

Best Cities of The Middle East and North Africa

November 2010

Objective

- To understand the opinion of people living in the Middle East about the city they reside in.
- To assess the key cities in the Middle East on various aspects that have direct impact on the Quality of Life of its residents.
- To develop an overall index based on five parameters and to identify the Best Cities in the Middle East.

Demographic Background & Methodology

- **Age and Gender**
 - Adult males and females
 - Aged 18 plus years

- **Nationalities**
 - GCC Arabs, North Africans, Levant, Western Expats & Asians

- **Country of Residence**
 - GCC: UAE, KSA, Kuwait, Oman, Qatar, Bahrain
 - Levant: Lebanon, Syria, Jordan
 - North Africa: Egypt, Morocco, Algeria, Tunisia
 - Subcontinent: Pakistan*

* extremely low sample

- **Methodology**
 - Online data collection was done between 21st October to 7th November 2010. The total number of respondents achieved was 11,662.

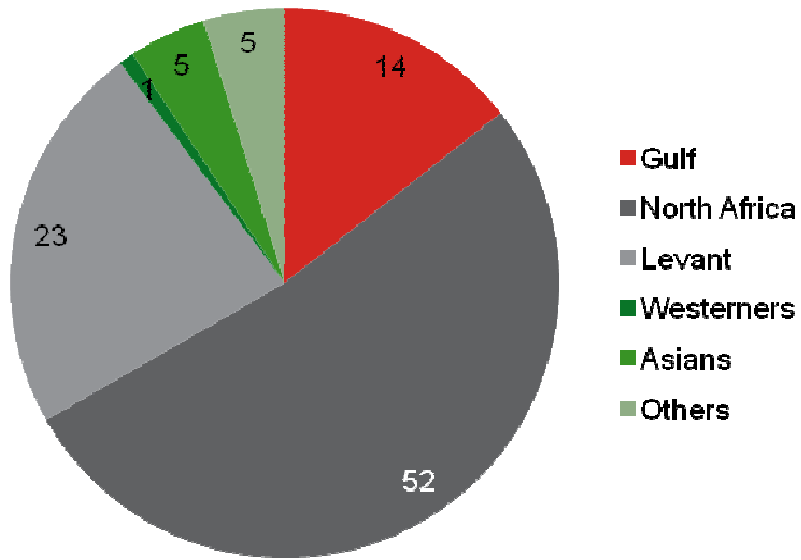
Calculation of Indices

- The overall index calculation is derived from two sets of questions pertaining to the importance of the chosen attributes and the performance of each city.
- Each attribute is weighted based on its aggregate importance relative to the other attributes. Category ratings are formed based on these weighted scores.
- The sum of category ratings forms the Overall City Score.
- City scores are then indexed based on the following formula:
$$\text{City Score (A) / Average of all City scores} * 100$$

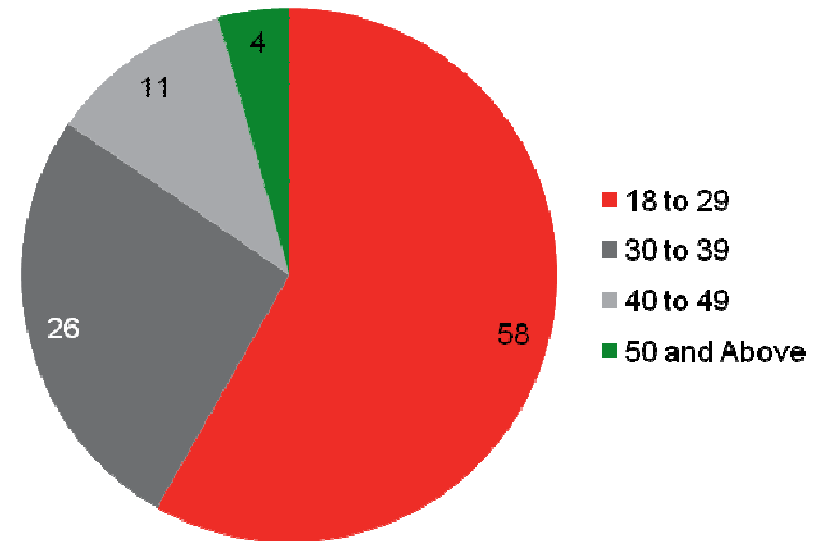
Respondent Profile

Demographics

Nationality



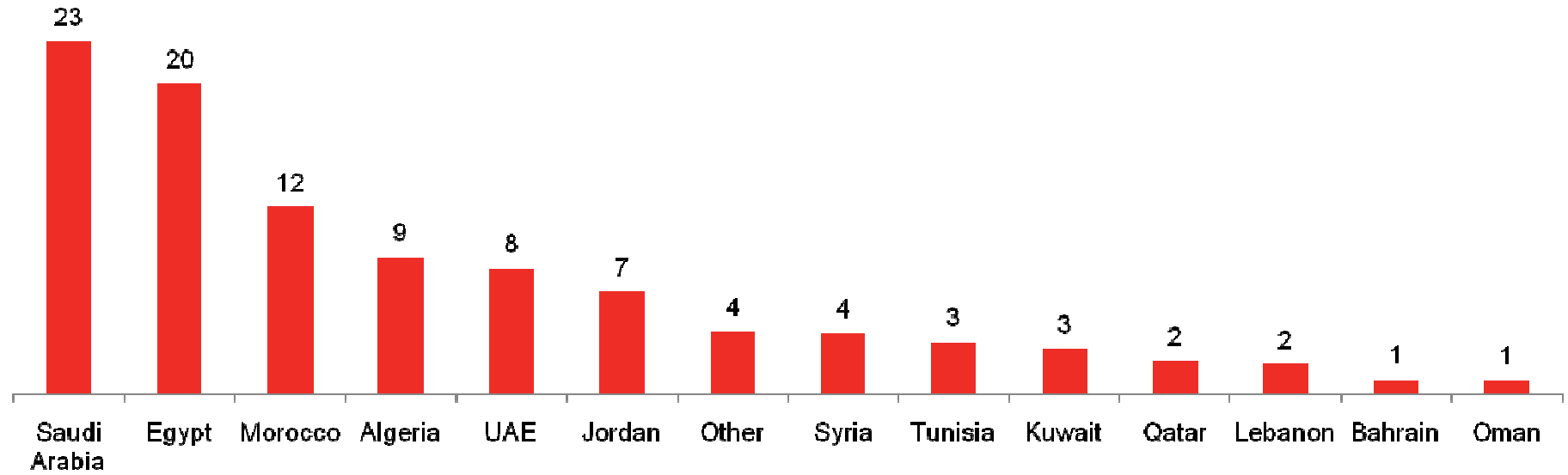
Age



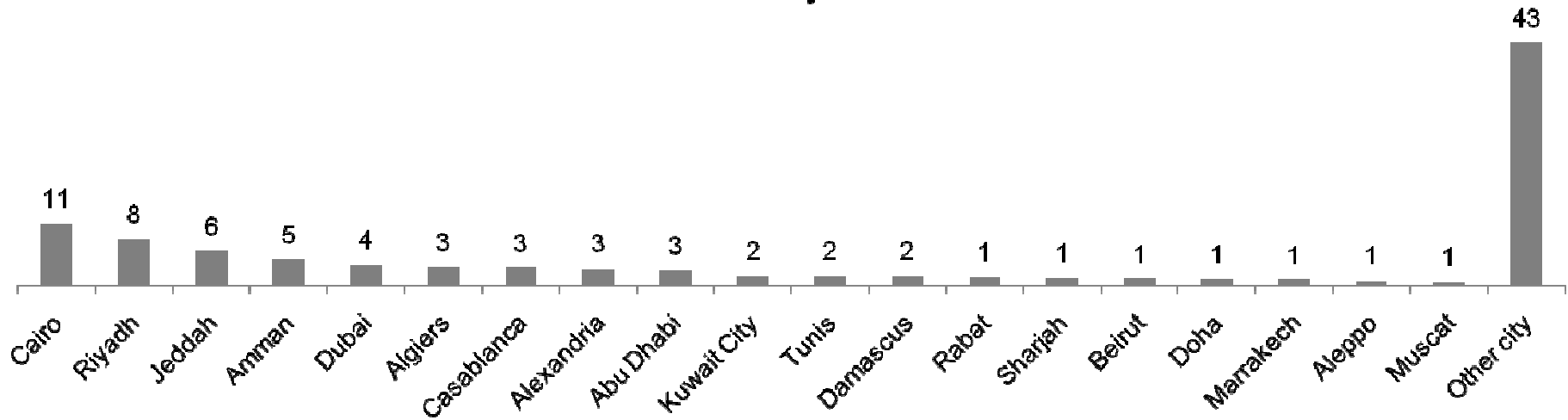
Base: Total: 11662

Demographics (cont'd)

Country of Residence



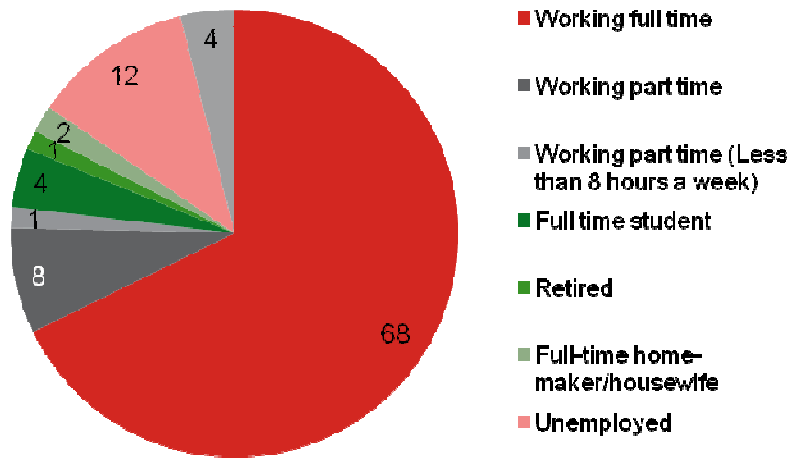
City



Base: Total: 11662

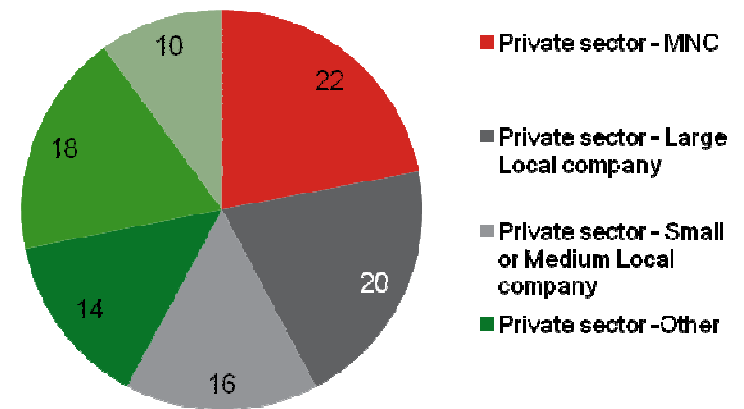
Demographics (cont'd)

Employment Status



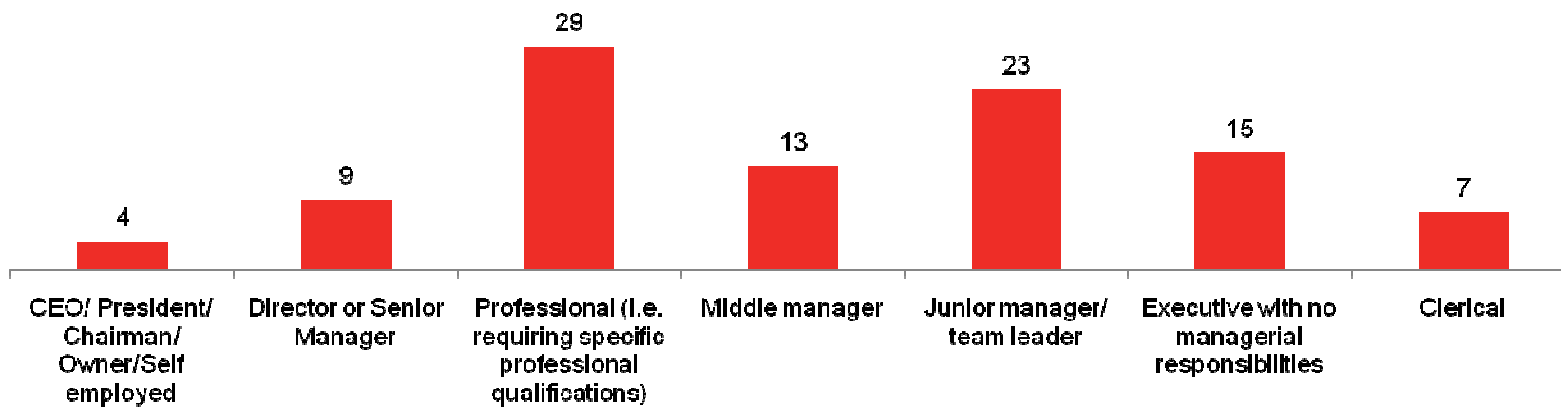
Base: Total: 11662

Sector



Base: Working: 8966

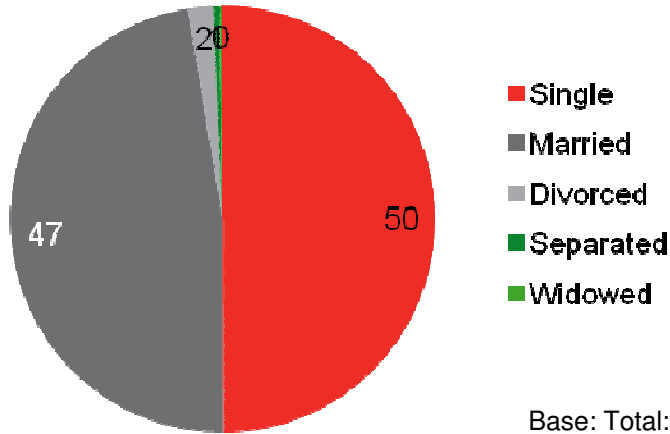
Designation



Base: Working: 8966

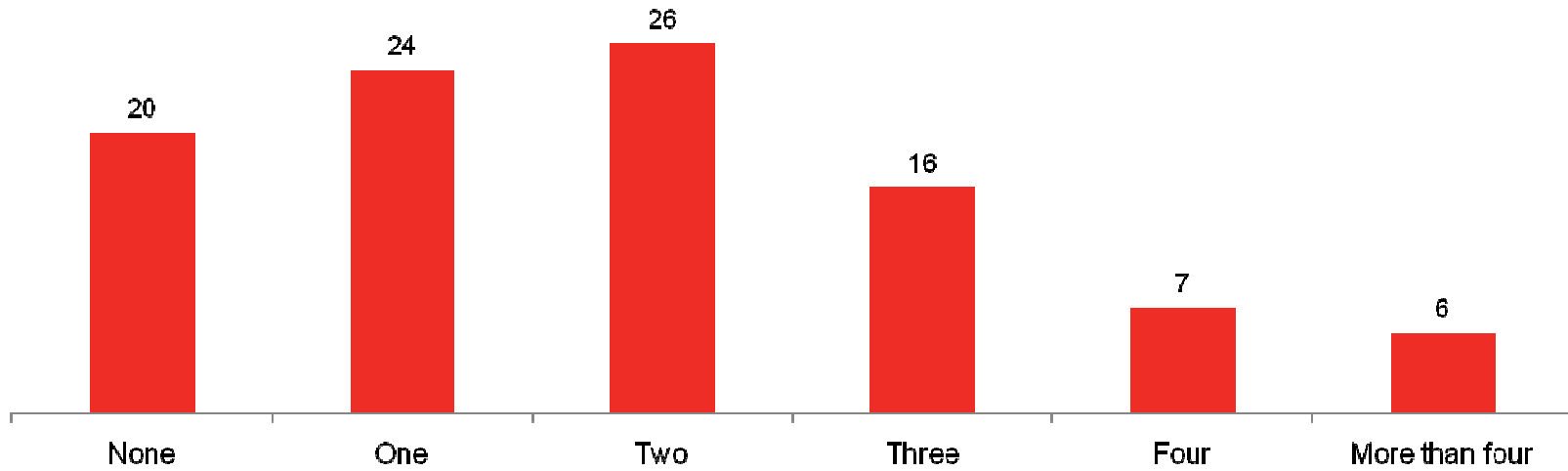
Demographics (cont'd)

Marital Status



Base: Total: 11662

Number of Children



Base: Married/Widowed/Separated: 5834

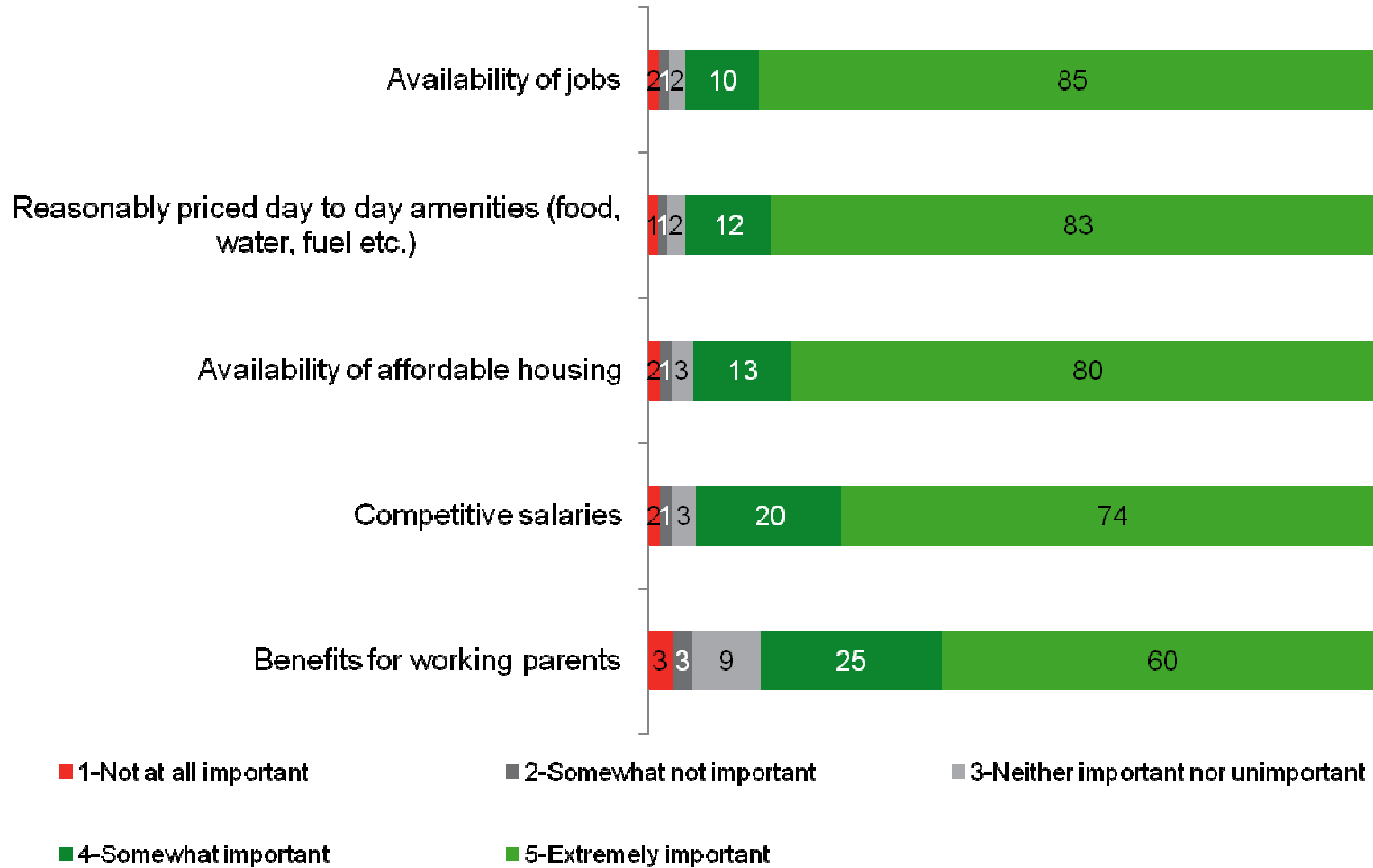
Economic Factors

What does it include?

- The Economic Factors consist of 5 key elements that could be related to a given individual's life in a city. Each of these elements plays a crucial role either directly or indirectly in shaping the overall quality of life. The elements used for this study are as follows:
 - Availability of Jobs
 - Competitive Salaries
 - Benefits for working parents
 - Availability of affordable housing
 - Reasonably priced day to day amenities

Overall Importance of the aspects

Availability of jobs and reasonably priced day to day amenities are the most important economic aspects closely followed by affordable housing.



Base: Total: 11662

Top 10 Cities

Cities that scored extremely well on Economic factors are:

- **Manama** (13.66)
- **Doha** (13.45)
- **Dubai** (13.21)
- **Abu Dhabi** (13.10)
- **Muscat** (12.82)
- **Riyadh** (12.51)
- **Sharjah** (12.07)
- **Kuwait City** (11.96)
- **Tunis** (11.90)
- **Jeddah** (11.77)

Labor Rights

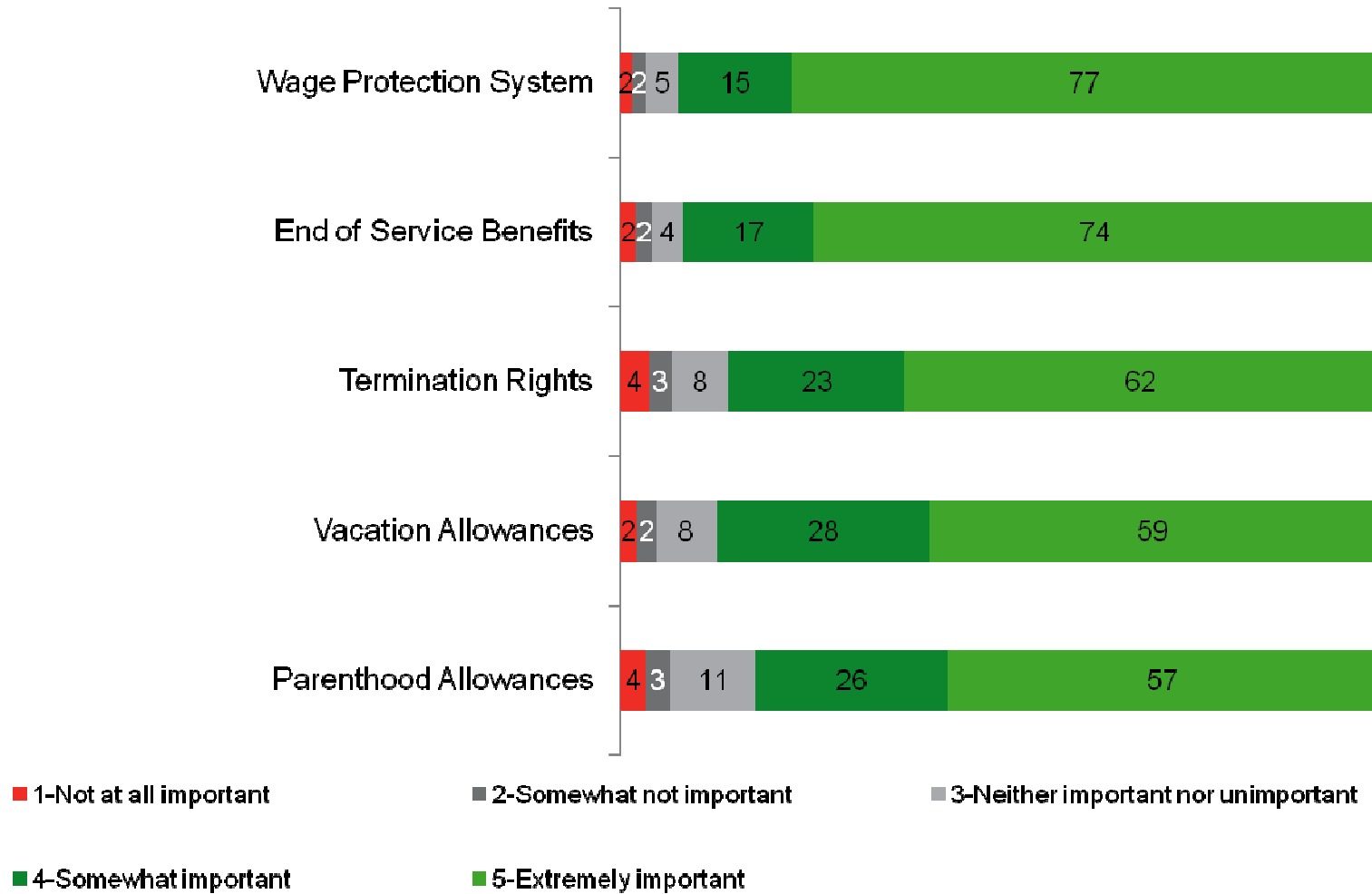
What does it include?

