



Masonville Neighbourhood Profile

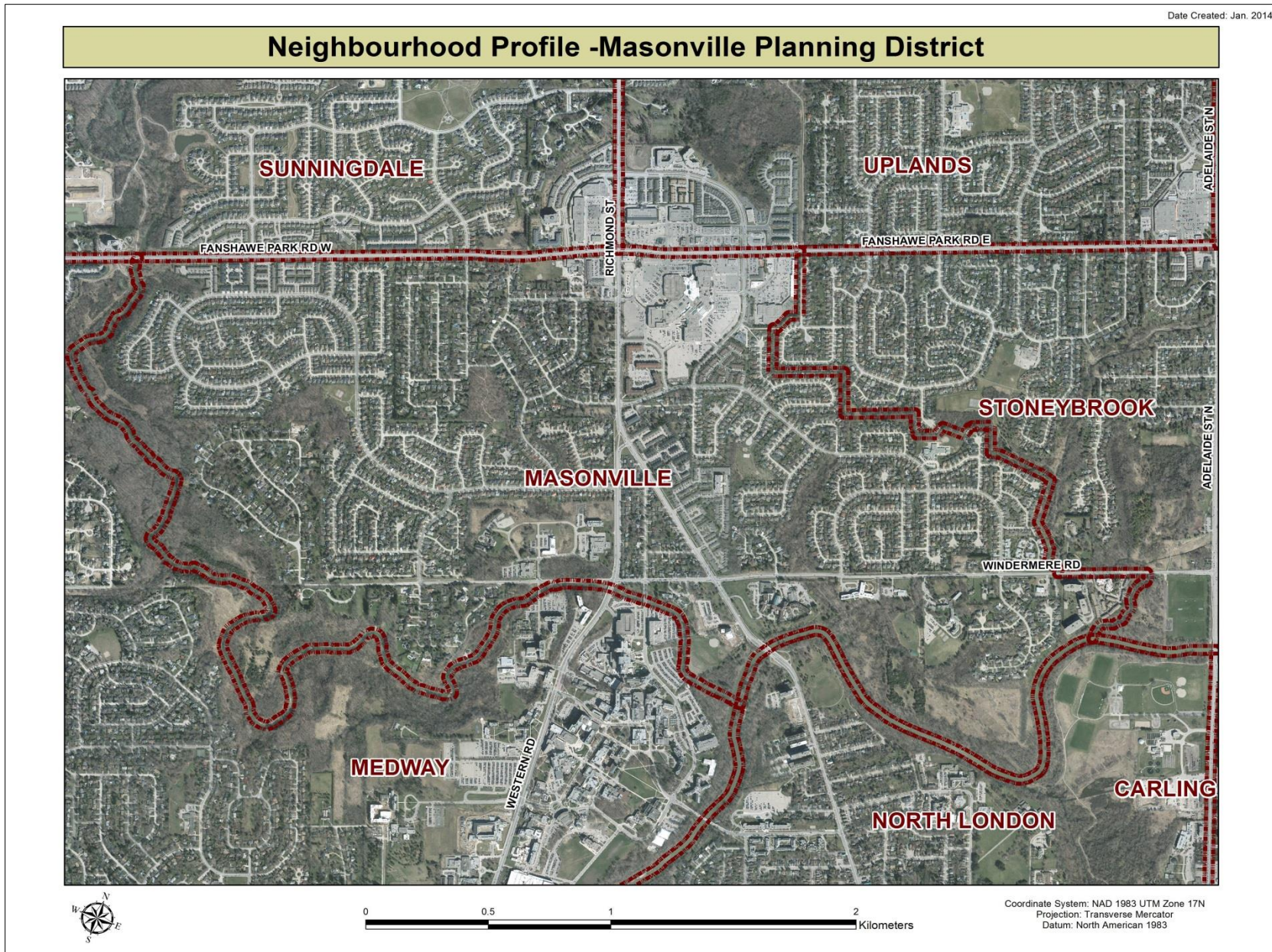
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Date Created: Jan. 2014

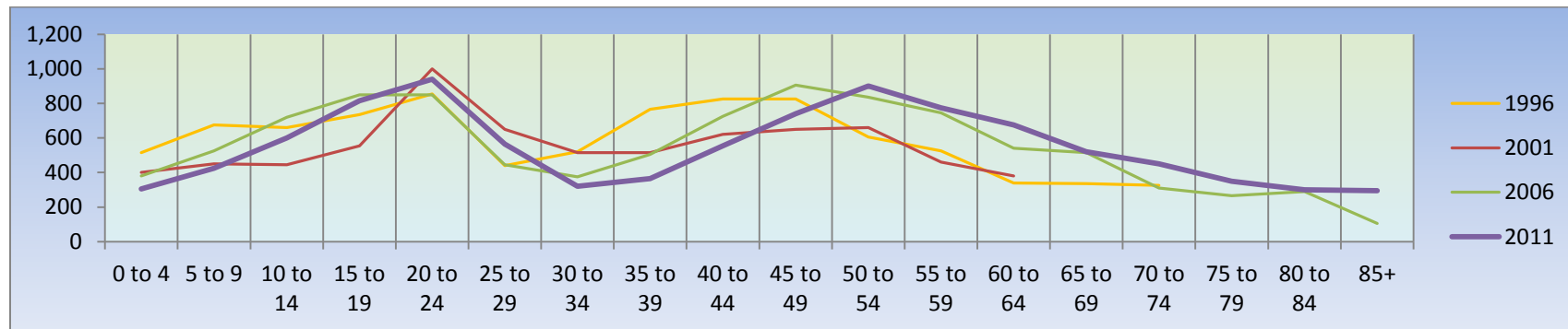


Population Characteristics & Age Distribution

Masonville Neighbourhood	1996	2001	2006	2011	Change From Previous Period	
Total Population	9,355	9,845	9,900	9,895	↓	<1%
Female	4,880	5,130	5,050	5,155	↑	2%
Male	4,475	4,715	4,850	4,740	↓	(-2%)

