



Growth Study

Corporation of the County of Prince Edward

Final Draft Report

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Watson & Associates Economists Ltd.
905-272-3600
info@watsonecon.ca



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Executive Summary

The Corporation of the County of Prince Edward retained Watson & Associates Economists Ltd. (Watson) to undertake a Growth Study. The Prince Edward County Growth Study provides three 25-year (i.e., 2022 to 2047) population, housing and employment growth scenarios and allocations, and is intended to serve as input to the County's development charges background study and the Picton Master Servicing Plan.

Over the past five years, Prince Edward County has experienced relatively strong population and housing growth, driven by robust net migration. The County's permanent population base increased from 25,200 in 2016 to 26,200 in 2021, an increase of 4.0%.^[1] Recent housing development activity has been relatively strong, averaging 84 units per year from 2017 to 2021. Over this period, the County experienced employment growth across a wide range of industry sectors.

Relative to historical trends, population, housing and employment growth in Prince Edward County is anticipated to be relatively strong over the next 25 years. The County is expected to attract empty nesters/young seniors over the forecast period, which will drive demand for a range of housing forms. New housing development is anticipated to be primarily represented by low-density housing forms; however, the share of medium- and high-density forms is anticipated to increase. Population and employment growth over the longer term will gradually slow as the population continues to age, placing downward pressure on the future population growth potential associated with natural increase (i.e., births less deaths).

A number of regional and local growth drivers have been identified, which are anticipated to influence future population, housing, and employment growth within Prince Edward County over the 2022 to 2047 period.

Long-Term Growth Forecast – Three Growth Scenarios

Three long-term growth forecasts have been prepared for Prince Edward County including: 1) Reference (Medium) Growth Scenario; 2) Low Growth Scenario; and 3) High Growth Scenario. A range of forecast population and housing growth has been

^[1] Includes Census undercount of approximately 2.1%.



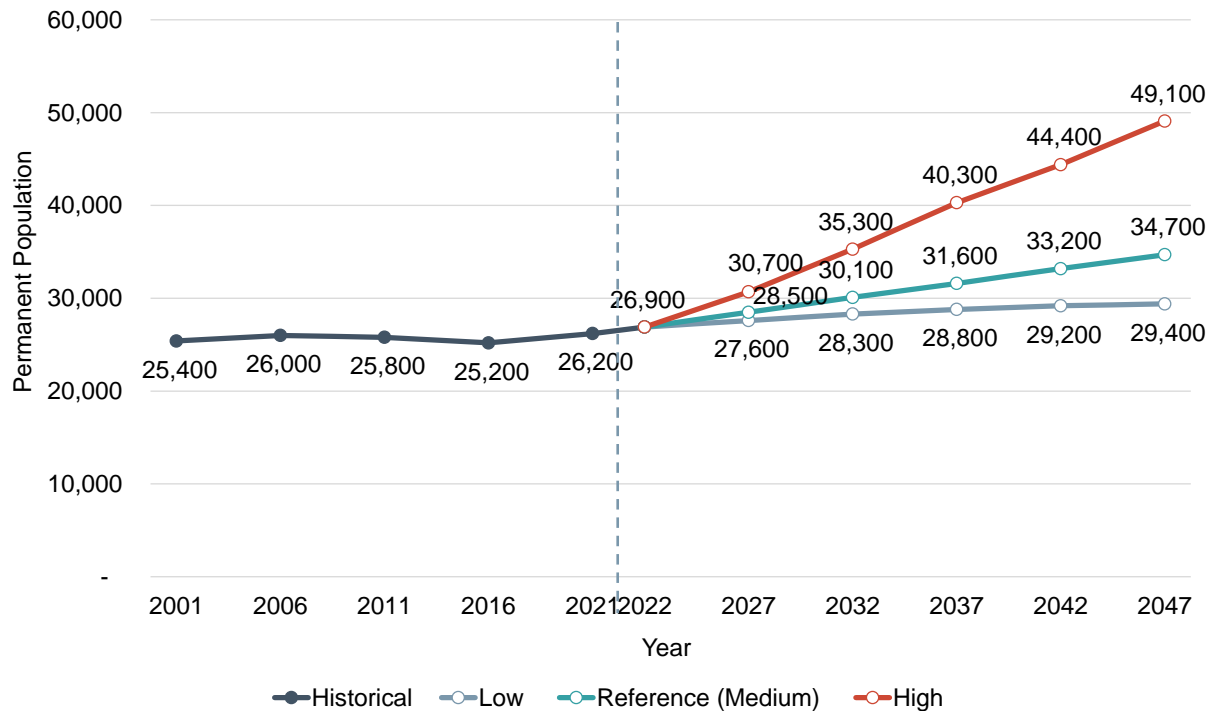
generated from these respective scenarios largely based on varying assumptions regarding annual net migration and corresponding new housing construction.

Figure ES-1 summarizes the County's Reference (Medium) Case Population Growth Scenario in five-year increments over the 2022 to 2047 forecast period relative to historical population between 2001 and 2021. Two additional County-wide growth scenarios are summarized, including a Low and High Population Growth Scenario.

- The **Reference (Medium) Population Growth Scenario** assumes that the County's permanent population will increase to 34,700 by 2047, representing an average annual growth rate of 1.0% per year. The Reference Population Growth Scenario reflects a market-based forecast, factoring regional and local growth drivers, and broader demographic and economic trends, along with housing demand and supply considerations.
- The **Low Population Growth Scenario** forecasts that the County will grow at an average annual growth rate of 0.4% per year, increasing to 29,400 people by 2047. The Low Population Growth Scenario is generally consistent with the Ministry of Finance Summer 2022 population growth projections for the County.
- The **High Population Growth Scenario** assumes that the County's population is forecast to grow at an average annual rate of 2.4% per year, increasing to 49,100 by 2047. The High Growth Scenario is informed by potential short-, medium- and longer-term residential development supply opportunities in the County and assumes buildout of the County's urban settlement areas over the planning horizon.



Figure ES-1
Prince Edward County
Long-Term Permanent Population Forecast Scenarios, 2022 to 2047



Note: Permanent population includes Census undercount estimated at 2.1%.

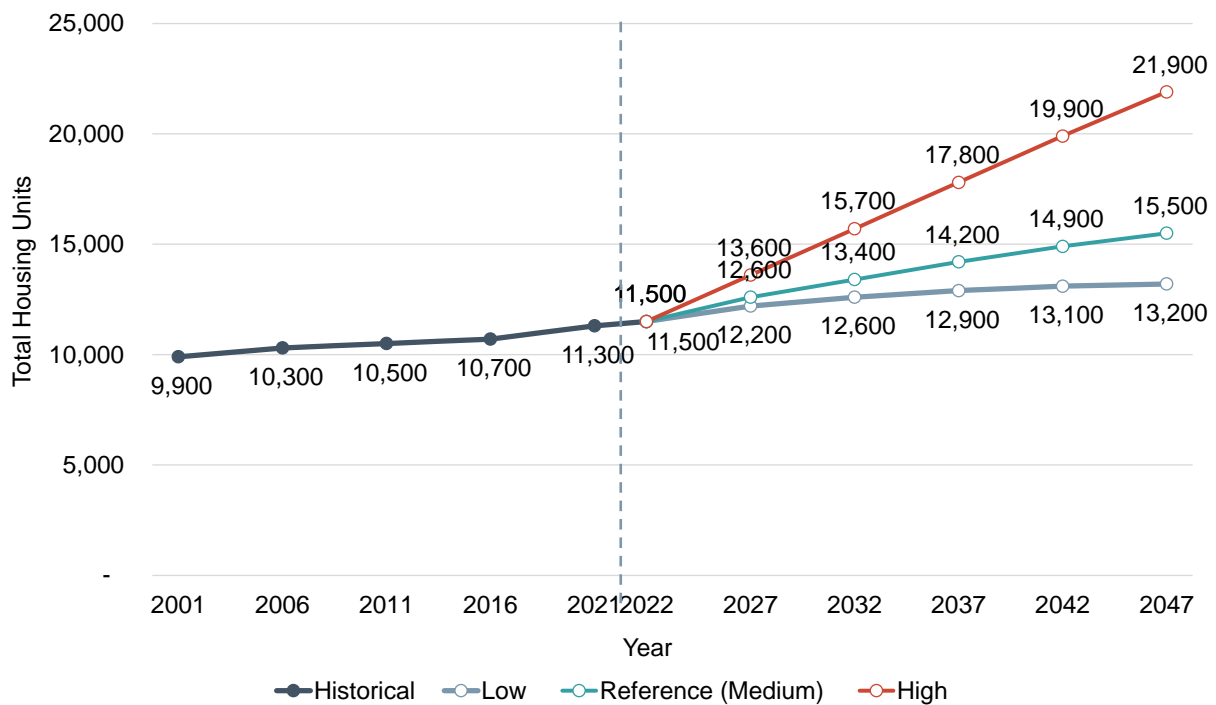
Source: Historical data from Statistics Canada, 2001-2021. Forecasts prepared by Watson & Associates Economists Ltd., 2023.

Figure ES-2 summarizes the 2022 to 2047 housing forecast for Prince Edward County for the Reference, Low and High Growth Scenarios, as follows:

- The **Reference (Medium) Housing Growth Scenario** assumes that the County's permanent housing will increase to 15,500 by 2047, representing an average annual growth rate of 1.2% per year.
- The **Low Housing Growth Scenario** forecasts that the County will grow at an average annual growth rate of 0.5% per year, increasing to 13,200 households by 2047.
- The **High Housing Growth Scenario** assumes that the County's housing is forecast to grow at an average annual rate of 2.6% per year, increasing to 21,900 by 2047.



Figure ES-2
Prince Edward County
Long-Term Housing Forecast Scenarios, 2022 to 2047



Note: Total housing units includes seasonal housing units.

Source: Historical data from Statistics Canada, 2001-2021. Forecasts prepared by Watson & Associates Economists Ltd., 2023.

Based on market trends and supply opportunities, it is expected that Prince Edward County will accommodate growth of 800 seasonal dwelling units with a seasonal population increase of 2,800 over the 2022 to 2047 period, for the Reference (Medium) and High Growth Scenarios. The seasonal residential growth for the Low Growth Scenario is expected to be lower than for the other two scenarios, at 400 seasonal units and a 1,400 seasonal population increase for the 2022 to 2047 period.

Reflecting both permanent and seasonal population, the following summarizes the total population and housing forecasts for Prince Edward County for the Reference (Medium), Low and High Growth Scenarios:

- **Reference (Medium) Growth Scenario** – The County’s total population is expected to increase from an estimated 35,000 in 2022 to 45,600 in 2047. With



respect to total housing development activity, the County's total housing base is expected to expand by 4,800 units over the 2022 to 2047 period, with an average annual growth of 192 units.

- **Low Growth Scenario** – The County's total population is expected to increase from an estimated 35,000 in 2022 to 38,900 in 2047. With respect to total housing development activity, the County's total housing base is expected to expand by 2,100 units over the 2022 to 2047 period, with an average annual growth of 84 units.
- **High Growth Scenario** – The County's total population is expected to increase from an estimated 35,000 in 2022 to 60,000 in 2047. With respect to total housing development activity, the County's total housing base is expected to expand by 11,200 units over the forecast period, with an average annual growth of 448 units.

Three long-term employment growth scenarios have been developed for the County for the 2022 to 2047 forecast period, as shown in

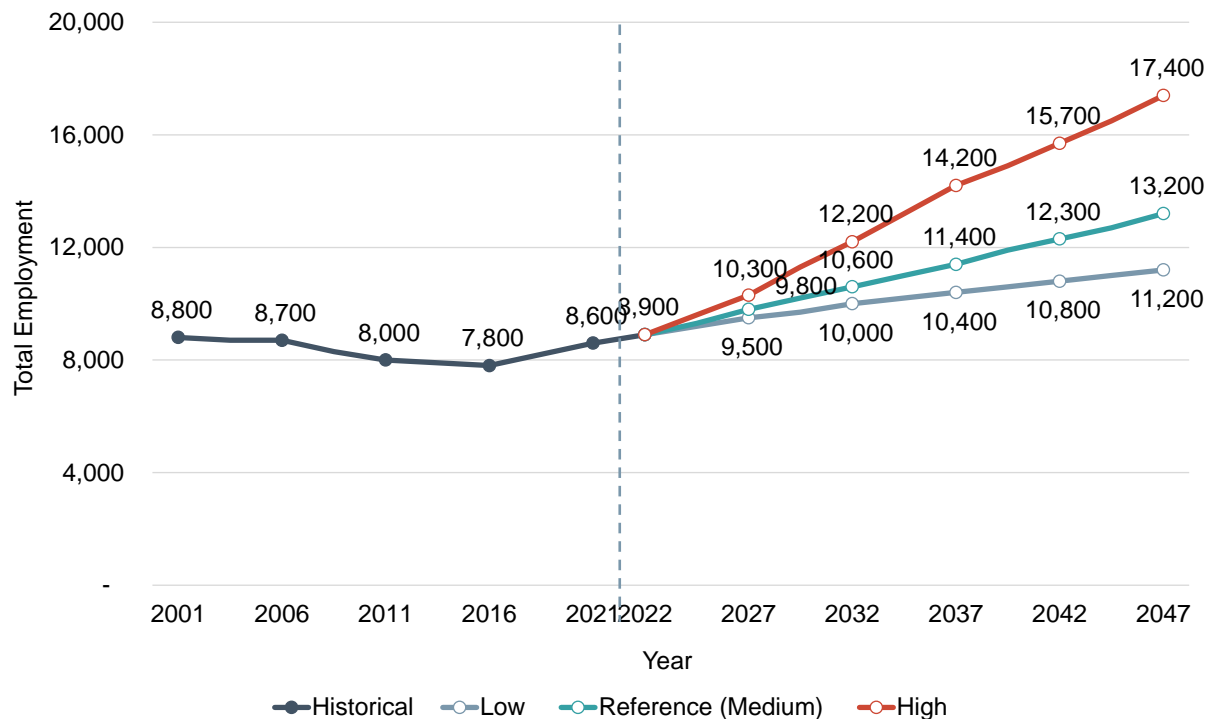
Prince Edward County

Long-Term Total Employment Forecast Scenarios, 2022 to 2047 Figure ES-3. A range of assumptions were considered when generating these scenarios, such as forecast changes in the employment activity rate (ratio of jobs to population), macro-economic trends in the export-based employment sector, and growth in population-related employment largely driven by continued population growth in Prince Edward County.

- The **Reference (Medium) Employment Forecast Scenario** assumes that employment in the County is expected to increase at a rate of 1.6% annually between 2022 and 2047. Under this scenario, the County's employment base is expected to increase between 2022 and 2047 by approximately 4,300 jobs, from 8,900 to 13,200.
- The **Low Employment Forecast Scenario** forecasts that Prince Edward County's employment base will grow at a rate of 0.9% per year. Under this scenario, the employment base is forecast to increase modestly between 2022 and 2047 by approximately 2,300 jobs, from 8,900 to 11,200.
- The **High Employment Scenario** anticipates that Prince Edward County's employment is forecast to grow at an average annual rate of roughly 2.7%. Under this scenario, the County's employment base is forecast to increase by approximately 8,500 jobs, increasing from 8,900 in 2022 to 17,400 by 2047.



