

DIGITAL 2022: IRAQ

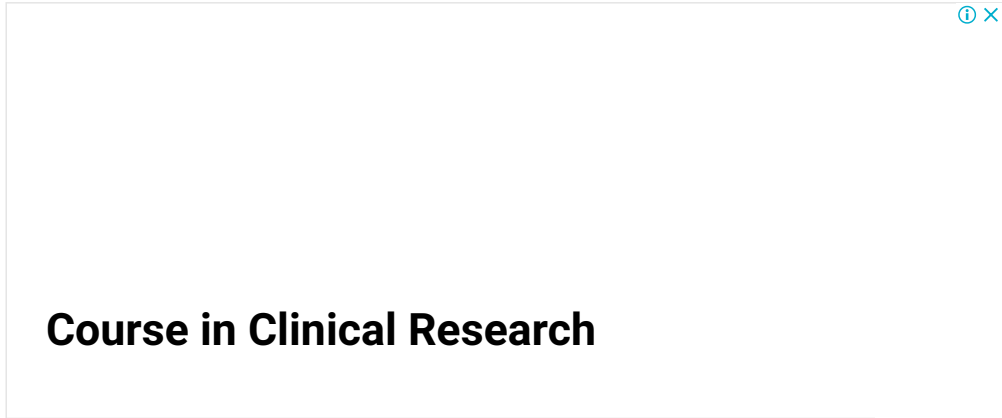
15 FEBRUARY 2022 · SIMON KEMP



This page contains all the data, insights, and trends you need to help you understand how people in **Iraq** use connected devices and services in 2022.

You'll find our complete [Digital 2022](#) report on [Iraq](#) in the "full report" section below, but let's start by taking a look at the essential headlines for digital adoption and use in Iraq this year.

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Iraq's population in 2022

Iraq's total population was **41.67 million** in January 2022.

Data show that Iraq's population **increased** by **971 thousand** (+2.4 percent) between 2021 and 2022.

49.4 percent of Iraq's population is **female**, while **50.6 percent** of the population is **male**.

At the start of 2022, **71.4 percent** of Iraq's population lived in **urban centres**, while

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B	2.08 x 10 ² W

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Iraq's population by age

The median age of the population in Iraq is **21.5**.

For additional context, here's a look at how the population in Iraq breaks down by age group:

- **12.8 percent** of Iraq's population is between the ages of **0 and 4**.
- **19.8 percent** of Iraq's population is between the ages of **5 and 12**.
- **10.6 percent** of Iraq's population is between the ages of **13 and 17**.
- **13.4 percent** of Iraq's population is between the ages of **18 and 24**.
- **15.8 percent** of Iraq's population is between the ages of **25 and 34**.
- **11.6 percent** of Iraq's population is between the ages of **35 and 44**.
- **8.2 percent** of Iraq's population is between the ages of **45 and 54**.
- **4.3 percent** of Iraq's population is between the ages of **55 and 64**.
- **3.5 percent** of Iraq's population is aged **65 and above**.

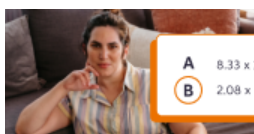
Note: percentages may not sum to 100 percent due to rounding.

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Internet use in Iraq in 2022

There were **20.58 million** internet users in Iraq in January 2022.

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increased by 480 thousand (+2.4 percent) between 2021 and 2022.

For perspective, these user figures reveal that **21.08 million** people in Iraq did **not** use the internet at the start of 2022, meaning that **50.6 percent** of the population remained offline at the beginning of the year.

However, issues relating to COVID-19 continue to impact research into internet adoption, so actual internet user figures may be higher than these published numbers suggest ([see here](#) for further details).

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

Go global: see how Iraq's current "state of digital" compares with connectivity in other countries by reading our flagship [Digital 2022 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 Iraq in 2022

Data published by [Ookla](#) indicate that internet users in Iraq could have expected the following internet connection speeds at the start of 2022:

- Median **mobile** internet connection speed via cellular networks: **37.25 Mbps**.
- Median **fixed** internet connection speed:

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to the start of 2022.

Meanwhile, Ookla's data shows that **fixed** internet connection speeds in Iraq **increased** by **6.34 Mbps** (+47.6 percent) during the same period.

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Social media statistics for Iraq in 2022

There were **28.35 million** social media users in Iraq in January 2022.

The number of social media users in Iraq at the start of 2022 was equivalent to **68.0 percent** of the total population, but it's important to note that social media users may **not** represent unique individuals (see our detailed [notes on data](#) to learn why).

Kepios analysis reveals that social media users in Iraq **increased** by **3.4 million** (+13.4 percent) between 2021 and 2022.

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 Iraq in

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However, Meta made important changes to the way its advertising resources report audience reach data at the end of 2021 – including making significant revisions to its base audience data for Facebook – so the figures shown here are **not 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](#).

The company's revised audience figures mean that Facebook's ad reach in Iraq was equivalent to **45.2 percent** of the total population at the start of 2022.

