

# STATE OF THE ECONOMY

**ST. JOHN'S METRO  
MAY 2022**

**ST. JOHN'S**

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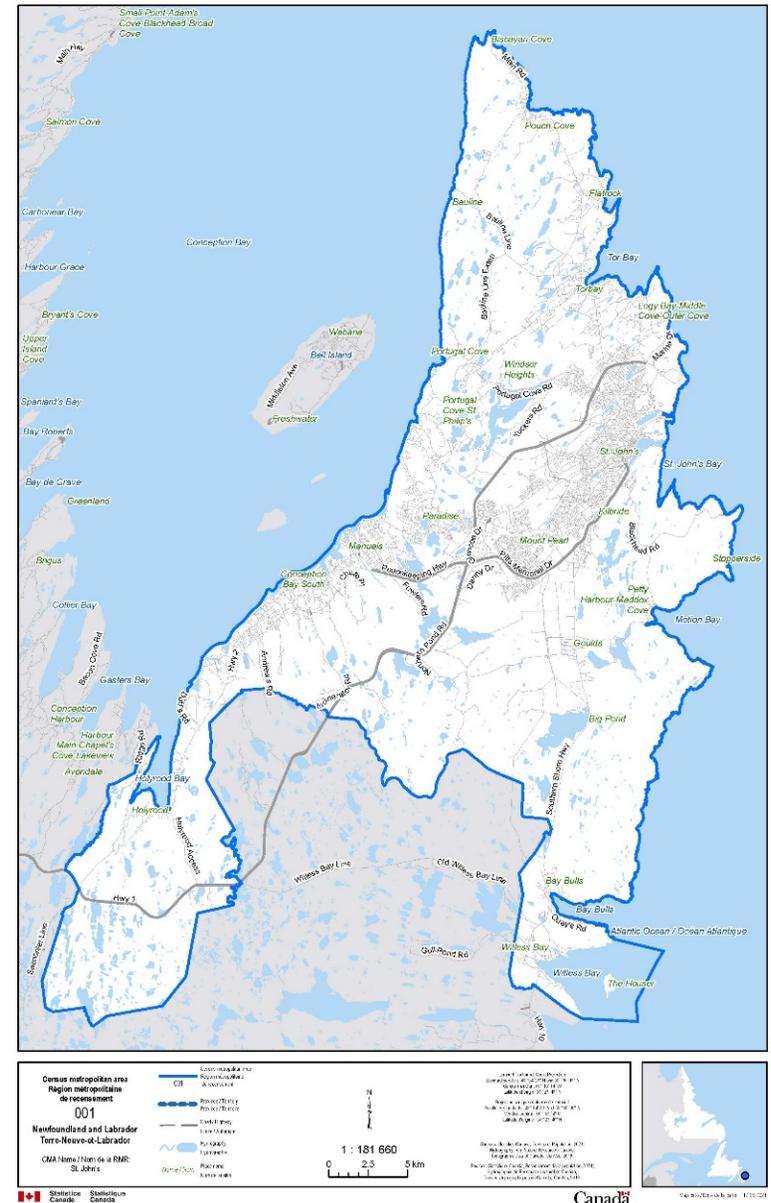
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# St. John's Census Metropolitan Area (CMA)

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: Statistics Canada

# St. John's CMA<sup>1</sup> Economic Indicators

	2021	2022f
Real GDP (2012\$M)	16,143	15,629
% Change	-2.4	-3.2
Retail Trade (\$M)	4,376	4,560
% Change	11.3	4.2
Household Income (\$M)	11,745	12,096
% Change	2.5	3.0
Consumer Price Index (2002=100)	143.8	150.4
% Change	3.3	4.6

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

# Labour Force Characteristics

The number of persons employed increased in 2021 and the unemployment rate decreased 1.9 percentage points to 7.8%.

	2021	2022f
Labour Force (000s)	115.3	117.2
% Change	-1.6	1.7
Employment (000s)	106.3	109.0
% Change	0.5	2.5
Unemployment Rate	7.8%	7.0%
Change	-1.9 ppts	-0.8 ppts
Participation Rate	63.4%	64.3%
Change	-1.4 ppts	0.9 ppts

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

# Business Approvals

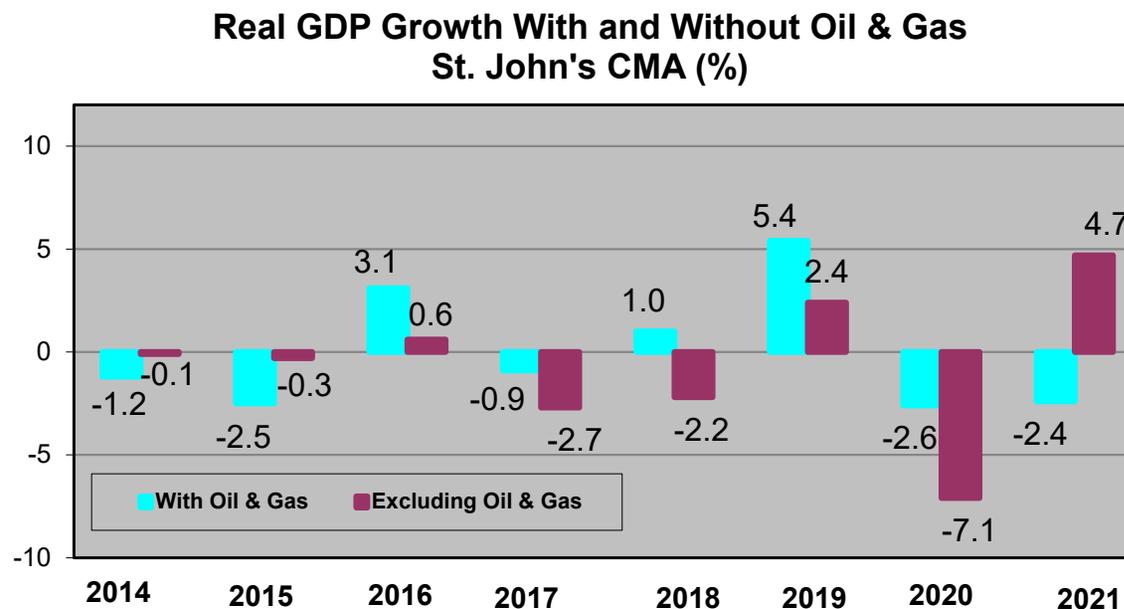
There were 141 businesses approved by St. John's City Council in 2021; 22% of those were for small home-based businesses.

	2013	2014	2015	2016	2017	2018	2019	2020	2021
Home Based Businesses	51	59	43	57	65	48	50	34	31
General	89	89	102	74	86	106	107	113	110
<b>Total</b>	<b>140</b>	<b>148</b>	<b>145</b>	<b>131</b>	<b>151</b>	<b>154</b>	<b>157</b>	<b>147</b>	<b>141</b>

Source: City of St. John's

# Economic Growth and Oil Production

Real GDP growth in the St. John's CMA decreased slightly primarily due to lower offshore 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.

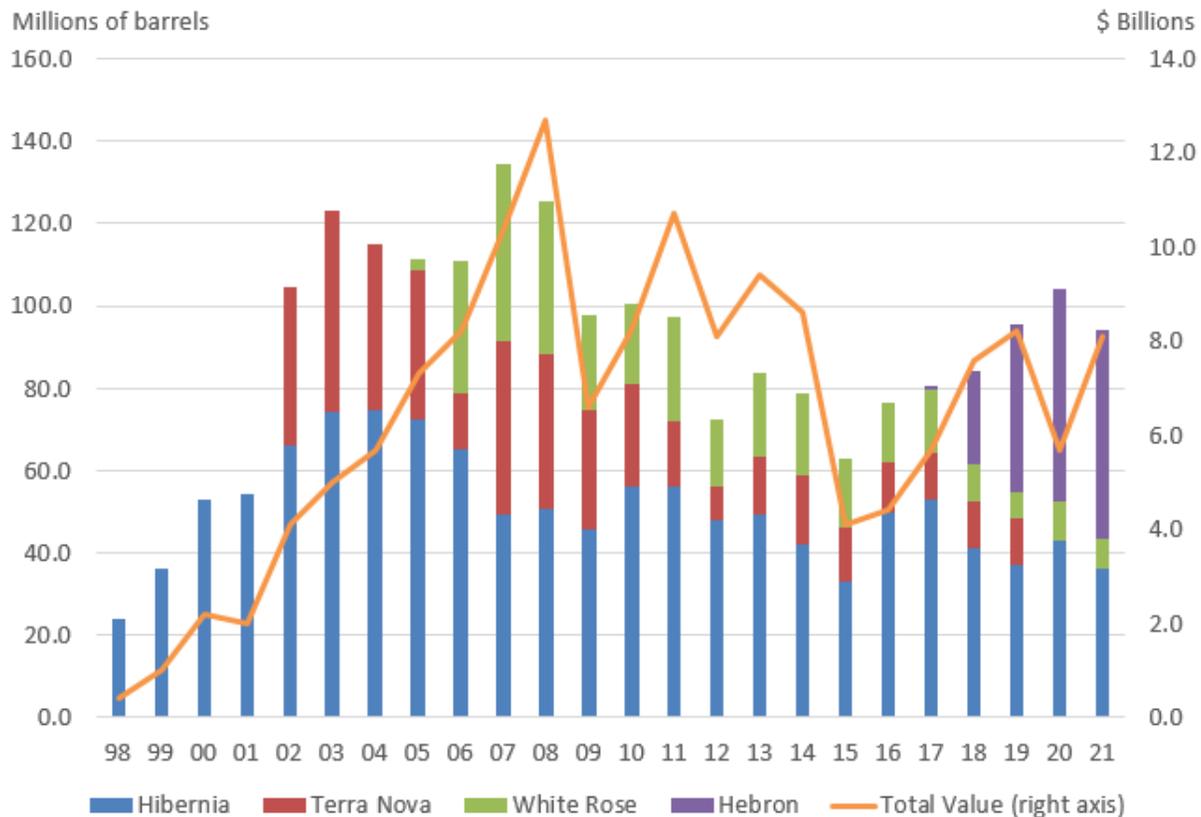


Source: Economic Review 2021 St. John's CMA, Economic and Project Analysis Division, Department of Finance, Government of Newfoundland and Labrador

# Offshore Oil Production

Despite lower production, the value of oil production rose by 43.2% to \$8.1 billion due to higher crude oil prices. Oil production 2021 = 94.0 MMbbls.

