

Consumer confidence in Saint John declines this quarter

- Consumer confidence in Saint John has declined this quarter, three months after reaching its highest level since May 2010
- Satisfaction with the performance of Council under Mayor Don Darling's leadership continues to be strong this quarter

HALIFAX, NS November 20, 2017: Three months after reaching its highest level in over seven years, consumer confidence among Saint John residents has declined this quarter, according to the most recent Urban Report survey conducted by Corporate Research Associates Inc. (CRA). Specifically, Saint John consumer confidence rests at 98.7, down from 103.4 three months ago.

Meanwhile, satisfaction with the performance of Saint John Council remains strong, as two-thirds (65%, unchanged from three months ago) of Saint John residents continue to be satisfied with the performance of Council under Mayor Don Darling's leadership.

These results are part of the CRA Urban Report, an independent telephone survey of adult residents and consists of 400 Halifax CMA, 300 Saint John CMA, 401 Moncton CMA, and 400 Fredericton CA residents, conducted from October 18 to November 14, 2017, with overall results for each accurate to within ± 4.9 percentage points for Halifax, Moncton, and Fredericton, and ± 5.7 percentage points for Saint John, 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), 156 City of Saint John residents (± 7.8 percentage points), 211 City of Moncton residents (± 6.7 percentage points), and 293 City of Fredericton residents (± 5.7 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).

###

For more information, please contact:

Don Mills, Chairman and CEO at (902) 493-3838

Consumer Confidence Index

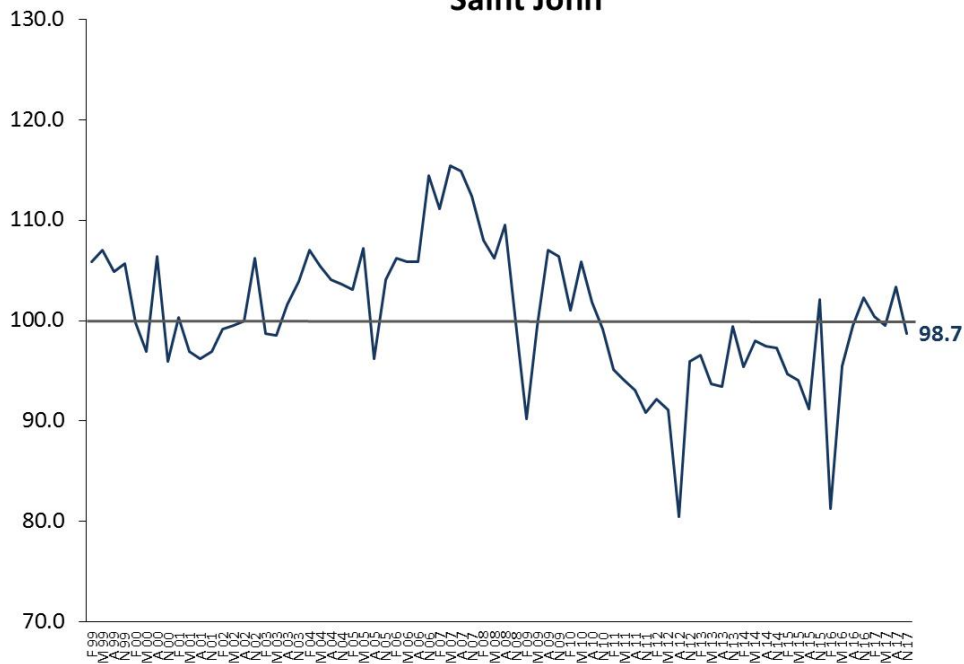
Sample: Residents of Halifax CMA (400), Saint John CMA (300), Moncton CMA (401), and Fredericton CA (400)
18 years plus

Overall Margin of Sampling Error for each location: 400 Halifax CMA residents (± 4.9 percentage points, 95% confidence level), 300 Saint John CMA residents (± 5.7 percentage points), 401 Moncton CMA residents (± 4.9 percentage points), and 400 Fredericton CA residents (± 4.9 percentage points).

Interview Dates: October 18 to November 14, 2017

Consumer Confidence Index	Halifax	Moncton	Saint John	Fredericton
November 2017	104.6	105.9	98.7	107.8

Consumer Confidence Index Saint John



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

Satisfaction with Municipal Government

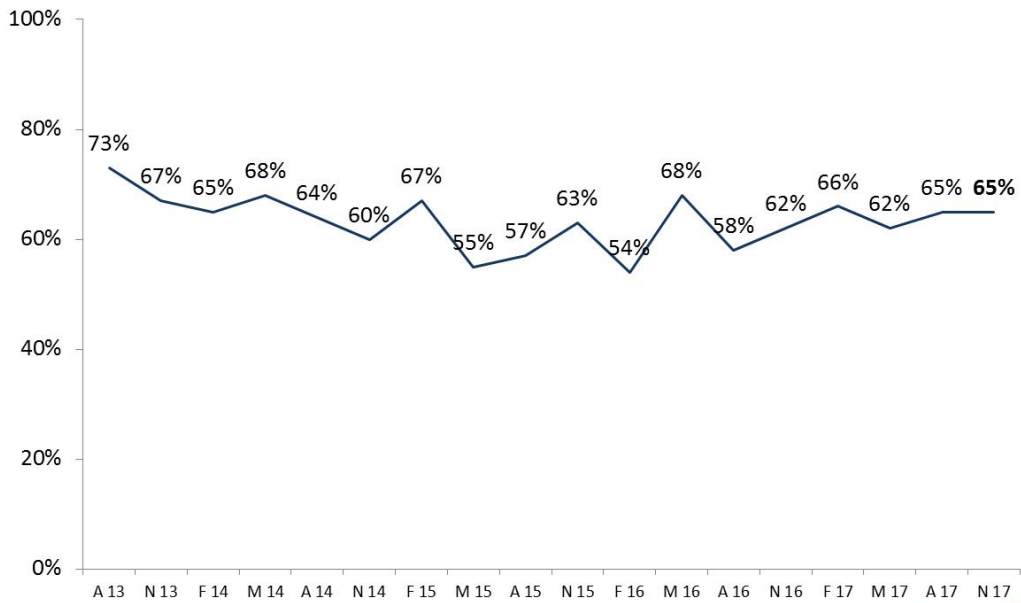
Sample: Residents of Halifax CMA (400), Saint John CMA (156), Moncton CMA (211), and Fredericton CA (293)
18 years plus

Overall Margin of Sampling Error for each location: 400 Halifax CMA residents (± 4.9 percentage points, 95% confidence level), 156 City of Saint John residents (± 7.8 percentage points), 211 City of Moncton residents (± 6.7 percentage points), and 293 City of Fredericton residents (± 5.7 percentage points).

Interview Dates: October 18 to November 14, 2017

Satisfaction with Municipal Government (% Satisfied)				
	Halifax	Moncton	Saint John	Fredericton
November 2017	63%	60%	65%	75%

Satisfaction with Performance of Municipal Government Saint John % Satisfied



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