# Village of Valley Waters
# Housing Needs Assessment

Final Report – July 2, 2025

TURNER DRAKE & PARTNERS LTD.

Real Estate Counsellors, Brokers and Valuers
6182 North St. Halifax, N.S. B3K 1P5
Tel.: (902) 429-1811

St. John's N.L.
Tel. (709) 722-1811

Charlottetown, P.E.
Tel. (902) 368-1811

Saint John, N.B.
Tel. (506) 634-1811

Toronto, ON.
Tel. (416) 504-1811

Fax: 1-902-429-1891
Internet: www.turnerdrake.com
E-Mail: tdp@turnerdrake.com

# Table of Contents

# 1 Executive Summary

Valley Waters is undergoing demographic, economic, and housing shifts shaped by its rural context and broader provincial trends.

Between 2016 and 2021, the population grew modestly by 5%, primarily due to the in-migration of young families and an expanding group of older adults aged 65 to 84. The former likely reflects a COVID-19-era trend of urban-to-rural relocation, while the latter aligns with Canada's nationwide aging population pattern. Household trends underscore changing living arrangements due to shifts in population ages. A rise in single-person and roommate households, alongside an aging population, points to growing demand for smaller, more flexible housing options.

From 2015 to 2020, household incomes increased, signaling economic growth. However, 18% of households remained in low-income categories, many of whom struggle to afford local rental rates. While overall household incomes in Valley Waters have grown, data on senior poverty reveals a more uneven distribution of financial well-being. Despite receiving full federal income supports, single seniors without CPP fall nearly $3,000 below the regional poverty line. In Valley Waters, every senior household living below the poverty line is a single-person household, mirroring broader provincial and national trends. This highlights a critical gap in income adequacy for low-income seniors and underscores the need for affordable, accessible housing options tailored to smaller, aging households alongside those for low-income working-age renters.

Although home prices have been holding steady at around $220,000 since 2023, housing affordability has worsened considerably since 2019, especially for middle-income earners. As of 2021, 70 homeowners (5% of households) were living in an unaffordable dwelling. This has likely grown since. About 22% of tenants live in unaffordable circumstances, though renters represent just 7% of all occupied dwellings.

More prominent than living in unaffordability is the local propensity to live in a dwelling requiring major repair. In 2021, 10% of Valley Waters residents lived in a home in disrepair. This is particularly concerning as, despite sustained historical construction activity, much of the housing stock remains old and continues to age. With more than half of all homes built before 1980, concerns exist about long-term housing quality and livability. Combined with an increasing number if senior individuals and households living off of fixed incomes and decreasing savings, there is a strong potential for homes remaining in or entering disrepair. These higher than provincial and national average conditions point to the urgent need for targeted affordable renovation grants and programs, and expanded access to affordable housing alternatives.

Looking forward, Valley Waters is projected to grow to approximately 1,950 households by 2034, creating a need for an estimated 455 additional housing units to meet both current and future demand. Given historical income patterns and existing housing challenges, demand is expected to rise for below-market and deeply affordable units. By 2044, Valley Waters may require approximately 130 such units to adequately support its evolving population.

# 2 Recommendations

The following recommendations emerged from the Housing Needs Assessment process. They are designed to respond to the data and trends identified in this report, while recognizing the policy scope and capacity of a rural local government.

**1) Revitalize and repurpose existing housing stock**

About 10% of Valley Waters households face challenges with housing being in poor condition, which is higher than the provincial average of 8%. While this is a concern across all Valley Waters communities, it is most prevalent in Norton (15%) and Upham (11%).

- Support renovation and adaptive reuse of existing dwellings to create a wider mix of unit sizes, tenures, and affordability levels.

- Explore ways to prioritize improvements in housing adequacy, particularly in communities like Norton where rates of inadequate housing are high.

- Acknowledge limitations in rural servicing capacity and ensure that revitalization strategies are appropriate for existing infrastructure.

**2) Encourage new construction through flexible land use policies**

Limited housing growth in several Valley Waters communities, combined with rising home condition challenges, underscores the need to enable new residential development. A review of current land use policies can help identify regulatory barriers to new construction and diverse housing forms. Increasing flexibility in permitted dwelling types as well as siting requirements will better position communities to support new construction that aligns with local needs and servicing capacity.

- For areas with land use planning (i.e., Norton through the Kings RSC), review the range of dwelling types permitted (e.g., single-detached homes, townhomes, apartments) by zone and corresponding siting requirements (e.g., setbacks, lot coverages, etc.) by dwelling type.

- Based on the above, explore options for broadening allowable uses across more properties and reducing siting requirements to improve flexibility.

- If land use regulations are developed in areas currently without planning, consider allowing for broad range of residential uses (with consideration for servicing) and flexible siting requirements for said uses.

**3) Enable accessory dwelling units through flexible policy**

- In a rural environment, there is limited opportunity to add to the rental inventory in bulk due to well and septic requirements (i.e., the physical and financial feasibility of the size and capacity of a well or septic tank/field needed to accommodate several units). As such, expanding the inventory should explore facilitating and supporting more gradual forms of rental construction, like accessory dwelling units (e.g., garden suites, carriage units, and basement apartments).

- Where land use planning exists, this would mean a review of existing regulations to establish if there are any considerable obstacles (outside servicing) that limit accessory apartment development.

- Where land use planning may be developed, consider applying broad and flexible policies and regulations to reduce complexity for residents and simplify the processing of applications.

**4) Explore partnerships for social and affordable housing delivery**

Affordability challenges persist across Valley Waters, with 22% of renter households and 4% of owner households experiencing affordability challenges. The limited availability of non-market housing options remains a contributing factor, particularly for lower-income residents.

- Consider public or private partnerships with New Brunswick Housing and non-profit organizations to develop and manage social housing units.

- Explore local contributions (e.g., land, servicing, planning support) that could help leverage government funding.

**5) Explore infrastructure funding opportunities**

- Keep apprised of and apply for funds related to rural transit and transportation that can improve rural housing viability. For example, the Rural Transit Solutions Fund (now closed). Applications may require collaboration with other levels of government.

- Similarly, maintain awareness of federal programs that can fund water and solid waste infrastructure projects. For example, the Canadian Housing Infrastructure Fund (now closed for direct funds to communities). These funds may be particularly useful for areas that have some existing infrastructure. For example, Norton has a small wastewater system in the village, but no community water.

- Coordinate with government bodies like the New Brunswick Regional Development Corporation (RDC) to fund infrastructure and community growth projects that can include housing-enabling infrastructure.

- Explore CMHC's opportunities, like Seed Funding or Housing Supply Challenge opportunities. While not purely infrastructure-based (and may require collaboration with other levels of government or non-government organizations), these federal programs support early-stage planning and innovation in housing development.

**6) Monitor housing demand and market conditions**

- Track population growth, migration trends, and building activity to ensure housing supply aligns with evolving community needs.

- Use monitoring to identify shifts in demographic demand (e.g., growing need for rentals, seniors, family appropriate housing, etc.).

**7) Periodically update key housing indicators**

- While updating a full housing needs assessments may not be required on a periodic basis, key indicators such as core housing need, construction activity, and affordability trends should be reviewed and updated at regular intervals to support evidence-based and responsive planning measures, where applicable.

**8) Support targeted investment in housing repair and maintenance**

As noted, persistent housing condition issues, particularly in communities like Norton and Upham, highlight the need for targeted support to address aging and substandard dwellings.

- Coordinate access to provincial, federal, and regional funding program information that support home repair and energy efficiency upgrades.

- Prioritize support for low- and moderate-income households living in aging or inadequate dwellings.

**9) Identify and understand local patterns of under-occupancy and housing condition**

- Explore patterns of seasonal or underutilized housing – particularly, in communities like Kars and Wickham where permanent occupancy rates are lower – by conducting a review of detailed property characteristics and assessment data (available through collaboration with Service New Brunswick) that may provide ideas about dwelling characteristics.

- Explore strategies to compare underused properties to local demographic trends and assess how to bring underused housing into the active supply.

- Supplement a review of property characteristics data with an on the ground assessment of dwelling condition (e.g., drive by inspections) to identify homes in greater need of repair and, if in need, if they are occupied.

**10) Advocate to advance responses to local housing need, challenges, and barriers**

While the above recommendations highlight actions within local government control, many housing challenges require support, funding, and policy change from other levels of government. This recommendation emphasizes the critical role of local governments in advocating for community needs, collaborating with other jurisdictions, and ensuring higher-order policies and investments align with local realities.

- Advocate for provincial and federal funding to support housing-enabling infrastructure, home repair programs, and new affordable housing development.

- Collaborate with neighbouring municipalities to present coordinated asks and share approaches to rural housing challenges.

- Communicate local housing needs and barriers, such as servicing limitations or aging housing stock, to higher levels of government.

# 3 Introduction

## 3.1 Why a Housing Needs Assessment?

Housing Needs Assessments have gained widespread adoption as tools to quantify and understand existing and anticipated housing market conditions. Their increased popularity stems from the persistent challenges facing the housing market across Canada.

A comprehensive Housing Needs Assessment serves as a crucial foundation for supporting future initiatives. The data and insights derived from such assessments can inform local land use and social planning initiatives. They also provide compelling evidence to support advocacy efforts aimed at higher levels of government. For those involved in or considering entry into the housing sector, these assessments offer valuable information. They can guide the design, configuration, and scale of housing projects and aid in preparing applications for various funding programs; particularly, those that support affordable housing development.

## 3.2 Approach

The Housing Needs Assessment is a comprehensive, data-driven document. It contains extensive data collection and analysis, examining both direct and indirect housing-related variables. This includes demographic trends, population growth, income levels, market conditions, rental and ownership affordability, and broader economic factors that influence housing demand.

Key to the work is a projected demand analysis. This includes a projection of future housing needs, largely based on anticipated demographic changes and evolving household structures, but with influence from economic factors like income and affordability. This forward-looking approach supports the local government – as well as private and public housing sector partners and other levels of government – in proactive planning, ensuring policies and development strategies align with future housing demand.

## 3.3 Study Area Considerations

Valley Waters is an incorporated village located in southern New Brunswick. It was officially created on January 1, 2023, as part of the province's Local Governance Reform initiative, which aimed to modernize and streamline local government structures.

A Housing Needs Assessment is primarily a data exercise aim at articulating the impacts and implications of available data as it informs local housing, with most information drawn from Statistics Canada’s Census program. The most recent Census was conducted in 2021, prior to the governance reform. As a result, demographic and housing data specific to Valley Waters is not publicly available.

To address this gap, the Province of New Brunswick commissioned custom 2021 Census Profiles from Statistics Canada, aligned to the new boundaries established by the reform. In addition to these profiles, Turner Drake acquired a similar dataset, but for 2016 values for historical comparison, along with additional custom tabulations tailored to the Housing Needs Assessment process. This makes it possible to undertake an in-depth analysis of Valley Waters.

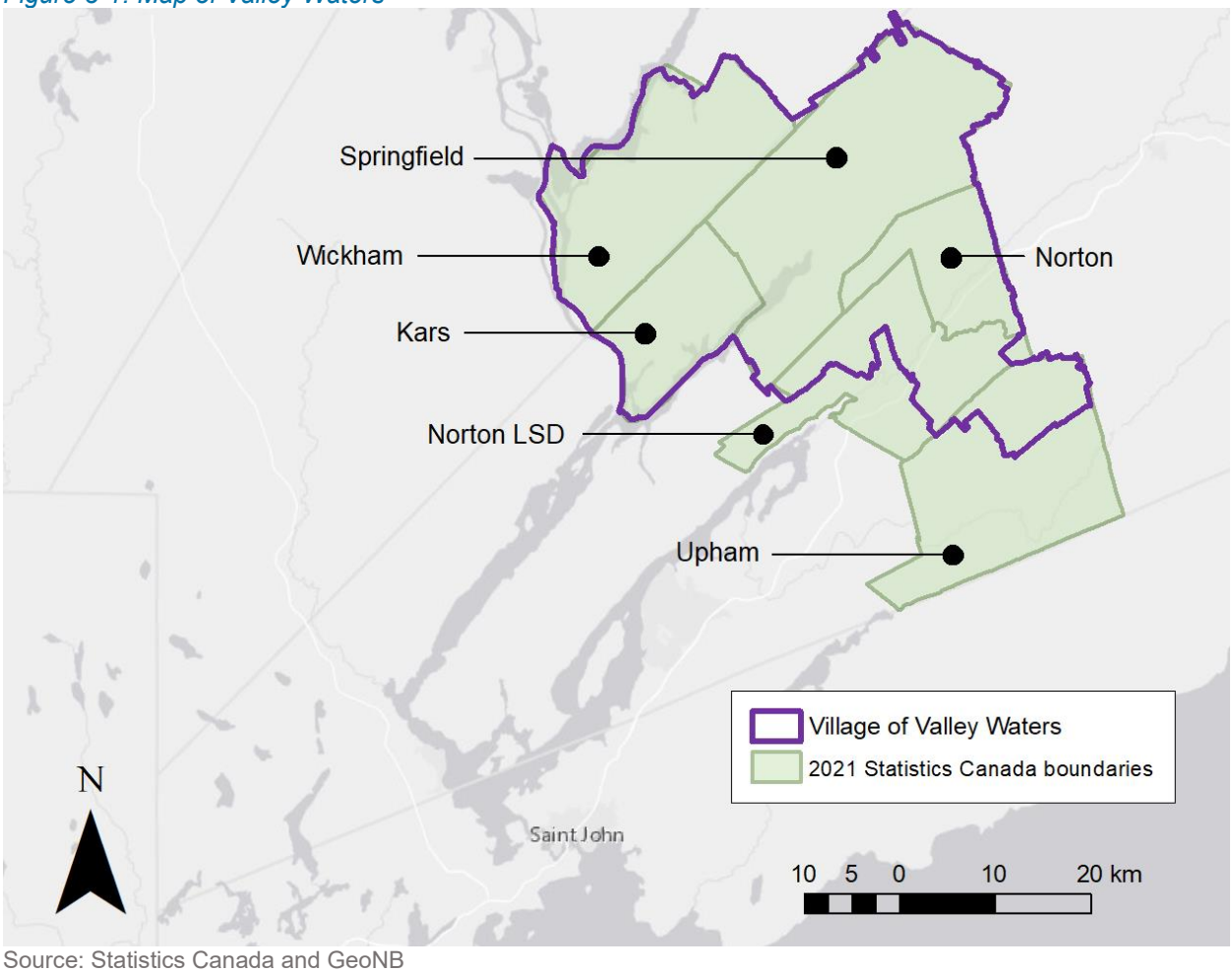
Additionally, this report includes analysis for the six communities that now fall (at least in part) within Valley Waters's boundaries. The historical boundaries (pre-governance reform) remain

relevant in the context of this study, as many residents continue to identify with their former community boundary. Understanding local trends, nuance, and sentiments offers additional, qualitive context not necessarily captured in Census data. Data for these communities is drawn from publicly available Census profile information. The six communities are as follows, as shown in Figure 3-1:

| | |
|---|---|
| Norton | Springfield |
| Norton Local Service District (LSD) | Wickham |
| Kars | Upham |

In this report, “Norton” refers specifically to the former village, while “Norton LSD” refers to the prior Local Service District and retains its original designation. All other communities were also LSDs; however, since there is no need to distinguish them from similarly named municipalities, the "LSD" label is not used for them in this report.

*Figure 3-1: Map of Valley Waters*




Source: Statistics Canada and GeoNB

## 3.4 What is Affordability?

The topic of housing affordability is inundated with changing and easily misinterpreted terminology. For simplicity, this report uses the long-standing and easily understood metric that **housing is**

**affordable when the combination of applicable costs (rent + utilities, or mortgage + insurance + property tax + utilities) is no greater than 30% of a household's median before-tax income.** This measure is a housing indicator tracked by Statistics Canada via the Census.

In quantifying the number of households experiencing affordability challenges (and thus may benefit from various forms of affordable housing), this report also makes use of the Core Housing Need metric established by Statistics Canada and the Canadian Mortgage & Housing Corporation (CMHC). It modifies the 30% threshold to include consideration of affordable, adequate, and suitable alternatives. In other words, data is adjusted to remove households that spend more than 30% of their gross income, but have a less expensive and acceptable option available to them. In practice, this tends to reduce the reported rates of housing unaffordability among homeowners as many choose to "stretch" their budgets in order to access the benefits of property ownership.

While many owner households experience affordability challenges, some have the opportunity to downsize to a less expensive home, or, if a situation ultimately requires it, a rental. By contrast, renters often have fewer reasonable alternatives and are more likely to be at risk of homelessness as a result. The use of the 30% indicator and Core Housing Need helps to shed light on both the magnitude of housing affordability challenges and their severity, in terms of available alternatives.

## 3.5 The Housing System

Most of housing stock Canada is owner- or renter-occupied private property, accessed via the housing market. However, the housing system required to comprehensively meet the needs of any community includes a broader suite of options. The most common description of this full picture is the Housing Continuum concept from CMHC. This model outlines a linear progression from homelessness to homeownership. It assumes that people will start somewhere along the horizontal axis and move from left to right, with market home ownership being the ultimate goal.

*Figure 3-2: The Housing Continuum*


*Source: CMHC*

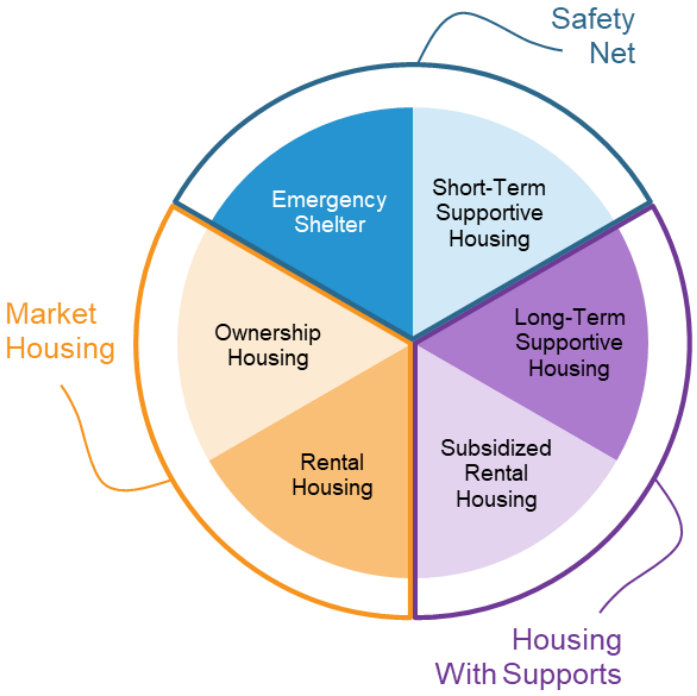
In reality, many people and/or households do not move linearly from one state of housing to the next, but rather jump from type to type based on rapid changes to their professional and/or personal lives. For example, an individual in market rental housing may suddenly find themselves evicted from their unit during a time of low vacancy and find themselves immediately thrust into homelessness. Instead of gradually working through each element along the housing continuum, they can jump from homelessness to rental housing as quickly as finding a new available unit.

In effort to better represent and organise the housing system as it functions in reality, an alternative "Wheelhouse" concept has emerged, first developed by the City of Kelowna. Instead of a linear view, the circular model reflects that people's housing needs are fluid based on lifestyle preferences and financial circumstances. Households may travel around or across the

wheelhouse. As such, a healthy housing stock must include diverse housing forms and tenure types to meet needs of different socio-economic backgrounds and life stages. The Wheelhouse breaks down housing supply into six key areas, detailed on the following page.

*Figure 3-3: Wheelhouse & Key Housing Areas*

| Key Area | Description |
|---|---|
| Emergency Shelters | Temporary shelter, food and other support services, generally operated by non-profit housing providers. |
| Short-term Supportive Housing | Stable housing along with support services offered as a step between shelters and long-term housing with typical stays of two to three years, but often shorter, such as those fleeing violence and abuse. |
| Long-term Supportive Housing | Long-term housing along with support services ranging from supportive care to assisted living and residential care. |
| Subsidized Rental Housing | Subsidized rental homes operated by non-profits, government, and co-operatives through either long-term operating subsidies or capital grants. |
| Ownership Housing | Includes fee simple homeownership, condominium ownership, multi-unit and single-detached homes, and shared equity (such as mobile homes or housing co-operatives). |
| Rental Housing | Includes purpose-built rental apartments, flats, secondary suites, garden suites, and various single-unit rented homes (e.g. detached, semi-detached, townhouse). |




Source: CMHC & City of Kelowna

# 4 Broad Housing Market Influences

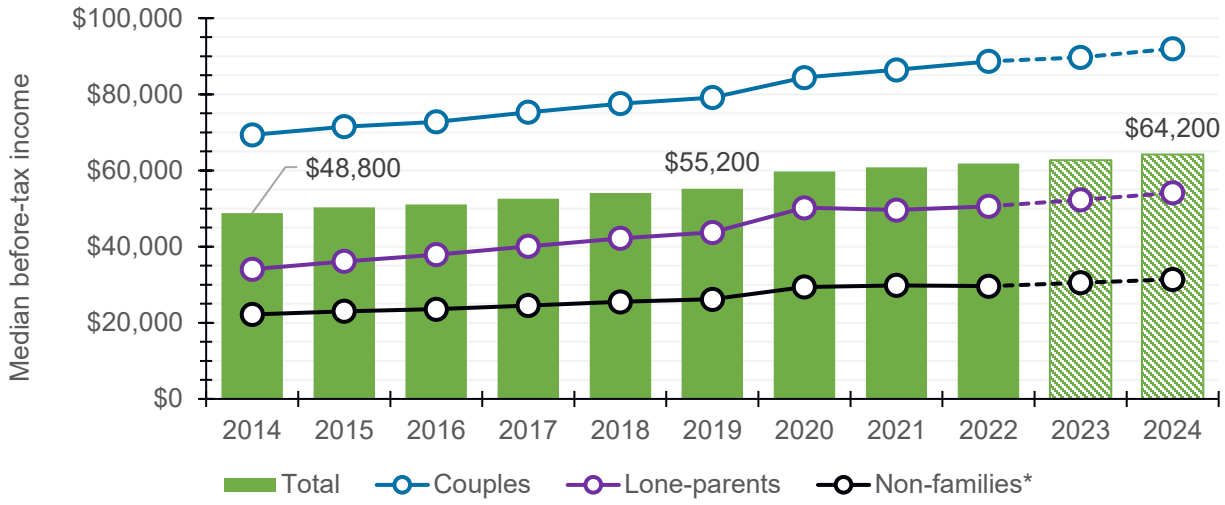
## 4.1 Factors of Demand

### 4.1.1 Income

Consumer demand is closely tied to income levels. As incomes rise or become more widely distributed, overall demand tends to increase. With more disposable income, households are able to spend more on both essential needs and discretionary goods. While this relationship is not strictly proportional – a doubling of income does not necessarily result in a doubling of demand for any single product – higher incomes generally broaden access to a wider range of goods and services, including housing.

Figure 4-1 illustrates income growth among households outside New Brunswick's Census Metropolitan Areas (CMAs) – namely Saint John, Fredericton, and Moncton. The figure also shows income changes across different household types. It is important to note that "non-family households" include individuals living alone or with unrelated roommates. Income values for 2023 and 2024 are estimated based on historical trends.

*Figure 4-1: Historical* median-before tax income by household type, non-CMA NB communities*




* 2023 and 2024 are extrapolations
Source: Statistics Canada[1]

Between 2014 and 2024, the median income for non-CMA households rose by approximately 32%, with similar growth observed across all household categories. In theory, this increase should enhance households' purchasing power, particularly given that inflation targets generally sit around 2% annually – implying a cumulative increase of about 20% over the same period under normal conditions.

