



# Data usage and its impact on customer satisfaction in the Middle East: consumer survey



Karim Yaici



## About this report

This report uses consumer survey data to analyse smartphone users' data consumption in the Middle East and its impact on customer satisfaction.

The survey was conducted in association with On Device Research between July 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 are the mobile data usage patterns among respondents, and how does data pricing affect these patterns?
- What is the impact of data consumption on customer satisfaction metrics?
- To what extent are respondents willing to pay more to get larger data allowances?



### GEOGRAPHICAL COVERAGE

#### Middle East:

- Kuwait
- Oman
- Saudi Arabia
- UAE



### WHO SHOULD READ THIS REPORT

- Operator-based strategy teams and managers who are interested in data usage and spending trends and how data consumption affects customer satisfaction metrics.
- Market intelligence and regional research teams of other players such as content providers that are responsible for understanding end-user trends and supporting business units in identifying and addressing new opportunities.



**Executive summary**





Analysis

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
  - Digital Services
- 
**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 Communications
  - Space Applications and Infrastructure



- Operator Business Services and IoT**
  - Enterprise Services
  - SME Services
  - IoT Services
  - Private Networks
- 
**SMB IT Channels and Forecasts**
  - Cyber Security
  - 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**
  - ~2800 forecast and 280+ historical metrics
  - Regional results and worldwide totals
  - Operator historical data

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