المركز السعودي لاستطلاعات الرأي
SAUDI CENTER FOR OPINION POLLING

Saudi

Generations

2024

Introduction

Over the past decade, the Kingdom of Saudi Arabia has undergone a series of exceptional social transformations that have left a deep and lasting impact on all segments of society. Recognizing the significance of this era, the Saudi Center for Public Opinion Polling conducted this study to provide a comprehensive and in-depth vision of the trends and behaviors across different Saudi generations.

This study comes in response to a notable research gap in the field. Although global literature on generational studies is abundant, most of it adopts a Western perspective that may not align with the unique context of our society. At the regional level, available studies tend to either overgeneralize, ignoring the fundamental differences between the region's countries, or narrowly focus on marketing aspects alone.

Therefore, this specialized study seeks to bridge this gap by focusing specifically on the Saudi context, aiming to achieve the following:

Understand Shared Bonds and Values: To explore the factors of continuity and connection that link the generations.

Analyze Similarities and Differences: To conduct a comparative analysis of trends between different generations and genders.

Provide a Global Perspective: To draw benchmark comparisons with select international findings where data is available.

Monitor Trends and Behaviors: To analyze trends in pivotal areas, including family, work, leadership, health, financial affairs, life priorities, and self-identity.

The study adopted the universally recognized classification methodology, which divides generations into Baby Boomers, Generation X, Generation Y (Millennials), and Generation Z. A "generation" is defined as "a group of individuals of a similar age whose members have experienced a noteworthy historical event within a particular period of time."

Mannheim, K. (1952). The Problem of Generations. In P. Kecskemeti (Ed.), Essays on the Sociology of Knowledge (pp. 276-320). London: Routledge and Kegan Paul.

BB

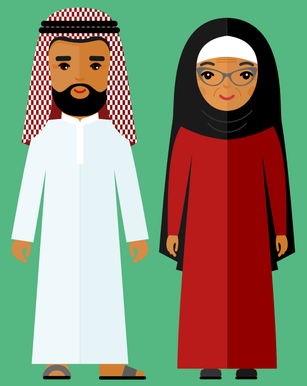
1946-1964

78-60

They constitute 8% of the Saudi society.

X

1965-1980

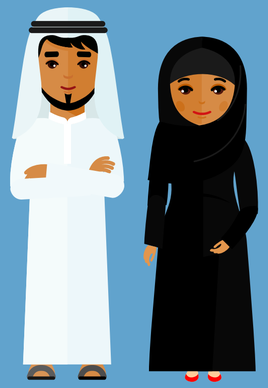


59-44

They constitute 20% of the Saudi society.

Y

1981-1996

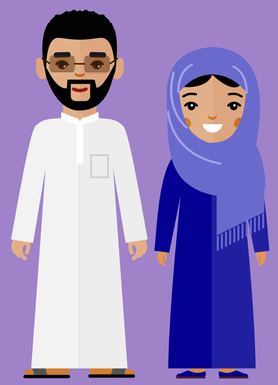


43-28

They constitute 40% of the Saudi society.

Z

1997-2012



27-18

They constitute 32% of the Saudi society.

To which GENERATION do you belong?

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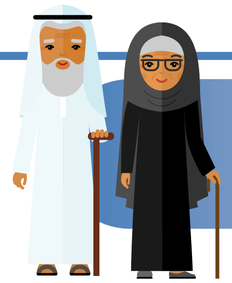
How Do Generations describe themselves? and how do they describe others?



Generation BB

(1964-1946)

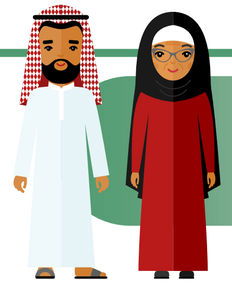
What did generation (BB) say about themselves?

1946-1964

What did generation (X) say about them?

1965-1980

Generation (BB) sees themselves as the generation of **good/kind people**, while the following generation (X) sees them as the generation of **strivers/hard workers.**



Generation X

(1980-1965)

What did generation (BB) say about them?

1946-1964

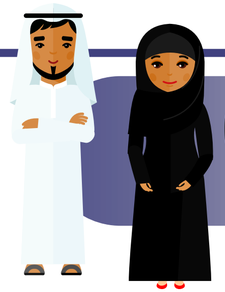
What did generation (X) say about themselves?

1965-1980

What did generation (Y) say about them?

1981-1996

Generation (X) sees themselves as the generation of **good/kind people**, but the generation before them (BB) sees them as **the educated generation**, and the generation after them (Y) sees them as the generation of **strivers/hard workers.**



Generation Y

(1996-1981)

What did generation (X) say about them?

1965-1980

What did generation (Y) say about themselves?

1981-1996

What did generation (Z) say about them?

1997-2012

Generation (Y) sees themselves as more **hardworking/strivers**, and Generation (Z) **confirms** this view of them, while Generation (X) sees them as more **privileged/pampered.**

Generation Z

(1997-2012)

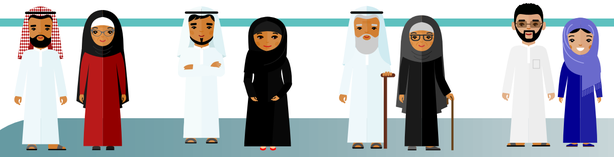
What did generation (Z) say about themselves?

1997-2012

What did generation (Y) say about them?

1981-1996

Generation (Z) sees themselves as the **amazing/wonderful** generation, but the generation before them (Y) sees them as the generation of **the future**



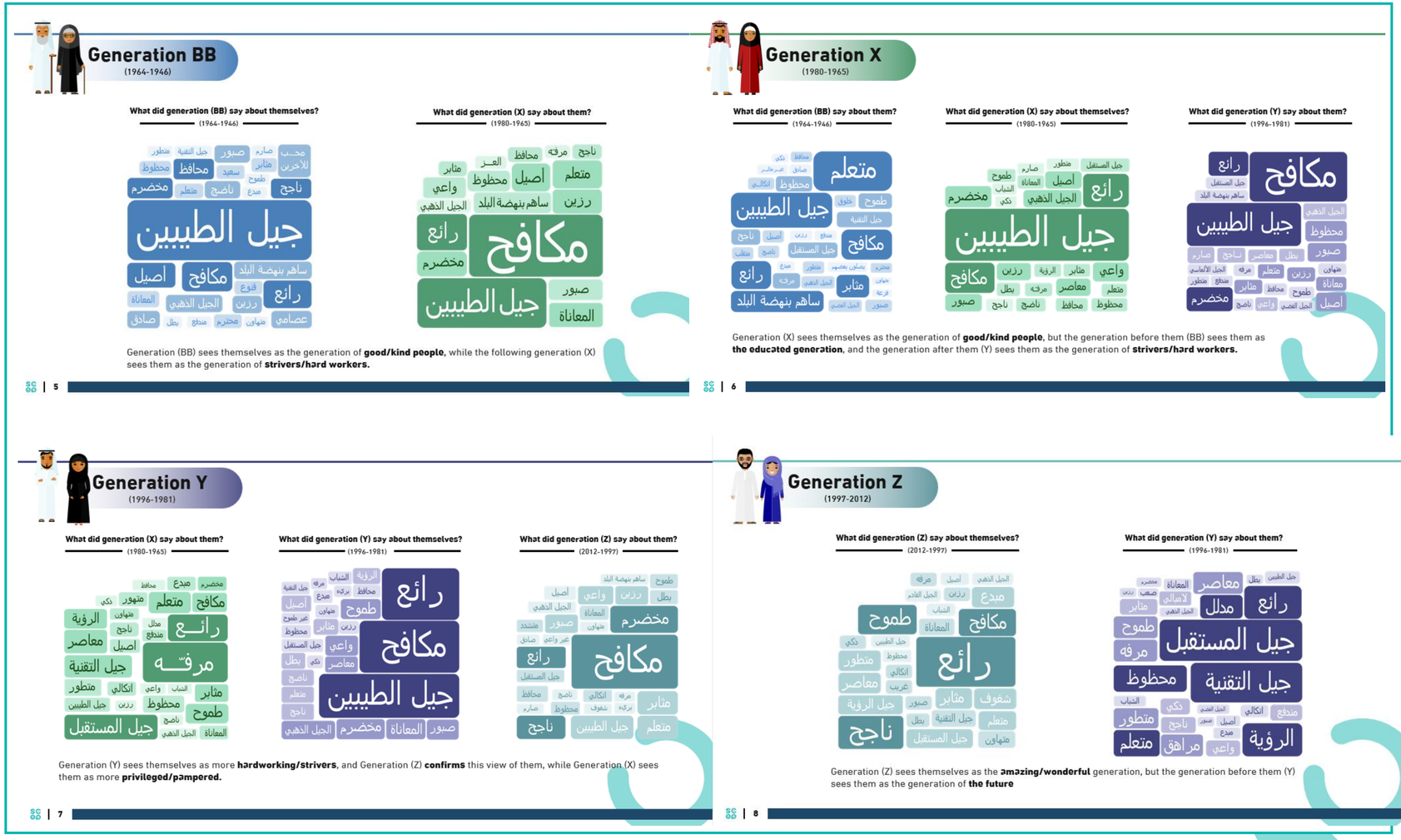
Generational Self-Image vs. External Perceptions

Questions Methodology:

1 Open-Ended Single-Adjective Approach
Participants were asked: 'In one word, how would you describe your generation?'

2 Cross-Generational Perception
Participants were asked: 'In one word, how would you describe [other generation]?'

3 Word Cloud Visualization
Responses were aggregated into word clouds where size represents frequency of mentions



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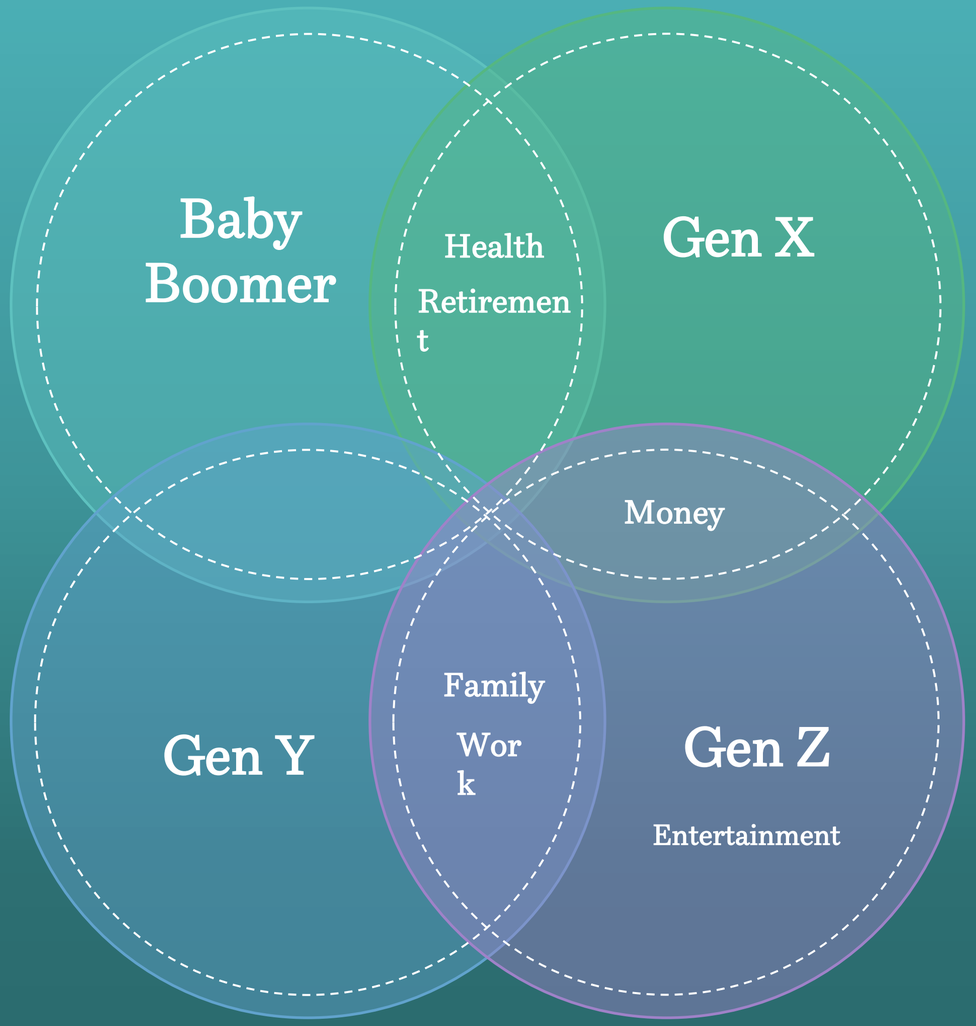
Generations and Life's Priorities

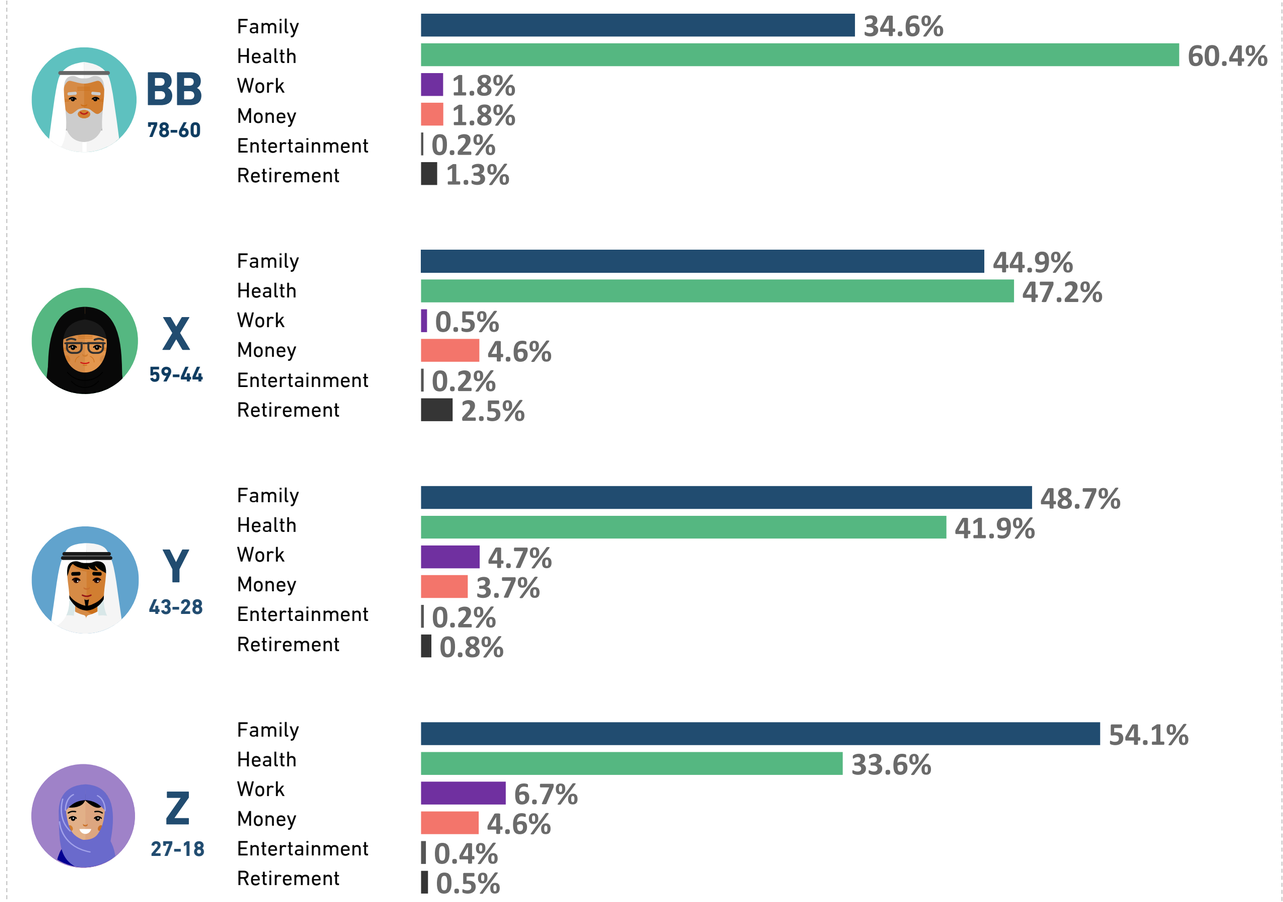
Shared Life Priorities



The priorities of health and retirement were chosen most frequently by the older generations (BB and Generation X), while the priorities of family and work were chosen most often by the younger generations (Generation Y and Generation Z). As for financial priority, it was most selected by Generations X and Z, whereas Generation Z uniquely prioritized entertainment.

Generation and Life's Priorities

In the life priorities of Saudis, family remains the top priority, while health stands out as a significant focus among the Baby Boomer generation (BB). The logical progression of life stages is also reflected in the order of these priorities.



Which of these topics do you believe is the most important in your life?

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Family Across Generations

The Importance of **Family** Across Generations

Which of these topics do you think is the most important in your life?

BB
78-60

Family	34.6%
Health	60.4%
Work	1.8%
Money	1.8%
Entertainment	0.2%
Retirement	1.3%

X
59-44

Family	44.9%
Health	47.2%
Work	0.5%
Money	4.6%
Entertainment	0.2%
Retirement	2.5%

Y
43-28

Family	48.7%
Health	41.9%
Work	4.7%
Money	3.7%
Entertainment	0.2%
Retirement	0.8%

Z
27-18

Family	54.1%
Health	33.6%
Work	6.7%
Money	4.6%
Entertainment	0.4%
Retirement	0.5%

Family held the highest importance for the younger generations Y and Z.

It also held the second highest importance for the older generations BB and X, after health.

The Importance of **Marriage** Across Generations

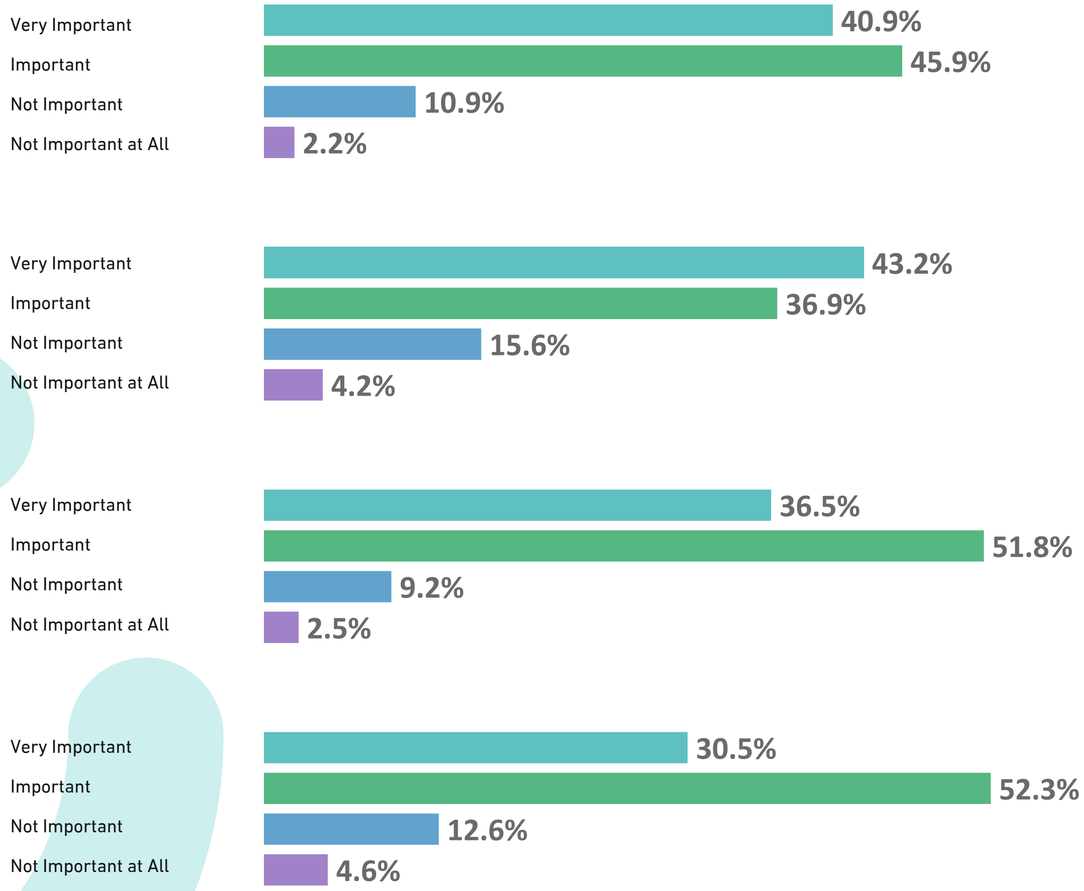
How important is marriage to you?

BB
78-60

X
59-44

Y
43-28

Z
27-18



All generations agreed on the importance of marriage.

The generations most interested in marriage are Generation Y followed by BB ,Then followed by Generation Z followed by Generation X.

