



VIETNAM CYBER-SAVVINESS REPORT 2015

CYBERSECURITY: USER KNOWLEDGE, BEHAVIOUR
AND ATTITUDES IN VIETNAM

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Why Did ESET Undertake This Report?

In November 2015, ESET, a global pioneer in proactive protection for more than two decades, conducted its Vietnam Cyber-Savviness Report 2015. The survey aimed to provide insight into the attitudes of internet users across Asia on the topic of cyber security, also uncovering levels of cyber security knowledge and investigating how this translates into how people behave online, the activities they engage in and the precautions they take while surfing the internet.

Earlier this year, ESET also developed the first ESET Asia Cyber-Savviness Report which surveyed 1800 respondents across Hong Kong, India, Indonesia, Malaysia, Singapore and Thailand with the same objectives. To download the full Asia Report, [please click here](#).

Report Methodology

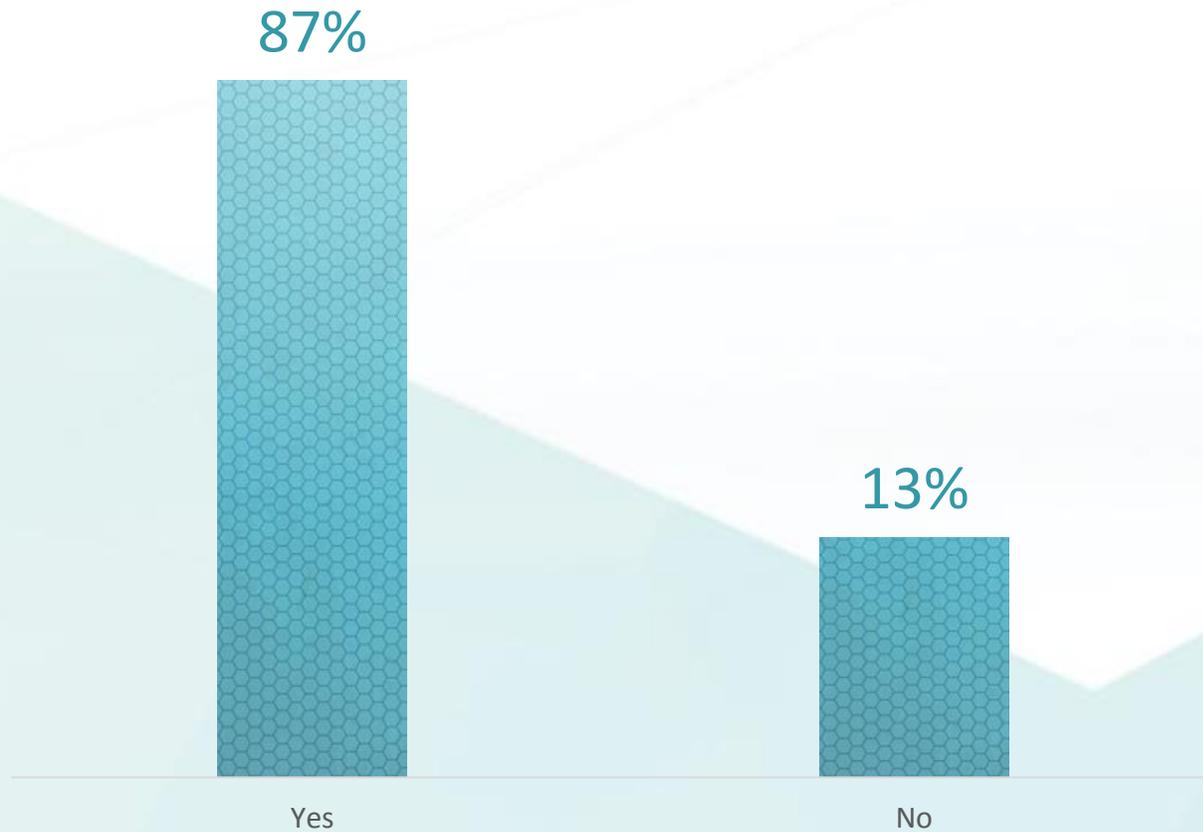
The ESET Vietnam Cyber-Savviness Report 2015, was commissioned by ESET. The survey was conducted in November 2015 by a third party research company through face-to-face interviews with 500 respondents in Hanoi and Ho Chi Minh City. Respondents were aged between 18 – 60 years, with an equal male to female ratio across the two cities.

