



The Effect of COVID-19 Lockdown on the Habits and Behaviors of Saudi Arabia Residents





Content

01

An Overview

- The objective
- Field work
- Demographic data

02

Habits of Respondents During Lockdown

- The habits & their categorization
- New habits developed
- New habits enjoyed

03

Deeper Views into The Respondents' Habits

- Differences between males and females
- Differences between age groups (above / under 25)
- Other differences that need to be mentioned

04

Conclusions

05

About Frequency



01

An Overview

- The Objective of the research
- Fieldwork
- Demographic data



The Objective

Lockdown, whether partial or complete because of COVID-19, has evidently had its impact, good or bad, on the residents' habitual activities on both the individual and social levels. This impact may affect the individual's priorities and personal choices, during or after the lockdown.

This research investigates the effect of lockdown on the habits and behaviors of the residents of Saudi Arabia.



Fieldwork



A questionnaire has been spread via social media in Q2 2020.



We received 1022 responses from different regions of the country during lockdown.

The group of the study were picked randomly focusing on those under 25 years of age as they make up a large percentage of the Saudi population and they are the future of our beloved country.



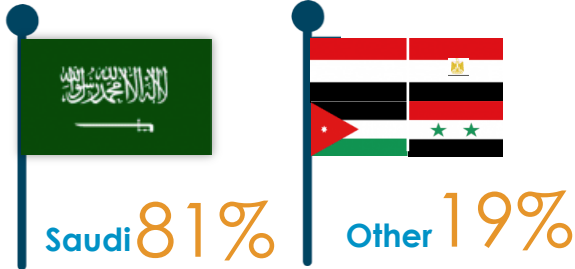
This younger group (mostly school or college students) has been compared to an older group (above 25) of the society. Accordingly

By that we have a representative sample of KSA society with 95% confidence level and 3% margin of error.

Demographic Data

Segment size:1,022

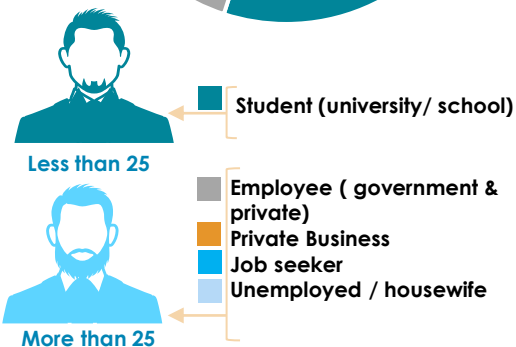
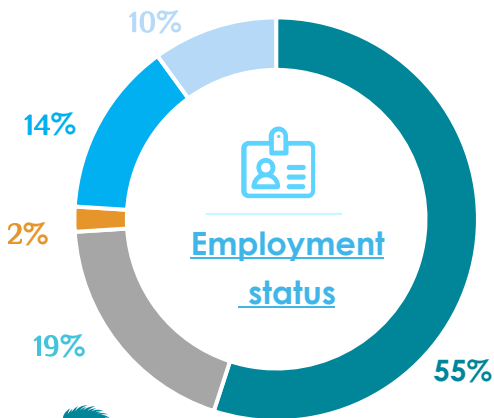
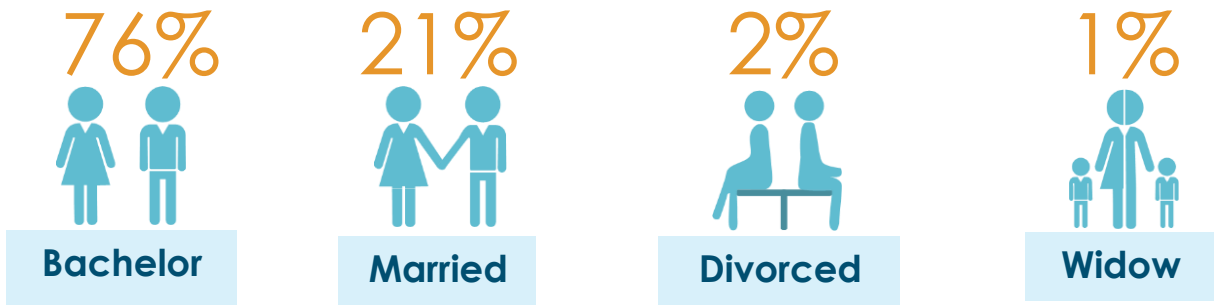
Nationality



