





# Long-Term Demographic Projection, City of London

#### Peter Norman, MA

**Chief Economist** 

Altus Group Economic Consulting

Planning and Environment Committee City of London

October 15th, 2012

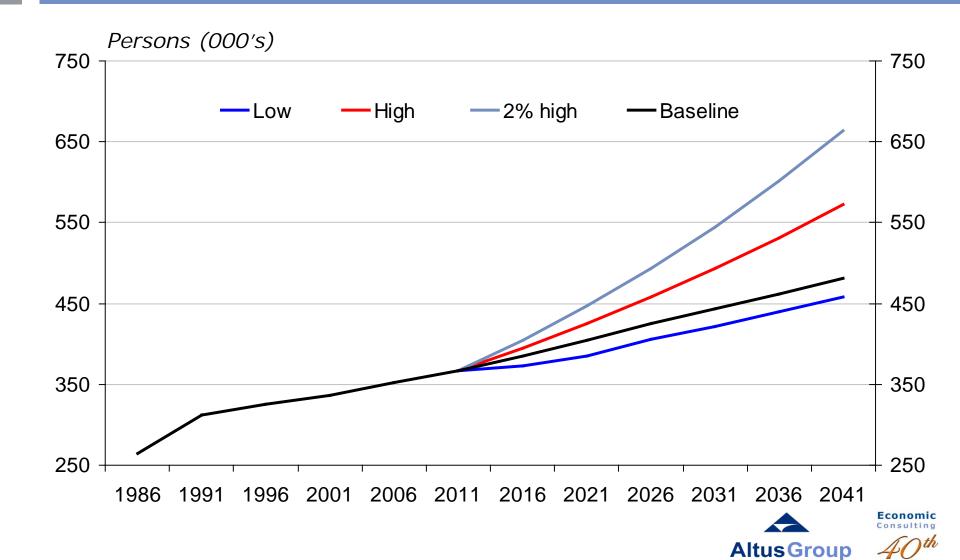
#### **Model Structure**

- The Economic Model
- The Population Model
- The Housing Model
- The Non-Residential Space Model





### Population, City of London, 1986-2041



#### London's Economic Prosperity

- LEDC introducing a number of economic development initiatives
- o Dr. Oetker Canada: a new food processing plant
- Samsung Renewable Energy: a new manufacturing plant
- London International Airport: the International Air Freight Transshipment Centre (designated as a Duty Free Zone)
- Target: two locations in London
- Fanshawe College: new Centre for Applied Transportation Technologies and School of Applied and Performing Arts





#### **London's Competitive Position**

- Windsor/Sarnia: challenges in key historical sectors
- Kitchener/Waterloo: Continued strength in technology sector and new transportation initiatives
- Oxford County: Japanese auto sector, and agriculture and food processing





