

DIGITAL 2023: JORDAN

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This page contains all the latest data, insights, and trends you need to help you understand how people in [Jordan](#) use digital devices and services in **2023**.

If you want to check whether this is our most up-to-date report on Jordan, or if you're looking for data on digital trends and behaviours in Jordan for previous years, you can find our full collection of reports on Jordan by [clicking here](#).

You'll also find the complete [Digital 2023](#) report on Jordan in the "full report" section below, but let's start by taking a look at the key numbers for Jordan this year.

The state of digital in Jordan in 2023

Here are the essential headlines for digital adoption and use in Jordan in early 2023:

- There were **9.95 million** internet users in Jordan at the start of 2023, when internet penetration stood at **88.0 percent**.
- Jordan was home to **6.61 million** social media users in January 2023, equating to **58.4 percent** of the total population.
- A total of **8.61 million** cellular mobile connections were active in Jordan in early 2023, with this figure equivalent to **76.1 percent** of the total population.

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These headline stats offer a great overview of the “state of digital” in Jordan, but in order to make sense of how digital trends and behaviours are *evolving*, we need to dig deeper into the data.

Let’s take a closer look at what the latest numbers tell us, starting with some valuable context relating to Jordan’s population.

Jordan’s population in 2023

Jordan's total population was **11.32 million** in January 2023.

Data shows that Jordan's population **increased** by **59 thousand** (+0.5 percent) between 2022 and 2023.

48.2 percent of Jordan's population is **female**, while **51.8 percent** of the population is **male**.

At the start of 2023, **91.9 percent** of Jordan's population lived in **urban centres**, while **8.1 percent** lived in **rural areas**.

Note: gender data are currently only available for "female" and "male".

Jordan's population by age

The median age of Jordan's population is **23.9**.

Here's how Jordan's total population breaks down by age group:

- **10.5 percent** is between the ages of **0 and 4**.
- **17.0 percent** is between the ages of **5 and 12**.
- **10.3 percent** is between the ages of **13 and 17**.
- **12.4 percent** is between the ages of **18 and 24**.
- **16.7 percent** is between the ages of **25 and 34**.
- **13.1 percent** is between the ages of **35 and 44**.
- **9.9 percent** is between the ages of **45 and 54**.
- **6.1 percent** is between the ages of **55 and 64**.
- **3.9 percent** is aged **65 and above**.

Note: percentages may not sum to 100 percent due to rounding.

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Internet use in Jordan in 2023

There were **9.95 million** internet users in Jordan in January 2023.

Jordan's internet penetration rate stood at **88.0 percent** of the total population at the start of 2023.

Kepios analysis indicates that internet users in Jordan **increased** by **633 thousand** (+6.8 percent) between 2022 and 2023.

For perspective, these user figures reveal that **1.36 million** people in Jordan did **not** use the internet at the start of 2023, suggesting that **12.0 percent** of the population remained offline at the beginning of the year.

However, complexities associated with the collection and analysis of internet user data mean that it can often take several months before research is ready for publication. As a result, the latest *published* figures for internet use invariably *under-represent* reality, and actual adoption and growth may be higher than the figures shown here suggest. Please see our comprehensive [notes on data](#) for further details.

Dig deeper: for the latest insights into internet adoption and use around the world, follow our regular [Global Statshot](#) reports.

Go global: see how Jordan's current "state of digital" compares with connectivity in other countries by reading our flagship [Digital 2023 Global Overview Report](#), which includes hundreds of slides of global digital data, and our in-depth analysis of what these numbers might mean for you.

Internet connection speeds in Jordan in 2023

Data published by [Ookla](#) indicate that internet users in Jordan could have expected the following internet connection speeds at the start of 2023:

- Median **mobile** internet connection speed via cellular networks: **16.60 Mbps**.
- Median **fixed** internet connection speed: **74.46 Mbps**.

Ookla's data reveals that the median **mobile** internet connection speed in Jordan **decreased** by **2.76 Mbps** (-14.3 percent) in the twelve months to the start of 2023.

Meanwhile, Ookla's data shows that **fixed** internet connection speeds in Jordan **increased** by **21.10 Mbps** (+39.5 percent) during the same period.

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Social media statistics for Jordan in 2023

There were **6.61 million** social media users in Jordan in January 2023.

This figure might seem quite different to the values that we published in previous years, but please note that the sources we use to inform

and calculate our social media user numbers have made important and wide-ranging revisions to their data over recent months.