## Offshore Oil Production



Source: Canada-Newfoundland and Labrador Offshore Petroleum Board; Department of Finance

# Major projects in Newfoundland & Labrador

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

Project	Value
Muskrat Falls Hydroelectric Generation Facility (2012-2022)	\$10.3 B
Cenovus West White Rose Project (2017-2024) <i>suspended</i>	\$3.2 B
Exploration work commitments in the NL offshore area	\$2.9 B
Vale Voisey's Bay Underground Mine (2016-2023) USA	US\$1.7 B

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 and future private sector developments.

Project	≥\$10Million
St. John's International Airport 2019-2028 Capital Plan	\$186.0
Jag Hotel Expansion	\$67.1
Hotel, commercial, and retail development, Manga Hotels, 150 New Gower Street	\$50.0
Chancellor Park addition, 270 Portugal Cove Rd.	\$30.0
BMO office building, 331 Water St.	\$30.0
Field Power Centre Office building, 25 Sea Rose Dr.	\$28.0
Churchill Park Luxury Apartments, 47 Rowan St.	\$25.0

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	≥\$7Million
Mews Recreation Centre Replacement (2019-2022)	\$31.0
2022 Capital Budget	\$13.8
Gould's Servicing – Sewer Forcemain – Phase 3	\$15.6
Gould's Servicing – Sanitary Trunk Sewer – Phase 2	\$11.3
Windsor Lake Water Treatment Plant Extension (2021-2022)	\$7.5

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	≥\$25 Million
Adult Mental Health and Addictions Facility	\$330.0
Redevelopment of Emergency Dept., Health Sciences Centre (2020-2024)	\$25.0

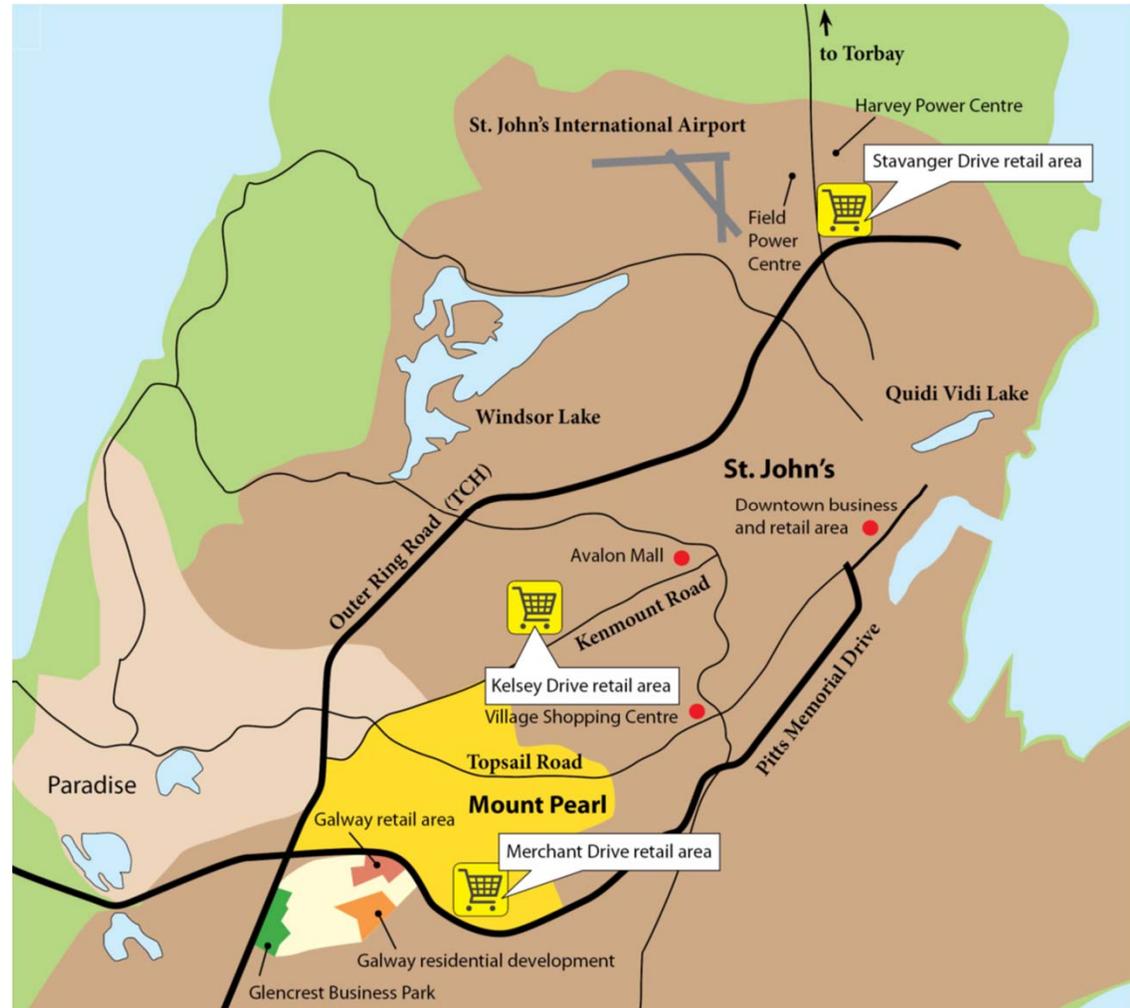
Note: Table is not a complete list of all projects.

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
- Kenmount Crossing, a 109 acre commercial, retail, and industrial site, north side of Kenmount Road



For location and further information:

<https://kmccapital.ca/projects/field-power-centre/>

[www.galwaybusinesscentre.ca](http://www.galwaybusinesscentre.ca)

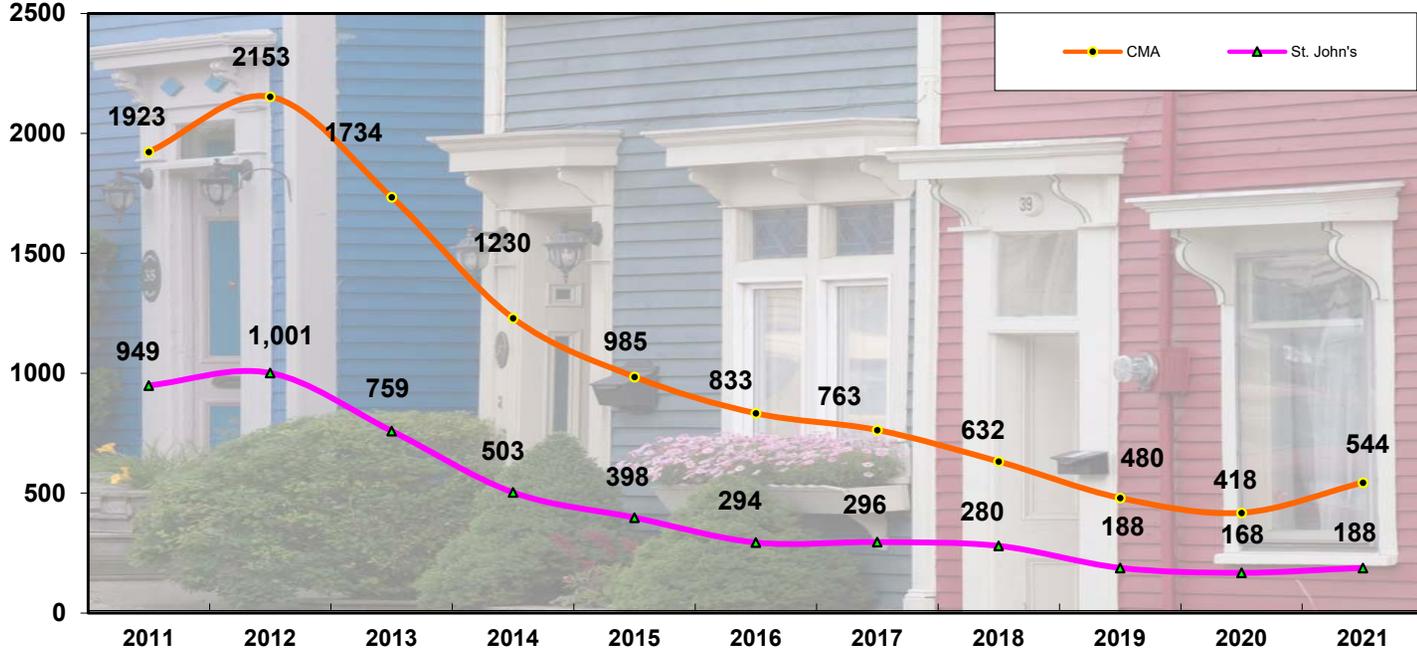
[www.mooredeckerduunn.co/property\\_type/commercial/](http://www.mooredeckerduunn.co/property_type/commercial/)

Map: City of St. John's

# Housing Starts

Housing starts increased by 30.1% to 544 units in the metro region. In the City of St. John's housing starts increased 11.9% to 168 units.

Housing Starts - City of St. John's and St. John's CMA  
2011 - 2021

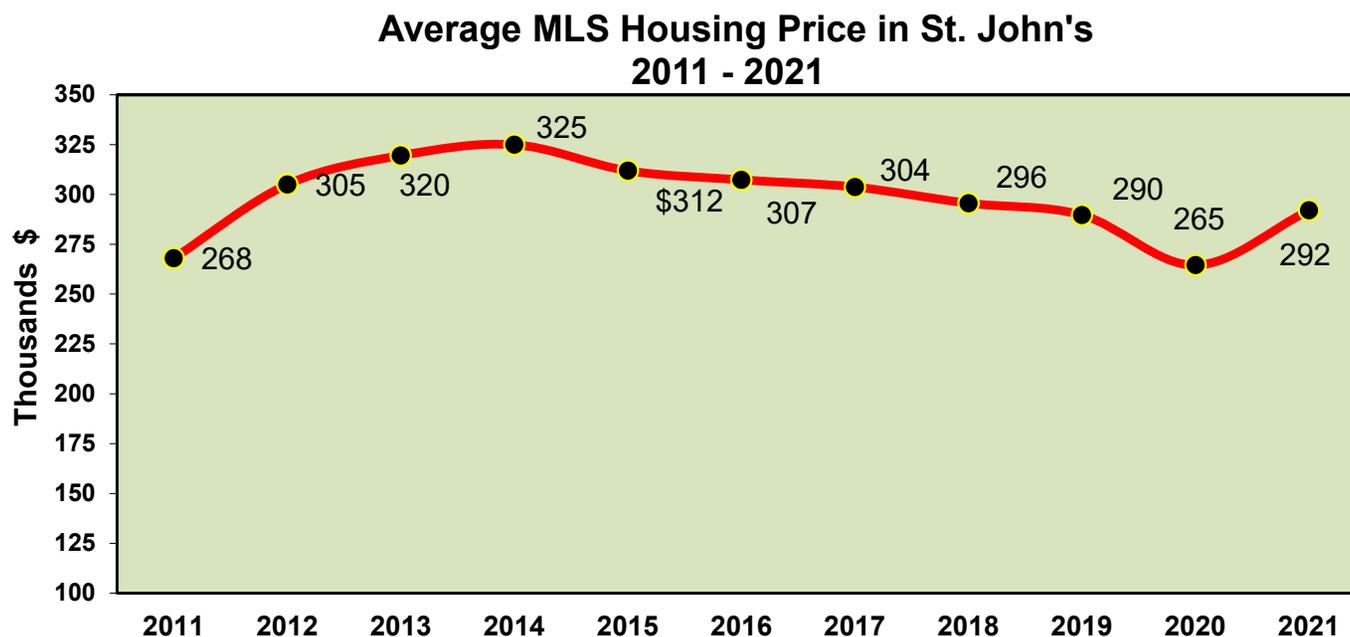


Note: CMA (census metropolitan area) housing starts include City of St. John's housing starts.

