

# 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.

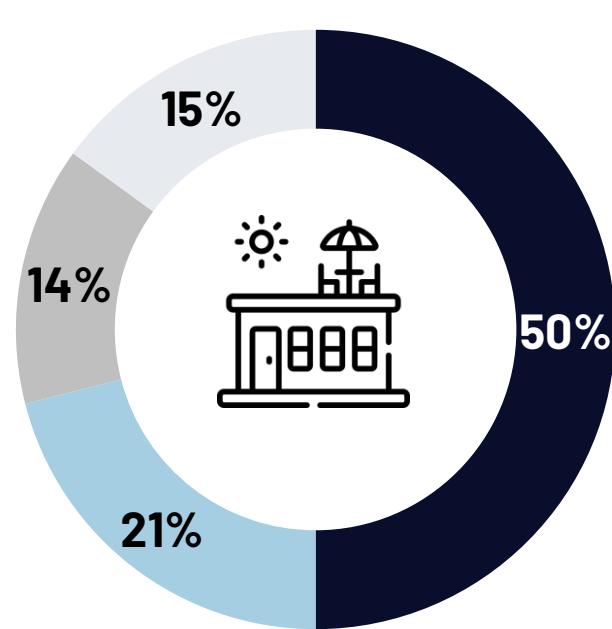
In parallel, **a similar share are willing to travel to another city for unique experiences**, led by higher-income groups and more limited among lower-income and older age groups. This suggests that while interest in variety is widespread, economic flexibility ultimately determines who can act on it.

# FREQUENCY OF GOING OUT FOR LEISURE

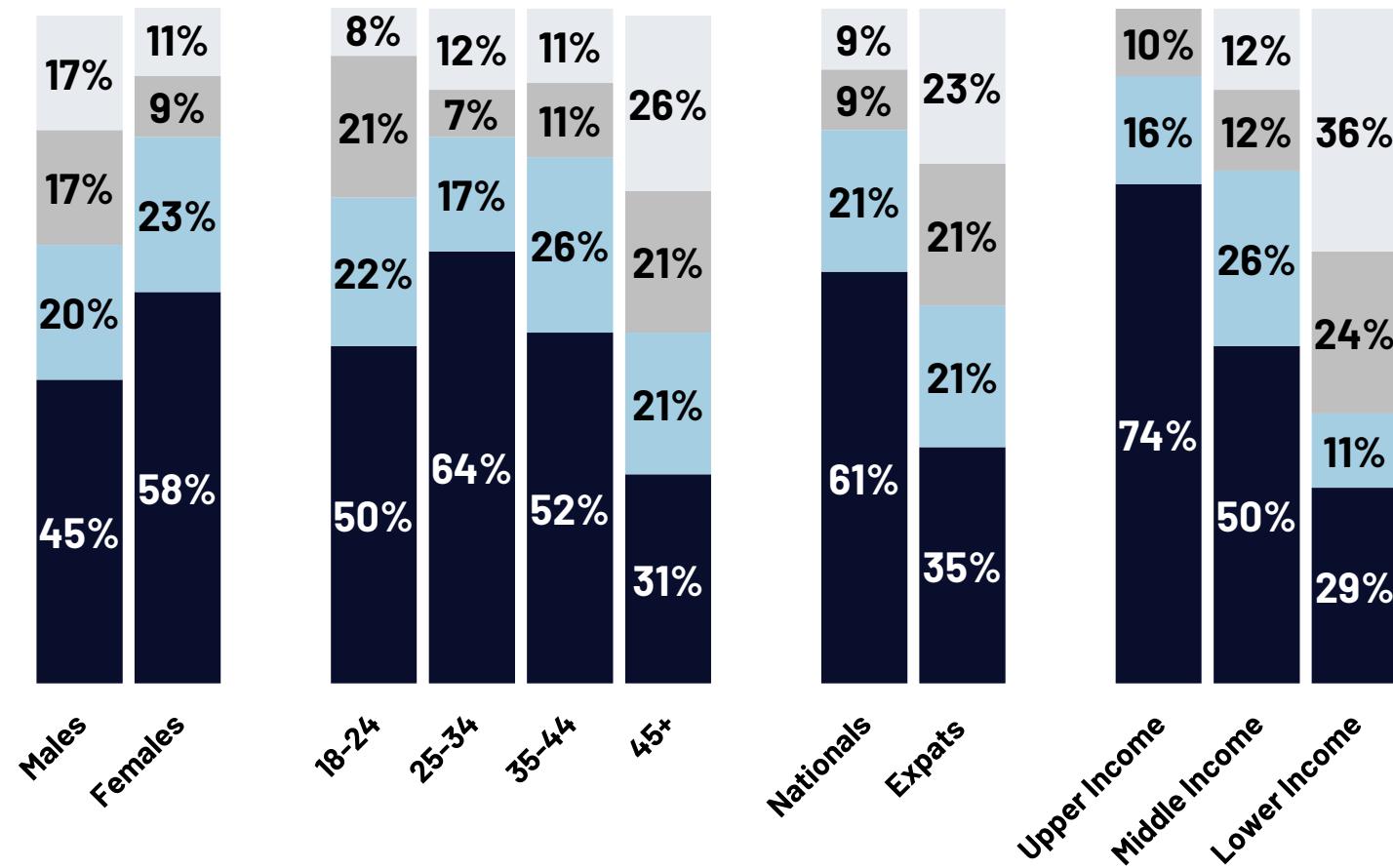


# Frequency of going out for leisure

% - by demographics

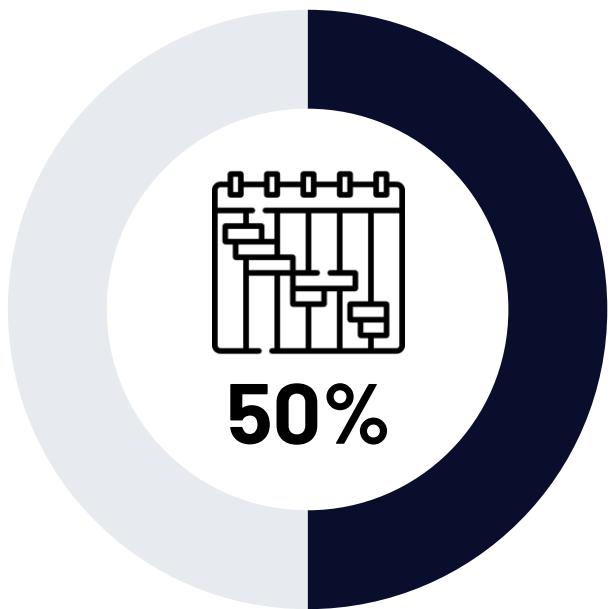


- At least once a week
- Few times a month
- Once a month
- Less than that

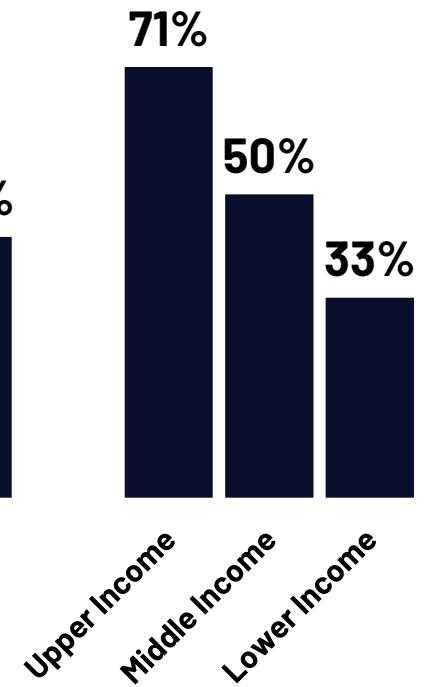
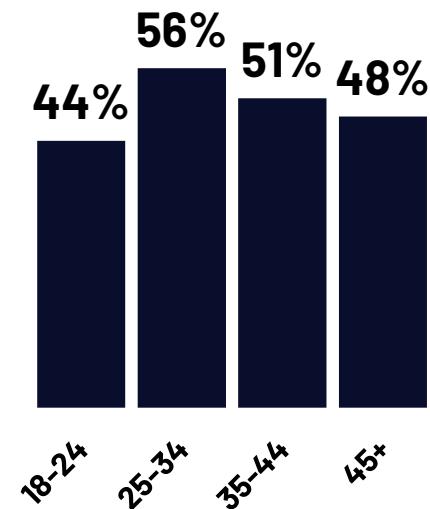


