

# 2022 Manitoba Business Outlook Survey

# Methodology

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The Manitoba Chambers of Commerce (MCC) retained Leger to conduct the 5<sup>th</sup> annual Manitoba Business Outlook survey of its members and partners. The primary purpose of the research was to provide MCC statistically reliable feedback from Manitoba businesses that can be used to develop policies and positions to approach the various levels of government on their behalf for effective recovery strategies and support.

The survey was hosted on the Leger's web server to ensure confidentiality and anonymity of responses. Leger was responsible for the distribution of each member's unique survey link, which ensured that members were not able to complete the survey more than once. In addition, a separate open link was also generated to allow the survey to be shared with other business partners. Throughout the process, Leger maintained respondent confidentiality.

379 Manitoba business decision-makers successfully completed the survey. Since much of the research was conducted from a list database, the sample is considered to be non-probability and therefore, margins of error are not applicable. For contextual purposes, a probability sample of a survey size of 379 cases with this sample frame theoretically carries a confidence interval of approximately +/- 4.7 percent, 19 times out of 20.

A pre-test of the survey was conducted November 23<sup>rd</sup>, 2022. After the test, the survey tool was available online from November 29<sup>th</sup> through December 16<sup>th</sup>, 2022. A total of 3 reminder emails were sent to members during the data collection period. MCC also encouraged survey participation.

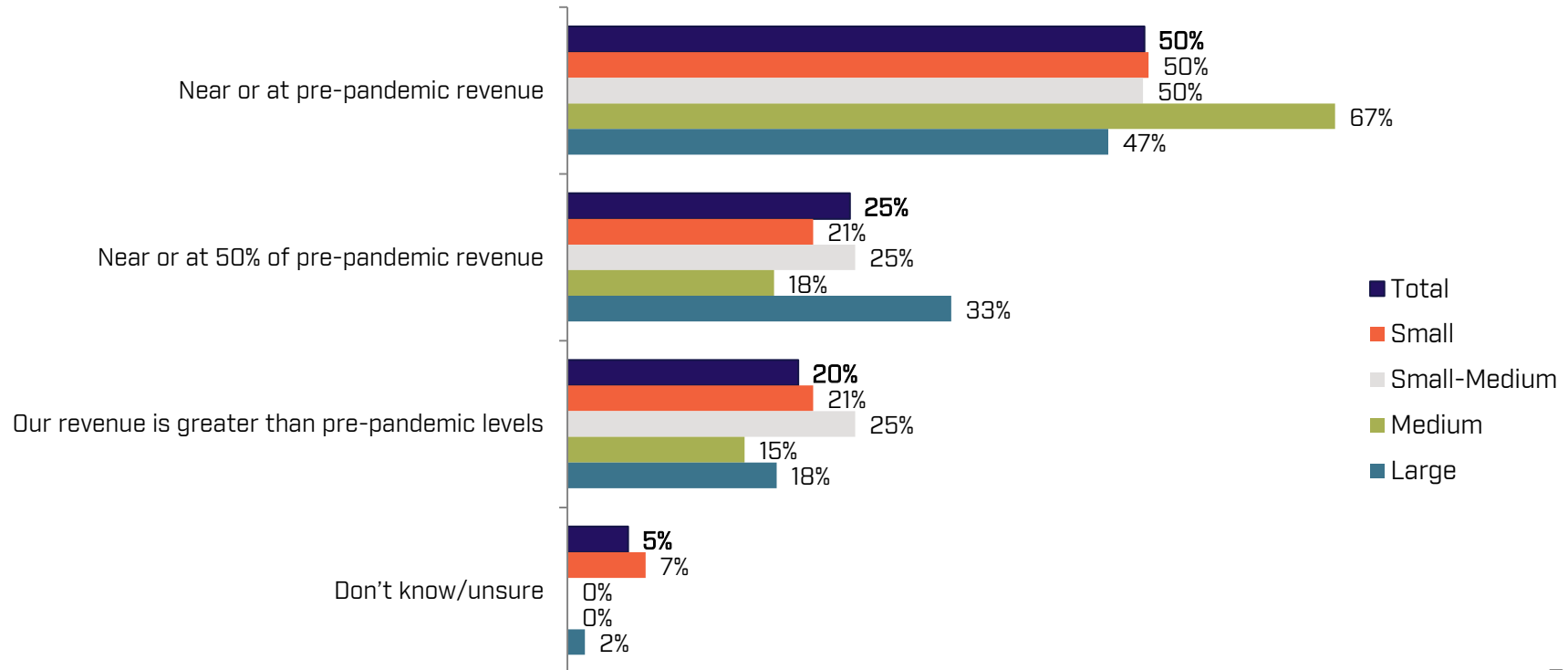
If you have questions about the data presented in this report, please contact **Andrew Enns**, Executive Vice President, at the following email address: [aenns@leger360.com](mailto:aenns@leger360.com)

# Economic Resilience & Recovery

# Revenue Levels Since Pandemic

Q2RR: At what level is your revenue as compared to pre-pandemic levels?

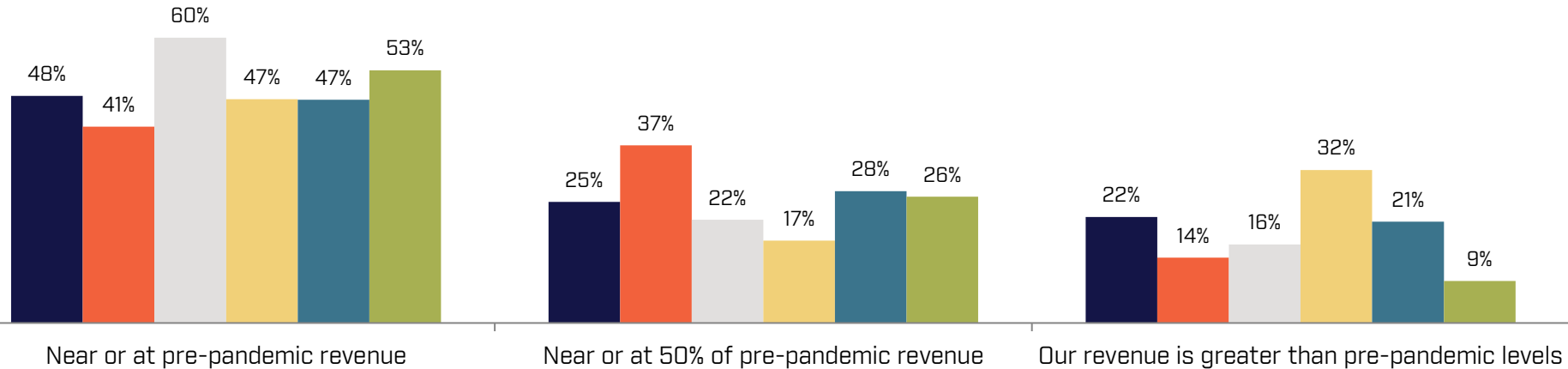
Base: All respondents (n=379)



# Revenue Levels Since Pandemic – By Sector

Q2RR: At what level is your revenue as compared to pre-pandemic levels?