#### **Economic Transformation**

Traditionally Strong and Strong Potential

General Services

Education

Health Care

Traditionally Strong, but Lower Potential

Finance
Construction
Government

Recently Weak, but Improving Potential

Transportation/Logistics
Retail/Wholesale
Manufacturing

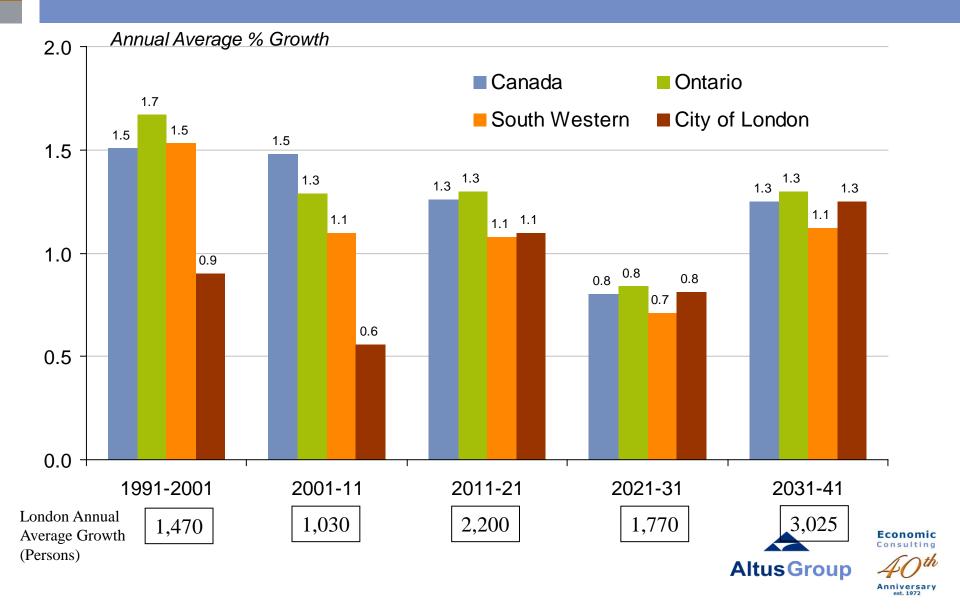