The Importance of **Having Children** Across Generations

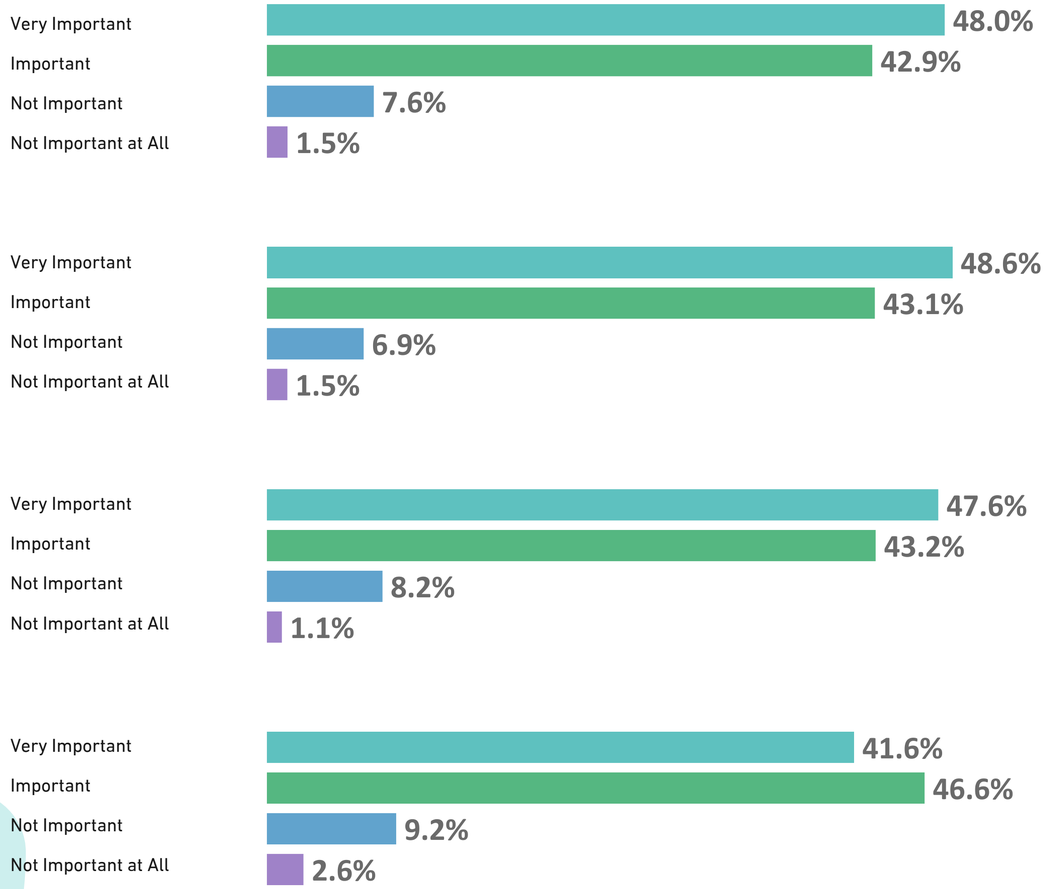
How important is Having Children to you?

BB
78-60

X
59-44

Y
43-28

Z
27-18



All generations agreed on the importance of having children.

The generations most interested in having children are generation X followed by BB , then Generation Y, followed by Generation Z.

Family Size Across Generations

Do you think your number of children will be…

BB
78-60

Fewer children than your parents had	52%
Same number	19%
More	29%

X
59-44

Fewer children than your parents had	75%
Same number	13%
More	12%

Y
43-28

Fewer children than your parents had	82%
Same number	11%
More	7%

Z
27-18

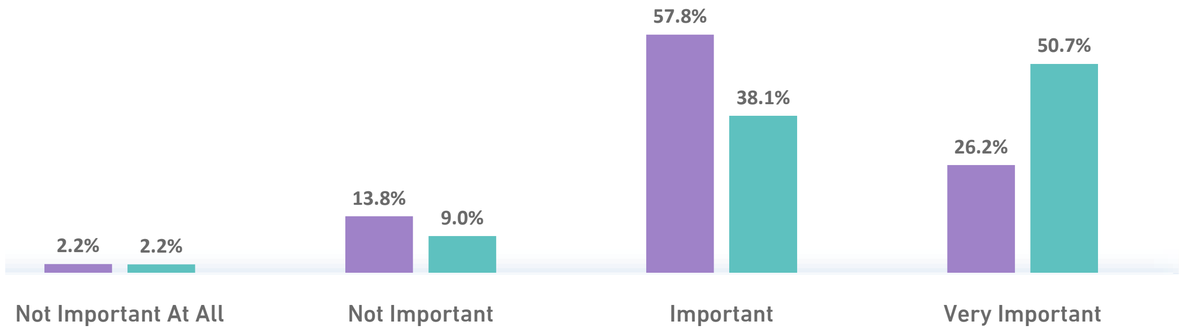
Fewer children than your parents had	64%
Same number	24%
More	11%

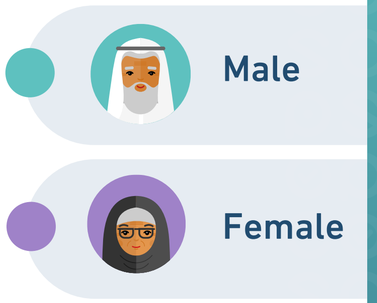
All generations are trending towards forming smaller families than their current family sizes.

The generations most interested in forming smaller families are Generation Y, followed by Generation X, then Generation Z, and finally generation BB.

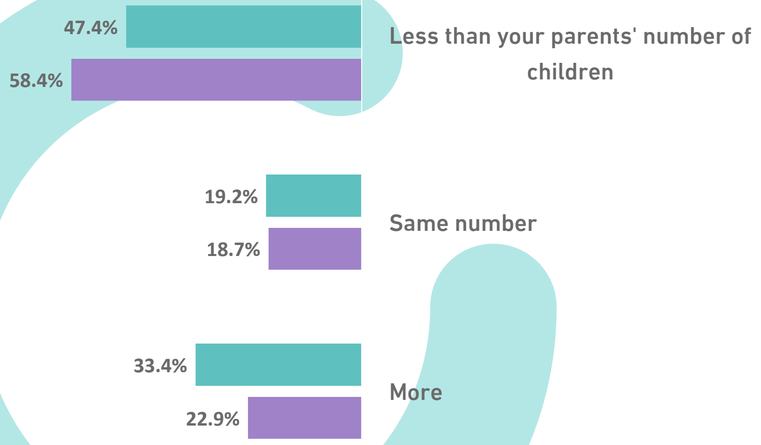
A detailed look at how males and females across different generations view family as a priority.

How Important Is Marriage To You?



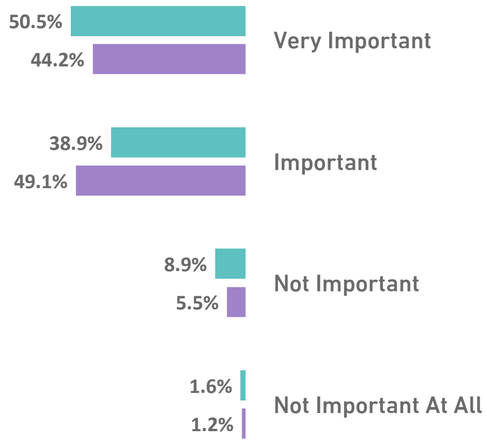


Do You Think The Number Of Your Children Will Be...



In general, both males and females tend to want fewer children than their family of origin, with a stronger tendency among females, while those who chose to have more children were males at 33% compared to females at 22%.

How Important Is Having Children To You?



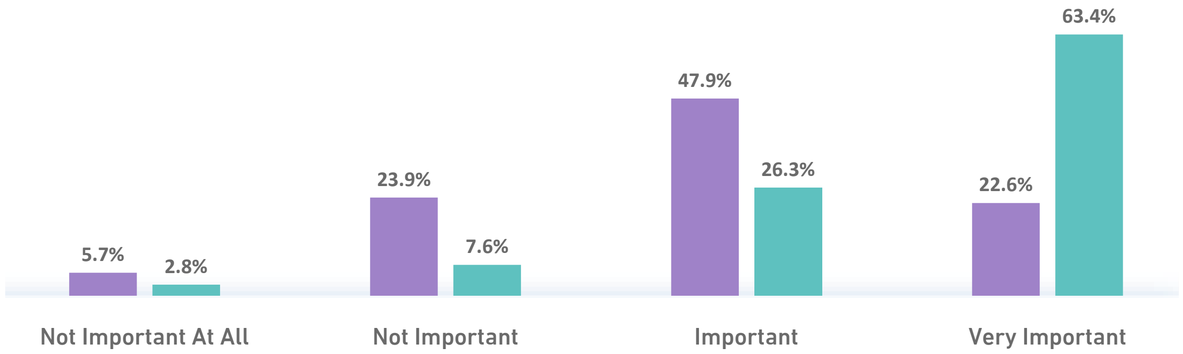
Males (90%) and females (93%) agree in their similar view of the importance of having children, considering it important (important or very important).

BB

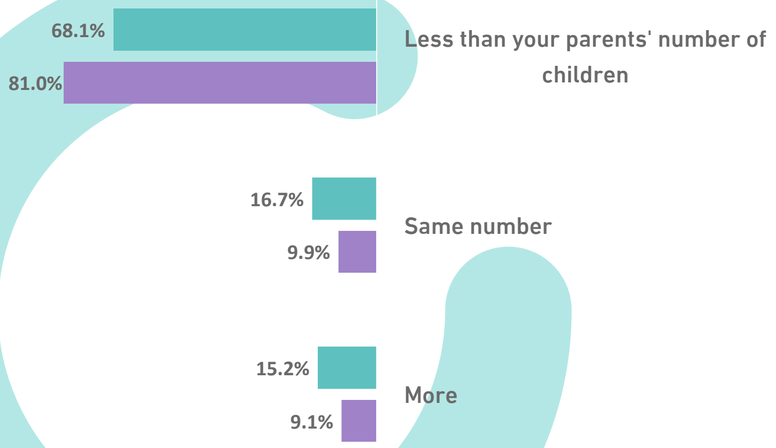
78-60

Male and female views are similar in considering marriage as important (important or very important), with the percentage of males reaching (89%) and females (84%).

How Important Is Marriage To You?

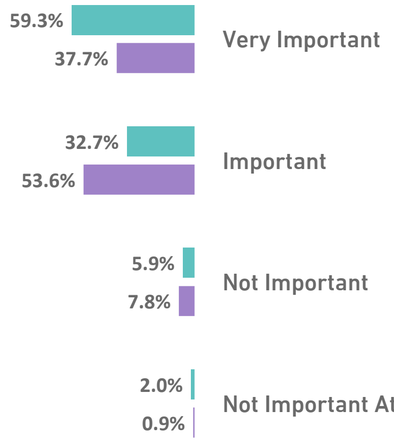


Do You Think The Number Of Your Children Will Be...



In general, both males and females tend to want fewer children than their family of origin, with females showing a stronger tendency at 80% compared to males at 68%.

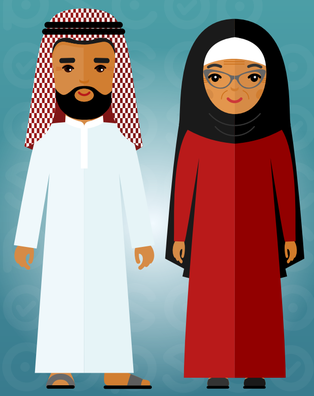
How Important Is Having Children To You?



Males and females view the importance of having children similarly, with males (92%) and females (91%).

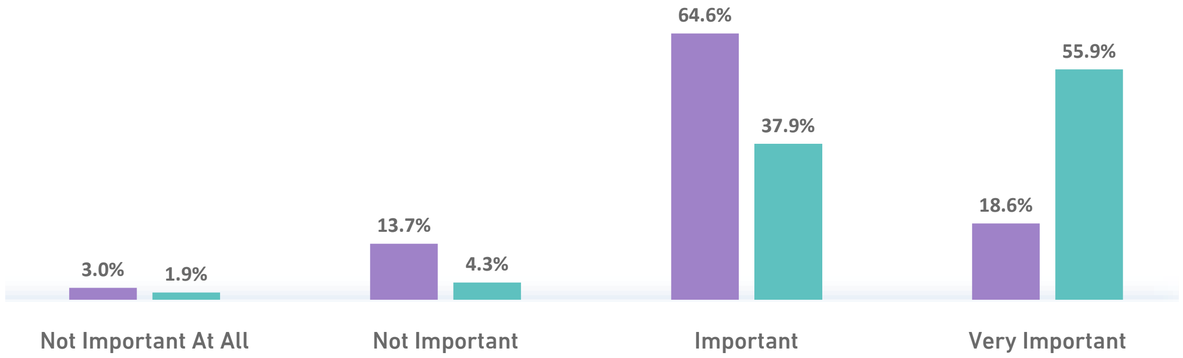
X

59-44



Despite the similarity between males and females in considering marriage as important (important or very important), males (90%) view marriage as more important than females (71%).

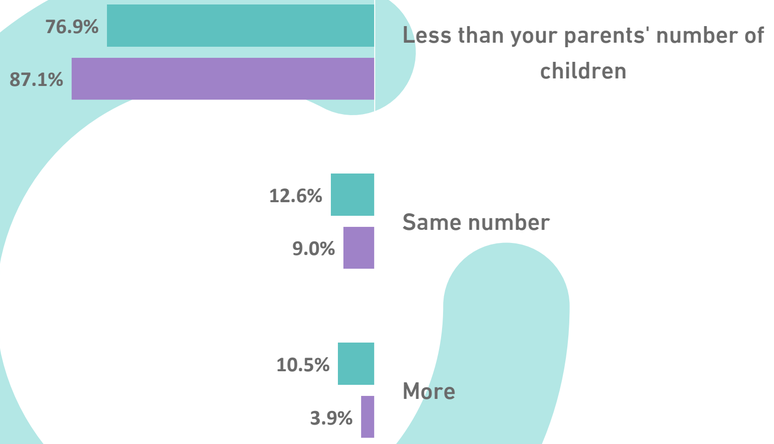
How Important Is Marriage To You?



Male

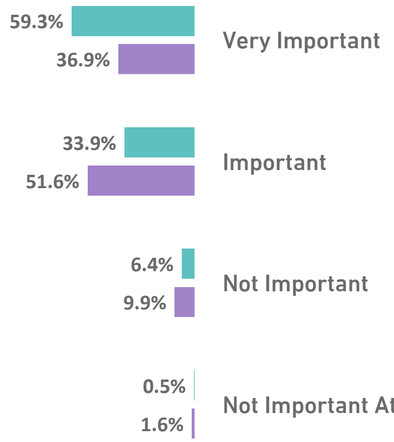
Female

Do You Think The Number Of Your Children Will Be...



In general, both males and females tend to want fewer children than their family of origin, with females showing a stronger tendency at 87% compared to males at 76%.

How Important Is Having Children To You?



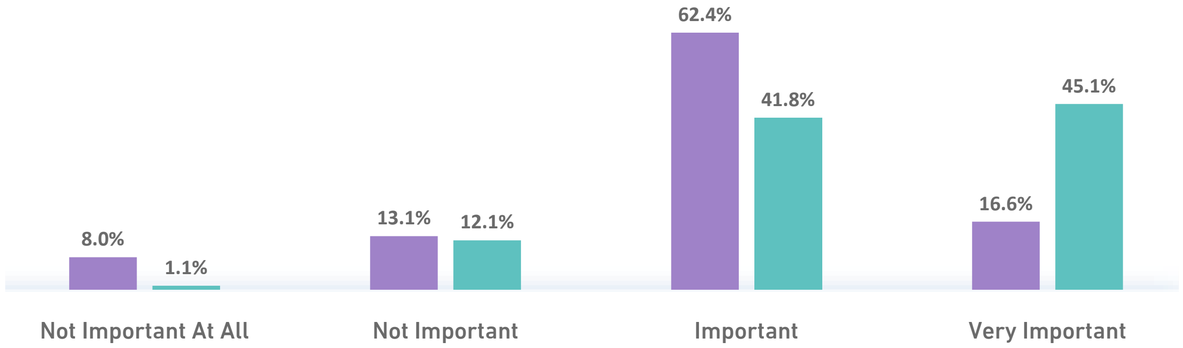
Males and females view the importance of having children similarly, with males (93%) and females (89%).

Y

43-28

Despite the similarity between males and females in considering marriage as important (important or very important), males (94%) view marriage as more important than females (83%).

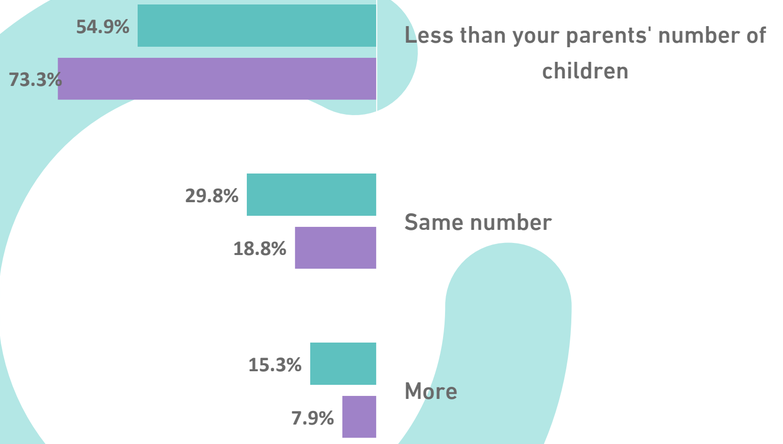
How Important Is Marriage To You?



Male

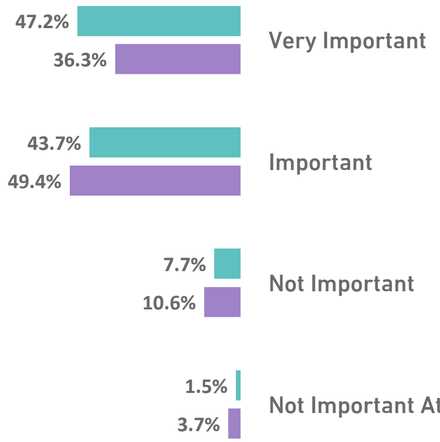
Female

Do You Think The Number Of Your Children Will Be...



In general, both males and females tend to want fewer children than their family of origin, with females showing a stronger tendency at 73% compared to males at 54%, while 29% of males believe their family size will be equal to their family of origin.

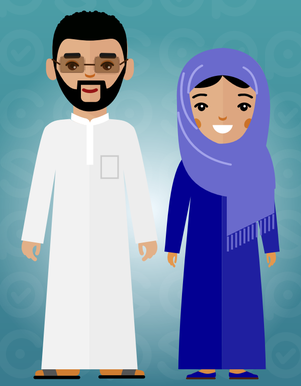
How Important Is Having Children To You?



Males and females view the importance of having children similarly, with males (91%) and females (86%).

Z

27-18



Despite the similarity between males and females in considering marriage as important (important or very important), males (87%) view marriage as more important than females (79%).

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Health Across Generations

The Importance Of **Health** Across Generations

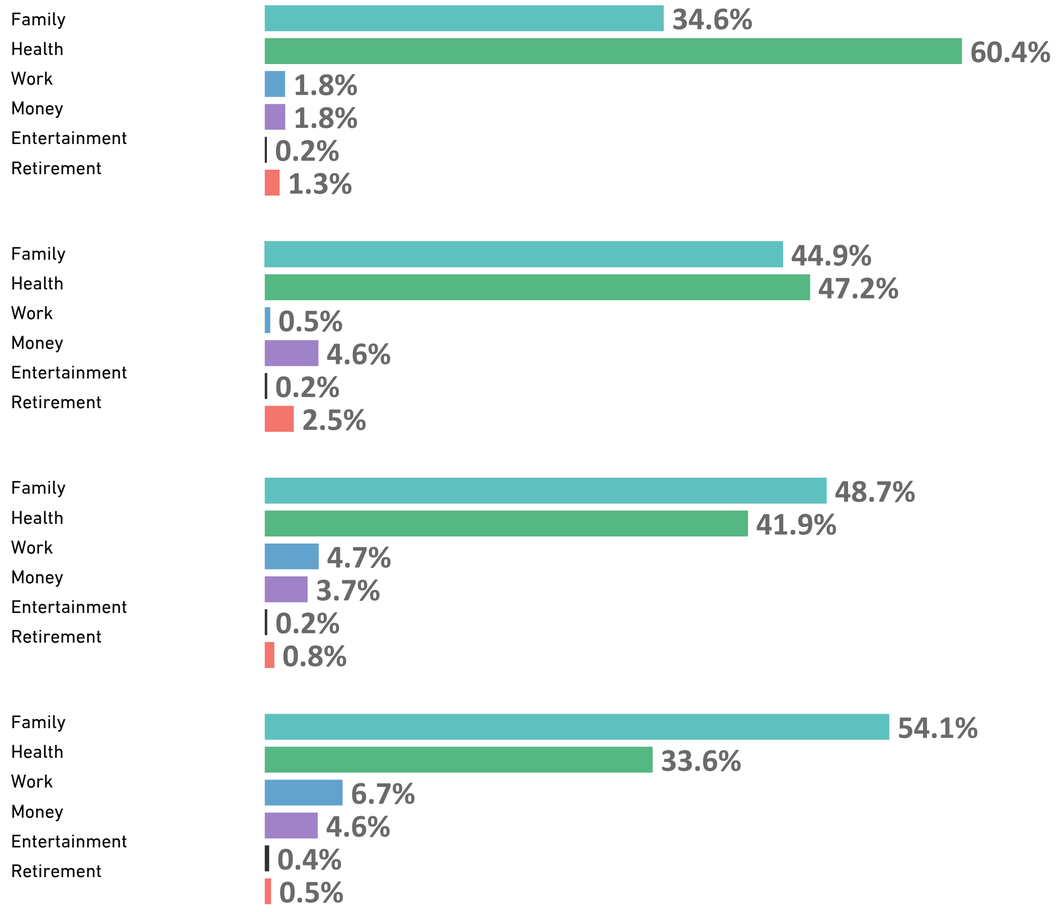
Which of these topics you believe are most important in life for you?

