

Middle East & North Africa **Facebook Demographics**

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Summary

Facebook has become a force to be reckoned with in the Middle East and North Africa and the platform can now claim 15 million users as of May 2010. Whilst Facebook saw strong early growth in 2008/2009 from English and French speaking users across the region, Facebook's decision to add an Arabic interface in March 2009 has opened up access to a whole new demographic of Internet users and added 3.5 million Arabic users over the past year. Egypt and Saudi Arabia's Facebook communities have seen the strongest growth among Arabic users during the past year with each adding 1.1 million Arabic language interface users. We expect the number of Arabic language Facebook users in Saudi to surpass the number of English users very soon.

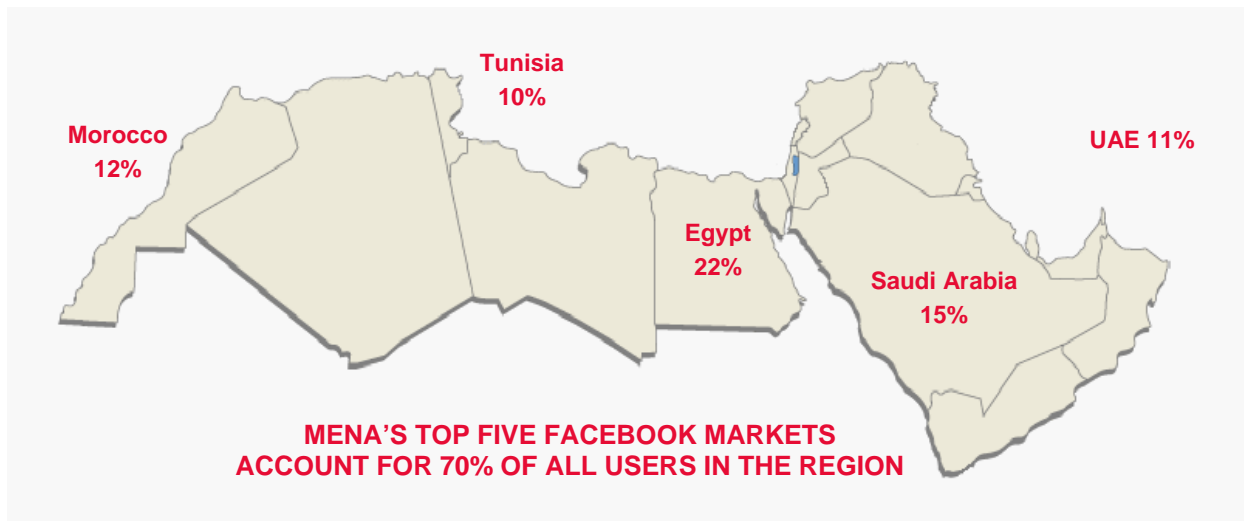
However, with the strong expectation that the weight of numbers will move from English language users to Arabic language users in a number of key MENA Facebook markets, today's reality is that just 23% of users across the region use Facebook's Arabic interface. So, those seeking to make the most of the Facebook platform are advised to keep up-to-date with its changing demographics.

Here are some of the key Facebook demographics covered in this report:

- There are now 15 million Facebook users in the Middle East & North Africa (this figure excludes Iran, Israel, Pakistan and Turkey).
- 50% of MENA Facebook users have selected their primary language for using Facebook as English, with 25% preferring French and just 23% Arabic.
- Only 37% of Facebook users in MENA are female (compared with 56% in the USA and 52% in the UK). Only Bahrain and Lebanon Facebook communities approach gender equality with female users accounting for about 44% of total users.
- MENA's top five Facebook country markets, Egypt, Morocco, Tunisia, Saudi Arabia and the United Arab Emirates, account for 70% of all users in the region.
- The GCC has five million Facebook users, which Saudi Arabia and the UAE representing 45% and 31% of that total respectively.
- North Africa has 7.7 million Facebook users, with Egypt accounting for 3.4 million users (or 44% of all North Africa users). Egypt has the largest Facebook community in MENA.
- Francophone countries Algeria, Morocco and Tunisia together account for 3.7 million French speaking Facebook users, equivalent to nearly 25% of all MENA users.
- Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia and Yemen all have Facebook communities with more than 50% of users below the age of 25 years old.
- The UAE has the oldest Facebook community in MENA with 41% of users being over 30 years old, 28% being 25-29 years old and 31% being under 25 years old.

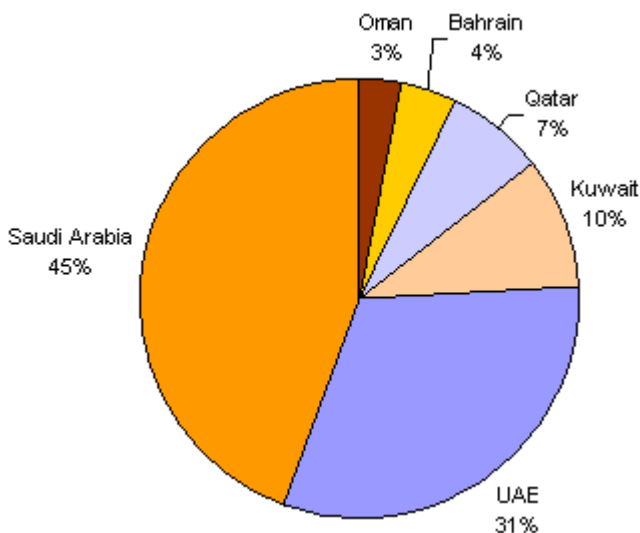
Facebook users in MENA

As of May 2010, Facebook had 15 million users across the Middle East & North Africa (MENA), with 70% of those users coming from Egypt, Morocco, Kingdom of Saudi Arabia, Tunisia and the United Arab Emirates. North Africa accounts for 51% of MENA's total Facebook population, the GCC for 34%, whilst the Levant and Iraq combined account for 14%. Egypt, the state with the region's largest population and largest number of Internet users also has the greatest number of Facebook users: 3.4 million.

