State of the Economy

St. John's Metro April 2019



ST. J@HN'S

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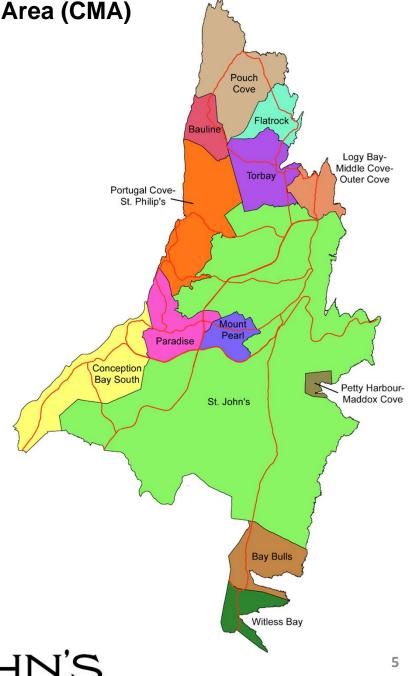
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St. John's Census Metropolitan Area (CMA)

St. John's Census
Metropolitan Area (CMA) is a
geographic area defined by
Statistics Canada that
includes St. John's and
several neighbouring
communities.

St. John's CMA may also be referred to as St. John's metro throughout this document.



Source: Department of Finance, Newfoundland & Labrador Statistics Agency

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St. John's CMA¹ Economic Indicators

	2017	2018
Real GDP (2007\$M)	16,927	17,103e
% Change	2.1	1.0
Retail Trade (\$M)	4,038	4,005
% Change	1.8	-0.8
Household Income (\$M)	10,988	11,047e
% Change	1.2	0.5
Consumer Price Index (2002=100)	135.3	137.4
% Change	2.3	1.6

^{1.} St. John's Census Metropolitan Area (CMA) is a geographic area defined by Statistics Canada that includes St. John's and several neighbouring communities. St. John's CMA may also be referred to as St. John's metro throughout this document. Please refer to the following website for a map of St. John's CMA http://stats.gov.nl.ca/Maps/

Source: Statistics Canada; Economic and Project Analysis Division, Department of Finance, Government of Newfoundland and Labrador. Table shows change from previous year. e: estimate

Labour Force Characteristics

Employment is improving in St. John's metro; employment was up 0.7% or 800 jobs in 2018.

	2017	2018
Labour Force (000s)	120.0	121.0
% Change	-5.0	0.8
Employment (000s)	109.9	110.7
% Change	-5.6	0.7
Unemployment Rate	8.4%	8.4%
Change	0.6 ppts	0.0 ppts
Participation Rate	65.1%	65.2%
Change	-4.5 ppts	0.1 ppts

Source: Statistics Canada; Economic and Project Analysis Division, Department of Finance, Government of Newfoundland and Labrador. Table shows change from previous year.

Business Approvals

There were 154 businesses approved by St. John's City Council in 2018; 48 (or 31%) were for small home-based businesses.

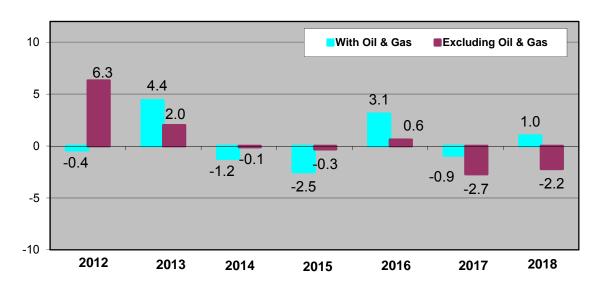
	2013	2014	2015	2016	2017	2018
Home Based Businesses	51	59	43	57	65	48
General	89	89	102	74	86	106
Total	140	148	145	131	151	154

Source: City of St. John's

Economic Growth and Oil Production

Real GDP growth in the St. John's CMA is sensitive to changes in oil production. The majority of oil industry activity is resident in the area, therefore most of the province's oil-related Real GDP is allocated to the CMA.

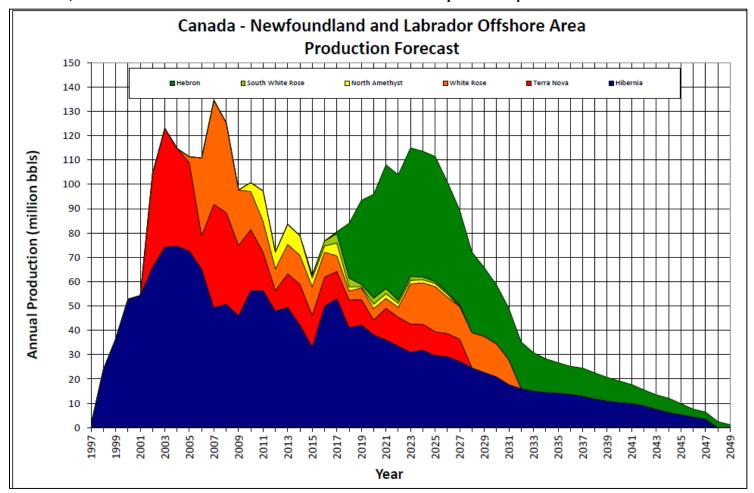
Real GDP Growth With and Without Oil & Gas St. John's CMA (%)



Source: Mid Year Economic Outlooks, Economic and Project Analysis Division, Department of Finance, Government of Newfoundland and Labrador

Oil Production Forecast

The Hebron project began oil production November 27, 2017. Newfoundland and Labrador's offshore has 3.9 billion barrels of discovered oil reserves/resources, of which 1.7 billion barrels has already been produced.



