



Consumer confidence in Saint John at highest level in five years

- Consumer confidence in Saint John improves this quarter and is now at its highest level in five years.
- A majority of Saint John residents are satisfied with the performance of Council under Mayor Mel Norton's leadership, stable with three months ago.

HALIFAX, NS November 19, 2015: Consumer confidence among Saint John residents has improved this quarter, according to the most recent Urban Report Survey conducted by Corporate Research Associates Inc. (CRA). Specifically, Saint John consumer confidence rests at 102.1 (up from 91.2 three months ago), the first time since 2010 confidence has been in positive territory.

In terms of satisfaction with municipal government, over six in ten Saint John residents (63%, compared with 57% three months ago) are satisfied with the performance of the Council led by Mayor Norton, trending upward since May.

These results are part of the CRA Urban Report, an independent telephone survey of adult residents and consists of 403 Halifax CMA, 401 Saint John CMA, 402 Moncton CMA, and 400 Fredericton CA residents, conducted from October 21 to November 8, 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 403 Halifax CMA residents (± 4.9 percentage points, 95% confidence level), 217 City of Saint John residents (± 6.7 percentage points), 191 City of Moncton residents (± 7.1 percentage points), and 271 City of Fredericton residents (± 5.9 percentage points).

Corporate Research Associates (CRA), www.cra.ca, is one of Canada's leading public opinion and market research companies. Founded in 1978, CRA is dedicated to providing clients with state-of-the-art research and strategic consulting services. CRA is a **Certified Gold Seal** Member of the Marketing Research and Intelligence Association (MRIA), which sets stringent standards as a condition of membership, and enforces those standards through independent audits. Follow us on Twitter [@CRAInsight](https://twitter.com/CRAInsight).

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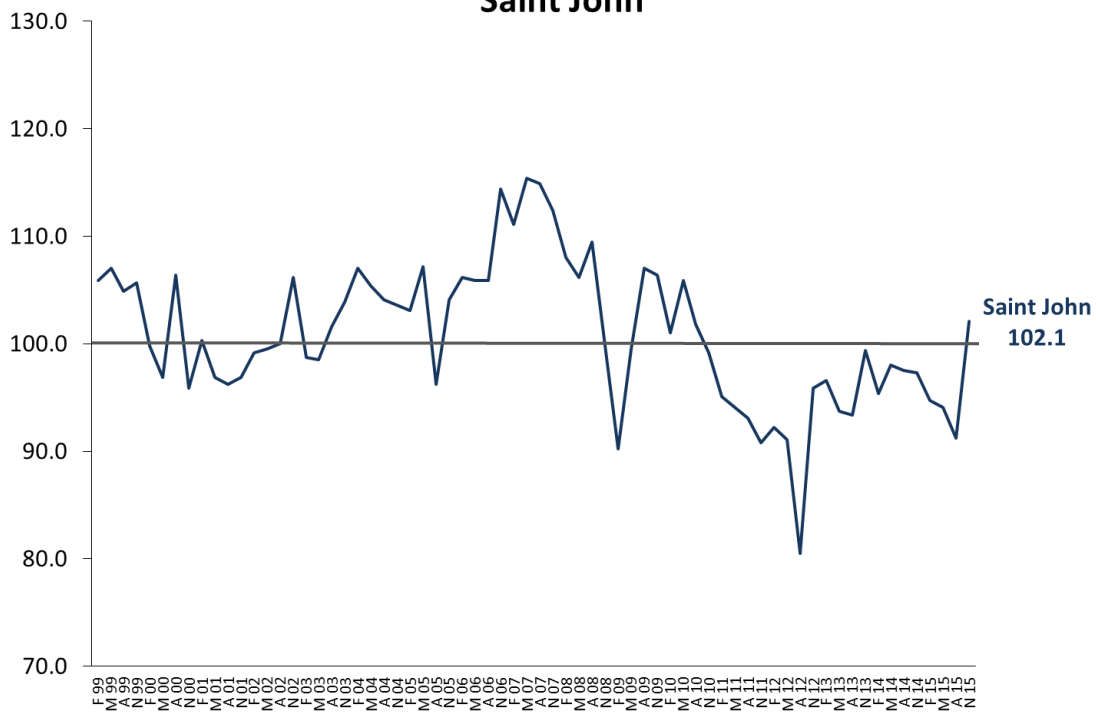
Sample: Residents of Halifax CMA (403), Saint John CMA (401), Moncton CMA (402), and Fredericton CA (400)
18 years plus

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

Interview Dates: October 21 to November 8, 2015

Consumer Confidence Index	Halifax	Moncton	Saint John	Fredericton
November 2015	104.9	106.5	102.1	106.9

Consumer Confidence Index Saint John



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

Sample: Residents of Halifax CMA (403), Saint John CMA (217), Moncton CMA (191), and Fredericton CA (271)
18 years plus

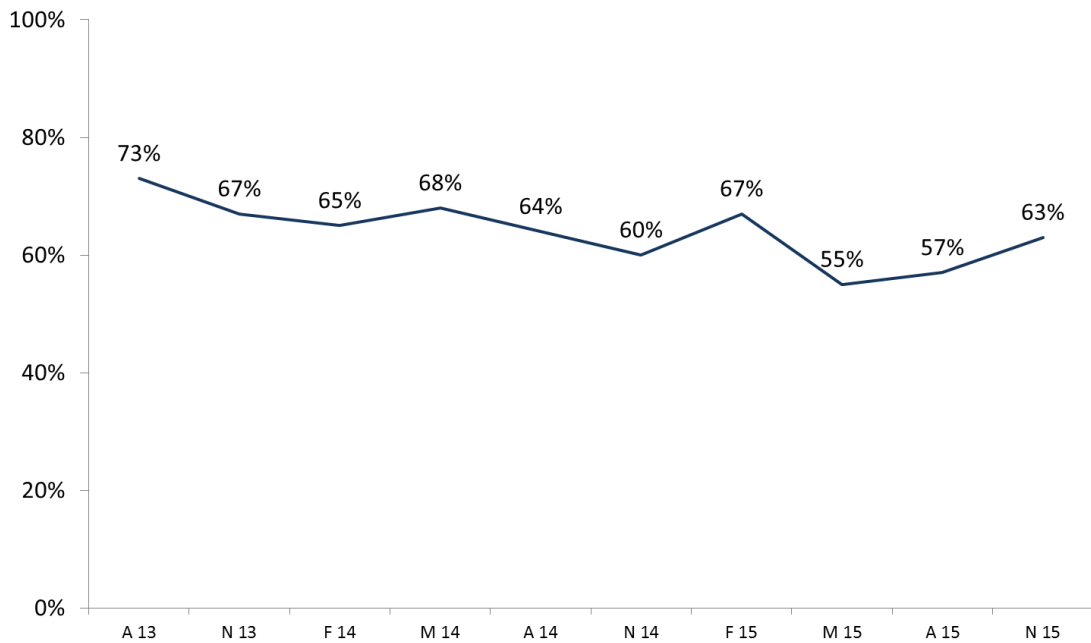
Overall Margin of Sampling Error for each location: 403 Halifax CMA residents (± 4.9 percentage points, 95% confidence level), 217 City of Saint John residents (± 6.7 percentage points), 191 City of Moncton residents (± 7.1 percentage points), and 271 City of Fredericton residents (± 5.9 percentage points).

Interview Dates: October 21 to November 8, 2015

Satisfaction with Municipal Government (% Satisfied)				
	Halifax	Moncton	Saint John	Fredericton
November 2015	64%	76%	63%	79%

Satisfaction with Performance of Municipal Government

% Satisfied
Saint John



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