

PR survey results
Myanmar
Survey on your livelihood

Surveymy G.K.

Country: Myanmar, nationwide

Survey method: Online

Screening: People aged 20+ who live in Myanmar

Recruited the participants through “Smaphone”,
SurveyMY community on Facebook, and collected the responses.

Questions: 10

Samples: N=233

Fieldwork : 4th – 7th Feb 2014

Sample details for age/gender

<i>Age group</i>	<i>Male</i>	<i>Female</i>	<i>Total</i>
<i>20-29</i>	<i>75</i>	<i>69</i>	<i>144</i>
<i>30-39</i>	<i>29</i>	<i>29</i>	<i>58</i>
<i>40+</i>	<i>19</i>	<i>12</i>	<i>31</i>
<i>Total</i>	<i>123</i>	<i>110</i>	<i>233</i>

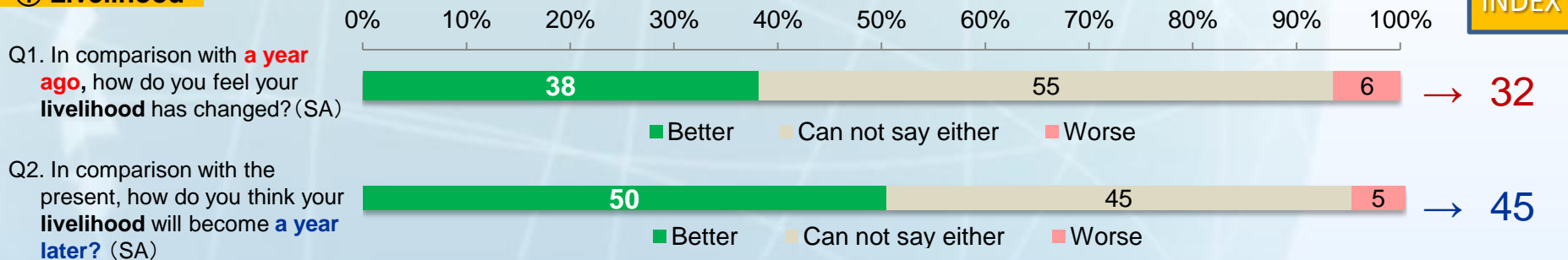


Survey Results

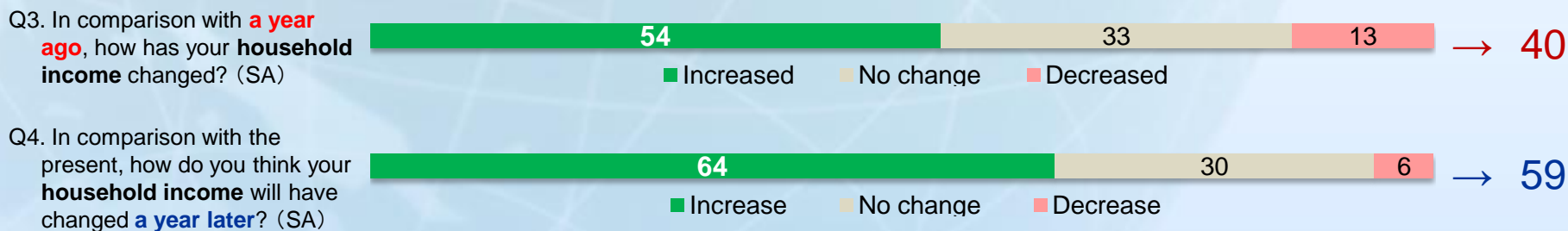


Economic Perception Index = number of “**positive answers** - **negative answers**” for each question

