CITY OF ST. JOHN'S

DEMOGRAPHIC AND OPINION SURVEY

The City of St. John's undertook a residential survey administered between February and July, 2016 designed to gather information and perspectives from residents. The information collected will inform policy, planning and the delivery of services now and into the future. A survey of residents in the St. John's Census Metropolitan Area (CMA) was also completed in partnership with the Towns of Conception Bay South, Paradise, Portugal Cove-St. Philip's, and Torbay for a regional perspective.



HOUSEHOLD SIZE

51.4%

Of households have two or fewer people.

Numbers of persons in household

















EMPLOYMENT STATUS

28.17₀

Retired or do not work

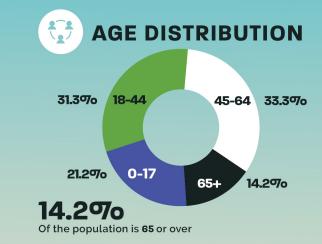
60.6₇₀

Employed (full time, part time, casual/seasonal, etc.). Of those employed:

50.97 Employed full time

13.5% Self employed

12.976 Are employed directly or indirectly in the oil and gas, mining, and energy sectors



HOUSEHOLD INCOME

42,1%

Reported a household income

of \$100,000 or more

25.3%

Reported a household income of under \$50,000



DOWNTOWN

74.1%

Visit downtown St. John's on a monthly basis or more. (Excludes those who live downtown)



HOME OWNERSHIP

79.1% own

19.370 Rent 1.070 Lease/Other



LIVING IN YOUR COMMUNITY

50.8%

Have lived in St. John's for 20+ years Of the 13.9% that said they lived in St. John's less than five years...

69.276 are not originally from St. John's. Of this group:

64.0% are from another municipality in

Newfoundland and Labrador

20.6% are from another province or territory in Canada

13.176 are from another country

22.476 Indicate they may move within the next five years **45.770** of those said they would stay in St. John's



CITY SERVICES

85.4₇₀

Are very or somewhat satisfied with City services and programs.

Municipal services and programs used by households (respondants could select multiple answers)

Recycling Programs 84.170 Trails 76.270

Parks/Playgrounds 73.3% Robin Hood Bay 70.6%

Recreational Facilities 54.170 Community Events 51.170

Public Transportation 24.5% Recreational Programs 30.9%

Purpose of visits to downtown St. John's by those that visit on a monthly basis or more (Respondents could select multiple answers)

64.2%

86.4%

★ Entertainment/Dining 64.4% **Shop**

Walk/Browse

25.3%

- Work

Business Dealings



88.8%

Get to work by **Automobile**

66.4%

Can get to work in under 15 mins



QUALITY OF LIFE

Aspects of St. John's that people feel make it a good place to live (respondents could select multiple answers)

People and Hospitality 87.0% 83.8% Natural Environment 80.2% Arts/Culture/Heritage Amenities/Services Available 73.1% 59.3*9*70 Safety/Low Crime



CHALLENGES

Job Opportunities 36.8%

Challenges facing the City of St. John's that should be a priority (top four)

Managing the City's budget

Infrastructure

Creating affordable housing

Economy



Source: Newfoundland & Labrador Statistics Agency, St. John's CMA Demographic Profile Survey 2016. Results for City of St. John's are accurate at a 95% confidence level with a margin of error of +/- 2.3%. Percentages may not sum to 100% due to rounding and/or non-response. The survey was administered between February and July, 2016 to residents of St. John's.