

# Bayt.com - Internet Usage in the Middle East

September 2011

# Research Background

# Background & Methodology

**Objective :** To track the internet usage habits and attitudes in the Middle East region.

## Sample Definition:

### - Age and Gender

Adult males and females

Aged 16 plus years

### - Country of Residence

GCC: UAE, KSA, Kuwait, Oman, Qatar, Bahrain

Levant: Lebanon, Syria, Jordan

North Africa: Egypt, Morocco, Algeria, Tunisia

Subcontinent: Pakistan

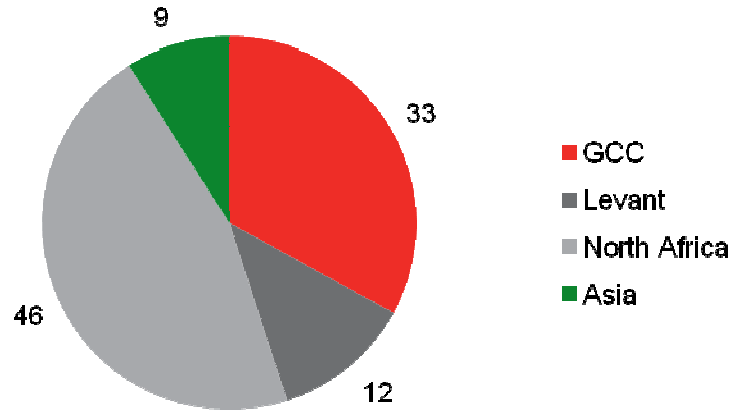
## Methodology and Sample achieved:

Online data collection was done between 1<sup>st</sup> – 24<sup>th</sup> August 2011. The total number of respondents achieved was 8,981. Break up as follows:

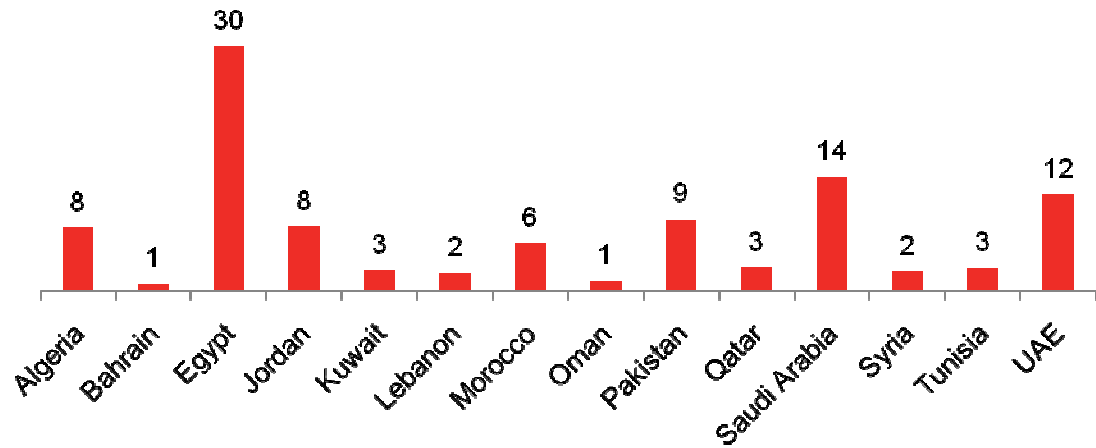
Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
689	85	2650	698	236	196	519	115	777	261	1237	214	255	1049

