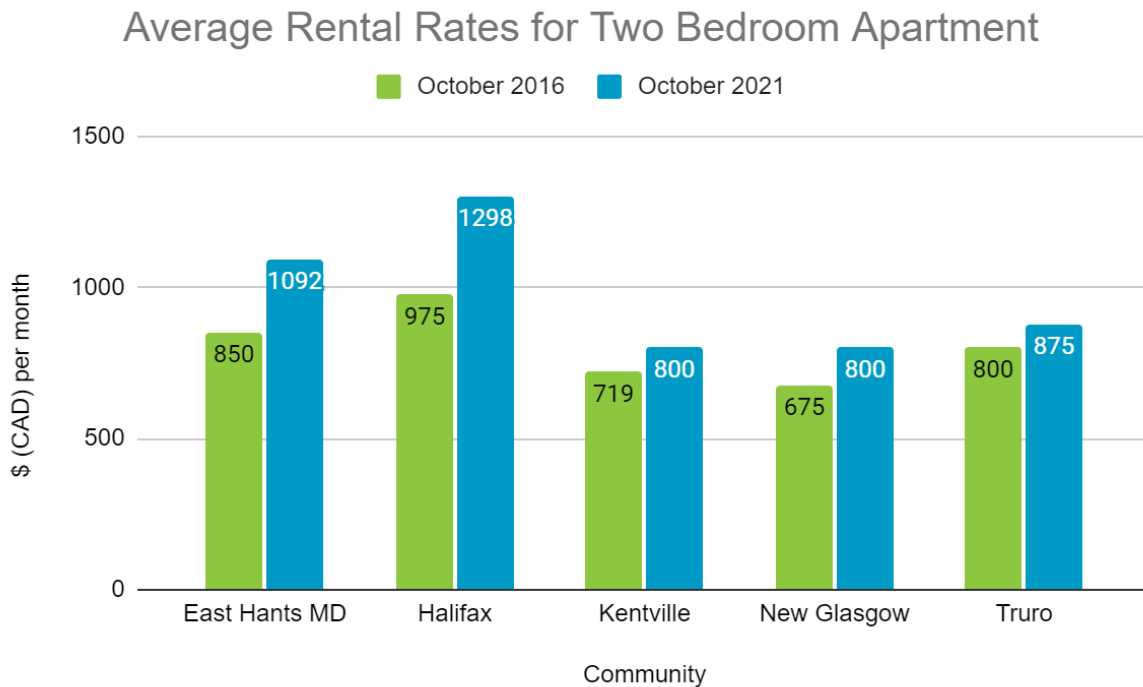
4.1 Average Price of a Home

The average sale price of a home in East Hants has risen by 35.6%² from \$223,596 in 2016⁵ to \$303,183 in 2021⁶. Despite a 35.6% increase from 2016 to 2021, the average home sale price in the East Hants is still 38.2% cheaper than the average home sale price in Halifax/Dartmouth². Low supply and high demand are expected to continue to impact market values. The Canadian Real Estate Association has reported that “the national average home price is now forecast to rise by 14.3% on an annual basis to \$786,000 in 2022”⁶.



