

ASDA'A Burson-Marsteller



ARAB YOUTH SURVEY 2014

Algeria  
Bahrain  
Egypt  
Iraq  
Jordan  
Kuwait  
Lebanon  
Libya

Morocco  
Oman  
Palestine  
Qatar  
Saudi Arabia  
Tunisia  
UAE  
Yemen

“WE WANT  
TO EMBRACE  
MODERN VALUES.”

April 7, 2014  
[arabyouthsurvey.com](http://arabyouthsurvey.com)  
[#arabyouthsurvey](https://twitter.com/arabyouthsurvey)

## ABOUT THE 2014 SURVEY

- 3,500 face-to-face interviews conducted by PSB
- Arab youth in the age group of 18-24 years
- Sample split 50:50 male/female
- 16 countries
  - GCC: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and UAE
  - Levant: Jordan, Iraq, Lebanon and Palestine
  - North Africa: Algeria, Egypt, Libya, Morocco and Tunisia
  - Other: Yemen



**THE RESEARCH WAS DESIGNED TO  
SEEK OPINION FROM ARAB YOUTH ON  
THE FOLLOWING SUBJECTS:**

**GENERAL ATTITUDES**

**CURRENT EVENTS**

**ECONOMY AND PERSONAL FINANCE**

**EDUCATION AND CAREERS**

**VALUES AND BELIEFS**

**FOREIGN RELATIONS**

**MEDIA CONSUMPTION HABITS**

# METHODOLOGY





**THE STUDY WAS COMMISSIONED IN DECEMBER 2013.  
THE INTERVIEWS TOOK PLACE FROM DECEMBER 2013  
TO JANUARY 2014. SAMPLE DETAILS ARE GIVEN BELOW:**

## Original 2008-10 countries

UAE N=300	Oman N=200	Qatar N=200	Bahrain N=200	KSA N=300	Kuwait N=200	Egypt N=300	Jordan N=200	Lebanon N=200
Abu Dhabi 40%	Muscat 50%	Doha 55%	Manama 100%	Riyadh 40%	Kuwait City 20%	Cairo 50%	Amman 50%	Beirut 60%
Dubai 40%	Batinah 50%	Al Rayyan 45%		Jeddah 40%	Al Hawalli 30th	Alexandria 25%	Irbid 25%	Saida 20%
Sharjah 20%				Dammam 20%	Al Ahmadi 20%	Mansoura 25%	Zarqa 25%	Tripoli 20%
					Farwaniya 30%			