# Demographic Profile 1/3

## Region



## Country of Residence

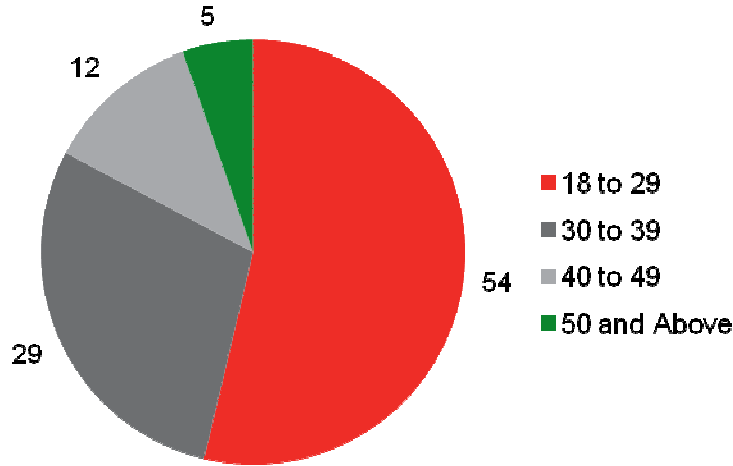


Base: All: 8981

All figures are percentages

# Demographic Profile 2/3

### Age

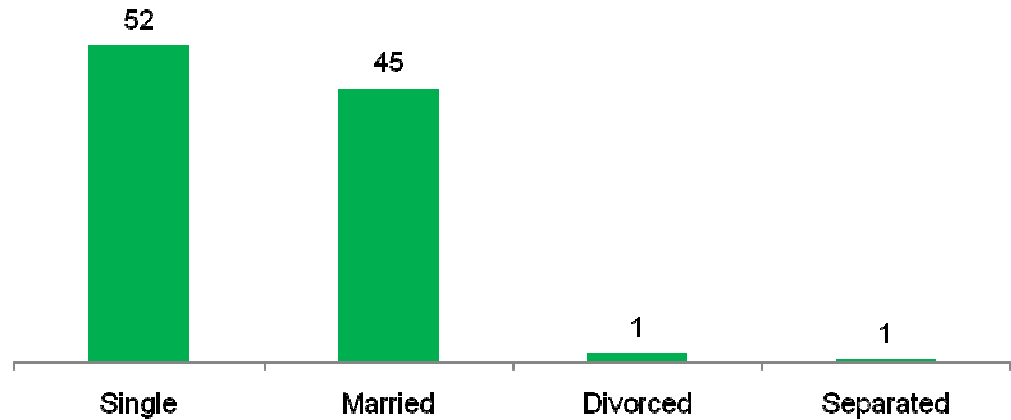


### Gender



Male Female

### Marital Status

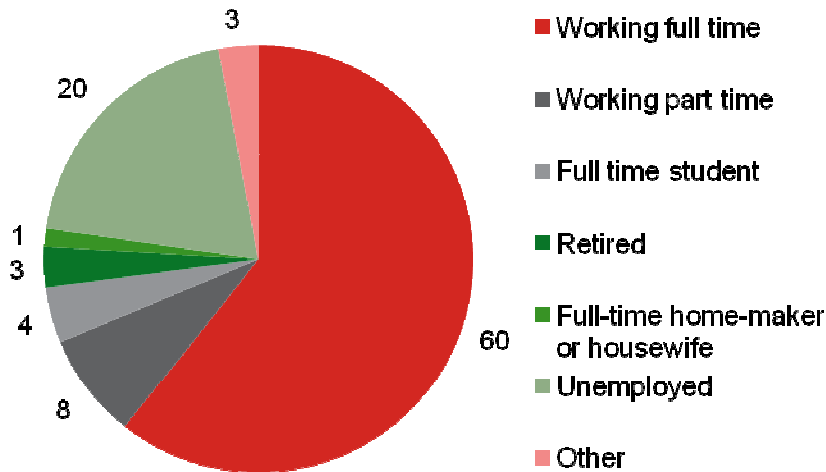


Base: All: 8981

All figures are percentages

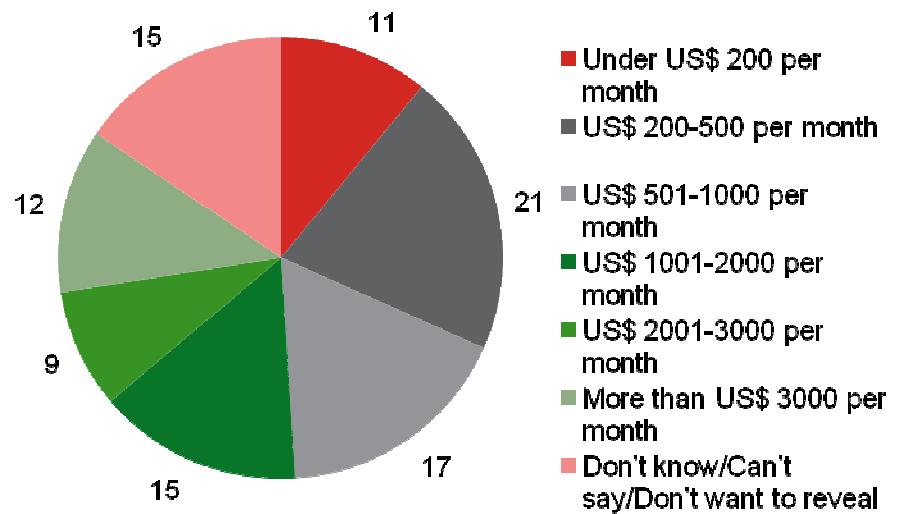
# Demographic Profile 3/3

## Work Status



Base: All: 8981

## Personal Income



Base: Working: 6176

All figures are percentages

# Research Findings

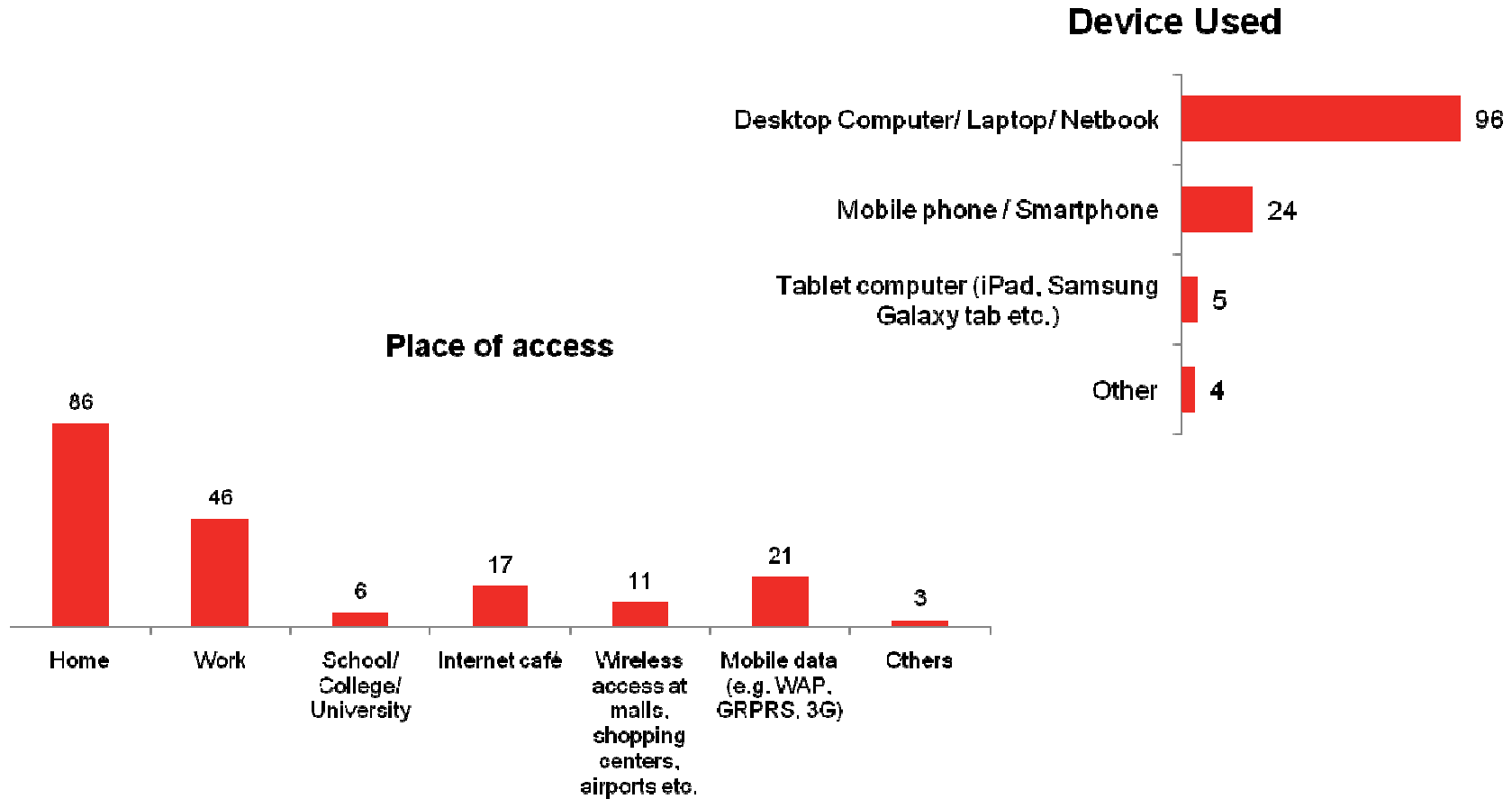
# Point of Access



## Device Used and Place of Access

Q. Which of the following devices do you use to access the internet? (Please select all that apply)

Q. From which of the following places do you access the internet? (Please select all that apply)



Base: All: 8981

All figures are percentages

## Devices Used – By Country

Q. Which of the following devices do you use to access the internet? (Please select all that apply)

- Understandable PC's/ laptops/ netbooks used for accessing the internet. One in four also claim using mobile/smartphone as well.
- Use of Mobile phone/ Smartphone to access the internet is higher in Lebanon(41%), Qatar(33%), KSA(33%) and UAE(31%)

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Desktop Computer/ Laptop/ Netbook	96	91	98	96	95	98	96	93	95	96	98	98	97	96	98
Mobile phone / Smartphone	24	9	34	21	23	31	41	18	31	22	33	33	21	16	31
Tablet computer (iPad, Samsung Galaxy tab etc.)	5	3	12	3	3	8	9	3	9	7	8	9	2	1	8

Base: All: 8981

All figures are percentages

## Place of Access– By Country

Q. From which of the following places do you access the internet? (Please select all that apply)

- Not surprisingly, Home (86%) and Work(46%) are the top places where people access to the internet.
- Internet café's more popular in North African countries like Algeria (36%), Morocco (33%) and Tunisia (24%). This could be due the relatively lower access to the internet at workplace in these countries.
- Wi-Fi access at malls/ airports etc. seen more by and large in the GCC countries (although not very high)

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Home	86	73	84	90	89	89	92	80	73	82	90	90	75	83	90
Work	46	26	64	40	42	59	55	31	62	53	58	57	52	31	56
School/ College/ University	6	8	7	4	7	3	16	6	7	12	3	4	6	11	4
Internet café	17	36	15	13	15	9	22	33	23	11	8	17	17	24	15
Wireless access at malls, shopping centers, airports etc.	11	3	14	9	9	11	17	4	19	9	21	16	6	4	17
Mobile data (e.g. WAP, GPRS, 3G)	21	7	34	22	20	25	25	15	32	19	29	28	21	17	23

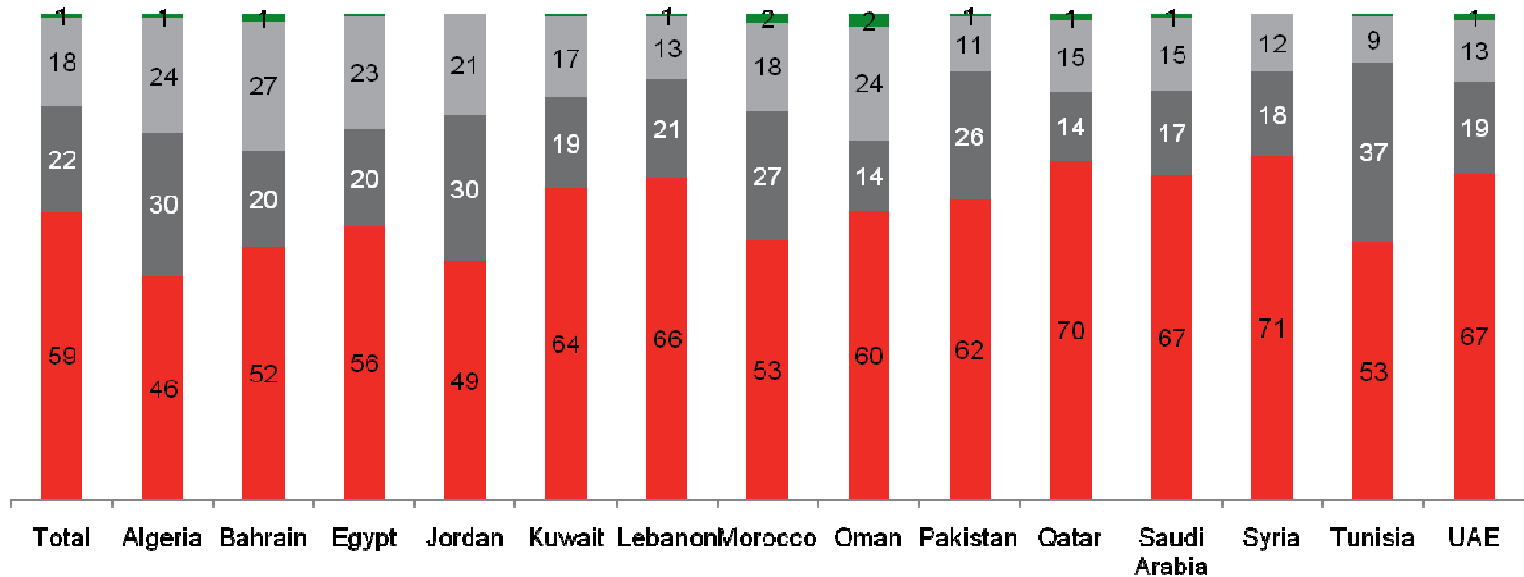
Base: All: 8981

All figures are percentages

# Own or Shared Computer

Q. Which of the following best describes your computer usage at home?

- Personal computer/laptop ownership seen to be extremely high across the countries.
- At least 3 in 10 respondents in Tunisia, Jordan and Algeria use shared computers.