# Satisfaction with free time availability

% - by demographics



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

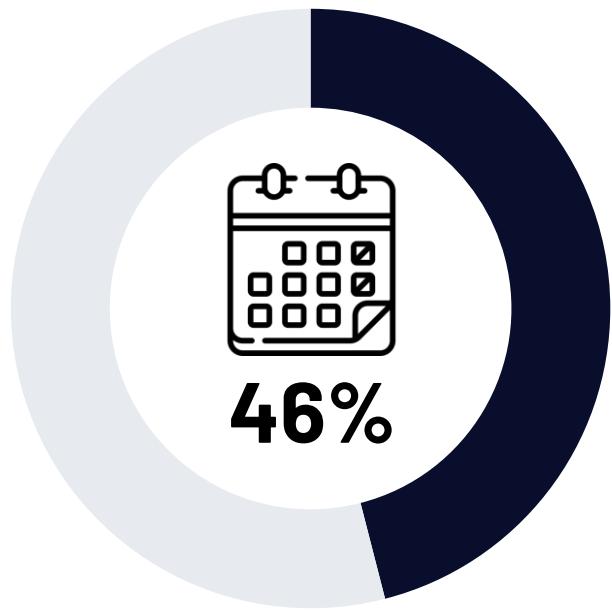


# PLANNING FOR LEISURE AND ENTERTAINMENT

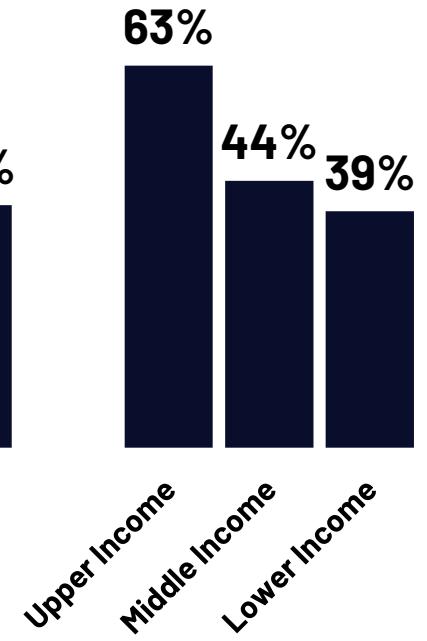
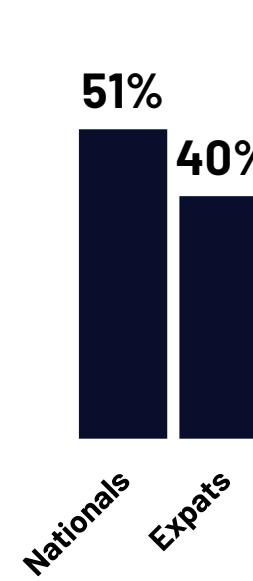
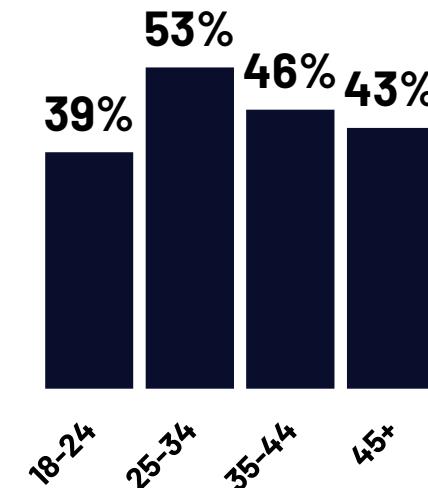


# Weekend planning

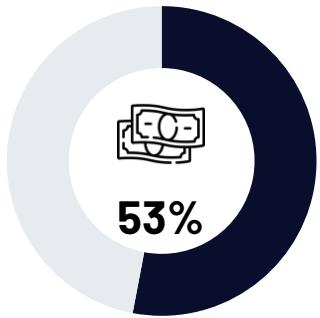
% - by demographics



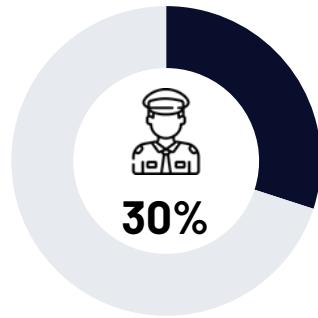
Often plan their weekends around available entertainment events happening in the city



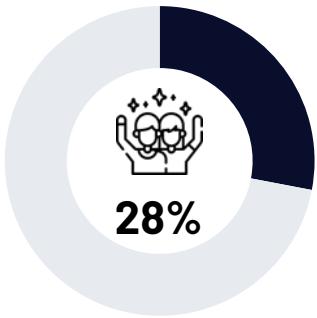
# Entertainment venue selection criteria



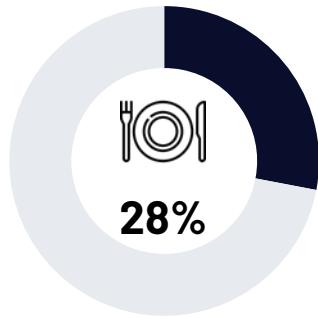
Affordability and promotions



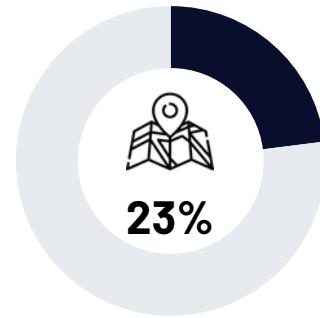
Safety and security



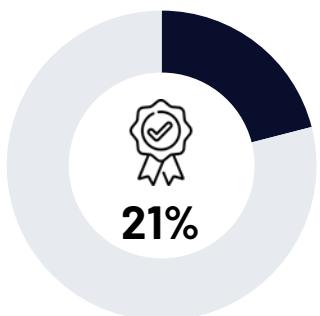
Ambiance and atmosphere



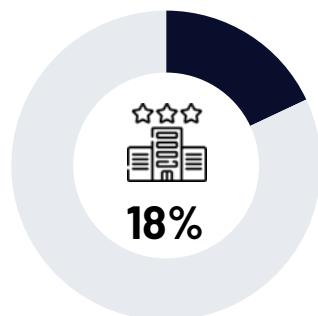
Availability, variety and quality of food



