



Riverbend Square Trade Area and 2km Radius PCensus Online

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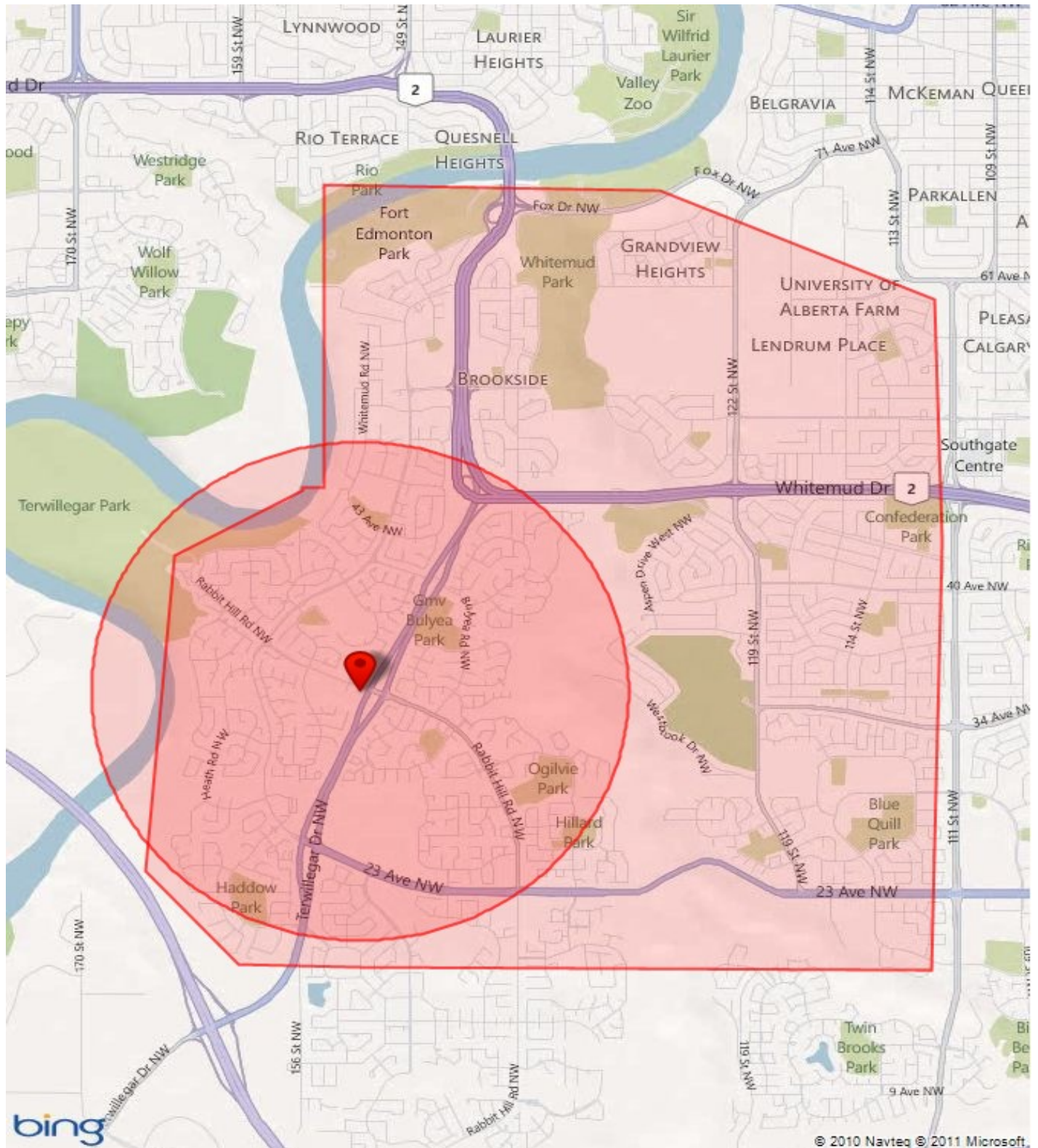
Study Areas

