



East London Neighbourhood Profile

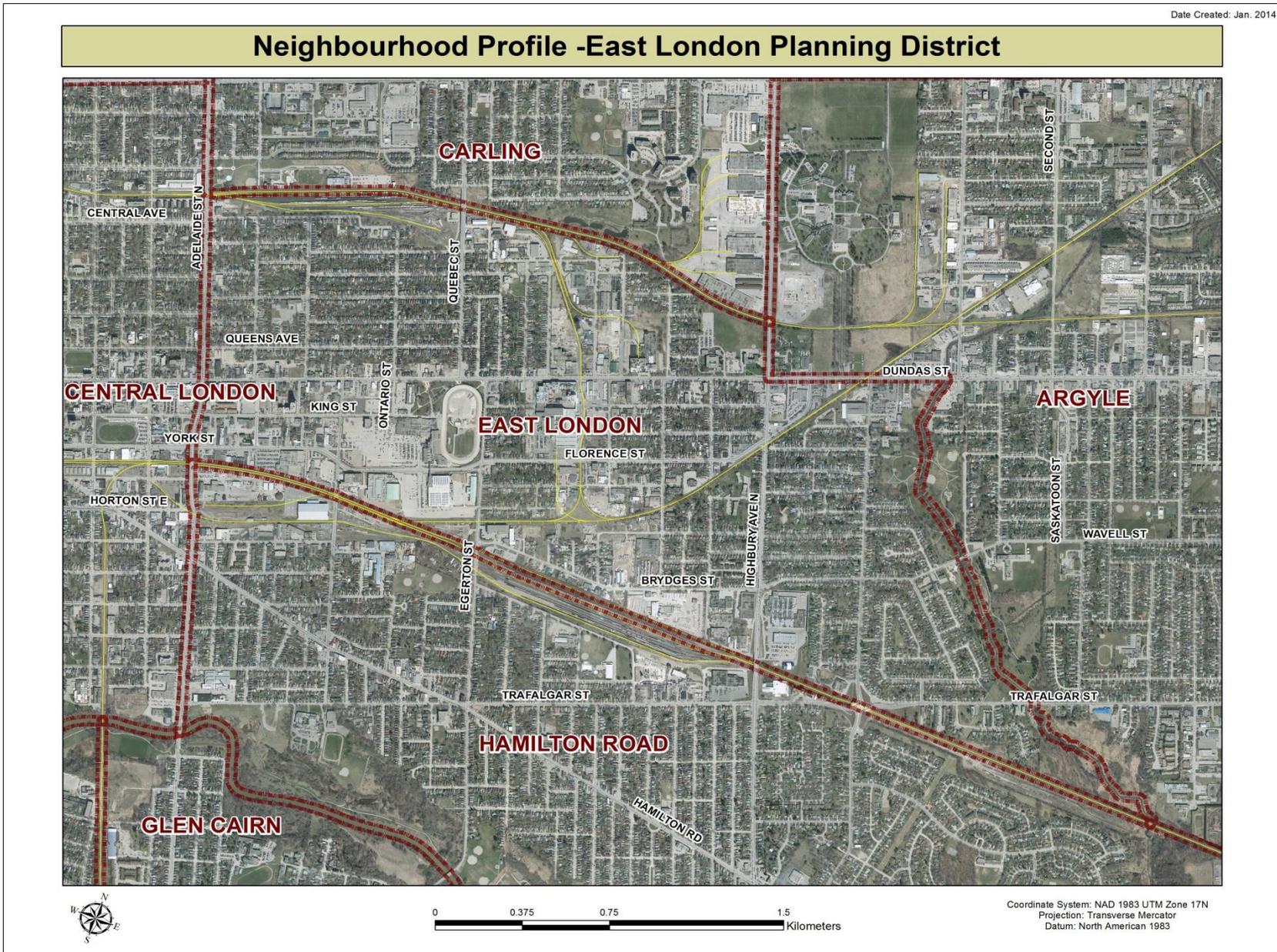
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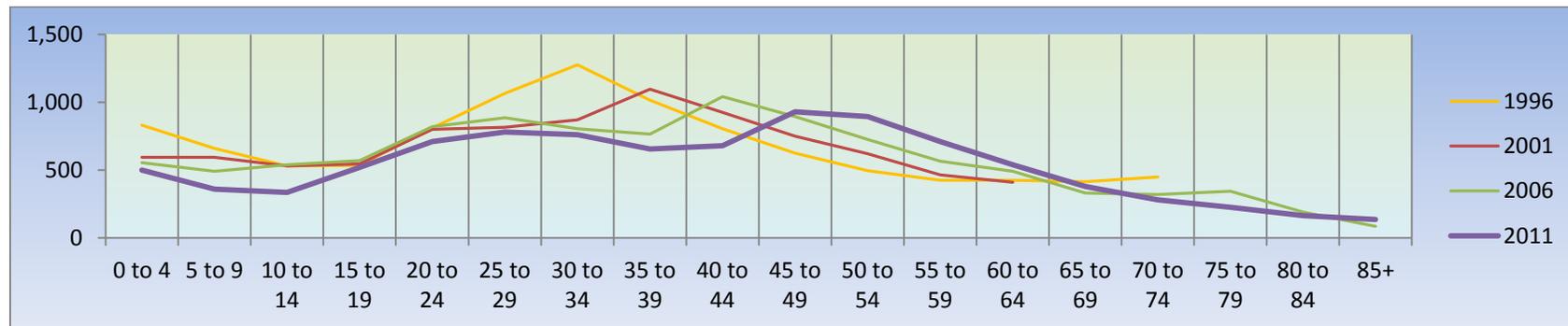


