



Apps usage in the Kingdom 2023

#PollingToEmpower

المركز السعودي لاستطلاعات الرأي
SAUDI CENTER FOR OPINION POLLING



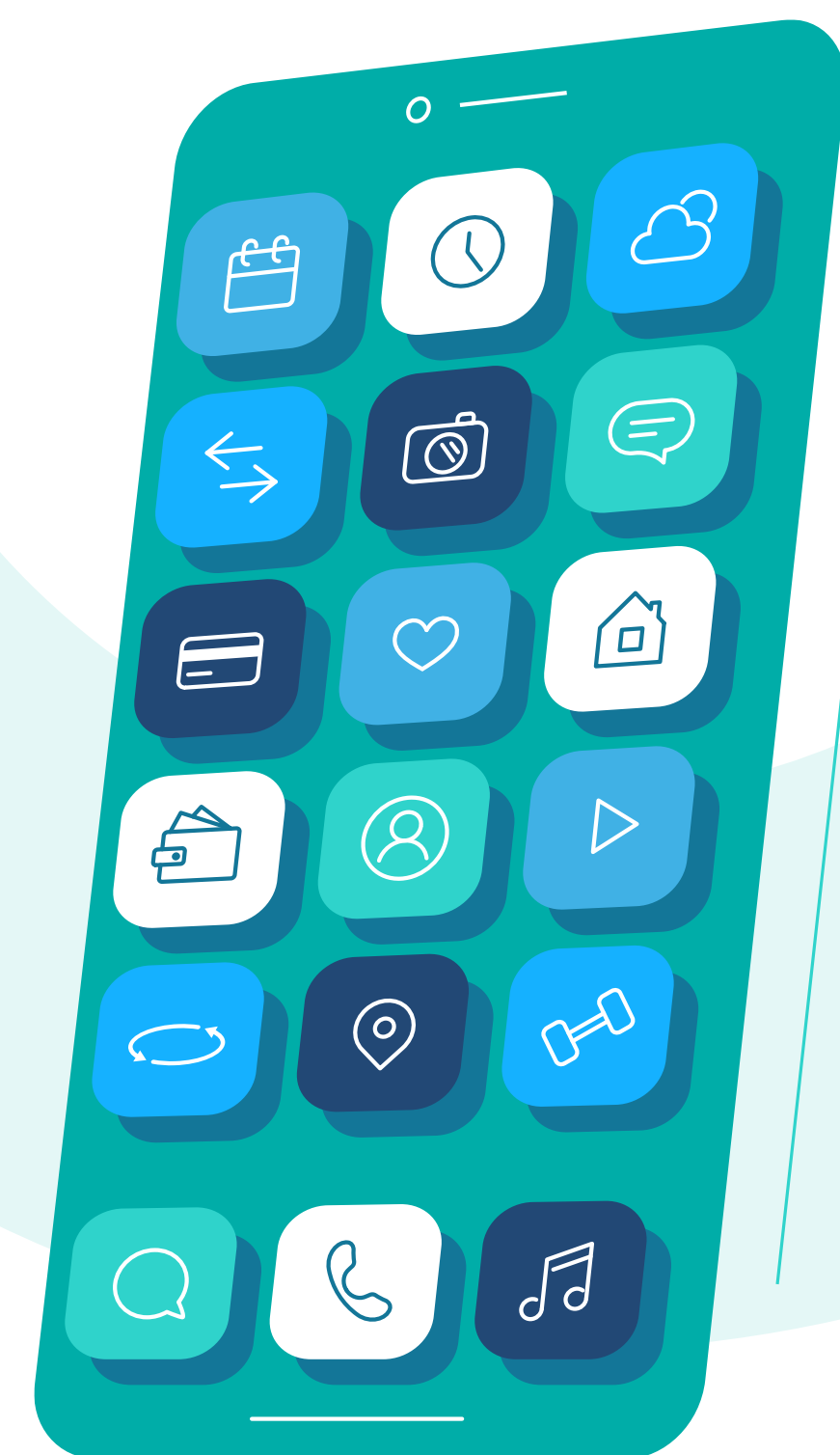
Apps usage in the Kingdom

The purpose of the Study

For the second year in a row, the Saudi Center for Opinion Polling conducted a study providing an understanding of the main Apps usage in the Kingdom.

