



QUALITY *of* LIFE

*Citizens from 22 countries
rate their satisfaction,
optimism, confidence, and
perception of personal security.*

EXECUTIVE SUMMARY

From February 22 to March 29, 2016, we surveyed 23,996 adults in 22 countries across Europe, Asia, the Arab World, Australia, and the United States in order to gauge their perceptions regarding the quality of life in their countries. We measured how satisfied and secure they feel with their current personal situation, how confident they are in the direction of their country, and how optimistic they are about the future.

1) CONFIDENCE: In order to measure confidence we asked respondents whether they believe their country is moving in the right direction or the wrong direction. What we found is that confidence is highest in **Malaysia, Singapore, UAE, and Qatar** and is lowest in **Indonesia, Egypt, Germany, the United States, and the UK**.

2) SATISFACTION: In order to measure satisfaction we asked respondents whether they are better off or worse off today than they were five years ago and better off or worse off than their parents' generation. What we found is that the most satisfied respondents are those in **Malaysia, Singapore, UAE, and Oman**, while the least satisfied are those in **Indonesia, Egypt, Kuwait, and Thailand**.

3) OPTIMISM: In order to measure optimism we asked respondents if they believe that they will be better off or worse off five years from now and whether they believe that their children will be better off in the future. Once again, the highest scores for optimism in the future are found in **Malaysia, Singapore, and the UAE**, while the countries that rank lowest in optimism are **Indonesia and Egypt**.

4) PERSONAL SECURITY: In order to measure personal security we asked respondents a series of questions measuring their concerns with their financial, personal, and physical security. Overall, it is in **Oman, Qatar, Malaysia, and UAE** where respondents feel most secure, while the least secure are respondents in **Indonesia, Hong Kong, and Thailand**, with **Bahrainis, Kuwaitis, the French, and Americans** also reporting concern with their personal security.

QUALITY OF LIFE: In order to create an overall "Quality of Life Quotient," we compiled in each country the average of the percentages of those who feel confident in the direction of their country, satisfied with their current situation, optimistic about the future, and personally secure.

Malaysia, Singapore, and the UAE top the list based on this calculation, followed by **Oman and Qatar**. **Denmark, Sweden, China, Saudi Arabia, and Norway** round out the top 10.

CONFIDENCE

Is Your Country Moving in the Right Direction or the Wrong Direction?

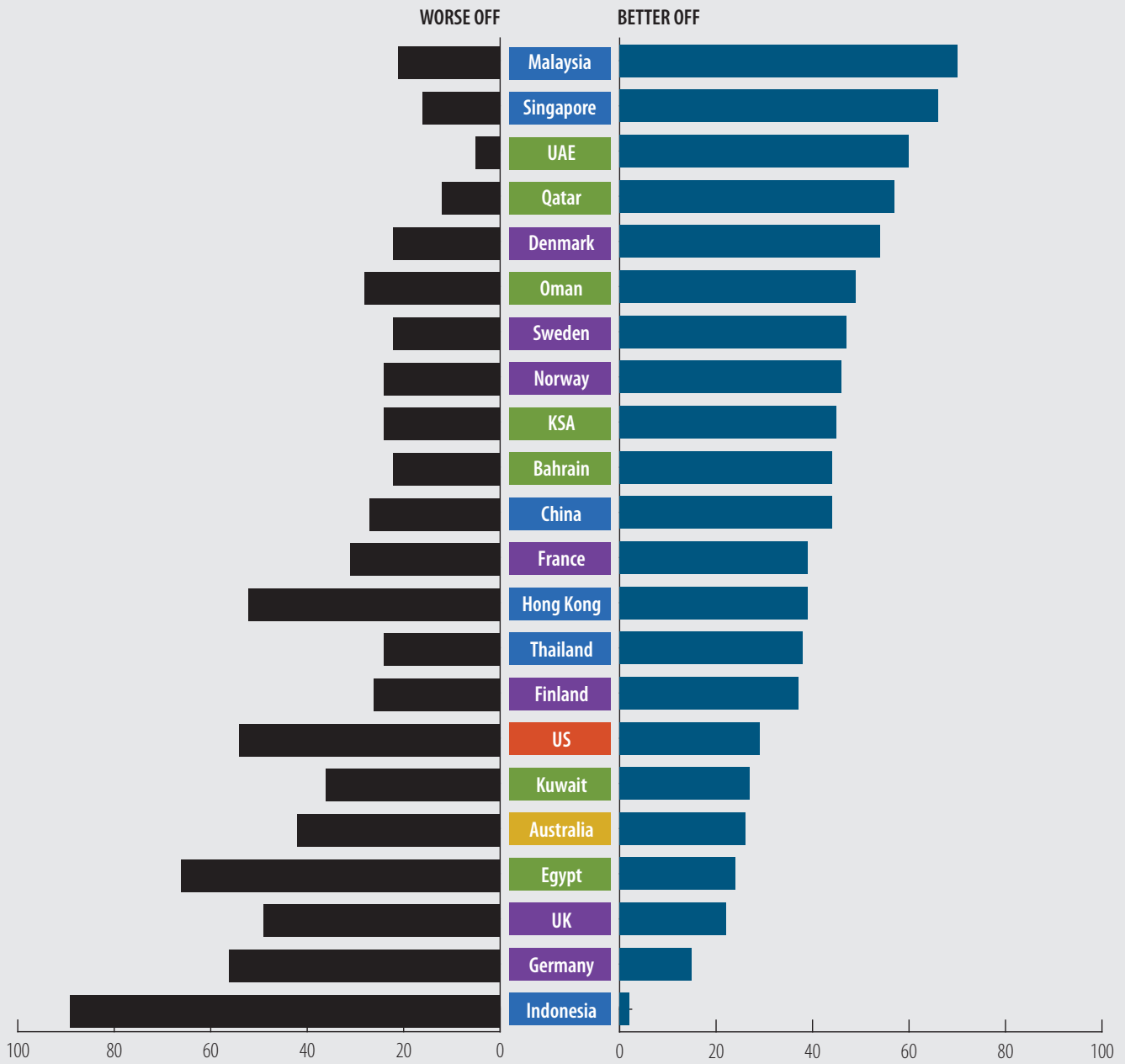
“Generally speaking, would you say that things in your country are heading in the right direction or are they moving in the wrong direction?” This is a standard question used by pollsters worldwide. The results in the 22 countries covered in our omnibus poll appear below.