- Labor Rights consists of 5 key elements that could affect the lives of individuals in the city they reside in. They are not only crucial for the working population but they also have an indirect impact on the non-working population like housewives, children etc. They have been identified as follows:
 - End of Service Benefits
 - Termination Rights
 - Vacation Allowances
 - Parenthood Allowances
 - Wage protection System

Overall Importance of the aspects

Given below are some 'Labor Rights' related aspects that affect one's daily life. Could you please tell us how important they are to you.

Respondents of the GCC consider 'Wage protection system' and 'End of service benefits' extremely important.



Base: Total: 11662

Top 10 Cities

Cities that scored extremely well on Labor rights are:

- **Abu Dhabi** (13.96)
- **Manama** (13.88)
- **Muscat** (13.51)
- **Dubai** (13.22)
- **Tunis** (13.00)
- **Doha** (12.81)
- **Sharjah** (12.68)
- **Kuwait City** (12.66)
- **Rabat** (11.86)
- **Aleppo** (11.31)

Environmental Factors

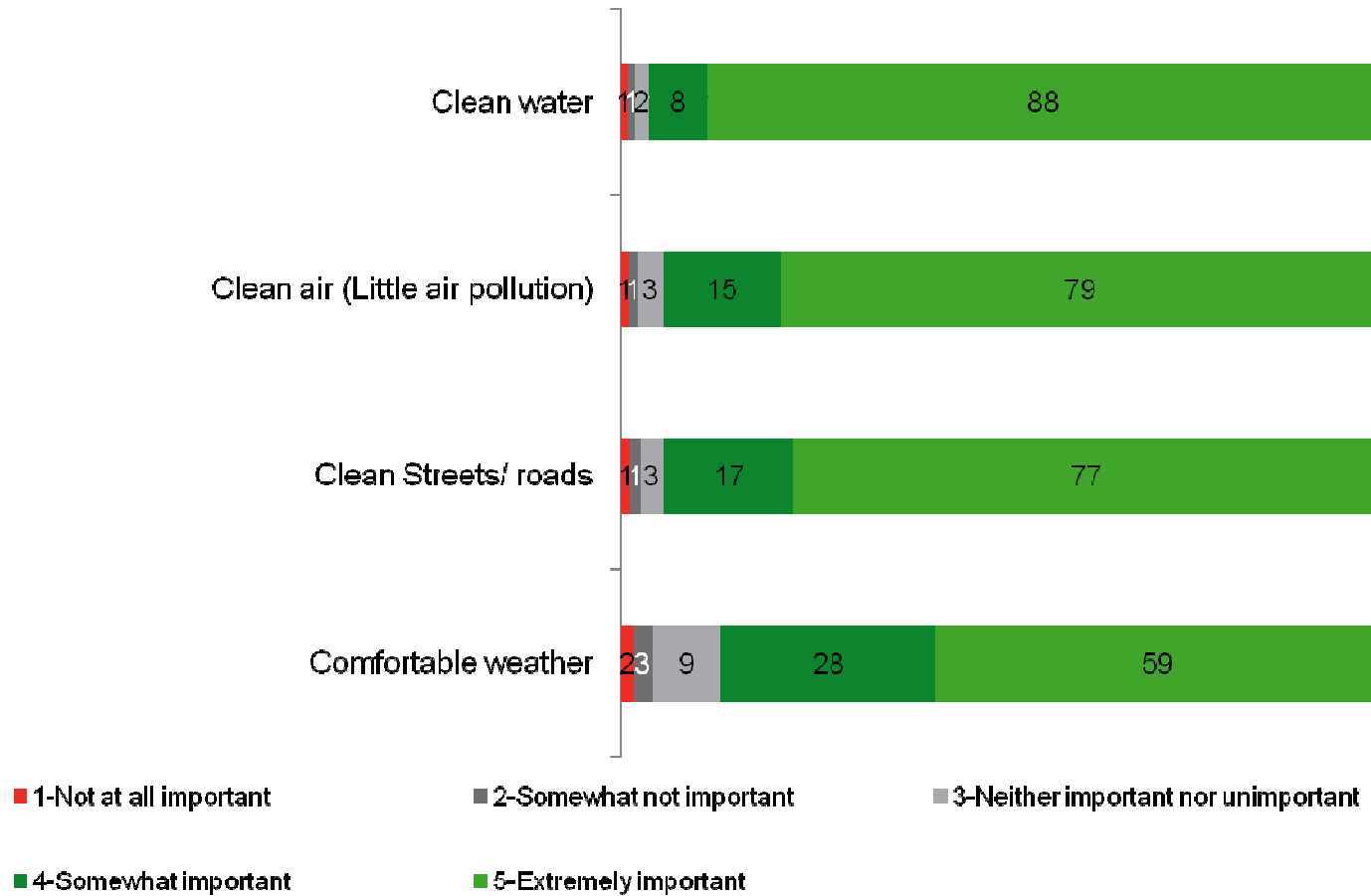
What does it include?

- The Environmental Factors form a set of important aspects related to comfort and cleanliness that affect the overall quality of life in a city. These include:
 - Clean Streets/ Roads
 - Comfortable Weather
 - Clean air (Little pollution)
 - Clean Water

Overall Importance of the aspects

Given below are some 'Environmental Factors' that affect one's daily life. Could you please tell us how important they are to you.

Clean water is most important with 88% giving it the top score.



Base: Total: 11662

Top 10 Cities

Cities that scored extremely well on Environmental factors are:

- **Muscat** (18.61)
- **Abu Dhabi** (17.92)
- **Marrakech** (17.79)
- **Dubai** (17.27)
- **Tunis** (17.09)
- **Manama** (16.66)
- **Rabat** (16.43)
- **Amman** (16.02)
- **Aleppo** (15.94)
- **Sharjah** (15.85)

Everyday Life Factors

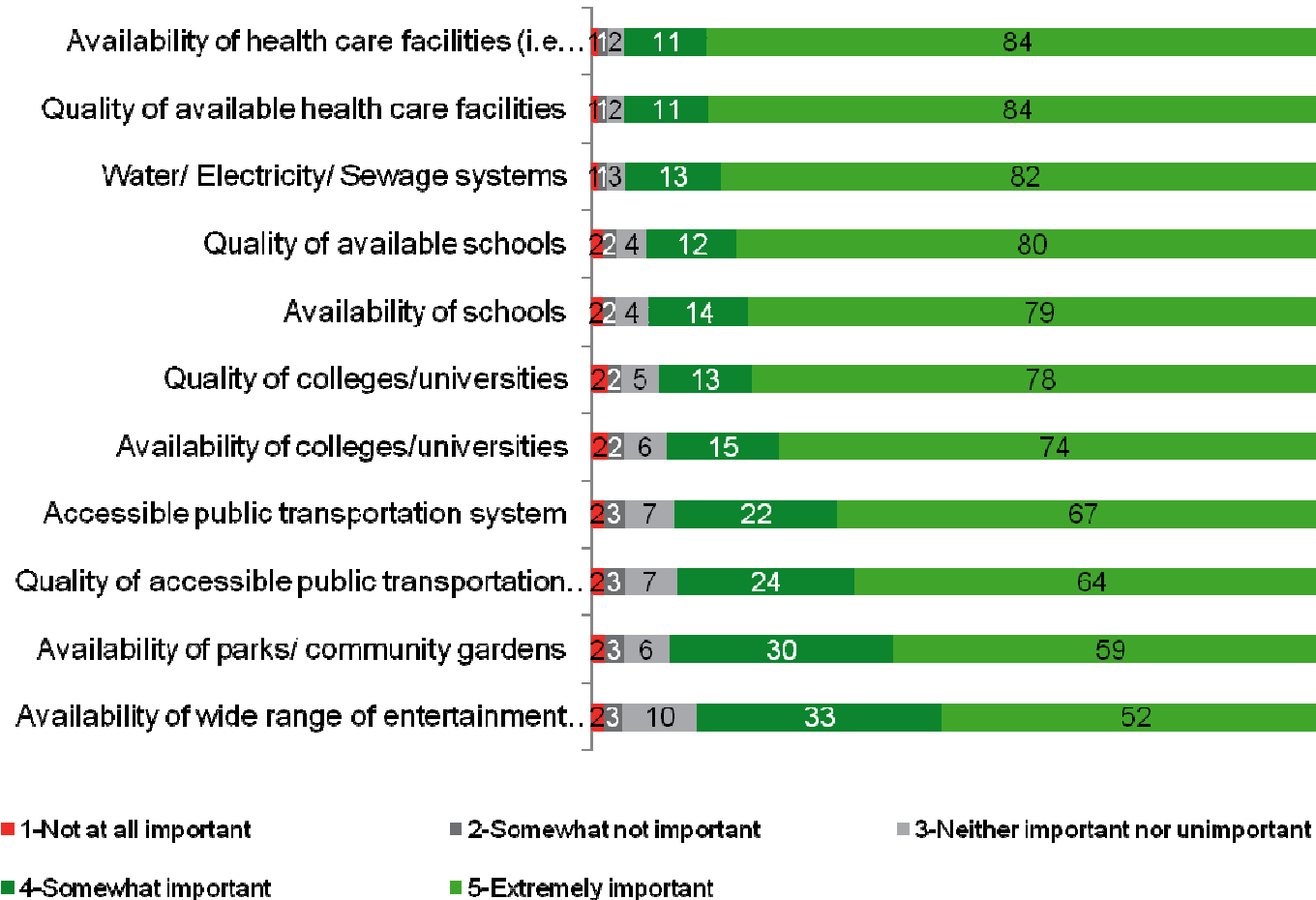
What does it include?

- The Everyday Life Elements take into account 11 diverse aspects that have a direct impact on the overall standard of life in a city.
 - Availability of parks/ community gardens
 - Availability of health care facilities (i.e. hospitals, qualified doctors)
 - Quality of available health care facilities
 - Water/ Electricity/ Sewage systems
 - Accessible public transportation system
 - Quality of accessible public transportation system
 - Availability of wide range of entertainment avenues (restaurants, cinemas, social activities etc.)
 - Availability of schools
 - Quality of available schools
 - Availability of colleges/universities
 - Quality of colleges/universities

Overall Importance of the aspects

Given below are some factors associated to one's day-to-day life. Could you please tell us how important they are to you.

Availability and Quality healthcare facilities is the foremost thing that people deem important.



Base: Total: 11662

Top 10 Cities

Cities that scored extremely well on Every day life factors are:

- **Abu Dhabi** (18.46)
- **Dubai** (18.42)
- **Tunis** (17.66)
- **Sharjah** (17.41)
- **Manama** (17.32)
- **Muscat** (17.31)
- **Kuwait City** (17.17)
- **Amman** (16.93)
- **Beirut** (16.39)
- **Marrakech** (16.29)

Socio-Cultural Factors

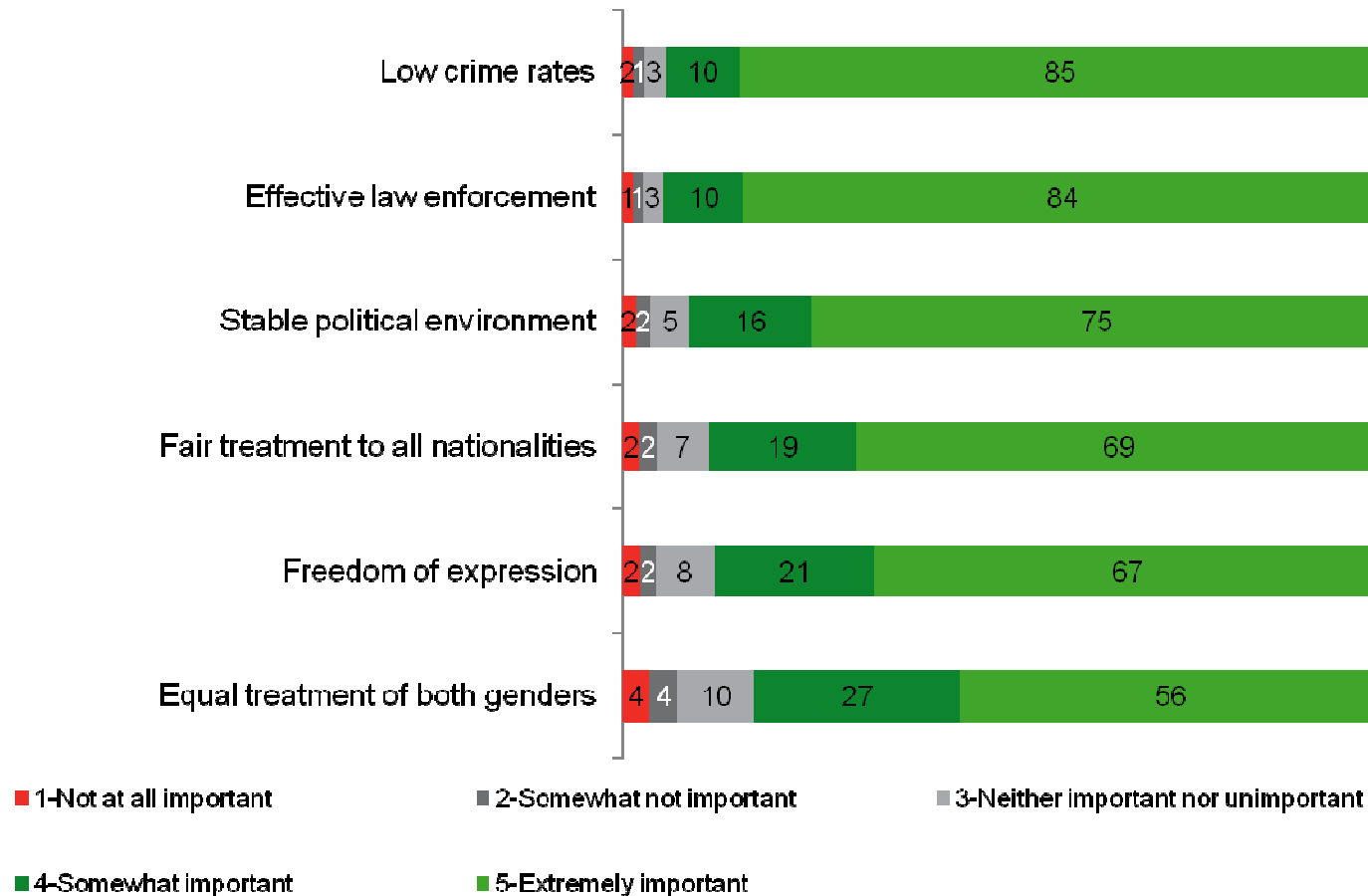
What does it include?

- The Socio-Cultural Factors are forces within cultures, societies and cities that affect the thoughts, feelings and behaviors of individuals who are a part of them. They are as follows:
 - Equal treatment of both genders
 - Fair treatment to all nationalities
 - Stable political environment
 - Low crime rates
 - Effective law enforcement
 - Freedom of expression

Overall Importance of the aspects

Given below are some 'Socio-Cultural Factors' that affect one's daily life. Could you please tell us how important they are to you.

Having Low Crime rates and Effective Law enforcement is extremely important.



Base: Total: 11662

Top 10 Cities

Cities that scored extremely well on Socio-Cultural factors are:

- **Abu Dhabi** (17.76)
- **Muscat** (17.62)
- **Sharjah** (17.29)
- **Tunis** (17.04)
- **Dubai** (16.92)
- **Damascus** (16.49)
- **Manama** (16.31)
- **Doha** (16.03)
- **Amman** (15.86)
- **Aleppo** (15.50)

Overall Top 10

Best Cities of Middle East (1-5)



Abu Dhabi – 115



Muscat – 113



Dubai – 112



Manama – 110



Tunis – 109

Best Cities of Middle East (6-10)



Sharjah– 107



Doha– 105



Kuwait City– 100



Marrakech– 100



Amman– 100

Appendix

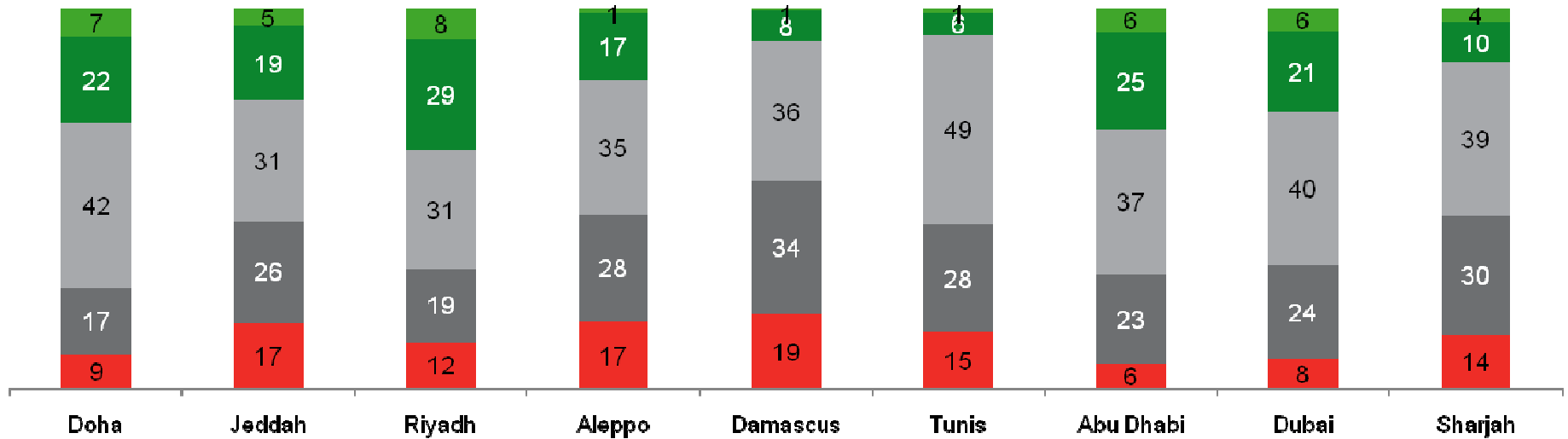
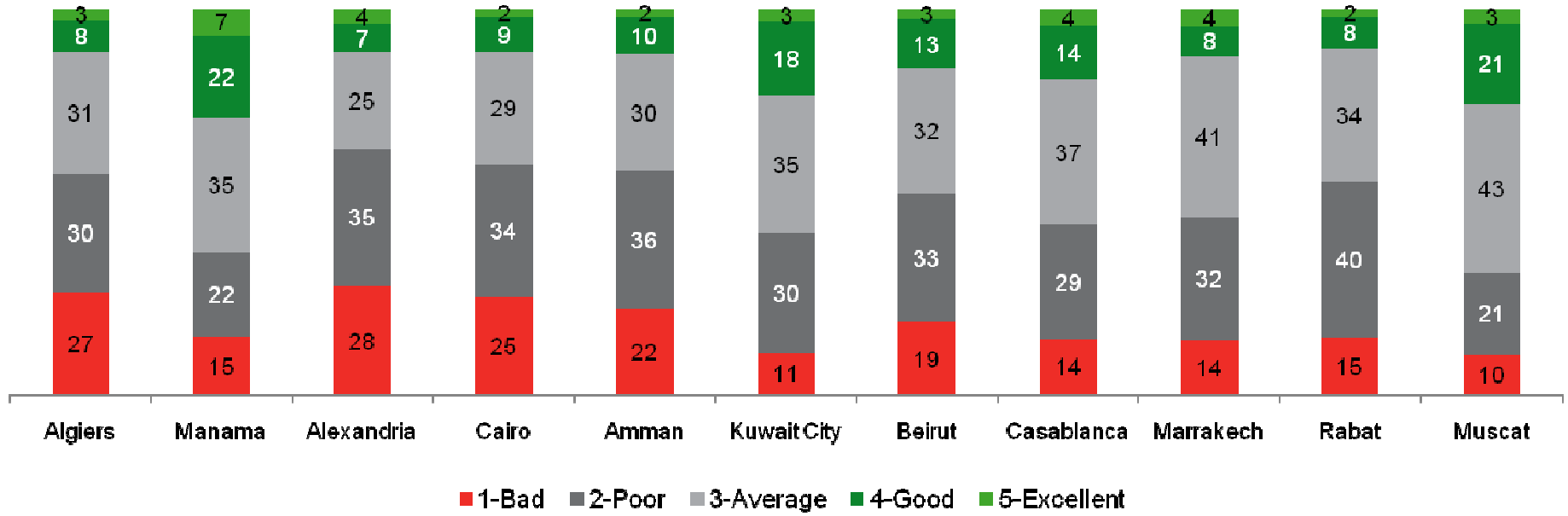
Appendix Details

- The following section contains the individual ratings given to each city on all of the 5 parameters.
- The order of the cities in the charts that follow is as below:
 - Algeria: Algiers
 - Bahrain: Manama
 - Egypt: Alexandria, Cairo
 - Jordan: Amman
 - Kuwait: Kuwait City
 - Lebanon: Beirut
 - Morocco: Casablanca, Marrakech, Rabat
 - Oman: Muscat
 - Qatar: Doha
 - KSA: Jeddah, Riyadh
 - Syria: Aleppo, Damascus
 - Tunisia: Tunis
 - UAE: Abu Dhabi, Dubai, Sharjah
- *The base size in this section only included residents of the cities listed above*

Note: In the following charts, the data only represents the 5 point scale and does not include the option of 'Don't know/ Not applicable'. Hence the total for each bar (city) might not total to 100%.

