



Southcrest Neighbourhood Profile

For further information contact:

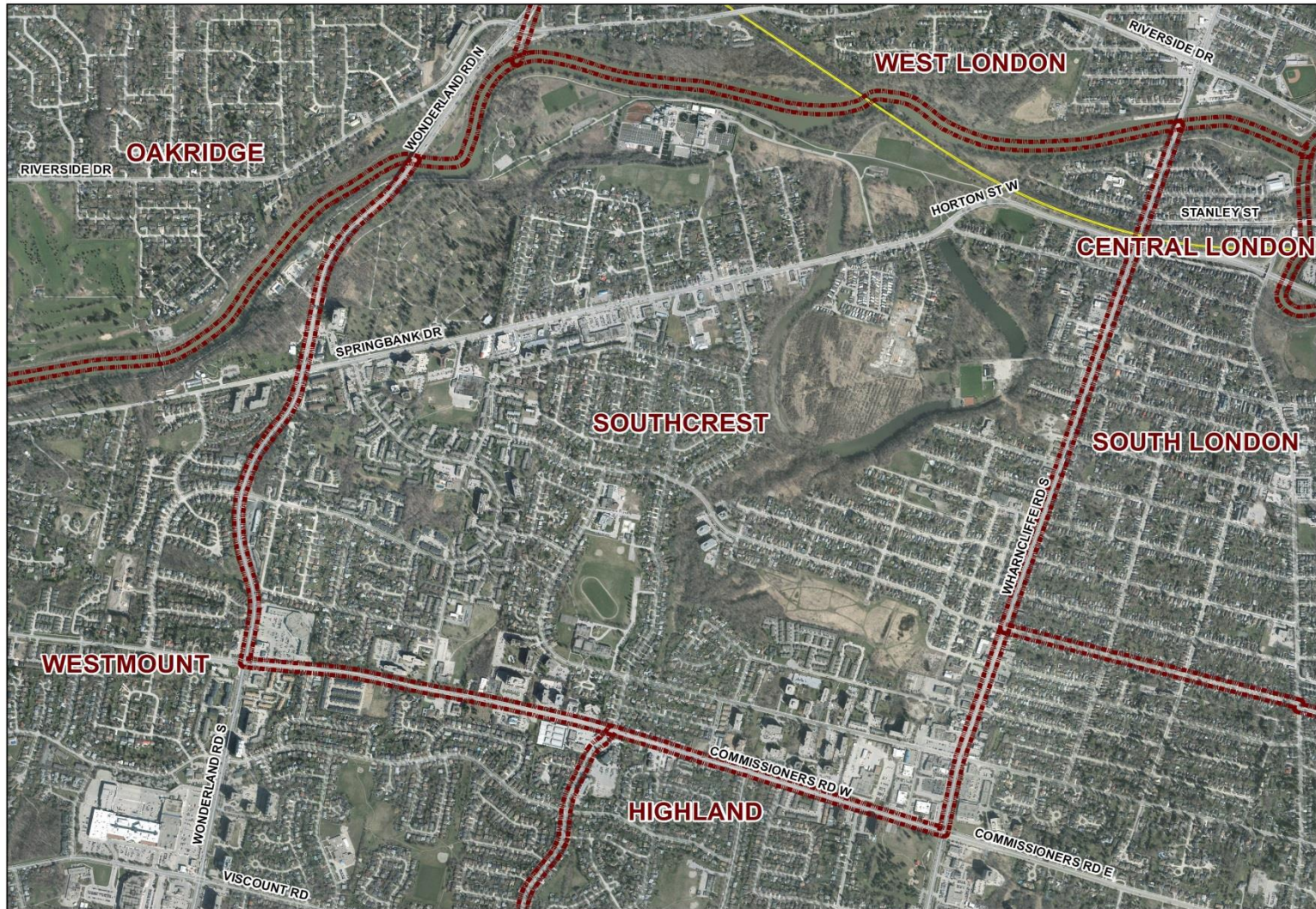
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Neighbourhood Profile -Southcrest Planning District



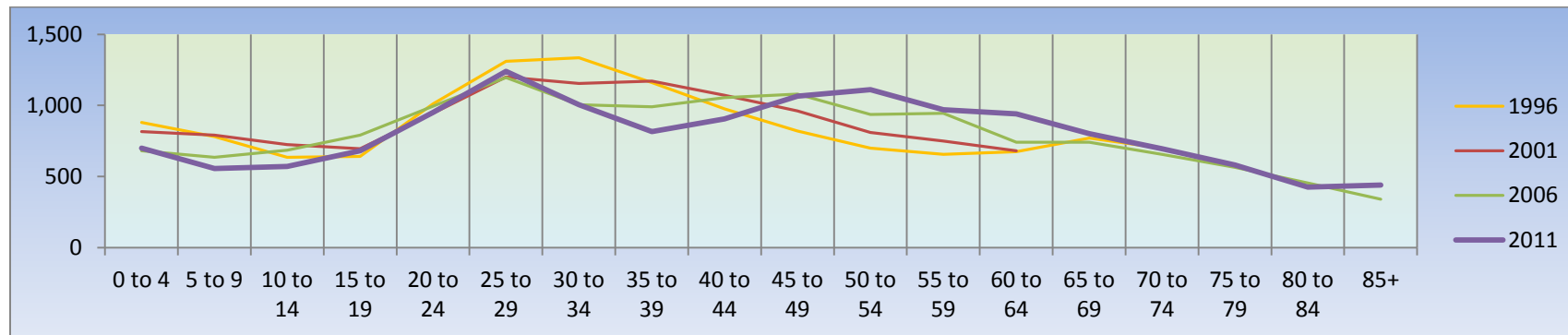
Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983

