

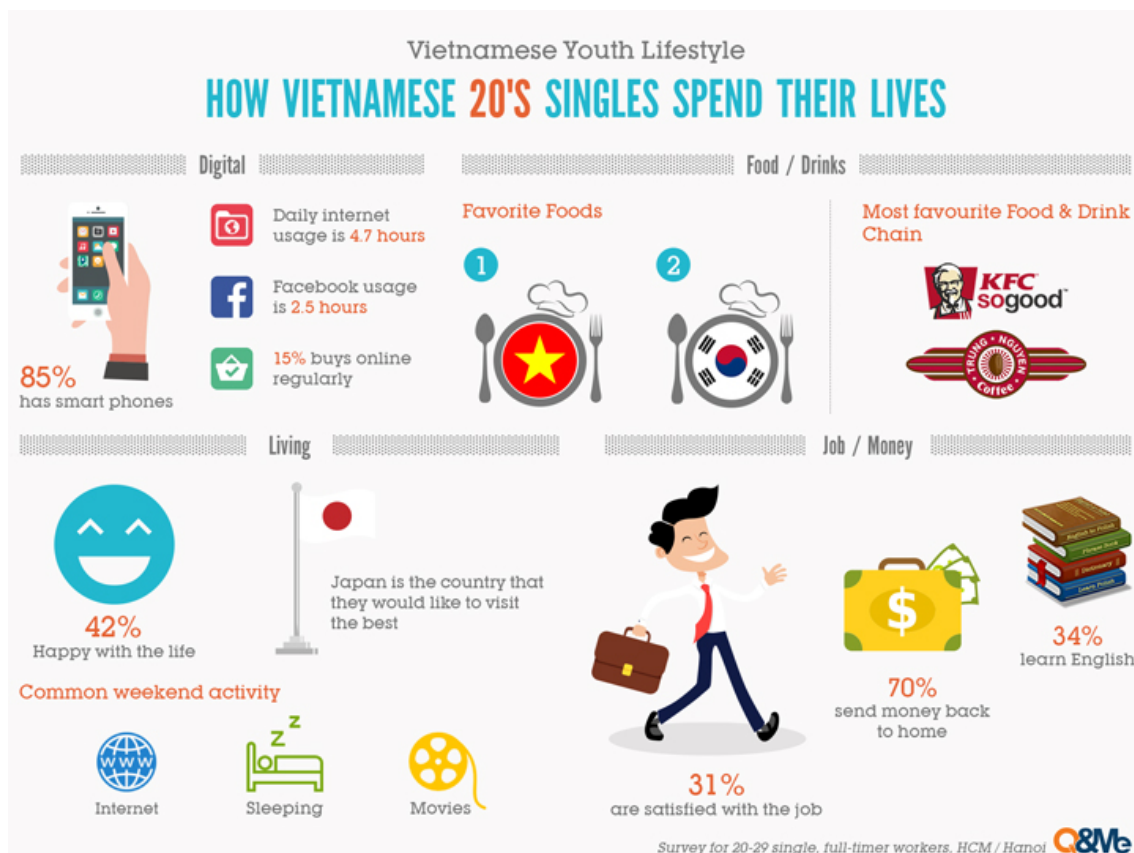
# Press release - Vietnam Youth Lifestyle Survey Report

Asia Plus Inc.  
Nov 24, 2015

Asia Plus Inc. (Tokyo, Japan), the service provider of Vietnam market research “Q&Me” (<https://qandme.net>), has published the report about “Vietnamese youth lifestyle”. Vietnam market is on the increase and youth is the center of consumer consumption. The survey was created in order to understand the lifestyle, opinions and spending of 2-0’s single who live in HCM and Hanoi.

