



COLLECTIVE PERSPECTIVE SURVEY REPORT

POWERED BY ABACUS DATA

Valuable insights that only B.C.'s most grassroots business network can provide



ONLINE SURVEY

BUSINESS MEMEMBERS INVITED TO PARTICIPATE VIA EMAIL

SAMPLE SIZE

1,176 INTERVIEWS
(MOE \pm 2.9%)

FIELD DATES

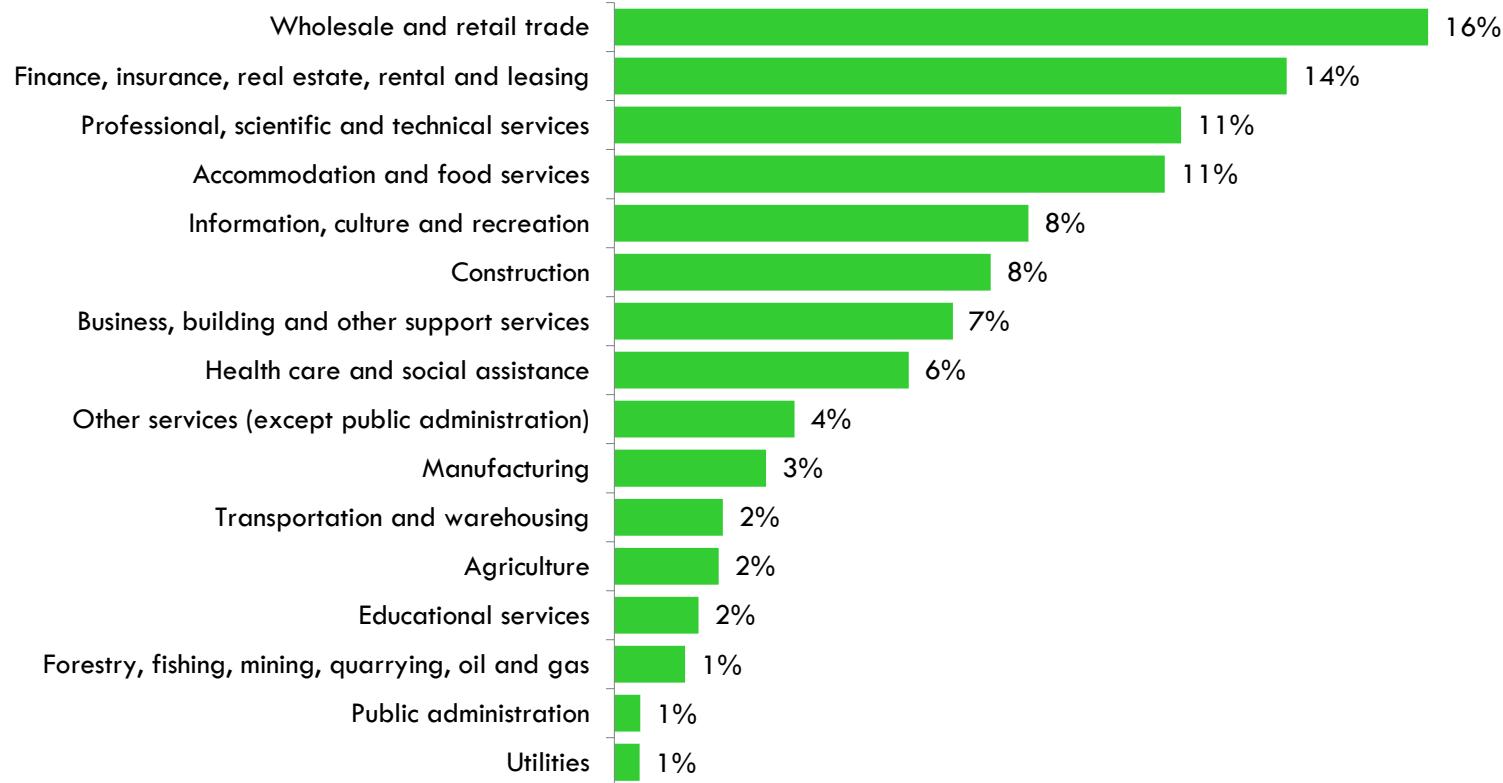
OCTOBER 18 TO NOVEMBER 6, 2016

WEIGHTING

SAMPLE WAS WEIGHTED TO MATCH THE POPULATION OF BC
BUSINESSES BY REGION AND SIZE.

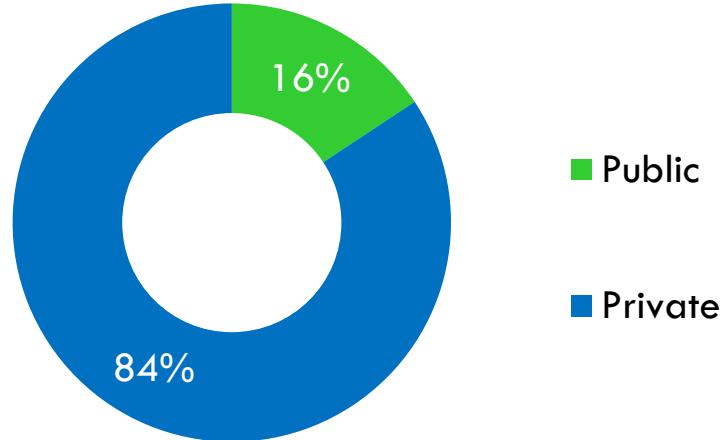
METHODOLOGY

SECTOR OF RESPONDENTS

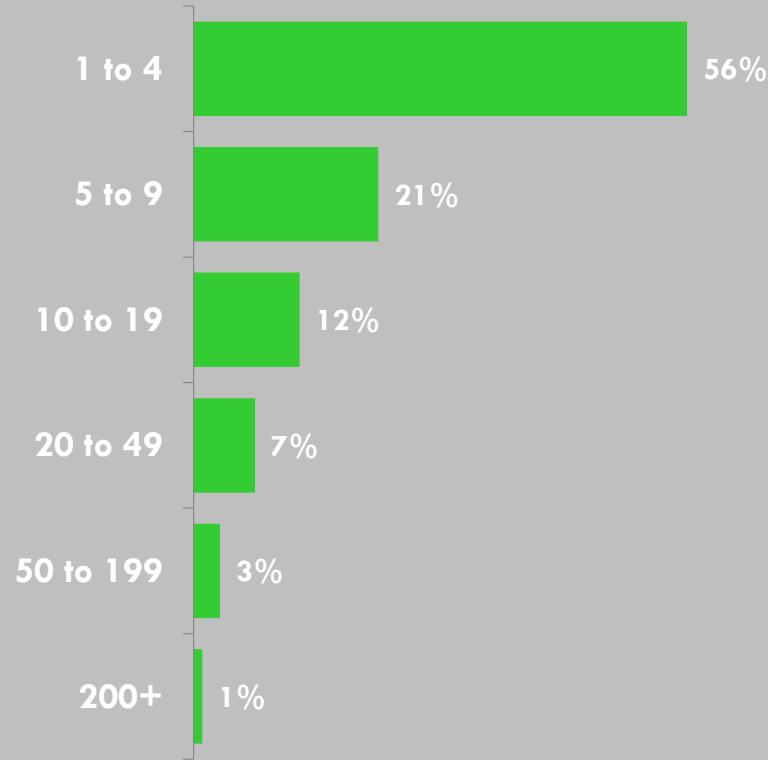


Which of the following sectors do you operate in?