Key Highlights

- A cyber security knowledge gap exists in Vietnam which could be putting users at risk. Overall users in Vietnam have low cyber security awareness and do not take adequate preventive measures.
- When compared with other Asia-Pacific markets, Vietnam comes in last in terms of cyber-savviness behind Malaysia, Singapore, India, Thailand, Hong Kong and Indonesia, in that order. Cyber-savviness is based on factors such as users' knowledge or ability to understand activities likely to make them vulnerable online, risky behaviors while surfing the web, and proactive steps taken to protect themselves.
- While 87 percent of users in the country worry about online threats, only 32 percent take the right steps to protect themselves – amongst the lowest in Asia-Pacific.
- Risky online behavior is widespread in Vietnam. Users commit basic mistakes like connecting to unsecured public Wi-Fi (71%) and setting easy to remember passwords (70%). The results also show that, on average, over 68 percent of 18-24 year olds in the country engage in risky online behavior.

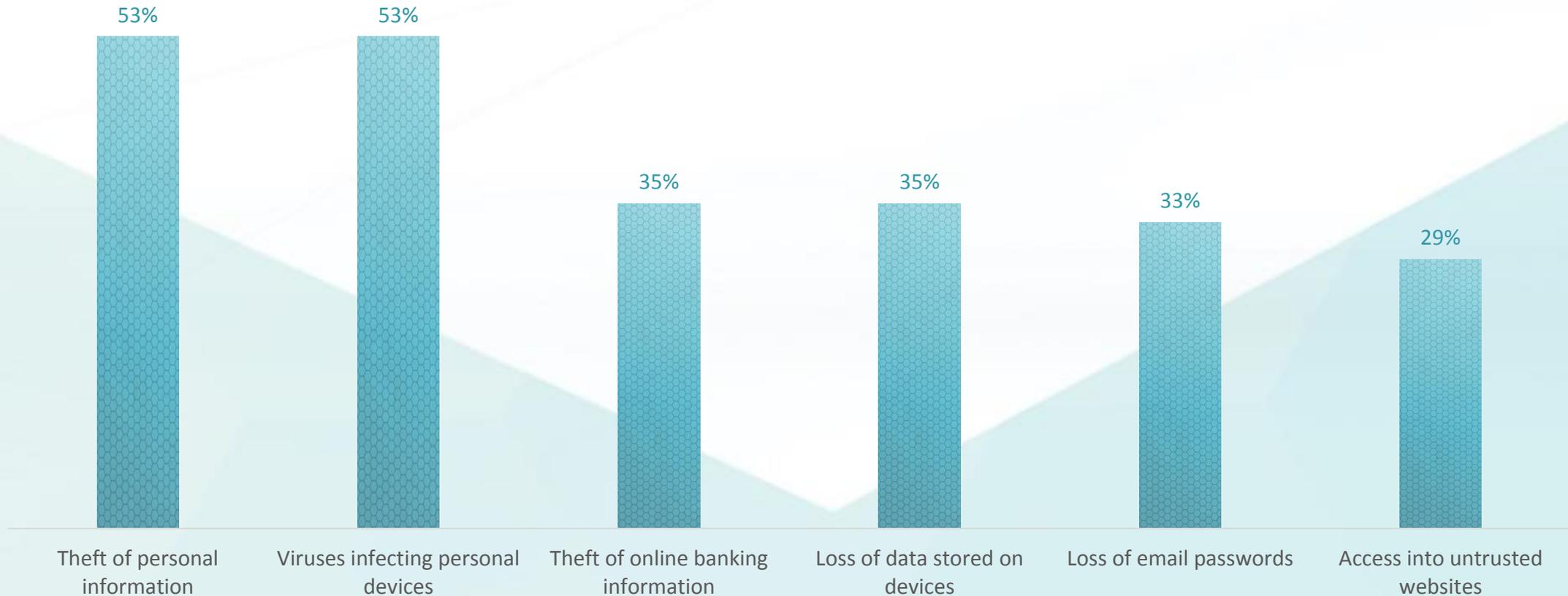
How many users in Vietnam worry about cybersecurity