Population Characteristics & Age Distribution

East London Neighbourhood	1996	2001	2006	2011	Change From Previous Period	
Total Population	10,880	10,355	10,405	9,575	↓	(-8%)
Female	5,395	5,005	5,070	4,615	↓	(-9%)
Male	5,485	5,350	5,335	4,960	↓	(-7%)

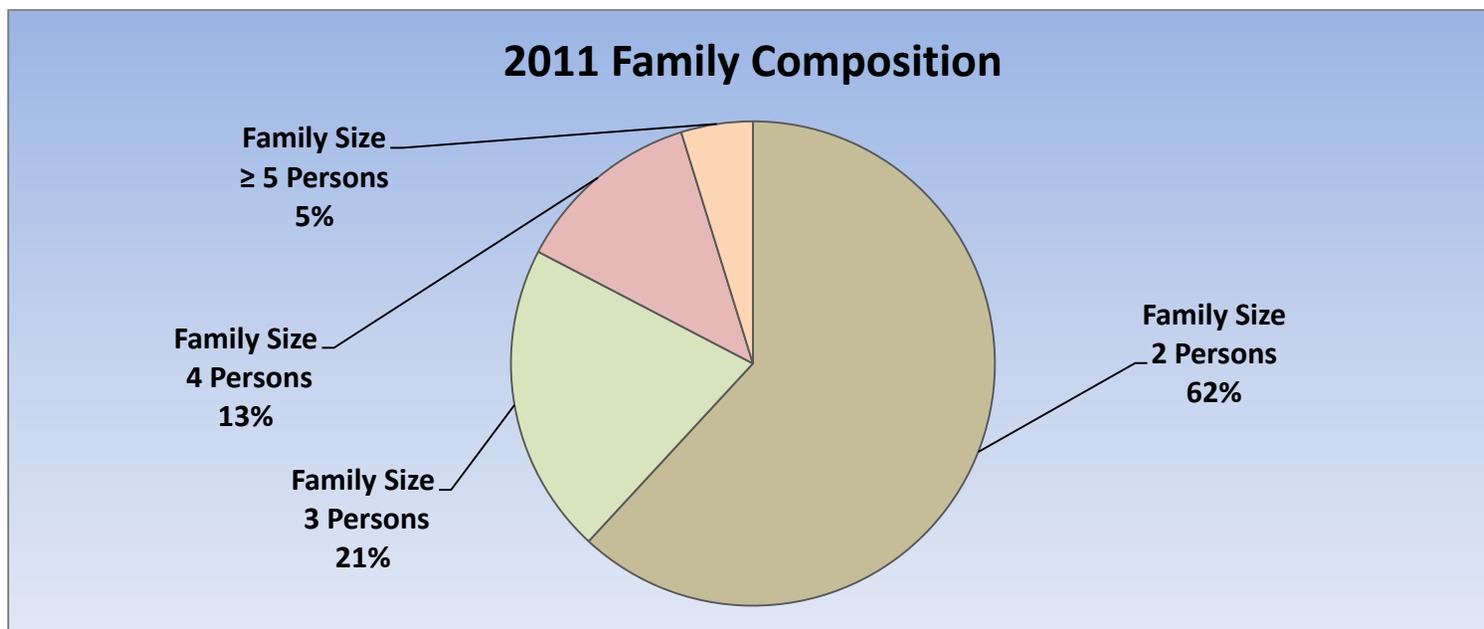
Age Structure	1996	2001	2006	2011	Change From Previous Period		As a % of Neighbourhood
0-19	2,555	2,265	2,155	1,715	↓	(-20%)	18%
0 to 4	830	595	555	500	↓	(-10%)	5%
5 to 9	660	595	490	360	↓	(-27%)	4%
10 to 14	530	530	540	335	↓	(-38%)	4%
15 to 19	535	545	570	520	↓	(-9%)	5%
20-44	4,960	4,505	4,315	3,585	↓	(-17%)	38%
45-64	1,965	2,245	2,675	3,075	↑	15%	32%
65+	1,385	1,175	1,270	1,185	↓	(-7%)	12%
Median Age	NA	NA	NA	41.3	NA	NA	

2011 Census Age Cohort Breakout	Male	Female	Total	As a % of Neighbourhood
0 to 4	265	235	500	5.22%
5 to 9	175	185	360	3.76%
10 to 14	175	160	335	3.50%
15 to 19	265	255	520	5.43%
20 to 24	375	335	710	7.42%
25 to 29	400	385	785	8.20%
30 to 34	405	360	765	7.99%
35 to 39	365	290	655	6.84%
40 to 44	375	305	680	7.11%
45 to 49	480	455	935	9.77%
50 to 54	515	380	895	9.35%
55 to 59	365	345	710	7.42%
60 to 64	260	275	535	5.59%
65 to 69	170	205	375	3.92%
70 to 74	135	145	280	2.93%
75 to 79	105	120	225	2.35%
80 to 84	75	95	170	1.78%
85+	50	85	135	1.41%
Total	4,955	4,615	9,570	



