The Internet usage study in Saudi Arabia

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Agenda

- **What** is the Internet usage study ?
- **Why** do we need it ?
- **How** it had been done ?
- **Who** was the targeted correspondents?
- **Where** did it toke place ?
- **When** did that happen ?
- THE NUMBERS !!

What is the Internet usage study ?

- A comprehensive survey based market research study covering a wide range of Internet related aspects in Saudi Arabia.
- Both Quantitative and Qualitative study
- Face to Face interviews
  - PC penetration
  - Internet penetration
  - Broadband penetration
  - Usage habits
  - Users perception of the services, quality and prices
  - triggers and barriers for the internet usage
  - and a lot More !!
- Experts interviews

Why do we need it ?

- Fully understand the current status of the Internet services in Saudi Arabia
- Findings will be used to draw both short term and long term plans to enhance the service
- Reliable source for ICT related indicators
- The Impact of the newly introduced services

Who was the targeted correspondents?

- The Study was divided into five sectors :
  - Individual users (consumers)
  - Beanies and corporate sector
  - Government sector
  - Education sector
  - Health sector
- Understand the nature of each sector
- Respondents were selected to correctly represent each sector
- The work was repeated for **tree waves** to measure growth
- Sample details will follow

How it had been done ?

- Personal **face-to-face** interviews were conducted amongst the target respondent using a structured questionnaire designed for the study.

- Households were contacted using a using the proper statistical methods

- In the individual survey, respondents aged 15-60yrs were included

- in the business, health, education and government sector key decision makers i.e. IT Managers/Admin managers, Owners, etc. were interviewed.

- Listing questionnaire and detailed questionnaire were prepared. The questionnaire lasted for 35-40 minutes.

Where did it toke place ?

- The interviews were conducted to be nationally representative hence all the provinces were included in the study except for business where key province where only included.
- Individual Correspondents were interviewed in the place of their choice
- Correspondents from other sectors were interviewed in their place of work .

When did that happen ?

- First Wave toke place in 2007
- Second Wave toke place in 2008
- Third Wave started in 2010 and it is about to be finished
- May be repeated

Work Phases

- Each wave has the following phases :
  - Planning and preparations
  - The actual fieldwork (survey)
  - Data bunching
  - Data processing
  - Qualitative analyses
  - Benchmarking
  - Reporting

Quality Controls

Monitoring Fieldwork through Quality Controls:

- During Fieldwork the Field/Project Manager will ensure that all interviewers are following the instructions given to them and that quality is maintained at the highest levels at all times.

- Quality control include:
    - Interviewer accompaniment
    - Answer format checking
    - Back checking

- The entire quality control and checking process are transparent and open.

- Data entry quality controls

Sample Profile

Segments	For each wave
Consumers	~7,570
Business establishments	~1,296
Health sector	~400
Education sector	~700
Government sector	~441
TOTAL	**~10,407**

Note : in most cases the actual sample is more than the shown numbers

Consumer Sample Profile

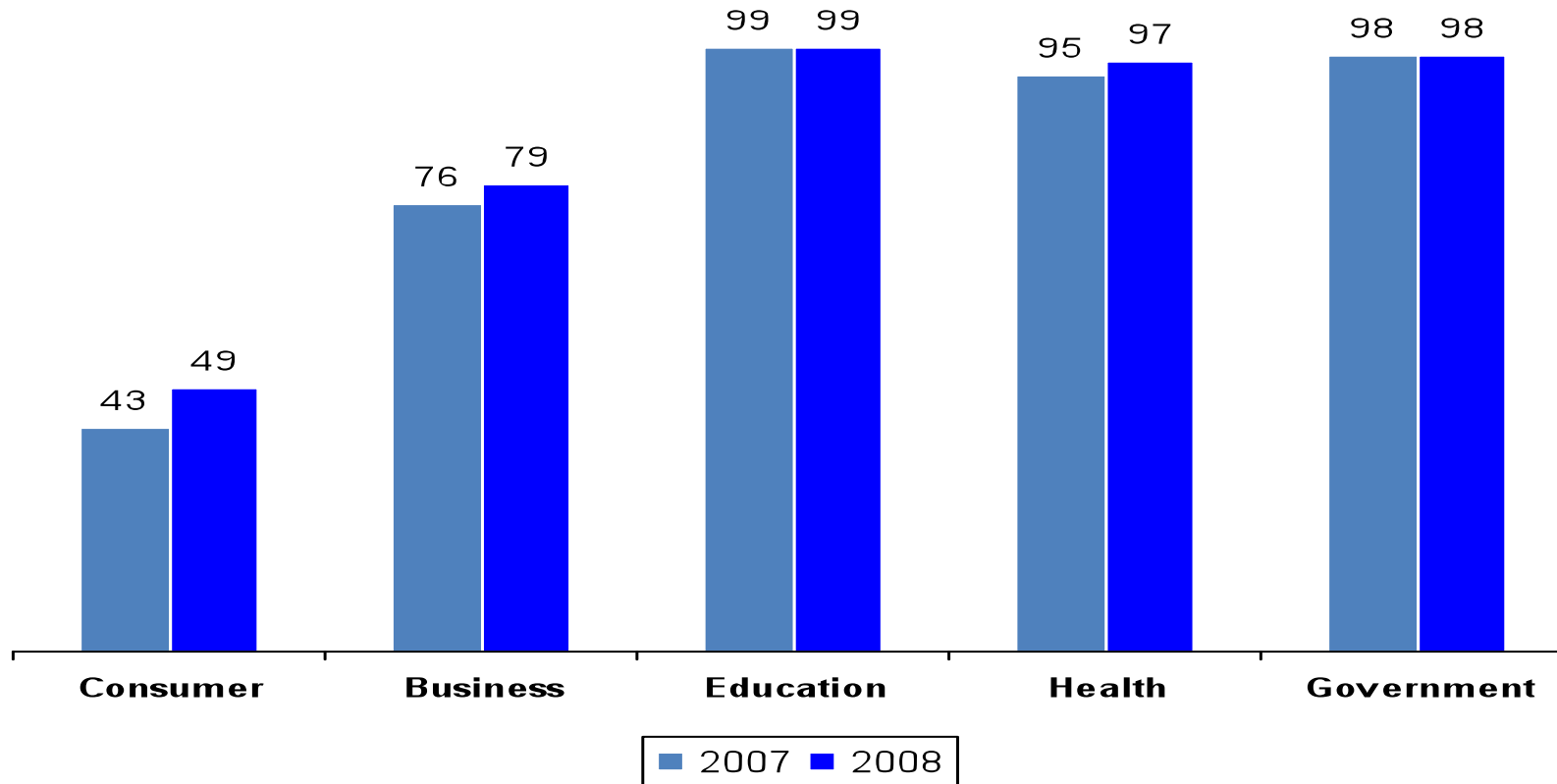|	For each wave
Male	54%
Female	46%
15 - 24 years	29%
25 - 34 years	29%
35 - 44 years	21%
45 - 54 years	11%
55 - 64 years	10%
65 - 70+ years	1%
Saudi National	79%
Expat Arabs	12%
Asians	9%
SEC A/B	17%
SEC C1	31%
SEC C2	36%
SEC D/E	16%

Detailed Findings

Personal Computer Usage

PC Availability in KSA

Base: All respondents

PC Penetration among Consumers is the ownership of computer in the household (calculated for the entire population) Source: www.cdsi.gov.sa

Q. Can you tell me which of the following services do you currently have?

Type of PC Owned

	2007	2008
DESKTOP PC (IN %)		
Consumer	88	77
Business	99	98
Education	100	100
Health	100	99
Government	100	99
LAPTOP PC (IN %)		
Consumer	46	59
Business	37	51
Education	15	18
Health	16	25
Government	36	29

Q. Please tell me which of these computer devices do you currently own?

Language of Operating System

	2007	2008
ARABIC (IN %)		
Consumer	70	76
Business	45	34
Education	83	77
Health	42	50
Government	63	56
ENGLISH (IN %)		
Consumer	12	11
Business	13	11
Education	1	3
Health	10	1
Government	4	-
BOTH ARABIC AND ENGLISH (IN %)		
Consumer	18	12
Business	42	55
Education	16	20
Health	48	49
Government	33	44