Are you worried about cybersecurity?



Top Cybersecurity-Related Worries

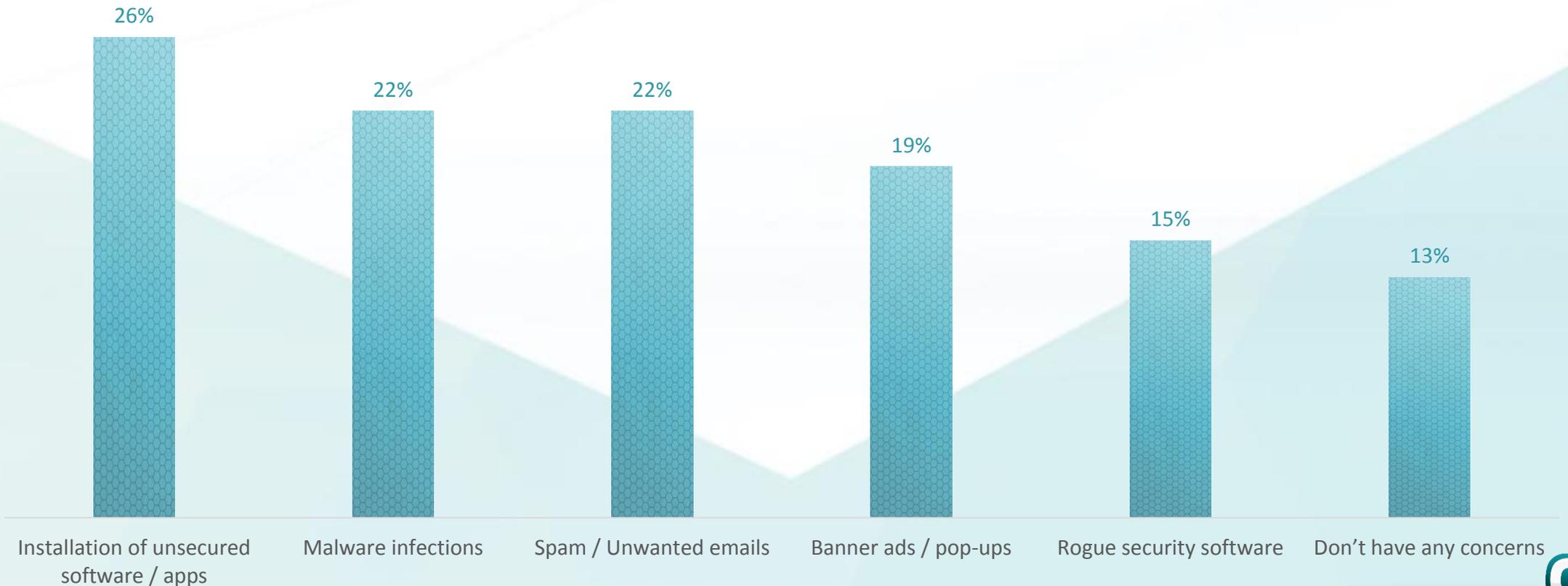
Users in Vietnam worry most about the safety of sensitive information on their personal devices and protecting their devices from viruses. Other concerns include loss of data stored on devices (35%), loss of email passwords (33%) and theft of online banking information (35%).



