

# The **VietPoll** Omnibus

**The best value research tool  
in Vietnam**

When you join the VietPoll Omnibus you can include between 5-10 questions (your questions) ranging in value according to their difficulty and length. Your investment could be as low as \$1,300.



**VietPoll  
Company Ltd**



# What questions can you include?

The following is an example of a few questions on which the report in the next few pages is based.

Using these questions you can calculate the approximate cost of including your questions in the VietPoll Omnibus. For example below we have a total of 6 questions, the total cost to include these question in the Omnibus would have been a total of \$1,500.

Q1 We would like to ask you a few questions about Beer and your drinking habits. How often do you think that you drink a beer ( can, bottle, drought, etc)?

1. Once a day
2. A few times a week
3. Once a week
4. Less often
5. Never



# What questions can you include?

Q2 Which of the following brands of beer are you aware of?

Q3 Which beers have you ever tried?

Q4 Which beers have you had in the last 4 weeks?

Q5 Which beer would you say is your favorite?

Randomized list	Q2	Q3	Q4	Q5	Q6 Why is that your favorite?
333	1	1	1	1	
Carlsberg	2	2	2	2	
Festival	3	3	3	3	
Gambrinus	4	4	4	4	
Halida	5	5	5	5	
Hanoi Beer	6	6	6	6	
Heineken	7	7	7	7	
Huda	8	8	8	8	
Larue	9	9	9	9	
Saigon Beer	10	10	10	10	
San Miguel	11	11	11	11	
Sapporo	12	12	12	12	
Tiger	13	13	13	13	
Other	14	14	14	14	



# What do you get?

As a member of the VietPoll Omnibus you will receive a customized report with all of your questions cross by the relevant demographic data. You will also receive the actual data file with all the variables for your questions and for the demographic data.

Over the next few pages you can see an actual report based on real data for a survey conducted by VietPoll recently. Members of the VietPoll Omnibus will received a similar report which would be customized to your needs.



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**Beer Drinking Habits of  
Young Vietnamese  
Consumers**

**Prepared as part of the  
Vietnam Young Consumer  
Confidence Report**

**19<sup>th</sup> of May 2014**

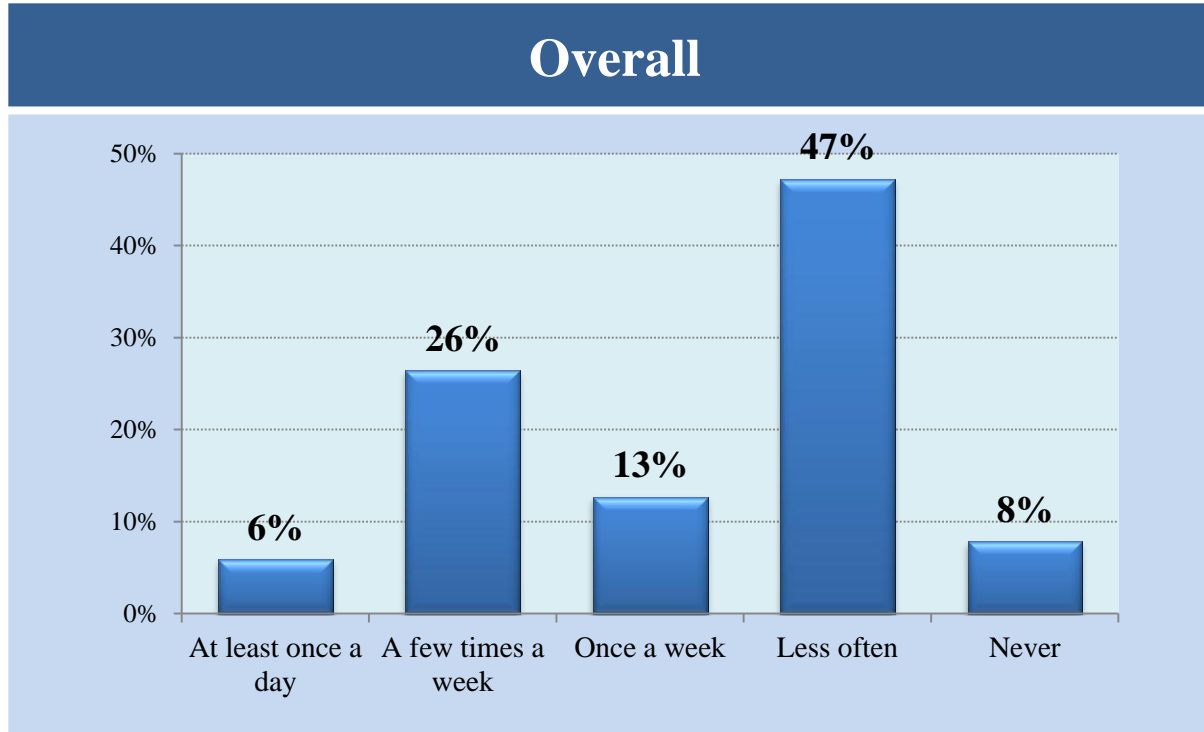
**Completed as part of the VietPoll Omnibus**

# Drinking Frequency



# Drinking Frequency

How often do you think that you drink a beer ( can, bottle, drought, etc)?



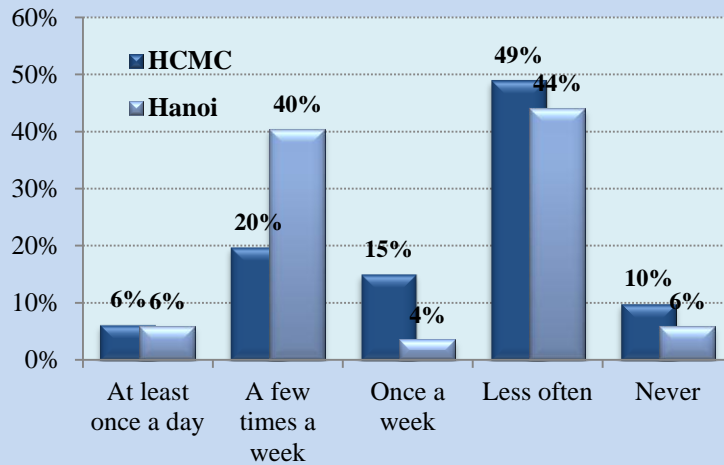
The survey results show that 45% of people drink beer at least once a week with 32% drinking more than once a week.



