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A Survey of Smartphone & Mobile apps Use In Jordan

April 2015

Analyst: Dalia Haddad

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Executive summary

This report provides the results of a major comprehensive Computer Assisted Telephone Interviews (CATI) survey in Jordan.

The survey's fieldwork was **conducted in January & February, 2015.**

The survey results encompass answers from **832 respondents called randomly** that passed rigorous quality control checks. **Quality control** was conducted by the Arab Advisors Group's team and included randomly recalling respondents for authenticity and double checking their answers on a selected list of questions.

The survey was conducted based on the demographic breakdown in Jordan for the population above 15 years old.

The survey yields a **confidence level of 99%** with a **margin of error of less than 5%.**

The Jordanian Dinar is the currency applied in all questions related to income.



Executive summary

The total sample of 832 respondents were contacted through the phone. All of these respondents were asked about their mobile handsets brand, model, and its operating system (OS). 760 of the total sample were smartphone users. Those smartphone users are the respondents who completed the survey.



Contact respondent through the phone

Asked about handset brand, model, and OS

Have a smartphone?

Yes ↓

**Continue
survey**

No ↓

**End
survey**



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Executive summary - Continued

- Based on Arab Advisors' multiple surveys and research, we believe smartphone users represent some 90% of total **Jordanian** cellular users in Jordan. The rate is lower when all cellular users are factored.
- Samsung is the market share leader.
- 68.63% of total respondents are aware of their mobile handset's operating system.
- 53.5% of total respondents reported owning an Android smartphone.

- 97.8% of smartphone users use applications on their cellular handsets.
- 53.8% of smartphone users who use mobile apps prefer applications in English.
- The survey revealed that 98.8% of smartphone user who are mobile app users use messaging applications.
- WhatsApp is the most used messaging application.



Executive summary - Continued

- 71.6% of smartphone user who are mobile app users use calling applications. Viber is the most used calling application with 78% of mobile app users reported using the app.
- Regarding social media applications, the survey showed that Facebook is the most used application, with 98.1% of smartphone users who use social media applications reported using it on their cellular handsets. As for video applications, YouTube is the most used mobile application.
- 68.8% of smartphone users were aware of LTE technology.
- A majority of around 57.3% of respondents who access the Internet through their operators' network on their handsets do not consume the entire 3G bundle. 39.8% out of the respondents who consume their 3G bundle do not pay additional fees to add extra bundle.

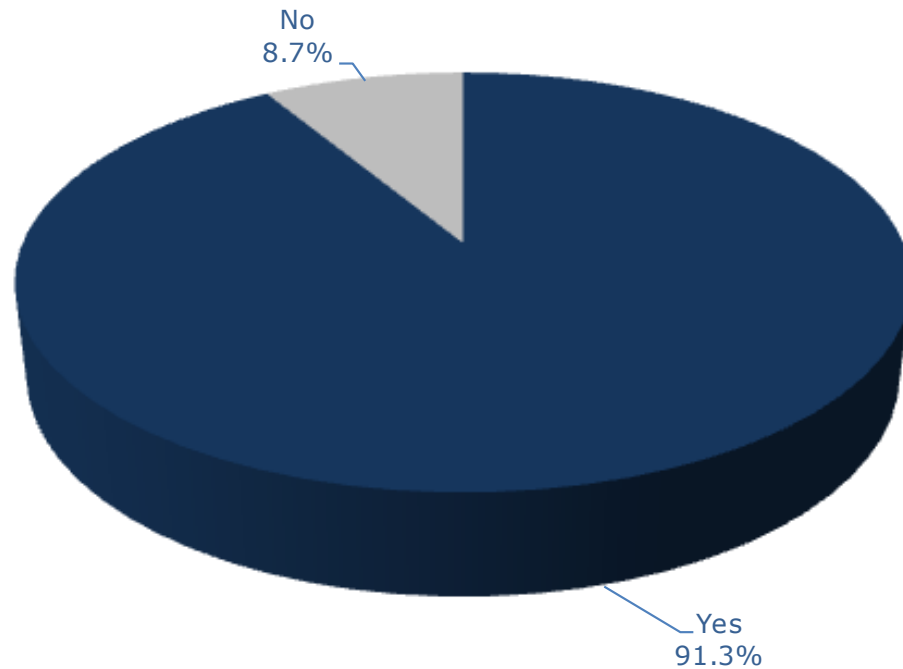


Smartphone owners represented 91.3% of all randomly targeted respondents

Have a smartphone

The high percentage of smartphone users is attributed to the majority (95.3%) of the survey respondents were Jordanians.

Jordanians have higher levels of adoption for smartphones than other nationalities who are usually blue collar workers, and who are less likely to own smartphones due to their lower income levels.



Note: Percentages are calculated from the total sample size of 832.

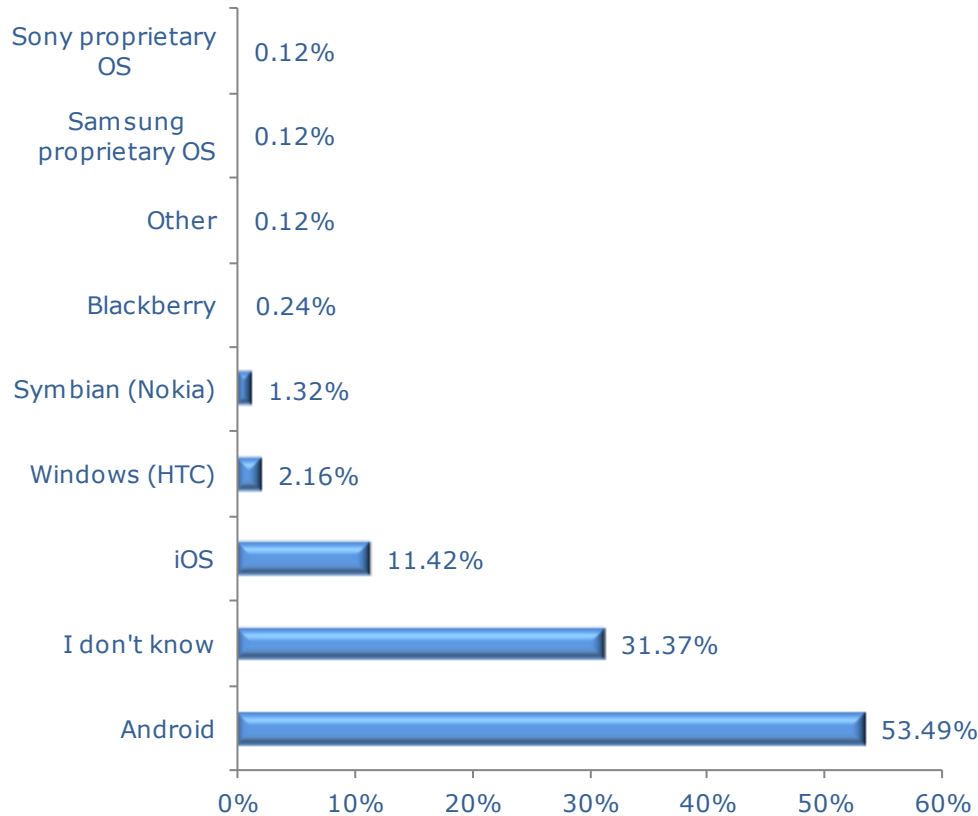


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Around 31% of total respondents are not aware of the operating system of their smartphone

Cellular operating system



Note: Percentages are calculated from the total sample size of 832.

- 77.9% of respondents who are aware of their mobile handset's operating system reported owning an Android smartphone.

- 16.6% of respondents who are aware of their mobile handset's operating system reported owning an iOS smartphone.

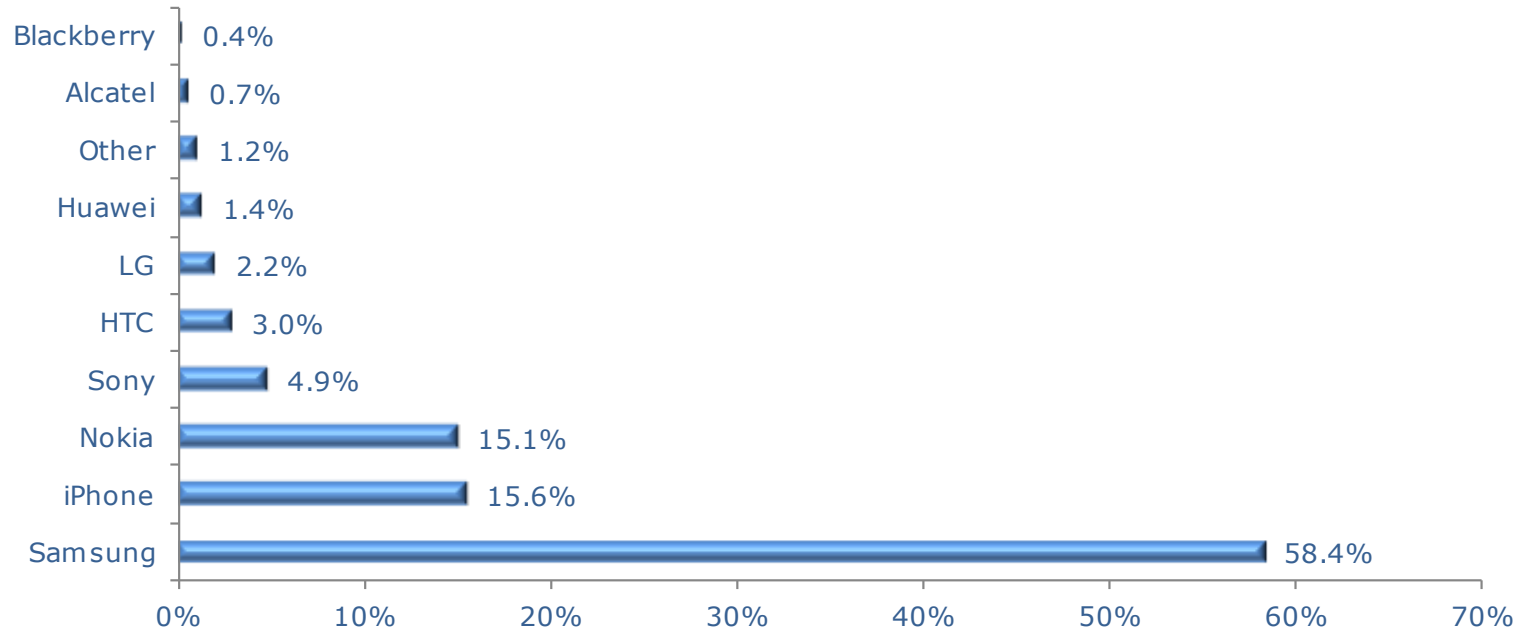


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58.4% of total respondents reported owning a Samsung cellular handset

Cellular handset brand



Note: Percentages are calculated from the total sample size of 832 .

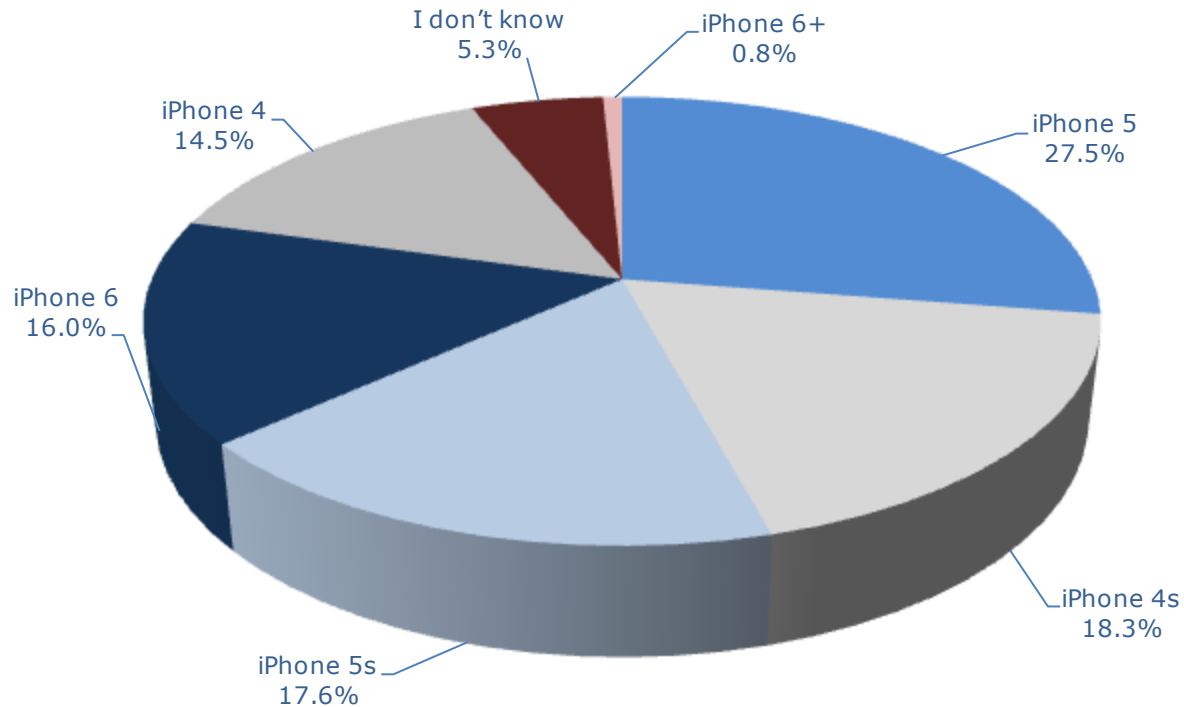


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27.5% of iPhone users reported owning iPhone 5

iPhone models



Note: Percentages are calculated from total respondents of 131 who reported owning an iPhone handset.

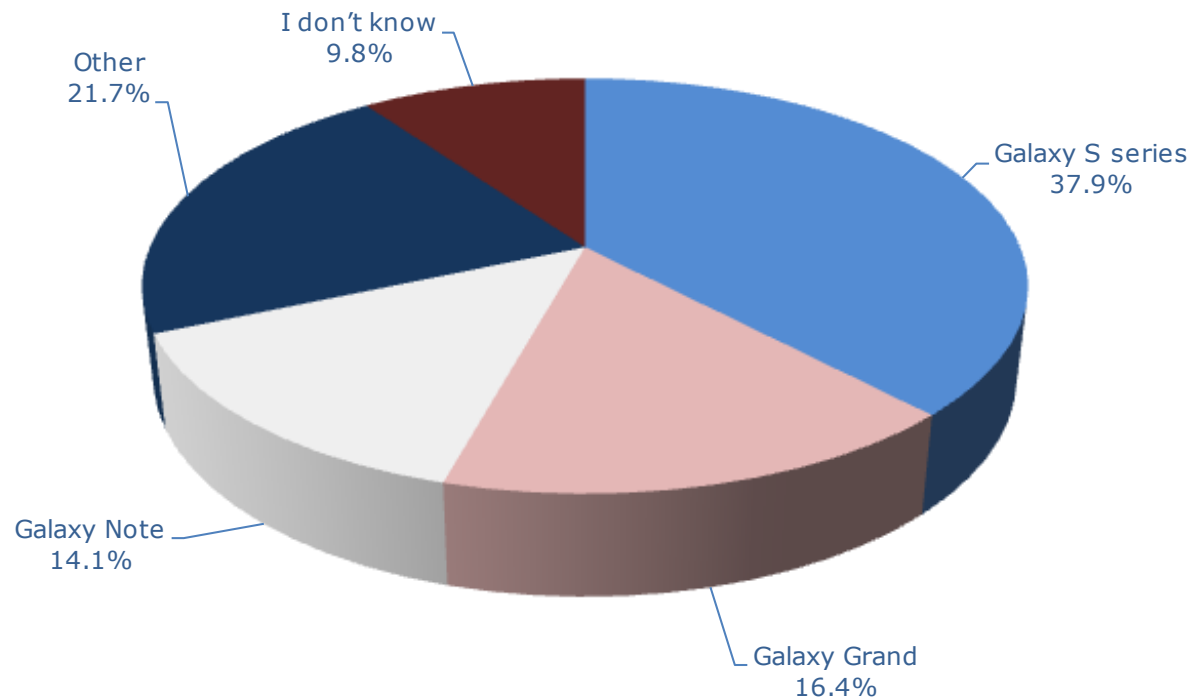


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37.9% of Samsung users reported owning Galaxy S series

Samsung models



Note: Percentages are calculated from total respondents of 488 who reported owning a Samsung handset.



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Demographics

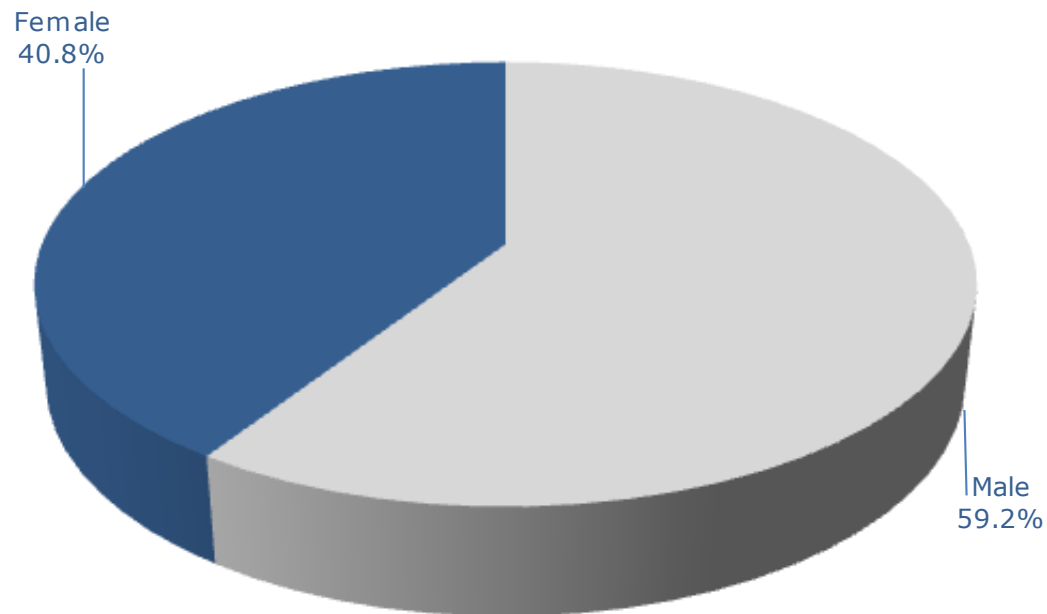


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Males constituted 59.2% of smartphone users

Gender



Note: Percentages are calculated from total smartphone users of 760.

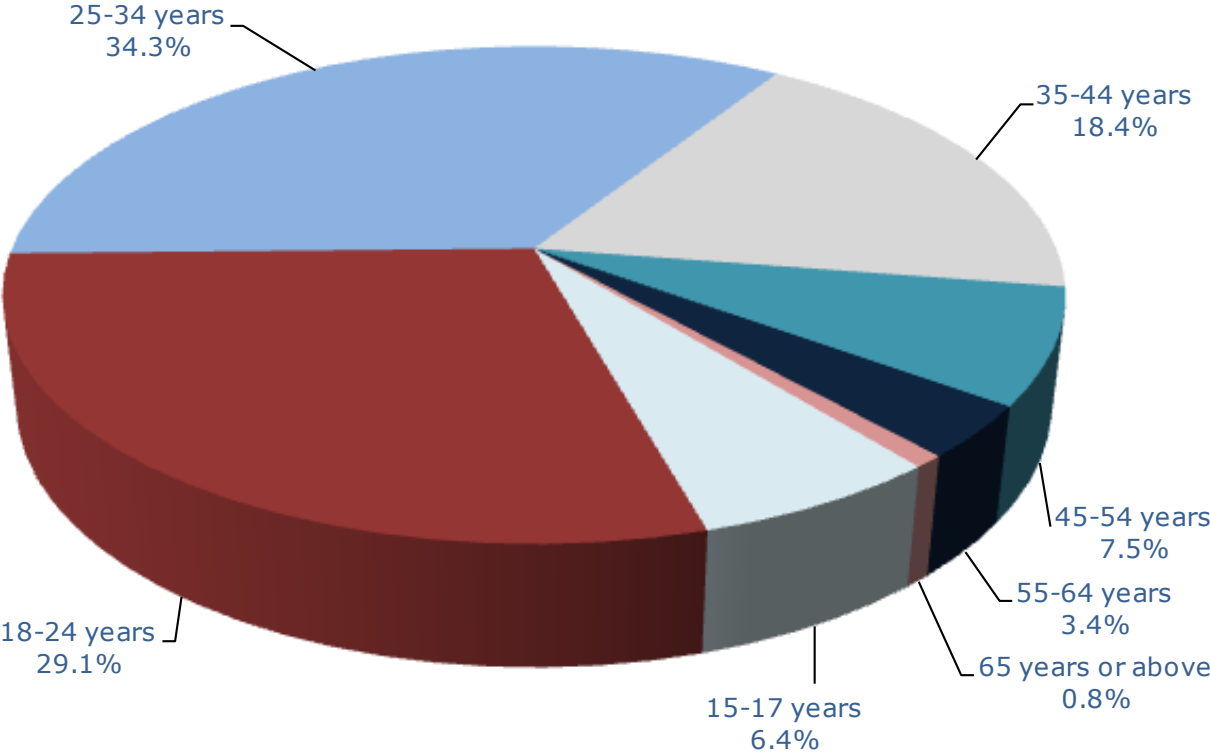


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63.4% of total smartphone users were between the ages of 18 and 34 years old

Age Group



Note: Percentages are calculated from total smartphone users of 760.

