








15<sup>th</sup>  
ANNUAL  
EDITION  
2023

# LIVING A NEW REALITY

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A report on the findings of the 15th annual ASDA'A BCW Arab Youth Survey 2023

Published in 2023 by ASDA'A BCW

A digital copy of this report can be obtained from the ASDA'A BCW Arab Youth Survey website: [arabyouthsurvey.com](http://arabyouthsurvey.com)

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**The ASDA'A BCW  
Arab Youth Survey  
2023 is dedicated to  
the Arab world's over  
200 million youth**

**Special thanks to:**

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### Giving Arab youth a voice for the past 15 years

#### Sunil John

Our rationale for conducting this pioneering survey every year is clear: accurate insights about the hopes and aspirations of Arab youth lead to carefully considered policies and social and economic conditions in which they can thrive

### THEMES TO BE UNVEILED IN THE COMING WEEKS

#### My Politics

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

#### My Livelihood

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

#### 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

#### 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

#### 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?

## Introduction

# Giving Arab youth a voice for the past 15 years



### Sunil John

Sunil John is the President – Middle East and North Africa (MENA) of BCW, a top-three global communications consultancy and part of WPP (NYSE: WPP). He is the founder of ASDA'A BCW, the region's leading PR consultancy. He also leads OnePoint5, a specialist ESG advisory, and Proof Communications, a specialist digital and design company. Both are wholly owned subsidiaries of ASDA'A BCW.

In November 2008, when ASDA'A BCW launched its first annual Arab Youth Survey, the world was living through a period of dramatic change.

President Barack Obama was about to start his first term and the mood was one of hope after years of war in Iraq and Afghanistan.

But just as he was about to take office, the global financial crisis struck, and its aftershocks soon reverberated around the world, from Wall Street to Main Street, and on to the Arab Street.

In the decade before the downturn, the Arabian Gulf nations had enjoyed an economic boom. The city of Dubai in the United Arab Emirates was synonymous with these heady days, labelled by some Western observers as the 'City on the Hill' and a 'Beacon of Hope' in a region more readily associated with conflict and civil unrest.

In other Middle Eastern countries, however, long-standing enmities had worsened. The Palestinian-Israeli crisis had deepened. Iraq had been battered by a wave of insurgent attacks. Libya, Egypt, Tunisia and Yemen were restive.

#### The Arab youth dividend at risk

Amidst a rising tide of public dissatisfaction, populist movements were gaining ground, in Egypt, Tunisia and other Arab countries, although they were largely ignored, or unseen, by most policymakers and the international media.

However, the risk of the Middle East losing its precious 'youth dividend' was clearly visible to us at ASDA'A BCW, the region's leading communications consultancy.

While UN data pointed to double-digit youth unemployment rates, reliable attitudinal research was lacking. The need to create 100 million jobs was a much-debated topic on the conference circuit, but youth themselves were rarely part of the conversation.

That was when we saw the critical need for a survey that attempted to understand the hearts and minds of Arab youth, the Middle East's largest demographic. Around 60% of the Arab world's population, some 200 million young men and women, are below the age of 30. In 2008, we launched the annual ASDA'A BCW Arab Youth Survey to give them a voice.

Our rationale was clear: accurate insights lead to carefully considered policies and social and economic conditions in which youth can thrive.

#### Predicting the Arab Spring

The first ASDA'A BCW Arab Youth Survey on the hopes, concerns and aspirations of young men and women aged 18 to 24 was well received. However, the real significance of our research would become apparent a year later, when we announced that the top priority of Arab youth was living in a democratic country. They also demanded better access to quality education, a fair wage, and safer communities.

The following December, Tarek el-Tayeb Mohammed Bouazizi's self-immolation sparked the overthrow of the Tunisian government and the onset of regime change in Tunisia, Egypt, Libya and Yemen. The Arab Spring changed the Arab world forever, and the rest of the world along with it.

The perception of our annual study was also transformed. Having accurately identified the factors behind the most significant upheaval in the Middle East for a generation, the annual ASDA/A BCW Arab Youth Survey became a respected bellwether of Arab youth opinion.

### Mapping evolving priorities

Each year, our study throws a spotlight on the outlook of the Arab world's largest demographic, their shifting mindset, and evolving priorities. In 2012, fair pay and home ownership were deemed more important than living in a democracy. In 2013, a new spirit of optimism had taken hold, with the majority of those surveyed convinced their best days lay ahead.

In 2014, we found that confidence in government had risen. Two years later, however, less than half of Arab youth said they trusted their national government to manage surging terrorism and the threat of ISIS (Daesh).

In 2017, our study observed waning youth optimism and a growing divergence in the views of youth in the oil-rich Gulf Cooperation Council (GCC) states and those in the conflict-stricken countries of North Africa and the Levant.

The consensus in 2018 was that the Arab world was drifting off course. Once again, young men and women across the region were demanding urgent action on jobs, education, corruption, and Islamic extremism. The call for reform grew even louder in 2019, with even religious institutions coming in for criticism.

In 2020, the year of the COVID-19 pandemic, confidence was arguably at its lowest ebb, with nearly half of Arab youth surveyed saying they had considered emigrating from their country. There were also heightened fears that a prolonged shut-down would lead to further political unrest, as our one-off Pulse Survey at the peak of the crisis indicated.

Predictably, in 2021, with the danger of COVID-19 starting to recede, our survey documented the renewed confidence of Arab youth. The following year, the yearning of Arab youth for stability – to chart a new course after a decade of uncertainty and upheaval – was unmistakable.

In fact, it was even stronger than the desire of Arab youth for democratic change, a striking reversal in attitudes since 2009.

### The rise of Gen Z

Significantly, all our sample in this year's Arab Youth Survey belong to the post-Millennial generation born after 1997, also known as Generation Z. They are coming to terms with the events of the past 15 years: the civil wars in Syria, Libya and Yemen, the rise and fall of ISIS (Daesh), the COVID-19 pandemic, near all-time high unemployment, accelerating digitalisation, and the existential threat of climate change.

What shines through is the sense that today's generation of Arab youth are Living a New Reality – the overarching theme of this year's survey – where geopolitical allegiances are realigning, where attitudes to the region's long-standing conflicts are diverging, and where perspectives on what constitute a 'model nation' are becoming more nuanced.

For our 15th annual ASDA/A BCW Arab Youth Survey, we have decided to release the findings in stages under separate themes: My Global Citizenship, My Politics, My Livelihood, My Identity, My Aspirations, and My Lifestyle. This is because, as many of you told us, the volume of data we collect each year is now simply too large to be published in a single launch.

Accordingly, we examine the findings under the first of our six themes, 'My Global Citizenship.'

As I reflect on the first 15 years of the ASDA/A BCW Arab Youth Survey, it is astonishing to me that we have conducted nearly 45,000 face-to-face interviews across the Arab world to date, and now reach 18 Arab states. This is an incredible source of knowledge and data, which we fund entirely ourselves and make freely available to all.

We will continue to provide Arab youth a voice through our survey. As the region charts a course toward a more peaceful and sustainable future for the region and the world, it is incumbent upon us all to listen to them.



## About the survey

# 15th annual ASDA'A BCW Arab Youth Survey 2023

The annual ASDA'A BCW Arab Youth Survey, launched in 2008, presents evidence-based insights on the hopes, attitudes and aspirations of the Arab world's largest demographic - its over 200 million youth.

The findings inform governments, the private sector, multilateral institutions and academics on policymaking, business strategy and emerging trends.