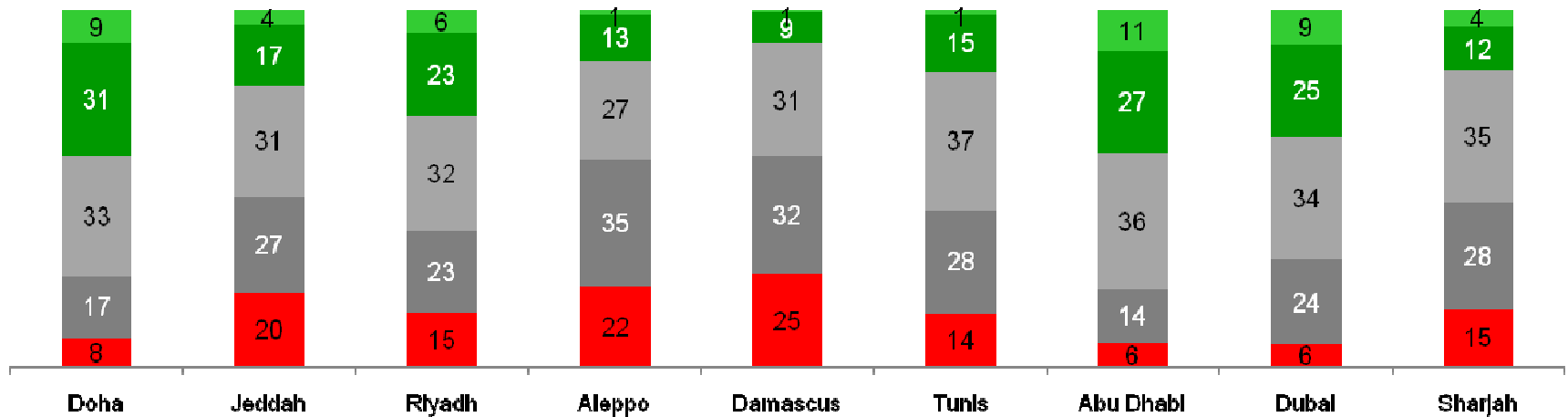
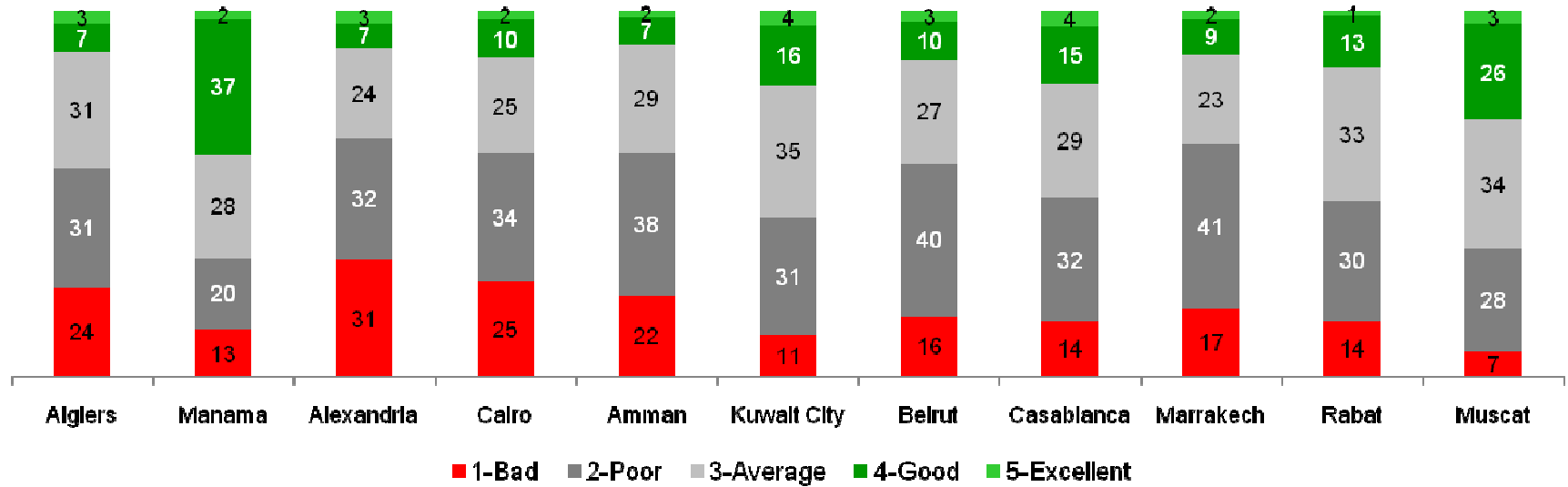
Economic Factors

Availability of Jobs



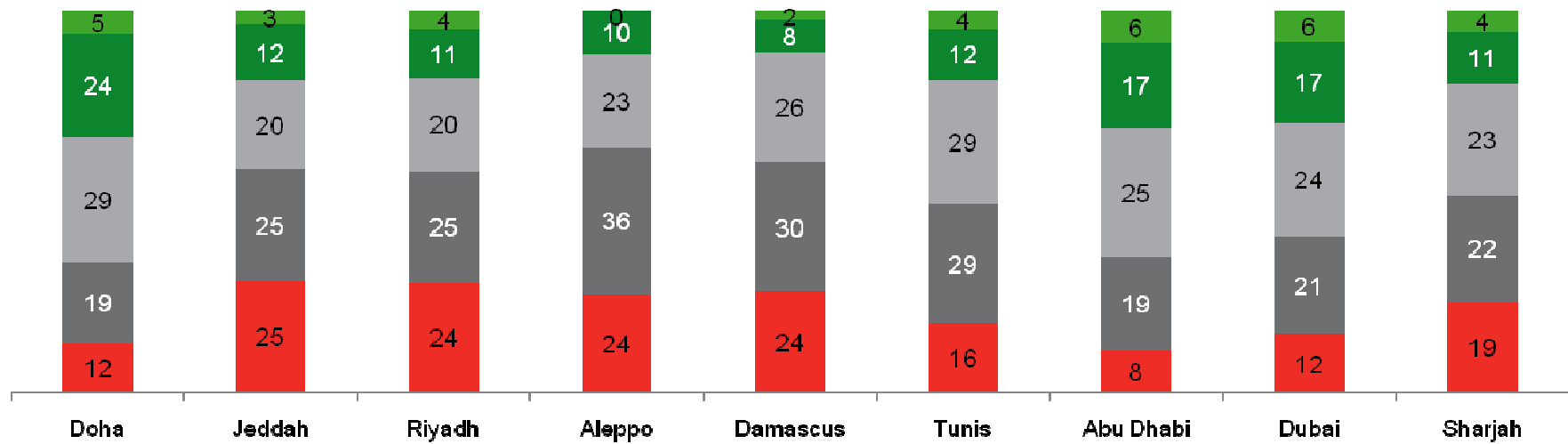
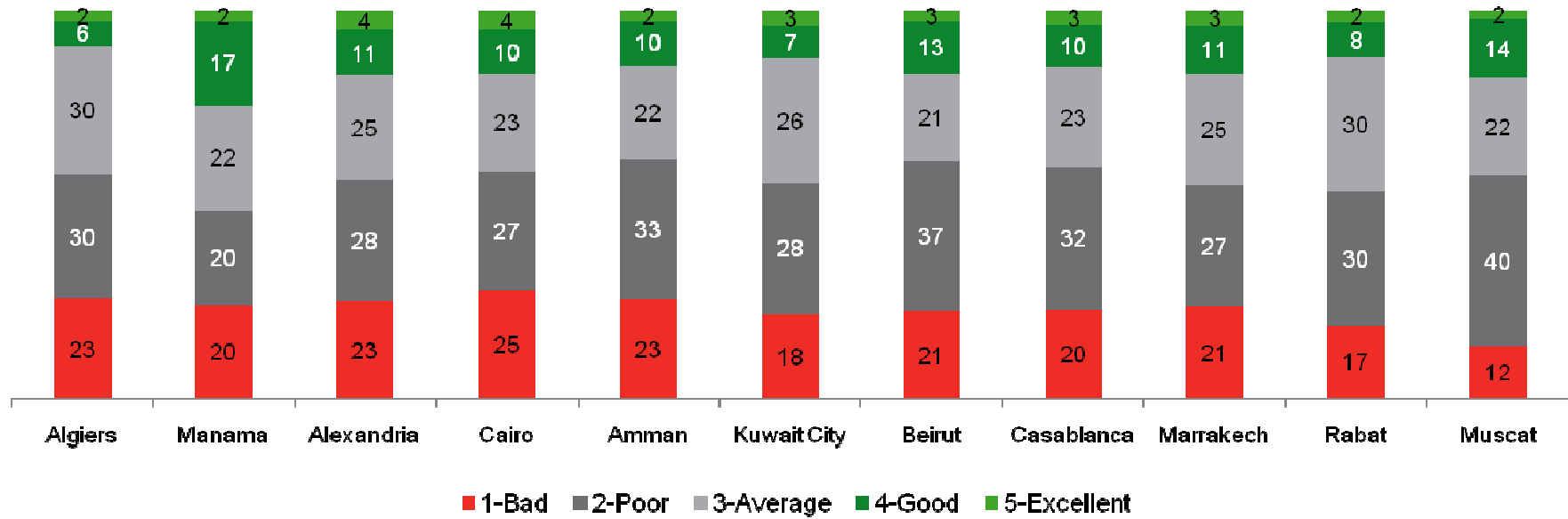
Base: Residents : 6599

Competitive Salaries



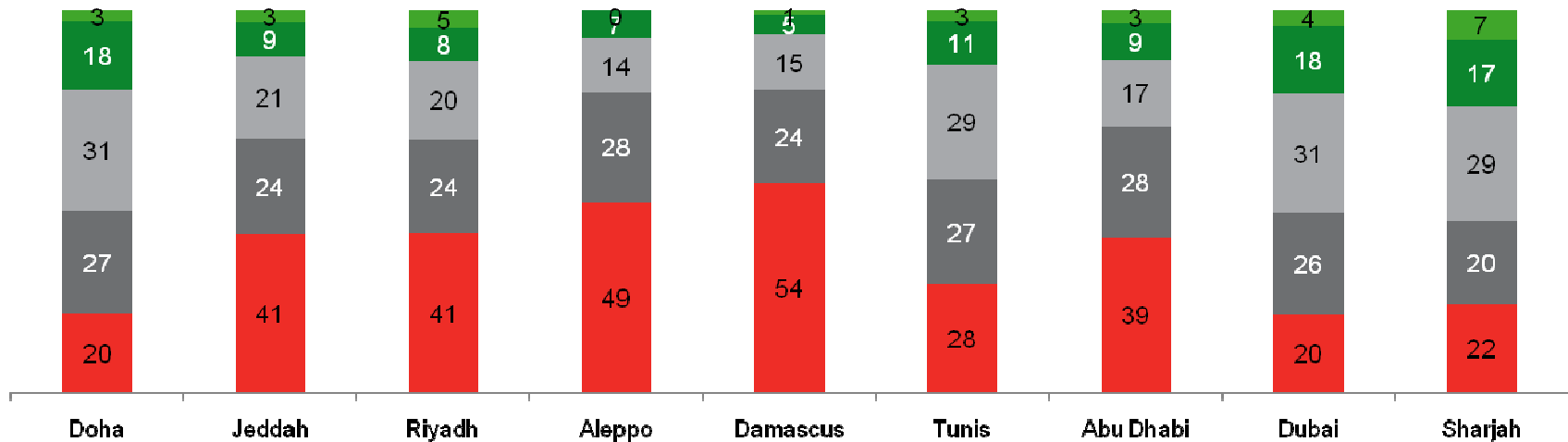
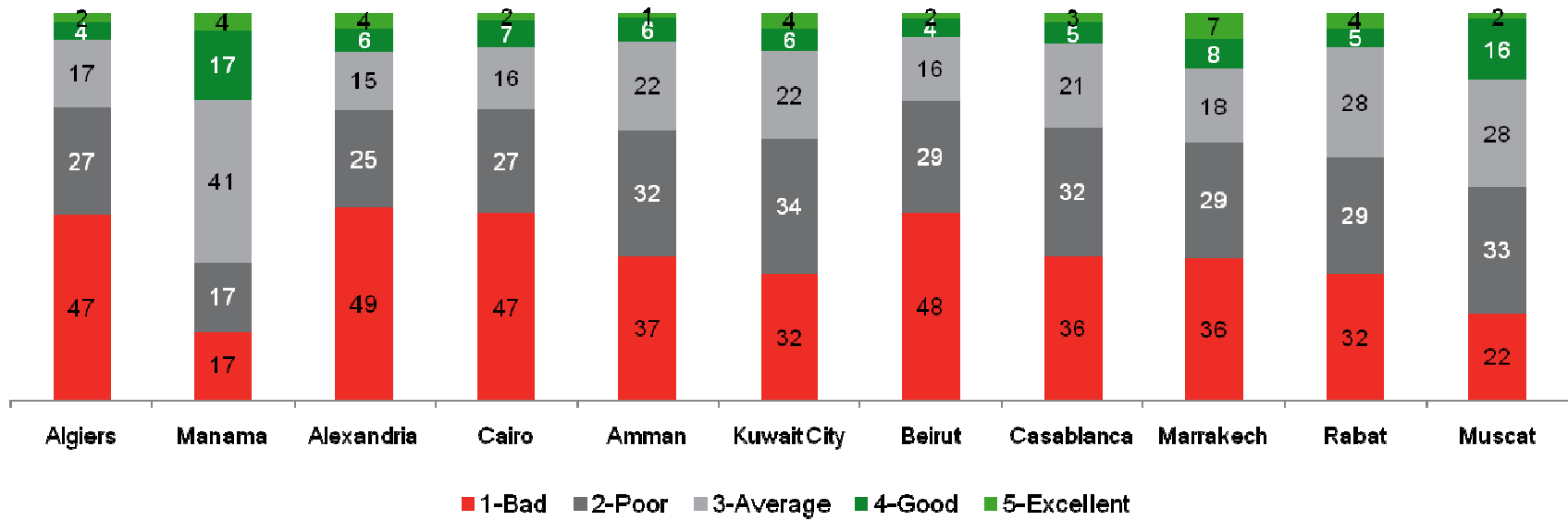
Base: Residents : 6599

Benefits for Working Parents



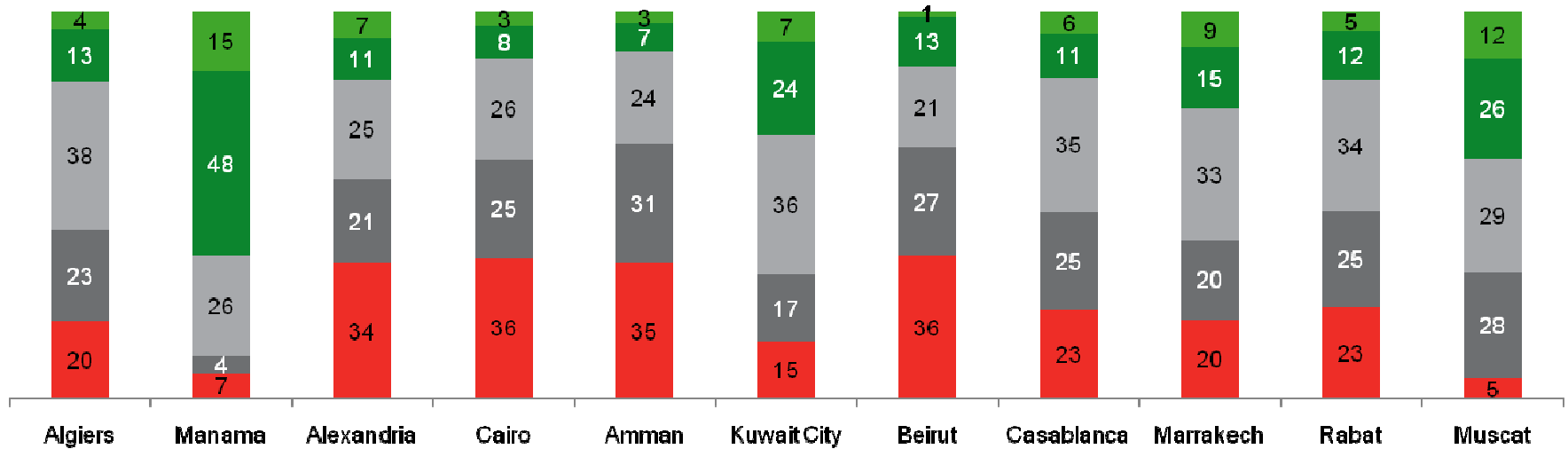
Base: Residents : 6599

Availability of affordable housing

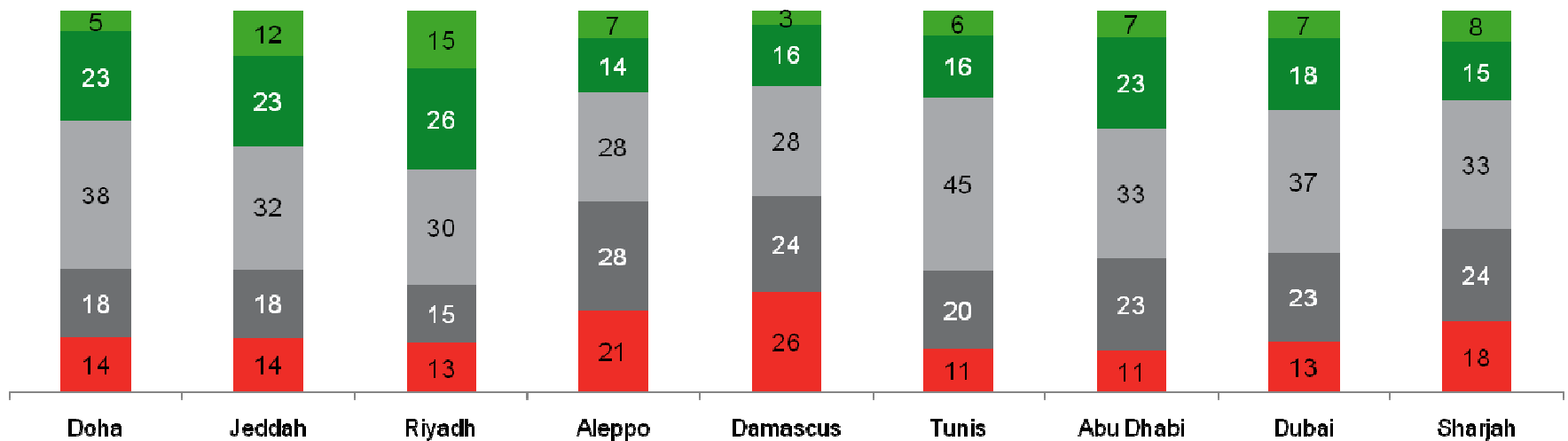


Base: Residents : 6599

Reasonably priced day to day amenities (food, water, fuel etc.)



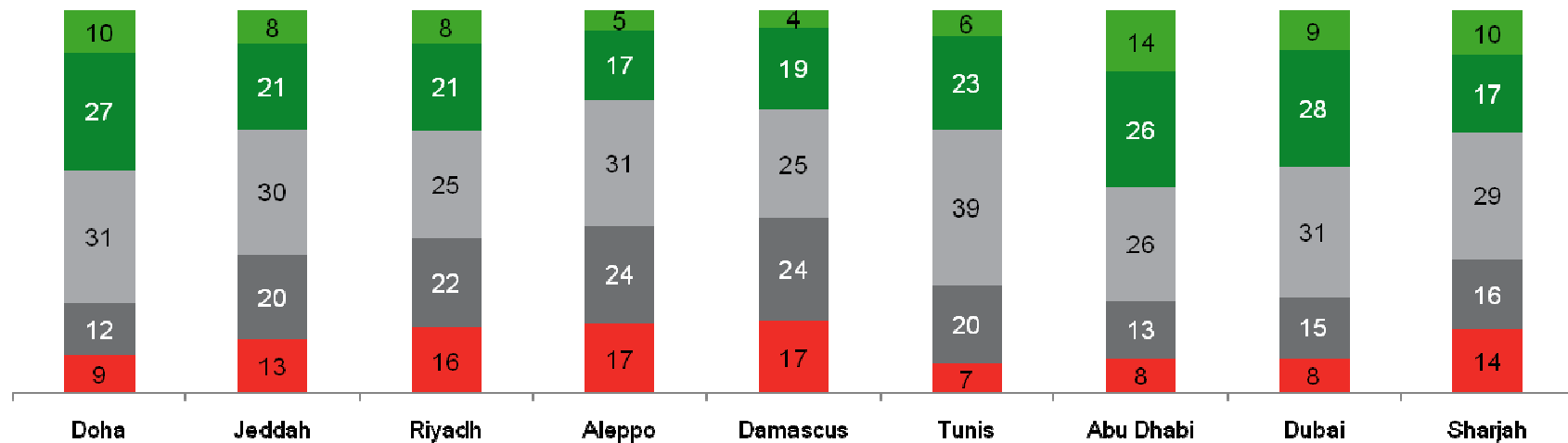
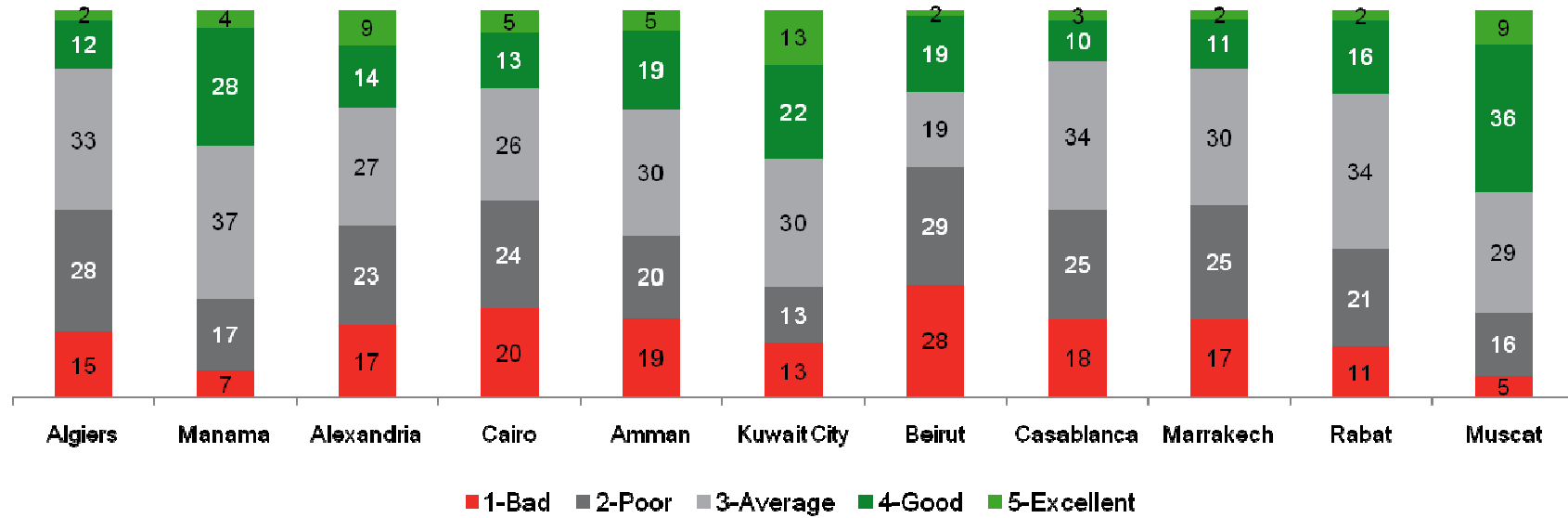
■ 1-Bad ■ 2-Poor ■ 3-Average ■ 4-Good ■ 5-Excellent



