



Consumer confidence in Fredericton continues to trend upward

- Consumer confidence continues to rise in Fredericton following a notable drop nine months ago
- Satisfaction with the performance of Council under Mayor Mike O'Brien's leadership is high and has increased this quarter

HALIFAX, NS November 21, 2016: Consumer confidence in Fredericton continues to improve this quarter, according to the most recent Urban Report survey conducted by Corporate Research Associates Inc. (CRA). Specifically, consumer confidence among Fredericton residents currently rests at 104.9, an increase from 100.4 three months ago and 83.6 in the first quarter of 2016.

Meanwhile, satisfaction with the performance of the Fredericton Council has increased under the leadership of Mayor Mike O'Brien who was elected into office on May 9, 2016. Specifically, nearly eight in ten (78%, up from 71% three months ago) Fredericton residents are satisfied with the performance of the Council.

These results are part of the CRA Urban Report, an independent telephone survey of adult residents and consists of 401 Halifax CMA, 404 Saint John CMA, 400 Moncton CMA, and 400 Fredericton CA residents, conducted from October 20 to November 12, 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 401 Halifax CMA residents (± 4.9 percentage points, 95% confidence level), 213 City of Saint John residents (± 6.7 percentage points), 186 City of Moncton residents (± 7.2 percentage points), and 274 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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Consumer Confidence Index

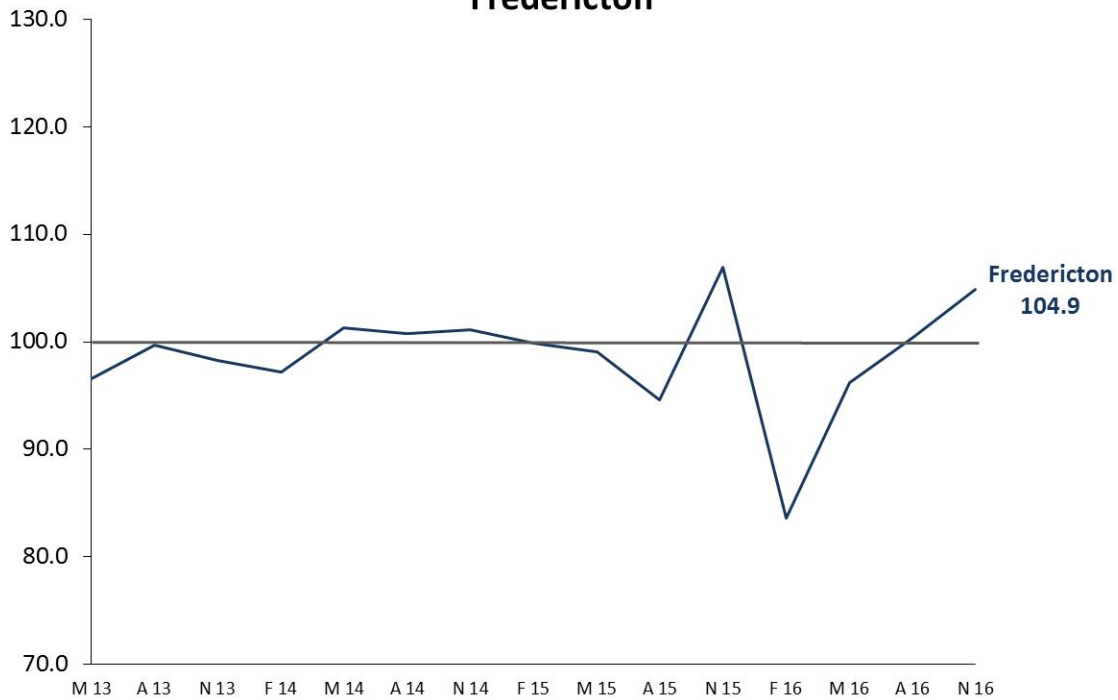
Sample: Residents of Halifax CMA (401), Saint John CMA (404), Moncton CMA (400), and Fredericton CA (400)
18 years plus

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

Interview Dates: October 20 to November 12, 2016

Consumer Confidence Index	Halifax	Moncton	Saint John	Fredericton
November 2016	104.6	105.6	102.3	104.9

Consumer Confidence Index Fredericton



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

Satisfaction with Municipal Government

Sample: Residents of Halifax CMA (401), Saint John CMA (213), Moncton CMA (186), and Fredericton CA (274)
18 years plus

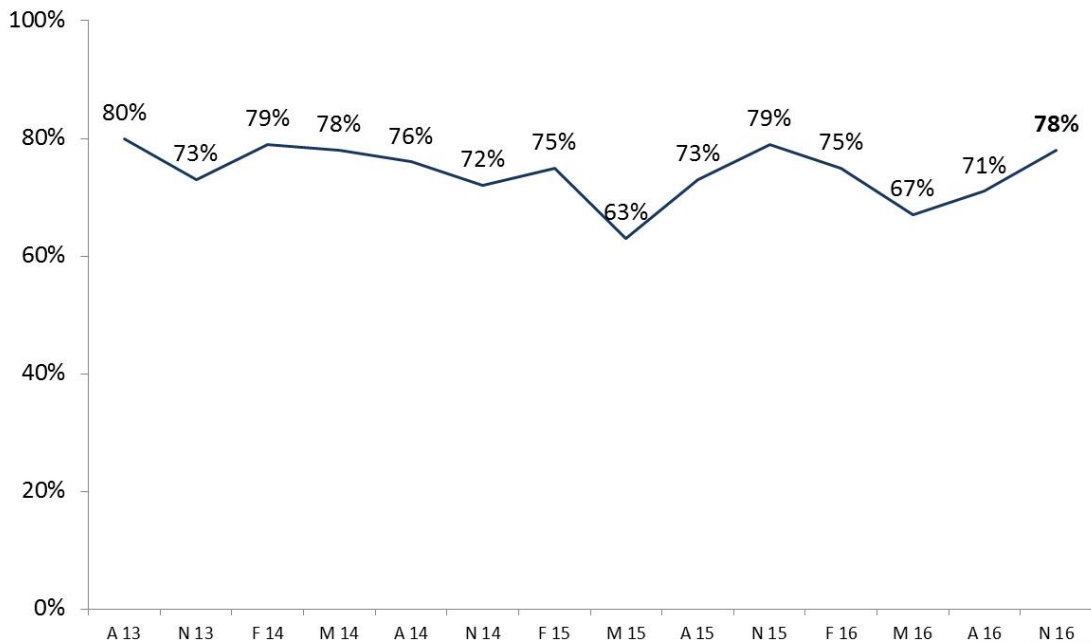
Overall Margin of Sampling Error for each location: 401 Halifax CMA residents (± 4.9 percentage points, 95% confidence level), 213 City of Saint John residents (± 6.7 percentage points), 186 City of Moncton residents (± 7.2 percentage points), and 274 City of Fredericton residents (± 5.9 percentage points).

Interview Dates: October 20 to November 12, 2016

Satisfaction with Municipal Government (% Satisfied)				
	Halifax	Moncton	Saint John	Fredericton
November 2016	70%	66%	62%	78%

Satisfaction with Performance of Municipal Government

% Satisfied
Fredericton



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