



COLLECTIVE PERSPECTIVE SURVEY REPORT

POWERED BY ABACUS DATA

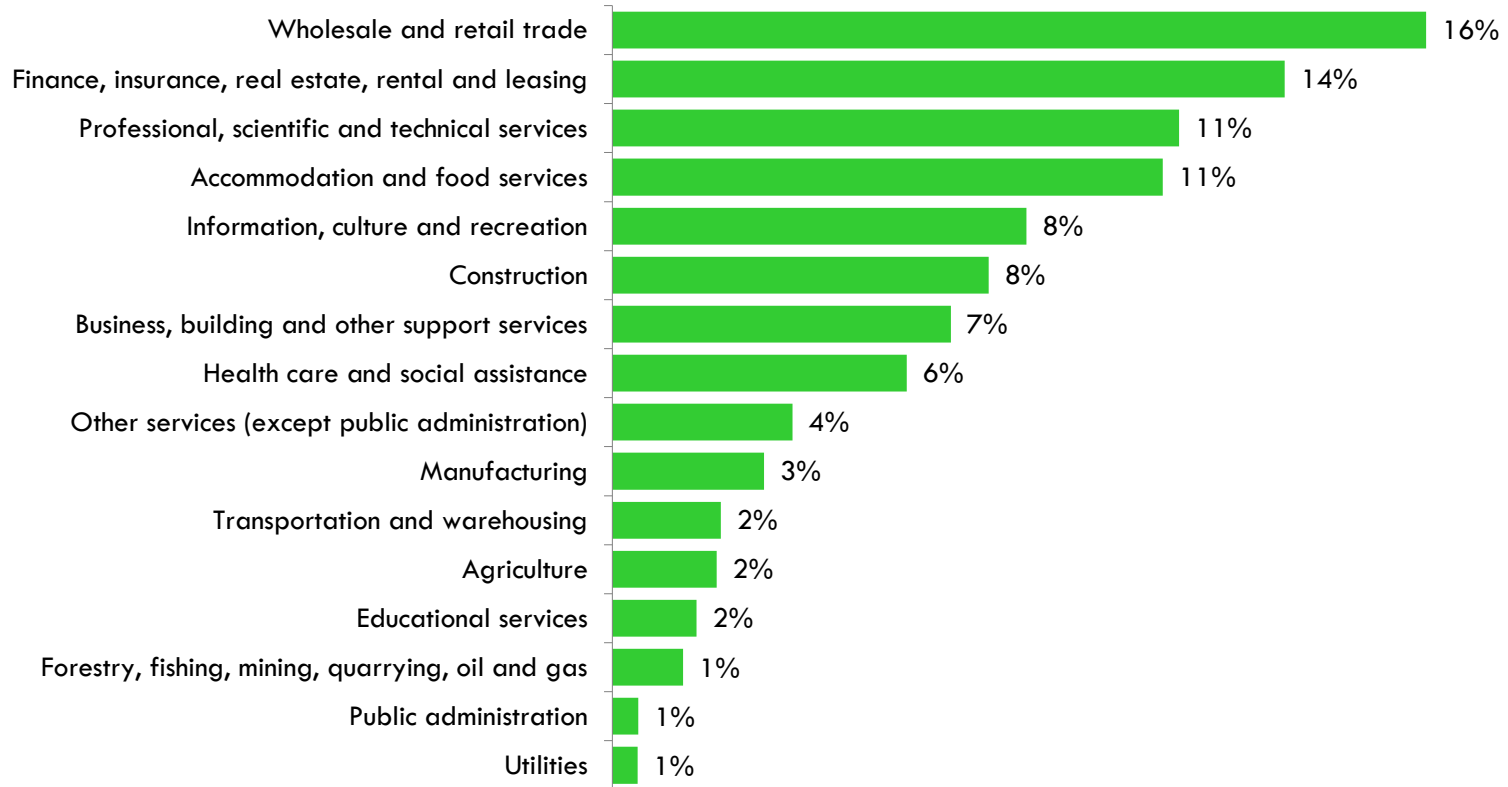
Valuable insights that only B.C.'s most grassroots business network can provide



ONLINE SURVEY	BUSINESS MEMEBERS 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.

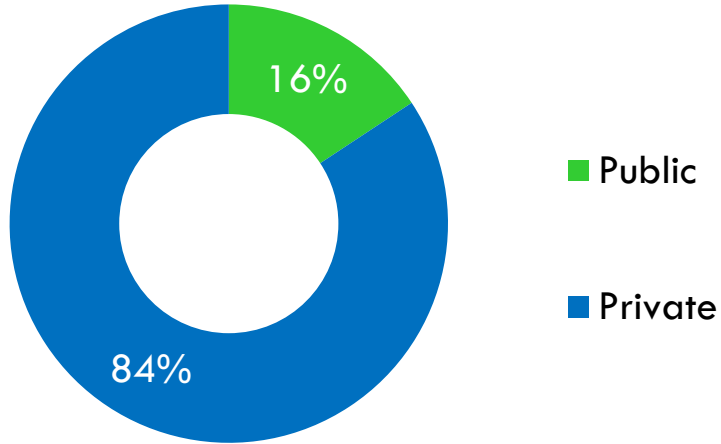
METHODOLOGY

SECTOR OF RESPONDENTS

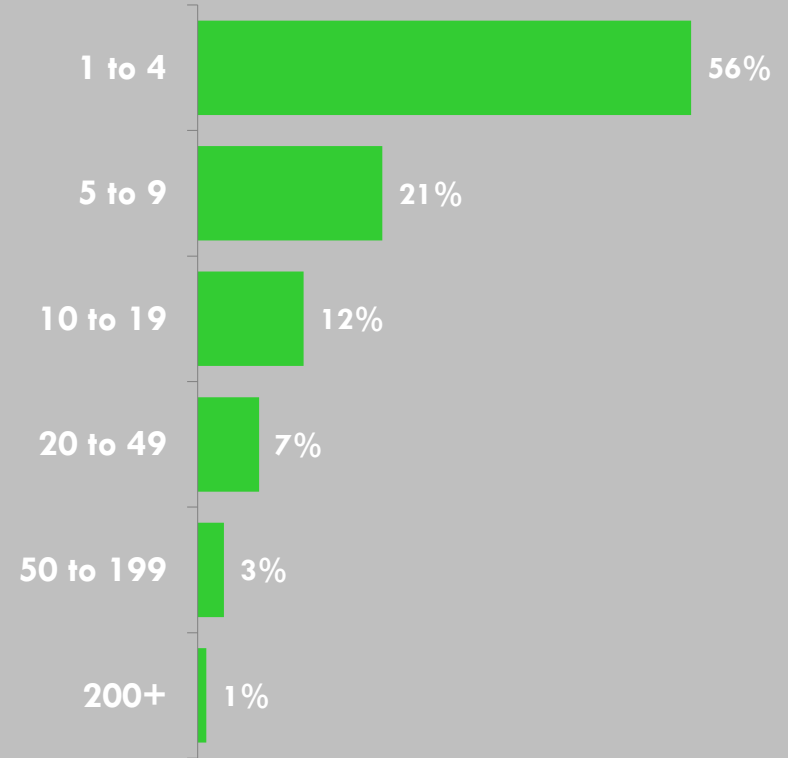


Which of the following sectors do you operate in?

