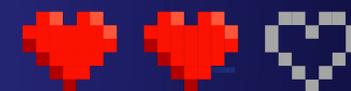




المركز السعودي لاستطلاعات الرأي
SAUDI CENTER FOR OPINION POLLING

Electronic Gaming



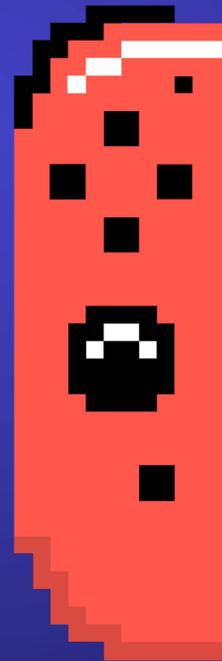
Saudi Center For Opinion Polling • 2025



SCOP Electronic Gaming

In the context of the rapid digital transformation, electronic gaming have become an integral part of the entertainment landscape in the Kingdom of Saudi Arabia, with the widespread availability of the internet and smart devices expanding the player base and diversifying their digital experiences.

Within the framework of Saudi Vision 2030 and the growing focus on the electronic gaming sector as a key contributor to the digital and entertainment economy, and in light of hosting the eSports World Cup which reinforces the Kingdom's global leadership in this field, the Saudi Center for Opinion Polling (SCOP) conducted a comprehensive field study in 2025. The study aims to understand the behaviors and preferences of Saudi players, track patterns of electronic game usage, and explore their attitudes toward local content that reflects Saudi culture and identity.

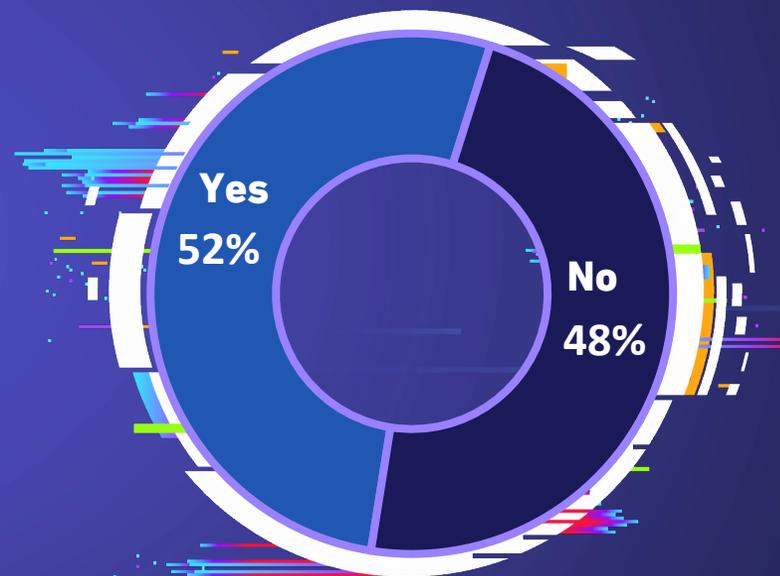


Population and Sample Definition:

The survey population consists of Saudis who own mobile phones and are aged 18 years or older. The sample size is 1,098 Saudis, representing 96% of the Saudi population according to the surveys of the General Authority for Statistics, with a sampling margin of error of $\pm 2.06\%$.

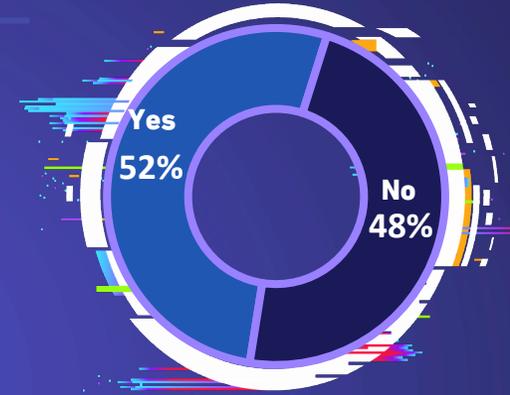
Half of Saudis played electronic games during the past 12 months.

Have you played any electronic games in the past 12 months?



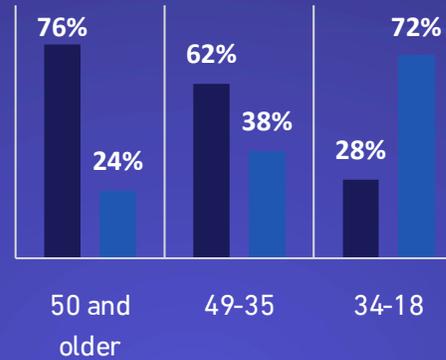
6 out of 10 Saudi males
4 out of 10 Saudi females
played electronic games
during the past 12 months.

Have you played any electronic games in the past 12 months?

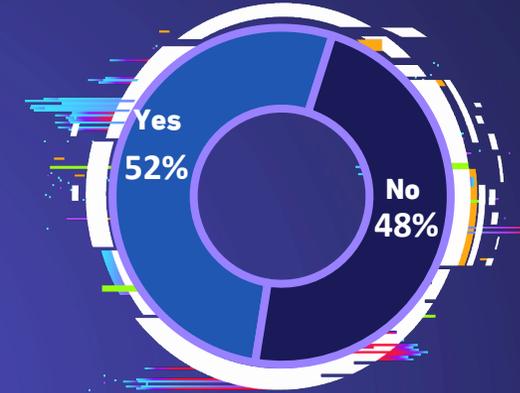


7 out of 10 youths play electronic games. The percentages of playing electronic games are similar across regions of the Kingdom, with Al-Madinah Al-Munawwarah recording the highest rate at 56%, while the Qassim region records the lowest rate at 43%.

