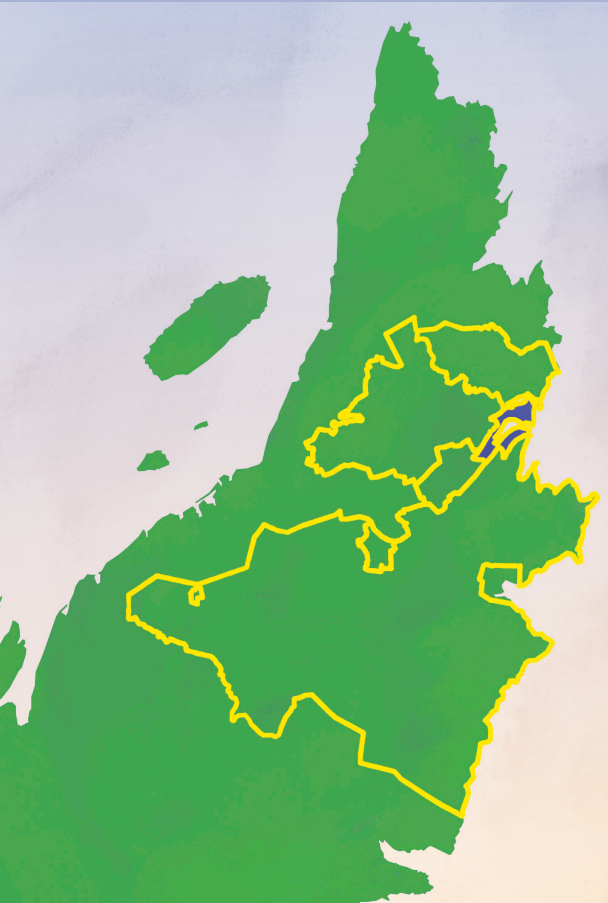


# CITY OF ST. JOHN'S: DOWNTOWN

## 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. In addition to the City of St. John's report, the City was also divided into five geographic areas: Downtown; Central; West; East; and Goulds/Shea Heights.



The Downtown includes the area from Shaw Street to Quidi Vidi, including Lemarchant Road, the Boulevard, Duckworth Street, Water Street, the Battery, and Southside Road. A detailed map is available at [www.stjohns.ca](http://www.stjohns.ca) in the Publications section under Business Reports.



### HOUSEHOLD SIZE

**63.5%**

Of households have two or fewer people

Numbers of persons in household



**28.1%**



**35.4%**



**17.8%**



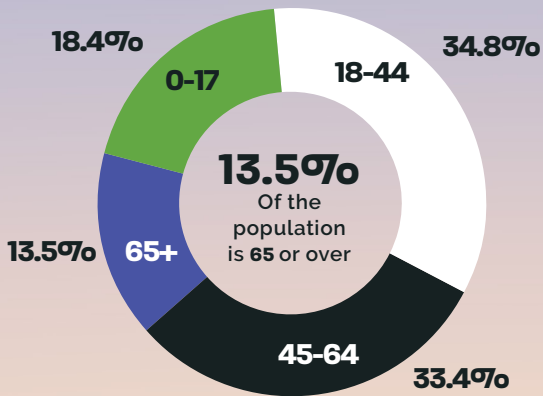
**13.8%**



**4.6%**



### AGE DISTRIBUTION



### HOME OWNERSHIP



**66.2%** Own



**33.0%** Rent



### EMPLOYMENT STATUS

**25.9%**

Retired or do not work

**61.8%**

Employed (full time, part time, casual/seasonal, etc.).

Of those employed:

**52.3%** Employed full time

**17.9%** Self employed

**12.4%** Are employed directly or indirectly in the oil and gas, mining, and energy sectors



### LIVING IN YOUR COMMUNITY

**16.5%**

Have lived in St. John's for less than **5** years

**53.2%**

Have lived in St. John's for **20+** years

**29.7%**

Indicate they may move in the next **5** years



### CITY SERVICES

**82.7%**

Are very or somewhat satisfied with City services and programs

**63.2%**

Feel that the City is effective or very effective in keeping them informed



### YOUR COMMUTE *(if working in the St. John's CMA)*

**72.2%**

Get to work by **Automobile**

**65.0%**

Can get to work in under **15 mins**



### HOUSEHOLD INCOME

**33.0%**

Reported a household income of **\$100,000** or more

**31.9%**

Reported a household income of under **\$50,000**



ST. JOHN'S

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 +/- 4.9%. 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.