

# SOCIAL MEDIA USAGE SURVEY



# GENDER

40.8%

59.2%

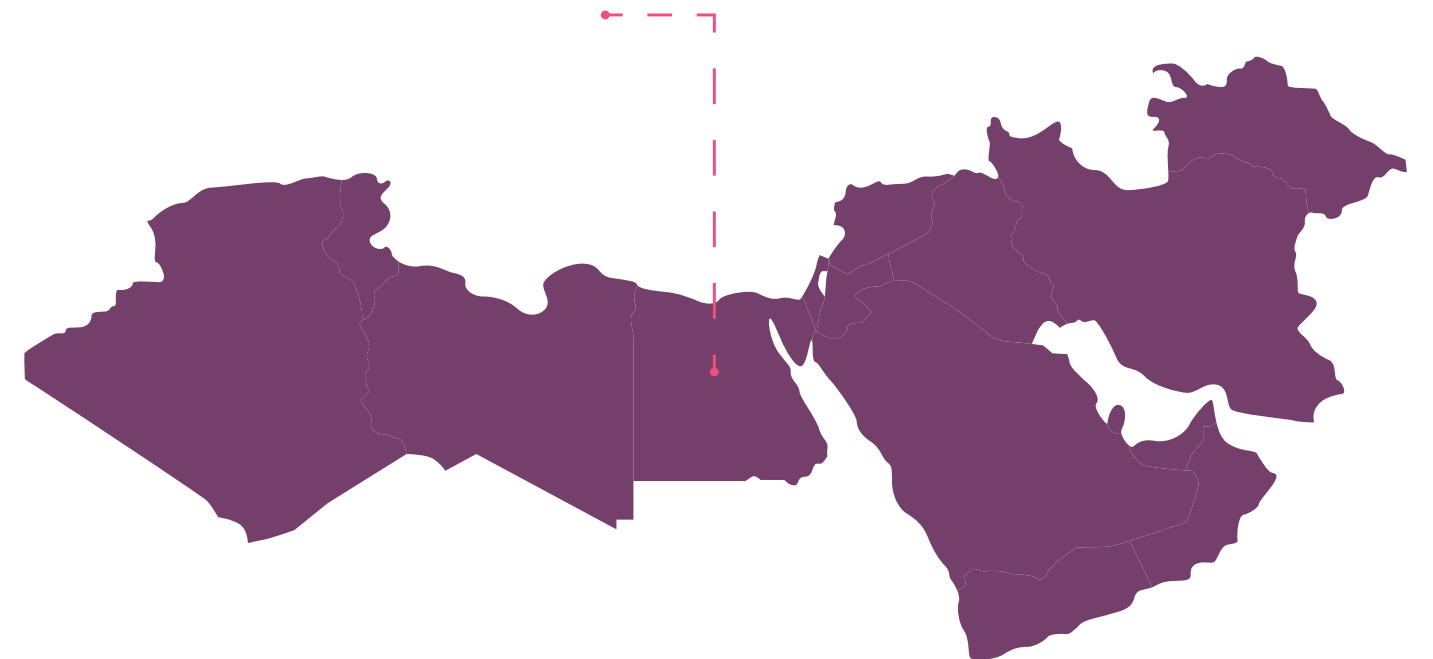


# NUMBER OF PARTICIPANTS

FROM THE MENA REGION

3000

