

Indigenous Voices Omnibus Survey 2022

Amplifying Indigenous Voices

For more than two decades, Probe Research Inc. has helped First Nations communities, treaty relations agencies, governance organizations, non-profits and government departments better understand First Nations and Métis residents of Manitoba. Our unique annual survey of Indigenous people has explored everything from views on reconciliation to grocery buying habits and has created a detailed portrait of this diverse and growing population.

What's an Omni?

Every organization can benefit from strategic research, but the cost of custom public opinion polling – especially with difficult-to-access populations – can be prohibitive. An omnibus survey solves this problem by gathering together clients to share the cost of the research. Clients can buy either a single question or a set and gain access to critical socio-demographic breakdowns such as age, region, Indigenous identity and income at no additional cost. In addition, every client has access to a series of core insights – broad attitudinal information that provides valuable context to proprietary results.

Our Indigenous Partnerships

As part of the Indigenous Voices omni, we have:

- An advisory committee of First Nations and Métis experts who help craft questions and public materials to make sure they are culturally appropriate and respectful.
- A commitment to returning as much data as possible to Indigenous people to make sure we share back information, not just take it. Non-proprietary results are shared with Indigenous leaders and with actual survey respondents, allowing them to see how their views compare with others across the province. Though client confidentiality is paramount, Probe Research also provides as much data as possible from the “core” research unit to Indigenous media. As well, low-cost or complimentary research opportunities are available to local Indigenous organizations.

How We Do It

Probe Research surveys 500 First Nations, Métis and Inuit people online and by telephone, including cell phones. This ensures a random and representative sample that reflects the actual demographics of the province's Indigenous peoples, including those who live on-reserve. On a sample of 500, the margin of error is 4.4 per cent, 19 times out of 20.

Pricing Options

**Single Closed End
Question \$1,995**

**Single Open End
Question \$2,495**

What You Get

- Help crafting clear, fair and useful survey questions that will lead to action.
- A clear, creative and analytical graphical report highlighting significant findings, differences among sub-populations and recommendations for action.
- Access to “core” research results including regular updates on key socio-economic indicators and views on political and cultural issues.
- An in-person presentation, if desired.

Schedule of events



Collaborative
questionnaire design:
completed by Oct. 18



Data collection
period: Oct. 28-
Nov. 22



Data analysis and final
reports to clients:
Week of Dec. 12