

SPOTLIGHT*KSA

VIEWS ON LEISURE & ENTERTAINMENT

January - 2026



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Key Findings

Leisure is frequent, but time remains a major constraint

Going out for leisure is well-embedded in everyday life, particularly among younger adults and upper-income groups, who are more likely to do so at least once a week.

However, this level of engagement is not reflected in perceptions of free time. While **1 in 2 say they are satisfied with the amount of time available for leisure**, satisfaction is notably lower among younger age groups and lower-income groups. This suggests that **time pressure is felt most acutely by those with less flexibility and fewer resources**, rather than reflecting a lack of interest or participation.

Entertainment choices are shaped by value and security

Affordability and promotions play a central role in venue choice, outweighing factors such as atmosphere, reputation, or amenities, particularly among lower-income groups and older adults.

At the same time, **safety and security remain a fundamental expectation**, especially for older age groups and expats, reinforcing that entertainment decisions are practical and considered rather than driven by experience or indulgence.

Demand for entertainment extends beyond local offerings

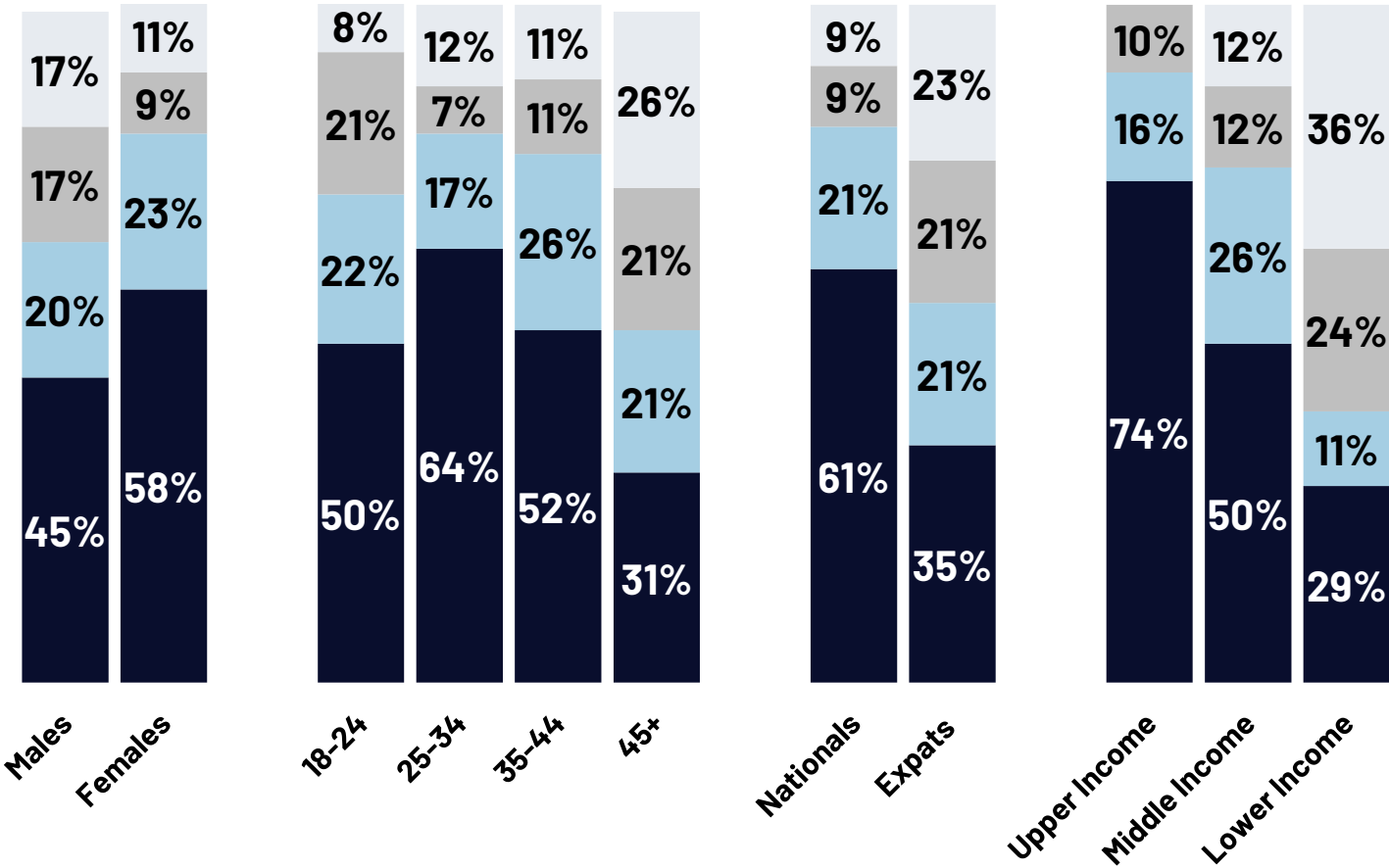
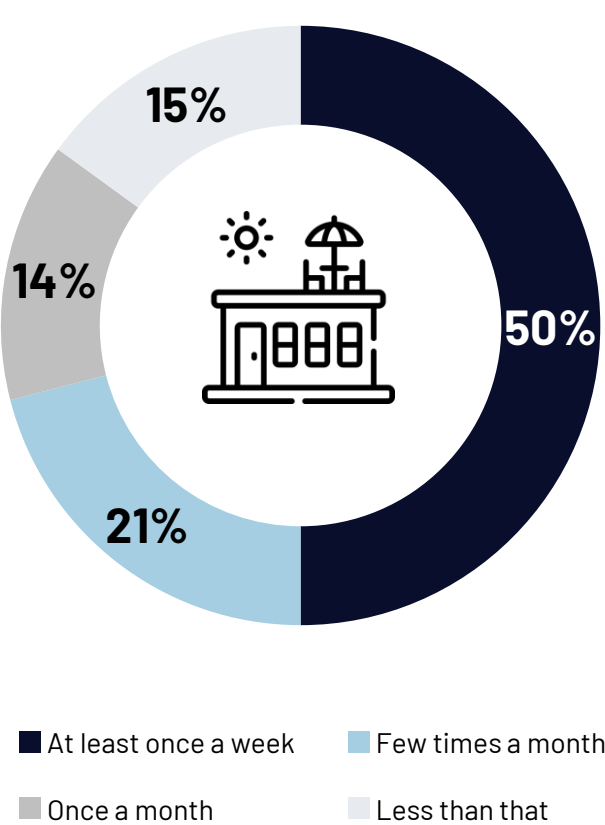
There is broad openness to new and non-traditional entertainment experiences, with around half expressing enjoyment in exploring options outside their usual preferences, particularly younger and higher-income groups.

In parallel, **a similar share are willing to travel to another city for unique experiences**, led by higher-income groups and more limited among lower-income and older age groups. This suggests that while interest in variety is widespread, economic flexibility ultimately determines who can act on it.

FREQUENCY OF GOING OUT FOR LEISURE

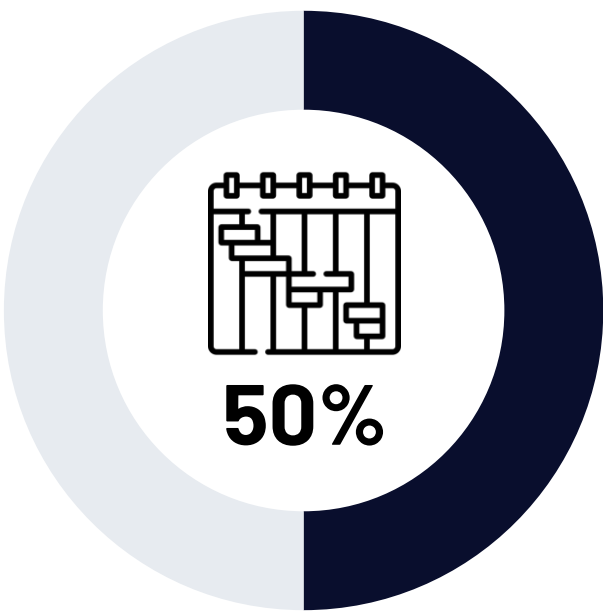
Frequency of going out for leisure

% - by demographics

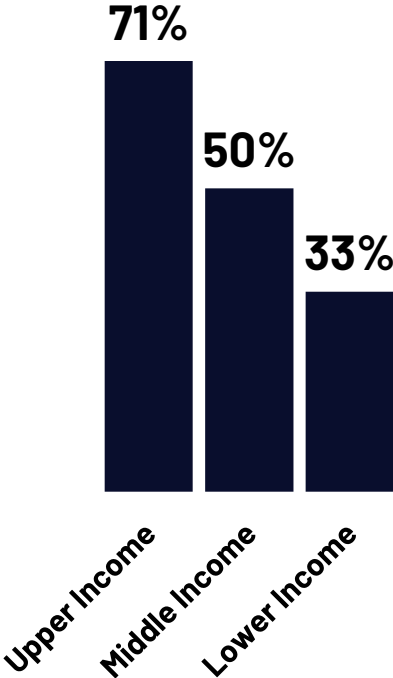
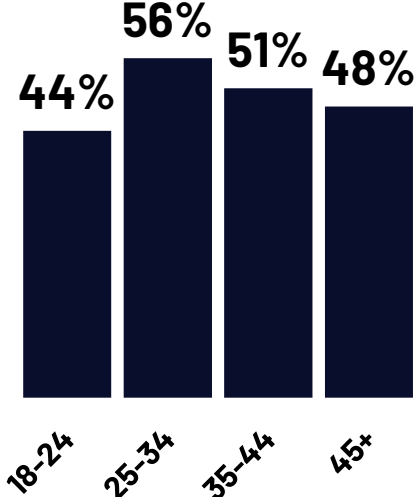