Recently Weak and Lower Potential

Primary

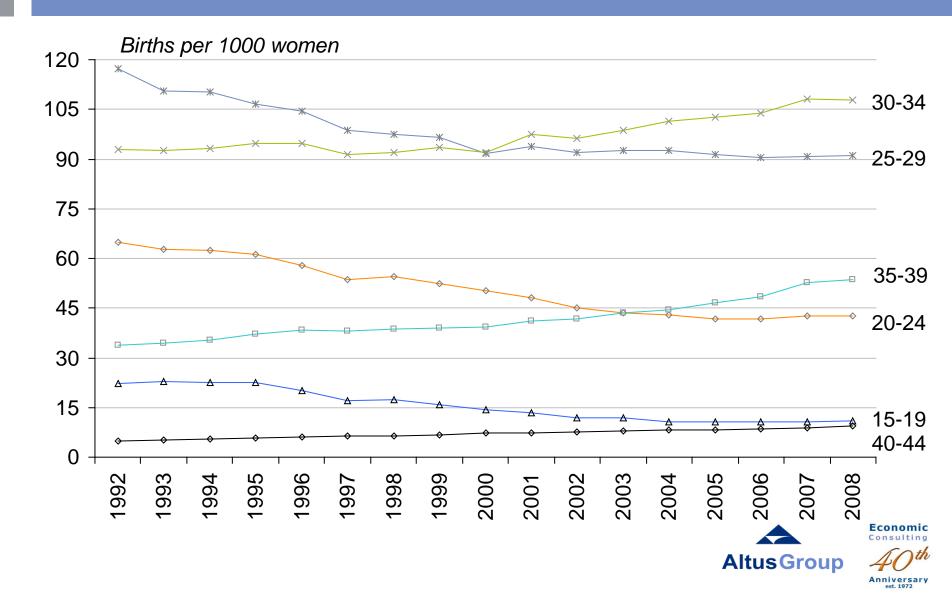




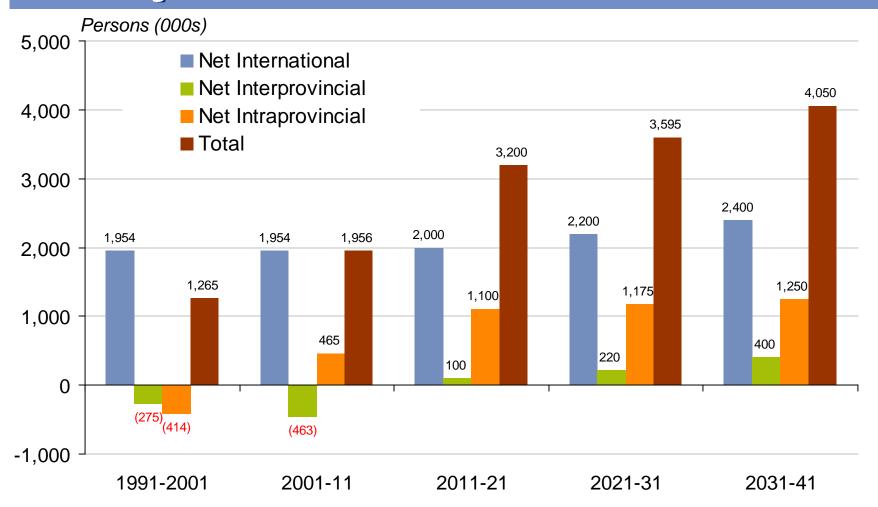
### **Employment Growth Context**



### Birth Rates by Age of Mother, Ontario 1992-2008



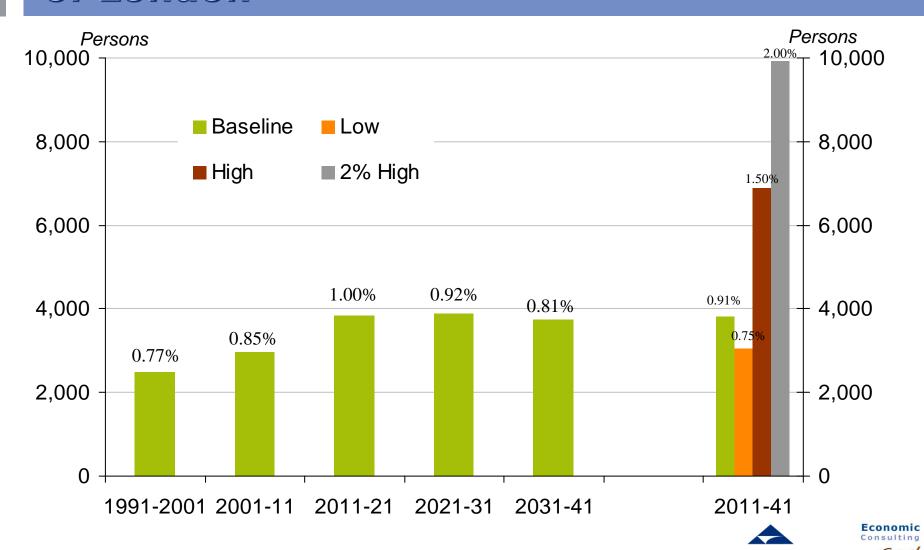
# Annual Average Migration, Middlesex County