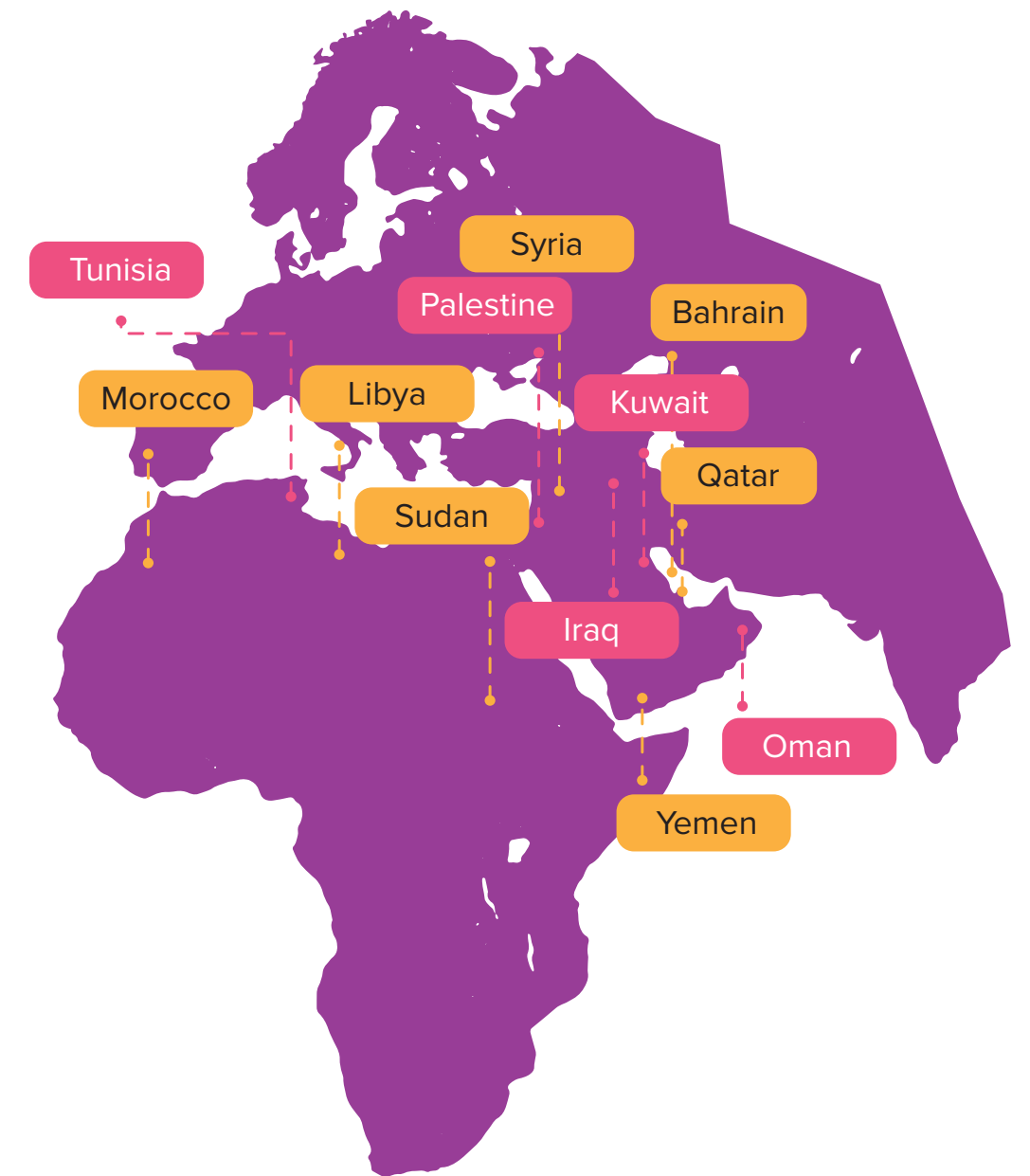
Participants



# COUNTRY OF RESIDENCE



# OTHER COUNTRY OF RESIDENCE



# AGE

**15 - 18**

Years

**2%**

**19 - 25**

Years

