

Table 2: Demographics of the sample for both cities (n = 1,120) and for each city separately (Hanoi: n = 360; Ho Chi Minh City: n = 760).

City	Gender	Age	Ethnicity	Religion	Income (per month)	
<u>All</u>						
	Male	49% (549/1120)	Median 37	Kinh 94.3% (1056/1120)	None 64% (717/1120)	0-10 million dong 82.9% (929/1120)
	Female	51% (571/1220)	Mean 40	Hoa 5% (56/1120)	Buddhism 23.8% (266/1120)	10-18 million dong 11.5% (129/1120)
				Khmer 0.4% (4/1120)	Christian 11.7% (131/1120)	18-32 million dong 2.6% (29/1120)
				Hmong 0.09% (1/1120)	Cao Dai 0.3% (3/1120)	32-52 million dong 0.6% (7/1120)
				Dao 0.09% (1/1120)	Khmer Indigenous 0.09% (1/1120)	52 million dong 0.4% (5/1120)
				Muong 0.09% (1/1120)	Tay 0.09% (1/1120)	Don't know/don't remember 1.9% (21/1120)
				An Do 0.09% (1/1120)	Muslim 0.09% (1/112)	
<u>Hanoi</u>						
	Male	47.8% (172/360)	Median 38	Kinh 99.4% (358/360)	None 91.1% (328/360)	0-10 million dong 86.1% (310/360)
	Female	52.2% (188/360)	Mean 42	Hmong 0.3% (1/360)	Buddhism 6.4% (23/360)	10-18 million dong 11.9% (43/360)
				Dao 0.3% (1/360)	Christian 2.2% (8/360)	18-32 million dong 1.4% (5/360)
					Tay 0.3% (1/360)	Don't know/don't remember 0.6% (2/360)
<u>Ho Chi Minh City</u>						
	Male	49.6% (377/760)	Median 37	Kinh 91.8% (698/760)	None 51.2% (389/760)	0-10 million dong 81.4% (619/760)
	Female	50.4% (383/760)	Mean 39	Hoa 7.4% (56/760)	Buddhism 32% (243/760)	10-18 million dong 11.3% (86/760)
				Khmer 0.5%	Christian 16.2%	18-32 million dong 3.2%

						(4/760)		(123/760)		(24/760)
					Muong	0.1% (1/760)	Cao Dai	0.4% (3/760)	32-52 million dong	0.9% (7/760)
					An Do	0.1% (1/760)	Khmer Indigenous	0.1% (1/760)	Over 52 million dong	0.7% (5/760)
							Muslim	0.1% (1/760)	Don't know/don't remember	2.5% (19/760)
<u>Tiger Product Consumers</u>										
	Male	56.9%	Median	54	Kinh	98.5% (64/65)	None	61.5% (40/65)	0-10 million dong	72.3% (47/65)
	Female	43.1%	Mean	51	Hmong	1.5% (1/65)	Buddhism	27.7% (18/65)	10-18 million dong	16.9% (11/65)
							Christian	9.2% (6/65)	18-32 million dong	6.2% (4/65)
							Cao Dai	1.5% (1/65)	Over 52 million dong	1.5% (1/65)
									Don't know/don't remember	3.1% (2/65)