Base: Residents : 6599

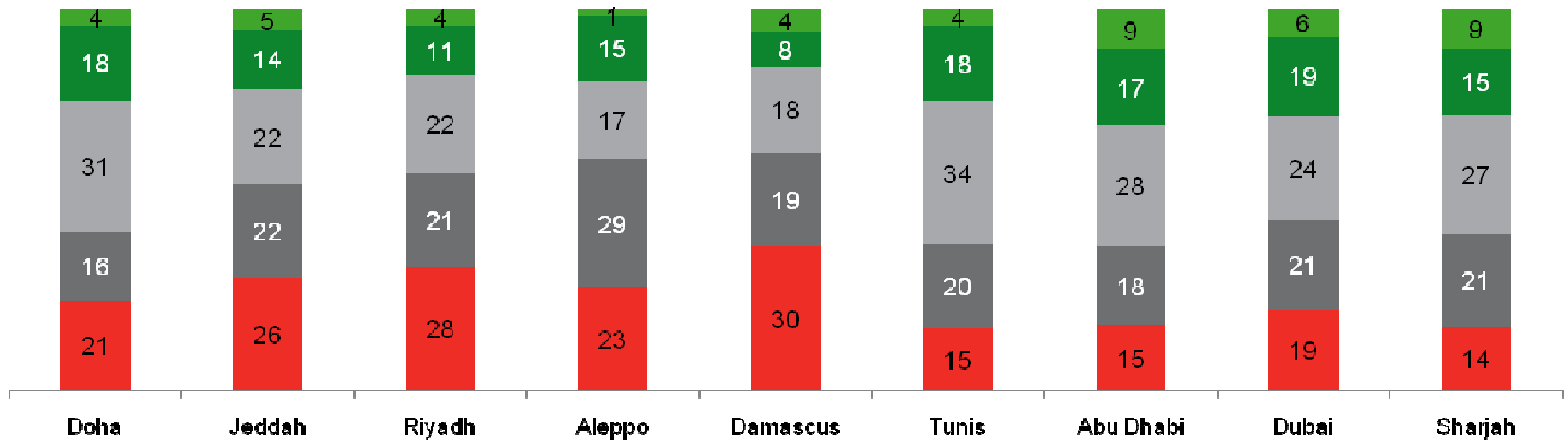
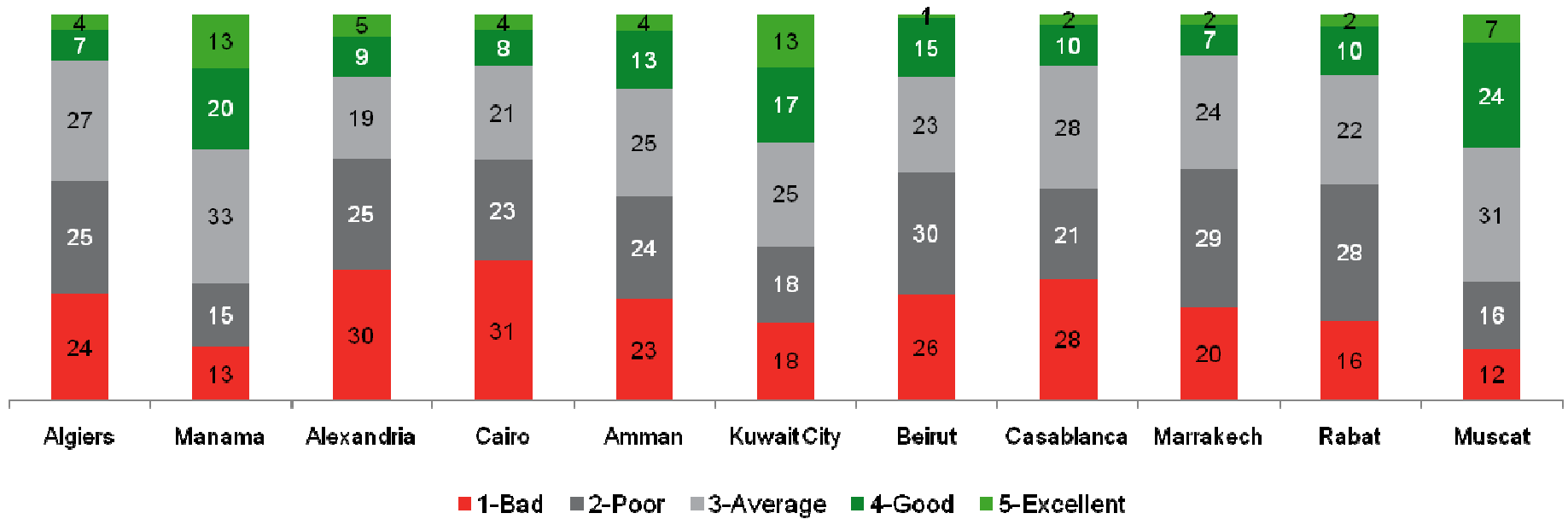
Labor Rights

End of Service Benefits

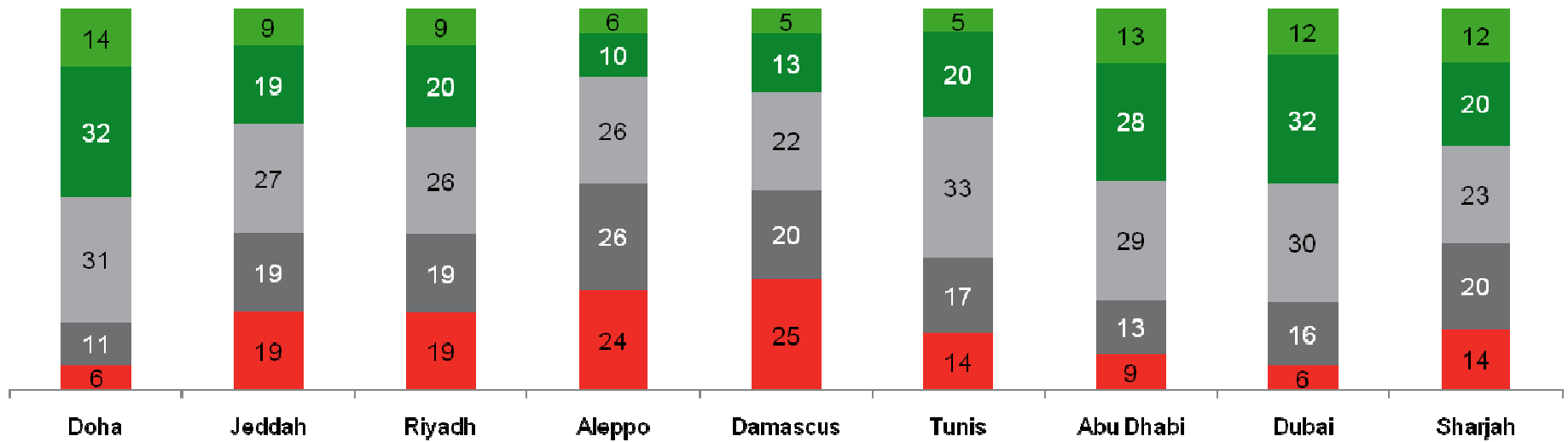
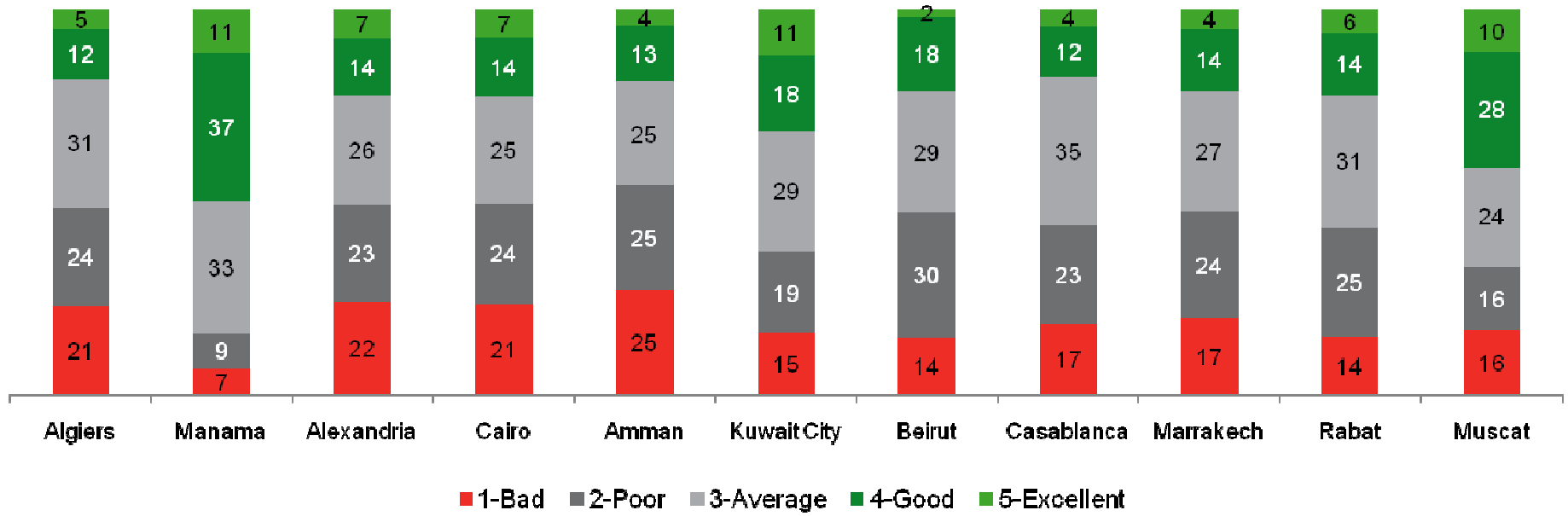


Base: Residents : 6599

Termination Rights

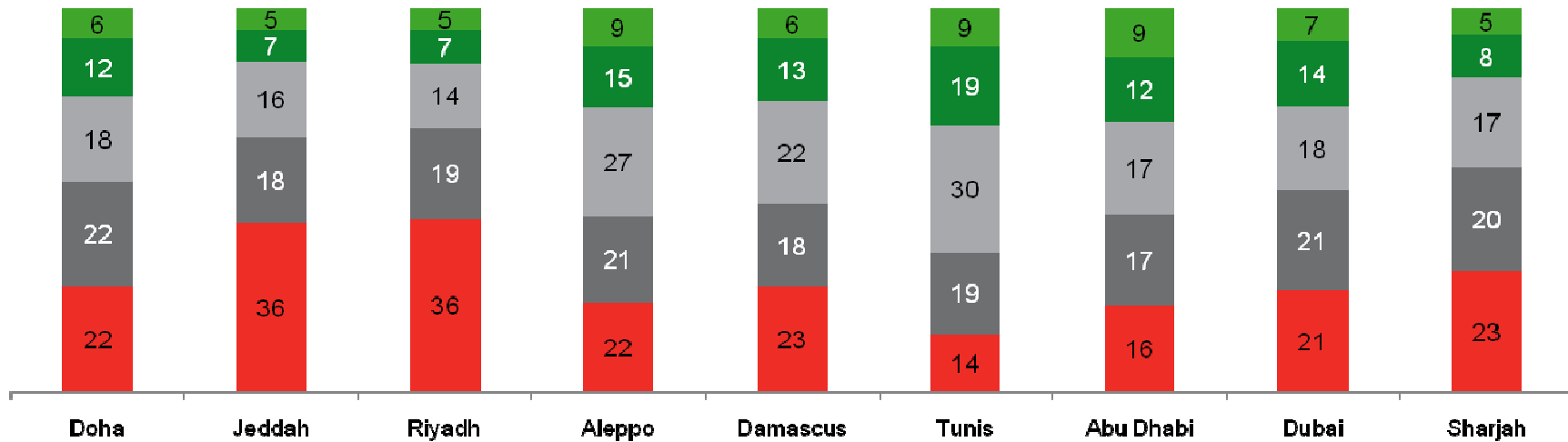
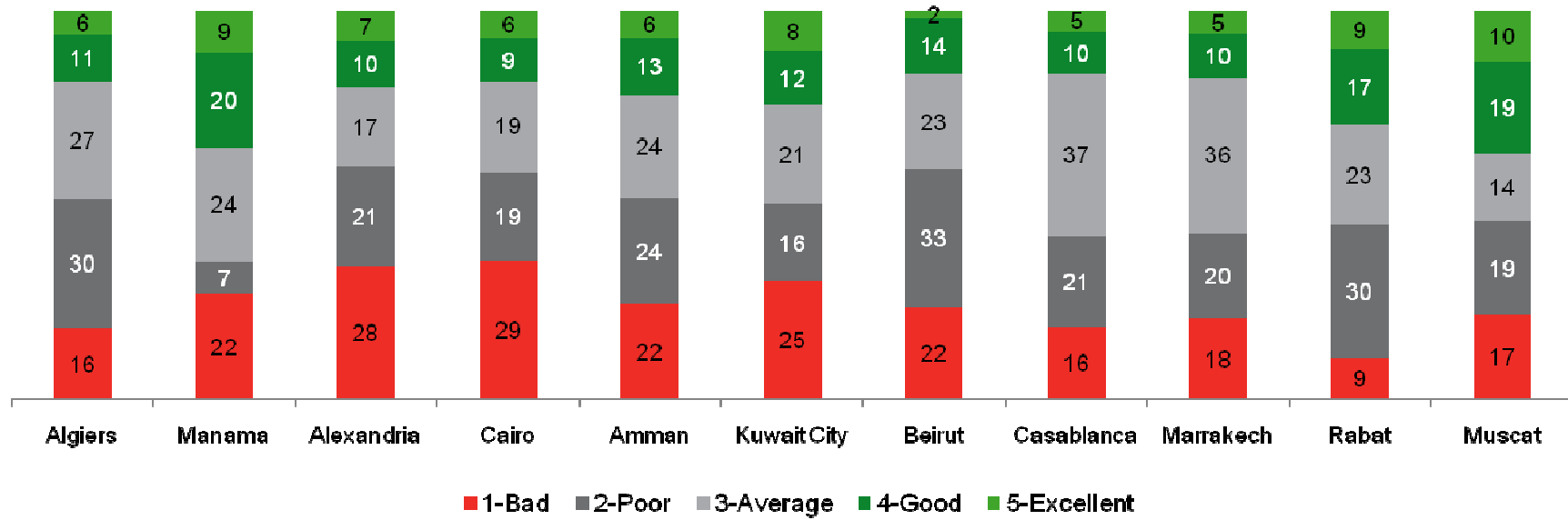


Vacation Allowances



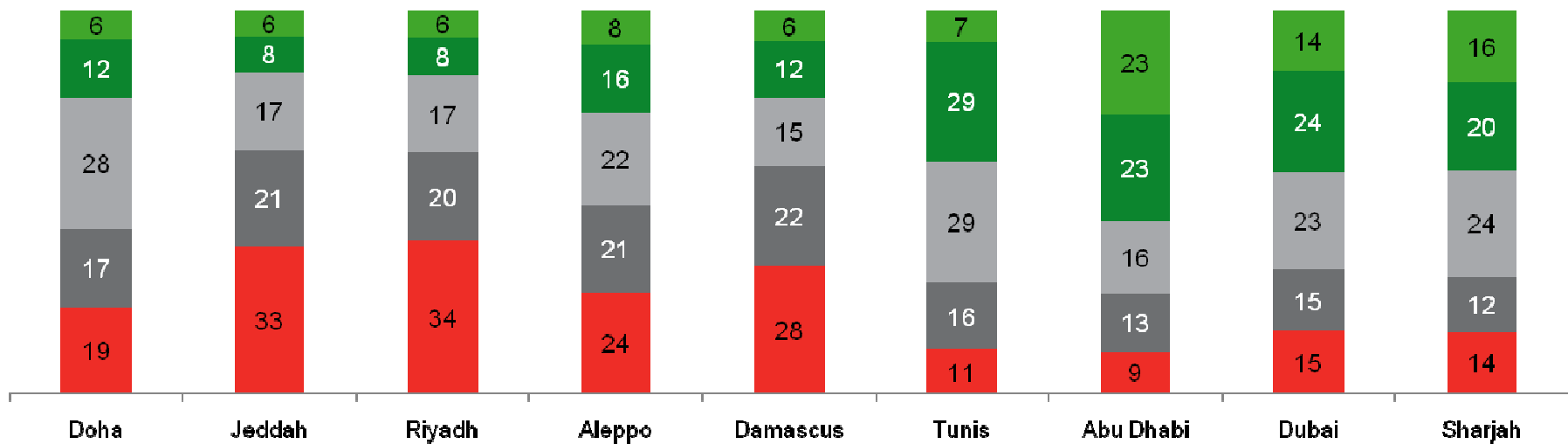
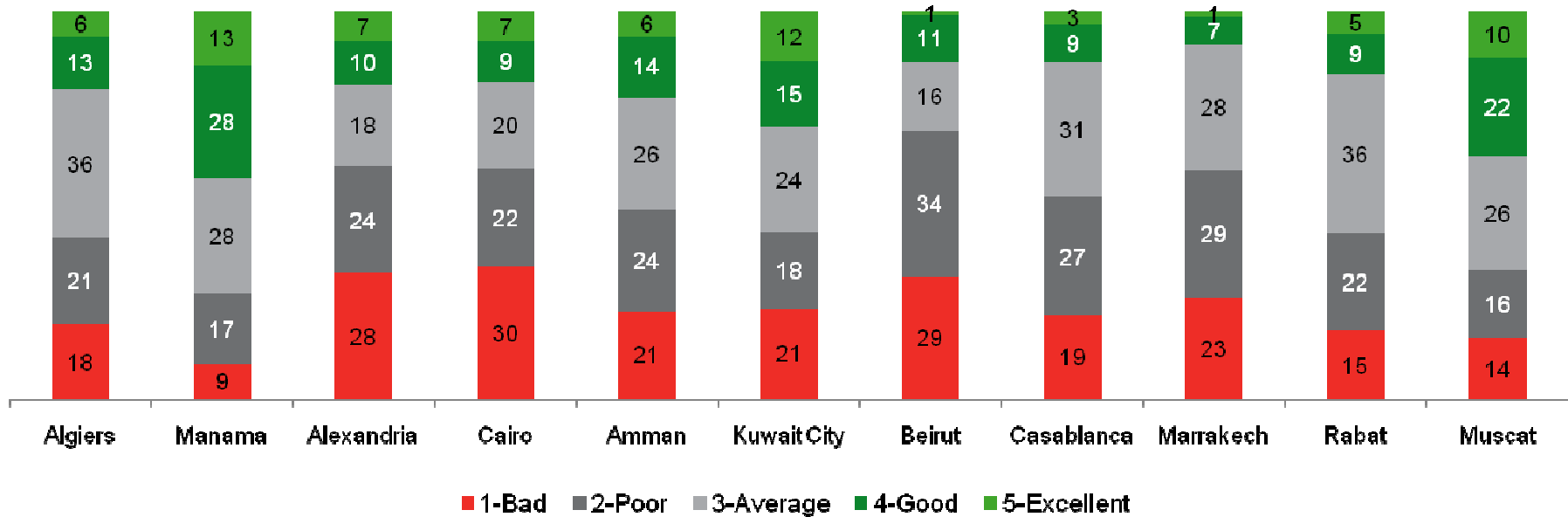
Base: Residents : 6599

Parenthood Allowances



Base: Residents : 6599

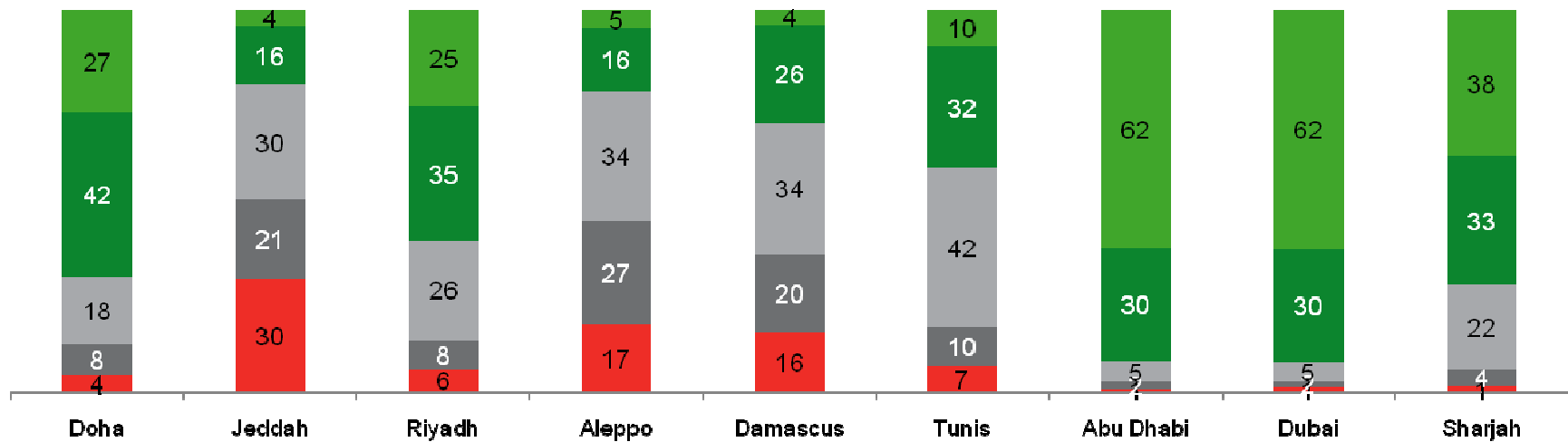
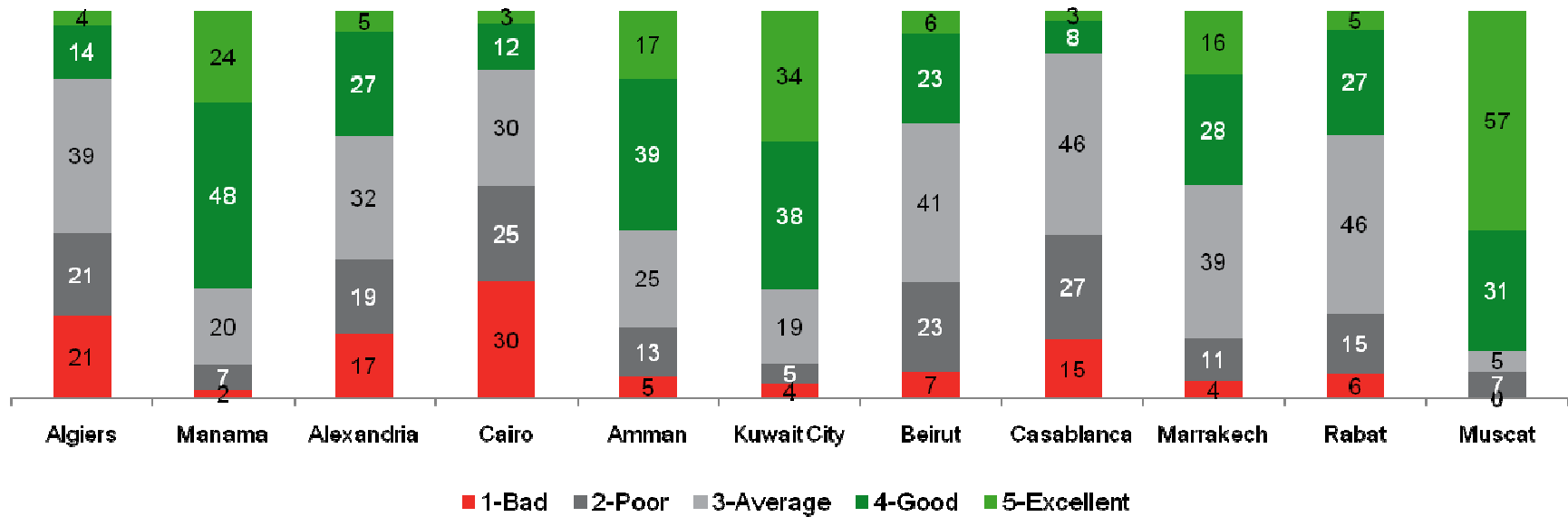
Wage Protection System