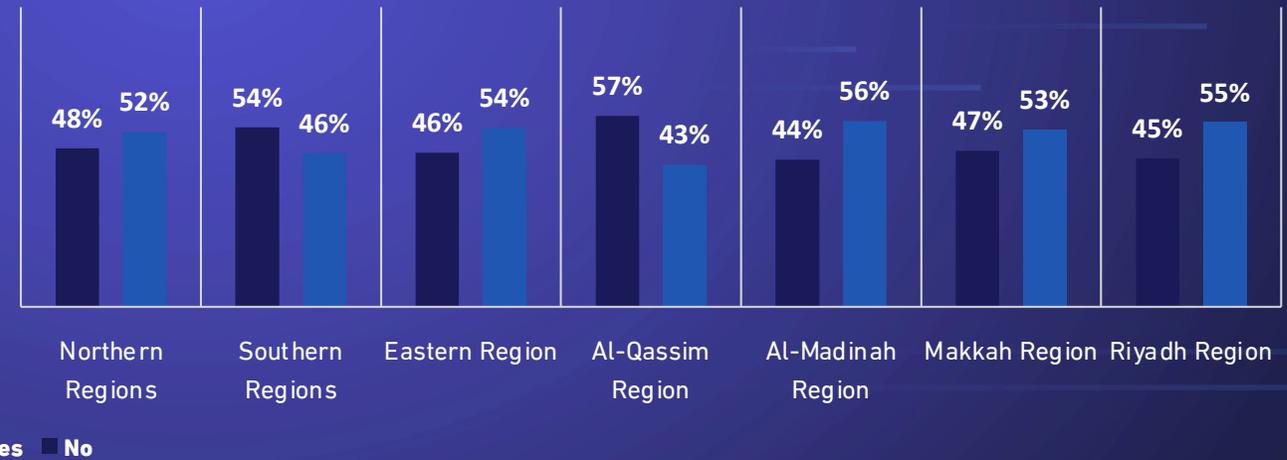
Age



Have you played any electronic games in the past 12 months?



