



An initiative of



## What is MB Pulse?

MB Pulse is a subscription-based community insights and polling platform which will strengthen our members' collective voice, while providing MCC with point-in-time trends data and opinion snapshots. The data will support our efforts to influence business-friendly government policy and decision-making on emerging issues of relevance.

Through quick polls, short surveys, and questionnaires we'll send you by email, you'll be invited to contribute confidentially to our advocacy efforts, and serve as the province's key drivers of the economy.

## INSIDE THIS REPORT: PERSPECTIVES ON SUPPORTING LOCAL

OCTOBER 2021

Manitobans are legendary at rallying and supporting each other when it's needed most. As we move towards a post-pandemic world, local businesses need us more than ever. Buying local fuels our economy and invests in our fellow Manitobans, strengthens communities, and contributes to a sustainable, prosperous future.

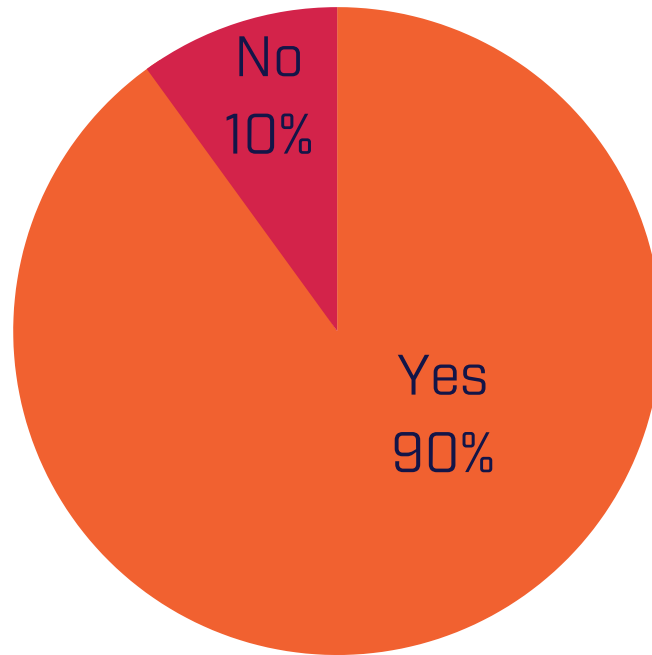
With the Manitoba Chambers of Commerce #BuyLocalMB initiative in full swing, we asked our MB Pulse subscribers to confidentially share their consumer habits and information related to local buying behaviours, preferences, and barriers. Survey respondents provided perspectives on supporting local businesses, including challenges to shopping local.

Buy  LocalMB

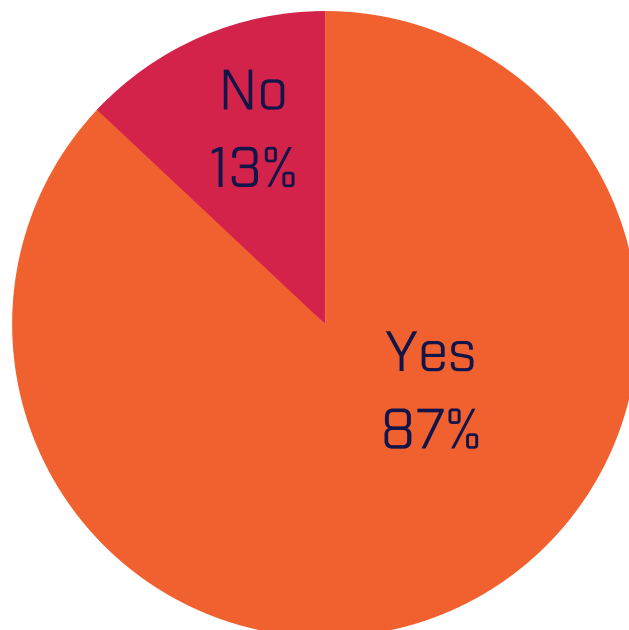
**Local businesses support other local businesses, so your purchase just keeps on giving.**

