

DIGITAL 2025: JORDAN

3 MARCH 2025 · SIMON KEMP



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This page contains all the data, insights, and trends you need to help you understand how people in **Jordan** use digital devices, online platforms, and connected services in **2025**.

If you want to know whether this is our most recent report on Jordan, or if you're looking for data on digital trends and behaviours in Jordan for other years, you can find **DataReportal's** full collection of (free!) reports on Jordan by [clicking here](#).

You'll also find the complete **Digital 2025** report for Jordan in the "full report" section towards the bottom of this page, but we'll start this article by taking a look at the essential headline numbers for Jordan this year.

Just before that, we'd like to say a big thank you to **Meltwater** and to **We Are Social** for their support of the **Global Digital Reports** series in 2025.

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The "state of digital" in Jordan in 2025

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n in 2025:

- A total of **9.53 million** cellular mobile connections were active in Jordan in early 2025, with this figure equivalent to **82.3 percent** of the total population. However, note that some of these connections may only include services such as voice and SMS, and some may not include access to the internet.
- There were **10.7 million** individuals using the internet in Jordan at the start of 2025, when online penetration stood at **92.5 percent**.
- Jordan was home to **6.45 million** social media user identities in January 2025, equating to **55.7 percent** of the total population.

These headline stats offer a great overview of the "state of digital" in Jordan at the start of 2025, but in order to make sense of how digital trends and behaviours have been evolving over time, we need to dig deeper into the data.

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

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Population of Jordan in 2025

The population of Jordan stood at **11.6 million** in January 2025.

Data shows that Jordan's population **increased** by **44 thousand** (+0.4 percent) between early 2024 and the start of 2025.

Meanwhile, in early 2025, **92.3 percent** of Jordan's population lived in **urban centres**, whereas **7.7 percent** lived in **rural areas**.

At that time, **48.5 percent** of Jordan's population was **female**, while **51.5 percent** of the population was **male**.

Note: gender data were only available for "female" and "male" at the time of report production.

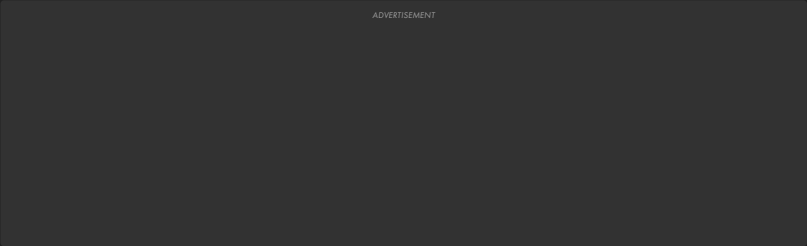
Jordan's population by age

At the beginning of 2025, the median age of Jordan's population was **24.7**, with half of Jordan's population above this age, and the other half of the population below it.

For added context, here's how Jordan's total population broke down by age group at the start of the year:

- **9.8 percent** was between the ages of **0 and 4**.
- **16.2 percent** was between the ages of **5 and 12**.
- **10.5 percent** was between the ages of **13 and 17**.
- **12.4 percent** was between the ages of **18 and 24**.
- **16.1 percent** was between the ages of **25 and 34**.
- **13.2 percent** was between the ages of **35 and 44**.
- **10.1 percent** was between the ages of **45 and 54**.
- **6.9 percent** was between the ages of **55 and 64**.
- **4.8 percent** was aged **65 and above**.

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



Mobile connections in Jordan in 2025

Data from [GSMA Intelligence](#) shows that there were **9.53 million** cellular mobile connections in Jordan at the beginning of 2025.

For perspective, many people make use of more than one mobile connection, so it's not unusual for mobile connection figures to significantly exceed figures for total population.

For example, the same person might have one mobile connection for personal use, but also use a separate mobile connection for work activities. The rise of [eSIMs](#) has made this even easier over recent years.

