

# The City of Winnipeg



## Winnipeg's Neighborhood Profiles

### PEMBINA STRIP

## CENSUS DATA

(Source: Statistics Canada)

TOTAL POPULATION	PEMBINA STRIP		CITY OF WINNIPEG	
	Number	% change (1)	Number	% change (1)
<b>1996 CENSUS</b>	<b>3,020</b>	<b>-0.2%</b>	<b>618,475</b>	<b>0.5%</b>
1991 CENSUS	3,025	29.6%	615,215	3.5%
1986 CENSUS (2)	2,335	4.9%	594,555	5.3%
1981 CENSUS (2)	2,225	-0.9%	564,475	0.6%
1976 CENSUS (2)	2,245	182.4%	560,875	4.8%
1971 CENSUS (2)	795		535,100	

(1) % Change from previous census year.

(2) Winnipeg figures include Headingley

# 1996 CENSUS DATA

(Source: Statistics Canada)

**NOTE:** The Winnipeg's Neighborhood Profiles are based on Non-Institutional Population and 20% sampling as provided by Statistics Canada. This means the data does not include people living in hospitals, nursing homes, prisons, etc. As well, one in five dwellings were surveyed and the results were then multiplied by five to arrive at representative data for the whole community.

POPULATION BY AGE (Non-Institutional)	PEMBINA STRIP		CITY OF WINNIPEG	
	Number	%	Number	%
Age Group				
Less than 5	20	0.7%	41,965	6.9%
5-9	55	1.9%	41,455	6.8%
10-14	20	0.7%	39,745	6.5%
15-19	150	5.2%	39,310	6.4%
20-24	480	16.8%	44,925	7.3%
25-29	360	12.6%	46,035	7.5%
30-34	195	6.8%	52,640	8.6%
35-39	135	4.7%	52,335	8.6%
40-44	95	3.3%	48,215	7.9%
45-49	120	4.2%	43,695	7.1%
50-54	170	5.9%	32,280	5.3%
55-59	130	4.5%	25,475	4.2%
60-64	195	6.8%	24,210	4.0%
65-69	205	7.2%	23,005	3.8%
70-74	175	6.1%	22,285	3.6%
75+	355	12.4%	34,050	5.6%
TOTAL	2,860	100.0%	611,625	100.0%

MARITAL STATUS (15 Years and Over)	PEMBINA STRIP		CITY OF WINNIPEG	
	Number	%	Number	%
Never married (single) 15 years and over	1,095	39.5%	157,535	32.3%
Legally married (not separated)	1,030	37.1%	246,250	50.4%
Legally married and separated	110	4.0%	15,890	3.3%
Divorced	265	9.5%	35,370	7.2%
Widowed	275	9.9%	33,425	6.8%
TOTAL (15 Years and Over)	2,775	100.0%	488,470	100.0%

CENSUS FAMILIES	PEMBINA STRIP		CITY OF WINNIPEG	
<b>Family Size</b>				
2 persons	625	86.8%	72,870	44.6%
3 persons	70	9.7%	36,945	22.6%
4 persons	25	3.5%	36,575	22.4%
5 or more persons	0	0.0%	16,930	10.4%
<b>TOTAL CENSUS FAMILIES</b>	<b>720</b>	<b>100.0%</b>	<b>163,320</b>	<b>100.0%</b>
Average number of persons per census family	2.2		3.0	

<b>Family Structure</b>				
Married couples	515	73.0%	121,850	74.6%
Common-law couples	120	17.0%	14,325	8.8%
One parent - female	70	9.9%	23,155	14.2%
One parent - male	0	0.0%	3,985	2.4%
<b>TOTAL FAMILIES</b>	<b>705</b>	<b>100.0%</b>	<b>163,315</b>	<b>100.0%</b>

<b>Families by Type</b>				
Married couples with children	55	7.8%	73,225	44.8%
Married couples without children	460	65.2%	48,625	29.8%
Common-law couples with children	10	1.4%	6,355	3.9%
Common-law couples without children	110	15.6%	7,970	4.9%
One parent - female	70	9.9%	23,155	14.2%
One parent - male	0	0.0%	3,985	2.4%
<b>TOTAL FAMILIES</b>	<b>705</b>	<b>100.0%</b>	<b>163,315</b>	<b>100.0%</b>

