

Bayt.com Middle East Consumer Confidence Index

March 2013



Section 1

PROJECT BACKGROUND

Objective

- To understand perceptions and attitudes of Middle Eastern consumers regarding the economy of their countries, their personal financial and job situation, their likelihood to purchase and invest and the employment market in general.

Project Background

- Consumer confidence is a measure of the economic well-being of a country.
- It is a reflection of consumer satisfaction levels and expectations based on various factors in the economy - inflation, stock market performance, job opportunities/salary structures, unemployment, investment avenues/returns, business growth, state economic policies, infrastructure, cost of living, interest rates, exchange rates etc.
- Such consumer satisfaction levels and expectations will have an effect on economic variables.
- For example, if consumers are positive about the economy and have disposable income levels that are perceived as sufficient, they will tend to spend more on consumer goods.
- This in turn will drive business dependent on consumer spending, thereby creating further economic growth.
- On the other hand, a pessimistic view of the economy would cause consumers to rein in their spending, creating a spending recession which could effectively cause business losses/ economic downturn.

Project Background

- Similarly, if employable adults are optimistic about job prospects and opportunities, job security, have healthy salary expectations and are hopeful about their career growth and development, it will be reflected in their attitudes towards work and the economy as a whole as well as their spending behaviors
- Therefore following trends in consumer and employee expectations could help forecast economic variables
- This information is useful for professionals, manufacturers/business people, recruitment consultants/agencies, economists and the general public

Section 2

RESEARCH METHODOLOGY

Sample Definition

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

Data Collection

All data was collected online. Fieldwork was done between 12th to 28th February 2013. The total number of respondents achieved was 16,379.

Section 3

RESEARCH FINDINGS

Base Period Values

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Base:	16379	992	120	5484	1700	457	506	1002	220	509	2730	252	431	1976
<i>Current Economic Scenario</i>	81.14	111.14	92.08	56.35	51.21	102.52	54.15	83.73	115.45	117.49	112.91	24.01	66.36	114.07
<i>Expected Economic Scenario</i>	89.19	98.49	101.11	77.27	66.41	104.74	67.33	93.31	111.36	116.11	103.71	43.39	88.55	112.90
<i>Employee Outlook</i>	115.50	123.41	122.96	102.88	97.40	122.90	101.43	113.26	140.61	140.93	131.06	69.21	111.53	128.61
Overall Consumer Confidence	285.83	333.04	316.15	236.50	215.02	330.16	222.90	290.31	367.43	374.52	347.69	136.60	266.44	355.58

Section 3-a

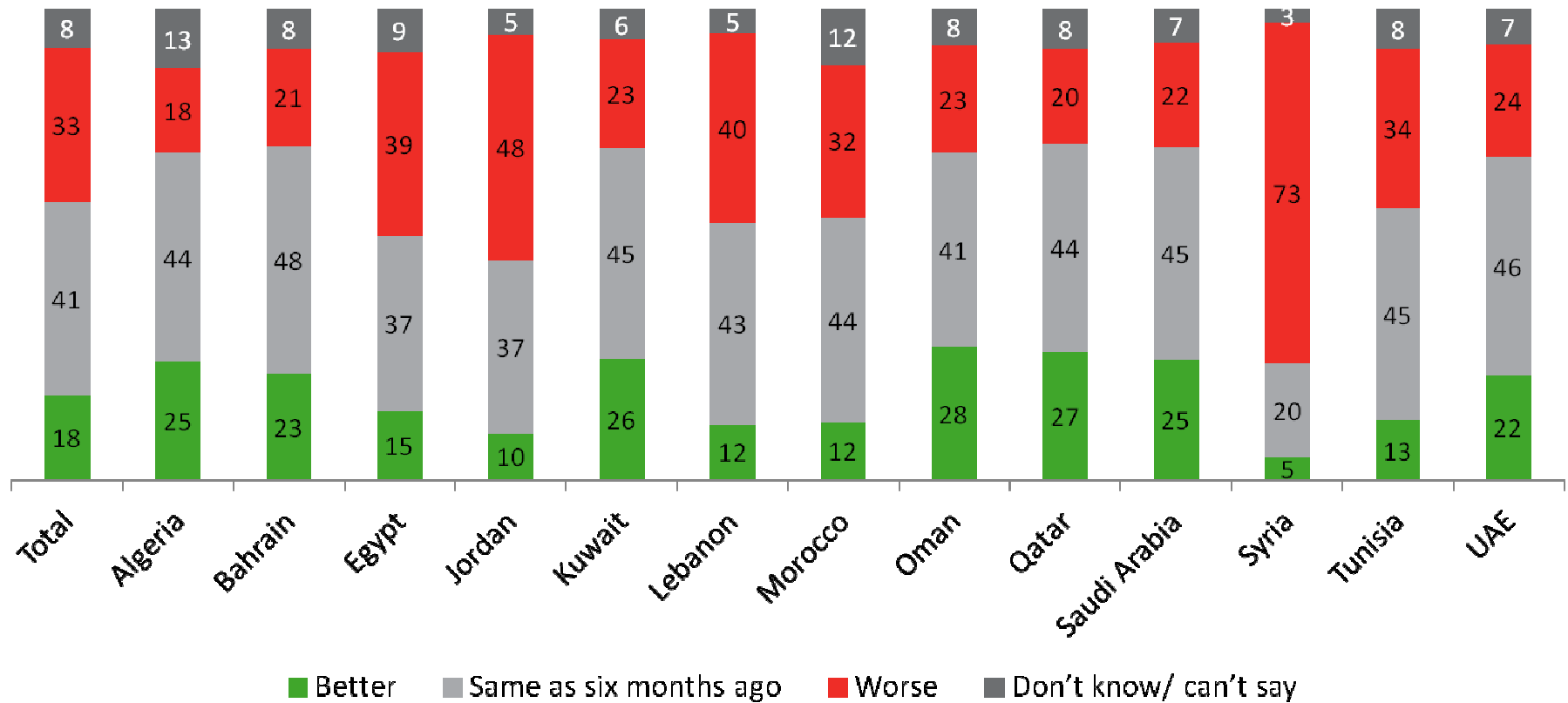
PERSONAL ECONOMIC SITUATION

Summary

- 41% of the total respondents claim their personal financial situation is the same as 6 months ago. 28% from Oman and 27% from Qatar claim their personal financial situation is better than what it was 6 months ago.
- High levels of optimism can be seen for the future across countries; especially the GCC region where over 50% of the respondents claim their personal financial situation would improve in the next 6 months. On the other hand 48% from Syria expect their situation to worsen in the coming months.
- When asked about the expected change in 'Cost of Living', 78% say they expect it to increase in the next 6 months. Those from the North African region (Egypt, Syria and Jordan) are more likely to expect an increase.
- 55% of the total respondents state their savings have decreased in comparison to last year.
- With regards to investment in vehicle and property, 32% claim they plan to buy a vehicle for personal use in the next 12 months and 20% intend to invest in property.