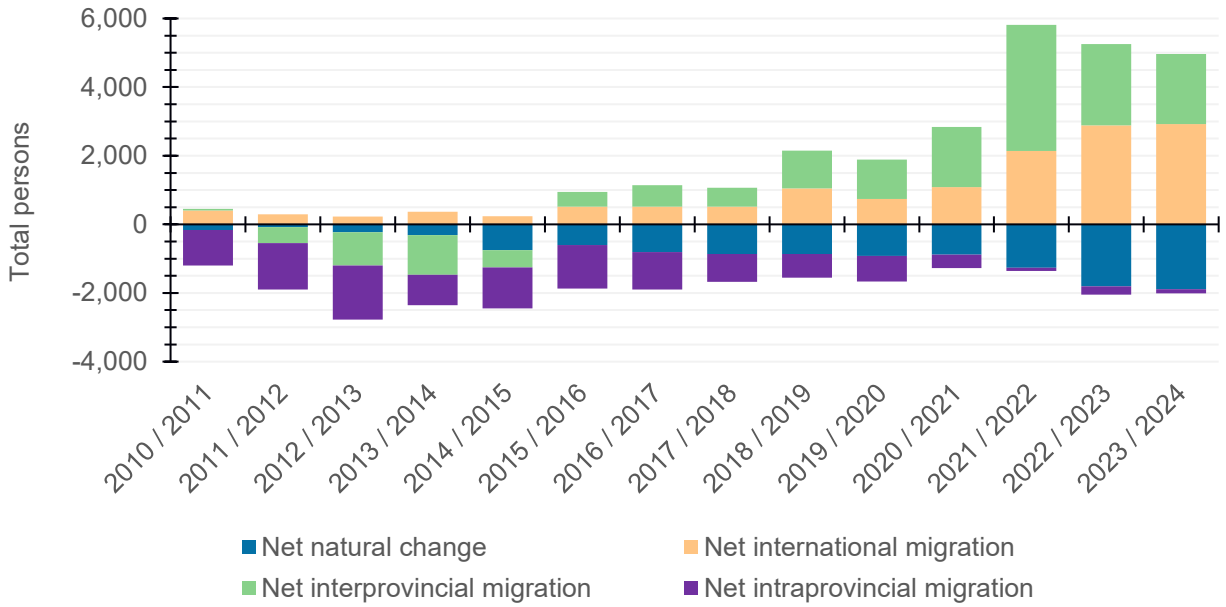
However, housing affordability has eroded despite these income gains. As discussed later, rental costs have risen by about 49% over the past decade, far outpacing both income and general inflation. Other essentials, such as food and gasoline, have also experienced steeper inflation rates, further diminishing real purchasing power for many households.

[1] Statistics Canada. Table 11-10-0012-01 Distribution of total income by census family type and age of older partner, parent or individual. DOI: https://doi.org/10.25318/1110001201-eng

### 4.1.2 Migration

Since 2019, New Brunswick – like much of Atlantic Canada – has experienced an unprecedented increase in in-migration, with early signs of this trend emerging as far back as 2015. These patterns are mirrored in areas outside the province's CMAs, as illustrated in Figure 4-2. The figure breaks down migration into intraprovincial (within New Brunswick), interprovincial (from elsewhere in Canada), and international movements to and from non-CMA communities.

*Figure 4-2: Components of population change, non-CMA NB communities*




Source: Statistics Canada[2]

Initial population inflows were primarily driven by international immigration. However, the shift toward remote work during the COVID-19 pandemic combined with the relatively low cost of living in Atlantic Canada, encouraged more Canadians to relocate to smaller, non-CMA communities – including those in New Brunswick.

Although the most notable growth occurred after 2020, signs of modest in-migration from other provinces and countries had already begun to appear around 2015. Nevertheless, prior to the pandemic, these gains were generally offset by out-migration to larger urban centres.

Post-2020, non-CMA communities have managed to reverse some of these long-standing population losses. Inflows from outside the province – both from other parts of Canada and internationally – have more than compensated for natural population decline (i.e., more deaths than births) and previous out-migration. Much of this recent growth has been driven by working-age individuals and children, particularly among international migrants seeking education or employment opportunities. In contrast, interprovincial migration has brought a higher proportion of seniors, many of whom are choosing to retire in New Brunswick's less densely populated areas.

[2] Statistics Canada. Table 17-10-0149-01 Components of population change by census metropolitan area and census agglomeration, 2021 boundaries. DOI: https://doi.org/10.25318/1710014901-eng

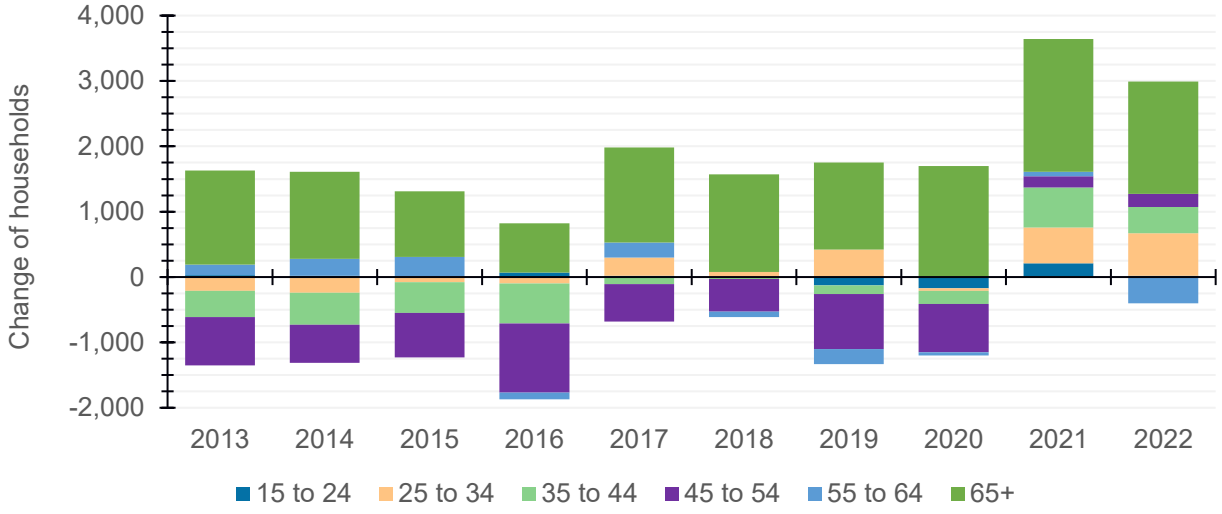
### 4.1.3 Household formation patterns

Household formation is the net change in the number of households within a geography. The topic is often applied to projection work to aid in establishing anticipated household demand using historical age-specific headship rates (meaning, the total households by maintainer age divided by the total population of that same cohort). Doing so provides insight into how households could form based on historical patterns.

Figure 3.7 shows the historical household formation change for non-CMA communities in New Brunswick, by the age their primary household maintainers. Most notably, it illustrates how prior to 2021, new households were predominantly senior-led, representing the broad demographic shift tied to aging populations.

Since 2021, there have been increases across almost all maintainer age groups, largely tied to an expanding working age population due to in-migration from other provinces and countries.

*Figure 4-3: Historical change in households by age of primary maintainer, non-CMA NB communities*




Source: Statistics Canada[3]

## 4.2 Factors of Supply

### 4.2.1 Inflation

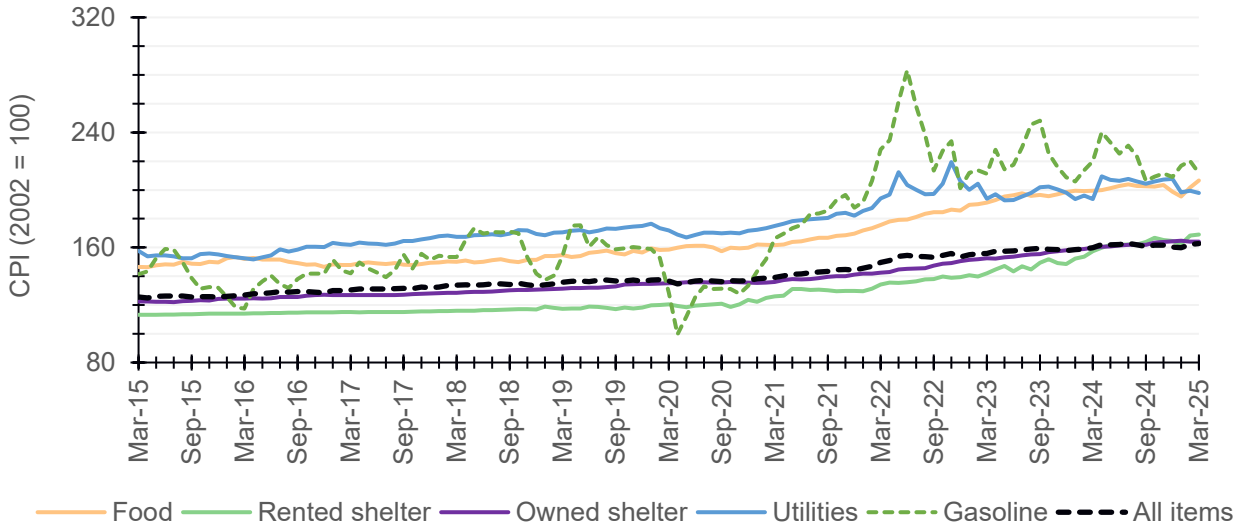
The Bank of Canada aims to keep inflation close to 2%. The inflation target is expressed as the year-over-year increase in the total consumer price index (CPI). The CPI is the most relevant measure of the cost of living for most Canadians because it is made up of goods and services that Canadians typically buy, such as food, housing, transportation, furniture, clothing, and recreation.

Prior to March 2015 to March 2020, inflation had remained relatively consistent across most typical New Brunswick basket items, including shelter costs and food. Figure 4-4 demonstrates an overall steady CPI growth between those periods. Note that gasoline and utilities are more

[3] Statistics Canada. Table 11-10-0191-01 Income statistics by economic family type and income source. DOI: https://doi.org/10.25318/1110019101-eng

volatile, as they are closely tied to variable oil markets. Table 4-1 summarizes key CPI items and how they have changed over the last decade, represented by annual percentage growth.

*Figure 4-4: Historical Consumer Price Index (CPI), New Brunswick*




Source: Statistics Canada [4]

Most notably, the cost of food in New Brunswick increased on average 6.1% annually between March 2020 and March 2025 – or 30.5% percent. Rented shelter grew 8.1% annually (40.5% total) during the same period, almost double the growth from 2015 to 2020.

In much of Atlantic Canada, falling interest rates and growing housing demand led to increased dwelling prices and rents, becoming major concerns for many households. At the same time, the costs of heating homes and feeding families were also rising, placing a considerable financial burden on those with limited budgets.

*Table 4-1: Period to Period CPI Comparisons, New Brunswick*

| | Period | | | Average annual growth | |
|---|---|---|---|---|---|
| | March 2015 | March 2020 | March 2025 | 2015 to 2025 | 2020 to 2025 |
| All-items | 125.5 | 136.6 | 162.8 | 3.0% | 3.8% |
| Rented shelter | 113.2 | 120.4 | 169.0 | 4.9% | 8.1% |
| Owned shelter | 122.5 | 135.2 | 164.1 | 3.4% | 4.3% |
| Utilities | 157.7 | 171.9 | 197.8 | 2.5% | 3.0% |
| Food | 146.5 | 158.5 | 206.6 | 4.1% | 6.1% |
| Gasoline | 141.4 | 128.6 | 211.8 | 5.0% | 12.9% |

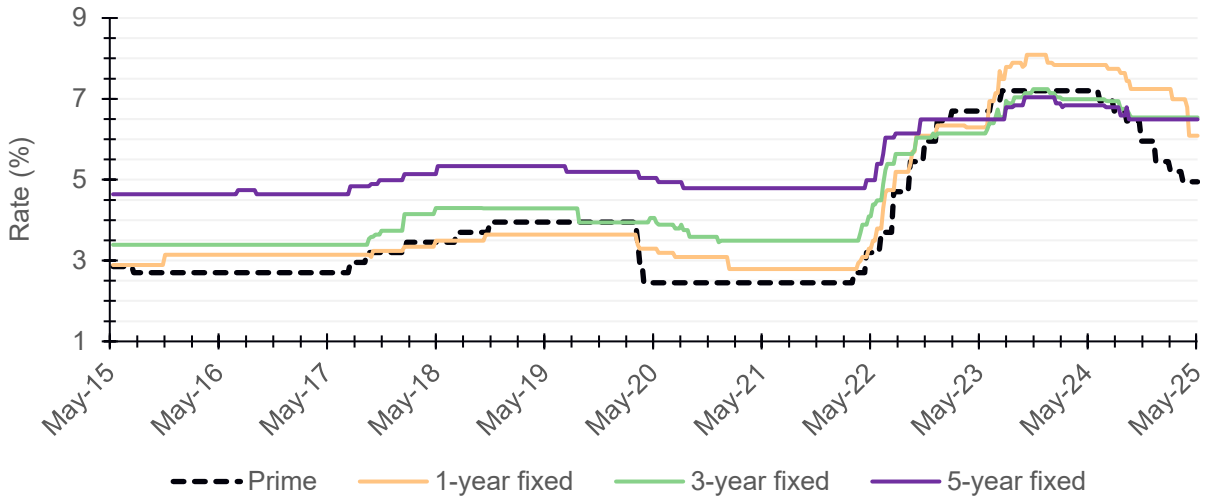
Source: Statistics Canada

[4]. Statistics Canada. Table 18-10-0004-01 Consumer Price Index, monthly, not seasonally adjusted.
DOI: https://doi.org/10.25318/1810000401-eng

### 4.2.2 Interest rates

Financial markets encompass money markets, bond markets, equity markets, derivatives markets. and foreign exchange markets. These markets play a crucial role in transmitting the Bank of Canada's key policy rate to interest rates and exchange rates. This mechanism enables the Bank of Canada to implement its monetary policy objectives effectively.

*Figure 4-5: Historical interest rates by rate type, Canada*




Source: Statistics Canada[5]

Figure 4-5 shows the fluctuation of mortgage interest rates due to changes in the Bank of Canada's lending rate. Since mid-2010, interest rates have remained low, with the prime rate varying between 2.25% and 3.95% until spring 2022.

To mitigate the economic effects of the COVID-19 pandemic, the Bank of Canada implemented a substantial reduction in its lending rate to boost consumer spending. The low cost of borrowing resulted in increased demand for housing. This surge in spending contributed to a significant year-over-year inflation, the highest seen in decades. In response, the Bank of Canada swiftly and significantly raised its lending rate to curb the escalating inflation. As of the end of June 2023, the prime rate reached 6.95%, marking the highest prime rate observed in the past two decades.

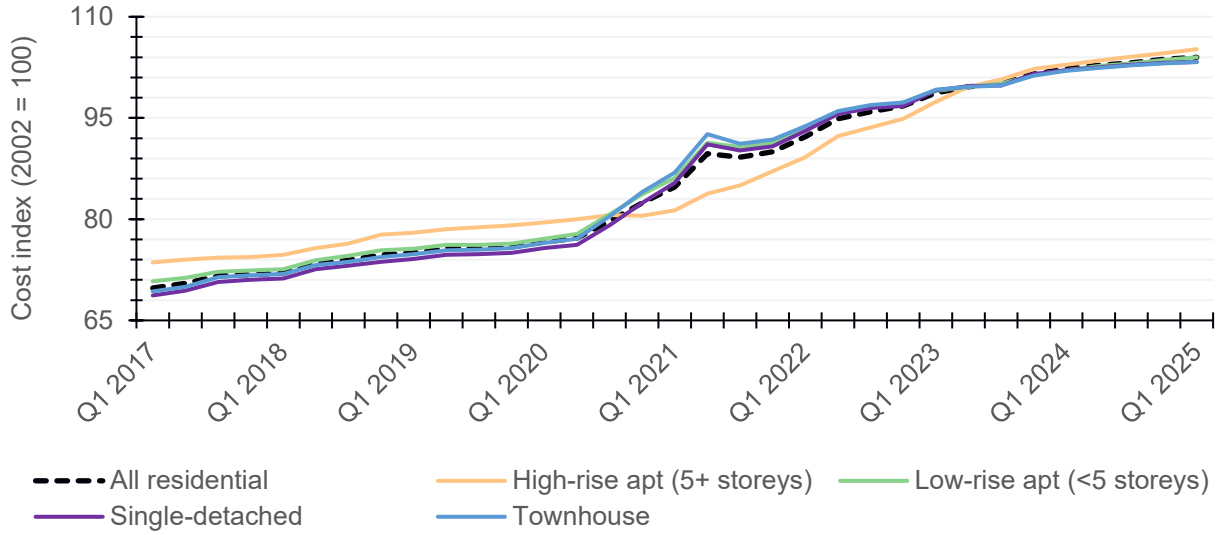
### 4.2.3 Cost of construction

The cost of housing production directly influences supply, regardless of who is building. With interest rates remaining high compared to recent years, the large loans typically required for development projects have become less attractive – even in the context of strong housing demand. This dynamic poses a significant challenge to efforts aimed at increasing housing supply, though gradual interest rate improvements and settling economies have made rising costs more palatable.

Figure 4-6 illustrates quarterly changes in residential construction costs by building type. From approximately Q3 2020 to Q1 2023, construction costs rose sharply, driven by broader inflationary pressures and pandemic-related supply chain disruptions – most notably a surge in lumber prices. Over this period, the cost of building increased by 26%.

[5] Statistics Canada. Table 10-10-0145-01 Financial market statistics, as at Wednesday, Bank of Canada. DOI: https://doi.org/10.25318/1010014501-eng

*Figure 4-6: Indexed (2002 = 100) Residential Cost of Construction, Quarterly, New Brunswick*




Source: Statistics Canada [6]

As global and national economies have begun to stabilize in the post-pandemic period, the rate of cost increases has moderated. Since Q3 2023, residential construction costs have risen by only 3.5%, aligning more closely with Bank of Canada inflation targets. However, ongoing geopolitical uncertainty and economic ties with the United States introduce short-term risks, which could once again affect the cost of construction materials.

### 4.2.4 Pace of construction

A central strategy in addressing a housing crisis is to expand the available housing supply. When supply increases to keep pace with demand, it helps ease upward pressure on prices in both the rental and homeownership markets.

Figure 4-7 illustrates how residential building activity in New Brunswick has responded to rising housing demand, particularly following the onset of the COVID-19 pandemic. The data is broken down by geography, comparing census metropolitan areas (CMAs) with non-CMA areas.

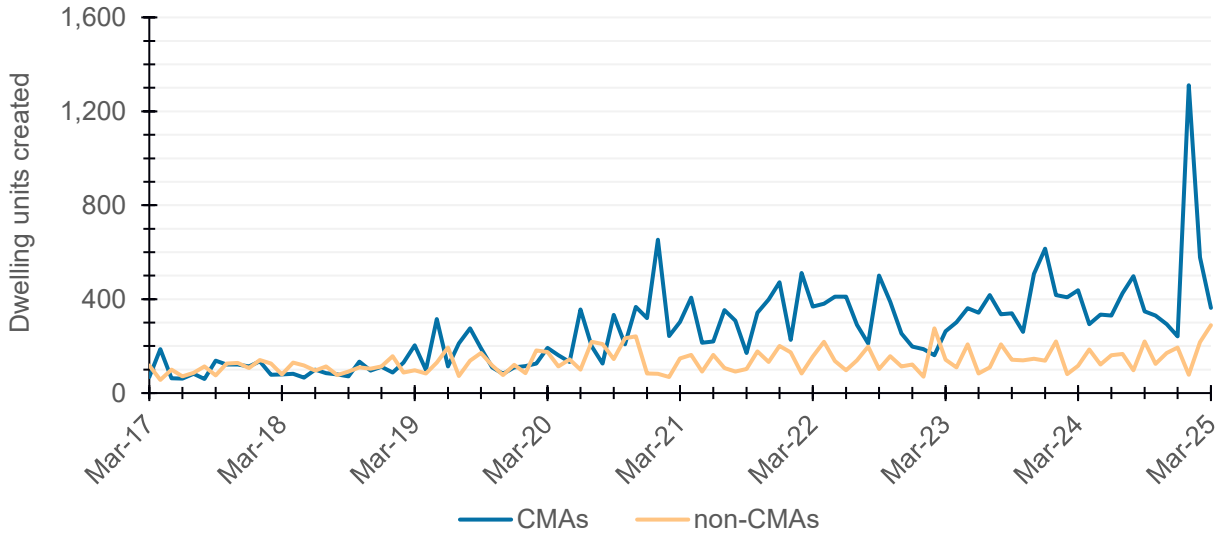
Between early 2017 and early 2020, both CMA and non-CMA regions in New Brunswick permitted a similar number of housing units annually, suggesting relatively balanced development across the province. However, following the pandemic, this trend diverged. While non-CMA areas experienced continued fluctuations in building activity, New Brunswick's major urban centres demonstrated a faster and more sustained increase in housing construction. By 2022, urban areas were issuing permits for nearly twice as many units annually as their rural counterparts, reflecting a greater response to rising population growth and housing demand in those regions.

This divergence underscores the greater capacity of urban areas to scale up construction activity in response to shifting market pressures, supported by factors such as existing infrastructure, higher density zoning, and greater availability of development services. In contrast, rural areas

[6] Statistics Canada. Table 18-10-0289-01 Building construction price indexes, by type of building and division. DOI: https://doi.org/10.25318/1810028901-eng

have been slower to respond, potentially due to constraints related to infrastructure, labour availability, building construction costs, and planning capacity.

*Figure 4-7: Seasonally adjusted new residential units permitted by geography, New Brunswick*




Source: Statistics Canada[7]

### 4.2.5 Investment in construction

From an economic standpoint, rising property values – holding all else constant – should incentivize increased housing supply, as development becomes more financially attractive. This effect is especially pronounced in high-demand markets, such as New Brunswick's metropolitan areas, but may not hold uniformly across the rest of the province.

Renovations have consistently played a considerable role in New Brunswick's housing activity, particularly outside CMAs. In fact, the total value of renovation work in non-CMAs has consistently exceeded that of new construction, even during recent periods of rapid price growth. In contrast, CMAs show a more balanced mix, with residential investment shifting between renovations and new builds over time.

Since early 2023, renovation spending has accounted for just under 60% of total residential construction investment outside CMAs – down from a long-term average of about 65%. Within CMAs, approximately 52% of residential investment has gone toward renovations. This contrast reflects differing responses to housing challenges: urban areas, with more infrastructure capacity, can more readily add new units, while rural areas – facing older housing stock and quality concerns – focus more on upgrading existing homes. The latter supports the earlier conclusion that non-CMA construction activity has remained relatively consistent, before and after the pandemic introduced a shock to residential demand.

*Figure 4-8* shows the historical share of residential construction types (i.e., renovations versus new construction) by geography – comparing census metropolitan areas (CMAs) to non-CMAs.

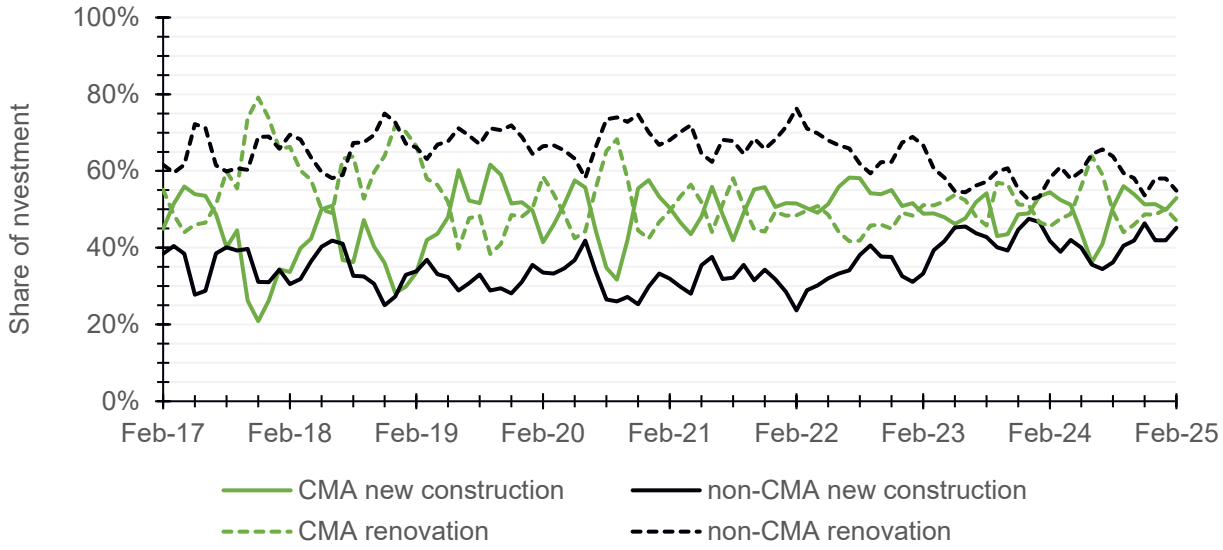
Renovations have consistently played a considerable role in New Brunswick's housing activity, particularly outside CMAs. In fact, the total value of renovation work in non-CMAs has consistently

[7] Statistics Canada. Table 34-10-0285-01 Building permits, by type of structure and type of work (x 1,000). DOI: https://doi.org/10.25318/3410028501-eng

exceeded that of new construction, even during recent periods of rapid price growth. In contrast, CMAs show a more balanced mix, with residential investment shifting between renovations and new builds over time.