## New in 2011

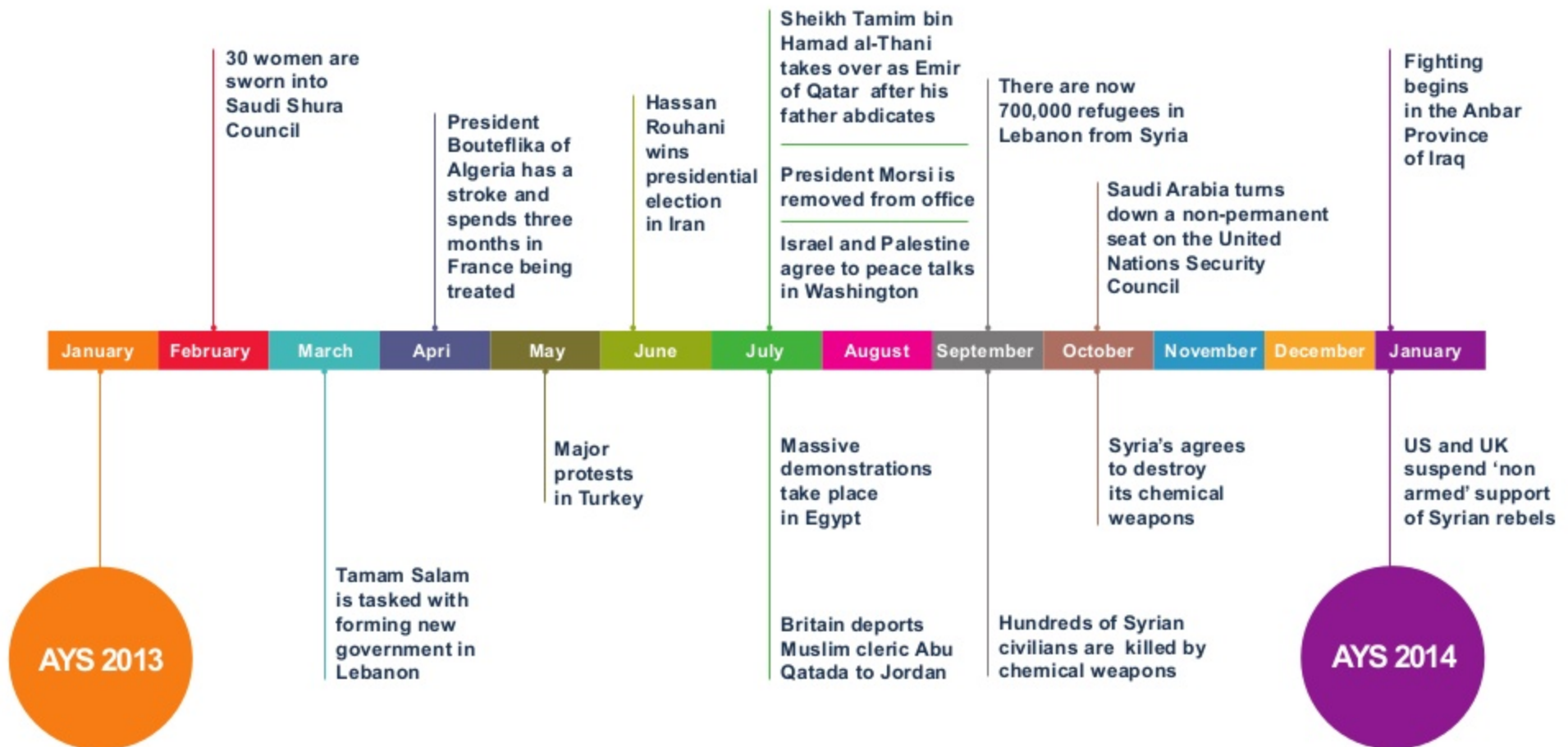
## New in 2012

## New in 2013

## New in 2014

Iraq N=250	Tunisia N=200	Libya N=200	Algeria N=200	Morocco N=200	Yemen N=200	Palestine N=150
Baghdad (50%)	Tunis (50%)	Tripoli (50%)	Algiers (50%)	Casablanca (25%)	Sanaa (50%)	West Bank (50%)
Irbil (25%)	Sfax (25%)	Benghazi (25%)	Oran (25%)	Fes (25%)	Al Hudaydah (25%)	Gaza (50%)
Basrah (25%)	Sousse (25%)	Misrata (25%)	Constantine (25%)	Rabat (25%)	Ta'izz (25%)	
				Marrakech (25%)		

