The Bayt.com
Entrepreneurship in MENA Survey

Nov 2017

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What the world thinks
Section 1

PROJECT BACKGROUND
Objectives

- This research was conducted to gain insights into the current level of understanding and interest in entrepreneurship within the region. The key objectives were to understand:
  - Current work preferences and reasons for being self-employed vs. employed
  - Current level of entrepreneurship in the region
  - The perceived barriers to starting a business
  - The ease of setting up own business in current country of residence
  - Perception of entrepreneurs in the region
Key findings

- Findings show that more than three-fifths (62%) of respondents prefer to be self-employed, with this proportion being considerably lower in Pakistan (39%), Algeria and the UAE (both at 55%). ‘Personal fulfillment’ (53%) and ‘freedom to choose work-life balance’ (41%) emerge as the top reasons for preferring to be self-employed. On the other hand, those who prefer to seek employment in a company, do so mostly for the regular income and for learning new skills (both at 43%).

- Nearly 7 in 10 of those who are self-employed took the first step to establish their business in the last 5 years. ‘Gaining greater independence in what they wanted to achieve’ (32%), ‘for more income’ (29%), ‘achieving a better work-life balance’ (28%) and ‘wanting to do what they love’ (24%) arise at the top reasons for having started their own businesses.

- Over 6 in 10 are currently thinking of starting their own business (62%), while 20% have already tried but failed, with financial related reasons being the main obstacle preventing from doing so. This shows that although MENA residents have the entrepreneurial spirit, they may lack the financial resources to put them into action.

- Nearly three-fifths claimed it was difficult to start a business in their country of residence (58%) with residents in the Levant (61%) and North Africa (68%) claiming that to a greater extent. Over half also believes that the government could better support entrepreneurs by easing laws and regulations of setting up a business (53%).
Key findings

- When it comes to perceptions of entrepreneurship, Real Estate/Property Development (11%) and Commerce/Trade/Retail (9%) are considered to be the most appealing industries for entrepreneurship, followed by IT/Internet/E-commerce (8%) and Consumer Goods/FMCG (8%). According to respondents, procuring finances (62%) is the top concern while setting up a business.

- In regards to the perceived image of entrepreneurs, respondents most strongly agree with the statements that ‘entrepreneurs are opportunity-driven’ (82%) and ‘entrepreneurs help in creating new jobs’ (80%).

- Finally, the most important ‘key to success’ for entrepreneurship is innovation (27%) followed by employing the right people (25%).

- To conclude, being an entrepreneur is looked as a favorable career by respondents in the MENA region where a majority of respondents who are not self-employed aspire to become entrepreneurs. However, there are several barriers and gaps, particularly financial ones, prevent them from doing so.
Section 2

RESEARCH METHODOLOGY
Sample Definition

Age and Gender:
- Adult males and females
- Aged 18 and above

Nationalities:
- Arabs, North Africans, Levantines, Westerns, Asians

Country of Residence
- GCC: UAE, KSA, Kuwait, Oman, Qatar, Bahrain
- Levant: Lebanon, Jordan
- North Africa: Egypt, Morocco, Algeria, Tunisia, Sudan
- Others: Pakistan

Data Collection
- All data was collected online. Fieldwork was done between 1 October and 22 October 2017. The total number of successful online interviews achieved was 4,570.
Section 3a

WORK STYLE PREFERENCES
When asked about their work style preference, more than three-fifths (62%) of respondents claimed they would prefer to be self-employed. On the other hand, 29% claimed they would prefer to seek employment in a company.

- Be self-employed/have my own business: 62%
- Seek employment in a company (work for pay): 29%
- Work in a family business (if available/applicable): 5%
- Others: 4%

Q. Given the choice, what would you like to do? Please select one option from below.

Base: Total (4,570)
All figures are %’s
Q. Given the choice, what would you like to do? Please select one option from below.

Base: Total (4,570)
All figures are %’s
Small bases for Bahrain (73 respondents)

- Seek employment in a company (work for pay)
- Be self-employed/ have my own business
- Work in the family business (if applicable)
- Other

- This proportion of those interested in working for firms was considerably higher in Pakistan at 45%, Algeria (37%) and the UAE (36%).
Choice of sector

- Of those who prefer to seek employment in a company, 59% state that they would prefer to work for the private sector.

