

[Isla McKetta](#) | [June 6, 2022](#)

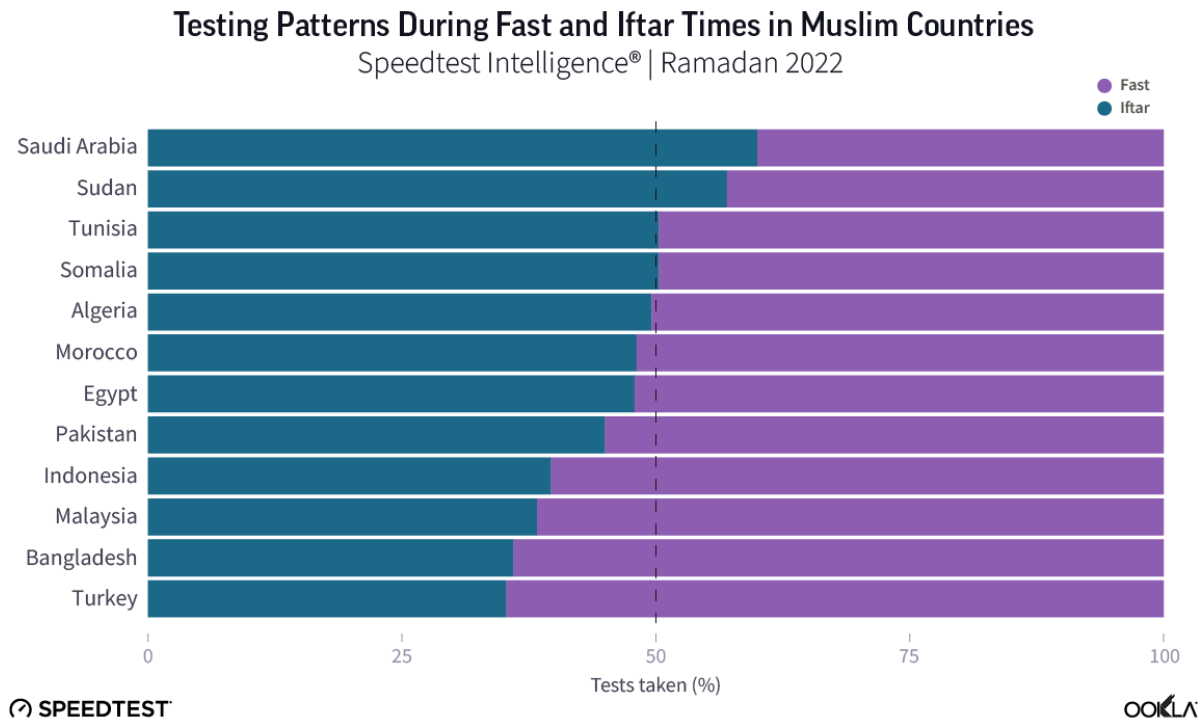
Analyzing Time of Day Internet Usage During Ramadan

[Arabic](#) | [Français](#) | [Bahasa Indonesia](#) | [Bahasa Malaysia](#)

Muslims across the world recently observed the month of Ramadan. During this sacred time, observing Muslims abstain from eating and drinking sunrise to sunset, acts of charity are encouraged, and work hours are often shortened. People often gather with friends and family during the evening meal, iftar, and new entertainment programming is often released for people to enjoy together. We were curious how this observance affected internet usage, so we analyzed [Speedtest Intelligence](#)® data from a variety of Muslim-majority countries around the world. We looked specifically at test volume during local fast times and iftar (when the fast is broken) and how those numbers compared to test volume during the month prior.