Personal Finance - Evaluation of Current Scenario

Q. Compared to 6 months ago my or my family's current financial position is:

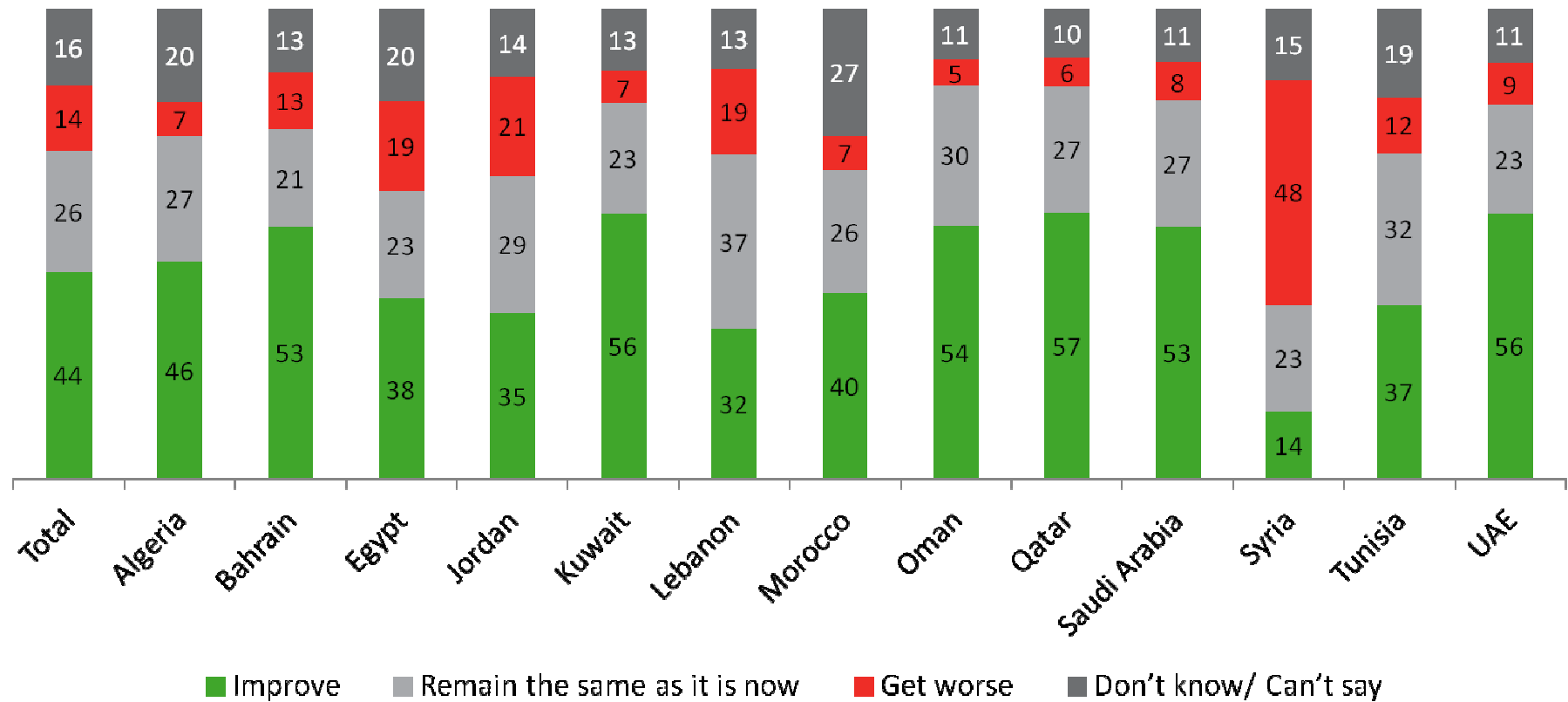


Base: Total (16379)

All figures are %'s

Personal Finance – Expectations for the Future

Q. In comparison to the current period, in the next 6 months I expect my or my family's financial position to:



Base: Total (16379)

All figures are %'s

Cost of Living

Q. In the next 6 months, I expect ...

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Base:	16379	992	120	5484	1700	457	506	1002	220	509	2730	252	431	1976
Cost of living to increase	78	70	62	81	89	77	79	73	70	68	78	85	73	71
Cost of living to remain the same	12	16	27	8	6	15	14	15	20	19	14	8	14	18
Cost of living to decrease	4	3	9	4	1	2	3	3	3	6	2	4	6	6
Don't know can't say	6	11	3	7	3	7	4	9	7	7	5	4	7	6

Base: Total (16379)

All figures are %'s

Change in Savings

Q. In comparison to last year, my savings have

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Base:	16379	992	120	5484	1700	457	506	1002	220	509	2730	252	431	1976
Increased	15	21	20	13	8	18	13	14	25	19	20	5	10	15
Remained the same	25	25	33	22	19	29	22	26	30	31	28	12	25	31
Decreased	55	44	43	59	69	48	60	52	42	43	48	83	60	49
Don't know/Can't say	5	10	4	5	5	5	5	8	3	7	4	1	5	5

Base: Total (16379)

All figures are %'s

Investment in Vehicle

Q. Do you plan to buy a vehicle for personal use in the next 12 months?

Q. Which of the following types of vehicle would it be?

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Base:	16379	992	120	5484	1700	457	506	1002	220	509	2730	252	431	1976
Yes	32	40	39	25	31	39	24	23	37	44	42	11	17	39
No	54	44	48	59	55	49	62	57	53	43	46	79	66	48
Don't know/Can't Say	14	16	13	16	14	12	14	21	10	13	12	10	16	12

Type of Vehicle

Base(Plan to buy):	5179	393	47	1366	523	180	123	227	81	222	1140	27	75	775
New	44	57	53	45	28	34	39	39	47	42	49	44	41	45
Used	48	33	38	48	67	60	44	55	47	48	44	56	53	46
Don't know/Can't say	8	10	9	7	6	6	17	6	6	10	7	-	5	9

Base: Total (16379)

All figures are %'s

Investment in Property

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Base:	16379	992	120	5484	1700	457	506	1002	220	509	2730	252	431	1976
Yes	20	23	27	17	10	30	15	17	37	29	27	8	11	23
No	65	59	62	67	77	55	74	62	49	56	58	84	75	62
Don't know/Can't Say	15	18	12	16	12	15	12	21	15	16	15	8	14	15

Q. Do you plan to invest in property within the next 12 months?

Base: Total (16379)

All figures are %'s

Investment in Property – Type of Property

Q. What type of property are you planning to invest in?

Q. Which of the following types of property would it be?

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Kind of Property														
Base(Plan to buy):	3232	229	32	925	172	137	74	173	81	146	740	20	48	455
Apartment	47	48	44	56	60	49	58	51	36	30	37	50	31	43
Villa/ townhouse/ bungalow	23	21	28	17	7	20	8	13	43	34	31	20	38	28
Commercial property (office/ shop etc.)	20	21	16	19	22	15	19	30	16	25	20	30	29	16
Other	10	10	13	8	12	16	15	5	5	10	12	-	2	13
Status of Property														
Base(Plan to buy):	3232	229	32	925	172	137	74	173	81	146	740	20	48	455
New	57	54	59	61	52	56	43	53	60	51	60	50	42	56
Pre-owned	27	29	28	25	31	23	26	25	28	32	25	30	33	29
Don't know/Can't say	16	17	13	14	16	20	31	22	11	17	15	20	25	14

All figures are %'s

Consumer Goods

Q. Lastly, could you please tell us which of the following are you planning to invest in within the next 6 months? (Please tick all that apply)

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Base:	16379	992	120	5484	1700	457	506	1002	220	509	2730	252	431	1976
Desktop or Laptop	27	33	27	27	24	24	21	34	19	25	28	25	29	27
Furniture	18	26	18	14	17	21	17	23	21	20	22	13	19	21
LCD or Plasma Television	17	25	20	15	14	16	11	20	20	21	18	9	15	18
Air Conditioner	13	20	15	14	9	11	10	10	15	11	15	8	13	9
Digital Camera	11	15	15	9	8	9	6	13	15	15	12	6	14	13
Washing Machine	10	15	13	6	10	13	8	14	13	13	12	7	7	12
Refrigerator	9	15	15	6	8	10	5	14	11	13	12	4	8	12
Normal or Digital Camcorder	7	10	5	7	6	5	3	10	6	5	6	7	10	5
Cooking Range	6	10	10	3	6	9	6	7	9	11	7	5	4	9
Vacuum Cleaner	6	6	13	4	7	7	5	6	8	8	8	4	4	7