Source: Canada-Newfoundland and Labrador Offshore Petroleum Board (C-NLOPB), 2019. Advance 2030, Government of Newfoundland Labrador.

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Major projects in Newfoundland & Labrador

These major projects make significant investments and contribute to the local economy.

Project	Value
Hebron Offshore Oil Development (2008-2024)	\$14.0 B
Muskrat Falls Hydroelectric Generation Facility (2012-2020)	\$12.7 B
Husky Energy West White Rose Project (2013-2022)	\$3.2 B
Exploration work commitments in the NL offshore area	\$2.9 B
Vale Voisey's Bay Underground Mine	\$1.9 B
Iron Ore Company of Canada Wabush 3 Mine (2017-2018)	\$79.0 M
Rambler Metals and Mining Canada, Phase II expansion, Baie Verte peninsula	\$66.0 M

Note: This is not a complete list of Major Projects.

Source: Economic, Fiscal and Statistics Branch, Department of Finance, Government of Newfoundland and Labrador; Project Proponent

Private Sector Major Projects (St. John's)

Millions of dollars in ongoing private sector developments in St. John's.

Project	≥\$20Million
St. John's International Airport 2017-2026 Capital Plan	\$200.0
Galway and Glencrest Development 2017-2020	\$150.0
Avalon Mall redevelopment, 48 Kenmount Road (2018-2020)	\$100.0
Canopy Growth, 390 East White Hills Rd.	\$48.5
Hilton Garden Inn, New Gower Street	\$30.0
Long-term care facility, 240 Waterford Bridge Rd.	\$26.5
Seniors home development, 134 Airport Heights Drive	\$23.2
Star of the Sea Condos, 40 Henry Street	\$22.0
Winslowe Ridge retirement living, L'Anse Aux Meadows Cres.	\$21.6
Office building, Hebron Way	\$20.0

Note: Table is not a complete list of all projects.

Source: City of St. John's, Economic and Project Analysis Division, Department of Finance, Government of Newfoundland and Labrador, Project Proponent

City of St. John's Projects

City of St. John's continues to make capital investments.

Project	≥\$4Million
Mews Recreation Centre Replacement (2019-2022)	\$26.0
Streets Rehabilitation Program (2019-2020)	\$26.0
Water Street Infrastructure Improvements (2018-2022)	\$15.4
Bay Bulls Big Pond Water Treatment Facility Upgrade (2017-2020)	\$12.0
Kenmount Road Storm Sewer – Phase 1B	\$11.2
Goulds Sewage Pumping Station Replacement	\$8.7
Northeast Land Assembly Trunk Storm Sewer Replacement	\$5.4
Windsor Lake Water Treatment Plant Extension (2019-2021)	\$5.0

Note: Table is not a complete list of all projects.

Source: City of St. John's

Public Sector Projects

Millions of dollars in public sector investments are ongoing in St. John's.

Project	<u>></u> \$12 Million
Memorial University Core Science Facility (2013-2020)	\$325.0
Colonial Building Restoration (2009-2019)	\$22.2
Salvation Army community centre and housing units	\$14.0

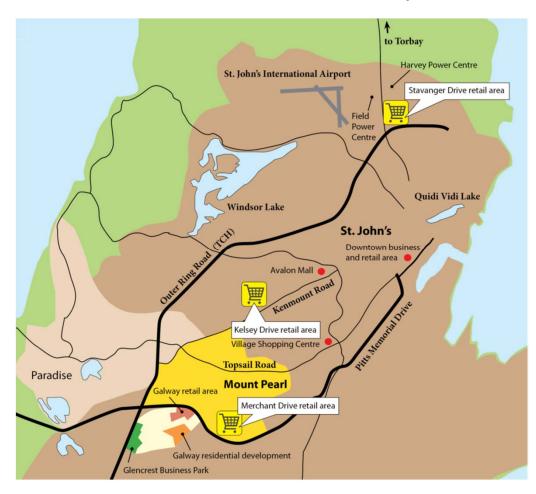
Note: Table is not a complete list of all projects.

Source: City of St. John's, Government of NL, Department of Finance, Economic, Fiscal and Statistics Branch; Project Proponent

Development Areas

Growth areas offer significant residential and commercial development.

- Harvey's Power Centre, east side of Torbay Road
- Field Power Centre, west side of Torbay Road
- Galway Business Centre, west entrance to St. John's off TCH - industrial, residential and retail

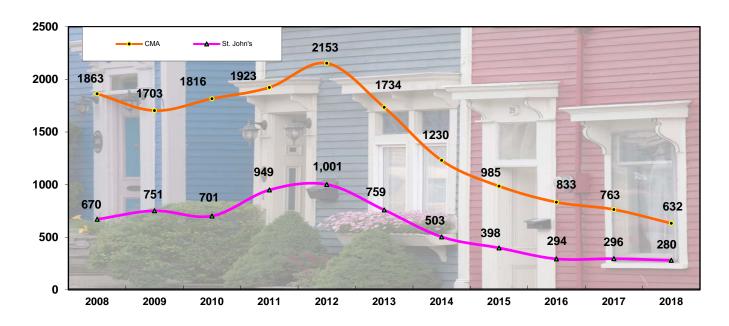


For location and further information:
https://www.remaxplusrealty.ca/commercial-1/
www.galwaybusinesscentre.ca
Map: City of St. John's

Housing Starts

St. John's CMA housing starts decreased by 17.2% to 632 units in 2018. In the City of St. John's, housing starts decreased to 280 units.