SECTOR



NUMBER OF EMPLOYEES



KEY FINDINGS

ABACUS DATA

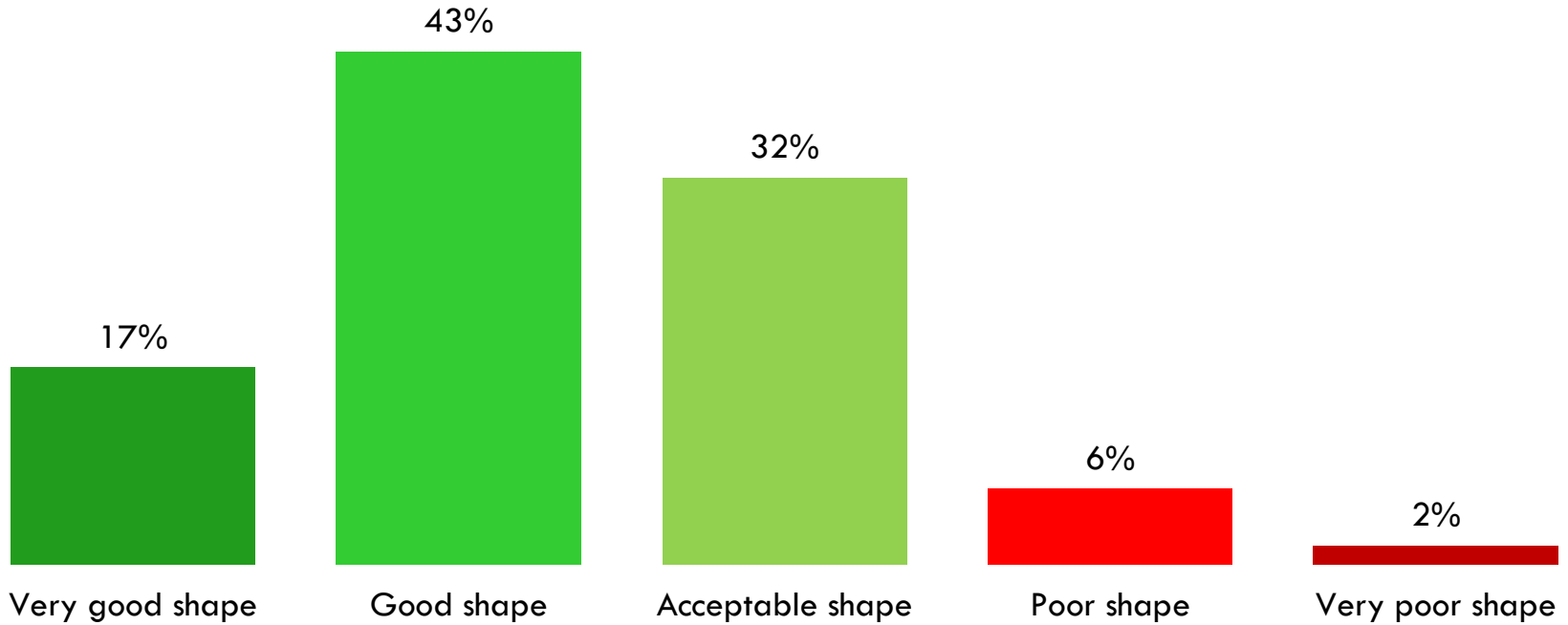
- BUSINESSES REPORT DECENT STRENGTH
- BROAD OPTIMISM ABOUT 3-5 YEARS
- FEW FEEL AT A COMPETITIVE DISADVANTAGE
- 85% PLAN TO GROW, 78% EXPECT THEY WILL

