

**ARTIFICIAL INTELLIGENCE**

**1. Which one of the following most accurately reflects how your organization currently uses Artificial Intelligence (AI) applications?**

			TOTAL	REGION		COMPANY SIZE			AI ADOPTION	
				Winnipeg	Other	< 10	10 - 49	50 +	Using	Exploring
BASE			(202)	(111)	(91)	(133)	(52)	(17)	(35)	(30)
AI USES	Actively using	Count	35	24	11	23	8	4	35	
			17%	22%	12%	17%	15%	24%	100%	
	Exploring/ expect to implement	Count	30	16	14	15	9	6		30
			15%	14%	15%	11%	17%	35%		100%
	Not really adopted	Count	122	61	61	82	33	7		
			60%	55%	67%	62%	63%	41%		
	(DK/NS)	Count	15	10	5	13	2			
			7%	9%	5%	10%	4%			

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**ARTIFICIAL INTELLIGENCE**

**1. Which one of the following most accurately reflects how your organization currently uses Artificial Intelligence (AI) applications?**

		TOTAL	TYPE OF BUSINESS		ANNUAL REVENUE		OWNER/ PART OWNER			BUSINESS OUTLOOK			
			Services (165)	Other (37)	< \$1M (104)	\$1M + (78)	Female (69)	Immigrant (41)	BIPOC (37)	Better (61)	Same/DK (108)	Worse (33)	
BASE		(202)											
AI USES	Actively using	Count	35	30	5	17	18	11	8	12	18	13	4
			17%	18%	14%	16%	23%	16%	20%	32%	30%	12%	12%
	Exploring/ expect to implement	Count	30	27	3	14	14	10	10	8	9	17	4
			15%	16%	8%	13%	18%	14%	24%	22%	15%	16%	12%
	Not really adopted	Count	122	95	27	65	44	42	21	13	28	71	23
			60%	58%	73%	63%	56%	61%	51%	35%	46%	66%	70%
	(DK/NS)	Count	15	13	2	8	2	6	2	4	6	7	2
			7%	8%	5%	8%	3%	9%	5%	11%	10%	6%	6%

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**ARTIFICIAL INTELLIGENCE**

**2. In the next few years, do you expect AI will result in an increase or decrease to the size of your company workforce?**

			TOTAL	REGION		COMPANY SIZE			AI ADOPTION	
				Winnipeg	Other	< 10	10 - 49	50 +	Using	Exploring
BASE			(202)	(111)	(91)	(133)	(52)	(17)	(35)	(30)
AI IMPACT ON WORKFORCE	Significant increase	Count	4	2	2	2	2		3	
			2%	2%	2%	2%	4%		9%	
	Slightly increase	Count	8	6	2	5	3		3	2
			4%	5%	2%	4%	6%		9%	7%
	No effect on staff size	Count	150	81	69	100	40	10	24	20
			74%	73%	76%	75%	77%	59%	69%	67%
	Slightly decrease	Count	11	8	3	5	3	3	4	3
			5%	7%	3%	4%	6%	18%	11%	10%
	Significantly decrease	Count	5	2	3	2	2	1	1	1
			2%	2%	3%	2%	4%	6%	3%	3%
(DK/hard to tell)	Count	24	12	12	19	2	3		4	
		12%	11%	13%	14%	4%	18%		13%	
Summary	Increase		6%	7%	4%	5%	10%		17%	7%
	No effect		74%	73%	76%	75%	77%	59%	69%	67%
	Decrease		8%	9%	7%	5%	10%	24%	14%	13%
	(DK)		12%	11%	13%	14%	4%	18%		13%

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**ARTIFICIAL INTELLIGENCE**

**2. In the next few years, do you expect AI will result in an increase or decrease to the size of your company workforce?**