BB
78-60

X
59-44

Y
43-28

Z
27-18



Health ranked **first in importance** for Generations **BB** and **X**, and **second** in importance for Generations **X** and **Z.**

How Do Different Generations Perceive Their Overall Health?

How do you view your overall health?

	Excellent health	In good health	Not so good	Poor health	
BB 78-60	19%	68%	12%	1%	87%
X 59-44	17%	69%	13%	1%	86%
Y 43-28	16%	69%	13%	2%	85%
Z 27-18	15%	67%	16%	1%	83%

A high health perception was seen across all generations, with slight variation between them (87%) for Generation BB compared to (82%) for Generation Z.

How Do Different Generations Perceive Their Overall Health?

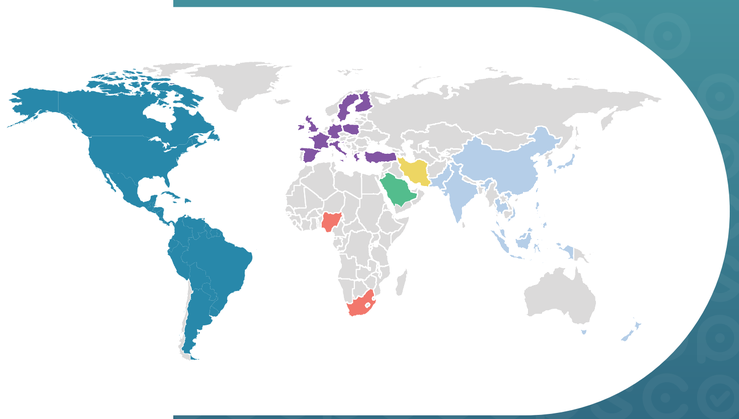
Comparing the results with the findings of global reports

Percentage of respondents who reported being very healthy or healthy

North & South America	Europe	Africa	Asia-Pacific	Middle East	Kingdom of Saudi Arabia	
76%	67%	79%	76%	58%	87%	BB
68%	73%	85%	82%	68%	86%	X
72%	80%	87%	86%	81%	85%	Y
71%	81%	88%	91%	83%	83%	Z

WIN Worldwide Independent Network of Market Research

In a comparison between how Saudi generations view their health versus their global counterparts: Generations BB & X perceive themselves as healthier than their global peers do, while Generations Y & Z perceive the opposite.



Smart Device Usage For Health Tracking Across Generations

How often do you use smart devices, such as smartwatches and health/fitness apps, to track your health?

BB
78-60

Always	13.7%
Often	12.0%
Sometimes	30.6%
Rarely	10.3%
Never use it	33.3%

X
59-44

Always	19.0%
Often	16.0%
Sometimes	29.9%
Rarely	12.1%
Never use it	23.0%

Y
43-28

Always	20.4%
Often	22.6%
Sometimes	23.5%
Rarely	14.9%
Never use it	18.6%

Z
27-18

Always	19.7%
Often	23.1%
Sometimes	25.8%
Rarely	17.6%
Never use it	13.8%

BB is the least likely generation to use smart devices for health tracking.

Physical Health Maintenance Activities

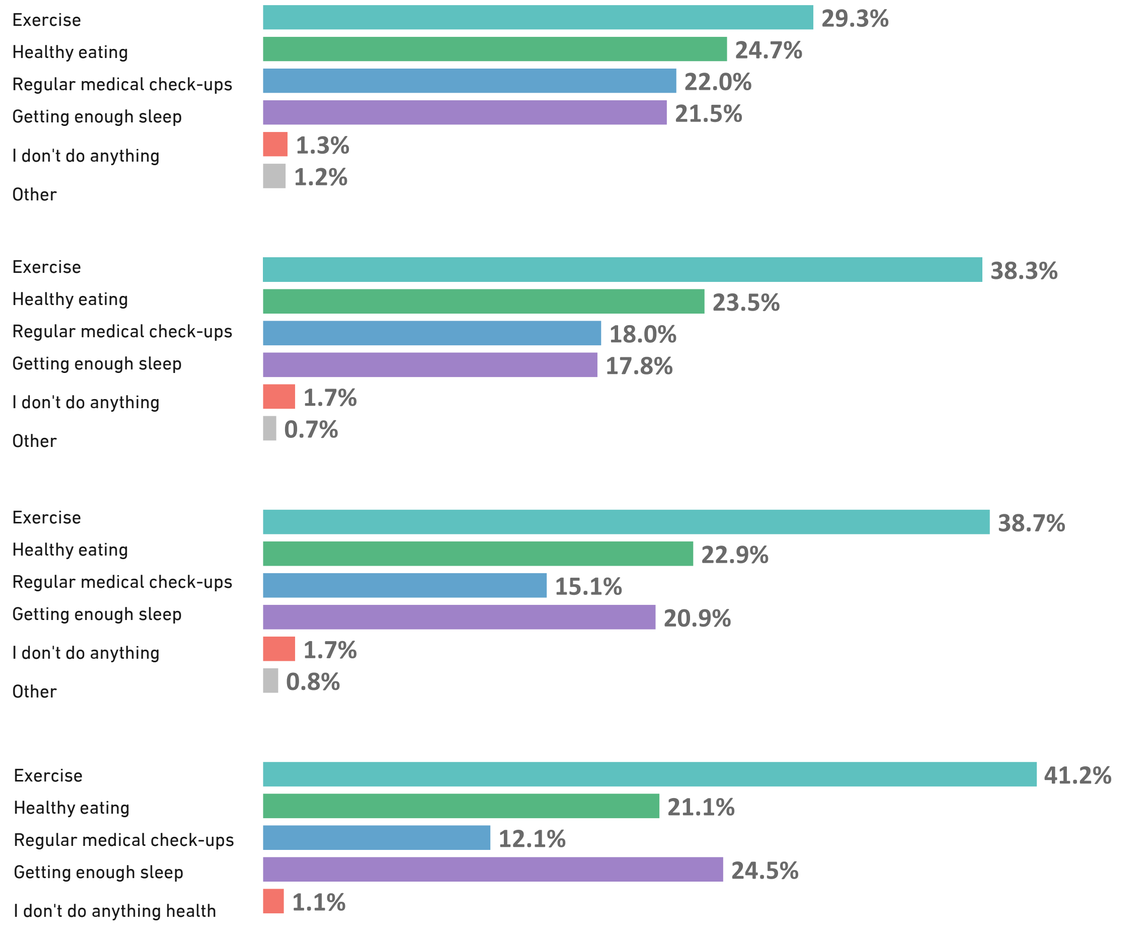
What do you do to maintain your physical health?

BB
78-60

X
59-44

Y
43-28

Z
27-18



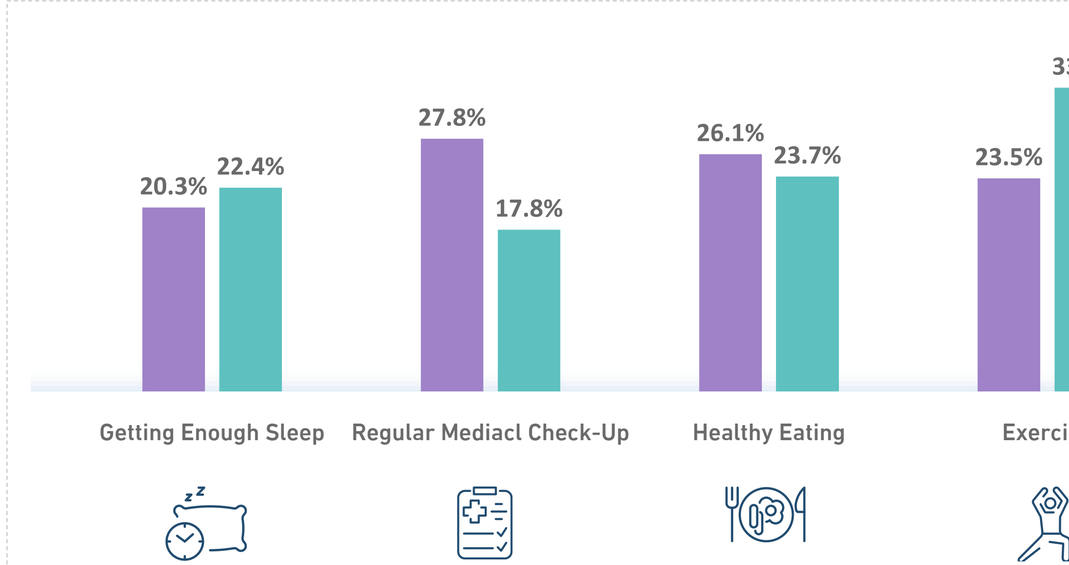
Exercise has emerged as the most common health practice across all generations. However, **younger generations (18-43)** tend to show **less interest** in **healthy eating** and **medical check-ups.**

A detailed look at how males and females across different generations view **health** as a priority.

The things that BB generation generally does to maintain their health

Males

Females



1

Health
Is the Most Important Topic

BB
78-60

Males are keener on exercising and getting enough sleep to maintain their health, while females show higher interest in healthy eating and getting regular medical check-ups compared to males.

Using Smart Devices to Maintain Health

Males use smart devices more frequently to monitor their health

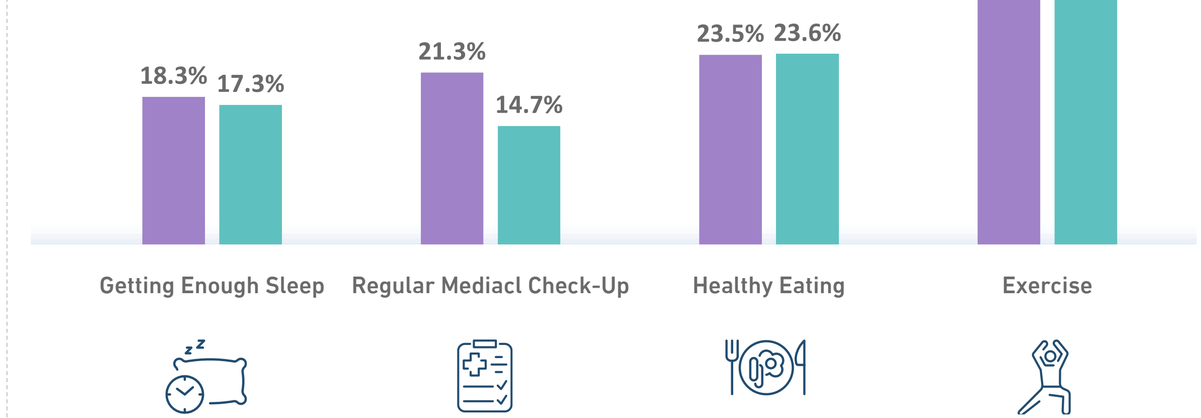
Gender and Health

Females		Males
83%	Healthy	90%
17%	Not Healthy	10%

The things that the X generation generally does to maintain their health

Males

Females



1

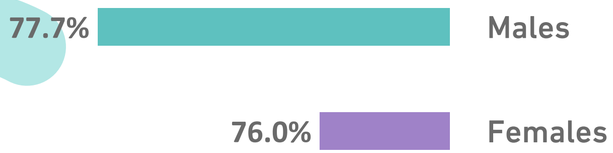
Health
Is the Most Important Topic

X

59-44

Males are keener on exercising, while females are more diligent about getting regular medical check-ups to maintain their health.

Using Smart Devices to Maintain Health



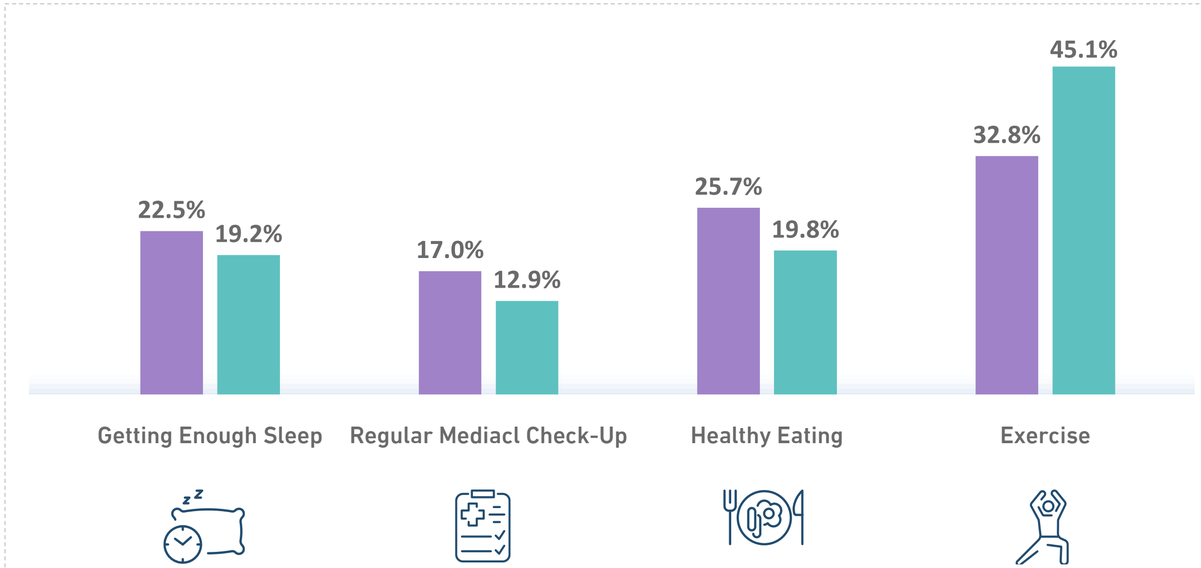
Males use smart devices more frequently to monitor their health

Gender and Health

The things that the Y generation generally does to maintain their health

Males

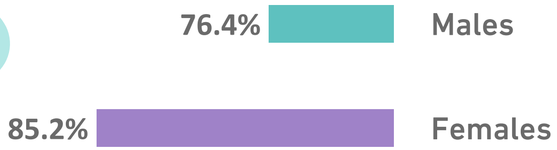
Females



2

Health
Is the Second Important Topic

Using Smart Devices to Maintain Health



Females use smart devices more frequently to monitor their health

Gender and Health

Females		Males
78%	Healthy	88%
22%	Not Healthy	12%

Y

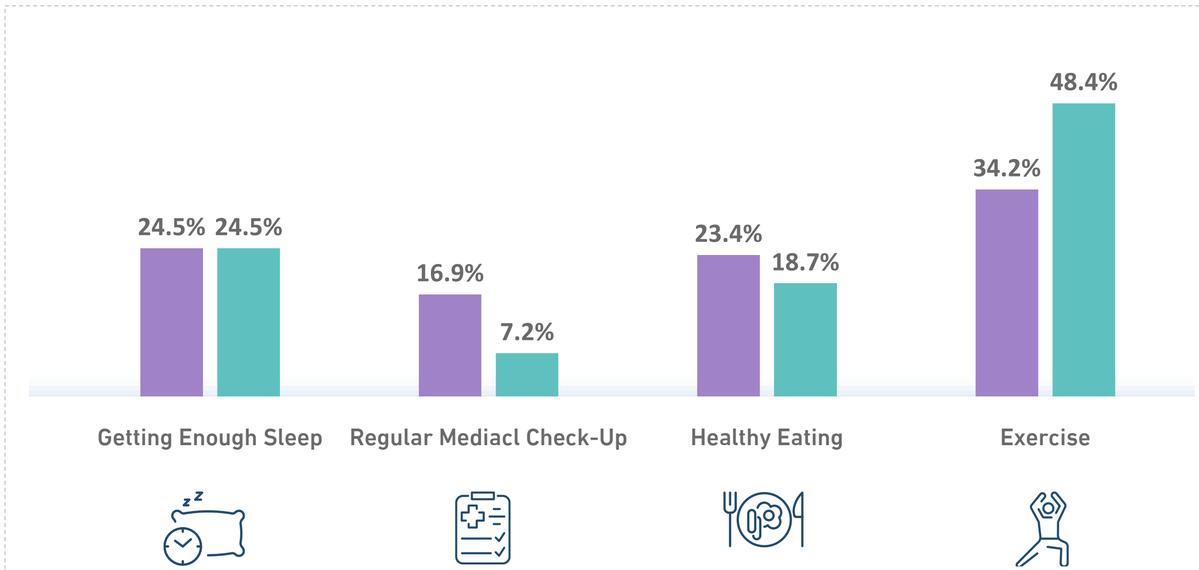
43-28

Males tend to focus more on exercise, while females show greater attention to regular medical check-ups, healthy eating, and getting adequate sleep to maintain their health.

The things that the Z generation generally does to maintain their health

Males

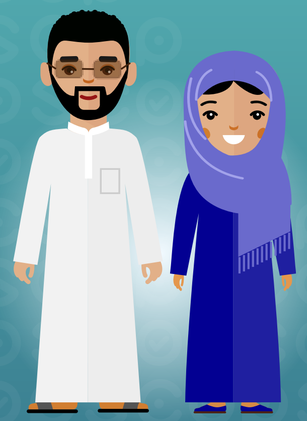
Females



2

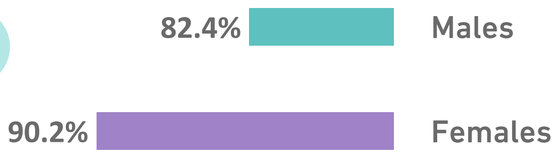
Health
Is the Second Important Topic

Z
27-18



Males tend to focus more on exercise, while females show greater attention to regular medical check-ups and healthy eating.

Using Smart Devices to Maintain Health



Females use smart devices more frequently to monitor their health

Gender and Health

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Work Across Generations

The Importance Of **Work** Across Generations

Which of these topics/aspects you believe are most important in life for you?

BB
78-60

Family	34.6%
Health	60.4%
Work	1.8%
Money	1.8%
Entertainment	0.2%
Retirement	1.3%

X
59-44

Family	44.9%
Health	47.2%
Work	0.5%
Money	4.6%
Entertainment	0.2%
Retirement	2.5%

Y
43-28

Family	48.7%
Health	41.9%
Work	4.7%
Money	3.7%
Entertainment	0.2%
Retirement	0.8%

Z
27-18

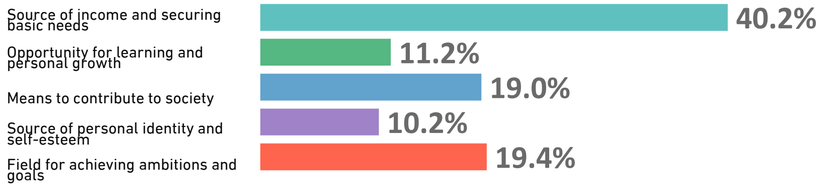
Family	54.1%
Health	33.6%
Work	6.7%
Money	4.6%
Entertainment	0.4%
Retirement	0.5%

Work ranks third as the most important topic after health and family. It becomes more important among younger generations (43-18).

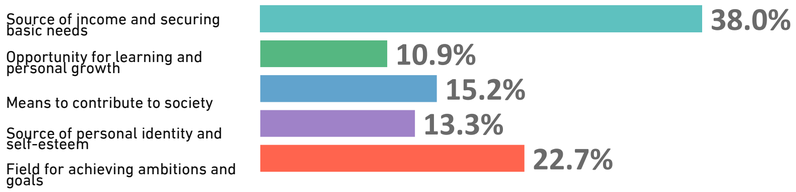
The Importance Of **Work** Across Generations

What Does **Work** Mean To You?

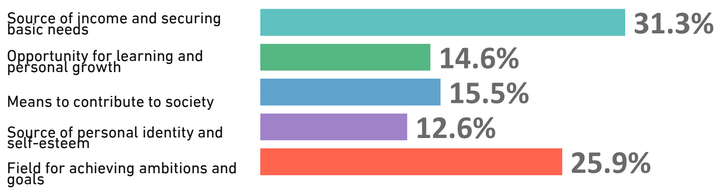
BB
78-60



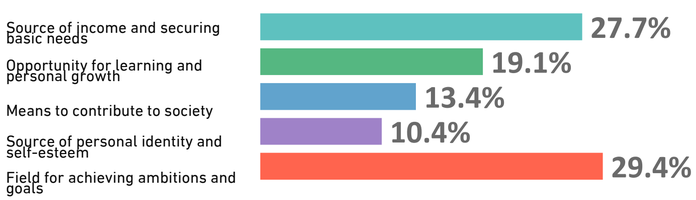
X
59-44



Y
43-28



Z
27-18



Generations BB-X-Y view work primarily as a source of **income and securing basic needs,** while Generation Z sees it as a field for **achieving ambitions and goals.**

How Important Is It To Become A **Manager** During Your Career Path?

