



# **Lifestyle clipping study**

**Using Smartphone/Tablet Questionnaire App (SODA)**  
**—Vietnam—**

**SurveyMY**

# Service description

Smartphone/tablet questionnaire App

## MobileMY

**Supported Tablet  
and Smartphone**

**Major Smartphone/Tablet OSs**

(iOS, Android, Symbian (Nokia) , BlackBerry, Windows Mobile)

⇒ Better accessibility than PCs – Enables surveys at anywhere, anytime

**Supported Offline  
environment**

**Get App Installed onto Each Device**

⇒ Enter a survey code in the App and download a questionnaire and you can participate in the fieldwork offline.

CLT/Diary studies are supported globally

It realizes more accurate and quicker delivery of data than paper questionnaires

**Supported  
multimedia such  
as photo/movie**

**Collect data of photos, movies and voices captured on the spot**

⇒ Multimedia data can be delivered in a file separated from data

\* If an OS is not supported, some multimedia data capturing may be not possible.

**Supported  
multi language**

**16 languages are available for Menu button.**

**Any language is usable for a questionnaire on a device supporting it.**

# Survey summary

**Country: Vietnam**

**Target: Smartphone or Tablet owners who download questionnaire App (SODA)**

**Questions: 25 (including photo capture)**

**Samples: N=33**

**Fieldwork: 28<sup>th</sup> Nov – 4<sup>th</sup> Dec 2012**

## ※ Vietnamese Monthly Household Income and Respondents

Monthly HH income (VND)	Monthly HH income (US\$)	%
20M VND or more	US\$1000 or more	5%
10–20M VND	US\$500 – US\$999	6%
6–10M VND	US\$300 – US\$499	11%
3–6M VND	US\$150 – US\$299	15%
Less than 3M VND	Less than US\$150	63%

Majority of the respondents of this study belong to this category of the upper income bracket..

# Individual Data

## Demographic

- Age:32
- Gender:Female
- Device:GT-P7300 (Android)
- Occupation: Public servant
- HH members:Four
- Members: Spouse/partner and child (Aged 3-5),sister/brother

### What makes you happy at home

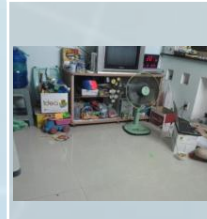


### Title and reason

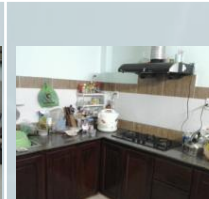
**Title:** Raising my child for tomorrow

**Reason:** I'm happy to see my son growing with all his might everyday.

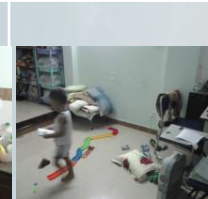
Family room



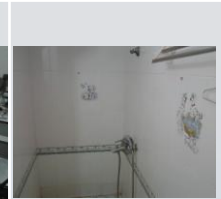
Dining room



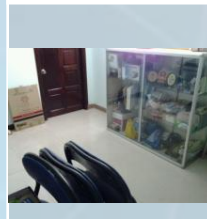
Bed room



Bathroom



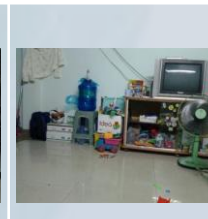
Guest room



Work room



Children's room



refrigerator



Logo



Inside



# Individual Data(All-example)

Subject No.25  
Demographics  
 · Age:32  
 · Gender: Female  
 · Device: GT-P7300(android)  
 · Occupation: Public servant  
 · Number of Family Members: 4  
 · Family Structure:  
 (Spouse/Partner)(A child of age 3 to 5)(Sibling)

## Monthly Expenditure (VND)

Food expenses	3,500,000
Accommodation (rent, mortgage)	10,000,000
Furniture/appliances	1,000,000
Clothes/shoes	1,500,000
Alcohol, cigarettes, etc.	0
Jewelry (accessories, rings)	0
Travel	2,000,000
Hobbies and recreation (other than)	500,000
Health and medical treatment	0
Transport/communications	300,000
(Home) education	0
Education and personal development	1,200,000
Social expenses	215,000
Investments	0
Others	0
Total	20,215,000

## Personal Monthly Income

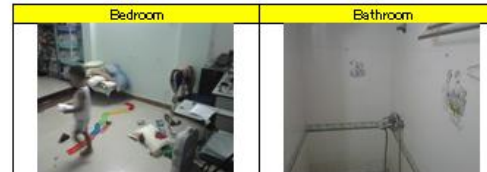
Main income 6000000 VND  
 Additional income 5000000 VND  
 Additional income details  
 Sales, Services

Household Monthly Income  
 15,000,000 – 15,999,000 VND

What makes you happy at home	Title
	Raising my child for tomorrow
	Reason
	I'm happy to see my son growing with all his might everyday.

