

# The City of Winnipeg



## Winnipeg's Neighborhood Profiles

### BROOKLANDS

## CENSUS DATA

(Source: Statistics Canada)

TOTAL POPULATION	BROOKLANDS		CITY OF WINNIPEG	
	<i>Number</i>	<i>% change (1)</i>	<i>Number</i>	<i>% change (1)</i>
<b>1996 CENSUS</b>	<b>2,435</b>	<b>-1.2%</b>	<b>618,475</b>	<b>0.5%</b>
1991 CENSUS	2,465	-4.3%	615,215	3.5%
1986 CENSUS (2)	2,575	-0.2%	594,555	5.3%
1981 CENSUS (2)	2,580	-12.5%	564,475	0.6%
1976 CENSUS (2)	2,950	-19.6%	560,875	4.8%
1971 CENSUS (2)	3,670		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)	BROOKLANDS		CITY OF WINNIPEG	
Age Group	Number	%	Number	%
Less than 5	185	7.6%	41,965	6.9%
5-9	185	7.6%	41,455	6.8%
10-14	180	7.4%	39,745	6.5%
15-19	120	4.9%	39,310	6.4%
20-24	150	6.2%	44,925	7.3%
25-29	190	7.8%	46,035	7.5%
30-34	205	8.5%	52,640	8.6%
35-39	250	10.3%	52,335	8.6%
40-44	170	7.0%	48,215	7.9%
45-49	170	7.0%	43,695	7.1%
50-54	75	3.1%	32,280	5.3%
55-59	100	4.1%	25,475	4.2%
60-64	115	4.7%	24,210	4.0%
65-69	120	4.9%	23,005	3.8%
70-74	105	4.3%	22,285	3.6%
75+	105	4.3%	34,050	5.6%
TOTAL	2,425	100.0%	611,625	100.0%

MARITAL STATUS (15 Years and Over)	BROOKLANDS		CITY OF WINNIPEG	
Never married (single) 15 years and over	695	36.9%	157,535	32.3%
Legally married (not separated)	785	41.6%	246,250	50.4%
Legally married and separated	95	5.0%	15,890	3.3%
Divorced	165	8.8%	35,370	7.2%
Widowed	145	7.7%	33,425	6.8%
TOTAL (15 Years and Over)	1,885	100.0%	488,470	100.0%

CENSUS FAMILIES		BROOKLANDS		CITY OF WINNIPEG	
Family Size					
2 persons	260	42.3%	72,870	44.6%	
3 persons	175	28.5%	36,945	22.6%	
4 persons	110	17.9%	36,575	22.4%	
5 or more persons	70	11.4%	16,930	10.4%	
TOTAL CENSUS FAMILIES	615	100.0%	163,320	100.0%	
Average number of persons per census family	3.0		3.0		

<b>Family Structure</b>				
Married couples	390	62.4%	121,850	74.6%
Common-law couples	100	16.0%	14,325	8.8%
One parent - female	110	17.6%	23,155	14.2%
One parent - male	25	4.0%	3,985	2.4%
TOTAL FAMILIES	625	100.0%	163,315	100.0%

<b>Families by Type</b>				
Married couples with children	255	40.5%	73,225	44.8%
Married couples without children	140	22.2%	48,625	29.8%
Common-law couples with children	55	8.7%	6,355	3.9%
Common-law couples without children	45	7.1%	7,970	4.9%
One parent - female	110	17.5%	23,155	14.2%
One parent - male	25	4.0%	3,985	2.4%
TOTAL FAMILIES	630	100.0%	163,315	100.0%

<b>Families with Children</b>				
Married couples	255	57.3%	73,225	68.6%
Common-law couples	55	12.4%	6,355	6.0%
One parent - female	110	24.7%	23,155	21.7%
One parent - male	25	5.6%	3,985	3.7%
TOTAL FAMILIES WITH CHILDREN	445	100.0%	106,720	100.0%
With one child	210	48.3%	45,485	42.6%
With two children	155	35.6%	42,035	39.4%
With three or more children	70	16.1%	19,205	18.0%
TOTAL FAMILIES WITH CHILDREN	435	100.0%	106,725	100.0%