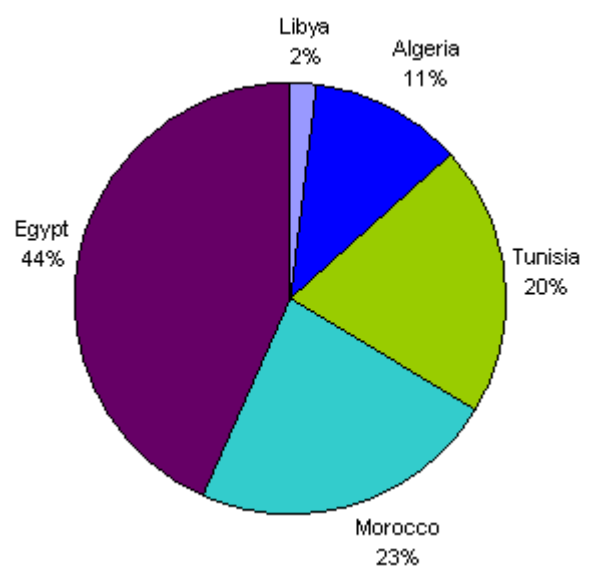


The Kingdom of Saudi Arabia and the United Arab Emirates account for the vast majority of Facebook users in the GCC, with 45% and 31% share respectively. In North Africa, Tunisia comes top in terms of penetration with 44% of all Internet users using Facebook and accounting for a 20% share of total North African Facebook users. Overall, Egypt accounts for 44% of total Facebook users in North Africa.

5 MILLION FACEBOOK USERS IN THE GCC



7.7 MILLION FACEBOOK USERS IN NORTH AFRICA



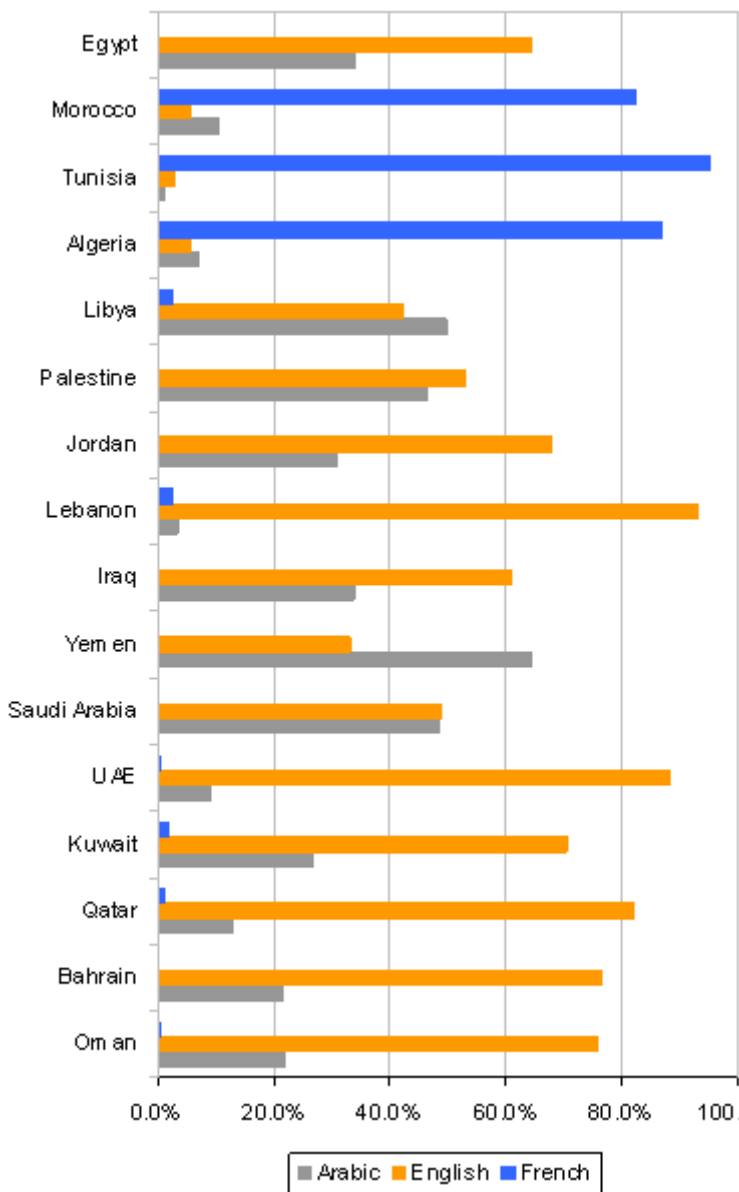
15 MILLION FACEBOOK USERS IN MENA

	Facebook users (May '10)	Arabic Language	English Language	French Language
Bahrain	216,060	22%	77%	0%
Kuwait	498,120	27%	70%	2%
Oman	152,840	22%	14%	5%
Qatar	373,160	13%	82%	1%
Saudi Arabia	2,267,060	49%	49%	0%
UAE	1,596,160	9%	88%	1%
GCC totals	5,103,400	30%	68%	1%
Yemen	96,700	65%	33%	0%
Iraq	189,020	34%	61%	0%
Jordan	883,780	31%	68%	0%
Lebanon	931,400	4%	93%	3%
Palestine	178,860	46%	53%	0%
Syria	NA			
Levant & Iraq totals	2,183,060	21%	77%	1%
Algeria	878,660	7%	6%	87%
Egypt	3,359,660	34%	65%	0%
Libya	143,960	50%	42%	2%
Morocco	1,767,380	11%	6%	82%
Tunisia	1,554,760	1%	3%	95%
North Africa totals	7,704,420	19%	32%	48%
MENA TOTALS	15,087,580	23%	50%	25%