Q. May I know the language of the operating system that is currently used?

Place of using Computer

Consumers

Slight increase of computer usage at home

At home
- 91
- 94

At work
- 34
- 32

Internet café
- 15
- 13

Place of education
- 5
- 7

Friend's / relative's home
- 6
- 7

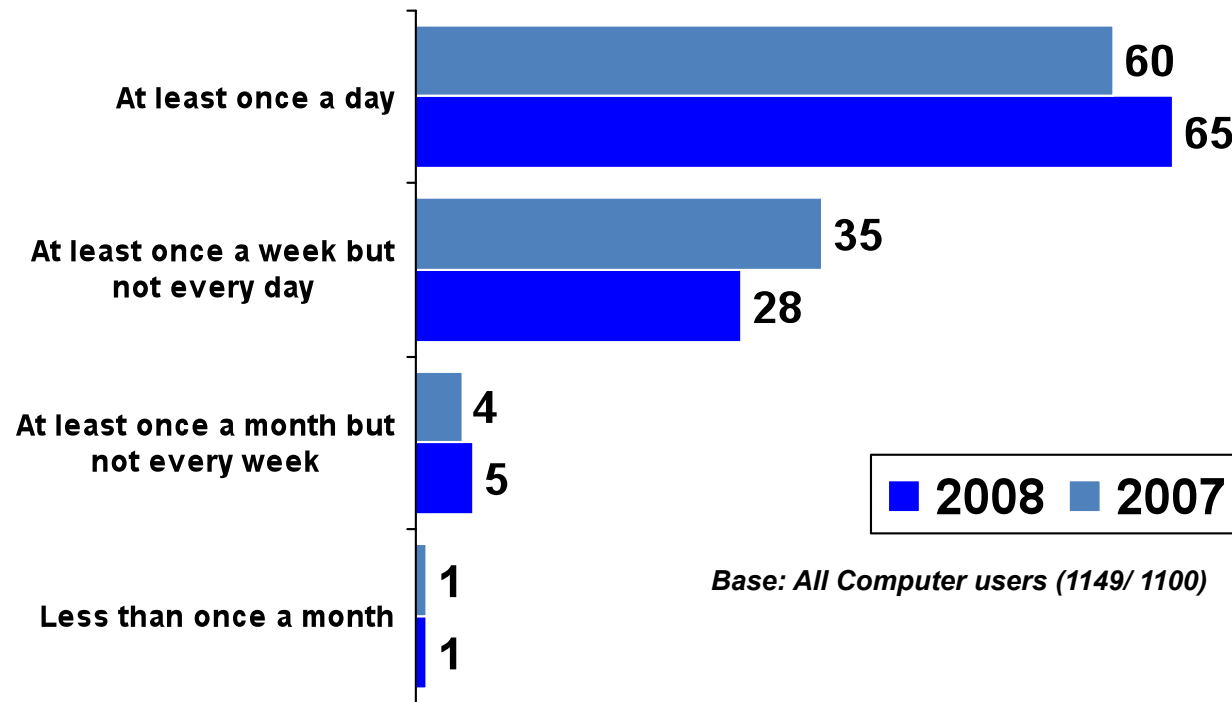■ **2008** ■ **2007**

Base: All Computer users (1149/ 1100)
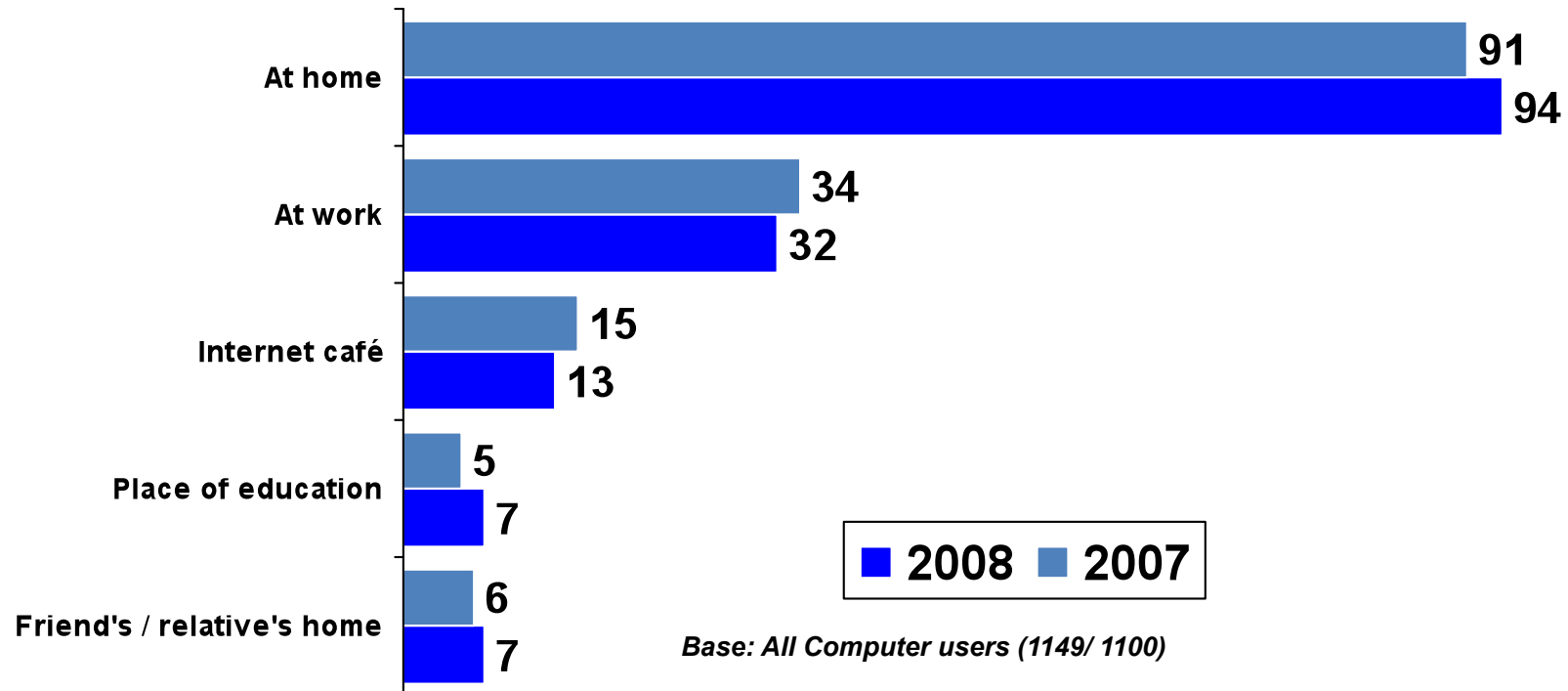
Q. Please tell me where do you usually use your computer device ?

Consumers Frequency of using Computer

Increase in everyday computer usage

At least once a day
- 60 (2007)
- 65 (2008)

At least once a week but not every day
- 35 (2007)
- 28 (2008)

At least once a month but not every week
- 4 (2007)
- 5 (2008)

Less than once a month
- 1 (2007)
- 1 (2008)

■ 2008 ■ 2007

Base: All Computer users (1149/ 1100)

Q. How often, would you say, do you use your computer device?

هيئة الاتصالات وتقنية المعلومات
Communications and Information Technology Commission
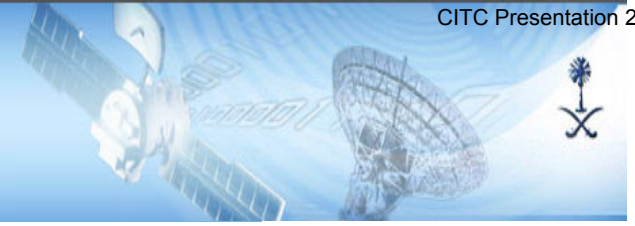
Detailed Findings

Internet Usage

Consumers   Internet Penetration in KSA

> Increased internet users in KSA.