Satisfaction with free time availability

% – by demographics



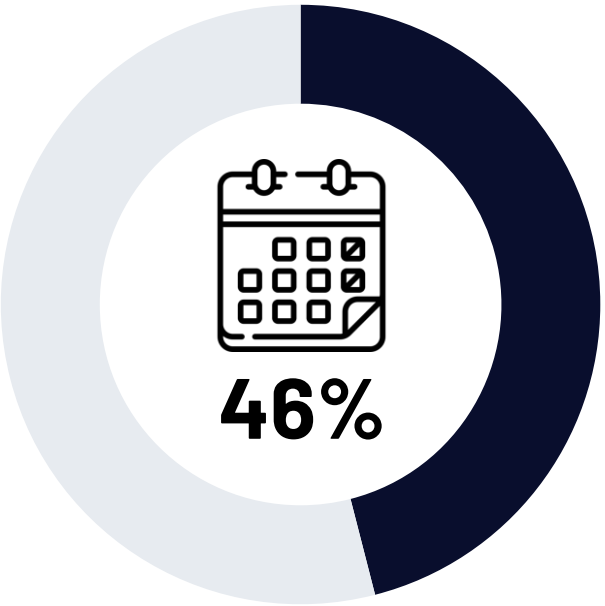
Are satisfied with the amount of time in their schedule for leisure or free time



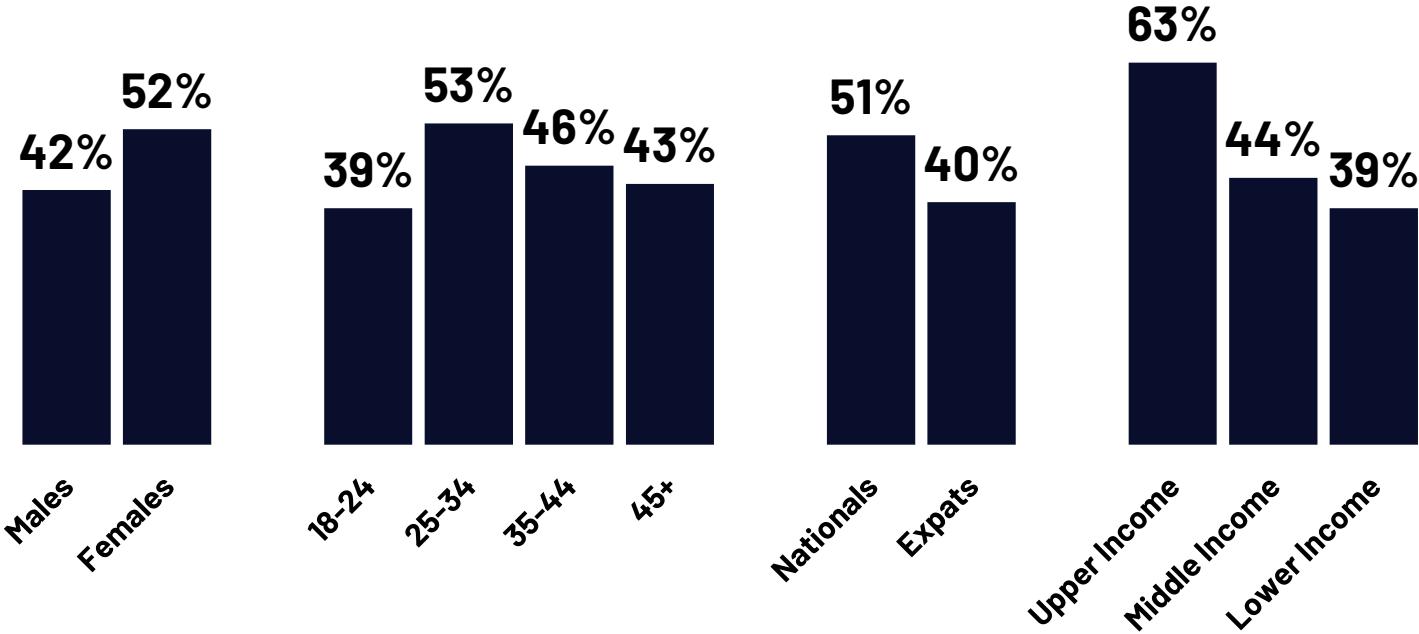
PLANNING FOR LEISURE AND ENTERTAINMENT

Weekend planning

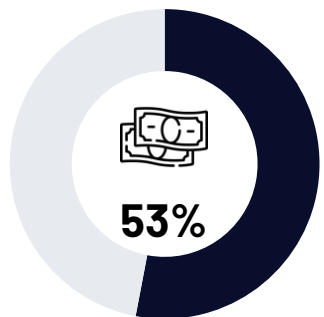
% – by demographics



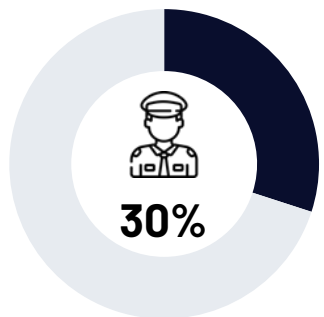
Often plan their weekends around available entertainment events happening in the city



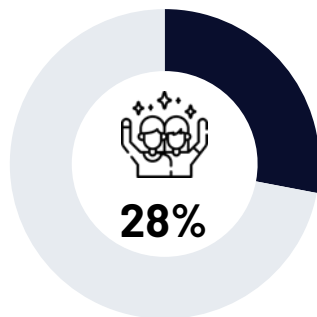
Entertainment venue selection criteria



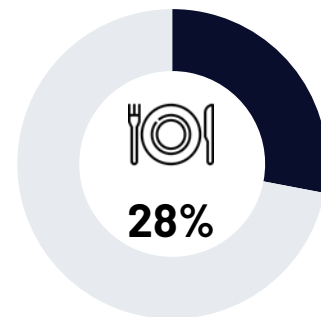
Affordability and promotions



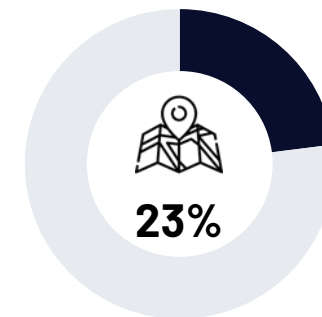
Safety and security



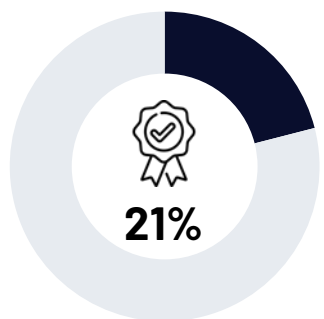
Ambiance and atmosphere



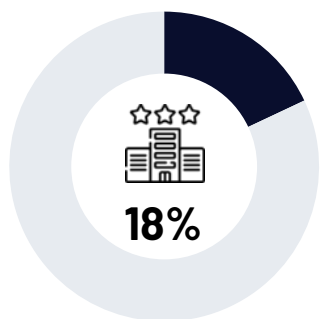
Availability, variety and quality of food



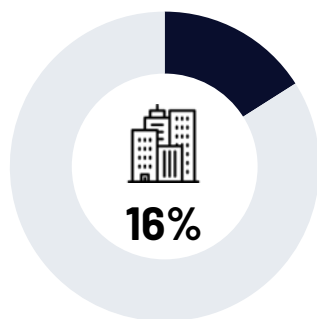
Location and accessibility



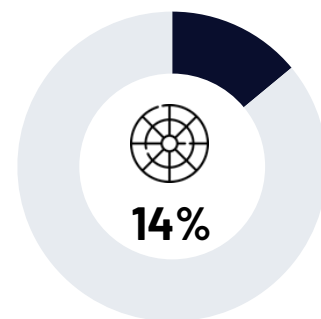
Quality of services



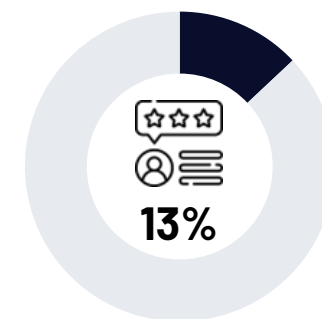
Reputation of the venue



Facilities and amenities













Variety of offerings



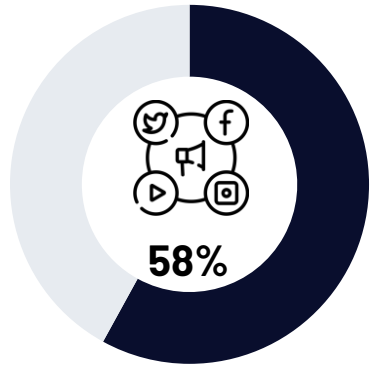
Customer reviews

Entertainment venue selection criteria

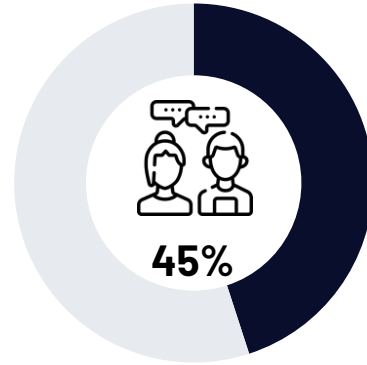
% - by demographics

	 Affordability and promotions	 Safety and security	 Ambiance and atmosphere	 Availability, variety and quality of food	 Location and accessibility	 Quality of services	 Reputation of the venue	 Facilities and amenities	 Variety of offerings	 Customer reviews
Total	53%	30%	28%	28%	23%	21%	18%	16%	14%	13%
Male	52%	30%	26%	29%	24%	20%	16%	18%	13%	13%
Female	54%	31%	32%	27%	20%	24%	21%	13%	15%	14%
18-24	51%	26%	26%	32%	21%	25%	15%	7%	22%	6%
25-34	49%	25%	26%	29%	20%	20%	24%	16%	12%	21%
35-44	53%	31%	34%	22%	24%	24%	17%	20%	12%	13%
45+	60%	40%	27%	31%	27%	17%	12%	19%	11%	9%
Nationals	49%	28%	31%	29%	21%	24%	21%	16%	17%	13%
Expats	58%	34%	24%	27%	26%	17%	14%	17%	9%	14%
Upper Income	48%	26%	30%	30%	24%	28%	30%	18%	22%	14%
Middle Income	53%	30%	28%	30%	23%	20%	16%	18%	13%	15%
Lower Income	57%	35%	28%	22%	22%	20%	12%	9%	8%	8%

