

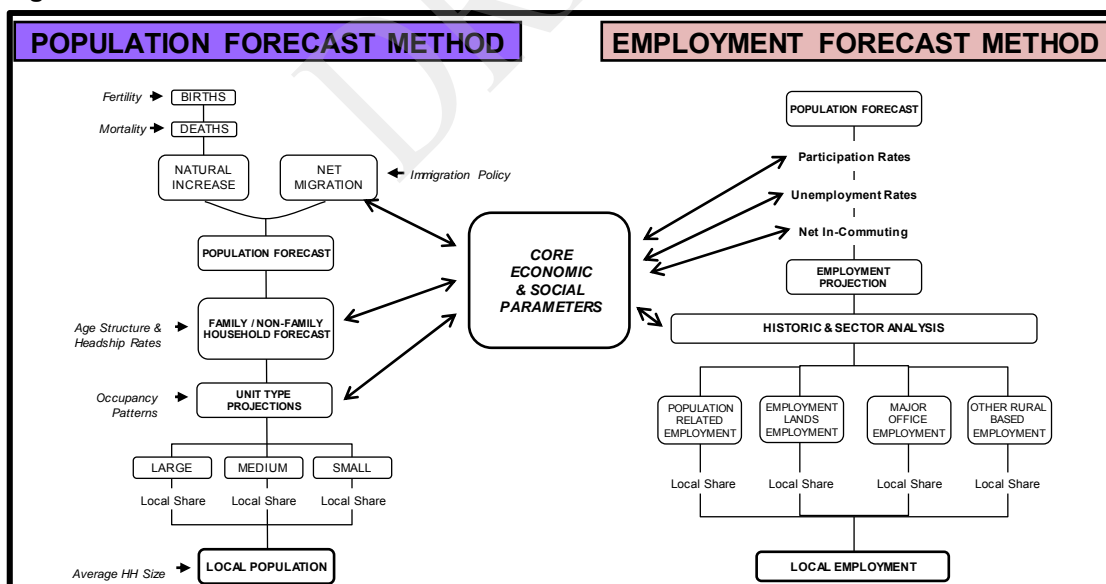
IV COUNTY-WIDE GROWTH OUTLOOK

This section sets out the method and key assumptions that were used in the Oxford County forecast and provides the results of the population, household and employment forecasts by five year Census intervals, from a 2016 base to 2046. The forecasts for Oxford are considered in the larger context of trends influencing growth and change across the economic region and incorporate all currently available data on existing development, population and employment in the County. The forecasts are based on the well-established forecast models used by Hemson in the past, including the forecasts prepared for the Province’s *Growth Plan for the Greater Golden Horseshoe* in 2006 and 2013.

A. FORECAST METHOD AND ASSUMPTIONS

The forecasts of population, households and employment at the County level are based upon the well-established standard cohort-survival forecast model. The forecast method is illustrated in Figure 6 below.

Figure 6: Forecast Method



The approach begins by forecasting population, housing and employment for Oxford based on national and provincial economic and demographic trends. The results of the County forecast are then distributed to area municipalities within Oxford based on households and shares of County-wide housing growth. The forecasts are prepared by applying a set of principal assumptions within the forecast model related to Ontario's economic future and its social context. This set of core economic and social parameters include: the broader outlook and composition of the Ontario economy; migration and settlement patterns, such as national immigration policies and increasing concentration in urban centres; and demographic change, such as aging of the population. The forecasts of Oxford's population, household and employment growth begin with these core economic and social parameters.

The current broad economic and demographic trends are expected to continue over the forecast horizon. The Ontario economy is expected to continue to grow at a moderate pace over the coming decades, consistent with average rates of growth over recent decades. This growth will occur within the context of a continued small shift towards a population-related employment in a more service-sector-based economy, owing to higher levels of population growth and the transition in the broader Ontario economy to services. At the same time, in Oxford, employment land employment, particularly manufacturing and transportation and distribution, is expected to continue to represent a significant share of the employment base.

Migration has come to represent the largest share of population growth throughout Ontario; levels of natural increase continue to decline and in many areas are now negative. This is due to the decrease in fertility rates and the general aging of the population. However, the baby boom echo (millennial) population is now entering its peak child-bearing years, so there will be a significant number of births as the "echo-echo" generation is born. Once that is complete, there is little natural increase likely in most populations.

