

# SPOTLIGHT\*MOROCCO

# VIEWS ON TECH & DIGITAL TRENDS

October - 2024

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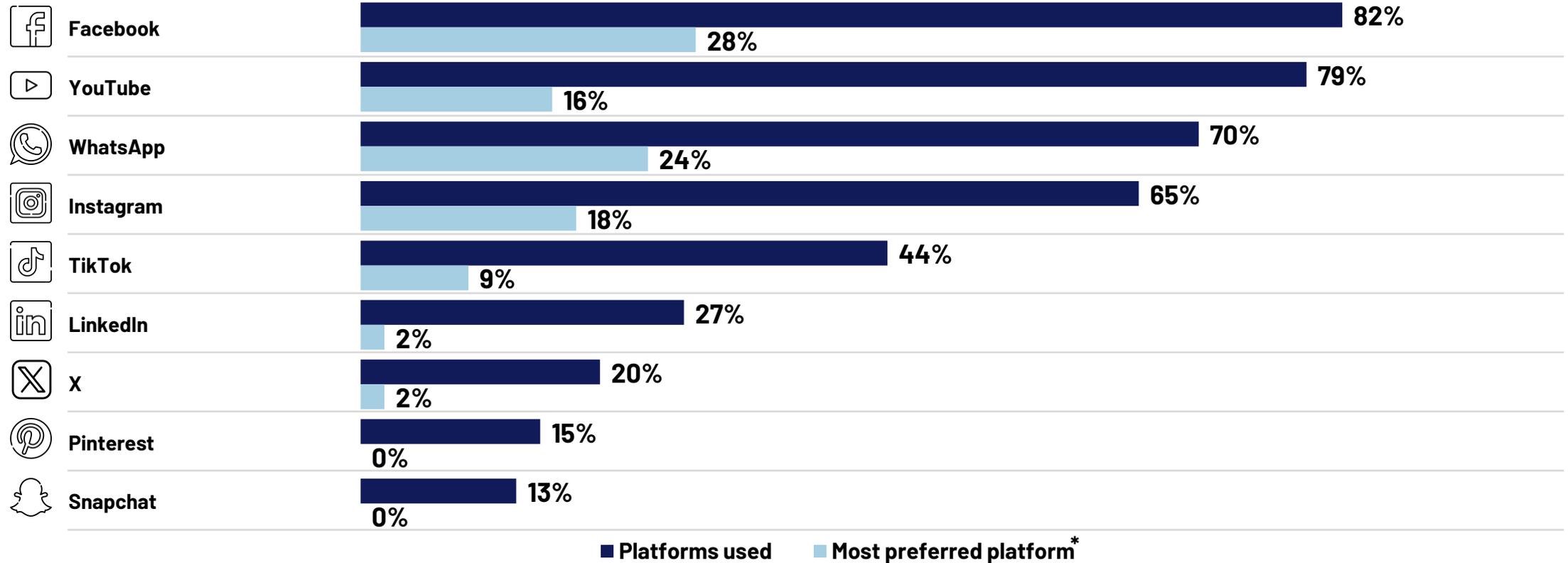
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**Digital integration  
in daily life**