HIGHLIGHTS

PERFORMANCE & CONFIDENCE

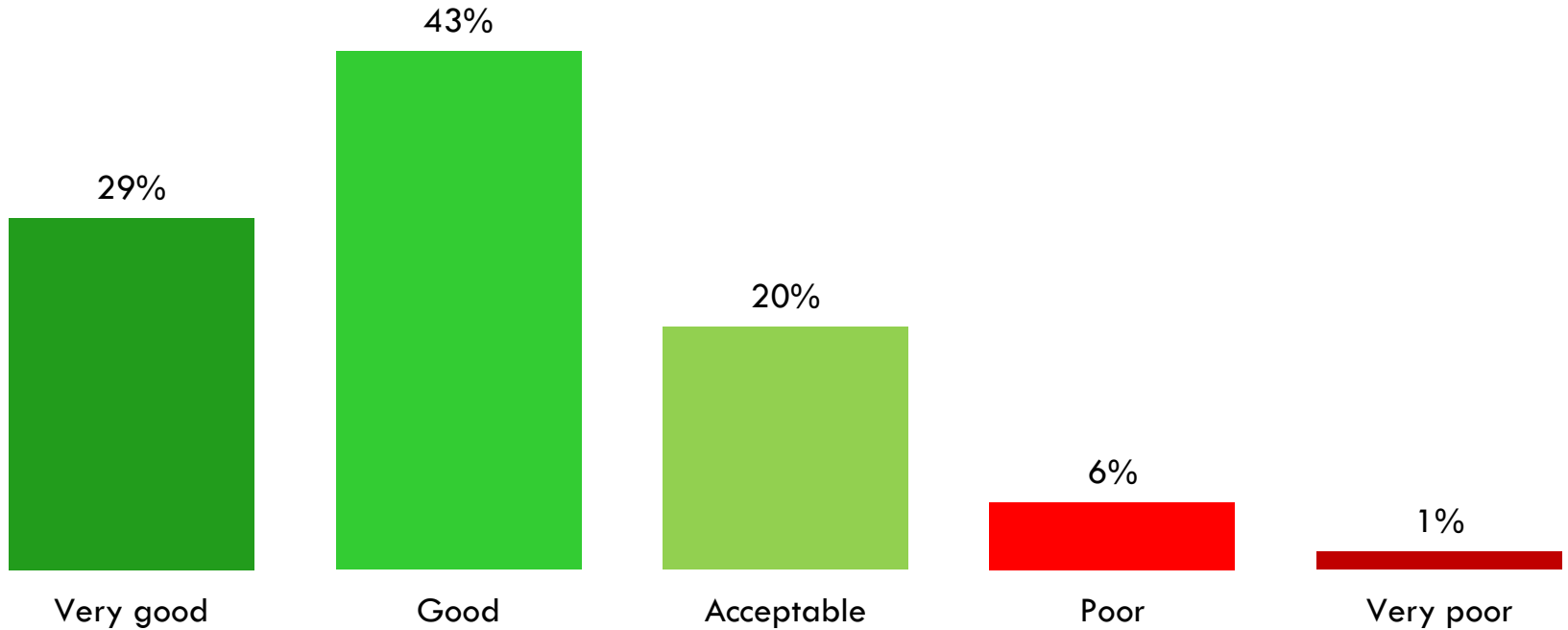
ABACUS DATA

BC CHAMBER
OF COMMERCE 



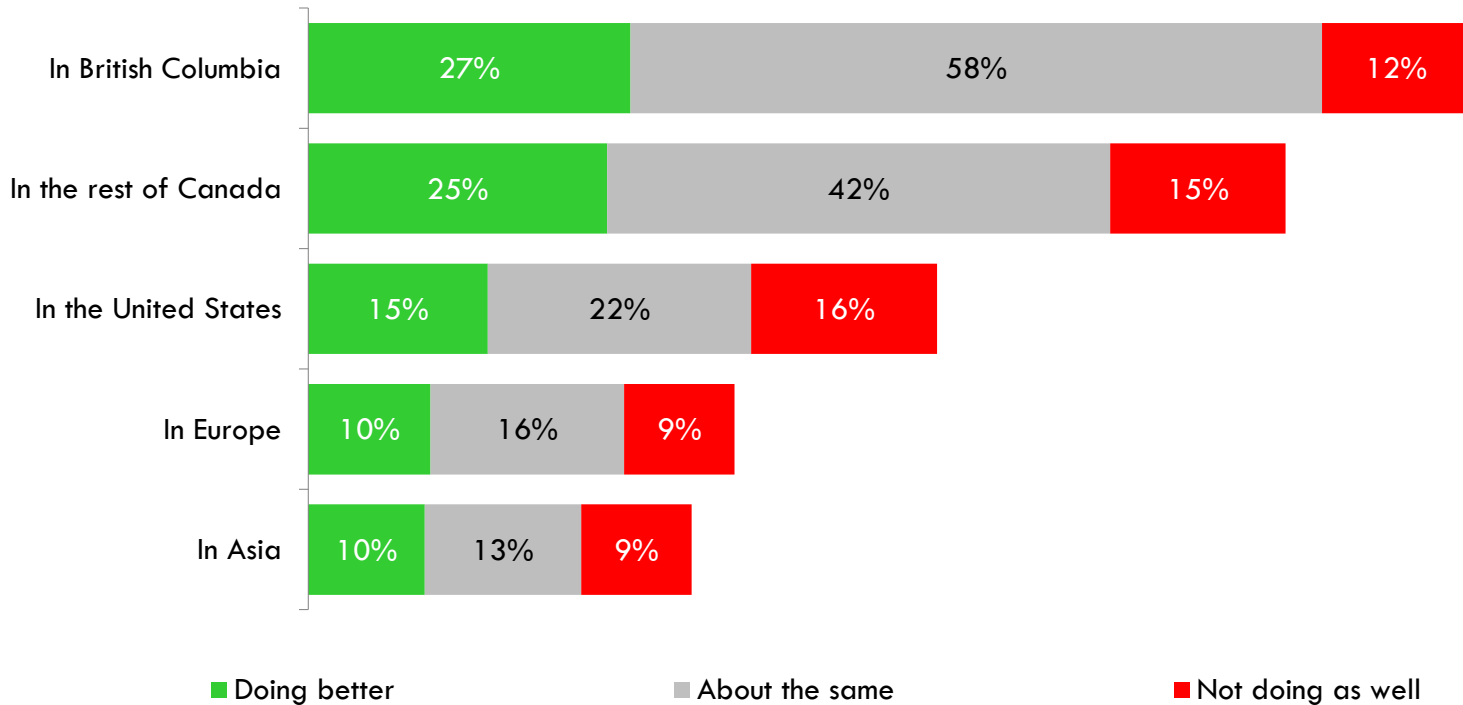
HOW'S YOUR BUSINESS TODAY?

