

ST. JOHN'S CMA DEMOGRAPHIC PROFILE 2016

(Results for St. John's)

SECTION A - HOUSEHOLD SPECIFICS AND FREQUENCY/PURPOSE OF VISITS TO DOWNTOWN ST. JOHN'S

A1. How many people currently live in your household?

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
	1	104	28.1%	65	18.6%	43	11.6%	33	8.8%	42	11.7%	287	15.7%	391
2	131	35.4%	131	37.4%	130	34.9%	127	33.9%	133	37.0%	652	35.7%	1147	33.1%
3	66	17.8%	68	19.4%	81	21.8%	77	20.5%	74	20.6%	366	20.0%	724	20.9%
4	51	13.8%	63	18.0%	91	24.5%	98	26.1%	79	22.0%	382	20.9%	870	25.1%
5	8	2.2%	15	4.3%	26	7.0%	29	7.7%	26	7.2%	104	5.7%	256	7.4%
6	6	1.6%	9	2.4%	22	1.2%	58	1.7%
7	5	.3%	11	.3%
8
9
Refused	5	.3%	8	.2%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%
Total Number of Household Members	867		896		1046		1118		1002		4929		10084	

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A2. Please provide your age.

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
	0 to 9	76	8.8%	91	10.2%	90	8.6%	129	11.5%	122	12.2%	508	10.3%	1243
10 to 17	83	9.6%	80	8.9%	119	11.4%	143	12.8%	97	9.7%	522	10.6%	1170	11.6%
18 to 24	62	7.2%	90	10.0%	98	9.4%	103	9.2%	70	7.0%	423	8.6%	833	8.3%
25 to 34	116	13.4%	100	11.2%	73	7.0%	73	6.5%	114	11.4%	476	9.7%	888	8.8%
35 to 44	122	14.1%	111	12.4%	130	12.4%	121	10.8%	141	14.1%	625	12.7%	1551	15.4%
45 to 54	133	15.3%	127	14.2%	190	18.2%	213	19.1%	171	17.1%	834	16.9%	1685	16.7%
55 to 64	155	17.9%	141	15.7%	183	17.5%	160	14.3%	151	15.1%	790	16.0%	1414	14.0%
65 to 74	79	9.1%	90	10.0%	107	10.2%	105	9.4%	79	7.9%	460	9.3%	846	8.4%
75 to 84	19	2.2%	34	3.8%	29	2.8%	54	4.8%	40	4.0%	176	3.6%	296	2.9%
85 or older	18	2.1%	12	1.3%	12	1.1%	5	.4%	7	.7%	54	1.1%	80	.8%
Don't know	7	.8%	7	.7%	18	.4%	23	.2%
Refused	13	1.5%	8	.8%	10	.9%	8	.8%	43	.9%	55	.5%
Total	867	100.0%	896	100.0%	1046	100.0%	1118	100.0%	1002	100.0%	4929	100.0%	10084	100.0%

Results for all household members, excluding those who answered "Don't know" or "Refused" to A1.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

A3. Which of the following best describes your employment status?

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Currently employed full-time (30 hours or more per week)	369	52.3%	339	47.9%	436	52.7%	412	49.3%	406	52.3%	1962	50.9%	4054	53.3%
Currently employed part-time (less than 30 hours per week)	46	6.5%	63	8.9%	54	6.5%	63	7.5%	44	5.7%	270	7.0%	544	7.1%
Not currently working but have a job and are waiting to return to work (casual/seasonal worker, on maternity/paternity/sick leave, etc.)	21	3.0%	21	3.0%	18	2.2%	14	1.7%	30	3.9%	104	2.7%	229	3.0%
Currently unemployed and looking for work	27	3.8%	22	3.1%	17	2.1%	24	2.9%	23	3.0%	113	2.9%	242	3.2%
Currently unemployed and not looking for work/do not work	46	6.5%	44	6.2%	46	5.6%	41	4.9%	51	6.6%	228	5.9%	397	5.2%
Retired	137	19.4%	163	23.1%	183	22.1%	195	23.3%	177	22.8%	855	22.2%	1559	20.5%
Post-secondary student	54	7.6%	53	7.5%	71	8.6%	86	10.3%	45	5.8%	309	8.0%	556	7.3%
Don't know	6	.2%	22	.3%
Refused	6	.2%	9	.1%
Total	706	100.0%	707	100.0%	827	100.0%	836	100.0%	777	100.0%	3853	100.0%	7612	100.0%

(Subset): Results for all household members 18 years of age or older, excluding those who answered "Don't know" or "Refused" to A2. Note: Respondent was asked A3 regardless of response to A2 as they had to be 18 years of age or older to participate in the survey.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

A4. Are you self-employed?

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Yes	78	17.9%	68	16.1%	50	9.8%	65	13.3%	54	11.3%	315	13.5%	633	13.1%
No	357	81.9%	355	83.9%	458	90.2%	424	86.7%	424	88.3%	2018	86.4%	4190	86.8%
Don't know
Refused
Total	436	100.0%	423	100.0%	508	100.0%	489	100.0%	480	100.0%	2336	100.0%	4827	100.0%

(Subset): Results for all household members 18 years of age or older who are employed full-time, part-time or are not currently working but have a job and are waiting to return to work (e.g. sick leave).

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

A5. Are you employed, either directly or indirectly in the oil and gas, mining or energy sectors?

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Yes	54	12.4%	51	12.1%	74	14.6%	66	13.5%	57	11.9%	302	12.9%	747	15.5%
No	382	87.6%	369	87.2%	434	85.4%	423	86.5%	423	88.1%	2031	86.9%	4070	84.3%
Don't know	8	.2%
Refused
Total	436	100.0%	423	100.0%	508	100.0%	489	100.0%	480	100.0%	2336	100.0%	4827	100.0%

(Subset): Results for all household members 18 years of age or older who are employed full-time, part-time or are waiting to return to work.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

A6. Where do you work?

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
St. John's	375	86.0%	376	88.9%	421	82.9%	447	91.4%	383	79.8%	2002	85.7%	3601	74.6%
Paradise	8	1.8%	5	1.2%	17	3.3%	7	1.4%	8	1.7%	45	1.9%	164	3.4%
Conception Bay South	6	1.2%	11	.5%	178	3.7%
Portugal Cove-St. Philip's	6	.3%	71	1.5%
Torbay	5	.2%	70	1.5%
Mount Pearl	23	5.3%	14	3.3%	42	8.3%	11	2.2%	56	11.7%	146	6.3%	373	7.7%
Other municipalities in the St. John's CMA (Logy Bay/Middle Cove/Outer Cove, Flatrock, Pouch Cove, Bauline, Bay Bulls, Witless Bay, Petty Harbour-Maddox Cove)	10	.4%	36	.7%
Another municipality in Newfoundland and Labrador	8	1.8%	11	2.6%	12	2.4%	10	2.0%	11	2.3%	52	2.2%	161	3.3%
Another province or territory in Canada	12	.5%	45	.9%
Another country	6	.3%	16	.3%
Other (specify):	6	1.4%	6	1.4%	7	1.5%	25	1.1%	86	1.8%
Don't know	6	.3%	14	.3%
Refused	10	.4%	12	.2%
Total	436	100.0%	423	100.0%	508	100.0%	489	100.0%	480	100.0%	2336	100.0%	4827	100.0%

(Subset): Results for all household members 18 years of age or older who are employed full-time, part-time or are waiting to return to work.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

A6. Where do you work? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Offshore (ship/ferry/fishing vessel/oil platform)	9	36.0%	40	46.5%
Regularly works in more than one municipality (e.g. carpenter, truck driver, real estate agent, etc.)	16	64.0%	46	53.5%
Total	6	100.0%	6	100.0%	4	100.0%	2	100.0%	7	100.0%	25	100.0%	86	100.0%

(Subset): Results for all household members who chose "Other" in A6.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