These adjustments to source data mean that our latest numbers are **not comparable** with equivalent figures that we published in previous years, and readers should **not** regard any differences in these numbers as an actual change in social media use.

Indeed, our analysis of various data points from trusted third parties such as [GWI](#) and [data.ai](#) shows that there has been **no discernible drop** in overall social media use, and in almost all countries, social media use continues to *increase*.

As a result, readers should view any such differences as “corrections” in the data, and not as an indication that social media adoption has declined.

The number of social media users in Jordan at the start of 2023 was equivalent to **58.4 percent** of the total population, but it’s also important to note that social media users may **not** represent unique individuals (see our detailed [notes on data](#) to learn why).

Meanwhile, data published in the ad planning tools of top social media platforms indicates that there were **5.59 million** users aged **18 and above** using social media in Jordan at the start of 2023, which was equivalent to **79.4 percent** of the total population aged **18 and above** at that time.

More broadly, **66.4 percent** of Jordan’s total internet user base (regardless of age) used at least one social media platform in January 2023.

At that time, **45.4 percent** of Jordan’s social media users were **female**, while **54.6 percent** were **male**.

Note: due to significant revisions in source data, we regret that

we're currently unable to provide reliable figures for the year-on-year change in social media users in Jordan. We recommend that readers **do not** compare our latest figures for social media use with figures published in our previous reports, because such comparisons will deliver **inaccurate results**.

Get fresh insights: our handy social media [overview page](#) helps you stay up to date with social media trends, offering essential headlines for social media adoption, as well as the latest user figures for the world's most widely used social media platforms.

Facebook users in Jordan in 2023

Data published in Meta's advertising resources indicates that **Facebook** had **4.90 million** users in Jordan in early 2023.

However, Meta has made important changes to the way its advertising resources report audience reach data over recent months – including making significant revisions to its base audience data for Facebook – so the figures shown here may **not be directly comparable** with figures published in our previous reports.

To learn more about these changes, please see [this article](#), as well as our comprehensive [notes on data](#).

Facebook user growth in Jordan

Figures published in Meta's own tools indicate that Facebook's potential ad reach in Jordan **decreased** by **350 thousand** (-6.7 percent) between 2022 and 2023.

For more recent context, the same data show that the number of users that marketers could reach with ads on Facebook in Jordan **decreased** by **300 thousand** (-5.8 percent) between October 2022 and January 2023.

However, it's important to stress that these advertising reach figures are **not** the same as the monthly active users figures that Meta reports in its investor earnings announcements, and they should not be interpreted as such.

As the company states within its ad planning tools,

"Estimated audience size is not a proxy for monthly or daily active users, or for engagement. Estimates aren't designed to match population, census estimates or other sources, and may differ depending on factors such as how many accounts across Meta technologies a person has, how many temporary visitors are in a particular geographic location at a given time, and Meta user-reported demographics."

As a result, changes in ad reach may not necessarily indicate any change in the platform's overall user base.

But despite these caveats, Meta's ad reach data still offers valuable insights into how Facebook use is evolving.

Facebook adoption in Jordan

Facebook's ad reach in Jordan was equivalent to **43.3 percent** of the total population at the start of 2023.

However, Facebook restricts the use of its platform to people aged 13 and above, so it's worth highlighting that **59.7 percent** of the "eligible" audience in Jordan uses Facebook in 2023.

For additional context, Facebook's ad reach in Jordan was equivalent to **49.2 percent** of the local internet user base (regardless of age) in January 2023.

At the start of 2023, **42.9 percent** of Facebook's ad audience in Jordan was **female**, while **57.1 percent** was **male**.

Note: Meta's advertising resources only publish audience gender data for "female" and "male" users.

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YouTube users in Jordan in 2023

Updates to Google's advertising resources indicate that **YouTube** had **6.61 million** users in Jordan in early 2023.

It's important to stress that these advertising reach figures do **not** necessarily represent the same thing as monthly active user figures though, and there may be meaningful differences between the size of YouTube's ad audience and its total active user base.

However, the company's own data suggests that YouTube's ad reach in early 2023 was equivalent to **58.4 percent** of Jordan's total population at the start of the year.

To put those figures in perspective, YouTube ads reached **66.4 percent** of Jordan's total internet user base (regardless of age) in January 2023.

At that time, **48.8 percent** of YouTube's ad audience in Jordan was **female**, while **51.2 percent** was **male**.

Note: Google's advertising resources only publish audience gender data for "female" and "male" users.

► Looking for more **YouTube** stats? [Click here](#) to explore our in-depth YouTube data for every country in the world.