# SOCIAL MEDIA HABITS



# Social media platforms usage and preference



\*Base: % out those who use social media platforms

# Social media platforms usage

% - by demographics



Facebook



YouTube



WhatsApp



Instagram



TikTok



LinkedIn



X



Pinterest



Snapchat

	Facebook	YouTube	WhatsApp	Instagram	TikTok	LinkedIn	X	Pinterest	Snapchat
<b>Total</b>	<b>82%</b>	<b>79%</b>	<b>70%</b>	<b>65%</b>	<b>44%</b>	<b>27%</b>	<b>20%</b>	<b>15%</b>	<b>13%</b>
<b>Male</b>	87%	80%	70%	56%	40%	31%	25%	11%	6%
<b>Female</b>	78%	78%	70%	75%	47%	23%	15%	19%	21%
<b>18-24</b>	67%	67%	62%	78%	31%	22%	18%	21%	27%
<b>25-34</b>	89%	79%	60%	76%	42%	23%	15%	15%	19%
<b>35-44</b>	86%	87%	70%	67%	47%	24%	17%	9%	8%
<b>45+</b>	83%	81%	80%	51%	49%	34%	26%	16%	6%
<b>Upper Income</b>	84%	90%	69%	76%	44%	41%	28%	17%	17%
<b>Middle Income</b>	82%	85%	71%	61%	44%	31%	20%	17%	8%
<b>Lower Income</b>	85%	73%	70%	64%	44%	20%	18%	12%	15%

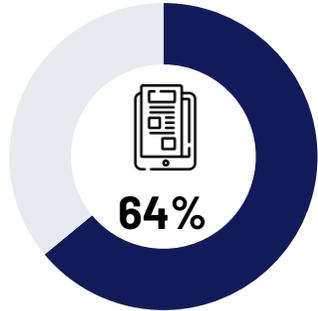
# Social media platforms preference

% - by demographics

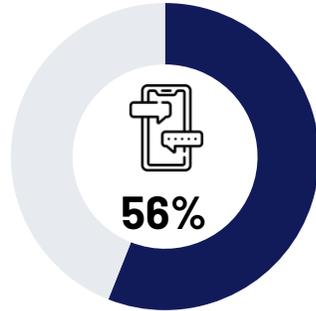
	 Facebook	 WhatsApp	 Instagram	 YouTube	 TikTok	 LinkedIn	 X
<b>Total</b>	<b>28%</b>	<b>24%</b>	<b>18%</b>	<b>16%</b>	<b>9%</b>	<b>2%</b>	<b>2%</b>
<b>Male</b>	38%	23%	9%	18%	5%	4%	3%
<b>Female</b>	19%	26%	28%	14%	12%	-	1%
<b>18-24</b>	21%	22%	33%	13%	7%	2%	2%
<b>25-34</b>	32%	16%	24%	18%	7%	1%	2%
<b>35-44</b>	32%	18%	16%	18%	11%	4%	1%
<b>45+</b>	28%	35%	9%	16%	9%	2%	2%
<b>Upper Income</b>	30%	20%	23%	18%	2%	5%	1%
<b>Middle Income</b>	29%	25%	16%	18%	8%	2%	3%
<b>Lower Income</b>	29%	25%	17%	14%	12%	1%	1%

Base: % out those who use social media platforms

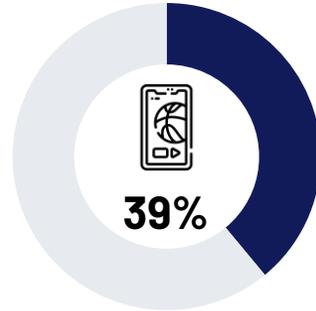
# Social media main uses



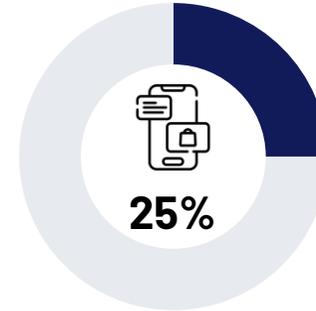
To discover news and information



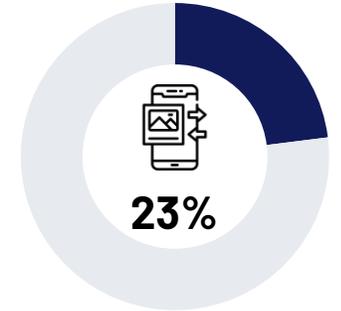
To stay connected with friends and family