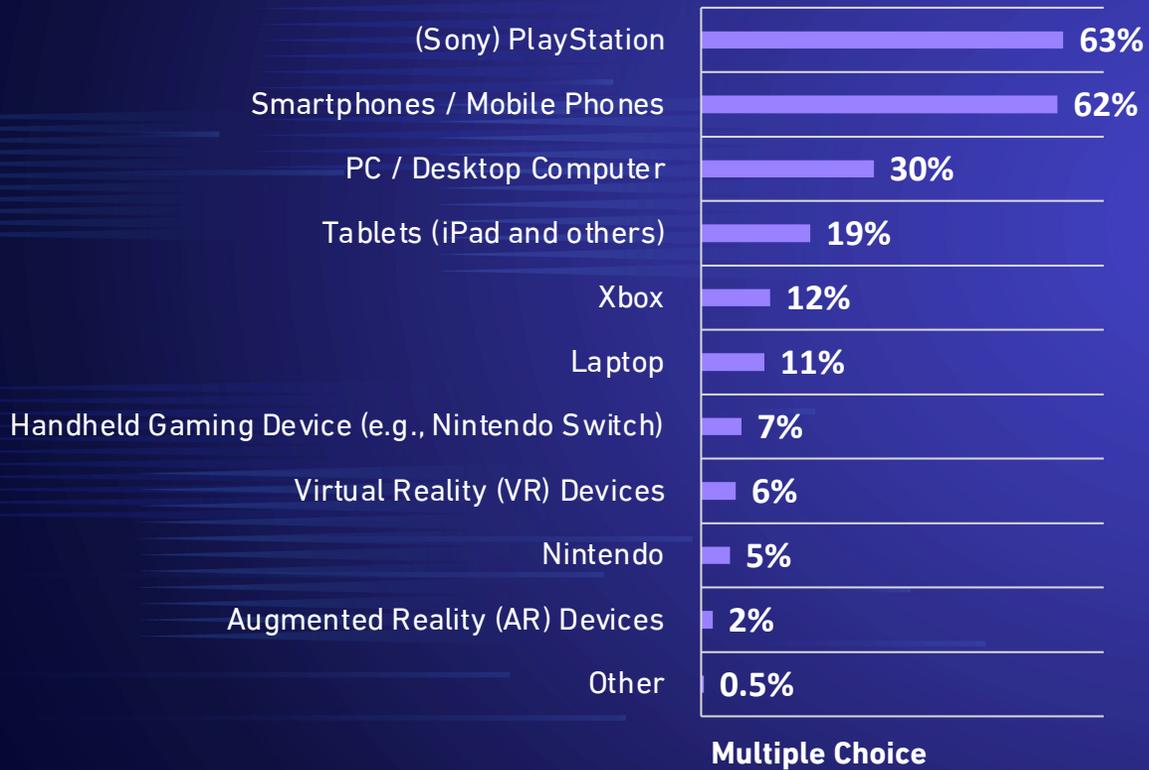
Region



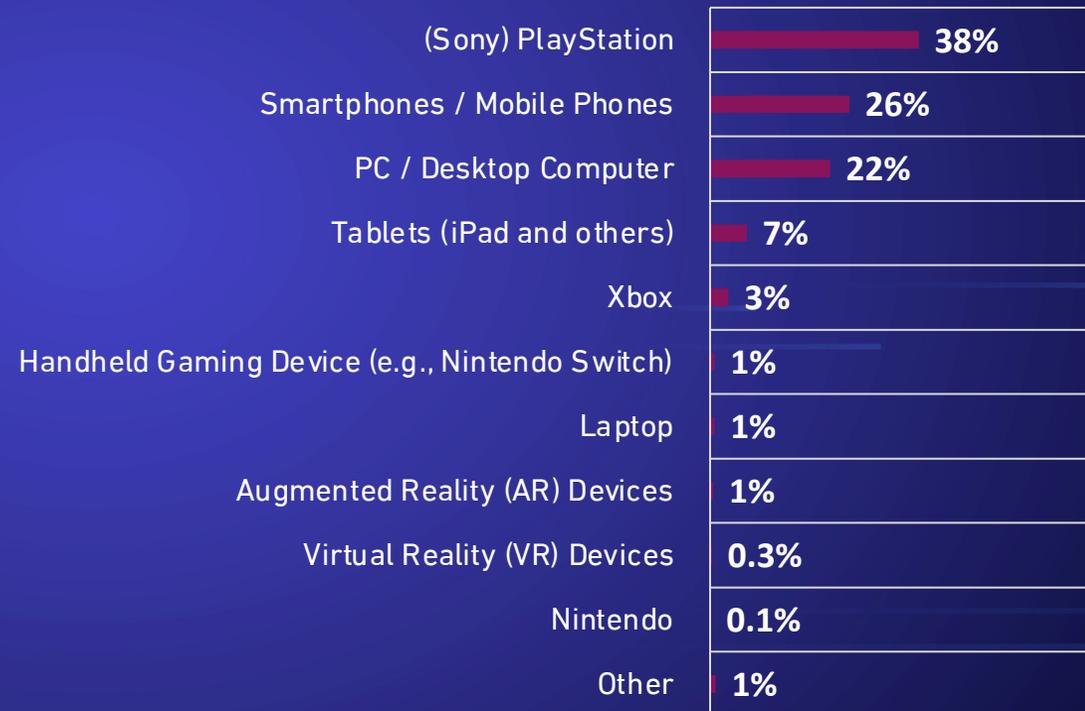
PlayStation devices and smartphones top the list of the most used and preferred devices for electronic gaming among Saudis.



Which electronic gaming devices do you use?



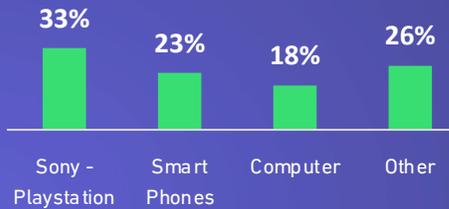
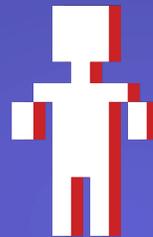
Which device do you prefer when playing electronic games?



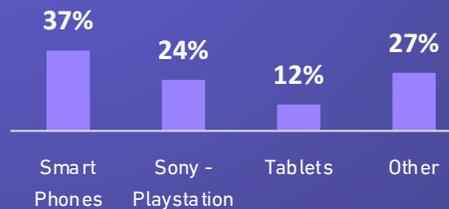
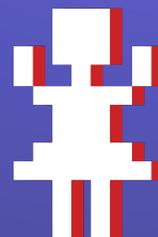
PlayStation is the preferred platform for males, while smartphones are the most popular among females.

Which electronic gaming devices do you use?

Male

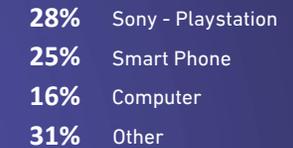


Female



Age

18-34 year olds



35-49 year olds



50 year olds and older



PlayStation ranks as the top gaming device in most regions of the Kingdom, except Al-Madinah Region and the Eastern Region.

Northern Regions

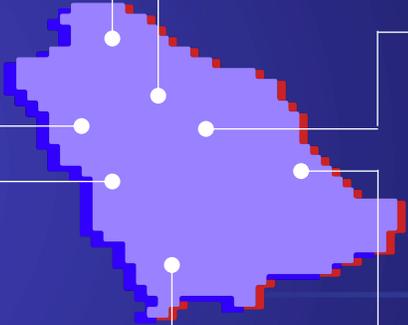
31%	Sony - Playstation
28%	Smart Phone
14%	Computer
27%	Other

Al Qasim

31%	Sony - Playstation
23%	Smart Phone
17%	Computer
29%	Other

Al Madinah Al Munawarah

36%	Smart Phone
30%	Sony - Playstation
9%	Computer
25%	Other



Riyahd

26%	Sony - Playstation
26%	Smart Phone
16%	Computer
32%	Other

Makkah Al Mukkaramah

30%	Sony - Playstation
29%	Smart Phone
12%	Computer
28%	Other

Southern Regions

35%	Sony - Playstation
29%	Smart Phone
16%	Computer
20%	Other

Eastern Region

30%	Smart Phone
26%	Sony - Playstation
11%	Computer
33%	Other

5 out of 10 Saudi players play with others. 8 out of 10 prefer online games



Do you mostly play:



50%

With others



50%

Individually

Do you mostly play games that...