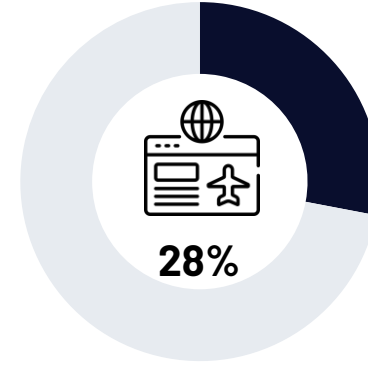
Sources of information for entertainment discovery



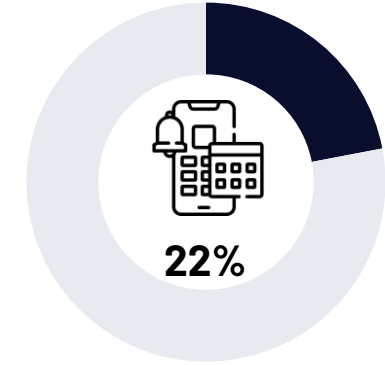
Social media platforms



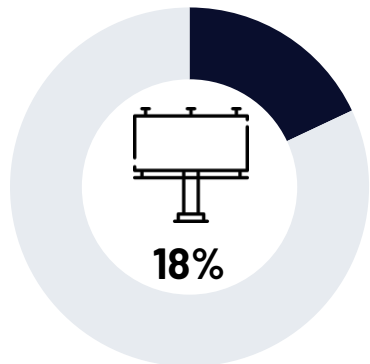
Word of mouth



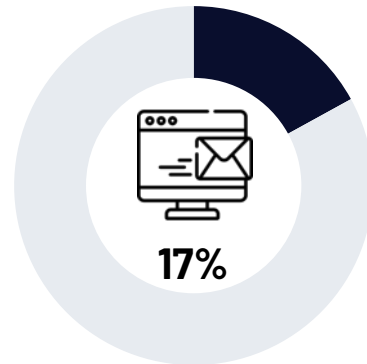
Review websites



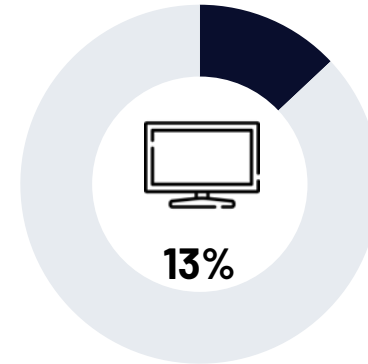
Events apps



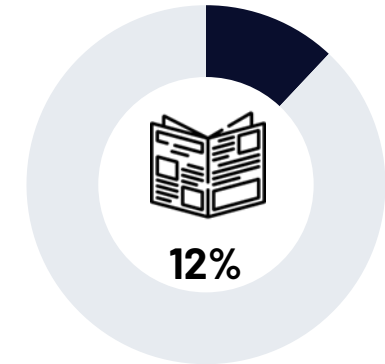
Billboards and posters



Email newsletters











TV and radio ads



Newspaper and magazine ads

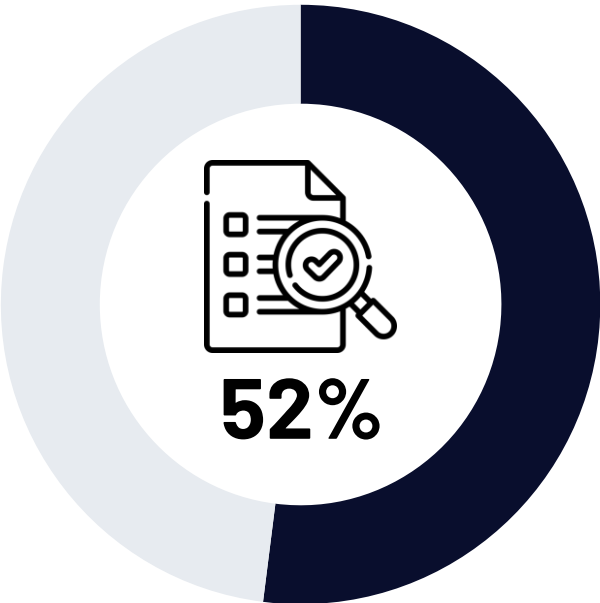
Sources of information for entertainment discovery

% - by demographics

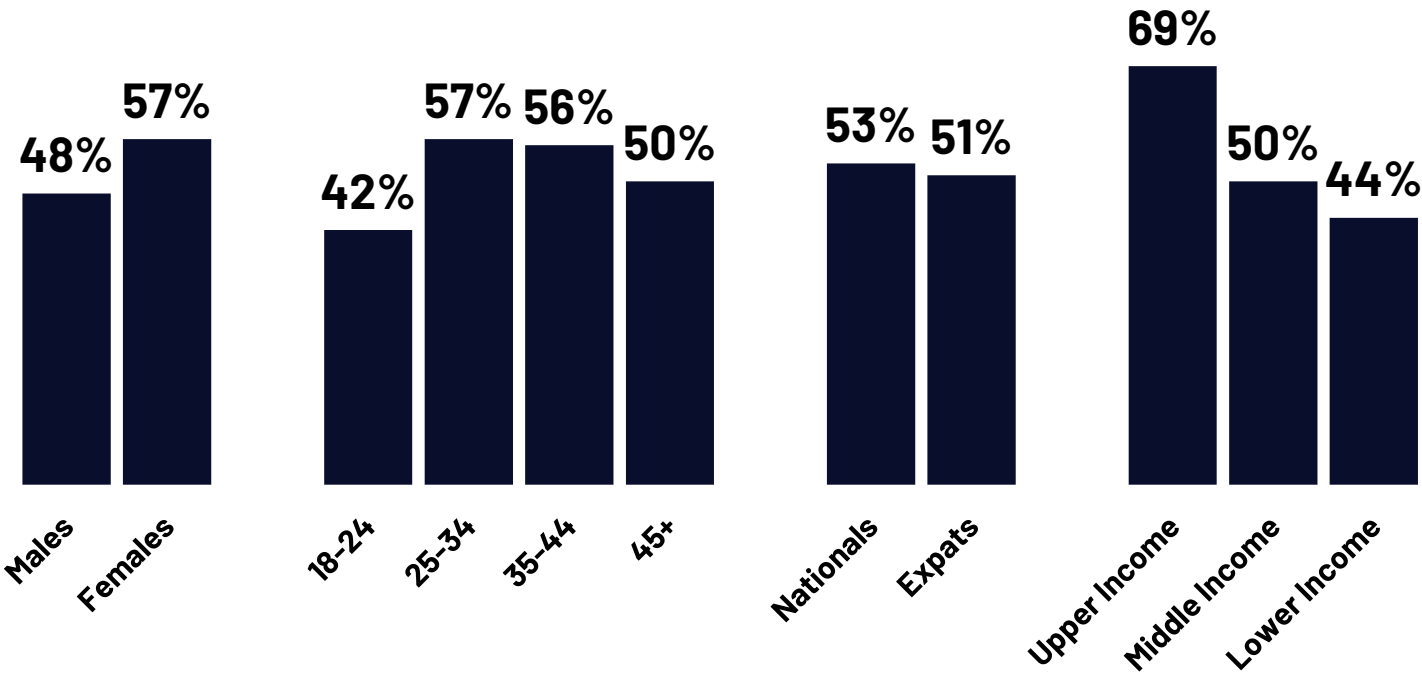
	 Social media platforms	 Word of mouth	 Review websites	 Event apps	 Billboards and posters	 Email newsletters	 TV and radio ads	 Newspaper and magazine ads
Total	58%	45%	28%	22%	18%	17%	13%	12%
Male	56%	45%	31%	21%	21%	20%	16%	12%
Female	61%	45%	24%	24%	14%	12%	9%	11%
18-24	50%	43%	32%	25%	22%	17%	5%	10%
25-34	60%	41%	26%	24%	19%	12%	11%	14%
35-44	59%	48%	25%	23%	19%	15%	21%	16%
45+	62%	50%	30%	16%	14%	24%	14%	6%
Nationals	55%	47%	29%	26%	17%	17%	16%	13%
Expats	62%	43%	27%	17%	20%	16%	9%	11%
Upper Income	63%	50%	34%	30%	18%	19%	15%	17%
Middle Income	58%	44%	30%	21%	20%	19%	12%	11%
Lower Income	52%	44%	19%	19%	14%	8%	14%	8%