**Percentage of users who said they worried about the following threats*

Threats users are least worried about

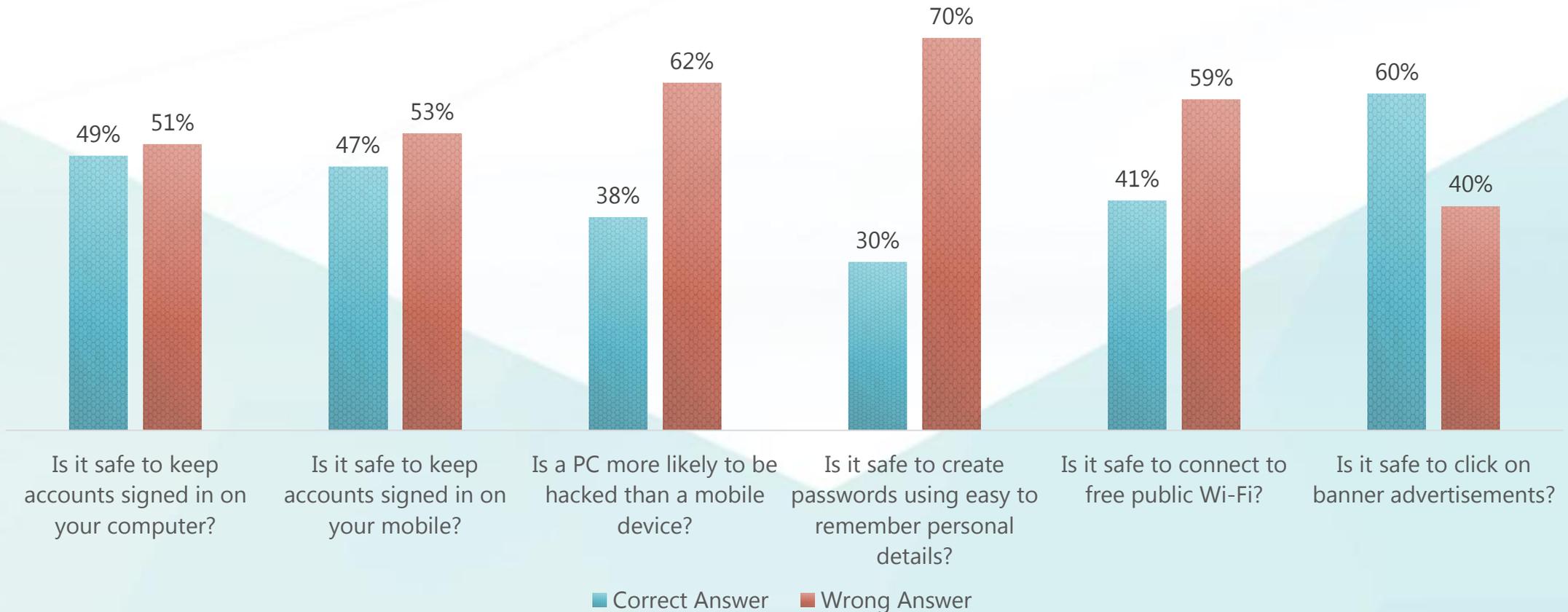
Worryingly, less than 30 percent of users surveyed recognized the serious risks posed by common threats such as unsecured applications, spam emails and banner advertisements, highlighting another serious knowledge gap that could be making them vulnerable to attack.



**Percentage of users who said they worried about the following threats*

Top misconceptions about cybersecurity

A large proportion of Vietnamese Internet users have misconceptions about common cybersecurity issues such as the dangers of connecting to free public Wi-Fi and creating passwords with personal details. Users also failed to recognize the prevalence of cybersecurity threats on mobile devices.