**9.4%**

**26 - 35**

Years

**38.5%**

**36 - 45**

Years

**27.5%**

**45+**

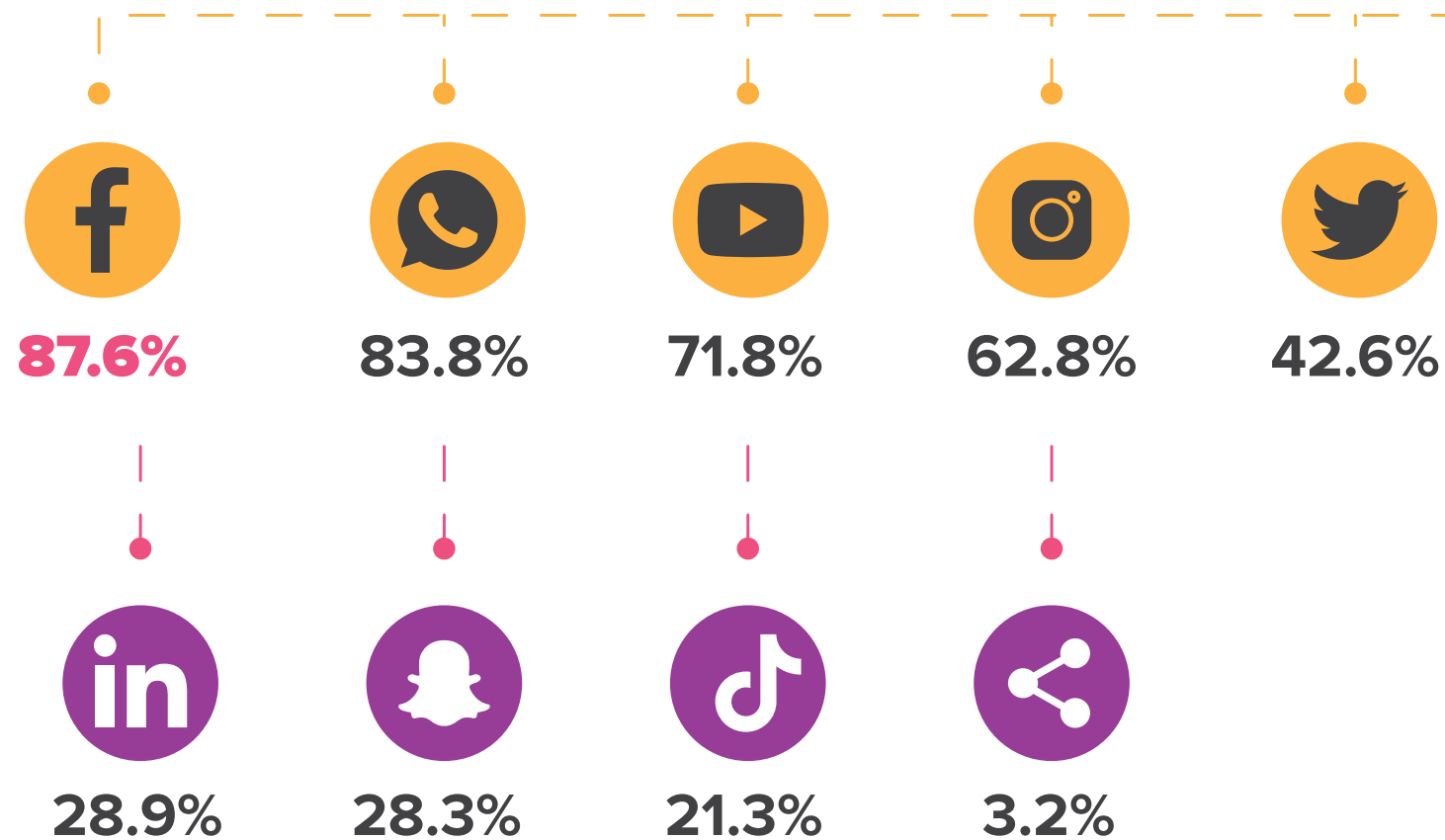
Years

**22.6%**



