

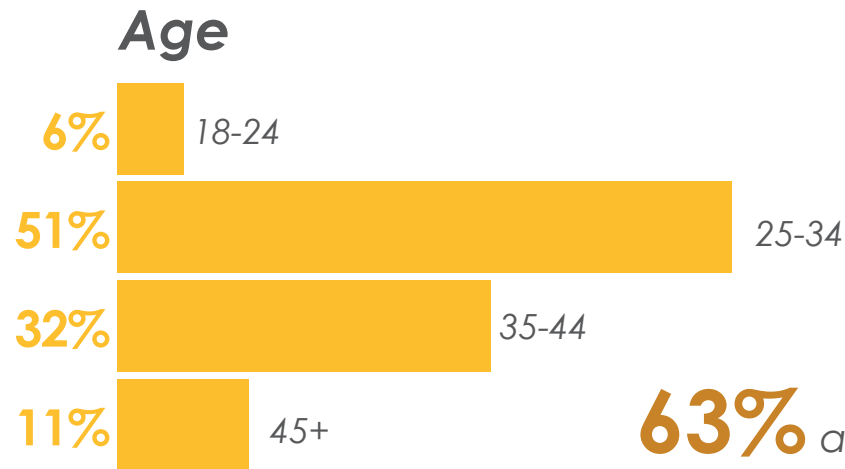
EW BIG SURVEY

March 2018

8808 Respondents



DEMOGRAPHICS

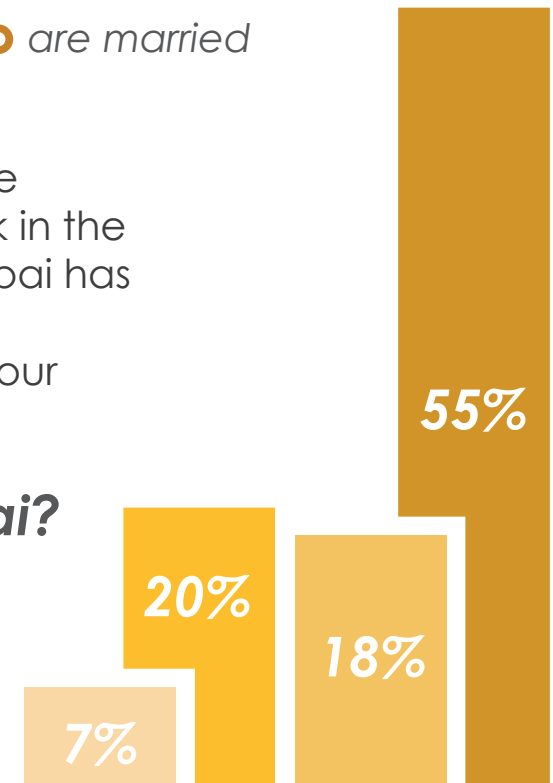


63% are married

- Over the past 10 years the average age of people coming to live/work in the region has steadily reduced as Dubai has become a destination posting. This profile is key to understanding our readers' interests and situation.

How many years in Dubai?

- Less than 1 year
- 1 – 3 Years
- 3 – 5 Years
- 5 Years+



LIVING IN DUBAI

Out of 100, how would you rank

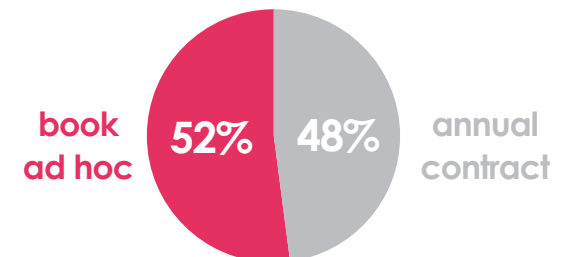
Dubai lifestyle? 70

Entertainment & leisure in Dubai? 84

► We're living well but times have changed. Ten years ago we would have expected to see the majority employing home help. This result reflects the same shift in age and demographic; increasing numbers of young women attracted to life in the region, many at the beginning of their careers, living alone or with friends in apartments. The 30-something families in villas are still here, but across a wider household income spectrum.



Do you have help at home?