BB
78-60

Very Important	21.5%
Important	33.8%
Not Important	34.4%
Not Important at All	10.2%

X
59-44

Very Important	24.4%
Important	32.4%
Not Important	31.8%
Not Important at All	11.4%

Y
43-28

Very Important	25.8%
Important	37.1%
Not Important	29.7%
Not Important at All	7.4%

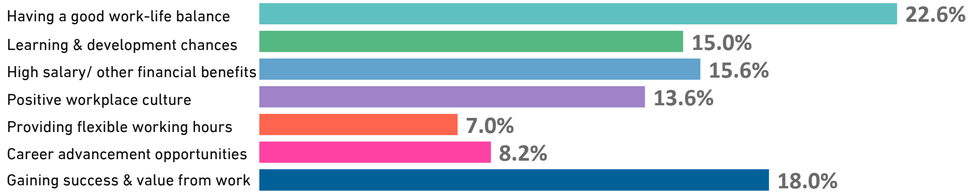
Z
27-18

Very Important	36.4%
Important	36.6%
Not Important	21.7%
Not Important at All	5.4%

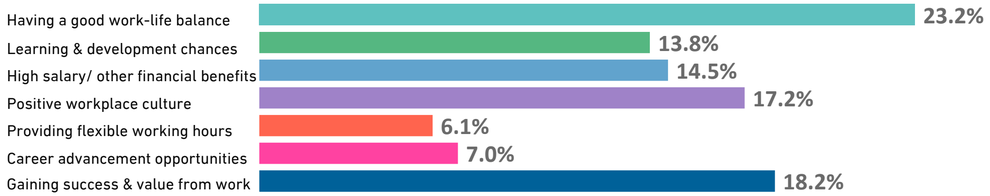
The importance of becoming leaders during their career path is similar across generations; however, it reaches its highest importance among younger generations (43-18)

What **Attracts** You To Work In A Particular Place?

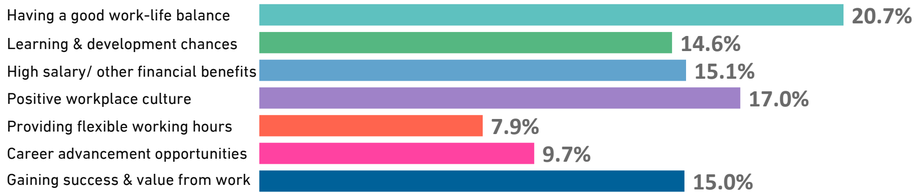
BB
78-60



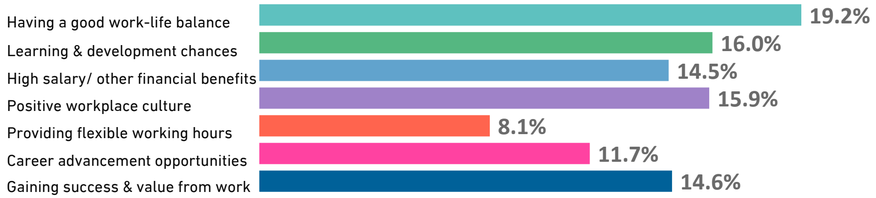
X
59-44



Y
43-28



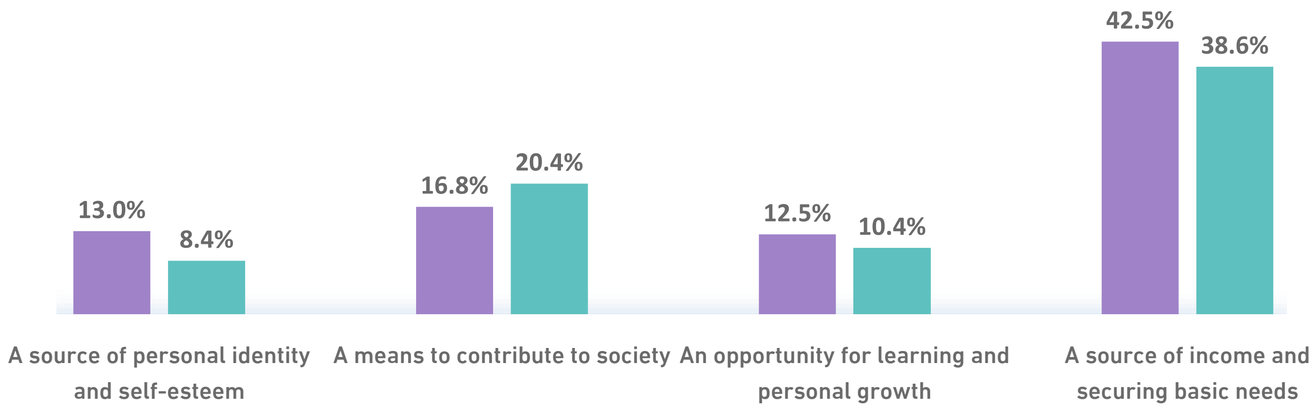
Z
27-18

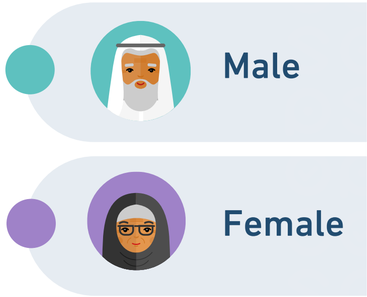


All generations view having a good work life balance as the most attractive factor for working in a particular place.

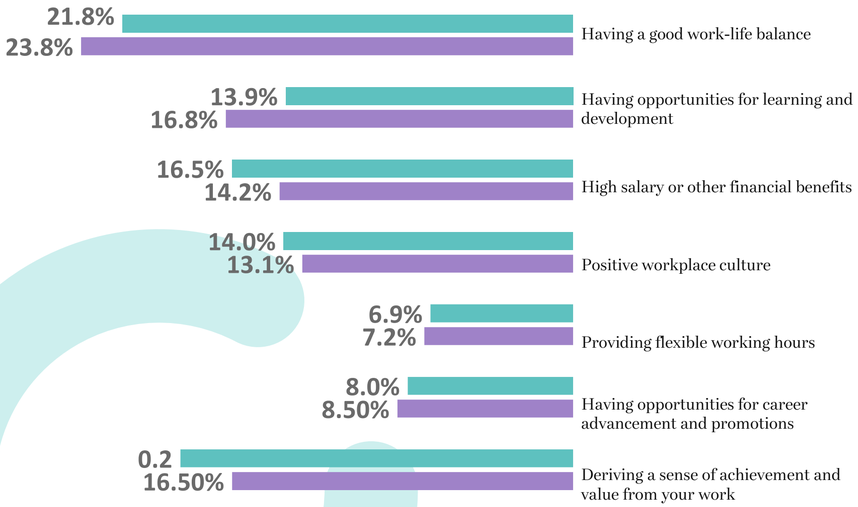
A detailed look at how males and females across different generations view work as a priority.

What Does Work Mean To You?



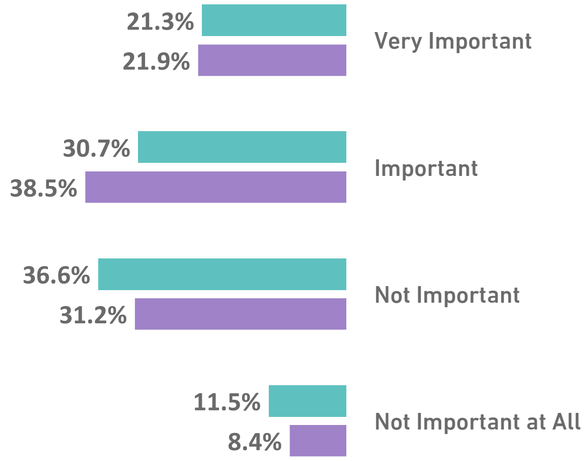


What Attracts You To Work In A Particular Place:



Both males and females are attracted to workplaces that provide a good work-life balance.

How Important Is It To Become A Manager During Your Career Path?



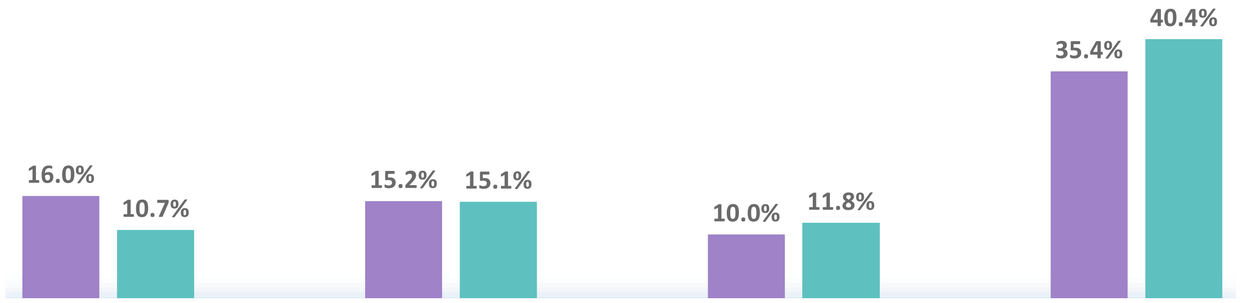
Females place more importance than males on becoming leaders during their career path.

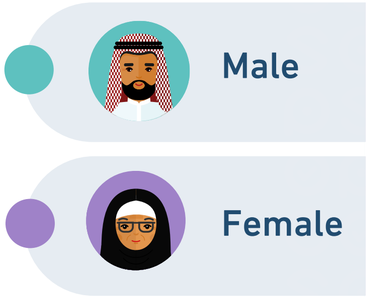
BB

78-60

Both males and females view work as a source of income and securing basic needs.

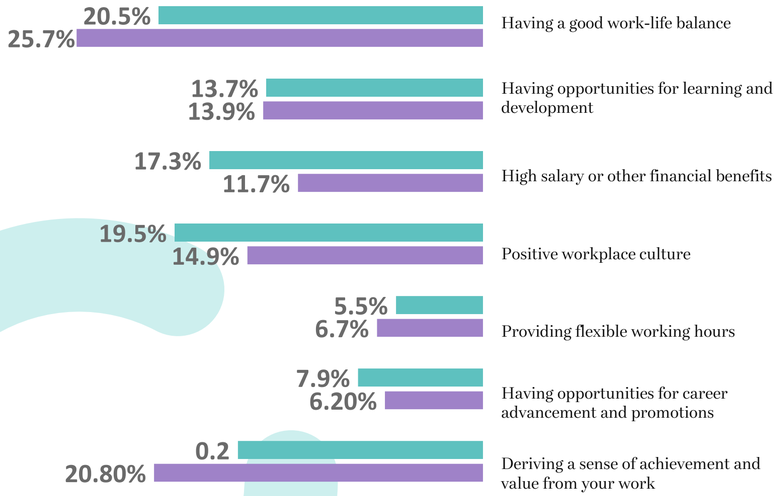
What Does Work Mean To You?





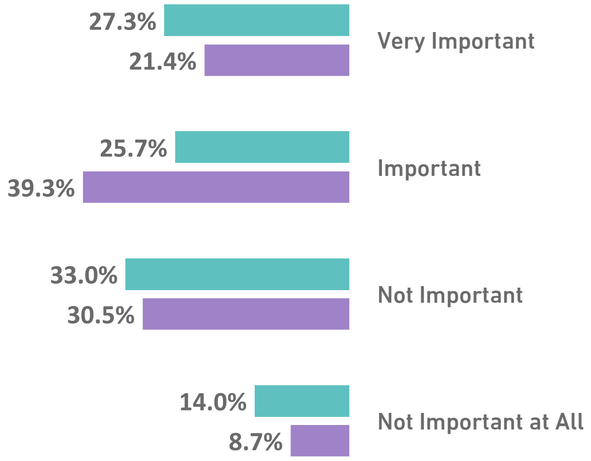
Both males and females view work as a source of income and securing basic needs.

What Attracts You To Work In A Particular Place:



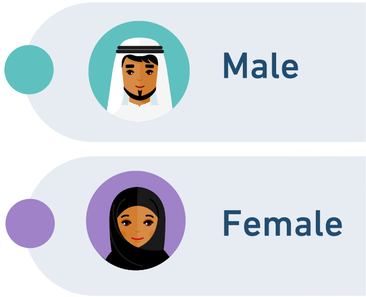
Both males and females are attracted to workplaces that provide a good work-life balance.

How Important Is It To Become A Manager During Your Career Path?

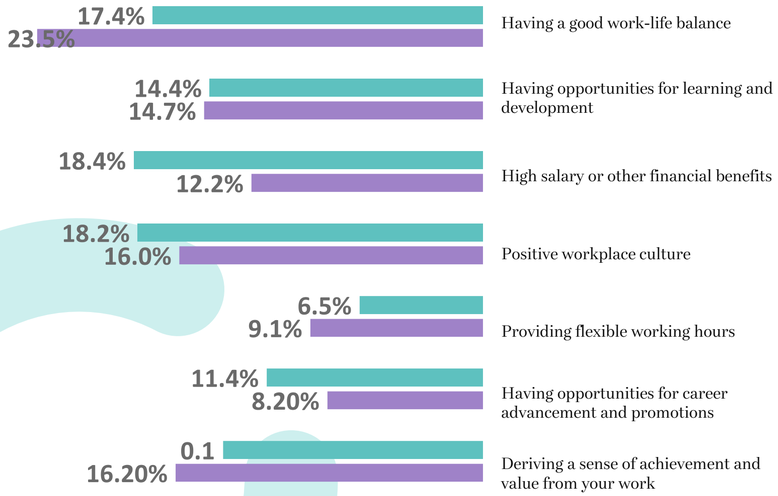


Females place more importance than males on becoming leaders during their career path.

What Does Work Mean To You?

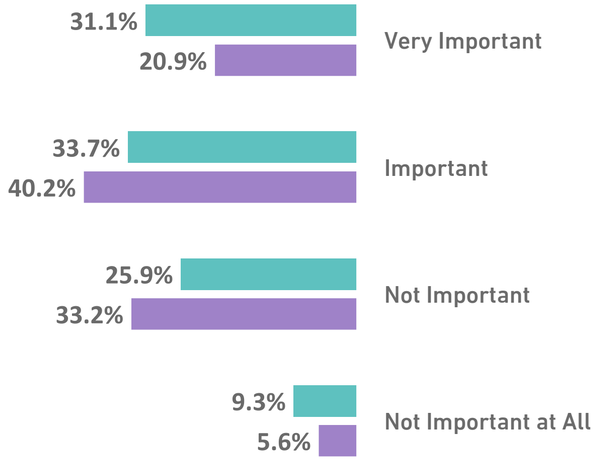


What Attracts You To Work In A Particular Place:



Females are attracted to work environments that provide work-life balance, while males are more attracted to work environments that offer high financial benefits and Positive workplace culture.

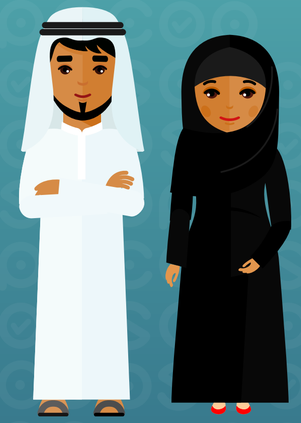
How Important Is It To Become A Manager During Your Career Path?



Males place more importance than females on becoming leaders during their career path.

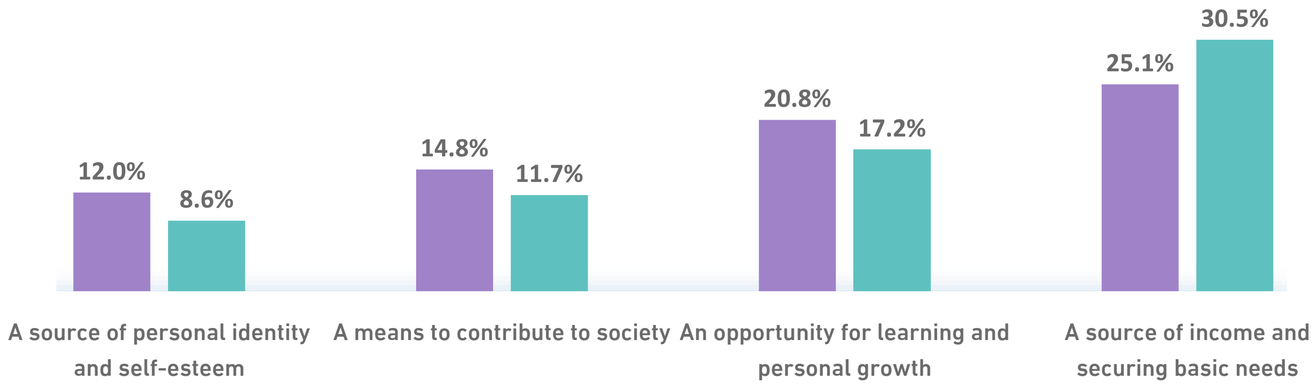
Y

43-28



Males view work primarily as a source of income and securing basic needs, while females see the meaning of work as a field for achieving ambitions and goals

What Does Work Mean To You?

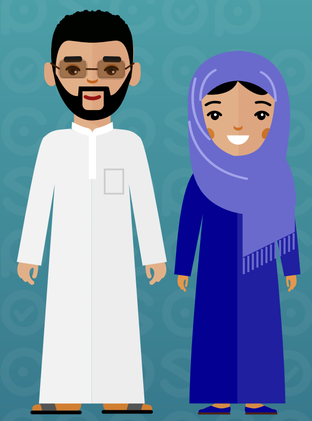


Male

Female

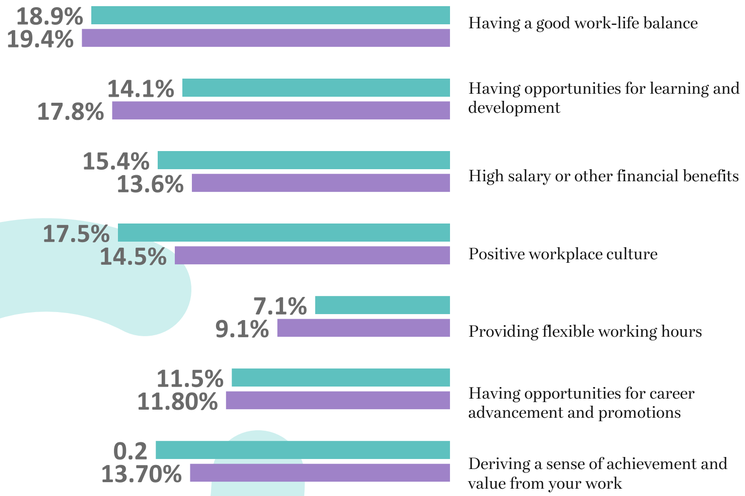
Z

27-18



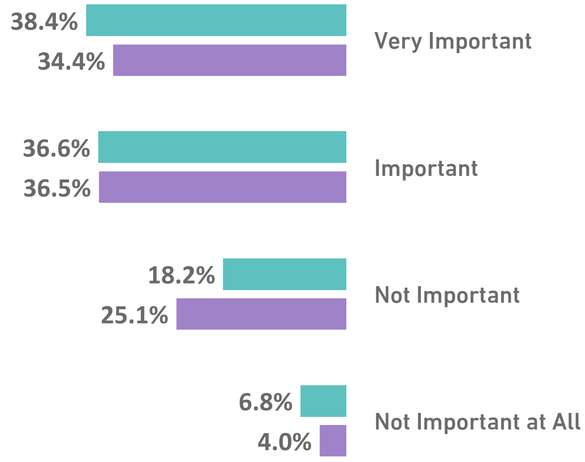
Both males and females view work as a field for achieving ambitions and goals.

What Attracts You To Work In A Particular Place:



Both males and females are attracted to workplaces that provide a good work-life balance.

How Important Is It To Become A Manager During Your Career Path?



Males place more importance than females on becoming leaders during their career path.

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Financial Matters Across Generations

The Importance Of **Money** Across Generations

Which of these topics do you consider the most important in your life?

BB
78-60

Family	34.6%
Health	60.4%
Work	1.8%
Money	1.8%
Entertainment	0.2%
Retirement	1.3%

X
59-44

Family	44.9%
Health	47.2%
Work	0.5%
Money	4.6%
Entertainment	0.2%
Retirement	2.5%

Y
43-28

Family	48.7%
Health	41.9%
Work	4.7%
Money	3.7%
Entertainment	0.2%
Retirement	0.8%

Z
27-18

Family	54.1%
Health	33.6%
Work	6.7%
Money	4.6%
Entertainment	0.4%
Retirement	0.5%

Money ranks third, alongside work, as the most important topics after health and family. Its importance increases in Generations X, Y, and Z (59–18).