All figures are %'s

Section 3-b

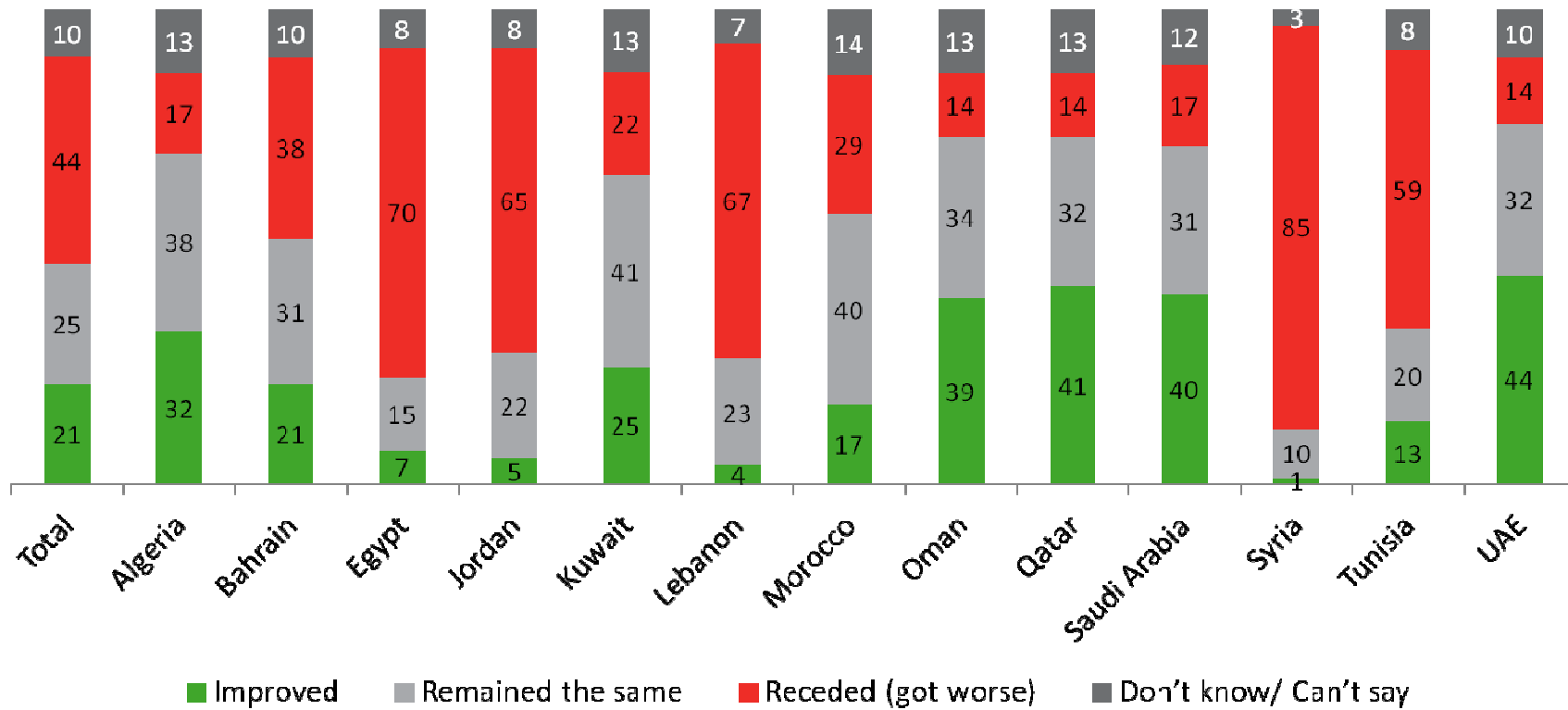
COUNTRY'S ECONOMIC SITUATION

Summary

- Respondents from the GCC claim their country's economy has had a positive change in the last 6 months. 44% of those from UAE say that their country's economy is better than what it was 6 months ago.
- As the case with current economy, higher optimism is seen amongst those from the GCC in comparison to others. Those from Qatar (65%), UAE (64%) and Oman (60%) expect their country's economy to improve in the future.
- Present business conditions are seen as average to poor across the region with the exception of the GCC where respondents express a positive opinion.
- A third of the respondents claim there are 'very few jobs available across few industries' in their country of residence. Higher job availability is reported by respondents from Qatar and UAE.

Country's Economy – Evaluation of Current Scenario

Q. Compared to 6 months earlier my country of residence's economy has:

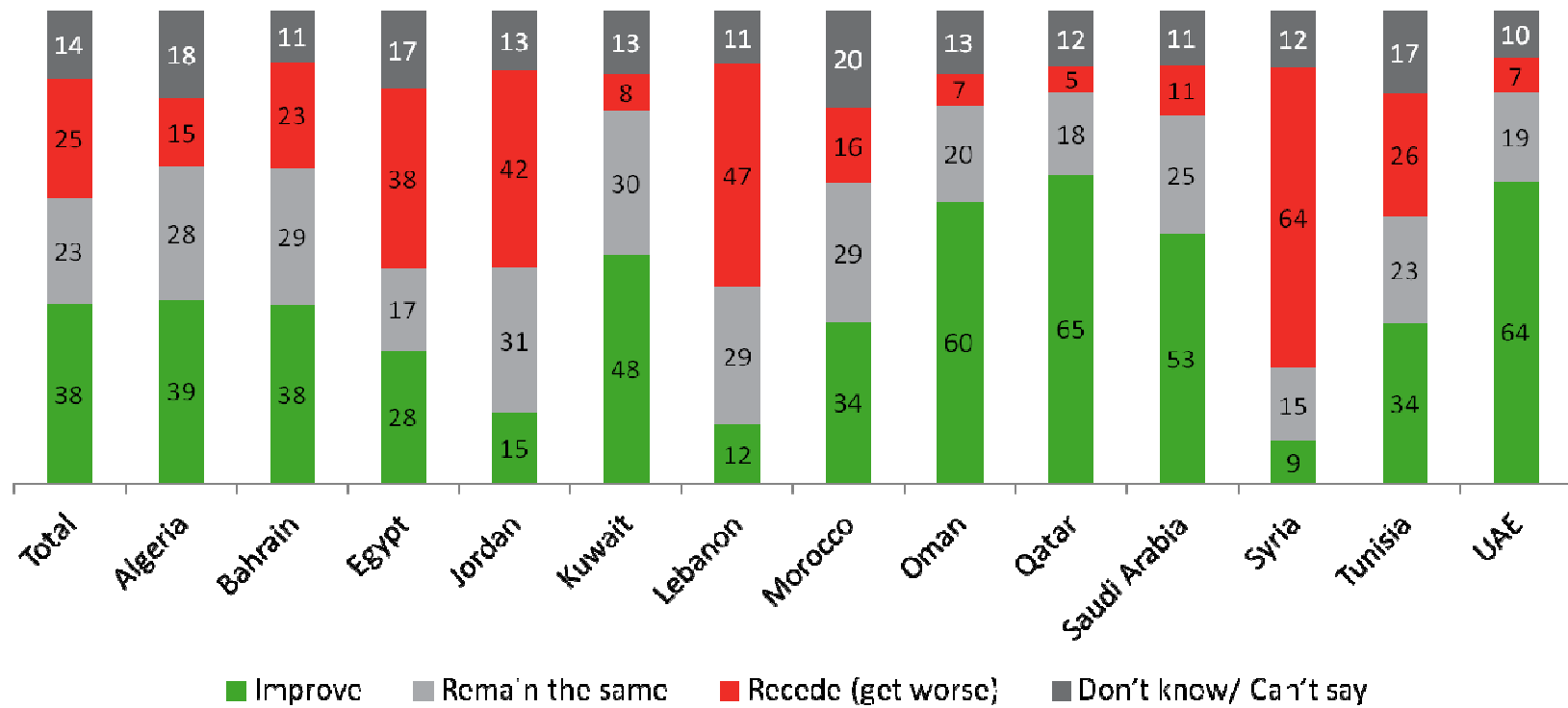


Base: Total (16379)

All figures are %'s

Country's Economy – Expectations for the Future

Q. In comparison to the current period, in the next 6 months I expect my country of residence's economy to :

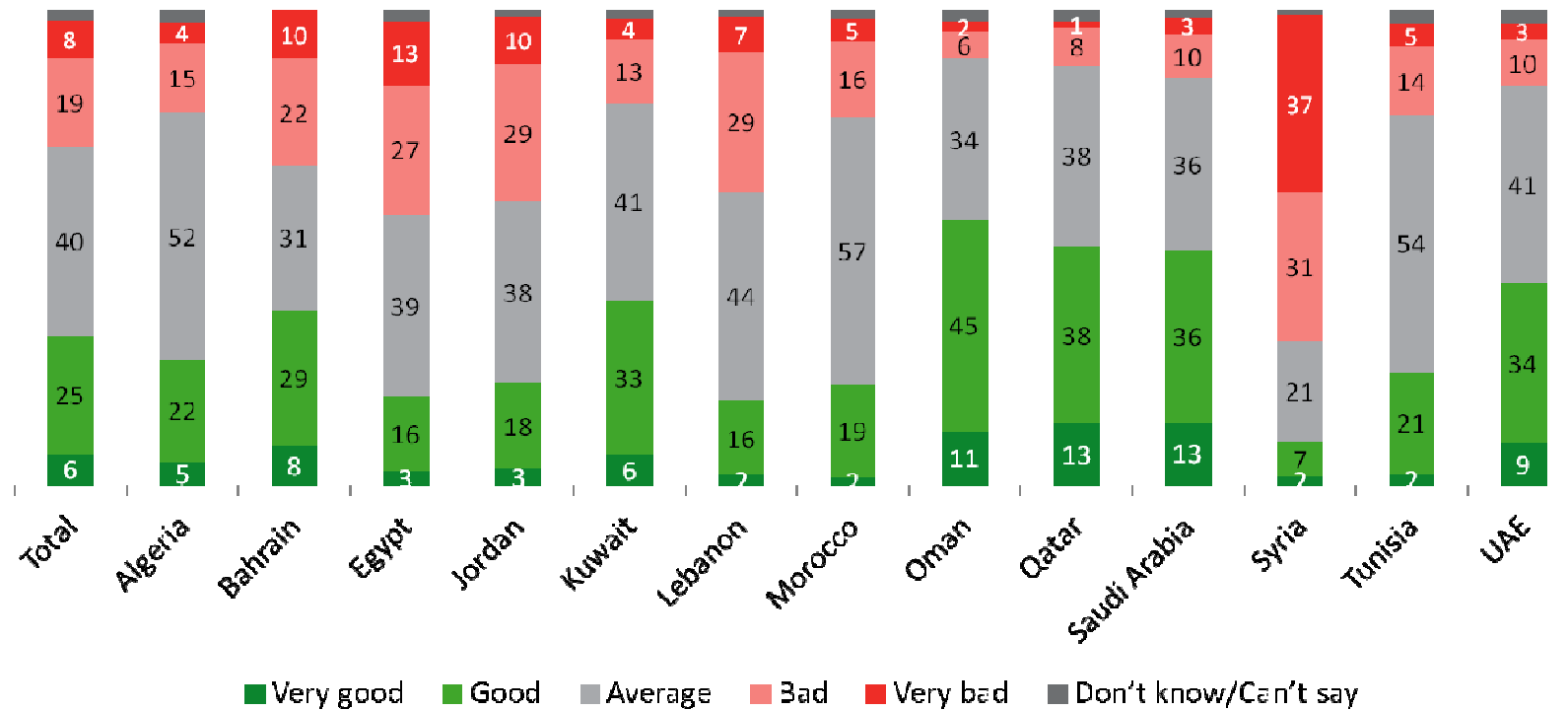


Base: Total (16379)