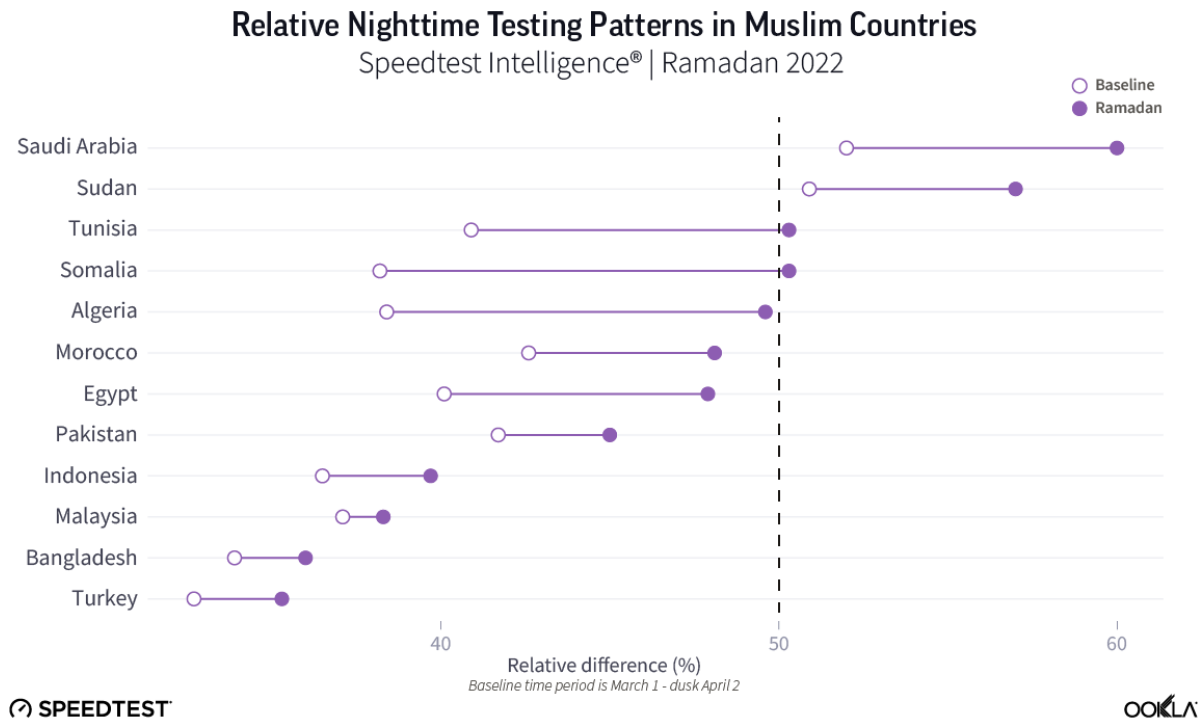
Only some countries showed fewer tests during fast times

We analyzed Speedtest Intelligence data from Algeria, Bangladesh, Egypt, Indonesia, Malaysia, Morocco, Pakistan, Saudi Arabia, Somalia, Sudan, Tunisia, and Turkey during Ramadan to see how the distribution of Speedtest results between fast and iftar times varied by country. It should be noted that while all of the countries we surveyed have a majority Muslim population, the percentage of the population that is Muslim (and therefore likely to observe Ramadan) varies from Somalia (99.8%) to Malaysia (61.3%).



Internet usage patterns changed during Ramadan

Speedtest Intelligence showed that testing behavior changed during Ramadan when compared with the month prior. There was a decrease in the percentage of tests completed in the daytime between Ramadan and the month prior in all of the countries we surveyed. Somalia, Algeria, Saudi Arabia, and Tunisia showed the highest change in trends of daytime Speedtest results when comparing the fasting part of the day during Ramadan to daytime during the month prior. Malaysia, Bangladesh, Turkey, Indonesia, and Pakistan showed the smallest difference between the two periods.



There was also an increase in the percentage of Speedtest results from iftar when comparing Ramadan to the month prior. Somalia and Algeria saw the largest increase when compared with the month prior. Malaysia, Bangladesh, Turkey, and Pakistan saw the smallest increases. This corresponds with the idea that people shift their online activity to iftar during Ramadan, connecting with friends and family, donating to charity, and enjoying the variety of new shows that networks release to coincide with the holiday.

This is a good reminder that every country has special events that their network operators need to prepare in advance for as [we saw recently with Expo 2020 Dubai](#). If you're interested in coverage of major network events from around the world, [subscribe to Ookla® Insights™](#).

About the Author



Isla McKetta

Isla was the first content manager at Ookla, working her way up to Sr. Director of Consumer Marketing in her 8+ years with the company.