# Drinking Frequency Across Key Demographics and Brands

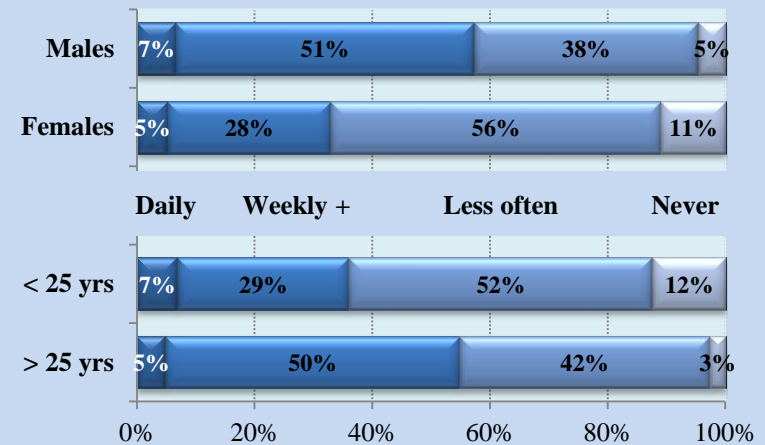


## By Main Cities



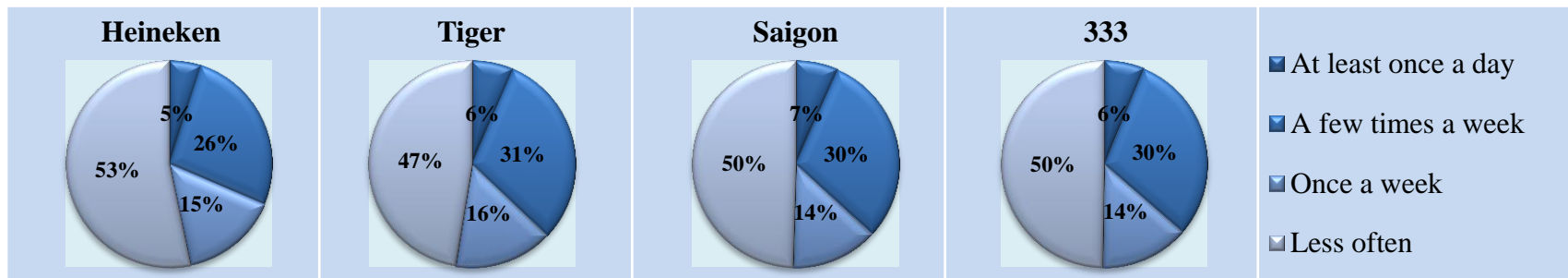
More people in Hanoi drink beer several times a week than in HCMC (40% compared to 20%).

## By Age & Gender



The majority of respondents that drink beer at least once a week are males and/or aged over 25 years.

## By Brands Ever Tried



Among the top 4 beer brands that people have ever tried, Tiger seems to be enjoyed more frequently (53% of all respondents drink Tiger at least once a week or more often).



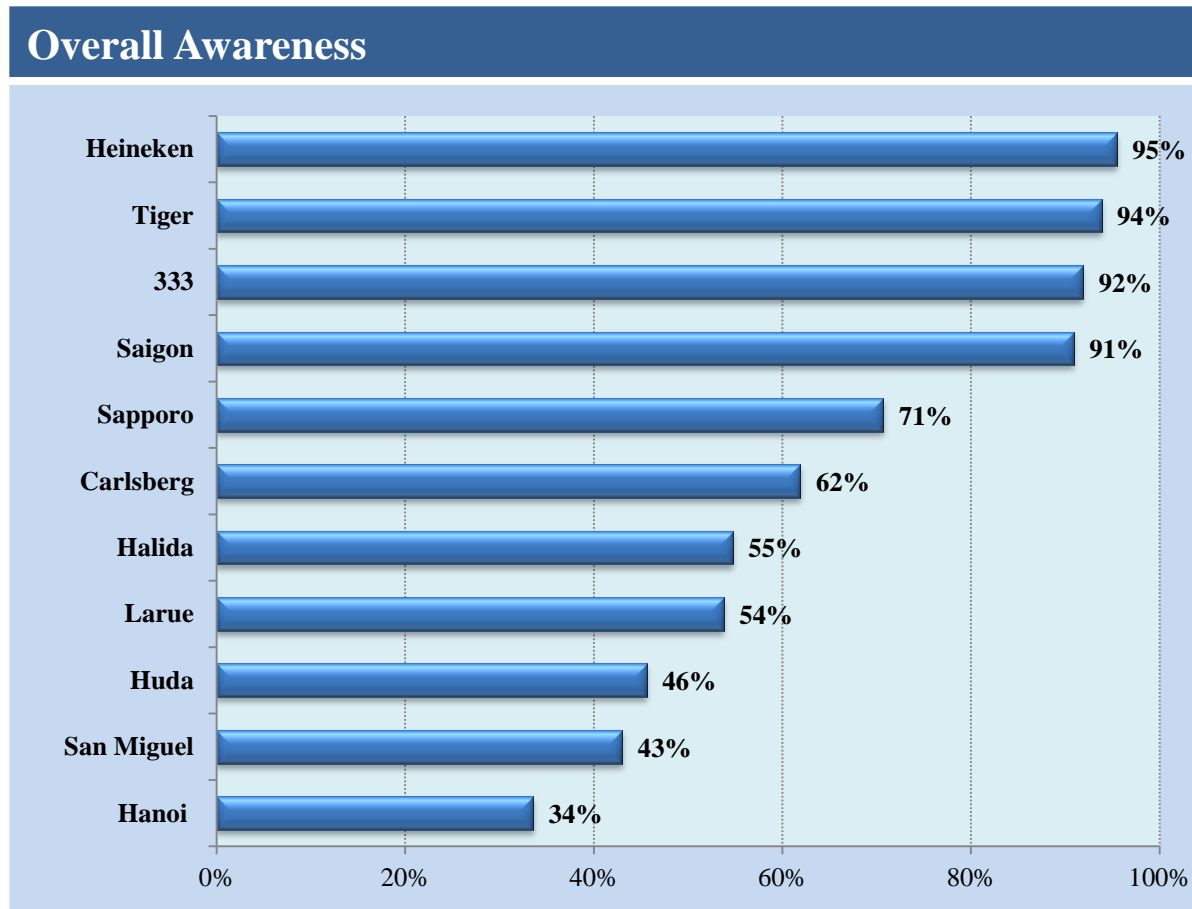
# Brand Awareness



# Brand Awareness

Which of the following brands of beer are you aware of?