This year, the findings are presented under six distinct themes: My Global Citizenship, My Politics, My Livelihood, My Identity, My Aspirations, and My Lifestyle.

**Insights from the emerging theme 'My Global Citizenship' are included in this report.**

<b>3,600</b>	face-to-face interviews across 53 cities in 18 Arab states	Country nationals aged between <b>18-24 years</b>	Sample split <b>50:50 male/female</b>
Why we do face-to-face interviews	<b>To maximise the accuracy of the research and to reflect the nuances of Arab youth opinion</b>	Survey was conducted from	<b>March 27 to April 12, 2023</b>

## Field survey covering 3 regions

<b>GCC</b> Bahrain, Kuwait, Oman, Saudi Arabia and the UAE	<b>Levant &amp; Others</b> Iraq, Jordan, Lebanon, Palestinian Territories, Syria and Yemen	<b>North Africa</b> Algeria, Egypt, Libya, Morocco, Sudan, Tunisia, and South Sudan (added new this year)
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## Methodology

The 15th annual ASDAA BCW Arab Youth Survey 2023 was conducted among Arab youth across 53 cities in 18 states in the Middle East and North Africa.

The survey was conducted from March 27 to April 12, 2023, covering 3,600 young Arabs – the largest sample to-date – through face-to-face interviews conducted by professional interviewers of SixthFactor Consulting, a leading research company. The interviews were conducted face-to-face rather than online to maximise the accuracy of the research.

The interviews were completed in Arabic and English with young Arab men and women, exclusively nationals in each state. The sample split was 50:50 male/female. The countries and gender were weighted equally following international polling criteria, with a margin of error of plus or minus 1.63%.

The survey covered five of the Gulf Cooperation Council states (Bahrain, Kuwait, Oman, Saudi Arabia and the UAE), North Africa (Algeria, Egypt, Libya, Morocco, Sudan and Tunisia with

South Sudan added new this year), and the Levant (Jordan, Iraq, Lebanon, Palestinian Territories, Syria and Yemen).

The geographic location of respondents was considered when developing the fieldwork methodology with, for example, 40% of UAE respondents in Abu Dhabi, 40% in Dubai and 20% in Sharjah.

Saudi respondents were drawn from three of the country's main cities, Riyadh, Jeddah, and Dammam; youth in the Palestinian Territories from the West Bank and Gaza; Oman's youth from Muscat and Batinah; Lebanese youth from Beirut, Saida and Tripoli; Tunisian youth from Tunis, Sfax and Soussa; Iraqi youth from Baghdad, Irbil and Basrah; Egyptian youth from Cairo, Alexandria, and Mansoura, and so on, across each state.

When analysed, this geographic spread provides a more accurate national picture than findings based solely on the responses of those living in capital cities.

UAE	Oman	Bahrain	Saudi Arabia	Kuwait	Egypt	Jordan	Lebanon
<b>N=200 per country</b>							
Dubai (40%)	Muscat (50%)	Manama (100%)	Jeddah (40%)	Kuwait City (20%)	Cairo (50%)	Amman (50%)	Saida (25%)
Sharjah (20%)			Riyadh (40%)	Al Hawalli (30%)	Alexandria (25%)	Irbid (25%)	Beirut (50%)
Abu Dhabi (40%)	Batinah (50%)		Dammam (20%)	Al Ahmadi (20%)	Mansoura (25%)	Zarqa (25%)	Tripoli (25%)
			Al Farwaniya (30%)				

Added in 2011	Added in 2012		Added in 2013			Added in 2014	Added in 2020		Added new in 2023
Iraq	Tunisia	Libya	Algeria	Morocco	Yemen	Palestinian Territories	Syria	Sudan	South Sudan
<b>N=200 per country</b>									
Baghdad (50%)	Tunis (50%)	Tripoli (50%)	Algiers (50%)	Casablanca (25%)	Sanaa (50%)	Gaza (50%)	Damascus (50%)	Khartoum (50%)	Juba (50%)
Irbil (25%)	Sfax (25%)	Misrata (25%)	Oran (25%)	Fes (25%)	Al Hudaydah (25%)		Latakia (25%)	Port Sudan (25%)	Malakal (25%)
Basrah (25%)	Susah (25%)	Benghazi (25%)	Constantine (25%)	Rabat (25%)	Ta'izz (25%)	West Bank (50%)	Aleppo (13%)	Al Obeid (25%)	Wau (25%)
			Marrakech (25%)				Homs (12%)		

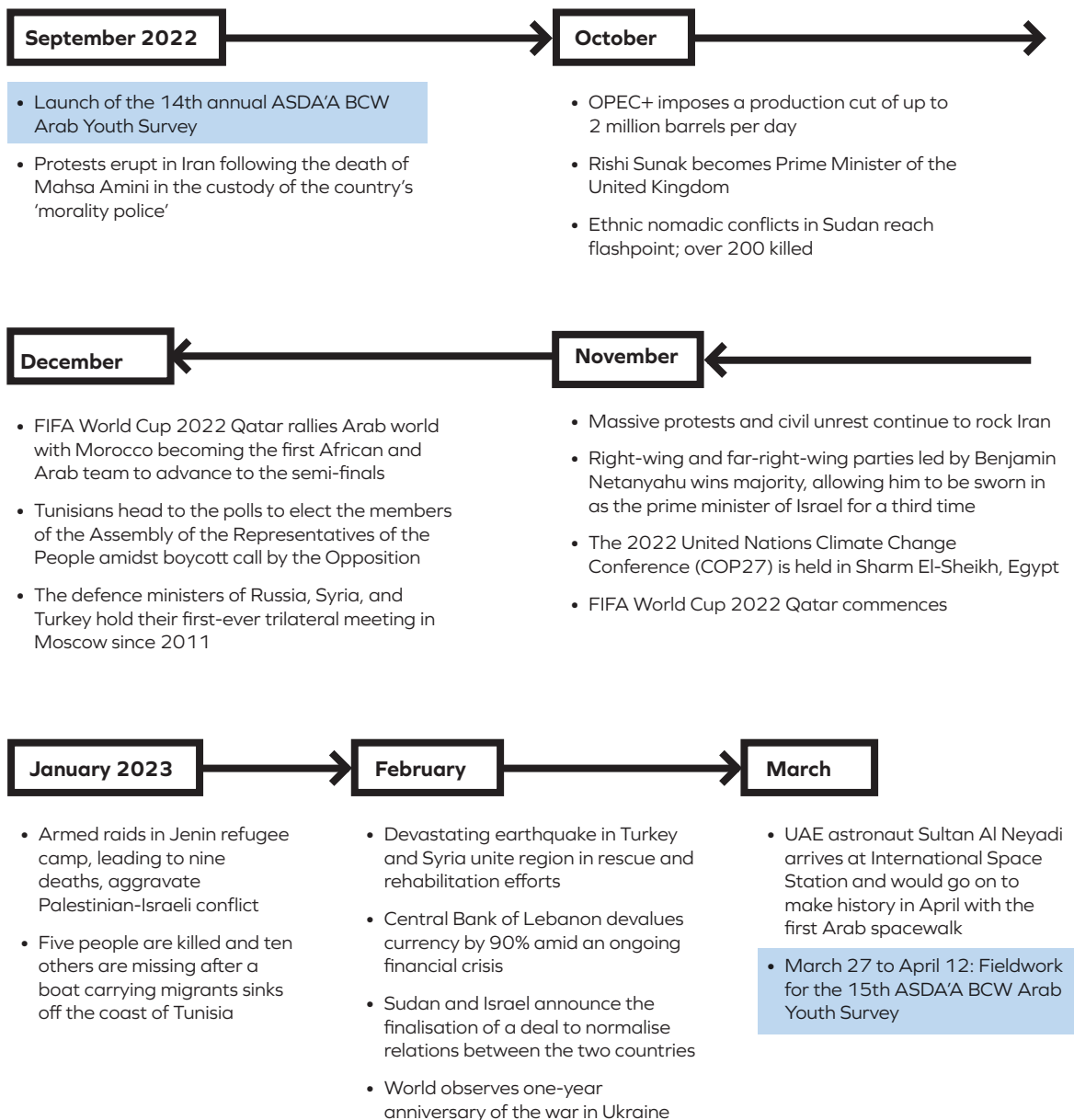
Countries and gender were weighted equally.