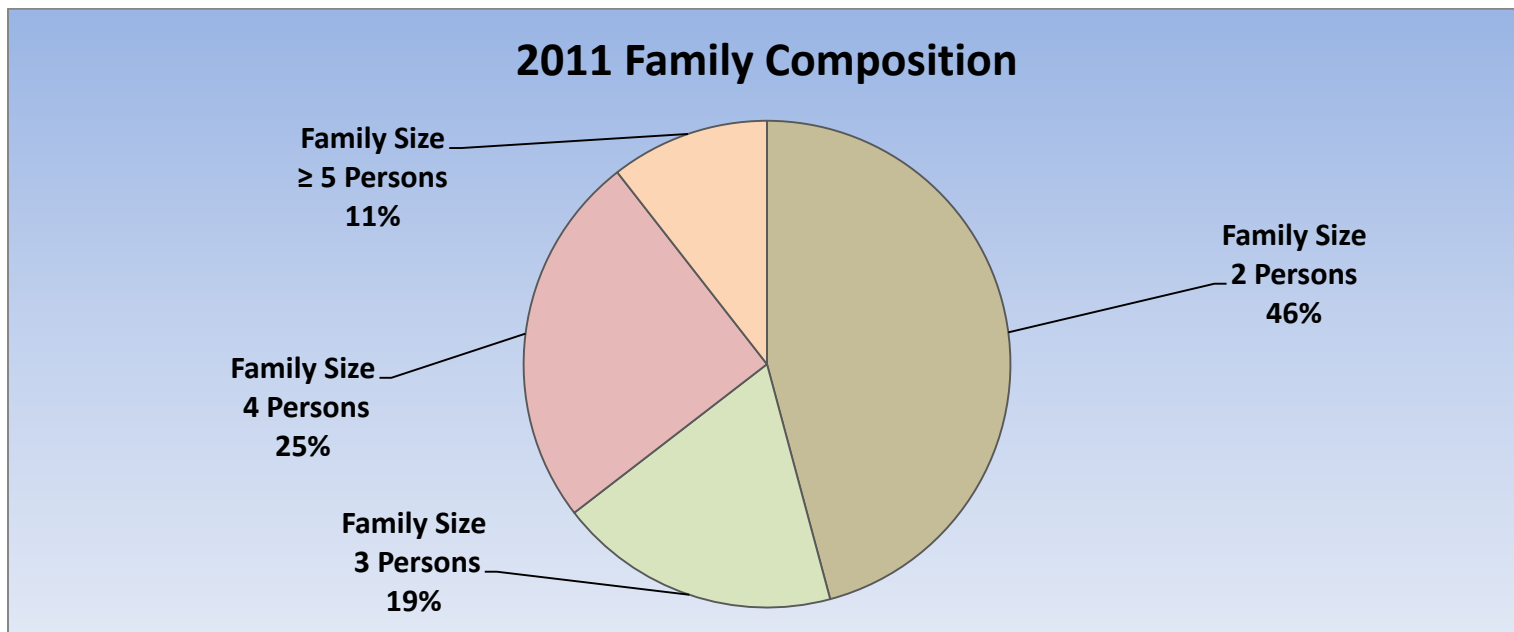
Age Structure	1996	2001	2006	2011	Change From Previous Period		As a % of Neighbourhood
0-19	2,585	2,635	2,475	2,145	↓	(-13%)	22%
0 to 4	515	400	380	300	↓	(-21%)	3%
5 to 9	675	450	525	425	↓	(-19%)	4%
10 to 14	660	445	720	600	↓	(-17%)	6%
15 to 19	735	555	850	820	↓	(-4%)	8%
20-44	3,405	3,235	2,900	2,745	↓	(-5%)	28%
45-64	2,295	2,710	3,025	3,100	↑	2%	31%
65+	1,065	1,260	1,485	1,905	↑	28%	19%
Median Age	NA	NA	NA	45.5			

















2011 Census Age Cohort Breakout	Male	Female	Total	As a % of Neighbourhood
0 to 4	155	150	305	3.08%
5 to 9	220	205	425	4.30%
10 to 14	290	310	600	6.06%
15 to 19	410	405	815	8.24%
20 to 24	490	450	940	9.50%
25 to 29	310	255	565	5.71%
30 to 34	155	165	320	3.23%
35 to 39	165	200	365	3.69%
40 to 44	250	305	555	5.61%
45 to 49	345	395	740	7.48%
50 to 54	425	475	900	9.10%
55 to 59	360	415	775	7.83%
60 to 64	335	340	675	6.82%
65 to 69	250	270	520	5.26%
70 to 74	215	235	450	4.55%
75 to 79	160	190	350	3.54%
80 to 84	130	170	300	3.03%
85+	80	215	295	2.98%
Total	4,745	5,150	9,895	