Base: All respondents (n=379)



■ Consumer/Retail/Services

■ Construction/ Manufacturing/ Agriculture/ Transportation

■ Non-profit/ Associations/ Arts/Culture

■ Restaurant/ Hospitality/ Tourism/ Recreation

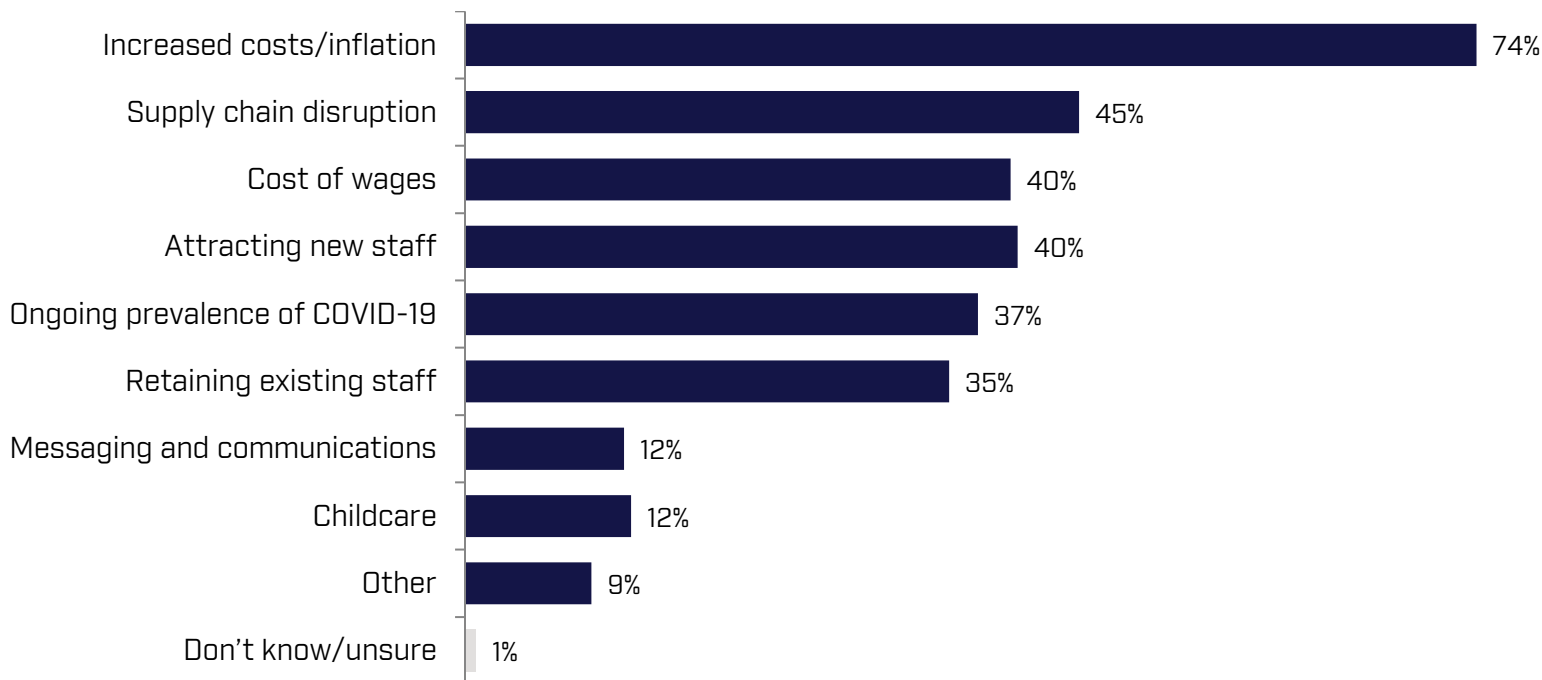
■ Professional Services/ Technology/ Communications

■ Education/ Healthcare/ Government/ Public Admin

# Economic Recovery Barriers

Q1RR In your opinion, what are the biggest barriers to economic recovery?

Base: All respondents (n=379)