		Right direction	Wrong direction	Not sure
GCC AND EGYPT	Bahrain (10)	44	22	33
	Egypt (19)	24	66	10
	KSA (9)	45	24	32
	Kuwait (17)	27	36	37
	Oman (6)	49	28	23
	Qatar (4)	57	12	31
	UAE (3)	60	5	35
ASIA	China (11)	44	27	29
	Hong Kong (13)	39	52	9
	Indonesia (22)	2	89	9
	Malaysia (1)	70	21	9
	Singapore (2)	66	16	18
	Thailand (14)	38	24	39
EUROPE	Denmark (5)	54	22	24
	Finland (15)	37	26	37
	France (12)	39	31	29
	Germany (21)	15	56	30
	Norway (8)	46	24	34
	Sweden (7)	47	22	31
	UK (20)	22	49	29
Australia (18)	26	42	32	
US (16)	29	54	17	

What we observe is that confidence is highest in Malaysia, Singapore, UAE, and Qatar. It is useful to note that the percentage of Emiratis who say “wrong direction” is the lowest of any of the countries covered in the survey. The countries with the least confidence and the greatest gaps between right and wrong direction are Indonesia, Egypt, Germany, the United States, and the UK.

Overall, the Scandinavian and Gulf countries fare quite well in this area.

CONFIDENCE IN RANK ORDER



2 SATISFACTION

Better Off or Worse Off Than Your Parents' Generation; Than Five Years Ago

In this survey we asked respondents two separate questions to gauge their perception about how things are going in the short term and the long term.

“Looking backward, do you feel that your personal situation is better off or worse off than your parents’ generation?”

“Turning to your personal situation, all things considered, do you feel you are better off or worse off than you were five years ago?”

We present the results of both questions below, in table form, as well as a graphic presentation of the Mean Satisfaction Score that represents the average of the “better off” percentages from both questions (and its correlated average “worse off” percentage).

		Do you feel that your personal situation is better off or worse off than your parents' generation?			Do you feel you are better off or worse off than you were five years ago?			Mean Satisfaction Score
		Better	Worse	Same	Better	Worse	Same	
GCC AND EGYPT	Bahrain (8)	46	24	30	46	24	23	46
	Egypt (21)	19	63	19	21	69	10	20
	KSA (13)	41	36	23	46	30	24	43.5
	Kuwait (20)	28	60	12	37	49	15	32.5
	Oman (4)	62	13	25	51	15	34	56.5
	Qatar (10)	38	30	32	50	16	34	44
	UAE (3)	61	11	28	62	7	30	61.5
ASIA	China (5)	50	16	34	45	23	32	47.5
	Hong Kong (15)	40	53	7	43	43	14	41.5
	Indonesia (22)	2	94	4	3	89	8	2.5
	Malaysia (1)	69	22	9	65	25	10	67
	Singapore (2)	63	12	25	67	16	17	65
	Thailand (19)	35	21	44	38	32	30	36.5
EUROPE	Denmark (16)	42	19	38	40	17	43	41
	Finland (9)	52	18	30	37	21	43	44.5
	France (10)	46	26	28	42	27	31	44
	Germany (14)	54	29	17	32	32	36	43
	Norway (6)	55	30	15	40	31	29	47.5
	Sweden (12)	46	17	36	42	16	42	44
	UK (18)	50	34	16	30	39	31	40
Australia (17)	52	31	17	29	40	32	40.5	
US (7)	50	31	19	43	26	31	46.5	