			TOTAL	TYPE OF BUSINESS		ANNUAL REVENUE		OWNER/ PART OWNER			BUSINESS OUTLOOK		
				Services	Other	< \$1M	\$1M +	Female	Immigrant	BIPOC	Better	Same/DK	Worse
BASE			(202)	(165)	(37)	(104)	(78)	(69)	(41)	(37)	(61)	(108)	(33)
AI IMPACT ON WORKFORCE	Significant increase	Count	4	4		2	2	3	1	2	3		1
			2%	2%		2%	3%	4%	2%	5%	5%		3%
	Slightly increase	Count	8	7	1	3	5	5	4	3	6	1	1
			4%	4%	3%	3%	6%	7%	10%	8%	10%	1%	3%
	No effect on staff size	Count	150	125	25	84	55	51	28	26	39	89	22
			74%	76%	68%	81%	71%	74%	68%	70%	64%	82%	67%
	Slightly decrease	Count	11	10	1	3	6	1	1		4	3	4
			5%	6%	3%	3%	8%	1%	2%		7%	3%	12%
	Significantly decrease	Count	5	3	2	2	3	3	3	3	1	2	2
			2%	2%	5%	2%	4%	4%	7%	8%	2%	2%	6%
(DK/hard to tell)	Count	24	16	8	10	7	6	4	3	8	13	3	
		12%	10%	22%	10%	9%	9%	10%	8%	13%	12%	9%	
Summary	Increase		6%	7%	3%	5%	9%	12%	12%	14%	15%	1%	6%
	No effect		74%	76%	68%	81%	71%	74%	68%	70%	64%	82%	67%
	Decrease		8%	8%	8%	5%	12%	6%	10%	8%	8%	5%	18%
	(DK)		12%	10%	22%	10%	9%	9%	10%	8%	13%	12%	9%

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**DEMOGRAPHICS**  
**Region, Company Size, Job Title**

			TOTAL	REGION		COMPANY SIZE			ANNUAL REVENUE	
				Winnipeg	Other	< 10	10 - 49	50 +	< \$1M	\$1M +
BASE			(202)	(111)	(91)	(133)	(52)	(17)	(104)	(78)
REGION	Winnipeg	Count	111	111		68	30	13	53	46
			55%	100%		51%	58%	76%	51%	59%
	Other	Count	91		91	65	22	4	51	32
			45%		100%	49%	42%	24%	49%	41%
COMPANY SIZE	< 10 employees	Count	133	68	65	133			98	21
			66%	61%	71%	100%			94%	27%
	10 to 49 employees	Count	52	30	22		52		6	41
			26%	27%	24%		100%		6%	53%
	50 + employees	Count	17	13	4			17		16
			8%	12%	4%			100%		21%
JOB TITLE	Owner/ President/ Partner	Count	112	60	52	87	20	5	75	33
			55%	54%	57%	65%	38%	29%	72%	42%
	Executive role	Count	13	9	4	6	5	2	4	7
			6%	8%	4%	5%	10%	12%	4%	9%
	Managerial role	Count	49	25	24	19	22	8	9	29
			24%	23%	26%	14%	42%	47%	9%	37%
	Administrative role	Count	11	6	5	7	4		6	5
			5%	5%	5%	5%	8%		6%	6%
	Specialist/ professional role	Count	8	7	1	6		2	4	3
			4%	6%	1%	5%		12%	4%	4%
	Other	Count	9	4	5	8	1		6	1
			4%	4%	5%	6%	2%		6%	1%

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**DEMOGRAPHICS**  
**Region, Company Size, Job Title**

			TOTAL	TYPE OF BUSINESS		OWNER/ PART OWNER			BUSINESS OUTLOOK			
				(202)	Services (165)	Other (37)	Female (69)	Immigrant (41)	BIPOC (37)	Better (61)	Same/DK (108)	Worse (33)
BASE	REGION	Winnipeg	Count	111	96	15	35	24	24	42	53	16
				55%	58%	41%	51%	59%	65%	69%	49%	48%
		Other	Count	91	69	22	34	17	13	19	55	17
				45%	42%	59%	49%	41%	35%	31%	51%	52%
COMPANY SIZE	< 10 employees	Count	133	109	24	51	28	23	38	73	22	
				66%	66%	65%	74%	68%	62%	62%	68%	67%
	10 to 49 employees	Count	52	41	11	15	11	11	19	26	7	
				26%	25%	30%	22%	27%	30%	31%	24%	21%
	50 + employees	Count	17	15	2	3	2	3	4	9	4	
				8%	9%	5%	4%	5%	8%	7%	8%	12%
JOB TITLE	Owner/ President/ Partner	Count	112	89	23	38	19	24	37	53	22	
				55%	54%	62%	55%	46%	65%	61%	49%	67%
	Executive role	Count	13	12	1	9	1	3	3	10		
				6%	7%	3%	13%	2%	8%	5%	9%	
	Managerial role	Count	49	43	6	14	13	9	11	33	5	
				24%	26%	16%	20%	32%	24%	18%	31%	15%
	Administrative role	Count	11	9	2	5	4	1	4	6	1	
				5%	5%	5%	7%	10%	3%	7%	6%	3%
	Specialist/ professional role	Count	8	7	1	3	2		4	2	2	
				4%	4%	3%	4%	5%		7%	2%	6%
	Other	Count	9	5	4		2		2	4	3	
				4%	3%	11%		5%		3%	4%	9%