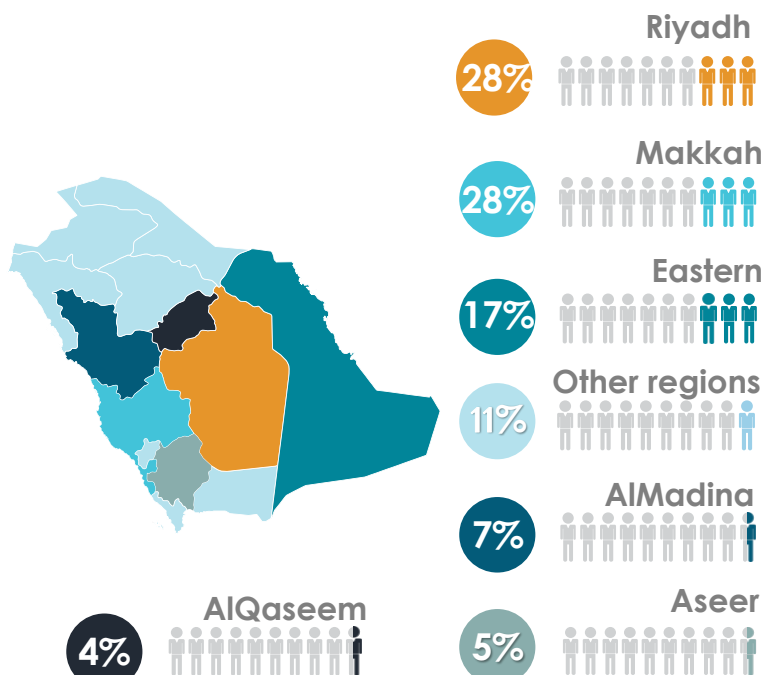
Gender



Marital status



Regions



02

The Respondents' Habits During Lockdown

- The habits and their categorization
- New habits developed
- New habits enjoyed



The most widely practiced hobbies & activities during lockdown was Social Media then watching TV

During lockdown, social media was on the top of the list activities as 78% considered it the most common habit. Next comes watching movies or TV series and spending time with their families practiced by more than 50%. Nearly 30% of the respondents spent their time exercising, reading or self development.