Population Characteristics & Age Distribution

Southcrest Neighbourhood	1996	2001	2006	2011	Change From Previous Period	
Total Population	14,100	14,355	14,495	14,435	↓	<1%
Female	7,655	7,770	7,835	7,890	↓	(<-1%)
Male	6,445	6,585	6,660	6,545	↑	2%

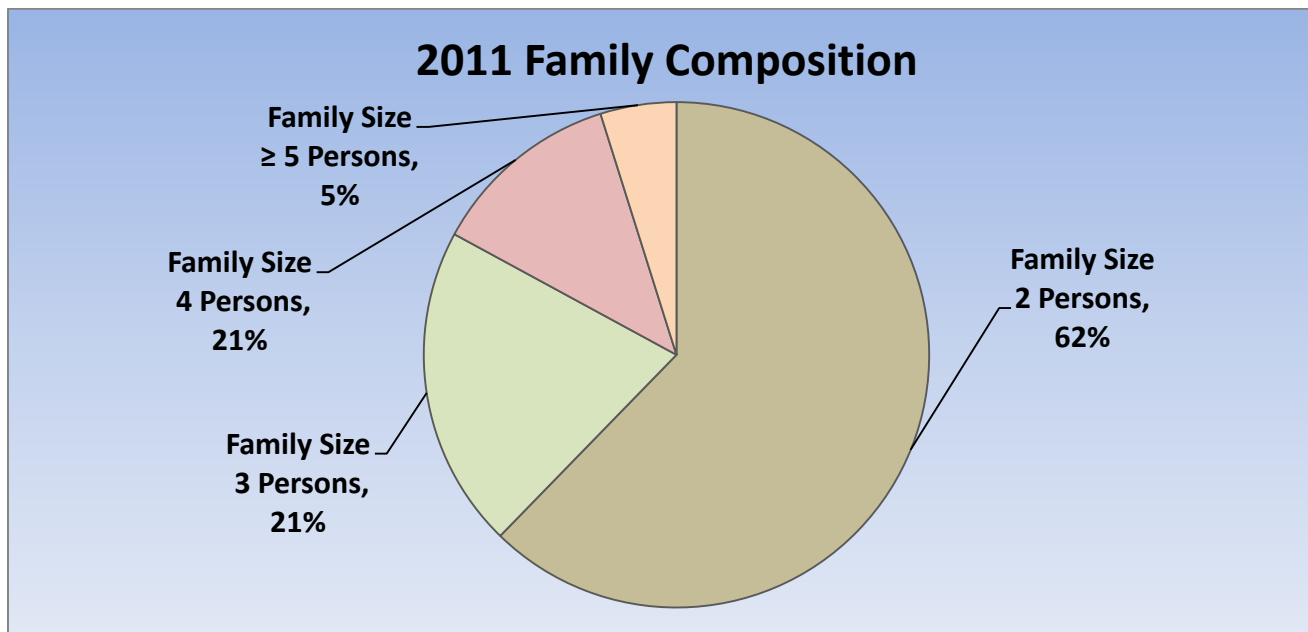
Age Structure	1996	2001	2006	2011	Change From Previous Period		As a % of Neighbourhood
0-19	2,935	2,865	2,790	2,505	↓	(-10%)	17%
0 to 4	880	815	680	700	↑	3%	5%
5 to 9	780	790	635	555	↓	(-13%)	4%
10 to 14	635	725	685	570	↓	(-17%)	4%
15 to 19	640	695	790	680	↓	(-14%)	5%
20-44	5,790	5,615	5,240	4,915	↓	(-6%)	34%
45-64	2,850	3,245	3,700	4,085	↑	10%	28%
65+	2,530	2,630	2,755	2,940	↑	7%	20%
Median Age	N.A.	N.A.	N.A.	43.9			

2011 Census Age Cohort Breakout	Male	Female	Total	As a % of Neighbourhood
0 to 4	365	335	700	4.85%
5 to 9	275	275	550	3.81%
10 to 14	280	285	565	3.91%
15 to 19	350	335	685	4.75%
20 to 24	440	510	950	6.58%
25 to 29	550	695	1,245	8.62%
30 to 34	490	515	1,005	6.96%
35 to 39	385	430	815	5.65%
40 to 44	430	475	905	6.27%
45 to 49	495	570	1,065	7.38%
50 to 54	505	600	1,105	7.66%
55 to 59	430	540	970	6.72%
60 to 64	385	555	940	6.51%
65 to 69	330	470	800	5.54%
70 to 74	310	385	695	4.81%
75 to 79	230	350	580	4.02%
80 to 84	165	260	425	2.94%
85+	125	310	435	3.01%
Total	6,540	7,895	14,435	