SECTOR



NUMBER OF EMPLOYEES



KEY FINDINGS

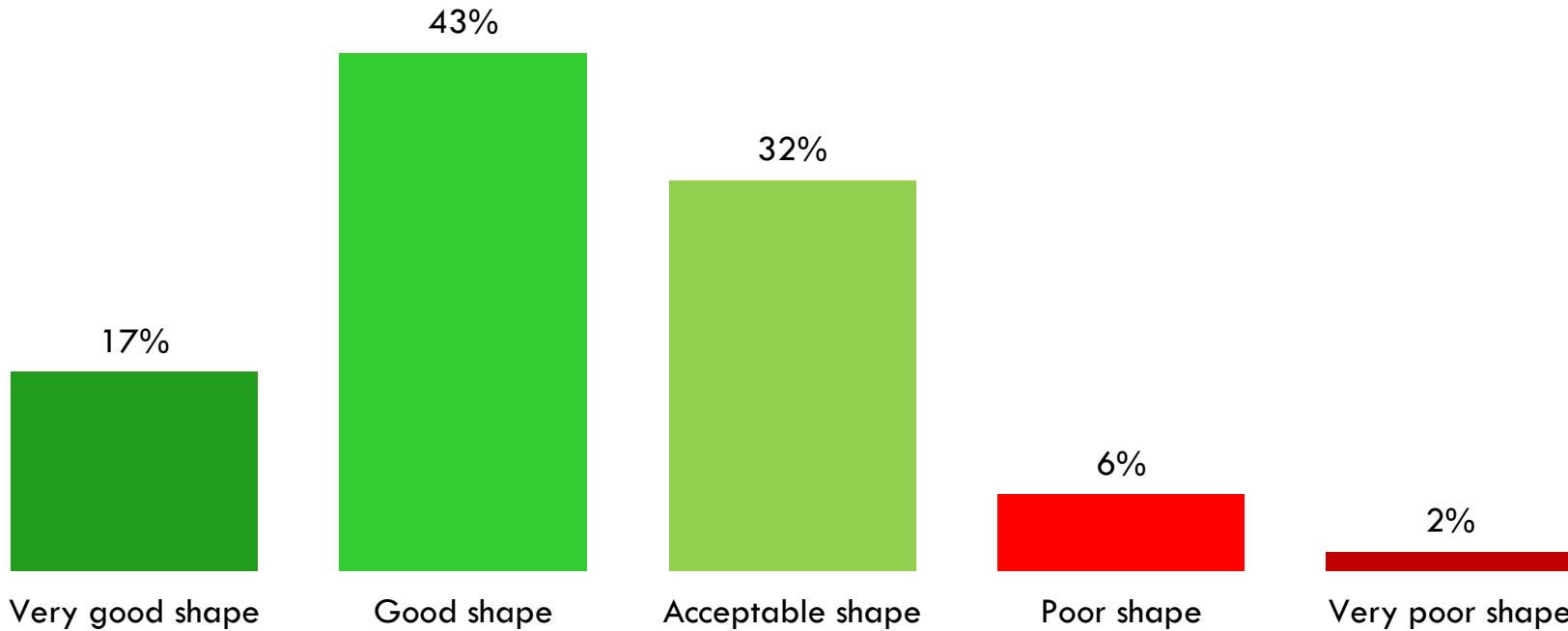
- BUSINESSES REPORT DECENT STRENGTH
- BROAD OPTIMISM ABOUT 3-5 YEARS
- FEW FEEL AT A COMPETITIVE DISADVANTAGE
- 85% PLAN TO GROW, 78% EXPECT THEY WILL