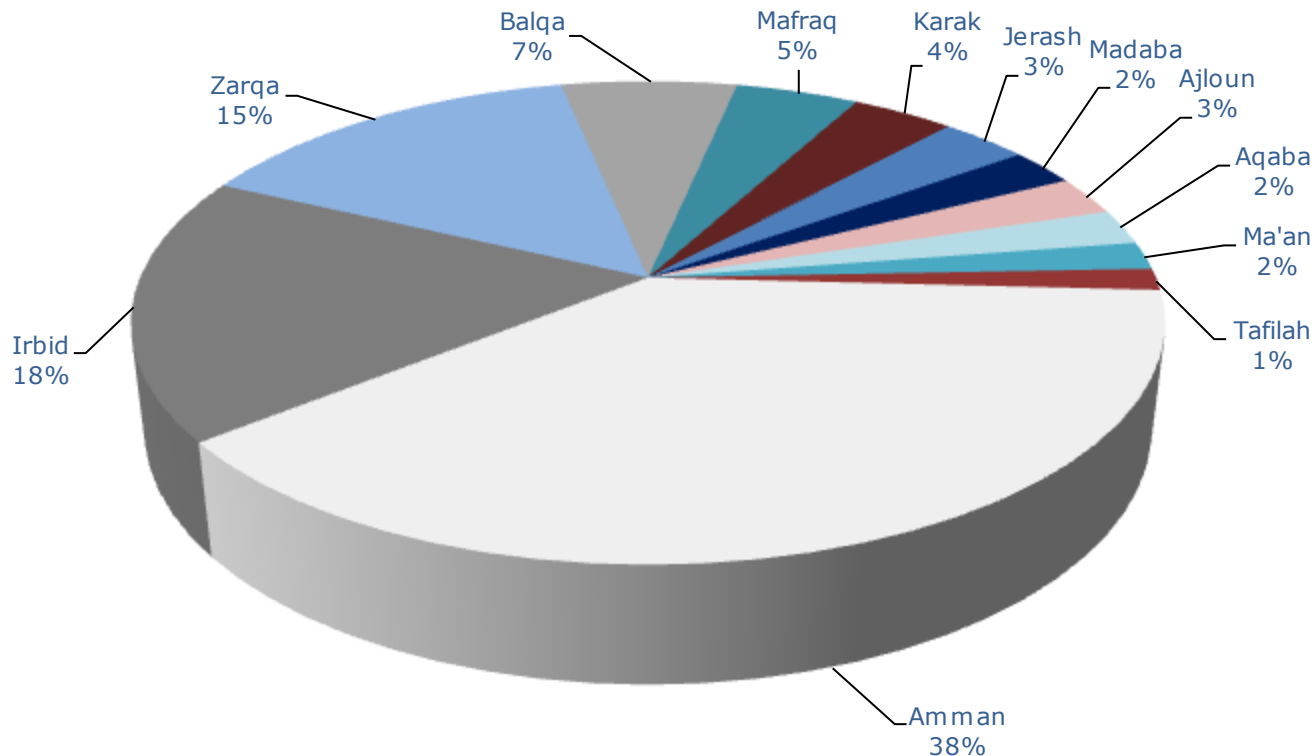


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The breakdown of smartphone users by governorate was based on the breakdown in Jordan

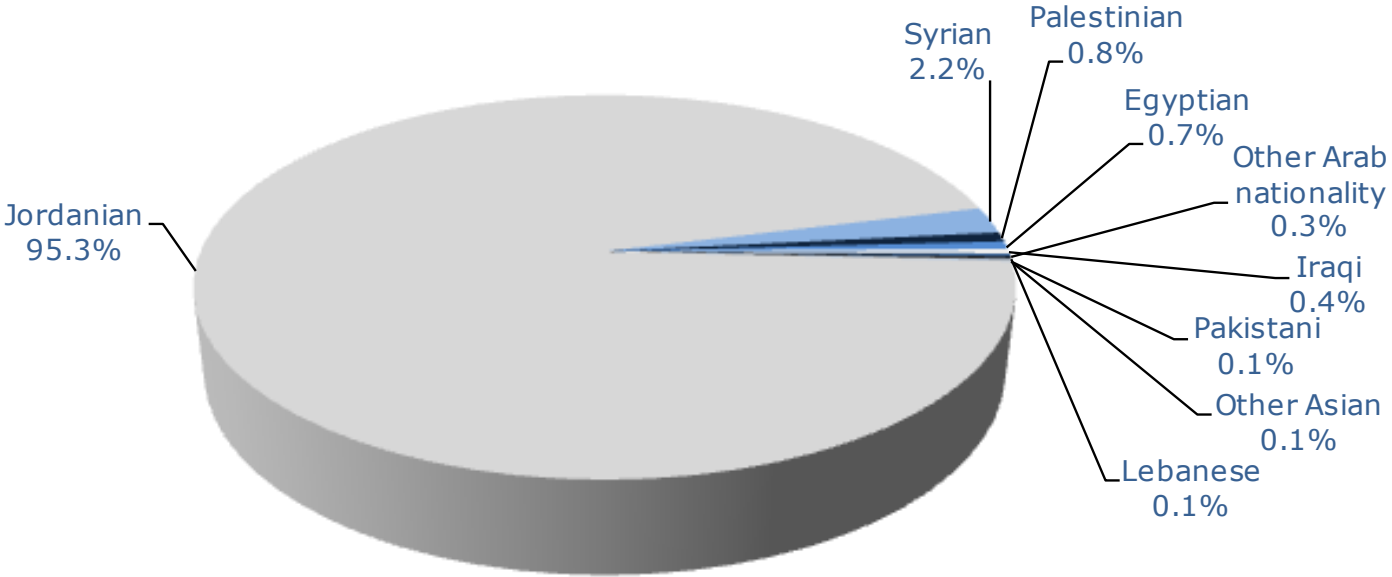
Location of residence



Note: Percentages are calculated from total smartphone users of 760.

95.3% of smartphone users surveyed were Jordanians

Nationality



Note: Percentages are calculated from total smartphone users of 760.

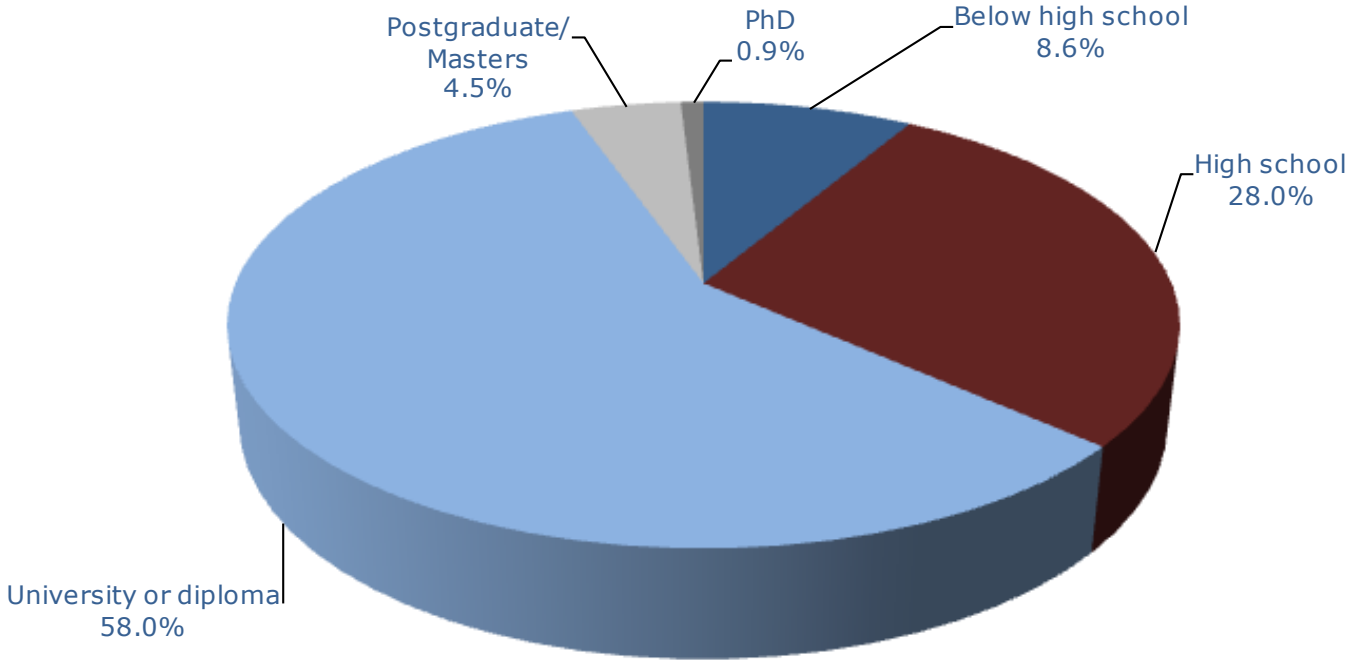


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58% of smartphone users hold a university degree or a diploma

Education level



Note: Percentages are calculated from total smartphone users of 760.

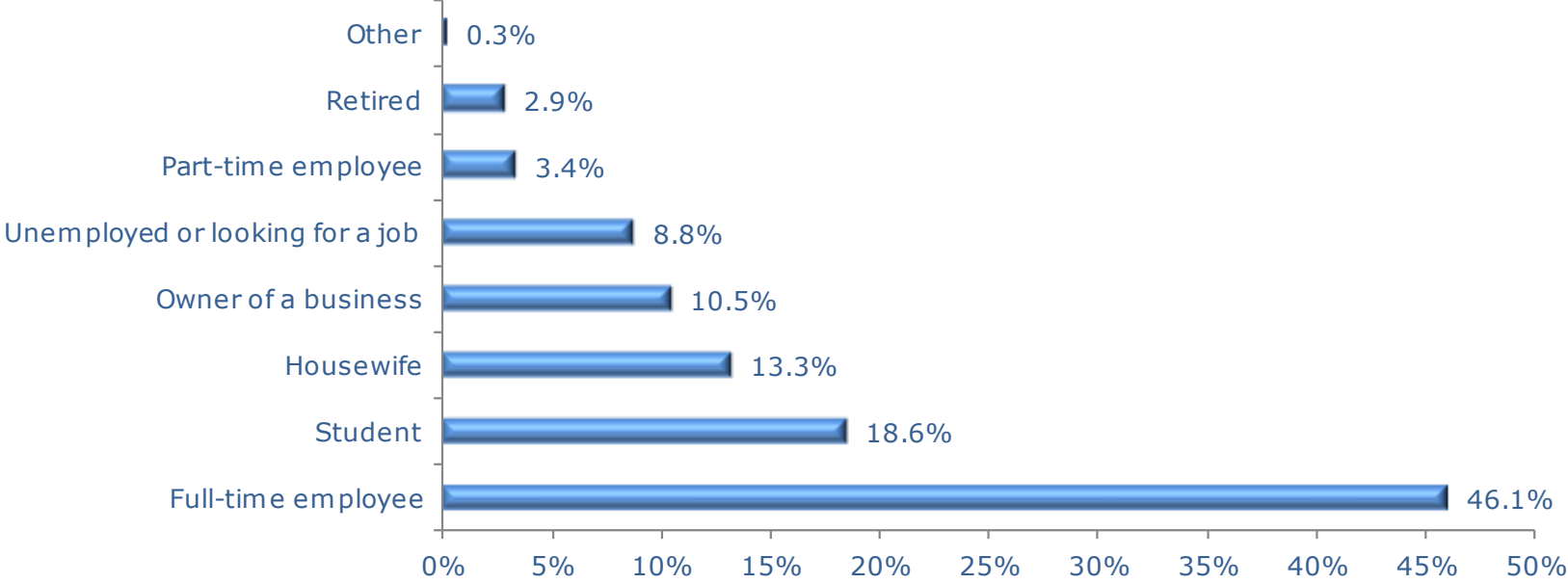


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An overview of the occupation of smartphone users

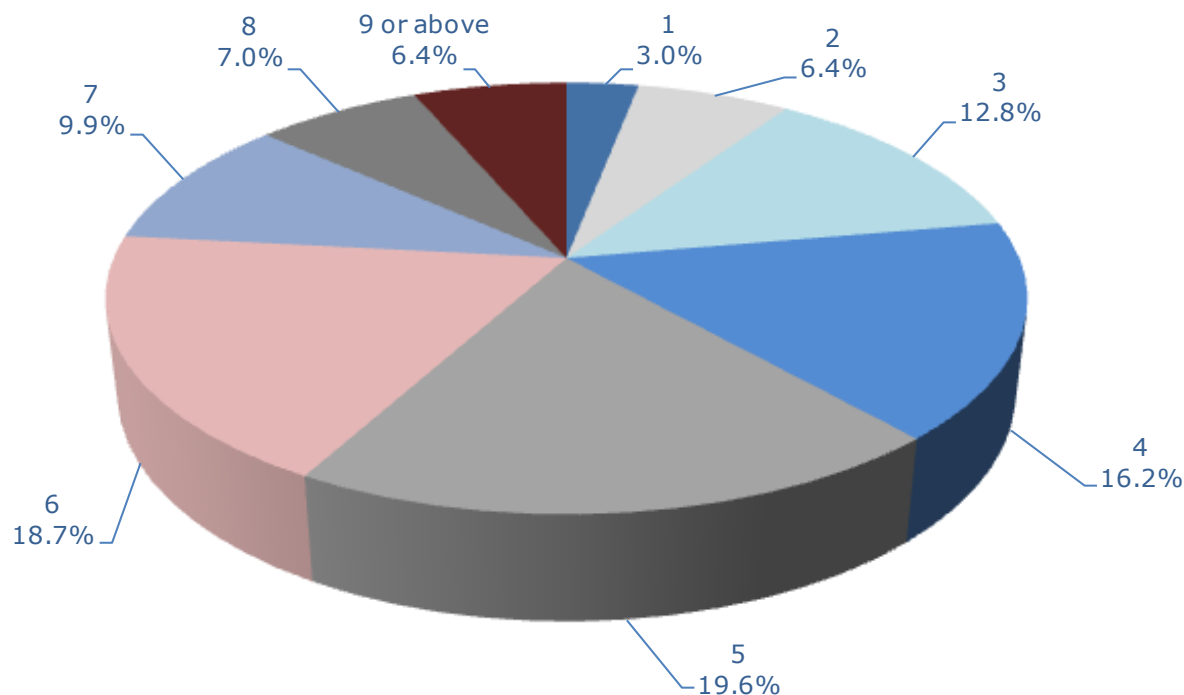
Occupation



Note: Percentages are calculated from total smartphone users of 760.

19.6% of smartphone users live in a household of five members

Household size



Note: Percentages are calculated from total smartphone users of 760.

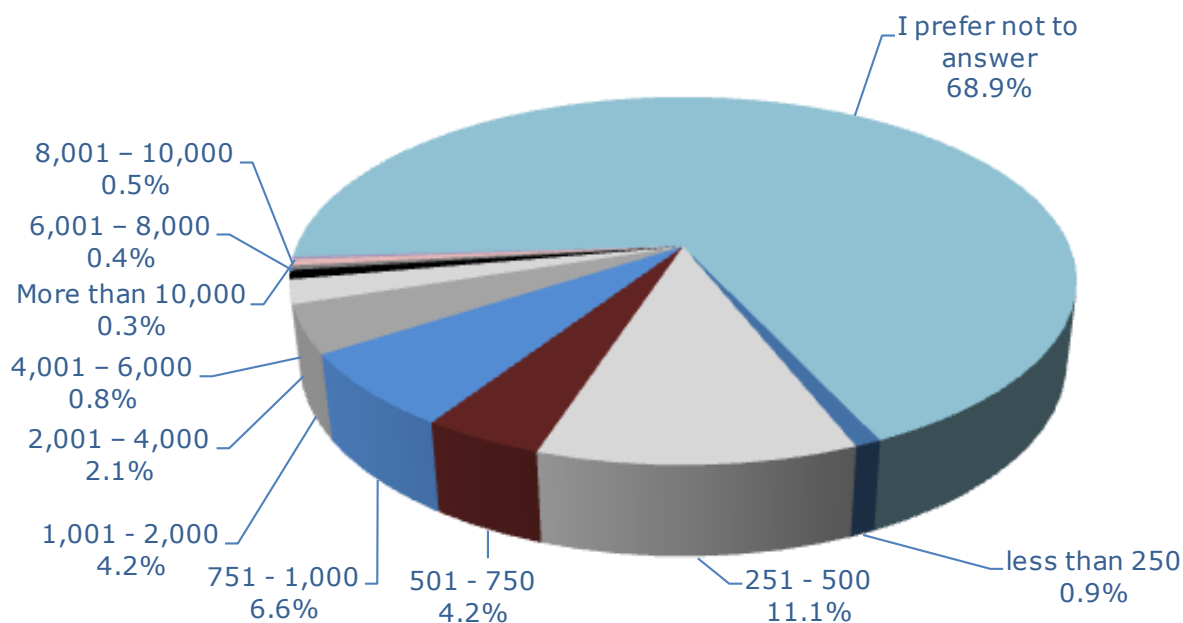


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68.9% of smartphone users did not disclose their household monthly income

Household income (JD per month)



Note: Percentages are calculated from total smartphone users of 760.



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Cellular Handsets

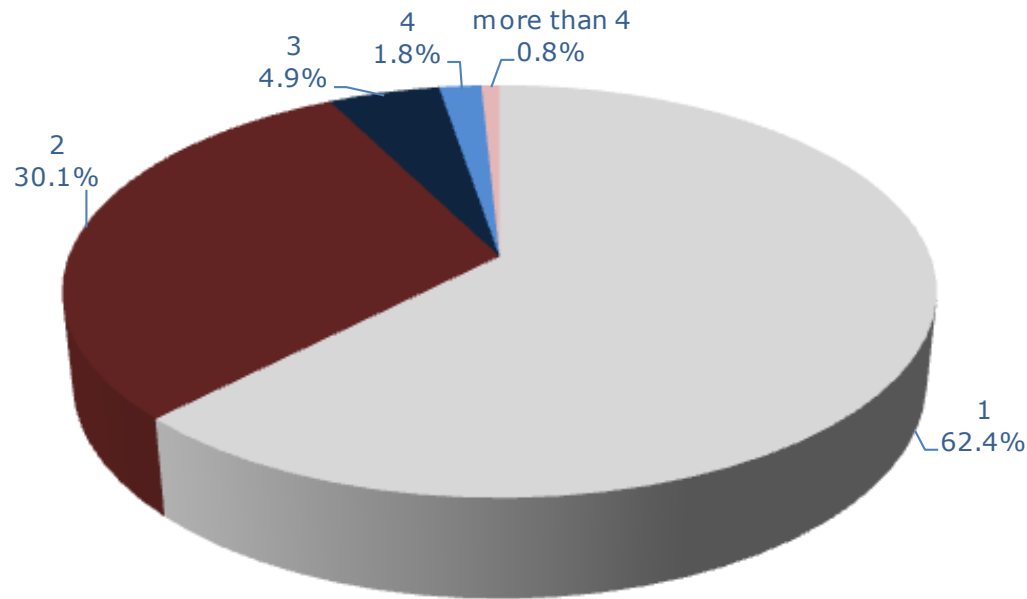


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62.4% of smartphone users reported having one cellular line

Number of cellular lines



Note: Percentages are calculated from total smartphone users of 760.

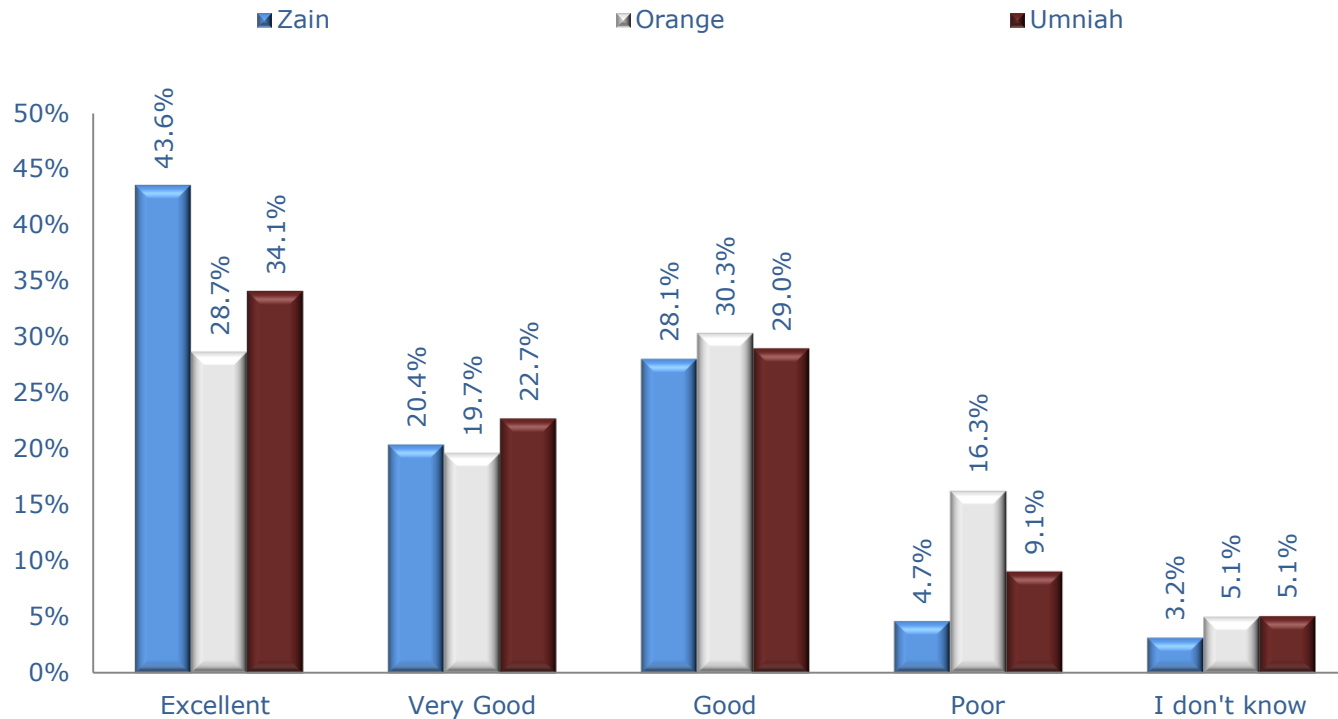


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Users' perceptions of operators' customer care

Customer care perception



Note: Percentages are calculated from total smartphone users of 760.

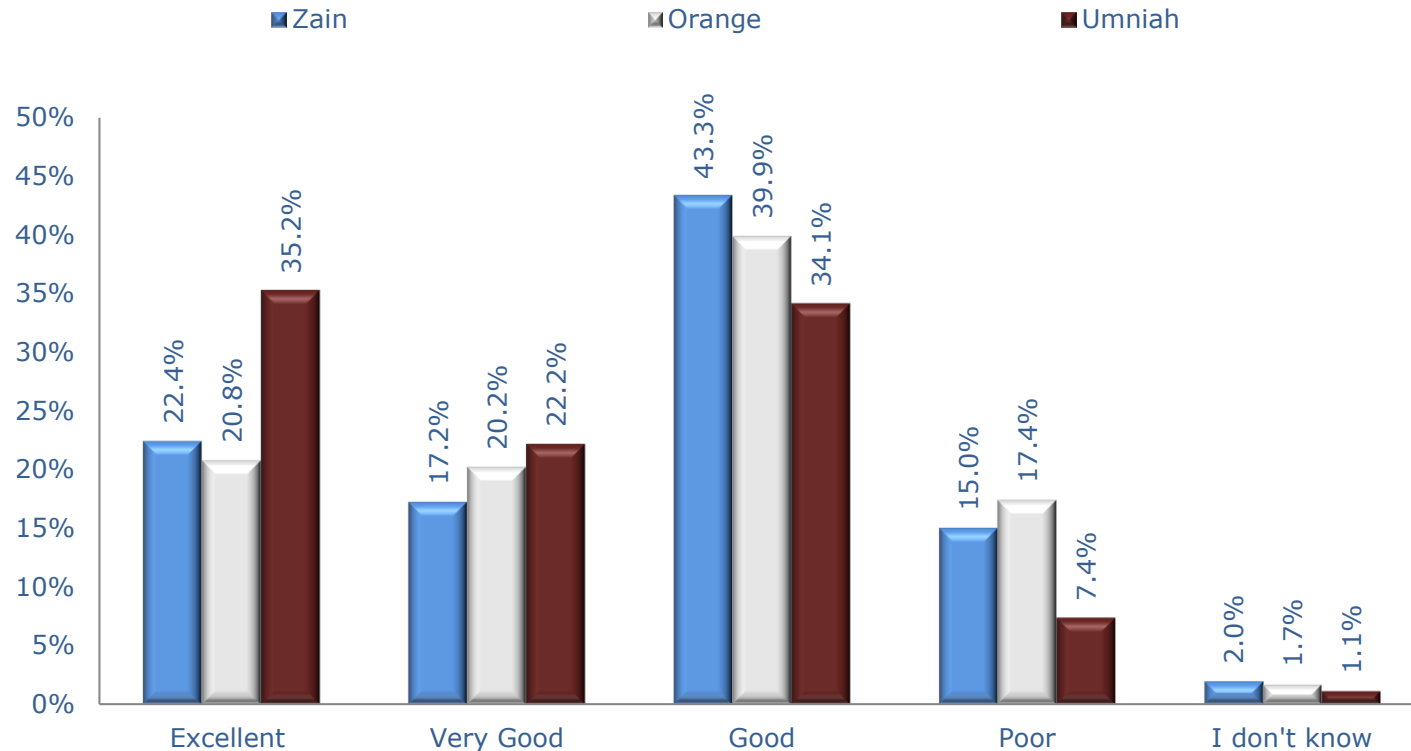


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Users' perceptions of operators' prices

Prices perception



Note: Percentages are calculated from total smartphone users of 760.

