



## NEIGHBOURHOOD DESCRIPTION

Magrath Heights is a neighbourhood located in southwest Edmonton, and is one of seven neighbourhoods in the Terwillegar Heights Servicing Concept Design Brief area. The neighbourhood is bounded by Mactaggart Drive on the south, Rabbit Hill Road on the west, 23 Avenue to the north, and Whitemud Creek to the east. The City adopted the Magrath Heights Neighborhood Area Structure Plan in 2003, and development began soon after. All low density residential development is now complete.

Low density, single and semi-detached dwelling units make up approximately half of all the planned dwelling units. The other half is planned as a mix of medium-density row housing and low rise apartments. The medium density housing is generally located near major roadways, commercial uses, and the school site. A commercial area is planned for the northwest part of the neighbourhood, and a stormwater management pond is located in the northeast. A large park is located on a prominent high point in the middle of the neighbourhood.

The neighbourhood is named after W. J. Magrath, who was the first president of the Alberta Curling Association and one of the organizers of the Highland Curling and Bowling Club. Mr. Magrath may be best known for the extravagant home that he built on Ada Boulevard, a street which he named after his wife, Ada. Magrath Heights follows the tradition of naming the streets after noted individuals whose names begin with the same letter of the neighbourhood. Some of these streets include Massey, McKinney, Martell, May, MacNeil, and Malone. Mr. Massey was Canada's first native-born Governor-General from 1952-1959. Charles May was an Edmonton Alderman, Mayor and a prominent builder and contractor. Joseph MacNeil has been Archbishop of Edmonton since 1973. Henry Martell was an outstanding athlete who was inducted into the Edmonton Sports Hall of Fame, the Alberta Sports Hall of Fame and the Canadian Golf Hall of Fame. Right Reverend Joseph McMillan Malone was a community leader and Canadian Army chaplain. Louise Crummy McKinney was elected a member of the Alberta legislature in 1917 and was known as one of the "famous five" for her contribution to the advancement of woman's political rights in Canada.

## Population by Age and Gender

Age Group	Male	Female	Total	% of Total	City %
0-9	235	220	455	17	12
10-19	165	170	335	13	11
20-29	135	145	280	11	18
30-39	255	285	540	21	15
40-49	220	210	430	16	14
50-59	150	145	295	11	14
60-69	70	85	155	6	8
70+	60	60	120	5	8
<b>Total</b>	<b>1,290</b>	<b>1,320</b>	<b>2,610</b>	<b>100</b>	<b>100</b>

## Marital Status (Population 15 years of age and older)

Marital Status	People	% of Total	City %
Married	1,310	66	45
Common-Law	85	4	9
Single (Never Legally Married)	465	23	32
Separated	25	1	2
Divorced	60	3	7
Widowed	55	3	5
<b>Total</b>	<b>2,000</b>	<b>100</b>	<b>100</b>

## Family Households

Family Type	Households	% of Total	City %
Married Couples	645	-	-
Without Children at Home	190	26	29
With Children at Home	455	62	40
Common-Law Couples	40	-	-
Without Children at Home	25	3	9
With Children at Home	15	2	4
Total Lone-Parent Families	45	-	-
Female Parent	40	5	14
Male Parent	5	1	4
<b>Total</b>	<b>730</b>	<b>100</b>	<b>100</b>

## Household Size

People Per Household	Households	% of Total	City %
1 Person	145	17	29
2 People	225	26	33
3 People	165	19	16
4 People	220	25	14
5 People	75	9	5
6 or More	40	5	3
<b>Total</b>	<b>870</b>	<b>100</b>	<b>100</b>

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	20	2	5
\$10,000 to \$19,999	10	1	6
\$20,000 to \$29,999	35	4	7
\$30,000 to \$39,999	20	2	8
\$40,000 to \$49,999	0	0	8
\$50,000 to \$59,999	70	8	8
\$60,000 to \$79,999	45	5	14
\$80,000 to \$99,999	65	8	12
\$100,000 to \$124,999	95	11	11
\$125,000 to \$149,999	110	13	7
\$150,000 and Over	385	45	14
<b>Total</b>	<b>855</b>	<b>100</b>	<b>100</b>
<b>Median Household Income</b>	<b>\$139,696</b>	<b>-</b>	<b>\$72,248</b>
<b>Average Household Income</b>	<b>\$182,509</b>	<b>-</b>	<b>\$90,340</b>

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

Education Level	People	% of Total	City %
No Certificate, Diploma or Degree	175	9	18
High School Diploma or Equivalent	345	17	26
Apprenticeship or Trades Certificate or Diploma	110	5	9
College or Other Non-University Certificate or Diploma	250	12	18
University Certificate or Diploma Below Bachelor Level	140	7	5
University Certificate or Diploma at Bachelor Level or Above	1,025	50	24
<b>Total</b>	<b>2,045</b>	<b>100</b>	<b>100</b>

## Population by Ethnic Origin

Ethnic Origins	People	% of Total	City %
European Origins	340	11	15
British Isle Origins	760	24	29
Other North American Origins (Includes Canadian)	420	13	15
French Origins	210	7	9
Aboriginal Origins	30	1	5
Latin, Central, and South American Origins	20	1	2
Caribbean Origins	0	0	1
South Asian Origins	380	12	6
West Central Asian and Middle Eastern Origins	130	4	3
East and Southeast Asian Origins	855	27	12
African Origins	50	2	3
Oceania Origins	0	0	0
<b>Total</b>	<b>3,195</b>	<b>100</b>	<b>100</b>

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	365	15	53
Moved From Elsewhere in Edmonton	1,535	62	28
Moved From Elsewhere in Alberta	185	8	5
Moved From Elsewhere in Canada	150	6	7
Moved From Outside Canada	225	9	7
<b>Total</b>	<b>2,460</b>	<b>100</b>	<b>100</b>

