

SOCIAL
MEDIA

USAGE
SURVEY



GENDER

40.8%

59.2%

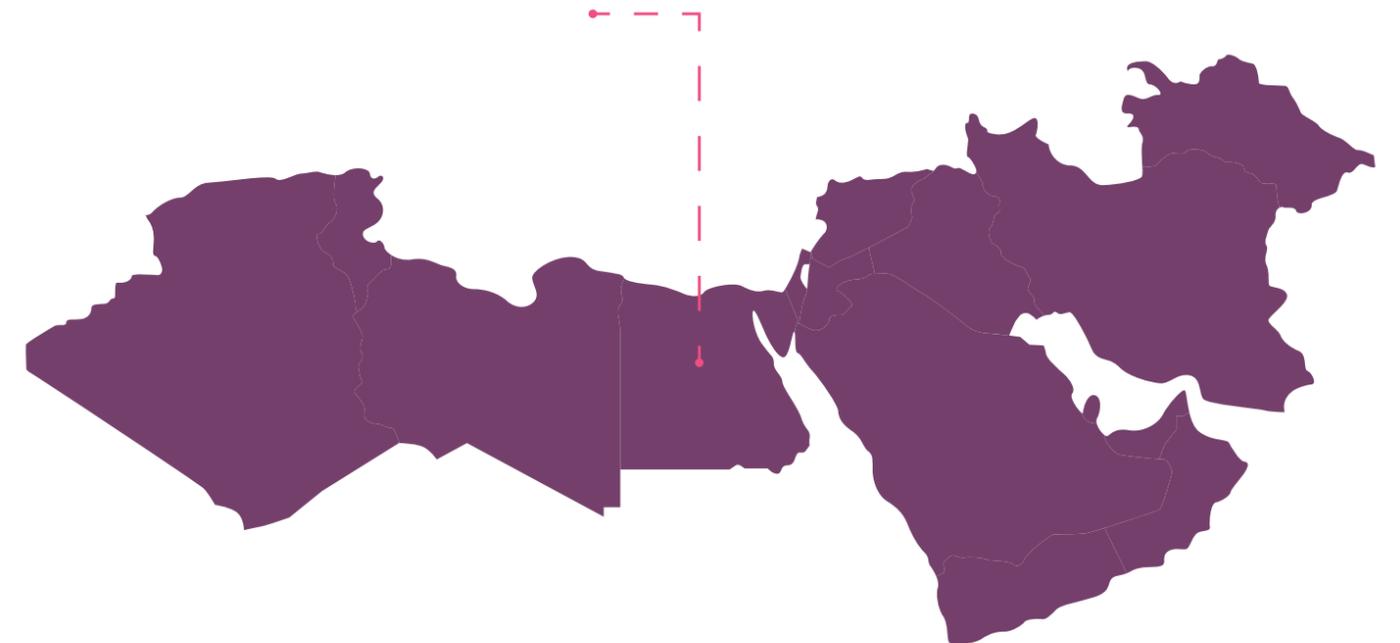