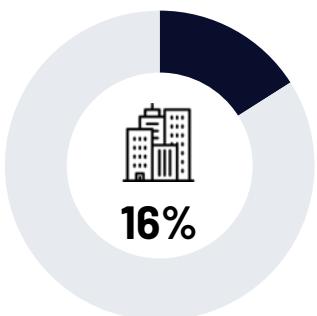
Location and accessibility



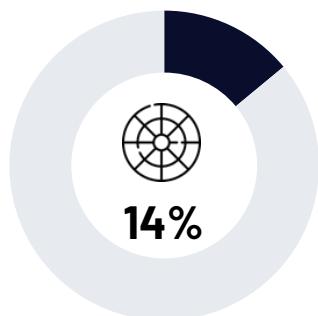
Quality of services



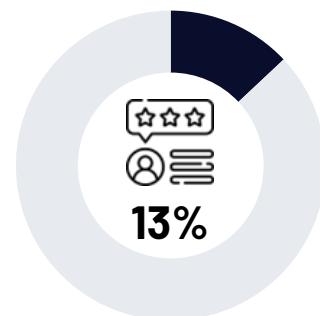
Reputation of the venue



Facilities and amenities



Variety of offerings



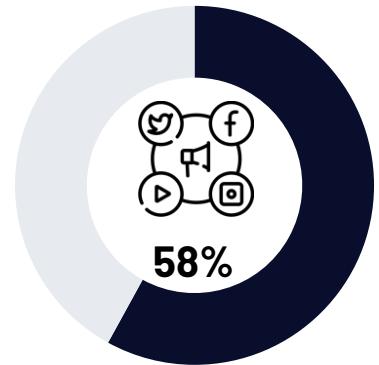
Customer reviews

# Entertainment venue selection criteria

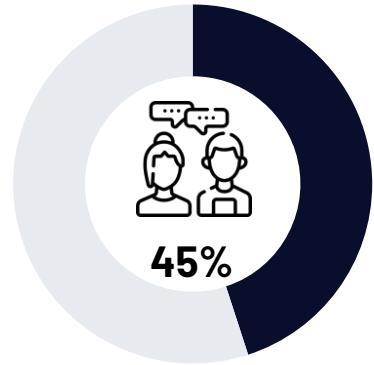
% - by demographics

											Customer reviews
<b>Total</b>	<b>53%</b>	<b>30%</b>	<b>28%</b>	<b>28%</b>	<b>23%</b>	<b>21%</b>	<b>18%</b>	<b>16%</b>	<b>14%</b>	<b>13%</b>	
<b>Male</b>	52%	30%	26%	29%	24%	20%	16%	18%	13%	13%	
<b>Female</b>	54%	31%	32%	27%	20%	24%	21%	13%	15%	14%	
<b>18-24</b>	51%	26%	26%	32%	21%	25%	15%	7%	22%	6%	
<b>25-34</b>	49%	25%	26%	29%	20%	20%	24%	16%	12%	21%	
<b>35-44</b>	53%	31%	34%	22%	24%	24%	17%	20%	12%	13%	
<b>45+</b>	60%	40%	27%	31%	27%	17%	12%	19%	11%	9%	
<b>Nationals</b>	49%	28%	31%	29%	21%	24%	21%	16%	17%	13%	
<b>Expats</b>	58%	34%	24%	27%	26%	17%	14%	17%	9%	14%	
<b>Upper Income</b>	48%	26%	30%	30%	24%	28%	30%	18%	22%	14%	
<b>Middle Income</b>	53%	30%	28%	30%	23%	20%	16%	18%	13%	15%	
<b>Lower Income</b>	57%	35%	28%	22%	22%	20%	12%	9%	8%	8%	

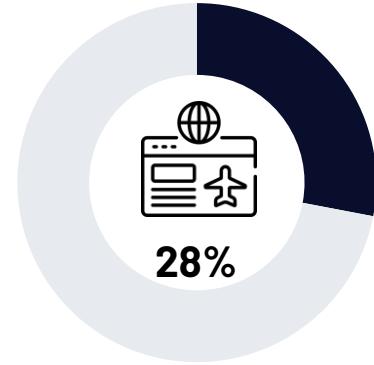
# Sources of information for entertainment discovery



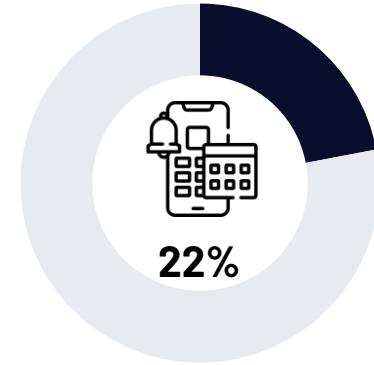
Social media platforms



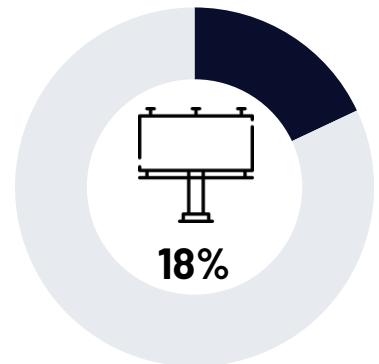
Word of mouth



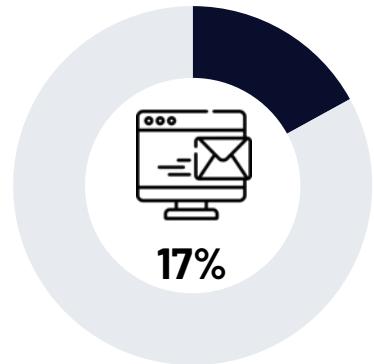
Review websites



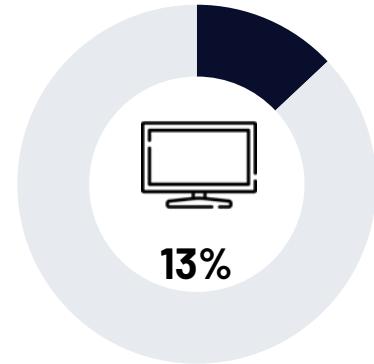
Events apps



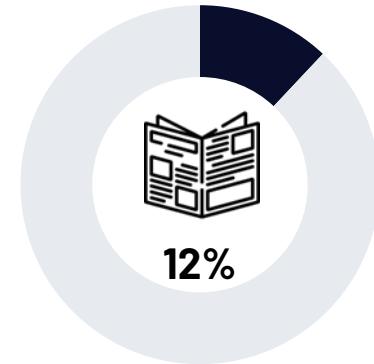
Billboards and posters



Email newsletters



TV and radio ads



Newspaper and magazine ads

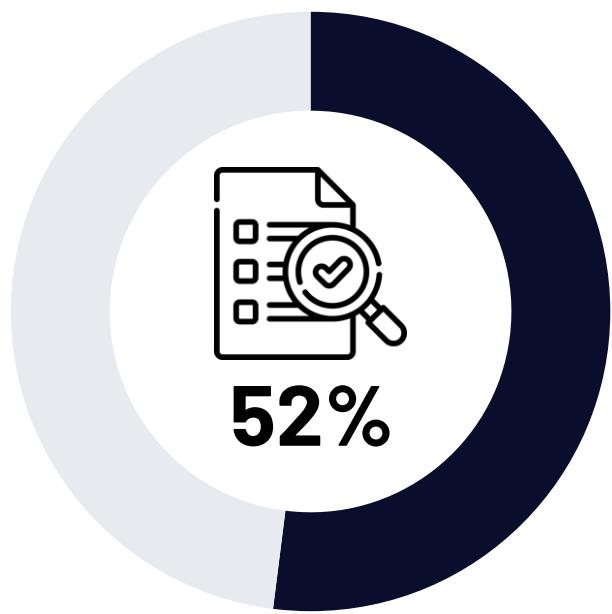
# Sources of information for entertainment discovery

% - by demographics

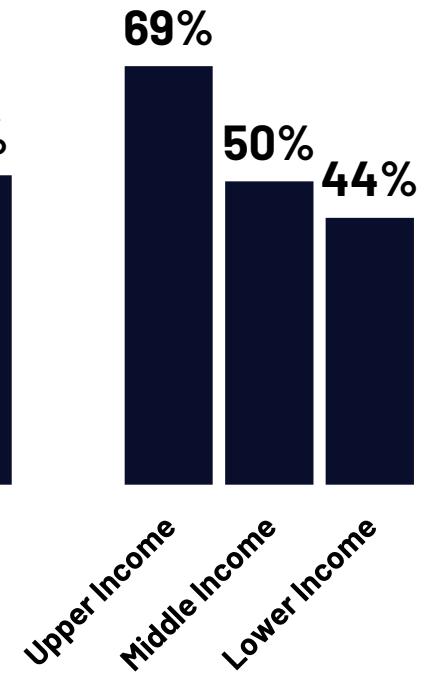
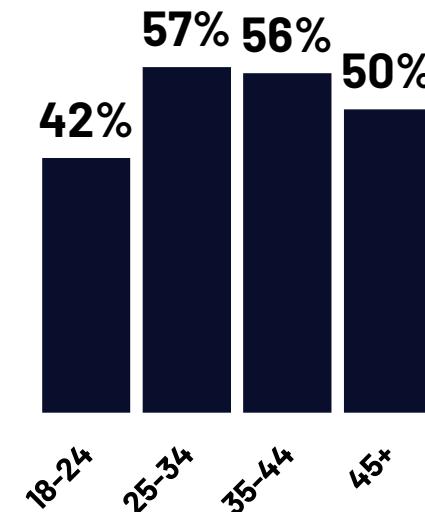
								
	Social media platforms	Word of mouth	Review websites	Event apps	Billboards and posters	Email newsletters	TV and radio ads	Newspaper and magazine ads
<b>Total</b>	<b>58%</b>	<b>45%</b>	<b>28%</b>	<b>22%</b>	<b>18%</b>	<b>17%</b>	<b>13%</b>	<b>12%</b>
<b>Male</b>	56%	45%	31%	21%	21%	20%	16%	12%
<b>Female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

