

CITY OF ST. JOHN'S: FOCUS ON DOWNTOWN

DEMOGRAPHIC AND OPINION SURVEY

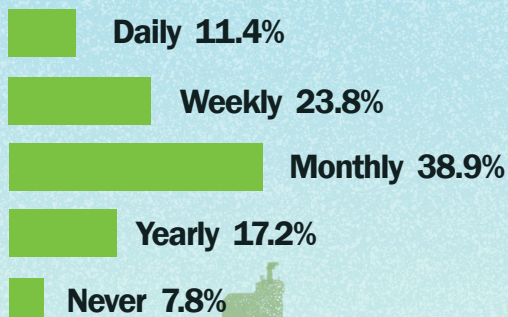
Survey results indicate that 72.2% of people that live in the 13 communities that make up the St. John's Census Metropolitan Area, excluding those who live downtown, visit downtown St. John's on a monthly basis or more. Residents of St. John's were asked about how often they visit Downtown and the purpose 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)



PURPOSE OF VISIT

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



WHY NOT VISIT DOWNTOWN?

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

