



# COLLECTIVE PERSPECTIVE SURVEY REPORT

## POWERED BY ABACUS DATA

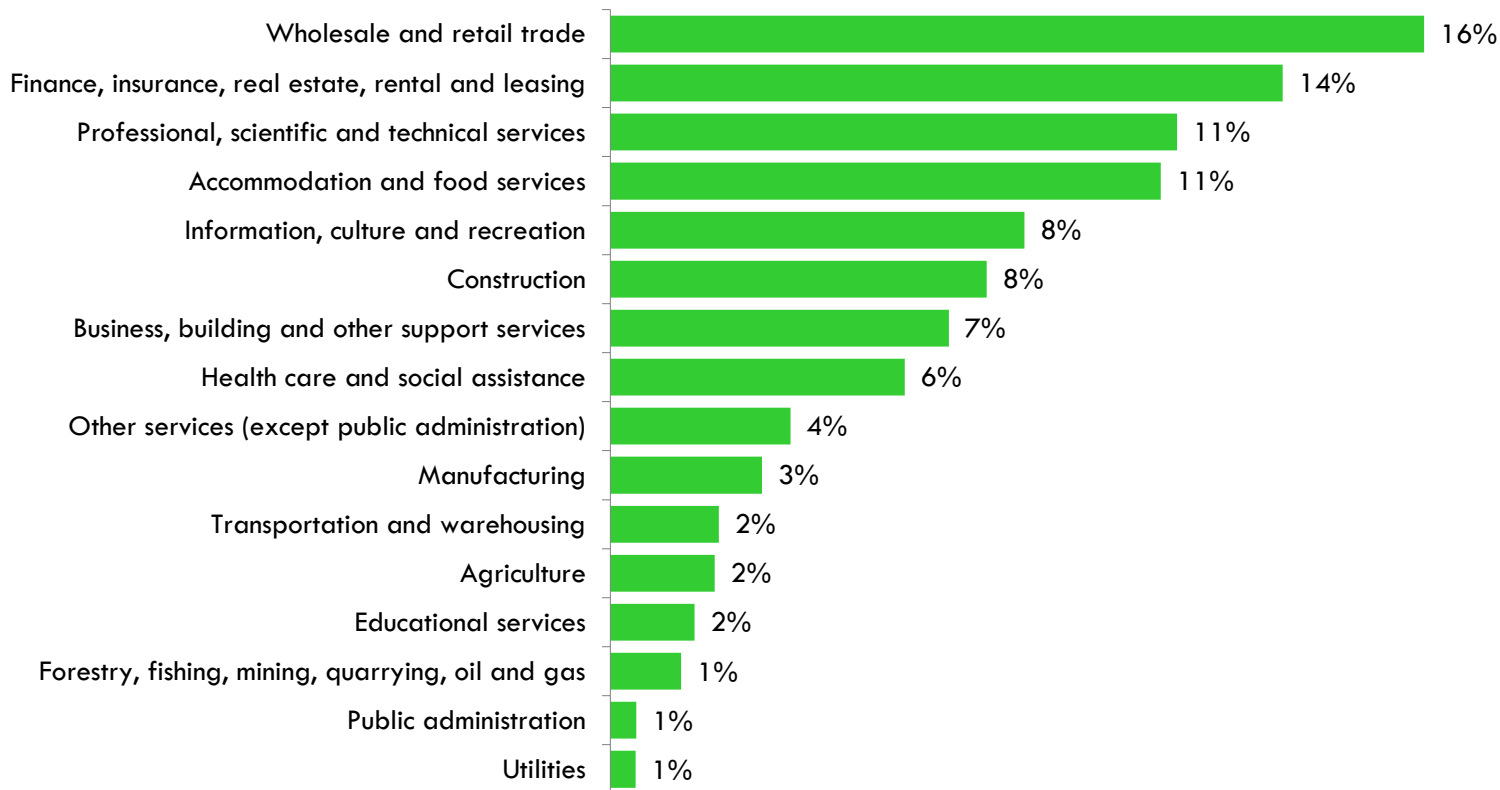
*Valuable insights that only B.C.'s most grassroots business network can provide*



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.

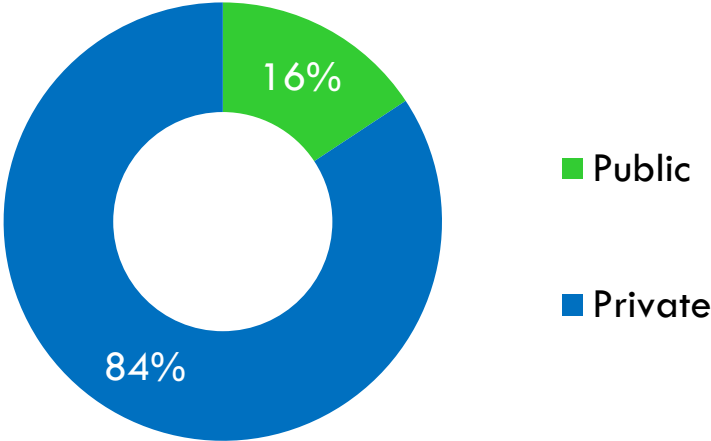
# METHODOLOGY

# SECTOR OF RESPONDENTS

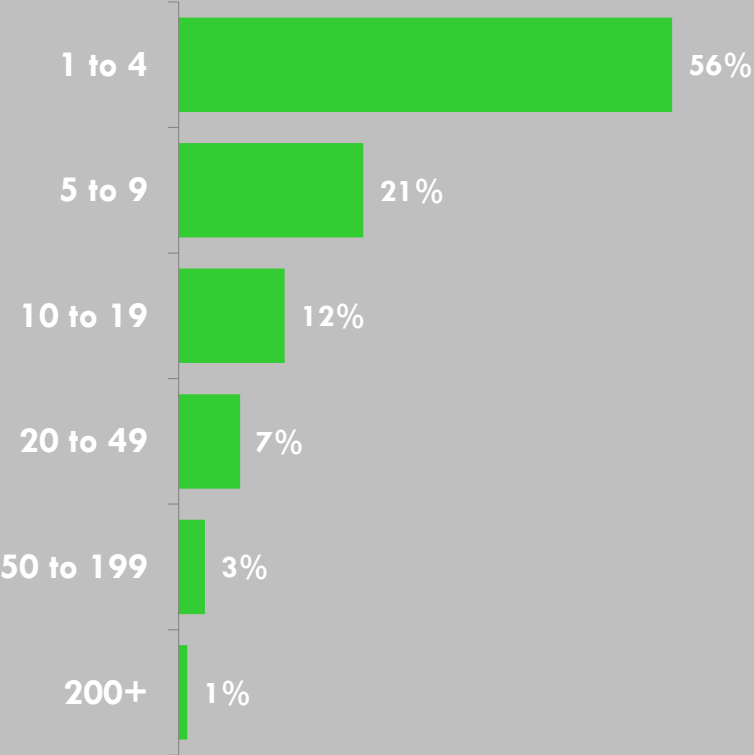


Which of the following sectors do you operate in?