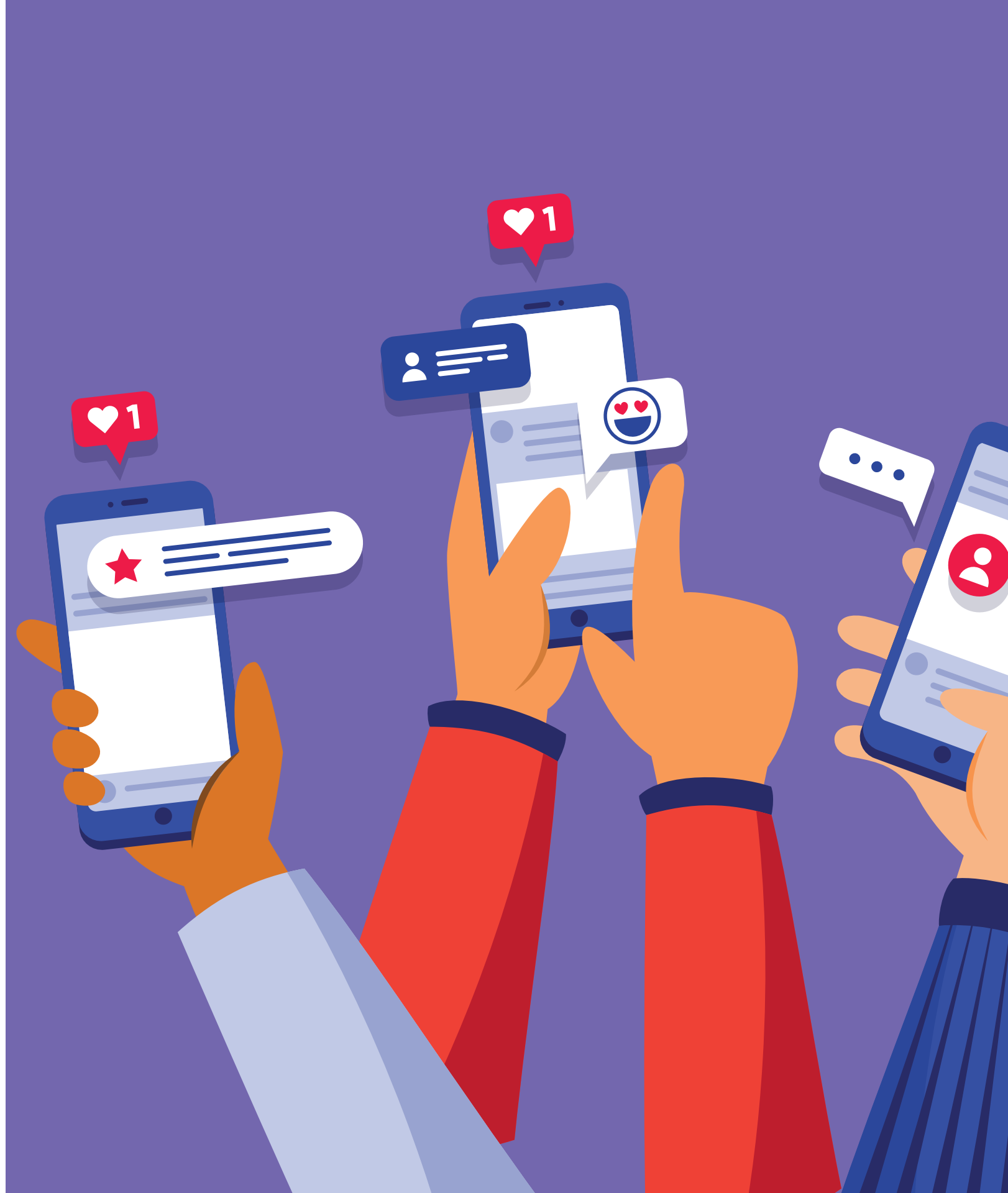
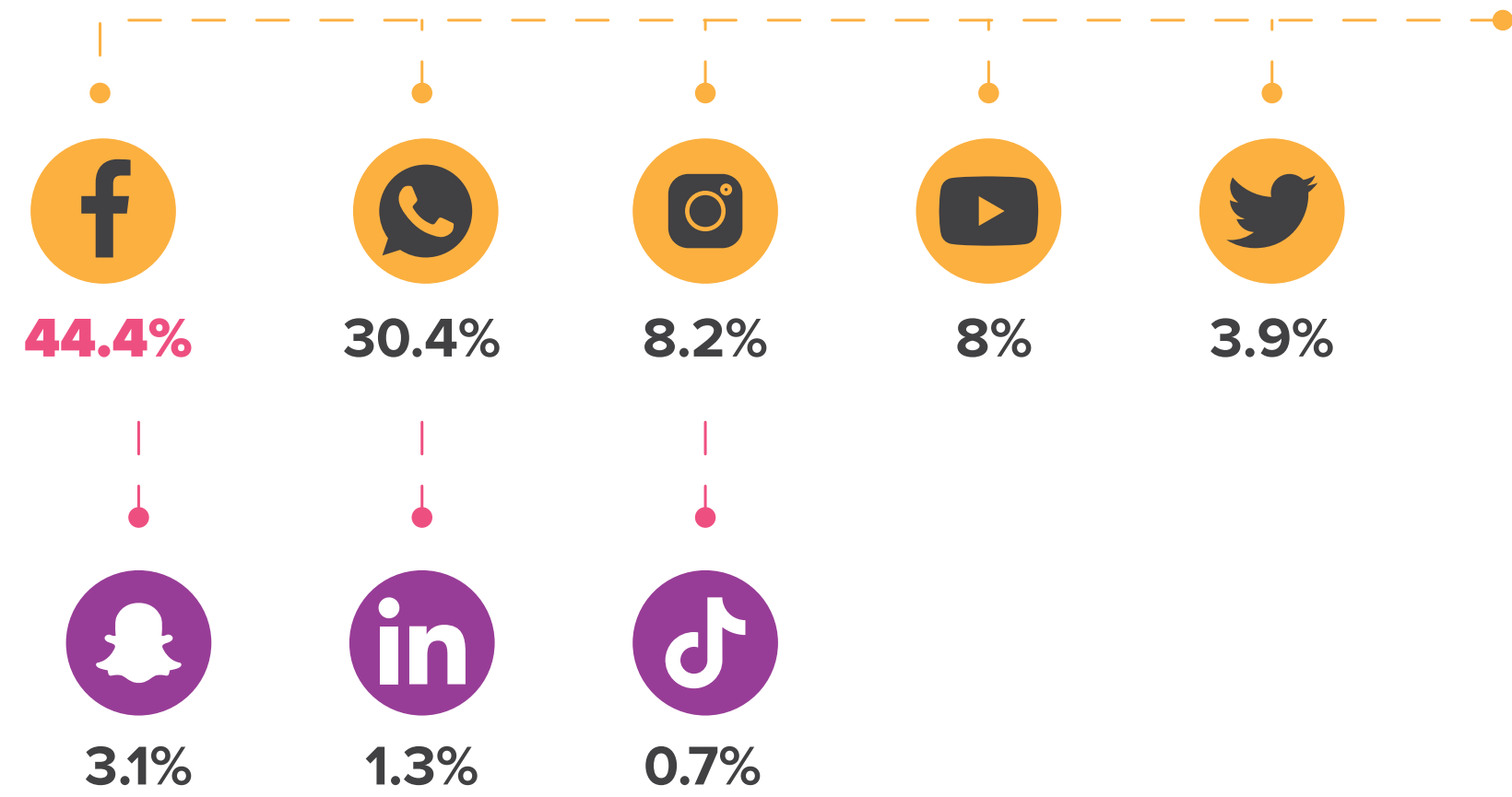
15 - 18	19 - 25	26 - 35	36 - 45	45+
Years	Years	Years	Years	Years
2%	9.4%	38.5%	27.5%	22.6%