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**DEMOGRAPHICS**

**1. Are any of the Manitoba staff in your organization unionized?**

**2. Which of the following categories best describes the principal type of business conducted by your organization?**

			TOTAL	REGION		COMPANY SIZE			ANNUAL REVENUE	
				Winnipeg	Other	< 10	10 - 49	50 +	< \$1M	\$1M +
BASE			(202)	(111)	(91)	(133)	(52)	(17)	(104)	(78)
MB STAFF UNIONIZED	Yes	Count	9	8	1		2	7		7
			4%	7%	1%		4%	41%		9%
	No	Count	192	102	90	133	49	10	104	70
			95%	92%	99%	100%	94%	59%	100%	90%
	(NS)	Count	1	1			1			1
			0%	1%			2%			1%
PRINCIPAL TYPE OF BUSINESS	Services	Count	165	96	69	109	41	15	88	62
			82%	86%	76%	82%	79%	88%	85%	79%
	Manufacturing	Count	18	12	6	7	9	2	5	11
			9%	11%	7%	5%	17%	12%	5%	14%
	Agriculture	Count	12		12	11	1		8	3
			6%		13%	8%	2%		8%	4%
	Resources	Count	5	1	4	4	1		3	1
			2%	1%	4%	3%	2%		3%	1%
	(NS)	Count	2	2		2				1
			1%	2%		2%				1%

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**DEMOGRAPHICS**

**1. Are any of the Manitoba staff in your organization unionized?**

**2. Which of the following categories best describes the principal type of business conducted by your organization?**

			TOTAL	TYPE OF BUSINESS		OWNER/ PART OWNER			BUSINESS OUTLOOK		
				Services	Other	Female	Immigrant	BIPOC	Better	Same/DK	Worse
BASE			(202)	(165)	(37)	(69)	(41)	(37)	(61)	(108)	(33)
MB STAFF UNIONIZED	Yes	Count	9	6	3				1	7	1
			4%	4%	8%				2%	6%	3%
	No	Count	192	158	34	69	41	37	59	101	32
			95%	96%	92%	100%	100%	100%	97%	94%	97%
	(NS)	Count	1	1					1		
			0%	1%					2%		
PRINCIPAL TYPE OF BUSINESS	Services	Count	165	165		61	34	31	51	89	25
			82%	100%		88%	83%	84%	84%	82%	76%
	Manufacturing	Count	18		18	2	4	3	8	9	1
			9%		49%	3%	10%	8%	13%	8%	3%
	Agriculture	Count	12		12	4	3	2	1	7	4
			6%		32%	6%	7%	5%	2%	6%	12%
	Resources	Count	5		5	1			1	2	2
			2%		14%	1%			2%	2%	6%
	(NS)	Count	2		2	1		1		1	1
			1%		5%	1%		3%		1%	3%

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**DEMOGRAPHICS**

**3. How many full and part-time employees do you have in your Manitoba organization?**

			TOTAL	REGION		COMPANY SIZE			ANNUAL REVENUE	
				Winnipeg	Other	< 10	10 - 49	50 +	< \$1M	\$1M +
BASE			(202)	(111)	(91)	(133)	(52)	(17)	(104)	(78)
# OF EMPLOYEES IN MB ORGANIZATION	1 to 4	Count	83	38	45	83			68	8
			41%	34%	49%	62%			65%	10%
	5 to 9	Count	46	28	18	46			28	13
			23%	25%	20%	35%			27%	17%
	10 to 24	Count	32	17	15		32		5	24
			16%	15%	16%		62%		5%	31%
	25 to 49	Count	20	13	7		20		1	17
			10%	12%	8%		38%		1%	22%
	50 to 99	Count	5	5				5		5
			2%	5%				29%		6%
	100 to 149	Count	3	3				3		3
			1%	3%				18%		4%
	150 or more	Count	9	5	4			9		8
			4%	5%	4%			53%		10%
(NS)	Count	4	2	2	4			2		
		2%	2%	2%	3%			2%		
Mean			30	32	28	4	22	253	4	67
Median			5	6	4	3	19	150	3	19