Need more social media numbers? Our [platform guides](#) help you make sense of all the latest stats for the world's biggest social media platforms.

Instagram users in Jordan in 2023

Numbers published in Meta's advertising tools indicate that **Instagram** had **2.85 million** users in Jordan in early 2023.

The company's recently [revised](#) figures suggest that Instagram's ad reach in Jordan was equivalent to **25.2 percent** of the total population at the start of the year.

However, Instagram restricts the use of its platform to people aged 13 and above, so it's helpful to know that **34.7 percent** of the

“eligible” audience in Jordan uses Instagram in 2023.

It’s also worth noting that Instagram’s ad reach in Jordan at the start of 2023 was equivalent to **28.6 percent** of the local internet user base (regardless of age).

In early 2023, **48.3 percent** of Instagram’s ad audience in Jordan was **female**, while **51.7 percent** was **male**.

Note: Meta’s advertising resources only publish audience gender data for “female” and “male” users.

Instagram user growth in Jordan

Data published in Meta’s planning tools show that Instagram’s potential ad reach in Jordan **decreased** by **200 thousand** (-6.6 percent) between 2022 and 2023.

On a quarterly basis, the company’s data also reveal that the size of Instagram’s ad audience in Jordan **decreased** by **200 thousand** (-6.6 percent) between October 2022 and January 2023.

As we noted in the Facebook section above though, changes in the audience reach figures published in Meta’s ad planning tools **do not** necessarily correlate with overall changes in its platforms’ active user bases.

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TikTok users in Jordan in 2023

Figures published in ByteDance's advertising resources indicate that **TikTok** had **4.43 million** users aged 18 and above in Jordan in early 2023.

Note that ByteDance allows marketers to target TikTok ads to users aged 13 and above via its advertising tools, but these tools only show audience data for users aged 18 and above.

For context, ByteDance's figures indicate that TikTok ads reached **62.9 percent** of all adults aged 18 and above in Jordan at the start of 2023.

Meanwhile, TikTok's ad reach in Jordan was equivalent to **44.5 percent** of the local internet user base at the beginning of the year, regardless of age.

In early 2023, **35.8 percent** of TikTok's ad audience in Jordan was **female**, while **64.2 percent** was **male**.

Note: ByteDance's advertising resources only publish audience gender data for "female" and "male" users.

Having said that, ad audiences often only account for a subset of a platform's total users, and given that TikTok's ad tools only publish data for users aged 18 and above, it's important to remember that trends in TikTok's ad reach figures may not necessarily match changes in the platform's overall user base.

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Facebook Messenger users in Jordan in 2023

Data published in Meta's advertising resources indicate that ads on **Facebook Messenger** reached **3.35 million** users in Jordan in early 2023.

The company's recently [revised](#) audience numbers suggest that Facebook Messenger's ad reach in Jordan was equivalent to **29.6 percent** of the total population at the start of the year.

Facebook Messenger restricts the use of its platform to people aged 13 and above though, so it's also worth highlighting that ads reach **40.8 percent** of Facebook Messenger's "eligible" audience in Jordan in 2023.

For additional context, Facebook Messenger's ad reach in Jordan is equivalent to **33.7 percent** of the local internet user base (regardless of age).

At the start of 2023, **43.3 percent** of Facebook Messenger's ad audience in Jordan was **female**, while **56.7 percent** was **male**.

Notes: Meta's advertising resources only publish audience gender data for "female" and "male" users.

Facebook Messenger user growth in Jordan

Data published in Meta's planning tools show that Facebook

Messenger's potential ad reach in Jordan **decreased** by **50 thousand** (-1.5 percent) between 2022 and 2023.

On a quarterly basis, the company's data reveal that the size of Facebook Messenger's ad audience in Jordan **decreased** by **150 thousand** (-4.3 percent) between October 2022 and January 2023.

However, as we noted in the Facebook section above, changes in the audience reach figures published in Meta's ad planning tools **do not** necessarily correlate with overall changes in its platforms' active user bases.

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LinkedIn users in Jordan in 2023

Figures published in LinkedIn's advertising resources indicate that **LinkedIn** had **1.40 million** "members" in Jordan in early 2023.

However, note that LinkedIn's advertising tools publish audience reach data based on *total registered members*, rather than the *monthly active users* that form the basis of the ad reach figures published by most other social media platforms.

As a result, these LinkedIn figures are not directly comparable with the figures for other social media platforms published on this page, or in our [Digital 2023](#) reports.