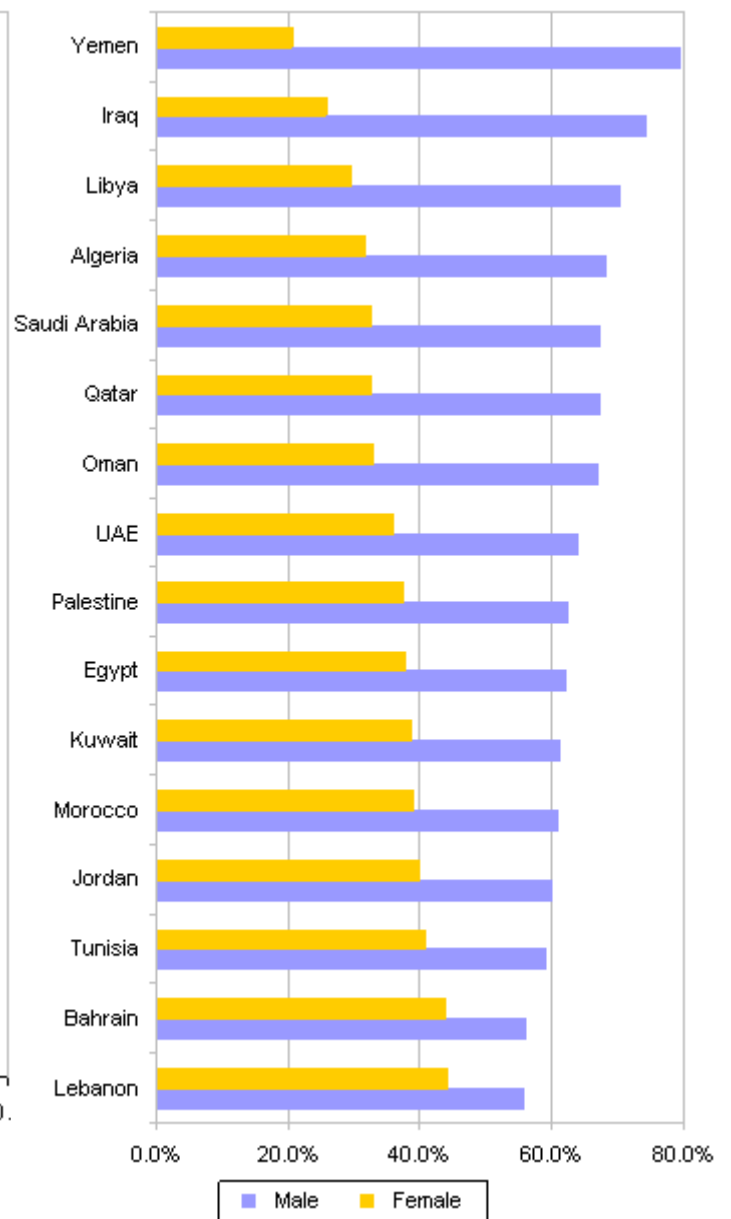
Language & gender

English predominates across the Middle East and North Africa as the primary Facebook language, with the exception of Algeria, Morocco and Tunisia which are 80-95% French language users. Libya, Palestine, Saudi Arabia have more even split between the number of users whose primary language for Facebook is Arabic and those which have selected Arabic. Although Facebook has added some 3.5 million Arabic language users during the past 12 months, Yemen is the only country with a clear majority of Arabic Facebook users.