Trade Area

street, Edmonton, AB, T6R



Riverbend Square Trade Area and 2km Radius PCensus Online





**Riverbend Square Trade Area and 2km Radius
PCensus Online
2011 Estimates and Projections Population Trends**

2011 Estimates and Projections Population Trends	Trade Area	street, Edmonton, AB, T6R 0 - 2 km
Total Population		
2006 Census*	61,233	23,569
2011 estimated	67,491	26,998
2014 projected	69,716	28,199
2016 projected	71,202	29,002
2021 projected	75,777	31,145
Change in Population (persons)		
2006 to 2011	6,257	3,429
2011 to 2014	2,225	1,201
2014 to 2016	1,487	802
2016 to 2021	4,574	2,144
Change in Population (percent)		
2006 to 2011	10.2%	14.6%
2011 to 2014	3.3%	4.4%
2014 to 2016	2.1%	2.8%
2016 to 2021	6.4%	7.4%
Rate of Change in Population (percent per year)		
2006 to 2011	2.0%	2.9%
2011 to 2014	1.1%	1.5%
2014 to 2016	1.1%	1.4%
2016 to 2021	1.3%	1.5%
* Population counts have been adjusted by MapInfo for census undercounts.		



**Riverbend Square Trade Area and 2km Radius
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2011 Estimates and Projections Income Trends**

2011 Estimates and Projections Income Trends	Trade Area		street, Edmonton, AB, T6R 0 - 2 km	
Average household income				
2011 estimated	\$ 140,285		\$ 189,383	
2014 projected	\$ 153,623		\$ 206,580	
2016 projected	\$ 162,412		\$ 217,872	
Aggregate household income (\$000)				
2011 estimated	\$ 3,671,558		\$ 1,784,633	
2014 projected	\$ 4,194,253		\$ 2,064,723	
2016 projected	\$ 4,556,618		\$ 2,260,238	
Change in average household income				
2011 to 2014	\$ 13,338		\$ 17,198	
2014 to 2016	\$ 8,789		\$ 11,292	
Change in aggregate household income (\$000)				
2011 to 2014	\$ 522,695		\$ 280,090	
2014 to 2016	\$ 362,365		\$ 195,516	
2011 Estimated Households by Income	26,172	% base	9,423	% base
Less than \$20,000	1,611	6%	401	4%
\$20,000 - 39,999	2,892	11%	587	6%
\$40,000 - 59,999	3,522	13%	775	8%
\$60,000 - 79,999	3,471	13%	977	10%
\$80,000 - 99,999	3,436	13%	1,241	13%
\$100,000 - 119,999	1,898	7%	755	8%
\$120,000 - 139,999	1,747	7%	719	8%
\$140,000 - 159,999	1,530	6%	676	7%
\$160,000 - 179,999	1,386	5%	614	7%
\$180,000 - 199,999	1,438	5%	706	7%
\$200,000 and over	3,241	12%	1,972	21%
Median Estimated Household Income	\$ 89,253		\$ 119,354	



**Riverbend Square Trade Area and 2km Radius
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2011 CanEx - Expenditures Health care**