Growth in Oxford will continue to be largely dependant on intra-provincial migration and will be most greatly influenced by the County's proximity to the rapidly growing GGH urban region and adjacency to Waterloo Region. While concentrated in Woodstock, most of Oxford has shared in growth driven by

migration from these areas and this expected to continue and increase over the forecast horizon, particularly as rapid growth in the GGH will continue to press its influence outward. By the 2030s, due to the aging demographic and fertility rates below replacement, Oxford's population would decline without net in-migration. The natural decrease in the base population will, in part, counterbalance the population growth generated by in-migrants seeking new housing.

While Oxford is likely to continue to experience the out-migration of some young adults, it will be balanced by in-migration of that age group from other areas and by a large net in-migration of those in their 30s and 40s, seeking (mostly) family-oriented housing. Again, growth in the County will be largely driven by Oxford's location in the area of influence of the rapidly growing urban centres of the GGH and its adjacency to Kitchener-Waterloo. The County is expected to experience increased net in-migration over the forecast relative to historical levels.

The forecast results which follow represent a best estimate of future growth and change based on the most current available data and assumptions about past and future economic and demographic conditions. Given an inherent uncertainty in long-term demographic and economic forecasting, regular reviews are prudent and it is recommended that the forecasts be revisited at each five year official plan review. The forecasts are prepared by five-year intervals corresponding with the Census from a 2016 base to a 2046 horizon.

The growth outlook for households and employment for the 2019 to 2039 timeframe is also identified, based on the Area Municipal allocations presented in the next section of this report, in order to identify growth for the twenty-year planning period for assessing land need and updating the *Oxford County Official Plan*.

B. OXFORD ANTICIPATED TO GROW TO 161,000 RESIDENTS IN 62,000 HOUSEHOLDS BY 2046

The County is forecast to grow to 161,000 in total population and 62,000 households by 2046, representing growth of 47,200 residents and 18,300 households from a 2016 base. The forecast of residential growth is based on continued in-migration, at somewhat higher levels than in the past but cognizant of more recent levels of housing growth and reflecting an expectation that the role of the County within Southwestern Ontario and its adjacency to the GGH will continue to positively influence residential demand in Oxford going forward, in particular relative to its historical trends.

The forecast is for higher than historical trends, particularly in the shorter term horizon, however forecasts assume recent high growth will moderate somewhat over the longer term outlook, due to housing market cycles and in recognition that the recent very high growth period may moderate over time and unforeseen market shifts may occur. Figures 7 and 8 below illustrate how the residential forecasts to 2041 compare with the longer-term historical trends in the County.

