

Profile Peek

# Saudi's Theme Park Enthusiasts



**19%**

of Saudi residents like to  
visit theme parks in their  
free time.

## Their demographic break-up

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Age

**35 to 44**

**28%**

Marital Status

**Married**

**70%**

Work sector

**Private sector**

**38%**

Current residence

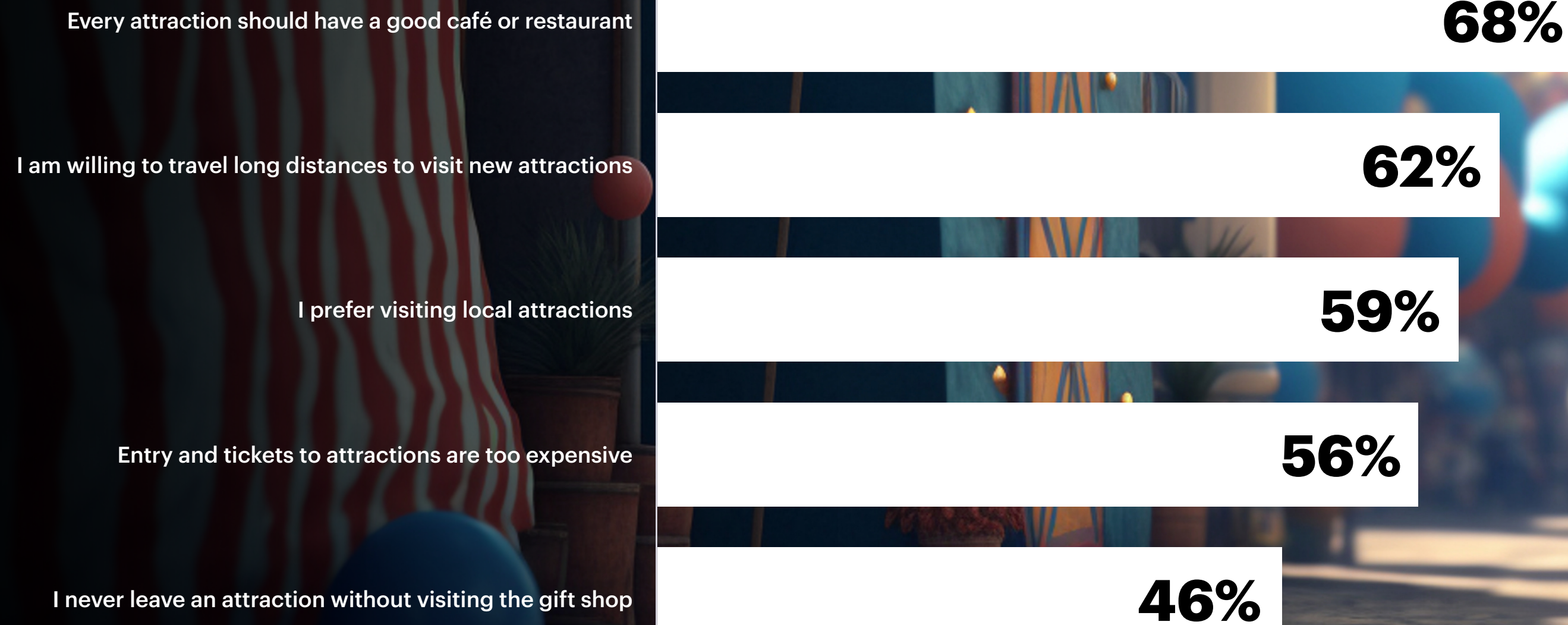
**Riyadh**

**36%**



# ► What does this segment feel about their trip to attractions?

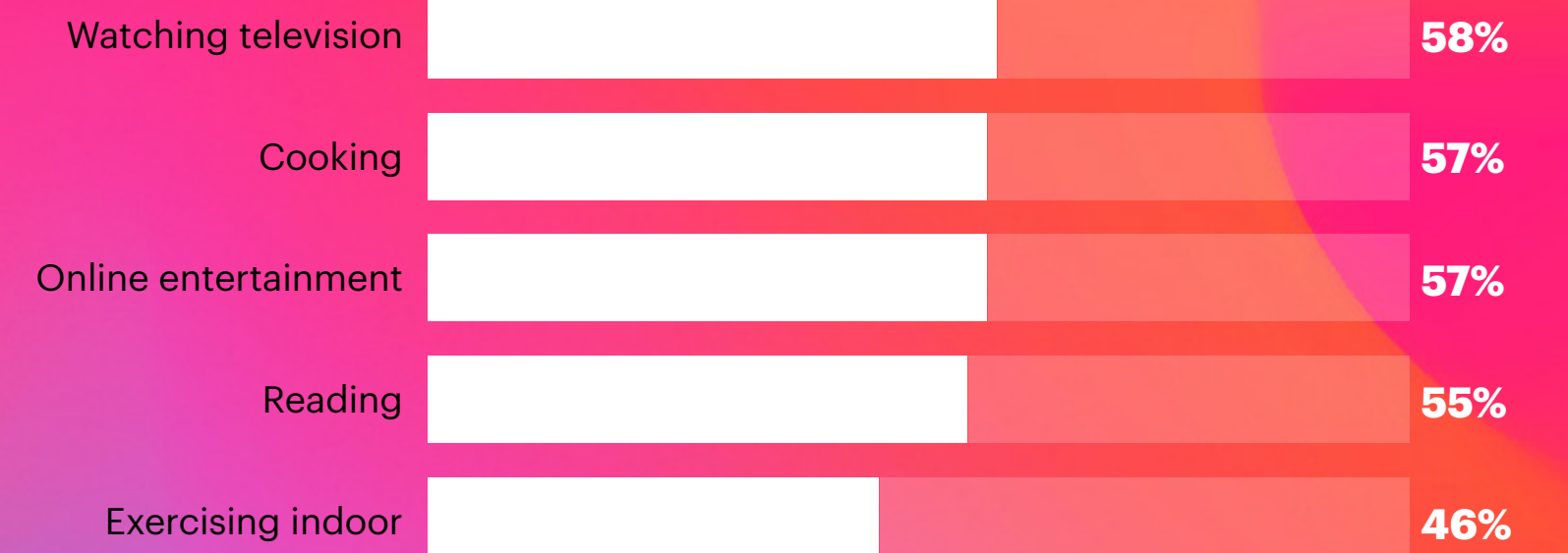
% of respondents who agree with the statement



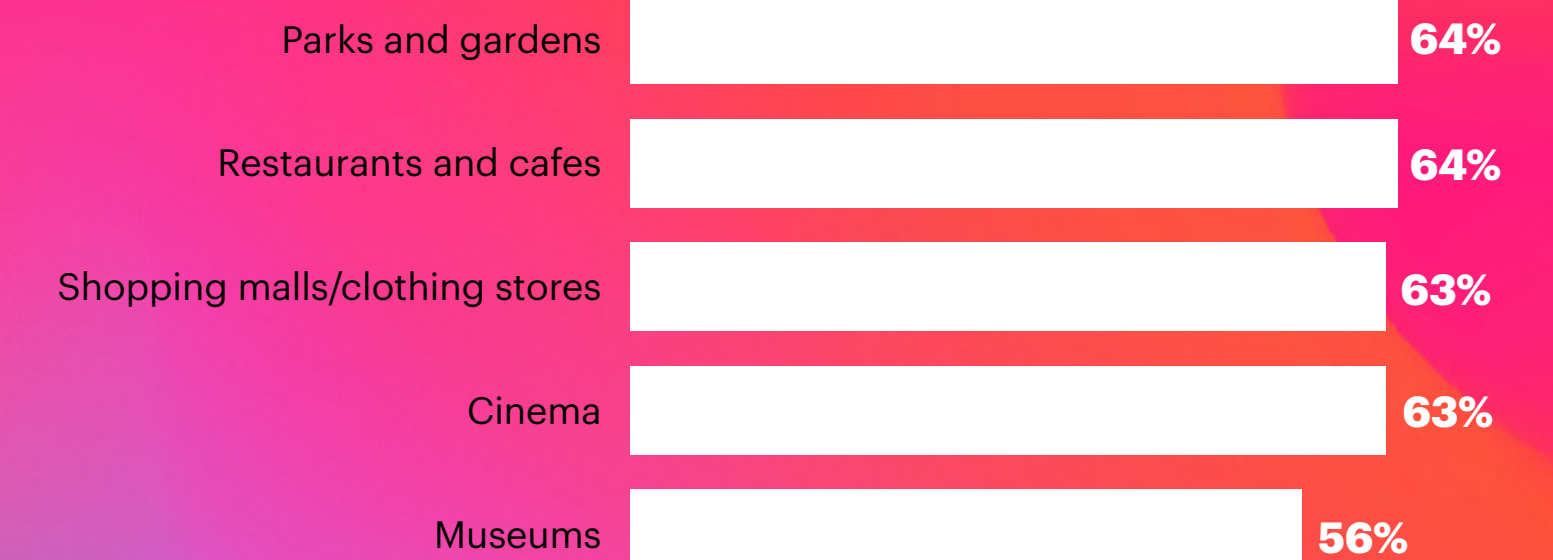
# What else do Saudi's Theme Park enthusiasts do in their free time?