## Topics

- ◆ Smartphone ownership is 85%. Spend 4.7 hours on internet
- ◆ Average house rent is 1.100.000 VND. 70% send money back home
- ◆ 31% are satisfied with the job. 15% has a regular side job.
- ◆ Japan is the country that they would like to visit the best



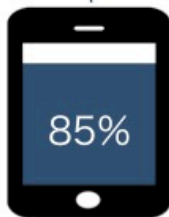
◆ Smartphone ownership is 85%. Spend 4.7 hours on internet

85% of the respondents own smartphone, as the device is one of the must-haves among youth. Popular brands are Samsung, Apple, and Microsoft (Nokia).

They spend 4.7 hours a day on internet and 2.5 hours on Facebook. The average number of Facebook friends are 407. Those numbers imply how indispensable it is to be connected all the time in Vietnam.

## Digital device ownership

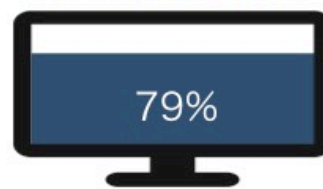
Smart phone



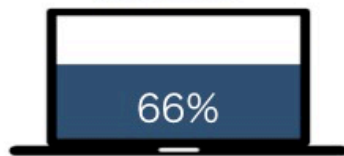
Tablet



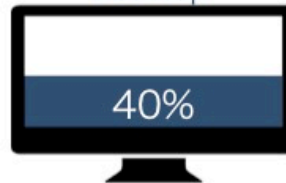
T.V (inc. shared ownership)



Notebook



Desktop

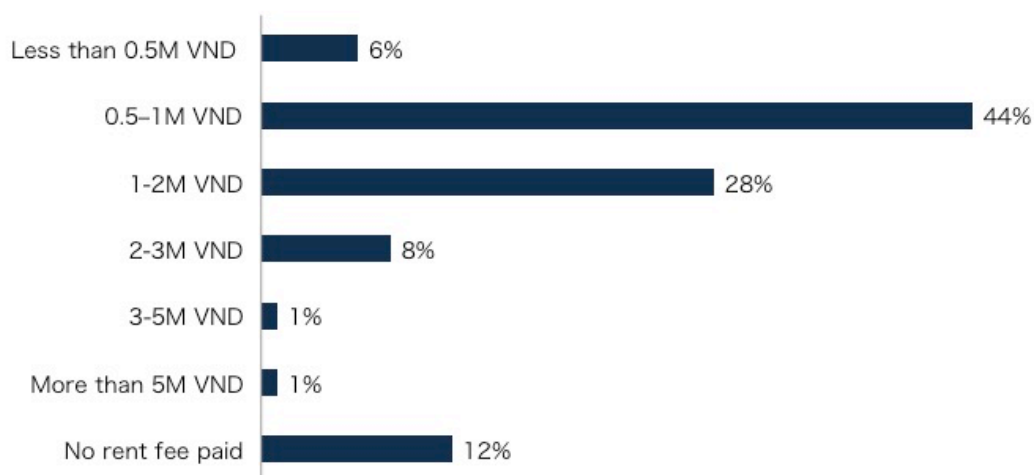


◆ Average house rent is 1.100.000 VND. 70% send money back home

About the living, 53% of the respondents live with family or relatives, while 38% share rooms with their roommates or brothers/sisters. 15% live by themselves. The average pricing of house rents (excluding those who live with their family relatives) are 1,100,000 VND.

70% of respondents also send money back home, to show the strong tie of the Vietnamese family relationships.

