



East St. Paul

Housing and Demographic Snapshot

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REPORT OBJECTIVE

This report provides a housing and demographic snapshot of East St Paul looking at the following:

- Population
- Demographics
- Household Characteristics
- Income
- Home Ownership vs. Rent
- Housing Market by Sales and Price
- Housing Starts
- Housing Typology
- Absorption Rates
- Property Tax Revenue

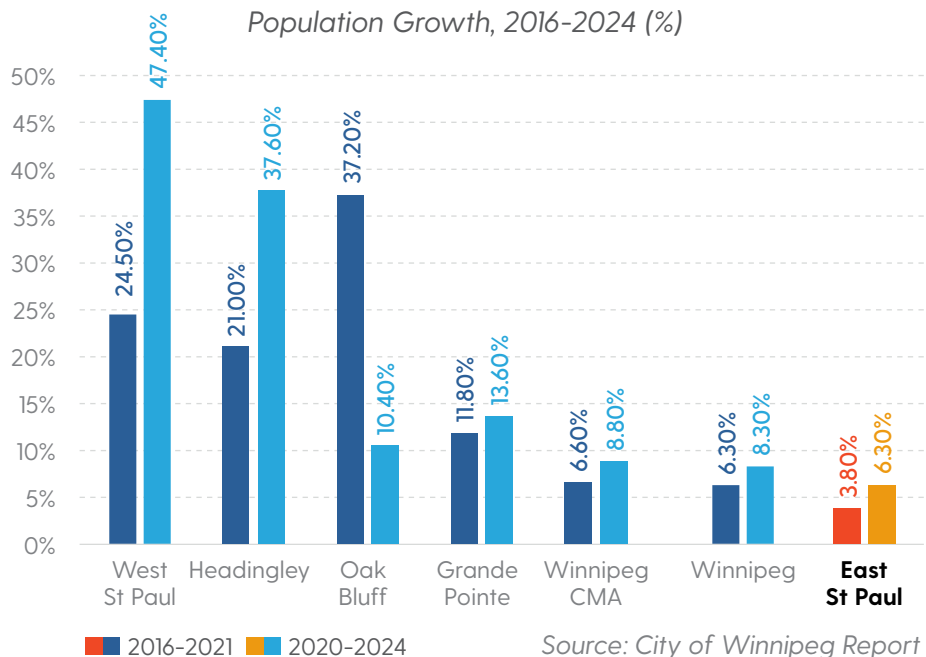


East Saint Paul, Swistun Family Heritage Park ▲

1.0 DEMOGRAPHICS

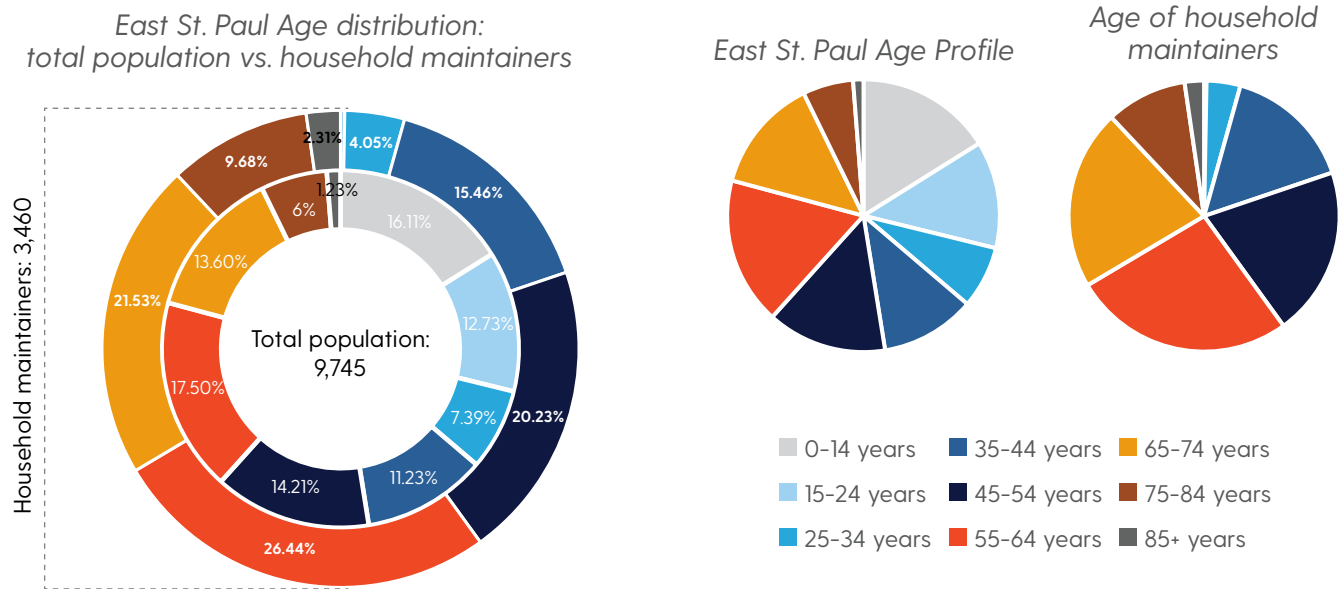
Population Growth

