



Press Release

Arab youth choose UAE as the country they most want to live in and the one they most want theirs to be like - for the 10th straight year

- *Country's growing economy and wide range of opportunities cited by young people across MENA*
- *Nine in 10 Emiratis say their best days lie ahead of them and more than 80 per cent recognise their government's commitment to equal opportunities for men and women*
- *COVID-19, rising living costs and education quality are young Emiratis' three biggest concerns*

Dubai, UAE; October 12, 2021: Arab youth have named the United Arab Emirates (UAE) as the country in the world they would most like to live in and the one they would most like their own nation to emulate - for the tenth straight year. This is one of the main findings of the [13th Annual ASDA'A BCW Arab Youth Survey](#) released today.

The UAE has topped the list of most preferred countries every year since young Arab men and women across the Middle East & Africa (MENA) were first asked the question in 2012. This year's study, conducted by global research and analytics company [PSB Insights](#), polled 3,400 young Arabs, 18- to 24-years, in 50 cities and territories in 17 Arab states from June 6 to 30, 2021, with the cohort being equally split between men and women.

Nearly half of young Arabs (47%) selected the UAE as their favourite place to live, more than double the number of votes the poll's second-ranked country, the US received. And almost the same proportion (46%) said the UAE was the country they most wanted their own to be like, followed by the US (28%), Canada and Germany (each chosen by 12% of interviewees) and France (11%).

The UAE's growing economy and the wide range of opportunities it offers were cited by nearly a third (28%) of the Arab youth, with the country's clean environment, safety and security, and generous salary packages also ranked highly among the characteristics they most associate with the country.

"These findings will be particularly gratifying as the UAE celebrates its half-centennial this year and looks forward to the next 50 years of its prosperity and success," said **Sunil John, President, MENA, BCW and Founder of ASDA'A BCW.**

"With the challenges of the COVID-19 pandemic now receding thanks to the leadership's proactive efforts, and Expo 2020 Dubai underway amidst huge fanfare, a spirit of positivity and



optimism is clearly detectable in this year's findings, while the trust of Emirati youth in their nation's economic vision remains universally high."

Despite the damaging effects of the COVID-19 pandemic, widespread economic turbulence, and ongoing military conflicts in parts of the region, Arab youth in MENA overall were surprisingly hopeful and optimistic about the future, according to the survey with nearly two-thirds (60%) saying their best days lay ahead of them. In the UAE, 90% per cent of Emirati youth said their 'best days lie ahead',

While nearly two-thirds (62 per cent) of Emirati youth said they expected to have a better life than their parents, a staggering 99 per cent said their country's economy was heading in the right direction, up from 97 per cent last year. Moreover, all the young Emirati men and women polled this year said their voice mattered to the country's leadership, another inspiring finding to mark the nation's Jubilee year.

"National pride is clearly a theme of our findings in the UAE, with 41 per cent of Emirati respondents saying their nationality is central to their identity, more than double the regional average," added John. "This shows just how powerfully the message of national unity conveyed by the UAE's leadership has resonated with its young citizens."

"They also acknowledge the UAE's efforts to promote gender equality, with more than eight in 10 saying that men and women have the same rights and equal access to employment; again, this is far above the regional average," explained John.

Despite the positivity of UAE youth overall, nearly nine out of 10 (87%) young Emirati men and women say they remain 'very concerned' or 'somewhat concerned' about the COVID-19 pandemic, while 82% are worried about rising living costs. The quality of education available to them was their third-ranked concern, cited by more than three-quarters (77%) of respondents.

While unemployment was a major challenge highlighted by this year's cohort in MENA overall, only six per cent of Emiratis said either they or a family member had lost their job due to the pandemic.

The full findings of the 13th Annual ASDA'A BCW Arab Youth Survey, as well as expert insight and commentary on the research, are available at arabyouthsurvey.com

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Notes to Editors:

About the ASDA'A BCW Arab Youth Survey

The Annual ASDA'A BCW Arab Youth Survey, launched in 2008, is the largest survey of its kind of the Arab world's largest demographic - its over 200 million youth. The survey fills an important gap in the data and insights on this influential community. It informs governments, the private sector, multilateral institutions, and academia on policymaking and future strategy.



The 13th Annual ASDA'A BCW Arab Youth Survey 2021, conducted by the international research firm PSB Insights, explores the hopes, fears and aspirations of Arabs aged 18 to 24 across 50 cities and territories in 17 states in the Middle East and North Africa.

A total of 3,400 face-to-face interviews were carried out between June 6 and June 30, 2021, in both Arabic and English, with male and female citizens of each country. The cohort was split equally between men and women. The survey covers five Gulf Cooperation Council states (Bahrain, Kuwait, Oman, Saudi Arabia and the UAE), North Africa (Algeria, Egypt, Libya, Morocco, Sudan and Tunisia), the Levant region (Jordan, Iraq, Lebanon, Palestinian Territories, Syria) and Yemen.

www.arabyouthsurvey.com

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About ASDA'A BCW

ASDA'A was founded in 2000 as an independent communications firm by Sunil John, who leads the agency in its 21st year. In 2008, WPP (NYSE: WPP) acquired a majority stake in ASDA'A and merged it with BCW (Burson Cohn & Wolfe), one of the world's top three communications firms.

The agency employs more than 160 professionals across eight wholly owned offices. The agency a further nine affiliates covering 15 Middle East & North Africa (MENA) countries. The agency serves over 100 retained clients and is the leading PR consultancy in MENA.

www.asdaa-bcw.com

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About BCW

BCW is the global communications agency that moves people on behalf of clients. BCW partners with clients in the B2B, consumer, corporate, crisis management, healthcare, public affairs, purpose and technology sectors to set strategic direction for all communications and create powerful and unexpected ideas that earn attention. Through an 'earned-plus' offer – earned media plus paid media, creative technology, data, AI and an expanding suite of innovative capabilities – BCW moves people with power and precision to move its clients forward. BCW is a part of WPP (NYSE: WPP), a creative transformation company.

www.bcw-global.com.

About PSB

PSB is a full-service strategic consultancy. We offer custom research and analytics-based solutions including, fast-turn, quantitative and qualitative that are underpinned by innovation and our strong legacy of custom design and hard to reach audiences. We create insights that give global brands, local businesses, and world leaders the confidence to make informed decisions. We are collaborative and act as strategic partners to help clients tackle the most difficult brand, business and communications issues. We collect all of the useful nuggets from various sources to go deeper and address the most difficult challenges, and find the WHY behind the data. We help keep data and insights at the heart of every decision. PSB is a member of the BCW Group of companies, which is part of WPP (NYSE: WPP), a creative transformation company.



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