





Cities are an important driving force in consumer markets of Indochina. The population of cities is largely made up of recent migrants from rural areas. This edition of Indochina Research's I-TRAK™ begins to examine how urban migrants compare their new and old homes.

I-TRAK™ Research Design: Random selection of 600 urban migrants residing in Hanoi and HCMC (Vietnam), Phnom Penh (Cambodia) and Vientiane (Laos). 50% male, 50% female, 50% aged 16-25, 50% aged 26-40, covering all occupations. Conducted in May 2007.

Reasons for migration...

-  Education and job opportunities are the key forces of urban migration.
-  Young migrants are more likely to move for education, and older migrants are more likely to move to seek jobs.


Cost of living Issues...



-  The costs of living in the city are higher for housing/land, food, clothing and transport.
-  Migrants are willing to pay for these higher costs because they perceive that the quality of these products is higher.

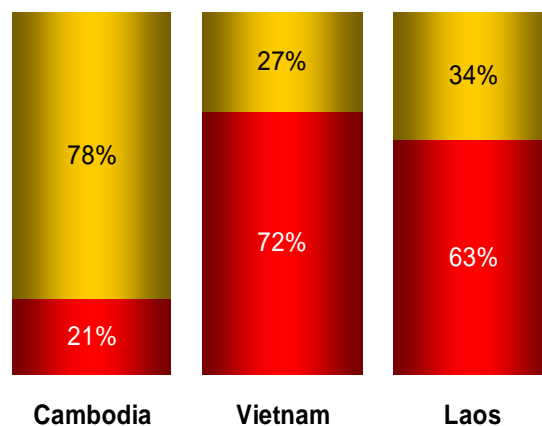
Top 10 Advantages of Living in the City

Cambodia	Vietnam	Laos
Better education	Easier access to Govt	More openmindedness
Easier finding jobs	Better pay	More entertainment
Better pay	More entertainment	Better education
Easier access to Govt	Better education	Better pay
More entertainment	Easier finding jobs	Easier finding jobs
Better health care	Better health care	Better health care
Water is healthier	More gender equality	Easier access to Govt
More gender equality	More openmindedness	Can see friends more
More openmindedness	Easier to make friends	Easier to make friends
Easier to make friends	Water is healthier	More gender equality



Concerns with city life...

-  In all three countries, migrants agree that they face greater personal risk in urban areas from traffic accidents (89%), theft and robbery (87%), drug use (85%), youth gangs (80%), and corrupt officials (66%) than they did in their homelands.

-  I love my homeland more than this city
-  I love this city more than my homeland



To Stay or Not to Stay...

-  78% of Cambodian migrants love their homeland more than the city and 56% see themselves living in their homeland in 20 years.
-  Migrants in Vietnam and Laos are less likely to return to their homelands because they love their new cities and feel that cities offer more economic opportunities and comforts.