

North Park Community Church

Northeast London – 2011 Cultural & Demographic Assessment

Background

Northeast London is comprised of 8 sub-neighbourhoods. We narrowed our coverage to the area generally bounded by Clarke / Hastings / Medway / Oxford – a 3 km radius from North Park. The 4 key neighbourhoods in this area are: Huron Heights, Carling, Stoney Creek and Stoneybrook, although Huron Heights and Carling do spill out beyond the 3 km range.

Overview/Conclusions

From the attached analysis, a couple of interesting conclusions can be drawn of our target audience. First, the Thames River divides the cultural and demographic makeup of the area. So, you will see characteristics presented on the north side of the river separate from south of the river. There were also differences identified between individual neighbourhoods (Age for example: Stoneybrook is older than the other 3 neighbourhoods which were much more similar to each other), but these are not usually addressed in the attached.

The majority (2/3) of households in our area are families, although neither the age nor number of children represented in these was readily available. South of the river, 40% of these are lone parent families (20% north side). Of the 55,000 people living in our 4 key neighbourhoods in 2011, 78% were born in Canada and 22% immigrated to Canada. There were a total of 25 “place of birth” countries represented. Income and housing were notable differences across the divide of the river. On the north side, average household income was almost \$90,000 and \$50,000 south of the river, whereas the City of London average is just under \$75,000. This was mirrored in housing – both in the types and average values. 70% of homes north of the river are single detached, and 81% are owned. South of the river, the majority of housing is not single detached and 50% is rented. Also, more than half of the population in our whole area had moved in the past 5 years. Almost 40% of the population south of the river identified themselves as having no religion vs. just less than 30% on the north side. Of those with religious affiliation, the majority were Protestant or Catholic (56% south of the river and 66% on the north side). Finally, both sides of the river have a significant population with post-secondary education.

Approach

All information we needed and used was in the 2011 Census data compiled here:

<https://www.london.ca/About-London/community-statistics/neighbourhood-profiles/Pages/North-East-London.aspx>

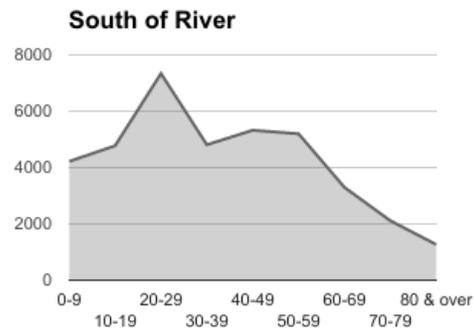
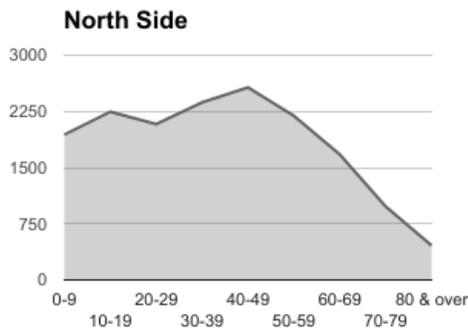
We focused on the detailed reports of each of the 4 key neighbourhoods within 3 km of the church property as outlined above and summarized their key characteristics, which is presented in the following pages.

Note: 2016 Census data will be released on a schedule from May 3 through to November 29, 2017. We will monitor the topic releases where information in the attached is updated and look for relevant and material differences.

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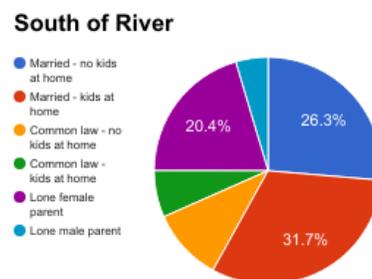
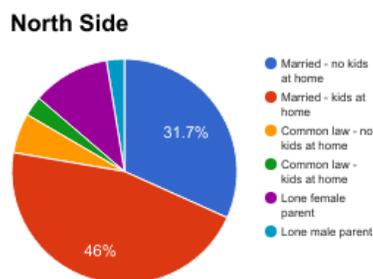
POPULATION BY AGE



Brief Summary:

- In Northeast London, the largest segment of the 55,000 people live in the 2 neighbourhoods south of the river.
- The 2011 median ages in the 4 neighbourhoods are: Carling: 33.5, Stoney Creek: 34.4, Huron Heights: 38, and Stoneybrook: 46.6.
- On the north side, age distribution is consistent across various age groups, except for those 60 and over, which represent only 20% of the population.
- The age distribution south of the river shares the same characteristics, with the notable difference of a significant spike in the 20-29 age group (millennials), which we assume to be the student population.