Financial literacy

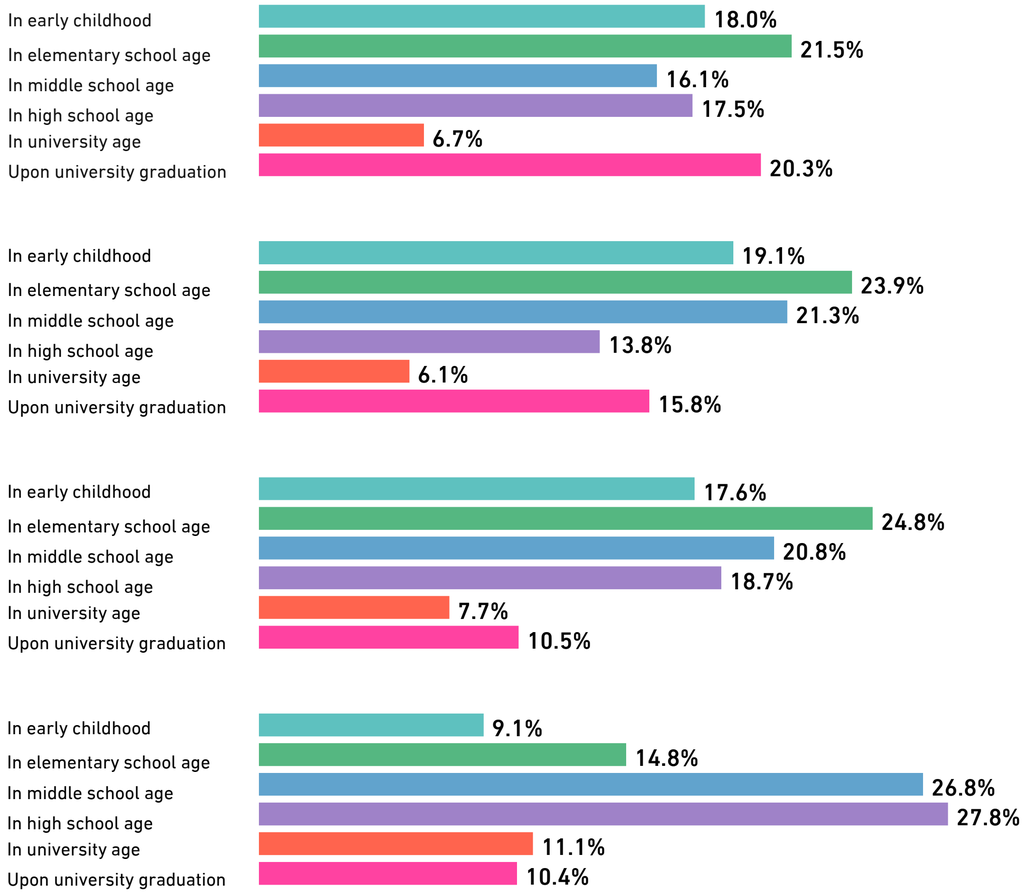
What do you think is the appropriate time for people to start learning financial literacy, such as saving and other aspects?

BB
78-60

X
59-44

Y
43-28

Z
27-18



BB-X-Y generations believe the appropriate time for people to start learning financial literacy, such as saving and other aspects, is during elementary school, while Generation Z believes it should be during high school.

Shopping Means Across Generations

What method do you use most often for shopping?

BB
78-60

Online (Internet) 6.6%
Direct in-store 93.4%

X
59-44

Online (Internet) 21.9%
Direct in-store 78.1%

Y
43-28

Online (Internet) 39.1%
Direct in-store 60.9%

Z
27-18

Online (Internet) 53.3%
Direct in-store 46.7%

BB-X-Y generations prefer direct in-store shopping as their most used purchasing method, while Generation Z uses online shopping more.

Financial Ambitions Across Generations

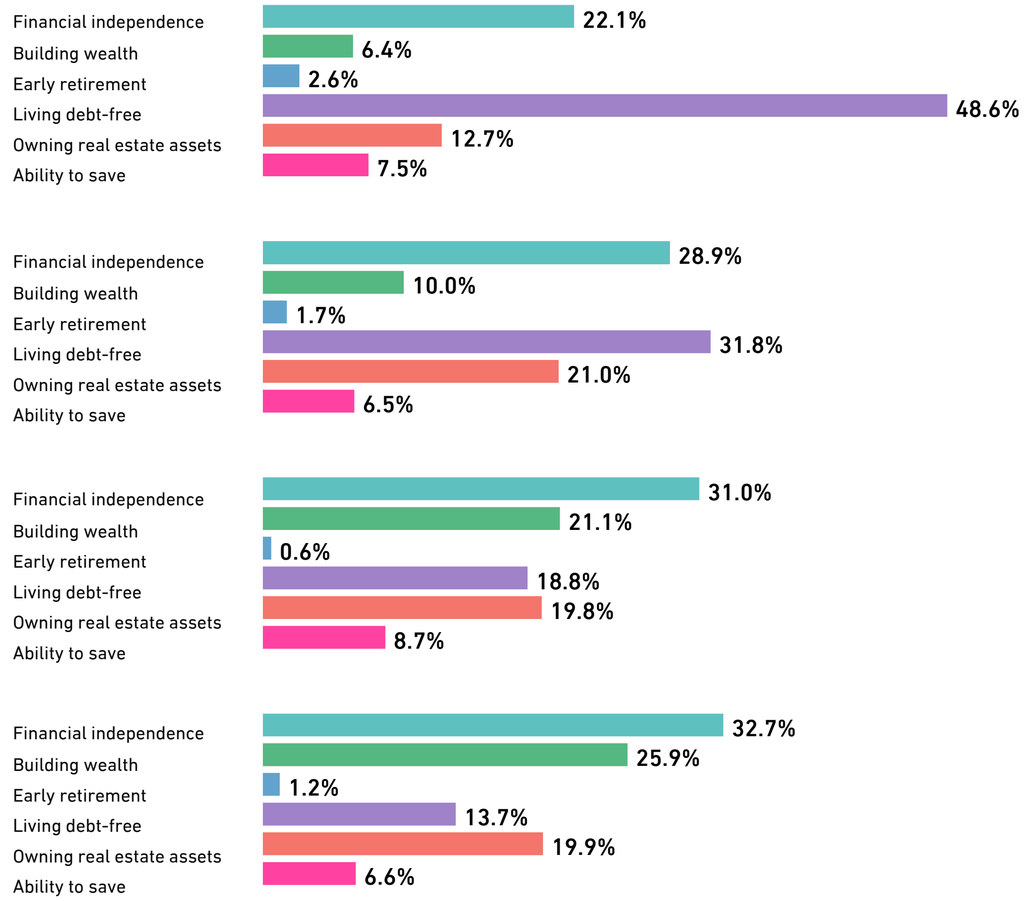
Among the following, what are your most important financial ambition for the future?

BB
78-60

X
59-44

Y
43-28

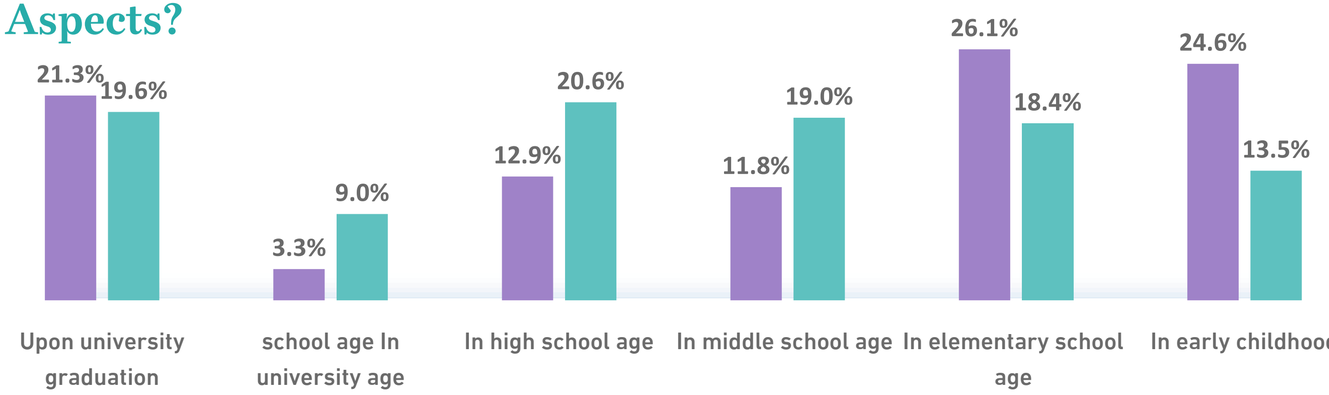
Z
27-18

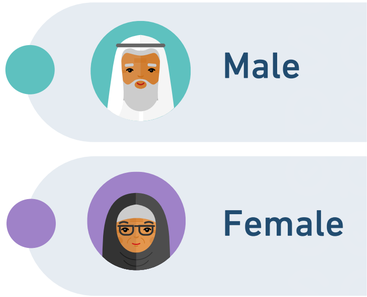


The most important financial ambition for BB-X generations is living debt-free, while for generations Y and Z, the most important financial ambition is financial independence.

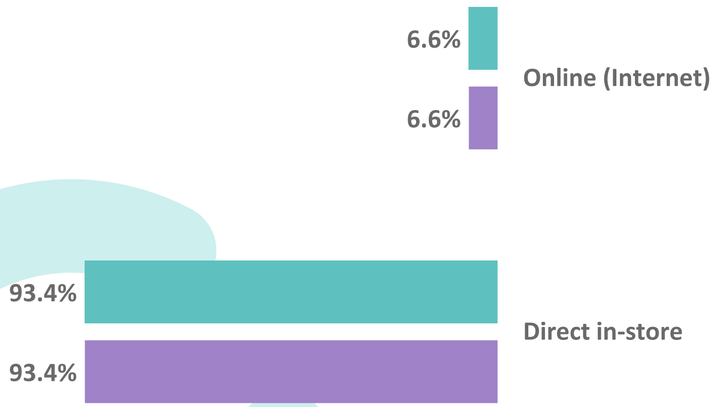
A detailed look at how males and females across different generations view money as a priority.

What Do You Think Is The Appropriate Time For People To Start Learning Financial Literacy, Such As Saving And Other Aspects?



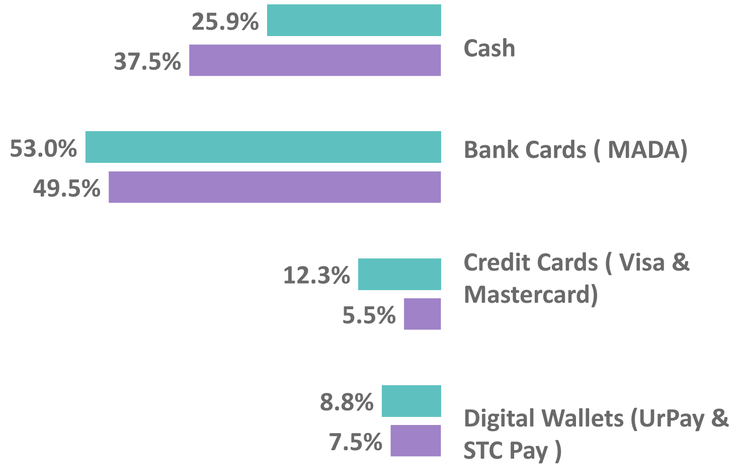


What Method Do You Use Most Often For Shopping?



Both men and women in Generation BB prefer shopping in physical stores over online.

What Method Do You Use To Pay For Your Purchases?



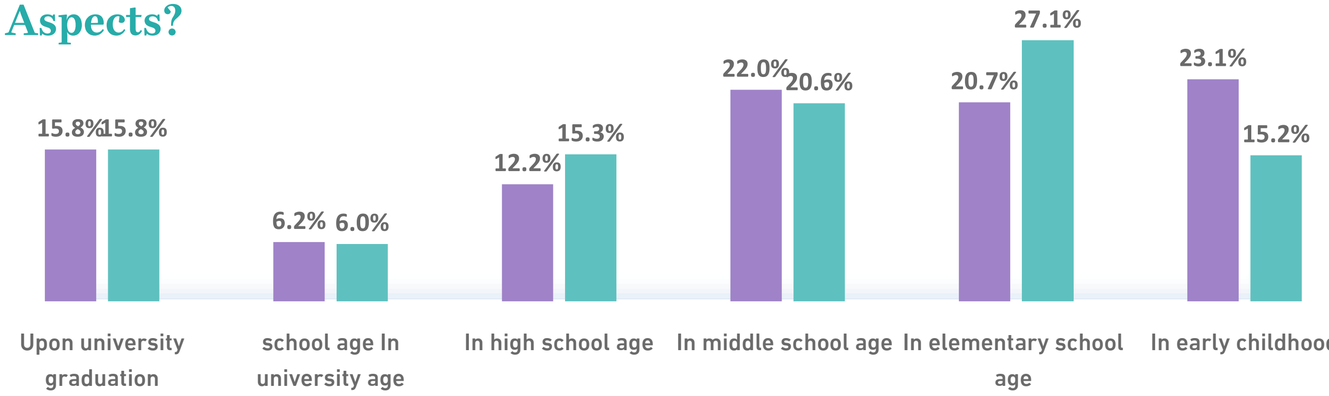
Males and females of Generation BB prefer bank cards like Mada and cash over other payment methods.

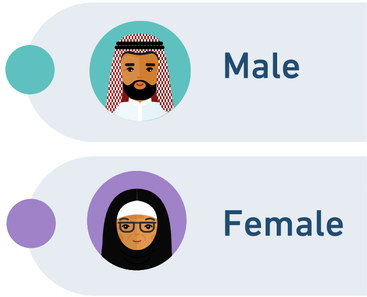
BB

78-60

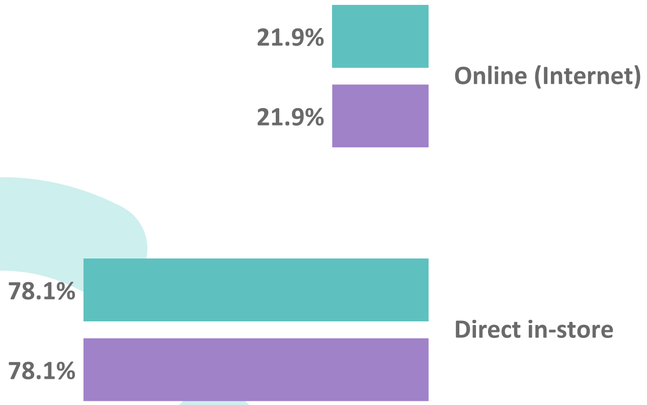
BB generation males believe the appropriate time for people to start learning financial literacy, such as saving and other aspects, is during secondary school, while females believe it should be during primary school.

What Do You Think Is The Appropriate Time For People To Start Learning Financial Literacy, Such As Saving And Other Aspects?



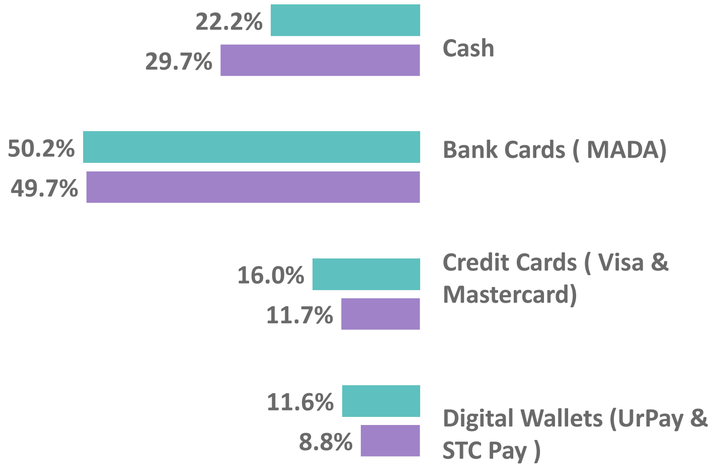


What Method Do You Use Most Often For Shopping?



Both males and females from generation X shop more through direct in-store purchases than online shopping.

What Method Do You Use To Pay For Your Purchases?



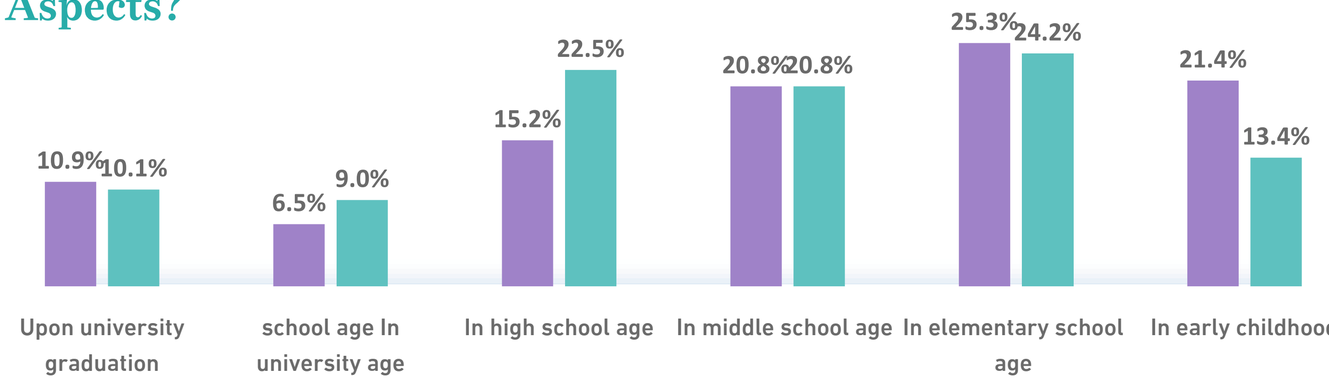
Males and females of Generation X prefer bank cards like Mada over other payment methods.

X

59-44

Generation X males believe the appropriate time for people to start learning financial literacy, such as saving and other aspects, is during primary school, while females believe it should be during preschool/early childhood.

What Do You Think Is The Appropriate Time For People To Start Learning Financial Literacy, Such As Saving And Other Aspects?

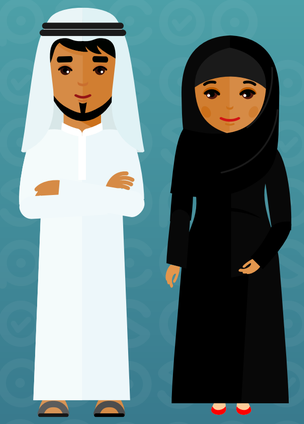


Male

Female

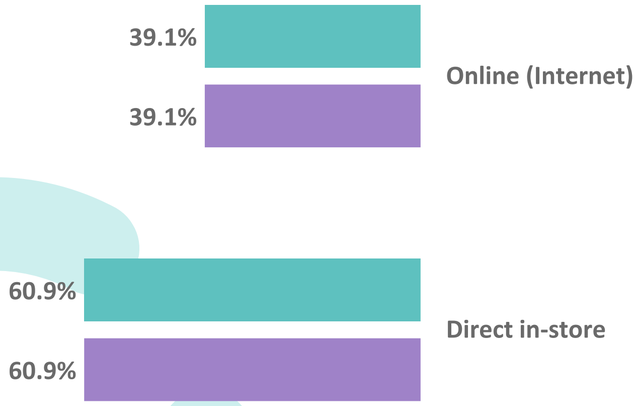
Y

43-28



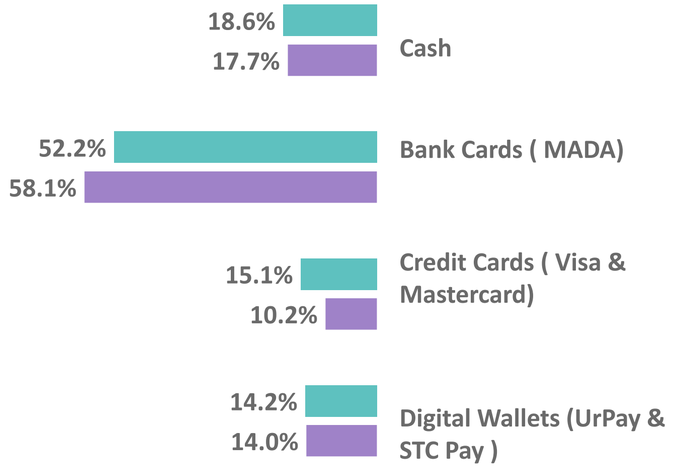
Both males and females from Generation Y believe the appropriate time for people to start learning financial literacy, such as saving and other aspects, is during primary school.

What Method Do You Use Most Often For Shopping?



