**City of London**

Masonville Neighbourhood Profile

(1996-2016)

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Date Created: Jan. 2014

Neighbourhood Profile -Masonville Planning District

SUNNINGDALE

UPLANDS

FANSHAWE PARK RD W

FANSHAWE PARK RD E

RICHMOND ST

ADELAIDE ST N

STONEYBROOK

MASONVILLE

ADELAIDE ST N

WINDERMERE RD

MEDWAY

WESTERN RD

CARLING

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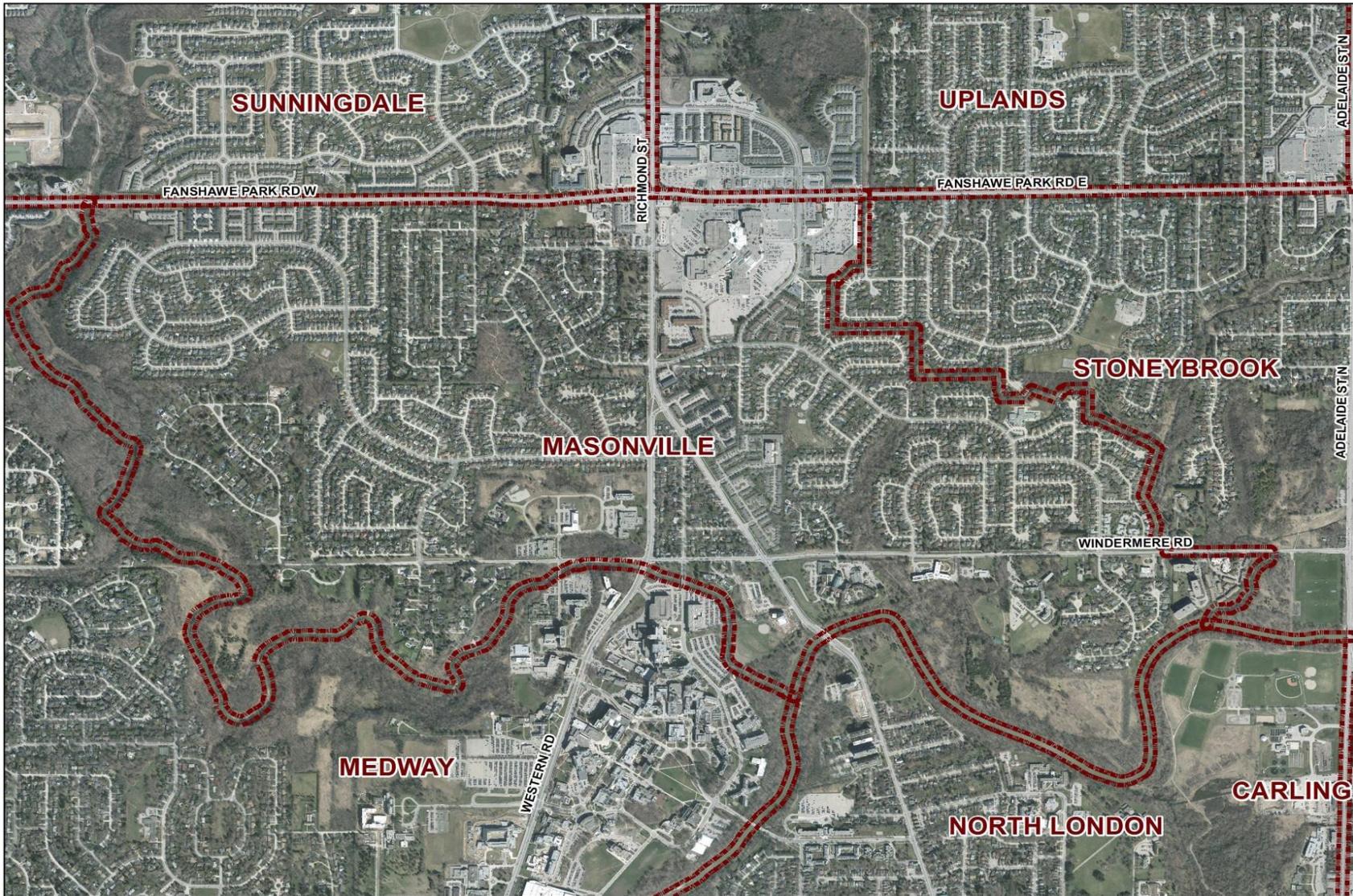
Coordinate System: NAD 1983 UTM Zone 17N
Projection: Transverse Mercator
Datum: North American 1983

0   0.5   1   2
Kilometers

Acknowledgment:

Profiles for all 42 neighbourhoods across the city were compiled by the Policy and Planning Division (Dr. Momodou Jeng, Laure Eldik, Randy MacTaggart, and Anna Oliveira). Thank you to Planning Services for providing the 2016 census data that informed the development of this work.

Cautionary Notes:

1. **Comparability of Data**: caution should be used when comparing NHS data (2011) to long-form census data (1996, 2001, 2006 and 2016), **especially when it comes to data for small geographies due to a difference in data collection methodologies employed by Statistics Canada.**

2. **Percentage Totals:** some differences in the percentage totals (not adding up to 100%) are due to rounding and sampling errors, low response rates, and data suppression related to confidentiality rules adopted by Statistics Canada.

3. **As a % of Neighbourhood/As a % of Active Labour Force:** some differences in percentage totals (not adding up to 100%) are based on the data being compared to the overall population of the neighbourhood or the overall active labour force as opposed to the actual number of respondents to the census question (e.g. population aged 15 years and over).