A7. To the best of your knowledge, which of the following categories best describes your total household income in 2015, before taxes and other deductions? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Less than \$100,000	221	59.7%	196	56.0%	184	49.5%	146	38.9%	186	51.8%	933	51.1%	1589	45.8%
\$100,000 or more	122	33.0%	137	39.1%	156	41.9%	205	54.7%	148	41.2%	768	42.1%	1661	47.9%
Don't know	12	3.2%	11	3.1%	13	3.5%	6	1.6%	8	2.2%	50	2.7%	82	2.4%
Refused	15	4.1%	6	1.7%	19	5.1%	18	4.8%	17	4.7%	75	4.1%	138	4.0%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A7A. Was your total household income...? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Less than \$25,000	62	28.1%	44	22.4%	28	15.2%	21	14.4%	26	14.0%	181	19.4%	253	15.9%
\$25,000 to less than \$50,000	56	25.3%	62	31.6%	53	28.8%	46	31.5%	65	34.9%	282	30.2%	456	28.7%
\$50,000 to less than \$75,000	58	26.2%	52	26.5%	49	26.6%	38	26.0%	51	27.4%	248	26.6%	429	27.0%
\$75,000 to less than \$100,000	35	15.8%	32	16.3%	49	26.6%	40	27.4%	36	19.4%	192	20.6%	404	25.4%
Don't know	8	3.6%	5	2.7%	20	2.1%	34	2.1%
Refused	10	1.1%	13	.8%
Total	221	100.0%	196	100.0%	184	100.0%	146	100.0%	186	100.0%	933	100.0%	1589	100.0%

(Subset): Results for respondents who chose "Less than \$100,000" in A7.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A7B. Was your total household income...? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
\$100,000 to less than \$125,000	41	33.6%	24	17.5%	44	28.2%	38	18.5%	37	25.0%	184	24.0%	381	22.9%
\$125,000 to less than \$150,000	18	14.8%	35	25.5%	24	15.4%	43	21.0%	43	29.1%	163	21.2%	394	23.7%
\$150,000 to less than \$175,000	16	13.1%	21	15.3%	23	14.7%	30	14.6%	21	14.2%	111	14.5%	274	16.5%
\$175,000 to less than \$200,000	19	15.6%	14	10.2%	22	14.1%	35	17.1%	18	12.2%	108	14.1%	213	12.8%
\$200,000 or more	25	20.5%	41	29.9%	37	23.7%	54	26.3%	23	15.5%	180	23.4%	355	21.4%
Don't know	7	.9%	14	.8%
Refused	5	2.4%	15	2.0%	30	1.8%
Total	122	100.0%	137	100.0%	156	100.0%	205	100.0%	148	100.0%	768	100.0%	1661	100.0%

(Subset): Results for respondents who chose "\$100,000 or more" in A7.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A7 (Combined). To the best of your knowledge, which of the following categories best describes your total household income in 2015, before taxes and other deductions? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's Total		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Less than \$25,000	62	16.8%	44	12.6%	28	7.5%	21	5.6%	26	7.2%	181	9.9%	253	7.3%
\$25,000 to less than \$50,000	56	15.1%	62	17.7%	53	14.2%	46	12.3%	65	18.1%	282	15.4%	456	13.1%
\$50,000 to less than \$75,000	58	15.7%	52	14.9%	49	13.2%	38	10.1%	51	14.2%	248	13.6%	429	12.4%
\$75,000 to less than \$100,000	35	9.5%	32	9.1%	49	13.2%	40	10.7%	36	10.0%	192	10.5%	404	11.6%
\$100,000 to less than \$125,000	41	11.1%	24	6.9%	44	11.8%	38	10.1%	37	10.3%	184	10.1%	381	11.0%
\$125,000 to less than \$150,000	18	4.9%	35	10.0%	24	6.5%	43	11.5%	43	12.0%	163	8.9%	394	11.4%
\$150,000 to less than \$175,000	16	4.3%	21	6.0%	23	6.2%	30	8.0%	21	5.8%	111	6.1%	274	7.9%
\$175,000 to less than \$200,000	19	5.1%	14	4.0%	22	5.9%	35	9.3%	18	5.0%	108	5.9%	213	6.1%
\$200,000 or more	25	6.8%	41	11.7%	37	9.9%	54	14.4%	23	6.4%	180	9.9%	355	10.2%
Don't know	21	5.7%	13	3.7%	20	5.4%	7	1.9%	16	4.5%	77	4.2%	130	3.7%
Refused	19	5.1%	12	3.4%	23	6.2%	23	6.1%	23	6.4%	100	5.5%	181	5.2%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 8/10/2016

A8. On average, approximately how long does it take you to get to work if you travel directly from home to your place of employment? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Less than 5 minutes	40	18.4%	29	14.3%	17	7.6%	33	14.3%	8	3.8%	127	11.7%	196	9.2%
5 minutes to less than 10 minutes	57	26.3%	67	33.0%	62	27.6%	73	31.6%	39	18.8%	298	27.5%	401	18.8%
10 minutes to less than 15 minutes	44	20.3%	51	25.1%	67	29.8%	66	28.6%	67	32.2%	295	27.2%	492	23.0%
15 minutes to less than 20 minutes	28	12.9%	22	10.8%	37	16.4%	29	12.6%	47	22.6%	163	15.0%	414	19.4%
20 minutes to less than 25 minutes	10	4.6%	12	5.9%	18	8.0%	10	4.3%	26	12.5%	76	7.0%	300	14.1%
25 minutes to less than 30 minutes	6	2.7%	7	3.0%	7	3.4%	26	2.4%	134	6.3%
30 minutes or more	13	6.0%	5	2.2%	6	2.9%	30	2.8%	82	3.8%
Works from home	16	7.4%	14	6.9%	11	4.9%	7	3.0%	7	3.4%	55	5.1%	92	4.3%
Don't know	11	1.0%	19	.9%
Refused	5	.2%
Total	217	100.0%	203	100.0%	225	100.0%	231	100.0%	208	100.0%	1084	100.0%	2135	100.0%

(Subset): Results for respondents who are currently working full-time, part-time or who are not currently working but have a job and are waiting to return to work and who work in the St. John's CMA.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A9. What is the primary mode of transportation you typically use to travel from home to your place of employment? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Automobile (you drive yourself)	136	67.7%	151	79.9%	191	89.3%	205	91.5%	189	94.0%	872	84.7%	1851	90.6%
Automobile (you are driven by someone else)	9	4.5%	11	5.8%	9	4.2%	6	2.7%	7	3.5%	42	4.1%	64	3.1%
Public transportation (for example, Metrobus or Go Bus)	14	7.0%	6	3.2%	27	2.6%	28	1.4%
Taxi	6	.6%	6	.3%
Bicycle
Walking	35	17.4%	17	9.0%	8	3.6%	69	6.7%	77	3.8%
Other (specify):	7	.7%	10	.5%
Refused
Total	201	100.0%	189	100.0%	214	100.0%	224	100.0%	201	100.0%	1029	100.0%	2043	100.0%

(Subset): Results for respondents who answered A8, excluding those who chose "Works from home".