Since early 2023, renovation spending has accounted for just under 60% of total residential construction investment outside CMAs – down from a long-term average of about 65%. Within CMAs, approximately 52% of residential investment has gone toward renovations. This contrast reflects differing responses to housing challenges: urban areas, with more infrastructure capacity, can more readily add new units, while rural areas – facing older housing stock and quality concerns – focus more on upgrading existing homes. The latter supports the earlier conclusion that non-CMA construction activity has remained relatively consistent, before and after the pandemic introduced a shock to residential demand.

*Figure 4-8: Seasonally adjusted share of residential investment by type and geography, New Brunswick*




Source: Statistics Canada,[8] seasonally adjusted by Turner Drake & Partners Ltd.

[8] Statistics Canada. Table 34-10-0286-01 Investment in building construction. DOI: https://doi.org/10.25318/3410028601-eng

# 5 Community Profile

## 5.1 Population

Canada experienced notable population growth over recent years. In 2022, the country welcomed a historic number of newcomers, with approximately 75% of population growth attributed to immigration.[9] This trend continued into 2023, with the population surpassing 40 million, marking a 3.2% year-over-year increase.

While growth has historically been concentrated in the larger provinces of Canada, the COVID-19 pandemic redistributed much of the nation's population, resulting in dramatic movement to less populous provinces like those in Atlantic Canada. New Brunswick was no different, reporting considerable growth to its population thanks to both international and interprovincial migrants.

### 5.1.1 Total population and age distribution

Table 5-1 shows the population of Valley Waters from both the 2016 and 2021 Census periods, disaggregated into select age groups.

*Table 5-1: Total and distribution of population by age group categories*

| Variable | Age group | | | | | | |
|---|---|---|---|---|---|---|---|
| | Total | 0 to 14 | 15 to 24 | 25 to 44 | 45 to 64 | 65 to 84 | 85+ |
| **2016** population | 4,335 | 690 | 525 | 880 | 1,365 | 785 | 85 |
| Share of total | | 16% | 12% | 20% | 32% | 18% | 2% |
| **2021** population | 4,545 | 700 | 490 | 915 | 1,375 | 985 | 90 |
| Share of total | | 15% | 11% | 20% | 30% | 22% | 2% |
| % change ('16 - '21) | +5% | +1% | -7% | +4% | +1% | +25% | +6% |

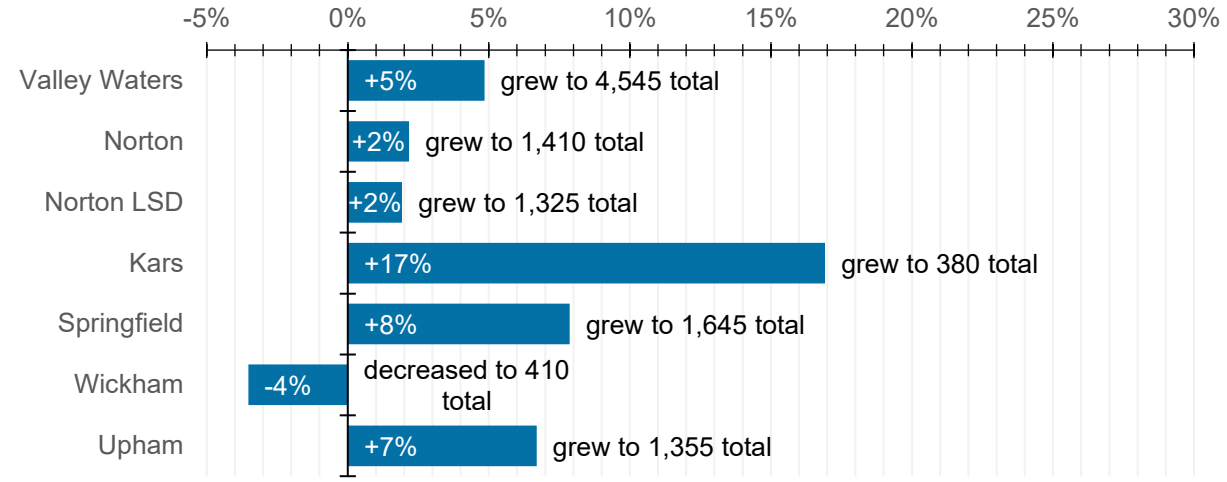
Source: Statistics Canada 2016 and 2021 Census custom datasets of New Brunswick local government boundaries

- Between Census periods, the community grew by about 5%, increasing from 4,335 people to 4,545.
- Growth occurred for most age groups, with a notable decrease among 15 to 24 year olds. This trend is not uncommon for rural communities as it often represents the outflow of older youth / young adults to post-secondary education and first-time employment in careers.
- Total persons aged 65 to 84 expanded 25% (to 985 people), demonstrating a clearly aging resident base.
- While a predominantly aging community, there was growth among the 25-to-44-year-old age group (+4%) – accompanied by a marginal increase among youth (0 to 14 year olds) – suggesting an inflow of family aged individuals.

[9] Government of Canada. (2023, January 3). Canada welcomes historic number of newcomers in 2022. https://www.canada.ca/en/immigration-refugees-citizenship/news/2022/12/canada-welcomes-historic-number-of-newcomers-in-2022.html

Figure 5-1 shows the total population change for each of the pre-reform communities that fall (whole or in part) within the Valley Waters boundaries.

*Figure 5-1: Total relative population change by community, 2016 to 2021*



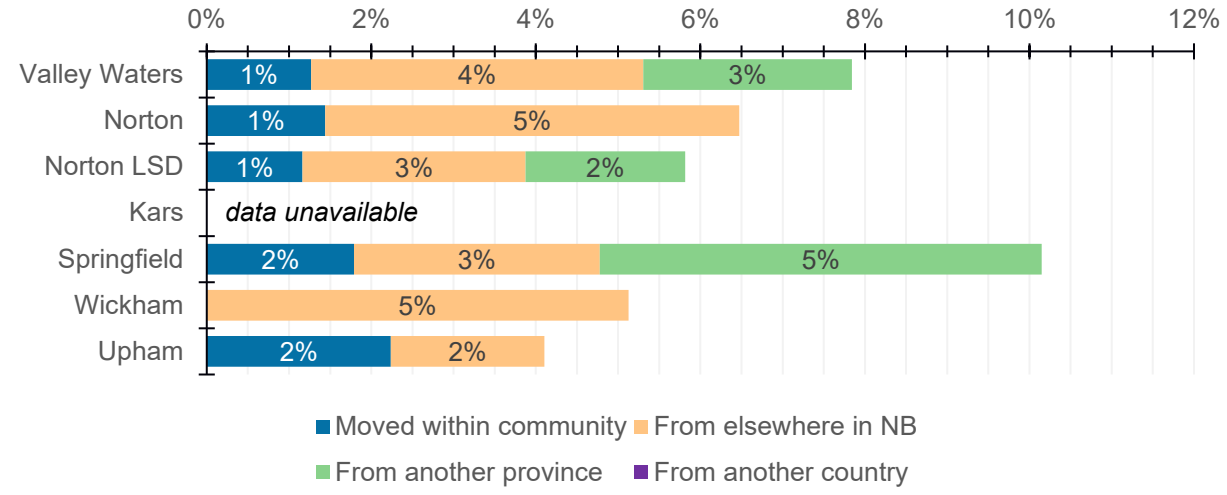

Source: Statistics Canada 2016 and 2021 Census profiles and custom datasets of New Brunswick local government boundaries

- Growth within Valley Waters is attributed to general growth across its local communities. Only Wickham experienced a decline in its population between 2016 and 2021 (-4%).

### 5.1.2 Mobility

Figure 5-2 shows what percentage of people came from where for each community, based on their movement one-year prior to the 2021 Census.

*Figure 5-2: One-year mobility (2020 to 2021) by community and original location*




Source: Statistics Canada 2016 and 2021 Census custom datasets of New Brunswick local government boundaries

- Movers during 2020 represent the early stages of the COVID-19 pandemic; specifically, the inflow of people to Atlantic Canada from other provinces and the outflow of urban residents to rural areas.

- About 1% of Valley Waters' 2021 population had moved within the community boundaries (i.e., were already from Valley Waters). Four percent came from elsewhere in New Brunswick and 3% were from another province.

- Census data reports that that were no people who had moved to Valley Waters from another country. While this result does make sense given the closing of international borders during this time, it is more likely that some people did move to the area in 2020 but there were so few that results were rounded to 0 for suppression.

Trends for non-CMA communities in New Brunswick (see Figure 4-2) suggest increased in-migration to smaller communities since the last Census mobility data was collected. Notably, there were significant increases in both interprovincial and international migrants moving to these areas. Valley Waters has likely been influenced by these same trends.

While recent data suggests that inflows may continue over the near term, Canada's 2025–2027 Immigration Levels Plan [10] indicates a more controlled pace of international in-migration. Projections for Valley Waters reflect these adjusted immigration targets. Nonetheless, most growth in rural areas (outside of small urban centres) continues to come from internal migration – households relocating from New Brunswick cities or other provinces, often due to remote work flexibility or retirement. As supported by one-year mobility data, these domestic movements are expected to remain a key source of growth for Valley Waters in the years ahead.

### 5.1.3 Impact

Valley Waters experienced modest population growth (5%) between 2016 and 2021, with increases across most communities except Wickham. Notable growth among adults aged 25 to 44 and children aged 0 to 14 suggests in-migration of young families, while a 25% increase in the 65 to 84 age group underscores a steadily aging population, consistent with broader provincial and national trends. These shifts have implications for healthcare, housing, and service delivery.

The decline in the 15 to 24 age group reflects common rural patterns of youth out-migration for education and employment. Modest in-migration (3% from other provinces and 4% from within New Brunswick) likely reflects early pandemic trends, including interprovincial movement to Atlantic Canada and urban-to-rural relocation. The 2021 Census reported no international in-migration, likely due to border closures and/or data suppression due to low numbers.

These trends point to the ongoing influence of rural demographic dynamics, namely, an aging population, limited youth retention, and modest external in-migration. These trends suggest future planning considerations should include:

- Age-appropriate housing, healthcare, and transportation services;
- Supports and amenities that attract and retain families;
- Strategies to counter youth out-migration, such as enhancing access to education and employment opportunities;
- Continued tracking of migration trends to inform long-term growth planning.

[10] Immigration, Refugees and Citizenship Canada. (2024, October 24). 2025-2027 Immigration Levels Plan. https://www.canada.ca/en/immigration-refugees-citizenship/news/2024/10/20252027-immigration-levels-plan.html

## 5.2 Households

Statistics Canada defines a household as a person or group of persons who occupy the same dwelling and do not have a usual place of residence elsewhere in Canada or abroad. A household is the highest-level descriptor of many unique living situations.

This report often refers to households by their "primary household maintainer" age cohorts. A maintainer refers to the person residing in a dwelling that is responsible for paying all or the majority of housing costs. In the case of a household where two or more people are listed as household maintainers, the first person listed is chosen as the primary household maintainer.

Notwithstanding, there are several descriptors for the type or form of household that occupies a dwelling. Table 5-2 summarizes the key household characteristics from the 2021 Census, disaggregated by tenure (i.e., whether a dwelling is owner or renter occupied). The table also identifies how the totals evolved since 2016.

*Table 5-2: Summary of changes to household characteristics, 2016 to 2021*

| Characteristics | 2021 households (HHs) | | | Total HH change ('16-'21) | |
|---|---|---|---|---|---|
| | Total | Owner | Renter | Total change | % change |
| Total | 1,740 | 1,625 | 115 | +70 | +4% |
| Owner | 1,625 | | | +125 | +8% |
| Renter | 115 | | | -60 | -34% |
| Primary maintainer age group | | | | | |
| 15 to 24 | 0 | 0 | 0 | -50 | -100% |
| 25 to 34 | 195 | 185 | 10 | +20 | +11% |
| 35 to 44 | 260 | 215 | 40 | +30 | +13% |
| 45 to 54 | 270 | 260 | 0 | -60 | -18% |
| 55 to 64 | 395 | 365 | 35 | +15 | +4% |
| 65 to 74 | 370 | 365 | 0 | +70 | +23% |
| 75 to 84 | 195 | 190 | 0 | +30 | +18% |
| 85+ | 40 | 40 | 0 | -5 | -11% |
| Household size | | | | | |
| 1 person | 440 | 385 | 60 | +40 | +10% |
| 2 people | 685 | 660 | 20 | +30 | +5% |
| 3 people | 320 | 295 | 30 | +45 | +16% |
| 4 people | 150 | 150 | 0 | -65 | -30% |
| 5+ people | 140 | 135 | 0 | +20 | +17% |
| Household family type | | | | | |

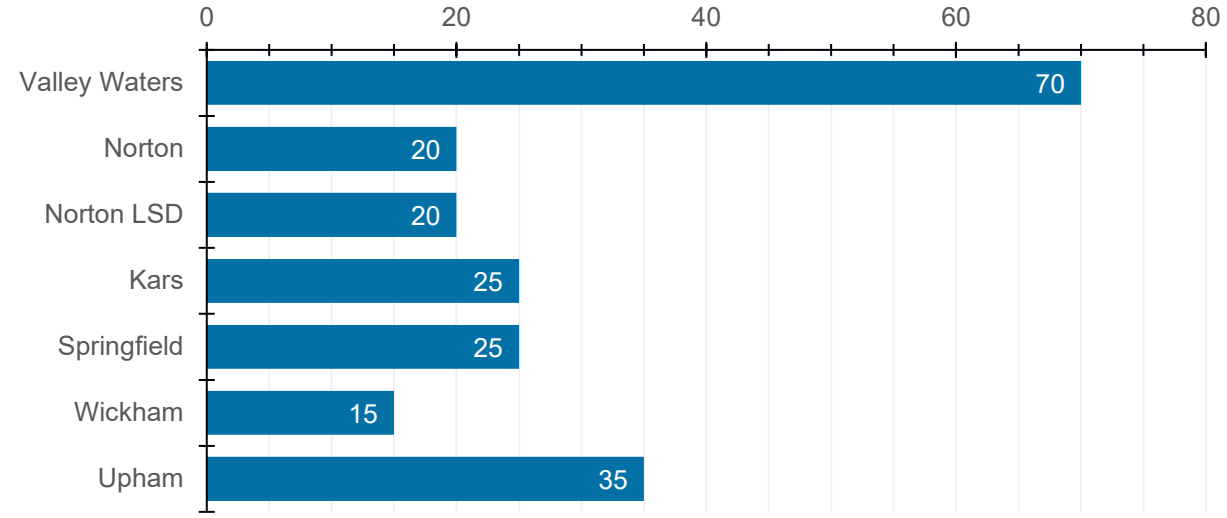
| Characteristics | 2021 households (HHs) | | | Total HH change ('16-'21) | |
|---|---|---|---|---|---|
| | Total | Owner | Renter | Total change | % change |
| Couple w/o child | 570 | 565 | 0 | +5 | +1% |
| Couple w/ child | 495 | 470 | 20 | +45 | +10% |
| Lone parent | 125 | 105 | 25 | -10 | -7% |
| Single person | 440 | 385 | 60 | +40 | +10% |
| Roommates | 30 | 30 | 0 | +10 | +50% |
| Other | 80 | 75 | 0 | -25 | -24% |

Source: Statistics Canada 2016 and 2021 Census custom datasets of New Brunswick local government boundaries

- Over five years, the total number of households in Valley Waters increased from 1,670 to 1,740, reflecting a growth of 70 households, or approximately 4%.
- In 2021, 93% of dwellings were owner-occupied, up from around 90% in 2016. During that period, the number of owner-occupied dwellings rose by 8%, while renter-occupied dwellings declined by 34%.
- Population trends indicate that Valley Waters is primarily experiencing an aging household base. Senior-led households (aged 65+) grew by 19% over the past five years, making it the fastest-growing maintainer age group.
- However, incoming residents have also contributed to local demographic shifts, with households led by individuals aged 25 to 44 increasing by 12%. This aligns with a similar percentage growth in the number of couples with children in the area.

Figure 5-3 illustrates the change in total households across the communities within Valley Waters' jurisdiction. All six communities, like Valley Waters itself, saw an increase of households between 2016 and 2021. Note, the sum of these individual community changes does not match the overall growth for Valley Waters, as some communities span multiple local government areas.

*Figure 5-3: Change in total households by community, 2016 to 2021*



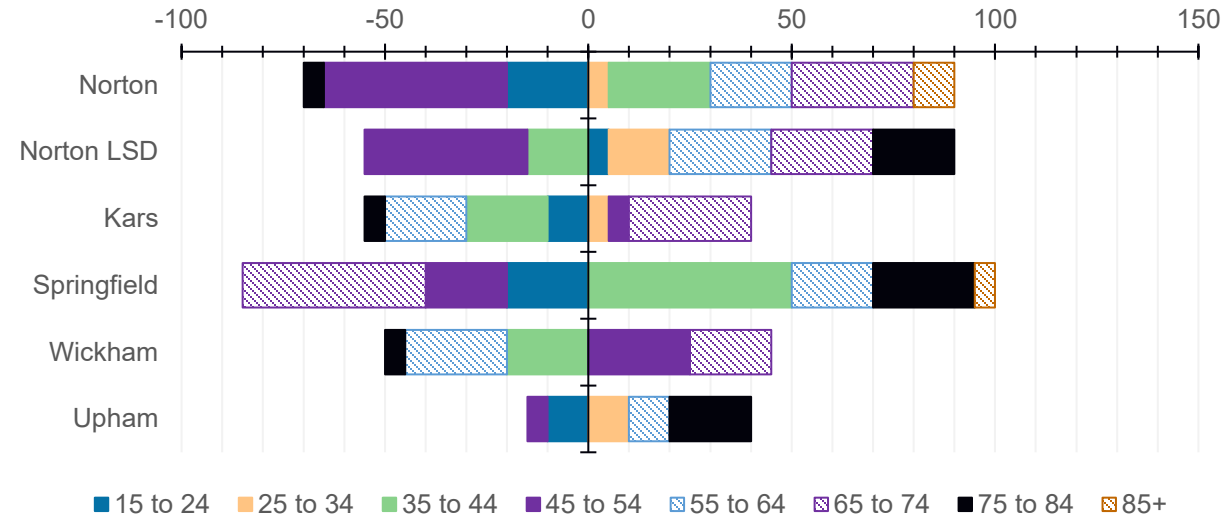

Source: Statistics Canada 2016 and 2021 Census profiles and custom datasets of New Brunswick local government boundaries

### 5.2.1 Total households and age of household maintainers

Total households, and the age distribution of household maintainers, is mostly a function of population changes. Many factors come in to play when considering household composition, such as, but not limited to, moving across community boundaries, changes in location preferences, or new financial circumstances.

Figure 5-4 illustrates the change in defined maintainer age groups between the 2016 and 2021 Censuses for each of Valley Waters' communities.

*Figure 5-4: Change in primary household maintainer age groups by community, 2016 to 2021*




Source: Statistics Canada 2016 and 2021 Census profiles

- The majority of communities in Valley Waters experienced an increase in the 25–34 age group, indicating a general trend of young adult population growth. The only exceptions

were Wickham and Springfield, where this age cohort remained stable, with no recorded increase or decrease.

- Both Springfield and Norton experienced notable growth in the 35 to 44 age group.

- Most communities' 15 to 24 age group declined. However, Wickham saw no change in this age group, and Norton (LSD) experienced slight growth, making them the only communities to either maintain or grow their youth and early adult population.

- Springfield stands out for showing a significant demographic shift: while it experienced a notable decline in the older adult population aged 65 to 74, it simultaneously saw strong growth in the 35 to 44 cohort.

### 5.2.2 Household tenure

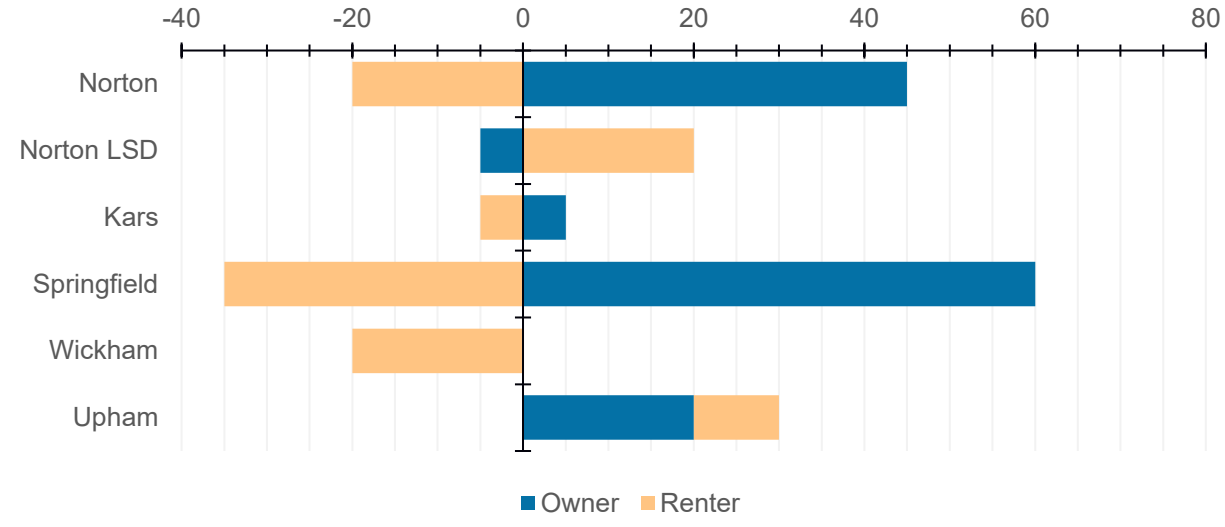
Figure 5-5 illustrates the change in household tenures (i.e., owner and renter occupied dwellings) between 2016 and 2021 for each community.

- A considerable increase in homeownership was observed in Norton, Springfield, and Upham.

- The only community that experienced a decline in homeownership was Norton (LSD), though of negligible volumes (5 households).

- Rental tenure declined in nearly all communities. The only exceptions were Norton (LSD) and Upham, where the number of renter households increased.

*Figure 5-5: Change in household tenures by community, 2016 to 2021*

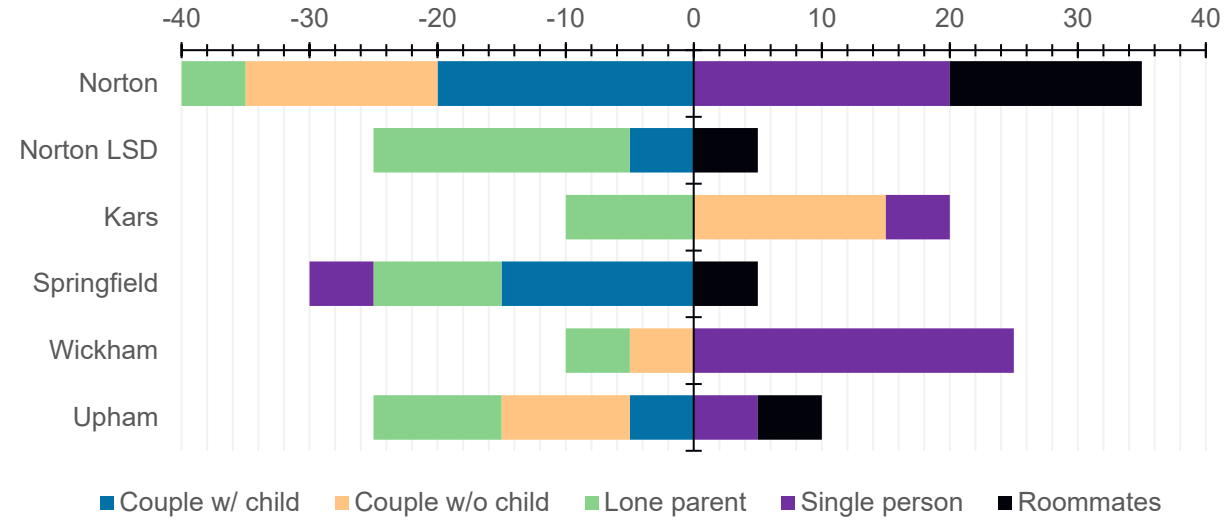



Source: Statistics Canada 2016 and 2021 Census profiles

### 5.2.3 Household family type

Figure 5-6 illustrates the change in household family types between 2016 and 2021 for each community. Note that "roommates" are defined as two-or-more persons living together that are not related.