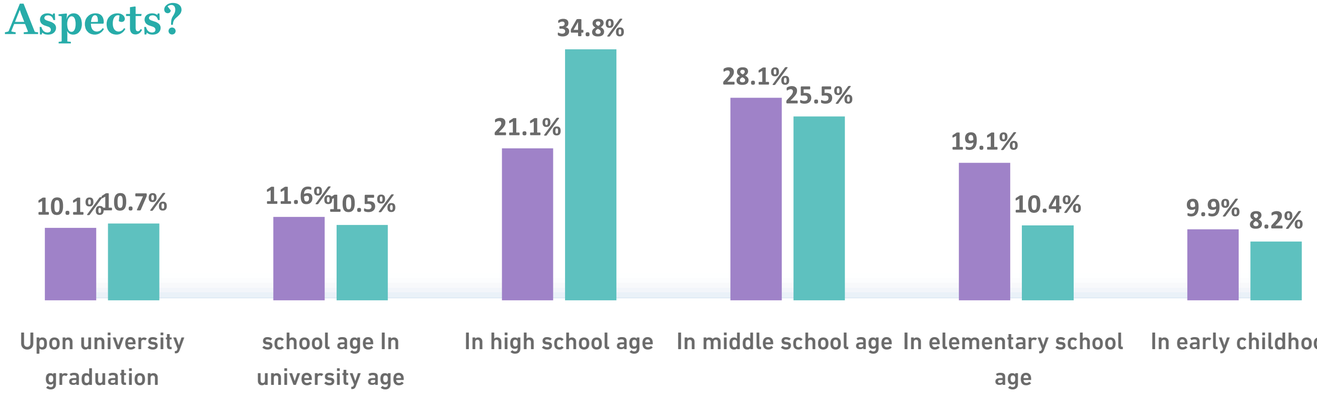
Both males and females from generation Y shop more through direct in-store purchases than online shopping.

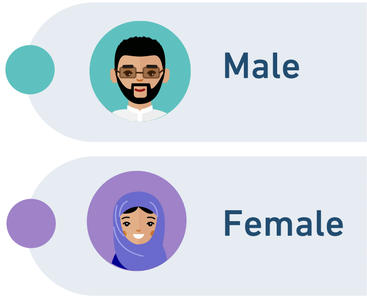
What Method Do You Use To Pay For Your Purchases?



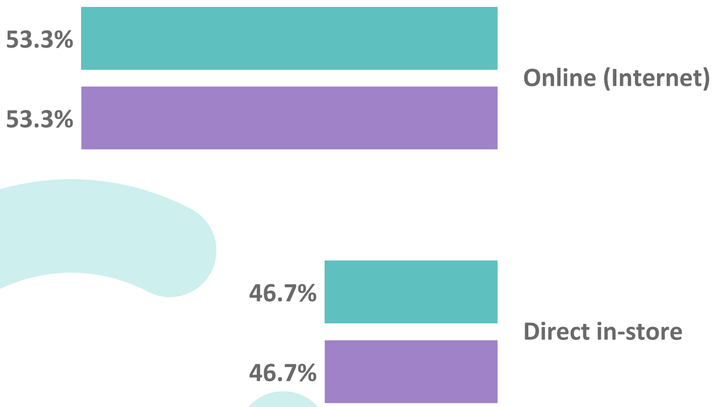
Males and females of Generation Y prefer bank cards like Mada over other payment methods.

What Do You Think Is The Appropriate Time For People To Start Learning Financial Literacy, Such As Saving And Other Aspects?



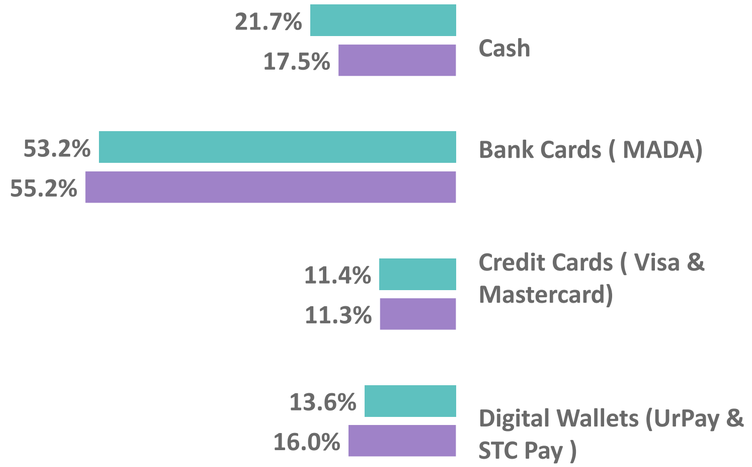


What Method Do You Use Most Often For Shopping?



Both males and females from Generation Z shop more through online channels than through direct in-store purchases.

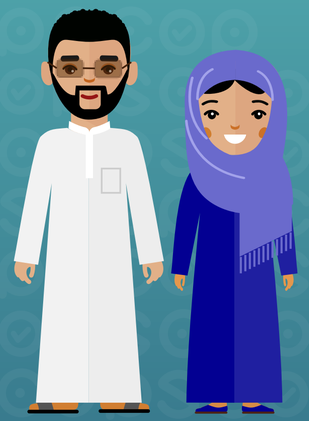
What Method Do You Use To Pay For Your Purchases?



Males and females of Generation Z prefer bank cards like Mada over other payment methods.

Z

27-18



Generation Z males believe the appropriate time for people to start learning financial literacy, such as saving and other aspects, is during secondary school, while females believe it should be during middle school.

Financial Aspirations Among Males and Females Across Generations

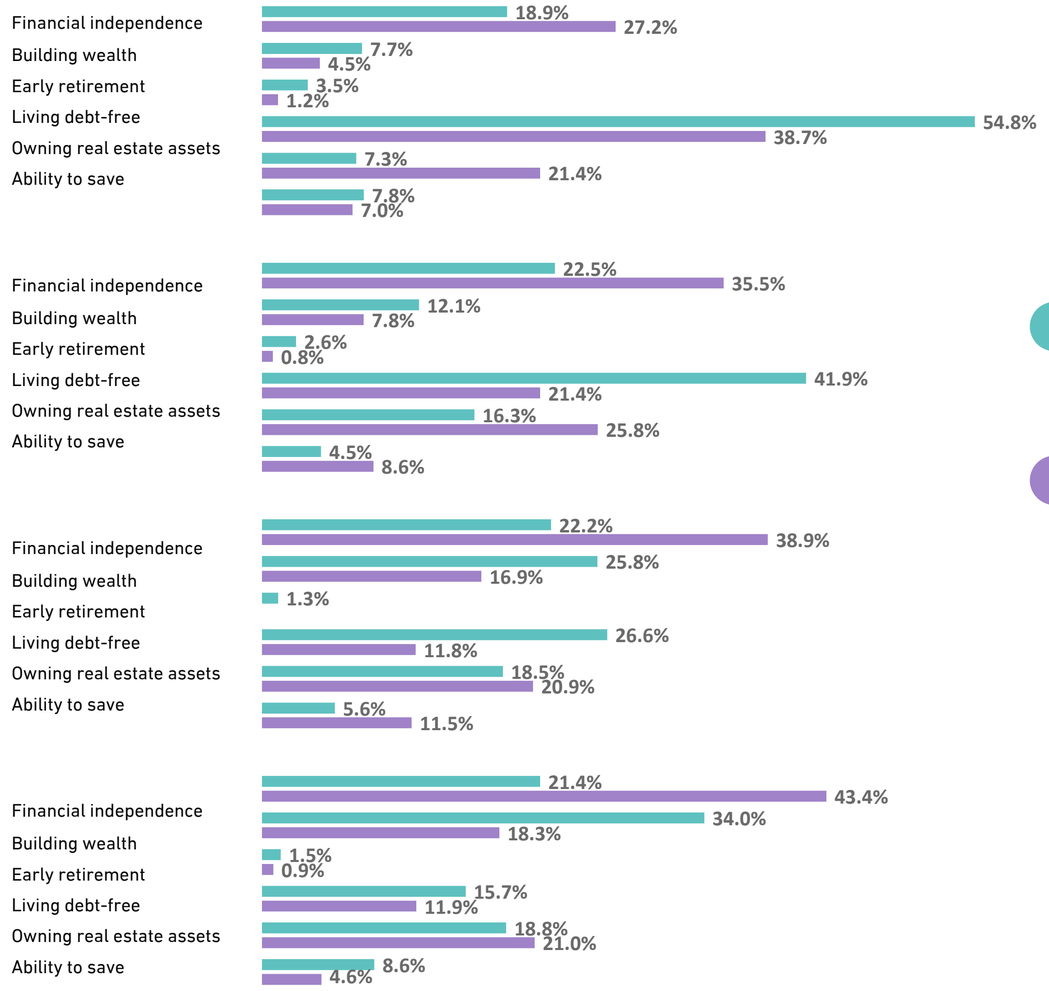
Which of the following are your most important financial aspirations for the future?

BB
78-60

X
59-44

Y
43-28

Z
27-18



Male

Female

BB generation males are the most ambitious about living debt-free.

While Generation Z females are the most ambitious about financial independence.

Generation Z males are the most ambitious about building wealth.

Generation X females are the most ambitious about owning real estate assets.

Generation Y females are the most ambitious about the ability to save.

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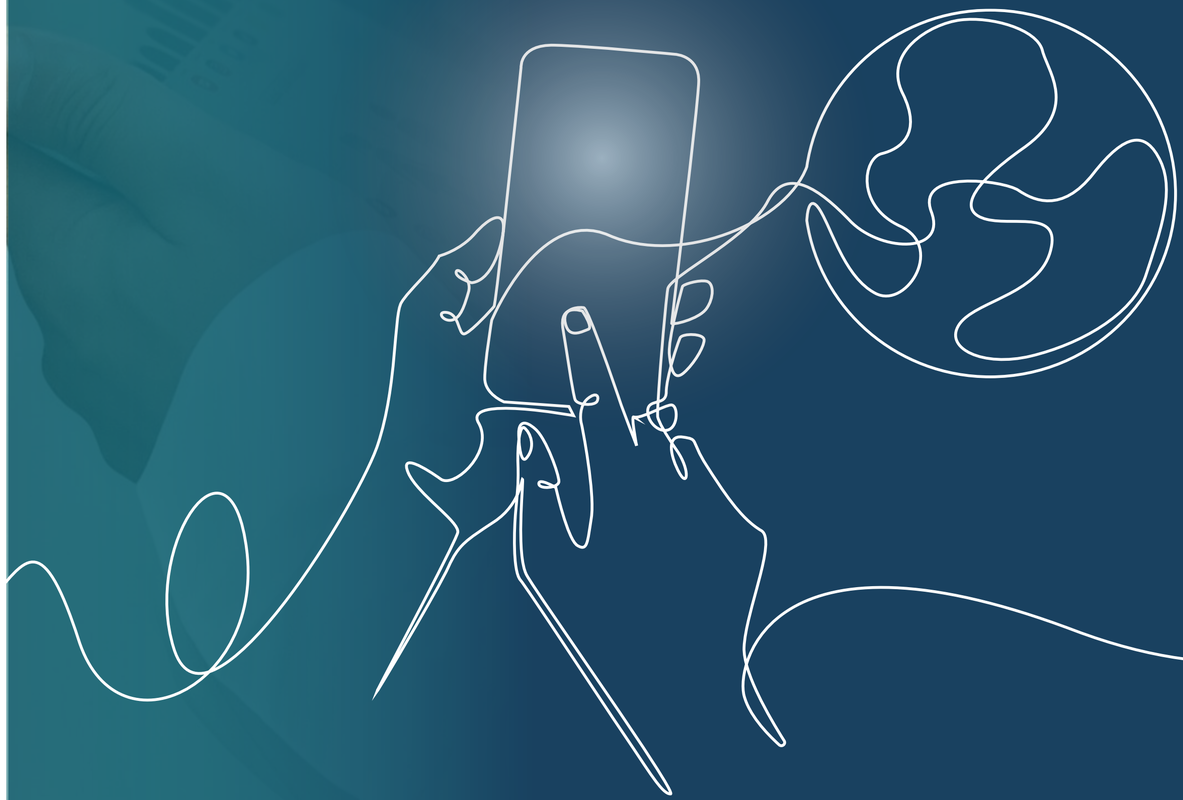
Generations and technology in daily life



Payment Methods Used By Generations

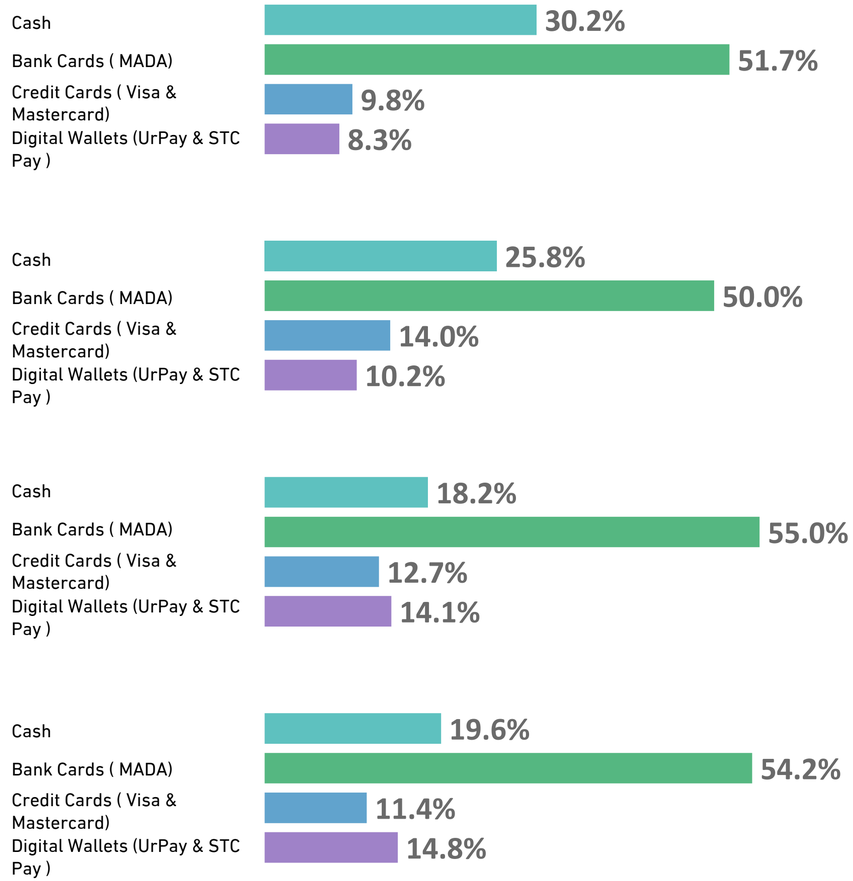
What method do you use to pay for your purchases?

BB
78-60

X
59-44

Y
43-28

Z
27-18



Bank cards like Mada are the most widely used payment method across generations.

Sharing **Electronic Content** On Social Media Across Generations

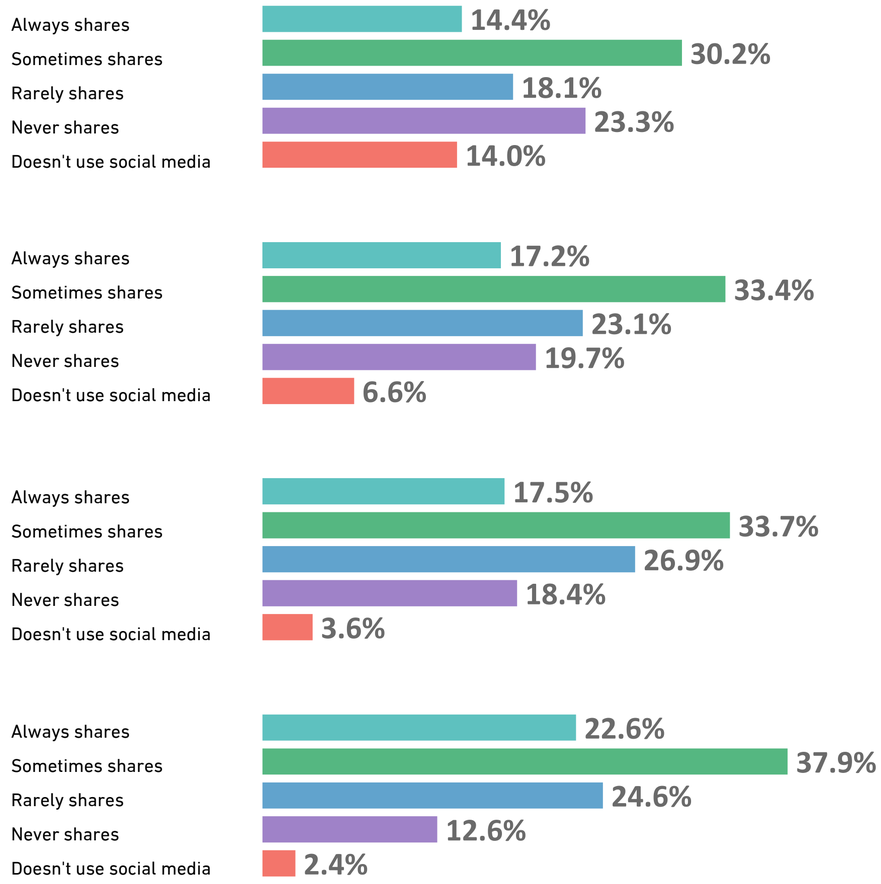
How often do you share content with others on social media, such as: videos, images, posts, or likes?

BB
78-60

X
59-44

Y
43-28

Z
27-18



Younger generations Y-Z are more **inclined** to share content with others through social media such as videos, photos, posts, or likes.

Use Of Electronic Government Services Across Generations

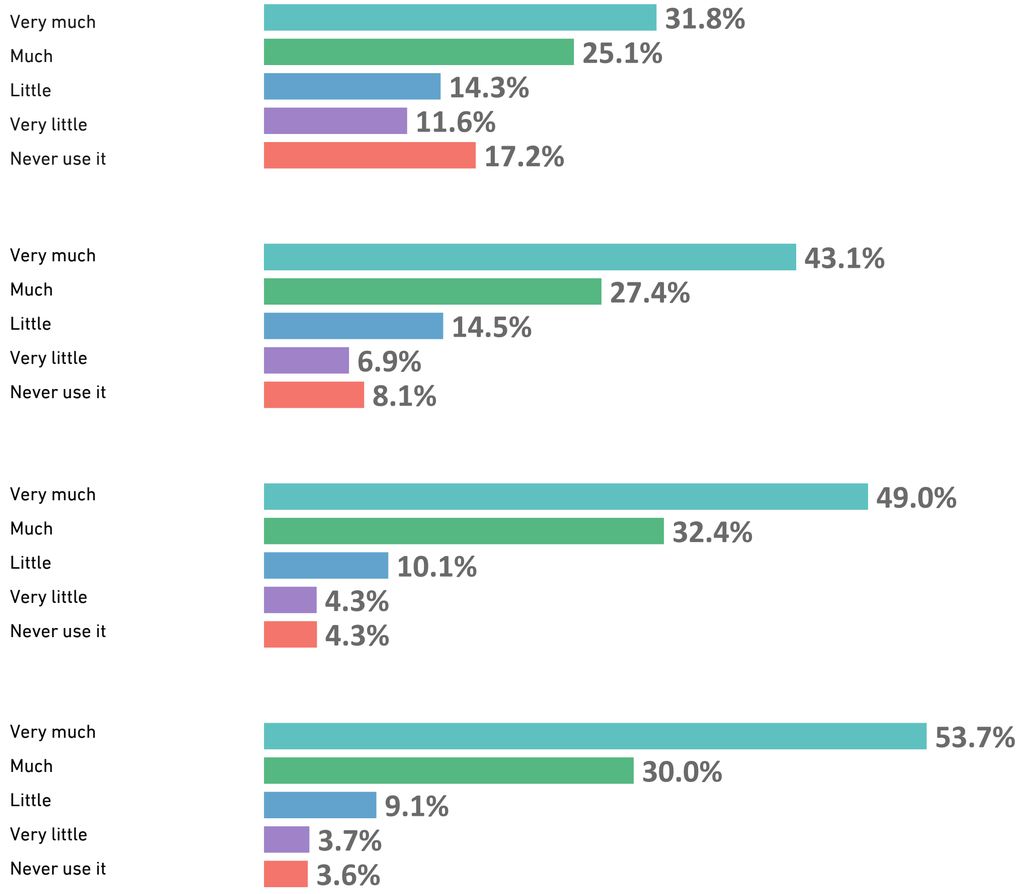
When you need government services, how much do you rely on the internet and applications to complete your transactions?

BB
78-60

X
59-44

Y
43-28

Z
27-18



All generations use government services as their most relied upon means to complete their transactions.

Younger generations Y-Z show **increased** reliance on electronic government services.