78% Online



22% Offline

Do you mostly play...

37% Paid games

35% Free games

25% Free games
(with in-app purchases)

03% Other

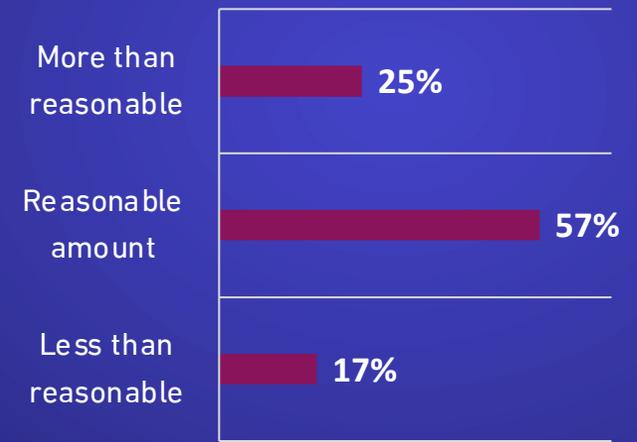
5 out of 10 Saudis play electronic games for an average of one hour per day
6 out of 10 believe that the amount of time they spend playing is reasonable.
Approximately 7 out of 10 players make monthly payments for electronic games.



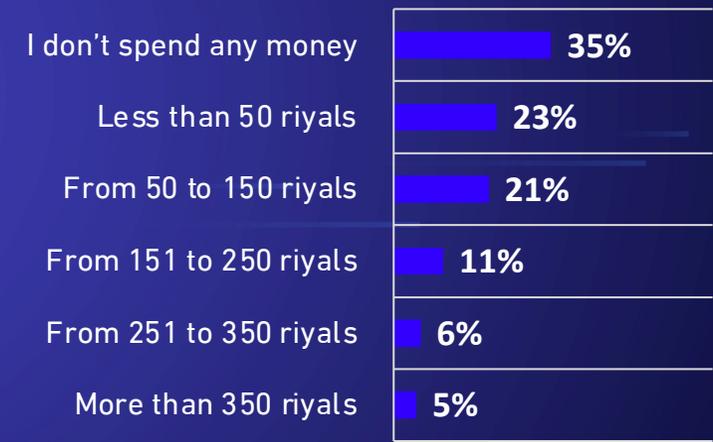
In general, how many hours per week do you spend playing electronic games?



In general, do you think the amount of time you spend playing is:



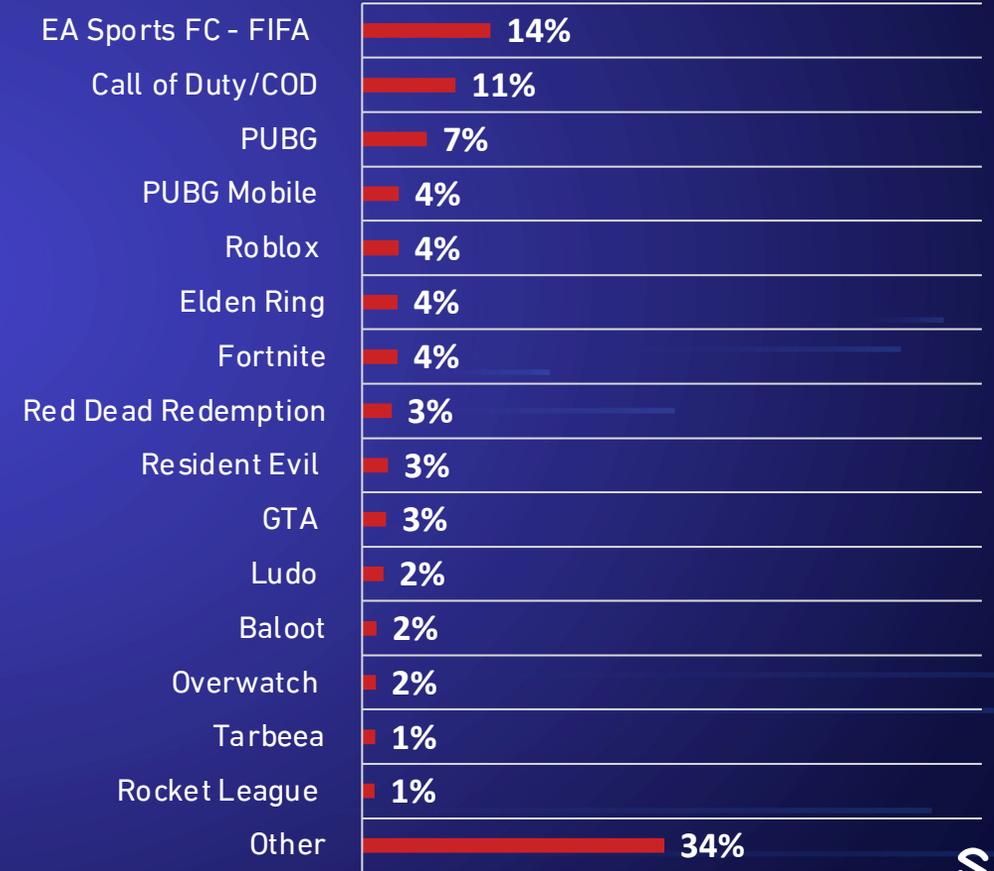
How much do you spend on electronic games per month?