Figure 7: Historical and Forecast Housing Growth, 1991-2041

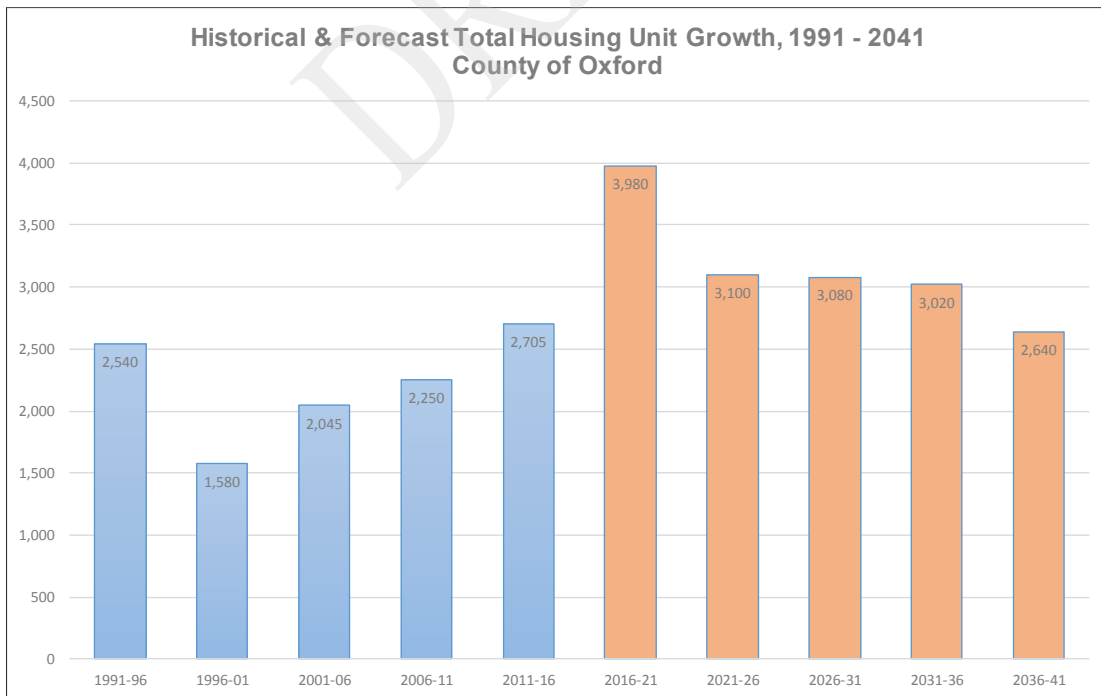
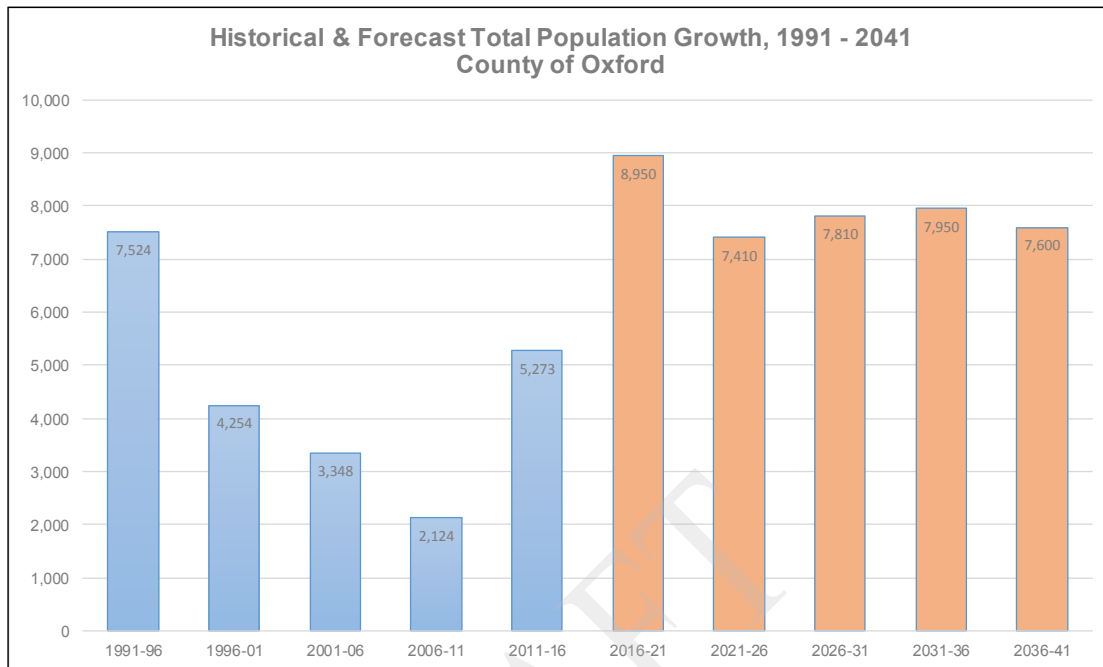


Figure 8: Historical and Forecast Population Growth, 1991-2041

The results of the County-wide forecasts of total population, migration, households, housing by type and average household size, or persons per unit (ppu) are provided below (Tables 13-16). The rate of household growth is anticipated to continue to outpace the rate in growth of population over time, as the population continues to age, affecting housing size and demand.

Table 13

| Historical and Forecast Population and Net In-Migration County of Oxford, 2001-2046 | | | | |
|--|--|-------------------|-----------------------------|------------------|
| Census Year | Total Population (Including Census Net Undercoverage) | Population Growth | | Net In-Migration |
| | | Net Change | Compound Annual Growth Rate | |
| 2001 | 103,200 | | | |
| 2006 | 106,600 | 3,400 | 0.65% | 2,250 |
| 2011 | 108,700 | 2,100 | 0.39% | 2,050 |
| 2016 | 113,900 | 5,200 | 0.94% | 3,710 |
| 2021 | 122,900 | 9,000 | 1.53% | 7,220 |
| 2026 | 130,300 | 7,400 | 1.18% | 5,420 |
| 2031 | 138,100 | 7,800 | 1.17% | 5,600 |
| 2036 | 146,100 | 8,000 | 1.13% | 5,770 |
| 2041 | 153,700 | 7,600 | 1.02% | 6,000 |
| 2046 | 161,100 | 7,400 | 0.94% | 6,000 |
| 2016-2046 | 47,200 | | | |

Source: Hemson Consulting Ltd., forecast; Statistics Canada, historical.