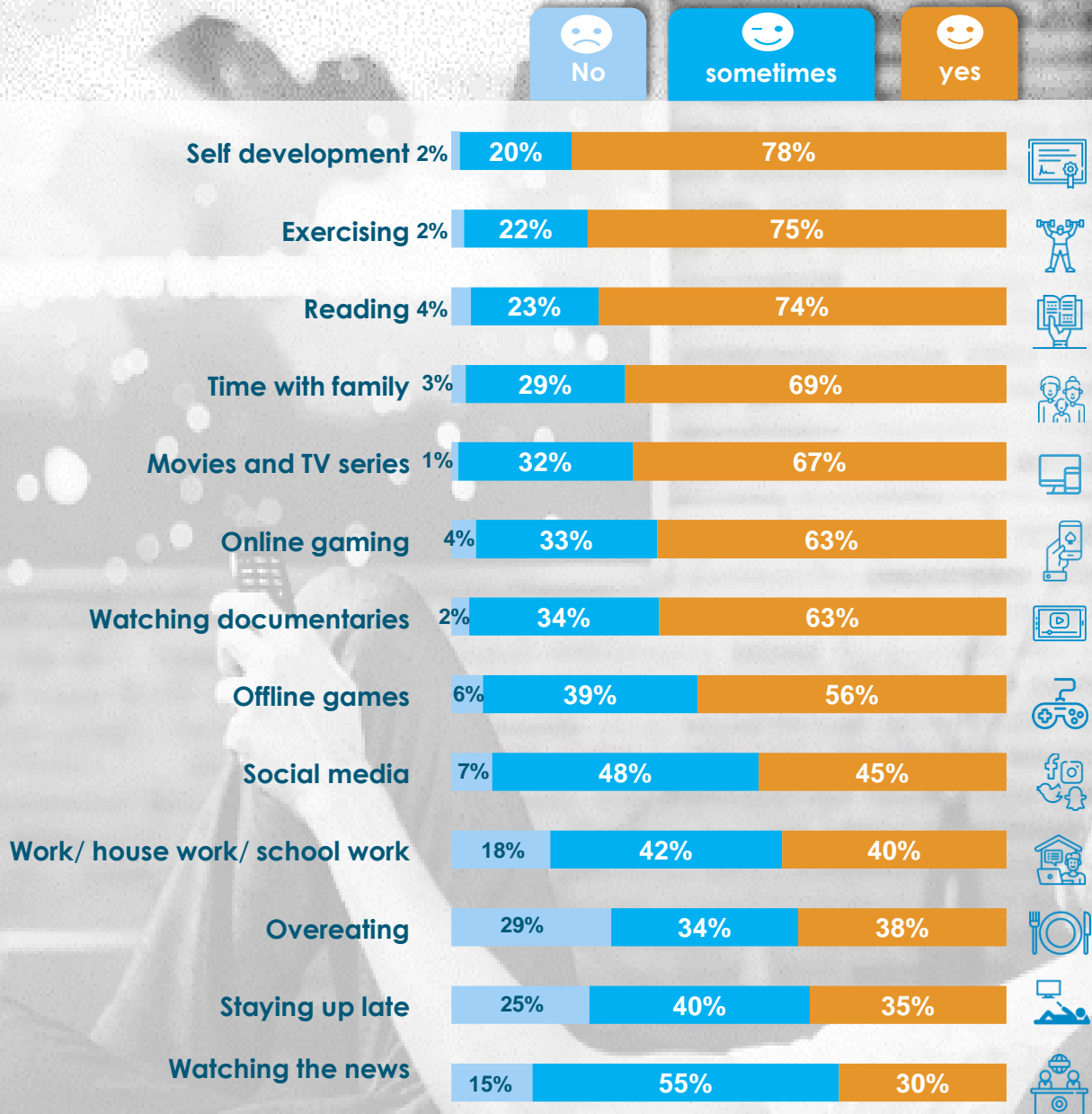


- Cooking
- Drawing
- Reading the Quran

Though Social media was the most common, The most enjoyed practice was self development

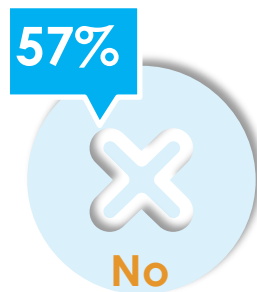
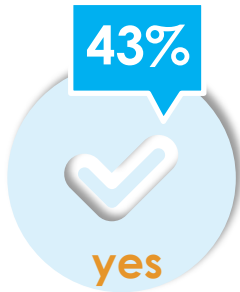
Self development, exercising & reading were enjoyed by most during lockdown.

Eating and staying up late at night were the least enjoyed as most of the respondents did not appreciate their unhealthy practices

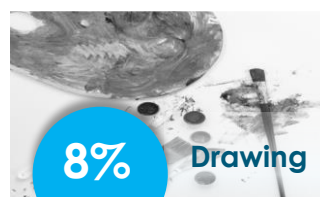
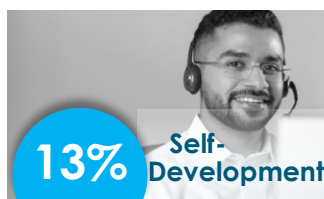


New habits acquired during lockdown: Exercising, Cooking & Self development

The fact that the respondents accepted doing new things during lockdown shows the extent of making use of their time which has lessened the anxiety of lockdown.



Our study shows that many of the respondents started practicing something new. Some did not consider lockdown an obstacle and exercised within the boundaries of their homes. Cooking came next, then Self-development where a few learned a new language online.



- Home maintenance
- Sewing and handcraft
- Healthy eating
- Meditating & planning for the future
- Writing
- School work
- Home gardening
- Playing games
- Music

Other > 4%

03

Digging Deep into the Respondents' Habits

- Differences between males and females
- Differences between age groups (above / under 25)
- Other differences that need to be mentioned



A hand holding a smartphone is shown in grayscale. Overlaid on the phone screen are several social media icons: a heart, the number '6', a hashtag '#', and the number '1'. A large, stylized blue wave graphic flows from the bottom left towards the center of the image.

Habit

Using Social Media



FREQUENCY
MARKETING & RESEARCH CONSULTANCY

#1 Social media: Mainly males using WhatsApp & females using Snapchat

In addition to being top of the list, Social media users have increased their usage by 57% during lockdown. However, it turned out it was not an enjoyment but merely used to kill time based on its entertainment level. As for using individual applications, most (75%) used WhatsApp, followed by snapchat and the least used is Instagram.



*1% of respondents didn't answer if they increased/decreased their usage

78%
of the respondents
used social media
during lockdown

79% Used WhatsApp



73% Used Snapchat



69% Used Instagram



Level of
entertainment
2.32 / 3

We found no difference between male and female users of social media as a whole, yet there was a difference in using individual applications. Our study shows that WhatsApp has 12% more male than female users, while Snapchat has 7% more female than male users.

The larger difference, however, is within different age groups where nearly 60% of those under 25 years used Snapchat as opposed to less than 50% of those above 25. As for Instagram, the difference is more obvious between both age groups : users under 25 are nearly double the users above 25 years.



25 & Under

64%

63%

63%



Over 25

58%

44%

35%



Female

78%

74%

70%



Male

86%

68%

67%



Habit

#2

Watching Movies & Series



FREQUENCY
MARKETING & RESEARCH CONSULTANCY

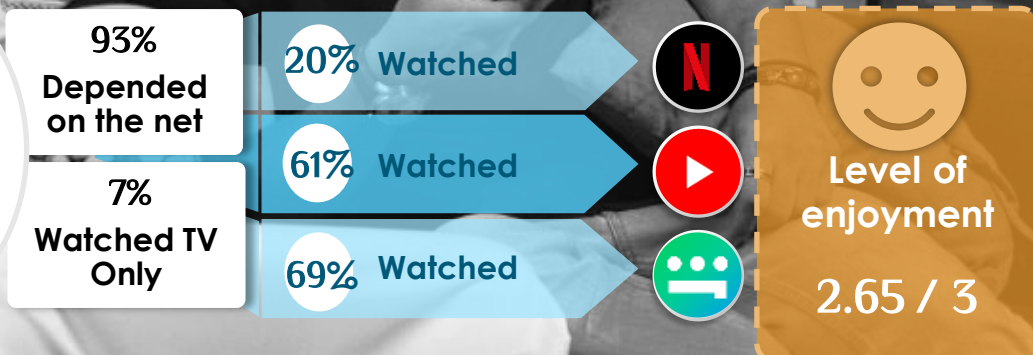
#2 Watched Movies and Series: Mainly by using the Internet & Netflix