**#BuyLocalMB**

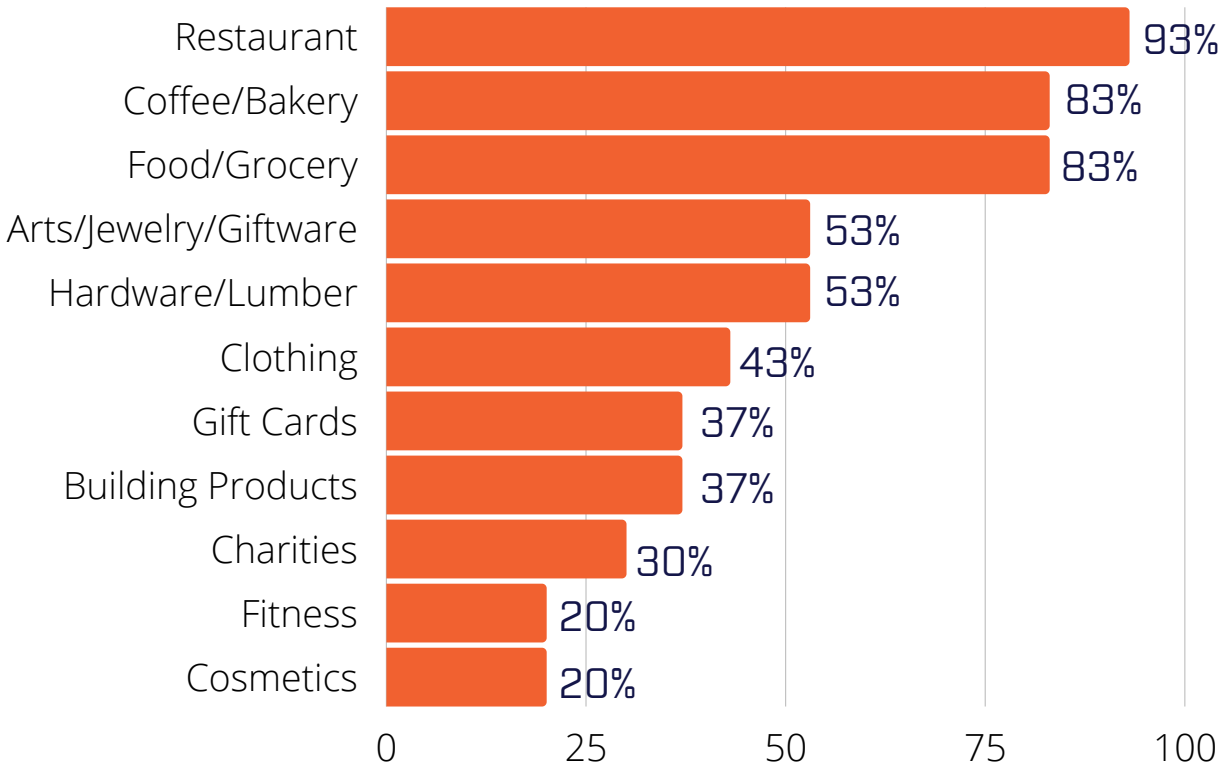
**DO YOU CONSCIOUSLY TRY TO PURCHASE FROM LOCAL VENDORS WHENEVER POSSIBLE?**



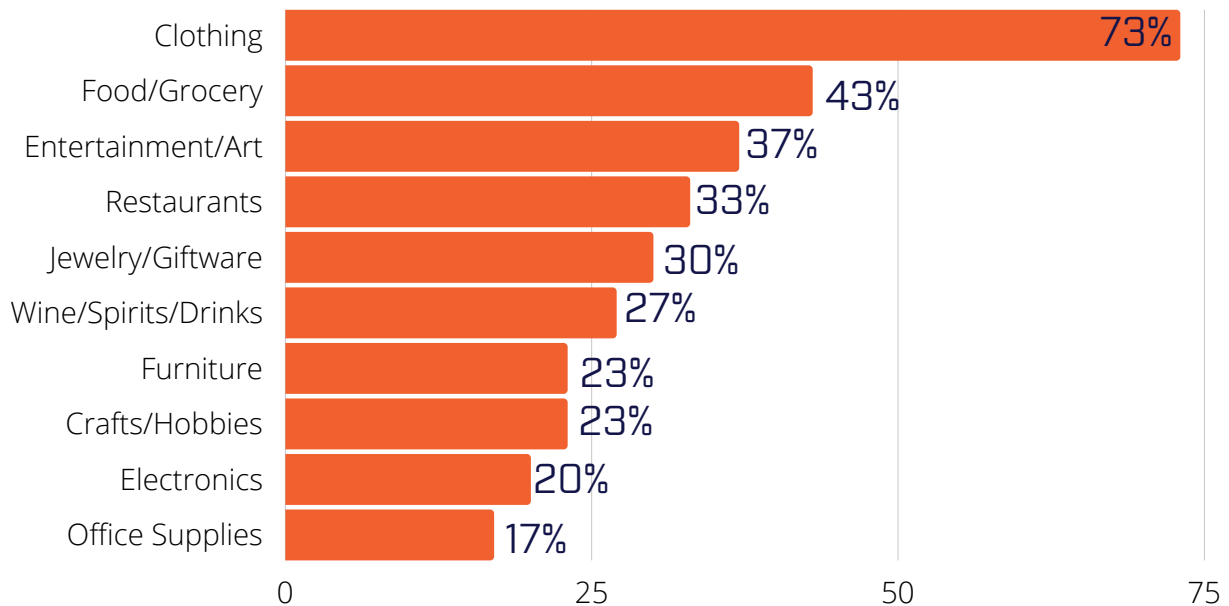
**IN GENERAL, ARE YOU WILLING TO PAY MORE FOR ANY GIVEN PRODUCT/SERVICE TO SUPPORT A LOCAL BUSINESS?**



