

London Free Press

London is a city in Southwestern Ontario along the Quebec City - Windsor Corridor with a metropolitan area population of 457,720. According to the 2006 census, the city proper of London had a population of 352,395 people, 48.2% male and 51.8% female. Children under five accounted for approximately 5.2% of the resident population of London. 13.7% of the resident population in London were of retirement age (65 and over), which is also the percentage for Canada as a whole. The average age is 38.2 years of age, compared to 39.5 years of age for all of Canada.



Circulation	
Monday	75,348
Tuesday	75,219
Wednesday	75,488
Thursday	75,263
Friday	79,318
Saturday	88,849

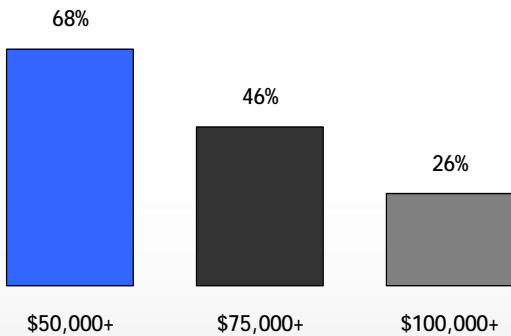
Readership	
Weekday	146,000
Saturday	148,900
6 Day CUME	239,200
Weekly Print/Online	267,100

Special Features	
Name	
Home Guide Outdoors	
Fashion Statement	
Small Business Week	

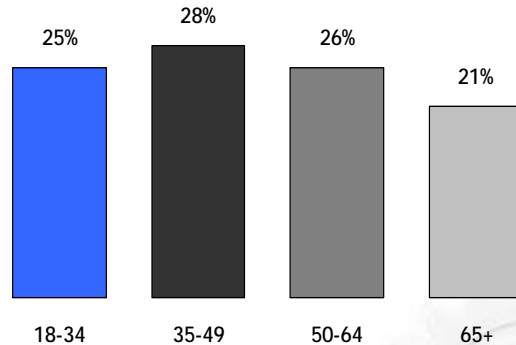
Demographic Highlights

- 52% are adults 25-54
- 50:50 male to female
- 66% are married/living together
- 65% have some post secondary ed. plus

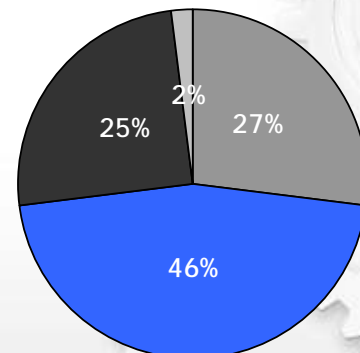
Household Income



Age



Occupation



- Managers/Professionals
- Blue Collar
- Other White Collar
- Other