



MEDIA RELEASE: June 25, 2013

For Immediate Release

A Clear Majority of Residents Believe NL to be a 'Have' Province

HALIFAX: The majority of residents believe Newfoundland and Labrador to be a 'have' province, according to the latest survey conducted by **Corporate Research Associates Inc.** When asked whether Newfoundland and Labrador residents believe the province is a 'have' or 'have not' province, almost six in ten (58%) state the province is a 'have' province, while one-third (34%) think it is a 'have not' province, and eight percent don't know or do not offer an opinion.

Other research conducted by Corporate Research Associates indicates that consumer confidence has declined in the province over the past couple of years. Today the Consumer Confidence Index (CCI) stands at 100.4 in Newfoundland and Labrador, down from 104.8 in May 2012 and 109.8 in May 2011.

"The perception of 'have' or 'have not' status for Newfoundland and Labrador is likely associated with confidence in the province overall," according to Don Mills, Chairman and CEO of Corporate Research Associates. "The more citizens feel that Newfoundland and Labrador is a 'have' province, the more confidence they are likely to have in the future of the province. At the same time, there are also likely to be higher expectations of the government to share the province's improving prosperity."

Opinions regarding prosperity in the province are not equally distributed. Almost two-thirds (64%) of residents in the St. John's/Avalon region believe Newfoundland and Labrador to be a 'have' province, compared with six in ten (60%) in the Eastern region and only one-half (48%) in the Western region.

These results are part of the **CRA Atlantic Quarterly**[®], an independent survey of Atlantic Canadians, and are based on a sample of 402 adult Newfoundland and Labrador residents. The survey was conducted from May 14 to May 30, 2013 with overall results for the province accurate to within ± 4.9 percentage points in 95 out of 100 samples.

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CRA Atlantic Quarterly[®] – Spring 2013
Newfoundland and Labrador Results

Sample: 402 Newfoundland and Labrador Residents (18 years plus)

Interviewing Dates: May 14 to May 30, 2013

Overall Margin of Sampling Error: ± 4.9 percentage points (95% confidence level)

All things considered, would you consider Newfoundland and Labrador to be now a 'have' or a 'have not' province?				
	Newfoundland & Labrador	St. John's/ Avalon	East	West
'Have' province	58%	64%	60%	48%
'Have not' province	34%	30%	35%	40%
Don't know/No answer	8%	6%	5%	12%