



NEIGHBOURHOOD DESCRIPTION

The Greenfield neighbourhood was developed in the years that followed World War II, when Edmonton experienced considerable growth due to returning veterans and the booming oil fields. Greenfield was typical of neighbourhoods developed during this time, with larger lots arranged in crescents and cul-de-sacs, and easy access to schools and recreational facilities.

Single-detached homes are the major land use in Greenfield. The school and recreation sites are centrally located and a neighbourhood shopping plaza serves the needs of convenience shoppers. Additional retail and service businesses are located at nearby Southgate shopping centre. Greenfield is bounded on the north by a collector road and on the remaining three sides by arterial roadways. The road network and public transit connections allow residents good access to destinations on Edmonton's south side.

The neighbourhood was named in honour of Herbert Greenfield, leader of the United Farmers Party and Premier of Alberta from 1921 to 1925.

Population by Age and Gender

Age Group	Male	Female	Total	% of Total	City %
0-9	155	185	340	9	12
10-19	315	260	575	15	11
20-29	230	195	425	11	18
30-39	195	185	380	10	15
40-49	285	300	585	15	14
50-59	250	270	520	14	14
60-69	200	240	440	12	8
70+	265	275	540	14	8
Total	1,895	1,910	3,805	3,805	100

Marital Status (Population 15 years of age and older)

Marital Status	People	% of Total	City %
Married	1,815	57	45
Common-Law	150	5	9
Single (Never Legally Married)	840	26	32
Separated	55	2	2
Divorced	180	6	7
Widowed	160	5	5
Total	3,200	100	100

Family Households

Family Type	Households	% of Total	City %
Married Couples	890	-	-
Without Children at Home	410	37	29
With Children at Home	480	43	40
Common-Law Couples	75	-	-
Without Children at Home	40	4	9
With Children at Home	35	3	4
Total Lone-Parent Families	155	-	-
Female Parent	110	10	14
Male Parent	45	4	4
Total	1,120	100	100

Household Size

People Per Household	Households	% of Total	City %
1 Person	245	17	29
2 People	535	38	33
3 People	245	17	16
4 People	250	18	14
5 People	100	7	5
6 or More	35	2	3
Total	1,410	100	100

Source: 2011 Census of Canada, Statistics Canada

Note: totals may not sum due to random rounding

2010 Household Income

Household Income in 2010	Households	% of Total	City %
Under \$10,000	0	0	5
\$10,000 to \$19,999	0	0	6
\$20,000 to \$29,999	75	5	7
\$30,000 to \$39,999	75	5	8
\$40,000 to \$49,999	75	5	8
\$50,000 to \$59,999	50	4	8
\$60,000 to \$79,999	225	16	14
\$80,000 to \$99,999	205	15	12
\$100,000 to \$124,999	240	17	11
\$125,000 to \$149,999	115	8	7
\$150,000 and Over	315	23	14
Total	1,375	100	100
Median Household Income	\$96,261	-	\$72,248
Average Household Income	\$112,867	-	\$90,340

Highest Level of Education (Population 15 years of age and older)

Education Level	People	% of Total	City %
No Certificate, Diploma or Degree	395	12	18
High School Diploma or Equivalent	695	22	26
Apprenticeship or Trades Certificate or Diploma	230	7	9
College or Other Non-University Certificate or Diploma	470	15	18
University Certificate or Diploma Below Bachelor Level	180	6	5
University Certificate or Diploma at Bachelor Level or Above	1,235	39	24
Total	3,205	100	100

Population by Ethnic Origin

Ethnic Origins	People	% of Total	City %
European Origins	710	15	15
British Isle Origins	1,975	43	29
Other North American Origins (Includes Canadian)	760	16	15
French Origins	310	7	9
Aboriginal Origins	180	4	5
Latin, Central, and South American Origins	30	1	2
Caribbean Origins	30	1	1
South Asian Origins	105	2	6
West Central Asian and Middle Eastern Origins	55	1	3
East and Southeast Asian Origins	470	10	12
African Origins	20	0	3
Oceania Origins	-	0	0
Total	4,645	100	100

Note: The sum of ethnic groups in this table is greater than the total population count because an individual may report more than one ethnic origin.

Source: 2011 Census of Canada, Statistics Canada

Note: totals may not sum due to random rounding

Population by Mobility Status (Based on address 5 years previous)

Mobility	People	% of Total	City %
Non-movers	2,715	75	53
Moved From Elsewhere in Edmonton	435	12	28
Moved From Elsewhere in Alberta	125	3	5
Moved From Elsewhere in Canada	120	3	7
Moved From Outside Canada	210	6	7
Total	3,605	100	100

Residential Units by Structure Type

Type of Unit	Units	% of Total	City %
Single-Detached House	1,290	92	51
Semi-Detached House, Duplex	65	5	7
Row House	0	0	10
Apartment Building (5+ Stories)	0	0	8
Apartment Building (< 5 Stories)	50	4	23
Moveable Dwelling	0	0	1
Other	0	0	0
Total	1,405	100	100

