

# Manitoba Omnibus

## About the Omni

Probe Research Inc. has conducted its quarterly Manitoba Omnibus Survey on an uninterrupted basis for more than a decade. This respected tool has helped hundreds of private, public, and non-profit organizations understand Manitobans and make better decisions.

## Why an Omnibus Survey?

All organizations need strategic research, yet tight budgets often discourage these important studies. The Omni solves this dilemma by assembling a group of clients who share the cost of a large-scale general population survey, while exclusively retaining their own results.

Subscribers can purchase a small unit of questions, either as part of a more in-depth research program or to simply take the temperature of Manitobans on a particular topic.

## How it works

Probe Research employs a hybrid phone-to-web model. A live-voice operator randomly recruits respondents by landline or mobile phone, inviting them to complete the survey online using a secure link. This hybrid method preserves the true probability sample vital to scientific surveys while increasing response rates, particularly among hard-to-reach younger citizens. This method also allows for more creative and detailed questions online that may not be achievable with a telephone survey.

As well, we can boost our sample size for clients who need more detailed data from a particular demographic or region, such as millennials or residents of a specific municipality.

Question Type*	City Only N=600	Province Wide N=1,000
Single Closed End	\$900	\$1,100
Single Open End	\$1,200	\$1,300

\*Two question minimum





\*\*Questions featuring video subject to additional programming costs.

Omnibus	Questions Finalized	Data Collection Period	Final Deliverables to client (week of)
Winter 2022	November 14	November 23 – December 4	December 12
Spring 2023	February 27	March 8 – 19	March 27
Summer 2023	May 23	May 30 – June 11	June 19
Fall 2023	August 28	September 7 – 18	September 25

## What you can learn

- ✓ Gauging public opinion on key issues, now and over time. Do Manitobans support or oppose your policy initiative? What arguments are most persuasive?
- ✓ Tracking long-term market trends and consumer habits. How has awareness or use of your product or service changed over time or in relation to competitors?
- ✓ Developing low incidence databases. What proportion of Manitobans or Winnipeggers behave a certain way or use a certain product?
- ✓ Ad tracking and examining the effect of public relations campaigns. How many Manitobans were reached by a marketing campaign and did the message resonate or change views and behaviours?

## What you'll get

-  Close collaboration with professional Probe Research staff to develop clear, objective and actionable survey questions.
-  An accessible, easy-to-read graphical report of key findings, including highlights on significant differences across demographic sub-groups.
-  Raw data tables, showing your results broken down by respondents' gender, age, income, education, etc.
-  Analysis and next steps to emerge from the findings.