- I have a personal computer / laptop that is used only by me
- I share personal computers/laptops with other members of the family
- I use my personal computer/ laptop as well as those used by the family
- None. I do not have a computer at home

Base: Those who access Internet at home: 7755

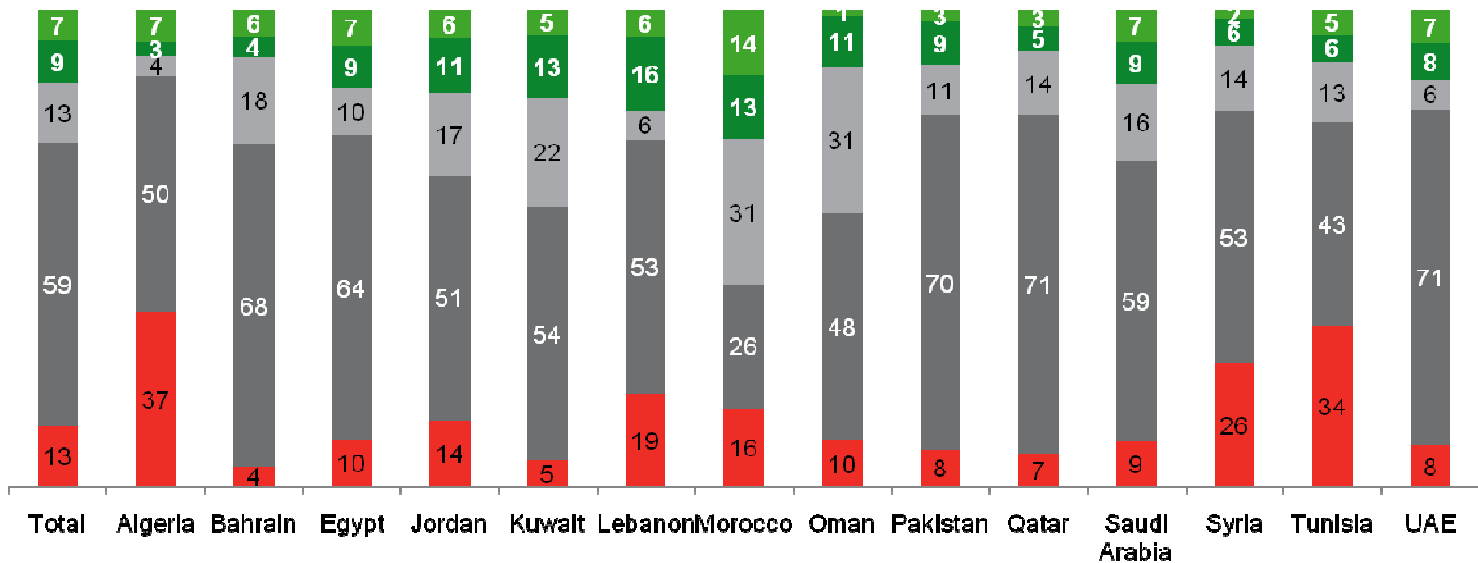
All figures are percentages

# Type of Internet Connection & Availability of Wi-Fi

Q. Which of the following best describes the type of internet connection you have at home?

Q. Do you currently have WiFi at home?:

- About 30% in Morocco and Oman claim using of mobile broadband.
- At least one in three in Algeria, and Tunisia still using Dial up connection.
- Fixed line broadband is high across the GCC as well as Pakistan.
- Availability of Wi-Fi at home highest in Lebanon followed by GCC countries like Qatar, Bahrain, KSA and UAE



Availability of Wi-Fi	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Yes	53	47	77	33	52	59	82	29	54	38	80	76	51	67	79

■ Dial up   ■ Fixed line broadband   ■ Mobile broadband   ■ Others   ■ Don't know/ Can't say

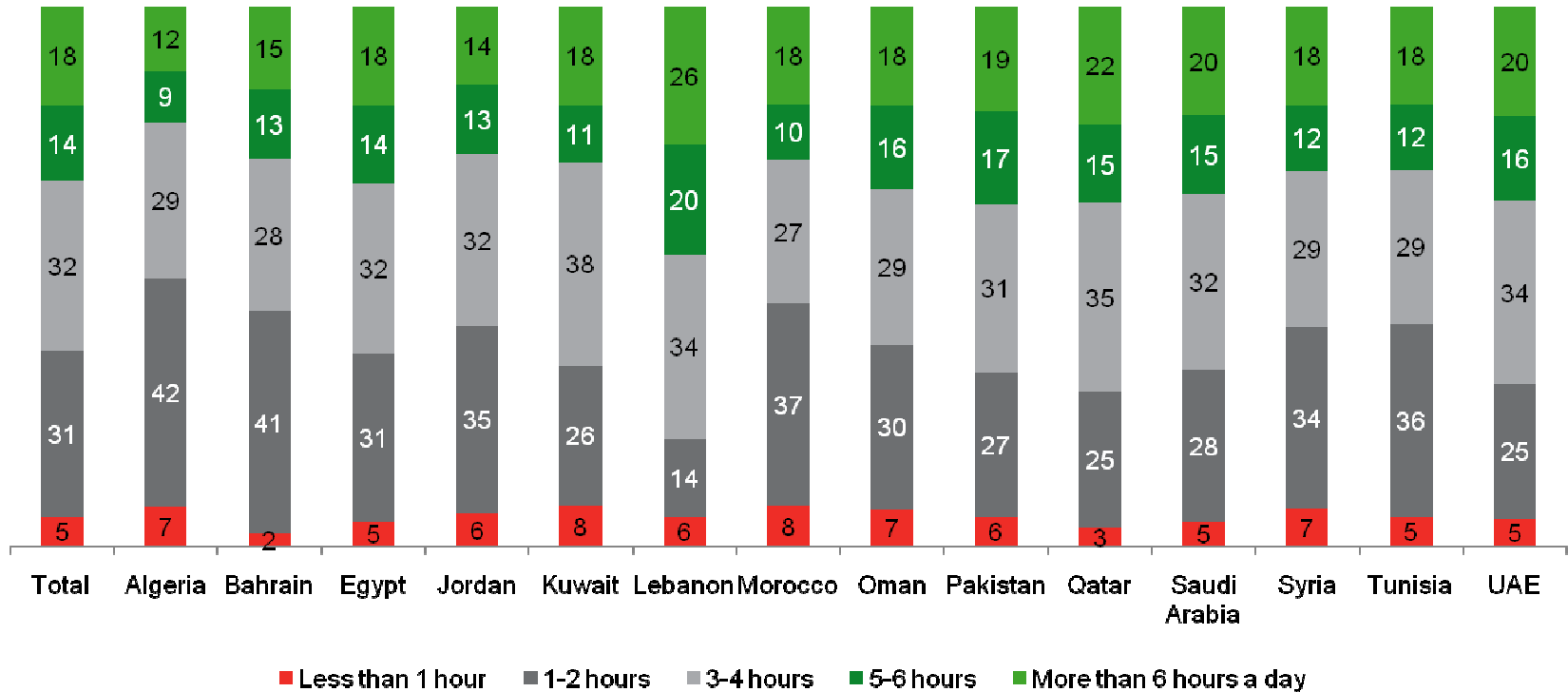
Base: All: 8981

All figures are percentages

## Time spent using the internet

Q. How much time do you spend on the internet in an average day? This could be either for leisure or work purposes.

- When compared to the average time spent in an average day (on the internet) respondents in Lebanon, KSA , Qatar and UAE indicate spending up to 20% percent more time on the internet.



Base: All: 8981

All figures are percentages

# Search Engines and Chat Software's

# Search Engines Used

Q. Which of the following search engines do you use? (Please select all that apply)

- Google dominates the search engine usage. Followed at a distance by Yahoo! and Bing.
- Yahoo! appears to be quite popular across the countries surveyed with the exception of Morocco.

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Google	98	97	96	98	98	98	98	98	97	97	98	98	98	97	97
Bing (MSN/LIVE)	15	19	15	11	14	12	24	31	14	13	15	11	12	20	16
Yahoo!	35	39	29	39	42	39	26	18	34	40	34	28	26	34	40
Ask	4	3	7	4	4	6	5	4	7	5	3	3	1	4	5
AOL Search	2	2	2	2	1	3	2	2	3	2	1	2	1	2	2

Base: All: 8981

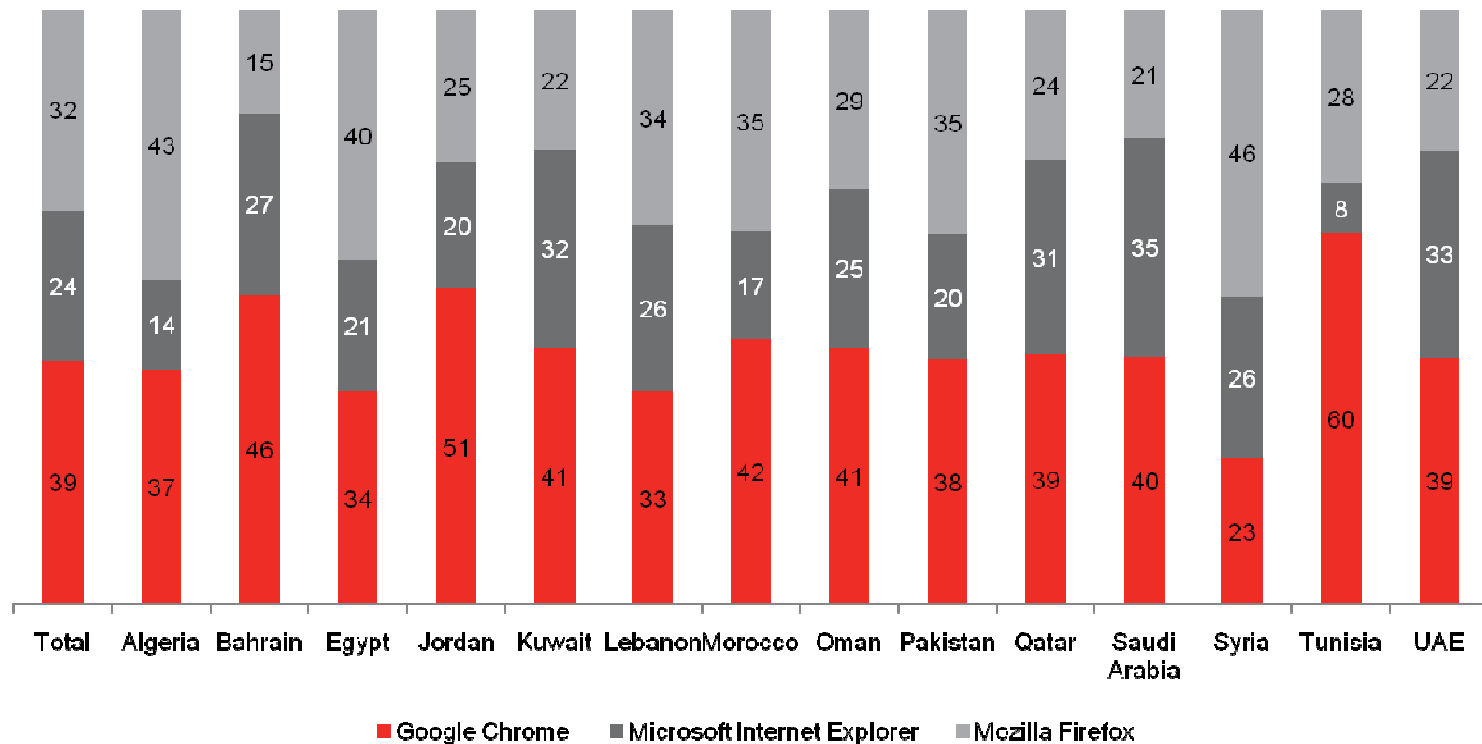
All figures are percentages



# Favorite Internet Browser

Q. Which one of the following internet browsers is your favorite?

- Google Chrome and Mozilla Firefox emerge to be top two favorite browsers across all countries.
- Microsoft Internet Explorer finds greater favoritism than Firefox in the GCC.
- Google chrome sees highest penetration in Tunisia followed by Jordan. Those in Syria, Egypt and Algeria rely more on Firefox than Chrome.