CENSUS FAMILIES (Cont'd)	BROOKLANDS		CITY OF WINNIPEG	
Family Income				
Under \$10,000	60	9.8%	8,800	5.4%
\$10,000 - \$19,999	130	21.1%	14,740	9.0%
\$20,000 - \$29,999	120	19.5%	20,625	12.6%
\$30,000 - \$39,999	105	17.1%	22,230	13.6%
\$40,000 - \$49,999	85	13.8%	22,245	13.6%
\$50,000 - \$59,999	45	7.3%	20,600	12.6%
\$60,000 - \$69,999	45	7.3%	16,050	9.8%
\$70,000 - \$79,999	25	4.1%	11,630	7.1%
\$80,000 - \$89,999	0	0.0%	8,040	4.9%
\$90,000 - \$99,999	0	0.0%	5,520	3.4%
\$100,000 and over	0	0.0%	12,835	7.9%
TOTAL	615	100.0%	163,315	100.0%
AVERAGE INCOME	\$32,151		\$53,174	

Family Average Income by Family Structure				
Married and common-law couple families	490		136,175	
Average Income	\$34,581		\$58,136	
Female one-parent families	110		23,150	
Average Income	\$19,344		\$26,536	
Male one-parent families	25		3,985	
Average Income	\$39,835		\$38,369	

HOUSEHOLDS	BROOKLANDS		CITY OF WINNIPEG	
Household Size				
1 person	255	27.4%	71,700	29.1%
2 persons	305	32.8%	76,985	31.3%
3 persons	170	18.3%	38,710	15.7%
4 - 5 persons	150	16.1%	52,385	21.3%
6 or more persons	50	5.4%	6,395	2.6%
TOTAL	930	100.0%	246,175	100.0%
Average number of persons per household	2.5		2.5	

<b>Household Type</b>				
One-family households	600	63.8%	158,460	64.4%
Multiple-family households	10	1.1%	2,375	1.0%
Non-family households	330	35.1%	85,340	34.7%
TOTAL	940	100.0%	246,175	100.0%

<b>Household Income</b>				
Under \$10,000	85	9.2%	21,055	8.6%
\$10,000 - \$19,999	255	27.6%	41,795	17.0%
\$20,000 - \$29,999	215	23.2%	35,210	14.3%
\$30,000 - \$39,999	150	16.2%	32,605	13.2%
\$40,000 - \$49,999	90	9.7%	28,425	11.5%
\$50,000 - \$59,999	50	5.4%	25,200	10.2%
\$60,000 - \$69,999	40	4.3%	18,550	7.5%
\$70,000 - \$79,999	30	3.2%	13,315	5.4%
\$80,000 - \$89,999	10	1.1%	9,165	3.7%
\$90,000 - \$99,999	0	0.0%	6,380	2.6%
\$100,000 and over	0	0.0%	14,475	5.9%
TOTAL	925	100.0%	246,175	100.0%
AVERAGE INCOME	\$30,447		\$44,937	

COMPOSITION OF TOTAL INCOME	BROOKLANDS		CITY OF WINNIPEG	
Employment income - %	66.7		74.0	
Government transfer payments - %	28.4		13.9	
Other - %	4.9		12.1	

INCIDENCE OF LOW INCOME	BROOKLANDS		CITY OF WINNIPEG	
Total economic families	635		165,660	
Low income	250		32,165	
Incidence of low income - %	39.3		19.4	
Total unattached individuals	375		95,095	
Low income	195		46,650	
Incidence of low income - %	52.8		49.1	
Total population in private households	2,385		606,770	
Low income	980		147,425	
Incidence of low income - %	41.1		24.3	

CITIZENSHIP	BROOKLANDS		CITY OF WINNIPEG	
Canadian	2,375	97.7%	584,880	95.6%
Other	55	2.3%	26,750	4.4%
TOTAL	2,430	100.0%	611,630	100.0%

KNOWLEDGE OF LANGUAGES	BROOKLANDS		CITY OF WINNIPEG	
Knowledge of Official Languages				
English only	2,215	91.2%	538,745	88.1%
French only	0	0.0%	845	0.1%
Both English and French	160	6.6%	64,730	10.6%
Neither English nor French	55	2.3%	7,310	1.2%
TOTAL INDIVIDUALS	2,430	100.0%	611,630	100.0%

