

One-in-Four Small and Medium Businesses in British Columbia/Alberta Feel They Are Not Prepared to Deal With Change



Ipsos Reid

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ONE-IN-FOUR SMALL AND MEDIUM BUSINESSES IN BRITISH COLUMBIA/ALBERTA FEEL THEY ARE NOT PREPARED TO DEAL WITH CHANGE

Vancouver, B.C. – Most small and medium businesses in the region of British Columbia/ Alberta feel confident about managing their business in the face of change, with 84% saying they are not afraid of change, compared to 72% of small and medium businesses in the rest of Canada. Despite this confidence, however, one-in-four (26%) small and medium businesses in BC/ Alberta feel they are not prepared to deal with external changes that may impact their business (vs. 24% in rest of Canada).

The survey, conducted on behalf of TELUS, asked small and medium business owners across Canada about their experiences and views on managing change – both internal and external to their organization. Survey findings indicate that while most small and medium businesses in BC/ Alberta are actively looking for new ways to deal with change (82%), many encounter barriers that impact their ability to manage change. Some of the most common road blocks include:

- Lack of financial resources (44%);
- Lack of time (40%); and,
- Complexity of processes (e.g. technology, administrative/billing, training new hires, etc.) (19%).

Across Canada, some of the top ways small and medium businesses manage change include:

- Reviewing current tools and technology to determine if an upgrade to more current technology is required (40%); and,
- Streamlining vendor relationships (30%).

These are the findings of an Ipsos Reid poll conducted on behalf of High Road Communications and TELUS. The poll was conducted from July 8 to 16, 2011 with a representative sample of 458 small and medium businesses in Canada via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. In order to allow for analysis of the British Columbia/Alberta region specifically, 230 respondents are small and medium businesses in British Columbia and Alberta and the other 228 are small and medium businesses in the rest of Canada. For the purposes of this study, small and medium businesses are defined as having fewer than one hundred employees. The data were weighted by firm size (number of employees) within region based on Statistics Canada data as well as between regions to ensure the sample's composition reflects that of the small and medium business population in Canada and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of 458 and a 100% response rate would have an estimated margin of error of ± 4.6 percentage points, 19 times out of 20, of what the results would have been had the entire population of small and medium businesses in Canada been polled. The margin of error would be larger within regions and for other sub-groupings of the survey population.

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For more information on this news release, please contact:

*Catherine Dawson
Vice President
Ipsos Reid
778-373-5003*

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