*Figure 5-6: Change in household family types by community, 2016 to 2021*




Statistics Canada 2016 and 2021 Census profiles

- All communities experienced a decline in lone-parent households, indicating an area-wide trend away from this household type.

- The number of couple households with children declined in Norton, Norton (LSD), Springfield, and Upham. In contrast, the remaining communities saw no change, suggesting stability in family-oriented households outside these four areas.

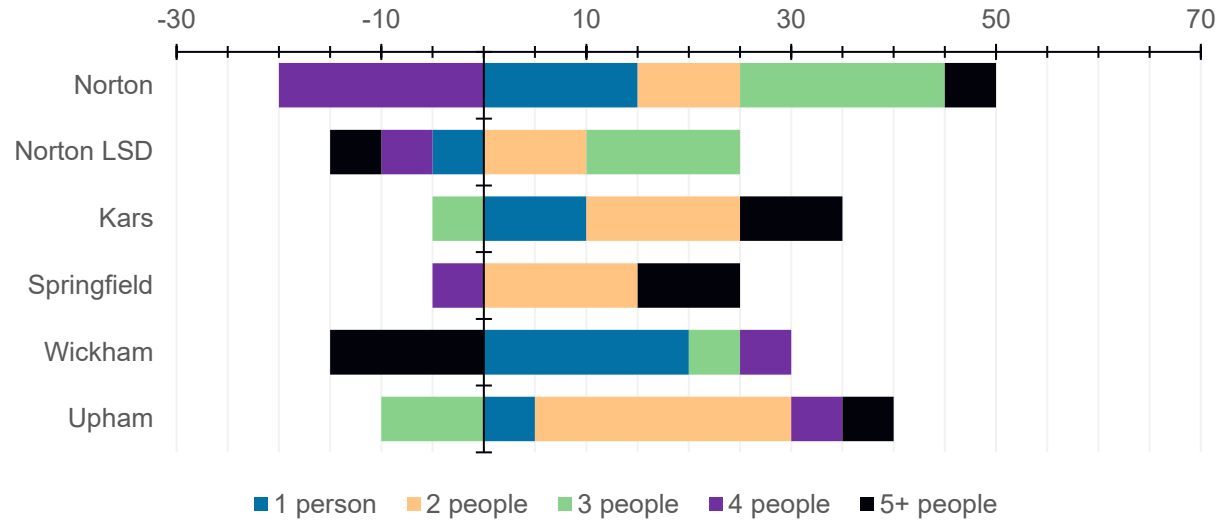
- Norton exhibited significant shifts in household composition. While there were notable increases in both single-person households and roommate households, the community also saw marked declines in couples with children and couples without children.

- Wickham also experienced a significant increase in single-person households.

### 5.2.4 Household size

Figure 5-7 demonstrates the change in specified household sizes between 2016 and 2021 for each community.

*Figure 5-7: Change in household sizes by community, 2016 to 2021*




Statistics Canada 2016 and 2021 Census profiles

- All communities saw an increase in two-person households, with the exception of Wickham.

- One-person households increased in nearly every community, pointing to a broader trend toward smaller household sizes and potentially greater demand for smaller, independent living arrangements. The only exceptions were Norton (LSD), which experienced a slight decline in one-person households, and Springfield, where the number of single-person households remained stable.

### 5.2.5 Impact

Demographic and household trends across Valley Waters point to shifting population dynamics, housing preferences, and tenure patterns. Growth in the 35 to 44 age group – particularly, in Springfield and Norton – suggests an influx of working-age adults and young families, with implications for housing demand, service capacity, and community infrastructure.

Housing tenure data reveals rising homeownership in several communities alongside declining rental availability in most – with the exception of Norton (LSD) and Upham. Given that there has been an increase in single person or roommate households (accompanied by an anticipated increase in this segment – discussed later), there may be increased demand for rental options.

The trending decline of lone-parent and couples with and without child(ren), combined with increases in roommate households, reflects changing and evolving household structures. These changes underscore the importance of offering diverse housing typologies and unit sizes, particularly smaller, flexible units to accommodate aging populations, young adults, and roommate households.

# 6 Economic Profile

## 6.1 Income

Statistics Canada affordability calculations use median before-tax household income – the total income earned by a household before income taxes and other elements are deducted – as their primary input. The level of household income is largely contingent on the characteristics of a household (e.g. household ages, number of household occupants, housing tenure, etc.).

Reported household incomes are further informed by the existing economic context at the time of a Census survey. The 2021 Census collected 2020 tax year incomes – many households had received Canadian Economic Recovery Benefit (CERB) payments. While CERB was an important injection of funds to Canadians who needed it to afford their cost of living at a time of great social and economic stress, it distorted income results. As such, readers should consider 2021 incomes to be higher than they would be without CERB relief.

### 6.1.1 Median before-tax household incomes

Table 6-1 presents the median annual before-tax income for various sets of Census household characteristics, these being: household size, household family type, and household maintainer age group. All of these categories are further disaggregated by tenure type. Note that 2021 incomes are from 2020, the most recent tax year from which this data was derived.

*Table 6-1: Median household before-tax income by household characteristic, 2020*

| Characteristics | Total households | Owner households | Renter households |
|---|---|---|---|
| Total | $69,000 | $70,000 | $45,600 |
| By household size | | | |
| 1 person | $39,600 | $40,400 | $31,400 |
| 2 people | $66,000 | $66,500 | - |
| 3 people | $104,000 | $107,000 | - |
| 4 people | $102,000 | $102,000 | - |
| 5+ people | $129,000 | $129,000 | - |
| By household family type | | | |
| Couple w/o child | $66,000 | $66,000 | - |
| Couple w/ child(ren) | $111,000 | $112,000 | - |
| Lone parent | $68,000 | $68,500 | - |
| Single person | $39,600 | $40,400 | $31,400 |
| 2+ persons | - | - | - |
| By primary household maintainer age | | | |
| 15 to 24 years | - | - | - |
| 25 to 34 years | $98,000 | $107,000 | - |

| Characteristics | Total households | Owner households | Renter households |
|---|---|---|---|
| 35 to 44 years | $94,000 | $106,000 | $53,600 |
| 45 to 54 years | $104,000 | $104,000 | - |
| 55 to 64 years | $75,500 | $77,500 | - |
| 65 to 74 years | $50,000 | $50,000 | - |
| 75 to 84 years | $37,600 | $38,400 | - |
| 85+ years | $33,200 | $33,200 | - |

Source: Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries

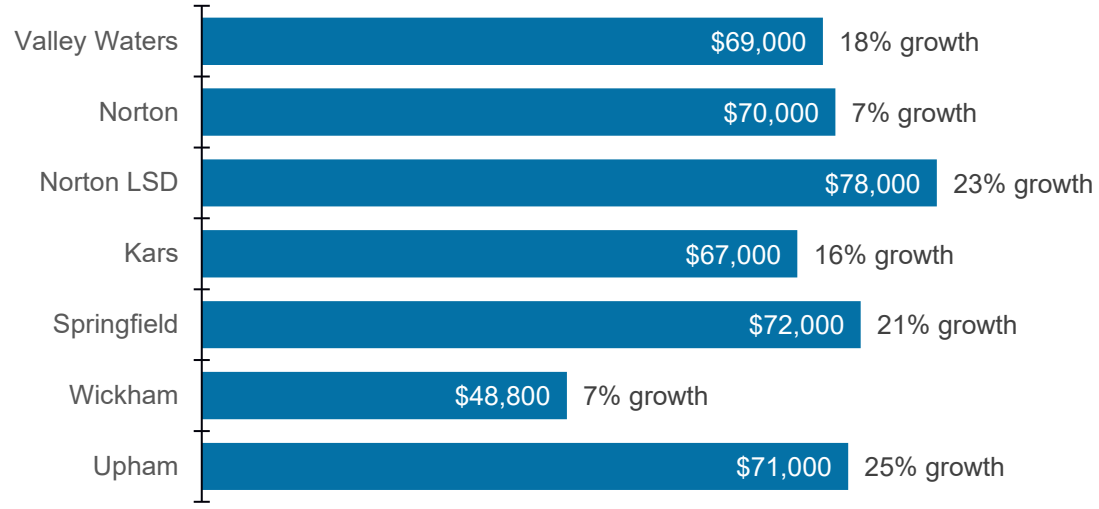
- Income data from the 2021 Census highlights notable differences in income by household tenure, where data is available. For instance, among households led by a person aged 35 to 44, renters reported a median before-tax household income of $53,600, compared to $106,000 for homeowners in the same age group.

- Generally, households that have more people earn higher incomes (i.e., a greater probability of more people earning incomes) and thus have improved financial capacity to reasonably afford their shelter expenses.

- While no data is presented above, it is important to note that about 47% of New Brunswick's provincial housing waitlist for subsidized housing in comprised of "non-elderly singles" making this demographic a provincial housing priority.

Figure 6-1 demonstrates how community median before-tax household incomes changed between 2015 and 2020, compared to Valley Waters overall.

*Figure 6-1: 2020 median before-tax household income and change from 2015 to 2020*

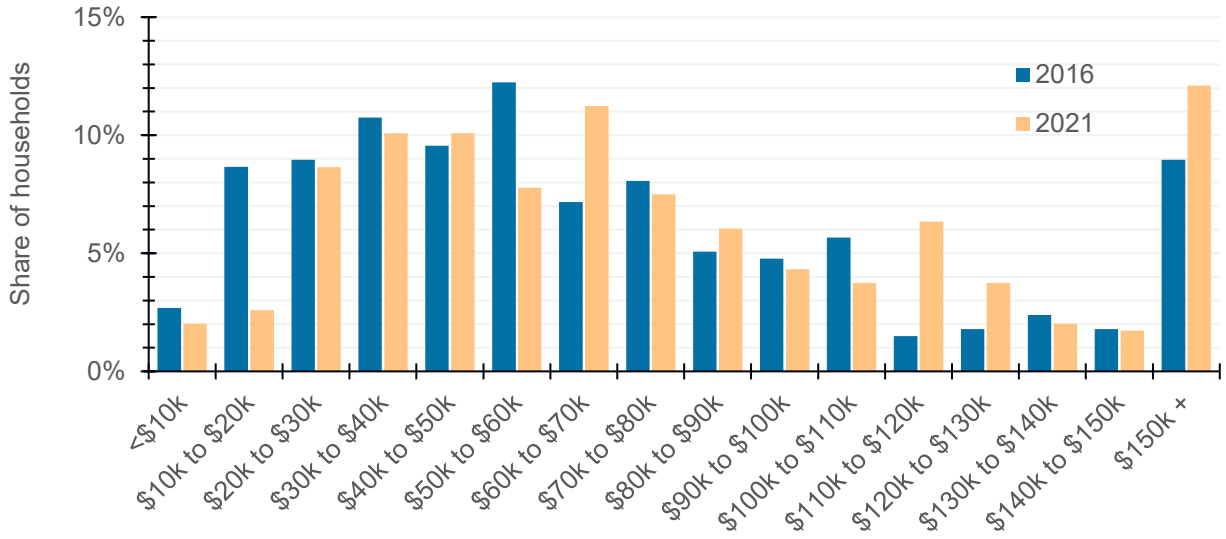



Source: Statistics Canada 2016 and 2021 Census profiles and custom datasets of New Brunswick local government boundaries

### 6.1.2 Income distribution

While the median income reflects the centre point of what households earn across Valley Waters, actual incomes are not evenly distributed. Figure 6-2 shows how incomes distribute across $10,000 increments and how they changed over time.

*Figure 6-2: Income distribution by income bracket, 2015 and 2020*




Source: Statistics Canada 2016 and 2021 Census custom datasets of New Brunswick local government boundaries

### 6.1.3 Income categories

This report adopts methods used by Housing Assessment Resource Tools (HART) to establish five household income categories that can help inform the share of the population most at risk of financial pressures related to housing. HART applied the categories built by governments in the US, Vancouver, and Melbourne. The categories are as follows:

- **Very low income**: 20% or less of Area Median Household Income (AMHI), generally equivalent to shelter allowance for income support recipients.
- **Low income**: 21-50% AMHI, generally equivalent to one full-time minimum wage job.
- **Moderate income:** 51-80% AMHI, equivalent to starting salary for a professional job such as nurse or teacher.
- **Median income:** 81-120% AMHI, representing the 'middle class.'
- **High income:** More than 120% AMHI, the group with most housing wealth.

Table 6-2 summarises the estimated income brackets that apply to each income category, the range of shelter costs afforded by these incomes, and the estimated share of local households within each income category. Table 6-2 then summarises the estimated number of households within each income category by both tenure and household size.

*Table 6-2: Income range and affordable shelter cost range by income category, 2021*

| Income category | Annual household income range | Monthly affordable* shelter cost | Estimated share of total households |
|---|---|---|---|
| Very low income | < $13,800 | < $293 | 3% |
| Low income | $13,801 to $34,500 | $294 to $733 | 15% |
| Moderate income | $34,501 to $55,200 | $734 to $1,173 | 19% |
| Median income | $55,201 to $82,800 | $1,174 to $1,760 | 26% |
| High income | $82,801 + | $1,761 + | 37% |

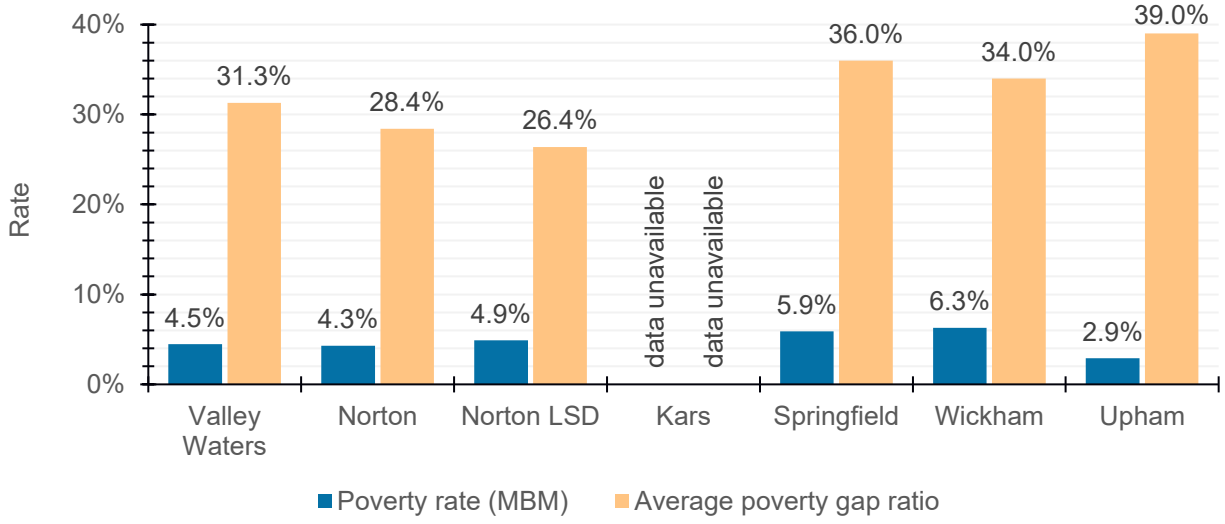
* Affordable means no more than 30% of a household's median before-tax income, further adjusted to account for an estimated 15% of shelter costs not being explicitly rent or mortgage related.
Source: derived from Housing Assessment Resource Tools (HART)

### 6.1.4 Poverty

While income levels often signal whether a household is in financial difficulty, there is considerable variation between households. To account for this, Canada uses several measures to identify whether a person or household is experiencing hardship – commonly referred to as living in poverty. Canada's official poverty line is the Market Basket Measure (MBM), which reflects the cost of a basic standard of living, such as food, shelter, transportation, and clothing, based on regional costs. It is an *absolute* measure of poverty, assessing whether individuals can afford basic necessities.

Figure 6-3 illustrates the poverty rates (based on the MBM) and the average poverty gap ratio by community. The poverty gap measures by how many dollars an income falls below a poverty line. The poverty gap ratio expresses the poverty gap as a proportion of the applicable poverty line

*Figure 6-3: Households in poverty (as per the MBM) and the average poverty gap, by community, 2021*




Source: derived from Statistics Canada[11]

[11] Statistics Canada. Table 98-10-0113-01 Individual Market Basket Measure poverty status by economic family characteristics of persons: Canada, provinces and territories, census divisions and census subdivisions.
**DOI:** https://doi.org/10.25318/9810011301-eng

- About 4.5% of households in Valley Waters lived below the poverty line – notably lower than 8.1% provincially. On average, these households earned 31% less than the low-income threshold.

- Among Valley Waters communities, Springfield and Wickham had the highest share of low-income households. In contrast, Upham showed the greatest gap between the low-income threshold and the actual incomes of households living in poverty.

### 6.1.5 Senior poverty

The MBM and LIM often produce very different pictures of senior poverty. While MBM may underestimate the financial strain faced by seniors with modest but stable incomes, LIM can highlight the economic exclusion experienced by seniors who live on fixed incomes below the national standard. For example, the Maytree Foundation reported that seniors in Canada experienced the lowest MBM poverty rate of any age group (6%).[12]

To more accurately assess poverty among seniors, who often live in smaller households, MBM values are adjusted using an equivalence scale. Provincially, almost 13% of senior households (13,820) lived at or below the MBM poverty line, more than twice the national figure – 94% of these households were single persons.

In rural New Brunswick (which includes Valley Waters) the MBM income thresholds are $24,897 for a single-person household and $35,210 for a two-person household. Table 6-3 summarizes key Valley Waters data in relation to the aforementioned provincial figures.

*Table 6-3: Assessment of Valley Waters seniors versus MBM metrics*

| Variable | Value | Percent |
|---|---|---|
| Total households | 1,740 | -- |
| Senior-led households | 605 | 35% |
| Single senior households | 215 | 12% |
| 2+ person senior households | 305 | 18% |
| Seniors below poverty line (MBM) | 60 | Share of seniors: 10% |
| Single seniors below poverty (MBM) | 60 | Share of seniors: 10% |

Source: derived from Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries

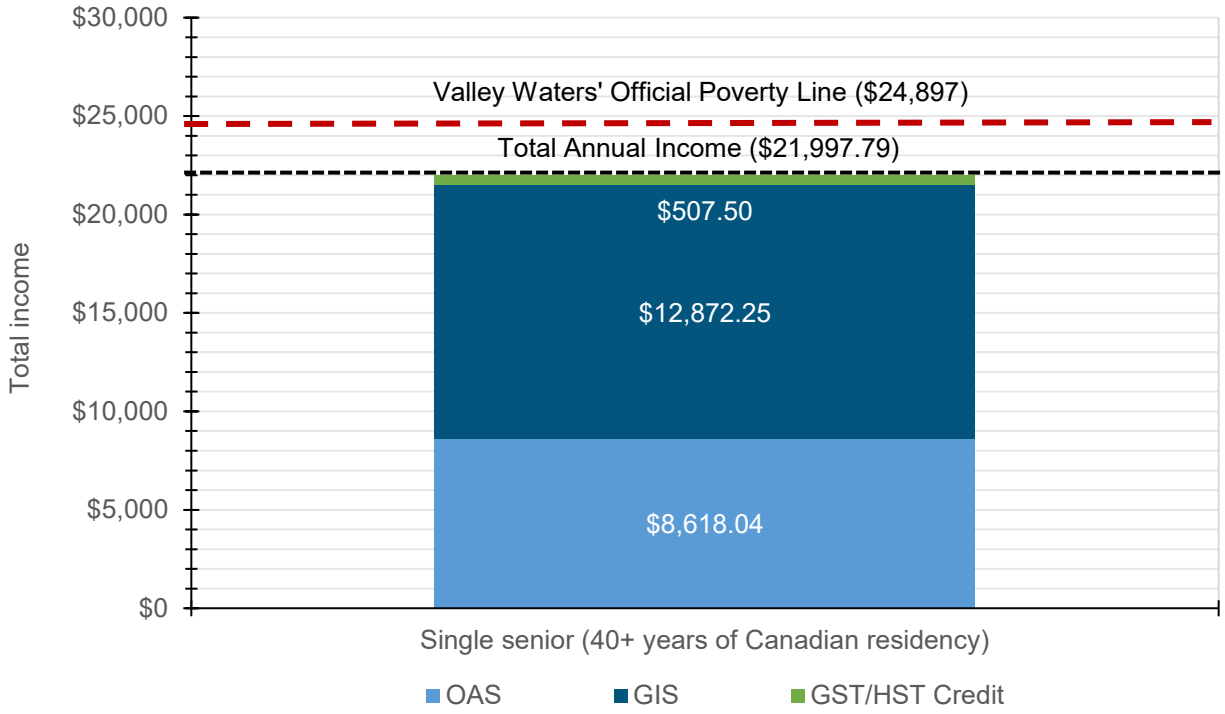
In other words, more than 1 in 10 senior households in Valley Waters fall below the MBM threshold, and every one of them consists of a senior living alone. This local data mirrors national findings from Maytree, which emphasize that single seniors are disproportionately represented among those living in poverty.

This disparity is further illustrated in Figure 6-4, which compares the total annual income available to a single senior in Valley Waters against the official regional poverty line. In this scenario, the senior receives only federally funded supports: Old Age Security (OAS), the Guaranteed Income

[12] White, A., & Gill, Y. (2025, April 16). Seniors' poverty in Canada: Why it exists and why it doesn't have to (Report). Maytree. Retrieved from https://maytree.com/wp-content/uploads/Seniors-Poverty-in-Canada.pdf

Supplement (GIS), and the GST/HST credit.[13] Together, these sources amount to just $21,997.79 per year, falling nearly $3,000 short of the MBM threshold for a single-person household in rural New Brunswick ($24,897). While these programs are intended to provide a basic income floor, they still leave low-income seniors, especially those without CPP, below the official poverty line.

*Figure 6-4: Total income support for single seniors in Canada compared to the rural New Brunswick MBM*




Source: derived from Maytree Foundation and Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries

The above underscores how even full federal support fails to fully meet the local cost of living in, reinforcing the need for local affordability strategies and supports targeted to single, low-income seniors, who represent the vast majority of senior households living in poverty in the region.

### 6.1.6 Impact

From 2015 to 2020, Valley Waters' median before-tax household income rose 18%. All six communities within the broader area saw comparable income growth, with Upham (25%), Norton (LSD) (23%), and Springfield (21%) recording notable increases. This trend suggests steady economic momentum across the area.

Income data from the 2021 Census (which uses the 2020 tax year) highlights differences in income by household tenure. Among households led by 35 to 44 year olds, renters reported a median income of $53,600, compared to $106,000 for similar homeowners. This disparity may indicate varying levels of financial stability and housing access between renters and owners.

Based on available data, approximately 18% of Valley Waters households fall into the very low to low-income categories. At estimated market rates, many of these households may face

[13] Note that the total annual income is assumed to not include Canada Pension Plan (CPP). This is due to the higher proportion of single seniors being female (who often are not eligible for CPP due to limited employment) and the presence of newcomer seniors who are also not eligible.

challenges in securing housing that aligns with standard affordability benchmarks. This regional data is reinforced at the provincial level; wherein, non-elderly single adults account for 47% of the provincial subsidized housing waitlist.[14] This shows a demand for smaller, affordable rental units.