<b>Knowledge of Other Languages</b>				
Chinese	80	3.3%	10,285	1.7%
German	65	2.7%	27,960	4.6%
Spanish	15	0.6%	7,910	1.3%
Italian	0	0.0%	6,445	1.1%
Dutch	0	0.0%	2,490	0.4%
Polish	15	0.6%	11,805	1.9%
Arabic	0	0.0%	970	0.2%
Tagalog (Filipino)	165	6.8%	20,770	3.4%
Ukrainian	95	3.9%	22,265	3.6%
Vietnamese	35	1.4%	3,025	0.5%
Punjabi	20	0.8%	5,255	0.9%
Cree	0	0.0%	2,815	0.5%
Non verbal languages	0	0.0%	1,620	0.3%
Portuguese	40	1.6%	8,175	1.3%
Greek	0	0.0%	1,585	0.3%
Hindi	0	0.0%	2,560	0.4%
Russian	0	0.0%	2,925	0.5%
Japanese	10	0.4%	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	35	1.4%	3,705	0.6%
Hungarian	10	0.4%	1,940	0.3%
Creoles	0	0.0%	255	0.0%
Norwegian	0	0.0%	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	60	2.5%	21,290	3.5%
TOTAL INDIVIDUALS	2,430	n/a	611,630	n/a

ABORIGINALS	BROOKLANDS		CITY OF WINNIPEG	
North American Indian single response	135	29.0%	19,535	44.9%
Metis single response	330	71.0%	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%
TOTAL ABORIGINALS	465	100.0%	43,460	100.0%
Aboriginal population	465	19.2%	43,460	7.1%
Non-Aboriginal population	1,960	80.8%	568,170	92.9%
TOTAL	2,425	100.0%	611,630	100.0%

VISIBLE MINORITIES	BROOKLANDS		CITY OF WINNIPEG	
Black	0	0.0%	9,845	13.5%
South Asian	20	5.5%	11,330	15.6%
Chinese	80	21.9%	11,195	15.4%
Korean	0	0.0%	860	1.2%
Japanese	10	2.7%	1,505	2.1%
Southeast Asian	45	12.3%	4,135	5.7%
Filipino	210	57.5%	25,590	35.2%
Arab/West Asian	0	0.0%	1,600	2.2%
Latin American	0	0.0%	3,890	5.4%
Visible Minority, n.i.e.	0	0.0%	1,435	2.0%
Multiple Visible Minority	0	0.0%	1,305	1.8%
TOTAL VISIBLE MINORITIES	365	100.0%	72,690	100.0%
Visible Minority Population	365	14.9%	72,690	11.9%
Non-Visible Minority Population	2,080	85.1%	538,945	88.1%
TOTAL	2,445	100.0%	611,635	100.0%



EDUCATION	BROOKLANDS		CITY OF WINNIPEG	
School Attendance (15 to 24 Years Old)				
Not attending school	145	54.7%	33,110	39.3%
Attending school full-time	105	39.6%	44,355	52.7%
Attending school part-time	15	5.7%	6,770	8.0%
TOTAL (15 TO 24 YEARS OLD)	265	100.0%	84,235	100.0%

<b>Education Attainment (15 Years Old and Over)</b>				
Less than Grade 9	390	20.7%	44,420	9.1%
Grade 9 - 12 without secondary certificate	785	41.6%	127,140	26.0%
Grade 9 - 12 with secondary certificate	140	7.4%	56,680	11.6%
Non-university - without certificate or diploma	140	7.4%	27,065	5.5%
Non-university - with certificate or diploma	310	16.4%	93,450	19.1%
University without degree	95	5.0%	66,130	13.5%
University with degree	25	1.3%	73,590	15.1%
<b>TOTAL (15 YEARS OLD AND OVER)</b>	<b>1,885</b>	<b>100.0%</b>	<b>488,475</b>	<b>100.0%</b>

LABOUR FORCE	BROOKLANDS		CITY OF WINNIPEG	
15 years and over				
In labour force	1,025		325,045	
Employed	825		298,390	
Unemployed	205		26,655	
Not in the labour force	865		163,420	
Unemployment rate %	20.0		8.2	
Employment to population ratio %	43.5		61.1	
Participation rate %	54.4		66.5	