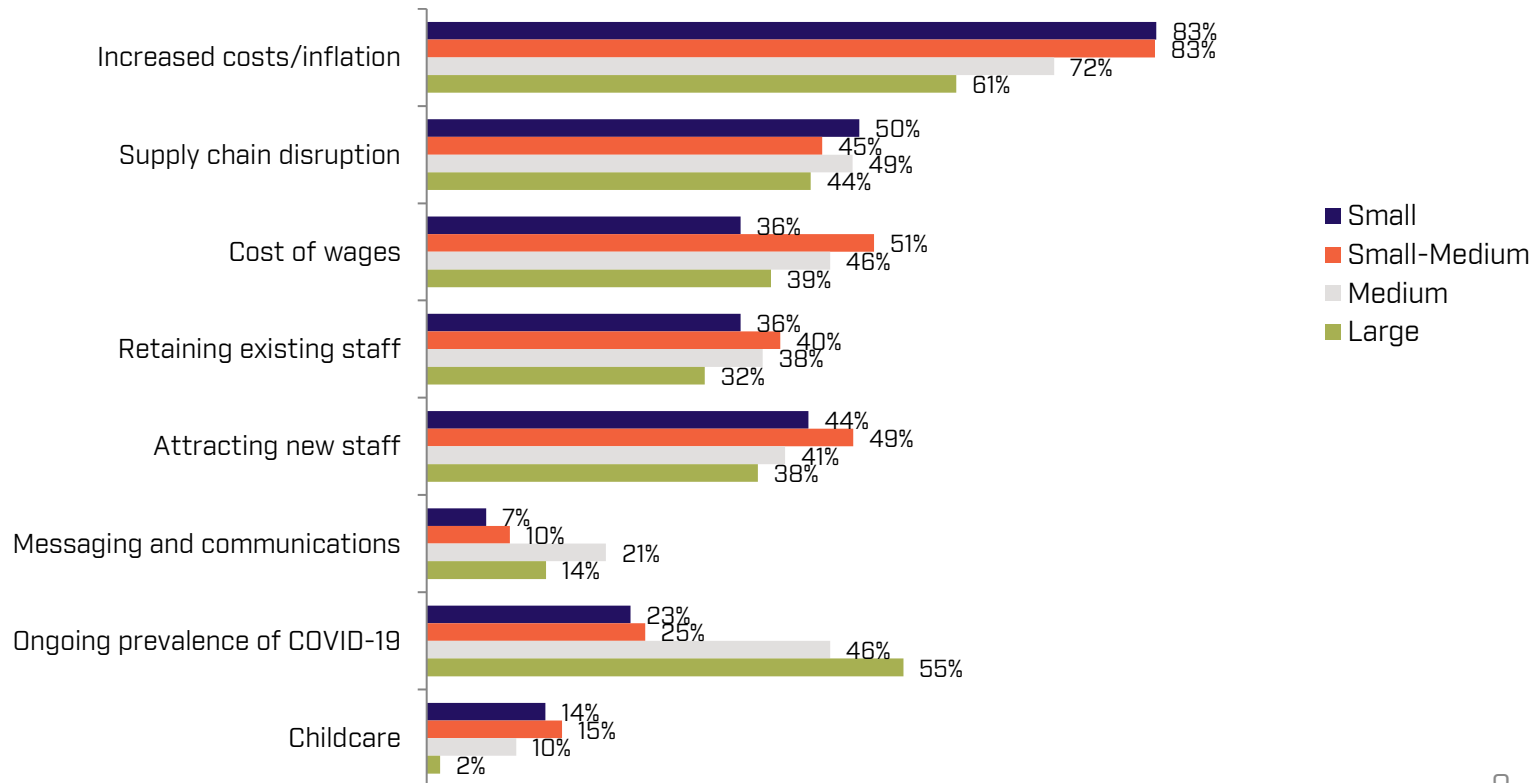


- In 2021, 37% mentioned *restricted spending* and *decrease in sales* as major challenges because of pandemic.
- Messaging and communications is a stronger barrier outside Winnipeg (15% vs 8% in Winnipeg), similarly childcare is more likely to impact business outside Winnipeg (16% vs. 7% within Winnipeg).

# Economic Recovery Barriers – By Employee Size

Q1RR In your opinion, what are the biggest barriers to economic recovery?

Base: All respondents (n=379)

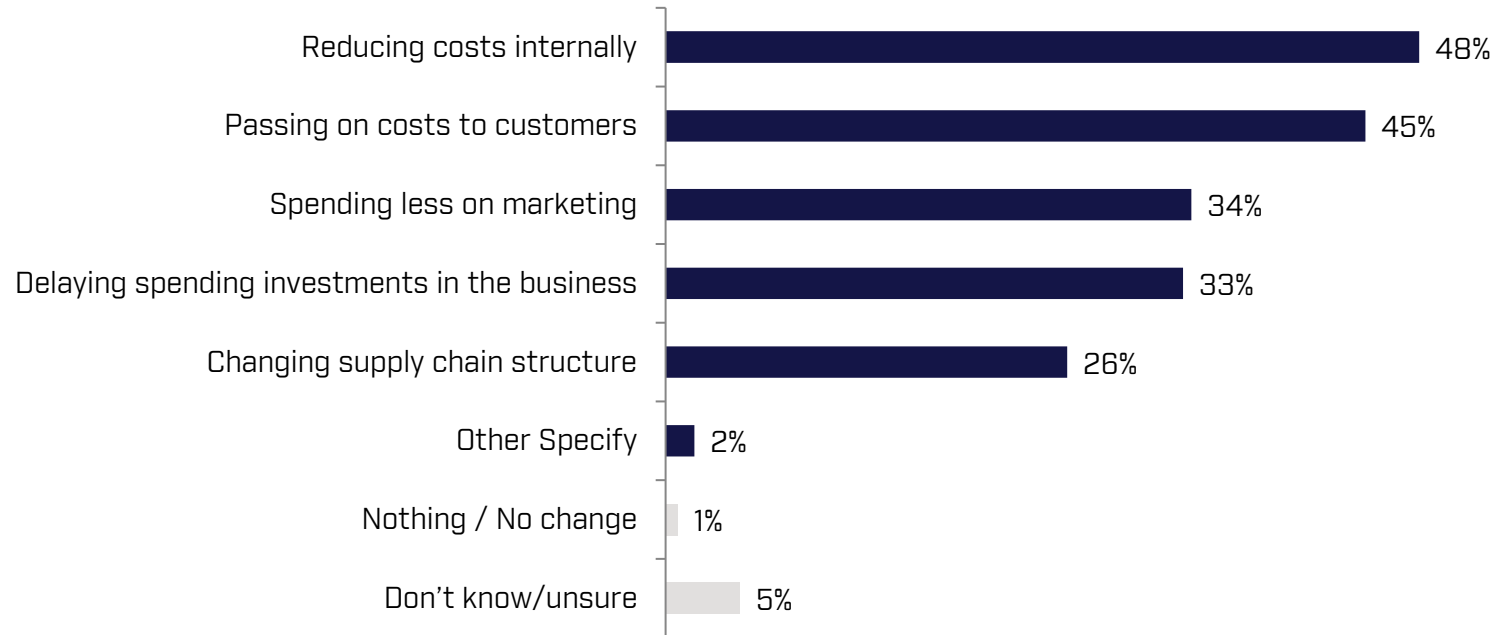




# Actions taken to Combat Inflation

Q2F. What decisions/actions is your organization making in response to inflation?

Base: All respondents (n=379)