# SOCIAL MEDIA PLATFORMS USED



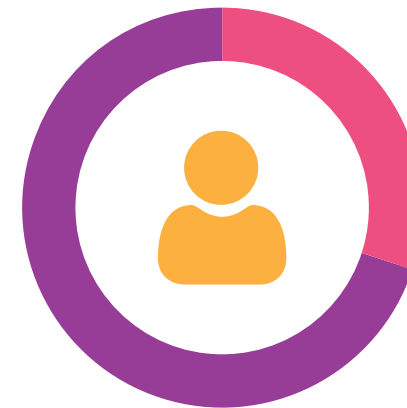
# SOCIAL MEDIA PLATFORM USED

THE MOST AMONG PARTICIPANTS





# AVERAGE TIME SPENT ON SOCIAL MEDIA PER DAY



**4.2%**  
Less than  
30 minutes



**15.2%**  
30 - 60  
Minutes



**21.4%**  
1-2  
Hour



**19.9%**  
2-3  
Hours



**39.3%**  
3+  
Hours

# PURPOSE OF USAGE



Personal  
**57.2%**



Business  
**1.5%**



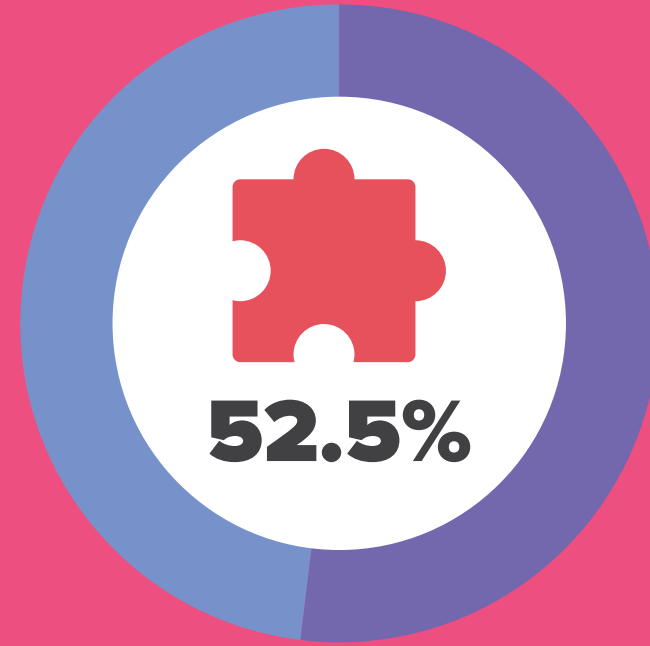
Mixture of both  
**41.2%**



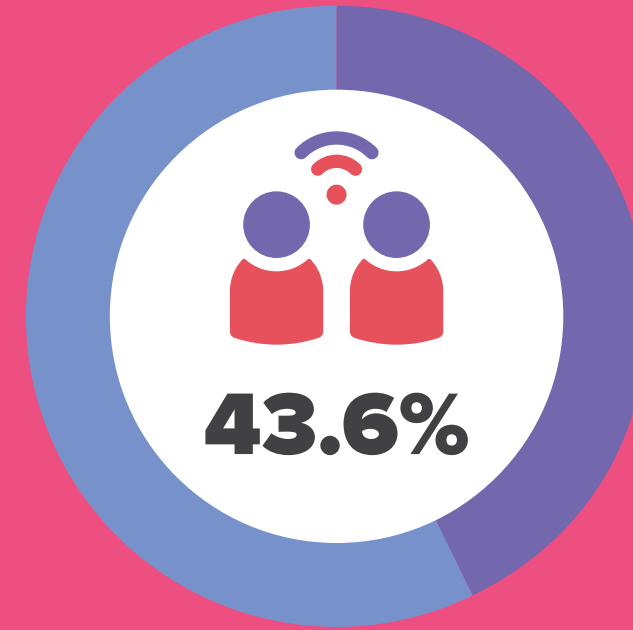


# WHEN DO PARTICIPANTS ACCESS

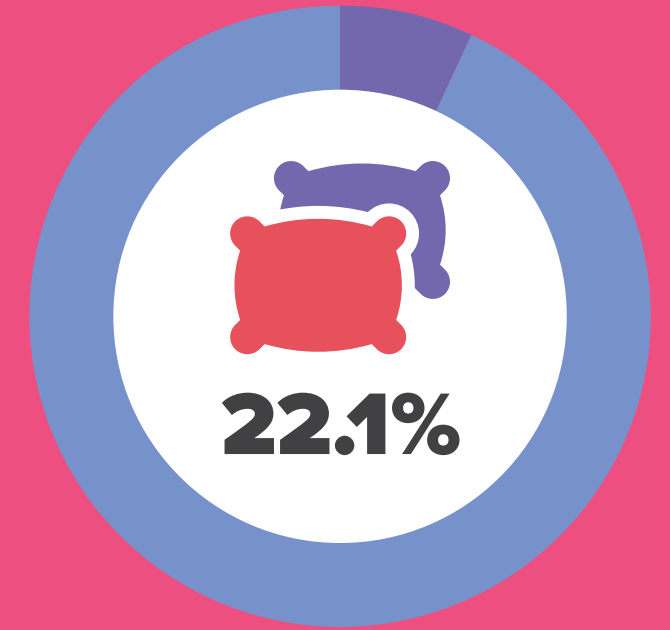
## SOCIAL MEDIA



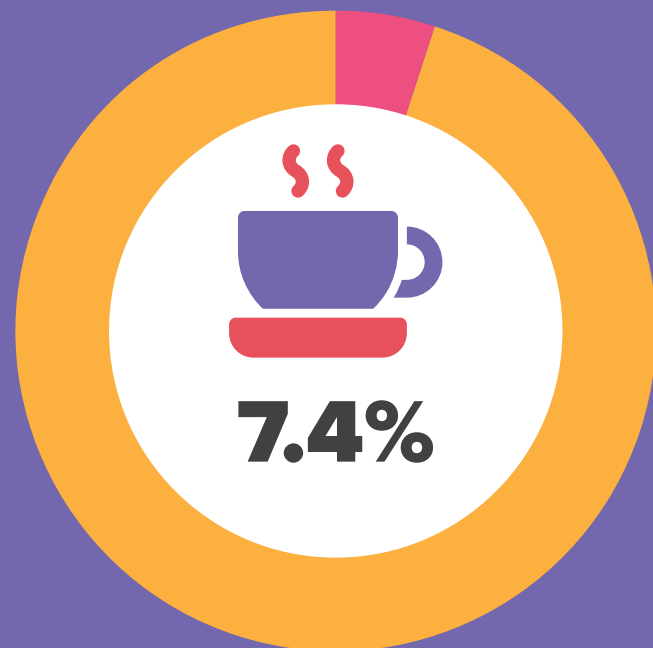
During free time



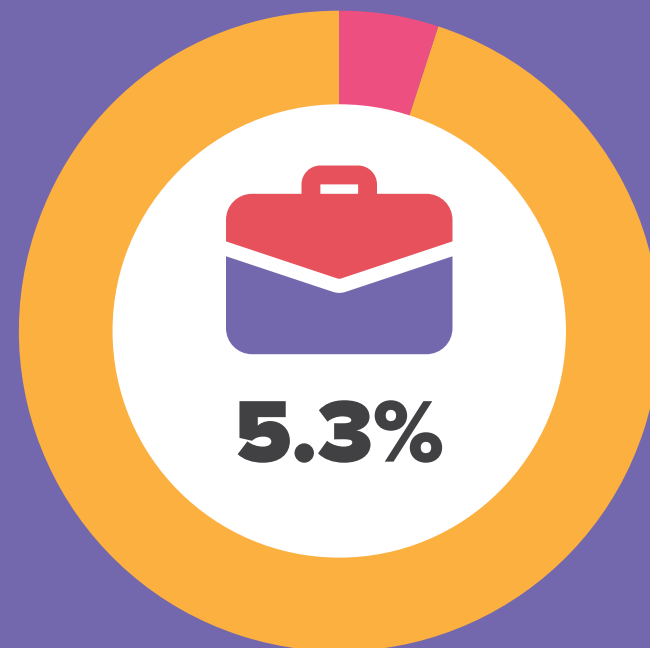
I am live on social media most of the time