Figure ES-3
Prince Edward County
Long-Term Total Employment Forecast Scenarios, 2022 to 2047



Note: Total employment includes “work at home” and “no fixed place of work.”
Source: Historical data from Statistics Canada, 2001-2016. 2021 derived from EMSI data.
Forecast prepared by Watson & Associates Economists Ltd. 2023.

Population, Housing and Employment Growth Allocations by Geographic Area

With respect to the allocation of population, housing and employment growth by settlement area and rural area over the 2022 to 2047 period for the three Growth Scenarios, the following provides key observations:

Reference (Medium) Growth Scenario

- Over the forecast period, Prince Edward County’s fully serviced urban areas (i.e., Picton and Wellington) are anticipated to account for 72% (7,720) of Prince Edward County’s total permanent and seasonal population. The remaining 28% (2,945) of total population growth is expected to occur in the County’s other urban areas (water serviced only) and rural areas.



- Over the 2022 to 2047 period, 76% (3,625 units) of Prince Edward County's total housing growth is expected to be accommodated in the fully serviced urban areas (i.e., Picton and Wellington). The remaining 24% (1,170 units) of housing growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.
- Picton's total population and housing units are expected to increase by 4,445 (42%) and 2,140 (45%), respectively. Wellington's total population and housing units are forecast to increase by 3,280 (30%) and 1,480 (31%), respectively.
- Under the Reference (Medium) Growth Scenario, 74% (3,200 jobs) of the County's total employment growth of 4,300 jobs is expected to occur in fully serviced urban areas (i.e., Picton and Wellington). Picton is anticipated to account for 44% (1,920 jobs) while Wellington is expected to account for 30% (1,275 jobs). The remaining 26% (1,125 jobs) is anticipated to be in rural areas (24%) and in other urban areas serviced by water only (2%).

Low Growth Scenario

- Over the forecast period, Prince Edward County's fully serviced urban areas (i.e., Picton and Wellington) are anticipated to account for 75% (3,015) of Prince Edward County's total permanent and seasonal population. The remaining 25% (985) of total population growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.
- Over the 2022 to 2047 period, 73% (1,490 units) of Prince Edward County's total housing growth is expected to occur in the fully serviced urban areas (i.e., Picton and Wellington). The remaining 27% (570 units) of housing growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.
- Picton's total population and housing units are expected to increase by 1,685 (42%) and 870 (42%), respectively. Wellington's total population and housing units are forecast to increase by 1,330 (33%) and 620 (31%), respectively.
- Under the Low Growth Scenario, 75% (1,740 jobs) of the County's total employment growth of 2,300 is expected to occur in fully serviced urban areas (i.e., Picton and Wellington). Picton is anticipated to account for 47% (1,095 jobs) while Wellington is expected to account for 28% (645 jobs). The remaining 25% (575 jobs) is anticipated to be in rural areas (24%) and in other urban areas serviced by water only (1%).



High Growth Scenario

- Over the forecast period, Prince Edward County's fully serviced urban areas (i.e., Picton and Wellington) are anticipated to account for 86% (21,440) of the County's total permanent and seasonal population. The remaining 14% (3,560) of total population growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.
- Over the 2022 to 2047 period, 88% (9,910 units) of Prince Edward County's total housing growth is expected to occur in the fully serviced urban areas (i.e., Picton and Wellington). The remaining 12% (1,300 units) of housing growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.
- Picton's total population and housing units are expected to increase by 16,775 (67%) and 7,865 (70%), respectively. Wellington's total population and housing units are forecast to increase by 4,665 (19%) and 2,045 (18%), respectively.
- Under the High Growth Scenario, 77% (6,590 jobs) of the County's total employment growth of 8,500 is expected to occur in fully serviced urban areas (i.e., Picton and Wellington). Picton is anticipated to account for 52% of the growth (4,490 jobs) while Wellington is expected to account for 25% (2,095 jobs). The remaining 23% (1,975 jobs) is anticipated to be in rural areas (21%) and in other urban areas serviced by water only (2%).

Conclusions

The growth scenarios explored represent the potential range of future growth that can be anticipated for the County over the next 25 years. Each growth scenario is based on a range of assumptions related to the regional growth outlook, total net migration, population age structure and housing development.

Based on our review, the Reference (Medium) Growth Scenario represents the most reasonable growth forecast scenario for the following reasons:

1. It represents a reasonable population growth rate relative to broader provincial and regional growth drivers, and demographic and economic trends.
2. While the anticipated growth rate requires relatively strong migration levels to offset the downward pressure on the population base due to the aging population, the migration levels are considered realistic relative to historical trends and growth drivers, and the County's appeal for new residents.



3. The forecast level of annual housing growth required to accommodate the Reference (Medium) Growth Scenario represents a positive shift in relation to historical trends observed and aligns well with anticipated market demand and supply opportunities.



1. Introduction

1.1 Terms of Reference

The Corporation of the County of Prince Edward retained Watson & Associates Economists Ltd. (Watson) to undertake a Growth Study. The Prince Edward County Growth Study provides three 25-year (i.e., 2022 to 2047) population, housing and employment growth scenarios and allocations, and is intended to serve as input to the County's Development Charges Background Study as well as the Picton Master Servicing Plan.

1.2 Context

Prince Edward County's growth potential was last examined comprehensively in 2012 through the County's Growth and Servicing Options study prepared by Watson.^[1] This 2022 Growth Study provides an interim update recognizing the structural changes that have occurred in the macro economy over the past decade and the County's population and employment base which has expanded and evolved during that time.

Over the past five years, Prince Edward County has experienced relatively strong population and housing growth, driven by strong net migration. Over the next 25 years the County is anticipated to experience continued strong growth. There are numerous economic benefits associated with population and employment growth related to economic expansion, community vibrancy, and an increasing tax base. On the other hand, new development can also create challenges associated with infrastructure requirements, municipal service delivery, urban land needs, and environmental protection.

[1] Long Term Population, Housing and Employment Forecast and Capital Needs Assessment, January 14, 2013. As part of this study, Watson & Associates Economists Ltd. prepared a long-term housing, population and employment forecast for the County, its settlement areas and remaining rural area over 20-year (2012 to 2032), 40-year (2012 to 2052) and buildout time horizons.



2. Demographic and Economic Profile

Based on Census data and other information sources available, the following provides a demographic, socio-economic and economic assessment of Prince Edward County within the context of the surrounding regional economy.

2.1 Population Trends

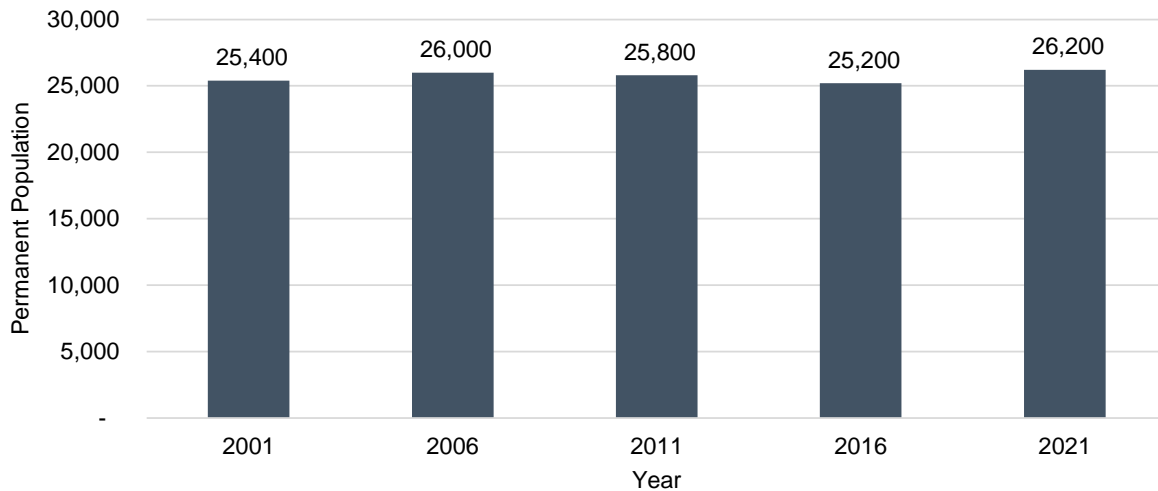
Demographic trends strongly influence both housing needs and form. Across the Province, the population is getting older on average, due to the aging of the Baby Boomers. The first wave of this demographic group turned 75 years of age in 2021.

Figure 2-A and Figure 2-B summarize historical population growth rates for the County in accordance with Statistics Canada Census data. For comparative purposes, historical population growth rates have also been provided for the Province of Ontario. As illustrated, the County's permanent population base increased from 25,200 in 2016 to 26,200 in 2021, an increase of 4.0%.^[1] Over the 2016 to 2021 period, the population base within the County increased by approximately 200 persons or 0.8% per year, a notably higher growth rate than in the previous 15-year period (i.e., 2001 to 2016). In contrast, the population base for the Province of Ontario grew at a moderately faster rate, 1.1% annually, during the 2016 to 2021 period.

^[1] Includes Census undercount of approximately 2.1%.

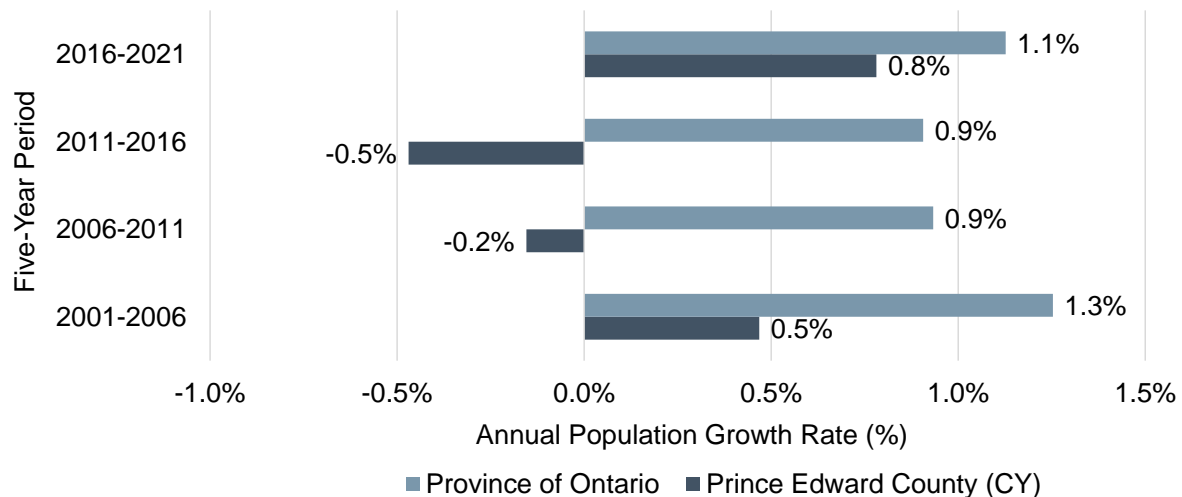


Figure 2-A
Prince Edward County
Historical Population, 2001 to 2021



Note: Prince Edward County population includes Census undercount estimated at 2.1%.
Source: Derived from Statistics Canada Census Data, 2001 to 2021 by Watson & Associates Economists Ltd., 2022.

Figure 2-B
Prince Edward County
Population Growth Rate, 2001 to 2021



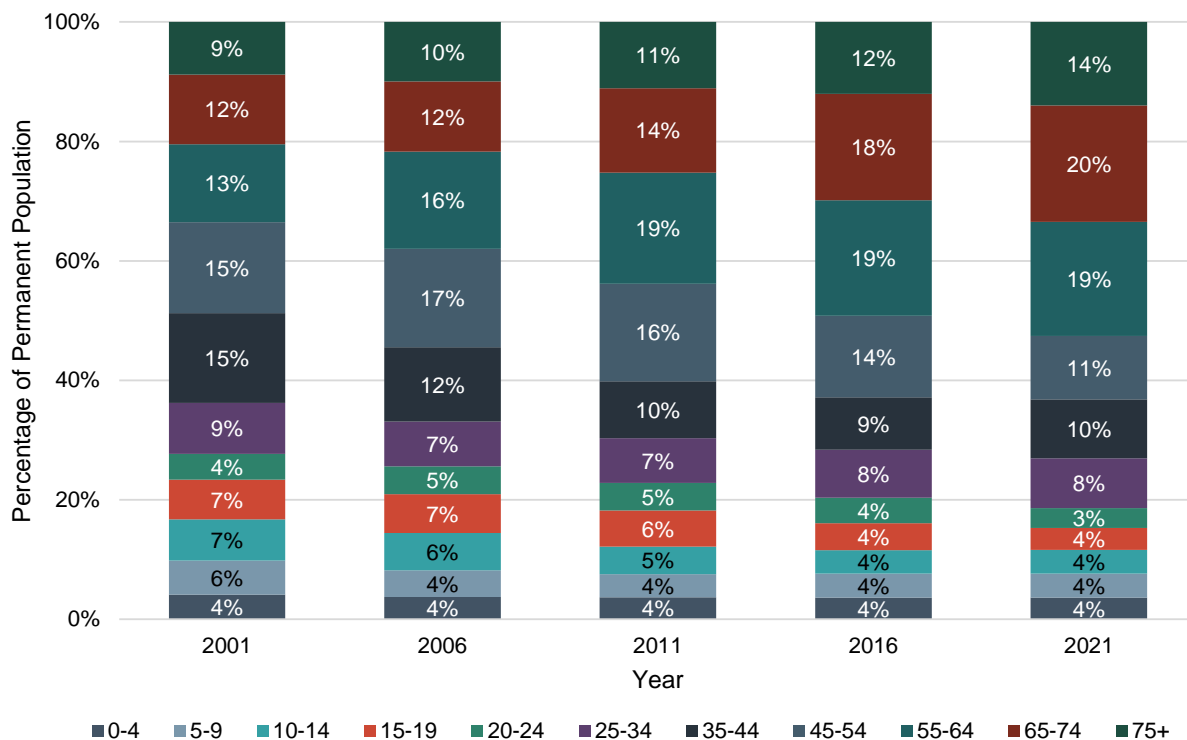
Note: Prince Edward County 2021 population includes Census undercount estimated at 2.1%, and the Province of Ontario 2021 population includes a Census undercount estimated at 3.2%.
Source: Derived from Statistics Canada Census Data, 2001 to 2021 by Watson & Associates Economists Ltd., 2022.



Figure 2-C summarizes historical trends in permanent population structure by major age group over the 2001 to 2021 period in Prince Edward County. Key observations include:

- The share of population in the 55+ age cohort steadily increased from 34% in 2001 to 53% in 2021;
- In contrast to the 55+ population age group, the population share of the 0 to 19 age group declined from 24% in 2001 to 16% in 2021;
- Similarly, the share of the 35 to 54 age group steadily declined from 30% in 2001 to 21% in 2021; and
- Lastly, the population share of the young adult age group (20 to 34) has remained relatively stable over the past two decades.

Figure 2-C
Prince Edward County
Historical Permanent Population by Major Age Group, 2001 to 2021



Source: Derived from Statistics Canada custom order data by Watson & Associates Economists Ltd., 2022.



