

Probe Research Manitoba Business Leaders Survey

Manitoba's Indispensible Source of Insight into the Business Community

The world is becoming even more uncertain for businesses. Rising input and labour prices. The technological transformation brought about by Artificial Intelligence (AI). The threat of U.S. tariffs with a new president and administration. A federal election in the coming months, which could bring significant changes here at home.

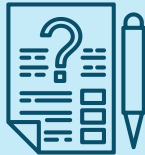
Businesses drive our economy In these uncertain times, decision-makers need to know what local businesses are thinking, feeling and planning to do next.

For many years, we've helped public, private and not-for-private sector organizations take the pulse of Manitoba businesses on a whole suite of issues. Through Manitoba's highest-quality, representative survey of business owners and managers, we provide clear insight into how businesses are responding to the current and potential economic challenges they're facing.

This survey is indispensable for organizations that want to connect with and understand what local businesses want and need. In an uncertain world, the Manitoba Business Leaders Survey provides clarity, helping you and your organization make better decisions.

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.

PROBE RESEARCH INC.



What? Probe's **Manitoba Business Leaders Survey** involves online and telephone interviews with the owners and senior managers of Manitoba businesses. Clients will receive an insights report prepared by one of Probe's public opinion research specialists, as well as expert assistance with questionnaire design and data analysis. This includes a shared set of key metrics Probe has tracked for more than 20 years, as well as the results to your own customized questions..



When? The next *Manitoba Business Leaders Index* goes into field **February 5**, with reports and data tables ready within four weeks of entering field.



Who? We will interview 200 business owners and managers across Manitoba, including 120 in Winnipeg and 80 in rural and northern Manitoba. Our sample 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 so that we can make comparisons across company sizes and sectors.



Why? Many organizations need to know what the business community is thinking and feeling. By conducting this shared research vehicle, we can help organizations of all sizes access critical data and insights at a fraction of the cost of a custom survey.

Project Milestone		Date	Question Type	Cost
Cut-off date		January 31	Single closed end	\$1,200
Data collection period		February 7-28	Single open end	\$1,550
Final deliverables to client		Second week of March		