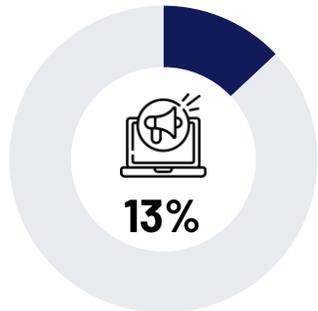
For entertainment and leisure



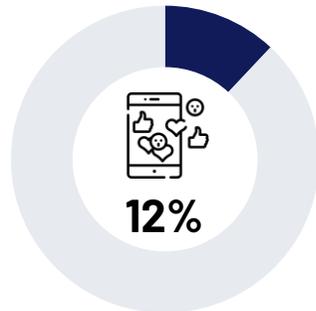
To learn about products



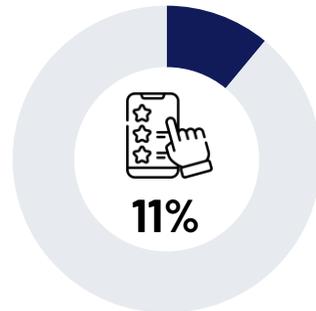
To share and view updates, photos or videos



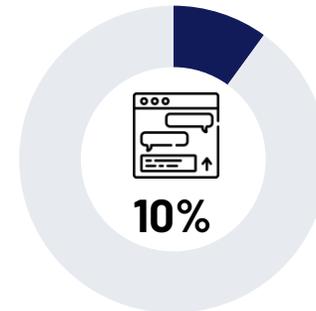
To promote personal or professional projects



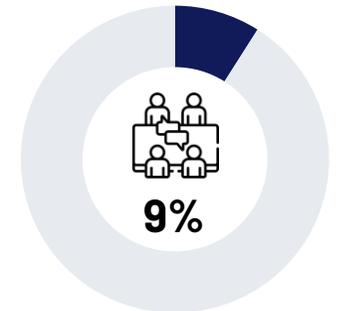
To follow and engage with celebrities or influencers



To follow and engage with brands or businesses



To find and participate in online communities



To participate in professional networking

Base: % out those who use social media platforms

# Social media main uses

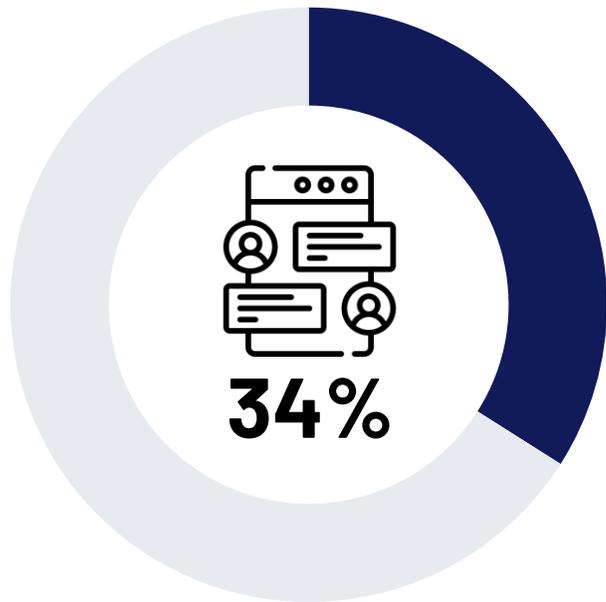
% - by demographics

	 Discover news and information	 To stay connected with friends and family	 Entertainment and leisure	 Learn about products	 Share and view updates, photos or videos	 Promote personal or professional projects	 Follow and engage with celebrities or influencers	 Follow and engage with brands or businesses	 Find and participate in online communities	 Participate in professional networking
<b>Total</b>	<b>64%</b>	<b>56%</b>	<b>39%</b>	<b>25%</b>	<b>23%</b>	<b>13%</b>	<b>12%</b>	<b>11%</b>	<b>10%</b>	<b>9%</b>
<b>Male</b>	64%	53%	40%	23%	30%	11%	11%	12%	11%	10%
<b>Female</b>	64%	60%	38%	28%	17%	14%	12%	10%	9%	8%
<b>18-24</b>	59%	54%	41%	21%	21%	14%	12%	11%	9%	8%
<b>25-34</b>	55%	51%	42%	28%	22%	16%	15%	17%	11%	10%
<b>35-44</b>	68%	56%	39%	22%	21%	8%	10%	11%	7%	9%
<b>45+</b>	70%	62%	35%	27%	26%	13%	10%	7%	12%	9%
<b>Upper Income</b>	69%	55%	37%	37%	26%	9%	13%	14%	10%	4%
<b>Middle Income</b>	57%	58%	42%	22%	23%	16%	10%	12%	12%	12%
<b>Lower Income</b>	68%	56%	36%	26%	21%	12%	13%	11%	9%	9%