Ease of finding information about entertainment in KSA

% Agree – by demographics



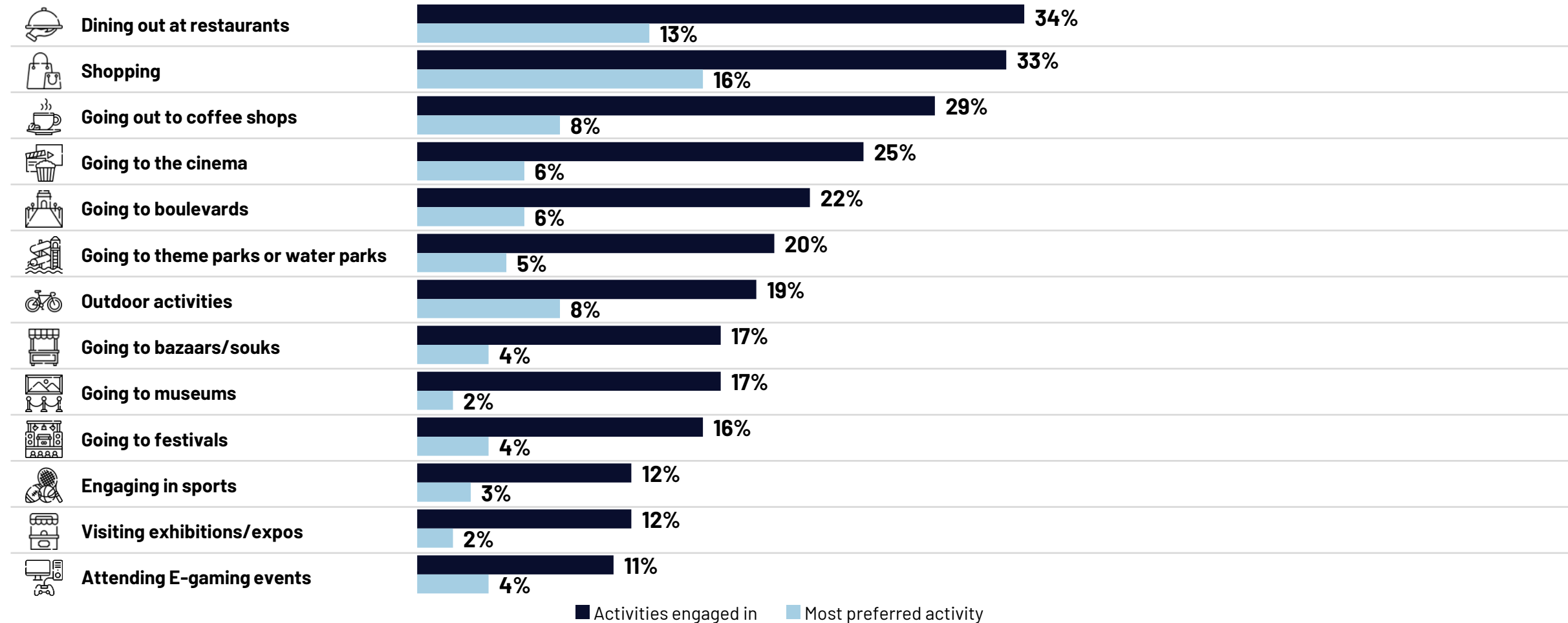
I find it easy to find information about entertainment options in KSA



CURRENT AND DESIRED LEISURE ACTIVITIES














Entertainment activities engaged in over the past year

Top activities



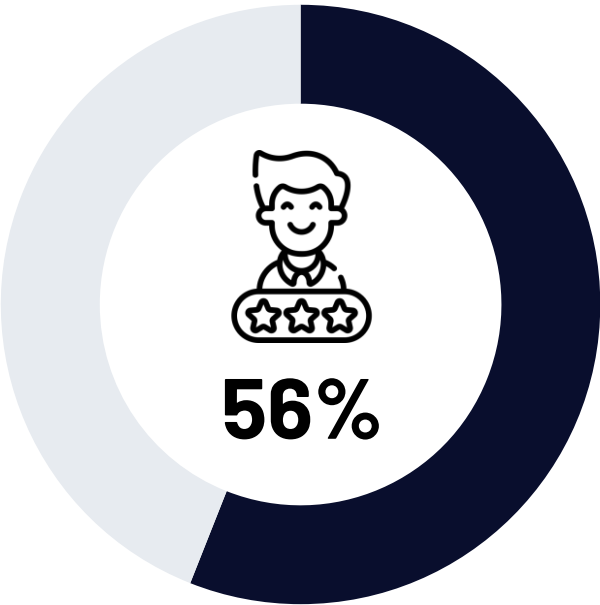
Entertainment activities engaged in over the past year

% Activities engaged in - by demographics

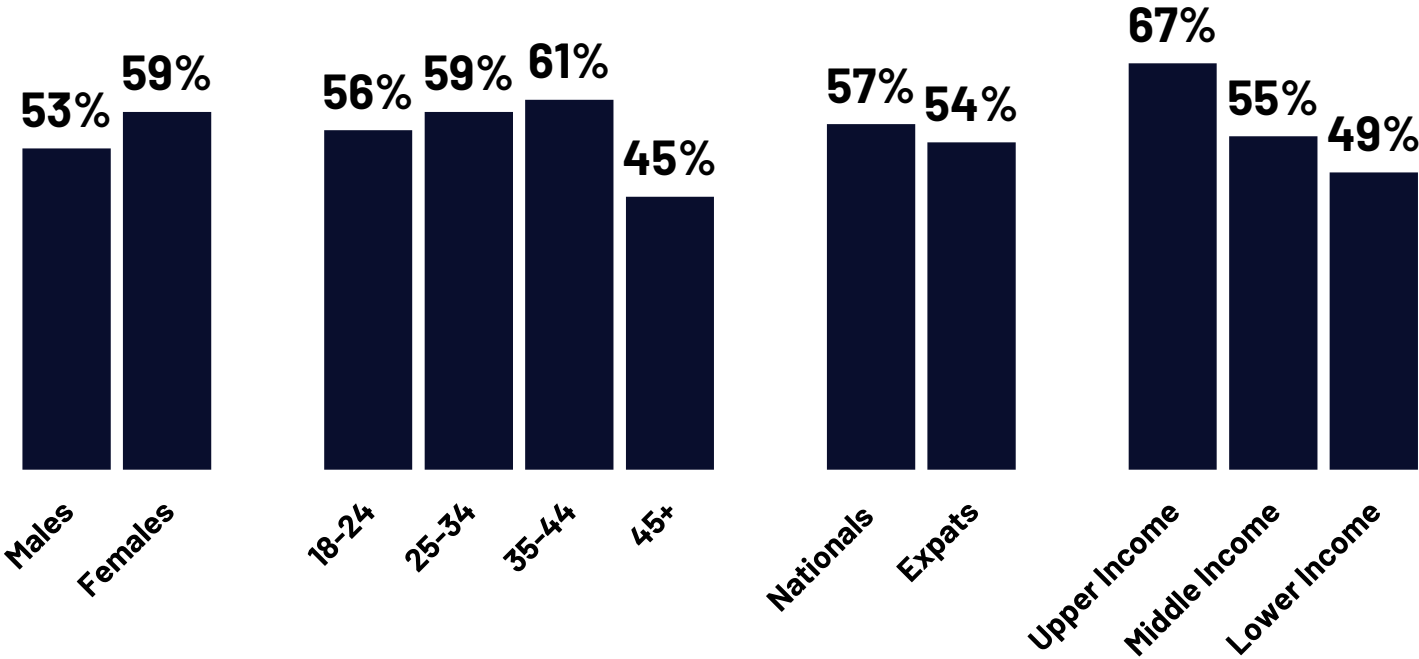
													
	Dining out at restaurants	Shopping	Going out to coffee shops	Going to the cinema	Going to boulevards	Going to theme parks or water parks	Outdoor activities	Going to bazaars/souks	Going to museums	Going to festivals	Engaging in sports	Visiting exhibitions or expos	Attending E-gaming events
Total	34%	33%	29%	25%	22%	20%	19%	17%	17%	16%	12%	12%	11%
Male	31%	30%	25%	23%	21%	18%	20%	15%	18%	16%	13%	14%	14%
Female	40%	38%	35%	27%	23%	22%	18%	19%	14%	17%	11%	8%	7%
18-24	33%	23%	21%	27%	30%	12%	24%	10%	12%	14%	12%	3%	11%
25-34	37%	27%	32%	23%	22%	20%	19%	16%	14%	18%	11%	12%	14%
35-44	37%	44%	36%	28%	21%	27%	22%	22%	21%	21%	12%	18%	8%
45+	28%	39%	25%	22%	16%	18%	12%	19%	19%	12%	13%	12%	11%
Nationals	31%	30%	33%	26%	24%	20%	16%	16%	18%	19%	12%	12%	13%
Expats	38%	37%	23%	22%	19%	19%	24%	19%	15%	12%	12%	11%	8%
Upper Income	38%	34%	32%	34%	27%	24%	16%	23%	21%	16%	15%	18%	20%
Middle Income	33%	32%	28%	25%	23%	20%	21%	18%	18%	17%	14%	12%	10%
Lower Income	35%	37%	29%	15%	14%	15%	14%	9%	7%	16%	2%	5%	7%