Table 14

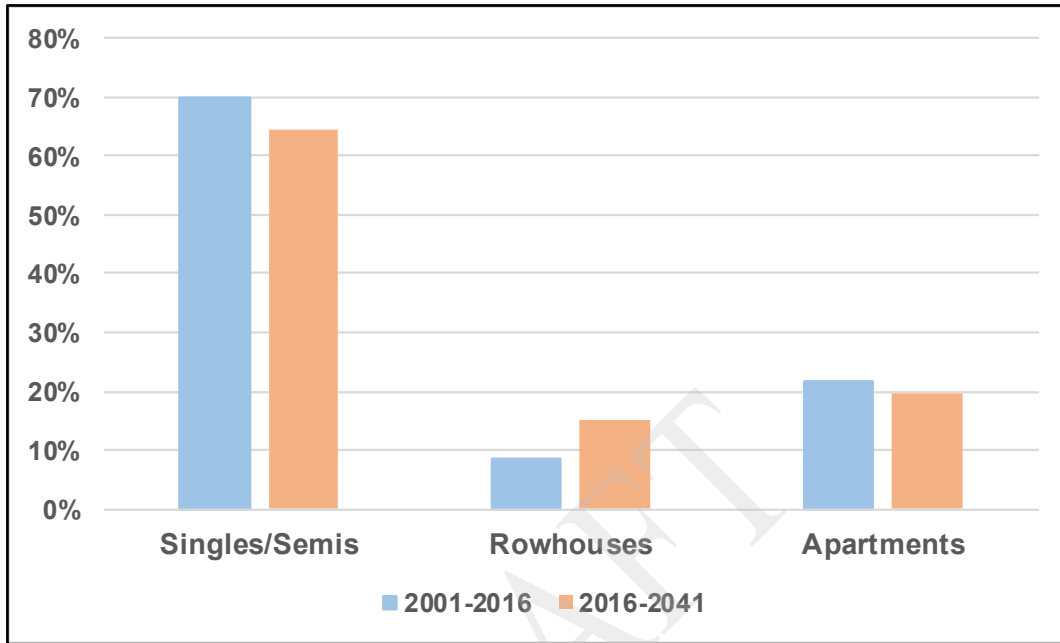
| Historical and Forecast Household Growth County of Oxford, 2001-2046 | | | |
|---|------------|------------------|-----------------------------|
| Census Year | Households | Household Growth | |
| | | Net Change | Compound Annual Growth Rate |
| 2001 | 37,300 | | |
| 2006 | 39,300 | 2,000 | 1.1% |
| 2011 | 41,600 | 2,300 | 1.1% |
| 2016 | 44,300 | 2,700 | 1.3% |
| 2021 | 48,200 | 3,900 | 1.7% |
| 2026 | 51,300 | 3,100 | 1.3% |
| 2031 | 54,400 | 3,100 | 1.2% |
| 2036 | 57,400 | 3,000 | 1.1% |
| 2041 | 60,100 | 2,700 | 0.9% |
| 2046 | 62,600 | 2,500 | 0.8% |
| 2016-2046 | 18,300 | | |

Source: Hemson Consulting Ltd., forecast; Statistics Canada, historical.

Housing growth in the County is still expected to be dominated by lower-density housing forms, however a very moderate shift to a greater proportion of higher density units is forecast while at the same time single and semi-detached units will represent a marginally smaller share of overall housing growth relative to

the past, owing to demographic and planning policy drivers, as shown in Figure 9 below.

Figure 9: Shares of Housing Growth by Unit Type, 2001-2016; 2006-2041



Source: Hemson Consulting Ltd., forecast; Statistics Canada, historical.