NUMBER OF PARTICIPANTS

FROM THE MENA REGION

3000

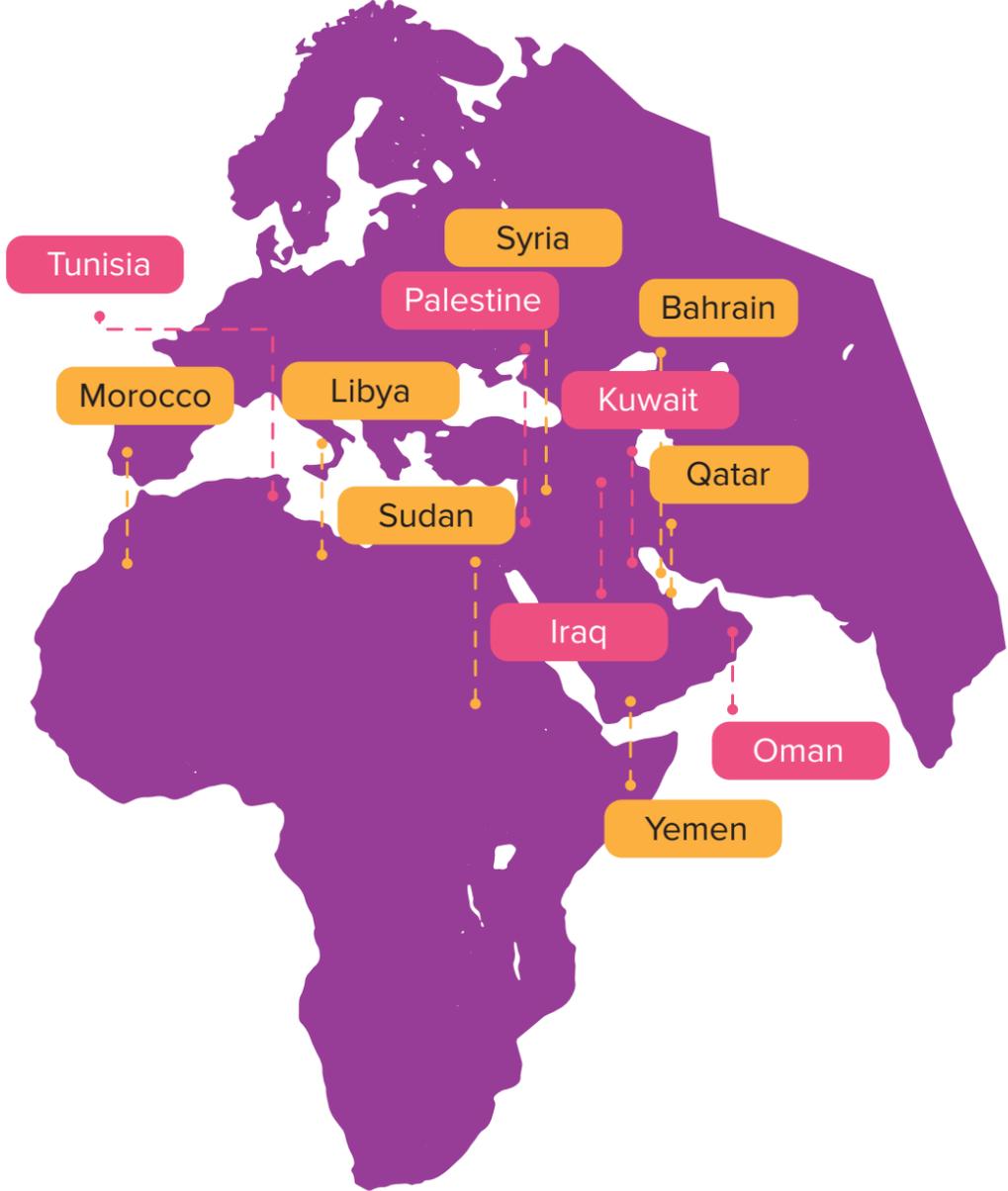
Participants