Q. Would you prefer to work for a .......?

Base: Those who say they would prefer to ‘seek employment in a company (work for pay)’ (1,333)

All figures are %’s

- Small base for Jordan (50), Kuwait (58), Morocco (88), Qatar (60)
- Very small base for Bahrain (12), Lebanon (34), Oman (24), Tunisia (21), Sudan (27)
The main reasons for preferring to seek employment in a company are regular income and learning new skills (both at 43%). Stability of employment (35%), lack of finances to start their own business (31%), fixed working hours (30%) and benefits and perks (29%) follow.

Q. Why do you say that you would prefer to ‘seek employment in a company (work for pay)’? Select 3 responses only

Base: Those who say they would prefer to ‘seek employment in a company (work for pay)’ (1,333)

All figures are %’s
### Reasons for preferring to ‘seek employment in a company’ – By country (1/2)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Total</th>
<th>Algeria</th>
<th>Bahrain</th>
<th>Egypt</th>
<th>Jordan</th>
<th>Kuwait</th>
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<th>Saudi Arabia</th>
<th>Tunisia</th>
<th>UAE</th>
<th>Sudan</th>
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</thead>
<tbody>
<tr>
<td>Base:</td>
<td>1,333</td>
<td>159</td>
<td>12*</td>
<td>167</td>
<td>50*</td>
<td>58*</td>
<td>34*</td>
<td>88*</td>
<td>24*</td>
<td>247</td>
<td>60*</td>
<td>219</td>
<td>21*</td>
<td>119</td>
<td>27*</td>
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<tr>
<td>Learning new skills</td>
<td>43</td>
<td>41</td>
<td>50</td>
<td>40</td>
<td>38</td>
<td>34</td>
<td>47</td>
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<td>42</td>
<td>48</td>
<td>50</td>
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<tr>
<td>Regular income</td>
<td>43</td>
<td>34</td>
<td>75</td>
<td>47</td>
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<td>32</td>
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<td>45</td>
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<td>50</td>
<td>33</td>
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<td>Stability of employment/ job security</td>
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<td>Lack of finances to start own business</td>
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<td>28</td>
<td>36</td>
<td>26</td>
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<td>40</td>
<td>32</td>
<td>29</td>
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<td>Fixed working hours</td>
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<td>29</td>
<td>32</td>
<td>34</td>
<td>41</td>
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<td>Benefits and perks</td>
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<td>Unfavorable economic conditions</td>
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<td>10</td>
<td>19</td>
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<td>7</td>
<td>37</td>
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<tr>
<td>Political system/ gov. difficulty to start own business</td>
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<td>16</td>
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<td>14</td>
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<td>21</td>
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<td>7</td>
<td>10</td>
<td>-</td>
<td>6</td>
<td>26</td>
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<tr>
<td>No investment required</td>
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<td>4</td>
<td>-</td>
<td>4</td>
<td>2</td>
<td>17</td>
<td>24</td>
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<td>29</td>
<td>29</td>
<td>12</td>
<td>4</td>
<td>5</td>
<td>24</td>
<td>4</td>
</tr>
</tbody>
</table>

Q. Why do you say that you would prefer to ‘seek employment in a company (work for pay)’?

Base: Those who say they would prefer to ‘seek employment in a company (work for pay)’ (1,333)