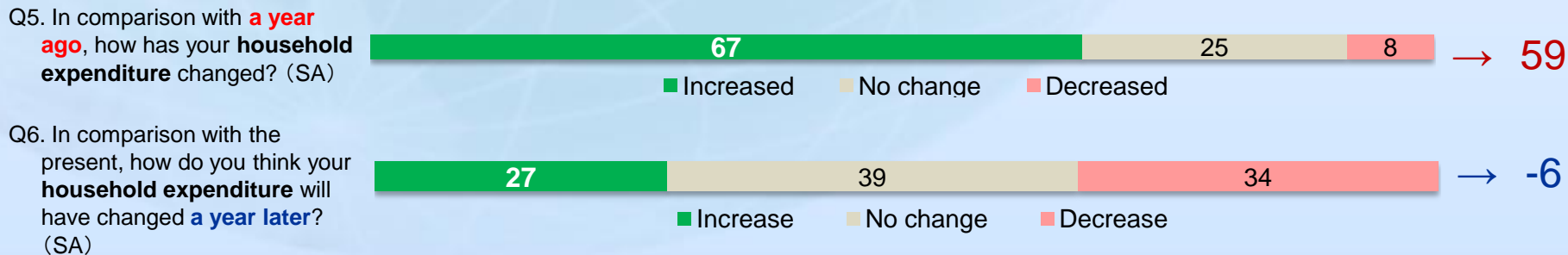
① Livelihood



② Fluctuation of Income



③ Fluctuation of Expenditure



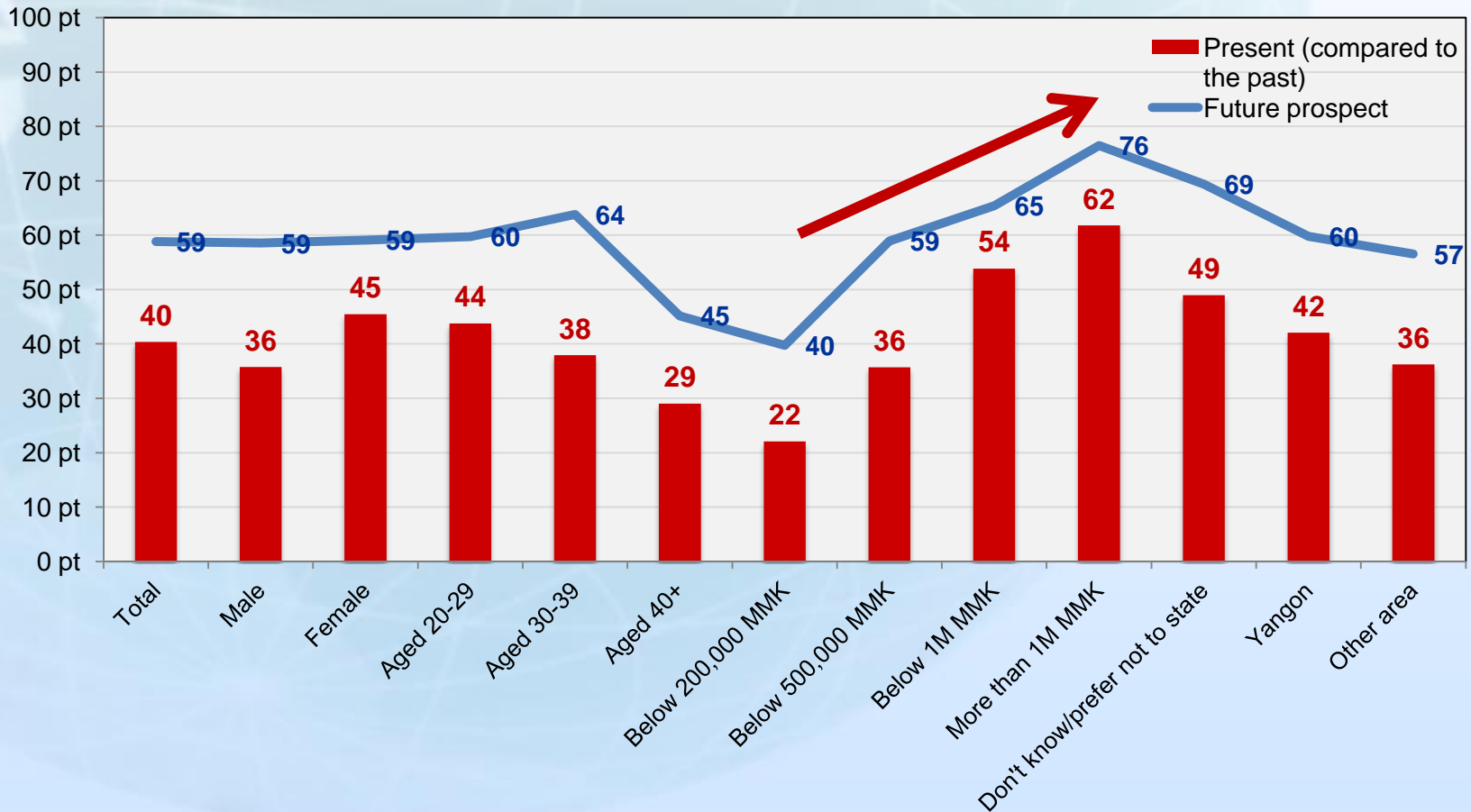
The current state shows 32 points in all, by subtracting “bad” from “good”.
 45 for the future prospects, even more positive perception.
 Lower points by respondents in their 40's and low-income groups.

