



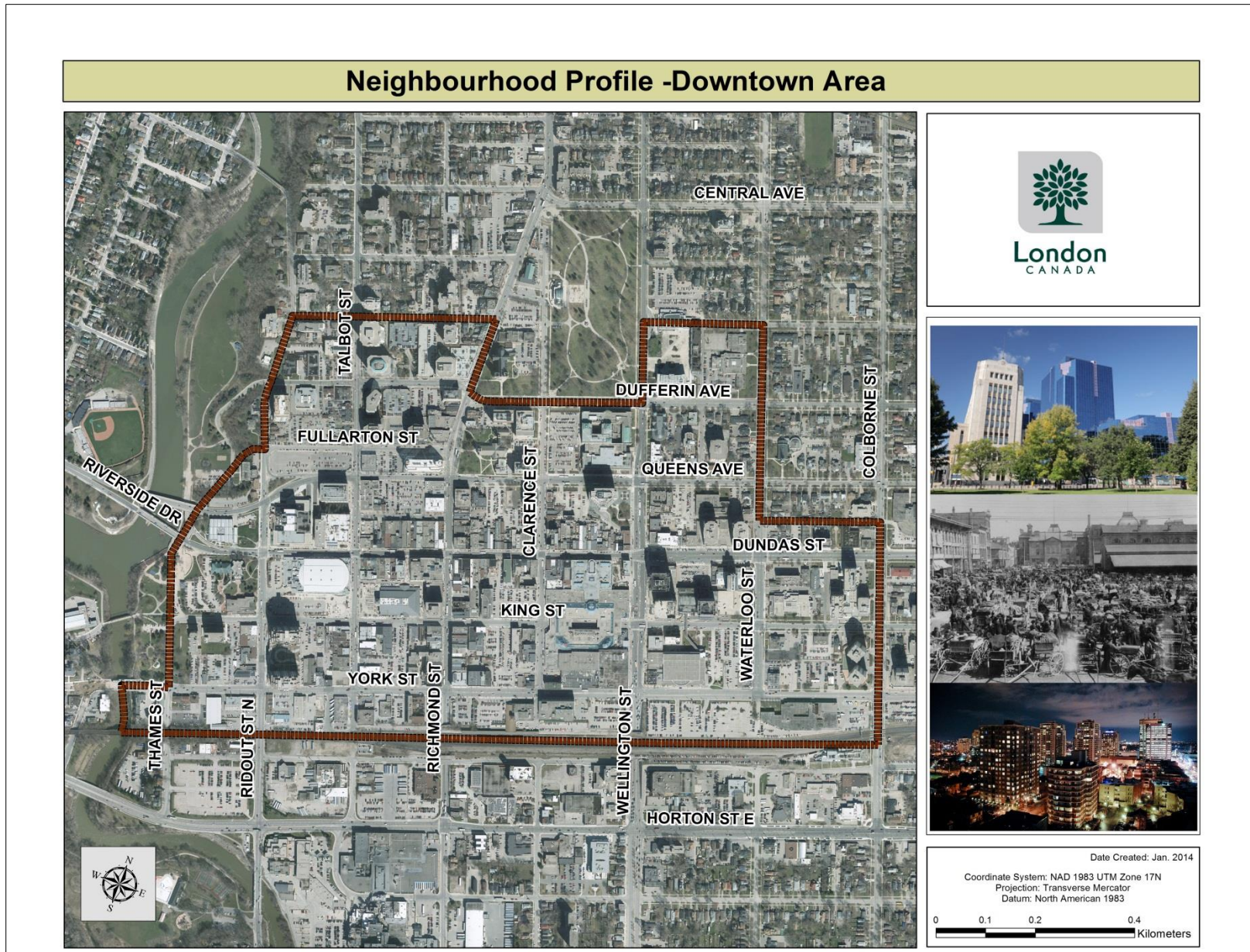
Downtown Profile

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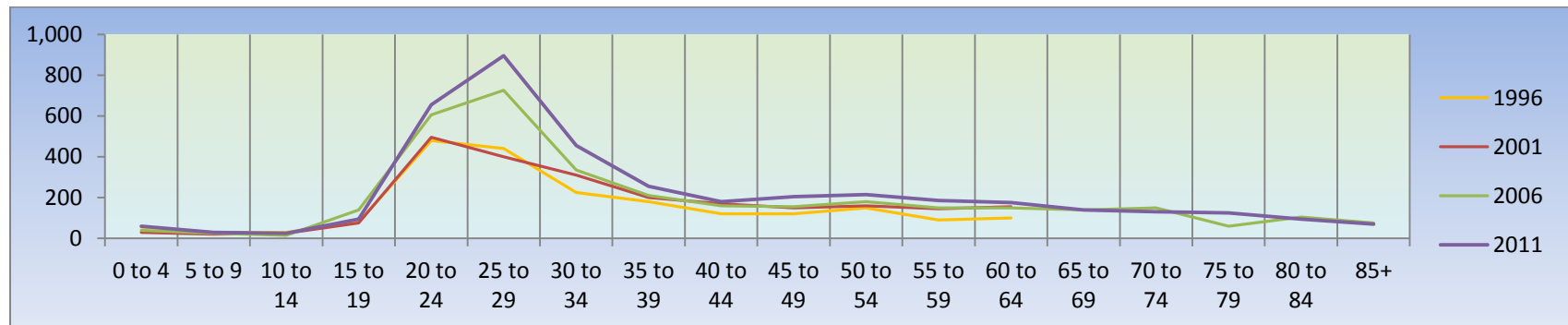