Source: Canada Mortgage and Housing Corporation (CMHC)

# Average MLS<sup>®1</sup> Housing Prices

The average MLS<sup>®</sup> housing price increased 10.9% in 2021.



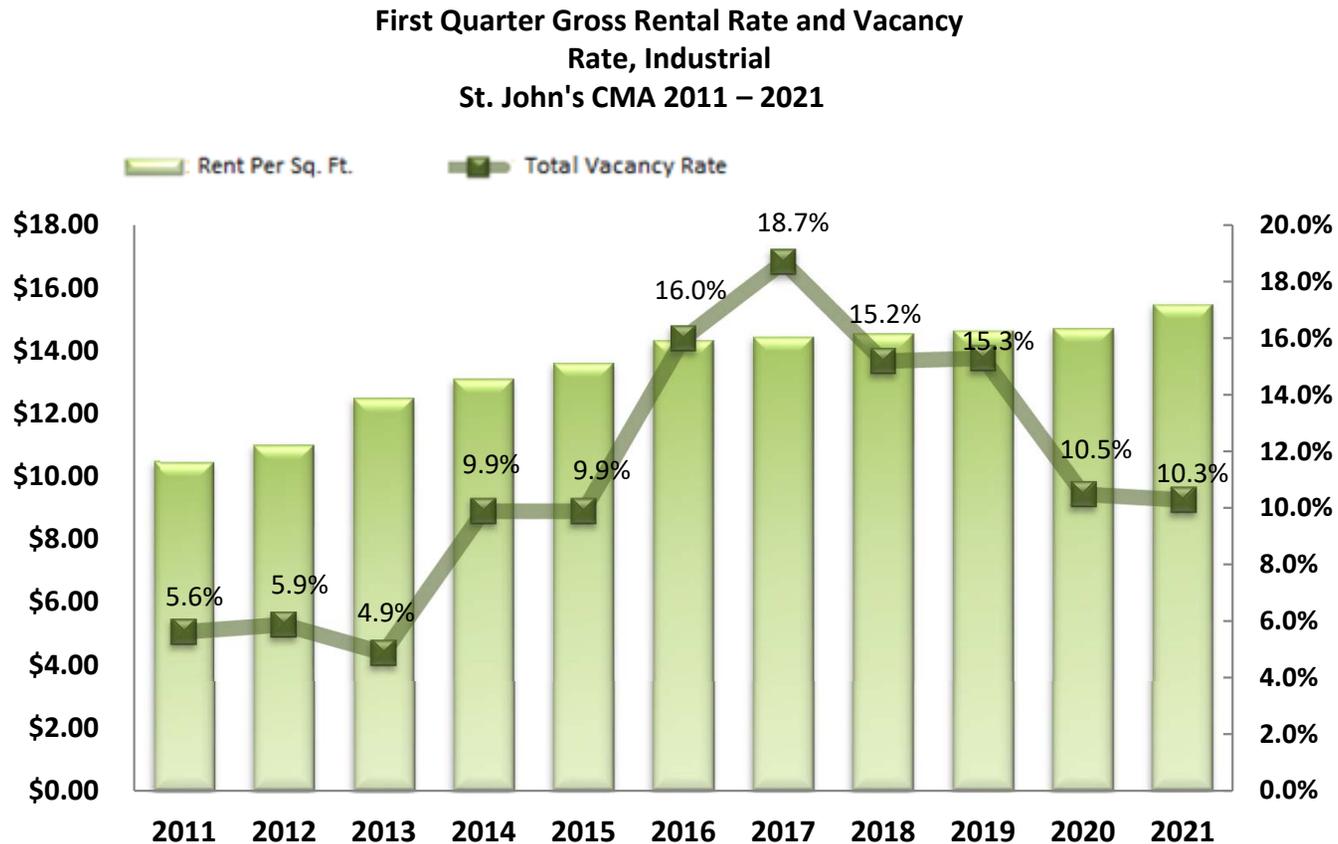
<sup>1</sup> MLS<sup>®</sup> (Multiple Listing Service) is a registered trademark of the Canadian Real Estate Association (CREA).

<sup>2</sup> 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*.

Source: CMHC, adapted from MLS<sup>®</sup> data.

# Industrial Market Rental Rates

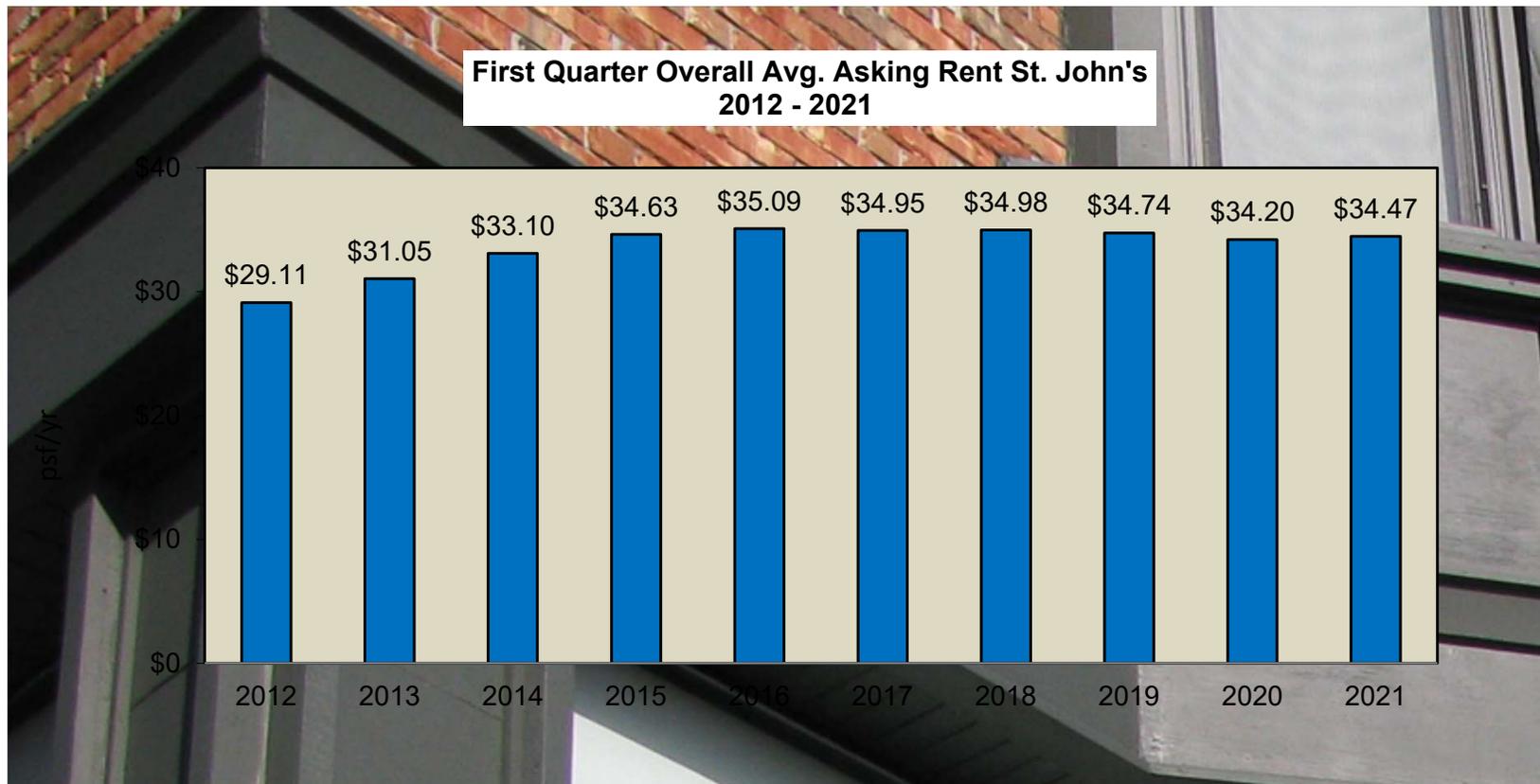
Industrial market rental rates increased slightly to \$15.49 per sq. ft in the first quarter of 2021. The vacancy rate was on par with 2020 at 10.3%.



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 2021 at \$34.47 per sq. ft.

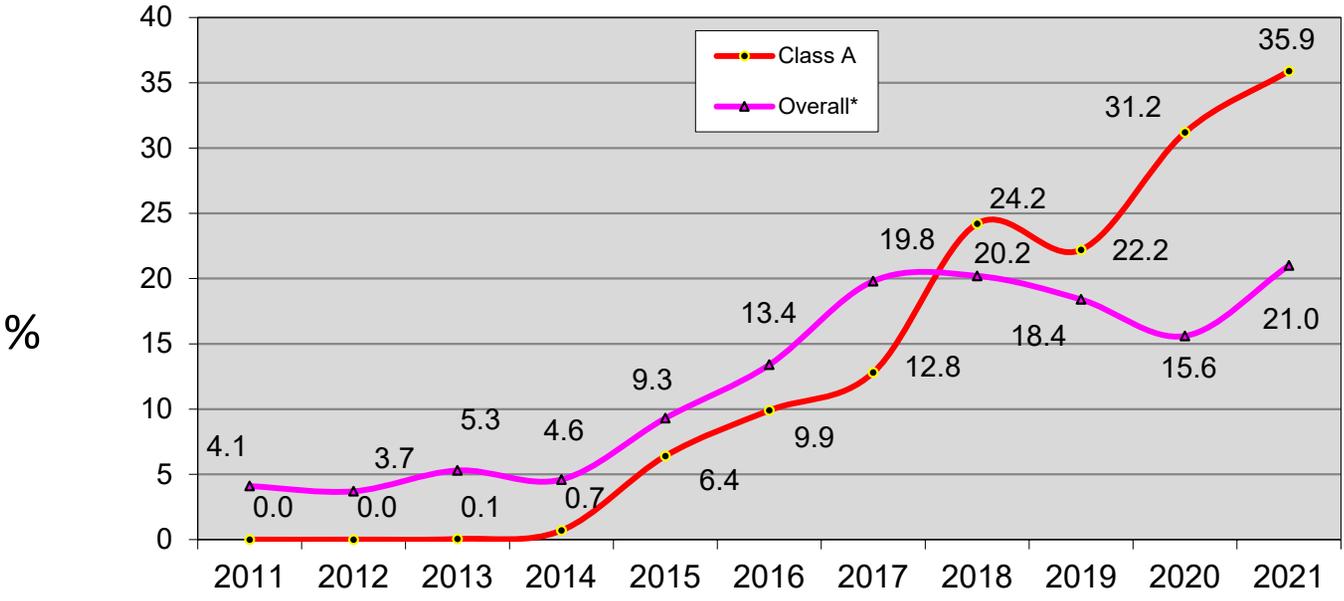


Source: Overall Average Asking rent, all classes. Cushman & Wakefield Atlantic.