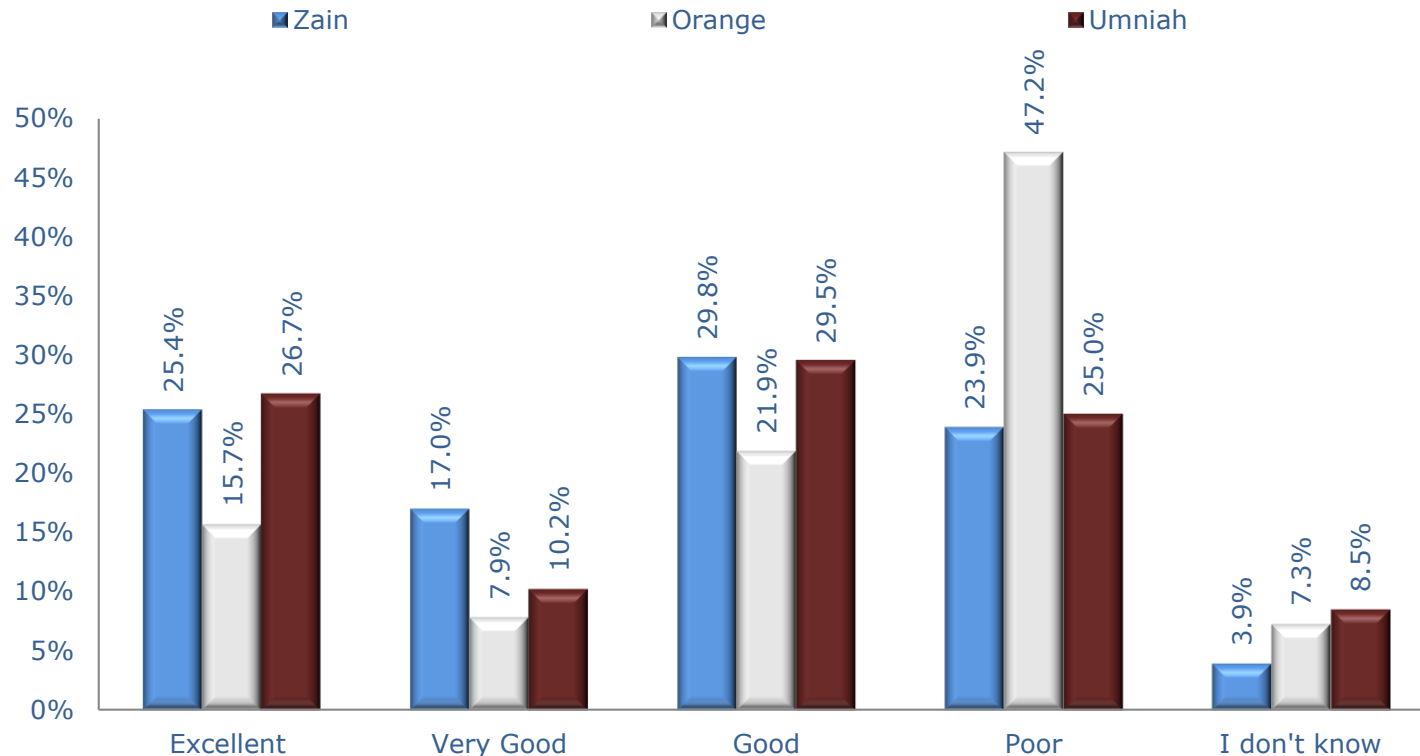


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Users' perceptions of operators' Internet speed quality

Internet speed perception



Note: Percentages are calculated from total smartphone users of 760.

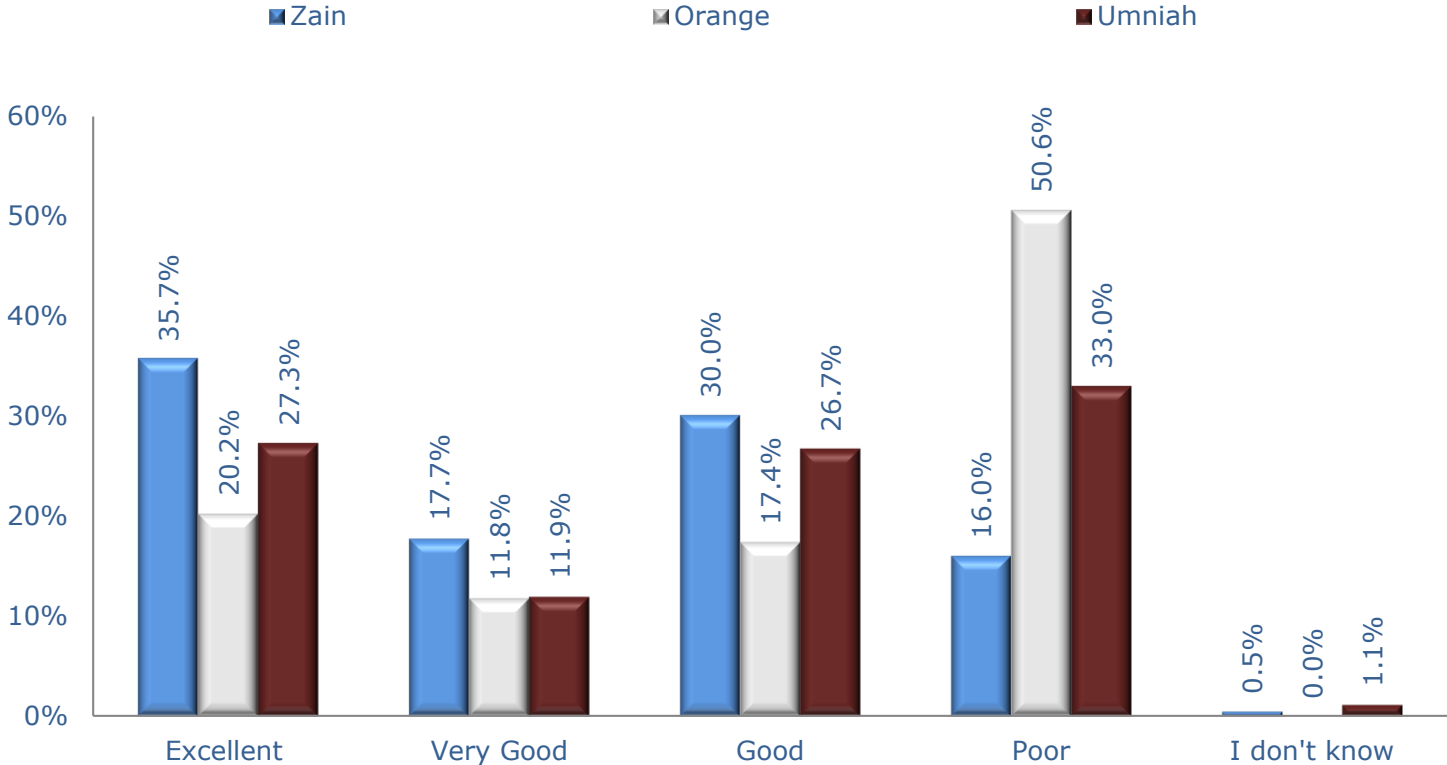


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Users' perceptions of operators' coverage quality

Quality and coverage perception



Note: Percentages are calculated from total smartphone users of 760.

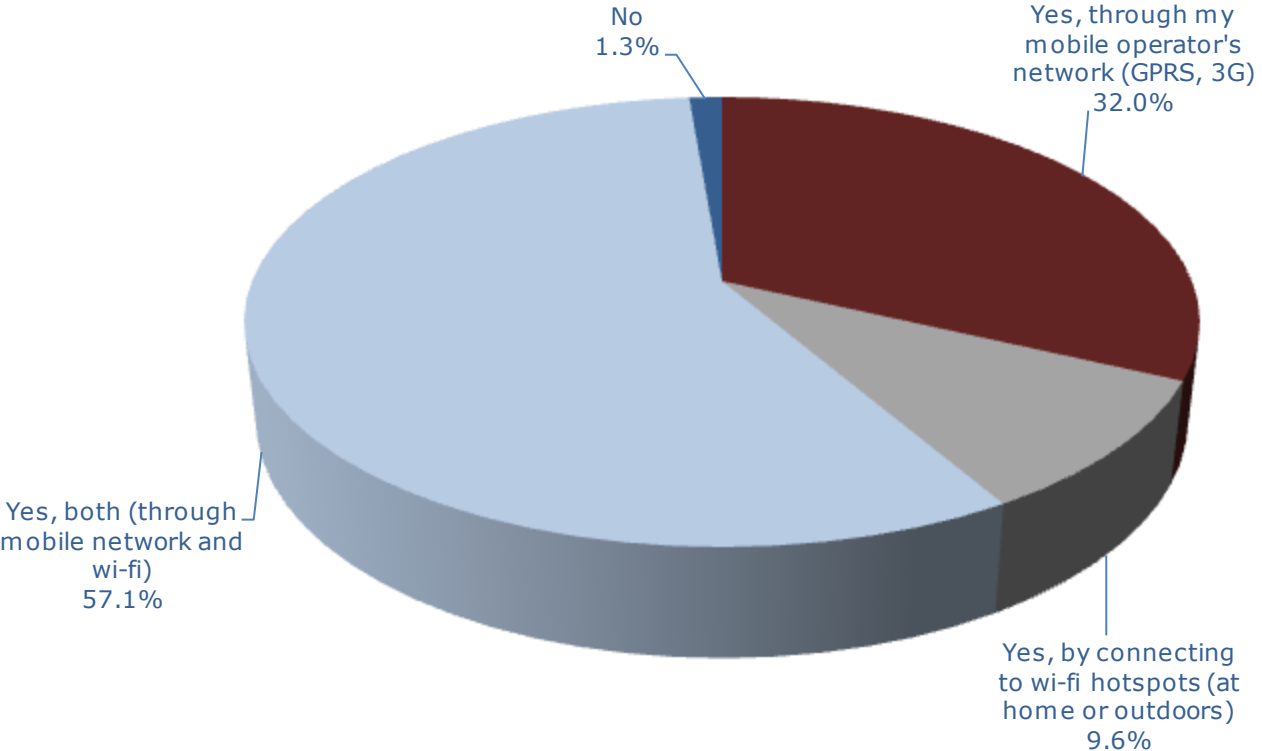


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98.7% of smartphone users reported accessing the Internet through their cellular handsets

Internet usage through cellular handsets



Note: Percentages are calculated from total smartphone users of 760.

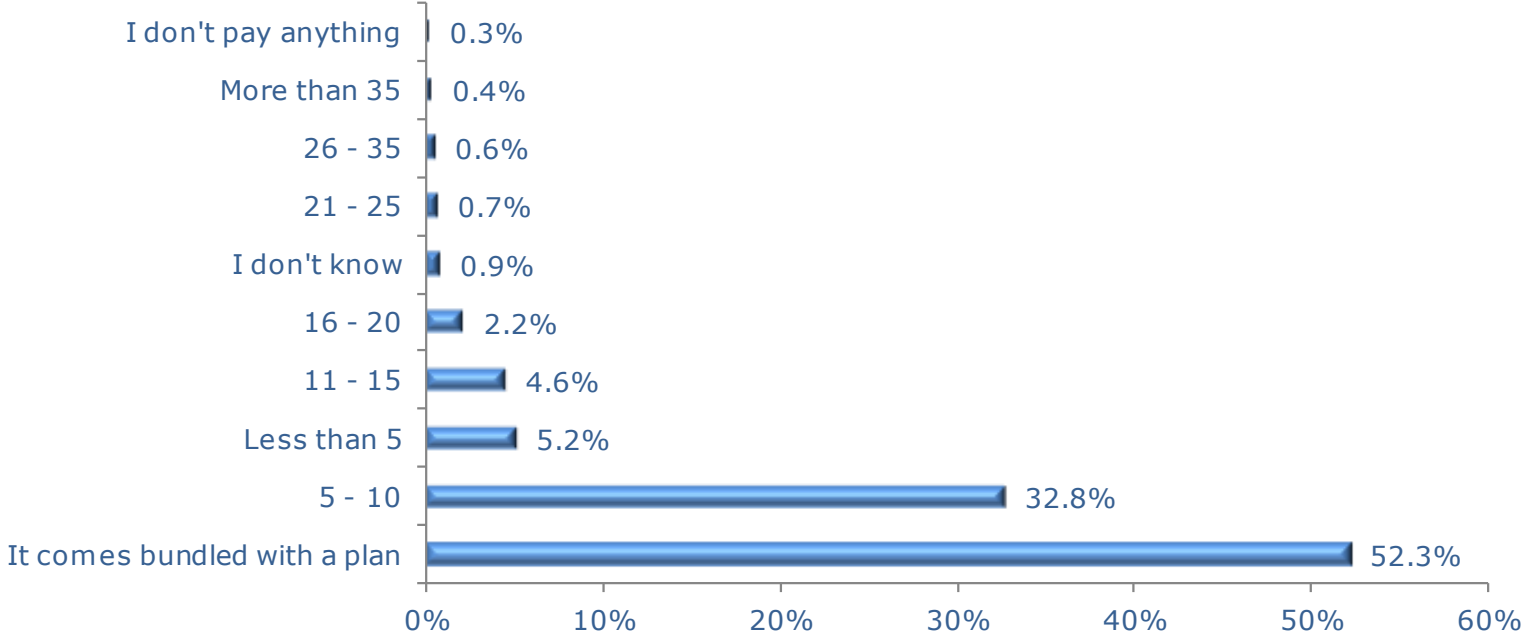


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52.3% of respondents get their mobile Internet as part of a bundled package

Monthly expenditure on Internet access through cellular handset (JD)



Note: Percentages are calculated from total smartphone users of 677 who access the Internet on their cellular handset through their operator's network.

57.3% of respondents who access the Internet through their operator's network, do not consume their entire 3G bundle

Consumption of 3G



Note: Percentages are calculated from total smartphone users of 677 who access the Internet on their cellular handset through their operator's network.

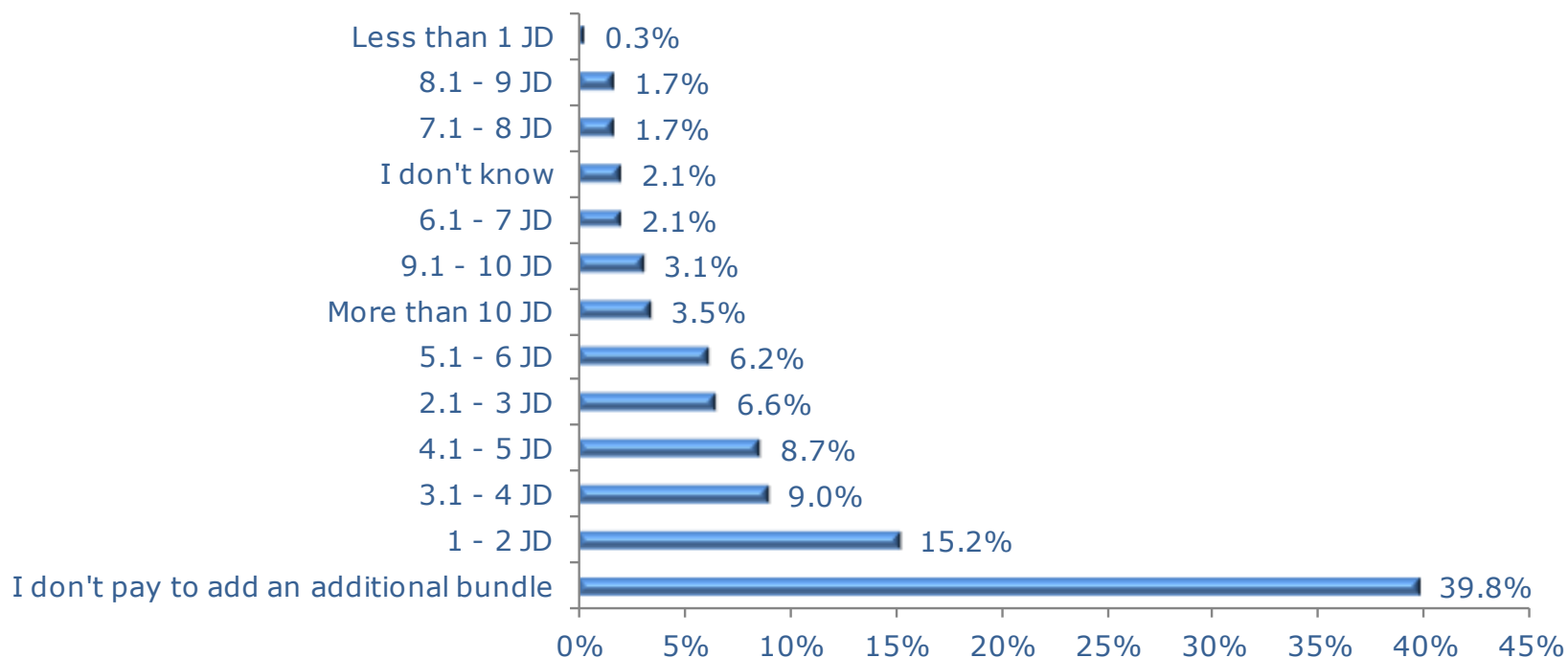


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39.8% of respondents that consume their 3G bundle do not pay additional fees to add an extra 3G bundle

Monthly expenditure on additional 3G bundles (JD)



Note: Percentages are calculated from total smartphone users of 289 who access the Internet on their cellular handset through their operator's network and consume their 3G bundle.

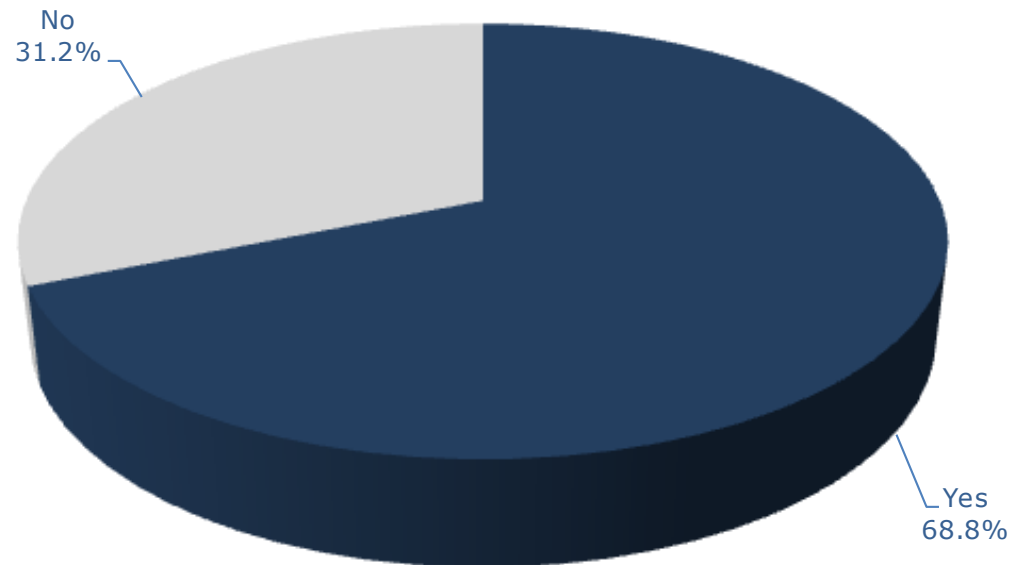


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68.8% of smartphone users are aware of LTE technology

Awareness of LTE technology



Note: Percentages are calculated from total smartphone users of 760.

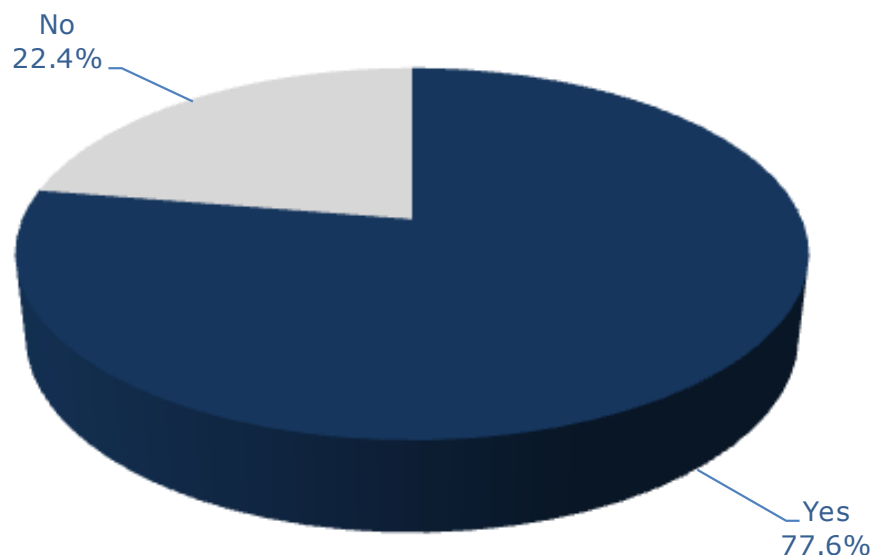


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77.6% of smartphone users who are aware of LTE heard about Jordanian operators launching LTE services

Operators launching LTE services in Jordan



Note: Percentages are calculated from total smartphone users of 523 who are aware of LTE technology.

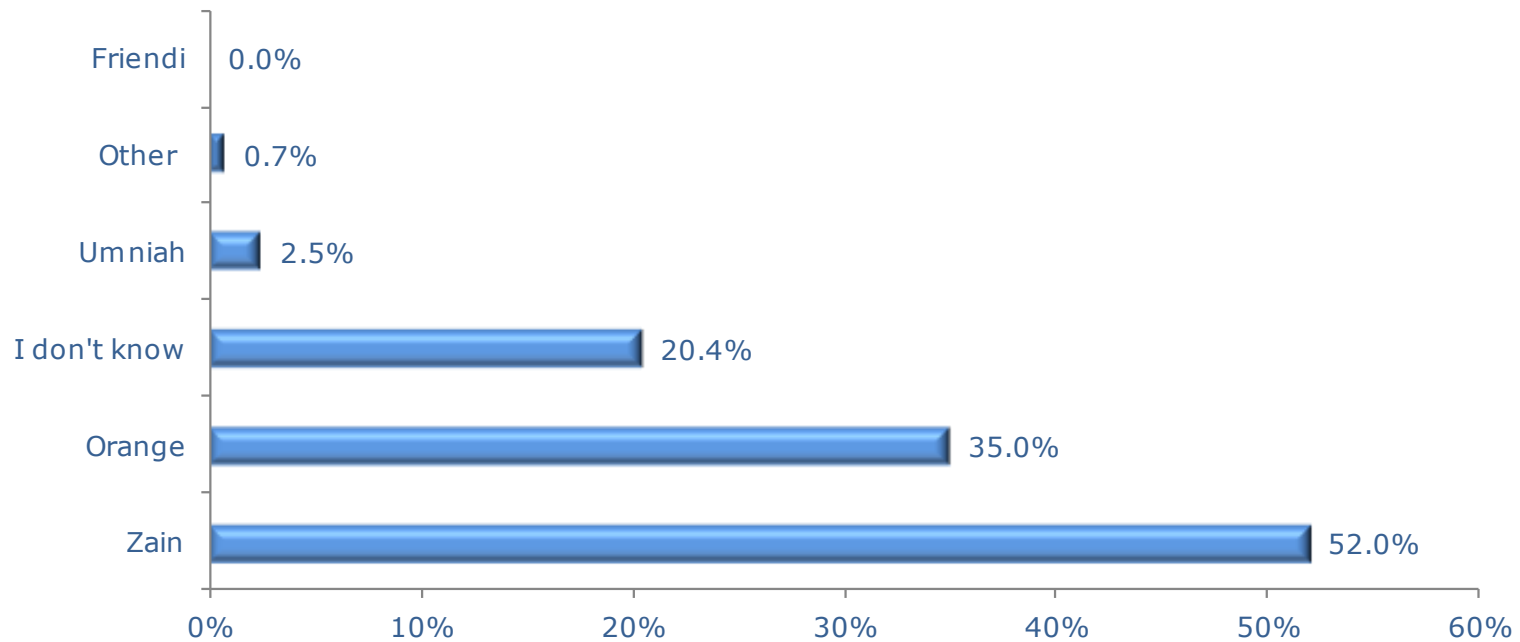


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52.0% of smartphone users who heard about operators launching LTE in Jordan are aware that Zain will launch the service

Operators launching LTE services in Jordan

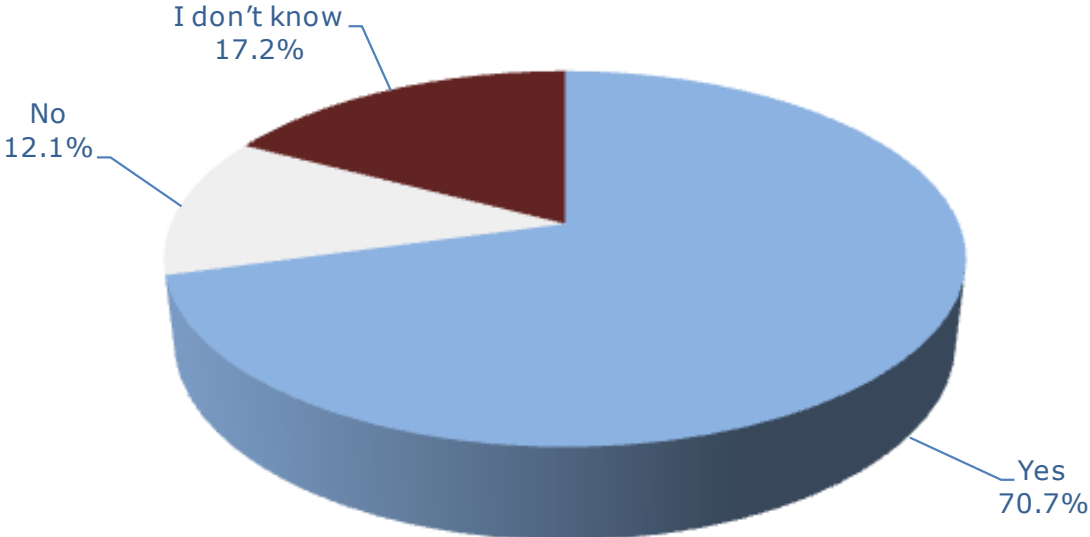


Note: Percentages are calculated from total smartphone users of 406 who heard about operators launching LTE in Jordan.



