

# IPSOS AFFLUENT PULSE 2024



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# IPSOS AFFLUENT PULSE 2024

*Your Compass To Understand  
Affluent In Vietnam*

**AFFLUENT PULSE** is a comprehensive and robust source of insights into the Affluent population in Vietnam.

It helps Ipsos clients to understand the context, expectations and behaviours of Affluent in Vietnam.

This syndicated survey leverages Ipsos' data-collection capabilities, expertise in most premium sectors, and unparalleled knowledge of people, markets and society.

The Pulse covers a **wide range of topics**:

- Life Priorities
- Tensions
- Personal & Business Confidence
- Relationship to Technology
- Spending Allocation & Attitudes
- Sources of Income & Financial Behaviors
- Environment & Society
- Assets Owned & Considered

## Methodology:

- **400 interviews per wave** among the 25-60 y.o. adult population in Vietnam
- In Ho Chi Minh and Ha Noi
- Face to face interview, door to door
- 30 min questionnaire
- **Affluent are defined as individuals with a monthly household income > 100 mil VND**



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## TARGET & VARIABLES

### We interview, face to face:

- N= 400 Affluent
- Affluent = Monthly Household Income >100 mil VND
- 50% HCMC / 50% HN
- 25 to 60 years old
- Male & Female
- Purposive recruitment, with natural Fall for gender, age, income

### The Excel delivery will include all these headers / variables for you to read results at a deeper level.

Results can be read by...

- Age (3 brackets, from younger to older affluent, final brackets to be confirmed after fieldwork)
- Male vs female
- HCMC vs HN
- Affluent (100 to 150 mil VND HHI) vs affluent ++ (>150 mil VND)
- Self employed / business owners vs. Employed
- Early life stage (young families for example) vs. older life stage
- Payment methods (online, e-wallet, credit...)
- Technology savviness (comfortable vs less comfortable)
- Data sensitivity (sensitive vs. confident)

**Additional variables can be created upon client request if sample size allows (at least n = 50)**

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## QUESTIONNAIRE CONTENT

Full questionnaire  
available on demand

### DEMOGRAPHICS AND LIFESTAGE

City  
Gender  
Age  
HH Income  
Main Or Co-provider Of HH Income  
Occupation  
Marital Status  
Kid Stage  
Education Level  
Business Type

### ATTITUDES TOWARDS LIFE

Life Priorities  
Key Concerns  
International Attitudes  
Elite Lifestyle

### ATTITUDES TOWARDS BUSINESS & ECONOMY

Career Stage  
Business Stage  
Personal Risk Appetite  
Business / Company Risk Appetite  
Perception Of Economical Situation

### ATTITUDES TOWARDS FINANCE

Current Financial Situation  
Sources Of Income  
Monthly Spending Allocation  
Spending Attitudes  
Financial Products & Services  
Used & Considered  
Payment Methods Overall  
& Per Type Of Expense

### ASSETS

Currently Owned Assets  
Total Asset Value  
Future Assets Considered In Next 2  
Years

### ATTITUDES TOWARDS TECHNOLOGY

Technology Savviness And Perception  
Sensitivity To Data Privacy  
Trusted Industries For Data Privacy

### ATTITUDES TOWARDS ESG

Environment Care And Responsibilities  
Personal Implications In Societal  
Actions

**BE  
SURE.  
GO  
FURTHER.**

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