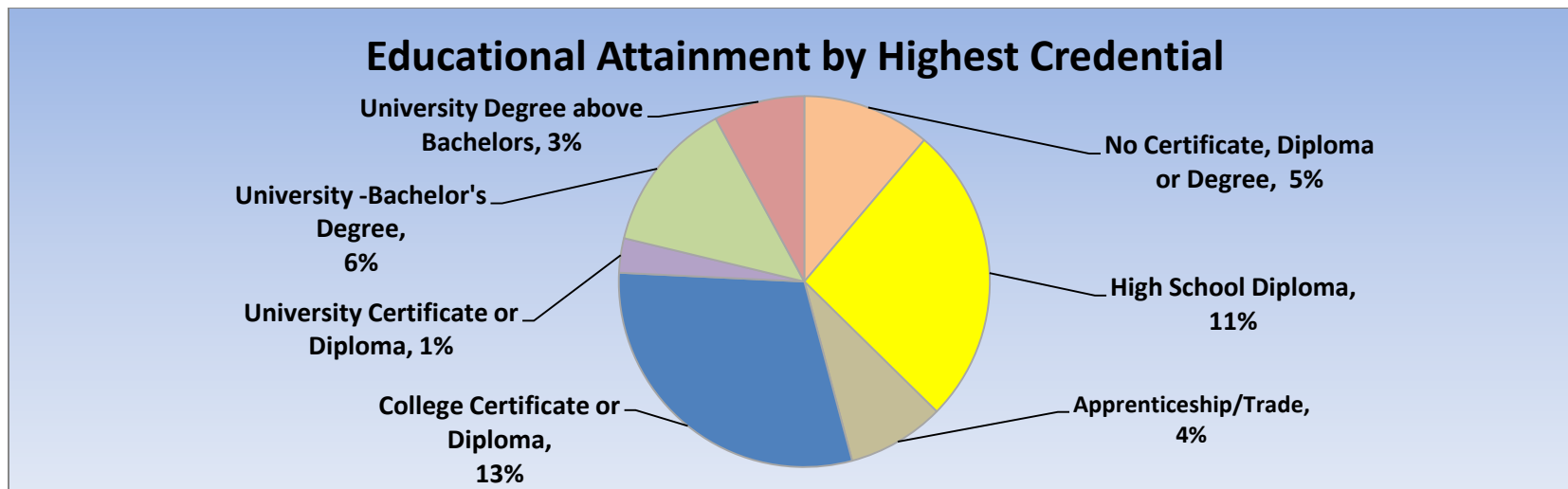
Marital Status	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Single	3,690	3,905	4,400	3,645	↓ (-17%)	25%
Married	5,090	5,005	4,835	4,530	↓ (-6%)	31%
Common-Law	910	1,100	1,270	1,355	↑ 7%	9%
Divorced	1,260	1,375	1,490	1,410	↓ (-5%)	10%
Separated	640	700	705	690	↓ (-2%)	5%
Widowed	1,105	1,040	1,050	980	↓ (-7%)	7%
Citizenship, Immigration & Ethnic Identity	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Citizenship						
Canadian Citizens	13,490	13,365	13,390	13,680	↑ 2%	95%
Non-Canadian Citizens	610	990	1,100	585	↓ (-47%)	4%
Immigration Status						
Canadian Born Population	11,460	11,210	11,275	11,625	↑ 3%	81%
Foreign Born Population	2,565	2,910	3,005	2,545	↓ (-15%)	18%
Visible Minority Population	830	1,390	1,640	1,565	↓ (-5%)	11%
Aboriginal Identity Population	270	390	330	615	↑ 86%	4%

Family Composition	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Number of Census Families	3,865	3,930	3,885	3,800	↓ (<-1%)	
Family Size - 2 Persons	2,365	2,325	2,320	2,370	↑ 2%	62%
Family Size - 3 Persons	735	830	825	785	↓ (-5%)	21%
Family Size - 4 Persons	525	545	500	465	↓ (-7%)	12%
Family Size - ≥ 5 Persons	235	220	245	185	↓ (-24%)	5%
Census Family - Average Size	3.00	3.00	3.00	2.6	↓	



Family Structure & Number of Children	1996	2001	2006	2011	Change From Previous Period	
Married Couples	2,525	2,455	2,375	2,215	↓	(-7%)
Without Children	1,395	1,275	1,315	1,250	↓	(-5%)
With Children	1,130	1,180	1,065	965	↓	(-9%)
Common-Law	455	550	635	675	↑	6%
Without Children	320	375	385	460	↑	19%
With Children	135	175	250	215	↓	(-14%)
Lone Parent Families	885	930	870	910	↑	5%
Female Headed	800	835	715	760	↑	6%
1 Child	580	595	505	545	↑	8%
2 Children	135	190	160	165	↑	3%
≥ 3 Children	85	50	45	50	↑	11%
Male Headed	85	85	155	150	↓	(-3%)
1 Child	70	80	110	115	↑	5%
2 Children	15	10	35	35	—	—
≥ 3 Children	0	10	10	0	↓	(-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.	2,920	895	↓ (-69%)	5%
High School Diploma or Equivalent	N.A.	N.A.	3,610	2,095	↓ (-42%)	11%
Apprenticeship, or Trade Certificate	460	1,205	965	680	↓ (-305)	4%
College Certificate or Diploma	N.A.	1,995	2,735	2,395	↓ (-12%)	13%
University Certificate or Diploma	N.A.	N.A.	N.A.	240	— —	1%
University -Bachelor's Degree	N.A.	N.A.	1,110	1,065	↓ (-4%)	6%
University Degree above bachelor level (M.A. or PhD)	N.A.	N.A.	410	635	↓ (-55%)	3%