<b>Families with Children</b>				
Married couples	55	40.7%	73,225	68.6%
Common-law couples	10	7.4%	6,355	6.0%
One parent - female	70	51.9%	23,155	21.7%
One parent - male	0	0.0%	3,985	3.7%
<b>TOTAL FAMILIES WITH CHILDREN</b>	<b>135</b>	<b>100.0%</b>	<b>106,720</b>	<b>100.0%</b>
With one child	90	64.3%	45,485	42.6%
With two children	40	28.6%	42,035	39.4%
With three or more children	10	7.1%	19,205	18.0%
<b>TOTAL FAMILIES WITH CHILDREN</b>	<b>140</b>	<b>100.0%</b>	<b>106,725</b>	<b>100.0%</b>

<b>CENSUS FAMILIES</b> (Cont'd)	<b>PEMBINA STRIP</b>		<b>CITY OF WINNIPEG</b>	
<b>Family Income</b>				
Under \$10,000	20	2.8%	8,800	5.4%
\$10,000 - \$19,999	60	8.4%	14,740	9.0%
\$20,000 - \$29,999	165	23.1%	20,625	12.6%
\$30,000 - \$39,999	195	27.3%	22,230	13.6%
\$40,000 - \$49,999	105	14.7%	22,245	13.6%
\$50,000 - \$59,999	100	14.0%	20,600	12.6%
\$60,000 - \$69,999	40	5.6%	16,050	9.8%
\$70,000 - \$79,999	10	1.4%	11,630	7.1%
\$80,000 - \$89,999	0	0.0%	8,040	4.9%
\$90,000 - \$99,999	10	1.4%	5,520	3.4%
\$100,000 and over	10	1.4%	12,835	7.9%
TOTAL	715	100.0%	163,315	100.0%
AVERAGE INCOME	\$39,612		\$53,174	

<b>Family Average Income by Family Structure</b>				
Married and common-law couple families	635		136,175	
Average Income	\$40,842		\$58,136	
Female one-parent families	70		23,150	
Average Income	\$31,139		\$26,536	
Male one-parent families	10		3,985	
Average Income	\$0		\$38,369	

HOUSEHOLDS	PEMBINA STRIP		CITY OF WINNIPEG	
<b>Household Size</b>				
1 person	795	46.1%	71,700	29.1%
2 persons	760	44.1%	76,985	31.3%
3 persons	130	7.5%	38,710	15.7%
4 - 5 persons	40	2.3%	52,385	21.3%
6 or more persons	0	0.0%	6,395	2.6%
TOTAL	1,725	100.0%	246,175	100.0%
Average number of persons per household	1.7		2.5	

<b>Household Type</b>				
One-family households	715	41.3%	158,460	64.4%
Multiple-family households	0	0.0%	2,375	1.0%
Non-family households	1,015	58.7%	85,340	34.7%
TOTAL	1,730	100.0%	246,175	100.0%

<b>Household Income</b>				
Under \$10,000	185	10.8%	21,055	8.6%
\$10,000 - \$19,999	345	20.1%	41,795	17.0%
\$20,000 - \$29,999	375	21.9%	35,210	14.3%
\$30,000 - \$39,999	330	19.2%	32,605	13.2%
\$40,000 - \$49,999	180	10.5%	28,425	11.5%
\$50,000 - \$59,999	185	10.8%	25,200	10.2%
\$60,000 - \$69,999	60	3.5%	18,550	7.5%
\$70,000 - \$79,999	20	1.2%	13,315	5.4%
\$80,000 - \$89,999	0	0.0%	9,165	3.7%
\$90,000 - \$99,999	20	1.2%	6,380	2.6%
\$100,000 and over	15	0.9%	14,475	5.9%
TOTAL	1,715	100.0%	246,175	100.0%
AVERAGE INCOME	\$31,616		\$44,937	

<b>COMPOSITION OF TOTAL INCOME</b>	<b>PEMBINA STRIP</b>		<b>CITY OF WINNIPEG</b>	
Employment income - %	59.5		74.0	
Government transfer payments - %	19.4		13.9	
Other - %	21.1		12.1	