Base: All: 8981

All figures are percentages

## Email's Used

Q. Which of the following email websites do you use? (Please select all that apply)

- Despite not being the most used search engine Yahoo!'s email website used widely across the region. More so in case of Egypt, Jordan, Kuwait, Pakistan and UAE.
- Hotmail dominates in Lebanon, Morocco, KSA and Syria.

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Hotmail	61	61	61	54	63	59	92	84	61	56	48	73	82	56	53
Gmail	42	29	58	29	30	53	41	44	55	61	65	49	39	35	62
Yahoo	66	56	52	83	76	71	31	24	57	72	67	56	52	48	65
AOL Mail	1	0	5	1	1	2	1	1	2	1	1	2	0	2	2
Inbox	2	0	7	2	2	2	5	1	3	1	2	2	0	1	2
Mail	3	4	5	3	4	5	6	4	3	2	2	3	3	5	3

Base: All: 8981

All figures are percentages

# Popular Chat Software's

Q. Which of the following chat software/ groups do you use? (Please select all that apply)

- Yahoo! Messenger followed by Skype are the region's top used chat software's.
- Those in the GCC on an average use up to two chat software's.

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Google talk!	19	10	33	11	10	32	15	15	37	21	38	21	13	11	42
Windows LIVE	38	34	33	31	38	32	79	62	31	31	29	46	55	42	34
Yahoo! Messenger	52	28	36	71	53	61	23	16	44	56	54	45	42	24	55
Skype	48	71	42	38	45	51	59	36	21	55	64	54	43	70	51
ooVoo	3	3	2	3	1	4	2	2	3	1	2	3	1	9	3
ICQ	1	1	2	3	1	2	0	0	3	1	2	1	1	1	1

Base: All: 8981

All figures are percentages

# Uses of the Internet

# Socializing using the Internet

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebano n	Morocc o	Oman	Pakista n	Qatar	Saudi Arabia	Syria	Tunisia	UAE
<b>Connecting with friends by email</b>															
Daily	35	31	38	35	34	36	41	27	38	37	40	36	37	33	38
Most days of the week	23	22	25	24	23	24	24	27	24	23	22	24	23	20	23
At least once a week	19	21	14	20	17	14	19	24	16	18	21	17	15	18	18
At least once a fortnight	5	7	6	5	7	5	2	5	5	2	3	5	6	5	4
Once a month	7	6	9	6	7	9	7	5	8	8	7	7	7	4	7
Once in 2-3 months	2	3	2	2	3	3	2	2	1	2	2	2	2	3	2
Once in 4-6 months	1	1	0	1	2	0	1	1	1	0	0	1	2	1	1
Less often	5	4	4	4	3	6	4	4	4	7	3	4	2	7	6
Never	3	6	2	3	3	3	1	5	3	3	1	3	6	7	3
<b>Connecting with friends on social networking sites</b>															
Daily	34	24	32	35	36	31	46	23	35	35	44	33	30	39	41
Most days of the week	21	24	25	22	24	29	15	21	19	21	16	20	16	23	20
At least once a week	16	18	14	17	15	13	18	19	14	15	16	15	19	17	15
At least once a fortnight	5	7	2	6	6	3	3	8	5	4	4	5	3	5	5
Once a month	5	6	7	5	6	7	4	6	4	6	6	7	6	3	4
Once in 2-3 months	2	3	4	1	1	2	3	2	2	1	2	2	2	2	2
Once in 4-6 months	1	1	2	1	1	2	1	1	2	0	1	2	1	2	1
Less often	4	3	8	4	4	3	4	5	9	6	3	6	5	2	3
Never	10	13	6	8	8	11	8	17	10	12	8	11	17	7	9
<b>Sharing photos and videos with friends</b>															
Daily	14	10	12	15	14	14	16	11	17	17	15	12	12	21	14
Most days of the week	16	12	13	16	19	14	16	12	10	17	16	15	11	19	15
At least once a week	15	14	19	17	14	14	15	14	16	11	14	12	9	14	15
At least once a fortnight	7	11	7	8	7	8	6	7	6	4	8	7	9	7	6
Once a month	12	9	11	10	14	14	11	9	13	12	14	13	12	7	14
Once in 2-3 months	5	3	2	4	4	6	7	5	3	5	4	5	5	4	6
Once in 4-6 months	3	2	6	2	4	2	4	2	3	3	3	3	4	4	3
Less often	11	11	18	10	8	11	14	11	16	15	11	11	8	9	11
Never	18	28	13	16	17	16	11	29	17	16	14	21	29	15	15

# Education & Career Opportunities

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
<b>Researching for jobs</b>															
Daily	43	46	39	41	45	36	41	45	33	56	43	35	31	56	46
Most days of the week	22	22	15	24	19	21	22	22	29	22	18	21	21	19	25
At least once a week	14	13	16	14	14	18	14	13	17	10	17	13	18	11	14
At least once a fortnight	4	3	6	4	5	5	3	3	3	2	3	4	4	3	3
Once a month	6	6	12	6	6	8	11	6	3	4	6	9	9	3	5
Once in 2-3 months	2	2	4	2	3	2	4	3	3	2	2	3	2	2	2
Once in 4-6 months	2	1	0	2	2	4	1	1	3	1	2	4	2	1	1
Less often	4	3	7	3	3	3	4	4	4	3	7	5	6	1	3
Never	3	4	1	2	2	4	1	4	4	2	1	5	6	3	2
<b>Taking online courses</b>															
Daily	11	13	14	13	7	8	7	12	9	11	10	7	7	11	9
Most days of the week	9	13	11	10	8	8	6	8	9	7	7	8	8	10	6
At least once a week	7	8	5	10	6	8	7	6	5	8	5	6	5	7	6
At least once a fortnight	4	5	4	5	4	3	4	4	2	3	3	5	4	3	3
Once a month	9	8	6	11	9	6	4	6	10	7	10	9	11	12	8
Once in 2-3 months	5	5	2	6	5	3	7	5	5	3	3	5	3	4	5
Once in 4-6 months	5	3	6	5	7	4	5	4	3	4	5	6	4	5	4
Less often	14	11	24	12	12	19	12	10	16	18	18	16	6	11	18
Never	36	33	29	28	41	42	50	45	42	38	37	37	52	38	40
<b>Researching other matters/items</b>															
Daily	27	30	31	30	27	33	20	28	23	19	25	28	34	27	24
Most days of the week	16	18	16	15	16	12	15	18	18	15	17	15	10	18	17
At least once a week	12	13	13	11	14	11	13	12	17	13	12	12	9	11	13
At least once a fortnight	6	5	5	7	6	3	6	8	5	6	6	8	5	5	6
Once a month	8	7	7	8	8	8	11	6	11	7	10	9	11	8	8
Once in 2-3 months	3	1	4	3	3	4	4	2	5	3	2	3	1	3	3
Once in 4-6 months	3	3	2	3	3	3	2	4	1	2	2	3	2	3	3
Less often	9	8	12	9	8	11	11	6	7	11	14	8	6	8	11
Never	16	15	11	15	15	15	18	17	12	24	13	14	22	18	14

# Online Shopping 1/2

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
<b>Books</b>															
Daily	2	5	6	2	1	3	2	3	1	3	2	2	3	4	1
Most days of the week	2	4	4	2	1	2	2	3	1	2	3	2	1	2	3
At least once a week	3	4	4	3	2	3	2	4	1	2	0	2	2	2	2
At least once a fortnight	2	3	1	2	1	1	4	3	1	2	1	2	3	2	2
Once a month	6	5	11	7	4	5	6	5	4	5	7	5	4	6	6
Once in 2-3 months	4	4	5	4	5	2	6	3	3	3	6	4	2	4	4
Once in 4-6 months	4	4	4	5	4	5	4	2	8	2	7	5	4	3	4
Less often	12	9	21	10	12	15	11	5	14	12	16	15	7	9	16
Never	65	62	46	65	69	64	64	72	68	69	57	63	74	69	62
<b>Airline tickets</b>															
Daily	1	2	6	1	1	1	3	1	0	2	1	2	1	2	1
Most days of the week	1	1	5	1	1	2	0	1	3	2	1	2	0	1	1
At least once a week	1	2	2	1	0	2	1	2	1	1	0	1	1	2	1
At least once a fortnight	1	2	1	1	0	2	2	1	2	1	2	2	0	0	2
Once a month	3	2	4	3	1	5	3	3	4	2	3	6	1	2	4
Once in 2-3 months	4	2	11	2	2	8	5	2	5	3	8	9	4	2	9
Once in 4-6 months	10	5	18	6	6	23	8	5	13	5	21	17	6	5	21
Less often	18	8	31	14	14	27	17	9	23	16	26	23	7	11	33
Never	60	77	24	72	74	31	63	76	49	68	37	38	79	74	27
<b>Movie theatre tickets</b>															
Daily	1	2	7	1	1	1	3	1	0	2	1	0	2	2	1
Most days of the week	1	1	4	1	1	4	1	1	2	1	1	0	1	1	3
At least once a week	1	1	5	1	0	6	2	1	2	1	1	0	0	0	3
At least once a fortnight	1	2	1	1	1	1	1	2	2	1	3	0	2	1	3
Once a month	3	2	5	4	3	6	5	2	6	3	2	0	2	3	7
Once in 2-3 months	2	2	9	3	2	6	1	1	3	1	3	0	1	2	5
Once in 4-6 months	2	2	1	3	1	6	3	2	3	2	3	0	1	2	3
Less often	7	4	9	8	8	10	9	5	10	10	13	0	2	8	13
Never	80	84	59	78	83	62	74	85	72	78	72	100	88	80	63