### Monthly house rent (excluding those who live with parents or relatives)

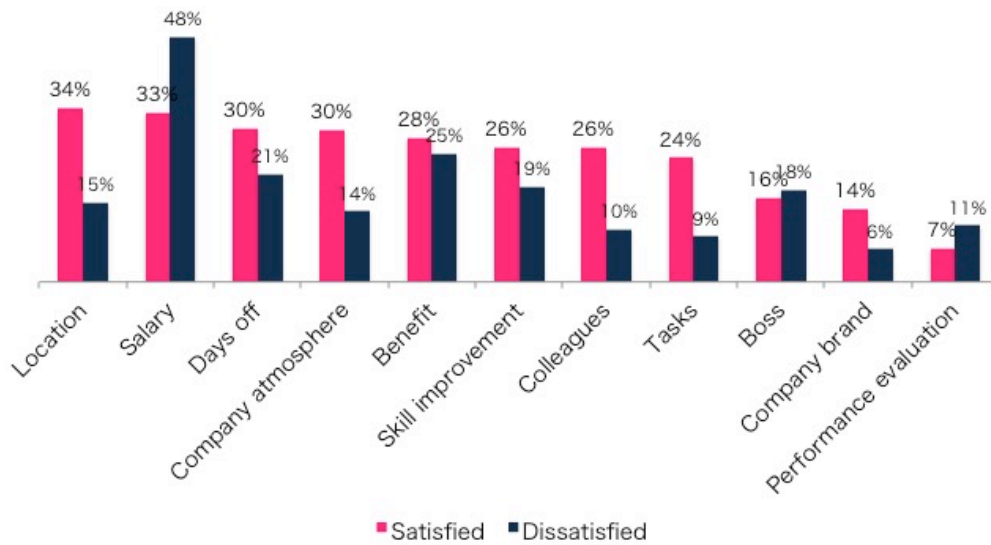


◆ 31% are satisfied with the job. 15% has a regular side job.

With regard to the job, those who are satisfied are 31%, which are more than the number of dissatisfied (24%). The items of the satisfactions are “location (34%)”, “salary(33%)”, “days off(30%)”, while the dissatisfaction comes mainly from “salary(48%)”. There is a co-relationship between job satisfaction and salary satisfaction.

On the other hand, 15% of the respondents have side-job which are unique in Vietnam.

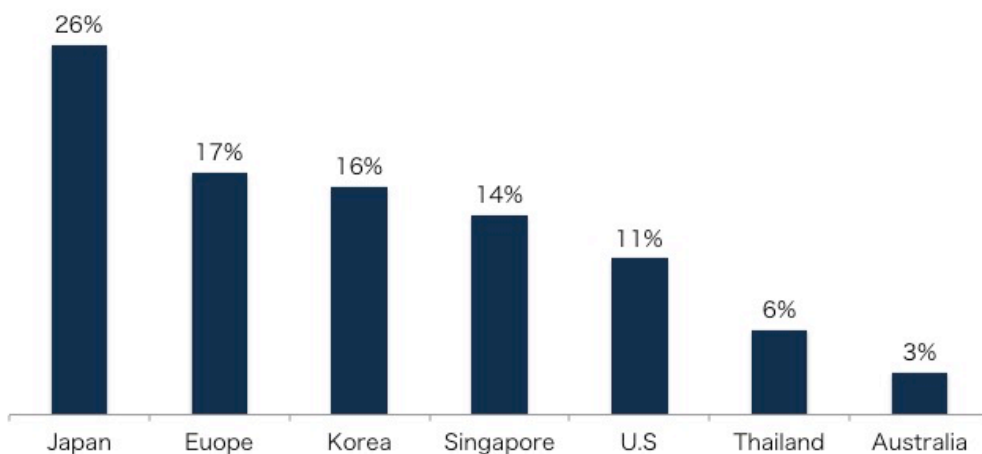
## Job satisfaction / dissatisfaction



### ◆ Japan is the country that they would like to visit the best

Japan is the country that Vietnamese would like to visit. The number of those who selected Japan (26%) are higher than Europe (17%) and Korea (16%).

## Countries to visit



The detail of the research can be found at <http://qandme.net>. The contact email address is [info@qandme.net](mailto:info@qandme.net)

#### Survey information

- Conducted on September 2015
- Internet survey
- 500 Vietnamese in 20's singles, who has full-time, part-time and self-employment jobs

#### About Asia Plus Inc.

Asia Plus Inc. (<http://www.asia-plus.net>) provides the business online solutions to support the issues of “sales” and “marketing” in Asia.

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