4. **Changes from Previous Neighbourhood Profiles:** some revisions and omissions of data in the current Neighbourhood Profiles are based on the way in which data was aggregated by Statistics Canada (e.g. marital status) or questions not asked in the 2016 census (e.g. religion).

Data Sources:
1. 1996, 2001, 2006, 2011 and 2016 Census Data and 2011 NHS data, Statistics Canada, Ottawa.
2. Customized City of London Planning District data extracted and tabulated by the City of London Planning – Urban Design and Geographic Information Systems Division and the City of London Policy and Planning Support Division.

Legend:

↓ is a decrease   ↑ is an increase

━ means no change   N.A. means (Not available)

Population Characteristics & Age Distribution

Masonville Neighbourhood	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)	
Total Population	**9,355**	**9,845**	**9,900**	**9,895**	**9,625**	↓	**-3%**
Female	4,880	5,130	5,050	5,155	4,910	↓	-5%
Male	4,475	4,715	4,850	4,740	4,715	↓	-1%

Age Structure	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
0 to 19	**2,585**	**2,635**	**2,475**	**2,145**	**1,920**	↓	**-10%**	**20%**
0 to 4	515	400	380	300	260	↓	-13%	3%
5 to 9	675	450	525	425	395	↓	-7%	4%
10 to 14	660	445	720	600	490	↓	-18%	5%
15 to 19	735	555	850	820	770	↓	-6%	8%
20 to 44	**3,405**	**3,235**	**2,900**	**2,745**	**2,700**	↓	**-2%**	**28%**
45 to 64	**2,295**	**2,710**	**3,025**	**3,100**	**2,965**	↓	**-4%**	**31%**
65+	**1,065**	**1,260**	**1,485**	**1,905**	**2,055**	↑	**8%**	**21%**
Median Age	**N.A.**	**N.A.**	**N.A.**	**45.5**	**46.8**			

2016 Census Age Cohort Breakout	Male	Female	Total	As a % of Neighbourhood
0 to 4	170	95	265	3%
5 to 9	195	200	395	4%
10 to 14	240	255	495	5%
15 to 19	390	375	765	8%
20 to 24	460	525	985	10%
25 to 29	405	260	665	7%
30 to 34	150	190	340	4%
35 to 39	135	165	300	3%
40 to 44	170	245	415	4%
45 to 49	290	350	640	7%
50 to 54	390	385	775	8%
55 to 59	390	465	855	9%
60 to 64	300	385	685	7%
65 to 69	345	290	635	7%
70 to 74	245	220	465	5%
75 to 79	200	225	425	4%
80 to 84	130	160	290	3%
85+	110	120	230	2%
Total	**4,715**	**4,910**	**9,625** [1]	

[1] There is likely to be some differences due to rounding and sampling errors.

Age Cohort Breakout 1996 - 2016

Year	0 - 4 years	5 - 9 years	10 - 14 years	15 - 19 years	20-44 years	45-64 years	65+ years
2016	260	395	490	770	2,700	2,965	2,055
2011	300	425	600	820	2,745	3,100	1,905
2006	380	525	720	850	2,900	3,025	1,485
2001	400	450	445	555	3,235	2,710	1,260
1996	515	675	660	735	3,405	2,295	1,065

