



### Social concerns among urban Vietnamese

- Food Safety, Air Pollution and Water Pollution are the 3 top concerns of Vietnamese people in 2019
- Healthcare Access, Unfair Competition and Racism are the 3 issues that Saigoneers pay greater attention to than Hanoians

## 2 Social concerns among urban Vietnamese ranked by MOST IMPORTANT ISSUES



When people were asked among those mentioned issues, which they would think was the most important, the top 5 answers are Food Safety, Air Pollution, Corruption, Education and Healthcare Access. This result is similar to the one in 2017, suggesting that problems people are concerned about are still there and not yet resolved.

## 3

Food Safety  
Healthcare Access  
Sexual Harassment

are the three issues that women give significant greater care than men

## 4 Low-income people tend to care more about issues that directly affect their daily life quality, rather than political or global issues, compare to Middle and High-income groups.



Q14. Among the following social issues, which one would you think should be given priority to improve the quality of your life and of your family members in the future?  
Q14b. Among the one selected, which one would be the most important?

## Methodology - Hot Spots Survey by Indochina Research

### METHODOLOGY

- Market: Hanoi and HCM urban
- F2F interview with tablet
- Sample: Convenient with quotas
- Location: 2 key urban market
- 3 Spots: Office Buildings, Shopping Centers, Walking Streets
- Total minimum sample: n = 300
- Time: April 2019

### SAMPLE

- Location: Hanoi/HCM City = 50/50
- Gender: Male/Female = 50/50
- Age group: 18 - 24 years old: 24%  
25 - 34 years old: 30%  
35 - 44 years old: 24%  
45 - 60 years old: 22%
- Income: Low income (HIB < 10t): 19%  
Middle income: (10t < x < 20t) : 41%  
High income (HIB > 20t) : 40%