Base: Residents : 6599

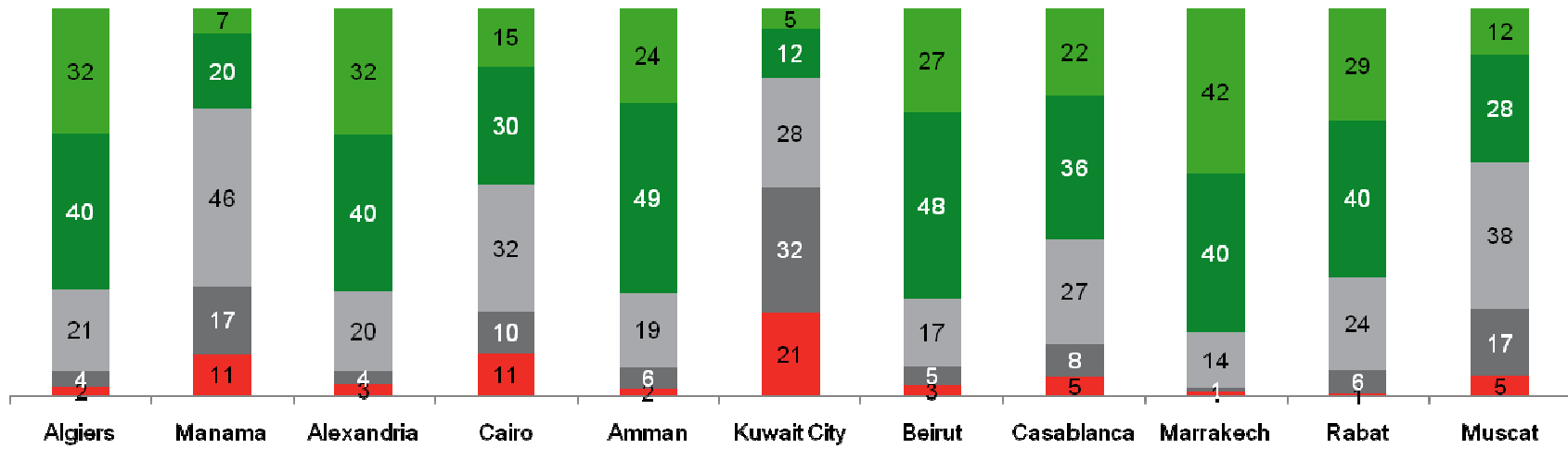
Environmental Factors

Clean Streets/ Roads

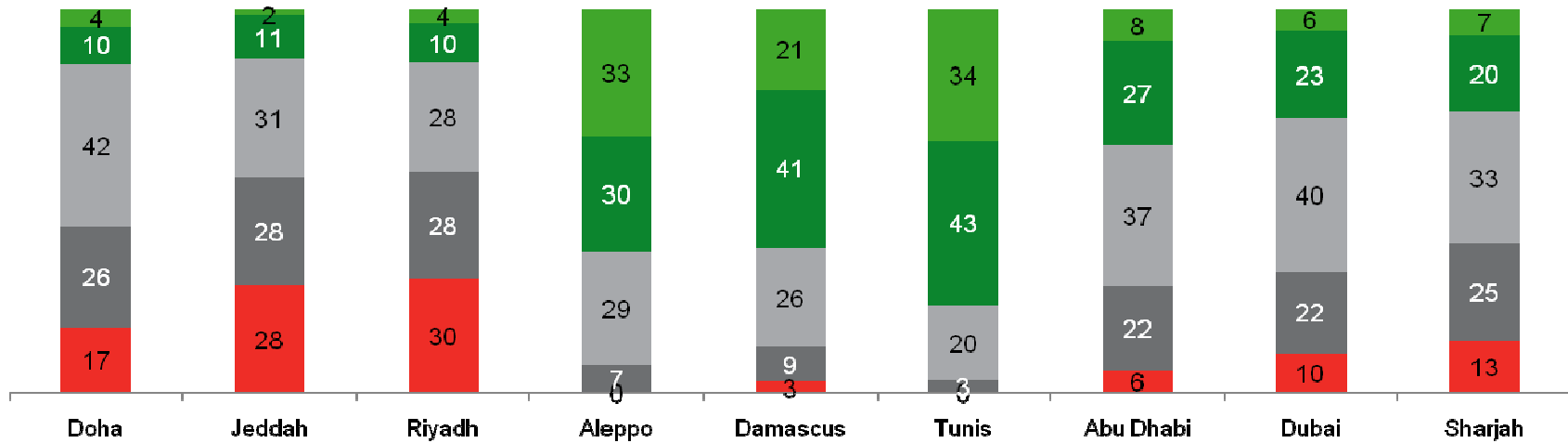


Base: Residents : 6599

Comfortable weather

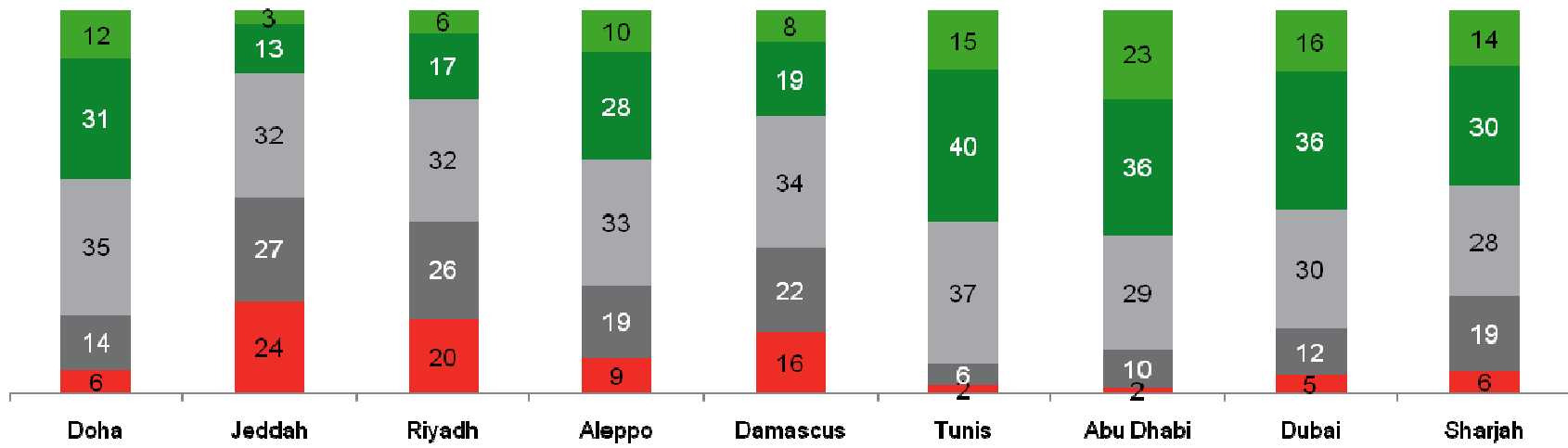
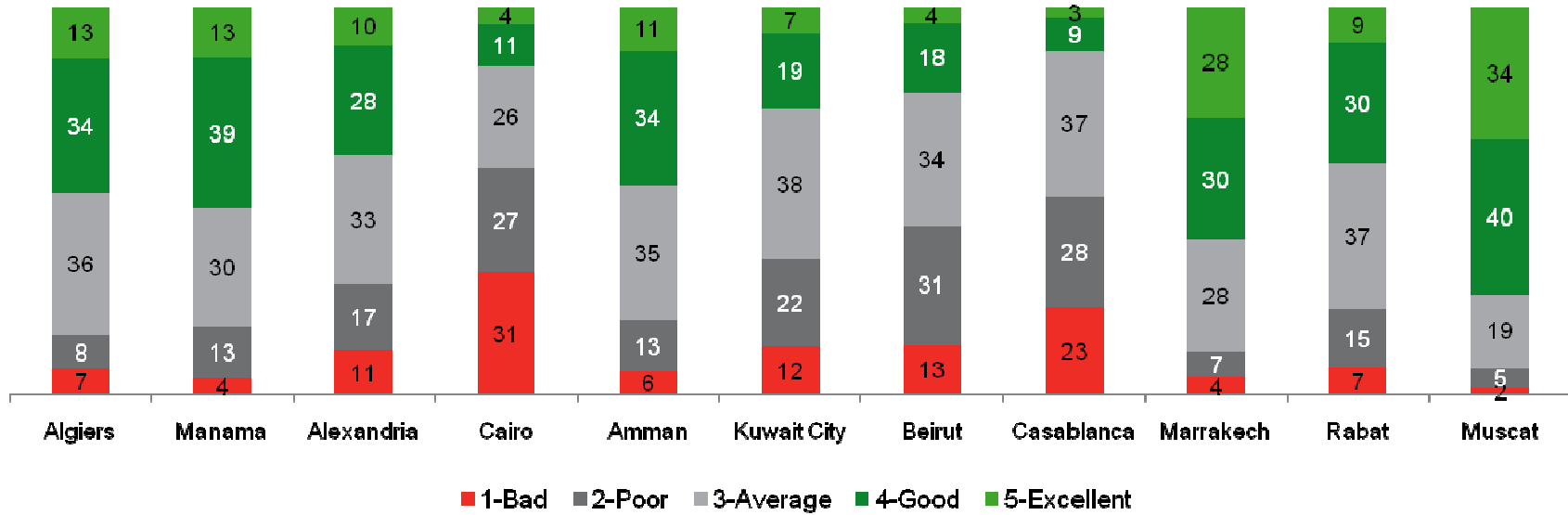


■ 1-Bad ■ 2-Poor ■ 3-Average ■ 4-Good ■ 5-Excellent



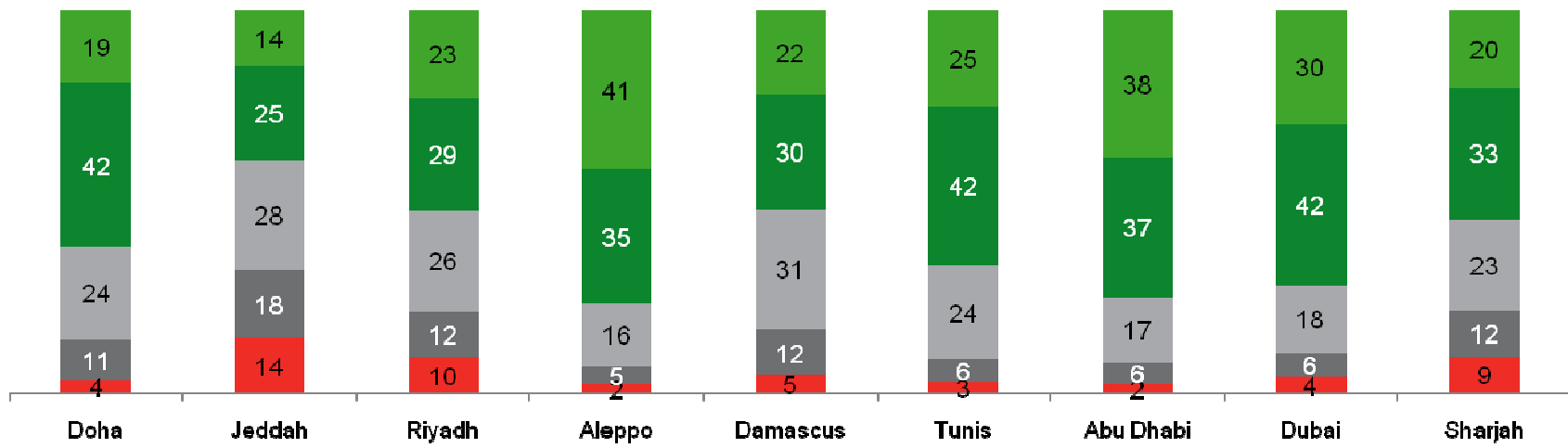
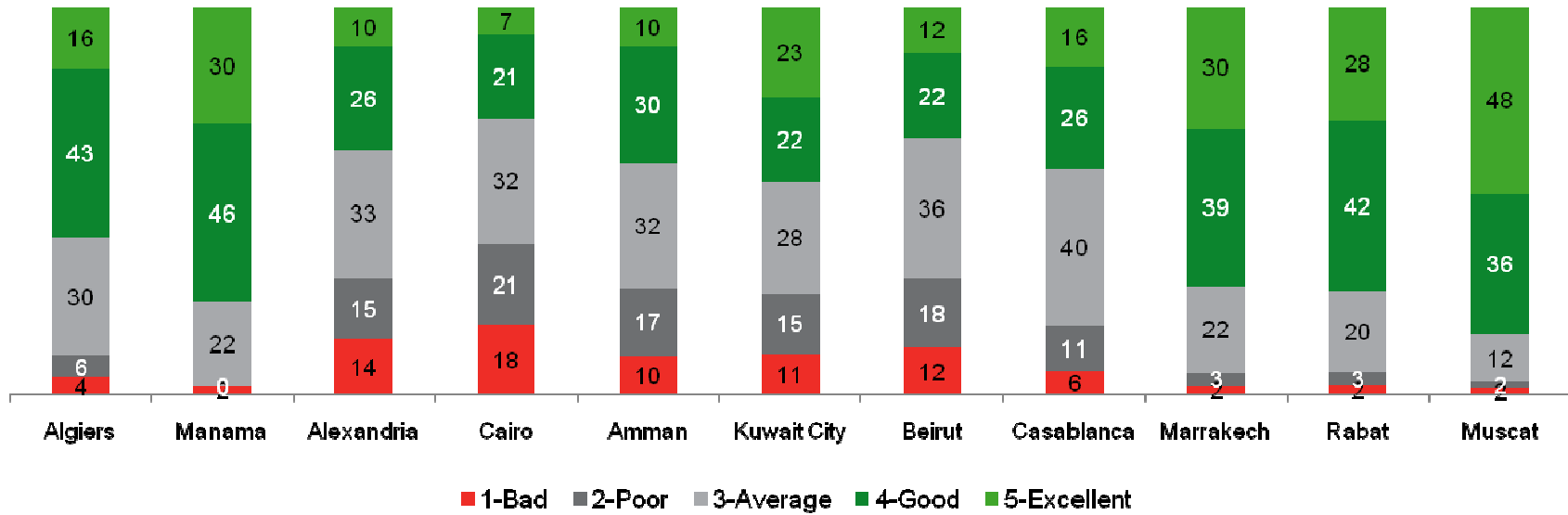
Base: Residents : 6599

Clean air (Little air pollution)



Base: Residents : 6599

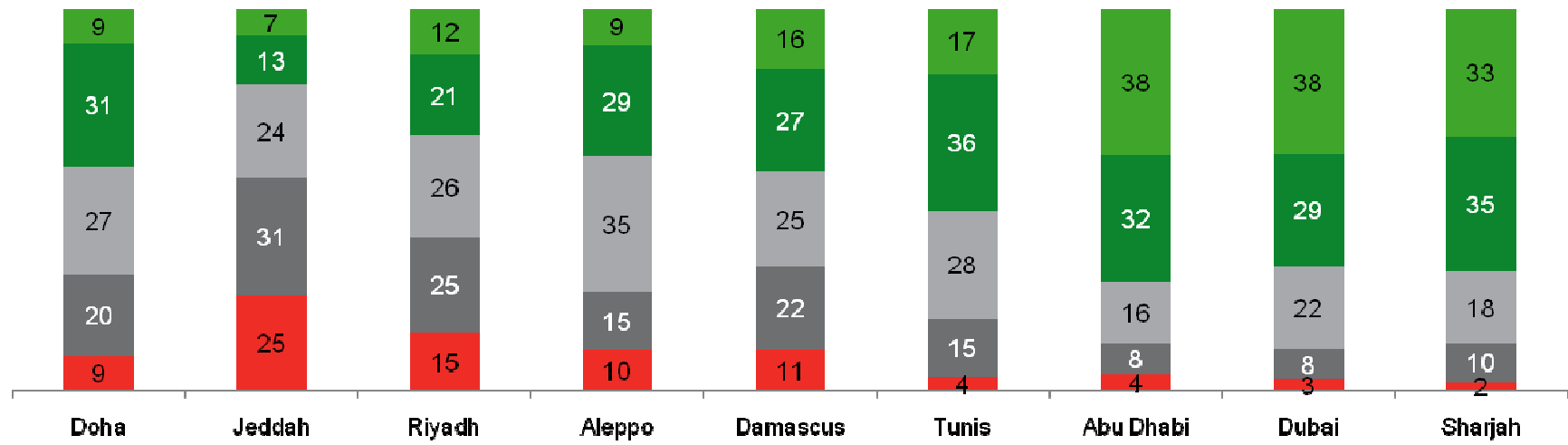
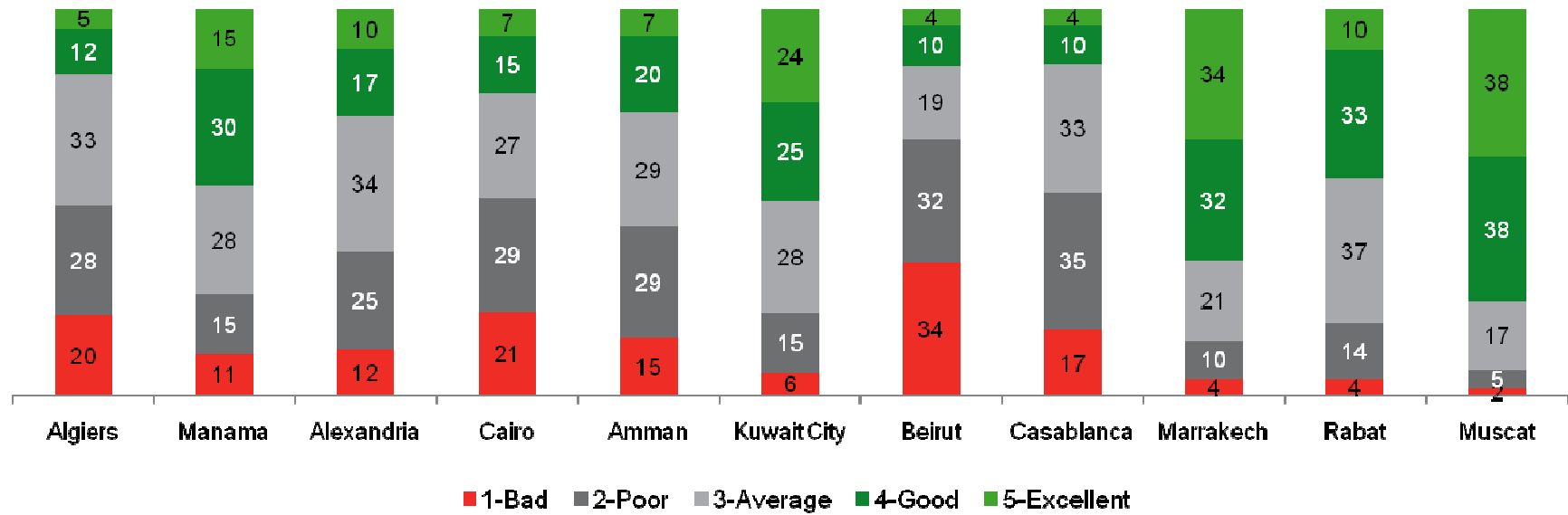
Clean water



Base: Residents : 6599

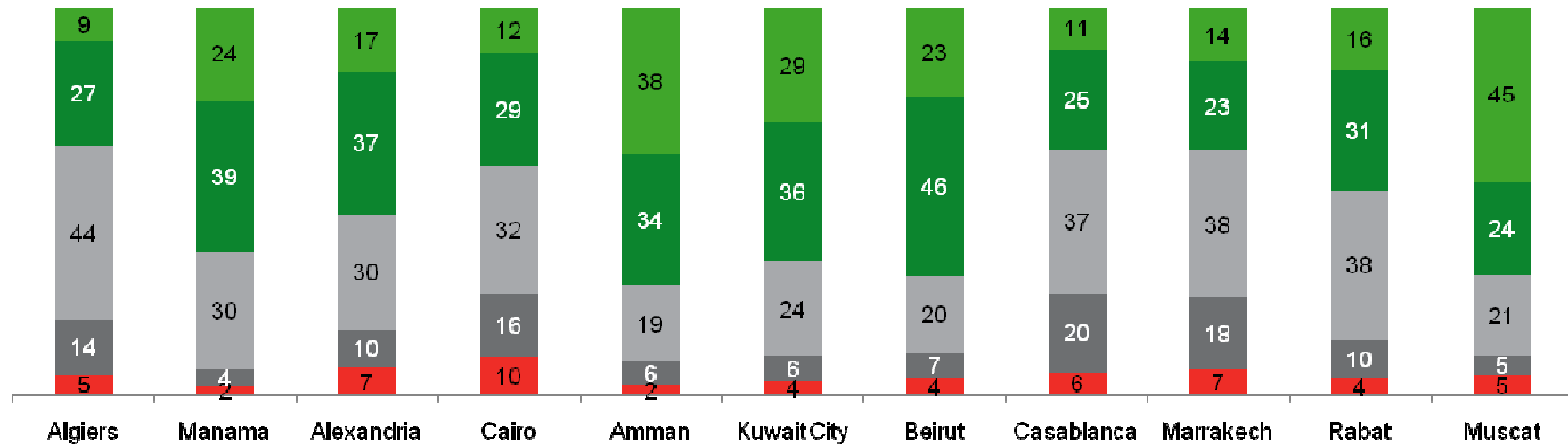
Everyday Life Factors

Availability of parks/ community gardens

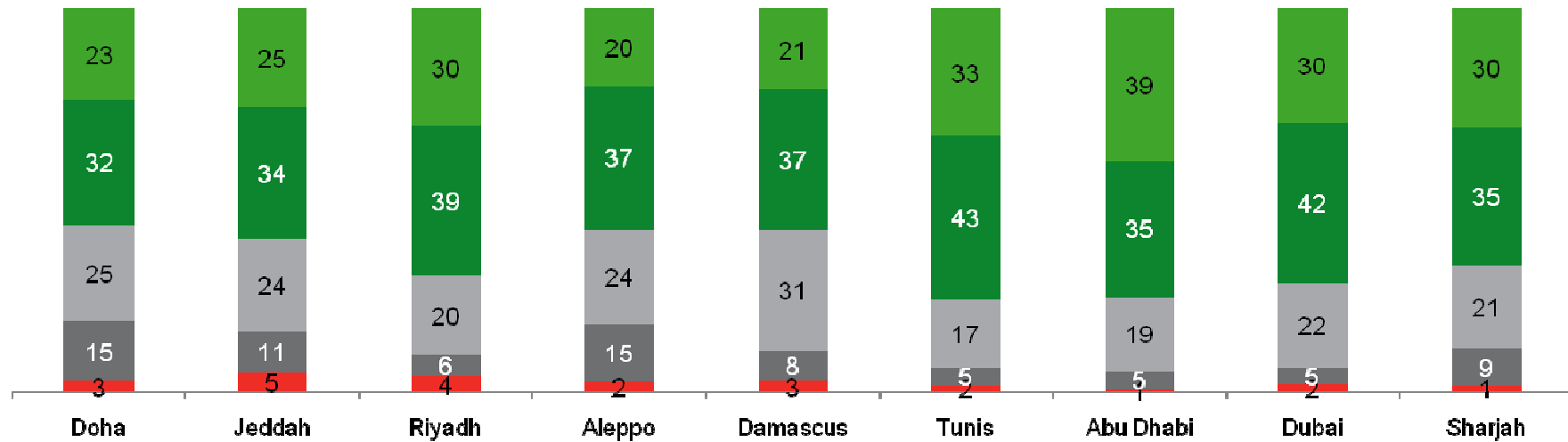


Base: Residents : 6599

Availability of health care facilities (i.e. hospitals, qualified doctors)