■ 0 - 4 years ■ 5 - 9 years ■ 10 - 14 years ■ 15 - 19 years ■ 20-44 years ■ 45-64 years ■ 65+ years
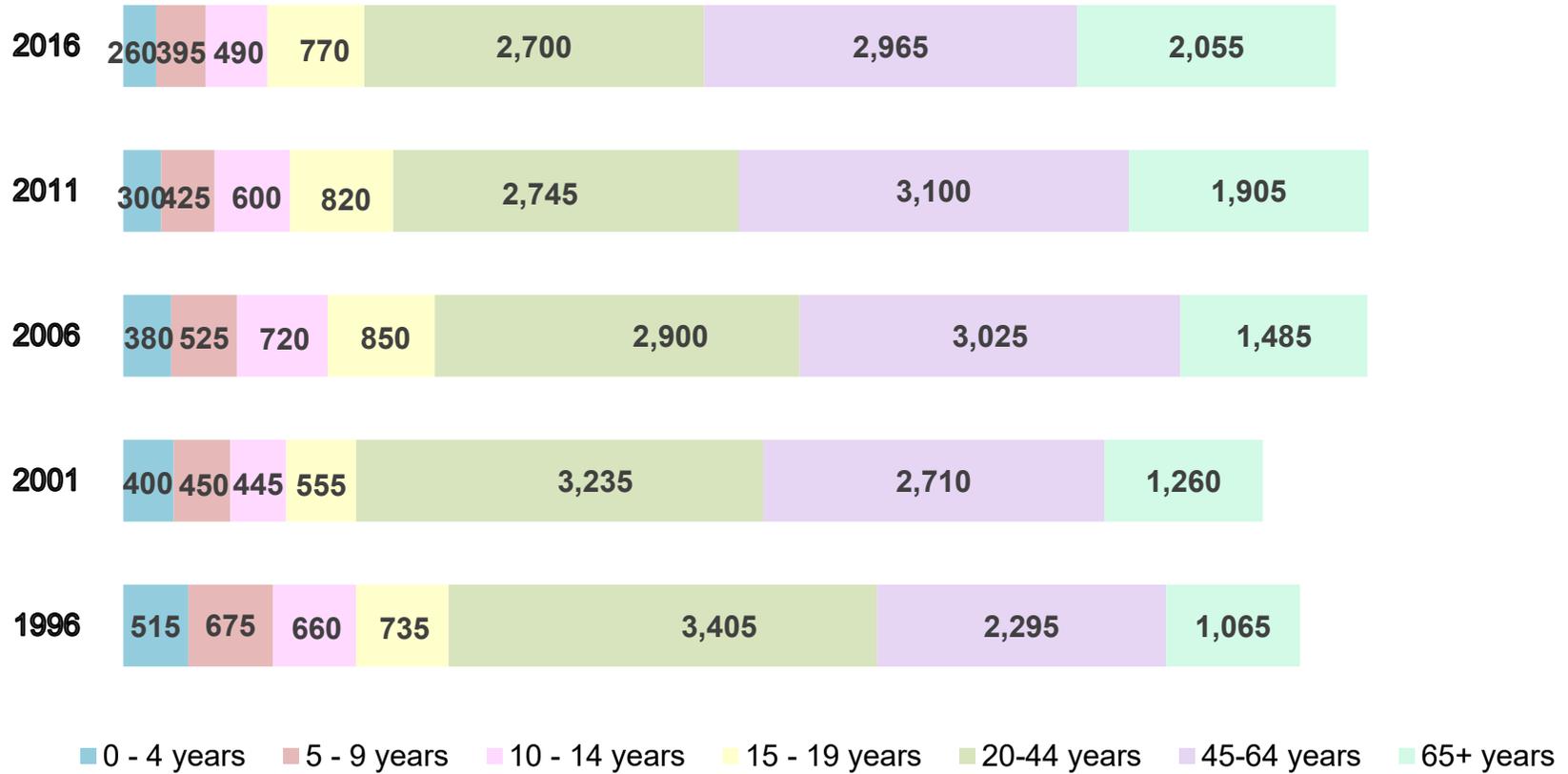
Marital Status	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
Single	2,315	2,385	2,585	2,640	2,575	↓	-2%	27%
Married	4,535	4,870	4,870	4,800	4,655	↓	-3%	48%
Common-Law	180	205	225	305	430	↑	41%	4%
Divorced	190	265	290	255	280	↑	10%	3%
Separated	130	125	165	145	175	↑	21%	2%
Widowed	330	340	360	430	360	↓	-16%	4%
Citizenship, Immigration& Ethnic Identity	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
Citizenship								
Canadian Citizens	8,805	9,295	9,160	9,060	8,585	↓	-5%	89%
Non-Canadian Citizens	545	550	740	530	1,045	↑	97%	11%
Immigration Status								
Canadian Born Population	6,965	7,250	7,115	6,630	6,405	↓	-3%	67%
Foreign Born Population	2,230	2,410	2,620	2,810	2,815	▬		29%
Visible Minority Population	1,510	1,605	1,765	2,290	2,500	↑	9%	26%
Indigenous Identity Population	0	20	10	110	65	↓	-41%	1%

Family Composition	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Census Families
Number of Census Families	**2,535**	**2,740**	**2,760**	**2,745**	**2,765**	↑	**1%**	
Family Size - 2 Persons	1,000	1,120	1,130	1,260	1,355	↑	8%	49%
Family Size - 3 Persons	495	515	505	515	570	↑	11%	21%
Family Size - 4 Persons	680	715	740	685	575	↓	-16%	21%
Family Size - ≥ 5 Persons	355	390	390	290	265	↓	-9%	10%
Census Family - Average Size	**3.2**	**3.2**	**3.2**	**3.0**	**2.9**			

