



The Vietnam urban food consumption and expenditure study

Factsheet 2: Behind the scenes of the survey roll-out and the survey sample

City selection and timing

The survey collected information from approximately 2000 households across four cities in Vietnam from December 2016 to March 2017.

- Ho Chi Minh City (1000 households)
- Hanoi (700 households)
- Lao Cai City (150 households)
- Son La City (150 households)

The larger samples in Ho Chi Minh City and Hanoi allow us to do analyses on subsets of the sample, in particular on different income groups. A number of the following factsheets explore food expenditures at outlets/on food types by income, and therefore, these factsheets concentrate on findings from Ho Chi Minh City and Hanoi.

The data collection effort spanned the Tet holiday (Vietnamese New Year) in January 2017. To avoid impacts of this event in urban consumers shopping and consumption patterns, data collection was put on hold for one month from mid-January 2017 until mid-February 2017.

We hired enumerators to visit our selected households and administer the survey. The enumerators entered data directly into the [CommCare](#) software app on tablets. This allowed us to monitor the data collection and be aware of issues as soon as data was uploaded to the server.

Household selection contributes to data integrity. Households were selected using a proportional random sampling method. This means we divided each city into wards (like suburbs). Wards were then selected based on their population as a share of the total

population of the city. In the case of Lao Cai City and Son La City where the population is smaller, all wards were selected. From the selected wards a constant number of households was selected.

Our survey sample is representative of different income groups. This is important because it is likely that household income affects their purchasing power. Thus, income is related to household food purchasing decisions and consumption behaviour. Natural variations in access to modern retail outlets including supermarkets and mini-markets have also been captured in the survey sample.

The household food consumption study consisted of two parts

The first part was a detailed socioeconomic questionnaire that collected information at the individual level and included questions to capture:

- Household socio-demographic characteristics (these are summarised in Tables 1–4)
- Household health information
- Household expenditures on 93 food products
- Shopping behaviour
- Preferred outlets for major food groups
- Access to food outlets (in terms of physical distance and travel time)
 - Ten types of food retail outlets were accounted for: hyper/super-markets; minimarkets or convenience stores; specialty shops; phone orders; online shopping; traditional family shops; formal wet markets; semi-permanent stands; informal street markets and peddlers or mobile vendors.

The second part of the survey was a 24-hour food diary questionnaire to collect information on food intake of each member living in a household for a 24-hour period. This

information was collected for a weekday and a weekend day and was used to estimate consumption quantities of various food items.

So, who is in our survey sample?