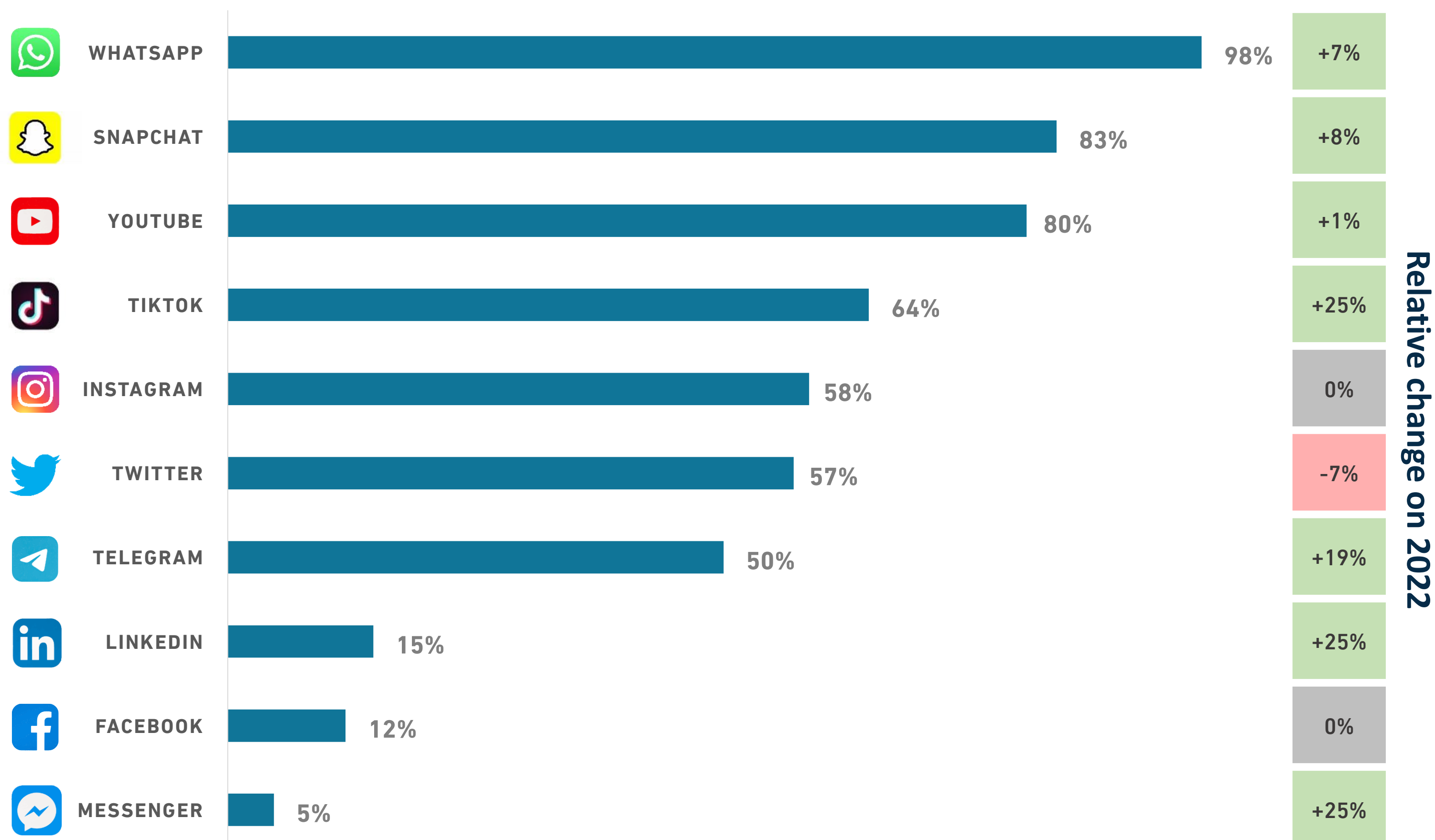
The study incorporated App awareness, usage and preference. In addition, the Center gauged the perceived positive and negative effects of social media and explored the main reasons for usage of the various Apps.