<b>15 - 24 years (Youth)</b>				
In labour force	145		56,925	
Employed	95		48,770	
Unemployed	55		8,155	
Not in the labour force	125		27,310	
Unemployment rate %	37.9		14.3	
Employment to population ratio %	35.2		57.9	
Participation rate %	53.7		67.6	

<b>25 years and over</b>				
In labour force	880		268,120	
Employed	730		249,620	
Unemployed	150		18,500	
Not in the labour force	740		136,110	
Unemployment rate %	17.0		6.9	
Employment to population ratio %	45.2		61.8	
Participation rate %	54.5		66.3	

<b>Employment Sectors</b>				
Industries				
Agricultural and related service	0	0.0%	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	225	22.0%	42,070	12.9%
Construction	60	5.9%	13,255	4.1%
Transportation and storage	170	16.6%	17,980	5.5%
Communication and other utility	10	1.0%	12,865	4.0%
Wholesale trade	100	9.8%	17,360	5.3%
Retail trade	110	10.7%	38,370	11.8%
Finance and insurance	10	1.0%	12,710	3.9%
Real estate operator and insurance agent	20	2.0%	6,505	2.0%
Business service	35	3.4%	18,710	5.8%
Government service	20	2.0%	22,950	7.1%
Educational service	20	2.0%	24,430	7.5%
Health and social service	40	3.9%	37,835	11.6%
Accommodation, food and beverage service	70	6.8%	22,950	7.1%
Other service	55	5.4%	25,460	7.8%
Other (Not applicable to an industry)	80	7.8%	9,095	2.8%
TOTAL	1,025	100.0%	325,045	100.0%

LABOUR FORCE (Cont'd)	BROOKLANDS		CITY OF WINNIPEG	
Work Status (In Labour Force - 15 Years and Over)				
Employees	870	92.6%	285,925	90.6%
Self-Employed	70	7.4%	29,500	9.4%
TOTAL	940	100.0%	315,425	100.0%
Males				
Employees	545	92.4%	147,140	88.5%
Self-Employed	45	7.6%	19,125	11.5%
TOTAL	590	100.0%	166,265	100.0%
Females				
Employees	325	92.9%	138,785	93.0%
Self-Employed	25	7.1%	10,375	7.0%
TOTAL	350	100.0%	149,160	100.0%

<b>Place of Work (In Labour Force - 15 Years and Over)</b>				
Usual place of work	715	86.7%	263,675	88.4%
At home	0	0.0%	14,305	4.8%
Outside Canada	0	0.0%	705	0.2%
No usual place of work	110	13.3%	19,705	6.6%
TOTAL	825	100.0%	298,390	100.0%
<b>Males</b>				
Usual place of work	440	85.4%	134,995	86.5%
At home	0	0.0%	6,325	4.1%
Outside Canada	0	0.0%	440	0.3%
No usual place of work	75	14.6%	14,340	9.2%
TOTAL	515	100.0%	156,100	100.0%
<b>Females</b>				
Usual place of work	275	88.7%	128,680	90.4%
At home	0	0.0%	7,980	5.6%
Outside Canada	0	0.0%	265	0.2%
No usual place of work	35	11.3%	5,365	3.8%
TOTAL	310	100.0%	142,290	100.0%

LABOUR FORCE (Cont'd)	BROOKLANDS		CITY OF WINNIPEG	
Employment Income				
Total	960		323,825	
Average employment income	\$19,652		\$25,077	
Total who worked full year, full time	525	54.7%	\$177,130	54.7%
Average employment income	\$23,859		\$34,399	
Total who worked part time or part year	430	44.8%	146,690	45.3%
Average employment income	\$14,495		\$13,822	
Males				
Total	610		169,705	
Average employment income	\$23,045		\$30,248	
Total who worked full year, full time	355	58.2%	103,575	61.0%
Average employment income	\$27,406		\$39,250	
Total who worked part time or part year	250	41.0%	66,125	39.0%
Average employment income	\$16,897		\$16,149	
Females				
Total	350		154,120	
Average employment income	\$13,739		\$19,384	
Total who worked full year, full time	170	48.6%	73,555	47.7%
Average employment income	\$16,453		\$27,567	
Total who worked part time or part year	180	51.4%	80,565	52.3%
Average employment income	\$11,160		\$11,912	