# Office Vacancy Rates

Office vacancy rates increased in 2021 compared to a year ago.

### 1st Quarter Office Market Overall Vacancy St. John's CMA (%) 2011 - 2021



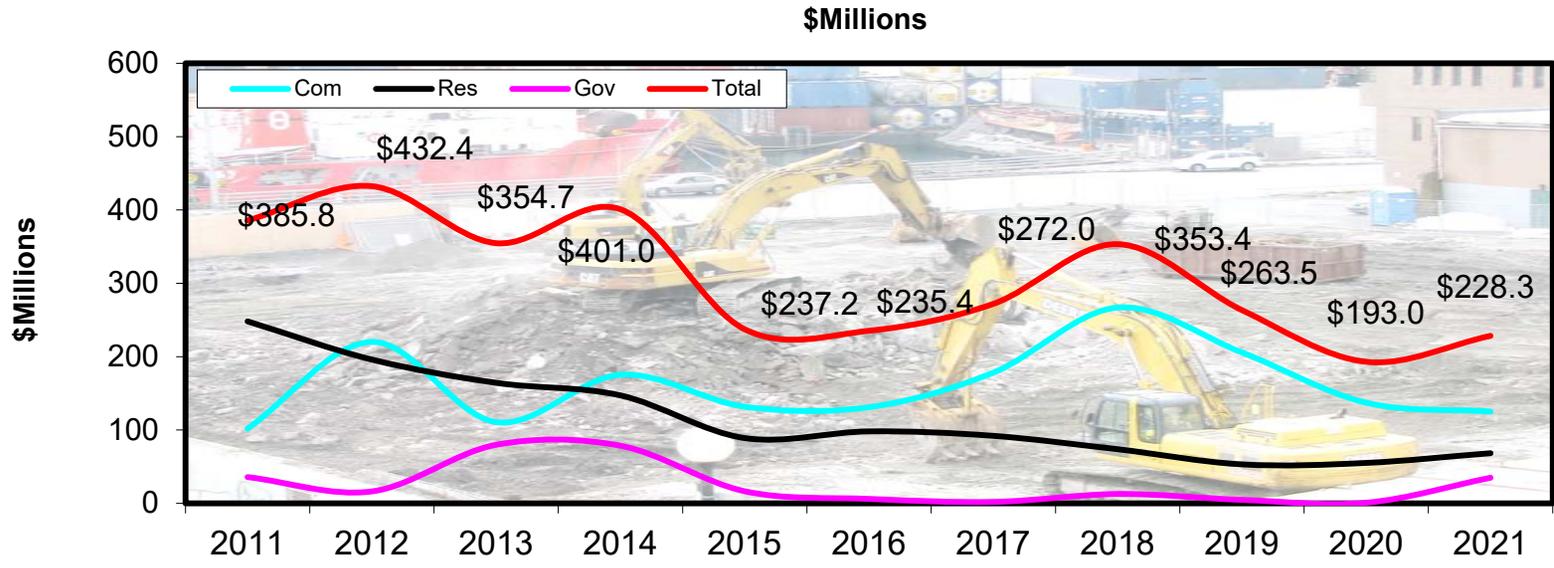
\* Class A buildings in St. John's are: Baine Johnson Building, Fort William Building, Cabot Place, Ill Fifty One Water Street, Fortis Place, Scotia Centre and KMK Place.

Source: Cushman & Wakefield Atlantic

# Building Permits

The total value of building permits in the City of St. John's increased 18% to \$228.3 million in 2021. The value of commercial permits decreased by 8.9% to \$125.0 million in 2021.

### Value of Construction from Building Permits City of St. John's, 2011 - 2021



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

Source: City of St. John's

# Value of building permits St. John's CMA

Investment in residential and non-residential building construction in the St. John's CMA was \$21.6 million in 2021, up 145% from March 2020.

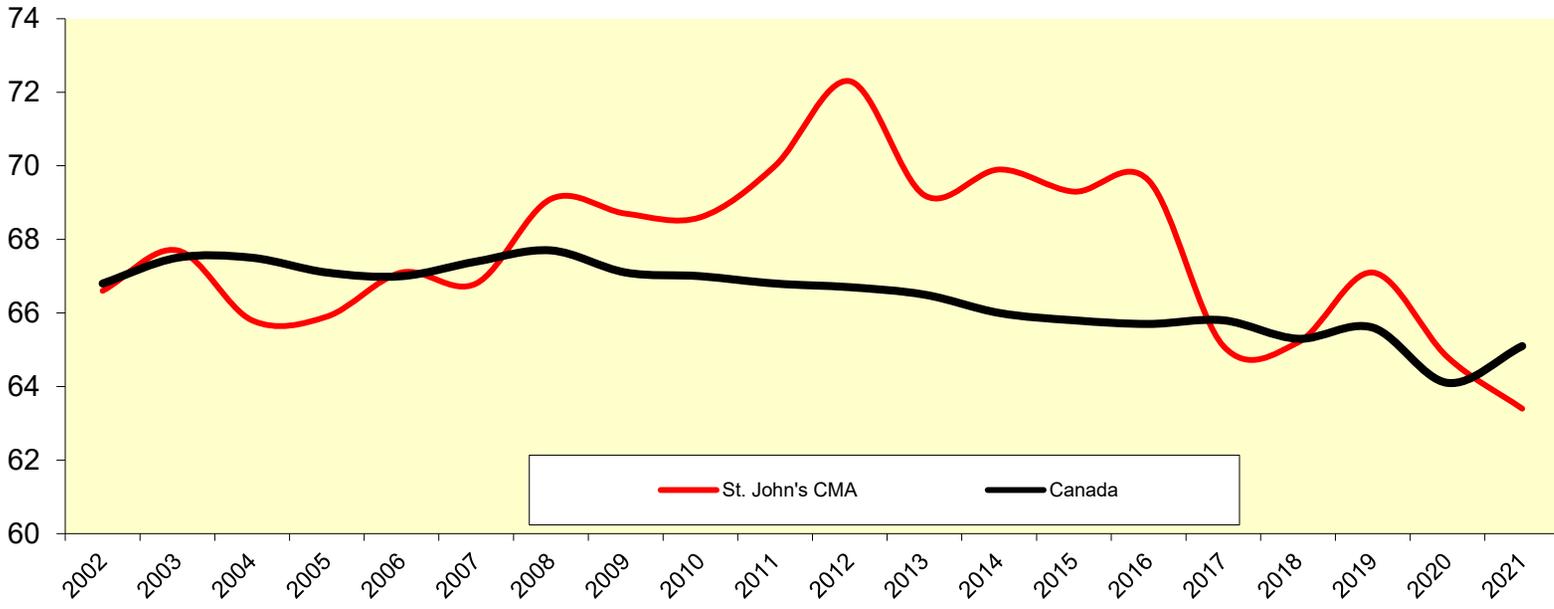
<u>Value of building permits, selected CMA's</u> <i>seasonally adjusted</i>			
	December 2020	December 2021	
	\$ Millions	\$ Millions	% Change
<b>St. Johns</b>	<b>15.3</b>	<b>17.8</b>	<b>16.0</b>
Halifax	155.3	139.6	-10.1
Moncton	56.1	25.9	-53.9
Montreal	970.7	1,025.9	5.7
Toronto	1,791.3	1,760.8	-1.7
Winnipeg	177.2	234.6	32.4
Calgary	308.0	531.6	72.6
Saskatoon	95.5	67.1	-29.8
Victoria	146.1	103.8	-28.9
Vancouver	856.0	1,070.7	25.1

Source: Statistics Canada. Table 34-10-0066-02

# Labour Force Participation Rate

St. John's CMA labour force participation rate decreased 1.4 percentage points to 63.4% in 2021 slightly lower than the national rate (65.1%).

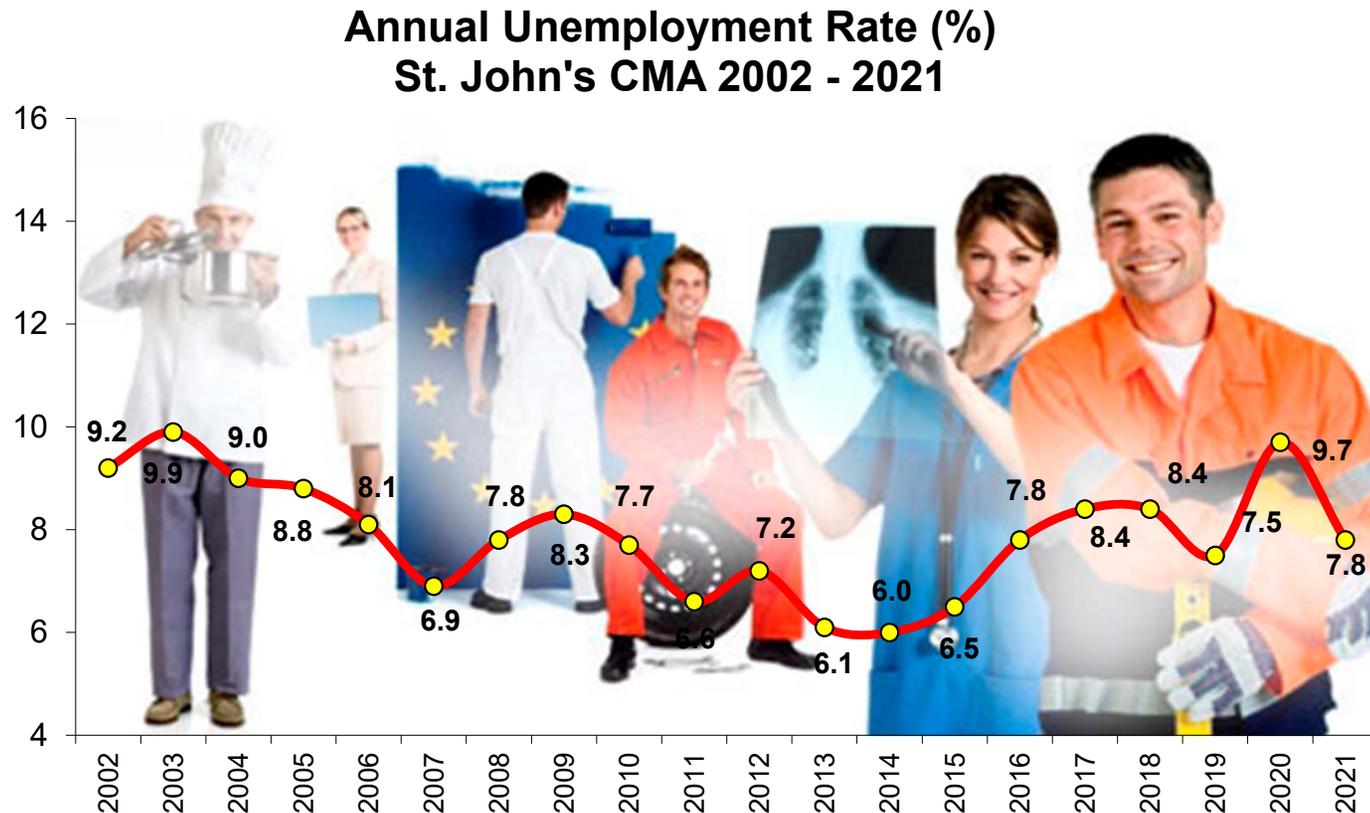
Labour Force Participation Rates (%)  
St. John's CMA vs Canada