While overall household incomes in Valley Waters have grown in recent years, the data on senior poverty reveals a more uneven distribution of financial well-being. Despite receiving full federal income supports, single seniors without CPP fall nearly $3,000 below the local poverty line. In Valley Waters, every senior household living below the poverty line is a single-person household, mirroring broader provincial and national trends. This highlights a critical gap in income adequacy for low-income seniors and underscores the need for affordable, accessible housing options tailored to smaller, aging households alongside those for low-income working-age renters.

Overall, income disparity trends point to a need for mix of housing tenures with a range of affordability levels; particularly, those suitable for working-age renters and smaller households. As a rural municipality, it is difficult to build purpose-built rental housing as it is generally incompatible with rural onsite septic and well water requirements. As such, more gentle increases are best suited for Valley Waters, such as supporting accessory unit construction.

## 6.2 Labour Force Conditions

Labour force statistics play a considerable role in shaping the demand for housing. As more people gain employment, the demand for market housing often rises, influencing both rental and homeownership markets. Conversely, as people lose employment or become underemployed, the need for non-market housing units or programs become increasingly sought after.

The interplay between a strong job market and housing requirements is complex, impacting everything from housing affordability to the availability of various types of housing units. When combining shifts in the labour force, migration trends, and housing construction activity, this interplay becomes increasingly difficult to understand. The following provides a simplified illustration of the local labour market.

Table 6-4 summarises the key labour force statistics for Valley Waters in 2021, along with changes to these statistics between the 2016 and 2021 Censuses. Definitions of each item can be found in the **Appendix B: Definitions** section. For clarity, note that the eligible workforce from which labour statistics are derived only considers persons aged 15 or older.

*Table 6-4: Labour force statistics, 2021*

| Variables | 2021 | Change* ('16-'21) |
|---|---|---|
| Total eligible workforce (persons aged 15+) | 3,670 | +3% |
| In the labour force | 2,230 | +6% |
| Employed | 2,020 | +6% |
| Unemployed | 210 | -3% |
| Not in the labour force | 1,440 | -1% |

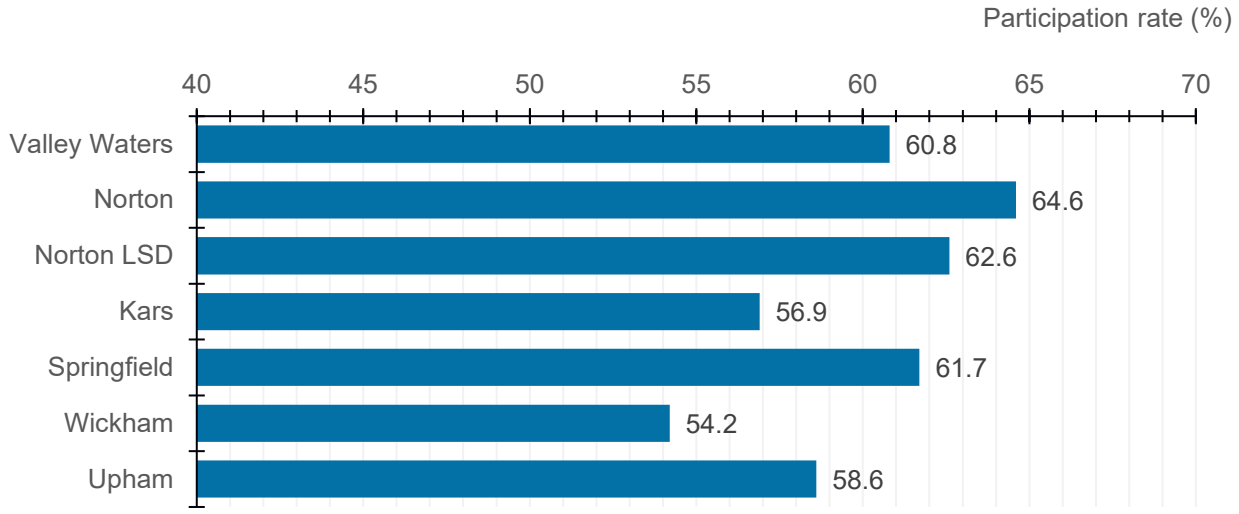
[14] Government of New Brunswick. (2022). 2022–2025 New Brunswick action plan. https://www2.gnb.ca/content/dam/gnb/Departments/sd-ds/pdf/Housing/2022-2025-new-brunswick-action-plan.pdf

| Variables | 2021 | Change* ('16-'21) |
|---|---|---|
| Participation rate | 60.8% | +1.5 pp |
| Employment rate | 55.0% | +1.6 pp |
| Unemployment rate | 9.4% | -0.9 pp |

* Change between 2016 and 2021 based on differences between the sum of Valley Waters communities, as custom data for 2016 was not available for the new government boundary
Source: Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries

Figure 6-5 compares community participation rates – the percentage of individuals working or actively seeking employment within the eligible labour force – to Valley Waters as a whole. As a key economic indicator, participation reflects the extent to which people are engaged in or seeking to contribute to economic production.

*Figure 6-5: Participation rate by community, 2021*

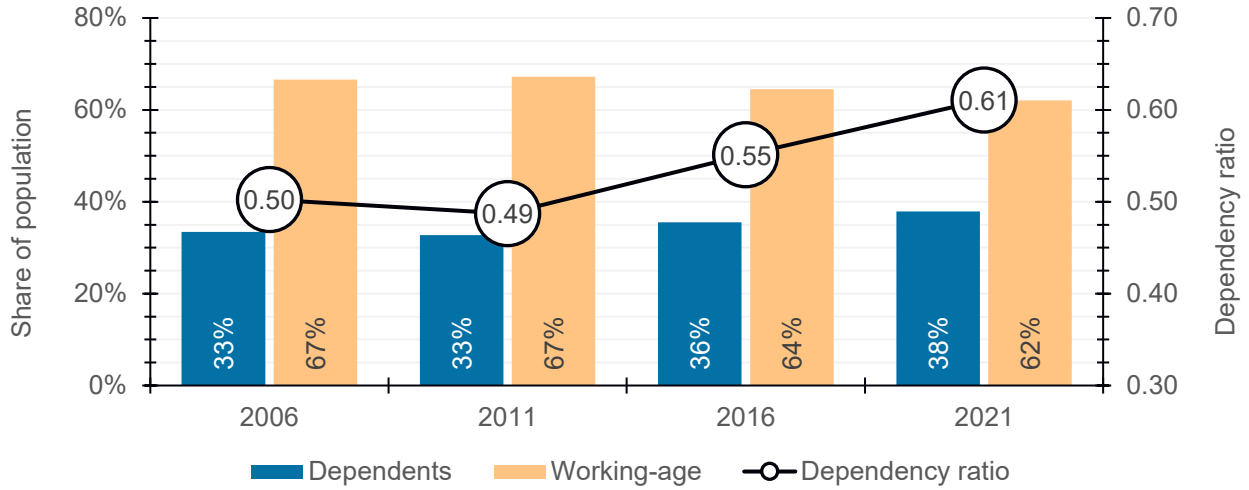



Source: Statistics Canada 2016 and 2021 Census profiles and custom datasets of New Brunswick local government boundaries

An alternative lens for understanding the economic profile of a community is the "dependency ratio," which measures the proportion of individuals typically outside the formal labour force (such as children and older adults) to those of traditional working age (15 to 64). Rather than framing dependents as an economic “burden,” the dependency ratio highlights the importance of ensuring adequate support systems, social infrastructure, and resource allocation to meet the needs of all age groups. A higher ratio signals a greater share of the population that may rely on public services, underscoring the collective responsibility to promote well-being across generations.

Figure 6-6 illustrates the historical and anticipated volumes of dependents and working-age persons, along with the dependency ratio. Readers may notice that past data for Valley Waters has only reported 2016 and 2021 values since these are the only years we have local data for; whereas, the below shows four Census years. For this analysis, we estimate historical dependency ratios by combining Valley Waters’ six communities together.

*Figure 6-6: Share of dependents and working-age (15 to 64) persons, and the historical dependency ratio*




Source: derived from 2006, 2011, 2016, and 2021 Census profile data

### 6.2.1 Employment characteristics

Table 6-5 shows the top 10 industries of employment for the workforce living in Valley Waters, based on their North American Industry Classification System (NAICS) category, as well as the share of total workers that comprise the respective industry.

*Table 6-5: Top ten industries of employment by number / share of workers*

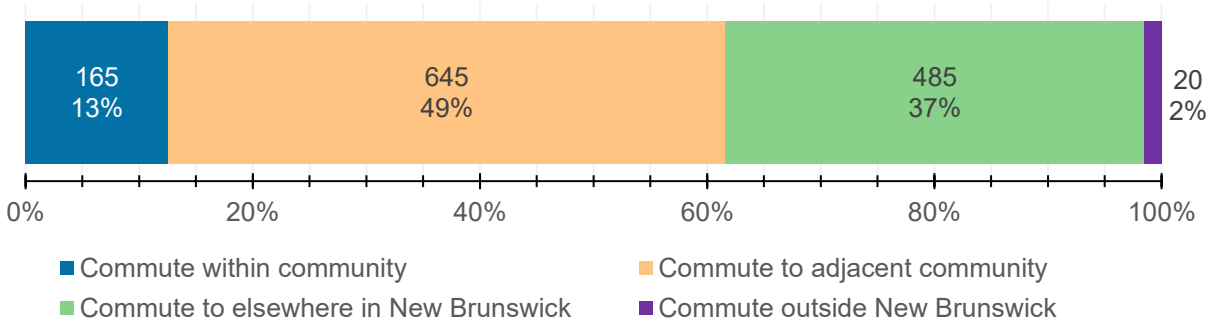
| NAICS code | Top 10 industries (by total workers) | # of workers | share of total workers |
|---|---|---|---|
| 23 | Construction | 300 | 13% |
| 62 | Health care & social assistance | 285 | 13% |
| 31-33 | Manufacturing | 255 | 11% |
| 11 | Agriculture, forestry, fishing, and hunting | 210 | 9% |
| 44-45 | Retail trade | 200 | 9% |
| 81 | Other services (excl. public administration) | 185 | 8% |
| 61 | Educational services | 150 | 7% |
| 91 | Public administration | 120 | 5% |
| 56 | Administrative, support, waste, and remediation services | 90 | 4% |
| 48-49 | Transportation and warehousing | 85 | 4% |

Source: Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries

### 6.2.2 Commuting

Figure 6-7 shows the commuting destinations of Valley Waters's workforce (i.e., the locations of their respective workplaces).

*Figure 6-7: Working population with a usual place of work by commute destination, 2021*




Source: Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries

- 86% of Valley Waters' workforce commute outside their community of residence for work, with the majority commuting to nearby, adjacent communities, as well as elsewhere in the province.

### 6.2.3 Impact

As noted, the *dependency ratio* is one measure used to assess the balance between working-age individuals and those typically outside the labour force, such as children and older adults. In Valley Waters, the dependency ratio has steadily increased over the past 15 years – from 0.50 in 2006 to 0.61 in 2021.

This upward trend indicates a growing proportion of the population that is not typically engaged in the labour force. While the shift is consistent with national aging trends, the local pattern is less concerning than many other rural communities whose ratios are much closer to 1.0. Nevertheless, the increase means that there is an increased demand on local public services such as healthcare, education, and age-appropriate recreation. It also highlights the importance of planning for a workforce that may need to support a larger dependent population over time. Furthermore, with an anticipation that senior age groups should expand over the foreseeable future (discussed later), there is a strong possibility of even greater demand on services.

The majority of Valley Waters' employed residents (86%) commute outside their community for work, with most traveling to adjacent areas or other parts of the province. This high level of outbound commuting suggests that local employment opportunities may be limited relative to the size of the working population. It also has implications for transportation infrastructure, regional economic development, and land use planning.

# 7 Housing Profile

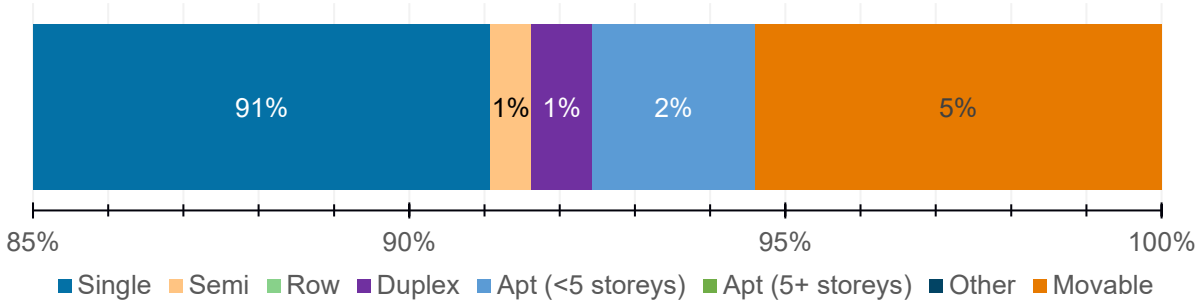
## 7.1 Housing Inventory

In 2021, estimates using Statistics Canada data suggest that Valley Waters may have had a dwelling inventory of 2,089 units, of which about 1,740 dwellings were occupied by a usual resident. A usual resident is a person or household that lives in the community more than half of the year. Non-usual resident occupied dwellings could be vacant properties, second homes, short-term rentals, etc.

In 2021, 17% of local dwellings were not used for permanent tenure, marking a significant decrease from 26% in 2016. This decline indicates that incoming residents and households were filling previously underutilized properties rather than new construction driving the demand.

Figure 7-1 shows how dwellings occupied by a usual resident distributed in relation to their structural type.

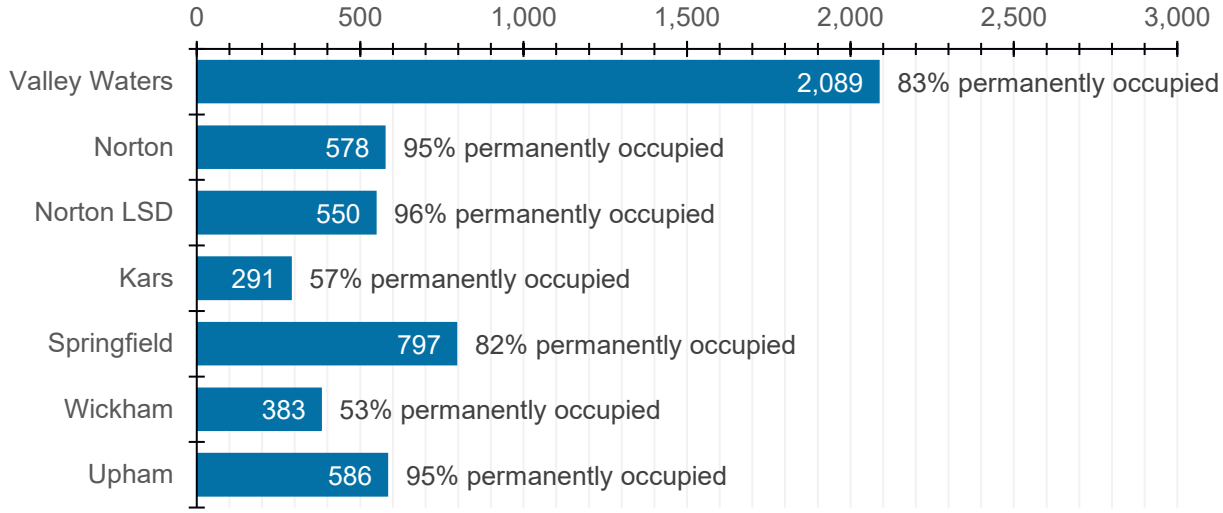
*Figure 7-1: Occupied dwellings by structural type, 2021*




Source: Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries

Figure 7-2 summarises the total local dwelling inventory for Valley Waters and each of its communities, as well as the share of dwellings occupied by a usual resident.

*Figure 7-2: Total dwellings and percent of dwelling occupied by a usual resident, 2021*



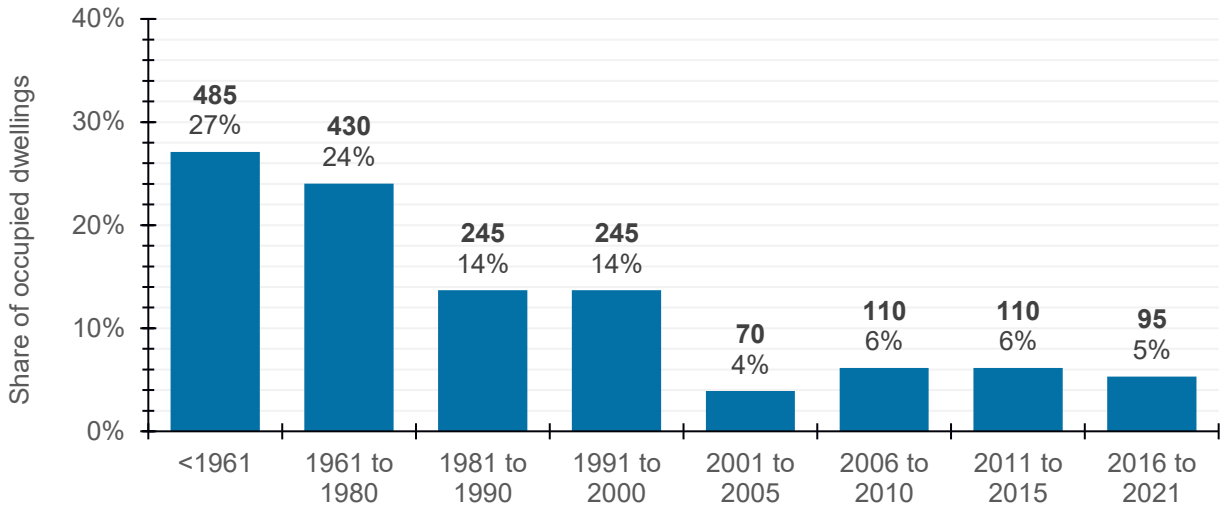

Source: Statistics Canada 2021 Census profile and custom datasets of New Brunswick local government boundaries

- About 83% of dwelling inventory in Valley Waters is permanently occupied by a resident or residents.

- Relative to total dwellings in all 6 communities, rates of permanent occupancy are high, with the exception of Kars (57%) and Wickham (53%).

Figure 7-3 illustrates the distribution of when local dwellings were built in Valley Waters, which serves as a way of understanding local construction activity by time period.

*Figure 7-3: Period of dwelling construction, 2021*




Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries

- Housing construction activity has been relatively consistent from period to period. For instance, 24% of dwellings were built in the ‘60s or ‘70s, 28% in the ‘80s or ‘90s, and 21% in the ‘00s and ‘10s.

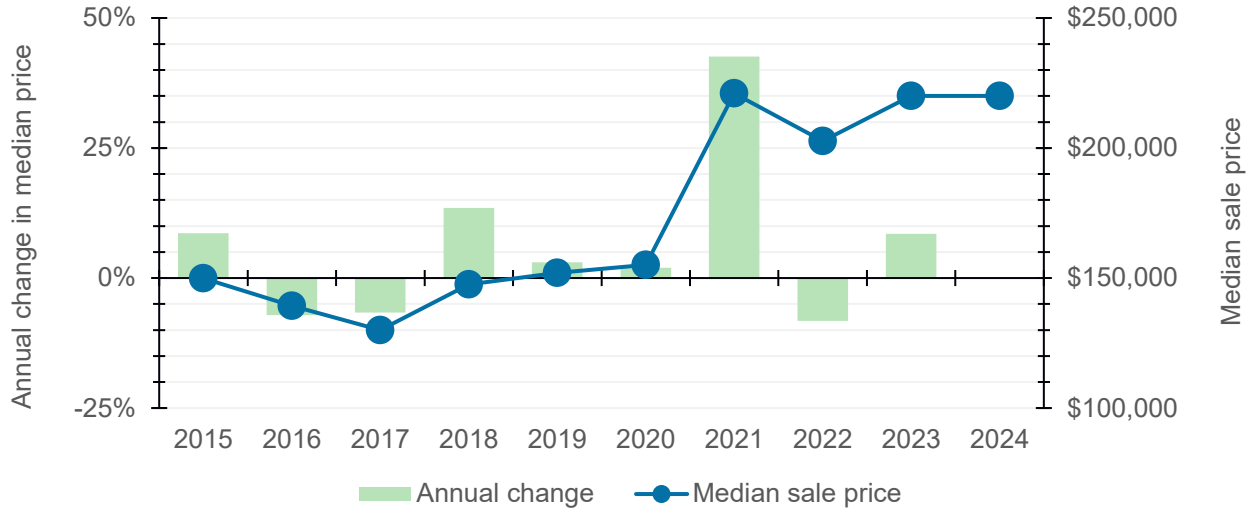
- While said activity has appeared consistent, there is still a considerable portion of older dwellings across Valley Waters. Most notably, 27% of local occupied dwellings were built prior to 1961. Often an outcome of such a high share is the elevated rate of dwellings requiring major repairs.

## 7.2 Local Homeownership Conditions

### 7.2.1 Sale prices

Figure 5-1 illustrates Valley Waters’s annual median sale price and the year over year change in said sale price.

*Figure 7-4: Historical median sale price and year over year change in median price*

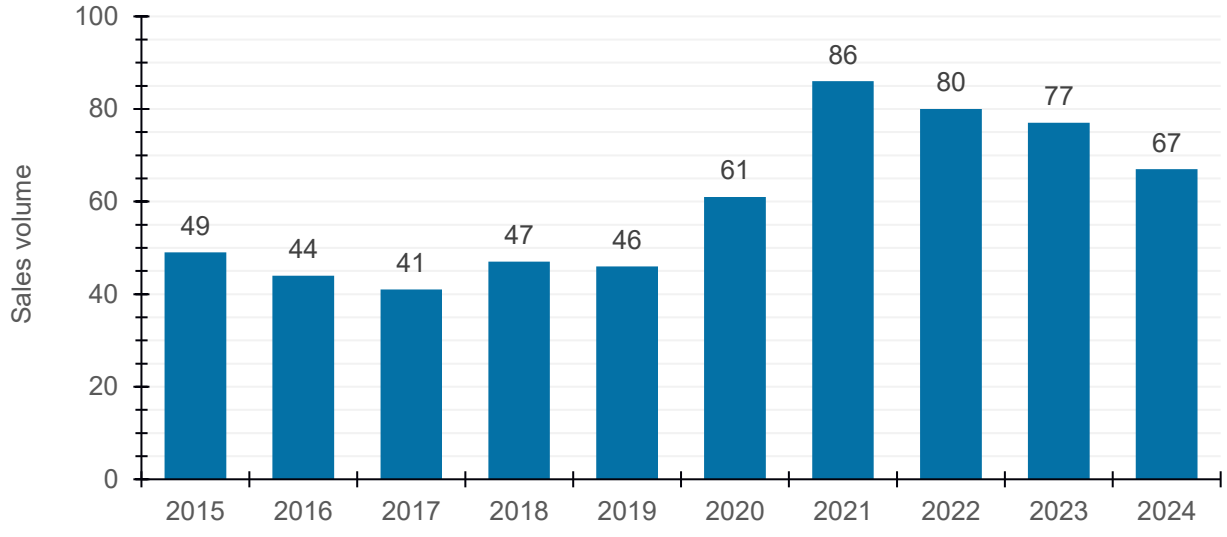



Source: derived from GeoNB

### 7.2.2 Sale volumes

Figure 7-5 illustrates how sales volumes have changed over the last decade. Understanding this change helps understand whether local price increases are a result of low supply, high demand, or a combination of both variables.