50% OF MENA'S USERS PREFER TO USE FACEBOOK IN ENGLISH



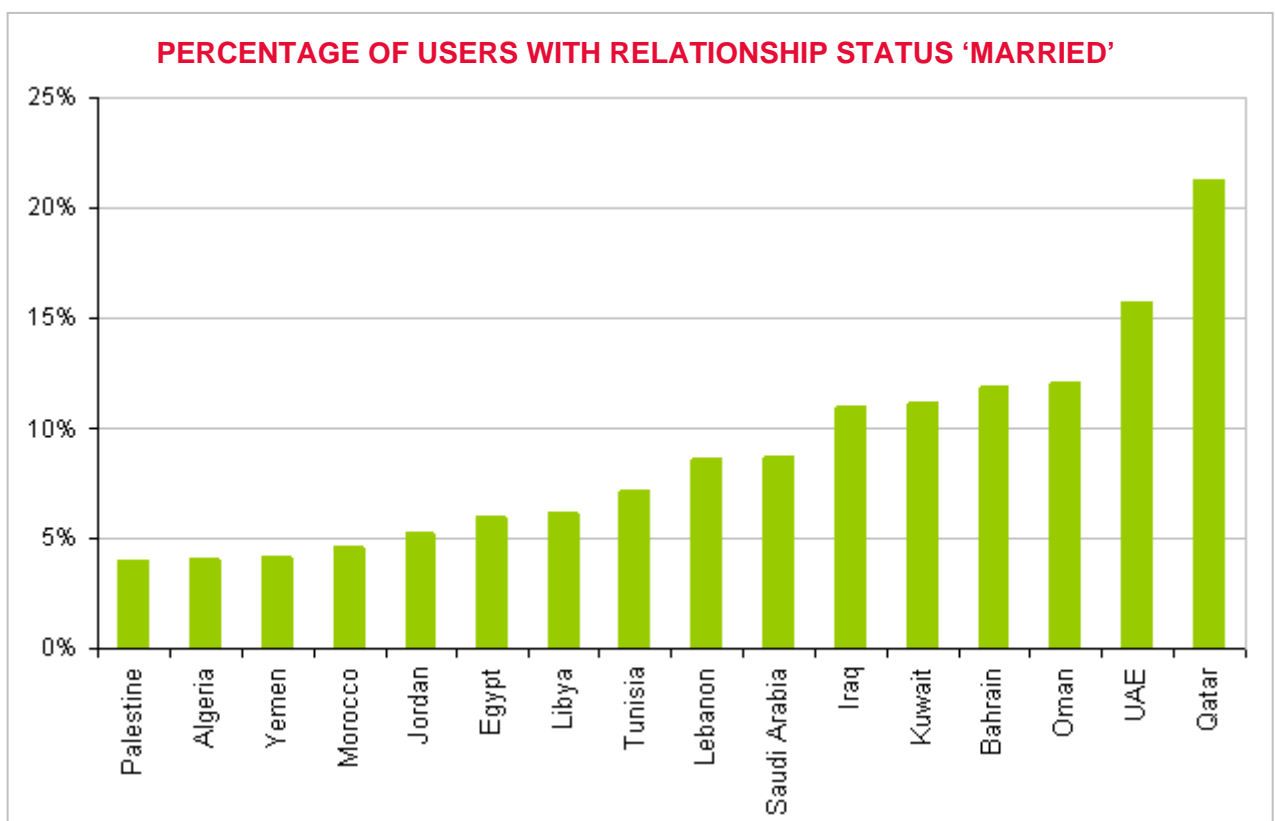
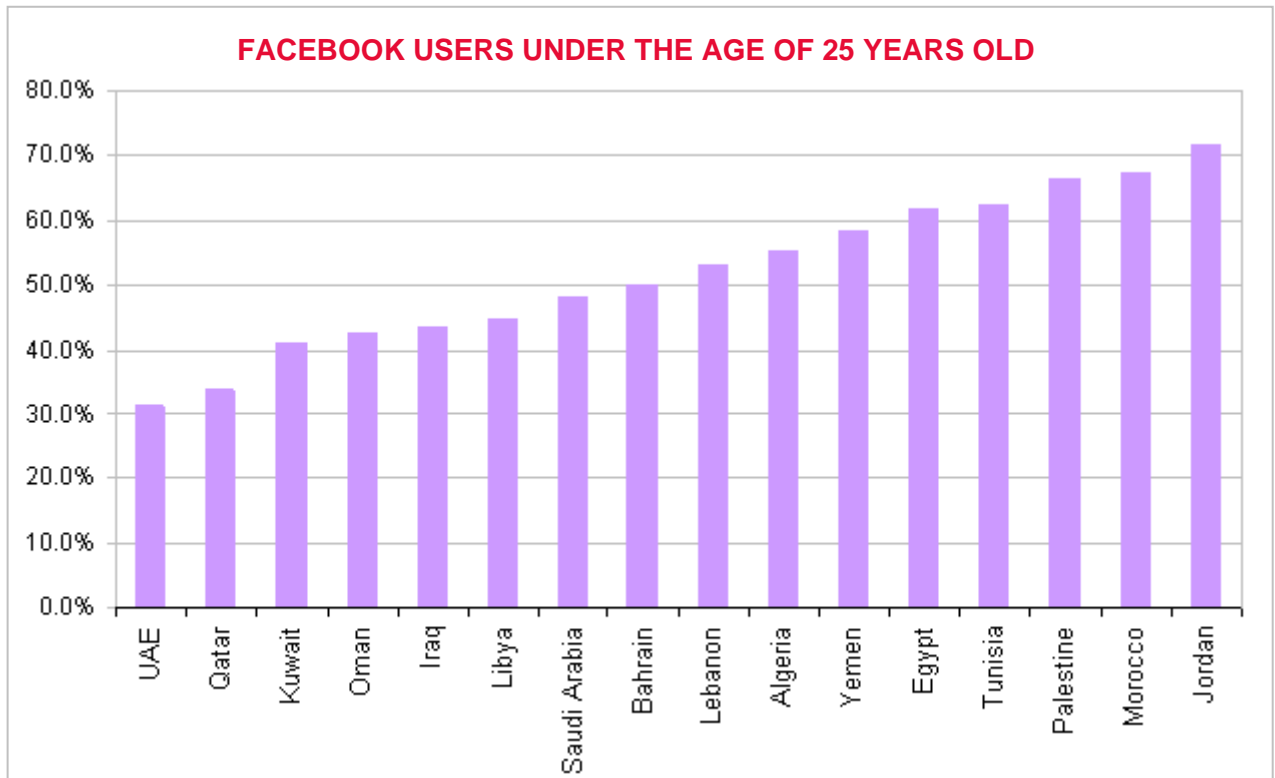
ONLY 37% OF FACEBOOK USERS IN MENA ARE WOMEN



Bahrain and Lebanon are the only Facebook communities that approach gender equality, with female users accounting for 44% of total users. For the rest of the region, Facebook remains a male dominated past-time

Age & Relationship Status

Eight MENA territories have Facebook communities that are more than 50% below the age of 25 years old: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia and Yemen. The two countries with the oldest Facebook communities, Qatar and the United Arab Emirates, also have the highest percentage of users that have selected 'Married' as their Facebook 'Relationship Status'.



Egypt – 3.4 million

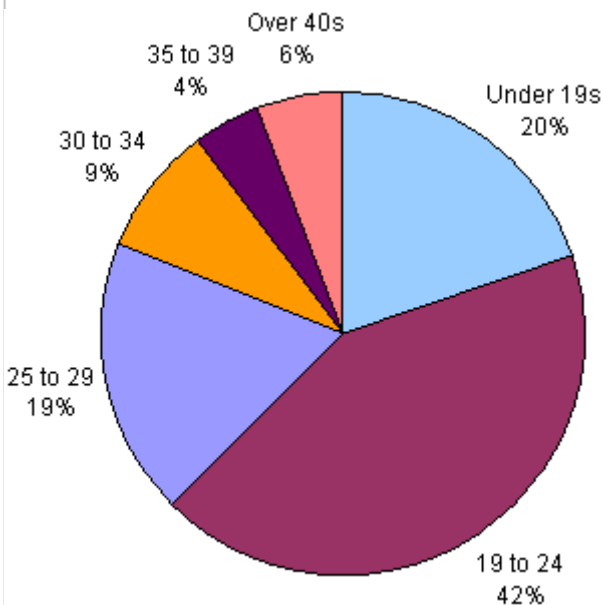
Egypt's Facebook community is growing at more than 100% per annum and now stands as MENA's largest, despite being adopted by only 20% of Egyptian Internet users. Nearly 2 million of Egypt's Facebook users are under 25 years of age, representing 61% of its total users. Usage of Facebook's Arabic interface has grown sharply over the past year, but 65% of Egyptian users prefer to use the English interface.