Communication Methods Across Generations

When using your mobile phone to communicate with family or friends, do you prefer using…

BB
78-60

Phone Call — 67.8%

Other means such as WhatsApp, Snap, text messages, or others — 32.2%

X
59-44

Phone Call — 56.0%

Other means such as WhatsApp, Snap, text messages, or others — 44.0%

Y
43-28

Phone Call — 51.1%

Other means such as WhatsApp, Snap, text messages, or others — 48.9%

Z
27-18

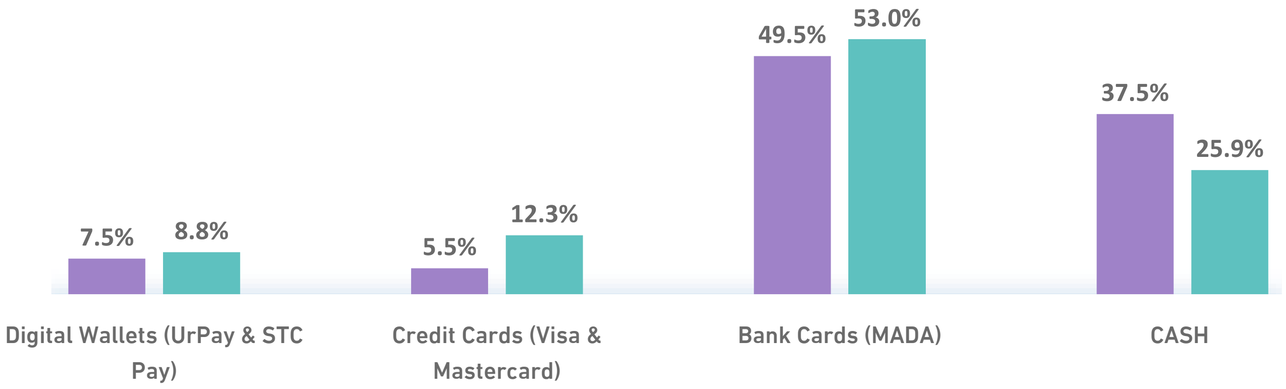
Phone Call — 43.8%

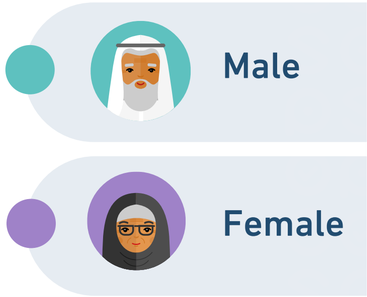
Other means such as WhatsApp, Snap, text messages, or others — 56.2%

The older generations BB and X prefer phone calls for communicating with family and friends, while younger generations Y and Z prefer other means such as WhatsApp, Snapchat, text messages, and others.

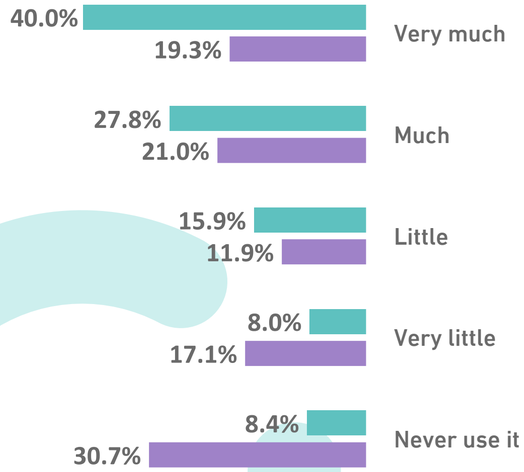
A detailed look at how males and females across different generations view technology as a priority.

What Method Do You Use To Pay For Your Purchases?



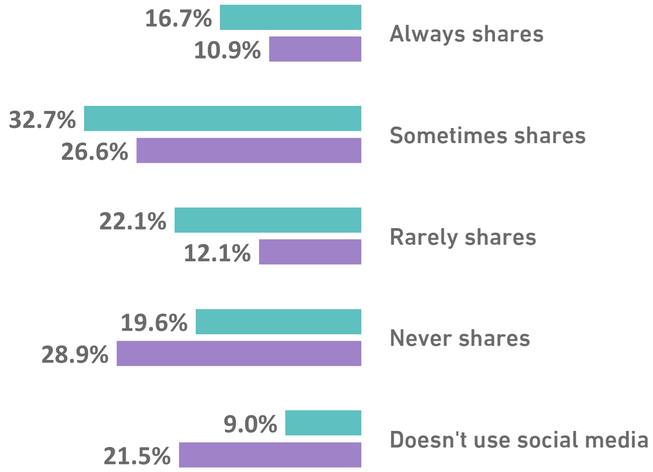


Using Electronic Government Services



Males use electronic government services more than females

Sharing Content With Others Through Social Media



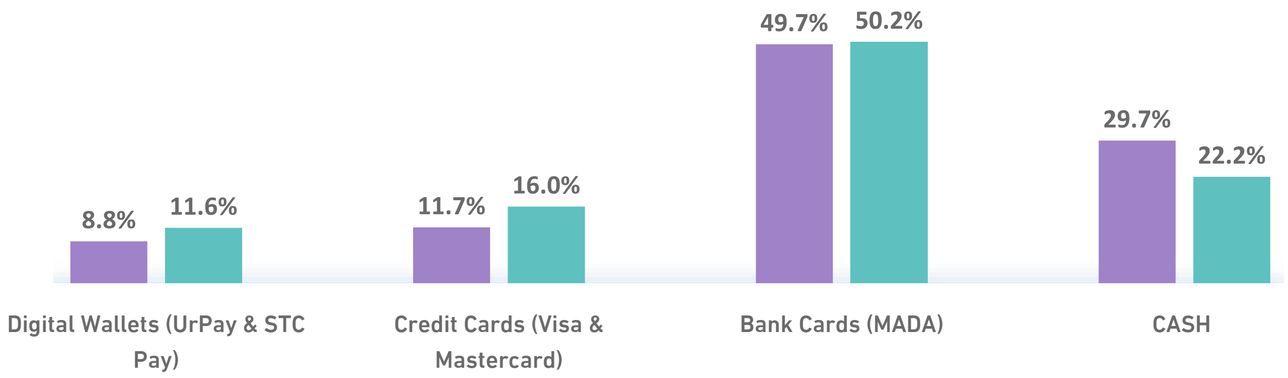
Females share less content with others through social media than males

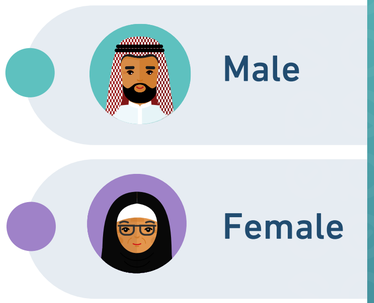
BB

78-60

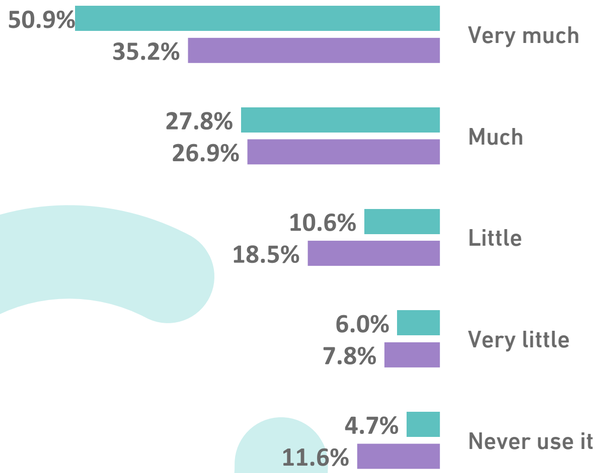
Both males and females from generation BB prefer bank cards like Mada and cash over other payment methods.

What Method Do You Use To Pay For Your Purchases?



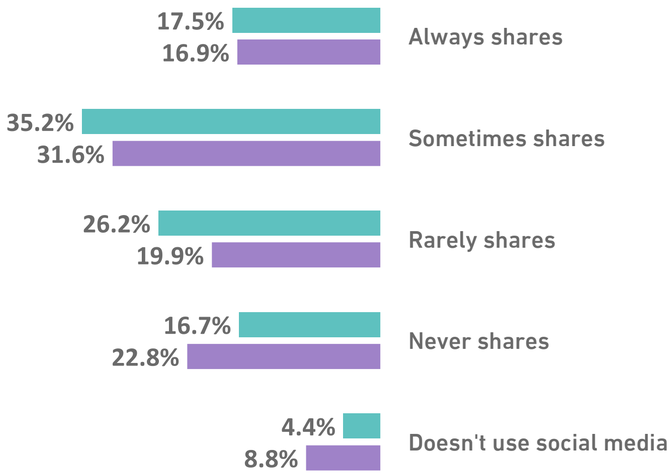


Using Electronic Government Services



Males use electronic government services more than females

Sharing Content With Others Through Social Media



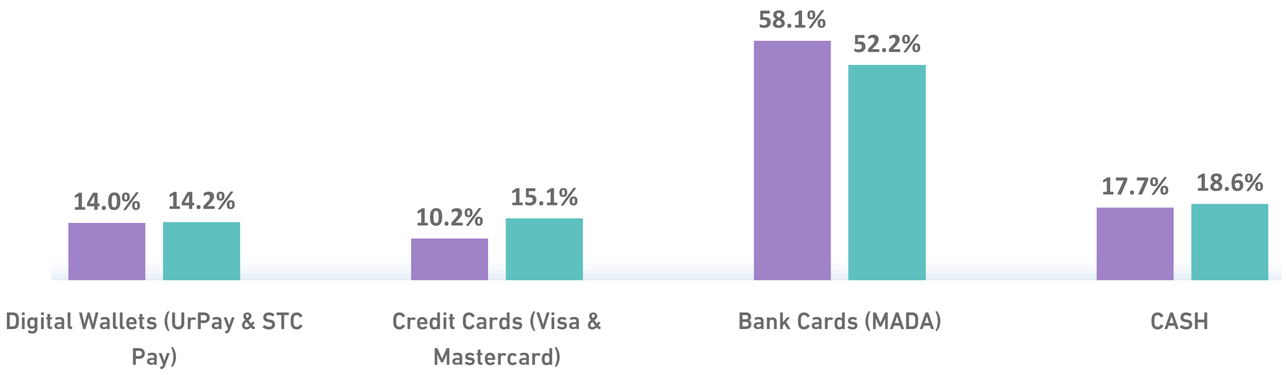
Females share less content with others through social media than males

X

59-44

Both males and females from generation X prefer bank cards like Mada and cash over other payment methods.

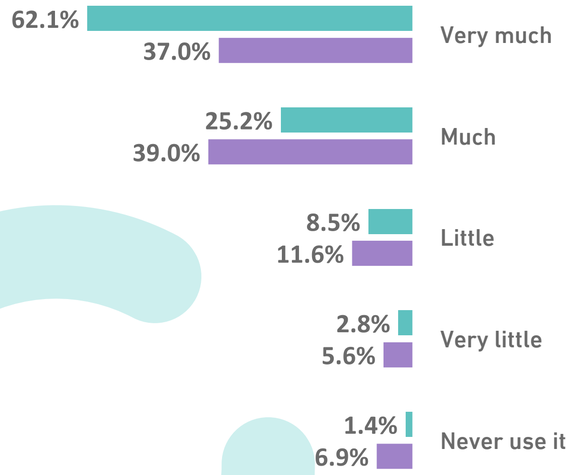
What Method Do You Use To Pay For Your Purchases?



Male

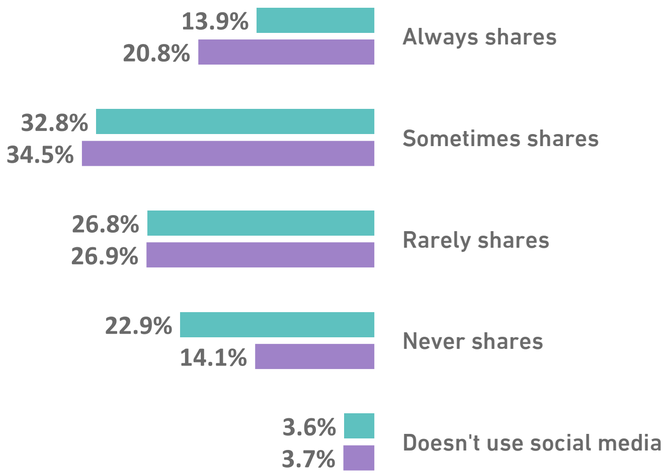
Female

Using Electronic Government Services



Males use electronic government services more than females

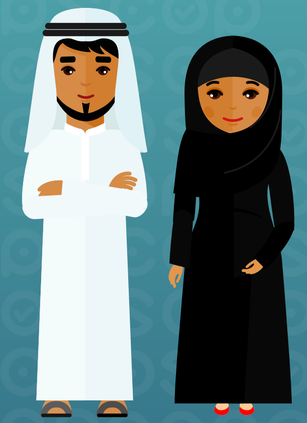
Sharing Content With Others Through Social Media



Females share less content with others through social media than males

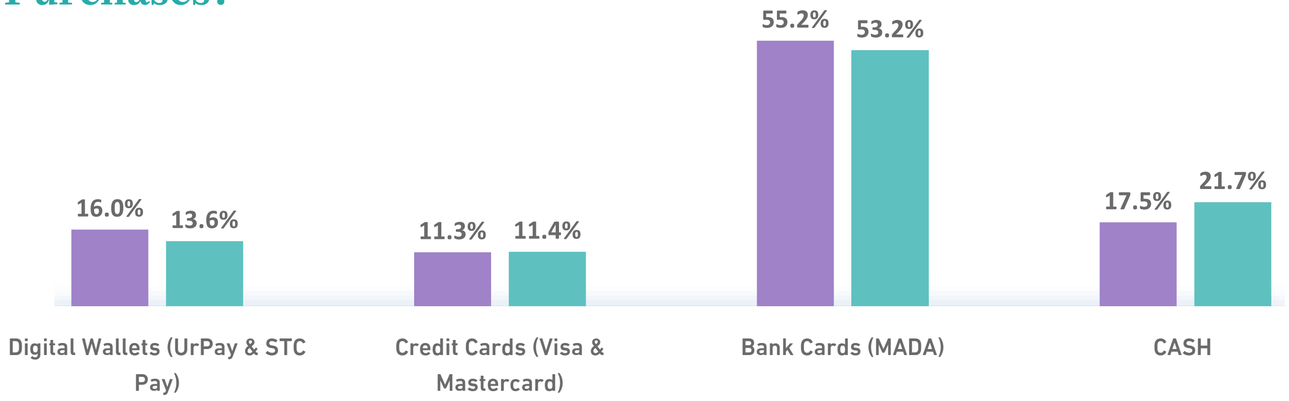
Y

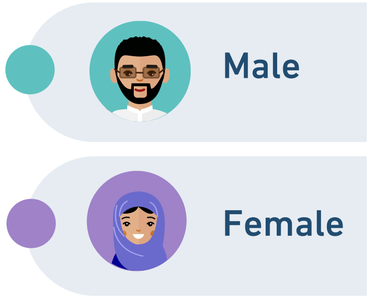
43-28



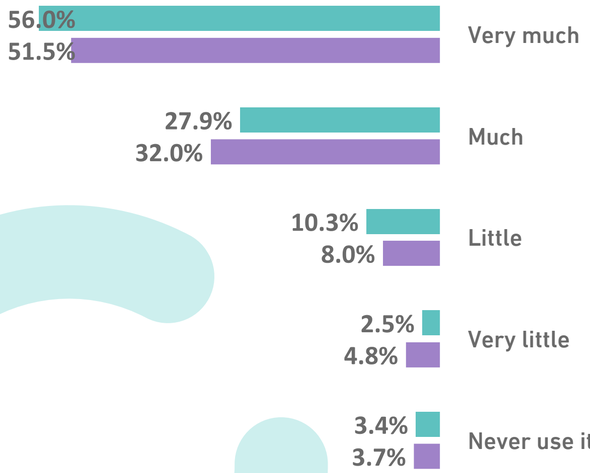
Both males and females from generation Y prefer bank cards like Mada and cash over other payment methods.

What Method Do You Use To Pay For Your Purchases?



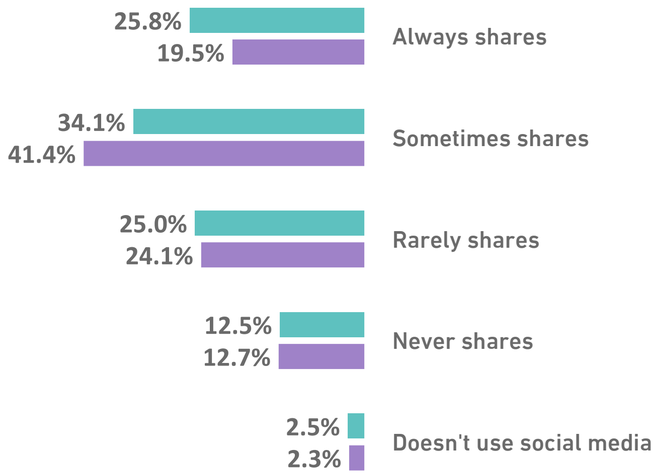


Using Electronic Government Services



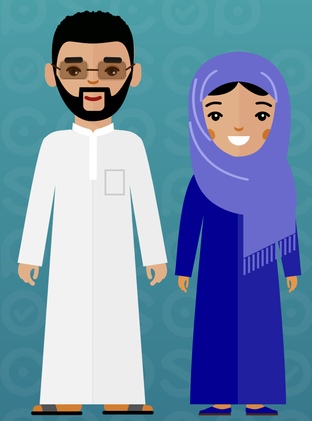
Usage rates of electronic government services are noticeably similar between males and females.

Sharing Content With Others Through Social Media



Content sharing rates across social media are noticeably similar between males and females

Z
27-18



Both males and females from generation Z prefer bank cards like Mada and cash over other payment methods.

Communication Methods Across Generations

When using your cell phone to communicate with family or friends, do you prefer using…

BB
78-60

Phone Call — 70.2% / 64.2%

Other means such as WhatsApp, Snap, text messages, or others — 29.8% / 35.8%

X
59-44

Phone Call — 63.9% / 47.9%

Other means such as WhatsApp, Snap, text messages, or others — 36.1% / 52.1%

Y
43-28

Phone Call — 62.2% / 41.0%

Other means such as WhatsApp, Snap, text messages, or others — 37.8% / 59.0%

Z
27-18

Phone Call — 58.8% / 29.4%

Other means such as WhatsApp, Snap, text messages, or others — 41.2% / 70.6%

Male

Female

Males prefer phone calls more than females to communicate with family and friends, with males from the older generations BB and X favoring it more than males from Generations Y and Z.

In contrast, females prefer other means such as WhatsApp and similar platforms, with females from the younger generations (Y and Z) favoring them more than females from Generations X and BB.

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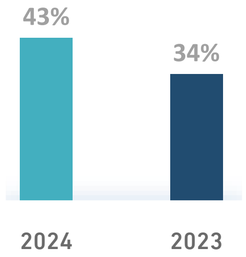
Generations And Reading

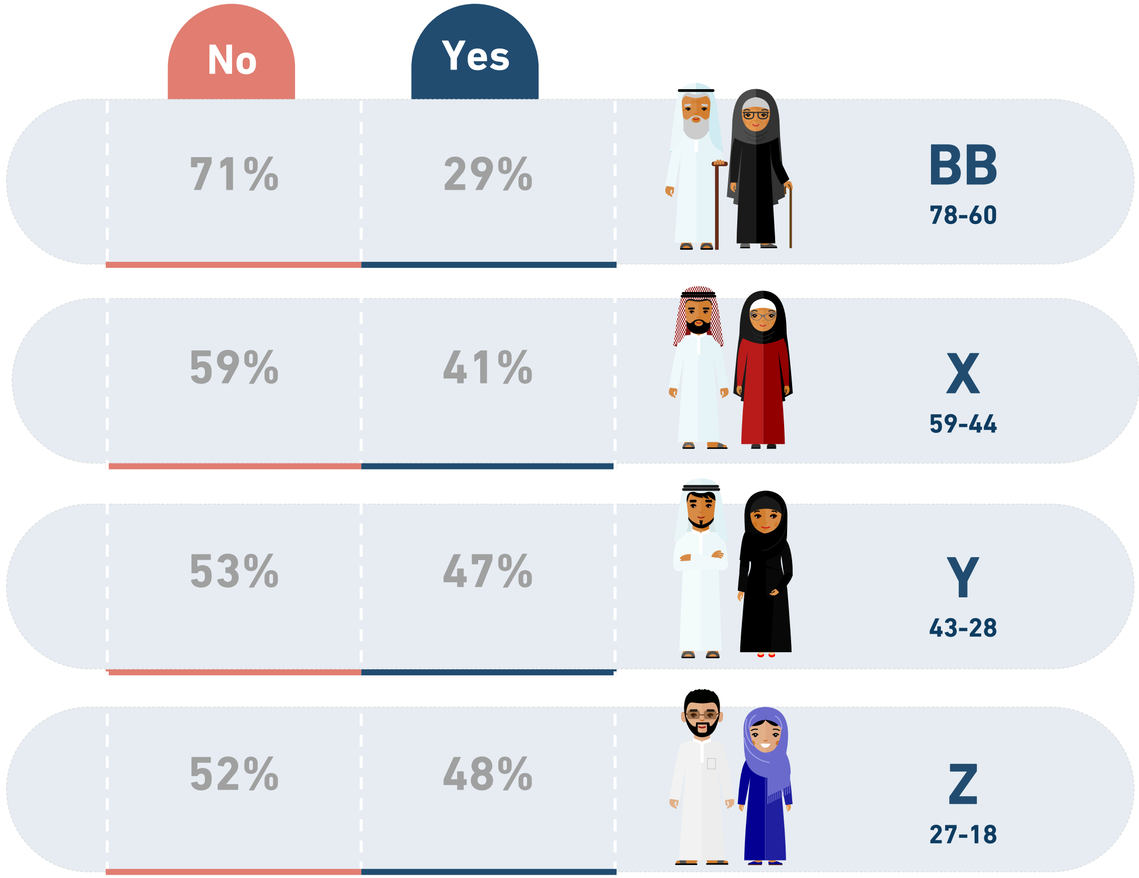
Which Generation Reads The Most?