Housing Starts - City of St. John's and St. John's CMA 2008 - 2018

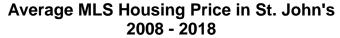


Note: CMA (census metropolitan area) housing starts include City of St. John's housing starts.

Source: Canada Mortgage and Housing Corporation (CMHC)

Average MLS^{®1} Housing Prices

The average MLS® housing price almost doubled from 2007 to 2014, then decreased to \$295,580 in 2018².





¹ MLS® (Multiple Listing Service) is a registered trademark of the Canadian Real Estate Association (CREA).

Source: CMHC, adapted from MLS® data.

² CREA has made changes to the way the historical series is aggregated so prices are different from previous editions of the *State of the Economy*.

Industrial Market Rental Rates

Industrial market rental rates remained on par with the previous year at \$14.56 per sq. ft. The vacancy rate decreased to 15.2% in January 2018.



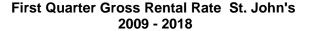


Source: Rental rates reflect overall weighted avg gross rent, Cushman & Wakefield Atlantic



Office Market Rental Rates

Office market rental rates remained on par in the first quarter of 2018 at \$34.98 per sq. ft.; however, they have increased 69% over the last ten years.



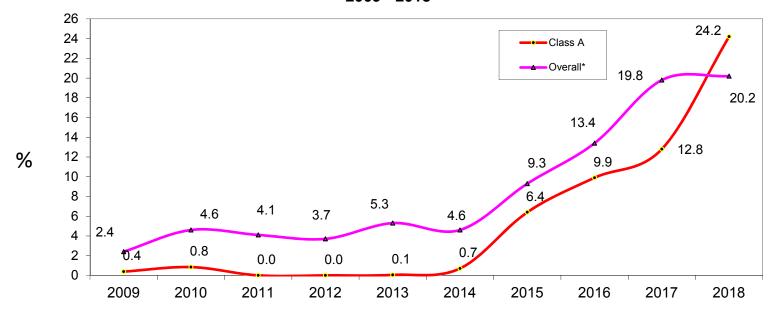


Source: Cushman & Wakefield Atlantic

Office Vacancy Rates

Overall office vacancy rates rose slightly in 2018 reaching 20.2%, an increase of over 50% from Q1 2016. An additional 358,028 sq. ft. of office space has been completed and occupied over the last couple of years.

1st Quarter Office Market Overall Vacancy St. John's CMA (%) 2009 - 2018



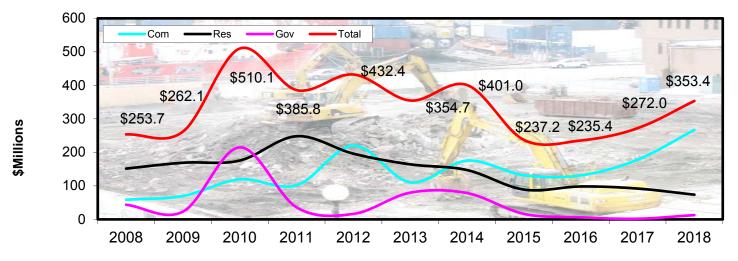
^{*} Class A buildings in St. John's are: Baine Johnson Building, Fort William Building, Cabot Place, Ill Fifty One Water Street, Fortis Place, Scotia Centre and KMK Place.

Source: Cushman & Wakefield Atlantic

Building Permits

The total value of building permits in the City of St. John's was up 30% to \$354.4 million in 2018. The value of commercial permits increased by 54% to \$267 million in 2018.

Value of Construction from Building Permits City of St. John's, 2008- 2018 \$Millions



Com = Commercial Permits; Res = Residential and Repair Permits; Gov = Government/Institutional

Source: City of St. John's

St. John's CMA Non-Residential Construction

Investment in non-residential* building construction in the St. John's CMA reached \$84 million in the third quarter of 2018, up 38% from the third quarter of

2	0	1	7	

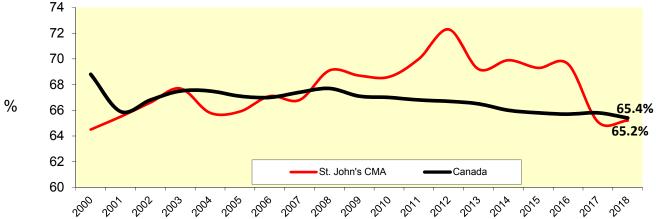
Investment in non-residential building construction, selected CMA's seasonally adjusted					
	3rd Qrt 3rd Qrt 3rd Qrt 2017 to 3rd Qrt 2018 2017 2018				
	\$ Millions	\$ Millions	% Change		
St. Johns	61	84	38.1		
Montreal	1,439	1,592	10.6		
Victoria	123	132	7.3		
Toronto	2,564	2,934	14.4		
Moncton	87	86	-1.6		
Vancouver	951	1.076	13.1		
London	201	181	-9.6		
Winnipeg	362	344	-4.9		
Calgary	884	954	7.9		
Saskatoon	178	179	0.8		
Total, all census metro areas	10,575	11,291	6.8		

Source: Statistics Canada. * The investment in non-residential building construction represents the spending value for enterprises and governments, for industrial, commercial and institutional buildings. It excludes engineering work (bridges, roads, electrical dams, etc.).