Brand awareness measures the extent to which a brand is recognized by potential customers. The survey results show that Heineken has a very high awareness score, roughly 95% of people interviewed recognized the brand.



# Brand Awareness



Heineken brand recognition is considerably higher compared to other brands. Tiger is very close to the leader followed by 333, Saigon Beer and Sapporo.

Brand Awareness x Key Demographics						
	HCMC N=192	Hanoi N=84	Males N=152	Females N=155	14-24 N=161	25+ N=146
Heineken	95%	95%	93%	97%	94%	97%
Tiger	94%	93%	93%	94%	94%	93%
333	93%	87%	93%	91%	93%	91%
Saigon	94%	83%	89%	93%	93%	88%
Sapporo	85%	38%	72%	70%	71%	71%
Carlsberg	60%	68%	61%	63%	55%	70%
Halida	43%	87%	51%	59%	52%	58%
Larue	56%	38%	60%	48%	50%	58%
Huda	41%	61%	46%	45%	41%	51%
San Miguel	51%	29%	45%	41%	35%	51%
Hanoi	17%	74%	34%	34%	29%	38%

# Brands Ever Tried

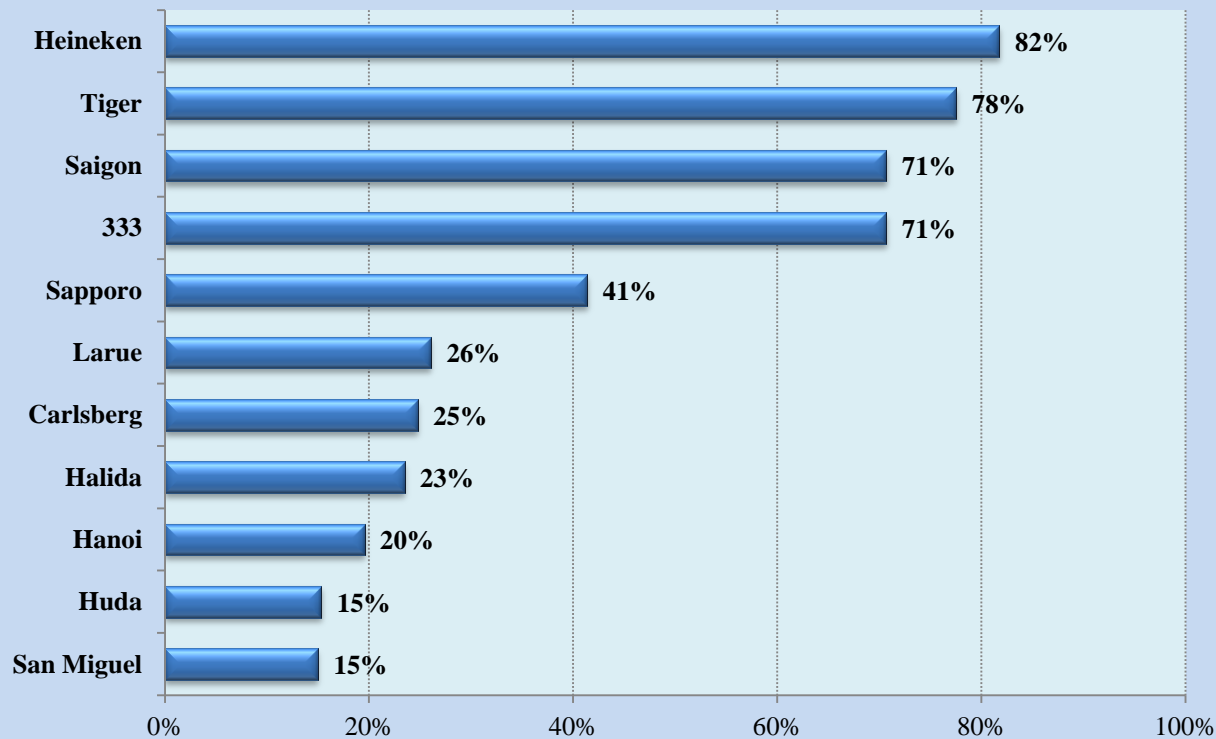


# Beers Ever Tried

Which beers have you ever tried?

From brand awareness to brand trial.

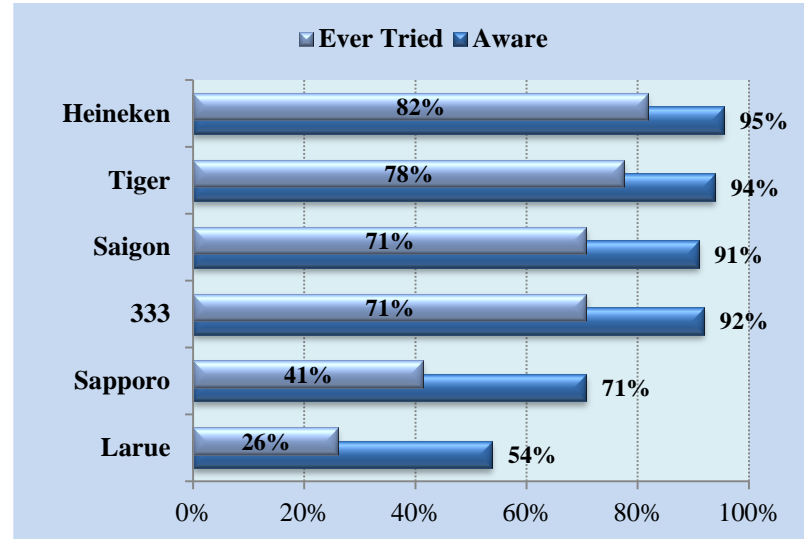
## Brands Ever Tried – (expressed as a percentage of total sample)