Population Characteristics & Age Distribution

Downtown Area	1996	2001	2006	2011	Change From Previous Period	
Total Population	2,510	2,800	3,430	4,010	↑	17%
Female	1,245	1,425	1,665	1,940	↑	17%
Male	1,265	1,375	1,770	2,065	↑	17%

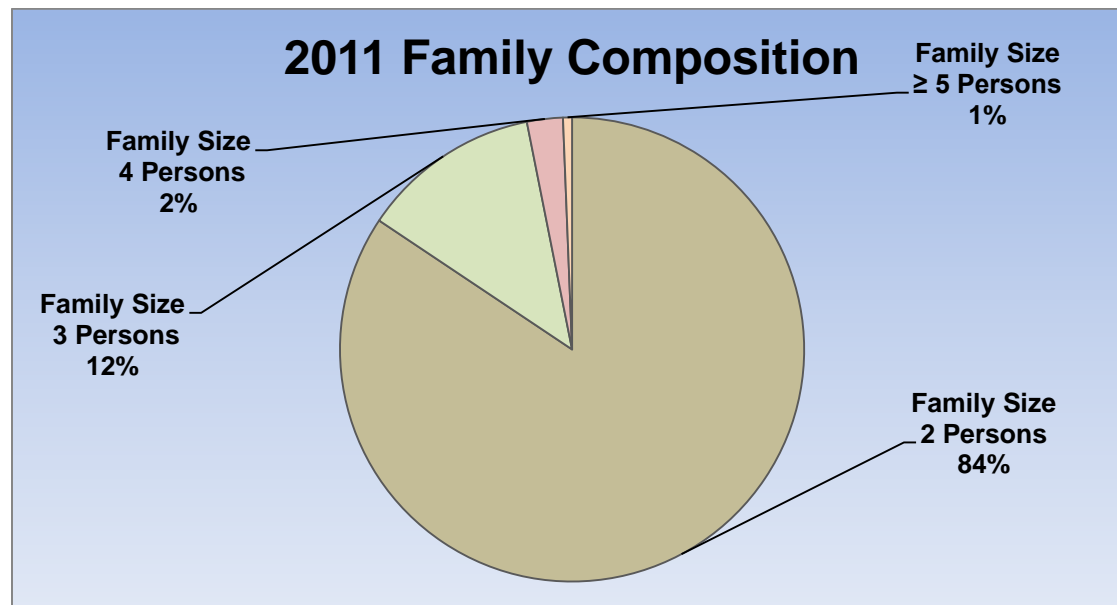
Age Structure	1996	2001	2006	2011	Change From Previous Period		As a % of Downtown Population
0-19	195	150	220	215	↓	(-2%)	5%
0 to 4	55	30	40	55	↑		1%
5 to 9	30	20	25	35	↑		1%
10 to 14	30	25	15	25	↑		1%
15 to 19	80	75	140	100	↓	(-29%)	1%
20-44	1,445	1,575	2,035	2,450	↑	20%	61%
45-64	460	610	635	785	↑	24%	20%
65+	400	460	530	560	↑	6%	14%
Median Age	NA	NA	NA	31.9	NA	NA	

2011 Census Age Cohort Breakout	Male	Female	Total	As a % of Downtown Population
0 to 4	30	30	60	1.50%
5 to 9	10	20	30	0.75%
10 to 14	10	15	25	0.63%
15 to 19	40	55	95	2.38%
20 to 24	335	320	655	16.42%
25 to 29	485	410	895	22.43%
30 to 34	260	195	455	11.40%
35 to 39	155	100	255	6.39%
40 to 44	115	65	180	4.51%
45 to 49	95	110	205	5.14%
50 to 54	95	120	215	5.39%
55 to 59	80	105	185	4.64%
60 to 64	95	80	175	4.39%
65 to 69	70	70	140	3.51%
70 to 74	55	75	130	3.26%
75 to 79	50	75	125	3.13%
80 to 84	35	60	95	2.38%
85+	25	45	70	1.75%
Total	2,040	1,950	3,990	