Personally uses the Internet

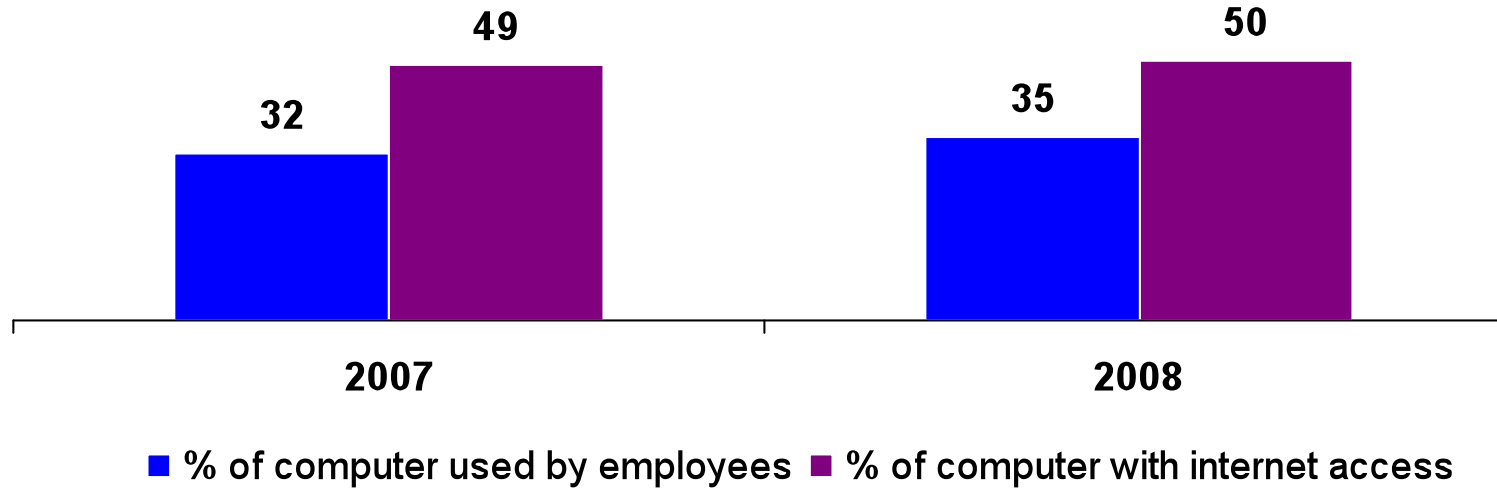|	**2007**	**2008**
Total population of KSA	23,980,834	25,035,000
Population of 15 to 60 years old	15,107,925 (63% of Total population)	15,772,050 (63% of Total population)
Internet usage among 15 to 60 year olds	7,705,042 (51% of 15 to 60 year olds)	9,605,178 (61% of 15 to 60 year olds)
Internet accessed in the last 2 weeks+	7,319,790 (95% of 15 to 60 year old Internet users)	9,124,920 (95% of 15 to 60 year old Internet users)
Internet users out of the Total population	**30.5%**	**36%**

*source: www.cdsi.gov.sa Population and Housing Characteristics in the Kingdom of Saudi Arabia Demographic Survey 1428H 2007)

Q. Can you tell which of the following services do you currently have?
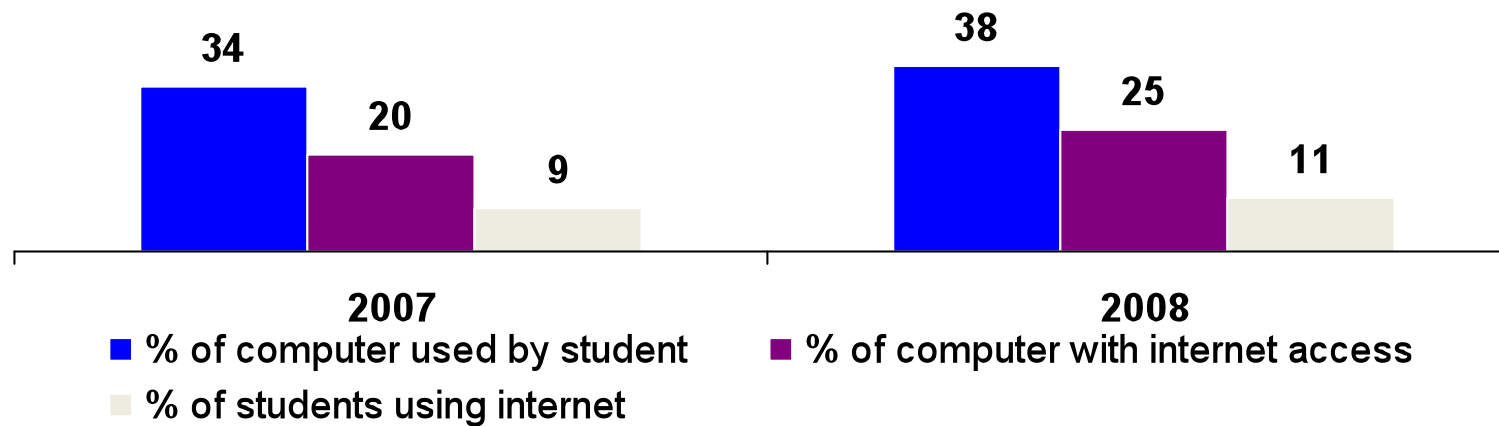
Business

Internet Penetration

49

50

32

35

2007

2008

■ % of computer used by employees ■ % of computer with internet access

Q. Can you tell which of the following services do you currently have?

Internet Penetration

Education

34

20

9

2007

38

25

11

2008

- % of computer used by student
- % of computer with internet access
- % of students using internet

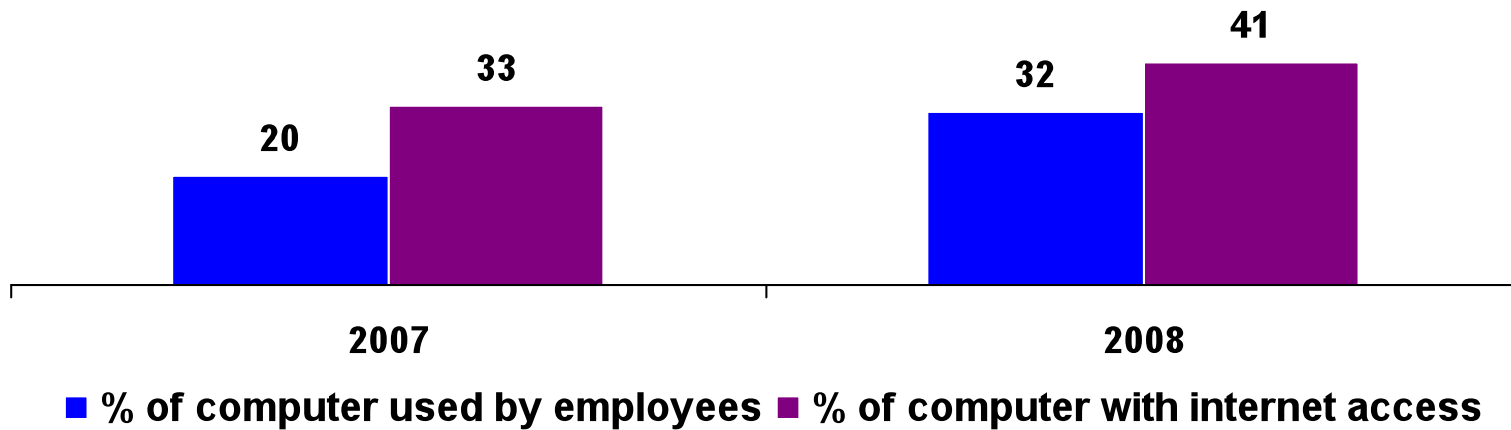*Q. Can you tell which of the following services do you currently have?*

Health

Internet Penetration


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                                                                    41
                              33                          32
          20
                                          2007                            2008
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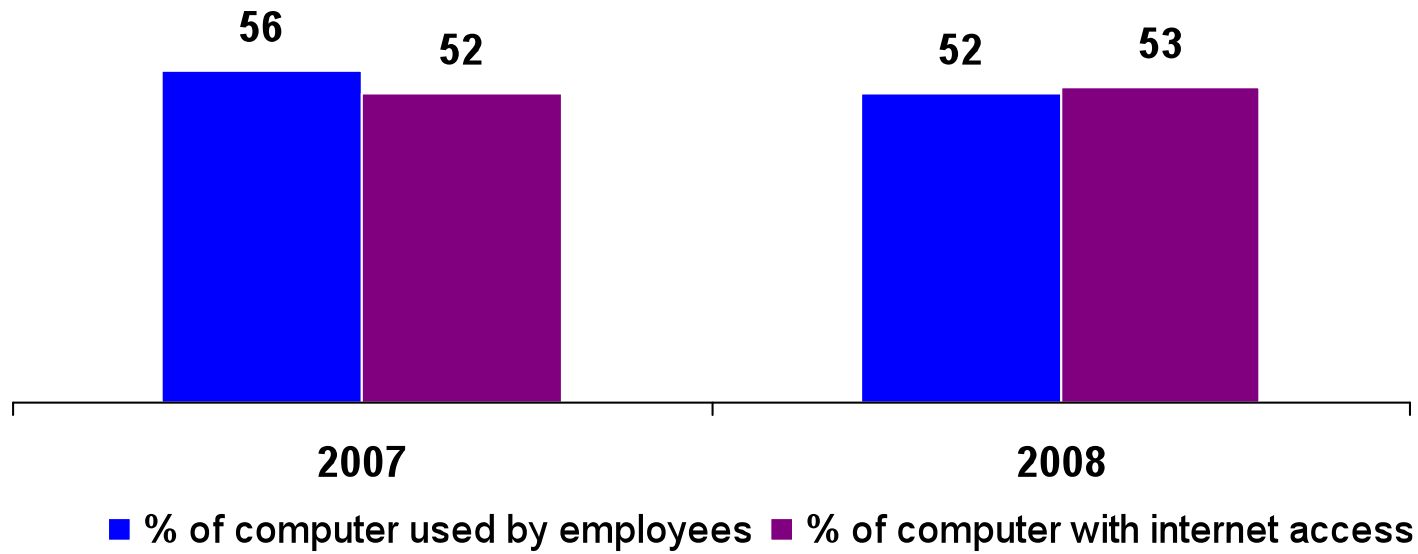
■ **% of computer used by employees** ■ **% of computer with internet access**