4.2 Rental Rates

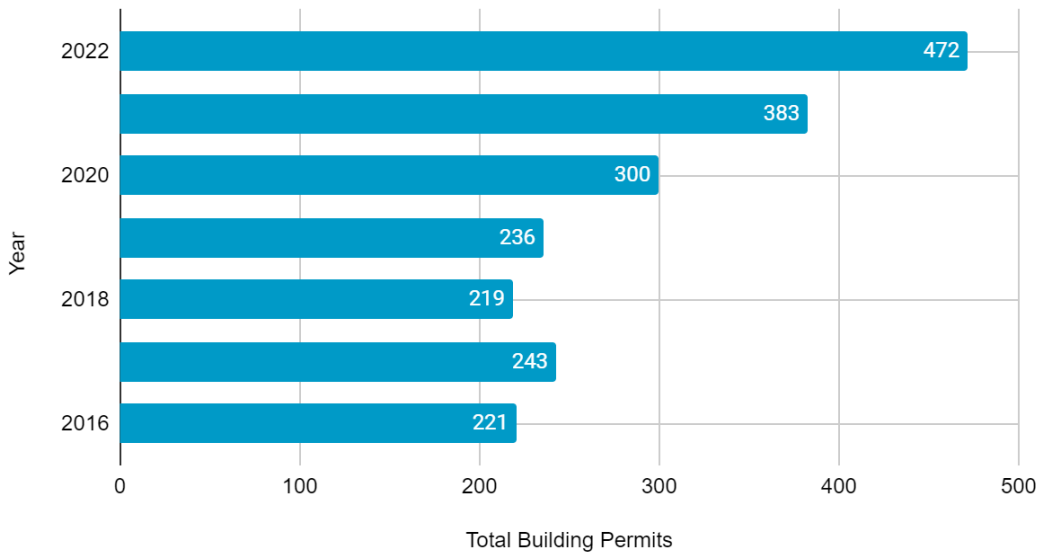
The median monthly rental rate for a two-bedroom apartment in the Municipality of East Hants increased by 28.5%² from \$850.00 in 2016 to \$1,092.00 in October, 2021⁷. The Canadian Mortgage and Housing Corporation reports the median monthly rental rate for a two-bedroom apartment in Halifax costs \$1,298.00 per month⁷, which is \$206.00 per month more than in the Municipality of East Hants².



4.3 Building Permits Issued

In 2021, the Municipality of East Hants issued 383 building permits at a value of \$93,901,000.00 with the creation of 379 new units⁸. This was a 21.7%² increase from 2020, when the Municipality of East Hants issued 300 building permits at a value of approximately \$38,265,000.00 with the creation of 140 new units⁸. There has been a 35.7% increase of building permits issued by the Municipality of East Hants from 2016 to 2021².

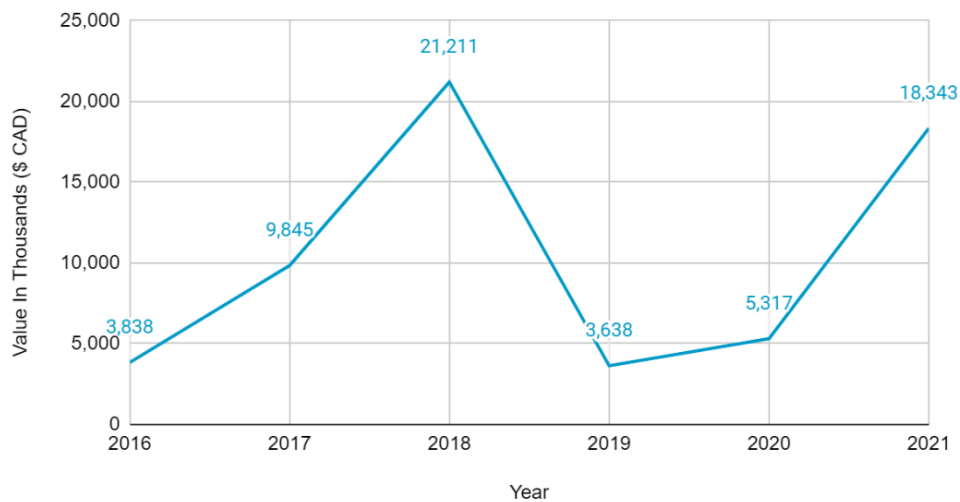
East Hants Building Permits



4.4 Non-residential Building Permits

Non-residential building permits include permits issued for new construction and improvements not related to housing such as commercial, industrial, institutional and agricultural uses. There were 53 non-residential permits issued in 2021, which is a strong recovery from the 19 non-residential permits issued in 2019⁸. The value of non-residential building permits has climbed to approximately \$18,343,000.00 in 2021 from \$3,638,000.00 in 2019⁸.