HIGHLIGHTS

PERFORMANCE & CONFIDENCE

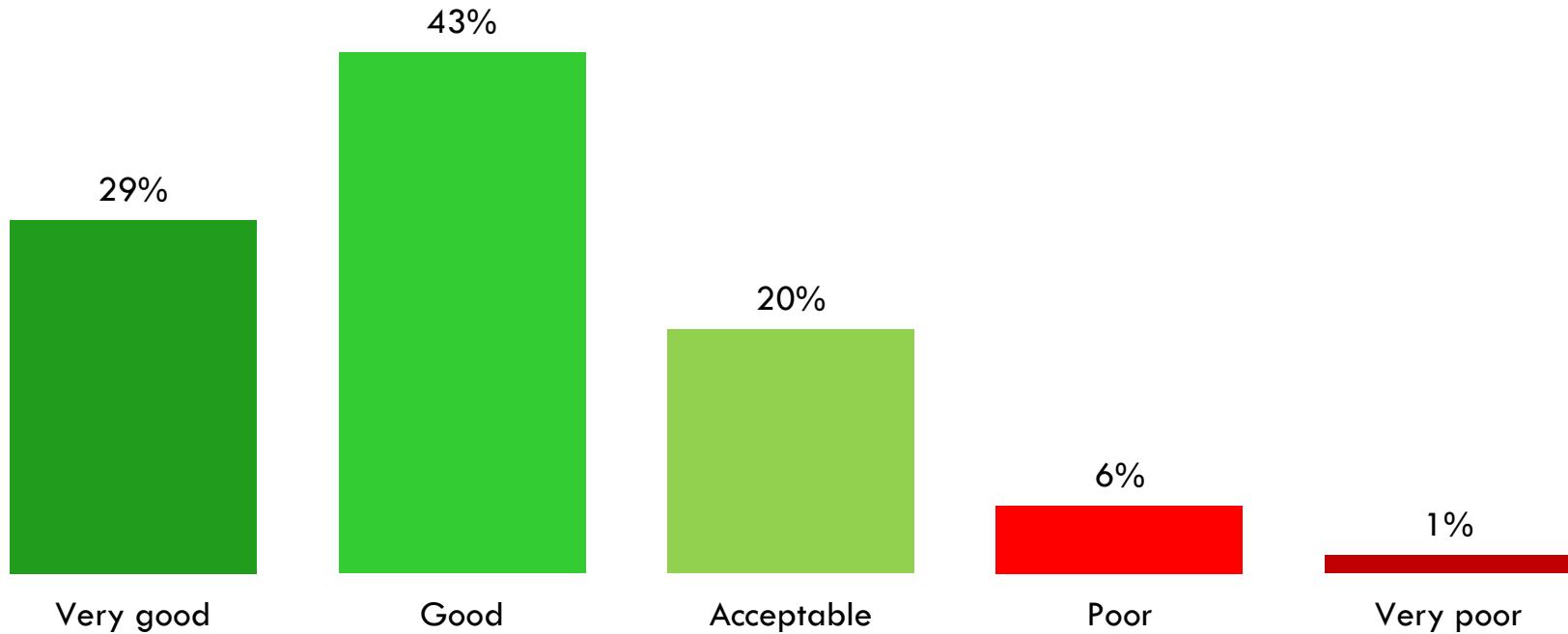
ABACUS DATA





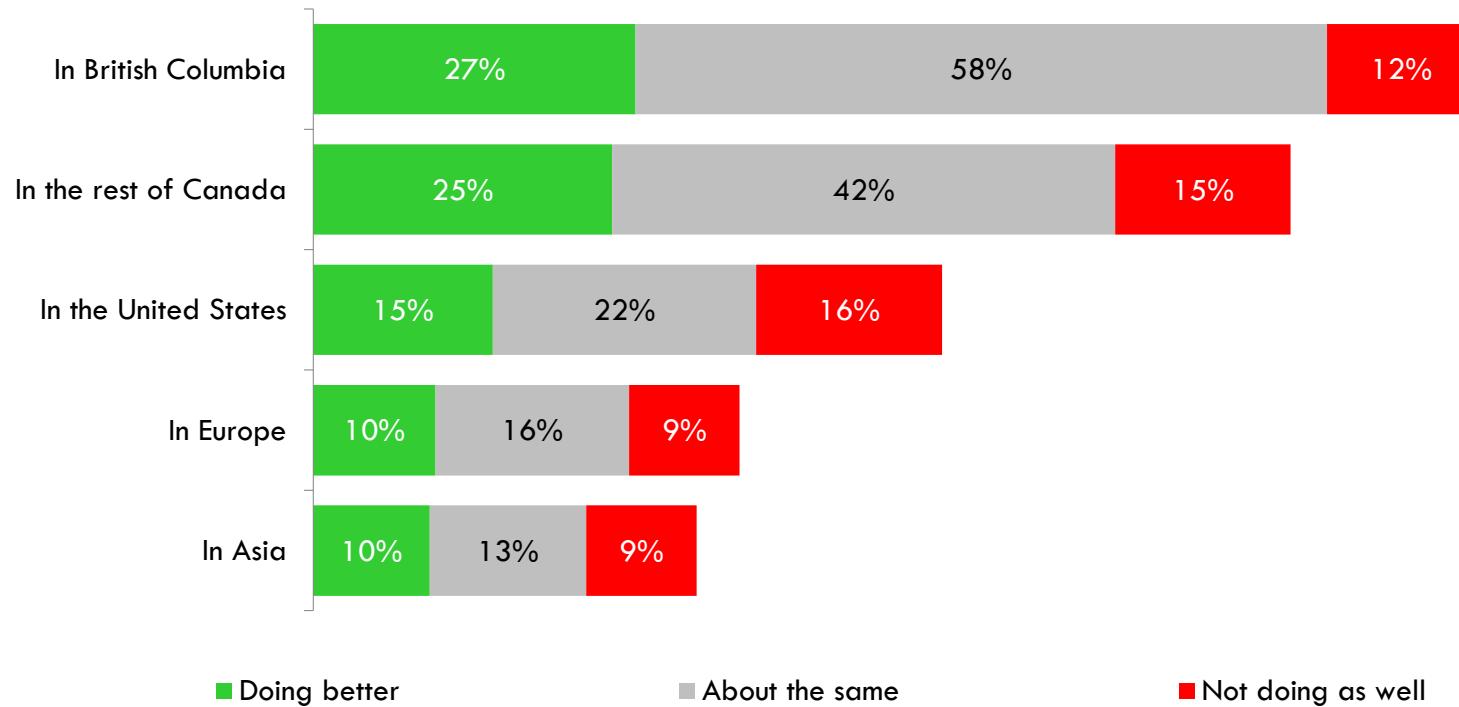
HOW'S YOUR BUSINESS TODAY?

Thinking about your business, how do you feel about how things are going at the present time. Would you say your business is in ...?



