

Corporate Research Associates Inc.
conducted research among **New Brunswick
citizens and businesses** in early 2017.



Objectives of the research were to:

- Understand perceptions of New Brunswick products and services; and
- Assess understanding of possible benefits to purchasing products or services from New Brunswick businesses.



Research comprised of 3 components:

- Four online focus groups (2 French, 2 English) with NB residents;
- A business survey with 37 business owners, managers, and purchasers;
- A general public survey among 400 adult New Brunswick residents in French and English, representative of the population.



Research Highlights

- When making purchase decisions, where a product is made is not a top consideration for residents.
- In business procurement, location is important, but not critical.
- There is only moderate awareness of NB companies, products, and services.
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Research Highlights

- New Brunswickers are proud of local / provincial products and services, and in general consider them to be the same or higher quality than products made elsewhere.
- Both businesses and residents recognize the benefits of buying NB products and services (creating jobs, growing the economy).