### Residential Units by Structure Type

Type of Unit	Units	% of Total	City %
Single-Detached House	620	71	51
Semi-Detached House, Duplex	105	12	7
Row House	0	0	10
Apartment Building (5+ Stories)	0	0	8
Apartment Building (< 5 Stories)	150	17	23
Moveable Dwelling	0	0	1
Other	0	0	0
<b>Total</b>	<b>875</b>	<b>100</b>	<b>100</b>

### Period of Construction

Year of Construction	Units	% of Total	City %
1960 or Before	0	0	18
1961-1980	0	0	35
1981-1990	0	0	15
1991-2000	0	0	11
2001-2005	125	15	11
2006-2011	730	85	10
<b>Total</b>	<b>855</b>	<b>100</b>	<b>100</b>

### Occupied Private Dwellings by Tenure

Housing by Tenure	Number	% of Total	City %
Owner Occupied	810	93	65
Renter Occupied	65	7	35
<b>Total</b>	<b>875</b>	<b>100</b>	<b>100</b>

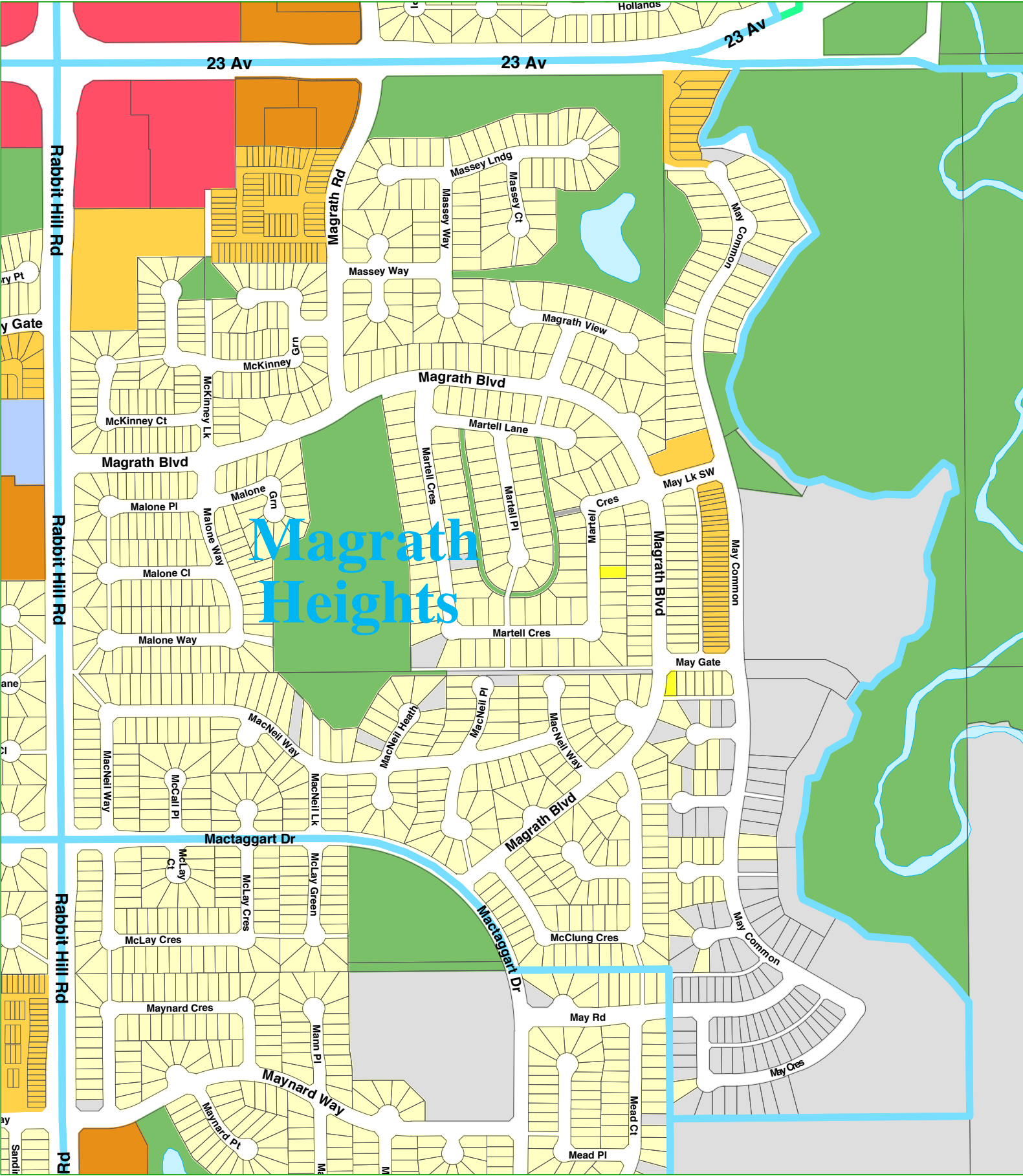
### Journey to Work (Employed Labour Force)

Transportation Method	People	% of Total	City %
Car, Truck, Van - as Driver	930	77	72
Car, Truck, Van - as Passenger	45	4	6
Public Transit	165	14	15
Walked	50	4	5
Bicycle	0	0	1
Other Methods	20	2	1
<b>Total</b>	<b>1,210</b>	<b>100</b>	<b>100</b>

Source: 2011 Census of Canada, Statistics Canada

Note: totals may not sum due to random rounding

NEIGHBOURHOOD PROFILE  
2014 NEIGHBOURHOOD EXISTING LAND USE  
MAGRATH HEIGHTS



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Map compiled by:  
Geospatial Services Unit  
Urban Planning and Environment Branch

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

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