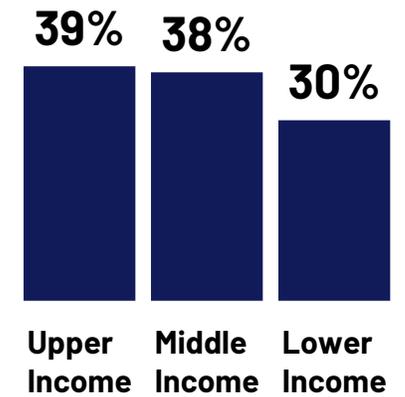
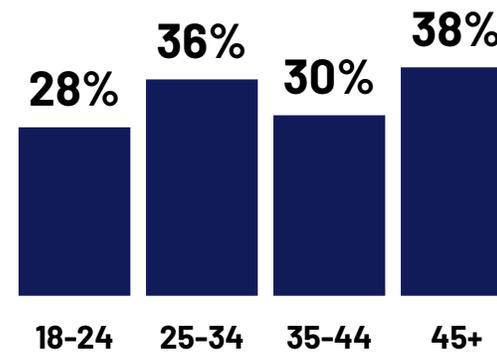
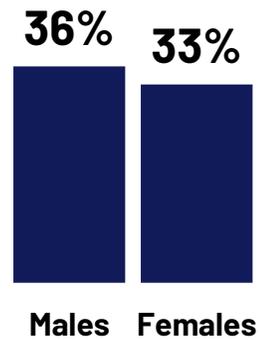
Base: % out those who use social media platforms