Other misconceptions about cybersecurity

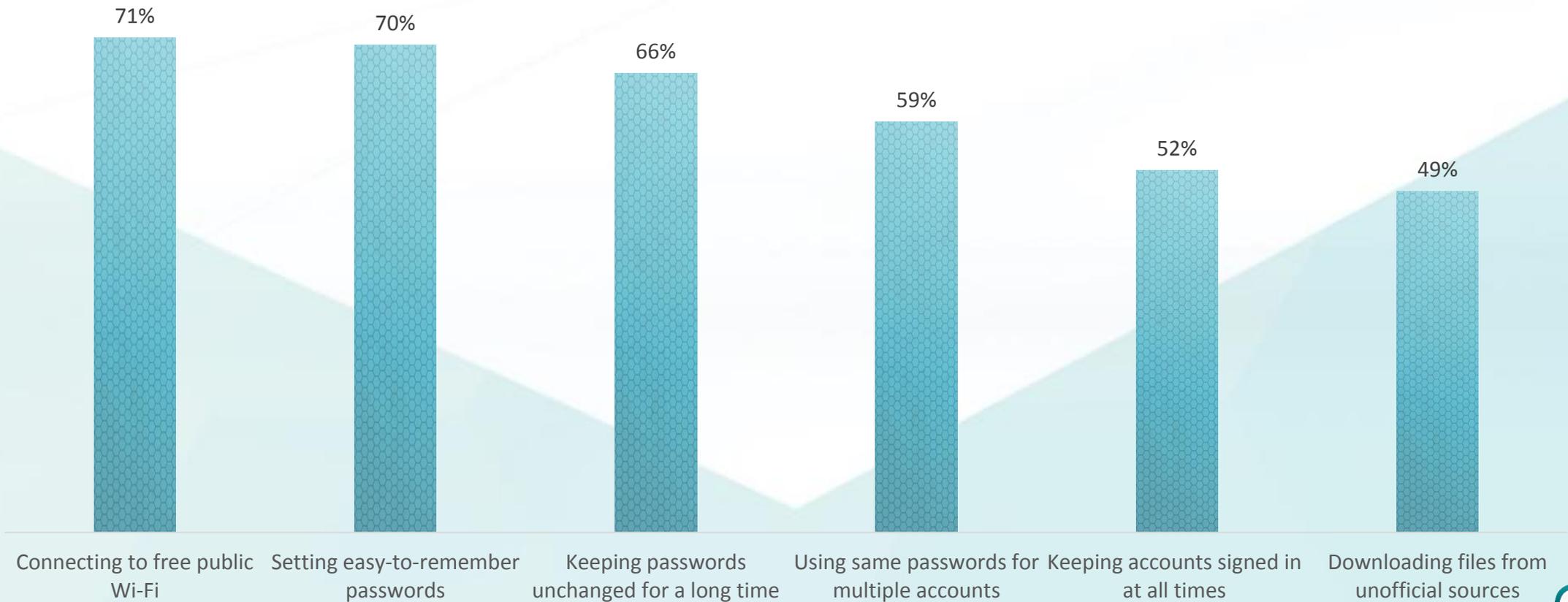
While more people were able to answer these questions correctly, on average more than 35% were not able to do so. This highlights that there is quite a large gap in knowledge in Vietnam when it comes to cybersecurity issues.