*Figure 7-5: Historical sales volumes*




Source: derived from GeoNB

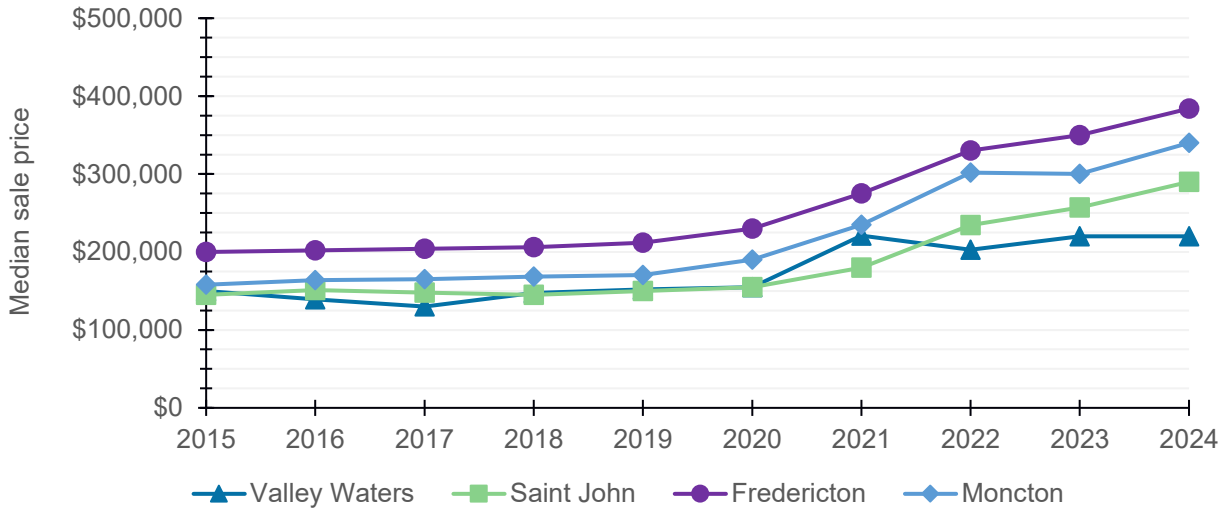
- Valley Waters' highest median house price was documented in 2021, aligning with the period of greatest sale activity. This closely ties to the volume of people who moved to Valley Waters, and thus the increased demand for housing, between 2020 and 2021.

- Sales price and volume data since 2021 suggests that there has been a cooling off of demand from households moving to rural New Brunswick; in this case, Valley Waters. The result is a more stabilized median house price.

### 7.2.3 Cross-jurisdictional comparison

Comparing changes in Valley Waters sale prices to nearby urban centres is useful for understanding the broader housing market dynamics. Often, as home prices rise in urban centres, many buyers are pushed toward surrounding suburban and rural areas in search of alternatives. This migration can drive up demand and prices in outskirt communities, sometimes at an even faster rate than in the city itself. Figure 7-6 showcases the potential relationship between Valley Waters and its adjacent communities related to annual change in median sale prices.

*Figure 7-6: Comparison of historical change in median price*




Source: derived from GeoNB

- As mentioned, Valley Waters' median sale prices saw a sharp increase between 2020 and 2021. Following a slight decline in 2022, price have remained relatively stable since 2023 at $220,000.

- In contrast, nearby urban centres of Saint John, Fredericton, and Moncton have experienced continued growth in median sale prices over the same period. Moncton also saw relatively stable growth, with a slight dip between 2022 and 2023.

- This suggests that while Valley Waters' housing market experienced a similar initial increase at the onset of the pandemic, it has since not experienced the same sustained appreciation as seen in other areas.

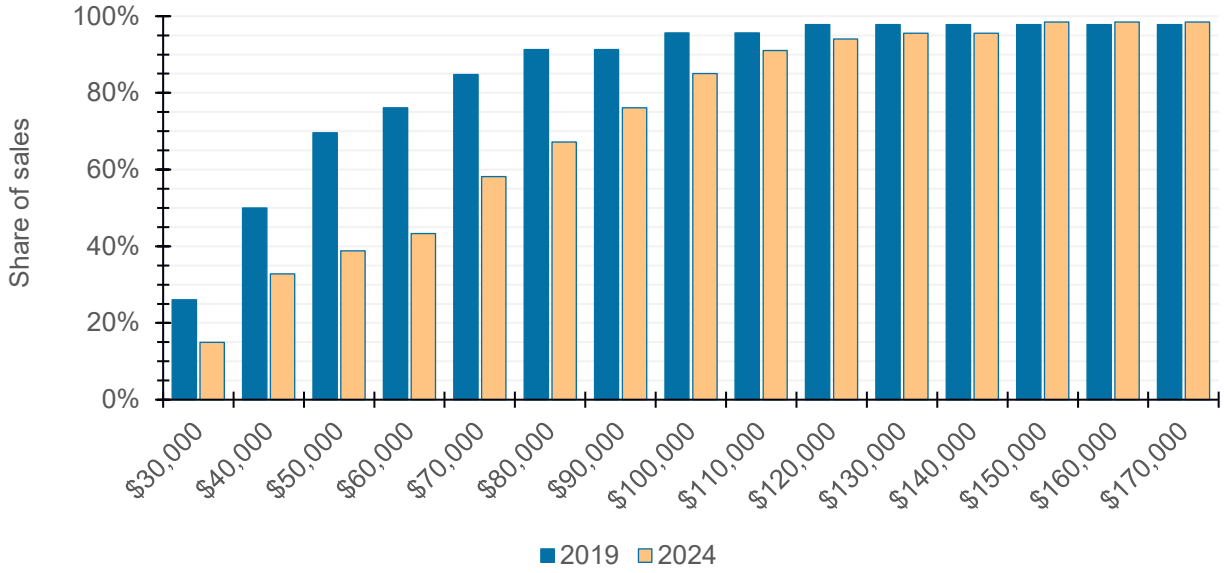
### 7.2.4 Impact

From a house price perspective, Valley Waters' housing market has been stable in recent years, with median sale prices holding at $220,000 since 2023. This contrasts with ongoing price growth in nearby urban centres such as Saint John, Fredericton, and Moncton, suggesting that while demand in Valley Waters is steady, it does not have the upward pressure seen in larger markets.

Even if there are not the same pressures in Valley Waters, it is important to stress how a price surges over a small moment in time impacted local affordability. Figure 7-7 shows just this, demonstrating what share of sales in a given year were affordable at certain incomes. In 2019

(pre-pandemic), a $70,000 household income could roughly afford 85% of the homes sold in that year. In 2024, this share had fallen to 58%.

*Figure 7-7: Share of dwellings for sale that are affordable by before-tax household income level*




Source: derived from GeoNB, Bank of Canada, and mortgage assumptions

While dwelling construction activity has been relatively consistent over time, over half of the housing stock was built before 1980 and more than one quarter was built prior to 1961. This points to an aging housing supply requiring more frequent and intensive upkeep. While this suggests the importance of providing opportunities to residents, where possible, to affordably update their homes, it also demonstrates that there is a need to support new dwelling construction to better balance the distribution of building age.

Despite these supply limitations, 83% of dwellings in Valley Waters were permanently occupied in 2021, higher than in 2016. For a rural community, this represents a relatively stable residential base. However, lower occupancy rates in Kars and Wickham may indicate the presence of seasonal or secondary residences, or emerging trends in underutilized or uninhabitable housing.

## 7.3 Local Rental Conditions

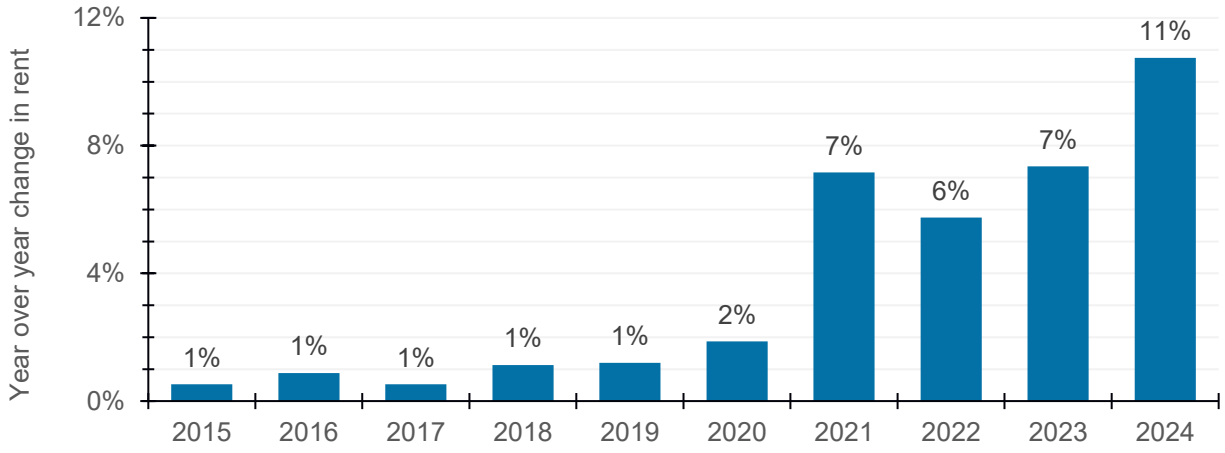
The Canada Mortgage & Housing Corporation's (CMHC's) Rental Market Survey (RMS) is most often used as the primary source for rental property data. Like any source, there are limitations to consider. For the RMS, the rental data reflects only the "primary rental universe," which considers only purpose-built rental buildings that have three-or-more units. Furthermore, the survey is only performed for communities of 10,000 people or more, which unfortunately means there is no CMHC data for Valley Waters. While not studied, a rental market does exist. In place of CMHC data, the following uses Statistics Canada data. While not current, it does offer some information about long-term trends and potential local inventories.

### 7.3.1 Historical rents

Housing market prices (mortgages or rents) are influenced by the relationship between supply and demand. The last few years (and especially during early COVID-19) are a prime example of

this relationship at an imbalance. As demand surged and few units were available, prices jumped. Figure 7-8 illustrates this jump for rents across New Brunswick through the change in the Consumer Price Index (CPI) for rented shelter over the last decade.

*Figure 7-8: Year over year change in consumer price index (CPI) for rent, New Brunswick*

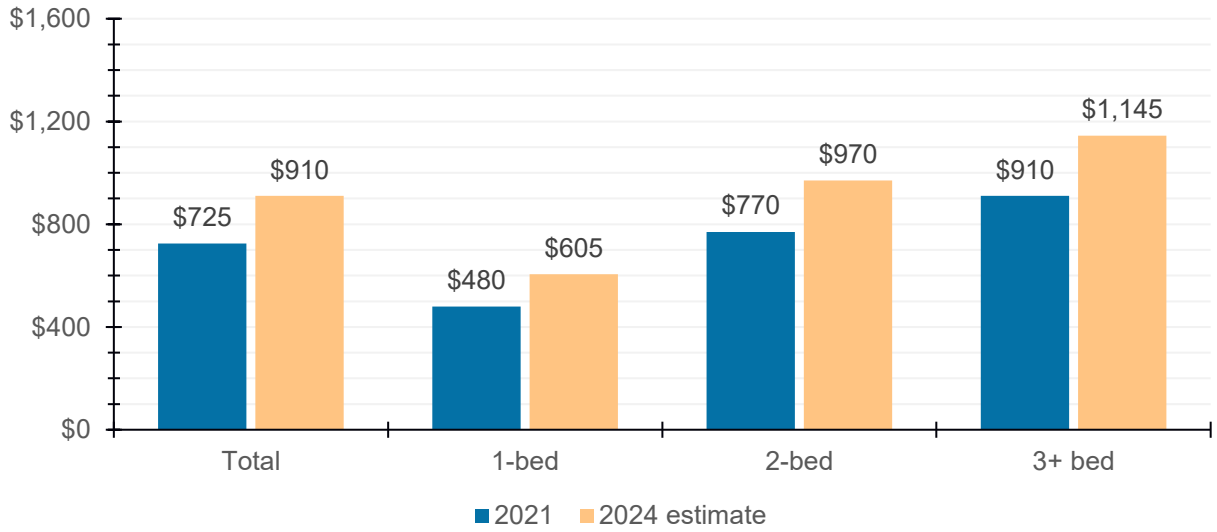



Source: Statistics Canada[15]

- Across New Brunswick, rents gradually increased on an annual basis from 2015 to 2020. As of 2021, rents were rising from 6% to 11% year-to-year. Increases of this magnitude are difficult for renters to budget for; particularly, lower incomes where shelter costs already make up a high share of their earnings.

Figure 7-9 estimates what this growth might mean from a local perspective. It highlights median rents reported by the 2021 Census and adjusts upwards by CPI to estimate the price as of 2024.

*Figure 7-9: 2021 median rent and 2024 estimated median rent*




Source: derived from Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries and Statistics Canada NB CPI for rent

[15] Statistics Canada. Table 18-10-0005-01 Consumer Price Index, annual average, not seasonally adjusted. DOI: https://doi.org/10.25318/1810000501-eng

Readers may see these numbers as below what they are experiencing in the market, and they are correct in this assessment. The Census only collects rental data for properties that are occupied (some for extended periods of time) and thus do not represent what tenants may see on rental platforms like Kijiji or Facebook Marketplace.

### 7.3.2 Impact

According to rent estimates, the typical dwelling occupied by a tenant may have been rented for about $910 in 2024, with prices less and more elevated depending on the size of the dwelling. While likely low relative to current vacant listings, a $910 rent is still troublesome for many of Valley Waters' households.

Table 7-1 summarizes income category data previously presented, with a new column that provides the difference between what an income category can afford (at its upper limit) and the typical median rent in 2024.

*Table 7-1: Affordable shelter cost by income category versus estimated 2024 median rent*

| Income category | Monthly affordable* shelter cost | Estimated share of total households | Difference between upper bound affordable and 2024 median rent |
|---|---|---|---|
| Very low income | < $293 | 3% | - $617 |
| Low income | $294 to $733 | 15% | - $177 |
| Moderate income | $734 to $1,173 | 19% | $263 |
| Median income | $1,174 to $1,760 | 26% | $850 |
| High income | $1,761 + | 37% | |

Source: derived from HART and from Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries and Statistics Canada NB CPI for rent

Generally, lowest income earners are more likely to need to rent (or receive support in achieving their rent). For Valley Waters, low income or below earning households made up about 18% of the resident base. According to the table, these households would not be able to afford the typical local median rent.

This is especially poignant given that the rent used, even if adjusted, in an underreported value since it represents only occupied rents, and does not consider what the rental price would be on the open market for a new renter or a renter transitioning between units. Relatedly, the assessment of affordability may be more dire if there were improved data sources to draw from.

It is important to note that seniors on fixed incomes do make up a notable share of low income earning households. Many of these people have either paid off their mortgage or have savings that would not be counted towards income for the year. Nevertheless, there is a considerable percentage of dwellings needing major repair (see next section), which require investments that are difficult to pay for on a fixed income. As these homes become less inhabitable or repairs become too expensive, seniors may choose to move elsewhere, like into a rental. However, based on estimates, existing rents may be prohibitive, not only locally but across New Brunswick.

For instance, the closest community with non-city CMHC rental data is the Town of Oromocto. In 2024, the median rent in Oromocto was $1,125 – 48% higher than estimates for Valley Waters, and these are also underreported because they largely represent currently occupied units.

## 7.4 Housing Need Indicators

A household is considered to be in core housing need if it meets two criteria:

1. A household is below one or more of the national adequacy, suitability and affordability standards; and,

2. The household would have to spend 30% or more of its before-tax household income to access local housing that meets all three standards.

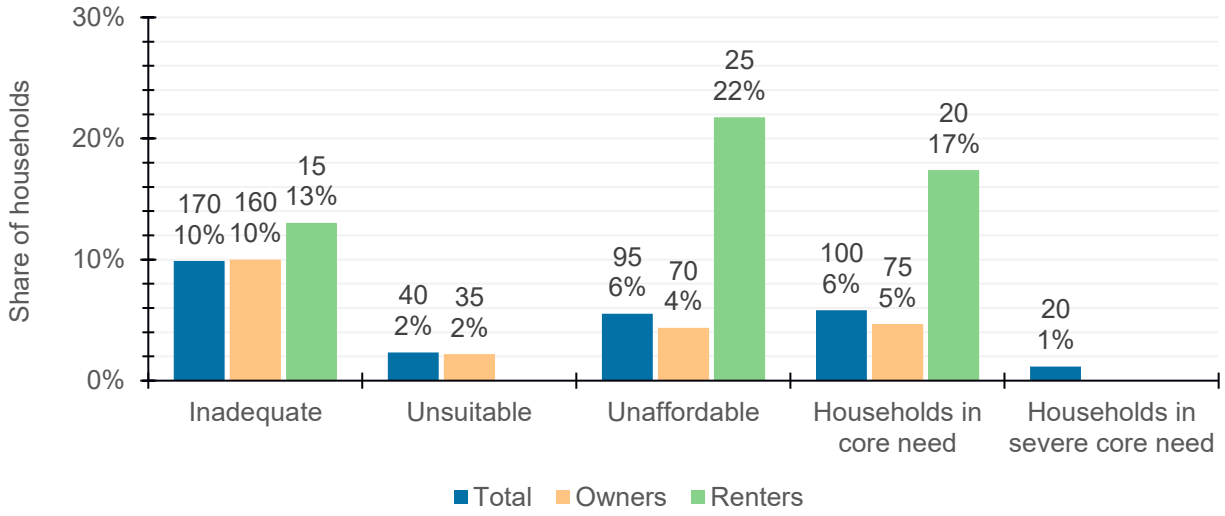
Housing is considered to be **affordable** when housing costs less than 30% of before-tax household income. Housing is considered to be **suitable** when there are enough bedrooms for the size and make-up of the household. Housing is considered to be **adequate** when it is not in need of major repairs. A household is considered to be in **severe core housing need** if they cannot meet the criteria of core housing need, adjusted for a 50% affordability threshold.

It is important to note that official measures of those in core housing need exclude key groups, including those experiencing homelessness, students living independently of their guardians, people living in congregate housing, and migrant farm workers. This means that core housing need figures may underestimate overall housing need.

### 7.4.1 Data

Figure 7-10 shows rates for each of the aforementioned criteria, core housing need, and severe core housing need by tenure types. Data is from the 2021 Census, which included distorted incomes (higher than anticipated) due to pandemic relief payments. Relatedly, this distortion results in lower reported levels of unaffordability – more lower income households were temporarily able to afford their shelter expenses.

*Figure 7-10: Share of and total households experiencing a specific housing indicator by tenure, 2021*




Source: Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries

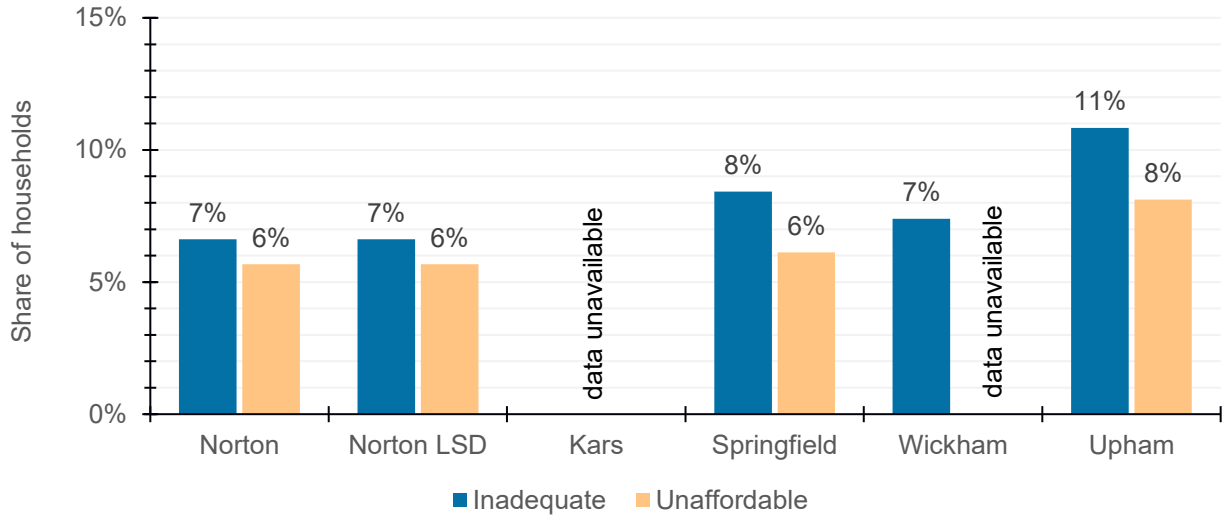
- Renter households are more likely to face challenges related to key housing indicators; particularly, affordability (22%) and adequacy (13%). Among renters, affordability stands out as the most pressing issue.

- Core housing need affects 17% of renter households, compared to just 5% of owner households, highlighting a disparity in housing stability between tenures.

- While owner households also face challenges concerning key housing indicators, with 10% of owner households experiencing adequacy challenges and 4% facing affordability issues, these occur at lower rates than among renters, reflecting a comparatively more stable housing situation for owners compared to renter households. Notwithstanding, 10% inadequacy is high compared to other jurisdictions. For instance, New Brunswick's overall inadequacy rate is 8%.

Figure 7-11 illustrates the difference between the share of inadequate and unaffordable dwellings across the communities of Valley Waters.

*Figure 7-11: Inadequacy versus unaffordability by community, 2021*




Source: Statistics Canada 2021 Census profile

- Housing indicator data is not available for all six communities. Kars has no data available and Wickham only has adequacy data.

- Among the communities with available information, both housing adequacy and affordability are ongoing concerns.

- Locally, issues with inadequate housing appear more common than affordability challenges, suggesting that the condition of the housing stock may be a more pressing issue in some areas. This is related to the age of the dwelling inventory, with more than half built prior to the 1980s and more than one quarter built before 1961.

- Norton stands out as the community with the highest reported rate of inadequate dwelling units, with 15% of dwellings reported as such. This points to a potential need for targeted investment in repair.

- In contrast, housing affordability challenges were relatively consistent across communities, with 6% to 8% of dwellings deemed unaffordable, remaining an important but slightly less variable issue compared to the local need for repair.

### 7.4.2 CERB-related affordability distortion

The Canada Emergency Response Benefit (CERB) had a notable, albeit temporary, impact on housing affordability during the COVID-19 pandemic. CERB provided eligible individuals with $2,000 per month during the pandemic's peak, which boosted household incomes, especially for lower-income renters who were disproportionately affected by job losses and reduced work hours.

This income support helped many renters keep up with housing costs during the early pandemic period, leading to a short-term improvement in affordability indicators. While it had a positive impact for many, CERB artificially inflated income levels in the 2021 Census (which uses income from the 2020 tax year), making it seem as though affordability had improved. This was not a structural change. Once CERB ended, many households faced worsening affordability challenges, particularly as rents rose.

Table 7-2 was prepared as an illustration of the impacts of CERB on unaffordability and the average before-tax household income for renters across New Brunswick. Using 2021 Census Public Use Micro-data Files, it was possible to subtract CERB payments from a sample of Census records, after which a recalculation of the unaffordable rate and average income was performed.

*Table 7-2: Estimated change in renter unaffordability and average income without CERB, New Brunswick*

| Scenario | Unaffordable rental dwellings (%) | Average before-tax renter household income |
|---|---|---|
| Incomes including CERB | 30.7% | $52,300 |
| Incomes not including CERB | 38.5% | $47,600 |

Source: derived from Statistics Canada 2021 Census PUMF

### 7.4.3 Impact

Data highlights a disparity between renter and owner households, with renters facing higher rates of affordability (22%) and adequacy (13%) challenges. Relatedly, core housing need affects 17% of renter households, compared to just 5% of owners, further demonstrating greater relative vulnerability among tenants.

While housing affordability remains an important issue across all communities (6 to 8% of dwellings), inadequate housing conditions are more prevalent, suggesting that the quality of the existing housing stock may be a more pressing concern in some areas. Norton is of particular note, with 15% of dwellings deemed inadequate, pointing to a need for targeted repair and rehabilitation efforts. Incomplete data for Kars and Wickham limits a comprehensive analysis, but available figures confirm that both adequacy and affordability are ongoing challenges.

Given the overwhelming share of owner households in Valley Waters, the number of households in need across each indicator is higher for owners than for renters. For instance, 15 dwellings occupied by a tenant were in need of major repair, versus 160 occupied by the owner. With the high volume of old homes and increasing share of senior-led households, there is immediate and growing concern that people on fixed incomes may not be able to afford the upkeep of their shelter, even in the absence of a mortgage. These large expenses are not considered the affordability indicator calculation. If included, the 70 homeowners identifying they were financially vulnerable due to their shelter in 2021 may be much more elevated.

