

Consumer confidence and satisfaction with City Council remain high in Halifax

- Consumer confidence in Halifax remains high this quarter
- Satisfaction with the performance of Council under Mayor Savage's leadership has rebounded three months after reaching its lowest level in over three years

HALIFAX, NS February 22, 2017: Consumer confidence remains high and generally stable this quarter, according to the most recent Urban Report survey conducted by Corporate Research Associates Inc. (CRA). Specifically, the Halifax consumer confidence index stands at 106.6 (compared with 104.6 three months ago).

In addition, satisfaction with the municipal government in Halifax has rebounded this quarter, three months after reaching its lowest level since August 2015. Specifically, seven in ten (72%, up from 63% three months ago) Halifax residents are satisfied with the performance of Council under Mayor Mike Savage's leadership.

These results are part of the CRA Urban Report, an independent telephone survey of adult residents and consists of 401 Halifax CMA, 400 Saint John CMA, 404 Moncton CMA, and 400 Fredericton CA residents, conducted from January 24 to February 12, 2018, 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), 211 City of Saint John residents (± 6.7 percentage points), 223 City of Moncton residents (± 6.6 percentage points), and 292 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).

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Consumer Confidence Index

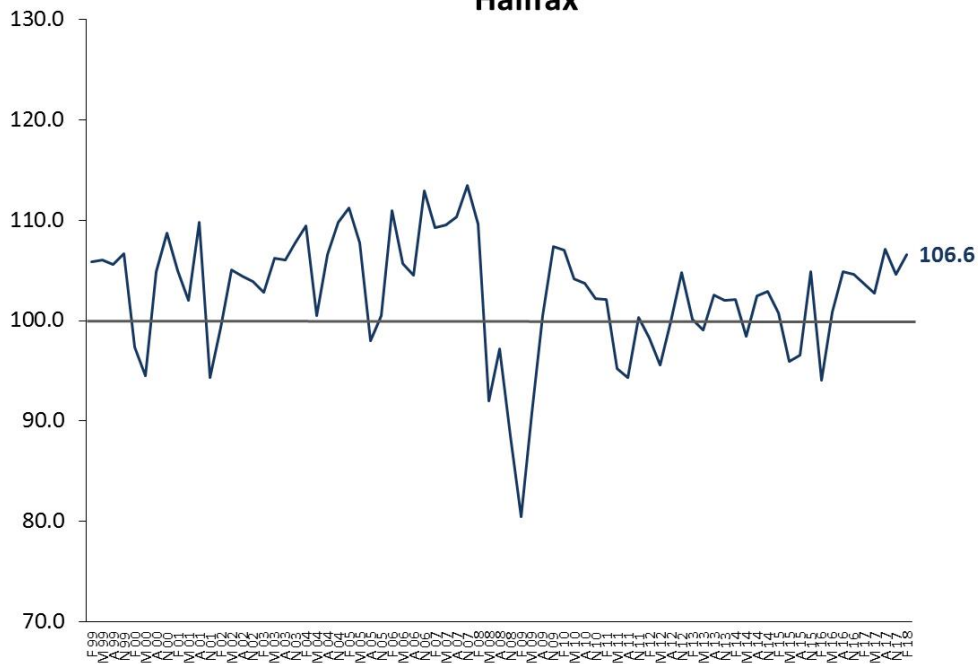
Sample: Residents of Halifax CMA (401), Saint John CMA (400), Moncton CMA (404), and Fredericton CA (400)
18 years plus

Overall Margin of Sampling Error for each location: 401 Halifax CMA residents (± 4.9 percentage points, 95% confidence level), 400 Saint John CMA residents (± 4.9 percentage points), 404 Moncton CMA residents (± 4.9 percentage points), and 400 Fredericton CA residents (± 4.9 percentage points).

Interview Dates: January 24 to February 12, 2018

Consumer Confidence Index	Halifax	Moncton	Saint John	Fredericton
February 2018	106.6	107.2	100.2	106.0

Consumer Confidence Index Halifax



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

Satisfaction with Municipal Government

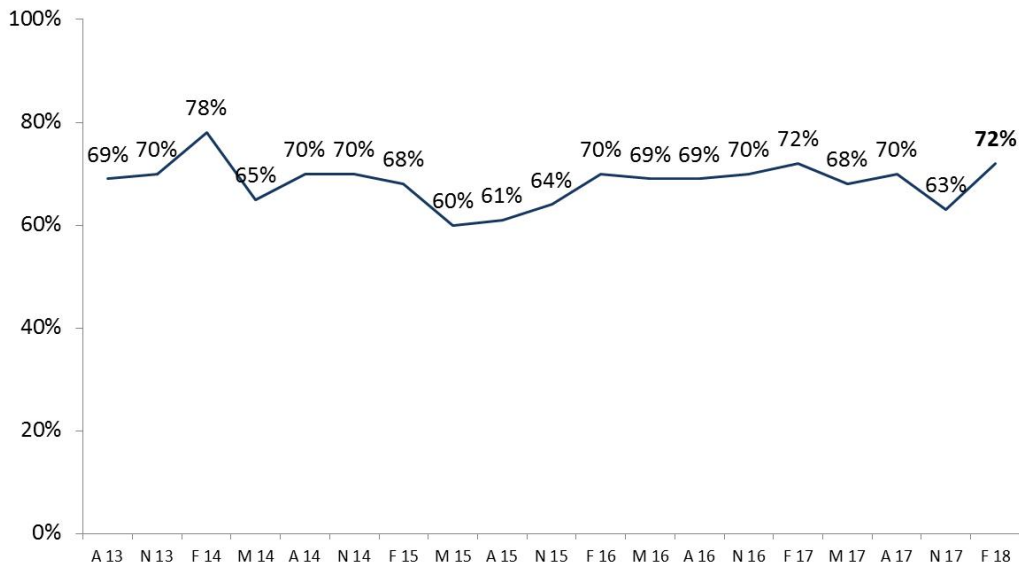
Sample: Residents of Halifax CMA (401), Saint John CMA (211), Moncton CMA (223), and Fredericton CA (292)
18 years plus

Overall Margin of Sampling Error for each location: 401 Halifax CMA residents (± 4.9 percentage points, 95% confidence level), 211 City of Saint John residents (± 6.7 percentage points), 223 City of Moncton residents (± 6.6 percentage points), and 292 City of Fredericton residents (± 5.7 percentage points).

Interview Dates: January 24 to February 12, 2018

Satisfaction with Municipal Government (% Satisfied)				
	Halifax	Moncton	Saint John	Fredericton
February 2018	72%	57%	65%	66%

Satisfaction with Performance of Municipal Government Halifax % Satisfied



Q: How satisfied are you with the overall performance of the Municipal Government led by Mayor Mike Savage?
Are you completely satisfied, mostly satisfied, mostly dissatisfied, or completely dissatisfied?
F=February, M=May, A=August, N=November