All figures are %'s

Present Business Conditions

Q. Overall presently the business conditions are...

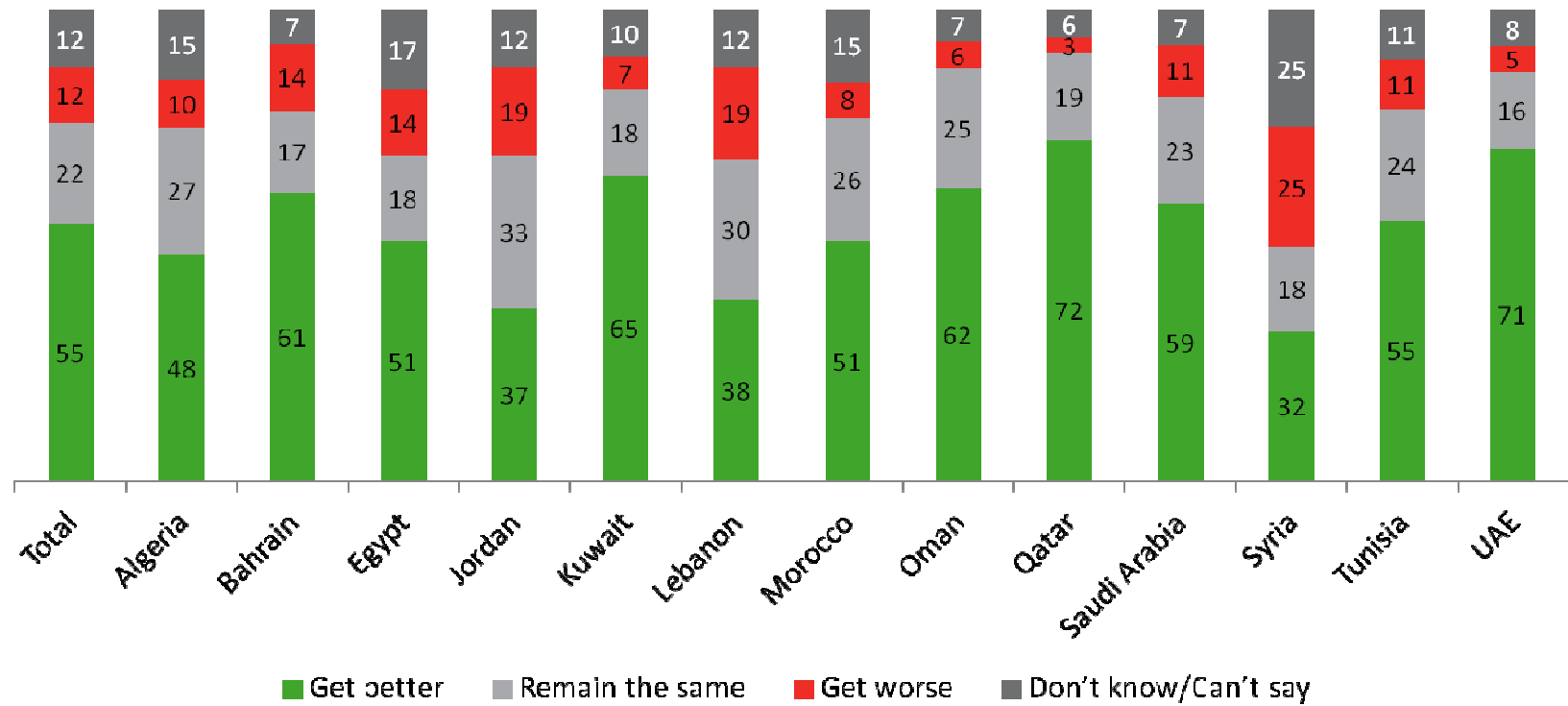


Base: Those employed(11209)

All figures are %'s

Expectations of Future Business Conditions

Q. In a year's time I expect the business conditions to:



Base: Those employed(11209)

All figures are %'s

Current Availability of Jobs

Q. Which of the following best describes your opinion on the current availability of jobs in your country of residence:

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Base:	16379	992	120	5484	1700	457	506	1002	220	509	2730	252	431	1976
There are plenty of jobs available across various industries	13	11	12	6	4	17	4	7	18	27	28	2	3	22
There are plenty of jobs available but across a few industries only	17	18	14	13	13	25	8	18	25	23	26	4	13	23
There are few jobs available across various industries	25	27	22	23	32	24	29	29	23	24	20	19	32	25
There are few jobs available across few industries	33	29	36	45	42	22	45	34	22	14	15	61	44	19
Don't know/Can't say	12	15	17	13	9	12	13	12	11	12	11	13	9	12

Base: Total (16379)

All figures are %'s

Future Availability of Jobs

Q. Which of the following best describes your opinion on the current availability of jobs in your country of residence:

	Total	Algeria	Bahrain	Egypt	Jordan	Kuwait	Lebanon	Morocco	Oman	Qatar	Saudi Arabia	Syria	Tunisia	UAE
Base:	16379	992	120	5484	1700	457	506	1002	220	509	2730	252	431	1976
Increase	29	28	31	25	13	33	8	21	42	60	40	11	22	46
Remain the same	28	30	31	25	38	31	36	32	30	19	27	18	30	24
Decrease	22	15	23	29	29	11	40	19	11	5	15	54	23	10
Don't know/Can't say	21	27	16	21	19	25	15	28	16	17	17	18	25	21

Base: Total (16379)