## Timeline

### Timeline of events from October 2022 to April 2023

To give additional context to the findings of the survey, it is important to understand the geopolitical and social landscape of the region prior to and during the survey. Some of the key events

in the Arab world and internationally that might have had an influence on the respondents, are below. These are in addition to the ongoing war in Ukraine and its impact on oil prices.





## Emerging Themes

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The 15th annual ASDA'A BCW Arab Youth Survey identified six emerging themes to define the hopes, attitudes and aspirations of the region's largest demographic.

The survey findings under each theme will be launched in a phased manner, starting with 'My Global Citizenship'

**1**

### MY GLOBAL CITIZENSHIP

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

**2**

### MY POLITICS

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

**3**

### MY LIVELIHOOD

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

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**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**

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



## MY GLOBAL CITIZENSHIP

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## CHANGING ALLEGIANCES

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

# Emergence of a new multipolar reality

Recent years have seen Arab countries expand their traditional sphere of influence and establish new relationships. The normalisation of ties between Israel, the United Arab Emirates, Bahrain and Morocco, under the historic Abraham Accords, is clear evidence of this trend. Former imperialist nations like the United Kingdom and France, and modern-day powers like the United States and Russia, have seen their own relationships with the Arab world change as a result.

Foreign Affairs magazine went so far as to describe this geopolitical shift as the “End of the Middle East” in a recent editorial. “Since the early years of the Cold War,” it wrote, “the Washington establishment

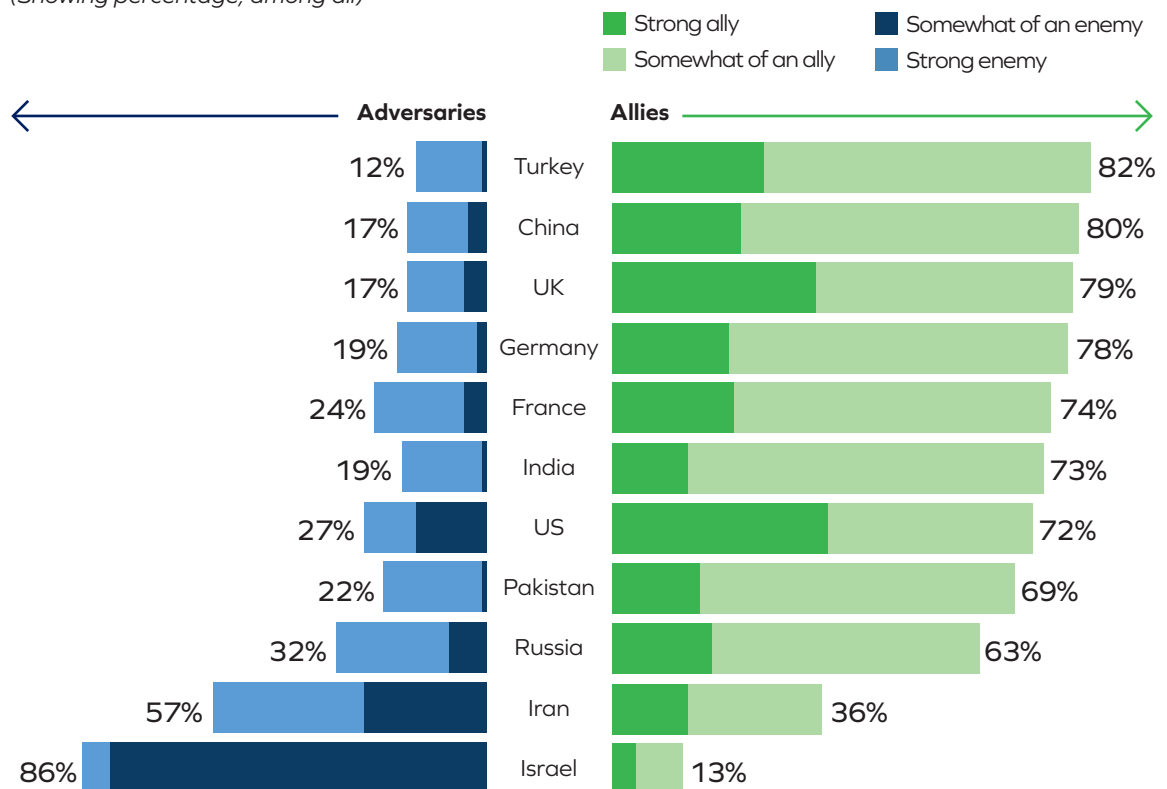
has viewed the Middle East as the Arab world - broadly conceived as the member states of the Arab League plus Iran, Israel, and Turkey. But such a map is increasingly outdated. Leading regional powers operate outside the traditional Middle East in much the same way as they operate inside it, and many of the rivalries most important to the region now play out beyond those assumed borders.”

The outlook of young Arabs appears to mirror this new reality, according to the findings of the 15th annual ASDA'A BCW Arab Youth Survey, the largest survey of its kind of the Arab world's largest demographic - its 200 million-plus youth.

## 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)



(Not including 'Don't know')



### New allies, old enmities

Today, while the traditional allegiances, and old enmities, of Arab youth remain strong, new allies are emerging. When asked to choose the countries they consider “a strong ally or somewhat of an ally” of their nation, the largest percentage of respondents (82%) named Turkey, followed by China (80%) and the United Kingdom in third (79%).

The United States was ranked seventh, with 72% of Arab youth saying it was a strong ally or somewhat of an ally, below Germany (78%), France (74%) and India (73%). Meanwhile, the perception of Russia,

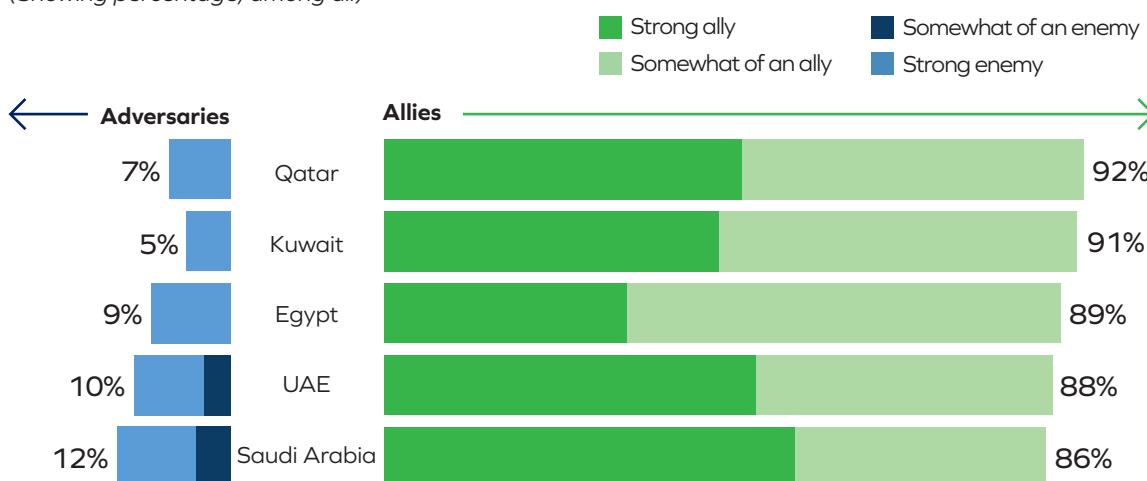
the third-highest ranking ally in last year’s study, appears to have been hit by the devastating war in Ukraine. Less than two-thirds (63%) of Arab youth describe it as a strong ally or somewhat of an ally, placing it in ninth position below Pakistan (69%).