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



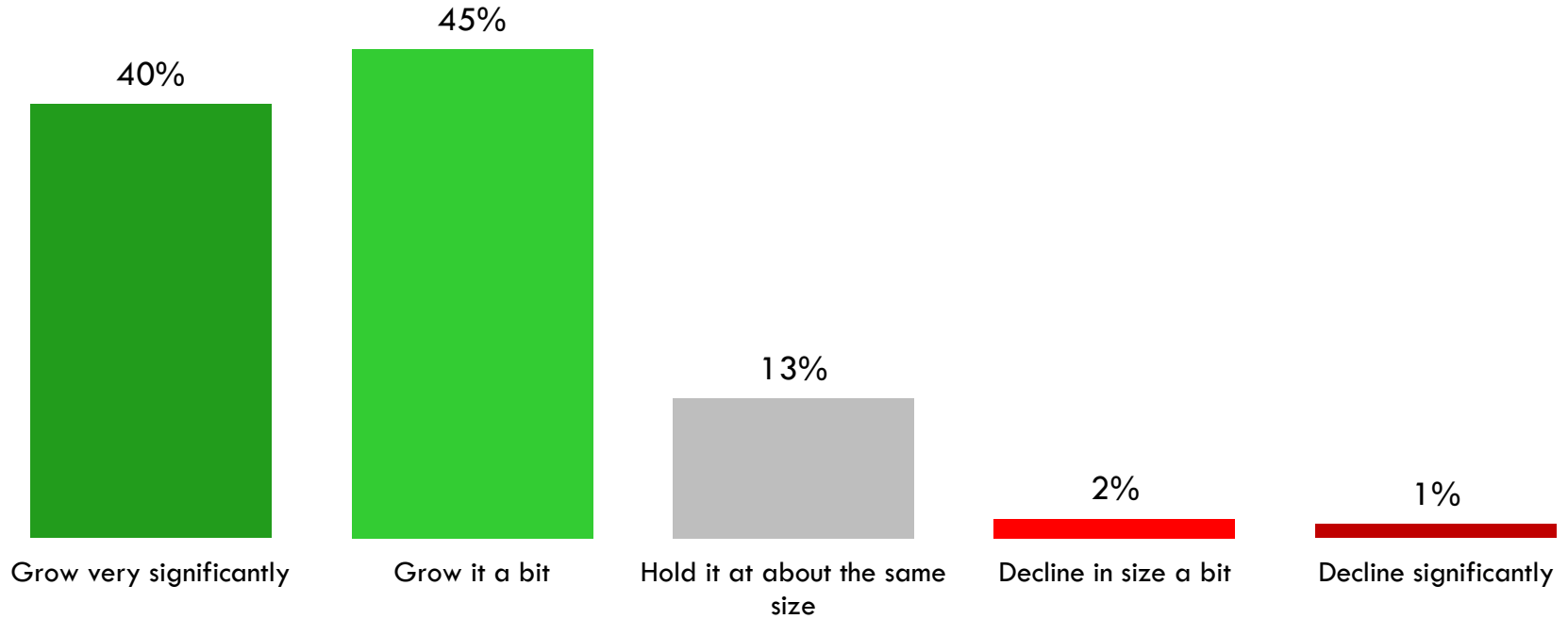
PROSPECTS IN NEXT 3 TO 5 YEARS

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



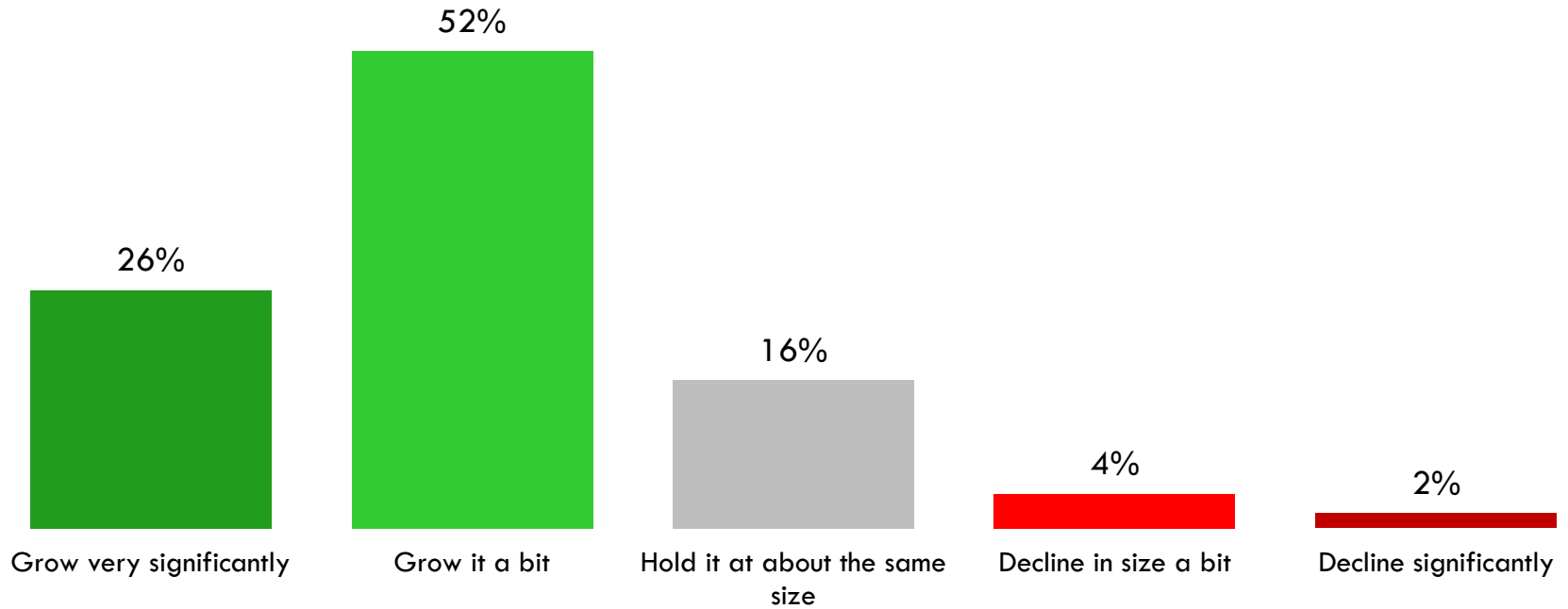
VERSUS YOUR COMPETITORS?

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

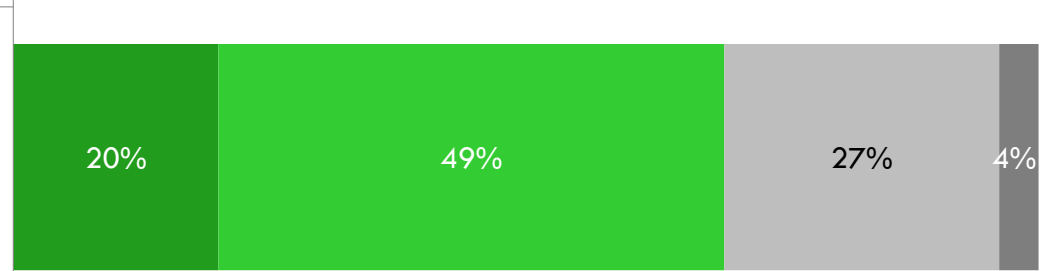
- BC SEEN AS A UNIQUE PLACE IN THE WORLD
- BEST PLACE IN CANADA TO DO BUSINESS
- GOVERNMENTS SEEN AS PRO-BUSINESS
- MANY SECTORS EXPECTED TO GROW