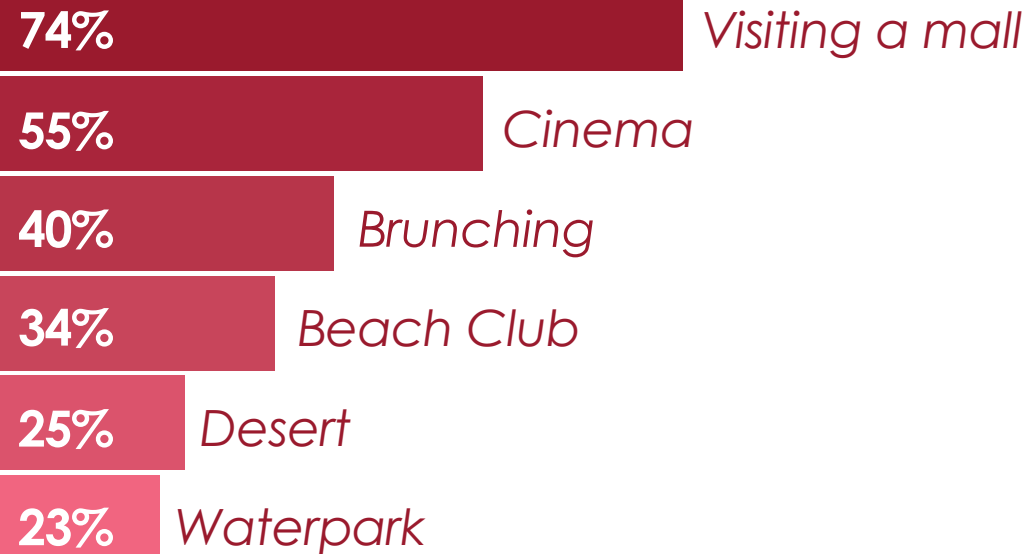


Home maintenance



WEEKENDS IN DUBAI

How do you typically spend your weekends and/or local holidays?





ENTERTAINING VISITORS

89%

Dubai Mall & attractions

77%

Burj Khalifa

64%

Public Beaches eg Kite Beach

54%

Sheikh Zayed Grand Mosque

53%

Mall of the Emirates

41%

Dubai Creek / Museum

33%

Bastakia Quarter / Deira Souks

17%

Gold & Diamond Park

**And where do you like
to take your visitors?**

HEALTH

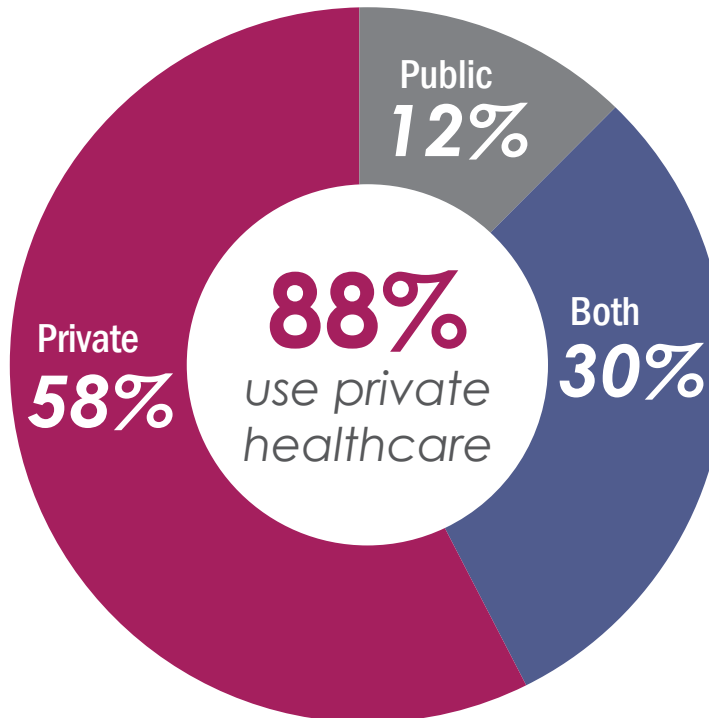


Does Dubai offer high standards of public health care?

91%
agree

93%
agree

Does Dubai offer high standards of private health care?



*Do you / your family
use public or private
health care?*



PATIENT LOYALTY

Do you have...

a regular healthcare clinic?

67%

a regular GP?

42%

a regular dental clinic?

39%

a regular dentist?

37%

69%

would consider travelling
abroad for a medical
consultation

Perhaps more interestingly

31%

would not



COSMETIC DENTAL

Have you had or would you consider cosmetic dentistry?