## Online Shopping 2/2

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
<b>Items from online auction sites</b>															
Daily	2	3	6	1	1	1	4	1	1	2	1	1	1	2	1
Most days of the week	1	2	2	1	1	2	2	1	1	1	1	1	1	0	2
At least once a week	1	1	4	1	1	3	2	1	2	1	2	2	2	2	2
At least once a fortnight	1	2	2	1	1	1	2	1	1	1	1	1	0	2	1
Once a month	3	2	8	3	2	3	3	2	3	2	2	3	0	2	4
Once in 2-3 months	2	1	5	2	2	4	2	1	3	2	2	3	2	3	3
Once in 4-6 months	3	2	2	3	2	2	2	3	4	2	3	3	2	1	4
Less often	9	4	13	9	8	11	12	5	10	10	14	10	2	9	13
Never	78	82	58	79	84	73	73	86	77	79	73	74	90	80	70
<b>Other items (clothes, electronics)</b>															
Daily	2	2	6	2	2	1	3	1	0	3	2	1	2	3	1
Most days of the week	2	2	6	1	1	3	1	1	2	2	2	2	2	1	3
At least once a week	2	2	2	1	1	3	2	1	3	2	2	2	2	4	2
At least once a fortnight	2	2	2	2	1	2	2	3	2	1	3	2	1	2	1
Once a month	5	5	12	5	4	5	5	5	4	5	6	6	2	5	6
Once in 2-3 months	4	2	5	4	3	4	4	2	3	3	4	4	3	4	5
Once in 4-6 months	4	3	6	5	3	5	3	4	5	3	5	6	3	4	4
Less often	11	7	16	10	9	10	16	6	10	11	18	14	1	9	14
Never	69	75	45	70	76	68	65	76	70	71	60	63	84	68	63
<b>Deals from daily deal websites</b>															
Daily	2	3	8	2	1	3	5	3	0	4	2	2	1	3	2
Most days of the week	2	2	4	1	1	3	2	1	1	2	2	2	0	1	3
At least once a week	1	1	0	1	1	4	1	1	3	1	2	1	2	2	2
At least once a fortnight	1	1	0	1	1	1	3	2	2	1	0	2	1	3	2
Once a month	3	1	6	3	1	2	4	3	1	2	2	3	1	0	5
Once in 2-3 months	2	2	5	2	1	3	2	1	0	2	2	2	0	2	2
Once in 4-6 months	2	2	1	3	1	2	1	3	5	2	2	3	2	2	3
Less often	9	6	12	9	9	8	12	4	10	9	16	10	3	7	11
Never	78	82	65	78	84	74	72	84	78	77	73	76	88	79	70



# Entertainment 1/3

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebano n	Morocc o	Oman	Pakista n	Qatar	Saudi Arabia	Syria	Tunisia	UAE
<b>Watching video clips</b>															
Daily	34	27	29	36	34	30	24	28	25	37	34	39	27	43	36
Most days of the week	26	27	26	28	28	28	18	29	26	25	25	25	24	25	26
At least once a week	16	20	9	17	19	15	15	16	14	15	16	15	18	10	16
At least once a fortnight	6	6	6	5	5	6	8	7	6	5	5	6	10	5	4
Once a month	5	6	9	5	4	8	11	5	6	6	7	4	4	2	4
Once in 2-3 months	1	1	7	1	1	0	3	2	2	2	1	2	2	1	2
Once in 4-6 months	1	1	2	1	1	2	0	2	2	1	2	1	1	2	1
Less often	4	4	8	3	3	4	8	4	9	6	6	4	5	5	6
Never	5	7	2	4	5	8	13	7	10	4	4	4	9	5	6
<b>Listening to music</b>															
Daily	31	22	28	32	30	28	37	31	23	35	35	26	29	36	34
Most days of the week	22	23	19	22	22	23	15	24	17	22	21	20	20	24	21
At least once a week	13	15	7	14	16	13	13	14	13	10	13	12	14	11	14
At least once a fortnight	5	5	8	5	6	6	5	4	3	6	3	6	7	4	5
Once a month	6	6	7	5	6	3	6	5	10	5	6	7	5	2	5
Once in 2-3 months	2	2	5	1	1	1	3	1	0	3	2	3	2	2	1
Once in 4-6 months	2	2	2	1	2	1	2	1	3	1	2	3	1	2	1
Less often	6	7	14	5	4	8	9	6	13	7	10	6	4	5	7
Never	14	18	9	13	12	17	11	13	18	12	9	17	20	13	11
<b>Downloading music</b>															
Daily	17	13	16	19	15	16	22	16	14	24	16	14	19	18	17
Most days of the week	17	15	19	18	19	19	19	19	14	18	18	15	15	19	18
At least once a week	14	13	11	15	14	12	14	12	13	13	15	11	13	13	15
At least once a fortnight	8	8	5	7	10	8	8	8	4	6	5	9	12	5	7
Once a month	9	11	8	10	10	6	7	7	14	8	8	10	8	8	9
Once in 2-3 months	4	4	11	4	4	4	4	4	3	4	6	6	4	3	4
Once in 4-6 months	3	3	5	3	3	4	4	2	4	1	1	4	4	3	2
Less often	9	8	11	7	6	9	8	8	14	10	16	9	6	11	10
Never	19	25	15	17	19	20	16	23	20	16	15	21	19	20	17

# Entertainment 2/3

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
<b>Downloading movies/ videos</b>															
Daily	15	12	13	17	12	17	18	10	12	22	15	15	15	12	15
Most days of the week	15	15	15	15	16	15	12	14	13	16	15	14	11	18	15
At least once a week	12	12	14	13	13	8	13	13	10	12	15	10	9	11	15
At least once a fortnight	8	9	7	9	8	8	10	8	6	6	4	8	8	4	6
Once a month	11	9	1	12	11	9	10	9	13	9	10	12	6	10	11
Once in 2-3 months	4	4	8	5	5	4	2	3	5	4	5	6	4	4	3
Once in 4-6 months	4	3	5	4	3	5	3	3	3	2	2	5	5	2	3
Less often	10	9	16	8	9	11	10	11	13	11	18	10	7	15	11
Never	21	26	20	18	24	25	22	28	24	18	17	21	34	24	21
<b>Playing online games</b>															
Daily	13	12	14	16	15	11	15	7	11	12	9	13	10	16	12
Most days of the week	10	9	9	10	13	9	7	11	10	11	10	11	8	12	9
At least once a week	9	10	8	10	11	8	8	12	9	9	6	7	7	7	10
At least once a fortnight	6	6	6	6	7	4	4	7	7	3	5	4	5	7	5
Once a month	8	7	9	8	8	8	9	8	6	7	8	8	5	7	7
Once in 2-3 months	4	3	6	4	4	3	6	3	3	3	2	4	4	4	4
Once in 4-6 months	3	2	4	3	3	4	6	4	3	3	3	4	3	4	3
Less often	12	12	15	11	9	13	13	13	10	14	16	12	7	12	14
Never	35	38	28	32	30	40	33	36	39	38	41	37	51	31	37
<b>Downloading a podcast (pre-recorded video/ audio show)</b>															
Daily	8	7	11	9	6	6	6	5	7	10	7	6	5	7	7
Most days of the week	7	6	5	8	8	7	5	8	7	7	8	7	3	7	7
At least once a week	8	9	8	8	8	6	8	6	6	8	9	6	4	6	8
At least once a fortnight	5	5	4	6	4	3	5	5	5	4	4	4	4	6	4
Once a month	7	7	7	8	10	9	7	7	6	5	6	7	6	4	8
Once in 2-3 months	5	4	4	5	7	2	4	4	8	3	4	4	5	5	5
Once in 4-6 months	4	3	5	4	4	8	3	4	3	2	3	4	3	5	3
Less often	13	11	19	12	10	12	14	10	10	13	17	13	6	16	16
Never	44	47	39	39	44	47	48	50	48	46	42	48	64	43	43

