



ARAB DAWN

ARAB YOUTH AND THE DEMOGRAPHIC
DIVIDEND THEY WILL BRING

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- Arab region has experienced profound intergenerational changes
- Political revolution did not happen with Arab Spring, but social and cultural changes in Arab youth are here to stay



A New Demographic

Arab Youth favour:

- ▶ Entrepreneurialism
- ▶ Political Freedom
- ▶ Cosmopolitanism



Economic Dignity (*Bread*)

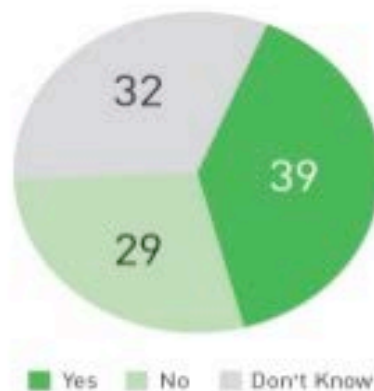
- ▶ Arab Youth are highly educated
 - ▶ 77% of Emirati Women
- ▶ Post-Secondary Education
 - ▶ 398 universities (178 in early 2000s)
- ▶ King Abdullah Education City
 - ▶ \$4 Billion Cost
 - ▶ 18,000 Students
 - ▶ 7,500 Faculty
- ▶ Globalized Consumers



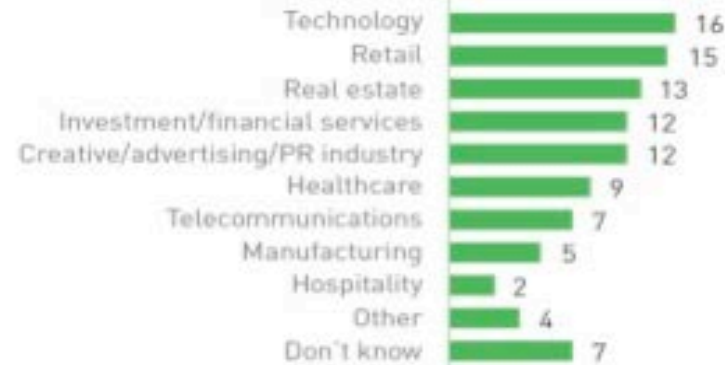
Entrepreneurialism on Rise

Nearly two in five young Arabs are looking to start a business within the next five years, with technology and retail being the top sectors of interest.

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



If intends to start: In which industry would you like to set your business up in?




Political Freedom

- Youth challenging gov'ts
- Not pol parties, CSOs
- Satellite TV, Social Media, Online News, Blogs, Videos
- Highest % of youtube upload
- Blogs, 50% women,
- 92% want democracy



Identity

- New age Muslims
- Hybrid of western and Islamic identity
- 64% of Saudi youth want to marry for love
- Global citizenship/cosmopolitan values
- 300K Arab students in Western univ. every year
 - Saudi, multiculturalism, enviro



Algeria
Bahrain
Egypt
Iraq
Jordan
Kuwait
Lebanon
Libya

Morocco
Oman
Palestine
Qatar
Saudi Arabia
Tunisia
UAE
Yemen

“WE WANT TO EMBRACE MODERN VALUES.”

April 7, 2014
arabyouthsurvey.com
#arabyouthsurvey

The image is a promotional graphic for the Arab Youth Survey 2014. It features a white header with the logo 'ASDA'A Burson-Marsteller' and 'ARAB YOUTH SURVEY 2014' in blue. Below the logo is a row of colorful human figures in various poses. To the right, a list of 14 Arab countries is displayed in two columns. The main body of the graphic is a photograph of a young woman wearing a light-colored hijab, smiling. Overlaid on the photograph is the quote '“WE WANT TO EMBRACE MODERN VALUES.”' in large, white, bold, sans-serif capital letters. In the bottom right corner, the date 'April 7, 2014', the website 'arabyouthsurvey.com', and the hashtag '#arabyouthsurvey' are listed.

Today's Arab Youth are a new generation
of dynamic and optimistic global citizens.

Arab Spring is just the beginning.



Questions?