East St. Paul has a total population of approximately 9,745 residents and experienced 6.3% population growth between 2020 and 2024, the slowest pace amongst the Winnipeg CMA. By contrast, West St. Paul experienced significant growth (+47.4%), while Oak Bluff (+10.4%) and Headingley (+37.6%) also posted strong increases.



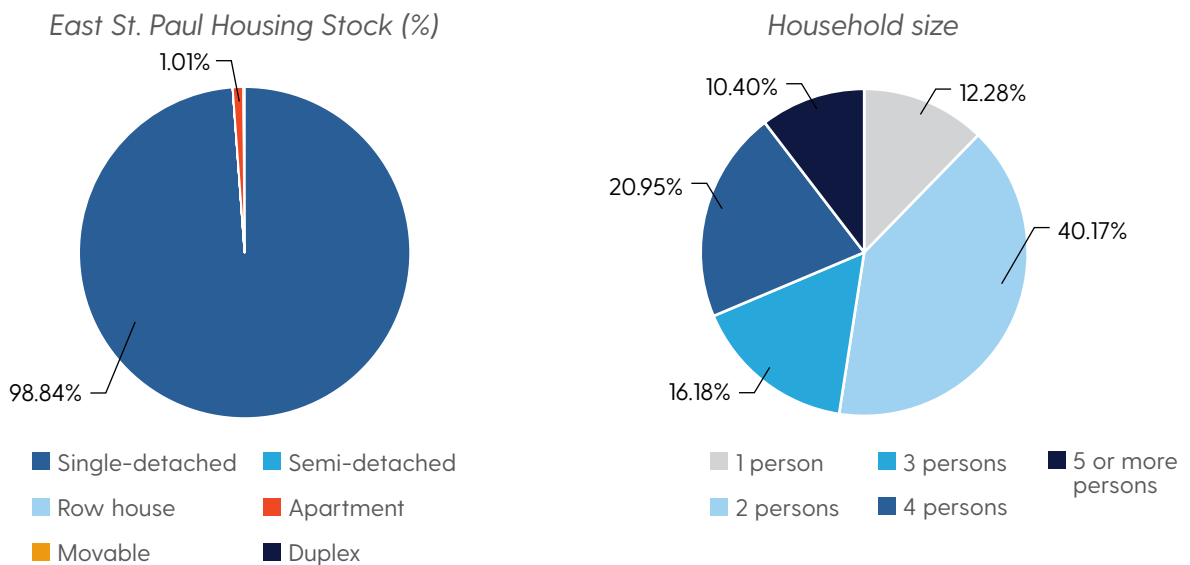
Age Profile

Adults age 25 to 34 make up the smallest share of the population, while the 55 to 64 age group has the strongest presence in East St. Paul. Given the large share of residents between the age of 55 and 74 creates an obvious need for different housing types to accommodate aging in place.



