

# MANITOBA ONTOPIC®

Manitoba's First Online Monthly OnTopic® Service

**Manitoba OnTopic®** is the newest full-service monthly omnibus in Manitoba that provides you with online data collection and two sampling options (province-wide or city specific, i.e. Winnipeg) to best suit your needs. Professional researchers will provide guidance and advice on question wording or will design complete questionnaires if desired. Reporting and interpretation of the findings can also be provided at an additional charge.

**Our OnTopic®** is an ideal tool for measuring advertising recall, brand image, public opinion, or any subject for which you want to take the pulse of the general population of Manitoba. Sample is drawn using the Inshtrix online ManitobaWatch® panel.

## The Schedule

Questions are due at 9:00 am on the second Friday of the month. The online data collection field window runs from Tuesday to Thursday and detailed tables are provided the next day! The detailed tables include the frequencies for all of your questions, cross-tabulations by standard demographic variables including gender, age, education, income, number of children in the household and region, and significance testing. Custom cross-tabulations and/or data-sets can also be provided upon request.

*ManitobaWatch® is a Manitoba-only research panel, managed by Inshtrix Research.*

*Panelists are recruited using a variety of methods and are self-profiled on demographic and behavioral variables.*

## Pricing

Price varies by the type of questions asked on the omnibus. Volume discounts are available for those who purchase questions to run on multiple months.

### SAMPLE

- ✓ Representative sample of your choice of 600 residents in Manitoba (including Winnipeg) OR Winnipeg only
- ✓ Quotas are set to ensure that the sample matches the distribution of the population by region, age, and gender
- ✓ Statistically reliable results within each region of the province

### PRICING

<b>Close-ended</b> .....	<b>\$700</b>
<b>One Grid Question</b> .....	<b>\$700</b>
<b>Each Additional Grid Question</b> .....	<b>\$100</b>
<b>Partial Open-End</b> .....	<b>\$800</b>
<b>Wide Open-End</b> .....	<b>\$975</b>
<b>Executive Summary</b> .....	<b>Please Call</b>

*To learn more about the Inshtrix Manitoba OnTopic service and how it can benefit your organization, please contact us!*