1395 Telephonic interviews were conducted with respondents over 18 years of age, in line with the Kingdom's population distribution. On a 95% confidence level, the study has an expected 2.7% error margin. The study was conducted during the month of March 2023.



TikTok usage increasing in the Kingdom

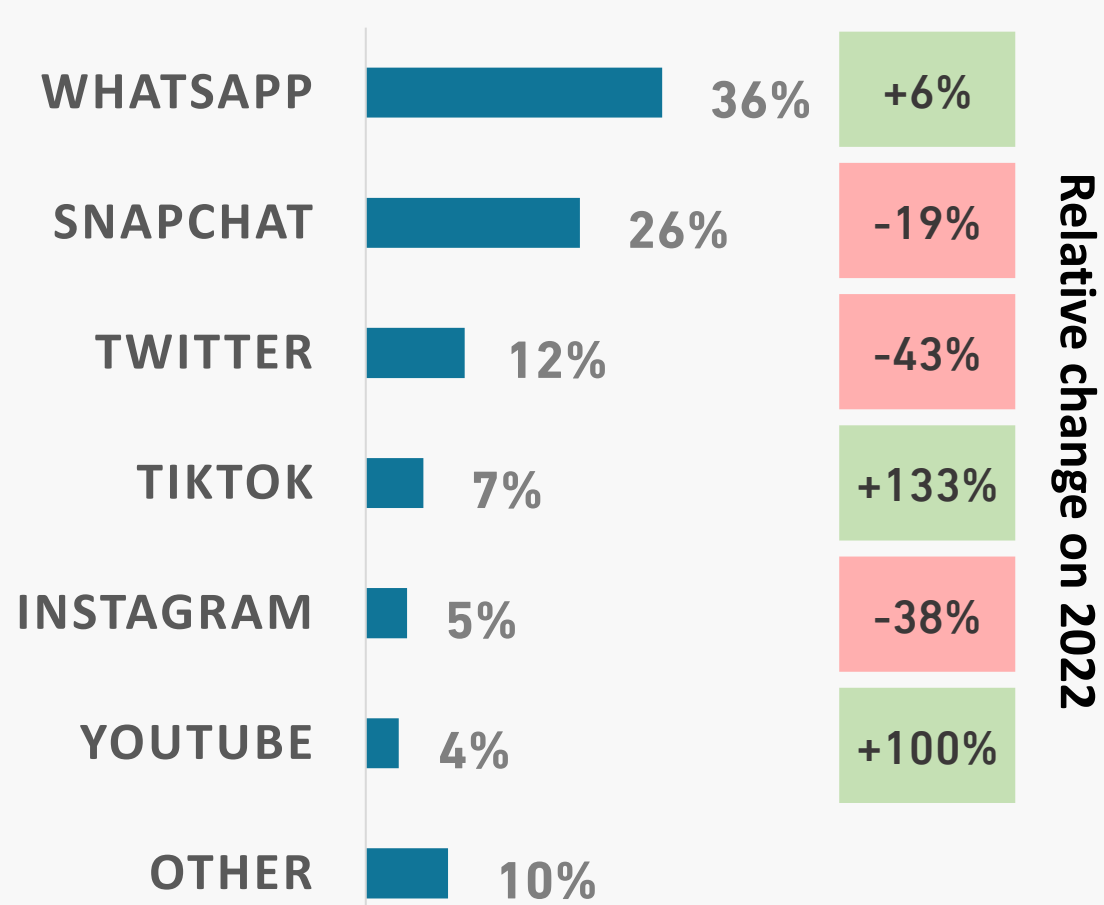
WhatsApp, Snapchat and YouTube are most used followed by TikTok, overtaking Instagram and Twitter.



