

Manitoba Omnibus

The Probe Research Omnibus Survey has been Manitoba's public opinion measuring stick for more than two decades. Hundreds of private, public and non-profit organizations use this tool to 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. The Omnibus solves this problem 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's done

We use a hybrid method to recruit Manitobans to the Omnibus survey.

A live interviewer 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.

By using several outreach methods, we get a true probability sample while ensuring hard-to-reach citizens (young people, new Canadians, Indigenous Manitobans) are included in our sample. Making the survey available online also allows for more creative and detailed questions online that we can't ask using a traditional telephone survey.

For an additional fee, we can boost our sample size for clients who need more detailed data from a particular demographic group or region.

Question Type*	City Only (N=600)	Province Wide (N=1,000)
Single Closed End	\$975	\$1,175
Single Open End	\$1,275	\$1,375

*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 2025	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 senior team members 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.