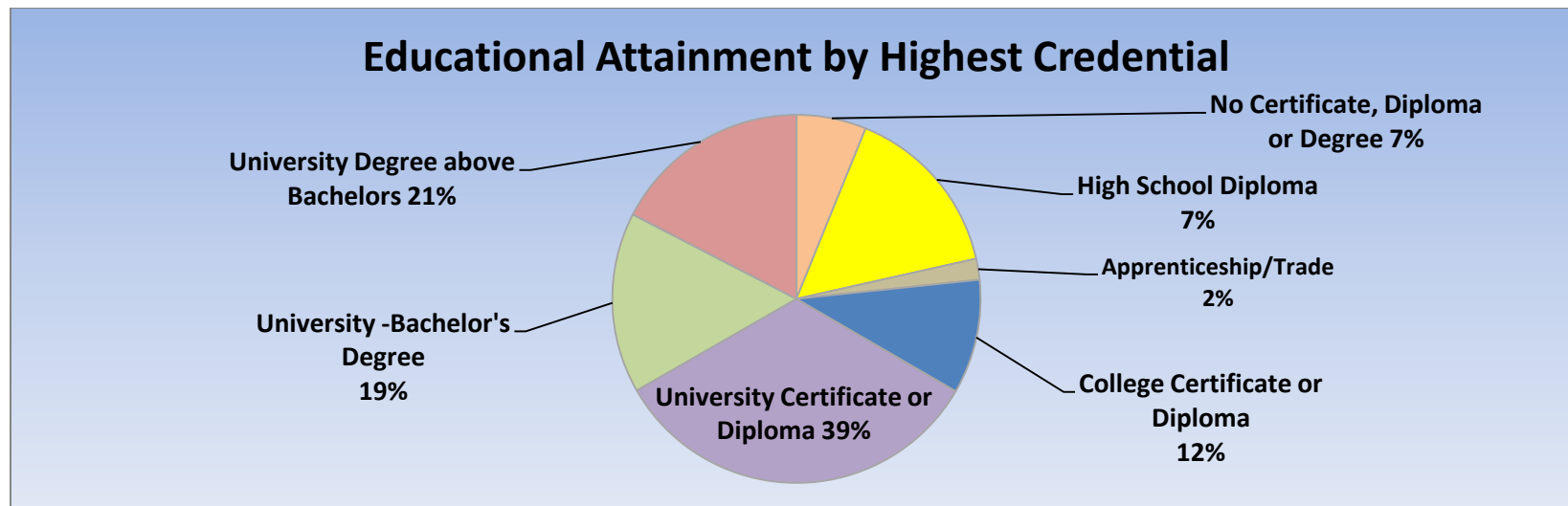
Marital Status	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Single	2,315	2,385	2,585	2,640	↑ 2%	27%
Married	4,535	4,870	4,870	4,800	↓ (-1%)	49%
Common-Law	180	205	225	305	↑ 36%	3%
Divorced	190	265	290	255	↓ (-12%)	3%
Separated	130	125	165	145	↓ (-12%)	1%
Widowed	330	340	360	430	↑ 19%	4%
Citizenship, Immigration & Ethnic Identity	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Citizenship						
Canadian Citizens	8,805	9,295	9,160	9,060	↓ (-1%)	92%
Non-Canadian Citizens	545	550	740	530	↓ (-28%)	5%
Immigration Status						
Canadian Born Population	6,965	7,250	7,115	6,630	↓ (-7%)	67%
Foreign Born Population	2,230	2,410	2,620	2,810	↑ 7%	28%
Visible Minority Population	1,510	1,605	1,765	2,290	↑ 30%	23%
Aboriginal Identity Population	0	20	10	110	↑ 1000%	1%

Family Composition	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Number of Census Families	2,535	2,740	2,760	2,745	↓ (<-1%)	
Family Size - 2 Persons	1,000	1,120	1,130	1,260	↑ 12%	46%
Family Size - 3 Persons	495	515	505	515	↑ 2%	19%
Family Size - 4 Persons	680	715	740	685	↓ (-7%)	25%
Family Size - ≥ 5 Persons	355	390	390	290	↓ -26%	11%
Census Family - Average Size	3.2	3.2	3.2	3	↓	



Family Structure & Number of Children	1996	2001	2006	2011	Change From Previous Period	
Married Couples	2,250	2,405	2,410	2,330		(-3%)
Without Children	800	920	915	1,015		11%
With Children	1,450	1,485	1,490	1,315		(-12%)
Common-Law	90	105	110	145		32%
Without Children	70	70	80	105		31%
With Children	20	35	30	40		33%
Lone Parent Families	190	235	240	265		10%
Female Headed	155	170	205	215		5%
1 Child	100	95	95	110		16%
2 Children	45	40	90	80		(-11%)
≥ 3 Children	10	35	20	20		
Male Headed	35	60	40	50		25%
1 Child	25	35	40	30		(-25%)
2 Children	0	20	0	20		100%
≥ 3 Children	0	0	0	5		100%

