

■ search
Go

■ online news
Home
Telegraph Journal Provincial Edition
Telegraph Journal Saint John Edition
Times & Transcript
News
Sports
Opinion
Home & Garden
Metro Marquee
Daily Gleaner
■ radio stations
The Tide 98.1
■ free services
Classifieds
Wheels
Careers

Personals
Movie Central
Communities/Events
Contests/Fun Stuff
■ free content
Obituaries
Life & Entertainment
Business Canadaeast
Homes Canadaeast
Tourism

Whatever
Crossword
Recipes
Lotteries
■ archives
Search the archives
■ contacting us
About Us

Times & Transcript | E-Brief  
As published on page A1/A5 on June 23, 2003

## Moncton tops for business in N.B.

Survey finds city has province-wide reputation as N.B.'s top economic generator

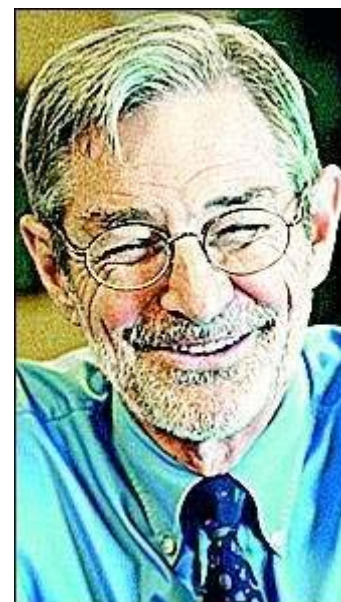
**ALAN COCHRANE**

*Times & Transcript Staff*

A recent poll commissioned by the head of Moosehead Breweries indicates that people from all over New Brunswick see Metro Moncton as a growing, business-friendly community that can serve as an example for others in the Maritimes.

However, the same poll shows that people outside of Moncton still believe New Brunswick's capital city of Fredericton has a better quality of life.

"In my view, Moncton, Dieppe and Riverview have clearly out-performed economically, socially and culturally - all other communities in Atlantic Canada," says Derek Oland, chairman and chief executive officer of Moosehead Breweries Ltd. "While government and institutions support other cities extensively, Greater Moncton has gained an international reputation as the city that pulled itself up by the bootstraps."



Oland

### Quick Facts

Following are the questions asked in the Moncton Perception Survey carried out by SES Research of Ottawa, and the top responses to each question:

- What city in New Brunswick, other than your own, is the most business-friendly? 1. Metro Moncton, 47.3 per cent. 2. Fredericton,

Oland is scheduled to address a joint meeting of the Moncton Rotary Club and the Greater Moncton Chamber of Commerce at noon today. During that meeting, he will present the results of a recent survey he commissioned to see how people outside of the Moncton area view the city. The goal of the survey was to judge the perception New Brunswickers have of Moncton.

A copy of the survey results was obtained in advance by the Times & Transcript.

The survey was conducted by SES Research of Ottawa. On May 27, the survey company contacted

Subscribe
Advertise with us
Send Feedback
■ daily poll
<a href="#">Previous Polls</a> <a href="#">Suggest a poll question</a>

17.7 per cent 3. Saint John, 15.3 per cent

- What city in New Brunswick, other than your own, leads the province in growth? 1. Metro Moncton, 59.3 per cent 2. Unsure, 19.7 per cent 3. Fredericton, 8.7 per cent
- What city in New Brunswick, other than your own, is best for shopping? 1. Metro Moncton, 67.3 per cent 2. Fredericton, 14 per cent 3. Saint John, 6.7 per cent
- What city in New Brunswick, other than your own, has the best quality of life? 1. Fredericton, 35.7 per cent 2. Metro Moncton, 21.7 per cent 3. Unsure, 19.7 per cent
- What city in New Brunswick, other than your own, is the best for setting up a new business? 1. Metro Moncton, 36.7 per cent 2. Unsure, 29.0 per cent 3. Fredericton, 13.7 per cent
- Other than the place you live, which of the following cities is the best to live, work and raise a family? 1. Fredericton, 33.0 per cent 2. Metro Moncton, 20.7 per cent 3. Halifax, 13.3 per cent
- What would you say are the strengths of Greater Moncton, if any? 1. Unsure, 30.7 per cent 2. Lots of jobs, 15.7 per cent 3. Bilingual, 15.3 per cent 4. Good shopping, 11 per cent 5. Central location, 7.0 per cent 6. Open for business, 3.7 per cent
- What would you say are the weaknesses of

300 New Brunswickers who live outside the Moncton area. There were 148 men and 152 women, ranging in age from 18 to over 60. They were asked a series of 12 questions.

