



NEIGHBOURHOOD DESCRIPTION

The Wild Rose neighbourhood is located east of the Kiniski Gardens neighbourhood in Mill Woods, and within the west-central portion of the Meadows Area Structure Plan (ASP). Mill Creek runs the length of the neighbourhood's southern border. In addition to Mill Creek, the neighbourhood is bounded by 38th Avenue to the north, 17th Street to the east and 34th Street to the west. Prior to urban development the northern portion of Wild Rose was used for agricultural cultivation and the southern portion of the neighbourhood, adjacent to Mill Creek, was left in its natural state.

Wild Rose contains a variety of housing types, including single and semi-detached homes, row housing and apartments. The neighbourhood does not contain any community level commercial space but residents have good access to a variety of services, commercial and employment opportunities in adjacent Mill Woods, at South Edmonton Common, and at the Edmonton Research Park located west of the neighbourhood along 23rd Avenue.

The Wild Rose neighbourhood has good access to Mill Creek and also incorporates a variety of other parks and open space corridors. Two utility rights-of-way exist within the neighbourhood, one running diagonally in an east-west direction and the other running north-south, and both have been landscaped as linear parks. A central school and park site houses a public junior high school and provides a large open space within the neighbourhood for active recreation.

Wild Rose is named for Alberta's official flower, *Rosa acicularis* (wild rose), which has been the province's official flower since the 1930s. All neighbourhoods within the Meadows are named after local flora.

Population by Age and Gender

Age Group	Male	Female	Total	% of Total	City %
0-9	685	600	1,285	16	12
10-19	605	650	1,255	15	11
20-29	635	630	1,265	15	18
30-39	730	755	1,485	18	15
40-49	610	625	1,235	15	14
50-59	440	480	920	11	14
60-69	290	275	565	7	8
70+	125	135	260	3	8
Total	4,120	4,150	8,270	100	100

Marital Status (Population 15 years of age and older)

Marital Status	People	% of Total	City %
Married	3,895	61	45
Common-Law	360	6	9
Single (Never Legally Married)	1,625	26	32
Separated	90	1	2
Divorced	180	3	7
Widowed	185	3	5
Total	6,335	100	100

Family Households

Family Type	Households	% of Total	City %
Married Couples	1,885	-	-
Without Children at Home	560	25	29
With Children at Home	1,325	58	40
Common-Law Couples	180	-	-
Without Children at Home	105	5	9
With Children at Home	75	3	4
Total Lone-Parent Families	215	-	-
Female Parent	170	7	14
Male Parent	45	2	4
Total	2,280	100	100

Household Size

People Per Household	Households	% of Total	City %
1 Person	290	12	29
2 People	515	22	33
3 People	405	17	16
4 People	525	22	14
5 People	300	13	5
6 or More	310	13	3
Total	2,345	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	70	3	5
\$10,000 to \$19,999	30	1	6
\$20,000 to \$29,999	80	3	7
\$30,000 to \$39,999	90	4	8
\$40,000 to \$49,999	60	2	8
\$50,000 to \$59,999	140	6	8
\$60,000 to \$79,999	295	12	14
\$80,000 to \$99,999	385	16	12
\$100,000 to \$124,999	410	17	11
\$125,000 to \$149,999	265	11	7
\$150,000 and Over	605	25	14
Total	2,430	100	100
Median Household Income	\$106,547	-	\$72,248
Average Household Income	\$113,325	-	\$90,340

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

Education Level	People	% of Total	City %
No Certificate, Diploma or Degree	1,300	20	18
High School Diploma or Equivalent	1,760	27	26
Apprenticeship or Trades Certificate or Diploma	490	8	9
College or Other Non-University Certificate or Diploma	1,120	17	18
University Certificate or Diploma Below Bachelor Level	430	7	5
University Certificate or Diploma at Bachelor Level or Above	1,380	21	24
Total	6,480	100	100

Population by Ethnic Origin

Ethnic Origins	People	% of Total	City %
European Origins	915	9	15
British Isle Origins	1,325	14	29
Other North American Origins (Includes Canadian)	1,175	12	15
French Origins	695	7	9
Aboriginal Origins	215	2	5
Latin, Central, and South American Origins	140	1	2
Caribbean Origins	175	2	1
South Asian Origins	3,640	38	6
West Central Asian and Middle Eastern Origins	140	1	3
East and Southeast Asian Origins	1,055	11	12
African Origins	175	2	3
Oceania Origins	50	1	0
Total	9,700	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	3,990	51	53
Moved From Elsewhere in Edmonton	2,540	32	28
Moved From Elsewhere in Alberta	185	2	5
Moved From Elsewhere in Canada	700	9	7
Moved From Outside Canada	460	6	7
Total	7,875	100	100

Residential Units by Structure Type

Type of Unit	Units	% of Total	City %
Single-Detached House	1,850	79	51
Semi-Detached House, Duplex	120	5	7
Row House	80	3	10
Apartment Building (5+ Stories)	0	0	8
Apartment Building (< 5 Stories)	290	12	23
Moveable Dwelling	0	0	1
Other	5	0	0
Total	2,345	100	100