<b>INCIDENCE OF LOW INCOME</b>	<b>PEMBINA STRIP</b>		<b>CITY OF WINNIPEG</b>	
Total economic families	795		165,660	
Low income	125		32,165	
Incidence of low income - %	15.9		19.4	
Total unattached individuals	1,135		95,095	
Low income	530		46,650	
Incidence of low income - %	46.7		49.1	
Total population in private households	2,880		606,770	
Low income	840		147,425	
Incidence of low income - %	29.2		24.3	

CITIZENSHIP	PEMBINA STRIP		CITY OF WINNIPEG	
Canadian	2,580	89.4%	584,880	95.6%
Other	305	10.6%	26,750	4.4%
TOTAL	2,885	100.0%	611,630	100.0%

KNOWLEDGE OF LANGUAGES	PEMBINA STRIP		CITY OF WINNIPEG	
<b>Knowledge of Official Languages</b>				
English only	2,590	89.9%	538,745	88.1%
French only	0	0.0%	845	0.1%
Both English and French	280	9.7%	64,730	10.6%
Neither English nor French	10	0.3%	7,310	1.2%
TOTAL INDIVIDUALS	2,880	100.0%	611,630	100.0%

<b>Knowledge of Other Languages</b>				
Chinese	185	6.4%	10,285	1.7%
German	220	7.6%	27,960	4.6%
Spanish	50	1.7%	7,910	1.3%
Italian	0	0.0%	6,445	1.1%
Dutch	30	1.0%	2,490	0.4%
Polish	15	0.5%	11,805	1.9%
Arabic	0	0.0%	970	0.2%
Tagalog (Filipino)	15	0.5%	20,770	3.4%
Ukrainian	50	1.7%	22,265	3.6%
Vietnamese	0	0.0%	3,025	0.5%
Punjabi	0	0.0%	5,255	0.9%
Cree	0	0.0%	2,815	0.5%
Non verbal languages	0	0.0%	1,620	0.3%
Portuguese	10	0.3%	8,175	1.3%
Greek	15	0.5%	1,585	0.3%
Hindi	0	0.0%	2,560	0.4%
Russian	25	0.9%	2,925	0.5%
Japanese	0	0.0%	895	0.1%
Inuktitut(Eskimo)	0	0.0%	25	0.0%
Micmac	0	0.0%	10	0.0%
Kutchin-Gwich'in (Loucheux)	0	0.0%	0	0.0%
Ojibway	10	0.3%	3,705	0.6%
Hungarian	0	0.0%	1,940	0.3%
Creoles	0	0.0%	255	0.0%
Norwegian	10	0.3%	280	0.0%
Montagnais-Naskapi	0	0.0%	0	0.0%
South Slave	0	0.0%	0	0.0%
Dogrib	0	0.0%	0	0.0%
Chipewyan	0	0.0%	10	0.0%
Other languages	145	5.0%	21,290	3.5%
TOTAL INDIVIDUALS	2,880	n/a	611,630	n/a

<b>ABORIGINALS</b>	<b>PEMBINA STRIP</b>		<b>CITY OF WINNIPEG</b>	
North American Indian single response	55	55.0%	19,535	44.9%
Metis single response	45	45.0%	22,730	52.3%
Inuit single response	0	0.0%	110	0.3%
Multiple aboriginal responses	0	0.0%	365	0.8%
Other Aboriginal response	0	0.0%	720	1.7%
<b>TOTAL ABORIGINALS</b>	<b>100</b>	<b>100.0%</b>	<b>43,460</b>	<b>100.0%</b>
Aboriginal population	100	3.5%	43,460	7.1%
Non-Aboriginal population	2,775	96.5%	568,170	92.9%
<b>TOTAL</b>	<b>2,875</b>	<b>100.0%</b>	<b>611,630</b>	<b>100.0%</b>