Labour Force Participation Rate

St. John's CMA labour force participation rate remained relatively unchanged at 65.2% in 2018 just slightly lower than the national rate (65.4%).

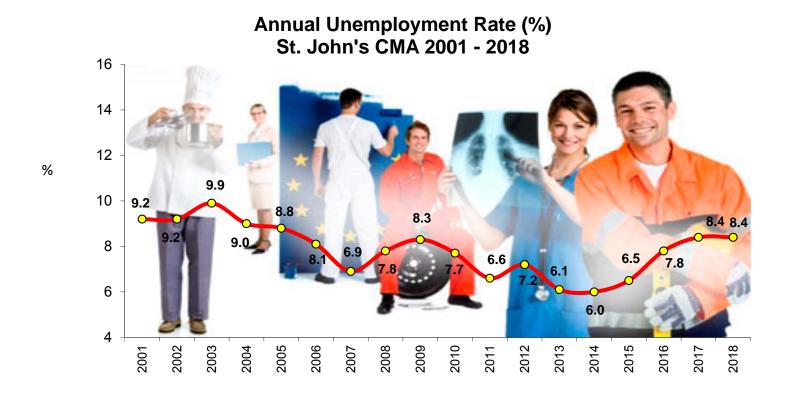




Source: Statistics Canada; Economic and Project Analysis Division, Department of Finance, Government of Newfoundland and Labrador.

Annual Unemployment Rate

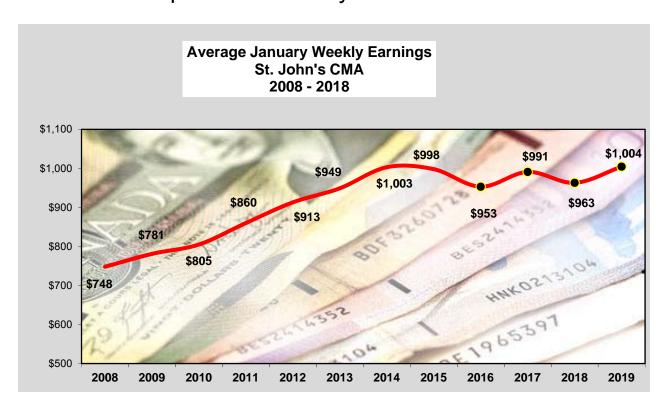
The annual unemployment rate for the St. John's CMA was 8.4% in 2018. The rate for Canada was 5.8%.



Source: Statistics Canada; Government of NL, Department of Finance, Economic, Fiscal and Statistics Branch.

Average Weekly Earnings

Average weekly earnings increased 4.2% in January 2019 to \$1,004. The consumer price index, an indicator of changes in consumer prices, remained the same at 136.4 compared to January 2018.



Source: Canada Mortgage and Housing Corporation (CMHC), adapted from Statistics Canada (CANSIM)

Median Household Income

(2015 Constant Dollars)

From 2005 to 2015, the median household income increased significantly in the City of St. John's and the CMA.

	2005	2015	% Change
St. John's CMA	\$62,554	\$79,750	27.9%
City of St. John's	\$56,305	\$69,455	23.4%

Source: Statistics Canada

Number of Persons in Low Income* - Census 2016

From 2005 to 2015, the incidence of low income decreased in the City of St. John's and the CMA.

	2005	2015	% Change
St. John's CMA	28,565	24,390	-14.6%
City of St. John's	19,440	17,100	-12.0%

Population in Private Households for Income Status

	2006	2016
St. John's CMA	178,710	203,305
City of St. John's	98,915	107,080

Source: Census 2016, Statistics Canada.

Low-income status is determined based on low-income measure, after-tax (LIM-AT). For a one-person household, the after-tax low-income measure (LIM-AT) was \$22,460 in 2015. For larger households, this amount was adjusted upward by multiplying it by the square root of household size. Persons in a private household with after-tax income below this threshold were considered to be in low income.

Employment Status – Census 2016

Employment Status	St. John's CMA	City of St. John's
Retired or do not work	25.7%	28.1%
Employed (Full time, part time, casual/seasonal, etc.)	63.4%	60.6%

Of those employed...

Type of Employment	St. John's CMA	City of St. John's
Employed full time	92.9%	92.7%
Self-employed	7.1%	7.3%

Source: Census 2016, Statistics Canada.