2.1.1 Understanding the Key Components of Population Growth

There are two primary components of population growth, including natural increase (i.e., births less deaths) and net migration. Net migration can be broken into three broad categories, including:

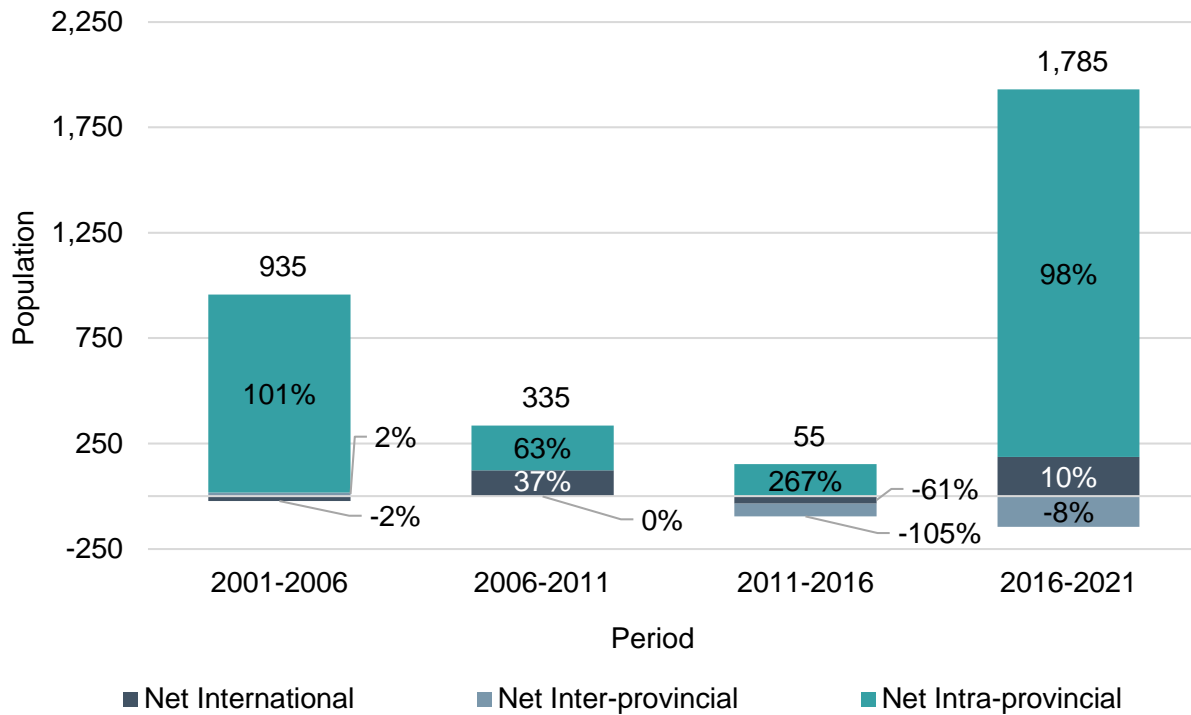
- **International Net Migration** – represents international immigration less emigrants, plus net non-permanent residents.
- **Inter-Provincial Net Migration** – comprises in-migration less out-migration from other Canadian provinces/territories.
- **Intra-Provincial Net Migration** – Includes in-migration less out-migration from elsewhere within the Province of Ontario.

Figure 2-D summarizes historical net migration trends between 2001 and 2021 in Prince Edward County by type of net migration. Key observations are as follows:

- Over the 20 years reviewed, net migration in Prince Edward County averaged approximately 780 persons per five-year Census period, or 156 persons per year, and was the key source of population growth in the County.
- Intra-provincial net migration represented the largest driver of net migration to Prince Edward County. The amount of intra-provincial net migration to Prince Edward County was particularly strong between 2016 and 2021.
- Over the past five years, the Greater Toronto and Hamilton Area has been the largest contributor of intra-provincial net migration to Prince Edward County, accounting for 80% of the total. During the period, the age group 45 to 64 has accounted for the largest share of the net migration to the County.
- International migration also represented a relatively small but increasing share of overall net migration.



Figure 2-D
Prince Edward County
Historical Net Migration Trends, 2001 to 2021



Source: Data derived from Statistics Canada. Table 17-10-0140-01 components of population change by Census division, 2016 boundaries by Watson & Associates Economists Ltd., 2022.

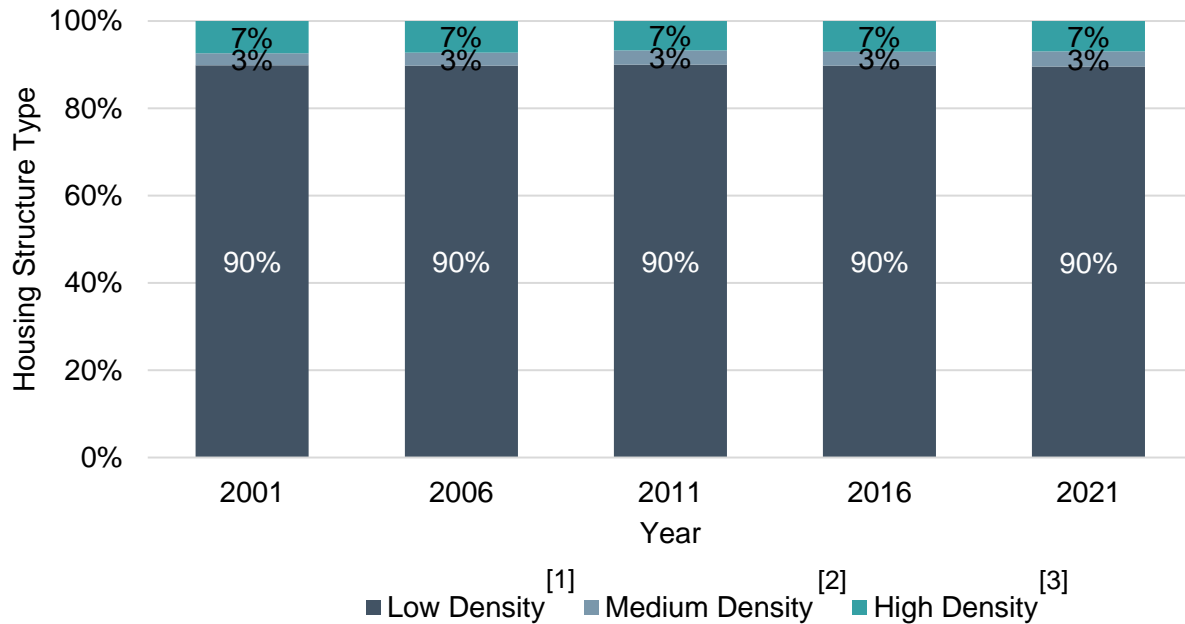
2.2 Household Trends

Prince Edward County's 2021 permanent housing base totals approximately 11,300 occupied dwelling units and is dominated by detached housing. As shown in Figure 2-E, low-density housing (i.e., single detached/semi-detached) accounts for 90% of the units.^[1] The County's medium- and high-density units account for approximately 3% and 7%, respectively. The housing mix has remained relatively stable over the past two decades.

^[1] Based on Statistics Canada. 2021 (table). *Census Profile*.



Figure 2-E
Prince Edward County
Housing by Structure Type, 2001 to 2021



[1] Includes single and semi-detached units.

[2] Includes townhouses and apartments in duplexes.

[3] Includes bachelor, 1-bedroom, and 2-bedroom+ apartment units.

Note: Numbers may not add precisely due to rounding.

Source: Data derived from Statistics Canada Census, 2001-2021 by Watson & Associates Economists Ltd., 2022.

2.2.1 Housing Occupancy Trends

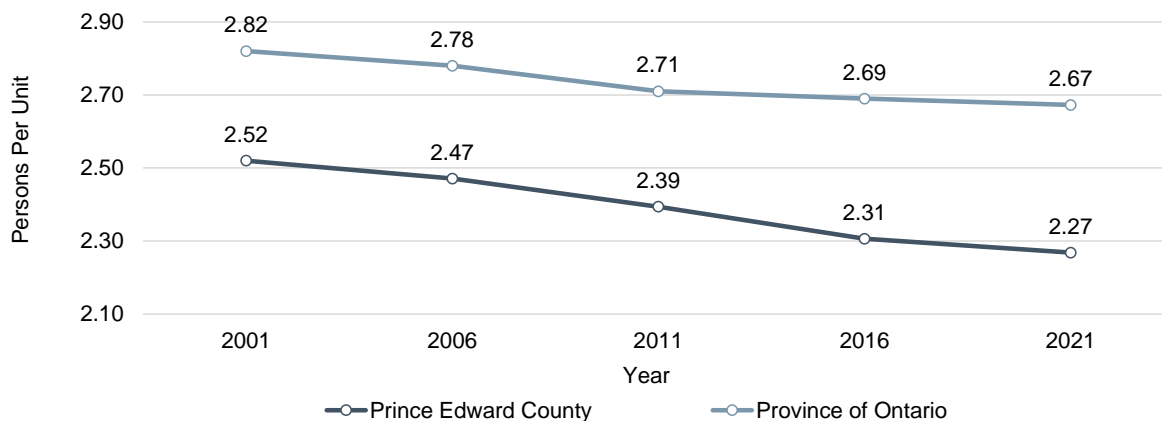
Figure 2-F summarizes the average housing occupancy in Prince Edward County in comparison to the provincial average over the 2001 to 2021 period. This is expressed as the average number of persons per dwelling unit (P.P.U.).^[1] As shown, average P.P.U.s have declined in Prince Edward County and the Province over the past two decades. Prince Edward County's current (2021) P.P.U. of 2.27 is notably lower than the Province of Ontario's average of 2.67.

[1] Average number of persons per unit (P.P.U.) defined as the total population divided by the number of occupied dwelling units.



The downward trend in housing occupancy in Prince Edward County has been driven by the aging of the population which increases the proportionate share of empty nester and single occupancy households.

Figure 2-F
Prince Edward County
Housing Occupancy Trends, 2001 to 2021



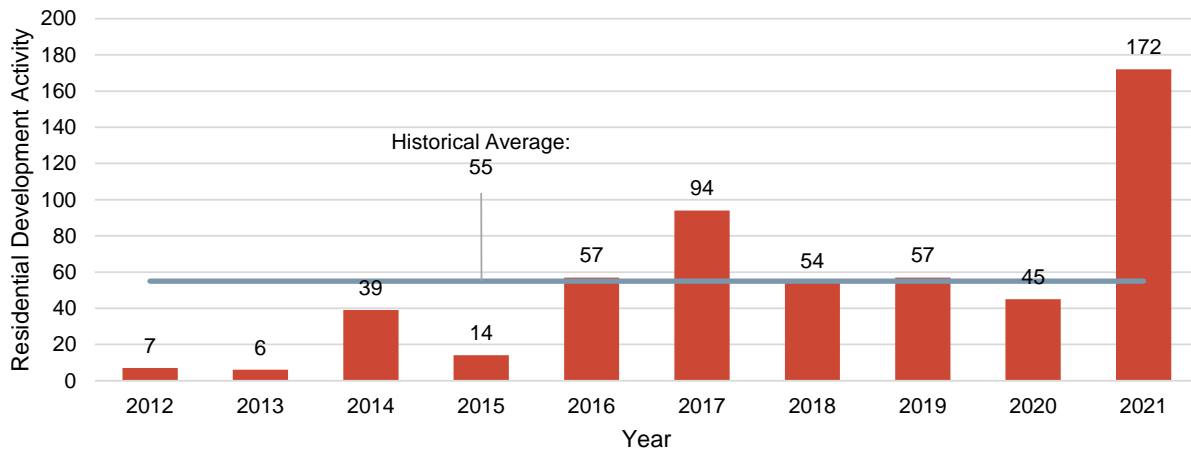
Note: Prince Edward County's 2021 P.P.U. includes a Census undercount estimated at 2.06%, and the Province of Ontario's 2021 P.P.U. includes a Census undercount estimated at 3.17%. Source: Derived from Statistics Canada Census Data, 2001 to 2021 by Watson & Associates Economists Ltd., 2022.

2.3 Housing Development Activity Trends

Over the 2012 to 2021 period, residential development in Prince Edward County has averaged 55 residential units (i.e., new construction net of demolitions) per year, as illustrated in Figure 2-G. As shown, development activity has been relatively strong since 2016, averaging 84 units per year over the 2017 to 2021 period.



Figure 2-G
Prince Edward County
Total Housing Development Activity, 2012 to 2021



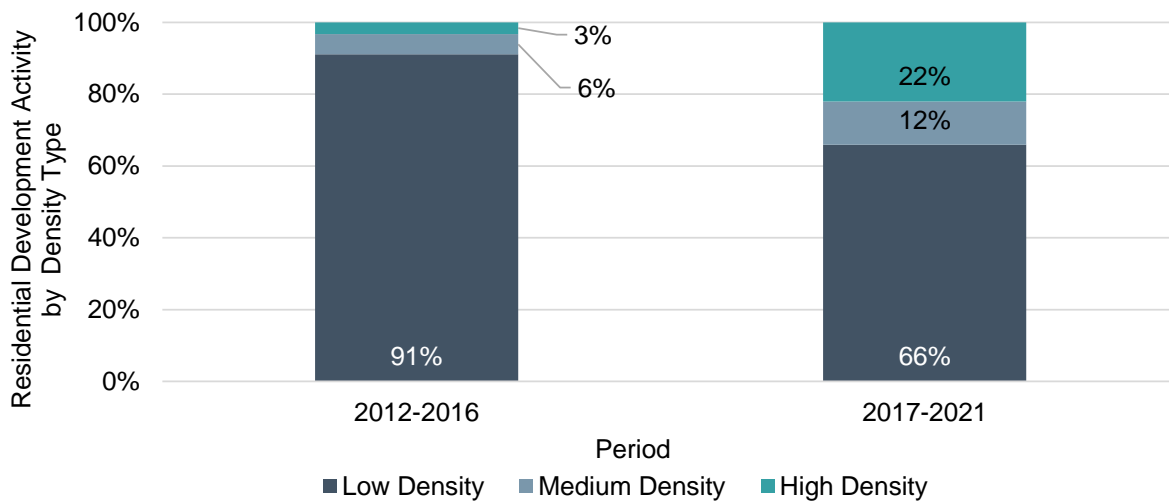
Note: Residential development activity metrics are net of demolitions.

Source: Derived from Prince Edward County's building permits data by Watson & Associates Economists Ltd., 2022.

Over the past 10 years, low-density housing construction has declined as a share of total housing development, with a significant increase in the share of high-density units (i.e., apartments and condominiums), as illustrated in Figure 2-H.