20% OF EGYPTIAN INTERNET USERS USE FACEBOOK

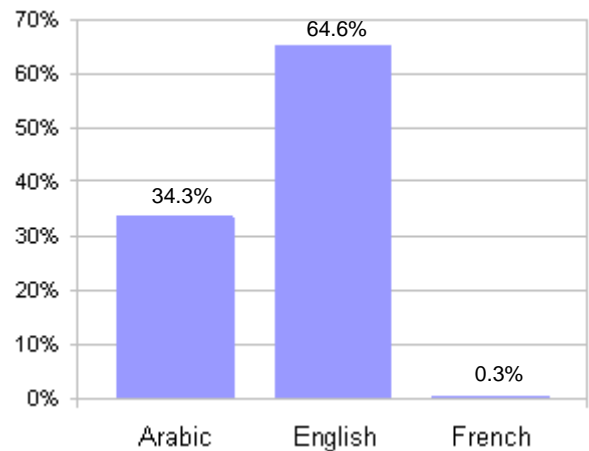
Facebook users	3,359,660
Percent of Internet users	20%
Percent of population	4%
Site rank (Alexa.com)	2nd
Total Internet users (Dec '09)	16,636,000
Total population (2009)	78,866,635

Note: All above figures May '10 unless otherwise stated

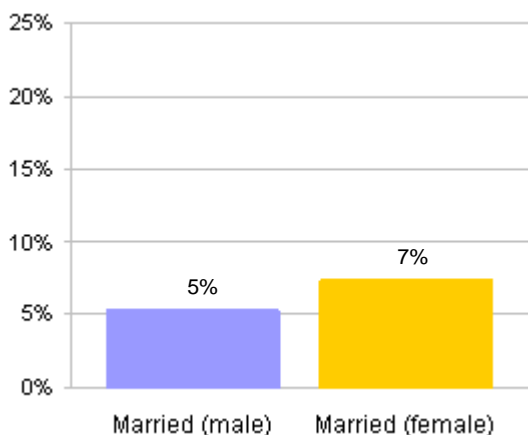
62% OF EGYPTIAN FACEBOOK USERS ARE UNDER 25 YEARS OLD



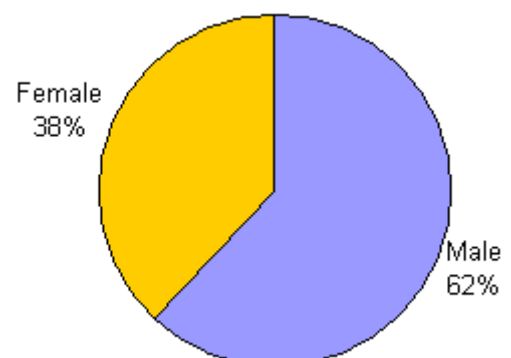
JUST 34% OF EGYPTIAN USERS CHOOSE ARABIC FOR FACEBOOK



6% OF EGYPT FACEBOOK USERS SHOW RELATIONSHIP STATUS AS 'MARRIED'



62% OF FACEBOOK USERS IN EGYPT ARE MALE



Saudi Arabia – 2.3 million

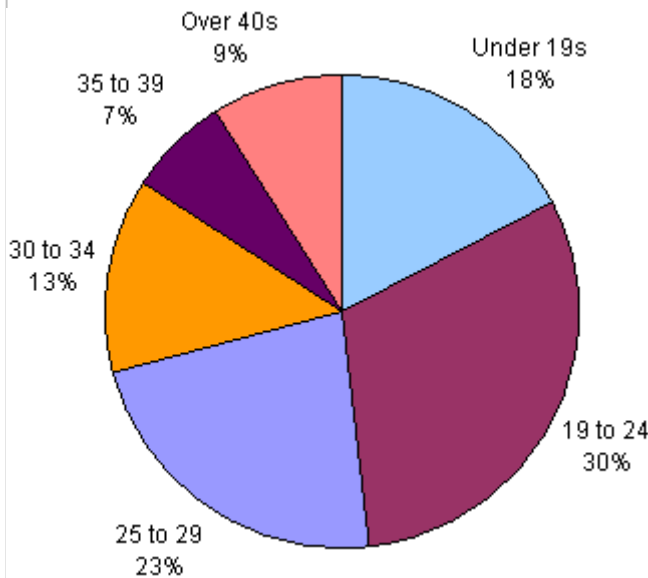
The Kingdom of Saudi Arabia is one of the fastest growing Facebook communities in MENA and one of the biggest users of the platform's Arabic language interface with over 1.1 million people adopting the Arabic interface since it was introduced in March 2009. The total number of Saudi users on Facebook has increased by more than three times over the past year.

29% OF SAUDI INTERNET USERS USE FACEBOOK

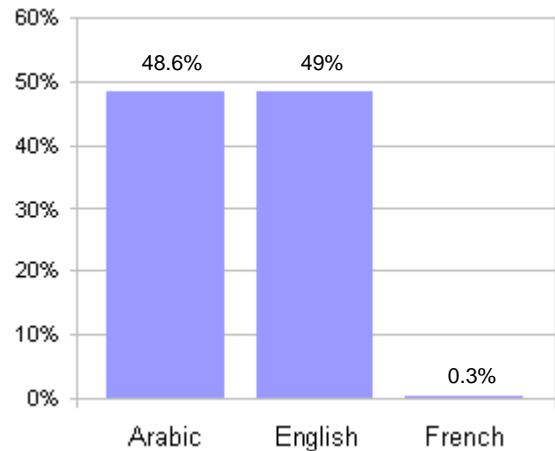
Facebook users	2,267,060
Percent of Internet users	29%
Percent of population	8%
Site rank (Alexa.com)	5th
Total Internet users (Dec '09)	7,761,800
Total population (2009)	28,686,633