All figures are %’s

*Small / very small base, please read data carefully
### Reasons for preferring to ‘seek employment in a company’ – By country (2/2)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Total</th>
<th>Algeria</th>
<th>Bahrain</th>
<th>Egypt</th>
<th>Jordan</th>
<th>Kuwait</th>
<th>Lebanon</th>
<th>Morocco</th>
<th>Oman</th>
<th>Pakistan</th>
<th>Qatar</th>
<th>Saudi Arabia</th>
<th>Tunisia</th>
<th>UAE</th>
<th>Sudan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of an appropriate business idea</td>
<td>10</td>
<td>9</td>
<td>-</td>
<td>10</td>
<td>4</td>
<td>9</td>
<td>6</td>
<td>18</td>
<td>13</td>
<td>10</td>
<td>12</td>
<td>13</td>
<td>-</td>
<td>6</td>
<td>7</td>
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<tr>
<td>Consistent resources/ flow of work</td>
<td>10</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>10</td>
<td>16</td>
<td>-</td>
<td>6</td>
<td>4</td>
<td>11</td>
<td>15</td>
<td>9</td>
<td>19</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>Lack of necessary skills to be self-employed</td>
<td>9</td>
<td>10</td>
<td>8</td>
<td>8</td>
<td>8</td>
<td>7</td>
<td>12</td>
<td>8</td>
<td>8</td>
<td>12</td>
<td>3</td>
<td>9</td>
<td>29</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>Little risk involved</td>
<td>8</td>
<td>4</td>
<td>8</td>
<td>9</td>
<td>8</td>
<td>17</td>
<td>9</td>
<td>2</td>
<td>4</td>
<td>11</td>
<td>18</td>
<td>8</td>
<td>-</td>
<td>8</td>
<td>-</td>
</tr>
<tr>
<td>Lack the confidence for running own business</td>
<td>8</td>
<td>7</td>
<td>-</td>
<td>8</td>
<td>10</td>
<td>7</td>
<td>3</td>
<td>9</td>
<td>4</td>
<td>9</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>9</td>
<td>15</td>
</tr>
</tbody>
</table>

Q. Why do you say that you would prefer to ‘seek employment in a company (work for pay)’?

Base: Those who say they would prefer to ‘seek employment in a company (work for pay)’ (1,333)

All figures are %’s

*Small / very small base, please read data carefully
Why do you say that you would prefer to ‘be self-employed/ have my own business’?

**Base:** Those who say they would prefer to ‘be self-employed/ have my own business’ (2,839)

All figures are %’s

- ‘Personal fulfillment’ (53%) and ‘freedom to choose work-life balance’ (41%) emerge as the top reasons for preferring to be self-employed. ‘Be my own boss’, ‘ability to give back to the community’ and ‘higher monetary gains’ follow (all at 38%).

Q. Why do you say that you would prefer to ‘be self-employed/ have my own business’?
Q. Why do you say that you would prefer to ‘be self-employed/ have my own businesses’?

Base: Those who say they would prefer to ‘be self-employed/ have my own business’ (2,839)

All figures are %’s

*Small / very small base, please read data carefully
Age of business (those self-employed)

- Of those who are self-employed, nearly 7 in 10 respondents took the first step to establish their business in the last 5 years.

Q. You said you are self-employed / have your own business. When did you take the first step to establish it?

Base: Those self-employed (356)
All figures are %'s
When it comes to the current stage of their business, over a third of the self-employed are at the start up stage of the business (36%), while another 22% claim that their business is established and performing well (22%). On the other hand, 22% say their business is established but not performing well.

Q. Which of the following best applies to the business you have established?

Base: Those self-employed (356)
All figures are %’s
Reason for starting own business (those self-employed)

- ‘Gaining greater independence in what they wanted to achieve’ (32%), ‘for more income’ (29%), ‘achieving a better work-life balance’ (28%) and ‘wanting to do what they love’ (24%) arise as the top reasons for starting their own businesses.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater independence in what I want to achieve</td>
<td>32%</td>
</tr>
<tr>
<td>Wanted more income</td>
<td>29%</td>
</tr>
<tr>
<td>To achieve a better work-life balance</td>
<td>28%</td>
</tr>
<tr>
<td>Wanted to do what I love</td>
<td>24%</td>
</tr>
<tr>
<td>Had a great business idea/ concept</td>
<td>23%</td>
</tr>
<tr>
<td>Wanted to be in control of my own career</td>
<td>22%</td>
</tr>
<tr>
<td>Felt the time was right/ got the right opportunity</td>
<td>20%</td>
</tr>
<tr>
<td>Wanted to be my own boss</td>
<td>19%</td>
</tr>
<tr>
<td>Could not find a job</td>
<td>12%</td>
</tr>
<tr>
<td>To choose when to work</td>
<td>11%</td>
</tr>
<tr>
<td>Finance was easily available</td>
<td>7%</td>
</tr>
<tr>
<td>Tried to emulate other members in the family</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

Q. Why did you decide to start your own business in the first instance?

Base: Those self-employed (356)