70.7% of respondents are willing to use LTE services

Willingness to use LTE services



Note: Percentages are calculated from total smartphone users of 760.

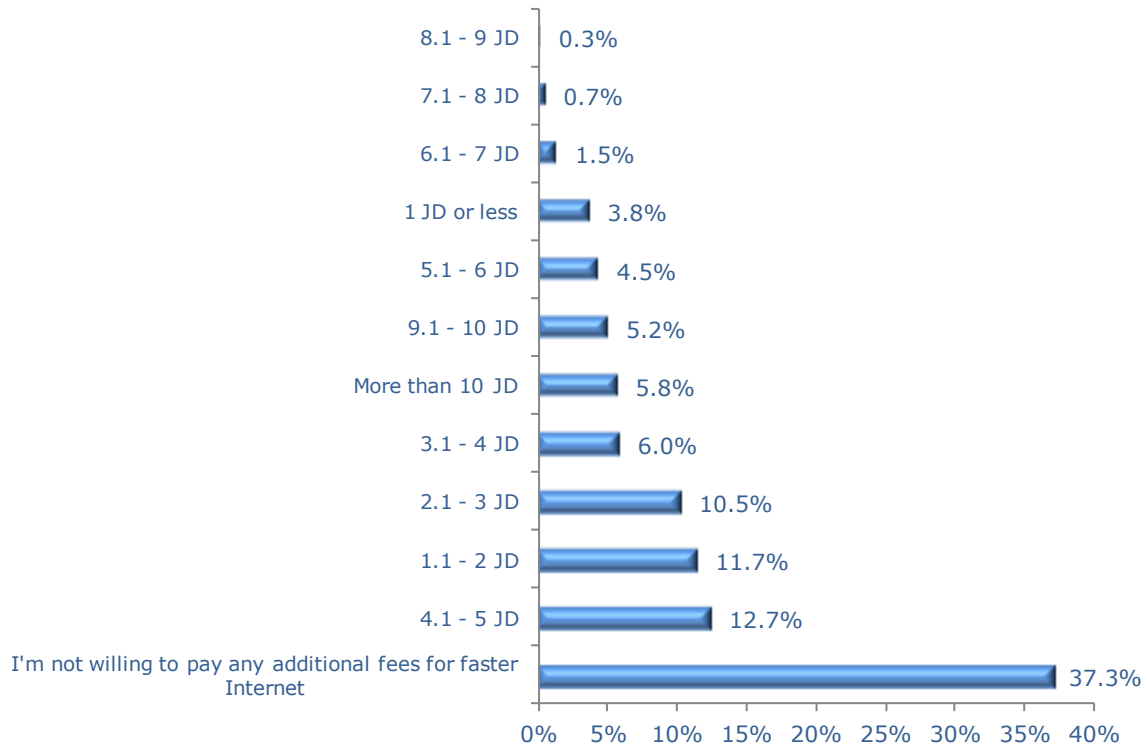


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37.3% are not willing to pay additional fees for LTE services

Willingness to pay for LTE services



•12.7% of respondents who are aware of LTE and access the Internet through their network operator on their handsets are willing to pay additional fees of JD 4.1 to JD 5 for LTE services.

•On the other hand, a minority of 0.3% of respondents who are aware of LTE and access the Internet through their network operator on their handsets are willing to pay additional fees of JD 8.1 to JD 9.

Note: Percentages are calculated from total smartphone users of 600 who access the Internet through their network operator and who are willing to pay for LTE services.



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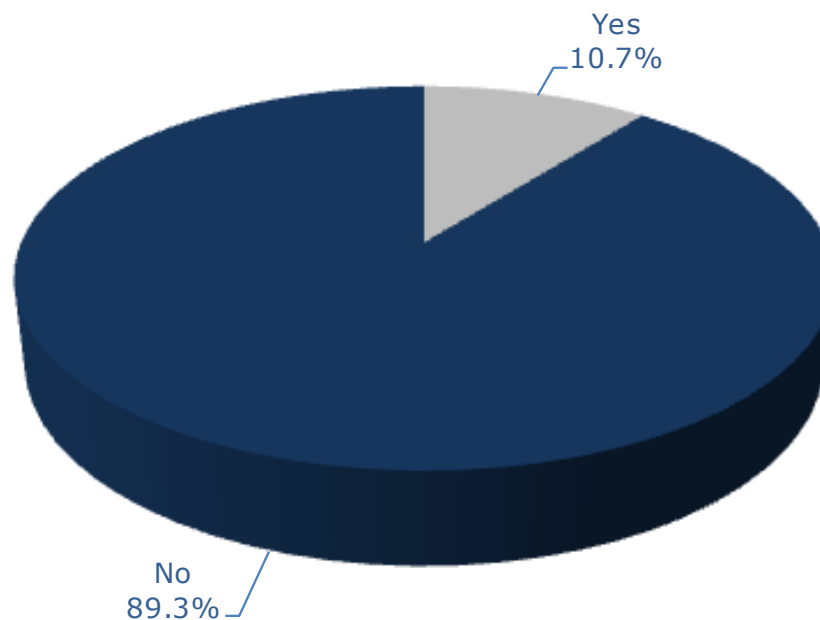
e-commerce and m-commerce trends



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89.3% of smartphone users are not aware of Bitcoins

Awareness of Bitcoins



Note: Percentages are calculated from total smartphone users of 760.

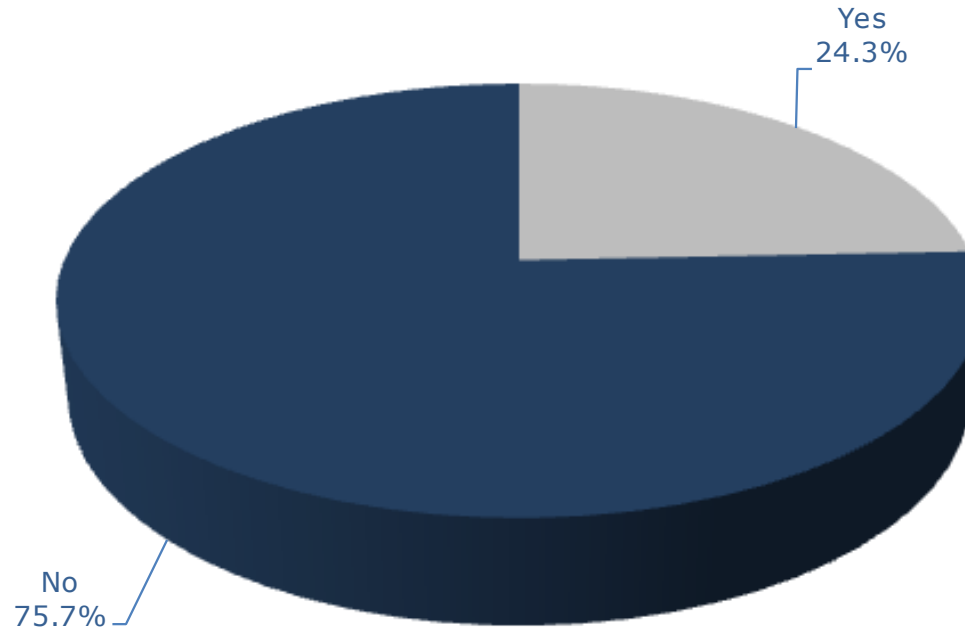


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e/m-commerce users constituted 24.3% out of smartphone users

e/m-commerce usage



Note: Percentages are calculated from total smartphone users of 760.

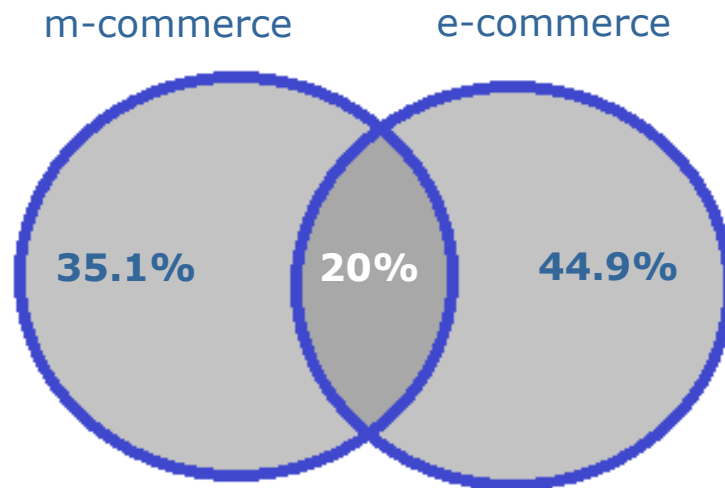


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20% of smartphone users reported using e-commerce and m-commerce services

e-commerce and m-commerce usage



- Around 45% of smartphone users who buy products and services online reported using e-commerce services only, compared to 35.1% of smartphone users who buy products and services through m-commerce services only.
- On the other hand, 20% of smartphone users who buy products and services online reported using both e-commerce and m-commerce services.

Note: Percentages are calculated from total smartphone users of 185 who use m-commerce and/or e-commerce services.

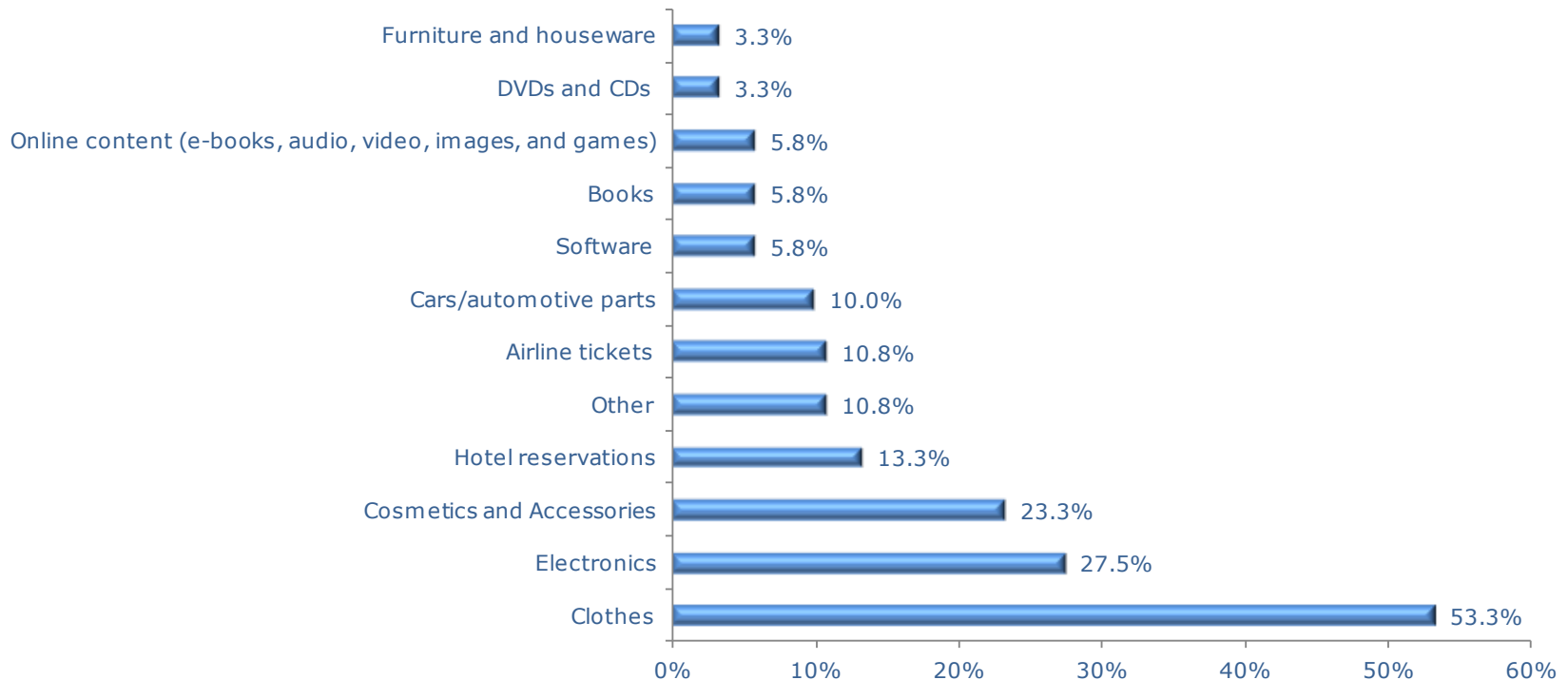


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53.3% of e-commerce users reported buying clothes online

Types of products and services bought online through a computer



Note: Percentages are calculated from total smartphone users of 120 who buy products online through a computer.

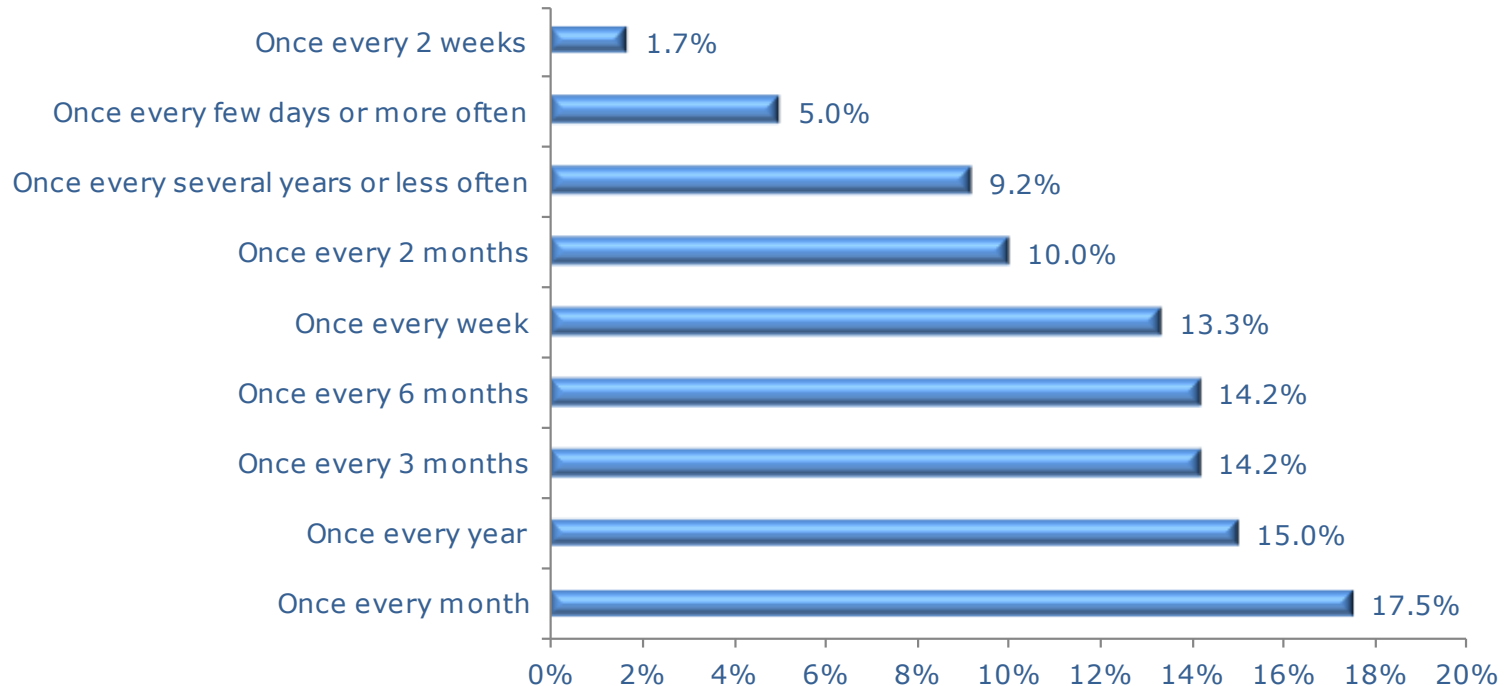


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17.5% of e-commerce users buy products and services online once a month

Frequency of buying products and services online through a computer



Note: Percentages are calculated from total smartphone users of 120 who buy products online through a computer.

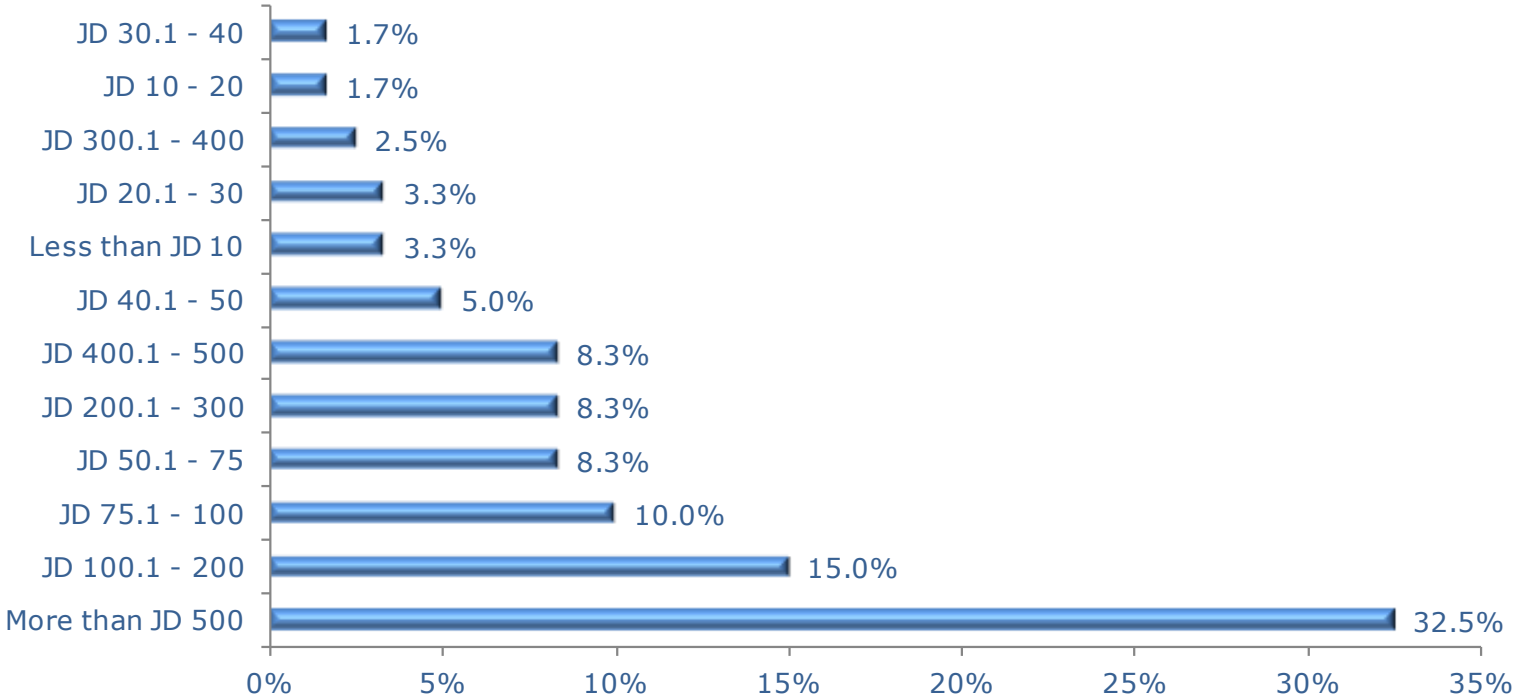


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32.5% of e-commerce users spent more than JD 500 for the last 12 months on buying products and services online

e-commerce expenditure on buying products and services online through a computer for the last 12 months (JD)



Note: Percentages are calculated from total smartphone users of 120 who buy products online through a computer.

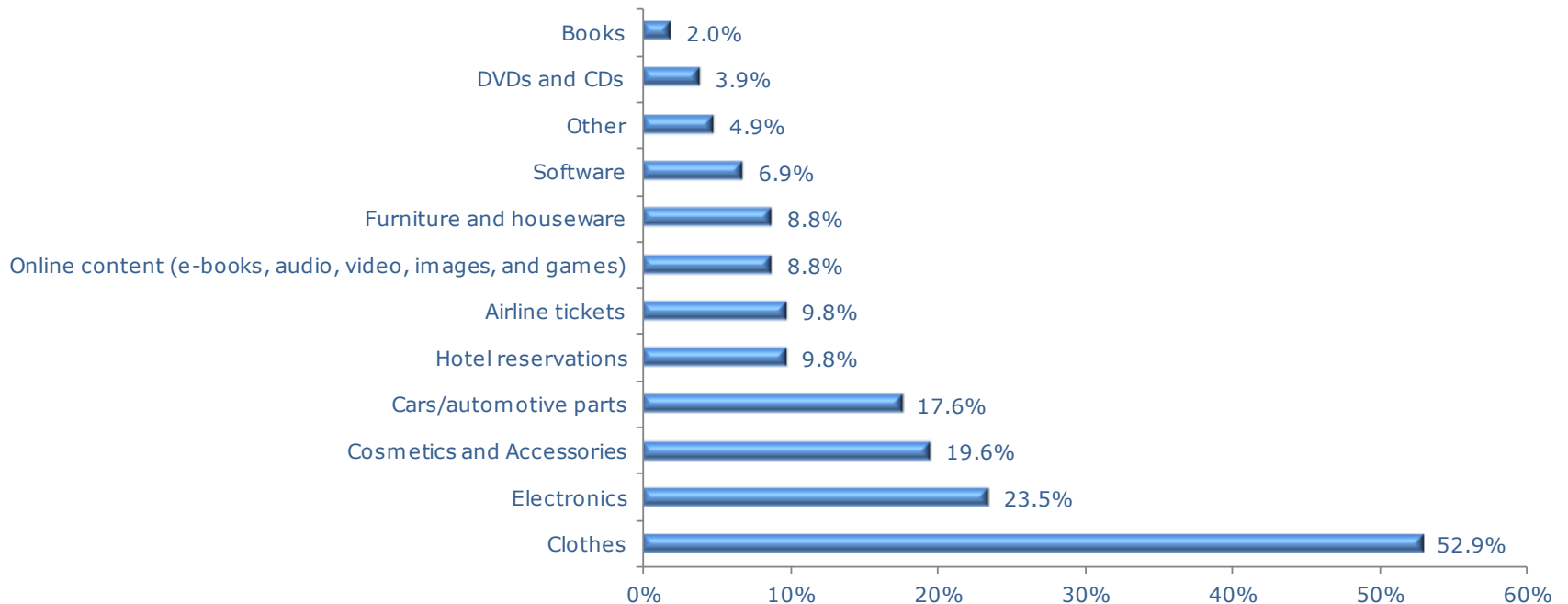


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52.9% of m-commerce users reported buying clothes online

Types of products and services bought online through a mobile device



Note: Percentages are calculated from total smartphone users of 102 who buy products online through a mobile device.