Q. Can you tell which of the following services do you currently have?

Internet Penetration

Government

56   52   52   53

2007   2008

■ % of computer used by employees   ■ % of computer with internet access

Q. Can you tell which of the following services do you currently have?

Type of Internet Connection

	2007	2008
DIAL-UP (IN %)		
Consumer	44	14
Business	27	7
Education	78	67
Health	33	9
Government	16	6
DSL/ BROADBAND* (IN %)		
Consumer	47	75
Business	73	91
Education	22	29
Health	64	83
Government	69	80

Significant increase in usage of DSL/broadband connection across the different sectors (except for education sector). The education sector is the only sector that is still mainly connected to the web through dial-up connection

*Broadband is defined as any broadband connection, from DSL / Broadband 64KB/Sec to DSL / Broadband 2MB/Sec

Q. Please tell me what type of internet connections are you currently subscribed to?

Satisfaction with Internet Service

	2007	2008
Very/ Somewhat Satisfied (IN %)		
Consumer	66	72
Business	71	64
Education	45	34
Health	67	51
Government	57	55

Increase in satisfaction among consumers when it comes to their internet service (connected to the web through broadband). The education sector which is mainly connected by dial-up has an increased level of dissatisfaction.

Other sectors, have generally tempered satisfaction levels.

Q. On a scale of 1 to 5 where 1 means 'Not at all satisfied' and 5 means 'Extremely satisfied' can you please tell me your satisfaction with the internet service you receive?

Perception about Internet Cost

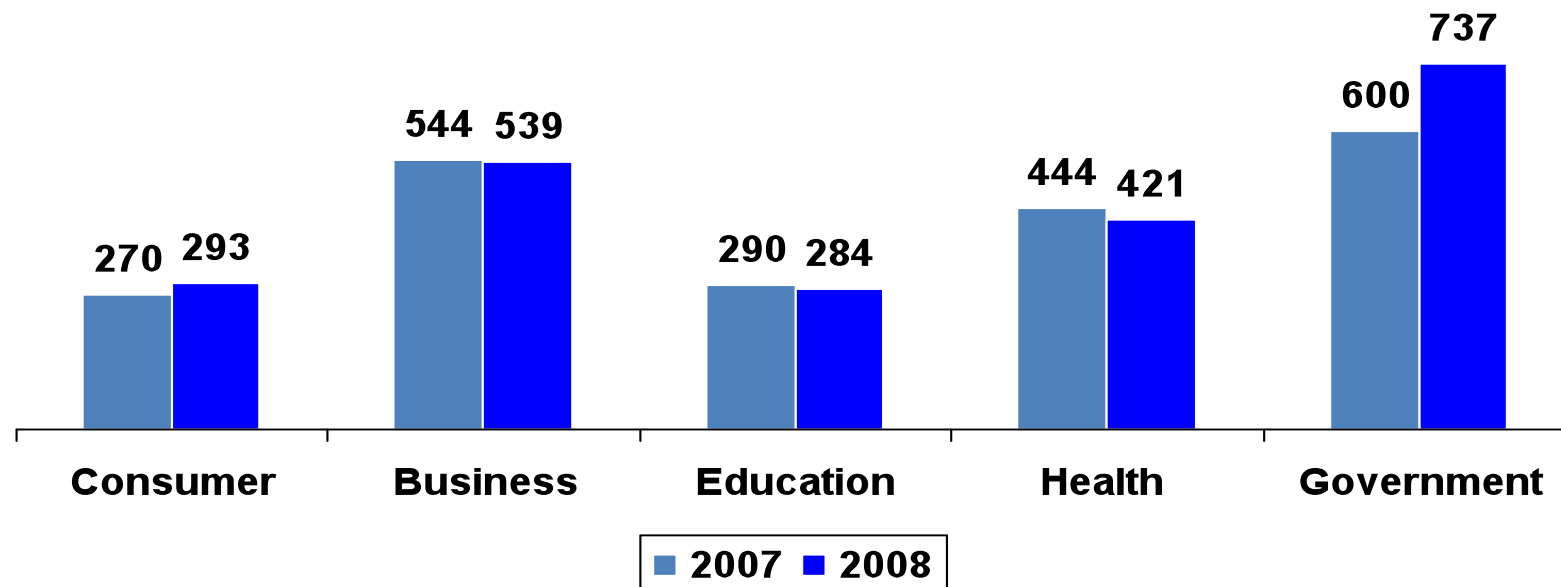|	2007	2008
BOTTOM 3 BOX (Extremely/ Somewhat Affordable) (IN %)		
Consumer	72	75
Business	72	82
Education	63	52
Health	69	83
Government	55	66

The majority of sectors have said that internet cost has become more affordable in 2008.

Q. On a scale of 1 to 5 where 1 means 'Extremely expensive' and 5 means 'Extremely affordable' generally, can you please tell me how expensive or affordable do you think internet costs are with the Kindgom?

Average amount spent on Internet connection

Higher spending for internet connection for the government sector. Other sectors have maintained their spending from last year's levels.

Consumer 270 293
Business 544 539
Education 290 284
Health 444 421
Government 600 737

■ 2007 ■ 2008

Q. May I know how much do you spend for using internet on an average in a month ?

Figures in SAR

Easiness of Subscribing to Broadband Services

	2007	2008
TOP 2 BOX (Extremely/ Somewhat Easy) (IN %)		
Consumer	59	→ 68
Business	65	→ 78
Education	59	→ 64
Health	56	56
Government	41	→ 54
BOTTOM 2 BOX (Extremely/ Somewhat Difficult) (IN %)		
Consumer	14	4
Business	13	2
Education	18	-
Health	18	5
Government	22	2

Almost all sectors are saying that it is easier in 2008 to avail of broadband services. The health sector has the same opinion as of last year.

→ Directionally higher

Q. On a 5 point scale where 1 means extremely difficult and 5 means extremely easy, how would you rate the easiness of obtaining a broadband connection in the kingdom ?

Proportion of those who are concerned with Filtering

Filtering is not a concern of the majority – this is a higher concern among consumers as compared to other sectors.
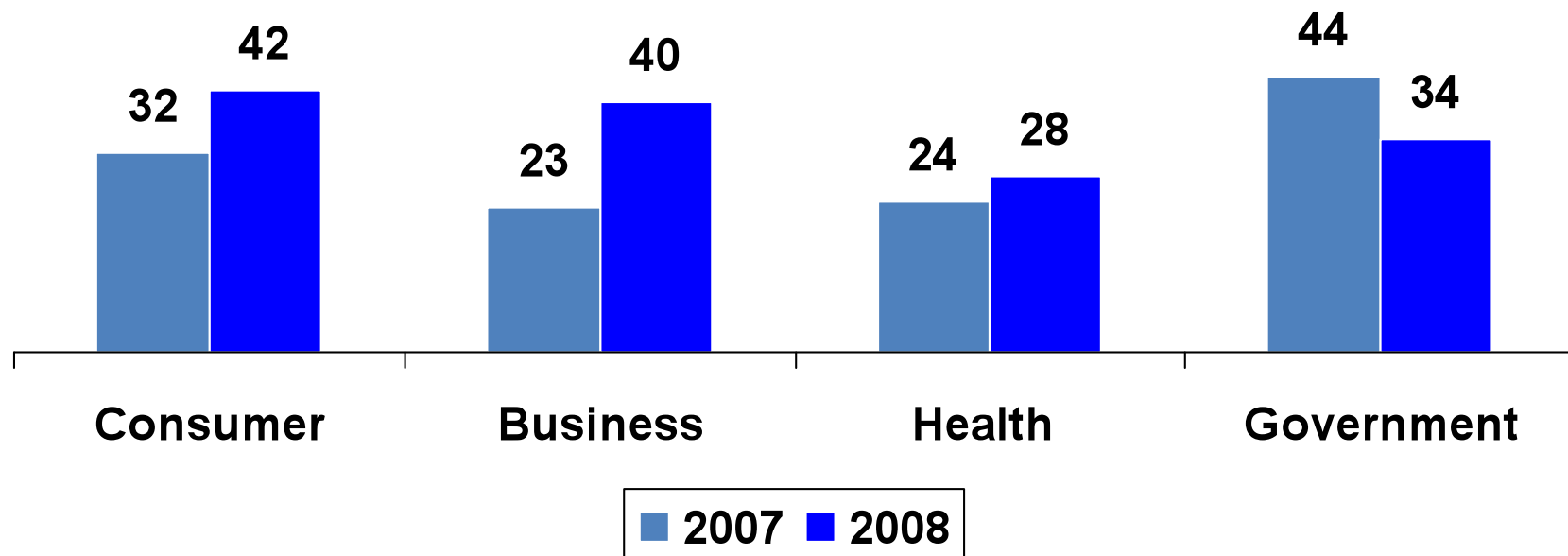
% of those concerned with filtering

