

2017 - END OF YEAR SURVEY

Representative research fast and affordable

Indochina Research provides a simple, optimal solution for your insight needs with the **End of Year Survey**.

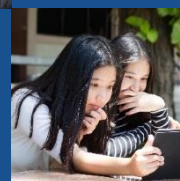
A quick assessment of the **social situation** in Vietnam

- What are the most important issues for Vietnamese people today?
- How optimistic are Vietnamese on the year to come?
- How do they perceive your actions in Vietnam?
-



An evaluation of your **actual marketing activities**

- How many people have intention to buy your product service?
- How is perceived your advertising? How many people have seen it?
- How satisfied are the population toward your services?
- Which one of your competitor is their top of mind?
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Ongoing since 1977, WIN/Gallup International has always considered that giving a Voice to the People is one of the responsibilities of market researchers

The 40th edition is running in 69 countries across the world. Indochina research is the proud partner entrusted to conduct the survey in Vietnam.

700

Minimum respondents | age 18-54,
Representative on age, gender and
Socio-economic classes



Hanoi and Ho Chi Minh city
urban districts



Face to face interviews
assisted with tablets



The survey will be carried
out from November 2017
Results 1st week of
December

Why choose to join the End of Year Survey?

- **Quick**: final questionnaire 30 Oct, data delivery in 1st week of December
- **Representative** of 2 key cities urban population from 18 to 54 yo
- **Affordable**: only pay for the questions that really matters to you
- **Flexible**: we deliver to you the data in the format that you need
- **Comprehensive Report** : available upon request

Subscription Options*

2 close-ended questions
9 million VND
(\$400)

4 close-ended questions
14 million VND
(\$ 600)

*Other options are available upon demand

Contact us now to **book your questions** in the most comprehensive survey at the **End of Year**



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Indochina Research