# Entertainment 3/3

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
<b>Uploading video clip to video sharing website</b>															
Daily	11	10	9	15	10	7	8	9	9	10	10	9	11	15	7
Most days of the week	11	14	5	14	12	9	4	12	8	11	5	10	9	15	7
At least once a week	10	10	2	13	12	7	10	10	9	8	9	8	7	9	9
At least once a fortnight	6	7	5	8	7	5	2	5	5	3	5	6	6	6	5
Once a month	8	8	8	10	8	9	6	7	9	8	7	8	7	4	8
Once in 2-3 months	4	2	1	4	5	4	6	3	3	4	5	5	2	4	6
Once in 4-6 months	4	3	7	4	4	5	4	3	3	3	5	5	3	3	4
Less often	12	11	21	9	10	17	12	11	14	16	16	11	9	16	15
Never	34	34	41	25	31	37	48	39	41	37	39	38	46	29	40
<b>Uploading photos to a photo sharing website</b>															
Daily	12	12	11	16	13	6	10	8	9	12	9	10	11	16	8
Most days of the week	13	13	2	15	15	12	8	13	15	13	10	11	10	14	11
At least once a week	11	12	5	13	13	10	12	10	12	9	10	10	9	9	10
At least once a fortnight	6	7	6	8	8	5	5	7	3	5	5	6	6	7	6
Once a month	9	6	11	9	9	11	12	8	10	9	14	9	7	4	9
Once in 2-3 months	4	2	5	4	5	3	6	5	4	4	5	5	5	3	6
Once in 4-6 months	4	4	6	3	4	3	5	3	2	3	3	4	2	4	4
Less often	11	9	22	9	10	17	9	10	12	14	15	11	9	15	15
Never	29	35	33	24	25	32	33	37	33	31	28	34	41	29	30
<b>Reading blogs/ weblogs</b>															
Daily	18	19	15	21	18	15	17	16	17	16	21	16	15	25	17
Most days of the week	16	20	12	17	15	14	13	16	19	13	10	15	17	20	16
At least once a week	13	11	13	14	14	13	13	15	10	11	15	12	10	14	12
At least once a fortnight	7	7	9	8	8	6	6	7	3	6	7	8	7	5	6
Once a month	8	7	12	8	9	12	12	7	9	7	8	7	6	5	8
Once in 2-3 months	3	3	2	3	4	3	3	3	1	3	4	5	2	2	3
Once in 4-6 months	3	3	2	3	3	3	1	4	3	3	3	4	2	4	3
Less often	10	10	16	9	9	11	13	9	13	13	14	10	7	7	13
Never	21	21	18	17	19	22	22	24	26	27	19	24	34	18	23

# Researching Other items

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
<b>Researching items to purchase</b>															
Daily	6	6	11	5	4	6	6	5	6	7	5	6	4	8	6
Most days of the week	7	6	12	7	4	7	7	5	8	6	10	10	7	7	10
At least once a week	10	8	14	9	7	11	11	7	16	8	11	11	6	7	13
At least once a fortnight	6	5	4	6	7	7	6	4	5	4	6	7	2	4	6
Once a month	12	8	9	12	13	11	15	7	10	9	14	13	8	9	14
Once in 2-3 months	5	3	6	5	8	6	7	4	3	4	6	7	2	5	5
Once in 4-6 months	4	2	1	5	4	5	4	4	3	2	4	5	3	3	4
Less often	14	13	24	14	14	16	17	9	12	17	18	13	9	12	16
Never	37	49	20	37	40	31	29	55	37	42	26	28	58	45	26
<b>Researching/choosing holidays</b>															
Daily	3	4	7	3	3	2	4	3	5	5	5	3	3	3	3
Most days of the week	4	5	8	3	2	6	3	4	4	6	3	4	3	5	6
At least once a week	5	4	8	6	4	6	7	4	3	7	5	5	3	3	6
At least once a fortnight	4	3	7	4	3	5	4	2	7	2	5	4	3	3	3
Once a month	8	5	8	9	7	6	12	5	6	6	8	9	4	4	10
Once in 2-3 months	6	4	2	5	6	6	6	4	7	4	7	8	3	7	10
Once in 4-6 months	8	7	15	7	9	12	7	7	10	4	11	12	5	9	8
Less often	16	11	18	14	18	20	17	12	21	14	21	15	14	16	21
Never	47	57	26	49	48	38	42	60	37	53	36	40	62	51	33
<b>Research for deals/ special offers</b>															
Daily	12	15	16	14	7	12	9	12	12	12	8	8	10	15	12
Most days of the week	10	11	9	9	9	12	9	7	11	9	12	11	6	12	12
At least once a week	10	9	14	10	7	12	10	7	8	8	10	12	7	8	13
At least once a fortnight	5	3	4	6	5	5	7	6	3	4	6	6	2	7	5
Once a month	8	7	11	9	8	12	9	5	9	6	11	10	3	7	10
Once in 2-3 months	4	3	4	4	4	3	4	2	3	3	4	3	2	3	4
Once in 4-6 months	4	3	2	4	3	4	6	3	4	3	3	6	2	4	3
Less often	12	10	12	10	13	13	15	8	15	15	15	11	9	9	14
Never	36	40	28	35	43	28	32	49	35	40	31	34	57	35	28

# Social Networking

# Popular Social Networking Websites

Q. Which of the following social networking websites do you currently use/ have an account on?  
(Please select all that apply)

- Facebook is the most widely used Social networking website across the region 91% claiming to using it.
- Amongst other sites use Orkut emerges to be popular in Kuwait, Oman and Qatar.

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Facebook	91	90	81	95	91	86	92	90	90	90	94	86	83	94	90
Twitter	26	21	27	30	23	30	24	19	26	18	28	30	21	23	27
LinkedIn	16	6	21	10	14	17	24	7	21	29	27	20	8	9	28
Netlog	12	12	5	14	10	13	8	16	15	6	10	18	7	10	8
Hi5	9	4	8	12	10	8	6	6	10	8	14	6	11	7	12
Others	19	16	22	12	17	31	12	20	34	24	40	22	12	18	25
None	7	8	18	4	7	10	6	8	9	6	5	10	14	4	7

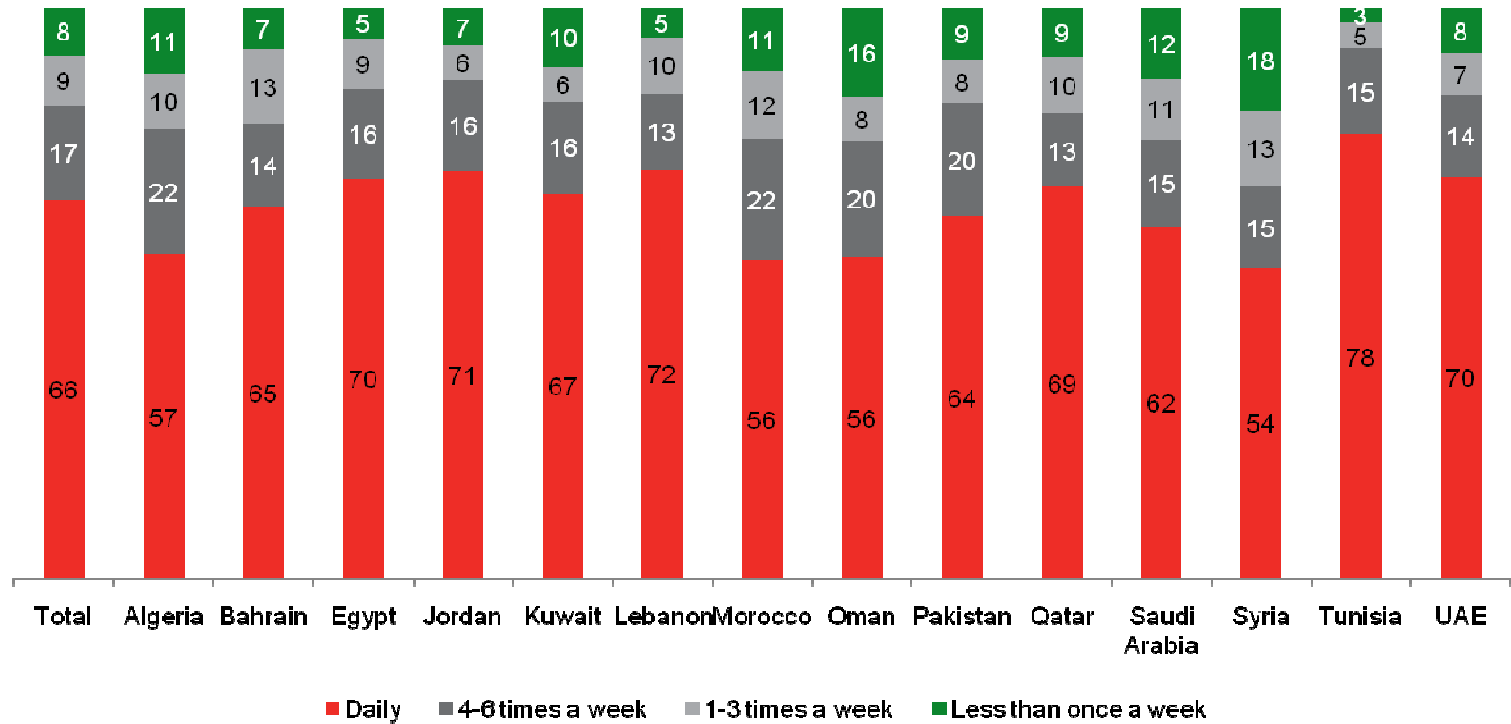
Base: All: 8981

All figures are percentages

# Frequency of Usage - Facebook

Q. How often do you sign into each account?

- Overall 2 in 3 respondents claim using Facebook everyday. Higher daily usage seen in UAE, Tunisia, Qatar, Lebanon, Kuwait, Jordan, Egypt and Bahrain.
- Those in Syria appear to use it less often than others.