2016 Family Composition

Family Size - 3 Persons, 21%

Family Size - 2 Persons, 49%

Family Size - 4 Persons, 21%

Family Size - ≥ 5 Persons, 10%
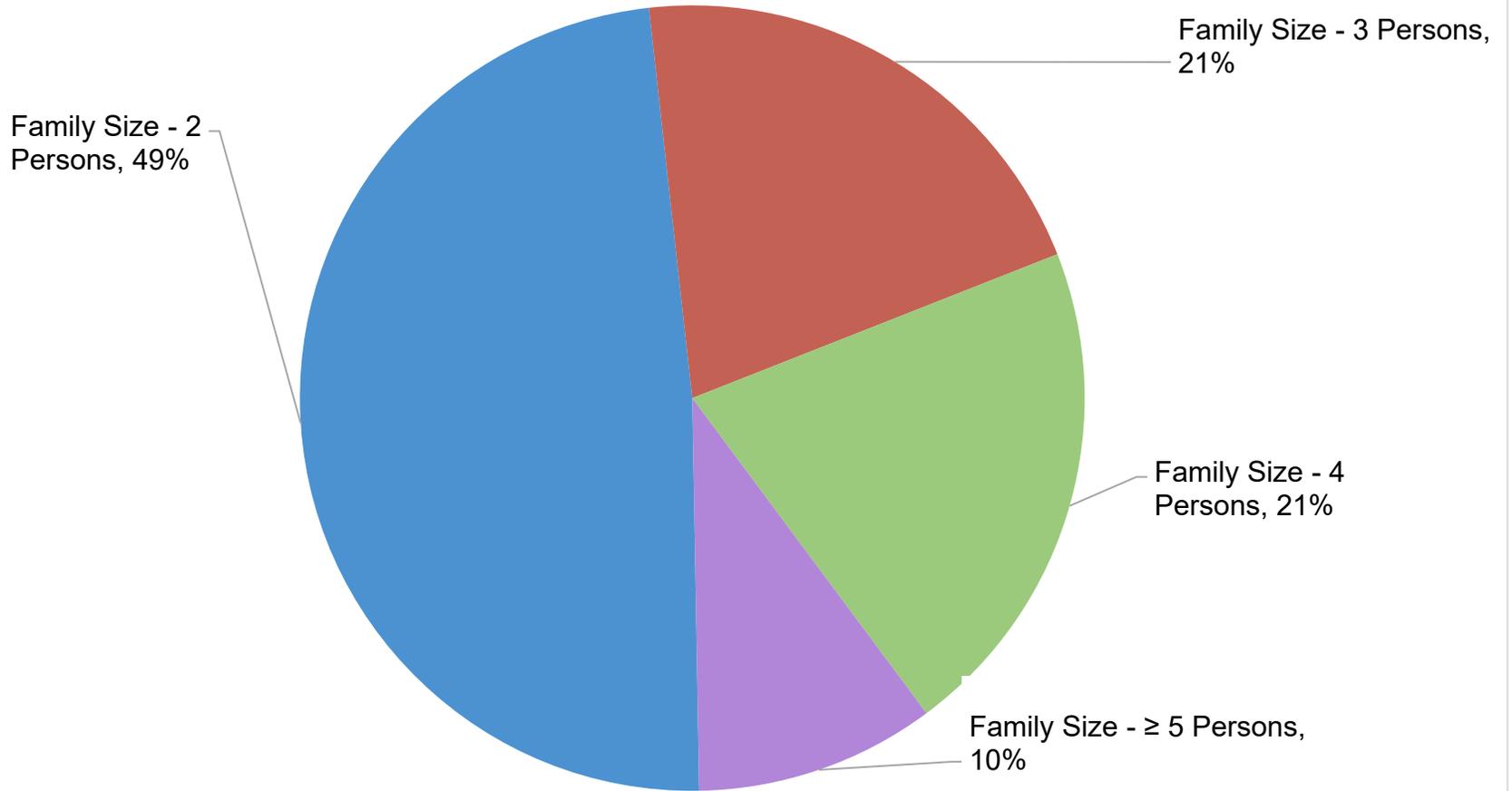
Family Structure & Number of Children	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)	
Couples (Married or Common Law)[2]	**2,340**	**2,510**	**2,520**	**2,475**	**2,480**	▬	
Without Children	870	990	995	1,120	1,215	↑	8%
With Children	1,470	1,520	1,520	1,355	1,275	↓	-6%
Lone Parent Families	190	235	240	265	280	↑	6%
1 Child	125	130	135	140	140	▬	
2 Children	45	60	90	100	105	↑	5%
≥ 3 Children	10	35	20	25	35	↑	40%
Male Headed	**35**	**60**	**40**	**50**	**35**	↓	**-30%**
Female Headed	**155**	**170**	**205**	**215**	**245**	↑	**14%**

[2] 2016 Census combines data for Married or Common Law couples without/with Children.

Educational Attainment by Credential	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
No Certificate, Diploma or Degree	N.A.	N.A.	530	715	755	↑	6%	8%
High School Diploma or Equivalent	N.A.	N.A.	1,650	1,790	1,855	↑	4%	19%
Apprenticeship, or Trade Certificate	150	510	310	215	210	↓	-2%	2%
College Certificate or Diploma	N.A.	N.A.	1,150	1,170	1,150	↓	-2%	12%
University Certificate or Degree	N.A.	N.A.	N.A.	505	185	↓	-63%	2%
University - Bachelor's Degree	N.A.	N.A.	1,865	1,850	2,290	↑	24%	24%
University Degree above bachelor level (MA or PhD)	N.A.	N.A.	1,215	2,030	225	↓	-89%	2%

Education Attainment by Credential

- No Certificate, Diploma or Degree
- High School Diploma or Equivalent
- Apprenticeship, or Trade Certificate
- College Certificate or Diploma
- University Certificate or Degree
- University -Bachelor's Degree
- University Degree above Bachelor level (M.A. or PhD)