## TIMELINE (JANUARY 2013 - JANUARY 2014)





# TOP 10 FINDINGS





1

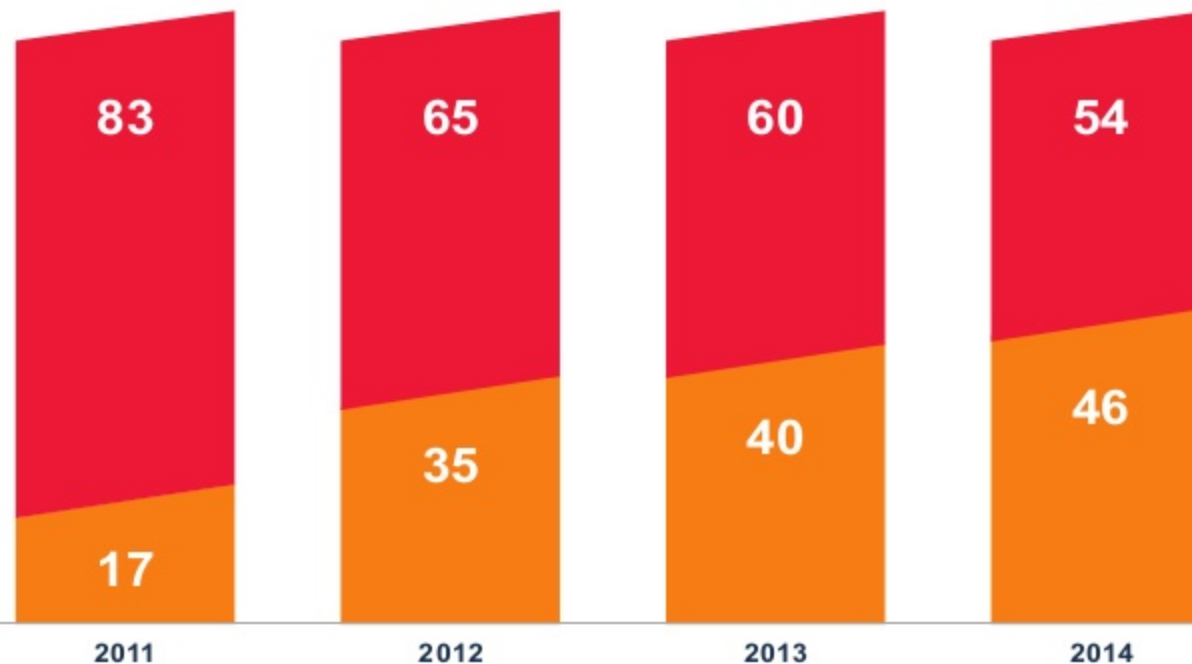
**A GROWING NUMBER OF ARAB YOUTH ARE EMBRACING MODERN VALUES, WHILE FAMILY, FRIENDS AND RELIGION CONTINUE TO SHAPE THEIR OPINIONS AND INFLUENCE THEIR LIVES**

## VALUES AND BELIEFS

Which of the following is closest to your view?

Traditional values mean a lot to me, and ought to be preserved for generations to come.

Traditional values are outdated and belong in the past. I am keen to embrace modern values and beliefs.



