Downtown Winnipeg: Demographics, Population Density and Grocery Store Locations

Downtown Neighbourhood Demographics 2006 Census

- South Point Douglas
  - Population: 230
  - Average Income: No Data

- Exchange District
  - Population: 420
  - Average Income: $100,641

- China Town
  - Population: 605
  - Average Income: $28,644

- Central Park
  - Population: 3,555
  - Average Income: $22,341

- Portage-Ellice
  - Population: 1,105
  - Average Income: $40,966

- Broadway-Assiniboine
  - Population: 5,080
  - Average Income: $37,147

- South Portage
  - Population: 1,860
  - Average Income: $27,899

- Colony
  - Population: 715
  - Average Income: $32,154

Population Density and Grocery Store Locations

Downtown Boundary

Neighbourhood Boundaries

Legend

- Convenience Stores/Corner Stores/Specialty
- Medium Grocery
- Full Service Grocery
- Full Service Cluster of Shops
- Downtown Boundary

Population Density (per Hectare)

- 0
- 1 - 5000
- 5001 - 10000
- 10001 - 15000
- 15001 - 20000
- 20001 - 25000

Note: Grocery store locations from Google maps, 2013

Map Created By: Adrian Werner and Scott McCullough
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.


- 2001: Downtown had 5,000 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.

Office & Retail Market Data:


Downtown Residential Sales Stats:

(Source: IUS, 2013)