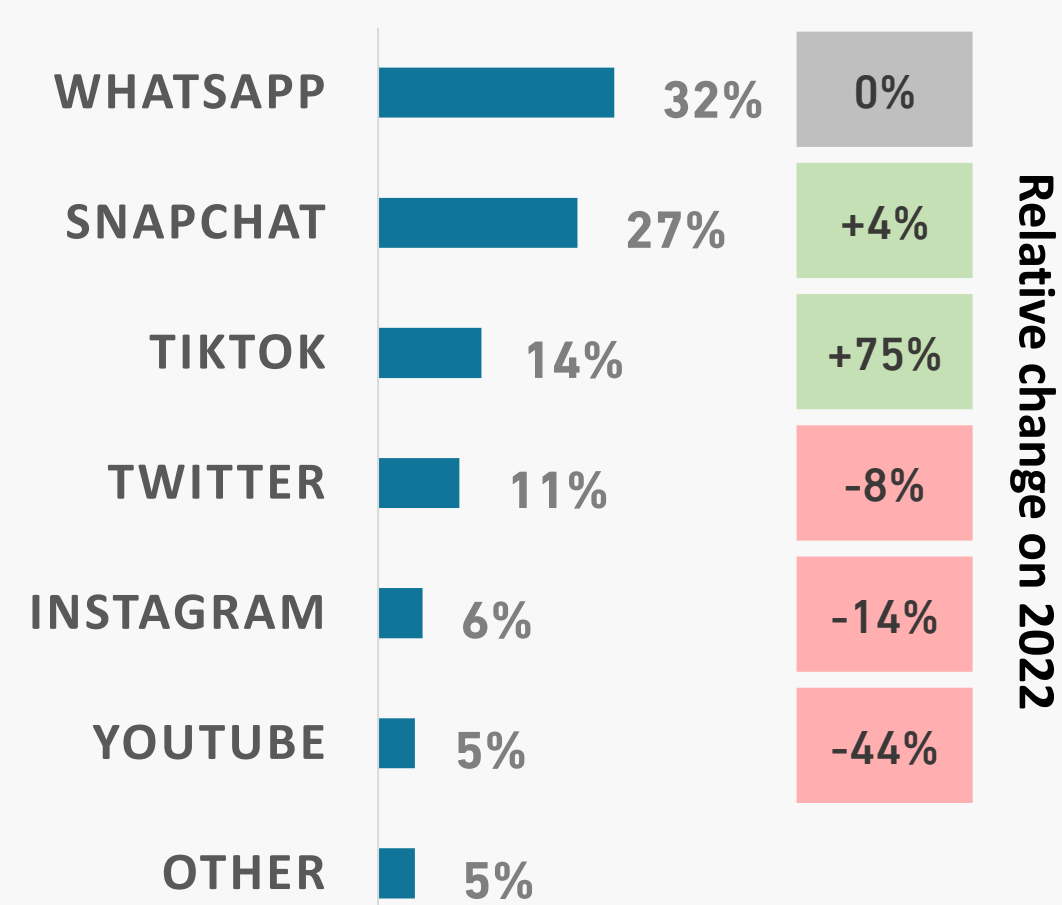
Base: Apps users



First Mentioned



Apps preferred



Base: Apps users

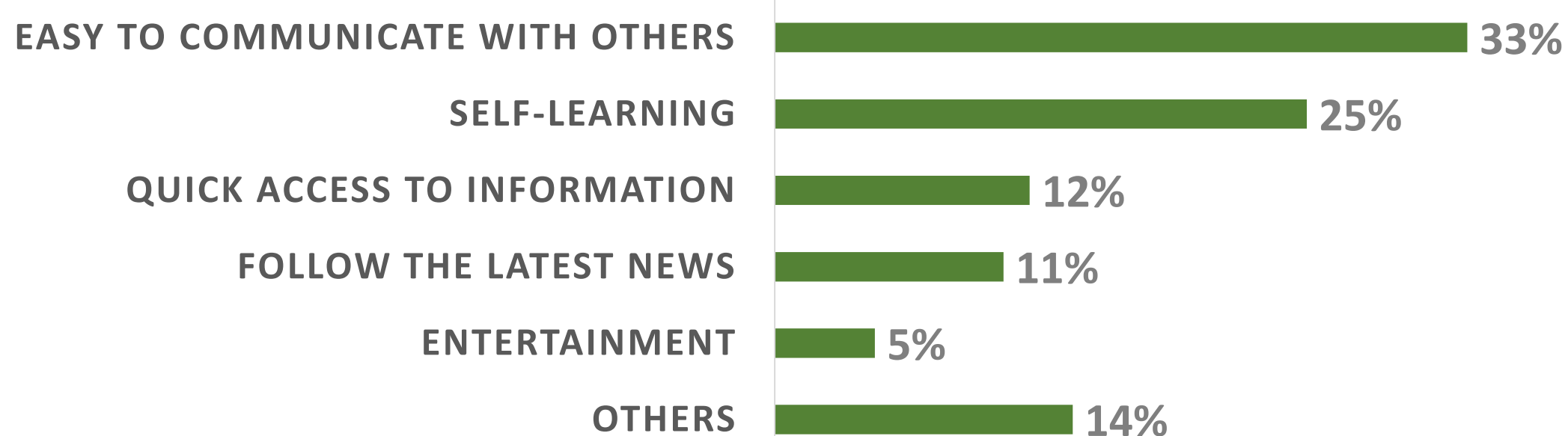
WhatsApp, Snapchat and Twitter have the highest spontaneous awareness when asked about Apps. WhatsApp, Snapchat and YouTube are the most used. With Snapchat overtaking YouTube and TikTok overtaking Instagram and Twitter. Relatively, Instagram, Snapchat and Telegram users appear more female, YouTube and Twitter users more male. Snapchat, YouTube, Instagram and TikTok users younger.

Positive and negative effects of Apps

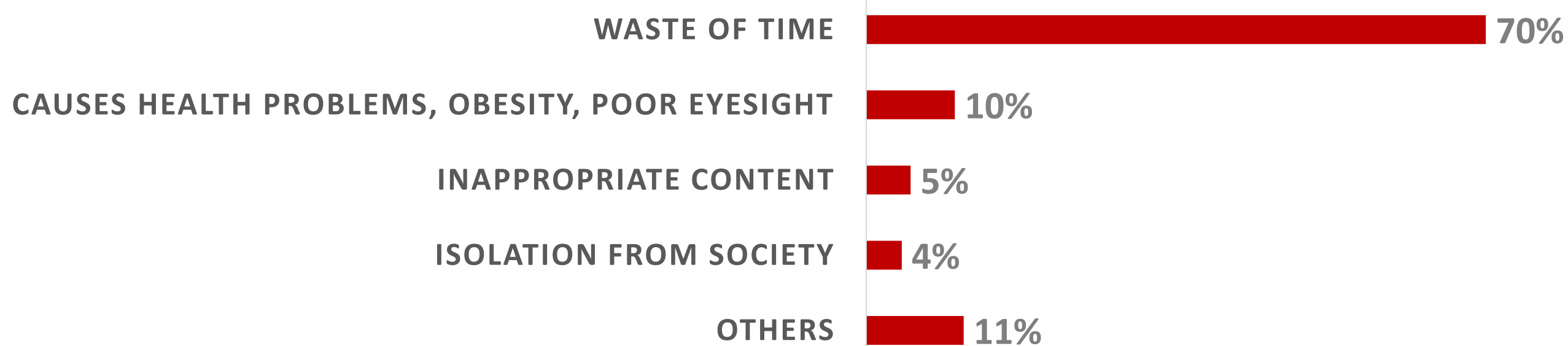


In general, do you see that Apps have positive/negative effects on you?

71% Positive



41% Negative





People use apps for different purposes

Communication, Entertainment, Education and News

What is the most important purpose of using this app?

People use a variety of social media apps, each serving distinct purposes. WhatsApp and Snapchat are the most used, they connect people and are mostly used for communication. Meanwhile, TikTok and Instagram provide an outlet for short-form videos, encouraging entertainment, creative expression, and viral trends and are mainly used for entertainment. Twitter, known for its concise format, allows users to follow news, trends, and engage in public conversations.

YouTube on the other hand, provides a channel for long-format content which people use for educational and learning purposes along with entertainment.



Communicate with others



78% 56%



Entertainment



48% 43%



News



68%



Learning and education



37%

جميع الحقوق محفوظة للمركز السعودي لاستطلاعات الرأي