All figures are %’s
Hiring plans for the next year

- Two-thirds of respondents are planning to hire for their business in the next year

Q. Are you planning to hire for your business within the next 12 months?

Base: Those who are self-employed or employed in a family business (3,151)
All figures are %’s
Small base for Tunisia (88), Oman (82), very small base for Bahrain (56)

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Definitely hiring | Probably hiring | Probably not hiring | Definitely not hiring | I don’t know / I’m not sure

---

Total | Algeria | Bahrain | Egypt | Jordan | Kuwait | Lebanon | Morocco | Oman | Pakistan | Qatar | Saudi Arabia | Tunisia | UAE | Sudan

| 38 | 34 | 21 | 39 | 41 | 28 | 21 | 28 | 27 | 37 | 30 | 31 | 44 | 32 | 44 |

| 28 | 27 | 30 | 28 | 31 | 28 | 27 | 27 | 25 | 30 | 29 | 26 | 43 | 21 | 32 |

| 47 | 34 | 30 | 38 | 31 | 30 | 27 | 35 | 31 | 36 | 24 | 44 | 32 | 32 | 44 |

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Over a third of respondents have personal ambitions to grow their business further in their country of residence (36%), followed by 22% who aim to become a major international group.

**Q. Which of the following best describes your personal ambition for your business and future growth?**

- Obtain more growth and profitability in my country of residence: 36%
- Become a major international group: 22%
- Become an important international player: 21%
- Become an important regional player: 19%
- Other: 2%

Base: Those who are self-employed (356)

All figures are %’s
When it comes to those who are currently employed, almost 6 in 10 are currently thinking of starting their own business. 17% of respondents have tried to start their own business but have failed, while 15% never thought of starting their own business.

Q. Which of the following best describes you with regards to starting your own business?

Base: Those currently employed in the public/private sector (4,797)
All figures are %’s
### Attempt to start own business (those currently employed) – By country

<table>
<thead>
<tr>
<th>Q</th>
<th>Total</th>
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<th>Bahrain</th>
<th>Egypt</th>
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<th>Saudi Arabia</th>
<th>Tunisia</th>
<th>UAE</th>
<th>Sudan</th>
</tr>
</thead>
<tbody>
<tr>
<td>I have tried to start my own business in the past but could not do so/ or failed to do so</td>
<td>21</td>
<td>18</td>
<td>23</td>
<td>23</td>
<td>29</td>
<td>21</td>
<td>21</td>
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<td>16</td>
<td>21</td>
<td>23</td>
<td>19</td>
<td>27</td>
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<tr>
<td>I am currently thinking of starting my own business</td>
<td>59</td>
<td>64</td>
<td>59</td>
<td>64</td>
<td>45</td>
<td>62</td>
<td>59</td>
<td>67</td>
<td>65</td>
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<td>67</td>
<td>56</td>
<td>56</td>
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<tr>
<td>I have never thought of starting my own business</td>
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<td>9</td>
<td>7</td>
<td>20</td>
<td>10</td>
<td>9</td>
<td>15</td>
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<td>7</td>
<td>12</td>
<td>7</td>
<td>13</td>
<td>11</td>
</tr>
<tr>
<td>Don’t know/ Can’t say</td>
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<td>8</td>
<td>9</td>
<td>6</td>
<td>7</td>
<td>7</td>
<td>12</td>
<td>9</td>
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<td>11</td>
<td>11</td>
<td>14</td>
<td>10</td>
<td>3</td>
</tr>
</tbody>
</table>

Q. Which of the following best describes you with regards to starting your own business?

Base: Those currently employed in the public/ private sector (2,407)

All figures are %’s

*Small / very small base, please read data carefully
Challenges faced in starting a business (those who tried but couldn’t/ failed to do so)

- Of those who tried to start a business in the past, financial-related obstacles were the main reasons preventing them from starting their own business.

Q. Given below are some reasons that people have identified which could prevent one from starting one’s own business. Which of these prevented you from starting your own business?

Base: Those who tried to start a business in the past but could not do so (494)

All figures are %’s
Section 3c

PERCEPTION OF ENTREPRENEURSHIP
Ease of setting up own business

- Nearly three-fifths claimed it was difficult to start a business in their country of residence (58%).
- Respondents in the Levant (61%) and North Africa (68%) believe that to a greater extent when compared to GCC respondents (52%).