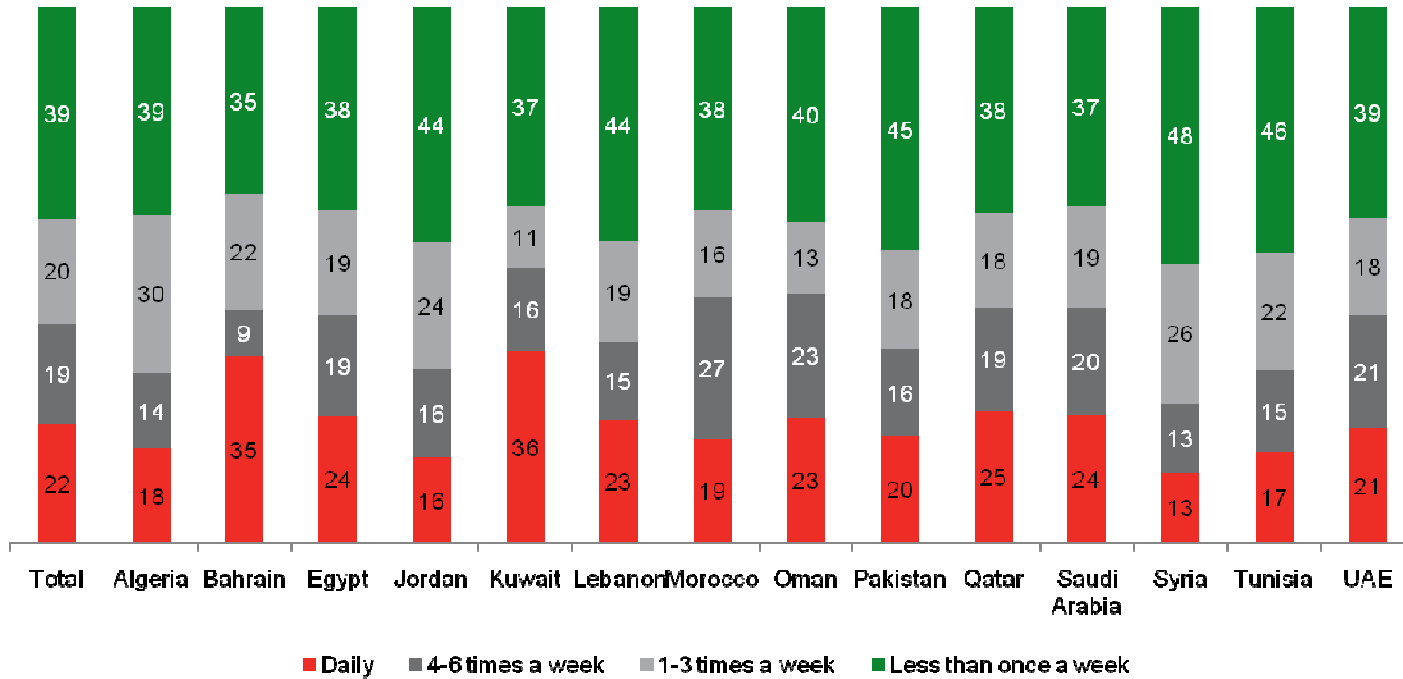
Base: Those who use Facebook: 8160

All figures are percentages

# Frequency of Usage - Twitter

## Q. How often do you sign into each account?

- Twitter is significantly less popular than Facebook. Daily usage levels are also 1/3<sup>rd</sup> of Facebook. However in Kuwait and Bahrain it exhibits higher usage than other countries surveyed.



Base: Those who use Twitter: 2345

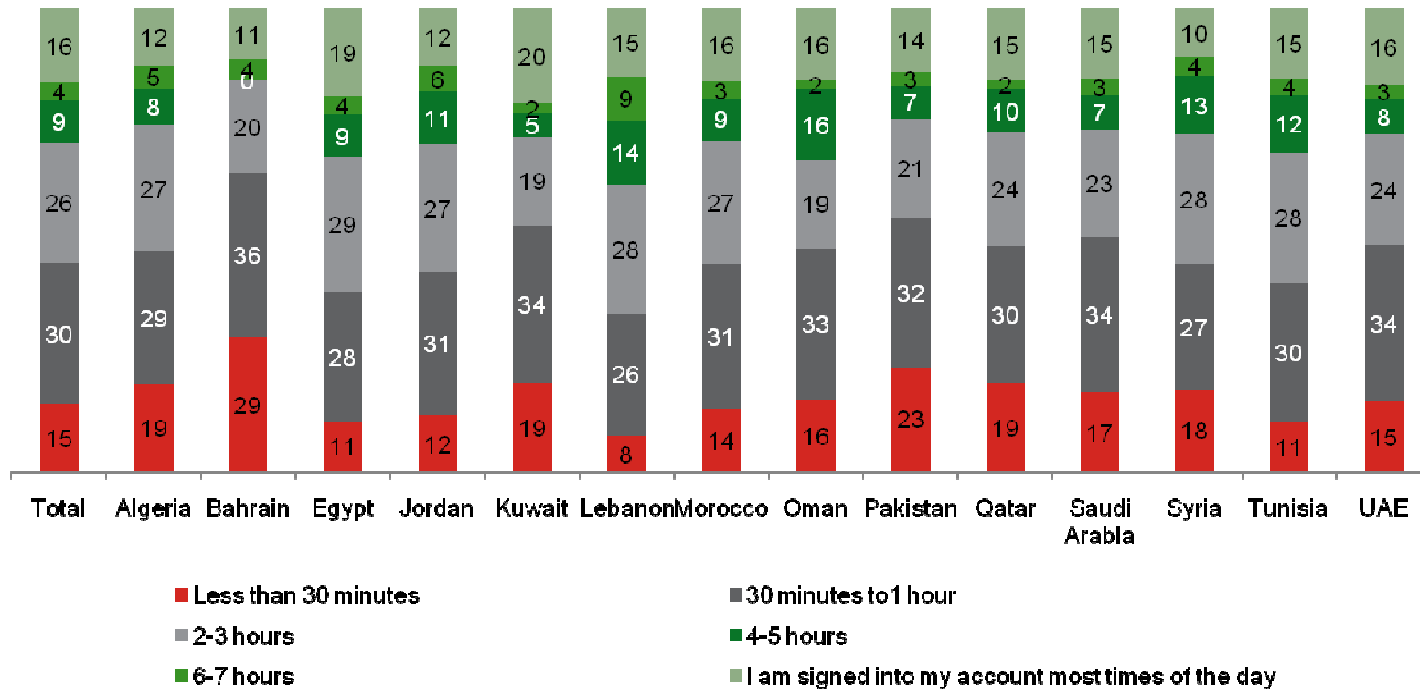
All figures are percentages



# Daily time spent on ....Facebook

Q. On average, how much time do you spend on...

- At least 50% of those surveyed claim using 30 minutes to 3 hours on Facebook. Interestingly 16% claim they're always signed into their accounts.

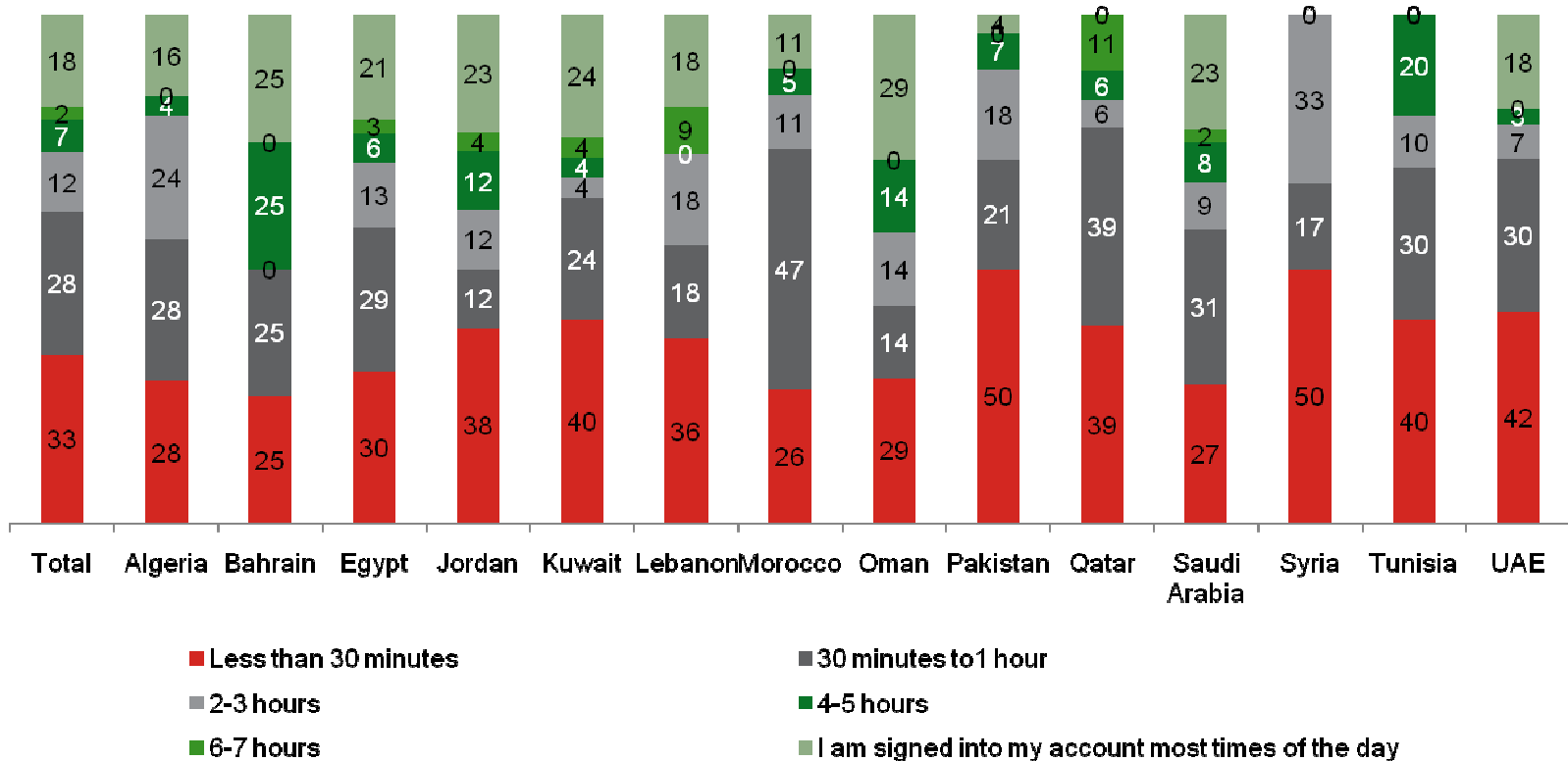


Base: Those who use Facebook daily: 5412

All figures are percentages

## Daily time spent on ....Twitter

- Over half of those who use Twitter daily claim they use it for a max of one hour in a day.