Educational Attainment by Credential	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
No Certificate, Diploma or Degree	N.A.	N.A.	530	715	↑ 35%	7%
High School Diploma or Equivalent	N.A.	N.A.	1,650	1,790	↑ 8%	18%
Apprenticeship, or Trade Certificate	150	510	310	215	↓ (-31%)	2%
College Certificate or Diploma	N.A.	N.A.	1,150	1,170	↑ 2%	12%
University Certificate or Degree	N.A.	N.A.	N.A.	3,885	— —	39%
University -Bachelor's Degree	N.A.	N.A.	1,865	1,850	↓ (-1%)	19%
University Degree above bachelor level (M.A. or PhD)	N.A.	N.A.	1,215	2,030	↑ 67%	21%

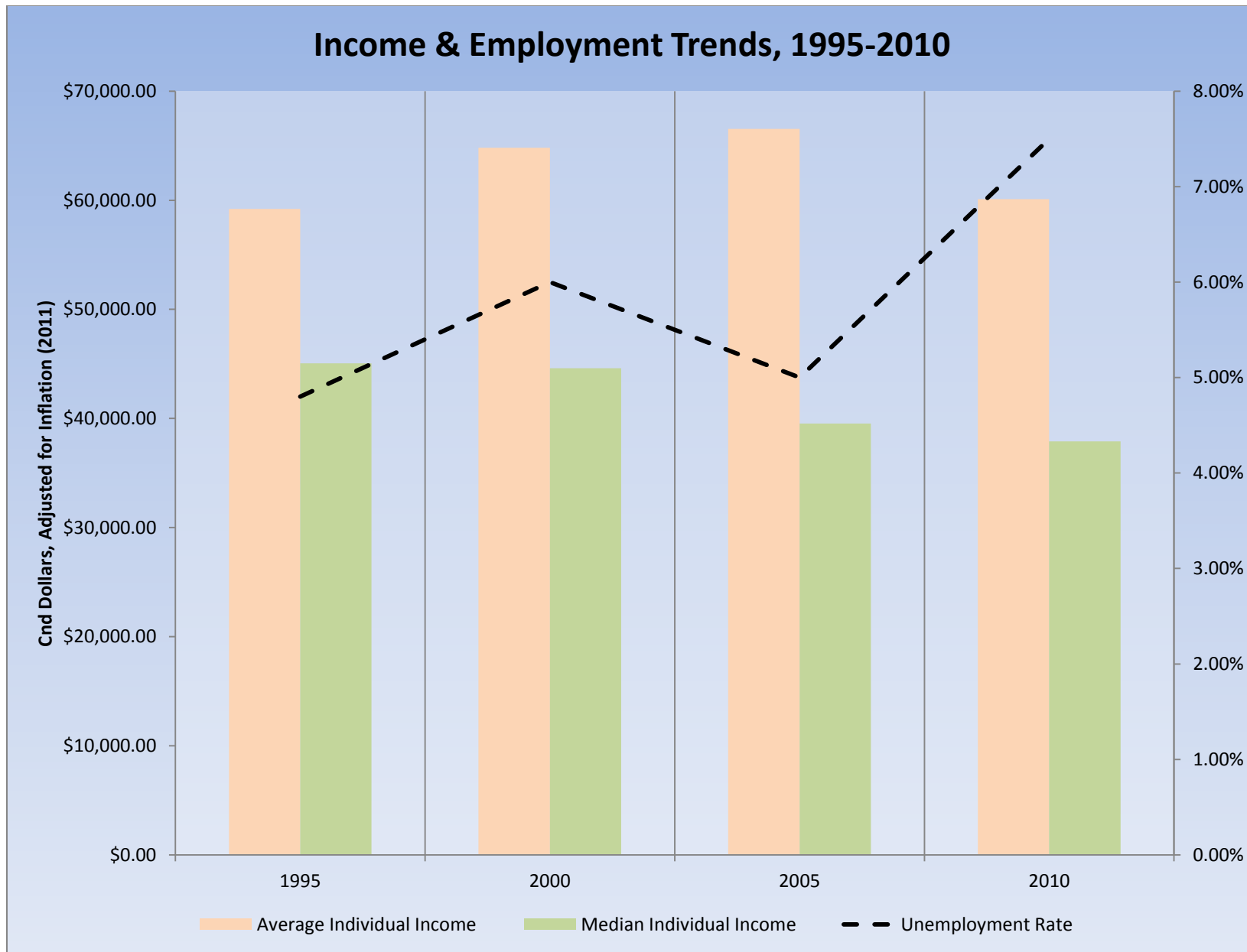


Housing by Structure Type & Tenure	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Total Occupied Dwellings	3,250	3,470	3,555	3,595	1%	
Single-Detached	2,030	2,250	2,315	2,255	(-3%)	63%
Semi-Detached	0	10	15	15		<1%
Row House	460	500	510	510		14%
Duplex	10	0	80	75	(-6%)	2%
Apartment < 5 Storeys	255	290	235	235		7%
Apartment ≥ 5 Storeys	480	415	400	505	26%	14%
Number of Owned Dwellings	2,555	2,820	2,990	2,825	(-6%)	
Owned as a % of Total	79%	81%	84%	79%		79%
Number of Rented Dwellings	695	645	565	740		
Rented as a % of Total	21%	19%	16%	21%		21%
Average # of Rooms	7.90	8.2	8.5	8.1		
Average # of Bedrooms	3.20	3.3	3.4	N.A.		
Average Gross Rent	\$801.00	\$929.00	\$999.00	\$1,132.00	13%	
Average Value of Dwelling	\$258,413.00	\$263,506.00	\$337,864.00	\$404,370.00	20%	

