



Demographic Profile -Comparison of IPSOS Survey Statistics Canada (2011 Census)

Age		
Data Variable	Ipsos Survey	2011 Census
18 - 34	31%	45%
35 - 54	35%	28%
55 and over	34%	27%
Number of People Living in Home		
One	18%	31%
Two	34%	34%
Three	19%	15%
Four	17%	13%
Five or more	9%	7%
Number of Children Under the Age of 18 in Home		
0	68%	39%
1 to 2	27%	51%
3 or more	4%	10%
Don't know/ Refused	0%	0
Annual Household Income Pre-Tax		
Less than \$25,000	9%	14%
\$25,000 to less than \$50,000	16%	30%
\$50,000 to less than \$75,000	18%	22%
\$75,00 to less than \$100,000	18%	11%
\$100,000 to less than \$150,000	12%	14%
\$150,000 or more	7%	8%

Highest Education Level Completed		
Data Variable	Ipsos Survey	2011 Census
Less than high school	6%	17%
High School	20%	28%
Trade/Technical	2%	7%
College	23%	22%
University	32%	17%
Graduate Studies	13%	9%
Gender		
Male	47%	48%
Female	53%	52%
Number of Years Living in London		
Less than 1 year	2%	NA
1 to less than 5 years	5%	NA
5 to less than 10 years	4%	NA
10 to less than 20 years	15%	NA
20 years or more	70%	NA
Own or Operate a Business		
Yes	8%	8%
No	89%	92%
Don't know	3%	???
Rent or Own Home		
Own	75%	63%
Rent	21%	37%