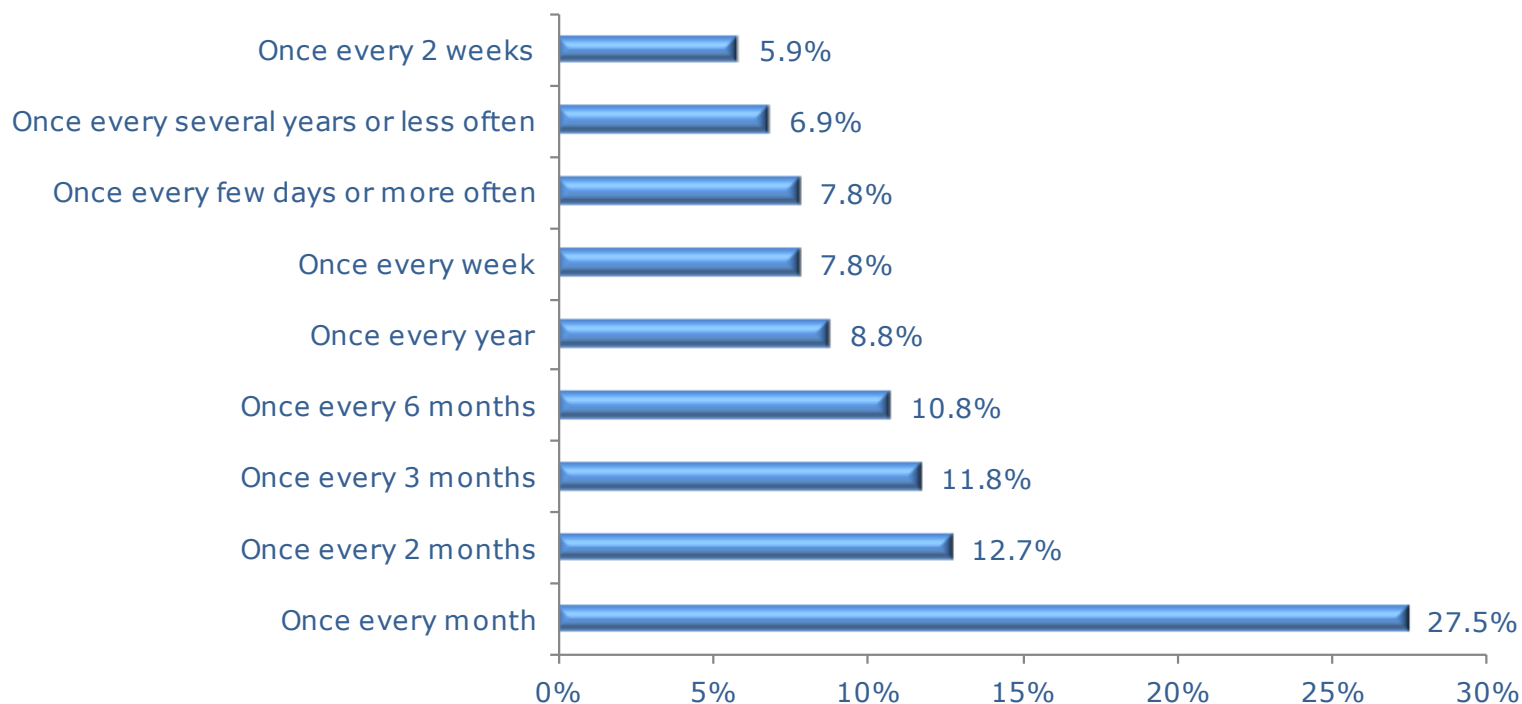


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27.5% of m-commerce users reported buying products and services online once every month

Frequency of buying products and services online through a mobile device



Note: Percentages are calculated from total smartphone users of 102 who buy products online through a mobile device.

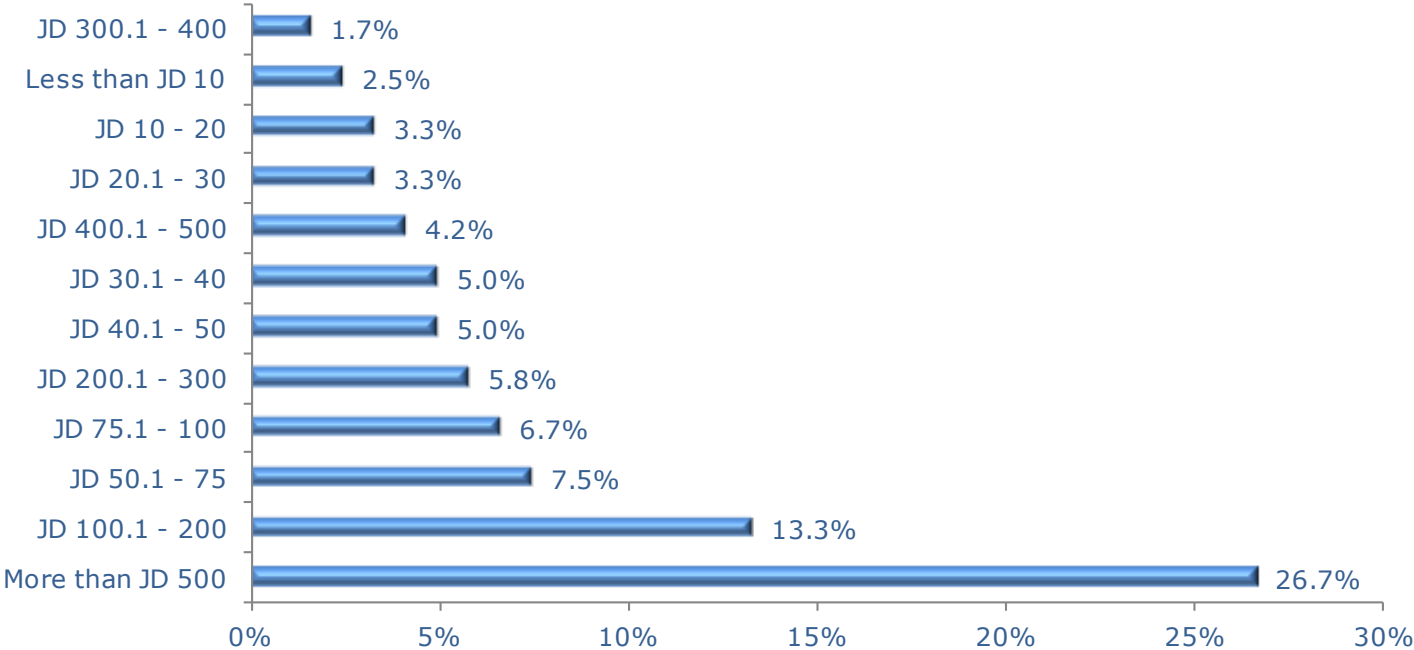


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26.7% of m-commerce users spent more than JD 500 for the last 12 months on buying products and services online

m-commerce expenditure on buying products and services online for the last 12 months (JD)



Note: Percentages are calculated from total smartphone users of 102 who buy products online through a mobile device.



Mobile Applications Perspectives

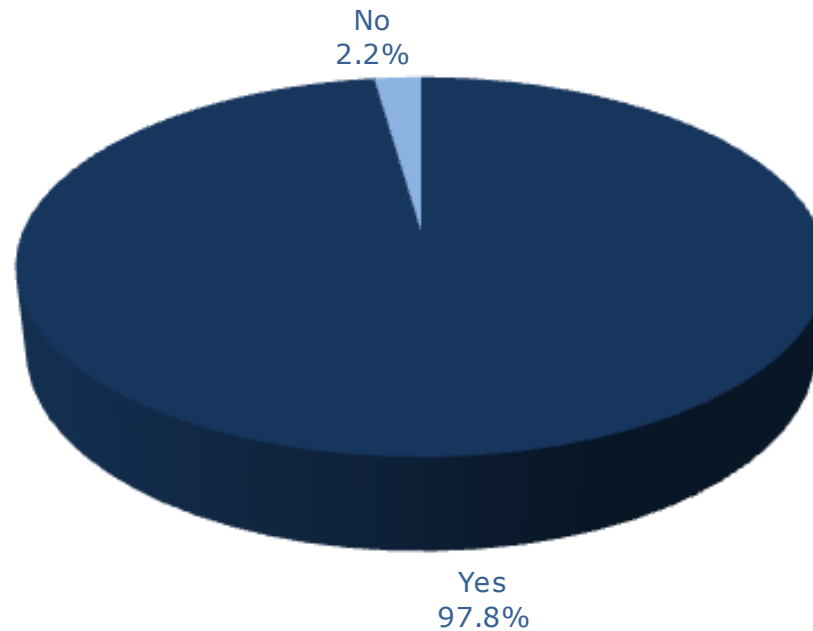


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97.8% of smartphone users reported using mobile applications

Application usage



Note: Percentages are calculated from total smartphone users of 760.

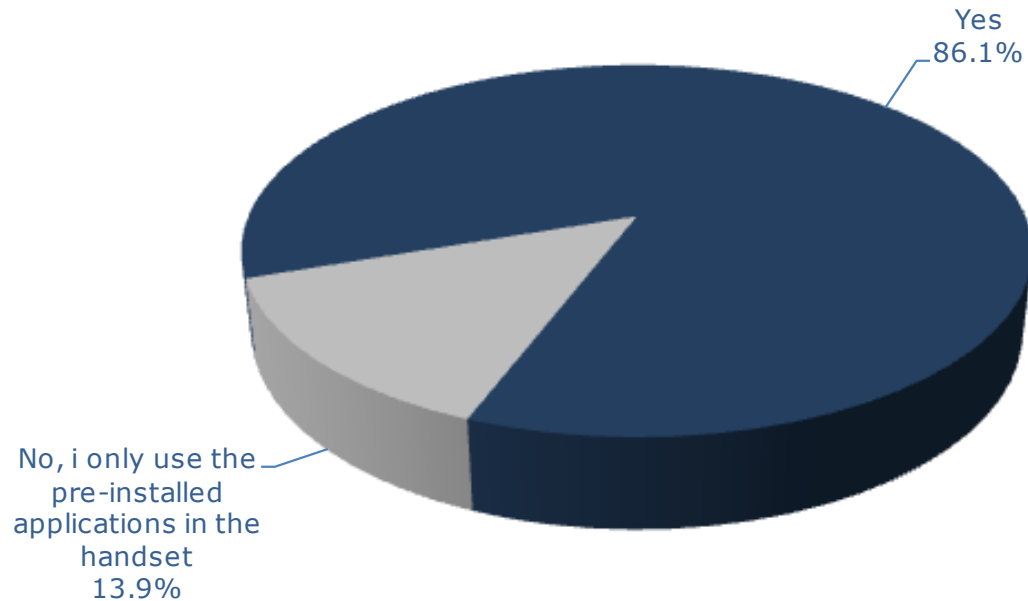


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A majority of 86.1% of mobile application users reported downloading apps

Application download



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users.

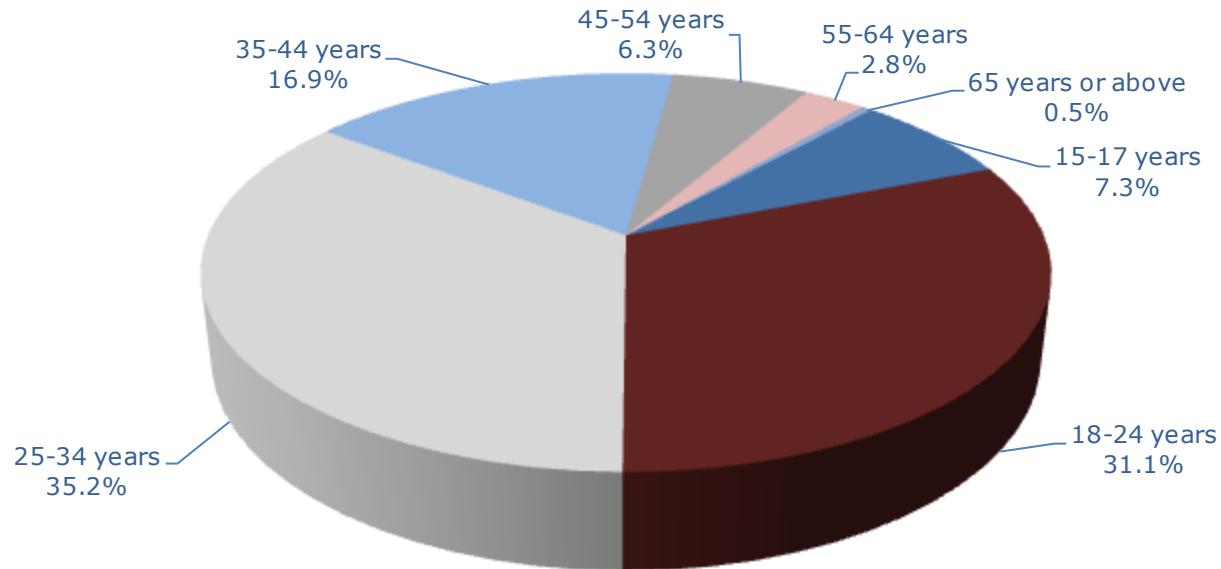


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35.2% of mobile application users who download apps are between the ages of 25 and 34 years old

Mobile application users who download applications by age group



Note: Percentages are calculated from the total mobile application users of 640 who download applications by age group.

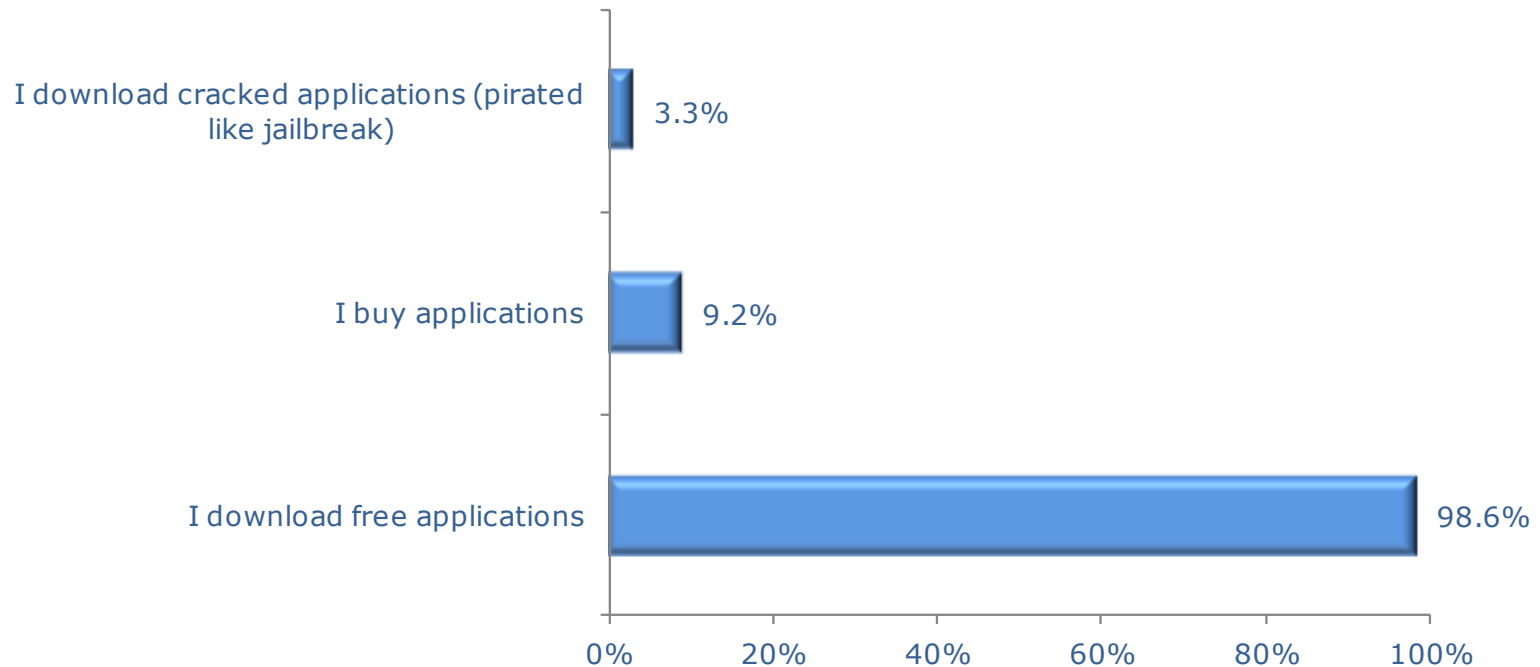


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Only 3.3% of mobile application users reported downloading cracked applications

Application download



Note: Percentages are calculated from total mobile application users of 640 who download applications.

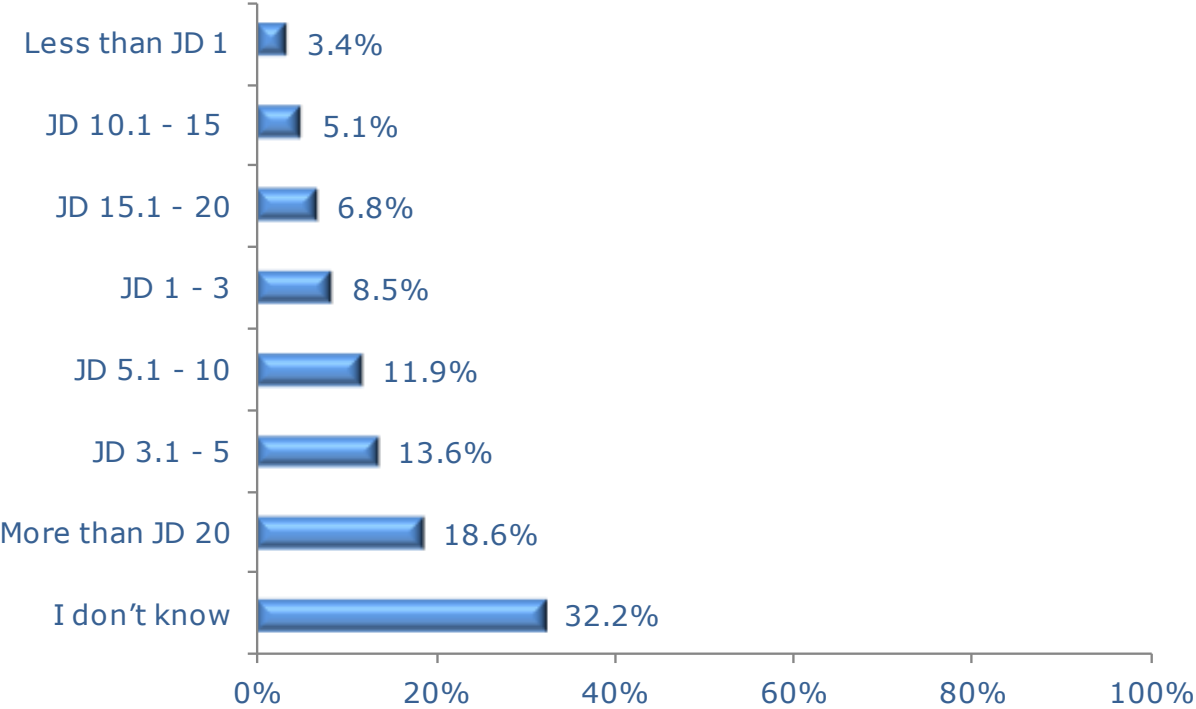


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18.6% of mobile app users reported that they spent more than JD 20 on mobile apps for the past 12 months

Expenditure on mobile applications for the last 12 months (JD)



Note: Percentages are calculated from total mobile application users of 59 who buy applications.

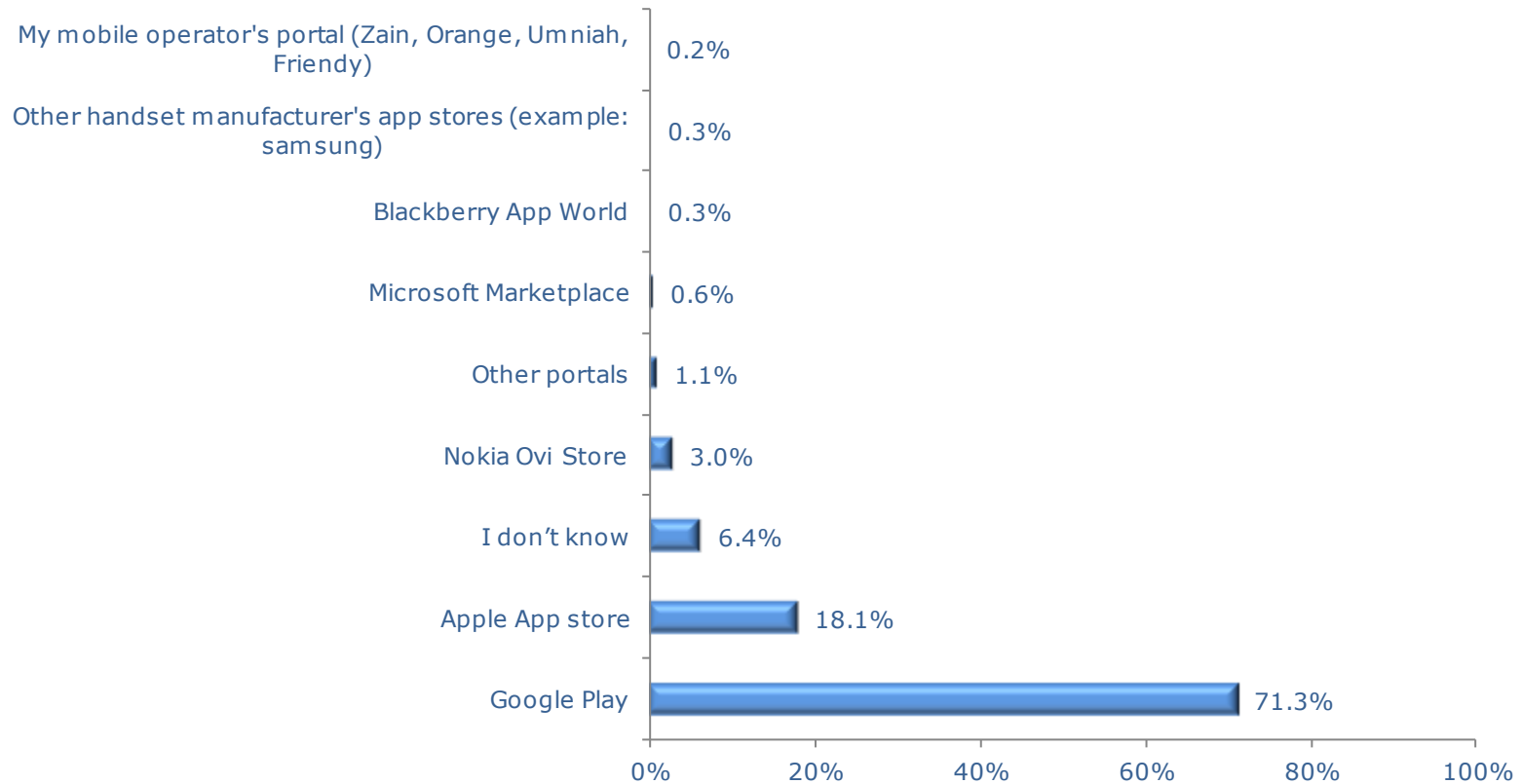


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Google Play is the most used store for downloading applications

Source of downloading applications



Note: Percentages are calculated from total mobile application users of 640 who download applications.

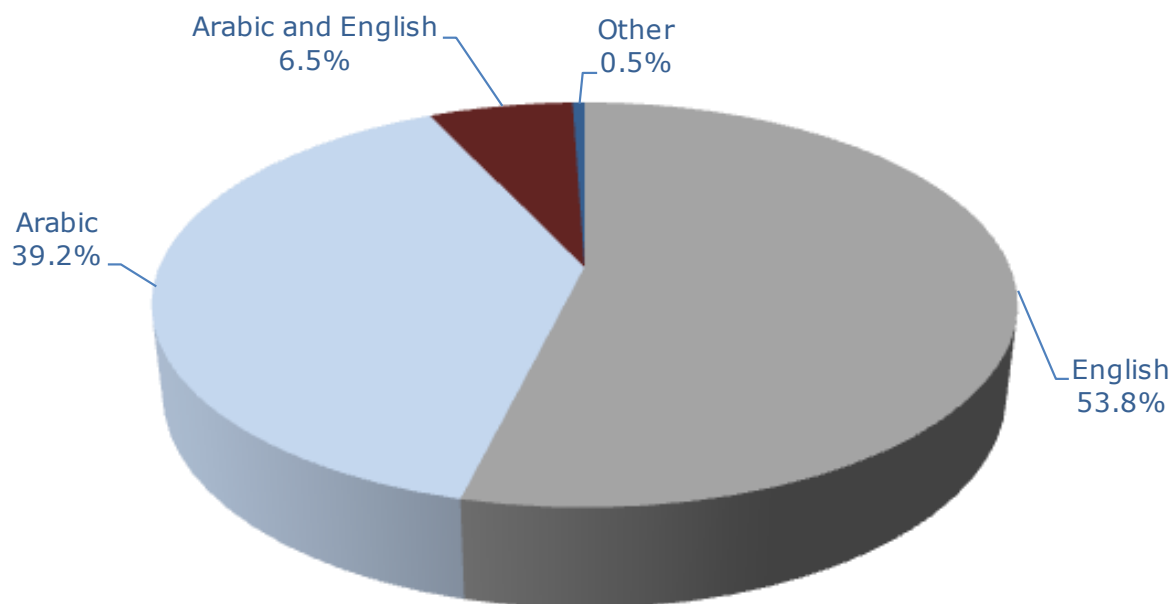


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53.8% and 39.2% of mobile app users prefer applications in English and Arabic, respectively

Language preference for applications



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users.