Movies & Series came second in habits after social media yet the enjoyment that results is much higher. 52% of watchers have increased their watching time. Our study also showed the great need for the internet since 93% of movie watchers depended greatly on to watch their favorite movies or series, While only 7% depended on TV.



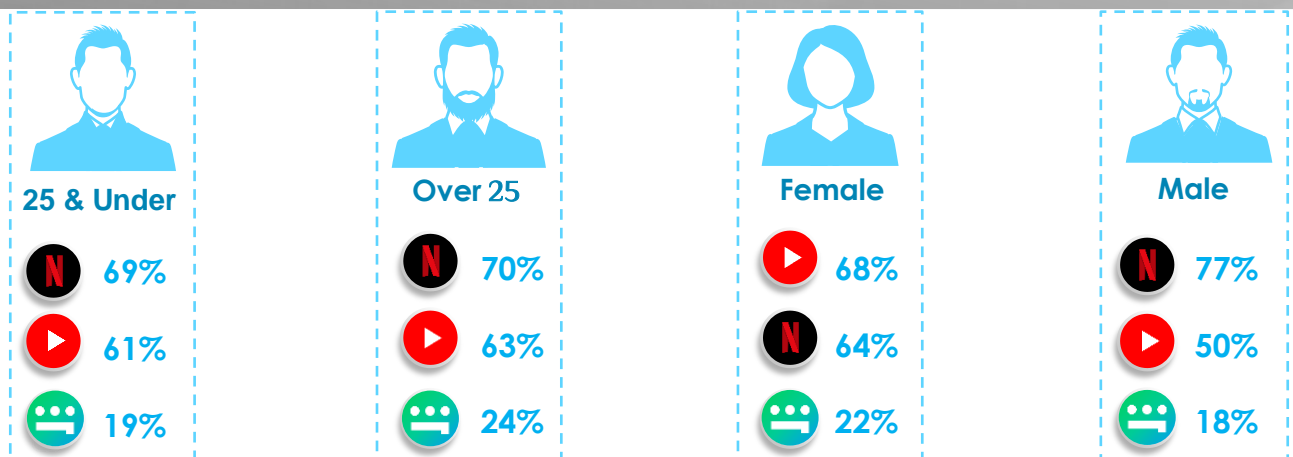
*10% of respondents didn't answer if they increased/decreased their usage

58%
watched
movies &
series during
lockdown



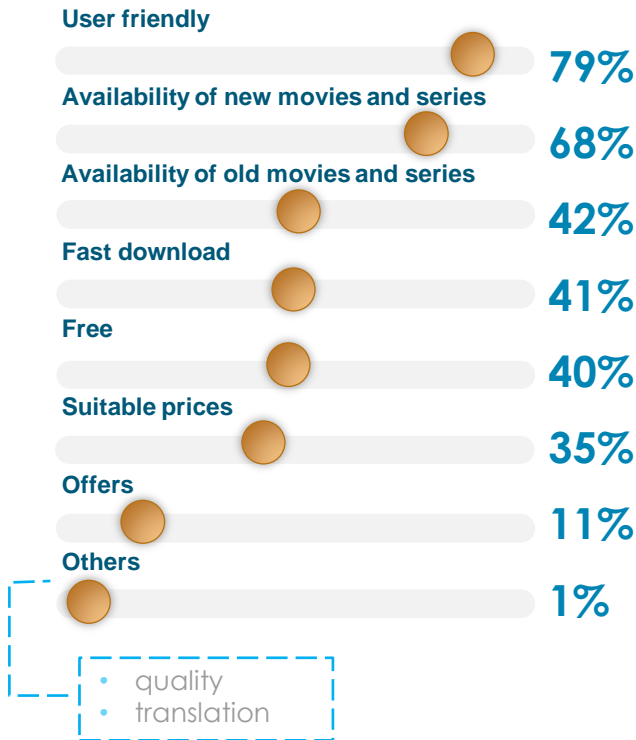
The study shows that Netflix is the most widely watched, followed by YouTube then Shahid with the lowest percentage of watchers.

All respondents agreed that Netflix excels, but the percentage of the female youtubers exceeds those of female users of Netflix.



