

6D Syndicated Credit Card Monitor 2008



TNS Thailand is now offering a new service called ‘**Syndicated Credit Card Monitor 2008**’. This is a quantitative study conducted among 800 samples nationwide via TNS Online Panel – 6th dimension[®] which is fully owned and managed by TNS.

Qualified panelists in this syndicated study are those who meet the following criteria:-

- Male/Female
- Aged 23-60 years
- Active credit card holders and users in the past 3 months
- Roughly, proportion of classic/gold/platinum card holders = 40/40/20 %

Main topics of the study cover credit card brand and advertising awareness, usage and attitude, demographics along with financial products currently use.

For further information, please contact:-

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