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## Hobbies



## Places they like to visit







# 29%

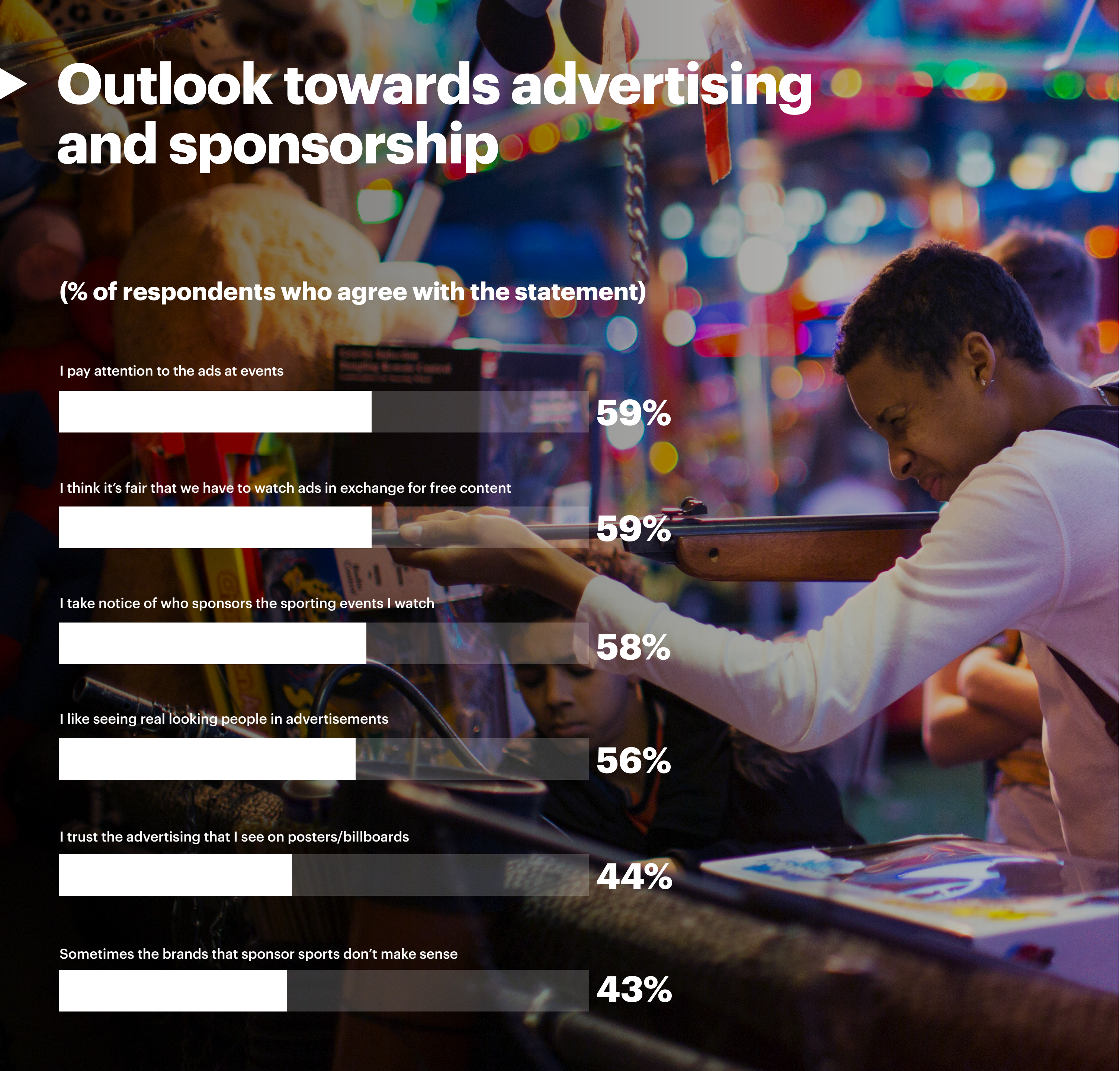
of Theme Park enthusiasts  
eat out several times a week



Their most considered restaurants  
and eateries are...