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A10. Please tell us how often your household typically uses each of the following modes of transportation: (a) Automobile (household members drive themselves)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
5 or more days a week	252	68.1%	263	75.1%	318	85.5%	339	90.4%	325	90.5%	1497	82.0%	2984	86.0%
1-4 days a week	32	8.6%	35	10.0%	30	8.1%	17	4.5%	19	5.3%	133	7.3%	240	6.9%
Sometimes but not every week	13	3.5%	5	1.3%	28	1.5%	49	1.4%
Never	60	16.2%	38	10.9%	17	4.6%	16	4.3%	7	1.9%	138	7.6%	166	4.8%
Don't know
Refused	12	3.2%	9	2.6%	27	1.5%	27	.8%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

(b) Automobile (household members are driven by someone else)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
5 or more days a week	59	15.9%	73	20.9%	112	30.1%	125	33.3%	91	25.3%	460	25.2%	860	24.8%
1-4 days a week	84	22.7%	53	15.1%	71	19.1%	64	17.1%	73	20.3%	345	18.9%	611	17.6%
Sometimes but not every week	77	20.8%	64	18.3%	58	15.6%	56	14.9%	55	15.3%	310	17.0%	553	15.9%
Never	127	34.3%	142	40.6%	124	33.3%	122	32.5%	120	33.4%	635	34.8%	1353	39.0%
Don't know	6	.3%	14	.4%
Refused	23	6.2%	16	4.6%	6	1.6%	6	1.6%	19	5.3%	70	3.8%	79	2.3%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

(c) Public transportation (for example, Metrobus or Go Bus)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
5 or more days a week	33	8.9%	20	5.7%	9	2.4%	10	2.7%	5	1.4%	77	4.2%	86	2.5%
1-4 days a week	37	10.0%	26	7.4%	22	5.9%	14	3.7%	14	3.9%	113	6.2%	126	3.6%
Sometimes but not every week	49	13.2%	55	15.7%	51	13.7%	41	10.9%	38	10.6%	234	12.8%	284	8.2%
Never	231	62.4%	233	66.6%	283	76.1%	304	81.1%	288	80.2%	1339	73.3%	2901	83.6%
Don't know
Refused	20	5.4%	15	4.3%	6	1.6%	6	1.6%	14	3.9%	61	3.3%	71	2.0%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

(d) Taxi

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
5 or more days a week	5	1.3%	13	.7%	17	.5%
1-4 days a week	36	9.7%	31	8.9%	19	5.1%	17	4.5%	13	3.6%	116	6.4%	140	4.0%
Sometimes but not every week	184	49.7%	177	50.6%	159	42.7%	181	48.3%	139	38.7%	840	46.0%	1432	41.3%
Never	124	33.5%	123	35.1%	183	49.2%	170	45.3%	188	52.4%	788	43.2%	1799	51.8%
Don't know
Refused	22	5.9%	17	4.9%	6	1.6%	6	1.6%	18	5.0%	69	3.8%	79	2.3%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

(e) Bicycle

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
5 or more days a week	7	1.9%	10	2.9%	5	1.3%	29	1.6%	46	1.3%
1-4 days a week	20	5.4%	14	4.0%	18	4.8%	14	3.7%	12	3.3%	78	4.3%	150	4.3%
Sometimes but not every week	36	9.7%	32	9.1%	31	8.3%	41	10.9%	23	6.4%	163	8.9%	338	9.7%
Never	279	75.4%	275	78.6%	313	84.1%	309	82.4%	302	84.1%	1478	80.9%	2847	82.0%
Don't know
Refused	28	7.6%	19	5.4%	5	1.3%	6	1.6%	19	5.3%	77	4.2%	87	2.5%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

(f) Walking

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
5 or more days a week	108	29.2%	76	21.7%	54	14.5%	57	15.2%	32	8.9%	327	17.9%	518	14.9%
1-4 days a week	101	27.3%	100	28.6%	84	22.6%	78	20.8%	62	17.3%	425	23.3%	745	21.5%
Sometimes but not every week	71	19.2%	69	19.7%	75	20.2%	76	20.3%	67	18.7%	358	19.6%	647	18.6%
Never	73	19.7%	92	26.3%	152	40.9%	158	42.1%	182	50.7%	657	36.0%	1487	42.9%
Don't know	8	.2%
Refused	16	4.3%	13	3.7%	6	1.6%	16	4.5%	55	3.0%	65	1.9%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A10G1. Are there any other modes of transportation not listed that members of your household typically use?

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Yes (specify):	25	6.8%	25	7.1%	43	11.6%	36	9.6%	31	8.6%	160	8.8%	405	11.7%
No	301	81.4%	286	81.7%	320	86.0%	329	87.7%	298	83.0%	1534	84.0%	2900	83.6%
Don't know
Refused	44	11.9%	39	11.1%	9	2.4%	10	2.7%	30	8.4%	132	7.2%	164	4.7%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

(g) Other modes of transportation typically used by the household.

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Motorcycle/scooter/dirt bike	14	56.0%	13	52.0%	18	41.9%	10	27.8%	15	48.4%	70	43.8%	170	42.0%
School bus	13	30.2%	18	50.0%	11	35.5%	49	30.6%	110	27.2%
Airplane/helicopter	6	24.0%	5	13.9%	5	16.1%	25	15.6%	59	14.6%
ATV/snowmobile	8	5.0%	47	11.6%
Ferry/boat	5	3.1%	14	3.5%
Other	5	1.2%
Total	25	100.0%	25	100.0%	43	100.0%	36	100.0%	31	100.0%	160	100.0%	405	100.0%

(Subset): Results for respondents who chose "Yes" in A10G1.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A10G2. How often does someone in your household typically use this mode of transportation?

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
5 or more days a week	16	37.2%	18	50.0%	10	32.3%	55	34.4%	127	31.4%
1-4 days a week	8	32.0%	6	24.0%	8	18.6%	7	19.4%	9	29.0%	38	23.8%	95	23.5%
Sometimes but not every week	13	52.0%	11	44.0%	18	41.9%	11	30.6%	12	38.7%	65	40.6%	179	44.2%
Don't know
Total	25	100.0%	25	100.0%	43	100.0%	36	100.0%	31	100.0%	160	100.0%	405	100.0%

(Subset): Results for respondents who chose "Yes" in A10G1.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A11. Do you own, rent or lease your current residence? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Own	245	66.2%	259	74.0%	309	83.1%	325	86.7%	307	85.5%	1445	79.1%	2953	85.1%
Rent	122	33.0%	83	23.7%	58	15.6%	46	12.3%	44	12.3%	353	19.3%	468	13.5%
Lease	10	.5%	17	.5%
Other (specify):	9	.5%	20	.6%
Don't know
Refused	7	.4%	10	.3%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A11. Do you own, rent or lease your current residence? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Living rent-free (e.g. in an apartment/house owned by family, etc.)	6	66.7%	16	80.0%
Other
Total	9	100.0%	20	100.0%

(Subset): Results for respondents who chose "Other" in A11.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A12. How long have you been living in your current municipality? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Less than 5 years	61	16.5%	65	18.6%	42	11.3%	31	8.3%	54	15.0%	253	13.9%	489	14.1%
5 years to less than 10 years	54	14.6%	50	14.3%	51	13.7%	54	14.4%	76	21.2%	285	15.6%	631	18.2%
10 years to less than 15 years	32	8.6%	35	10.0%	36	9.7%	39	10.4%	36	10.0%	178	9.7%	421	12.1%
15 years to less than 20 years	25	6.8%	31	8.9%	43	11.6%	50	13.3%	28	7.8%	177	9.7%	338	9.7%
20 years or more	197	53.2%	167	47.7%	198	53.2%	201	53.6%	164	45.7%	927	50.8%	1585	45.7%
Refused	6	.3%	6	.2%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A13. Are you originally from the municipality in which you currently live?

