

Manitoba Omnibus

Probe Research Inc. has conducted its quarterly Manitoba Omnibus Survey for nearly two decades, helping hundreds of private, public and non-profit organizations understand the views and preferences of Manitobans.

What's an omnibus survey?

All organizations need good data to drive strategic decisions, but research budgets are often tight. Probe's omni solves this dilemma by assembling a group of clients who share the cost of a high-quality general population survey while exclusively retaining their own proprietary results.

Clients can buy a small unit of questions, either as part of a bigger research program or to simply take the temperature of Manitobans on a particular topic.

How it works

Probe Research uses a hybrid model to recruit Manitobans to the omnibus survey.

A live-voice operator randomly recruits respondents by landline or mobile phone, inviting them to complete the survey online using a secure link. Respondents are also recruited to the online survey via Interactive Voice Response (IVR) and from Probe's proprietary panel.

This hybrid method preserves the true probability sample vital to scientific surveys while increasing response rates, particularly among hard-to-reach citizens. This method also allows for more creative and detailed questions online that may not be achievable with a traditional telephone survey.

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	\$950	\$1,150
Single Open End	\$1,250	\$1,350

*Questions featuring video/images cost a little more for programming


For more information: maryagnes@probe-research.com or curtis@probe-research.com
Ph: 204.926.6565 Toll free: 1.877.538.5545


Omnibus	Questions Finalized	Data Collection Period	Final Deliverables to client (week of)
Spring 2025	February 20	March 5 – 16	March 24
Summer 2025	May 15	May 28 – June 8	June 16
Fall 2025	August 21	September 4 – 14	September 29
Winter 2024	November 13	November 26 – December 7	December 15


What you can learn from Manitobans

- ✓ Opinions on key issues, now and over time. Do Manitobans support or oppose your policy initiative? What arguments are most persuasive?
- ✓ 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?
- ✓ Incidence rates. What proportion of Manitobans or Winnipeggers behave a certain way or use a certain product?
- ✓ Ad tracking and the effect of public relations campaigns. How many Manitobans were reached by a marketing campaign? Did the message resonate or change views and behaviours?

What you get

 Close collaboration with Probe's managing partners to develop clear, objective and actionable survey questions.

 An accessible, easy-to-read graphical report of key findings, including highlights of 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.

www.probe-research.com

PROBE
RESEARCH INC.