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**DEMOGRAPHICS**

**3. How many full and part-time employees do you have in your Manitoba organization?**

		TOTAL	TYPE OF BUSINESS		OWNER/ PART OWNER			BUSINESS OUTLOOK			
			Services	Other	Female	Immigrant	BIPOC	Better	Same/DK	Worse	
BASE		(202)	(165)	(37)	(69)	(41)	(37)	(61)	(108)	(33)	
# OF EMPLOYEES IN MB ORGANIZATION	1 to 4	Count	83	67	16	27	13	11	22	47	14
			41%	41%	43%	39%	32%	30%	36%	44%	42%
	5 to 9	Count	46	39	7	23	14	11	16	22	8
			23%	24%	19%	33%	34%	30%	26%	20%	24%
	10 to 24	Count	32	30	2	10	5	5	7	18	7
			16%	18%	5%	14%	12%	14%	11%	17%	21%
	25 to 49	Count	20	11	9	5	6	6	12	8	
			10%	7%	24%	7%	15%	16%	20%	7%	
	50 to 99	Count	5	5		1		1	1	2	2
			2%	3%		1%		3%	2%	2%	6%
	100 to 149	Count	3	2	1			1		2	1
			1%	1%	3%			3%		2%	3%
	150 or more	Count	9	8	1	2	2	1	3	5	1
			4%	5%	3%	3%	5%	3%	5%	5%	3%
	(NS)	Count	4	3	1	1	1	1		4	
			2%	2%	3%	1%	2%	3%		4%	
	Mean		30	32	19	30	19	22	34	21	51
	Median		5	5	5	6	6	6	7	5	5

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**DEMOGRAPHICS**

**3a. How many full-time employees do you have in your Manitoba organization?**

			TOTAL	REGION		COMPANY SIZE			ANNUAL REVENUE		
				Winnipeg	Other	< 10	10 - 49	50 +	< \$1M	\$1M +	
BASE			(202)	(111)	(91)	(133)	(52)	(17)	(104)	(78)	
# FULL-TIME EMPLOYEES	None	Count	12	4	8	9	3		10	1	
			6%	4%	9%	7%	6%		10%	1%	
	1 to 4	Count	103	50	53	99	4		79	15	
			51%	45%	58%	74%	8%		76%	19%	
	5 to 9	Count	30	21	9	21	9		12	13	
			15%	19%	10%	16%	17%		12%	17%	
	10 to 24	Count	20	11	9		19	1		20	
			10%	10%	10%		37%	6%		26%	
	25 to 49	Count	19	12	7		17	2	1	16	
			9%	11%	8%		33%	12%	1%	21%	
	50 to 99	Count	4	4				4		4	
			2%	4%				24%		5%	
	100 to 149	Count	4	3	1			4		4	
			2%	3%	1%			24%		5%	
	150 or more	Count	6	4	2			6		5	
			3%	4%	2%			35%		6%	
	(NS)	Count	4	2	2	4			2		
			2%	2%	2%	3%			2%		
	Mean			21	22	21	2	16	180	2	48
	Median			3	5	3	2	14	103	2	13