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Yes	24	39.3%	15	23.1%	11	26.2%	9	29.0%	18	33.3%	77	30.4%	108	22.1%
No	37	60.7%	49	75.4%	31	73.8%	22	71.0%	36	66.7%	175	69.2%	379	77.5%
Don't know
Total	61	100.0%	65	100.0%	42	100.0%	31	100.0%	54	100.0%	253	100.0%	489	100.0%

(Subset): Results for respondents who chose "Less than 5 years" in A12.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A14. Where are you originally from? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
St. John's	31	8.2%
Paradise	5	1.3%
Conception Bay South	9	2.4%
Portugal Cove-St. Philip's	5	1.3%
Torbay
Mount Pearl	9	25.0%	12	6.9%	27	7.1%
Other municipalities in the St. John's CMA (Logy Bay/Middle Cove/Outer Cove, Flatrock, Pouch Cove, Bauline, Bay Bulls, Witless Bay, Petty Harbour-Maddox Cove)	10	2.6%
Another municipality in Newfoundland and Labrador	14	37.8%	29	59.2%	17	54.8%	10	45.5%	17	47.2%	87	49.7%	193	50.9%
Another province or territory in Canada	8	21.6%	11	22.4%	6	19.4%	6	27.3%	5	13.9%	36	20.6%	60	15.8%
Another country	6	16.2%	6	12.2%	6	27.3%	23	13.1%	32	8.4%
Don't know
Refused
Total	37	100.0%	49	100.0%	31	100.0%	22	100.0%	36	100.0%	175	100.0%	379	100.0%

(Subset): Results for respondents who chose "No" in A13.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A15. Why did you decide to move to your current municipality? SELECT ALL THAT APPLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
	Retirement or downsizing to a smaller dwelling	10	5.5%	20
Children or upsizing to a larger dwelling	7	13.5%	5	21.7%	7	18.9%	26	14.2%	80	20.5%
Availability or cost of dwelling	12	23.1%	7	30.4%	9	24.3%	39	21.3%	91	23.3%
Liked the area	16	42.1%	19	36.5%	12	36.4%	11	47.8%	16	43.2%	74	40.4%	187	47.9%
Change in your social, economic or health situation	8	15.4%	6	18.2%	6	16.2%	29	15.8%	54	13.8%
Tax rates or services available in the municipality	10	5.5%	23	5.9%
For employment	18	47.4%	23	44.2%	14	42.4%	9	39.1%	14	37.8%	78	42.6%	131	33.6%
To study or attend a post-secondary institution	10	26.3%	21	40.4%	7	21.2%	6	26.1%	5	13.5%	49	26.8%	62	15.9%
Other (specify):	8	21.1%	7	13.5%	6	18.2%	6	26.1%	7	18.9%	34	18.6%	78	20.0%
Refused

(Subset): Results for respondents who chose "No" in A13.

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

A15. Why did you decide to move to your current municipality? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Personal reasons (e.g. from the area, to be closer to family/friends, change of scenery, new home/larger lot, etc.)	5	71.4%	5	83.3%	21	61.8%	56	71.8%
To be closer to amenities/services/place of employment	8	10.3%
Unhappy with aspect(s) of previous neighbourhood or municipality (e.g. traffic, lack of services, etc.)	7	9.0%
Other	6	17.6%	7	9.0%
Total	8	100.0%	7	100.0%	6	100.0%	6	100.0%	7	100.0%	34	100.0%	78	100.0%

(Subset): Results for respondents who chose "Other" in A15.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A16. Are you considering moving in the next five years?

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Yes	110	29.7%	81	23.1%	79	21.2%	62	16.5%	77	21.4%	409	22.4%	735	21.2%
No	227	61.4%	234	66.9%	263	70.7%	282	75.2%	241	67.1%	1247	68.3%	2449	70.6%
Don't know	31	8.4%	35	10.0%	28	7.5%	31	8.3%	40	11.1%	165	9.0%	281	8.1%
Refused	5	.3%	5	.1%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%	3470	100.0%

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A17. Where would you move? SELECT MAXIMUM OF THREE

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Somewhere within your current municipality	48	43.6%	34	42.0%	52	65.8%	23	37.1%	30	39.0%	187	45.7%	335	45.6%
St. John's	58	7.9%
Paradise	7	8.6%	7	8.9%	18	4.4%	33	4.5%
Conception Bay South	6	9.7%	6	7.8%	18	4.4%	46	6.3%
Portugal Cove-St. Philip's	5	8.1%	9	2.2%	22	3.0%
Torbay	6	9.7%	13	3.2%	19	2.6%
Mount Pearl	8	10.1%	6	7.8%	24	5.9%	49	6.7%
Other municipalities in the St. John's CMA (Logy Bay/Middle Cove/Outer Cove, Flatrock, Pouch Cove, Bauline, Bay Bulls, Witless Bay, Petty Harbour-Maddox Cove)	6	7.4%	6	9.7%	5	6.5%	24	5.9%	40	5.4%
Another municipality in Newfoundland and Labrador	9	8.2%	8	9.9%	5	6.3%	8	12.9%	11	14.3%	41	10.0%	80	10.9%
Another province or territory in Canada	35	31.8%	23	28.4%	14	17.7%	20	32.3%	22	28.6%	114	27.9%	167	22.7%
Another country	9	8.2%	7	8.6%	23	5.6%	35	4.8%
Don't know	10	9.1%	7	8.6%	6	7.8%	29	7.1%	50	6.8%
Refused	5	1.2%	5	.7%

(Subset): Results for respondents who chose "Yes" in A16.

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

A18. Which of the following factors have influenced you to consider moving in the next five years? SELECT ALL THAT APPLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Retirement or downsizing to a smaller dwelling	36	32.7%	18	22.2%	38	48.1%	26	41.9%	17	22.1%	135	33.0%	257	35.0%
Children or upsizing to a larger dwelling	23	20.9%	18	22.2%	14	17.7%	17	27.4%	21	27.3%	93	22.7%	171	23.3%
Availability or cost of dwelling	33	30.0%	24	29.6%	24	30.4%	22	35.5%	17	22.1%	120	29.3%	191	26.0%
Like a particular area	42	38.2%	36	44.4%	35	44.3%	29	46.8%	19	24.7%	161	39.4%	293	39.9%
Change in your social, economic or health situation	35	31.8%	26	32.1%	23	29.1%	23	37.1%	15	19.5%	122	29.8%	209	28.4%
Tax rates or services available in other municipalities	31	28.2%	17	21.0%	16	20.3%	18	29.0%	21	27.3%	103	25.2%	168	22.9%
For employment	34	30.9%	26	32.1%	9	11.4%	15	24.2%	16	20.8%	100	24.4%	152	20.7%
To study or attend a post-secondary institution	6	5.5%	5	6.2%	19	4.6%	31	4.2%
Other (specify):	27	24.5%	20	24.7%	17	21.5%	12	19.4%	20	26.0%	96	23.5%	168	22.9%
Don't know
Refused

(Subset): Results for respondents who chose "Yes" in A16.

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

A18. Which of the following factors have influenced you to consider moving in the next five years? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Personal reasons (e.g. from the area, to be closer to family/friends, change of scenery, new home/larger lot, etc.)	16	59.3%	10	50.0%	10	58.8%	7	58.3%	11	55.0%	54	56.3%	97	57.7%
Unhappy with aspect(s) of current neighbourhood or municipality (e.g. traffic, lack of services, etc.)	14	14.6%	29	17.3%
Weather	5	18.5%	12	12.5%	14	8.3%
Province's economic situation (e.g. 2016 budget, cost of living, etc.)	8	8.3%	14	8.3%
To be closer to amenities/services/place of employment	9	5.4%
Other	5	3.0%
Total	27	100.0%	20	100.0%	17	100.0%	12	100.0%	20	100.0%	96	100.0%	168	100.0%

(Subset): Results for respondents who chose "Other" in A18.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A19. Which of the following best describes how often you visit downtown St. John's? SELECT ONE RESPONSE ONLY

	St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Daily	46	13.1%	51	13.7%	36	9.6%	33	9.2%	166	11.4%	343	11.1%
Weekly	94	26.9%	72	19.4%	88	23.5%	92	25.6%	346	23.8%	615	19.8%
Monthly	122	34.9%	151	40.6%	167	44.5%	127	35.4%	567	38.9%	1281	41.3%
Yearly	56	16.0%	61	16.4%	64	17.1%	69	19.2%	250	17.2%	609	19.6%
Never	29	8.3%	33	8.9%	17	4.5%	35	9.7%	114	7.8%	232	7.5%
Don't know	7	.5%	14	.5%
Refused	6	.4%	6	.2%
Total	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1456	100.0%	3100	100.0%

(Subset): Results for all respondents excluding those who live in Downtown St. John's.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A20. For what purpose(s) do you visit downtown St. John's? SELECT ALL THAT APPLY

	St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Work	70	26.7%	71	25.9%	65	22.3%	53	21.0%	259	24.0%	590	26.4%
Business dealings	71	27.1%	77	28.1%	65	22.3%	60	23.8%	273	25.3%	540	24.1%
Shop	165	63.0%	183	66.8%	207	71.1%	140	55.6%	695	64.4%	1340	59.8%
Entertainment/dining	219	83.6%	237	86.5%	262	90.0%	214	84.9%	932	86.4%	1927	86.1%
Walk/browse	170	64.9%	188	68.6%	177	60.8%	158	62.7%	693	64.2%	1313	58.6%
Other (specify):	28	10.7%	20	7.3%	23	7.9%	20	7.9%	91	8.4%	212	9.5%

(Subset): Results for respondents who chose "Daily", "Weekly" or "Monthly" in A19.