**Percentage of users who correctly/incorrectly answered cybersecurity related questions*

Top risky online behaviors in Vietnam

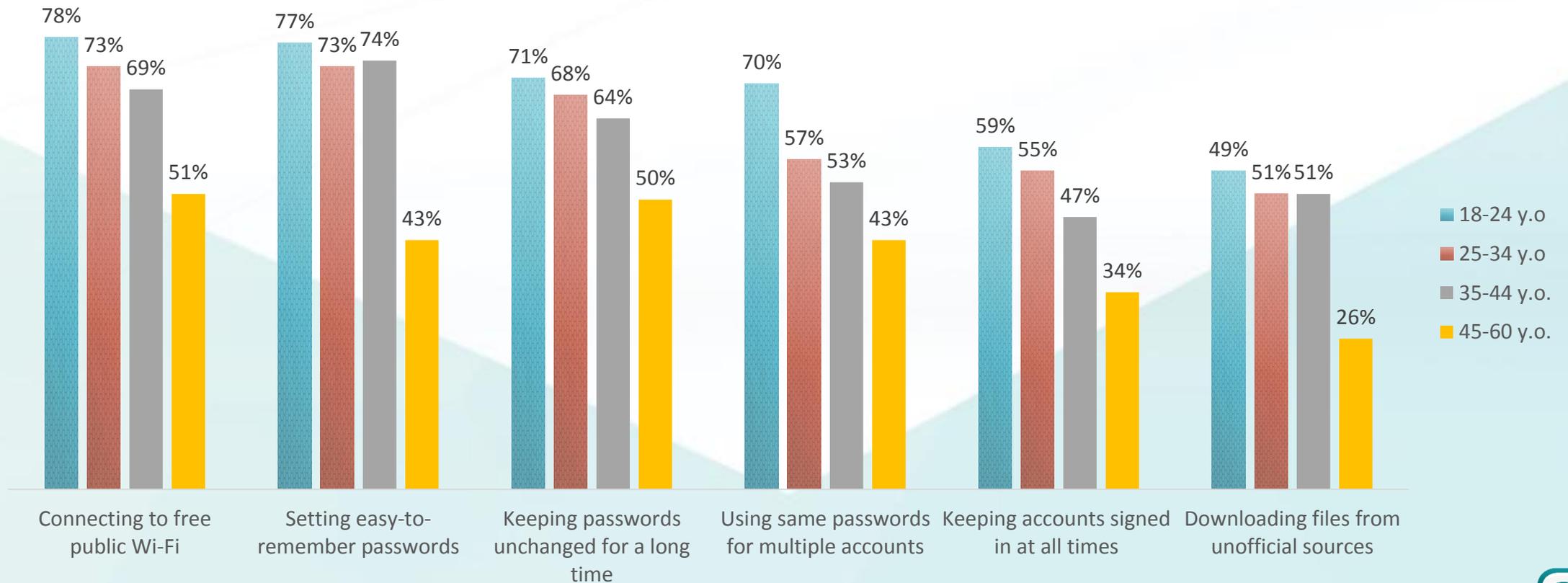
Users in Vietnam expose themselves to a great deal of online risk. Many users commit basic mistakes around password maintenance including setting easy to remember passwords (70%), keeping them unchanged for a long time (66%) and using the same password for multiple accounts (59%).