# Beers Ever Tried

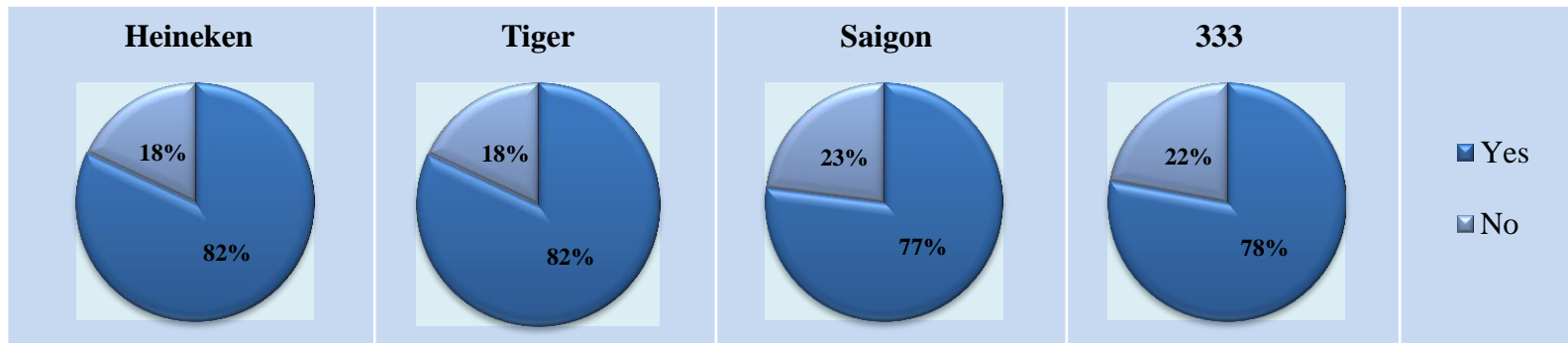
The most tried brand is Heineken with 82% of total sample trying that beer at some point. From 'Awareness to Ever Tried', Heineken has the highest conversion rate as 86% of those aware of the brand have tried it. The second best conversion rate is from Tiger with 83%.

## Top 6 Brands Ever Tried



The charts below shows brand trial score of the top 4 among male consumers.

## Males x Brands Ever Tried





**Tried in the Past Four Weeks**



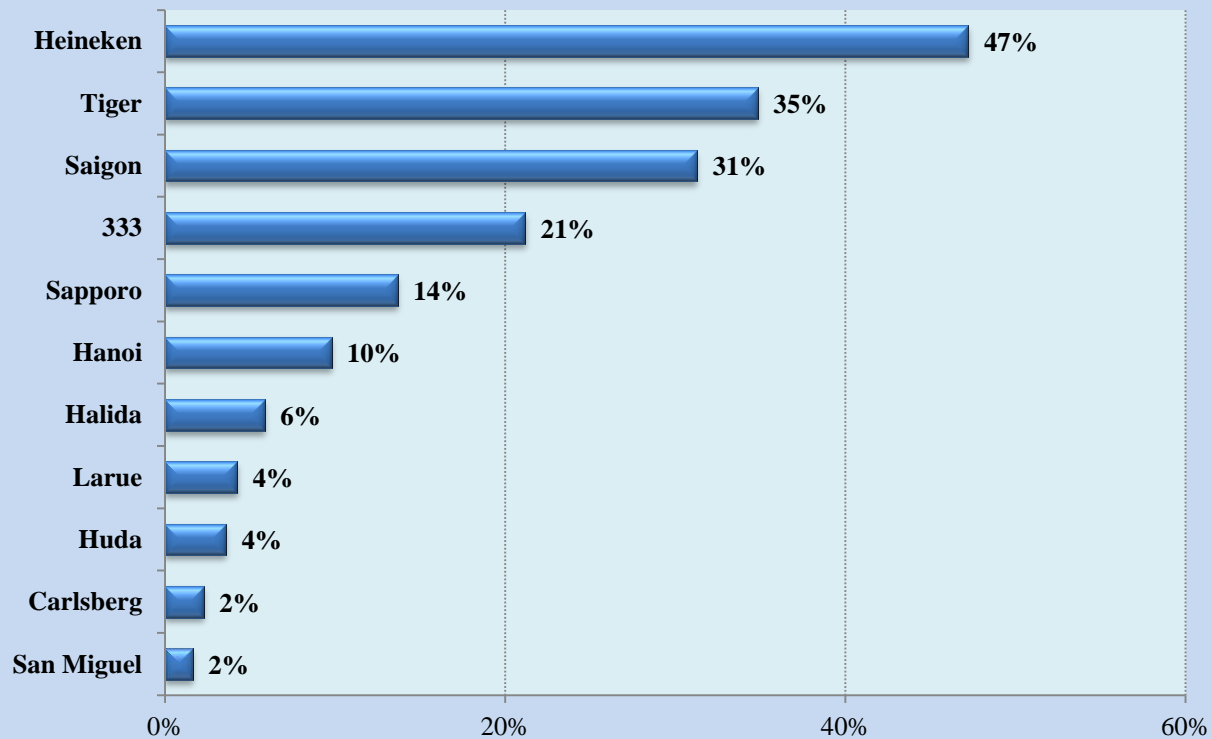


# Beers Tried in the Past Four Weeks

Which beers have you tried in the last 4 weeks?

From brand awareness to brand tried in the last 4 weeks.

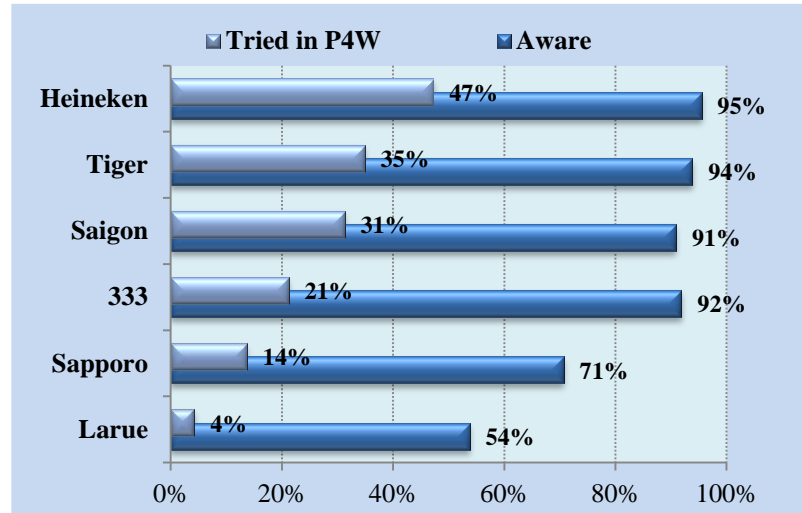
## Brands Tried in P4W – (expressed as a percentage of total sample)