Labour Market Indicators	1996	2001	2006	2011	Change From Previous Period	As a % of Work Force
Total Labour Force ≥ 15 years	5,065	5,285	5,260	4,955	↓ (-6%)	
Female	2,460	2,560	2,435	2,425	↓ (<-1%)	49%
Male	2,605	2,725	2,825	2,535	↓ (-10%)	51%
Unemployment Rate	4.80%	6%	5%	7.50%	↑	
Female	4.70%	6.00%	6.00%	7.40%	↑	
Male	4.80%	6.00%	4.00%	7.50%	↑	
Employment Rate	N.A.	N.A.	N.A.	55.30%	—	
Participation Rate	67%	66%	65%	59.80	↓	
Female	58%	66%	65%	56.90%	↓	
Male	75%	62%	61%	63%	↑	
Labour Force by Sector						
Primary (Agriculture & Resources)	25	10	55	25	↓ (-55%)	1%
Secondary (Construction & Manufacturing)	615	690	575	340	↓ (-41%)	7%
Tertiary Services	4,360	4,510	4,730	4,485	↓ (-5%)	92%

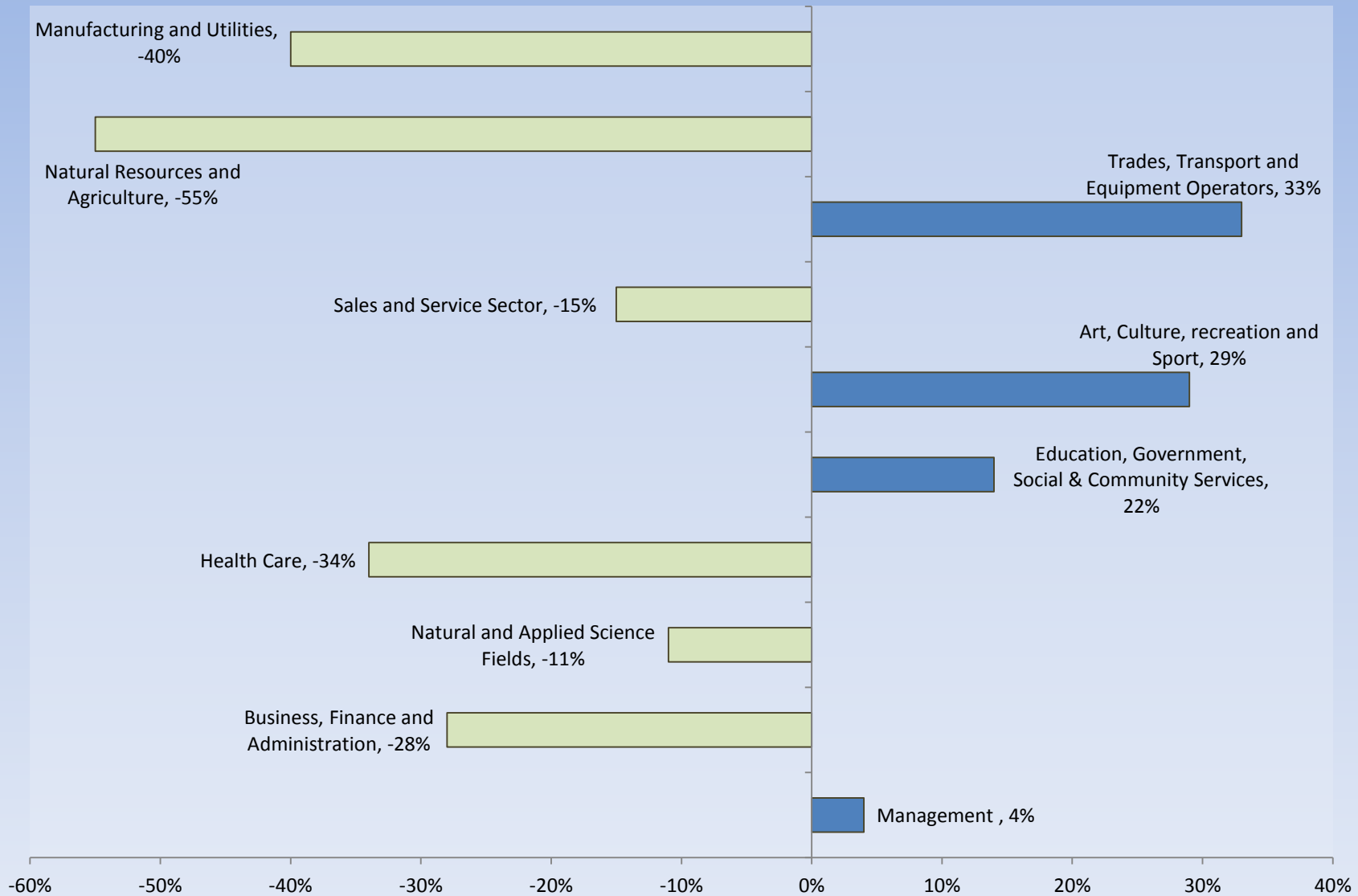
Income Characteristics of Economically Active Population	1996	2001	2006	2011	Change From Previous Period	
Individual Income						
Average Income	\$43,241.00	\$51,120.00	\$59,207.00	\$58,200.00	↓	(-2%)
Median Income	\$32,902.50	\$35,181.00	\$35,188.00	\$36,700.00	↑	4%
Income by Gender						
Average Income – Male	\$58,429.00	\$70,697.00	\$80,581.00	\$74,166.00	↓	(-8%)
Average Income - Female	\$28,053.00	\$31,543.00	\$39,209.00	\$43,297.00	↑	10%
Median Income – Male	\$45,046.00	\$46,853.00	\$48,927.00	\$47,051.00	↓	(-4%)
Median Income - Female	\$20,759.00	\$23,509.00	\$28,301.00	\$31,028.00	↑	10%
Household Income						
Average Household Income	\$89,973.00	\$109,826.00	\$131,938.00	\$128,649.00	↓	(-2%)
Median Household Income	\$77,159.00	\$83,213.00	\$96,373.00	\$102,009.00	↑	6%
Family Income						
Average Family Income	\$103,154.00	\$126,749.00	\$153,560.00	\$153,689.00	↑	1%
Median Family Income	\$85,075.00	\$95,671.00	\$121,061.00	\$123,373.00	↑	2%
Lone-Parent Families						
Average Family Income	N.A.	N.A.	N.A.	\$75,323.00	—	
Median Family Income	N.A.	N.A.	N.A.	\$62,497.00	—	