Population – Census 2016

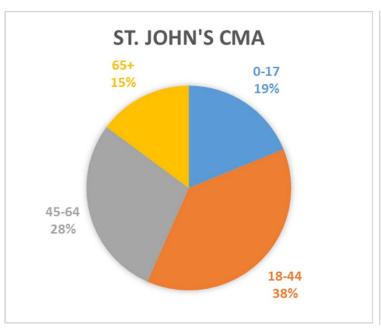
City of St. John's

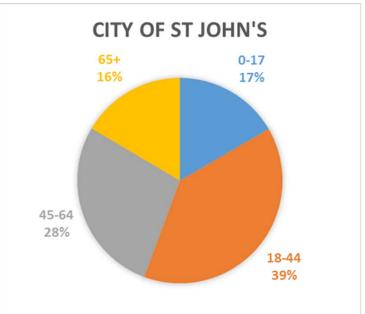
	2011 Census	2016 Census	% Change
Total Population	106,172	108,860	2.5%
Ages 0-14	14, 705	15,080	2.6%
Ages 15-64	75, 875	75,815	-0.1%
Ages 65+	15,595	17,965	15.2%
Occupied Private Dwellings	45,026	47,627	5.8%

St. John's CMA

	2011 Census	2016 Census	% Change
Total Population	196,965	205,955	4.6%
Ages 0-14	31,250	32,465	3.9%
Ages 15-64	140,660	142,940	1.6%
Ages 65+	25,055	30,555	22.0%
Occupied Private Dwellings	78,960	85,015	7.7%

Age Distribution – Census 2016





Families, Households & Marital Status - Census 2016

Composition	Percentage of Adults City of St. John's	Percentage of Adults St. John's CMA
Live Alone	16.0%	12.7%
Live as a Couple	52.2%	58.2%
Live as a Lone Parent	6.4%	5.9%

Composition of Couples living together in 2016

Composition	Percentage of Persons Living as a Couple City of St. John's	Percentage of Persons Living as a Couple St. John's CMA
Married	79.5%	80.9%
Common Law	20.5%	19.1%

	City of St. John's	St. John's CMA
Number of same- sex couples	305	435

Family Composition – Census 2016

Composition of Couple Census Families in 2016

Composition	City of St. John's	St. John's CMA
Families Without Children	53.2%	49.1%
Families with Children	46.8%	50.9%

The proportion of young adults aged 20 to 34 living with at least one parent

	2011	2016
City of St. John's	27.4%	25.3%
St. John's CMA	31.1%	29.0%

Home Ownership – Census 2016

St. John's CMA

City of St. John's



70% Own



30% Rent



61.4% Own



88.6% Rent

Household Size - Census 2016

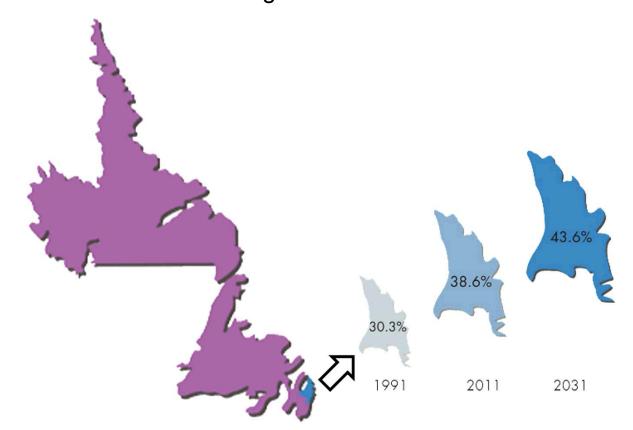
Number of Persons in Household	St. John's CMA	City of St. John's
	25.6%	30.9%
2	36.4%	36.3%
3	18.1%	16.2%
4	14.8%	12.0%
5	5.1%	4.6%

62% of households in St. John's CMA and **67.2%** of households in City of St. John's have two or fewer people.

Source: Statistics Canada, 2016 Census

St. John's CMA Population Projections

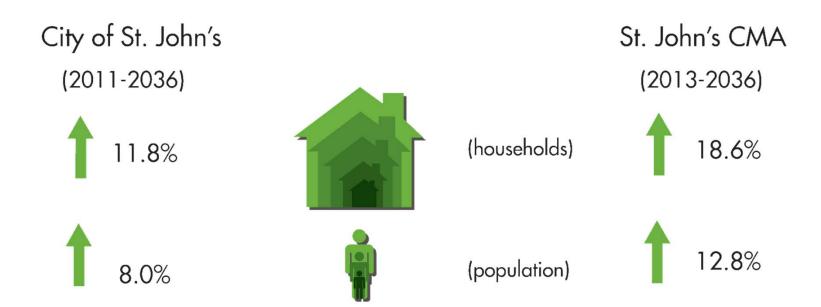
The percentage of the population of Newfoundland and Labrador living in St. John's CMA continues to grow.



Source: Economic and Project Analysis Division, Department of Finance, Government of Newfoundland and Labrador, Population Projections, medium scenario, 2014.

St. John's CMA Population Projections

It is forecasted that the number of households will increase at a greater rate than the population.

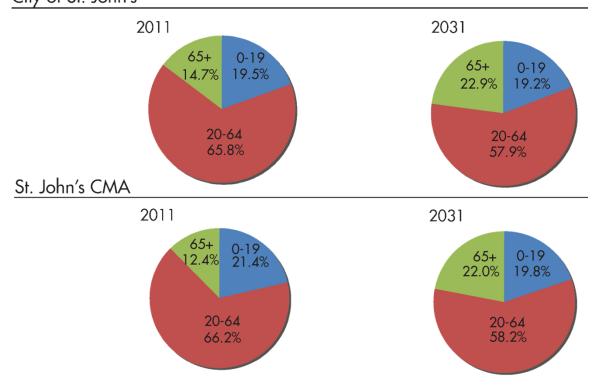


Source: Government of Newfoundland and Labrador, Department of Finance, Economic Research and Analysis Division, Population Projections, medium scenario, 2014.