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

A20. For what purpose(s) do you visit downtown St. John's? (Other)

	St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
To visit family/friends	5	17.9%	6	26.1%	17	18.7%	40	18.9%
For a drive	6	30.0%	13	14.3%	32	15.1%
Personal errands (e.g. medical appointments, to drop off family/friend, for recreation, etc.)	15	53.6%	8	40.0%	12	52.2%	8	40.0%	43	47.3%	109	51.4%
Sightseeing/visit tourist attractions (e.g. take photographs, look at scenery, etc.)	10	11.0%	20	9.4%
Other	8	8.8%	11	5.2%
Total	28	100.0%	20	100.0%	23	100.0%	20	100.0%	91	100.0%	212	100.0%

(Subset): Results for respondents who chose "Other" in A20.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A21. Why do you only visit downtown St. John's on a yearly basis or less? SELECT ALL THAT APPLY

	St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Entertainment/restaurants/shops do not interest you	17	20.0%	27	28.7%	17	21.0%	22	21.2%	83	22.8%	192	22.8%
Prefer to access entertainment/eat/shop elsewhere	33	38.8%	39	41.5%	32	39.5%	50	48.1%	154	42.3%	339	40.3%
Inconvenient or inadequate transit times or routes	18	21.2%	14	14.9%	16	19.8%	17	16.3%	65	17.9%	149	17.7%
Lack of parking	41	48.2%	51	54.3%	54	66.7%	59	56.7%	205	56.3%	490	58.3%
Cost of parking	23	27.1%	23	24.5%	26	32.1%	34	32.7%	106	29.1%	265	31.5%
Weather related factors	11	12.9%	20	21.3%	15	18.5%	20	19.2%	66	18.1%	154	18.3%
Other (specify):	16	18.8%	20	21.3%	16	19.8%	20	19.2%	72	19.8%	194	23.1%
Don't know	11	3.0%	17	2.0%
Refused	5	1.4%	6	.7%

(Subset): Results for respondents who chose "Yearly" or "Never" in A19.

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

A21. Why do you only visit downtown St. John's on a yearly basis or less? (Other)

	St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)		CMA Total	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
No need/no interest	5	31.3%	5	25.0%	18	25.0%	56	28.9%
Traffic/prefers not to drive downtown	5	31.3%	10	13.9%	29	14.9%
Expense (e.g. taxis, restaurants, shops, etc.)	9	12.5%	20	10.3%
Travel distance is too far from current municipality	9	4.6%
Personal reasons (e.g. doesn't suit lifestyle, doesn't go out often, not familiar with area, etc.)	6	30.0%	5	25.0%	16	22.2%	44	22.7%
Health reasons	5	31.3%	5	25.0%	12	16.7%	21	10.8%
Crime/personal safety concerns	7	3.6%
Other	8	4.1%
Total	16	100.0%	20	100.0%	16	100.0%	20	100.0%	72	100.0%	194	100.0%

(Subset): Results for respondents who chose "Other" in A21.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A22. Which of the following activities do you do in downtown St. John's? SELECT ALL THAT APPLY

	St. John's (Downtown)	
	N	%
Work	90	24.3%
Business dealings	139	37.6%
Shop	245	66.2%
Entertainment/dining	280	75.7%
Walk/browse	286	77.3%
None	29	7.8%
Other (specify):	44	11.9%
Don't know
Refused

(Subset): Results for respondents living in Downtown St. John's only.

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

A22. Which of the following activities do you do in downtown St. John's? (Other)

	St. John's (Downtown)	
	Count	%
Visit family/friends
Go for a drive
Personal errands (e.g. medical appointments, to drop off family/friend, for recreation, etc.)	23	52.3%
Sightseeing/visit tourist attractions (e.g. take photographs, look at scenery, etc.)
Lives downtown	13	29.5%
Other
Total	44	100.0%

(Subset): Results for respondents who chose "Other" in A22.

Source: St. John's CMA Demographic Profile 2016 Compiled by NLSA on 7/14/2016

A23. Why do you not do any activities in downtown St. John's? SELECT ALL THAT APPLY

	St. John's (Downtown)	
	N	%
Entertainment/restaurants/shops do not interest you	6	20.7%
Prefer to access entertainment/eat/shop elsewhere	13	44.8%
Inconvenient or inadequate transit times or routes	10	34.5%
Lack of parking	14	48.3%
Cost of parking	9	31.0%
Weather related factors	5	17.2%
Other (specify):
Don't know

(Subset): Results for respondents who chose "None" in A22.

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

SECTION B - CITY OF ST. JOHN'S RESIDENT SERVICE USE AND PERCEPTIONS (ASKED TO ST. JOHN'S RESIDENTS ONLY)

B1. Which of the following St. John's municipal services and programs do members of your household currently use? SELECT ALL THAT APPLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	N	%	N	%	N	%	N	%	N	%	N	%
Parks/playgrounds	280	75.7%	239	68.3%	278	74.7%	273	72.8%	269	74.9%	1339	73.3%
Trails	282	76.2%	262	74.9%	285	76.6%	319	85.1%	243	67.7%	1391	76.2%
Recycling programs	302	81.6%	290	82.9%	310	83.3%	334	89.1%	299	83.3%	1535	84.1%
Community events (for example, lunchtime concerts, tree lighting, etc.)	214	57.8%	166	47.4%	168	45.2%	199	53.1%	186	51.8%	933	51.1%
Robin Hood Bay (to drop off household waste)	233	63.0%	233	66.6%	265	71.2%	303	80.8%	256	71.3%	1290	70.6%
Recreational facilities (for example, Wedgewood Park, Southlands Community Centre, soccer fields, etc.)	179	48.4%	191	54.6%	190	51.1%	240	64.0%	187	52.1%	987	54.1%
Recreational programs	99	26.8%	102	29.1%	113	30.4%	140	37.3%	110	30.6%	564	30.9%
Public transportation (Metobus)/Go Bus	134	36.2%	105	30.0%	81	21.8%	73	19.5%	54	15.0%	447	24.5%
Household does not use any services/programs	7	1.9%	6	1.6%	5	1.4%	24	1.3%
Other (specify):	12	3.2%	25	7.1%	16	4.3%	8	2.1%	12	3.3%	73	4.0%
Don't know	15	.8%
Refused	9	.5%

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

B1. Which of the following St. John's municipal services and programs do members of your household currently use? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Garbage collection (including bulk pick-up)	5	31.3%	12	16.4%
Library	10	13.7%
Other programs and services (private/provincial/federal or cannot be determined)	9	75.0%	11	44.0%	6	50.0%	34	46.6%
Other municipal programs and services	7	28.0%	5	31.3%	17	23.3%
Total	12	100.0%	25	100.0%	16	100.0%	8	100.0%	12	100.0%	73	100.0%

(Subset): Results for respondents who chose "Other" in B1.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

