

The Probe Omnibus Survey is a research vehicle that can address various research needs including:

- Gauging public opinion.
- Monitoring consumer habits and behaviours.
- Tracking long-term market trends.
- Developing low incidence data bases.
- Ad tracking and examining public relations campaigns, or services.

Question Type	City Only N=600	Province Wide N=1000
Single Closed End	\$725	\$975
Single Open End	\$925	\$1225

Probing the Minds of Manitobans



Now Manitoba is yours for the asking...



Why an Omnibus Survey?

Most organizations can benefit from strategic research, yet restricted budgets often discourage the initiation of important studies. The Probe Omnibus Survey solves this dilemma by assembling a group of research users who collectively share the associated costs of conducting a survey, while exclusively retaining their own results.

Subscribers can purchase either single or sets of questions to inquire about topics of strategic importance. By coordinating the research interests of several clients, the Probe Omnibus Survey offers the most cost-effective method of quantifying information about the Manitoba marketplace.



Suite 850—125 Garry Street
Winnipeg, Manitoba R3C 3P2
1.877.538.5545 toll free
204.926.6565 ph
204.926.6566 fax
www.probe-research.com
Kevin@probe-research.com

PROBE OMNIBUS



...for what you need to know.

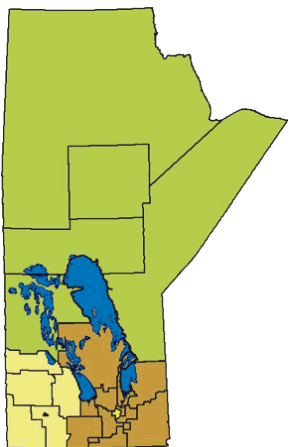
...how well do you really know your market?

THE PROBE RESEARCH OMNIBUS IS MANITOBA'S MOST RESPECTED, SHARED-COST SURVEY RESEARCH VEHICLE.

Omnibus	Cut-off Date	Data Collection Period	Final Deliverables to client (week of)
Spring - 2011	March 1	March 7 – 23	April 4
Summer - 2011	May 31	June 6—24	July 4
Fall - 2011	Sept 6	Sept 12 - 26	Oct 10
Winter - 2011	Nov 15	Nov 21 - Dec 10	Dec 19

POSSIBLE AREAS OF INQUIRY

- BRAND AWARENESS
- PUBLIC OPINIONS
- PRODUCT USAGE
- CREATIVE TESTING
- TRACKING



flexible solutions for your business needs

A RECORD OF ACHIEVEMENT

Probe Research Inc. has conducted its quarterly Manitoba Omnibus on an uninterrupted basis for more than a decade for literally hundreds of private, public, and non-profit organizations.

Probe Research Inc. is known and respected for accuracy, integrity and economical research tools for all types of organizations. The Probe Research Omnibus Survey has become Manitoba's most recognized and trusted polling service.

ACCURACY THROUGH RANDOM DIGIT DIALING

Surveys are conducted by random digit dialing ensuring that all areas of the city/province comprise the respondent pool. By creating the respondent group in this manner you are guaranteed an accurate snapshot of the views of the citizens of the city and province.



DELIVERABLES

Probe Research staff are available to help you develop objective and actionable survey questions. Deliverables include detailed data tables, showing your results broken down by respondents' gender, age, income, education and region.

We also offer a written report illustrating the most significant findings with embedded graphs and tables, as well as our media relations service for those who need to share their results with others.



WHO DO YOU WANT TO SURVEY; PROVINCE, CITY OR BOTH?

Pose your questions to either Winnipeg residents, Manitoba residents or both.