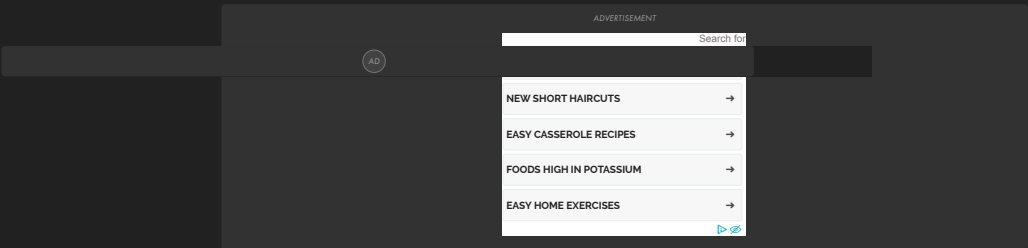
However, this practice *hasn't* yet pushed mobile connectivity rates in Jordan beyond 100 percent, and GSMA Intelligence's numbers indicate that mobile connections in Jordan were equivalent to **82.3 percent** of the total population in January 2025.

Looking at trends over time, the number of mobile connections in Jordan **increased by 432 thousand** (+4.8 percent) between the start of 2024 and the beginning of 2025.

Meanwhile, GSMA Intelligence's data suggests that **96.6%** of mobile connections in Jordan can now be considered "broadband", which means that they connect via 3G, 4G, or 5G mobile networks.

However, devices that connect to "broadband" mobile networks do not necessarily use cellular mobile data — for example, some subscription plans may only include access to voice and SMS services — so this broadband figure should **not** be considered a proxy for mobile internet use.

Need quick stats for other countries? [Click here](#) to read our **Digital 2025 Local Country Headlines** report, which offers essential digital data for almost every country in the world.



Internet use in Jordan in 2025

At the time of report production, the latest available data indicated that there were **10.7 million** internet users in Jordan in January 2025.

This means that Jordan's internet penetration rate stood at **92.5 percent** of the total population at the start of the year.

Meanwhile, [Kepios](#)'s analysis indicates that the number of internet users in Jordan **increased by 41 thousand** (+0.4 percent) between January 2024 and January 2025.

And for added perspective, Jordan's internet adoption rate (i.e. the percentage of the total population that uses the internet) remained **unchanged** during the same period.

But these user figures also suggest that **868 thousand** people in Jordan did **not** use the internet at the beginning of 2025, suggesting that **7.5 percent** of the population remained "**offline**" at the start 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 may *under-represent* current realities, and actual rates for internet adoption and year-on-year growth may be higher than the figures shown here suggest.

Please see our comprehensive [notes on data](#) for further details.

Go global: see how Jordan's current "state of digital" compares with connectivity in other countries by reading our flagship [Digital 2025 Global Overview Report](#), which includes hundreds of slides of global digital data, as well as our in-depth analysis of what these numbers might mean for you.

Internet connection speeds in Jordan in 2025

Figures published by [Ookla](#) indicate that internet users in Jordan could have expected the following internet connection speeds at the beginning of 2025, reported in megabits per second (Mbps):

- Median **mobile** internet download speed via cellular data networks*: **30.51 Mbps**.
- Median **fixed** internet download speed: **160.88 Mbps**.

Ookla's data reveals that the median **mobile** internet download speed in Jordan **increased** by **8.40 Mbps** (+38.0 percent) in the twelve months to January 2025.

Meanwhile, the company's data shows that the download speed of the typical **fixed** internet connection in Jordan **increased** by **50.39 Mbps** (+45.6 percent) during the same period.

Note: values for mobile internet connection speeds only include data transfer via **cellular mobile networks (e.g. 3G, 4G, and 5G connections), and do **not** represent the speed of mobile connections via WiFi where the WiFi router connects to the internet via "fixed" infrastructure.*

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Social media statistics for Jordan in 2025

[DataReportal](#)'s figures show that there were **6.45 million** active social media user identities in Jordan in January 2025.

For perspective, this figure was equivalent to **55.7 percent** of Jordan's total population at the start of 2025.