It is also important to consider the temporary impact of pandemic-related income supports such as CERB, which inflated income levels in 2021 Census data. As this was not a structural change, the affordability landscape likely worsened once these benefits ended, especially amid rising shelter costs for both owner and renter households.

# 8 Projected Need

The following section provides informed estimates of potential housing demand outcomes for the Valley Waters over the next two decades. While these projections help create a future context within which policies and regulations can be adjusted or improved, they should not be interpreted as precise predictions. Projection work primarily relies on past trends to identify future possibilities, but these trends are shaped by various economic, social, and political factors that may not remain constant throughout the projection timeline.

As a result, actual outcomes can differ considerably from modeled projections, especially if there are major shifts at the local, provincial, or national level. For example, no projection model could have anticipated the COVID-19 pandemic, which quickly made many earlier projections obsolete.

Therefore, projections should be viewed as a guide to a community's potential trajectory rather than absolute certainty. To maintain accuracy and relevance, new projections should be produced regularly in alignment with data releases, ensuring that assumptions and inputs are updated. This allows communities to adjust their planning strategies and course-correct when necessary.

## 8.1 Projected Population

Table 8-1 summarizes the anticipated Valley Waters population over the next 5, 10, and 20 years, categorized by select age groups.

*Table 8-1: Projected population by age group, total and percent change (medium growth scenario)*

| | Total | 0 to 14 | 15 to 24 | 25 to 44 | 45 to 64 | 65 to 84 | 85+ |
|---|---|---|---|---|---|---|---|
| **2029** population | 4,715 | 685 | 545 | 990 | 1,250 | 1,135 | 110 |
| Change: '24 to '29 | +3% | -2% | +9% | +4% | -4% | +9% | +22% |
| **2034** population | 4,760 | 650 | 545 | 1,005 | 1,240 | 1,165 | 155 |
| Change: '24 to '34 | +4% | -7% | +9% | +5% | -5% | +12% | +72% |
| **2044** population | 4,905 | 690 | 530 | 1,055 | 1,335 | 1,080 | 215 |
| Change: '24 to '44 | +7% | -1% | +6% | +10% | +3% | +4% | +139% |

Source: derived from Statistics Canada

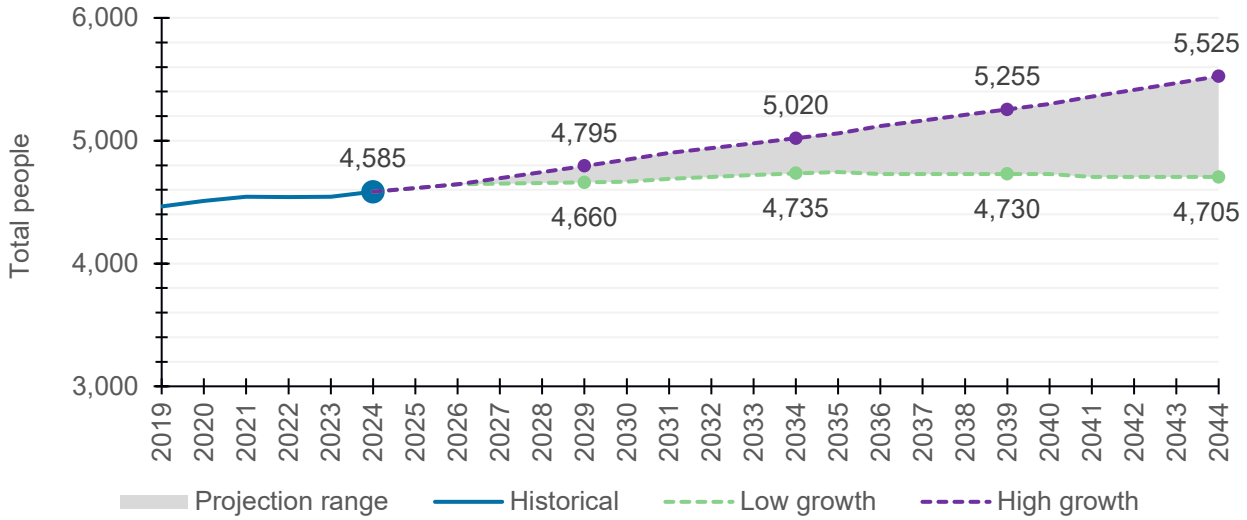
- From 2024 to 2034, Valley Waters' population may grow 4% – reaching about 4,760 people. Most of the community's growth over the decade should occur during the first half.

- Most of the defined age groups should grow over the projection period, with only an anticipated decline among youth (0 to 14) over the two decades. Model outputs suggest that there may be a growth of youth from 2034 to 2044, compared to a contraction over the first ten years.

- Older age groups should experience growth over the next two-decades. Interestingly, calculations suggest that total seniors 65 to 84 may reduce in the second half of the projection period, corresponding with a redistribution to younger age groups.

Figure 8-1 illustrates the projection scenario band and its trajectory over the next two decades. Briefly, the possibilities for Valley Waters' future are broad and thus uncertain – even more so the further into the projection horizon.

*Figure 8-1: Projected range of total population change*




Source: derived from Statistics Canada

## 8.2 Projected Households

Household growth is a fundamental component of housing demand. By definition a household requires an available dwelling to occupy. Therefore, household projections are closely linked with the required increase in housing stock to accommodate expected population changes. A simple projection of the number of households requires two related data inputs:

1. Population projections, and

2. The historical proportion of maintainers by age cohort, divided by the total people in that cohort (i.e., the "headship rate").

Total demand is then calculated by applying the headship rates of (2) to the change in the number of people at a given age determined by (1).

### 8.2.1 Household maintainers

Using aforementioned population projections and historical headship rates, household projections are produced by age of maintainer groups, as shown in Table 8-2. Caveats about the population data inputs also apply to households.

*Table 8-2: Projected households by maintainer age, total and percent change (medium growth scenario)*

| | Total | 15 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65+ |
|---|---|---|---|---|---|---|---|
| **2029** households | 1,900 | 50 | 205 | 250 | 305 | 345 | 745 |
| Change: '24 to '29 | +4% | 0% | +2% | +6% | +2% | -8% | +10% |
| **2034** households | 1,950 | 50 | 200 | 265 | 320 | 320 | 795 |

| | Total | 15 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 | 65+ |
|---|---|---|---|---|---|---|---|
| Change: '24 to '34 | +6% | 0% | 0% | +13% | +7% | -15% | +18% |
| **2044** households | 2,015 | 50 | 215 | 270 | 350 | 345 | 785 |
| Change: '24 to '44 | +10% | 0% | +8% | +15% | +17% | -8% | +16% |

Source: derived from Statistics Canada

- Total Valley Waters households may grow 6% over the next decade, reaching about 1,950 households by 2034. Like for population projections, most of the growth of that decade should occur in the first five years.

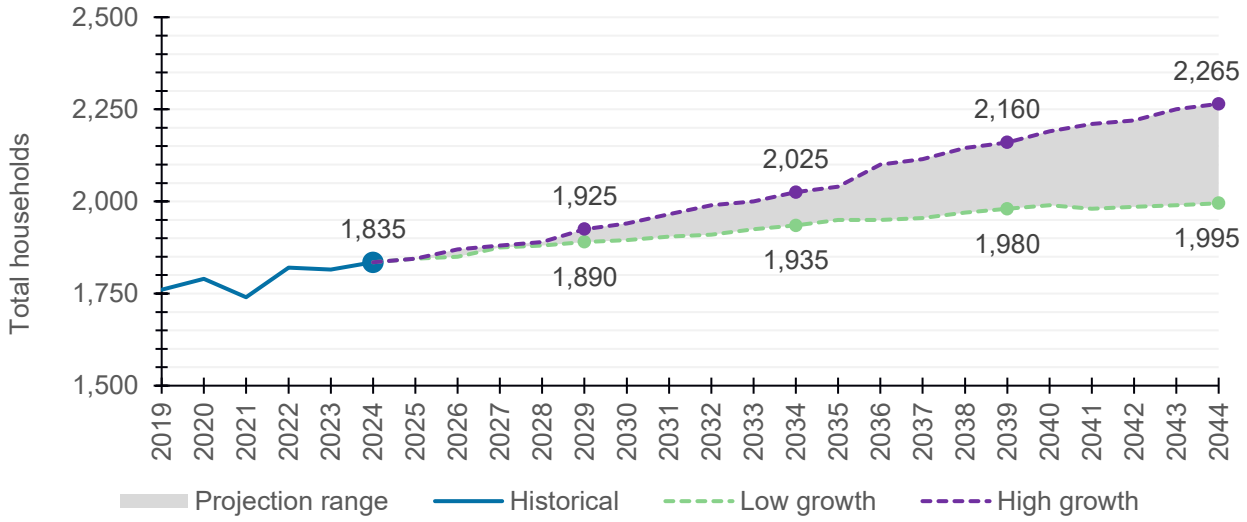
- Most select maintainer age groups should grow over the projection period, with the notable exception of the 55 to 64-led age segment.

- Higher households versus population growth is a common trait of Canadian communities. It is largely due to aging populations. As people age, their household sizes decline (e.g., children moving away to form their own households) and the households per capita conversely increases.

- Notable growth among the 65+-led segment signifies that seniors will continue to influence housing demand for many years. Alongside senior demand is the expanding demand for senior-centric supportive housing, like retirement homes or assisted-living.

Like for population, the above data represents one possible scenario. Low and high growth scenarios also exist, suggesting a possible band within which possible household projection outcomes may fall within. Figure 8-2 illustrates this band and its trajectory of the next two decades.

*Figure 8-2: Projected total households by growth scenario*




Source: derived from Statistics Canada

### 8.2.2 Household family type

Using household maintainer age projections as inputs, additional projections can be made for the family structures of these households. This approach applies recent historical trends in family

composition by maintainer age at the provincial level to the anticipated age distribution of maintainers. A detailed methodology is provided in **Appendix A: Methodology**. Table 8-3 summarizes the results of these calculations.

*Table 8-3: Projected households by age of maintainer, total and percent change*

| | Total | Couples w/o child | Couples w/ child(ren) | Lone parent | Single or roommate |
|---|---|---|---|---|---|
| **2029** households | 1,900 | 830 | 295 | 115 | 660 |
| Change: '24 to '29 | +4% | +6% | -3% | -4% | +6% |
| **2034** households | 1,950 | 870 | 280 | 115 | 685 |
| Change: '24 to '34 | +6% | +11% | -8% | -4% | +10% |
| **2044** households | 2,015 | 925 | 265 | 110 | 715 |
| Change: '24 to '44 | +10% | +18% | -13% | -8% | +14% |

Source: derived from Turner Drake & Partners Ltd., Statistics Canada 2011 and 2021 Census PUMF

- The household types mostly attributed to an aging population (couples without children or single persons) are anticipated to expand over the projection horizon, while families with children are not.

- Based on population and household age projections, it would be safe to assume that households with children would by association grow. Projections are inherently imperfect; however, the above results suggest that people of the ages most likely to have a family may actually not have children, or more move to the area as a single adult. The latter is supported by recent anecdotal experiences for the province overall.

### 8.2.3 Household income categories

Again, using household maintainer age projections as inputs, further projections can be made for the income categories of these households. This approach also applies recent historical trends in income distribution by maintainer age at the provincial level to the anticipated age distribution of maintainers. A detailed methodology is provided in **Appendix A: Methodology**. Table 8-4 summarizes the results.

*Table 8-4: Projected households by income category, total and percent change*

| | Total | Very low | Low | Moderate | Median | High |
|---|---|---|---|---|---|---|
| **2029** households | 1,900 | 50 | 350 | 360 | 415 | 725 |
| Change: '24 to '29 | +4% | -17% | +4% | +4% | +5% | +4% |
| **2034** households | 1,950 | 45 | 365 | 370 | 430 | 745 |
| Change: '24 to '34 | +6% | -25% | +9% | +7% | +9% | +6% |
| **2044** households | 2,015 | 25 | 365 | 370 | 455 | 800 |
| Change: '24 to '44 | +10% | -58% | +9% | +7% | +15% | +14% |

Source: derived from Turner Drake & Partners Ltd., Statistics Canada 2011 and 2021 Census PUMF

- Projections anticipate that the number of "very low income" earning households may contract over the two decades. The reduction is largely due to the compounding impacts of income growth (even if small) that is present in the calculations. Meaning, incomes will generally increase over time, which leads to movement for many very low income earners to low income, when in actuality they would still be considered in very low income if calculated based on future standards (which is not possible given the available information).

- More importantly is the increase among low- and moderate-income households. Affordability issues are widely present among these groups, and considerable expansions over the projection period mean that there will be notable volumes of households who continue to struggle to financially access housing without some form of intervention.

## 8.3 Projected Demand

The number of projected households and projected dwellings is directly related, with minor adjustments made to account for homes that might not be occupied permanently. These adjustments are outlined in more detail in **Appendix A: Methodology**.

Counterintuitive to a calculation for projected demand is the determination of what shortage might already exist – a projection is concerned with the future not the past. Understanding what shortages already exist paints a clearer picture for the totality of need and does not overlook those already struggling to maintain or acquire shelter.

### 8.3.1 Shortage

Like projections, determining a shortage is an educated guess based on available data, not an absolute fact. For more information about how the shortage is calculated, please see **Appendix A: Methodology**. In short, four components are considered:

- The number of units required to address the number of suppressed households (i.e., those that did not move to or form new households in Valley Waters due to unhealthy market conditions).

- The number of rental units required to bring the local vacancy rate to a healthy level.

- The number of units required to address local homelessness.

- The number of units required to provide affordable, adequate, and suitable housing to those in severe housing need.

Readers may inquire about why households in severe core housing need are included in calculations given that these people already have housing, even if it is not fulfilling their needs. This is an appropriate assessment. However, including these households means that:

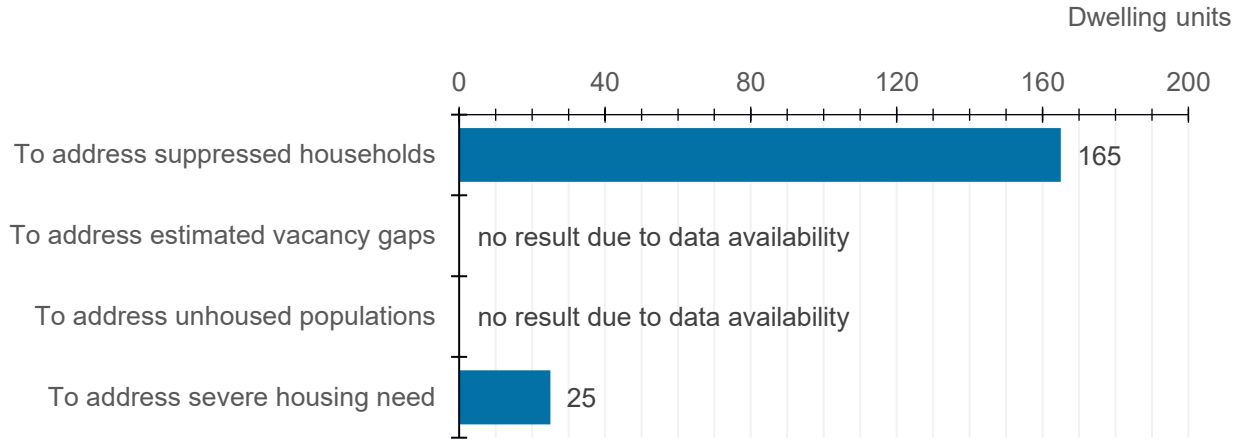
1) Their more dire housing circumstances are not overlooked;

2) Non-market housing demand projections and shortages are better informed; and

3) Final demand outputs likely overshoot the factual amount required – aiming for more housing puts downward pressure on prices and generally has fewer consequences than aiming for less.

Figure 8-3 shows how many units may be required for each component to address Valley Waters' existing housing shortage. In total, a unit shortage of 190 may exist as of 2024.

*Figure 8-3: Housing shortage by component*

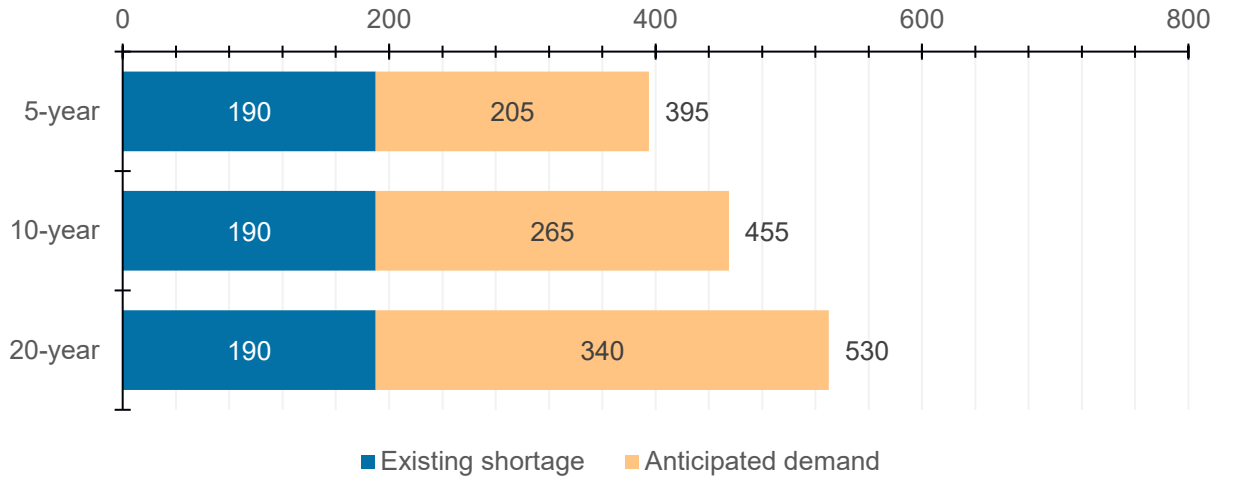



Source: derived using CMHC Rental Market Survey, Homeless Hub, and Statistics Canada 2021 Census custom datasets of New Brunswick local government boundaries

### 8.3.2 Anticipated demand

Anticipated demand is more straightforward, as it simply considers the difference between the demand for housing in a future year relative to the present, with adjustments made to account for more than dwellings occupied by a usual resident. Figure 8-4 shows how the demand for housing grows over time and incorporates the aforementioned shortage results.

*Figure 8-4: Projected housing demand and estimated shortage*




Source: derived from shortage calculations and projections

By 2034 (a 10-year projection), Valley Waters may need about 455 more units to meet upcoming demand, of which 265 would come from expected community growth over that period.

## 8.4 Distribution of Demand

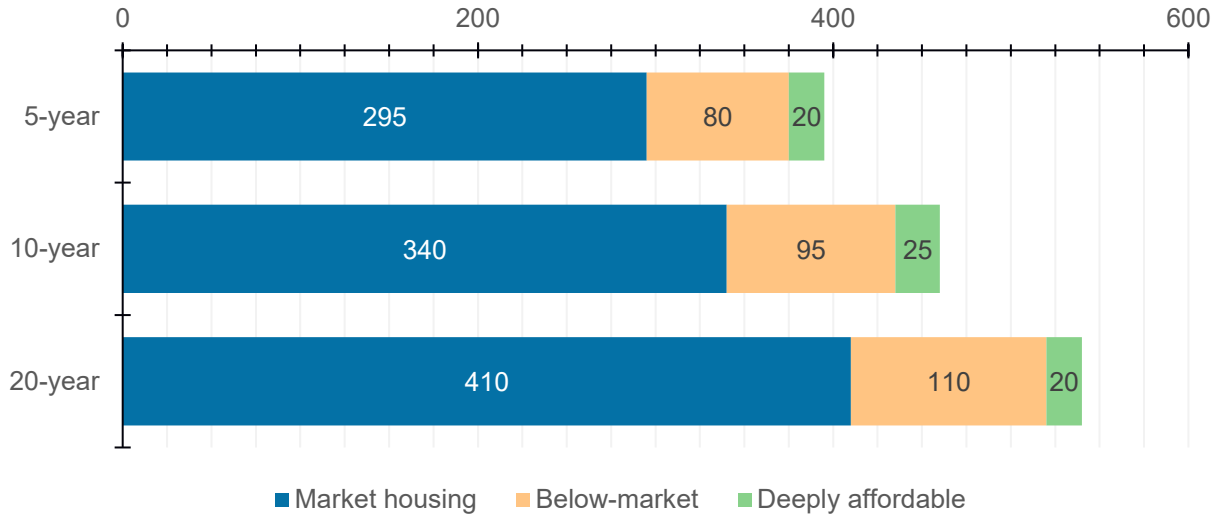
While it is important to understand what the total demand for housing might be over the projected period, it is also useful to roughly gauge how might the demand distribute over different housing typologies, sizes, and price models. These results provide additional guidance for local interventions and land use policy reviews.

### 8.4.1 Dwelling price model & size

Figure 8-5 shows how future net demand might distribute relative to a specific housing price model. Table 8-5 goes into additional detail and distributes these by dwelling sizes to inform how best to intervene in terms of unit characteristics based on the price model required.

A housing price model specifically refers to whether the price of a unit (owned or rented) is subsidized or not, and to what degree it is subsidized. For this analysis, there are three models, being: market rate housing, below market[16] housing, and "deeply affordable"[17] housing.

*Figure 8-5: Projected net change in demand by housing price model*




Source: derived from demand calculations and Statistics Canada 2011 and 2021 Census PUMFs

- The demand for non-market housing models is largely based on the estimated unit shortage. Nevertheless, there is an anticipated growth in the demand for both below-market and deeply affordable units over the projection period.

[16] Below-market units refer to dwellings that is more affordable than market housing but is usually delivered by the private market. Below-market rentals would include those priced at 80% of Median Market Rent (MMR), a threshold often used by CMHC funding programs. Building below-market rentals can be incentivized by local policies (e.g., increased density) or funding opportunities. Below-market ownership options can be alternative ownership models like co-operatives or community land trusts. In addition, affordable housing includes rent-geared-to-income units (often social housing) whose maximum income eligibility requirements are typically above what may necessitate deep affordability, as defined below.

[17] Deeply affordable housing refers to units that should be offered at the shelter rate of income assistance and is often combined with support or wraparound services.

- By 2044, Valley Waters may benefit from more than 130 below-market or more affordable units, demonstrating a broad need for affordable housing alternatives to meet the demand of all residents.

*Table 8-5: Distribution of projected net change in demand by dwelling size and housing price model*

| Dwelling size | Market | | Below-market | | Deeply affordable | | Total | |
|---|---|---|---|---|---|---|---|---|
| | 2034 | 2044 | 2034 | 2044 | 2034 | 2044 | 2034 | 2044 |
| 0- / 1-bed | 60 | 85 | 65 | 75 | 20 | 15 | 145 | 175 |
| 2-bed | 180 | 220 | 15 | 15 | 5 | 5 | 200 | 240 |
| 3-bed | 70 | 75 | 10 | 10 | 0 | 0 | 80 | 85 |
| 4+ bed | 30 | 30 | 5 | 5 | 0 | 0 | 35 | 35 |
| Total | 340 | 410 | 95 | 110 | 25 | 20 | 460 | 540 |

Source: derived from demand calculations and Statistics Canada 2011 and 2021 Census PUMFs

- Below-market and deeply affordable units would largely be made up of smaller units, as they are intended to meet specific spatial needs and not necessarily preference. Conversely, market offered units are more distributed (though mostly two-bedrooms large) in recognition of recent provincial construction activity trends.

### 8.4.2 Regional comparison

Valley Waters' projected housing demand reflects a broader national trend of rising housing needs across Canada. As the population grows, driven by both international immigration and internal migration, communities of all sizes are experiencing increased pressure on housing. While large urban centres bear the greatest share and must respond with significant development, smaller and rural communities like Valley Waters are also feeling the effects.

Affordability challenges and supply shortages in cities are making rural areas more attractive, especially for those with remote work flexibility or seeking a lower cost of living. However, limited housing stock and infrastructure in these areas can constrain growth. For Valley Waters, even modest increases in demand may require proactive planning and investment in housing-enabling infrastructure to remain a viable option in New Brunswick's evolving housing landscape.