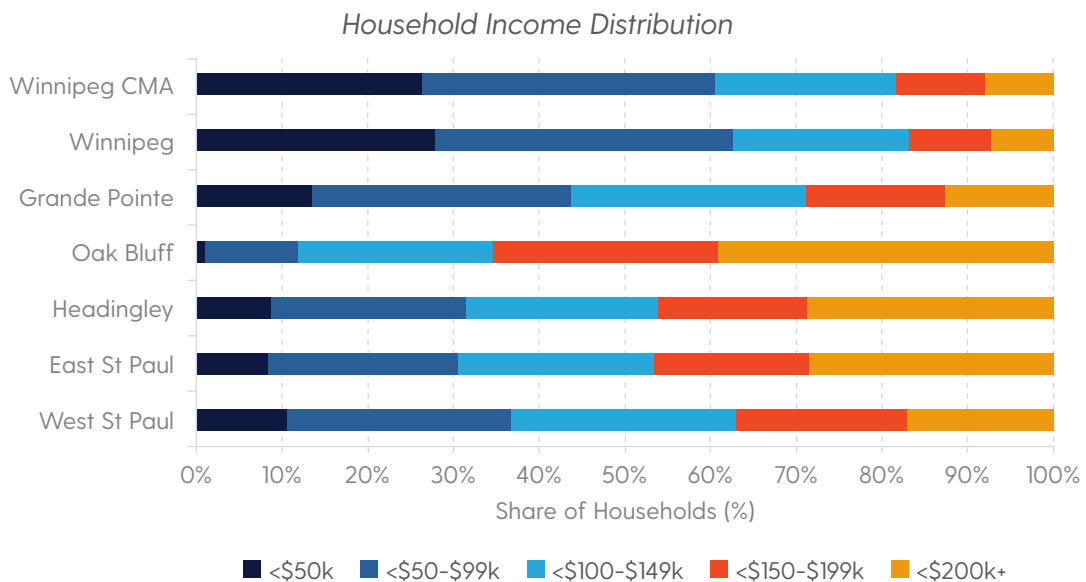
Housing Stock and Household Characteristics

East St. Paul's housing stock is almost entirely single-detached homes. Given the age profile and household demographics, there is a need for different types of housing beyond single-detached units.

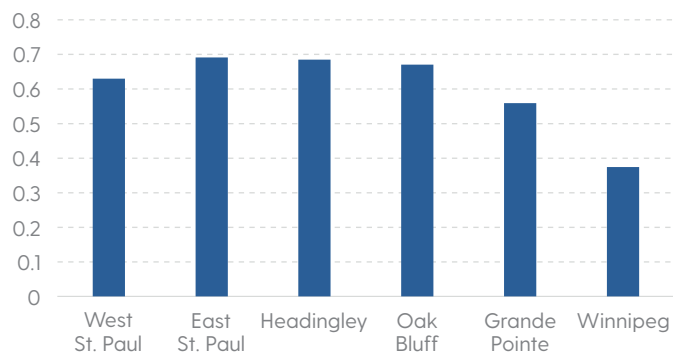


Income Profile

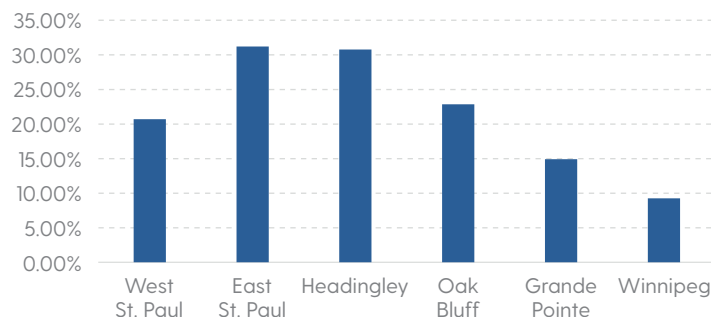
East St. Paul shows a household income profile that aligns with other higher-income rural municipalities, with a strong concentration of households earning above \$100,000 and a notable share in the \$150,000-plus range.