EA Sports FC (formerly FIFA)
 and
 Call of Duty
 topped the list of the most
 preferred games among Saudis.



What is the best game you've played in the past 12 months?

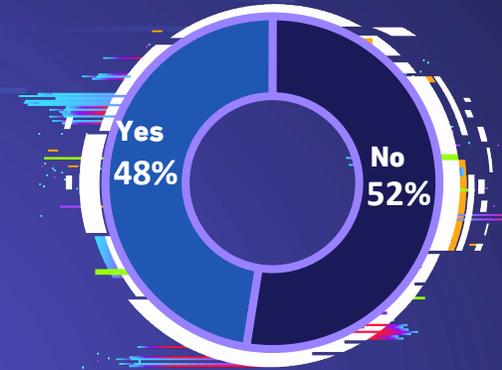


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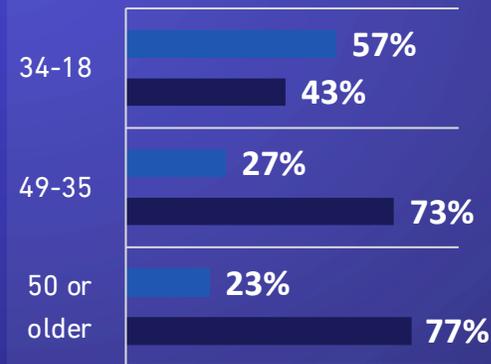
Half of Saudi players consider themselves gamers.



Do you consider yourself a gamer?



Age

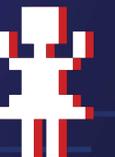
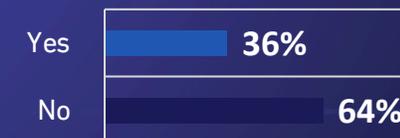


Approximately a quarter of those aged 35 and above consider themselves gamers.

Male



Female

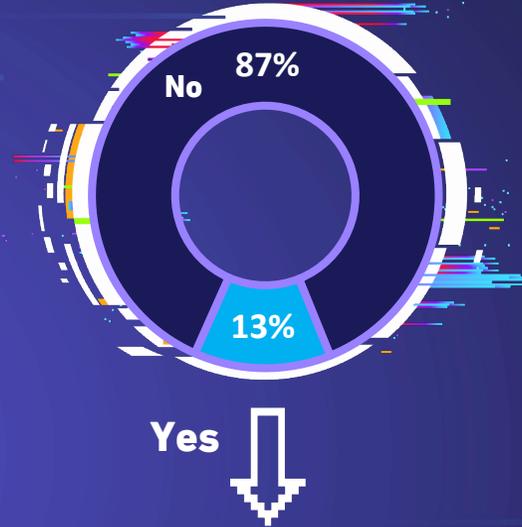


6 out of 10 male players consider themselves gamers.

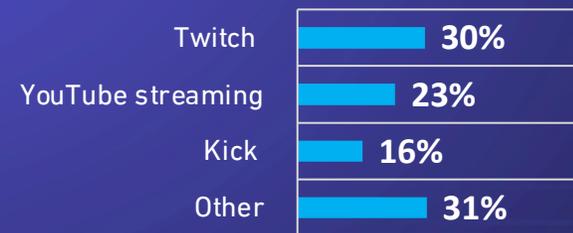
■ Yes ■ No

13% of gamers are online streamers.

Do you usually stream the games you play?



Which platform do you usually use to stream your games?



Action games are the most preferred type of games among Saudis.



LEVEL UP!

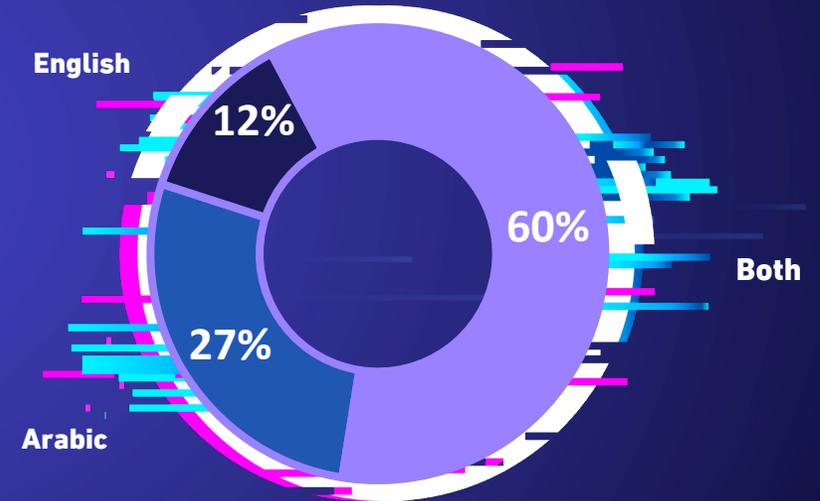


What type of electronic games do you prefer?