# SECTOR



# NUMBER OF EMPLOYEES

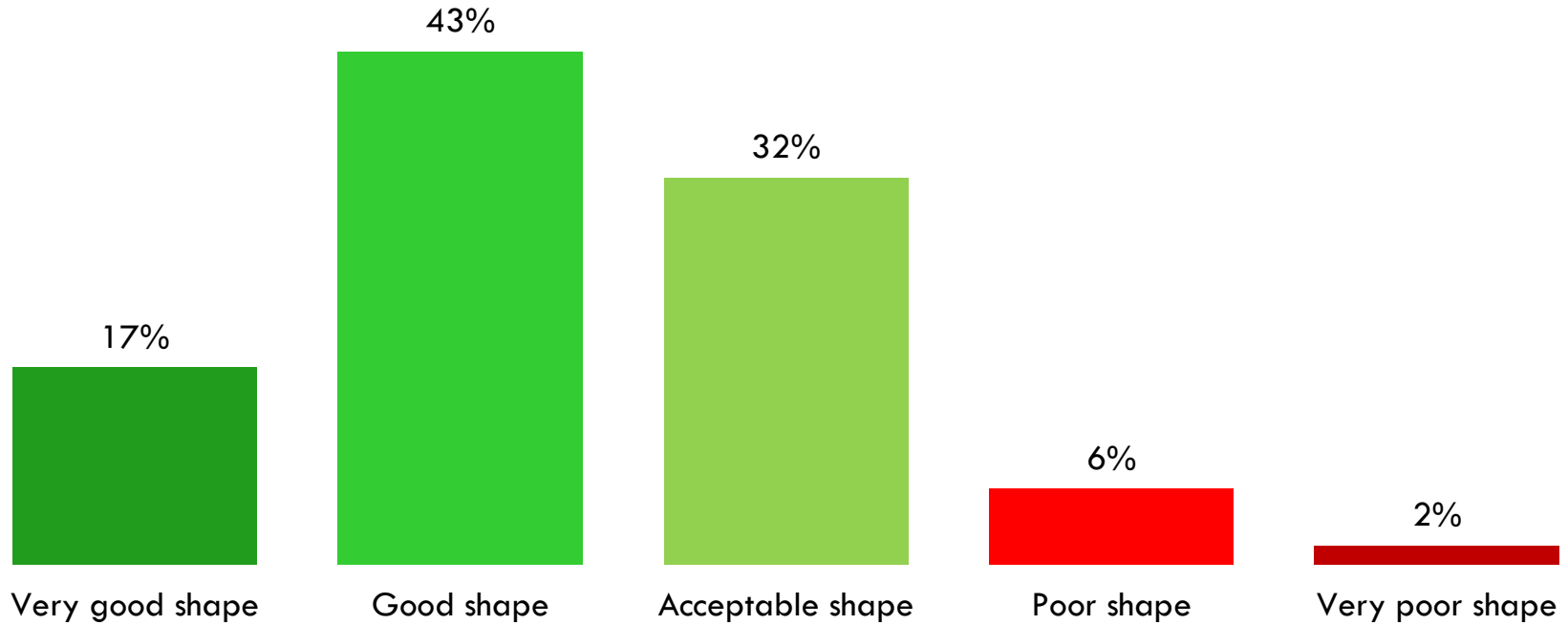


# KEY FINDINGS

- 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

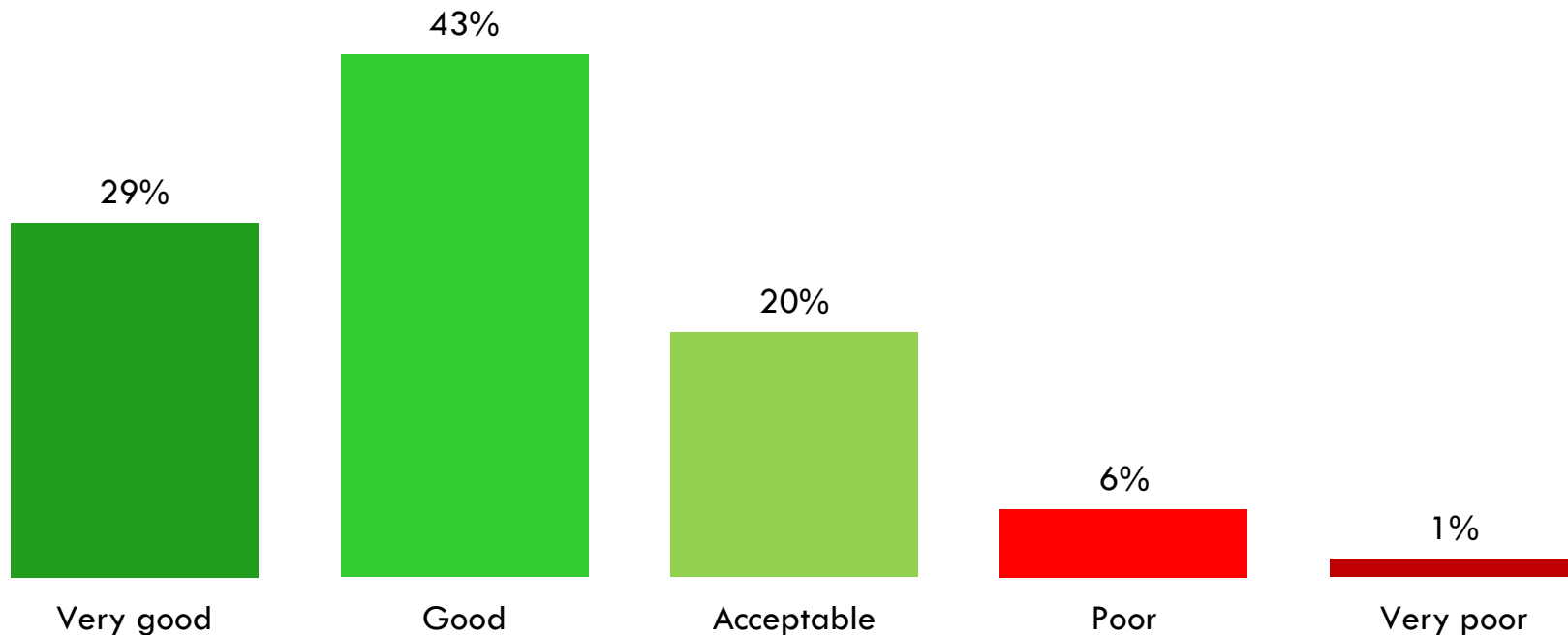
