



VANCOUVER NEIGHBOURHOOD: MOUNT PLEASANT



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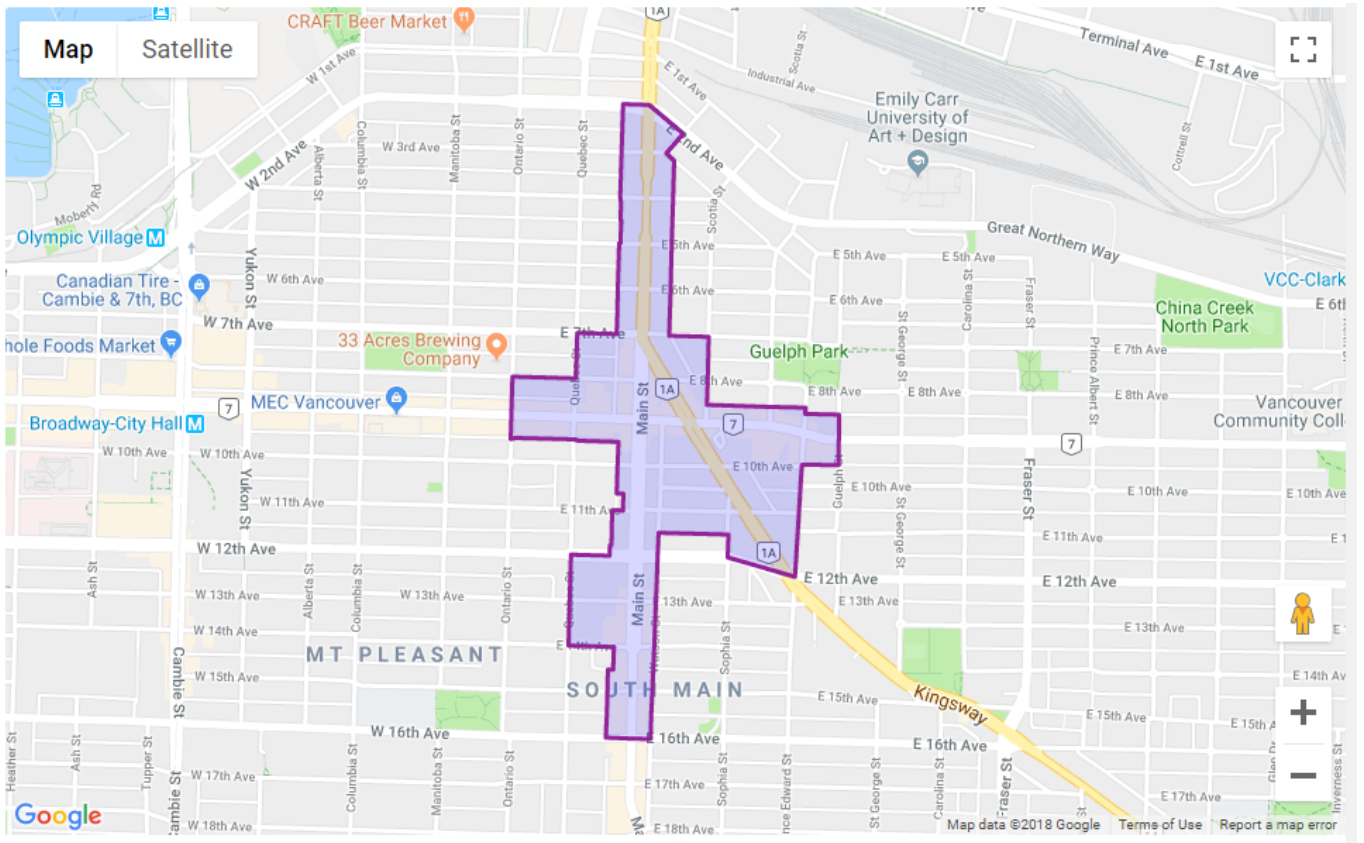
Neighbourhood Overview

One of Vancouver's old neighbourhoods, Mount Pleasant is steeped in history and home to a wide variety of charming and eclectic retail outlets, restaurants and professional services.

Mount Pleasant has seen steady population growth, thanks to large new residential developments and the renewal of commercial spaces.

It is a hub for creativity, innovation and entrepreneurship, with established iconic shops and restaurants, mingling with a wave of new storefronts and pop-ups.

Led by its murals and breweries, Mount Pleasant was instrumental in introducing new style and attitude to many parts of Vancouver.