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

# Annual Unemployment Rate

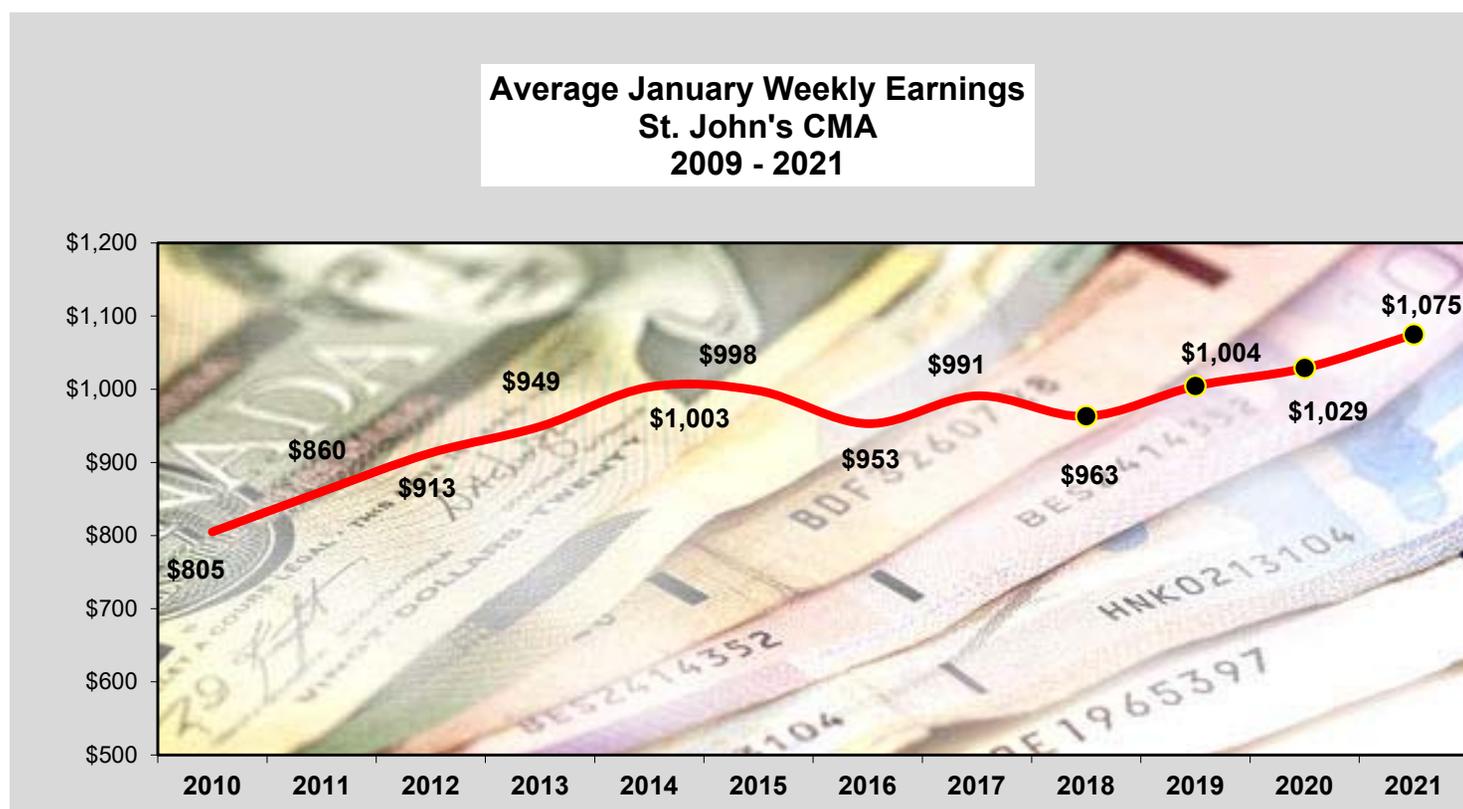
The annual unemployment rate for the St. John's CMA was 7.8% in 2021. The rate for Canada was **7.5%**.



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

# Average Weekly Earnings

Average weekly earnings increased 4.5% in January 2021 to \$1,075. The consumer price index, an indicator of changes in consumer prices, increased 1.7% in January 2021 compared to January 2020.



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

# Median Household Income – Census 2016

(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

## City of St. John's

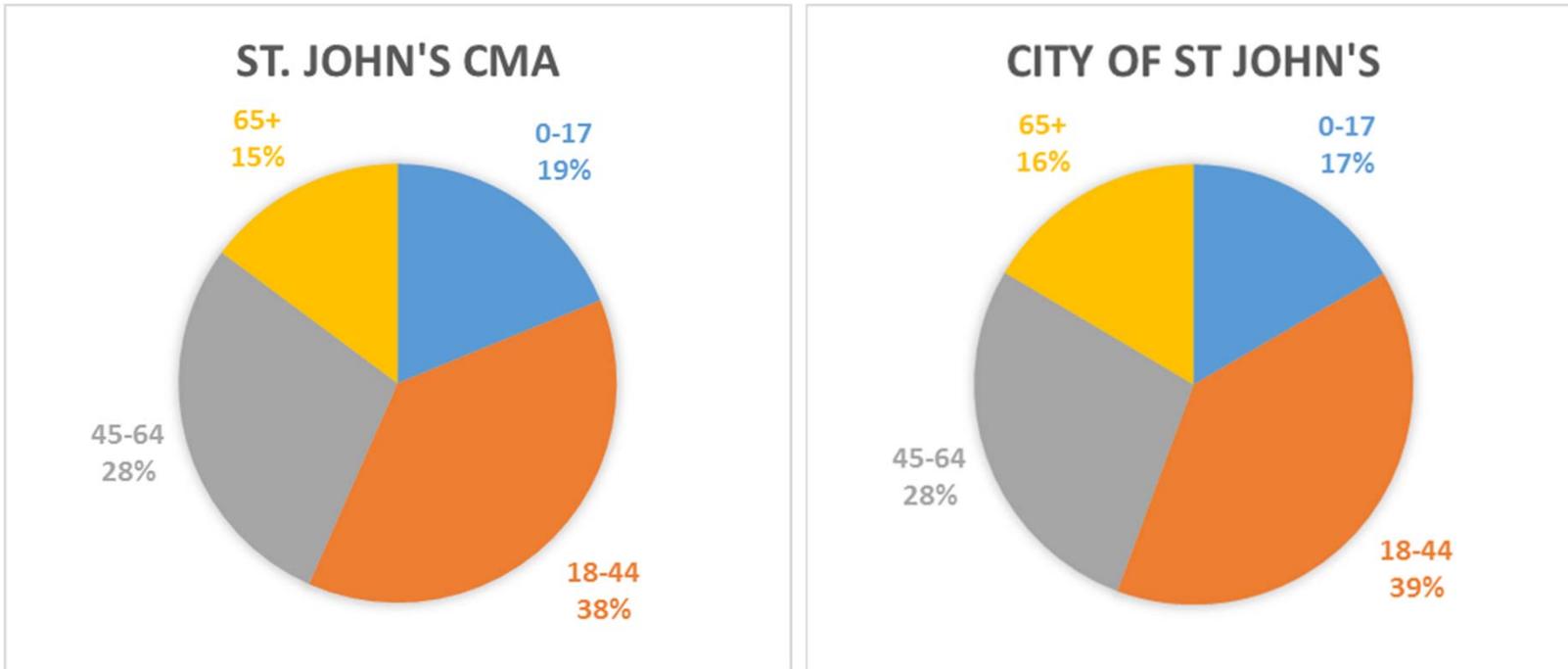
	2011 Census	2016 Census	2021 Census
<b>Total Population</b>	<b>106,172</b>	<b>108,860</b>	<b>110,525</b>
<b>Ages 0-14</b>	14, 705	15,080	<b>14,546</b>
<b>Ages 15-64</b>	75, 875	75,815	<b>74,260</b>
<b>Ages 65+</b>	15,595	17,965	<b>21,720</b>
<b>Occupied Private Dwellings</b>	<b>45,026</b>	<b>47,627</b>	<b>49,298</b>

## St. John's CMA

	2011 Census	2016 Census	2021 Census
<b>Total Population</b>	<b>196,965</b>	<b>205,955</b>	<b>212,579</b>
<b>Ages 0-14</b>	31,250	32,465	<b>31,565</b>
<b>Ages 15-64</b>	140,660	142,940	<b>142,395</b>
<b>Ages 65+</b>	25,055	30,555	<b>38,615</b>
<b>Occupied Private Dwellings</b>	<b>78,960</b>	<b>85,015</b>	<b>89,999</b>

Source: Statistics Canada, 2011, 2016 and 2021 Census of Population.

# Age Distribution – Census 2016



Source: Statistics Canada, 2011 and 2016 Census of Population.

# 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

Source: Statistics Canada, 2011 and 2016 Census of Population.

# 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%

Source: Statistics Canada, 2011 and 2016 Census of Population.

# Home Ownership – Census 2016

## St. John's CMA



70% Own



30% Rent

## City of St. John's



61.4% Own



38.6% Rent

Source: Statistics Canada, 2011 and 2016 Census of Population.