However, while our methodology strives to "de-duplicate" social media users across different social platforms — and, wherever possible, to remove accounts that do not represent individual human users — it's important to stress that our social media user identities figures may **not** represent unique individuals (see our detailed [notes on data](#) to learn why).

Moreover, due to complexities associated with de-duplicating users across different social platforms, the methodology that we use to calculate social media user identities may sometimes only factor users of the social media platform that has the largest active audience in the respective country at the time of report production.

As a result, the figures that we publish for a country's overall social media use may sometimes look very similar to the statistics that we publish for the most popular social media platform in that country.

Separately, please also note that the signals and sources that we rely on to inform these social media figures make regular **changes and corrections** to their data.

As a result, the values for social media use shown here might appear to be quite different to the numbers that we published in [previous years](#).

ADhed in this year's reports with those published in previous years, especially because changes in our reported values may be the result of "corrections" in the source data, and not all trends will be the result of changes in actual user behaviour.

This is particularly pertinent when it comes to trends in social media use over time, and we recommend that readers use the change figures published below, rather than trying to re-calculate growth figures using data published in our previous reports.

And on that note, [Kepios](#)'s analysis shows that social media user identities in Jordan **increased** by **70 thousand** (+1.1 percent) between early 2024 and the beginning of 2025.

Turning our attention to user demographics, data published in the ad planning tools of top social media platforms indicates that there were **5.84 million** users aged **18 and above** using social media in Jordan at the beginning of 2025, which was equivalent to **79.4 percent** of the total population aged **18 and above**.

At that time, **46.6 percent** of Jordan's social media user identities were **female**, while **53.4 percent** were **male**.

And for added context, it may be helpful to know that **60.2 percent** of Jordan's total internet user base (regardless of age) used at least one social media platform in January 2025.

Note: due to source data limitations, we're only able to report gender data for "female" and "male".

Get fresh insights: our handy [Social Media Users overview page](#) helps you stay up to date with global 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.

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YouTube users in Jordan in 2025

Google's advertising resources indicate that **YouTube** had **6.45 million** users in Jordan in early 2025.

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.

Caveats aside, the company's own data suggests that YouTube's *ad reach* in early 2025 was equivalent to **55.7 percent** of Jordan's total population at the start of the year.

To put those figures in perspective, YouTube ads reached **60.2 percent** of Jordan's total internet user base (regardless of age) in January 2025.

At that time, **46.6 percent** of YouTube's *adult* ad audience in Jordan was **female**, while **53.4 percent** was **male**.

Note: at the time of report production, Google's advertising resources only published audience gender data for "female" and "male" users.

YouTube user growth in Jordan

Data published in Google's own ad planning tools show that YouTube's potential ad reach in Jordan **increased** by **70.0 thousand** (+1.1 percent) between the start of 2024 and early 2025.

Meanwhile, on a quarter-by-quarter basis, the same data show that the number of users that marketers could reach with ads on YouTube in Jordan remained **unchanged** between October 2024 and January 2025.

However, it's worth noting that Google only publishes updates to its figures for YouTube reach every three to six months, and actual reach may have evolved since this data was published in Google's ad planning tools.

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Facebook users in Jordan in 2025

Data published in Meta's advertising resources indicate that **Facebook** had **5.45 million** users in Jordan in early 2025.

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

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Facebook user growth in Jordan

Figures published in Meta's own tools indicate that Facebook's potential ad reach in Jordan **increased** by **150 thousand** (+2.8 percent) between January 2024 and January 2025.

For more recent context, the same data show that the number of users that marketers could reach with ads on Facebook in Jordan **increased** by **100 thousand** (+1.9 percent) in the three months between October 2024 and January 2025.

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

As Meta states in a note published in 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 overall user bases of Meta's platforms.

But despite these caveats, Meta's ad reach data still offers valuable insights into how Facebook use is evolving, so let's take a closer look.

Facebook adoption in Jordan

Facebook's ad reach in Jordan was equivalent to **47.1 percent** of the total population at the beginning of 2025.