	Consumer	Business	Health	Government
2007	40	12	6	17
2008	33	11	13	19

■ 2007 ■ 2008
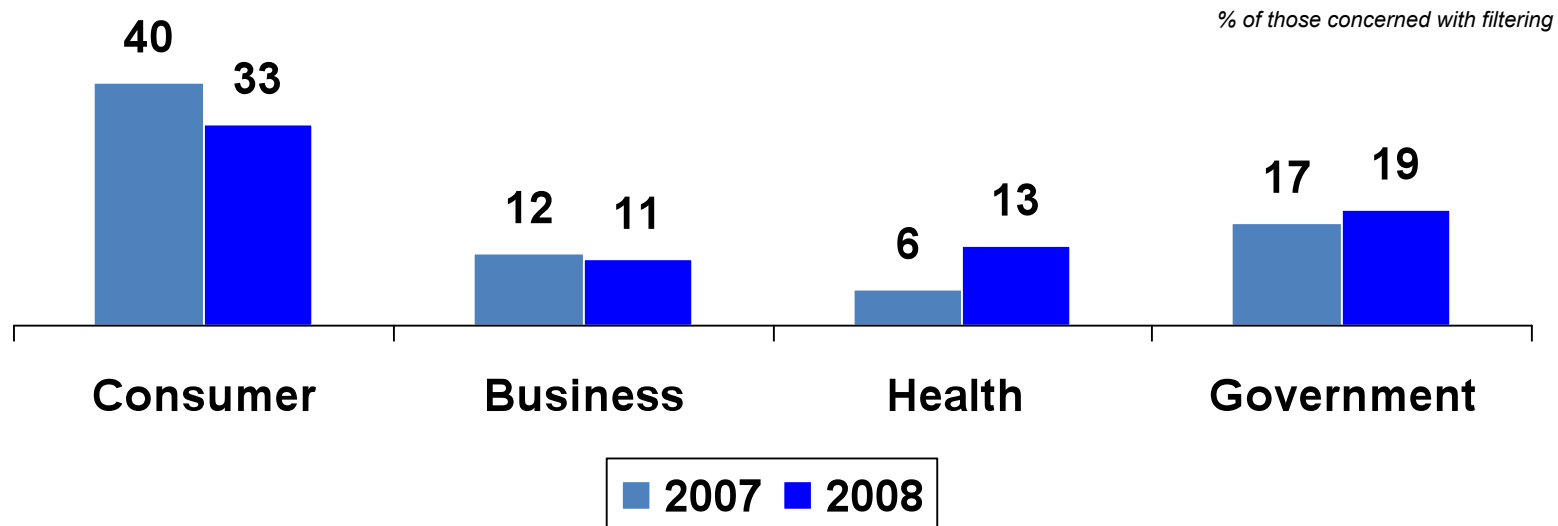
Q. While surfing the internet, have you ever found the information filtering an area of concern to you?

Proportion of those who receive SPAM emails

Most sectors receive SPAM emails, lowest would be for Health agencies

	Consumer	Business	Health	Government
2007	32	23	24	44
2008	42	40	28	34

■ 2007 ■ 2008

Q. Given the nature of the e-mails you receive, while receiving e-mails are you suffering from SPAM/JUNK e-mails?

Online activities

Consumers

	2007	2008
Base: All using internet	*933*	*968*
Communication	77	74
Getting information	56	48
Entertainment	49	49
Business	22	16

Business

	2007	2008
Base: All using internet	*410*	*471*
Getting information	84 →	93
Communication	74	68
Business	71	65
Entertainment	-	20

For consumers, the web is mainly for communication while for the other sectors it is for getting information. This has greatly for the business and health sector.

Health

	2007	2008
Base: All using internet	*51*	*53*
Getting information	78 →	85
Communication	55	74
Business	35	42
Entertainment	24	34

→ Directionally higher

Government

	2007	2008
Base: All using internet	66	73
Getting information	73	78
Communication	74	66
Business	74	30
Entertainment	23	29

Education

	2007	2008
Base: All using Internet	*519*	*164*
Getting information	57	59
Communication	76	62
Business	7	5
Entertainment	20	20

Q. Can you please tell me the activity you do most often when you are online ?

Consumers — # Average monthly spend on Internet

> There is a slight increase in spend on Internet.

270 — 2007

293 — 2008
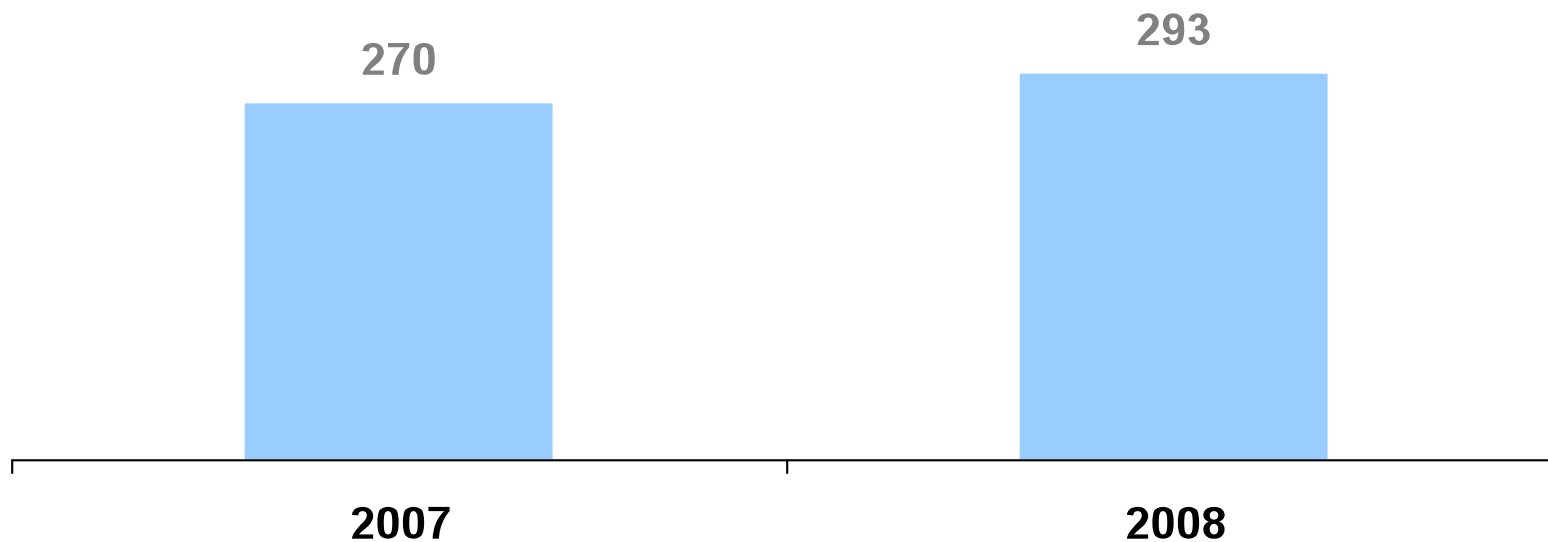
Figures in SAR
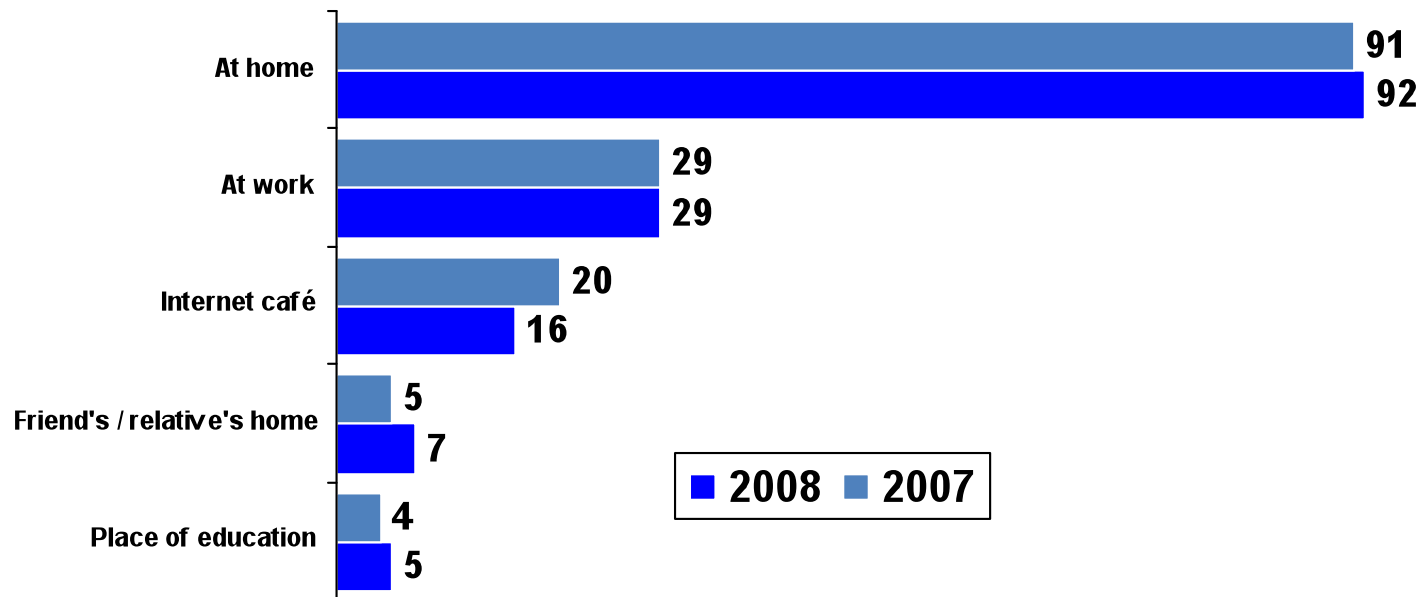
Base: All Internet users (418/ 715)