<b>VISIBLE MINORITIES</b>	<b>PEMBINA STRIP</b>		<b>CITY OF WINNIPEG</b>	
Black	75	18.3%	9,845	13.5%
South Asian	15	3.7%	11,330	15.6%
Chinese	190	46.3%	11,195	15.4%
Korean	0	0.0%	860	1.2%
Japanese	15	3.7%	1,505	2.1%
Southeast Asian	10	2.4%	4,135	5.7%
Filipino	35	8.5%	25,590	35.2%
Arab/West Asian	20	4.9%	1,600	2.2%
Latin American	20	4.9%	3,890	5.4%
Visible Minority, n.i.e.	15	3.7%	1,435	2.0%
Multiple Visible Minority	15	3.7%	1,305	1.8%
<b>TOTAL VISIBLE MINORITIES</b>	<b>410</b>	<b>100.0%</b>	<b>72,690</b>	<b>100.0%</b>
Visible Minority Population	410	14.2%	72,690	11.9%
Non-Visible Minority Population	2,470	85.8%	538,945	88.1%
<b>TOTAL</b>	<b>2,880</b>	<b>100.0%</b>	<b>611,635</b>	<b>100.0%</b>

EDUCATION	PEMBINA STRIP		CITY OF WINNIPEG	
<b>School Attendance (15 to 24 Years Old)</b>				
Not attending school	185	29.6%	33,110	39.3%
Attending school full-time	370	59.2%	44,355	52.7%
Attending school part-time	70	11.2%	6,770	8.0%
<b>TOTAL (15 TO 24 YEARS OLD)</b>	<b>625</b>	<b>100.0%</b>	<b>84,235</b>	<b>100.0%</b>

<b>Education Attainment (15 Years Old and Over)</b>				
Less than Grade 9	215	7.8%	44,420	9.1%
Grade 9 - 12 without secondary certificate	625	22.6%	127,140	26.0%
Grade 9 - 12 with secondary certificate	245	8.8%	56,680	11.6%
Non-university - without certificate or diploma	165	6.0%	27,065	5.5%
Non-university - with certificate or diploma	470	17.0%	93,450	19.1%
University without degree	495	17.9%	66,130	13.5%
University with degree	555	20.0%	73,590	15.1%
<b>TOTAL (15 YEARS OLD AND OVER)</b>	<b>2,770</b>	<b>100.0%</b>	<b>488,475</b>	<b>100.0%</b>

LABOUR FORCE	PEMBINA STRIP		CITY OF WINNIPEG	
<b>15 years and over</b>				
In labour force	1,555		325,045	
Employed	1,400		298,390	
Unemployed	150		26,655	
Not in the labour force	1,220		163,420	
Unemployment rate %	9.7		8.2	
Employment to population ratio %	50.5		61.1	
Participation rate %	55.9		66.5	

<b>15 - 24 years (Youth)</b>				
In labour force	445		56,925	
Employed	365		48,770	
Unemployed	75		8,155	
Not in the labour force	185		27,310	
Unemployment rate %	18.0		14.3	
Employment to population ratio %	58.7		57.9	
Participation rate %	70.6		67.6	

<b>25 years and over</b>				
In labour force	1,105		268,120	
Employed	1,030		249,620	
Unemployed	75		18,500	
Not in the labour force	1,035		136,110	
Unemployment rate %	6.8		6.9	
Employment to population ratio %	48.0		61.8	
Participation rate %	51.5		66.3	

<b>Employment Sectors</b>				
Industries				
Agricultural and related service	15	1.0%	1,735	0.5%
Fishing and trapping	0	0.0%	85	0.0%
Logging and forestry	0	0.0%	275	0.1%
Mining (including milling), quarrying and oil well	0	0.0%	395	0.1%
Manufacturing	100	6.5%	42,070	12.9%
Construction	25	1.6%	13,255	4.1%
Transportation and storage	35	2.3%	17,980	5.5%
Communication and other utility	50	3.2%	12,865	4.0%
Wholesale trade	65	4.2%	17,360	5.3%
Retail trade	215	14.0%	38,370	11.8%
Finance and insurance	50	3.2%	12,710	3.9%
Real estate operator and insurance agent	65	4.2%	6,505	2.0%
Business service	110	7.1%	18,710	5.8%
Government service	120	7.8%	22,950	7.1%
Educational service	160	10.4%	24,430	7.5%
Health and social service	150	9.7%	37,835	11.6%
Accommodation, food and beverage service	145	9.4%	22,950	7.1%
Other service	180	11.7%	25,460	7.8%
Other (Not applicable to an industry)	55	3.6%	9,095	2.8%
TOTAL	1,540	100.0%	325,045	100.0%