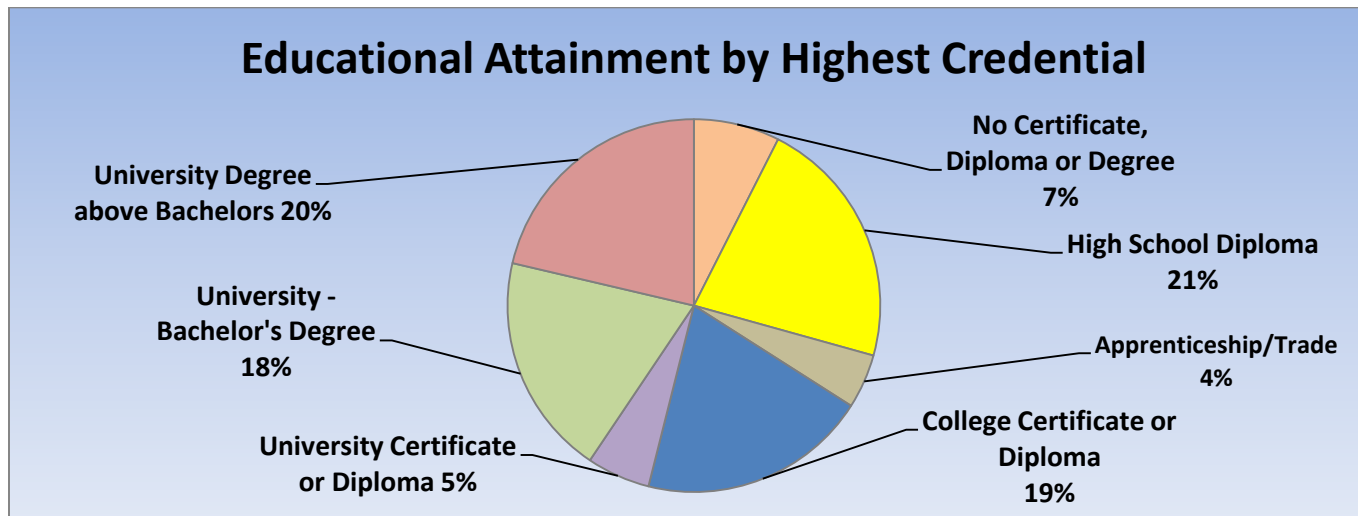
Marital Status	1996	2001	2006	2011	Change From Previous Period	As a % of Downtown Population
Single	1,255	1,415	1,965	1,850	↓ (-6%)	48%
Married	690	750	780	920	↑ 18%	24%
Common-Law	220	340	780	545	↓ (-30%)	14%
Divorced	210	285	315	265	↓ (-16%)	7%
Separated	105	110	135	140	↑ 4%	4%
Widowed	140	165	150	175	↑ 17%	4%
Citizenship, Immigration & Ethnic Identity	1996	2001	2006	2011	Change From Previous Period	As a % of Downtown Population
Citizenship						
Canadian Citizens	2,220	2,510	3,245	3,705	↑ 14%	93%
Non-Canadian Citizens	290	290	185	265	↑ 43%	7%
Immigration Status						
Canadian Born Population	1,850	2,010	2,715	3,040	↑ 12%	80%
Foreign Born Population	610	690	620	780	↑ 26%	20%
Visible Minority Population	255	305	330	620	↑ 88%	15%
Aboriginal Identity Population	45	10	25	75	↑ 200%	25%

Family Composition	1996	2001	2006	2011	Change From Previous Period	As a % of Downtown Population
Number of Census Families	495	605	715	805	↑ 13%	
Family Size - 2 Persons	410	530	630	675	↑ 7%	84%
Family Size - 3 Persons	30	50	70	100	↑ 43%	12%
Family Size - 4 Persons	35	25	10	20	↑ 100%	2%
Family Size - ≥ 5 Persons	15	10	15	5	↓ (-67%)	1%
Census Family - Average Size	2.00	2.00	2.00	2.20	↑	



Family Structure & Number of Children	1996	2001	2006	2011	Change From Previous Period	
Married Couples	495	365	375	430	↑	15%
Without Children	245	305	335	340	↑	1%
With Children	70	60	40	90	↑	125%
Common-Law	110	170	230	275	↑	20%
Without Children	105	170	220	255	↑	16%
With Children	10	0	15	20	↑	33%
Lone Parent Families	70	70	110	100	↓	(-9%)
Female Headed	60	60	105	70	↓	(-33%)
1 Child	55	45	75	55	↓	(-27%)
2 Children	10	15	30	15	↓	(-50%)
≥ 3 Children	0	0	0	5	↑	100%
Male Headed	10	0	0	30	↑	100%
1 Child	10	0	0	25	↑	100%
2 Children	0	0	0	5	↑	100%
≥ 3 Children	0	0	0	0	—	—

Educational Attainment by Credential	1996	2001	2006	2011	Change From Previous Period	As a % of Downtown Population
No Certificate, Diploma or Degree	N.A.	290	230	285	↑ 24%	7%
High School Diploma or Equivalent	N.A.	N.A.	940	835	↓ (-11%)	21%
Apprenticeship, or Trade Certificate	30	175	180	180	— —	4%
College Certificate or Diploma	N.A.	505	790	760	↓ (-4%)	19%
University Certificate or Degree	N.A.	N.A.	N.A.	210	N.A. N.A.	5%
University -Bachelor's Degree	N.A.	N.A.	705	735	↑ 4%	18%
University Degree above bachelor level (M.A. or PhD)	N.A.	N.A.	140	815	↑ 482%	20%

