CITY OF ST. JOHN'S: FOCUS ON DOWNTOWN DEMOGRAPHIC AND OPINION SURVEY

Survey results indicate that 72.2% of people that live in the 13 communities that make up the St. John's Census Metropolitan Area, excluding those who live downtown, visit downtown St. John's on a monthly basis or more. Residents of St. John's were asked about how often they visit Downtown and the purpose of their visit, and if they don't go Downtown often, why not?



DOWNTOWN VISITS

74.1%

Visit downtown on a monthly basis or more (excludes those who live downtown)

Daily 11.4%

Weekly 23.8%

Monthly 38.9%

Yearly 17.2%

Never 7.8%



PURPOSE OF VISIT

Purpose of visits to downtown by those that visit on a monthly basis or more (respondents could select multiple answers)

Entertainment / Dining

86.4%

Shopping

64.4%

Walk / Browse

64.2%

Business Dealings 25.3%

Work 24.0%



WHY NOT VISIT DOWNTOWN?

Of the residents that visited on a yearly basis, or less, it was because... (respondents could select multiple answers)

56.3%

Lack of Parking

42.3%

Prefer to access entertainment/ eat/shop elsewhere

29.1%

Cost of Parking

22.8%

Entertainment/restaurants/shops do not interest vou

19.8%

Other

18.1%

Weather related factors

17.9%

Inconvenient or inadequate transit times or routes