2011 CanEx - Expenditures Health care	Trade Area			street, Edmonton, AB, T6R 0 - 2 km		
	Total Expenditure	Expenditure per Household		Total Expenditure	Expenditure per Household	
Health care	\$ 70,916,177	\$ 2,710		\$ 31,947,851	\$ 3,390	
Direct costs to household	\$ 45,290,738	\$ 1,730	64%	\$ 20,120,787	\$ 2,135	63%
Health care supplies	\$ 1,300,225	\$ 50	2%	\$ 522,534	\$ 55	2%
Medicinal and pharmaceutical products	\$ 14,214,832	\$ 543	20%	\$ 5,916,459	\$ 628	19%
Prescribed	\$ 7,699,772	\$ 294	11%	\$ 3,051,992	\$ 324	10%
Other medicines and pharmaceutical products	\$ 6,515,054	\$ 249	9%	\$ 2,864,468	\$ 304	9%
Physicians' care	\$ 892,064	\$ 34	1%	\$ 360,887	\$ 38	1%
Other health care practitioners	\$ 4,169,961	\$ 159	6%	\$ 1,966,847	\$ 209	6%
Eye-care goods and services	\$ 7,452,375	\$ 285	11%	\$ 3,263,971	\$ 346	10%
Prescription eye wear	\$ 5,608,110	\$ 214	8%	\$ 2,560,132	\$ 272	8%
Prescription eyeglasses	\$ 4,527,081	\$ 173	6%	\$ 2,033,439	\$ 216	6%
Prescription contact lenses	\$ 1,081,024	\$ 41	2%	\$ 526,691	\$ 56	2%
Other eye care goods	\$ 1,047,240	\$ 40	1%	\$ 500,762	\$ 53	2%
Eye care services (e.g., surgery, exams)	\$ 797,030	\$ 30	1%	\$ 203,077	\$ 22	1%
Dental services	\$ 15,247,187	\$ 583	22%	\$ 7,149,022	\$ 759	22%
Hospital care	\$ 607,202	\$ 23	1%	\$ 230,553	\$ 24	1%
Other medical services	\$ 1,406,908	\$ 54	2%	\$ 710,519	\$ 75	2%
Health insurance premiums	\$ 25,625,435	\$ 979	36%	\$ 11,827,064	\$ 1,255	37%
Public hospital, medical and drug plans	\$ 8,336,258	\$ 319	12%	\$ 3,529,760	\$ 375	11%
Private health insurance plans	\$ 17,289,186	\$ 661	24%	\$ 8,297,305	\$ 880	26%
Private health care plans (benefit/drug plans)	\$ 9,598,427	\$ 367	14%	\$ 4,615,620	\$ 490	14%
Dental plans	\$ 1,927,094	\$ 74	3%	\$ 854,641	\$ 91	3%
Accident and disability insurance	\$ 5,763,662	\$ 220	8%	\$ 2,827,048	\$ 300	9%



**Riverbend Square Trade Area and 2km Radius
PCensus Online
2006 Census Census Snapshot**

2006 Census Census Snapshot	Trade Area		street, Edmonton, AB, T6R 0 - 2 km	
		%		%
Total Population	58,212		22,742	
Males	28,254	49%	11,091	49%
Females	29,958	51%	11,651	51%
2006 Population by Age	58,212		22,742	
0 to 4 years	3,203	6%	1,276	6%
5 to 19 years	11,720	20%	4,964	22%
20 to 24 years	4,668	8%	1,635	7%
25 to 34 years	6,889	12%	2,074	9%
35 to 44 years	8,546	15%	3,405	15%
45 to 54 years	9,548	16%	4,368	19%
55 to 64 years	6,501	11%	2,760	12%
65 to 74 years	4,169	7%	1,311	6%
75 to 84 years	2,332	4%	728	3%
85 years and over	631	1%	207	1%
Average age of population	37.9		37.5	
Median age	38.3		39.5	
Families	16,506		6,441	
Persons per family	3.0		3.2	
Two-parent families	14,599	88%	5,969	93%
With no children at home	6,015	36%	2,052	32%
With children at home	8,511	52%	3,887	60%
Lone-parent families	1,862	11%	462	7%
Children per family	1.2		1.3	
Households	21,827		7,498	
Persons in private households	57,797		22,675	
Persons per household	2.7		3.0	
Average household income	\$ 108,581		\$ 141,504	
Occupied Dwellings	21,817		7,493	
Owned Dwellings	16,453	75%	7,032	94%
Rented Dwellings	5,293	24%	423	6%
Dominant building type	Single detached houses		Single detached houses	
Dominant period of construction	1961 - 1970		2001 - 2006	
Average value of dwelling	\$ 342,738		\$ 391,802	

