



# Saudi Arabia: consumer survey



Oliver Bruff

## About this report

This report provides key findings from consumer survey data from Saudi Arabia and gives an analysis at the operator level. It covers fixed broadband, mobile and pay-TV services.

The survey was conducted in association with OnDevice Research in July and August 2023. The survey group was chosen to be representative of the internet-using population in Saudi Arabia. We set quotas on age, gender and geographical spread to that effect. There were at least 750 respondents.



### GEOGRAPHICAL COVERAGE

- Saudi Arabia



### KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the most significant factors that affect Net Promoter Scores (NPSs) for fixed broadband and mobile operators? Which operators score highly and why?
- What are the most significant drivers of fixed broadband and mobile churn and how can operators approach customer retention?
- What are the mobile and fixed broadband data usage patterns among respondents?
- What are the most popular pay-TV and video streaming services? Which services lead to high satisfaction scores and why?



### WHO SHOULD READ THIS REPORT

- Strategy teams and managers who are interested in improving the customer experience within telecoms operators and understanding the drivers of customer satisfaction and churn.
- Market intelligence and regional research teams of equipment/device manufacturers that are responsible for understanding end-user trends and supporting business units in identifying and addressing new opportunities.
- Product managers and strategy teams working for telecoms operators or pay-TV providers that are interested in using streaming video services as a value-added service (VAS) to support their core services.



# Contents



**Executive summary**





Analysis and key findings

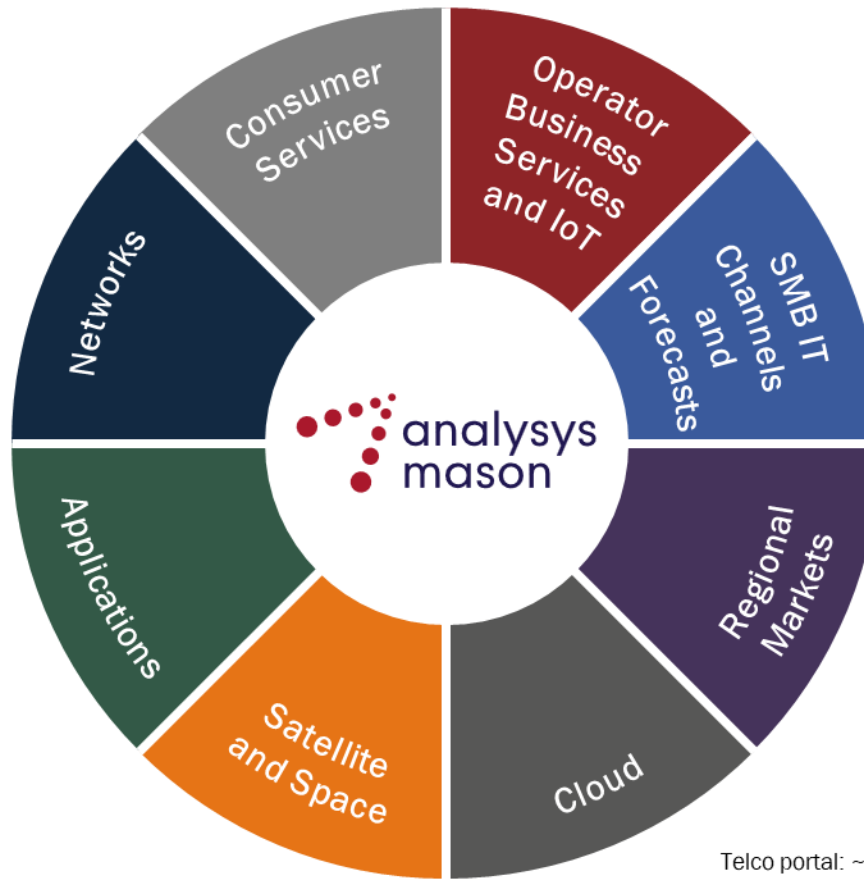
Appendix

Methodology and panel information


About the author and Analysys Mason

# Our research services

- 
**Consumer Services**
  - Fixed Broadband Services
  - Mobile Services
  - Fixed-Mobile Convergence
  - Smart Devices
  - Future Comms
  - Video, Gaming and Entertainment
- 
**Networks**
  - Next-Generation Wireless Networks
  - Wireless Infrastructure Strategies
  - Fibre Infrastructure Strategies
  - Operator Investment Strategies
  - Telecoms Strategy and Forecast
  - Transport Network Strategies
- 
**Applications**
  - Network Automation and Orchestration
  - Customer Engagement
  - Monetisation Platforms
  - Digital Experience
  - Automated Assurance
  - Service Design and Orchestration
  - Telecoms Software Market Shares
- 
**Satellite and Space**
  - Satellite Strategies for Telcos
  - Satellite Capacity
  - Satellite Infrastructure
  - Satellite Mobility




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**Operator Business Services and IoT**
  - Enterprise Services
  - SME Services
  - IoT Services
  - Private Networks
  - Cyber Security

- 
**SMB IT Channels and Forecasts**
  - SMB Technology Forecaster

- 
**Regional Markets**
  - Global Telecoms Data and Financial KPIs
  - Americas
  - Asia-Pacific
  - Middle East and Africa
  - European Core Forecasts
  - European Telecoms Market Matrix
  - European Country Reports

- 
**Cloud**
  - Cloud Infrastructure Strategies
  - Data, AI and Development Platforms
  - Edge and Media Platforms
  - Multi-Cloud Networking

- 
**DataHub**
  - Forecast data for 80 countries

Telco portal: ~2800 forecast and ~320 historical metrics  
 SMB Technology Forecaster portal: ~120 000 forecast metrics

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