



**THE CHAMBER
OF COMMERCE**
for Greater Moncton

**LA CHAMBRE
DE COMMERCE**
pour le Grand Moncton

For Immediate Release: Wednesday January 8, 2020

Greater Moncton business owners confident in local economic climate, support increased immigration

Greater Moncton's business community cites labour skill shortages, and the need to increase population and immigration, as key issues heading into 2020.

A survey of members conducted between November 25th and December 6th 2019 by the Chamber of Commerce for Greater Moncton shows business owners are increasingly focused on filling labour needs as critical to continued growth and prosperity.

The survey asked CCGM members to identify their biggest challenge to business growth. 'Difficulty finding employees with the right labour skills' was the leading response at 35 per cent.

A separate question asked: 'What should be the biggest priority of the provincial government in 2020?' 'Invest in health-care and education' was cited by close to 24 per cent of respondents, and another 16 per cent answered, 'grow the population and attract more immigrants'. Another 12 per cent of respondents said, 'build our labour force'.

Despite the need to find employees, Greater Moncton business owners continue to be optimistic about the region's economy heading into the new year.

Respondents were asked to rate economic conditions in the region, and more than 84 per cent of the members who answered the survey see the economic conditions of Greater Moncton as 'positive' or 'very positive'. In detail, two third of respondents rated the economic conditions in Greater Moncton as 'positive', while 17 per cent judged it as 'very positive'.

Chamber CEO John Wishart said these results reflect what the Chamber is seeing throughout the business community.

"It is becoming more evident that Greater Moncton is the economic engine of the province," Wishart said. "Businesses people in our region have confidence in what is happening here, they believe in their ability to grow their business, but also to continue this wave of success that propels the region and the province."

Business owners were less optimistic about the provincial outlook for 2020. Asked to rate economic conditions in New Brunswick, close to 50 per cent rated the economic condition of the province as 'neutral', more than 25 per cent of respondents think economic conditions are 'positive' and 20 per cent judged the conditions to be 'negative'.



Immigration has become one of the main pillars to population growth in Greater Moncton and the province as a whole. The new Greater Moncton Immigration Strategy launched last fall is seen very positively by members of the Chamber of Commerce.

Close to 80 per cent of respondents identified the regional strategy as `Very Positive` or `Positive`. In detail, 42 per cent of respondents rated the strategy and its goal of at least 2,700 new immigrants per year by 2024 as very positive and another 38 per cent said the goal was positive. Forty per cent of respondents also mentioned that they hired a recent newcomer in the past year.

Chamber members identified `Security and Homelessness` as the biggest priority at the municipal level. More than 45 per cent think this is the principal priority of our three municipalities in Greater Moncton.

The survey, conducted over a two-week period, elicited responses from 206 CCGM members. It is not a scientific survey with a margin of error but a snapshot of business community opinion.

The Chamber of Commerce for Greater Moncton surveys its members each year on local and provincial economic trends and important public policy issues.

-30-

For More Information

Sylvain Montreuil

Director of communications & policy
Chamber of Commerce for Greater Moncton
(506) 856-4004
smontreuil@ccgm.ca