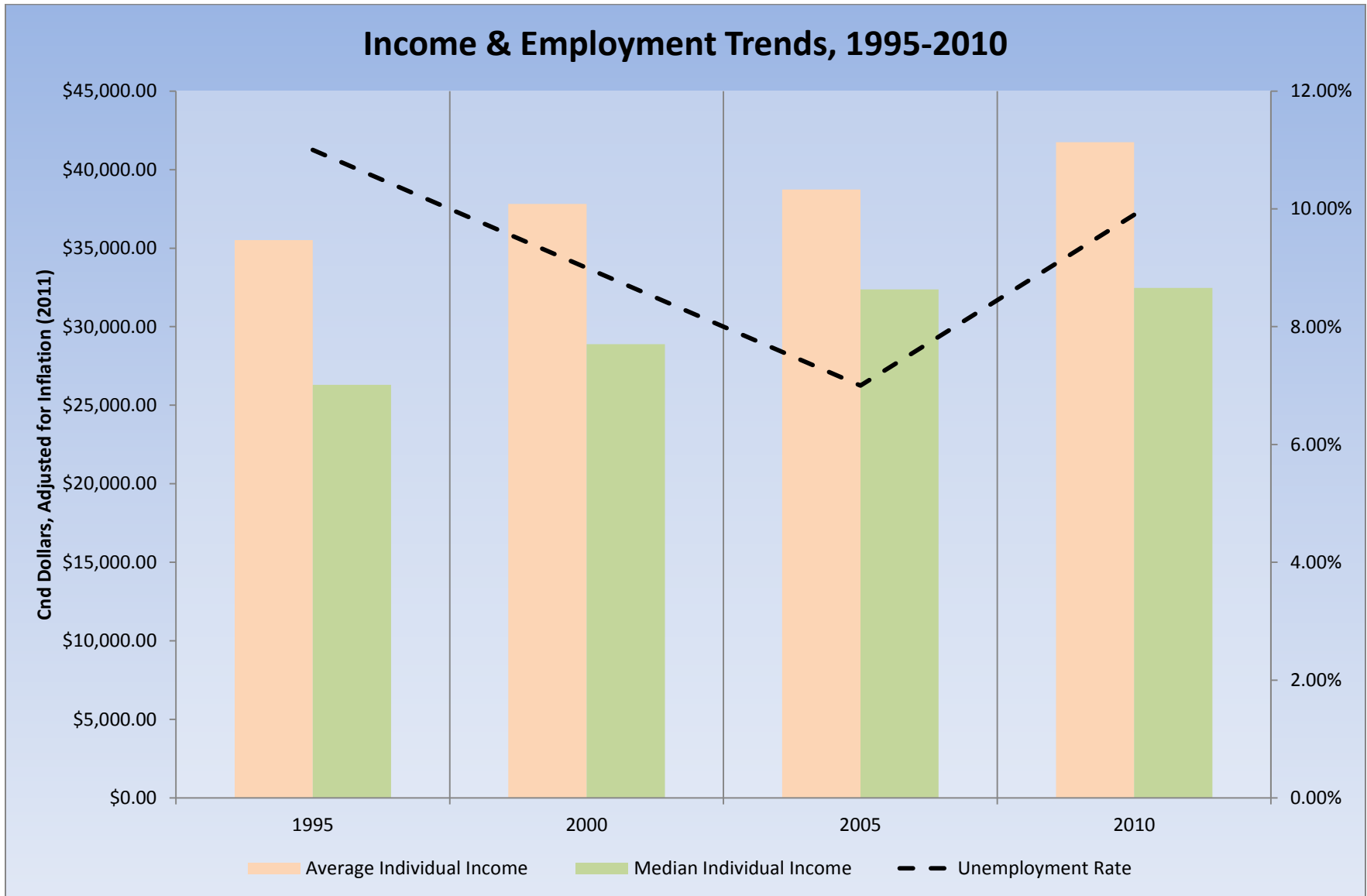


Housing by Structure Type & Tenure	1996	2001	2006	2011	Change From Previous Period		As a % of Downtown Population
Total Occupied Dwellings	1,540	1,795	2,135	2,600	↑	22%	
Single-Detached	0	0	0	5	↑	N.A.	<1%
Semi-Detached	10	0	0	0	—	—	0%
Row House	0	0	0	0	—	—	0%
Duplex	0	10	0	0	—	—	0%
Apartment < 5 Storeys	475	635	575	615	↑	7%	24%
Apartment ≥ 5 Storeys	1,060	1,155	1,545	1,975	↑	28%	76%
Number of Owned Dwellings	310	480	615	545	↓	(-11%)	
Owned as a % of Total	20%	27%	29%	21%	↓		21%
Number of Rented Dwellings	1,230	1,315	1,520	2,065	↑	36%	
Rented as a % of Total	80%	73%	71%	79%	↑		79%
Average # of Rooms	4	4	4	4.1	↑		
Average # of Bedrooms	2	2	2	N.A.	N.A.	N.A.	
Average Gross Rent	\$627.00	\$767.00	\$1,126.00	\$1,074.00	↓	(-5%)	
Average Value of Dwelling	\$125,588.00	\$104,192.00	\$169,391.00	\$172,447.00	↑	2%	

Labour Market Indicators	1996	2001	2006	2011	Change From Previous Period		As a % of Work Force
Total Labour Force ≥ 15 years	1,610	1,940	2,370	2,840	↑	20%	
Female	755	925	1,110	1,330	↑	20%	47%
Male	905	1,015	1,260	1,510	↑	20%	53%
Unemployment Rate	11.00%	9.00%	7.00%	9.90%	↑		
Female	9.00%	6.00%	8.00%	12.80%	↑		
Male	14.00%	10.00%	7.00%	7.30%	↑		
Employment Rate	N.A.	N.A.	N.A.	67%	N.A.		
Participation Rate	69.00%	71.00%	71.00%	74.30%	↑		
Female	63.00%	67.00%	68.00%	71.10%	↑		
Male	75.00%	76.00%	74.00%	77.40%	↑		
Labour Force by Sector							
Primary (Agriculture & Resources)	0	0	0	0	N.A.	N.A.	0%
Secondary (Construction & Manufacturing)	142	235	265	230	↓	(-13%)	8%
Tertiary Services	1,475	1,695	1,980	2,575	↑	30%	92%

