Social Media in Vietnam
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- Number of respondents: 500
- People who live in Vietnam
- Conducted on Sept 18-20, 2014
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- 81.8% use smartphone and the ratio of using Samsung smartphone is highest (29.5%, higher than 20% using Apple).
- With the advantage of the biggest social network on the world and Vietnam as well, Facebook Messenger application is still the biggest social message service to Vietnamese people.
- Compare with some international service except Facebook Messenger (Line, Viber, Kakao Talk, Whatsapp, Wechat, etc...), Zalo is the application developed by Vietnamese and the user of Zalo is higher than others.
- Snapchat and Tango is still the new name with Vietnamese people, just only 8.7% of use Snapchat and 12.5% use Tango.
- Mostly spend time for these social message service more than 3 hours per day, it’s not different so much by gender or age.
- 77.2% of Facebook Messenger users use Facebook Messenger everyday and 42.9% of Zalo users use Zalo everyday. While this ratio is low with other service’s users.
- Mostly use message application to communicate with their friends, next are with their boyfriends/girl friends, their family, their colleague and others.
- 88.6% install the application by themselves.
- Ratio of female pay for service in app (sticker, background) higher than ratio of male.
Do you have smartphone and which smartphone do you have?

Do you have smartphone?

- Yes: 82%
- No: 18%

Which smartphone do you have?

- Apple: 20
- Samsung: 29.5
- LG: 7
- Asus: 3.4
- Sony: 3.6
- Nokia: 14.2
- Oppo: 1
- Huawei: 1.2
- HTC: 2.6
- Other: 17.4
Do you use these applications?

**Facebook Messenger**
- Yes: 86.7%
- No, but I used before: 6.4%
- No, but I know it: 3.8%
- No, I don't know about it: 3.1%

**Zalo**
- Yes: 61%
- No, but I used before: 22%
- No, but I know it: 12%
- No, I don't know about it: 5%
Do you use these applications?

**Snapchat**
- Yes: 49.1%
- No, but I used before: 11.4%
- No, but I know it: 9.2%
- No, I don't know about it: 30.3%

**Tango**
- Yes: 44%
- No, but I used before: 15.3%
- No, but I know it: 13.6%
- No, I don't know about it: 27.1%
How many hours per day do you spend for these social message application?

- More than 3 hours per day: 46.5%
- 2-3 hours per day: 23%
- 1-2 hours per day: 13.2%
- 30 minutes - 1 hour per day: 8.6%
- 2-3 times per week: 6%
- I don't use it: 2.6%
Updating…