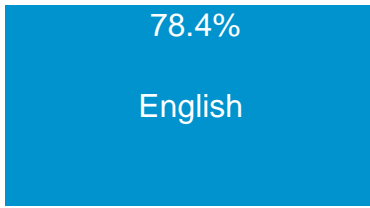
30-34
Years

Dominant Age Group
of Residents

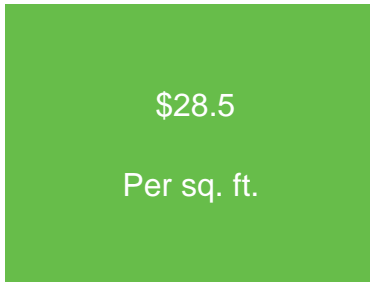
65604
Residents

Population
in 2016





Dominant Language

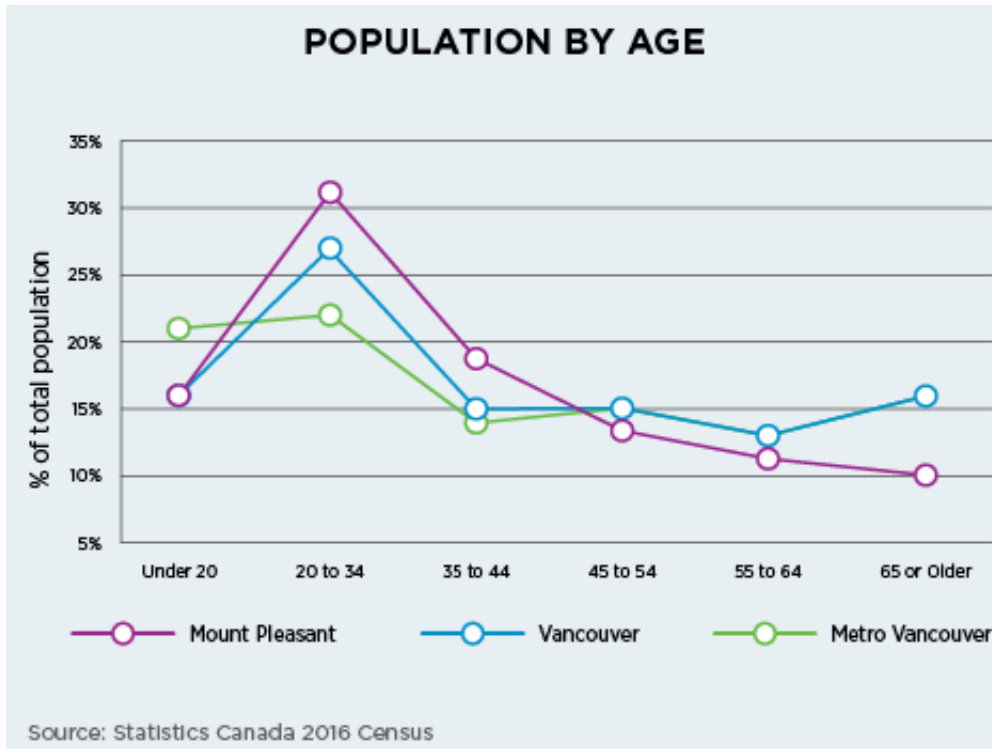


Average
Lease Rate

PEOPLE

Population by Age

Mount Pleasant BIA catchment area is home to 65,604 residents. A young and vibrant neighbourhood, it has a higher share of residents aged 20-34 (31%) than Vancouver (27%) and Metro Vancouver (22%). The area has also seen population growth of 15.5% between 2011 and 2016.



Language & Ethnic Origin

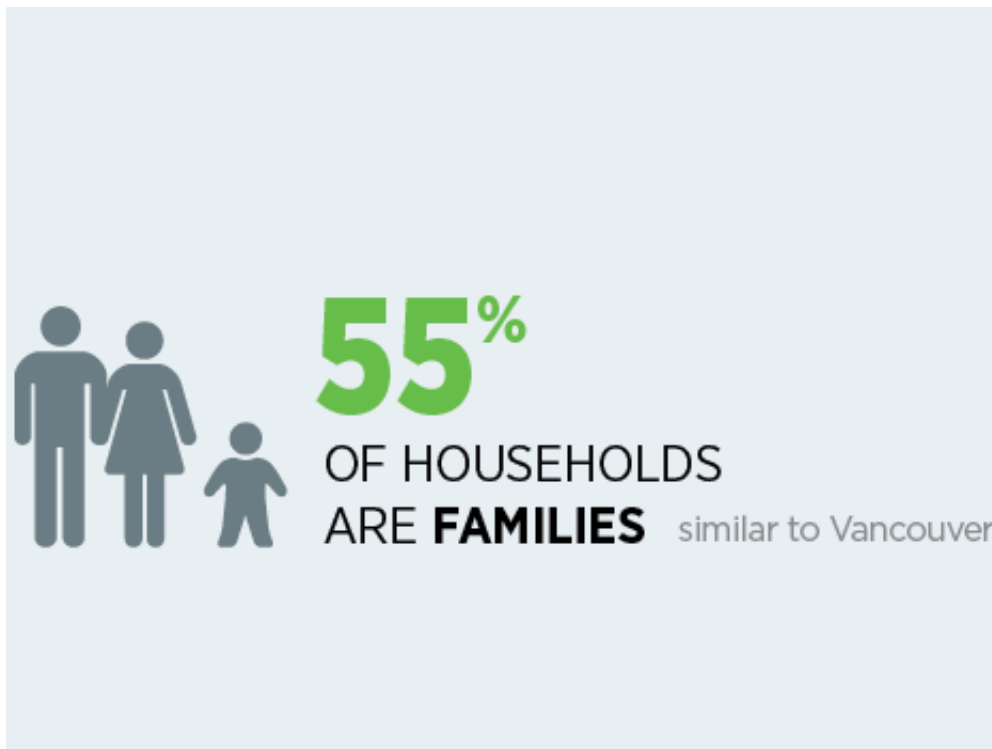
English is the dominant language spoken in the home (78%), at significantly higher levels than Vancouver and Metro Vancouver (both at 66%). Residents reporting Chinese heritage accounted for 19%, lower than Vancouver (28%) and Metro Vancouver (21%).