Q. May I know how much do you spend for using internet on an average in a month?

Consumers — Place of accessing Internet

Home is still the usual place where they do their internet activities

At home
- 91 (2007)
- 92 (2008)

At work
- 29 (2007)
- 29 (2008)

Internet café
- 20 (2007)
- 16 (2008)

Friend's / relative's home
- 5 (2007)
- 7 (2008)

Place of education
- 4 (2007)
- 5 (2008)

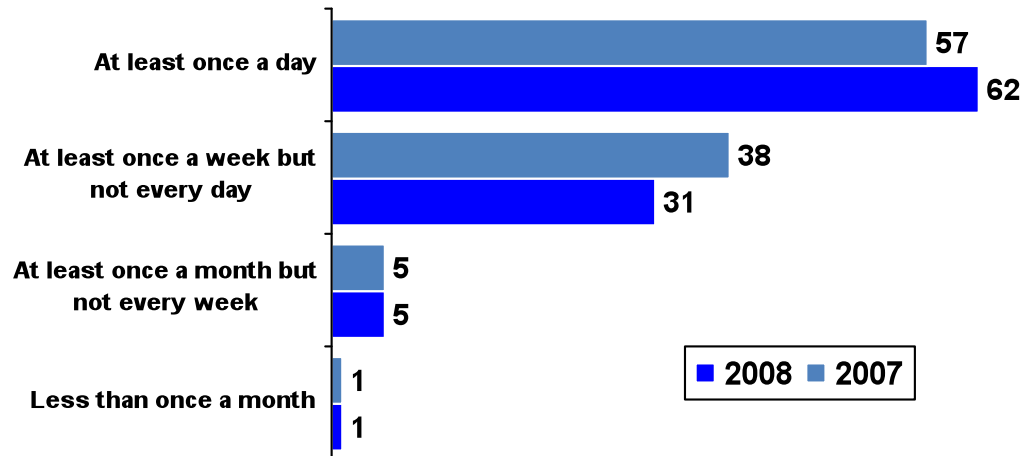■ **2008** ■ **2007**

Base: All Internet users (933/ 968)

Q. Please tell me where do you usually use the internet ?

Consumers | Frequency of using Internet

Increase for daily internet usage

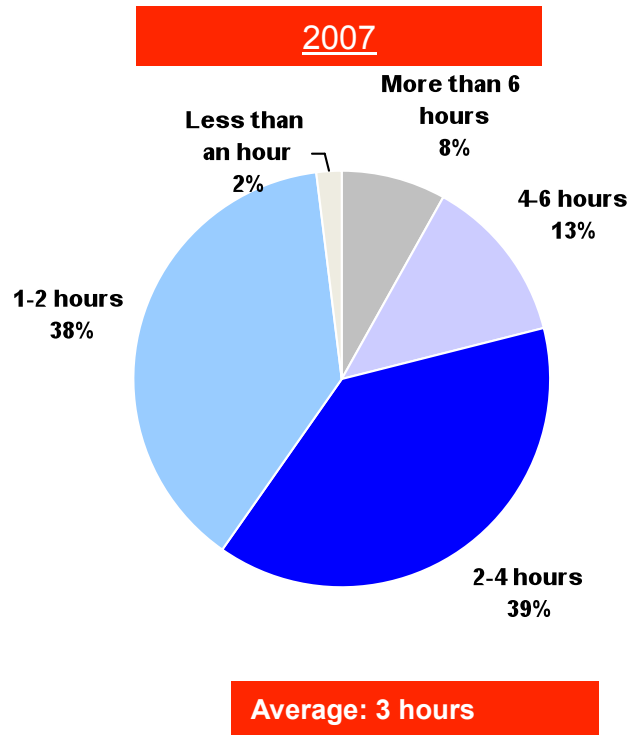|	2008	2007
At least once a day	62	57
At least once a week but not every day	31	38
At least once a month but not every week	5	5
Less than once a month	1	1

Base: All Internet users (933/ 968)