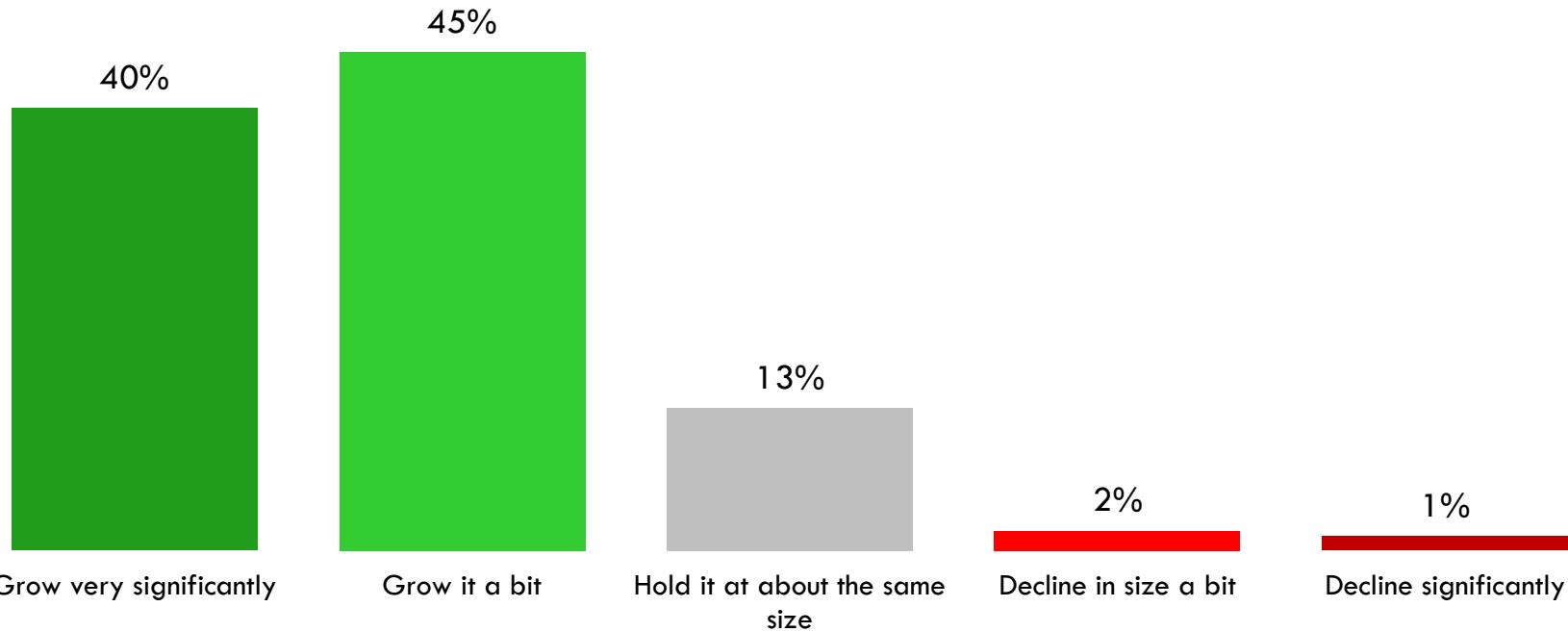
PROSPECTS IN NEXT 3 TO 5 YEARS

How would you describe the prospects for your business over the next 3-5 years ...?



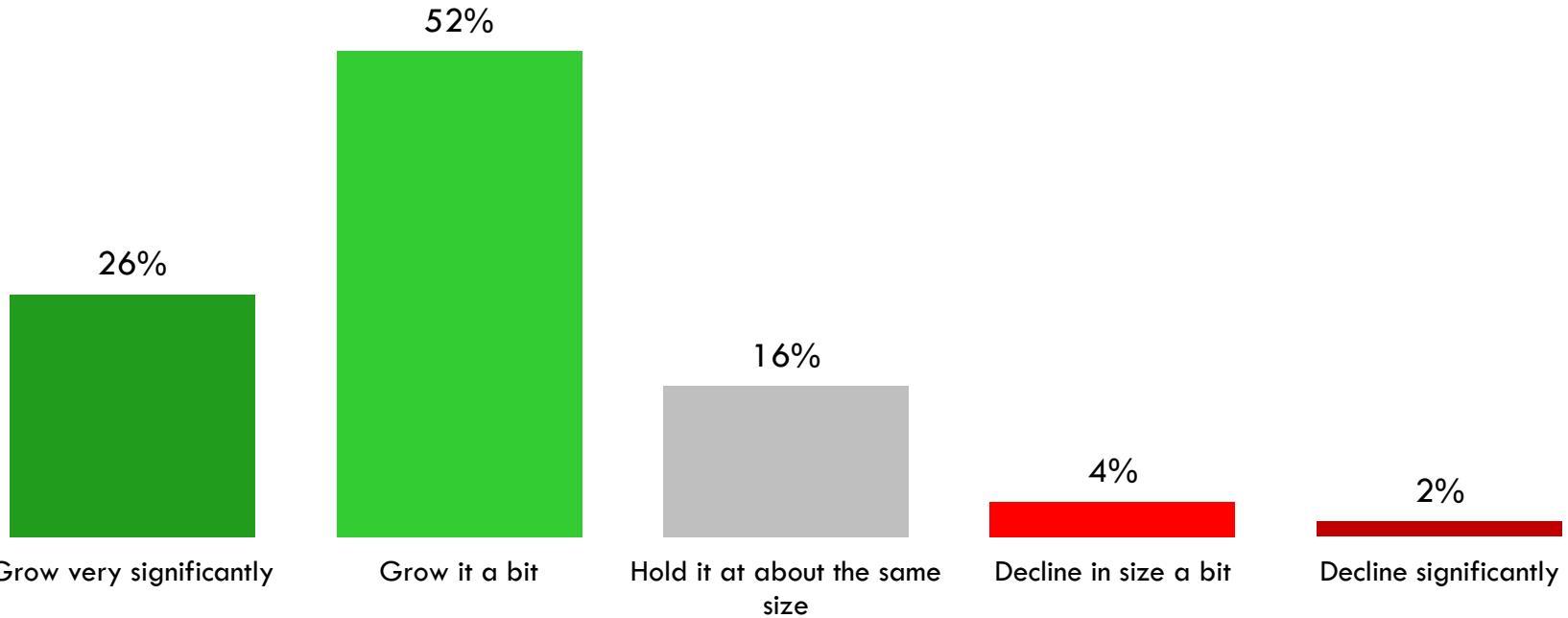
VERSUS YOUR COMPETITORS?

Compared to your competitors in the following regions, would you say that you are doing better, the same, or not as well?



GOALS OVER NEXT 5 YEARS

What is your goal for the next five years for your business ...?



EXPECTATIONS FOR NEXT 5 YEARS

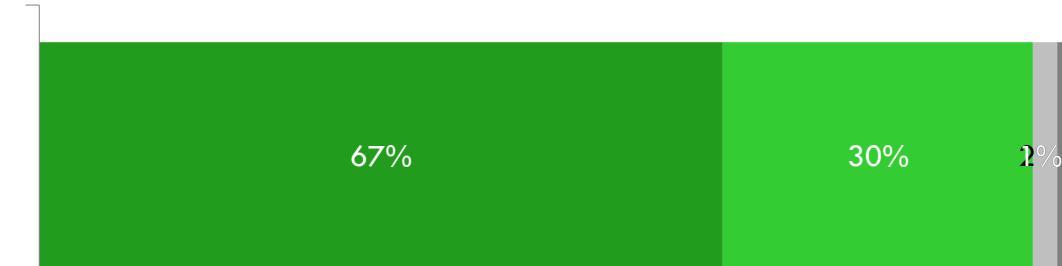
What do you think is most likely to happen in the next five years to your business...?