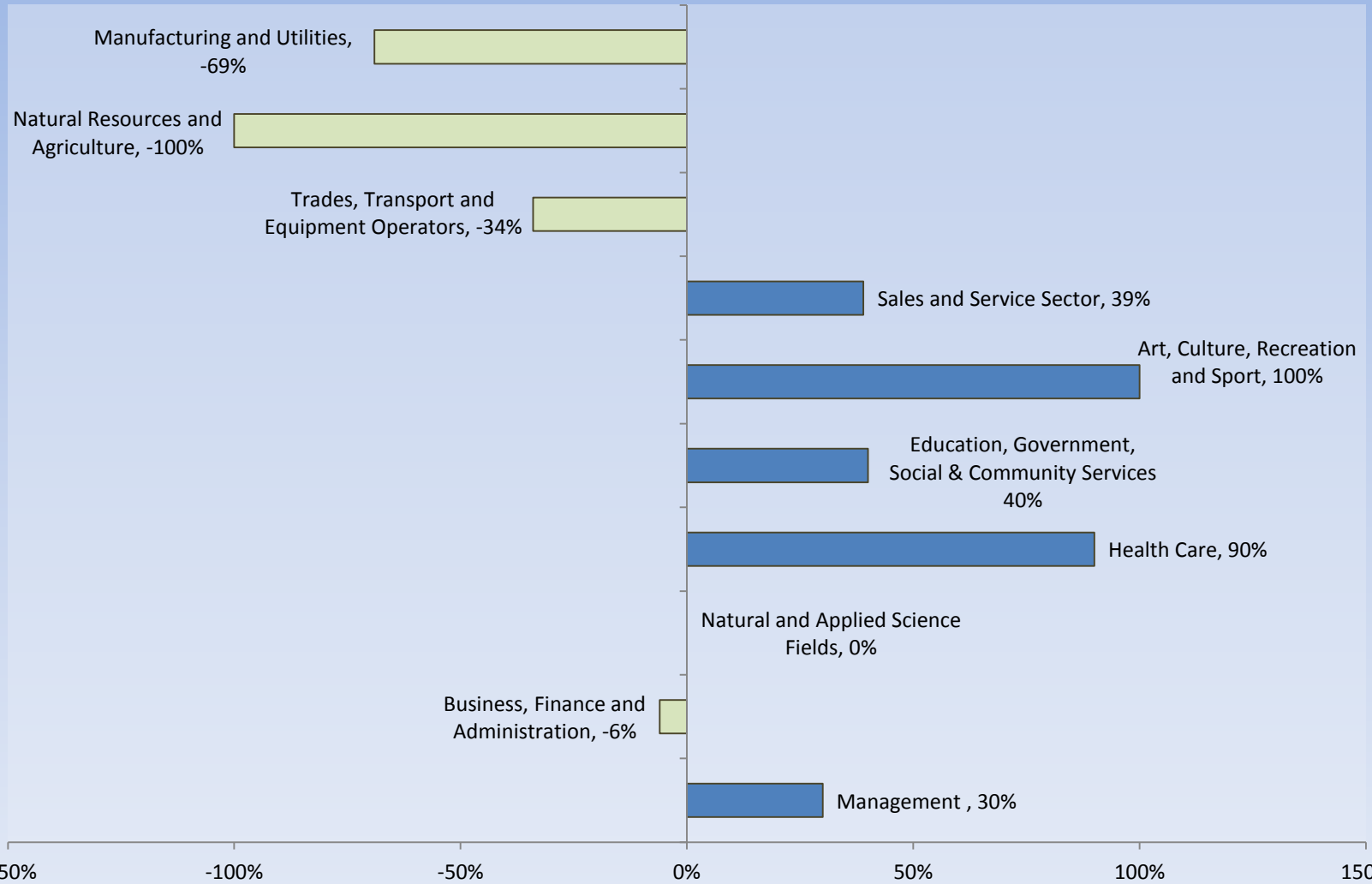
Income Characteristics of Economically Active Population	1996	2001	2006	2011	Change From Previous Period	
Individual Income						
Average Income	\$26,539.00	\$31,120.00	\$35,465.00	\$41,749.00	↑	18%
Median Income	\$19,652.00	\$23,773.00	\$29,647.00	\$32,467.00	↑	10%
Income by Gender						
Average Income – Male	\$29,695.00	\$37,070.00	\$39,911.00	\$44,550.00	↑	12%
Average Income - Female	\$23,384.00	\$25,170.00	\$30,776.00	38,817.00	↑	26%
Median Income – Male	\$20,264.00	\$27,337.00	\$30,098.00	\$31,773.00	↑	6%
Median Income - Female	\$19,041.00	\$20,210.00	\$28,761.00	\$33,800.00	↑	18%
Household Income						
Average Household Income	\$40,120.00	\$46,201.00	\$53,807.00	\$59,766.00	↑	11%
Median Household Income	\$31,623.00	\$34,667.00	\$46,908.00	\$50,553.00	↑	8%
Family Income						
Average Family Income	\$59,701.00	\$65,027.00	\$72,966.00	\$77,986.00	↑	7%
Median Family Income	\$48,462.00	\$58,989.00	\$65,522.00	\$63,930.00	↓	(-2%)
Lone-Parent Families						
Average Family Income	N.A.	N.A.	N.A.	\$54,116.00		
Median Family Income	N.A.	N.A.	N.A.	\$43,902.00		