Interestingly, although Turkey is viewed as an ally of their nation by most respondents overall, 37% of Arab youth rate the United States as a “strong ally”, compared with 26% who say that about Turkey. The United Kingdom also ranks higher than Turkey as a strong ally, at 35%, while less than a fifth (17%) say they view Russia as a strong ally.

### 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)



(Not including ‘Don’t know’)

### Strong camaraderie toward Arab nations

Meanwhile, a feeling of camaraderie would appear to characterise the attitudes of Arab youth toward other Arab countries. More than nine in 10 say Qatar is a “strong ally or somewhat of an ally” of their country, followed by Kuwait (91%), Egypt (89%), the UAE (88%) and Saudi Arabia (86%). Saudi Arabia is ranked the strongest ally overall, with 54% saying it is a “strong ally”, followed by the UAE.

Young Arabs were also asked about their views on Qatar hosting the FIFA World Cup 2022. An overwhelming 87% said the event had galvanised the Arab world and enhanced Arab pride, while an equal percentage said events such as the FIFA

World Cup and Expo 2020 Dubai have promoted greater understanding of the Arab world in general.

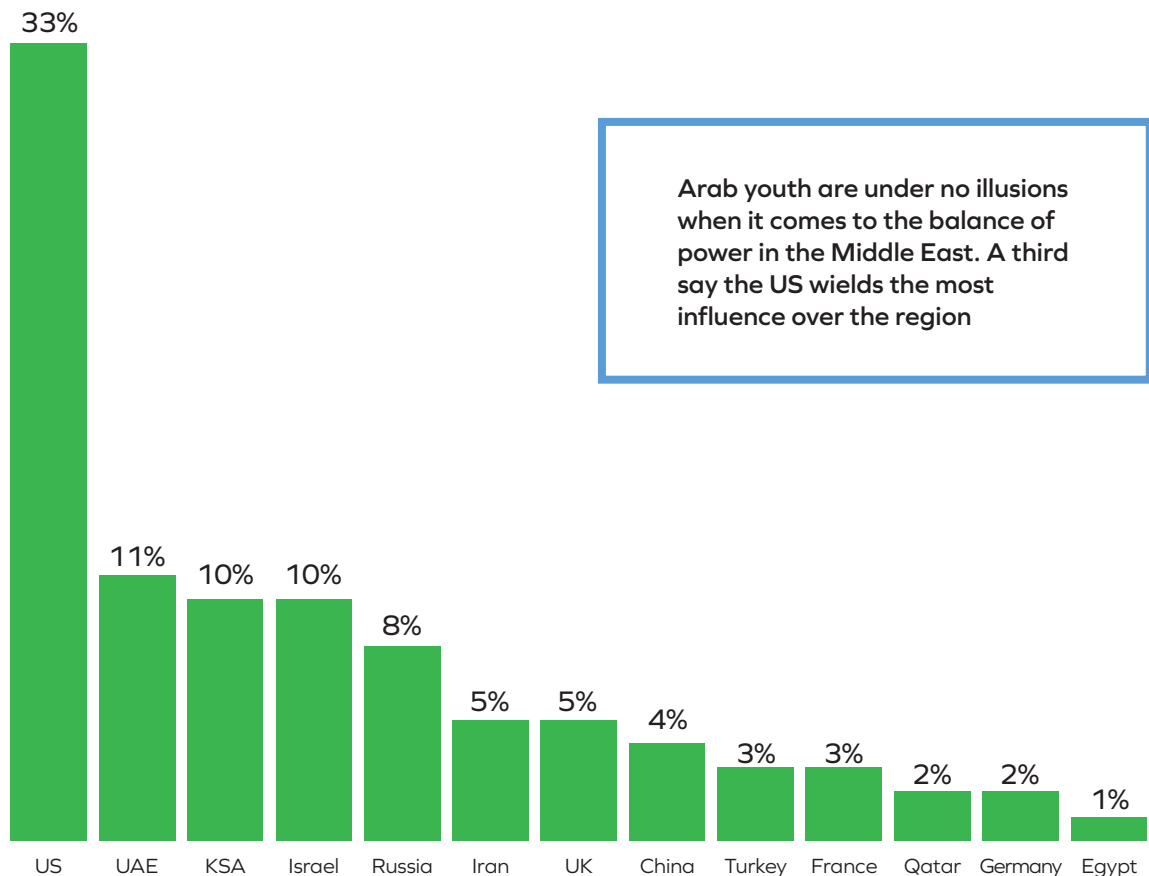
Russia’s reduced standing in the eyes of young Arab men and women could continue for some time, with a quarter of respondents saying the conflict in Ukraine won’t be resolved soon, although a slightly higher percentage (28%) believe a compromise will be reached through diplomatic negotiations.

**Events such as the FIFA World Cup and Expo 2020 Dubai have promoted greater understanding of the Arab world**

## 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)



Arab youth are under no illusions when it comes to the balance of power in the Middle East. A third say the US wields the most influence over the region

### The US still holds the balance of power

Arab youth are under no illusions when it comes to the balance of power in the Middle East. A third (33%) say the US wields the most influence over the region, followed by the UAE (11%), and Saudi Arabia and Israel in joint third at 10%. Nearly two-thirds also say that they expect the US to be a stronger ally of their country than both Russia and China over the next five years.

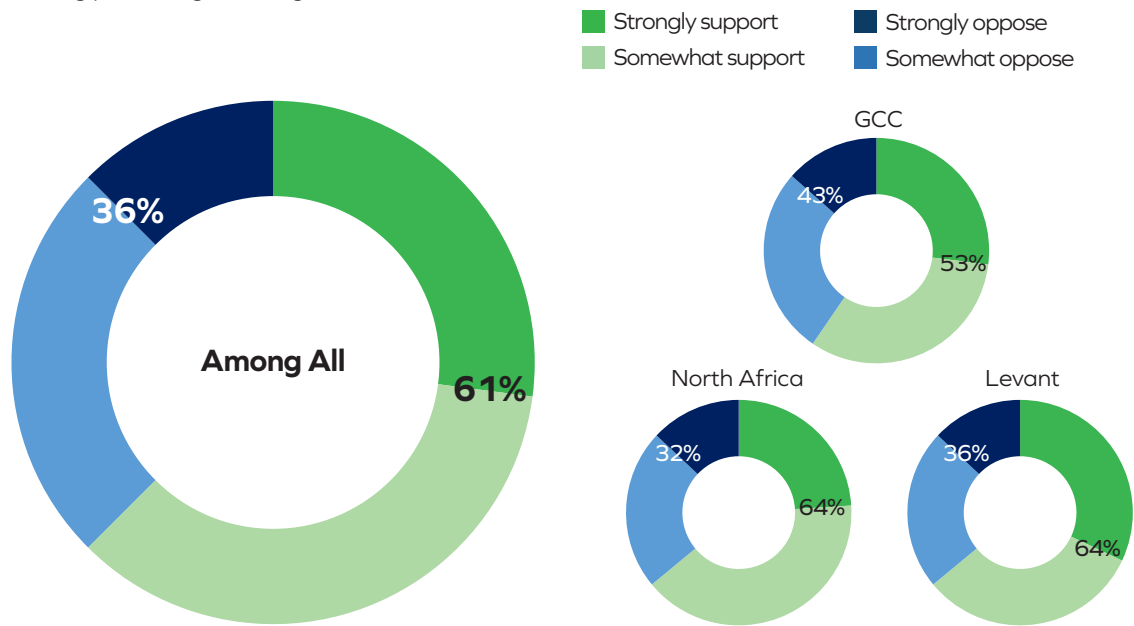
However, this doesn't necessarily translate into a desire for closer ties with the US. On the contrary, nearly two-thirds (61%) support the continued disengagement of the US from Middle Eastern affairs, a common position in all three regions surveyed – the GCC, North Africa and Levant.