The company's advertising reach figures suggest that LinkedIn's audience in Jordan was equivalent to **12.4 percent** of the total population at the start of 2023.

LinkedIn restricts the use of its platform to people aged 18 and above though, so it's also helpful to know that **19.9 percent** of the "eligible" audience in Jordan uses LinkedIn in 2023.

For additional context, LinkedIn's ad reach in Jordan was equivalent to **14.1 percent** of the local internet user base (regardless of age) at the start of the year.

In early 2023, **31.9 percent** of LinkedIn's ad audience in Jordan was **female**, while **68.1 percent** was **male**.

Note: LinkedIn's advertising resources only publish audience gender data for "female" and "male" users.

LinkedIn user growth in Jordan

Data published in LinkedIn's planning tools show that LinkedIn's potential ad reach in Jordan **increased** by **200 thousand** (+16.7 percent) between 2022 and 2023.

On a quarterly basis, the company's data reveal that the size of LinkedIn's ad audience in Jordan **increased** by **100 thousand** (+7.7 percent) between October 2022 and January 2023.

However, because LinkedIn's ad audience figures are based on *total registered members* rather than monthly active users, it's unclear whether these trends might reflect changes in active LinkedIn use too.

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Snapchat users in Jordan in 2023

Data published in Snap's advertising resources indicate that **Snapchat** had **3.25 million** users in Jordan in early 2023.

This figure means that Snapchat's ad reach in Jordan was equivalent to **28.7 percent** of the total population at the start of the year.

However, Snapchat restricts the use of its platform to people aged 13 and above, so it's also worth noting that **39.6 percent** of the "eligible" audience in Jordan uses Snapchat in 2023.

For additional context, Snapchat's ad reach in Jordan was equivalent to **32.7 percent** of the local internet user base (regardless of age) at the start of the year.

In early 2023, **57.1 percent** of Snapchat's ad audience in Jordan was **female**, while **42.2 percent** was **male**.

Note: Snap's advertising resources only publish audience gender data for "female" and "male" users, but the figures published for these demographics don't always add up to the total user figure, so percentages shown here may not sum to 100 percent.

Snapchat user growth in Jordan

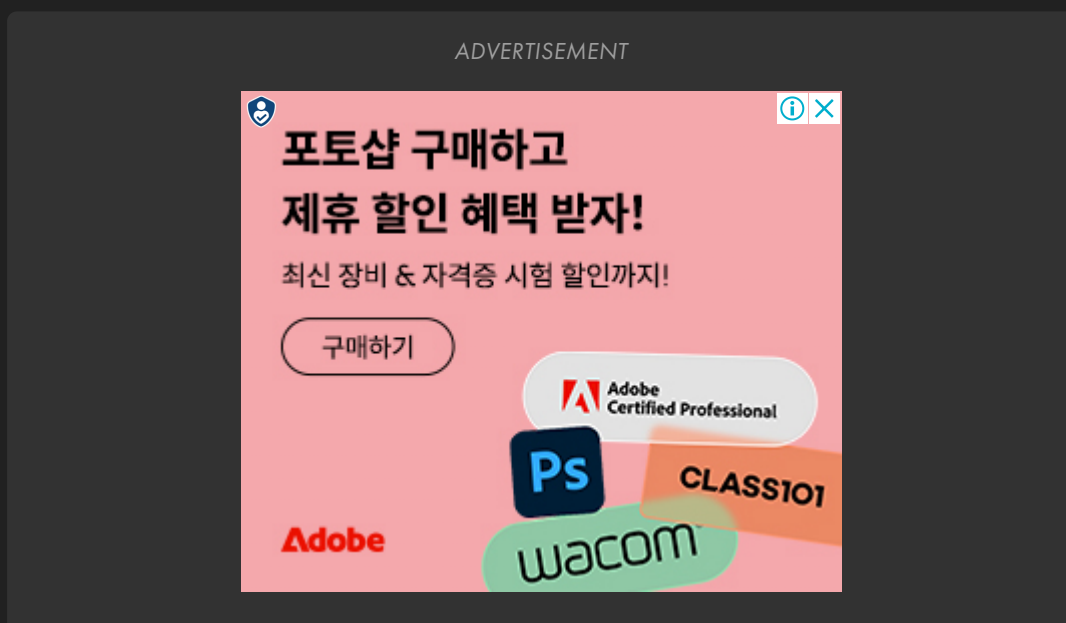
Data published in Snap's own ad planning tools show that

Snapchat's potential ad reach in Jordan **increased** by **150 thousand** (+4.8 percent) between the start of 2022 and early 2023.