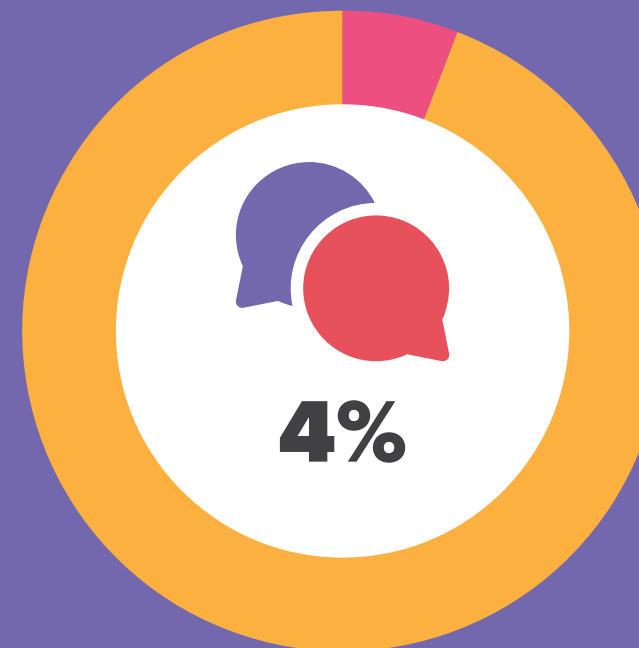
Before I go to bed



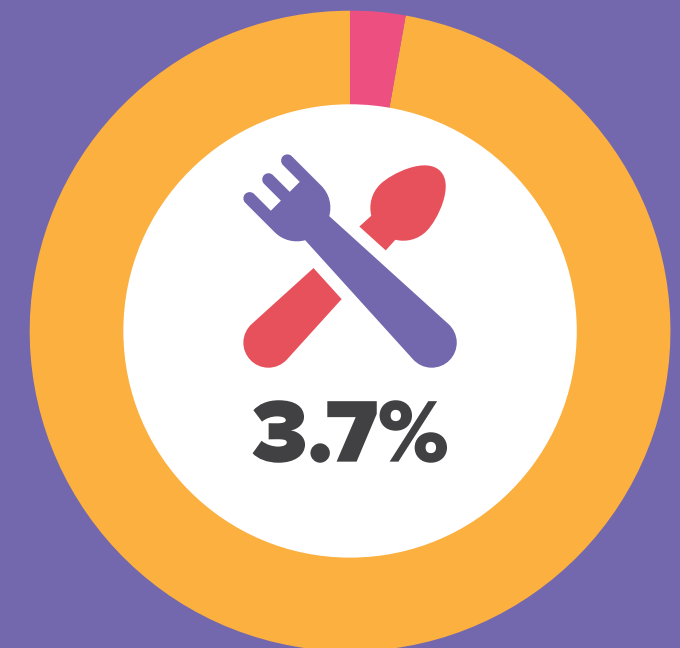
Before I get out of bed



Whilst at school / work



During social occasions



Meal time

# WHY PARTICIPANTS

## USE SOCIAL MEDIA



**81.5%**

Keeping in touch with friends and family



**73.5%**

Find the latest news



**43.7%**

Business



**32.4%**

Browse

# WHY PARTICIPANTS

## USE SOCIAL MEDIA



**27.7%**

Find employment



**20.6%**

Make new friends



**16.3%**

Inspiration



**14%**

Video consumption

TYPE OF  
VIDEO CONTENT  
CONSUMED ON  
**FACEBOOK**



**69.2%**

Entertainment & Celebrity

**55.5%**

Science & Technology

**53.4%**

Food

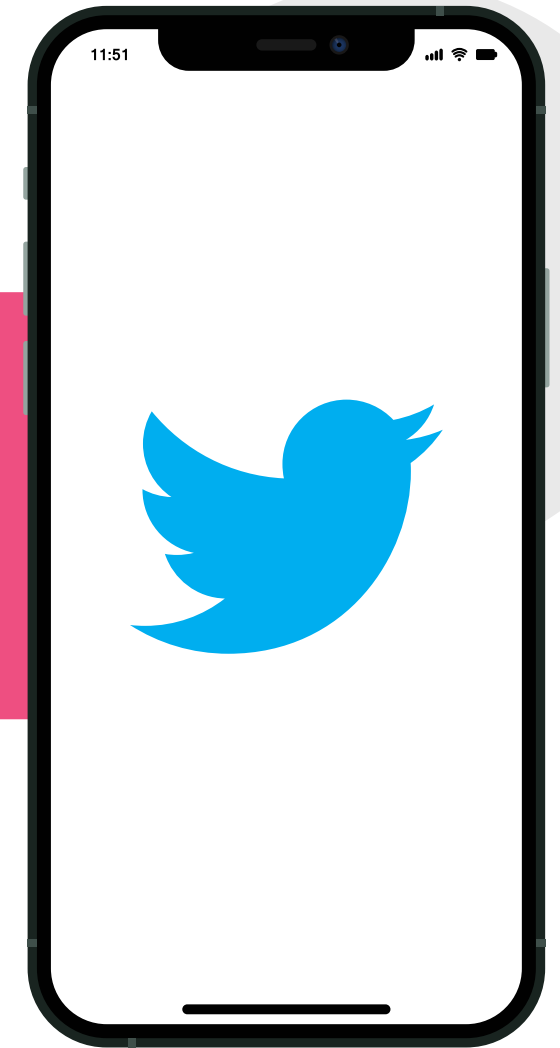
**50.5%**

Health & Wellness

**50%**

News & Weather

TYPE OF  
VIDEO CONTENT  
CONSUMED ON  
**TWITTER**



**61.9%**

News & Weather

**55.6%**

Entertainment & Celebrity

**42.2%**

Events & Occasion

**41.3%**

Science & Technology

**39.5%**

Sport

TYPE OF  
VIDEO CONTENT  
CONSUMED ON  
**INSTAGRAM**



**76.4%**

Entertainment & Celebrity

**47.1%**

Food

**44.6%**

Beauty & Fashion

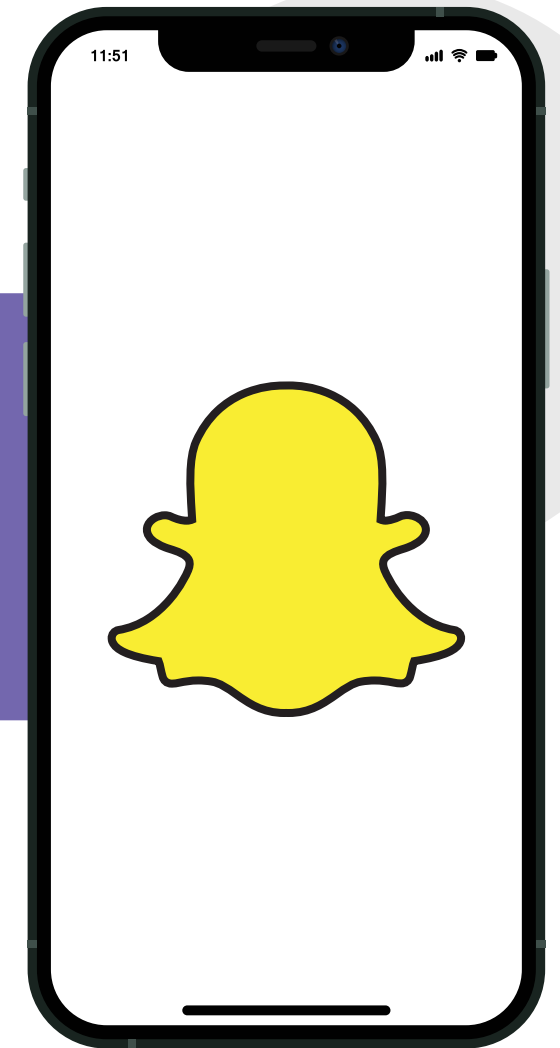
**44.3%**

Health & Wellness

**39.8%**

Events & Occasion

TYPE OF  
VIDEO CONTENT  
CONSUMED ON  
**SNAPCHAT**



**64.1%**

Entertainment & Celebrity

**36.2%**

Family

**34.2%**

Health & Wellness

**33.9%**

Travel & Adventure

**33.2%**

Food