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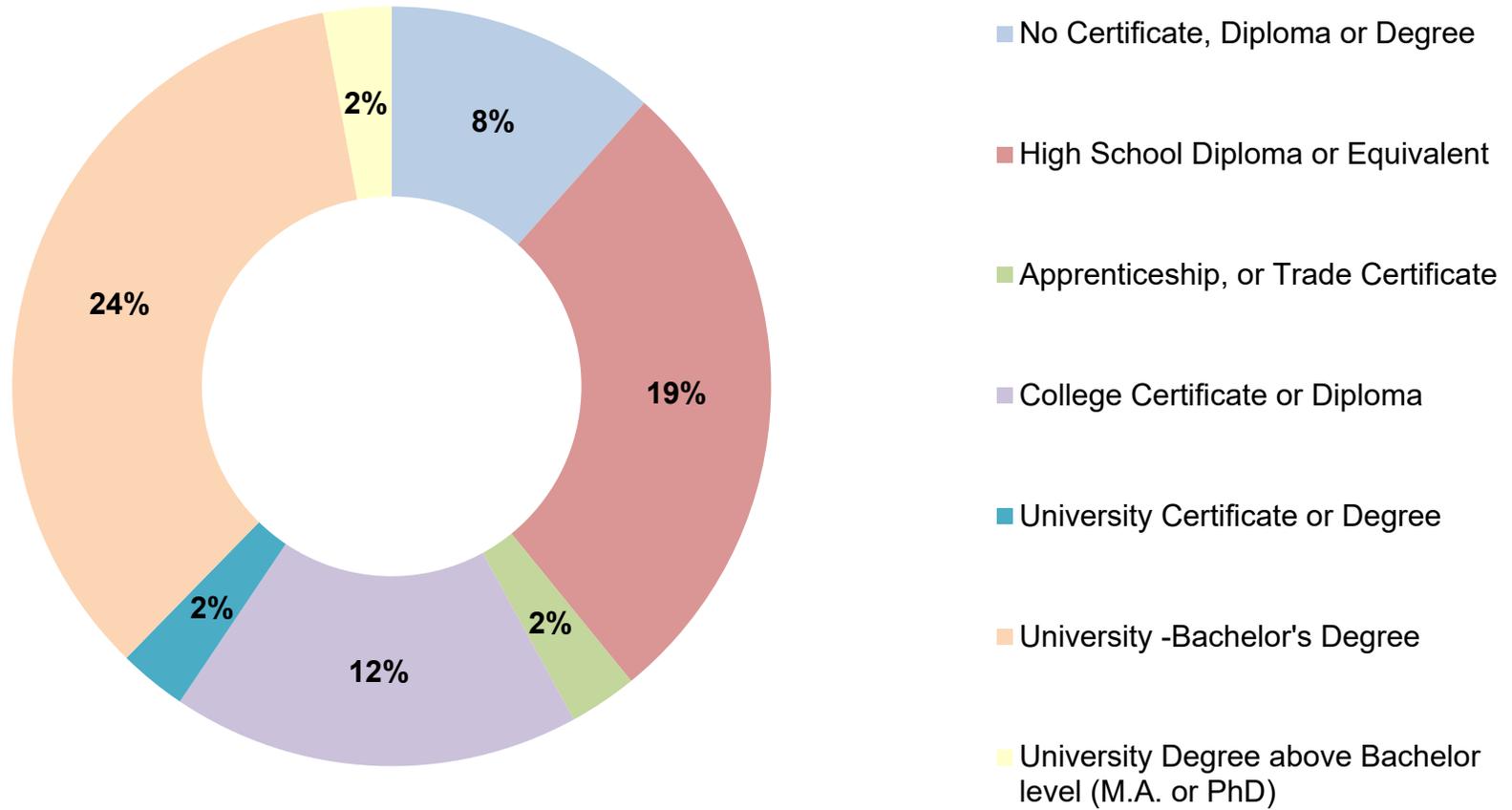
Housing by Structure Type & Tenure	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Total Occupied Dwellings
Total Occupied Dwellings	**3,250**	**3,470**	**3,555**	**3,595**	**3,760**	↑	5%	
Single-Detached	2,030	2,250	2,315	2,255	2,295	↑	2%	61%
Semi-Detached	0	10	15	15	10	↓	-33%	<1%
Row House	460	500	510	510	490	↓	-4%	13%
Duplex	10	0	80	75	50	↓	-33%	1%
Apartment < 5 Storeys	255	290	235	235	290	↑	23%	8%
Apartment ≥ 5 Storeys	480	415	400	505	625	↑	24%	17%
Number of Owned Dwellings	**2,555**	**2,820**	**2,990**	**2,825**	**2,750**	↓	**-3%**	
Owned as a % of Total	79%	81%	84%	79%	73%	↓		
Number of Rented Dwellings	**695**	**645**	**565**	**740**	**1,010**	↑	**36%**	
Rented as a % of Total	21%	19%	16%	21%	27%	↑		
Average # of Rooms	7.90	8.2	8.5	8.1	7.8	↓		
Average Gross Rent	$801	$929	$999	$1,132	$1,176	↑	4%	
Average Value of Dwelling	$258,413	$263,506	$337,864	$404,370	$483,816	↑	20%	

Labour Market Indicators	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
Total Labour Force ≥ 15 years	**5,065**	**5,285**	**5,260**	**4,955**	**4,910**	↓	-1%	**51%**
Female	2,460	2,560	2,435	2,425	2,360	↓	-3%	25%
Male	2,605	2,725	2,825	2,535	2,550	↑	1%	26%
Unemployment Rate	**4.8%**	**6%**	**5%**	**7.5%**	**8.7%**	↑		
Female	4.7%	6%	6%	7.4%	10%	↑		
Male	4.8%	6%	4%	7.5%	7.5%	↑		
Employment Rate	**N.A.**	**N.A.**	**N.A.**	**55.3%**	**52.8%**	↓		
Participation Rate	**67%**	**66%**	**65%**	**59.8%**	**57.9%**	↓		
Female	58%	66%	65%	56.9%	54.1%	↓		
Male	75%	62%	61%	63%	62%	↓		

Income Characteristics of Economically Active Population[3]	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)	
Individual Income							
Average Income	$43,241	$51,120	$59,207	$58,200	$69,999	↑	20%
Median Income	$32,902	$35,181	$35,188	$36,700	$40,531	↑	10%
Income by Gender							
Average Income – Male	$58,429	$70,697	$80,581	$74,166	$89,866	↑	21%
Average Income- Female	$28,053	$31,543	$39,209	$43,297	$51,386	↑	19%
Median Income – Male	$45,046	$46,853	$48,927	$47,051	$48,826	↑	4%
Median Income - Female	$20,759	$23,509	$28,301	$31,028	$36,079	↑	16%
Household Income							
Average Household Income	$89,973	$109,826	$131,938	$128,649	$150,543	↑	17%
Median Household Income	$77,159	$83,213	$96,373	$102,009	$98,164	↓	-4%
Family Income							
Average Family Income	$103,154	$126,749	$153,560	$153,689	$180,777	↑	18%
Median Family Income	$85,075	$95,671	$121,061	$123,373	$134,550	↑	9%
Lone-Parent Families							
Average Family Income	N.A.	N.A.	N.A.	$75,323	$100,293	↑	33%
Median Family Income	N.A.	N.A.	N.A.	$62,497	$82,910	↑	33%

[3] Data Note: Income figures based on previous reporting year and reflect gross earnings (1995, 2000, 2005, 2010 & 2015).