E/2!?

Which language do you prefer to play in?



**More than half of Saudi gamers rely on recommendations when choosing electronic games.
TikTok is the most used social media platform for discovering and choosing electronic games.**



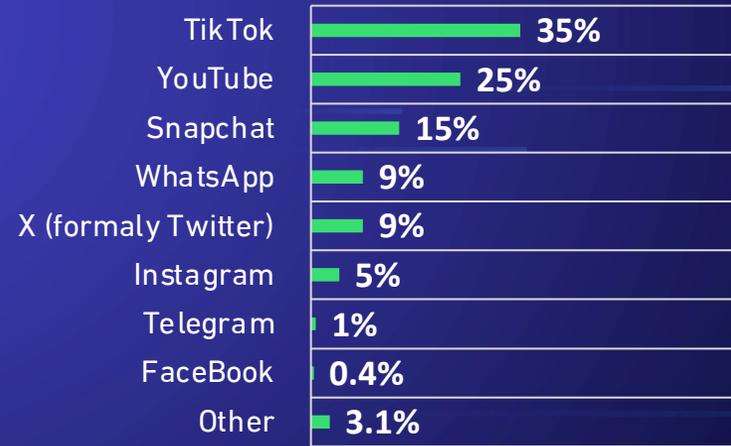
In general, how do you choose the electronic games you play?



Which social media platform do you use the most to choose the electronic games you play?