Meta only allows people aged **13 and above** to use Facebook though, and it's worth highlighting that **63.6 percent** of the "eligible" audience in Jordan used Facebook at the time of writing.

Furthermore, it may be useful to know that the company's data indicates that **74.1 percent** of adults aged **18 and above** in Jordan used Facebook at the start of 2025.

And for additional context, Facebook’s ad reach in Jordan was equivalent to **50.9 percent** of the local internet user base (regardless of age) in January 2025.

At the beginning of 2025, **44.0 percent** of Facebook’s ad audience in Jordan was **female**, while **56.0 percent** was **male**.

Note: at the time of report production, Meta’s advertising tools only showed audience gender data for “female” and “male” users.

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

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Instagram users in Jordan in 2025

Numbers published in Meta’s advertising tools indicate that **Instagram** had **4.05 million** users in Jordan in early 2025.

The company’s **regularly revised** figures suggest that Instagram’s ad reach in Jordan was equivalent to **35.0 percent** of the total population at the start of the year.

However, Meta only allows people aged **13 and above** to use Instagram, so it’s also worth highlighting that **47.3 percent** of the “eligible” audience in Jordan used Instagram at the time of report production.

Meanwhile, data published in the company’s ad tools indicate that **53.0 percent** of adults aged 18 and above in Jordan used Instagram at the beginning of 2025.

Similarly, it may be helpful to know that Instagram’s ad reach in Jordan at the start of 2025 was equivalent to **37.8 percent** of the local internet user base (regardless of age).

In early 2025, **50.0 percent** of Instagram’s *adult* ad audience in Jordan was **female**, while **50.0 percent** was **male**.

Note: at the time of report production, Meta’s advertising resources only published 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 **increased** by **350 thousand** (+9.5 percent) between January 2024 and January 2025.

On a quarterly basis, the company’s data also reveal that the size of Instagram’s ad audience in Jordan **increased** by **150 thousand** (+3.8 percent) between October 2024 and January 2025.

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 2025

Figures published in TikTok’s advertising resources indicate that **TikTok** had **2.30 million** users aged **18 and above** in Jordan in early 2025.

Note that TikTok 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**.

And for context, TikTok’s figures indicate that TikTok ads reached **31.2 percent** of all adults aged 18 and above in Jordan at the start of 2025.

Meanwhile, TikTok’s ad reach in Jordan was equivalent to **21.4 percent** of the local internet user base at the beginning of the year, regardless of age.

In early 2025, **39.8 percent** of TikTok’s *adult* ad audience in Jordan was **female**, whereas **60.2 percent** was **male**.

Note: at the time of report production, TikTok’s advertising resources only published audience gender data for “female” and “male” users.

TikTok user growth in Jordan

Data published in TikTok's own ad planning tools show that TikTok's potential ad reach in Jordan **decreased by 376 thousand*** (-14.1 percent) between the beginning of 2024 and early 2025.

Meanwhile, figures indicate that the potential reach of ads on TikTok in Jordan **decreased by 45.5 thousand*** (-1.9 percent) between October 2024 and January 2025.

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.

***Important note:** in addition to regular changes in active user numbers, social media platforms may revise or "correct" the audience reach figures that they report in their advertising tools, and these interventions may result in an apparent **decline** in reported reach.

For example, platforms may remove accounts that do not meet their terms of service — such as when users create duplicate or "false" accounts — or when they suspect accounts to be engaging in "inauthentic" activity.

On occasion, these platform "corrections" may result in meaningful changes in reported reach, and such adjustments may significantly distort trends and values for change over time.

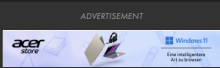
However, in many cases, such declines in reported ad reach do **not** indicate any change in legitimate platform use by "real" humans, and should not be interpreted as such.

As a result, we recommend **significant caution** when interpreting trends relating to negative changes in reported audience reach.

Please see our detailed [notes on data](#) to learn whether our analysis has detected such changes in relevant figures.

