

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)
Spring 2024	February 22	March 6 – 17	March 25
Summer 2024	May 16	May 29 – June 9	June 17
Fall 2024	August 22	September 5 – 15	September 30
Winter 2024	November 14	November 27 – December 8	December 16

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.