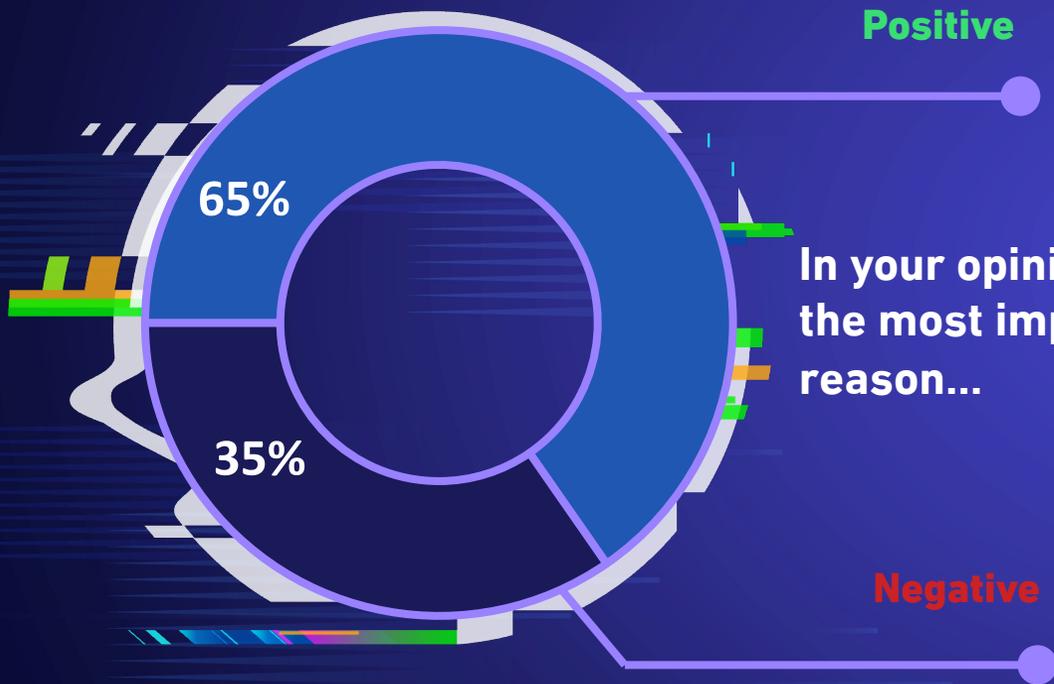
Results exceeded 100% due the roundup



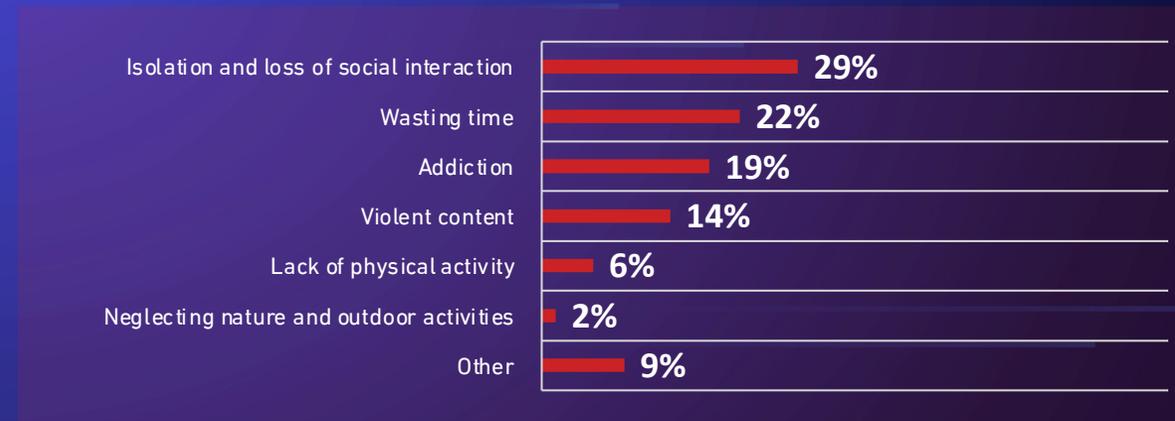
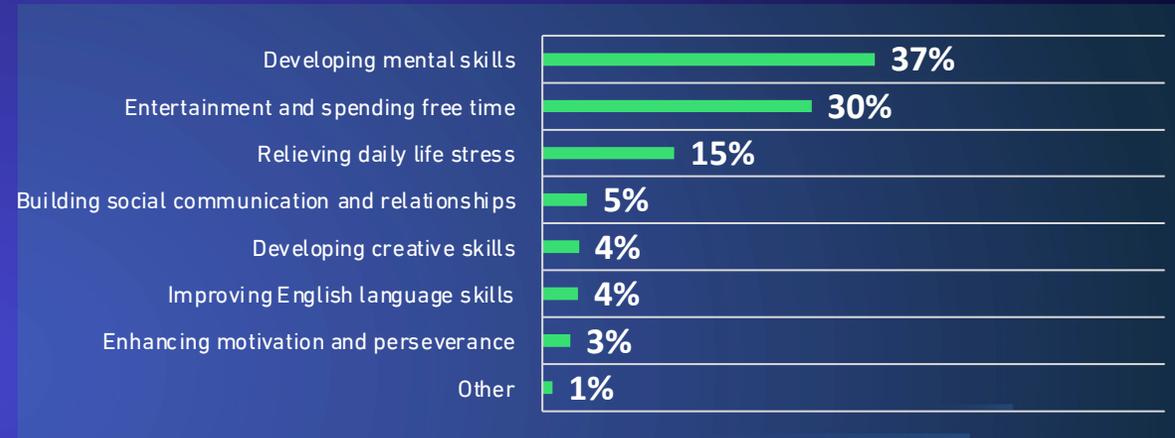
The majority of Saudis believe that electronic games have a positive impact on society for several reasons, primarily the development of cognitive skills and entertainment.



In your opinion, how much do electronic games affect members of society in general?

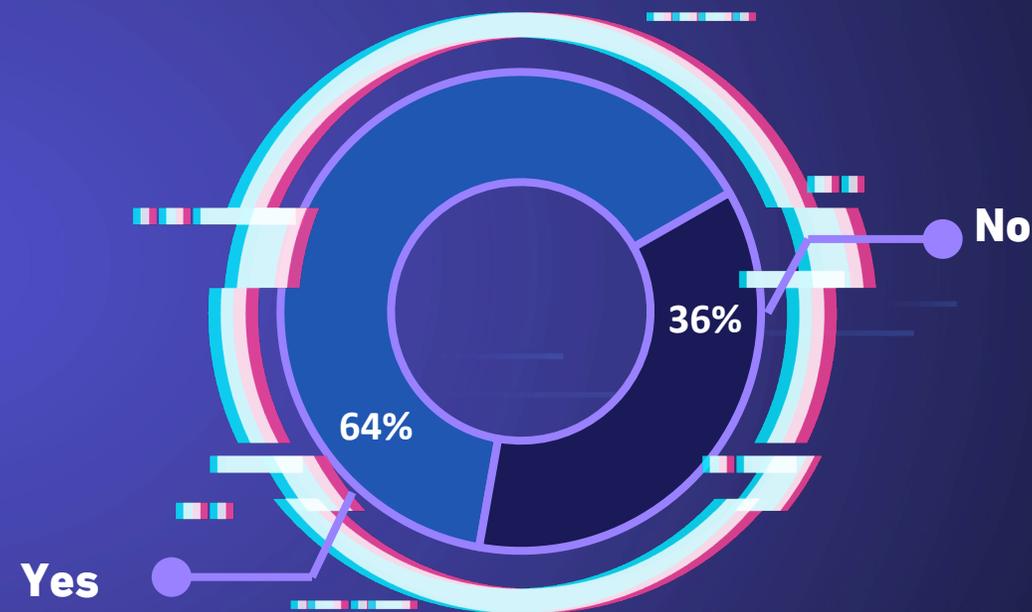


In your opinion, what's the most important reason...



6 out of 10 Saudis have previously heard of the Kingdom's initiative to organize global electronic games locally.

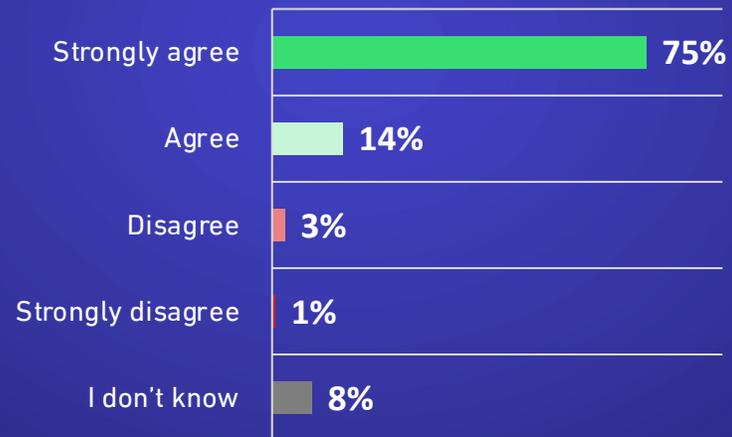
Have you ever heard of the Kingdom's initiative to organize global electronic games locally?