FAMILY CHARACTERISTICS



Brief Summary:

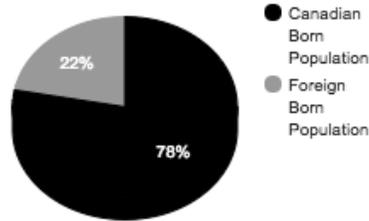
- Both north and south of the river, 2/3 of households have children in them.
- South of the river, there are about 6,500 families with children, 40% of which are lone parent families.
- North of the river about 3,000 total families have children, 20% of which are lone parent.
- Data about the numbers of children within families and their ages was not readily available.

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IMMIGRATION - STATUS

Immigration Status - Northeast London

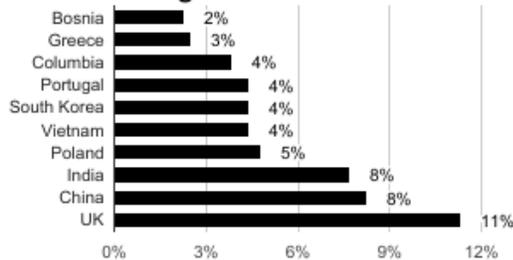


Brief Summary:

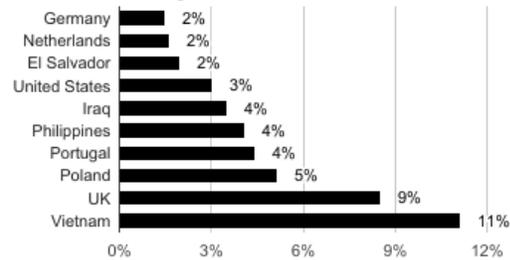
- Of the 55,000 people living in the 4 key neighbourhoods of Northeast London in 2011, 78% were born in Canada and 22% immigrated to Canada. There were a total of 25 “place of birth” countries represented in Northeast London as illustrated in the following charts.

IMMIGRATION – PLACE OF BIRTH

North Side Top 10 - Immigration



South of River Top 10 - Immigration



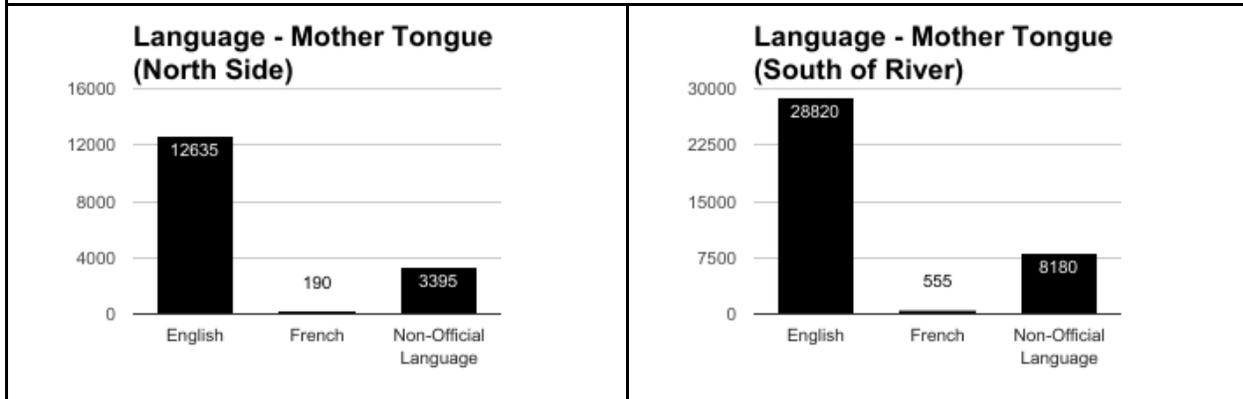
Brief Summary:

- About 20% of immigrants on both sides of the river were born in Europe. Of the top 10 places of birth, Asia represented 25% of immigrants on the north side and 21% south of the river.
- North of the river, about 22% of immigrants came to Canada before 1971 and 50% of immigrants since 1991.
- South of the river, about 25% of immigrants came to Canada before 1971 and 46% of immigrants since 1991.