	Have Had	Considering
Whitening	15%	50%
Veneers	3%	24%
Crowns	15%	21%
Orthodontics	14%	24%
Implants	3%	20%



AESTHETICS

Have you had or would you consider minor cosmetic enhancements?

	Have Had	Considering
Dermal fillers	5%	19%
Botox	5%	16%
Microdermabrasion	8%	24%
Chemical Peels	8%	32%
Laser Hair Removal	16%	43%
PRP Facial Rejuv.	2%	30%
Mesonatural Therapy	1%	20%
Radio Frequency	7%	17%

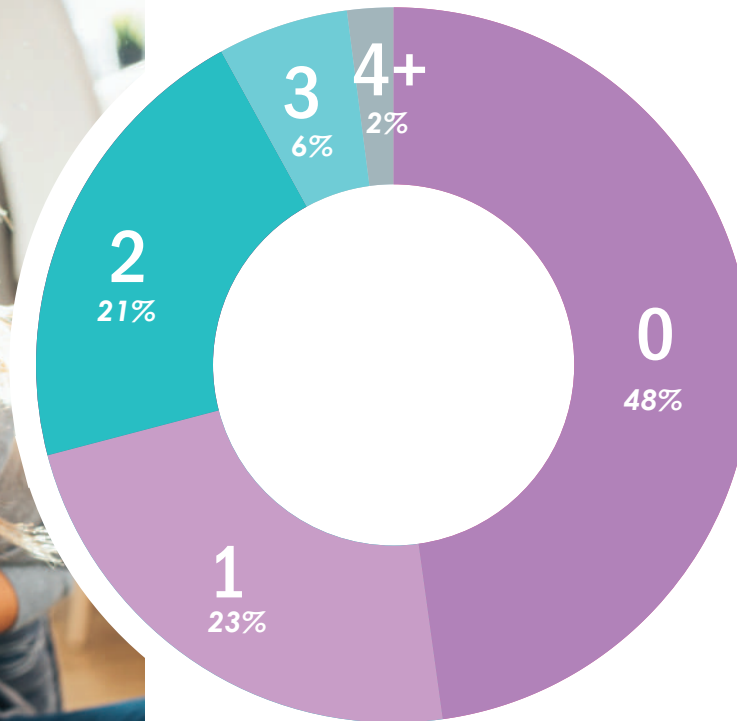


AESTHETICS

Have you had or would you consider cosmetic surgery?

	Have Had	Considering
Breast augmentation	2%	11%
Breast uplift	1%	15%
Breast reduction	1%	6%
Face/neck lift	0.3%	14%
Brow lift	0.2%	11%
Eyelid surgery	0.5%	8%
Rhinoplasty	1%	13%
Ear reshaping	0.4%	3%
Chin augmentation	0.2%	6%

How many children do you have..



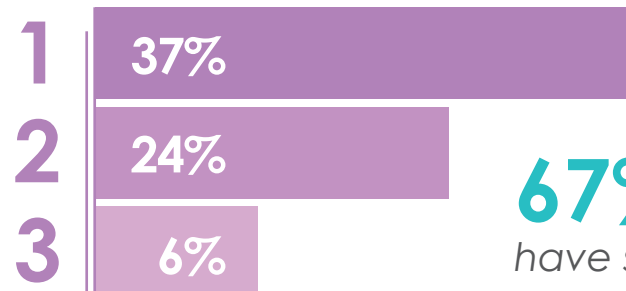
42%

of EW mums have given birth in Dubai

78%

report that maternity care is covered by their health insurance

and how many are school age?



