

# Research reveals Egypt's mobile app users are predominantly young

A new Arab Advisors Group survey of Egypt's mobile application users was concluded in November 2014 revealing that the young dominate the ranks of mobile app users in Egypt with 75% of adult mobile apps users in Egypt are younger than 34 years of age.



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The survey further reveals that around a 30% of Egypt's mobile app users are not aware of the operating system of their smartphone.

Based on Arab Advisors' multiple surveys and research, Arab Advisors Group estimates that mobile app users constitute some 29% of total cellular users in Egypt.

The survey report, "Mobile Apps Use in Egypt 2014" was released early in November 2014 and provides the results of a major comprehensive Computer Assisted Telephone Interviews (CATI) survey of mobile apps use in Egypt. The survey probes the respondents' adoption and habits of using smartphone applications including messaging, calling, gaming, social media, news, religious, and video applications. The survey was conducted based on the demographic breakdown in Egypt for the Egyptian population above 15 years old.

Respondents were called through randomly generated numbers. The survey results encompass answers from 701 respondents that passed rigorous quality control checks. Quality control was conducted by the Arab Advisors Group's team and included randomly re-calling respondents for authenticity and double checking their answers on a selected list of questions. The survey yields a confidence level of 99% with a margin of error of less than 5%.

"The survey revealed high popularity of social media applications in Egypt; 92.6% of mobile app users reported using them, while 86.4% of mobile app users reported using messaging applications. The survey also revealed a decrease in SMS usage due to messaging applications. 87% of mobile app users reported sending SMS messages before messaging applications compared to 58.6% of mobile app users who still send SMS messages." Mr. Omar Ja'abari, Arab Advisors Group Senior Research Analyst, noted.

Source: [\*Balancing Act\*](#)

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