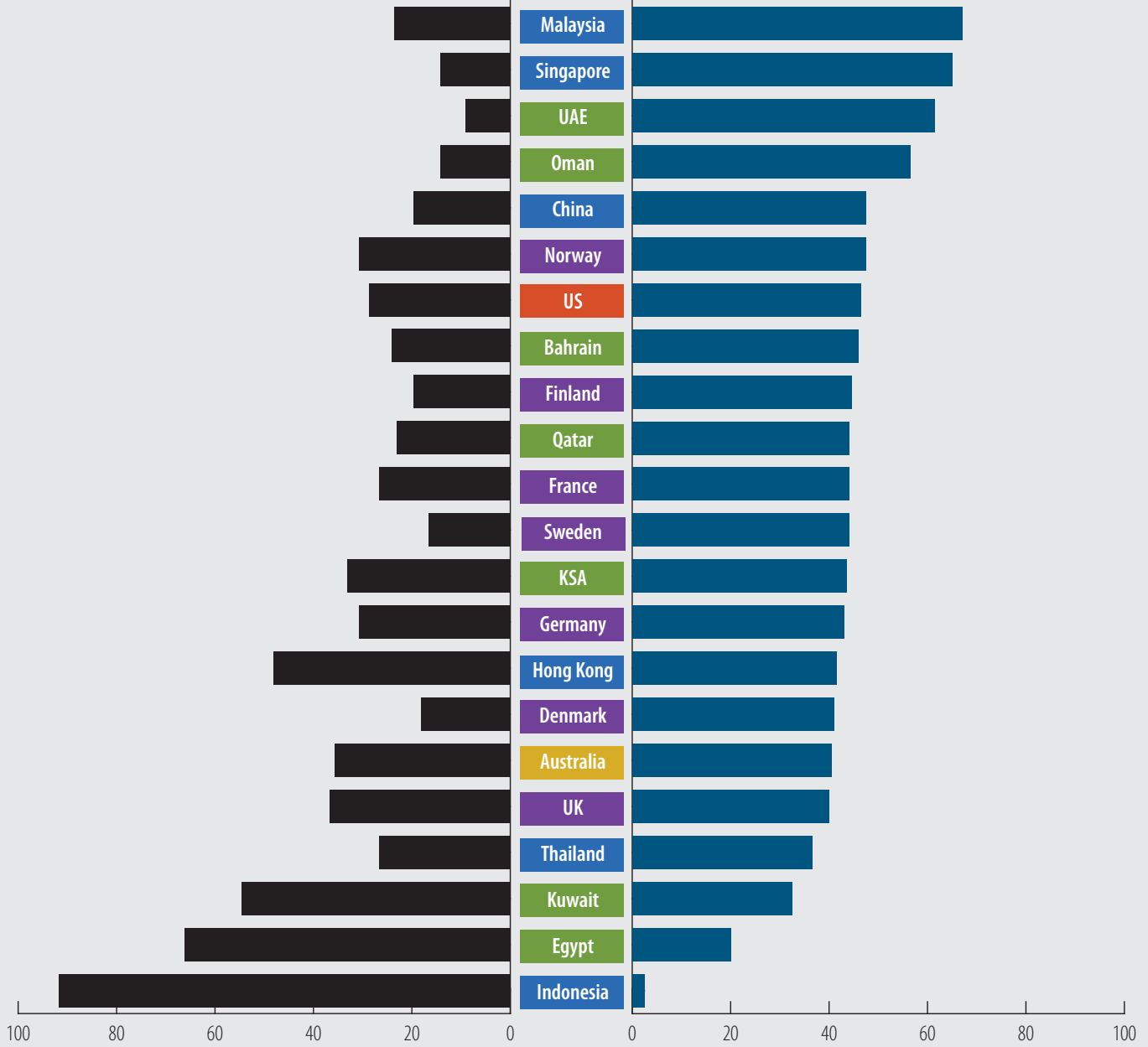
What we find is that the most satisfied respondents are those in Malaysia, Singapore, UAE, and Oman. China and Norway rank high here. Germany and the US perform significantly better in this area than they do in the confidence ratings.

The countries that rank at or near the bottom of the satisfaction tables are Indonesia, Egypt, Kuwait, and Hong Kong—the only countries to have a net negative score in which a majority say they are “worse off than their parents’ generation.”