## 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?

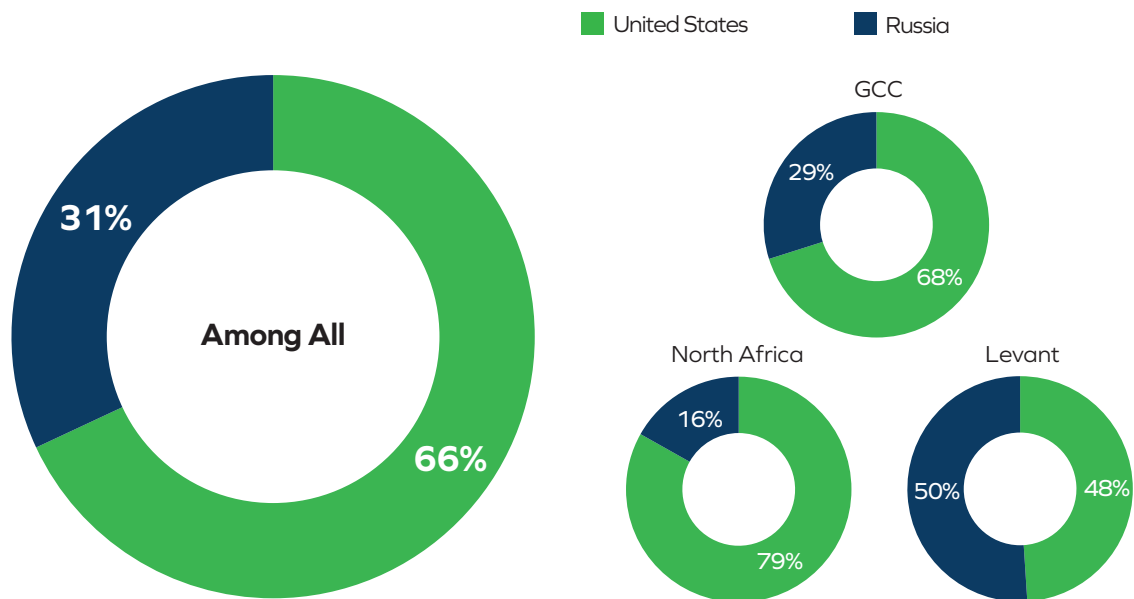
(Showing percentage, among all)



## 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)

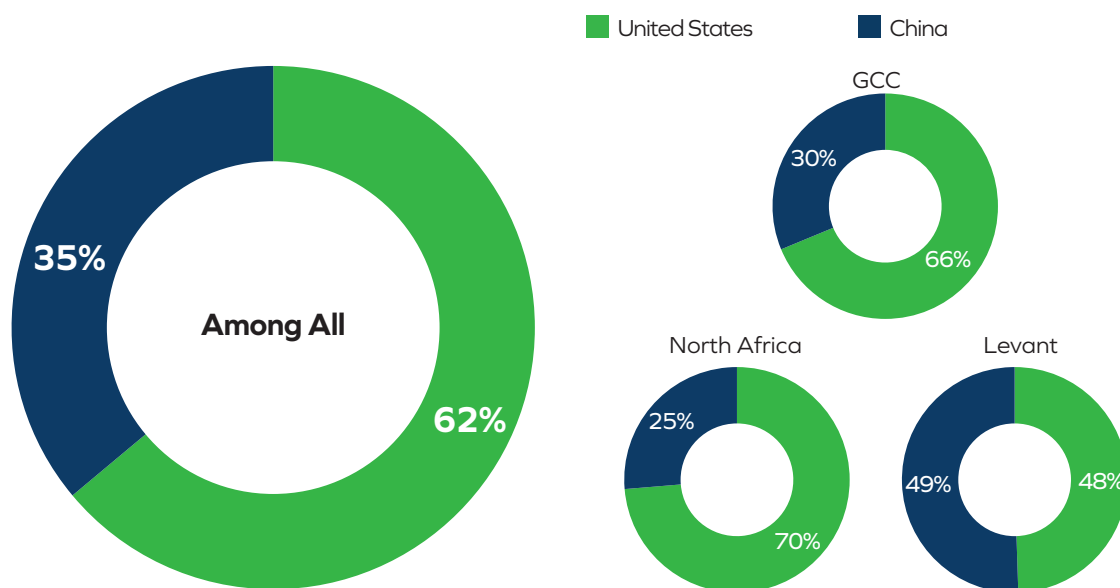


(Not including 'Don't know')

## 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)

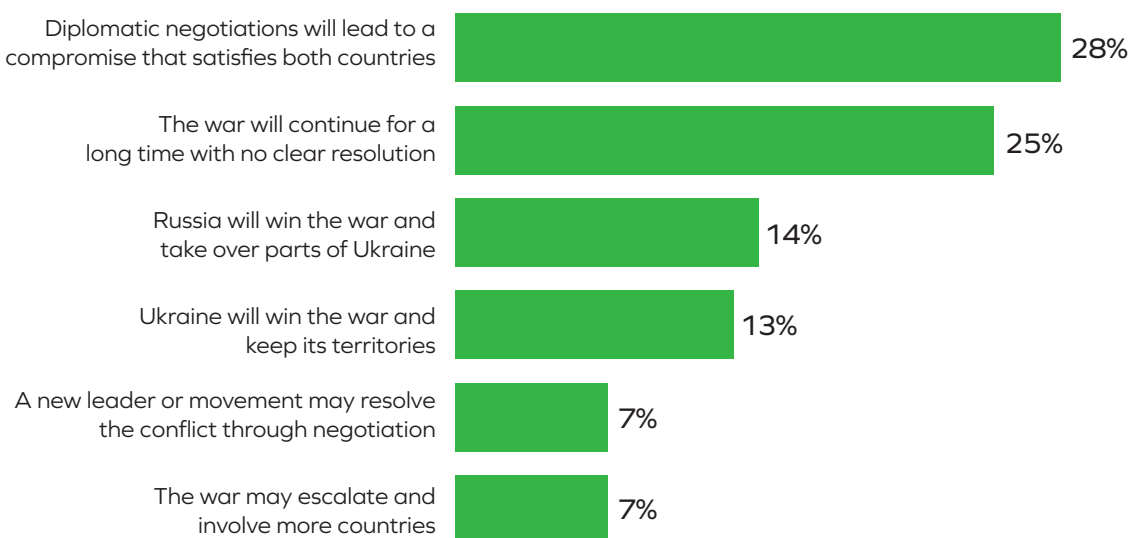


(Not including 'Don't know')

## 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)



### **A divergence of views on closer ties with Israel**

While Israel remains a pariah in the eyes of many, this year's findings point to widespread acceptance of the new conditions ushered in by the Abraham Accords in those nations to have normalised ties with the country.