Satisfaction with the current entertainment options available

% – by demographics

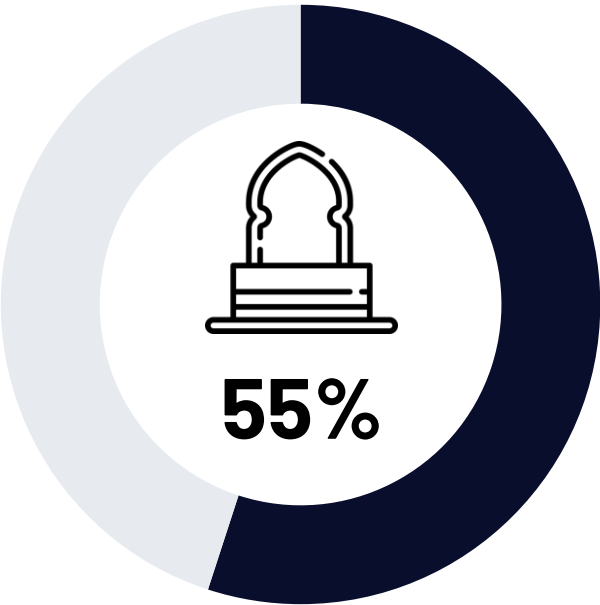


Are satisfied with the current entertainment options available in KSA

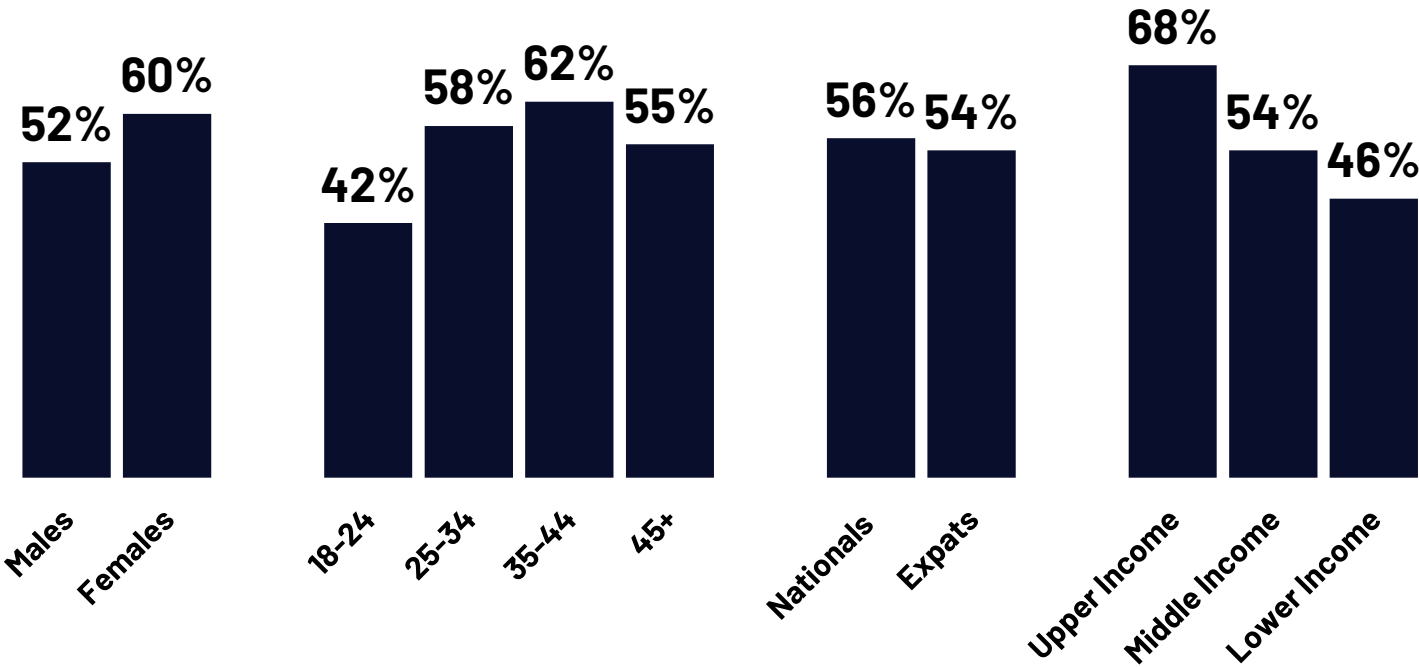


Cultural alignment of entertainment in KSA

% Agree – by demographics

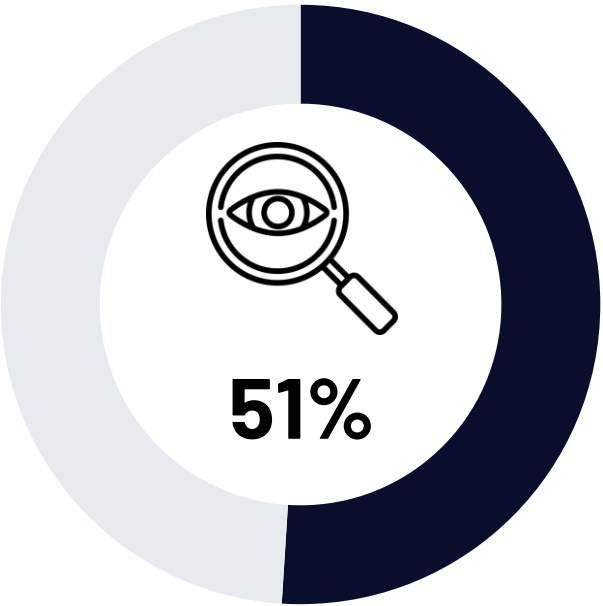


Entertainment options in KSA are aligned with and respect our culture and values

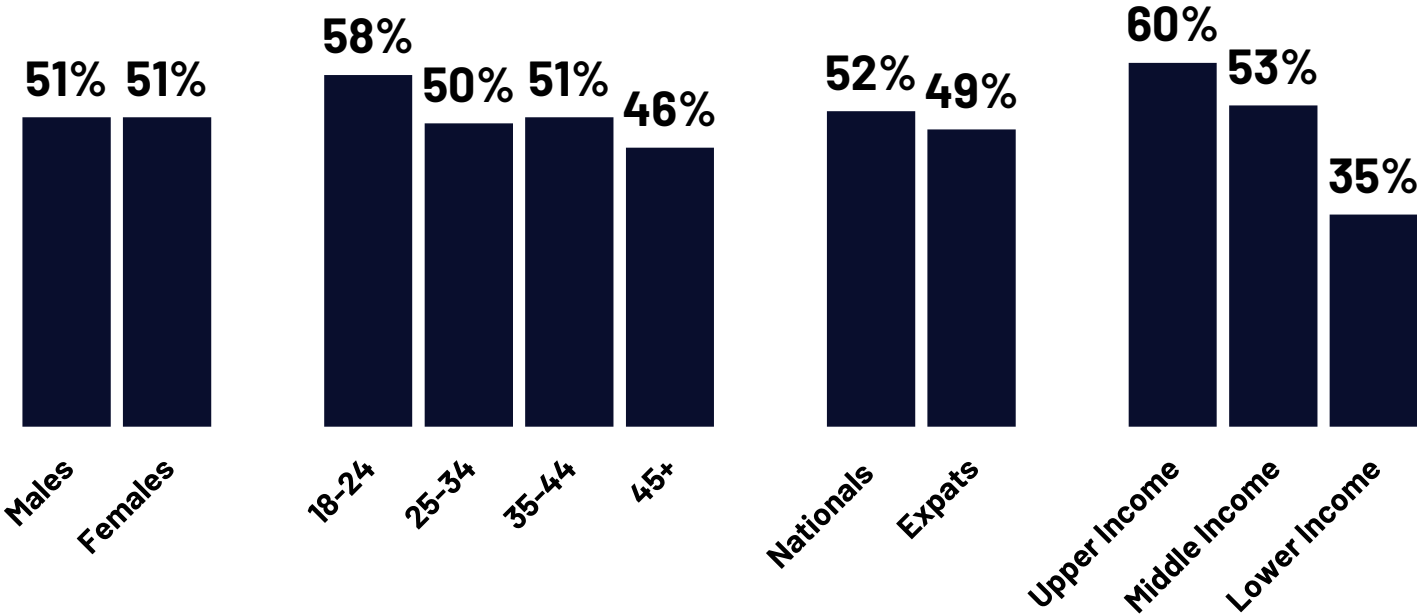


Exploring beyond usual entertainment preferences

% Agree – by demographics

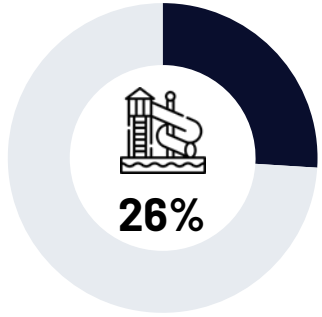


I enjoy exploring different types of entertainment including those outside of my usual preferences

