

## Moncton consumer confidence hits lowest level in 10 months

- Consumer confidence has dropped steadily since May 2018.
- Satisfaction with the performance of the municipal government under Mayor Dawn Arnold is down from August.
- The Avenir Centre meets or exceeds the expectations of vast majority of Moncton patrons.

**December 4, 2018:** Consumer confidence in Moncton has dipped to its lowest point since February 2018, according to the most recent *Urban Report* survey conducted by **Corporate Research Associates Inc. (CRA)**. Consumer confidence among Moncton residents has fallen to 104.7 this quarter, down from a high of 108.4 in August, and once again approaching the two-year low of 103.3 in February 2017. This time last year, in November 2017, consumer confidence in the city was 105.9. The consumer confidence index (CCI) is based on five questions asked of Moncton residents regarding the economic health of their city and their households. Despite the dip this quarter, Moncton still boasts the strongest consumer confidence of the four urban markets surveyed in the study – Moncton, Fredericton, Saint John and Halifax.

The *Urban Report* also surveyed satisfaction with the performance of Moncton's municipal government under the leadership of Mayor Dawn Arnold. The percentage of residents satisfied with the government has dropped to 56 percent, the same as in May, but down from 63 percent in August.

Finally, Moncton residents were asked if they have attended any events at the city's new Avenir Centre. Two in ten residents have attended events there, and of those, 50 percent say the Avenir Centre met their expectations and 45 percent say the Centre exceeded expectations, while only six percent say it did not meet expectations.

These results are part of the CRA *Urban Report*, an independent telephone survey of adult residents consisting of interviews with 400 residents in Moncton CMA, conducted from October 22 to November 10, 2018, with overall results for each accurate to within  $\pm 4.9$  percentage points, 95 out of 100 times. The survey results for government satisfaction are based on 199 City of Moncton residents ( $\pm 6.9$  percentage points).

Corporate Research Associates (CRA), [www.cra.ca](http://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).



###

**See attachment for detailed graphs**

**For more information, please contact:**

Margaret Chapman, CRA Vice-President at (902) 493-3834; [mchapman@cra.ca](mailto:mchapman@cra.ca)

or

Richard Foot, Manager, *Urban Report* at (902) 493-3826; [rfoot@cra.ca](mailto:rfoot@cra.ca)

## Consumer Confidence Index

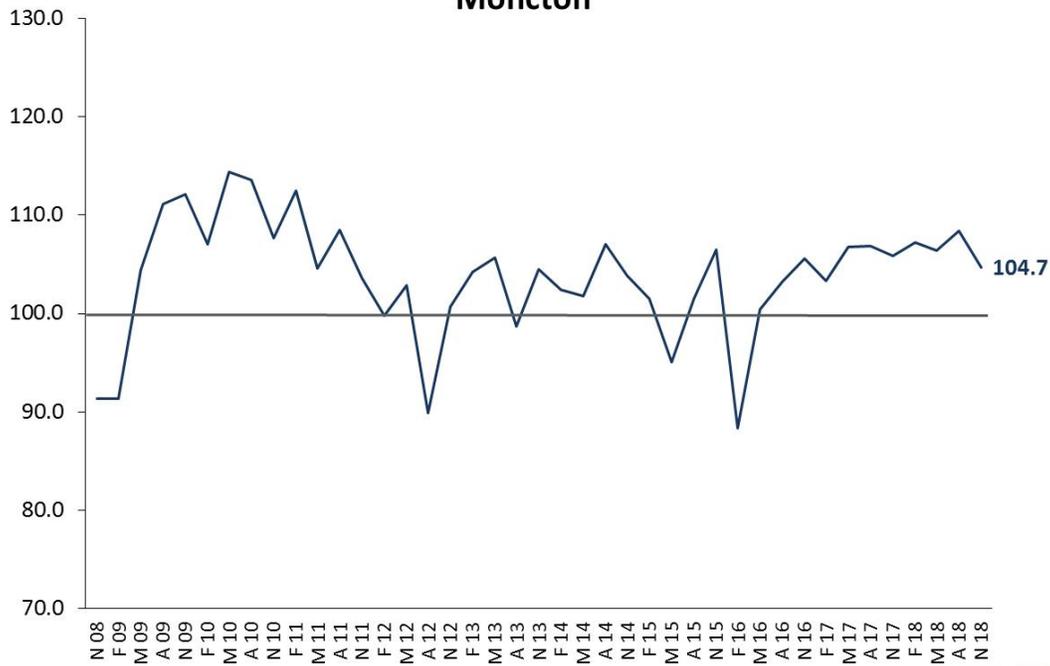
**Sample:** Residents of Halifax CMA (400), Saint John CMA (300), Moncton CMA (400), and Fredericton CA (400)  
18 years plus

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



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

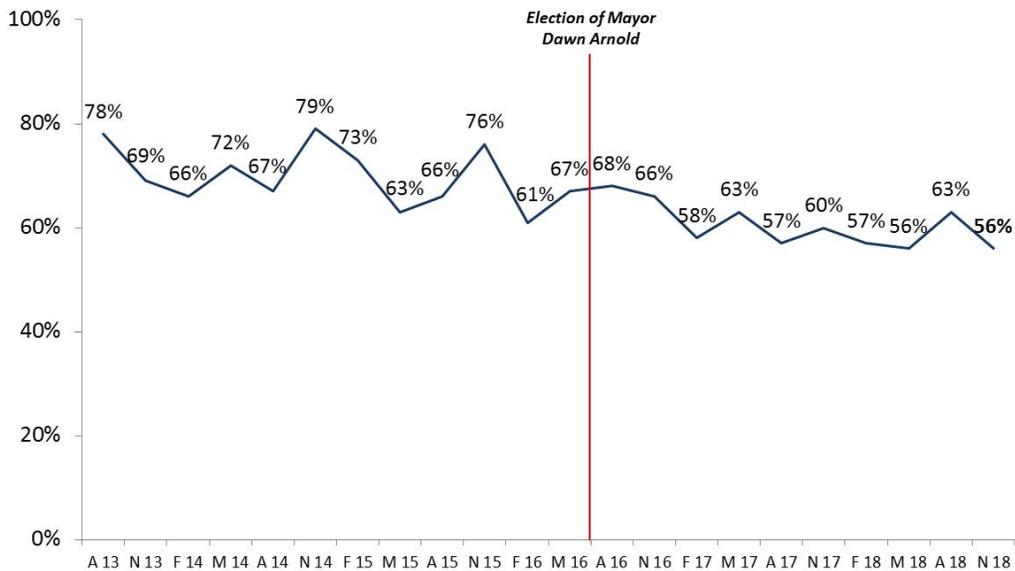
**Overall Margin of Sampling Error for each location:** 400 Halifax CMA residents ( $\pm 4.9$  percentage points, 95% confidence level), 171 City of Saint John residents ( $\pm 7.5$  percentage points), 199 City of Moncton residents ( $\pm 6.9$  percentage points), and 284 City of Fredericton residents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

### Moncton % Satisfied



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