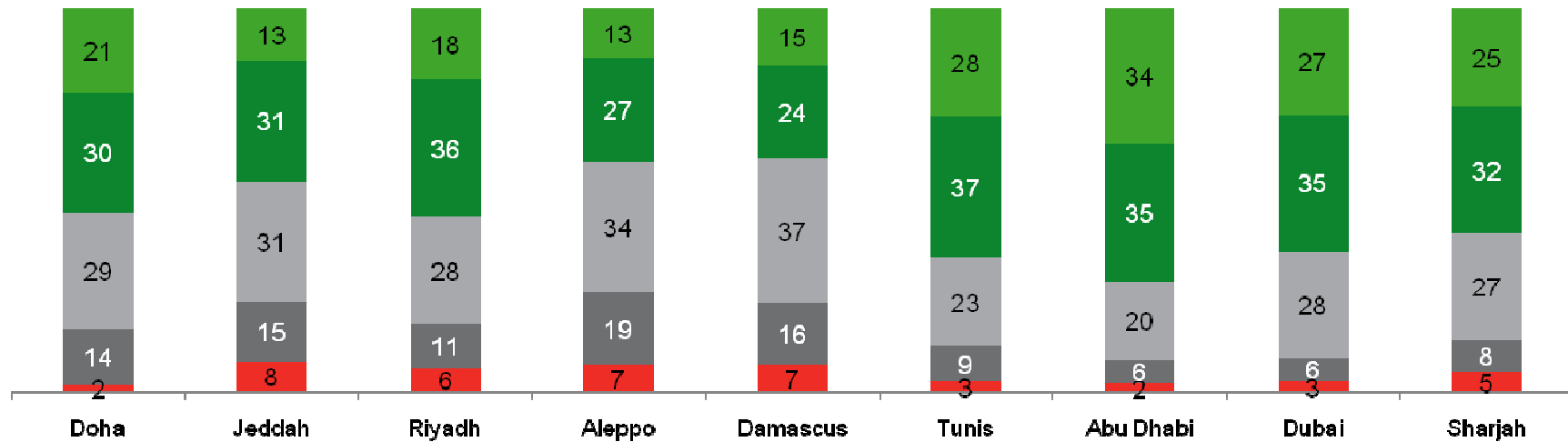
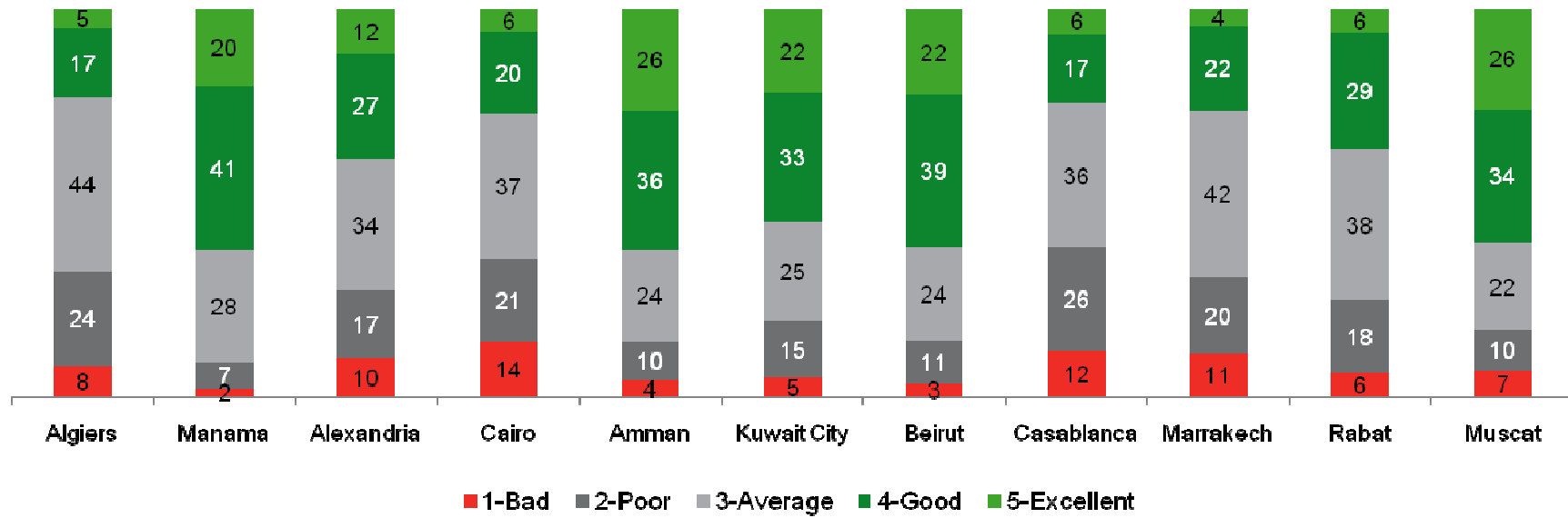


1-Bad 2-Poor 3-Average 4-Good 5-Excellent



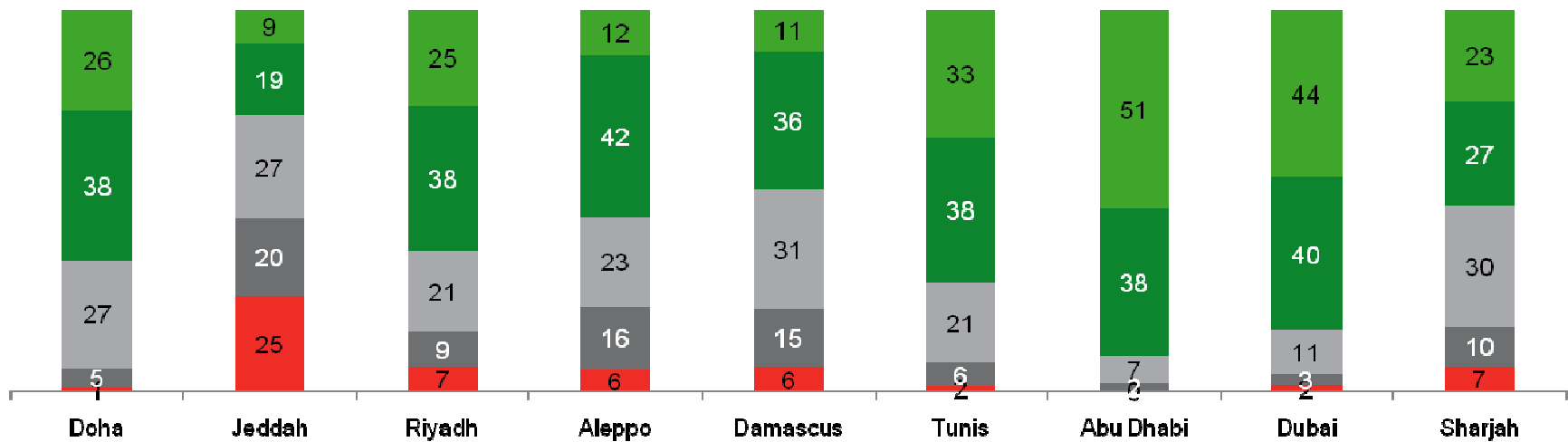
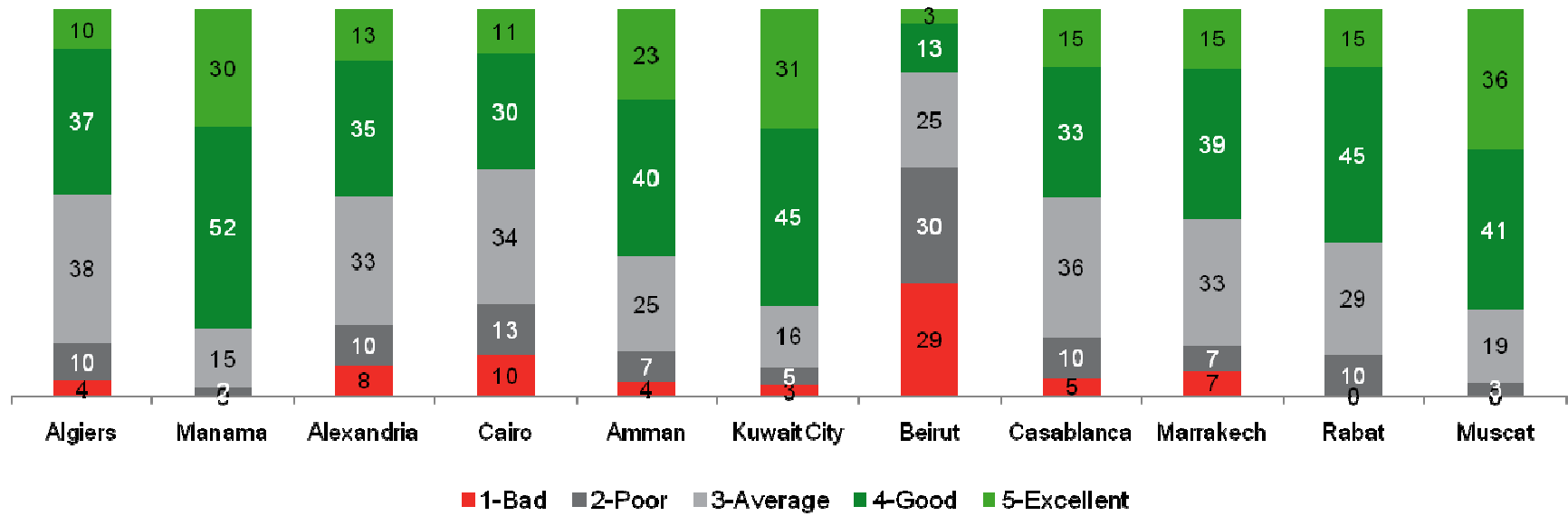
Base: Residents : 6599

Quality of available health care facilities



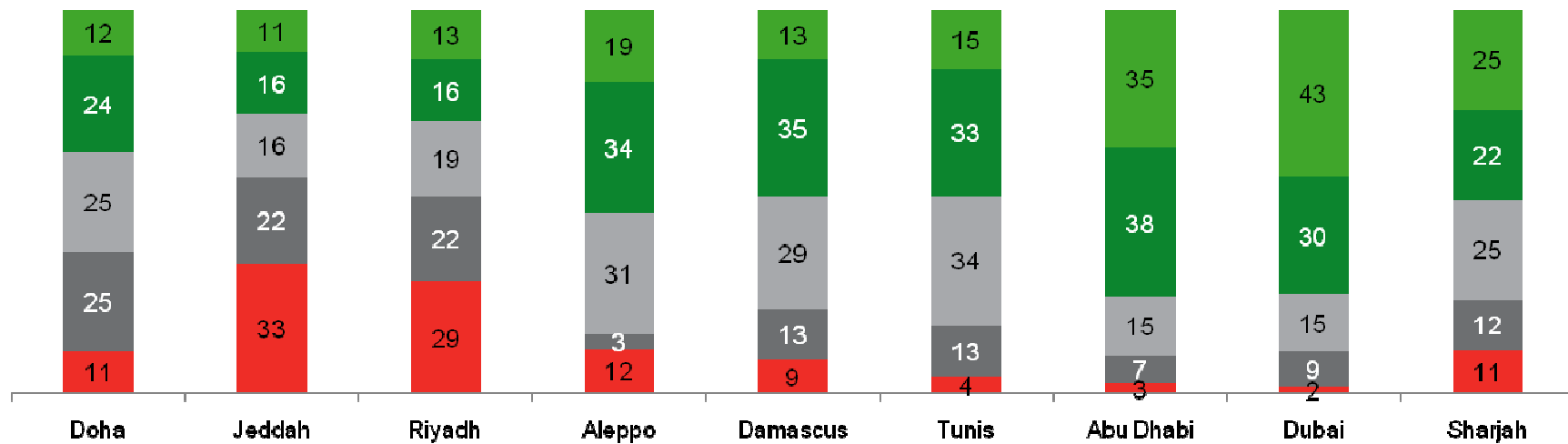
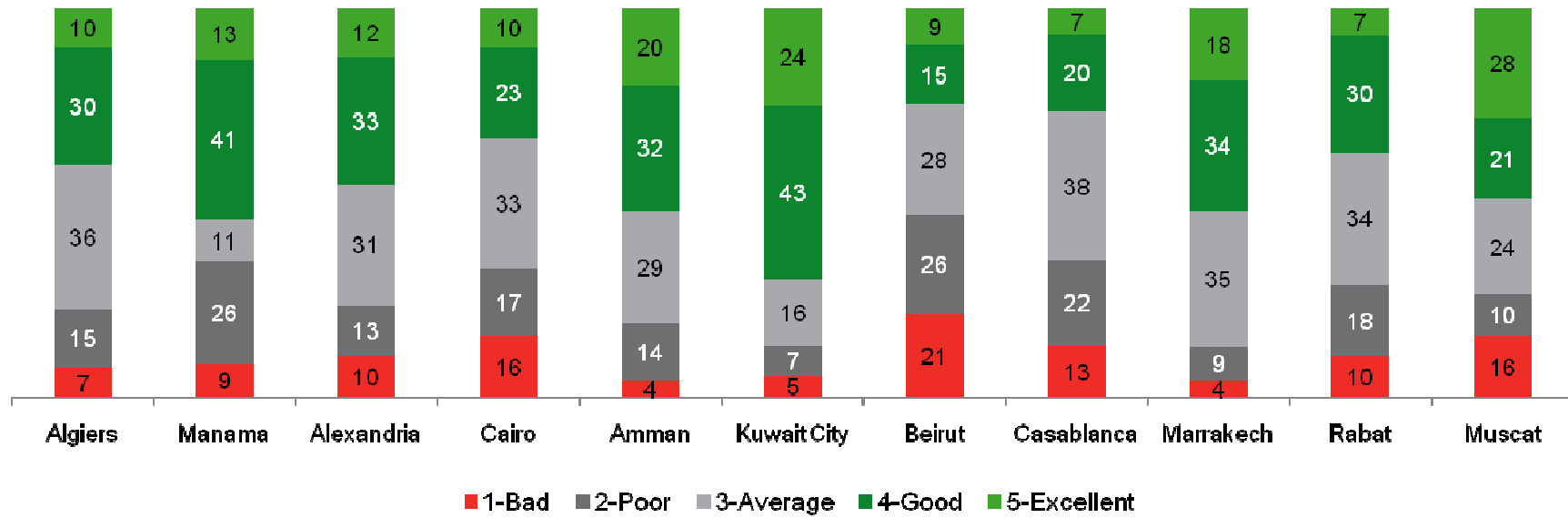
Base: Residents : 6599

Water/ Electricity/ Sewage systems



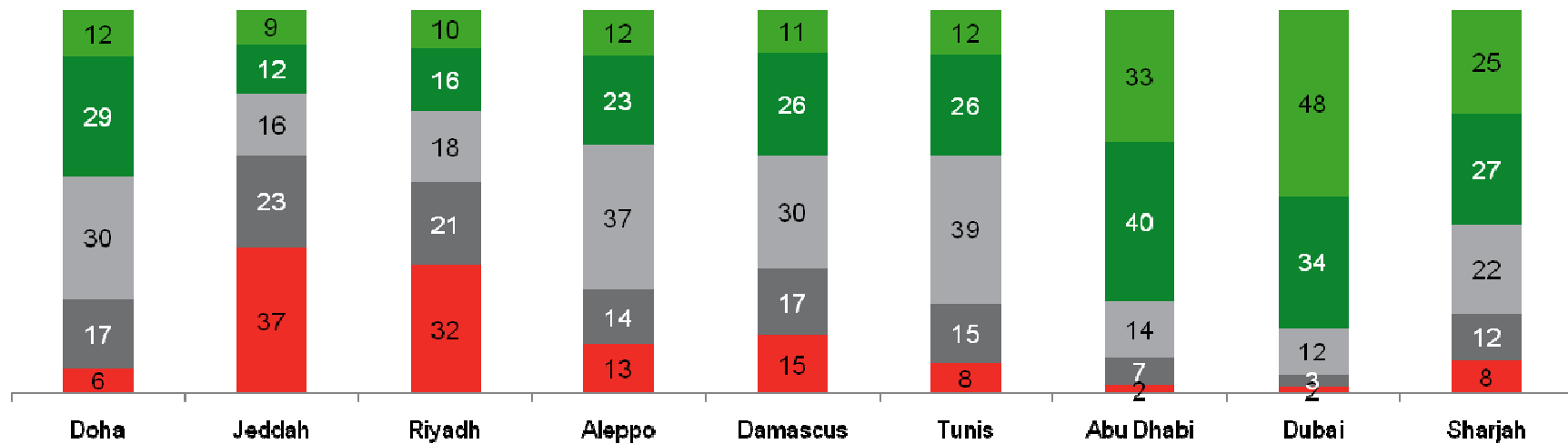
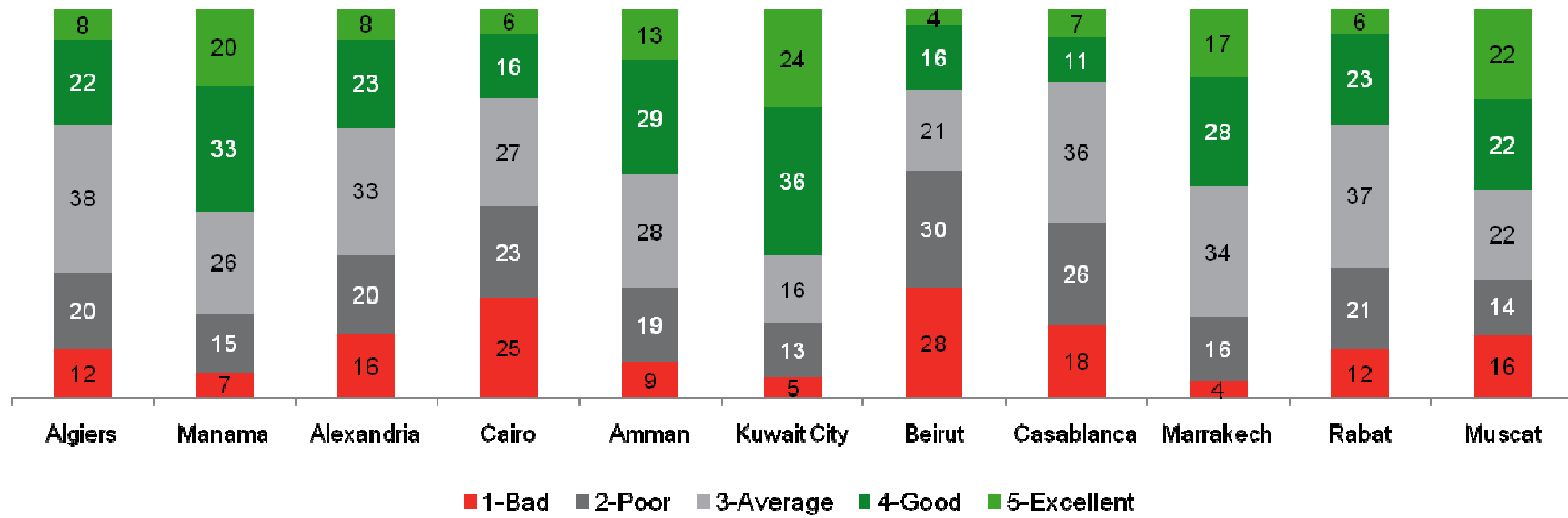
Base: Residents : 6599

Accessible public transportation system



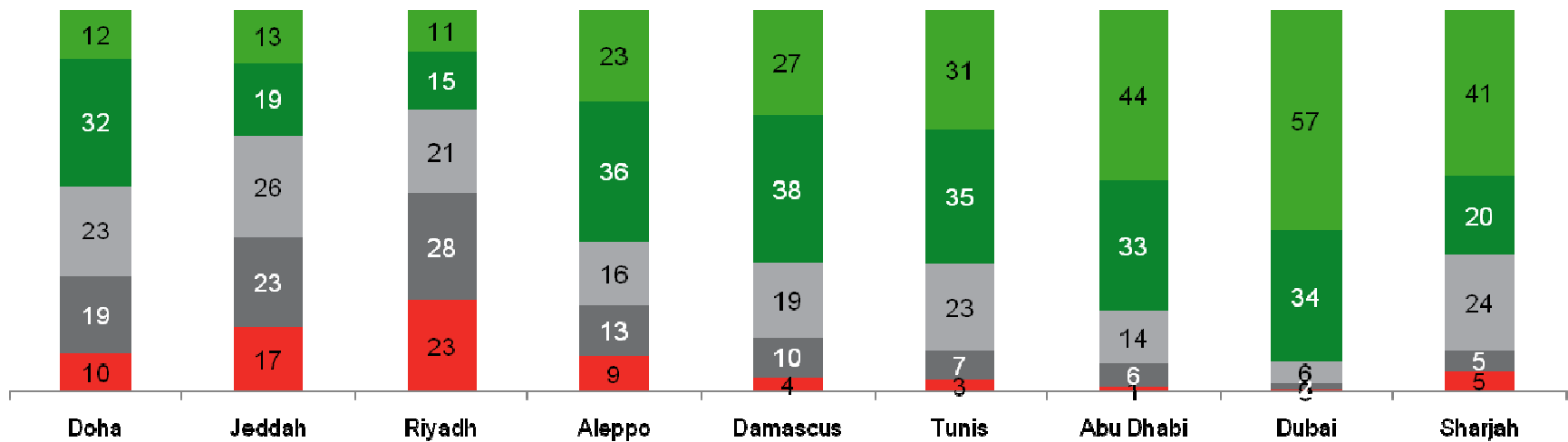
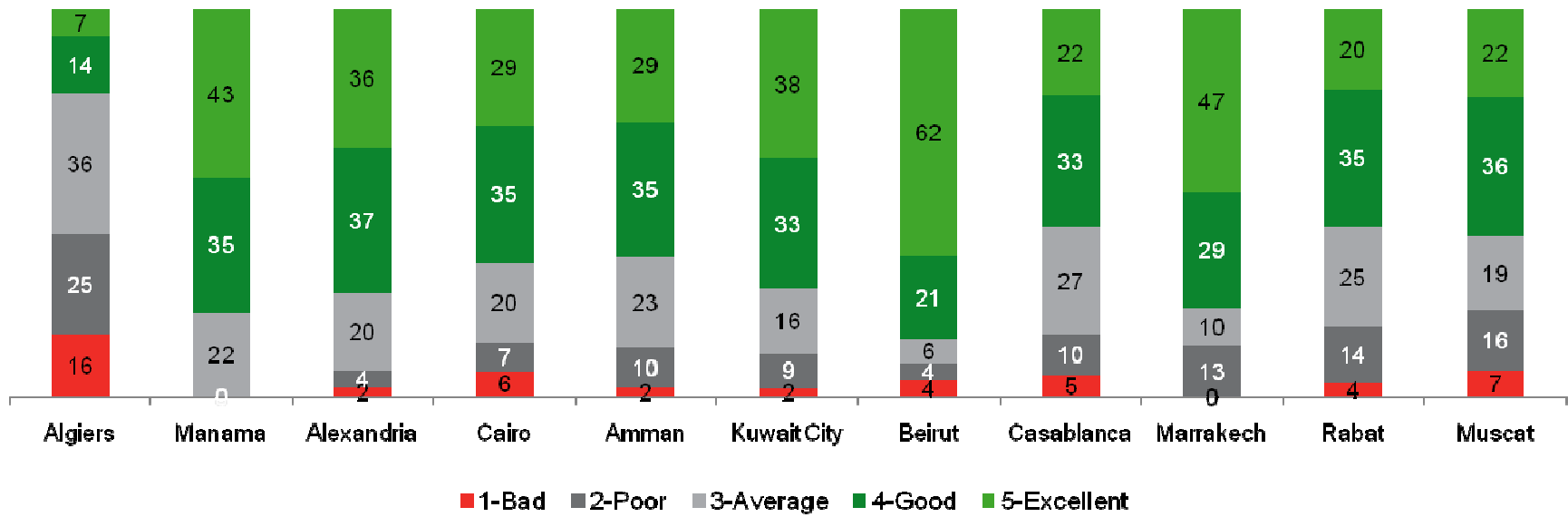
Base: Residents : 6599