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Messaging Applications

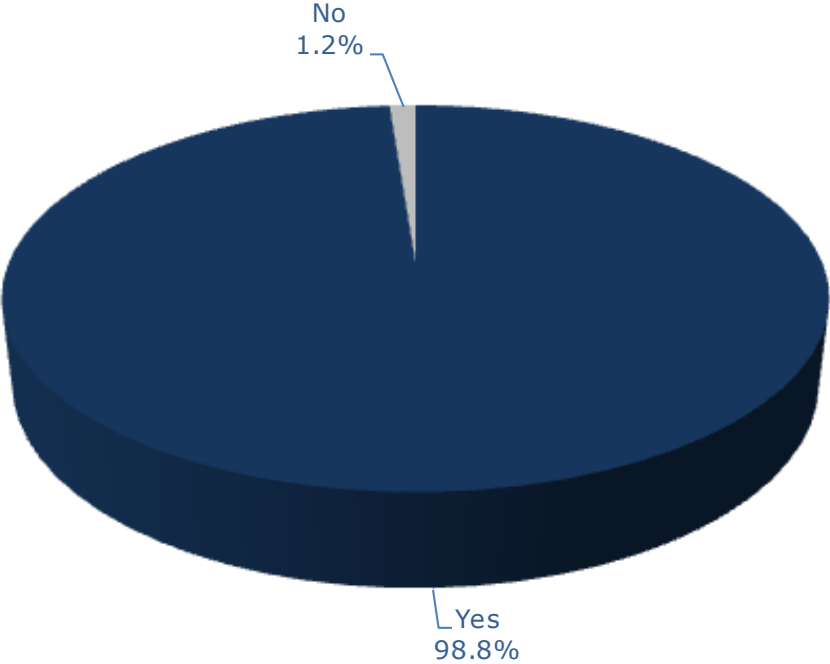


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98.8% of mobile application users reported using messaging applications

Whether mobile app users uses messaging applications



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users.

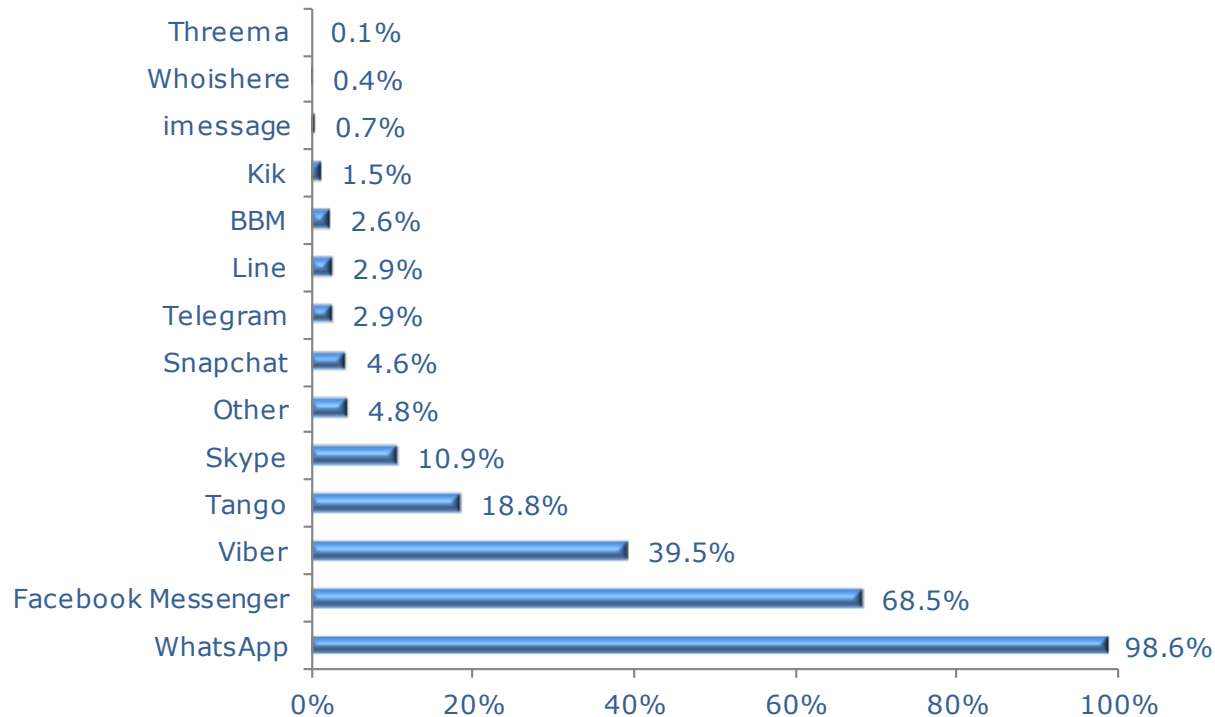


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WhatsApp is the most used messaging application

Messaging applications used



Note: Percentages are calculated from total mobile application users of 734 who use messaging application

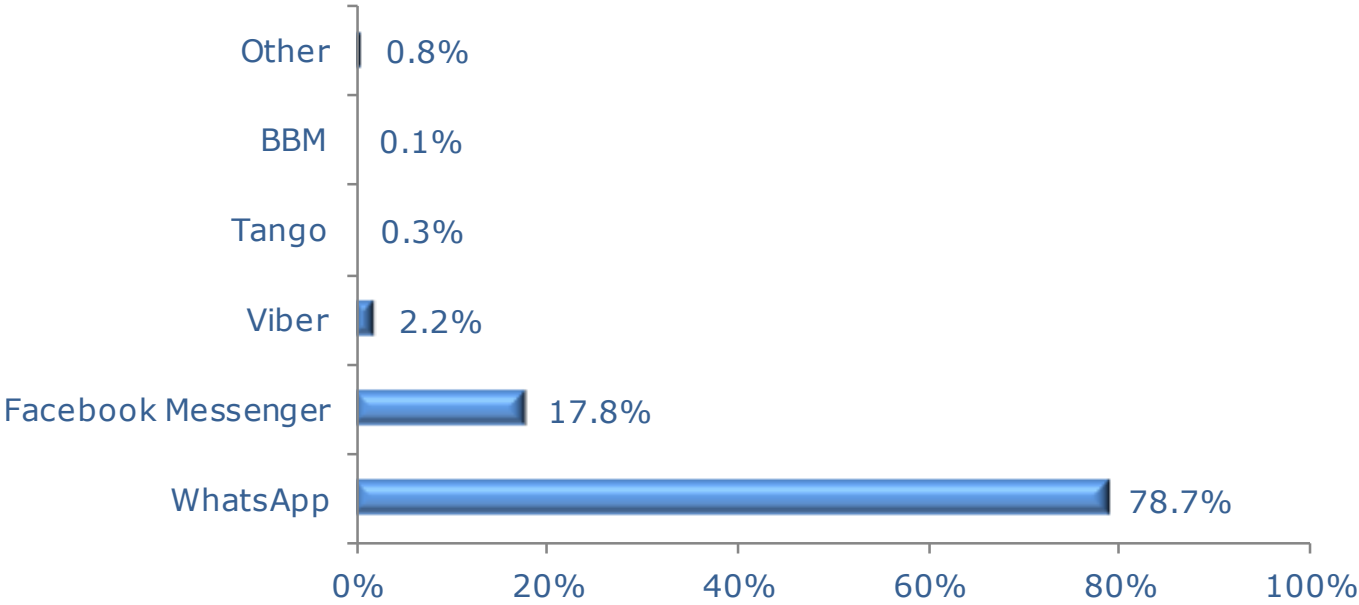


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78.7% reported that WhatsApp is the primary messaging application used

Primary messaging applications used



Note: Percentages are calculated from total mobile application users of 734 who use messaging application

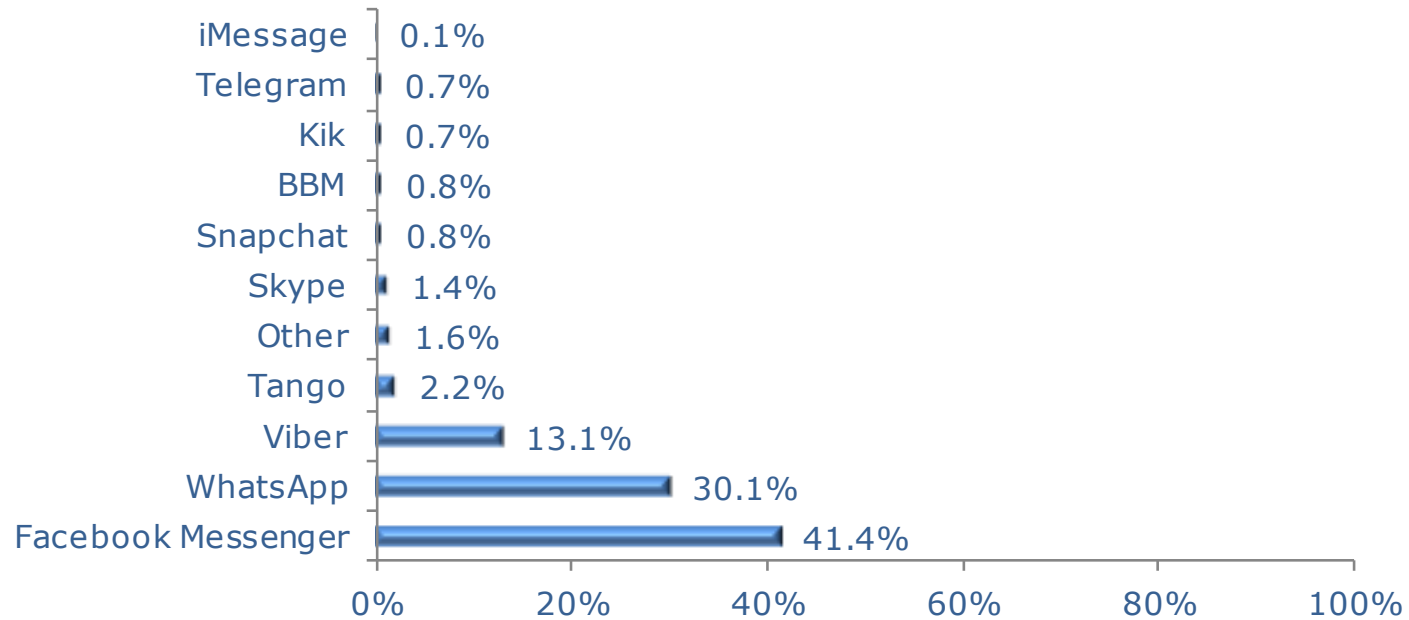


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41.4% reported that Facebook Messenger is the second messaging application they use

Second messaging applications used



Note: Percentages are calculated from total mobile application users of 734 who use messaging application.



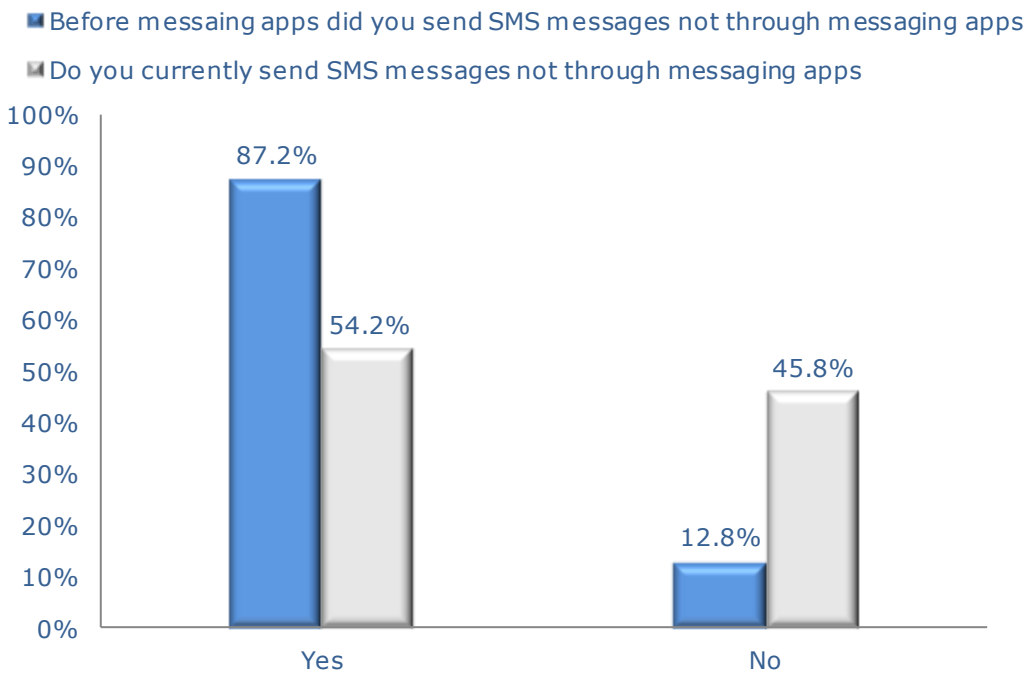
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Impact of messaging applications on SMS messages

Sending SMS before and after messaging apps

- The prevalence of messaging applications among smartphone users caused a drop on SMS usage patterns.
- 87.2% of mobile application users reported sending SMS messages before messaging applications compared to 54.2% of mobile application users who still send SMS messages.



Notes: Percentages are calculated from total mobile application users of 734 who use messaging applications.

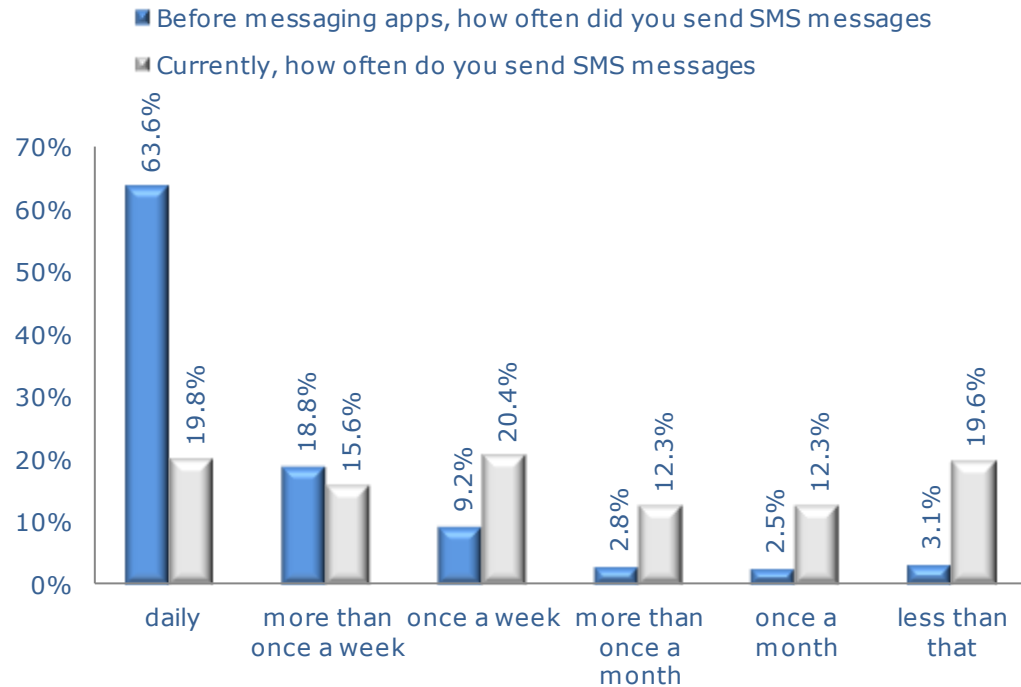


SMS messages usage patterns

SMS usage before and after messaging applications

Before messaging applications, 63.6% of mobile application users who use messaging applications used to send SMS every day.

Currently, 19.8% of mobile application users reported sending SMS on a daily basis.



Notes: For sending SMS before messaging applications, percentages are calculated from total mobile application users of 640 who use messaging applications and send SMS before messaging apps.

For currently sending SMS messages not through messaging applications, percentages are calculated total mobile application users of 398 who use messaging applications and currently send SMS messages.

Calling Applications

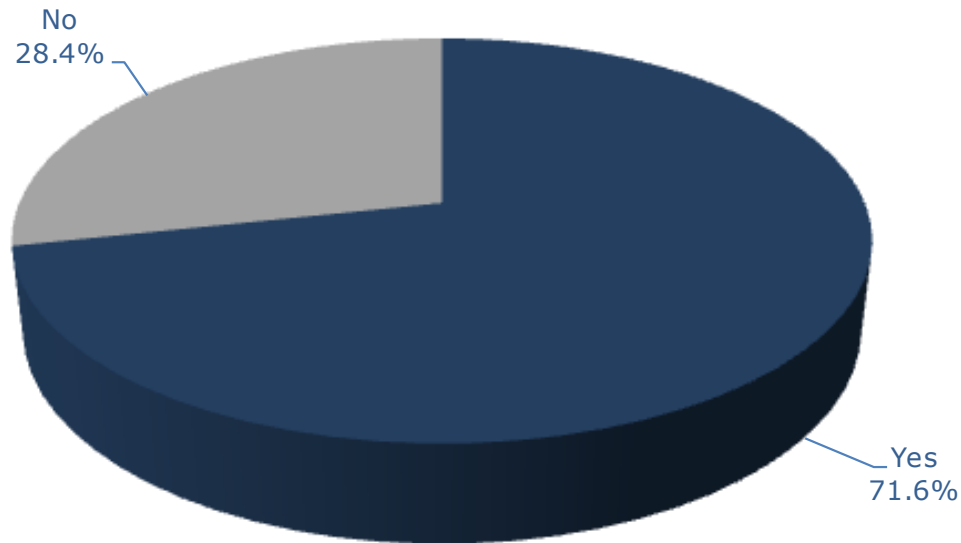


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71.6% of mobile application users reported using calling applications

Whether mobile app users uses calling applications



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users.

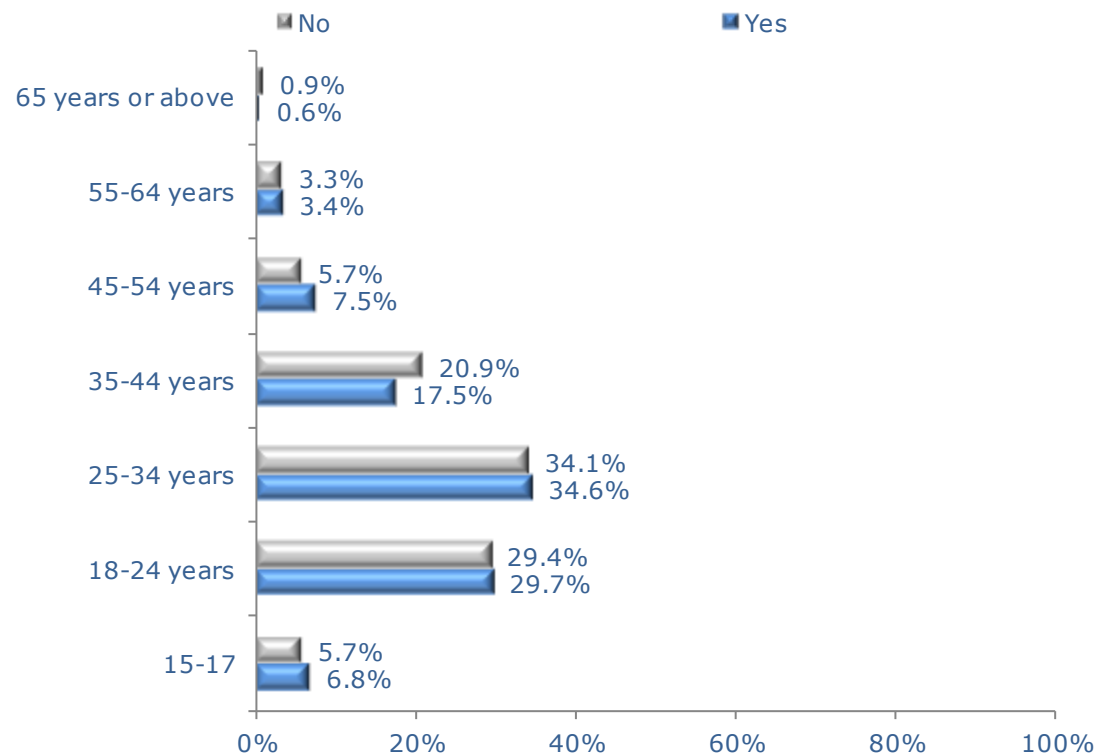


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34.6% of mobile application users between the ages 25-34 years reported using calling apps

Whether mobile app users use calling applications by age



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users by age.

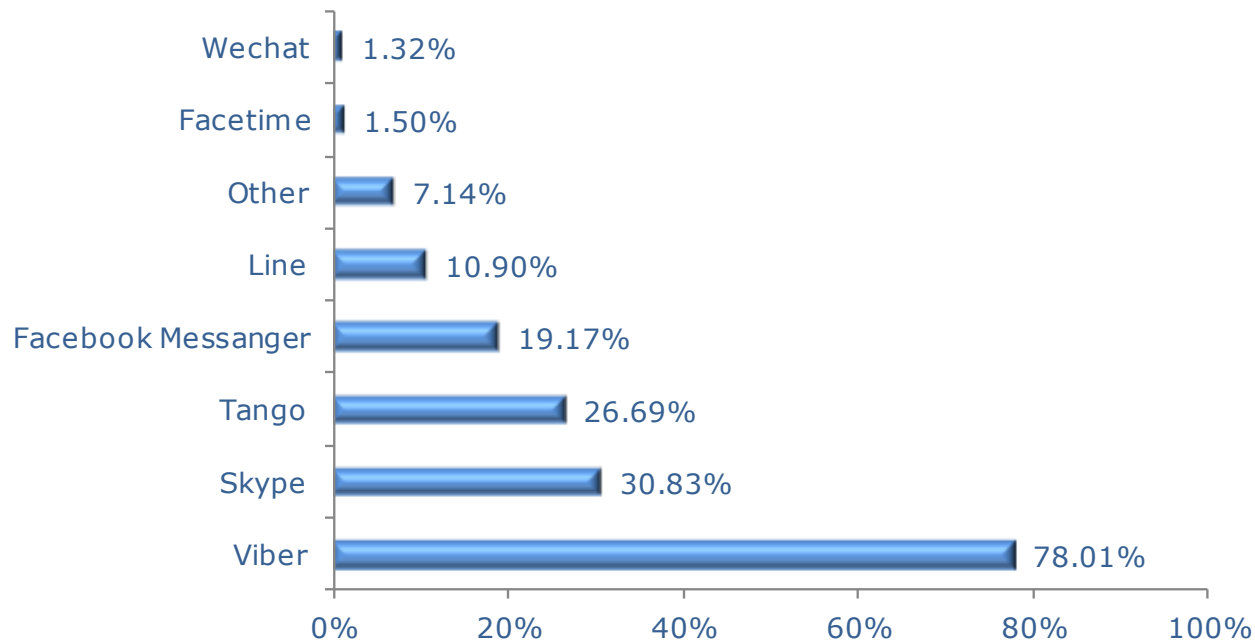


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Viber is the most used calling application

Calling applications used



Note: Percentages are calculated from the total mobile application users of 532 who use calling applications



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Social Media Usage

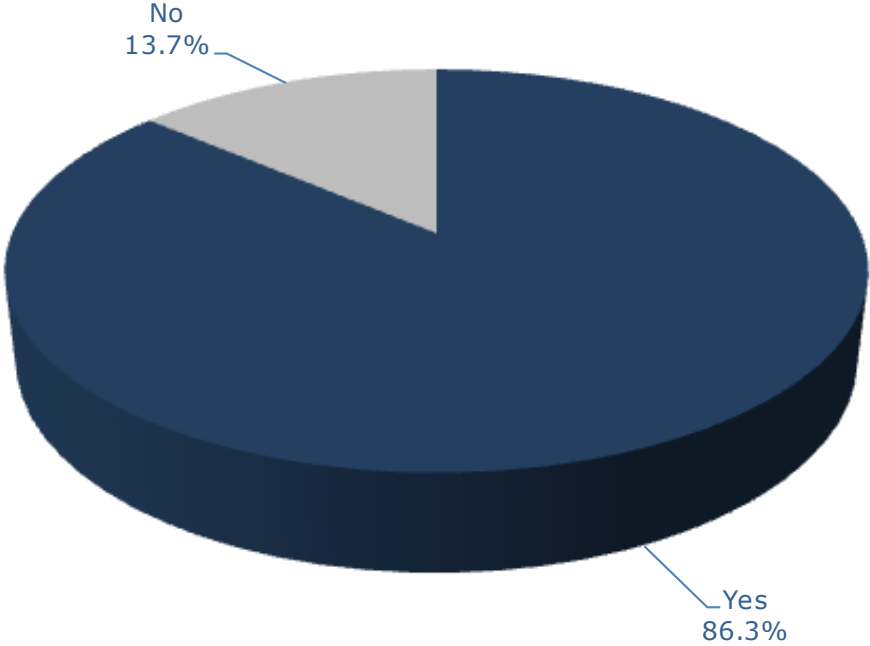


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86.3% of mobile application users reported using social media applications

Whether mobile app users use social media applications



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users.