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%

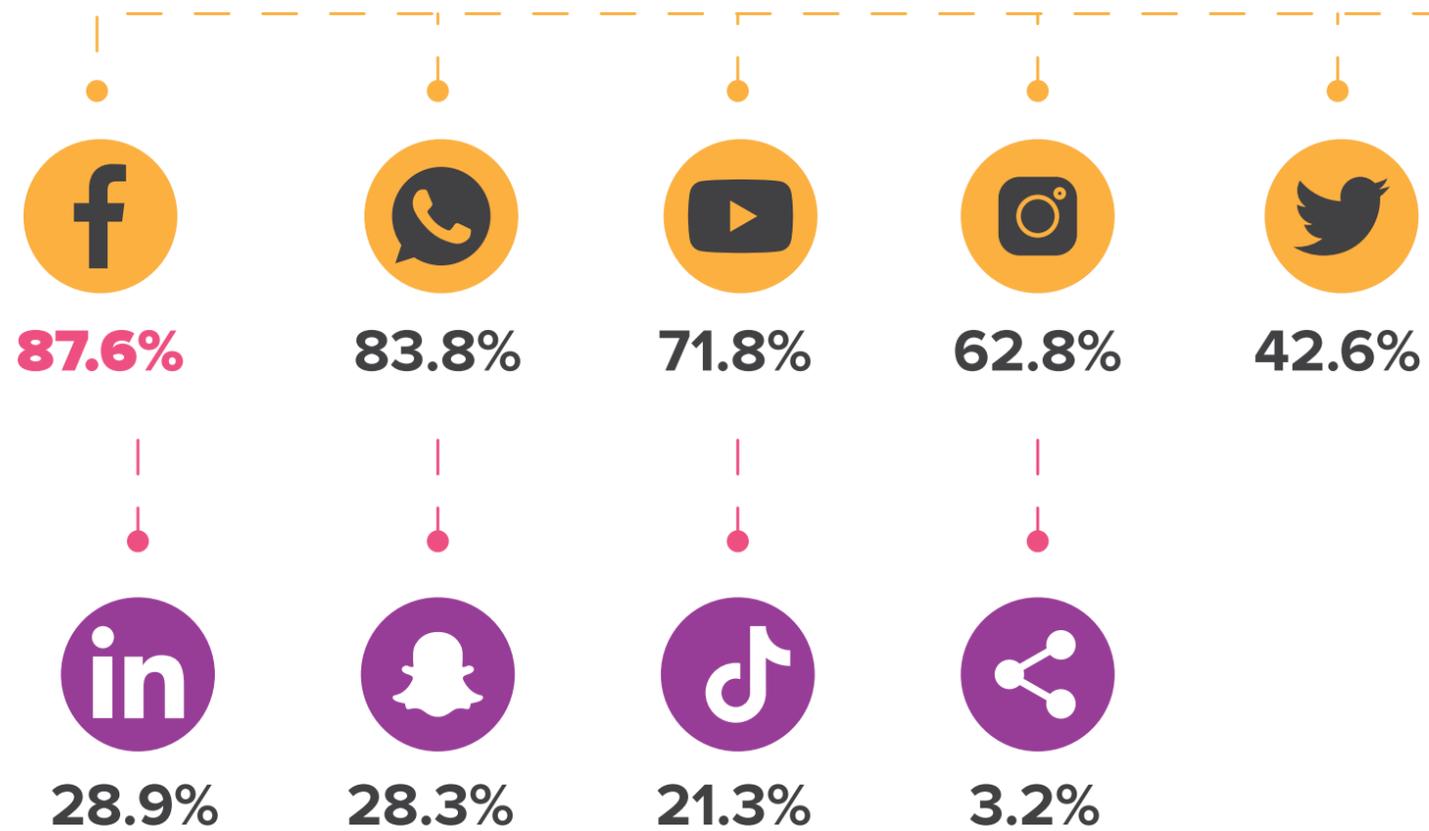