Figure 2-H
Prince Edward County
Housing Development Activity by Unit Type, 2012 to 2021



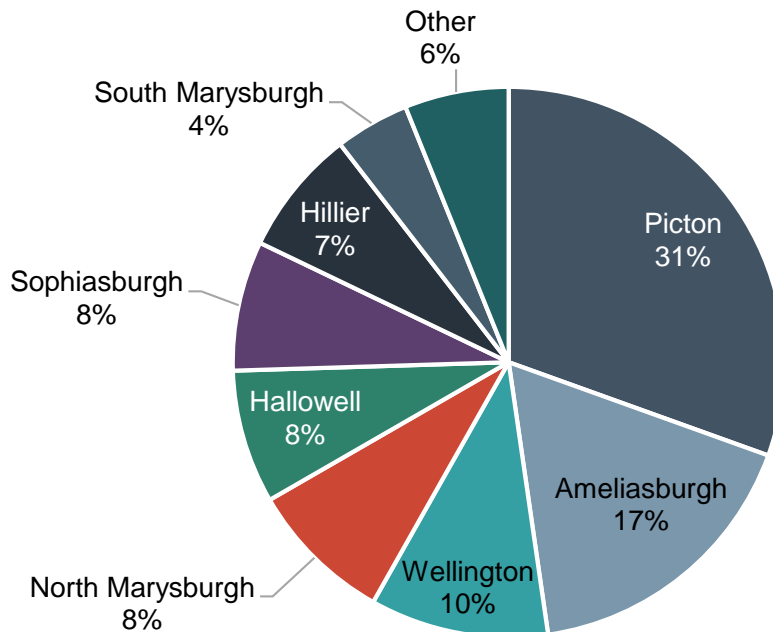
Source: Derived from Prince Edward County's Building Permits Data by Watson & Associates Economists Ltd., 2022.

Figure 2-I illustrates the share of housing growth by geographic area over the past five years (i.e., 2017 to 2021). Approximately 460 building permits were issued in Prince Edward County over the 2017 to 2021 period. As shown, 31% of Prince Edward County's housing growth was in Picton, with 17% in Ameliasburgh, 10% in Wellington, 8% in North Marysburgh, 8% in Hallowell, 8% in Sophiasburgh, 7% in Hillier, 4% in South Marysburgh, and 6% in other geographic areas. Of the housing unit development in the past five years, approximately 58% has been in the County's settlement areas and 42% in the rural area.^[1]

^[1] Based on building permit data for new residential construction provided by County planning staff.



Figure 2-I
Prince Edward County
Housing Development Activity by Geographic Area, 2017 to 2021



Source: Derived from Prince Edward County's building permit data by Watson & Associates Economists Ltd., 2022.

2.4 Labour Force and Commuting Trends

Prince Edward County's employed labour force size has remained relatively stable over the 2001 to 2016 period, with a total employed labour force of 7,805 in 2016. The Prince Edward County labour force has a relatively high concentration of those who live and work within the County. As of 2016, approximately 46% of Prince Edward County's employed labour force live and work in the County or work from home, while 54% of the County's employed labour force commutes outside the County for employment.

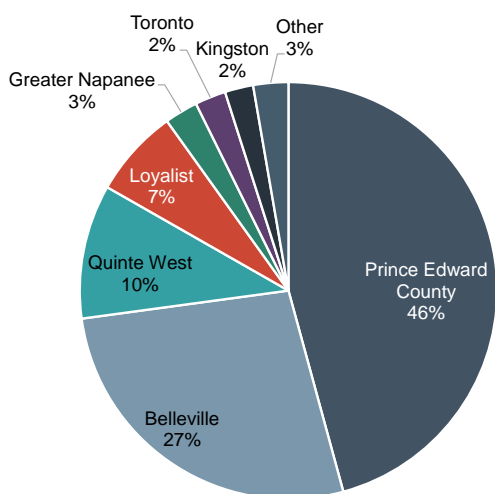
As shown in Figure 2-J, those employed in Prince Edward County largely commute from Belleville (22%), Quinte West (22%), and Greater Napanee (7%). Of the employed Prince Edward County labour force, 46% works within Prince Edward County;



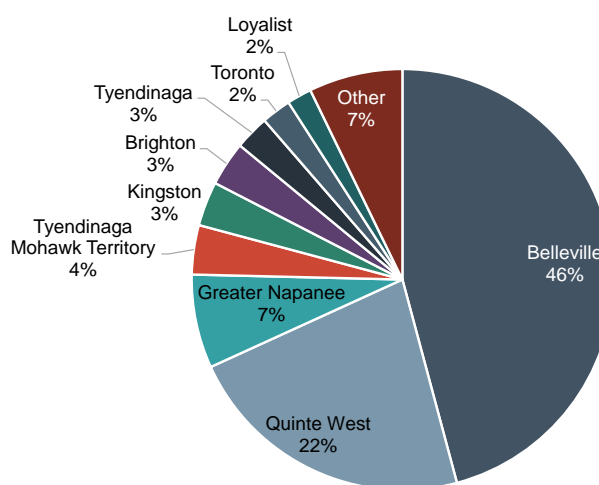
meanwhile, 27% commutes to Belleville, 10% to Quinte West, 7% to Loyalist, 3% to Greater Napanee and approximately 7% to other municipalities.

Figure 2-J
Prince Edward County
Commuting Patterns, 2016

Municipality to where Prince Edward
County Residents Commute



Municipality from where Prince Edward
County Employees Commute



Source: Derived from Statistics Canada Census, 2016 by Watson & Associates Economists Ltd., 2022.

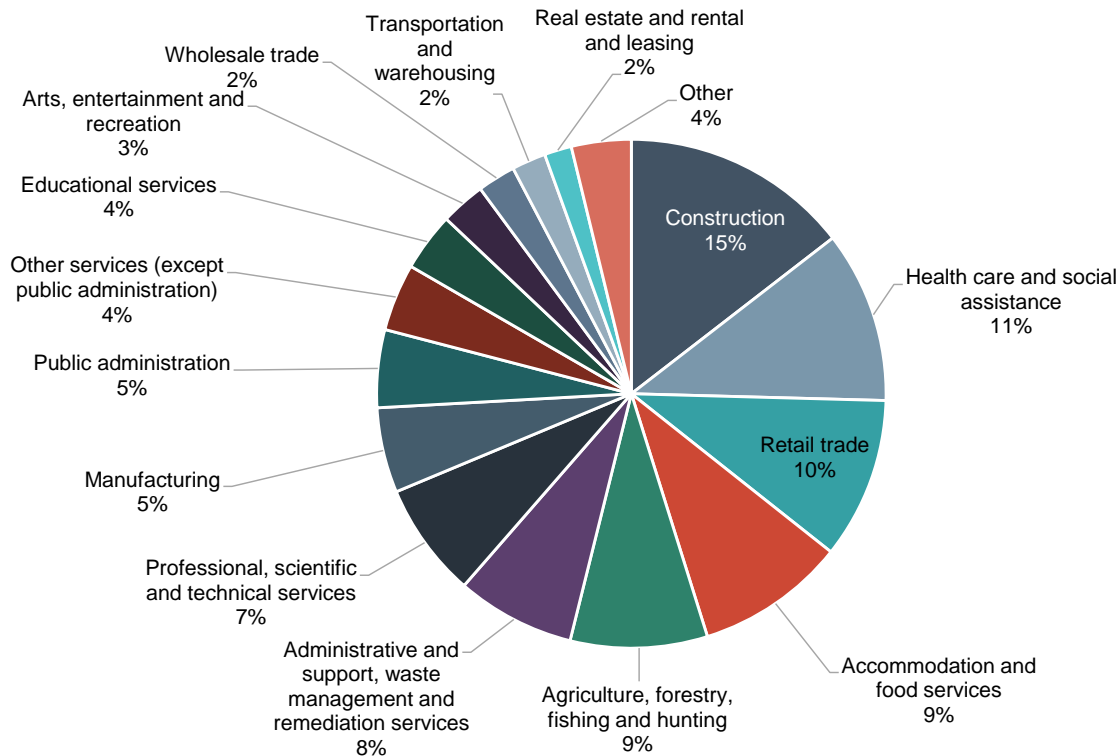
2.5 Employment Growth Trends and Industry Clusters

As of 2021, Prince Edward County had an estimated employment base of 8,600.^[1] As illustrated in Figure 2-K, Prince Edward County's 2021 employment base largely consists of construction (15%), health care and social assistance (10%), retail trade (10%), accommodation and food services (9%), agriculture, forestry, fishing and hunting (9%), and administrative and support, waste management and remediation services (8%).

^[1] Watson & Associates Economists Ltd. estimate, 2022.



Figure 2-K
Prince Edward County
Employment Base, 2021



Note: Prince Edward County's employment base includes employees and self-employed.
Source: Derived from EMSI data by Watson & Associates Economists Ltd., 2022.

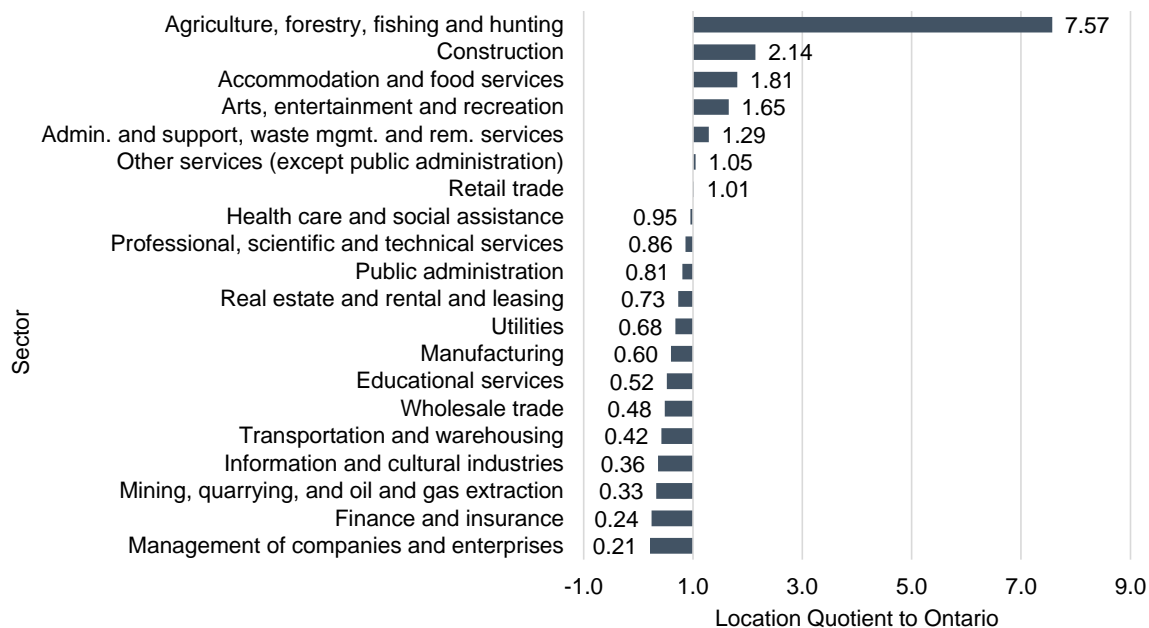
Figure 2-L illustrates the strength of employment sectors in Prince Edward County relative to the Province using location quotients (L.Q.).^[1] As shown, Prince Edward County's economy is highly concentrated in the agriculture, forestry, fishing and hunting sector. In addition, Prince Edward County has a relatively high concentration of employment in construction, accommodation and food services, arts, entertainment and recreation, administrative and support, waste management and remediation services, other services, and retail trade. In contrast, Prince Edward County has a lower-than-average concentration of employment in the management of companies and

[1] An L.Q. of 1.0 identifies that the concentration of employment by sector is consistent with the broader employment base average. An L.Q. of greater than 1.0 identifies that the concentration of employment in a given employment sector is higher than the broader base average, which suggests a relatively high concentration of a particular employment sector or "cluster."



enterprises, finance and insurance, and mining, quarrying, and oil and gas extraction sectors. The County also has a low concentration of employment in information and cultural industries, transportation and warehousing, wholesale trade, educational services, and manufacturing.

Figure 2-L
Prince Edward County
Location Quotients by Sector Relative to Ontario, 2021



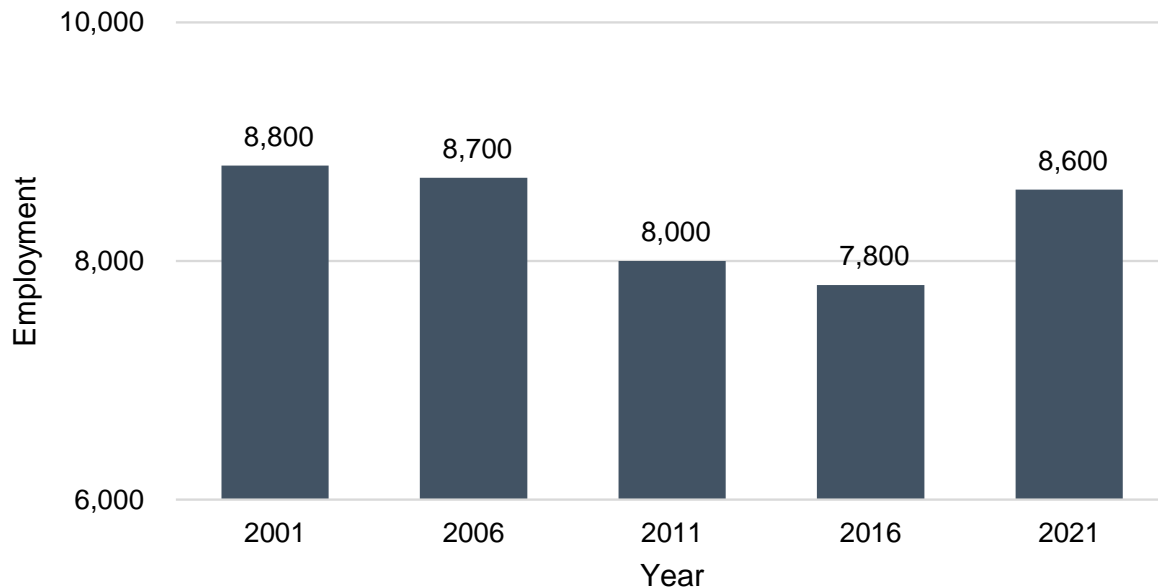
Note: Employment base includes employees and self-employed.

Source: Derived from EMSI data by Watson & Associates Economists Ltd., 2022.

The County's employment base increased between 2016 and 2021 from 7,800 to 8,600, an increase of 10%, as illustrated in Figure 2-M. This is compared to the previous 15-year period (i.e., 2001 to 2016) where the employment base decreased by 11% from 8,800 in 2001 to 7,800 in 2016.