SATISFACTION IN RANK ORDER

UNSATISFIED

SATISFIED



3 OPTIMISM

Better Off or Worse Off Than Your Children’s Generation; Five Years From Now

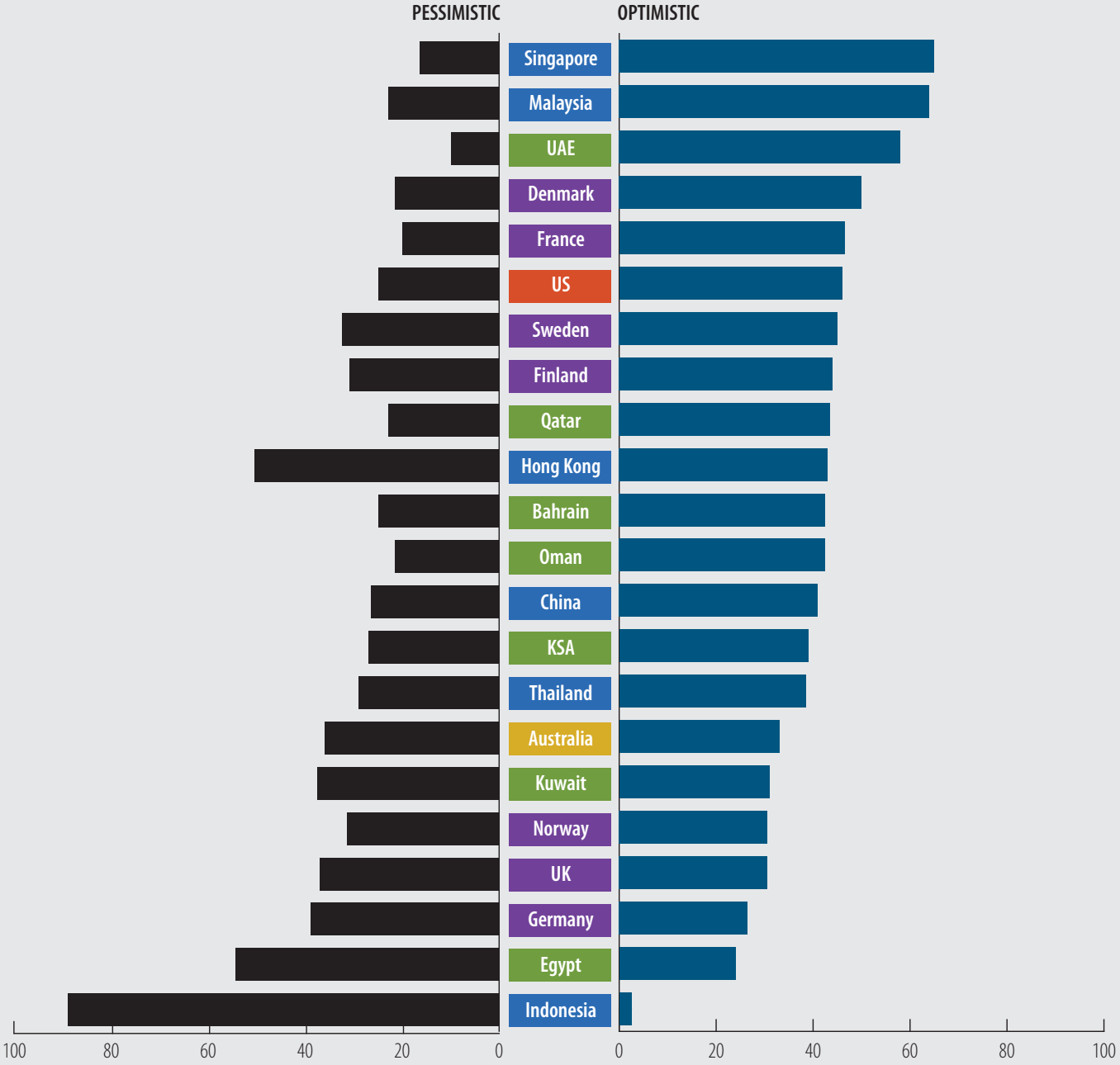
As we did in the last set of questions dealing with satisfaction, we asked about optimism in two different ways—one short term (“Do you feel that five years from now you will be better off or worse off than you are right now?”) and the other taking the long view (“Looking forward, do you feel that your children will be better off or worse off than you are right now?”). We present tables and rankings of the responses to each of the two questions, and a graphic presentation of the Mean Optimism Score, derived by averaging the “better off” responses from both questions, as well as the correlated averaged “worse off” responses.

		Do you feel that your children will be better off or worse off than you are right now?			Do you feel that five years from now you will be better off or worse off than you are right now?			Mean Optimism Score
		Better	Worse	Same	Better	Worse	Same	
GCC AND EGYPT	Bahrain (12)	43	27	30	42	23	36	42.5
	Egypt (21)	22	68	9	26	41	33	24
	KSA (14)	40	30	30	38	24	34	39
	Kuwait (17)	33	36	31	29	39	32	31
	Oman (11)	49	17	33	36	26	37	42.5
	Qatar (9)	48	19	33	39	27	34	43.5
	UAE (3)	61	10	28	55	10	35	58
ASIA	China (13)	42	25	34	40	28	32	41
	Hong Kong (10)	43	51	7	43	50	7	43
	Indonesia (22)	3	89	8	2	89	9	2.5
	Malaysia (2)	68	23	9	60	23	16	64
	Singapore (1)	63	15	22	67	18	15	65
	Thailand (15)	36	21	43	41	37	22	38.5
EUROPE	Denmark (4)	50	21	30	50	22	28	50
	Finland (8)	43	34	22	45	28	27	44
	France (5)	48	20	31	45	20	35	46.5
	Germany (20)	22	49	28	31	29	40	26.5
	Norway (18)	34	29	37	27	34	39	30.5
	Sweden (7)	42	36	21	48	29	23	45
	UK (19)	30	42	28	31	32	38	30.5
Australia (16)	33	41	26	33	31	36	33	
US (6)	42	32	26	50	18	32	46	

Once again, the highest scores for optimism in the future are found in Singapore, Malaysia, and the UAE. Denmark and France follow, with the US and Sweden close behind.