Note: All above figures May '10 unless otherwise stated

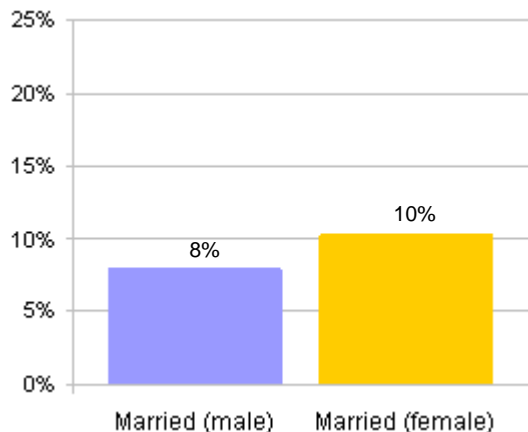
48% OF SAUDI FACEBOOK USERS ARE UNDER 25 YEARS OLD



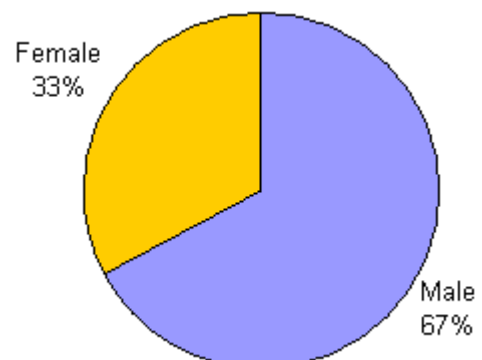
EQUAL ARABIC / ENGLISH SPLIT FOR SAUDI FACEBOOK USERS



9% OF SAUDI FACEBOOK USERS SHOW RELATIONSHIP STATUS AS 'MARRIED'



67% OF SAUDI FACEBOOK USERS ARE MALE



Morocco – 1.8 million

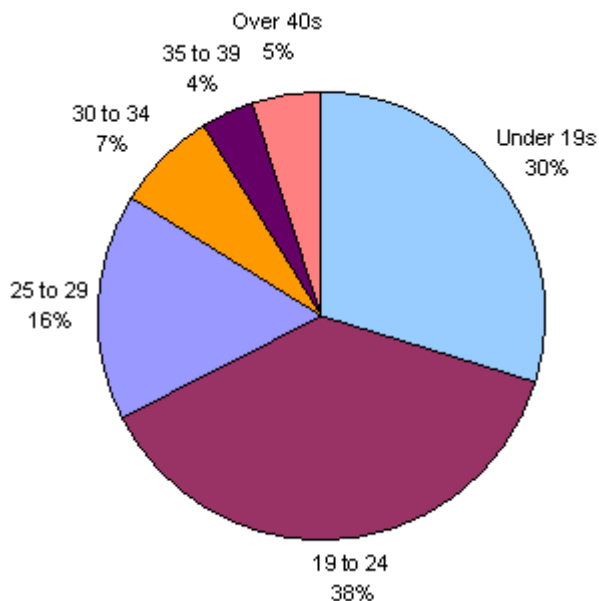
Morocco has the third largest Facebook community in MENA and after Egypt, it has the second largest number of Facebook users under 25 years of age, accounting for 67% of its total community. More than 80% of Moroccan Facebook users have selected French as their primary language, accounting for 38.5% of all French language interface users in MENA.

17% OF MOROCCO INTERNET USERS USE FACEBOOK

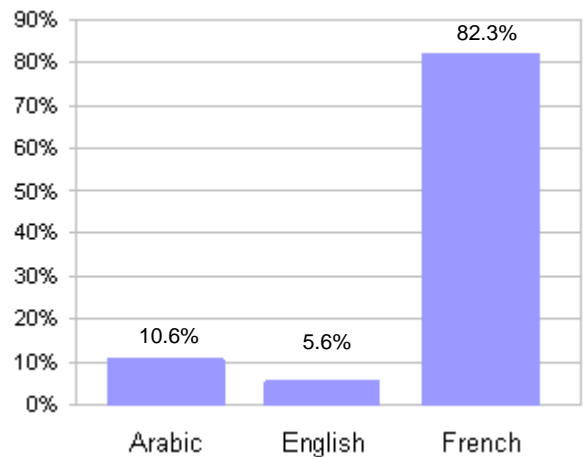
Facebook users	1,767,380
Percent of Internet users	17%
Percent of population	6%
Site rank (Alexa.com)	2nd
Total Internet users (Dec '09)	10,422,500
Total population (2009)	31,285,174

Note: All above figures May '10 unless otherwise stated

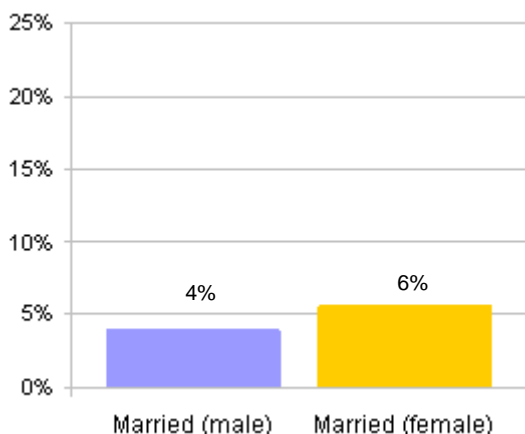
67% OF MOROCCAN FACEBOOK USERS ARE UNDER 25 YEARS OLD