B2. Overall, how satisfied are you with the city's municipal programs and services? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Very satisfied	103	28.4%	94	27.2%	102	27.9%	103	27.6%	88	24.9%	490	27.2%
Somewhat satisfied	197	54.3%	192	55.5%	211	57.7%	226	60.6%	222	62.7%	1048	58.2%
Not very satisfied	41	11.3%	30	8.7%	24	6.6%	24	6.4%	22	6.2%	141	7.8%
Not at all satisfied	9	2.5%	12	3.5%	8	2.2%	7	1.9%	14	4.0%	50	2.8%
Don't know	11	3.0%	16	4.6%	19	5.2%	13	3.5%	5	1.4%	64	3.6%
Refused	9	.5%
Total	363	100.0%	346	100.0%	366	100.0%	373	100.0%	354	100.0%	1802	100.0%

(Subset): Results for respondents excluding those who chose "Household does not use any services/programs" in B1.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

B3. Which aspects of the City of St. John's do you feel make it a good place to live? SELECT ALL THAT APPLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	N	%	N	%	N	%	N	%	N	%	N	%
Arts/culture/heritage	308	83.2%	279	79.7%	287	77.2%	315	84.0%	276	76.9%	1465	80.2%
Natural environment	324	87.6%	279	79.7%	309	83.1%	325	86.7%	293	81.6%	1530	83.8%
The people/hospitality	327	88.4%	296	84.6%	319	85.8%	336	89.6%	310	86.4%	1588	87.0%
Job opportunities	126	34.1%	123	35.1%	145	39.0%	132	35.2%	146	40.7%	672	36.8%
It's safe/has low crime	215	58.1%	213	60.9%	219	58.9%	227	60.5%	208	57.9%	1082	59.3%
Amenities/services available	247	66.8%	248	70.9%	287	77.2%	285	76.0%	267	74.4%	1334	73.1%
None	6	1.7%	13	.7%
Other (specify):	42	11.4%	43	12.3%	35	9.4%	33	8.8%	26	7.2%	179	9.8%
Don't know	5	1.3%	17	.9%
Refused	7	.4%

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

B3. Which aspects of the City of St. John's do you feel make it a good place to live? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
	Personal connections (e.g. born/raised in the city, family is from the city, etc.)	11	26.2%	11	25.6%	10	28.6%	9	27.3%	12	46.2%	53
Particular city characteristics (e.g. small, quiet, clean, unique, people are friendly/sense of community, etc.)	22	52.4%	17	39.5%	18	51.4%	12	36.4%	7	26.9%	76	42.5%
Walking trails	5	11.9%	8	18.6%	17	9.5%
Location (e.g. scenery, green spaces, closeness to amenities/services, small town feeling, larger lots, etc.)	9	27.3%	5	19.2%	22	12.3%
Weather	6	3.4%
Other	5	2.8%
Total	42	100.0%	43	100.0%	35	100.0%	33	100.0%	26	100.0%	179	100.0%

(Subset): Results for respondents who chose "Other" in B3.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

B4. Which of the following aspects of the City of St. John's do you think could be improved? SELECT ALL THAT APPLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	N	%	N	%	N	%	N	%	N	%	N	%
	Parks/playgrounds	159	43.0%	137	39.1%	135	36.3%	158	42.1%	147	40.9%	736
Trails/sidewalks/and other walking areas such as paths and laneways	222	60.0%	220	62.9%	188	50.5%	235	62.7%	224	62.4%	1089	59.6%
Recycling programs	144	38.9%	112	32.0%	110	29.6%	138	36.8%	87	24.2%	591	32.4%
Community events (for example, lunch time concerts, tree lighting, etc.)	102	27.6%	76	21.7%	80	21.5%	93	24.8%	91	25.3%	442	24.2%
Robin Hood Bay (to drop off household waste)	32	8.6%	30	8.6%	35	9.4%	35	9.3%	37	10.3%	169	9.3%
Recreational facilities (for example, Wedgewood Park, Southlands Community Centre, soccer fields, etc.)	114	30.8%	115	32.9%	116	31.2%	129	34.4%	109	30.4%	583	31.9%
Recreational programs	83	22.4%	87	24.9%	93	25.0%	106	28.3%	108	30.1%	477	26.1%
Public transportation (Metrobus)/Go Bus	158	42.7%	145	41.4%	127	34.1%	159	42.4%	125	34.8%	714	39.1%
Snow clearing	251	67.8%	219	62.6%	230	61.8%	205	54.7%	214	59.6%	1119	61.3%
Maintenance of roads and highways	300	81.1%	304	86.9%	307	82.5%	313	83.5%	313	87.2%	1537	84.2%
None	9	2.4%	5	1.4%	13	3.5%	13	3.5%	5	1.4%	45	2.5%
Other (specify):	81	21.9%	70	20.0%	67	18.0%	76	20.3%	60	16.7%	354	19.4%
Don't know	5	1.4%	8	2.2%	22	1.2%
Refused	7	.4%

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

B4. Which of the following aspects of the City of St. John's do you think could be improved? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Garbage collection (including bulk pick-up)	14	20.9%	5	6.6%	5	8.3%	28	7.9%
City cleanliness (e.g. composting, litter clean-up, etc.)	14	17.3%	11	15.7%	12	17.9%	11	14.5%	10	16.7%	58	16.4%
Taxation/property assessment process	7	10.0%	6	9.0%	12	15.8%	32	9.0%
City council/city hall (e.g. communication, cooperation between council, compensation levels, economic management, etc.)	19	23.5%	17	24.3%	13	19.4%	14	18.4%	18	30.0%	81	22.9%
Land use planning/development (e.g. lot sizes, green spaces, heritage preservation, business development, etc.)	10	12.3%	11	15.7%	5	7.5%	5	6.6%	6	10.0%	37	10.5%
Water and sewer	10	2.8%
Street lighting	4	1.1%
Traffic control/enforcement	5	6.2%	10	2.8%
Parking	8	9.9%	20	5.6%
Crime/safety	14	4.0%
Bike lanes (includes responses from those supporting and opposing bike lanes)	8	9.9%	8	10.5%	22	6.2%
Other	8	9.9%	11	15.7%	5	7.5%	9	11.8%	5	8.3%	38	10.7%
Total	81	100.0%	70	100.0%	67	100.0%	76	100.0%	60	100.0%	354	100.0%

(Subset): Results for respondents who chose "Other" in B4.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

B5A. What do you think is the biggest challenge facing the City of St. John's that you feel should be a priority? SELECT BIGGEST CHALLENGE

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Infrastructure (roads, buildings, etc.)	67	18.1%	66	18.9%	85	22.8%	84	22.4%	92	25.6%	394	21.6%
Recreation	5	1.4%	14	.8%
Economy	37	10.0%	40	11.4%	27	7.3%	39	10.4%	28	7.8%	171	9.4%
Managing the city's budget	75	20.3%	87	24.9%	111	29.8%	113	30.1%	94	26.2%	480	26.3%
Aging population	13	3.5%	15	4.3%	20	5.4%	24	6.4%	18	5.0%	90	4.9%
Creating a walkable city (for example, having services in walking distance from residential areas)	20	5.4%	9	2.4%	15	4.0%	57	3.1%
Becoming a more livable winter city	13	3.5%	9	2.6%	7	1.9%	38	2.1%
Crime	29	7.8%	24	6.9%	36	9.7%	31	8.3%	24	6.7%	144	7.9%
Planning for development	12	3.2%	8	2.3%	7	1.9%	36	2.0%
Creating affordable housing	39	10.5%	36	10.3%	34	9.1%	22	5.9%	38	10.6%	169	9.3%
Snow clearing	20	5.4%	13	3.7%	18	4.8%	7	1.9%	24	6.7%	82	4.5%
Public transportation	8	2.2%	9	2.6%	8	2.1%	31	1.7%
There are no challenges facing the city	7	.4%
Other (specify):	8	2.2%	10	2.9%	5	1.3%	8	2.1%	12	3.3%	43	2.4%
Don't know	9	2.4%	8	2.3%	7	1.9%	8	2.2%	36	2.0%
Refused	14	3.8%	7	1.9%	34	1.9%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