Household total income in 2020 with income ≥\$100k



Household after-tax income in 2020 with income ≥\$150k





East Saint Paul, Bricker Avenue ▲

2.0 HOUSING MARKET

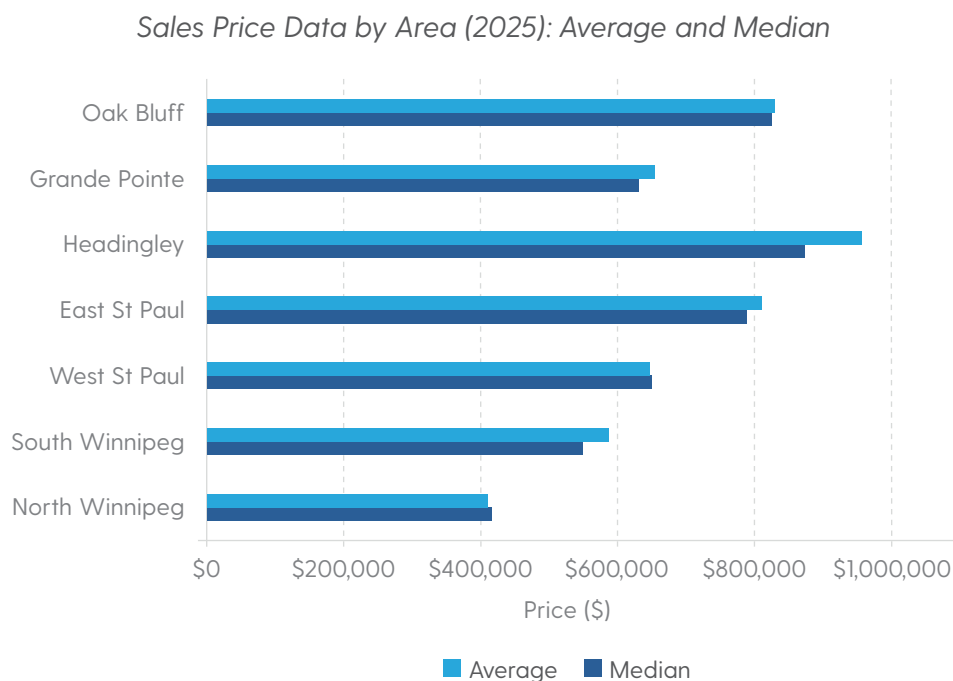
Home Ownership and Rentals

East St. Paul contains a total of 3,465 occupied dwellings. Homeownership is overwhelmingly dominant, with 3,355 units (96.8%) being owner-occupied and only 115 units (3.3%) rented. The housing stock consists primarily of single-detached homes.

Tenure refers to whether the household owns or rents their private dwelling. The private dwelling may be situated on rented or leased land or be part of a condominium. A household is considered to own their dwelling if some member of the household owns the dwelling even if it is not fully paid for, for example if there is a mortgage or some other claim on it. A household is considered to rent their dwelling if no member of the household owns the dwelling. A household is considered to rent that dwelling even if the dwelling is provided without cash rent or at a reduced rent, or if the dwelling is part of a cooperative.

Sales and Price

Sales data reflect the distinct price tiers across the region, with East St. Paul positioned among the highest-value markets and showing a median resale price that approaches \$800,000.



East St. Paul Home Sales Data 2023 to Oct 2025

Average sale prices for residential detached homes held steady between 2023 and 2024 and then increased to about \$848,000 in 2025, reflecting a marked escalation in the upper end of the market. Condominium activity remained limited across all three years, with small but rising numbers of detached and attached units indicating only modest movement in this segment.

