



Bayt.com Top Industries

in the Middle East and North Africa

2012



Research Objectives

Research Objectives

- The research was conducted to gauge consumer opinions of their own industry and various other industry sectors. The key objectives were as follows:
- Understanding satisfaction levels with current industry on the following attributes :
 - Remuneration
 - Work Life balance
 - Career Growth
 - Job Security
- Identify which industries are perceived to perform best on the above listed attributes.
- Recognize industry switching behavior and reasons thereof.
- Understand the perception of the government as an employer
- Identify industries that are seen as attractive by Local Talent and Women Workforce.

Sample & Methodology

Age and Gender

Adult males and females

Aged 18 plus years

Country of Residence

GCC: UAE, KSA, Kuwait, Oman, Qatar, Bahrain

Levant: Lebanon, Syria, Jordan

North Africa: Egypt, Morocco, Algeria, Tunisia

Methodology:

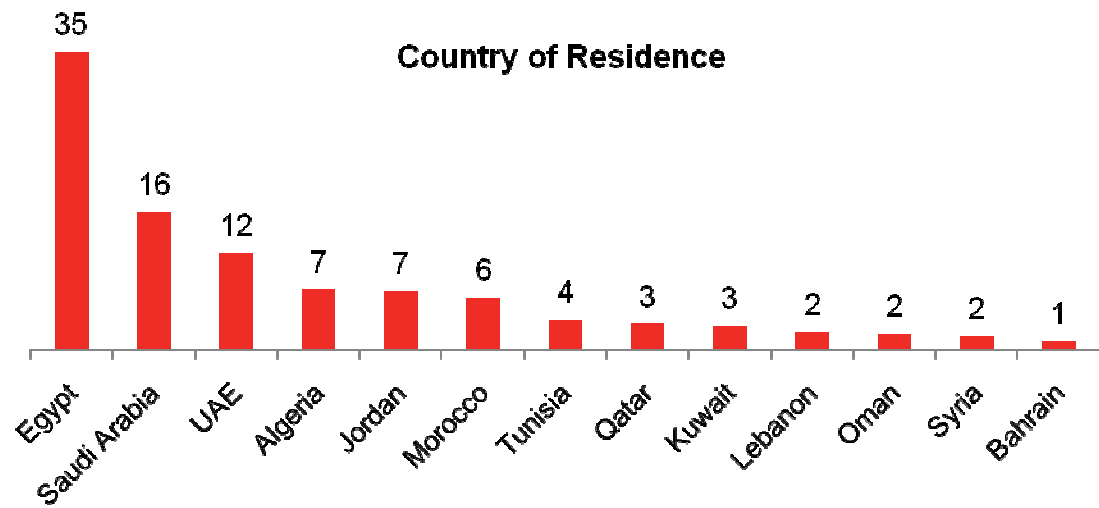
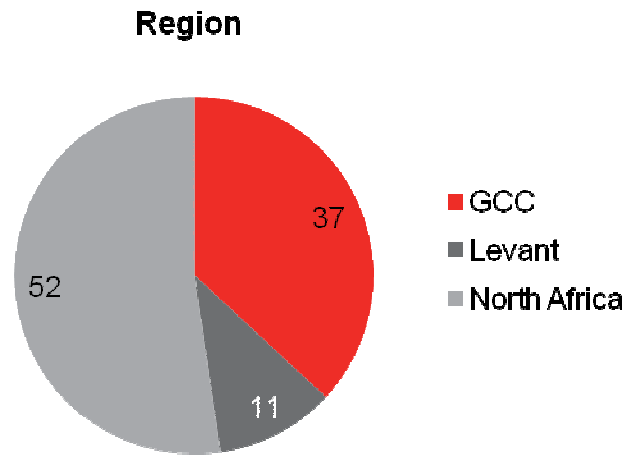
Online data collection was done between 5th – 14th November 2012.

The total number of respondents achieved was 12,040. Further split:

- Those currently working : 9,791
- Those unemployed : 2,249
- Fresh college/school graduate looking for a job : 1,454
- Experienced professional looking for a job : 795

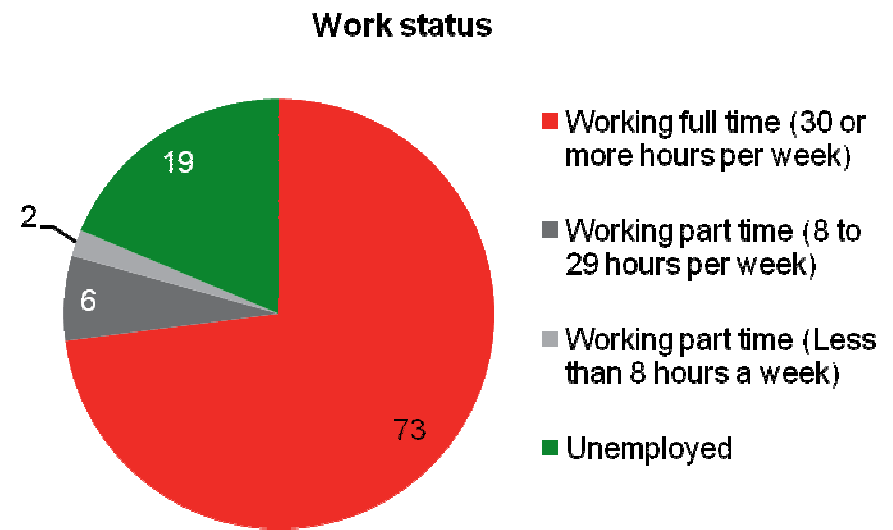
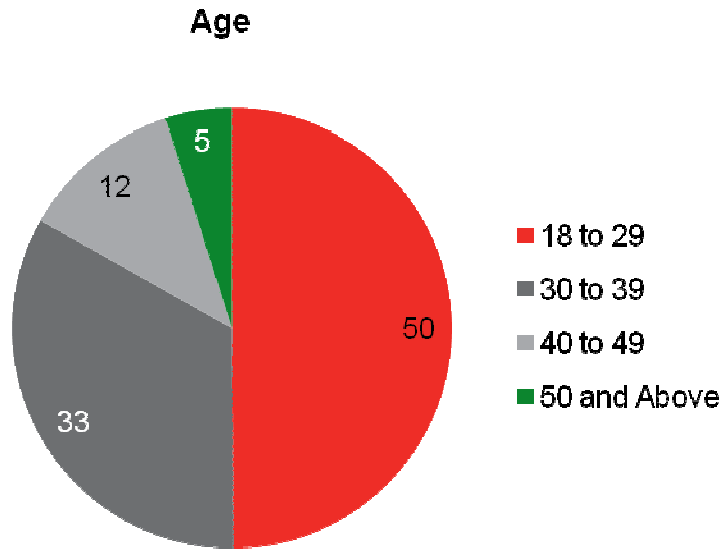
Demographics