# PERFORMANCE & CONFIDENCE



## HOW'S YOUR BUSINESS TODAY?

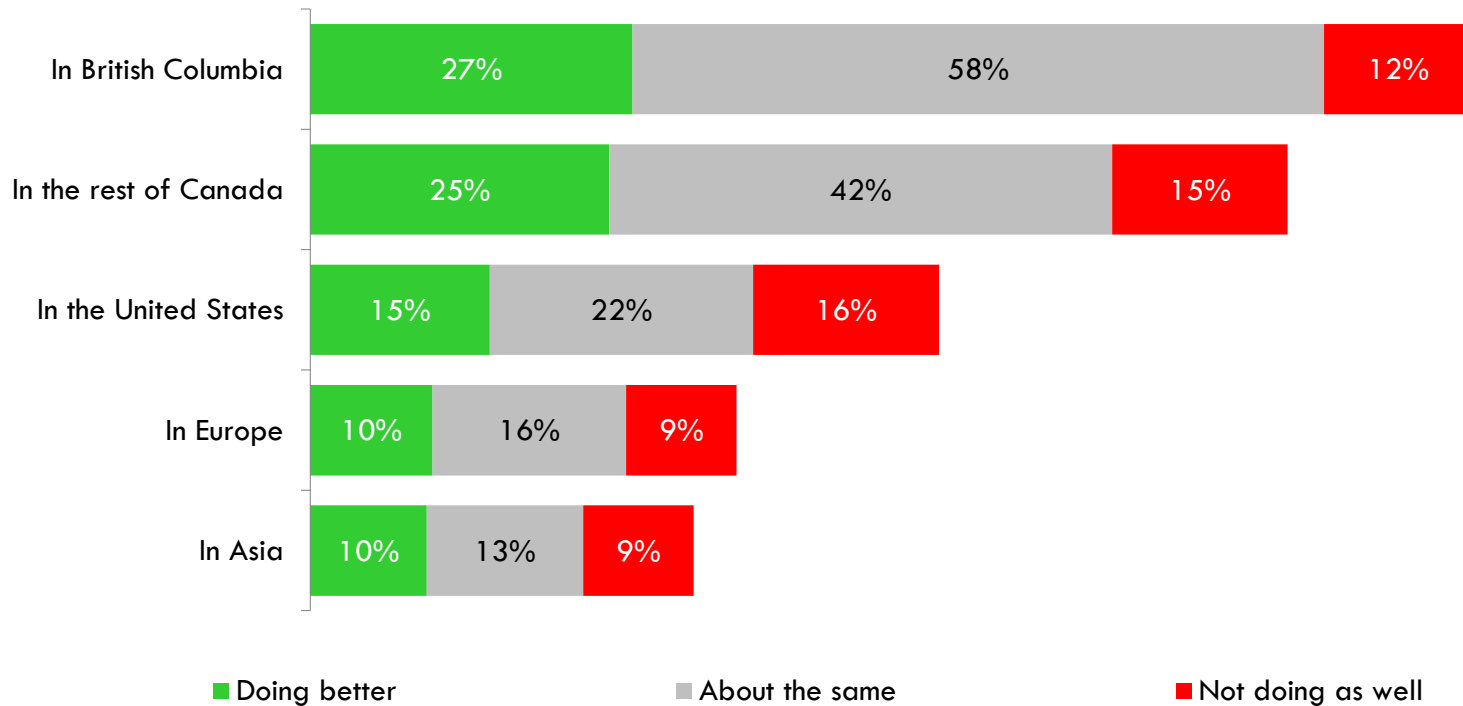
Thinking about your business, how do you feel about how things are going at the present time. Would you say your business is in ...?