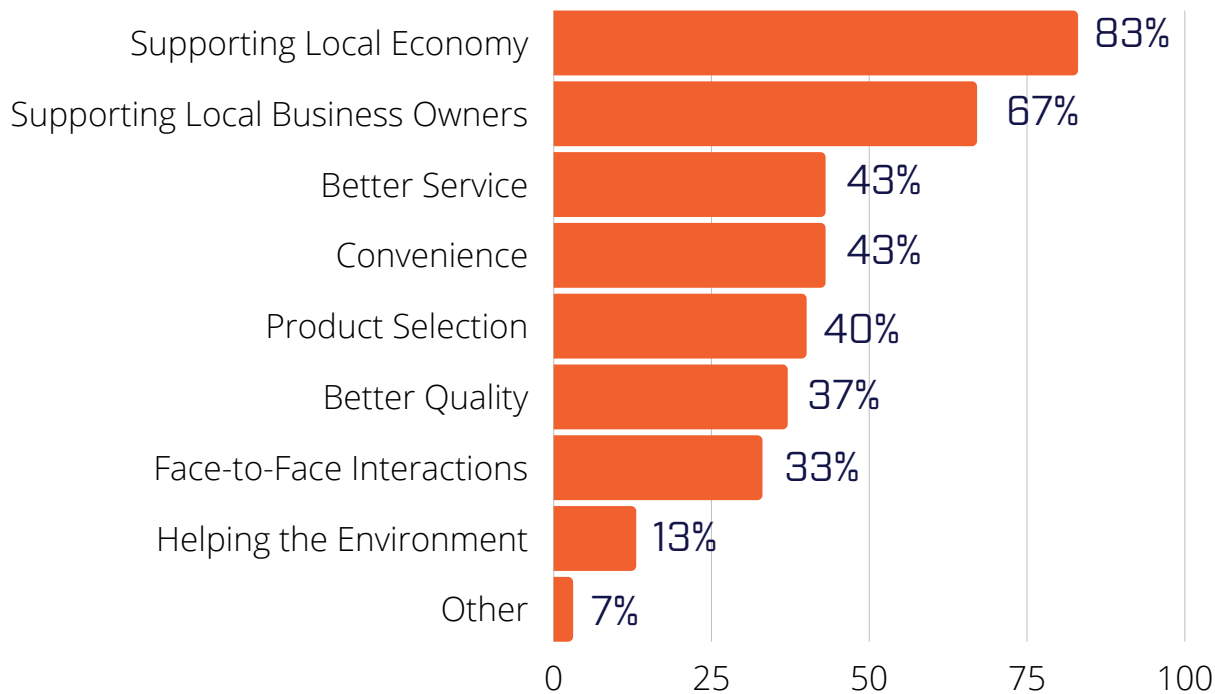
## WHICH LOCAL PRODUCTS/SERVICES HAVE YOU PURCHASED OR USED IN THE PAST 6 MONTHS?



## WHICH LOCAL PRODUCTS/SERVICES WOULD YOU LIKE TO SEE MORE OF?



## WHAT IS MOST IMPORTANT TO YOU WHEN SHOPPING LOCALLY?



## FROM YOUR PERSPECTIVE, WHAT ARE THE BIGGEST CHALLENGES TO SHOPPING LOCAL?