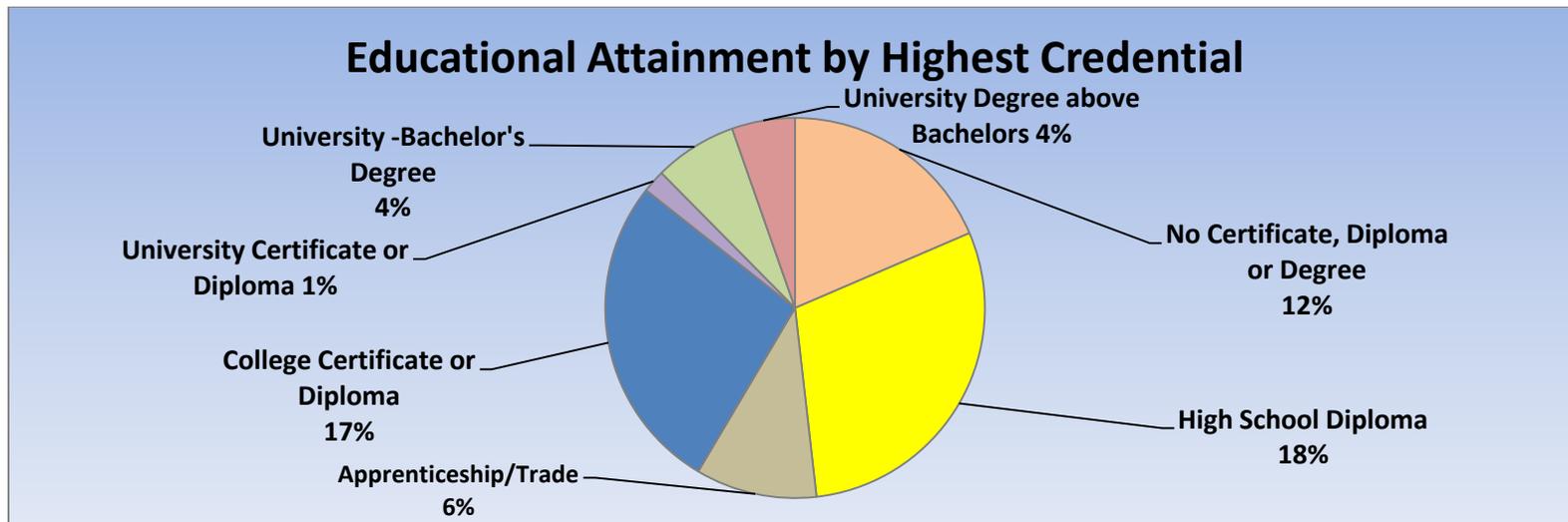
Marital Status	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Single	3,105	3,370	3,690	2,810	↓ (-24%)	29%
Married	3,650	3,265	3,000	2,595	↓ (-14%)	27%
Common-Law	860	1,090	1,180	1,245	↑ 6%	13%
Divorced	970	965	1,000	825	↓ (-18%)	9%
Separated	500	460	585	460	↓ (-21%)	5%
Widowed	630	590	550	440	↓ (-20%)	5%
Citizenship, Immigration & Ethnic Identity	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Citizenship						
Canadian Citizens	10,405	10,035	10,100	9,295	↓ (-8%)	97%
Non-Canadian Citizens	475	320	305	210	↓ (-31%)	2%
Immigration Status						
Canadian Born Population	9,150	9,005	8,945	8,200	↓ (-8%)	86%
Foreign Born Population	1,685	1,300	1,400	1,220	↓ (-13%)	13%
Visible Minority Population	700	500	475	690	↑ 45%	7%
Aboriginal Identity Population	385	530	325	345	↑ 6%	4%

Family Composition	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Number of Census Families	2,850	2,715	2,745	2,515	↓ (-8%)	
Family Size - 2 Persons	1,575	1,530	1,575	1,550	↓ (-2%)	62%
Family Size - 3 Persons	645	575	650	520	↓ (-20%)	21%
Family Size - 4 Persons	430	460	350	315	↓ (-10%)	13%
Family Size - ≥ 5 Persons	205	150	170	120	↓ (-29%)	5%
Census Family - Average Size	3	3	3	2.6	↓	



Family Structure & Number of Children	1996	2001	2006	2011	Change From Previous Period	
Married Couples	1,805	1,610	1,490	1,275	↓	(-14%)
Without Children	915	810	810	700	↓	(-14%)
With Children	880	800	675	575	↓	(-15%)
Common-Law	430	545	590	625	↑	6%
Without Children	245	340	345	405	↑	17%
With Children	180	205	245	220	↓	(-10%)
Lone Parent Families	620	560	665	615	↓	(-8%)
Female Headed	560	455	490	480	↓	(-2%)
1 Child	360	305	320	350	↑	9%
2 Children	160	110	150	95	↓	(-37%)
≥ 3 Children	45	35	25	35	↑	40%
Male Headed	60	105	175	135	↓	(-23%)
1 Child	50	75	100	105	↑	5%
2 Children	0	20	75	25	↓	(-67%)
≥ 3 Children	10	10	10	10	—	—