Income & Employment Trends, 1996-2016

Legend: Average Income (blue), Median Income (red), Unemployment rate (green line)

Data points:
- 1996: Average Income $43,241; Median Income $32,902; Unemployment rate 4.8%
- 2001: Average Income $51,120; Median Income $35,181; Unemployment rate 6.0%
- 2006: Average Income $59,207; Median Income $35,188; Unemployment rate 5.0%
- 2011: Average Income $58,200; Median Income $36,700; Unemployment rate 7.5%
- 2016: Average Income $69,999; Median Income $40,531; Unemployment rate 8.7%

Labour Force by National Occupational Classification	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Masonville Active Labour Force
Management	725	820	705	730	585	↓	-20%	12%
Business, Finance and Administration	1,010	945	895	645	630	↓	-2%	13%
Natural and Applied Science Fields	340	415	420	375	370	↓	-1%	8%
Health Occupations	565	660	755	495	700	↑	41%	14%
Education, Law and Social, Community and Government Services	720	785	945	1,075	1,055	↓	-2%	21%
Art, Culture, recreation, and Sport	100	195	175	225	185	↓	-18%	4%
Sales and Service Sector	1,160	1,095	1,100	940	895	↓	-5%	18%
Trades, Transport and Equipment Operators	190	180	200	265	220	↓	-17%	4%
Natural Resources and Agriculture	25	10	55	25	55	↑	120%	1%
Manufacturing and Utilities	175	110	125	75	80	↑	7%	2%

Employment Trends by Occupation Breakout - 2016

Natural Resources and Agriculture — 1%

Manufacturing and Utilities — 2%

Trades, Transport and Equipment Operators — 4%

Art, Culture, recreation, and Sport — 4%

Natural and Applied Science Fields — 8%

Management — 12%

Business, Finance and Administration — 13%

Health Occupations — 14%

Sales and Service Sector — 18%

Education, Law and Social, Community and… — 21%
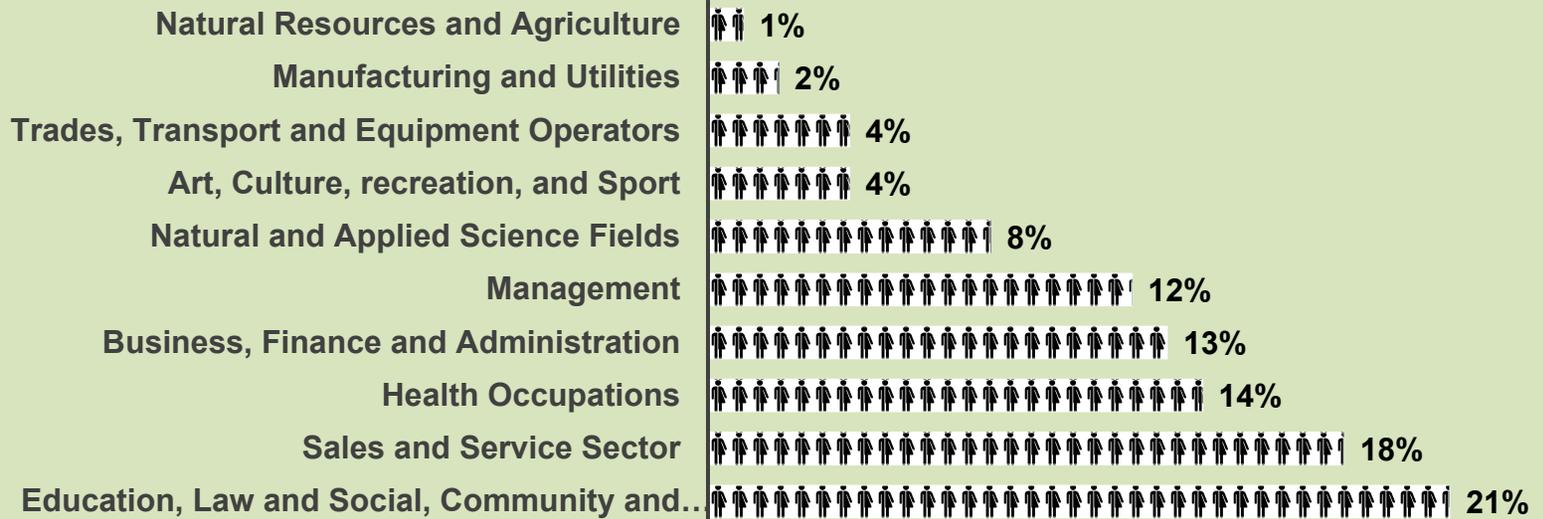
Class of Worker	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
Employee	**4,240**	**4,375**	**4,290**	**4,105**	**4,205**	↓	**-2%**	**42%**
Female	2,210	2,280	2,230	2,155	2,040	↓	-5%	21%
Male	2,030	2.095	2,060	1,955	1,980	↑	1%	21%
Self-Employed	**735**	**835**	**1,030**	**750**	**760**	↑	1%	**8%**
Female	185	245	300	240	240	▬		2%
Male	550	590	730	510	520	↑	2%	5%