All figures are %'s

Section 3-c

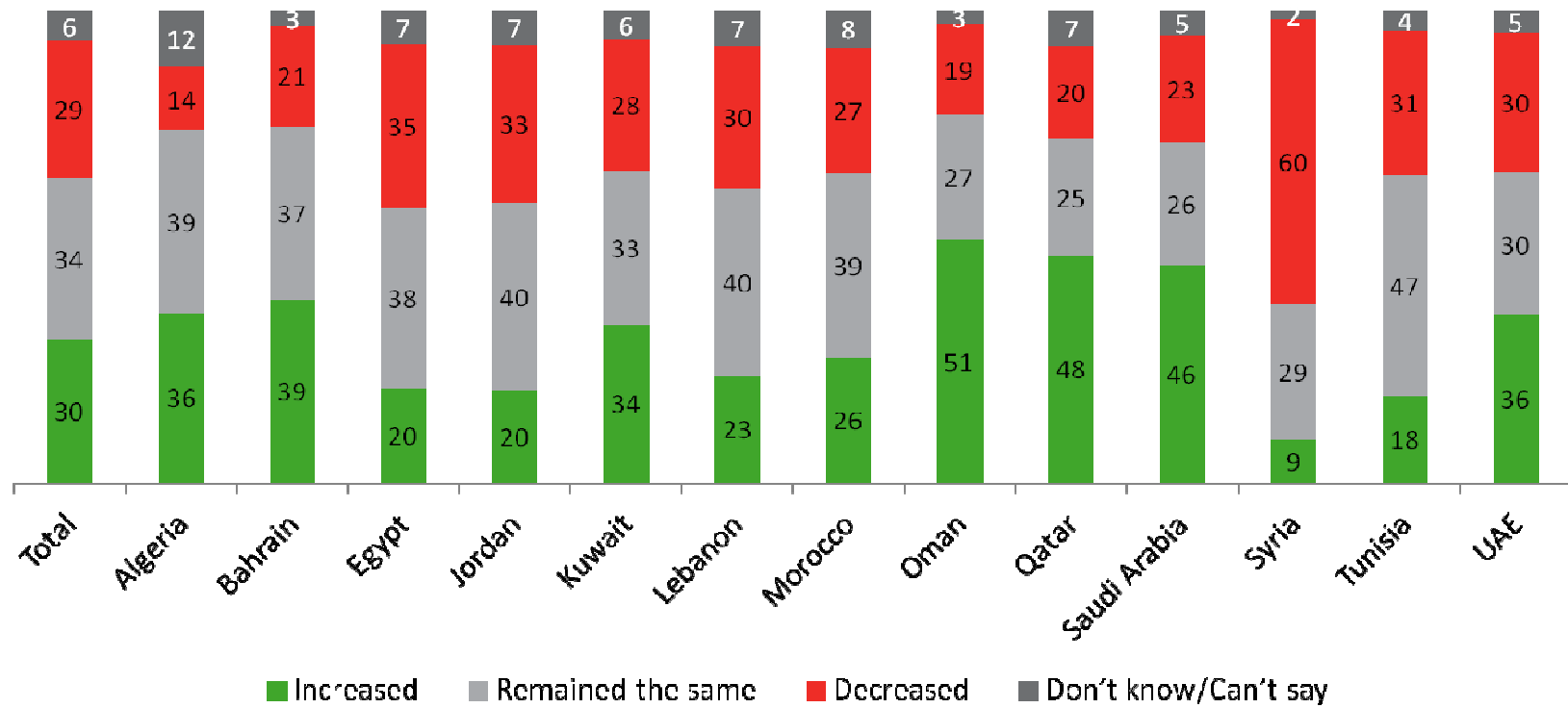
CURRENT JOB

Summary

- 30% of the respondents claim that the number of employees in their organization has increased in the last 6 months. Oman (51%), Qatar (48%) and KSA (46%) have the highest proportion of respondents citing an increase.
- With regards to future change in number of employees, 35% of the total respondents expect the number employees to increase.
- On an overall level respondents are satisfied with the following elements of their current job:
 - Career growth opportunities
 - Current compensation
 - Non-monetary benefits
 - Job security

Change in Number of Employees

Q. In comparison to 6 months ago the number of employees in the organization where I work has:

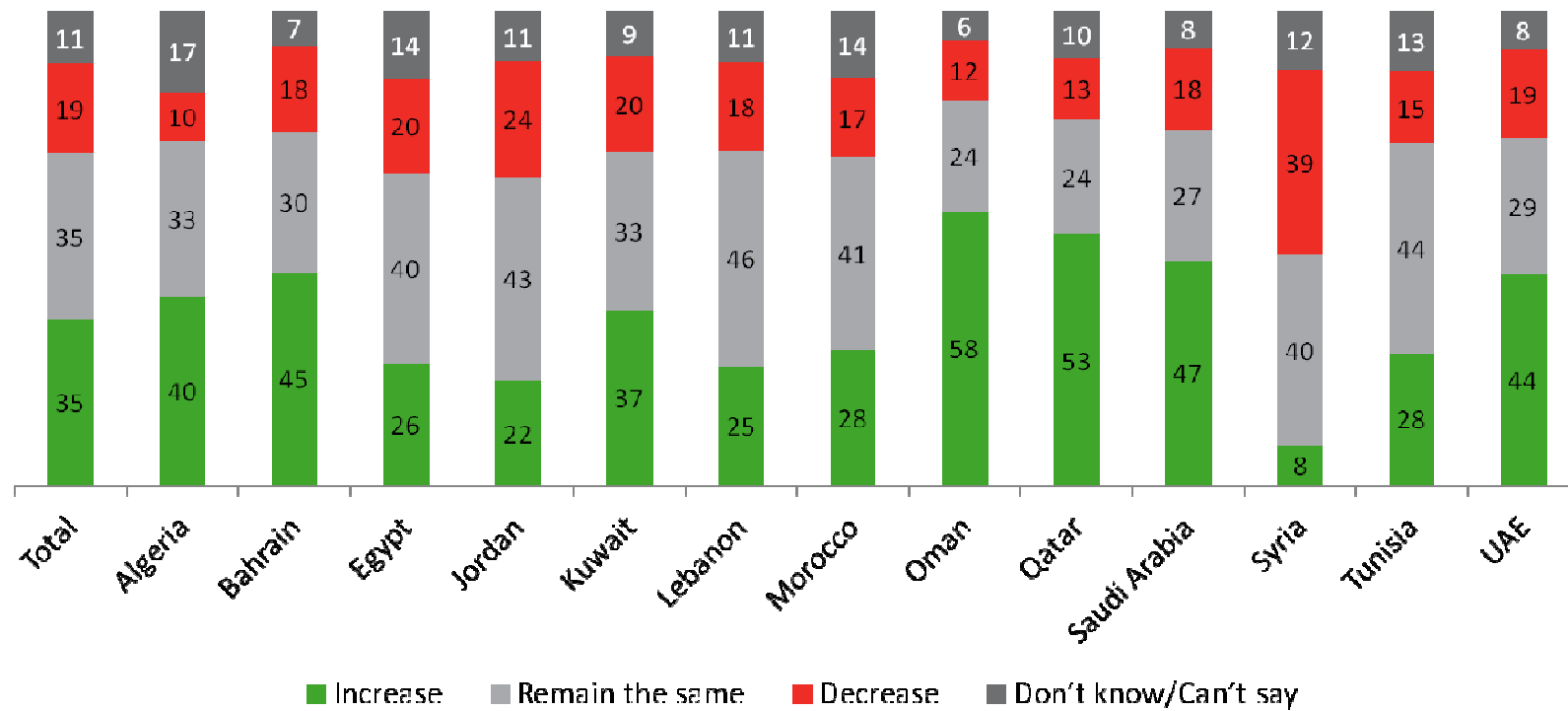


Base: Those employed(11209)

All figures are %'s

Expected Change in Number of Employees

Q. In the next 6 months, I expect the number of employees in my organization to to:

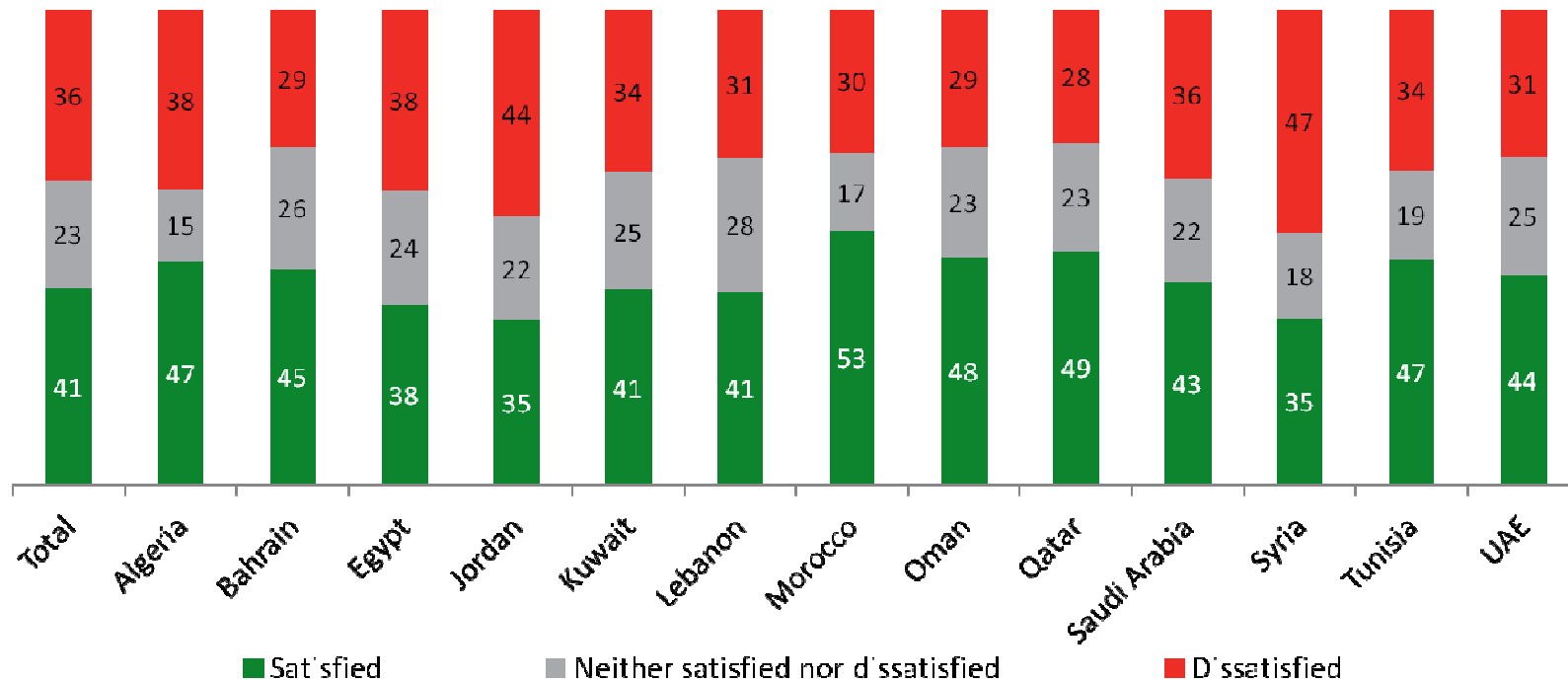


Base: Those employed(11209)