LABOUR FORCE (Cont'd)	PEMBINA STRIP		CITY OF WINNIPEG	
<b>Work Status (In Labour Force - 15 Years and Over)</b>				
Employees	1,390	93.0%	285,925	90.6%
Self-Employed	105	7.0%	29,500	9.4%
<b>TOTAL</b>	<b>1,495</b>	<b>100.0%</b>	<b>315,425</b>	<b>100.0%</b>
<b>Males</b>				
Employees	615	88.5%	147,140	88.5%
Self-Employed	80	11.5%	19,125	11.5%
<b>TOTAL</b>	<b>695</b>	<b>100.0%</b>	<b>166,265</b>	<b>100.0%</b>
<b>Females</b>				
Employees	775	96.9%	138,785	93.0%
Self-Employed	25	3.1%	10,375	7.0%
<b>TOTAL</b>	<b>800</b>	<b>100.0%</b>	<b>149,160</b>	<b>100.0%</b>

<b>Place of Work (In Labour Force - 15 Years and Over)</b>				
Usual place of work	1,290	92.1%	263,675	88.4%
At home	55	3.9%	14,305	4.8%
Outside Canada	10	0.7%	705	0.2%
No usual place of work	45	3.2%	19,705	6.6%
<b>TOTAL</b>	<b>1,400</b>	<b>100.0%</b>	<b>298,390</b>	<b>100.0%</b>
<b>Males</b>				
Usual place of work	600	92.3%	134,995	86.5%
At home	25	3.8%	6,325	4.1%
Outside Canada	0	0.0%	440	0.3%
No usual place of work	25	3.8%	14,340	9.2%
<b>TOTAL</b>	<b>650</b>	<b>100.0%</b>	<b>156,100</b>	<b>100.0%</b>
<b>Females</b>				
Usual place of work	690	92.0%	128,680	90.4%
At home	30	4.0%	7,980	5.6%
Outside Canada	10	1.3%	265	0.2%
No usual place of work	20	2.7%	5,365	3.8%
<b>TOTAL</b>	<b>750</b>	<b>100.0%</b>	<b>142,290</b>	<b>100.0%</b>

LABOUR FORCE (Cont'd)	PEMBINA STRIP		CITY OF WINNIPEG	
<b>Employment Income</b>				
Total	1,540		323,825	
Average employment income	\$20,952		\$25,077	
Total who worked full year, full time	825	53.6%	\$177,130	54.7%
Average employment income	\$27,904		\$34,399	
Total who worked part time or part year	720	46.8%	146,690	45.3%
Average employment income	\$12,965		\$13,822	
<b>Males</b>				
Total	715		169,705	
Average employment income	\$23,292		\$30,248	
Total who worked full year, full time	410	57.3%	103,575	61.0%
Average employment income	\$29,059		\$39,250	
Total who worked part time or part year	310	43.4%	66,125	39.0%
Average employment income	\$15,648		\$16,149	
<b>Females</b>				
Total	825		154,120	
Average employment income	\$18,924		\$19,384	
Total who worked full year, full time	415	50.3%	73,555	47.7%
Average employment income	\$26,763		\$27,567	
Total who worked part time or part year	410	49.7%	80,565	52.3%
Average employment income	\$10,937		\$11,912	

MODE OF TRANSPORTATION	PEMBINA STRIP		CITY OF WINNIPEG	
<b>15 years and over</b>				
Car, truck, van - as driver	750	56.4%	188,630	66.6%
Car, truck, van - as passenger	95	7.1%	25,950	9.2%
Public transit	325	24.4%	44,015	15.5%
Walk to work	105	7.9%	18,220	6.4%
Bicycle	25	1.9%	4,125	1.5%
Motorcycle	0	0.0%	145	0.1%
Taxicab	20	1.5%	605	0.2%
Other method	10	0.8%	1,675	0.6%
TOTAL	1,330	100.0%	283,365	100.0%

