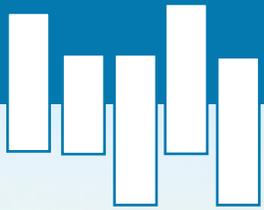


Zogby Research Services  
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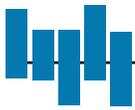


# Riyadh Residents

## Attitudes Towards Quality of Life & Municipal Services







**D**uring the month of May, we surveyed 1,521 residents of Riyadh (61.5% Saudi citizens, 38.5% non-citizens) to assess their satisfaction with the quality of life in the city and with the services provided by the municipality. We also surveyed their priorities and concerns for the future.

As one of the world's newest major cities, Riyadh has witnessed dramatic growth in the past half-century. Given this rapid development, one might have expected to find many areas where residents are dissatisfied or where basic needs are not being met. This, however, is not the case, as can be seen in our findings, below.

## **Satisfaction and Confidence**

In what can only be seen as a vote of confidence in the progress being made in Riyadh, more than two-thirds of our respondents say life in the city is better than it was five years ago, while nine in ten express the belief that things will improve in the next five years. While these positive ratings exist among all sub-groups, satisfaction levels are slightly higher among men and, as might be expected, those with higher incomes. It is especially significant that there are no differences in the positive ratings given to life in Riyadh by Saudi citizens and non-Saudi residents of the city.

## **Matters of Importance to Residents**

As is the case in most major cities, the need for more affordable housing, job creation, and problems with automobile traffic are the three top concerns of Riyadh residents. While these concerns are shared by all demographic sub-groups, they are more acutely felt by some groups. For example, the need for more affordable housing is a greater concern among non-citizen residents and those in the lowest income brackets; the need for more jobs is a greater concern among younger respondents; and residents in some parts of Riyadh (e.g. in the areas around ad-Dereah) appear to have more difficulties with traffic than do residents in other parts of the city.

Given this rank order of their most important issues, it is not surprising to find that when asked to rate how satisfied they are with different aspects of city life, the three issues that receive the lowest satisfaction scores are: housing, jobs, and traffic.

At the same time, the highest satisfaction ratings go to electricity, telecommunication services, public safety, and public parks. These are all factors that are essential to the “quality of life” of residents of any major city, and so it is noteworthy that Riyadh gets high grades in each of these areas.

Finally, when asked to identify what should be the top priority for the government in Riyadh, the overwhelming majority say “housing.” This is followed by “job creation” and “affordable health care.” While receiving high satisfaction ratings, the availability of affordable health care, nevertheless, is a top issue of importance for many Riyadh residents.

## Traffic

As is the case in most major cities worldwide, many residents of Riyadh have concerns with traffic. About six in ten say that their daily commute to work is either “sometimes” or “always bad”—with more than half saying it takes them more than one-half hour.

On a positive note, most residents (seven in ten) would be inclined to use mass transit if it were accessible where they live and work—this includes more than three-quarters of those with a long daily commute.

## Education

Two-thirds of Riyadh residents with children in schools say they are satisfied with the education system. Three-quarters believe that the school programs are providing their children “with the skills necessary to find a good job.” And the same number are satisfied that “the government pays enough attention to the quality of public education.”

## Earnings

Fifty-six percent of all respondents report that they “earn just enough to get by,” while 24% say that they “do not earn enough to get by and worry about the future.” Only 19% say that they “earn more than enough to take care of their needs, enjoy life, and save for the future.” There are no significant differences between percentages of citizens and non-citizens in each category. The only major difference is one of educational level, with those who report having received a university education being twice as well off as those with no formal education.

## Housing

Housing, as has already been noted, is issue #1. Two-thirds of Riyadh residents say “there is a need for more affordable housing.” And of those who are citizens and who do not yet own a home, almost three-quarters are worried that in the future they will not be able to buy a home.

## Leisure

Demographics makes a difference in where residents of Riyadh go to spend leisure time, with the two top choices being: going to a mall (39%) or to a park or recreation area (35%). Saudi citizens are twice as likely to go to a mall (46%) than to a local park (23%), while non-citizens are almost twice as likely to go to a park (55%) than to a mall (29%).

