



city think

Bristol talks to the people in your neighborhood

Survey Results | March 2009

Times & Transcript



Enterprise Greater Moncton
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DIEPPE MONCTON RIVERVIEW



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Corporation de développement
économique de la Ville de Dieppe
and Economic Development Corporation
of the City of Dieppe
...community forward



CityThink 2009

This is our fourth year as a sponsor of this valuable community snapshot. We feel strongly that part of our mandate as Metro Moncton's daily newspaper is to reflect the opinions, hopes and concerns of our readers. CityThink is a valuable tool for business and community leaders, giving them insight into the way Metro Moncton residents feel about topics as varied as spending plans to the level of satisfaction with our municipal governments. The Times & Transcript will use the data collected in this survey to publish a series of stories looking behind the numbers.

Eric Lawson,
Publisher, Times & Transcript

Bristol is pleased to partner with the Times & Transcript and Enterprise Greater Moncton to present the fourth edition of Metro Moncton's CityThink survey. We wish to thank our other community partners for their support to this year's survey.

Since we first brought you this annual survey in 2006, our goal has been to provide you with a better understanding of Metro Moncton and the people who live here, in our community.

Over the years, we hope that we have provided readers with useful information for planning future ventures and decisions.

We have included questions from the previous years to provide detailed insight into different aspects of life in Metro Moncton. We have also added some new questions to provide a snapshot of trends and current events.

I hope you enjoy reading CityThink 2009 for Metro Moncton.

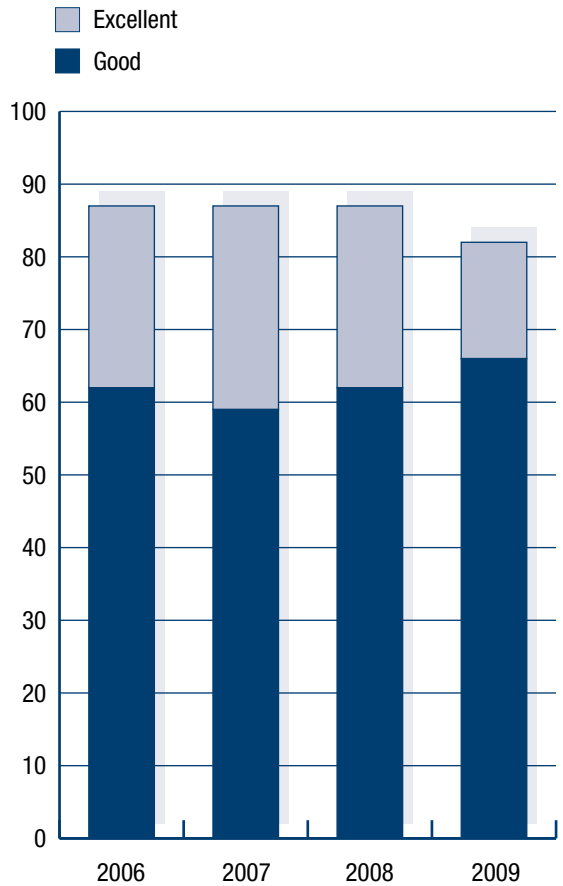
Louis Léger
President and CEO, Bristol

Economy

It has been quite a year with a global recession well under way, stock markets down and news of layoffs virtually every day. So what are the perceptions here in Metro Moncton? As you would expect, there are fewer who are saying excellent than was the case a year ago. Perhaps surprising though is the fact that when good and excellent are combined, the levels are virtually the same as they have been for each of the past four years.

Comparing previous years on people's own quality of life are also almost the same as past years with 87% saying their own quality of life is good or excellent. Just under half of us think we are personally "doing great" or at least "doing well" and only 2% describe themselves as "can't cope."

There are no big differences across the three communities in Metro Moncton, but people in Riverview are consistently a little more positive on all of these economic measures. There weren't many gender differences, but the guys were a little more likely to describe the economy as excellent. There are some age differences. Our younger respondents are a little more likely to think they can't cope and the older people are more likely to think that things won't improve next year.



