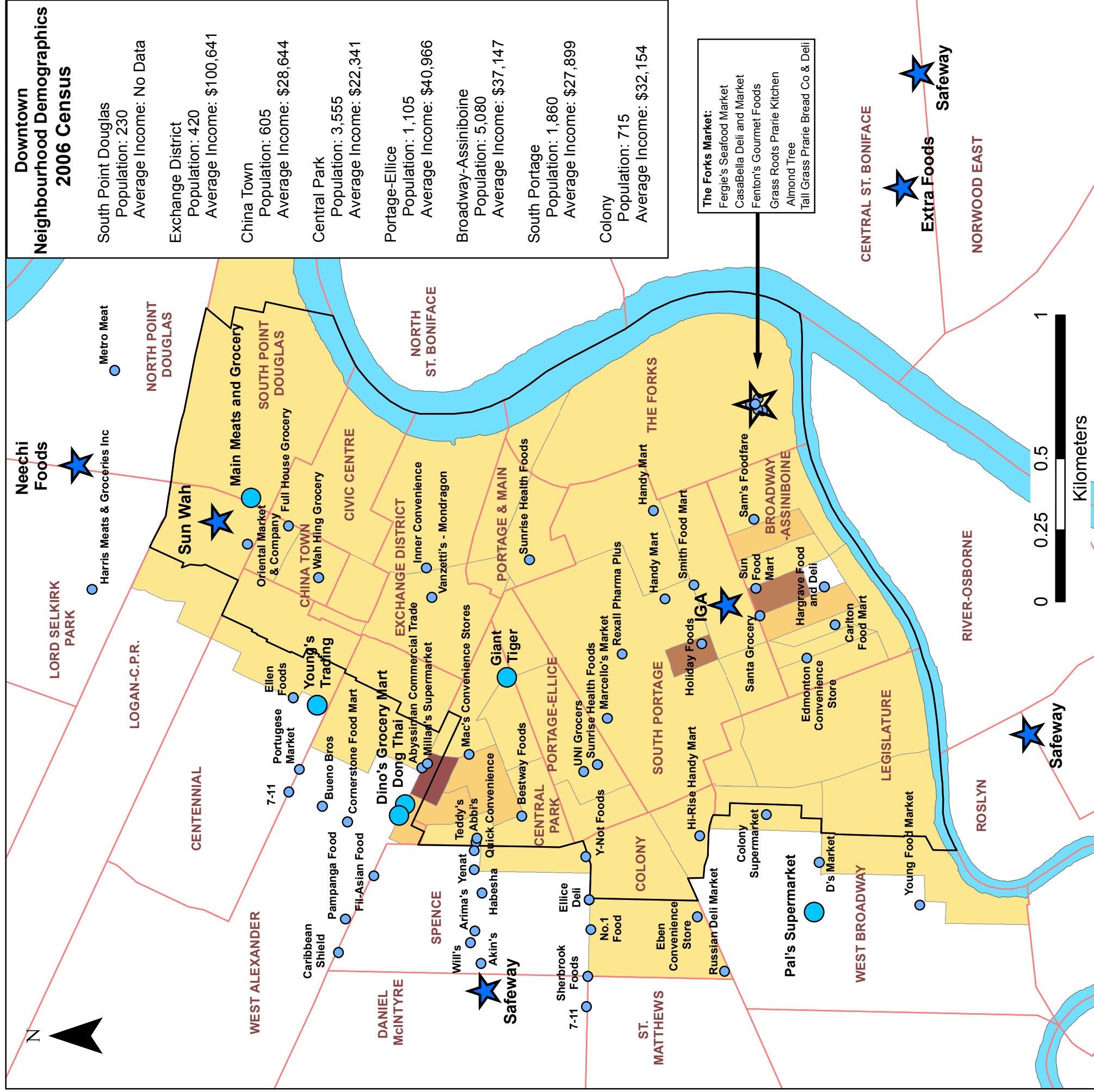


# Downtown Winnipeg: Demographics, Population Density and Grocery Store Locations



# Winnipeg Downtown Demographics:

## A Note to the Reader:

Information from the 2011 Canadian Census has just begun to be released. For Winnipeg's Downtown, demographic information has only been released at the census-tract level. This level includes neighbourhoods whose boundaries extend outside of the downtown. Information at the Dissemination-Area level, and for within the Official Downtown Area, has not yet been released. Use of census-tract level data would result in the inclusion of information for areas outside of the downtown, which would skew the overall downtown picture. Census tracts that extend beyond the downtown include parts of West Broadway, South Point Douglas, West Alexander, Centennial, and Logan.