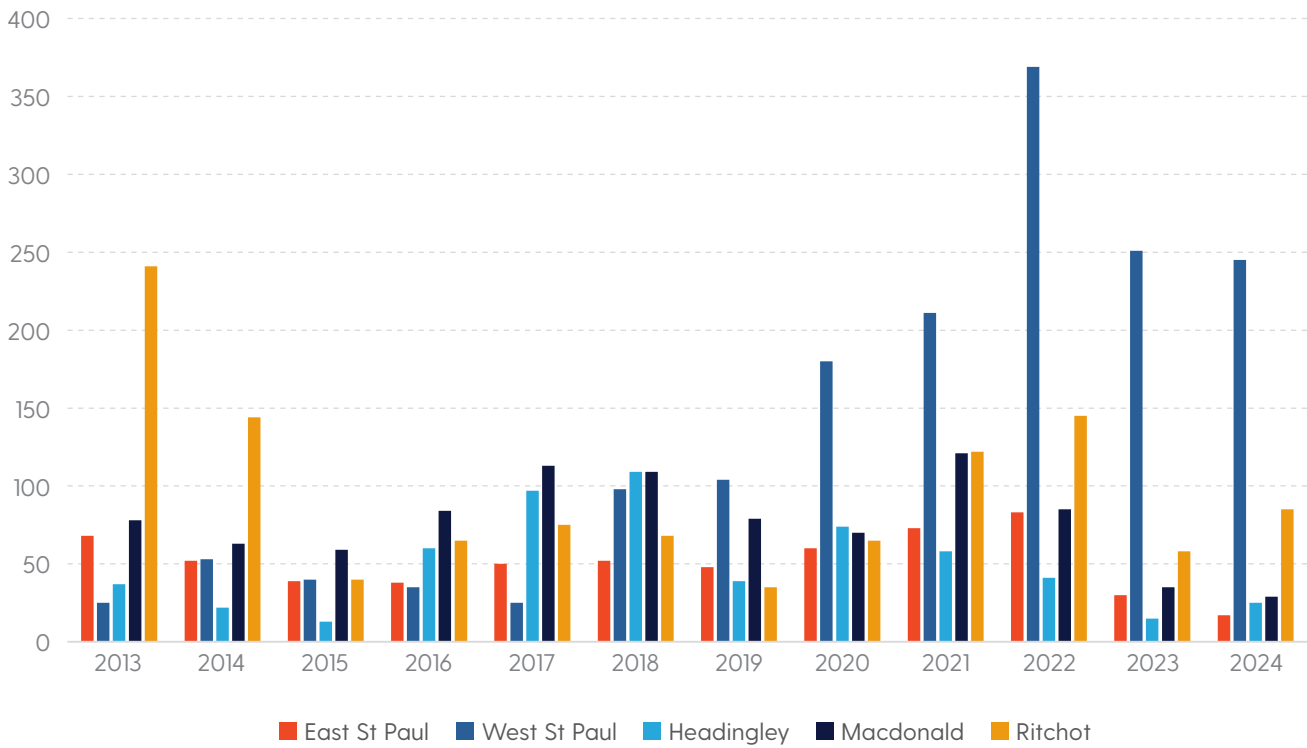
Category	2023		2024		2025	
	Sales	Avg. Sale Price	Sales	Avg. Sale Price	Sales	Avg. Sale Price
Residential Detached	68	\$699,641	76	\$703,173	94	\$847,993
Residential Attached	0	-	0	-	1	\$660,000
Condominium Detached	8	\$468,514	10	\$565,878	10	\$546,201
Condominium Attached	n/a	n/a	2	\$540,500	1	\$626,500

Source: Winnipeg Real Estate Board

Housing Starts

East St. Paul continues to record fewer annual housing starts than nearby municipalities, with Macdonald, Ritchot, and West St. Paul showing stronger and more sustained construction activity over the past decade.

