



15th
ANNUAL
EDITION
2023

LIVING A NEW REALITY

2023

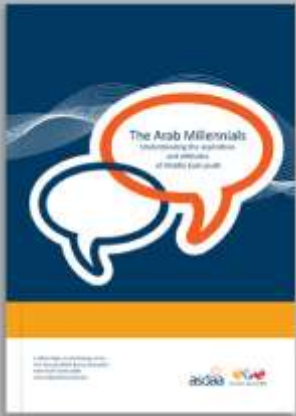
arabyouthsurvey.com | asdaa-bcw.com | bcw-global.com

15 years of groundbreaking research,
nearly 45,000 face-to-face interviews



15th
ANNUAL
EDITION
2023

2008



2009



2010



2011/12



2013



2014



2015



2016



2017



2018



2019



2020



2021



2022



The most quoted study on Arab youth

Covered by global media...



Largest survey of its kind among young Arabs

3,600

face-to-face interviews
across 53 cities in 18
Arab states

Country nationals
aged between

18-24 years

Sample split

50:50
male/female

Survey was
conducted from

March 27 to
April 12, 2023

Field survey covering 18 Arab states in 3 regions

GCC

- Bahrain
- Kuwait
- Oman
- Saudi Arabia
- UAE

Levant & Others

- Iraq
- Jordan
- Lebanon
- Palestinian Territories
- Syria
- Yemen

North Africa

- Algeria
- Egypt
- Libya
- Morocco
- Sudan
- Tunisia
- South Sudan
(added new this year)

Face-to-face interviews conducted in 53 Arab cities



Professional interviewers of SixthFactor Consulting, a leading research company, conducted 3,600 face-to-face interviews from March 27 to April 12, 2023. The interviews were completed in Arabic and English. Margin of error is +/-1.63% for the total sample and larger for sub-groups. Every country included is equally represented in the results of this survey. Sample details are below:

Arab states covered originally in 2008								Added in 2011	Added in 2012		Added in 2013			Added in 2014	Added in 2020		Added in 2023
UAE	Oman	Bahrain	KSA	Kuwait	Egypt	Jordan	Lebanon	Iraq	Tunisia	Libya	Algeria	Morocco	Yemen	Palestinian Territories	Syria	Sudan	South Sudan
N= ~200 per country																	
Dubai (40%)	Muscat (50%)	Manama (100%)	Jeddah (40%)	Kuwait City (20%)	Cairo (50%)	Amman (50%)	Saida (25%)	Baghdad (50%)	Tunis (50%)	Tripoli (50%)	Algiers (50%)	Casablanca (25%)	Sanaa (50%)	Gaza (50%)	Damascus (50%)	Khartoum (50%)	Juba (50%)
Sharjah (20%)			Riyadh (40%)	Al Hawalli (30%)	Alexandria (25%)	Irbid (25%)	Beirut (50%)	Irbil (25%)	Safaqis (25%)	Misrata (25%)	Oran (25%)	Fes (25%)	Al Hudaydah (25%)		Latakia (25%)	Port Sudan (25%)	Malakal (25%)
Abu Dhabi (40%)	Batinah (50%)		Dammam (20%)	Al Ahmadi (20%)	Mansoura (25%)	Zarqa (25%)	Tripoli (25%)	Basrah (25%)	Susah (25%)	Benghazi (25%)	Constantine (25%)	Rabat (25%)	Ta'izz (25%)	West Bank (50%)	Aleppo (13%)	Al Obeid (25%)	Wau (25%)
			Al Farwaniya (30%)									Marrakech (25%)			Homs (12%)		

Countries and gender were weighted equally.

Timeline of key events from Oct. 2022 to April 2023



EMERGING THEMES

1

MY GLOBAL CITIZENSHIP

Youth perspectives on the shifting geopolitical landscape, US involvement in the region, ongoing conflicts and model nations.

2

MY POLITICS

How young Arabs feel about the performance of their government, the political stability of their country and prospects for democracy.

3

MY LIVELIHOOD

What young Arabs say about education, jobs, their finances, and their ambitions to start a business.

4

MY IDENTITY

Arab youth attitudes on religion and the role of religious institutions in Middle East society, their concerns about the loss of traditional values, and what defines their personal identity.

5

MY ASPIRATIONS

The outlook of Arab youth on the direction in which their country is headed, their hopes for the future and their desire to emigrate.

6

MY LIFESTYLE

What are the lifestyle choices of Arab youth? How do they consume news? Which social media channels do they prefer? And what are they buying online?



1. My Global Citizenship

CHANGING ALLEGIANCES

Arab youth value both traditional and new alliances, while old enmities remain. The UAE continues to be universally admired.

My Global Citizenship

1. Insights on the geopolitical shifts
2. Arab youth on regional conflicts
3. Model nations

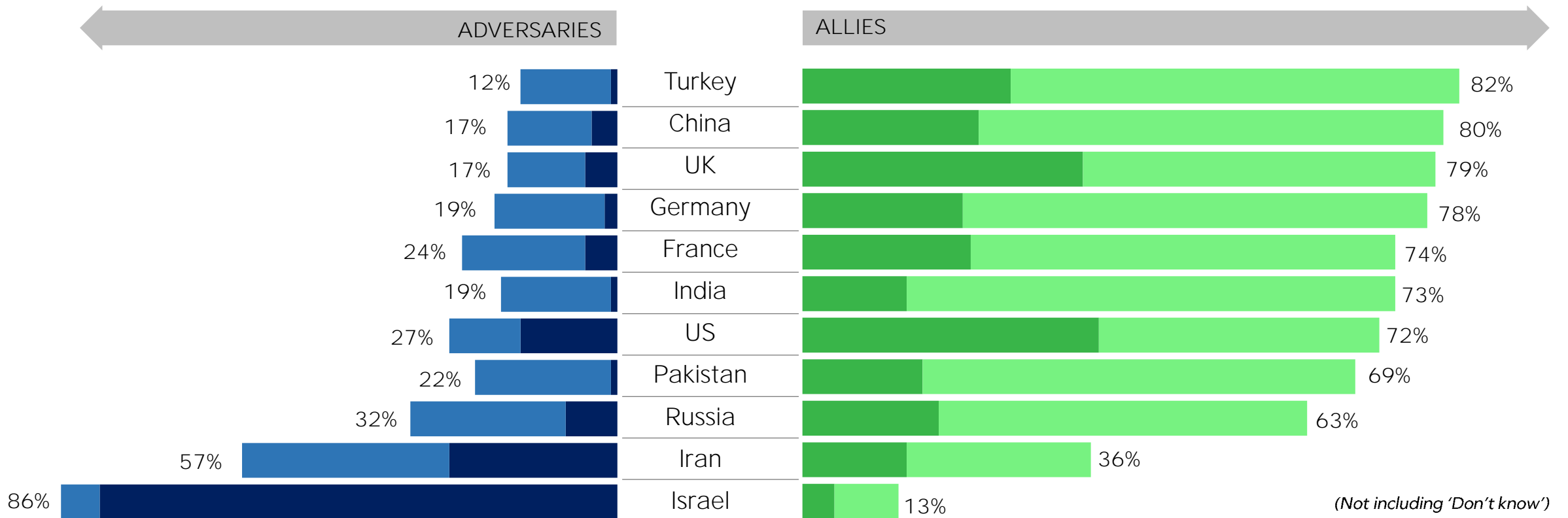
Turkey and China now rival traditional allies like the United States and the UK



Do you consider the following countries a strong ally, somewhat of an ally, somewhat of an enemy, or a strong enemy of YOUR country?

(Showing percentage, among all)

■ Strong ally
 ■ Somewhat of an ally
 ■ Somewhat of an enemy
 ■ Strong enemy



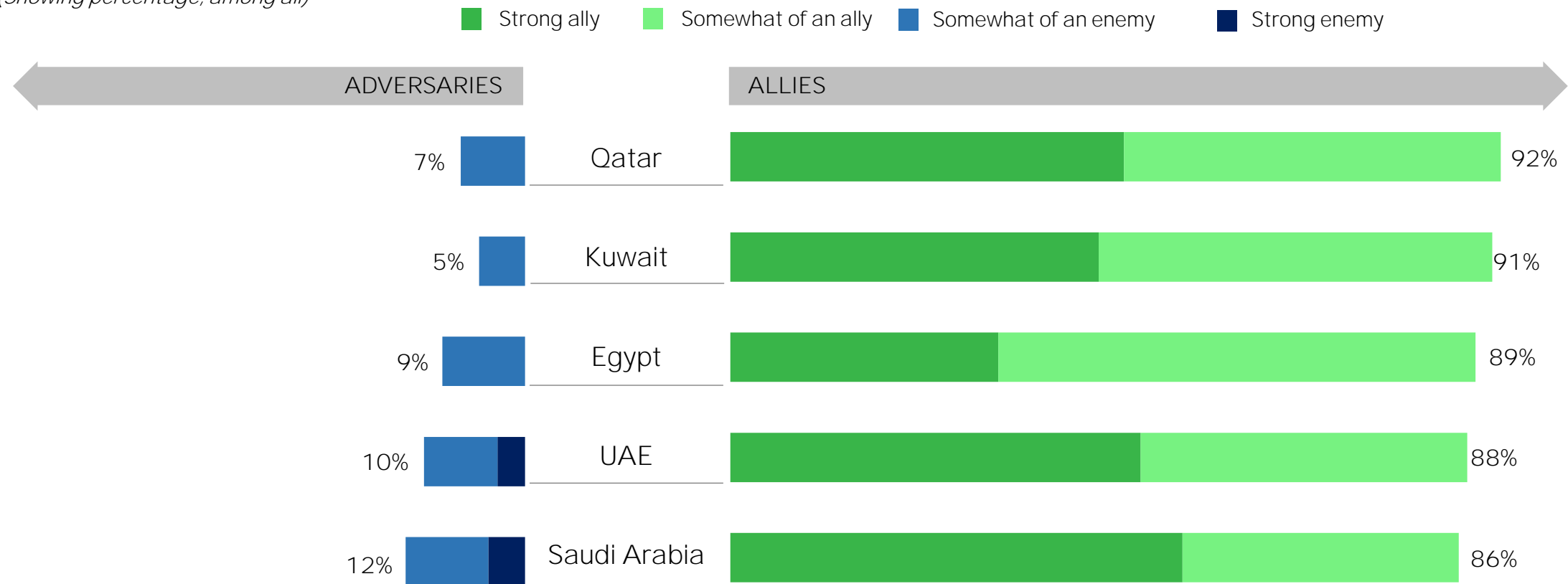
(Not including 'Don't know')

Among Arab nations, GCC countries and Egypt are widely regarded as strong allies



Do you consider the following countries a strong ally, somewhat of an ally, somewhat of an enemy, or a strong enemy of YOUR country?

(Showing percentage, among all)

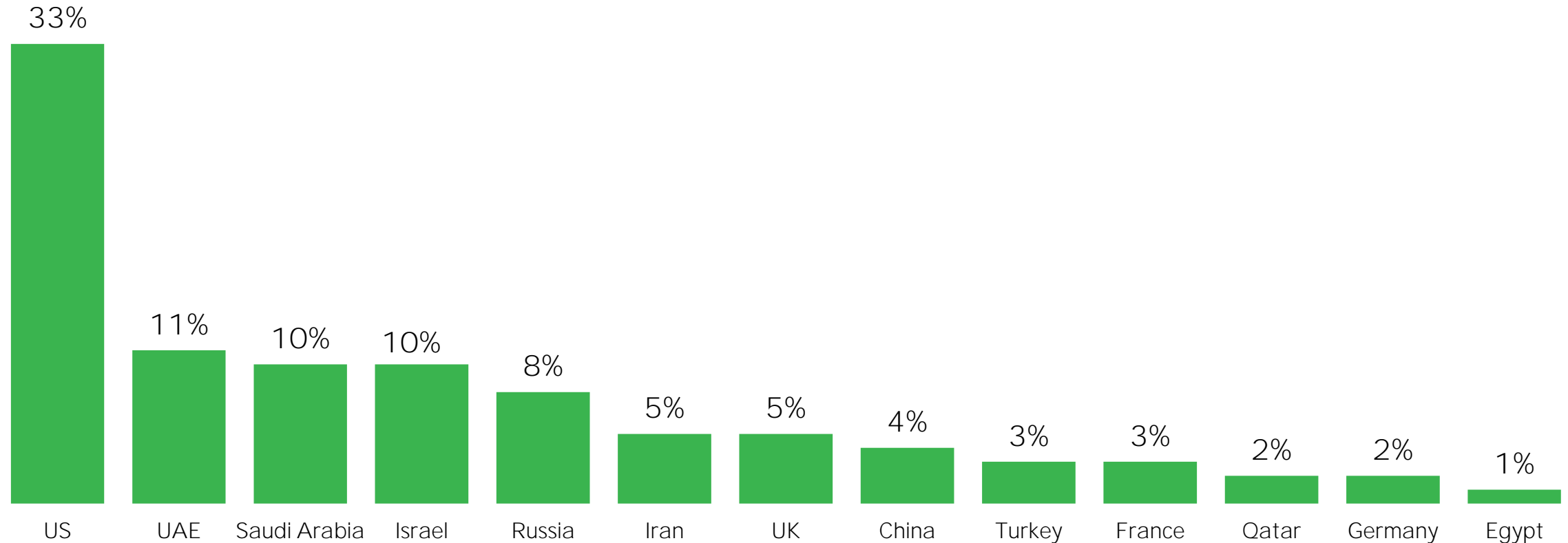


The US continues to have the most influence over the region, followed by the UAE, Saudi Arabia and Israel



Which of the following countries, if any, has the most influence on the Arab world?

(Showing percentage, among all)

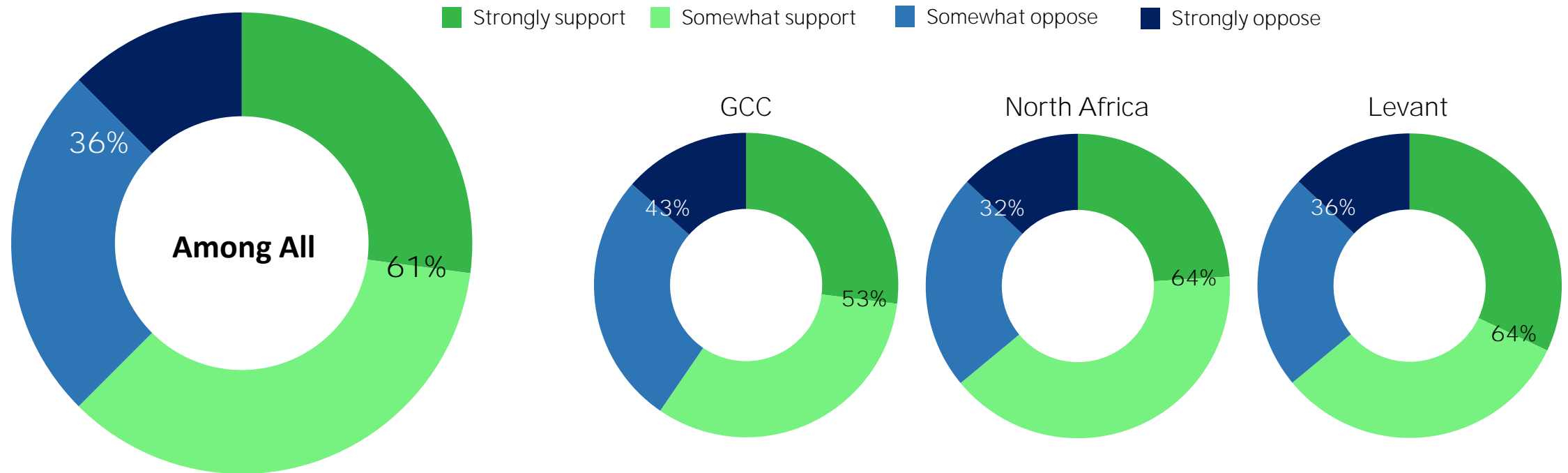


Most youth would like the United States to disengage from the Middle East



How strongly do you support or oppose disengagement of the United States in the Middle East region?

(Showing percentage, among all)



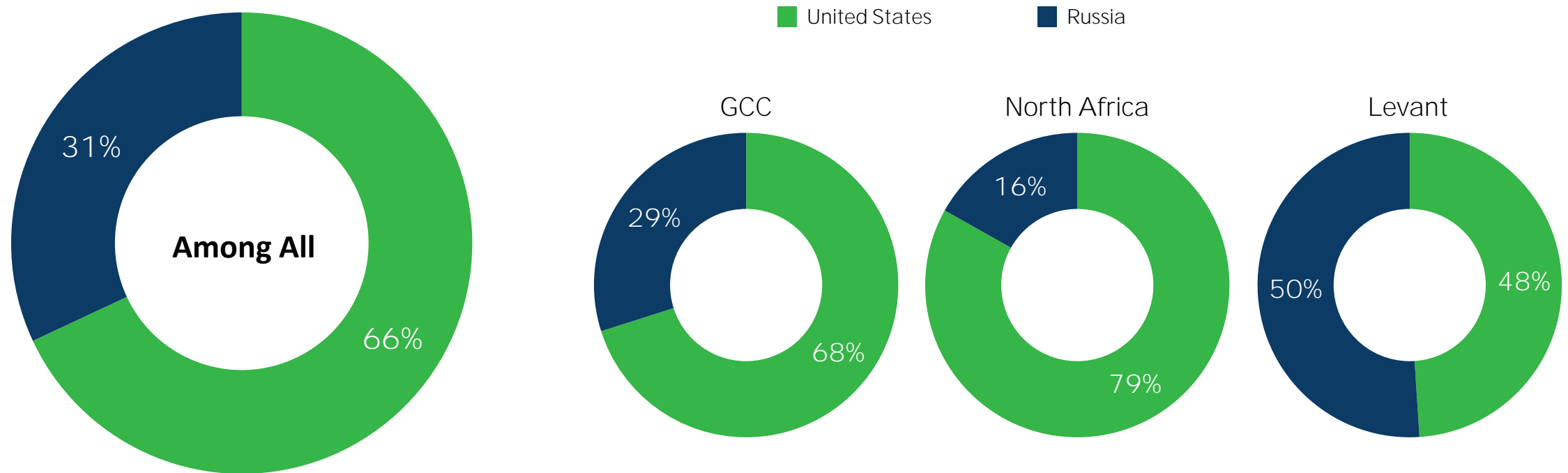
(Not including 'Don't know')

Two-thirds say the US will be a stronger ally of their country than Russia over the next five years



Over the next five years, between the United States and Russia, which of the two countries do you think will be the more important ally of your country?

(Showing percentage, among all)



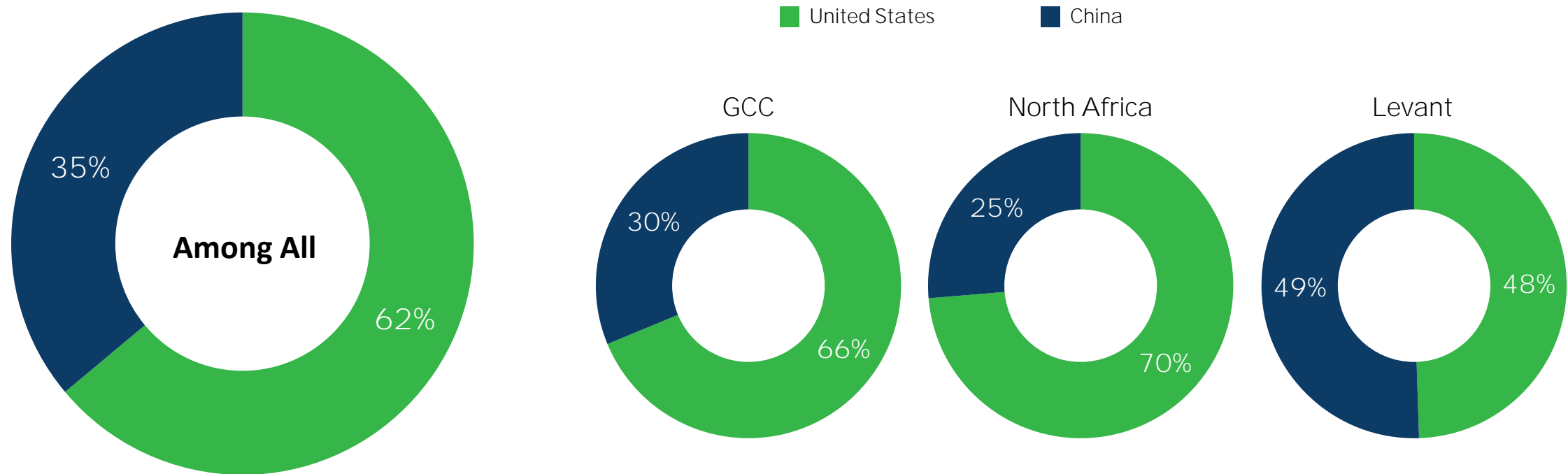
(Not including 'Don't know')

Arab youth believe the US will be a stronger ally than China over the next five years



Between the United States and China, over the next five years, which of the two countries do you think will be the more important ally of your country?

(Showing percentage, among all)



(Not including 'Don't know')

More young Arabs think the war in Ukraine will ultimately be resolved through diplomatic negotiations



What do you think is the most likely outcome of the Russia-Ukraine war?

(Showing percentage, among all)



1. Insights on the geopolitical shifts

2. Arab youth on regional conflicts

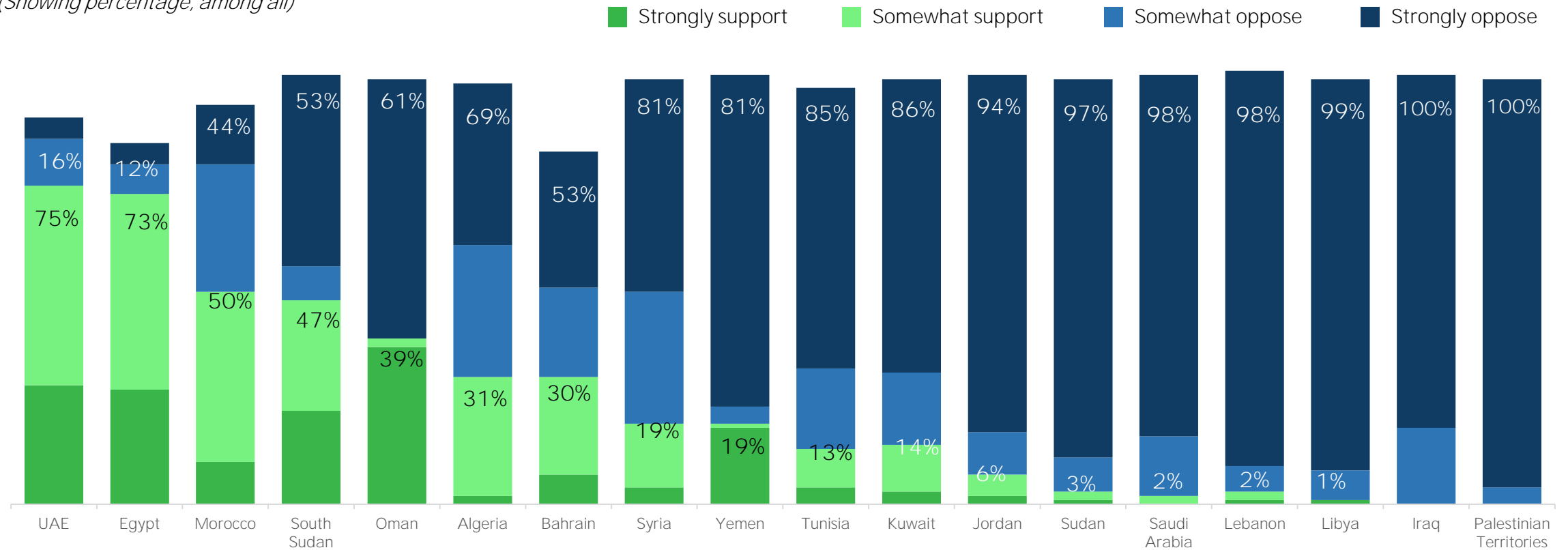
3. Model nations

Most Arab youth oppose normalisation of ties with Israel, but those in the UAE, Egypt and Morocco strongly support it



How strongly do/ would you support or oppose your government's decision to normalise diplomatic relations with Israel?

(Showing percentage, among all)



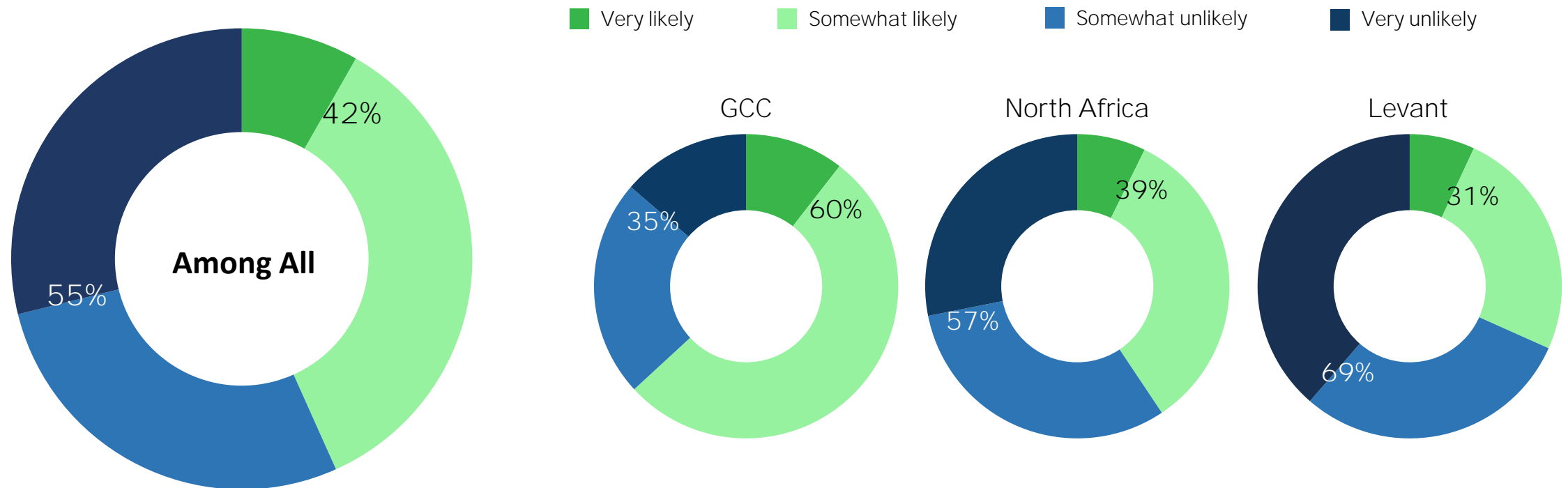
(Not including 'Don't know')

Two-thirds of young Arabs in Levant and North Africa believe the Palestinian-Israeli conflict is unlikely to be resolved soon



Thinking about the Palestinian-Israeli conflict, how likely do you think will the conflict be resolved in the next five years?

(Showing percentage, among all)



(Not including 'Don't know')

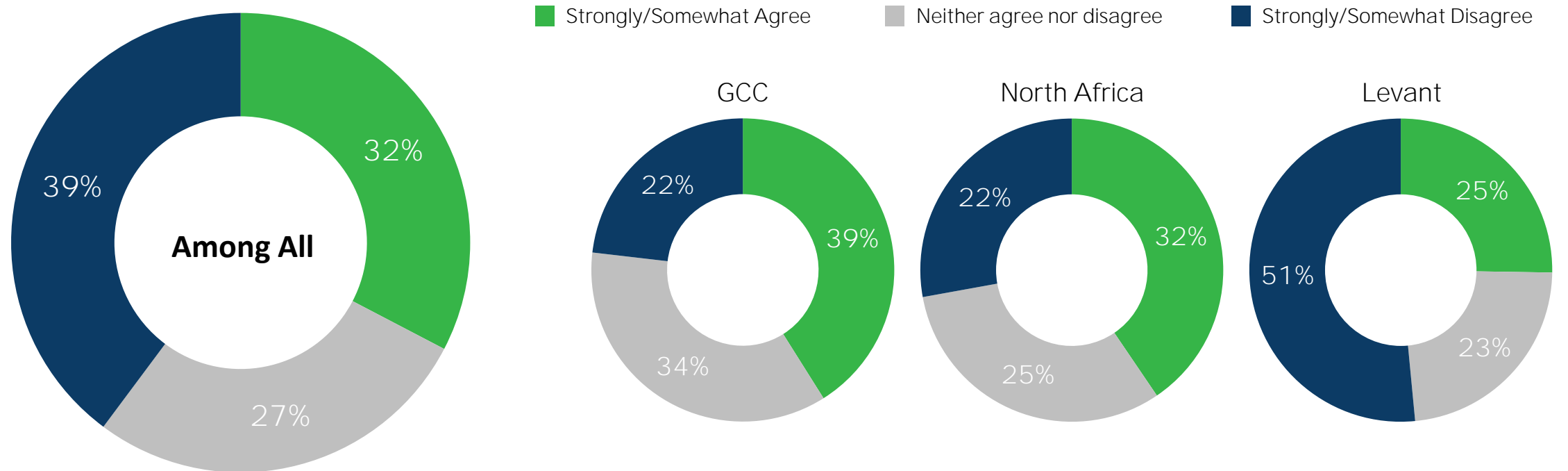
Barely a third say the Palestinian-Israel issue gets the attention it deserves from the Arab world



How strongly do you agree with the following statement?

“With growing national issues, I think the Arab world gives the Palestinian- Israel issue adequate attention and focus.”

(Showing percentage, among all)



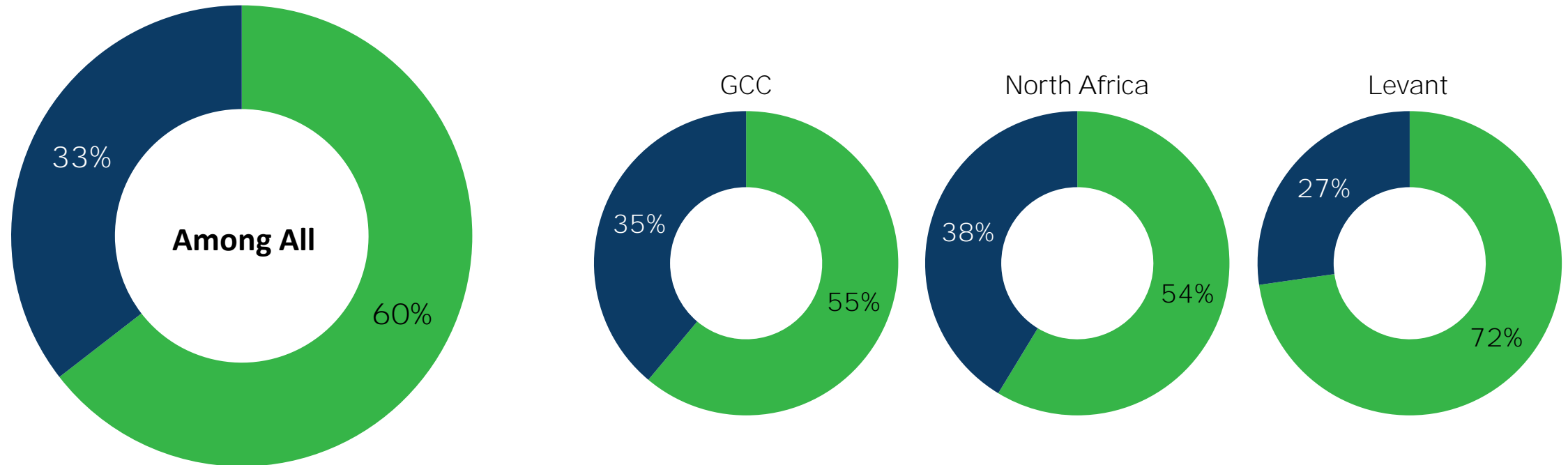
(Not including 'Don't know')

Most say tensions between Iran and Israel and the West will result in military conflict

Which of the following is closer to your view?

“The existing tensions between Iran and Israel and some Western countries will ultimately...”
(Showing percentage, among all)

■ Lead to military conflict
 ■ Be resolved through diplomatic means



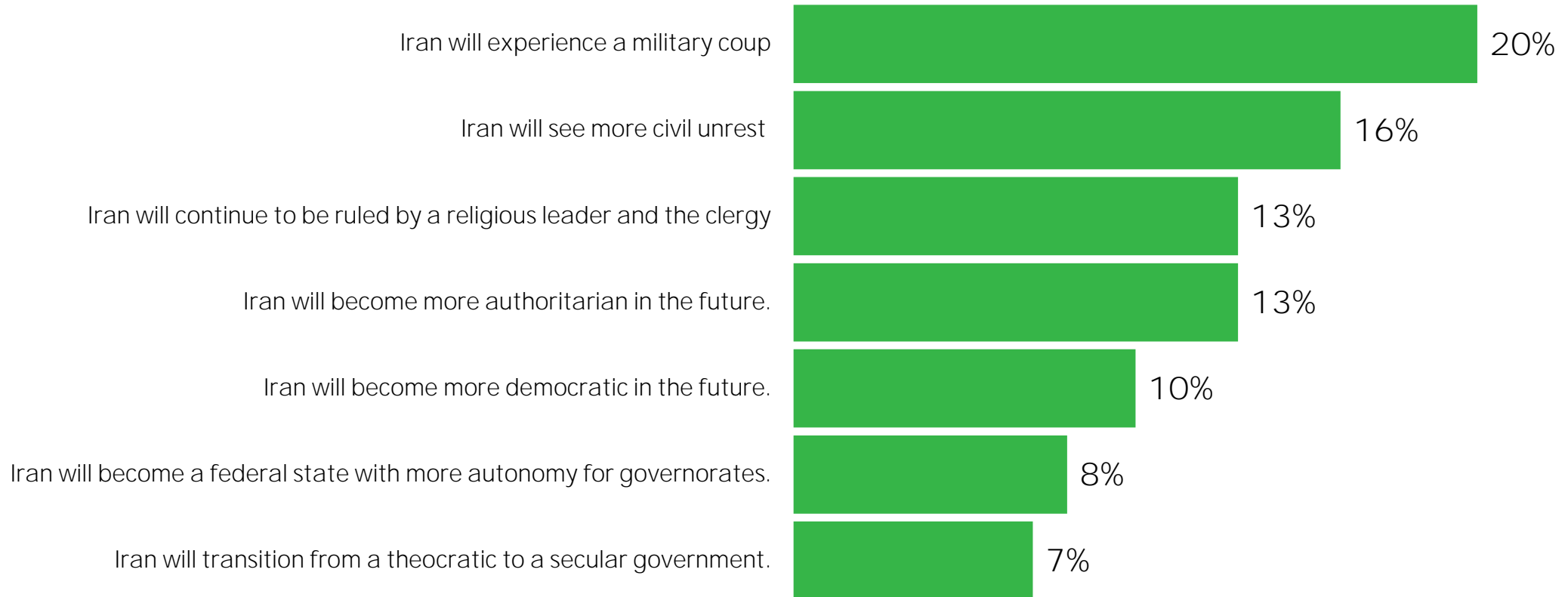
(Not including 'Don't know')

Over a third of Arab youth say Iran is heading towards more civil unrest, and possibly a military coup



What do you think will be the future of government in Iran?

(Showing percentage, among all)



My Global Citizenship

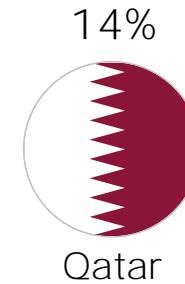
1. Insights on the geopolitical shifts
2. Arab youth on regional conflicts
3. Model nations

Arab youth name the UAE as the country they would most like to live in for the 12th consecutive year



Which country in the world, if any, would you like to live in?

(Showing percentage from among all the top five countries)



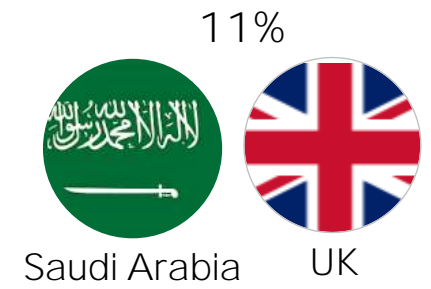
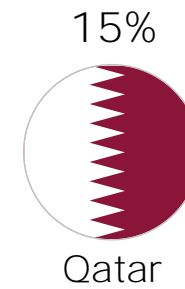
Top 5 Countries to Live In										
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
UAE	UAE	UAE	UAE	UAE	UAE	UAE	UAE	UAE	UAE	UAE
France	France	US	US	US	US	Canada	Canada	US	US	US
US	US	UK	Germany	Germany	KSA	US	US	Canada	Canada	Canada
Turkey	Turkey	KSA	Canada	KSA	Canada	KSA	Turkey	UK	France	France
KSA	KSA	Qatar	Qatar	Canada	Germany	Germany	UK	Germany	Germany	Germany

The UAE is also the country most Arab youth want their own to be like, also for the 12th straight year



Which country in the world, if any, would you most like your country to be like?

(Showing percentage from among all the top five countries)



Top 5 Countries to be Like										
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
UAE	UAE	UAE	UAE	UAE	UAE	UAE	UAE	UAE	UAE	UAE
US	France	US	US	US	US	US	US	US	US	US
France	US	Qatar	Germany	Germany	Canada	Canada	Japan	Germany	Canada	Canada
Turkey	Turkey	KSA	Canada	France	Germany	Japan	Turkey	Canada	Germany	Germany
China	China	UK	France	UK	KSA	Germany	Canada	Japan	France	France/Turkey

The UAE is praised for being safe, having a growing economy and effective leadership



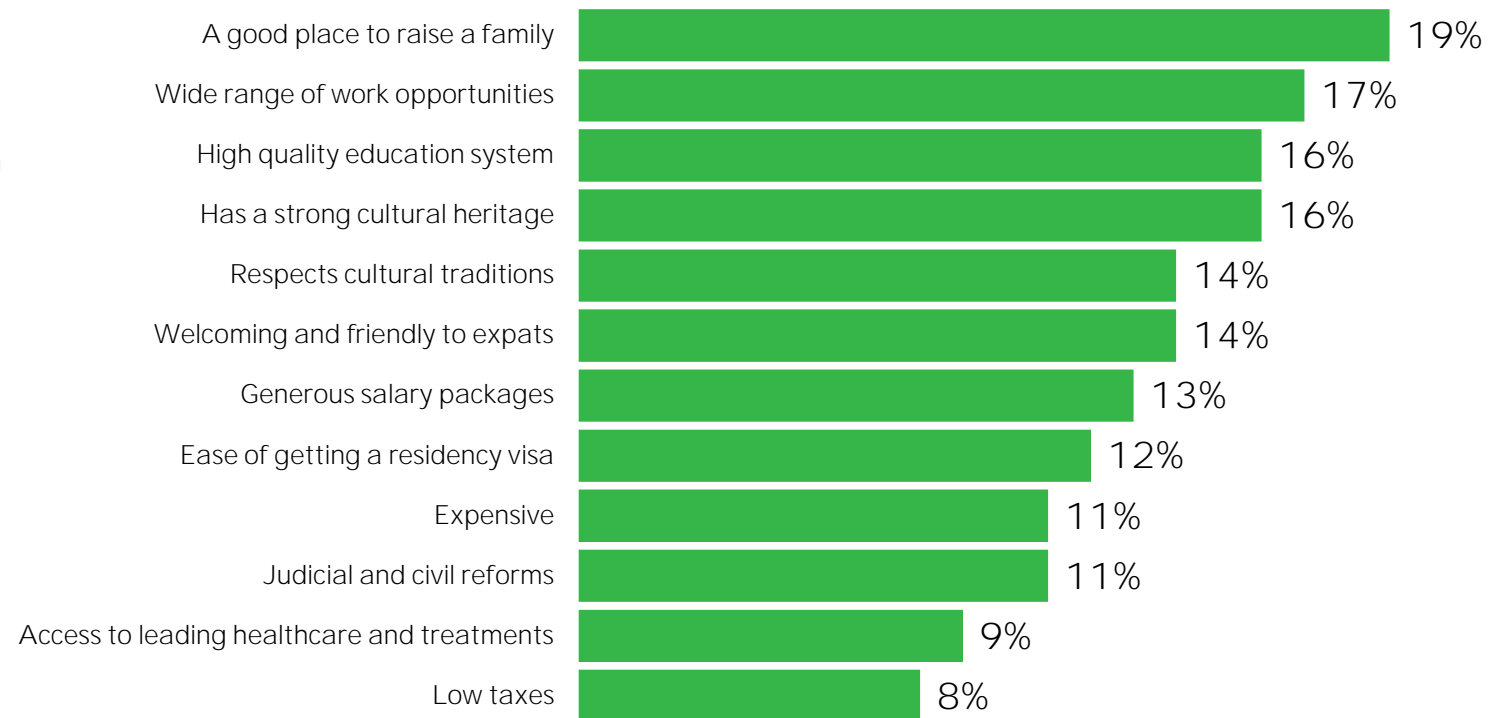
Now thinking specifically about the United Arab Emirates, which of the following phrases, if any, do you associate most strongly with the UAE?

(Showing percentage, among all)

Top five associations with the UAE



Other associations with the UAE





2. My Politics

CONFIDENCE IN GOVERNMENT IS DROPPING

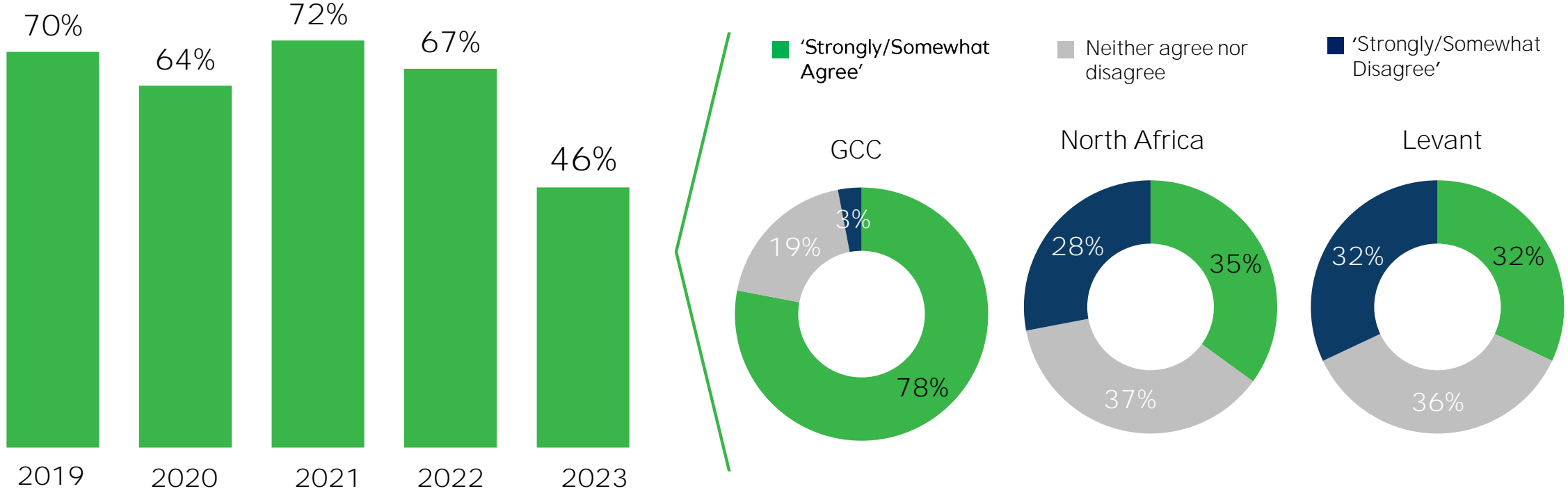
Most Arab youth, except in the GCC, say their voice does not matter to **their country's leadership and their government is unable to solve the issues most important to them**

Less than half say their voice matters to their country's leadership, a significant drop from 2022



How strongly do you agree or disagree that your voice matters to your country's leadership?

(Showing percentage strongly agreeing)



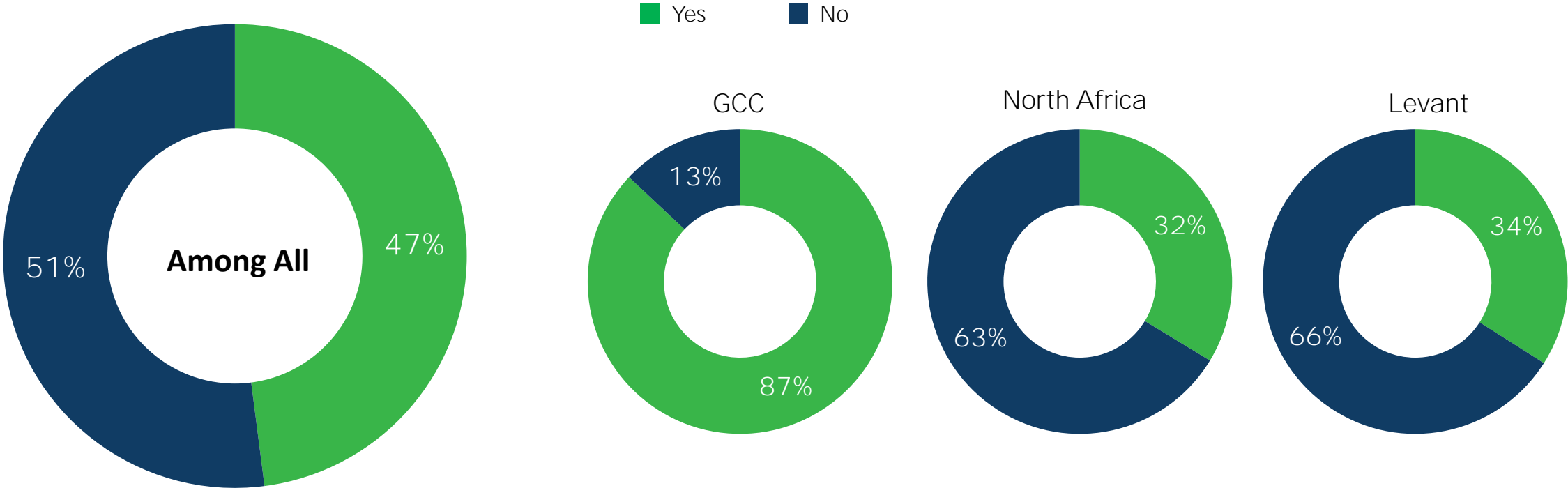
(Not including 'Don't know')

Over two thirds of youth in North Africa and Levant say their governments do not have the right policies to address their most important concerns



Do you think your government has the right policies to address the issues most important to young people?

(Showing percentage, among all)



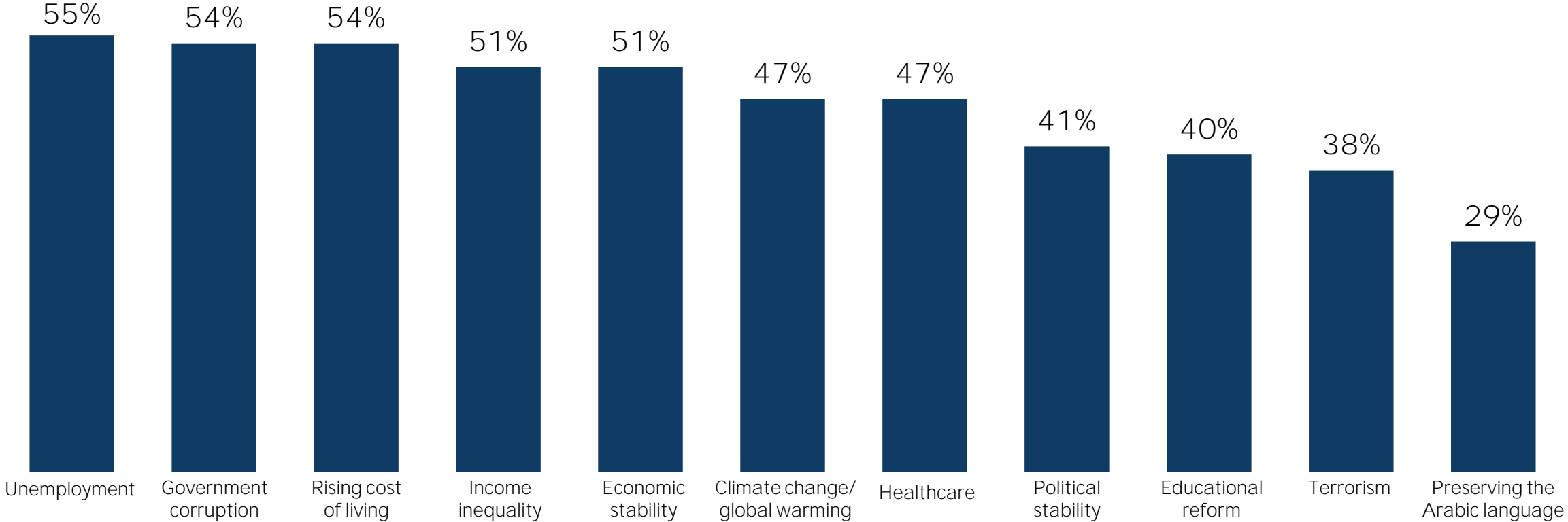
(Not including 'Don't know')

Most young Arabs lack confidence in their government to tackle unemployment, corruption and rising living costs



How confident are you in your national government's ability to deal with the following?

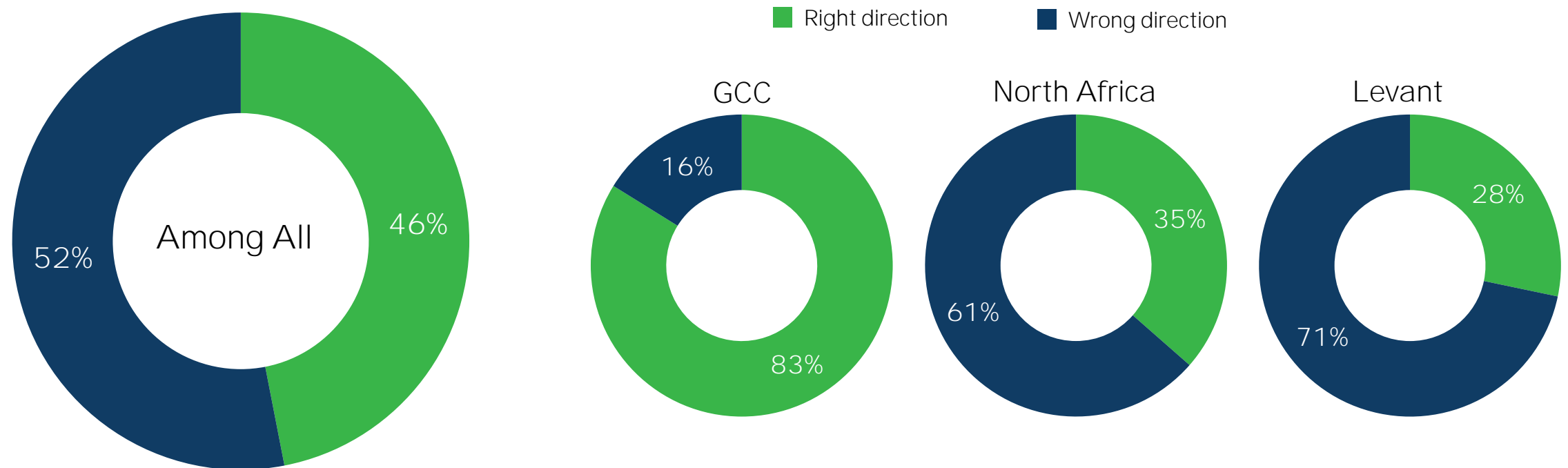
(Showing percentage, among all, saying not confident)



Majority of youth in Levant and North Africa say their country is going in the wrong direction

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

(Showing percentage among all)



(Not including 'Don't know')

A third of young Arabs say there is widespread government corruption in their country

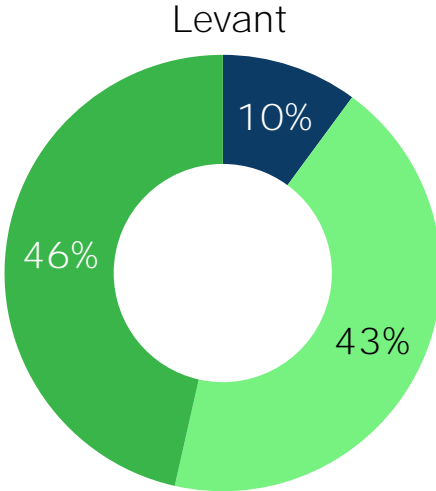
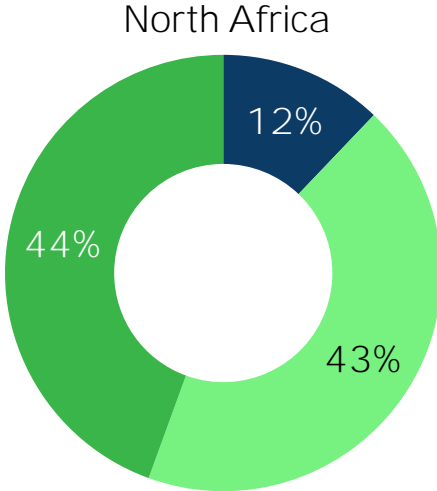
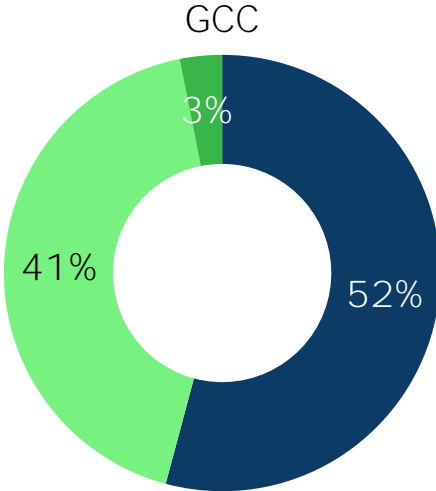
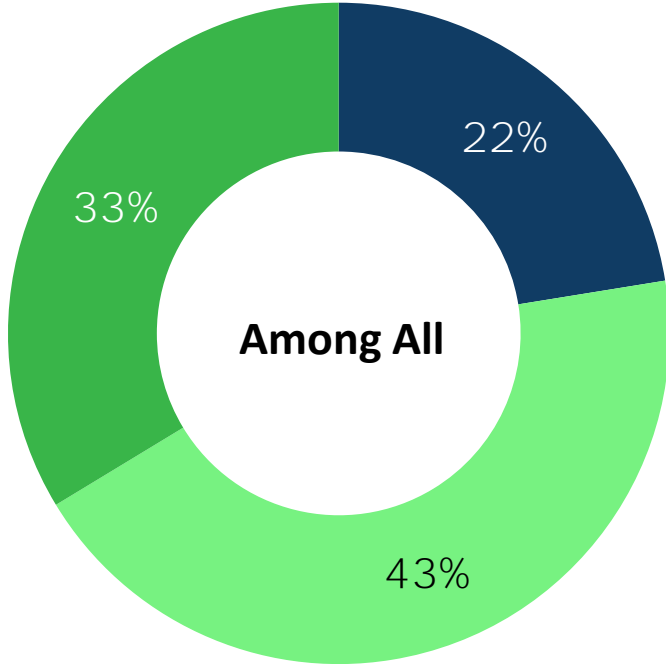


Which of the following is closer to your view about your government?

“In my country, there is...”

(Showing percentage, among all)

■ Widespread government corruption ■ Some government corruption ■ No government corruption



(Not including 'Don't know')



3. My Livelihood

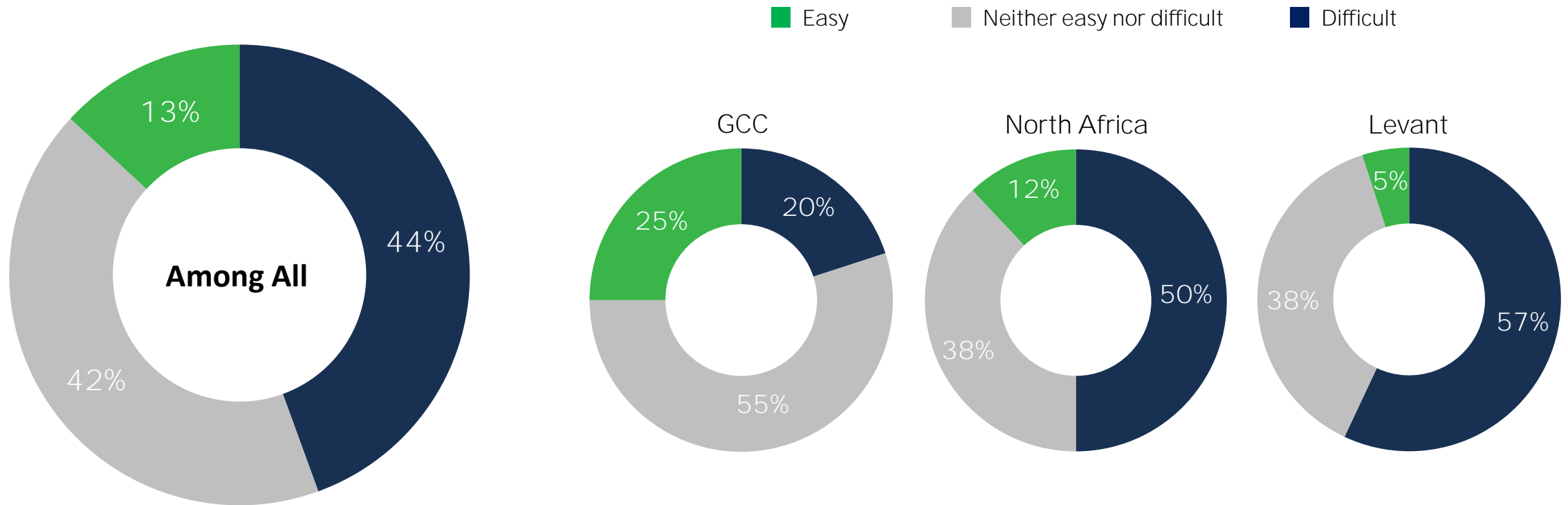
KITCHEN TABLE ISSUES DOMINATE

Worried about the rising cost of living and lack of jobs, many young Arabs are turning entrepreneurial and aspire to start their own business in the next five years

Except in GCC, over half of young Arabs believe it would be difficult to find a job in their country



Thinking about the job market in your country, would you say that finding a new job in your country is currently?



(Not including 'Don't know')

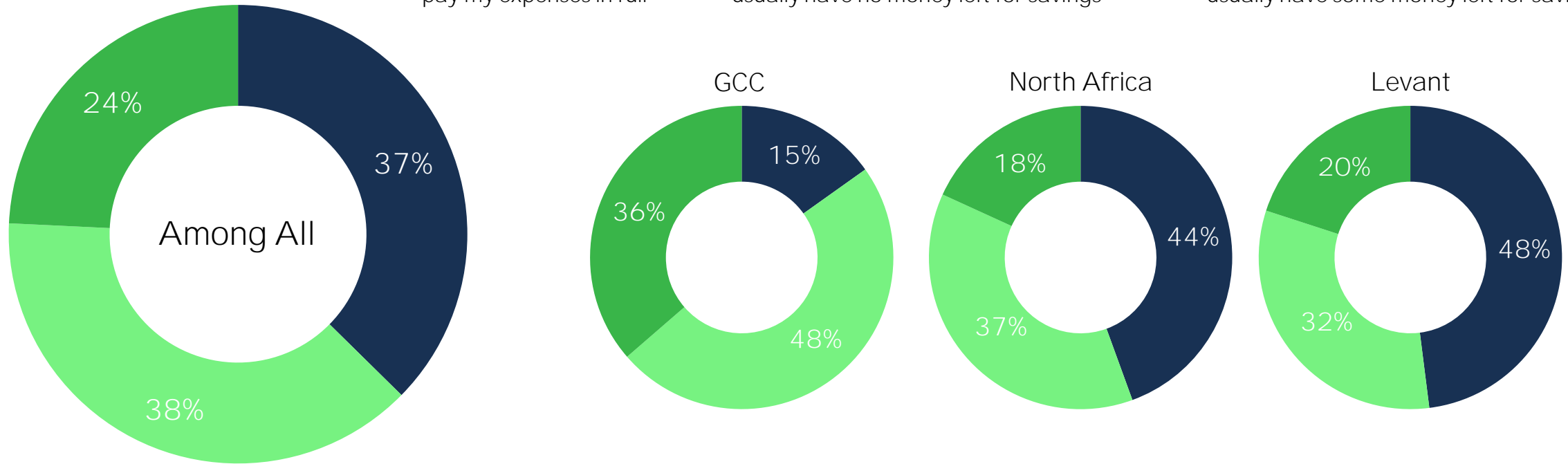
Nearly half of young Arabs in North Africa and Levant struggle to meet their daily expenses



Which of the following best describes you when it comes to paying for the expenses you incur on a regular basis?

(Showing percentage, among all)

- Usually, I struggle to pay my expenses in full
- I am able to pay my expenses in full, but usually have no money left for savings
- I am able to pay my expenses in full, and usually have some money left for savings



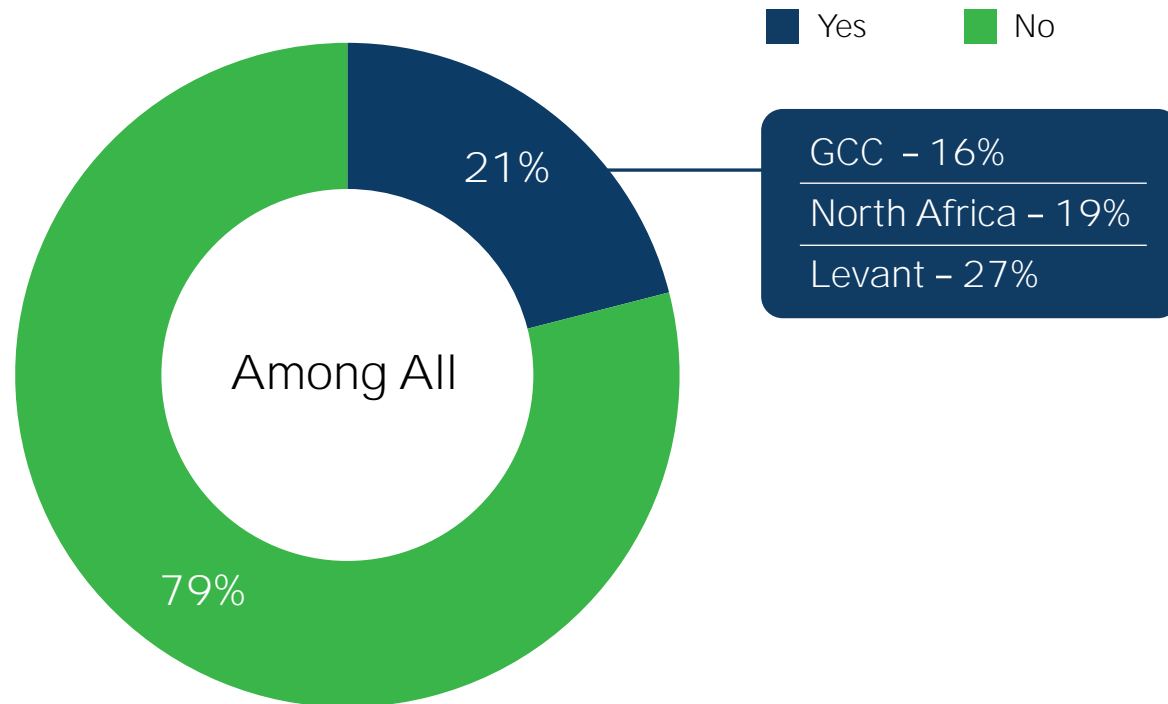
(Not including 'Don't know')

A fifth of young Arabs say they are in debt, with student and car loans, medical bills, excessive shopping and marriage loans as main reasons



Are you currently in debt? And what is the main reason for your debt?

(Showing percentage, among all)



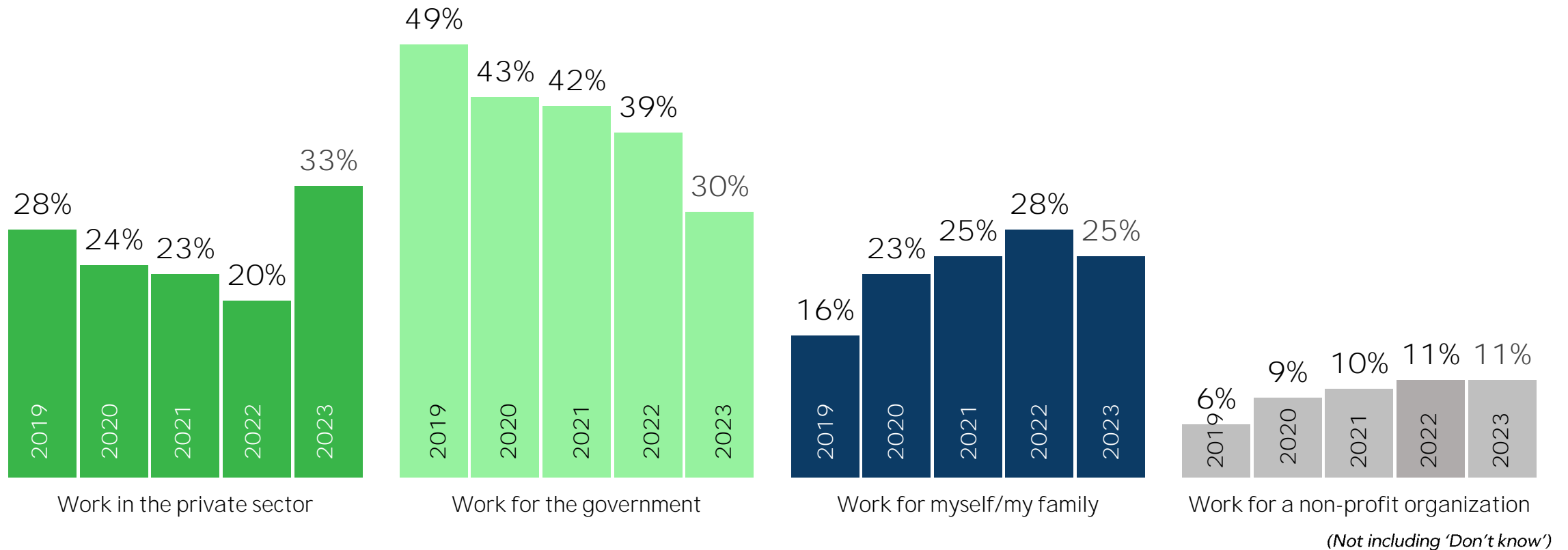
Region	Reason for debt
GCC	Student loans (25%)
	Car loans (15%)
	Marriage loans (11%)
	Excessive shopping (9%)
North Africa	Student loans (26%)
	Medical bills (18%)
	Credit card bills (14%)
Levant	Student loans (26%)
	Medical bills (23%)
	Car loans (10%)

More young Arabs want to work in the private sector as the appeal of government jobs continues to decline



Thinking about your future career, would you prefer to...?

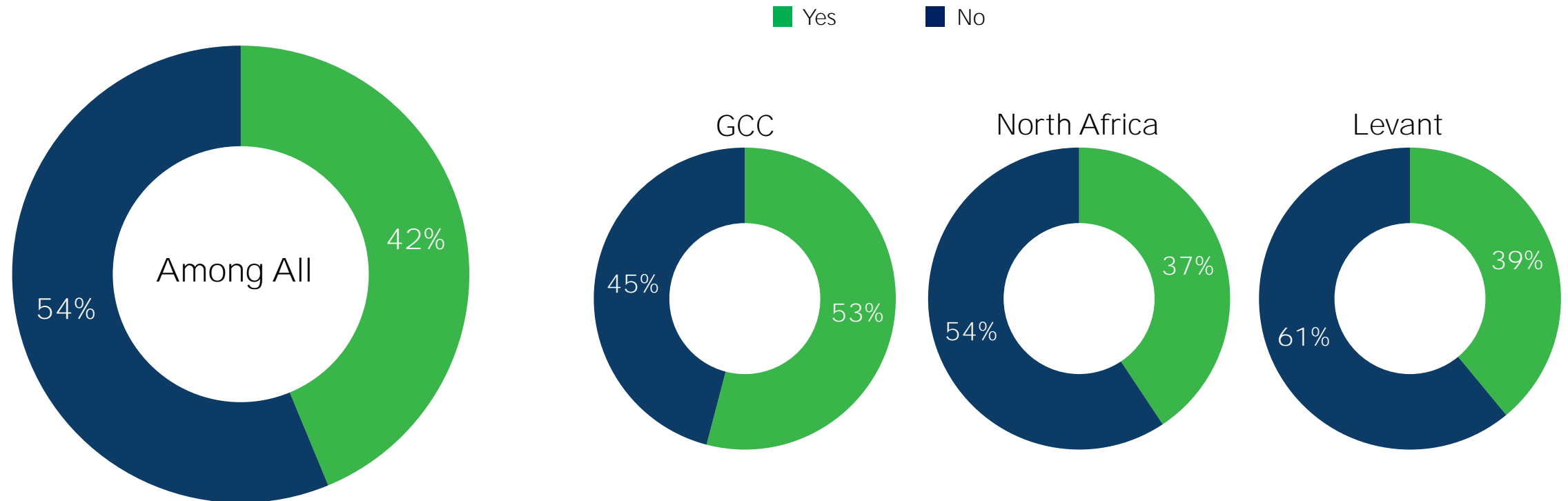
(Showing percentage, among all)



Nearly half say they intend to start their own business within the next five years

Do you intend to start your own business within the next five years?

(Showing percentage, among all)



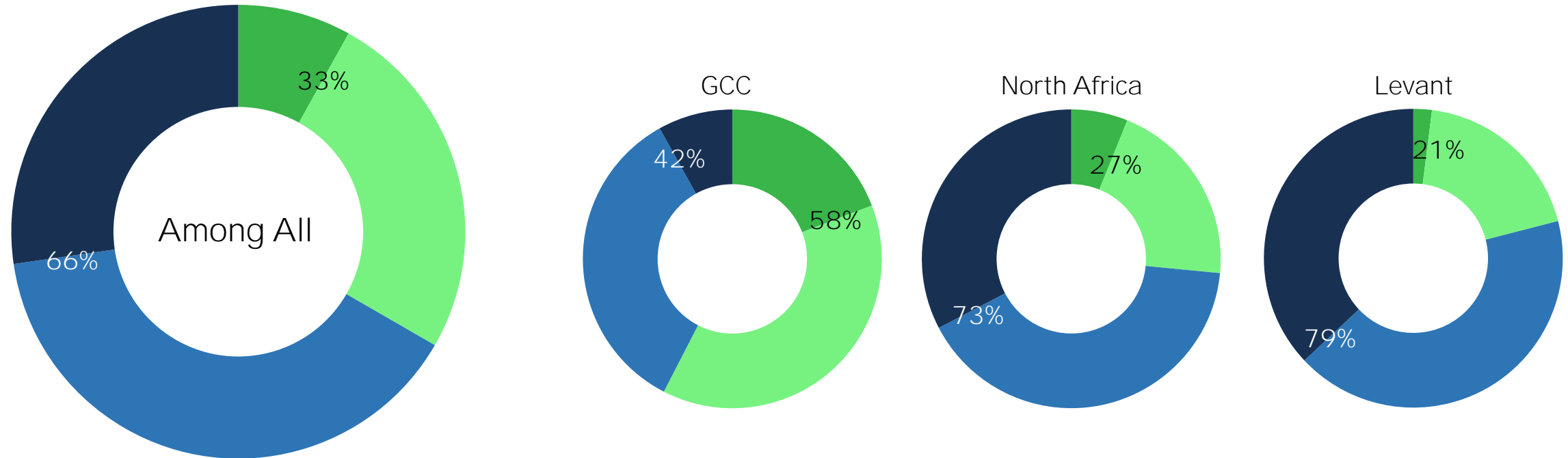
(Not including 'Don't know')

Two-thirds say it is difficult for young people to start a successful business in their own country

How easy or difficult is it for young people to start a successful business in your country?

(Showing percentage, among all)

■ Very easy
 ■ Somewhat easy
 ■ Somewhat difficult
 ■ Very difficult



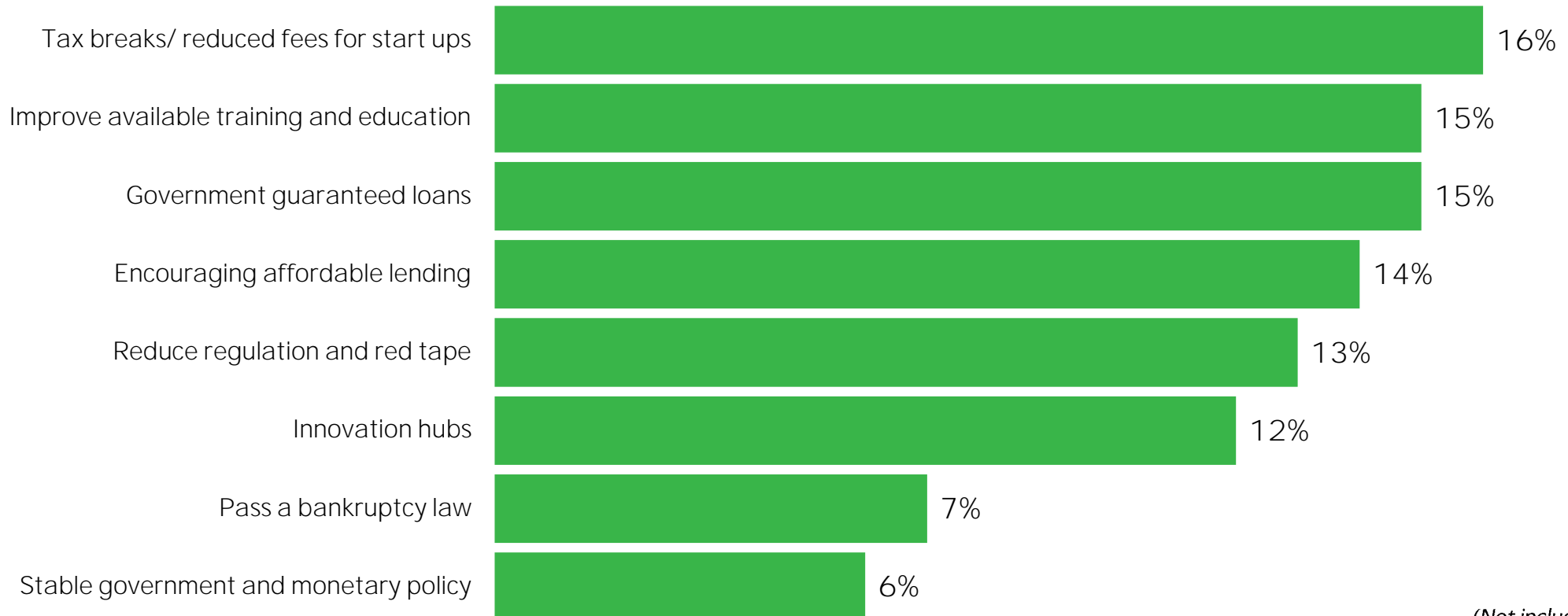
(Not including 'Don't know')

Financial incentives and better training would encourage more young Arabs to start a business



What should your government do to promote entrepreneurship?

(Showing percentage, among all)



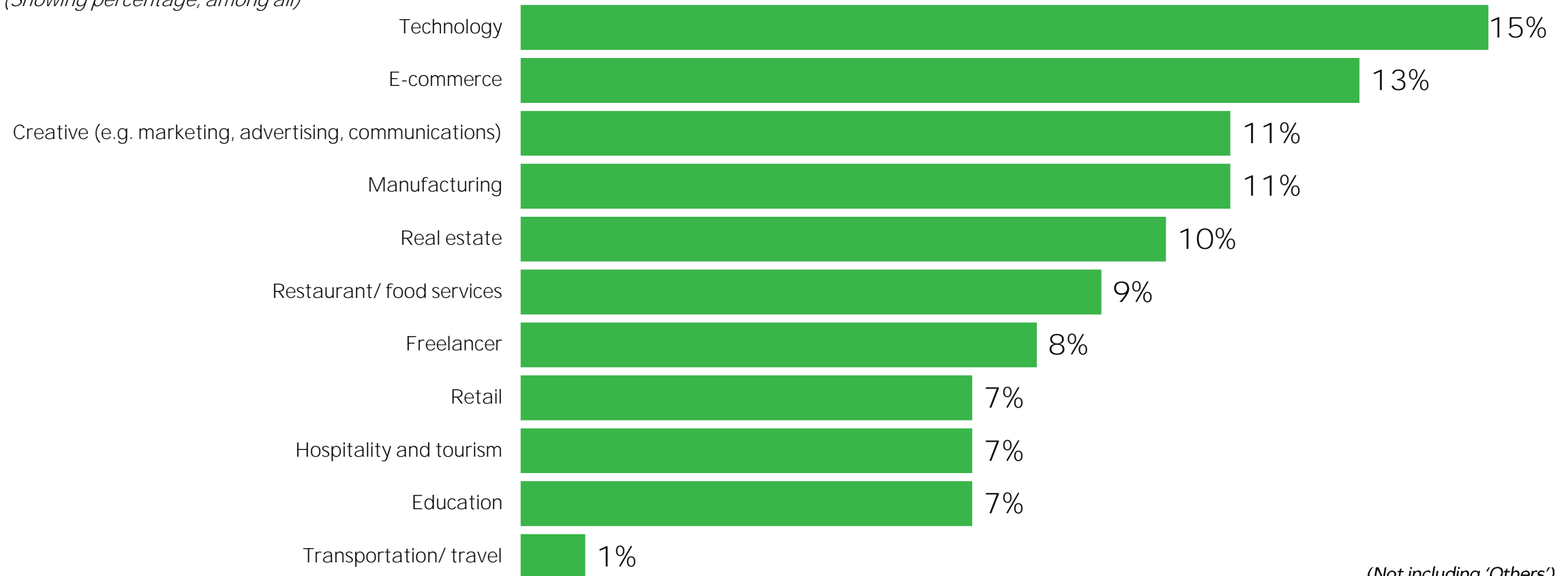
(Not including 'Others')

Arab youth say they want to start a business in the technology, e-commerce or creative industries



In which industry would you like to set your business up in?

(Showing percentage, among all)



(Not including 'Others')



4. My Identity

GUIDED BY FAITH

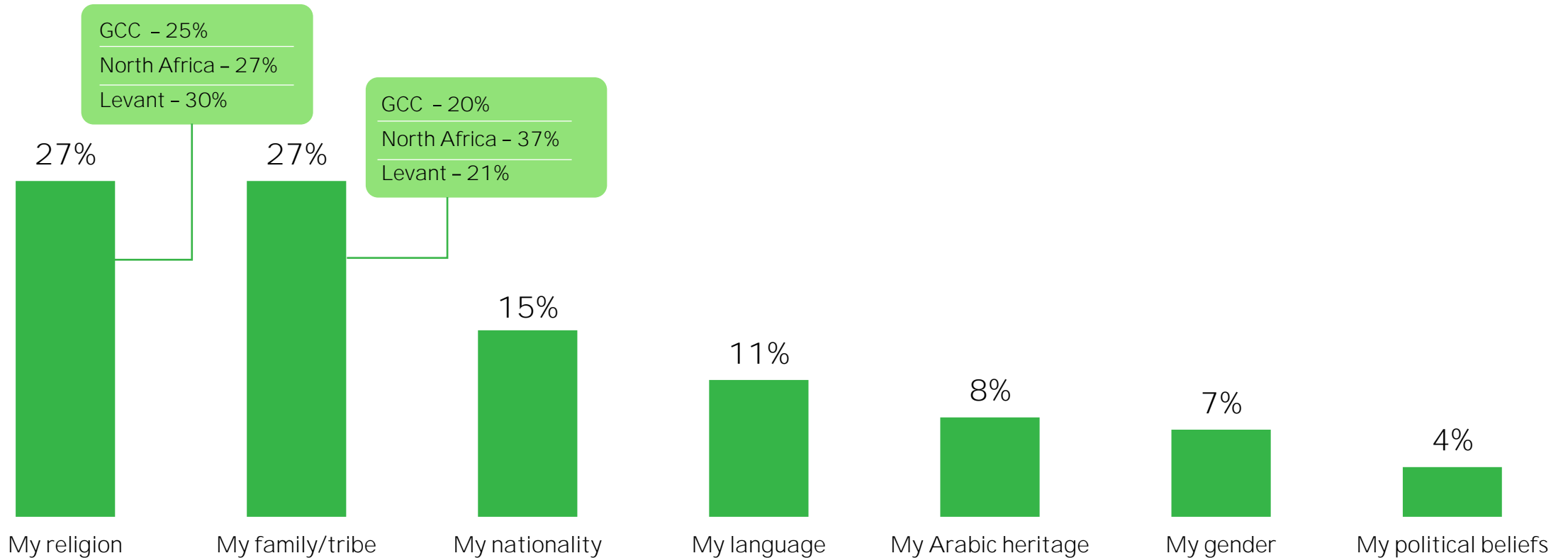
Arab youth's affinity towards their religion continues to be strong, while most worry about the loss of traditional values and their culture

Arab youth say religion and family are key to their personal identity



Which of the following is most important to your personal identity?

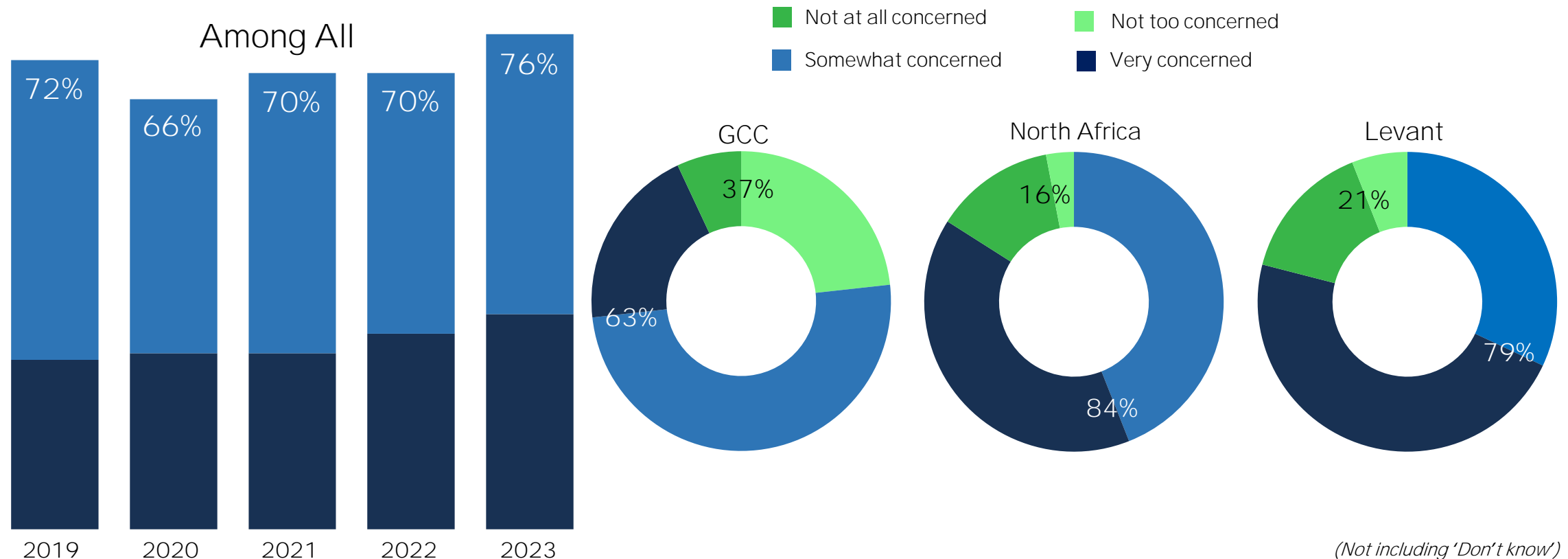
(Showing percentage, among all)



Over three-quarters are concerned about the loss of traditional values and culture

How concerned would you say are you about the loss of traditional values and culture?

(Showing percentage saying 'very/somewhat concerned')

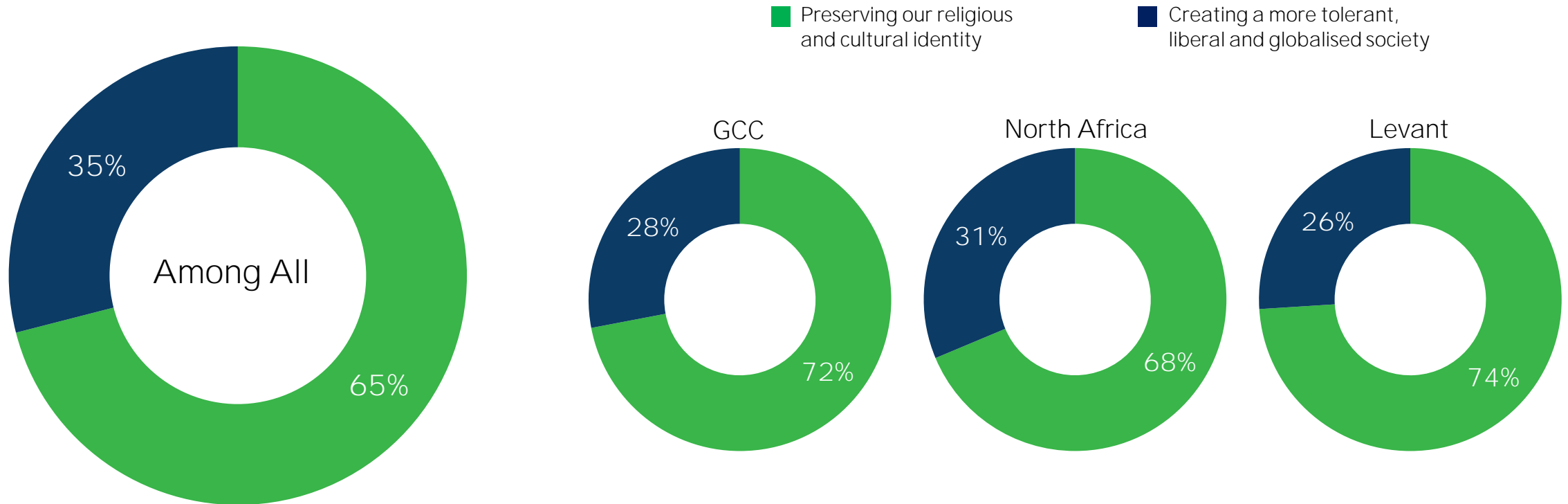


Most say preserving their religious and cultural identity is more important than creating a more tolerant, liberal and globalised society



Which of the following is more important to you?

(Showing percentage, among all)



(Not including 'Don't know')

Three-quarters disagree that religious values are holding the Arab world back

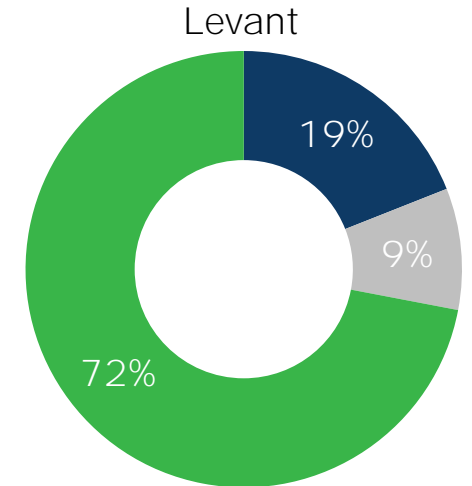
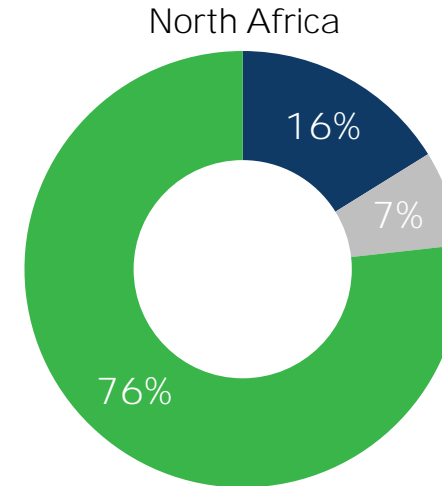
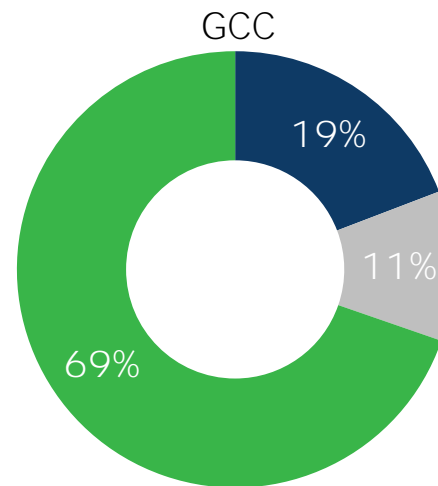
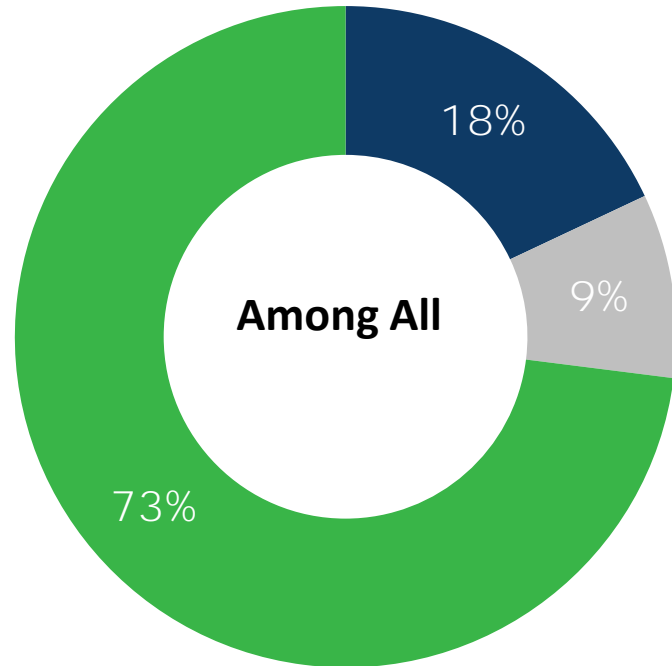


How strongly do you agree or disagree with the statement?

“Arab world’s religious values are holding the region back.”

(Showing percentage, among all)

■ 'Strongly/Somewhat agree'
 ■ Neither agree nor disagree
 ■ 'Strongly/Somewhat disagree'



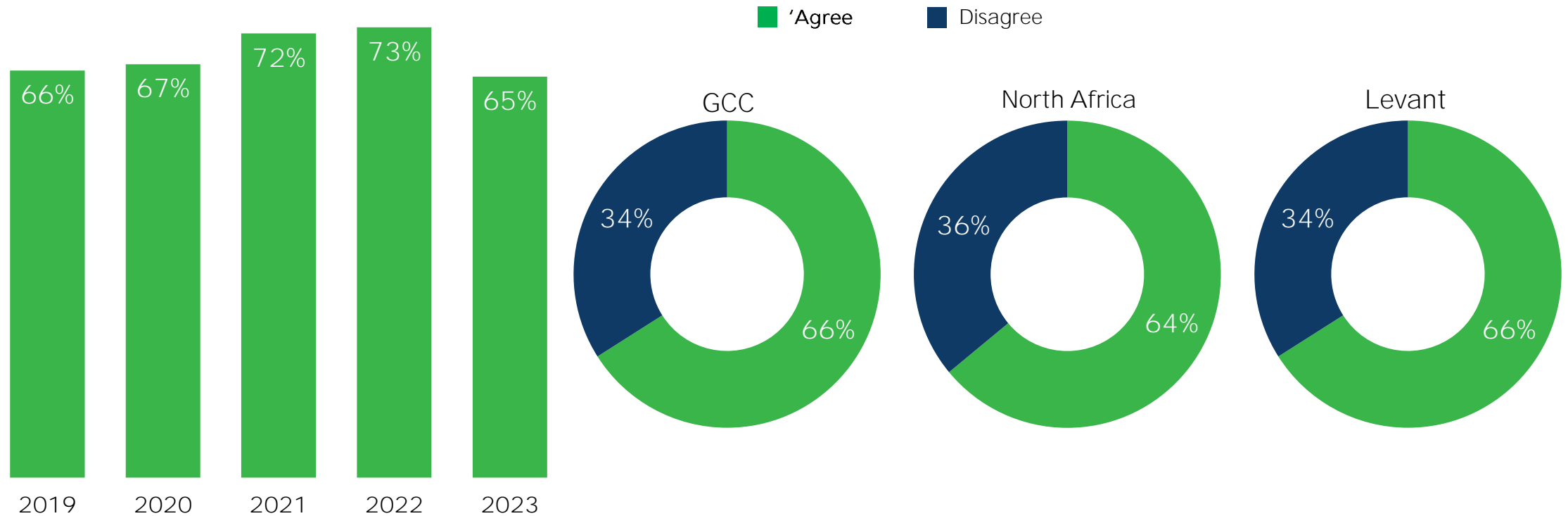
(Not including 'Don't know')

Nearly two-thirds of young Arabs say religion plays too big a role in the region

How strongly do you agree or disagree with the statement?

“Religion plays too big of a role in the Middle East.”

(Showing percentage, among all, agreeing religion plays too big a role)



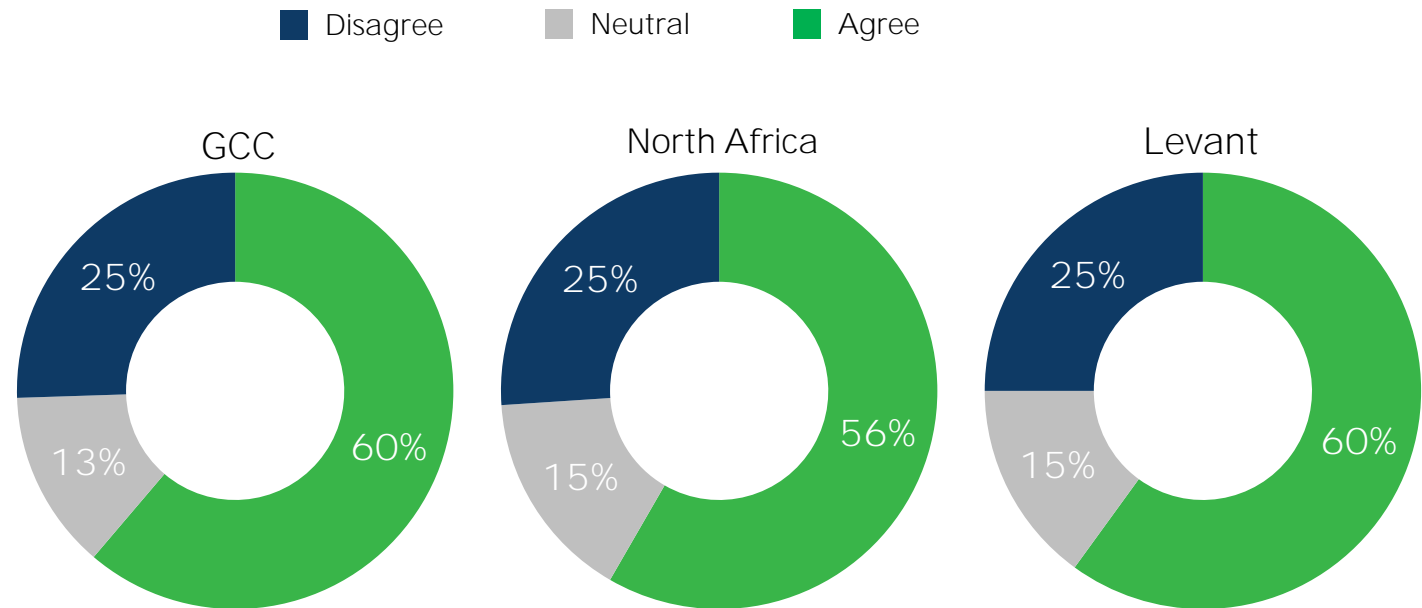
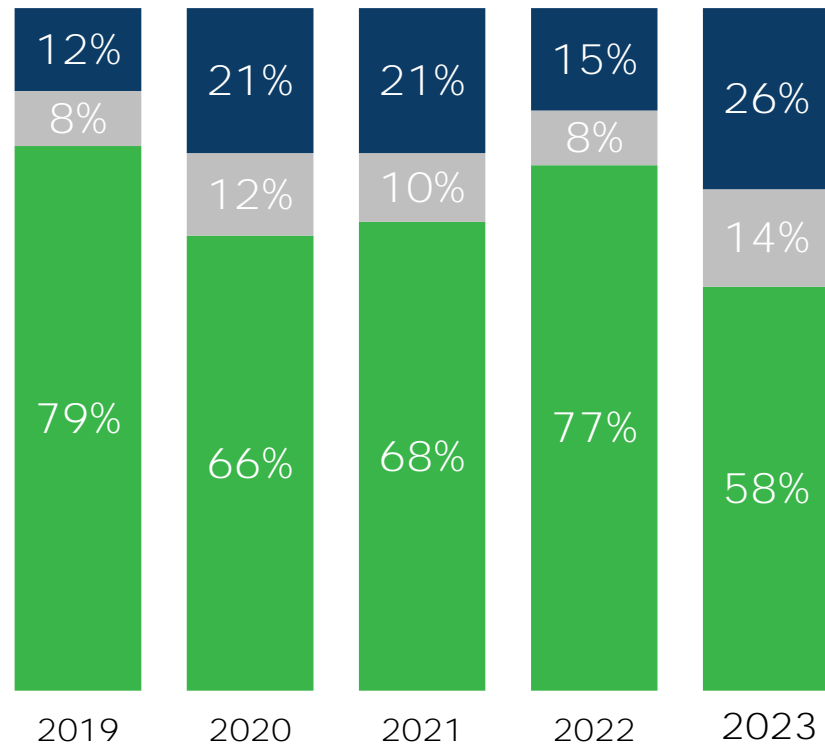
(Not including 'Don't know')

Fewer youth than before agree that the Arab world should reform its religious institutions

How strongly do you agree or disagree with the statement?

“Arab world needs to reform its religious institutions.”

(Showing percentage, among all)



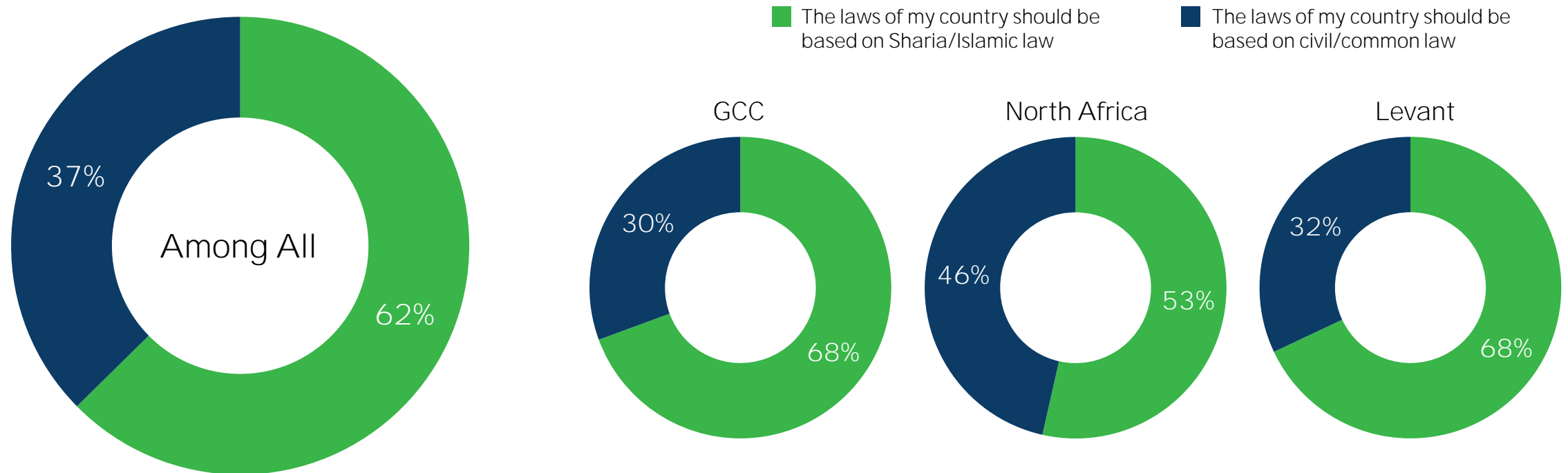
(Not including 'Don't know')

Nearly two-thirds say that the laws of their country should be based on Sharia



Which of the following is closer to your point of view?

(Showing percentage, among all, answering)



(Not including 'Don't know')

Over half say the Arabic language is less important to them than it is to their parents

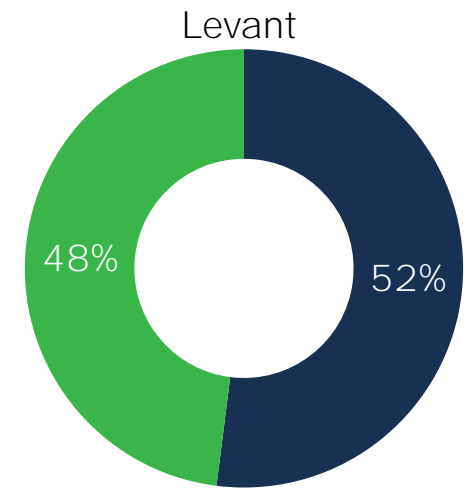
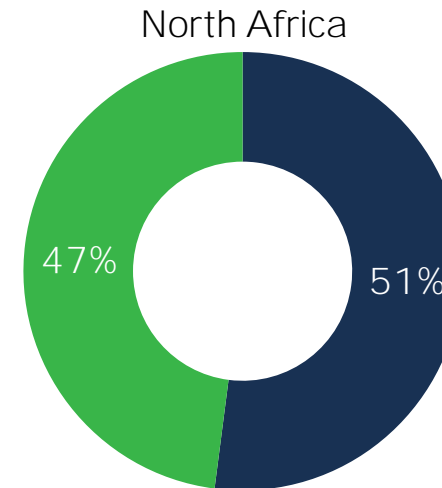
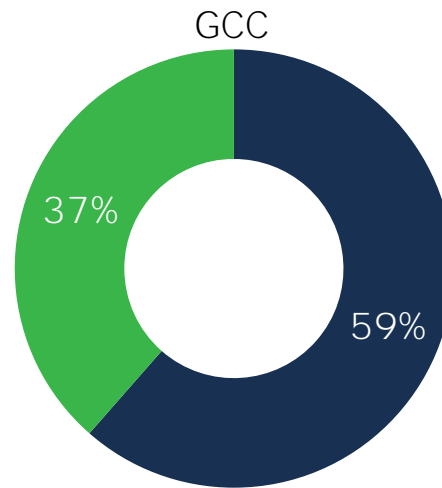
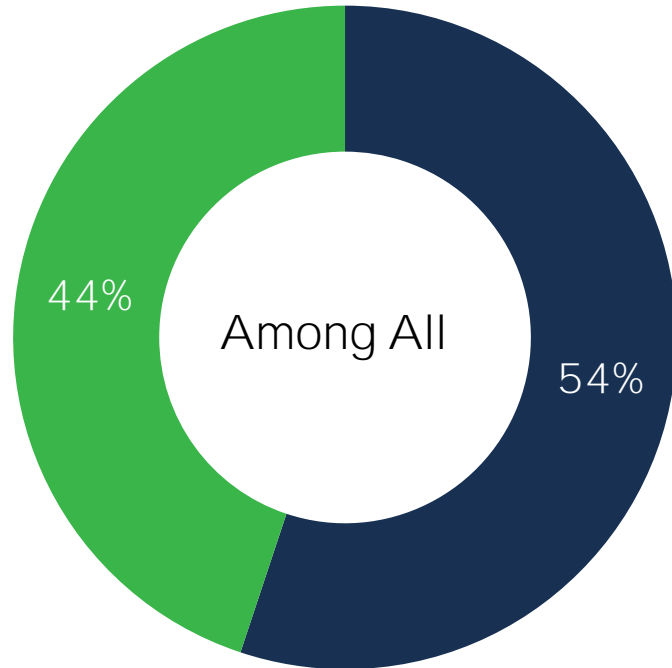


Which of the following is closer to your point of view?

“The Arabic language is...”

(Showing percentage, among all)

■ Less important to me than to my parents ■ More important to me than to my parents



(Not including 'Don't know')



5. My Aspirations

RISE IN URGE TO EMIGRATE

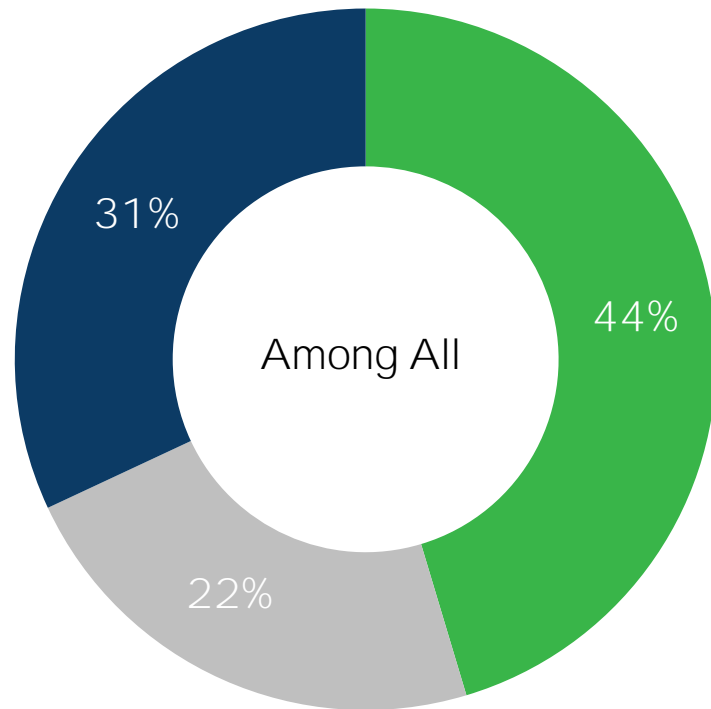
Disillusioned with the state of the economy in their home country, many young Arabs, especially in North Africa and Levant, are actively considering emigration

Nearly half say they want to leave their home country, with the desire to emigrate strongest in the Levant and North Africa

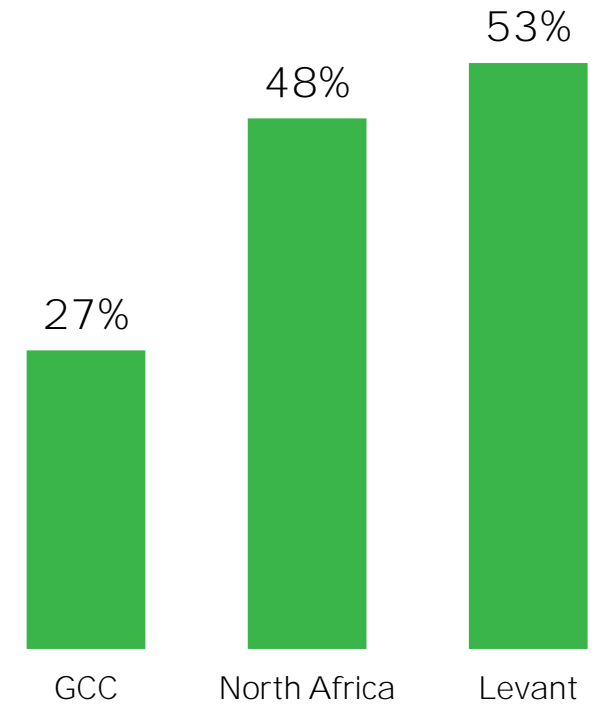


As you know, some people leave their country and emigrate to another country. Which of the following best describes you?

(Showing percentage saying)



- I am actively trying/considering to emigrate to another country
- I have not considered emigrating to another country, but could do so in the future
- I would never leave my country



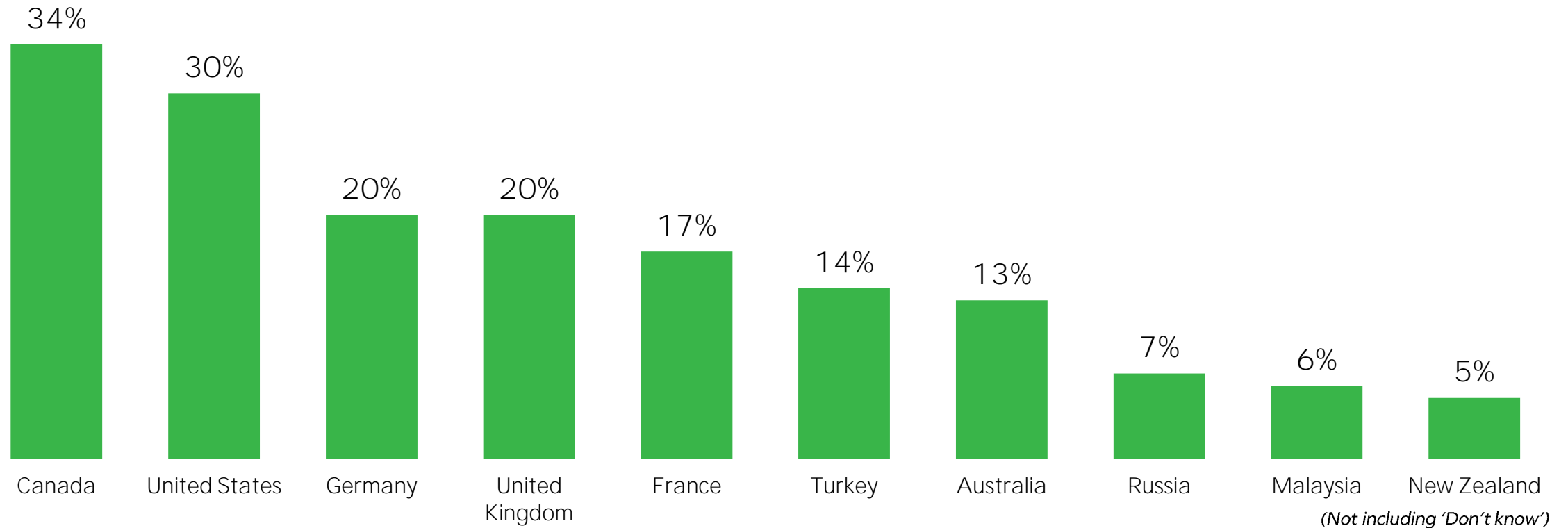
(Not including 'Don't know')

Canada, United States, Germany, the UK and France are the most attractive destinations for those seeking to emigrate



If you were to emigrate to another country, which country in the world would you be most likely to move to?

(Showing top 10, among those wishing to emigrate)

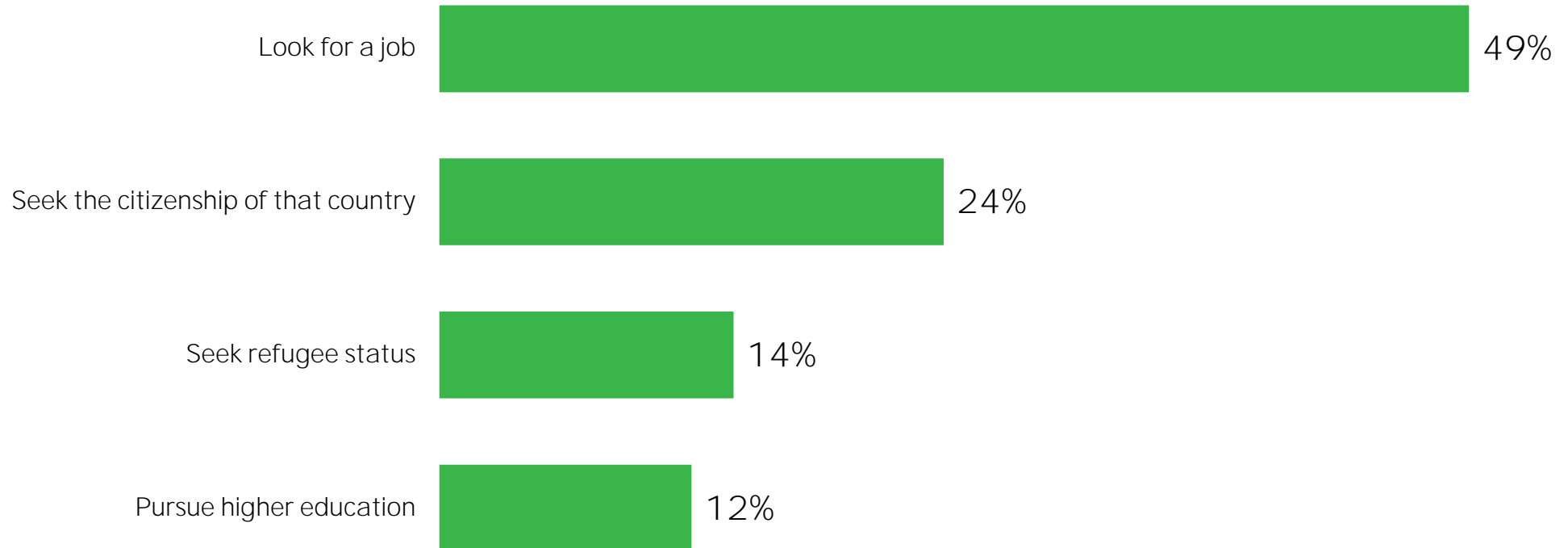


Half of young Arabs wishing to emigrate say the primary reason for doing so is to find a job



Would you be moving to another country primarily to...

(Showing percentage among all)

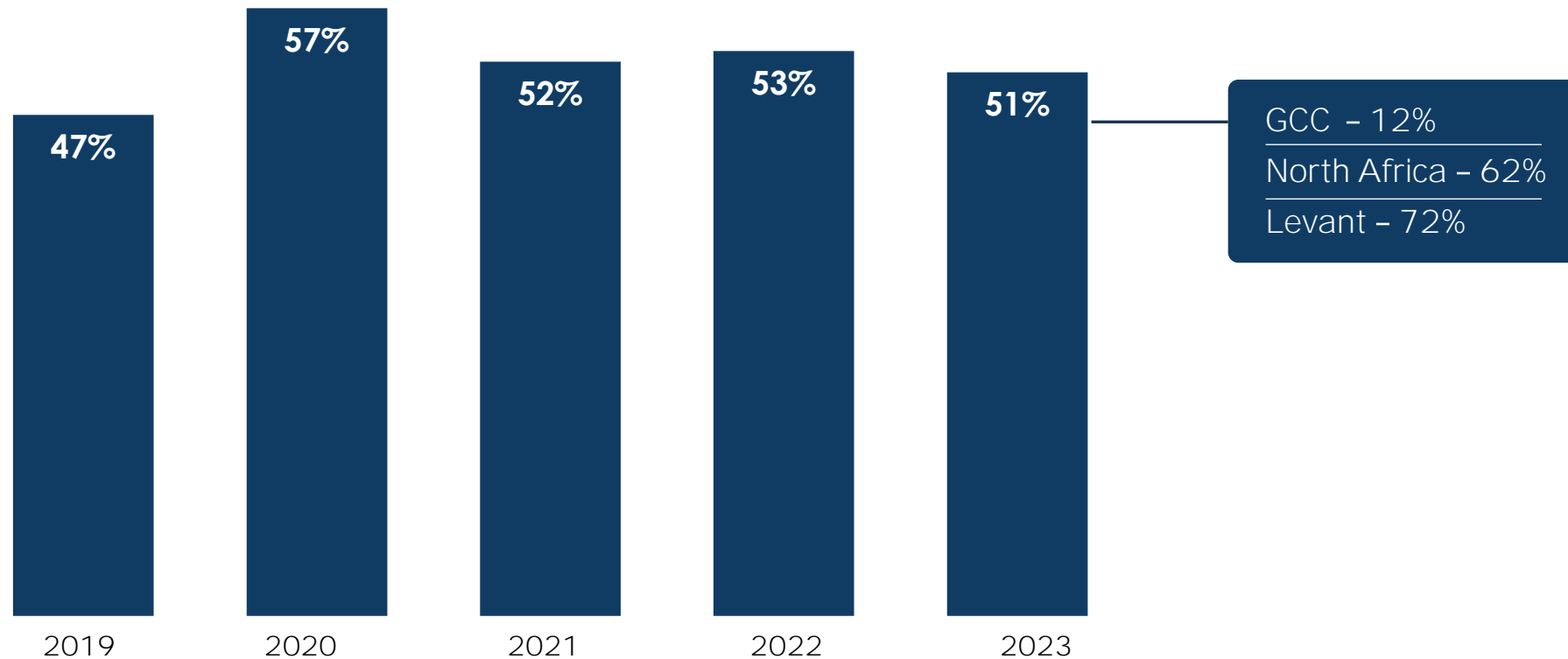


Over half say their country's economy is going in the wrong direction, a consistent finding over the past five years



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

(Showing percentage saying 'Wrong direction')



(Not including 'Don't know')

More than two-thirds of young Arabs say their best days lie ahead, with GCC youth particularly hopeful

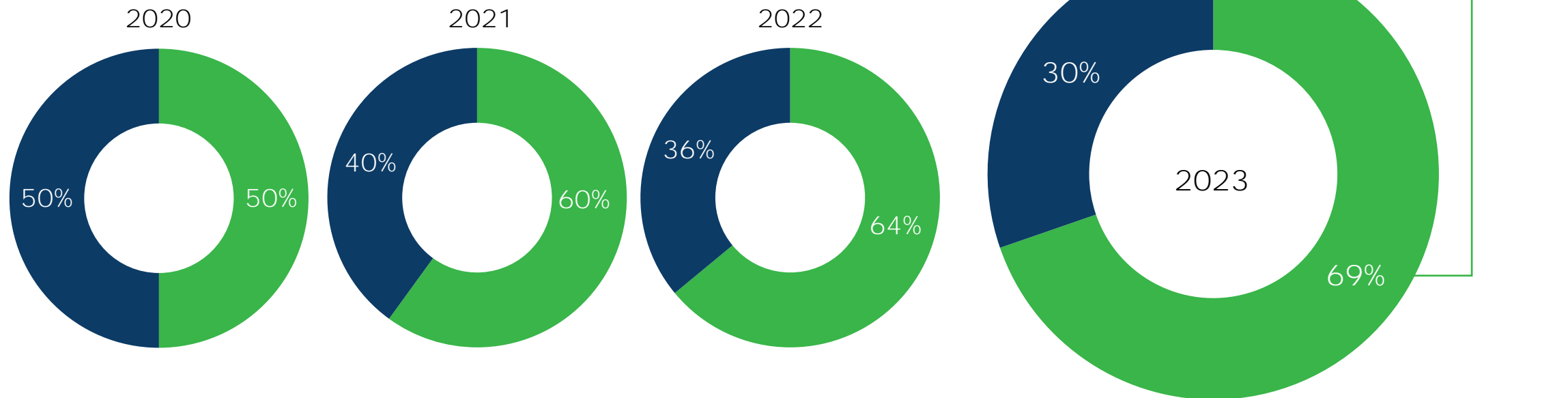


Which of the following do you agree with?

(Showing percentage among all)

■ 'Our best days are ahead of us'

■ 'Our best days are behind us'

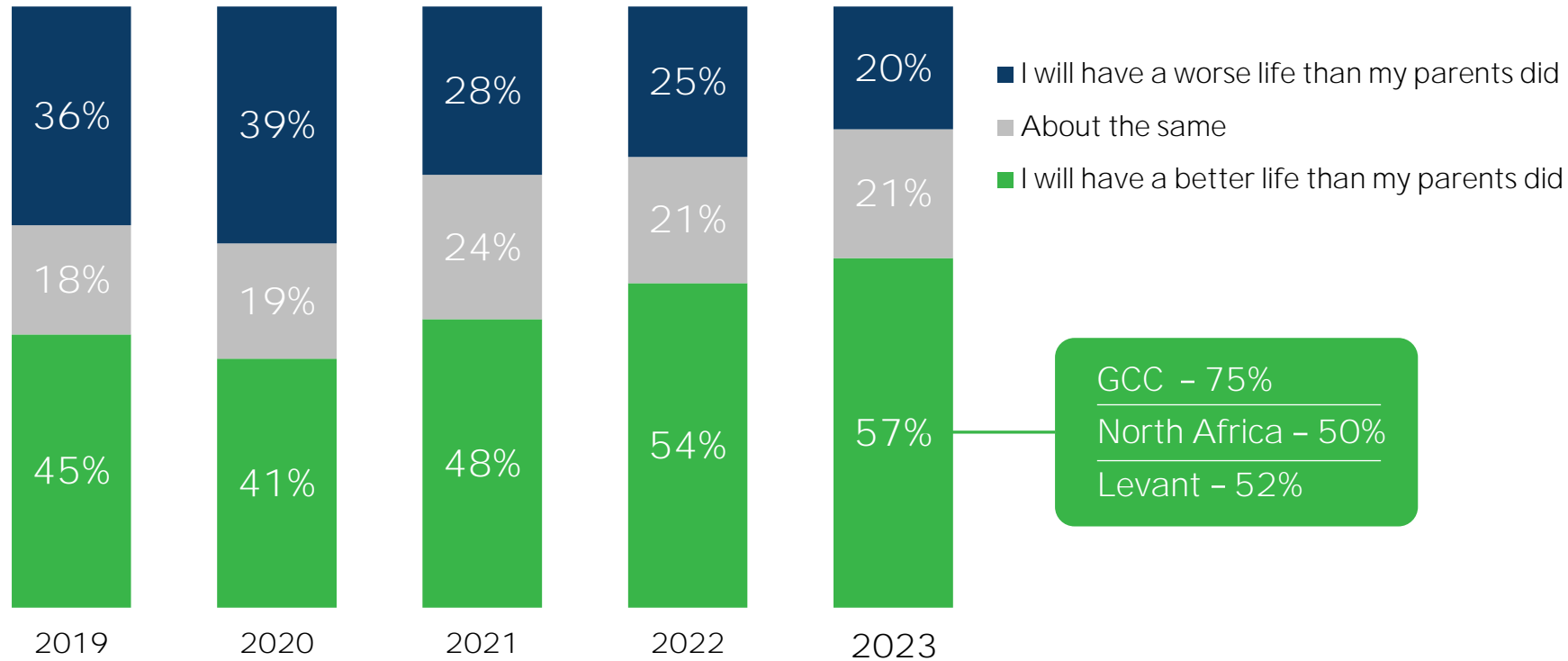


More than half in North Africa and Levant say they will have a better life than their parents



Which of the following is closer to your view?

(Showing percentage among all)



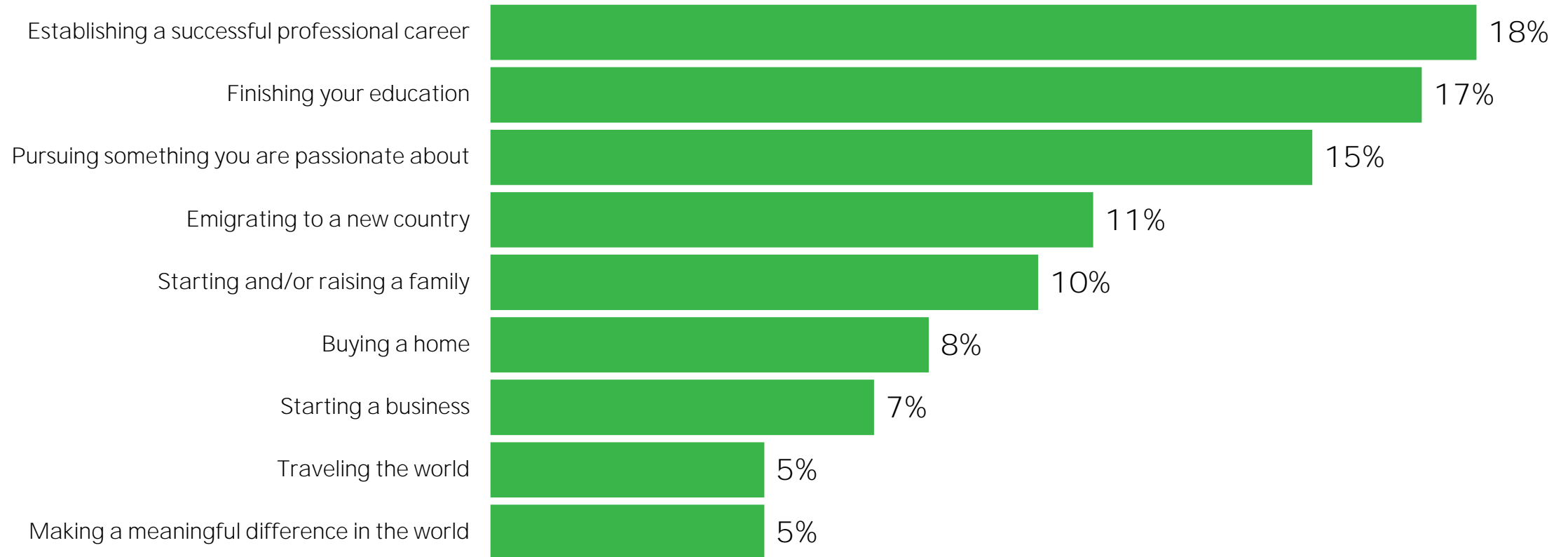
(Not including 'Don't know')

Young Arabs say they prioritise starting a career, finishing their education and doing something they are passionate about



Now thinking about the next 10 years, what are you personally most looking forward to?

(Showing percentage among all)



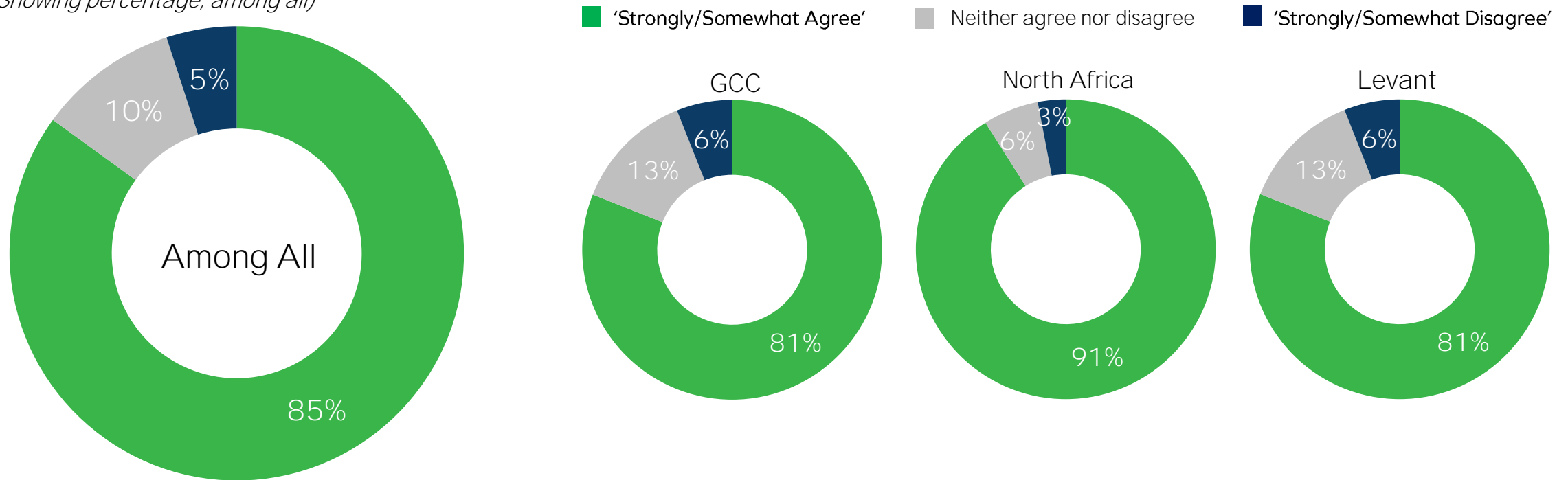
More than eight in 10 say Arab countries must uphold universal values such as freedom, equality and respect for human rights



To what extent do you agree or disagree with the following statement?

“I believe that global human values, such as freedom, equality, and respect for human rights, must be upheld by all societies across the Arab world.”

(Showing percentage, among all)



(Not including 'Don't know')



6. My Lifestyle

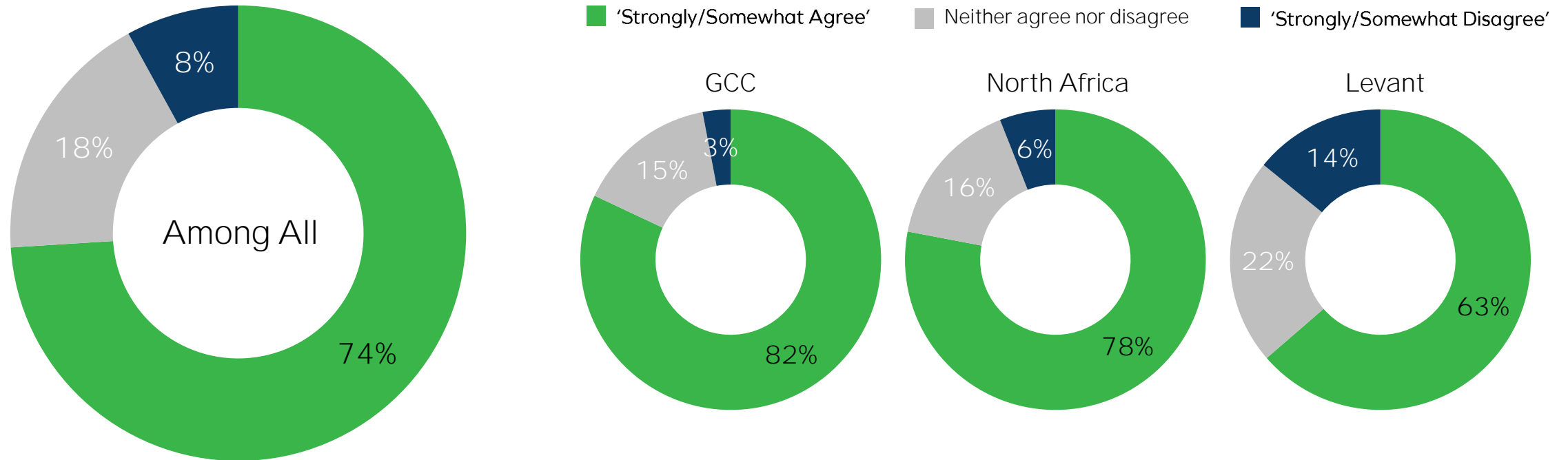
THE SOCIAL MEDIA GENERATION

The lifestyles of Arab youth are increasingly defined by their dependence on social media, and over three fourths say they struggle to disconnect

Three-quarters of young Arabs say they struggle to disconnect from social media



Do you agree or disagree that “I often find it difficult to disconnect from social media?”



(Not including 'Don't know')

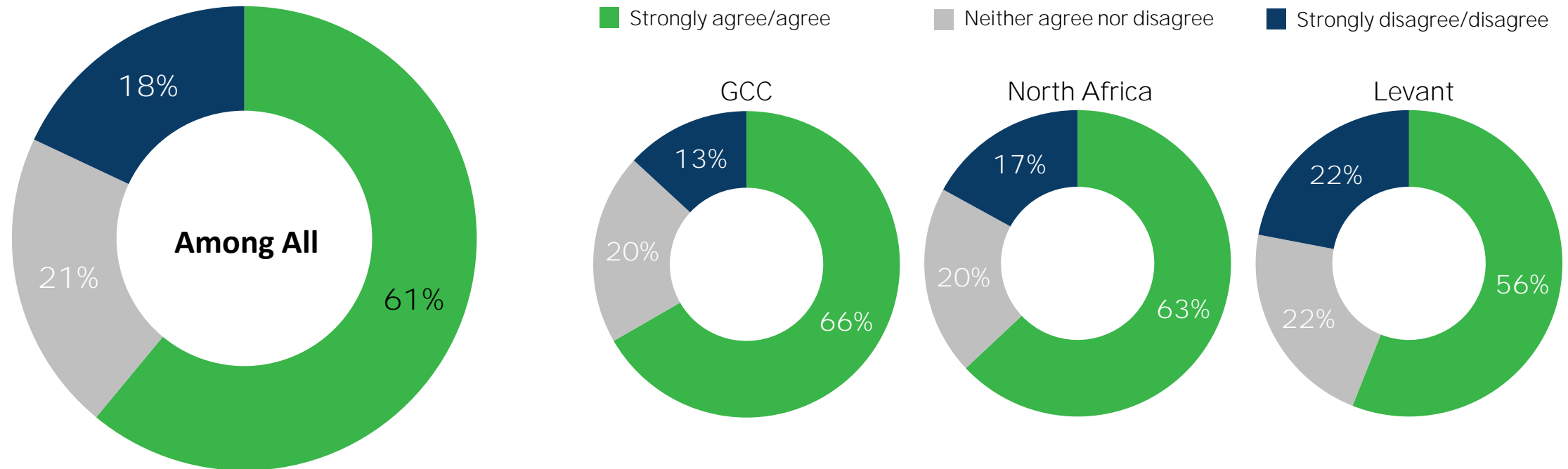
Nearly two-thirds say that social media negatively impacts mental health in the Arab world



To what extent do you agree or disagree with the following statement?

'Social media negatively impacts mental health in the Arab world.'

(Showing percentage among all)



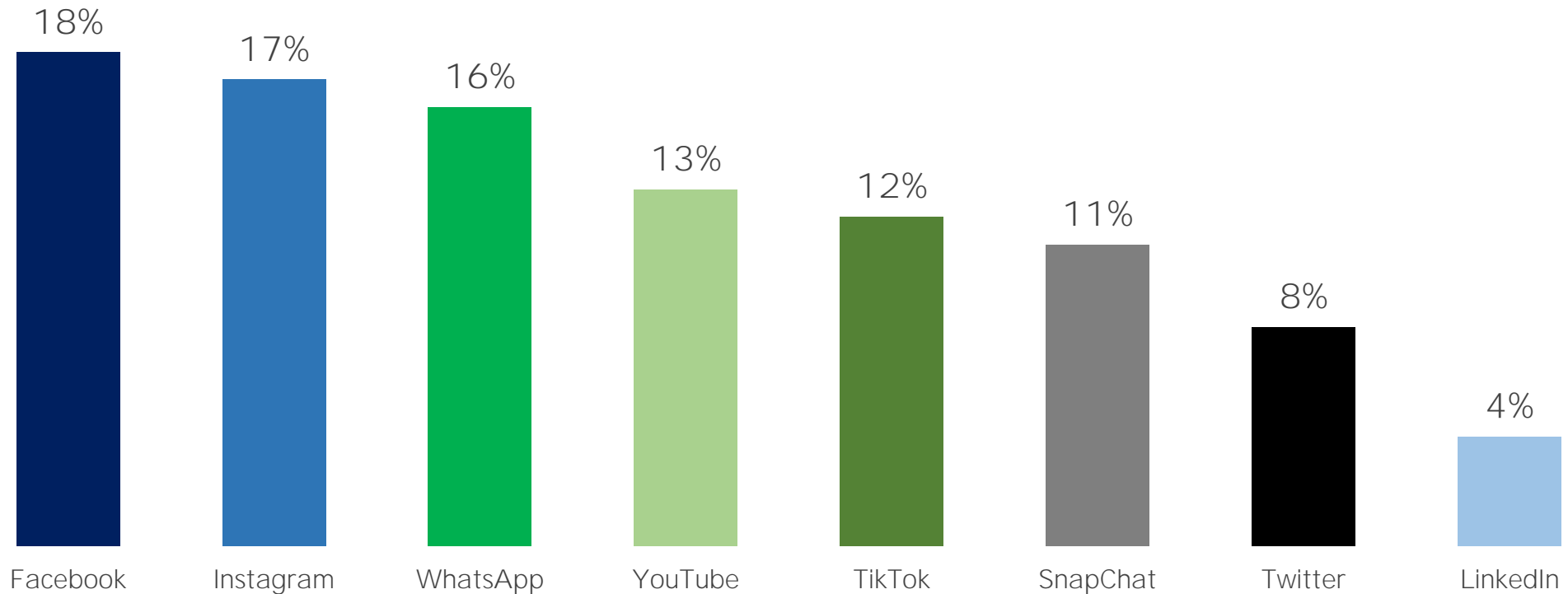
(Not including 'Don't know')

The most important social media platforms for Arab youth are Facebook, Instagram, WhatsApp, YouTube and TikTok



Which of the following social media channels is most important to you?

(Showing percentage among all)



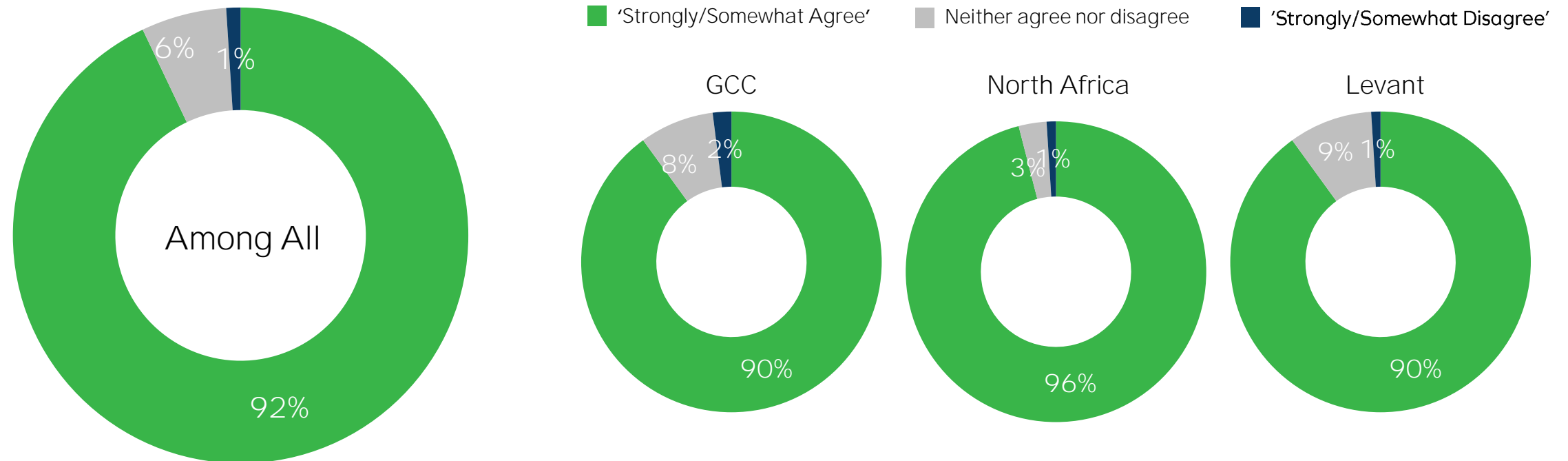
(Not including 'Don't know')

Arab youth say big tech companies like Facebook, Apple, Netflix and Google have 'too much power'



Do you agree or disagree that "Big technology companies (such as Facebook, Apple, Netflix, Google) have too much power?"

(Showing percentage among all)



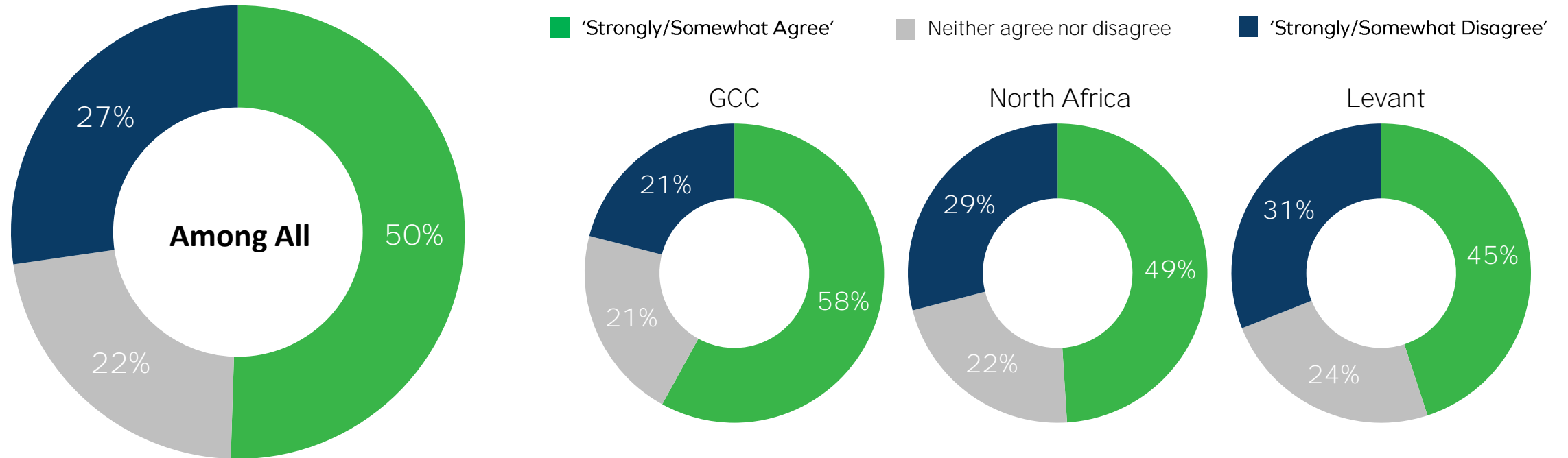
(Not including 'Don't know')

Half of Arab youth admit to sharing social media news without first checking its accuracy



Do you agree or disagree that “I share news on social media without checking its accuracy?”

(Showing percentage among all)



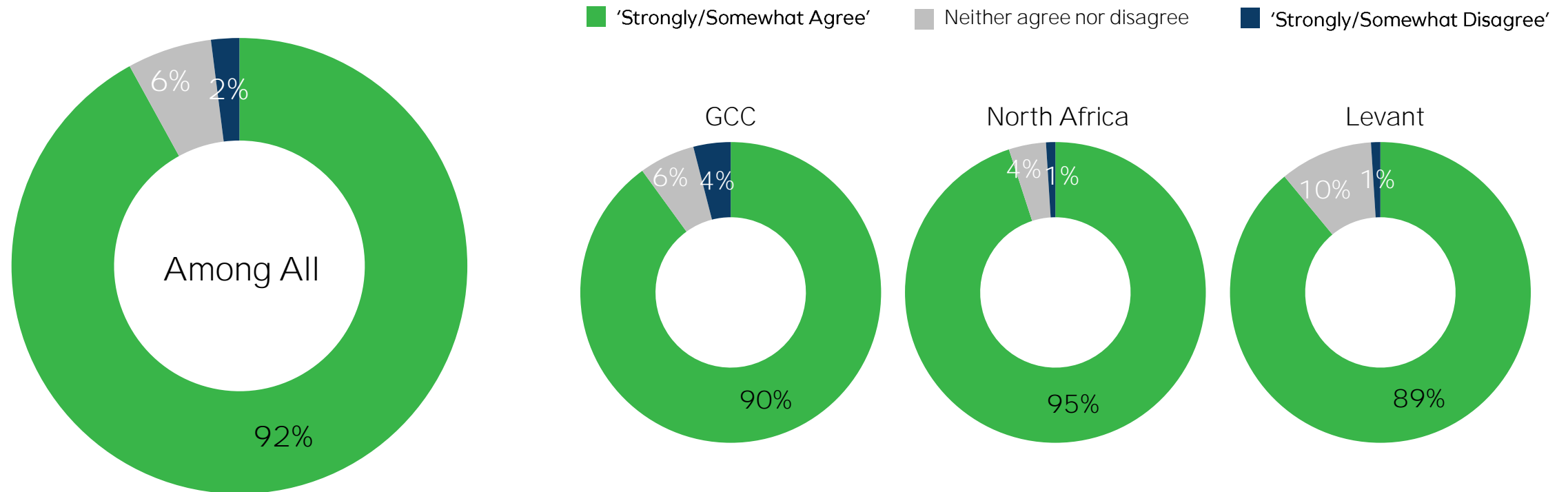
(Not including 'Don't know')

Most say social media companies aren't doing enough to tackle fake news



Do you agree or disagree that “Social media companies need to do more to stop disinformation on their sites?”

(Showing percentage among all)



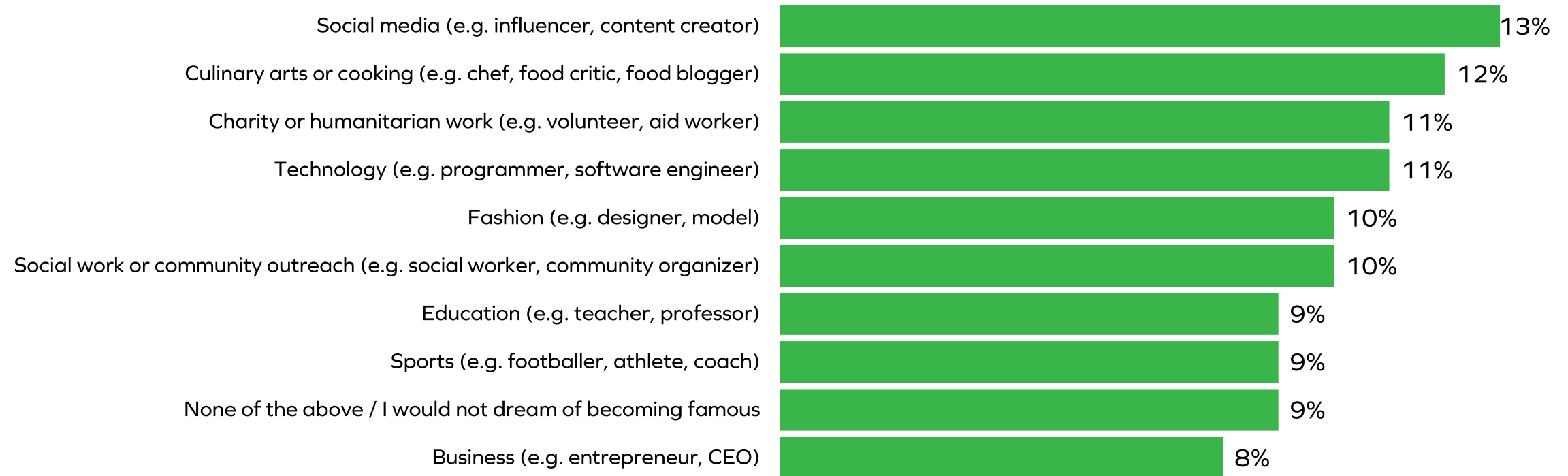
(Not including 'Don't know')

Young Arabs would rather be a famous social media influencer, chef or charity worker



In the future, if you were to ever become famous, in which of these fields would you want to achieve fame?

(Showing top 10 fields, among all)



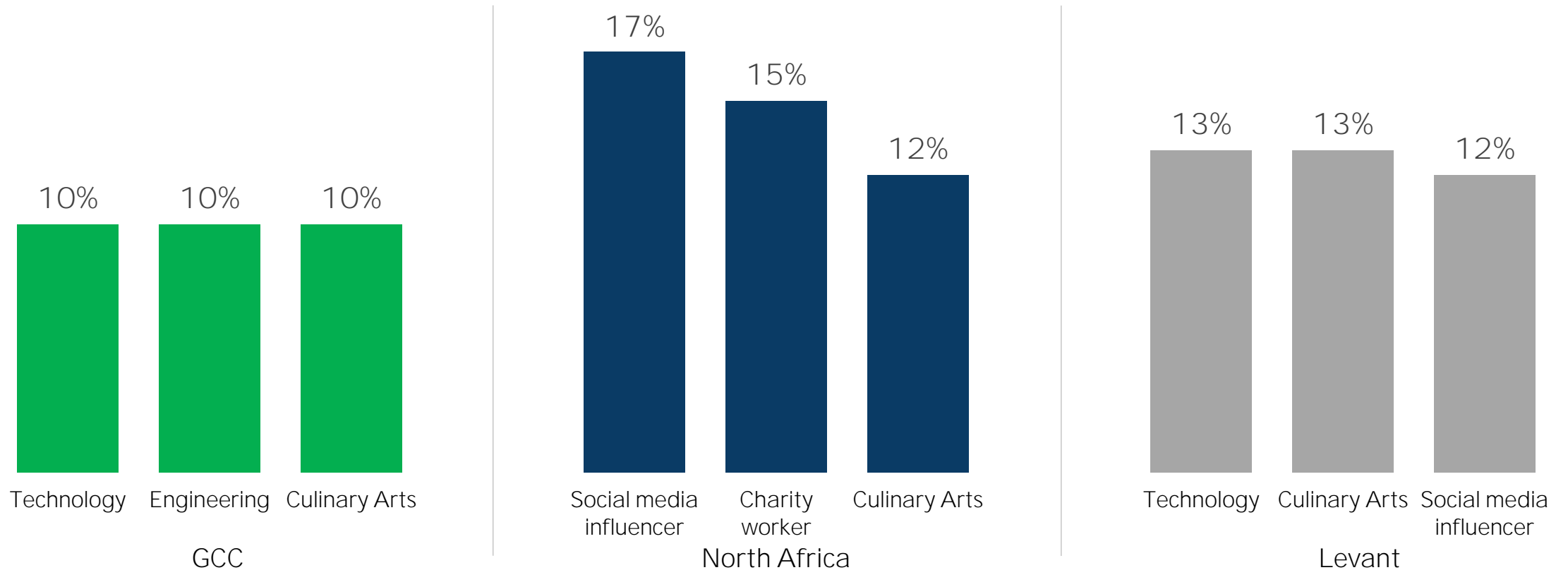
Respondents were given a choice of 30 professions and had the option of choosing more than one

Arab youth in North Africa are more inclined to seek fame as social media influencers



In the future, if you were to ever become famous, in which of these fields would you want to achieve fame?

(Showing top 3 choices named by the most according to region)

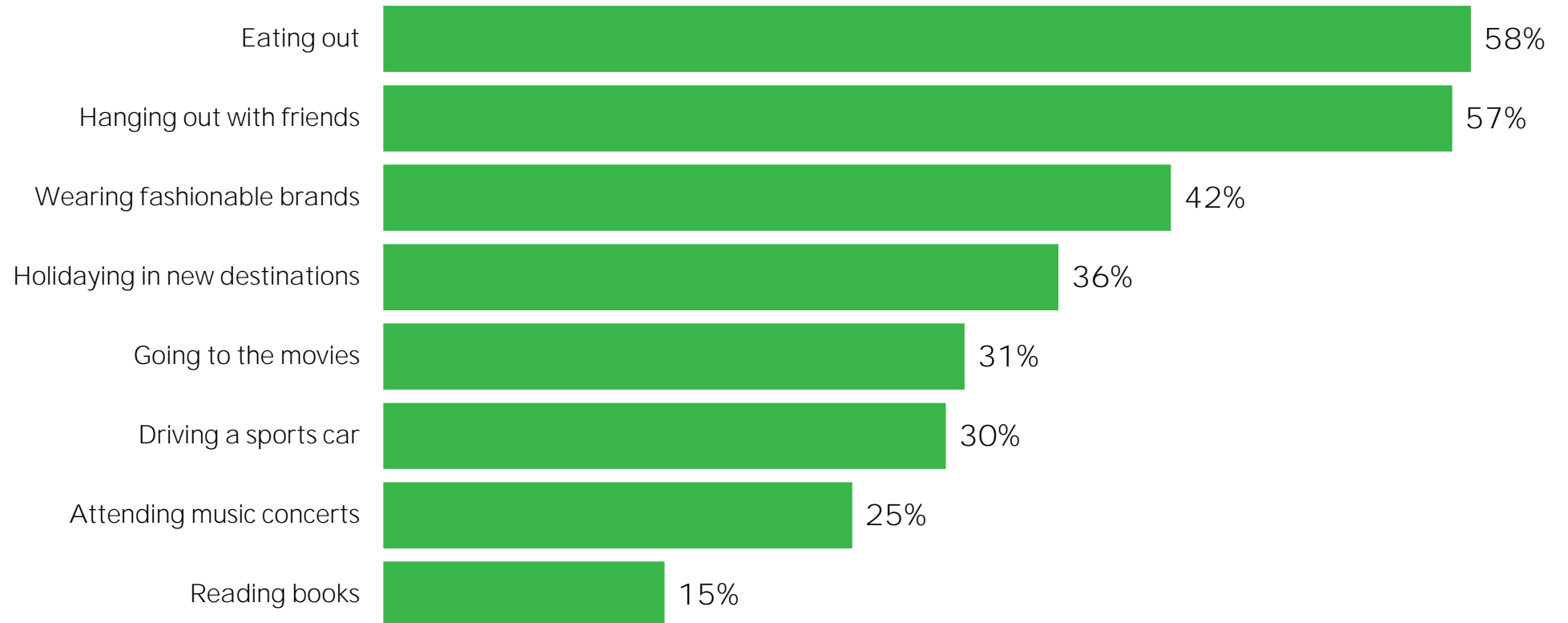


The lifestyle of young Arabs is best defined by eating out, spending time with friends and wearing the latest fashions



Which of the following defines your lifestyle?

(Showing percentage among all)

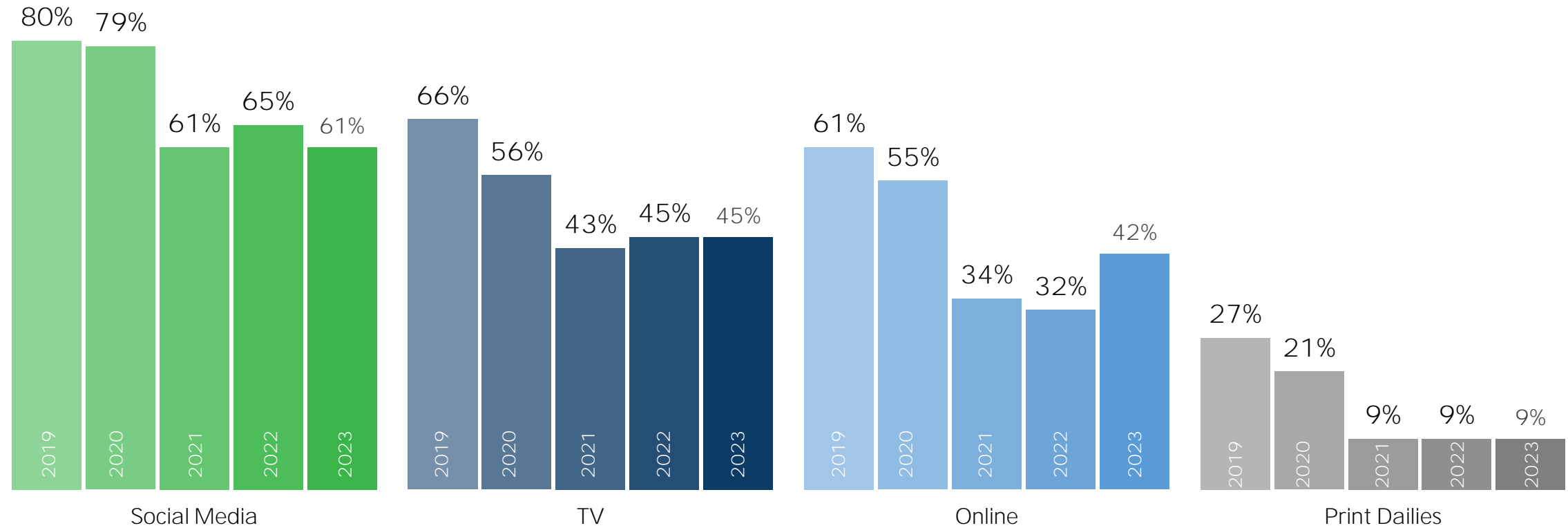


Social media followed by TV remain the most important news sources for Arab youth, while online news has gained in popularity



Where do you get your news?

(Showing percentage among all)

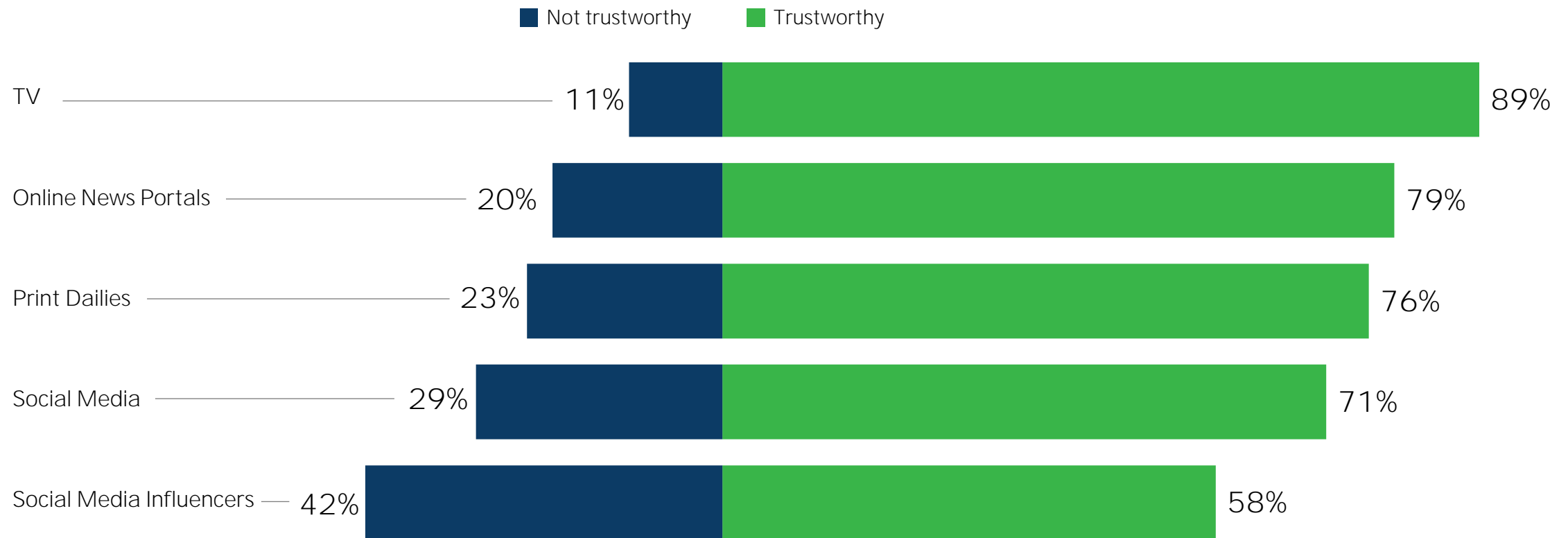


Arab youth generally trust the news they receive irrespective of its source, with TV, online and print being most trusted



How trustworthy do you think is each of the following is as a source of news?

(Showing percentage among all)





15th
ANNUAL
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2023

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