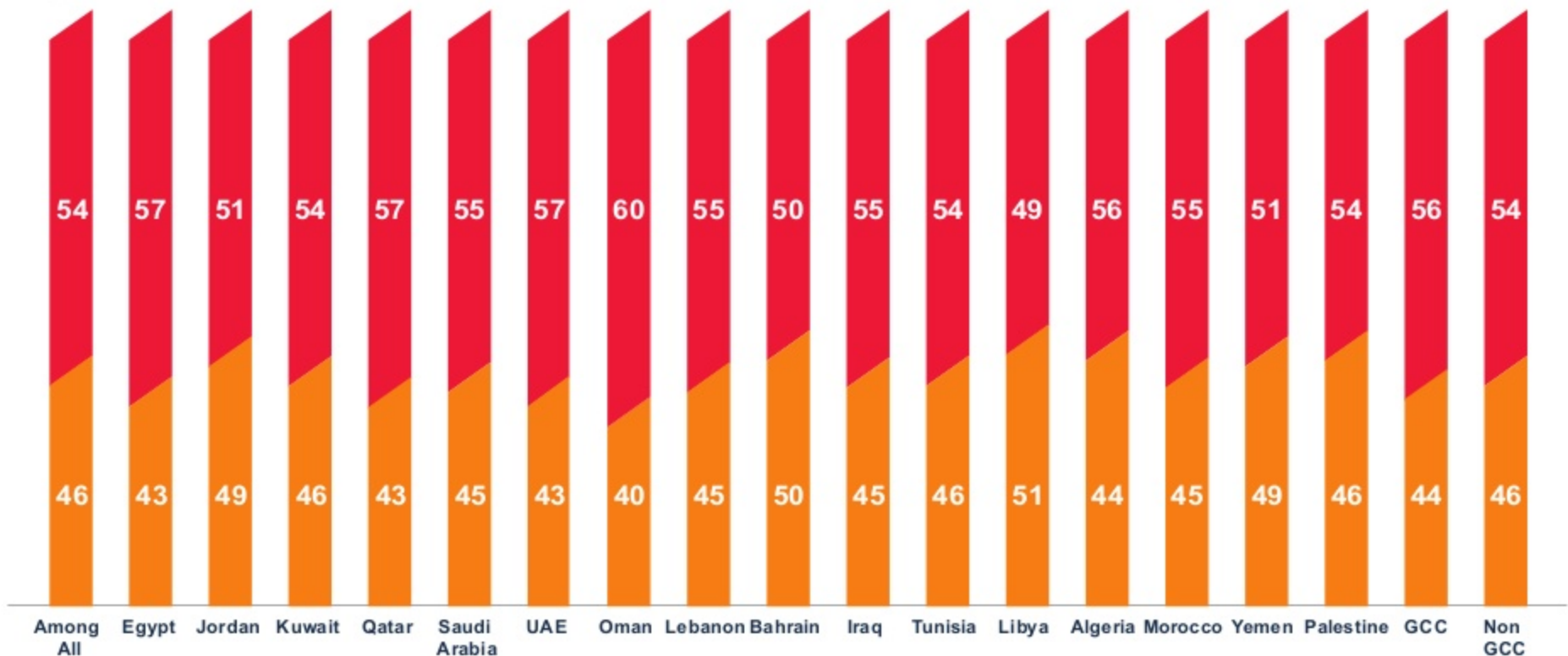


## VALUES AND BELIEFS BY COUNTRY

Traditional values mean a lot to me, and ought to be preserved for generations to come.

Traditional values are outdated and belong in the past. I am keen to embrace modern values and beliefs.

