



**THE CHAMBER
OF COMMERCE**
for Greater Moncton

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

For Immediate Release: Thursday, December 20, 2019

CCGM survey shows Greater Moncton business owners see workforce attraction as a priority in 2019

Greater Moncton's business community cites labour skill shortages and the need to increase population and immigration as key issues heading into 2019.

A survey of members conducted between late November and mid-December 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 38 per cent. A lack of customers came a close second at 22 per cent.

A separate question asked: 'What should be the biggest priority of the provincial government in 2019?' Lowering the deficit and debt was cited by 25 per cent of respondents, but another 21 per cent answered 'grow the population and attract more immigrants'. Another 17 per cent of respondents said, 'invest in health-care and education'.

The CEO of the CCGM, John Wishart, said these results reflect what the Chamber is hearing in the business community.

"Greater Moncton's economy has been thriving in recent years, but businesses people who want to grow their business are expanding their search outside New Brunswick and Canada to fill labour needs," said John Wishart.

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 83 per cent of the members who answered the survey see the economic conditions of Greater Moncton as 'positive' or 'very positive'. In details, two third of respondents rated the economic conditions in Greater Moncton as 'positive', while 16 per cent judged it as 'very positive'.

Business owners were less optimistic about the provincial outlook for 2019. Asked to rate economic conditions in New Brunswick, 41.5 per cent rated the economic condition of the province as 'neutral', and more than 35 per cent judged the conditions to be 'negative'.



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Confidence in the local economy has many local business operators predicting their workforce will grow this year, despite the labour skills gap. Over the next six months, close to 60 per cent of respondents predicted a workforce increase, while only 3.5 per cent see a decrease. A further 27.6 per cent foresee neither an increase nor decrease.

The survey conducted between November 23 and December 9 elicited responses from 174 CCGM members. It is not a scientific survey with a margin of error but mainly a snapshot of the business community opinion.

The Chamber of Commerce for Greater Moncton surveys its members twice a year – in the spring and fall – on local and provincial economic trends and important public policy issues.

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