67%

have school age kids



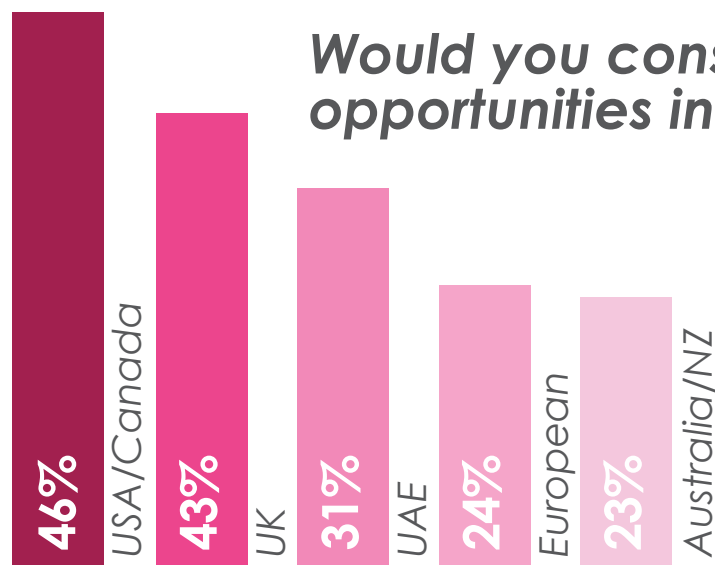
EDUCATION

only **3%** home school
but **21%** are considering

33%

have/would employ a private tutor

Would you consider higher education opportunities in the UAE or abroad?

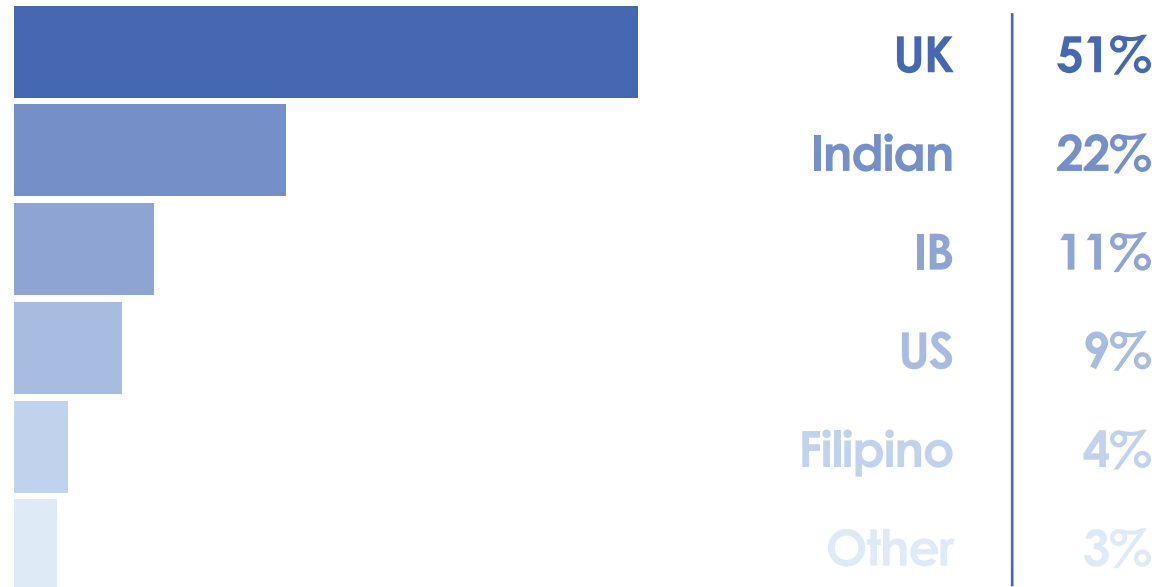


➤ Expat students & parents are open to a wide range of tertiary options.



EDUCATION

Which curriculum is your child/children being taught?



7.3

Rate the quality of education
(10 being the best)...

Rate the cost of education
(10 being very expensive)...

7.8



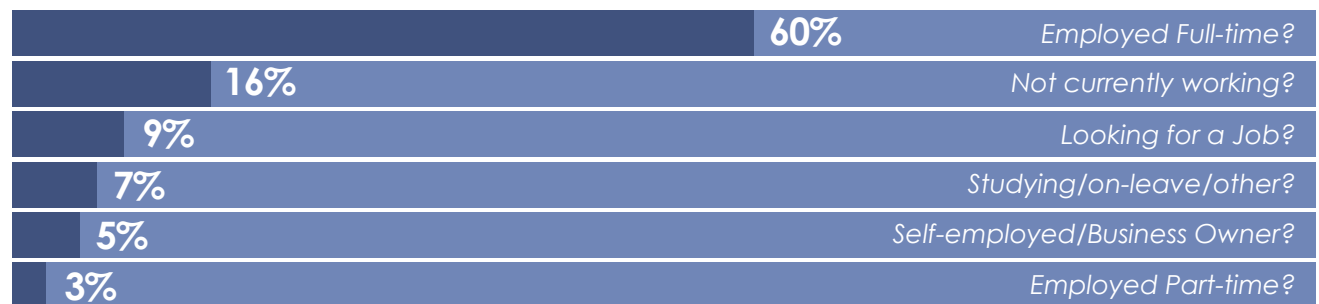
WOMEN & WORK

Which of these factors were key in your decision to move to the region?