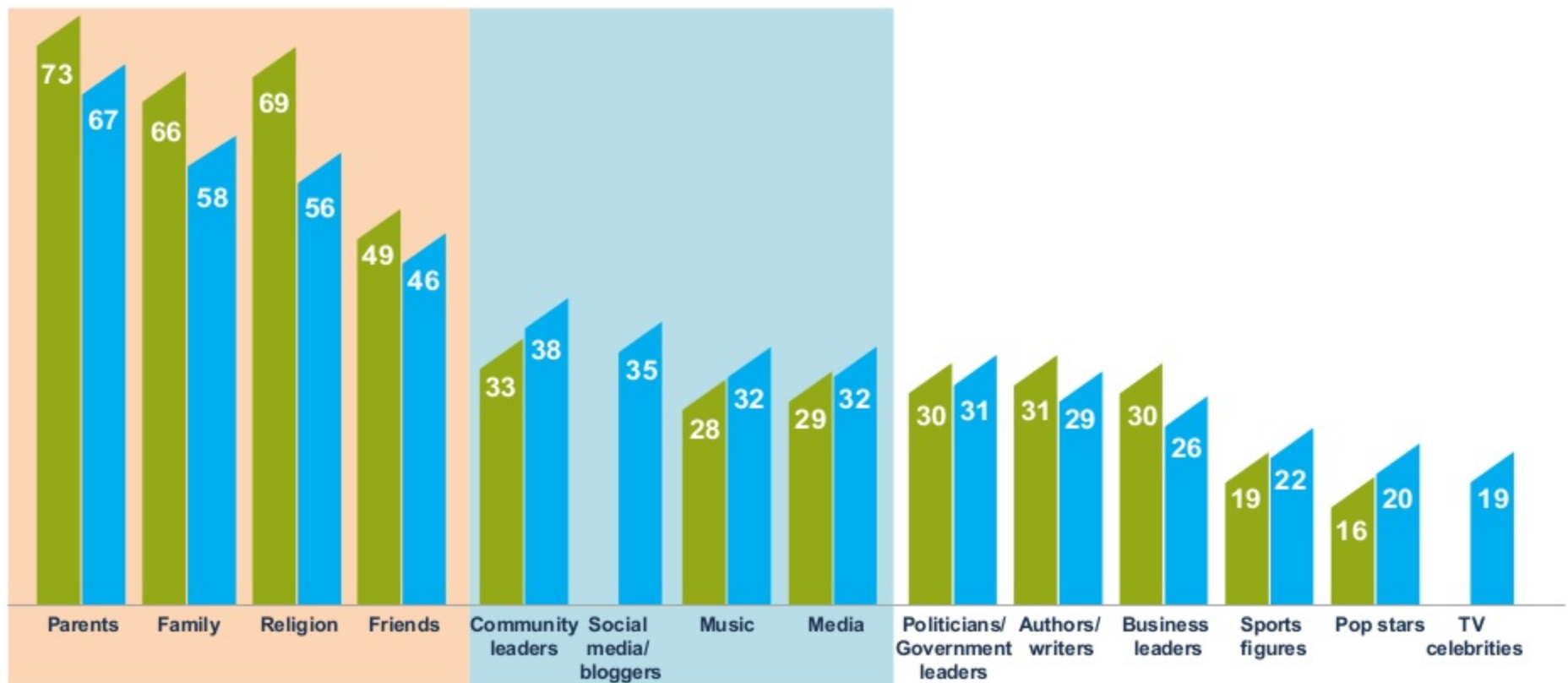
2014



## LIFE INFLUENCES

How far would you say each of the following influence you and your outlook on life?  
(% Very influential)

2013 2014



Base: Rebased to remove "Don't know"