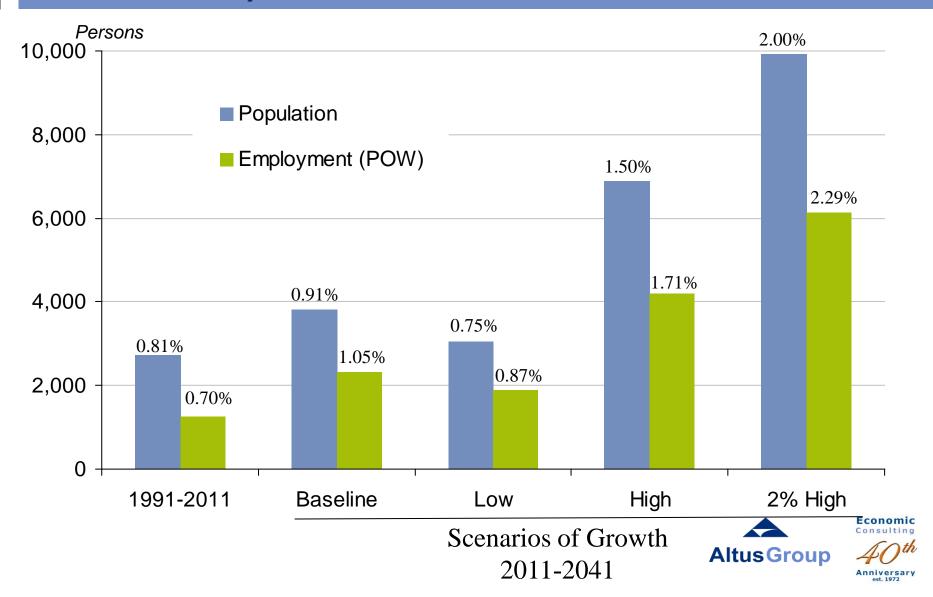


### Annual Average Population Growth, City of London

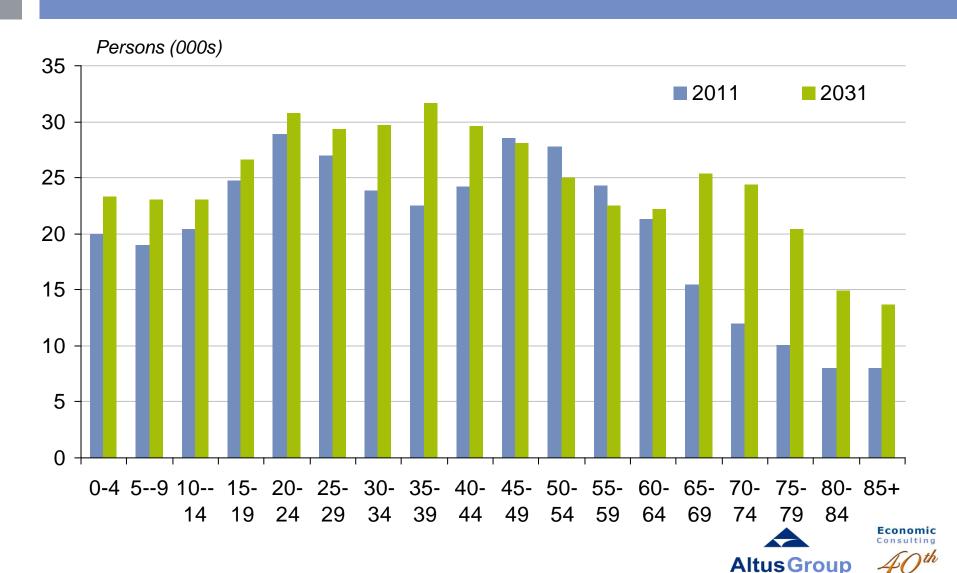


**Altus Group** 

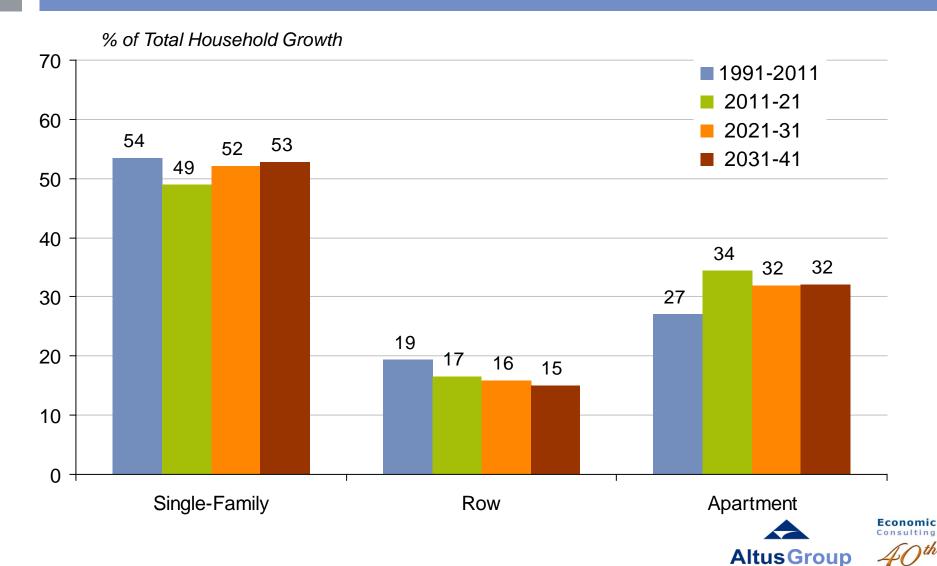
# Population and Employment Growth, City of London, 2011-2041