45+

Years

22.6%

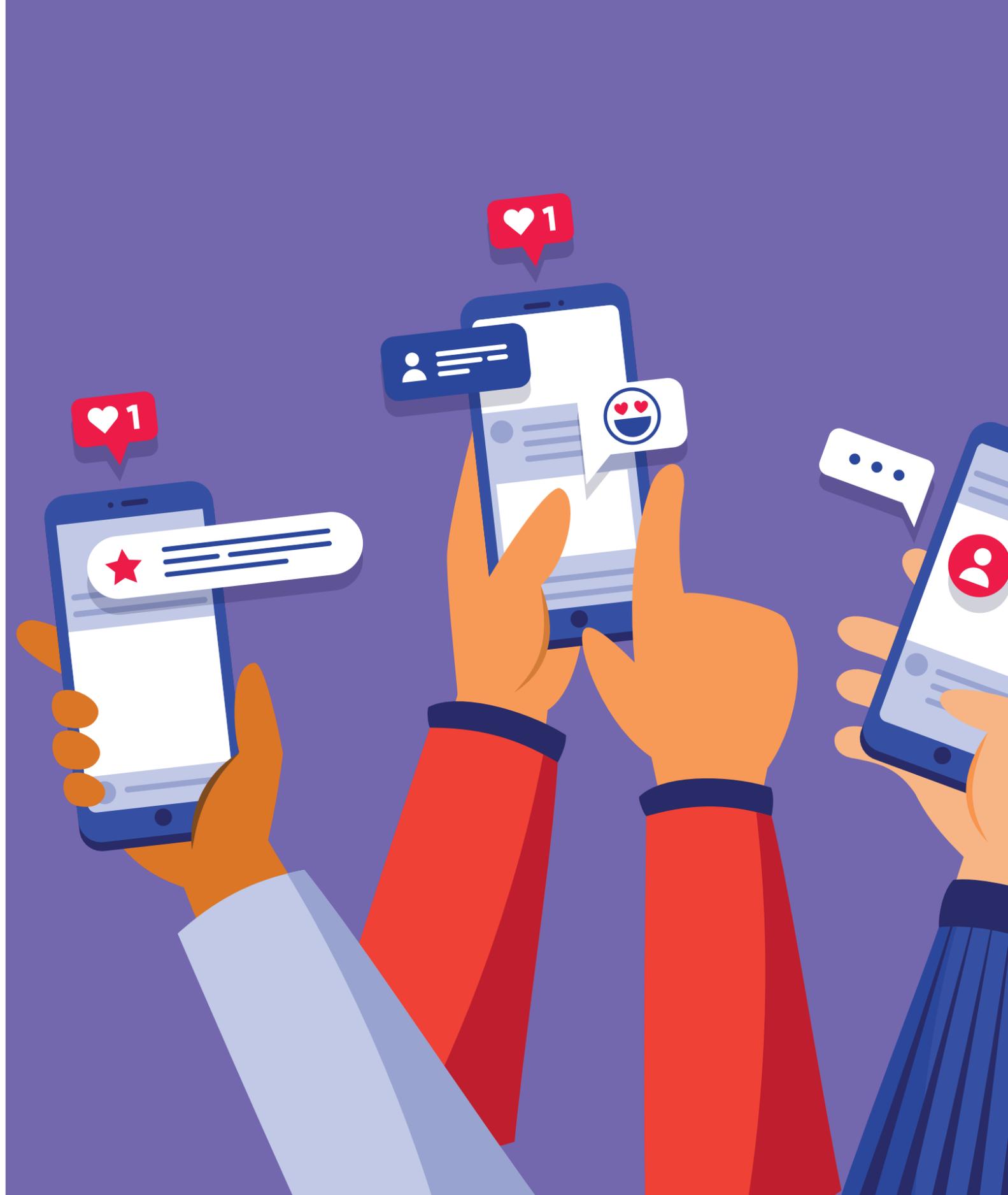
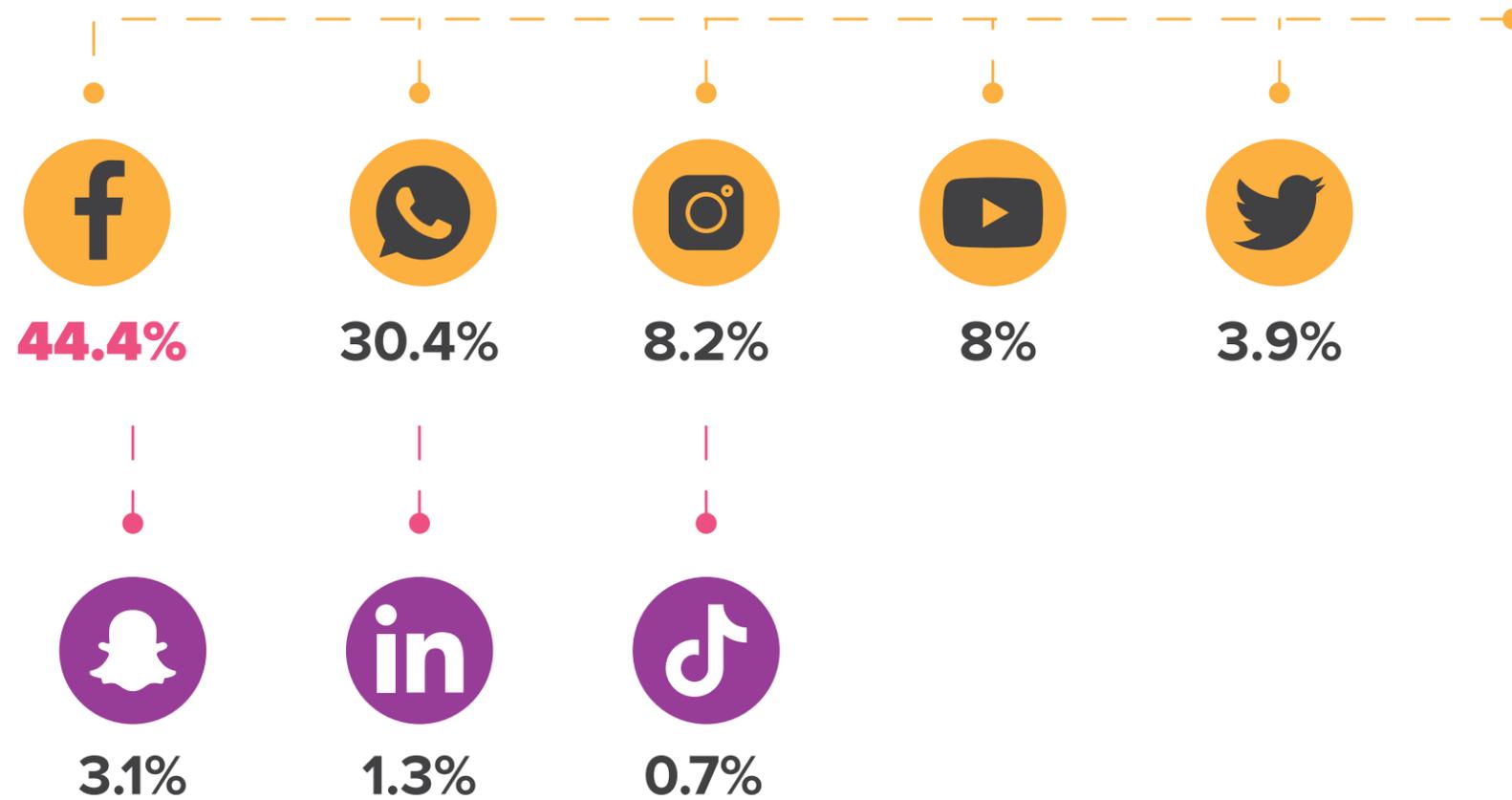