Q. In your opinion, on a scale of 1-5 where 1 is ‘extremely easy’ and 5 is ‘extremely difficult’, how easy/difficult would you say it is to start your own business in the country you currently live in?

Base: Total (4,570)
All figures are %’s

Small bases for Bahrain (73 respondents)
Government support for entrepreneurs

- Over half of respondents believe that the government could better support entrepreneurs by easing laws and regulations of setting up a business (53%).

Q. How do you think governments could better support entrepreneurs?

Base: Total (4,570)
All figures are %’s
**Government support for entrepreneurs – By country**

- Taxation reduction is echoed more strongly in Jordan (39%).

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Algeria</th>
<th>Bahrain</th>
<th>Egypt</th>
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<th>Saudi Arabia</th>
<th>Tunisia</th>
<th>UAE</th>
<th>Sudan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ease the laws and regulations of setting up a business</strong></td>
<td>53</td>
<td>53</td>
<td>55</td>
<td>62</td>
<td>40</td>
<td>59</td>
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<td>61</td>
<td>63</td>
<td>57</td>
<td>52</td>
<td>56</td>
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<tr>
<td><strong>Reduce taxation</strong></td>
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<td>16</td>
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<td>7</td>
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<td>10</td>
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<td>20</td>
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<tr>
<td><strong>Regulate competition among businesses</strong></td>
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<tr>
<td><strong>Facilitate access to skilled labor</strong></td>
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</tbody>
</table>

Q. How do you think governments could better support entrepreneurs?

Base: Total (4,570)
All figures are %’s  
*Small base, please read data carefully
43% of respondents mentioned that starting a business can be done any time while a third consider the best time to be mid-career (33%).
‘Not being afraid of failure’ (44%) is by far the best advice to aspiring entrepreneurs.
Having a great business follows at 12%.

Q. What do you think is the single best advice to an aspiring entrepreneur?

Base: Total (4,570)
All figures are %’s
The most appealing industries for entrepreneurship are considered to be Real Estate/Property Development (11%) and Commerce/Trade/Retail (9%) followed by IT/Internet/E-commerce (8%) and Consumer Goods/FMCG (8%).
### Most appealing industry for entrepreneurship

<table>
<thead>
<tr>
<th>Industry</th>
<th>Total</th>
<th>Algeria</th>
<th>Bahrain*</th>
<th>Egypt</th>
<th>Jordan</th>
<th>Kuwait</th>
<th>Lebanon</th>
<th>Morocco</th>
<th>Oman</th>
<th>Pakistan</th>
<th>Qatar</th>
<th>Saudi Arabia</th>
<th>Tunisia</th>
<th>UAE</th>
<th>Sudan</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Real Estate/Construction</strong></td>
<td>11</td>
<td>8</td>
<td>10</td>
<td>15</td>
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<td>18</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>Commerce/Trade/Retail</strong></td>
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<tr>
<td><strong>IT / Internet/ E-commerce</strong></td>
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<td>11</td>
</tr>
<tr>
<td><strong>Consumer Goods/FMCG</strong></td>
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<td>6</td>
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<td>3</td>
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<tr>
<td><strong>Marketing / Advertising/ Public Relations</strong></td>
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<td>3</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>6</td>
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<td>5</td>
<td>4</td>
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<tr>
<td><strong>Oil, Gas and Petrochemicals</strong></td>
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<tr>
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<td>6</td>
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</tbody>
</table>

**Q. Which industry in your country of residence do you think is most appealing for entrepreneurship?**

Base: Total (4,570)

All figures are %’s

Only industries>2% are presented

Small base for Bahrain (73 respondents)
The top concern of respondents while setting up their own business, would be procuring finances to start (62%), the uncertainty of profit/income (37%).

Hiring the wrong people is a higher concern in North Africa (40%) as compared to 29% in the Levant and 27% in the GCC.

Q. Imagine if you were to set up your own business today (in your current country of residence), what are the top 3 things that you would be most concerned about?