# Household Size – Census 2016

Number of Persons in Household	St. John's CMA	City of St. John's
 1	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

# Mother tongue\*, St. John's CMA – Census 2016

Language	2016		2011	
	Number	%	Number	%
Total	204,390	100%	194,935	100%
English	196,385	96.1%	189,575	97.3%
French	1,335	0.7%	1,090	0.6%
Other languages	7,725	3.8%	4,925	2.5%
Aboriginal languages	60	0.0%	60	0.0%
Immigrant languages	7,570	3.7%	4,745	2.4%

\* Mother tongue refers to the first language learned at home in childhood and still understood by the person at the time the data was collected.

Source: Focus on Geography, Statistics Canada, 2016 Census

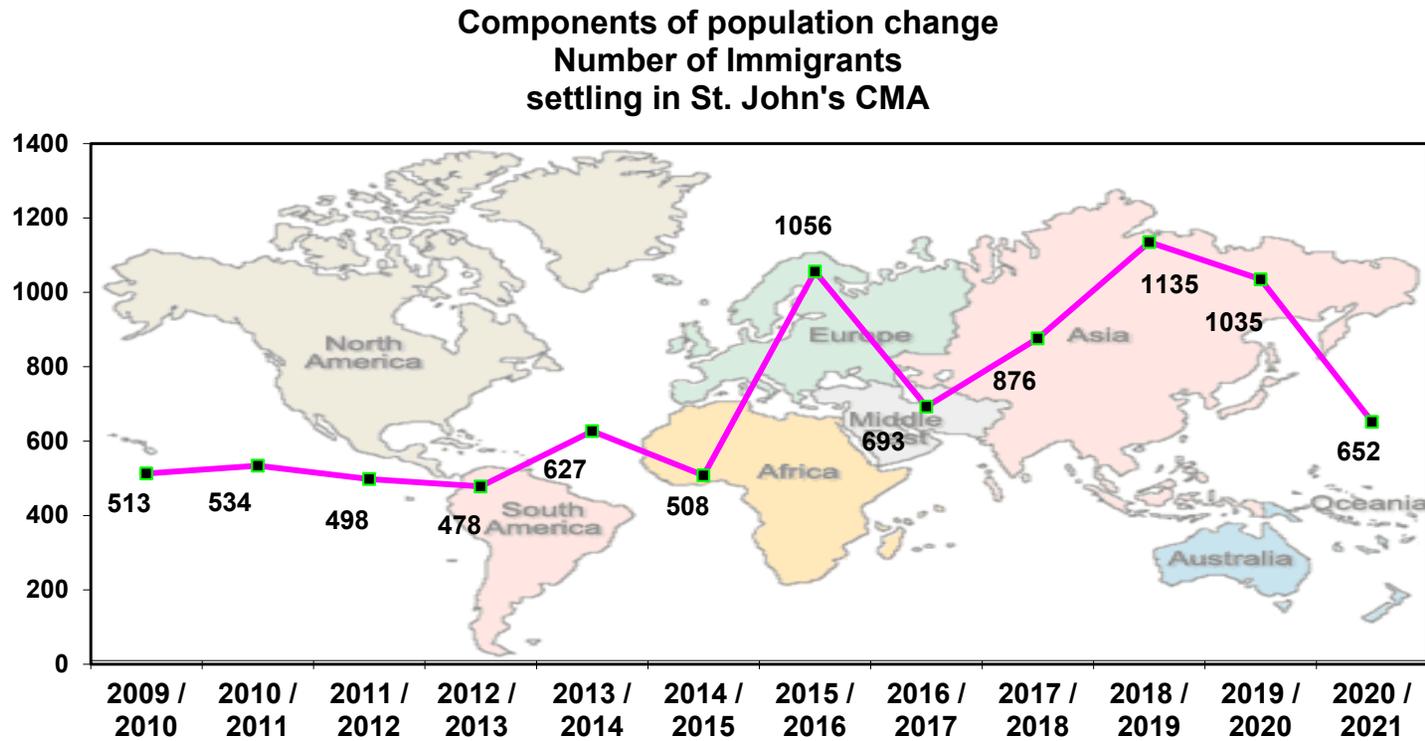
# Population by immigrant status and period of immigration, St. John's CMA – Census 2016

	City of St. John's		St. John's CMA	
	Number	%	Number	%
Total population in private households	107,095	100.0%	203,305	100.0%
Non-immigrants	97,820	91.3%	192,165	94.5%
Immigrants	6,535	6.1%	8,135	4.0%
Before 2001	1,750	2.3%	2,055	1.7%
From 2001 to 2005	570	0.5%	700	0.3%
From 2006 to 2010	1,180	1.1%	1,360	0.7%
From 2011 to 2016	2,360	2.2%	2,690	1.3%
Non-permanent residents	2,735	2.6%	3,005	1.5%

Source: Focus on Geography, Statistics Canada, 2016 Census

# Number of immigrants settling in the St. John's CMA

Components of population change (immigrants)

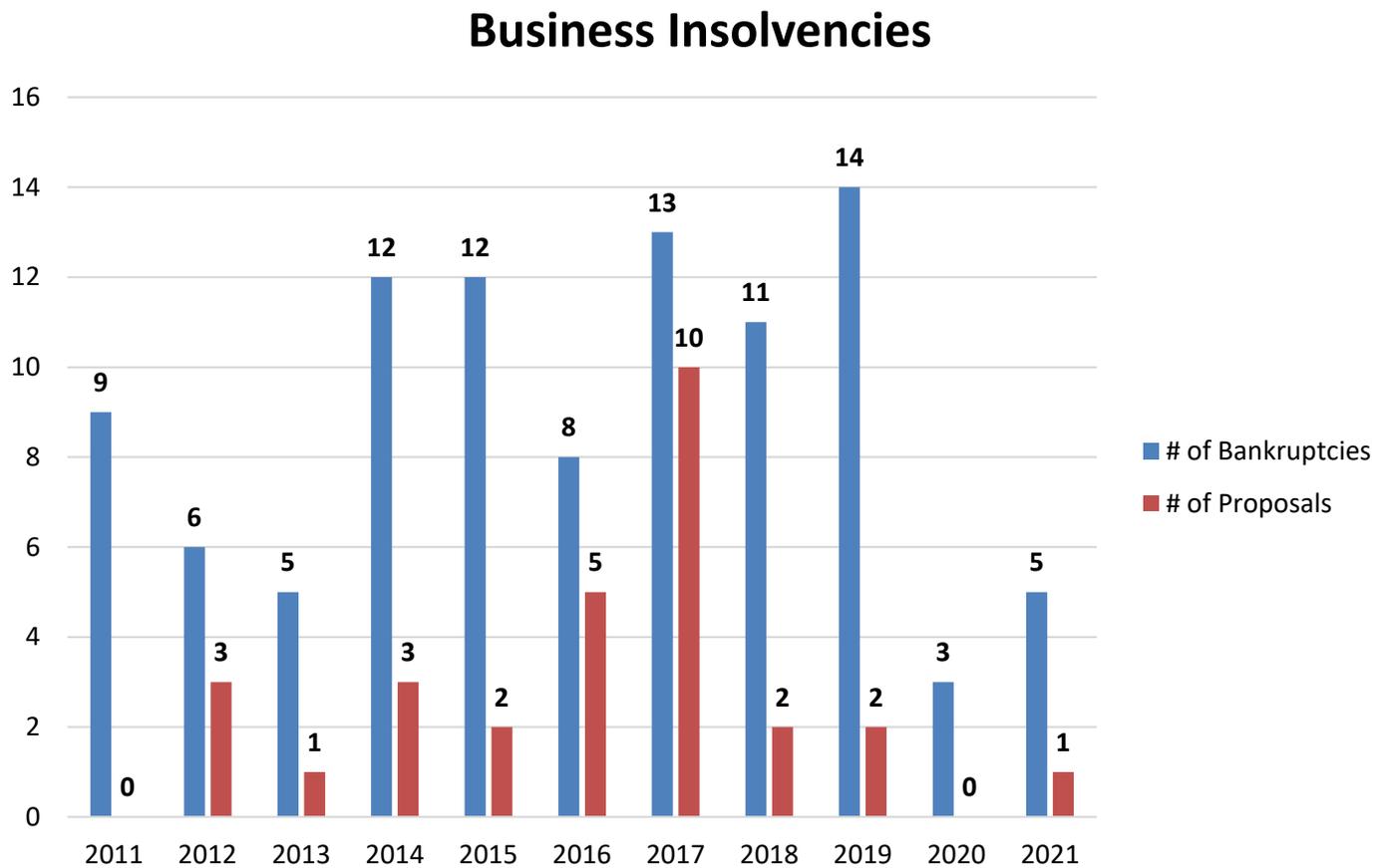


For the period from July 1 to June 30, annual.

Source: Statistics Canada [www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=1710013601](http://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=1710013601)