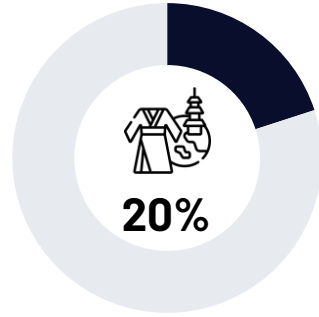


Activities in demand: what people want to see more of in KSA

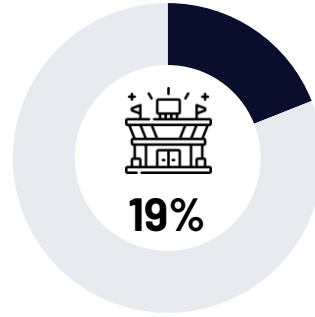
Top 10 activities



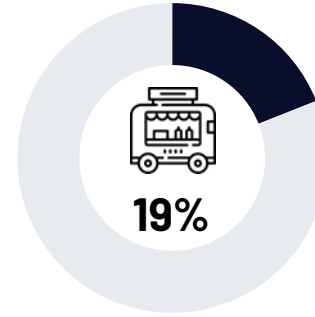
Theme parks/water parks



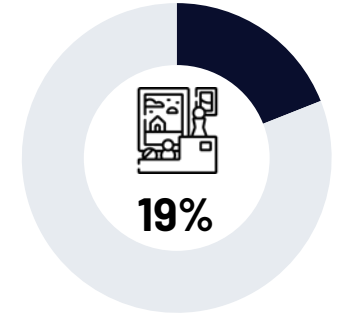
Cultural events



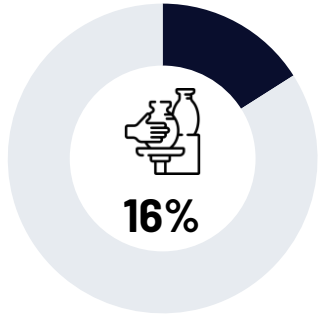
Sports events



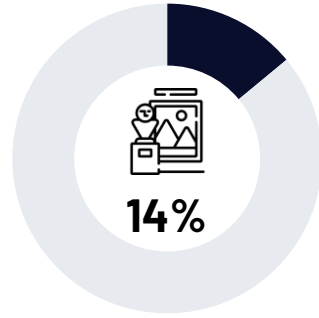
Food festivals and culinary events



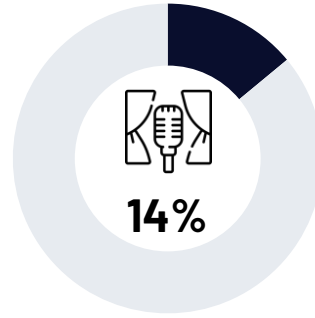
Exhibitions



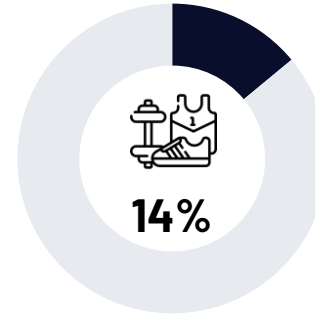
Craft workshops



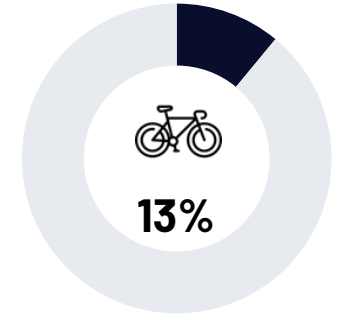
Art galleries



Comedy shows













Fitness events



Outdoor activities

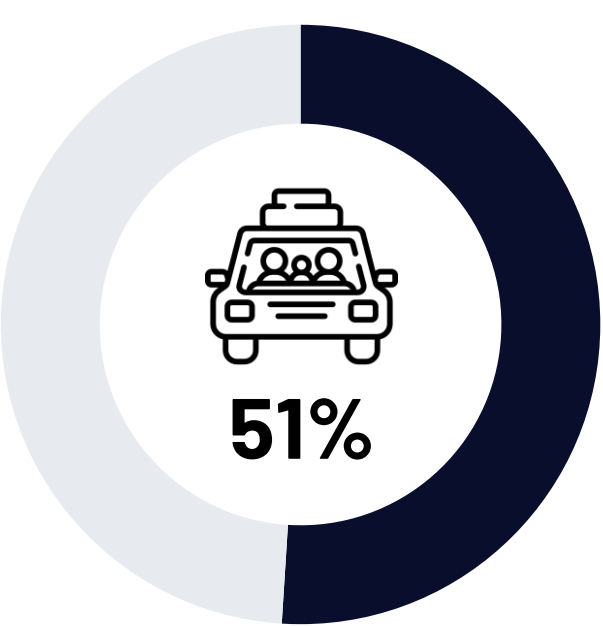
Activities in demand: what people want to see more of in KSA

Top 10 activities - by demographics

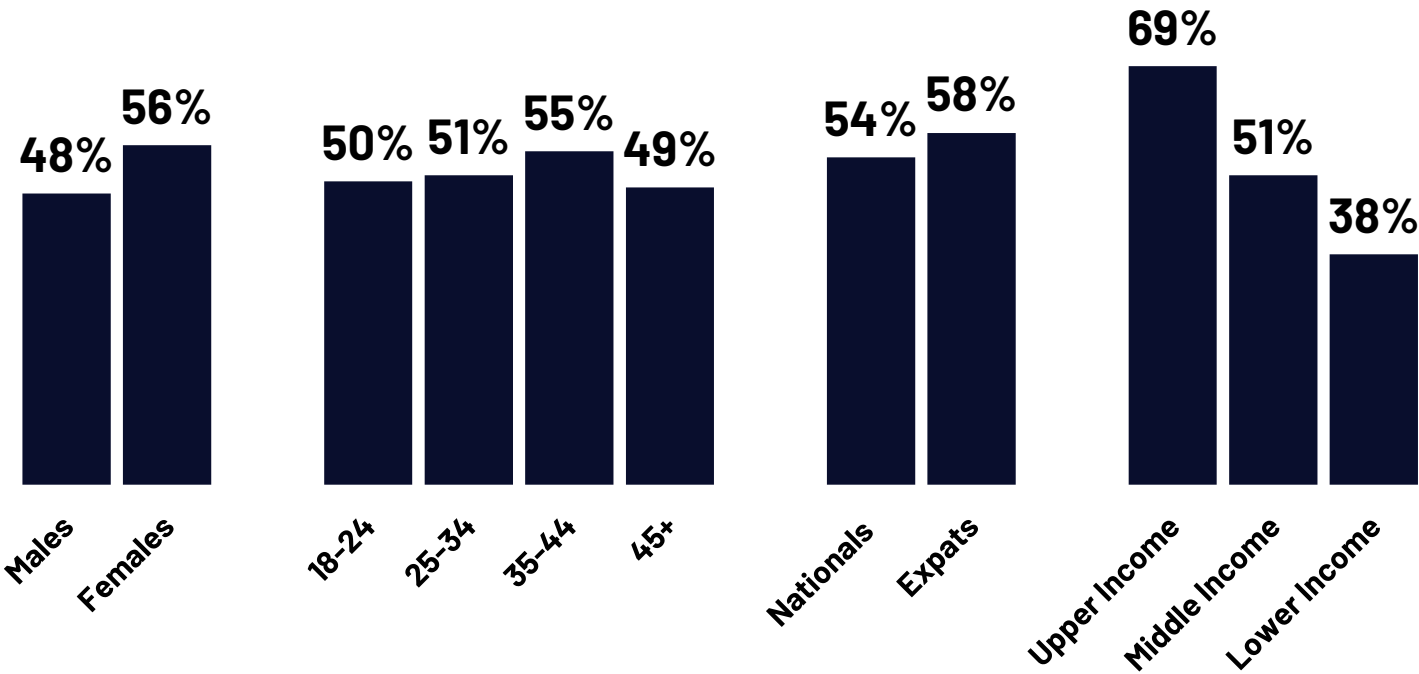
										
	Theme parks/water parks	Cultural events	Sports events	Food festivals/culinary events	Exhibitions	Craft workshops	Art galleries	Comedy shows	Fitness events	Outdoor activities
Total	26%	20%	19%	19%	19%	16%	14%	14%	14%	13%
Male	24%	21%	26%	17%	21%	13%	13%	13%	14%	13%
Female	28%	19%	10%	24%	16%	20%	16%	15%	13%	14%
18-24	19%	11%	22%	11%	19%	18%	15%	10%	18%	14%
25-34	26%	15%	13%	24%	17%	16%	14%	14%	15%	12%
35-44	28%	22%	17%	24%	23%	11%	12%	18%	9%	13%
45+	27%	32%	28%	16%	19%	18%	17%	14%	12%	15%
Nationals	24%	22%	20%	18%	15%	13%	16%	15%	12%	9%
Expats	28%	18%	19%	21%	25%	19%	12%	13%	15%	19%
Upper Income	28%	18%	25%	20%	15%	11%	13%	15%	14%	14%
Middle Income	26%	22%	19%	21%	22%	18%	18%	14%	15%	15%
Lower Income	24%	18%	17%	15%	15%	14%	4%	13%	9%	8%

Willingness to travel for unique experiences

% Agree – by demographics

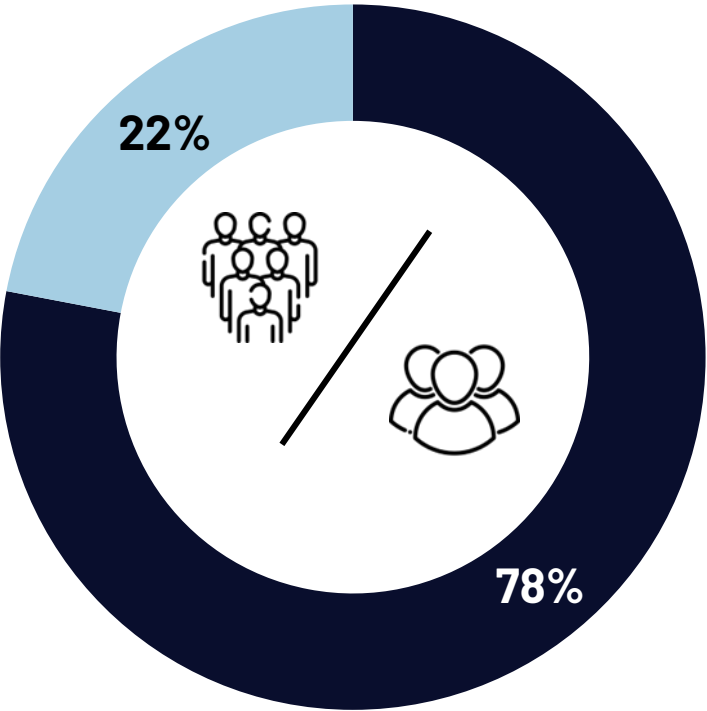


I am willing to travel to a different city in KSA if it means I could enjoy unique entertainment experiences