Base: Total (4,570)
All figures are %’s
## Top concerns while setting up business – By country

<table>
<thead>
<tr>
<th>Issue</th>
<th>Total</th>
<th>Algeria</th>
<th>Bahrain</th>
<th>Egypt</th>
<th>Jordan</th>
<th>Kuwait</th>
<th>Lebanon</th>
<th>Morocco</th>
<th>Oman</th>
<th>Pakistan</th>
<th>Qatar</th>
<th>Saudi Arabia</th>
<th>Tunisia</th>
<th>UAE</th>
<th>Sudan</th>
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</thead>
<tbody>
<tr>
<td>Procuring finances to start</td>
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<td>69</td>
<td>55</td>
<td>61</td>
<td>70</td>
<td>51</td>
<td>53</td>
<td>74</td>
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<td>58</td>
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<td>74</td>
<td>56</td>
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<tr>
<td>Uncertainty of profit/income</td>
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<td>27</td>
<td>45</td>
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<td>42</td>
<td>48</td>
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<td>41</td>
<td>35</td>
<td>19</td>
<td>42</td>
<td>26</td>
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<td>Need to establish the ‘right’ contacts</td>
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<td>21</td>
<td>37</td>
<td>19</td>
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<td>39</td>
<td>32</td>
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<td>45</td>
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<td>37</td>
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<td>Hiring the wrong people</td>
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<td>36</td>
<td>36</td>
<td>21</td>
<td>29</td>
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<td>17</td>
<td>33</td>
<td>40</td>
<td>22</td>
<td>40</td>
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<tr>
<td>Need to put in a lot of time, energy and effort</td>
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<td>21</td>
<td>37</td>
<td>19</td>
<td>31</td>
<td>39</td>
<td>32</td>
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<td>51</td>
<td>45</td>
<td>26</td>
<td>20</td>
<td>43</td>
<td>37</td>
</tr>
<tr>
<td>Making a loss</td>
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<td>16</td>
<td>39</td>
<td>26</td>
<td>21</td>
<td>22</td>
<td>32</td>
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<td>16</td>
<td>13</td>
<td>30</td>
<td>24</td>
<td>19</td>
<td>20</td>
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<tr>
<td>Lack of good advice and mentorship</td>
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<td>23</td>
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<td>22</td>
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<td>20</td>
<td>25</td>
<td>26</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>Business idea not being accepted in the marketplace</td>
<td>24</td>
<td>26</td>
<td>26</td>
<td>27</td>
<td>26</td>
<td>28</td>
<td>29</td>
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<td>22</td>
<td>23</td>
<td>21</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>Finding the correct insurance cover</td>
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<td>11</td>
<td>15</td>
<td>15</td>
<td>17</td>
<td>14</td>
<td>15</td>
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<td>14</td>
<td>17</td>
<td>18</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>Failure to comply with legislation, regulation and/or standards</td>
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<td>14</td>
<td>19</td>
<td>16</td>
<td>8</td>
<td>14</td>
<td>11</td>
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<td>7</td>
<td>20</td>
<td>16</td>
<td>15</td>
<td>14</td>
<td>11</td>
</tr>
</tbody>
</table>

Q. Imagine if you were to set up your own business today (in your current country of residence), what are the top 3 things that you would be most concerned about?

Base: Total (4,570)

All figures are %’s Small base for Bahrain (73 respondents)
**Perceived image of entrepreneurs**

- Respondents perceive entrepreneurs to be opportunity-driven (82%) and they help in creating new jobs (80%).

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>They are opportunity-driven</td>
<td>51</td>
<td>31</td>
<td>12</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>They help in creating new jobs</td>
<td>53</td>
<td>28</td>
<td>11</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>They create new products/services for the society’s benefit</td>
<td>43</td>
<td>33</td>
<td>16</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>They are a source of innovation in society</td>
<td>42</td>
<td>32</td>
<td>16</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>They are effective risk-takers</td>
<td>38</td>
<td>34</td>
<td>17</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>They mentor young people and promote the entrepreneurial spirit</td>
<td>38</td>
<td>28</td>
<td>19</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>They only think about their own profit</td>
<td>33</td>
<td>26</td>
<td>20</td>
<td>11</td>
<td>9</td>
</tr>
</tbody>
</table>

Q. Could you please tell us to what extent you agree or disagree with the following statements related to entrepreneurs?

Base: Total (4,570)
All figures are %’s
Perceived image of entrepreneurs – Are they opportunity-driven?