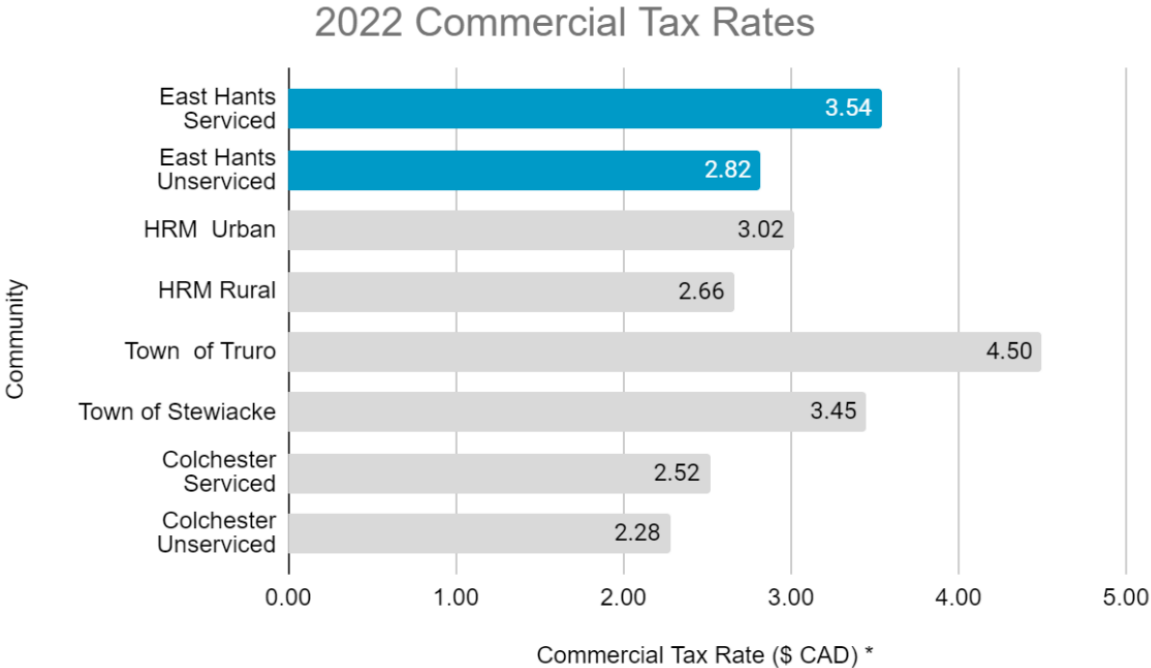
Value of Non-Residential Building Permits



5. Taxation

5.1 Commercial Tax Rate

The Municipality of East Hants' commercial tax rate is competitive with its neighbors. Despite being slightly higher than HRM, East Hants commercial tax rate for locations with water and sewer services (\$3.54 per \$100 of assessment) is lower than the Town of Truro (\$4.50 per \$100 of assessment) and comparable to the Town of Stewiacke (\$3.45 per \$100 of assessment). As indicated in the five-year comparison, East Hants' commercial tax rate remains steady.



*Services included in the tax rate may vary.

6. Labour Force and Development

6.1. Resident Labour Force by Industry Sector

In 2021, there were 12,395 East Hants' residents aged 15 years or older active in the labour force¹. Some residents work within the community, but many residents commute into Halifax Regional Municipality for work. Workers are employed in a wide range of industry sectors, the most dominant of which is retail trade, followed by construction and then health care and social assistance¹.

Industry	# of People	Share (%)
Construction	1560	12.60%
Retail trade	1415	11.43%
Health care and social assistance	1310	10.58%
Public administration	1055	8.52%
Transportation and warehousing	1010	8.16%
Manufacturing	965	7.79%
Educational services	700	5.65%
Professional; scientific and technical services	650	5.25%
Accommodation and food services	595	4.80%
Administrative and support; waste management and remediation services	590	4.76%
Other services (except public administration)	475	3.84%
Wholesale trade	470	3.79%
Agriculture; forestry; fishing and hunting	375	3.03%
Finance and insurance	325	2.62%
Industry Not Applicable	215	1.74%
Mining; quarrying; and oil and gas extraction	175	1.41%
Real estate and rental and leasing	155	1.25%
Arts; entertainment and recreation	145	1.17%
Information and cultural industries	110	0.89%
Utilities	90	0.73%
Management of companies and enterprises	0	0.00%
Total	12385	100.00%