Table 15

| Historical and Forecast Households by Type County of Oxford, 2016-2046 | | | | | |
|---|---------|-------|-------|--------|--------|
| Year | Singles | Semis | Rows | Apts | Total |
| 2001 | 27,500 | 2,120 | 2,080 | 5,570 | 37,270 |
| 2006 | 28,710 | 2,270 | 2,270 | 6,070 | 39,320 |
| 2011 | 30,520 | 2,160 | 2,510 | 6,370 | 41,560 |
| 2016 | 32,190 | 2,330 | 2,670 | 7,080 | 44,270 |
| 2021 | 34,620 | 2,590 | 3,200 | 7,840 | 48,230 |
| 2026 | 36,380 | 2,840 | 3,690 | 8,440 | 51,330 |
| 2031 | 38,090 | 3,090 | 4,200 | 9,040 | 54,410 |
| 2036 | 39,760 | 3,370 | 4,670 | 9,650 | 57,430 |
| 2041 | 41,140 | 3,650 | 5,090 | 10,210 | 60,080 |
| 2046 | 42,460 | 3,970 | 5,500 | 10,680 | 62,600 |
| 2016-2046 | 10,270 | 1,640 | 2,830 | 3,600 | 18,330 |

Source: Hemson Consulting Ltd., forecast; Statistics Canada, historical.

Table 16

| Average Household Sizes by Housing Type, Oxford County, 2001-2041 | | | | | |
|---|---------|-------|------|------------|----------------|
| Year | Singles | Semis | Rows | Apartments | All Households |
| 2001 | 2.81 | 2.69 | 2.76 | 1.59 | 2.62 |
| 2006 | 2.76 | 2.67 | 2.39 | 1.63 | 2.57 |
| 2011 | 2.71 | 2.67 | 2.23 | 1.57 | 2.50 |
| 2016 | 2.67 | 2.49 | 2.27 | 1.58 | 2.47 |
| 2021 | 2.65 | 2.47 | 2.25 | 1.57 | 2.44 |
| 2026 | 2.65 | 2.47 | 2.25 | 1.56 | 2.43 |
| 2031 | 2.65 | 2.47 | 2.25 | 1.57 | 2.43 |
| 2036 | 2.66 | 2.48 | 2.26 | 1.57 | 2.44 |
| 2041 | 2.68 | 2.50 | 2.28 | 1.58 | 2.45 |

Source: Hemson Consulting Ltd., forecast; Statistics Canada, historical.

C. OXFORD EMPLOYMENT BASE TO GROW TO MORE THAN 78,000 JOBS AT 2046

Employment growth is expected to continue over the forecast horizon with the County anticipated to grow to an employment base of 78,300 in total place of work employment to 2046, representing growth of 21,000 jobs over the forecast horizon from a 2016 base.

Table 17

| Historical and Forecast Total Employment Oxford County, 2016-2046 | | | | |
|--|------------|--------|-------------|---------------|
| Year | Employment | Growth | Growth Rate | Activity Rate |
| 2001 | 48,100 | | | |
| 2006 | 53,000 | 4,900 | 1.96% | 48.4% |
| 2011 | 53,100 | 100 | 0.04% | 51.5% |
| 2016 | 57,300 | 4,200 | 1.53% | 50.3% |
| 2021 | 62,100 | 4,800 | 1.62% | 51.7% |
| 2026 | 64,600 | 2,500 | 0.79% | 51.9% |
| 2031 | 67,200 | 2,600 | 0.79% | 50.9% |
| 2036 | 70,400 | 3,200 | 0.93% | 50.0% |
| 2041 | 74,100 | 3,700 | 1.03% | 49.5% |
| 2046 | 78,400 | 4,300 | 1.13% | 49.6% |
| 2016-2046 | 21,100 | | | |

Source: Hemson Consulting Ltd., forecast; Statistics Canada, historical.