Base: Those who use Twitter daily: 520

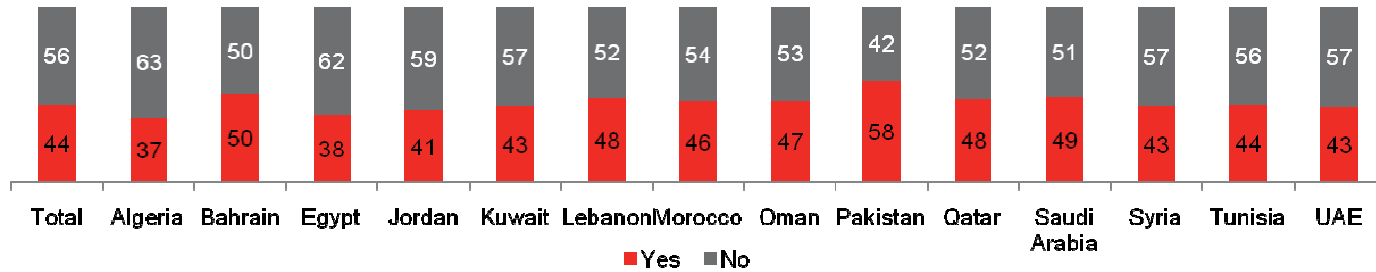
All figures are percentages

# Use of social networking sites at work

Q. Do you access the social networking sites at work?

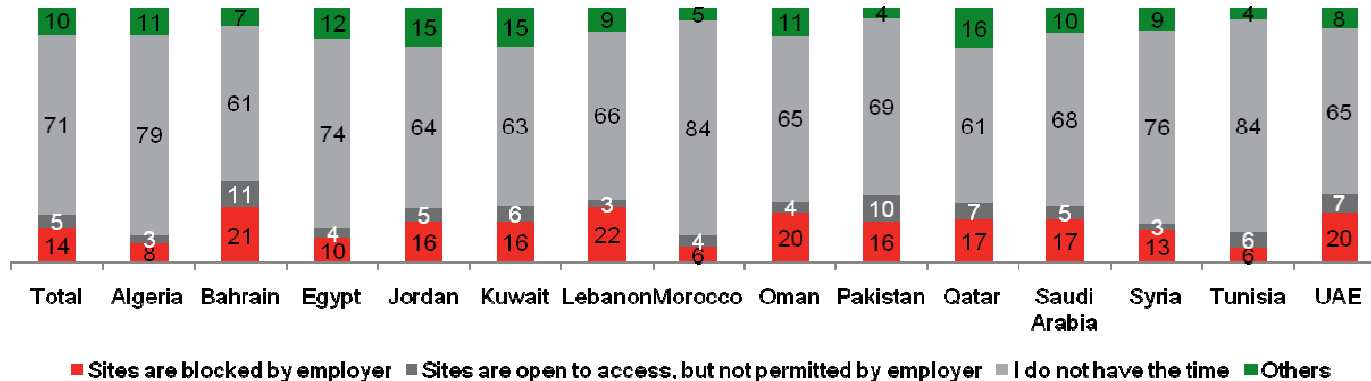
Q. Why don't you access social networking sites at work?

- 44% of the total respondents claim they use social networking websites at work. Highest usage seen in Bahrain, Qatar and KSA. Pakistan highest across the region with 58% claiming to use social networking website at work.
- Amongst those not accessing 'Lack of time' cited as the main reason. Another nearly 20% not permitted by employer to do the same.



Base: Those who use working and use Social networking websites: 398

## Reasons for not using social networking at work

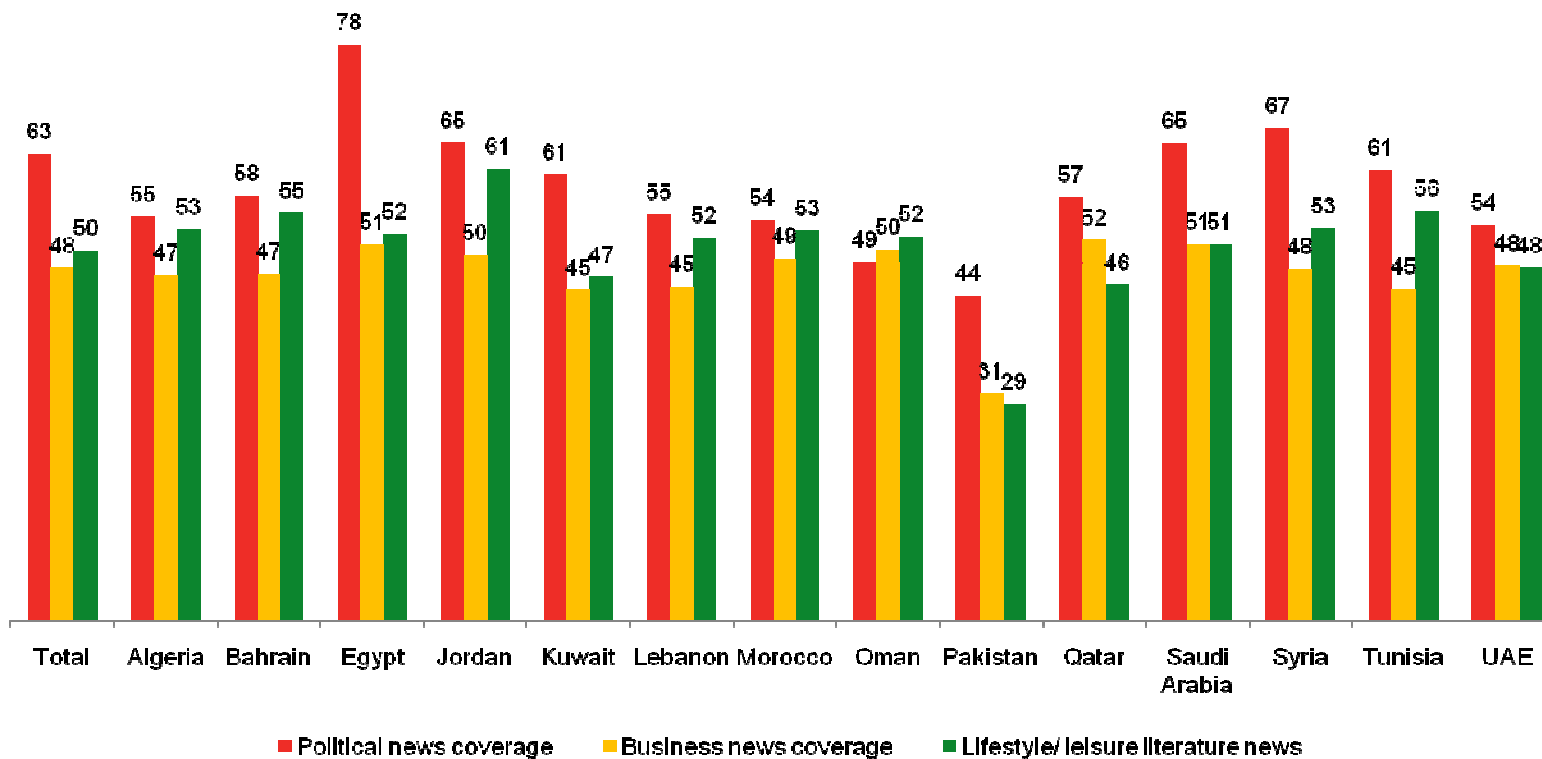


Base: Those who do not use Social networking websites: at work 398

## News coverage...

Q. Do you access any of the following online?

- In terms of news coverage, 'political news' followed by 'lifestyle news' is accessed by mostly by the people of this regions.



Base: All: 8981  
All figures are percentages

## Concerns regarding the internet

Q. We all know what the internet can offer, but concerns have been raised about the negative influence it has on our lives. To what extent are you concerned about the following aspects of the internet?

- Easy access of 'inappropriate content' especially to children and youth is a major cause of concern amongst the people of this region. This concern has been elicited more by respondents from Algeria, Syria, Tunisia and Jordan.
- Addiction to the Internet is seen as major concern in Morocco and Tunisia.

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Pakistan	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Inappropriate content being easily accessible to children/ youth	3.36	3.52	3.20	3.44	3.48	3.32	3.12	3.57	3.29	2.89	3.28	3.39	3.51	3.48	3.16
Internet addiction	2.00	3.03	2.86	3.06	3.00	3.02	2.73	3.22	2.91	2.60	3.04	2.08	2.96	3.11	2.91
Keeps people away from an active lifestyle	2.93	2.91	2.75	2.97	3.02	3.08	2.79	3.07	2.95	2.58	2.97	2.99	3.01	2.95	2.90
Social interaction becoming limited away from the internet	2.79	2.71	2.58	2.80	2.90	2.88	2.67	2.73	2.67	2.51	2.79	2.89	2.93	2.92	2.80
Spamming – Unwanted/ undesirable communication/ e-mails	2.77	2.65	2.74	2.72	2.83	2.86	2.80	2.85	2.72	2.64	2.90	2.86	2.72	2.89	2.84
Lack of privacy i.e. personal information being easily available to others	2.61	2.53	2.60	2.59	2.71	2.75	2.68	2.57	2.64	2.33	2.67	2.72	2.56	2.60	2.67

Base: All: 8981

All figures are percentages

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