# Beers Tried in the Past Four Weeks

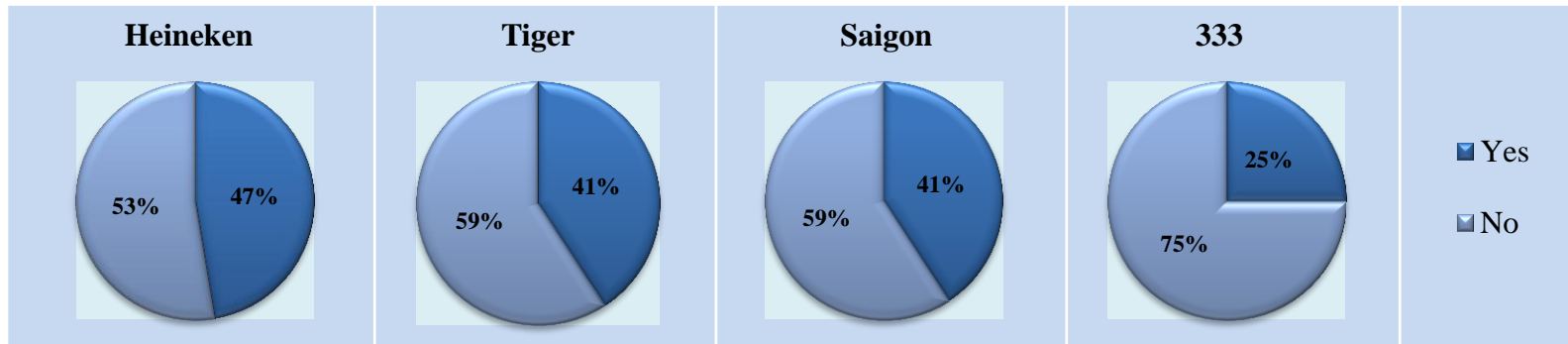
In the last 4 weeks 47% of respondents have consumed Heineken making that brand the top P4W beer, followed by Tiger with 35% and Saigon beer with 31%.

## Top 6 Brands Tried in P4W



The charts below show what percentage of males (from total sample) that have tried that brand in the past 4 weeks.

## Males x Brands Ever Tried in Last 4 Weeks



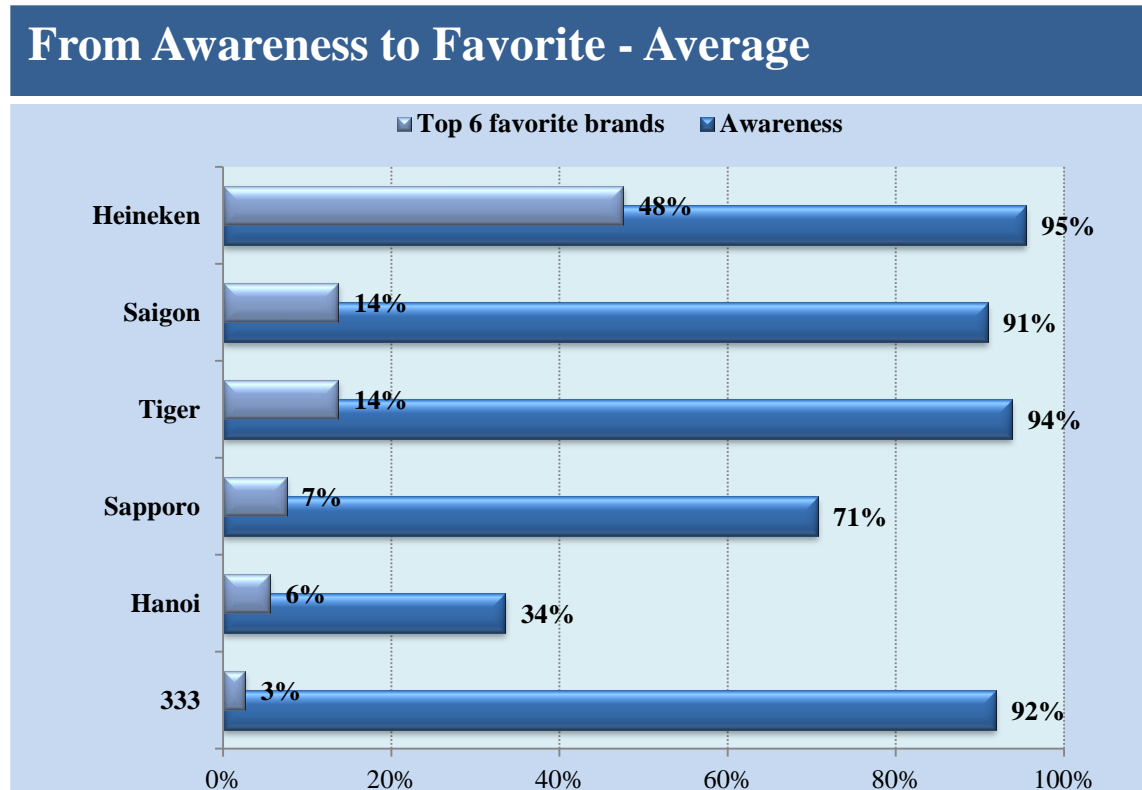
**Favorite Beer**



# From Awareness to Favorite

Which beer would you say is your favorite?

Among all respondents of the survey, 48% of them have chosen Heineken to be their favorite brand, which is the highest percentage. It is interesting to see that although 92% of respondents are aware of 333, only 3% consider that brand their favorite.