# Socializing habits

% - by demographics



Spend more time socializing with friends online than face-to-face



Base: % out those who use social media platforms

# Do people follow celebrities and influencers on social media platforms?



**52%**

Follow influencers



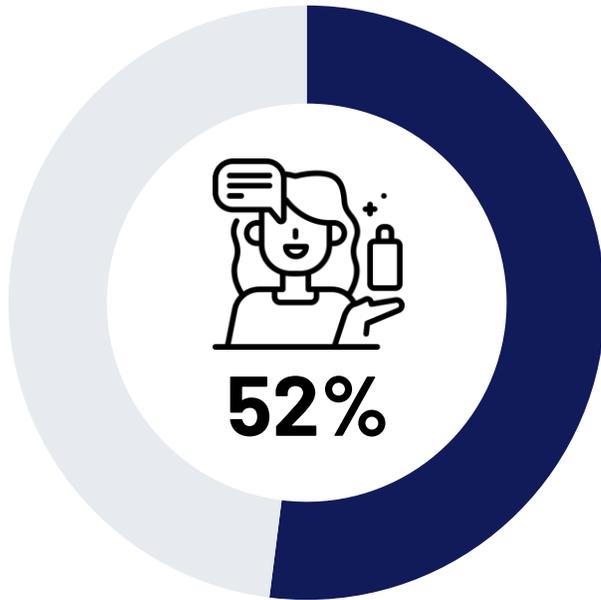
**39%**

Follow celebrities

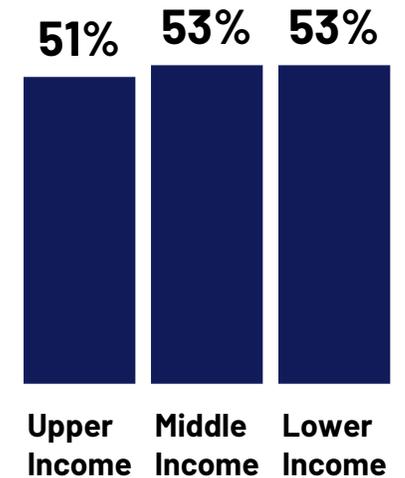
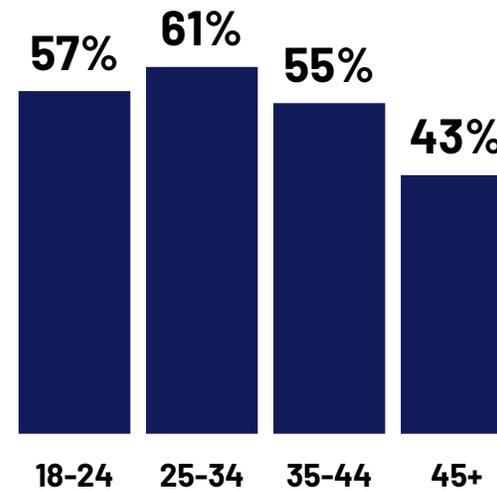
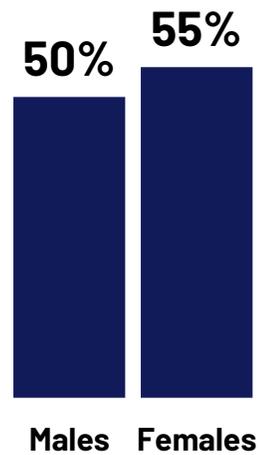
Base: % out those who use social media platforms

# Following influencers on social media platforms

% - by demographics



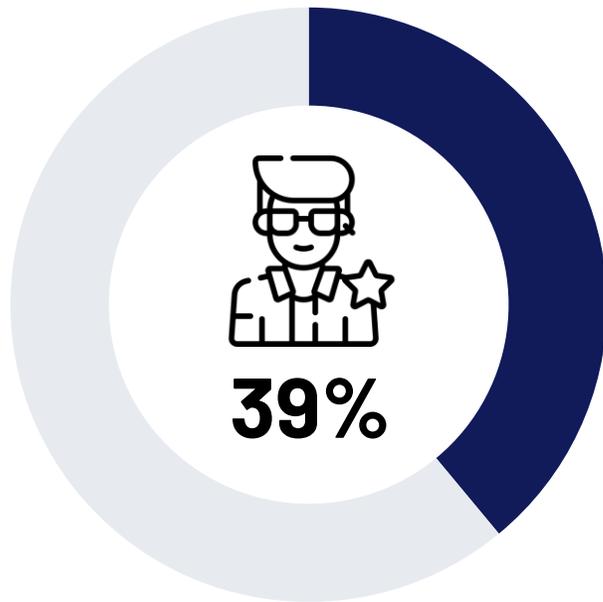
Follow influencers on social media platforms



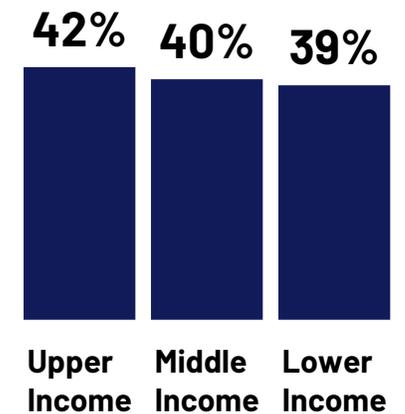
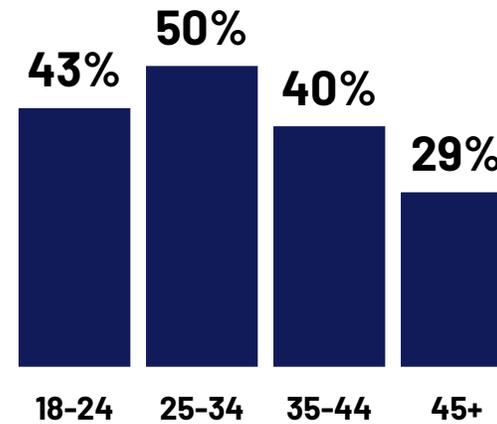
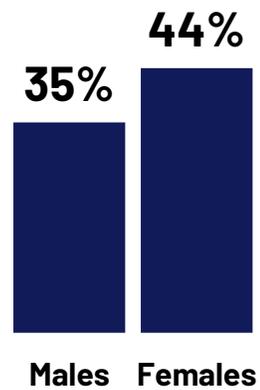
Base: % out those who use social media platforms