Nearly 17% of GCC citizens now see Israel as a strong ally or somewhat of an ally of their country, while 11% of North African youth say the same; these modest approval ratings would have been unthinkable several years ago. Three-quarters of Emirati and Egyptian youth "strongly support or somewhat support" closer ties with Israel, according to the research, as do 47% of South Sudanese youth and 30% of Bahraini youth.

In other parts of the region, however, old attitudes die hard, with 86% of Arab youth overall saying they regard Israel to be a "strong adversary or somewhat of an adversary" of their country, compared with 57% who view Iran in the same light.

More than half (53%) of Bahraini youth say they are strongly opposed to the normalisation of ties with Israel and 44% are against it in Morocco, another signatory to the Abraham Accords, although 50% are in favour.

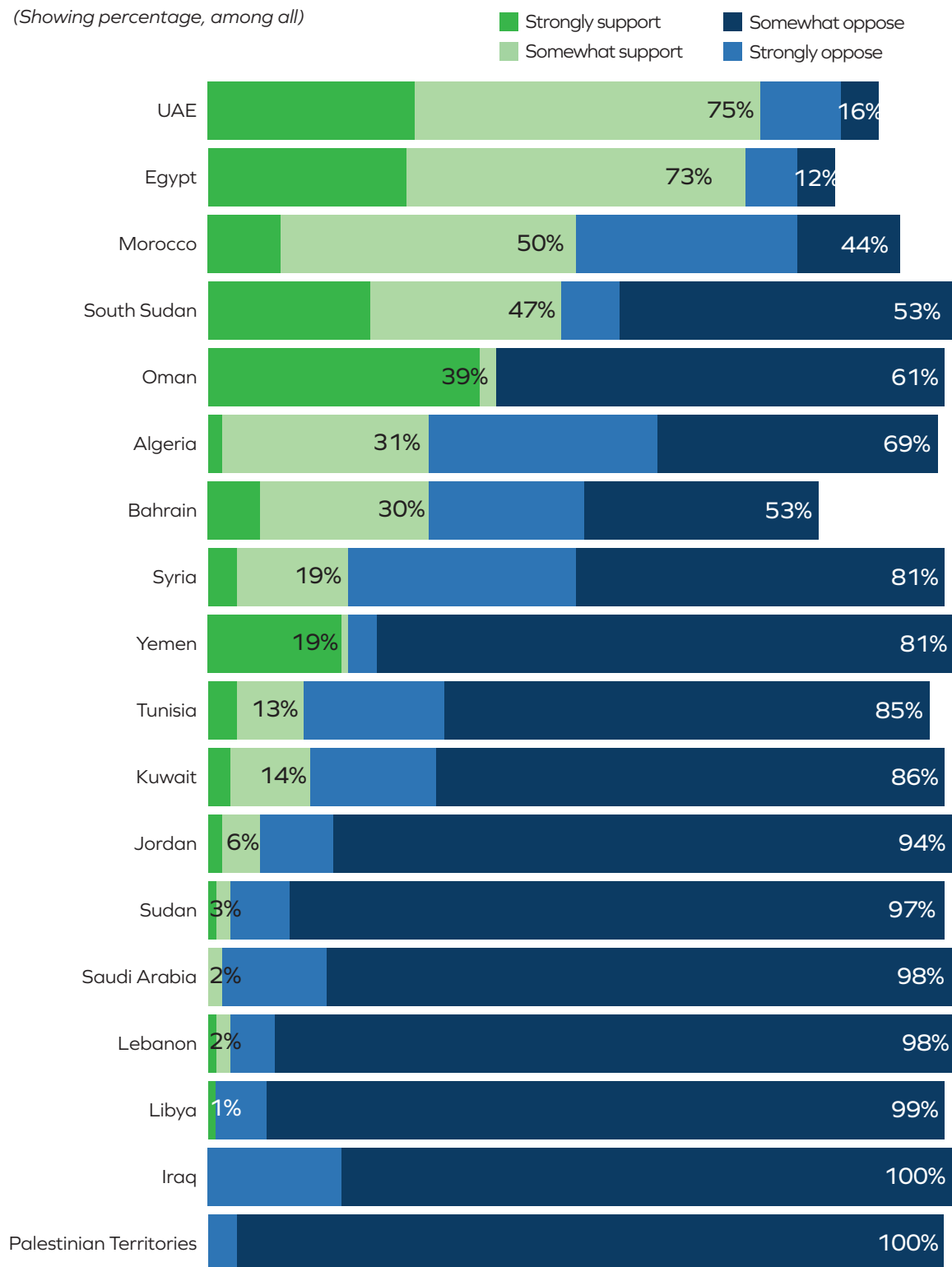
Opposition to Sudan's entry into the Abraham Accords is particularly strong among the country's youth, despite the lifting of US-imposed sanctions and US\$1.2 billion in financial aid following the deal. An overwhelming 97% of Sudanese youth oppose closer ties with Israel, a process which began in 2021 after the removal from office of the former president Omar Al-Bashir and was concluded in February by the country's military ruler Abdel Fattah Al-Burhan. The overwhelming majority of youth citizens in Saudi Arabia, Lebanon, Libya, Iraq and the Palestinian Territories are also dead against any deal with Israel.



## 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')

### 'Tensions between Iran, Israel and the west will result in military conflict'

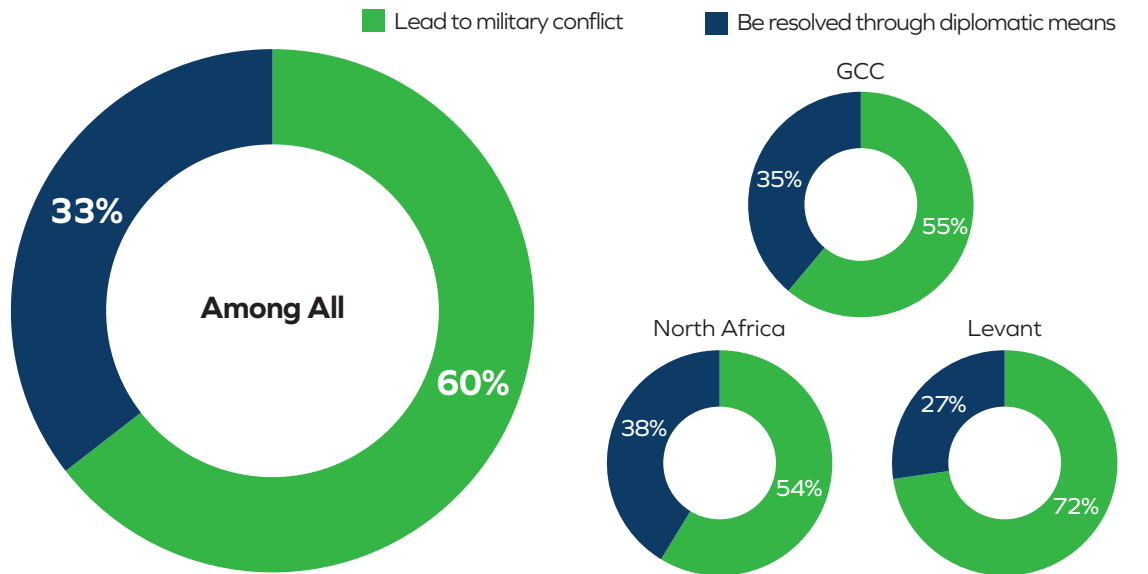
A deep air of pessimism hangs over relations with Iran, with 60% of Arab youth overall (rising to nearly three-quarters of respondents in Levant) saying that the tensions between Iran and Israel, and some Western countries, will eventually result in military conflict. Within the country itself, they say they expect the government to become even more authoritarian under the rule of religious conservatives, may witness more civil unrest and possibly a coup.