# Ease of finding information about entertainment in KSA

% Agree – by demographics



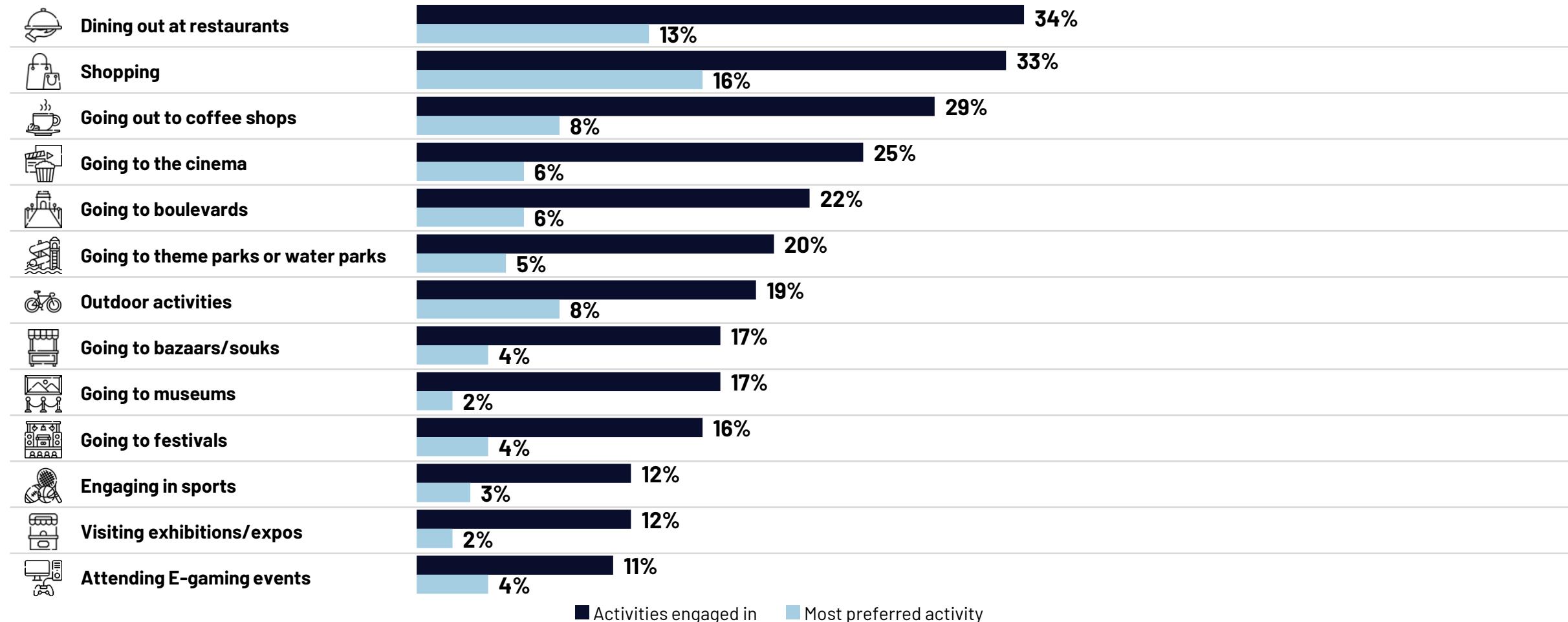
I find it easy to find information about entertainment options in KSA



# CURRENT AND DESIRED LEISURE ACTIVITIES

# Entertainment activities engaged in over the past year

## Top activities



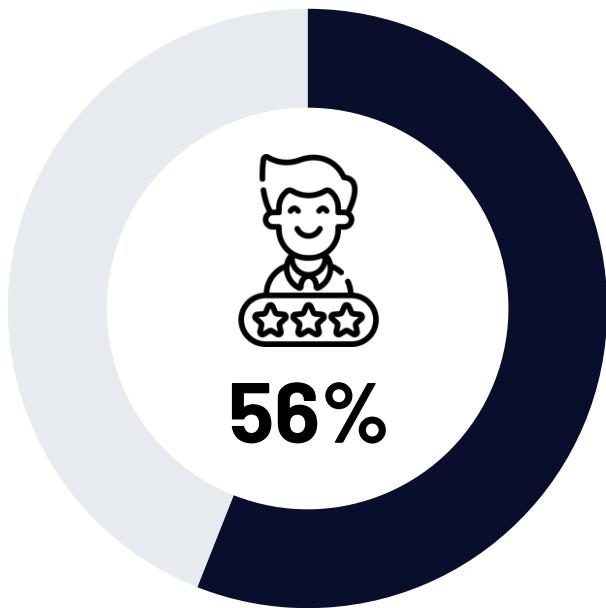
# Entertainment activities engaged in over the past year

% Activities engaged in - by demographics

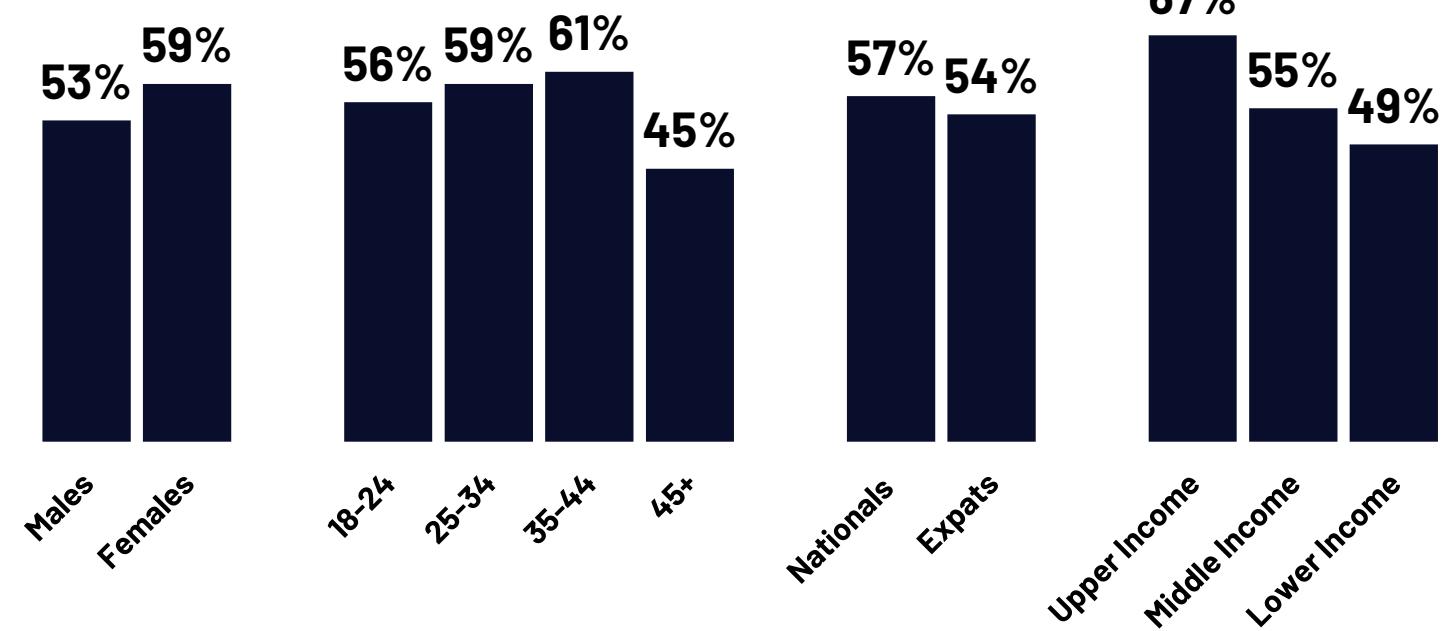
													
	Dining out at restaurants	Shopping	Going out to coffee shops	Going to the cinema	Going to boulevards	Going to theme parks or water parks	Outdoor activities	Going to bazaars/souks	Going to museums	Going to festivals	Engaging in sports	Visiting exhibitions or expos	Attending E-gaming events
<b>Total</b>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