Q. How often, would you say, do you use the internet ?

Consumers

Number of hours spent on Internet

2007

Less than
an hour
2%

More than 6
hours
8%

4-6 hours
13%

1-2 hours
38%

2-4 hours
39%

Average: 3 hours

2008

Less than
an hour
4%

More than 6
hours
7%

4-6 hours
14%

1-2 hours
33%

2-4 hours
42%

Average: 3 hours
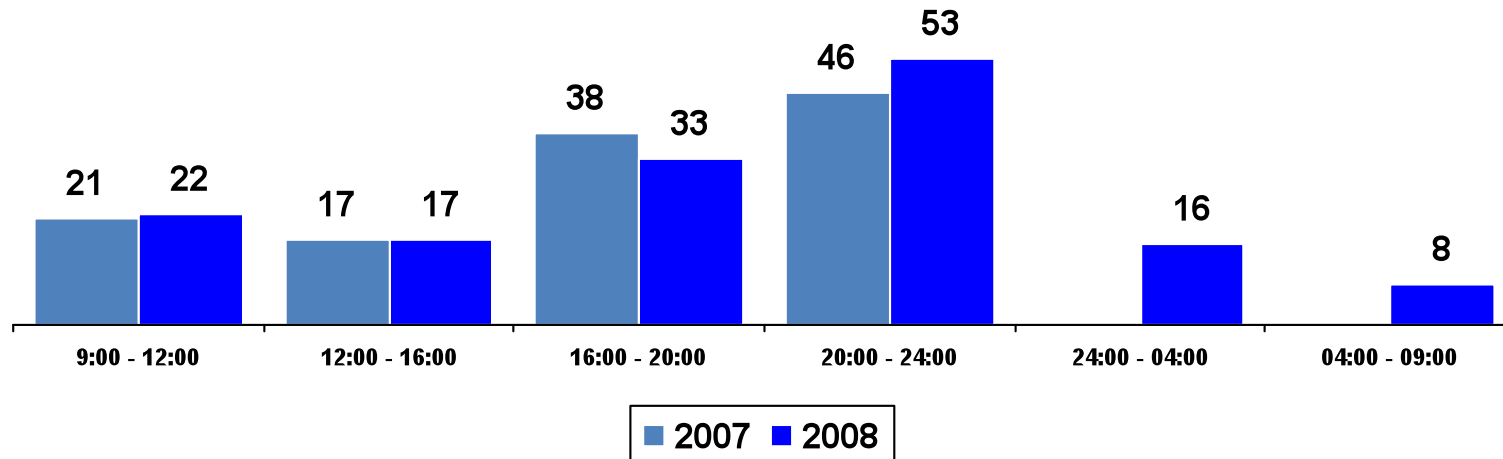
Base: All Internet users (933/ 968)
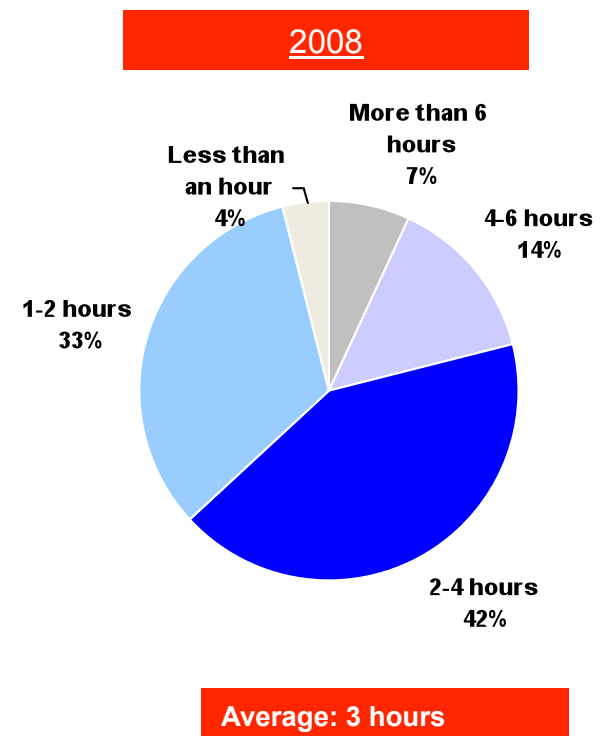
Q. Once you start surfing the net generally how many hours do you spend ?

Consumers

Time of the day internet used

Increase in past midnight and early morning use of the internet.

	9:00 - 12:00	12:00 - 16:00	16:00 - 20:00	20:00 - 24:00	24:00 - 04:00	04:00 - 09:00
2007	21	17	38	46		
2008	22	17	33	53	16	8

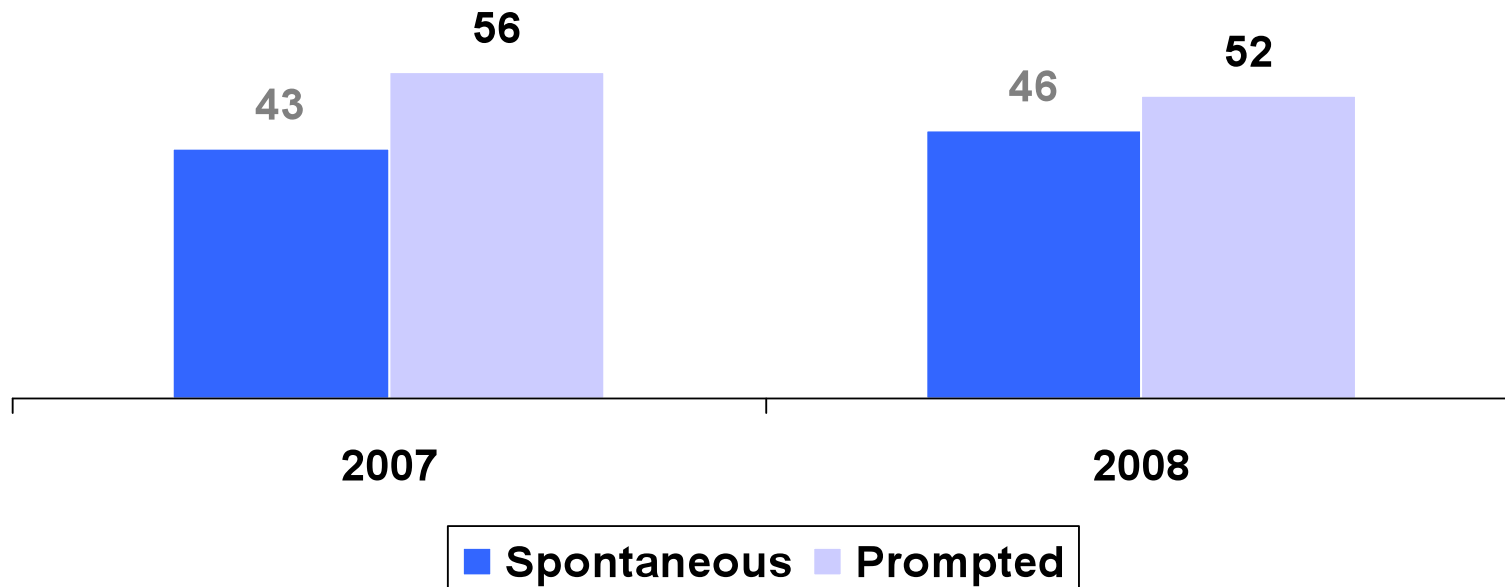■ 2007 ■ 2008

Base: All Internet users (933/ 968)

Q. Please tell me when do you generally use the internet ?

Consumers

Proportion of those aware of e-commerce

Same levels are of previous year, only a slight increase in spontaneous awareness for e-commerce
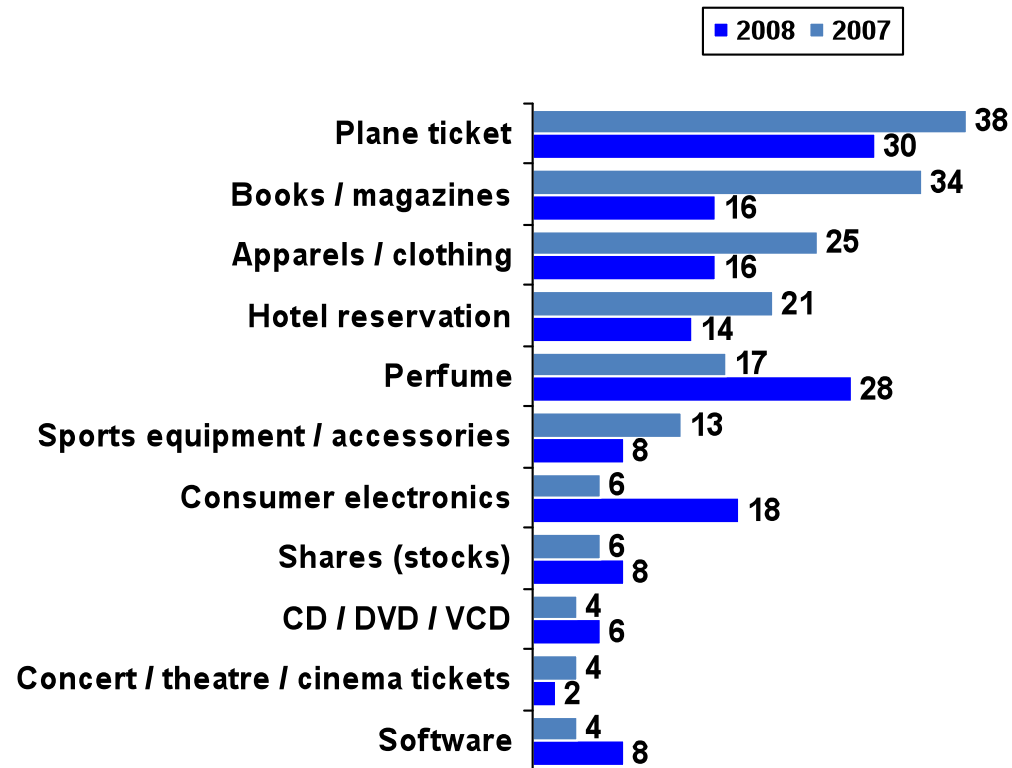

2007

43

56

2008

46

52

■ **Spontaneous** ■ **Prompted**

Base: All users and non-users of Computer and Internet (1543/ 1546)

Q. Please tell me if you have ever heard of the concept E-Commerce?

Items bought online

Consumers

■ 2008 ■ 2007

Item	2008	2007
Plane ticket	30	38
Books / magazines	16	34
Apparels / clothing	16	25
Hotel reservation	14	21
Perfume	28	17
Sports equipment / accessories	8	13
Consumer electronics	18	6
Shares (stocks)	8	6
CD / DVD / VCD	6	4
Concert / theatre / cinema tickets	2	4
Software	8	4

Base: All that had an E-commerce transaction (53/ 50)

Of those who have tried it in 2008, there is an increase for more consumer durable (electronics) and even indulgence (perfumes) items bought online.

