

# 21<sup>st</sup> Annual Manitoba Business Leaders Index

## Take the Pulse of Manitoba Businesses

The COVID-19 pandemic is receding into the rearview mirror, but the shocks created by this once-in-a-century emergency continue to reverberate here in Manitoba. Higher interest rates, rising input costs, significantly altered patterns in consumer behaviour and the rapid advance and adoption of new technologies like Artificial Intelligence (AI) are affecting local companies as they seek to get on their feet again.

In this unparalleled environment, Manitoba CEOs, presidents and business owners will reveal their ongoing challenges and share intimate glimpses into their near-term outlook and ambitions.

The Probe Research Manitoba Business Leaders Index omnibus survey will dig deeper into how Manitoba's CEOs, company presidents and business owners feel about their day-to-day challenges and their expectations for the coming year.

This is an opportunity for organizational decision-makers to gather critical intelligence about what a key hard-to-reach segment of Manitoba's society and economy feel about their issues. By taking part, you will not only be able to ask your own questions, but you will also obtain access to a long-standing set of metrics measuring business confidence, corporate financial outlook, hiring patterns and perceptions of government performance.

For more information on how to participate in the Manitoba Business Leaders Index omnibus, call Curtis Brown at (204) 926-6565 or (877) 538-5545 toll-free, or e-mail [curtis@probe-research.com](mailto:curtis@probe-research.com).

**PROBE** RESEARCH INC.



**What?** Probe's *Manitoba Business Leaders Index* is based on online and telephone interviews with the owners and senior managers of Manitoba businesses. Clients will receive a report prepared by one of Probe's market research specialists, but also in-depth data analysis and support from start to finish. As noted, this includes the results to your own custom questions (which we will help draft) as well as a shared set of key metrics that we have been tracking for more than a decade.



**When?** The next *Manitoba Business Leaders Index* goes into field **February 5**, with reports and data tables ready within four weeks 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 with 10-49 employees and large businesses with 50+ staff.



**Why?** More than 20 years ago, Probe Research identified a need in the Manitoba marketplace for a shared-cost survey of Manitoba business owners and managers. This research vehicle allows organizations of all sizes to access the provincial business community without having to break their budget to pay the cost of a custom survey.

Project Milestone	Date
Cut-off date	January 30
Data collection period	February 5 – 21
Final deliverables to client (week of)	February 26

Question Type	Cost
Single closed end	\$1,200
Single open end	\$1,550