Figure 2-M
Prince Edward County
Employment Base, 2001 to 2021

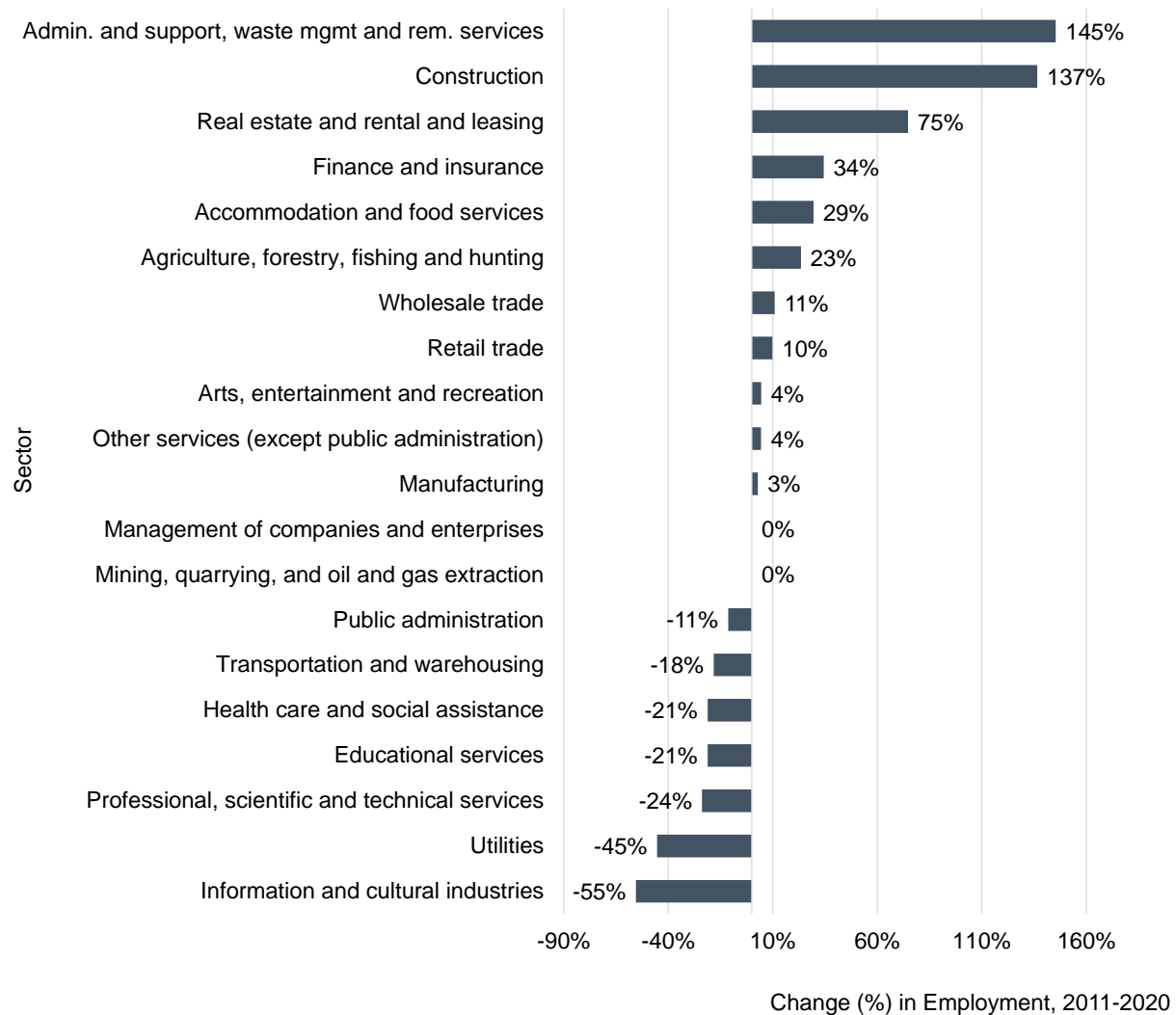


Source: Derived from Statistics Canada place of work data, 2001 to 2016, and EMSI data by Watson & Associates Economists Ltd.

Figure 2-N summarizes the change in employment over the 2011 to 2020 period, by sector, in Prince Edward County. As summarized, over this period, the County experienced strong employment growth in administrative, support, waste management and remediation services, construction, real estate and rental and leasing, finance and insurance, accommodation and food services, and agriculture, forestry, fishing and hunting. In contrast, the County experienced an employment decline in information and cultural industries, utilities, professional, scientific and technical services, educational services, health care and social assistance, transportation and warehousing, and public administration.



Figure 2-N
Prince Edward County
Employment Growth by Sector, 2011 to 2020



Note: Prince Edward County's employment base includes employees and self-employed.
Source: Derived from EMSI data by Watson & Associates Economists Ltd., 2022.

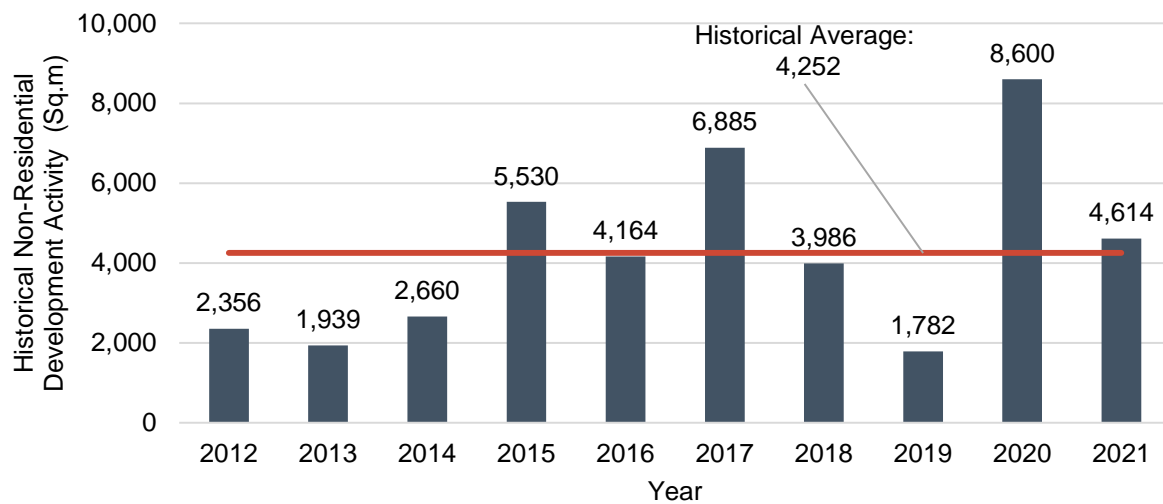
2.6 Recent Development Activity and Trends

Over the 2012 to 2021 period, Prince Edward County averaged 4,252 square metres or 45,768 square feet of gross floor area of non-residential development activity annually, as summarized in Figure 2-O. The County experienced relatively strong non-residential development between 2015 and 2021. As shown in Figure 2-P, Hallowell accounted for



the largest share of Prince Edward County's non-residential development activity over the 2017 to 2021 period, followed by Picton (18%) and Bloomfield (6%).

Figure 2-O
Prince Edward County
Total Annual Non-Residential Development Activity, 2012 to 2021

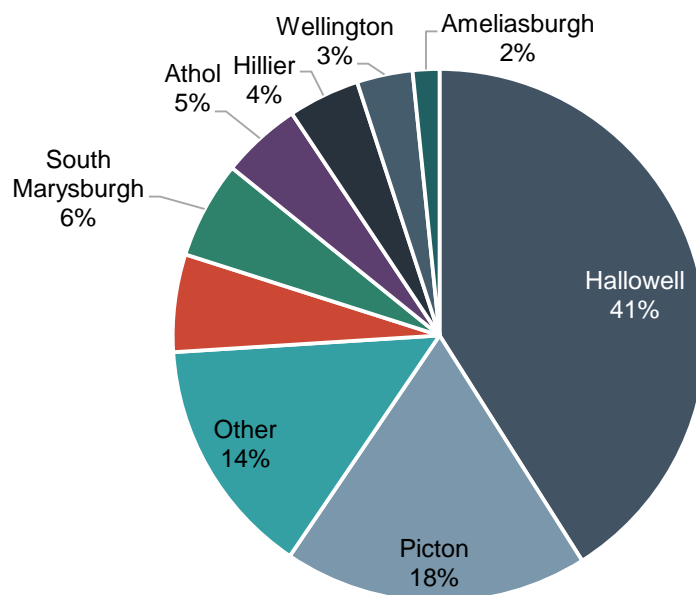


Note: sq.m = square metre

Source: Derived from Prince Edward County's data by Watson & Associates Economists Ltd., 2022.



Figure 2-P
Prince Edward County
Non-Residential Development Activity by Community, 2017 to 2021



Source: Derived from Prince Edward County's data by Watson & Associates Economists Ltd., 2022.

3. Population, Housing and Employment Forecast

This chapter provides an assessment of the long-term population and housing growth potential for Prince Edward County to the year 2047 in five-year increments, building on the analysis presented in Chapter 2. The analysis is based on a detailed assessment of provincial, regional, and local economic trends influencing long-term local growth potential and development patterns. The forecasts reflect a range of varying growth potential which are intended to guide decision-making and policy development specifically related to planning and growth management, urban land needs, and long-range master planning for municipal services.

A number of regional and local growth drivers have been identified, which are anticipated to influence future population, housing, and employment growth within Prince Edward County over the 2022 to 2047 period. These drivers are briefly discussed below, followed by three long-term population, housing, and employment growth scenarios for the County through 2047.



3.1 Approach

3.1.1 *What Drives Population Growth?*

A broad range of considerations related to demographics, economics, and socio-economics is anticipated to impact future population and employment growth trends throughout Prince Edward County. These factors will not only affect the rate and magnitude of growth but will also influence the form, density, and location of residential and non-residential development.

As a starting point, it is important to recognize that future population and employment growth within Prince Edward County is correlated with the growth outlook and competitiveness of the economy within the County and the surrounding region.

Growth in the regional export-based economy generates wealth and economic opportunities which in turn stimulate community-based or population-related employment sectors, including retail trade, accommodation and food, and other service sectors. As such, economic growth represents a key driver of net migration and ultimately the growth of the working-age population and their dependants (i.e., children, spouses not in the labour force, others). In contrast, the long-term population growth of the 65+ population will be largely driven by the aging of the existing population and the attractiveness of the County to new seniors.

3.1.2 *Long-Term Population and Household Forecast Approach*

The population and household forecast methodology adopted for this study is based on a combined approach that incorporates both the traditional “top-down” age cohort forecasting techniques and a “bottom-up” household formation methodology. This comprehensive approach is adopted to ensure that both regional demographic trends and local housing market conditions are adequately assessed in developing the growth potential for Prince Edward County.

Forecast trends in population age structure provide important insights with respect to future housing needs based on forecast trends in average household occupancy. Accordingly, housing growth is generated from the population forecast by major age group using a headship rate forecast.



For comparative purposes, the most recent (Summer 2022) Ministry of Finance population projections for Prince Edward County have been reviewed and assessed. Historical and forecast population trends are also considered at the regional and provincial levels relative to the County, in accordance with historical Census data and approved forecasts. This analysis provides further insight into the potential share of population growth in the County relative to the broader regional market area.

Building on the above analysis, three 25-year population forecasts for Prince Edward County have been prepared based on varying growth rate assumptions. Accordingly, County-wide total housing growth have been generated from the population forecasts by major age group using a headship rate forecast.

A key assumption regarding the housing forecast relates to projected trends in average household occupancy or average persons per unit (P.P.U.). As the population in Prince Edward County ages over time, the average P.P.U. across the County is forecast to decline. Forecast trends in households by type (i.e., singles/semi-detached, townhouses, and apartments) have been developed based on a range of supply and demand factors.

3.1.3 Long-Term Employment Forecast Approach

Population growth is anticipated to drive the demand for population-related commercial and institutional employment in Prince Edward County. New residential and population-related development will also drive demand within the construction sector and influence investment across certain industrial sectors that are more closely driven by regional population growth (e.g., wholesale trade).

Most industrial and primary employment (export-based employment), however, is not closely linked to population growth. Employment within these sectors tends to be more influenced by broader market conditions (i.e., economic competitiveness, transportation access, access to labour, and distance to employment markets), as well as local site characteristics such as servicing capacity, highway access and exposure, site size/configuration, physical conditions and site location.

Based on the above approach, three 25-year employment forecasts for the County have been prepared in alignment with the population and housing forecasts discussed above. The forecasts provide details with respect to employment growth by sector.



3.2 Regional and Local Growth Drivers

Despite the longer-term consequences of COVID-19 to some industries, firms, and individuals, the long-term economic outlook for the regional economy generally remains positive. Long-term population and employment potential in Prince Edward County is closely tied to the economic outlook for the broader economic region. Generally, economic development activity, as measured by employment and population growth, has steadily increased across the regional economy over the past few years.

Located on the shore of Lake Ontario, Prince Edward County has a rich history with respect to industry and tourism. The County has long been a tourist destination due to its location, natural amenities and recreational opportunities. In recent decades, it has also become an increasingly popular retirement and seasonal community.

Population growth of the 65+ age group across Ontario will continue to be a key driver of housing growth in Prince Edward County over the coming decades. For the Province of Ontario as a whole, the percentage of the 55+ age group to the total population is projected to increase from 30% in 2016 to 35% in 2046.^[1] It is anticipated that the source of net migration to Prince Edward County within the 65+ age category will largely be from central Ontario or the Greater Golden Horseshoe.

Opportunities for housing, combined with proximity to urban and recreational amenities and access to the rural countryside, offer an attractive quality of life that is especially appealing to those entering their retirement years. Access to recreational amenities and a small-town experience along the Lake Ontario waterfront has been a key draw for both permanent and seasonal residents to Prince Edward County. Retirees and empty nesters are anticipated to be key drivers of population growth in the County over the next decade.

To a lesser extent, future population and the associated housing and community service needs in Prince Edward County will be driven by the Millennial generation and Generation Z. These two generations will continue to comprise an increasingly greater share of the labour force over the next 25 years as they become the primary component of the working-age population. The extent to which the County can capitalize on

^[1] Based on Ministry of Finance Summer 2019 reference scenario projections for Ontario.



potential demand from these demographic groups is subject to a number of economic and socio-economic variables (e.g., relative housing costs/affordability, local and regional employment opportunities, lifestyle preferences, local amenities, community services, and perceived quality of life).

Future net migration associated with the 55+ age group, the Millennial generation, and Generation Z is anticipated to place development pressure on settlement areas within Prince Edward County, including Picton and Wellington.

New housing construction and associated local population growth is anticipated to generate demand for local industries within Prince Edward County in population-related employment sectors such as retail, accommodation and food services, as well as other personal service uses. Population growth, combined with the aging of the existing population base, is also anticipated to place increasing demand on employment sectors and municipal services related to the growing population base of seniors, primarily related to the health care and social assistance sector.

The local economic base is also highly oriented towards small businesses and home-based occupations. Such businesses act as incubators for local economic development and stimulate innovation and entrepreneurialism. Over the forecast period, work at home employment in Prince Edward County is expected to steadily increase, driven by continued opportunities in the knowledge-based and creative-class economy. This will be facilitated by opportunities related to telecommuting and increased technology. Demographics also play a role in the employment outlook for work at home employment. As the population and labour force continue to age, it is likely that an increased number of working and semi-retired residents will be seeking lifestyles that will allow them to work from home on a full-time or part-time basis.

3.3 Long-Term Permanent Population Growth Scenarios

Three long-term permanent population and housing forecasts have been prepared for Prince Edward County including: 1) Reference (Medium) Growth Scenario; 2) Low Growth Scenario; and 3) High Growth Scenario. A range of forecast population and housing growth has been generated from these respective scenarios largely based on varying assumptions regarding annual net migration and corresponding new housing construction.

