

# Bayt.com Middle East Consumer Confidence Index Survey

April 2011

# 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.
- Four indices will be extrapolated from these findings on a regular quarterly basis for which the findings of this analysis serve as the sixteenth period (December 2010) after the base period in April 2007
- These are the:
  - Consumer Confidence Index (CCI)
  - Consumer Expectation Index (CEI)
  - Propensity to Consume/Spend Index (PCI)
  - Employee Confidence Index (ECI)

# 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
- 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 behaviours
- 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

# 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

\*Low sample: Results would be indicative only.

## Methodology:

Online data collection was done between 14<sup>th</sup> March to 3<sup>rd</sup> April 2011. The total number of respondents achieved was 8,079.

# Calculation of Indices and Benchmarking

- The indices which concentrate on measuring consumer confidence are the:
  - † Consumer Confidence Index (CCI)
  - † Consumer Expectation Index (CEI)
  - † Propensity to Consume/Spend Index (PCI)
  
- The index which aims to measure the confidence that employed and working people have with the job market and their own career prospects is:
  - † Employee Confidence Index (ECI)
  
- The Consumer Confidence Index is composed of the following five questions:
  1. We would like to ask you about your financial position currently. How do you think your (and your family's) current financial position compares with that of last year?
    - a) Better, b) Same as last year, c) Worse, d) Don't know/Can't say
  2. In what way do you think your (and your family's) financial position would change in a year's time?
    - a) Better, b) Remain the same as this year, c) Worse, d) Don't know/Can't say
  3. How do you think your current expectations about your country's economy compare with those that you had 3 months previously?
    - a) Better, b) Same, c) Worse, d) Don't know/Can't say
  4. In what way do you think your country's economy would change in a year's time ?
    - a) Better, b) Remain the same as this year, c) Worse, d) Don't know/Can't say
  5. How would you rate the current period as a time to buy consumer durable goods such as television, refrigerator, computer, furniture or vehicles or property?
    - a) Good time, b) Neutral time, c) Bad time, d) Don't know/Can't say

# Calculation of Indices and Benchmarking

- The index is calculated according to the following formula:
  - †  $\text{Index Value} = (\text{Current period value} / \text{Base period value}) * 100$
- Current period's value for each question is calculated as =  $((\text{Number of optimistic answers} - \text{Number of pessimistic answers}) / \text{Achieved sample}) * 100 + 100$
- Current period values for each question are summed up to obtain current period's value for the overall index
- Current period's value calculated for April 2007 is fixed as the base period value
- The base period of the index is set as April 2007 and the value of the index at this period is 100
- The index has a point of scale ranging from 0 to 200
- There are two sub-indexes of CCI:
  - † Consumer Expectation Index (CEI)
  - † Propensity to Consume/Spend Index (PCI)
- The CEI is calculated from questions 2 and 4
- The PCI is calculated using only the fifth question
- The methodology for calculating both these sub-indexes is the same as used for calculating CCI
- Current period's value calculated for April 2007 is fixed as the base period value
- CCI and its sub-indexes will be calculated separately for each country

# Calculation of Indices and Benchmarking

- The Employee Confidence Index is composed of the following six questions:
  1. Currently, how easy or difficult would you say it is, to find a new job in the country you live in?
    - a) Plenty of jobs, b) Not many jobs, c) Very few jobs, d) Don't know/Can't say
  2. In what way do you expect availability of employment to change in a year's time?
    - a) More jobs, b) Same number of jobs, c) Fewer jobs, d) Don't know/Can't say
  3. How would you rate your satisfaction with your current job and career prospects?
    - a) High, b) Neutral, c) Low, d) Don't know/Can't say
  4. How would you rate your satisfaction with career growth in your current organisation?
    - a) High, b) Neutral, c) Low, d) Don't know/Can't say
  5. How would you rate your satisfaction with job security in your current organisation?
    - a) High, b) Neutral, c) Low, d) Don't know/Can't say
  6. How would you rate your satisfaction with your current compensation (including salary, allowances and other benefits)?
    - a) High, b) Neutral, c) Low, d) Don't know/Can't say
- Current period values for each question will be summed up to obtain current period's value for the overall index
- Current period's value calculated for April 2007 is fixed as the base period value
- The base period of the index is set as April 2007 and the value of the index at this period is 100
- ECI will be calculated separately for each country

## Current Period Values for CCI & ECI by Country, April 2007

| Base Period Value for:      | Algeria    | Egypt       | Kuwait     | Lebanon    | Qatar      | KSA         | Syria      | UAE         |
|-----------------------------|------------|-------------|------------|------------|------------|-------------|------------|-------------|
| <b>Achieved Sample Size</b> | <b>415</b> | <b>1635</b> | <b>711</b> | <b>696</b> | <b>382</b> | <b>2095</b> | <b>200</b> | <b>2069</b> |
| <b>CEI</b>                  | 288.2      | 259.1       | 297.5      | 217.2      | 303.4      | 305.6       | 268.0      | 296.4       |
| <b>PCI</b>                  | 103.9      | 90.6        | 104.5      | 67.5       | 107.6      | 98.1        | 76.0       | 99.2        |
| <b>CCI</b>                  | 637.3      | 573.6       | 634.5      | 428.9      | 671.7      | 651.6       | 560.5      | 634.4       |
| <b>ECI</b>                  | 605.8      | 598.5       | 635.0      | 490.1      | 711.3      | 651.6       | 549.5      | 660.8       |



## Current Period Values for CCI & ECI by Country, July 2007

| Values for July 2007        | Algeria    | Egypt       | Jordan      | Kuwait     | Lebanon    | Pakistan   | Qatar      | KSA         | UAE         |
|-----------------------------|------------|-------------|-------------|------------|------------|------------|------------|-------------|-------------|
| <b>Achieved Sample Size</b> | <b>427</b> | <b>1632</b> | <b>1206</b> | <b>732</b> | <b>435</b> | <b>960</b> | <b>355</b> | <b>2251</b> | <b>2099</b> |
| <b>CEI</b>                  | 292.3      | 261.2       | 277.0       | 294.4      | 236.6      | 293.8      | 307.0      | 307.8       | 294.0       |
| <b>PCI</b>                  | 107.5      | 93.1        | 89.3        | 105.7      | 67.4       | 114.3      | 108.2      | 101.9       | 102.8       |
| <b>CCI</b>                  | 661.1      | 580.5       | 597.9       | 640.4      | 456.3      | 660.5      | 669.3      | 657.8       | 630.3       |
| <b>ECI</b>                  | 623.4      | 608.1       | 588.0       | 626.2      | 524.8      | 551.9      | 730.7      | 669.1       | 655.7       |

## Current Period Values for CCI & ECI by Country, October 2007

| Values for October 2007 | Algeria | Egypt | Jordan | Kuwait | Lebanon | Pakistan | Qatar | KSA   | UAE   |
|-------------------------|---------|-------|--------|--------|---------|----------|-------|-------|-------|
| Achieved Sample Size    | 452     | 2217  | 881    | 663    | 286     | 850      | 336   | 3633  | 3031  |
| CEI                     | 283.0   | 253.3 | 246.8  | 285.8  | 207.7   | 287.2    | 287.2 | 279.8 | 276.5 |
| PCI                     | 89.4    | 86.1  | 88.9   | 92.8   | 67.8    | 106.5    | 95.5  | 83.4  | 93.8  |
| CCI                     | 608.0   | 554.8 | 528.0  | 609.2  | 425.5   | 633.8    | 615.2 | 579.1 | 592.2 |
| ECI                     | 621.7   | 591.8 | 582.0  | 615.2  | 496.2   | 565.8    | 664.3 | 610.8 | 629.1 |

## Current Period Values for CCI & ECI by Country, January 2008

| Values for Jan 2008         | Algeria | Egypt | Jordan | Kuwait | Morocco | Pakistan | Qatar | KSA   | Syria | Tunisia | UAE   |
|-----------------------------|---------|-------|--------|--------|---------|----------|-------|-------|-------|---------|-------|
| <b>Achieved Sample Size</b> | 401     | 1265  | 149    | 131    | 731     | 659      | 208   | 1264  | 113   | 111     | 184   |
| <b>CEI</b>                  | 260.1   | 219.1 | 179.2  | 249.6  | 268.0   | 278.3    | 281.3 | 263.8 | 242.5 | 260.4   | 275.5 |
| <b>PCI</b>                  | 85.3    | 81.7  | 79.2   | 91.6   | 74.8    | 99.1     | 101.0 | 80.9  | 68.1  | 74.8    | 107.1 |
| <b>CCI</b>                  | 552.4   | 481.8 | 398.0  | 538.2  | 549.9   | 587.3    | 595.2 | 536.1 | 481.4 | 536.0   | 607.6 |
| <b>ECI</b>                  | 558.1   | 577.7 | 508.7  | 573.3  | 588.5   | 554.9    | 689.9 | 624.1 | 541.6 | 579.3   | 679.3 |

## Current Period Values for CCI & ECI by Country, May 2008

| Values for May 2008         | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman  | Pakistan | Qatar | KSA   | Syria | Tunisia | UAE   |
|-----------------------------|---------|---------|-------|--------|--------|---------|---------|-------|----------|-------|-------|-------|---------|-------|
| <b>Achieved Sample Size</b> | 1745    | 162     | 1708  | 1165   | 876    | 387     | 658     | 149   | 741      | 338   | 2442  | 228   | 220     | 1335  |
| <b>CEI</b>                  | 263.6   | 251.9   | 203.2 | 194.3  | 251.4  | 206.5   | 254.9   | 273.8 | 285.7    | 247.0 | 250.9 | 211.4 | 267.7   | 258.1 |
| <b>PCI</b>                  | 83.8    | 88.9    | 70.6  | 64.9   | 81.3   | 60.5    | 70.2    | 83.9  | 105.9    | 89.9  | 81.6  | 55.3  | 87.3    | 89.4  |
| <b>CCI</b>                  | 567.4   | 544.4   | 434.5 | 393.4  | 521.5  | 403.4   | 508.5   | 579.9 | 619.4    | 550.6 | 517.3 | 414.0 | 578.6   | 548.8 |
| <b>ECI</b>                  | 590.0   | 604.3   | 561.0 | 526.7  | 603.7  | 525.6   | 585.1   | 658.4 | 552.4    | 674.9 | 616.7 | 550.0 | 603.6   | 654.8 |

## Current Period Values for CCI & ECI by Country, July 2008

| Values for July 2008        | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman  | Pakistan | Qatar | KSA   | Syria | Tunisia | UAE   |
|-----------------------------|---------|---------|-------|--------|--------|---------|---------|-------|----------|-------|-------|-------|---------|-------|
| <b>Achieved Sample Size</b> | 669     | 137     | 2045  | 955    | 614    | 222     | 1427    | 102   | 1093     | 400   | 2303  | 149   | 114     | 2100  |
| <b>CEI</b>                  | 255.2   | 240.9   | 199.0 | 181.7  | 250.5  | 212.2   | 235.2   | 259.8 | 239.2    | 254.0 | 245.1 | 238.9 | 238.6   | 229.0 |
| <b>PCI</b>                  | 81.8    | 89.8    | 67.7  | 64.1   | 88.4   | 69.4    | 60.3    | 90.2  | 86.7     | 90.5  | 77.9  | 68.5  | 66.7    | 83.7  |
| <b>CCI</b>                  | 550.1   | 515.3   | 423.7 | 370.7  | 540.7  | 437.4   | 464.1   | 567.6 | 510.9    | 548.8 | 503.7 | 477.9 | 493.0   | 496.6 |
| <b>ECI</b>                  | 551.3   | 571.5   | 536.6 | 519.9  | 598.7  | 494.1   | 544.6   | 627.5 | 512.4    | 665.5 | 612.2 | 580.5 | 542.1   | 621.1 |

## Current Period Values for CCI & ECI by Country, November 2008

| Values for November 2008    | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman  | Qatar | KSA   | Syria | Tunisia | UAE   |
|-----------------------------|---------|---------|-------|--------|--------|---------|---------|-------|-------|-------|-------|---------|-------|
| <b>Achieved Sample Size</b> | 703     | 130     | 2606  | 789    | 755    | 261     | 2517    | 111   | 401   | 2568  | 156   | 194     | 2029  |
| <b>CEI</b>                  | 238.3   | 250.0   | 218.0 | 242.3  | 252.1  | 258.6   | 256.3   | 272.1 | 264.3 | 253.3 | 241.7 | 266.5   | 228.5 |
| <b>PCI</b>                  | 81.1    | 73.1    | 75.7  | 70.2   | 79.6   | 82.8    | 65.3    | 73.0  | 81.8  | 69.5  | 76.3  | 64.9    | 75.8  |
| <b>CCI</b>                  | 522.9   | 526.2   | 469.7 | 500.0  | 519.6  | 546.7   | 505.2   | 546.8 | 557.1 | 504.0 | 506.4 | 538.7   | 475.2 |
| <b>ECI</b>                  | 561.5   | 558.5   | 549.4 | 544.2  | 575.4  | 524.1   | 556.0   | 579.3 | 628.7 | 586.0 | 590.4 | 553.6   | 541.8 |

## Current Period Values for CCI & ECI by Country, February 2009

| Values for February 2009    | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman  | Qatar | KSA   | Syria | Tunisia | UAE   |
|-----------------------------|---------|---------|-------|--------|--------|---------|---------|-------|-------|-------|-------|---------|-------|
| <b>Achieved Sample Size</b> | 494     | 83      | 2563  | 608    | 456    | 190     | 854     | 78    | 246   | 1312  | 120   | 164     | 1253  |
| <b>CEI</b>                  | 246.4   | 226.5   | 210.3 | 219.9  | 208.1  | 246.8   | 249.6   | 243.6 | 235.4 | 243.7 | 236.7 | 278.0   | 192.0 |
| <b>PCI</b>                  | 83.6    | 77.1    | 75.1  | 75.8   | 71.5   | 86.8    | 63.2    | 92.3  | 81.7  | 75.5  | 62.5  | 79.3    | 63.7  |
| <b>CCI</b>                  | 532.4   | 454.2   | 444.4 | 458.7  | 413.4  | 512.6   | 484.5   | 528.2 | 496.7 | 498.0 | 451.7 | 550.6   | 379.9 |
| <b>ECI</b>                  | 560.3   | 444.6   | 504.3 | 498.7  | 451.5  | 527.9   | 525.9   | 507.7 | 536.2 | 543.6 | 530.0 | 561.6   | 422.7 |

## Current Period Values for CCI & ECI by Country, May 2009

| Values for May 2009         | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman  | Pakistan | Qatar | KSA   | Syria | Tunisia | UAE   |
|-----------------------------|---------|---------|-------|--------|--------|---------|---------|-------|----------|-------|-------|-------|---------|-------|
| <b>Achieved Sample Size</b> | 455     | 153     | 2688  | 613    | 483    | 239     | 1371    | 84    | 437      | 401   | 2243  | 143   | 127     | 1418  |
| <b>CEI</b>                  | 240.0   | 257.5   | 228.4 | 240.8  | 259.6  | 249.8   | 251.5   | 288.1 | 249.2    | 256.4 | 267.9 | 249.7 | 263.0   | 244.6 |
| <b>PCI</b>                  | 79.6    | 77.8    | 77.6  | 75.7   | 79.7   | 83.7    | 65.9    | 97.6  | 86.5     | 77.6  | 79.8  | 66.4  | 74.0    | 76.2  |
| <b>CCI</b>                  | 517.8   | 514.4   | 472.9 | 465.1  | 503.3  | 526.8   | 486.1   | 604.8 | 522.2    | 522.9 | 539.9 | 496.5 | 522.8   | 480.5 |
| <b>ECI</b>                  | 567.5   | 490.8   | 522.1 | 507.8  | 522.2  | 526.8   | 539.2   | 559.5 | 478.9    | 541.6 | 561.5 | 546.9 | 581.1   | 476.3 |



## Current Period Values for CCI & ECI by Country, August 2009

| Values for August 2009 | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman  | Pakistan | Qatar | KSA   | Syria | Tunisia | UAE   |
|------------------------|---------|---------|-------|--------|--------|---------|---------|-------|----------|-------|-------|-------|---------|-------|
| Achieved Sample Size   | 737     | 105     | 2302  | 625    | 356    | 217     | 1357    | 73    | 27       | 195   | 1604  | 151   | 187     | 1111  |
| CEI                    | 251.5   | 271.4   | 244.2 | 238.5  | 280.3  | 249.7   | 261.8   | 304.1 | 244.4    | 281.5 | 277.4 | 264.2 | 266.8   | 270.2 |
| PCI                    | 74.2    | 78.09   | 80.5  | 67.6   | 91.2   | 85.7    | 67.4    | 101.3 | 111.1    | 87.6  | 81.1  | 68.2  | 73.7    | 89.2  |
| CCI                    | 534.1   | 544.7   | 517.2 | 465.6  | 566.5  | 523.9   | 524.9   | 652.0 | 525.9    | 583.5 | 562.2 | 527.8 | 541.1   | 539.4 |
| ECI                    | 559.9   | 525.7   | 531.1 | 507.6  | 565.1  | 517.0   | 558.4   | 665.7 | 585.1    | 616.9 | 575.1 | 599.3 | 558.2   | 515.9 |

## Current Period Values for CCI & ECI by Country, December 2009

| Values for Dec, 2009        | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman  | Pakistan | Qatar | KSA   | Syria | Tunisia | UAE   |
|-----------------------------|---------|---------|-------|--------|--------|---------|---------|-------|----------|-------|-------|-------|---------|-------|
| <b>Achieved Sample Size</b> | 735     | 168     | 4273  | 985    | 613    | 278     | 1744    | 148   | 1086     | 430   | 2403  | 310   | 201     | 1791  |
| <b>CEI</b>                  | 281.5   | 265.5   | 247.3 | 228.7  | 274.9  | 266.2   | 254.8   | 302.0 | 253.7    | 284.7 | 279.0 | 260.3 | 271.6   | 259.8 |
| <b>PCI</b>                  | 88.7    | 102.4   | 79.7  | 64.0   | 83.5   | 83.8    | 64.0    | 82.4  | 91.9     | 81.0  | 83.2  | 69.7  | 65.2    | 79.4  |
| <b>CCI</b>                  | 610.9   | 556.6   | 523.0 | 446.2  | 548.5  | 544.2   | 496.0   | 623.0 | 536.6    | 579.1 | 569.1 | 520.3 | 532.3   | 508.8 |
| <b>ECI</b>                  | 603.4   | 498.2   | 559.5 | 500.2  | 543.1  | 524.5   | 528.2   | 614.2 | 486      | 570   | 579.2 | 558.7 | 562.2   | 506.6 |

## Current Period Values for CCI & ECI by Country, March 2010

| Values for Mar, 2010        | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman  | Pakistan | Qatar | KSA   | Syria | Tunisia | UAE   |
|-----------------------------|---------|---------|-------|--------|--------|---------|---------|-------|----------|-------|-------|-------|---------|-------|
| <b>Achieved Sample Size</b> | 279     | 97      | 1360  | 419    | 193    | 119     | 944     | 86    | 495      | 199   | 1038  | 104   | 103     | 774   |
| <b>CEI</b>                  | 258.1   | 283.5   | 249.0 | 221.2  | 273.6  | 235.3   | 272.7   | 308.1 | 265.7    | 274.9 | 268.4 | 257.7 | 277.7   | 266.5 |
| <b>PCI</b>                  | 77.1    | 93.8    | 79.9  | 66.6   | 79.8   | 73.1    | 65.1    | 103.5 | 94.7     | 86.9  | 80.8  | 76.9  | 62.1    | 90.6  |
| <b>CCI</b>                  | 542.7   | 568.0   | 519.3 | 430.8  | 554.4  | 492.4   | 532.0   | 643.0 | 556.2    | 576.9 | 553.4 | 523.1 | 537.9   | 536.8 |
| <b>ECI</b>                  | 258.1   | 283.5   | 249.0 | 221.2  | 273.6  | 235.3   | 272.7   | 308.1 | 265.7    | 274.9 | 268.4 | 257.7 | 277.7   | 266.5 |

## Current Period Values for CCI & ECI by Country, June 2010

| Values for Jun, 2010        | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman  | Pakistan | Qatar | KSA   | Syria | Tunisia | UAE   |
|-----------------------------|---------|---------|-------|--------|--------|---------|---------|-------|----------|-------|-------|-------|---------|-------|
| <b>Achieved Sample Size</b> | 370     | 93      | 1375  | 379    | 135    | 144     | 435     | 99    | 329      | 131   | 1143  | 168   | 146     | 584   |
| <b>CEI</b>                  | 274.1   | 261.3   | 236.2 | 230.9  | 267.4  | 257.6   | 272.2   | 284.8 | 241.6    | 272.5 | 259.1 | 254.8 | 271.9   | 265.9 |
| <b>PCI</b>                  | 73.8    | 94.6    | 72.3  | 67.8   | 78.5   | 78.5    | 78.9    | 96.0  | 97.0     | 89.3  | 77.3  | 73.2  | 71.9    | 84.6  |
| <b>CCI</b>                  | 567.3   | 558.1   | 487.8 | 450.9  | 528.9  | 525.0   | 554.9   | 608.1 | 526.4    | 588.5 | 532.7 | 515.5 | 556.2   | 533.9 |
| <b>ECI</b>                  | 509.7   | 507.5   | 485.7 | 411.9  | 482.2  | 497.2   | 509.7   | 524.2 | 491.2    | 561.8 | 525.0 | 451.2 | 508.2   | 474.0 |

## Current Period Values for CCI & ECI by Country, September 2010

| Values for Sep, 2010        | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman | Pakistan | Qatar | KSA | Syria | Tunisia | UAE |
|-----------------------------|---------|---------|-------|--------|--------|---------|---------|------|----------|-------|-----|-------|---------|-----|
| <b>Achieved Sample Size</b> | 498     | 103     | 1740  | 750    | 204    | 192     | 650     | 166  | 602      | 179   | 861 | 468   | 164     | 770 |
| <b>CEI</b>                  | 265     | 227     | 228   | 223    | 282    | 255     | 273     | 283  | 241      | 279   | 262 | 268   | 271     | 261 |
| <b>PCI</b>                  | 88      | 76      | 72    | 62     | 84     | 85      | 70      | 86   | 91       | 85    | 81  | 67    | 78      | 85  |
| <b>CCI</b>                  | 578     | 470     | 472   | 427    | 569    | 515     | 547     | 587  | 506      | 583   | 539 | 534   | 552     | 537 |
| <b>ECI</b>                  | 493     | 434     | 461   | 419    | 544    | 502     | 507     | 522  | 495      | 576   | 525 | 477   | 483     | 486 |

## Current Period Values for CCI & ECI by Country, December 2010

| Values for Dec, 2010        | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman | Pakistan | Qatar | KSA  | Syria | Tunisia | UAE |
|-----------------------------|---------|---------|-------|--------|--------|---------|---------|------|----------|-------|------|-------|---------|-----|
| <b>Achieved Sample Size</b> | 663     | 103     | 2924  | 670    | 244    | 191     | 617     | 115  | 755      | 204   | 1570 | 429   | 241     | 527 |
| <b>CEI</b>                  | 258     | 257     | 229   | 224    | 261    | 201     | 276     | 303  | 239      | 290   | 262  | 265   | 261     | 274 |
| <b>PCI</b>                  | 77      | 83      | 71    | 63     | 83     | 70      | 78      | 103  | 90       | 91    | 81   | 68    | 68      | 88  |
| <b>CCI</b>                  | 551     | 532     | 474   | 429    | 542    | 416     | 559     | 646  | 505      | 600   | 542  | 532   | 558     | 551 |
| <b>ECI</b>                  | 478     | 487     | 472   | 422    | 521    | 436     | 523     | 582  | 499      | 563   | 528  | 479   | 501     | 509 |

## Current Period Values for CCI & ECI by Country, March 2011

| Values for Dec, 2010 | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman | Pakistan | Qatar | KSA  | Syria | Tunisia | UAE  |
|----------------------|---------|---------|-------|--------|--------|---------|---------|------|----------|-------|------|-------|---------|------|
| Achieved Sample Size | 1264    | 41      | 70    | 717    | 307    | 222     | 1218    | 95   | 20       | 211   | 1505 | 342   | 473     | 1202 |
| CEI                  | 277     | 261     | 296   | 237    | 292    | 227     | 276     | 304  | 305      | 310   | 301  | 275   | 310     | 291  |
| PCI                  | 81      | 73      | 66    | 62     | 85     | 70      | 63      | 84   | 80       | 79    | 82   | 70    | 57      | 84   |
| CCI                  | 588     | 524     | 529   | 455    | 586    | 459     | 538     | 639  | 575      | 612   | 612  | 536   | 552     | 588  |
| ECI                  | 518     | 559     | 531   | 440    | 522    | 458     | 534     | 603  | 495      | 578   | 569  | 527   | 549     | 527  |

## Current Period Values for CCI & ECI by Country, of April 2007 & March 2011

|                             | Algeria    |             | Bahrain    |           | Egypt       |           | Kuwait     |            | Lebanon    |            |
|-----------------------------|------------|-------------|------------|-----------|-------------|-----------|------------|------------|------------|------------|
|                             | April, 07  | Mar, 11     | April, 07  | Mar, 11   | April, 07   | Mar, 11   | April, 07  | Mar, 11    | April, 07  | Mar, 11    |
| <b>Achieved Sample Size</b> | <b>415</b> | <b>1264</b> | <b>101</b> | <b>41</b> | <b>1635</b> | <b>70</b> | <b>711</b> | <b>307</b> | <b>696</b> | <b>222</b> |
| <b>CEI</b>                  | 288.2      | 277         | 273.3      | 261       | 259.1       | 296       | 297.5      | 292        | 217.2      | 227        |
| <b>PCI</b>                  | 103.9      | 81          | 91.1       | 73        | 90.6        | 66        | 104.5      | 85         | 67.5       | 70         |
| <b>CCI</b>                  | 637.3      | 588         | 597.0      | 524       | 573.6       | 529       | 634.5      | 586        | 428.9      | 459        |
| <b>ECI</b>                  | 605.8      | 518         | 567.3      | 559       | 598.5       | 531       | 635        | 522        | 490.1      | 458        |



## Current Period Values for CCI & ECI by Country, of April 2007 & March 2011

|                             | Morocco   |         | Qatar     |         | KSA       |         | Syria     |         | UAE       |         |
|-----------------------------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|-----------|---------|
|                             | April, 07 | Mar, 11 | April, 07 | Mar, 11 | April, 07 | Mar, 11 | April, 07 | Mar, 11 | April, 07 | Mar, 11 |
| <b>Achieved Sample Size</b> | 112       | 1218    | 382       | 211     | 2095      | 1505    | 200       | 342     | 2069      | 1202    |
| <b>CEI</b>                  | 275.0     | 276     | 303.4     | 310     | 305.6     | 301     | 268       | 275     | 296.4     | 291     |
| <b>PCI</b>                  | 84.8      | 63      | 107.6     | 79      | 98.1      | 82      | 76        | 70      | 99.2      | 84      |
| <b>CCI</b>                  | 582.1     | 538     | 671.7     | 612     | 651.6     | 612     | 560.5     | 536     | 634.4     | 588     |
| <b>ECI</b>                  | 552.7     | 534     | 711.3     | 578     | 651.6     | 569     | 549.5     | 527     | 660.8     | 527     |

## Indices by Country - July 2007

| Index | Algeria | Egypt | Kuwait | Lebanon | Qatar | KSA   | UAE   |
|-------|---------|-------|--------|---------|-------|-------|-------|
| CEI   | 101.4   | 100.8 | 99.0   | 108.9   | 101.2 | 100.7 | 99.2  |
| PCI   | 103.5   | 102.8 | 101.2  | 99.7    | 100.5 | 103.8 | 103.6 |
| CCI   | 103.7   | 101.2 | 100.9  | 106.4   | 99.6  | 100.9 | 99.4  |
| ECI   | 102.9   | 101.6 | 98.6   | 107.1   | 102.7 | 102.7 | 99.2  |

## Indices by Country - October 2007

| Index | Algeria | Egypt | Kuwait | Lebanon | Qatar | KSA  | UAE  |
|-------|---------|-------|--------|---------|-------|------|------|
| CEI   | 98.2    | 97.7  | 96.1   | 95.6    | 94.7  | 91.5 | 93.3 |
| PCI   | 86.1    | 95.0  | 88.8   | 100.4   | 88.8  | 85.0 | 94.6 |
| CCI   | 95.4    | 96.7  | 96.0   | 99.2    | 91.6  | 88.9 | 93.4 |
| ECI   | 102.6   | 98.9  | 96.9   | 101.2   | 93.4  | 93.7 | 95.2 |

## Indices by Country - January 2008

| Index | Algeria | Egypt | Kuwait | Qatar | KSA  | UAE   |
|-------|---------|-------|--------|-------|------|-------|
| CEI   | 90.2    | 84.5  | 83.9   | 92.7  | 86.3 | 93.0  |
| PCI   | 82.1    | 90.2  | 87.7   | 93.8  | 82.5 | 107.9 |
| CCI   | 86.7    | 84.0  | 84.8   | 88.6  | 82.3 | 95.8  |
| ECI   | 92.1    | 96.5  | 90.3   | 97.0  | 95.8 | 102.8 |

## Indices by Country - May 2008

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 91.5    | 92.2    | 78.4  | 84.5   | 95.0    | 92.7    | 81.4  | 82.1 | 78.9  | 87.1 |
| PCI   | 80.7    | 97.6    | 77.9  | 77.8   | 89.5    | 82.8    | 83.6  | 83.2 | 72.7  | 90.1 |
| CCI   | 89.0    | 91.2    | 75.7  | 82.2   | 94.0    | 87.4    | 82.0  | 79.4 | 73.9  | 86.5 |
| ECI   | 97.4    | 106.5   | 93.7  | 95.1   | 107.2   | 105.9   | 94.9  | 94.7 | 100.1 | 99.1 |

## Indices by Country - July 2008

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 88.5    | 88.1    | 76.8  | 84.2   | 97.7    | 85.5    | 83.7  | 80.2 | 89.2  | 77.2 |
| PCI   | 78.7    | 98.6    | 74.7  | 84.6   | 102.7   | 71.1    | 84.1  | 79.4 | 90.1  | 84.4 |
| CCI   | 86.3    | 86.3    | 73.9  | 85.2   | 102.0   | 79.7    | 81.7  | 77.3 | 85.3  | 78.3 |
| ECI   | 91.0    | 100.7   | 89.7  | 94.3   | 100.8   | 98.5    | 93.6  | 93.9 | 105.6 | 94.0 |

## Indices by Country - November 2008

| Index | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman | Qatar | KSA  | Syria | Tunisia | UAE  |
|-------|---------|---------|-------|--------|--------|---------|---------|------|-------|------|-------|---------|------|
| CEI   | 82.7    | 91.5    | 84.1  | 85.5   | 84.7   | 119.0   | 93.2    | 96.5 | 87.1  | 82.9 | 90.2  | 93.9    | 77.1 |
| PCI   | 78.1    | 80.2    | 83.6  | 78.0   | 76.2   | 122.6   | 77.0    | 74.8 | 76.0  | 70.9 | 100.4 | 69.0    | 76.4 |
| CCI   | 82.0    | 88.1    | 81.9  | 82.0   | 81.9   | 127.5   | 86.8    | 88.5 | 82.9  | 77.3 | 90.3  | 88.1    | 74.9 |
| ECI   | 92.7    | 98.4    | 91.8  | 89.2   | 90.6   | 106.9   | 100.6   | 94.6 | 88.4  | 89.9 | 107.4 | 104.9   | 82.0 |

## Indices by Country - February 2009

| Index | Algeria | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 85.5    | 81.2  | 70.0   | 113.6   | 90.8    | 77.6  | 79.7 | 88.3  | 64.8 |
| PCI   | 80.5    | 82.9  | 68.4   | 128.6   | 74.5    | 75.9  | 76.9 | 82.2  | 64.2 |
| CCI   | 83.5    | 77.5  | 65.2   | 119.5   | 83.2    | 74.0  | 76.4 | 80.6  | 59.9 |
| ECI   | 92.5    | 84.3  | 71.1   | 107.7   | 95.2    | 75.4  | 83.4 | 96.5  | 64.0 |



## Indices by Country - May 2009

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 83.3    | 94.2    | 88.1  | 87.3   | 115.0   | 91.5    | 84.5  | 87.7 | 93.2  | 82.5 |
| PCI   | 76.6    | 85.4    | 85.7  | 76.3   | 123.9   | 77.7    | 72.1  | 1.3  | 87.4  | 76.8 |
| CCI   | 81.2    | 86.2    | 82.4  | 79.3   | 122.8   | 83.5    | 77.9  | 82.9 | 88.6  | 75.7 |
| ECI   | 93.7    | 86.5    | 87.2  | 82.2   | 107.5   | 97.6    | 76.2  | 6.2  | 99.5  | 72.1 |

## Indices by Country - August 2009

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 87.3    | 99.3    | 94.3  | 94.2   | 115.0   | 95.2    | 92.8  | 90.8 | 98.6  | 91.2 |
| PCI   | 71.5    | 85.7    | 88.9  | 87.4   | 126.9   | 79.5    | 81.5  | 82.6 | 89.8  | 90.0 |
| CCI   | 83.8    | 91.2    | 90.2  | 89.3   | 122.2   | 90.2    | 86.9  | 86.3 | 94.2  | 85.0 |
| ECI   | 92.4    | 92.7    | 88.8  | 89.0   | 105.5   | 101.0   | 86.7  | 88.3 | 109.1 | 78.1 |

## Indices by Country - December 2009

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 97.7    | 97.2    | 95.4  | 92.4   | 122.5   | 92.7    | 93.8  | 91.3 | 97.1  | 87.6 |
| PCI   | 85.4    | 112.4   | 88.0  | 79.9   | 124.1   | 75.5    | 75.3  | 84.8 | 91.7  | 80.0 |
| CCI   | 95.6    | 93.2    | 91.2  | 86.5   | 126.9   | 85.2    | 86.2  | 87.3 | 92.8  | 80.2 |
| ECI   | 99.6    | 87.8    | 93.5  | 85.5   | 107.0   | 95.6    | 80.1  | 88.9 | 101.7 | 76.7 |

## Indices by Country - March 2010

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 89.5    | 103.7   | 96.1  | 92.0   | 108.3   | 99.2    | 90.6  | 87.8 | 96.2  | 89.9 |
| PCI   | 74.2    | 103.0   | 88.2  | 76.4   | 108.3   | 76.8    | 80.8  | 82.4 | 101.2 | 91.3 |
| CCI   | 85.1    | 95.1    | 90.5  | 87.4   | 114.8   | 91.4    | 85.9  | 84.9 | 93.3  | 84.6 |
| ECI   | 91.2    | 89.9    | 89.0  | 83.3   | 101.2   | 100.0   | 76.7  | 86.1 | 101.5 | 75.9 |

## Indices by Country - June 2010

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 95.1    | 95.6    | 91.2  | 89.9   | 118.6   | 99.0    | 89.8  | 84.8 | 95.1  | 89.7 |
| PCI   | 71.0    | 103.9   | 79.8  | 75.1   | 116.2   | 93.0    | 83.0  | 78.7 | 96.3  | 85.2 |
| CCI   | 89.0    | 93.5    | 85.0  | 83.4   | 122.4   | 95.3    | 87.6  | 81.7 | 92.0  | 84.2 |
| ECI   | 84.1    | 89.5    | 81.2  | 75.9   | 101.5   | 92.2    | 79.0  | 80.6 | 82.1  | 71.7 |

## Indices by Country - September 2010

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 92.1    | 83.1    | 87.9  | 94.9   | 117.2   | 99.3    | 92.1  | 85.8 | 100.0 | 88.0 |
| PCI   | 85.1    | 83.1    | 79.4  | 80.7   | 126.5   | 83.1    | 78.9  | 83.0 | 88.3  | 85.3 |
| CCI   | 90.6    | 78.7    | 82.2  | 89.7   | 120.1   | 93.9    | 86.8  | 82.8 | 95.3  | 84.7 |
| ECI   | 81.4    | 76.5    | 77.0  | 85.6   | 102.3   | 91.7    | 81.0  | 80.5 | 86.9  | 73.6 |

## Indices by Country - December 2010

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 89.5    | 94.0    | 88.4  | 87.7   | 92.5    | 100.4   | 95.6  | 85.7 | 98.9  | 92.4 |
| PCI   | 74.1    | 91.1    | 78.4  | 79.4   | 103.7   | 92.0    | 95.7  | 82.5 | 89.5  | 88.7 |
| CCI   | 86.5    | 89.1    | 82.6  | 85.4   | 97.0    | 96.0    | 96.2  | 83.2 | 94.9  | 86.9 |
| ECI   | 78.9    | 85.8    | 78.9  | 82.0   | 89.0    | 94.6    | 81.8  | 81.0 | 87.2  | 77.0 |

## Indices by Country - March 2011

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 96.1    | 95.5    | 114.1 | 98.1   | 104.7   | 100.2   | 102.2 | 98.4 | 102.6 | 98.1 |
| PCI   | 77.9    | 80.3    | 72.5  | 81.4   | 103.4   | 74.0    | 73.6  | 83.1 | 92.7  | 85.0 |
| CCI   | 92.3    | 87.8    | 92.2  | 92.4   | 107.1   | 92.4    | 91.2  | 93.9 | 95.6  | 92.7 |
| ECI   | 85.4    | 98.5    | 88.8  | 82.2   | 93.5    | 96.7    | 81.3  | 87.4 | 96.0  | 79.8 |



# What do the Indices Indicate?

## Comparison of December 2010 with Base Period April 07

- Since the base period for the Consumer and Employee Confidence Survey was pegged in April 2007, all subsequent indice calculations would be comparable to this period.
- An index of  $> 100$  means the confidence for the current period (in this case, Dec '10) is higher than that in April 2007.
- Conversely, an index of  $< 100$  indicates a dip in confidence compared to that in April 2007.
- Countries which had a period of high confidence during April 2007 would need to match or exceed those levels of optimism for a better score whereas countries who were pessimistic in April 2007 probably have a slightly easier task of reducing the negativity or returning to normal circumstances for generating a higher score.
- Over the last 44 months since the base period, the indices across all countries have experienced a slide with the exception of the PCI in **Lebanon**.
- **UAE** showcases level of drop in the across the indices in the region- especially on the PCI.
- Therefore, **all of the 10 countries** measured against the base period showed a **dip** rather than rise in confidence in the **last 48 months**.

## Differences in Index by Country – March 2011 compared to December 2010

| Index | Algeria | Bahrain | Egypt | Kuwait | Lebanon | Morocco | Qatar | KSA  | Syria | UAE  |
|-------|---------|---------|-------|--------|---------|---------|-------|------|-------|------|
| CEI   | 6.5     | 1.5     | 25.7  | 10.4   | 12.2    | -0.1    | 6.6   | 12.6 | 3.7   | 5.7  |
| PCI   | 3.7     | -10.8   | -5.8  | 1.9    | -0.3    | -17.9   | -22.2 | 0.5  | 3.2   | -3.7 |
| CCI   | 5.8     | -1.3    | 9.5   | 6.9    | 10.1    | -3.6    | -5.0  | 10.7 | 0.7   | 5.8  |
| ECI   | 6.5     | 12.6    | 9.9   | 0.1    | 4.5     | 2.0     | -0.5  | 6.4  | 8.8   | 2.7  |

## What do the Indices Indicate?

### Comparison of March '11 with Previous Period December '10

- The following comparison has been done wherever relevant with the previous period of December 2010.
- **UAE, KSA and Syria** see an improvement across most of the indices.
- Bahrain, Morocco and Qatar see a large dip in the PCI.

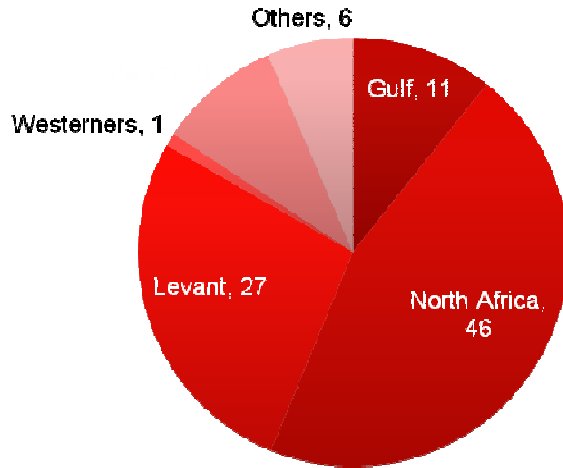
## What does this Mean for the UAE?

- Consumer Confidence in the UAE continues to see stability in the current wave with a relatively positive outlook.
- Respondents in the UAE continue to anticipate some improvement in their personal financial situation in the future.
- 54% of the respondents have positive expectations regarding the country's future economy and financial conditions but are unsure about the current period.
- 42% say that it is a neutral time to buy consumer goods like television, computer, furniture etc.
- Majority of respondents believe that finding a job is difficult in the UAE in the current situation but have a positive outlook of the future.
- Job Security seems to be stabilizing. However, satisfaction with compensation is still low.
- 61% claim that salaries are not keeping pace with the rising cost of living.

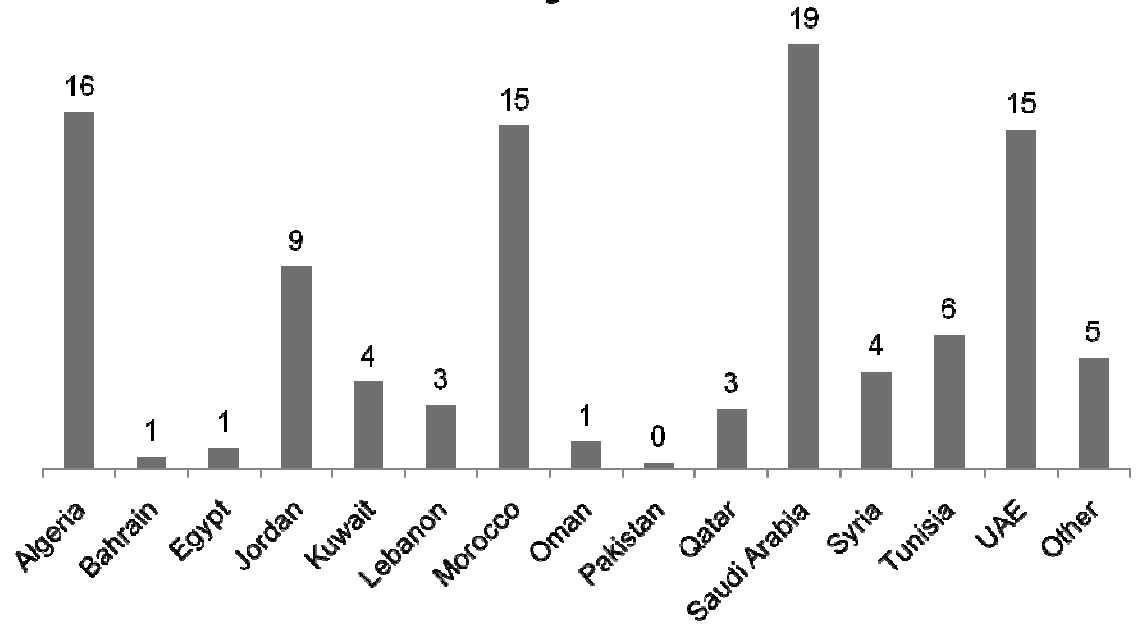
# RESPONDENT PROFILE

# Respondent profile – Country

### Nationality Groups



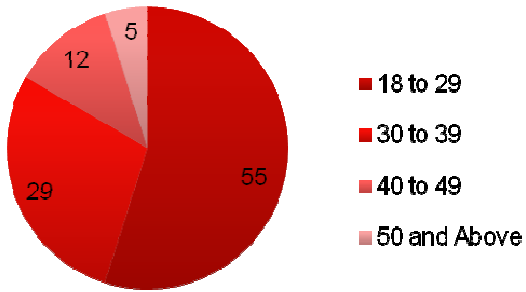
### Country of Residence



Base: Total Sample – N= 8,079

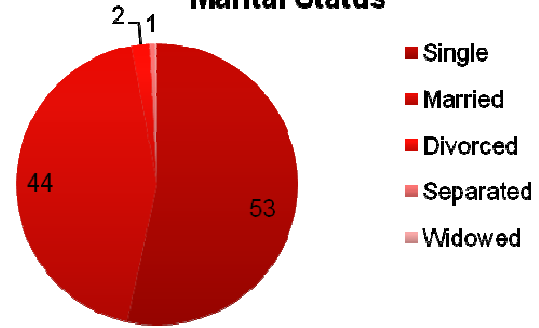
# Respondent profile - Personal

### Age group



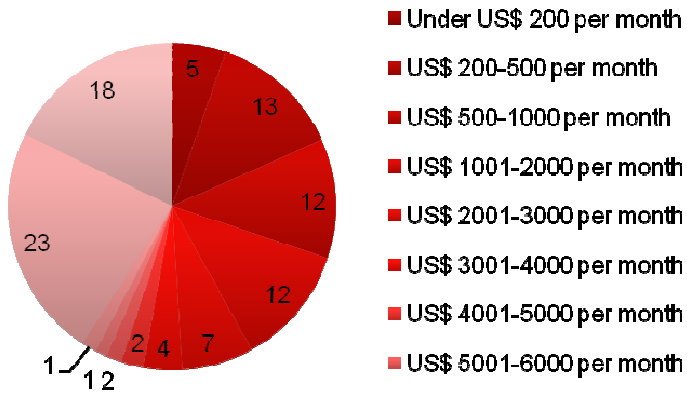
Base: Total Sample – N= 8,079

### Marital Status



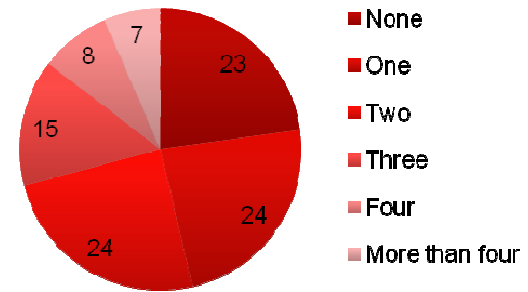
Base: Total Sample – N= 8,079

### Monthly Personal Income



Base: Total Sample – N= 8,079

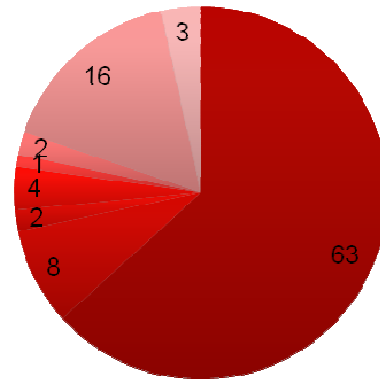
### No. of children



Base: Married/ used to be married– N= 3,768

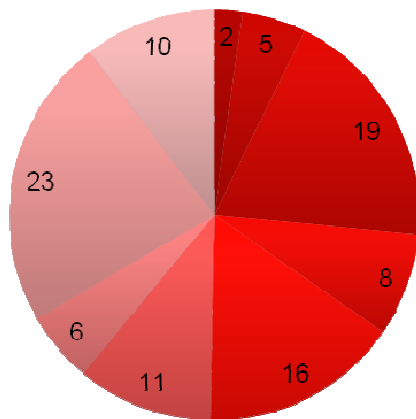
# Respondent profile - Organizational

## Work Status



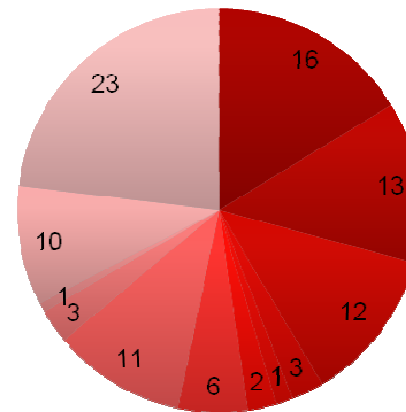
- Working full time (30 or more hours per week)
- Working part time (8 to 29 hours per week)
- Working part time (Less than 8 hours a week)
- Full time student
- Retired
- Full-time home-maker or housewife
- Unemployed
- Other

## Level of Seniority



- CEO/President/Chairman/Owner/Self employed
- Director or Senior Manager
- Professional [i.e. requiring specific professional qualification]
- Middle manager
- Junior manager/team leader
- Executive with no managerial responsibilities
- Clerical
- I do not work
- Other

## Sector



- Private sector - Multinational company
- Private sector - Large Local company
- Private sector - Small or Medium Local company
- Private sector - Self owned company
- Private sector - Family owned company [your family]
- Private sector - Family owned company [others]
- Private sector - other
- Public or government sector
- Semi-government/Quasi-governmental company
- Charity or voluntary sector
- Other
- I do not work

Base: Total Sample – N= 8,079



# Appraisal of Present Situation – 1/3

- 35% of the total respondents feel that their personal financial situation is the same as last year. Respondents in Jordan and Egypt feel that their financial position has worsened.
- 22% of the total respondents feel that their country's economy has worsened compared to last year. Those in Lebanon are the most negative about it.

Q. How do you think your (and family's) current financial position compares with that of last year?

Q. How do you think your current expectations about your country's economy compare with those that you had 3 months previously?

Q. How would you rate the current period as a time to buy consumer durable goods?

| Total / Country of residence | Total       | Algeria     | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco     | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|------------------------------|-------------|-------------|-----------|-----------|------------|------------|------------|-------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Base Size</b>             | <b>8079</b> | <b>1264</b> | <b>41</b> | <b>70</b> | <b>717</b> | <b>307</b> | <b>222</b> | <b>1218</b> | <b>95</b> | <b>20</b> | <b>211</b> | <b>1505</b>  | <b>342</b> | <b>473</b> | <b>1202</b> |
| <b>Financial</b>             |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| Better                       | 25          | 31          | 27        | 16        | 19         | 24         | 17         | 16          | 38        | 20        | 25         | 34           | 20         | 19         | 28          |
| Same                         | 35          | 38          | 39        | 30        | 32         | 39         | 42         | 36          | 26        | 45        | 42         | 32           | 36         | 40         | 35          |
| Worse                        | 30          | 21          | 24        | 44        | 42         | 27         | 32         | 35          | 26        | 30        | 24         | 27           | 37         | 32         | 28          |
| Don't know                   | 9           | 10          | 10        | 10        | 8          | 10         | 8          | 13          | 9         | 5         | 9          | 7            | 6          | 9          | 9           |
| <b>Country's economy</b>     |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| Better                       | 33          | 37          | 20        | 30        | 16         | 32         | 18         | 33          | 56        | 20        | 37         | 41           | 31         | 34         | 33          |
| Same                         | 30          | 33          | 22        | 11        | 33         | 31         | 36         | 32          | 16        | 55        | 35         | 27           | 32         | 14         | 34          |
| Worse                        | 22          | 16          | 32        | 34        | 37         | 20         | 41         | 14          | 17        | 20        | 14         | 19           | 23         | 36         | 20          |
| Don't know                   | 15          | 14          | 27        | 24        | 14         | 18         | 5          | 21          | 12        | 5         | 14         | 13           | 15         | 16         | 13          |
| <b>Consumer Behaviour</b>    |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| Good time to buy             | 17          | 23          | 22        | 14        | 15         | 17         | 12         | 14          | 23        | 10        | 15         | 19           | 17         | 13         | 17          |
| Neutral time to buy          | 30          | 24          | 29        | 26        | 25         | 42         | 43         | 20          | 27        | 45        | 39         | 35           | 26         | 21         | 42          |
| Bad time to buy              | 43          | 42          | 49        | 49        | 53         | 32         | 42         | 51          | 39        | 30        | 36         | 37           | 46         | 56         | 32          |
| Don't know                   | 10          | 12          | 0         | 11        | 7          | 9          | 4          | 15          | 11        | 15        | 11         | 9            | 11         | 10         | 8           |

## Appraisal of Present Situation – 2/3

- At an overall level, respondents are split on whether the current period is good for business or not.
- 46% of the total respondents feel that there are very few jobs available. This sentiment is felt most by respondents in Jordan and Lebanon.

Q. How would you rate the current period in terms of business conditions?

Q. Currently, how easy or difficult would you say it is, to find a new job in the country you live in?

| Total / Country of residence | Total       | Algeria     | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco     | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|------------------------------|-------------|-------------|-----------|-----------|------------|------------|------------|-------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Base Size</b>             | <b>8079</b> | <b>1264</b> | <b>41</b> | <b>70</b> | <b>717</b> | <b>307</b> | <b>222</b> | <b>1218</b> | <b>95</b> | <b>20</b> | <b>211</b> | <b>1505</b>  | <b>342</b> | <b>473</b> | <b>1202</b> |
| <b>Business Conditions</b>   |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| Good time                    | 29          | 38          | 17        | 21        | 15         | 27         | 14         | 26          | 39        | 15        | 41         | 40           | 25         | 24         | 20          |
| Neutral time                 | 30          | 25          | 41        | 19        | 30         | 38         | 44         | 27          | 28        | 30        | 24         | 30           | 30         | 27         | 38          |
| Bad time                     | 28          | 22          | 32        | 49        | 45         | 23         | 35         | 28          | 21        | 40        | 20         | 18           | 33         | 40         | 32          |
| Don't know                   | 13          | 15          | 10        | 11        | 11         | 11         | 7          | 20          | 12        | 15        | 15         | 12           | 12         | 9          | 10          |
| <b>Employment</b>            |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| Plenty available             | 15          | 13          | 12        | 6         | 6          | 19         | 7          | 10          | 34        | 10        | 30         | 27           | 12         | 4          | 17          |
| Not many available           | 33          | 34          | 22        | 46        | 32         | 33         | 35         | 30          | 28        | 55        | 26         | 32           | 39         | 36         | 36          |
| Very few available           | 46          | 47          | 54        | 41        | 59         | 43         | 56         | 52          | 34        | 30        | 36         | 35           | 43         | 56         | 41          |
| Don't know                   | 5           | 5           | 12        | 7         | 4          | 6          | 3          | 7           | 4         | 5         | 8          | 6            | 6          | 3          | 6           |

## Appraisal of Present Situation – 3/3

- Jordan ranks highest on reduced number of employees (36%) compared to last year.
- 59% of the respondents state that salaries are not keeping pace with cost of living.

Q. How does the current number of employees in your organisation compare with that last year?

Q. Compared to the situation of last year, has your salary kept pace with the cost of living?

| Total / Country of residence           | Total       | Algeria    | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco    | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|--|-------------|------------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Working Base Size</b>               | <b>6215</b> | <b>986</b> | <b>35</b> | <b>56</b> | <b>552</b> | <b>263</b> | <b>182</b> | <b>730</b> | <b>78</b> | <b>17</b> | <b>184</b> | <b>1176</b>  | <b>281</b> | <b>364</b> | <b>1018</b> |
| <b>Number of employees</b>             |             |            |           |           |            |            |            |            |           |           |            |              |            |            |             |
| More employees                         | 28          | 34         | 29        | 23        | 18         | 29         | 20         | 20         | 40        | 35        | 30         | 37           | 24         | 24         | 27          |
| Same number                            | 29          | 30         | 34        | 27        | 27         | 32         | 36         | 25         | 19        | 41        | 28         | 26           | 35         | 32         | 28          |
| Fewer employees                        | 25          | 16         | 26        | 27        | 36         | 30         | 27         | 25         | 24        | 12        | 25         | 21           | 23         | 24         | 33          |
| Don't know                             | 18          | 20         | 11        | 23        | 19         | 10         | 18         | 29         | 17        | 12        | 17         | 16           | 17         | 19         | 12          |
| <b>Salary vis-a-vis Cost of Living</b> |             |            |           |           |            |            |            |            |           |           |            |              |            |            |             |
| Increased more than cost of living     | 5           | 5          | 10        | 3         | 3          | 6          | 4          | 3          | 2         | 5         | 7          | 6            | 4          | 3          | 6           |
| Increased similar to cost of living    | 16          | 19         | 24        | 11        | 9          | 17         | 18         | 10         | 17        | 35        | 26         | 18           | 19         | 17         | 20          |
| Not kept pace with cost of living      | 59          | 57         | 56        | 67        | 68         | 63         | 63         | 56         | 60        | 60        | 51         | 56           | 62         | 57         | 61          |
| Don't know                             | 20          | 19         | 10        | 19        | 19         | 14         | 15         | 31         | 21        | 0         | 17         | 20           | 16         | 23         | 13          |

## Expectations for the Year Hence – 1/2

- Across all countries, people are optimistic about their personal financial situation in the near future. KSA is most positive.
- Tunisia, Oman and Qatar are more optimistic of the country's economic health in the near future.

Q. In what way do you think your (and family's) financial position would change in a year's time?

Q. In what way do you think your country's economy would change in a year's time?

| Total / Country of residence | Total       | Algeria     | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco     | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|------------------------------|-------------|-------------|-----------|-----------|------------|------------|------------|-------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Base Size</b>             | <b>8079</b> | <b>1264</b> | <b>41</b> | <b>70</b> | <b>717</b> | <b>307</b> | <b>222</b> | <b>1218</b> | <b>95</b> | <b>20</b> | <b>211</b> | <b>1505</b>  | <b>342</b> | <b>473</b> | <b>1202</b> |
| <b>Financial</b>             |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| Will be better               | 48          | 47          | 41        | 54        | 42         | 54         | 42         | 37          | 56        | 80        | 54         | 56           | 44         | 54         | 53          |
| Will remain the same         | 12          | 11          | 27        | 10        | 11         | 12         | 15         | 11          | 13        | 15        | 15         | 14           | 12         | 11         | 14          |
| Become worse                 | 6           | 5           | 10        | 9         | 10         | 7          | 11         | 6           | 8         | 5         | 3          | 4            | 11         | 4          | 5           |
| Don't know                   | 33          | 37          | 22        | 27        | 37         | 26         | 32         | 46          | 23        | 0         | 28         | 26           | 33         | 31         | 27          |
| <b>Country's Economy</b>     |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| Will be better               | 51          | 46          | 49        | 60        | 30         | 56         | 27         | 50          | 67        | 45        | 65         | 59           | 51         | 69         | 54          |
| Will remain the same         | 17          | 19          | 7         | 13        | 19         | 16         | 25         | 16          | 6         | 20        | 15         | 16           | 16         | 5          | 18          |
| Become worse                 | 12          | 12          | 20        | 10        | 25         | 11         | 32         | 6           | 11        | 15        | 6          | 11           | 10         | 9          | 11          |
| Don't know                   | 20          | 23          | 24        | 17        | 26         | 18         | 16         | 27          | 16        | 20        | 14         | 14           | 23         | 17         | 17          |

## Expectations for the Year Hence – 2/2

- Tunisia, Qatar and Oman feel business conditions will be better next year.
- Tunisia expects the highest improvement in employment opportunities. Oman, UAE, KSA and Kuwait are optimistic too while, Lebanon, Jordan hold a pessimistic view.

Q. In what way do you expect business conditions to change in a year's time?

Q. In what way do you expect availability of employment to change in a year's time?

| Total / Country of residence                | Total       | Algeria     | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco     | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|---|-------------|-------------|-----------|-----------|------------|------------|------------|-------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Base Size</b>                            | <b>8079</b> | <b>1264</b> | <b>41</b> | <b>70</b> | <b>717</b> | <b>307</b> | <b>222</b> | <b>1218</b> | <b>95</b> | <b>20</b> | <b>211</b> | <b>1505</b>  | <b>342</b> | <b>473</b> | <b>1202</b> |
| <b>Business Conditions</b>                  |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| Will be better                              | 52          | 47          | 49        | 66        | 34         | 59         | 40         | 52          | 61        | 45        | 67         | 58           | 47         | 72         | 55          |
| Will remain the same                        | 18          | 19          | 24        | 11        | 23         | 18         | 27         | 15          | 16        | 25        | 14         | 18           | 18         | 7          | 21          |
| Become worse                                | 9           | 9           | 7         | 6         | 20         | 5          | 11         | 5           | 6         | 15        | 4          | 9            | 13         | 6          | 8           |
| Don't know                                  | 21          | 25          | 20        | 17        | 23         | 19         | 23         | 28          | 17        | 15        | 15         | 16           | 23         | 15         | 16          |
| <b>Employment</b>                           |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| There will be more jobs available           | 38          | 33          | 34        | 59        | 23         | 35         | 18         | 39          | 47        | 15        | 54         | 47           | 37         | 55         | 40          |
| There will be same number of jobs available | 24          | 28          | 24        | 11        | 27         | 24         | 32         | 23          | 22        | 35        | 21         | 22           | 22         | 19         | 24          |
| There will be fewer jobs available          | 19          | 18          | 12        | 14        | 31         | 21         | 31         | 12          | 18        | 45        | 10         | 19           | 19         | 8          | 20          |
| Don't know/Can't say                        | 18          | 20          | 29        | 16        | 20         | 20         | 19         | 26          | 13        | 5         | 15         | 12           | 23         | 18         | 16          |

# Satisfaction with Career

- Most countries report neutral to low satisfaction with career prospects and career growth within current organisations. Respondents from Jordan (46%) are least satisfied with career prospects.

Q. How would you rate your satisfaction with your current job and career prospects?

Q. How would you rate your satisfaction with career growth in your current organisation?

| Total / Country of residence | Total       | Algeria    | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco    | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|------------------------------|-------------|------------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Working Base Size</b>     | <b>6215</b> | <b>986</b> | <b>35</b> | <b>56</b> | <b>552</b> | <b>263</b> | <b>182</b> | <b>730</b> | <b>78</b> | <b>17</b> | <b>184</b> | <b>1176</b>  | <b>281</b> | <b>364</b> | <b>1018</b> |
| <b>Prospects</b>             |             |            |           |           |            |            |            |            |           |           |            |              |            |            |             |
| High                         | 16          | 18         | 20        | 11        | 12         | 14         | 12         | 16         | 23        | 12        | 16         | 17           | 19         | 18         | 14          |
| Neutral                      | 33          | 26         | 51        | 41        | 29         | 42         | 37         | 26         | 27        | 41        | 37         | 36           | 30         | 30         | 40          |
| Low                          | 39          | 42         | 23        | 32        | 46         | 37         | 39         | 39         | 40        | 41        | 36         | 35           | 44         | 37         | 36          |
| Don't know                   | 12          | 14         | 6         | 16        | 13         | 7          | 12         | 19         | 10        | 6         | 11         | 12           | 7          | 15         | 9           |
| <b>Career Growth</b>         |             |            |           |           |            |            |            |            |           |           |            |              |            |            |             |
| High                         | 22          | 24         | 26        | 14        | 15         | 20         | 25         | 22         | 24        | 18        | 23         | 25           | 24         | 28         | 19          |
| Neutral                      | 30          | 24         | 37        | 41        | 29         | 37         | 29         | 25         | 45        | 47        | 42         | 34           | 27         | 23         | 36          |
| Low                          | 38          | 40         | 34        | 34        | 49         | 38         | 37         | 37         | 24        | 35        | 27         | 35           | 43         | 35         | 38          |
| Don't know                   | 9           | 12         | 3         | 11        | 7          | 6          | 9          | 17         | 6         | 0         | 9          | 6            | 6          | 13         | 7           |

# Satisfaction with Career

- Residents of Oman, Syria and Tunisia continue to claim high job security.
- However, Syria and Tunisia along with Jordan and Algeria continue to be the most dissatisfied about current compensation.

Q. How would you rate your satisfaction with job security in your current organisation?

Q. How would you rate your satisfaction with your current compensation (including salary, allowances and other benefits)?

| Total / Country of residence | Total       | Algeria    | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco    | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|------------------------------|-------------|------------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Working Base Size</b>     | <b>6215</b> | <b>986</b> | <b>35</b> | <b>56</b> | <b>552</b> | <b>263</b> | <b>182</b> | <b>730</b> | <b>78</b> | <b>17</b> | <b>184</b> | <b>1176</b>  | <b>281</b> | <b>364</b> | <b>1018</b> |
| <b>Job Security</b>          |             |            |           |           |            |            |            |            |           |           |            |              |            |            |             |
| High                         | 29          | 33         | 31        | 16        | 28         | 24         | 24         | 28         | 41        | 24        | 26         | 29           | 39         | 37         | 26          |
| Neutral                      | 30          | 25         | 46        | 38        | 29         | 40         | 34         | 20         | 31        | 29        | 36         | 34           | 26         | 25         | 37          |
| Low                          | 29          | 27         | 14        | 27        | 34         | 27         | 32         | 32         | 22        | 29        | 28         | 29           | 27         | 23         | 27          |
| Don't know                   | 12          | 14         | 9         | 20        | 9          | 8          | 10         | 20         | 6         | 18        | 10         | 8            | 7          | 15         | 10          |
| <b>Compensation</b>          |             |            |           |           |            |            |            |            |           |           |            |              |            |            |             |
| High                         | 9           | 8          | 11        | 7         | 5          | 11         | 7          | 8          | 13        | 12        | 9          | 10           | 10         | 8          | 9           |
| Neutral                      | 28          | 22         | 37        | 27        | 25         | 34         | 24         | 21         | 28        | 59        | 33         | 33           | 30         | 23         | 34          |
| Low                          | 51          | 56         | 43        | 52        | 58         | 47         | 57         | 51         | 47        | 24        | 50         | 45           | 51         | 55         | 49          |
| Don't know                   | 12          | 13         | 9         | 14        | 12         | 8          | 13         | 21         | 12        | 6         | 8          | 12           | 9          | 14         | 9           |

# Investment in Vehicle

- Only 27% of the total respondents are planning to purchase a new vehicle in the next one year. Respondents of Qatar show highest intent.
- Of those who do plan to purchase one, 50% claim they would purchase a brand new one.

Q. Would you be planning to invest in a vehicle within the next 12 months?

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

| Total / Country of residence | Total       | Algeria     | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco     | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|------------------------------|-------------|-------------|-----------|-----------|------------|------------|------------|-------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Base Size</b>             | <b>8079</b> | <b>1264</b> | <b>41</b> | <b>70</b> | <b>717</b> | <b>307</b> | <b>222</b> | <b>1218</b> | <b>95</b> | <b>20</b> | <b>211</b> | <b>1505</b>  | <b>342</b> | <b>473</b> | <b>1202</b> |
| <b>Vehicle</b>               |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| Yes                          | 27          | 30          | 20        | 33        | 24         | 30         | 23         | 20          | 36        | 20        | 40         | 33           | 17         | 21         | 28          |
| No                           | 55          | 51          | 66        | 50        | 60         | 53         | 61         | 55          | 46        | 70        | 44         | 51           | 64         | 62         | 55          |
| Don't know                   | 18          | 19          | 15        | 17        | 17         | 17         | 17         | 25          | 18        | 10        | 17         | 16           | 19         | 17         | 17          |
| <b>Types of vehicle</b>      |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| <b>Plan to buy base</b>      | <b>2187</b> | <b>385</b>  | <b>8</b>  | <b>23</b> | <b>169</b> | <b>93</b>  | <b>50</b>  | <b>247</b>  | <b>34</b> | <b>4</b>  | <b>84</b>  | <b>492</b>   | <b>59</b>  | <b>99</b>  | <b>332</b>  |
| New                          | 50          | 59          | 63        | 70        | 30         | 48         | 46         | 40          | 62        | 50        | 56         | 55           | 64         | 39         | 48          |
| Used                         | 43          | 35          | 25        | 26        | 62         | 47         | 50         | 52          | 38        | 25        | 33         | 40           | 27         | 51         | 46          |
| Don't know                   | 6           | 6           | 13        | 4         | 8          | 4          | 4          | 9           | 0         | 25        | 11         | 4            | 8          | 10         | 5           |



# Investment in Property

- The trend continues with majority (62%) of respondents not interested in making any investment property. Within UAE, 66% say they would not be buying any property.
- Of those wishing to purchase a property, majority(61%) are likely to opt for a new one.

Q. Would you be planning to invest in property within the next 12 months?

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

| Total / Country of residence | Total       | Algeria     | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco     | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|------------------------------|-------------|-------------|-----------|-----------|------------|------------|------------|-------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Base Size</b>             | <b>8079</b> | <b>1264</b> | <b>41</b> | <b>70</b> | <b>717</b> | <b>307</b> | <b>222</b> | <b>1218</b> | <b>95</b> | <b>20</b> | <b>211</b> | <b>1505</b>  | <b>342</b> | <b>473</b> | <b>1202</b> |
| <b>Property</b>              |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| Yes                          | 20          | 25          | 20        | 24        | 11         | 23         | 15         | 16          | 24        | 10        | 23         | 25           | 16         | 14         | 17          |
| No                           | 62          | 57          | 71        | 61        | 74         | 58         | 69         | 59          | 52        | 80        | 61         | 57           | 66         | 69         | 66          |
| Don't know                   | 18          | 19          | 10        | 14        | 15         | 19         | 15         | 25          | 24        | 10        | 16         | 19           | 18         | 16         | 17          |
| <b>Types of property</b>     |             |             |           |           |            |            |            |             |           |           |            |              |            |            |             |
| <b>Plan to buy base</b>      | <b>1586</b> | <b>314</b>  | <b>8</b>  | <b>17</b> | <b>78</b>  | <b>72</b>  | <b>34</b>  | <b>199</b>  | <b>23</b> | <b>2</b>  | <b>49</b>  | <b>369</b>   | <b>55</b>  | <b>68</b>  | <b>207</b>  |
| New                          | 61          | 60          | 38        | 65        | 54         | 65         | 59         | 67          | 65        | 50        | 53         | 61           | 71         | 54         | 65          |
| Lived in                     | 27          | 27          | 50        | 35        | 36         | 28         | 26         | 23          | 35        | 50        | 27         | 25           | 16         | 38         | 26          |
| Don't know                   | 12          | 13          | 13        | 0         | 10         | 7          | 15         | 10          | 0         | 0         | 20         | 14           | 13         | 7          | 9           |

# Purchase of Electronic Appliances

- Higher interest for desktop/laptop followed by furniture continues.

Q. Can you please tell us which of the following are you planning to invest in the next 6 months?

| Total / Country of residence  | Total       | Algeria     | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco     | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|-------------------------------|-------------|-------------|-----------|-----------|------------|------------|------------|-------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Base Size</b>              | <b>8079</b> | <b>1264</b> | <b>41</b> | <b>70</b> | <b>717</b> | <b>307</b> | <b>222</b> | <b>1218</b> | <b>95</b> | <b>20</b> | <b>211</b> | <b>1505</b>  | <b>342</b> | <b>473</b> | <b>1202</b> |
| Desktop or Laptop             | 29          | 36          | 17        | 23        | 27         | 27         | 19         | 28          | 31        | 20        | 27         | 28           | 31         | 27         | 27          |
| Furniture                     | 20          | 24          | 22        | 19        | 14         | 20         | 23         | 20          | 23        | 10        | 17         | 22           | 18         | 17         | 20          |
| Digital Camera                | 13          | 14          | 10        | 10        | 11         | 13         | 13         | 11          | 18        | 5         | 13         | 15           | 13         | 12         | 17          |
| LCD or Plasma Television      | 17          | 18          | 7         | 19        | 14         | 17         | 15         | 15          | 23        | 5         | 16         | 20           | 13         | 12         | 18          |
| Washing Machine               | 10          | 15          | 15        | 4         | 8          | 9          | 8          | 11          | 9         | 10        | 9          | 11           | 7          | 7          | 10          |
| Air Conditioner               | 11          | 15          | 12        | 11        | 10         | 9          | 14         | 7           | 13        | 10        | 8          | 13           | 10         | 12         | 8           |
| Refrigerator                  | 10          | 13          | 10        | 9         | 5          | 7          | 8          | 11          | 9         | 10        | 9          | 10           | 6          | 8          | 11          |
| DVD or VCD Recorder or Player | 5           | 6           | 5         | 10        | 4          | 4          | 4          | 6           | 7         | 5         | 3          | 5            | 3          | 4          | 5           |
| Vacuum Cleaner                | 6           | 5           | 10        | 6         | 6          | 4          | 4          | 3           | 9         | 5         | 4          | 8            | 6          | 3          | 7           |
| Normal Colour Television      | 5           | 10          | 7         | 9         | 4          | 2          | 1          | 7           | 5         | 15        | 3          | 3            | 3          | 7          | 4           |
| Home Theatre System           | 6           | 4           | 10        | 6         | 4          | 9          | 7          | 2           | 8         | 0         | 4          | 9            | 6          | 3          | 8           |
| Cooking Range                 | 6           | 8           | 5         | 0         | 5          | 6          | 5          | 5           | 7         | 10        | 5          | 6            | 3          | 3          | 8           |
| Clothes Dryer                 | 4           | 5           | 2         | 7         | 3          | 4          | 5          | 5           | 4         | 5         | 3          | 5            | 2          | 3          | 5           |
| Normal or Digital Camcorder   | 2           | 3           | 0         | 1         | 2          | 2          | 1          | 3           | 1         | 0         | 1          | 3            | 2          | 2          | 2           |
| Video Recorder or Player      | 2           | 3           | 2         | 3         | 2          | 2          | 1          | 2           | 3         | 5         | 2          | 1            | 3          | 2          | 2           |

# Expectations of Growth in Organization

- Only a quarter of respondents are optimistic about growth in the number of employees in their organization. A third of respondents in Algeria are optimistic about employee growth.
- All nations are mostly neutral about their organisations being able to keep up with staffing.

Thinking specifically about your organization, are you optimistic or pessimistic about each of the following for the next 3 months?

Q. Growth in number of employees

Q. Keeping up with staffing requirements

| Total / Country of residence | Total       | Algeria    | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco    | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|------------------------------|-------------|------------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Working Base Size</b>     | <b>6215</b> | <b>986</b> | <b>35</b> | <b>56</b> | <b>552</b> | <b>263</b> | <b>182</b> | <b>730</b> | <b>78</b> | <b>17</b> | <b>184</b> | <b>1176</b>  | <b>281</b> | <b>364</b> | <b>1018</b> |
| <b>Number of employees</b>   |             |            |           |           |            |            |            |            |           |           |            |              |            |            |             |
| Optimistic                   | 25          | 30         | 29        | 29        | 15         | 24         | 23         | 26         | 40        | 12        | 24         | 29           | 24         | 23         | 22          |
| Neutral                      | 32          | 27         | 26        | 32        | 32         | 37         | 37         | 20         | 29        | 76        | 38         | 34           | 34         | 28         | 38          |
| Pessimistic                  | 23          | 20         | 23        | 25        | 33         | 23         | 24         | 24         | 17        | 6         | 17         | 20           | 22         | 24         | 23          |
| Don't know                   | 21          | 24         | 23        | 14        | 20         | 16         | 16         | 30         | 14        | 6         | 21         | 17           | 20         | 26         | 18          |
| <b>Staffing requirements</b> |             |            |           |           |            |            |            |            |           |           |            |              |            |            |             |
| Optimistic                   | 21          | 25         | 17        | 20        | 16         | 20         | 21         | 21         | 27        | 29        | 20         | 21           | 21         | 23         | 19          |
| Neutral                      | 33          | 27         | 40        | 34        | 34         | 38         | 40         | 20         | 35        | 59        | 39         | 37           | 35         | 28         | 39          |
| Pessimistic                  | 24          | 24         | 23        | 23        | 32         | 23         | 21         | 26         | 19        | 12        | 18         | 25           | 23         | 21         | 23          |
| Don't know                   | 22          | 25         | 20        | 23        | 18         | 19         | 18         | 32         | 19        | 0         | 23         | 17           | 21         | 27         | 19          |

# Expectations of Market Economy

- Similar to the previous wave, inflation continues to generate a negative outlook across the board.
- The cost of real estate is still creating a feeling of negativity in all countries.

Q. Inflation/Rise in cost of living

Q. Cost of real estate (rental or purchase)

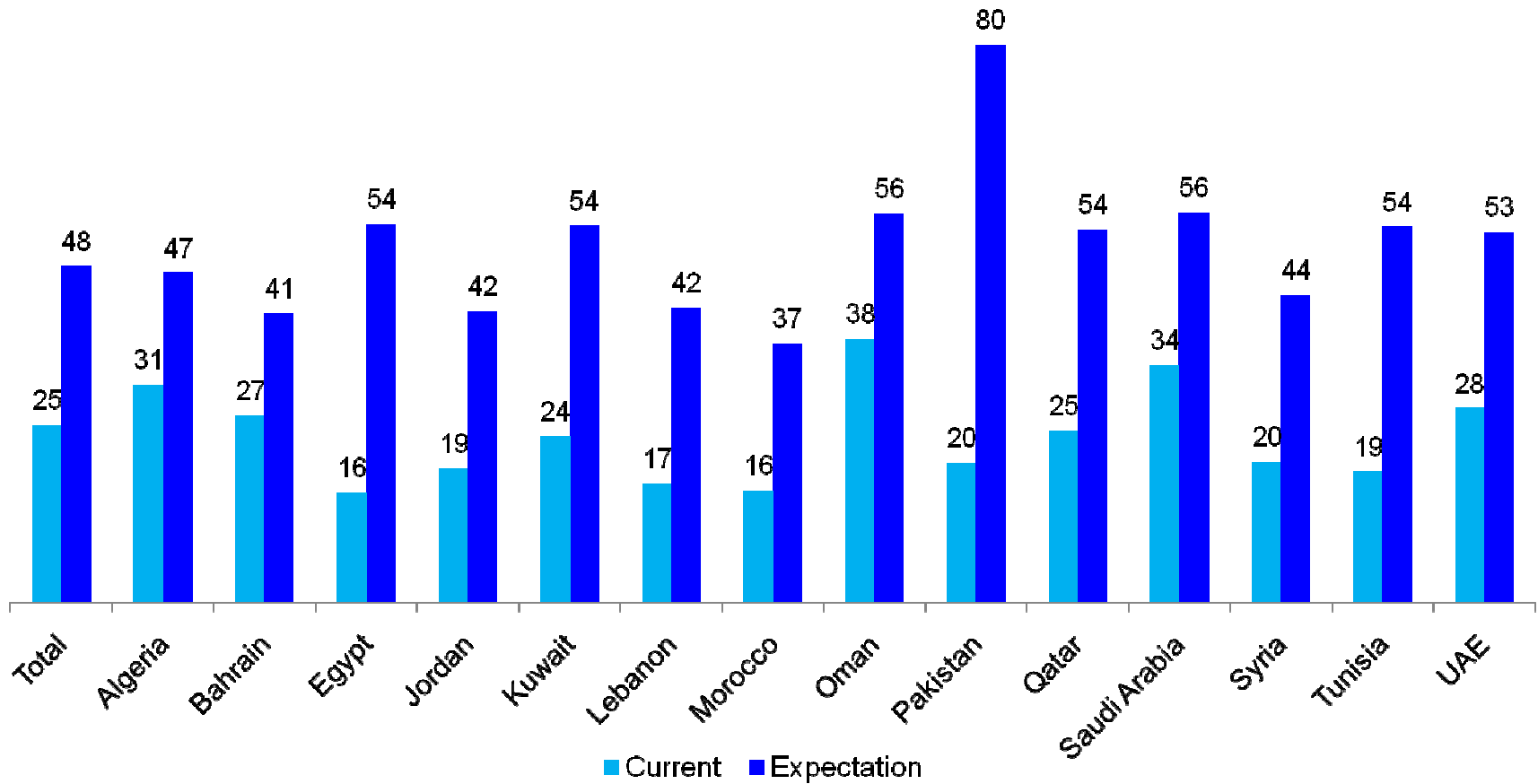
| Total / Country of residence                    | Total       | Algeria    | Bahrain   | Egypt     | Jordan     | Kuwait     | Lebanon    | Morocco    | Oman      | Pakistan  | Qatar      | Saudi Arabia | Syria      | Tunisia    | UAE         |
|---|-------------|------------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|------------|--------------|------------|------------|-------------|
| <b>Working Base Size</b>                        | <b>6215</b> | <b>986</b> | <b>35</b> | <b>56</b> | <b>552</b> | <b>263</b> | <b>182</b> | <b>730</b> | <b>78</b> | <b>17</b> | <b>184</b> | <b>1176</b>  | <b>281</b> | <b>364</b> | <b>1018</b> |
| <b>Inflation/Rise in cost of living</b>         |             |            |           |           |            |            |            |            |           |           |            |              |            |            |             |
| Positive  | 18          | 15         | 29        | 11        | 16         | 20         | 16         | 14         | 27        | 6         | 18         | 21           | 16         | 20         | 21          |
| Neutral   | 21          | 16         | 20        | 20        | 19         | 27         | 23         | 14         | 24        | 41        | 26         | 25           | 18         | 18         | 26          |
| Negative  | 34          | 35         | 34        | 36        | 43         | 29         | 43         | 37         | 18        | 35        | 30         | 34           | 36         | 29         | 31          |
| Don't know                                      | 13          | 14         | 0         | 18        | 14         | 13         | 7          | 19         | 15        | 18        | 15         | 11           | 14         | 15         | 11          |
| No Impact                                       | 13          | 20         | 17        | 16        | 9          | 12         | 10         | 16         | 15        | 0         | 11         | 10           | 17         | 18         | 10          |
| <b>Cost of real estate (rental or purchase)</b> |             |            |           |           |            |            |            |            |           |           |            |              |            |            |             |
| Positive  | 16          | 14         | 29        | 14        | 10         | 15         | 19         | 12         | 22        | 6         | 17         | 19           | 12         | 15         | 19          |
| Neutral   | 20          | 15         | 17        | 11        | 20         | 28         | 20         | 12         | 24        | 41        | 26         | 22           | 23         | 16         | 28          |
| Negative  | 34          | 36         | 37        | 36        | 42         | 29         | 37         | 35         | 21        | 29        | 32         | 36           | 31         | 29         | 28          |
| Don't know                                      | 14          | 14         | 0         | 16        | 13         | 14         | 10         | 21         | 19        | 18        | 14         | 11           | 14         | 16         | 13          |
| No Impact                                       | 16          | 21         | 17        | 23        | 15         | 14         | 15         | 20         | 14        | 6         | 12         | 12           | 20         | 23         | 12          |

# APPENDIX

# By COUNTRY OF RESIDENCE

# Appraisal of Personal Financial Situation – (Better option)

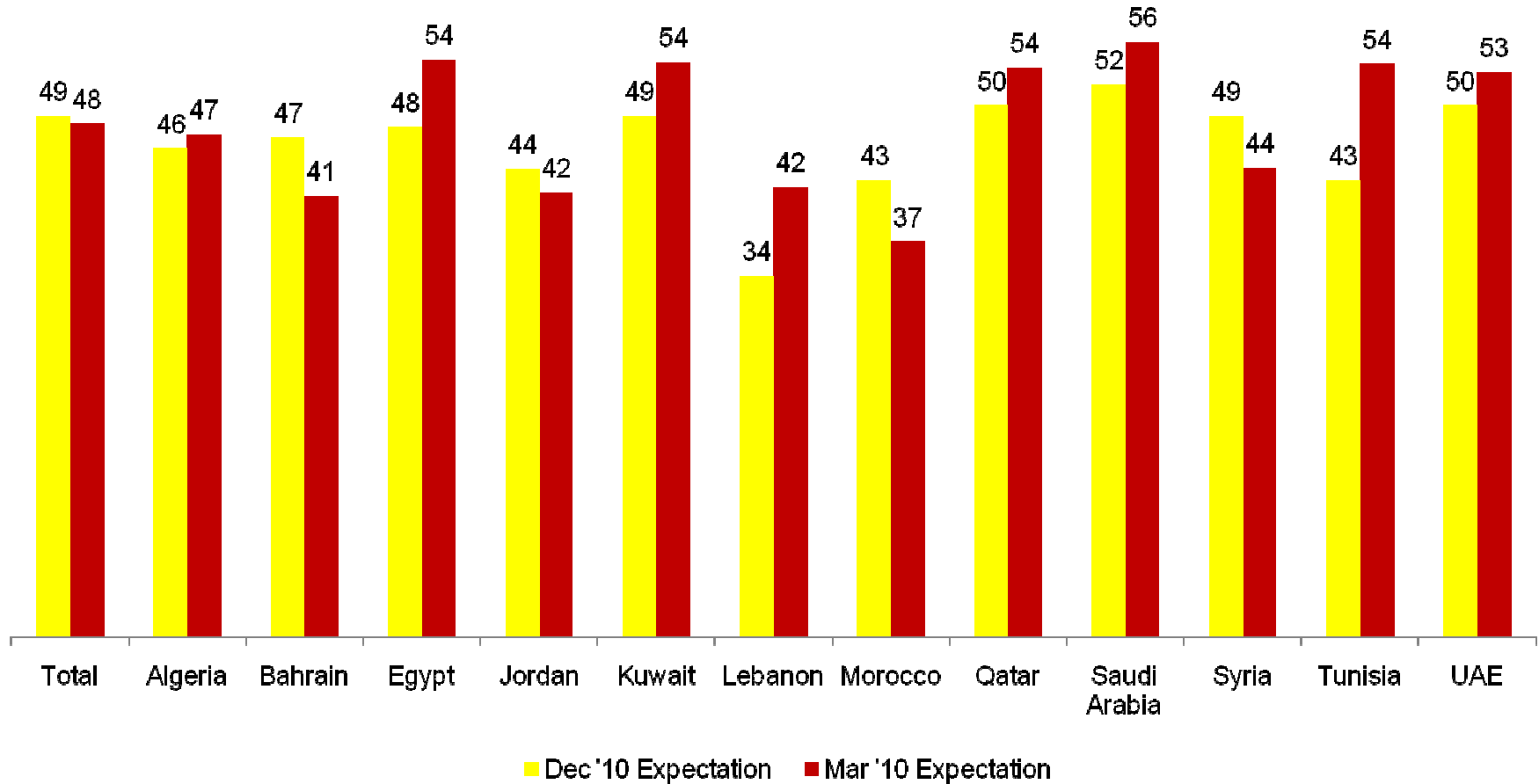
- All countries are optimistic in their anticipation of future changes in their financial situation.



Base: Total Sample – N= 8,079

## Appraisal of Personal Financial Situation – (Better option)

- Most of the countries have a more positive outlook for the future compared to the previous wave, except Syria and Morocco

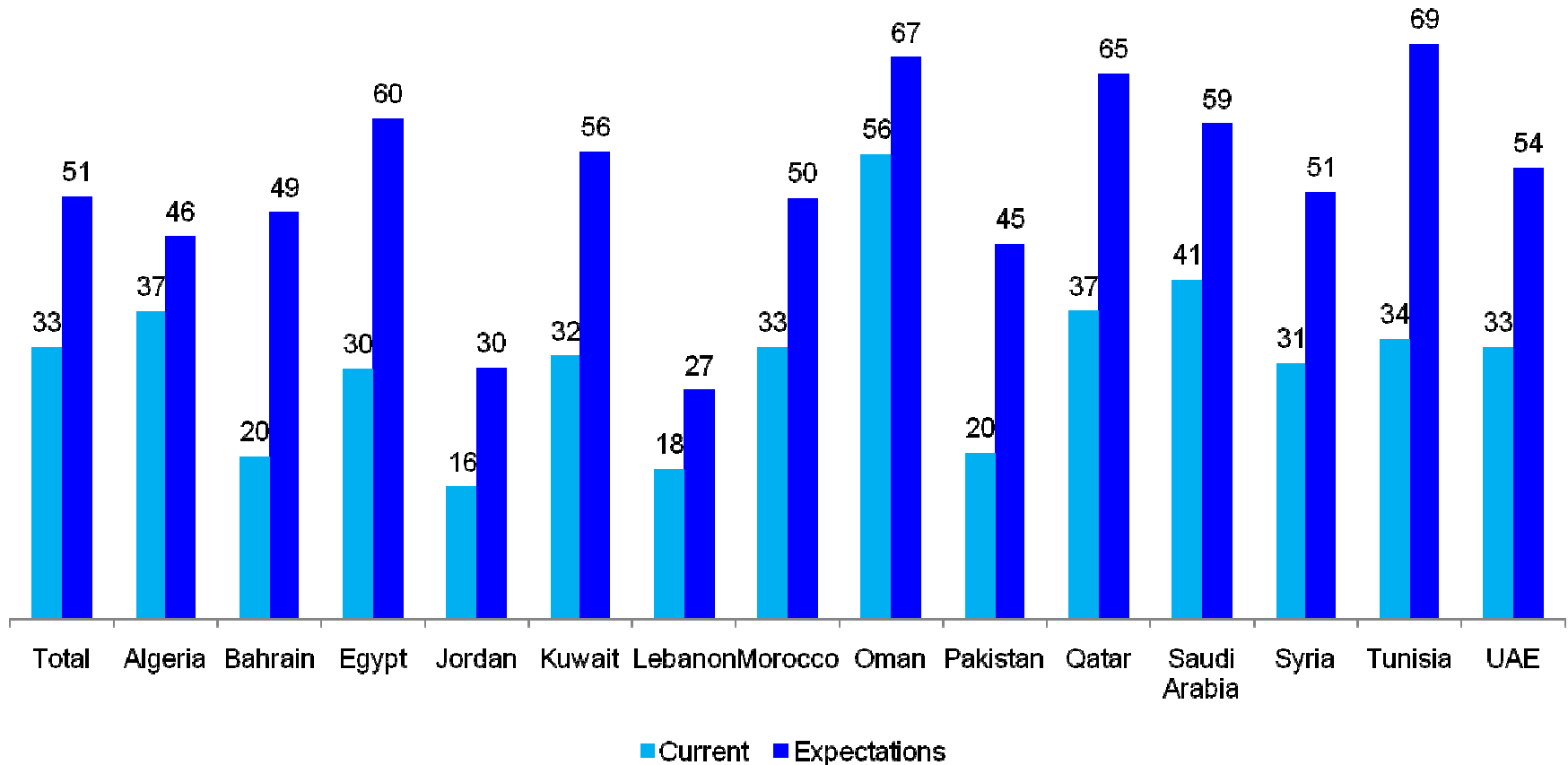


Base: Total Sample: Dec '10= 10,468 and Mar '11= 8,079



## Appraisal of Country's Economy – (Better option)

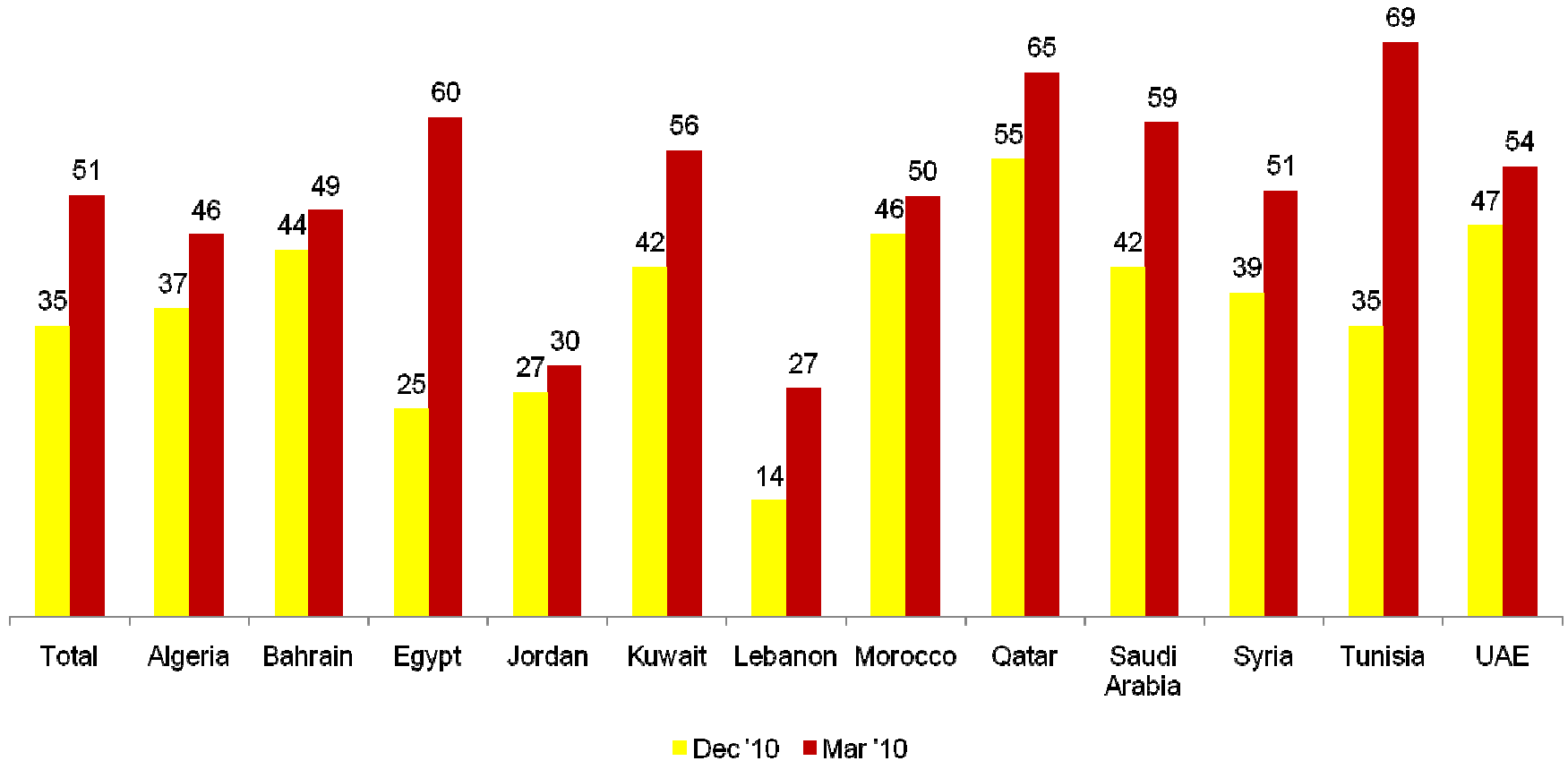
- All of the countries are optimistic about the country's economy in the future, particularly Oman and UAE.



Base: Total Sample – N= 8,079

## Appraisal of Country's Economy – (Better option)

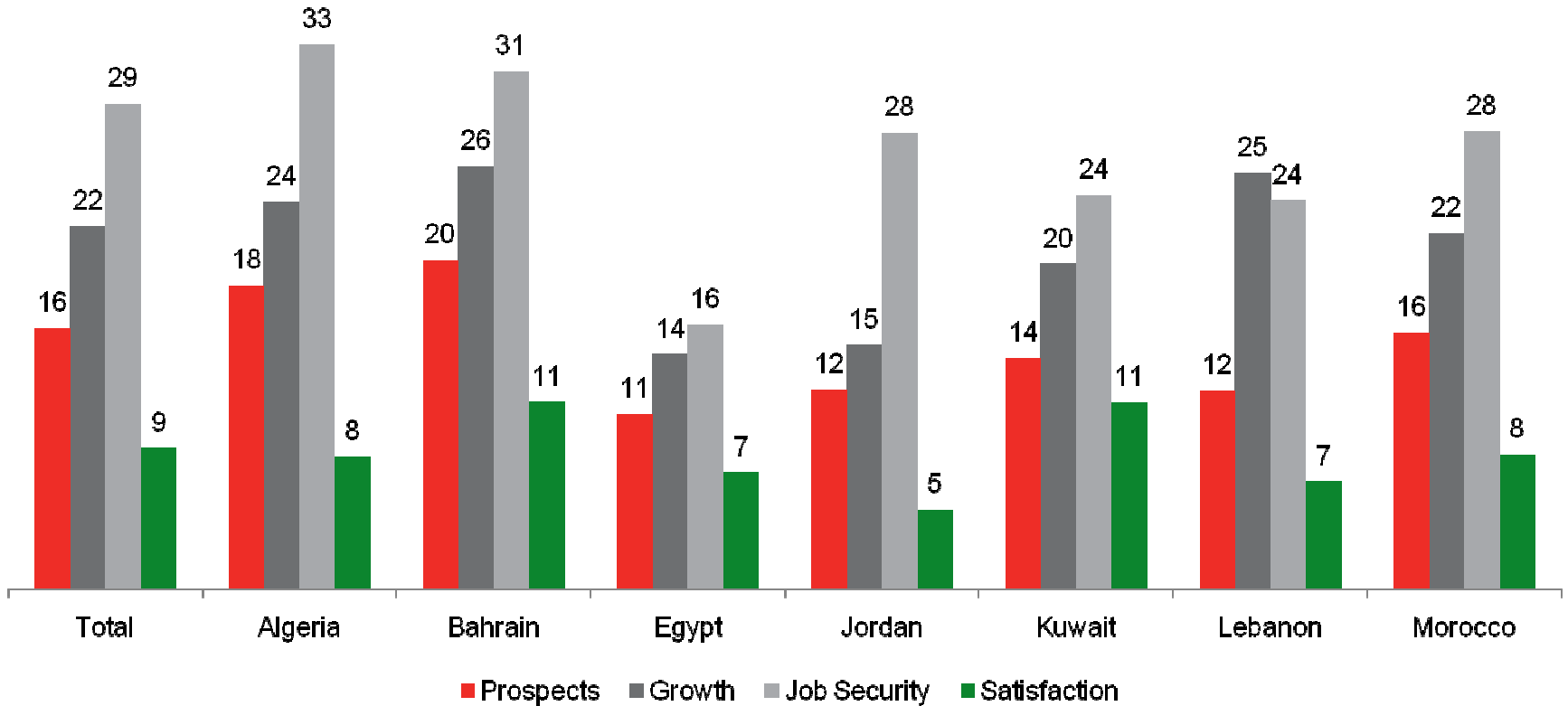
- Respondents have are optimistic about their country's future economic health.



Base: Total Sample: Dec '10= 10,468 and Mar '10=8,079

# Appraisal of Career - (High Satisfaction Option)

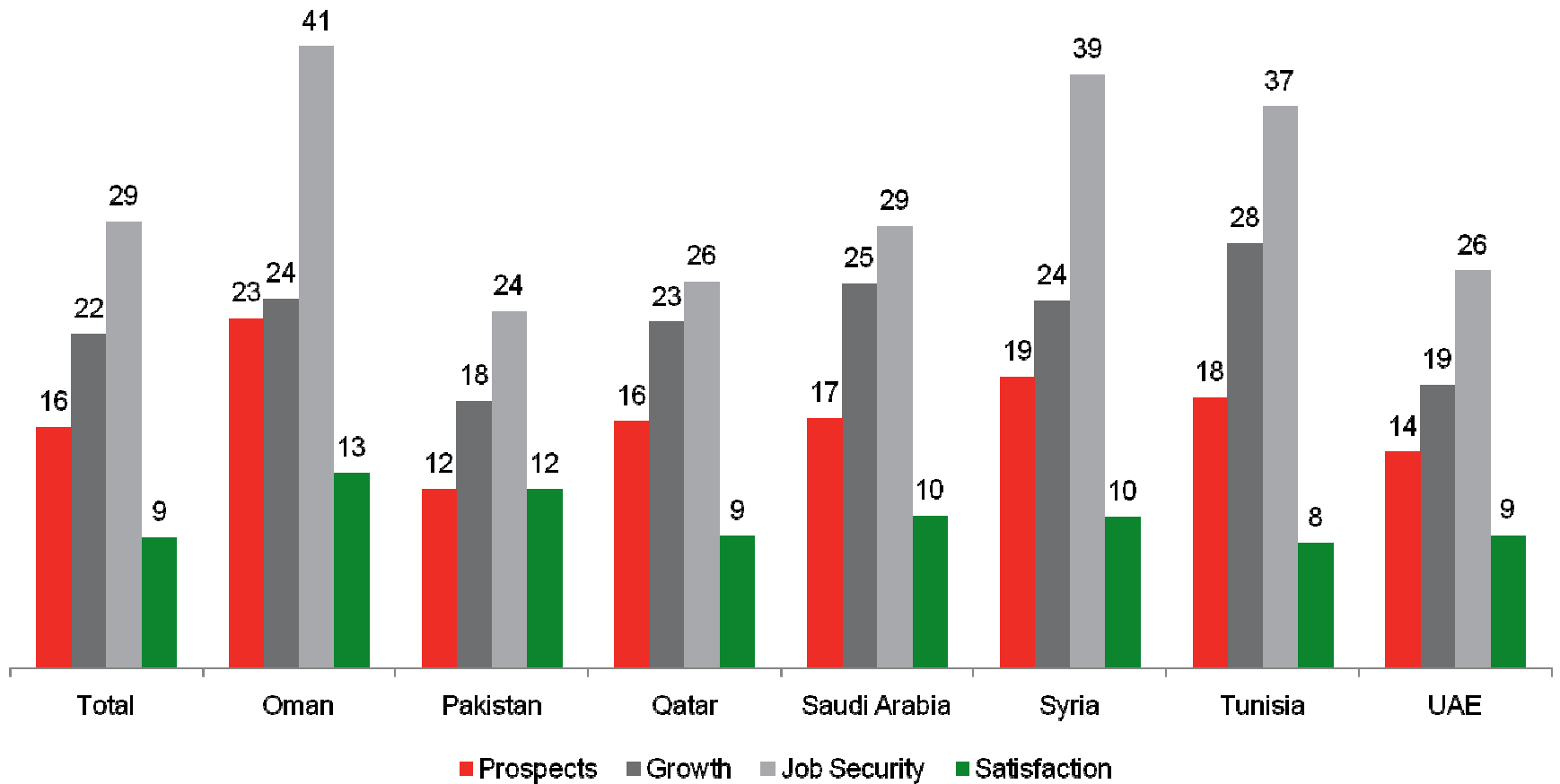
- Overall, low levels of satisfaction with current compensation.



Base: Total Working Sample – N= 6,215

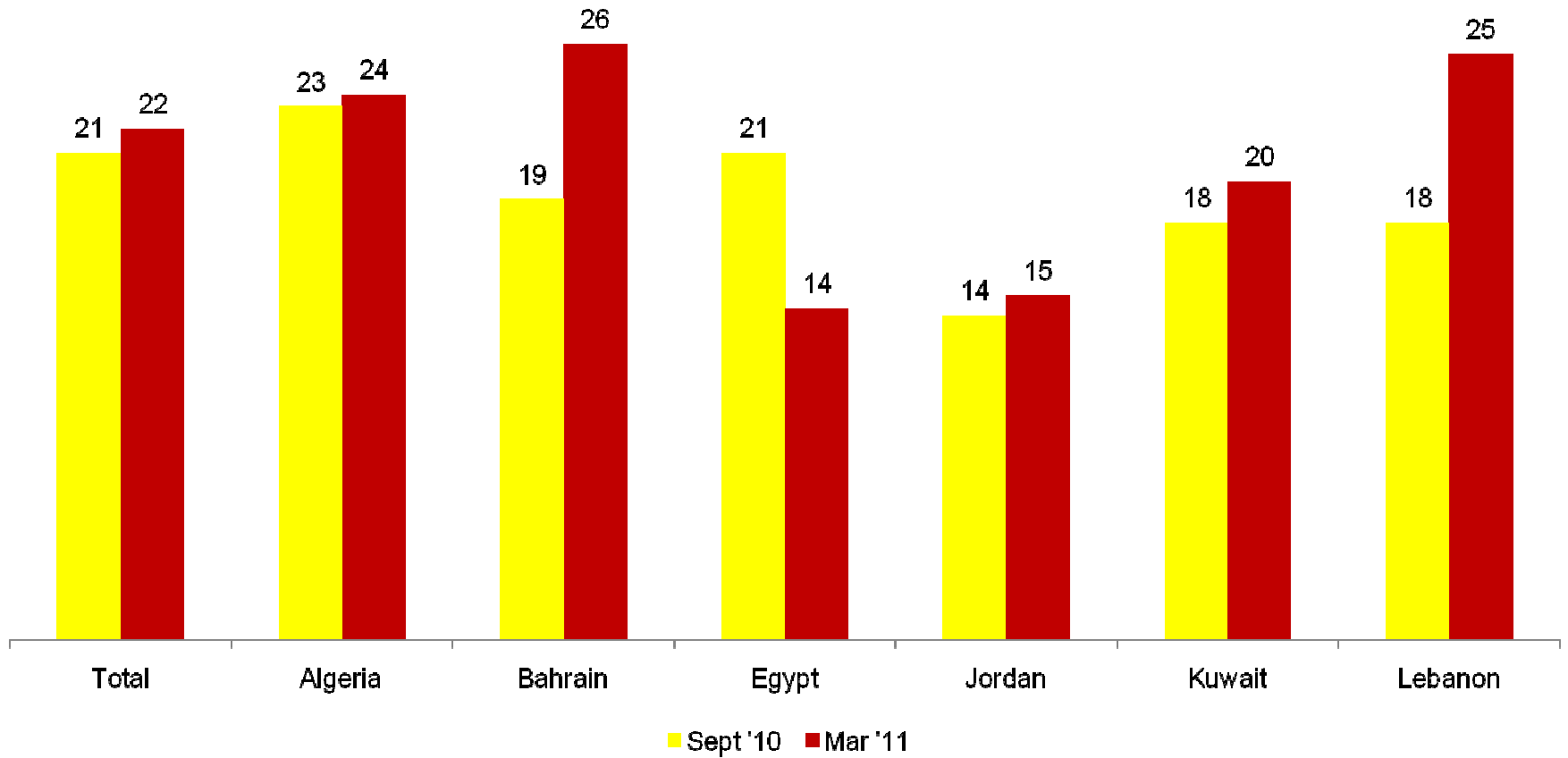
# Appraisal of Career - (High Satisfaction Option)

- Oman , Syria and Tunisia exhibit high levels of satisfaction regarding job security.



Base: Total Working Sample – N= 6,215

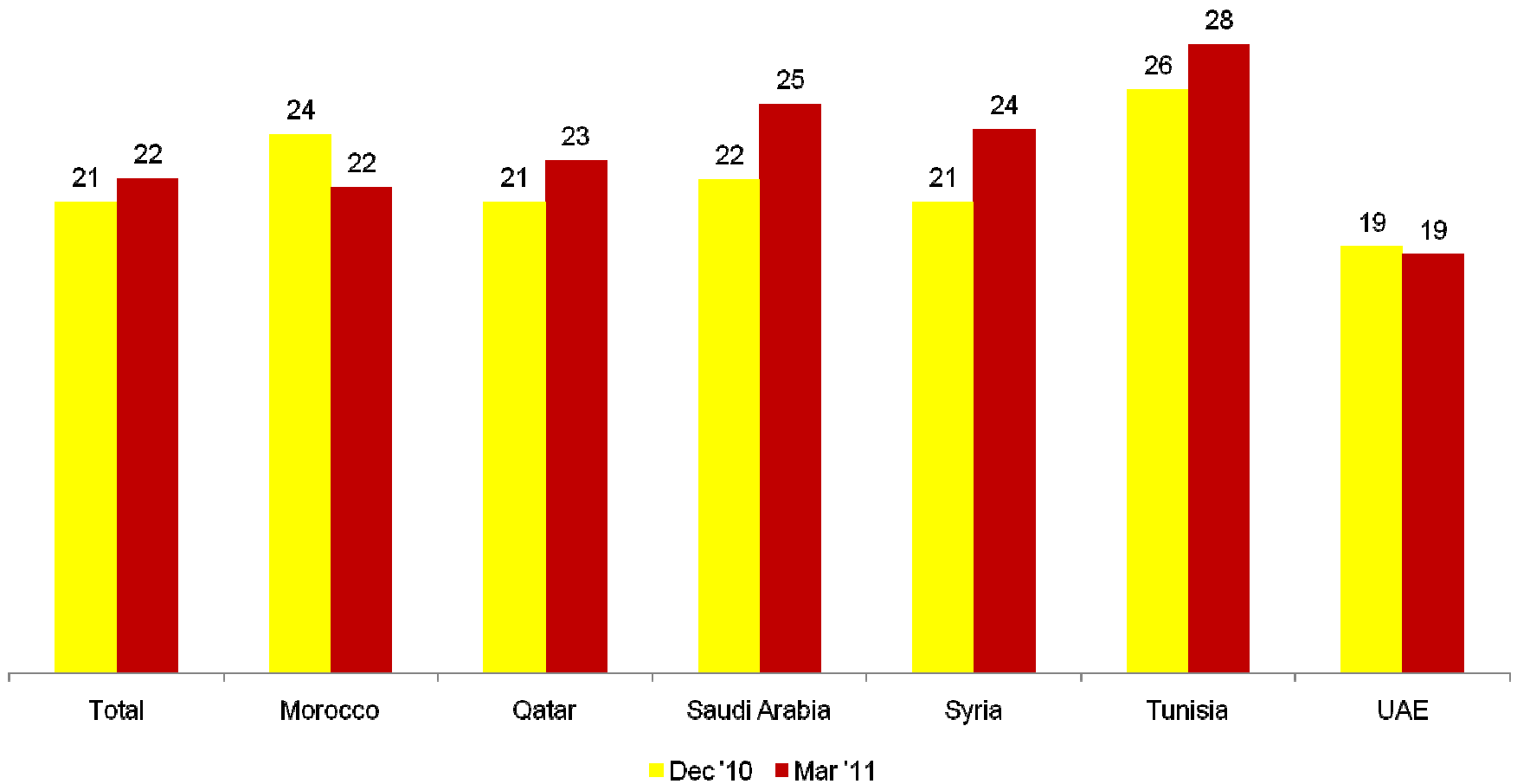
# Appraisal of Career - (High Satisfaction Option)



Base: Total Working Sample: Dec '10= 8,665 and Mar '11=6,215

## Appraisal of Career - (High Satisfaction Option)

- Optimism is on the increase across countries.

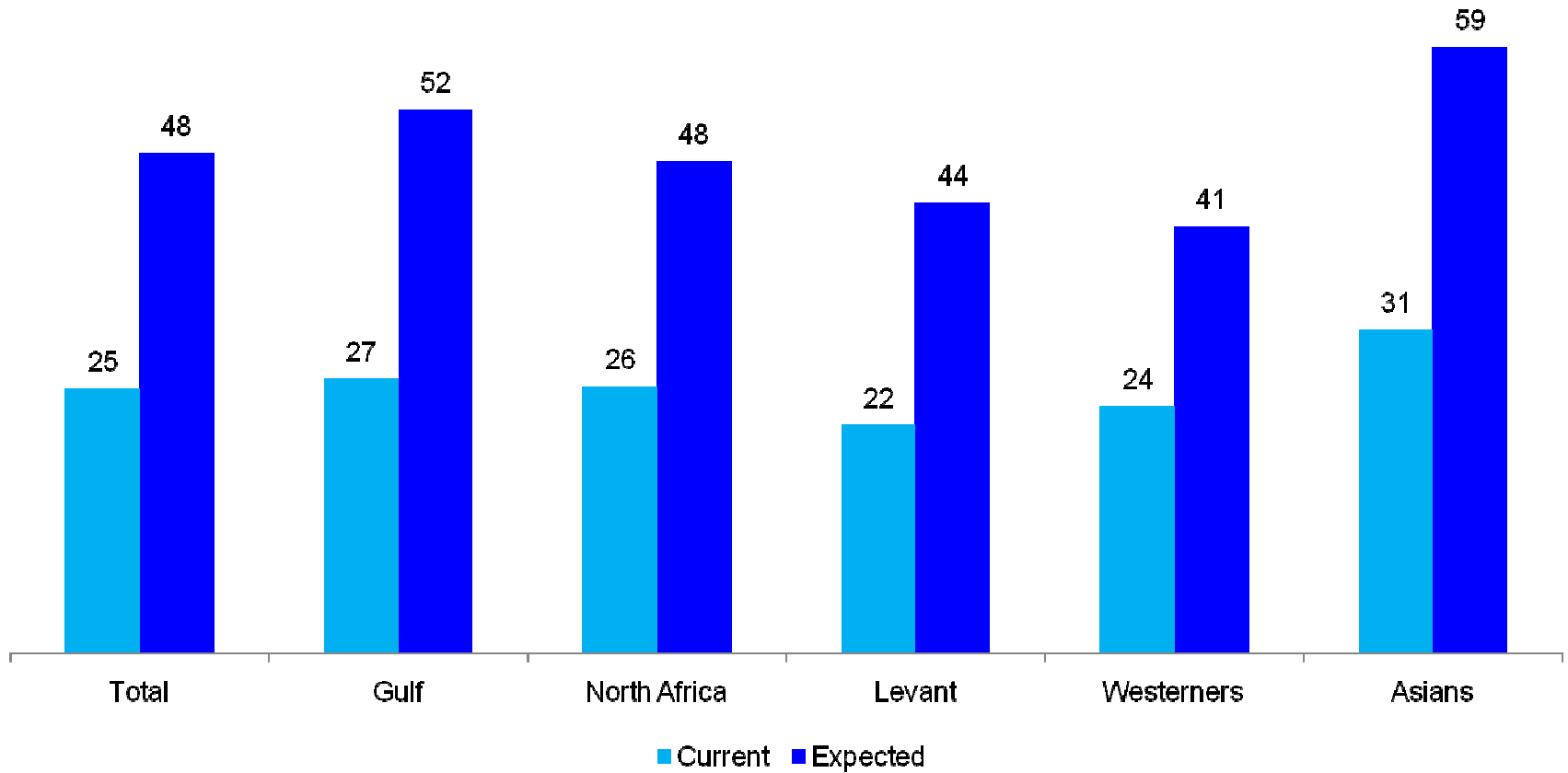


Base: Total Working Sample: Dec '10= 8,665 and Mar '11=6,215

# BY NATIONALITY

## Appraisal of Personal Financial Situation – (Better Option)

- The optimism for change in personal financial situation is positive across all nationalities, led by Asians followed by Gulf Nationals.

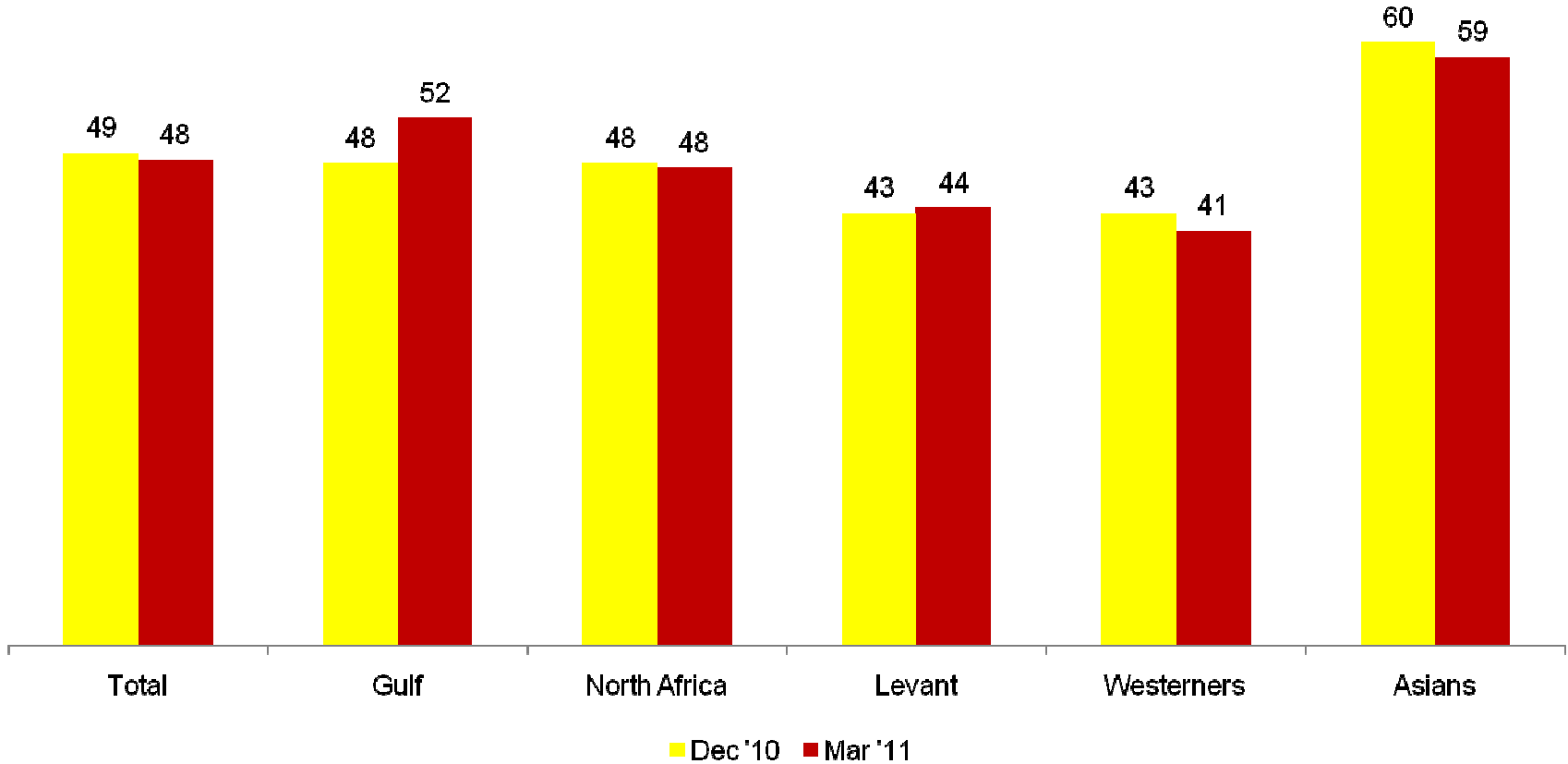


Base: Total Sample – N= 8,079



# Appraisal of Personal Financial Situation – (Better Option)

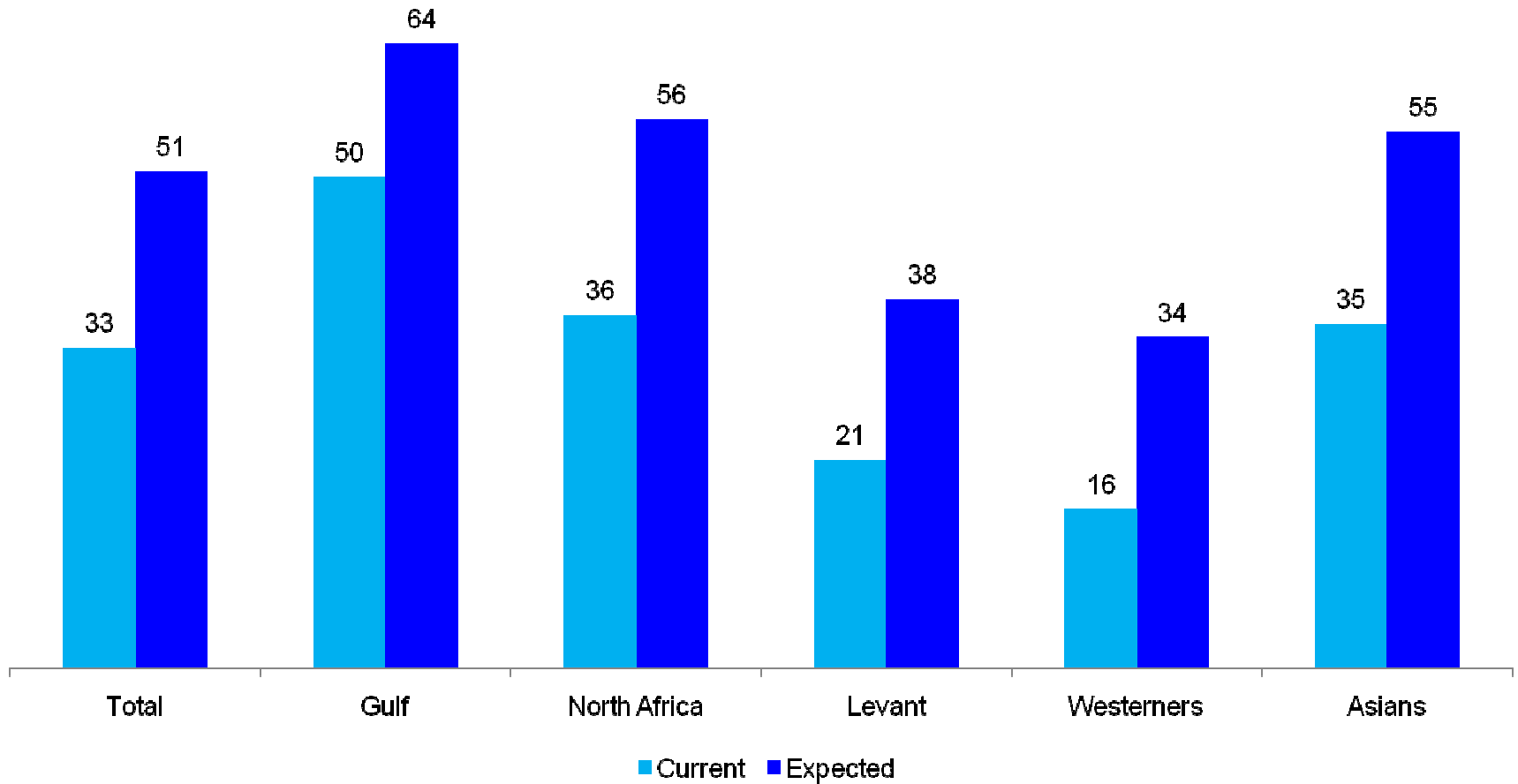
- Future expectations across nationality groups are similar to those of the previous wave.



Base: Total Sample: Dec '10= 10,468 and Mar '11=8,079

## Appraisal of Country's Economy – (Better Option)

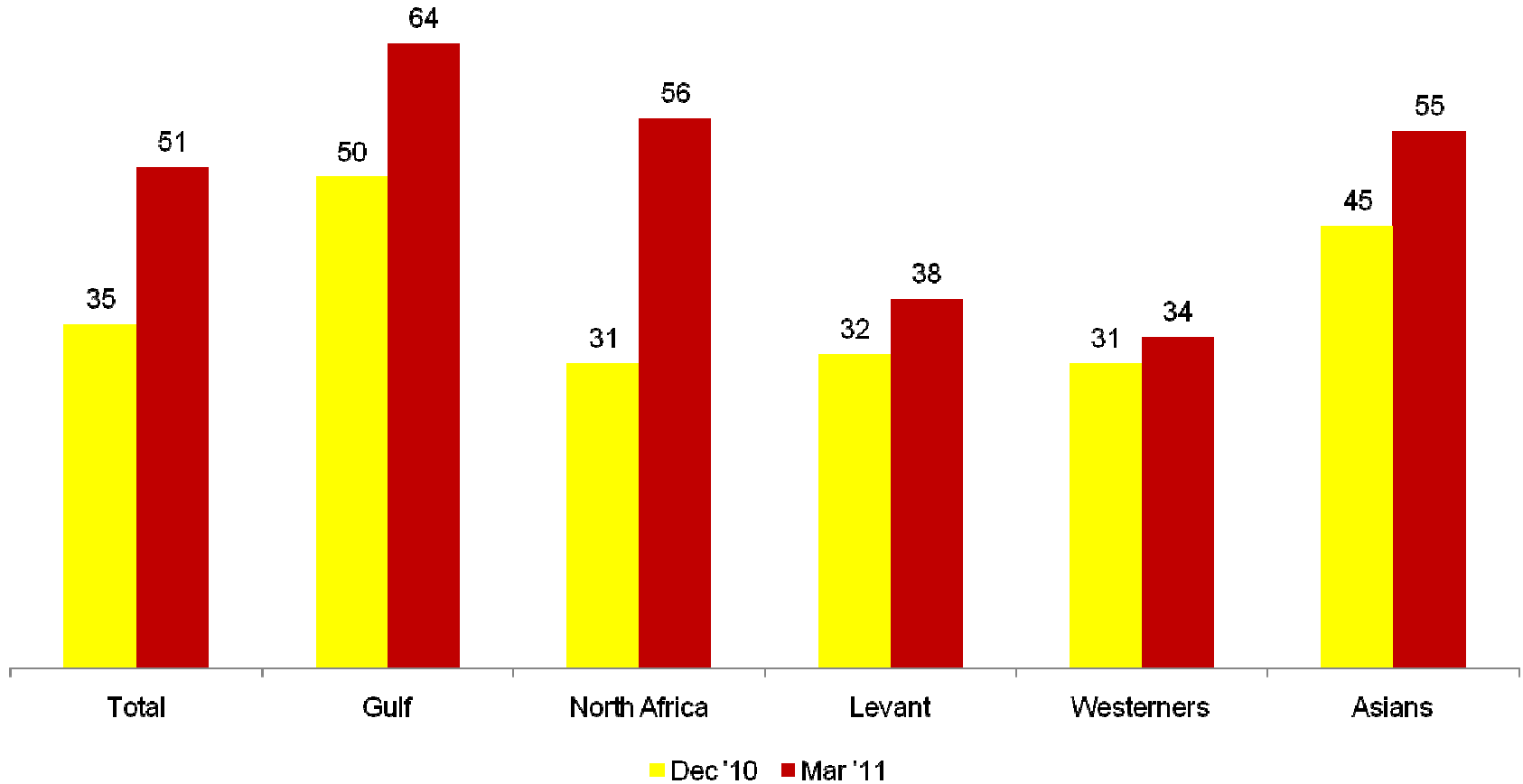
- Asians are the most optimistic about future expectations for their country's economy.



Base: Total Sample – N= 8,079

## Appraisal of Country's Economy – (Better Option)

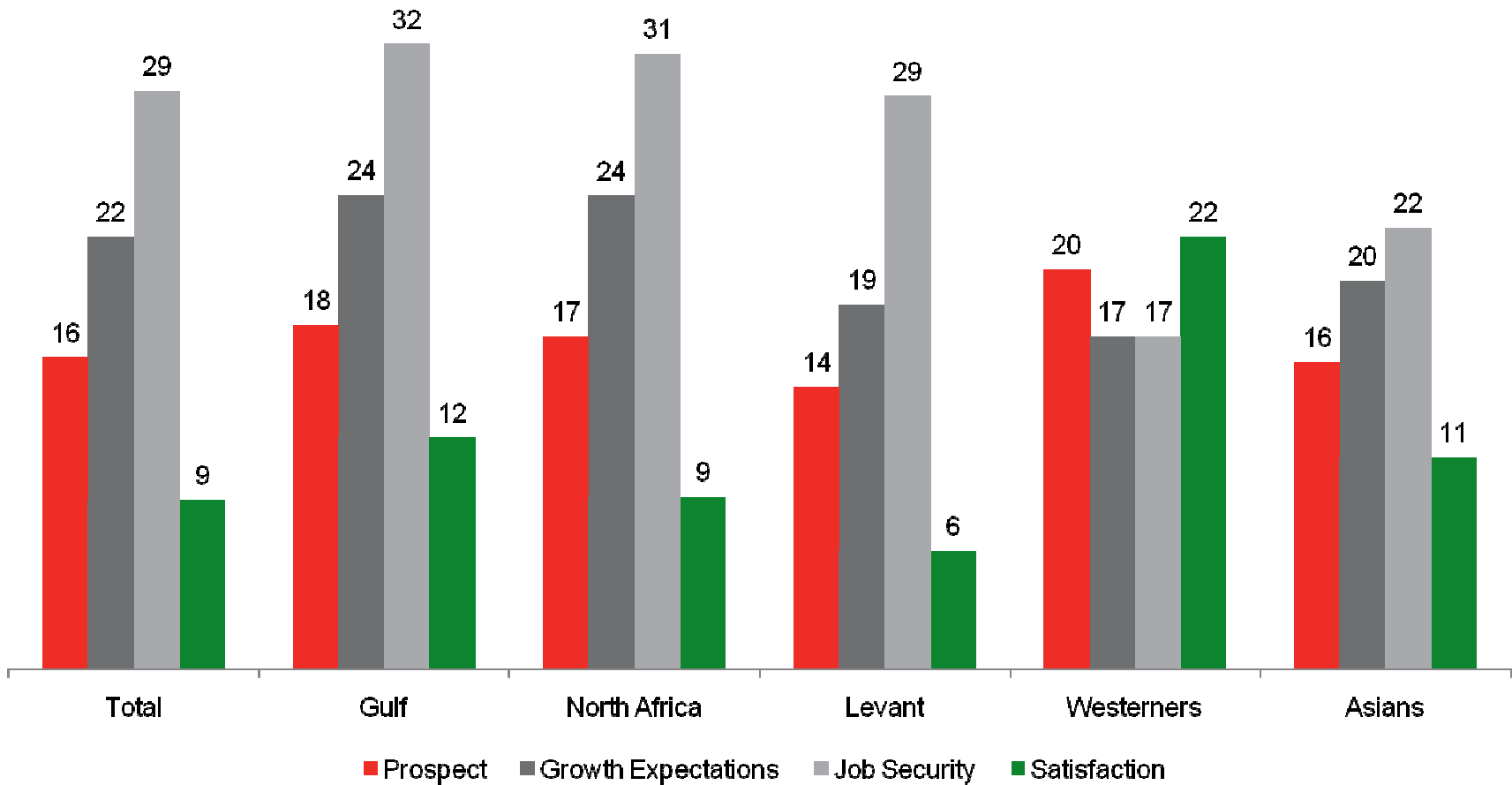
- Future expectation of improvements in country's economy are better than the previous wave.



Base: Total Sample: Dec '10= 10,468 and Mar '11=8,079

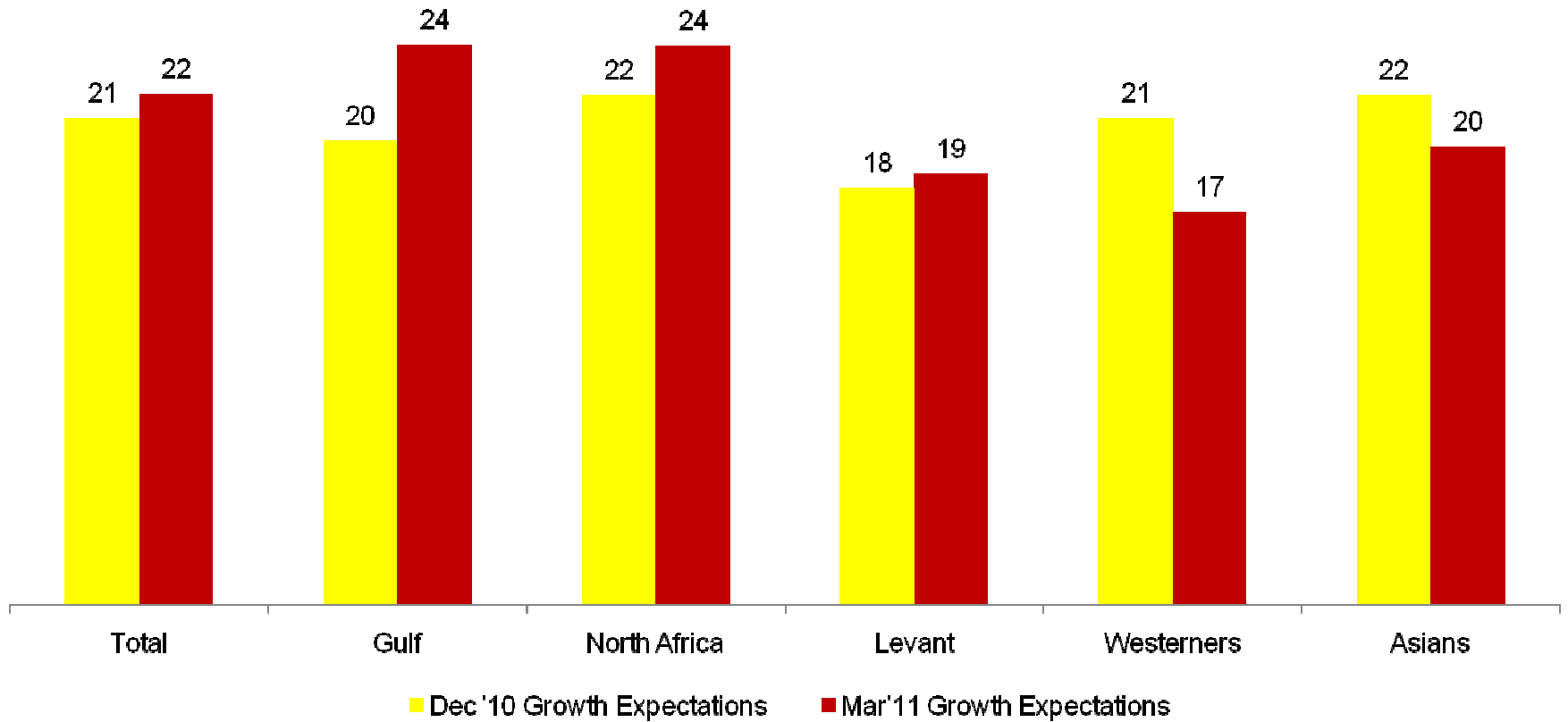
# Appraisal of Career - (High Satisfaction Option)

- GCC nationals continue to report highest job security levels.



Base: Total Working Sample – N= 6,215

# Appraisal of Career - (High Satisfaction Option)

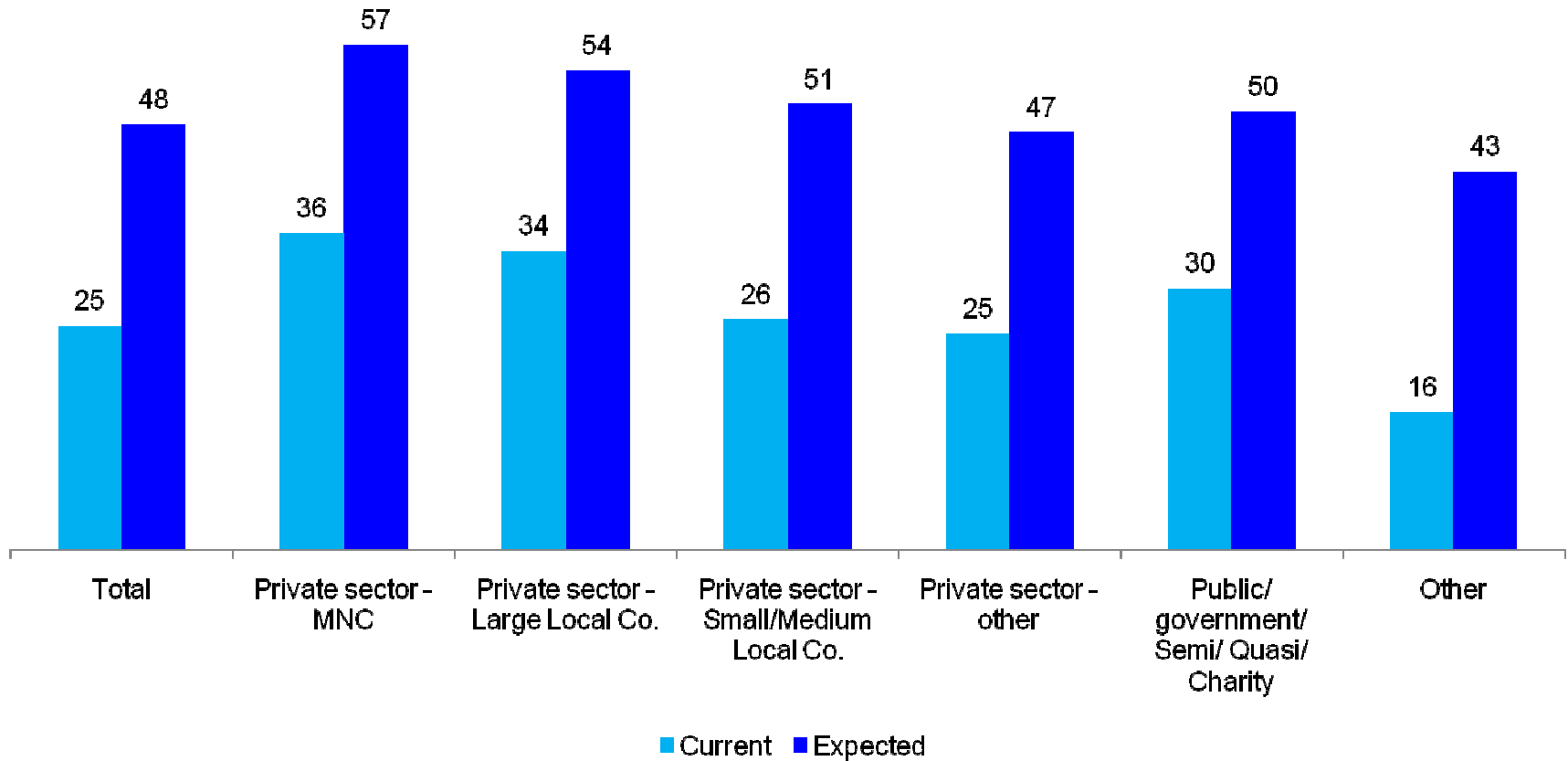


Base: Total Working Sample: Dec 10= 8,665 and Mar'11=6,215

# BY ORGANISATIONAL SECTOR

## Appraisal of Personal Financial Situation - (Better Option)

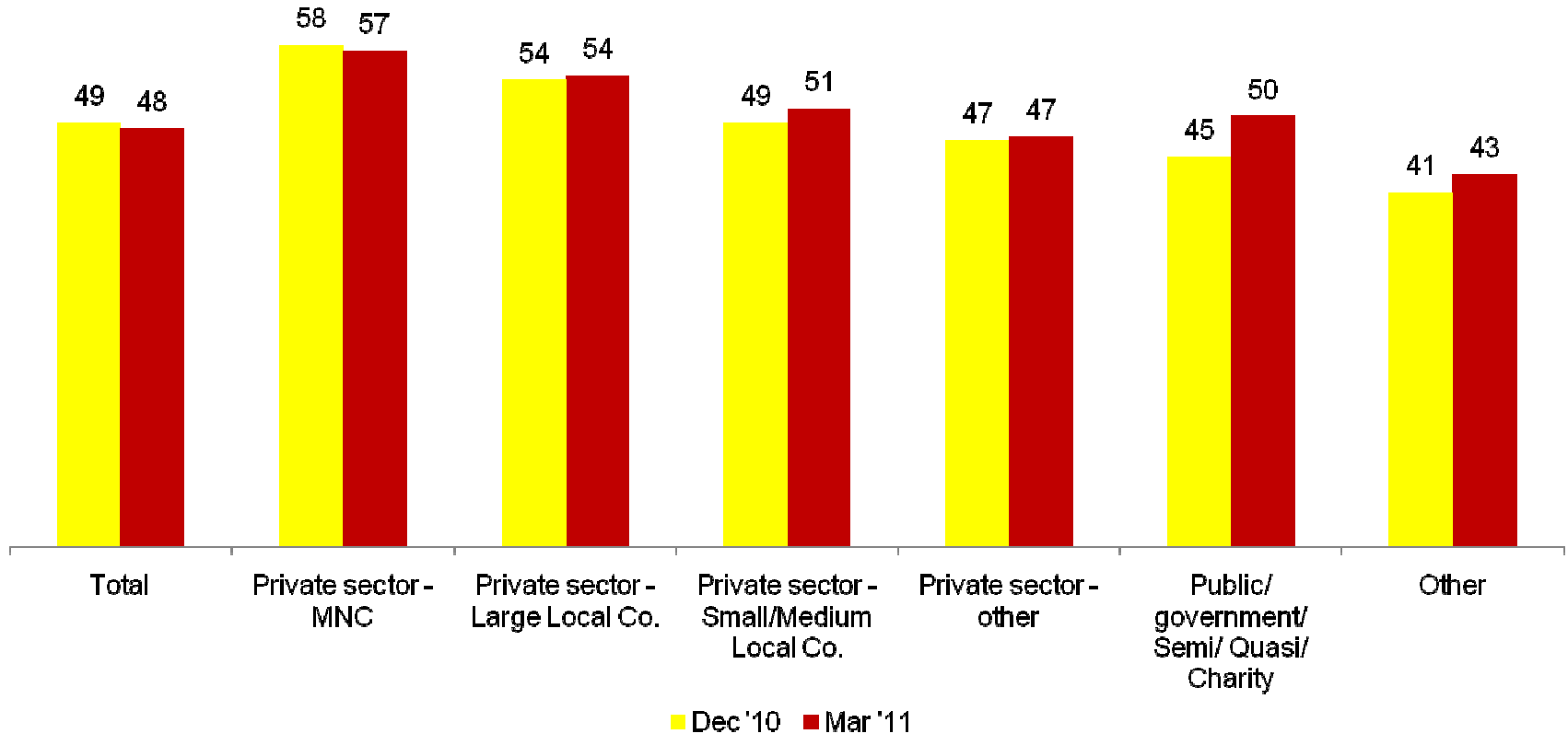
- Regardless of the work sector, respondents expect their financial situation to improve in the near future.



Base: Total Sample – N= 8,079

# Appraisal of Personal Financial Situation - (Better Option)

- Similar patterns to last wave.

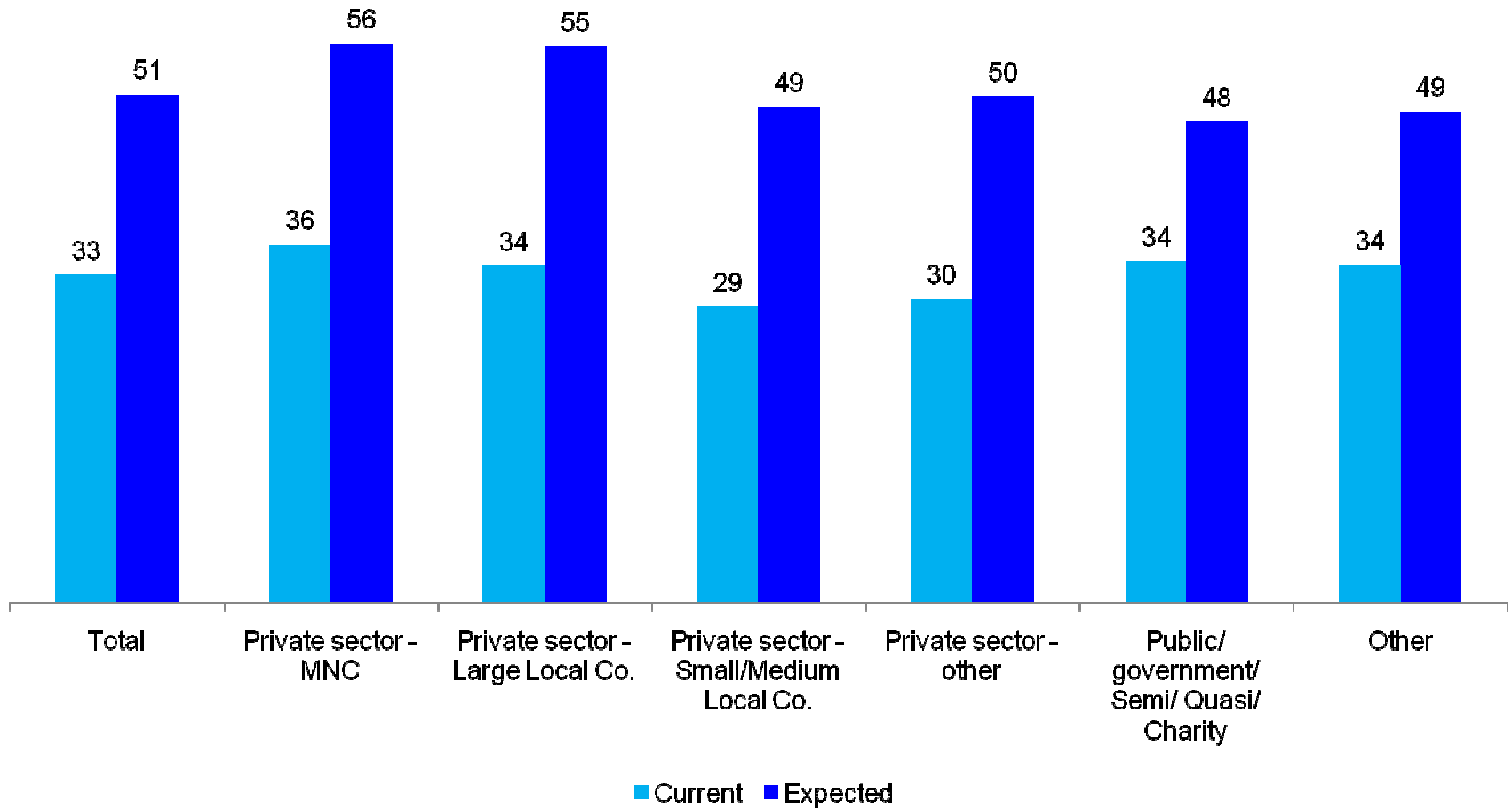


Base: Total Sample: Dec '10= 10,468 and Mar '11=8,079



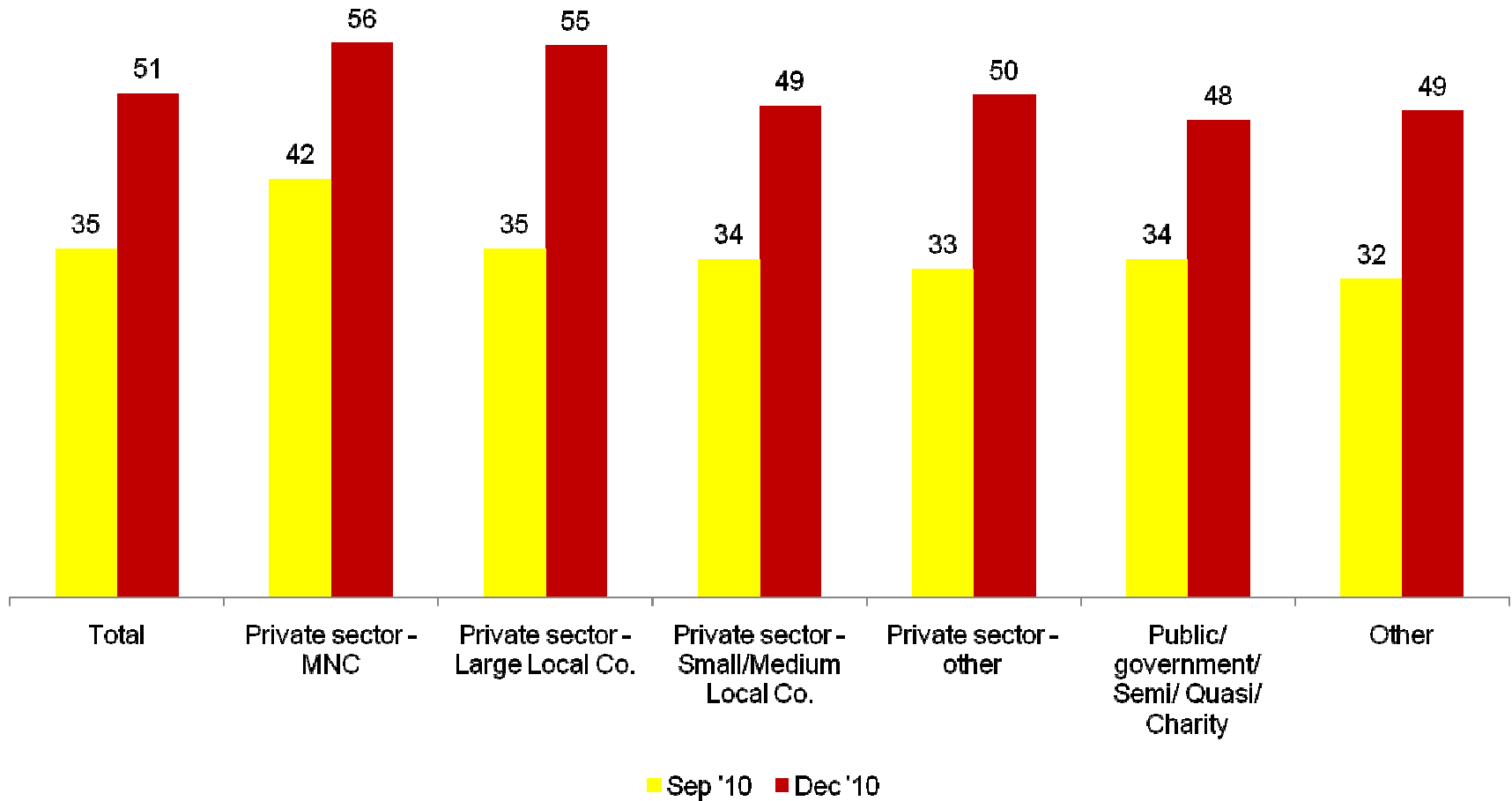
# Appraisal of Country's Economy – (Better Option)

- People across all sectors feel that there will be a positive change in the country's economy in the future.



Base: Total Sample – N= 10,468

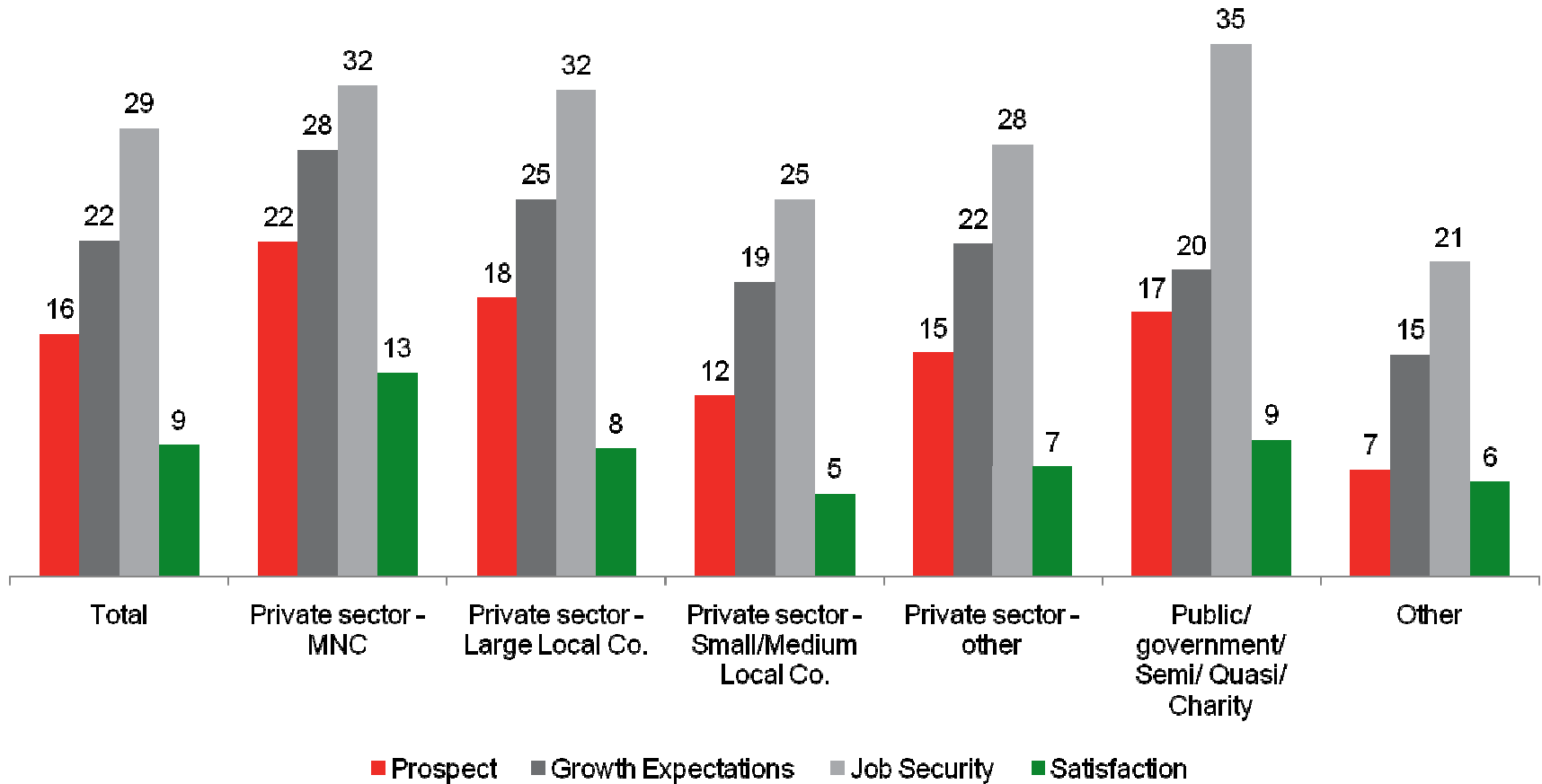
# Appraisal of Country's Economy – (Better Option)



Base: Total Sample: Dec '10= 10,468 and Mar '11= 8,079

# Appraisal of Career - (High Satisfaction Option)

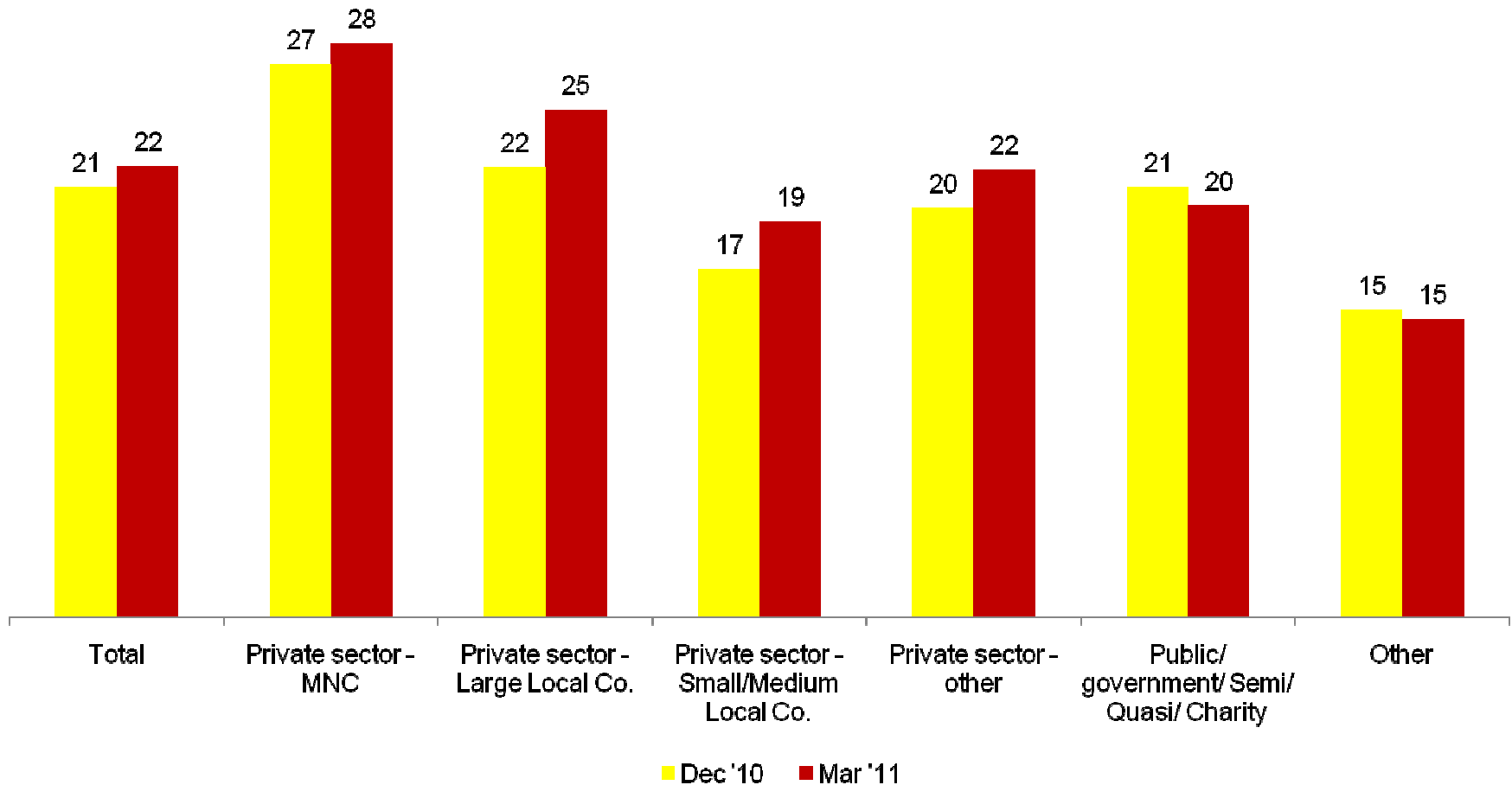
- Job security is highest in the public / semi govt / charity sectors.



Base: Total Working Sample – N= 6,215

## Appraisal of Career - (High Satisfaction Option)

- Positive expectations for career growth across all sectors.

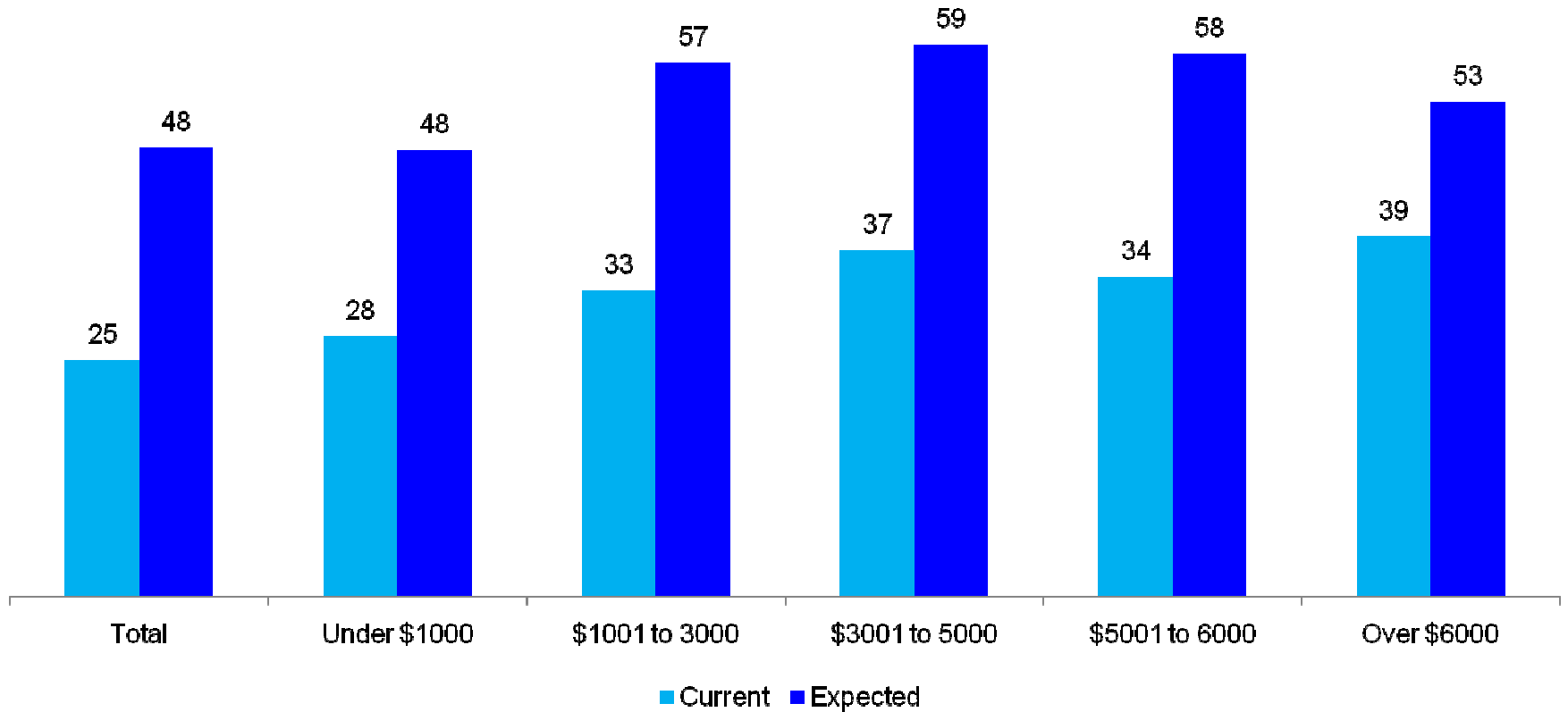


Base: Total Working Sample : Dec '10= 8,665 and Mar '11=6,215

**BY INCOME**

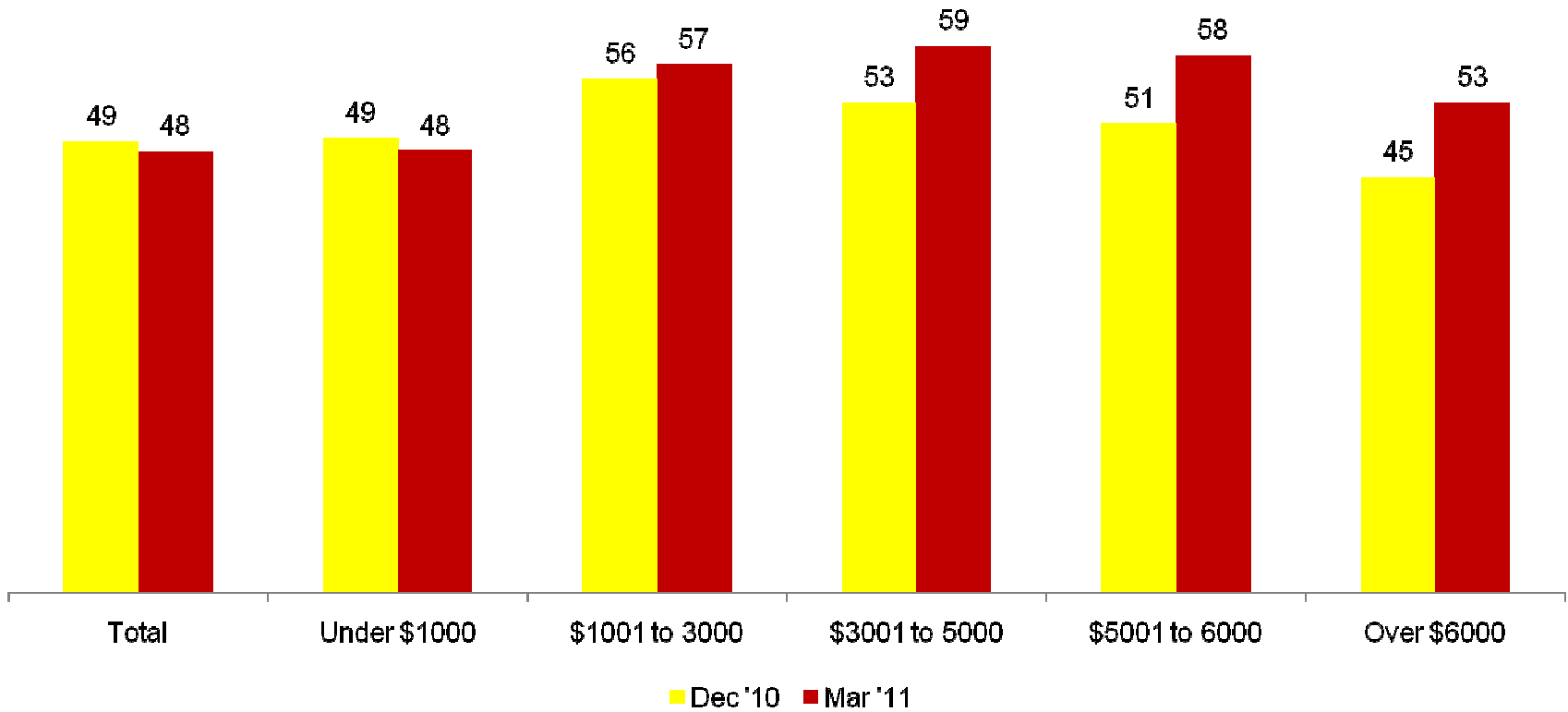
## Appraisal of Personal Financial Situation – (Better Option)

- All income groups are positive about their financial situation improving in the near future.



Base: Total Sample – N= 8,079

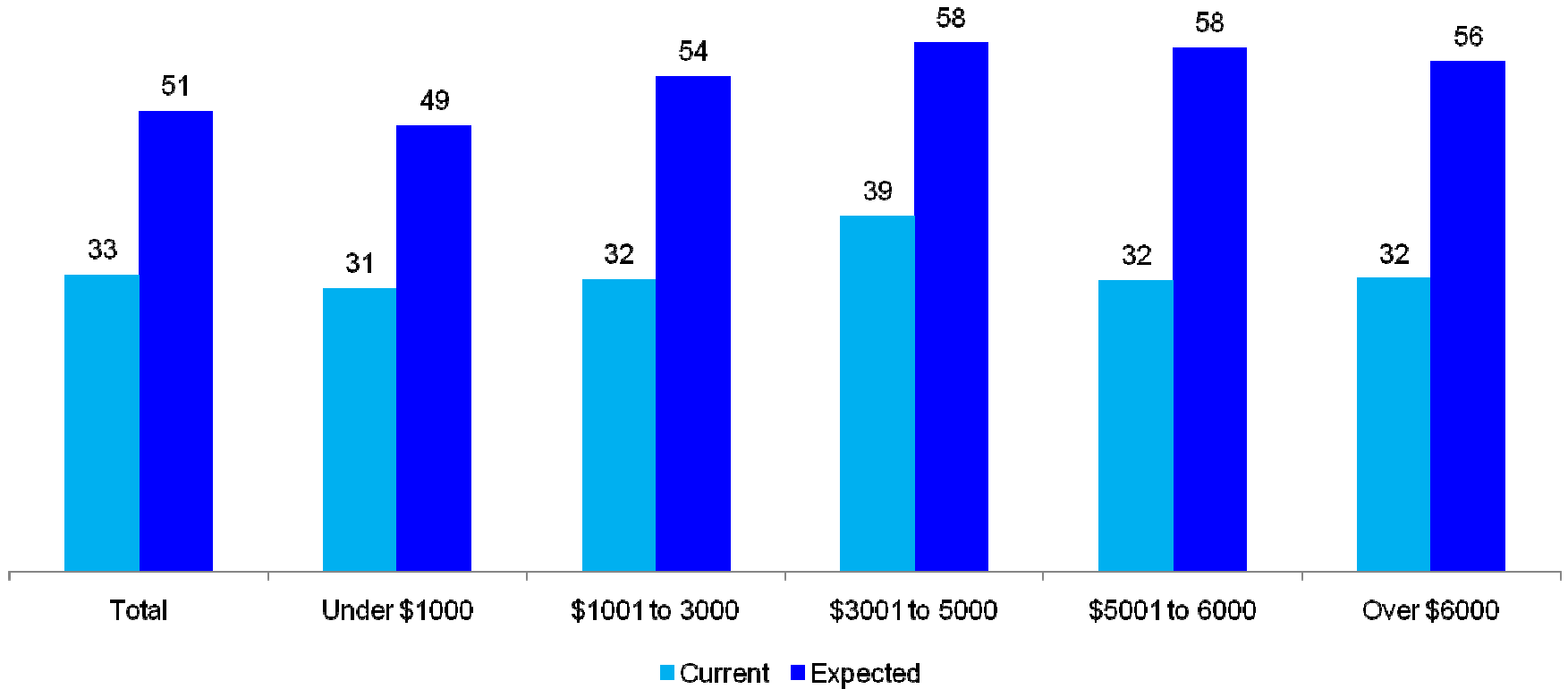
# Appraisal of Personal Financial Situation – (Better Option)



Base: Total Sample: Dec '10= 10,468 and Mar '11=8,079

## Appraisal of Country's Economy – (Better Option)

- Future expectations for country's economy are optimistic across the different income groups.

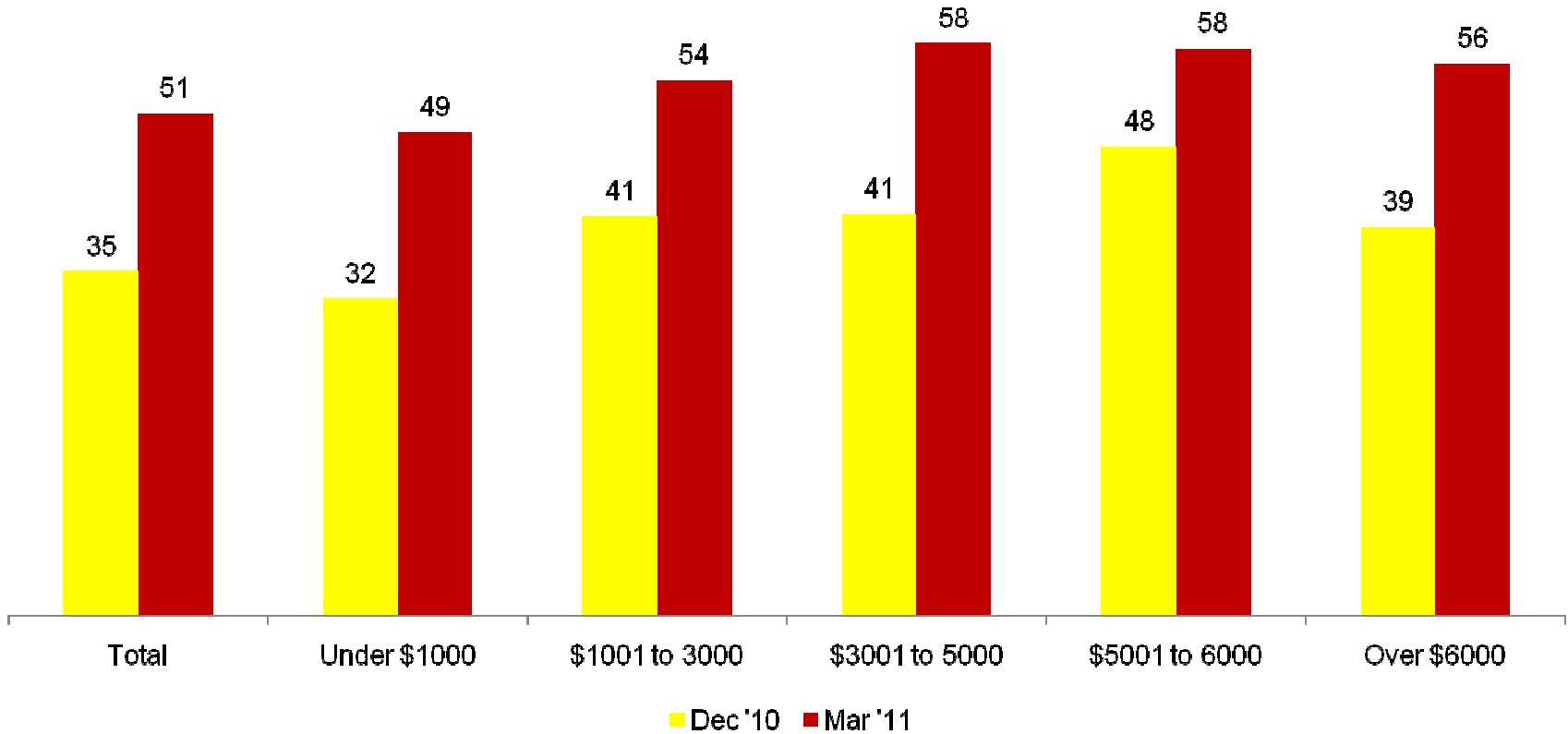


Base: Total Sample – N= 8,079



# Appraisal of Country's Economy – (Better Option)

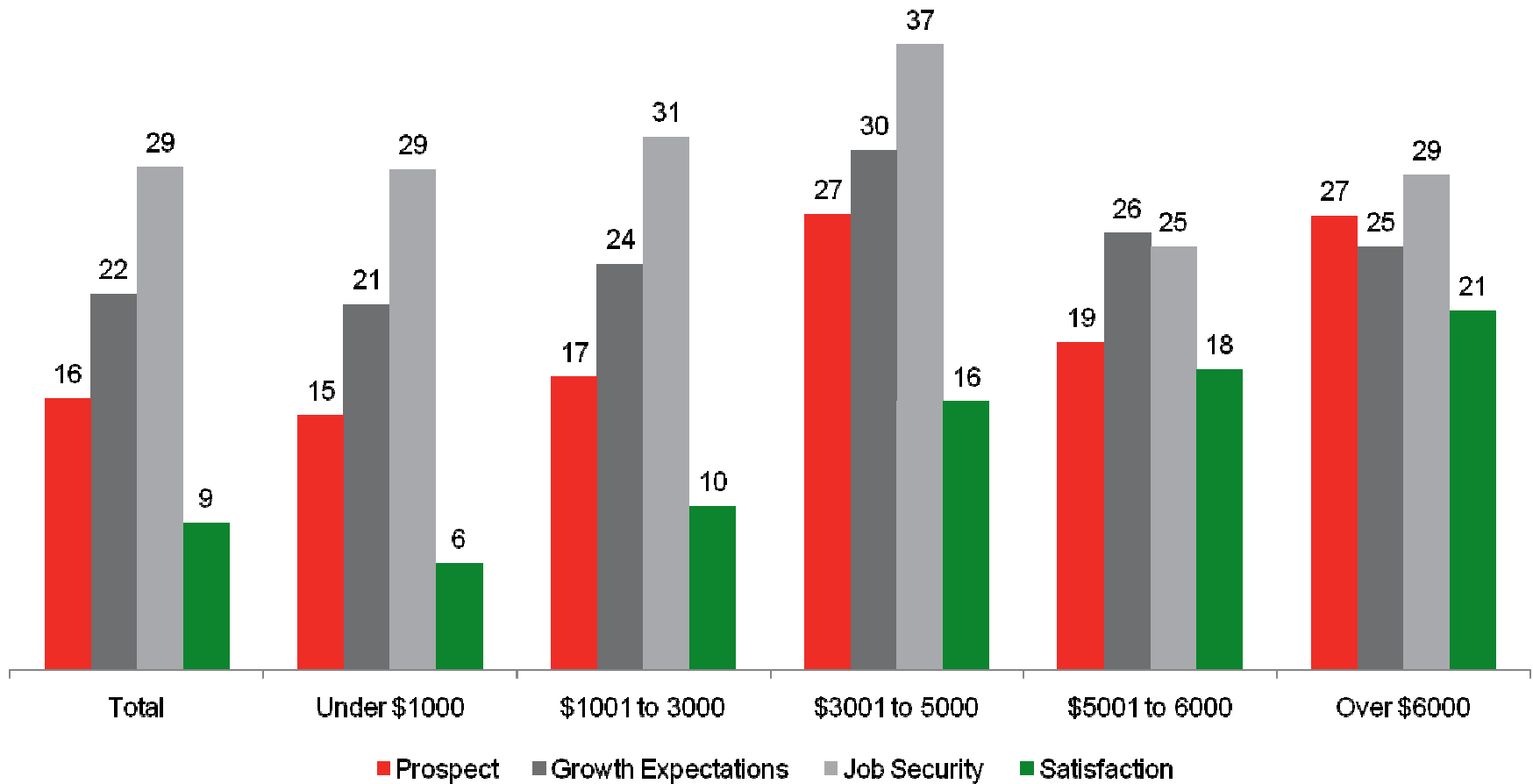
- Optimistic view across income groups can be seen.



Base: Total Sample: Dec '10= 10,468 and Mar '11=8,079

## Appraisal of Career - (High Satisfaction Option)

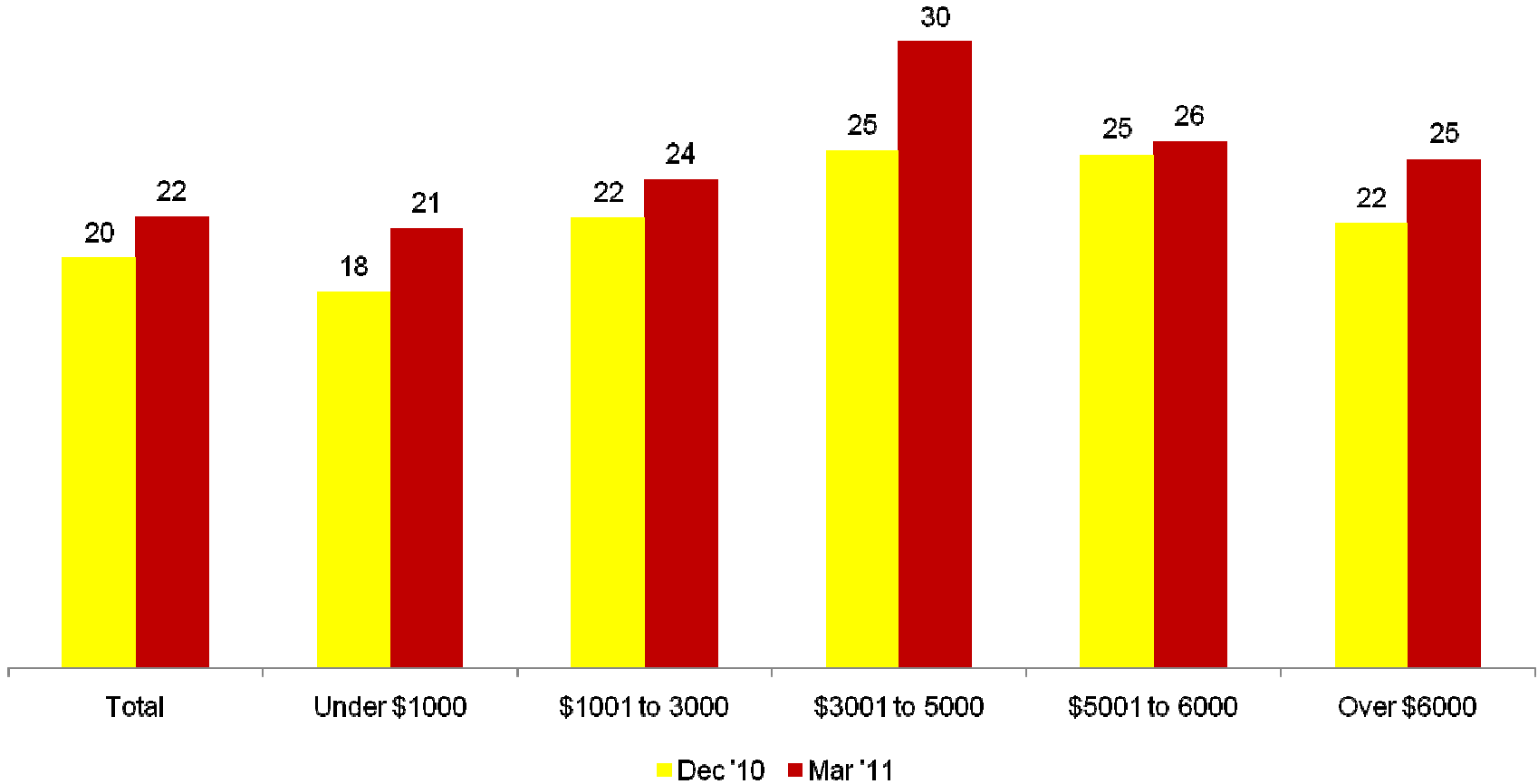
- The higher the income level, the more satisfied respondents are with their current compensation package.



Base: Total Working Sample – N= 6,215

## Appraisal of Career - (High Satisfaction Option)

- Overall, respondents are more optimistic about career growth compared to the last wave.



Base: Total Working Sample= Dec '10= 8,665 and Mar '11= 6,215

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