Historical Housing Starts



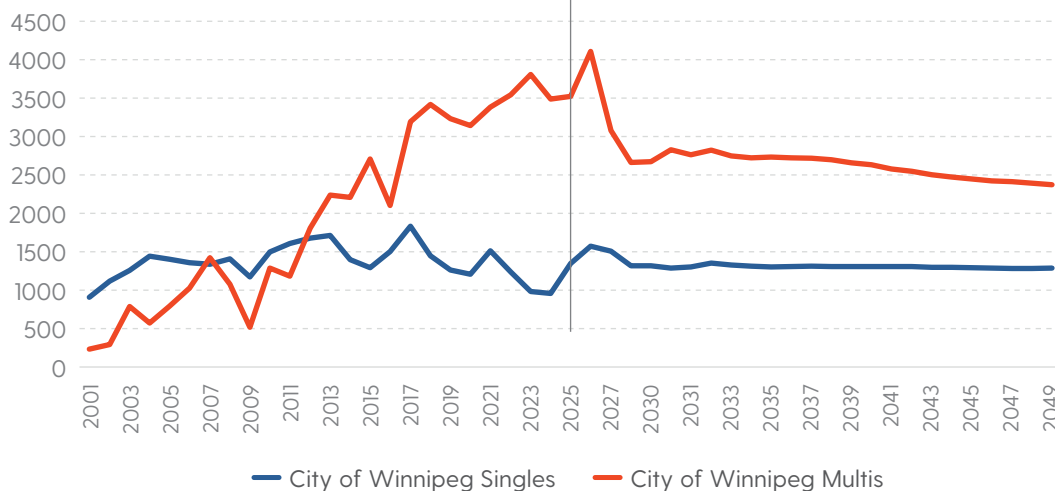
Source: CMHC Housing Market Data, Annual Housing Starts

Housing Types

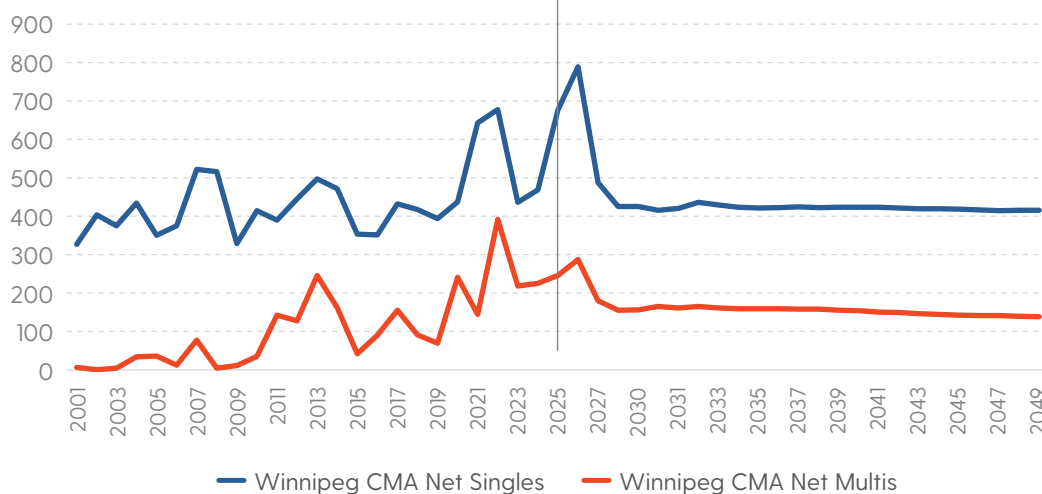
The pattern of new housing supply shows a clear split between Winnipeg and the surrounding CMA municipalities. In Winnipeg, projections indicate that multi-unit construction will remain the dominant form of new supply through the late 2020s, with output of more than 3,000 units, doubling that of single-detached homes, with only approximately 1,300 units by 2029.

In contrast, the CMA continues to rely heavily on detached housing, despite demographic trends indicating a need for more diverse housing options.