#2 Watching Movies and Series: Application satisfaction

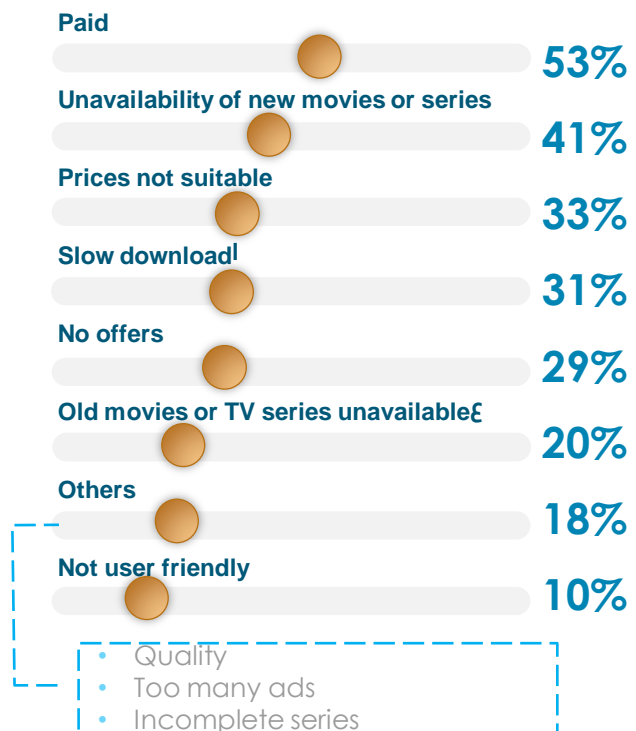
The average evaluation of the movies and series apps is 3.8 / 5, which shows that most of the applicants are quite satisfied with apps in general



Main reason is being user friendly followed by the availability of new movies and series



More than 40% of the respondents are dissatisfied with the movies and series apps saying they are not free and they don't show new movies or series. Their responses show a discrepancy in the reasons they gave such unreasonable prices, no offers, no new movies and very slow downloads. Moreover, the main reason for 20% of the dissatisfied respondents is the unavailability of the old movies and series.



Habit

#3

Spending Time With Family



FREQUENCY
MARKETING & RESEARCH CONSULTANCY

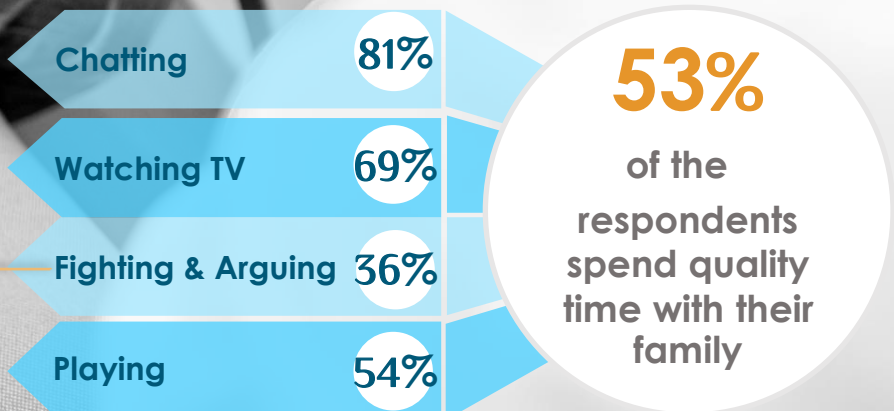
#3 Spending time with the family: usually chatting, watching TV & gaming

Spending time with family members comes third on the list of the most widely practiced habits and activities during lockdown, yet the level of joy and entertainment was very high. The majority of the respondents spent their time with their families chatting and it seems that lockdown has also caused family fights for 36% of the respondents due to continuous friction. However, this did not prevent half of them to have fun with their family members by playing games.

Popular / modern games were played by the majority of the respondents with their families during lockdown. Next comes mental games while electronic games were played by less than 50% as such games are commonly played individually. We noticed that physical games have dropped to the minimum. This may be due to the restricted space during lockdown



*5% of respondents didn't answer if they increased/decreased their usage



54%
Spent their time playing

- | | |
|----------------------------|---|
| 70% Popular /new games | E.g: Baloot , Carroml ,UNO, Sequence, Card Games, Monopoly, Hide & Seek |
| 59% Mental/ mind games | E.g: Chess, Guessing Games, Crossword, Puzzles, |
| 45% Electronic games | E.g: Video or Mobile Games |
| 40% Action /physical games | E.g: Games that require physical motion. |

#3 Spending time with the family : Game preferences & Age group

The most favored popular / modern games were Carrom and UNO, while mobile and tablet games were preferred among the electronic games followed by PlayStation. In spite of the restrictions of limited space, football and racing were the most practiced physical games with family members.

Age group affected the choice of games. While those above 25 were satisfied with puzzles, respondents under 25 played most of the games specially UNO and racing.