While in most countries the long and short term responses closely track, there are some significant differences in a few. In Oman and Qatar there is greater optimism in the long term than in the short term; in the US and Germany the opposite is true. Once again, the countries ranked lowest in optimism are Indonesia and Egypt.

OPTIMISM IN RANK ORDER



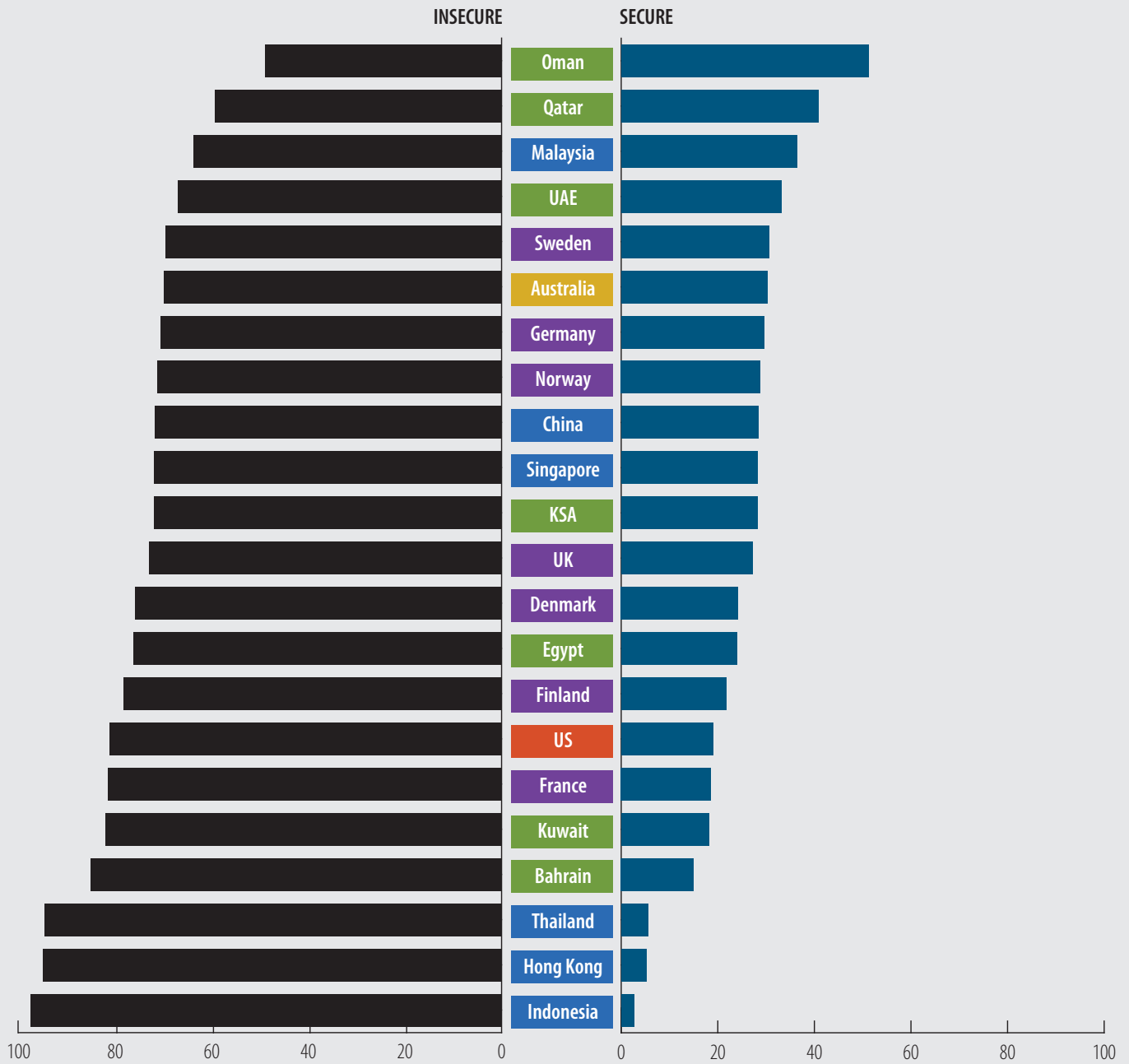
4 PERSONAL SECURITY

How concerned are you that: you will have enough money for your family (Money); there will be instability in your country (Instability); your personal rights will be protected (Personal Rights); other countries or groups will threaten your country (Hostility); you might be a victim of violent crime (Crime victim)?

We asked respondents about a range of potential threats to their personal security in an effort to gauge how safe and secure they feel in their countries. Respondents were asked to rate their level of concern about a number of personal security issues including having enough money for their family and the future, instability in their country, the protection of their personal rights, the threat to their country posed by other hostile countries or groups, and that they or their family might be the victim of a violent crime. Looking at the percentages of those who say they are unconcerned about these issues provides a view of where respondents have the strongest sense of personal security. An average of these ratings was used to derive a “Mean Personal Security Score” (and rank). Presented below is a table showing the percentages of respondents who are not concerned about each threat (i.e., feel secure), with a graphic portrayal ranking the countries in terms of their citizens’ sense of security. Each country’s level of concern about each threat is also portrayed graphically below.