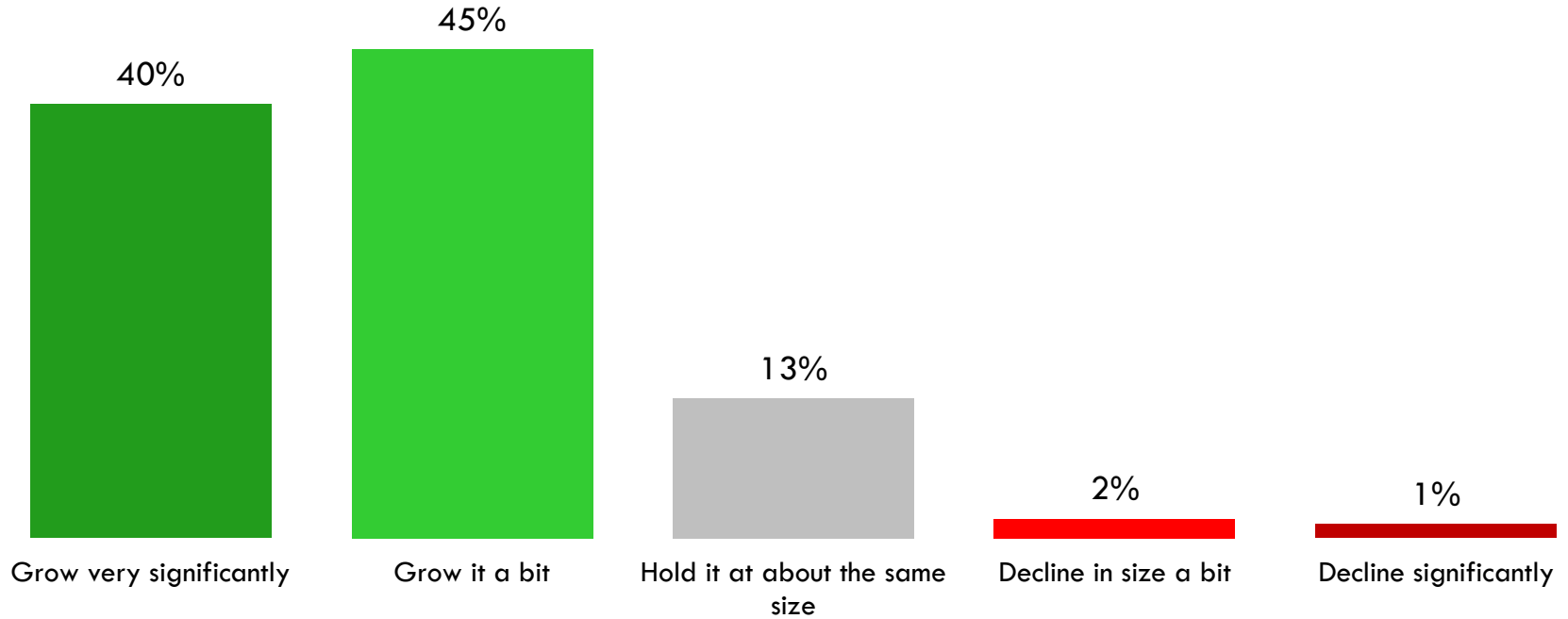
## PROSPECTS IN NEXT 3 TO 5 YEARS

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



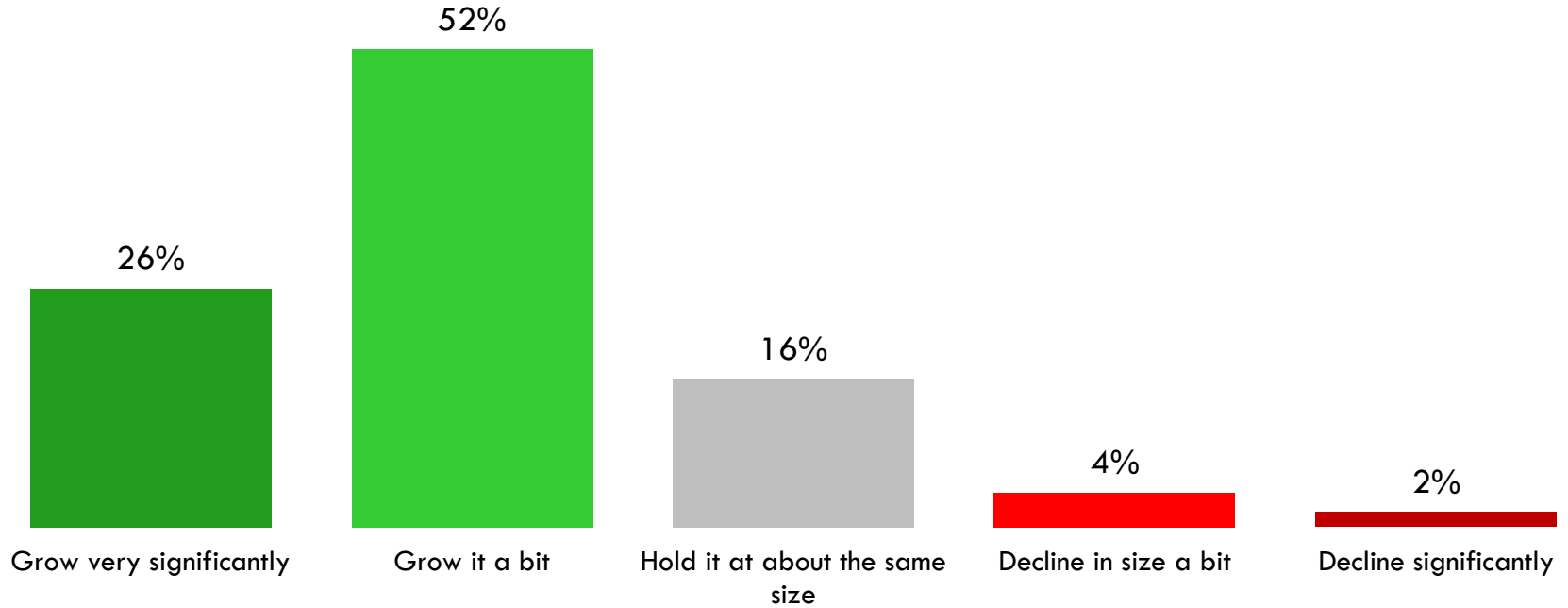
## VERSUS YOUR COMPETITORS?

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

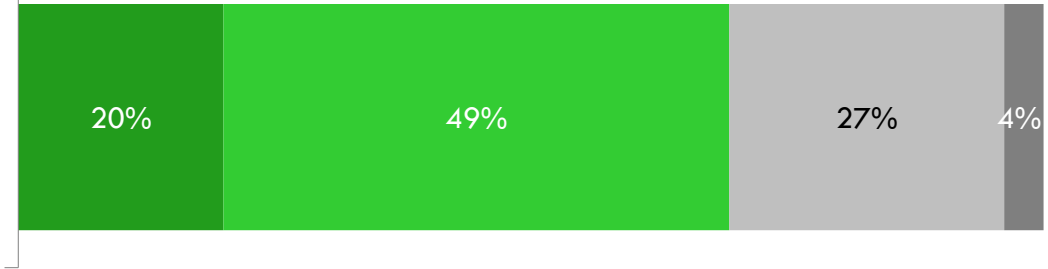
- BC SEEN AS A UNIQUE PLACE IN THE WORLD
- BEST PLACE IN CANADA TO DO BUSINESS
- GOVERNMENTS SEEN AS PRO-BUSINESS
- MANY SECTORS EXPECTED TO GROW

