

# Planning Area Profile

**Planning Area:** Pleasant Valley / Turner \* \* • **Area of Land:** 770 ha • **Neighbourhood Associations:**  
Parkwood Neighbourhood Association  
Wellington Neighbourhood Association

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Census Data	1996 Pleasant Valley/Turner	2001 Pleasant Valley/Turner	2006 Pleasant Valley/Turner	2006 City of Nanaimo
<b>Total Population</b>	<b>8480</b>	<b>8890</b>	<b>8115</b>	<b>78690</b>
0-4 years	515 (6%)	395 (4%)	280 (3%)	3455 (4%)
5-19 years	1730 (20%)	1630 (18%)	1270 (16%)	13880 (18%)
20-24 years	390 (5%)	385 (4%)	425 (5%)	5520 (7%)
25-34 years	1000 (12%)	885 (10%)	645 (8%)	8255 (10%)
35-44 years	1410 (17%)	1305 (15%)	1035 (13%)	10435 (13%)
45-54 years	1095 (13%)	1255 (14%)	1080 (13%)	12495 (16%)
55-64 years	825 (10%)	1085 (12%)	1150 (14%)	10505 (13%)
65-74 years	905 (11%)	1045 (12%)	1050 (13%)	6915 (9%)
75-84 years	505 (6%)	745 (8%)	935 (12%)	5240 (7%)
85 years and over	95 (1%)	170 (2%)	235 (3%)	1990 (3%)
Average age of population	39	42.6	46.6	42.0
Change in population	n/a	410	1299	5693
% Change in population	n/a	4.6%	19.0%	7.8%
<b>Total Population by 5 year mobility status</b>	<b>7985</b>	<b>8405</b>	<b>7640</b>	<b>74160</b>
Non-movers (same address five years ago)	3255 (41%)	4165 (50%)	3295 (42%)	34945 (45%)
Movers	4720 (59%)	4240 (50%)	4345 (55%)	39215 (51%)
Non-migrant movers	1050 (13%)	2365 (28%)	2390 (30%)	21350 (28%)
Migrant movers	660 (8%)	1880 (22%)	1960 (25%)	17865 (23%)
<b>Households</b>	<b>3310</b>	<b>3705</b>	<b>3555</b>	<b>33525</b>
Persons in private households	8470	8785	7870	76790
Persons per household	2.6	2.4	2.2	2.3
Average household income	50890	55502	57489	56744
Median household income	46540	47835	50190	46460
Low Income Families	220 (9%)	235 (9%)	179 (7.3%)	2698 (12%)
% of all renter households who paid 30% or more of their gross household income on rent.	51	39	31	49
<b>Families</b>	<b>2495</b>	<b>2765</b>	<b>2475</b>	<b>22580</b>
Persons per family	2.9	2.7	2.6	2.7
Two-parent families	2235 (89%)	2430 (88%)	2200 (89%)	18785 (83%)
Two-parent families with no children at home	1160 (46%)	1465 (53%)	1475 (60%)	10715 (47%)
Two-parent families with children at home	1070 (43%)	965 (35%)	725 (29%)	8070 (36%)
Lone-parent families	260 (10%)	345 (12%)	270 (11%)	3795 (17%)
Total children at home	2460	2290	1795	20110
<b>Occupied Dwellings</b>	<b>3310</b>	<b>3705</b>	<b>3555</b>	<b>33525</b>
Owned dwellings	2810 (85%)	3155 (85%)	3200 (90%)	23635 (70%)
Rented dwellings	470 (14%)	545 (15%)	355 (10%)	9890 (30%)
Single-detached house	2310 (70%)	2270 (61%)	1865 (52%)	19115 (57%)
Semi-detached/row/duplex	300 (9%)	540 (15%)	615 (17%)	5780 (17%)
Apartments	230 (7%)	505 (14%)	635 (18%)	7755 (23%)
Movable dwelling	470 (14%)	405 (11%)	435 (12%)	870 (3%)
<b>Age of Dwelling</b>				
Built before 1946	100 (3%)	15 (0%)	10 (0%)	2370 (7%)
Built 1946-1960	190 (6%)	115 (3%)	45 (1%)	3635 (11%)
Built 1961-1970	355 (11%)	375 (10%)	230 (6%)	4110 (12%)

Built 1971-1980	935 (28%)	770 (21%)	450 (13%)	6465 (19%)
Built 1981-1990	685 (21%)	635 (17%)	495 (14%)	6285 (19%)
Built 1991-1995	1050 (32%)	1050 (28%)	890 (25%)	5020 (15%)
Built 1996-2006	n/a	755 (20%)	1430 (40%)	5635 (17%)
<b>Total Population 15 years and over by Labour Force Activity</b>	<b>6745</b>	<b>7315</b>	<b>6805</b>	<b>65695</b>
In the labour force	4270 (63%)	4175 (57%)	3630 (53%)	40440 (62%)
Employed	3875 (57%)	3870 (53%)	3445 (51%)	37525 (57%)
Unemployed	390 (6%)	305 (4%)	185 (3%)	2915 (4%)
Not in the labour force	2475 (37%)	3140 (43%)	3170 (47%)	25255 (38%)
Unemployment rate	8.9%	7.3%	5.1%	7.2%
<b>Total Employed Labour Force 15 years and over by Mode of Transportation</b>	<b>3535</b>	<b>3490</b>	<b>3195</b>	<b>34465</b>
Car, truck van as driver	3060 (86%)	2875 (82%)	2700 (85%)	27125 (79%)
Car, truck, van as passenger	180 (5%)	255 (7%)	185 (6%)	2460 (7%)
Public transit	45 (1%)	90 (3%)	60 (2%)	1165 (3%)
Walked to work	125 (3%)	125 (4%)	175 (5%)	2450 (7%)
Bicycle	45 (1%)	90 (3%)	50 (2%)	695 (2%)
Motorcycle	0	10 (0%)	10 (0%)	140 (0%)
Taxicab	0	0	0	30 (0%)
Other method	80 (2%)	60 (2%)	25 (1%)	410 (1%)
<b>Total Population 20* years and over by Educational Attainment</b>	<b>6740</b>	<b>6760</b>	<b>6805</b>	<b>65690</b>
Less than grade 9	340 (5%)	330 (5%)	1295 (19%)	12665 (19%)
Grades 9 to 13	2610 (39%)	2095 (31%)	2040 (30%)	53030 (81%)
Trades certificate or diploma	290 (4%)	975 (14%)	805 (12%)	18950 (29%)
Other non-university education	2075 (31%)	1840 (27%)	1380 (20%)	8730 (13%)
University	1430 (21%)	1525 (23%)	1280 (19%)	13225 (20%)
<b>Dominant Demographics</b>				
Official home language	English	English	English	English
Non-official home language	Chinese	Punjabi	Chinese	Punjabi
Immigrant Place of Birth	United Kingdom	United Kingdom	Eastern Asia	Eastern Asia
Ethnic Origin	English	English	English	English
Religion	-	-	-	-
Educational Attainment	Grades 9 to 13	Grades 9 to 13	Grades 9 to 13	Grades 9 to 13
Labour by Industry	Retail trade	Retail trade	Retail trade	Retail trade
Labour by Occupation	Sales and service	Sales and service	Sales and service	Sales and service

**Please Note –** The census tract boundaries may have been different between 1996 & 2001.

\*This number was 15 in the 1996 Census.

\*\* Formerly titled Pleasant Valley / Rutherford