Historical and Projected Housing Starts, City of Winnipeg



Historical and Projected Housing Starts, Winnipeg CMA (excluding Winnipeg)



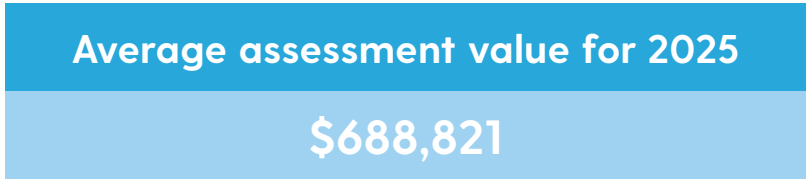
Current Housing Developments

East St. Paul has limited new subdivision activity. Gateway Point (Irwin Homes) has recently delivered about 70 single-family lots and 16 townhomes, most of which are already absorbed. “By The Park” is built out, while Countryside Crossing is at maturity with only potential for a future multi-family enclave.

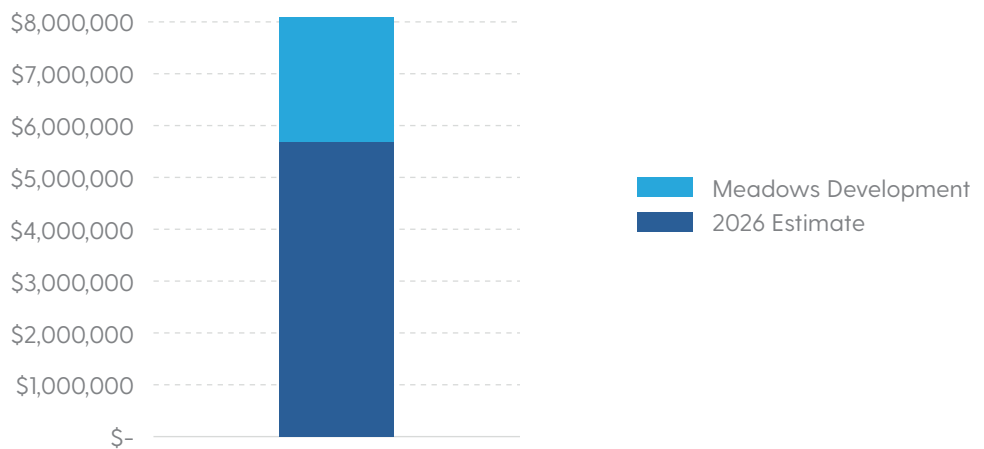
Property Tax Revenue

The total property tax revenue for residential properties in East St. Paul is estimated to be about **\$5.69 million** based on current assessment values.

The Meadows Development is estimated to add 1,965 new housing units upon full build-out. The net increase in property tax revenue for East St. Paul as a result of the Meadows Development is estimated to be in the range of **\$2.09 million**, an increase of 36%.