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



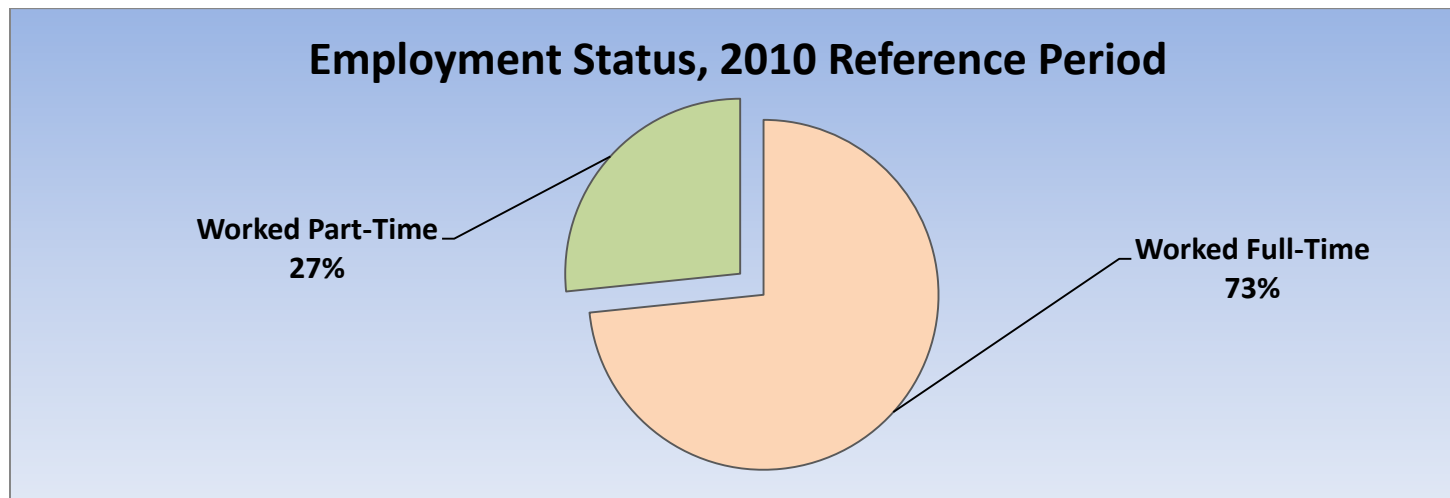
Labour Force by National Occupational Classification	1996	2001	2006	2011	Change From Previous Period	As a % of Labour Force
Management	725	820	705	730	↑ 4%	15%
Business, Finance and Administration	1,010	945	895	645	↓ (-28%)	13%
Natural and Applied Science Fields	340	415	420	375	↓ (-11%)	8%
Health Care	565	660	755	495	↓ (-34%)	10%
Education, Government, Social & Community Services	720	785	945	1,075	↑ 14%	22%
Art, Culture, recreation and Sport	100	195	175	225	↑ 29%	5%
Sales and Service Sector	1,160	1,095	1,100	940	↓ (-15%)	19%
Trades, Transport and Equipment Operators	190	180	200	265	↑ 33%	5%
Natural Resources and Agriculture	25	10	55	25	↓ (-55%)	1%
Manufacturing and Utilities	175	110	125	75	↓ (-40%)	2%

Employment Trends by Occupational Breakout, 2006-2011



Class of Worker	1996	2001	2006	2011	Change From Previous Period	As a % Work Force
Employee	4,240	4,375	4,290	4,105	↓ (-4%)	85%
Female	2,210	2,280	2,230	2,155		
Male	2,030	2,095	2,060	1,955		
Self-Employed	735	835	1,030	750	↓ (-27%)	15%
Female	185	245	300	240		
Male	550	590	730	510		