What you'd like to do most now
I want quality time to spend with my family, safe food to keep my family healthy and to cook for them.

## Photos of the house





# Family room



# Dining room

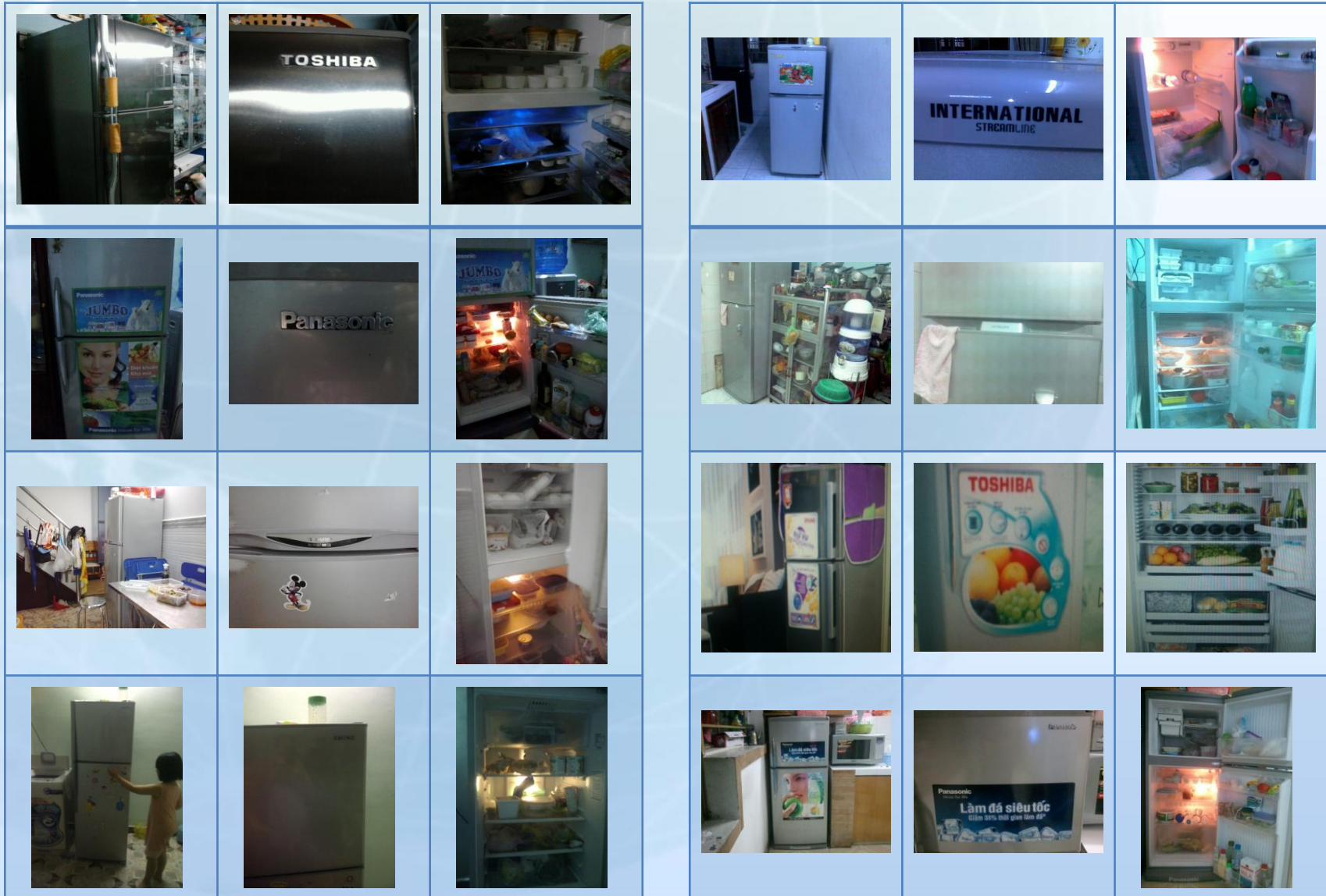


# Refrigerator(Front, Logo and Inside)





# Refrigerator(Front, Logo and Inside)



# Refrigerator(Front, Logo and Inside)





# Refrigerator(Front, Logo and Inside)

# Bedroom











# What makes you happy at home