- **61%** Al Baik
- **43%** McDonald's
- **36%** KFC
- **36%** Starbucks
- **31%** Al Tazaj

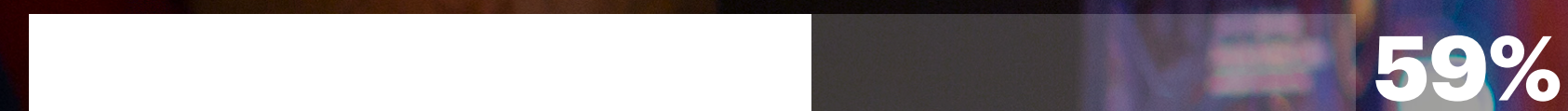




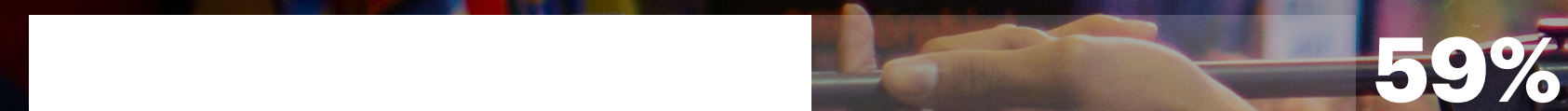
# ► Outlook towards advertising and sponsorship

(% of respondents who agree with the statement)

I pay attention to the ads at events



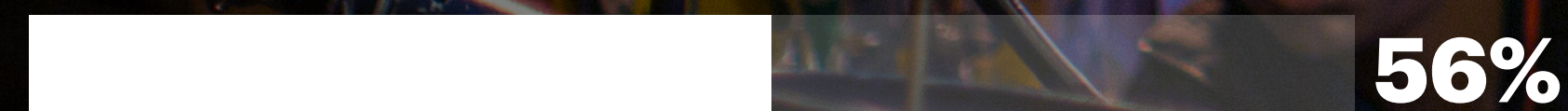
I think it's fair that we have to watch ads in exchange for free content



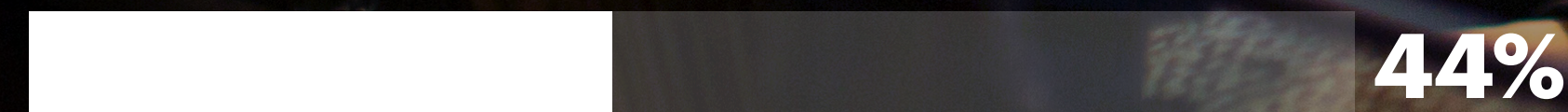
I take notice of who sponsors the sporting events I watch



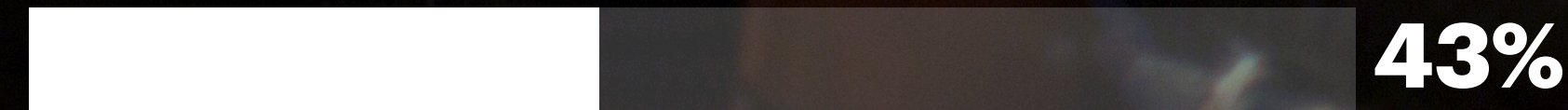
I like seeing real looking people in advertisements