- Respondents in North Africa (87%) perceive entrepreneurs to be opportunity-driven more than those in Levant (82%) and GCC (80%).

Q. Could you please tell us to what extent you agree or disagree with the following statements related to entrepreneurs?

... They are opportunity driven

Base: Total (4,570)
All figures are %’s
Small base for Bahrain (73 respondents)
Perceived image of entrepreneurs – Creation of new jobs

- Respondents in the UAE (87%) and Sudan (89%) agree that entrepreneurs help in creation of new jobs.

Q. Could you please tell us to what extent you agree or disagree with the following statements related to entrepreneurs?

... They help in creating new jobs

Base: Total (4,570)
All figures are %’s
Small base for Bahrain (73 respondents)
Perceived image of entrepreneurs – Creation of products/Services

- Slightly over three-quarters of respondents perceive entrepreneurs to create products or services for the society’s benefit.

Q. Could you please tell us to what extent you agree or disagree with the following statements related to entrepreneurs?

... They create new products/services for the society’s benefit

<table>
<thead>
<tr>
<th>Country</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
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<td>Algeria</td>
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<tr>
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<td>12</td>
<td>38</td>
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</tr>
<tr>
<td>Egypt</td>
<td>6</td>
<td>16</td>
<td>31</td>
<td>38</td>
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<tr>
<td>Jordan</td>
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<td>9</td>
<td>14</td>
<td>17</td>
<td>13</td>
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<tr>
<td>Kuwait</td>
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<td>13</td>
<td>17</td>
<td>18</td>
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<td>Tunisia</td>
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<td>Sudan</td>
<td>8</td>
<td>11</td>
<td>11</td>
<td>34</td>
<td>34</td>
</tr>
</tbody>
</table>

Base: Total (4,570)
All figures are %’s
Small base for Bahrain (73 respondents)
Perceived image of entrepreneurs – Source of innovation

- Close to three-quarters of respondents (74%) perceive entrepreneurs to be the source of innovation in society.

Q. Could you please tell us to what extent you agree or disagree with the following statements related to entrepreneurs?

... They are a source of innovation in society

<table>
<thead>
<tr>
<th>Country</th>
<th>Strongly agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Strongly disagree</th>
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<td>8%</td>
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<tr>
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<td>38%</td>
<td>12%</td>
<td>8%</td>
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<tr>
<td>Bahrain</td>
<td>5%</td>
<td>18%</td>
<td>36%</td>
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<td>15%</td>
<td>16%</td>
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</tr>
<tr>
<td>Jordan</td>
<td>31%</td>
<td>36%</td>
<td>20%</td>
<td>18%</td>
<td>3%</td>
</tr>
<tr>
<td>Kuwait</td>
<td>31%</td>
<td>31%</td>
<td>19%</td>
<td>19%</td>
<td>3%</td>
</tr>
<tr>
<td>Lebanon</td>
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<tr>
<td>Morocco</td>
<td>47%</td>
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<td>12%</td>
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<tr>
<td>Oman</td>
<td>42%</td>
<td>32%</td>
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<td>11%</td>
<td>3%</td>
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<tr>
<td>Pakistan</td>
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<tr>
<td>Saudi Arabia</td>
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<td>48%</td>
<td>16%</td>
<td>13%</td>
<td>3%</td>
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<tr>
<td>Tunisia</td>
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<td>31%</td>
<td>16%</td>
<td>13%</td>
<td>3%</td>
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<tr>
<td>UAE</td>
<td>50%</td>
<td>30%</td>
<td>15%</td>
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<td>3%</td>
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<tr>
<td>Sudan</td>
<td>5%</td>
<td>15%</td>
<td>30%</td>
<td>19%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Base: Total (4,570)

All figures are %’s

Small base for Bahrain (73 respondents)
Q. Could you please tell us to what extent you agree or disagree with the following statements related to entrepreneurs?