Physical games

36% 50%

Football

52% 49%

Racing

54% 38%

Volleyball

17% 13%

Swimming

10% 11%



Electronic games

47% 44%

Mobile / tablets

87% 80%

PlayStation

48% 51%

XBOX

12% 10%

Nintendo switch

7% 4%

PC

1% 2%

Wii

1% 2%



Mental games

51% 49%

Puzzles

67% 74%

Guessing games

54% 54%

Crosswords

27% 26%

Chess

18% 24%



Popular / modern games

75% 64%

Carrom

67% 63%

Uno

61% 51%

Baloot

27% 24%

Cards

23% 22%

Monopoly

23% 19%

Hide & seek

24% 17%

Sequence

19% 17%



25 & Under



Over 25

#3 Spending time with the family: Parents & their kids during lockdown

Top application used by parents



84%



11%



17%

Others
11%

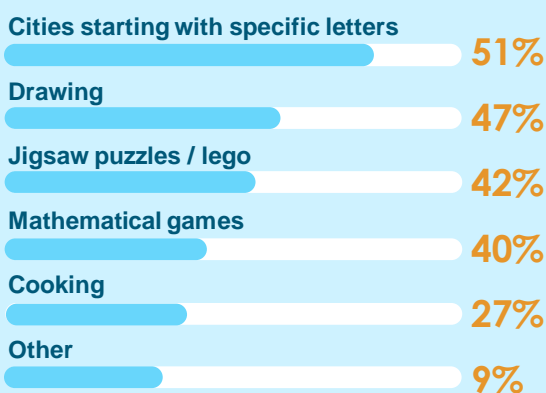
- Roblox
- ABC Mouse
- PBS Kids
- Curious World
- News-O-Matic
- Tik Tok

The study shows that 50% of the parents played educational games like guessing the names of cities as well as drawing, and 47% played building blocks and mathematical games with their kids.

YouTube was the most favorable website used by most parents for their kids.

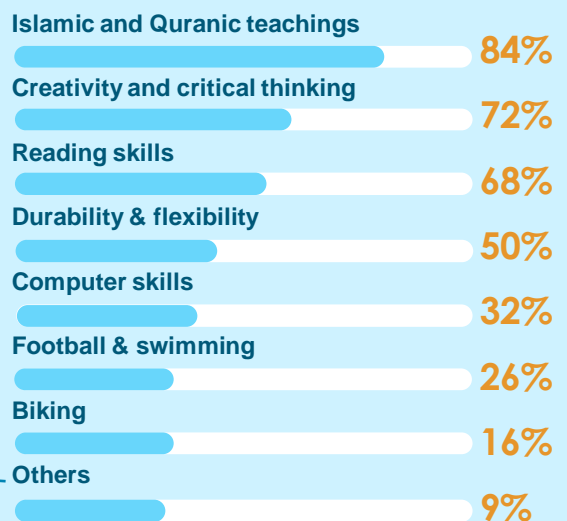
84% of the parents were keen on developing Islamic teachings and Quran to their children during lockdown and 72% focused on developing creativity and critical thinking. Reading skills came third on the top list while developing durability and flexibility was the choice of 50% of the parents.

Educational activities parents practiced with their kids



- Quran memorization contest
- Question of the day contest
- Wrestling

Skill parents were keen on developing in their kids during lockdown



- Sharing is caring
- Independence

Habit #4



**Staying
Up Late**



FREQUENCY
MARKETING & RESEARCH CONSULTANCY

#4 Staying up late:

Affected 77% of the respondents not getting a healthy sleep vs. 44% before lockdown

Staying up late is the fourth habit picked up during lock down, and it comes second bottom after overeating in the level of enjoyment.

Our results show that 84% stay up late. It has been proven scientifically that healthy sleep is 7-9 hours were, Before lockdown 56% of the respondents had healthy sleep ,before the lockdown, however, during the lockdown the number of hours has considerably decreased: only 33% of the responders continued to enjoy the healthy number of sleep hours. Categorizing the respondents into male and female, the number of sleep hours was the same prior to lockdown, however after lockdown, there was an average of an-hour increase in the male sleeping time and a 2-hour increase in the female sleeping time. Categorizing the respondents according to jobs: businessmen have increased their sleeping time by an average of 3 hours, next come employees (government / public) and students by 2 hours per day.