Therefore, demographic data will be used from the 2006 census, as it conforms to the officially designated Winnipeg Downtown Boundaries. Emerging data from the 2011 census (for selected areas) will be included to help fill in the picture of an evolving downtown.

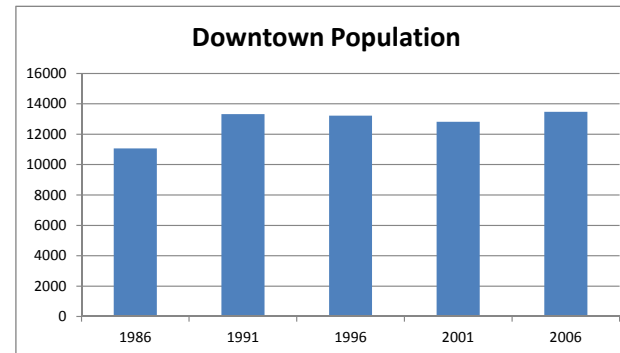
**Full 2011 census data for Winnipeg's Officially Designated Downtown is expected, at the earliest, in July, 2013.**

## Demographics: (Source: 2006 Census)

- Total 2006 population was 13,470 people.
- After a period of slight population loss in the 1990s, the downtown is again growing strongly, with sustained growth of 5% over the last decade.
- Projected population from the 2011 Census is over 14,000 people.
- Compared to Winnipeg, residents of downtown are younger, more ethnically diverse, less affluent, and more likely to be single.
- Significantly more people aged 20-35 live downtown (33.7%), than citywide (20.9%).
  - This is partially from the high number of students living downtown.
- Downtown, 16.1% of residents identify as Aboriginal, compared to 10.2% citywide.
- Downtown, 35.2% of residents identify as a Visible Minority, 16.3% citywide.
- Downtown, 55.4% of residents identify as single, compared to 35.5% citywide.

## Employment / Income: (Source: "Housing in Winnipeg's Downtown: Issues and Opportunities", 2008)

- 2001: Downtown had 57,000 jobs – about 25% of the CMA workforce.
- 2006 unemployment rate downtown (for those 25 years and older) was 10.1% compared to 3.9% citywide.
- Average employment income downtown (2005) was \$26,197 compared to \$33,518 citywide.
- A significantly higher percentage of the downtown population earns less than \$20,000 / year compared to the citywide average.
- Income varies widely across the downtown with both the highest average incomes (the Exchange District) and lowest income side by side.



## Housing: (Source: "Housing in Winnipeg's Downtown: Issues and Opportunities", 2008):

- Approximately 9,375 dwelling units.
- Downtown is approximately 91% rentals, compared to 35% citywide.
- However, the rental market downtown shrank by 2% between 2001 and 2006, as more people moved into condos.
- Ownership increased by 11% over this same period.
- 38% of all downtown residents live in the Broadway-Assiniboine district of the downtown.
- 26% live in the Central Park district.
- 14% live in the South Portage district.
- 6% Colony, 8% Portage-Ellice, 5% Chinatown, and 4% Exchange District.
- About 62% of downtown households are single person households.
- About 1800 units of residential housing were built in the downtown between 2005 and 2013. (Source: IUS, 2013)
- About 400 additional units are currently proposed or being planned. (Source: IUS, 2013)

## Projected Growth: (Source: "Housing in Winnipeg's Downtown: Issues and Opportunities", 2008):

- Winnipeg is expected to grow to 850,000 people by 2031 (Source: "Our Winnipeg", 2010).
- This is an addition of 70,000 people by 2021, and 174,000 by 2031.
- The City hopes the downtown will capture between 13% and 22% of this growth.
- This will result in 2500-4100 of expected new housing units downtown by 2021.
- The City projects the downtown to grow by 4700-6700 people between 2006 and 2021. A rate of 1.9-2.4% per year.