# Satisfaction with the current entertainment options available

% - by demographics

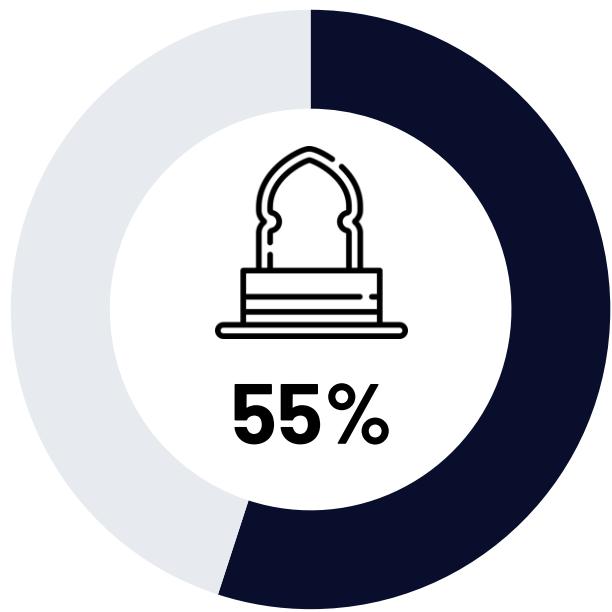


Are satisfied with the current entertainment options available in KSA

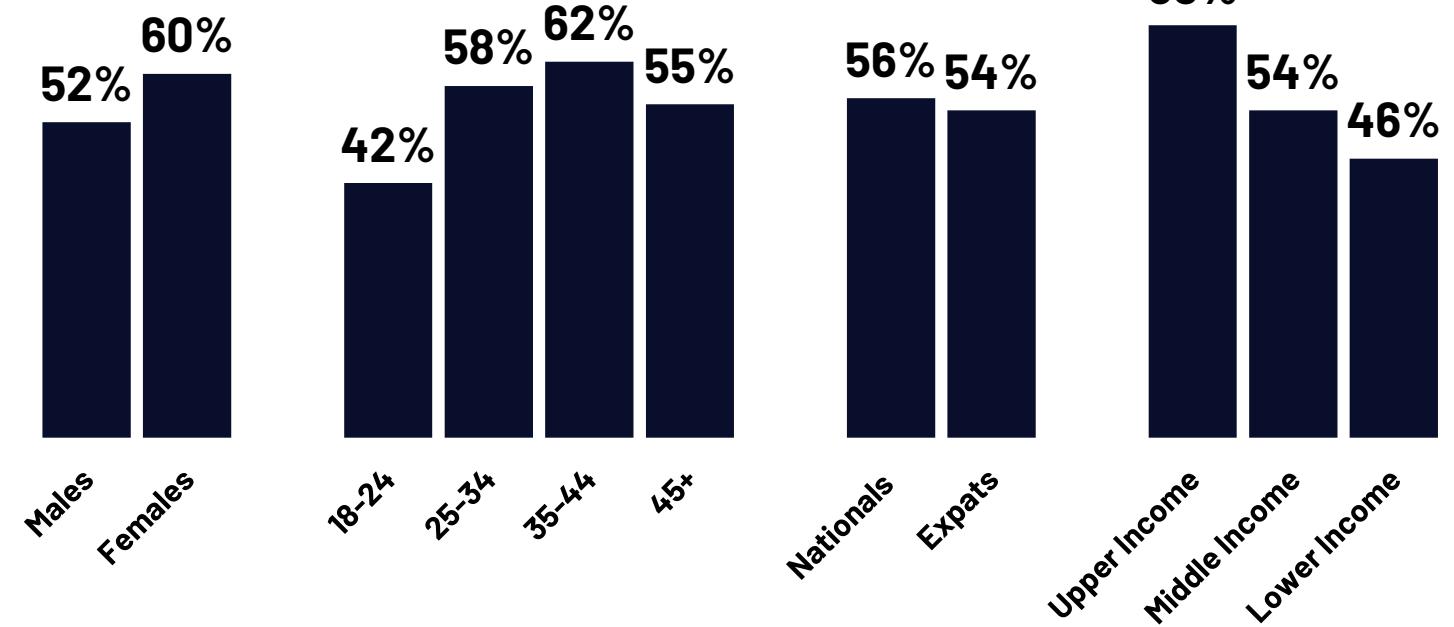


# Cultural alignment of entertainment in KSA

% Agree – by demographics

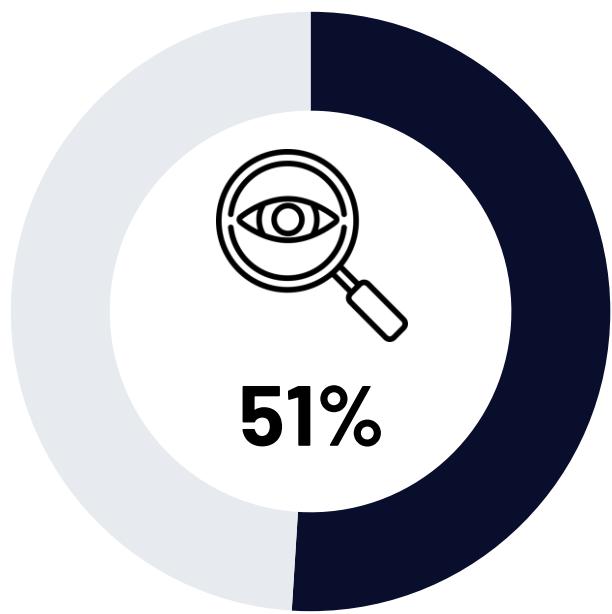


Entertainment options in KSA  
are aligned with and respect  
our culture and values

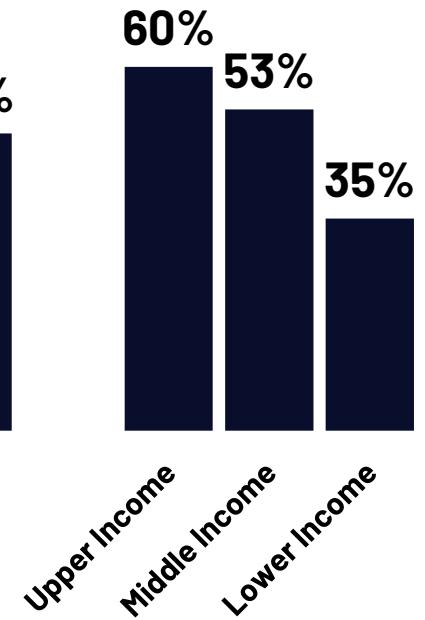
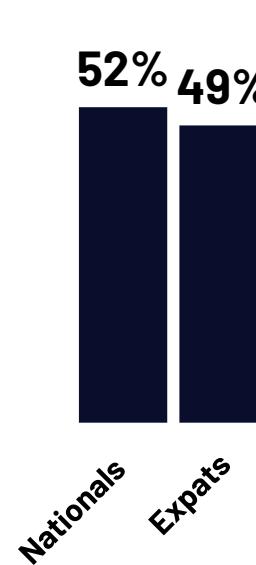
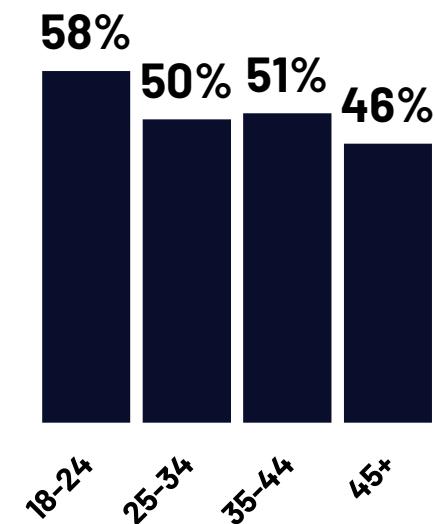


# Exploring beyond usual entertainment preferences

% Agree – by demographics

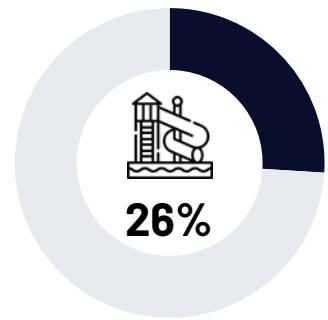


I enjoy exploring different types of entertainment including those outside of my usual preferences