The strong fraternal ties with Arab nations notwithstanding, young Arabs are divided on the Palestinian-Israeli crisis. While two-thirds of respondents in the Levant and North Africa say the conflict is unlikely to be resolved within the next five years, nearly as many (60%) in the GCC are optimistic that a peaceful solution will be found. Many feel, however, that the issue is being sidelined, with a third overall (39%) saying the conflict does not get the attention it deserves from the Arab world; this percentage rises to 51% in the Levant countries.

### 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)



(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)

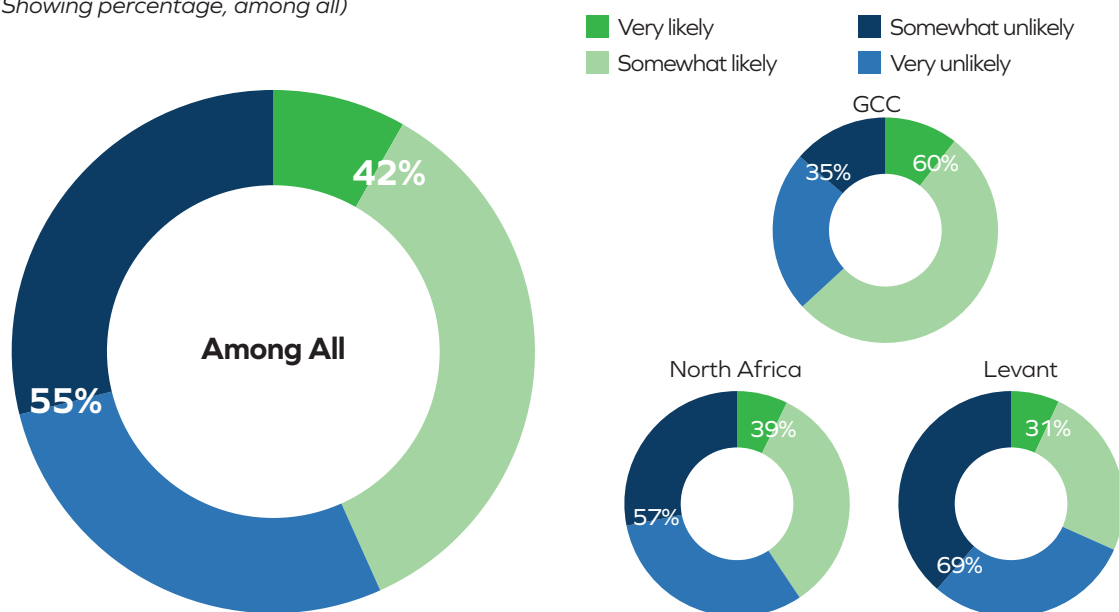




## Two-thirds of young Arabs in Levant and North Africa believe the Palestinian-Israeli conflict is unlikely to be resolved soon

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)



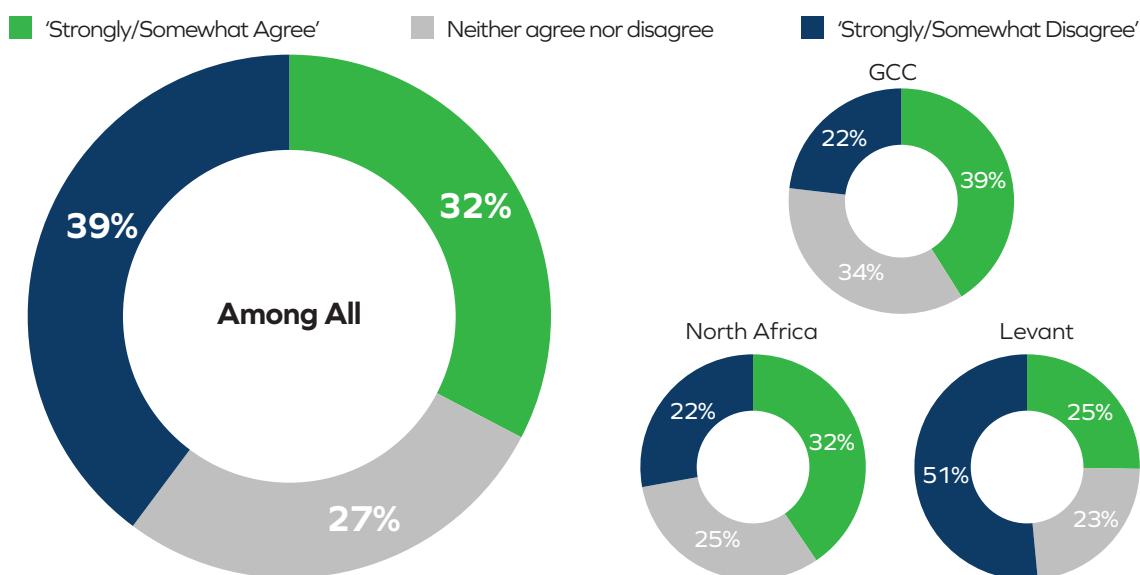
(Not including 'Don't know')

## Barely a third say the Palestinian-Israeli 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-Israeli issue adequate attention and focus."

(Showing percentage, among all)



(Not including 'Don't know')



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### **UAE retains model nation status for 12th straight year**

A much happier finding is that the United Arab Emirates has retained its status as the country most young Arabs want to live in and their own country to emulate – for the 12th straight year.

Nearly a quarter of young Arabs surveyed across the 18 states said that the UAE was the country they most wanted to live in, followed by the United States (19%), Canada (19%), Qatar (14%) and the United Kingdom (13%). The US has mostly appeared in the top five since the question on model nations was first asked in 2013, however the UK returns after a three-year absence. Qatar's relatively high favourability ratings in the study would appear to reflect its successful hosting of the FIFA World Cup 2022.

Around a quarter of young Arab men and women (22%) named the UAE as the country they would most like their own to emulate, followed by the US (19%), Canada (16%) and Qatar (15%); Saudi Arabia and UK shared fifth spot (11%).

As in previous studies, Arab youth attribute the UAE's model nation status to a variety of factors, primarily its safe and secure environment (41%), growing economy (28%), effective and visionary leadership (24%), clean environment (22%), and the ease of starting a business (20%).