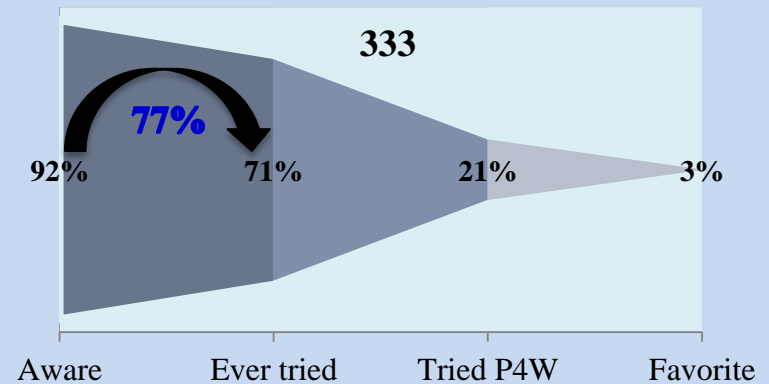
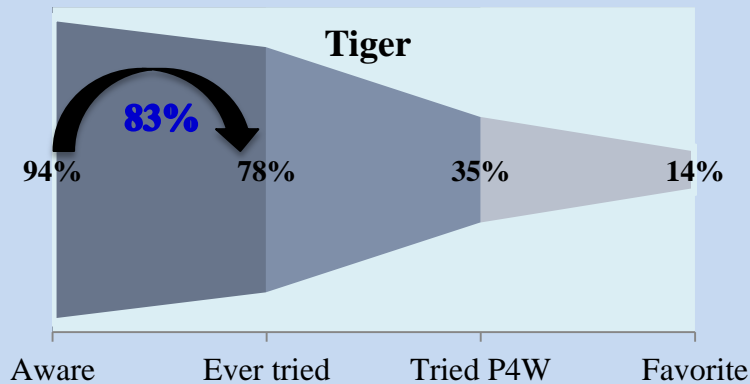
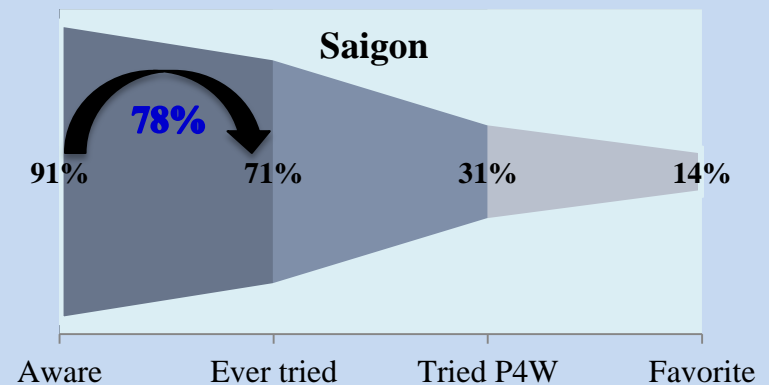
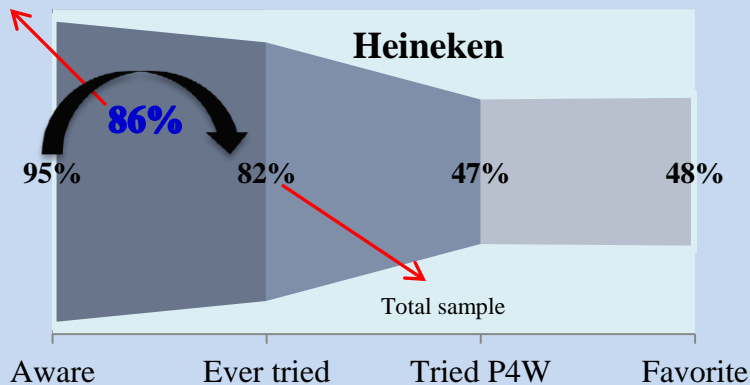


# From Awareness To Favorite – Top 4 brands

Heineken tops the list with a conversion rate of 86% from brand awareness to brand trial. This should results from Heineken's good marketing strategies.

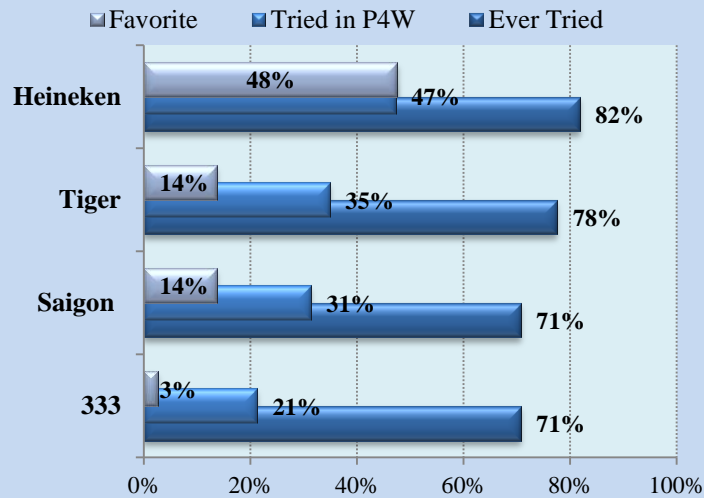
## Top 4 Beers

Aware of brand



# Top 4 Brands – Preference By Location

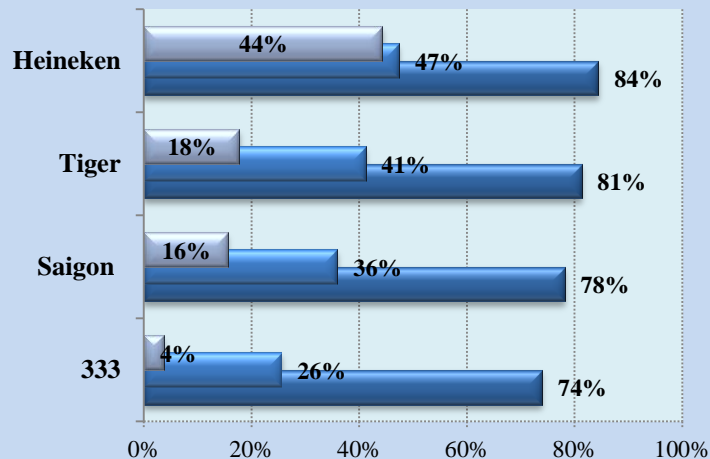
## Overall (n=307)



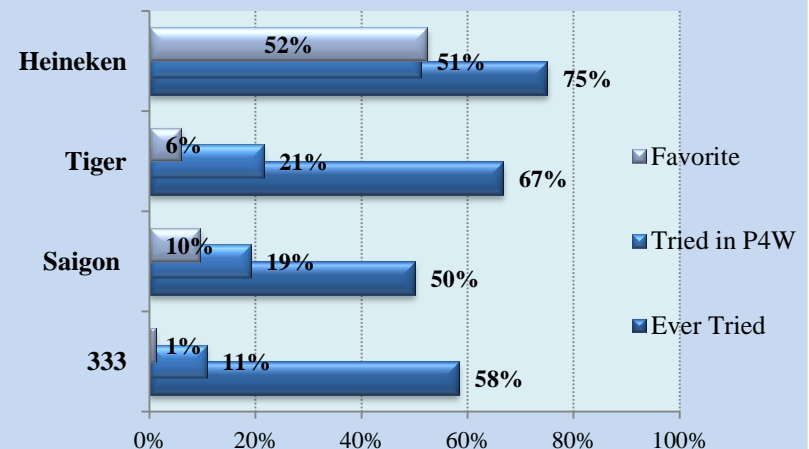
Heineken is the strongest brand at the moment with 48% of all survey respondents saying that it is their favorite brand. Tiger comes in second place with 34% choosing it as their favorite brand.

No noticeable differences regarding brand usage and preference between the two key cities with Heineken being the brand leader among consumer in both locations.