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**DEMOGRAPHICS**

**3a. How many full-time employees do you have in your Manitoba organization?**

			TOTAL	TYPE OF BUSINESS		OWNER/ PART OWNER			BUSINESS OUTLOOK			
				(202)	Services (165)	Other (37)	Female (69)	Immigrant (41)	BIPOC (37)	Better (61)	Same/DK (108)	Worse (33)
BASE												
	# FULL-TIME EMPLOYEES	None	Count	12	9	3	6	2	1	2	8	2
				6%	5%	8%	9%	5%	3%	3%	7%	6%
	1 to 4	Count	103	85	18	35	19	18	29	55	19	
				51%	52%	49%	51%	46%	49%	48%	51%	58%
	5 to 9	Count	30	28	2	14	8	6	12	15	3	
				15%	17%	5%	20%	20%	16%	20%	14%	9%
	10 to 24	Count	20	17	3	6	3	2	6	9	5	
				10%	10%	8%	9%	7%	5%	10%	8%	15%
	25 to 49	Count	19	11	8	4	6	6	9	10		
				9%	7%	22%	6%	15%	16%	15%	9%	
	50 to 99	Count	4	4		1		1	1	1	2	
				2%	2%		1%		3%	2%	1%	6%
	100 to 149	Count	4	3	1		1	1	1	2	1	
				2%	2%	3%		2%	3%	2%	2%	3%
	150 or more	Count	6	5	1	2	1	1	1	4	1	
				3%	3%	3%	3%	2%	3%	2%	4%	3%
	(NS)	Count	4	3	1	1	1	1		4		
				2%	2%	3%	1%	2%	3%		4%	
	Mean		21	22	18	25	15	19	19	16	42	
	Median		3	3	3	3	4	4	4	3	3	

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**DEMOGRAPHICS**

**3b. How many part-time employees do you have in your Manitoba organization?**

			TOTAL	REGION		COMPANY SIZE			ANNUAL REVENUE		
					Winnipeg	Other	< 10	10 - 49	50 +	< \$1M	\$1M +
BASE			(202)	(111)	(91)	(133)	(52)	(17)	(104)	(78)	
# PART-TIME EMPLOYEES	None	Count	71	43	28	54	15	2	40	22	
			35%	39%	31%	41%	29%	12%	38%	28%	
	1 to 4	Count	87	44	43	70	14	3	54	29	
			43%	40%	47%	53%	27%	18%	52%	37%	
	5 to 9	Count	15	8	7	5	8	2	4	8	
			7%	7%	8%	4%	15%	12%	4%	10%	
	10 to 24	Count	18	10	8		14	4	4	12	
			9%	9%	9%		27%	24%	4%	15%	
	25 to 49	Count	1	1			1			1	
			0%	1%			2%			1%	
	50 to 99	Count	1		1			1		1	
			0%		1%			6%		1%	
	100 to 149	Count	3	2	1			3		3	
			1%	2%	1%			18%		4%	
	150 or more	Count	2	1	1			2		2	
			1%	1%	1%			12%		3%	
	(NS)	Count	4	2	2	4			2		
			2%	2%	2%	3%			2%		
	Mean			9	10	7	1	6	73	2	19
	Median			1	1	1	1	4	12	1	2

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**DEMOGRAPHICS**

**3b. How many part-time employees do you have in your Manitoba organization?**

			TOTAL	TYPE OF BUSINESS		OWNER/ PART OWNER			BUSINESS OUTLOOK			
				Services	Other	Female	Immigrant	BIPOC	Better	Same/DK	Worse	
BASE			(202)	(165)	(37)	(69)	(41)	(37)	(61)	(108)	(33)	
# PART-TIME EMPLOYEES	None	Count	71	54	17	22	10	14	22	37	12	
			35%	33%	46%	32%	24%	38%	36%	34%	36%	
	1 to 4	Count	87	69	18	34	22	13	22	49	16	
			43%	42%	49%	49%	54%	35%	36%	45%	48%	
	5 to 9	Count	15	14	1	6	5	4	6	7	2	
			7%	8%	3%	9%	12%	11%	10%	6%	6%	
	10 to 24	Count	18	18		5	2	5	7	9	2	
			9%	11%		7%	5%	14%	11%	8%	6%	
	25 to 49	Count	1	1					1			
			0%	1%					2%			
	50 to 99	Count	1	1			1		1			
			0%	1%			2%		2%			
	100 to 149	Count	3	3					1	2		
			1%	2%					2%	2%		
	150 or more	Count	2	2		1			1		1	
			1%	1%		1%			2%		3%	
	(NS)	Count	4	3	1	1	1	1		4		
			2%	2%	3%	1%	2%	3%		4%		
	Mean			9	10	1	6	5	3	15	5	8
	Median			1	1	1	1	2	2	1	1	1