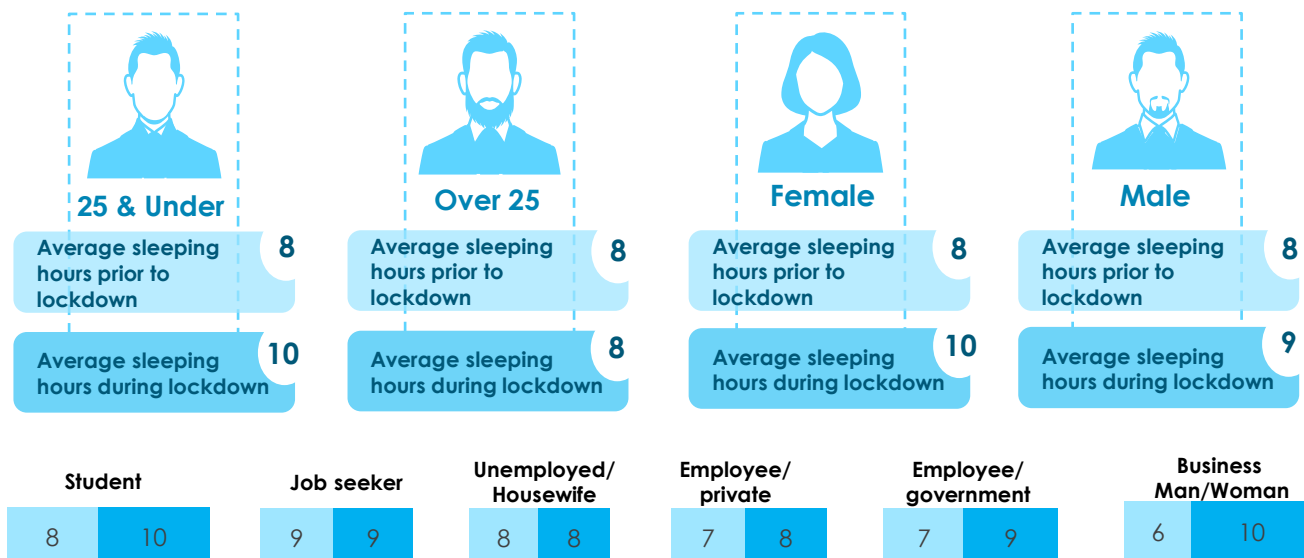
*16% of respondents didn't answer if they increased/decreased their usage

43%
of the respondents
stayed up late
during lockdown
84%
stayed up late
more frequently

56% Before lockdown healthy sleeping habits

33% After lockdown healthy sleeping habits

Level of enjoyment
1.94 / 3



Habit #5

FORTNITE

ⓧ Press To Start

Online Gaming



FREQUENCY
MARKETING & RESEARCH CONSULTANCY

#5 Online Gaming: Most of them are males below the age of 25

30% of the respondents use electronic devices which makes them 5th on the list of habits and the practice of this habit has increased by 50% of the respondents during lockdown. Our results show that the level of enjoyment is quite high being the 6th in rank which is logical as online gamers resort to the devices as a fun way to pass time.



7%
Decreased
their
practices

20%
No change
in their
practices



55%
Increased
their
practices



Level of
entertainment
2.59 / 3

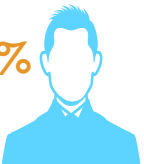
32%

of the
respondents
spend their time
on online
games

We also found that the male respondents exceeded the female in online games by 12%.

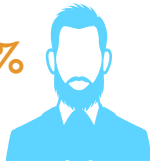
Moreover, The younger group are more than double than the older group in playing online games.

46%



25 & Under

21%



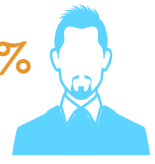
Over 25

33%




Female

45%



Male



Habit #6

Exercising



FREQUENCY
MARKETING & RESEARCH CONSULTANCY

#6 Exercising: Mainly Walking & Jogging

Although exercising comes 6th in the list of habits, it is 2nd in the level of enjoyment. 75% of the respondents walked or jogged and more than 50% did stretching and fitness exercising.

Our study shows that 41% of the respondents increased their exercising habits during lockdown, and that females and those under 25 exercised more than males and those above 25.

Males exceeded females in push ups and weight lifting while females preferred stretching & Rope jumping exercises

11%
Decreased
their
practices

19%
No change
in their
practices

41%
Increased
their
practices

*29% of respondents didn't answer if they increased/decreased their usage

34%
of the
respondents
exercised
during
lockdown

74% Walking / jogging

58% Stretching / fitness

34% Push ups

30% Rope jumping

20% Weight-lifting

20% Yoga / Meditation

Level of
enjoyment
2.72 / 3

	25 & Under	Over 25	Female	Male
Walking / jogging	75%	74%	79%	64%
Stretching / fitness	60%	52%	62%	49%
Push ups	34%	34%	24%	55%
Rope jumping	33%	22%	31%	26%
Yoga / Meditation	21%	16%	21%	18%
Weight lifting	18%	25%	17%	26%

#6 Exercising: An Average of 5 times/week , Most of Them Are Females

Our study shows the average number of times respondents exercised per week is 5 times. 35% of the female respondents exercised every day, while the same approx. percentage of males exercised 3-4 time a week. By looking at the two age groups, a much larger percentage of those under 25 exercised everyday than their counterparts, most of whom exercised 3-4 time a week.