All figures are %'s

Satisfaction Levels : Career growth opportunities

Q. On an overall level how satisfied are you with the following attributes related to your job?

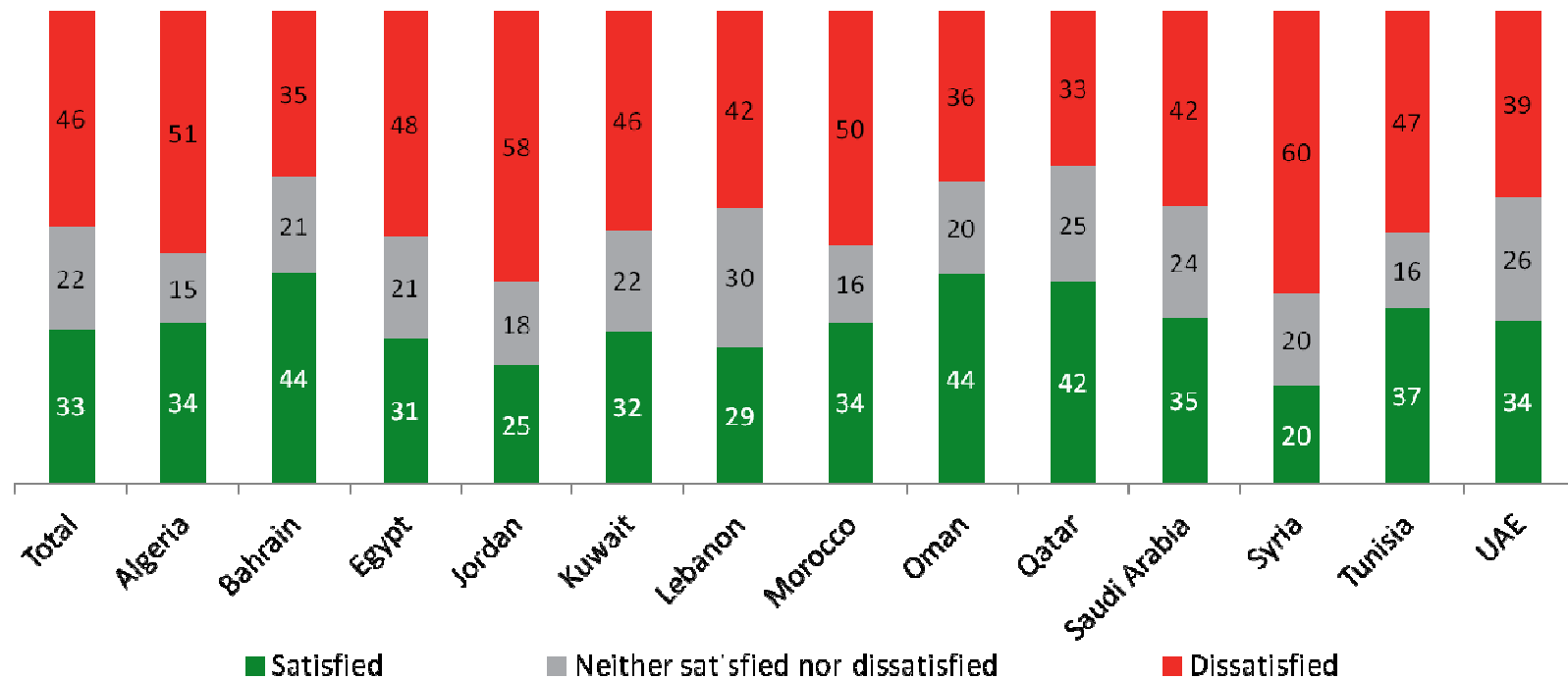


Base: Those employed(11209)

All figures are %'s

Satisfaction Levels : Current compensation (salary & allowances)

Q. On an overall level how satisfied are you with the following attributes related to your job?

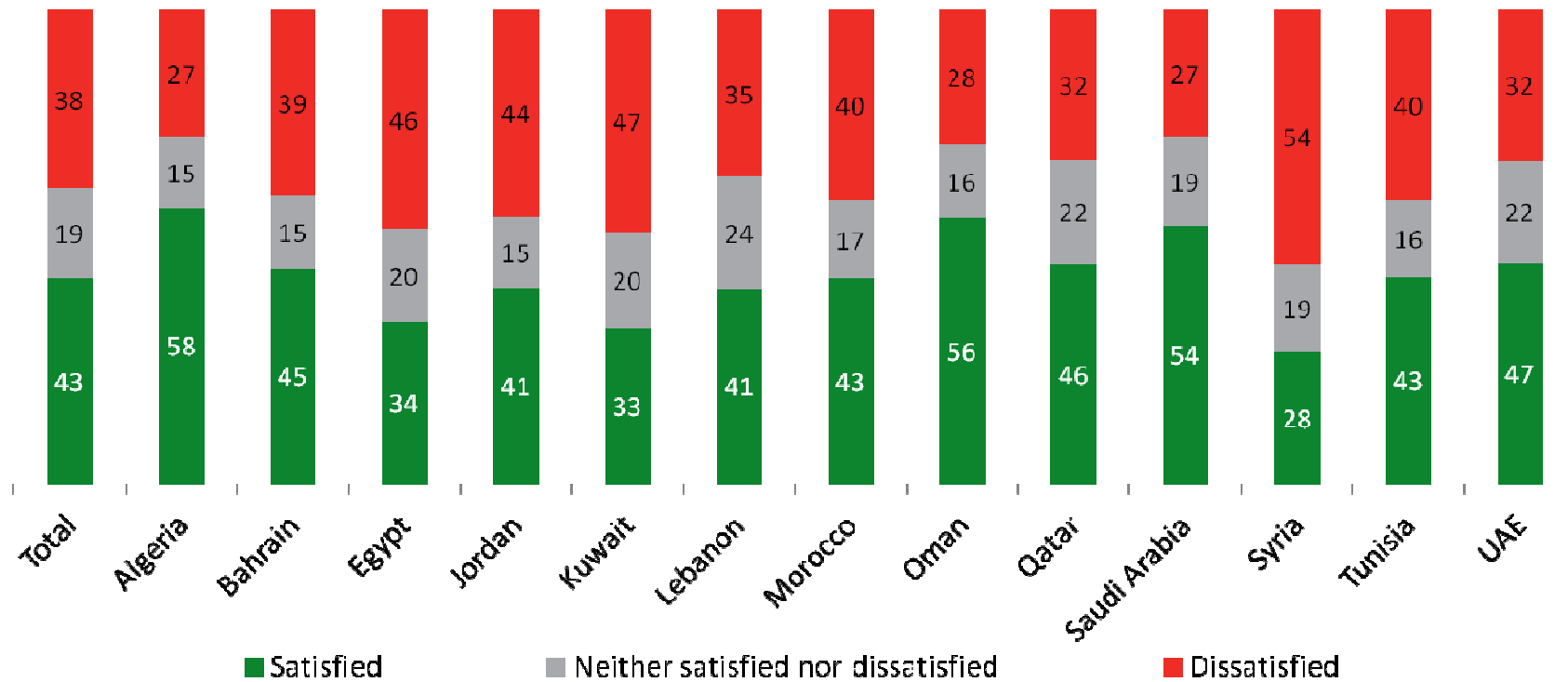


Base: Those employed(11209)

