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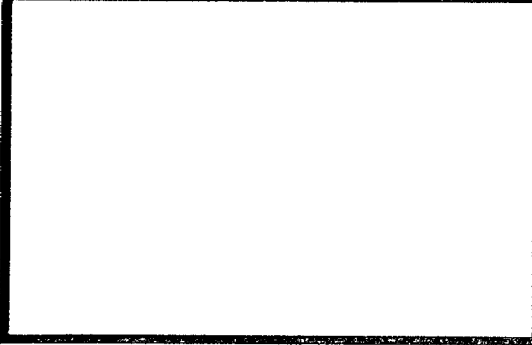
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MARKET RESEARCH

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YOUNG GENERATION STUDY
S A U D I A R A B I A
1990

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CONCLUSIONS

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SAUDI ARABIA
YOUNG GENERATION STUDY 1990

This summarizes the multi-client study conducted by AMER from January to July 1990 on a national scale. The sample consisted of 3,846 Saudi and expatriate Arabs males and females aged 13 to 25.

The objective of the survey was to investigate the behaviour, attitudes and beliefs of young Arabs. Buying habits, media consumption and leisure time activities were also measured.

1. SMOKING HABITS

Smoking incidence is 19% among the young male and female Arabs. This is split 32% among males and 4% among females.

Smoking incidence is higher in Jeddah (24%) than in Riyadh (13%). It is also higher among expatriates (23%) than among local Arabs (18%).

Average daily consumption of young Arab smokers is 19 cigarettes, respectively 20 cigarettes among males and 9 cigarettes among females.

The cigarette brand: mostly smoked by the young in Saudi is MLR (47%) followed by MLL (20%), GCR (5%) and Rothmans (4%). Apart from Marlboro (MLR 25%, MLL 21%) the brands which are mostly smoked by females are Cartier Vendôme (10%), Kent (7%) and Capri (6%).

2. SHOPPING HABITS

Respondents have been asked how frequently they go shopping for items of personal use. The great majority (66%) are shopping at least 2-3 times per month. One third is usually going to shopping centers and a same proportion mainly to the Souk. There are no real differences in buying patterns between local and expatriate Arabs.

3. EDUCATION AND PROFESSIONAL AMBITIONS

Two thirds of the young between 13 and 25 y.o. are studying. 19% of them are going to college or university. 23% have already started a professional life (31% among expatriates) and 18% are housewives or living with parents.

Most young Arabs (69%) are speaking English (72% among expatriates). Half of them estimate their proficiency as fairly good to good and the other half consider that they speak English a little.

Almost 30% of the young would favour languages or literature as a first choice for studying. The second subject mostly preferred is in the medical field (11%). Scientific/engineering subjects attract only 4% of the young whereas accounting/administration attracts 6%.

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The countries where respondents would preferably study are in ranking order:

	<u>Total</u>	<u>Male</u>	<u>Female</u>
	%	%	%
Saudi Arabia	62	56	68
Egypt	14	13	14
USA	8	12	4
Europe	5	6	4
Others	7	8	6
Don't know	4	5	3

Asked to tell what they would ideally be doing in five years time, the young Arabs, particularly females, predominantly foresee to continue or complete their studies, whereas young males would like to get married and have children.

	<u>Total</u>	<u>Male</u>	<u>Female</u>
	%	%	%
Continue/complete studies	26	20	33
Get married and have children	17	23	9
Own a company/open a store	13	21	4
Travel abroad/visit countries	12	9	17
Own a house/flat	11	13	8
Have an invest project	11	18	2
Own a car	6	9	2

4. LEISURE TIME ACTIVITIES AND TRAVEL

After work or study, major free time activities are spent at home, watching TV or video, reading or listening to music/radio.

However social activities like visiting friends, going out with friends/relatives for a drive, or going out to a public garden, are the activities mostly mentioned as preferred.

It is particularly among the youngest respondents that sport is also a major free time activity.

During week-ends, outdoor activities are the most popular with priority on socializing with friends, going to public gardens or the sea/beach/Corniche (Saudi West).

Two thirds of the young Arabs (78% among males vs 39% among females) state that they do sport/physical activities. Football is the activity they mostly participate in (36%). It is followed by walking (15%), running/jogging (9%) and swimming/diving (9%).

Football is again the sport that young enjoy most watching (57%). Wrestling is also of high interest (30%). Motor racing is mentioned spontaneously by only 10%.

Exhibition subjects that respondents are spontaneously proposing as of interest to them, are clothes/fashion (34%), particularly among females (47% vs 23% males), cars (22% males vs 1% females) and books (14%).

Music interest is high (68%). The type of music which is by far mostly preferred is the traditional Arabic/Egyptian music (62%). Rock/Disco music is not very popular among young Arabs (7%).

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Almost half (37% among Saudis, 66% among expatriates) of the young Arabs living in Saudi have **travelled abroad** in the last two years. Countries mostly visited are Arabic countries with Egypt at the top. One fifth of young Arabs travelling abroad has visited a European country in the past two years.

5. TV AND MEDIA HABITS

Among the 97% of respondents having a TV set at home, 75% also own a VCR. Most of the films watched are Egyptian. Family comedies, adventure and detective films are particularly liked by young.

On average 3 to 4 video films have been watched within the past 7 days. Furthermore most young are watching live TV at least five days per week.