**Riverbend Square Trade Area and 2km Radius
PCensus Online
2006 Census Census Snapshot**

2006 Census Census Snapshot	Trade Area		street, Edmonton, AB, T6R 0 - 2 km	
		%		%
Average gross monthly rent	\$ 791		\$ 1,071	
Top 5 visible minorities	Chinese	42%	Chinese	47%
	South Asian	25%	South Asian	28%
	Black	7%	Arab	6%
	Korean	6%	Filipino	6%
	Arab	5%	Korean	5%
Dominant Demographics				
Official Home Language	English		English	
Non-official Home Language	Chinese		Chinese	
Recent Immigrant Places of Birth	Eastern Asia		Eastern Asia	



**Riverbend Square Trade Area and 2km Radius
PCensus Online
2006 Census Population Overview**

2006 Census Population Overview	Trade Area		street, Edmonton, AB, T6R 0 - 2 km	
		%		%
2006 Population by Age	58,212		22,742	
0 to 4 years	3,203	6%	1,276	6%
5 to 9 years	3,408	6%	1,334	6%
10 to 14 years	3,946	7%	1,690	7%
15 to 19 years	4,367	8%	1,940	9%
20 to 24 years	4,668	8%	1,635	7%
25 to 29 years	3,505	6%	1,001	4%
30 to 34 years	3,384	6%	1,073	5%
35 to 39 years	4,009	7%	1,556	7%
40 to 44 years	4,537	8%	1,850	8%
45 to 49 years	4,905	8%	2,214	10%
50 to 54 years	4,643	8%	2,154	9%
55 to 59 years	3,823	7%	1,735	8%
60 to 64 years	2,678	5%	1,024	5%
65 to 69 years	2,342	4%	754	3%
70 to 74 years	1,827	3%	557	2%
75 to 79 years	1,484	3%	458	2%
80 to 84 years	848	1%	270	1%
85 years and over	631	1%	207	1%
Dominant age group	45 to 49 years		45 to 49 years	
Average age	37.9		37.5	
Median age	38.3		39.5	
2006 Population 15 years and over by Individual Income	45,404		17,535	
Under \$10,000	8,442	19%	3,281	19%
\$10,000 - \$19,999	6,527	14%	2,066	12%
\$20,000 - \$24,999	2,611	6%	911	5%
\$25,000 - \$29,999	2,188	5%	619	4%
\$30,000 - \$34,999	2,534	6%	772	4%
\$35,000 - \$39,999	2,310	5%	792	5%
\$40,000 - \$44,999	2,175	5%	761	4%
\$45,000 - \$49,999	2,016	4%	711	4%
\$50,000 - \$59,999	3,326	7%	1,290	7%
\$60,000 and over	12,920	28%	6,150	35%
Median income	\$ 35,480		\$ 41,545	
Average income	\$ 55,104		\$ 68,613	
2006 Population 15 years and over by Educational Attainment	47,292		18,437	

**Riverbend Square Trade Area and 2km Radius
PCensus Online
2006 Census Population Overview**

2006 Census Population Overview	Trade Area		street, Edmonton, AB, T6R 0 - 2 km	
		%		%
No certificate, diploma or degree	5,788	12%	2,146	12%
Certificate, diploma or degree	41,453	88%	16,237	88%
High school certificate	10,092	21%	3,775	20%
Apprenticeship or trades certificate or diploma	2,545	5%	781	4%
College, CEGEP or other non-university certificate/diploma	7,706	16%	2,992	16%
University certificate, diploma or degree	20,820	44%	8,626	47%

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PCensus Online
2006 Census Population Overview**