Demographic Profile 1/2



Base: All: 12,040
All figures are %'s

Demographic Profile 2/2



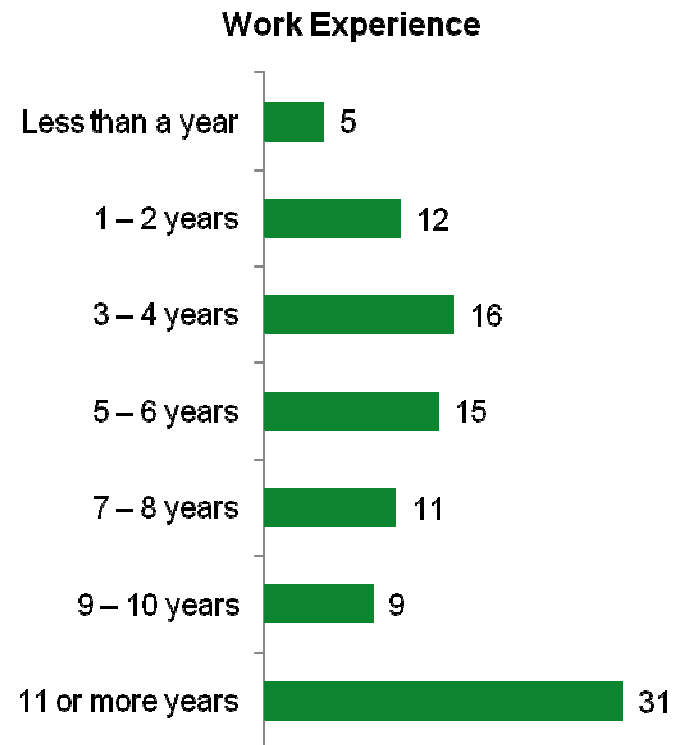
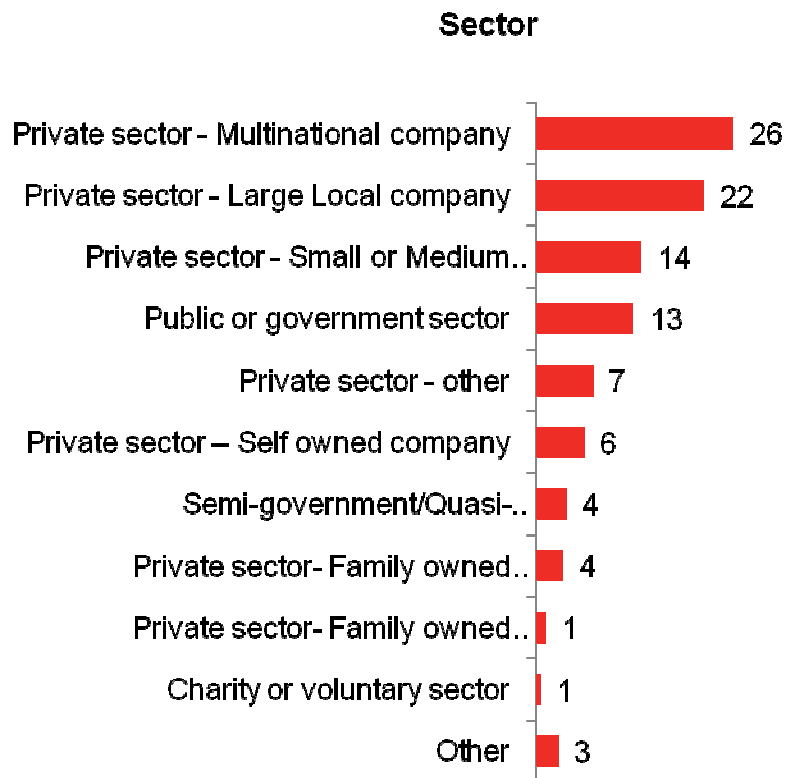
Base: All: 12,040
All figures are %'s

Professionals 1/2

Q. In which of the following sectors do you work/ did you work in?

Q. How many years have you worked in total?

(If you have taken a break, please count years worked before and after your career break)

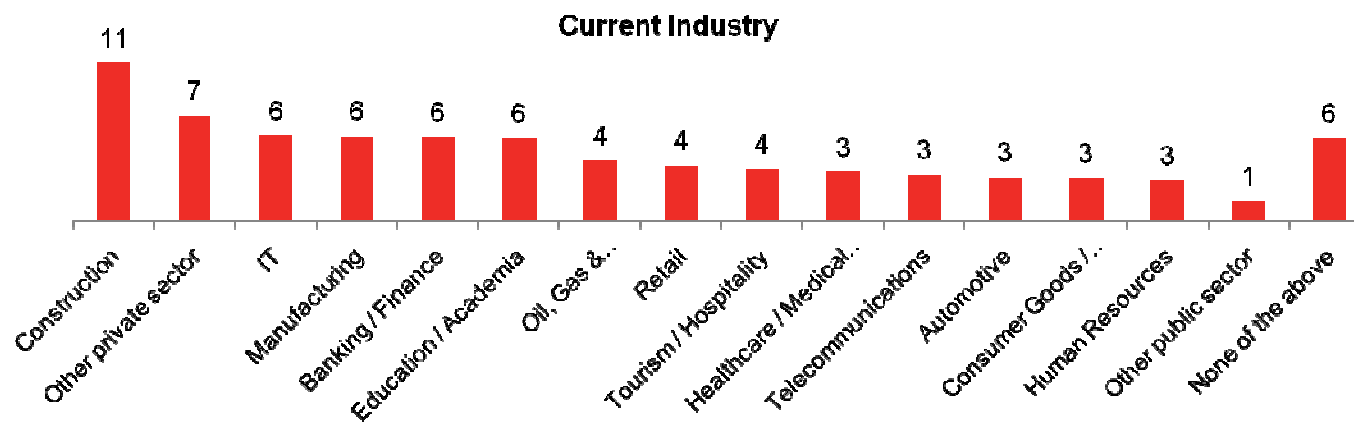
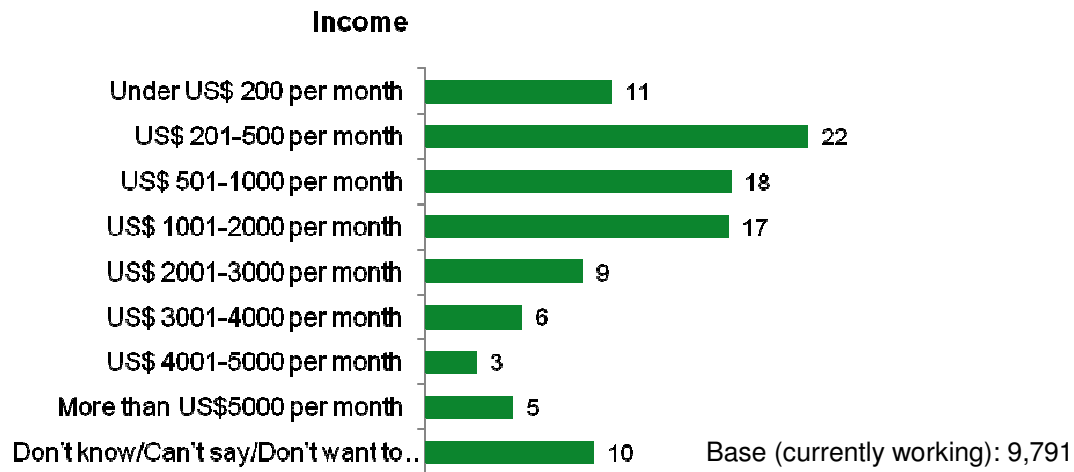


Base (Employed/ Unemployed experienced professional looking for a job): 10,586

Professionals 2/2

Q. Which of the following income levels does your personal monthly income fall into? These numbers are quoted in US\$ so you do not need to be exact.

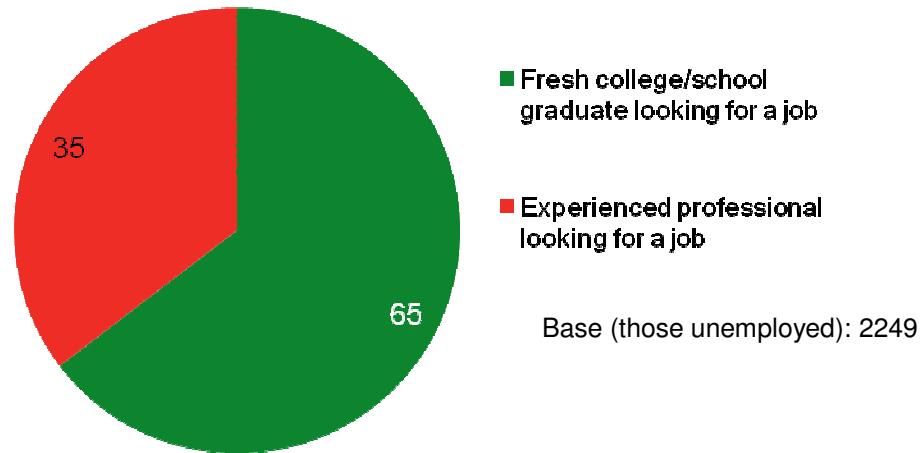
Q. Which ONE of the following industries do you currently work/ worked in?



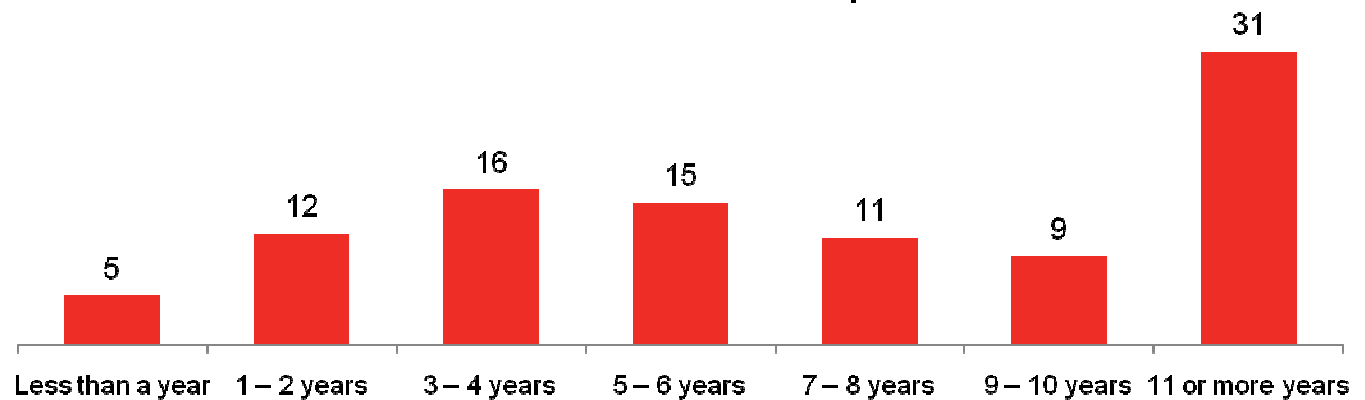
Base (Employed/ Unemployed experienced professional looking for a job): 10,586

Currently Unemployed

Current status



Work Experience



Base (Unemployed experienced professional looking for a job): 795

Summary of Findings

Summary of Findings

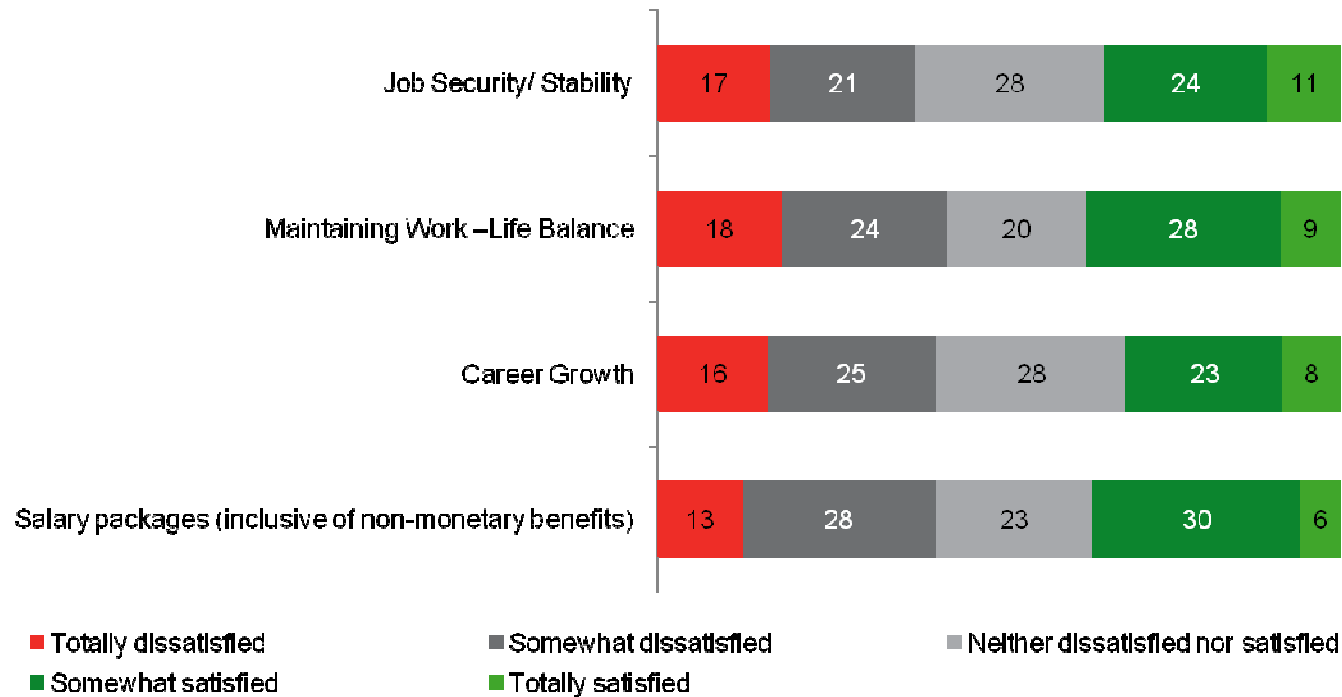
- Approximately one-third of the respondents claim they are satisfied with the current industry they currently work in.
- ‘Oil, gas and petrochemicals’ emerges as the top industry in terms of satisfaction ratings when it comes to salary packages and job security. Those employed in the hospitality sector claim highest satisfaction levels with regards to maintaining work-life balance and career growth.
- A quarter of the respondents claim they have changed their industry in the past 24 months. ‘Better salaries in the new industry’ was cited as the top reason for switching followed by ‘career growth’.
- On an overall level ‘Oil, gas and petrochemicals’ emerges as the top industry to work for as it is perceived to deliver on all the four listed factors. Banking/ Finance takes the second spot in terms of ‘salary’, ‘work-life balance’ and ‘career growth’ whereas government/ civil service is understandably associated with job security.

^ Satisfaction with Current Industry

Satisfaction with Current Industry

Q. Now thinking about the industry that you currently work in/ worked in, please indicate your level of satisfaction with the following attributes:

- Those with high level of dissatisfaction are nearly twice as much as those totally satisfied with work life balance or career growth or salary packages. Overall level of dissatisfaction exceeds those exhibiting satisfaction



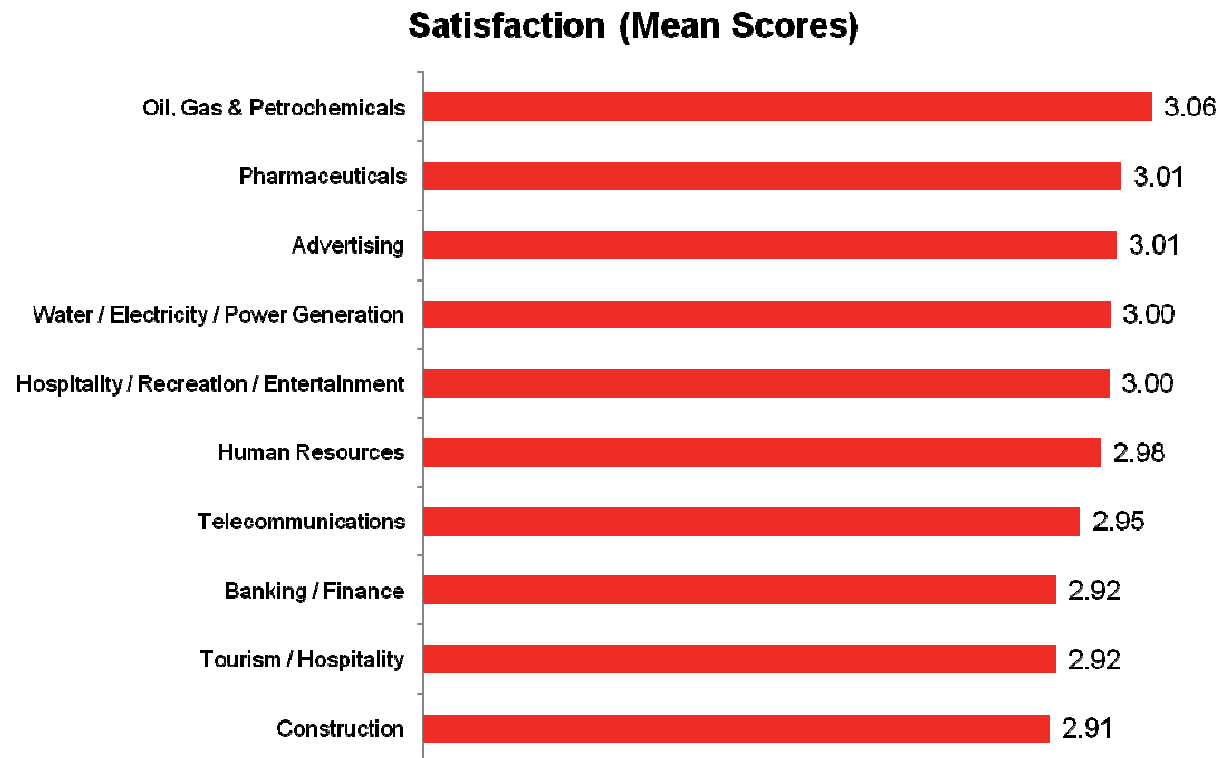
Base (Employed/ Unemployed experienced professional looking for a job): 10,586

All figures are %'s

Satisfaction with Current Industry – Salary Package

Q. Now thinking about the industry that you currently work in/ worked in, please indicate your level of satisfaction with the following attributes: Salary Package

- People working in the OGP, pharmaceuticals, advertising, utilities and hospitality industries are slightly more satisfied with their salary packages compared to other industries

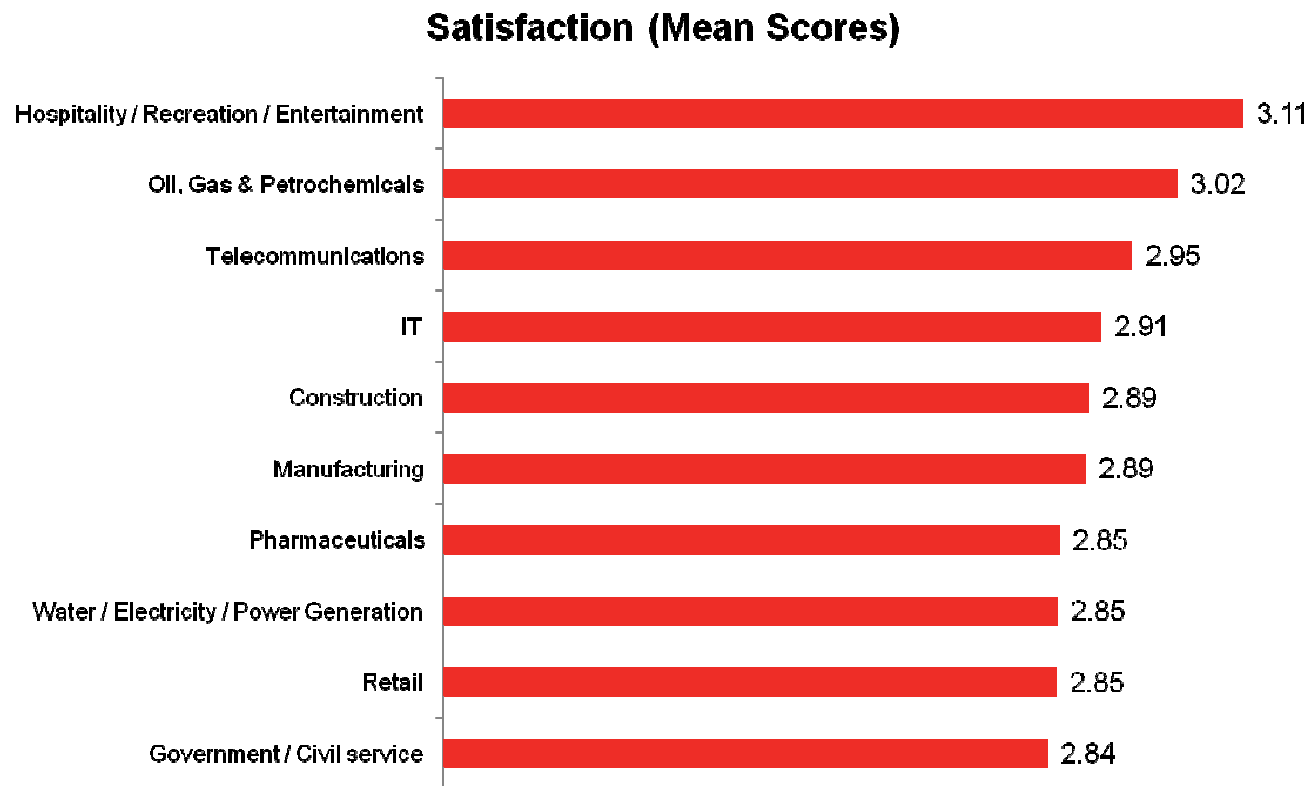


Base (Employed/ Unemployed experienced professional looking for a job): 10,586

Satisfaction with Current Industry –Work –Life Balance

Q. Now thinking about the industry that you currently work in/ worked in, please indicate your level of satisfaction with the following attributes: Work-Life Balance

- Those employed in the Hospitality and OGP sectors claim higher levels of satisfaction with the work life balance their job offers them.

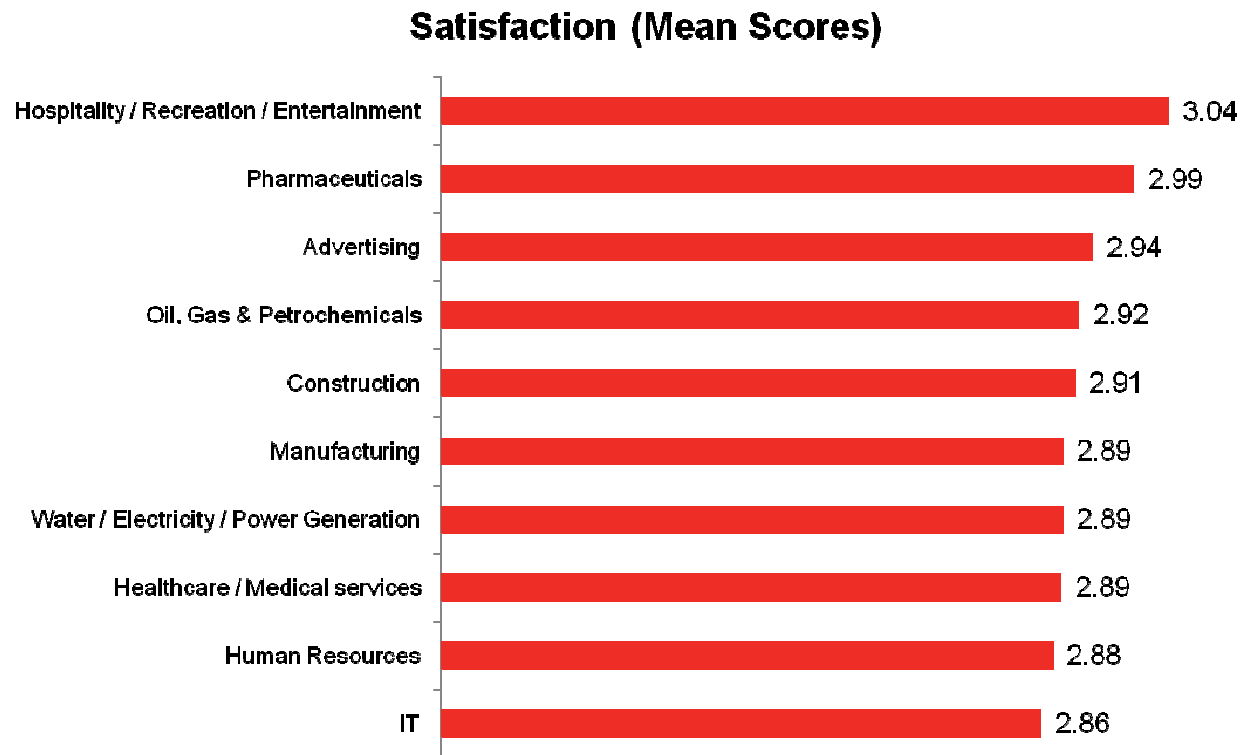


Base (Employed/ Unemployed experienced professional looking for a job): 10,586

Satisfaction with Current Industry – Career Growth

Q. Now thinking about the industry that you currently work in/ worked in, please indicate your level of satisfaction with the following attributes: Career Growth

- A small proportion of professionals in the hospitality sector are more satisfied with the career growth prospects compared to professionals in other industries.

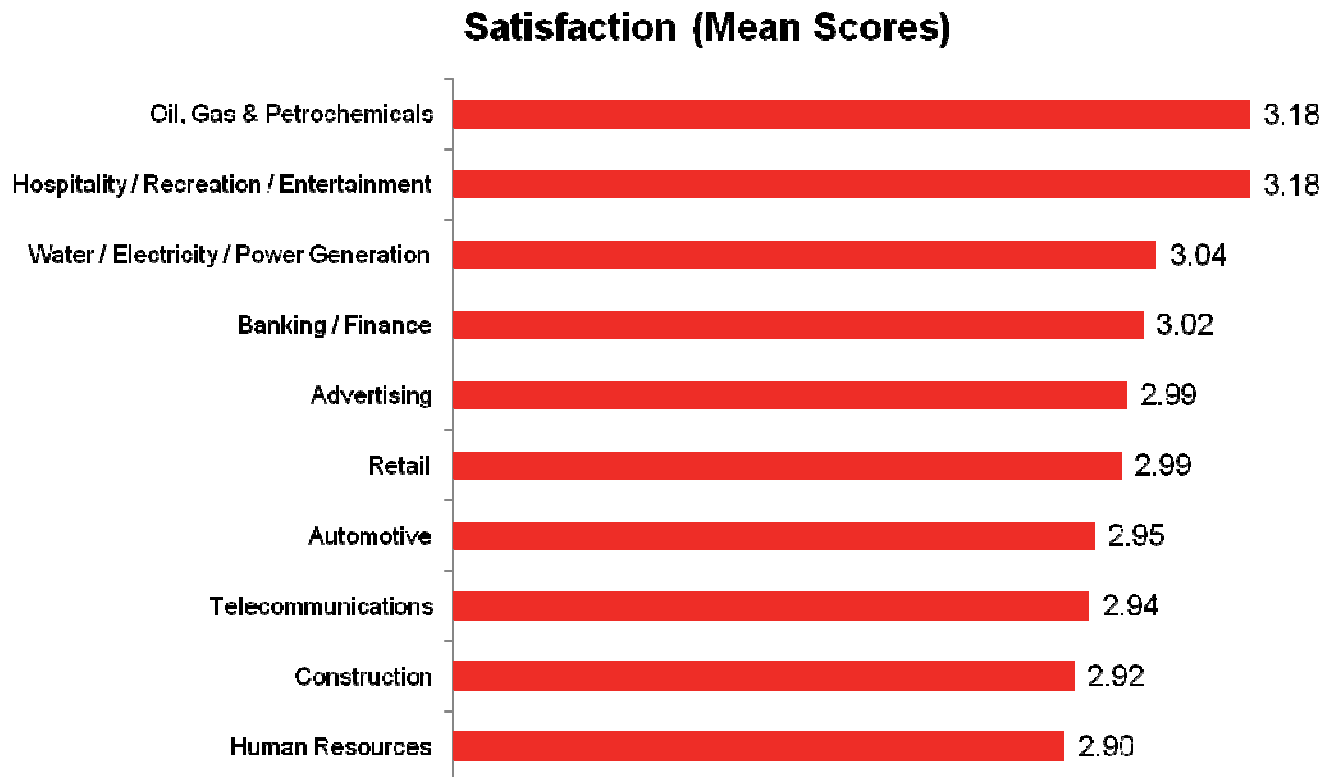


Base (Employed/ Unemployed experienced professional looking for a job): 10,586

Satisfaction with Current Industry – Job Security/ Stability

Q. Now thinking about the industry that you currently work in/ worked in, please indicate your level of satisfaction with the following attributes: Job Security/Stability

- When it comes to job security/ stability, overall the OGP and hospitality sectors exhibit marginally higher satisfaction scores than the other industries albeit scores are closer to 'neutral' rather than being positively inclined.



Base (Employed/ Unemployed experienced professional looking for a job): 10,586

^ Switch in Industry

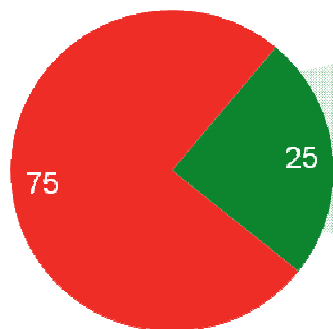
Industry Switch

Q. Have you changed your industry in the last 24 months?

Q. Why have you changed your industry? (Please select all that apply)

- One in 4 have taken the step of changing their industry – the main motivators include better salaries and career growth opportunities . Interestingly 1 in 4 also opined that their work was not being recognized hence their decision. About one in 6 opted for a change in industry due to lay-offs in their own sector.

Switched industry in last 24 months

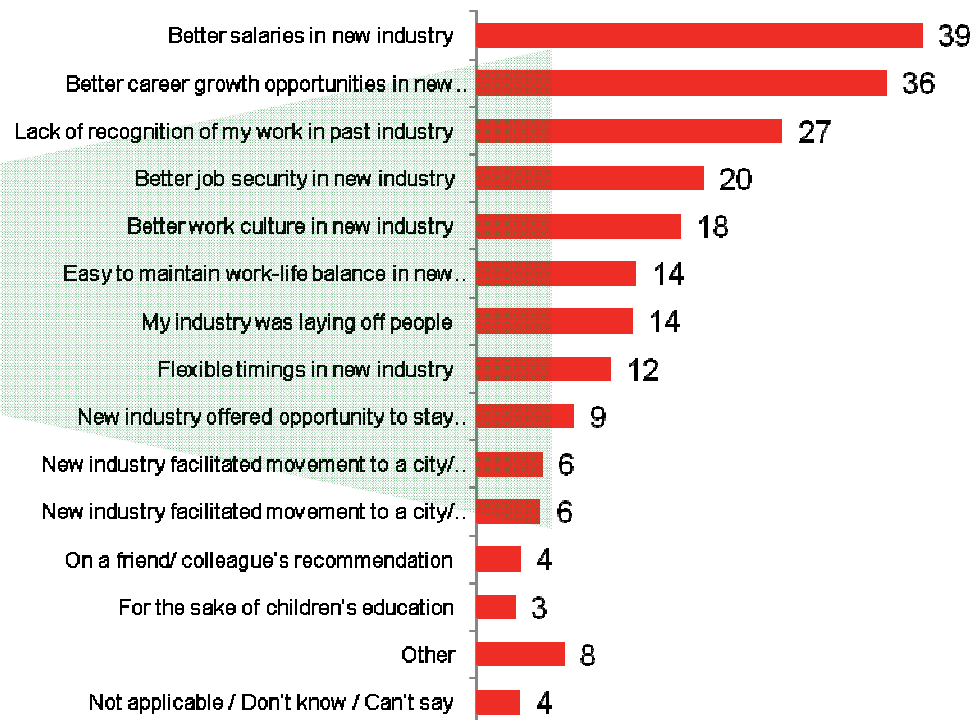


■ Yes, I have changed my industry in the last 24 months

■ No, I have not changed

Base (working): 9,791

Reasons for switching industry



Base (have changed my industry in the last 24 months): 2,410

All figures are %'s

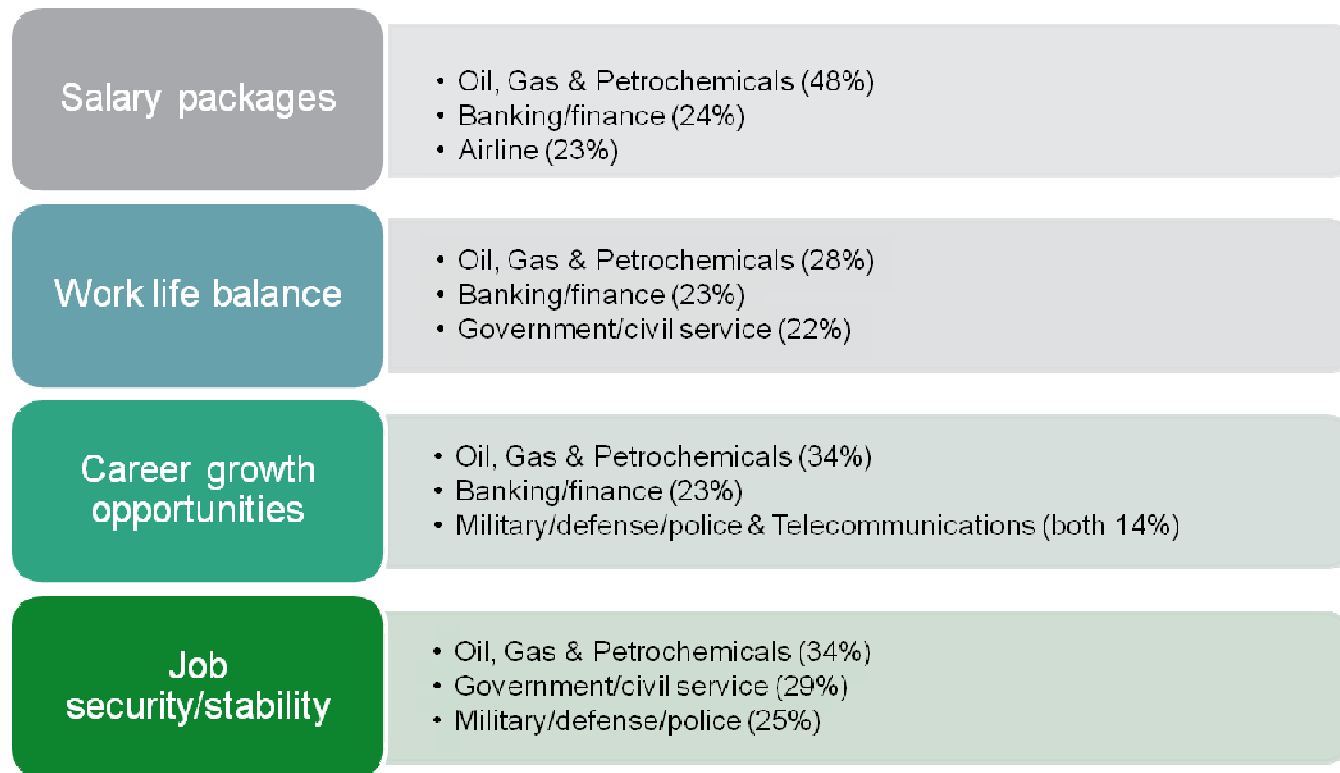
^ Perceived Top Industries

Summary of attributes

Q. In your opinion, which industries offer the best salary packages (inclusive of non-monetary benefits) in your country of residence? Q. In your opinion which industries are the most attractive to work in when it comes to maintaining a work life balance?

Q. In your opinion, which industries offer the best career growth opportunities in your country of residence?

Q. In your opinion, which industries offer the optimum job security/stability in the current economic scenario in your country of residence?
(Select top 3)



Base: All: 12,040

All figures are %'s

Salary packages

All figures are %'s

Q. In your opinion, which industries offer the best salary packages (inclusive of non-monetary benefits) in your country of residence? (Select top 3)

Country of Residence	Top	2nd	3rd
Total (n=12040)	Oil, Gas & Petrochemicals (48%)	Banking / Finance (24%)	Airline (23%)
Algeria (n=867)	Oil, Gas & Petrochemicals (62%)	Military/ Defense/Police (29%)	Power (20%)
Bahrain (n=131)	Oil, Gas & Petrochemicals (45%)	Banking / Finance (38%)	Airline (16%)
Egypt (n=4245)	Oil, Gas & Petrochemicals (55%)	Airline (27%)	Banking/finance (27%)
Jordan (n=836)	Banking/finance (31%)	Airline (30%)	Telecommunications (20%)
Kuwait (n=354)	Oil, Gas & Petrochemicals (59%)	Banking / Finance (30%)	Telecommunications (13%)
Lebanon (n=257)	Banking / Finance (33%)	Real Estate (23%)	Construction (22%)
Morocco (n=743)	Airline (21%)	Real Estate (19%)	Banking / Finance (17%)
Oman (n=232)	Oil, Gas & Petrochemicals (67%)	Banking / Finance (20%)	Telecommunications (17%)
Qatar (n=376)	Oil, Gas & Petrochemicals (62%)	Banking / Finance (24%)	Government / Civil service (19%)
Saudi Arabia (n=1965)	Oil, Gas & Petrochemicals (52%)	Banking / Finance (24%)	Airline (16%)
Syria (n=203)	Banking / Finance (36%)	Oil, Gas & Petrochemicals (32%)	Telecommunications (28%)
Tunisia (n=442)	Oil, Gas & Petrochemicals (37%)	Airline (29%)	Banking/finance (28%)
UAE (n=1389)	Oil, Gas & Petrochemicals	Airline / Government/Civil service/banking/finance (22%)	Military/ Defense/Police/IT (10%)

Work life balance

All figures are %'s

Q. In your opinion which industries are the most attractive to work in when it comes to maintaining a work life balance? (Select top 3)

Country of Residence	Top	2nd	3rd
Total (n=12040)	Oil, Gas & Petrochemicals (28%)	Banking / Finance (23%)	Government / Civil service (22%)
Algeria (n=867)	Oil, Gas & Petrochemicals (32%)	Education / Academia (26%)	Military/ Defense/Police (17%)
Bahrain (n=131)	Oil, Gas & Petrochemicals (31%)	Banking / Finance (30%)	Government / Civil service (25%)
Egypt (n=4245)	Oil, Gas & Petrochemicals (34%)	Banking / Finance (24%)	Government / Civil service (17%)
Jordan (n=836)	Banking / Finance (28%)	Education / Academia (27%)	Government / Civil service (26%)
Kuwait (n=354)	Oil, Gas & Petrochemicals (40%)	Banking / Finance (29%)	Government / Civil service (22%)
Lebanon (n=257)	Banking / Finance (39%)	Education / Academia (25%)	Government / Civil service (18%)
Morocco (n=743)	Education / Academia (23%)	Government / Civil service (17%)	Banking / Finance (16%)
Oman (n=232)	Oil, Gas & Petrochemicals (38%)	Government / Civil service (33%)	Banking / Finance (20%)
Qatar (n=376)	Oil, Gas & Petrochemicals (46%)	Government / Civil service (29%)	Banking / Finance (26%)
Saudi Arabia (n=1965)	Oil, Gas & Petrochemicals (28%)	Government / Civil service (26%)	Banking / Finance (22%)
Syria (n=203)	Banking / Finance (26%)	Education / Academia (22%)	Government / Civil service (18%)
Tunisia (n=442)	Education / Academia (30%)	Oil, Gas & Petrochemicals (21%)	Banking / Finance (19%)
UAE (n=1389)	Government / Civil service (32%)	Oil, Gas & Petrochemicals (30%)	Banking / Finance (22%)

Career growth opportunities

All figures are %'s

Q. In your opinion, which industries offer the best career growth opportunities in your country of residence? (Select top 3)

Country of Residence	Top	2nd	3rd
Total (n=12040)	Oil, Gas & Petrochemicals (34%)	Banking / Finance (23%)	Telecommunications (14%)
Algeria (n=867)	Oil, Gas & Petrochemicals (46%)	Military/ Defense/Police (28%)	Power (19%)
Bahrain (n=131)	Oil, Gas & Petrochemicals (39%)	Banking / Finance (31%)	Telecommunications (16%)
Egypt (n=4245)	Oil, Gas & Petrochemicals (36%)	Banking / Finance (25%)	Military/ Defense/Police (19%)
Jordan (n=836)	Banking / Finance (29%)	Telecommunications (20%)	IT (16%)
Kuwait (n=354)	Oil, Gas & Petrochemicals (47%)	Banking / Finance (28%)	Telecommunications (15%)
Lebanon (n=257)	Banking / Finance (40%)	Construction (18%)	Real Estate (14%)
Morocco (n=743)	Tourism / Hospitality (20%)	Real Estate/Manufacturing (15%)	Construction/banking/finance (14%)
Oman (n=232)	Oil, Gas & Petrochemicals (58%)	Banking / Finance (22%)	Construction (15%)
Qatar (n=376)	Oil, Gas & Petrochemicals (47%)	Banking / Finance (22%)	Construction (20%)
Saudi Arabia (n=1965)	Oil, Gas & Petrochemicals (41%)	Banking / Finance (22%)	Telecommunications (14%)
Syria (n=203)	Banking / Finance (27%)	Telecommunications (25%)	Oil, Gas & Petrochemicals (18%)
Tunisia (n=442)	Oil, Gas & Petrochemicals (21%)	Manufacturing (18%)	Banking / Finance (17%)
UAE (n=1389)	Oil, Gas & Petrochemicals (41%)	Banking / Finance (24%)	Airline/Government/Civil service (17%)

Job Security/stability

All figures are %'s

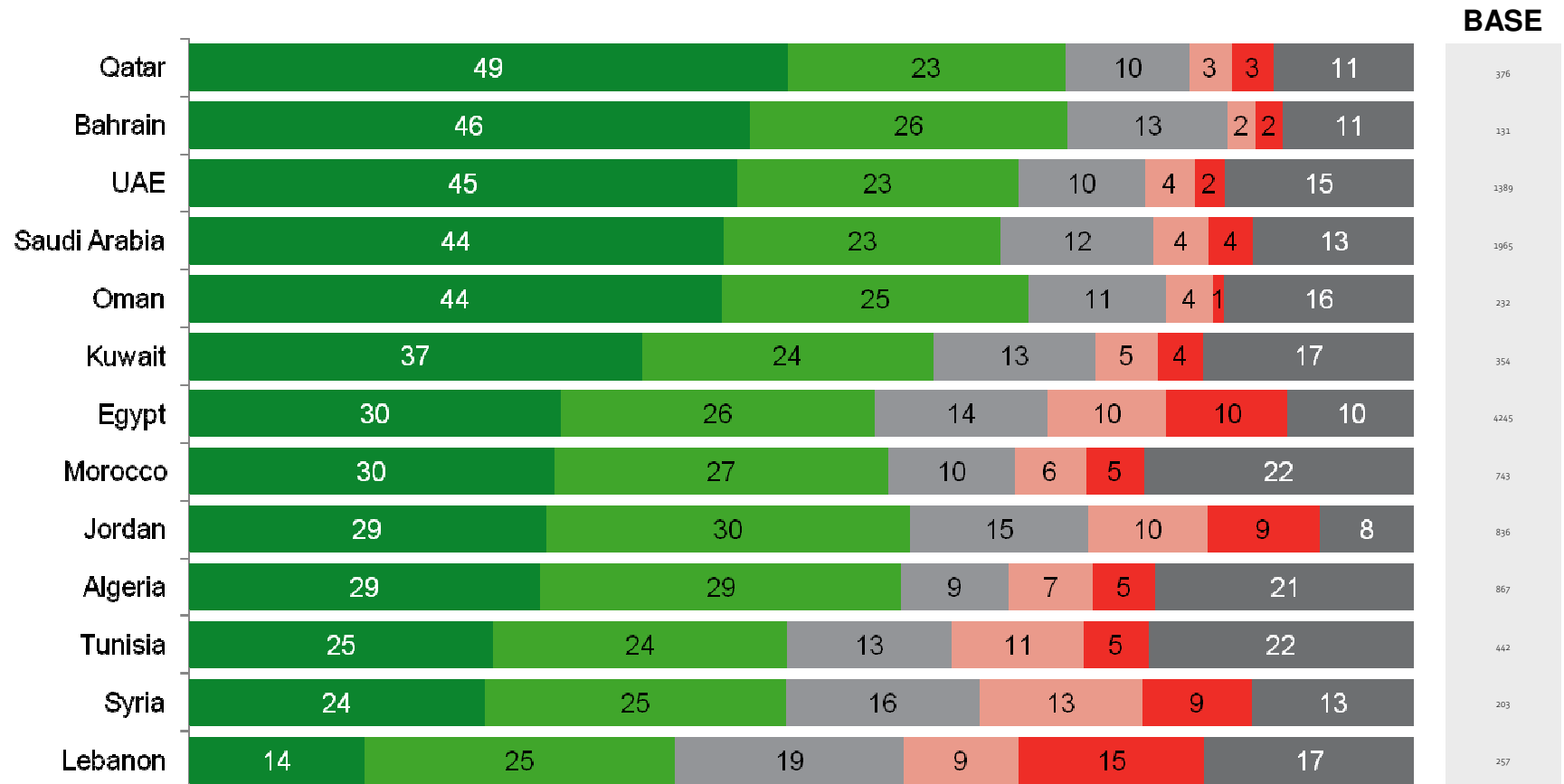
Q. In your opinion, which industries offer the optimum job security/stability in the current economic scenario in your country of residence? (Select top 3)

Country of Residence	Top	2nd	3rd
Total (n=12040)	Oil, Gas & Petrochemicals (34%)	Government / Civil service (29%)	Military/ Defense/Police (25%)
Algeria (n=867)	Oil, Gas & Petrochemicals (47%)	Military/ Defense/Police (35%)	Power/Education / Academia (18%)
Bahrain (n=131)	Oil, Gas & Petrochemicals (33%)	Government / Civil service (30%)	Military/ Defense/Police (24%)
Egypt (n=4245)	Oil, Gas & Petrochemicals (38%)	Military/ Defense/Police (31%)	Government / Civil service (26%)
Jordan (n=836)	Government / Civil service (36%)	Military/ Defense/Police (34%)	Education / Academia//banking/finance (19%)
Kuwait (n=354)	Oil, Gas & Petrochemicals (49%)	Government / Civil service (34%)	Military/ Defense/Police (20%)
Lebanon (n=257)	Banking / Finance (43%)	Military/ Defense/Police (29%)	Government / Civil service (26%)
Morocco (n=743)	Government / Civil service (29%)	Education / Academia (21%)	Military/ Defense/Police (21%)
Oman (n=232)	Oil, Gas & Petrochemicals (44%)	Government / Civil service (37%)	Military/ Defense/Police (18%)
Qatar (n=376)	Oil, Gas & Petrochemicals (51%)	Government / Civil service (34%)	Banking / Finance (20%)
Saudi Arabia (n=1965)	Oil, Gas & Petrochemicals (40%)	Government / Civil service (33%)	Military/ Defense/Police (19%)
Syria (n=203)	Government / Civil service (26%)	Telecommunications (17%)	Education / Academia (16%)
Tunisia (n=442)	Government / Civil service (24%)	Education / Academia (23%)	Banking / Finance/Military/ Defense/Police/Oil, Gas & Petrochemicals (17%)
UAE (n=1389)	Oil, Gas & Petrochemicals (40%)	Government / Civil service (32%)	Airline (17%)

Government as an employer of choice

Q. How favorable is the government as an employer of choice in your country of residence?

- Across all the GCC countries about 3 in 5 consider the government to be the most favorable employer. Interestingly in Lebanon, the government lacks appeal as an employer for about one in four surveyed.



■ Extremely favorable
 ■ Slightly favorable
 ■ Neither favorable nor unfavorable
■ Slightly unfavorable
 ■ Extremely unfavorable
 ■ Don't know / Can't say

Base: All: 12,040
All figures are %'s

Q. In your opinion which industries attract highest proportion of LOCAL talent in your country of residence? (Select top 3)

Country of Residence	Top	2nd	3rd
Total (n=12040)	Oil, Gas & Petrochemicals (25%)	Banking / Finance (18%)	Telecommunications (15%)
Algeria (n=867)	Oil, Gas & Petrochemicals (41%)	Military/ Defense/Police (29%)	Construction (16%)
Bahrain (n=131)	Banking / Finance (31%)	Government / Civil service(26%)	Oil, Gas & Petrochemicals (24%)
Egypt (n=4245)	Oil, Gas & Petrochemicals (22%)	Media (21%)	Telecommunications (17%)
Jordan (n=836)	Banking / Finance (23%) IT(23%)	Education / Academia (17%)	Military/ Defense/Police (16%)
Kuwait (n=354)	Oil, Gas & Petrochemicals (44%)	Banking / Finance (24%)	Government / Civil service (22%)
Lebanon (n=257)	Banking / Finance (37%)	Advertising (26%)	Media (20%)
Morocco (n=743)	Tourism / Hospitality (23%)	Telecommunications (18%)	IT (15%)
Oman (n=232)	Oil, Gas & Petrochemicals (41%)	Government / Civil service (27%)	Banking / Finance (25%)
Qatar (n=376)	Oil, Gas & Petrochemicals (44%)	Government / Civil service (25%)	Banking / Finance (20%)
Saudi Arabia (n=1965)	Oil, Gas & Petrochemicals (34%)	Banking / Finance (21%)	Government / Civil service (16%)
Syria (n=203)	Telecommunications (26%)	Banking / Finance (24%)	IT (21%)
Tunisia (n=442)	Tourism / Hospitality (18%) IT (18%) Telecommunications(18%)	Manufacturing (17%)	Education / Academia (14%)
UAE (n=1389)	Government / Civil service (25%)	Oil, Gas & Petrochemicals (29%)	Banking / Finance (21%)

Women workforce

All figures are %'s

Q. In your opinion which industries are attractive to the WOMEN workforce in your country of residence? (Select top 3)

Country of Residence	Top	2nd	3rd
Total (n=12040)	Education / Academia (26%)	Media (24%)	Healthcare / Medical services (23%)
Algeria (n=867)	Education / Academia (48%)	Healthcare / Medical services (34%)	Government / Civil service (22%)
Bahrain (n=131)	Banking / Finance (41%)	Education / Academia (24%)	Healthcare / Medical services (23%)
Egypt (n=4245)	Media (36%)	Advertising (22%) Public Relations (22%) Tourism / Hospitality (22%)	Healthcare / Medical services (16%)
Jordan (n=836)	Education / Academia (38%)	Banking / Finance (27%)	Healthcare / Medical services (25%)
Kuwait (n=354)	Education / Academia (27%)	Banking / Finance (26%) Government / Civil service (26%)	Healthcare / Medical services (23%)
Lebanon (n=257)	Banking / Finance (44%)	Media (35%) Advertising (35%)	Education / Academia (32%)
Morocco (n=743)	Tourism / Hospitality (34%)	Education / Academia (19%) Healthcare / Medical services (19%)	Media (17%) Manufacturing (17%)
Oman (n=232)	Banking / Finance (40%)	Education / Academia (31%)	Government / Civil service (28%)
Qatar (n=376)	Banking / Finance (30%) Healthcare / Medical services (30%)	Education / Academia (28%)	Government / Civil service (20%)
Saudi Arabia (n=1965)	Education / Academia (37%) Healthcare / Medical services (37%)	Banking / Finance (22%)	Media (16%)
Syria (n=203)	Banking / Finance (33%)	Education / Academia (25%)	Government / Civil service (22%)
Tunisia (n=442)	Education / Academia (34%)	Healthcare / Medical services (26%)	Domestic Services (19%)
UAE (n=1389)	Education / Academia (29%)	Healthcare / Medical services (22%)	Media (21%)

 Thank you