Index of Livelihood “Better (than last year/will be next year)” - “Worse (than last year/will be next year)”



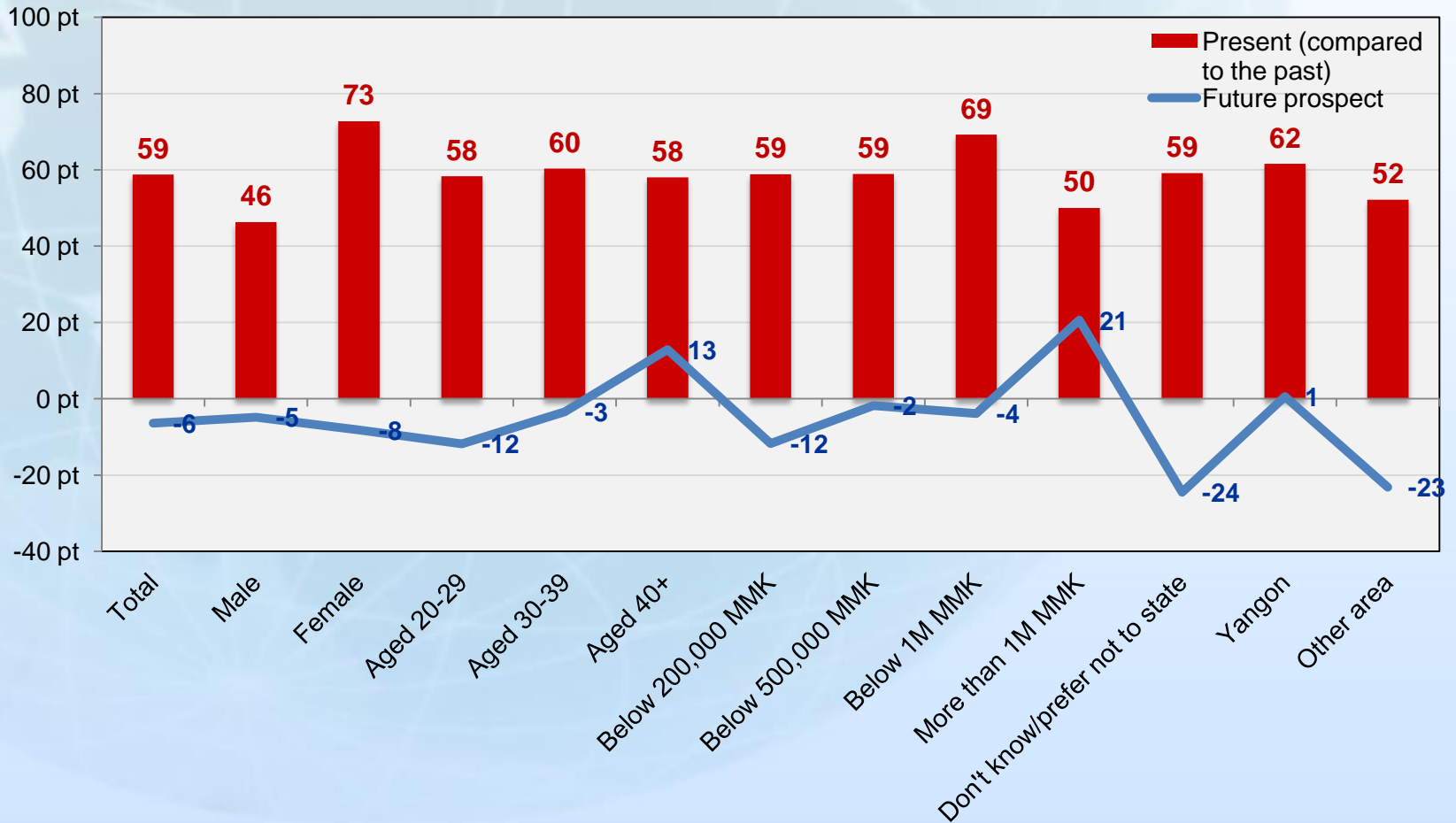
High index points = “Up” – “Down”: 40, Current state in all / 59, Future prospect
 The high-income groups, the higher index points.

Index of Income Fluctuation “Increased (than last year/will next year)” - “Decreased (than last year/will next year)”



Index points = “Up” – “Down”: 59, compared to the last year, while -6, Future prospect Slightly more people intend to reduce spending.