Life in Metro Moncton

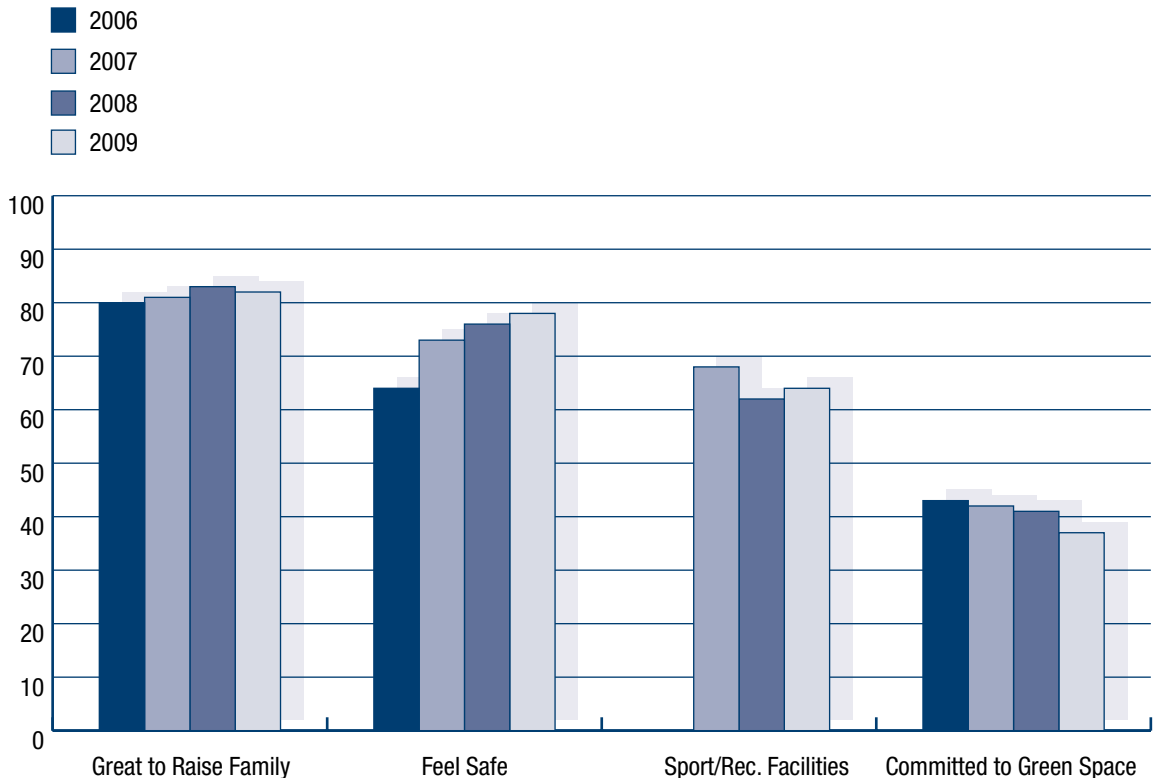
As usual, we took a snapshot of various aspects of living in this area – a place to raise a family, a place where you feel safe, sports and recreational facilities and our commitment to green spaces. We have shown the percentage of people who gave a rating of 8 or higher (think of it as like an A on your report card).

Eight in ten of us still think Metro Moncton is a great place to raise a family and our ratings for a place to feel safe

have improved each year since we started asking and now stand at almost 4 in 5 people giving high scores.

It is our commitment to green spaces that continues to bring up the rear on our ratings with only 37% giving high marks on this question. You will also see that this has slipped slightly each year over the past four.

Our youngest respondents tend to give lower scores on this green space commitment.



Politics

Municipal: the 2008 CityThink was held shortly before the municipal elections in New Brunswick and we were speculating on who would win the upcoming election. In both Moncton and Dieppe, we have new mayors who are about to complete their first year in office.

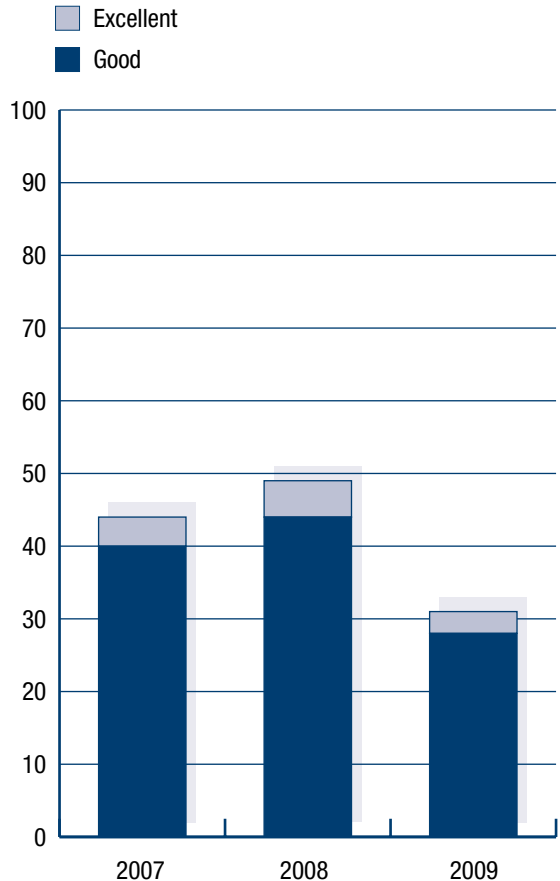
In Moncton, 70% rate LeBlanc's performance as either good or excellent. In Dieppe, (also with a Mayor LeBlanc) the good and excellent ratings come in at 64%, and for Mayor Sweetland in Riverview an impressive 81% give good and excellent ratings. All impressive numbers and certainly the envy of our provincial and federal leaders as you will see in a moment.