HIGHLIGHTS

BC truly is one of the finest places on the planet



BC is the best place to do business in Canada



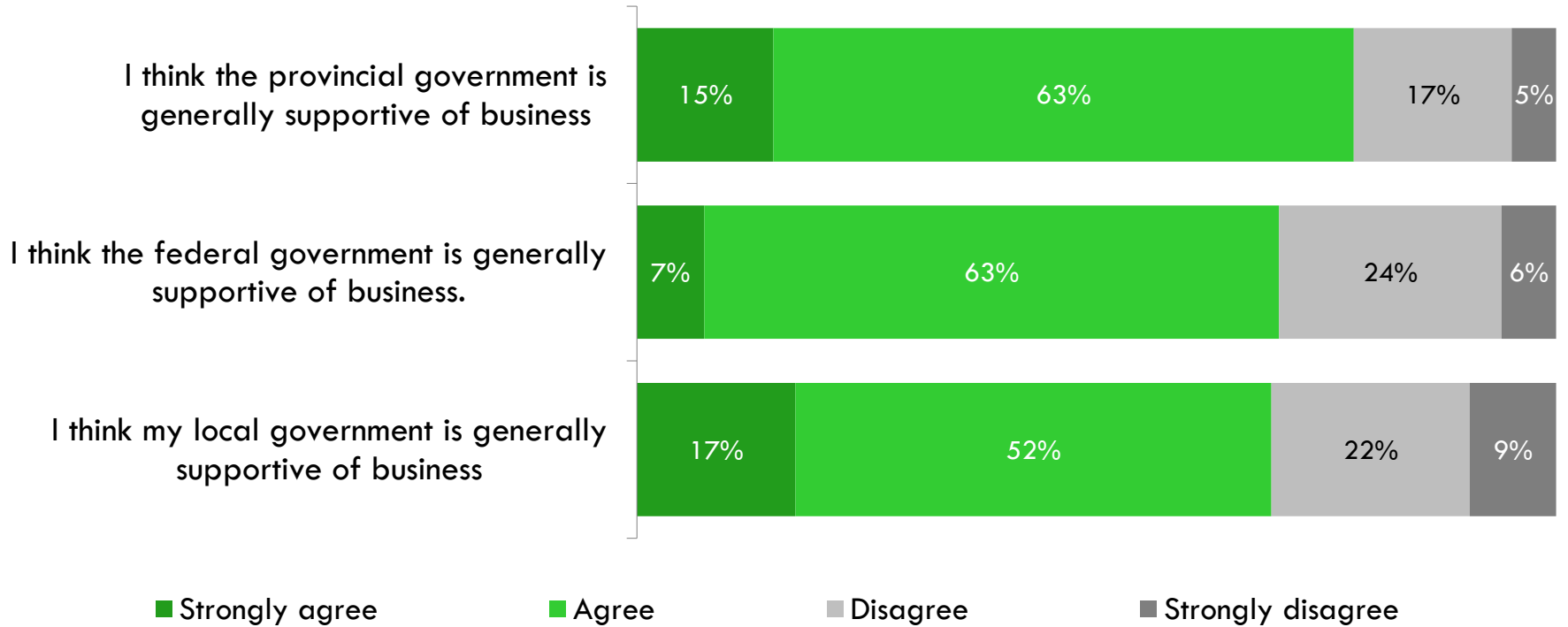
■ Strongly agree

■ Agree