Educational Attainment by Credential	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
No Certificate, Diploma or Degree	N.A.	2,070	2,605	1,105	↓ (-58%)	12%
High School Diploma or Equivalent	N.A.	N.A.	2,820	1,765	↓ (-37%)	18%
Apprenticeship, or Trade Certificate	410	1,065	865	615	↓ (-29%)	6%
College Certificate or Diploma	N.A.	1,460	1,695	1,615	↓ (-5%)	17%
University Certificate or Diploma	N.A.	N.A.	N.A.	115	— —	1%
University -Bachelor's Degree	N.A.	N.A.	330	420	↑ 27%	4%
University Degree above bachelor level (M.A. or PhD)	N.A.	N.A.	165	320	↑ 94%	3%

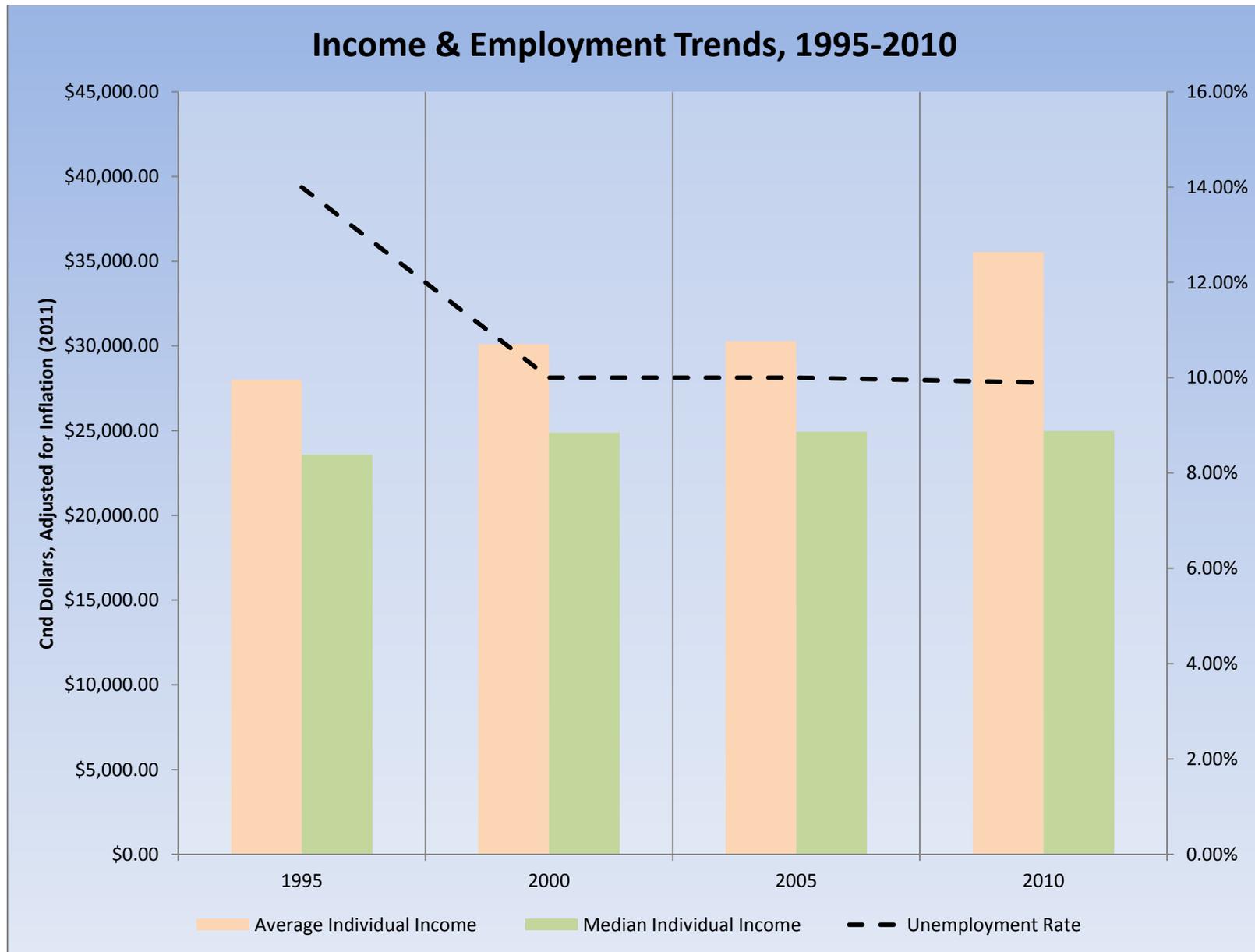


Housing by Structure Type & Tenure	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Total Occupied Dwellings	5,045	5,020	5,070	4,825	↓ (-5%)	
Single-Detached	2,745	3,255	2,660	2,605	↓ (-2%)	54%
Semi-Detached	90	85	105	115	↑ 10%	2%
Row House	10	65	115	80	↓ (-30%)	2%
Duplex	670	185	600	560	↓ (-7%)	12%
Apartment < 5 Storeys	1,295	1,195	1,330	1,245	↓ (-6%)	26%
Apartment ≥ 5 Storeys	225	195	205	205	— —	4%
Number of Owned Dwellings	2,775	2,765	2,980	2,690	↓ (-10%)	56%
Owned as a % of Total	55%	55%	59%	56%	↓	
Number of Rented Dwellings	2,260	2,260	2,085	2,135	↑ 2%	44%
Rented as a % of Total	45%	45%	41%	44%	↑	
Average # of Rooms	6	6	6	5.8	↓	
Average # of Bedrooms	2	2	2	N.A.		
Average Gross Rent	\$520.00	\$584.00	\$579.00	\$640.00	↑ 11%	
Average Value of Dwelling	\$115,716.00	\$106,375.00	\$143,267.00	\$167,263.00	↑ 17%	