In Moncton, these ratings are similar in those over the past several years. In Dieppe, there is a dramatic jump from last year that is more in line with the 2007 and 2006 results, while in Riverview, the ratings for the mayor are actually a little higher than last year and much higher than the previous years.

Ratings of municipal councils were approximately 60% good and excellent in Moncton and Dieppe and approximately 10% higher in Riverview.

Provincial and Federal: Just over 30% give good and excellent ratings to the leadership of the provincial Liberals during the past year compared to approximately 50% a year ago. Numbers for the federal Conservatives are also down – 24% this year compared with 36% last year. Interestingly, Mr. Graham's government is rated higher by younger voters, while the federal Conservatives are rated best by older voters.

Performance of Provincial Government



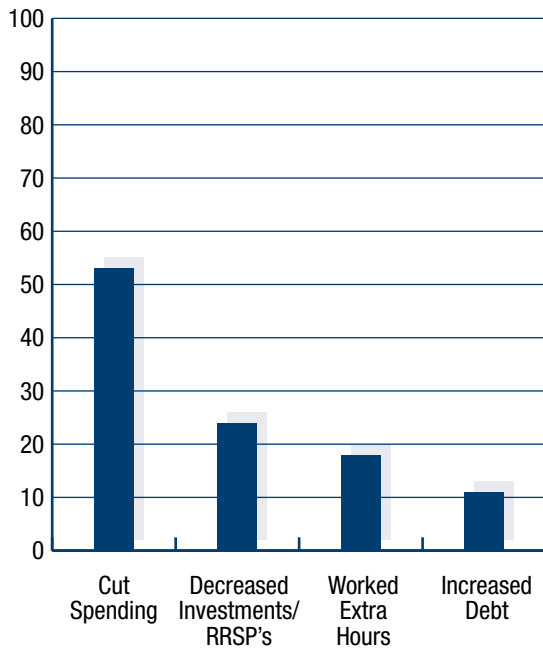
Coping Strategies

Even with a generally positive outlook, we would be naïve to think that people in Moncton are unaffected by the generally poor economy we see around us. In fact, 31% say they have been negatively affected by the current downturn, 6% say they have been positively affected, and most (60%) say they are the same.

Those who have been negatively impacted say their investments/RRSPs have diminished and that they have been impacted by the rising cost of living. There are worries about job security and not being able to retire as planned.

We specifically asked about a number of things that people might have done in light of the economy and these are shown in the following graph. Just over half say they have cut spending, which means that even some of those who have not been affected by the economy are being cautious in their spending. A quarter have decreased investments/RRSPs and two in ten (18%) are working extra hours or have taken a second job. Finally, 11% say they have increased debt to maintain their spending.