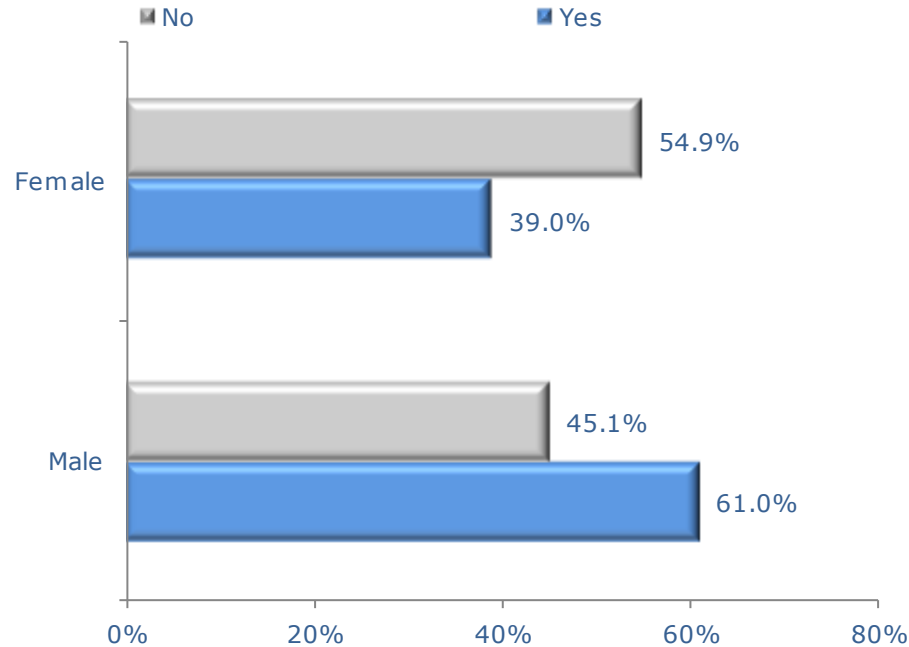


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61% and 39% of male and female mobile application users reported using social media apps, respectively

Whether mobile application users use social media applications by gender



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users by gender

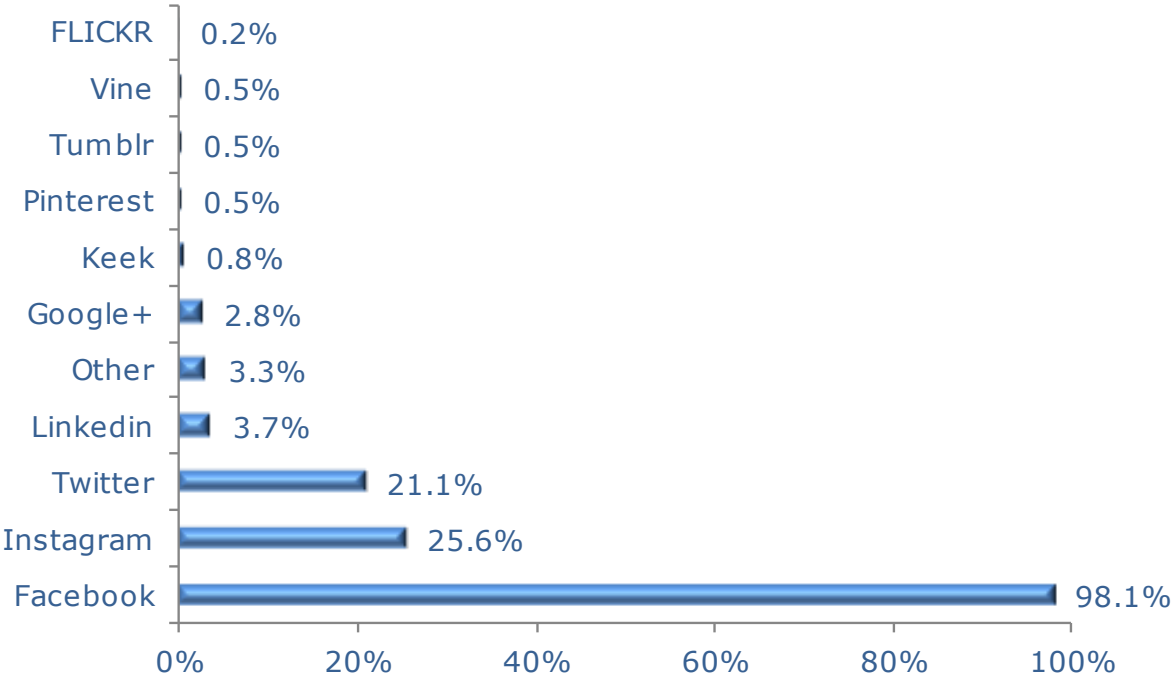


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The majority of 98.1% of mobile app users who use social media applications reported using Facebook app

Social media applications used

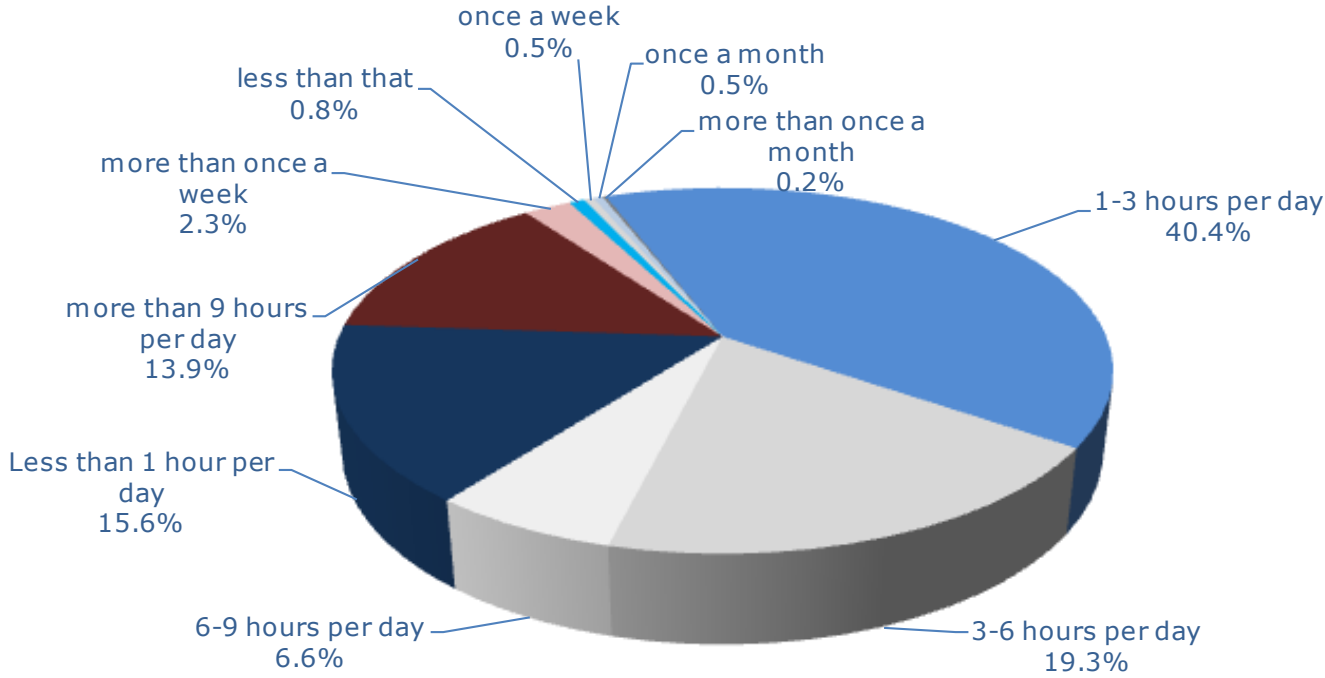


Note: Percentages are calculated from the total mobile application users of 641 who use social media applications



40.4% of the mobile application users who use social media applications use it 1 to 3 hours per day

Social media applications usage



Note: Percentages are calculated from the total mobile application users of 641 who use social media applications

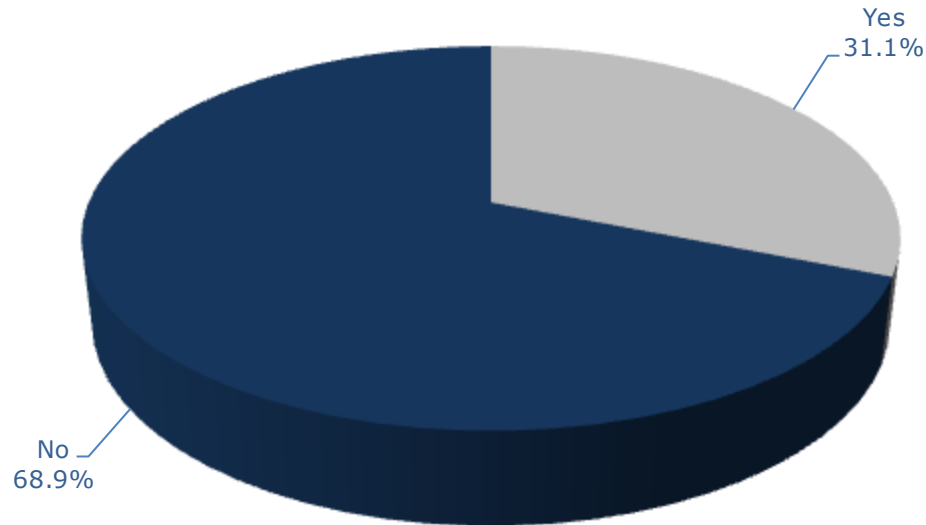


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The majority of mobile application users do not use personal computers to check social media

Whether mobile app users uses PC to check social media



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users.

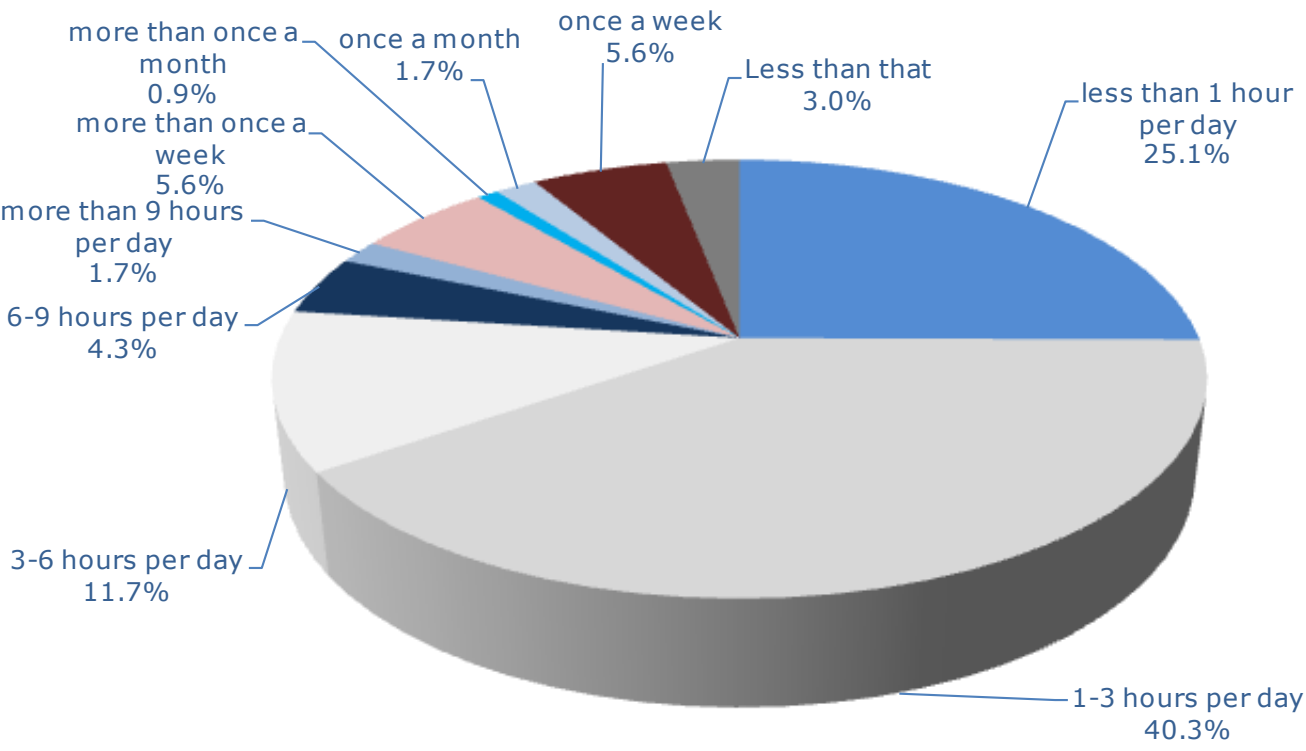


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40.3% of mobile application users who use the PC to check social media check it 1 to 3 hours per day

Usage of social media through the PC



Note: Percentages are calculated from the total mobile application users of 231 who use the PC to check social media



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Video Streaming and Applications

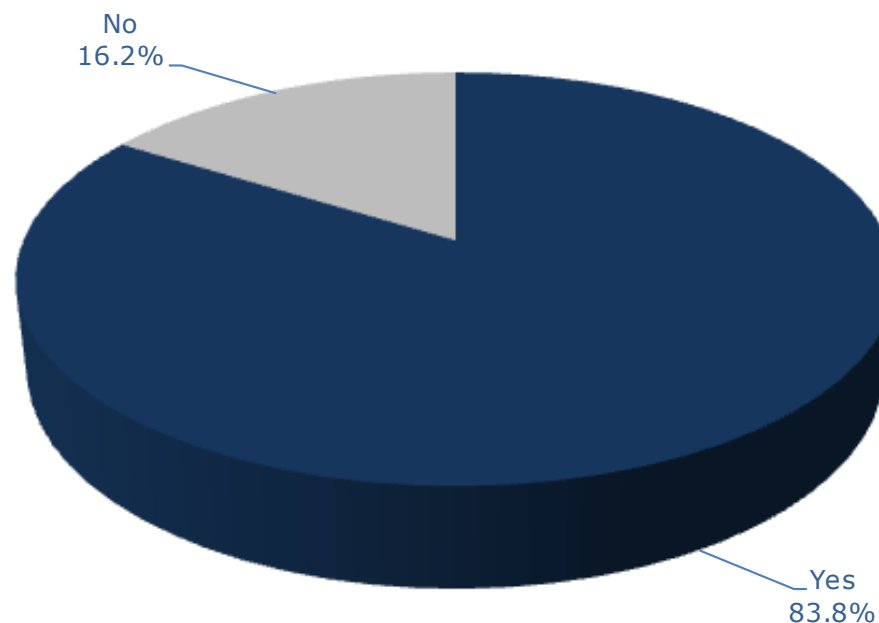


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83.8% of mobile application users use video applications on their handsets

Whether mobile app users uses video applications



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users.

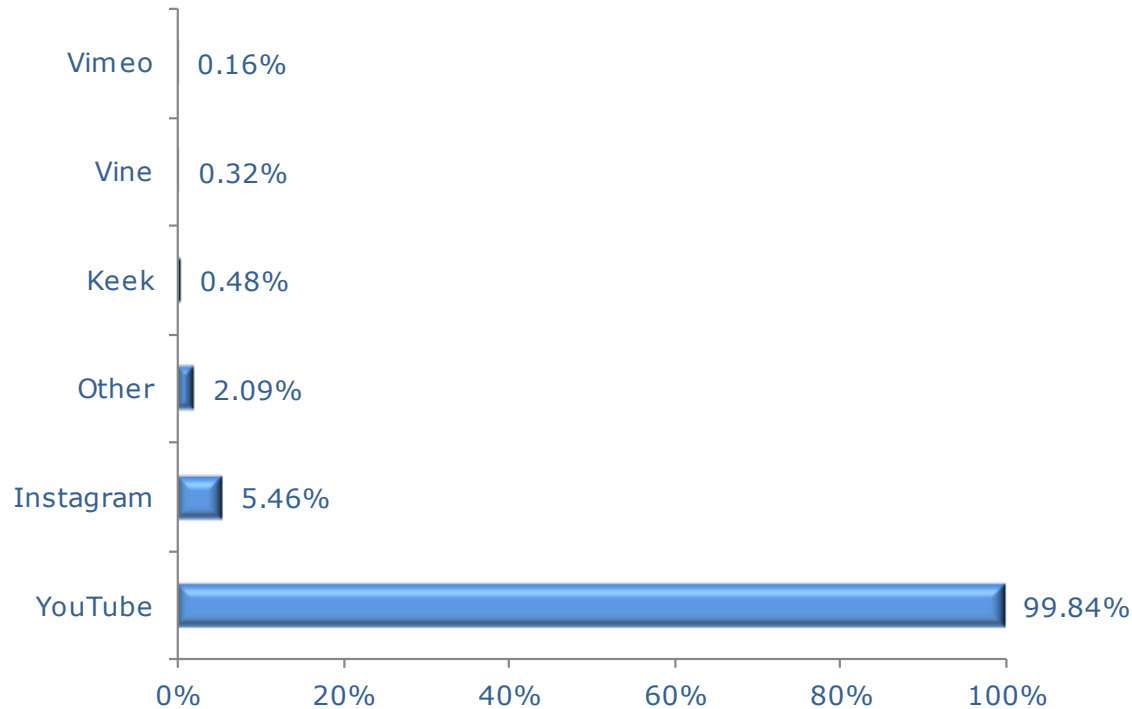


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YouTube is the most common video application

Video applications used



Note: Percentages are calculated from the total mobile application users of 623 who use video applications.

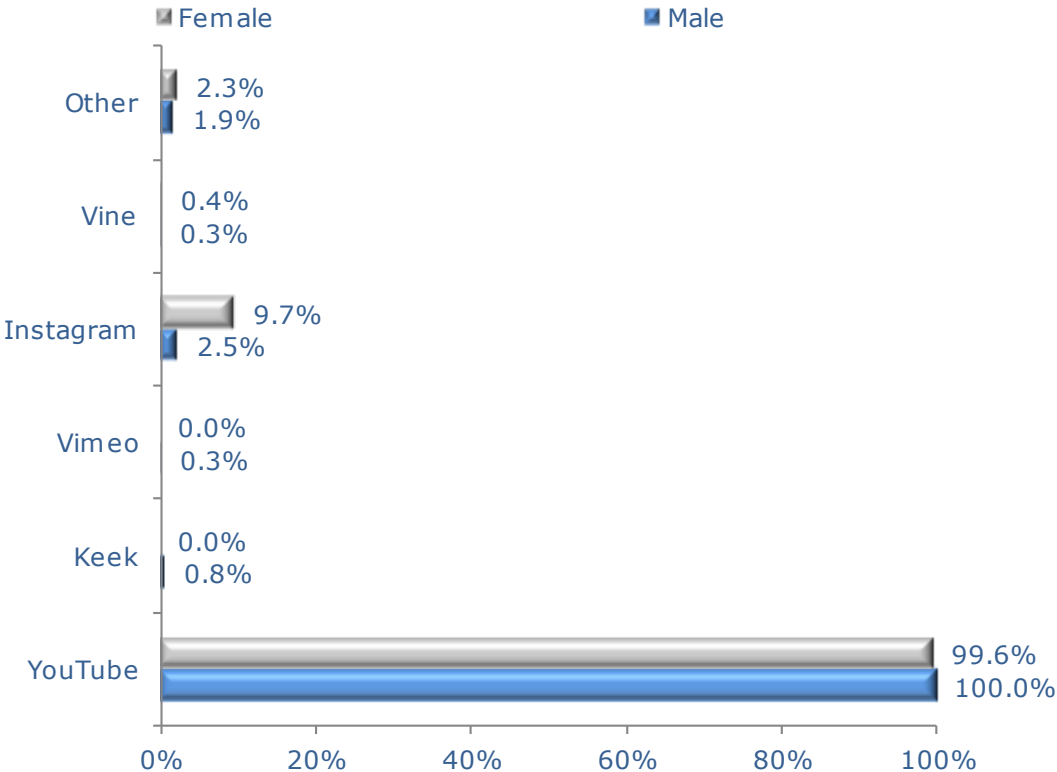


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A vast majority of female and male mobile app users who use video applications use YouTube app

Video applications used by gender

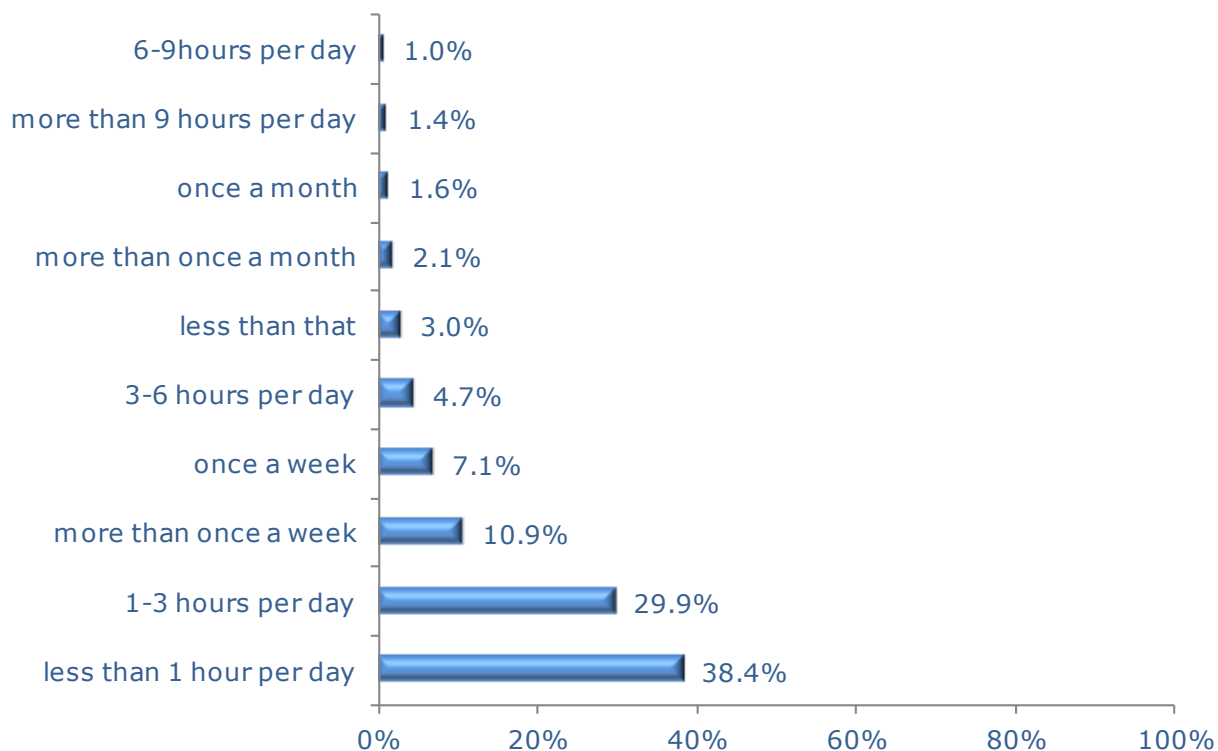


Note: Percentages are calculated from the total mobile application users of 623 who use video applications by gender.