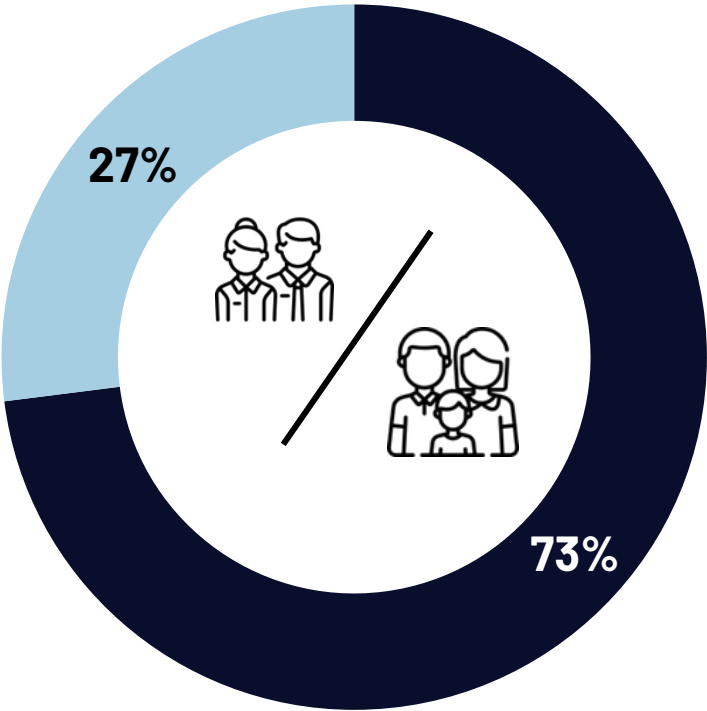


SOCIAL DYNAMICS IN LEISURE ACTIVITIES

Social dynamics in leisure activities



- Prefer to go out with small groups
- Prefer to go out with large groups



- Prefer to spend leisure time with family
- Prefer to spend leisure time with friends

Social dynamics in leisure activities

% - by demographics



Prefer to go out
with small groups



Prefer to go out
with large groups



Prefer to spend leisure
time with family



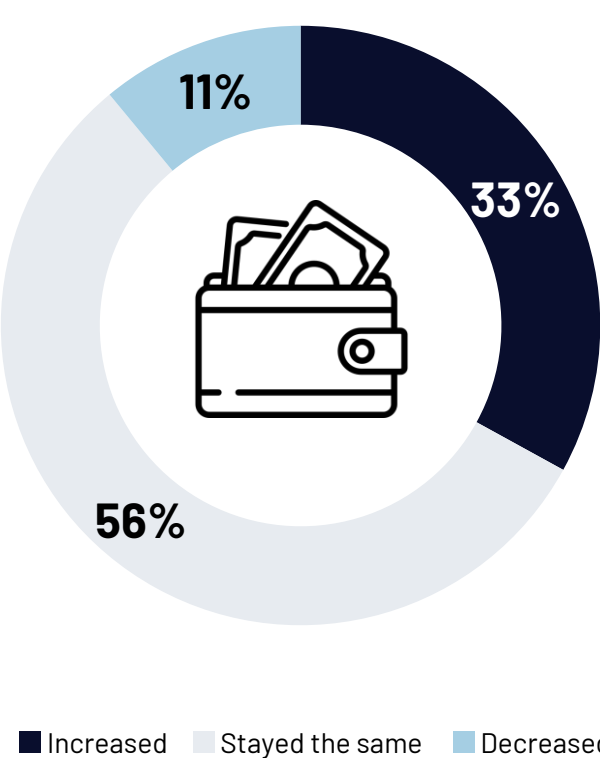
Prefer to spend leisure
time with friends

Total	78%	22%	73%	27%
Male	79%	21%	72%	28%
Female	75%	25%	73%	27%
18-24	69%	31%	65%	35%
25-34	73%	27%	74%	26%
35-44	84%	16%	73%	27%
45+	84%	16%	77%	23%
Nationals	74%	26%	71%	29%
Expats	83%	17%	75%	25%
Upper Income	73%	27%	75%	25%
Middle Income	77%	23%	76%	24%
Lower Income	82%	18%	61%	39%