THE BC CONTEXT

- BC SEEN AS A UNIQUE PLACE IN THE WORLD
- BEST PLACE IN CANADA TO DO BUSINESS
- GOVERNMENTS SEEN AS PRO-BUSINESS
- MANY SECTORS EXPECTED TO GROW

HIGHLIGHTS

BC truly is one of the finest places
on the planet



BC is the best place to do business
in Canada



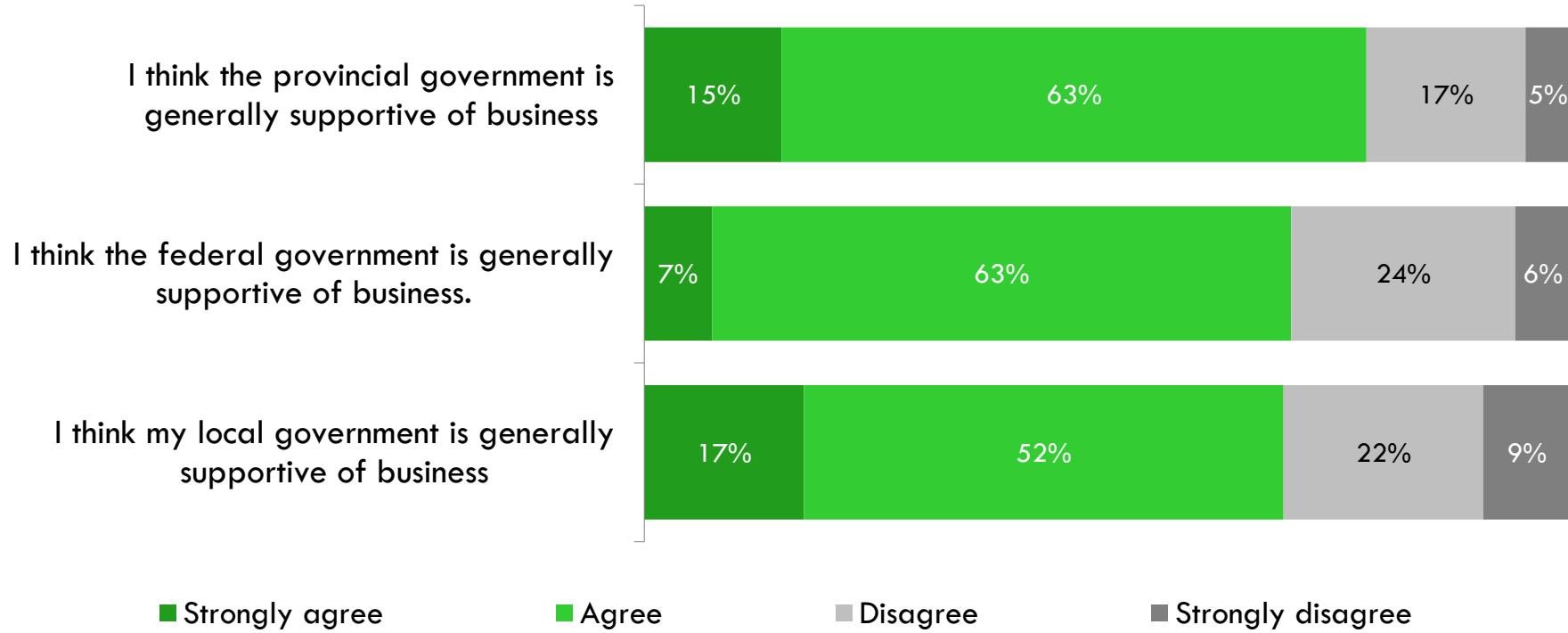
■ Strongly agree

■ Agree

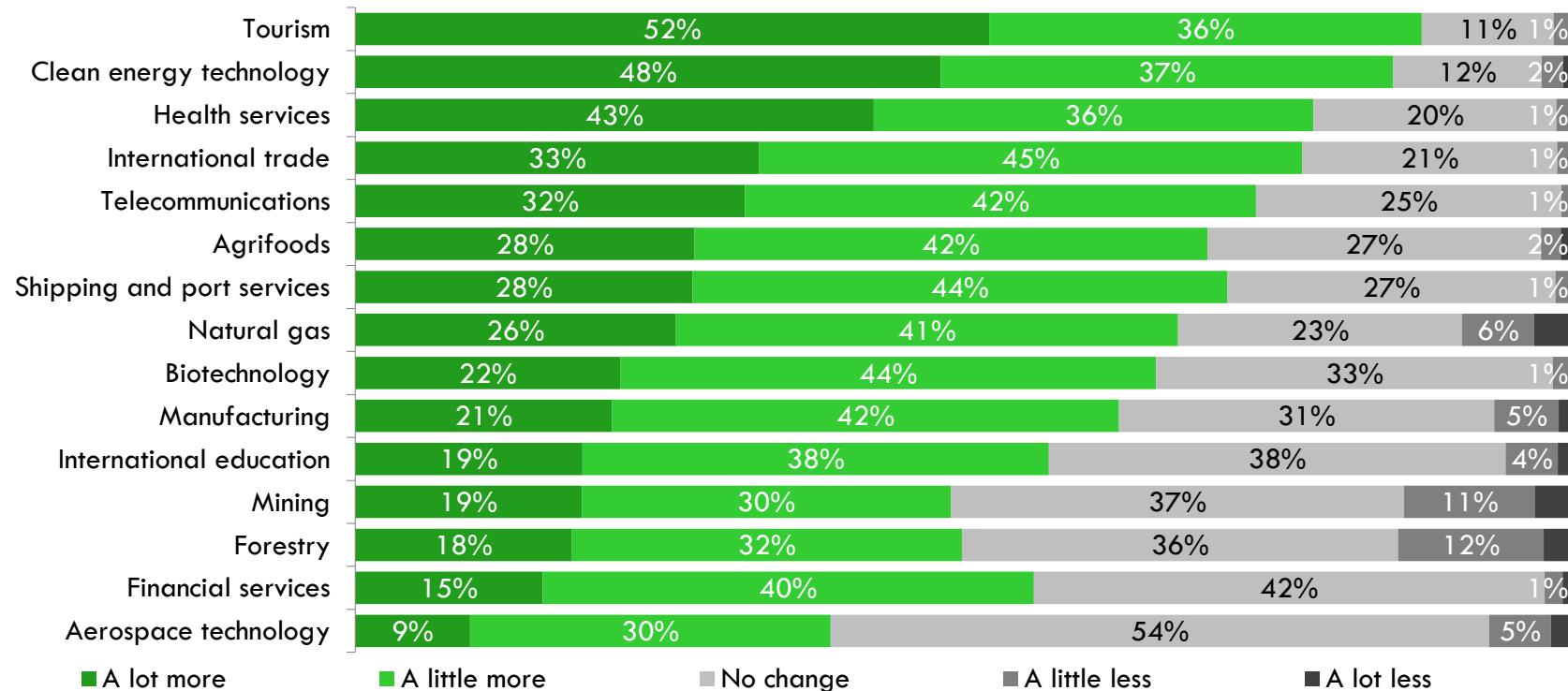
■ Disagree

■ Strongly disagree

FEELINGS ABOUT BC



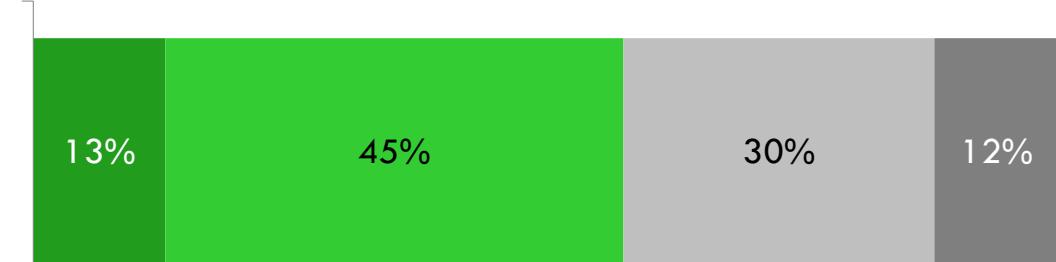