Consistent levels for plane ticket purchase, decrease on books and magazines purchased online
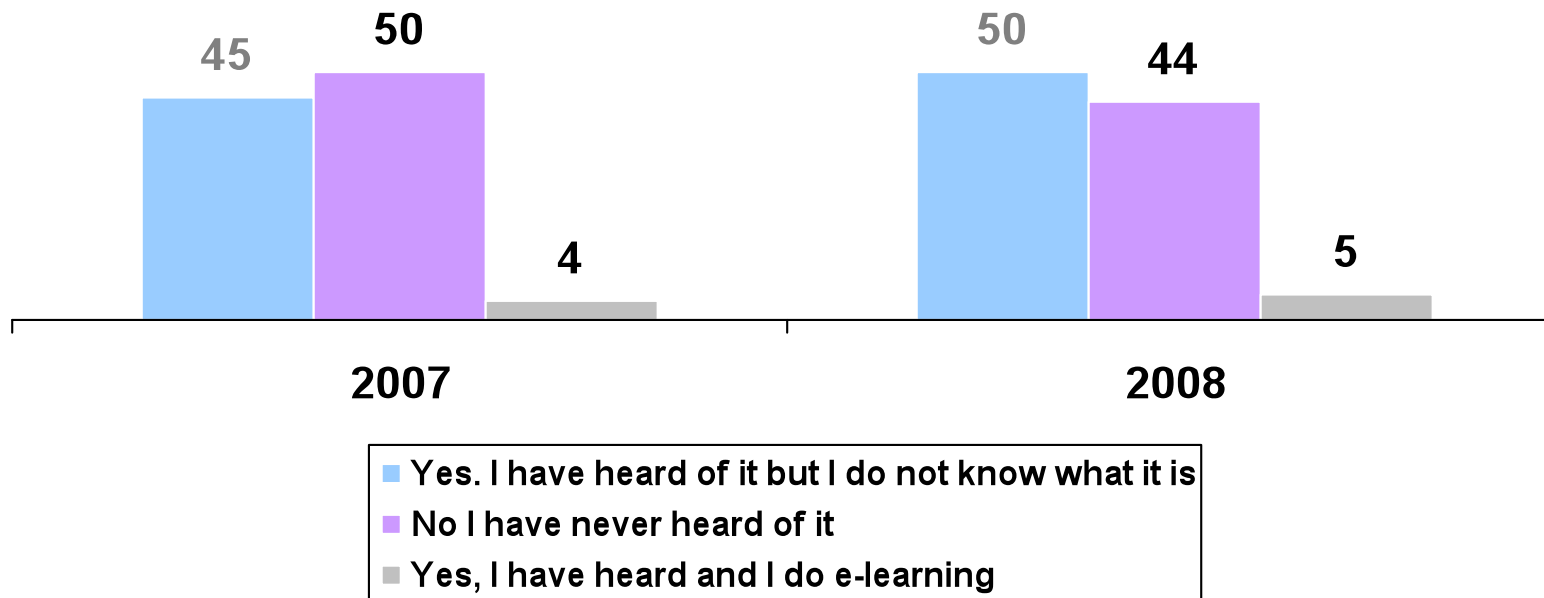
Q. What are the items that you buy while shopping online ?

Consumers

E-learning

Same levels as with last year, need to still improve both awareness and actual usage of e-learning.

2007

45
50
4

2008

50
44
5

- ■ Yes. I have heard of it but I do not know what it is
- ■ No I have never heard of it
- ■ Yes, I have heard and I do e-learning

Base: All users and non-users of Computer and Internet (1543/ 1546)

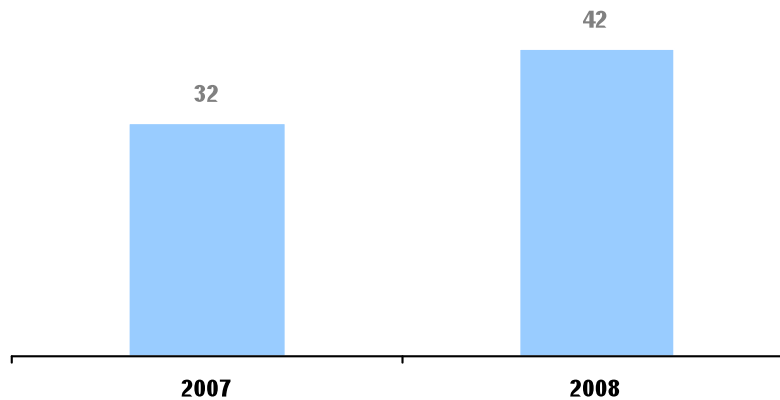*Q. Please tell me if you have ever heard of the concept 'E-learning?*

SPAM e-mails

Consumers

Proportion of those who receive SPAM

Base: All Intenet users (933/ 968)

Action taken against SPAM

	2008
Delete it	68%
Ignore it	26%
Report as SPAM in website	4%
Apply filters to take care of it	2%

Q. Given the nature of the e-mails you receive, while receiving e-mails are you suffering from SPAM/JUNK e-mails?
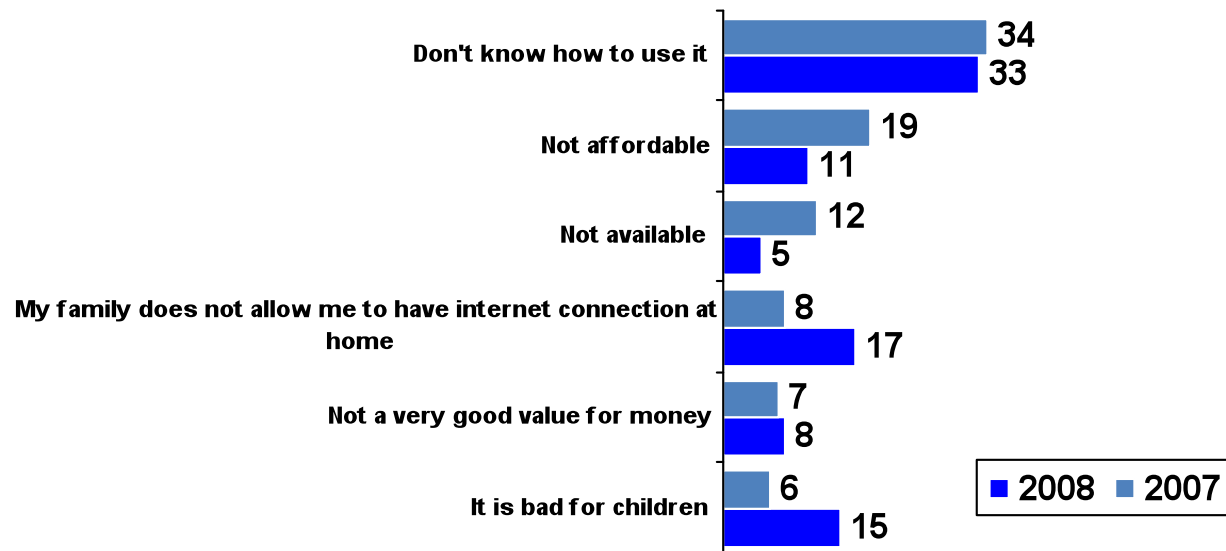
Q. You said that you receive SPAM/JUNK mails. Could you tell me what do you do when you get SPAM/JUNK mails

Consumers — Reasons for not subscribing to internet

Of those who do not have internet, unfamiliarity is the biggest barrier. There is also a need to look into promoting the internet as a good communication channel and that it is not negative
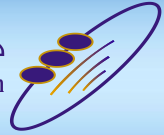

Reason	2008	2007
Don't know how to use it	33	34
Not affordable	11	19
Not available	5	12
My family does not allow me to have internet connection at home	17	8
Not a very good value for money	8	7
It is bad for children	15	6

Base: All internet non- users (216/ 131)

Q. Can you please tell me, why you don't have any internet connection?
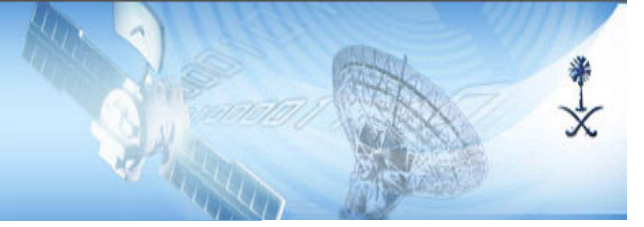
All the reports are available on CITC website

www.citc.gov.sa

Thank You