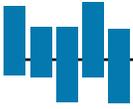
Overall, most respondents say that there are “adequate facilities for leisure time,” with citizens almost twice as satisfied as non-citizens.

## Water

While three-quarters of all residents in Riyadh say that they are satisfied with the availability of local drinking water, one-half of all residents also say they are concerned about its availability in the future. This concern has not been translated into a commitment to conservation, since only 38% say they have ever felt the need to conserve water.

## Public Safety

Citizens and non-citizens alike give the city very high grades for public safety. Only 2% say they have been victims of a crime and 84% rate the local police as “excellent” or “good.”



## 1. Better Off/Worse Off?

Is the quality of life in Riyadh better or worse than it was 5 years ago or about the same?	
Better	69
Worse	11
About the same	19
<i>Percentages may not add up to 100% because numbers were rounded and the percentage responding "not sure" has not been included.</i>	

Satisfaction is high among residents of Riyadh. More than two-thirds of respondents say the quality of life in Riyadh is better today than it was five years ago, while only 11% say it is worse. The remaining 19% say the quality of life is about the same.

Men are more likely than women to say the quality of life in Riyadh is better today than five years ago (78% vs. 59%). Those with university degrees are also more satisfied than those with no formal education (74% vs. 62%), as are respondents who have monthly incomes greater than 20,000 SR compared to those with monthly incomes less than 5,000 SR (78% vs. 63%). It is important to note that there is no difference in satisfaction levels between citizens and residents.

## 2. Optimism/Pessimism

When you look to the future, are you optimistic or pessimistic about the quality of life in Riyadh 5 years from now?	
Optimistic	89
Pessimistic	11

Respondents are very positive about the future, with 89% saying they are optimistic about the quality of life in Riyadh five years from now, while just 11% are pessimistic.

## 3. Most Important Issues

What are the three most important issues affecting life in Riyadh today?	
Affordable housing	70
Job creation	48

Traffic	41
Availability of health care services	25
Water	18
Public safety	16
Public schools	13
Pollution and environment	12
Population congestion	9
Parks and recreation facilities	8
Telecommunications	3
Electricity	3
Immigration	1

When asked to identify the three most important issues affecting life in Riyadh today, respondents clearly indicate affordable housing (70%), job creation (48%), and traffic (41%) as the top three. Residents are considerably more likely than Saudi citizens to be concerned with affordable housing (84% vs. 61%). Among students, job creation is viewed as the most important issue (58%); it is also of concern to majorities of women (56% vs. 42% of men), and 55% of those under age 30 say it is an important issue as opposed to 41% of those over 50. Respondents in the area around Ad-Dereah are most likely to rate traffic as an important issue (50%).

Availability of health care services (25%), water (18%), public safety (16%), public schools (13%), and pollution and the environment (12%) are the next tier of significant issues. Public safety is of particular concern to women, more than one-quarter of whom rate it as an important issue compared to just 9% of men.

Fewer than one in ten respondents are concerned with population congestion, parks and recreation facilities, electricity, telecommunications, and immigration.

#### 4. Satisfaction With Issues

Satisfaction With Issues						
	Satisfied	Very satisfied	Somewhat satisfied	Not Satisfied	Somewhat unsatisfied	Very unsatisfied
Electricity	93	54	39	2	1	1
Telecommunications	92	50	42	3	2	1
Public safety	84	56	28	5	4	1
Parks and recreation facilities	78	41	37	8	7	1
Immigration	78	33	45	8	4	4
Availability of health care services	75	35	40	12	7	5