## HCMC (n=192)



## Hanoi (n=84)



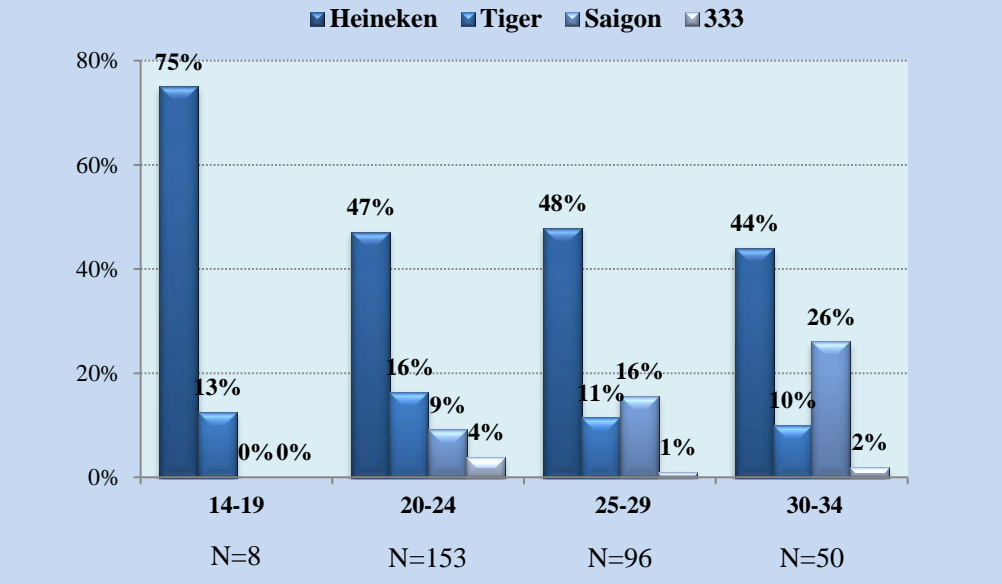
# Top 4 Brands – Preference by Age and Gender

This is a closer look at brand preference of young consumers from different demographic points.

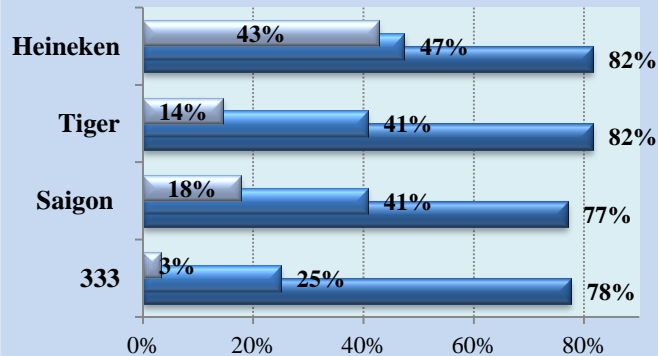
From the table on the right hand side we can see that Heineken is an outstanding brand in terms of brand favor across all age groups.

Interestingly, a slightly higher proportion of females considers Heineken their favorite beer compared to males.

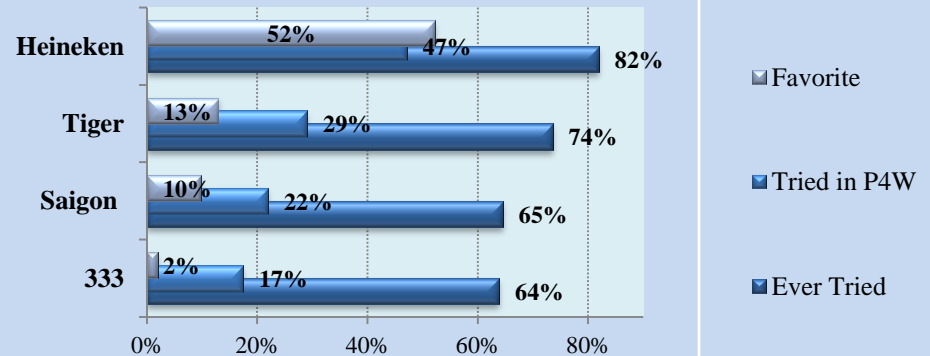
## Preference x Age



## Preference x Male (n=152)



## Preference x Female (n=155)



- Favorite
- Tried in P4W
- Ever Tried

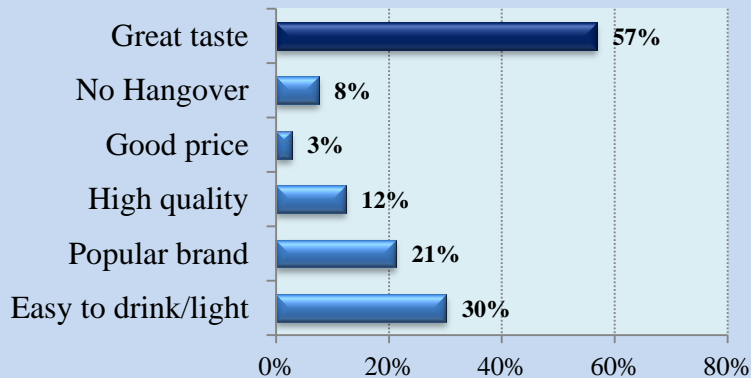


# Top 4 Favorite Beers – Why?

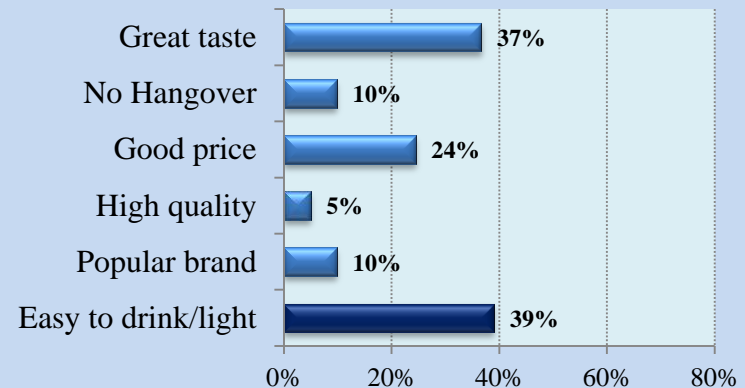
Sapporo joins the top 4 group in terms of most favorite brand. Those who like the brand explain that it has a great taste and good price. Heineken and Saigon Beer are also appreciated for their good taste, but respondents say that Saigon beer has a better price. Tiger was the favorite because it is easy to drink and has a good taste.