## HIGHLIGHTS

BC truly is one of the finest places  
on the planet



BC is the best place to do business  
in Canada



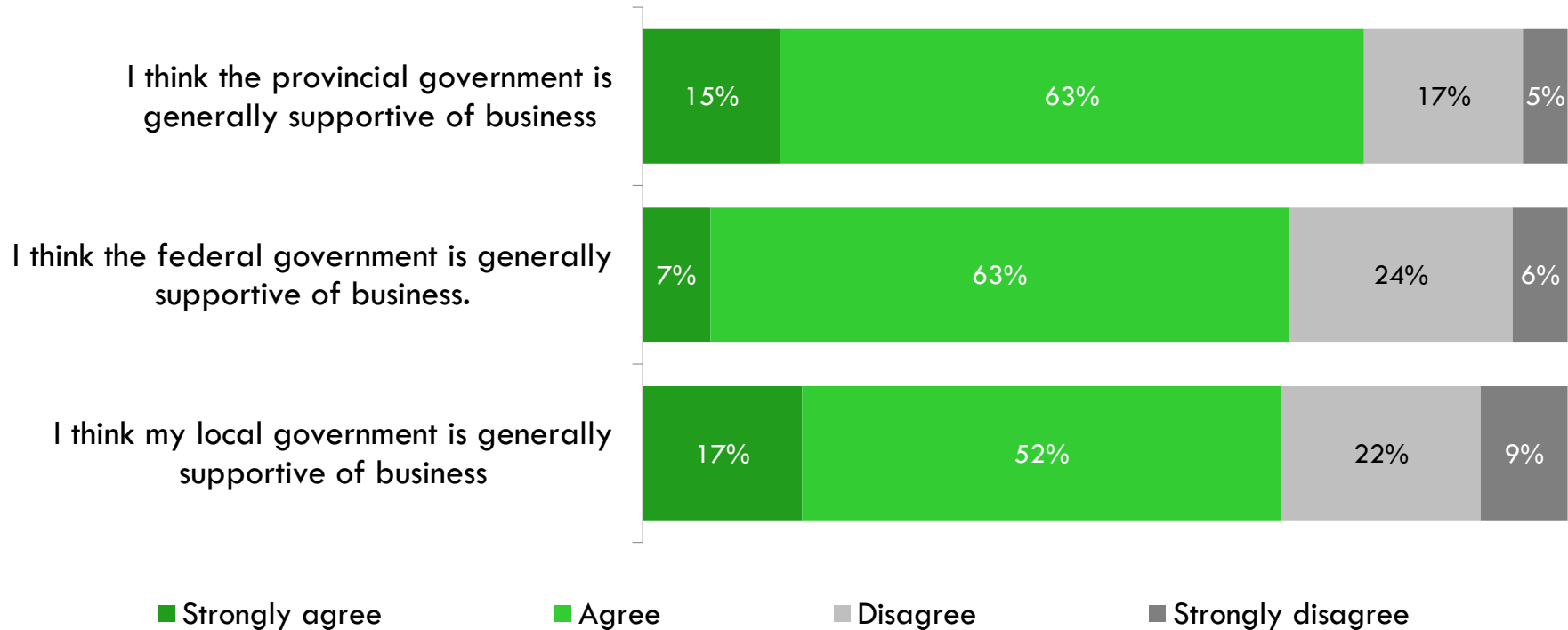
■ Strongly agree

■ Agree

■ Disagree

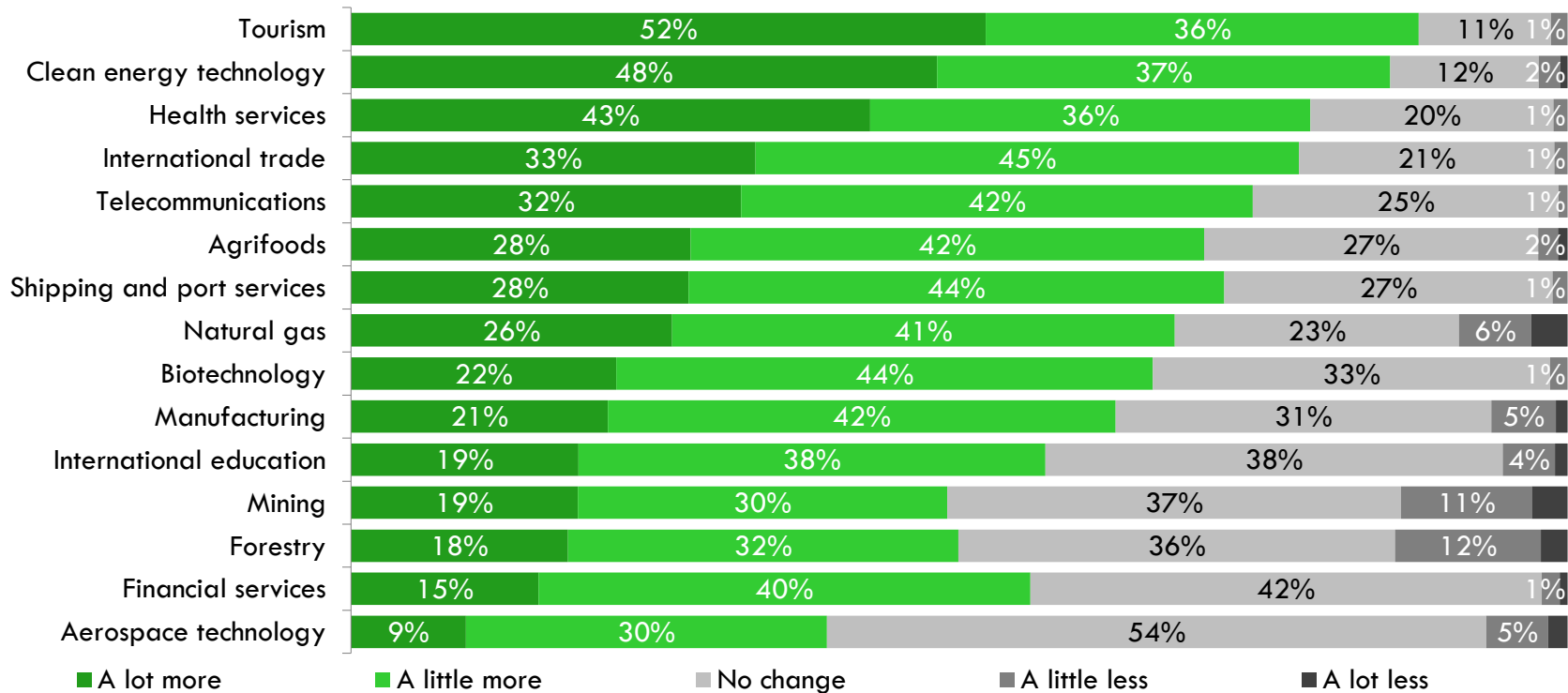
■ Strongly disagree