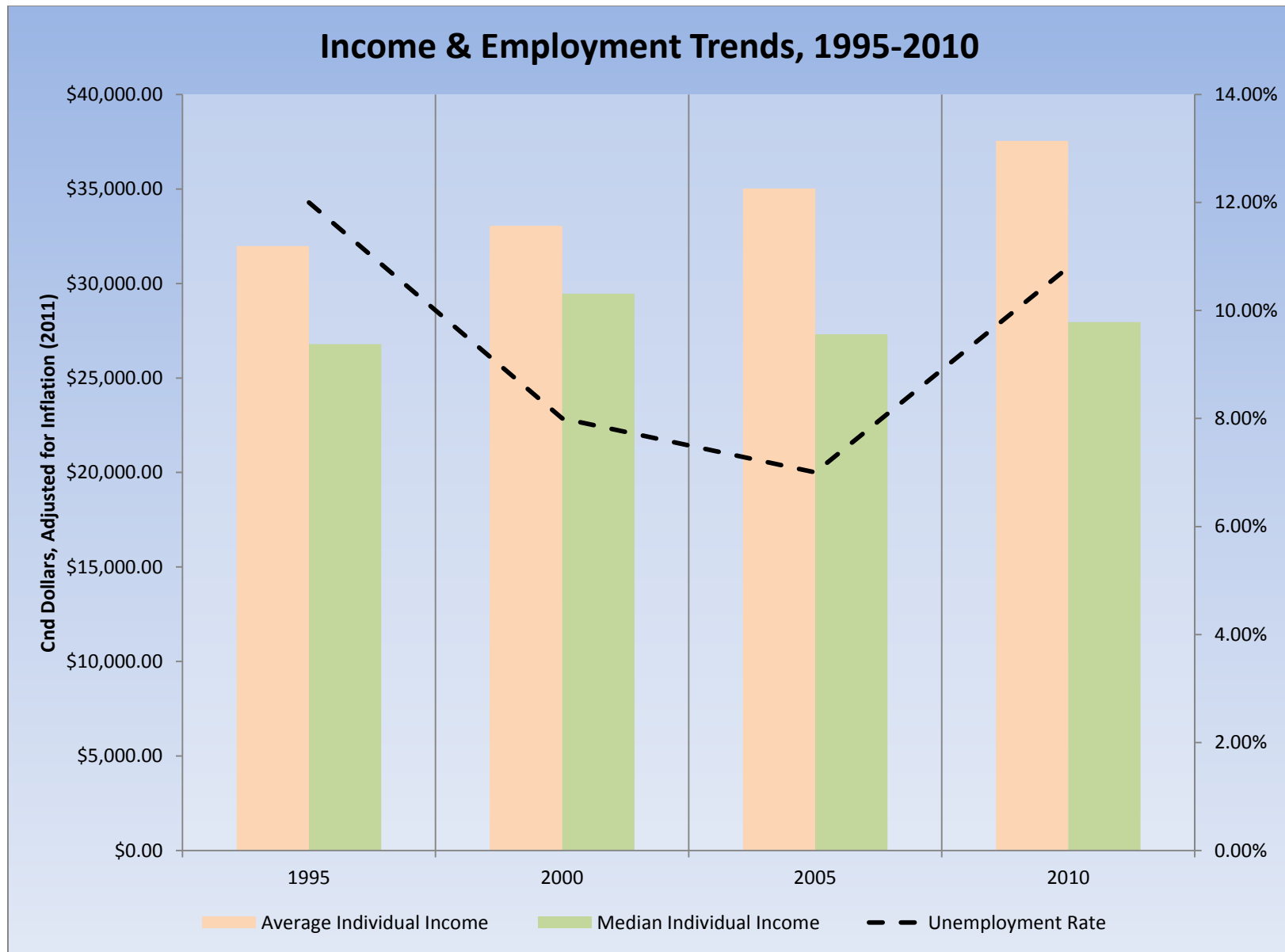


Housing by Structure Type & Tenure	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Total Occupied Dwellings	6,890	7,205	7,320	7,510	3%	
Single-Detached	2,085	2,140	2,020	2,035	<1%	28%
Semi-Detached	155	175	115	115	—	2%
Row House	1,005	1,105	1,135	1,125	(<-1%)	15%
Duplex	170	75	220	170	(-23%)	2%
Apartment < 5 Storeys	520	600	595	610	3%	8%
Apartment ≥ 5 Storeys	2,800	2,955	3,065	3,300	8%	45%
Number of Owned Dwellings	2,455	2,720	2,830	3,190	13%	
Owned as a % of Total	36%	38%	39%	43%		
Number of Rented Dwellings	4,430	4,490	4,490	4,315	(-4%)	
Rented as a % of Total	64%	62%	61%	57%		
Average # of Rooms	5	5	6	5.2		
Average # of Bedrooms	2	2	2	N.A.	—	
Average Gross Rent	\$602.00	\$611.00	\$713.00	\$790.00	11%	
Average Value of Dwelling	\$128,785.00	\$126,260.00	\$163,237.00	\$190,893.00	17%	

