

# LEARN WHAT WESTERN MANITOBANS ARE THINKING

Probe Research conducts the only custom survey of Western Manitobans about the issues that matter to them.

Organizations in the region use this tool to find out what Western Manitobans think about their brand and their issues. This survey provides unique insights that will help you and your organization understand what Western Manitobans are thinking.

## How it works:

You can purchase as many or as few questions on the survey as you would like – as opposed to spending tens of thousands of dollars on your own custom survey.

Westman residents who answer our Manitoba Omnibus survey are asked specific questions on behalf of your organization.



We supplement the responses we collect through the provincial Omnibus surveys by conducting a targeted survey of Westman residents in January 2024. The final representative sample of 800 residents, includes an even split of Brandon residents and those in the rural Westman/Parkland regions.



**Client Cut-off Date:**  
February 27, 2023



**Data Collection Period:**  
March 8 – December 3, 2023, January 11 – 21, 2024



**Final Deliverables to Client:**  
Week of Jan. 29, 2024

## With this survey, you receive:



Client consultation from the beginning to the end of the project



Expert question design



Data collection, including updates as the responses are being gathered



Data analysis, including coding survey data and detailed data tables showing results by demographic categories (age, gender, area, household income, etc.)



A final report (in PowerPoint/PDF format) showcasing the key findings and providing strategic insights/recommendations.

	Brandon Only	Region Wide*
Single Closed End	\$700	\$1,050
Single Open End	\$950	\$1,650