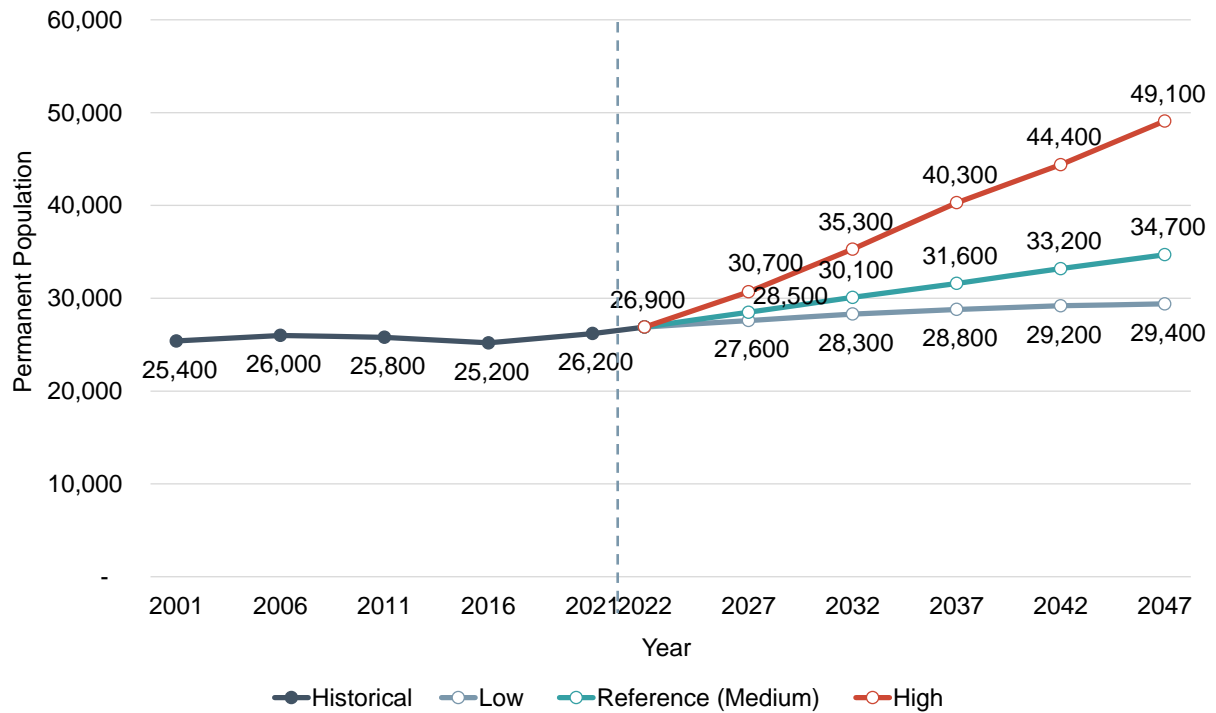


Figure 3-A summarizes the County's Reference (Medium) Case Population Growth Scenario in five-year increments over the 2022 to 2047 forecast period relative to historical population between 2001 and 2021. Two additional County-wide growth scenarios are summarized, including a Low and High Population Growth Scenario.

- The **Reference (Medium) Population Growth Scenario** assumes that the County's permanent population will increase to 34,700 by 2047, representing an average annual growth rate of 1.0% per year. The Reference Population Growth Scenario reflects a market-based forecast, factoring regional and local growth drivers, and broader demographic and economic trends, along with housing demand and supply considerations.
- The **Low Population Growth Scenario** forecasts that the County will grow at an average annual growth rate of 0.4% per year, increasing to 29,400 people by 2047. The Low Population Growth Scenario is generally consistent with the Ministry of Finance Summer 2022 population growth projections for the County.
- The **High Population Growth Scenario** assumes that the County's population is forecast to grow at an average annual rate of 2.4% per year, increasing to 49,100 by 2047. The High Growth Scenario is informed by potential short, medium and longer-term residential development supply opportunities in the County and assumes buildout of the County's urban settlement areas over the planning horizon.



Figure 3-A
Prince Edward County
Long-Term Permanent Population Forecast Scenarios, 2022 to 2047



Note: Permanent population includes Census undercount estimated at 2.1%.

Source: Historical data from Statistics Canada, 2001-2021. Forecasts prepared by Watson & Associates Economists Ltd., 2023.



Figure 3-B
Prince Edward County
Average Annual Population Growth Rates

	Period	Historical	Low Scenario	Reference (Medium) Scenario	High Scenario
Historical	2001-2006	0.5%			
	2006-2011	-0.2%			
	2011-2016	-0.4%			
	2016-2021	0.8%			
	2001-2021	0.2%			
Forecast	2022-2027		0.5%	1.2%	2.7%
	2027-2032		0.5%	1.1%	2.8%
	2032-2037		0.4%	1.0%	2.7%
	2037-2042		0.2%	1.0%	2.0%
	2042-2047		0.2%	0.9%	2.0%
	2022-2047		0.4%	1.0%	2.4%

Source: Historical data from Statistics Canada, 2001-2021.
Forecasts prepared by Watson & Associates Economists Ltd., 2023.

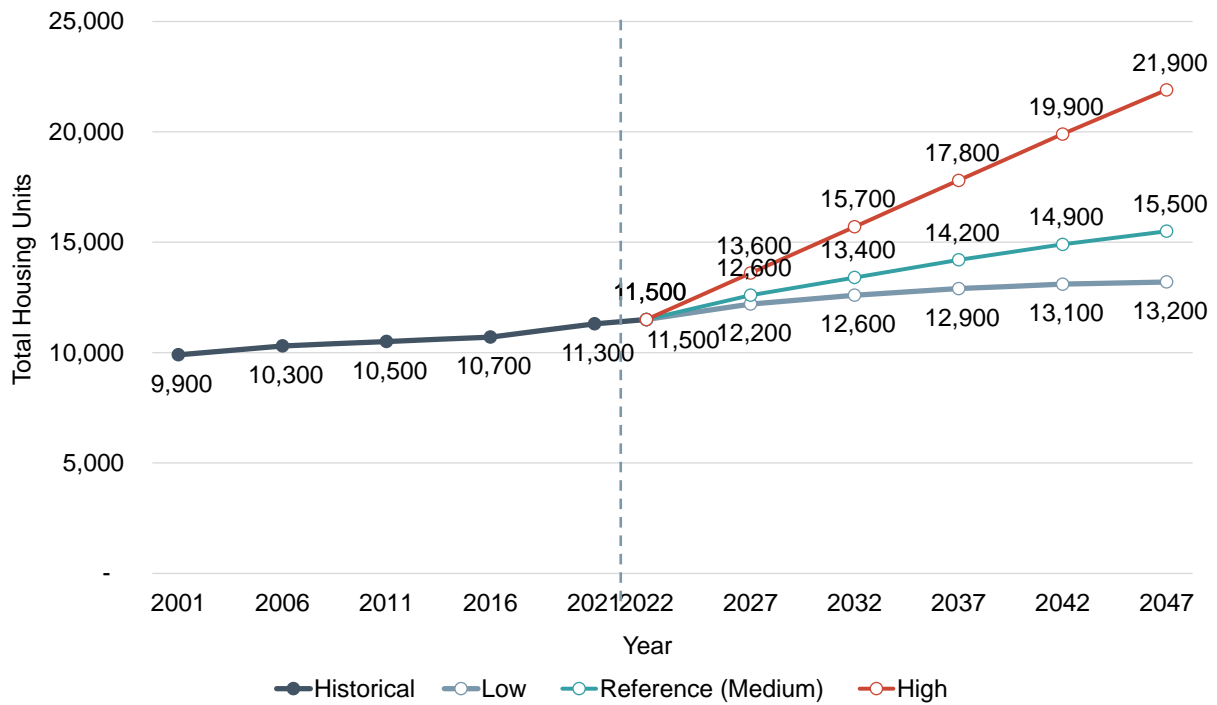
3.4 Permanent Housing Forecast

Figure 3-C summarizes the 2022 to 2047 housing forecast for Prince Edward County for the Reference, Low and High Growth Scenarios, as follows:

- The **Reference (Medium) Housing Growth Scenario** assumes that the County’s permanent housing will increase to 15,500 by 2047, representing an average annual growth rate of 1.2% per year.
- The **Low Housing Growth Scenario** forecasts that the County will grow at an average annual growth rate of 0.5% per year, increasing to 13,200 households by 2047.
- The **High Housing Growth Scenario** assumes that the County’s housing is forecast to grow at an average annual rate of 2.6% per year, increasing to 21,900 by 2047.



Figure 3-C
Prince Edward County
Long-Term Housing Forecast Scenarios, 2022 to 2047



Note: Total housing units includes seasonal housing units.

Source: Historical data from Statistics Canada, 2001-2021. Forecasts prepared by Watson & Associates Economists Ltd., 2023.



Figure 3-D
 Prince Edward County
 Housing Forecast, 2022 to 2047

	Period	Historical	Low Scenario	Reference (Medium) Scenario	High Scenario
Historical	2001-2006	0.8%			
	2006-2011	0.5%			
	2011-2016	0.4%			
	2016-2021	1.1%			
	2001-2021	0.7%			
Forecast	2022-2027		1.1%	1.8%	3.3%
	2027-2032		0.6%	1.3%	3.0%
	2032-2037		0.5%	1.1%	2.6%
	2037-2042		0.3%	1.0%	2.2%
	2042-2047		0.1%	0.9%	2.0%
	2022-2047		0.5%	1.2%	2.6%

Source: Historical data from Statistics Canada, 2001-2021.
 Forecasts prepared by Watson & Associates Economists Ltd., 2023.

3.5 Seasonal Population and Housing Forecast

As previously discussed, market demand for recreational and resort-type development is forecast to be strong for many communities across Ontario that offer waterfront access, water views and/or access to recreational amenities. Given the attributes of Prince Edward County and its access to recreational amenities, future demand for recreational and resort-type housing is forecast to be strong for the community. The County’s success in attracting prospective home buyers will largely depend on the supply and range of housing opportunities made available, at prices that are competitive with the surrounding market area.

Based on market trends and supply opportunities, it is expected that Prince Edward County will accommodate growth of 800 seasonal dwelling units with a seasonal population increase of 2,800 over the 2022 to 2047 period, for the Reference (Medium) and High Growth Scenarios, as shown in Figure 3-E. The seasonal residential growth for the Low Growth Scenario is expected to be lower than for the other two scenarios; 400 seasonal units and 1,400 seasonal population increase, for the 2022 to 2047 period.



3.6 Total Population and Housing Forecast

Reflecting both permanent and seasonal population, Figure 3-E summarizes the total population and housing forecasts for Prince Edward County for the Reference (Medium), Low and High Growth Scenarios:

- **Reference (Medium) Growth Scenario** – The County’s total population is expected to increase from an estimated 35,000 in 2022 to 45,600 in 2047. With respect to total housing development activity, the County’s total housing base is expected to expand by 4,800 units over the 2022 to 2047 period, with an average annual growth of 192 units.
- **Low Growth Scenario** – The County’s total population is expected to increase from an estimated 35,000 in 2022 to 38,900 in 2047. With respect to total housing development activity, the County’s total housing base is expected to expand by 2,100 units over the 2022 to 2047 period, with an average annual growth of 84 units.
- **High Growth Scenario** – The County’s total population is expected to increase from an estimated 35,000 in 2022 to 60,000 in 2047. With respect to total housing development activity, the County’s total housing base is expected to expand by 11,200 units over the forecast period, with an average annual growth of 448 units.



Figure 3-E
Prince Edward County
Total Population and Dwelling Units Forecast, 2022 to 2047

Year		Permanent Population (Including Institutional Population)	Seasonal Population	Total Permanent and Seasonal Population	Permanent Households	Seasonal Households	Total Permanent and Seasonal Households
Reference (Medium) Growth Scenario	Mid-2021	26,200	8,100	34,300	11,300	2,200	13,500
	Mid-2022	26,900	8,100	35,000	11,500	2,200	13,700
	Mid-2027	28,500	8,700	37,200	12,600	2,400	15,000
	Mid-2032	30,100	9,300	39,400	13,400	2,600	16,000
	Mid-2037	31,600	9,900	41,500	14,200	2,700	16,900
	Mid-2042	33,200	10,400	43,600	14,900	2,800	17,700
	Mid-2047	34,700	10,900	45,600	15,500	3,000	18,500
	Mid-2022 to Mid-2047	7,900	2,800	10,700	4,000	800	4,800
Low Growth Scenario	Mid-2022	26,900	8,100	35,000	11,500	2,200	13,700
	Mid-2027	27,600	8,400	36,000	12,200	2,300	14,500
	Mid-2032	28,300	8,700	37,000	12,600	2,400	15,000
	Mid-2037	28,800	9,000	37,800	12,900	2,500	15,400
	Mid-2042	29,200	9,200	38,400	13,100	2,500	15,600
	Mid-2047	29,400	9,500	38,900	13,200	2,600	15,800
	Mid-2022 to Mid-2047	2,600	1,400	4,000	1,700	400	2,100
	High Growth Scenario	Mid-2022	26,900	8,100	35,000	11,500	2,200
Mid-2027		30,700	8,700	39,400	13,600	2,400	16,000
Mid-2032		35,300	9,300	44,600	15,700	2,600	18,300
Mid-2037		40,300	9,900	50,200	17,800	2,700	20,500
Mid-2042		44,400	10,400	54,800	19,900	2,800	22,700
Mid-2047		49,100	10,900	60,000	21,900	3,000	24,900
Mid 2022 to Mid 2047		22,200	2,800	25,000	10,400	800	11,200

Note: Population includes net Census undercount of approximately 2.1%.

Source: Historical data from Statistics Canada, 2021. Forecasts prepared by Watson & Associates Economists Ltd., 2023.

3.7 Employment Forecast

Three long-term employment growth scenarios have been developed for the County for the 2022 to 2047 forecast period, as shown in Figure 3-F. A range of assumptions were considered when generating these scenarios, such as forecast changes in the employment activity rate (ratio of jobs to population), macro-economic trends in the export-based employment sector, and growth in population-related employment largely driven by continued population growth in Prince Edward County.