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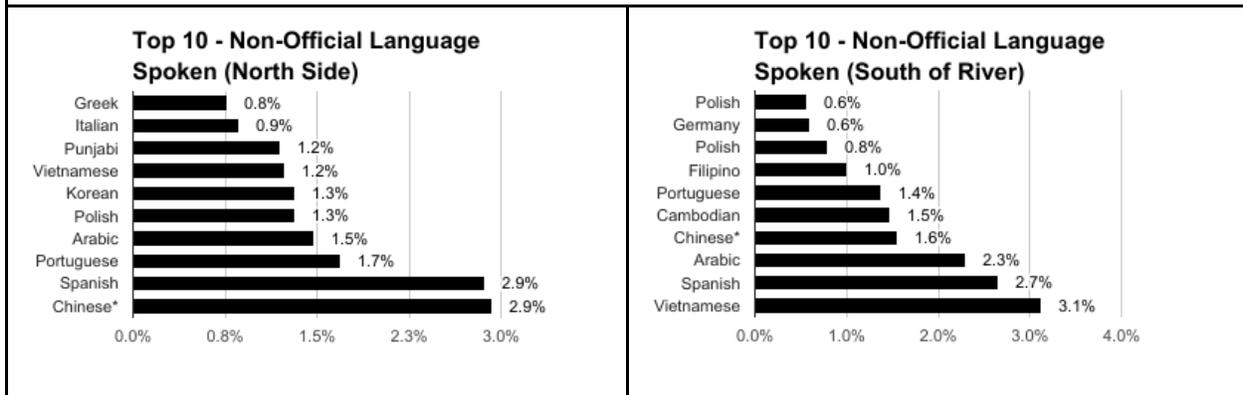
LANGUAGE - MOTHER TONGUE



Brief Summary:

- The population's mother tongue in Northeast London mirrors their place of birth, with around 77% claiming English as their mother tongue.

LANGUAGE – OTHERS SPOKEN



*Cantonese & Mandarin

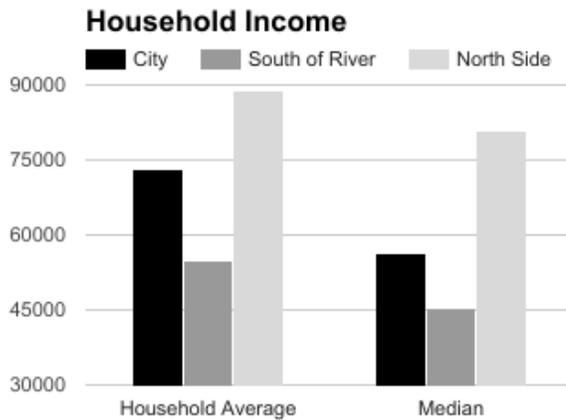
Brief Summary:

- Spanish was spoken in around 3% of homes in both segments divided by the river in Northeast London.
- On the north side, Chinese was a similar proportion as the Spanish-speaking population, but south of the river Vietnamese was most represented, and Arabic also a notable portion.

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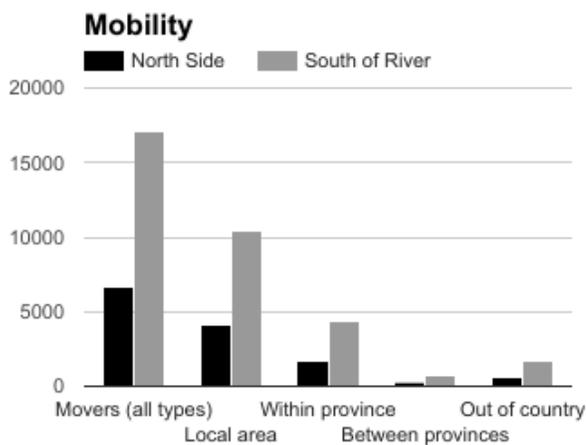
INCOME



Brief Summary:

- The average household income in the 4 neighbourhoods in 2011 was: Stoneybrook: \$103,000, Stoney Creek: \$80,000, Huron Heights: \$61,000, and Carling: \$49,000.
- So, the differences between the individual neighbourhoods, even on the same side of the river, are as significant as the differences between the 2 segments that we have been describing.

MOBILITY



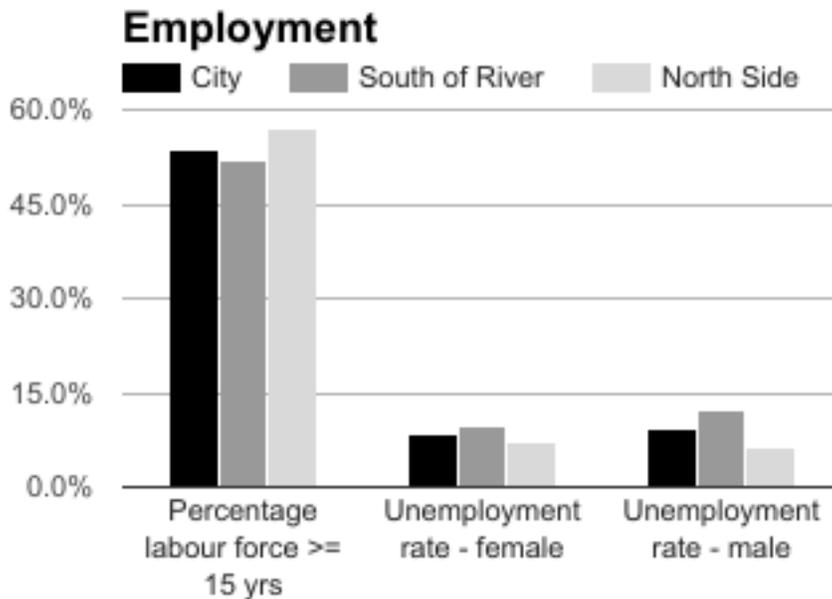
Brief Summary:

- Within the last year, 83% of the residents of Northeast London lived at the same address as one year before, but 46% had moved sometime in the last 5 years. 61% of all movers in the past 5 years moved within the local area, 25% within the province, and 10% from another country.

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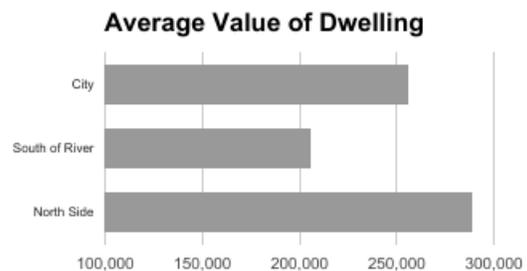
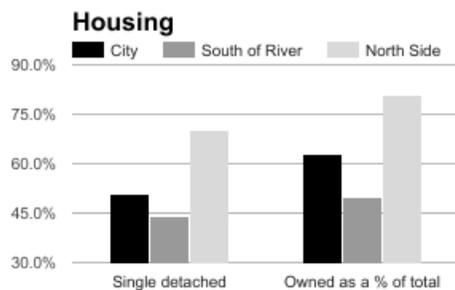
EMPLOYMENT



Brief Summary:

- Both employment on the north side of the river (57%) and the male unemployment rate (6.3%) are better than the south side where employment is 52% and the male unemployment rate almost double at 12.1%.

HOUSING



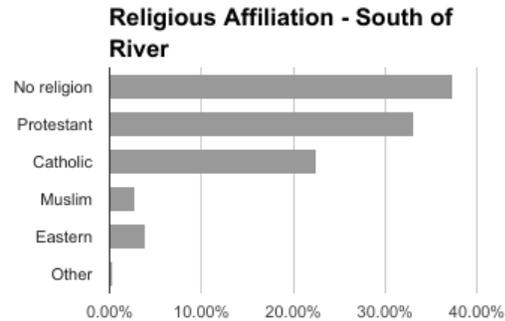
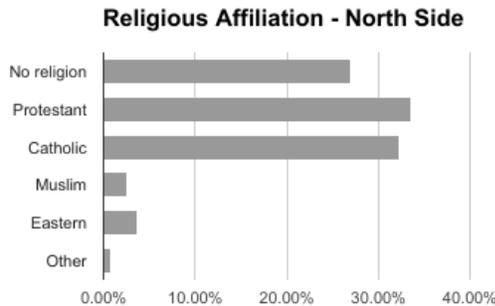
Brief Summary:

- The average value of dwellings owned on the north side of the river in Northeast London in 2011 was \$289,000 and south of the river \$206,000.
- 70% of homes north of the river are single detached, and 81% are owned.
- South of the river, the majority of housing is not single detached and 50% is rented.

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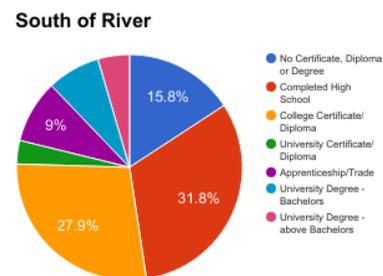
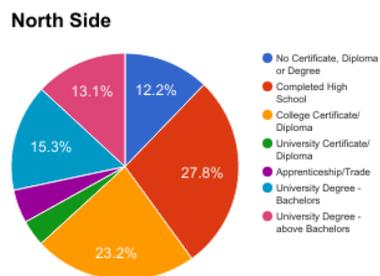
RELIGION



Brief Summary:

- Although actual population is larger south of the river, the religious affiliation patterns are similar.
- Protestants and Catholics have significant representation in the neighbourhoods – almost 56% south of the river and 66% on the north side.
- Those identifying themselves with no religion are also a large segment in both areas.
- Muslim, Eastern, and Other religions are the minority.

EDUCATION



Brief Summary:

- Education on both sides of the river is also fairly similar. The demographics show that those who are high school educated and those who have college certificates/ diplomas are in the highest percentages.
- 60% of the population on the north side of the river went on for further post-secondary training (52% south of the river)
- 32% of those north of the river have completed at least some university-level education, twice the amount as the south side.
- South of the river the third largest segment are those with no certificate/diploma/degree.