Meanwhile, the same data show that the number of users that marketers could reach with ads on Snapchat in Jordan **increased** by **100 thousand** (+3.2 percent) between October 2022 and January 2023.

However, it's important to stress that these advertising reach figures do **not** represent monthly active user figures, and there may be meaningful differences between the size of Snapchat's ad audience and its total active user base.

► Looking for more **Snapchat** stats? [Click here](#) to explore our in-depth Snapchat data for every country in the world.



Twitter users in Jordan in 2023

Numbers published in Twitter's advertising resources indicate that **Twitter** had **921.9 thousand** users in Jordan in early 2023.

This figure means that Twitter's ad reach in Jordan was equivalent to **8.1 percent** of the total population at the time.

However, it's important to stress that these advertising reach figures are **not** the same as monthly active user figures, and there may be meaningful differences between the size of Twitter's ad audience and its total active user base.

It's also worth noting that Twitter restricts the use of its platform to people aged 13 and above, so these figures suggest that **11.2 percent** of the "eligible" audience in Jordan uses Twitter in 2023.

For additional context, Twitter's ad reach in Jordan was equivalent to **9.3 percent** of the local internet user base (regardless of age) at the start of the year.

In early 2023, the company's own data indicated that **34.9 percent** of Twitter's ad audience in Jordan was **female**, while **65.1 percent** was **male**.

However, it's worth noting that Twitter *infers* its users' gender, by analysing signals such as the name that users enter in their profile, and their broader activity on the platform.

This contrasts with the gender data offered in the advertising tools of platforms like Facebook, which relies on the gender that users themselves enter in their own profile.

Moreover, our analysis suggests that Twitter's inferences may not be particularly reliable in determining users' gender, especially in countries where English is *not* the dominant language.

For example, consumer research findings published by **GW**I often offer quite a different picture of Twitter use by gender compared with Twitter's own audience data.

But the apparent distortions that frequently appear in Twitter's inferred gender data may be due in large part to the high number

of “non-human” accounts that feature in Twitter’s active user data (e.g. accounts that represent businesses, animals, musicians, etc.), especially because Twitter doesn’t currently separate these accounts out from “real” human individuals in the ways that Facebook and Instagram do.

Regardless of the cause of these anomalies though, we advise caution when analysing or interpreting Twitter’s reported figures for use by gender.

Twitter user growth in Jordan

Data published in Twitter’s own ad planning tools show that Twitter’s potential ad reach in Jordan **increased** by **186 thousand** (+25.3 percent) between the start of 2022 and early 2023.

Meanwhile, the same data show that the number of users that marketers could reach with ads on Twitter in Jordan **increased** by **12 thousand** (+1.3 percent) between October 2022 and January 2023.

However, please note that the figures published in Twitter’s planning tools appear to be liable to significant fluctuation – even over short periods of time – and these anomalies may impact the reliability and representativeness of this change data.

► Looking for more **Twitter** stats? [Click here](#) to explore our in-depth Twitter data for every country in the world.

Dig deeper: [click here](#) to access all of the reports in our **Digital 2023** series.

Mobile connections in Jordan in 2023

Data from [GSMA Intelligence](#) shows that there were **8.61 million** cellular mobile connections in Jordan at the start of 2023.

However, note that many people around the world make use of more than one mobile connection – for example, they might have one connection for personal use, and another one for work – so it's not unusual for mobile connection figures to significantly exceed figures for total population.

GSMA Intelligence's numbers indicate that mobile connections in Jordan were equivalent to **76.1 percent** of the total population in January 2023.

The number of mobile connections in Jordan **increased** by **297 thousand** (+3.6 percent) between 2022 and 2023.

Need quick stats for other countries? [Click here](#) to read our **Digital 2023 Country Headlines Report**, with essential digital data for every country in the world.

Additional resources

Just before we get to the full report, here are some suggestions for further reading, which will provide additional context for our full set of **Digital 2023** numbers for Jordan:

- Read our complete [Digital 2023 Global Overview Report](#) to get a comprehensive overview of the “state of digital” around the world in 2023.
- [Click here](#) to see all of the Global Digital Reports we’ve published on **Jordan** over the past decade.
- Explore all of our reports on countries in **Western Asia** by [clicking here](#).
- Visit our complete online [reports library](#) to find all of the (free!) reports in the **Global Digital Reports** series.
- If you’d like to receive updates when we publish new reports, [click here](#) to sign up for our newsletter.

Full report

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