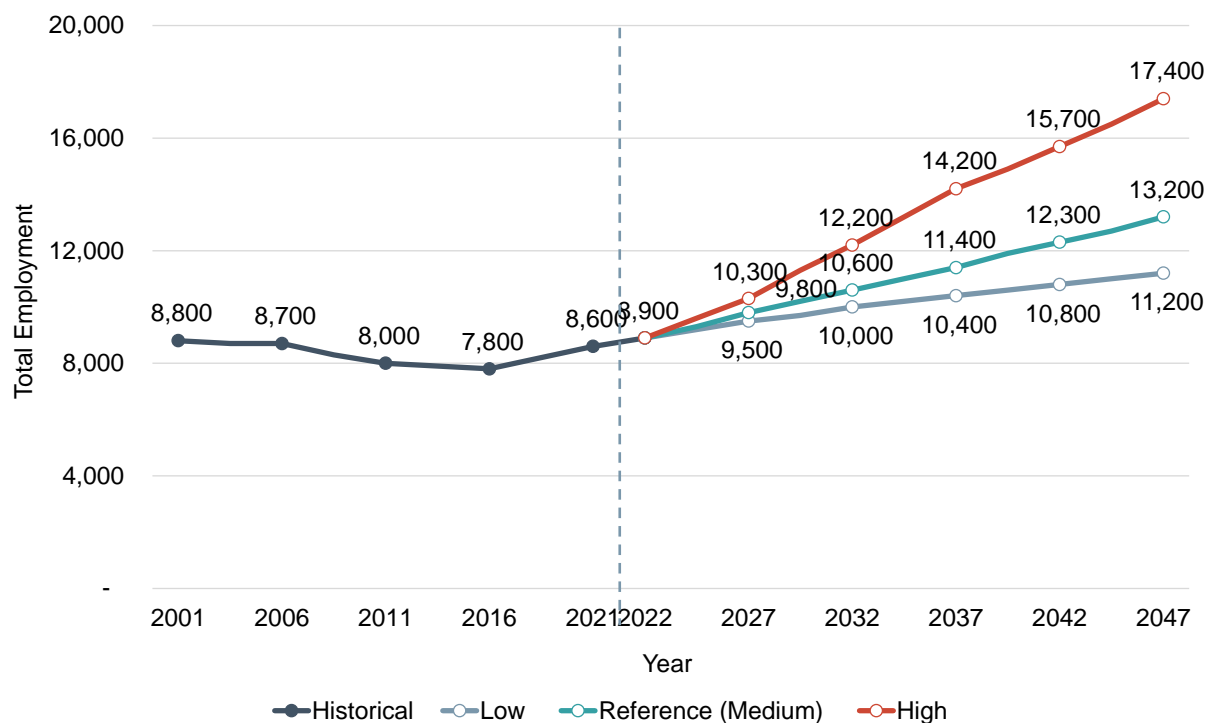
- The **Reference (Medium) Employment Forecast Scenario** assumes that employment in the County is expected to increase at a rate of 1.6% annually



between 2022 and 2047. Under this scenario, the County's employment base is expected to increase between 2022 and 2047 by approximately 4,300 jobs, from 8,900 to 13,200.

- The **Low Employment Forecast Scenario** forecasts that Prince Edward County's employment base will grow at a rate of 0.9% per year. Under this scenario, the employment base is forecast to increase modestly between 2022 and 2047 by approximately 2,300 jobs, from 8,900 to 11,200.
- The **High Employment Scenario** anticipates that Prince Edward County's employment is forecast to grow at an average annual rate of roughly 2.7%. Under this scenario, the County's employment base is forecast to increase by approximately 8,500 jobs, increasing from 8,900 in 2022 to 17,400 by 2047.

Figure 3-F
Prince Edward County
Long-Term Total Employment Forecast Scenarios, 2022 to 2047



Note: Total employment includes "work at home" and "no fixed place of work."

Source: Historical data from Statistics Canada, 2001-2016. 2021 derived from EMSI data.

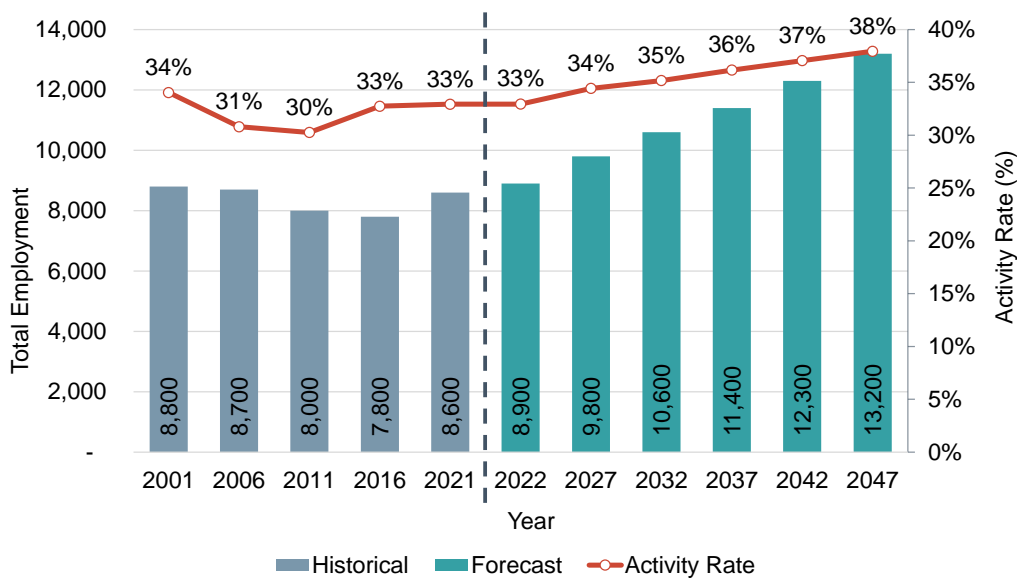
Forecast prepared by Watson & Associates Economists Ltd. 2023.



3.7.1 Reference Employment Forecast Observations

As shown in Figure 3-G, under the Reference (Medium) Growth Scenario, the County's employment activity rate is expected to increase from 33% in 2022 to 38% by 2047.^[1] Between 2022 and 2047, Prince Edward County is expected to increase its total employment by 4,300 jobs, which represents an annual growth rate of 1.6% or 172 jobs annually. This increase is anticipated to be largely driven by local employment opportunities within the local and regional export-based employment sectors (e.g., construction, agri-business, and small-scale manufacturing) as well as population-related employment sectors, such as health and social services; retail; accommodation and food; administrative and support; waste management and remediation services; and professional, scientific and technical services. Forecast job growth is also anticipated to be accommodated through home occupations, home-based businesses, and off-site employment.

Figure 3-G
Prince Edward County
Historical and Reference (Medium) Scenario Employment Forecast, 2001 to 2047



Note: Employment figures include "work at home" and "no fixed place of work."
Source: Historical data from Statistics Canada, 2001-2016. 2021 derived from EMSI data. Forecast prepared by Watson & Associates Economists Ltd. 2023.

^[1] An activity rate is the ratio of jobs to population.



Figure 3-H summarizes the employment forecast in accordance with the population forecast summarized in section 0 for the Reference Scenario. Also summarized is the employment forecast by major sector. Key observations are provided below:

- The County’s total employment has picked up momentum which is anticipated to continue over the forecast period. The County’s employment sector is forecast to grow to 13,200 jobs by 2047, which represents a growth of 4,300 jobs, growing 48% over the 2022 to 2047 period; and
- Over the forecast period, work at home, institutional and industrial employment have the highest rates of growth in the County’s employment sector, growing by 63%, 52%, and 47%, respectively.

Figure 3-H
Prince Edward County
Reference (Medium) Scenario Employment Forecast, 2022 to 2047

Period	Population (Including Census Undercount)	Employment					
		Industrial	Commercial/ Population Related	Institutional	N.F.P.O.W.	Total Employment (Including N.F.P.O.W.)	Total Activity Rate (Including N.F.P.O.W.)
Mid-2021	26,200	1,195	2,420	1,530	1,420	8,600	33%
Mid-2022	26,900	1,220	2,480	1,565	1,450	8,900	33%
Mid-2027	27,600	1,410	2,860	1,665	1,625	9,800	34%
Mid-2032	28,300	1,505	3,020	1,835	1,715	10,600	35%
Mid-2037	28,800	1,595	3,185	2,010	1,865	11,400	36%
Mid-2042	29,200	1,695	3,365	2,195	1,990	12,700	37%
Mid-2047	29,400	1,790	3,535	2,385	2,115	13,200	38%
Mid-2022 to Mid-2047	2,500	570	1,055	820	665	4,300	5%

Notes:

- N.F.P.O.W. means “no fixed place of work.”
- Population includes net Census undercount of approximately 2.1%.
- Numbers may not add due to rounding.

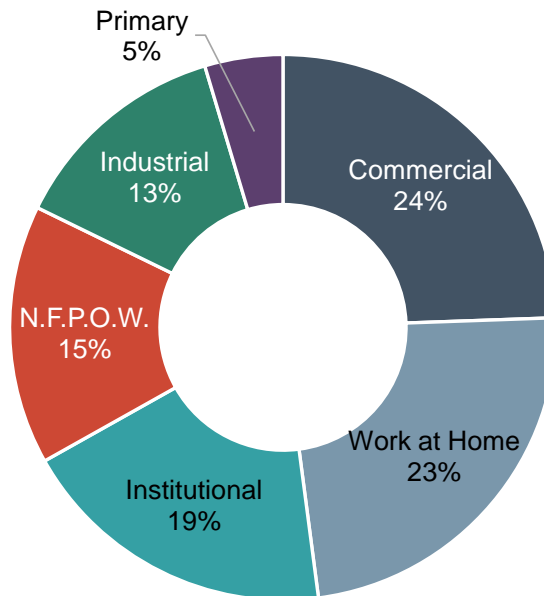
Source: Watson & Associates Economists Ltd., 2023.

Figure 3-I displays the share of growth by industry during the 2022 to 2047 forecast period. Land-based commercial, industrial, institutional and primary employment sectors are anticipated to account for approximately 61% of employment growth over



the forecast period. No fixed place of work (N.F.P.O.W.)^[1] and work at home employment categories are forecast to comprise the remaining 39% of employment growth.

Figure 3-1
Prince Edward County
Share of Employment Growth, 2022 to 2047



Notes:

- Numbers may not add due to rounding.
- Employment figures include “work at home” and “no fixed place of work.”

Source: Watson & Associates Economists Ltd., 2023.

With respect to employment growth by major employment sector, the following observations have been made:

- **Primary Employment** – Employment in the primary sector (i.e., agriculture and other resource-based employment) is anticipated to grow by 39% over the 2022 to 2047 period. Over the next 25 years (2022 to 2047), primary employment is

^[1] According to Statistics Canada, no fixed place of work employment represents “persons who do not go from home to the same workplace location at the beginning of each shift. Such persons include building and landscape contractors, travelling salespersons, independent truck drivers, etc.”



expected to grow to 715 jobs by 2047, which represents an increase of 200 jobs, accounting for 5% of total employment growth.

- **Industrial Employment** – Future industrial employment growth in Prince Edward County is anticipated to total approximately 570 jobs over the 2022 to 2047 period, accounting for 13% of total employment growth. Industrial employment growth is anticipated to be concentrated in sectors related to construction, small/medium-scale manufacturing (primarily firms that are technology intensive), and food processing.
- **Commercial Employment** – Commercial/population-related employment (which includes retail sectors) represents Prince Edward County’s largest major sector with respect to total employment growth, and this trend is expected to continue over the forecast. This sector is largely driven by local population growth. Commercial employment growth is forecast to increase by approximately 1,055 jobs over the 2022 to 2047 period, accounting for 24% of total employment growth.
- **Institutional Employment** – Prince Edward County is anticipated to experience an employment increase in the institutional sector, representing 820 jobs (19% of total employment growth), which will be largely driven by population growth. This includes employment growth in education, health and social services and other institutional facilities (i.e., cultural, religious). The County is expected to experience an increase in seniors’ health facilities/services, including retirement homes and assisted living facilities, as well as other institutional-related development due to a growing, but aging population base.
- **Work at Home** – In addition to reviewing employment trends by usual place of work, consideration has also been given to the employment outlook in Prince Edward County for employees who work at home. Over the forecast period, work at home employment in Prince Edward County is expected to expand by 1,015 jobs, accounting for 23% of total employment growth. The increase in jobs is driven by forecast growth in the knowledge-based and creative-class economy and will be facilitated by opportunities related to telecommuting and increased technology. Demographics also play a role in the employment outlook for work at home employment. As the County’s population and labour force continue to age, it is likely that an increased number of working and semi-retired residents will be seeking lifestyles that will allow them to work from home on a full-time or part-time basis.



- **No Fixed Place of Work (N.F.P.O.W.)** – This type of employment is forecast to steadily increase in Prince Edward County over the long term, largely driven by steady employment growth in the construction, and transportation and warehousing sectors. Over the forecast period, N.F.P.O.W. employment is expected to expand by approximately 665 jobs, 15% of the total employment growth.

4. Population, Housing and Employment Growth Allocations by Geographic Area

The following provides a summary of forecast population, housing and employment growth by settlement area and rural area within the County over the 2022-2047 period under each of the three growth scenarios presented in Chapter 3. Detailed tables are also provided in Appendix A.

4.1 Population and Housing Growth Allocations

Figure 4-A and Figure 4-B summarize the allocation of population and housing growth by settlement area and rural area over the 2022 to 2047 period, respectively, for the three Growth Scenarios. As previously identified, the residential growth allocations have been informed by an analysis of residential supply opportunities against a review of anticipated market demand for new housing. Key observations include:

Reference (Medium) Growth Scenario

- Over the forecast period, Prince Edward County's fully serviced urban areas (i.e., Picton and Wellington) are anticipated to account for 72% (7,720) of Prince Edward County's total permanent and seasonal population. The remaining 28% (2,945) of total population growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.
- Over the 2022 to 2047 period, 76% (3,625 units) of Prince Edward County's total housing growth is expected to be accommodated in the fully serviced urban areas (i.e., Picton and Wellington). The remaining 24% (1,170 units) of housing growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.



- Picton's total population and housing units are expected to increase by 4,445 (42%) and 2,140 (45%), respectively. Wellington's total population and housing units are forecast to increase by 3,280 (30%) and 1,480 (31%), respectively.

Low Growth Scenario

- Over the forecast period, Prince Edward County's fully serviced urban areas (i.e., Picton and Wellington) are anticipated to account for 75% (3,015) of Prince Edward County's total permanent and seasonal population. The remaining 25% (985) of total population growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.
- Over the 2022 to 2047 period, 73% (1,490 units) of Prince Edward County's total housing growth is expected to occur in the fully serviced urban areas (i.e., Picton and Wellington). The remaining 27% (570 units) of housing growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.
- Picton's total population and housing units are expected to increase by 1,685 (42%) and 870 (42%), respectively. Wellington's total population and housing units are forecast to increase by 1,330 (33%) and 620 (31%), respectively.

High Growth Scenario

- Over the forecast period, Prince Edward County's fully serviced urban areas (i.e., Picton and Wellington) are anticipated to account for 86% (21,440) of Prince Edward County's total permanent and seasonal population. The remaining 14% (3,560) of total population growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.
- Over the 2022 to 2047 period, 88% (9,910 units) of Prince Edward County's total housing growth is expected to occur in the fully serviced urban areas (i.e., Picton and Wellington). The remaining 12% (1,300 units) of housing growth is expected to occur in the County's other urban areas (water serviced only) and rural areas.
- Picton's total population and housing units are expected to increase by 16,775 (67%) and 7,865 (70%), respectively. Wellington's total population and housing units are forecast to increase by 4,665 (19%) and 2,045 (18%), respectively.



Figure 4-A
Prince Edward County
Population Growth by Geographic Area, 2022 to 2047

Geographic Location		Permanent Population	Seasonal Population	Total Population
Reference (Medium) Growth Scenario	Picton	4,375	70	4,445
	Wellington	3,120	160	3,280
	Urban Subtotal (Fully Serviced)	7,490	230	7,720
	Bloomfield	125	10	130
	Rossmore	30	5	30
	Concsecon	45	5	45
	Ameliasburgh	45	-	45
	Urban Subtotal (Water Only)	245	15	260
	Rural	135	2,550	2,685
	Prince Edward County	7,900	2,800	10,700
Low Growth Scenario	Picton	1,650	35	1,685
	Wellington	1,245	80	1,330
	Urban Subtotal (Fully Serviced)	2,895	115	3,015
	Bloomfield	35	5	40
	Rossmore	(5)	-	(5)
	Concsecon	10	-	10
	Ameliasburgh	15	-	15
	Urban Subtotal (Water Only)	55	10	65
	Rural	(380)	1,300	920
	Prince Edward County	2,600	1,400	4,000
High Growth Scenario	Picton	16,705	70	16,775
	Wellington	4,505	160	4,665
	Urban Subtotal (Fully Serviced)	21,210	230	21,440
	Bloomfield	250	10	255
	Rossmore	145	5	145
	Concsecon	120	5	120
	Ameliasburgh	60	-	60
	Urban Subtotal (Water Only)	570	15	585
	Rural	425	2,550	2,975
	Prince Edward County	22,200	2,800	25,000

Notes:

- Permanent population includes institutional.
- Numbers may not add due to rounding.
- Population includes net Census undercount of approximately 2.1%.