The employment forecast is divided into three land-use-based categories:

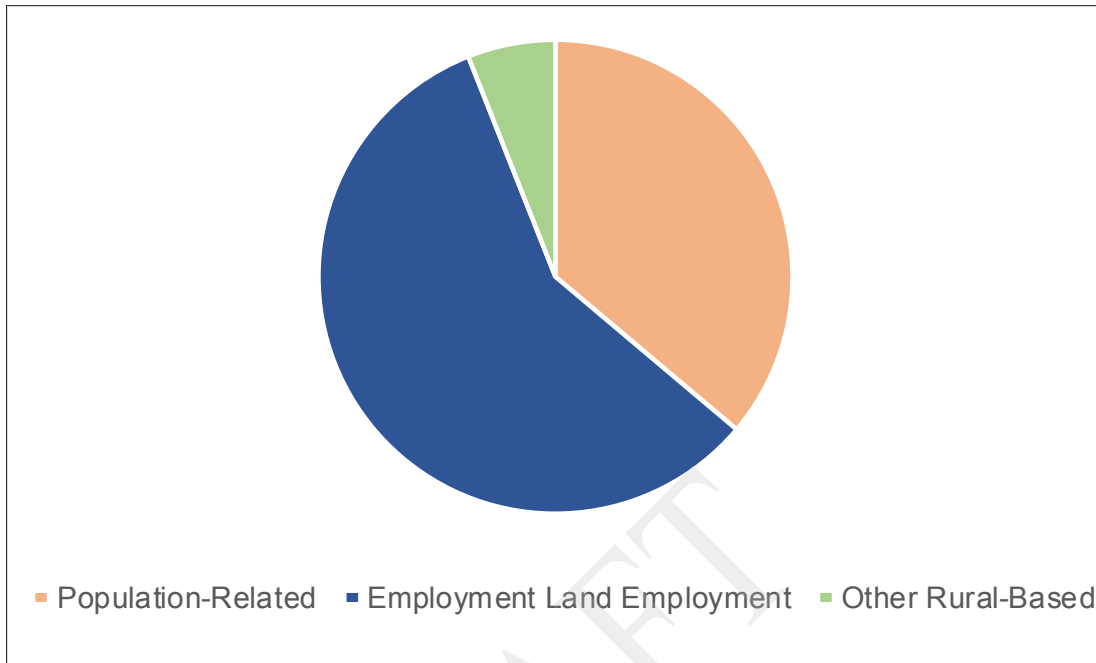
- Population-related Employment, which is employment that primarily serves a resident population and includes retail, education, healthcare, and local government. This generally grows in line with population growth and is located on a range of commercial and community area designations.
- Employment-land Employment, which refers to traditional industrial-type employment primarily accommodated in low-rise industrial buildings in business parks and employment areas. This is the type of employment that would locate on designated industrial lands.
- Other Rural-based Employment, which refers to jobs scattered throughout the rural area, primarily related to agricultural and primary industries.

Table 18 and Figure 10 below indicate the results of the forecasts of employment by type and the relative proportions of employment by land use category in Oxford at the 2046 horizon.

Table 18

| Historical and Forecast Employment Growth by Land Use Based Category County of Oxford, 2001-2046 | | | | |
|---|---------------------------|-----------------------------------|--------------------------|-------------------------|
| Census Year | Population-Related | Employment Land Employment | Other Rural-Based | Total Employment |
| 2001 | 16,600 | 26,500 | 4,980 | 48,080 |
| 2006 | 18,700 | 29,930 | 4,280 | 52,920 |
| 2011 | 19,400 | 29,230 | 4,510 | 53,140 |
| 2016 | 20,100 | 33,130 | 4,090 | 57,330 |
| 2021 | 21,940 | 35,920 | 4,220 | 62,080 |
| 2026 | 22,840 | 37,470 | 4,260 | 64,570 |
| 2031 | 23,910 | 38,960 | 4,300 | 67,170 |
| 2036 | 25,290 | 40,750 | 4,360 | 70,400 |
| 2041 | 26,790 | 42,870 | 4,450 | 74,110 |
| 2046 | 28,490 | 45,350 | 4,550 | 78,390 |

Source: Hemson Consulting Ltd., forecast; Statistics Canada, historical.

Figure 10: Proportion of Oxford County Employment by Type, 2046

The general relationship between employment types is expected to continue, with most growth being in employment land employment, reflecting the County's largely industrial centred economy. Population-related employment, while representing a large proportion of the County's employment growth, serving a growing population, Oxford is anticipated to continue to maintain a large proportion of employment land employment, particularly relative to other parts of the province where the shift to service-based sectors in the broader Ontario economy has been more pronounced.

The next section provides the results of allocating County-wide forecast growth in population, households and employment to area municipalities in Oxford.