... They are effective risk-takers

Base: Total (4,570)
All figures are %’s
Small base for Bahrain (73 respondents)
Respondents in the GCC (70%) consider entrepreneurs to mentor young people and promote entrepreneurial spirit more than those in Levant (65%) and North Africa (62%).

Q. Could you please tell us to what extent you agree or disagree with the following statements related to entrepreneurs?

... They mentor young people and promote the entrepreneurial spirit

Base: Total (4,570)
All figures are %’s
Small base for Bahrain (73 respondents)
Perceived image of entrepreneurs – Are they profit-driven?

- The perception that entrepreneurs are opportunity driven is higher in Pakistan (66%) and Egypt (63%).

Q. Could you please tell us to what extent you agree or disagree with the following statements related to entrepreneurs?

...They only think about their own profit

Base: Total (4,570)
All figures are %’s
Small base for Bahrain (73 respondents)
Over a quarter of respondents believed that innovation is the ‘key to success’ as an entrepreneur (27%), followed by employing the right people (25%).

- Innovation: 27%
- Employing the right people: 25%
- Access to funding: 19%
- Being close to clients or customers: 18%
- Access to advice and mentorship: 8%
- Other: 3%

Q. In your opinion, what is the “key to success” as an entrepreneur?
Section 4

DEMOGRAPHICS
Respondent Profile (1/3)

Gender
- Male – 79%
- Female – 21%

Marital status
- Single – 46%
- Married – 51%
- Divorced – 2%
- Separated – 1%

Age
- 18 – 29 – 45%
- 30 – 39 – 33%
- 40+ – 22%

Number of children
- None – 18%
- One – 21%
- Two – 27%
- Three – 18%
- More than three – 17%

Country of residence
- Egypt: 18
- Saudi Arabia: 18
- Pakistan: 12
- Algeria: 9
- UAE: 7
- Morocco: 6
- Jordan: 5
- Qatar: 4
- Kuwait: 4
- Lebanon: 4
- Sudan: 3
- Oman: 2
- Tunisia: 2
- Bahrain: 2
- Iraq: 2
- Others: 2

Base: Total (4,570)
All figures are %’s
Respondent Profile (2/3)

**Working status**
- Working full time (30 or more hours per week) 56%
- Unemployed (Professional with past working experience) 13%
- Unemployed (Recent graduates) 9%
- Working part time (Less than 30 hours per week) 7%
- Full-time student 5%
- Retired 2%
- Full-time homemaker or housewife 2%
- Other 6%

**Education**
- Elementary school 2%
- Secondary school 20%
- Vocational college education (e.g. to qualify as an electrician, nurse, etc.) 10%
- University first degree (e.g. BA, BSc) 40%
- University higher degree (Masters, MBA, PhD) 17%
- Professional higher education (e.g. to qualify as an engineer, doctor, lawyer, etc.) 10%

**Monthly income**
- Up to US$ 200 per month 14%
- US$ 201-500 per month 14%
- US$ 501-1000 per month 12%
- US$ 1001-2000 per month 10%
- US$ 2001-3000 per month 7%
- US$ 3001-4000 per month 4%
- US$ 4001-5000 per month 3%
- US$ 5001-6000 per month 2%
- US$ 6001-7000 per month 1%
- US$ 7001 or more 2%
- No personal income 20%
- Don’t know/Can’t say/Don’t want to reveal 12%

Base: Total (4,570)
All figures are %’s
Respondent Profile (3/3)

### Type of employment

- Employed in the public/or private sector: 84%
- Self-employed/ have my own business: 12%
- Employed in a family business: 3%

### Sector of employment

- Private sector - Multinational company: 27%
- Private sector - Small or Medium Local: 25%
- Private Sector - Large Local company: 23%
- Public/ government sector: 16%
- Semi-government/Quasi-governmental company: 3%
- Charity or voluntary sector: 1%
- Other: 5%

### Level of seniority at work

- Middle Management – Senior manager/ Assistant manager/ Administrative officer etc.: 29%
- Junior Manager/ Team leader: 26%
- Executive with no managerial responsibilities: 17%
- Senior Management – CEO/ CFO/ President/ General manager/ Director etc.: 14%
- Employed Professional – Doctor / Lawyer/ Architect etc.: 14%

Base: Those employed (2,862)

All figures are %’s
THANK YOU