Data Note: Income figures based on previous reporting year (1995, 2000, 2005 & 2010).



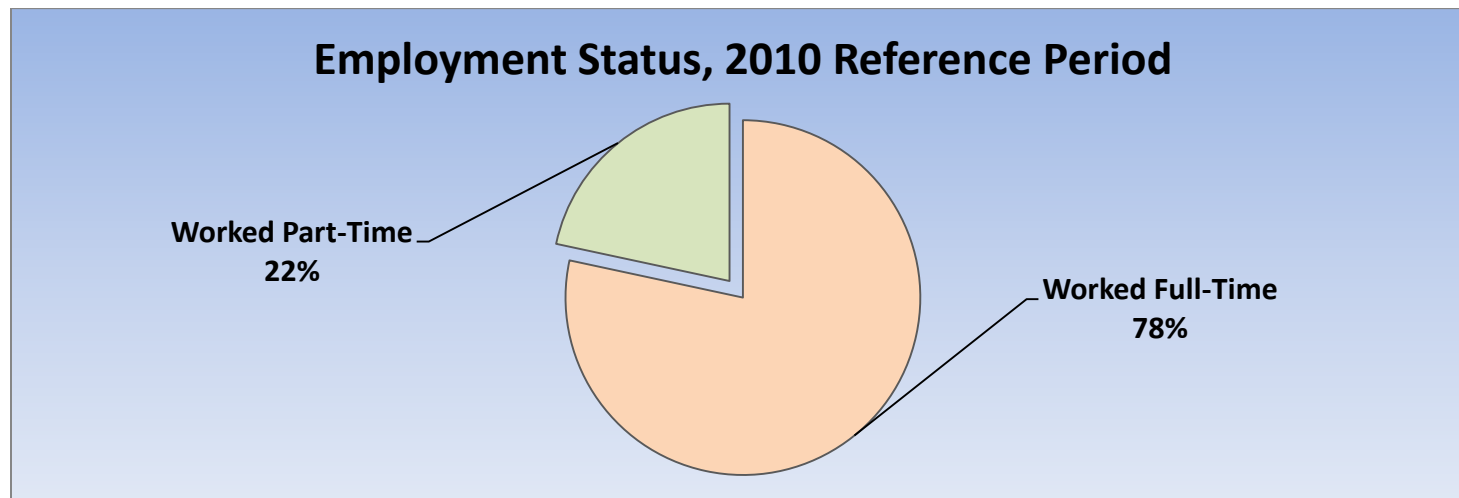
Labour Force by National Occupational Classification	1996	2001	2006	2011	Change From Previous Period		As a % of Work Force
Management	165	245	180	235	↑	30%	8%
Business, Finance and Administration	345	440	530	500	↓	(-6%)	18%
Natural and Applied Science Fields	85	185	240	240	—	0.00%	9%
Health Care	70	85	200	380	↑	90%	13%
Education, Government, Social & Community Services	240	225	325	455	↑	40%	16%
Art, Culture, recreation and Sport	60	90	55	110	↑	100%	4%
Sales and Service Sector	480	440	545	760	↑	39%	27%
Trades, Transport and Equipment Operators	105	160	160	105	↓	(-34%)	4%
Natural Resources and Agriculture	0	10	30	0	↓	(-100%)	0%
Manufacturing and Utilities	45	50	80	30	↓	(-69%)	1%

Employment Trends by Occupational Breakout, 2006-2011



Class of Worker	1996	2001	2006	2011	Change From Previous Period	As a % of Work Force
Employee	1,440	1,775	2,115	2,605	↑ 23%	92%
Female	695	875	1,055	1,255		
Male	745	905	1,105	1,345		
Self-Employed	170	225	190	220	↑ 16%	8%
Female	45	75	55	65		
Male	125	150	135	155		

Employment Status	1996	2001	2006	2011	Change From Previous Period	As a % of Work Force
Worked Full-Time in 2010	N.A.	N.A.	N.A.	2,155	N.A.	78%
Worked Part-Time in 2010	N.A.	N.A.	N.A.	595	N.A.	22%



Mode of Transport to Work	1996	2001	2006	2011	Change From Previous Period	As a % of Work Force
Automobile -As a Driver	560	640	815	1,125	↑ 38%	47%
Car-Pool	40	55	135	95	↓ (-29%)	4%
Public Transportation	215	220	285	310	↑ 9%	13%
Walked or Bicycled	585	715	885	825	↓ (-7%)	35%
Other Modes	0	25	20	25	↑ 25%	<1%
Median Commuting Duration	N.A.	N.A.	N.A.	15.3		