The percentage of people who read books regularly



The sample was asked: Have you read any books other than the Quran, books of hadith, or textbooks in the past 12 months?

The percentage of people who read books across generations

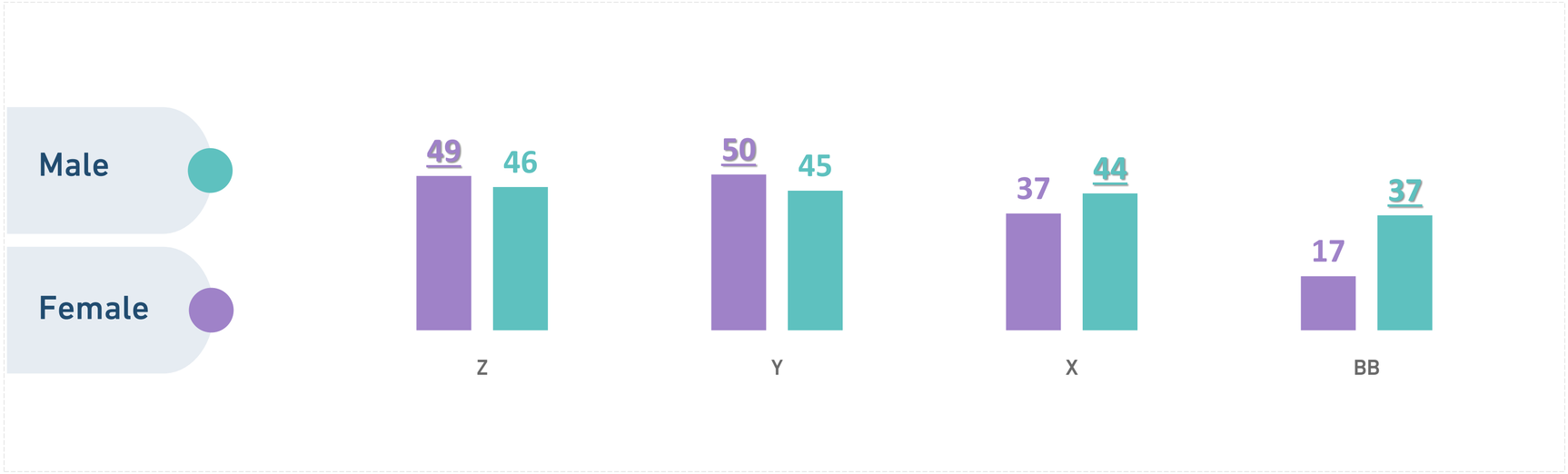


Generation Z is followed by Generation Y as the most active readers

43% of Saudis read books in the past 12 months, compared to 34% the previous year.

Generations Y and Z are the most avid readers among Saudi generations.

Who reads more, males or females, across generations?



Males from the older generations (BB and X) read more than females.

Females from the younger generations (Y and Z) read more than males.

How does the amount of time spent reading differ between generations in Saudi Arabia and the United States?

Generations in Saudi Arabia

Generation Z are the most avid readers of any generation

48% of Generation Z read books in the past 12 months, outperforming Generation Y which ranked second with a 47% reading rate

48 minutes	BB 78-60
37 minutes	X 59-44
36 minutes	Y 43-28
38 minutes	Z 27-18

According to Best By the numbers

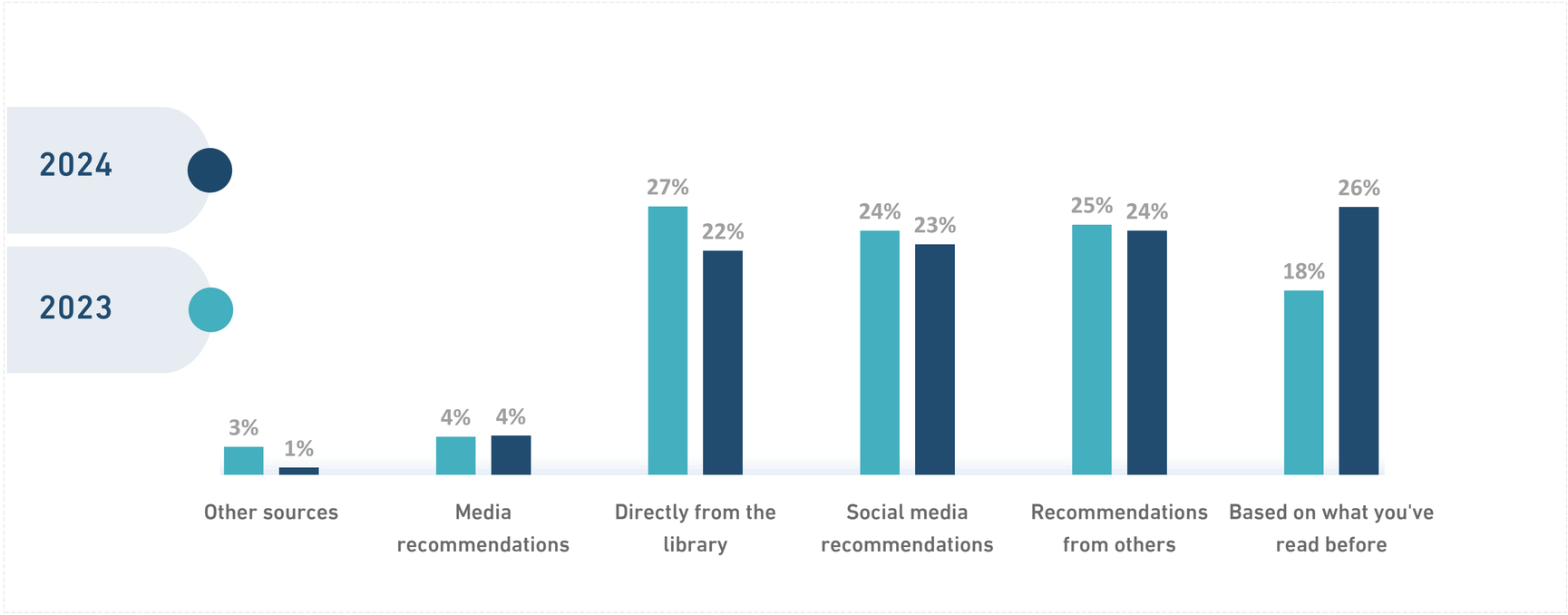
Generations in the United States

Generation Y are the most avid readers of any generation

80% of Generation Y read books in the past 12 months, outperforming Generation BB which ranked second with a 70% reading rate.

26 minutes	BB 78-60
10 minutes	X 59-44
8 minutes	Y 43-28
7 minutes	Z 27-18

How Do We Choose The Books We Read?

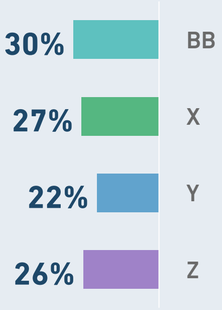


In 2024, the sources Saudis use to choose books are almost evenly distributed among personal reading, friends' recommendations, social media, and physical libraries (22–26% each), while traditional media remains the least influential at 4%.

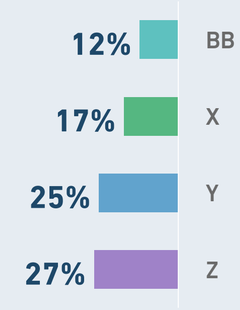
Comparing 2023 and 2024, there has been a shift in book selection sources: personal reading topped the list in 2024 at 26% versus 18% in 2023, while physical libraries declined from 27% to 22%.

Book Selection Criteria For Each Generation

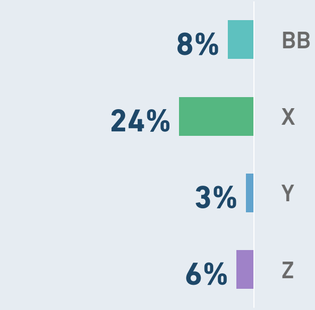
Directly From The Library



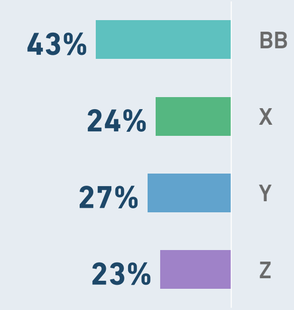
Recommendations From Others



Social Media Recommendations



Based On What You've Read Before



Generation BB relies most on personal reading and physical libraries.

Generation Z is the most influenced by social recommendations.

Generations X and Y balance between personal and social sources.

What Types Of Books Do Different Generations Prefer?

BB
78-60

Religion
Novels
Biography
Literature
History

X
59-44

Self-development
Religion
Novels
Literature
History
Economics

Y
43-28

Self-development
Novels
Management
Literature
History
Economics

Z
27-18

Self-development
Religion
Novels
History
Economics
Scientific

Generations generally agree on reading history books, novels, and stories among the types of books they read.

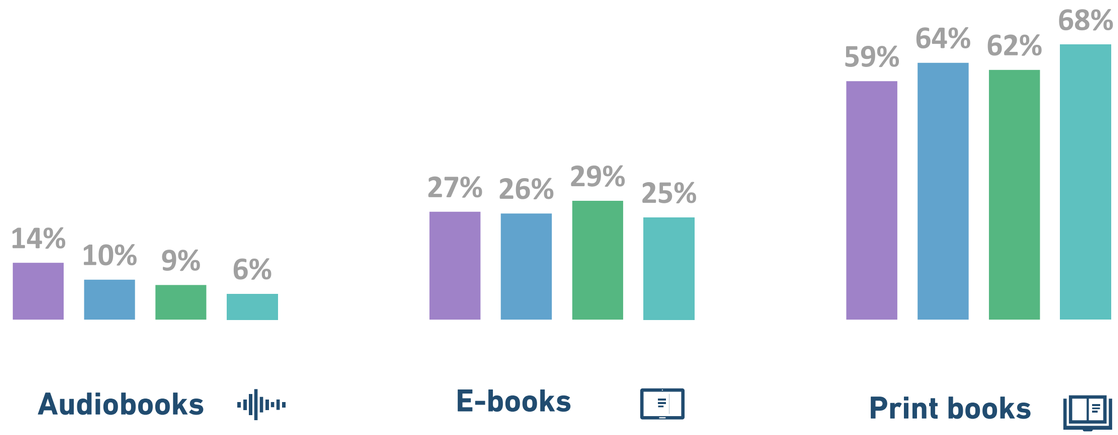
The sample was asked: What types of books do you prefer to read (excluding the Quran, books of hadith, and educational books

What Types Of Books Do Males And Females Of Different Generations Prefer?

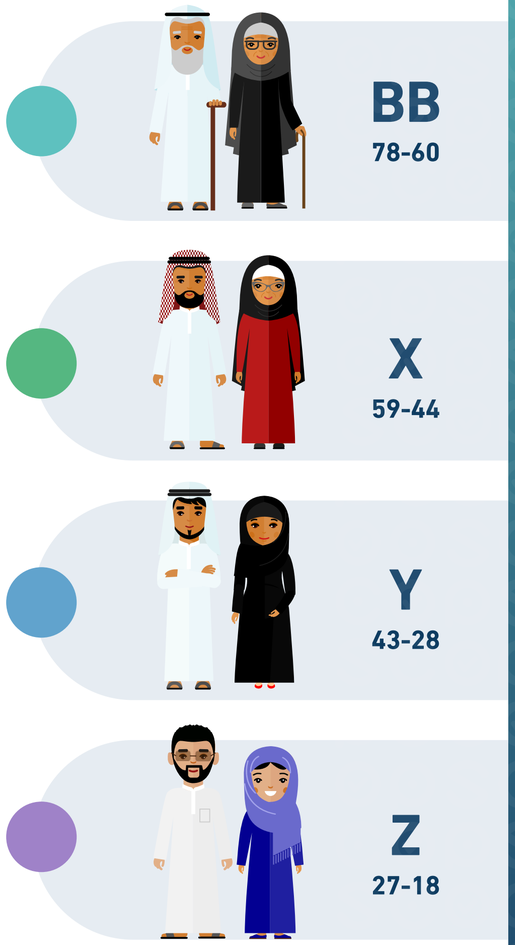
Novels Literature		**BB** 78-60		History Religion Literature
Novels Religion Literature Self-development		**X** 59-44		History Self-development Novels Economics
Novels Self-development Religion		**Y** 43-28		Novels Self-development History Economics
Novels Self-development History		**Z** 27-18		Novels Self-development History

There is a variation in the types of books read by males and females in Generation BB, while this variation shifts toward uniformity in the younger generations, with a high degree of similarity between males and females in Generation Z.

What Is The Preferred Format Of Books For All Generations?



The sample was asked: What format of books do you prefer to read?



There is agreement among Saudi generations in preferring print books over other formats.

What Are The Most **Widely Read Books** Across All Generations?

- **The Pistachio Theory**
- **Because You Are God**
- **Don't Be Sad**
- **The Dance of Life**
- **The Beginning and the End**
- **Rich Dad Poor Dad**
- **The 7 Habits of Highly Effective People**
- **Royal level**
- **A Life in Administration**
- **The Art Of Not Giving**

The sample was asked: Apart from the Quran and books on prophetic and school teachings, what was the best book you read in 2024?

A detailed look at how males and females across different generations view reading as a priority.

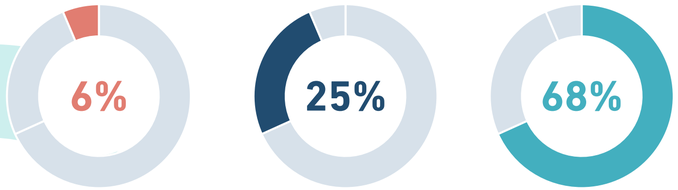
What Kind Of Books Do You Prefer To Read, Other Than The Quran, Books Of Hadith, And Textbooks?

18%	History
16%	Religion
14%	Literature

Approximately How Many Hours Per Week Do You Spend Reading Books?

31% 14% 23% 32%

What Format Of Books Do You Prefer To Read?



Audiobooks E-books Print books

Apart From The Quran, Books Of Hadith, And Textbooks, What Was The Best Book You Read In 2024?

- The 7 Habits of Highly Effective People
- The Life of the Prophet Muhammad
- A Life in Administration
- The Gardens of the Righteous
- The Sealed Nectar

BB

78-60

37% 17%

Males in Generation BB tend to read more than females.

What Kind Of Books Do You Prefer To Read, Other Than The Quran, Books Of Hadith, And Textbooks?

14% Novels

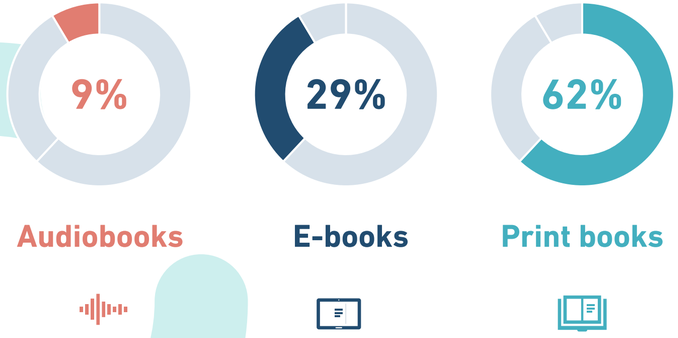
12% Self-development

11% History

Approximately How Many Hours Per Week Do You Spend Reading Books?

20% 21% 22% 38%

What Format Of Books Do You Prefer To Read?



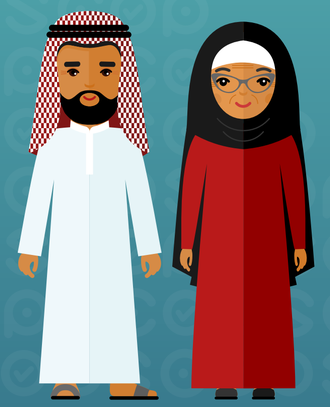
Audiobooks E-books Print books

Apart From The Quran, Books Of Hadith, And Textbooks, What Was The Best Book You Read In 2024?

- The 7 Habits of Highly Effective People
- The Beginning and the End
- Don't Be Sad
- The Life of the Prophet Muhammad
- Rich Dad Poor Dad

X

59-44



44% 37%

Males in Generation BB tend to read more than females.

What Kind Of Books Do You Prefer To Read, Other Than The Quran, Books Of Hadith, And Textbooks?

26% Novels

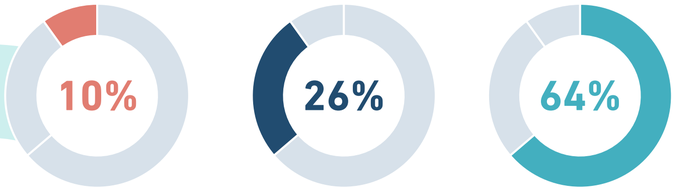
24% Self-development

5% Economics

Approximately How Many Hours Per Week Do You Spend Reading Books?

21% 10% 26% 42%

What Format Of Books Do You Prefer To Read?



Audiobooks E-books Print books

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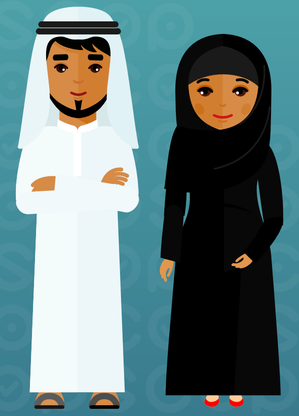
- The Pistachio Theory
- The Art of Not Giving
- Because You Are God
- A Life in Administration
- Royal level

Y

43-28



45% 50%

Females from Generation Y read more than males.

What Kind Of Books Do You Prefer To Read, Other Than The Quran, Books Of Hadith, And Textbooks?

32% Novels

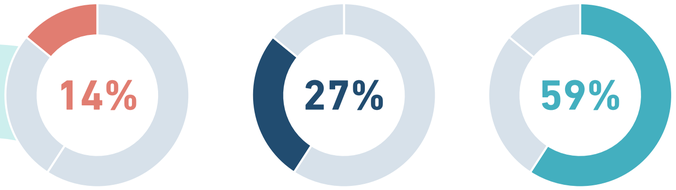
19% Self-development

13% History

Approximately How Many Hours Per Week Do You Spend Reading Books?

24% 13% 20% 44%

What Format Of Books Do You Prefer To Read?



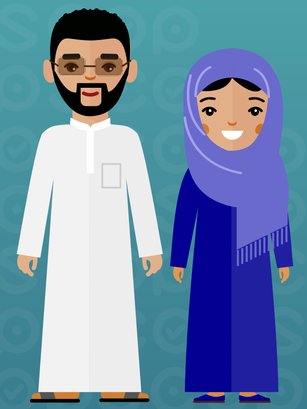
Audiobooks E-books Print books

Apart From The Quran, Books Of Hadith, And Textbooks, What Was The Best Book You Read In 2024?

- The Art of Not Giving
- The Beginning and the End
- The Pistachio Theory
- Because You Are God
- The Dance of Life

Z

27-18



46% 50%

Females from Generation Z read more than males.

Methodology

Stages of creating survey questions:

A team of three experts holding Ph.D. degrees have Designed the survey questions, following the Saudi Center's methodology based on: objectives, pivots, and estimated weights, including: building a theoretical framework, determining the pivots, their weights, objectives, scope, and identifying their indicators, weights, and measurement levels.

Determining the population and sample:

The survey population consists of Saudi individuals who own mobile phones and are 18 years of age or older. The sample size is 1,650 Saudis, representing 96% of the Saudi society according to the General Authority for Statistics surveys, with a margin of sampling error of ±2.06%. The response rate = 26.06% and was calculated according to the American Association for Public Opinion Research (AAPOR) standards"

Sample selection method

The sample was randomly selected using a simple random sampling method.

Sample selection mechanism

The sample was selected using a computer program that contains all possible numbers of mobile phones Random Digit Dialing (RDD), as recommended by the American Association for Public Opinion Research (AAPOR).

Contacting the sample

Through cell phones

Number of attempts to call numbers that are busy, or not answered:

The calling system is programmed to make 5 attempts at busy numbers.

Call scheduling:

Calls whose apologize because their circumstances are not suitable for answering have their calls scheduled electronically. At a time that suits them.

Communication system:

Computer-Assisted Telephone Interviewing (CATI), an intelligent computer system from Genesys, is composed of a set of integrated programs that handle the call, transfer it to employees, collect data, display survey questions, and provide accurate reports on its operations.

Thank You