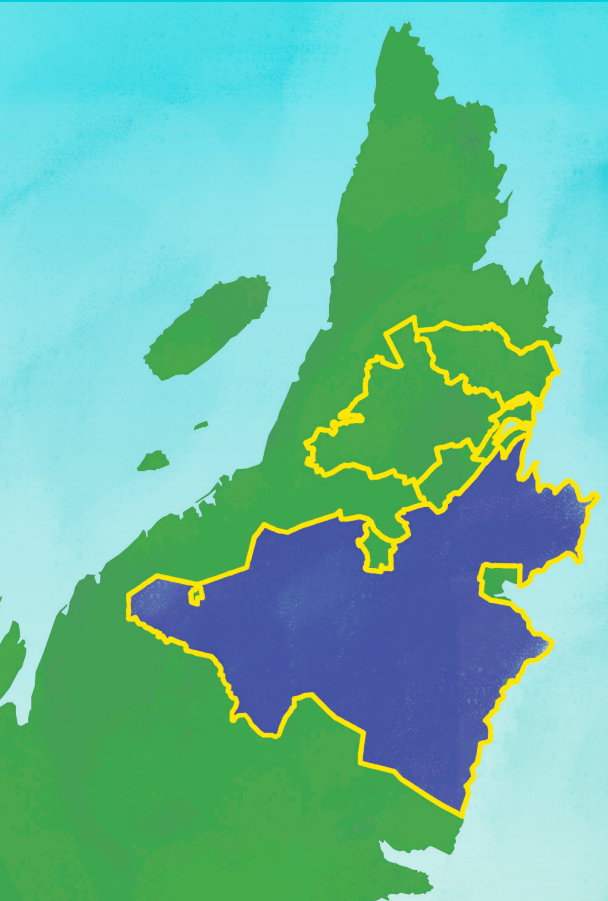


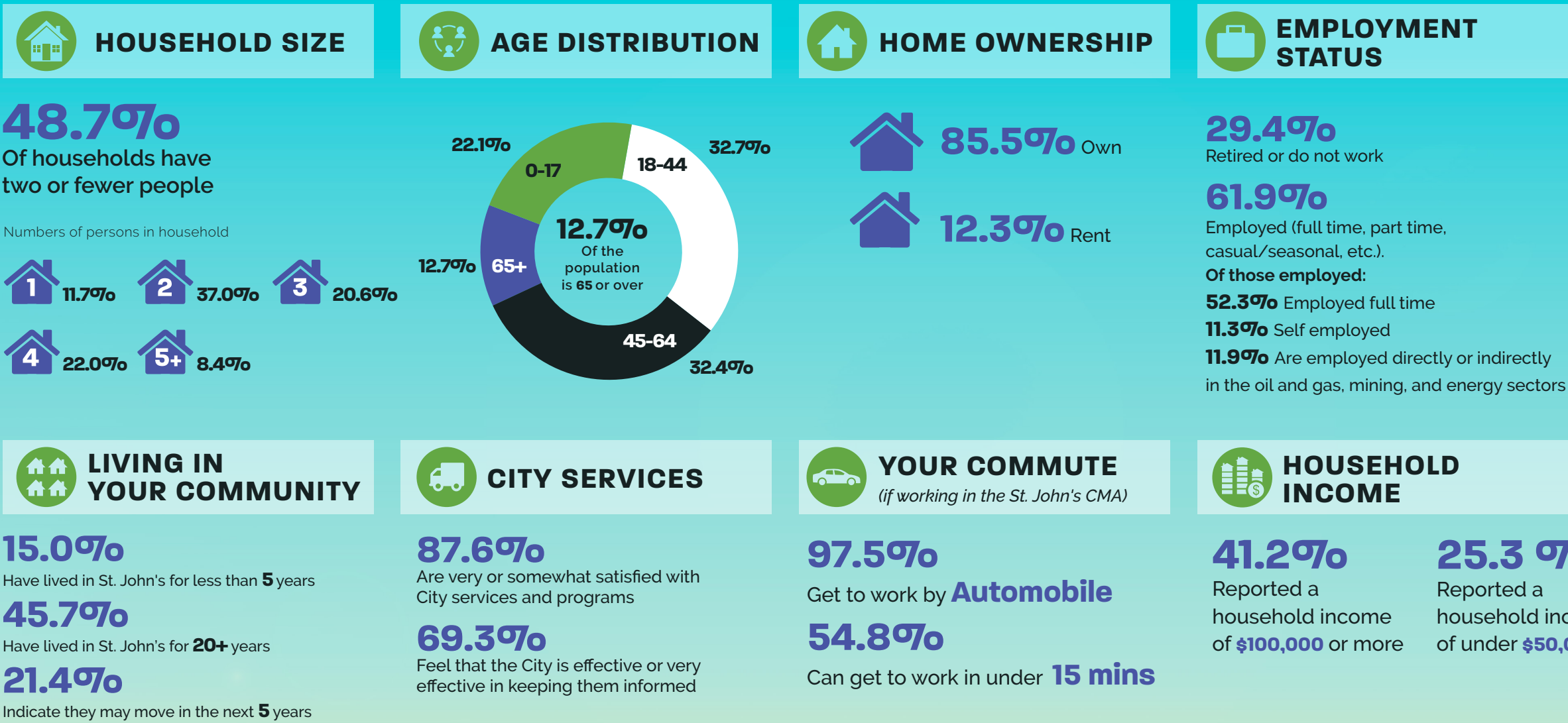
CITY OF ST. JOHN'S: SHEA HEIGHTS/GOULDS

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 Goulds/Shea Heights includes the area from Shea Heights to the Goulds including Kilbride and Blackhead. A detailed map is available at www.stjohns.ca in the Publications section under Business Reports.



**HOME OWNERSHIP**

85.5%

Own

12.3%

Rent

**EMPLOYMENT STATUS**

29.4%

Retired or do not work

61.9%

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

Of those employed:

52.3%

Employed full time

11.3%

Self employed

11.9%

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

**LIVING IN YOUR COMMUNITY**

15.0%

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

45.7%

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

21.4%

Indicate they may move in the next 5 years

**CITY SERVICES**

87.6%

Are very or somewhat satisfied with City services and programs

69.3%

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

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

97.5%

Get to work by Automobile

54.8%

Can get to work in under 15 mins

**HOUSEHOLD INCOME**

41.2%

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

25.3 %

Reported a household income of under \$50,000



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 +/- 5.1%. 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.