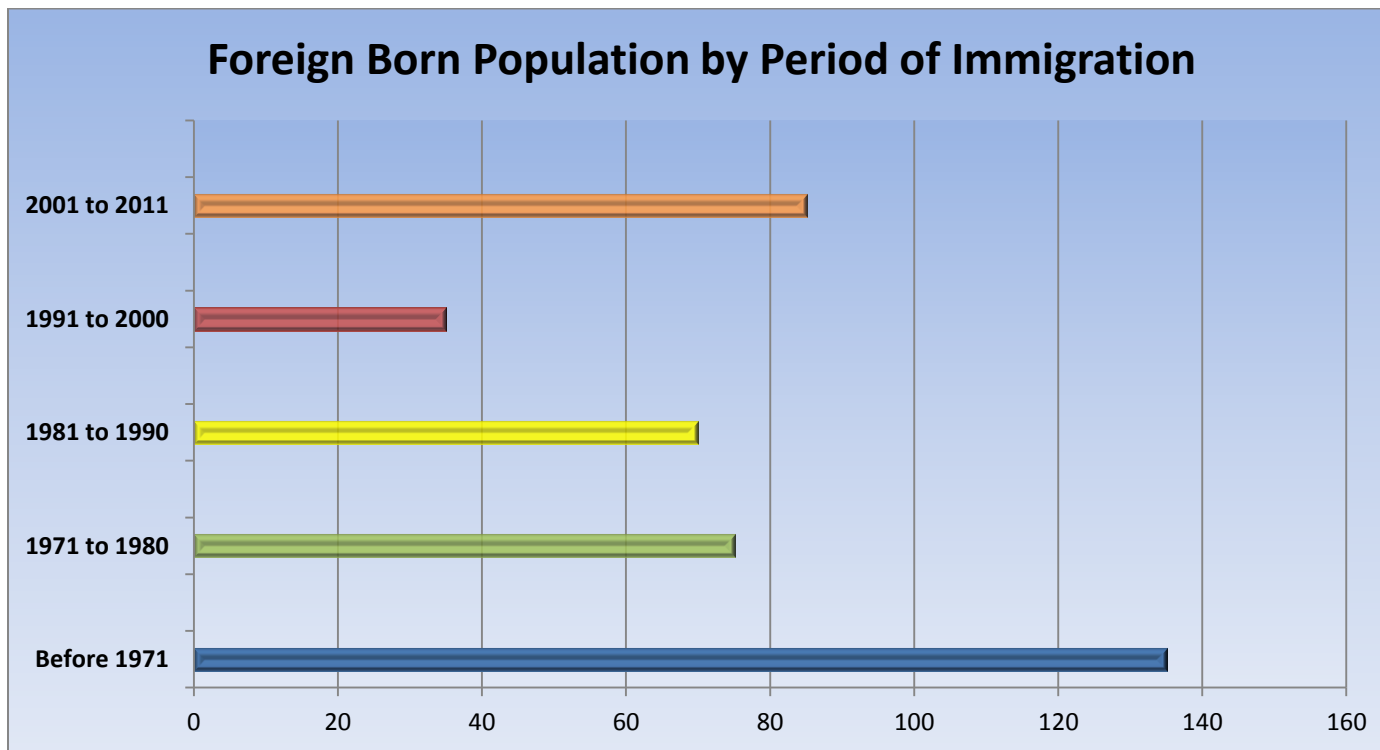
Place of Work	1996	2001	2006	2011	Change From Previous Period	As a % of Work Force
Worked at Home	70	115	105	160	↑ 52%	6%
Worked at a Fixed Address	1,345	1,600	1,935	2,180	↑ 13%	85%
No Fixed Workplace Address	60	120	150	220	↑ 47%	9%
Worked within Municipality	1,230	1,422	1,850	N.A.		
Work in a different Municipality	105	115	85	N.A.		
Worked outside Canada	0	0	10	0	↓ (-100%)	

Mobility/Migration Status	1996	2001	2006	2011	Change From Previous Period	As a % of Downtown Area
Lived at the same address 5 years ago	515	630	855	900	↑	23%
Moved sometime with the last 5 years	1,935	2,130	2,530	2,985	↑ 18%	77%
Internal Migrants	690	790	875	935	↑ 7%	23%
- Intra-provincial	600	790	875	820	↓	
- Inter-provincial	95	80	140	115	↓	
External Migrants	215	280	170	205	↑ 21%	5%
Lived at the same address 1 years ago	1,400	1,640	1,875	2,260	↑ 21%	57%
Moved sometime with the last year	1,090	1,140	1,535	1,695	↑ 10%	43%
Internal Migrants	275	265	320	435	↑ 36%	11%
- Intra-provincial	210	215	255	360	↑ 41%	
- Inter-provincial	70	50	65	70	↑ 8%	
External Migrants	35	70	110	70	↓ (<-36%)	2%