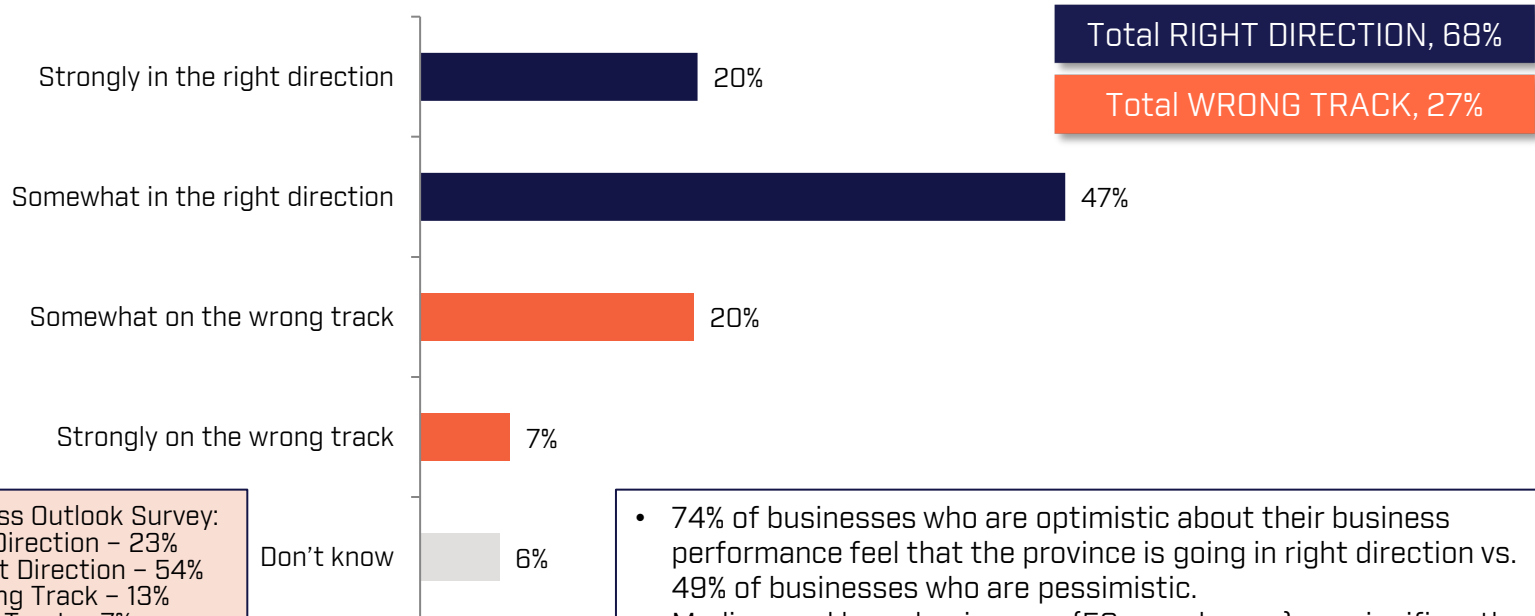


Passing on costs to customers is a more likely an action taken by Winnipeg based businesses (51% vs 40% businesses outside of Winnipeg) and businesses with <50 employees (52% vs. 44% of businesses with 50+ employees).

# Current Economic State of Manitoba

# Province: Right Direction / Wrong Track

Q13: In your opinion as a businessperson, do you feel things overall in the province are still heading in the right direction or is Manitoba on the wrong track? Base: All respondents (n=379)



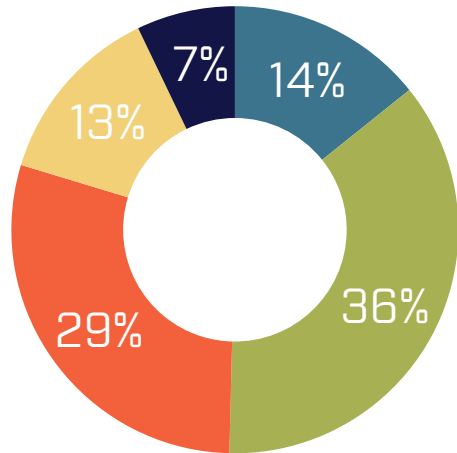
In the 2021 Business Outlook Survey:

- Strongly Right Direction – 23%
- Somewhat Right Direction – 54%
- Somewhat Wrong Track – 13%
- Strongly Wrong Track – 7%
- Don't Know – 3%

- 74% of businesses who are optimistic about their business performance feel that the province is going in right direction vs. 49% of businesses who are pessimistic.
- Medium and large businesses (50+ employees) are significantly more likely to feel the province is headed in the right direction (84% vs. 60% with <50 employees), with 91% of businesses with 100+ employees agreeing Manitoba is on the right track.

# Competitiveness of Manitoba Business Climate

Q17: Do you agree or disagree with the following statement: Manitoba's business climate is competitive with other provinces? Base: All respondents (n=379)



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know

Total AGREE, 50%

Total DISAGREE, 42%

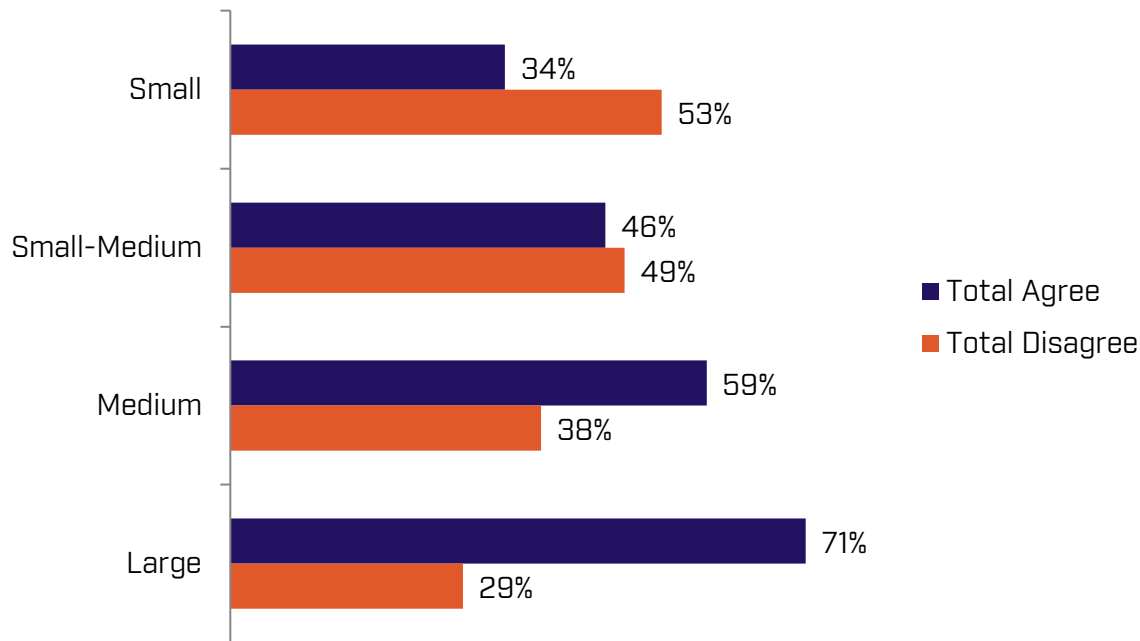
In the 2021 Business Outlook Survey:

- Strongly Agree - 16%
- Somewhat Agree - 45%
- Somewhat Disagree - 20%
- Strongly Disagree - 10%
- Don't Know - 9%

The findings this year resemble the results from the 2020 survey.