Quality of accessible public transportation system



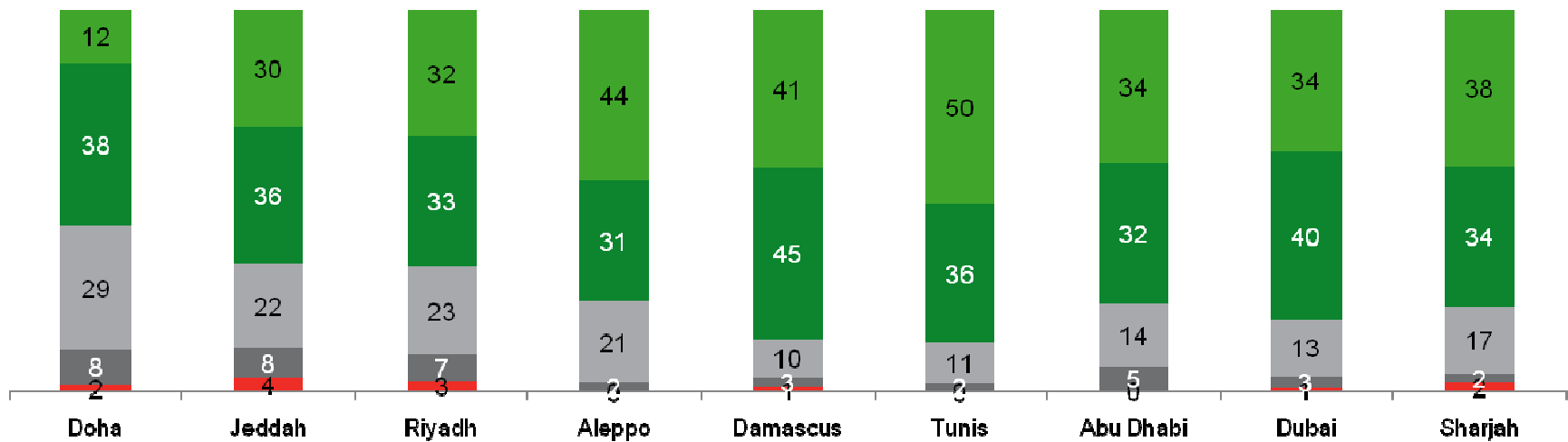
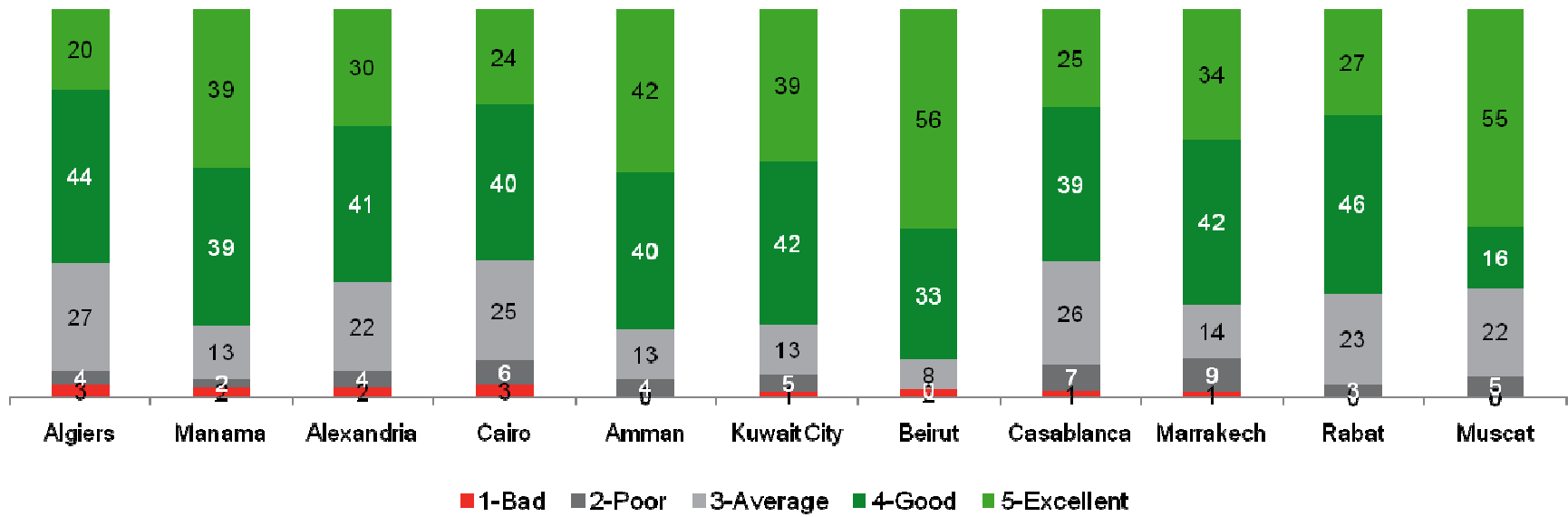
Base: Residents : 6599

Availability of wide range of entertainment avenues (restaurants, cinemas, social activities etc.)



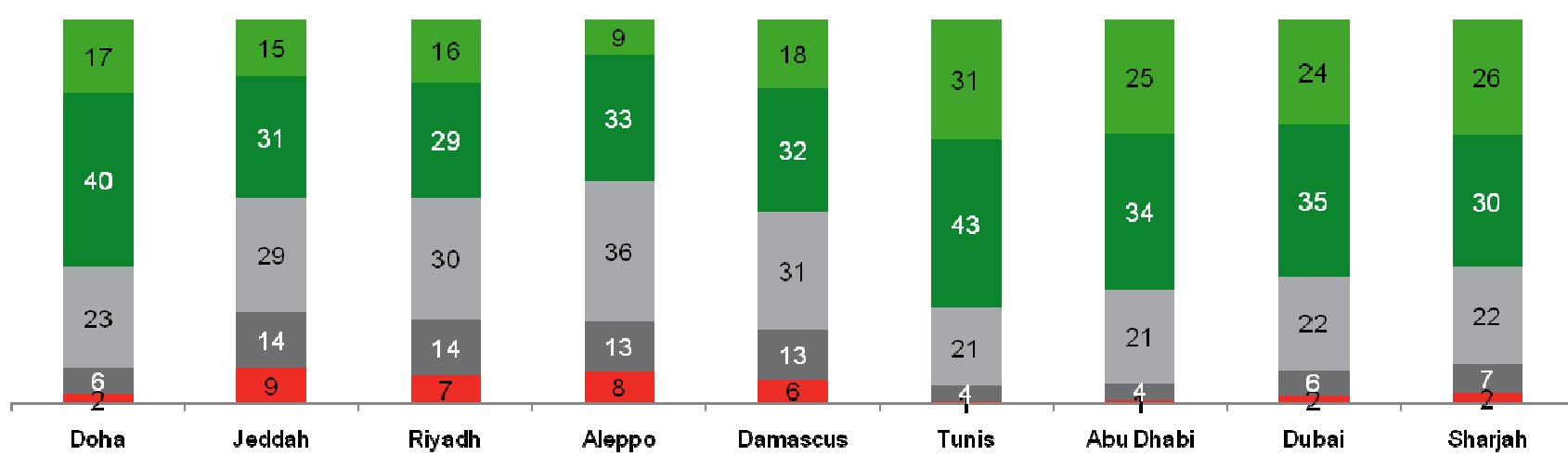
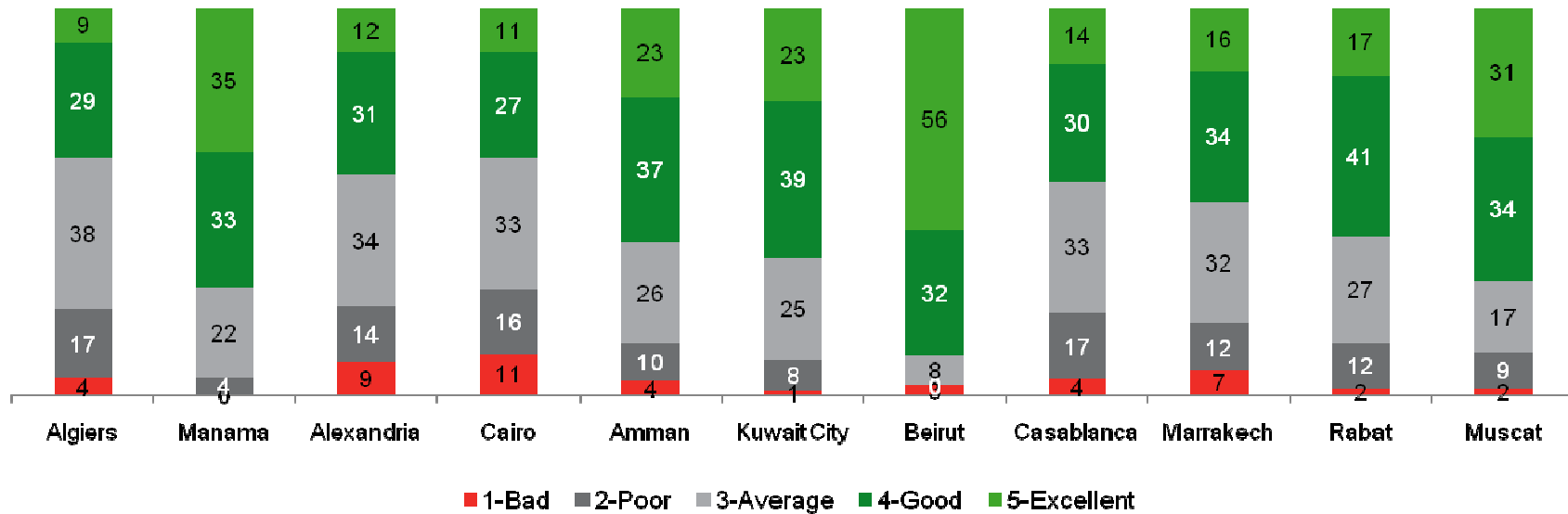
Base: Residents : 6599

Availability of schools



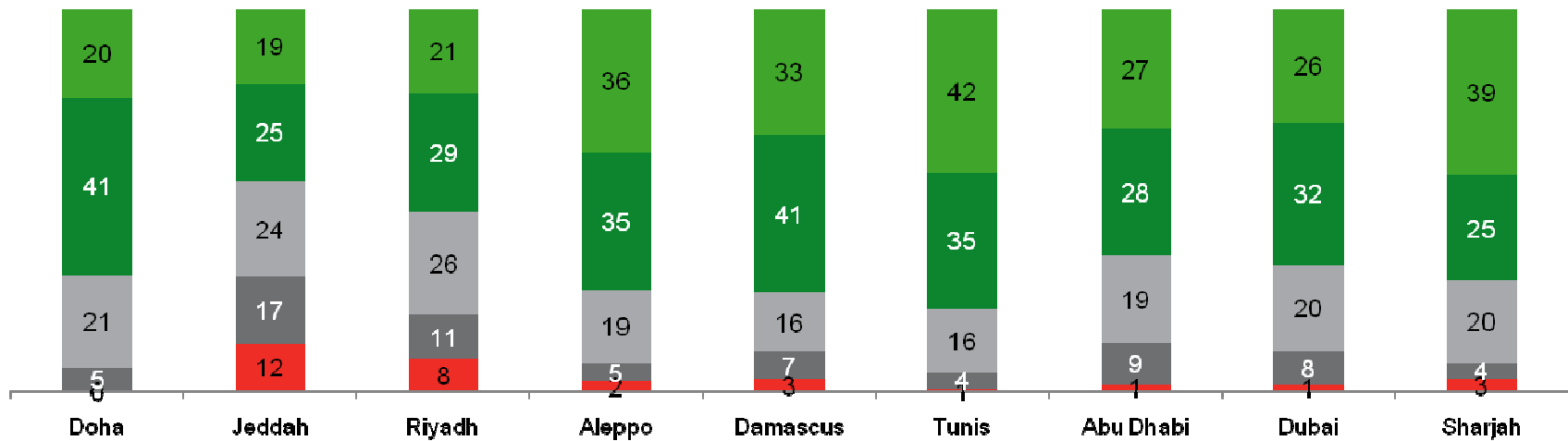
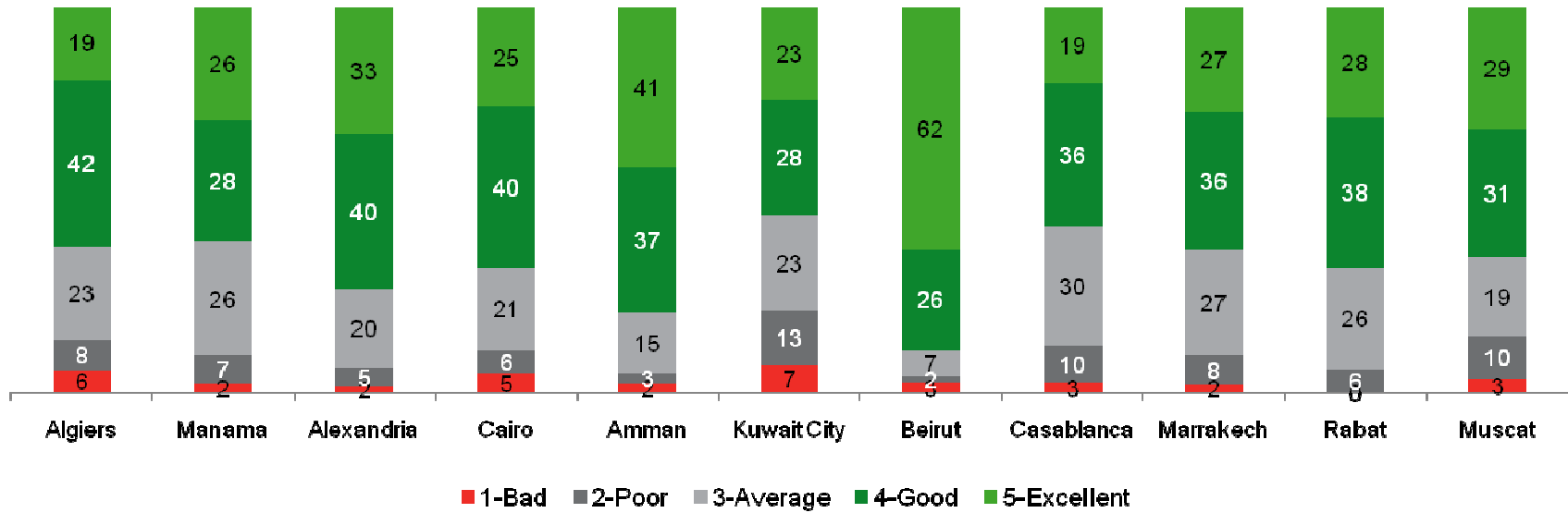
Base: Residents : 6599

Quality of available schools



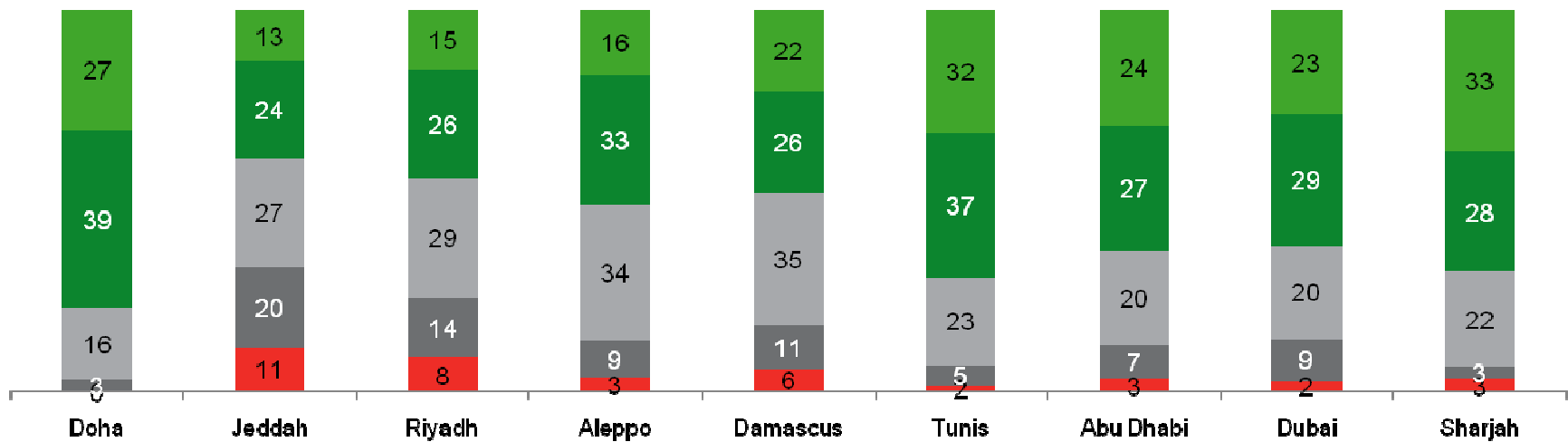
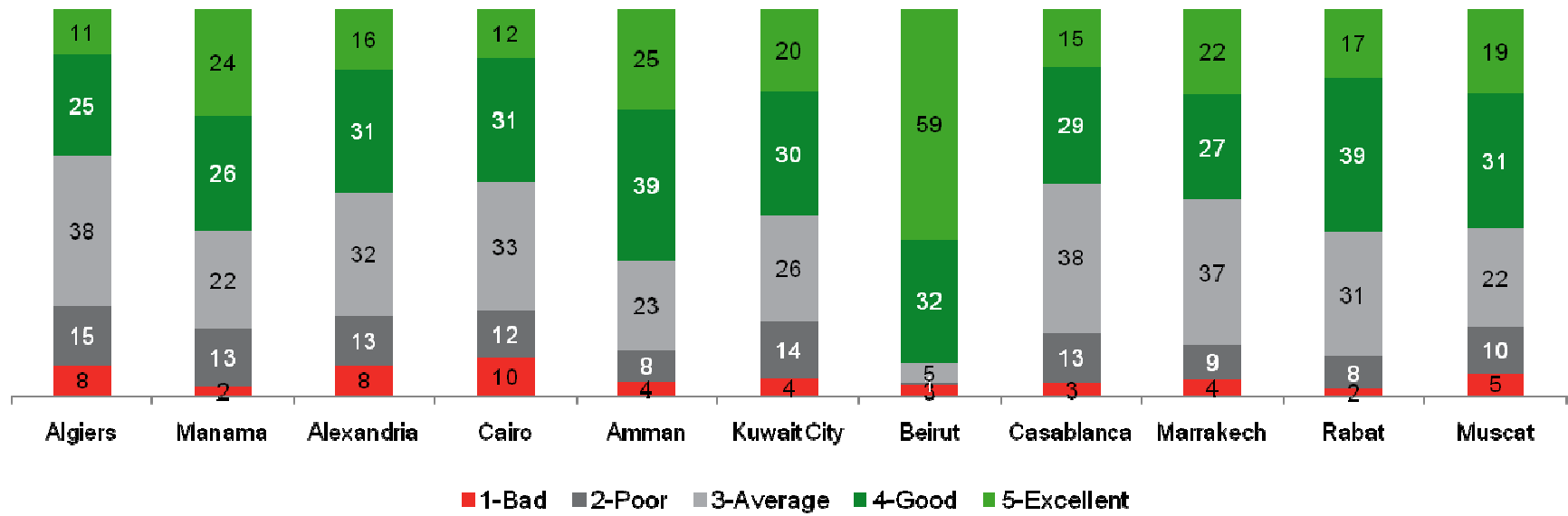
Base: Residents : 6599

Availability of colleges/universities



Base: Residents : 6599

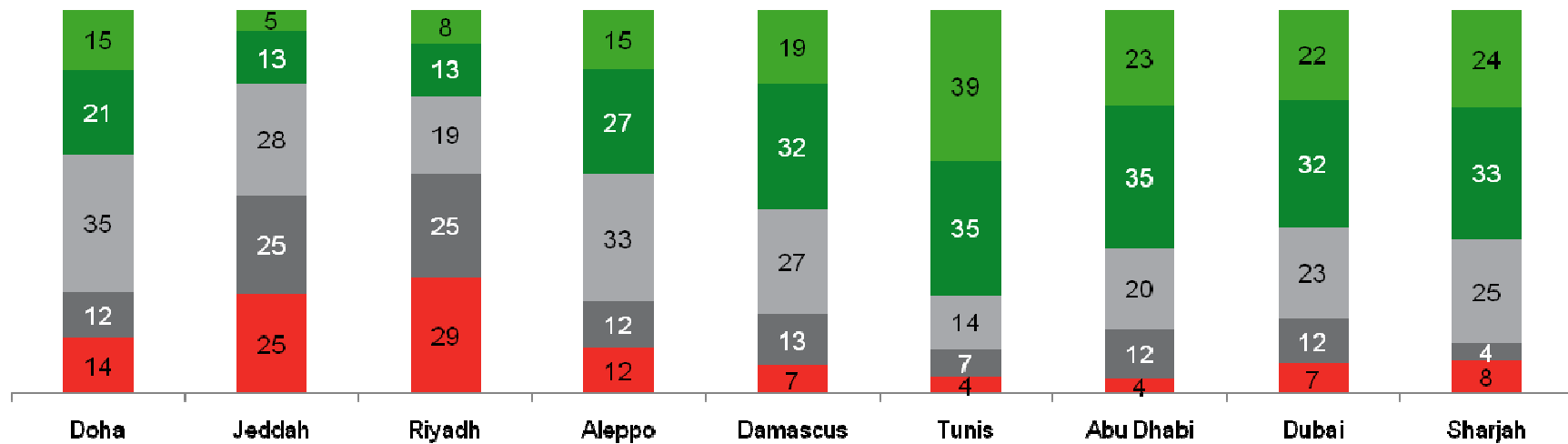
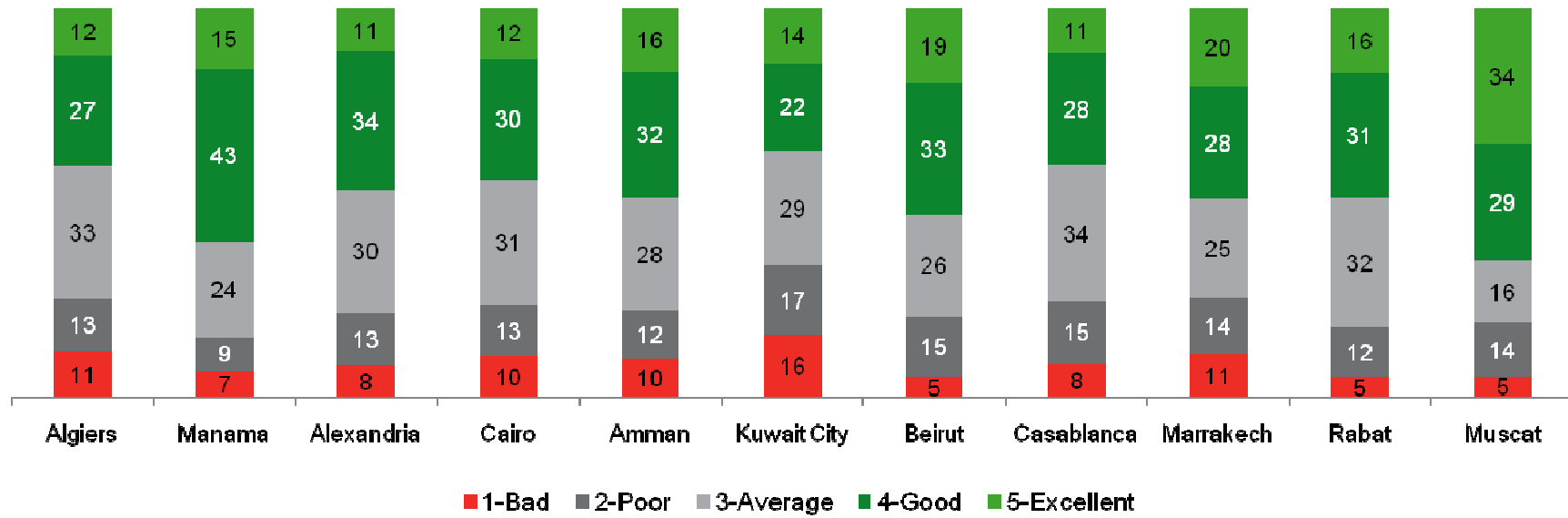
Quality of colleges/universities