SES Research spokesman Nick Nanos said the results clearly show that New Brunswickers in general have a favourable perception of Moncton. On questions about business, growth and shopping, the people questioned picked Moncton over Fredericton, Saint John and other communities in New Brunswick. However, Moncton placed second to Fredericton on the questions of quality of life and where they would prefer to live, work and raise a family.

Does that mean people in other parts of New Brunswick see Moncton as a nice place to visit, but they wouldn't want to live there?

Nanos isn't sure, but he believes Moncton still has some work to do in selling itself on quality of life.

"This survey speaks to the image that Moncton has built in the province as a key economic engine. On the quality of life issue, I think it shows that people in general have a preference of living in a smaller community."

Nanos said that as a city grows, people in the rural areas around it build a perception that it will suffer from the stereotypical urban issues of crime, traffic and dirtiness.

"It's a balancing act. How can Moncton manage its success and maintain its quality of life? One can fall victim to the other."

Two key questions on the survey fall directly into the realm of Enterprise Greater Moncton's campaign of "Success Happens" in Moncton. During a recent campaign breakfast, Enterprise Greater Moncton chief executive officer Ron Gaudet said Moncton is entering the phase of identifying its strengths and weaknesses, which will be studied as part of creating a vision for community economic development in the future.

When SES Research asked people what they saw as Moncton's strengths, the majority (30.7 per cent) said they were "unsure." The second most frequent

Greater Moncton, if any?

1. Unsure, 65.3 per cent  
2. Too French, 7.0 per cent  
3. Too much traffic, 5.0 per cent  
4. Lots of crime/gangs, 3.7 per cent  
5. Roads are in bad shape, 3.7 per cent  
6. Out of the way, 3.0 per cent

- What age group do you fit into? 18-29, 22.0 per cent  
30-39, 22.3 per cent  
40-49, 20.7 per cent  
50-59, 13.0 per cent  
60-plus, 22.0 per cent

- Rent or own home? Own, 75.3 per cent  
Rent, 24.7 per cent

- Gender? Male, 49.3 per cent  
Female, 50.7 per cent

response (15.7 per cent) was "jobs."

Other strengths identified by the people surveyed were bilingualism, good shopping, central location, open for business, nice place, lots of services, well-designed city, tourism, a big city, many schools, safe, airport, clean, has everything, good air quality, low cost of living, lots of hospitals and young people.

Nanos said these responses came directly from the respondents. They were not given words to choose from.

On the question of Moncton's weaknesses, 65 per cent said they were "unsure." The second most frequent response (7.0 per cent) was "too French." After that, words used to describe Moncton's weaknesses were: too much traffic, lots of crime/gangs, roads are in bad shape, not enough tourist attractions, water is contaminated, bad weather, too big, all call centres, not enough reasonable hotel rooms, poor transit

system, unfriendly people, dirty city, biased against English, three different cities, no recreation centres, too many panhandlers and not enough hospitals.

Oland says the survey proves that Moncton's "message" is on track.

"You have succeeded in placing a welcome mat outside your community for business, citizens and visitors alike."

Secondly, he says Moncton can take the lead and work with other communities to improve New Brunswick's overall economic development.

Oland said the survey results were not too encouraging for Saint John, where the Moosehead Brewery is located. However, he says Saint John is a terrific community and has the potential to be even better.

"Clearly, it's the perception outsiders have of Saint John and that needs to be changed. Saint Johners know this. They're working on it. And I'm confident they'll fix it."

#### Other features:

- » [Back to article list](#)
- » [Print this article](#)
- » [Print this article with picture](#)