MODE OF TRANSPORTATION	BROOKLANDS		CITY OF WINNIPEG	
15 years and over				
Car, truck, van - as driver	515	62.8%	188,630	66.6%
Car, truck, van - as passenger	120	14.6%	25,950	9.2%
Public transit	130	15.9%	44,015	15.5%
Walk to work	35	4.3%	18,220	6.4%
Bicycle	10	1.2%	4,125	1.5%
Motorcycle	0	0.0%	145	0.1%
Taxicab	0	0.0%	605	0.2%
Other method	10	1.2%	1,675	0.6%
TOTAL	820	100.0%	283,365	100.0%

CHANGE IN RESIDENCE	BROOKLANDS		CITY OF WINNIPEG	
Moved Within 1 Year (1995 - 1996)				
Non-movers	1,965	81.9%	506,055	83.9%
Movers	435	18.1%	97,390	16.1%
TOTAL	2,400	100.0%	603,445	100.0%
Moved Within 5 Years (1991 - 1996)				
Did not move	1,355	60.1%	319,365	56.1%
Moved	900	39.9%	250,215	43.9%
TOTAL	2,255	100.0%	569,580	100.0%

DWELLING	BROOKLANDS		CITY OF WINNIPEG	
Dwelling Type				
Single-detached house	860	92.0%	146,220	59.4%
Semi-detached house	0	0.0%	9,975	4.1%
Row house	0	0.0%	8,330	3.4%
Apartment, detached duplex	15	1.6%	5,075	2.1%
Apartment building, less than five storeys	25	2.7%	41,750	17.0%
Apartment building, five or more storeys	35	3.7%	33,830	13.7%
Other single attached house	0	0.0%	395	0.2%
Movable dwelling	0	0.0%	600	0.2%
TOTAL DWELLINGS	935	100.0%	246,175	100.0%

<b>Number of Rooms</b>				
Average Number of Rooms per Dwelling	5.2		5.7	
Average Number of Bedrooms per Dwelling	2.3		2.4	

<b>Dwelling Condition</b>				
In need of regular maintenance only	500	53.2%	157,390	63.9%
In need of minor repairs	265	28.2%	66,975	27.2%
In need of major repairs	175	18.6%	21,810	8.9%
TOTAL DWELLINGS	940	100.0%	246,175	100.0%

<b>Dwellings by Period of Construction</b>				
before 1946	335	35.8%	50,800	20.6%
1946-1960	380	40.6%	51,270	20.8%
1961-1970	75	8.0%	45,440	18.5%
1971-1980	65	7.0%	51,795	21.0%
1981-1990	50	5.3%	39,065	15.9%
1991-1996	30	3.2%	7,800	3.2%
TOTAL DWELLINGS	935	100.0%	246,170	100.0%

<b>Dwelling Tenure</b>				
Owned	620	65.6%	152,695	62.0%
Rented	325	34.4%	93,480	38.0%
Band Dwelling				
TOTAL DWELLINGS	945	100.0%	246,175	100.0%

DWELLING (Cont'd)		BROOKLANDS		CITY OF WINNIPEG	
Miscellaneous Dwelling Costs					
Tenant Occupied					
Total dwellings	320		93,480		
Average gross rent	\$573		\$508		
Households spending 30% or more on shelter	180	56.3%	40,640	43.5%	
Owner Occupied					
Total dwellings	625		152,650		
Average value of dwelling	\$50,496		\$95,345		
Average owner's major payment	\$420		\$681		
Households spending 30% or more on shelter	70	11.2%	18,475	12.1%	

<b>One-Family Household Dwellings</b>					
<b>Tenant Occupied</b>					
Total Dwellings	160		37,075		
Average Gross Rent	\$504		\$555		
Households spending 30% or more on shelter	120	75.0%	13,995	37.7%	
<b>Owner Occupied</b>					
Total dwellings	355		110,020		
Average owner's major payment	\$447		\$723		
Households spending 30% or more on shelter	30	8.5%	10,795	9.8%	

LAND AREA (In Square Kilometers)	BROOKLANDS		CITY OF WINNIPEG	
	<i>sq. km.</i>	<i>% of Winnipeg</i>	<i>sq. km.</i>	
	0.83	0.2%	464.1	