Base: Residents : 6599

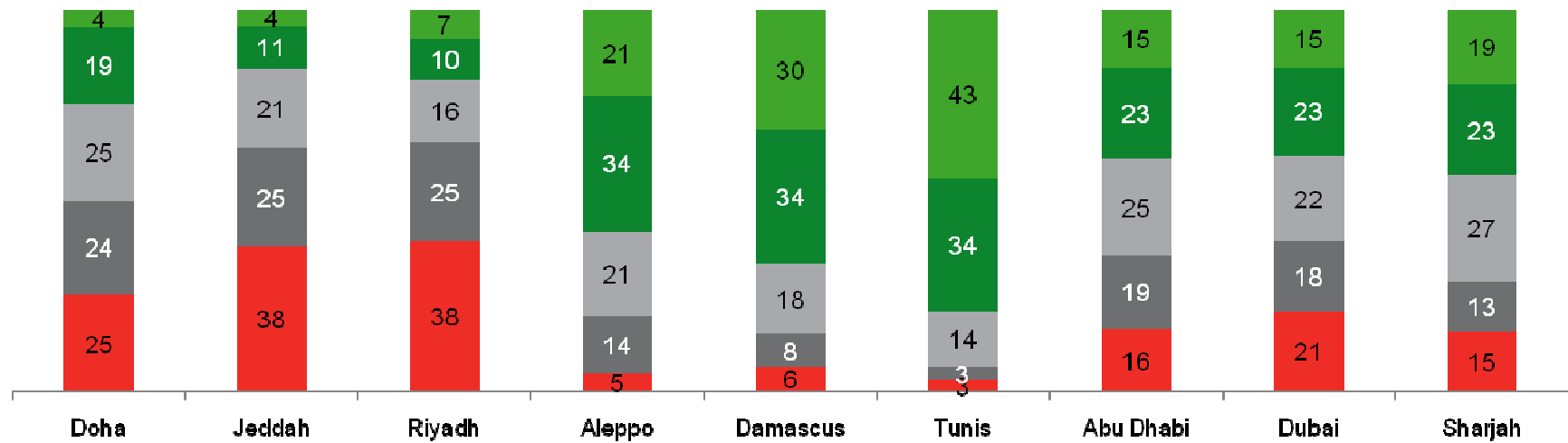
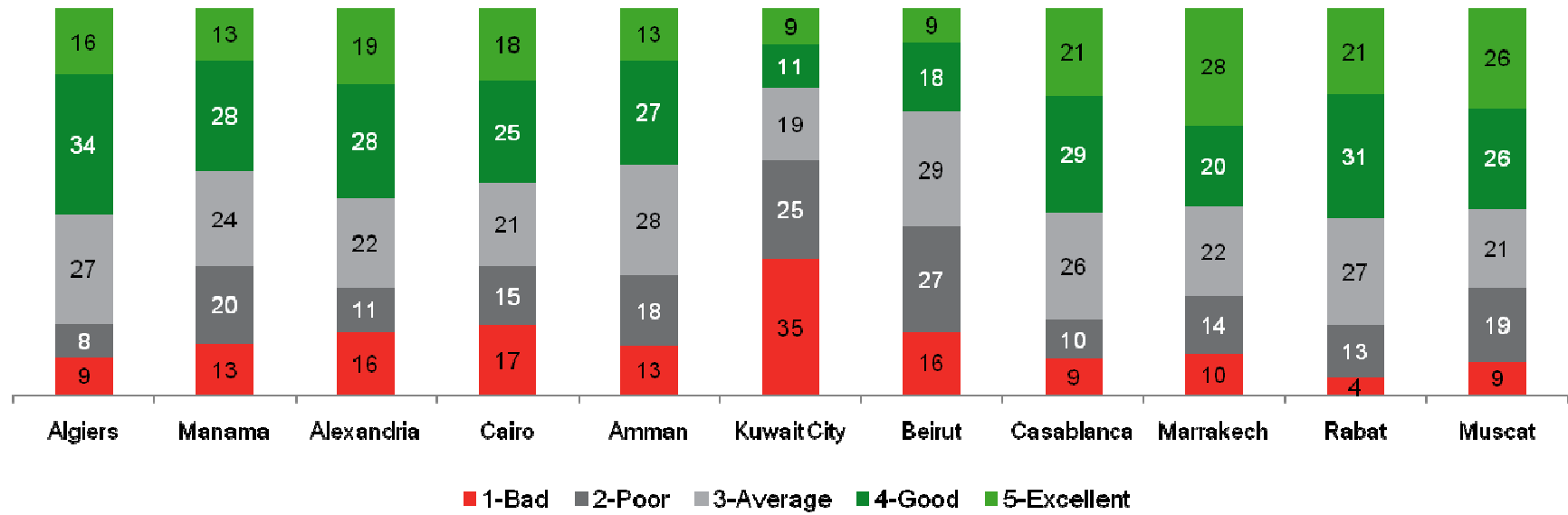
Socio-Cultural Factors

Equal treatment of both genders



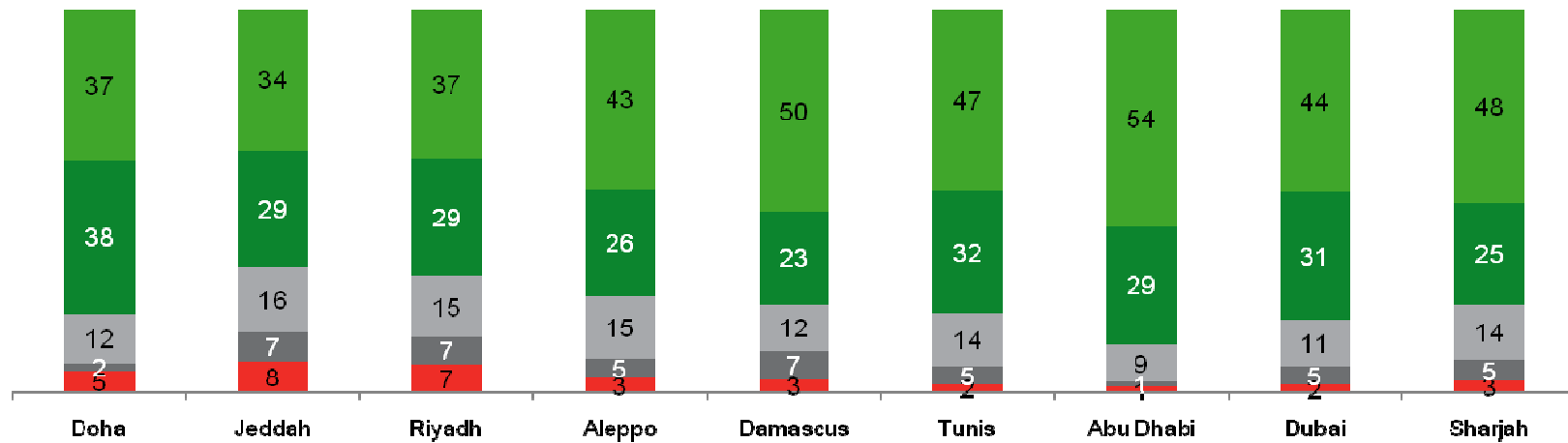
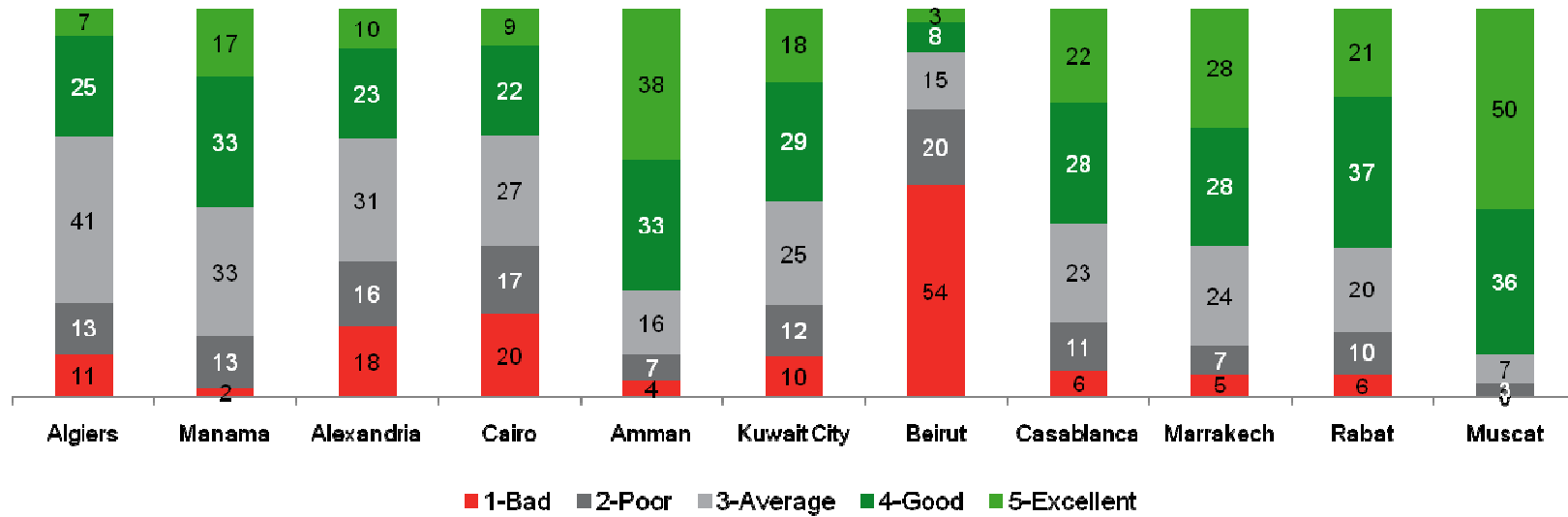
Base: Residents : 6599

Fair treatment to all nationalities



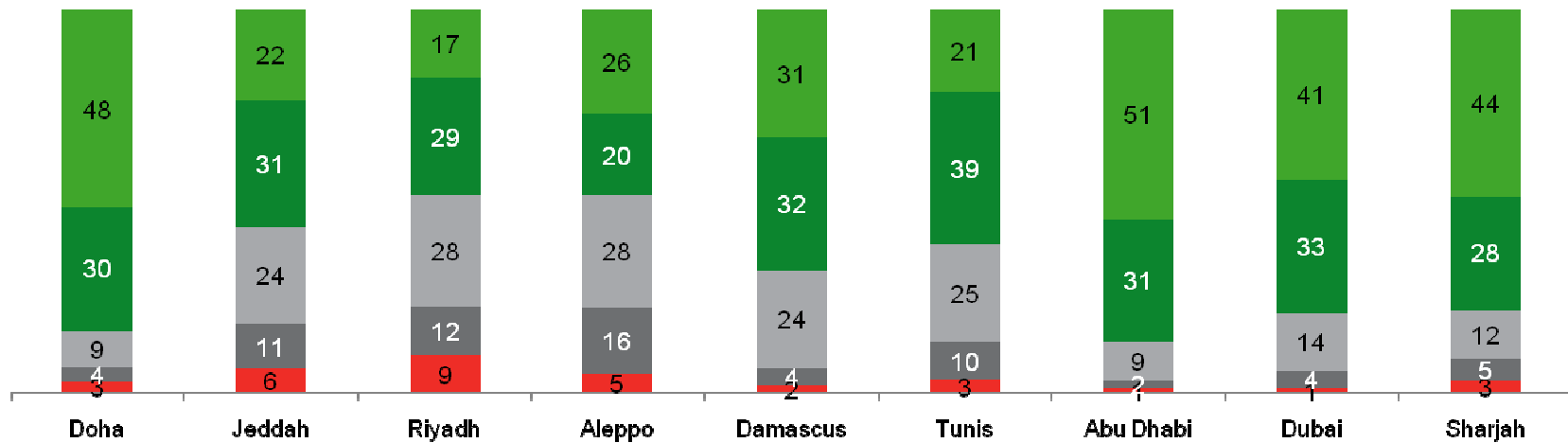
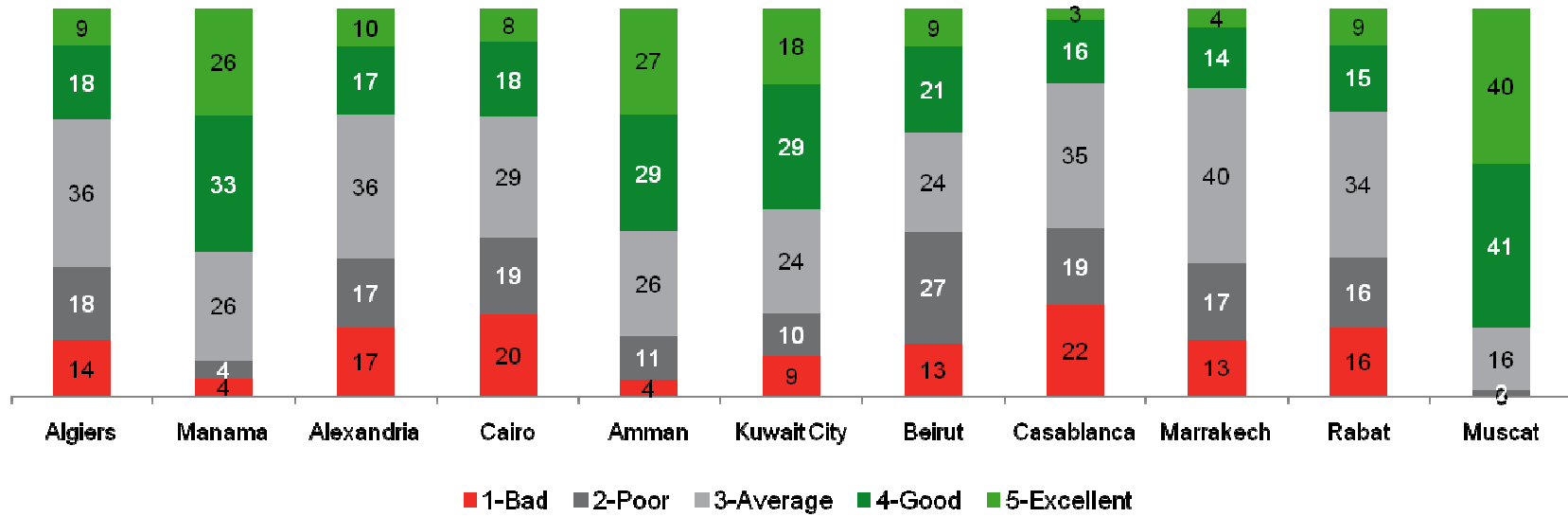
Base: Residents : 6599

Stable political environment



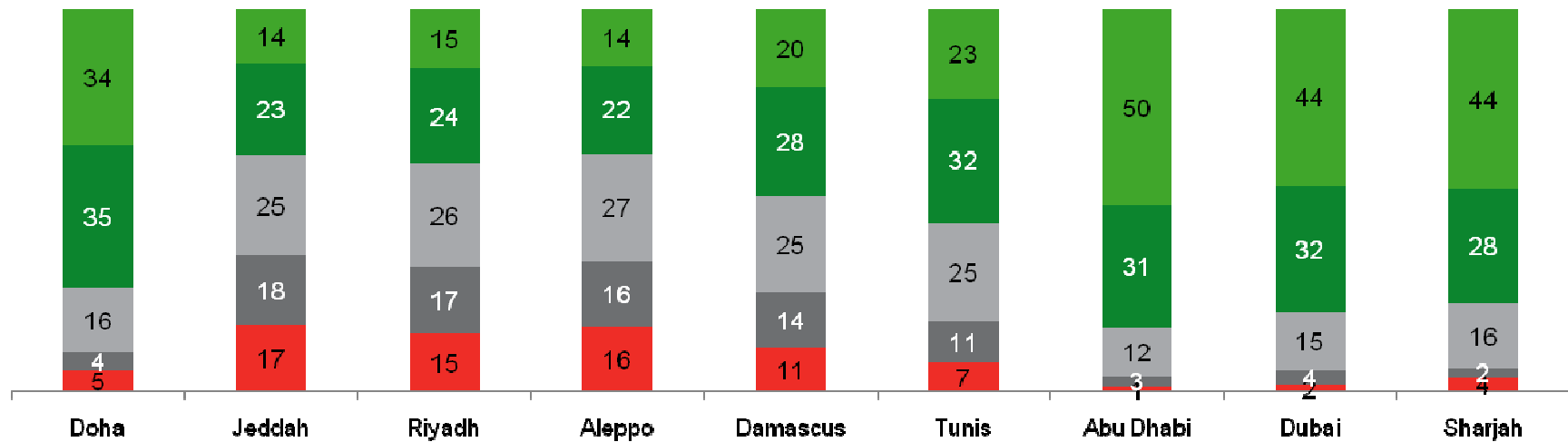
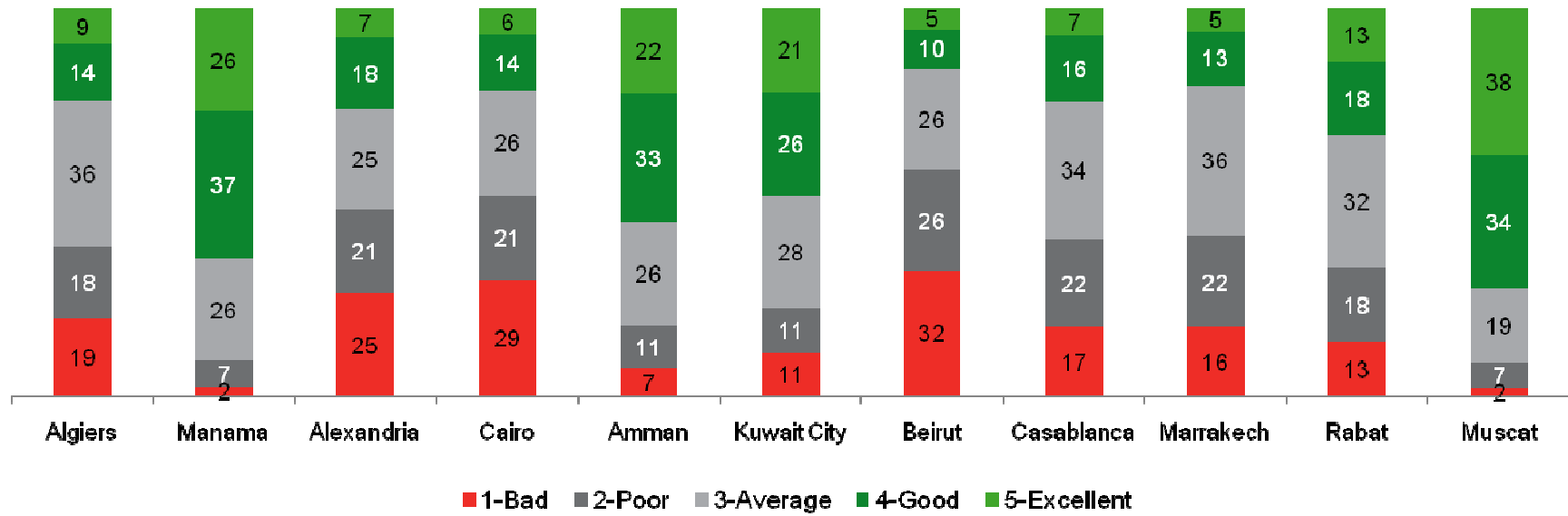
Base: Residents : 6599

Low crime rates



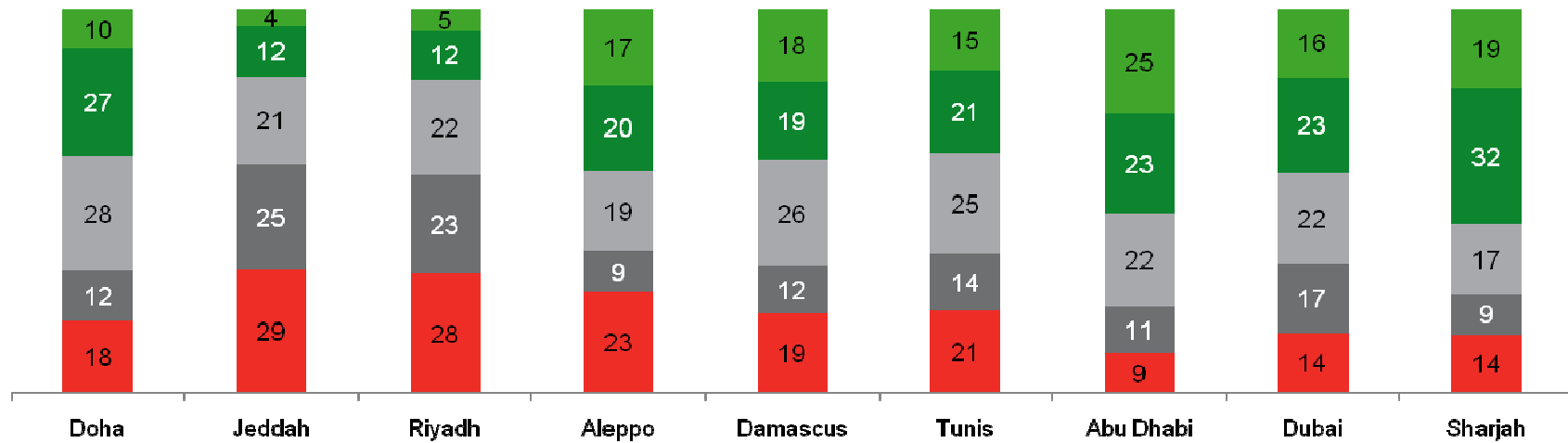
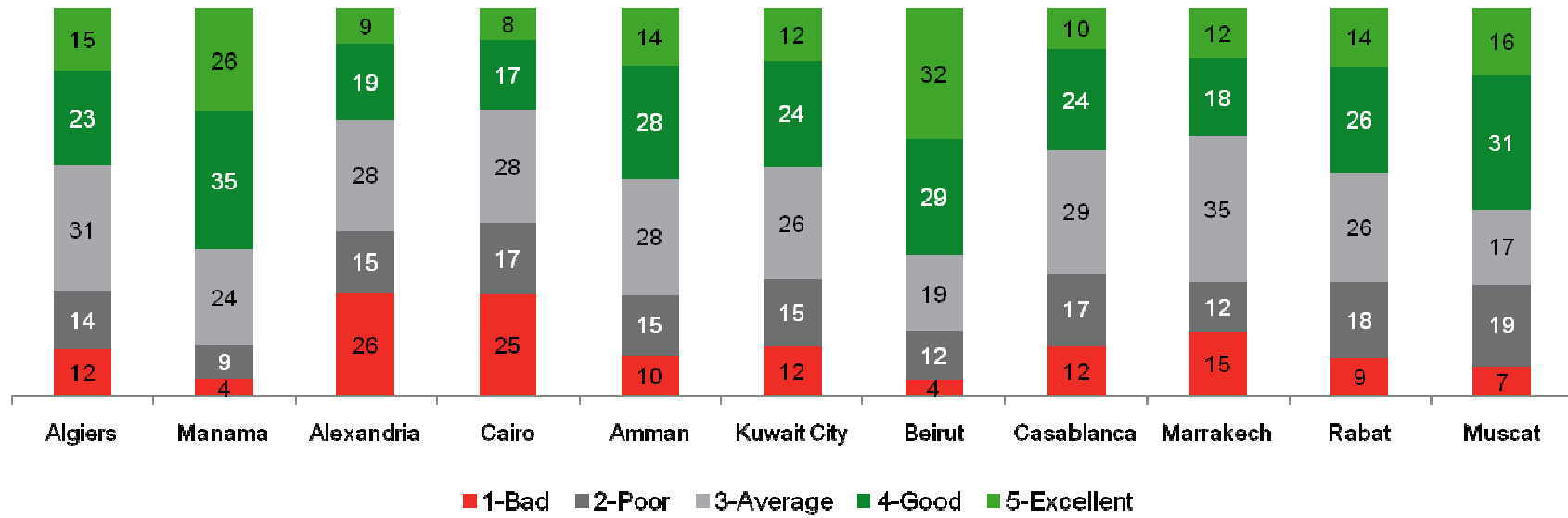
Base: Residents : 6599

Effective law enforcement



Base: Residents : 6599

Freedom of expression



Base: Residents : 6599

bayt.com

The Middle East's #1 Job Site



Thank You