## FEELINGS ABOUT BC



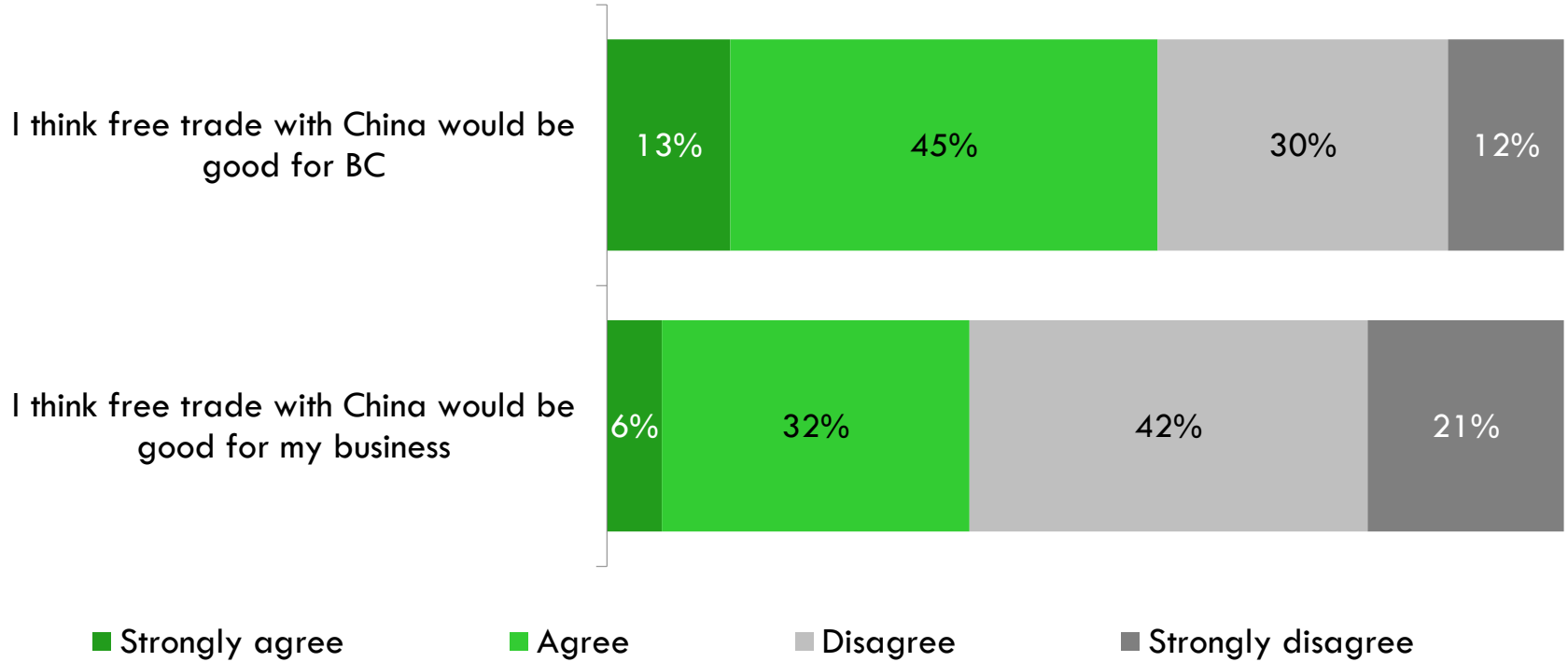
# FEELINGS ABOUT GOVERNMENT





## 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.

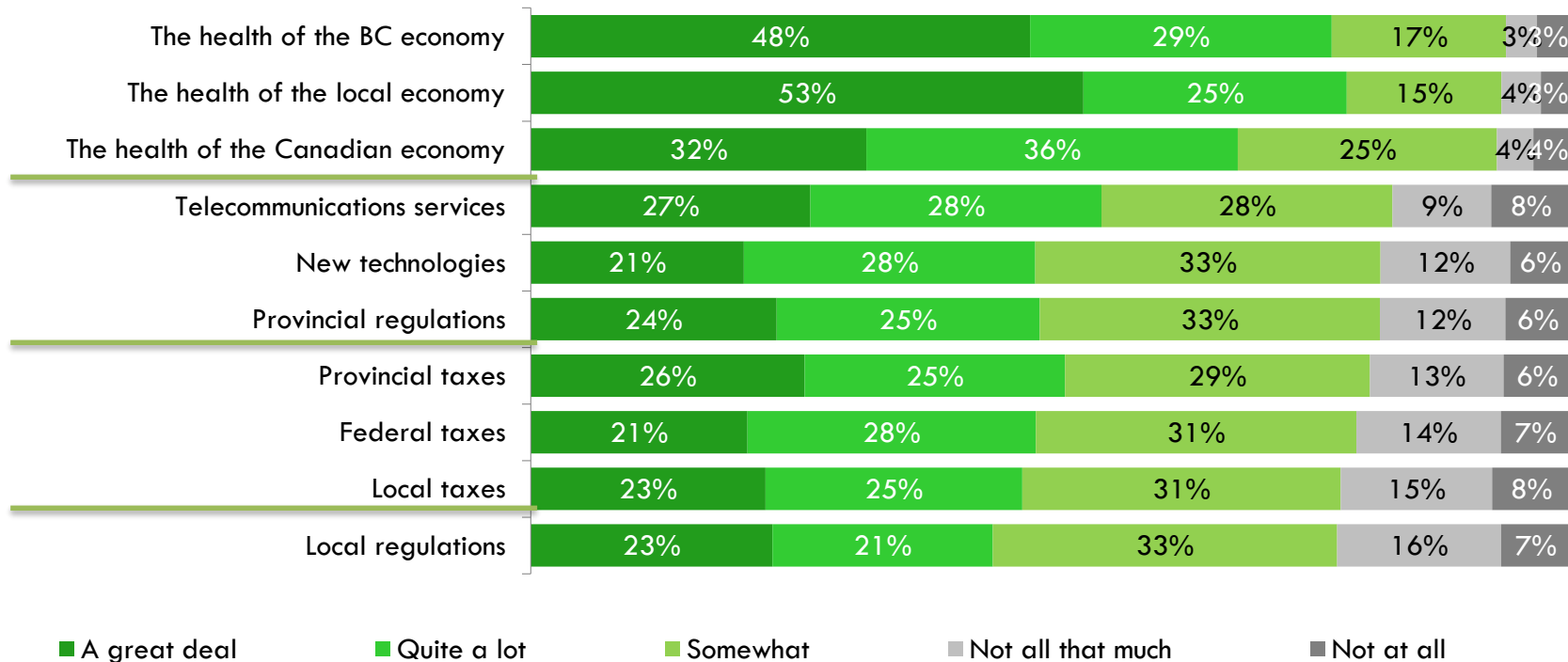


# FREE TRADE WITH CHINA

# WHAT MATTERS TO BUSINESS SUCCESS?

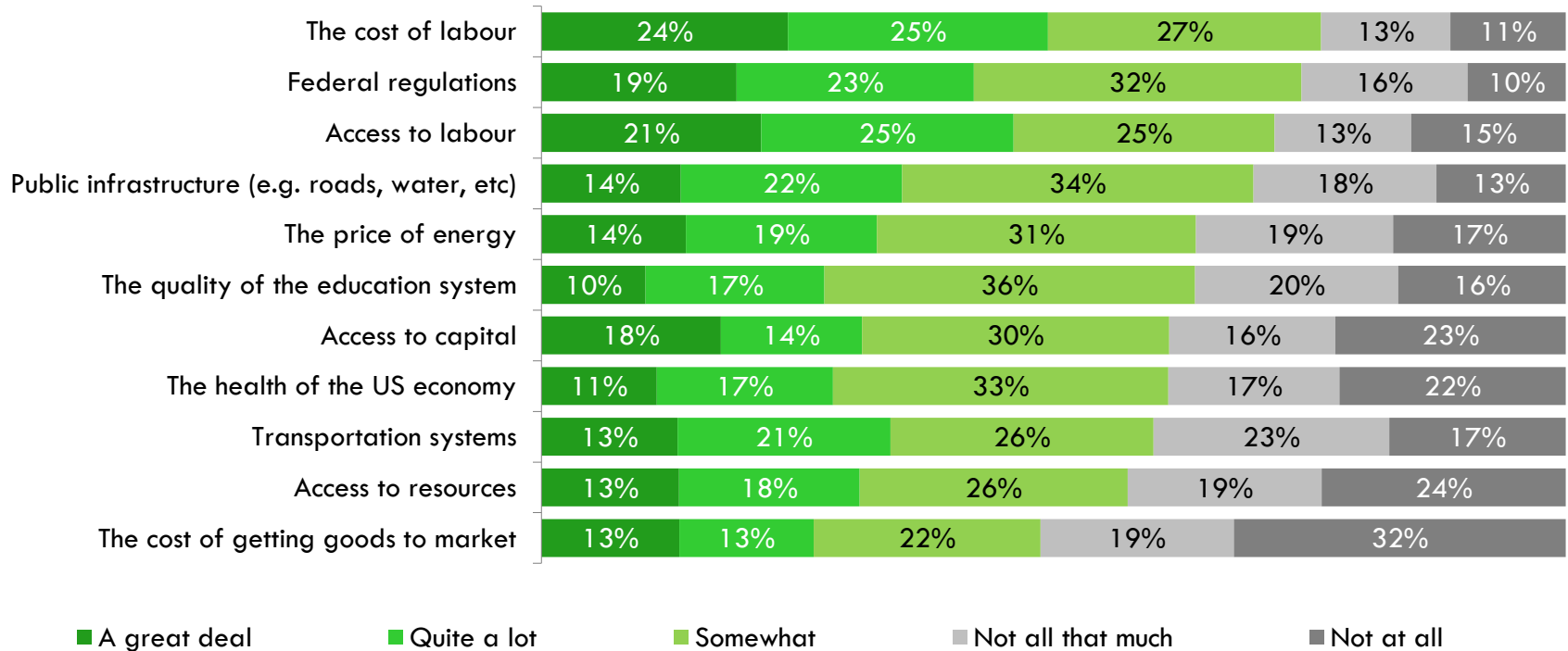