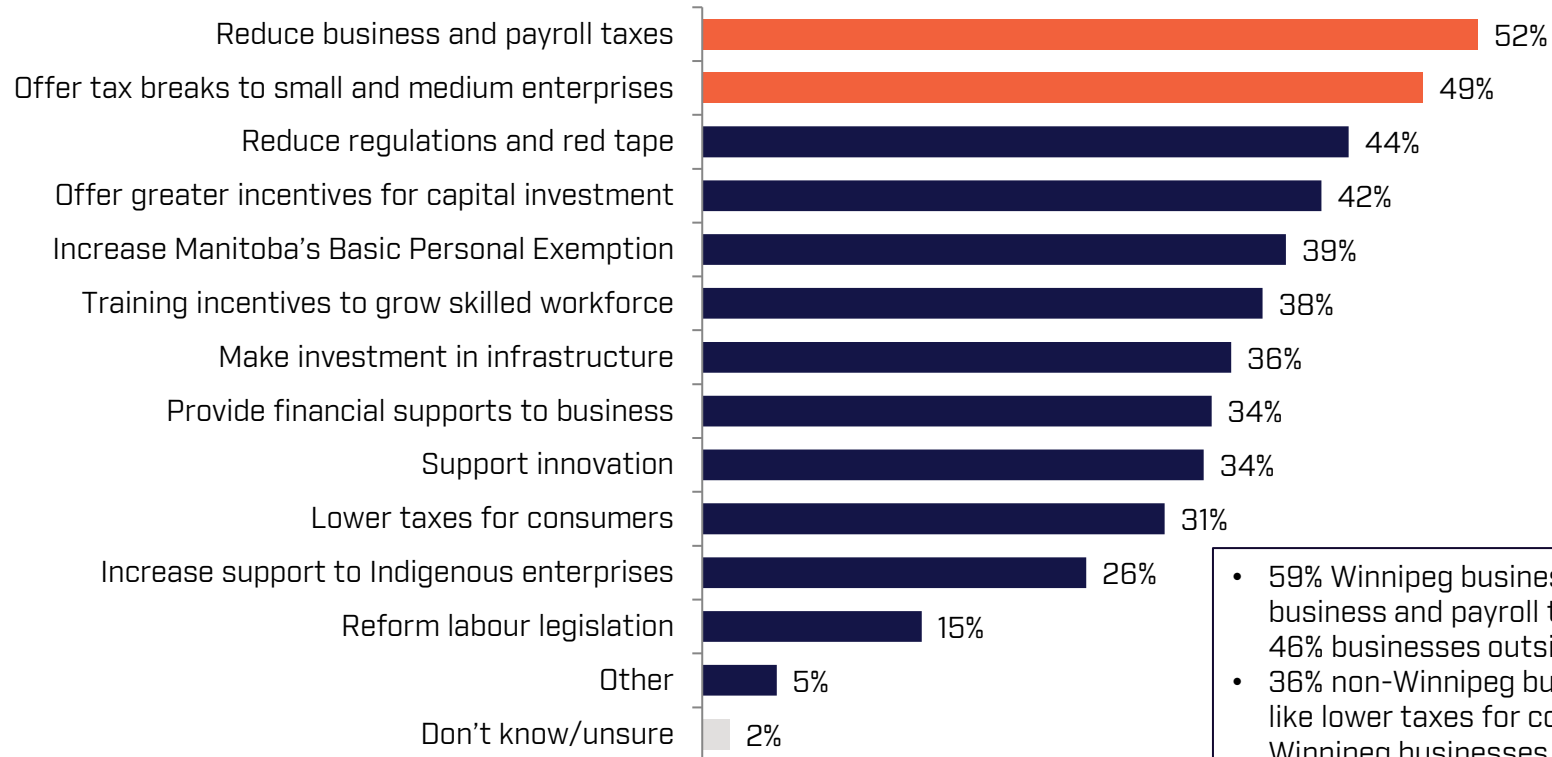
# Competitiveness of Manitoba Business Climate – By Employee Size

Q17: Do you agree or disagree with the following statement: Manitoba's business climate is competitive with other provinces? Base: All respondents (n=379)



# Actions to Improve Manitoba's Competitiveness

Q1EC. In your opinion, which of the following provincial government measures would most significantly improve the competitiveness of Manitoba's business climate? Base: All respondents (n=379)

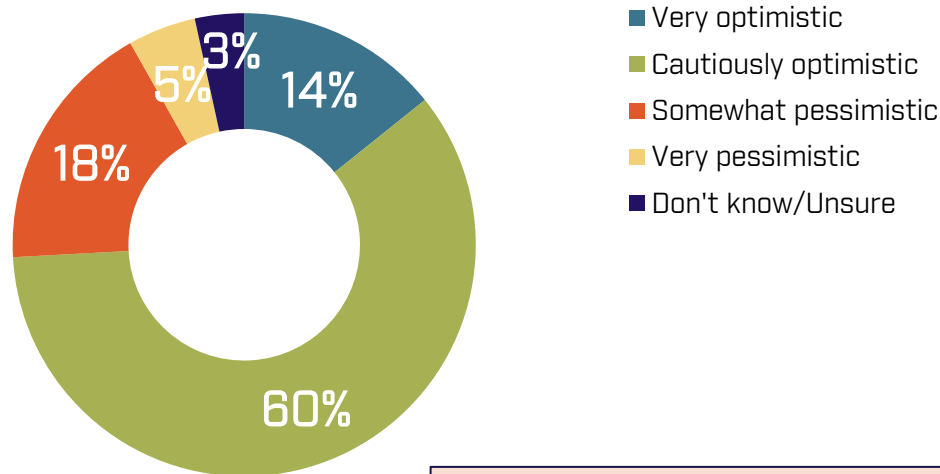


- 59% Winnipeg businesses want business and payroll taxes reduced vs. 46% businesses outside Winnipeg.
- 36% non-Winnipeg businesses would like lower taxes for consumers vs. 26% Winnipeg businesses.

# Business Expectations for the Future

# Business Optimism

Q16: At this point in time, how do you feel about your business and its performance? Are you generally optimistic or pessimistic? Base: All respondents (n=379)



In the 2021 Business Outlook Survey:

- Very Optimistic – 32%
- Cautiously Optimistic – 57%
- Somewhat Pessimistic – 7%
- Very Pessimistic – 3%
- Don't Know – 1%

Total OPTIMISTIC, 74%

Total PESSIMISTIC, 22%

Firms with decreased revenue since pandemic (50% of pre-pandemic levels) are more likely to be pessimistic (46% vs. 15% firms that have reached or exceeded pre-pandemic revenue levels).

Medium Businesses (50-99 employees) are more pessimistic as compared to small or large businesses (41% vs. 23% small/medium or 21% large businesses)