Period of Construction

Year of Construction	Units	% of Total	City %
1960 or Before	0	0	18
1961-1980	0	0	35
1981-1990	75	3	15
1991-2000	525	22	11
2001-2005	1,220	50	11
2006-2011	605	25	10
Total	2,425	100	100

Occupied Private Dwellings by Tenure

Housing by Tenure	Number	% of Total	City %
Owner Occupied	2,140	88	65
Renter Occupied	290	12	35
Total	2,430	100	100

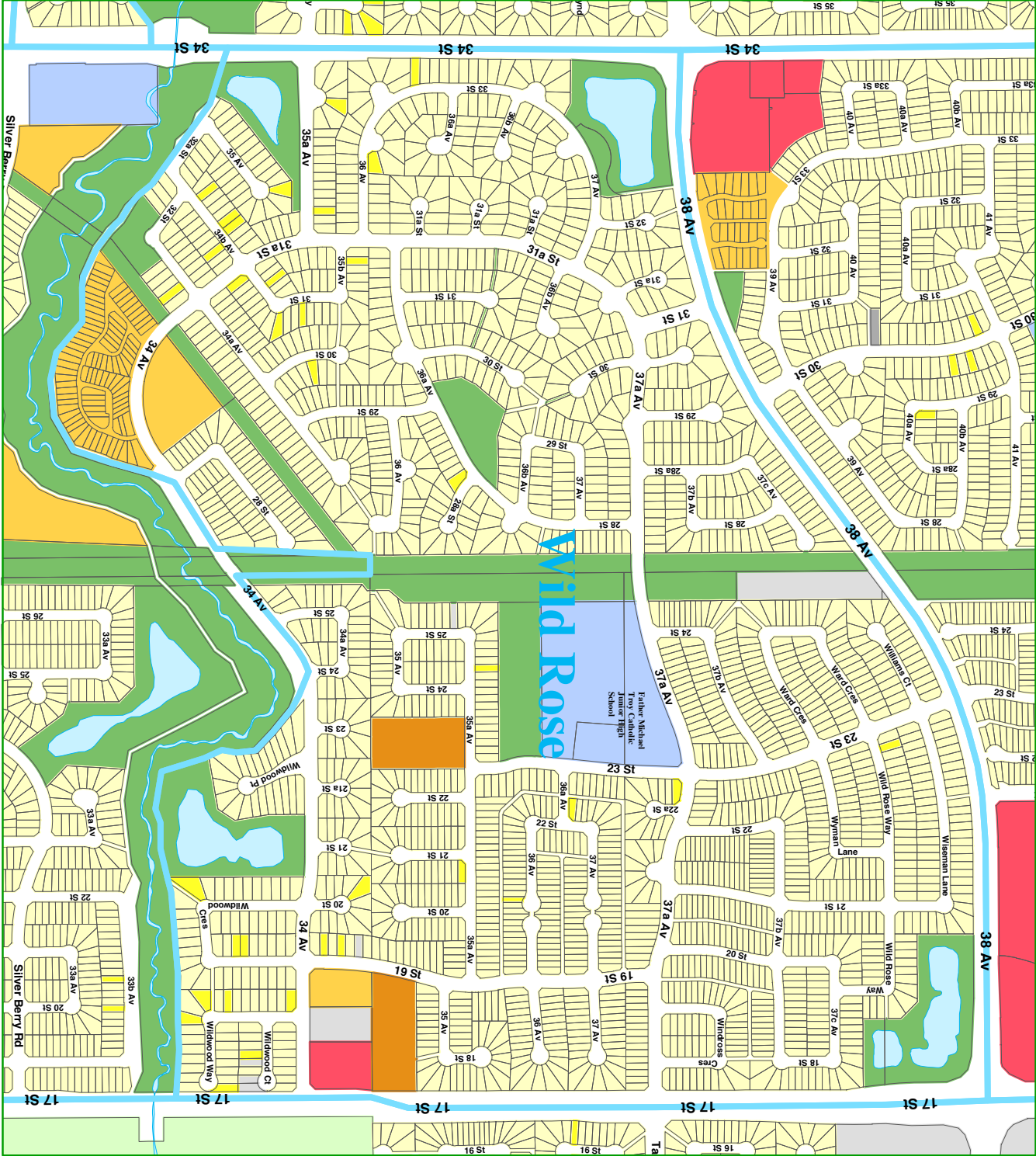
Journey to Work (Employed Labour Force)

Transportation Method	People	% of Total	City %
Car, Truck, Van - as Driver	3,865	85	72
Car, Truck, Van - as Passenger	250	6	6
Public Transit	325	7	15
Walked	50	1	5
Bicycle	0	0	1
Other Methods	45	1	1
Total	4,535	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
WILD ROSE



Existing Land Use

- | | | |
|-------------------------|--------------------------|----------------------------------|
| One Unit Dwelling | Other Residential | Recreation and Open Space |
| Two Unit Dwelling | Commercial | Agriculture |
| Multiple Dwelling Units | Industrial and Utilities | Transportation |
| Apartments | Institutional | Vacant (Undeveloped/Undeveloped) |
| Apartments High Rise | Religious Assembly | No Data / Unknown |

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Map compiled by:
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