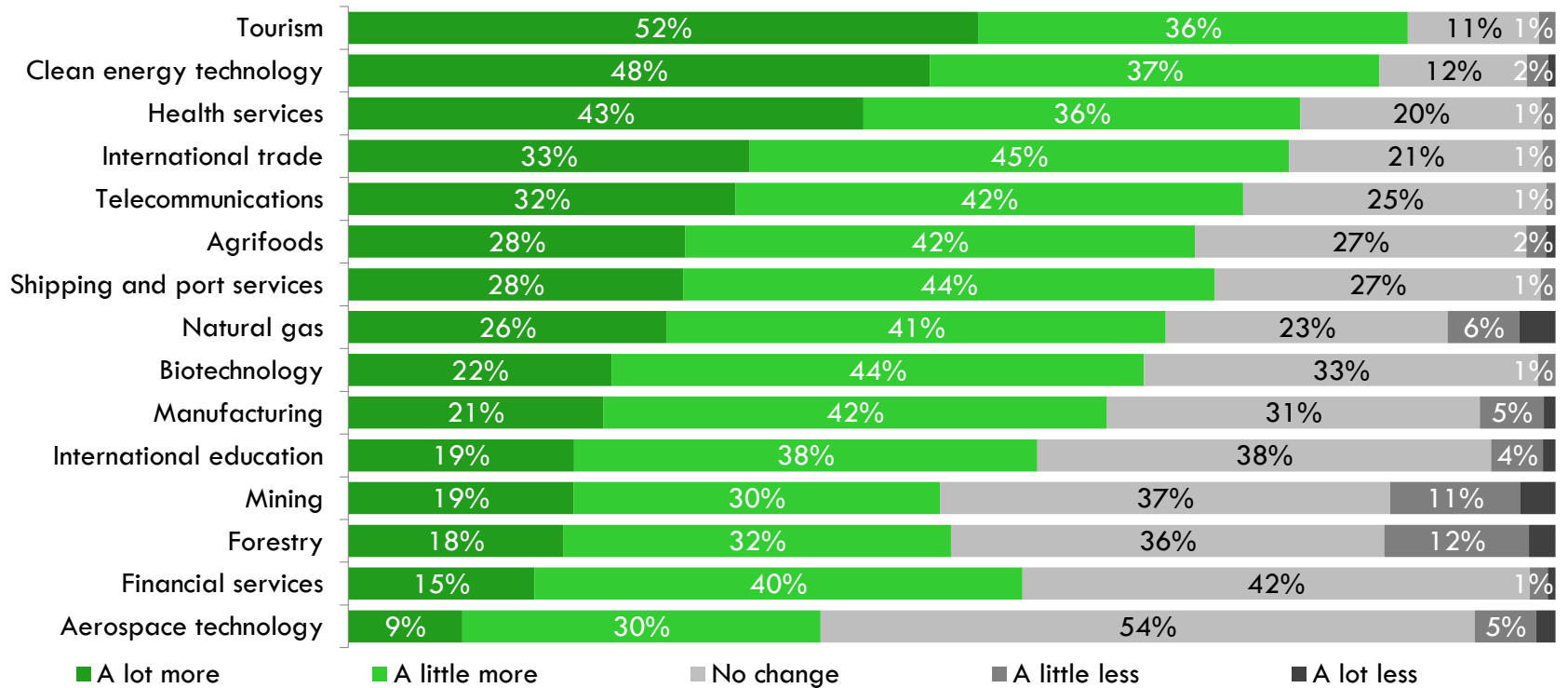
■ Disagree

■ Strongly disagree

FEELINGS ABOUT BC

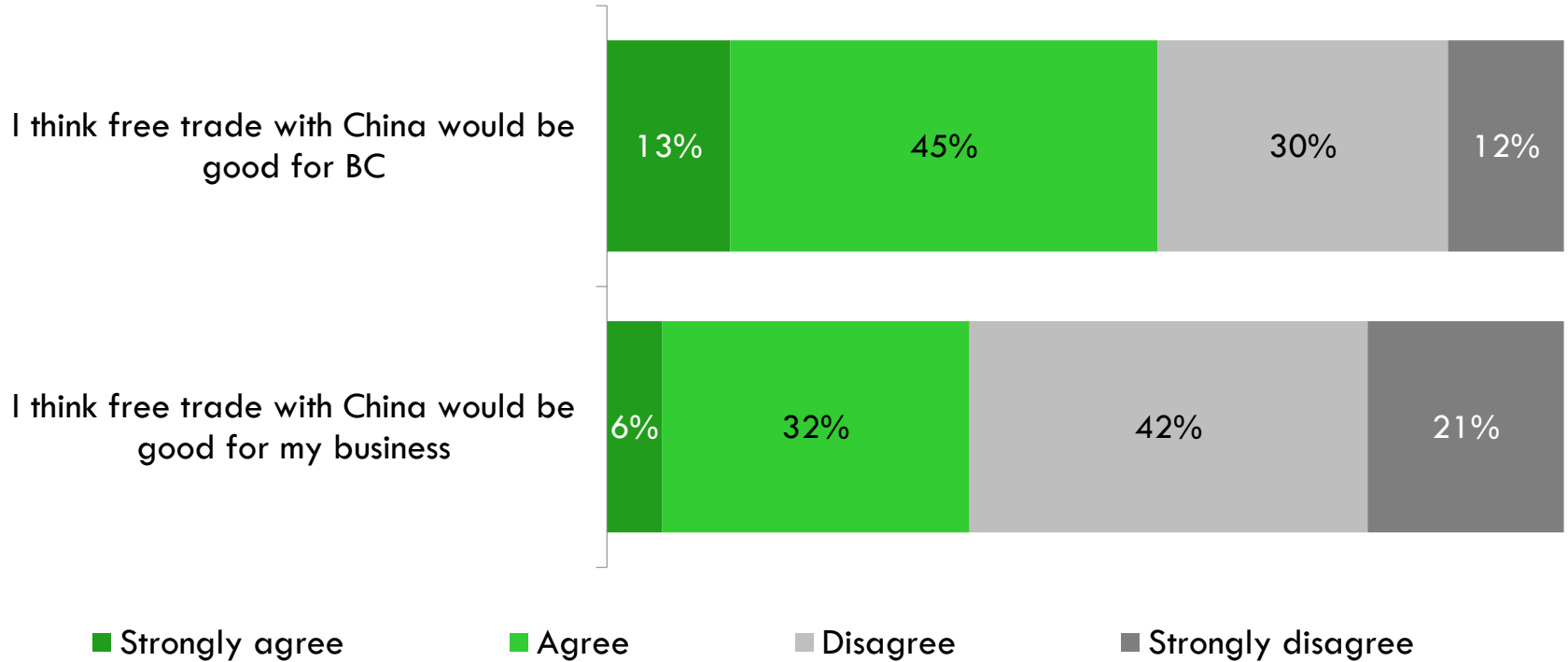


FEELINGS ABOUT GOVERNMENT



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?

