

18th Annual Manitoba Business Leaders Index

Manitoba Business is Yours for the Asking



What? Probe's *Manitoba Business Leaders Index* is based on telephone interviews with the owners and senior managers of Manitoba businesses. Clients will not only receive a report prepared by one of Probe's market research specialists, but also in-depth data analysis and support from start to finish.



When? The next *Manitoba Business Leaders Index* goes into field **February 24**, with reports and data tables ready within 31 days of entering field.



Where? Our 200 interviews cover the entire province, including 120 business owners and managers in Winnipeg and 80 in the rest of Manitoba. This includes an equal sampling of small enterprises with fewer than 10 employees, medium-sized businesses of 10-49 employees and large businesses with upwards of 50 staff.



Why? A decade and a half ago, Probe Research realized that there was a need in the Manitoba marketplace for an alternative to the conventional single-client custom telephone survey. That's why we developed the *Manitoba Business Leaders Index* as a shared-cost research vehicle that allows businesses of all sizes to enjoy access to the provincial business community without breaking their budgets.

PROBE RESEARCH INC.

Question Type	Cost
Single closed end	\$1,050
Single open end	\$1,350

Project Milestone	Date
Cut-off date	February 21
Data collection period	February 24 – March 6
Final deliverables to client (week of)	March 16

To take advantage of this opportunity call Scott MacKay at: (204) 926-6565 or (877) 538-5545 toll-free, or e-mail scott@probe-research.com.