OMNIBUS FOR
GREATE BAY AREA

FAST AND RELIABLE DATA
AT LOWER COST

IPSOS.DIGITAL

Address burning
questions/ disaster check

Gauge category
usage and behavior

Evaluate the impact of a societal
event or marketing activities

Measure awareness
and image

*Via a
representative
sample and an
online
reporting
portal*

COVERAGE OF MAINLAND CITIES

Sample Audience	Aged 18-64 residents in the nine GBA mainland cities
Methodology	Online survey in Simplified Chinese
Sample Size	N=1,000
Frequency	Bi-weekly (Every first and third week of the month) Question cut off – Every first and third Tuesday, 6pm
Timing	Fieldwork – 7 days Data delivery - 3 working days after FW completion
Cost per Question	Question #1–6 – HK$ 6,000@ Question #7-9 – HK$ 4,000@ Question #10+ – HK$ 2,000@ Coding for open-ended – HK$ 2,000@

Sample distribution

City

Guangzhou	20%
Shenzhen	20%
Dongguan	15%
Foshan	15%
Zhongshan	8%
Zhuhai	8%
Huizhou	5%
Jiangmen	5%
Zhaoqing	5%

Gender

Male	55%
Female	45%

Age

18-24	15%
25-34	30%
35-44	25%
45-64	30%

COVERAGE OF
HONG KONG

Sample Audience	Aged 18-64 Hong Kong residents
Methodology	Online survey in Traditional Chinese
Sample size	N=500 / N=1,000
Frequency	Bi-weekly (Every first and third week of the month) Question cut off – Every first and third Tuesday, 6pm
Timing	Fieldwork – 4 days / 7 days Data delivery - 3 working days after FW completion

Cost per Question

	N=500
Question #1–6	*HK$ 3,000@*
Question #7-9	*HK$ 2,000@*
Question #10+	*HK$ 1,000@*
Coding for open-ended	*HK$ 1,000@*
	N=1,000
Question #1–6	*HK$ 5,000@*
Question #7-9	*HK$ 3,000@*
Question #10+	*HK$ 2,000@*
Coding for open-ended	*HK$ 2,000@*

Sample distribution

Region
Hong Kong Island	16%
Kowloon	30%
New Territories	54%

Gender
Male	47%
Female	53%

Age
18-24	10%
25-34	20%
35-44	20%
45-54	25%
55-64	25%

For more information please contact:

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OMNIBUS SERVICE IN A NUTSHELL

Our team will support the questionnaire review

Data collection via online access panel

Data delivery on the reporting portal
DIRECT ACCESS TO DATA VIA A USER-FRIENDLY DASHBOARD
Everything you need to perform your analysis quickly

QUESTION FORMAT

Type	Per Question
Single/ Multiple Answer/ Dropdown / Ranking	Up to 20 answer options
Share of wallet	Up to 10 items
Grid (SA/ MA per row)	Up to 7 options for row & column respectively
Open-ended question	1 textbox

MORE THAN DATA COLLECTION

Ipsos delivers insightful data by harnessing research expertise, high-quality respondents, and cutting-edge dashboard technology with AI.

WORLDWIDE COVERAGE

Leveraging our extensive Ipsos panel, we can expand the survey coverage to over 50+ markets, allowing you to gain insights from a broader audience if needed.