Pollution and the environment	73	31	42	9	7	2
Population congestion	72	29	43	9	7	2
Public schools	70	38	32	9	7	2
Water	65	38	27	17	12	5
Traffic	56	20	36	31	22	9
Job creation	50	21	29	26	21	5
Affordable housing	22	7	15	57	36	21
<p><i>“Satisfied” is the aggregation of “very satisfied” and “somewhat satisfied” responses, and “Not Satisfied” is the aggregation of “somewhat unsatisfied” and “very unsatisfied” responses. Percentages may not add up to 100% because numbers were rounded, and the percentages responding “Neither” and “not sure” have not been included.</i></p>						

Respondents were asked to rate their level of satisfaction with this same range of issues affecting life in Riyadh today. The highest levels of satisfaction are expressed with respect to infrastructure-related issues like electricity (93%) and telecommunications (92%). At least three-quarters of respondents are also satisfied with public safety (84%), parks and recreation facilities (78%), immigration (78%), and the availability of health care services (75%). Intensity of satisfaction is highest with public safety (56% say they are very satisfied), followed by electricity and telecommunications (54% and 50% are *very satisfied*, respectively), while one-third of respondents are *very satisfied* with immigration and health care.

Worthy of note, satisfaction with health care is highest among respondents in the area around Ad-Dereah (82%) and lowest among those in the area around Ash-Shafa (69%). Residents are also more satisfied with health care availability than citizens (84% vs. 72%). Similarly, on the issue of immigration, residents are more satisfied than Saudi citizens (87% vs. 73%).

Two-thirds or more of respondents also express satisfaction with pollution and the environment (73%), population congestion (72%), public schools (70%), and water (65%), with higher intensities of satisfaction for public schools and water (38% are *very satisfied*) than for the environment and congestion (31% and 28%, *very satisfied*, respectively).

While majorities of respondents say they are satisfied with traffic (56%) and job creation (50%), more than a quarter of those surveyed are dissatisfied with these issues (traffic: 31%; job creation: 26%). Satisfaction with traffic is lowest among respondents in the area around Ad-Dereah (44%). In terms of job creation, satisfaction is lower among citizens (39%) than residents (68%), among women (41%) than men (58%), and among those with no formal schooling (40%) than the university-educated (58%).

We find that affordable housing is far and away the issue about which residents of Riyadh are least satisfied; just 22% say they are satisfied (and only 7% are *very satisfied*), while 57% say they are not satisfied, including 21% who are *very unsatisfied*. Satisfaction with housing is particularly low among residents in comparison to citizens (11% vs. 29%) and those with monthly incomes below 5,000 SR (14% vs. 37% of those with monthly incomes over 20,000 SR).

## 5. Importance of Issues

Importance of Issues					
	Very Important	Somewhat Important	Neither important nor unimportant	Somewhat unimportant	Very unimportant
Improving public transportation	62	28	6	3	1
Dealing with traffic issues	69	28	2	1	-
Improving public safety	77	16	6	1	-
Improving the quality of public education	70	24	6	1	-
Making healthcare more available	85	12	2	1	-
More and better parks and recreation facilities	54	34	11	1	1
Increasing employment opportunities	83	13	3	1	<1
Cleaning up the environment and pollution	79	18	3	<1	-
More affordable housing	82	15	3	1	-
Improvements in telecommunications (phone service, internet)	54	39	5	1	1

The top issues rated *very important* by respondents include making health care more available (85%), increasing employment opportunities (83%), and more affordable housing (82%). Also deemed very important by more than two thirds of all respondents are cleaning up the environment and pollution (79%), improving public safety (77%), improving the quality of public education (70%), and dealing with traffic issues (69%). Public education is particularly of concern to those in Urijah (80%) and in the area around Ad-Dereah (80%), where traffic issues are also considered very important (80%).

More than six in ten feel that improving public transportation is very important, ranging from 74% in the area around Ad-Dereah to 52% in the area around Shamal. Citizens are also more likely to be concerned with public transportation improvements than residents (68% vs. 56%).

Majorities say improvements in telecommunications (e.g., phone service, Internet) and more and better parks and recreation facilities are very important. The importance of telecommunications is rated highest in the area around Ad-Dereah (69%) and in Urijah (66%) and lowest in the area around Naseem (37%), and considerably higher by those with university degrees (66%) than by those with no formal education (47%). Concern with parks and recreation is particularly high in the area around Ad Dereah (63%) and among men (60% vs. 46% of women).