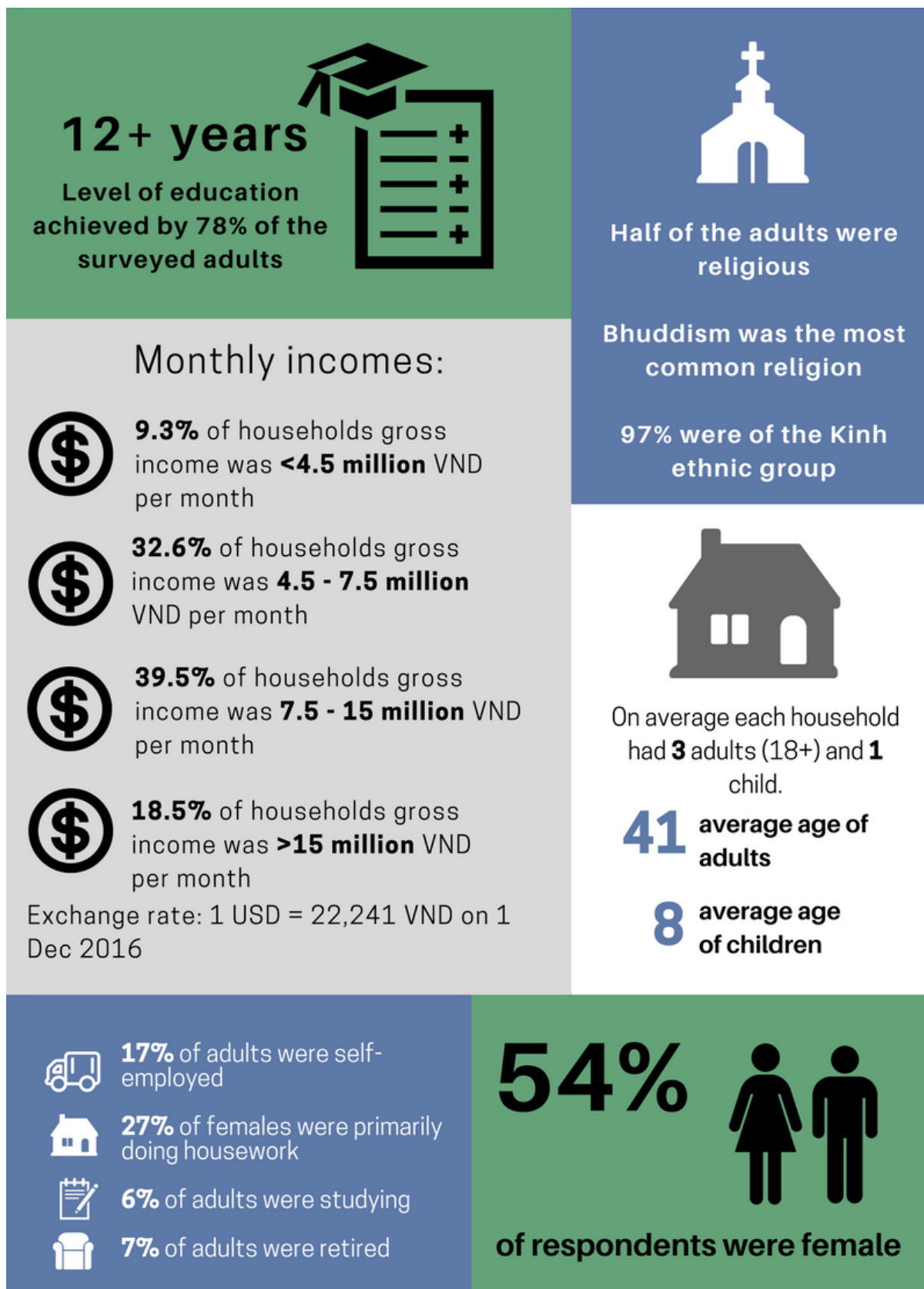


Table 1. Ho Chi Minh City household summary statistics and individual socio-demographic characteristics. Standard deviations are included in brackets where relevant.

Variable	Male	Female
Number of adults	1260	1512
Number of children	487	484
Average age adults	40.48 (13.73)	41.37 (14.88)
Average age children	8.31 (5.16)	8.06 (5.08)
Average years of education completed by adults	12.98 (7.63)	13.91 (7.84)
Main occupation:		
Housework	0.2%	40.3%
Employee, labourer (e.g. construction, factory worker, cleaner, security guard, etc.)	35.9%	12.2%
Employee, semi-skilled, less active (e.g. secretary, book-keeper, receptionist, driver)	10.5%	8.6%
Self-employed, commerce (e.g. trader, shop-keeper)	10.3%	8.7%
Employee, semi-skilled, active (e.g. policeman, food service, teller)	9.9%	4.5%
Studying	5.2%	6.1%
Retired	6.5%	4.6%
Average hours worked by adults per week (excluding study, housework)	27.72 (14.15)	14.81 (15.82)
Household gross monthly income (VND) (USD)*:		
1,500,000 to 2,999,999	67.29 to 134.58	0%
3,000,000 to 4,499,999	134.59 to 201.88	7%
4,500,000 to 7,499,999	201.89 to 336.46	30%
7,500,000 to 14,999,999	336.47 to 672.92	42%
15,000,000 to 29,999,999	672.93 to 1,345.83	19%
30,000,000 to 44,999,999	1,345.84 to 2,018.75	2%
45,000,000 to 74,999,999	2,018.76 to 3,364.59	0%
75,000,000 to 149,999,999	3,364.60 to 6,729.17	0%
Households with household head who is ... [#]	40.6%	33.0%
Average number of adults per household	2.75 (1.03)	
Average number of children per household	0.96 (0.86)	
Household head religion:		
Buddhism	61.7%	
No religion	19.9%	
Catholic	12.7%	
Household head ethnicity:		
Kinh	96.8%	
Number of households	1006	

Note: Adults ≥ 18 years of age; * Exchange rate 1 USD = 22,291 VND on 1 December 2016; [#] does not sum to 100% – remaining households have joint male and female heads

Table 2. Hanoi household summary statistics and individual socio-demographic characteristics.
Standard deviations are included in brackets where relevant.

Variable	Male	Female
Number of adults	839	982
Number of children	432	395
Average age adults	40.68 (13.69)	40.41 (14.56)
Average age children	7.53 (4.89)	7.92 (4.78)
Average years of education completed by adults	10.67 (5.65)	11.21 (6.19)
Main occupation:		
Housework	0.2%	12.6%
Employee, labourer (e.g. construction, factory worker, cleaner, security guard, etc.)	14.5%	6.7%
Employee, semi-skilled, less active (e.g. secretary, book-keeper, receptionist, driver)	8.3%	10.8%
Self-employed, commerce (e.g. trader, shop-keeper)	25.1%	29.3%
Employee, semi-skilled, active (e.g. policeman, food service, teller)	6.4%	6.6%
Studying	7.0%	6.6%
Retired	9.1%	9.4%
Average hours worked by adults per week (excluding study, housework)	27.99 (15.27)	22.76 (16.53)
Household Gross Monthly Income (VND) (USD)*:		
1,500,000 to 2,999,999	67.29 to 134.58	0%
3,000,000 to 4,499,999	134.59 to 201.88	6%
4,500,000 to 7,499,999	201.89 to 336.46	32%
7,500,000 to 14,999,999	336.47 to 672.92	41%
15,000,000 to 29,999,999	672.93 to 1,345.83	19%
30,000,000 to 44,999,999	1,345.84 to 2,018.75	2%
45,000,000 to 74,999,999	2,018.76 to 3,364.59	0%
75,000,000 to 149,999,999	3,364.60 to 6,729.17	0%
Households with household head who is ...#	58.5%	17.1%
Average number of adults per household	2.6 (0.87)	
Average number of children per household	1.17 (0.86)	
Household head religion:		
Buddhism	0.3%	
No religion	99.1%	
Catholic	0.1%	
Household head ethnicity:		
Kinh	99.9%	
Number of households	702	

Note: Adults ≥ 18 years of age; * Exchange rate 1 USD = 22,291 VND on 1 December 2016; #does not sum to 100% – remaining households have joint male and female heads

Table 3. Lao Cai City summary statistics and individual socio-demographic characteristics. Standard deviations are included in brackets where relevant.