Most new growth is expected to occur in three main areas: the Exchange District, some in Broadway-Assiniboine, and the largest amount at the north end of Waterfront Drive into South Point Douglas. Remaining areas are expected to see Minor Infill or Minor Redevelopment.

## Office & Retail Market Data:

(Source: The Johnson Report: 2012 Year-End Market Report)

### Downtown: Year-End Class 'A' to 'C' Vacancy Rates

year	Class A	Class B	Class C	Overall
2003	7.4	3.2	2.4	4.4
2004	10.0	4.3	4.4	6.1
2005	8.4	5.9	5.3	6.6
2006	9.0	5.1	3.4	6.0
2007	5.7	7.4	1.7	5.8
2008	5.1	3.0	2.5	3.7
2009	3.8	7.1	4.2	5.4
2010	4.8	7.0	5.6	6.0
2011	5.1	7.8	6.7	6.7
2012	4.3	8.9	7.6	7.2

### Downtown: Year-End Retail Vacancy Rates

year	Rate
2003	11.3
2004	12.1
2005	12.4
2006	12.7
2007	10.7
2008	9.5
2009	10.2
2010	11.0
2011	11.1
2012	12.1

## Downtown Residential Sales Stats:

(Source: MLSR)

### Downtown Residential Sales - 2012

Property Type: Condominium (68 Sales)		
	List Price	Sold Price
Min	\$49,000	\$37,500
Max	\$599,000	\$577,000
Avg	\$247,204	\$242,020
Sum	\$16,809,849	\$16,457,390

### Property Type: Residential (11 Sales)

	List Price	Sold Price
Min	\$49,000	\$50,000
Max	\$249,900	\$200,000
Ave	\$122,636	\$114,436
Sum	\$1,349,000	\$1,258,800

## 2011 Census Data:

2011 Census data for three Census-tracts is presented here as a preview to what the full release is expected to show later this year. The Census tracts are:

- 0014.00 (Bordered by Osborne, York, Main, and Assiniboine): an area larger than the Broadway-Assiniboine neighbourhood.
- 0023.00 (Bordered by Balmoral, Portage and Notre Dame): the Central Park and Portage-Ellice neighbourhoods grouped together.
- 0024.00 (Bordered by Portage East, Main, Higgins, and the Red River): includes parts of the neighbourhoods of the Exchange District, Civic Centre and all of South Point Douglas.

## 2011 Census Profile Variables for Three Downtown of Census Tracts and Winnipeg

Area	Census Tract Number	Population 2011	Population 2006	Percentage Change	Pop. Density km2	Land Area km2	Total Population 15 & Older	Ttl Pop., 15 & Older, Married	Ttl Pop., 15 & Older, Single	Total # of Private Dwellings	Dwellings Occupied by Usual Residents	Total Number of Private Households	Single Detached House	Apartment: 5 Storey +	Semi-Detached House	Apartment less than 5 Storey	Household Size: 1	Household Size: 2	Household Size: 3	Household Size: 4	Household Size: 5	Household Size: 6	Household Size: Average
Winnipeg Total	0	730018	694668	5.1	138	5303.1	605175	332515	272660	304779	291316	291315	183245	35460	10400	46755	86685	93630	44265	41495	16135	9105	2.5
Bounded by Osborne, York, Main, and Assiniboine	14	5539	5611	-1.3	8195	0.68	5245	1655	3590	4400	3885	3885	5	2915	0	965	2625	990	200	55	10	5	1.4
Bounded by Balmoral, Portage and Notre Dame	23	5231	4956	5.5	12003	0.44	4355	1615	2740	2761	2396	2395	10	2010	5	370	1165	635	290	190	65	45	2
Bounded by Portage East, Main, Higgins, Red River	24	1163	762	52.6	1193	0.97	no data	no data	no data	423	362	no data	no data	no data	no data	no data	no data	no data	no data	no data	no data	no data	no data