Labour Market Indicators	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Total Labour Force ≥ 15 years	7,165	7,200	7,420	7,310	(-1%)	
Female	3,580	3,715	3,750	3,760	<1%	51%
Male	3,585	3,485	3,670	3,550	(-3%)	49%
Unemployment Rate	12%	8%	7%	10.80%		
Female	13%	8%	7%	12.40%		
Male	11%	8%	6%	9.30%		
Employment Rate	N.A.	N.A.	N.A.	52.50%	— —	
Participation Rate	61%	60%	59%	58.910%		
Female	55%	55%	55%	55.10%		
Male	68%	65%	65%	63.40%		
Labour Force by Sector						
Primary (Agriculture & Resources)	70	85	60	45	(-25%)	1%
Secondary (Construction & Manufacturing)	1,165	1,155	1,210	1,150	(-5%)	17%
Tertiary Services	5,600	5,770	5,990	5,770	(-4%)	83%

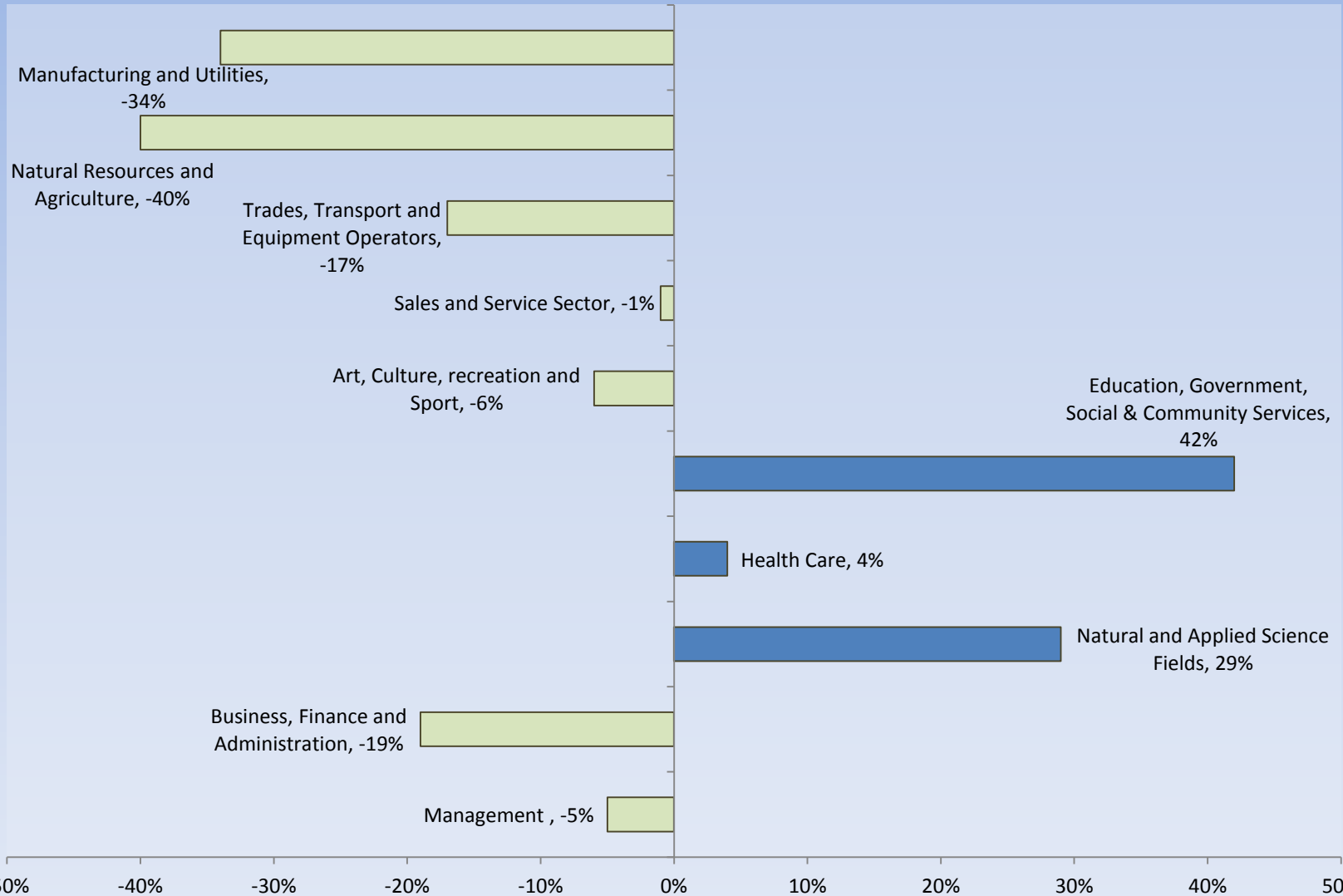
Income Characteristics of Economically Active Population	1996	2001	2006	2011	Change From Previous Period	
Individual Income						
Average Income	\$23,257.00	\$26,006.00	\$28,631.00	\$33,211.00	↑	16%
Median Income	\$19,477.00	\$23,180.00	\$24,165.00	\$26,963.00	↑	12%
Income by Gender						
Average Income - Male	\$26,140.00	\$30,265.00	\$32,978.00	\$37,002.00	↑	12%
Average Income - Female	\$20,374.00	\$21,747.00	\$25,068.00	\$32,012.00	↑	28%
Median Income - Male	\$22,787.00	\$26,227.00	\$28,339.00	\$29,556.00	↑	4%
Median Income - Female	\$16,167.00	\$17,529.00	\$19,991.00	\$27,788.00	↑	39%
Household Income						
Average Household Income	\$37,540.00	\$40,751.00	\$46,649.00	\$52,938.00	↑	13%
Median Household Income	\$32,296.00	\$35,031.00	\$39,071.00	\$43,300.00	↑	11%
Family Income						
Average Family Income	\$45,669.00	\$49,650.00	\$59,376.00	\$68,444.00	↑	15%
Median Family Income	\$41,647.00	\$45,359.00	\$51,905.00	\$61,518.00	↑	18%
Lone-Parent Families						
Average Family Income	N.A.	N.A.	N.A.	\$38,214.00	—	—
Median Family Income	N.A.	N.A.	N.A.	\$32,815.00	—	—