By 2034, Valley Waters may need 455 additional dwellings to meet current and future demand – about 22% of its existing stock. In contrast, neighbouring Butternut Valley is projected to require 305 new units (12% of its stock), while Fredericton, a major urban centre, may need 13,395 units (43% of its stock). Although Valley Waters faces relatively strong demand among rural communities, it remains far below the scale of housing pressure seen in urban areas. Note that all three communities using similar projection methodologies.

# 9 Conclusion

This Housing Needs Assessment provides a foundational understanding of the current housing landscape in Valley Waters, informed by available quantitative data, broad trends, and an analysis of key housing indicators. While population growth between 2016 and 2021 was modest, it was characterized by a rising number of older adults and some in-migration of young families, all of which are trends that are expected to shape future housing demand.

The community's housing challenges are multifaceted. An aging housing stock and limited diversity in dwelling types have constrained the local housing supply and have highlighted the persistent issues of housing disrepair, particularly in communities like Norton, as well as higher rates of core housing need among renters compared to homeowners. While affordability appears relatively consistent across communities, it remains a challenge for lower-income households, particularly in the rental market.

Overall, these findings highlight the importance of proactive, locally informed housing strategies. While local governments operate within constrained policy and funding environments, they play a critical role in enabling housing solutions, such as through land use planning, facilitating private/public partnerships, supporting renovation and repair efforts, and tracking emerging housing, market, and demographic trends.

This assessment is intended as a tool for guiding local decision-making. It underscores the importance of continued data monitoring, targeted investment in existing housing, and the creation of more flexible housing forms to meet the evolving needs of Valley Waters' residents. Through coordinated action across government, private, and non-profit sectors, Valley Waters will be further empowered to address housing gaps and work toward a more resilient and sustainable housing system.

# 10 APPENDIX A: Methodology

## Mortgage Assumptions

| Variable | Assumption |
|---|---|
| Amortization period | 25 years |
| Payment frequency | monthly |
| Interest rate | Prevailing (of a given year) average weekly rate for 5-year fixed mortgage |
| Down payment | 10% |
| CMHC insurance premium | 3.10% |
| Income used for shelter expenses | 30% |
| Ancillary shelter costs (e.g., utilities, insurance, etc) | 25% |
| Direct shelter costs | 100% – ancillary = 75% |

## Demographic Projections

**Population and households**

The population projection utilizes the Shift-Share method. This approach estimates future population change in a specific area by attributing local population growth to broader trends in a higher-tier geography – in this case, the Province of New Brunswick.

Using this method, projections start with Statistics Canada's population forecasts for New Brunswick. These provincial projections are then "shared" across smaller regions (e.g., municipalities or rural communities) based on each area's historical share of the provincial population and the change in that share over time.

The method typically involves two steps:

- **Base share application:** The community's historical share of the provincial population is applied to future provincial totals. This assumes the local area will grow at the same rate as the province. The shares are applied for each 5-year age group. For instance, if Valley Waters' 15 to 19 year old population hypothetically represented 10% of the provincial population of the same age in 2021, then that relationship is assumed to hold over time.

- **Local adjustment (shift component):** An adjustment is made to address local conditions, such as recent trends in population gain or loss or migration patterns. This captures whether the local area is growing faster or slower than the provincial average. For instance, if local 15 to 19 years old made up 10% of the province's total in 2021, but made up 9% in 2016, then there is a shift that needs to be incorporated for future relationships.

By applying headship rates to projected population figures by age group, analysts can estimate the number of future households in a community. A headship rate refers to the proportion of

people within a specific age group who are considered the primary maintainer (or “head” ) of a household.

The process typically involves the following steps:

- **Obtain age-specific population projections:** Use population forecasts broken down by age group (e.g., 15 to 24, 25 to 34, etc.).

- **Apply headship rates:** Multiply the population in each age group by the corresponding headship rate. These rates are based on past Census data and reflect historical patterns of household formation.

- **Sum across age groups:** Add the resulting number of household “heads” across all age groups to estimate the total number of projected households in a given year

This method accounts for demographic trends, such as aging populations or changes in household formation patterns among younger adults, and provides a more nuanced estimate than simply dividing population by average household size.

**Household family types**
Statistics Canada provides Public Use Microdata Files (PUMF), offering unique opportunities for data work. These files include anonymized individual-level Census data, which researchers, analysts, and the public can use for statistical analysis while ensuring respondent privacy. However, the sample size of PUMF is much smaller compared to standard Census datasets, making it difficult to conduct analyses at the community level. For this reason – and especially in this context – provincial PUMF data is applied to local datasets to project specific variables.

One of the variables is Household Family Types, which classifies households as either: a couple with children, a couple without children, a lone parent, or a non-census family (e.g., unrelated roommates or a single individual). To project future family types, we follow these steps:

- Calculate the number of families by type, further broken down by the age of the household's primary maintainer using data from the 2021 and 2011 Census PUMF.
- Establish distributions of family types by age group for both Census years.
- Determine the annual rate of change in family type distributions between the two periods.
- Apply the 2021 family type distribution by primary maintainer age to projected household data categorized by maintainer age, adjusted annually by the previously determined rate of change.

**Household income categories**
Projecting the distribution of household income categories for future years follows a similar methodology to that of household family types. The key distinction is that household income categories are not standard Census data points. To establish these categories, we:

- Use the PUMF dataset for New Brunswick as the basis for the median household income.
- Establish category thresholds based on HART assumptions (refer to Section 6.1.3).
- Categorize each row in the PUMF dataset according to its household income.
- Determine the number of households in each income category grouped by the age of the primary maintainer.

## Dwelling Projections

**Dwelling shortage**

This approach is adapted from the *Guidelines for Housing Needs Reports*,[18] a technical guide developed by the Government of British Columbia. The guide standardizes and prescribes a methodology for estimating local housing demand. Like any demand estimation method, it has its imperfections, but its rationale remains sound and its calculations are simple. While it cannot precisely quantify the true housing shortage – given that this is a fluid concept dependent on how "shortage" is defined – it provides valuable insight into the overall scale of the issue. Four of the data components of the BC method apply to the local shortage calculation:

| Variable | Housing units for: | Intention |
|---|---|---|
| 1 | Households in Severe Core Housing Need | To estimate the number of new units required for those in vulnerable housing situations. Severe need refers to those paying more than 50% of household income on shelter costs. |
| 2 | Individuals experiencing homelessness | To quantify the supply of permanent housing units required for those currently experiencing homelessness. |
| 3 | Suppressed households | To address those households that were unable to form between 2016 and the present due to a constrained housing environment. |
| 4 | Increasing the rental vacancy rate to 3% | To add surplus rental units to restore local vacancy rates to levels representing a healthy and well-functioning rental housing market. Typically, rates between 3% and 5% are considered healthy rates. |

As noted in the report, including households in severe housing need in the calculations may result in some double counting, as most of these households already have a home. However, the justification for their inclusion is that they meaningfully influence the volume of non-market housing units required to transition these households into accommodations that are adequate, suitable, and affordable

**Anticipated dwelling demand**

Future net new dwelling demand is calculated using household projections. However, these demographic projections only account for dwellings occupied by a usual resident.

To estimate the "total" dwelling demand, the household projections are adjusted upward to account for the difference between the total number of local dwellings and those occupied by a usual resident.

**Dwelling typology**

The methodology for projecting dwelling typology follows the same approach as that used for household family types and household income categories. However, it instead focuses on establishing the relationship between dwelling structure types and the age of the maintainer.

[18] British Columbia Ministry of Housing. (2024, June). Guidelines for Housing Needs Reports – HNR Method Technical Guidance. https://www2.gov.bc.ca/assets/gov/housing-and-tenancy/tools-for-government/uploads/hnr_method_technical_guidelines.pdf

A key aspect of the dwelling typology projection is that the relationship it uses is the result of calculations that only include Census responses from individuals or households living in dwellings constructed within the five years prior to the respective Census. Limiting the analysis to recently constructed dwellings emphasizes modern household trends – largely influenced by affordability – rather than reflecting patterns from earlier decades, which heavily favoured single-detached dwellings when they were considerably more affordable

**Dwelling price model**

The allocation of dwellings to particular price models is based on anticipated income category distributions and the type of housing demand. For instance, the volume of needed deeply affordable units will be influenced by the share of very low income households, as well as the volume of unhoused persons or households living in severe core housing need.

**Dwelling size**

The type of price model applied to a dwelling – market or non-market – does heavily influence the size of the dwelling that is built. For a non-market unit, the size is more so related to actual spatial need; whereas, market housing is much more preference based (i.e., a household may seek out more space than they functionally need). As such, determining the dwelling size tendencies for households that are more likely to occupy market or non-market housing is important.

*Dwelling size and market housing*

Establishing this relationship mirrors the methodology outlined for dwelling typologies, instead using dwelling size (number of bedrooms) as the category to compare to age of maintainer groups.

*Dwelling size and non-market housing*

To estimate these outcomes, we use 2021 Census PUMF data to estimate maintainer age to total bedroom conversion rates based on National Occupancy Standards (NOS). This methodology draws inspiration from the approach presented in the City of Burnaby's Housing Needs Report from January 2021.[19]

Briefly, Burnaby estimates the demand for particular unit sizes by determining the minimum number of bedrooms needed (as per NOS) based on the number of persons in a household and their relationship (e.g., a studio or one-bedroom unit as the minimum requirement to meet the needs of a couple without children). This approach is particularly useful when addressing non-market housing provision, a notable limitation being that there is limited information about the characteristics of non-market housing occupants. As a proxy, we limited the households studied to those that experienced Core Housing Need in 2021.

Table 10-1 summarizes how unit sizes (by number of bedrooms) may distribute by household type in 2021 for the aforementioned non-metropolitan areas of BC. Figure 10-1 demonstrates the results of converting the table outputs to unit sizes by maintainer age. The purpose of this relationship being that we can then apply these ratios to household projections.

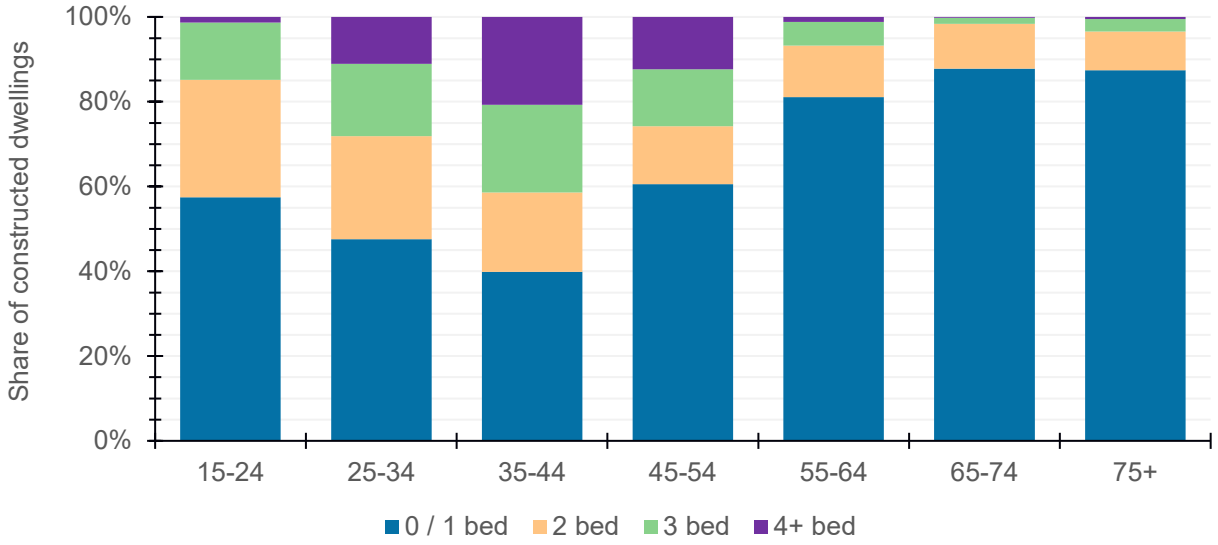
[19] City of Burnaby. (2021 January). Housing Needs Report. https://www.burnaby.ca/sites/default/files/acquiadam/2021-07/Housing%20Needs%20Report.pdf

*Table 10-1: Household type to unit size conversion for those in Core Housing Need, NB*

| Household type | Studio / 1-bed | 2-bed | 3-bed | 4+ bed |
|---|---|---|---|---|
| Couple w/o child(ren) | 50% | 50% | 0% | 0% |
| Couple w/ child(ren) | 0% | 45% | 33% | 22% |
| Lone parent | 0% | 28% | 43% | 29% |
| Non-relatives | 96% | 4% | 0% | 0% |
| Other families | 0% | 26% | 43% | 31% |
| Total | 71% | 14% | 9% | 6% |

Source: 2021 Census Public Use Microdata File (PUMF) – Statistics Canada

*Figure 10-1: Household type to unit size for those in Core Housing Need, NB*




Source: 2021 Census Public Use Microdata File (PUMF) – Statistics Canada

# 11 APPENDIX B: Definitions

"**bedrooms**" refer to rooms in a private dwelling that are designed mainly for sleeping purposes even if they are now used for other purposes, such as guest rooms and television rooms. Also included are rooms used as bedrooms now, even if they were not originally built as bedrooms, such as bedrooms in a finished basement. Bedrooms exclude rooms designed for another use during the day such as dining rooms and living rooms even if they may be used for sleeping purposes at night. By definition, one-room private dwellings such as bachelor or studio apartments have zero bedrooms;

"**census**" means a census of population undertaken under the Statistics Act (Canada);

"**census division (CD)**" means the grouping of neighbouring municipalities, joined together for the purposes of regional planning and managing common services;

"**census family**" is defined as a married couple and the children, if any, of either and/or both spouses; a couple living common law and the children, if any, of either and/or both partners; or a lone parent of any marital status with at least one child living in the same dwelling and that child or those children. All members of a particular census family live in the same dwelling. A couple may be of opposite or same sex;

"**census metropolitan area (CMA)**" refers to an area formed by one or more adjacent municipalities centred on a population centre (known as the core). A CMA must have a total population of at least 100,000, based on data from the current Census of Population Program, of which 50,000 or more must live in the core based on adjusted data from the previous Census of Population Program. To be included in the CMA, other adjacent municipalities must have a high degree of integration with the core, as measured by commuting flows derived from data on place of work from the previous Census Program.

"**census subdivision (CSD)**" is the general term for municipalities (as determined by provincial/territorial legislation) or areas treated as municipal equivalents for statistical purposes;

"**commuting destination**" refers to whether or not a person commutes to another municipality (i.e., census subdivision), another census division or another province or territory. Commuting refers to the travel of a person between his or her place of residence and his or her usual place of work;

"**components of demographic growth**" refers to any of the classes of events generating population movement variations. Births, deaths, migration, marriages, divorces, and new widowhoods are the components responsible for the variations since they alter either the total population or the age, sex, and marital status distribution of the population.:

> "**emigrant**" refers to a Canadian citizen or immigrant who has left Canada to establish a permanent residence in another country.
>
> "**immigrant**" refers to a person who is, or who has ever been, a landed immigrant or permanent resident. Such a person has been granted the right to live in Canada permanently by immigration authorities;
>
> "**interprovincial migration**" refers to movement from one province or territory to another involving a permanent change in residence. A person who takes up residence in another province or territory is an out-migrant with reference to the province or territory of origin and an in-migrant with reference to the province or territory of destination;
>
> "**intraprovincial migration**" refers to movement from one region to another within the same province or territory involving a permanent change of residence. A person who takes up residence in another region is an out-migrant with reference to the region of origin and an in-migrant with reference to the region of destination;

"**non-permanent residents**" refers to persons who are lawfully in Canada on a temporary basis under the authority of a temporary resident permit, along with members of their family living with them. Non-permanent residents include foreign workers, foreign students, the humanitarian population and other temporary residents;

"**core housing need**" is when housing falls below at least one of the adequacy, affordability or suitability standards and it would have to spend 30% or more of its total before-tax income to pay the median rent of alternative local housing that meets all three housing standards;

"**adequate housing**" means that, according to the residents within the dwelling, no major repairs are required for proper use and enjoyment of said dwelling;

"**affordable housing**" means that household shelter costs equate to less than 30% of total before-tax household income;

"**suitable housing**" means that a dwelling has enough bedrooms for the size and composition of resident households according to National Occupancy Standard (NOS) requirements;

"**dwelling"** is defined as a set of living quarters;

"**dwelling type**" means the structural characteristics or dwelling configuration of a housing unit, such as, but not limited to, the housing unit being a single-detached house, a semi-detached house, a row house, an apartment in a duplex or in a building that has a certain number of storeys, or a mobile home;

"**single-detached house**" means a single dwelling not attached to any other dwelling or structure (except its own garage or shed). A single-detached house has open space on all sides, and has no dwellings either above it or below it. A mobile home fixed permanently to a foundation is also classified as a single-detached house;

"**semi-detached house**" means one of two dwellings attached side by side (or back to back) to each other, but not attached to any other dwelling or structure (except its own garage or shed). A semi-detached dwelling has no dwellings either above it or below it, and the two units together have open space on all sides;

"**row house**" means one of three or more dwellings joined side by side (or occasionally side to back), such as a townhouse or garden home, but not having any other dwellings either above or below. Townhouses attached to a high-rise building are also classified as row houses;

"**duplex**" (also known as apartment or flat in a duplex) means one of two dwellings, located one above the other, may or may not be attached to other dwellings or buildings;

"**apartment in a building that has five or more storeys** " means a dwelling unit in a high-rise apartment building which has five or more storeys;

"**apartment in a building that has fewer than five storeys**" means a dwelling unit attached to other dwelling units, commercial units, or other non-residential space in a building that has fewer than five storeys;

"**mobile home**" means a single dwelling, designed and constructed to be transported on its own chassis and capable of being moved to a new location on short notice. It may be placed temporarily on a foundation pad and may be covered by a skirt;

"**employment rate"** means, for a particular group (age, sex, marital status, geographic area, etc.), the number of employed persons in that group, expressed as a percentage of the total population in that group;

"**household**" refers to a person or group of persons who occupy the same dwelling and do not have a usual place of residence elsewhere in Canada or abroad;

> "**owner household**" refers to a private household where some member of the household owners the dwelling, even if it is still being paid for;
>
> "**renter household**" refers to private households where no member of the household owns their dwelling. The dwelling is considered to be rented even if no cash rent is paid;

"**household maintainer**" refers to whether or not a person residing in the household is responsible for paying the rent, or the mortgage, or the taxes, or the electricity or other services or utilities. Where a number of people may contribute to the payments, more than one person in the household may be identified as a household maintainer. In the case of a household where two or more people are listed as household maintainers, the first person listed is chosen as the primary household maintainer;

"**household size**" refers to the number of persons in a private household;

"**household type**" refers to the differentiation of households on the basis of whether they are census family households or non-census-family households. Census family households are those that contain at least one census family;

"**Indigenous identity**" refers to whether the person identified with the Aboriginal peoples of Canada. This includes those who are First Nations (North American Indian), Métis or Inuk (Inuit) and/or those who are Registered or Treaty Indians (that is, registered under the Indian Act of Canada), and/or those who have membership in a First Nation or Indian band;

"**labour force**" refers to persons who, during the week of Sunday, May 1 to Saturday, May 7, 2016, were either employed or unemployed;

"**low-income measure, after tax,**" refers to a fixed percentage (50%) of median adjusted after-tax income of private households. The household after-tax income is adjusted by an equivalence scale to take economies of scale into account. This adjustment for different household sizes reflects the fact that a household's needs increase, but at a decreasing rate, as the number of members increases;

"**NAICS**" means the North American Industry Classification System (NAICS) Canada 2012, published by Statistics Canada;

"**NAICS industry**" means an industry established by the NAICS;

"**participation rate**" means the total labour force in a geographic area, expressed as a percentage of the total population of the geographic area;

"**primary rental market**" means a market for rental housing units in apartment structures containing at least 3 rental housing units that were purpose-built as rental housing;

"**Rental Market Survey**" refers to the CMHC collection of data samples from all urban areas with populations greater than 10,000 and targets only private apartments with at least three rental units. Among the information provided are median rental prices for units within the primary rental market;

"**secondary rental market**" means a market for rental housing units that were not purpose-built as rental housing;

"**severe core housing need**" is when a household has shelter costs for housing that are more than 50% of total before-tax household income;

"**shelter cost**" refers to the average or median monthly total of all shelter expenses paid by households that own or rent their dwelling. Shelter costs for owner households include, where applicable, mortgage payments, property taxes and condominium fees, along with the costs of electricity, heat, water and other municipal services. For renter households, shelter costs include, where applicable, the rent and the costs of electricity, heat, water and other municipal services;

"**short-term rental (STR)**" means the rental of a housing unit, or any part of it, for a period of less than 30 days;

"**Starts and Completions Survey**" refers to the CMHC enumeration of dwellings units placed on new, permanent foundations only and designed for non-transient, year-round occupancy;

"**subsidized housing**" refers to whether a renter household lives in a dwelling that is subsidized. Subsidized housing includes rent geared to income, social housing, public housing, government-assisted housing, non-profit housing, rent supplements and housing allowances;

"**tenure**" refers to whether the household owns or rents their private dwelling. The private dwelling may be situated on rented or leased land or be part of a condominium. A household is considered to own their dwelling if some member of the household owns the dwelling even if it is not fully paid for, for example if there is a mortgage or some other claim on it. A household is considered to rent their dwelling if no member of the household owns the dwelling;

"**unemployment rate**" means, for a particular group (age, sex, marital status, geographic area, etc.), the unemployed in that group, expressed as a percentage of the labour force in that group;

"**vacancy**" means a unit that, at the time of the CMHC Rental Market Survey, it is physically unoccupied and available for immediate rental.

# 12 APPENDIX C: Limitations

This report refers to several pieces of data that together contribute to contextualizing the housing conditions experienced by the residents of Valley Waters. The following is a list of the most used secondary quantitative data sources (i.e., information collected by other organizations and used for this report):

- Canada Mortgage and Housing Corporation (CMHC)
- GeoNB / Service New Brunswick
- Statistics Canada
- UBC Housing Assessment Resource Tools (HART)

At a high-level, an analysis cannot be exact without individualized person or household datasets. Relatedly, many of the datasets relied upon in this report are based on samples of the population. While statistically sound to use, sample results may not equate to the entire population. Accordingly, analysis work should not be viewed as precise, but as ballpark figures.

This is especially true for projection work, no matter the source. Any attempt to estimate the change in a variable without knowing future conditions is inherently flawed. In other words, the data collected and analysed represents a time stamp that is subject to a set of economic, social, and environmental conditions that may not hold true in the future. Any outputs from such exercises should be regarded as guiding posts and should be re-calculated regularly to input new information and course correct if required.

**GeoNB / Service New Brunswick**

*Limited data characteristics*

Service New Brunswick, through GeoNB, provides property assessments and sales information for each parcel across the province. However, publicly available data does provide full property descriptions to easily identify types of residential properties. As such, Turner Drake had to clean data. While the process was as detailed as possible, there are likely properties that remain incorrectly categorized, which may impact data results.

**Canada Mortgage & Housing Corporation (CMHC)**

*Reporting landscape*

CMHC conducts its Rental Market Survey (RMS) every year in October to estimate the relative strengths in the rental market. The survey collects samples of market rent levels, turnover and vacancy unit data for all sampled structures. The survey only applies to primary rental markets, which are those urban areas with populations of 10,000 and more. The survey targets only privately initiated rental structures with at least three rental units, which have been on the market for at least three months. Valley Waters does not meet (nor do any of its communities) the criteria for CMHC reporting. Thus, comparisons are made to nearby areas that do have data available.

**Statistics Canada**

*Area & data suppression*

Some geographic areas are too small to report, resulting in the deletion of information. Suppression can occur due to data quality or technical reasons. Readers will notice that suppression often occurs for the Parish of Brunswick.

*Random rounding*

Numbers are randomly rounded to multiples of "5" or "10," leading to potential discrepancies when summed or grouped. Percentages derived from rounded data may not accurately reflect true

percentages, introducing a level of approximation. Furthermore, the sums of percentages may not equal 100%.

**UBC Housing Assessment Resource Tools (HART)**
*Sourced from Statistics Canada*
While HART offers detailed methodologies for their analysis, they do rely on Statistics Canada datasets to perform them. Consequently, the same limitations as stated above apply for HART analysis results.