Two thirds of young Arabs are reading regularly newspapers:

Top 6 newspapers	<u>Total</u> %	<u>Saudis</u> %	<u>Expatriates</u> %
Okaz	31	34	21
Al Sharq Al Awsat	30	27	37
Al Jazirah	25	29	9
Al Riyadh	23	26	11
Al Youm	13	15	7
Al Medinnah	11	13	9

Half of young Arabs are reading regularly magazines:

Top 3 magazines	<u>Total</u> %	<u>Saudis</u> %	<u>Expatriates</u> %
Al Yagza (ex-Kuwait)	41	44	33
Sayidaty	35	36	37
Al Nahda (ex-Kuwait)	20	20	20

6. ATTITUDE AND LIFESTYLE

In general young Arabs appear as following the traditional Arabic lifestyle. Similarly to the adults, socializing and meeting with friends is important to young. They are respectful to the family, they accept its opinion and authority (e.g. marriage decision).

Young, particularly males, believe the woman has her place and a role to play inside the home but not outside. She is considered as being responsible not only for children's education and domestic work, but also for the items to buy for the household and for managing household finances.

Even in this social environment the young Arab is not really extraverted and he wants rather to keep a moderate, discrete behaviour. He prefers to be part of a team than be the leader and he is trustful in people. But when it comes to personal problems he does not want to show or express them to his friends.

Education is important (particularly true among women) but opinions differ whether it is essential or not for success in life. In fact, they show, like their parents, a certain fatalism with regard to their life achievements. But what appears evident is that they strongly believe that it is important for them to have a rather prestigious job. However job satisfaction is considered as more important than the salary.

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Young Arabs are health conscious, particularly with food. They consider themselves as careful when buying things and usually are planning in advance what they are going to buy.

The way they control their spending is also carefully done. However, they recognize that they would often like to have more money and that they have some difficulties in saving it.

The young living in Saudi show interest in traveling abroad to visit and discover other countries, but they consider that everything they need is available in Saudi. This is true even among expatriate Arabs, however to a lower extent. They recognize in fact that they do not enjoy the company of non-Arabs.

Fashion, if not considered as essential, is accepted as a modern element in the Arabic society, and it is seen as of something that all (young, old, rich or less rich) can follow or be interested in.

November 1990



A. Bachmann

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APPENDIX 1: METHODOLOGY

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METHODOLOGY

1. COVERAGE

The test was conducted on a national scale throughout Saudi Arabia, incorporating both urban and rural areas and covering all of the major metropolitan centres of the Kingdom. The study was executed amongst a total sample of 3,846 Saudi and expatriate Arab males and females, aged 13 to 25 inclusive.

2. TEST DESIGN

Personal, face-to-face interviews using structured questionnaires.

Male respondents were interviewed at their homes and at places of leisure and recreation. Females respondents were interviewed at their homes.

3. SAMPLING PROCEDURE

Male respondents were chosen using the multi-stage random selection method. Starting points were selected on the basis of population density and on the basis of the principle of maximum dispersion and with respect to field experience of where local and expatriate Arab men could be located.

In recruiting female respondents, the "snowball" technique, whereby one respondent introduces the interviewer to another, was implemented. To avoid bias, starting points were selected within each town using the multi-stage area sampling method, taking into consideration the density of population of each area. Interviewers were instructed to contact a friend or acquaintance at or near a starting point. A maximum of four introductions was accepted from each contact, and only one woman per household was interviewed.

Both male and female respondents were selected within the constraints imposed by the survey's quota requirements by means of a random selection key based on the respondent's birthdate. Hand tabs of the respondents' areas of residence were kept in order to control dispersion in terms of density of population in each area.

4. FIELD DATES

	<u>Start</u>	<u>Finish</u>
Training:	02.01.90	04.01.90
Fieldwork:	04.01.90	30.07.90

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5. INTERVIEWERS AND SUPERVISORS

143 interviewers (both male and female local and expatriate Arabs) were employed in the course of this study, along with 2 supervisors in each location.

All interviewers and supervisors were personally briefed and trained by the AMER executives in charge of the survey.

In each location, two practice questionnaires were completed by each interviewer. These questionnaires are not included in the final sample.

6. FIELD CONTROLS

The following controls were carried out:

	<u>Total</u>
Number of questionnaires edited in the field	3,846
Number of questionnaires backchecked by telephone:	459
Number of questionnaires rejected during editing:	31

7. FIELDWORK EXECUTIVES

The principal executives in charge of the fieldwork were Yasser Omar (in charge of the Southern and Western Regions) and Hassan Osman (in charge of the Central, Eastern and Northern Regions). Both were assisted by the following fieldwork managers: Ahmed Hindi, Hussam Gaad and Fathi Omar.

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APPENDIX 2: SAMPLE STRUCTURE

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SAMPLE STRUCTURE

Base: All completed interviews

	<u>Total</u>
	%
<u>LOCATION</u>	
Jeddah	27
Riyadh	21
Dammam	11
Mecca/Medina	13
Abha-Khamis	6
Taif	6
Qassim	5
Hofuf	5
Jubail	3
Al Kharj	1
Hail	1
Qatif	1
Tabuk	1

Total	100
<u>NATIONALITY</u>	
Local	75
Jordanian	3
Palestinian	4
Yemeni	5
Egyptian	9
Syrian	2
Sudanese	2
Lebanese	1
Somali	*
Other Arab	1

Total	100

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	<u>Total</u>
	%
<u>AGE</u>	
13-15	19
16-19	31
20-22	23
23-25	27

Total	100
<u>SEX</u>	
Male	54
Female	46

Total	100
<u>EDUCATION</u>	
Illiterate	1
Read and Write	3
Some/Finished Elementary	11
Some/Finished Intermediary	30
Some/Finished Secondary	36
College/Some University	13
Finished University	5

Total	100
<u>MARITAL STATUS</u>	
Married	23
Single	76
Widowed/Divorced	*

Total	100
<u>SOCIAL CLASS</u>	
A/B	14
C1	25
C2	37
D/E	23

Total	100

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