# Business Insolvencies

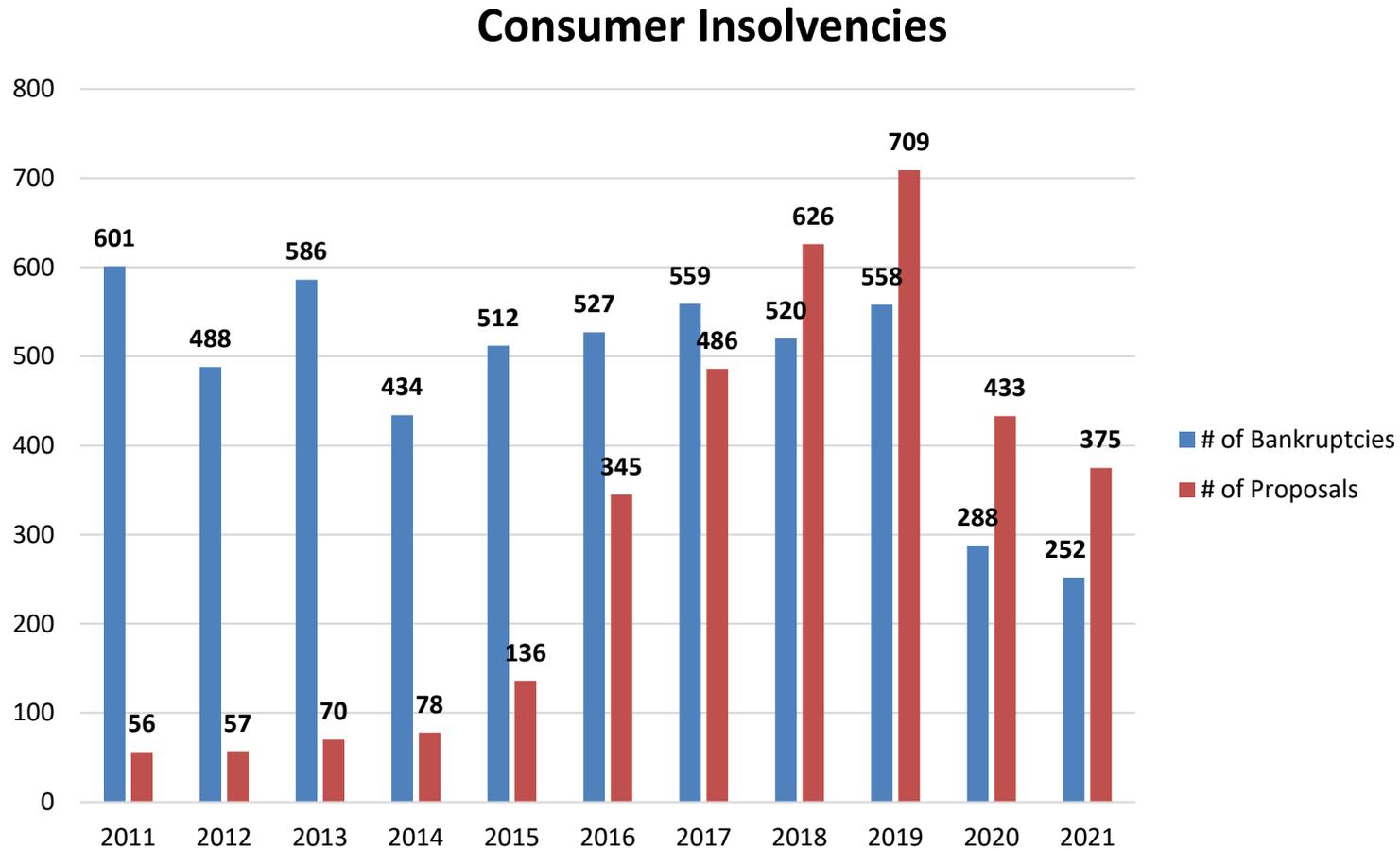
The number of proposals and bankruptcies filed by businesses doubled in 2021 in the St. John's CMA.



Source: [Office of the Superintendent of Bankruptcy Canada](#)

# Consumer Insolvencies

The number of proposals and bankruptcies filed by consumers decreased 13.0% in 2021 in the St. John's CMA.



Source: [Office of the Superintendent of Bankruptcy Canada](#)

# Businesses by Employment Size and NAICS\* 2021

Number of Businesses by North American Industrial Classification System (NAICS) Code and Employment Size  
St. John's Census Metropolitan Area (CMA)  
December 2021

NAICS Industry Code	Number of Employees					St. John's Census Metropolitan Area (CMA)
	1 to 4	5 to 19	20 to 99	100 to 499	500 +	
Agriculture, Forestry, Fishing and Hunting	32	22	x	x	-	66
Mining and Oil and Gas Extraction	15	15	13	6	-	49
Utilities	x	-	x	x	x	8
Construction	524	295	73	11	-	903
Manufacturing	44	63	36	5	-	148
Wholesale Trade	132	144	x	x	-	328
Retail Trade	203	417	120	x	x	764
Transportation and Warehousing	79	66	40	x	x	200
Information and Cultural Industries	29	33	10	x	x	75
Finance and Insurance	108	54	x	x	-	186
Real Estate and Rental Leasing	224	66	x	x	-	300
Professional, Scientific and Technical Services	529	172	58	x	x	771
Management of Companies and Enterprises	x	15	8	x	-	39
Administrative and Support, Waste Man. and Remediation Serv.	131	90	42	x	x	270
Educational Services	49	35	13	x	x	102
Health Care and Social Assistance	548	215	63	18	7	851
Arts, Entertainment and Recreation	48	52	x	x	-	123
Accommodation and Food Services	72	179	145	8	-	404
Other Services (Except Public Admin.)	501	212	50	5	-	768
Public Administration	93	10	x	9	x	119
Unknown Industry	-	-	-	-	35	35
<b>Total</b>	<b>3,377</b>	<b>2,155</b>	<b>790</b>	<b>131</b>	<b>56</b>	<b>6,509</b>

Symbol legend:

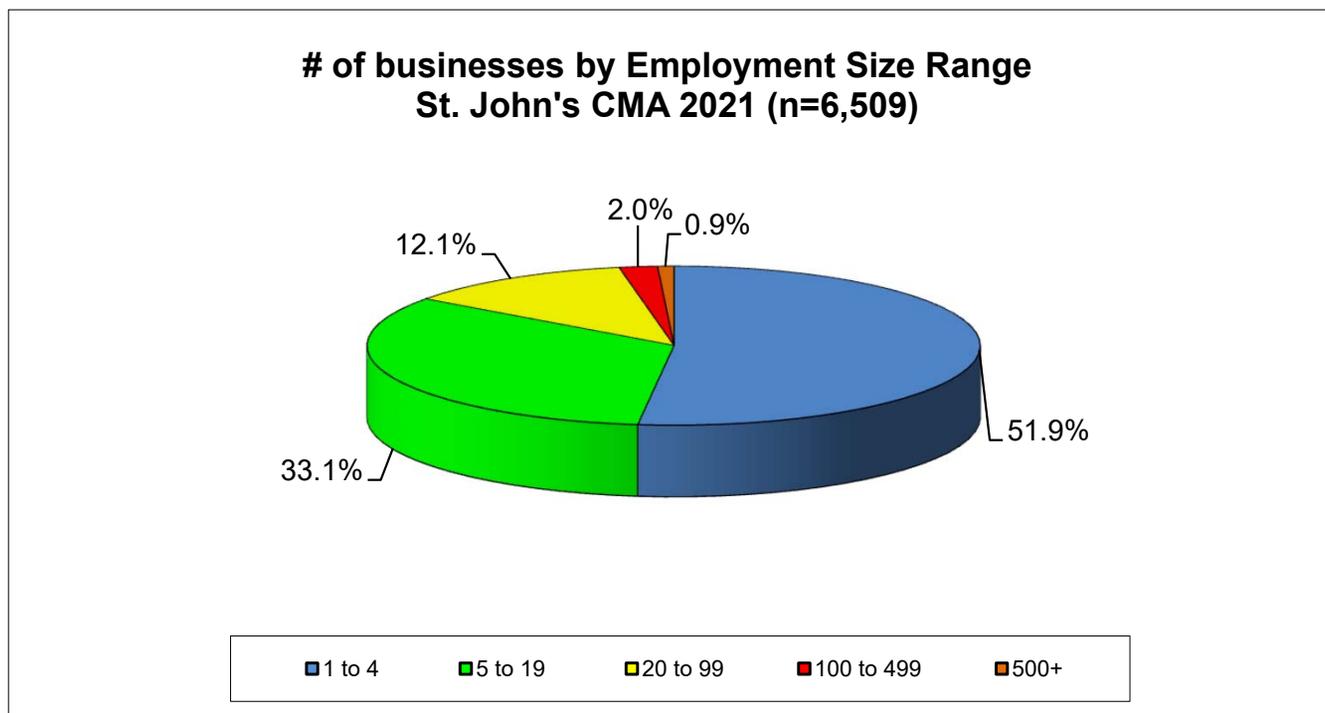
- x Suppressed to meet the confidentiality requirements of the Statistics Act
- nil or zero

Source: Statistics Canada, Business Register

Newfoundland & Labrador Statistics Agency, Department of Finance

# Number of Businesses by Employee Size

85% of businesses in St. John's CMA have fewer than 20 employees.



Source: Statistics Canada. Business Register.

# RETAIL SALES

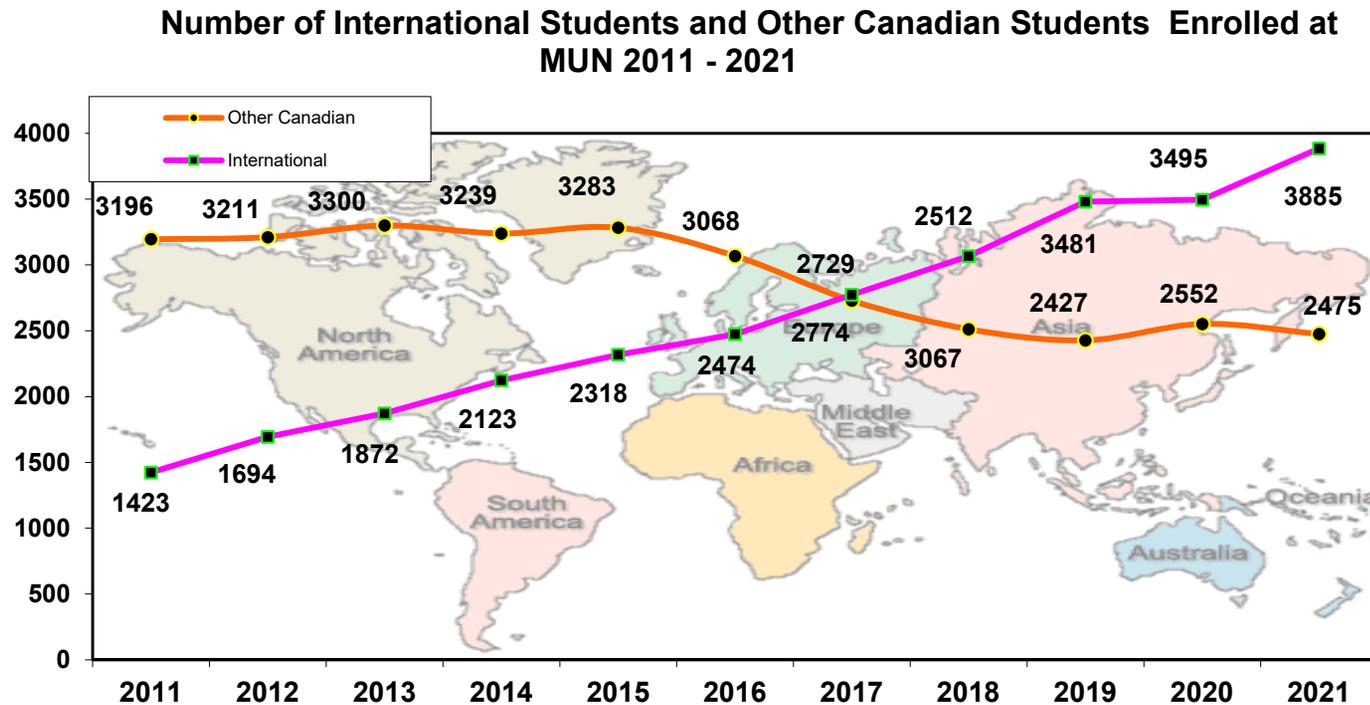
Retail trade increased 11.3% to \$4.4 billion in 2021 as spending returned to pre-pandemic levels.