# Greatest Challenge in Next 6-12 months

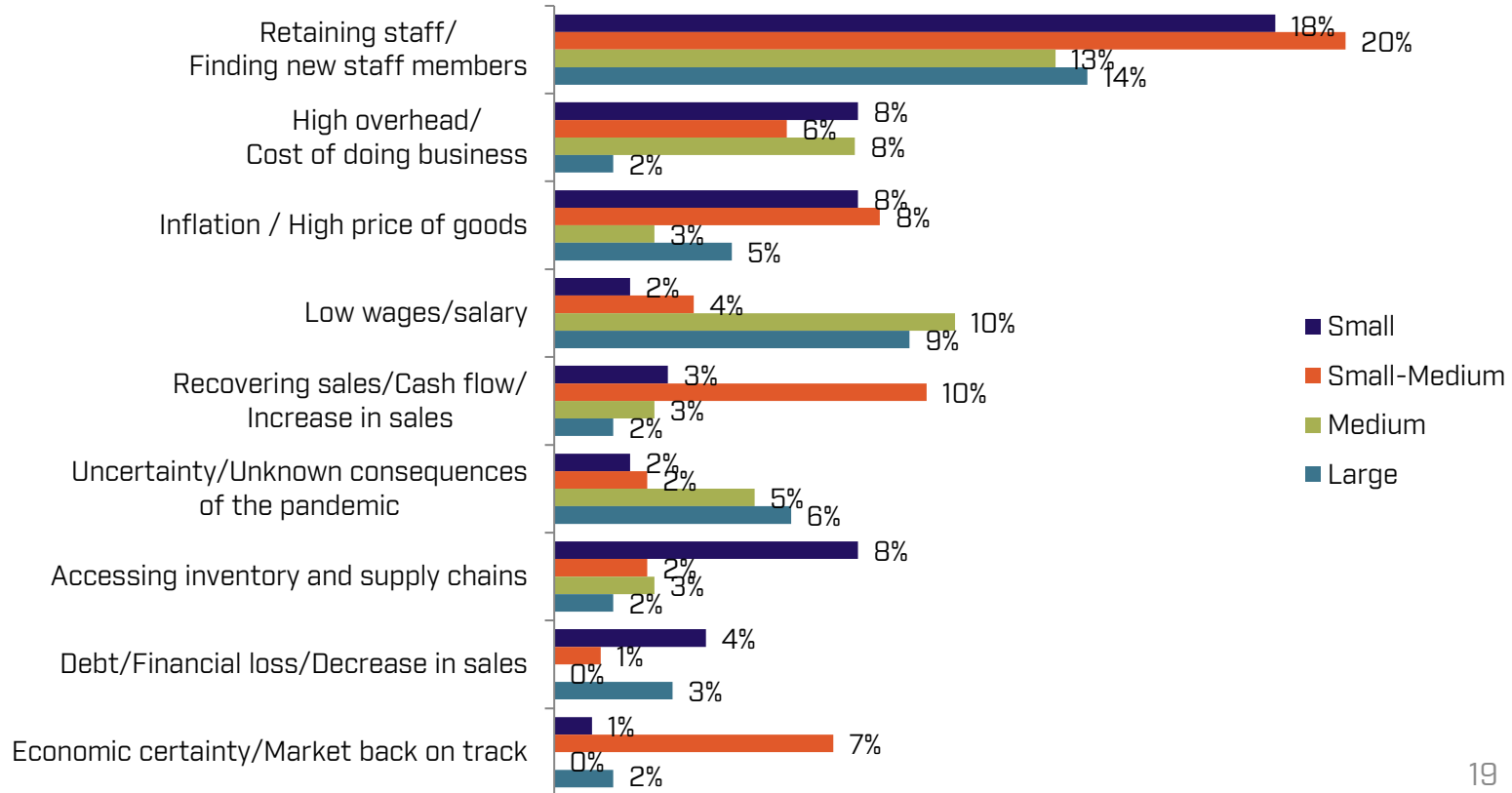
Q14: Thinking about the next 6 to 12 months, from your perspective, what is the greatest challenge facing your organization? Base: All respondents (n=379) [Mentioned by 2% or more]



*Retaining staff/Finding new staff members was also the most frequently mentioned issue in 2021 (14%).*

# Greatest Challenge Facing Company – By Employee Size

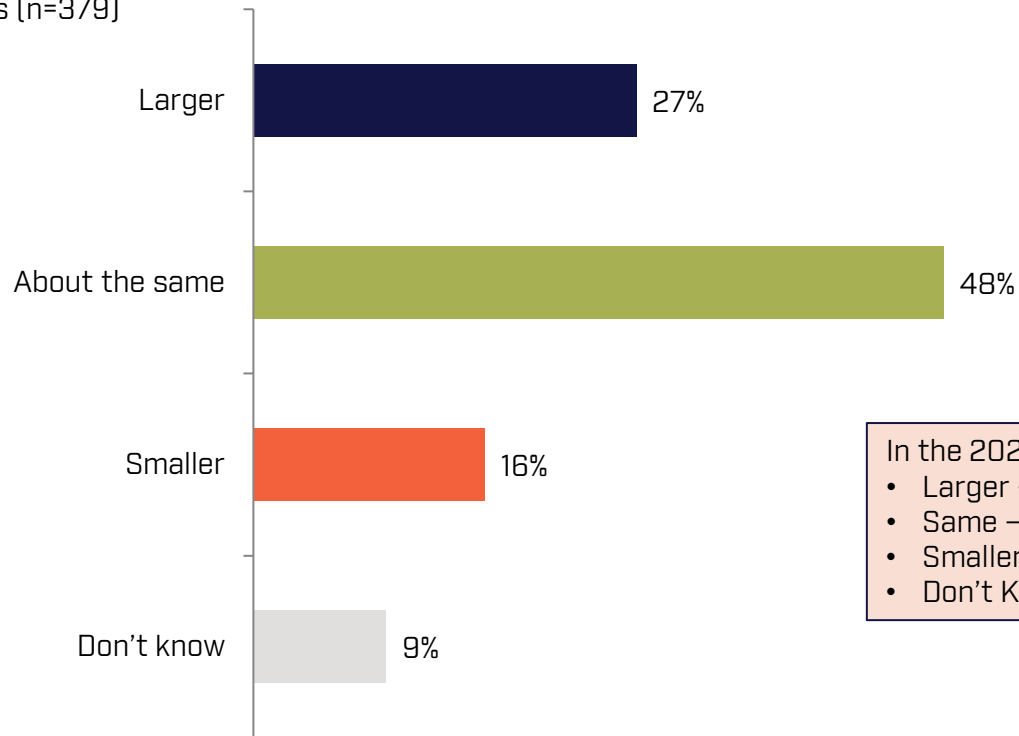
Q14: Thinking about the next 6 to 12 months, from your perspective, what is the greatest challenge facing your organization? [TOP 9 RESPONSES] Base: All respondents (n=379)



# Business Growth Expectations

Q15: Thinking about 12 months from now, do you expect the number of people employed by your company will be...?

Base: All respondents (n=379)



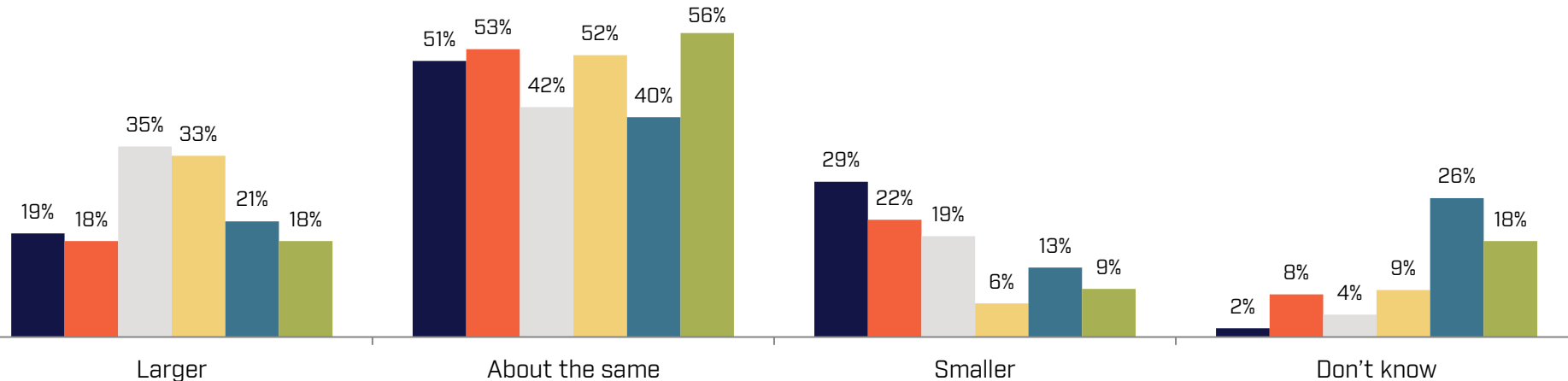
In the 2021 Business Outlook Survey:

- Larger - 29%
- Same - 58%
- Smaller - 10%
- Don't Know - 3%

# Business Growth Expectations – By Sector

Q15: Thinking about 12 months from now, do you expect the number of people employed by your company will be...?