## 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)



24% UAE



19% US



19% Canada



14% Qatar



13% UK

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)



22% UAE



19% US



16% Canada



15% Qatar



Saudi Arabia 13% UK



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
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

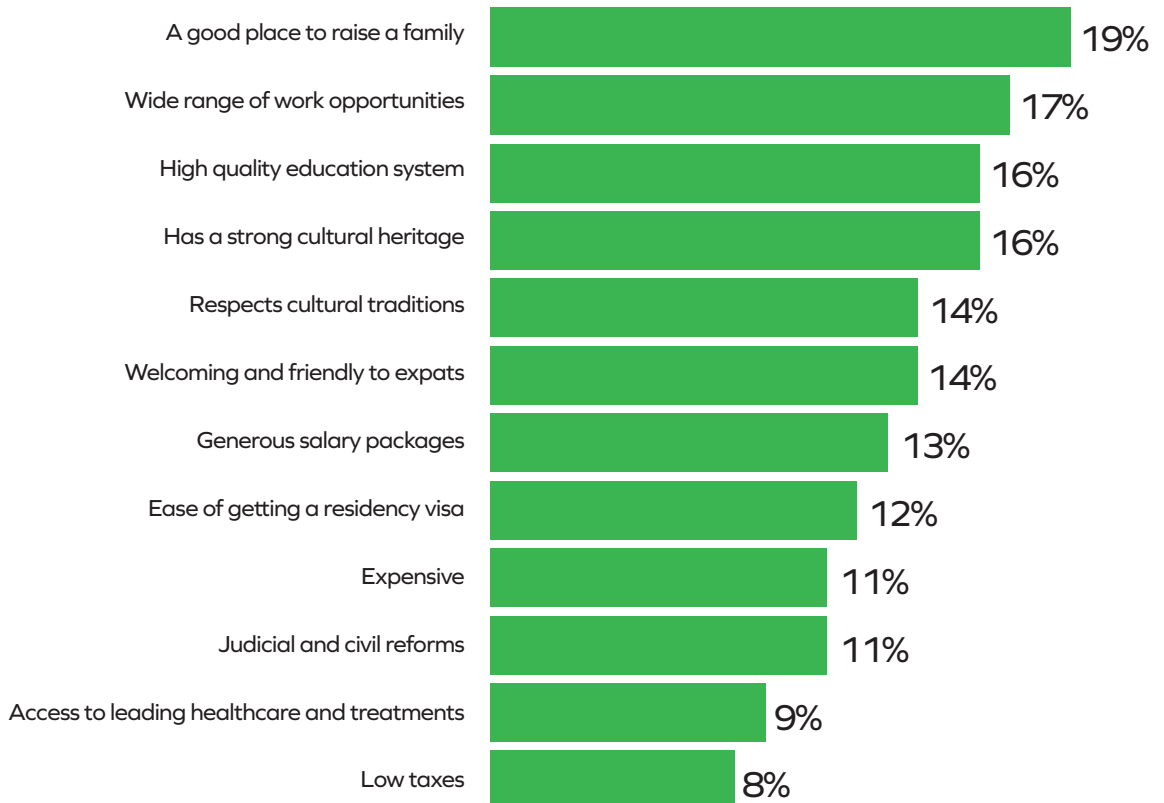
Now thinking specifically about the United Arab Emirates, which of the following phrases, if any, do you associate most strongly with the UAE?

(Showing percentage from among all the top five countries)

### Top five associations with the UAE



### Other associations with the UAE





## Social, economic and social media indicators 2023

Country	Population (million)	GDP Current prices (US\$ billion; 2023 est.)	Contribution of oil to GDP (%)	Youth (15 to 24 years) unemployment (% of total labour force)	Internet users (million & penetration; 2023)	Active social media users (million & penetration; 2023)	Mobile subscriptions (million & penetration; 2023)
<b>GCC</b>							
Bahrain	1.87	44.87	10.9	6.6	1.65 (93%)	1.59 (85%)	2.1 (112%)
Kuwait	4.32	164.71	27.6	15.4	4.27 (99%)	4.05 (93%)	7.64 (176%)
Oman	5.48	104.9	23.5	7.5	5.02 (91%)	4.39 (83%)	6.99 (127%)
Saudi Arabia	36.9	1,060	35.2	23.8	36.31 (99%)	29.3 (82%)	43.8 (124%)
United Arab Emirates	10.36	498.98	30	9.3	9.99 (100%)	10.65 (106%)	19.05 (184%)
<b>Sub-total</b>	<b>58.93</b>	<b>1,873.46</b>			<b>57.24</b>	<b>49.98</b>	<b>79.58</b>
<b>Levant and Other Middle East</b>							
Jordan	11.33	52.06	Not Significant (NS)	39.4	9.95 (87%)	6.85 (60%)	8.61 (76%)
Iraq	45.4	267.89	42.8	34.6	33.7 (74%)	28.35 (62%)	45.76 (101%)
Lebanon	6.7	23	NS	47.8	5.67 (84%)	5.06 (75%)	4.69 (70%)
Palestinian Territories	5.36	18.45	NS	40	3.96 (74.6%)	2.95 (55%)	4.4 (84%)
Syria	23.12	20.5	4	22.2	9.25 (40%)	8.5 (35%)	15.57 (69%)
Yemen	34.38	19.5	10	25.6	9.1 (26.7%)	3.5 (9%)	19.63 (58%)
<b>Sub-total</b>	<b>126.29</b>	<b>401.4</b>			<b>71.63</b>	<b>55.21</b>	<b>98.66</b>
<b>North Africa</b>							
Algeria	45.54	206.1	14.5	29	32.9 (72%)	26.6 (58%)	48.5 (106%)
Egypt	112.56	387.1	3	31.1	80.75 (72%)	51.45 (49%)	105 (93%)
Libya	6.9	46.3	56.4	51.5	3.14 (45%)	6.4 (91.4%)	12.5 (181%)
Morocco	37.8	138.78	NS	24.9	33.18 (87%)	23.8 (63%)	50.9 (133%)
Sudan	47.9	46.71	3.3	34.5	13.49 (28%)	1.3 (3%)*	35.92 (74%)
South Sudan	11.07	7.01	10.4	19.2	0.77 (6.32%)	0.47 (4%)	3.58 (32%)
Tunisia	12.45	49.82	1.5	37.1	9.8 (8.15%)	8.15 (65%)	16.48 (132%)
<b>Sub-total</b>	<b>274.22</b>	<b>881.82</b>			<b>173.34</b>	<b>118.17</b>	<b>272.88</b>
<b>Total for all 17 states covered</b>	<b>459.44</b>	<b>3,156.68</b>			<b>302.21</b>	<b>223.36</b>	<b>451.12</b>

### Sources:

- Population: World Population Review
- GDP: International Monetary Fund; Trading Economics; Palestinian Monetary Authority
- Share of oil in GDP: Bahrain Economic Quarterly Q1 2020 by Ministry of Finance and National Economy; Saudi Arabia's General Authority for Statistics; UAE Ministry of Economy – Annual Economic Report; Iraq Economic Monitor by World Bank Group; OPEC
- Youth unemployment: World Bank; Palestinian Central Bureau of Statistics
- Internet users & penetration; social media users and mobile usage: Internet World Statistics; Data Reportal

## About us



ASDA'A was founded in 2000 as an independent communications firm by Sunil John, who leads the agency in its 24th year. In 2008, WPP (NYSE: WPP) acquired a majority stake in ASDA'A and merged it with BCW, one of the world's top three communications firms. The agency has a team of nearly 200 professionals across its seven wholly owned offices. With an additional 11 affiliates, ASDA'A BCW covers 16 countries across the Middle East and North Africa. The agency serves over 100 retained clients and is the leading PR consultancy in the MENA market.

[www.asdaa-bcw.com](http://www.asdaa-bcw.com)



BCW, a leading global communications agency, is in the business of moving 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.

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Proof Communications, the wholly-owned digital and design subsidiary of ASDA'A BCW, brings a whole new approach to communications that leverages cutting-edge skills in branding, design, digital and social media. From impactful social media campaigns to compelling websites, creative ads, annual reports and more, Proof helps our clients connect, engage and deliver business results.

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WPP is a creative transformation company. We use the power of creativity to build better futures for our people, planet, clients and communities.

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15<sup>th</sup>  
ANNUAL  
EDITION  
2023