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

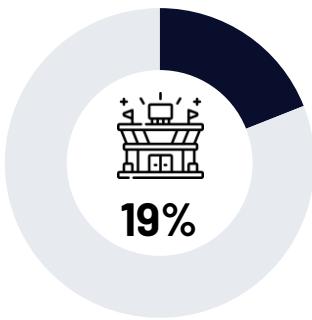
Top 10 activities



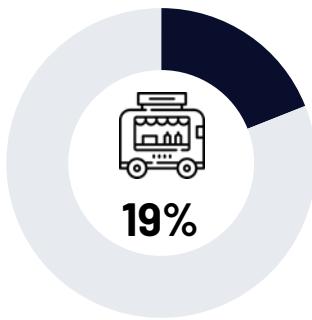
Theme parks/water parks



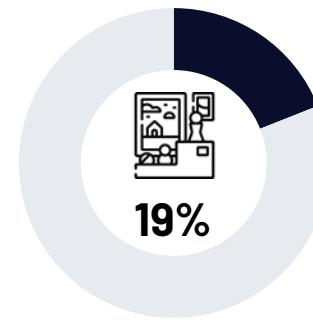
Cultural events



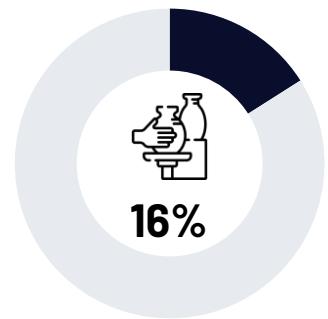
Sports events



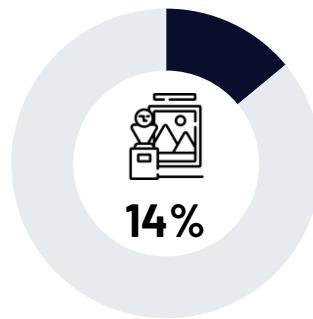
Food festivals and culinary events



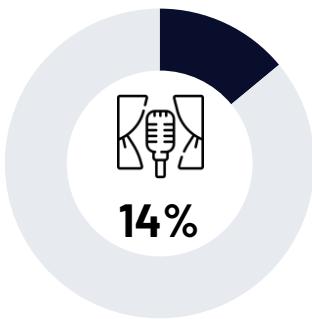
Exhibitions



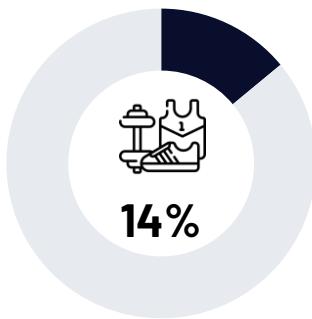
Craft workshops



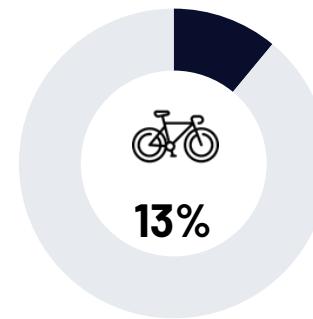
Art galleries



Comedy shows



Fitness events



Outdoor activities

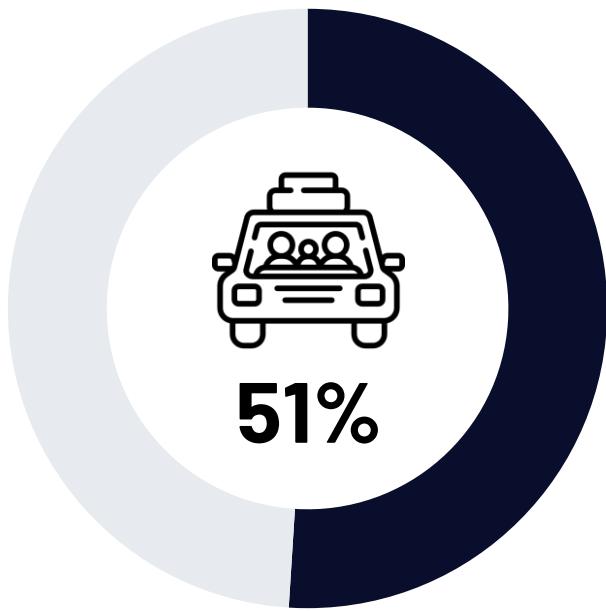
# Activities in demand: what people want to see more of in KSA

Top 10 activities - by demographics

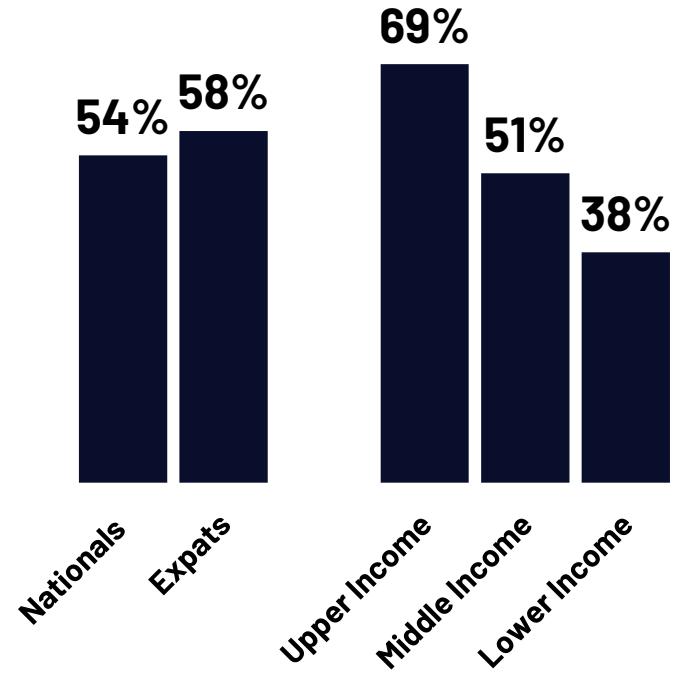
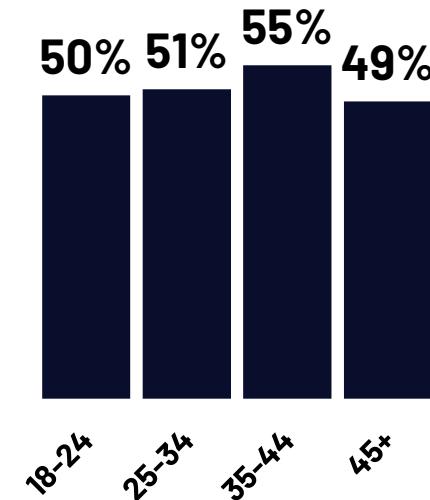
										
	Theme parks/water parks	Cultural events	Sports events	Food festivals/culinary events	Exhibitions	Craft workshops	Art galleries	Comedy shows	Fitness events	Outdoor activities
<b>Total</b>	<b>26%</b>	<b>20%</b>	<b>19%</b>	<b>19%</b>	<b>19%</b>	<b>16%</b>	<b>14%</b>	<b>14%</b>	<b>14%</b>	<b>13%</b>
<b>Male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

# Willingness to travel for unique experiences

% Agree – by demographics

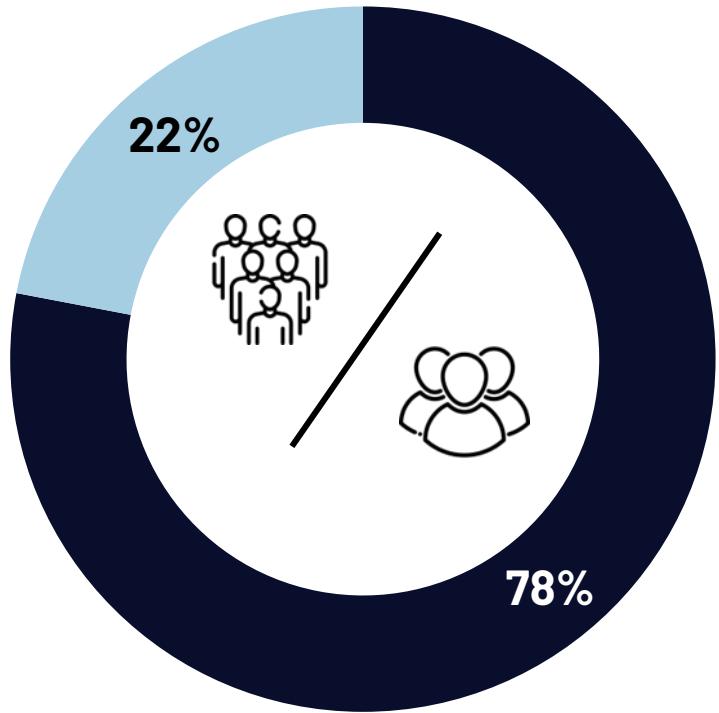


I am willing to travel to a different city in KSA if it means I could enjoy unique entertainment experiences