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Employment Status	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Masonville Active Labour Force
Worked Full-Time in 2015	N.A.	N.A.	N.A.	3,445	2,365	↓	-31%	45%
Worked Part-Time in 2015	N.A.	N.A.	N.A.	1,250	2,890	↑	131%	55%

Employment Status, 2015 Reference Period

Worked Part-Time
55%

Worked Full-Time
45%
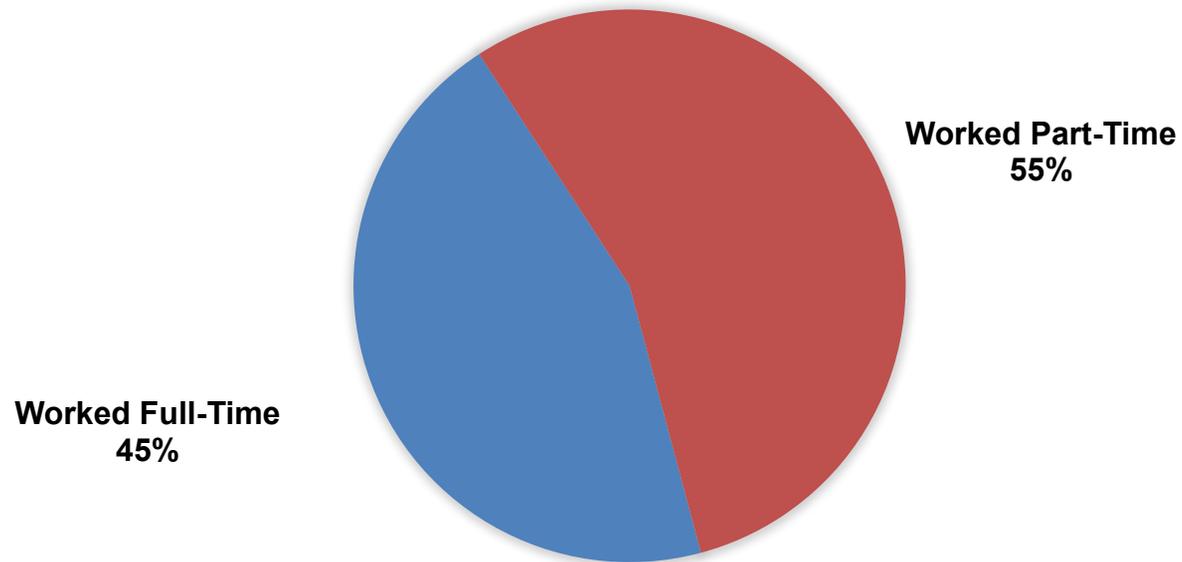
Mode of Transport to Work	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Masonville Active Labour Force
Automobile - As a Driver	3,620	3,630	3,530	3,375	3,120	↓	-8%	32%
Car-Pool	275	395	420	260	295	↑	13%	3%
Public Transportation	110	140	175	165	210	↑	27%	2%
Walked or Bicycled	230	300	365	340	365	↑	7%	4%
Other Modes	35	40	40	70	45	↓	-36%	<1%

Place of Work	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
Worked at Home	435	400	570	340	420	↑	24%	4%
Worked at a Fixed Address	4,165	4,260	4,280	3,905	3,715	↓	-5%	39%
No Fixed Workplace Address	180	250	245	300	315	↑	5%	3%
Worked within Municipality	3,710	3,860	3,830	N.A.	3,335		N.A.	35%
Work in a different Municipality	435	405	445	N.A.	275		N.A.	3%
Worked outside Canada	45	55	55	35	30	↓	-14%	<1%

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Mobility/Migration Status	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
Lived at the same address 5 years ago	4,295	5,450	6,560	6,160	6,115	↓	-1%	64%
Moved sometime within the last 5 years	4,540	3,925	2,945	3,145	3,255	↑	3%	34%
Internal Migrants	1,640	1,455	840	855	790	↓	-8%	8%
- Intra-provincial	1,395	1,320	655	710	635	↓	-11%	7%
- Inter-provincial	250	130	185	145	155	↑	7%	2%
External Migrants	305	440	685	385	855	↑	122%	9%
Lived at the same address 1 years ago	7,935	8,490	8,840	8,385	8,255	↓	-2%	86%
Moved sometime within the last year	1,340	1,285	990	1,125	1,355	↑	20%	14%
Internal Migrants	415	420	370	260	335	↑	29%	3%
- Intra-provincial	310	350	300	205	270	↑	32%	3%
- Inter-provincial	105	65	70	55	65	↑	18%	1%
External Migrants	175	215	165	95	265	↑	179%	3%

Place of Birth by Region	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
Total Immigrant Population	**2,810**	**2,810**	▬		**29%**
North America (US only)	115	105	↓	-9%	1%
Africa	145	150	↑	3%	2%
Asia	1,280	1,320	↑	3%	14%
Caribbean	15	N.A.	N.A.		N.A.
Central and South America	90	205	↑	128%	
Oceania and other places of birth	N.A.	25	N.A.		<1%
Europe	1,105	1,000		-10%	10%
Recent Immigrants	**230**	**350**	↑	**52%**	**4%**
North America (US only)	0	10	↑		<1%
Africa	0	35	↑		<1%
Asia	205	280	↑	37%	3%
Caribbean	0	N.A	N.A		N.A
Central and South America	0	15	↑		<1%
Oceania and other places of birth	N.A.	N.A	N.A		N.A
Europe	10	10	▬		<1%