TYPE OF  
VIDEO CONTENT  
CONSUMED ON  
**LINKEDIN**



**57.6%**

Science & Technology

**32.1%**

Hobbies & Interest

**29.3%**

News & Weather

**29.3%**

Events & Occasion

**23.9%**

Other

TYPE OF  
VIDEO CONTENT  
CONSUMED ON  
**WHATSAPP**



**72.4%**

Family

**37.7%**

Entertainment & Celebrity

**31.2%**

Events & Occasions

**30.4%**

Hobbies & Interests

**27.6%**

News & Weather

TYPE OF  
VIDEO CONTENT  
CONSUMED ON  
**YOUTUBE**

**54.6%**

Entertainment & Celebrity

**48.4%**

Science & Technology

**41.7%**

Food



**41.2%**

Sport

**39.9%**

Health & Wellness

TYPE OF  
VIDEO CONTENT  
CONSUMED ON  
**TIKTOK**

**80.3%**

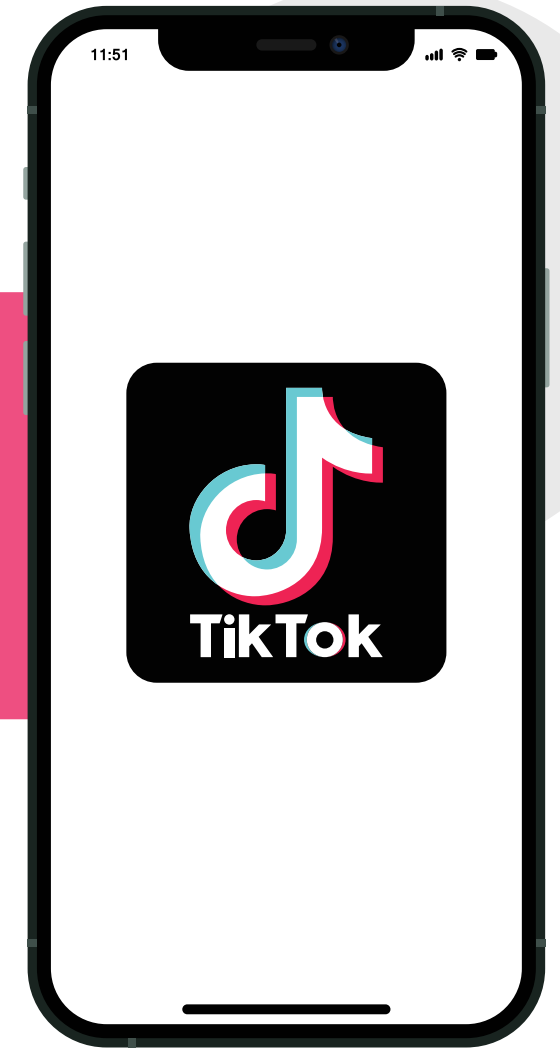
Entertainment & Celebrity

**27.9%**

Hobbies & Interests

**25.7%**

Food



**23.3%**

Sport

**23%**

Beauty & Fashion

**92.2%**  
**BELIEVE**

THAT SOCIAL MEDIA  
PLATFORMS ARE HELPING  
SPREAD FAKE NEWS



**40%**  
**CONSIDER**  
THEMSELVES ADDICTED  
TO SOCIAL MEDIA





HOW OFTEN  
**PARTICIPANTS  
POST ON  
SOCIAL MEDIA**

**20.3%**  
Multiple times a day

**21.2%**  
Daily

**21.5%**  
Weekly

**18.2%**  
Every few weeks

**12.1%**  
Every few months

**6.7%**  
Never



**AVERAGE NUMBER  
OF FRIENDS**

THE PARTICIPANT HAS ON ALL  
HIS/HER SOCIAL MEDIA  
ACCOUNTS

**22.6%**  
Less than 100

**25.9%**  
100 - 300

**14.5%**  
300 - 500

**37%**  
More than 500



NUMBER OF FRIENDS  