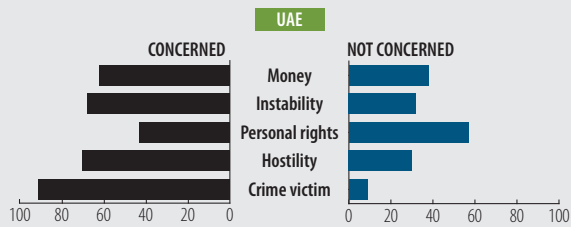
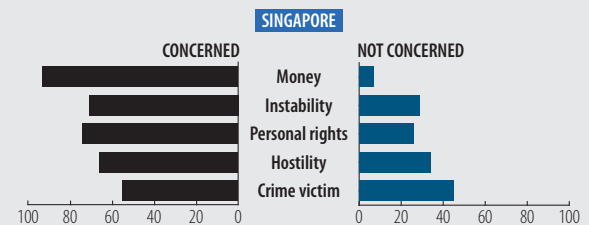
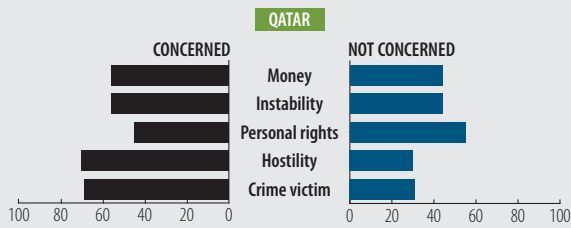
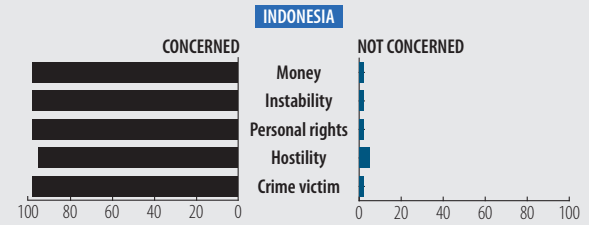
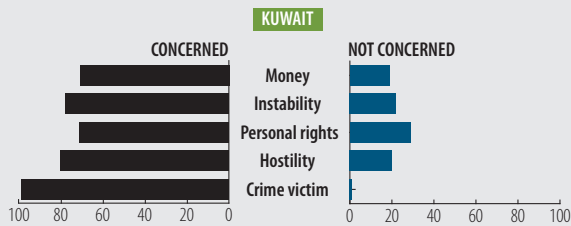
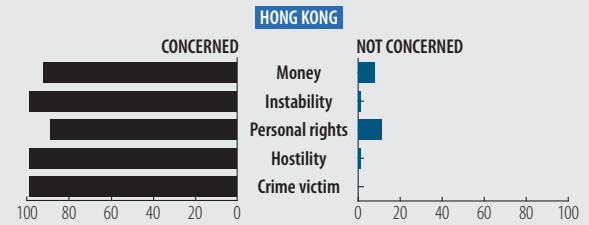
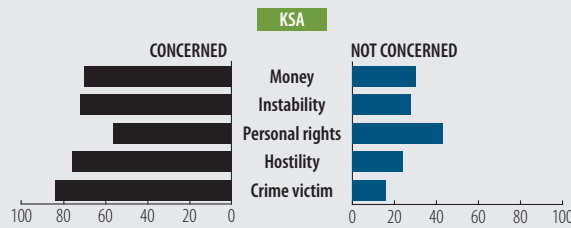
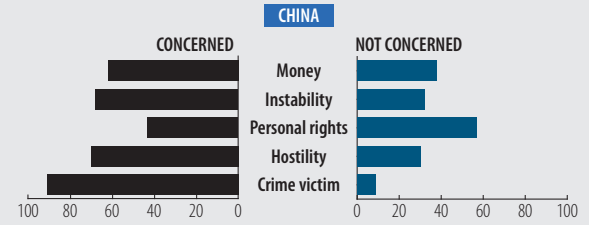
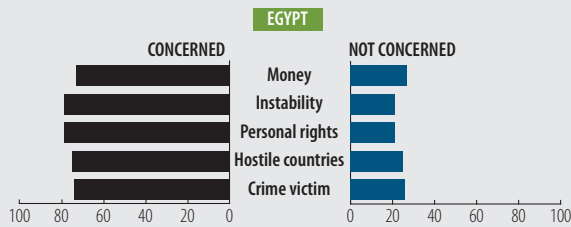
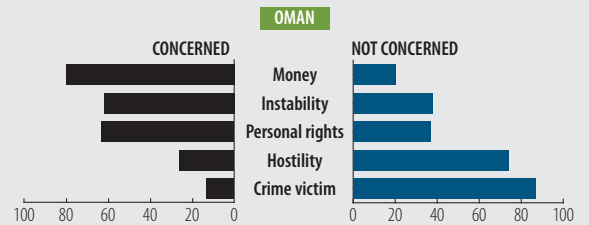
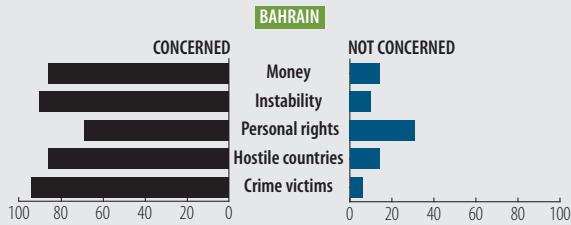
		Money	Instability	Personal Rights	Hostility	Crime Victim	Mean Personal Security Score
GCC AND EGYPT	Bahrain (19)	14	10	31	14	6	15
	Egypt (14)	27	21	21	25	26	24
	KSA (10)	30	28	43	24	16	28.2
	Kuwait (18)	19	22	29	20	1	18.2
	Oman (1)	20	38	37	74	87	51.2
	Qatar (2)	44	44	55	30	31	40.8
	UAE (4)	38	32	57	30	9	33.2
ASIA	China (9)	27	23	26	53	13	28.4
	Hong Kong (21)	8	1	11	1	<1	5.3
	Indonesia (22)	2	2	2	5	2	2.6
	Malaysia (3)	13	43	49	29	48	36.4
	Singapore (10)	7	29	26	34	45	28.2
	Thailand (20)	3	4	4	13	4	5.6
EUROPE	Denmark (13)	30	12	27	39	13	24.2
	Finland (15)	32	12	31	25	9	21.8
	France (17)	32	15	22	18	6	18.6
	Germany (7)	30	19	38	22	39	29.6
	Norway (8)	34	24	24	45	17	28.8
	Sweden (5)	32	24	39	38	20	30.6
	UK (12)	20	24	35	17	40	27.2
Australia (6)	23	28	37	25	38	30.2	
US (16)	14	13	22	14	32	19	