- ECONOMIC CONDITIONS MATTER MOST
- TELECOMMUNICATIONS & TECHNOLOGY NEXT
- THEN TAXES, REGULATIONS, LABOUR
- HALF SAY TAXES ARE HURTING TODAY

## HIGHLIGHTS



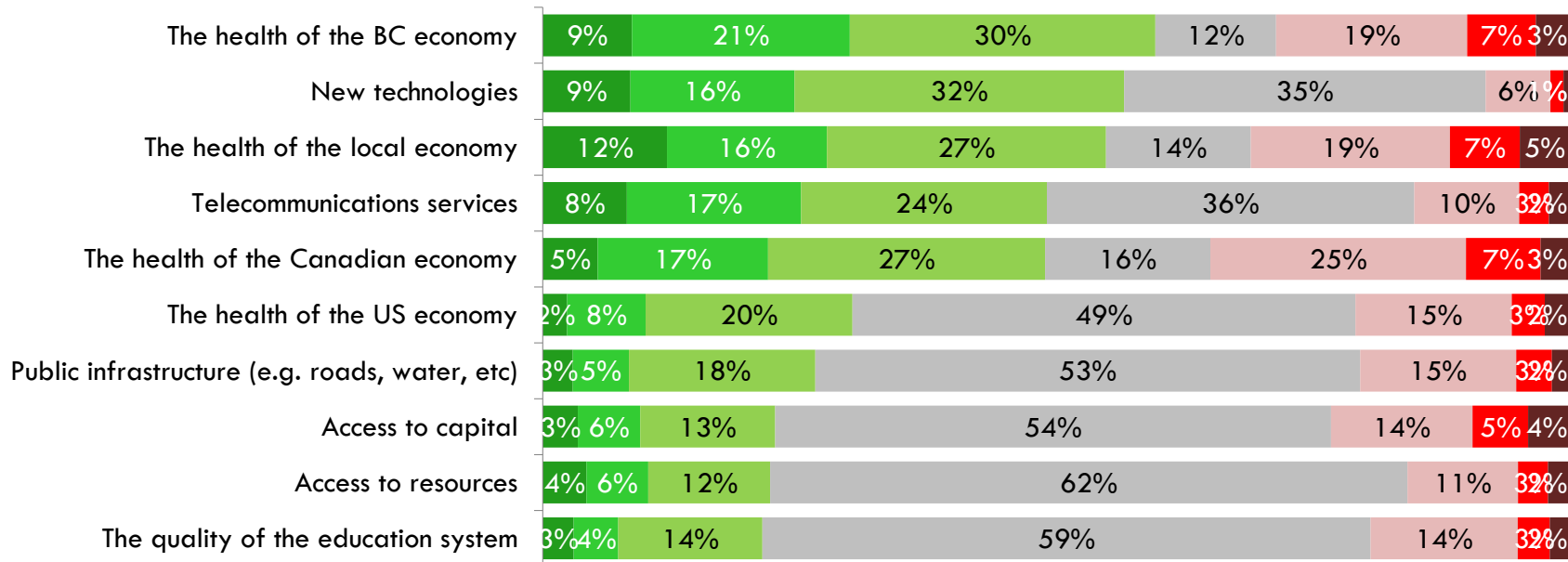
# WHAT AFFECTS YOUR SUCCESS?