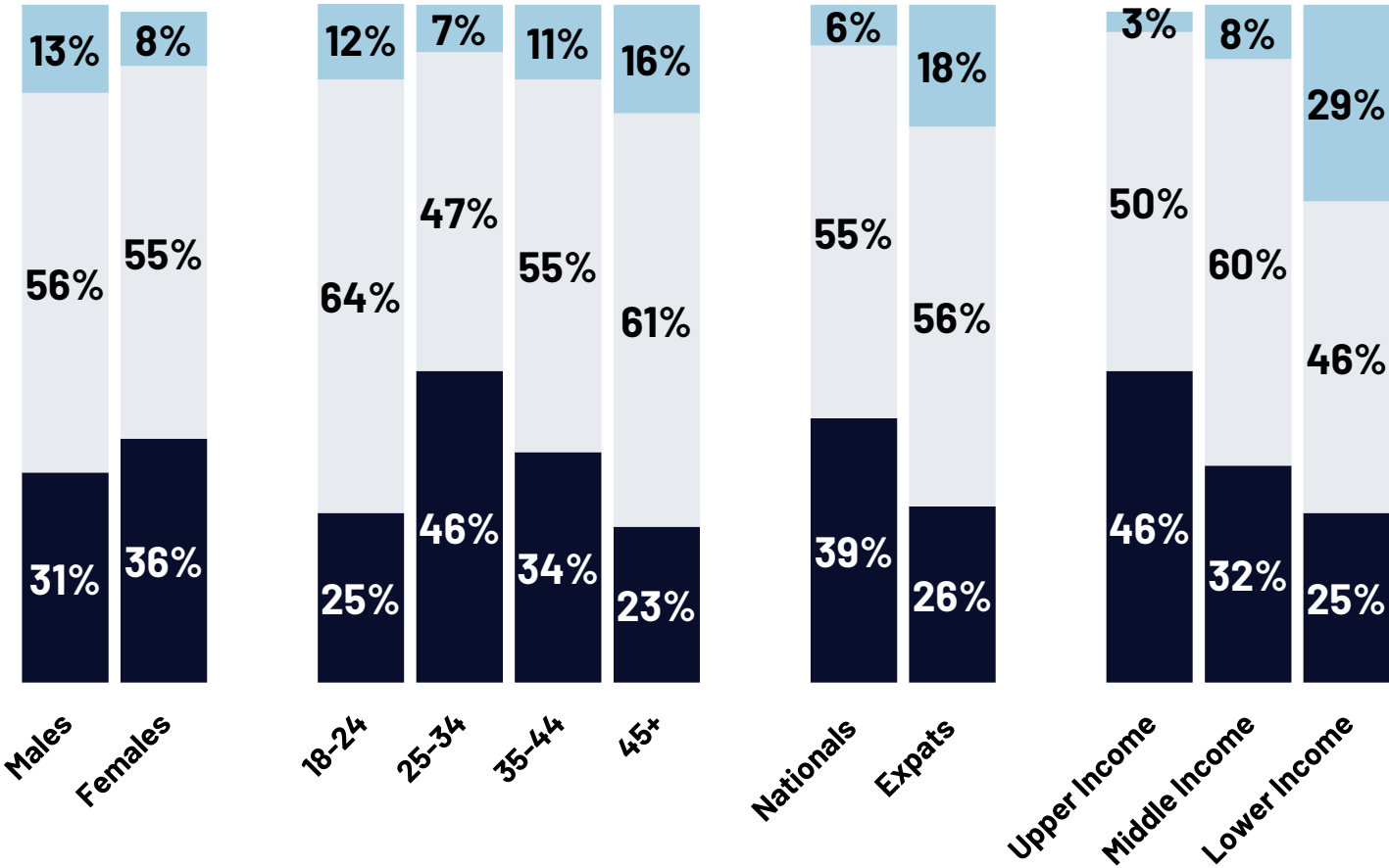
FINANCIAL ASPECTS OF LEISURE ACTIVITIES

Change in spending on entertainment and leisure in the past year

% - by demographics

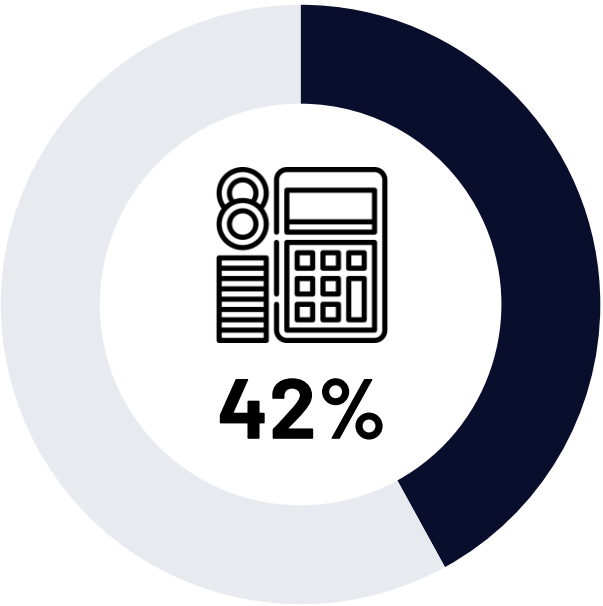


■ Increased ■ Stayed the same ■ Decreased

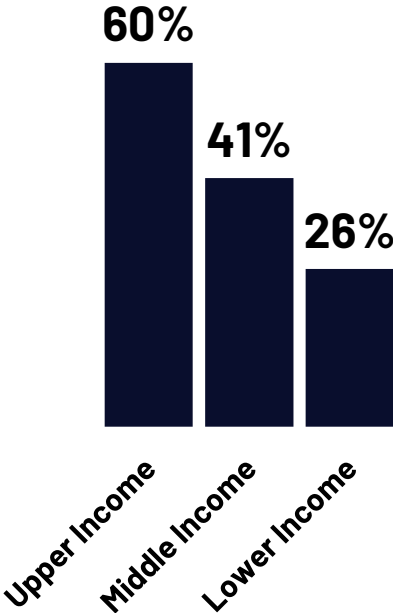
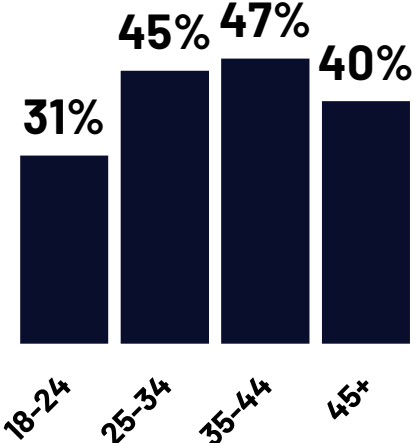


Willingness to maintain entertainment budgets

% Agree – by demographics

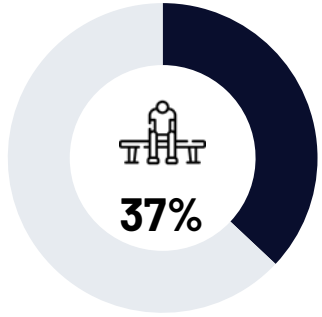


I am willing to sacrifice spending in other areas to maintain my entertainment budget

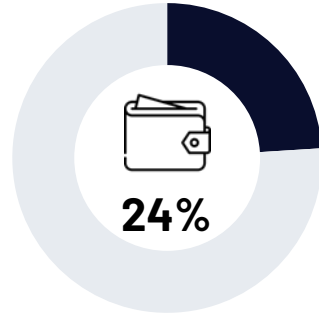


CONCERNS ABOUT LEISURE TIME

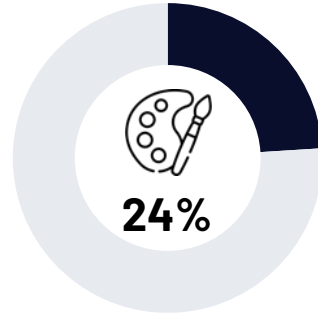
Concerns about free time



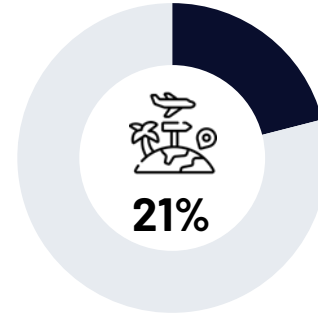
Being bored



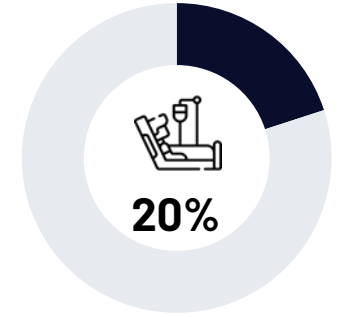
Not being able to afford vacations



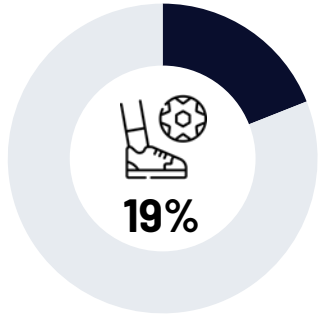
Not being able to afford hobbies



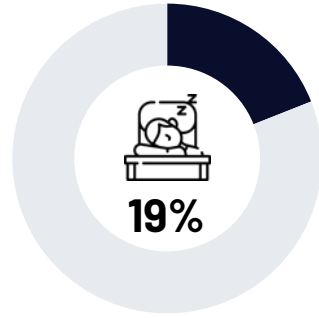
Going to a destination that doesn't live up to expectations



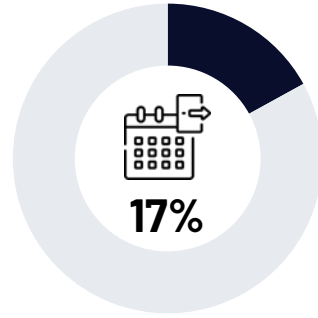
Getting sick while being away from home



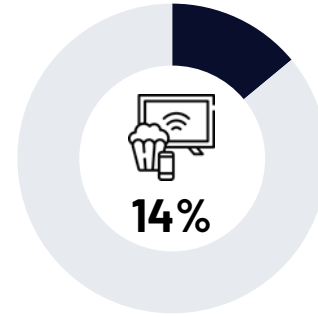
Not having enough time for hobbies



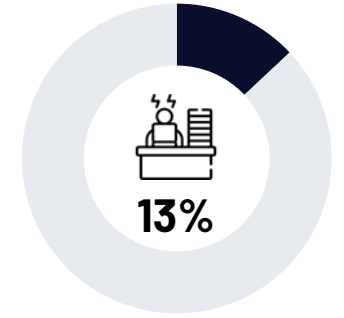
Not feeling productive



Not being able to take enough time off work for a vacation



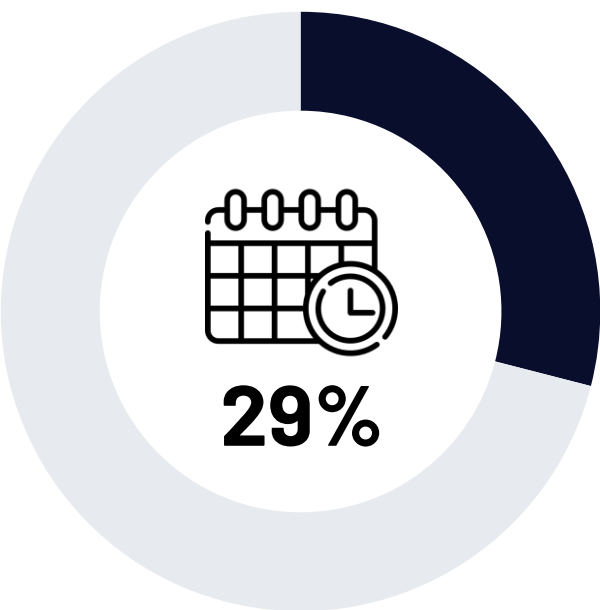
Not finding enough time to use streaming services



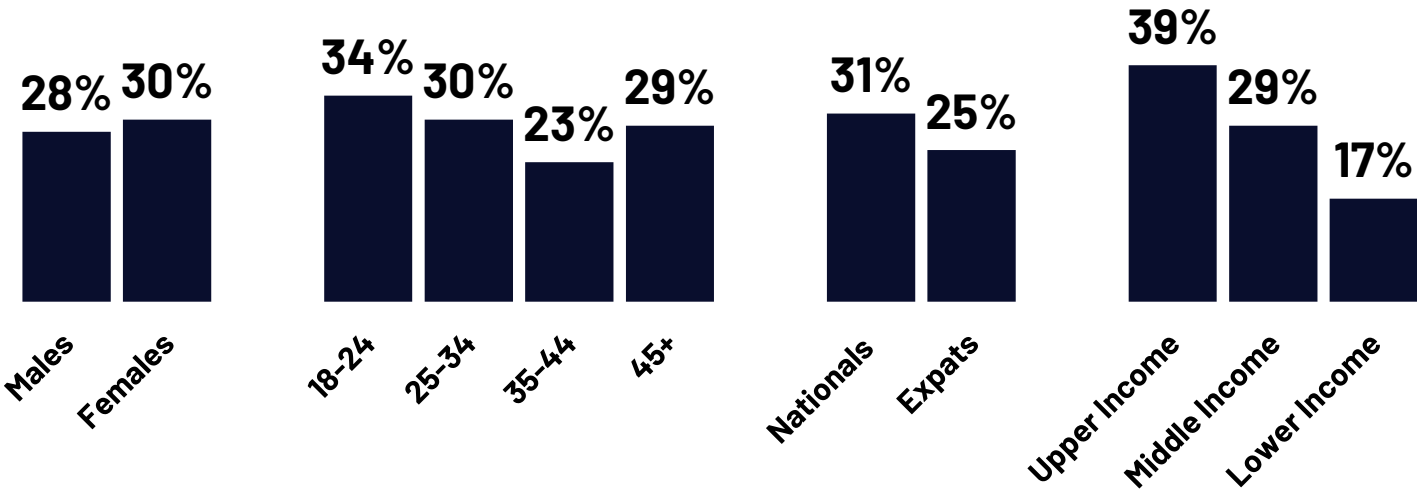
Not being able to manage workload to use paid time off

Attitudes towards leisure as time wasted

% Agree – by demographics



Time spent on leisure or free time is time wasted



Sample and methodology

Sample size

500 respondents

Sample criteria

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

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in KSA
with a nationwide coverage

FOR MORE INFORMATION

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