**Percentage of users who engage in the following risky behavior*

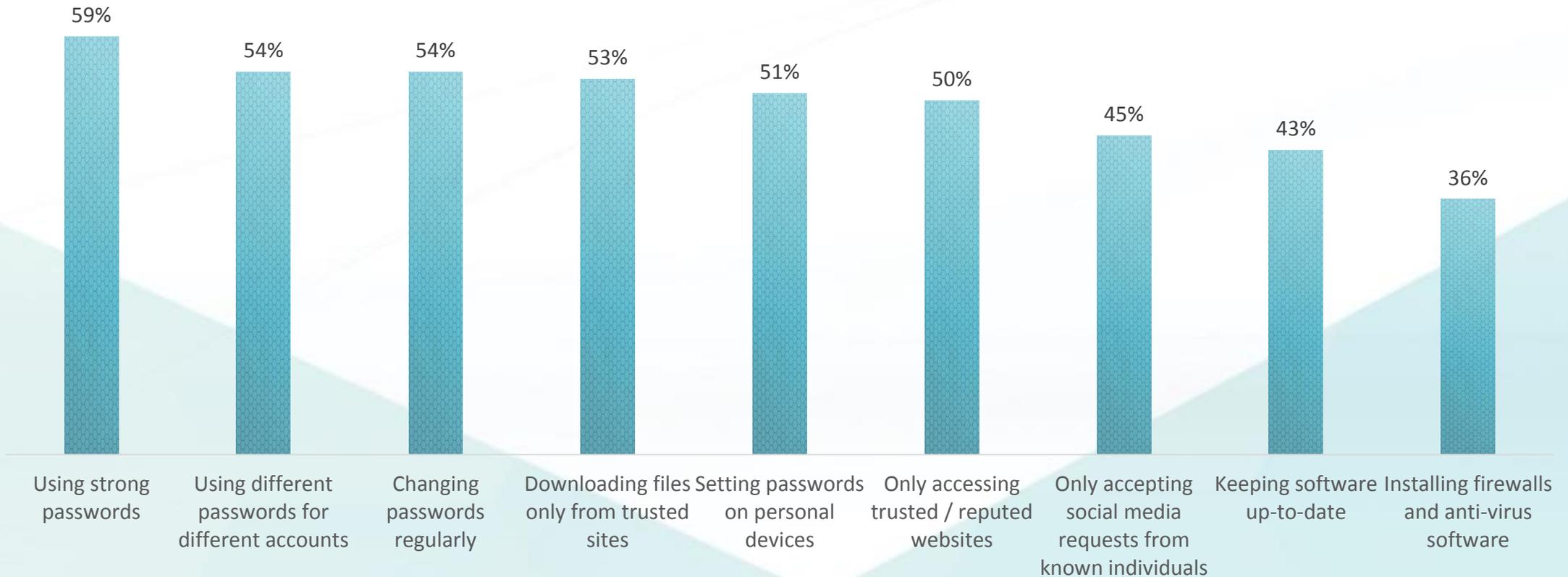
Who takes the most risks online?

18-24 year olds in Vietnam are most likely to engage in risky behavior online as compared to other age groups.



*Percentage of users across different age groups who engage in the following risky behavior

Proactive measures taken to guard against cyber-attacks



**Percentage of users who take the following proactive actions*

How does Vietnam compare with other APAC markets?



Vietnam came last in terms of cyber-savviness behind Malaysia, Singapore, India, Thailand, Hong Kong and Indonesia, in that order.

Cyber-savviness is based on factors such as users' knowledge or ability to understand activities that are likely to make them vulnerable online, risky behaviors while surfing the web, and the proactive steps they can take to protect themselves online.

The results of the survey indicate that Internet users in Vietnam still have some way to go when it comes to protecting themselves against online threats. As more innovative and disruptive technologies continue to make their way into the marketplace, it's important for individuals and enterprises to be able to embrace and enjoy all that these technologies have to offer. We know that there are a lot of cyber criminals out there, trying their best to exploit any vulnerability they can find to make a fast buck, however cyber space does not have to be a scary place. In fact, by following some easy steps, businesses and individuals can be confident that they are protected while surfing the web.

CONCLUSION

ESET® is the pioneer of proactive protection and the maker of the award-winning ESET NOD32® technology, is a global provider of security solutions for businesses and consumers. For over 26 years, the Company continues to lead the industry in proactive threat detection. By obtaining the 80th VB100 award in June 2013, ESET NOD32 technology holds the record number of Virus Bulletin “VB100” Awards, and has never missed a single “In-the-Wild” worm or virus since the inception of testing in 1998. In addition, ESET NOD32 technology holds the longest consecutive string of the VB100 awards of any AV vendor. ESET has also received a number of accolades from AV-Comparatives, AV-TEST and other testing organisations and reviews. ESET NOD32® Antivirus, ESET Smart Security®, ESET Cyber Security® (solution for Mac), ESET® Mobile Security and IT Security for Business are trusted by millions of global users and are among the most recommended security solutions in the world.

ABOUT ESET