Immigration by Place of Birth 2011	2011	As a % of Neighbourhood 2011	Immigration by Place of Birth 2016	2016	As a % of Neighbourhood 2016
1. United Kingdom	390	3%	**1. China**	365	4%
2. South Korea	320	2%	**2. United Kingdom**	240	2%
3. China	160	2%	**3. India**	175	2%
4. India	155	1%	**4. South Korea**	150	2%
5. Italy	135	1%	**5. Germany**	125	1%
6. United States	115	1%	**6. Italy**	115	1%
7. Lebanon	95	1%	**7. United States**	105	1%
8. Greece	95	1%	**8. Iran**	105	1%
9. Portugal	85	1%	**9. Greece**	70	1%
10. Egypt	70	<1%	**10. Portugal**	65	1%

Period of Immigration	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
Before 1981	N.A.	N.A.	1355	1,240	1,115	↓	-10%	12%
1981 to 1990	N.A.	N.A.	350	330	300	↓	-9%	3%
1991 to 2000	N.A.	N.A.	420	505	395	↓	-22%	4%
2001 to 2010	N.A.	N.A.	500	735	650	↓	-12%	7%
2011 to 2016	N.A.	N.A.	N.A.	N.A.	350	N.A.		4%

Foreign Born - Population by Period of Immigration

Period	Value
2011 - 2016	350
2001 - 2010	650
1991 - 2000	395
1981 - 1990	300
Before 1981	1,115
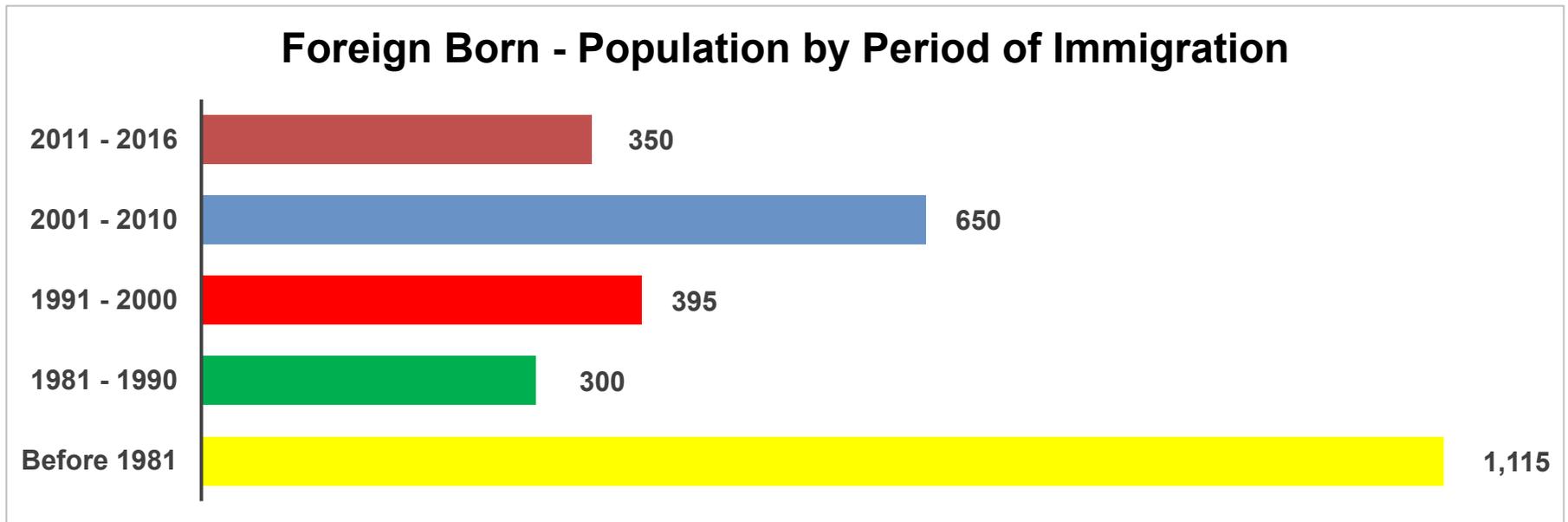
Language	1996	2001	2006	2011	2016	Change From Previous Period (2011 to 2016)		As a % of Neighbourhood
Knowledge of Official Languages								
English Only	8,395	8,805	8,765	8,665	8,495	↓	-2%	88%
French Only	10	10	0	5	10	↑	100%	<1%
English and French	865	985	1,065	1,030	985	↓	-4%	10%
Neither English or French	90	45	70	105	140	↑	33%	1%
Language Spoken Most Often at Home								
English	8,400	7,880	8,640	8,210	7,840	↓	-5%	81%
French	20	25	50	55	35	↓	-36%	<1%
Non-Official Language	755	280	1,010	1,240	1,350	↑	9%	14%
Mother Tongue [4]								
English	8,400	7,880	8,640	6,910	6,500	↓	-6%	68%
French	20	25	50	140	125	↓	-11%	1%
Non-Official Language	755	280	1,010	2,570	2,810	↑	9%	29%

[4] Statistics Canada defines 'mother tongue' as the first language learned in childhood and still understood by the individual at the time of census reporting.

Top Non-Official Languages Spoken At Home[5]	2016	As a % of Neighbourhood
Mandarin	290	3%
Arabic	140	1%
Korean	120	1%
Urdu	80	1%
Portuguese	65	1%
Cantonese	65	1%
Persian (Farsi)	60	1%
Spanish	55	1%
German	50	1%
Punjabi (Panjabi)	50	1%

[5] Data Note: The 2011 Neighbourhood profiles data reported on languages was discontinued in 2016; therefore, cannot be compared to 2016 data.