# Following celebrities on social media platforms

% - by demographics



Follow celebrities on social media platforms

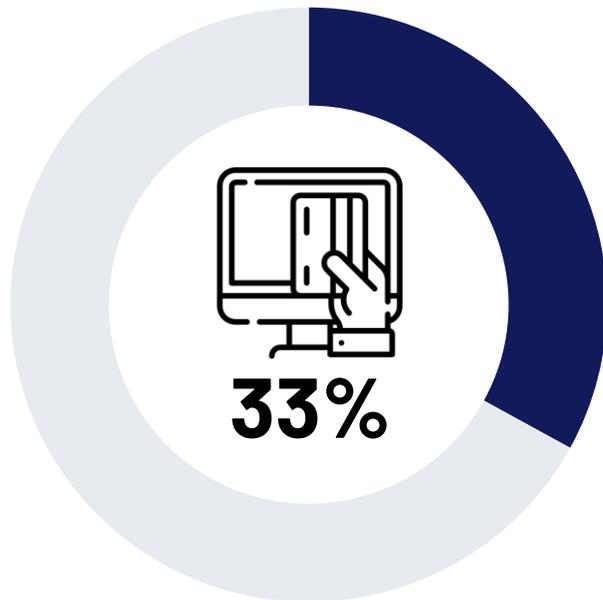


Base: % out those who use social media platforms

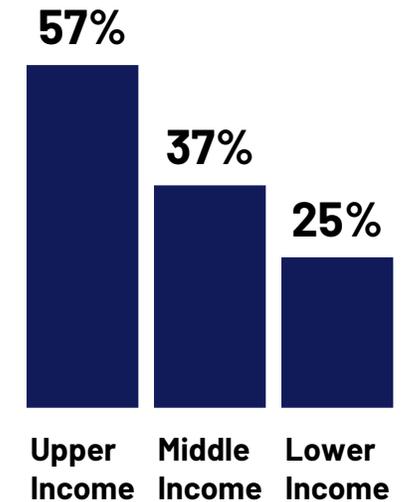
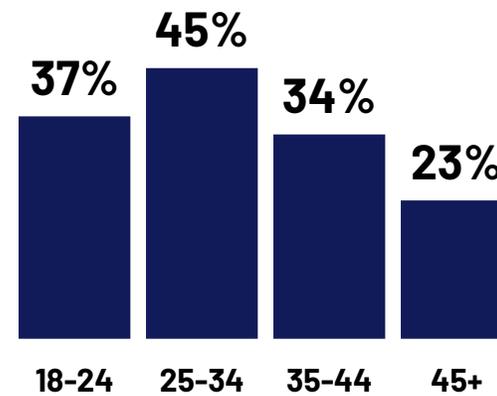
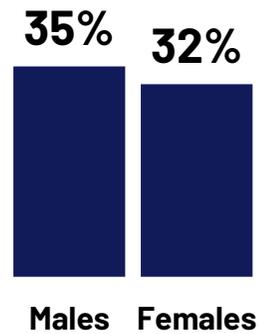
# DIGITAL CONTENT SUBSCRIPTION