Steps Taken in Past 6 Months
% saying yes



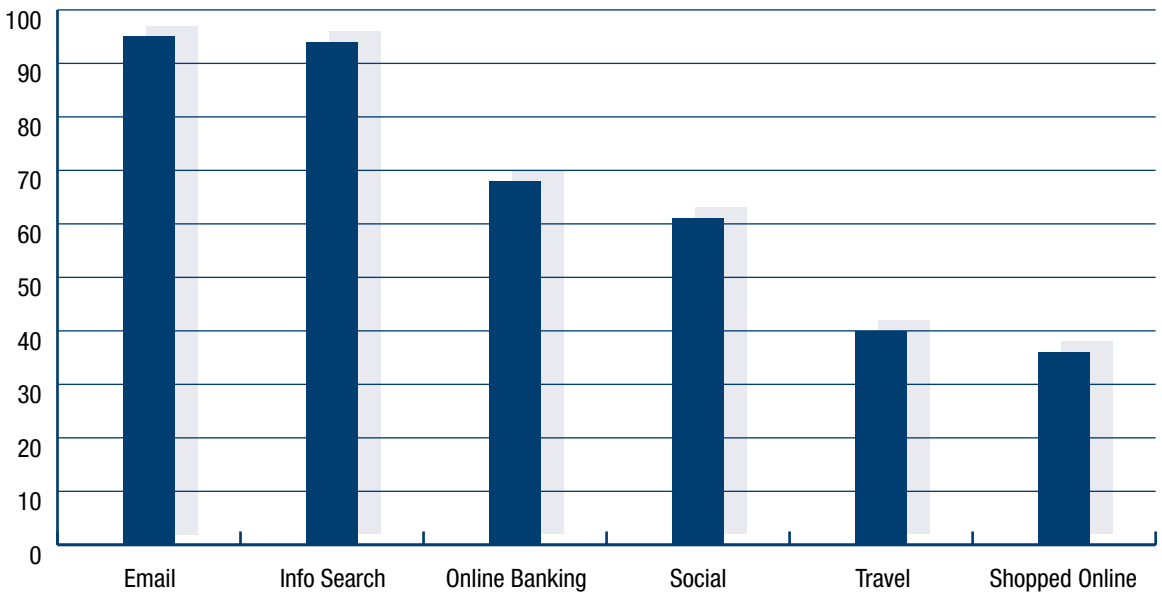
Internet

A full 83% of Metro Monctonians have access to the Internet at home or at work. The highest levels are in Riverview and Dieppe with 88% and 87% respectively and Moncton is a little lower at a still quite impressive 81%.

Of those who have the Internet, usage levels are very impressive as well. Almost everyone (95%) has used the Internet for email and information searches in the past month. While these levels are high, they are relatively risk-free so it is even more impressive that 68% have used online banking in the past month, 40% have made travel arrangements and 36% have shopped – all potentially using some financial transaction.

And what about all those kids on Facebook and other social networking sites? Well, usage certainly varies with age, but it is not just kids – 61% have used such a site in the past month and it ranges from almost everyone who is online in the younger groups (under 34) to approximately 60% of those who are between 35 and 54, and even 40% of those who are over 55. These figures show how popular a useful Internet tool can become in a very short period of time.

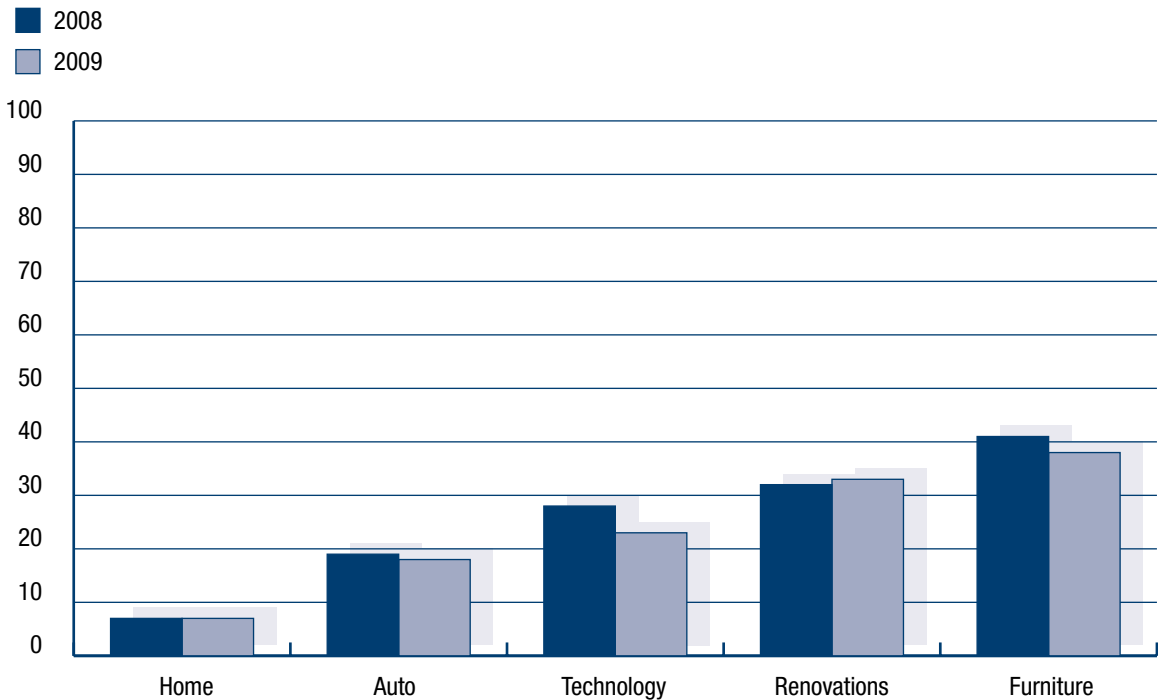
Used Internet in Past Month



Purchases

For the second year, we asked about plans to buy major items and the results this year are surprising. Surprising in that most of them are almost the same as they were last year. Plans to buy a home are the same as last year while

car purchase plans are down very slightly. Plans to renovate are up slightly – perhaps encouraged by various energy efficiency programs as well as recent stimulus packages.



Research Methodology

For the fourth year in a row, Bristol Omnifacts Research is pleased to be bringing you CityThink for Metro Moncton.

As in previous years, the research is based on a random sample of 600 adults in Moncton, Riverview, and Dieppe.

The research was conducted by telephone from March 4th

to March 6th, 2009. A sample of 600 gives a margin of error of + 4% 19 times out of 20.

Craig Wight

Vice-President, Research, Bristol