SOCIAL MEDIA PLATFORMS USED



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%



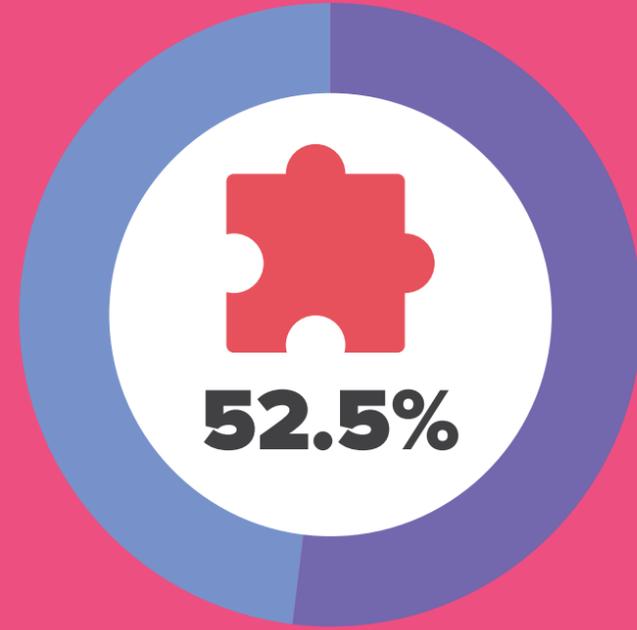
Mixture of both
41.2%



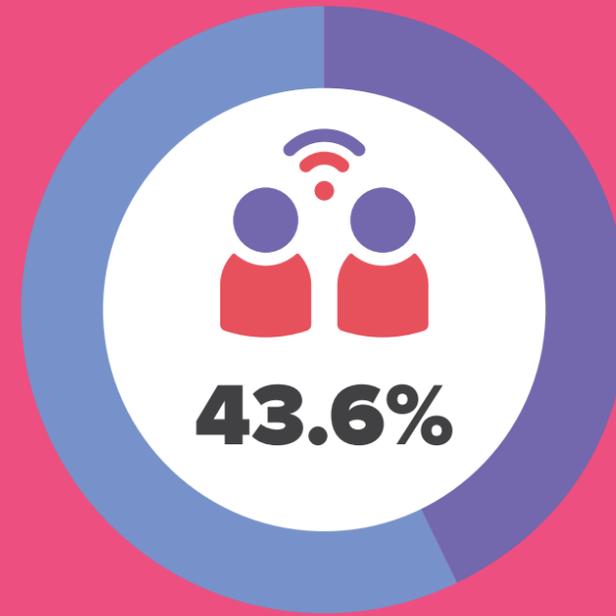
WHEN DO PARTICIPANTS ACCESS

ACCESS

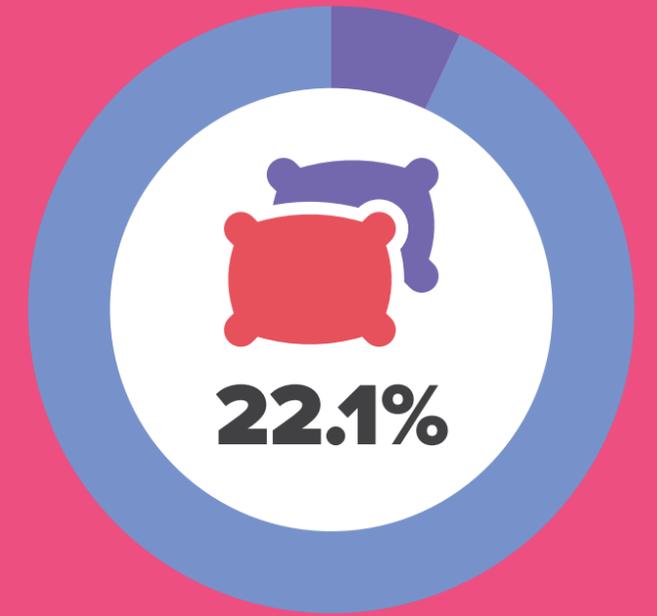
SOCIAL MEDIA



During free time



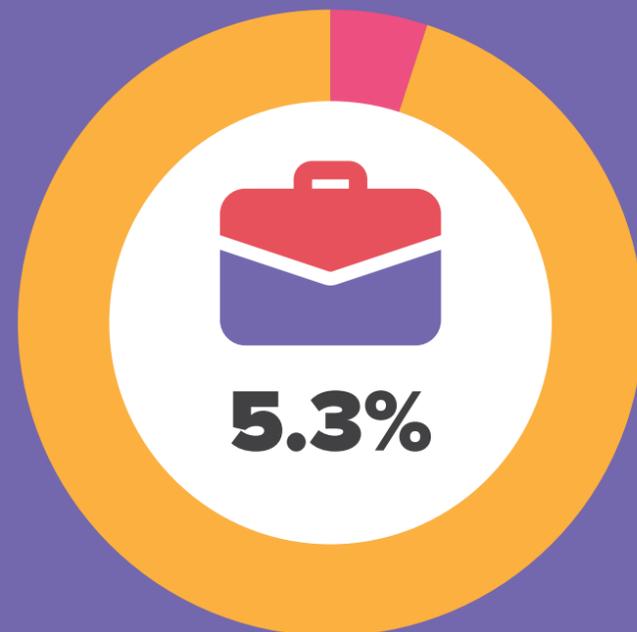
I am live on social media most of the time