## Top 4 Favorite Brands

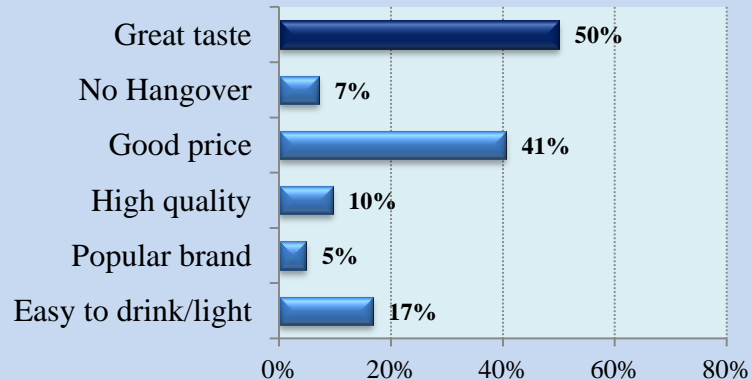
### Heineken



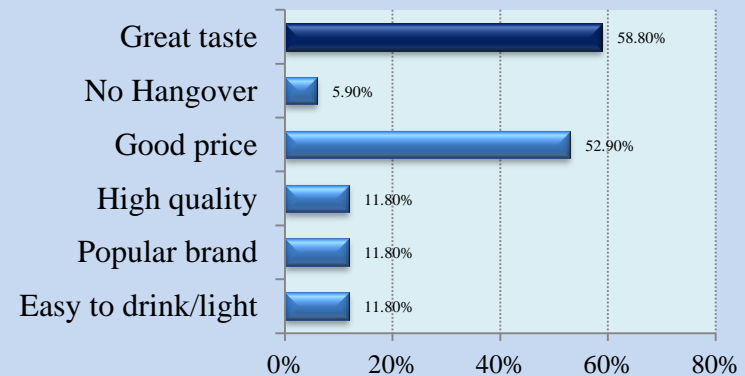
### Tiger



### Saigon



### Sapporo





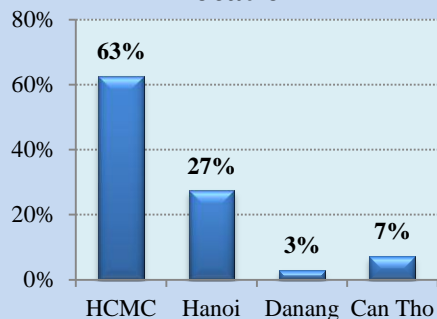
# Demographics



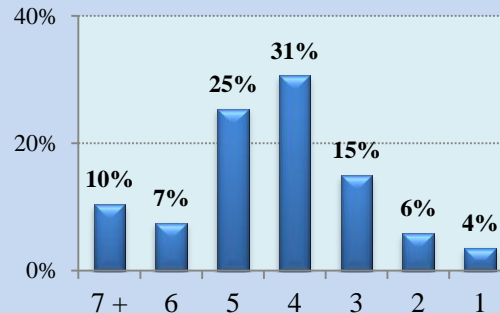


# Demographics

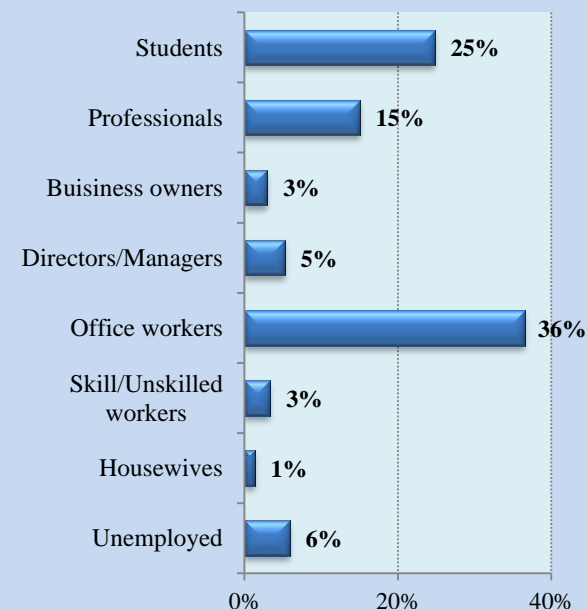
## Location



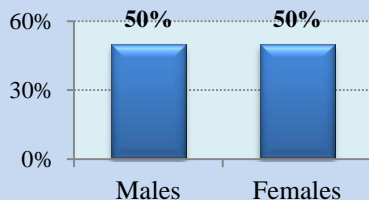
## Number of household members



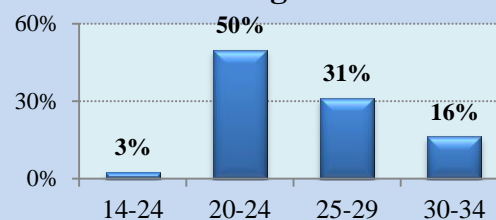
## Occupation



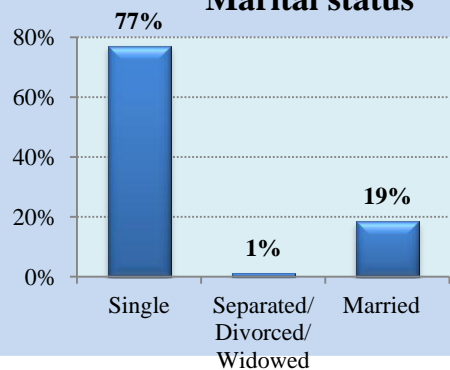
## Gender



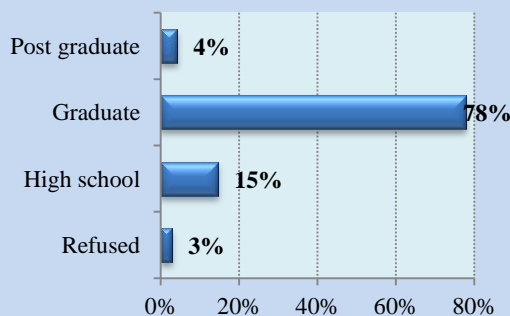
## Age



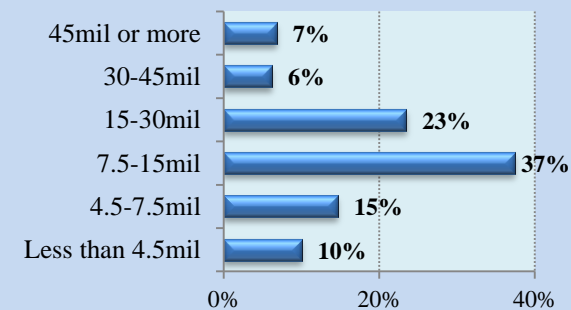
## Marital status



## Education



## Household Income



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