



5G adoption and interest in the Middle East: consumer survey



Karim Yaici

About this report

This report uses consumer survey data to analyse the adoption of 5G among smartphone users in the Middle East. It assesses the impact of 5G on mobile users' spending and satisfaction and includes insights into respondents' interest in 5G use cases.

The survey was conducted in association with On Device Research between June and August 2022. The survey groups were chosen to be representative of the mobile-internet-using population in the region. We set quotas on age, gender and geographical spread to that effect. There were 750 respondents per country, and 3000 in the region.

KEY QUESTIONS ANSWERED IN THIS REPORT

- What is the impact of 5G on mobile users' spending and customer satisfaction metrics?
- What are the reasons for upgrading and not upgrading to 5G?
- To what extent are customers willing to pay for new 5G use cases?



GEOGRAPHICAL COVERAGE

Middle East:

- Kuwait
- Oman
- Saudi Arabia
- UAE



WHO SHOULD READ THIS REPORT

- Operator strategy teams and marketing managers who are interested in understanding the adoption of 5G and how 5G affects customer satisfaction metrics and spending.
- Strategy and regional teams of equipment/device manufacturers that want to identify end-user trends in 5G usage and help their operator customers to improve their ability to address market opportunities.



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DataHub
 - ~2800 forecast and 280+ historical metrics
 - Regional results and worldwide totals
 - Operator historical data

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