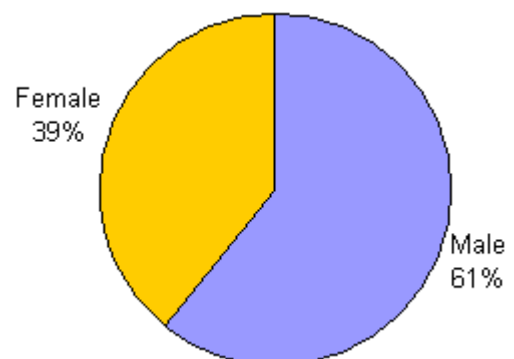
82% OF MOROCCAN FACEBOOK USERS USE THE NETWORK IN FRENCH



4.5% OF MOROCCAN FACEBOOK USERS' RELATIONSHIP STATUS SAYS 'MARRIED'



39% OF FACEBOOK USERS IN MOROCCO ARE FEMALE



UAE – 1.6 million

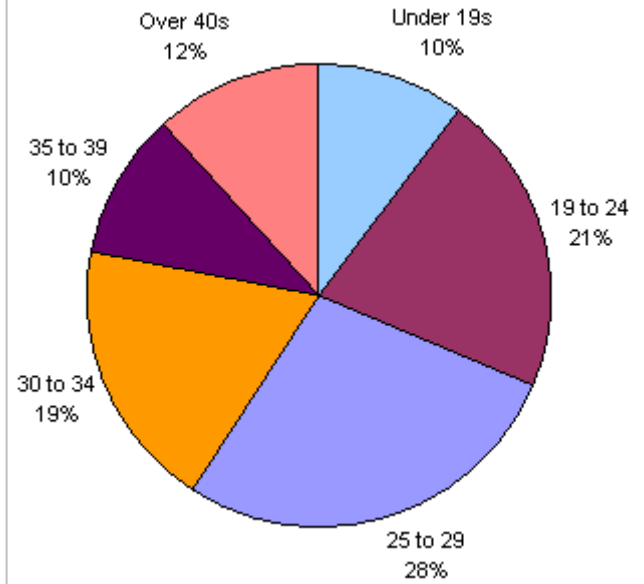
With 33% of all residents using the network, the United Arab Emirates is the most developed Facebook community in the MENA region. The UAE's Facebook community has the highest percentage of English language users and the biggest spread of age groups, with the lowest percentage of under 25's in MENA (31%) and the highest percentage of over 30s (41%).

33% OF UAE RESIDENTS USE FACEBOOK

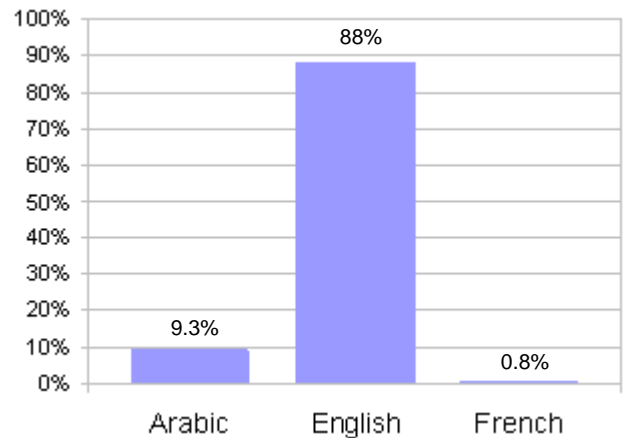
Facebook users	1,596,160
Percent of Internet users	45%
Percent of population	33%
Site rank (Alexa.com)	2nd
Total Internet users (Dec '09)	3,558,000
Total population (2009)	4,798,491

Note: All above figures May '10 unless otherwise stated

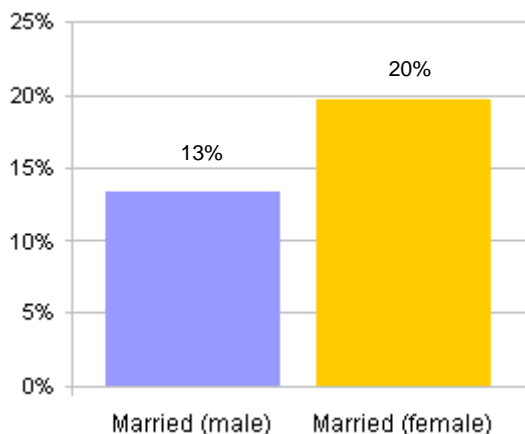
68% OF UAE FACEBOOK USERS ARE OVER 25 YEARS OLD



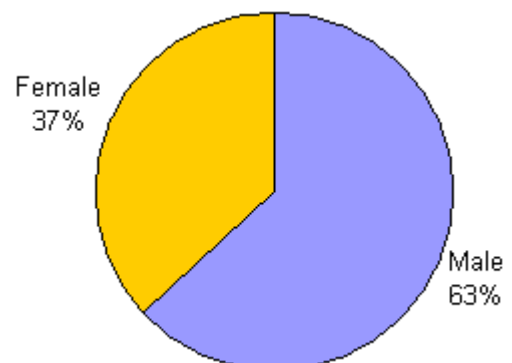
88% OF UAE FACEBOOK USERS SPEAK ENGLISH



16% OF UAE FACEBOOK USERS SHOW RELATIONSHIP STATUS AS 'MARRIED'



63% OF UAE FACEBOOK USERS ARE MALE



Tunisia – 1.6 million

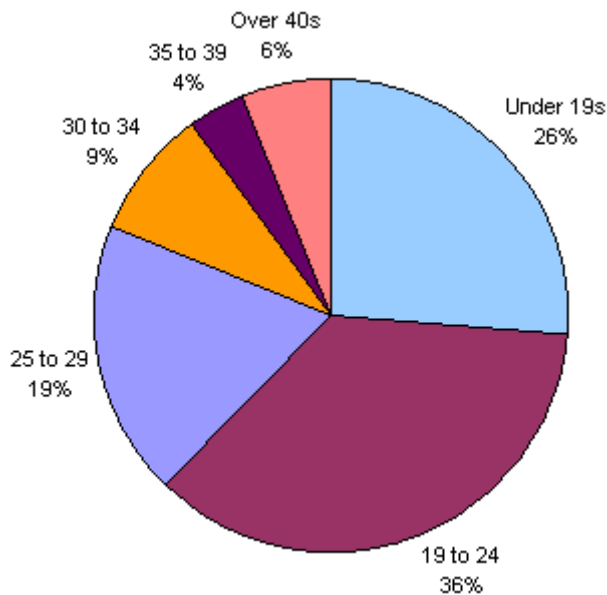
Like Morocco, Tunisia's Facebook user base is predominantly French speaking and its growth has been driven by the under 25 year old demographic which now makes up 62% of the country's total users. With the fifth largest Facebook community in MENA, Facebook ranks as the most popular website in Tunisia (*Alexa.com*) and 44% of all Tunisian Internet users are on Facebook.