38.4% of mobile application users who use video applications reported using them less than 1 hour per day

Video applications usage



Note: Percentages are calculated from the total mobile application users of 623 who use video applications



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Online Gaming and Applications

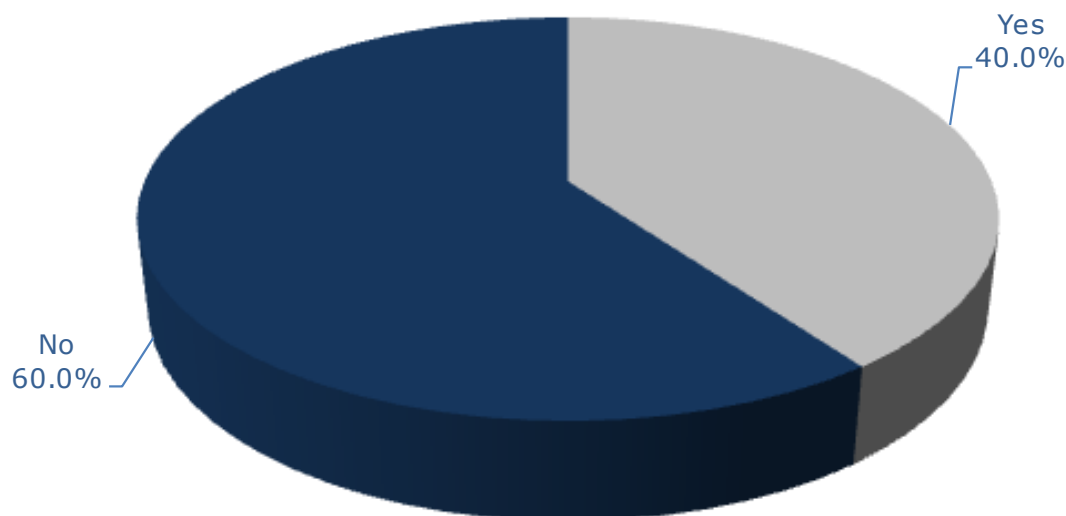


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40% of mobile application users reported using game applications on their smartphones

Whether mobile application users use game applications



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users.

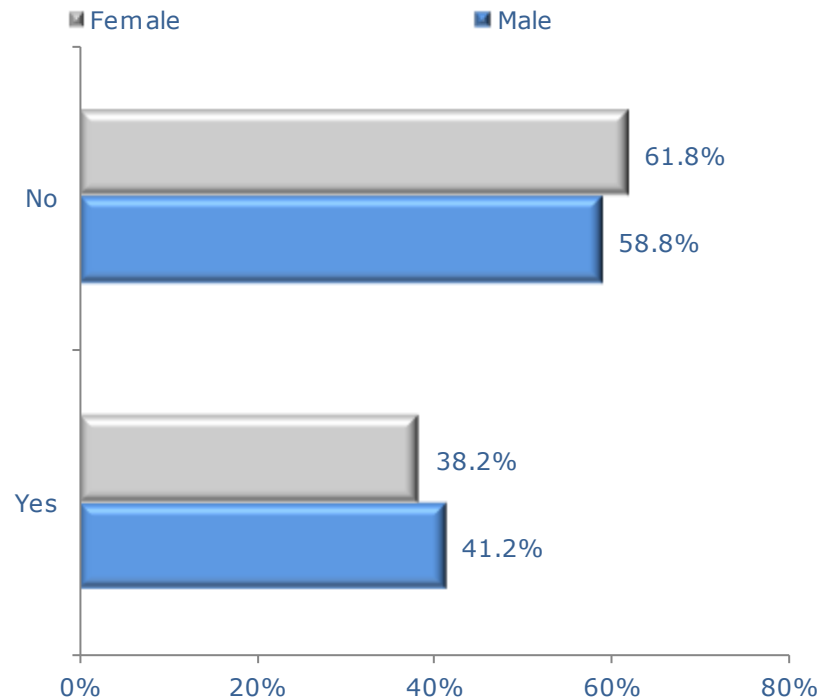


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41.2% of male mobile application users reported using gaming applications on their smartphones

Whether mobile application users use game applications by gender



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users by gender.

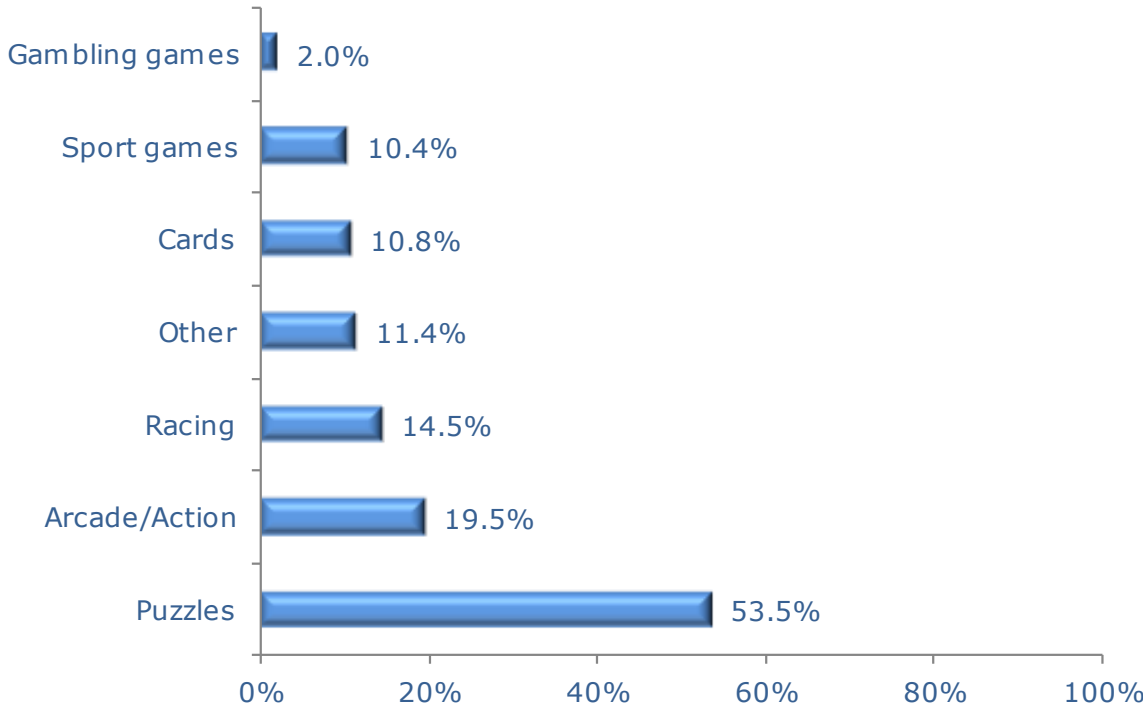


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Puzzles are the most used categories among game application users

Gaming categories



Note: Percentages are calculated from the total mobile application users of 297 who use game applications

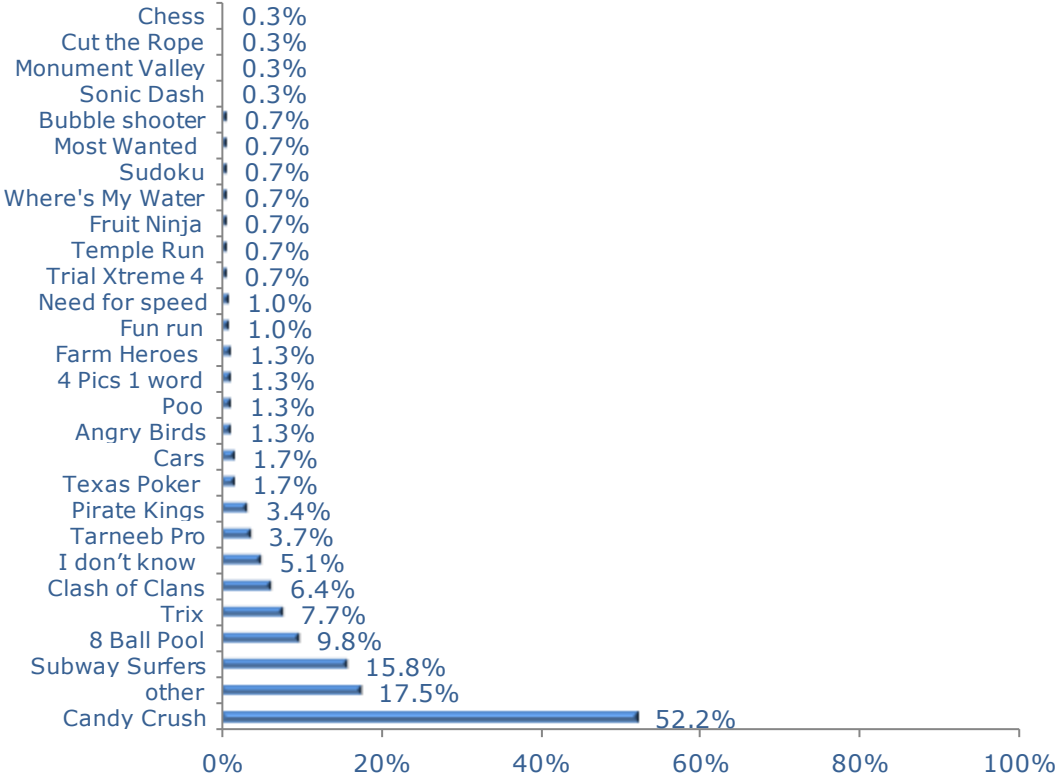


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52.2% of gaming app users reported playing the game "Candy Crush" on their smartphones

Gaming applications regularly used

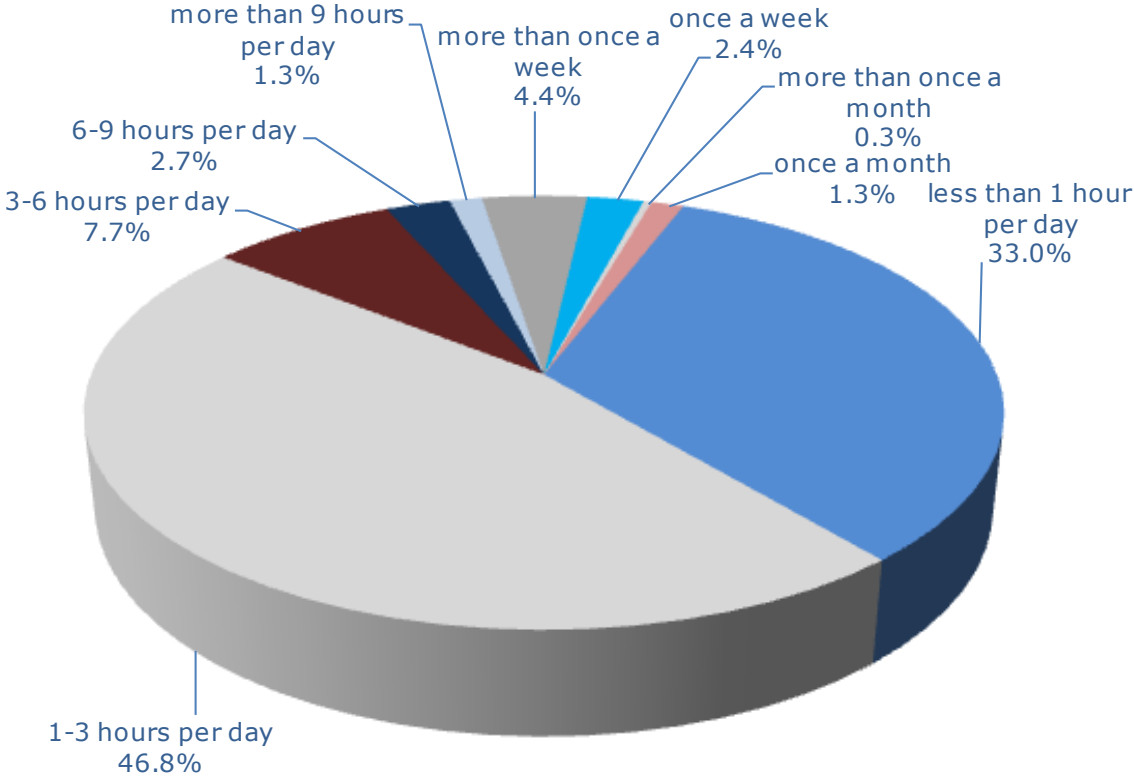


Note: Percentages are calculated from the total mobile application users of 297 who use game applications



46.8% of gaming applications users reported using them 1 to 3 hours per day

Usage of gaming applications



Note: Percentages are calculated from the total mobile application users of 297 who use game applications

Music and Radio Applications

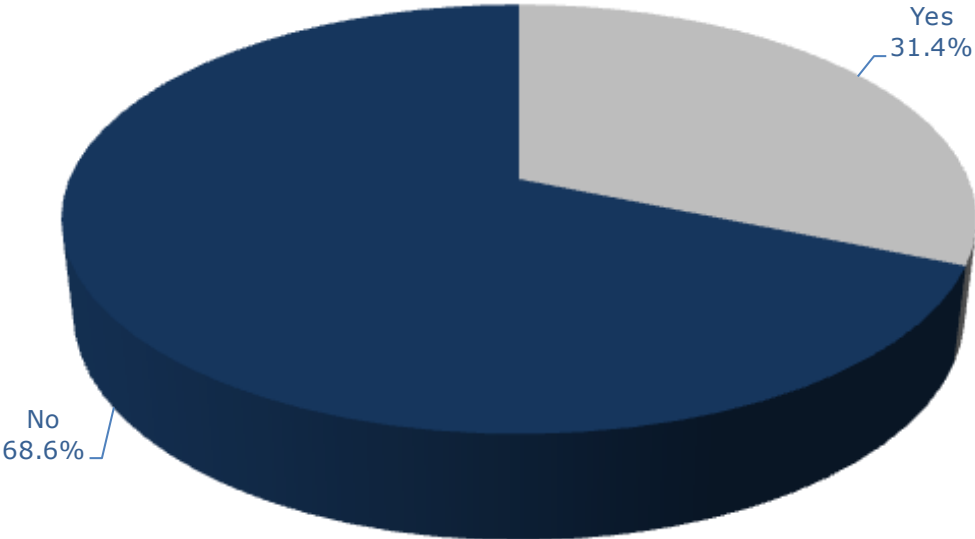


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68.6% of mobile application users do not use music and radio apps on their cellular handsets

Whether mobile application users use music and radio applications



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users.

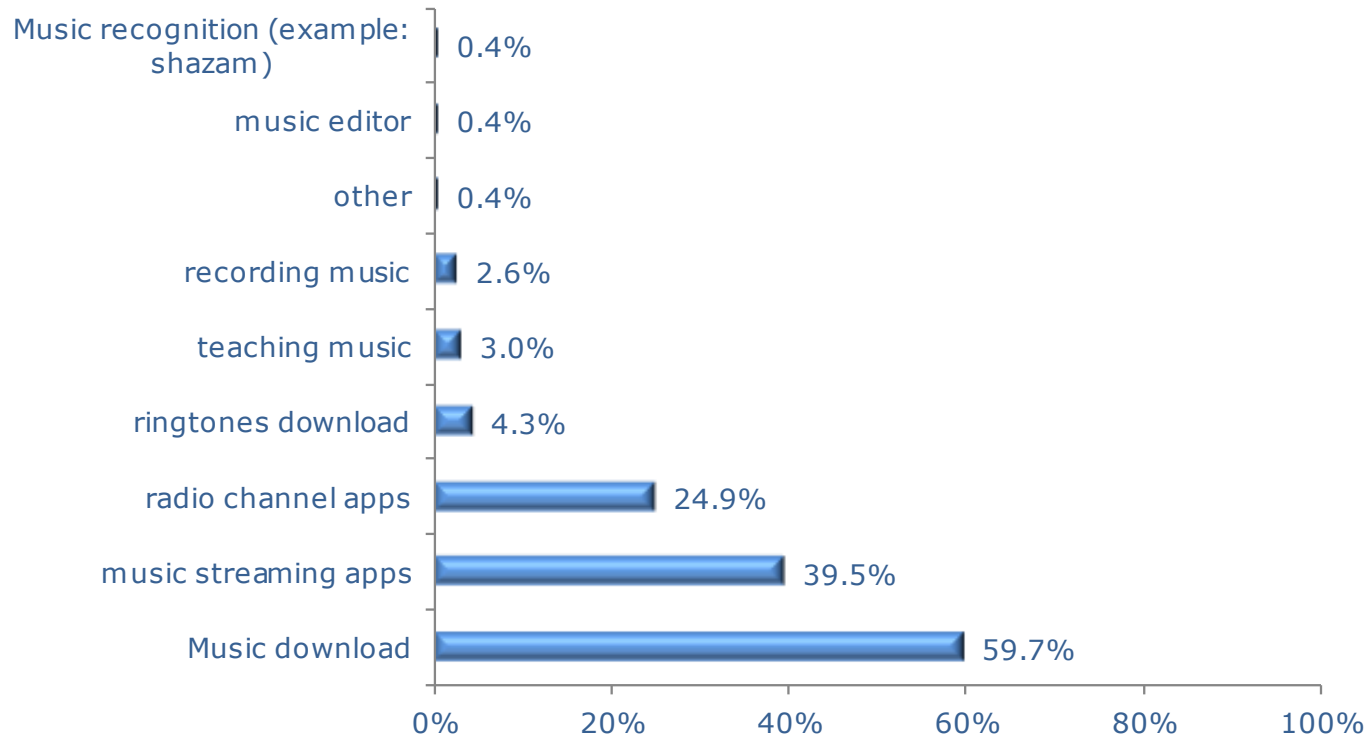


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59.7% of mobile app users who use music and radio applications use apps for music download

Music and radio categories used



Note: Percentages are calculated from the total mobile application users of 233 who use music and radio applications



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Photo Editing Applications

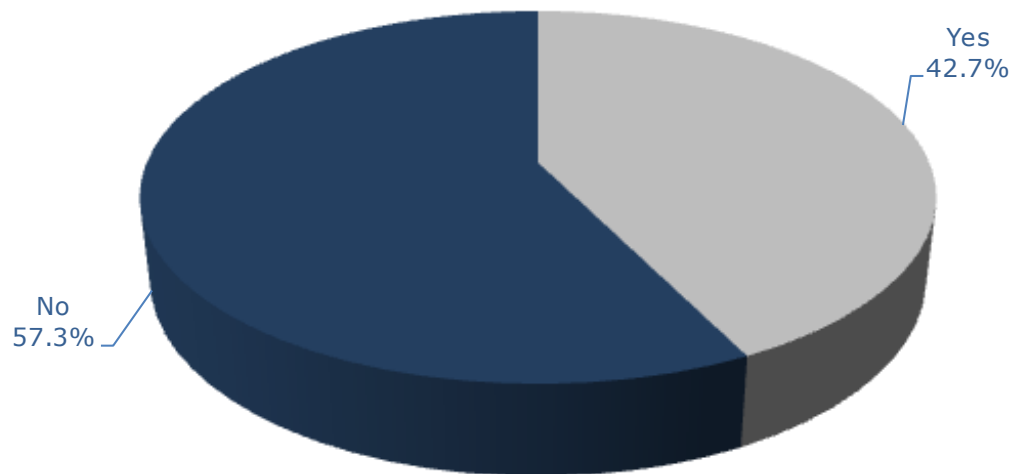


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42.7% of mobile application users reported using photo editing apps

Whether mobile application users use photo editing applications



Note: Percentages are calculated from total smartphone users of 743 who are mobile application users.

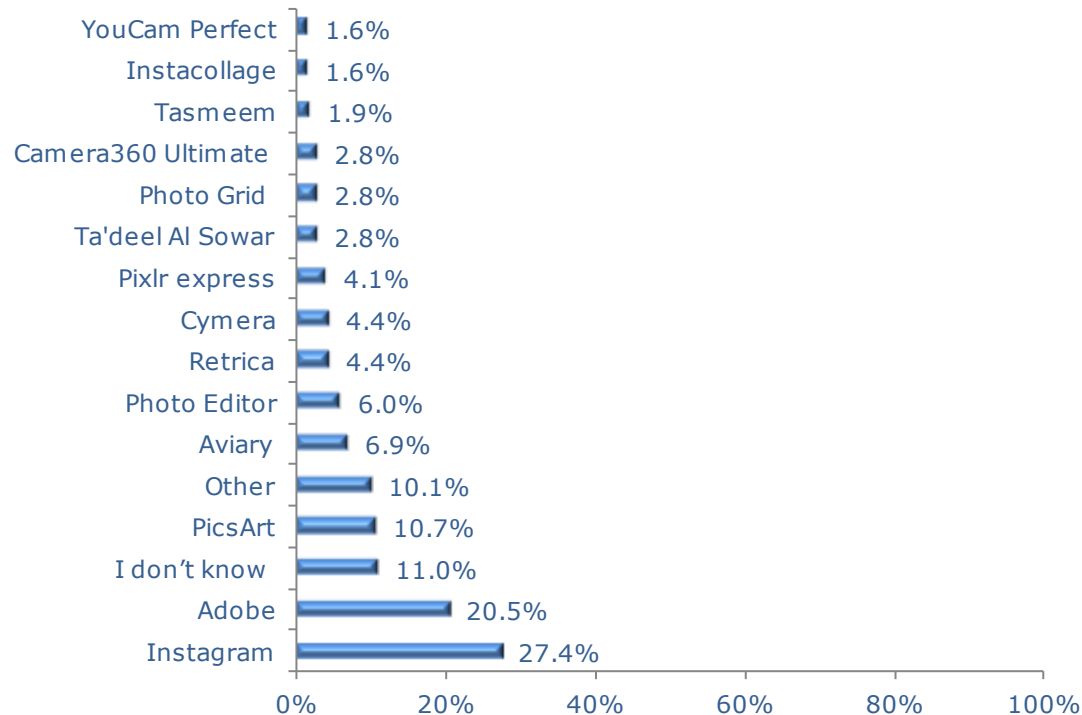


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27.4% of mobile application users who use photo editing applications reported using Instagram

Photo editing applications used on cellular handsets



Note: Percentages are calculated from the total mobile application users of 317 who use photo editing applications

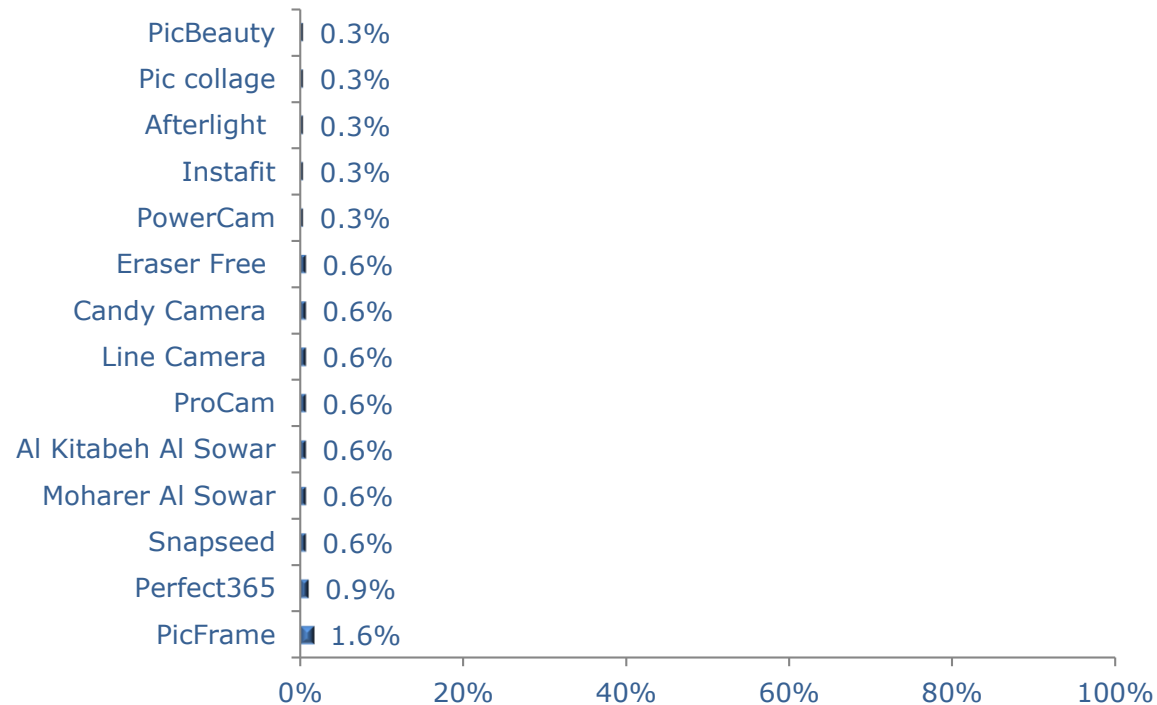


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Photo editing applications - continued

Photo editing applications used on cellular handsets



Note: Percentages are calculated from the total mobile application users of 317 who use photo editing applications



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Smartphone & Mobile apps Use In Jordan

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