LANGUAGES	MOUNT PLEASANT
English	78%
Cantonese	6%
Tagalog (Filipino)	2%
Mandarin	2%
Vietnamese	1%

Source: Statistics Canada 2016 Census

Family Structure

Mount Pleasant is home to a slightly lower proportion of married couples (37%) compared to Vancouver (40%) and Metro Vancouver (49%). Similar to Vancouver, 55% of households are families. The average number of persons per household (2.3) is similar to Vancouver (2.2) but lower than Metro Vancouver (2.5).



Education & Occupation

The dominant education level for Mount Pleasant area residents is a Bachelor's Degree (29%), above both Vancouver (26%) and Metro Vancouver (20%). The most common occupations for residents are in sales and service (21%), and the area has a higher percentage of residents over the age of 15 who are employed (74%) than both Vancouver (64%) and Metro Vancouver (62%).

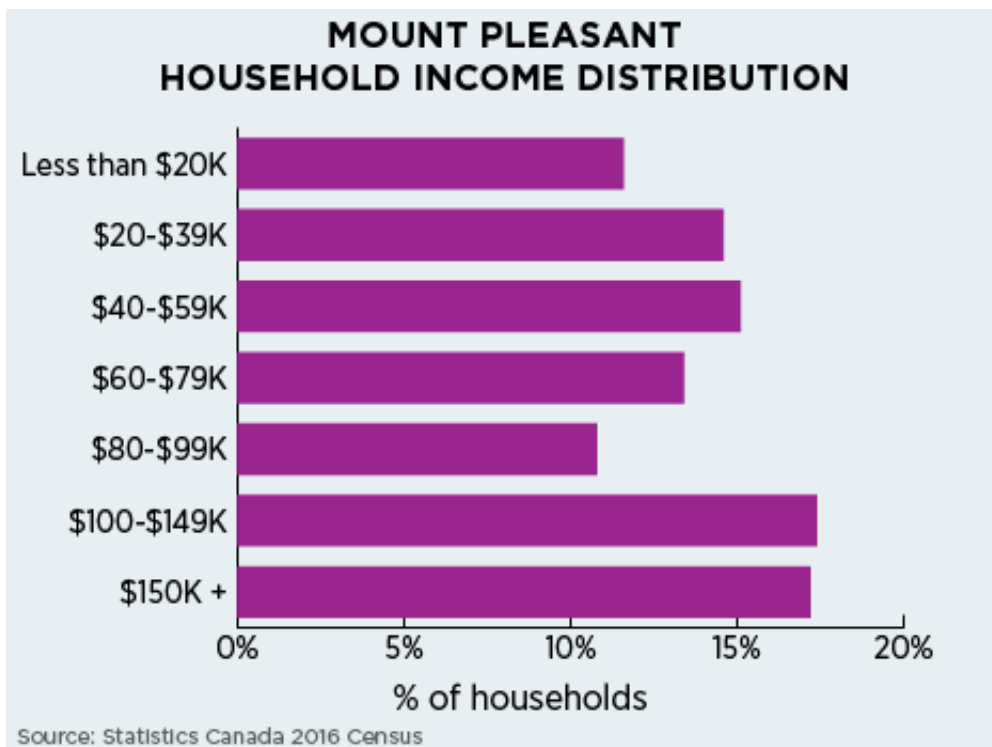


EDUCATION	MOUNT PLEASANT
No certificate, diploma or degree	10%
High school certificate	21%
Trades certificate or diploma	5%
College or other non-university	16%
University (some/bachelor/higher)	49%

Source: Statistics Canada 2016 Census

Income & Spending

Mount Pleasant is home to relatively high-income households, with 34.6% earning over \$100,000 per year. Despite this figure, the average annual expenditure per household (\$80,121) is slightly lower than Vancouver (\$84,710) and Metro Vancouver (\$87,106).





PLACE

Zoning

Mount Pleasant is one of the few BIAs with a sizable industrial business base, with 12% of all commercial space used for industrial purposes. 77% of the commercial space is zoned at C3-A and the remainder of the space is primarily C-2 (21%). Other zoning types in the BIA include IC-2 (1%), I-1 (