B5A. What do you think is the biggest challenge facing the City of St. John's that you feel should be a priority? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Taxation/property assessment process	10	23.3%
City council/city hall (e.g. communication, cooperation between council, compensation levels, economic management, etc.)	5	41.7%	9	20.9%
City cleanliness (e.g. composting, litter clean-up, etc.)	5	11.6%
Heritage preservation	5	11.6%
Other	5	50.0%	14	32.6%
Total	8	100.0%	10	100.0%	5	100.0%	8	100.0%	12	100.0%	43	100.0%

(Subset): Results for respondents who chose "Other" in B5A.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

B5B. What do you think is the second biggest challenge facing the City of St. John's that you feel should be a priority? SELECT 2ND BIGGEST CHALLENGE (if applicable)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
	Infrastructure (roads, buildings, etc.)	51	14.8%	60	18.1%	78	21.6%	73	19.8%	68	19.8%	330
Recreation	5	1.5%	10	2.7%	5	1.5%	27	1.5%
Economy	24	7.0%	28	8.5%	29	8.0%	36	9.8%	31	9.0%	148	8.5%
Managing the city's budget	61	17.7%	52	15.7%	51	14.1%	29	7.9%	61	17.7%	254	14.5%
Aging population	24	7.0%	34	10.3%	47	13.0%	44	12.0%	25	7.3%	174	9.9%
Creating a walkable city (for example, having services in walking distance from residential areas)	39	11.3%	19	5.7%	12	3.3%	20	5.4%	14	4.1%	104	5.9%
Becoming a more livable winter city	23	6.7%	16	4.8%	21	5.8%	25	6.8%	14	4.1%	99	5.7%
Crime	28	8.1%	26	7.9%	37	10.2%	23	6.3%	32	9.3%	146	8.3%
Planning for development	11	3.2%	12	3.6%	7	1.9%	21	5.7%	13	3.8%	64	3.7%
Creating affordable housing	33	9.6%	32	9.7%	33	9.1%	37	10.1%	31	9.0%	166	9.5%
Snow clearing	21	6.1%	20	6.0%	27	7.5%	25	6.8%	30	8.7%	123	7.0%
Public transportation	9	2.6%	11	3.3%	8	2.3%	38	2.2%
No others	5	1.5%	9	2.5%	8	2.2%	30	1.7%
Other (specify):	9	2.6%	8	2.2%	7	2.0%	34	1.9%
Don't know	5	1.5%	7	.4%
Refused	5	.3%
Total	345	100.0%	331	100.0%	361	100.0%	368	100.0%	344	100.0%	1749	100.0%

(Subset): Results for all respondents excluding those who chose "There are no challenges facing the city", "Don't know" or "Refused" to B5A.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

B5B. What do you think is the second biggest challenge facing the City of St. John's that you feel should be a priority? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
	Taxation/property assessment process
City council/city hall (e.g. communication, cooperation between council, compensation levels, economic management, etc.)
City cleanliness (e.g. composting, litter clean-up, etc.)	5	14.7%
Heritage preservation
Other	5	55.6%	7	100.0%	20	58.8%
Total	9	100.0%	8	100.0%	7	100.0%	34	100.0%

(Subset): Results for respondents who chose "Other" in B5B.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

B5C. What do you think is the third biggest challenge facing the City of St. John's that you feel should be a priority? SELECT 3RD BIGGEST CHALLENGE (if applicable)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
	Infrastructure (roads, buildings, etc.)	29	8.6%	53	16.5%	49	13.9%	51	14.3%	39	11.5%	221
Recreation	6	1.8%	8	2.5%	7	2.0%	13	3.6%	9	2.7%	43	2.5%
Economy	19	5.6%	19	5.9%	32	9.1%	30	8.4%	25	7.4%	125	7.3%
Managing the city's budget	46	13.6%	32	10.0%	47	13.4%	35	9.8%	47	13.9%	207	12.1%
Aging population	47	13.9%	40	12.5%	32	9.1%	38	10.6%	35	10.3%	192	11.2%
Creating a walkable city (for example, having services in walking distance from residential areas)	21	6.2%	23	7.2%	9	2.6%	20	5.6%	21	6.2%	94	5.5%
Becoming a more livable winter city	33	9.8%	26	8.1%	21	6.0%	32	9.0%	17	5.0%	129	7.6%
Crime	29	8.6%	22	6.9%	33	9.4%	28	7.8%	26	7.7%	138	8.1%
Planning for development	17	5.0%	22	6.9%	18	5.1%	20	5.6%	20	5.9%	97	5.7%
Creating affordable housing	32	9.5%	34	10.6%	32	9.1%	35	9.8%	41	12.1%	174	10.2%
Snow clearing	18	5.3%	14	4.4%	32	9.1%	18	5.0%	21	6.2%	103	6.0%
Public transportation	14	4.1%	13	4.0%	17	4.8%	12	3.4%	10	2.9%	66	3.9%
No others	16	4.7%	9	2.8%	14	4.0%	12	3.4%	12	3.5%	63	3.7%
Other (specify):	11	3.3%	5	1.6%	7	2.0%	12	3.4%	12	3.5%	47	2.8%
Don't know	7	.4%
Refused
Total	338	100.0%	321	100.0%	352	100.0%	357	100.0%	339	100.0%	1707	100.0%

(Subset): Results for all respondents excluding those who chose "No others", "Don't know" or "Refused" to B5B.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

B5C. What do you think is the third biggest challenge facing the City of St. John's that you feel should be a priority? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
	Taxation/property assessment process	5
City council/city hall (e.g. communication, cooperation between council, compensation levels, economic management, etc.)	11	23.4%
City cleanliness (e.g. composting, litter clean-up, etc.)
Heritage preservation
Other	7	63.6%	5	100.0%	6	50.0%	5	41.7%	27	57.4%
Total	11	100.0%	5	100.0%	7	100.0%	12	100.0%	12	100.0%	47	100.0%

(Subset): Results for respondents who chose "Other" in B5C.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

SECTION C - COMMUNICATING WITH RESIDENTS (ASKED TO ST. JOHN'S RESIDENTS ONLY)

C1. How effective do you feel the city is with respect to providing you with information/keeping you informed? SELECT ONE RESPONSE ONLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Very effective	46	12.4%	26	7.4%	41	11.0%	42	11.2%	36	10.0%	191	10.5%
Effective	188	50.8%	183	52.3%	243	65.3%	226	60.3%	213	59.3%	1053	57.7%
Ineffective	88	23.8%	98	28.0%	54	14.5%	76	20.3%	69	19.2%	385	21.1%
Very ineffective	34	9.2%	23	6.6%	18	4.8%	21	5.6%	25	7.0%	121	6.6%
Don't know	11	3.0%	17	4.9%	13	3.5%	10	2.7%	14	3.9%	65	3.6%
Refused	11	.6%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

C2. How do you currently access or receive information about the city? For example, about services and programs, events, news, road closures, by-laws, etc.? SELECT ALL THAT APPLY

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	N	%	N	%	N	%	N	%	N	%	N	%
City website	203	54.9%	189	54.0%	224	60.2%	227	60.5%	214	59.6%	1057	57.9%
Social media (for example, Facebook, Twitter, etc.)	135	36.5%	144	41.1%	146	39.2%	131	34.9%	159	44.3%	715	39.2%
311/telephone	193	52.2%	167	47.7%	197	53.0%	200	53.3%	211	58.8%	968	53.0%
Mail (for example, city guides, brochures, etc.)	269	72.7%	255	72.9%	276	74.2%	295	78.7%	278	77.4%	1373	75.2%
Electronically (for example, e-newsletters, emails, text alerts, mobile phone apps, automated messages, etc.)	99	26.8%	59	16.9%	88	23.7%	69	18.4%	62	17.3%	377	20.6%
In person (for example, public meetings, open houses, city councillor, etc.)	78	21.1%	45	12.9%	42	11.3%	60	16.0%	59	16.4%	284	15.6%
Word of mouth (from family, friends, neighbours, co-workers)	258	69.7%	225	64.3%	246	66.1%	261	69.6%	267	74.4%	1257	68.8%
Print publications (newspapers, newsletters, magazines, etc.)	187	50.5%	190	54.3%	199	53.5%	199	53.1%	202	56.3%	977	53.5%
Radio	259	70.0%	247	70.6%	292	78.5%	287	76.5%	285	79.4%	1370	75.0%
Television (for example, news broadcasts, televised council meetings, etc.)	207	55.9%	189	54.0%	249	66.9%	230	61.3%	240	66.9%	1115	61.1%
Do not access or receive information about the city	6	.3%
Other (specify):	9	2.4%	10	2.9%	12	3.2%	38	2.1%
Don't know	5	1.4%	5	1.3%	17	.9%
Refused	6	.3%