Labour Market Indicators	1996	2001	2006	2011	Change From Previous Period	As a % of Work Force
Total Labour Force ≥ 15 years	5,590	5,845	5,600	5,270	↓ (-6%)	
Female	2,495	2,615	2,505	2,465	↓ (-2%)	47%
Male	3,095	3,230	3,095	2,790	↓ (-10%)	53%
Unemployment Rate	14%	10%	10%	9.90%	↓	
Female	13%	10%	11%	7.80%	↓	
Male	14%	10%	8%	11.60%	↑	
Employment Rate	N.A.	N.A.	N.A.	58%	—	
Participation Rate	63%	68%	66%	64%	↓	
Female	56%	62%	60%	63%	↑	
Male	70%	73%	71%	66%	↓	
Labour Force by Sector						
Primary (Agriculture & Resources)	40	55	25	50	↑ 100%	1%
Secondary (Construction & Manufacturing)	1,665	1,420	1,510	1,315	↓ (-13%)	25%
Tertiary Services	3,565	4,410	3,920	3,800	↓ (-3%)	74%

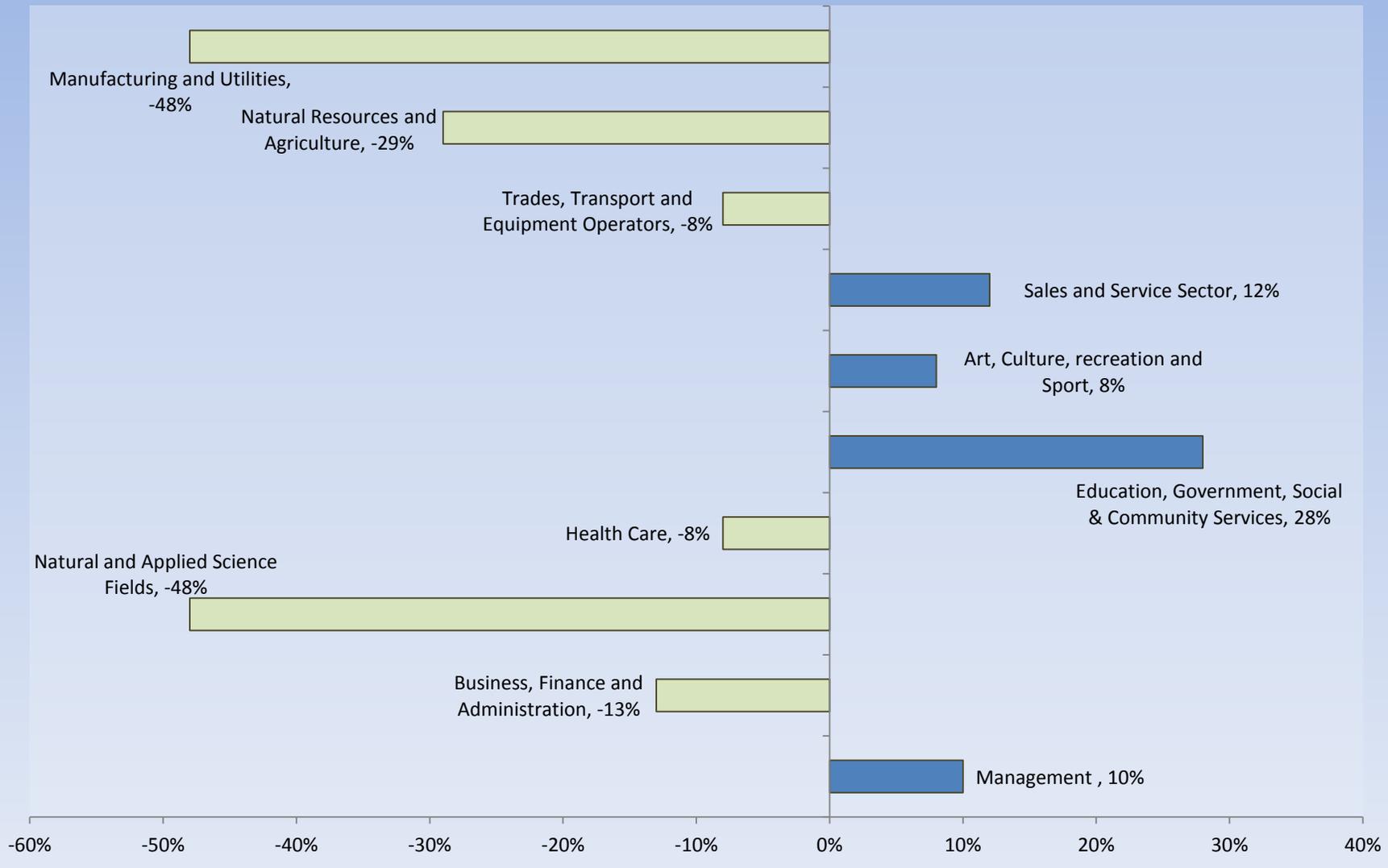
Income Characteristics of Economically Active Population	1996	2001	2006	2011	Change From Previous Period	
Individual Income						
Average Income	\$20,626.00	\$23,987.00	\$27,098.00	\$34,794.00	↑	28%
Median Income	\$17,378.00	\$19,820.00	\$22,322.00	\$24,445.00	↑	10%
Income by Gender						
Average Income – Male	\$23,291.00	\$26,098.00	\$31,492.00	\$41,125.00	↑	31%
Average Income - Female	\$17,962.00	\$18,539.00	\$22,398.00	\$27,652.00	↑	23%
Median Income – Male	\$20,266.00	\$23,978.00	\$28,010.00	\$27,652.00	↓	(-1%)
Median Income - Female	\$14,491.00	\$15,662.00	\$17,861.00	\$22,583.00	↑	26%
Household Income						
Average Household Income	\$34,548.00	\$37,816.00	\$45,400.00	\$56,924.00	↑	25%
Median Household Income	\$29,487.00	\$32,773.00	\$39,974.00	\$40,157.00	↑	<1%
Family Income						
Average Family Income	\$41,943.00	\$46,853.00	\$56,850.00	\$61,784.00	↑	9%
Median Family Income	\$39,355.00	\$45,088.00	\$52,340.00	\$54,974.00	↑	5%
Lone-Parent Families						
Average Family Income	N.A.	N.A.	N.A.	\$37,677.00		
Median Family Income	N.A.	N.A.	N.A.	\$29,872.00		