However, Facebook restricts the use of its platform to people aged 13 and above, so it's also worth highlighting that **67.2 percent** of the "eligible" audience in Iraq uses Facebook in 2022.

For additional context, Facebook's ad reach in Iraq was equivalent to **91.6 percent** of the local internet user base (regardless of age) in January 2022.

At the start of 2022, **27.0 percent** of Facebook's ad audience in Iraq was **female**, while **73.0 percent** was **male**.

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

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

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Instagram users in Iraq in 2022

Numbers published in Meta's advertising tools indicate that **Instagram** had **15.45 million** users in Iraq in early 2022.

This figure suggests that Instagram's ad reach in Iraq was equivalent to **37.1 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 **55.1 percent** of the "eligible" audience in Iraq uses Instagram in 2022.

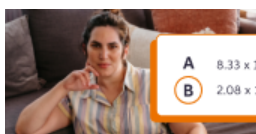
It's also worth noting that Instagram's ad reach in Iraq at the start of 2022 was equivalent to **75.1 percent** of the local internet user base (regardless of age).

In early 2022, **34.2 percent** of Instagram's ad audience in Iraq was **female**, while **65.8 percent** was **male**.

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

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

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Facebook Messenger users in Iraq in 2022

Data published in Meta’s advertising resources indicate that ads on **Facebook Messenger** reached **16.15 million** users in Iraq in early 2022.

However, Meta made important changes to the way its advertising resources report audience reach data at the end of 2021 – including making significant revisions to its base audience data for Facebook Messenger – so the figures shown here are **not 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](#).

The company’s revised audience numbers suggest that Facebook Messenger’s ad reach in Iraq was equivalent to **38.8 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 **57.5 percent** of Facebook Messenger’s “eligible” audience in Iraq in 2022.

For additional context, Facebook Messenger’s ad reach in Iraq is equivalent to **78.5 percent** of the local internet user base (regardless of age).

At the start of 2022, **26.2 percent** of Facebook Messenger’s ad audience in Iraq was **female**, while **73.8 percent** was **male**.

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

users

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LinkedIn users in Iraq in 2022

Figures published in LinkedIn’s advertising resources indicate that **LinkedIn** had **1.40 million** “members” in Iraq in early 2022.

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 2022** reports.

The company’s advertising reach figures suggest that LinkedIn’s audience in Iraq was equivalent to **3.4 percent** of the total population at the start of 2022.

LinkedIn restricts the use of its platform to people aged 18 and above though, so it’s also helpful to know that **5.9 percent** of the “eligible” audience in Iraq uses LinkedIn in 2022.

For additional context, LinkedIn’s ad reach in Iraq

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audience in Iraq was **female**, while **82.4 percent** was **male**.

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

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

Get data for every country on Earth: visit our online [library](#) to browse all of our reports, including the latest digital data for every country in the world, and more than a decade of historical numbers, trends, and insights.

Snapchat users in Iraq in 2022

Data published in Snap's advertising resources indicate that **Snapchat** had **13.80 million** users in Iraq in early 2022.

This figure means that Snapchat's ad reach in Iraq was equivalent to **33.1 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 **49.2 percent** of the "eligible" audience in Iraq uses Snapchat in 2022.

For additional context, Snapchat's ad reach in Iraq was equivalent to **67.0 percent** of the local internet user base (regardless of age) at the start of the year.

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B 2.08×10^2 W

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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.

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

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Twitter users in Iraq in 2022

Numbers published in Twitter's advertising resources indicate that **Twitter** had **1.90 million** users in Iraq in early 2022.

This figure means that Twitter's ad reach in Iraq was equivalent to **4.6 percent** of the total population at the time.

However, Twitter restricts the use of its platform to people aged 13 and above, so it may be helpful to know that **6.8 percent** of the "eligible" audience in Iraq uses Twitter in 2022.

For additional context, Twitter's ad reach in Iraq was equivalent to **9.2 percent** of the local internet user base (regardless of age) at the start of the year.

Note: due to anomalies in the source data, we regret that we're currently unable to provide insights into Twitter's ad audience by gender.

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Mobile connections in Iraq in 2022

Data from [GSMA Intelligence](#) shows that there were **42.54 million** cellular mobile connections in Iraq at the start of 2022.

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 Iraq were equivalent to **102.1 percent** of the total population in January 2022.

The number of mobile connections in Iraq **increased** by **1.7 million** (+4.1 percent) between 2021 and 2022.

Need quick stats for other countries?

[Click here](#) to read our **Digital 2022**

Country Headlines Report, with essential digital data for every country in the world.

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numbers for Iraq:

- Read our complete [Digital 2022 Global Overview Report](#) to get a comprehensive overview of the “state of digital” around the world in 2022.
- [Click here](#) to see all of the Global Digital Reports we’ve published on **Iraq** 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

You’ll find our complete **Digital 2022: Iraq** report in the SlideShare embed below ([click here](#) if that’s not working for you).

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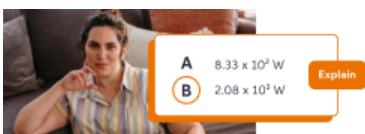
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