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

# Out of Province Student Data

Approximately 34.3% of the 18,566 students enrolled at Memorial University in 2021 were from out of province. International student enrolment increased 11% over 2020 and surpassed other Canadian student enrolment.



Source: [Fact Book 2021](#), Center for Institutional Analysis and Planning, Memorial University.

# Accommodation Statistics



	2016	2017	2018	2019	2020	2021
Average hotel occupancy rate	60.4%	60.6%	54.1%	56.7%	26.0%	35.9%
Room nights available	939,909	984,072	1,118,702	1,092,487	1,024,853	1,009,124
Total room nights sold	567,348	596,028	605,071	619,585	266,635	362,701
Average nightly rate	\$148.84	\$144.75	\$139.09	\$132.25	\$107.09	\$110.34

Note: These numbers reflect all room nights including major hotels, boutique hotels, and B&Bs.

Source: Accommodation Component of NL Tourism Operator Portal

# Convention and Cruise Data



	2015	2016	2017	2018	2019	2020**	2021**
Convention Delegates*	21,215	24,098	23,316	23,745	19,752	0	2,959
Number of ship visits	17	20	30	28	28	0	0
Number of Passengers	16,756	15,439	26,907	20,065	29,503	0	0

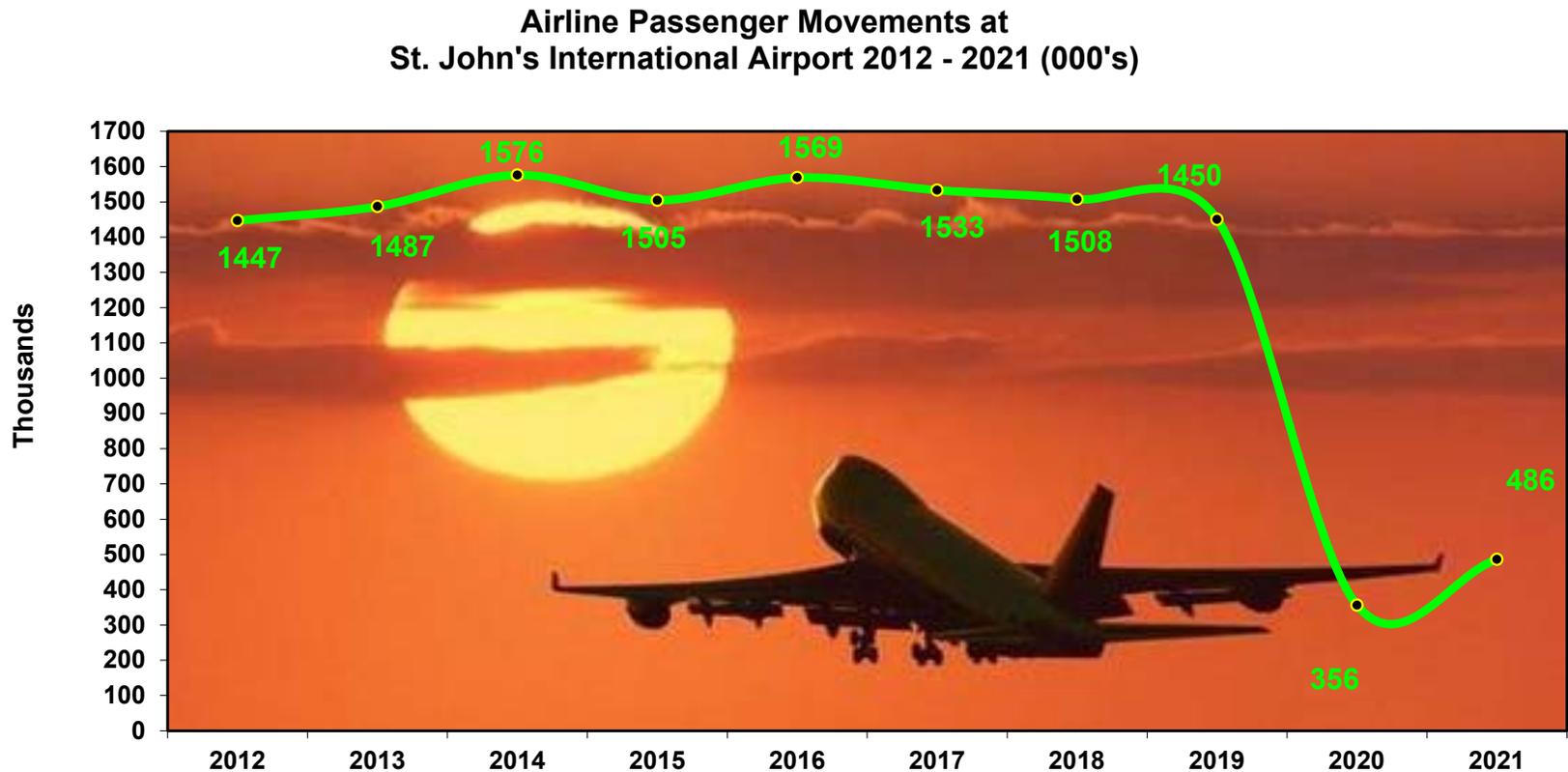
\*Meetings and conventions of greater than 50 people

\*\* Travel and in-person restrictions due to global pandemic.

Source: City of St. John's

# Airport Passenger Movements

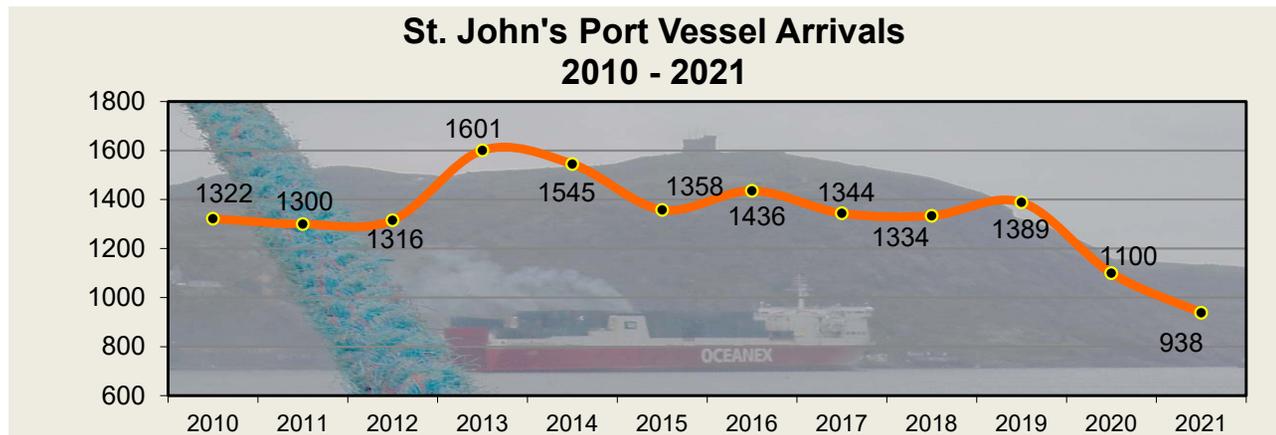
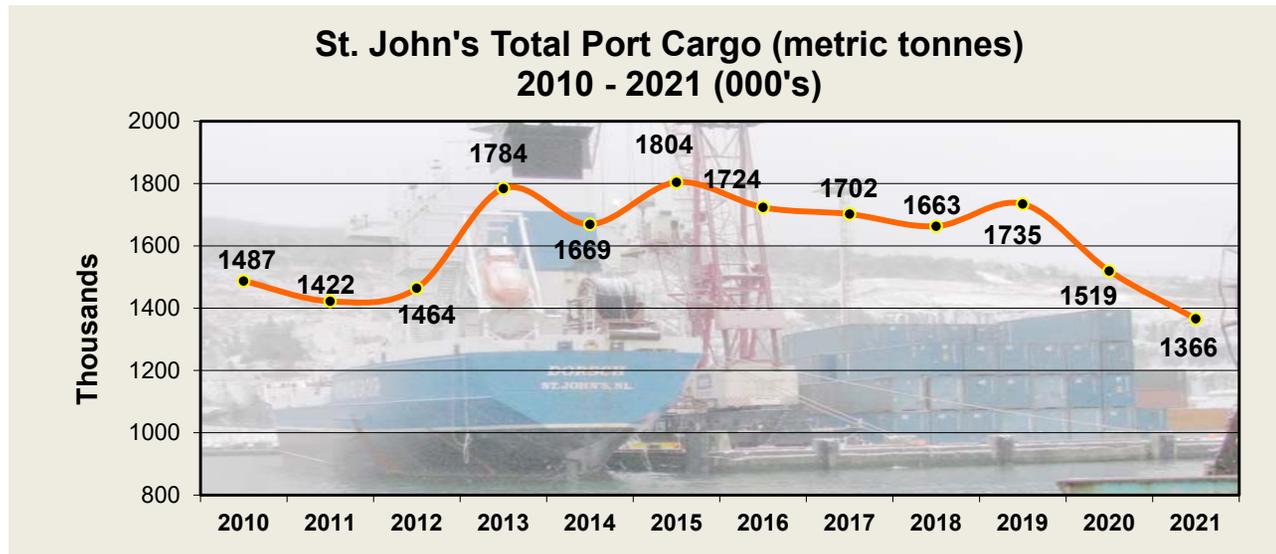
Passenger traffic increased 31% in 2021 compared to 2020, but still 68% below pre-pandemic 2019 levels.



Source: Department of Tourism, Culture, Arts & Recreation, Government of Newfoundland & Labrador

# Port Data

Total port cargo decreased by -10.1% and the number of vessel arrivals decreased by -14.7% in 2021 compared to 2020.



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 2022\*



- While real GDP is expected to decrease, most other economic indicators are expected to show growth in 2022 as the economic recovery continues.
- Excluding the oil and gas production industry, the CMA's real GDP is expected to rise by approximately 1.5%.
- Indicators such as employment, household income, and retail sales are expected to increase.
- The number of housing starts is expected to increase by about 6.7% to 580 units in 2022.
- Population growth is expected to increase slightly to 216,833 persons.

\* [Outlook for 2022](#) released May 2022

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.



[www.stjohns.ca/publications/2022-may-economic-snapshot](http://www.stjohns.ca/publications/2022-may-economic-snapshot)

**Economic Review, 2021**  
St. John's Census Metropolitan Area



[www.stjohns.ca/publications/economic-review-2021](http://www.stjohns.ca/publications/economic-review-2021)

**Economic Outlook, 2021**  
St. John's Census Metropolitan Area



[www.stjohns.ca/publications/economic-outlook-2021](http://www.stjohns.ca/publications/economic-outlook-2021)