I trust the advertising that I see on posters/billboards

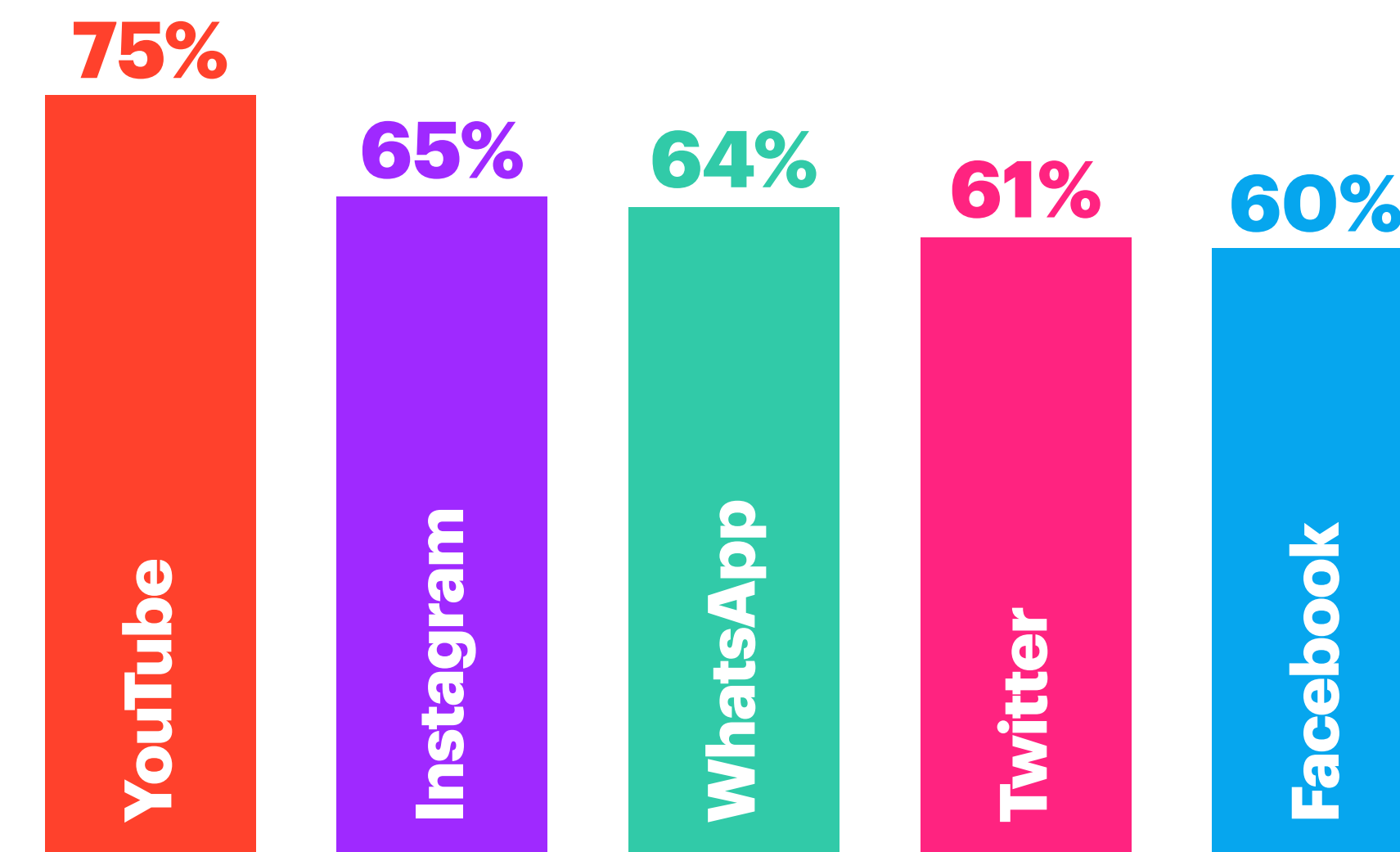


Sometimes the brands that sponsor sports don't make sense



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## Social media platforms used in last month



# 23%

of Theme Park enthusiasts access YouTube 10+ times a day



# Thank you

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Intelligence.**

YouGov is an international research data and analytics group. We have been building an ever-growing source of connected consumer data for the past twenty years, creating the richest and most complete understanding of your customers' complex lives. We call it living data. Understand what 20 million+ registered panel members in over 55 markets are thinking, on over a million - and growing - data points. Re-contact and dig deeper to plan, activate and track marketing activity with certainty, at speed, every time.

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Data as of February 6, 2023. This data has been gathered from YouGov Profiles

Theme Park enthusiasts are those Saudi residents who like to visit theme parks in their free time.

**For more information, visit [business.yougov.com](https://business.yougov.com)**