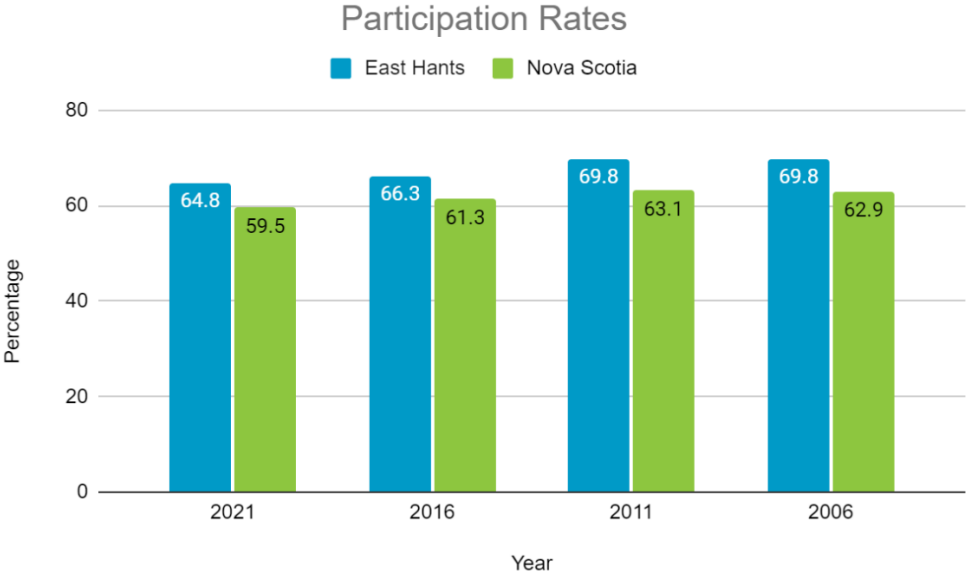
6.2 Resident Labour Force by Occupation

In 2021, the three dominant occupational categories for residents in the labour force were trades, transport and equipment operators and related occupations, followed by sales and service, and then by business, finance and administration¹. Together, these categories represent 58.5% of the occupations of the community's labour force aged 15 years and older².

Occupation	# of People	Share
Trades; transport and equipment operators	2815	23.0%
Sales and service	2630	21.4%
Business; finance and administration	1735	14.1%
Education; law and social; community and government services	1275	10.4%
Management	1165	9.5%
Natural and applied sciences	810	6.6%
Health	760	6.2%
Manufacturing and utilities	395	3.2%
Natural resources; agriculture and related production	355	2.9%
Art; culture; recreation and sport	225	1.8%

6.3 Participation and Employment Rates

In 2021, East Hants had a 64.8% participation rate with 12,395 people participating in the labour force out of 19,140 people age 15 years and older¹. Also in 2021, the employment rate was 57.8%; while the unemployment rate was 10.8%¹. These rates are favourable in comparison to the 2021 provincial rates of: 59.5% participation; 51.9% employment; and 12.7% unemployment¹.



6.4 Commuting Flow*

While East Hants has a local workforce of 12,595 residents in 2016, only 31.5% work within East Hants and the remaining 68.4% work outside of the Municipality, primarily in HRM³.

Residents Commuting To:	# of People	Share (%)
Halifax Regional Municipality (HRM)	5150	59.7
Within the Municipality of East Hants	2715	31.5
Town of Truro	315	3.7
Colchester	105	1.2
Town of Windsor	100	1.2
Town of Stewiacke	85	1.0
West Hants	60	0.7
Sipekne'katik First Nation (Indian Brook IR#14)	35	0.4
Out of Province	35	0.4
Kings	25	0.3
TOTAL	8625	100%