## 6. Top Priorities

In your opinion, of the items listed below, which should be the highest spending priorities for the municipal authority?	
Affordable housing	59
Job creation	30
Health care	23
Education	19
Public safety	18
Traffic and transportation	15
Environmental clean-up	13
Improving infrastructure	10
Cultural and recreational activities	3

When respondents were asked to select the highest spending priority for the municipal authority, affordable housing is the clear choice, chosen by 59% of respondents. Only among respondents in Urijah do less than a majority think that housing should be a top priority (47%). Again, this issue is considered a high priority by 74% of residents, compared to just 50% of citizens, and those with monthly incomes below 5,000 SR are twice as likely to say it should be the highest priority (70%) than those with incomes above 20,000 SR monthly (35%).

Job creation (30%) and health care (23%) are the runners-up for top spending priorities for the municipal authority. Those with higher incomes are more likely to say health care should be a priority than those with the lowest incomes (30% with 20,000+ SR monthly income vs. 19% with less than 5,000 SR monthly income).

Education (19%), public safety (18%), and traffic and transportation (15%) are the next tier of priorities according to respondents. Education is considered a top priority particularly by those in the area around Naseem (31%), those over age 50 (27% vs. 16-18% of younger respondents), citizens (25% vs. 9% of residents), and those with monthly incomes over 20,000 SR (24% vs. 13% of those with the lowest incomes). Public safety is also more likely to be selected a top spending priority by those with higher incomes (28% with 20,000+ SR vs. 11% with less than 5,000 SR). Those who live in the areas around Ad-Dereah and Shamal rate traffic and transportation issues as higher priorities than those in other areas of the city; about one-quarter of respondents in those two areas call it important while only about one in ten in the area around Naseem consider it important.

Finally, environmental clean-up (13%), improving infrastructure (10%), and cultural and recreational activities (3%) are the issues least likely to be deemed top spending priorities for the municipal authority by Riyadh respondents. However, environmental clean-up is seen as a top priority by 23% of respondents in Urijah (compared to just 9% in the area around Naseem), by 16% of citizens (vs. 8% of residents), and by 20% of those with the highest monthly incomes (vs. 8% of those with the lowest incomes).

Infrastructure improvements are rated as a top priority ranging from 17% in Urijah to just 4% in the area around Naseem.

How confident are you that the decisions made by the municipal authority serve the needs of all citizens of the city?	
Very confident	38
Somewhat confident	54
Not very confident	6
Not at all confident	1
Not sure	1

More than nine in ten respondents are either *very* (38%) or *somewhat confident* (54%) that the decisions made by the municipal authority serve the needs of all citizens of the city. Those most likely to be *very confident* include residents of Urijah (47%) and the area around Ad-Dereah (45%), women (47%), and those with the highest monthly incomes (20,000+ SR: 56%), while those least likely to be very confident include residents of the areas around Naseem (22%) and Shamal (26%) and men (31%).

## 7. Traffic

Which of the following three statements best describes your commute?	
My commute is not bad. I experience little traffic and am easily able to get to work on time.	38
My commute varies every day. Some days I experience moderate or no traffic. Some days it is bad.	50
My commute is always bad.	12

Among commuters, 38% say their commute is *not bad*, while half say their commute *varies every day* and is *sometimes bad*. An additional 12% say their commute is *always bad*. Respondents in the areas around Ad-Dereah and the Shamal are the most likely geographically to say their commutes are always bad (19% and 15%, respectively).

How long is your commute to work?	
Less than 15 minutes	9
16-30 minutes	37
31 minutes to one hour	49
Over one hour	5

For a majority of commuters surveyed, 54% report commutes of more than a half hour.

Among those who say their commute is *always bad*, 87% have at least a half hour commute to work (including 27% who commute more than one hour). Of those who say their commute is *not bad* or *sometimes bad*, 40% and 57%, respectively, commute at least one half hour to work.