34%

Of the
respondents
exercised
during
lockdown

Daily

32%

1-2 times a week

16%

3-4 times a week

30%

5-6 times a week

22%



25 & Under



Over 25



Female



Male

Daily

36%

1-2 times

17%

3-4 times

26%

5-6 times

21%

Daily

20%

1-2 times

15%

3-4 times

41%

5-6 times

24%

Daily

35%

1-2 times

15%

3-4 times

28%

5-6 times

22%

Daily

25%

1-2 times

19%

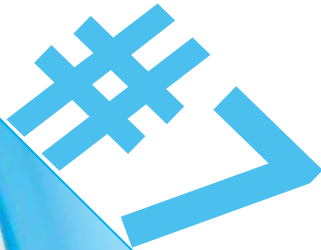
3-4 times

33%

5-6 times

23%

Habit



Reading



FREQUENCY
MARKETING & RESEARCH CONSULTANCY

#7 Reading: Mostly Reading Quran & Novels

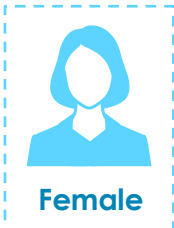
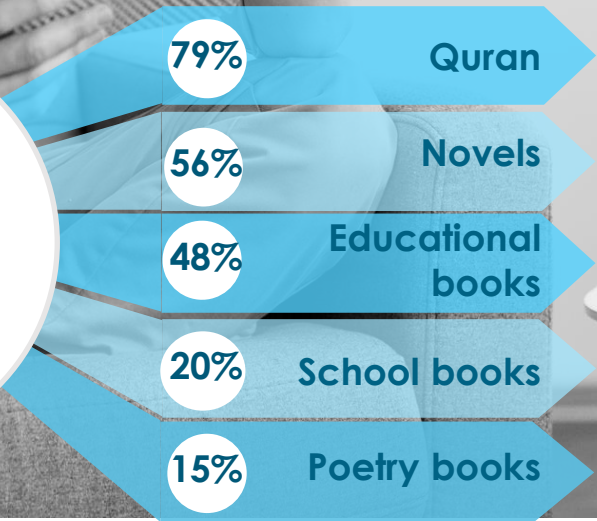


Statistics show that reading is the 7th most widely practiced habit, and the level of enjoyment is ranked the third. It is worth mentioning that more than 75% of the respondents read the Quran during lockdown which coincided with Ramadan. Reading novels came next, followed by educational books. Our study also shows that 55% of the respondents increased their reading rates during lockdown and the reading females exceeded the males by 7%.



*9% of respondents didn't answer if they increased/decreased their usage

33%
of the respondents read during lockdown





Habit

#8

**Self-
development**



FREQUENCY
MARKETING & RESEARCH CONSULTANCY

#8 Self Development: however it's the most enjoyable practice

Self development, though the 8th in ranking, is by far the most enjoyable activity practiced during lockdown. Those who spent time on self development did so via reading books as the #1 choice vs. online courses.

Our study shows that 51% of the respondents have increased self development activities during lockdown. Moreover the difference between male and female is obvious: female respondent were more interested in self development. Similarly, those under the age of 25 were more interested than their older counterparts.



31%

of the respondents were interested in self development during lockdown

66% Via reading books

49% Via online courses



Level of entertainment
2.76 / 3



25 & Under

Books on self development 67%

Online courses 41%



Over 25

Books on self development 64%

Online courses 65%



Female

Books on self development 66%

Online courses 43%



Male

Books on self development 64%

Online courses 59%

04

Conclusion



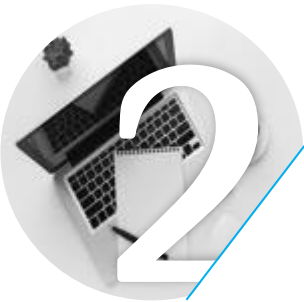
FREQUENCY
MARKETING & RESEARCH CONSULTANCY

Conclusion



In spite of the high percentages of overeating and staying up late at night, health awareness is evident within those respondents since the level of enjoyment is very low as compared to those who exercised during lockdown.

Recommendation: to promote applications and services that provide advice in order raise the level of health awareness and encourage exercising.



There is an approach towards self-improvement via courses and this habit has gained the highest level of enjoyment from the participants

Recommendation: Owners of online platforms offering such courses should raise awareness of their courses through advertising to enhance the clients' experience so as to encourage previous clients to return and to attract new clients to join.



There is an approach towards reading as most respondents spent their time reading on different topics.

Recommendation: those interested in libraries and reading should motivate society and build up on the general interest in reading by presenting their electronic platforms to the public. They should include a wide range of educational, cultural, and scientific books as well as novels. The books should be easily attainable. Audio libraries should be seriously considered.



Convincing people to take up new good habits is not unfeasible. Exercising and self-development have not only gained the highest ranks of enjoyment, they also ranked highest on the new practice list.

Recommendation: launching marketing initiatives to make the best of seasons like Ramadan or different vacations so as to inform people about new habits and adopt and support them in order to facilitate their practices by the public.

Follow Us or Contact Us



Saudi Arabia | Jeddah



+966 126828887



info@frequency.sa



www.frequency.sa



@frequency_sa



frequency.sa



Frequency Sa



+966 531049162

FREQUENCY
Marketing & Research Consultancy

