



Consumer confidence in Saint John declines sharply this quarter

- Consumer confidence in Saint John declines this quarter and is now close to levels witnessed in 2012.
- Just over one-half of Saint John residents are satisfied with the performance of Council under Mayor Mel Norton's leadership, stable with three months ago.

HALIFAX, NS March 1, 2016: Consumer confidence among Saint John residents has declined sharply this quarter, according to the most recent Urban Report Survey conducted by Corporate Research Associates Inc. (CRA). Specifically, Saint John consumer confidence rests at 81.3 (down from 102.1 three months ago), and close to levels witnessed in August 2012 when consumer confidence dropped to an all-time low of 80.5.

In terms of satisfaction with municipal government, over one-half of Saint John residents (54%, compared with 63% three months ago) are satisfied with the performance of the Council led by Mayor Norton, stable from last quarter.

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 January 29 to February 17, 2016, 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 (± 4.9 percentage points, 95% confidence level), 211 City of Saint John residents (± 6.7 percentage points), 191 City of Moncton residents (± 7.1 percentage points), and 279 City of Fredericton residents (± 5.8 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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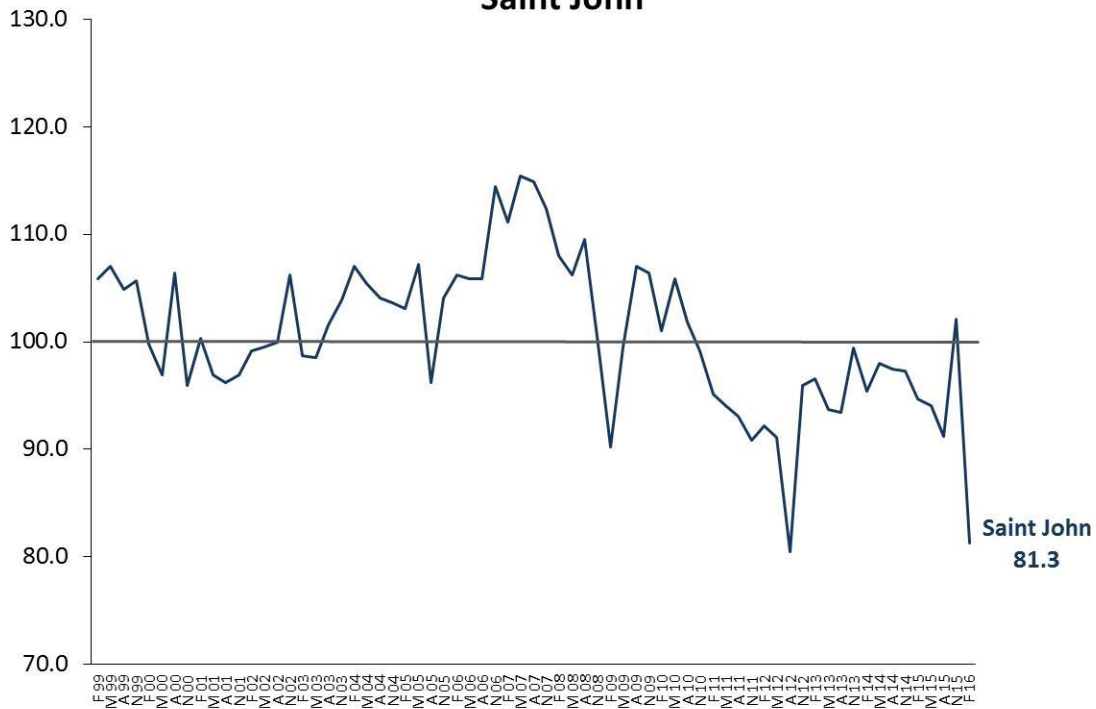
Sample: Residents of Halifax CMA (400), Saint John CMA (400), Moncton CMA (400), and Fredericton CA (400)
18 years plus

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

Interview Dates: January 29 to February 17, 2016

Consumer Confidence Index	Halifax	Moncton	Saint John	Fredericton
February 2016	94.1	88.3	81.3	83.6

Consumer Confidence Index Saint John



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

Sample: Residents of Halifax CMA (400), Saint John CMA (211), Moncton CMA (191), and Fredericton CA (279)
18 years plus

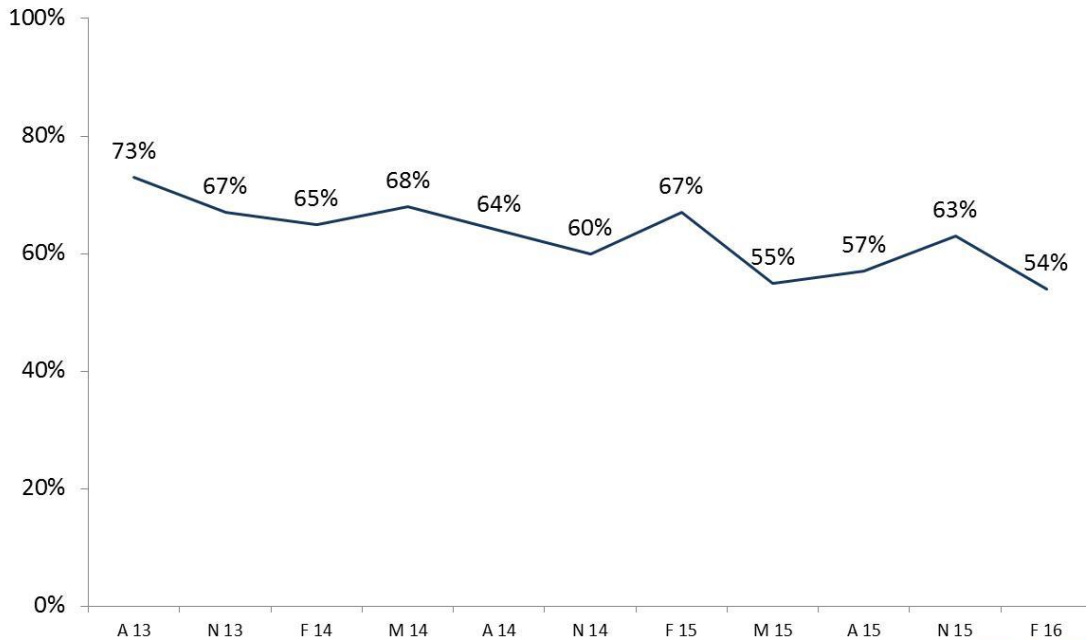
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Interview Dates: January 29 to February 17, 2016

Satisfaction with Municipal Government (% Satisfied)				
	Halifax	Moncton	Saint John	Fredericton
February 2016	70%	61%	54%	75%

Satisfaction with Performance of Municipal Government

% Satisfied
Saint John



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