Have you had to make decisions for any of the following based on traffic problems?:	
Where I live	9
Where I work	8
When I can go to visit family and friends	27
When and where I can go to shop	38
Not sure	39
<i>Percentages add up to more than 100% because respondents were able to select multiple responses.</i>	

When asked how traffic problems may have affected their decisions, 38% say traffic plays into their decisions about when and where to shop and 27% say it affects decisions about when to go to visit family and friends. In addition, some respondents say traffic has affected their decision making with regard to where to live (9%) and where to work (8%), with respondents in the area around Ad-Dereah more likely to note these impacts of traffic (live: 14% and work: 15%).

Which of the following statements best describes your opinion of public mass transit?	
I would use mass transit (buses, light rail) if it were easily accessible where I live and work.	71
I would not use mass transit even if it were accessible to where I live and work. I prefer to drive my own car.	28
<i>Percentages may not add up to 100% because numbers were rounded and the percentage responding "not sure" has not been included.</i>	

More than seven in ten respondents say they *would use mass transit if it were easily accessible* where they live and work, while 28% say they would not because they prefer to drive their own cars. Those with lower monthly incomes (less than 5,000 SR monthly) are even more likely to say they would use mass transit (82%) as are resident non-citizens (86%), compared to those with the highest monthly incomes (20,000+ SR) and Saudi citizens (51% and 51%). Geographically, respondents from Urijah are most likely to say they prefer to drive their own cars (41%).

Of particular note: Among those who commute more than one half hour to work, 76% would use more accessible mass transit, while just 24% would prefer to use their own vehicles.

## 8. Education

How satisfied are you with the quality of your children's current school?	
Very satisfied	23
Somewhat satisfied	43
Neither	16
Somewhat dissatisfied	14
Very dissatisfied	3
<i>Percentages may not add up to 100% because numbers were rounded and the percentage responding "not sure" has not been included.</i>	

Of those with children currently in school, two-thirds are satisfied with the quality of their children's schools, while 17% are dissatisfied. In terms of area, those in the area around Ad-Dereah are most likely to say they are satisfied (81%), while those in the area around Naseem are least likely to say they are satisfied (47%). There is not a significant difference in satisfaction rates between those with children in public schools and those with children in private schools.

Agree/Disagree: Our local schools provide our children with the education and skills necessary to find a good job.	
Agree	75
Disagree	21
Not sure	4

Among those with children, three-quarters agree that *local schools provide our children with the education and skills necessary to find a good job*, while 21% disagree.

Agree/Disagree: Government pays enough attention to the quality of public education.	
Agree	73
Disagree	25
Not sure	2

Again, about three-quarters of respondents with children believe that *the government pays enough attention to the quality of public education*, and 25% disagree. Agreement is highest among those in Urijah (86%) and lowest among those in the area around Naseem (64%). Women are also considerably more likely to agree than men (81% vs. 65%).

## 9. What To Do Next

Which of the following best describes your household's current earnings?	
We earn more than enough to take care of our needs, enjoy life, and save for the future	19
We earn just enough to get by	56
We do not earn enough to get by, and worry about the future	24
<i>Percentages may not add up to 100% because numbers were rounded and the percentage responding "not sure" has not been included.</i>	

A majority of respondents (56%) say they *earn just enough to get by*, and an additional quarter (24%) say they *do not earn enough to get by, and worry about the future*. Just 19% of respondents say they *earn more than enough* to take care of their needs, enjoy life, and save for the future. These percentages do not vary significantly by area of residence, having children, age group, or citizenship status; however, university-educated respondents are twice as likely as those with no formal education to say they earn more than enough to get by (28% vs. 14%) and are half as likely to say they do not earn enough to get by (17% vs. 35%). Those who say they do not have enough to get by are more likely to have income from a pension (38% vs. 23%), but not to have income from work (35% vs. 23%) or from trade (25% vs. 11%).