8 out of 10 Saudi gamers believe that the Kingdom of Saudi Arabia will become the world's leading hub for gaming and esports.



**To what extent do you agree with the following statement:
Saudi Arabia will become the world's leading hub for
electronic games and esports**



7 out of 10 Saudi players want to attend events that bring together global players, fans, producers, and game publishers in one place, and participate in designing and developing electronic games when training platforms are available for that.



What do you think of the following statement:

Participating in the design and development of electronic games when training platforms are available for that.



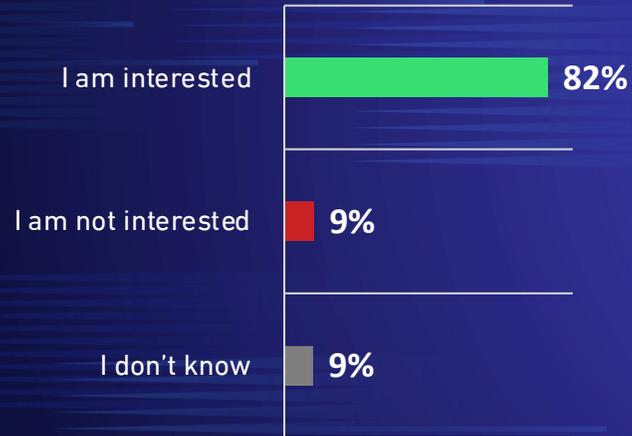
What do you think of the following statement:

Attending events that bring together global players, fans, producers, and game publishers in one place.

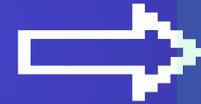


80% of players want to participate in proposing games that reflect Saudi culture and values.

Contributing by providing suggestions for games with a local theme that suits Saudi culture and traditions.



Do you currently have any suggestions for providing locally themed games that align with Saudi culture and traditions?



Most suggested game content



Saudi cities such as AlUla and Diriyah



The history of the Kingdom - the unification of Saudi Arabia



Customs and traditions

Most suggested game genres



Stories and legends



War



Adventure

Methodological procedures:

Stages of survey question development:

- Survey questions were developed by a team of three experts holding PhD degrees, following the Saudi Center's methodology based on: objectives, themes, and estimated weights, which include building a theoretical framework, defining themes, their weights, objectives, and scope, as well as identifying indicators, their weights, and measurement levels.
- The survey questions were then reviewed by two experts different from the three who developed them.
- The survey questions were statistically reviewed.
- The survey questions were linguistically reviewed.

Defining the population and sample:

The survey sample consisted of 1,098 Saudi participants. The survey was conducted online using the CAWI methodology (Computer-Assisted Web Interview) with participants registered in the Saudi Center for Opinion Research database. The database was established by recruiting respondents through studies based on random probability sampling. The results were statistically weighted to ensure balanced demographic representation according to the characteristics of the Saudi population aged 18 and above, with a margin of sampling error of $\pm 2.6\%$.

Sample Selection Method:

The sample was randomly selected using **Probability Sampling**, ensuring that every individual in the population had a non-zero and independent chance of participating in the survey.

The selection of individuals was based on two integrated methods:

Random Digit Dialing (RDD), which covers all regions of the Kingdom, where mobile phone penetration reaches 98%,

Probability-Based Panel, a database maintained and regularly updated by the center, containing a large random sample representative of the population.

Sample Design:

The sample was designed to maintain a **gender balance**, ensuring that males and females each represented equal proportions to improve representation and increase female response rates.

Contacting the Sample:

Selected individuals were contacted via **SMS messages**, which included a link to the online survey.

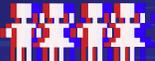
Follow-up Attempts:

The first SMS was followed by **one reminder** only if the participant did not respond.

Survey Platform:

The survey was conducted via the **VOXCO platform**, which allows online data collection, sample management, application of question logic and conditions, and real-time monitoring of response indicators.

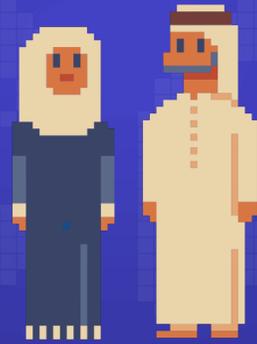
Demographic data of the survey sample:

Sample size: 1,098 

Gender	Male	50%
	Female	50%
Age	34-18	51%
	49-35	29%
	50 or older	20%
Geographical region	Riyadh Region	24%
	Makkah Region	23%
	Medina Region	7%
	Qassim Region	5%
	Eastern Region	16%
	Southern Regions	16%
	Northern Regions	9%

Marital status	Married	53%
	Single	47%
Education	Below university level	48%
	University degree	42%
	Above university level	10%
Income	No income	20%
	5000 or less	33%
	5001-10000	20%
	10001-15000	15%
	More than 15,000	12%

SCOP



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