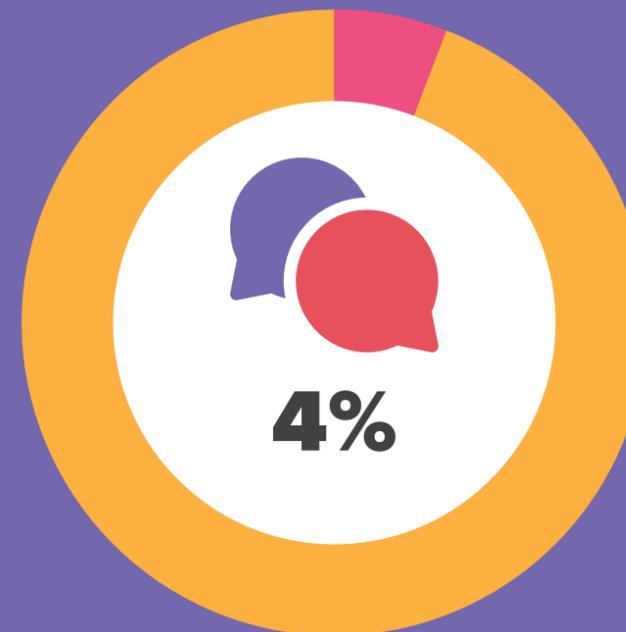
Before I go to bed



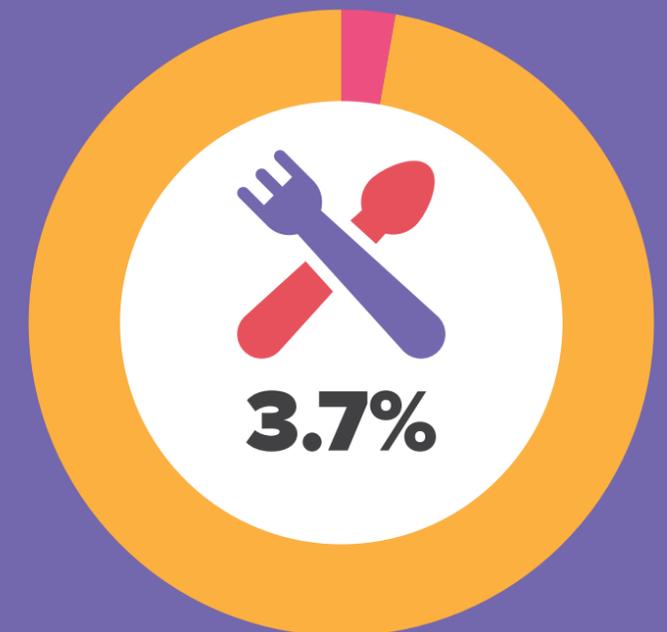
Before I get out of bed



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

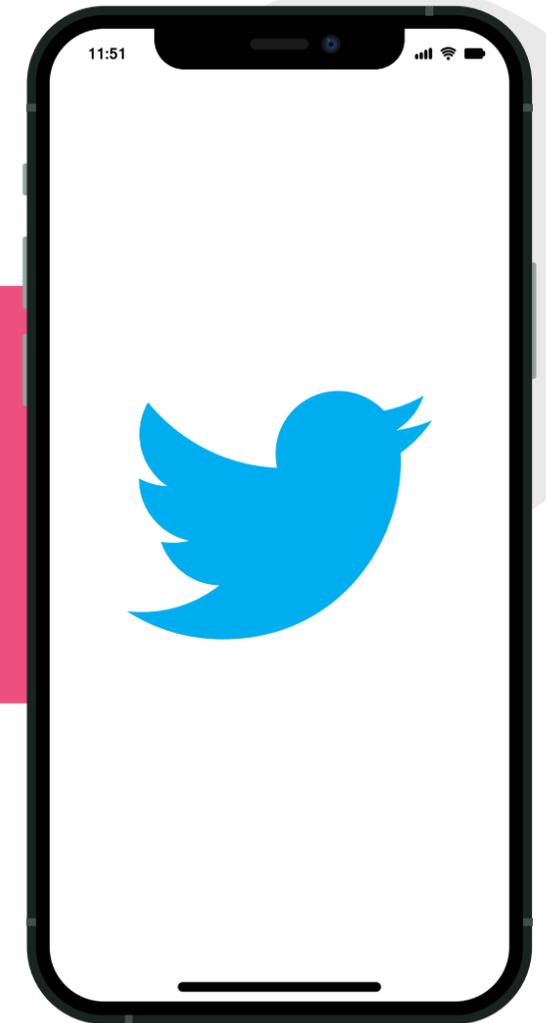
50.5%

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

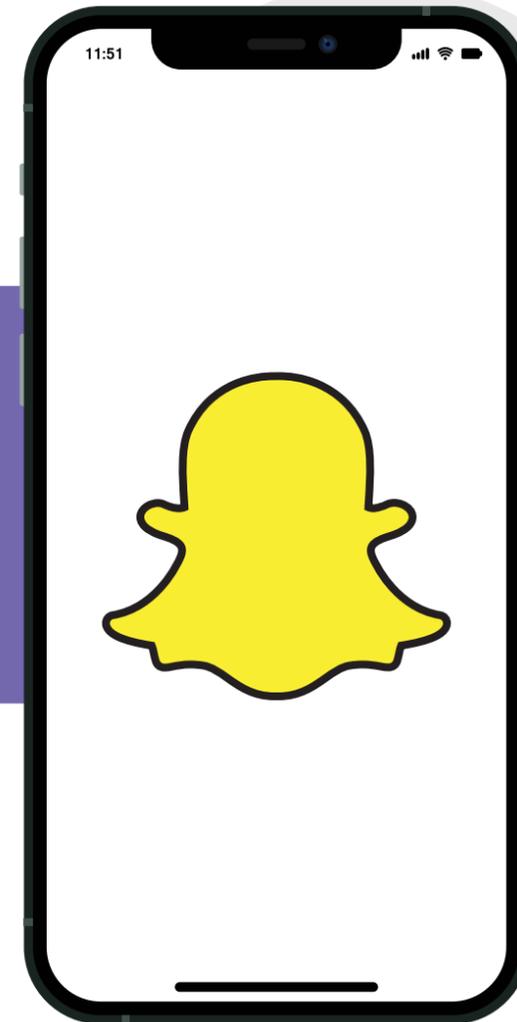