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**DEMOGRAPHICS**

**4. Is your firm partially or fully owned by someone in the following groups?**

**5. What is the annual revenue of your company?**

			TOTAL	REGION		COMPANY SIZE			ANNUAL REVENUE	
				(202)	Winnipeg (111)	Other (91)	< 10 (133)	10 - 49 (52)	50 + (17)	< \$1M (104)
BASE										
PARTIALLY OR FULLY-OWNED BY	Identifies as female	Cases	69	35	34	51	15	3	41	24
			34%	32%	37%	38%	29%	18%	39%	31%
	Born outside Canada	Cases	41	24	17	28	11	2	19	19
			20%	22%	19%	21%	21%	12%	18%	24%
	Racialized/ visible minority	Cases	21	15	6	13	6	2	10	11
			10%	14%	7%	10%	12%	12%	10%	14%
	Indigenous	Cases	20	11	9	13	5	2	11	8
			10%	10%	10%	10%	10%	12%	11%	10%
	Physical/ intellectual/ cognitive disability	Cases	12	6	6	11		1	6	4
			6%	5%	7%	8%		6%	6%	5%
	LGBTQ2S+	Cases	4	2	2	2		2	2	2
			2%	2%	2%	2%		12%	2%	3%
	(None of these)	Cases	73	40	33	45	21	7	37	29
			36%	36%	36%	34%	40%	41%	36%	37%
(NS)	Cases	17	9	8	8	5	4	4	7	
		8%	8%	9%	6%	10%	24%	4%	9%	
ANNUAL REVENUES	Less than \$1 million	Count	104	53	51	98	6		104	
			51%	48%	56%	74%	12%		100%	
	\$1 million to \$5 million	Count	46	27	19	19	26	1		46
			23%	24%	21%	14%	50%	6%		59%
	\$5 million to \$20 million	Count	18	9	9	1	11	6		18
			9%	8%	10%	1%	21%	35%		23%
	Over \$20 million	Count	14	10	4	1	4	9		14
			7%	9%	4%	1%	8%	53%		18%
	(NS)	Count	20	12	8	14	5	1		
			10%	11%	9%	11%	10%	6%		

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**DEMOGRAPHICS**

**4. Is your firm partially or fully owned by someone in the following groups?**

**5. What is the annual revenue of your company?**

BASE			TOTAL (202)	TYPE OF BUSINESS		OWNER/ PART OWNER			BUSINESS OUTLOOK		
				Services (165)	Other (37)	Female (69)	Immigrant (41)	BIPOC (37)	Better (61)	Same/DK (108)	Worse (33)
PARTIALLY OR FULLY-OWNED BY	Identifies as female	Cases	69	61	8	69	15	21	18	39	12
			34%	37%	22%	100%	37%	57%	30%	36%	36%
	Born outside Canada	Cases	41	34	7	15	41	15	14	20	7
			20%	21%	19%	22%	100%	41%	23%	19%	21%
	Racialized/ visible minority	Cases	21	19	2	10	13	21	10	9	2
			10%	12%	5%	14%	32%	57%	16%	8%	6%
	Indigenous	Cases	20	16	4	14	4	20	6	9	5
			10%	10%	11%	20%	10%	54%	10%	8%	15%
	Physical/ intellectual/ cognitive disability	Cases	12	8	4	6	2	5		10	2
			6%	5%	11%	9%	5%	14%		9%	6%
	LGBTQ2S+	Cases	4	4		1	1	2	1	3	
			2%	2%		1%	2%	5%	2%	3%	
	(None of these)	Cases	73	60	13				26	37	10
			36%	36%	35%				43%	34%	30%
(NS)	Cases	17	11	6				3	10	4	
		8%	7%	16%				5%	9%	12%	
ANNUAL REVENUES	Less than \$1 million	Count	104	88	16	41	19	19	29	59	16
			51%	53%	43%	59%	46%	51%	48%	55%	48%
	\$1 million to \$5 million	Count	46	37	9	14	14	9	16	21	9
			23%	22%	24%	20%	34%	24%	26%	19%	27%
	\$5 million to \$20 million	Count	18	15	3	7	3	7	6	8	4
			9%	9%	8%	10%	7%	19%	10%	7%	12%
	Over \$20 million	Count	14	10	4	3	2	1	6	6	2
			7%	6%	11%	4%	5%	3%	10%	6%	6%
(NS)	Count	20	15	5	4	3	1	4	14	2	
		10%	9%	14%	6%	7%	3%	7%	13%	6%	

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