

Fredericton consumer confidence at lowest point since 2016

- Consumer confidence in Fredericton continues downward trend that started in 2017.
- Rise in satisfaction with municipal government under Mayor Mike O’Brien.
- High satisfaction with 2018 Harvest Jazz & Blues Festival.

December 4, 2018: Consumer confidence in Fredericton continues its gradual decline, according to the most recent *Urban Report* survey conducted by **Corporate Research Associates Inc. (CRA)**. Consumer confidence among Fredericton residents sits at 102.4 this quarter, the lowest point on the index since the spring of 2016, when it measured 96.2. Consumer confidence in the city has been trending downwards since it reached a record high of 109.4 in the summer of 2017. The index measured 107.8 this time last year, and 103 last quarter. The consumer confidence index (CCI) is based on five questions asked of Fredericton residents regarding the economic health of their city and their households.

The *Urban Report* also surveyed residents’ satisfaction with the performance of Fredericton’s municipal government under the leadership of Mayor Mike O’Brien. After dropping consistently – from 75 percent of residents satisfied with the government in November 2017, to a record low of 57 percent in August 2018 – the number has now risen to 65 percent satisfaction.

Finally, Fredericton residents were asked about the Harvest Jazz and Blues Festival held in September. One-third of residents had attended the festival, and of those who attended, the vast majority (95%) were satisfied with the experience, including more than half (54%) who were completely satisfied.

These results are part of the *CRA Urban Report*, an independent telephone survey of adult residents consisting of interviews with 400 residents in Fredericton CA, conducted from October 22 to November 10, 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 284 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. Follow us on Twitter [@CRAInsight](https://twitter.com/CRAInsight).

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See attachment for detailed graphs



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Consumer Confidence Index

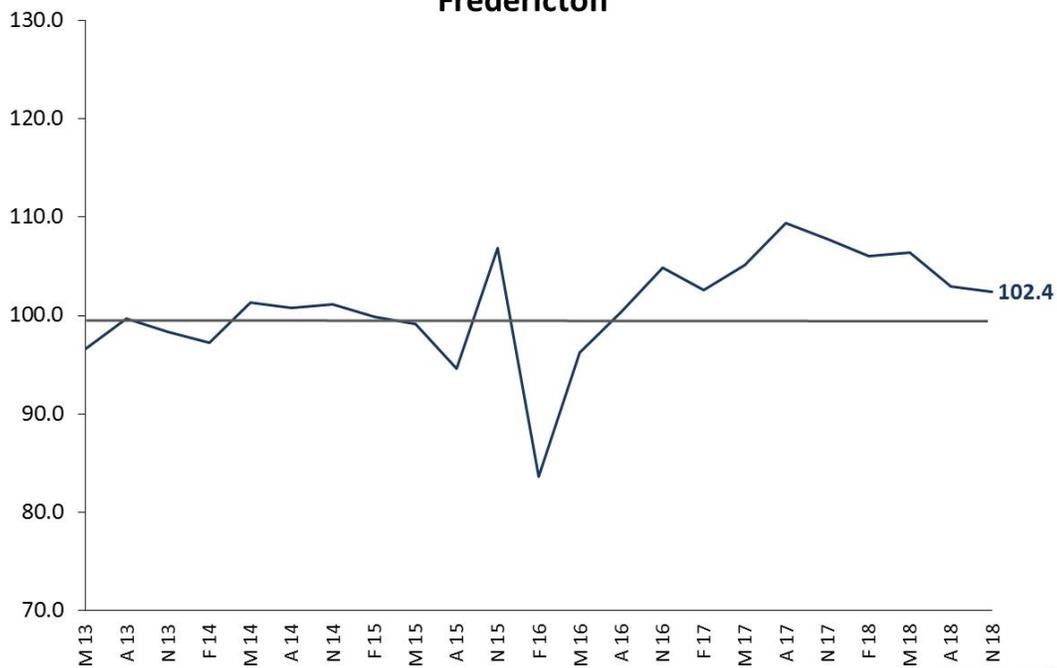
Sample: Residents of Halifax CMA (400), Saint John CMA (300), Moncton CMA (400), and Fredericton CA (400)
18 years plus

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), 400 Moncton CMA residents (± 4.9 percentage points), and 400 Fredericton CA residents (± 4.9 percentage points).

Interview Dates: October 22 to November 10, 2018

Consumer Confidence Index	Halifax	Moncton	Saint John	Fredericton
November 2018	103.6	104.7	100.2	102.4

Consumer Confidence Index Fredericton



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

Satisfaction with Municipal Government

Sample: Residents of Halifax CMA (400), Saint John CMA (225), Moncton CMA (149), and Fredericton CA (296)
18 years plus

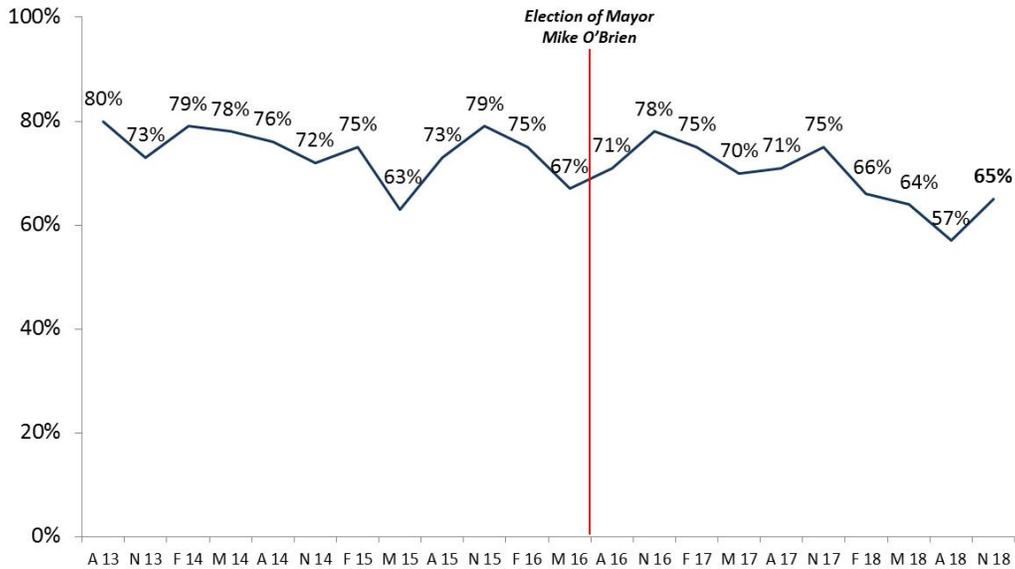
Overall Margin of Sampling Error for each location: 400 Halifax CMA residents (± 4.9 percentage points, 95% confidence level), 171 City of Saint John residents (± 7.5 percentage points), 199 City of Moncton residents (± 6.9 percentage points), and 284 City of Fredericton residents (± 5.8 percentage points).

Interview Dates: October 22 to November 10, 2018

Satisfaction with Municipal Government (% Satisfied)				
	Halifax	Moncton	Saint John	Fredericton
November 2018	66%	56%	67%	65%

Satisfaction with Performance of Municipal Government

Fredericton % Satisfied



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