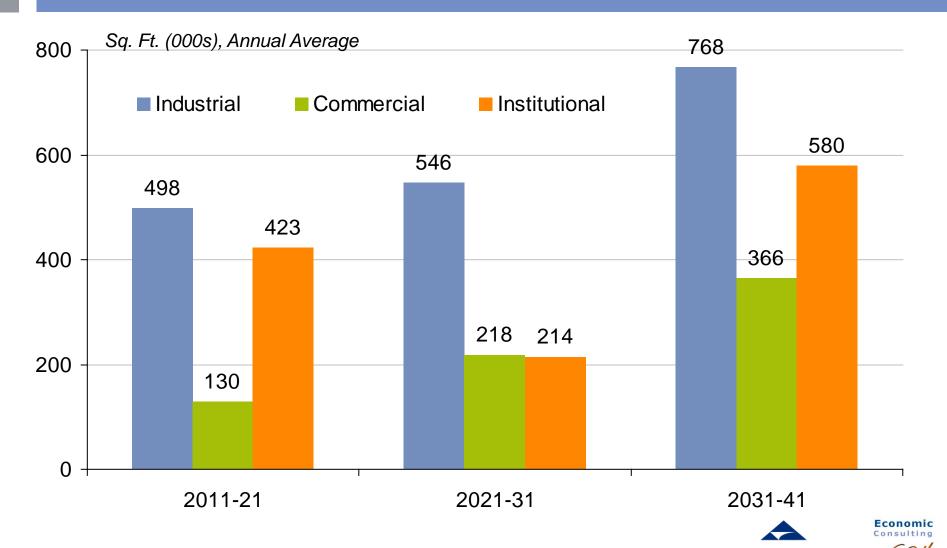
### Population by Age Group, City of London



### Household Growth by Structure Type, City of London

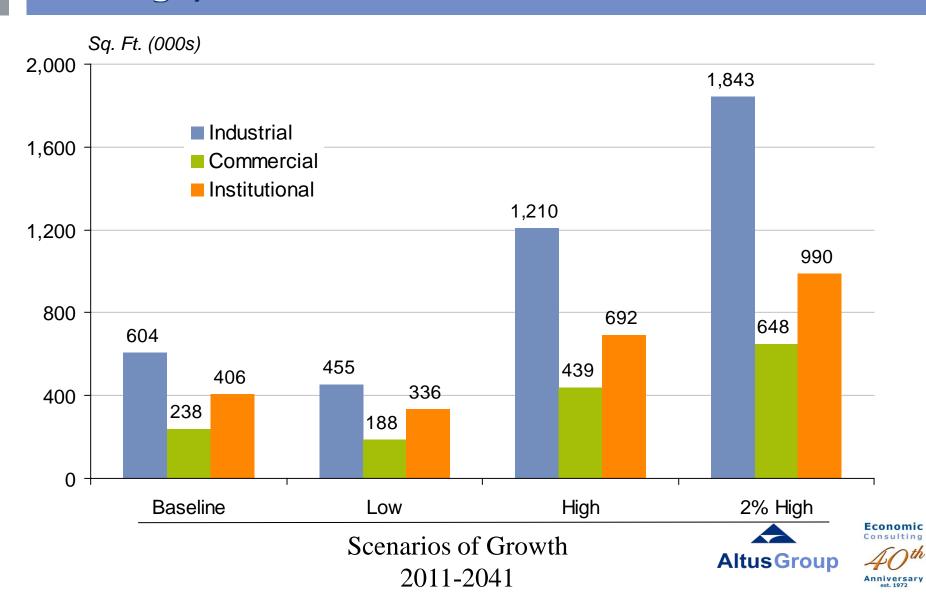


### Non-Residential Space Construction by Sector



**Altus Group** 

### Non-Residential Space Construction, Annual Average, 2011-2041





33 Yonge Street, Suite 500, Toronto, ON M5E 1G4
416.641.9500 (Phone) 416.641.9501 (Fax)
peter.norman@altusgroup.com
altusgroup.com