# Paid subscriptions

% - by demographics



Paid for digital content  
in the past six months



# TRENDS ADOPTION

# Trends adoption

% distribution of trend adopters

# 43%

**Laggards:**

prefer to stay with what they're used to as long as possible and would rather not change if it's not necessary



# 41%

**Main followers:**

try out new trends after they become popular, and more people have tried them



# 16%

**Early adopters:**

like to be among the first to try out the latest trends and have their own opinion about it



# Trends adoption

% distribution of trend adopters - by demographics



**Laggards**



**Main Followers**



**Early Adopters**

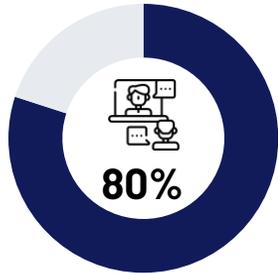
	<b>Laggards</b>	<b>Main Followers</b>	<b>Early Adopters</b>
<b>Total</b>	<b>43%</b>	<b>41%</b>	<b>16%</b>
<b>Male</b>	43%	37%	20%
<b>Female</b>	43%	45%	12%
<b>18-24</b>	42%	38%	20%
<b>25-34</b>	45%	40%	15%
<b>35-44</b>	42%	45%	13%
<b>45+</b>	43%	41%	16%
<b>Upper Income</b>	32%	56%	12%
<b>Middle Income</b>	40%	47%	13%
<b>Lower Income</b>	48%	33%	18%

# DIGITAL INTEGRATION IN DAILY LIFE

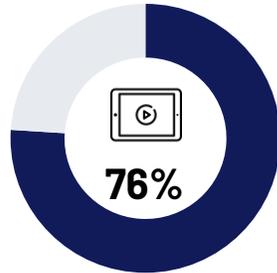


# Technology integration

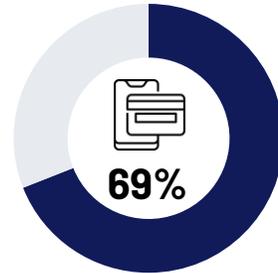
% usage in the past six months



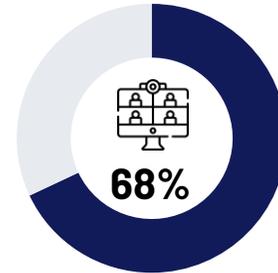
Used VOIP apps



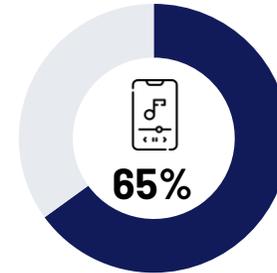
Streamed videos online



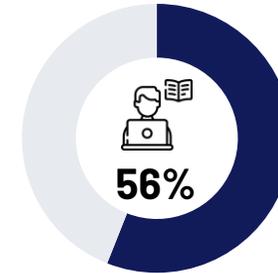
Used mobile banking apps



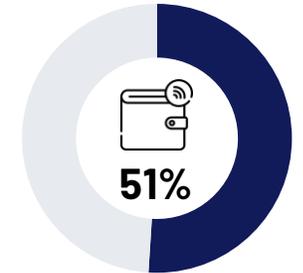
Used video conferencing tools



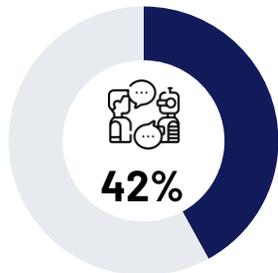
Streamed music on websites or apps



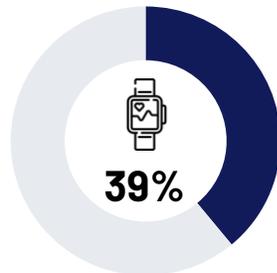
Engaged in online learning or attended virtual classes