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



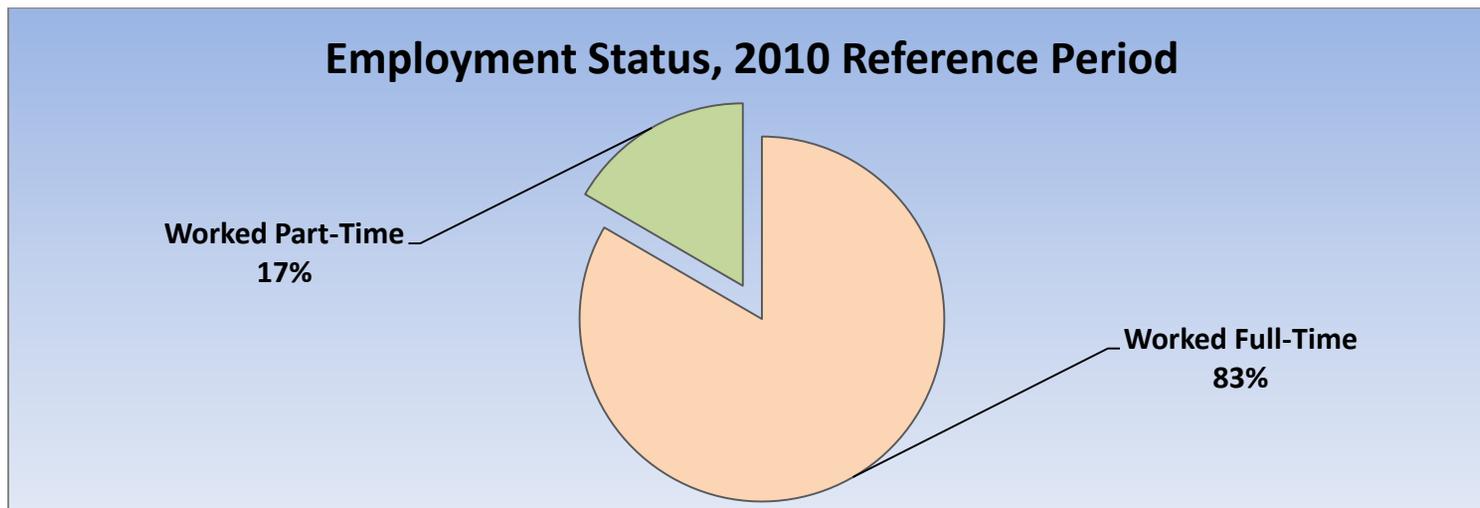
Labour Force by National Occupational Classification	1996	2001	2006	2011	Change From Previous Period		As a % of Work Force
Management	400	250	335	370	↑	10%	7%
Business, Finance and Administration	870	940	1,080	940	↓	(-13%)	18%
Natural and Applied Science Fields	195	230	330	170	↓	(-48%)	3%
Health Care	195	220	180	165	↓	(-8%)	3%
Education, Government, Social & Community Services	230	340	325	415	↑	28%	8%
Art, Culture, recreation and Sport	80	120	130	140	↑	8%	3%
Sales and Service Sector	1,585	1,650	1,430	1,600	↑	12%	31%
Trades, Transport and Equipment Operators	1,000	1,230	1,050	965	↓	(-8%)	19%
Natural Resources and Agriculture	115	90	70	50	↓	(-29%)	1%
Manufacturing and Utilities	615	70	670	350	↓	(-48%)	7%

Employment Trends by Occupational Breakout, 2006-2011



Class of Worker	1996	2001	2006	2011	Change From Previous Period	As a % Work Force
Employee	4,825	5,160	5,210	4,795	↓ (-8%)	93%
Female	2,180	2,380	2,390	2,495		
Male	2,645	2,780	2,820	2,300		
Self-Employed	440	515	370	370	— —	7%
Female	135	145	110	140		
Male	305	370	260	225		