Totals may exceed 100% due to multiple responses. Compiled by NLSA on 7/14/2016

C2. How do you currently access or receive information about the city? For example, about services and programs, events, news, road closures, by-laws, etc.? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
	Public signs/billboards	10
Other websites (e.g. news websites, Google, etc.)/online (no specification)	5	55.6%	7	70.0%	11	91.7%	27	71.1%
Other
Total	9	100.0%	10	100.0%	12	100.0%	38	100.0%

(Subset): Results for respondents who chose "Other" in C2.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

C3A. If the city was to provide you with information in the future, what would be the main way you would like to receive the information? SELECT MAIN INFORMATION METHOD

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
	City website	60	16.2%	37	10.6%	58	15.6%	74	19.7%	50	13.9%	279
Social media (for example, Facebook, Twitter, etc.)	47	12.7%	51	14.6%	49	13.2%	48	12.8%	49	13.6%	244	13.4%
311/telephone	6	1.6%	18	5.1%	18	4.8%	13	3.5%	14	3.9%	69	3.8%
Mail (for example, city guides, brochures, etc.)	90	24.3%	68	19.4%	87	23.4%	60	16.0%	85	23.7%	390	21.4%
Electronically (for example, e-newsletters, emails, text alerts, mobile phone apps, automated messages, etc.)	76	20.5%	83	23.7%	78	21.0%	82	21.9%	63	17.5%	382	20.9%
In person (for example, public meetings, open houses, city councillor, etc.)	9	.5%
Print publications (newspapers, newsletters, magazines, etc.)	11	3.0%	13	3.7%	9	2.4%	14	3.7%	15	4.2%	62	3.4%
Radio	46	12.4%	40	11.4%	39	10.5%	50	13.3%	44	12.3%	219	12.0%
Television (for example, news broadcasts, televised council meetings, etc.)	18	4.9%	21	6.0%	23	6.2%	28	7.5%	25	7.0%	115	6.3%
Do not want information from the city
Other (specify):	8	.4%
Don't know	9	2.6%	5	1.3%	24	1.3%
Refused	10	2.7%	5	1.4%	5	1.4%
Total	370	100.0%	350	100.0%	372	100.0%	375	100.0%	359	100.0%	1826	100.0%

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

C3A. If the city was to provide you with information in the future, what would be the main way you would like to receive the information? (Other)

	St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%
	Other websites (e.g. news websites, Google, etc.)/online (no specification)
Other
Total	8	100.0%

(Subset): Results for respondents who chose "Other" in C3A.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

C3B. What would be your second choice with respect to how you would like to receive the information from the city? SELECT 2ND CHOICE FOR INFORMATION DELIVERY (if applicable)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
City website	37	10.4%	46	13.7%	47	12.9%	49	13.2%	47	13.4%	226	12.7%
Social media (for example, Facebook, Twitter, etc.)	42	11.8%	39	11.6%	47	12.9%	41	11.0%	49	14.0%	218	12.3%
311/telephone	21	5.9%	18	5.4%	26	7.2%	19	5.1%	26	7.4%	110	6.2%
Mail (for example, city guides, brochures, etc.)	56	15.7%	61	18.2%	52	14.3%	69	18.5%	40	11.4%	278	15.6%
Electronically (for example, e-newsletters, emails, text alerts, mobile phone apps, automated messages, etc.)	49	13.8%	31	9.2%	45	12.4%	35	9.4%	42	12.0%	202	11.4%
In person (for example, public meetings, open houses, city councillor, etc.)	9	2.4%	19	1.1%
Print publications (newspapers, newsletters, magazines, etc.)	34	9.6%	31	9.2%	22	6.1%	27	7.3%	20	5.7%	134	7.5%
Radio	61	17.1%	54	16.1%	59	16.3%	61	16.4%	63	18.0%	298	16.8%
Television (for example, news broadcasts, televised council meetings, etc.)	36	10.1%	33	9.8%	52	14.3%	46	12.4%	37	10.6%	204	11.5%
No others	14	3.9%	14	4.2%	10	2.8%	11	3.0%	18	5.1%	67	3.8%
Other (specify):	5	1.5%	12	.7%
Don't know	5	.3%
Refused
Total	356	100.0%	336	100.0%	363	100.0%	372	100.0%	350	100.0%	1777	100.0%

(Subset): Results for all respondents excluding those who chose "Do not want information from the city", "Don't know" or "Refused" in C3A.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

C3B. What would be your second choice with respect to how you would like to receive the information from the city? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Word of mouth	8	66.7%
Public signs/billboards
Other websites (e.g. news websites, Google, etc.)/online (no specification)
Total	5	100.0%	12	100.0%

(Subset): Results for respondents who chose "Other" in C3B.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

C3C. What would be your third choice with respect to how you would like to receive the information from the city? SELECT 3RD CHOICE FOR INFORMATION DELIVERY (if applicable)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
City website	28	8.2%	38	11.8%	48	13.6%	37	10.3%	22	6.7%	173	10.2%
Social media (for example, Facebook, Twitter, etc.)	31	9.1%	33	10.3%	25	7.1%	30	8.4%	26	7.9%	145	8.5%
311/telephone	24	7.1%	23	7.2%	31	8.8%	32	8.9%	29	8.8%	139	8.2%
Mail (for example, city guides, brochures, etc.)	57	16.8%	43	13.4%	56	15.9%	50	14.0%	55	16.7%	261	15.3%
Electronically (for example, e-newsletters, emails, text alerts, mobile phone apps, automated messages, etc.)	23	6.8%	29	9.0%	24	6.8%	34	9.5%	29	8.8%	139	8.2%
In person (for example, public meetings, open houses, city councillor, etc.)	5	1.5%	10	3.1%	6	1.8%	24	1.4%
Print publications (newspapers, newsletters, magazines, etc.)	29	8.5%	29	9.0%	33	9.4%	32	8.9%	30	9.1%	153	9.0%
Radio	57	16.8%	59	18.4%	59	16.8%	54	15.1%	56	17.0%	285	16.8%
Television (for example, news broadcasts, televised council meetings, etc.)	44	12.9%	30	9.3%	50	14.2%	55	15.4%	53	16.1%	232	13.6%
No others	38	11.2%	22	6.9%	19	5.4%	26	7.3%	20	6.1%	125	7.3%
Other (specify):	5	1.4%	17	1.0%
Don't know
Refused
Total	340	100.0%	321	100.0%	352	100.0%	358	100.0%	330	100.0%	1701	100.0%

(Subset): Results for all respondents excluding those who chose "No others", "Don't know" or "Refused" in C3B.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

C3C. What would be your third choice with respect to how you would like to receive the information from the city? (Other)

	St. John's (Downtown)		St. John's (Central)		St. John's (West)		St. John's (East)		St. John's (Goulds/Shea Heights)		St. John's (Total)	
	Count	%	Count	%	Count	%	Count	%	Count	%	Count	%
Word of mouth	8	47.1%
Public signs/billboards
Other websites (e.g. news websites, Google, etc.)/online (no specification)	5	29.4%
Other
Total	5	100.0%	17	100.0%

(Subset): Results for respondents who chose "Other" in C3C.

Source: St. John's CMA Demographic Profile 2016. Compiled by NLSA on 7/14/2016

... *Suppressed due to confidentiality or data quality (Count < 5)*