St. John's CMA Population Projections

An Aging Population: The portion of the population aged 65 and over grows while the 20-64 age group declines.

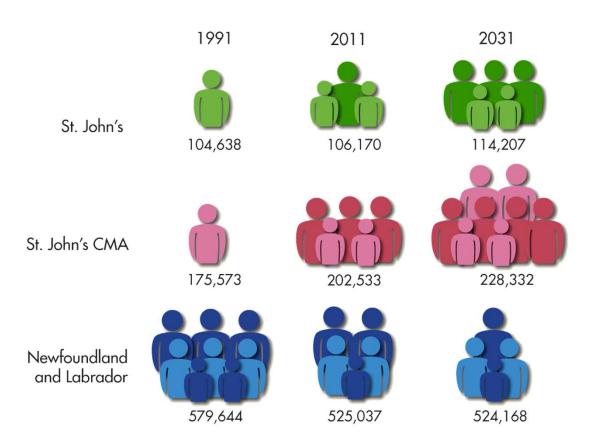
Population Projections by age (%) City of St. John's



Source: Economic and Project Analysis Division, Department of Finance, Government of Newfoundland and Labrador, Population Projections, medium scenario, 2014.

St. John's CMA Population Projections

Population growth forecasted in the City of St. John's and St. John's CMA.



Source: Government of Newfoundland and Labrador, Department of Finance, Economic Research and Analysis Division, Population Projections, medium scenario, 2014.

Demographic and Opinion Survey

The City of St. John's and partner municipalities undertook a residential survey administered in 2016 to gather information and perspectives from residents.



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

72.2%

St. John's CMA

74.1%

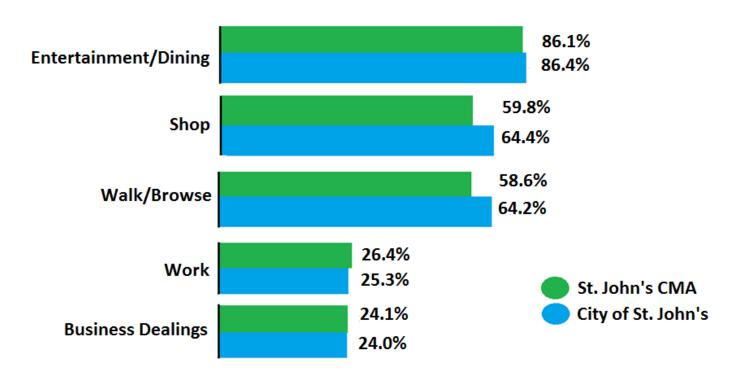
City of St. John's

Source: Newfoundland & Labrador Statistics Agency, St. John's CMA Demographic Profile Survey 2016. Results for St. John's CMA are accurate at a 95% confidence level with a margin of error of +/- 1.6%. 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 municipalities in the St. John's Census Metropolitan Area (CMA).

Demographic and Opinion Survey



Purpose of visits to downtown St. John's



Source: Newfoundland & Labrador Statistics Agency, St. John's CMA Demographic Profile Survey 2016. Results for St. John's CMA are accurate at a 95% confidence level with a margin of error of +/- 1.6%. 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 municipalities in the St. John's Census Metropolitan Area (CMA).

Demographic and Opinion Survey



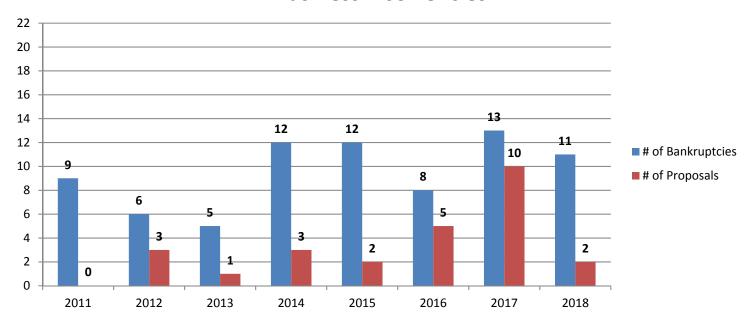
Living in your Community	St. John's CMA	City of St. John's	
Have lived in current community for 20+ years	45.7%	50.8%	
Have lived in current municipality less than five years	14.1%	13.9%	
Indicated they may move within the next five years	21.2%	22.4%	
Of those who said they may move in next five years, would stay within their current municipality	45.6%	45.7%	

Source: Newfoundland & Labrador Statistics Agency, St. John's CMA Demographic Profile Survey 2016. Results for St. John's CMA are accurate at a 95% confidence level with a margin of error of +/- 1.6%. 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 municipalities in the St. John's Census Metropolitan Area (CMA).

Business Insolvencies

The number of proposals and bankruptcies filed by businesses decreased -43.5% in 2018 in the St. John's CMA.