Index of Expenditure Fluctuation “Increased (than last year/will next year)” - “Decreased (than last year/will next year)”



Favorites purchased last year (optional) – 1

Photo



内容

Tablet(lenovo)

Printer(Epson)

Water ionizer

Demo

Female in her 20's
Self-employed

Male in his 30's
Restaurant clerk

Male in his 30's
Self-employed

Favorites purchased last year (optional) – 2

Photo



内容

MacBook Pro (Retina Display)

Dress

Sony XperiaZ1(LTE)

Demo

Male in his 20's
Student

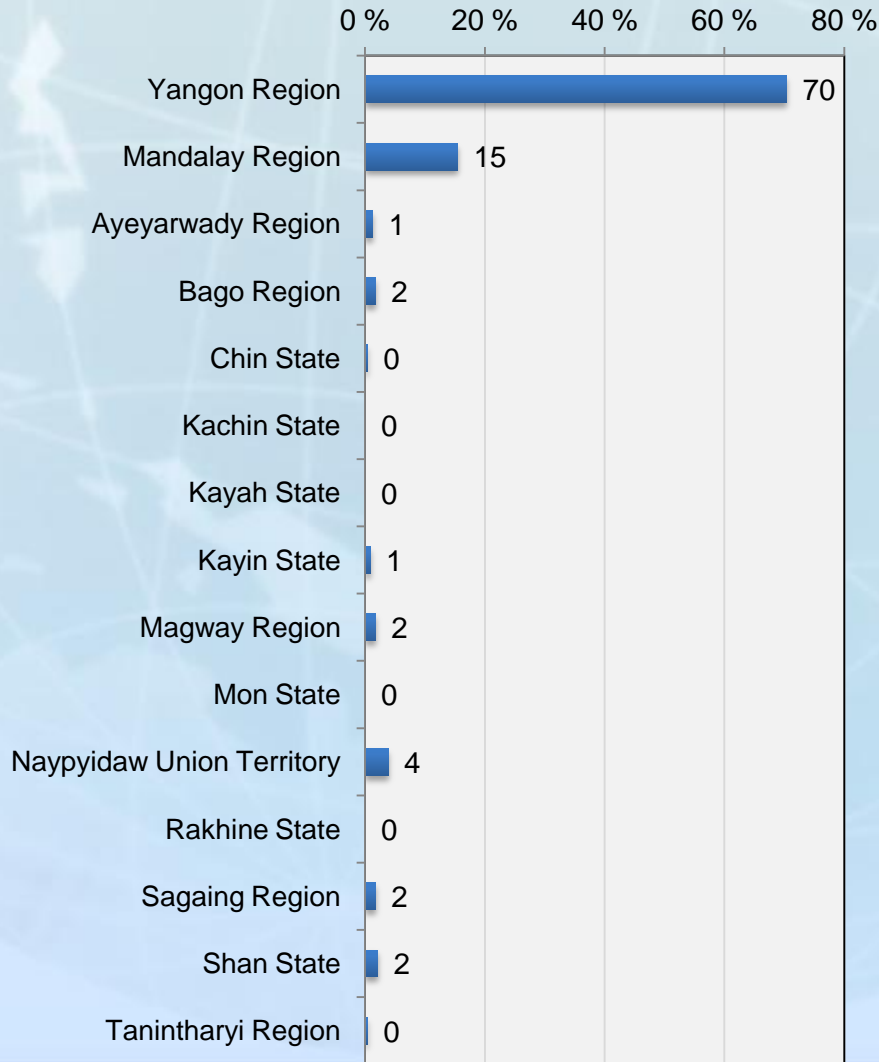
Female in her 20's
Unemployed

Male in his 40's
Government employee

Demographics



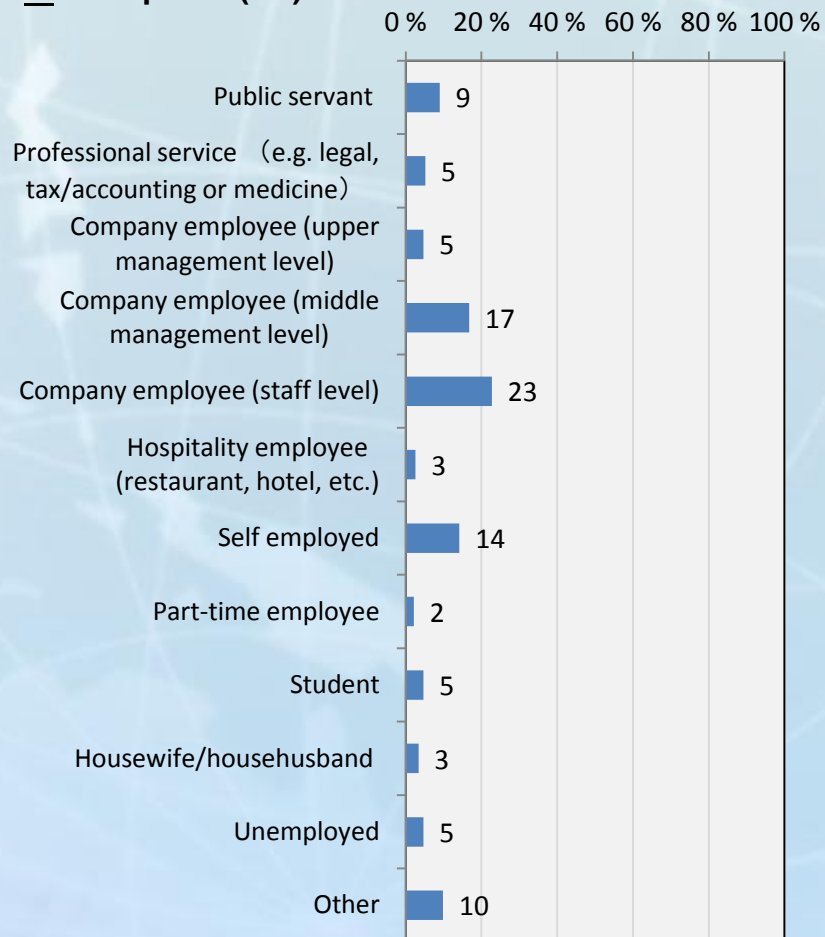
S Areas of residence (SA)



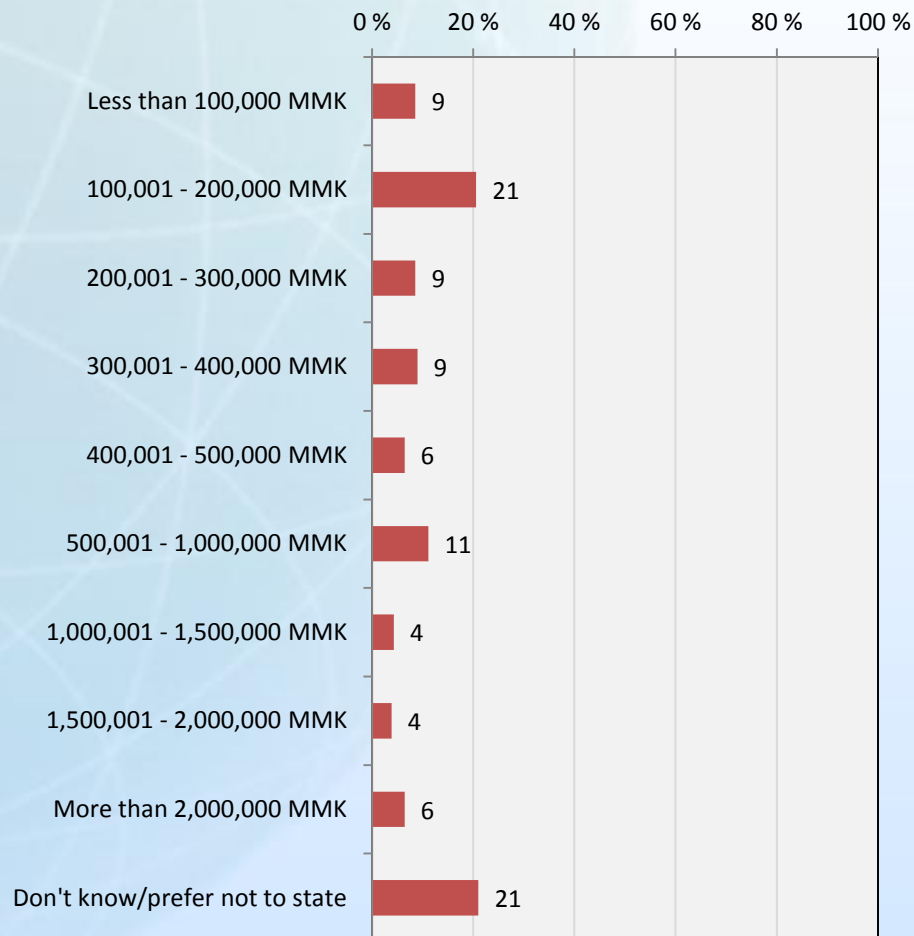
Ref. Myanmar's administrative division map



F Occupation(SA)



F Household monthly income(SA) *1MMK=0.01USD/0.1JPY



Q Please select the products that you currently own. (MA)