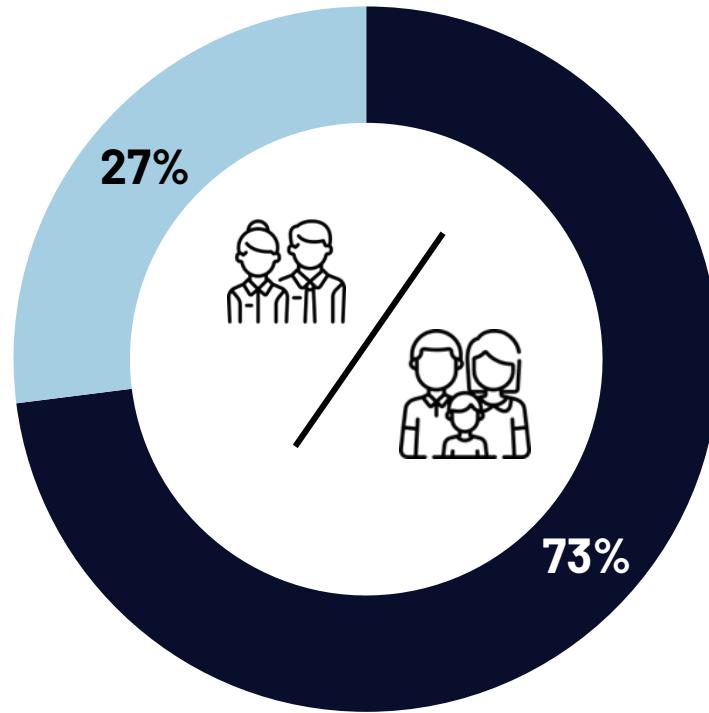


# SOCIAL DYNAMICS IN LEISURE ACTIVITIES

# 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

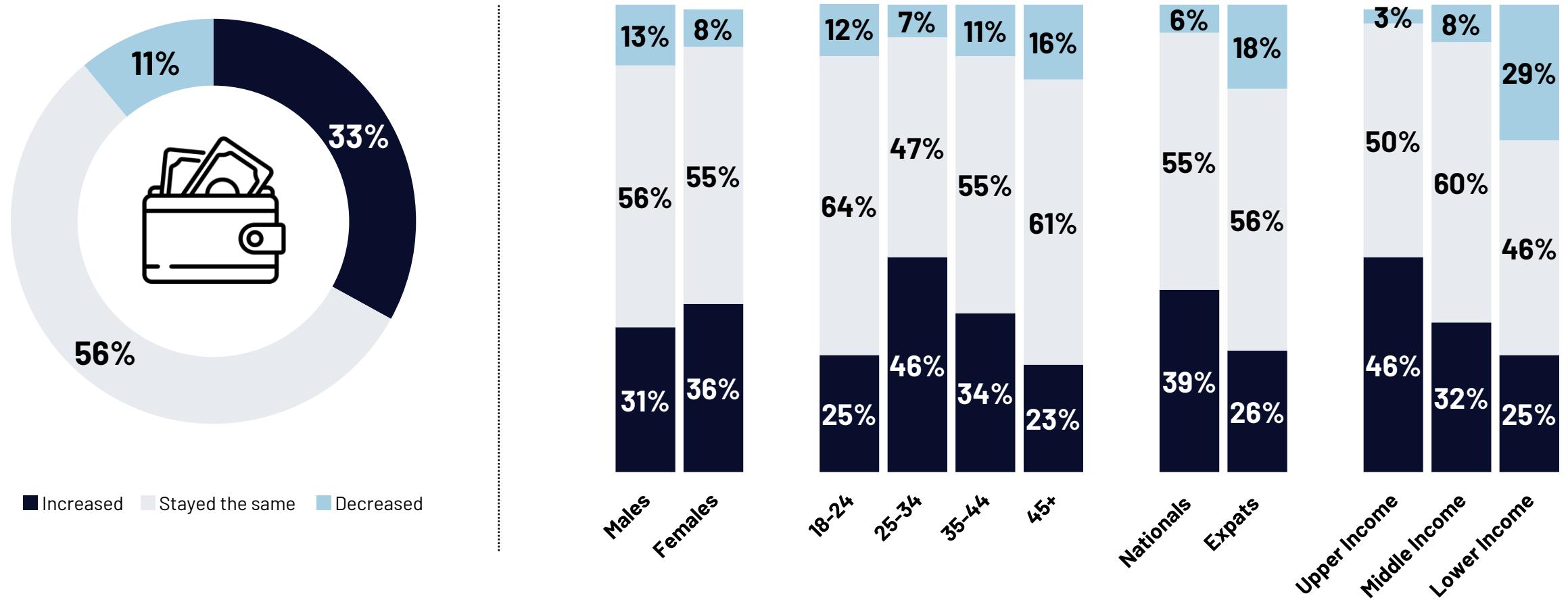
		Prefer to go out with small groups		Prefer to go out with large groups		Prefer to spend leisure time with family		Prefer to spend leisure time with friends
<b>Total</b>		<b>78%</b>		<b>22%</b>		<b>73%</b>		<b>27%</b>
<b>Male</b>		79%		21%		72%		28%
<b>Female</b>		75%		25%		73%		27%
<b>18-24</b>		69%		31%		65%		35%
<b>25-34</b>		73%		27%		74%		26%
<b>35-44</b>		84%		16%		73%		27%
<b>45+</b>		84%		16%		77%		23%
<b>Nationals</b>		74%		26%		71%		29%
<b>Expats</b>		83%		17%		75%		25%
<b>Upper Income</b>		73%		27%		75%		25%
<b>Middle Income</b>		77%		23%		76%		24%
<b>Lower Income</b>		82%		18%		61%		39%

# FINANCIAL ASPECTS OF LEISURE ACTIVITIES



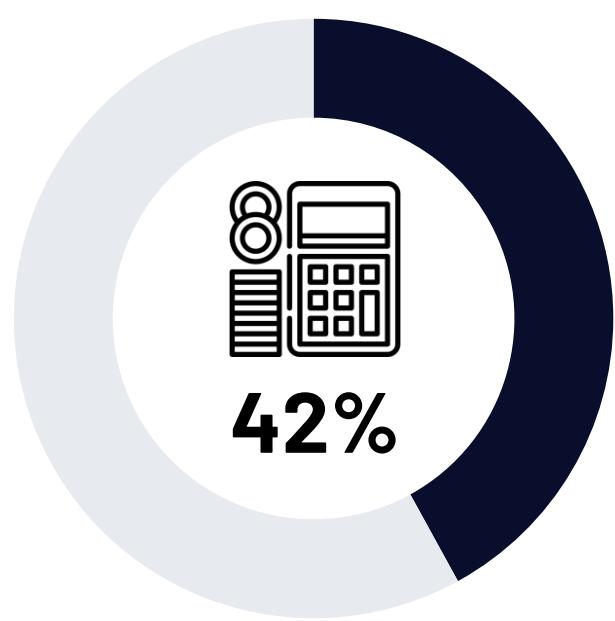
# Change in spending on entertainment and leisure in the past year

% - by demographics

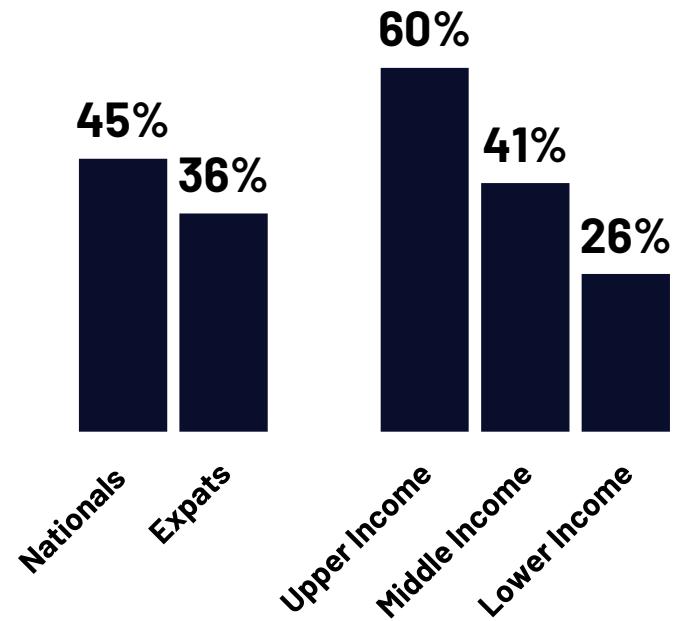
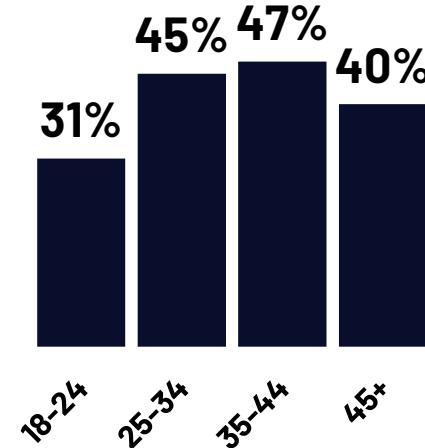