Business Insolvencies

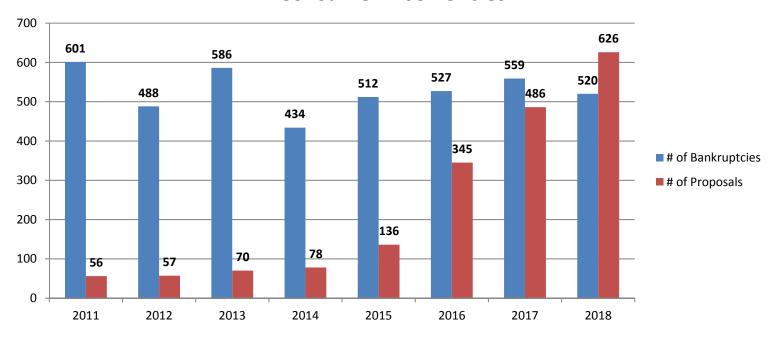


Source: Office of the Superintendent of Bankruptcy Canada

Consumer Insolvencies

The number of proposals and bankruptcies filed by consumers increased 11.6% in 2018 in the St. John's CMA.

Consumer Insolvencies



Source: Office of the Superintendent of Bankruptcy Canada

Businesses by Employment Size and NAICS*

Number of Businesses by Employment Size and NAICS

NAICS Industry Code	Number of Employees				St. John's	
	1 to 4	5 to 19	20 to 99	100 to 499	500+	Census Metropolitan Area (CMA)
Agriculture, Forestry, Fishing, and Hunting	39	22	10	-	-	71
Mining and Oil and Gas Extraction	22	Х	12	10	Χ	55
Utilities	Х	Х	Х	Х	Х	10
Construction	603	352	76	Х	Х	1,049
Manufacturing	53	69	29	11	-	162
Wholesale Trade	145	158	Х	-	-	356
Retail Trade	242	396	132	28	-	798
Transportation and Warehousing	92	72	44	14	-	222
Information and Cultural Industries	46	33	12	6	-	97
Finance and Insurance	97	60	25	4	-	186
Real Estate and Rental Leasing	219	71	Х	х	-	305
Professional, Scientific and Technical Services	577	168	58	15	-	818
Management of Companies and Enterprise	17	16	9	Х	Х	47
Administrative and Support, Waste Man, and Remediation Serv.	136	95	41	11	-	283
Educational Services	30	42	16	х	Х	93
Health Care and Social Assistance	523	193	56	14	8	794
Arts, Entertainment and Recreation	52	51	Х	х	-	140
Accommodation and Food Services	62	245	164	7	-	478
Other Services (Except Public Admin.)	445	215	52	5	-	717
Public Administration	21	26	31	26	12	116
Unknown Industry	Х	-	-	-	Х	24
Total	3,425	2,295	868	182	51	6,821

As of December 2017

Symbol Legend:

- x Suppressed to meet the confidentiality requirements of the Statistics Act
- nil or zero

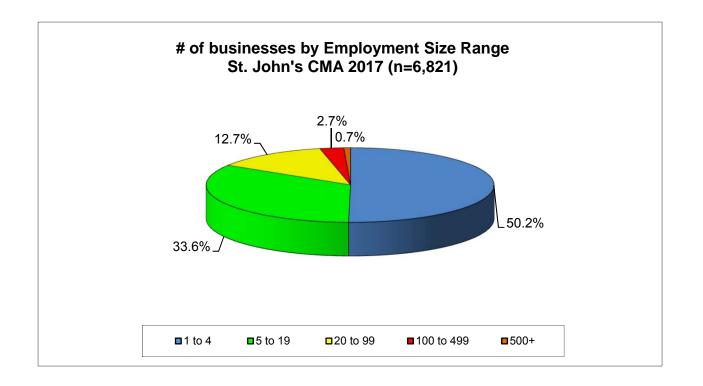
Source: Statistics Canada, Business Register, Newfoundland & Labrador Statistics Agency, Department of Finance



^{*} North American Industry Classification System (NAICS)

Number of Businesses by Employee Size

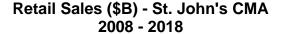
84% of businesses in St. John's CMA have fewer than 20 employees.

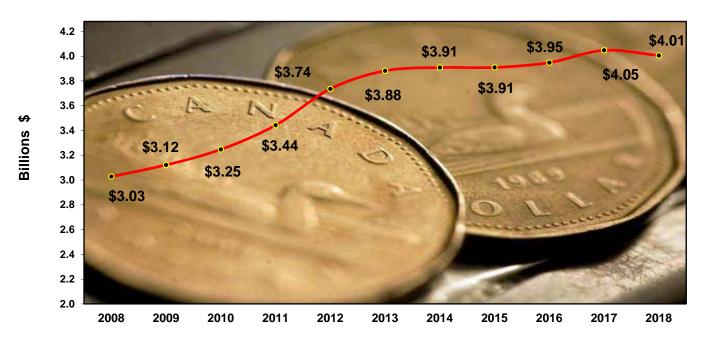


Source: Statistics Canada, Business Register

Retail Sales

Retail trade decreased slightly (-0.8%) in 2018 but remains over \$4 billion.



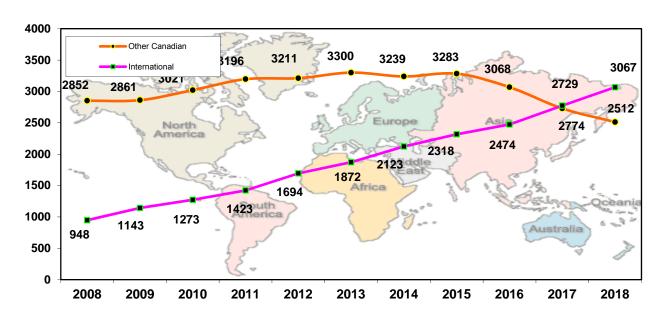


Source: Statistics Canada; Government of nl, Department of Finance, Economic Research and Analysis Division.