Period of Construction

Year of Construction	Units	% of Total	City %
1960 or Before	0	0	18
1961-1980	1,335	96	35
1981-1990	55	4	15
1991-2000	0	0	11
2001-2005	0	0	11
2006-2011	0	0	10
Total	1,390	100	100

Occupied Private Dwellings by Tenure

Housing by Tenure	Number	% of Total	City %
Owner Occupied	1,310	93	65
Renter Occupied	95	7	35
Total	1,405	100	100

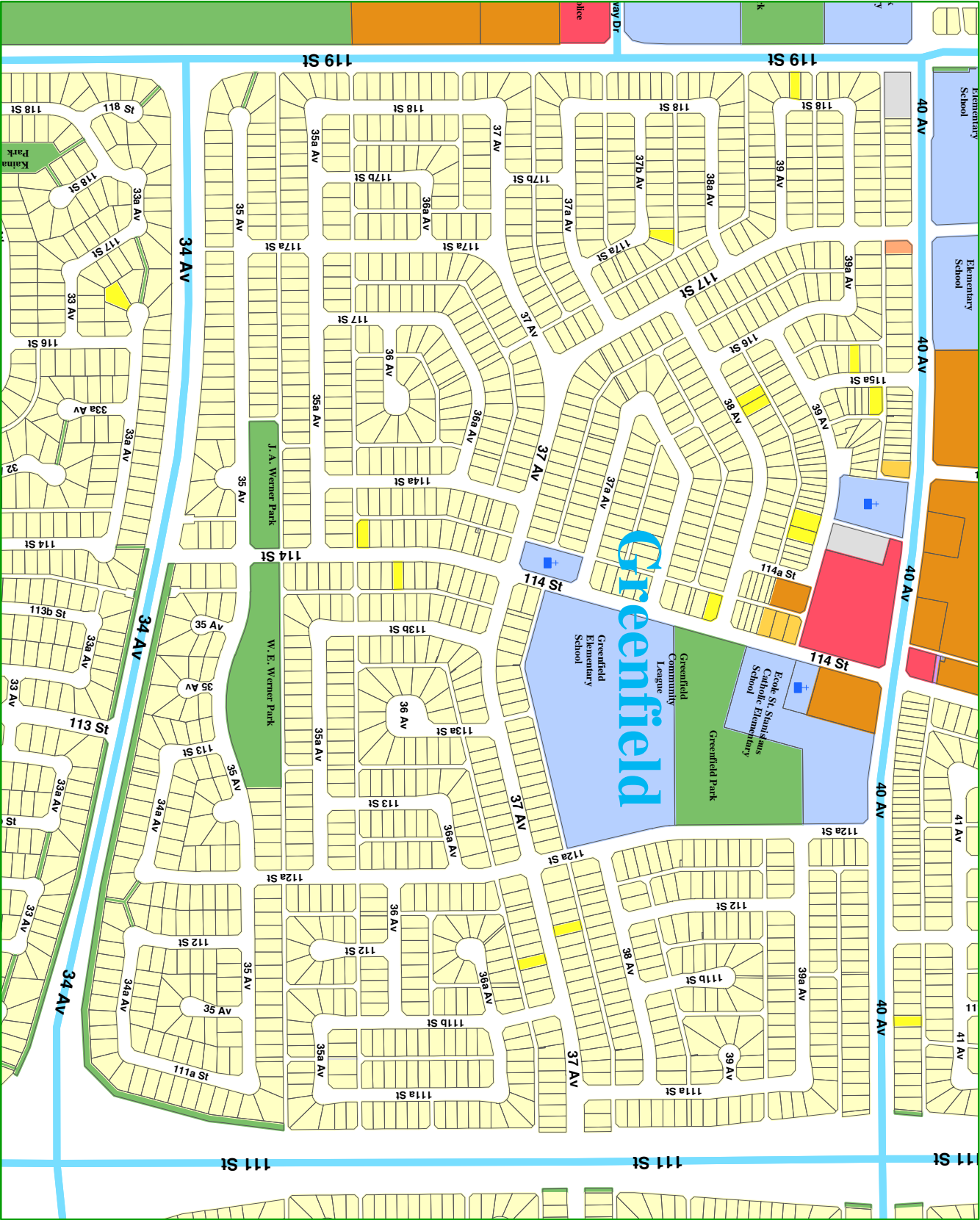
Journey to Work (Employed Labour Force)

Transportation Method	People	% of Total	City %
Car, Truck, Van - as Driver	1,280	70	72
Car, Truck, Van - as Passenger	135	7	6
Public Transit	235	13	15
Walked	85	5	5
Bicycle	60	3	1
Other Methods	25	1	1
Total	1,820	100	100

Source: 2011 Census of Canada, Statistics Canada

Note: totals may not sum due to random rounding

NEIGHBOURHOOD PROFILE
2014 NEIGHBOURHOOD EXISTING LAND USE
GREENFIELD



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Sustainable Development Department

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