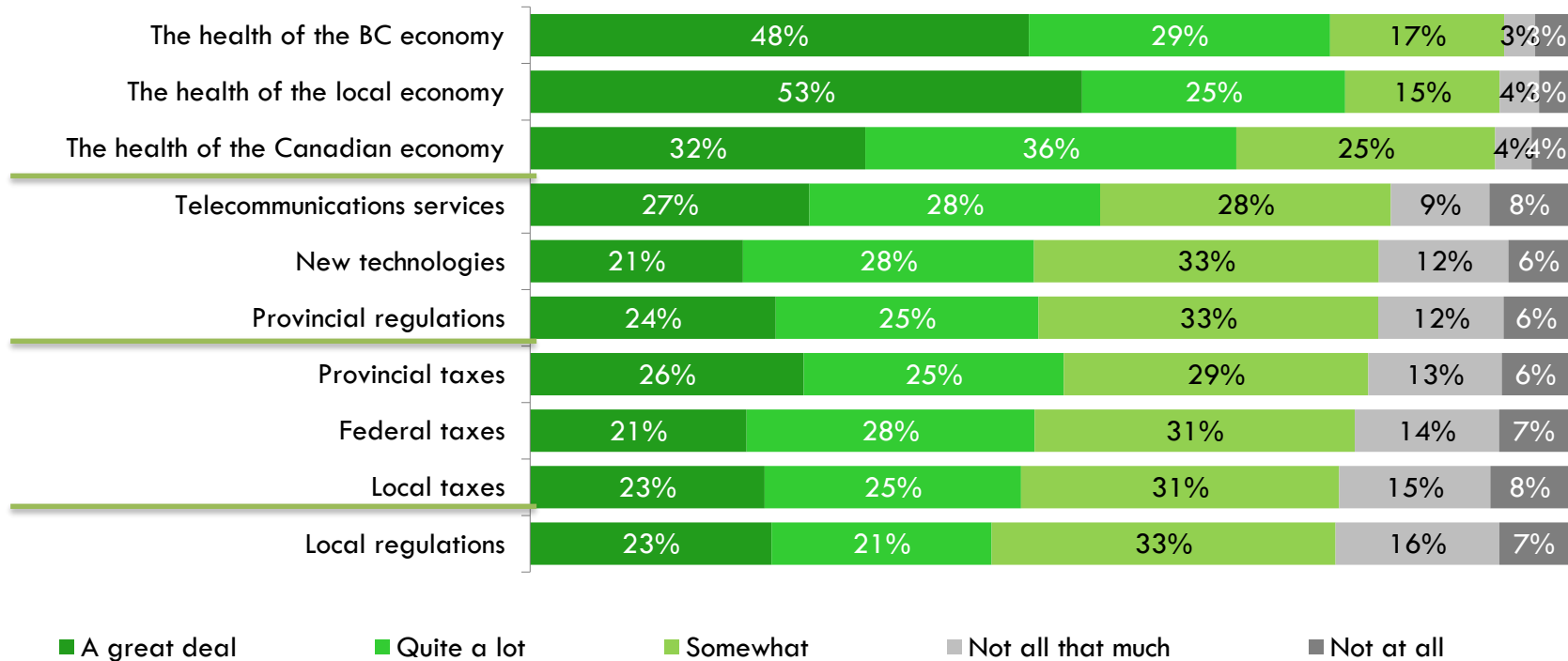
ABACUS DATA

BC CHAMBER
OF COMMERCE 

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

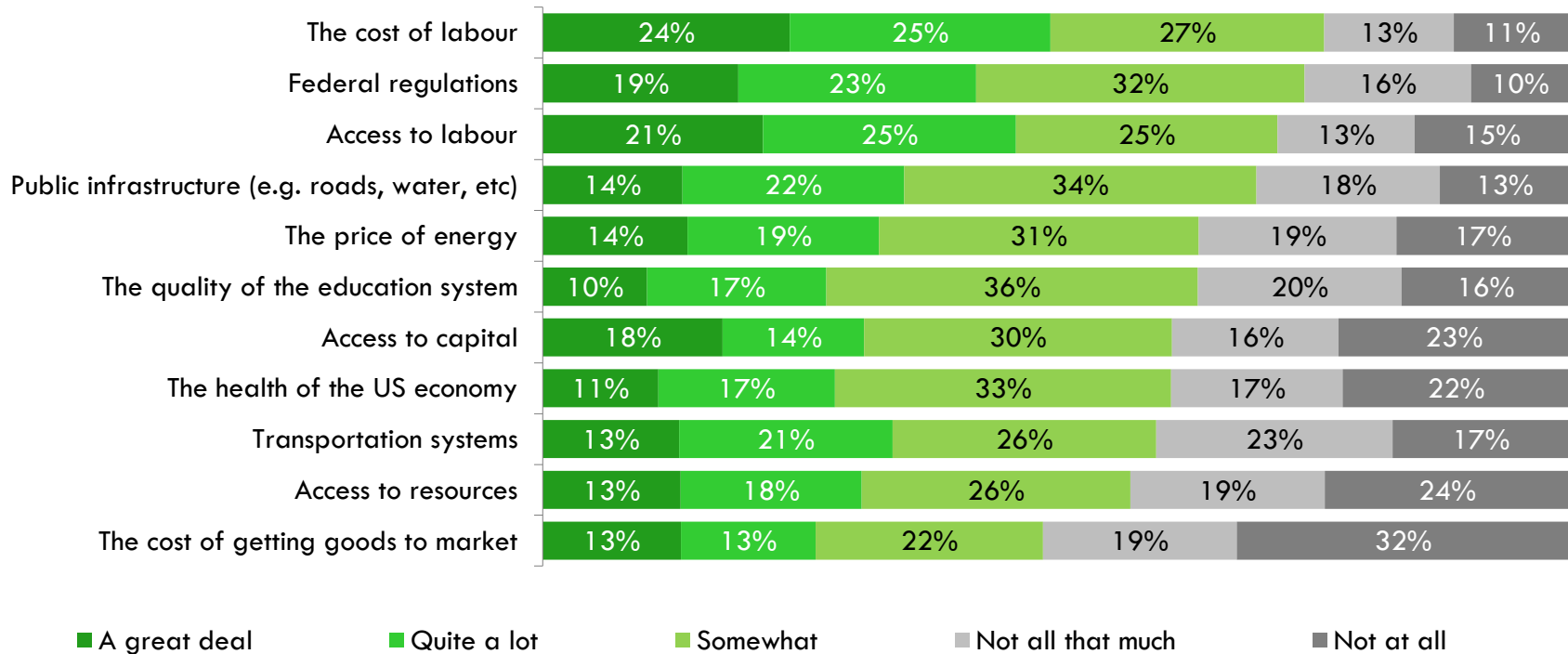
HIGHLIGHTS





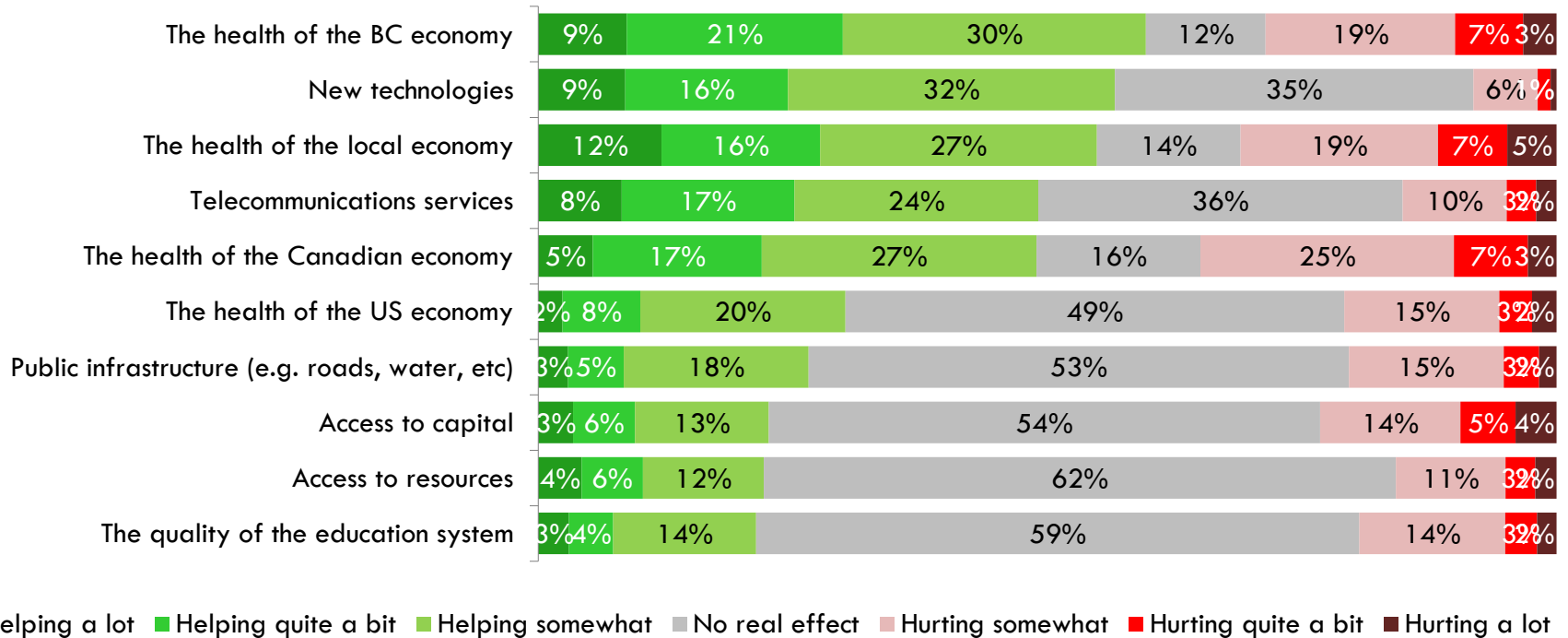
WHAT AFFECTS YOUR SUCCESS?