- Career opportunities for myself? **55%**
- Career opportunities for my partner? **36%**
- Higher salaries? **39%**
- Low taxation in the UAE? **30%**
- I have family here? **25%**
- Strong economy? **18%**
- Affordable luxury? **14%**
- Educational options for my children? **8%**

Are you currently...



- With over half our readers motivated to move to the region for their own career opportunities, it is still perhaps surprising that **84%** identify themselves as working in some capacity and a further **9%** are looking for a job.

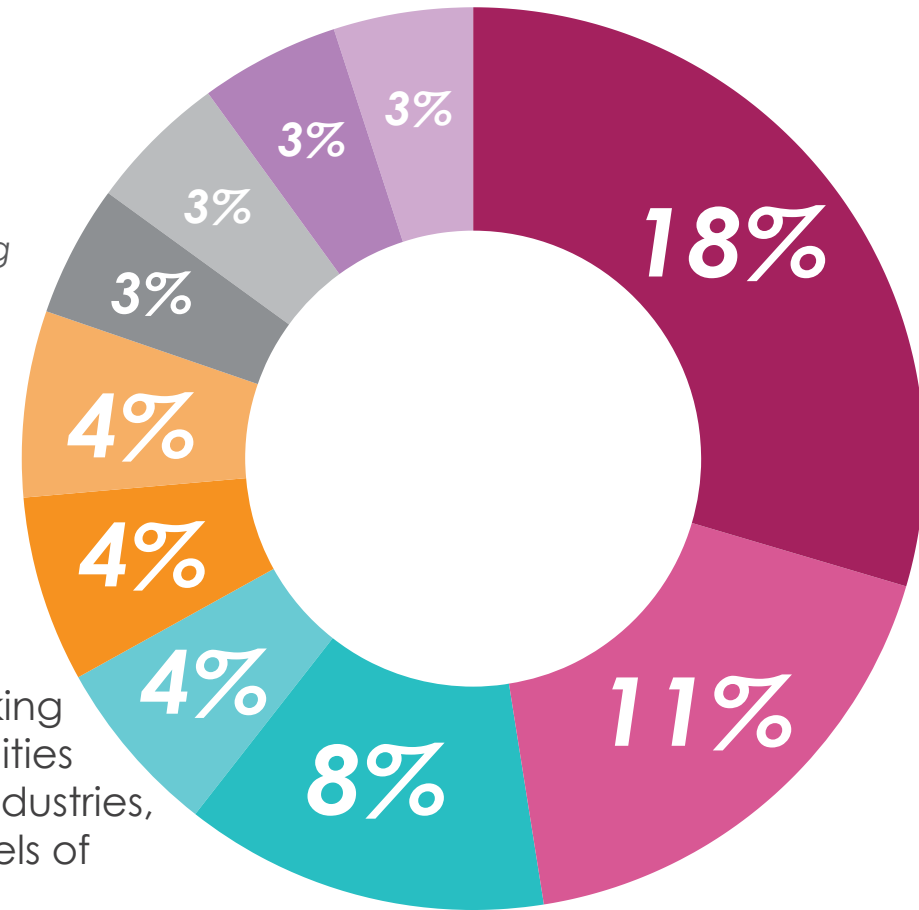
Forget the stereotype.... the majority of expat women here work!



WOMEN & WORK

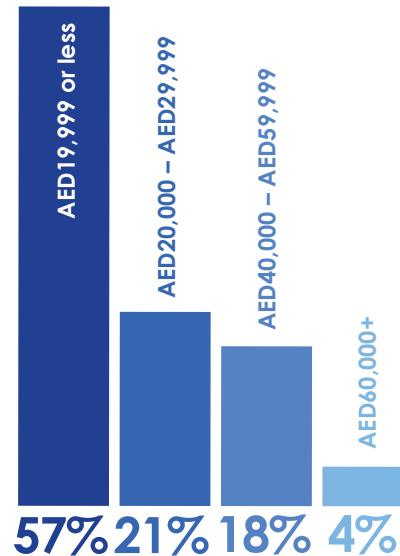
What industry are you currently employed in?

- