



المركز السعودي لاستطلاعات الرأي
SAUDI CENTER FOR OPINION POLLING



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society

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SCOP during the
pandemic



01
SCOP



The Saudi Center for Opinion Polling

Independent and objective measurement in a rapidly changing society

The Center is responsible for conducting polls to identify the most important issues affecting society.



7 Years

Foundation



WAPOR/AAPOR

International standards



4,000,000+

Number of Calls



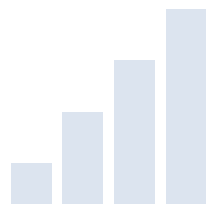
62

Qualified staff



32%

Average response rate



275+

Number of polls



96%

Sampling frame



13,600+

Number of questions



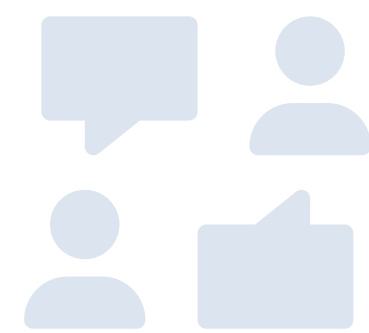
02 Selected SCOP Projects



Sample of The Center's Polls

Across Social, Economical and Political projects

Social



- Prediction and simulation of COVID 19 in Saudi Arabia
- Remote learning
- Media performance of Government Authorities
- Tourist visas
- Ramadan (fasting month)
- Housing
- Sport clubs

Economical



- Vision 2030 perceptions
- Periodic review of fuel prices
- Commerce & Corruption
- Cost of living allowance
- Water provision – Service & Quality
- Electricity – Service & Quality

Political



- Saudi relationships with different countries
- The image of China in the Saudi society
- General trends towards tourism in Turkey
- The image of the (Shura) Council
- Citizens' priorities

03

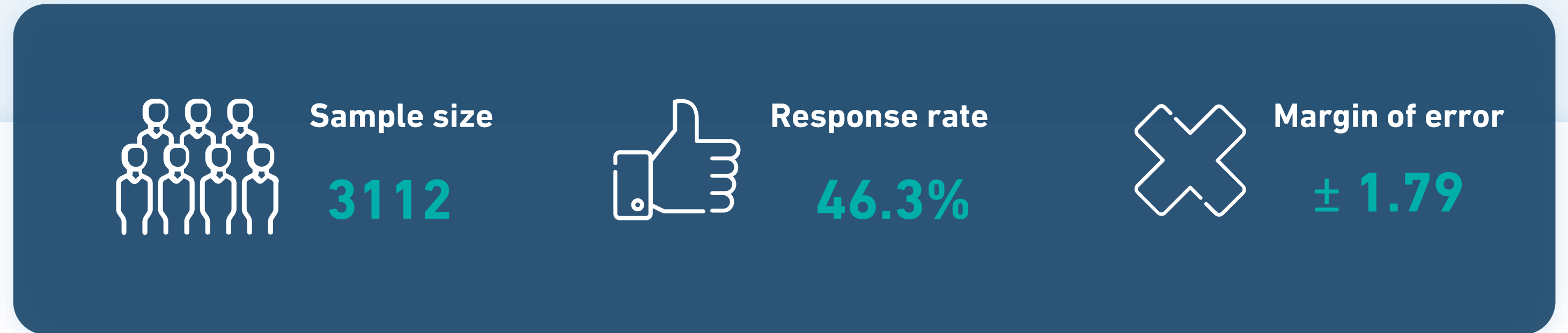
Dynamic Society

- Multilingual
- Welcoming
- Empowering
- Marriage
- Inflation



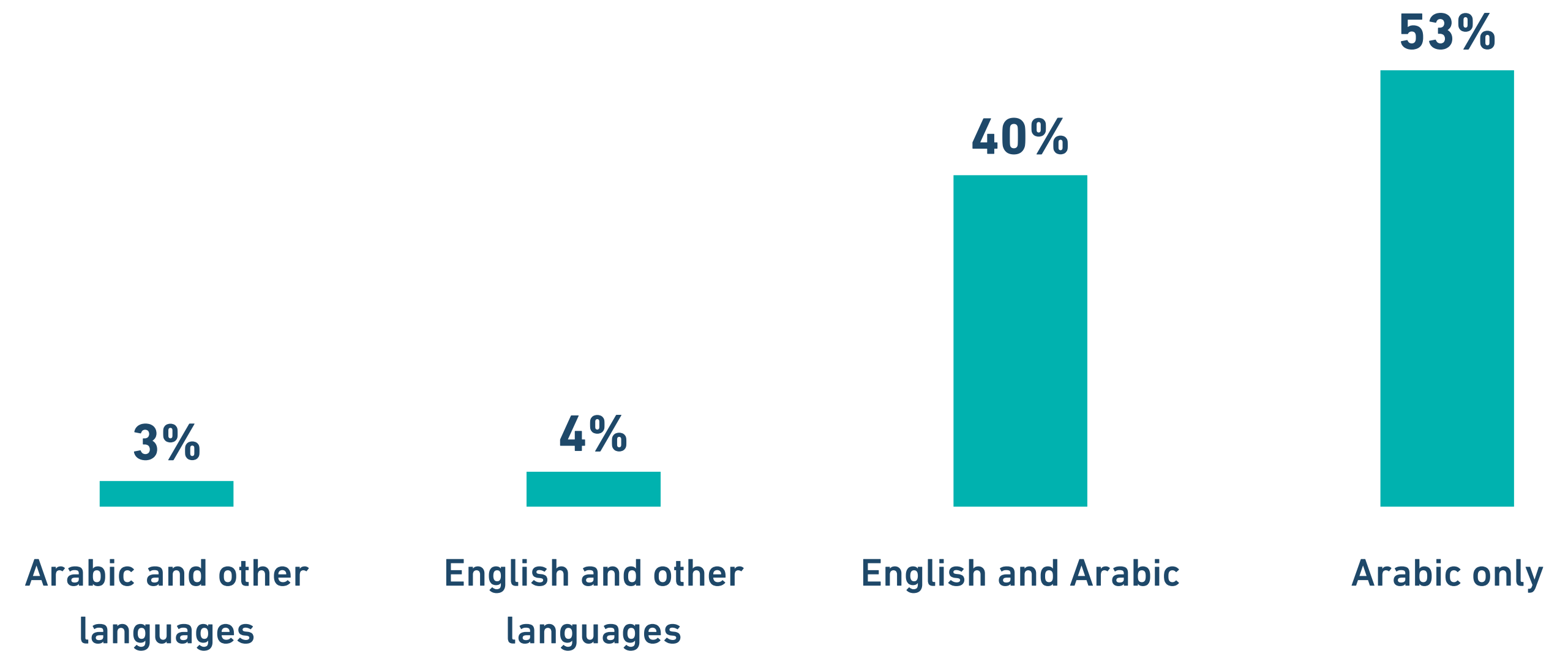
Multilingual

Dynamic Society




44%

of Saudis speak
English




Welcoming: Saudi Perceptions Towards Foreigners


Almost no issues encountered with and by foreigners



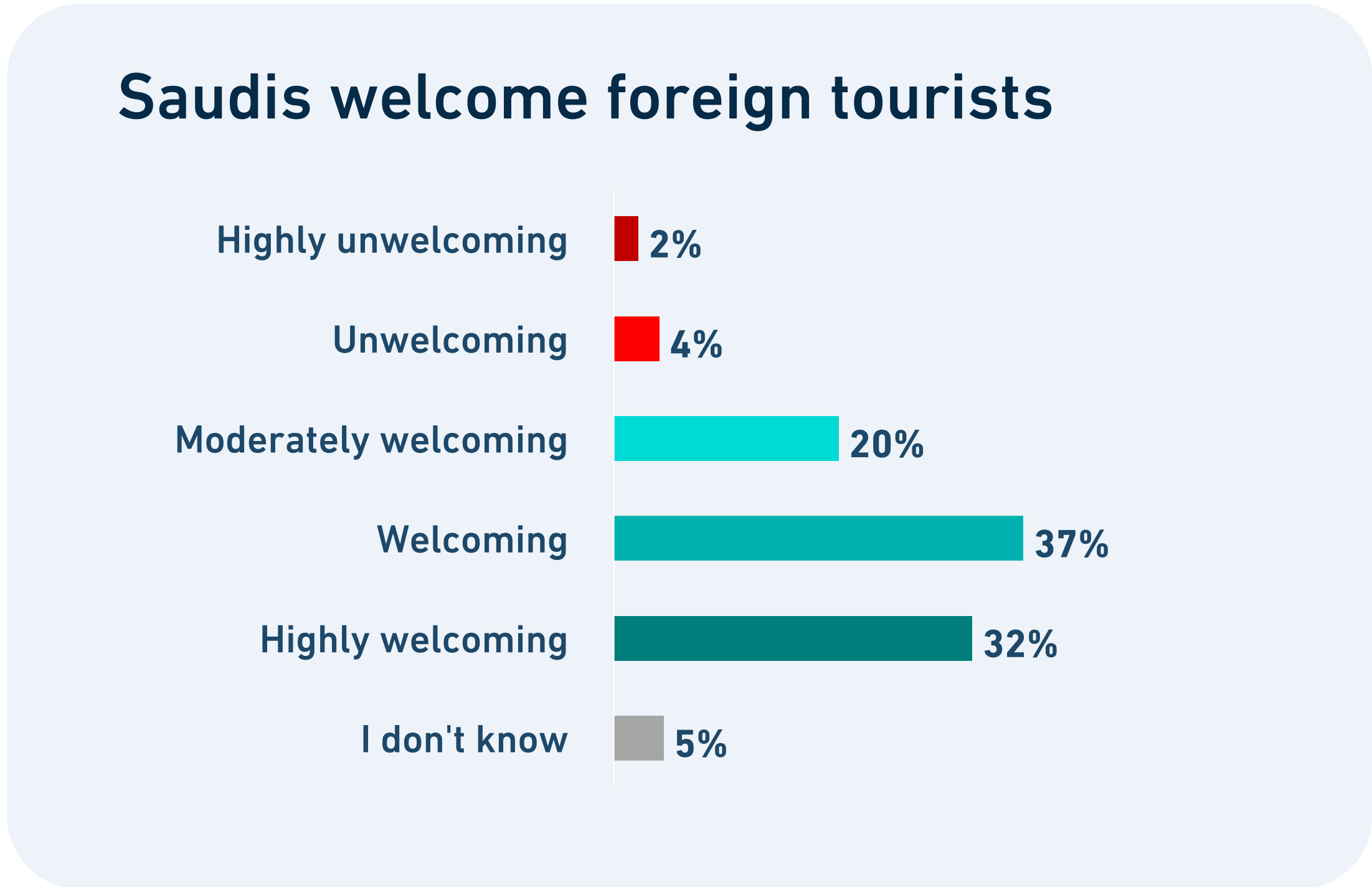
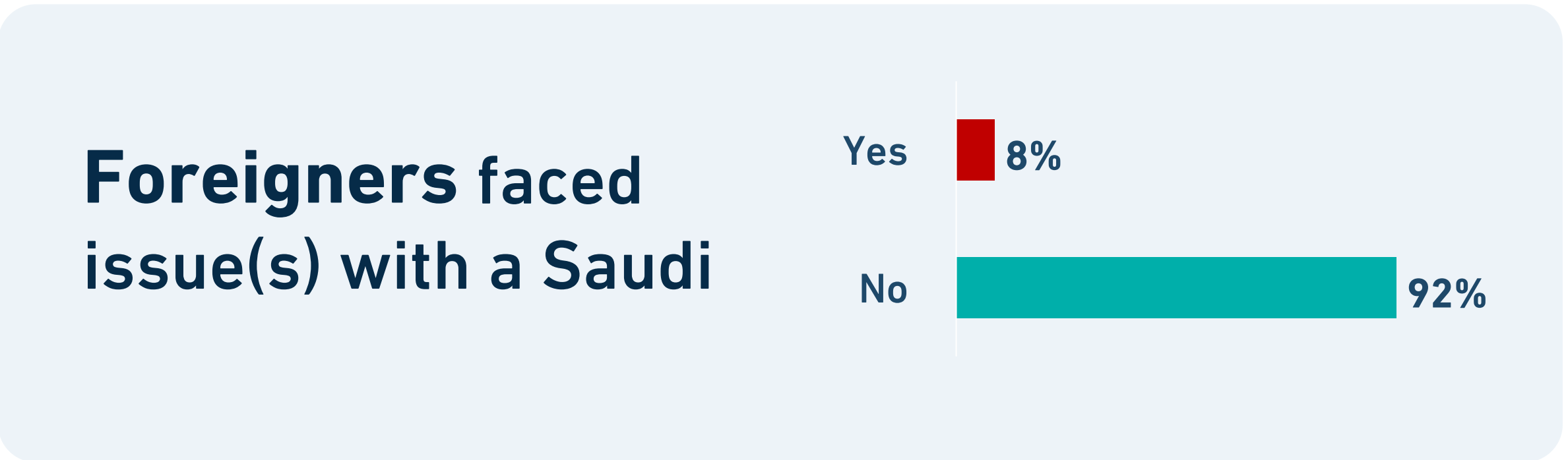
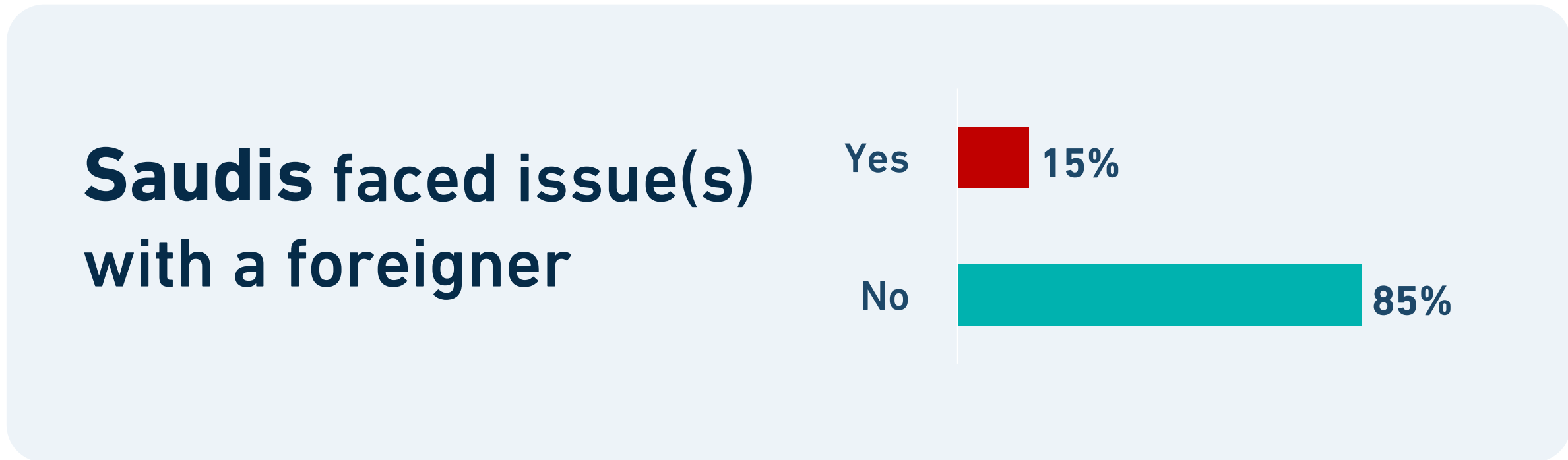
Sample size
2010



Response rate
36.5%



Margin of error
± 2.23



Women Driving

Dynamic Society



Sample size

1679



Response rate

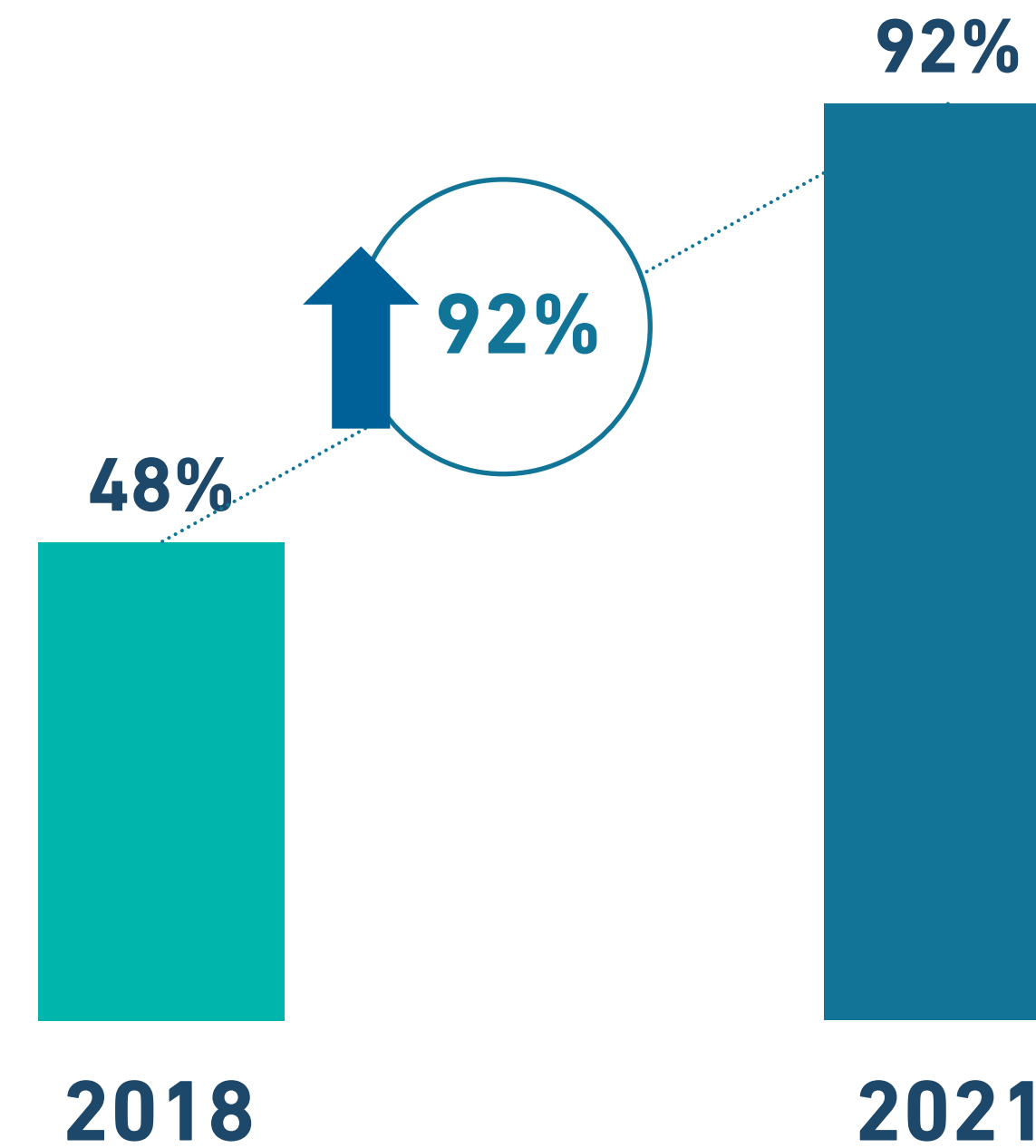
27.9%



Margin of error

± 2.44

Do you agree that women should be allowed to drive?



Marriage Preference Poll

Dynamic Society




Society believes that the appropriate average age for marriage is:



Estimated average age of marriage is:



Society appears to be pushing to **increase the age at marriage by two years** for both males and females.

| | | | | | |
|-------------------------------------------------------------------------------------|-------------|-------------------------------------------------------------------------------------|---------------|-------------------------------------------------------------------------------------|-----------------|
|  | Sample size |  | Response rate |  | Margin of error |
| | 1242 | | 38.42% | | ± 2.83 |

22% will not accept those they married, if they go back in time:

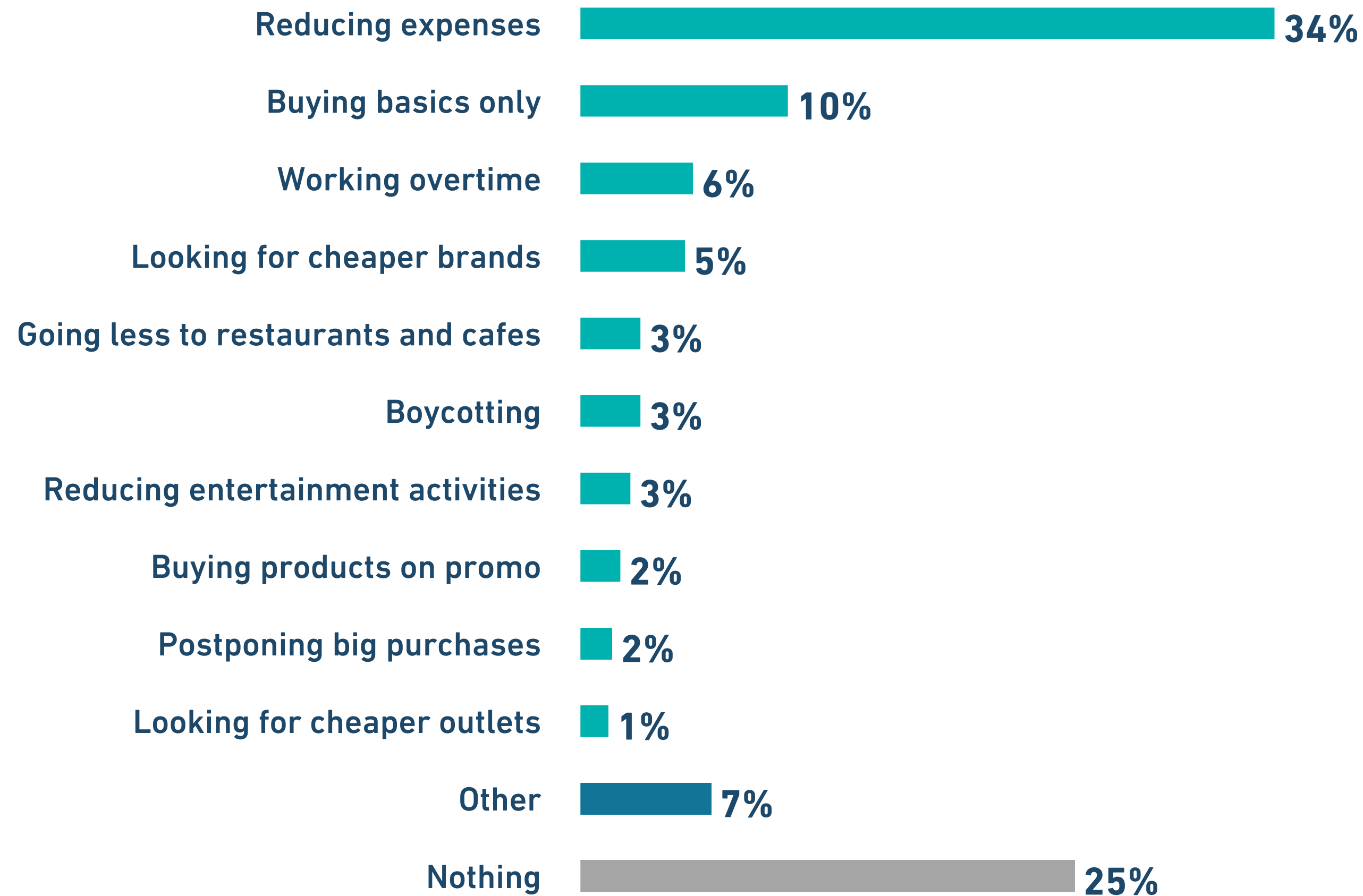
-  Females (28%)
-  Males (16%)

38% of Singles do not prefer marriage:

-  Females (28%)
-  Males (10%)

Inflation

The main actions people have taken to deal with increased prices



Sample size

1148



Response rate

30.55%

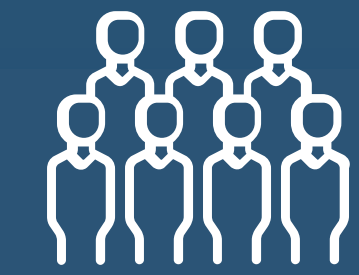
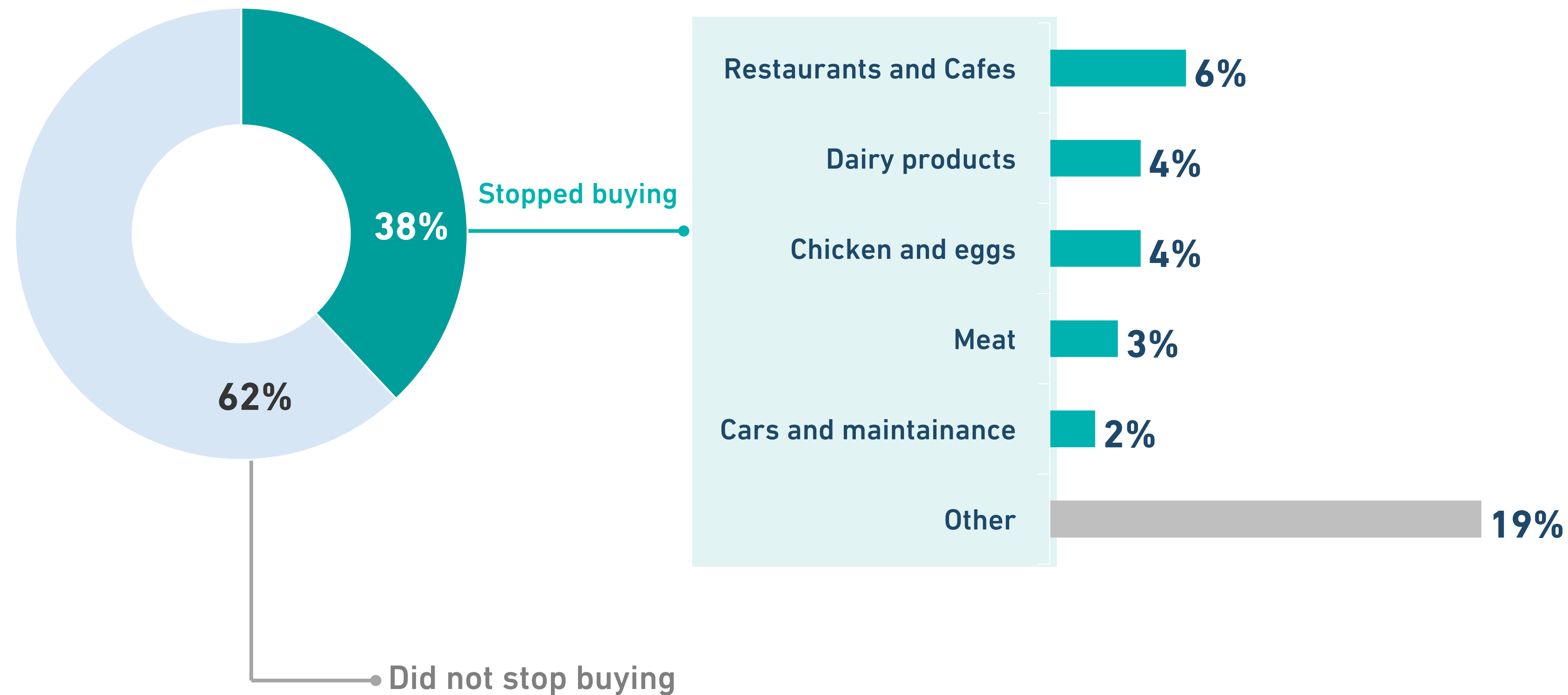


Margin of error

± 2.95

Inflation

Products or services people have stopped buying because prices have increased



Sample size

1148



Response rate

30.55%



Margin of error

± 2.95



04

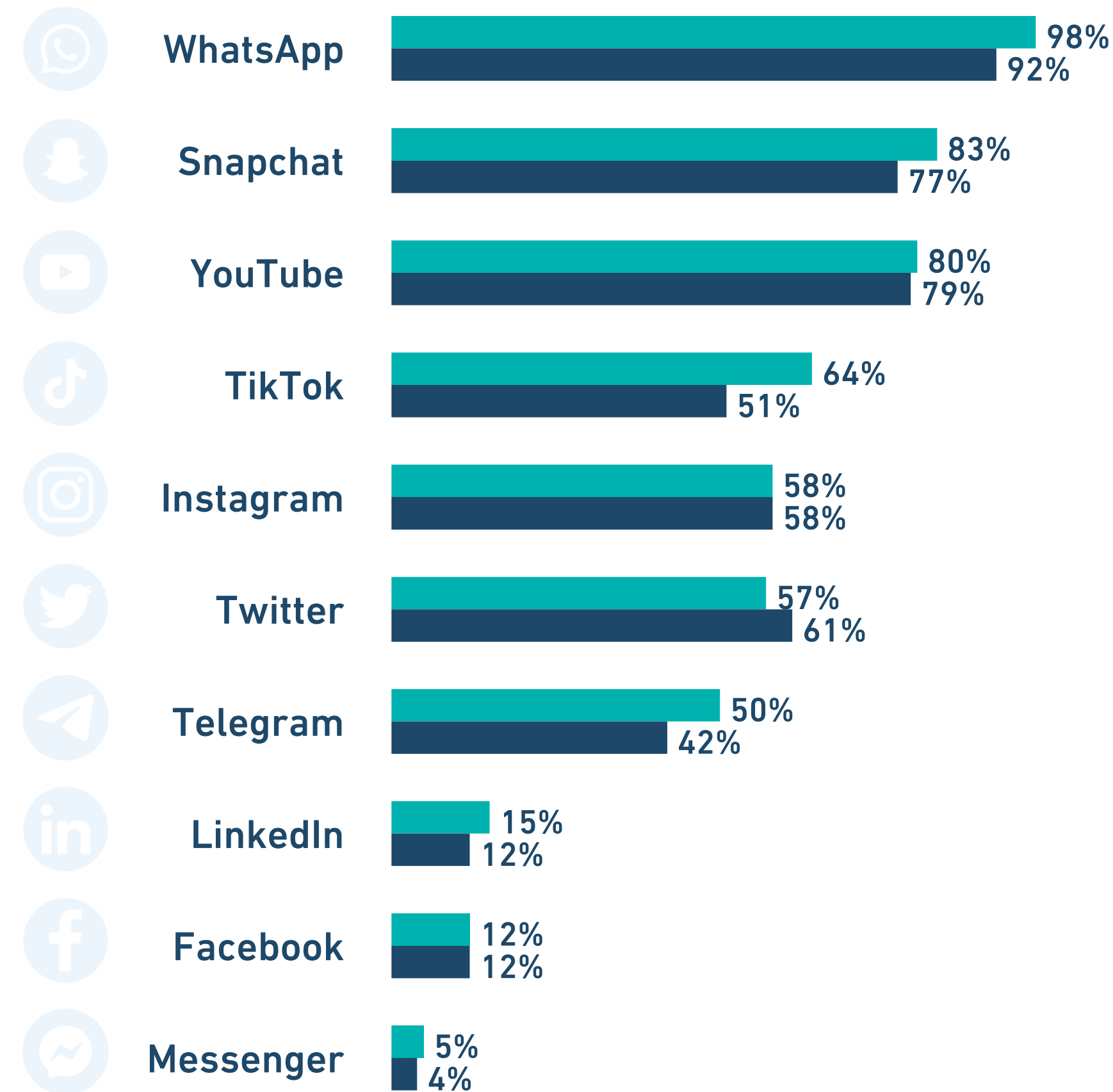
Connected Society



Popular Apps

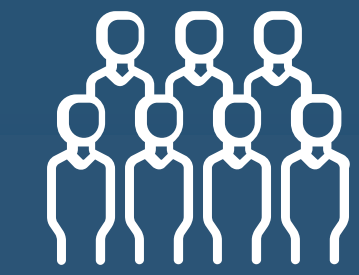
Connected Society

Saudis are heavy social media users



2023 ● 2022 ●

Mar 2023



Sample size

1395



Response rate

34.3%



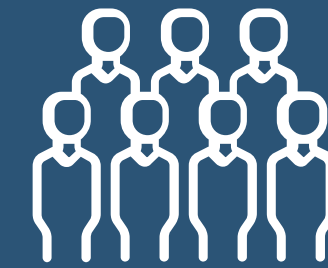
Margin of error

± 2.7



Positive and Negative Effects

Connected Society



Sample size

1395



Response rate

34.3%



Margin of error

± 2.7

Perceived Positive Effects by 71%

- Ease of communication
- Self-learning
- Quick access to information
- Following latest news

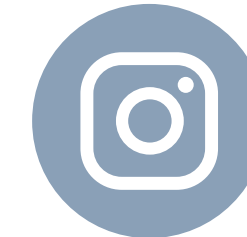
Perceived **Negative** Effects by 41%

- **Wasting time**
- **Health problems**
- **Inappropriate content**
- **Isolation from society**

Different usage for apps:



Communicate with others



Entertainment

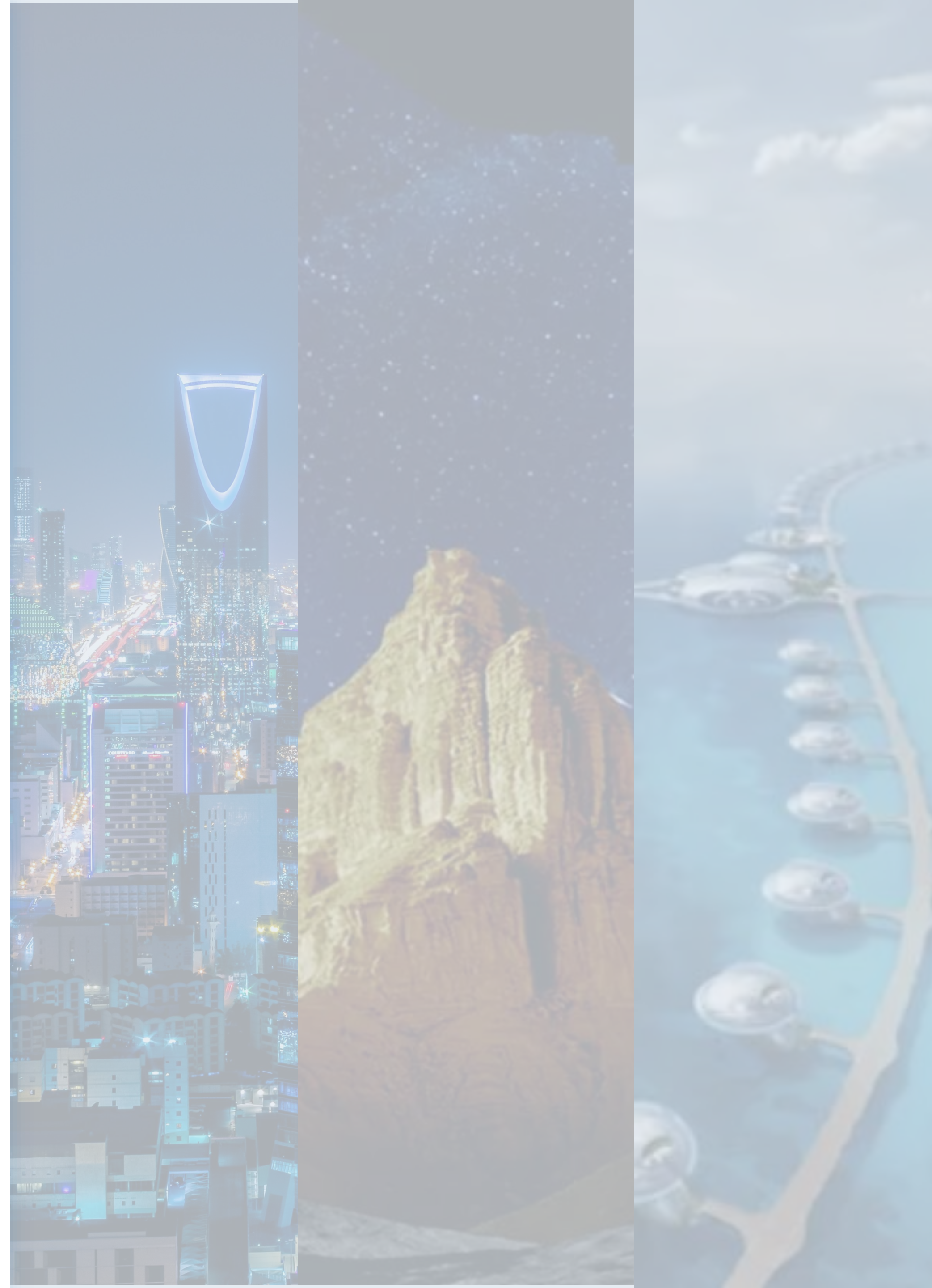


Learning and education



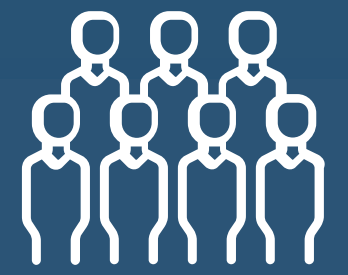
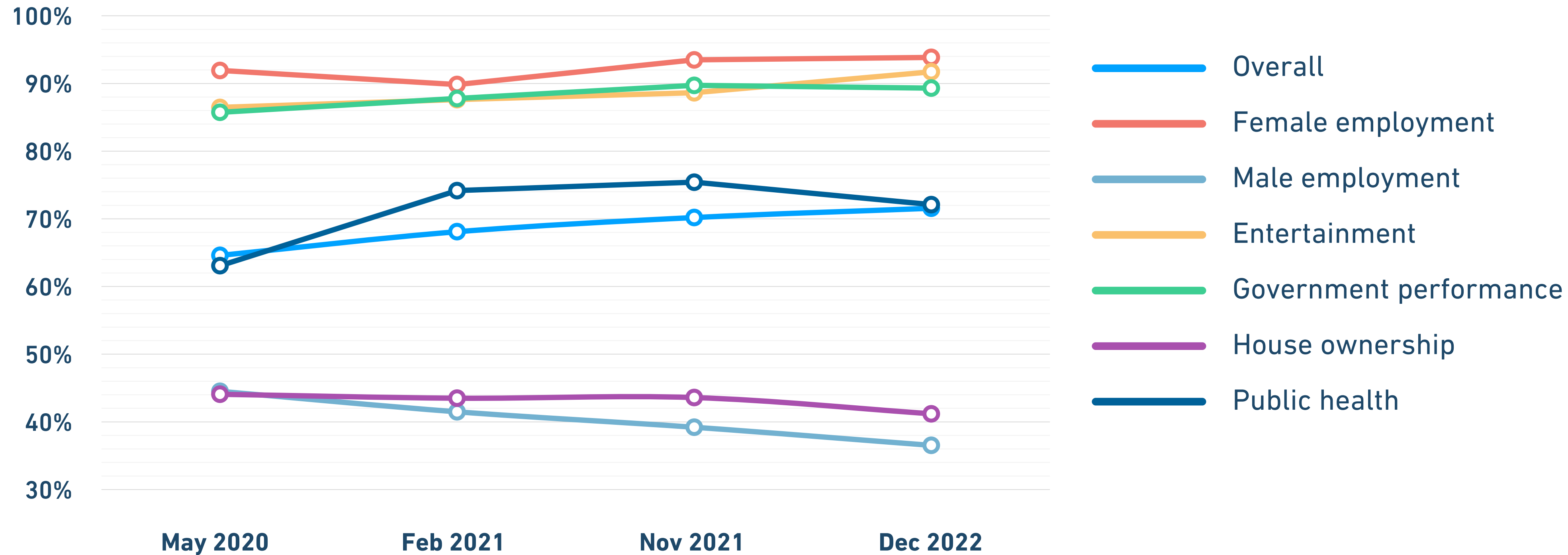
News

05
Vision 2030



Vision 2030

Percentage of respondents seeing improvements in the following indicators



Sample size

3024



Response rate

37.2%



Margin of error

± 1.8

06

Intensive SCOP involvement with the public during COVID-19



Total surveys: 14



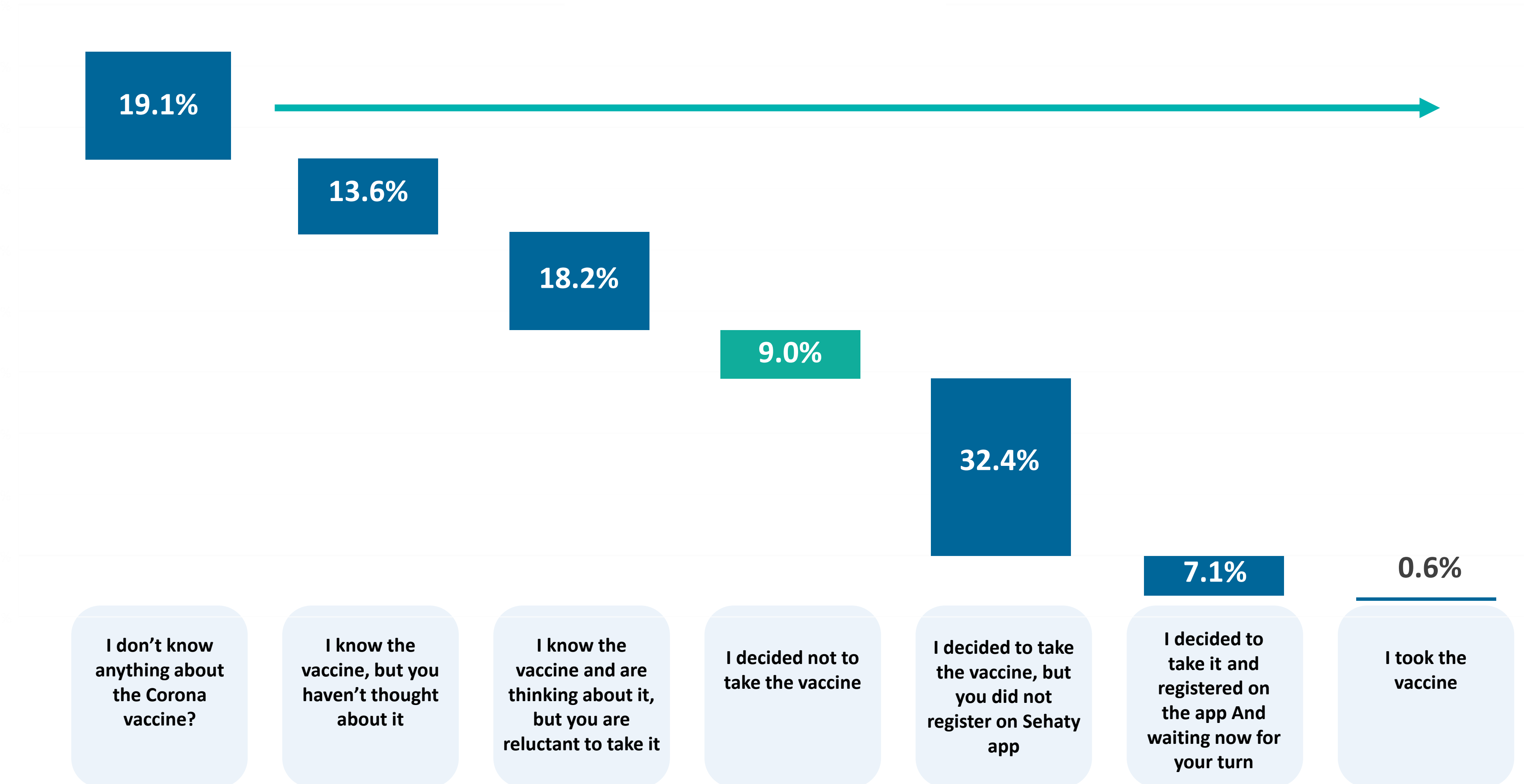
Total respondents: 36,892

1. Novel Coronavirus
2. Corona and social behavior
3. Saudi citizens managing Corona
4. Society's perception of Corona
5. Online learning
6. Social distancing app
7. Corona apps
8. Corona these days
9. Corona vaccine 1
10. Corona vaccine 2
11. Travel ban lift
12. Corona vaccine symptoms
13. Remote working
14. Corona vaccine for children



SCOP During COVID-19

Corona vaccine has been provided in the Kingdom, how do you classify your decision about taking the vaccine now? Are you ...



Sample size

1530



Response rate

52%

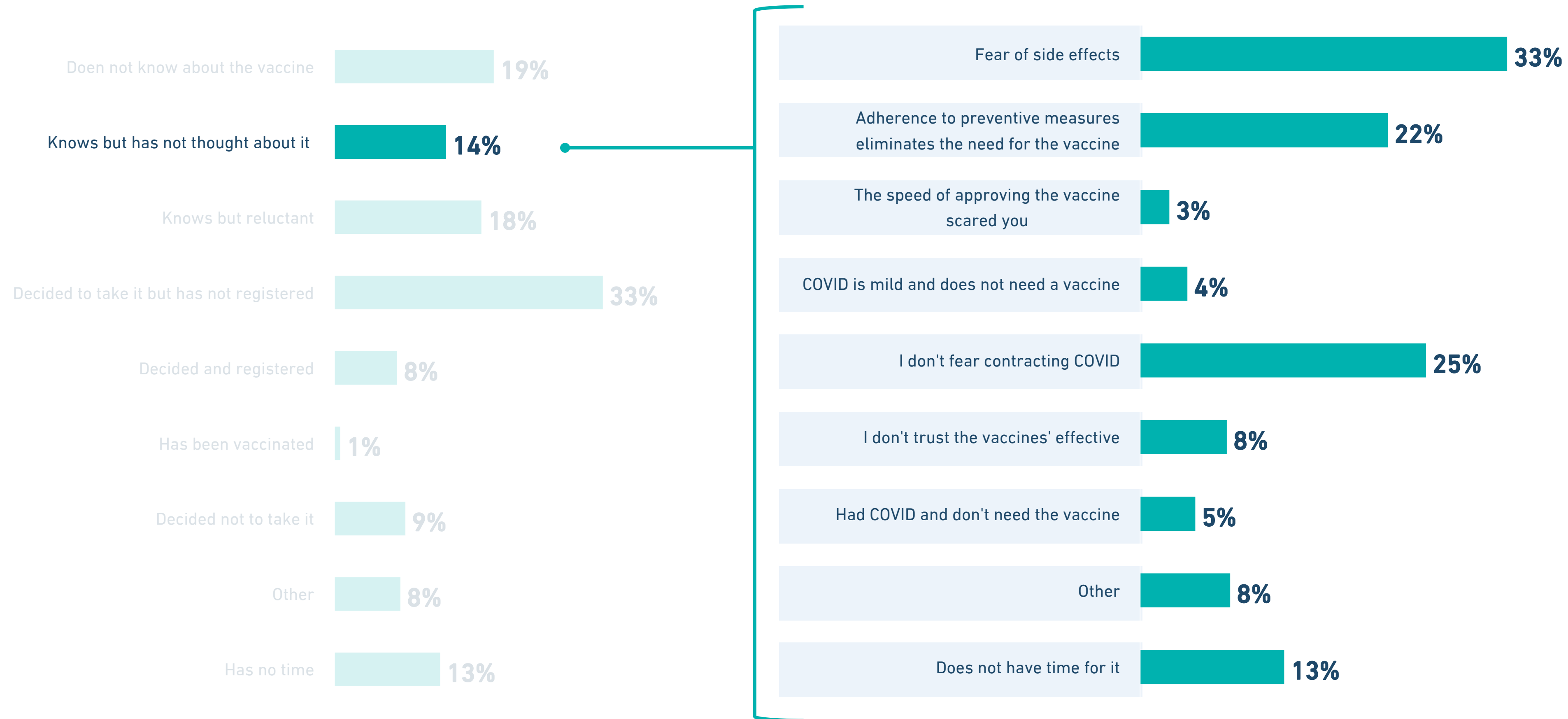


Margin of error

± 2.55

SCOP During COVID-19

Why are you not vaccinated?



Sample size

1530



Response rate

52%



Margin of error

± 2.55



Thank you

Contact us

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