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



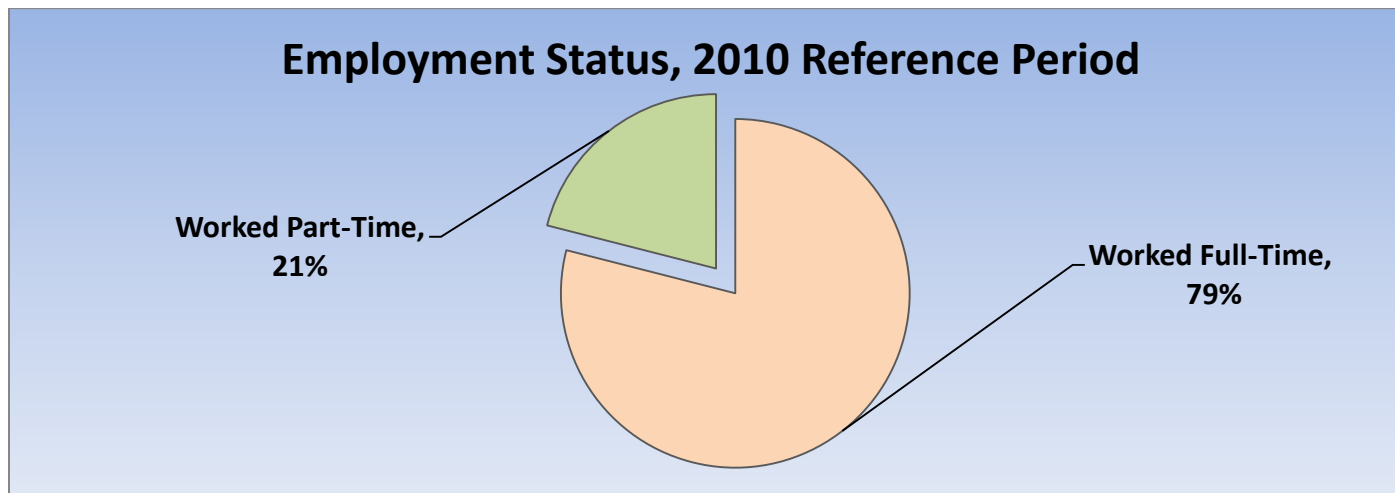
Labour Force by National Occupational Classification	1996	2001	2006	2011	Change From Previous Period	As a % of Labour Force
Management	550	610	550	520	↓ (-5%)	7%
Business, Finance and Administration	1,395	1,355	1,275	1,035	↓ (-19%)	15%
Natural and Applied Science Fields	210	375	315	405	↑ 29%	6%
Health Care	345	355	530	550	↑ 4%	8%
Education, Government, Social & Community Services	510	600	720	1,020	↑ 42%	15%
Art, Culture, recreation and Sport	200	190	235	220	↓ (-6%)	3%
Sales and Service Sector	2,235	2,075	2,045	2,020	↓ (-1%)	29%
Trades, Transport and Equipment Operators	910	1,070	1,065	880	↓ (-17%)	13%
Natural Resources and Agriculture	55	80	75	45	↓ (-40%)	1%
Manufacturing and Utilities	435	295	455	300	↓ (-34%)	4%

Employment Trends by Occupational Breakout, 2006-2011



Class of Worker	1996	2001	2006	2011	Change From Previous Period	As a % Neighbourhood
Employee	6,160	6,270	6,610	6,455	↓ (-2%)	94%
Female	3,190	3,345	3,480	3,410		
Male	2,970	2,925	3,130	3,040		
Self-Employed	660	730	650	540	↑ 17%	6%
Female	220	240	180	190		
Male	440	490	470	350		

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.	5,335	N.A.	79%
Worked Part-Time in 2010	N.A.	N.A.	N.A.	1,420	N.A.	21%