# Willingness to maintain entertainment budgets

% Agree – by demographics



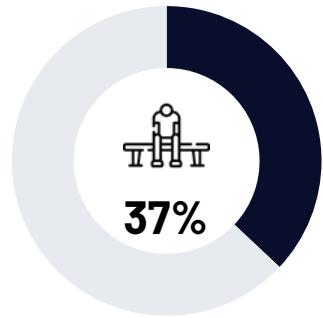
I am willing to sacrifice spending in other areas to maintain my entertainment budget



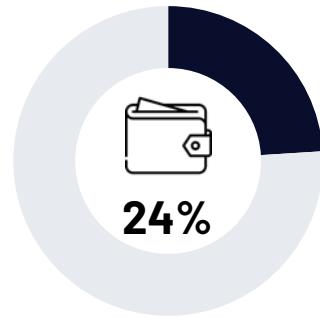
# CONCERNS ABOUT LEISURE TIME



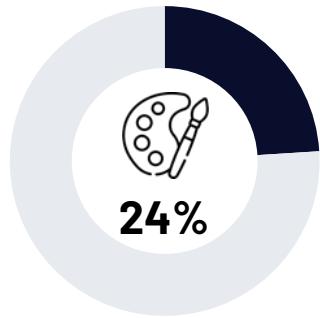
# Concerns about free time



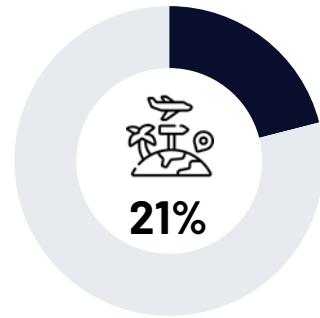
Being bored



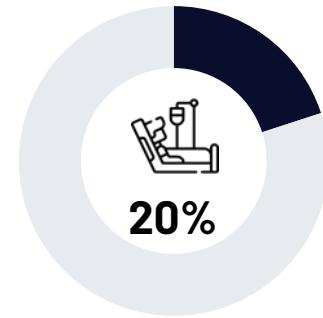
Not being able to afford vacations



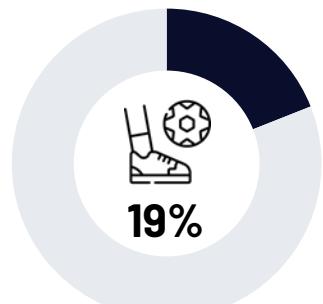
Not being able to afford hobbies



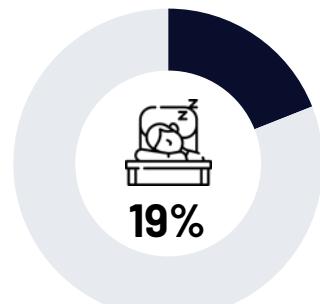
Going to a destination that doesn't live up to expectations



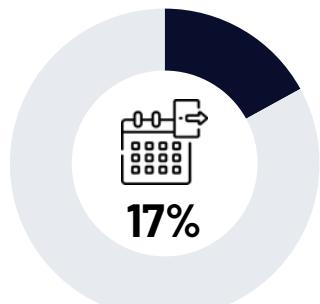
Getting sick while being away from home



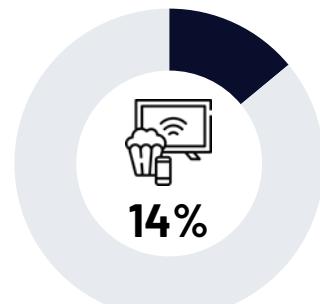
Not having enough time for hobbies



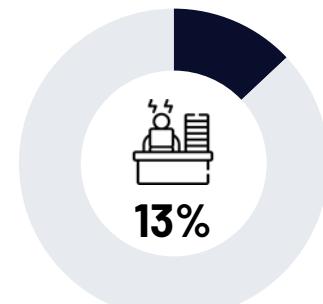
Not feeling productive



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



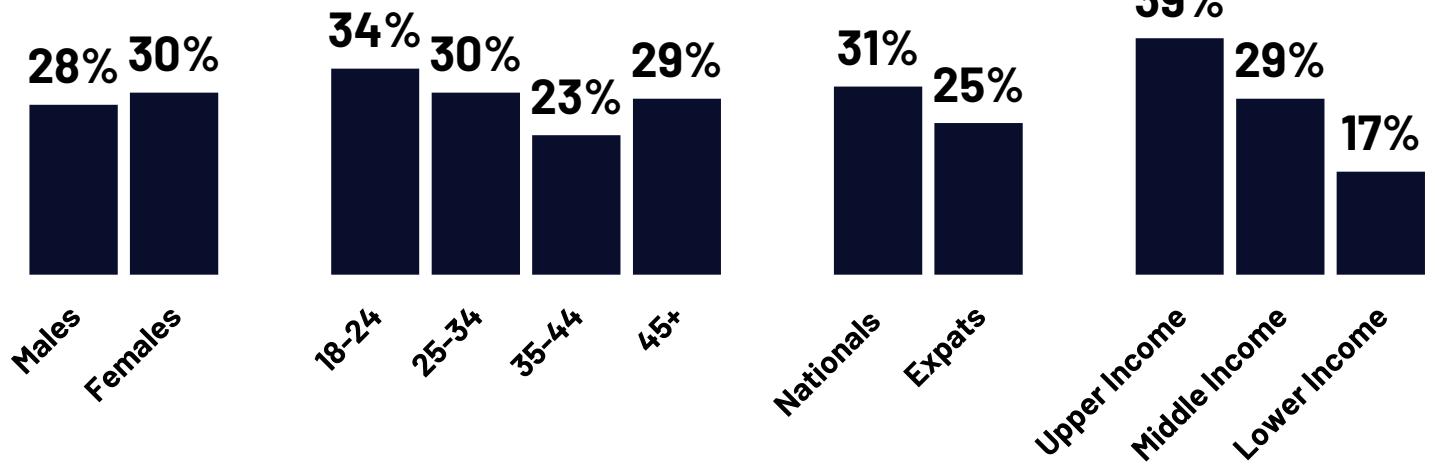
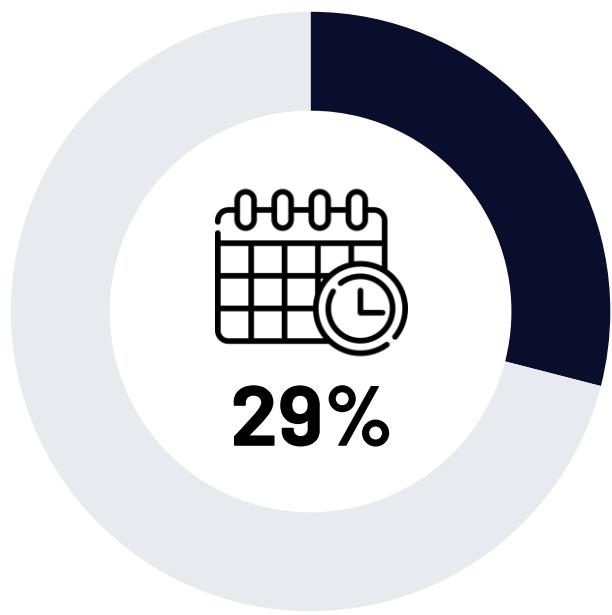
Not finding enough time to use streaming services



Not being able to manage workload to use paid time off

# Attitudes towards leisure as time wasted

% Agree – by demographics



# 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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