FEELINGS ABOUT GOVERNMENT



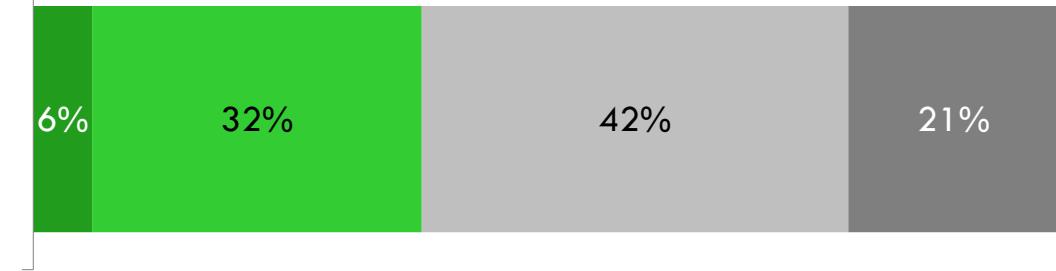
IMPORTANT FOR BC FUTURE

Do you think these sectors will become more or less important for BC's economy in the next 5-10 years.

I think free trade with China would be good for BC



I think free trade with China would be good for my business



■ Strongly agree

■ Agree

■ Disagree

■ Strongly disagree

FREE TRADE WITH CHINA

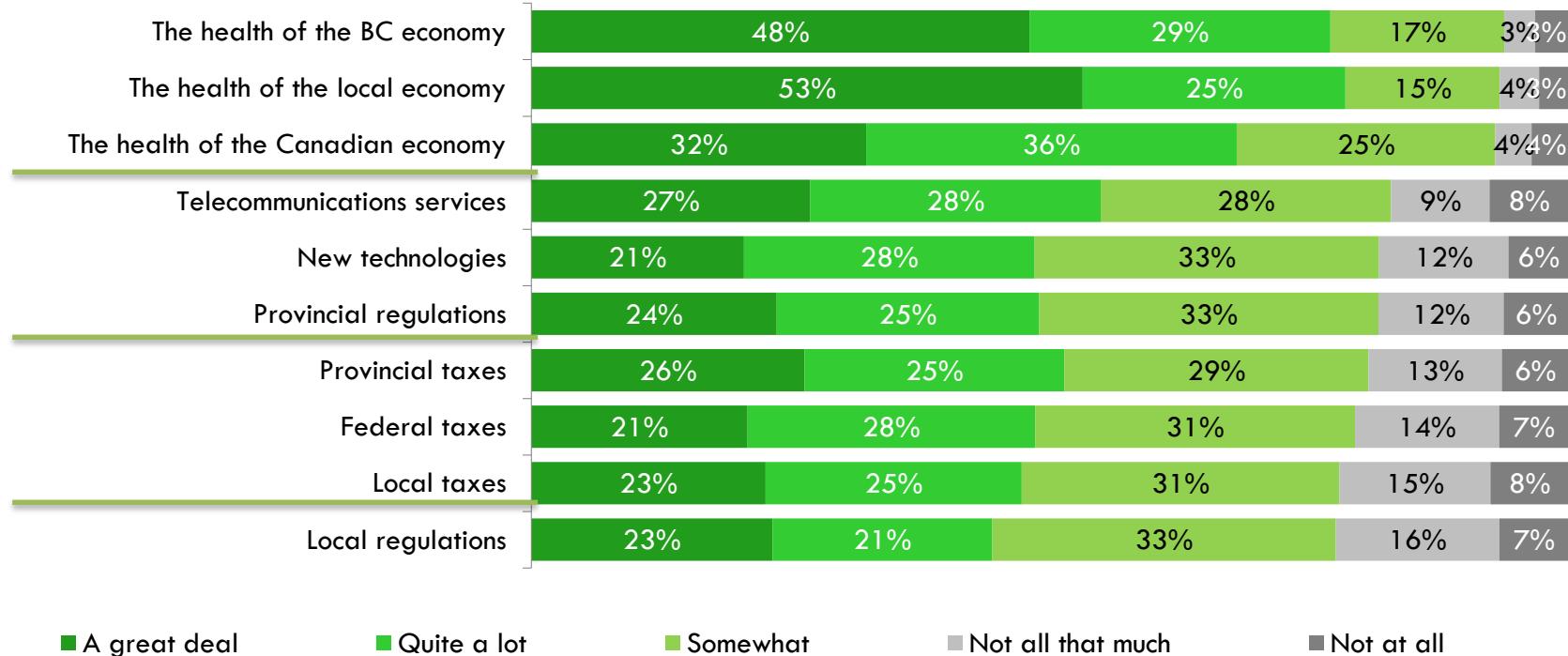
WHAT MATTERS TO BUSINESS SUCCESS?