Mode of Transport to Work	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Automobile -As a Driver	4,450	4,805	4,630	4,685	↑ 1%	76%
Car-Pool	410	480	690	315	↓ (-54%)	5%
Public Transportation	670	610	655	650	↓ (<-1%)	11%
Walked or Bicycled	385	385	445	425	↓ (-4%)	7%
Other Modes	20	35	55	75	↑ 36%	1%
Median Commuting Duration	N.A.	N.A.	N.A.	15.9		

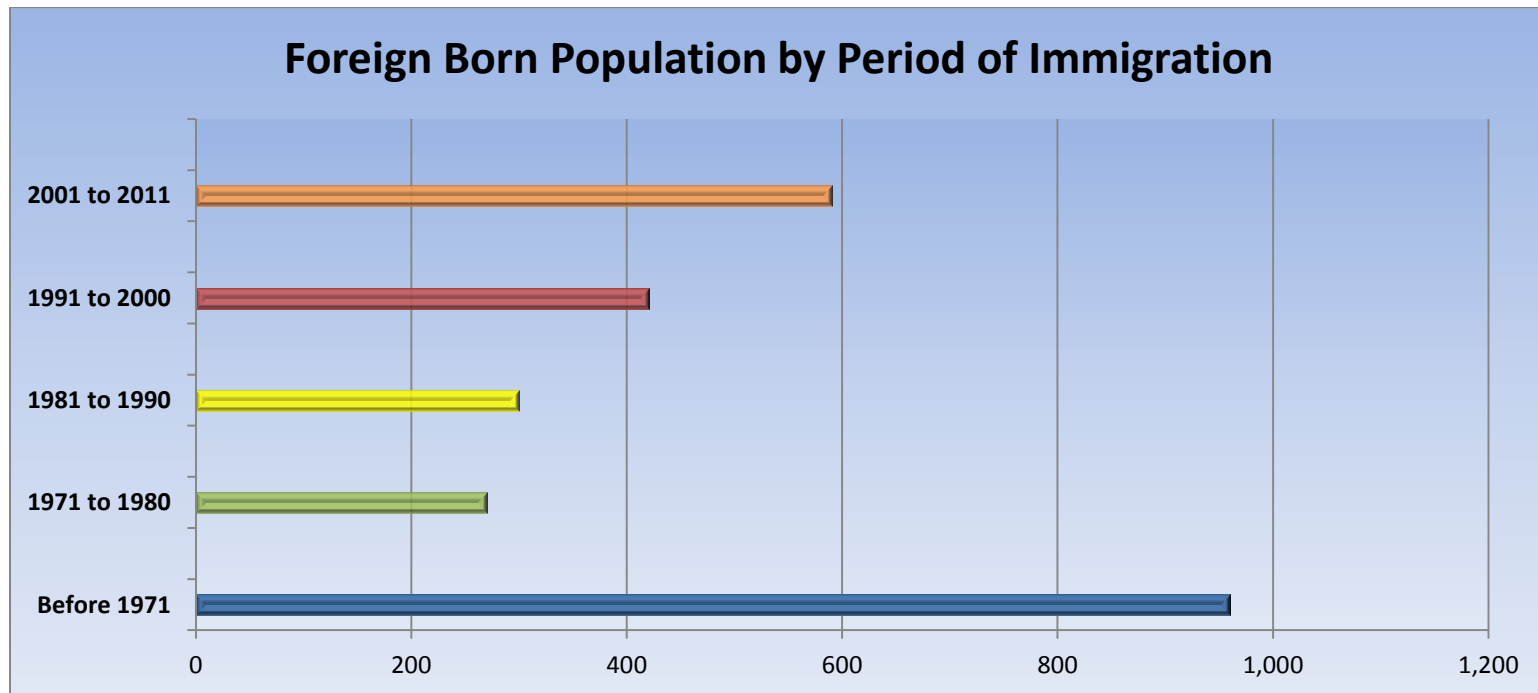
Place of Work	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Worked at Home	340	270	375	350	↓ (-7%)	5%
Worked at a Fixed Address	5,525	5,605	5,825	5,360	↓ (-8%)	83%
No Fixed Workplace Address	420	715	675	785	↑ 16%	12%
Worked within Municipality	4,895	5,035	5,250	N.A.	— —	
Work in a different Municipality	445	570	570	N.A.	— —	
Worked outside Canada	25	35	40	25	↓ (-38%)	<1%

Mobility/Migration Status	1996	2001	2006	2011	Change From Previous Period	As a % of Neighbourhood
Lived at the same address 5 years ago	5,875	5,885	6,455	6,760	↑	50%
Moved sometime with the last 5 years	7,335	7,645	7,345	6,800	↓ (-7%)	50%
Internal Migrants	1,955	2,120	1,935	1,945	↑ (<1%)	84%
- Intra-provincial	1,685	1,830	1,650	1,690	↑	
- Inter-provincial	270	285	285	250	↓	
External Migrants	430	400	660	375	↓ (-43%)	16%
Lived at the same address 1 years ago	10,620	11,105	11,595	11,630	↑ <1%	82%
Moved sometime with the last year	3,260	3,100	2,720	2,535	↓ (-7%)	18%
Internal Migrants	780	895	605	775	↑ 28%	95%
- Intra-provincial	640	750	530	690	↑ 30%	
- Inter-provincial	140	145	75	85	↑ 13%	
External Migrants	45	100	130	40	↓ (-69%)	5%

