



ASDA'A Burson-Marsteller



ARAB YOUTH SURVEY 2017

— arabyouthsurvey.com —

AYS/2017

**THE
MIDDLE EAST**

#ArabYouthSurvey

A REGION DIVIDED

ABOUT THE 2017 SURVEY

3,500 face-to-face interviews conducted by PSB

Arab youth aged 18-24 years

Nationals only

Sample split 50:50 male/female

16 countries

GCC

Bahrain
Kuwait
Oman
Qatar
Saudi Arabia
UAE

North Africa

Algeria
Egypt
Libya
Morocco
Tunisia

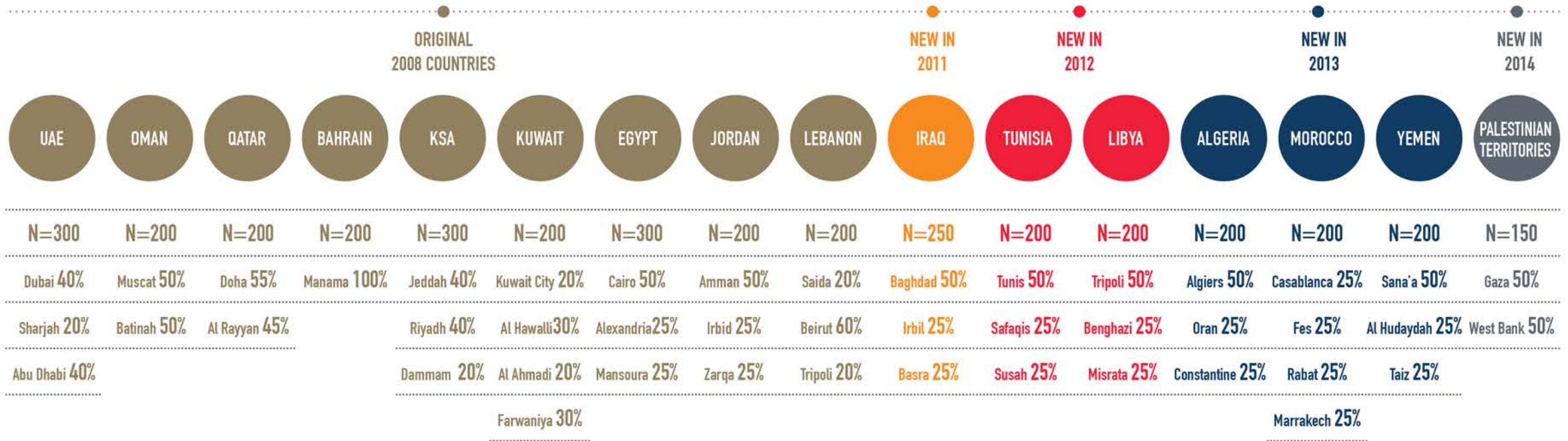
Levant + Other

Iraq
Jordan
Lebanon
Palestinian Territories
Yemen

Methodology

The study was commissioned in January 2017. The interviews were conducted from February 7 to March 7, 2017 by professional interviewers. The interviews were completed in Arabic and English. Margin of error is +/-1.65% for the total sample and larger for sub-groups.

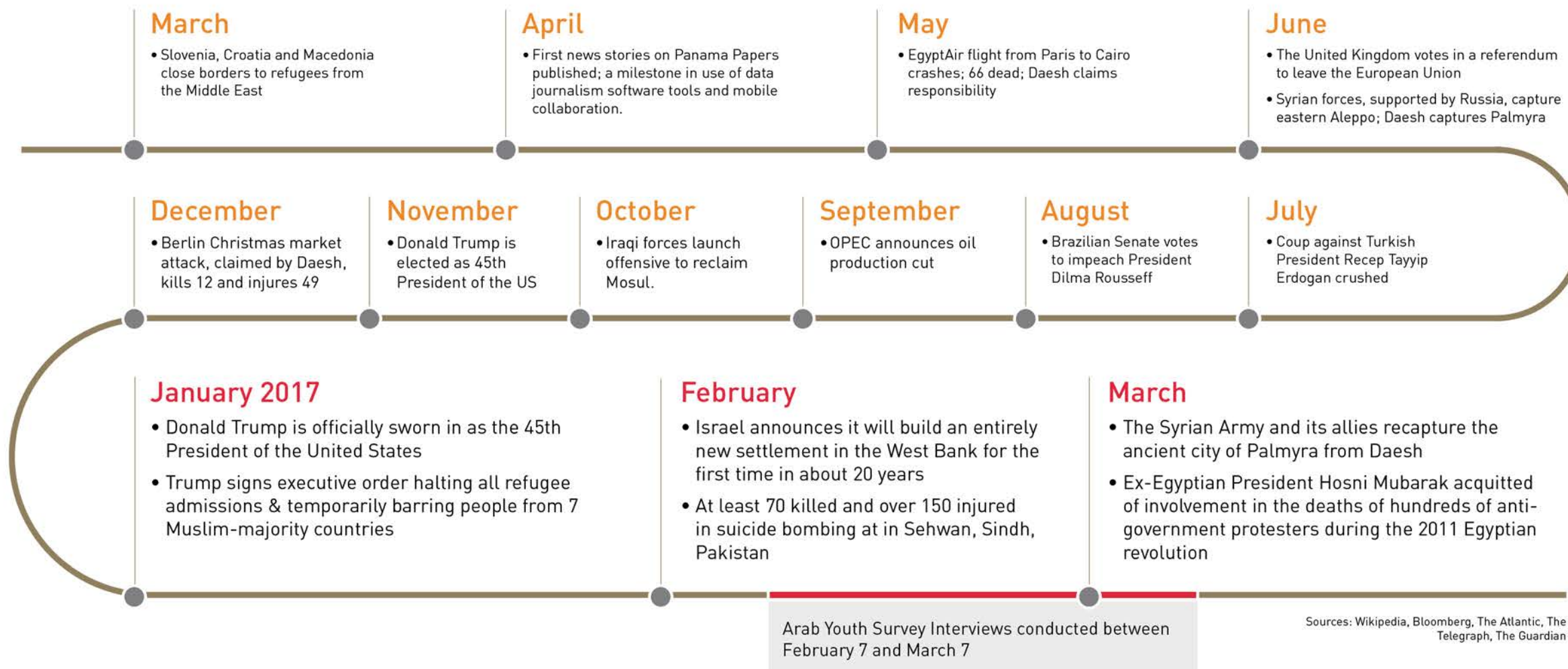
Sample details:



Note: In some data graphs in this presentation results may not total 100 per cent. This is because, in some questions, Survey participants could choose more than one answer

ORIGINAL COUNTRIES IN 2008-10

Key Events that shaped the year





TOP 10 FINDINGS

01

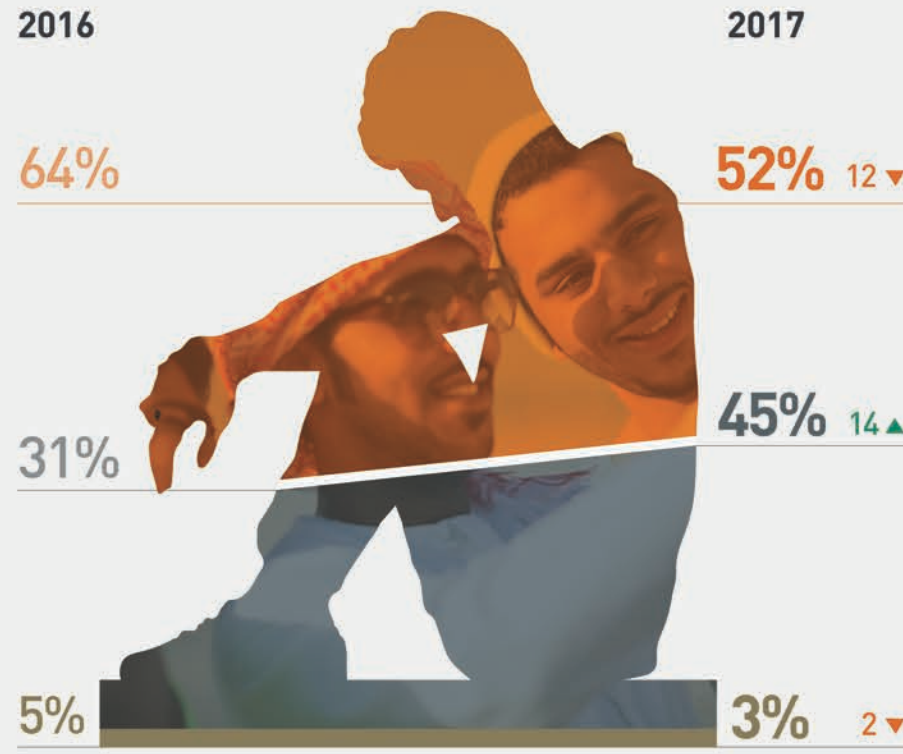
Optimism among young Arabs is waning, with a clear split by geography into 'haves' and 'have nots'

Optimism is waning among Arab youth, with young Arabs in the Gulf being the only ones overwhelmingly optimistic about the direction of their countries

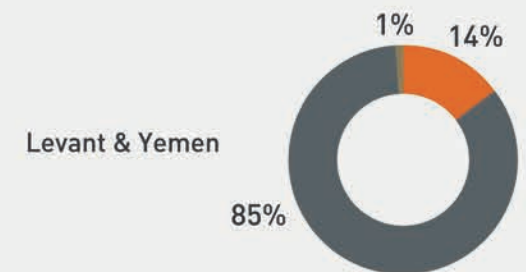
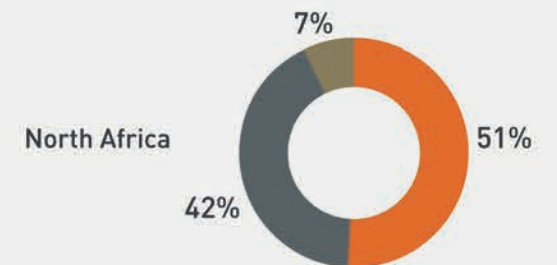
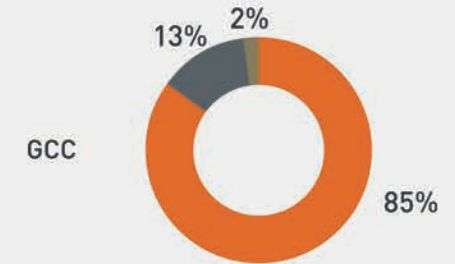
Thinking about the last five years, in general, do you think things in your country are going in the right direction or the wrong direction?

● Right direction ● Wrong direction ● Don't know

All



Regional split

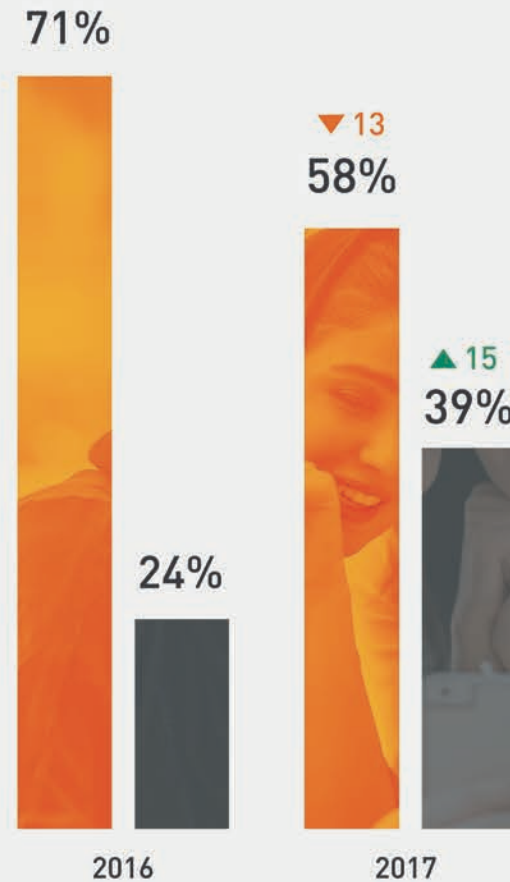


Long-term optimism is also down from a year ago, with 2 in 3 young Arabs in Levant and Yemen saying their best days are behind them

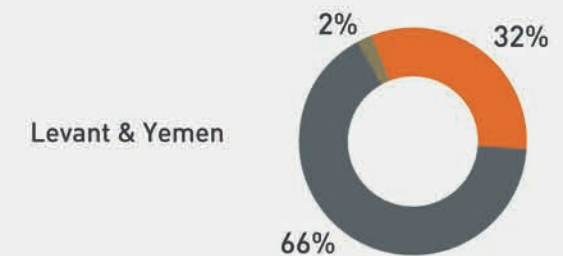
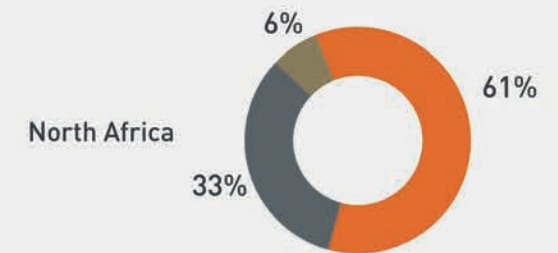
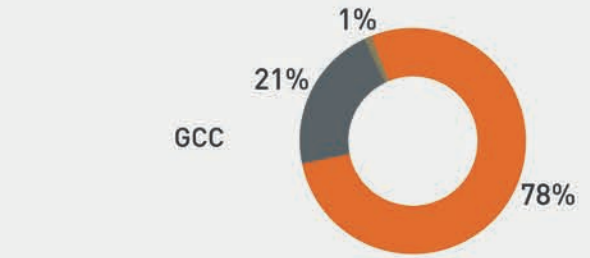
Which of the following do you agree with?

- Our best days are ahead of us
- Our best days are behind us
- Don't know

All



Regional split

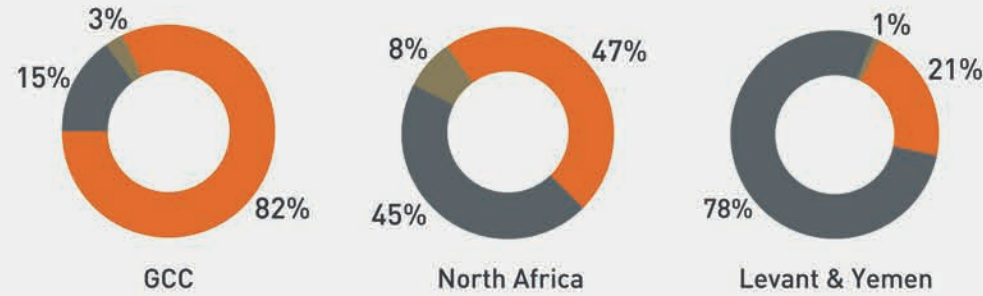


While GCC youth see a healthy economic future, only 1 in 5 young people in Levant and Yemen think their economy is going in the right direction

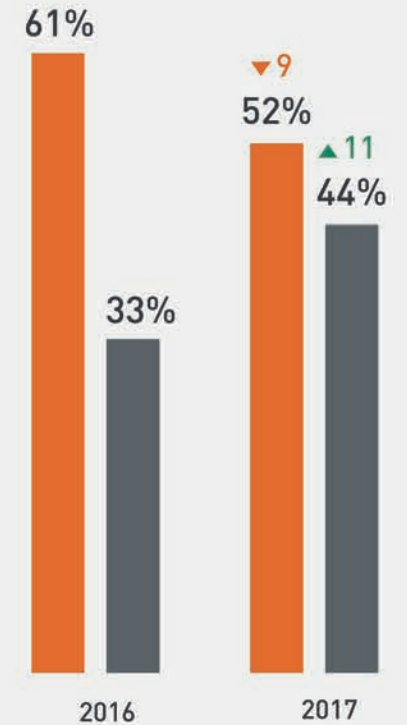
In general, do you think the economy in your country is going in the right direction or in the wrong direction?

● Right direction ● Wrong direction ● Don't know

Regional split



All



02

Young Arabs want their countries to do more for them and many feel overlooked by policymakers

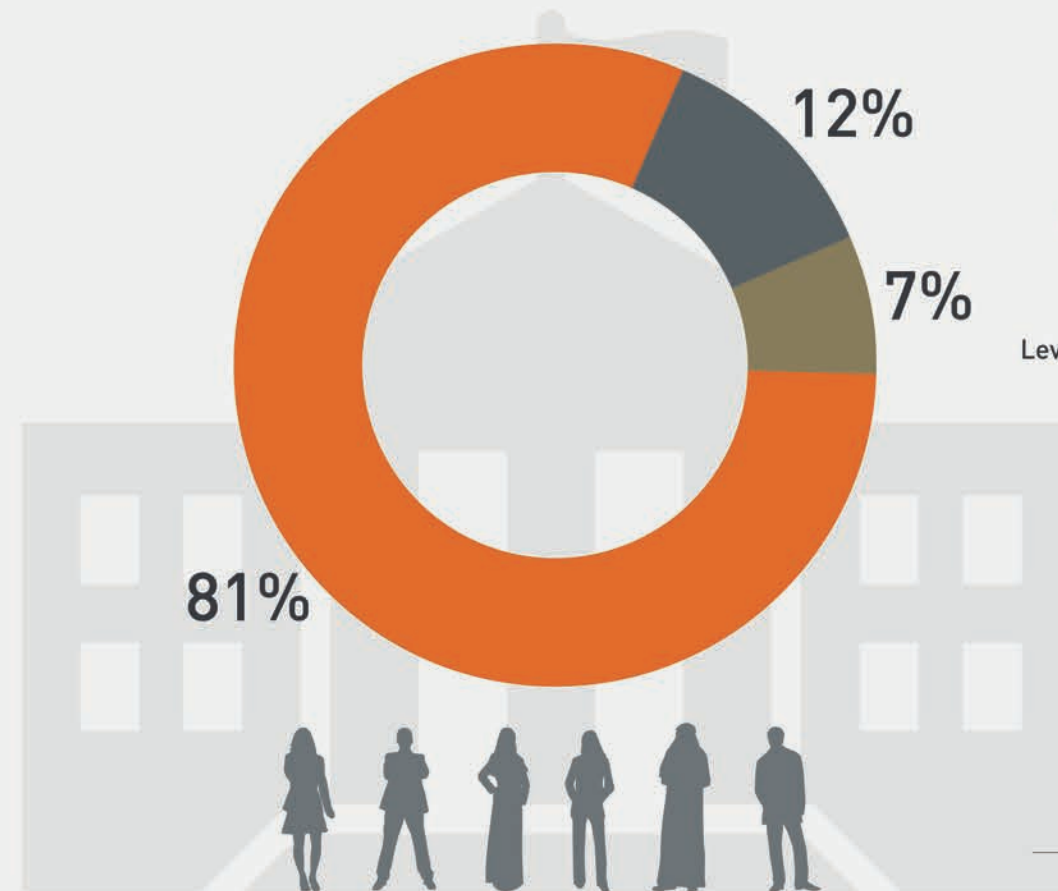
Young Arabs across the region overwhelmingly feel their governments should do more to address their needs

How strongly do you agree or disagree with the statement?

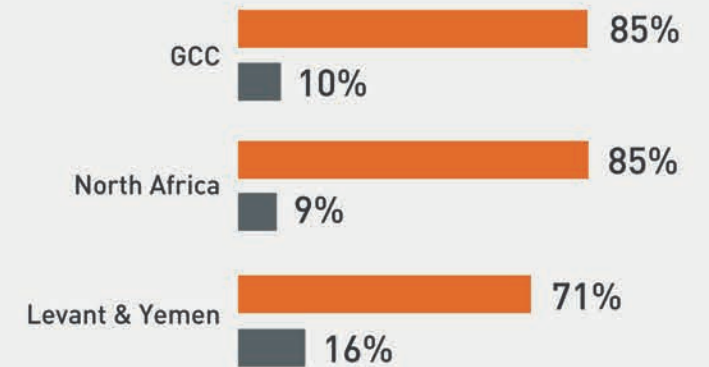
My country should better address the needs of the youth.

● Agree ● Disagree ● Don't know

All



Regional split

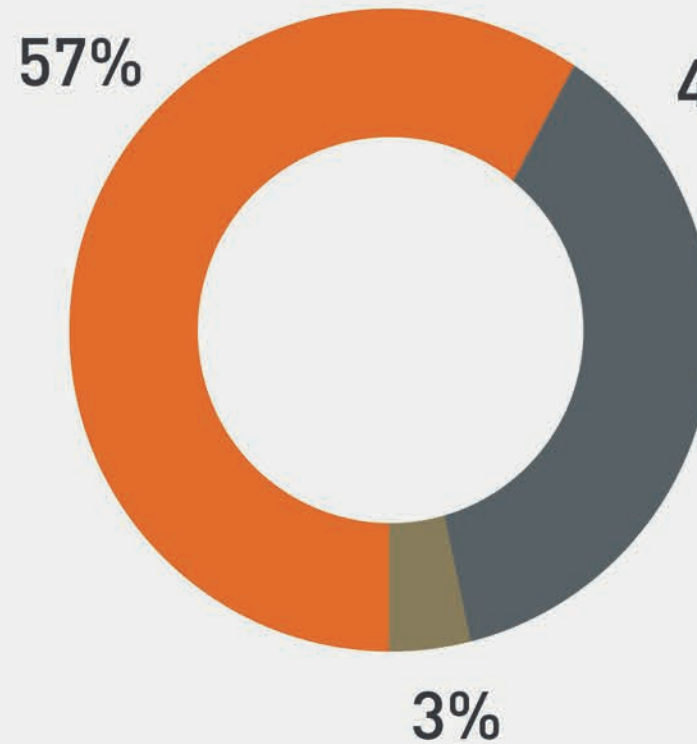


While GCC youth overwhelmingly feel their governments are putting youth-focused policies in place, most young Arabs in Levant and Yemen think they are being overlooked

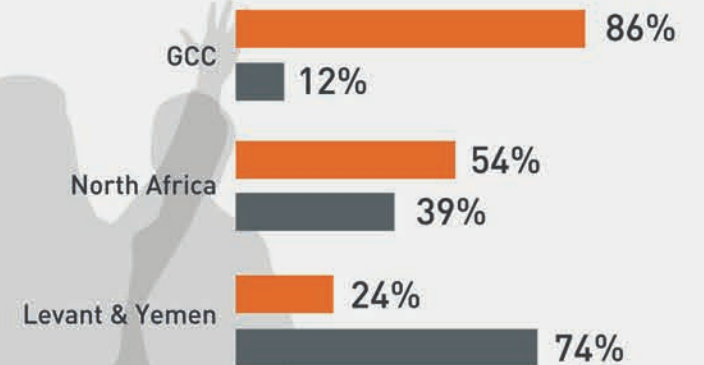
Now thinking specifically about your country's youth, do you think your government has the right policies to address the issues most important to young people?

● Yes ● No ● Don't know

All



Regional split

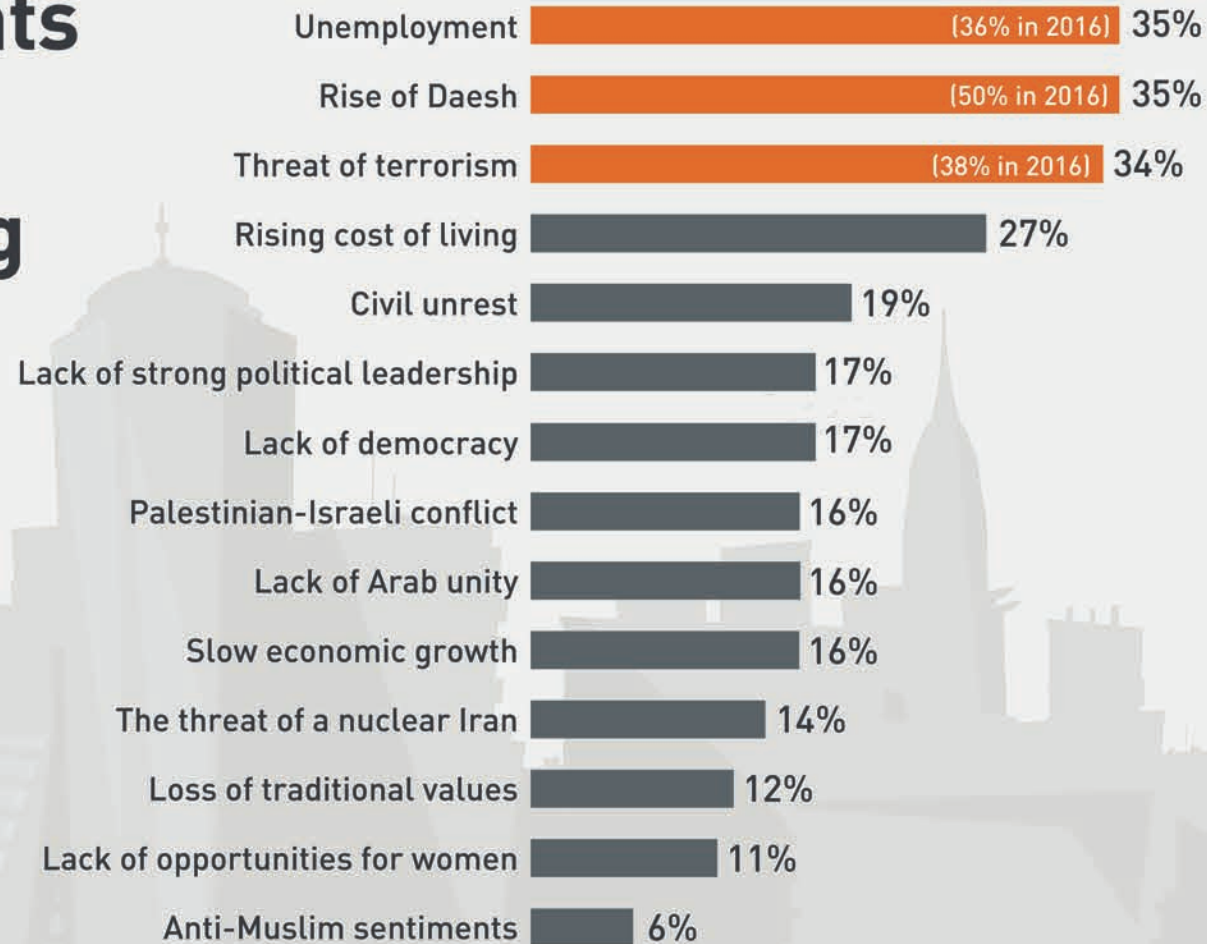


03

Young Arabs view unemployment and extremism as the biggest problems holding the Middle East back

Young Arabs view unemployment and extremist threats as the biggest obstacles facing the region

What do you believe is the biggest obstacle facing the Middle East?



Concern about unemployment has increased since 2016, with young Iraqis expressing strongest concerns

How concerned are you about unemployment?
(Showing "Very Concerned")



Most likely to be Very Concerned

69%
Iraq

64%
Algeria

60%
Bahrain

57%
Palestinian
Territories

55%
Lebanon

Only half of young Arabs have confidence in their governments dealing with unemployment

How confident are you in your government's ability to deal with unemployment?
(Showing "Very" + "Somewhat Confident")



Least likely to be Confident



04

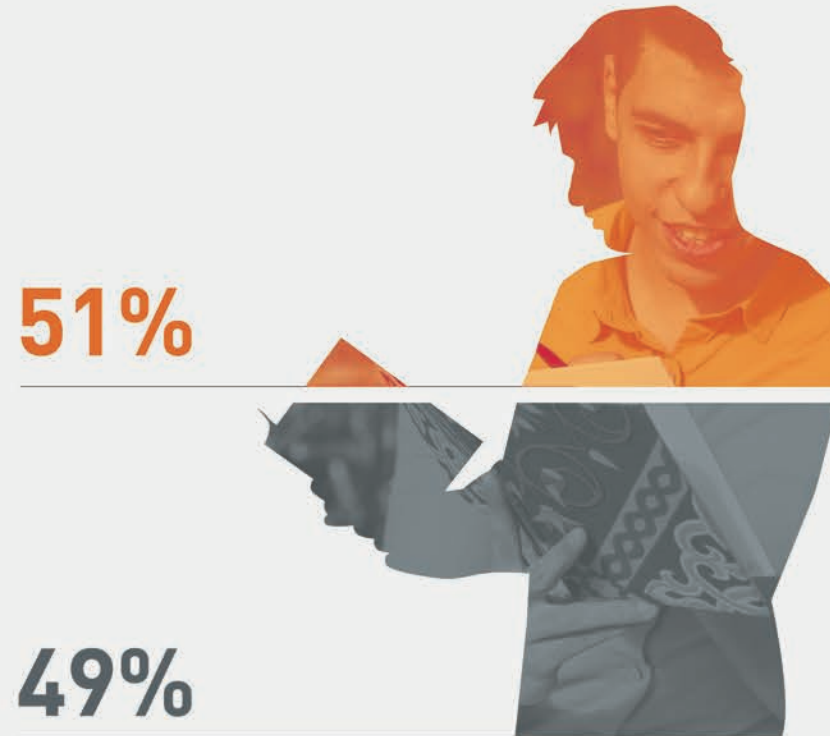
Many young Arabs
say their education
system falls short of
preparing students
for jobs of the future

Outside the GCC, few think their education system prepares students for the jobs of the future

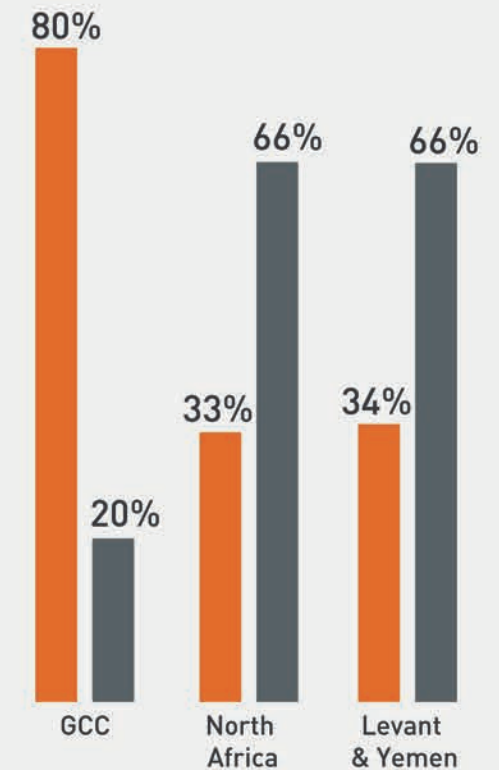
Thinking about education in your country, how satisfied are you with the preparation of students for jobs of the future?

● Satisfied ● Not Satisfied

All



Regional split



Quality of education is a rising top-of-mind concern for many young Arabs across the region

How concerned are you about the quality of education in your country?
(Showing "Very Concerned")



05

Young Arabs say
Daesh has become
weaker over the
past year

Most young Arabs say Daesh has become weaker over the past year

Over the past year, do you think Daesh has become significantly stronger, somewhat stronger, somewhat weaker, significantly weaker, or neither stronger nor weaker?

● Stronger ● Weaker ● Neither stronger nor weaker

31%

61%

8%



Most likely to say Daesh is getting weaker

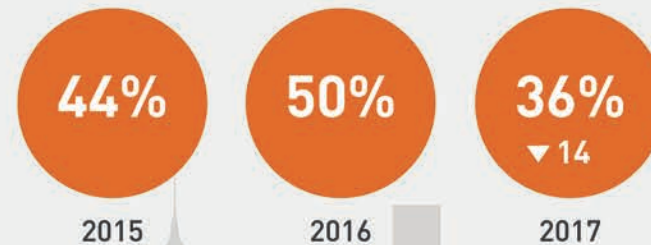


Most likely to say Daesh is getting stronger

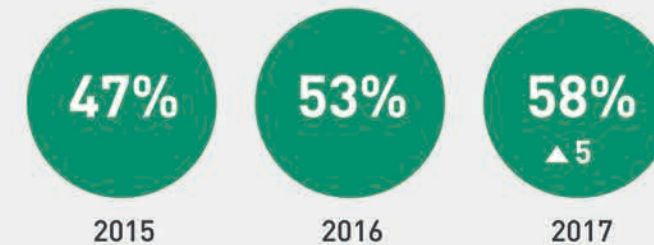


Concern over Daesh has declined and more young Arabs express confidence in governments to deal with the group

How concerned are you about the rise of Daesh?
[Showing "Very Concerned"]

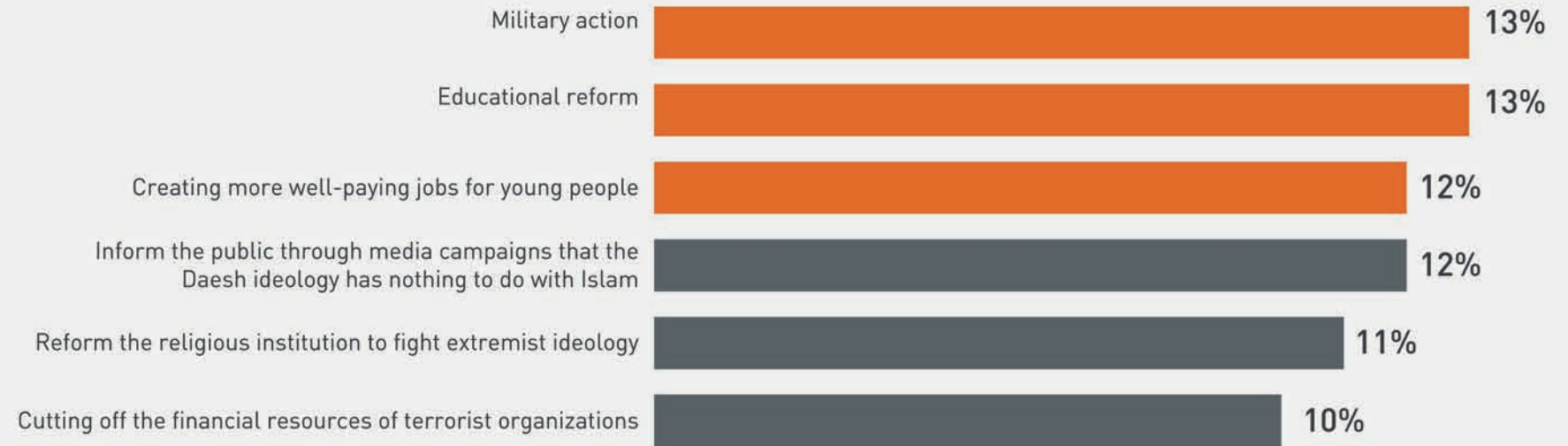


How confident are you in your government's ability to deal with the rise of Daesh?
[Showing "Very + Somewhat Confident"]



Education and jobs are seen as just as important as military action in defeating Daesh and terrorism

Which of the following, if any, do you think should be your government's top priority in the fight against Daesh and terrorism in general? (Showing Top 6)



Top Priority



Military action

Iraq
Oman
Libya
Qatar
Bahrain
Palestinian Territories



Educational reform

Morocco
Lebanon
Yemen



Well-paying jobs

KSA
Egypt
Tunisia
Jordan



Media campaigns

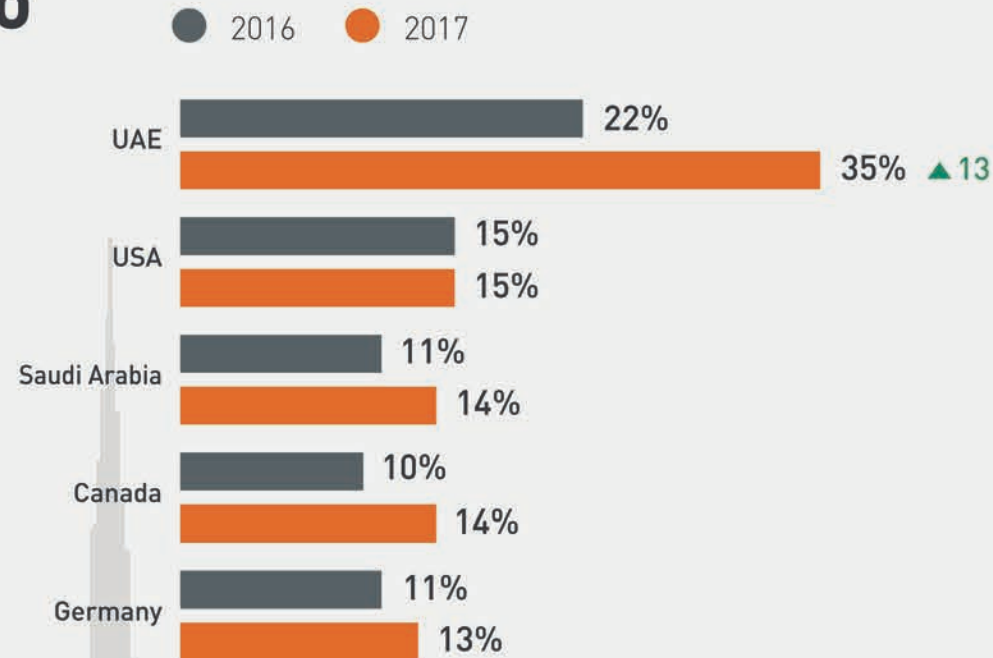
Kuwait
UAE
Algeria

06

The UAE sprints ahead of the pack as the country in which most young Arabs would like to live and want their countries to emulate

One in three young Arabs would like to live in the UAE – a big increase from 2016 – making the UAE more than twice as popular as the US

Which country in the world, if any, would you like to live in?
 (Showing Top 5)

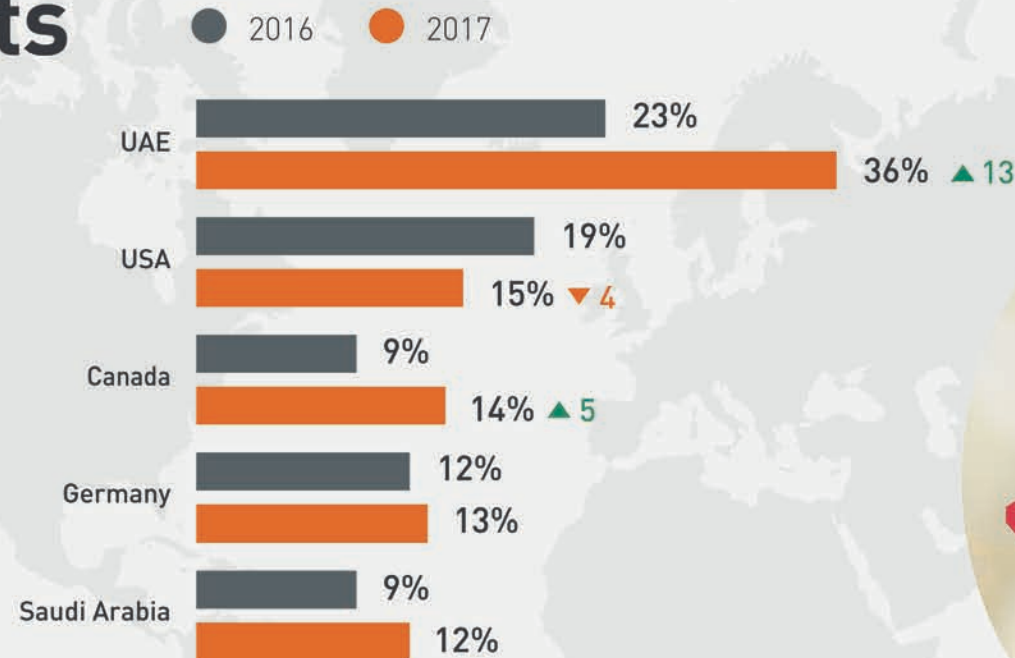


	2016	2015	2014	2013	2012
1	UAE	UAE	UAE	UAE	UAE
2	US	US	US	France	France
3	Germany	Germany	UK	US	US
4	KSA	Canada	KSA	Turkey	Turkey
5	Canada	Qatar	Qatar	KSA	KSA



The UAE has also strengthened its position as the model country for other countries to emulate

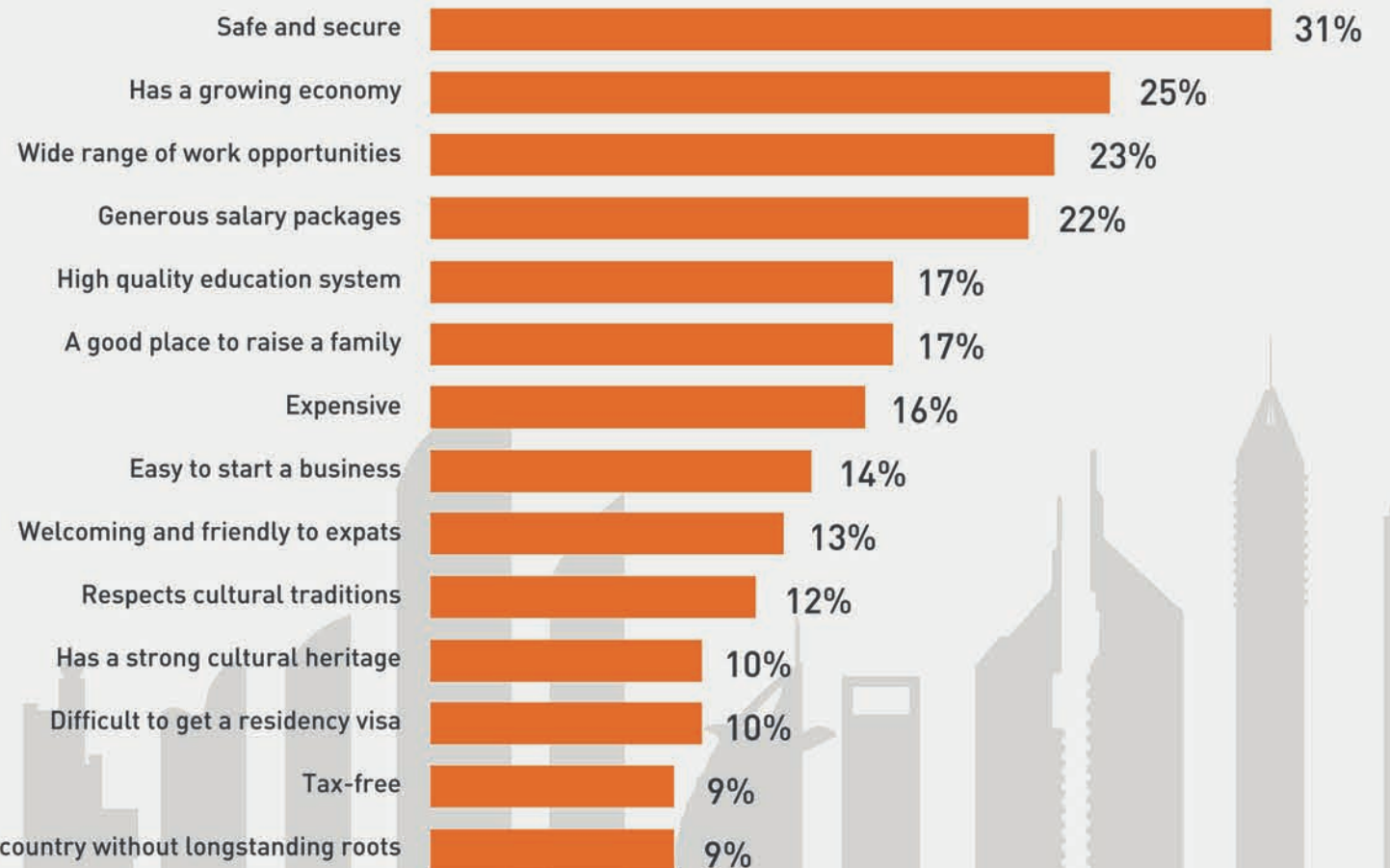
Which country in the world, if any, would you most like your country to be like? (Showing Top 5)



	2016	2015	2014	2013	2012
1	UAE	UAE	UAE	UAE	UAE
2	US	US	US	France	Turkey
3	Germany	Germany	France	US	KSA
4	France	Canada	Turkey	Turkey	Qatar
5	UK	France	China	China	NA

The UAE is viewed as safe and secure, with a growing economy and a wide range of work opportunities

Now thinking specifically about the United Arab Emirates, which of the following phrases, if any, do you associate most with the country?

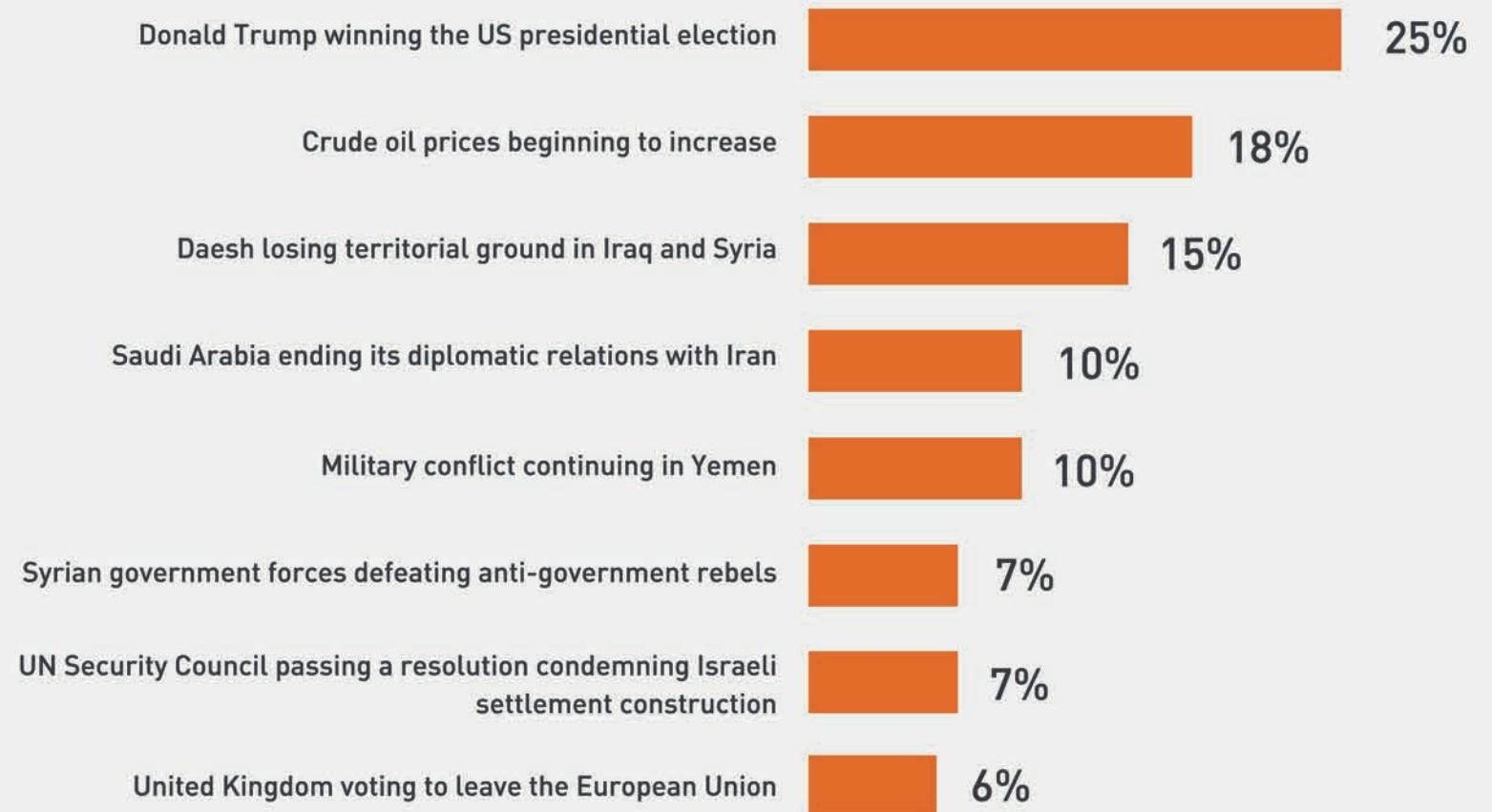


07

Young Arabs say Donald Trump is anti-Muslim and express concern, anger and fear about his presidency.

Arab youth regard Donald Trump's victory as more consequential for the region than rising oil prices and Daesh losing territory

Which of the following developments that took place in 2016 will have the biggest impact on the Arab world over the next five years?




Nearly two-thirds of Arab youth view Trump's presidency with concern, anger or fear


Which word, if any, best describes how you feel about Donald Trump's presidency?

64% 

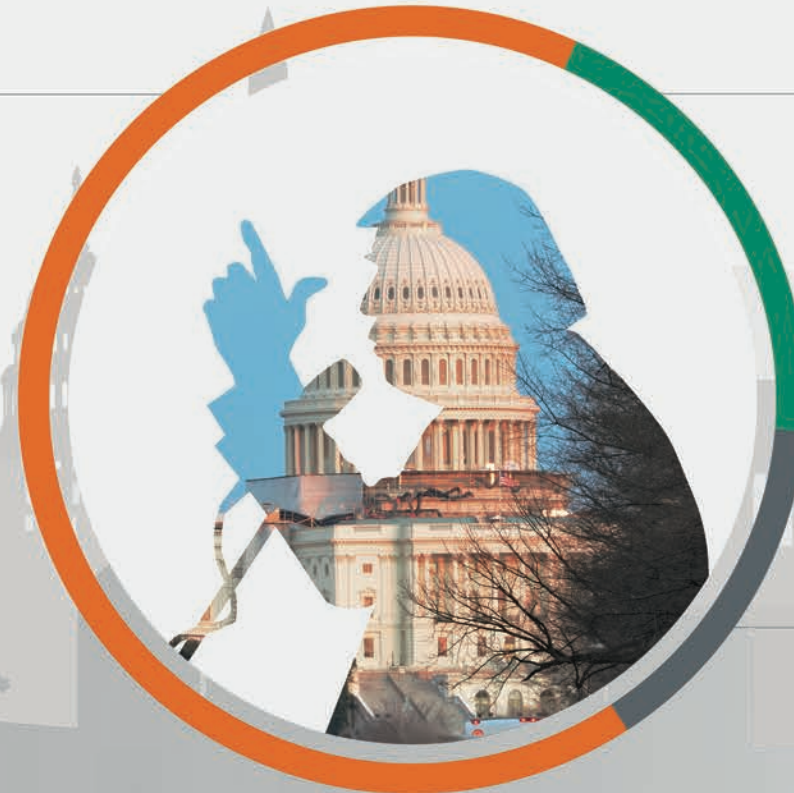
Concerned	29%
Scared	15%
Angry	20%

19% 

Excited	4%
Optimistic	7%
Hopeful	8%

14% 

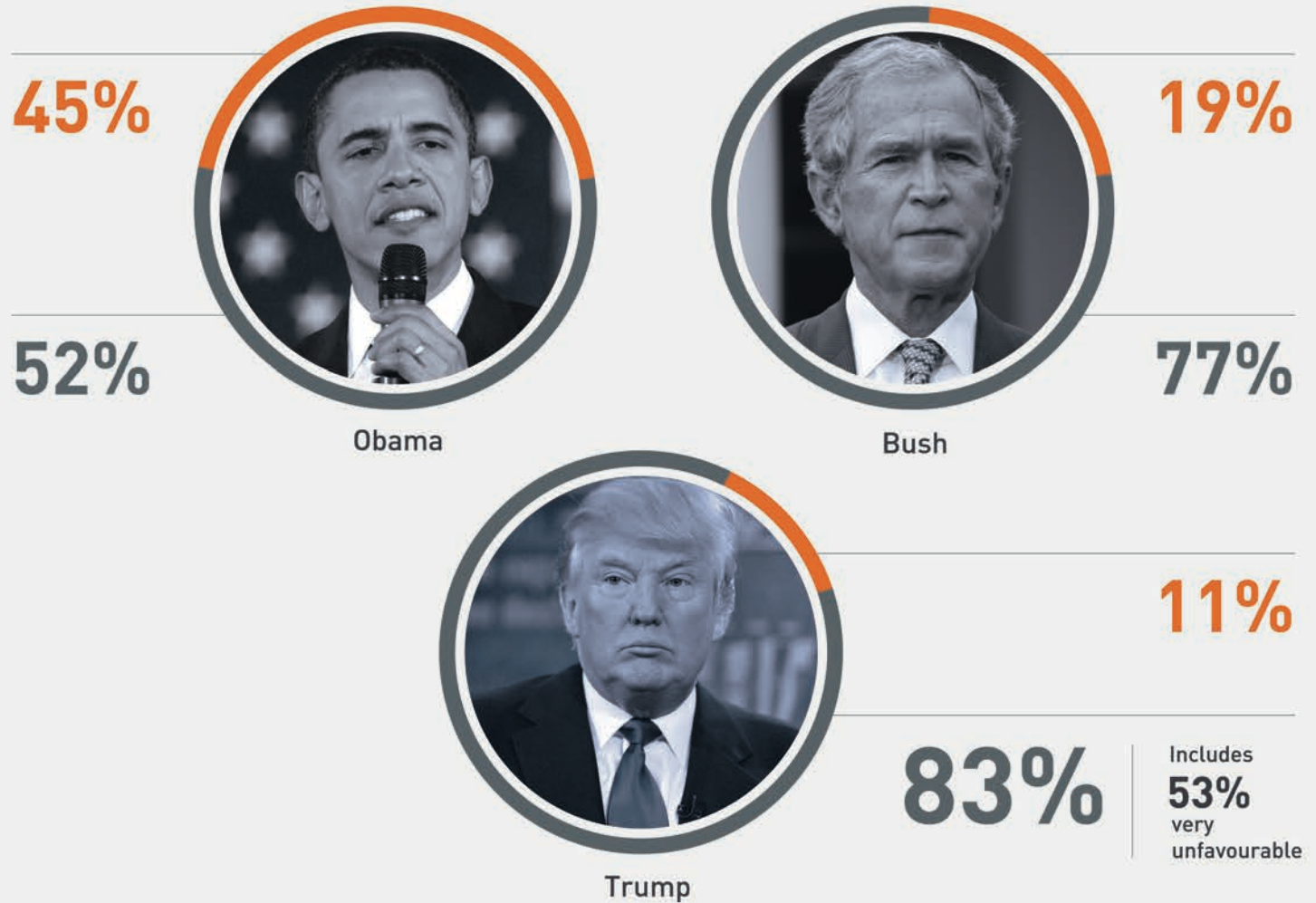
Uncertain 14%



Five in six young Arabs view Donald Trump unfavourably, making him the least popular US president of the 21st century

How favourable is your opinion of each of the following individuals?

● Favourable ● Unfavourable



An overwhelming majority of young Arabs think Trump is anti-Muslim

To what extent do you agree or disagree that Donald Trump is anti-Muslim?

● Agree ● Disagree ● Don't know

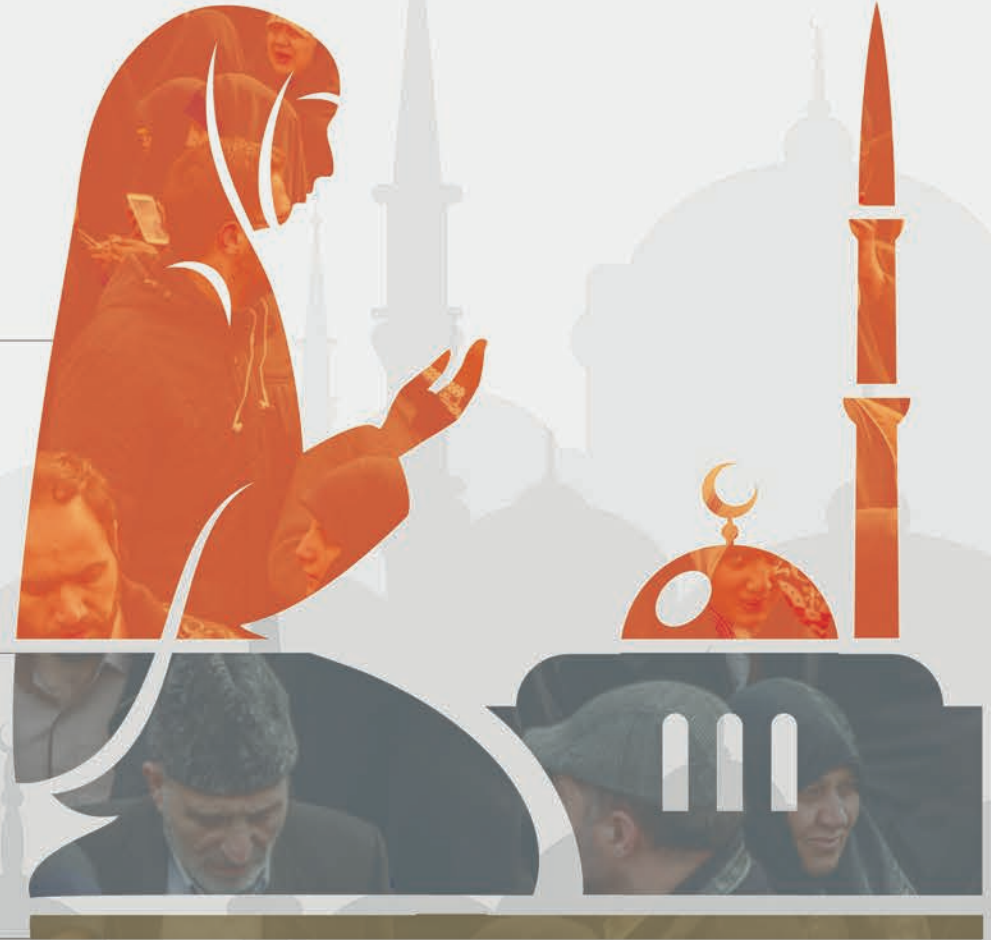
Most Likely to Agree



70%

27%

3%

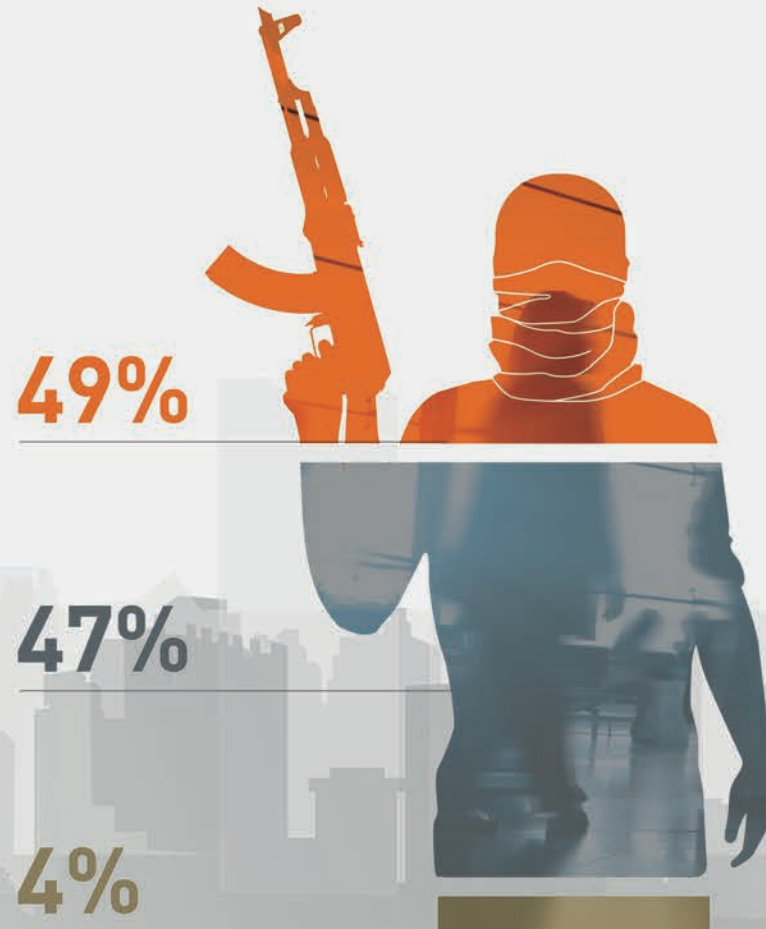


Half of Arab youth say travel ban would make it easier for terror groups to recruit young Muslims

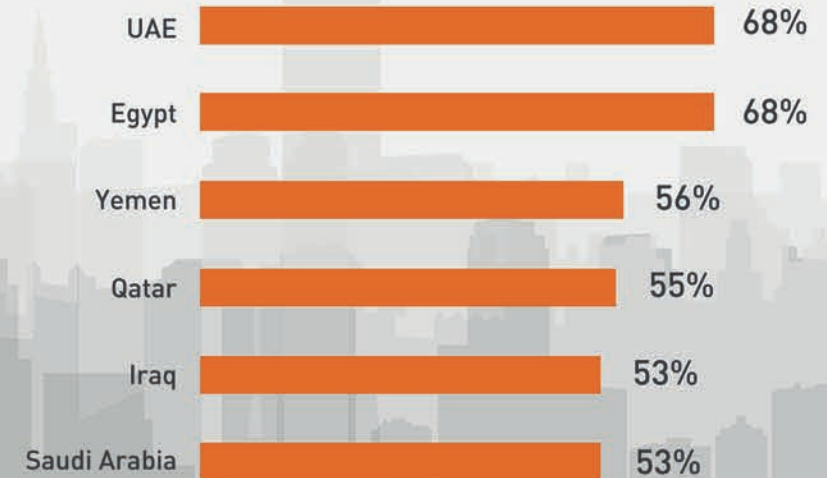
How strongly do you agree or disagree with the statement?

President Trump banning nationals of seven* Muslim-majority countries from entering the United States will make it easier for terrorist groups to radicalize and recruit young Muslims?

● Agree ● Disagree ● Don't know



Most Likely to Agree

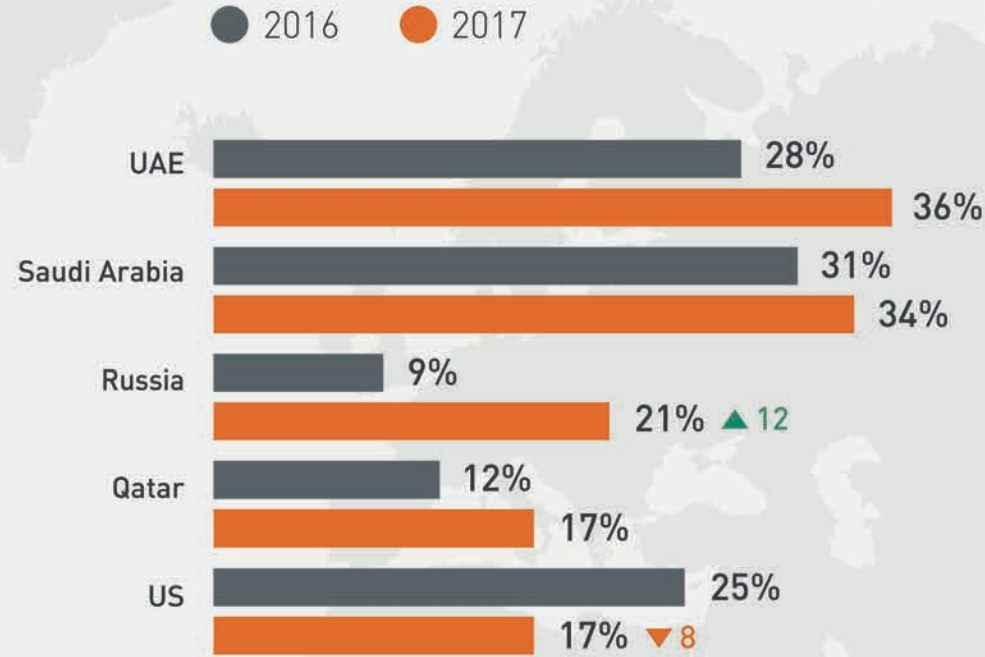


08

Anti-American views are on the rise and now Russia – not the US – is seen as the region's top international ally

UAE and Saudi Arabia continue to be seen as biggest allies, while Russia replaces US as the top non-Arab ally

Who would you say is your country's biggest ally?
(Showing Top 5)

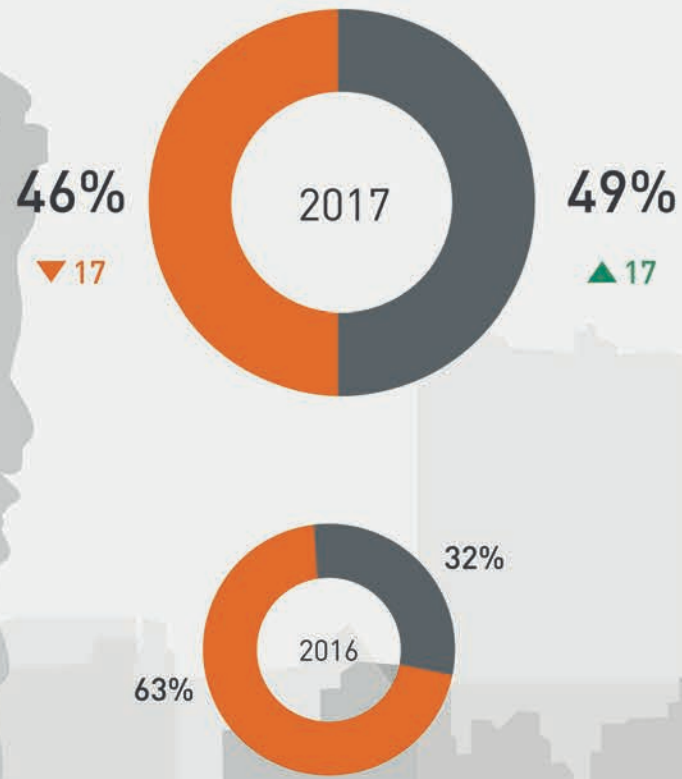


	2016	2015	2014	2013	2012
1	KSA	KSA	KSA	KSA	KSA
2	UAE	US	UAE	UAE	UAE
3	US	UAE	Qatar	Qatar	Qatar
4	Egypt	Qatar	Kuwait	Kuwait	Kuwait
5	UK	France	US	US	US

Anti-American views are on the rise: in eight Arab nations a majority of youth now consider the US their enemy, up from four nations a year ago

Do you consider United States a strong ally, somewhat of an ally, somewhat of an enemy, or a strong enemy of your country?

● Ally ● Enemy



Majority Considers US its Enemy

2016	2017
Iraq	Iraq
Yemen	Yemen
Palestinian Territories	Palestinian Territories
Lebanon	Lebanon
	Qatar
	Libya
	Algeria
	Egypt

09

Despite their pride in the Arabic language, most young Arabs say they are using English more in their daily lives

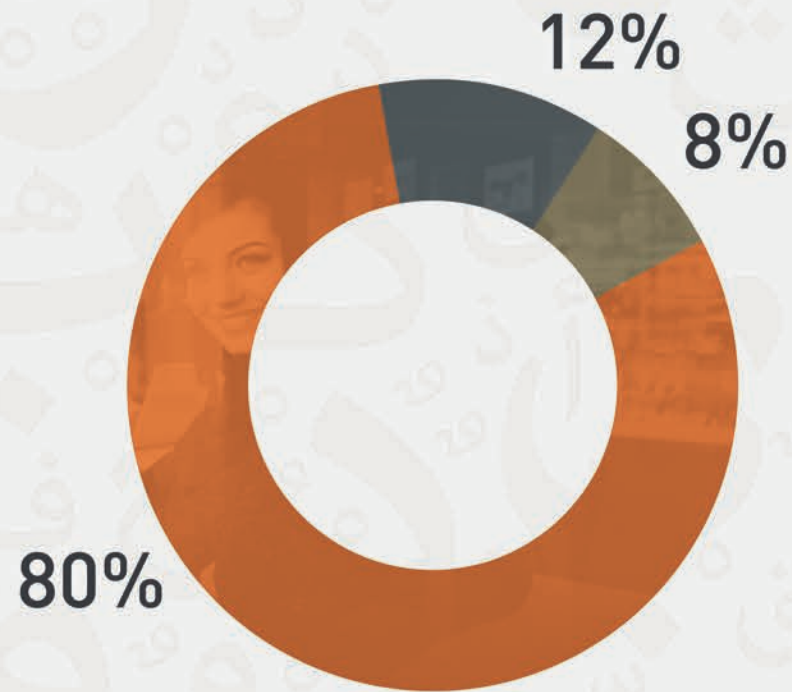
Most young Arabs, especially in GCC, see Arabic as central to their national identity

How strongly do you agree or disagree with the statement?

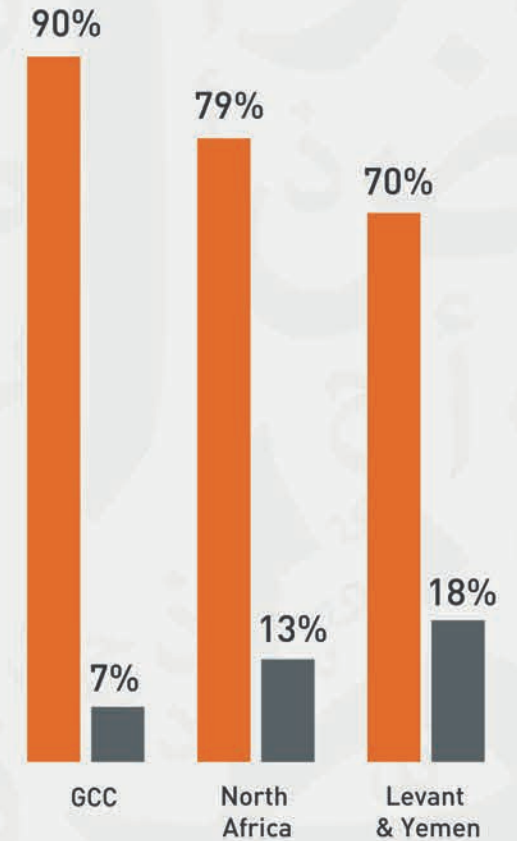
Arabic is central to my national identity.

● Agree ● Disagree ● Don't know

All



Regional split

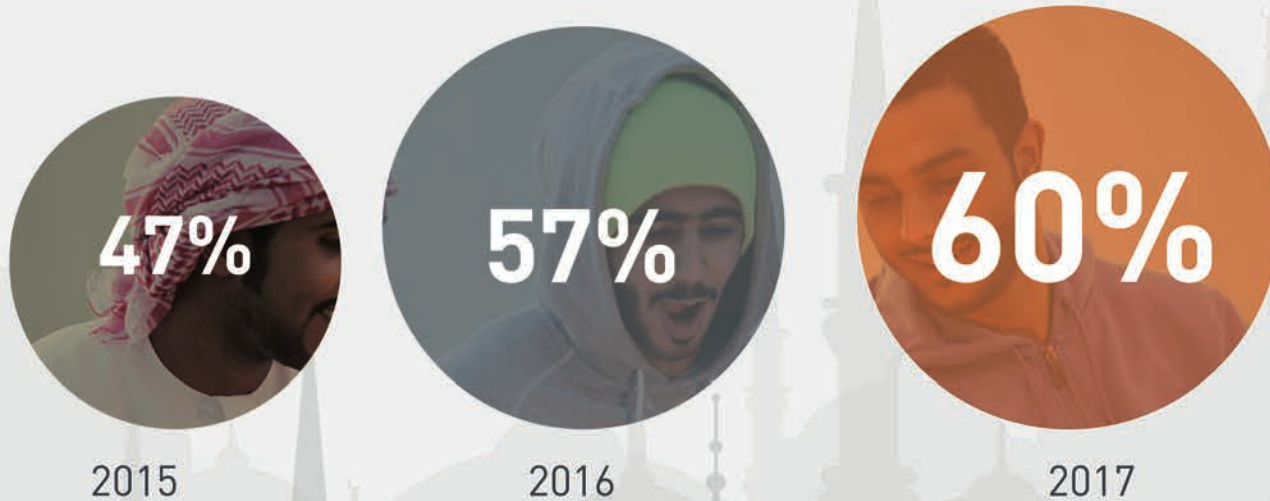


Young Arabs increasingly feel Arabic is losing its value

How strongly do you agree or disagree with the statement?

Arabic is losing its value. (Showing "Agree")

All



Regional split



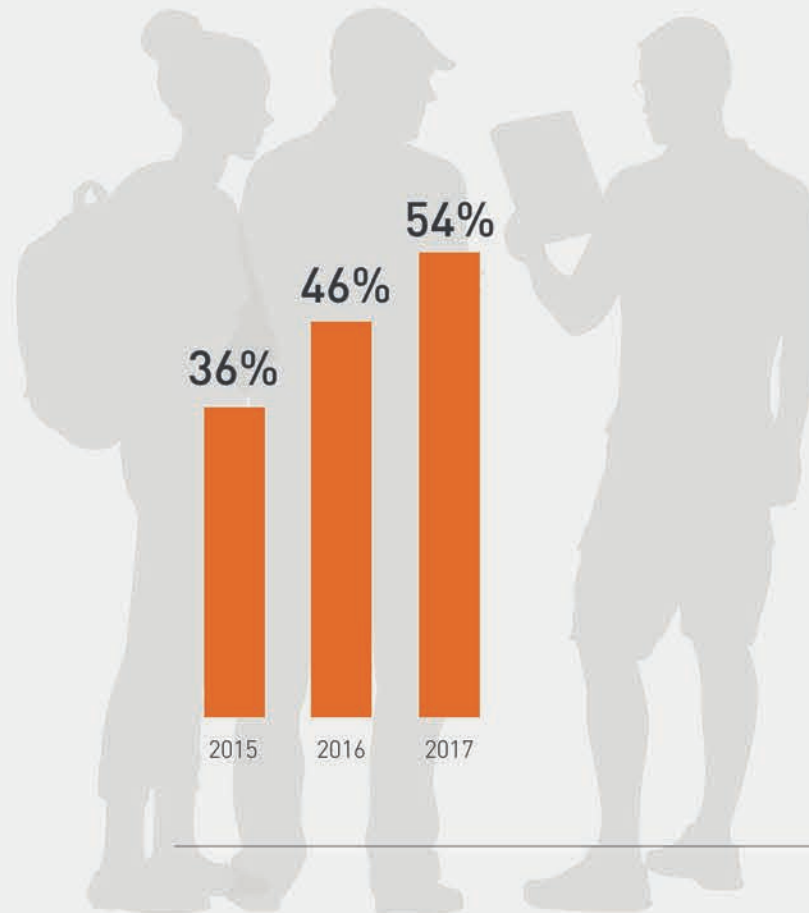
Most Arab youth now use English more than Arabic in their daily lives, especially in the GCC



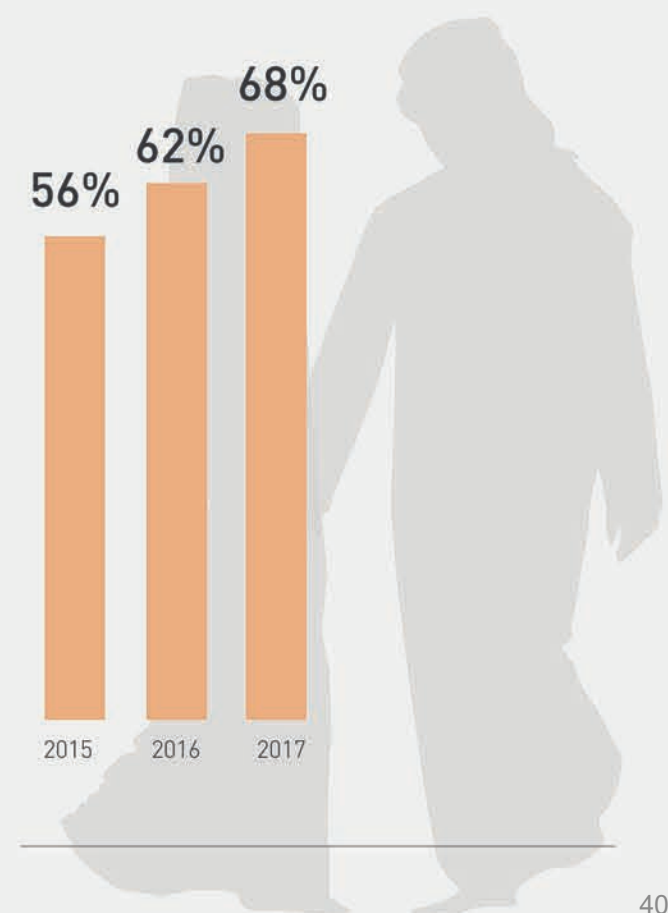
How strongly do you agree or disagree with the statement?

On a daily basis, I use English more than Arabic.
(Showing "Agree")

All



GCC

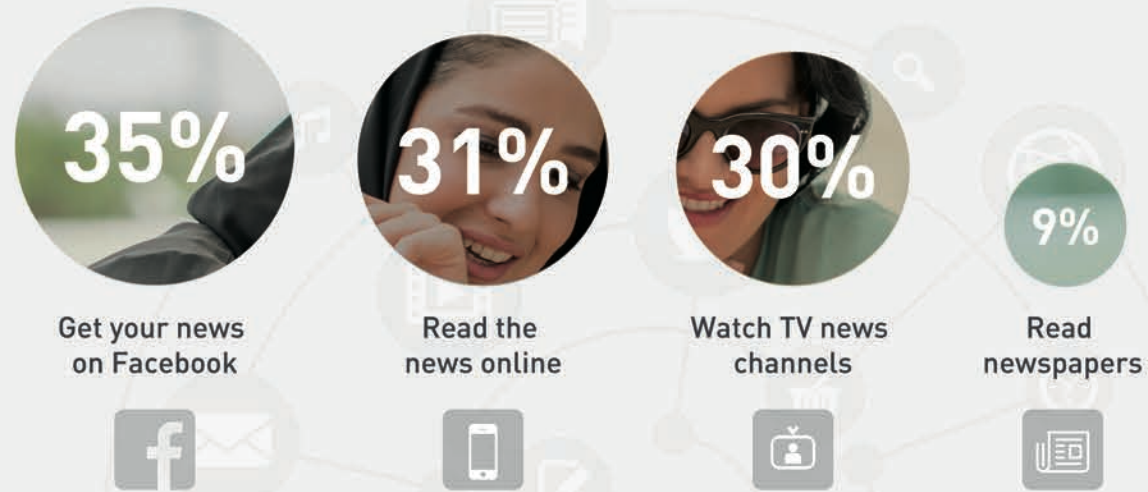


10

Among young Arabs,
Facebook is the
number one medium
for daily news

More young Arabs say they get their news daily on Facebook than TV news channels, online sources, or print

How often do you _____ ? (Showing Daily)



How strongly do you agree or disagree with the statement?

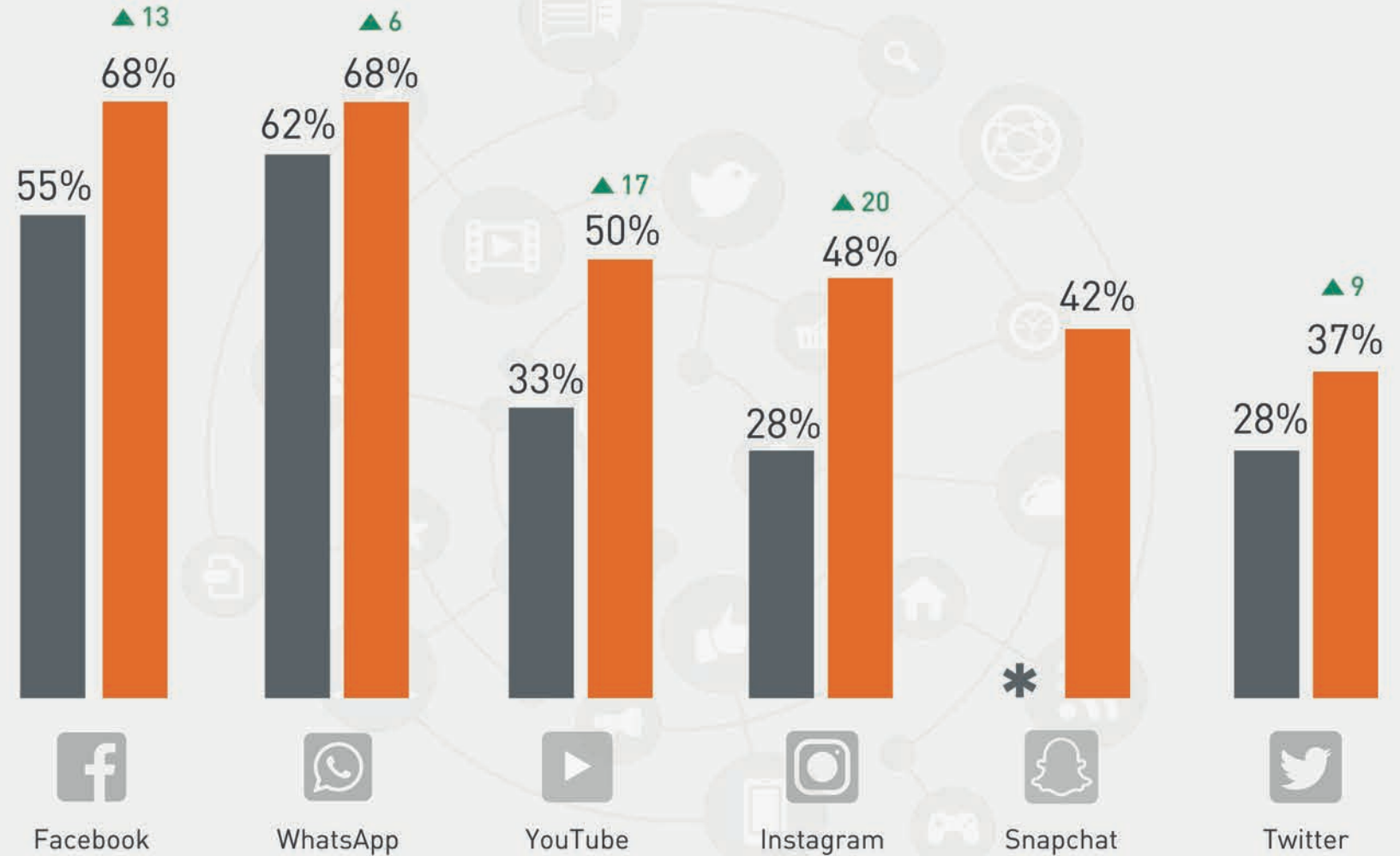
I use Facebook to share interesting news articles I read. (Showing "Agree")



Facebook and WhatsApp are the most popular social media platforms, while Instagram shows strong surge

How often do you visit each of the following? (Showing Daily)

● 2016 ● 2017



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02

Young Arabs want their countries to do more for them and many feel overlooked by policymakers

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Young Arabs view unemployment and extremism as the biggest problems holding the Middle East back

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Many young Arabs say their education system falls short of preparing students for jobs of the future

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Young Arabs say Daesh has become weaker over the past year

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