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.	4,135	N.A.	83%
Worked Part-Time in 2010	N.A.	N.A.	N.A.	825	N.A.	17%



Mode of Transport to Work	1996	2001	2006	2011	Change From Previous Period	As a % of Work Force
Automobile -As a Driver	3,180	3,500	3,180	2,980	↓ (-6%)	67%
Car-Pool	300	340	625	220	↓ (-65%)	5%
Public Transportation	530	505	535	565	↑ 6%	13%
Walked or Bicycled	530	610	585	645	↑ 10%	15%
Other Modes	40	55	60	20	↓ (-67%)	<1%
Median Commuting Duration	N.A.	N.A.	N.A.	16 min.		

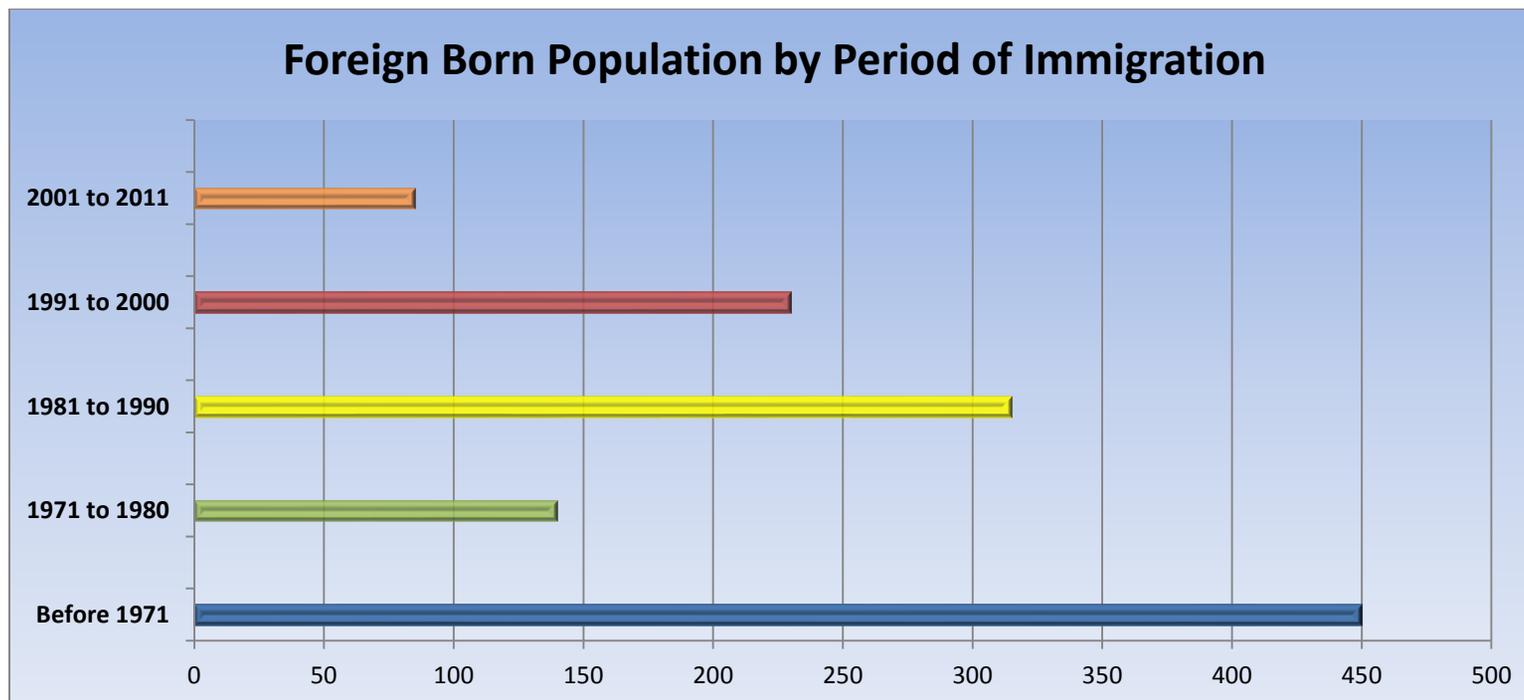
Place of Work	1996	2001	2006	2011	Change From Previous Period	As a % of Work Force
Worked at Home	250	240	220	325	↑ 48%	7%
Worked at a Fixed Address	4,150	4,335	4,505	3,990	↓ (-11%)	84%
No Fixed Workplace Address	435	690	490	440	↓ (-10%)	9%
Worked within Municipality	3,780	3,965	4,065	N.A.		
Work in a different Municipality	370	415	515	N.A.		
Worked outside Canada	0	0	30	0	↓	