CHANGE IN RESIDENCE	PEMBINA STRIP		CITY OF WINNIPEG	
<b>Moved Within 1 Year (1995 - 1996)</b>				
Did not move	2,020	70.3%	506,055	83.9%
Moved	855	29.7%	97,390	16.1%
TOTAL	2,875	100.0%	603,445	100.0%
<b>Moved Within 5 Years (1991 - 1996)</b>				
Did not move	525	18.4%	319,365	56.1%
Moved	2,335	81.6%	250,215	43.9%
TOTAL	2,860	100.0%	569,580	100.0%

DWELLING	PEMBINA STRIP		CITY OF WINNIPEG	
<b>Dwelling Type</b>				
Single-detached house	0	0.0%	146,220	59.4%
Semi-detached house	10	0.6%	9,975	4.1%
Row house	0	0.0%	8,330	3.4%
Apartment, detached duplex	0	0.0%	5,075	2.1%
Apartment building, less than five storeys	540	31.2%	41,750	17.0%
Apartment building, five or more storeys	1,180	68.2%	33,830	13.7%
Other single attached house	0	0.0%	395	0.2%
Movable dwelling	0	0.0%	600	0.2%
<b>TOTAL DWELLINGS</b>	<b>1,730</b>	<b>100.0%</b>	<b>246,175</b>	<b>100.0%</b>

<b>Number of Rooms</b>				
Average Number of Rooms per Dwelling	4.0		5.7	
Average Number of Bedrooms per Dwelling	1.6		2.4	

<b>Dwelling Condition</b>				
In need of regular maintenance only	1,420	82.1%	157,390	63.9%
In need of minor repairs	220	12.7%	66,975	27.2%
In need of major repairs	90	5.2%	21,810	8.9%
<b>TOTAL DWELLINGS</b>	<b>1,730</b>	<b>100.0%</b>	<b>246,175</b>	<b>100.0%</b>

<b>Dwellings by Period of Construction</b>				
before 1946	0	0.0%	50,800	20.6%
1946-1960	30	1.7%	51,270	20.8%
1961-1970	285	16.6%	45,440	18.5%
1971-1980	840	48.8%	51,795	21.0%
1981-1990	500	29.1%	39,065	15.9%
1991-1996	65	3.8%	7,800	3.2%
<b>TOTAL DWELLINGS</b>	<b>1,720</b>	<b>100.0%</b>	<b>246,170</b>	<b>100.0%</b>

<b>Dwelling Tenure</b>				
Owned	365	21.2%	152,695	62.0%
Rented	1,360	78.8%	93,480	38.0%
Band Dwelling				
<b>TOTAL DWELLINGS</b>	<b>1,725</b>	<b>100.0%</b>	<b>246,175</b>	<b>100.0%</b>

DWELLING (Cont'd)	PEMBINA STRIP		CITY OF WINNIPEG	
	sq. km.	% of Winnipeg	sq. km.	% of Winnipeg
<b>Miscellaneous Dwelling Costs</b>				
<b>Tenant Occupied</b>				
Total dwellings	1,365		93,480	
Average gross rent	\$571		\$508	
Households spending 30% or more on shelter	490	35.9%	40,640	43.5%
<b>Owner Occupied</b>				
Total dwellings	370		152,650	
Average value of dwelling	\$76,673		\$95,345	
Average owner's major payment	\$633		\$681	
Households spending 30% or more on shelter	90	24.3%	18,475	12.1%

<b>One-Family Household Dwellings</b>				
<b>Tenant Occupied</b>				
	sq. km.	% of Winnipeg	sq. km.	% of Winnipeg
Total Dwellings	490		37,075	
Average Gross Rent	\$600		\$555	
Households spending 30% or more on shelter	70	14.3%	13,995	37.7%
<b>Owner Occupied</b>				
Total dwellings	200		110,020	
Average owner's major payment	\$630		\$723	
Households spending 30% or more on shelter	30	15.0%	10,795	9.8%

LAND AREA (In Square Kilometers)	PEMBINA STRIP		CITY OF WINNIPEG	
	sq. km.	% of Winnipeg	sq. km.	% of Winnipeg
	0.71	0.2%	464.1	