



MEDIA RELEASE: February 26, 2015

For Immediate Release

Moncton Consumer Confidence Levels Continue to be Positive

Halifax: Moncton continues to outperform other major Maritime cities in terms of consumer confidence although levels have declined slightly, according to the most recent Urban Report Survey conducted by **Corporate Research Associates Inc. (CRA)**. Specifically, Moncton consumer confidence rests at 101.5 (down from 103.9 three months ago), above levels in Halifax, Fredericton, and Saint John.

In addition, satisfaction with the municipal government in Moncton is stable, similar to findings in other cities in the Maritimes. Specifically, three-quarters of Moncton (73%, compared with 79% three months ago) are satisfied with the performance of the Council under Mayor LeBlanc's leadership.

"While still favourable, consumer confidence in Moncton has declined in the last two quarters after coming off a nearly three-year high in August of last year," said Don Mills, Chairman and CEO of Corporate Research Associates, Inc. "Satisfaction with City Council in Moncton remains highly favourable."

These results are part of the **CRA Urban Report**, an independent telephone survey of adult residents and consists of 400 Halifax CMA, 400 Saint John CMA, 400 Moncton CMA, and 400 Fredericton CA residents, conducted from February 3 to February 20, 2015, with overall results for each accurate to within ± 4.9 percentage points, 95 out of 100 times. The survey results for government satisfaction are based on 400 Halifax CMA residents (overall margin of error of ± 4.9 percentage points, 95 out of 100 times), 228 City of Saint John residents (overall margin of error ± 6.5 percentage points), 212 City of Moncton residents (overall margin of error ± 6.7 percentage points), and 267 City of Fredericton residents (overall margin of error ± 6.0 percentage points).

For more information, please contact:

Don Mills, Chairman and CEO at (902) 493-3838 or
Margaret Brigley, President and COO at (902) 493-3830.



Sample: Residents of Halifax CMA (400), Saint John CMA (400), Moncton CMA (400), and Fredericton CA (400)
18 years plus

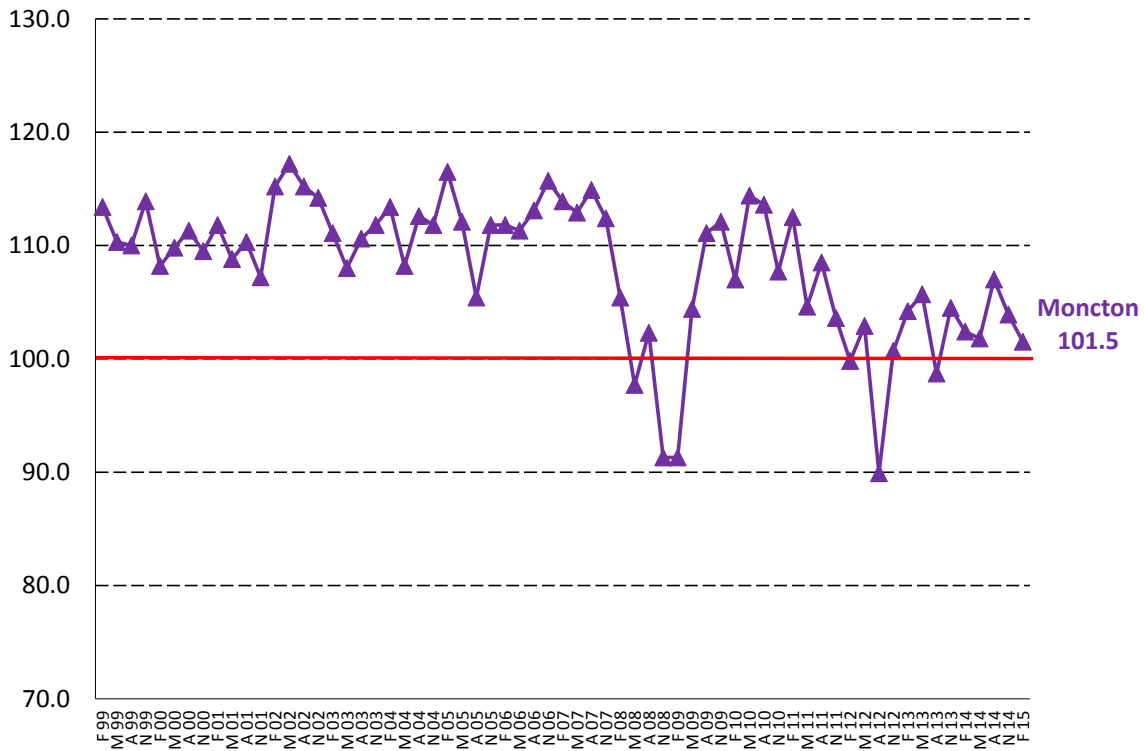
Overall Margin of Sampling Error for each location: ±4.9 percentage points (95% confidence level)

Interview Dates: February 3 to February 20, 2015

| Consumer Confidence Index | Halifax | Moncton | Saint John | Fredericton |
|---------------------------|---------|---------|------------|-------------|
| February 2015 | 100.8 | 101.5 | 94.7 | 99.9 |

Consumer Confidence Index

Moncton



F=February, M=May, A=August, N=November



Sample: Residents of Halifax CMA (400), Saint John CMA (228), Moncton CMA (212), and Fredericton CA (267)
18 years plus

Overall Margin of Sampling Error for each location: 400 Halifax CMA residents (± 4.9 percentage points, 95% confidence level), 228 City of Saint John residents (± 6.5 percentage points), 212 City of Moncton residents (± 6.7 percentage points), and 267 City of Fredericton residents (± 6.0 percentage points).

Interview Dates: February 3 to February 20, 2015

| Satisfaction with Municipal Government (% Satisfied) | | | | |
|--|---------|---------|------------|-------------|
| | Halifax | Moncton | Saint John | Fredericton |
| February 2015 | 68% | 73% | 67% | 75% |

Satisfaction with Performance of Municipal Government % Satisfied Moncton