Variable	Male	Female
Number of adults	182	220
Number of children	78	74
Average age adults	40.73 (13.85)	40.62 (14.58)
Average age children	8.26 (4.96)	6.74 (4.11)
Average years of education completed by adults	10.73 (4.96)	10.94 (7.23)
Main occupation:		
Housework	0%	12.3%
Employee, labourer (e.g. construction, factory worker, cleaner, security guard, etc.)	20.3%	15.5%
Employee, semi-skilled, less active (e.g. secretary, book-keeper, receptionist, driver)	12.1%	8.6%
Self-employed, commerce (e.g. trader, shop-keeper)	23.6%	5.5%
Employee, semi-skilled, active (e.g. policeman, food service, teller)	3.3%	0.5%
Studying	5.5%	4.1%
Retired	17%	6.8%
Average hours worked by adults per week (excluding study, housework)	23.42 (14.37)	23.07 (15.23)
Household Gross Monthly Income (VND) (USD)+:		
1,500,000 to 2,999,999	67.29 to 134.58	3%
3,000,000 to 4,499,999	134.59 to 201.88	15%
4,500,000 to 7,499,999	201.89 to 336.46	41%
7,500,000 to 14,999,999	336.47 to 672.92	35%
15,000,000 to 29,999,999	672.93 to 1345.83	5%
30,000,000 to 44,999,999	1345.84 to 2018.75	0%
45,000,000 to 74,999,999	2018.76 to 3364.59	1%
75,000,000 to 149,999,999	3364.60 to 6729.17	0%
1,500,000 to 2,999,999	67.29 to 134.58	
3,000,000 to 4,499,999	134.59 to 201.88	
Households with household head who is ...#	40.1%	14.0%
Average number of adults per household		2.7 (0.99)
Average number of children per household		1.0 (0.80)
Household head religion:		
Buddhism		9.3%
No religion		90%
Catholic		0%
Household head ethnicity:		
Kinh		99.3%
Number of households		150

Note: Adults ≥ 18 years of age; + Exchange rate 1 USD = 22291 VND on 1 December 2016; #does not sum to 100% – remaining households have joint male and female heads

Table 4. Son La City summary statistics and individual socio-demographic characteristics. Standard deviations are included in brackets where relevant.

Variable	Male	Female
Number of adults	182	199
Number of children	97	81
Average age adults	41.57 (13.30)	39.88 (13.28)
Average age children	8.10 (5.04)	7.09 (4.67)
Average years of education completed by adults	11.14 (7.12)	10.54 (6.71)
Main occupation:		
<i>Housework</i>	0.05%	12.6%
<i>Employee, labourer (e.g. construction, factory worker, cleaner, security guard, etc.)</i>	17.6%	15.1%
<i>Employee, semi-skilled, less active (e.g. secretary, book-keeper, receptionist, driver)</i>	12.1%	12.1%
<i>Self-employed, commerce (e.g. trader, shop-keeper)</i>	20.3%	28.6%
<i>Employee, semi-skilled, active (e.g. policeman, food service, teller)</i>	4.9%	2%
<i>Studying</i>	2.2%	1.5%
<i>Retired</i>	9.9%	6.0%
Average hours worked by adults per week (excluding study, housework)	25.08 (14.82)	23.07 (15.59)
Household Gross Monthly Income (VND) (USD) ⁺ :		
1,500,000 to 2,999,999	67.29 to 134.58	5%
3,000,000 to 4,499,999	134.59 to 201.88	22%
4,500,000 to 7,499,999	201.89 to 336.46	44%
7,500,000 to 14,999,999	336.47 to 672.92	21%
15,000,000 to 29,999,999	672.93 to 1,345.83	8%
30,000,000 to 44,999,999	1,345.84 to 2,018.75	0%
45,000,000 to 74,999,999	2,018.76 to 3,364.59	0%
75,000,000 to 149,999,999	3,364.60 to 6,729.17	0%
Households with household head who is ... [#]	43.4%	11.2%
Average number of adults per household	2.5 (0.89)	
Average number of children per household	1.2 (0.84)	
Household head religion:		
<i>Buddhism</i>	6.6%	
<i>No religion</i>	92.8%	
<i>Catholic</i>	0%	
Household head ethnicity:		
<i>Kinh</i>	84.9%	
Number of households	152	

Note: Adults ≥ 18 years of age; ⁺ Exchange rate 1 USD = 22291 VND on 1 December 2016; [#] does not sum to 100% – remaining households have joint male and female heads