ON SOCIAL MEDIA  
WEBSITES THE PARTICIPANT  
**MET IN PERSON**

**10%**

All of them

**35.5%**

Most of them

**19.7%**

About half of them

**28.6%**

A few of them

**6.1%**

None of them

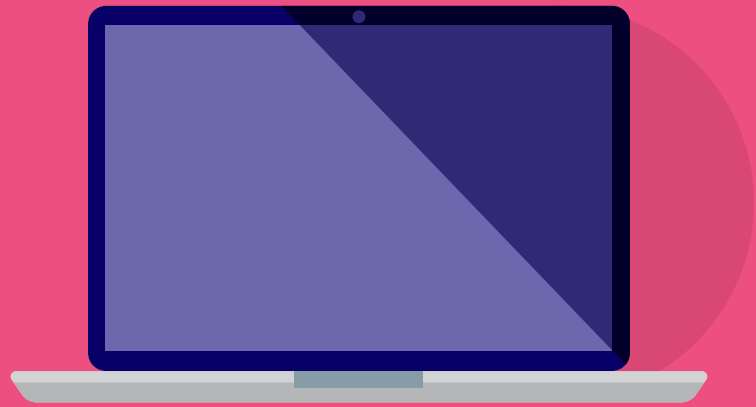


**48.3% SAY THAT SOCIAL MEDIA**

## **INFLUENCERS AND CELEBRITIES PLAY A BIG PART**

IN INFLUENCING THEIR PURCHASING DECISIONS





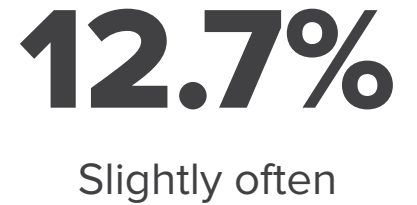
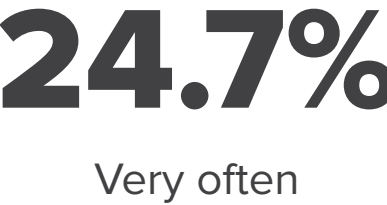
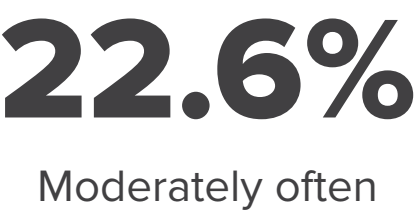
MAIN DEVICE USED TO ACCESS SOCIAL MEDIA FEEDS



MOBILE PLATFORM USED TO ACCESS SOCIAL MEDIA FEEDS



CHAT APP USAGE ON SOCIAL MEDIA ACCOUNTS





## THE SOCIAL MEDIA ACCOUNT

82.5%

USE SOCIAL MEDIA ACCOUNTS TO LOGIN TO OTHER WEBSITES

57.3%

Facebook



31.7%

Google

11%

Other





WHAT **USERS**  
**THINK!**

## NEGATIVE EFFECTS OF SOCIAL MEDIA

ON PEOPLE AND USERS

- Wasting time
- Causes isolation and lack of social contact in terms of relations with family and friends
- Helps the spread of fake news or rumors
- Can be misused to deceive people, in addition to fraud and Scams
- Addiction



WHAT **USERS**  
**THINK!**

## POSTIVE EFFECTS OF SOCIAL MEDIA

ON PEOPLE AND USERS

- People from anywhere can connect with anyone regardless of the location
- Knowing new people and making new friends
- Knowing the latest news and updates around the world
- Brought people closer together by sharing their updates