Employment Status	1996	2001	2006	2011	Change From Previous Period	As a % of Active Labour Force
Worked Full-Time in 2010	N.A.	N.A.	N.A.	3,445	N.A.	73%
Worked Part-Time in 2010	N.A.	N.A.	N.A.	1,250	N.A.	27%



Mode of Transport to Work	1996	2001	2006	2011	Change From Previous Period	As a % of Work Force
Automobile -As a Driver	3,620	3,630	3,530	3,375	↓ (-4%)	80%
Car-Pool	275	395	420	260	↓ (-38%)	6%
Public Transportation	110	140	175	165	↓ (-6%)	4%
Walked or Bicycled	230	300	365	340	↓ (-7%)	8%
Other Modes	35	40	40	70	↑ 75%	2%
Median Commuting Duration	N.A.	N.A.	N.A.	15.6		

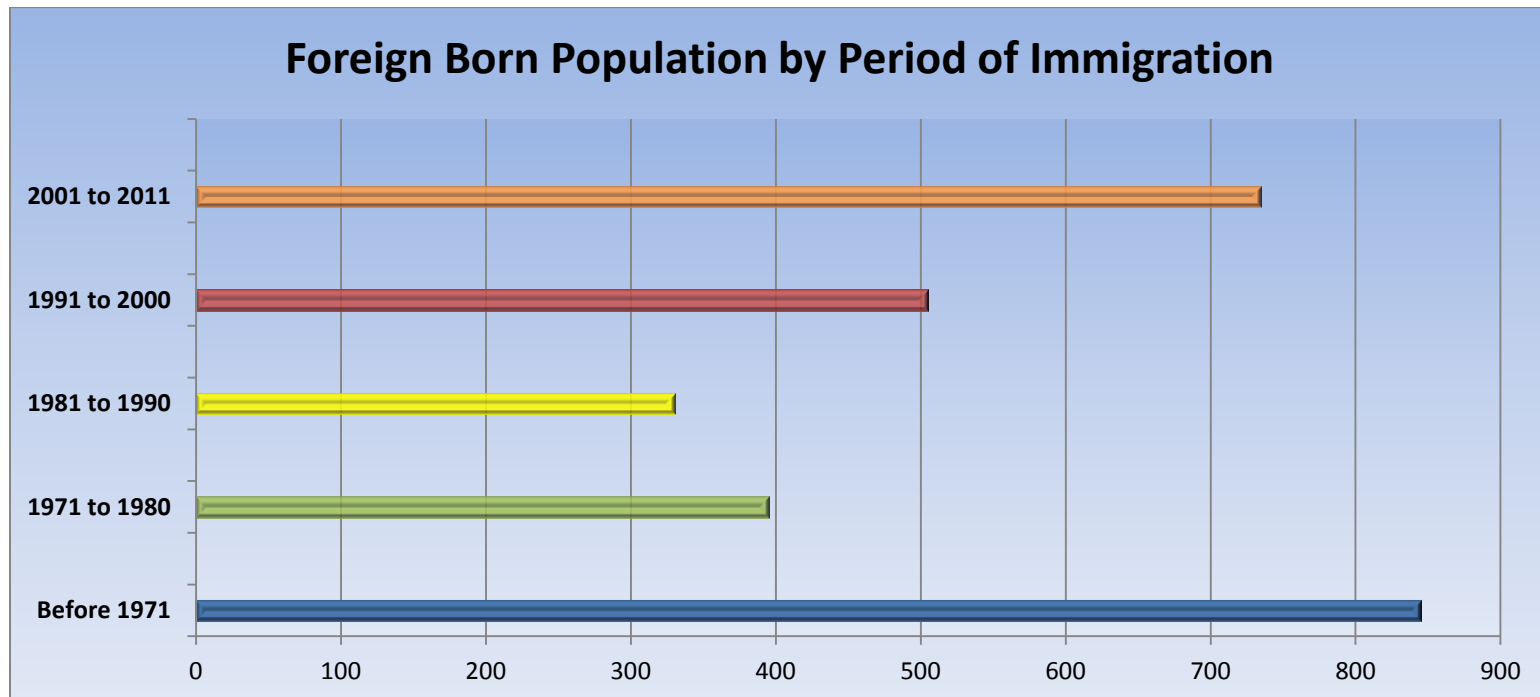
Place of Work	1996	2001	2006	2011	Change From Previous Period	As a % of Work Force
Worked at Home	435	400	570	340	↓ (-40%)	7%
Worked at a Fixed Address	4,165	4,260	4,280	3,905	↓ (-9%)	86%
No Fixed Workplace Address	180	250	245	300	↑ 22%	7%
Worked within Municipality	3,710	3,860	3,830	N.A.	— —	
Work in a different Municipality	435	405	445	N.A.	— —	
Worked outside Canada	45	55	55	35	↓ (-36%)	