PERSONAL SECURITY IN RANK ORDER



Overall, it is in Oman, Qatar, Malaysia, and UAE that citizens feel most secure, with Swedes, Australians, and Germans close behind. Oman's strong showing is fueled by high numbers of respondents who are unconcerned about violent crime and hostile neighbors, while financial security is perceived as a more significant threat. Qataris are most secure with respect to their personal rights, also the area of least concern in the UAE and Malaysia. Malaysians are most concerned about financial security, while Emiratis are most concerned about crime.

The most threatened overall are Indonesians, citizens of Hong Kong, and Thailand, with Bahrainis, Kuwaitis, the French, and Americans also reporting concern with their personal security.



In the area of income security, the countries where citizens feel most secure are Qatar and the UAE, followed by Norway, Finland, Sweden, and France. The least concern with internal instability is found in Qatar and Malaysia, followed by Oman and the UAE. Emiratis feel most secure that their rights will be protected, with Qataris, Malaysians, and Saudis next in line. In terms of feeling secure in the face of potential hostile threats, Omanis top the list, followed by China and a trio of Scandinavian countries: Norway, Denmark, and Sweden. Omanis feel the least threatened by crime, followed by Malaysia, Singapore, and the UK.



QUALITY of LIFE QUOTIENT

		CONFIDENCE	SATISFACTION	OPTIMISM	PERSONAL SECURITY	QUALITY OF LIFE
1	Malaysia	70	67	64	36.4	59.4
2	Singapore	66	65	65	28.2	56.1
3	UAE	60	61.5	58	33.2	53.2
4	Oman	49	56.5	42.5	51.2	49.8
5	Qatar	57	44	43.5	40.8	46.3
6	Denmark	54	41	50	24.2	42.3
7	Sweden	47	44	45	30.6	41.7
8	China	44	47.5	41	28.4	40.2
9	KSA	45	43.5	39	28.2	38.9
10	Norway	46	47.5	31.5	28.8	38.5
11	France	39	44	46.5	18.6	37.0
12	Bahrain	44	46	42.5	15	36.9
13	Finland	37	44.5	44	21.8	36.8
14	US	29	46.5	46	19	35.1
15	Australia	26	40.5	33	30.2	32.4
16	Hong Kong	39	41.5	43	5.3	32.2
17	UK	22	40	30.5	27.2	29.9
18	Thailand	38	36.5	38.5	5.6	29.7
19	Germany	15	43	26.5	29.6	28.5
20	Kuwait	27	32.5	31	18.2	27.2
21	Egypt	24	20	24	24	23.0
22	Indonesia	2	2.5	2.5	2.6	2.4

In order to create a “Quality of Life Quotient” for each country, we averaged the percentages of those who feel confident in the direction of their country, are satisfied with their current situation, are optimistic about the future, and feel personally secure. Malaysia, Singapore, and the UAE top the list based on this calculation, followed by Oman and Qatar. Denmark, Sweden, China, Saudi Arabia, and Norway round out the top 10.

Methodology

Three approaches were used to conduct this survey in order to achieve nationally representative samples in a manner best suited to each country.

In the UAE, Saudi Arabia, Kuwait, Bahrain, Qatar, Oman, and Egypt, the approach used for conducting the poll involved face-to-face personal interviews. Urban as well as rural centres were covered in each country to cover a widespread geography.

In France, China, Sweden, Denmark, Norway, and Finland, the survey was conducted via telephone, while a hybrid approach of 85% telephone and 15% face-to-face personal interviews was utilized in Singapore, Hong Kong, Malaysia, Indonesia, and Thailand.