All figures are %'s

Satisfaction Levels : Non- monetary benefits

Q. On an overall level how satisfied are you with the following attributes related to your job?

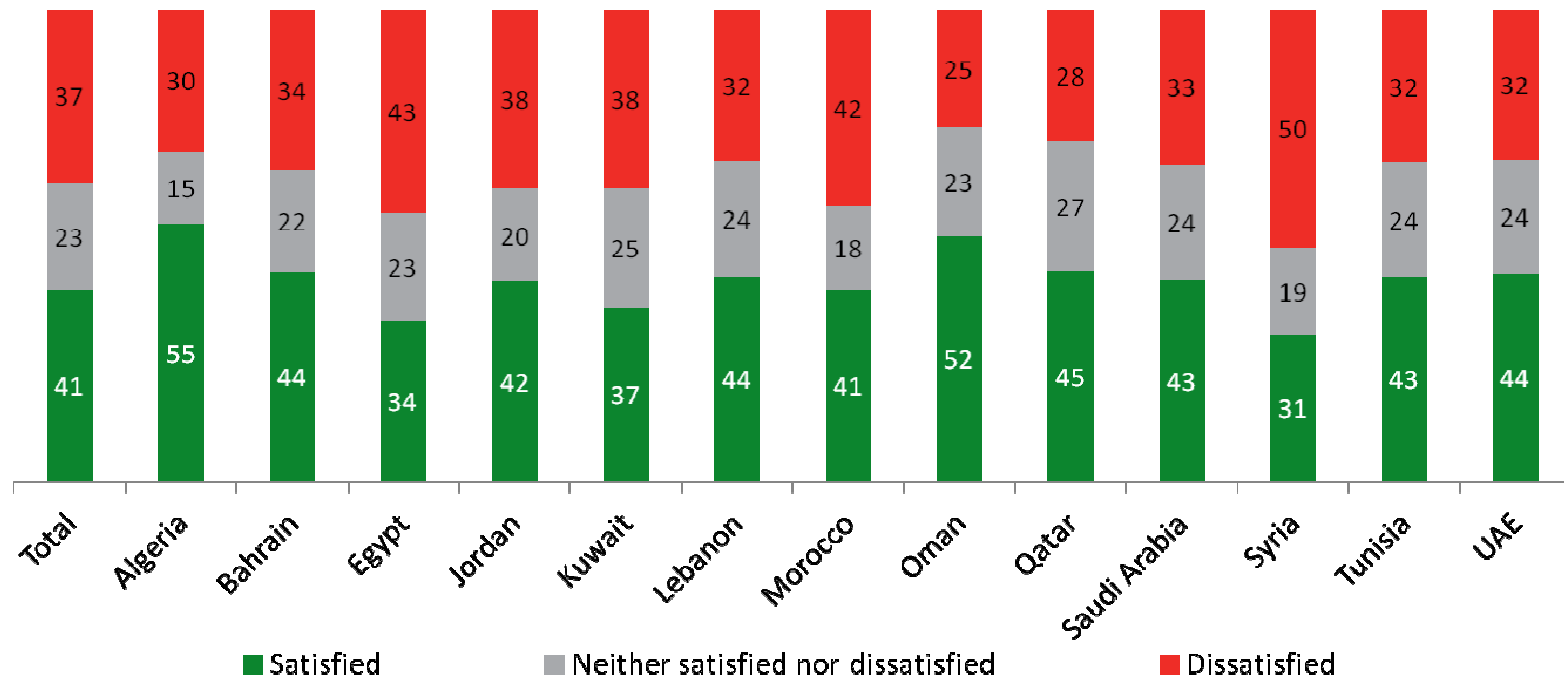


Base: Those employed(11209)

All figures are %'s

Satisfaction Levels : Job Security

Q. On an overall level how satisfied are you with the following attributes related to your job?



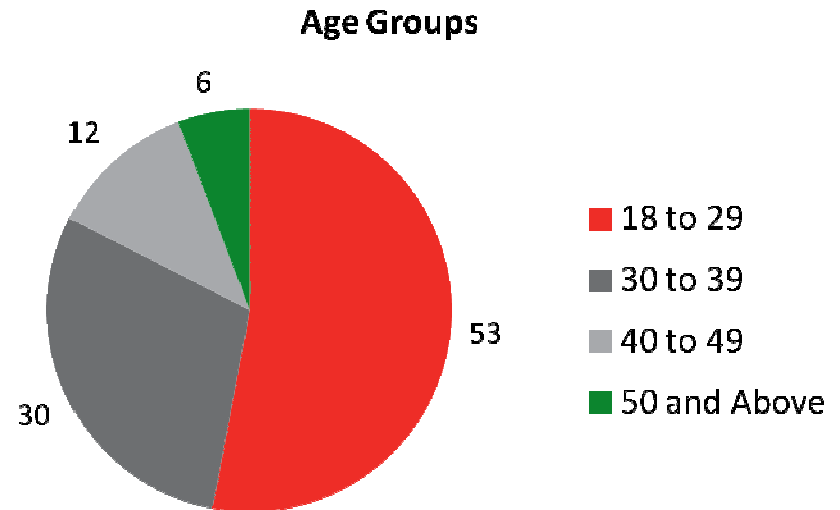
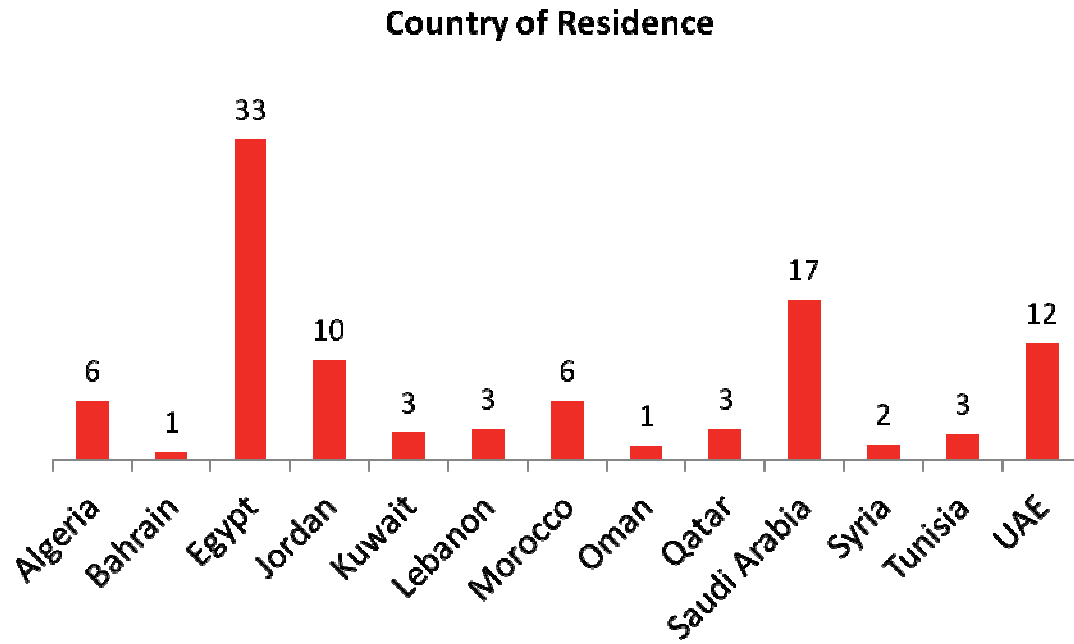
Base: Those employed(11209)

All figures are %'s

Section 4

DEMOGRAPHICS

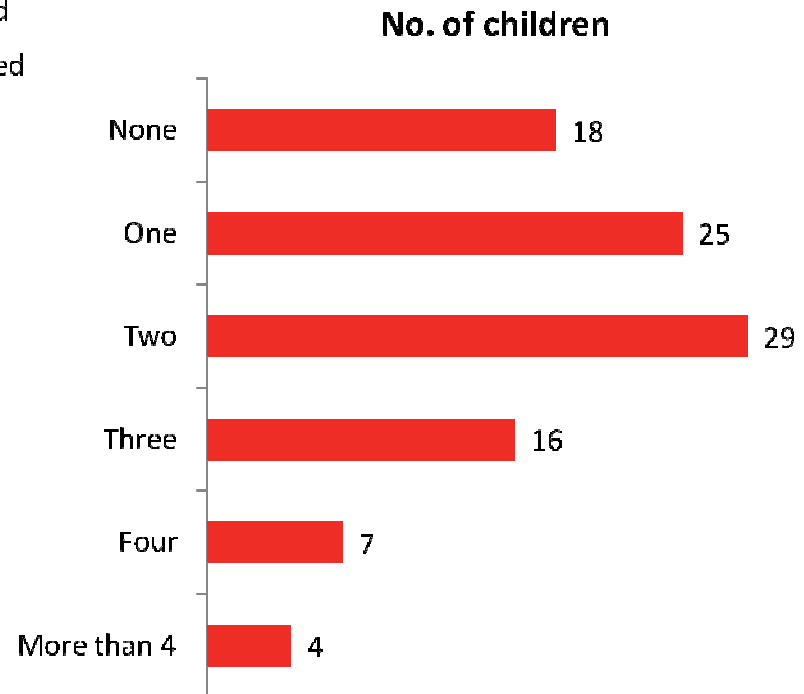
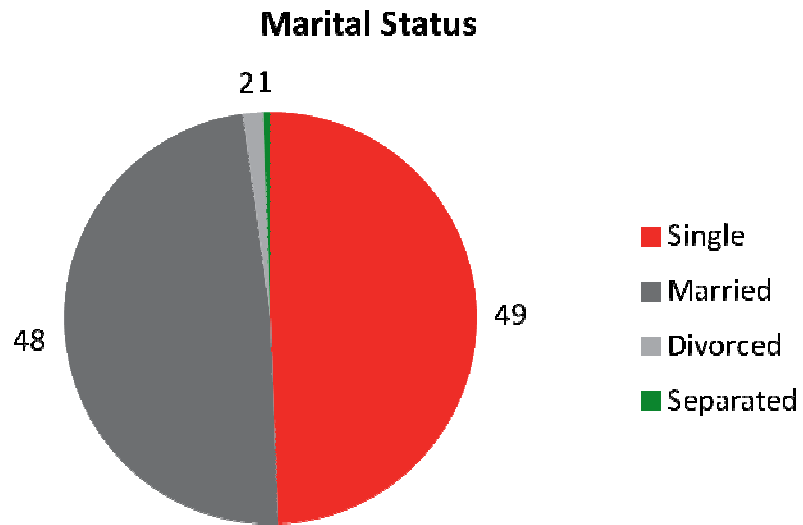
Respondent Profile 1/4 - Personal