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BC CHAMBER
OF COMMERCE 

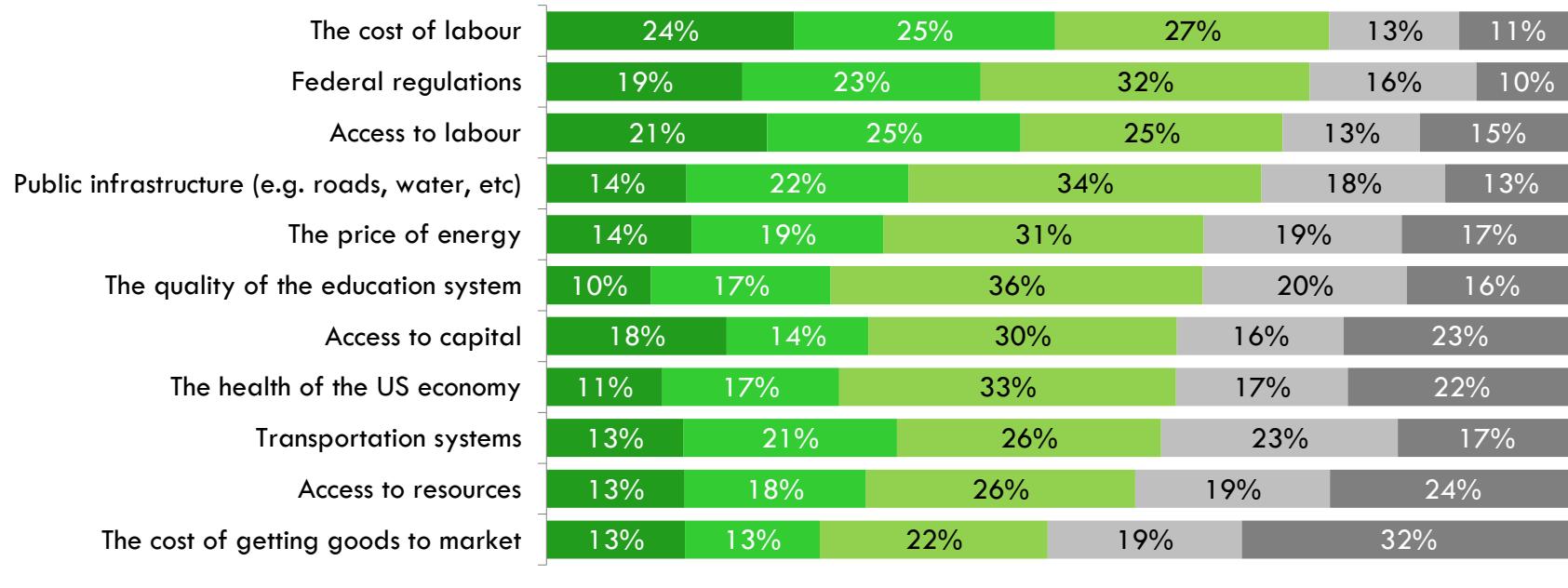
- ECONOMIC CONDITIONS MATTER MOST
- TELECOMMUNICATIONS & TECHNOLOGY NEXT
- THEN TAXES, REGULATIONS, LABOUR
- HALF SAY TAXES ARE HURTING TODAY

HIGHLIGHTS



WHAT AFFECTS YOUR SUCCESS?

How much do the following affect the health and prospects of your business...



■ A great deal

■ Quite a lot

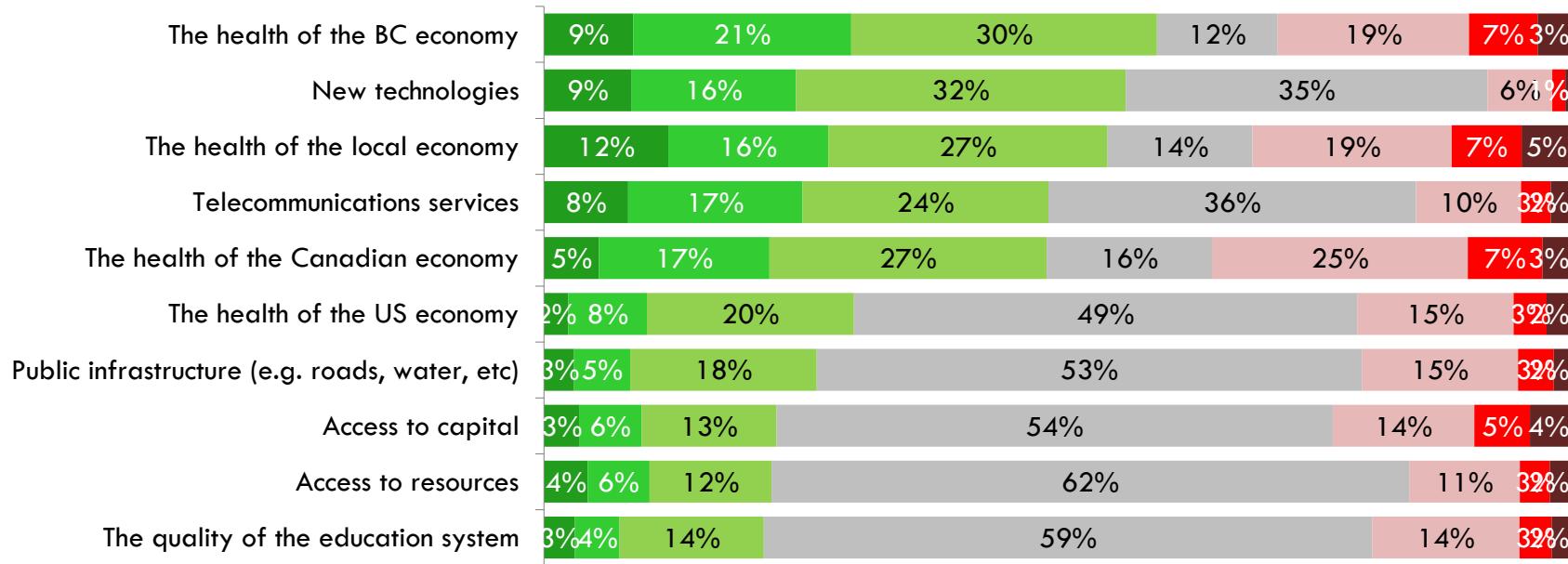
■ Somewhat

■ Not all that much

■ Not at all

WHAT AFFECTS YOUR SUCCESS?

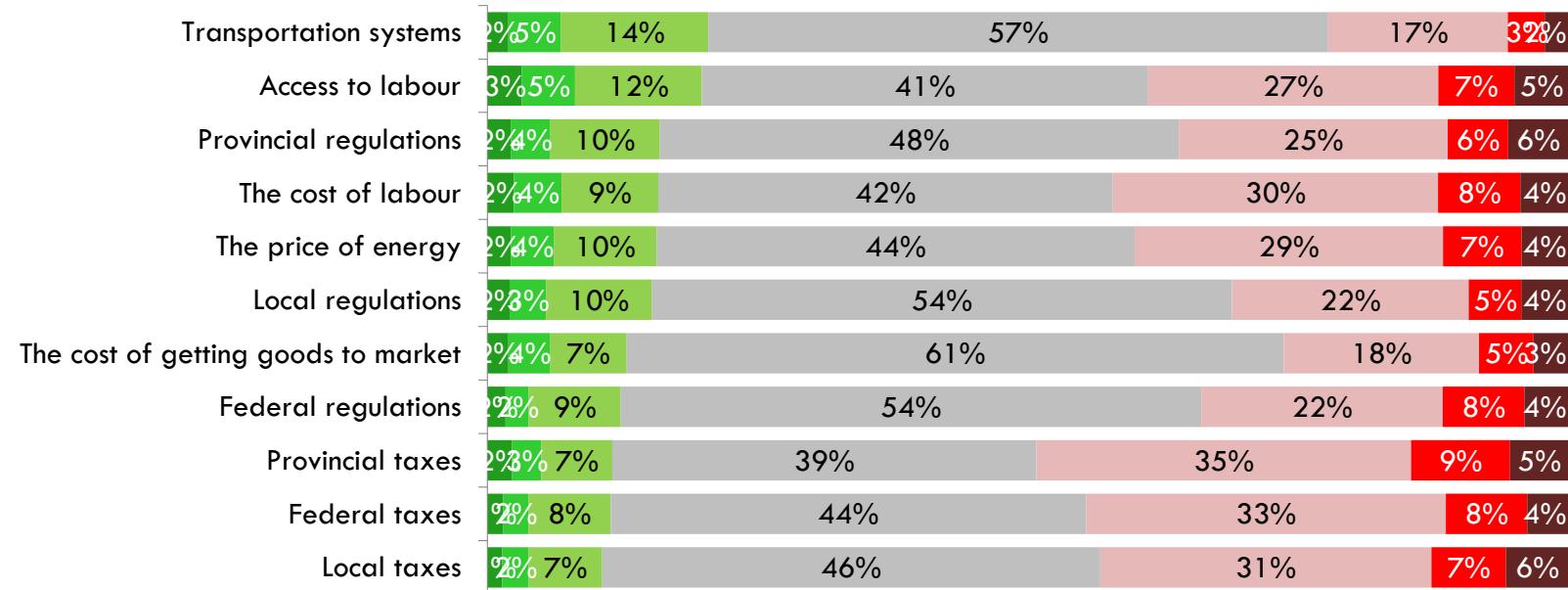
How much do the following affect the health and prospects of your business...