44.3%

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

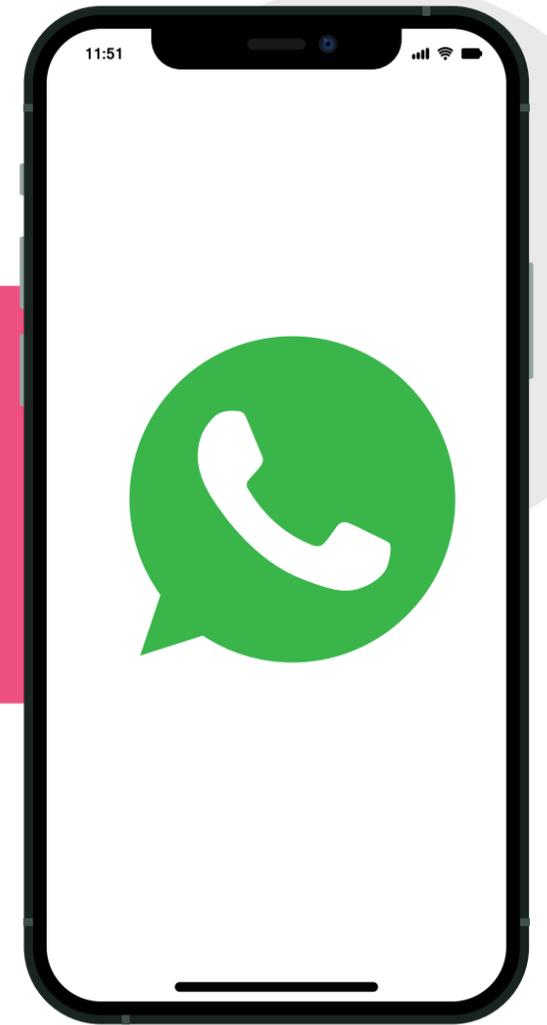
29.3%

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%

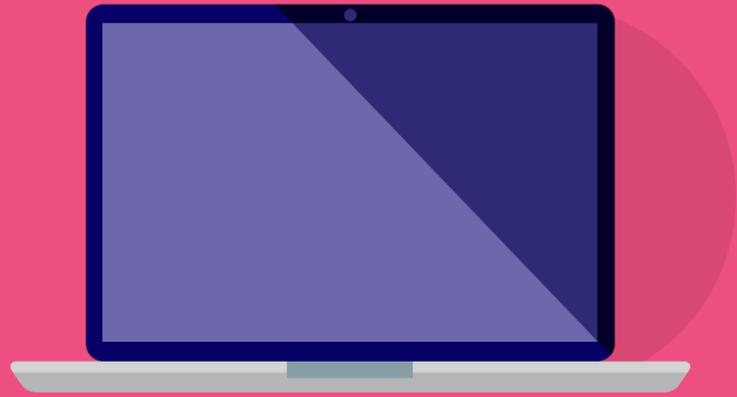
None of them

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

36.1%
Extremely often

22.6%
Moderately often