Mobility/Migration Status	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Lived at the same address 5 years ago	4,960	5,275	5,390	4,900	↓	54%
Moved sometime with the last 5 years	5,085	4,485	4,465	4,135	↓ (-7%)	46%
Internal Migrants	970	1,135	1,190	755	↓ (-37%)	100%
- Intra-provincial	885	960	1,035	685	↓	
- Inter-provincial	90	180	160	65	↓	
External Migrants	175	145	150	0	↓ (-100%)	0%
Lived at the same address 1 years ago	8,400	8,000	8,365	7,435	↓ (-11%)	79%
Moved sometime with the last year	2,300	2,260	1,925	1,930	↑ <1%	21%
Internal Migrants	375	545	495	260	↓ (-47%)	100%
- Intra-provincial	300	515	390	210	↓ (-46%)	
- Inter-provincial	80	35	110	45	↓ (-59%)	
External Migrants	25	90	75	0	↓ (-100%)	0%

Place of Birth	1996	2001	2006	2011	Change From Previous Period		As a % of Neighbourhood
Total Immigrant Population	N.A.	N.A.	1,400	1,220	↓	(-13%)	13%
Place of Birth by Continent							
North America (US only)	N.A.	N.A.	65	65	—	—	<1%
Africa	N.A.	N.A.	40	35	↓	(-12.5%)	<1%
Asia	N.A.	N.A.	120	65	↓	(-46%)	<1%
Caribbean	N.A.	N.A.	55	30	↓	(-45%)	<1%
Central and South America	N.A.	N.A.	80	70	↓	(-13%)	<1%
Europe	N.A.	N.A.	1,040	820	↓	(-21%)	9%
Recent Immigration by Continent, 2006-2011							
Recent Immigrants	N.A.	N.A.	125	55	↓	(-56%)	<1%
North America (US only)	N.A.	N.A.	15	20	↑	33%	<1%
Africa	N.A.	N.A.	10	0	↓	(-100%)	0%
Asia	N.A.	N.A.	25	0	↓	(-100%)	0%
Caribbean	N.A.	N.A.	0	0	—	—	0%
Central and South America	N.A.	N.A.	25	0	↓	(-100%)	0%
Europe	N.A.	N.A.	50	20	↓	(-60%)	<1%

Immigration by Place of Birth	1996	2001	2006	2011	Change From Previous Period		As a % of Neighbourhood
1. United Kingdom	N.A.	N.A.	300	235	↓	(-22%)	2%
2. Poland	N.A.	N.A.	150	205	↑	37%	2%
3. Germany	N.A.	N.A.	70	60	↓	(-14%)	<1%
4. United States of America	N.A.	N.A.	N.A.	65	—	—	<1%
5. Germany	N.A.	N.A.	70	60	↓	(-14%)	<1%
6. Portugal	N.A.	N.A.	115	60	↓	(-48%)	<1%
7. N.A.	N.A.	N.A.	N.A.	N.A.			
8. N.A.	N.A.	N.A.	N.A.	N.A.			
9. N.A.	N.A.	N.A.	N.A.	N.A.			
10. N.A.	N.A.	N.A.	N.A.	N.A.			

Period of Immigration	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Before 1971	N.A.	N.A.	695	450	↓ (-35%)	5%
1971 to 1980	N.A.	N.A.	140	140	— —	1%
1981 to 1990	N.A.	N.A.	250	315	↑ (-26%)	3%
1991 to 2000	N.A.	N.A.	185	230	↑ 24%	2%
2001 to 2011	N.A.	N.A.	125	85	↓ (-32%)	<1%



Language	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Knowledge of Official Languages						
English Only	10,075	9,630	9,670	8,955	↓ (-7%)	94%
French Only	0	0	10	0	↓ (-100%)	0%
English and French	630	620	610	555	↓ (-9%)	6%
Neither English or French	170	110	65	40	↓ (-38%)	<1%
Language Spoken Most Often at Home						
English	9,335	9,440	9,005	9,085	↑ 1%	89%
French	165	125	125	25	↓ (-80%)	<1%
Non-Official Language	1,225	1,025	1,175	1,060	↓ (-10%)	10%
Mother Tongue *						
English	10,060	9,440	9,690	8,560	↓ (-12%)	90%
French	20	0	20	140	↑ 600%	1%
Non-Official Language	705	360	615	765	↑ 24%	8%

* 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 Neighbourhood
1. Spanish	115	140	170	280	↑	3%
2. Polish	220	240	240	260	↑	3%
3. German	145	155	130	150	↑	2%
4. Portuguese	220	155	160	65	↓	<1%
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.		
N.A.	N.A.	N.A.	N.A.	N.A.		

Religious Identification	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Buddhist	N.A.	N.A.	N.A.	20		<1%
Christian	N.A.	N.A.	N.A.	5,220		55%
Anglican	N.A.	N.A.	N.A.	710		7%
Baptist	N.A.	N.A.	N.A.	395		4%
Catholic	N.A.	N.A.	N.A.	1,905		20%
Orthodox	N.A.	N.A.	N.A.	100		1%
Lutheran	N.A.	N.A.	N.A.	70		1%
Pentecostal	N.A.	N.A.	N.A.	45		<1%
Presbyterian	N.A.	N.A.	N.A.	240		3%
United Church	N.A.	N.A.	N.A.	800		8%
Other Christian	N.A.	N.A.	N.A.	1,000		10%
Hindu	N.A.	N.A.	N.A.	0		0%
Jewish	N.A.	N.A.	N.A.	20		<1%
Muslim	N.A.	N.A.	N.A.	45		<1%
Sikh	N.A.	N.A.	N.A.	20		<1%
Aboriginal Spirituality	N.A.	N.A.	N.A.	25		<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.