Base: Total (16379)

All figures are %'s

Respondent Profile 2/4 - Personal

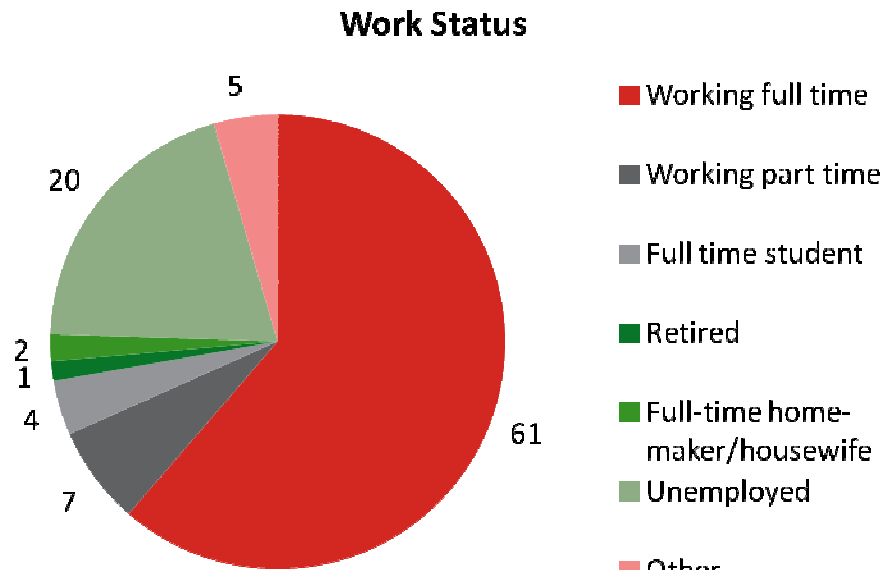


Base: Those Married/Divorced/Separated (8307)

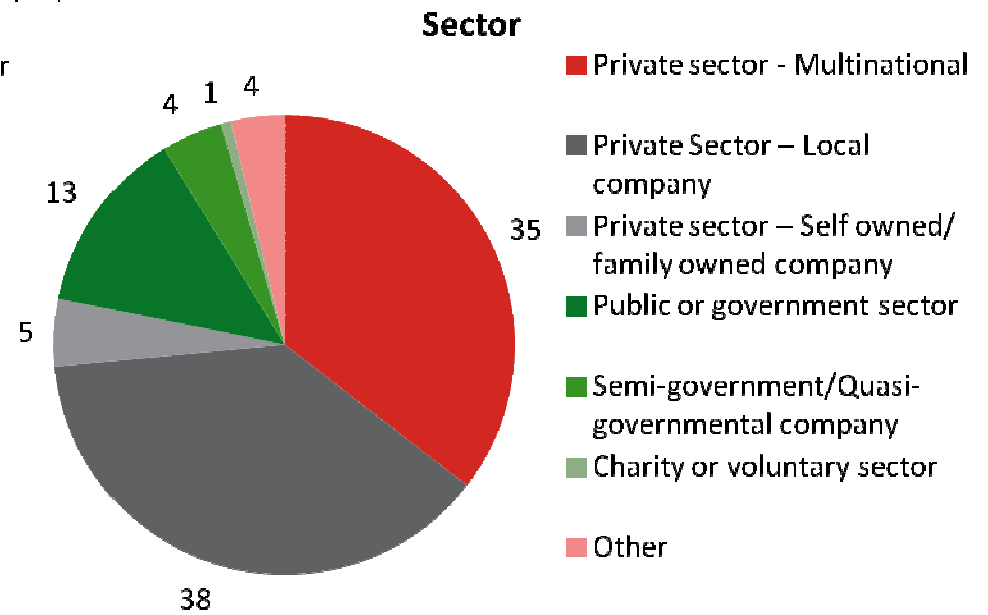
Base: Total (16379)

All figures are %'s

Respondent Profile 3/4 – Professional



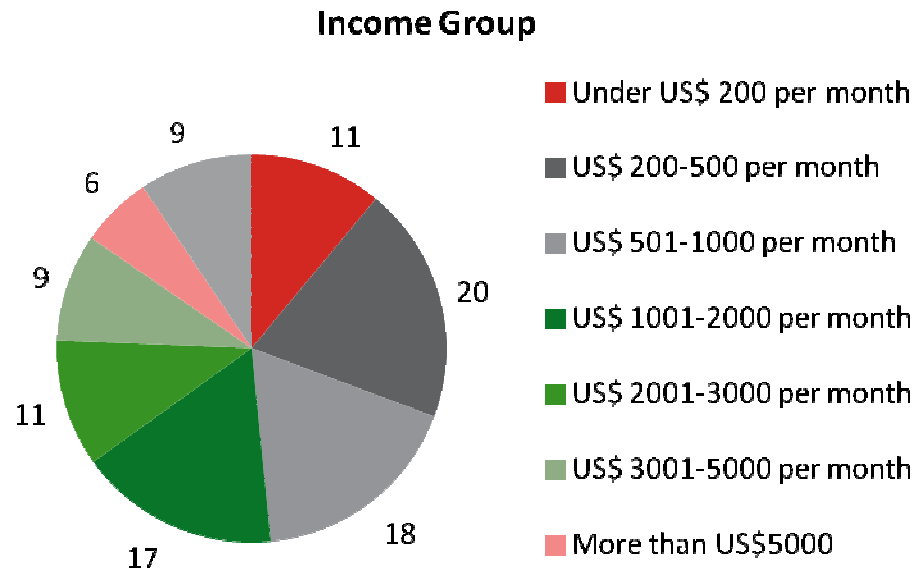
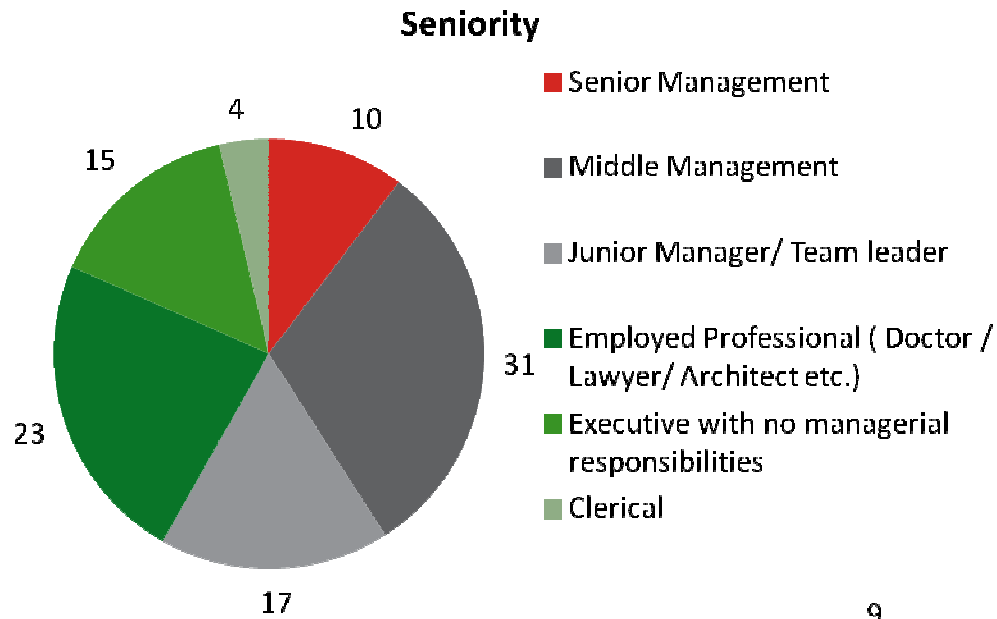
Base: Total (16379)



Base: Those employed(11209)

All figures are %'s

Respondent Profile 4/4 – Professional



Base: Those employed(11209)

All figures are %'s

 Thank you