In Australia, Germany, the UK, and the United States, using trusted interactive partner resources, thousands of adults were invited to participate in an online interactive survey. Each invitation is password coded and secure so that one respondent can only access the survey one time. Using information based on census data, voter registration figures, CIA fact books and exit polls, we use complex weighting techniques to best represent the demographics of the population being surveyed. Weighted variables may include age, race, gender, region, party, education, and religion.

	SAMPLE SIZE	SURVEY DATES	MARGIN OF ERROR
Australia	1,001	3/21/16 - 3/24/16	+/- 3.2
Bahrain	845	2/24/16-3/21/16	+/- 3.4
China	2,053	2/23/16-3/28/16	+/- 2.2
Denmark	843	2/23/16-3/18/16	+/- 3.4
Egypt	1,526	2/22/16-3/21/16	+/- 2.6
Finland	835	2/25/16-3/19/16	+/- 3.5
France	1,033	2/23/16-3/24/16	+/- 3.1
Germany	1,003	3/21/16 - 3/22/16	+/- 3.2
Hong Kong	851	2/24/16-3/20/16	+/- 3.4
Indonesia	2,054	2/24/16-3/29/16	+/- 2.2
KSA	1,065	2/22/16-3/23-16	+/- 3.1

	SAMPLE SIZE	SURVEY DATES	MARGIN OF ERROR
Kuwait	844	2/23/16-3/16/16	+/- 3.4
Malaysia	867	2/26/16-3/22/16	+/- 3.5
Norway	861	2/24/16-3/20-16	+/- 3.4
Oman	840	2/24/16-3/21/16	+/- 3.4
Qatar	532	2/24/16-3/16/16	+/- 4.3
Singapore	859	2/24/16-3/16/16	+/- 3.4
Sweden	854	2/23/16-3/16/16	+/- 3.4
Thailand	1,073	2/25/16-3/25/16	+/- 3.1
UAE	1,174	2/22/16-3/17/16	+/- 2.9
UK	1,501	3/21/16 - 3/24/16	+/- 2.6
US	1,500	3/21/16 - 3/24/16	+/- 2.6

Demographics

	Under 30	30+	Male	Female	Live in city	Live outside city	Religion
Australia	14	86	52	48	59	41	N/A
Bahrain	41	59	50	50	89	11	Sunni: 31, Shia: 69
China	27	73	51	49	56	44	Buddhist: 17, Muslim: 2, Hindu: 1, Christian: 5, Roman Catholic: <1, Folk: 22, Taoist: 1, None: 52
Denmark	23	77	49	51	88	12	Evangelical Lutheran: 79, Roman Catholic: 17, Muslim: 4
Egypt	38	62	50	50	46	54	Sunni: 89, Shia: 2, Christian: 9
Finland	23	77	49	51	84	16	Evangelical Lutheran: 73, Roman Catholic: 1, None: 26
France	22	78	49	51	81	19	Roman Catholic: 66, Muslim: 9, Jehovah's Witness: <1, Jewish: 1, Buddhist: 1, None: 23
Germany	22	78	48	52	68	32	N/A
Hong Kong	21	79	46	54	84	16	Buddhist: 3, Muslim: 1, Hindu: 5, Christian: 10, Roman Catholic: 3, Folk: 73, Taoist: 3, None: 2
Indonesia	34	66	49	51	62	38	Buddhist: 1, Muslim: 87, Hindu: 2, Christian: 7, Roman Catholic: 3
KSA	46	54	50	50	80	20	Sunni: 88, Shia: 12
Kuwait	46	54	52	48	98	2	Sunni: 75, Shia: 25
Malaysia	34	66	50	50	75	25	Buddhist: 20, Muslim: 62, Hindu: 8, Christian: 10
Norway	24	76	50	50	82	18	Evangelical Lutheran: 85, Roman Catholic: 6, Muslim: 2, None: 7
Oman	53	48	50	50	78	22	Sunni: 21, Shia: 5, Ibadi: 74
Qatar	44	56	50	50	99	1	Sunni: 92, Shia: 8
Singapore	32	68	49	51	79	21	Buddhist: 41, Muslim: 19, Hindu: 7, Christian: 13, Roman Catholic: 8, Taoist: 13
Sweden	23	77	50	50	87	13	Evangelical Lutheran: 84, Roman Catholic: 3, Muslim: <1, Jewish: 2, Baptist: 3, Buddhist: 2, None: 6
Thailand	26	74	48	52	45	55	Buddhist: 93, Muslim: 5, Hindu: 1, Christian: 1
UAE	57	43	50	50	89	11	Sunni: 90, Shia: 10
UK	17	83	49	51	53	47	N/A
US	22	78	48	52	52	48	N/A

The logo for Zogby Research Services is centered at the bottom of the page. It features the word "Zogby" in a large, bold, black, stylized font with a thick horizontal line through the middle of the letters. To the right of "Zogby", the words "RESEARCH" and "SERVICES" are stacked vertically in a smaller, bold, black, sans-serif font.

Zogby RESEARCH
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