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LinkedIn users in Jordan in 2025

Figures published in LinkedIn's advertising resources indicate that **LinkedIn** had **2.00 million** "members" in Jordan in early 2025.

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 those shown in our [Digital 2025](#) reports.

But caveats aside, the company's own advertising reach figures suggest that LinkedIn's audience in Jordan was equivalent to **17.3 percent** of the total population at the start of 2025.

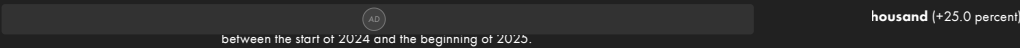
LinkedIn's advertising tools only publish data for users aged **18 and above** though, so it may be more representative to state that LinkedIn's ads reached **27.2 percent** of Jordan's population aged 18 and above in early 2025.

Meanwhile, LinkedIn's ad reach in Jordan was equivalent to **18.7 percent** of the local internet user base (regardless of age) at the beginning of the year.

In early 2025, **33.8 percent** of LinkedIn's ad audience in Jordan was **female**, while **66.2 percent** was **male**.

Note: at the time of report production, LinkedIn's advertising resources only published audience gender data for "female" and "male" users.

LinkedIn user growth in Jordan



On a quarterly basis, the company's data reveal that the size of LinkedIn's ad audience in Jordan **increased by 100 thousand** (+5.3 percent) between October 2024 and January 2025.

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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Messenger users in Jordan in 2025

Data published in Meta's advertising resources indicate that ads on **Messenger** reached **3.80 million** users in Jordan in early 2025.

The company's **frequently adjusted** audience numbers suggest that Messenger's ad reach in Jordan was equivalent to **32.8 percent** of the total population at the start of the year.

Meta only allows people aged **13 and above** to use Messenger though, so it's worth highlighting that **44.4 percent** of the "eligible" audience in Jordan used Messenger at the time of writing.

Moreover, data published in the company's ad tools indicate that **51.7 percent** of adults aged 18 and above in Jordan used Messenger at the start of 2025.

And for additional context, Messenger's ad reach in Jordan at that time was equivalent to **35.5 percent** of the local internet user base (regardless of age).

At the beginning of 2025, **44.2 percent** of Messenger's ad audience in Jordan was **female**, while **55.8 percent** was **male**.

Note: at the time of report production, Meta's advertising resources only published audience gender data for "female" and "male" users.

Messenger user growth in Jordan

Data published in Meta's planning tools show that Messenger's potential ad reach in Jordan **decreased** by **100 thousand** * (-2.6 percent) between January 2024 and January 2025.

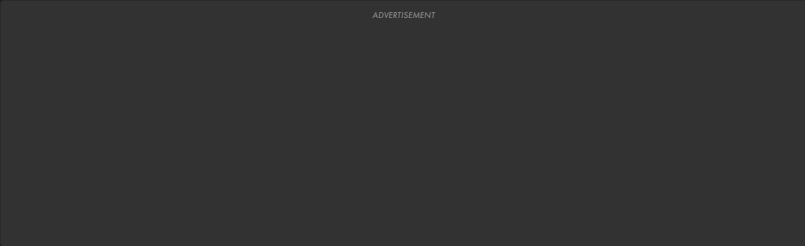
And on a quarterly basis, the company's data reveal that the size of Messenger's ad audience in Jordan **decreased** by **100 thousand** * (-2.6 percent) between October 2024 and January 2025.

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.

**Important note: to make better sense of these trends, please refer to our guidance on interpreting declines in platform reach towards the end of the TikTok section above.*

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Snapchat users in Jordan in 2025

Data published in Snap's advertising resources indicate that **Snapchat** had **4.10 million** users in Jordan in early 2025.

This figure means that Snapchat's ad reach in Jordan was equivalent to **35.4 percent** of the total population at the start of the year.

However, Snap only allows people aged **13 and above** to use the platform, so it's also worth noting that **47.8 percent** of the "eligible" audience in Jordan used Snapchat in early 2025.