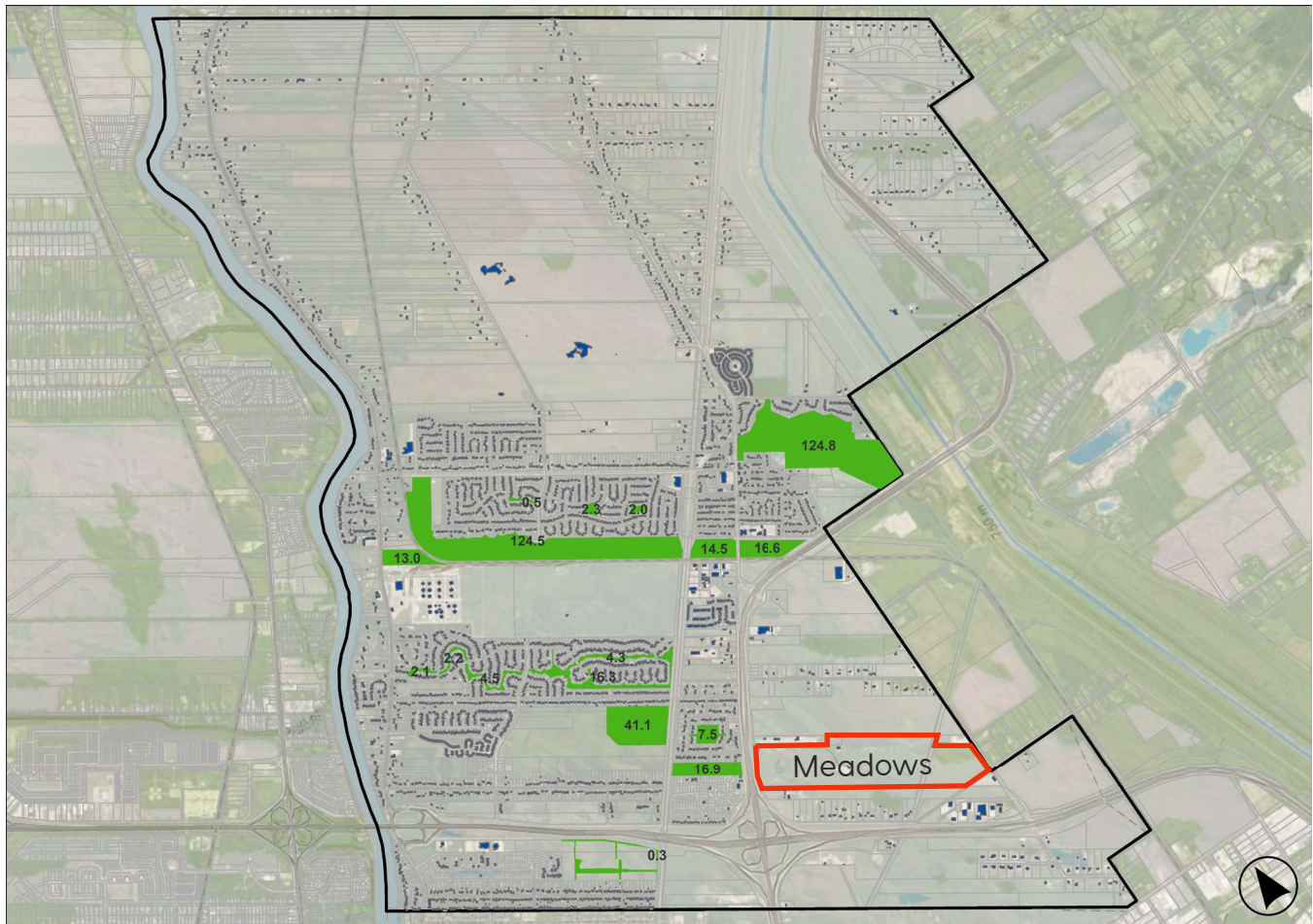


Municipal Property Tax Revenue From Residential Properties



Public Parks

Based on zoning data for park and recreation areas and spatial measurements from the map, the total area of public parks in East St. Paul is 334.5 acres.



Facilities and Parks	Location
Arena & Recreation Complex	266 Hoddinott Road
Swistun Family Heritage Park	Birds Hill Road
Baseball & Soccer Complex	3412 Raleigh Street
Centennial Plaza	3021 Birds Hill Road
Benham Soccer Fields	2520 Sperring Avenue
Hyland Provincial Park	2950 Henderson Highway
Sperring Gardens	Off Elkhart Lane
JK Park	41 Birchwood Crescent/22 Chase Drive
Hugh McDonald Park	Hugh McDonald Drive
Glengarry Park	Between Clydesdale and Orkney Drive

Facilities and Parks	Location
Memorial Park	Birds Hill Road at Agar Ave
Mowat Park	284 Mowat Road
Southlands Park	Southlands Drive by High Meadow Drive
Deerledge Park	Deerledge Trail by Brookside Cove
Maxwell King Playground	South of 30 Jordanas Run
Willowside Bend Playground	South of 25 Willowside Bend
Hudson's Bay Playground	South of 18 Hudsons Bay
Deerfield Playground	480 Deerfield Drive
Gateway Point Playground	Will's Way



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