FACEBOOK MOST VISITED WEBSITE IN TUNISIA

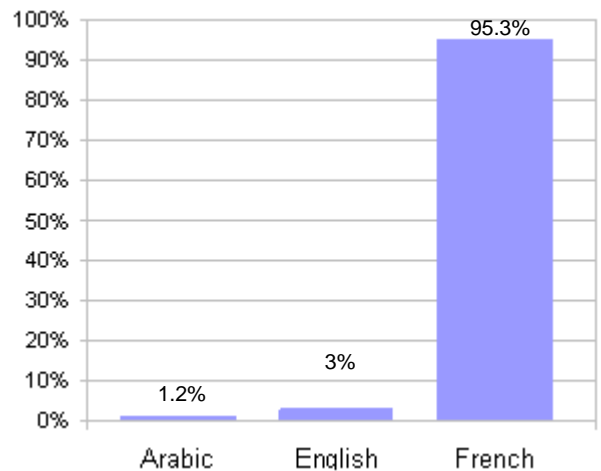
Facebook users	1,554,760
Percent of Internet users	44%
Percent of population	15%
Site rank (Alexa.com)	1st
Total Internet users (Dec '09)	3,500,000
Total population (2009)	10,486,339

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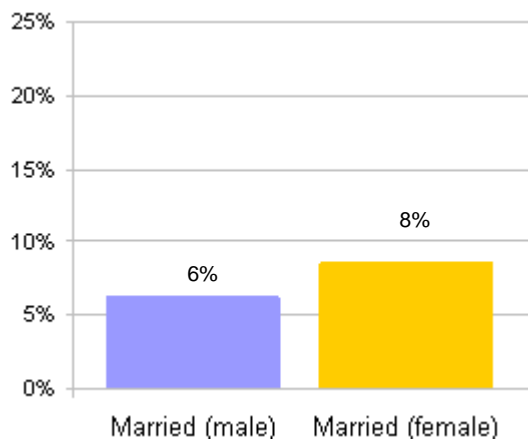
62% OF TUNISIAN FACEBOOK USERS ARE UNDER 25 YEARS OLD



95% OF TUNISIAN FACEBOOK USERS USE THE NETWORK IN FRENCH



7% OF TUNISIAN FACEBOOK USERS SHOW RELATIONSHIP STATUS AS 'MARRIED'



41% OF FACEBOOK USERS IN TUNISIA ARE FEMALE



Methodology

Here's a quick run down on where this report's statistics came from and how they were calculated.

- The definition of Middle East and North Africa (MENA) used for the purposes of producing this report was the Middle East and African countries and territories of the Sultanate of Oman, Bahrain, Qatar, Kuwait, United Arab Emirates, the Kingdom of Saudi Arabia, Yemen, Iraq, Lebanon, Jordan, Palestine, Libya, Algeria, Tunisia, Morocco and Egypt. These are all Arab league members of the Middle East and North Africa, and the report excludes statistics for Iran, Israel, Pakistan and Turkey, which are all sometimes included as Middle East in research reports.
- The Arab league states of Comoros, Djibouti, Mauritania, Somalia and Sudan are not included in this report. Facebook doesn't provide any user data for Comoros, Somalia or Sudan. In case you're interested, Djibouti has 28,740 Facebook users and Mauritania 25,960 Facebook users.
- All Facebook user statistics were calculated from data taken from Facebook.com's advertiser statistics between May 12th and 17th 2010.
- Only Arabic, English and French language preferences were analysed. Percentages for language preference were calculated from the number of language users divided by the number of total users.
- The percentage of Male or Female users were calculated by dividing the number of Male or Female users by the combined sum of users that have selected Male or Female as their gender on Facebook.
- The percentage statistics for ages of Facebook users were calculated from the number of users identified with a particular age bracket and the total number of users for which age data has been made available by Facebook.
- The percentage of Married Facebook users was calculated from the number of users that have selected 'Married' as their 'Relationship Status' and the total number of users for the country.
- Figures used for Middle East and North Africa Internet adoption and populations were taken from www.internetworldstats.com
- The site rank listed in the country profiles denotes the popularity that Facebook.com has compared with other sites accessible in that country as ranked by Alexa.com

Note: Facebook.com advertiser statistics are updated in real-time by Facebook and sometimes seem to fluctuate significantly day-to-day. We double-checked our results using facebakers.com and re-checked some of our country data with Facebook as a result to get the final statistics used.

Spot On Public Relations

[Spot On Public Relations](#) is an integrated communications firm that works with organisations to create clear and differentiated positioning, build clear propositions and help them to engage effectively with the people they want to talk to. Spot On Public Relations is the Middle East network partner of [Brodeur Partners](#) and a founder member of the [Middle East Public Relations Association \(MEPRA\)](#).

Spot On & social media

Spot On Public Relations has a long and close relationship with the Internet in the Middle East since it first became available in the Middle East region in 1994. The agency is a strong advocate of blogging, social networking and social media marketing in the Middle East. In recognition of the wide variety of challenges and opportunities that new media opens up for clients, Spot On supports an extended digital offering through its network of over 20 specialised regional and global digital marketing companies. Spot On has a wide base of social media connections and is an active social media user across many platforms.

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