Place of Birth	1996	2001	2006	2011	Change From Previous Period		As a % of Neighbourhood
Total Immigrant Population	N.A.	N.A.	3,055	2,545	↓	(-17%)	18%
Place of Birth by Continent							
North America (US only)	N.A.	N.A.	160	150	↓	(-6%)	1%
Africa	N.A.	N.A.	170	75	↓	(-56%)	1%
Asia	N.A.	N.A.	485	470	↓	(-3%)	3%
Caribbean	N.A.	N.A.	65	50	↓	(-23%)	<1%
Central and South America	N.A.	N.A.	385	185	↓	(-52%)	1%
Europe	N.A.	N.A.	1,735	1,350	↓	(-22%)	9%
Recent Immigration by Continent, 2006-2011							
Recent Immigrants	N.A.	N.A.	630	315	↓	(-50%)	2%
North America (US only)	N.A.	N.A.	30	30	—	—	<1%
Africa	N.A.	N.A.	25	25	—	—	<1%
Asia	N.A.	N.A.	215	50	↓	(-77%)	<1%
Caribbean	N.A.	N.A.	0	75	↑	100%	<1%
Central and South America	N.A.	N.A.	225	90	↓	(-60%)	1%
Europe	N.A.	N.A.	125	0	↓	(-100%)	<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.	610	455	↓	(-25%)	3%
2. German	N.A.	N.A.	N.A.	170	—	—	1%
3. Colombia	N.A.	N.A.	200	150	↓	25%	1%
4. United States of America	N.A.	N.A.	160	150	↓	(-6%)	1%
5. Netherlands	N.A.	N.A.	N.A.	130	—	—	1%
6. Greece	N.A.	N.A.	N.A.	110	—	—	1%
7. South Korea	N.A.	N.A.	N.A.	80	—	—	<1%
8. China	N.A.	N.A.	N.A.	70	—	—	<1%
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.	1,060	960	↓ (-9%)	7%
1971 to 1980	N.A.	N.A.	350	270	↓ (-23%)	2%
1981 to 1990	N.A.	N.A.	455	300	↓ (-34%)	2%
1991 to 2000	N.A.	N.A.	555	420	↓ (-24%)	3%
2001 to 2011	N.A.	N.A.	630	590	↓ (-6%)	4%



Language	1996	2001	2006	2011	Change From Previous Period		As a % of Neighbourhood
Knowledge of Official Languages							
English Only	13,020	13,065	13,165	13,080	↓	(<1%)	91%
French Only	25	10	15	5	↓	(-33%)	<1%
English and French	965	1,085	1,145	1,075	↓	(-6%)	7%
Neither English or French	90	190	165	155	↓	(-6%)	1%
Language Spoken Most Often at Home							
English	13,215	12,125	13,020	12,900	↓	(<-1%)	89%
French	75	45	45	60	↑	33%	<1%
Non-Official Language	1,710	720	1,200	1,025	↓	(-15%)	7%
Mother Tongue *							
English	12,000	11,555	11,610	11,775	↑	1%	82%
French	220	225	240	225	↓	(-6%)	2%
Non-Official Language	1,710	2,250	2,520	2,125	↓	(-16%)	15%

* 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	N.A.	N.A.	660	580	↓	(-12%)	4%
2. German	N.A.	N.A.	295	250	↓	(-15%)	2%
3. Dutch	N.A.	N.A.	285	145	↓	(-49%)	1%
4. Chinese*	N.A.	N.A.	N.A.	140	—	—	1%
5. Greek	N.A.	N.A.	120	115	↓	(-4%)	1%
6. Arabic	N.A.	N.A.	165	115	↓	(-31%)	1%
7. Greek	N.A.	N.A.	120	115	↓	(-4%)	1%
8. Korean	N.A.	N.A.	180	100	↓	(-44%)	1%
9. Persian (Farsi)	N.A.	N.A.	N.A.	95	—	—	1%
10. Portuguese	N.A.	N.A.	N.A.	90	—	—	1%

* 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.	75		1%
Christian	N.A.	N.A.	N.A.	9,370		65%
Anglican	N.A.	N.A.	N.A.	1,355		9%
Baptist	N.A.	N.A.	N.A.	375		3%
Catholic	N.A.	N.A.	N.A.	3,510		24%
Orthodox	N.A.	N.A.	N.A.	290		2%
Lutheran	N.A.	N.A.	N.A.	150		1%
Pentecostal	N.A.	N.A.	N.A.	180		1%
Presbyterian	N.A.	N.A.	N.A.	355		2%
United Church	N.A.	N.A.	N.A.	1,420		10%
Other Christian	N.A.	N.A.	N.A.	1,735		12%
Hindu	N.A.	N.A.	N.A.	0		0%
Jewish	N.A.	N.A.	N.A.	0		0%
Muslim	N.A.	N.A.	N.A.	310		2%
Sikh	N.A.	N.A.	N.A.	35		0%
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.