2006 Census Population Overview	Trade Area		street, Edmonton, AB, T6R 0 - 2 km	
		%		%
Total Population by Home Language	57,992		22,460	
Dominant Official Language	English		English	
Top 5 Non-official Languages	Chinese	43%	Chinese	50%
	Korean	9%	Korean	7%
	Spanish	5%	Urdu	5%
	Polish	5%	Panjabi (Punjabi)	5%
	Arabic	4%	Spanish	4%
2006 Population by Visible Minority	57,880		22,692	
Visible minorities	15,386	27%	8,123	36%
Chinese	6,339	11%	3,731	16%
South Asian	3,792	7%	2,239	10%
Black	978	2%	245	1%
Filipino	755	1%	440	2%
Latin American	427	1%	96	0%
Southeast Asian	357	1%	123	1%
Arab	816	1%	449	2%
West Asian	267	0%	163	1%
Korean	871	2%	364	2%
Japanese	356	1%	52	0%
Visible minority, n.i.e.	64	0%	35	0%
Multiple visible minority	299	1%	125	1%
Not a visible minority	42,435	73%	14,571	64%
Total Population by Citizenship	57,997		22,485	
Canadian citizens	53,462	92%	21,134	94%
Under age 18	12,180	21%	5,067	23%
Age 18 and over	41,231	71%	16,052	71%
Not Canadian citizens	4,500	8%	1,337	6%
Total Recent Immigrants by Selected Places of Birth	2,728		727	
United States of America	69	3%	26	4%
Central America	50	2%	10	1%
Caribbean and Bermuda	20	1%	0	0%
South America	138	5%	63	9%
Europe	231	8%	76	10%
Africa	168	6%	58	8%

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2006 Census Population Overview	Trade Area		street, Edmonton, AB, T6R 0 - 2 km	
		%		%
Asia and the Middle East	1,978	72%	487	67%
Oceania and other	21	1%	2	0%
Top 5 Ethnic Origins	English		English	
	Scottish		Chinese	
	German		German	
	Irish		Scottish	
	Canadian		Canadian	

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2006 Census Population Overview	Trade Area		street, Edmonton, AB, T6R 0 - 2 km	
		%		%
2006 Population 15 years and over by Labour Force Activity	47,350		18,461	
In the labour force	34,066	72%	13,462	73%
Employed	32,743	69%	13,037	71%
Unemployed	1,303	3%	398	2%
Not in the labour force	13,271	28%	5,015	27%
Participation rate	71.9%		72.9%	
Unemployment rate	3.8%		3.0%	
Labour Force 15 years and over by Occupation	34,052		13,435	
Top 3 major group	Sales and service occupations	20%	Business, finance and	20%
	Business, finance and	19%	Sales and service occupations	17%
	Management occupations	13%	Management occupations	17%
All occupations	33,770	99%	13,317	99%
Management	4,438	13%	2,251	17%
Business, finance and administrative	6,423	19%	2,673	20%
Natural and applied sciences	3,736	11%	1,573	12%
Health occupations	3,094	9%	1,547	12%
Social science, education, government and religion	4,233	12%	1,571	12%
Art, culture, recreation and sport	1,115	3%	395	3%
Sales and service	6,653	20%	2,275	17%
Trades, transport and equipment operators and related	3,010	9%	802	6%
Primary industry-specific	420	1%	76	1%
Processing, manufacturing and utilities	397	1%	114	1%
Occupation - Not applicable	273	1%	111	1%
Labour Force 15 years and over with usual place of work or no fixed workplace address by Mode of Transportation	29,802		11,692	
Car, truck, van as driver	23,097	78%	9,682	83%
Car, truck, van as passenger	2,435	8%	989	8%
Public transit	2,809	9%	610	5%
Walked to work	698	2%	228	2%

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2006 Census Population Overview	Trade Area		street, Edmonton, AB, T6R 0 - 2 km	
		%		%
Bicycle	340	1%	74	1%
Motorcycle	26	0%	2	0%
Taxicab	20	0%	0	0%
Other method	150	1%	57	0%