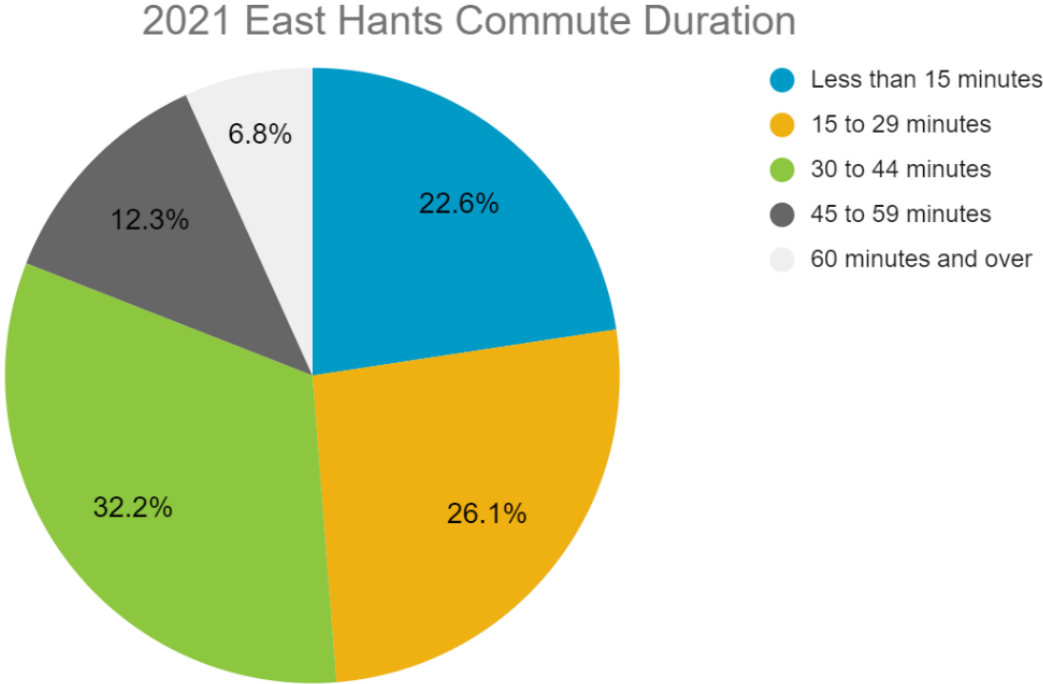
In 2016, 1,680 workers in HRM reported commuting to the Community of East Hants³. There was also significant movement within the community with 2,715 workers commuting to a different location than they reside but within the Community of East Hants boundaries².

Persons Commuting From:	# of People	Share (%)
Within East Hants	2715	54.9
HRM	1680	34.0
Colchester County	320	6.5
All Other Regions of NS	230	4.7
TOTAL	4945	100%

*2016 Data was used for Commuting Flow as 2021 Data was unavailable at the time of this report.

6.5 Commuting Time and Mode

In 2021, nearly half (48.8%) of residents that commute to work did so in under 30 minutes². The vast majority of residents (88.6%) who commute to work do so as the driver of a private vehicle².



7. Business Profile

7.1 Business Counts and Sectors

In 2021, 494 businesses were operating with employees East Hants⁹. The business sectors in the East Hants with the most establishments, as categorized by the North American Industry Classification System, included: construction; retail trade; other services (except public administration) and agriculture, forestry, fishing and hunting⁹.

Business Sector as Classified by NAICS 2021	# of Businesses	Share (%)
Construction	117	23.7
Retail trade	58	11.7
Other services (except public administration)	47	9.5
Agriculture, forestry, fishing and hunting	28	5.7
Health care and social assistance	34	6.9
Transportation and warehousing	30	6.1
Unclassified	29	5.9
Manufacturing	30	6.1
Professional, scientific and technical services	22	4.5
Accommodation and food services	21	4.3
Administrative and support, waste management and remediation services	19	3.8
Real estate and rental and leasing	20	4.0
Wholesale trade	15	3.0
Arts, entertainment and recreation	7	1.4
Finance and insurance	7	1.4
Educational services	6	1.2
Public administration	2	0.4
Mining, quarrying, and oil and gas extraction	1	0.2
Utilities	0	0.0
Management of companies and enterprises	1	0.2
Information and cultural industries	0	0.0
Total	494	100.0

Summary

This economic profile provides a snapshot of East Hants' current economic condition. This profile is one of the many tools that can aid in retaining and attracting business to the area.

Key conditions and trends highlighted in this report include:

- The Community of East Hants' current population has grown significantly in the past five years and strong growth is projected over the next three decades;
- East Hants has connected location with efficient commuter routes;
- The median age of East Hants' residents is slightly older than nearby HRM but remains younger than the provincial median age;
- East Hants has a well-educated population with a wide range of skills and training;
- Personal income and household income for the residents of East Hants remain higher than the provincial income levels;
- Single-detached homes are the primary dwelling type in East Hants and new dwellings are being added to the housing market;
- Housing sale prices and residential rental rates in East Hants remain lower than the nearby Halifax/Dartmouth area; and
- East Hants has a wide range of businesses across multiple sectors, construction; retail trade; and other services (except public administration); and agriculture, forestry, fishing and hunting.
- The number of building permits issued in East Hants continue to rise since the start of the pandemic.

Sources

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