Base: All respondents (n=379)



■ Consumer/ Retail/ Services

■ Construction/ Manufacturing/ Agriculture/ Transportation

■ Non-profit/ Associations/ Arts/Culture

■ Restaurant/ Hospitality/ Tourism/ Recreation

■ Professional Services/ Technology/ Communications

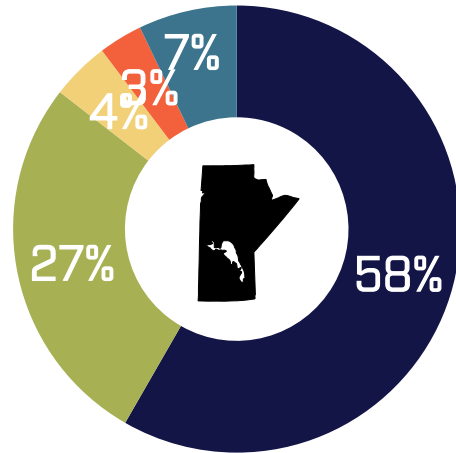
■ Education/ Healthcare/ Government/ Public Admin

# Trade Opportunities

# Manitoba Government's Role in International Trade Opportunities

Q3T: Regardless of how important international trade is for your business, how important is it for the provincial government to have a clear strategy to build international trade opportunities for Manitoban businesses?

Base: All respondents (n=379)



- Very important
- Somewhat important
- Not very important
- Not at all important
- Don't know/unsure

Total IMPORTANT, 85%

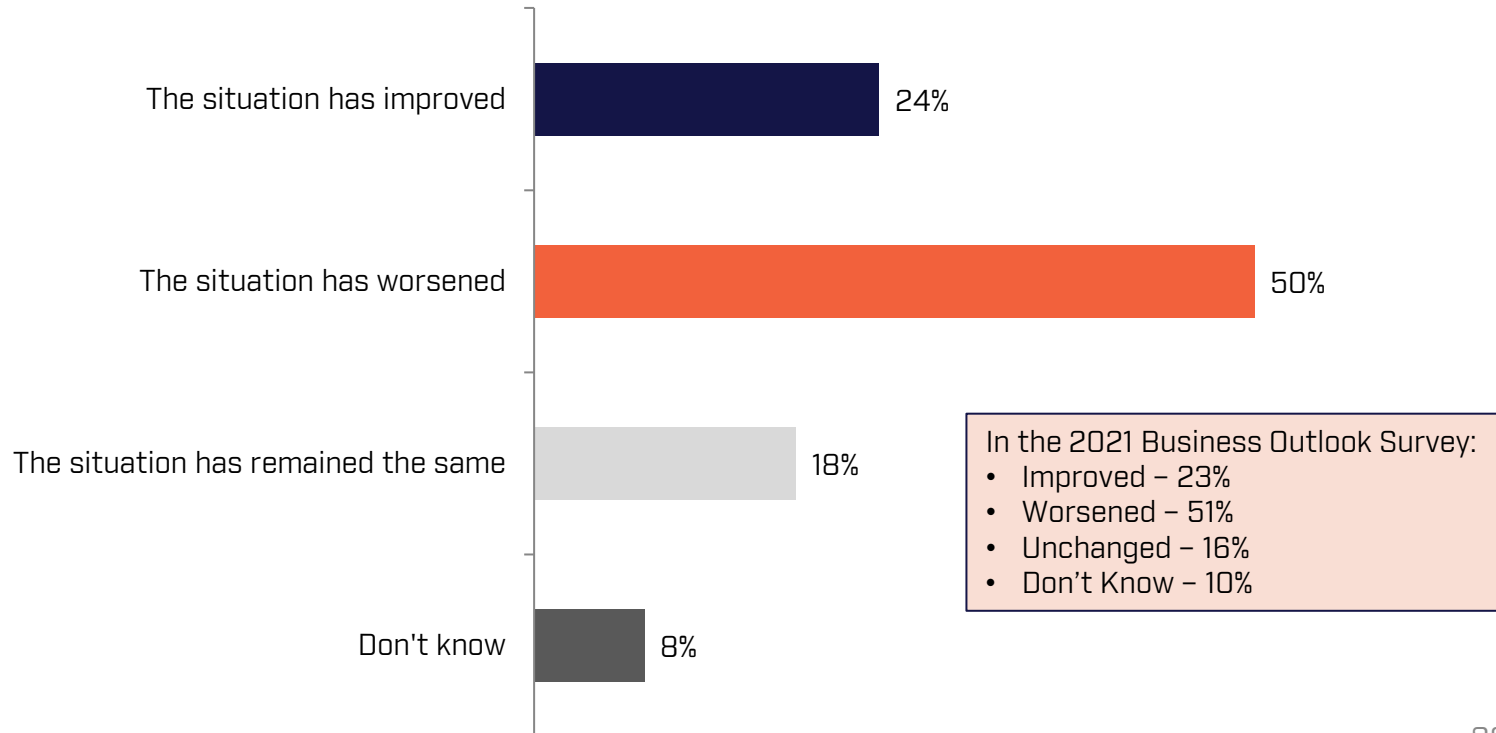
Total NOT IMPORTANT, 7%

- Winnipeg businesses are more likely to feel it is important for the provincial government to have a clear strategy to build international trade opportunities for Manitoban businesses, and in fact, to feel it is very important (67% vs. 51% outside Winnipeg).