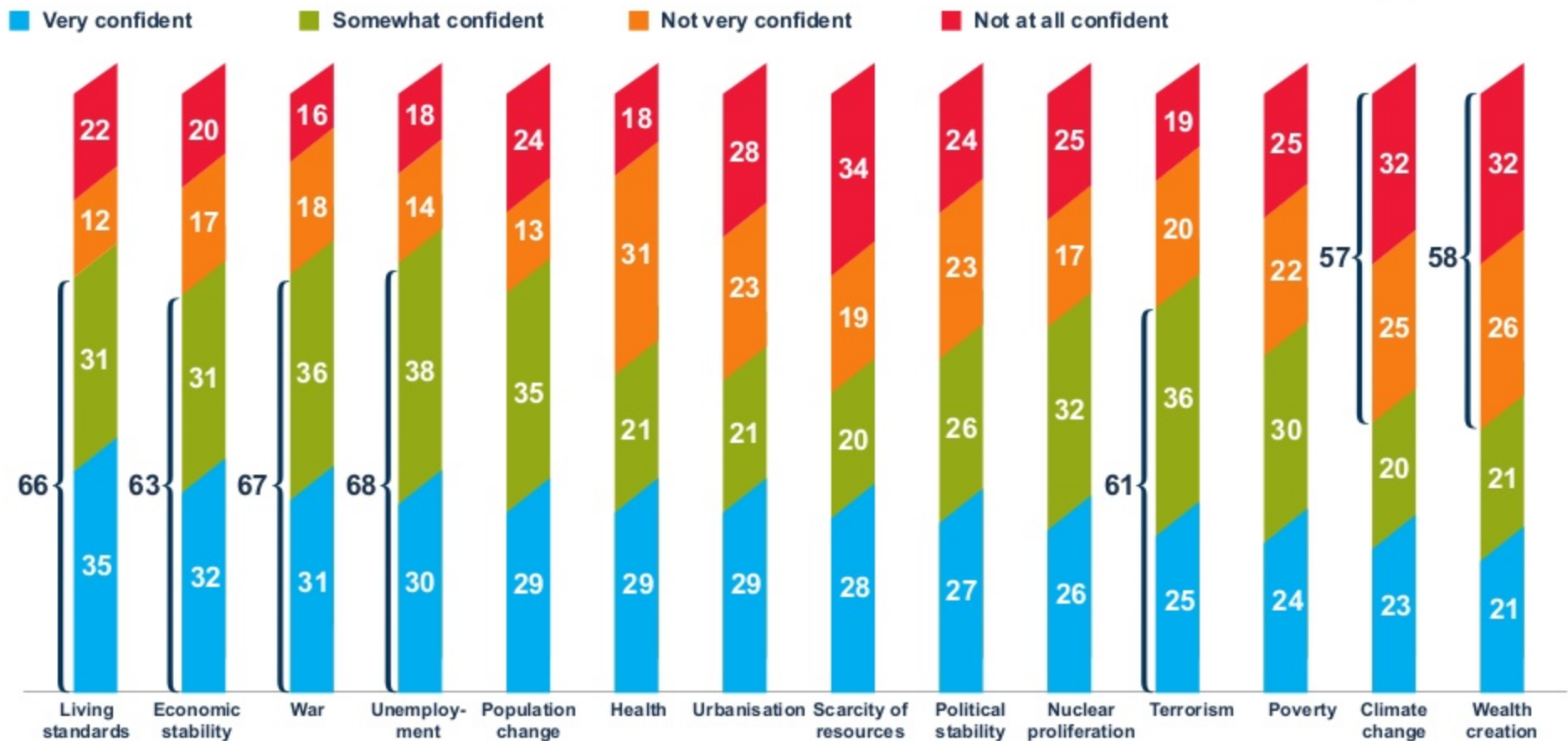


2

**YOUNGSTERS ARE CONFIDENT IN  
THEIR NATIONAL GOVERNMENTS' ABILITY  
TO DEAL WITH A WIDE RANGE OF ISSUES.  
CONFIDENCE IN THE LONG TERM IMPACT  
OF THE ARAB SPRING IS DROPPING**

# CONFIDENCE IN NATIONAL GOVERNMENTS' ABILITIES

How confident are you in your national governments' abilities to deal with the following issues?

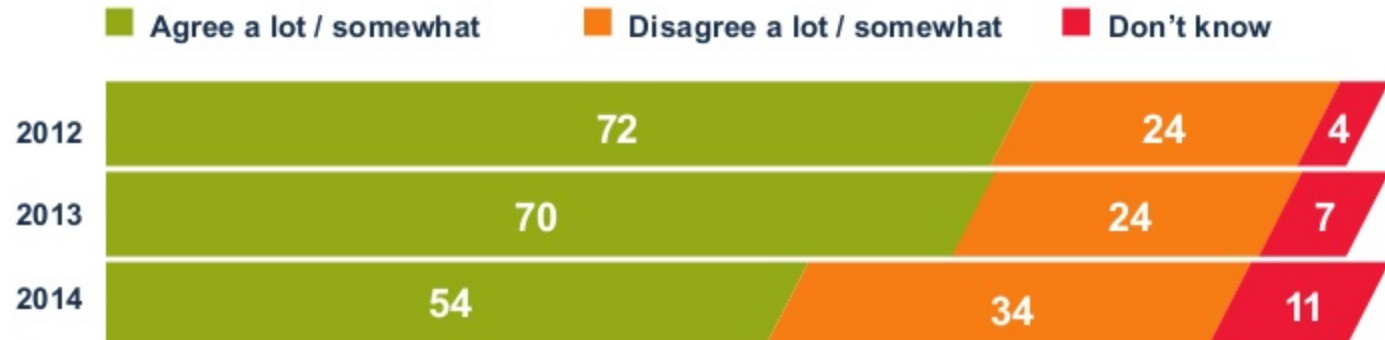




## IMPACT OF THE ARAB SPRING

How far do you agree or disagree with the following?

Following the  
uprisings across  
the Arab world,  
I feel the Arab  
world is better off



As a result  
of the uprising,  
I feel I will be  
better off in  
five years



3

**RISING LIVING COSTS AND  
UNEMPLOYMENT ARE THE BIGGEST  
CONCERNS FOR YOUTH ACROSS  
THE MIDDLE EAST**



## CONCERN ABOUT KEY ISSUES

How concerned would you say you are about each of the following issues?