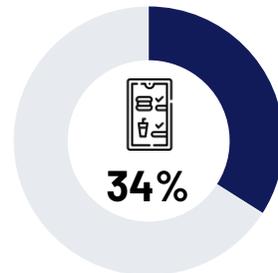
Used digital wallet apps



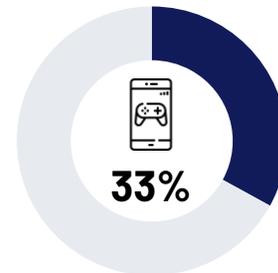
Used virtual assistant services



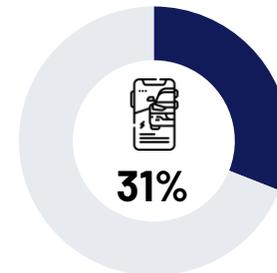
Used fitness or health tracking apps or devices



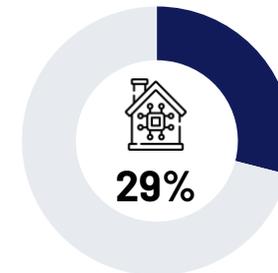
Ordered food using food apps



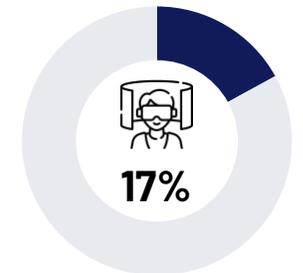
Participated in online/mobile gaming or esports activities



Used ride hailing apps



Used smart home devices or automation technologies



Used AR or VR apps, devices or experiences

# Technology integration

% usage in the past six months - by demographics

	 Used VOIP apps	 Streamed videos	 Used mobile banking apps	 Used video conferencing tools	 Streamed music	 Engaged in online learning	 Used digital wallet apps	 Used virtual assistant services	 Used health tracking apps/devices	 Ordered food using food apps	 Participated in online/mobile gaming	 Used ride hailing apps	 Used smart home devices	 Used AR or VR apps/devices
<b>Total</b>	<b>80%</b>	<b>76%</b>	<b>69%</b>	<b>68%</b>	<b>65%</b>	<b>56%</b>	<b>51%</b>	<b>42%</b>	<b>39%</b>	<b>34%</b>	<b>33%</b>	<b>31%</b>	<b>29%</b>	<b>17%</b>
<b>Male</b>	83%	80%	73%	64%	64%	56%	57%	46%	44%	34%	36%	29%	30%	20%
<b>Female</b>	77%	72%	64%	71%	65%	55%	44%	38%	35%	35%	30%	33%	27%	14%
<b>18-24</b>	75%	79%	56%	69%	72%	68%	36%	44%	46%	35%	41%	31%	28%	21%
<b>25-34</b>	82%	80%	71%	71%	70%	59%	66%	47%	45%	36%	42%	38%	38%	18%
<b>35-44</b>	83%	78%	69%	67%	65%	56%	50%	39%	39%	35%	33%	32%	27%	24%
<b>45+</b>	80%	70%	73%	65%	57%	46%	48%	39%	32%	33%	23%	25%	23%	9%
<b>Upper Income</b>	80%	79%	80%	77%	71%	66%	67%	48%	52%	59%	37%	49%	37%	30%
<b>Middle Income</b>	81%	76%	60%	63%	64%	54%	43%	43%	42%	27%	37%	29%	28%	14%
<b>Lower Income</b>	81%	75%	77%	71%	62%	56%	58%	44%	34%	37%	27%	27%	28%	15%

# Sample and methodology

## Sample size

500 respondents

## Sample criteria

General public  
representative of the population across gender, age (18+)

## Methodology

The survey was conducted via Ipsos online panel

## Geographical coverage

Conducted in Morocco  
with a nationwide coverage

# FOR MORE INFORMATION

Luc Durand  
Managing Director  
Ipsos in Morocco  
[luc.durand@ipsos.com](mailto:luc.durand@ipsos.com)

Meryem Koutbi  
Senior Client Officer  
Ipsos in Morocco  
[meryem.koutbi@ipsos.com](mailto:meryem.koutbi@ipsos.com)