## 10. Housing

Opinion about housing facilities in Riyadh	
There is a need for more affordable housing	65
Enough affordable housing is being built to meet the demand	33
<i>Percentages may not add up to 100% because numbers were rounded and the percentage responding "not sure" has not been included.</i>	

Almost two-thirds of respondents say they think *there is a need for more affordable housing*, while one-third say *enough affordable housing is being built to meet the demand*. Men are more likely to see a need for more affordable housing than women (72% vs. 56%), as are residents in comparison to Saudi citizens (80% vs. 56%). In addition, those who live in smaller homes (1-3 rooms: 83%) and those who earn less than 5,000 SR monthly (73%) are more likely to want more housing than those who live in large homes (7+ rooms: 58%) and those with the highest monthly incomes (20,000+ SR: 60%). Geographically, those least likely to see a need for more affordable housing are those who live in Urijah (57%).

If you do not currently own your own home, how confident are you that in the future you will be able to buy a home of your own?	
I am confident that I will be able to buy a home when I am ready to do so	28
I am worried that I will not be able to find affordable housing when I am ready to buy a home of my own	72

Of those who are not currently homeowners but are eligible to buy a home (a group which only includes Saudi citizens as residents are not in a position to do so), only 28% say they are confident that they will be able to buy a home when ready to do so, while 72% say they are worried they will not be able to find affordable housing when they are ready to buy a home. These percentages do not vary significantly among areas of residence or age groups, or between men and women, those who have children and those who do not, or married and single people.

## 11. Leisure

Which of the following best describes where you go with your family and friends to enjoy your leisure time?	
Somewhere in my neighborhood	4
Another nearby neighborhood	9
Another neighborhood far away	10
A shopping mall	39
Park of recreation area	35
<i>Percentages may not add up to 100% because numbers were rounded and the percentage responding "not sure" has not been included.</i>	

When asked where they go with family and friends to enjoy leisure time, respondents clearly indicate a preference for shopping malls (39%) and parks or recreation areas (35%). The mall is an even stronger preference among those who live in Urijah (54%), students (50%), women (47% vs. 33% of men), and Saudi citizens (46% vs. 29% of residents). Parks and recreation areas are, on the other hand, a top choice of residents (55% vs. 23% of Saudi citizens) and those with lower incomes (45% of those with monthly incomes less than 5,000 SR). Other leisure time locales selected include far away neighborhoods (10%), nearby neighborhoods (9%), and somewhere in the neighborhood (4%).

Are there adequate recreation facilities available for you, your family and friends to enjoy their leisure time?	
Yes	68
No	29

More than two-thirds of respondents say there are adequate recreation facilities for their leisure time enjoyment (68%), and 29% disagree. Agreement is strongest among those who live in Urijah (81% vs. 55% of those in the area around Shamal), citizens (80% vs. 49% of residents), those with higher monthly incomes (76% of those making 20,000+ SR vs. 59% of those making less than 5,000 SR), and those with children (75% vs. 54% of those with no children).

## 12. Water

How do you rate the availability of local drinking water?	
Excellent	29
Good	45
Fair	15
Poor	11

Almost three-quarters of respondents (74%) rate the availability of local drinking water as *excellent* or *good*, while 26% call it *fair* or *poor*.

What is the main source of your drinking water?	
Water bottles (5 gallon)	76
In-house desalination	22
Municipal tap	1
<i>Percentages may not add up to 100% because numbers were rounded and the percentage responding "Other" has not been included.</i>	

The main source of drinking water for 76% of respondents is 5-gallon water bottles, with 22% saying their main source is in-house desalination, and 1% utilizing the municipal tap water for drinking. Water bottles are identified as a primary drinking water source even more heavily by residents (90% vs. 67% of Saudi citizens) and by women (89% vs. 66% of men). In-house desalination is most likely to be noted as a source by those who live in the area around Naseem (36%) and least likely in Urijah (16%) and the area around Ad-Dereah (16%); it is also more likely to be a source for citizens (32%) than for residents (7%).