Place of Birth	1996	2001	2006	2011	Change From Previous Period		As a % of Downtown Area
Total Immigrant Population	N.A.	N.A.	610	780	↑	28%	19%
Place of Birth by Continent							
North America (US only)	N.A.	N.A.	30	50	↑	67%	1%
Africa	N.A.	N.A.	40	0	↓	(-100%)	0%
Asia	N.A.	N.A.	110	210	↑	91%	5%
Caribbean	N.A.	N.A.	25	0	↓	(-100%)	0%
Central and South America	N.A.	N.A.	10	0	↓	(-100%)	0%
Europe	N.A.	N.A.	370	430	↑	16%	11%
Recent Immigration by Continent, 2006-2011							
Recent Immigrants	N.A.	N.A.	65	100	↑	54%	2%
North America (US only)	N.A.	N.A.	0	0			0%
Africa	N.A.	N.A.	10	0	↓	(-100%)	0%
Asia	N.A.	N.A.	25	65	↑	160%	2%
Caribbean	N.A.	N.A.	10	0	↓	(-100%)	0%
Central and South America	N.A.	N.A.	0	0			0%
Europe	N.A.	N.A.	10	30	↑	200%	1%



Immigration by Place of Birth	1996	2001	2006	2011	Change From Previous Period	As a % of Downtown Area
1. United Kingdom	N.A.	N.A.	185	145	↓ (-22%)	4%
2. Netherlands	N.A.	N.A.	N.A.	65		2%
3. China	N.A.	N.A.	N.A.	50		1%
4. Poland	N.A.	N.A.	N.A.	50		1%
5. United States of America	N.A.	N.A.	30	50	↑ 67%	1%
6. Korea	N.A.	N.A.	30	35	↑ 17%	1%
N.A.	N.A.	N.A.	N.A.	N.A.		

Period of Immigration	1996	2001	2006	2011	Change From Previous Period	As a % of Downtown Area
Before 1971	N.A.	N.A.	225	135	↓ (-40%)	3%
1971 to 1980	N.A.	N.A.	85	75	↓ (-12%)	2%
1981 to 1990	N.A.	N.A.	120	70	↓ (-42%)	2%
1991 to 2000	N.A.	N.A.	120	35	↓ (-71%)	1%
2001 to 2011	N.A.	N.A.	N.A.	85	↑ 21%	2%



Language	1996	2001	2006	2011	Change From Previous Period		As a % of Downtown Area
Knowledge of Official Languages							
English Only	2,405	2,410	2,880	3,515	↑	22%	88%
French Only	45	0	10	0	↓	(-100%)	0%
English and French	20	340	520	445	↓	(-14%)	11%
Neither English or French	35	0	20	20	—	—	<1%
Language Spoken Most Often at Home							
English	2,275	2,370	3,245	3,685	↑	14%	93%
French	10	0	40	10	↓	(-75%)	<1%
Non-Official Language	210	175	140	195	↑	5	5%
Mother Tongue *							
English	1,995	2,255	2,895	3,300	↑	14%	82%
French	45	60	75	55	↓	(-27)	1%
Non-Official Language	425	470	445	570	↑	28%	14%

* Statistics Canada defines 'mother tongue' as the first language learned in childhood and still understood by the individual at the time of census reporting.

Non-Official Languages Spoken Top 10 Reported	1996	2001	2006	2011	Change From Previous Period	As a % of Downtown Area
Chinese*	N.A.	15	80	25	 (-67%)	<1%
Arabic	N.A.	N.A.	N.A.	10		
Korean	N.A.	0	30	10		
Spanish	N.A.	N.A.	N.A.	10		
N.A.	N.A.	N.A.	N.A.	NA		
N.A.	N.A.	N.A.	N.A.	N.A.		
N.A.	N.A.	N.A.	N.A.	N.A.		
N.A.	N.A.	N.A.	N.A.	N.A.		
N.A.	N.A.	N.A.	N.A.	N.A.		
N.A.	N.A.	N.A.	N.A.	N.A.		

* Refers to Cantonese and Mandarin language speakers as well as others who do not specify otherwise.

Religious Identification	1996	2001	2006	2011	Change From Previous Period	As a % of Downtown Area
Buddhist	N.A.	N.A.	N.A.	0		
Christian	N.A.	N.A.	N.A.	2,090		52%
Anglican	N.A.	N.A.	N.A.	205		5%
Baptist	N.A.	N.A.	N.A.	45		1%
Catholic	N.A.	N.A.	N.A.	1,025		26%
Orthodox	N.A.	N.A.	N.A.	0		0%
Lutheran	N.A.	N.A.	N.A.	25		<1%
Pentecostal	N.A.	N.A.	N.A.	15		<1%
Presbyterian	N.A.	N.A.	N.A.	160		4%
United Church	N.A.	N.A.	N.A.	275		7%
Other Christian	N.A.	N.A.	N.A.	320		8%
Hindu	N.A.	N.A.	N.A.	40		1%
Jewish	N.A.	N.A.	N.A.	65		1%
Muslim	N.A.	N.A.	N.A.	30		<3%
Sikh	N.A.	N.A.	N.A.	0		0
Aboriginal Spirituality	N.A.	N.A.	N.A.	45		1%

Notes:

- (1) Source Data –Statistics Canada. 1996-2011 Census Data, Customized Profiles. Ottawa, Canada
- (2) Data also derived from Statistics Canada’s National Household Survey (NHS)
- (3) Customized Community and Neighbourhood Profiles tabulated and compiled by the City of London’s Planning Division –Policy Planning and Research Section.