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



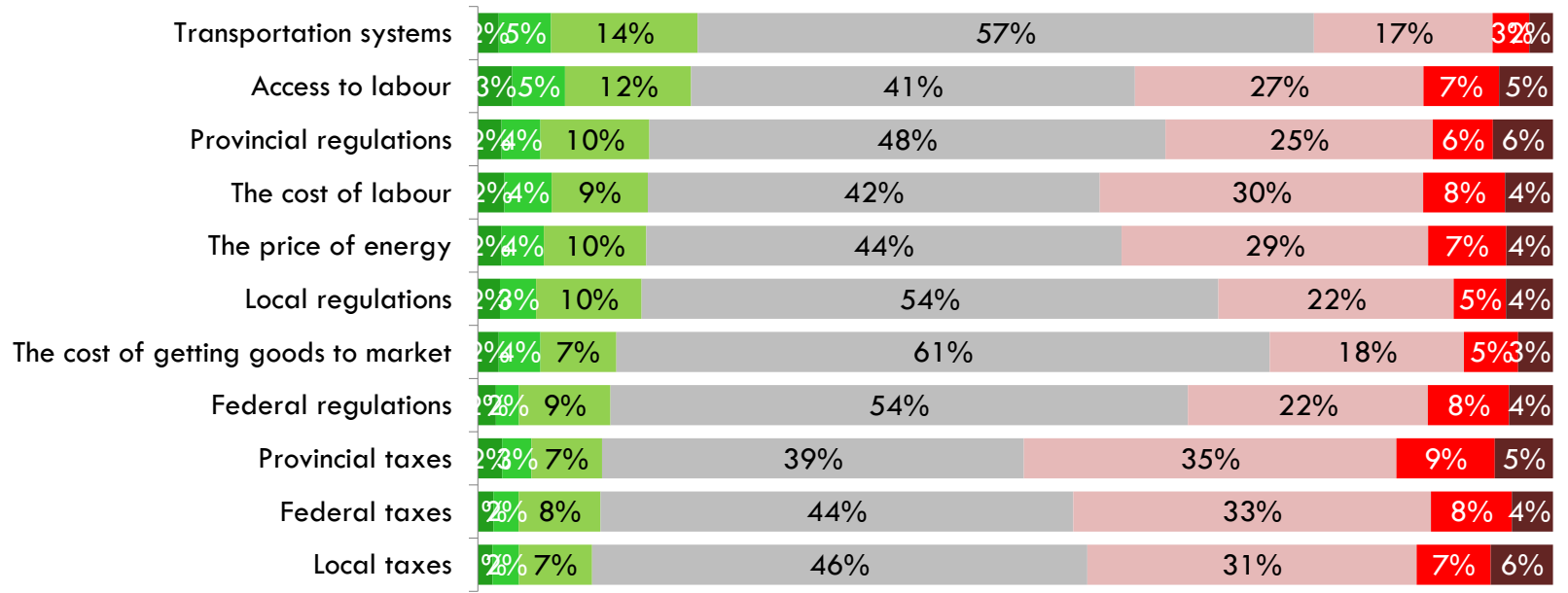
WHAT AFFECTS YOUR SUCCESS?

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



WHAT'S HELPING/HURTING TODAY?

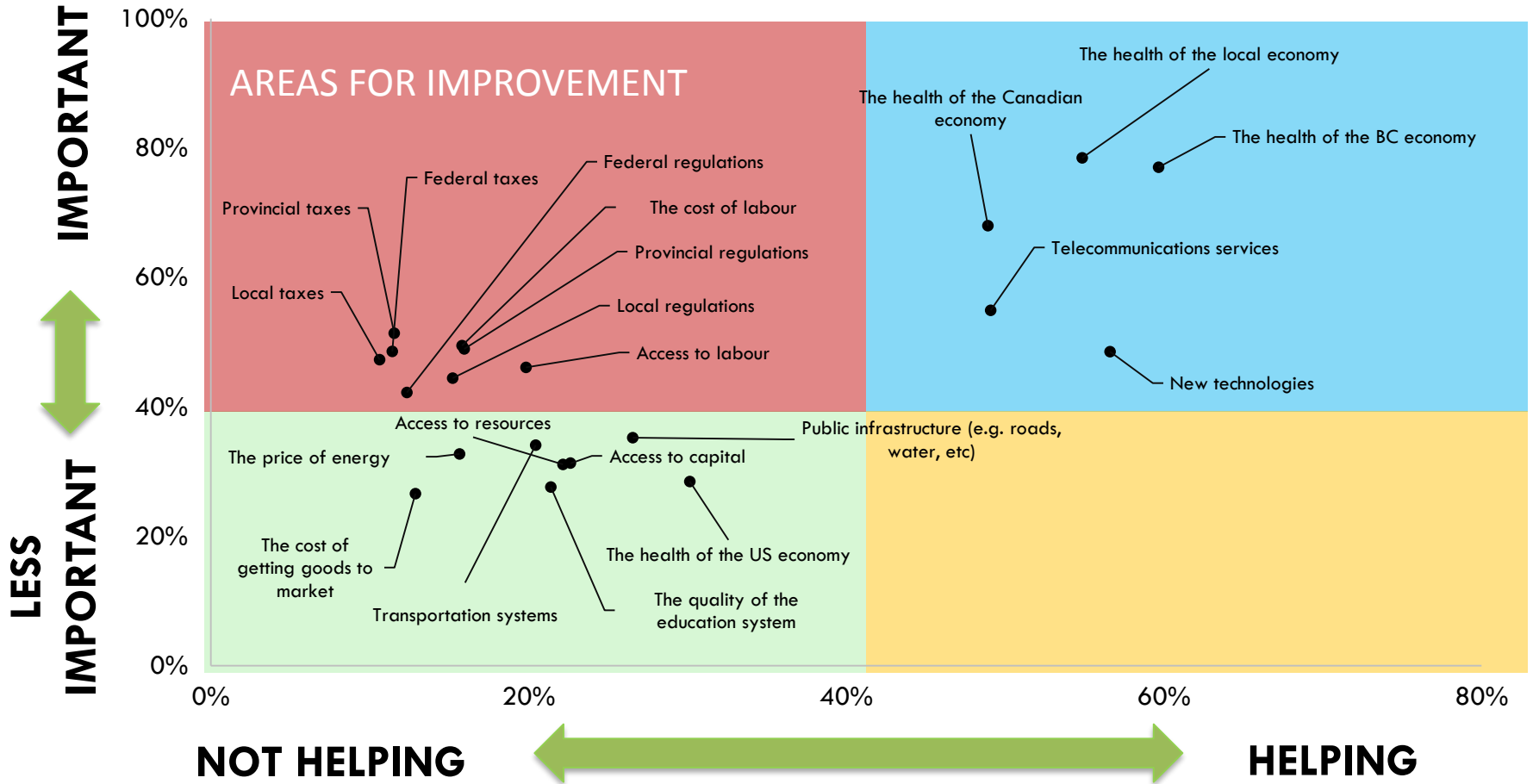
Using the same list, would you say that each of these factors currently is helping or hurting your business performance and prospects.



■ 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