4%
Not at all often

24.7%
Very often

12.7%
Slightly often



THE SOCIAL MEDIA ACCOUNT

82.5%

USE SOCIAL MEDIA ACCOUNTS TO LOGIN TO OTHER WEBSITES

57.3%

Facebook



31.7%

Google

11%

Other

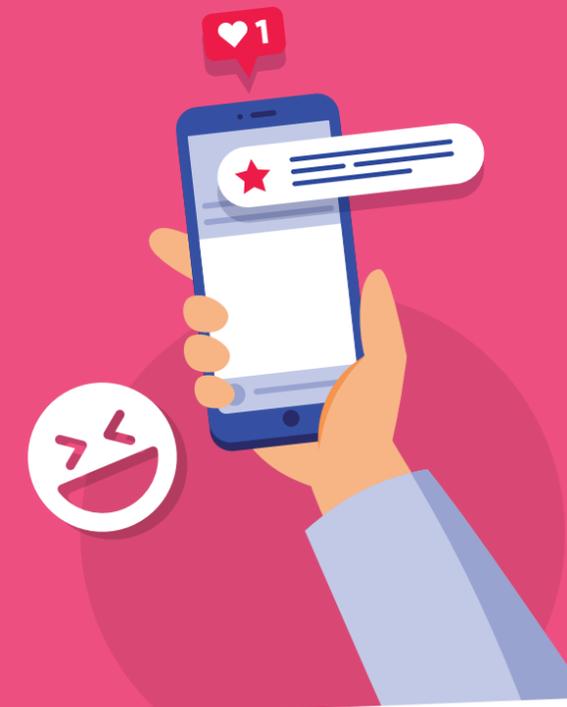




WHAT **USERS**
THINK!

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