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



# WHAT AFFECTS YOUR SUCCESS?

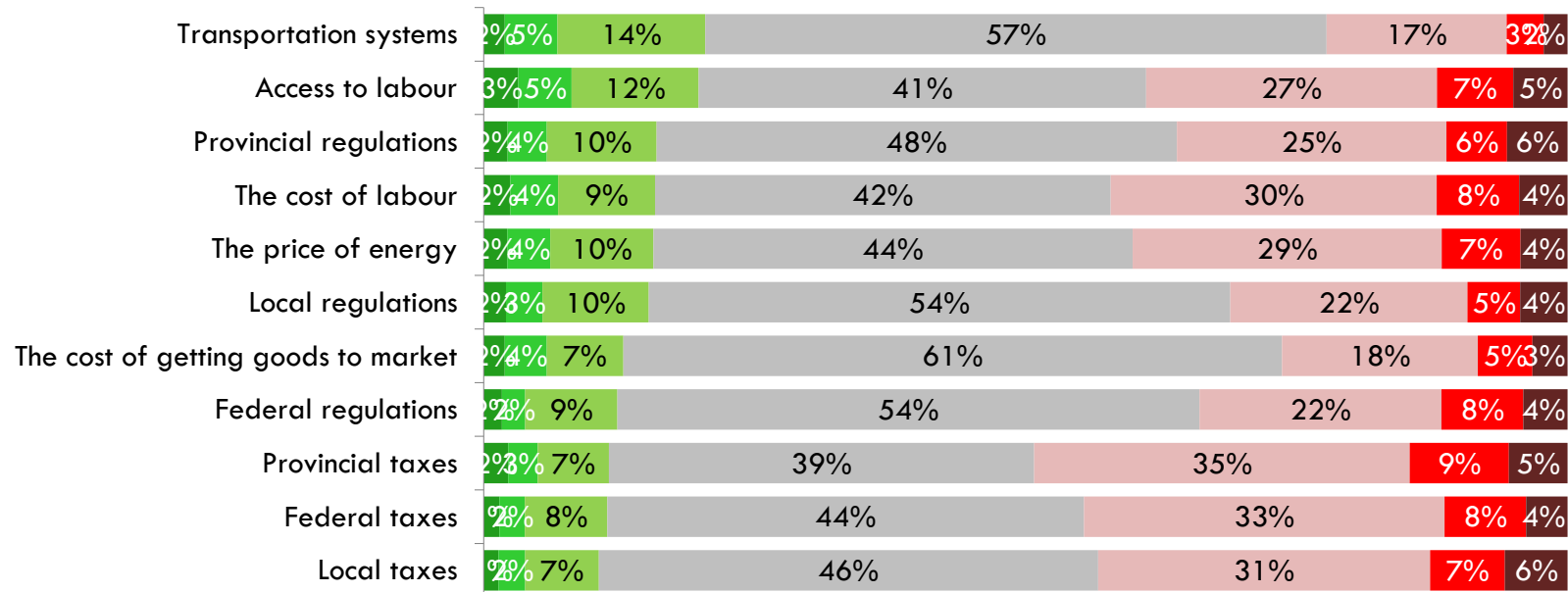
How much do the following affect the health and prospects of your business...



■ 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.

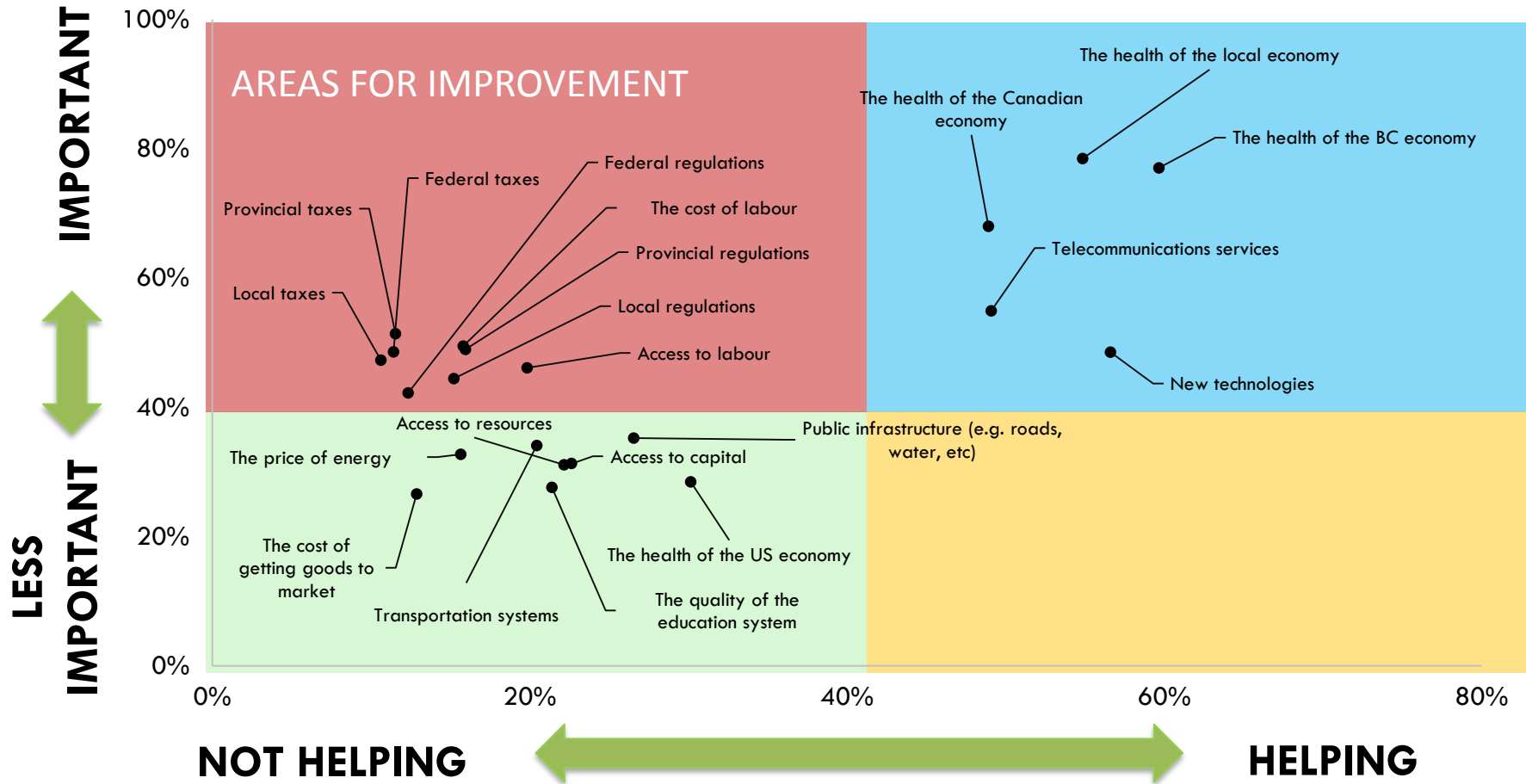


■ Helping a lot ■ Helping quite a bit ■ Helping somewhat ■ No real effect ■ Hurting somewhat ■ Hurting quite a bit ■ Hurting a lot

## 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