Mobility/Migration Status	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Lived at the same address 5 years ago	4,295	5,450	6,560	6,160	↓	66%
Moved sometime with the last 5 years	4,540	3,925	2,945	3,145	↑ 7%	34%
Internal Migrants	1,640	1,455	840	855	↑ 2%	69%
- Intra-provincial	1,395	1,320	655	710	↑	
- Inter-provincial	250	130	185	145	↓	
External Migrants	305	440	685	385	↓ (-44%)	31%
Lived at the same address 1 years ago	7,935	8,490	8,840	8,385	↓ (5%)	88%
Moved sometime with the last year	1,340	1,285	990	1,125	↑ 14%	12%
Internal Migrants	415	420	370	260	↓ (-30%)	73%
- Intra-provincial	310	350	300	205	↓ (-32%)	
- Inter-provincial	105	65	70	55	↓ (-21%)	
External Migrants	175	215	165	95	↓ (-42%)	27%

Place of Birth	1996	2001	2006	2011	Change From Previous Period		As a % of Neighbourhood
Total Immigrant Population	N.A.	N.A.	2,620	2,810	↑	7%	28%
Place of Birth by Continent							
North America (US only)	N.A.	N.A.	185	115	↓	(-38%)	1%
Africa	N.A.	N.A.	55	145	↑	164%	1%
Asia	N.A.	N.A.	1,080	1,280	↑	19%	13%
Caribbean	N.A.	N.A.	75	15	↓	(-80%)	<1%
Central and South America	N.A.	N.A.	75	90	↑	20%	1%
Europe	N.A.	N.A.	1,115	1,105	↓	(-1%)	11%
Recent Immigration by Continent, 2006-2011							
Recent Immigrants	N.A.	N.A.	500	230	↓	(-54%)	2%
North America (US only)	N.A.	N.A.	25	0	↓	(-100%)	0%
Africa	N.A.	N.A.	15	0	↓	(-100%)	0%
Asia	N.A.	N.A.	375	205	↓	(-45%)	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.	75	10	↓	(-87%)	<-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.	340	390	↑	15%	3%
2. South Korea	N.A.	N.A.	N.A.	320	—		2%
3. China	N.A.	N.A.	N.A.	160	—		2%
4. India	N.A.	N.A.	230	155	↓	33%	1%
5. Italy	N.A.	N.A.	130	135	↑	<1%	1%
6. United States	N.A.	N.A.	185	115	↓	(-38%)	1%
7. Lebanon	N.A.	N.A.	110	95	↓	(-14%)	1%
8. Greece	N.A.	N.A.	N.A.	95	—		1%
9. Portugal	N.A.	N.A.	N.A.	85	—		1%
10. Egypt	N.A.	N.A.	N.A.	70	—		<1%

Period of Immigration	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Before 1971	N.A.	N.A.	900	845	↓ (-6%)	9%
1971 to 1980	N.A.	N.A.	455	395	↓ (-13%)	4%
1981 to 1990	N.A.	N.A.	350	330	↓ (-6%)	3%
1991 to 2000	N.A.	N.A.	420	505	↑ 20%	5%
2001 to 2011	N.A.	N.A.	500	735	↑ 47%	7%



Language	1996	2001	2006	2011	Change From Previous Period		As a % of Neighbourhood
Knowledge of Official Languages							
English Only	8,395	8,805	8,765	8,665	↓	(-1%)	88%
French Only	10	10	0	5	↑	100%	<1%
English and French	865	985	1,065	1,030	↓	(3%)	10%
Neither English or French	90	45	70	105	↑	50%	1%
Language Spoken Most Often at Home							
English	8,400	7,880	8,640	8,210	↓	(-5%)	83%
French	20	25	50	55	↑	10%	1%
Non-Official Language	755	280	1,010	1,240	↑	23%	13%
Mother Tongue *							
English	8,400	7,880	8,640	6,910	↓	(-20%)	70%
French	20	25	50	140	↑	180%	1%
Non-Official Language	755	280	1,010	2,570	↑	154%	26%

* 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. Chinese*	N.A.	N.A.	160	245	↑	53%	2%
2. Korean	N.A.	N.A.	175	225	↑	29%	2%
3. Arabic	N.A.	N.A.	475	175	↓	(-63%)	2%
4. Polish	N.A.	N.A.	160	65	↓	(-59%)	1%
5. Spanish	N.A.	N.A.	205	50	↓	(-76%)	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.

* 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 Neighbourhood
Buddhist	N.A.	N.A.	N.A.	90		1%
Christian	N.A.	N.A.	N.A.	5,920		60%
Anglican	N.A.	N.A.	N.A.	900		9%
Baptist	N.A.	N.A.	N.A.	70		1%
Catholic	N.A.	N.A.	N.A.	2,700		27%
Orthodox	N.A.	N.A.	N.A.	285		3%
Lutheran	N.A.	N.A.	N.A.	100		1%
Pentecostal	N.A.	N.A.	N.A.	65		1%
Presbyterian	N.A.	N.A.	N.A.	210		2%
United Church	N.A.	N.A.	N.A.	935		9%
Other Christian	N.A.	N.A.	N.A.	645		7%
Hindu	N.A.	N.A.	N.A.	110		1%
Jewish	N.A.	N.A.	N.A.	290		3%
Muslim	N.A.	N.A.	N.A.	800		8%
Sikh	N.A.	N.A.	N.A.	100		1%
Aboriginal Spirituality	N.A.	N.A.	N.A.	0		0%

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.