How concerned are you about the availability of drinking water in the future?	
Concerned	51
Not concerned	49

Respondents are split on their level of concern about the future availability of drinking water with 51% expressing concern and 49% saying they are not concerned. Citizens are almost twice as likely as residents to be concerned about this issue (62% vs. 34%). Respondents who live in Urijah are the most concerned residential community (67%), and those with children are more concerned than those with no children (54% vs. 45%).

Have you felt the need to conserve water?	
Yes	38
No	62

When asked about conservation efforts, 38% of respondents say they have felt the need to conserve water and 62% say they have not. We find that citizens are more likely than residents to conserve water (48% vs. 23%). And those who live in the area around Naseem are the most likely to conserve water (50%), while those in the area around Ad-Dereah are the least likely (29%).

### 13. Safety

How safe do you feel while traveling on local roads and highways?	
Very safe	42
Somewhat safe	53
Not very safe	4
Not at all safe	<1

Ninety-five percent of respondents say they feel safe traveling local roads and highways around Riyadh; 42% say they feel *very safe*, and 53% say *somewhat safe*. There is little or no variation in these percentages based on gender, income, age, or citizenship status. Those who live in the area around Ad-Dereah are the most likely to say they feel *very safe* (55%), while those in the area around Naseem are least likely to say they feel *very safe* on the roads (31%).

Have you ever been the victim of a crime?	
Yes	2
No	98

Just 2% of respondents say they have been a victim of a crime, while 98% have not.

Ability of local police to provide for local safety	
Excellent	36
Good	48
Fair	14
Poor	2

When asked to rate the ability of local police to provide for local safety, 84% of respondents say local police are *excellent* (36%) or *good* (48%) and 16% say *fair* or *poor*. Those who live in the area around Ad-Dereah are most likely to rate the local police as *excellent* (49%), while residents of the area around Naseem are least likely to do so (26%).

## METHODOLOGY

The approach used for the survey involved face-to-face interviews conducted in homes, offices, and Shisha points/cafes, between May 1 and May 28, 2013. A total of 18 interviewers, including ten men and eight women, as well as four supervisors and two field managers, comprised the project team. Coverage included the following municipalities: Naseem, Khashem Elan, and Namar, Ad-Dereah, Ash-Shomaisi, and Batha, Olaya and Maathar, Shamal, Urqah, As-Safarat, King Khaled Airport, and Al-Omariah, Ash-Shafa, Sulay, El-Haier and Al Aziziyah, Urijah, Malaz and Rawdah. Once the neighborhood and block was selected (which could be in a residential area or in a commercial area), an initial root contact was identified at random. This contact was not interviewed but was asked to give references to another two contacts who live or work nearby (in the same block). These referees were then approached and if they were eligible (as per quotas) and willing to participate, then they were interviewed and asked for two more references within the same block. A total of six interviews were conducted per block. Measures were taken to ensure that the sample was not skewed and was broadly representative of the city of Riyadh. Broad level demographic quotas were followed to ensure the final sample had the characteristics of the overall population.

## DEMOGRAPHICS

June 2013 – Riyadh Survey Demographics		
Gender	Male	57
	Female	43
Age	Under 30	42
	30-49	44
	50+	14
Citizenship	Citizen of KSA	61
	Resident of KSA	39
Monthly Income (SR)	<5K	22
	5-8K	26
	8-15K	30
	15-20K	12
	>20K	10
Education	No schooling	11
	Primary/Intermediate	22
	Secondary	37
	University or more	30
Area	Naseem Area (includes Naseem, Khashem Elan, and Namar)	13
	Ad-Dereah Area (includes Ad-Dereah, Ash-Shomaisi, and Batha)	19
	Olaya Area (includes Olaya and Maathar)	13
	Shamal Area (includes Shamal, Urqah, As-Safarat, King Khaled Airport, and	9
	Ash-Shafa Area (includes Ash-Shafa, Sulay, El-Haier and Al Aziziyah)	15
	Urijah	10
	Malaz Area (includes Malaz and Rawdah)	22



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