■ Helping a lot ■ Helping quite a bit ■ Helping somewhat ■ No real effect ■ Hurting somewhat ■ Hurting quite a bit ■ Hurting a lot

WHAT'S HELPING/HURTING TODAY?

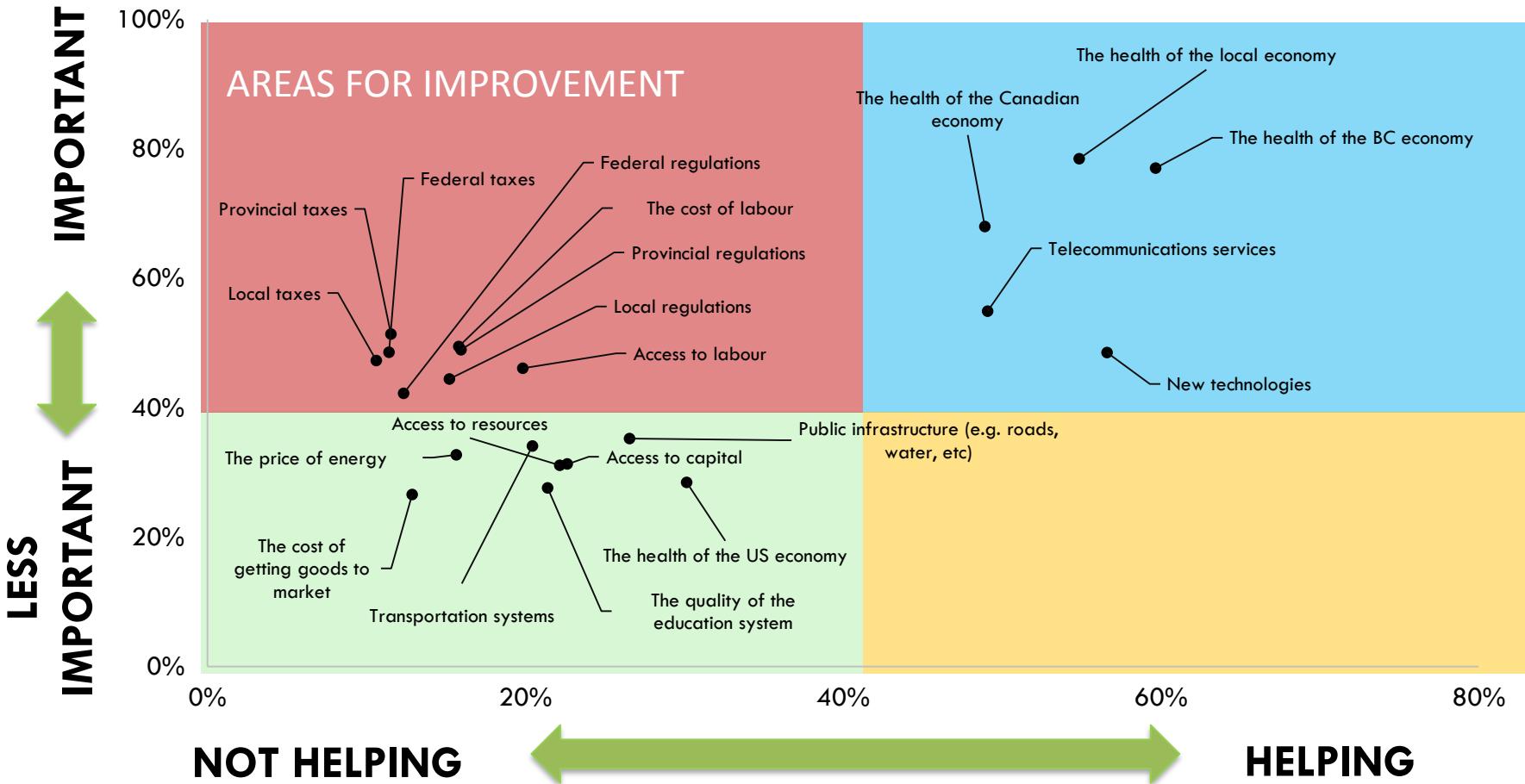
Using the same list, would you say that each of these factors currently is helping or hurting your business performance and prospects.



■ Helping a lot ■ Helping quite a bit ■ Helping somewhat ■ No real effect ■ Hurting somewhat ■ Hurting quite a bit ■ Hurting a lot

WHAT'S HELPING/HURTING TODAY?

Using the same list, would you say that each of these factors currently is helping or hurting your business performance and prospects.



- MOOD & OUTLOOK GENERALLY POSITIVE
- ECONOMIC CONTEXT IS KEY, ESPECIALLY IN PROVINCE AND CANADA
- GOVERNMENTS SEEN AS SUPPORTIVE BUT ROOM FOR IMPROVEMENT ON TAXES, REGULATIONS AND LABOUR ISSUES

CONCLUSIONS

- EXPECTATIONS ARE FOR GROWTH ACROSS MANY DIFFERENT SECTORS
- BELIEF IN BC AS A UNIQUE PLACE AND A GOOD PLACE TO DO BUSINESS
- HARNESSING OPTIMISM FOR GREATER GROWTH IS AVAILABLE STRATEGY

CONCLUSIONS