Out of Province Student Data

Approximately 30.1% of the 18,256 students enrolled at Memorial University in 2018 were from out of province. International student enrolment increased 12% over 2017 and surpassed other Canadian student enrolment.

Number of International Students and Other Canadian Students Enrolled at MUN 2008 - 2018



Source: Center for Institutional Analysis and Planning, Memorial University.

Accommodation Statistics





	2015	2016	2017	2018
Average hotel occupancy rate	63.0%	60.4%	61.4%	53.3%
Room nights available	927,859	939,909	954,647	1,112,651
Total room nights sold	561,713	567,348	586,240	598,491
Average nightly rate	\$149.07	\$148.84	\$146.41	\$140.58

Note: These numbers reflect all room nights including major hotels, boutique hotels, and B&Bs. An increase in room nights available in 2018 has affected the comparison of occupancy rates slightly.

Source: Destination St. John's

Convention and Cruise Data





	2014	2015	2016	2017	2018
Convention Delegates*	24,490	21,215	24,098	23,316	23,745
Number of ship visits	17	17	20	30	28
Number of Passengers	17,775	16,756	15,439	26,907	20,065

^{*}Meetings and conventions of greater than 50 people

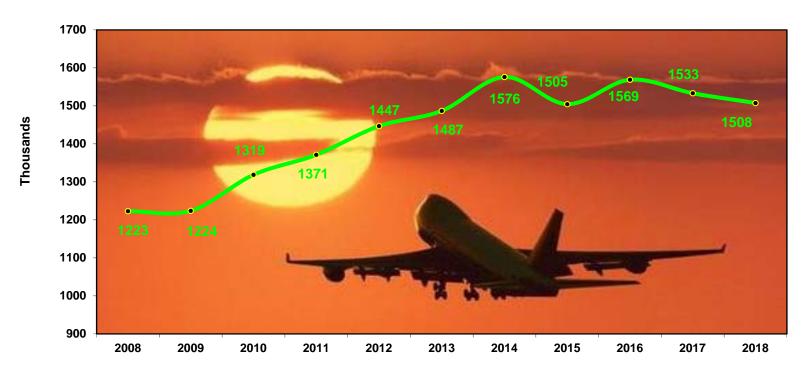
Note: The St. John's Convention Centre was closed from fall of 2014 to spring 2016 for construction

Source: Destination St. John's, City of St. John's

Airport Passenger Data

Passenger traffic decreased 1.7% in 2018 to 1.5 million.

Airline Passenger Movements at St. John's International Airport 2008 - 2018 (000's)

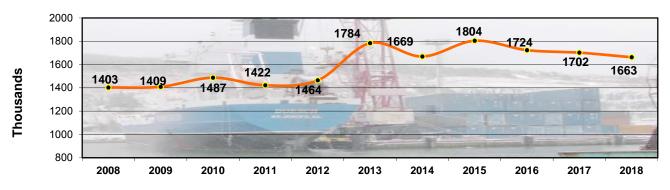


Source: Airport Manager, Transport Canada

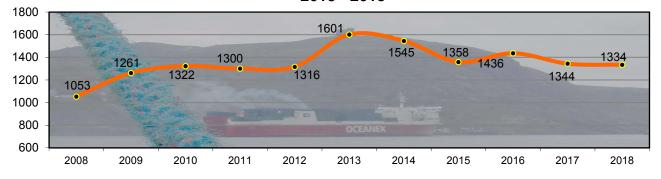
Port Data

The number of vessel arrivals decreased to 1,334 in 2018 while total port cargo also decreased.

St. John's Total Port Cargo (metric tonnes) 2008 – 2018 (000's)

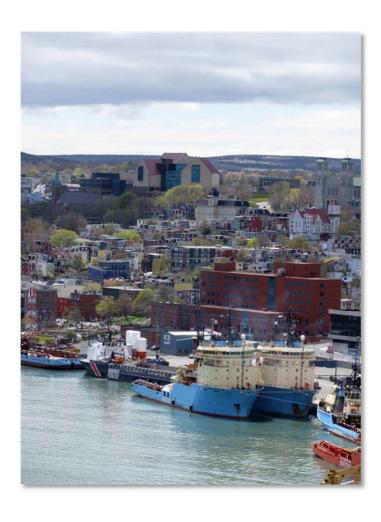


St. John's Port Vessel Arrivals 2018 - 2018



Note: vessel arrivals exclude non-commercial, e.g., Department of National Defence and small commercial vessels entering the Port of St. John's. Source: St. John's Port Authority

Outlook for 2019



- NL Department of Finance expects economic growth to increase in 2019, due to further increases in oil production.
- Other indicators such as employment, household income and housing starts may be more subdued as the economy adjusts to lower Muskrat Falls activity and government restraint.

Source: Statistics Canada; Government of NL, Department of Finance, Economic, Fiscal and Statistics Branch and Conference Board of Canada.

Other Links

For more information, visit the following links to access other economic reports.



https://conta.cc/2K13uCJ

ECONOMIC OUTLOOK 2018

ST. JOHN'S CENSUS METROPOLITAN AREA JULY 2018

www.stjohns.ca/publications/economic-outlook-2018

Economic Review, 2018
St. John's Census Metropolitan Area



www.stjohns.ca/publications/economic-review-2018