Source: Watson & Associates Economists Ltd., 2023.



Figure 4-B
Prince Edward County
Housing Growth by Geographic Area, 2022 to 2047

Geographic Location		Permanent Housing	Seasonal Housing	Total Permanent + Seasonal Housing
Reference (Medium) Growth Scenario	Picton	2,125	20	2,140
	Wellington	1,440	45	1,480
	Urban Subtotal (Fully Serviced)	3,560	65	3,625
	Bloomfield	60	-	60
	Rossmore	30	-	30
	Concsecon	30	-	30
	Ameliasburgh	20	-	20
	Urban Subtotal (Water Only)	135	5	140
	Rural	330	700	1,030
	Prince Edward County	4,000	800	4,800
Low Growth Scenario	Picton	860	10	870
	Wellington	595	20	620
	Urban Subtotal (Fully Serviced)	1,455	30	1,490
	Bloomfield	25	-	25
	Rossmore	15	-	15
	Concsecon	15	-	15
	Ameliasburgh	10	-	10
	Urban Subtotal (Water Only)	65	-	70
	Rural	140	355	500
	Prince Edward County	1,700	400	2,100
High Growth Scenario	Picton	7,845	20	7,865
	Wellington	2,000	45	2,045
	Urban Subtotal (Fully Serviced)	9,845	65	9,910
	Bloomfield	105	-	110
	Rossmore	65	-	65
	Concsecon	55	-	55
	Ameliasburgh	25	-	25
	Urban Subtotal (Water Only)	255	5	260
	Rural	345	700	1,040
	Prince Edward County	10,400	800	11,200

Note: Numbers may not add due to rounding.
Source: Watson & Associates Economists Ltd., 2023.



4.2 Employment Growth Allocations

Figure 4-C summarizes the employment forecast by geographic area from 2022 to 2047 under each growth scenario. Key observations include the following:

Reference (Medium) Growth Scenario

- Under the Reference (Medium) Growth Scenario, 74% (3,200 jobs) of the County's total employment growth of 4,300 is expected to occur in fully serviced urban areas (i.e., Picton and Wellington). Picton is anticipated to account for 44% (1,920 jobs) while Wellington is expected to account for 30% (1,275 jobs). The remaining 26% (1,125 jobs) is anticipated to be in rural areas (24%) and in other urban areas serviced by water only (2%).

Low Growth Scenario

- Under the Low Growth Scenario, 75% (1,740 jobs) of the County's total employment growth of 2,300 is expected to occur in fully serviced urban areas (i.e., Picton and Wellington). Picton is anticipated to account for 47% (1,095 jobs) while Wellington is expected to account for 28% (645 jobs). The remaining 25% (575 jobs) is anticipated to be in rural areas (24%) and in other urban areas serviced by water only (1%).

High Growth Scenario

- Under the High Growth Scenario, 77% (6,590 jobs) of the County's total employment growth of 8,500 is expected to occur in fully serviced urban areas (i.e., Picton and Wellington). Picton is anticipated to account for 52% of the growth (4,490 jobs) while Wellington is expected to account for 25% (2,095 jobs). The remaining 23% (1,975 jobs) is anticipated to be in rural areas (21%) and in other urban areas serviced by water only (2%).



Figure 4-C
Prince Edward County
Employment Growth by Geographic Area, 2022 to 2047

Geographic Location		Total Employment Growth, 2022-2047
Reference (Medium) Growth Scenario	Picton	1,920
	Wellington	1,275
	Urban Subtotal (Fully Serviced)	3,200
	Bloomfield	40
	Rossmore	5
	Concsecon	10
	Ameliasburgh	20
	Urban Subtotal (Water Only)	75
	Rural	1,050
	Prince Edward County	4,300
Low Growth Scenario	Picton	1,095
	Wellington	645
	Urban Subtotal (Fully Serviced)	1,740
	Bloomfield	20
	Rossmore	(10)
	Concsecon	-
	Ameliasburgh	5
	Urban Subtotal (Water Only)	15
	Rural	560
	Prince Edward County	2,300
High Growth Scenario	Picton	4,490
	Wellington	2,095
	Urban Subtotal (Fully Serviced)	6,590
	Bloomfield	55
	Rossmore	45
	Concsecon	25
	Ameliasburgh	10
	Urban Subtotal (Water Only)	135
	Rural	1,845
	Prince Edward County	8,500

Notes:

- Total employment metrics include “work at home” and “no fixed place of work.”
- Numbers may not add due to rounding.

Source: Watson & Associates Economists Ltd., 2023.



5. Conclusions

Relative to historical trends, population, housing and employment growth in Prince Edward County is anticipated to be relatively strong over the next 25 years. The County is expected to attract empty nesters/young seniors over the forecast period, which will drive demand for a range of housing forms. New housing development is anticipated to be primarily represented by low-density housing forms; however, the share of medium- and high-density forms is anticipated to increase. Population and employment growth over the longer term will gradually slow as the population continues to age, placing downward pressure on the future population growth potential associated with natural increase (i.e., births less deaths).

The growth scenarios explored in Chapter 3 represent the potential range of future growth that can be anticipated for the County over the next 25 years. Each growth scenario is based on a range of assumptions related to the regional growth outlook, total net migration, population age structure and housing development.

Based on our review, the Reference (Medium) Growth Scenario represents the most reasonable growth forecast scenario for the following reasons:

1. It represents a reasonable population growth rate relative to broader provincial and regional growth drivers, and demographic and economic trends.
2. While the anticipated growth rate requires relatively strong migration levels to offset the downward pressure on the population base due to the aging population, the migration levels are considered realistic relative to historical trends and growth drivers, and the County's appeal for new residents.
3. The forecast level of annual housing growth required to accommodate the Reference Growth Scenario represents a positive shift in relation to historical trends observed and aligns well with anticipated market demand and supply opportunities.



Appendix A

Background Information on Growth Scenarios



Figure A-1
Prince Edward County
Reference (Medium) Scenario Population and Housing Growth by Geographic Area, 2022 to 2047

Development Location	Singles & Semi-Detached	Multiples ^[1]	Apartments ^[2]	Total Residential Units	Seasonal Units	Total Units Including Seasonal	Net Population Increase, Excluding Seasonal and Institutional	Institutional Population	Seasonal Population	Net Population Increase, Including Seasonal and Institutional Population
	A	B	C	D = A + B + C	E	F = D + E	G	H	I	J = G + H + I
Picton	770	420	935	2,125	20	2,140	4,290	85	70	4,445
Wellington	690	230	515	1,440	45	1,480	3,050	65	160	3,280
Urban Subtotal (Fully Serviced)	1,500	650	1,450	3,560	65	3,625	7,340	150	230	7,720
Bloomfield	60	-	-	60	-	60	120	5	10	130
Rossmore	30	-	-	30	-	30	30	-	5	30
Concsecon	30	-	-	30	-	30	45	-	5	45
Ameliasburgh	20	-	-	20	-	20	45	-	-	45
Urban Subtotal (Water Only)	135	-	-	135	5	140	240	10	15	260
Rural	330	-	-	330	700	1,030	135	-	2,550	2,685
Prince Edward County	1,900	600	1,400	4,000	800	4,800	7,700	200	2,800	10,700

[1] Includes townhouses and apartments in duplexes.

[2] Includes bachelor, 1-bedroom and 2-bedroom+ apartments.

Notes:

- Numbers may not add due to rounding.
- Population excludes net Census undercount of approximately 2.1%.

Source: Watson & Associates Economists Ltd., 2023.



Figure A-2
Prince Edward County
Reference (Medium) Scenario Employment Growth by Geographic Area, 2022 to 2047

Area	Employment							Total Employment (Including N.F.P.O.W.)
	Primary	Work at Home	Industrial	Commercial	Institutional	Total Employment	N.F.P.O.W. ^[1]	
Picton	-	360	270	605	390	1,625	295	1,920
Wellington	-	355	200	290	230	1,080	195	1,275
Urban Subtotal (Fully Serviced)	-	720	470	900	620	2,705	490	3,200
Bloomfield	-	10	-	15	10	35	5	40
Rossmore	-	-	-	5	-	5	-	5
Concsecon	-	-	-	5	5	10	-	10
Ameliasburgh	-	10	-	5	-	15	5	20
Urban Subtotal (Water Only)	-	20	-	25	20	65	10	75
Rural	200	280	100	130	180	890	160	1,050
Prince Edward County	200	1,015	570	1,055	820	3,660	665	4,300

^[1] Statistics Canada defines no fixed place of work (N.F.P.O.W.) employees as "persons who do not go from home to the same workplace location at the beginning of each shift. Such persons include building and landscape contractors, travelling salespersons, independent truck drivers, etc."

Note: Numbers may not add due to rounding.

Source: Watson & Associates Economists Ltd., 2023.



Figure A-3
Prince Edward County
Low Scenario Population and Housing Growth by Geographic Area, 2022 to 2047

Development Location	Singles & Semi-Detached	Multiples ^[1]	Apartments ^[2]	Total Residential Units	Sesasonal Units	Total Units Including Seasonal	Net Population Increase, Excluding Seasonal and Institutional	Institutional Population	Seasonal Population	Net Population Increase, Including Seasonal and Institutional Population
	A	B	C	D = A + B + C	E	F = D + E				
Picton	325	170	365	860	10	870	1,620	30	35	1,685
Wellington	300	90	205	595	20	620	1,225	25	80	1,330
Urban Subtotal (Fully Serviced)	600	260	570	1,455	30	1,490	2,850	50	115	3,015
Bloomfield	25	-	-	25	-	25	35	-	5	40
Rossmore	15	-	-	15	-	15	(5)	-	-	(5)
Concsecon	15	-	-	15	-	15	10	-	-	10
Ameliasburgh	10	-	-	10	-	10	15	-	-	15
Urban Subtotal (Water Only)	65	-	-	65	-	70	55	-	10	65
Rural	140	-	-	140	355	500	(380)	-	1,300	920
Prince Edward County	800	300	600	1,700	400	2,100	2,500	100	1,400	4,000

^[1] Includes townhouses and apartments in duplexes.

^[2] Includes bachelor, 1-bedroom and 2-bedroom+ apartments.

Notes:

- Numbers may not add due to rounding.
- Population excludes net Census undercount of approximately 2.1%.

Source: Watson & Associates Economists Ltd., 2023.



Figure A-4
 Prince Edward County
 Low Scenario Employment Growth by Geographic Area, 2022 to 2047

Area	Employment							Total Employment (Including N.F.P.O.W.)
	Primary	Work at Home	Industrial	Commercial	Institutional	Total Employment	N.F.P.O.W. ^[1]	
Picton	-	260	160	295	215	930	160	1,095
Wellington	-	205	75	145	130	550	95	645
Urban Subtotal (Fully Serviced)	-	465	235	440	345	1,485	255	1,740
Bloomfield	-	5	-	5	5	15	-	20
Rossmore	-	-	-	-	(5)	(5)	-	(10)
Concsecon	-	-	-	-	(5)	-	-	-
Ameliasburgh	-	5	-	-	-	5	-	5
Urban Subtotal (Water Only)	-	10	-	10	(5)	15	-	15
Rural	90	140	65	70	115	480	85	560
Prince Edward County	90	615	295	520	455	1,975	340	2,300

^[1] Statistics Canada defines no fixed place of work (N.F.P.O.W.) employees as "persons who do not go from home to the same workplace location at the beginning of each shift. Such persons include building and landscape contractors, travelling salespersons, independent truck drivers, etc."

Note: Numbers may not add due to rounding.

Source: Watson & Associates Economists Ltd., 2023.



Figure A-5
Prince Edward County
High Scenario Population and Housing Growth by Geographic Area, 2022 to 2047

Development Location	Singles & Semi-Detached	Multiples ^[1]	Apartments ^[2]	Total Residential Units	Sesasonal Units	Total Units Including Seasonal	Net Population Increase, Excluding Seasonal and Institutional	Institutional Population	Seasonal Population	Net Population Increase, Including Seasonal and Institutional Population
	A	B	C	D = A + B + C	E	F = D + E				
Picton	2,900	1,535	3,410	7,845	20	7,865	16,455	250	70	16,775
Wellington	1,000	295	705	2,000	45	2,045	4,320	185	160	4,665
Urban Subtotal (Fully Serviced)	3,900	1,830	4,115	9,845	65	9,910	20,780	430	230	21,440
Bloomfield	105	-	-	105	-	110	250	-	10	255
Rossmore	65	-	-	65	-	65	140	5	5	145
Concsecon	55	-	-	55	-	55	120	-	5	120
Ameliasburgh	25	-	-	25	-	25	60	-	-	60
Urban Subtotal (Water Only)	255	-	-	255	5	260	560	10	15	585
Rural	345	-	-	345	700	1,040	425	-	2,550	2,975
Prince Edward County	4,500	1,800	4,100	10,400	800	11,200	21,800	400	2,800	25,000

^[1] Includes townhouses and apartments in duplexes.

^[2] Includes bachelor, 1-bedroom and 2-bedroom+ apartments.

Notes:

- Numbers may not add due to rounding.
- Population excludes net Census undercount of approximately 2.1%.

Source: Watson & Associates Economists Ltd., 2023.



Figure A-6
Prince Edward County
High Scenario Employment Growth by Geographic Area, 2022 to 2047

Area	Employment							Total Employment (Including N.F.P.O.W.)
	Primary	Work at Home	Industrial	Commercial	Institutional	Total Employment	N.F.P.O.W. ^[1]	
Picton	-	1,100	280	1,445	860	3,685	805	4,490
Wellington	-	305	210	695	510	1,720	375	2,095
Urban Subtotal (Fully Serviced)	-	1,405	490	2,140	1,370	5,405	1,185	6,590
Bloomfield	-	15	-	25	-	45	10	55
Rossmore	-	10	-	15	15	40	10	45
Concsecon	-	10	-	10	-	20	5	25
Ameliasburgh	-	5	-	5	-	10	-	10
Urban Subtotal (Water Only)	-	40	-	60	15	110	25	135
Rural	475	195	105	315	420	1,515	330	1,845
Prince Edward County	475	1,640	595	2,515	1,805	7,030	1,540	8,500

^[1] Statistics Canada defines no fixed place of work (N.F.P.O.W.) employees as "persons who do not go from home to the same workplace location at the beginning of each shift. Such persons include building and landscape contractors, travelling salespersons, independent truck drivers, etc."

Note: Numbers may not add due to rounding.

Source: Watson & Associates Economists Ltd., 2023.