Moreover, data published in the company's ad tools indicate that **45.3 percent** of adults aged 18 and above in Jordan used Snapchat at the beginning of 2025.

And for added perspective, Snapchat's ad reach in Jordan was equivalent to **38.2 percent** of the local internet user base (regardless of age) at the start of the year.

In early 2025, **54.5 percent** of Snapchat's adult ad audience in Jordan was **female**, while **44.6 percent** was **male**.

Note: In addition to publishing gender data for "female" and "male" users, Snap's advertising resources also publish data for "unknown" users. As a result, the percentages may not add up 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 **635 thousand** (+18.4 percent) between the start of 2024 and early 2025.

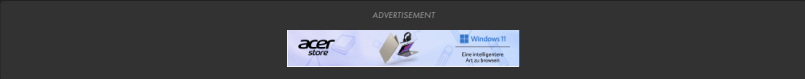
Meanwhile, the same data show that the number of users that marketers could reach with ads on Snapchat in Jordan **decreased** by **285 thousand** * (-6.5 percent) between October 2024 and January 2025.

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.

**Important note: to make better sense of these trends, please refer to our guidance on interpreting declines in platform reach towards the end of the TikTok section above.*

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X users in Jordan in 2025

Numbers published in X's advertising resources indicate that **X** had **919 thousand** users in Jordan in early 2025.

This figure means that X's ad reach in Jordan was equivalent to **7.9 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 X's ad audience and its total active user base.

Meanwhile, X only allows people **aged 13 and above** to use its platform, so it's worth adding that the latest figures suggest that **10.7 percent** of the "eligible" audience in Jordan used X at the time of report production.

Furthermore, data published in the company's ad tools indicate that **12.1 percent** of adults aged 18 and above in Jordan used X at the beginning of 2025.

And for additional context, X's ad reach in Jordan was equivalent to **8.6 percent** of the local internet user base (regardless of age) at the start of the year.

In early 2025, the company's own data indicated that **34.2 percent** of X's adult ad audience in Jordan was **female**, while **65.8 percent** was **male**.

However, X appears to *infer* 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 tend to rely on gender details that users themselves enter in their own profile.

Moreover, our analysis suggests that X's inferences may be less representative of users' actual gender in countries where English is not the dominant language.

For example, consumer research findings published by [GWI](#) often offer a different picture of X use by gender compared with X's own audience data.

Having said that, the apparent gender "skew" that frequently appears in X's inferred gender data may also be due in part to the high number of legitimate but "non-human" accounts that feature in X's active user data, including accounts that represent businesses and brands, animals, music groups, and various other entities *[note that X doesn't currently distinguish between "people" and other types of account in the ways that platforms like Facebook and Instagram do]*.

Regardless of the cause though, we'd advise caution when analysing or interpreting X's reported figures for use by gender.

X user growth in Jordan

Data published in X's own ad planning tools show that X's potential ad reach in Jordan **decreased** by **175 thousand*** (-16.0 percent) between the beginning of 2024 and early 2025.

Meanwhile, the same data show that the number of users that marketers could reach with ads on X in Jordan **decreased** by **95.8 thousand*** (-9.4 percent) between October 2024 and January 2025.

However, please note that the figures published in X's planning tools are liable to significant fluctuation — even over short periods of time — and these anomalies may impact the reliability and representativeness of these change figures.

Moreover, we've identified some unusual trends in the data reported in X's advertising tools in recent months, so we'd advise caution when it comes to analysing *changes over time* in these X reach figures.

***Important note:** to make better sense of these trends, please refer to our guidance on interpreting declines in platform reach towards the end of the TikTok section above.

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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 2025** numbers for Jordan:

- Read our complete [Digital 2025 Global Overview Report](#) to get a comprehensive overview of the "state of digital" around the world in 2025.
- [Click here](#) to see all of the Global Digital Reports we've published for **Jordan** over the years.
- Explore all of our reports on countries in the **Western Asia** region by [clicking here](#).
- Find all of the reports in the **Digital 2025** series via this handy [index page](#).
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