(% Very concerned) (Top 5)

■ 2011 ■ 2012 ■ 2013 ■ 2014

### Rising cost of living



### Unemployment



### National economy \*



### Opportunities for women



### Threat of terrorism



\* New category in 2014

Base: Rebased to remove "Don't know"

## CONCERN ABOUT KEY ISSUES-GCC/NON-GCC SPLIT

How concerned would you say you are about each of the following issues?

(% Very concerned)

### Rising cost of living



### Unemployment

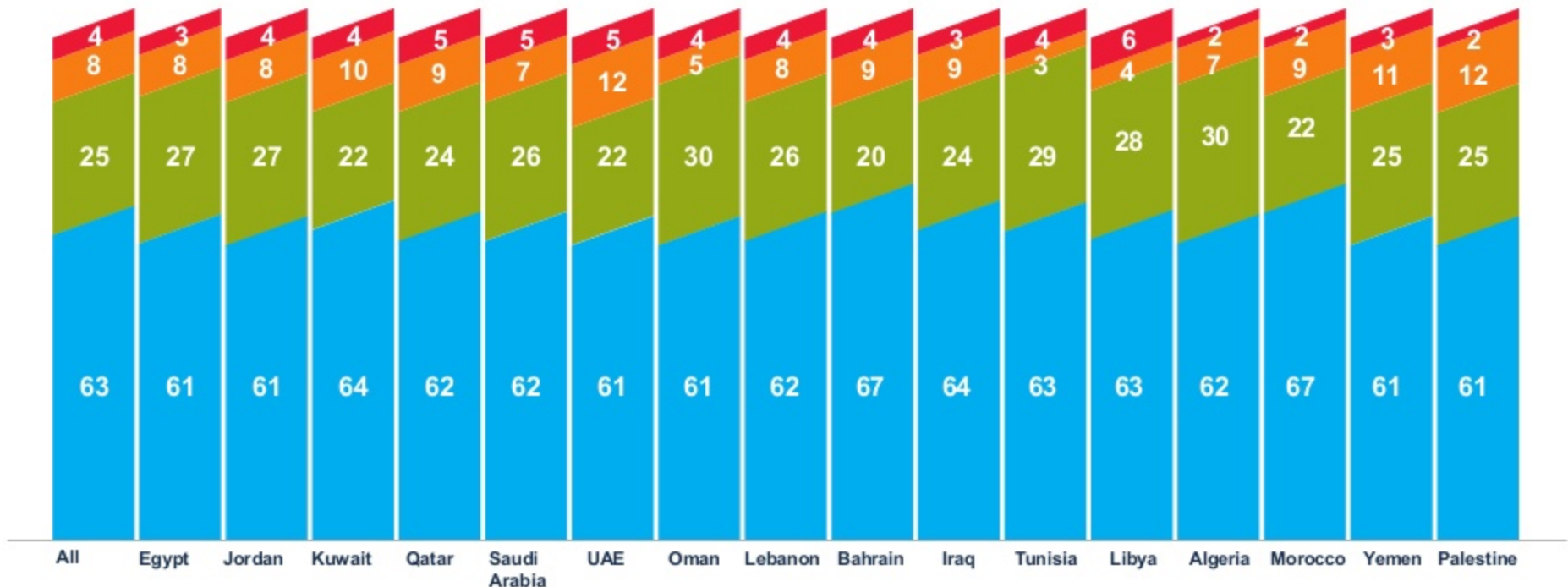




# CONCERN ABOUT THE RISING COST OF LIVING BY COUNTRY

How concerned would you say you are about the rising cost of living?

Very concerned    Somewhat concerned    Not very concerned    Not at all concerned



## CONCERN ABOUT UNEMPLOYMENT BY COUNTRY

How concerned would you say you are about each of the following issues?

Very concerned    Somewhat concerned    Not very concerned    Not at all concerned