# Labour Market Perceptions

# Access to Skilled Labour

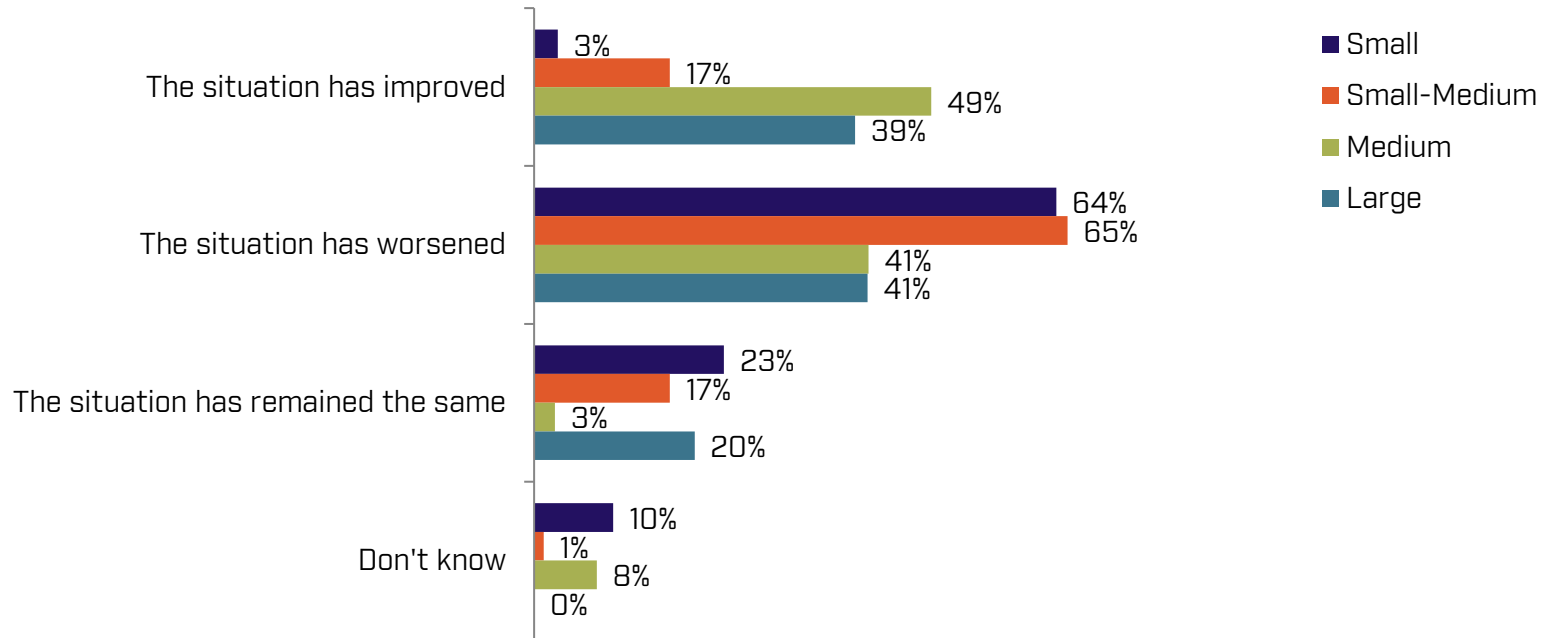
Q19: In your opinion, has the situation related to access to skilled labour in Manitoba improved, worsened, or stayed the same compared to 2 to 3 years ago? Base: Respondents (n=379)





# Access to Skilled Labour – By Employee Size

Q19: In your opinion, has the situation related to access to skilled labour in Manitoba improved, worsened, or stayed the same compared to 2 to 3 years ago? Base: Respondents (n=379)



# Barriers to Hiring Qualified Employees

Q20: What do you see as the most significant barriers to your ability to hire qualified employees in your business?  
 (TOTAL MENTIONS) Base: Respondents (n=379)



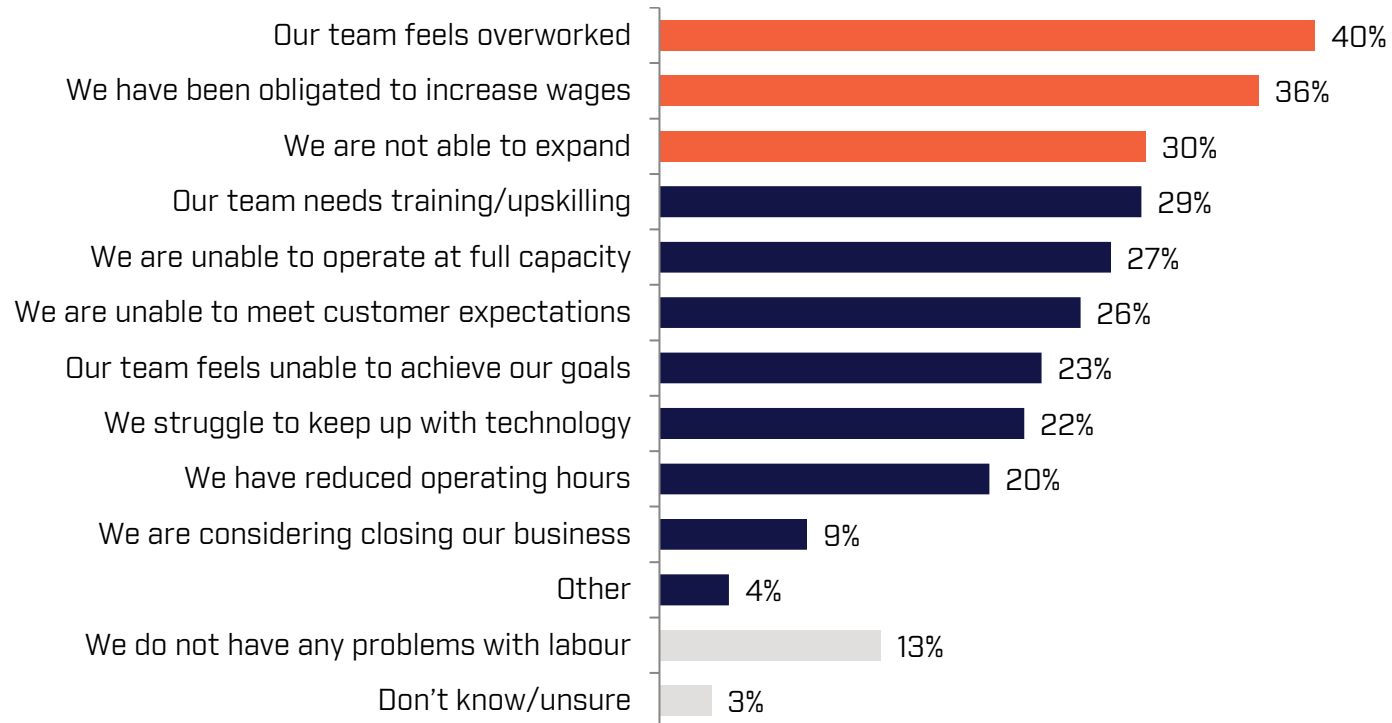
2021 Business Outlook Survey [Top 3 Results]:

- Inability to attract qualified candidates: 35%
- Wages don't meet expectations: 24%
- Alignment of current employee skills with needs: 19%

# Impact of Labour Shortages

Q1LM: What impact are workforce challenges and labour shortages having on your business or organization?

Base: Respondents (n=379)



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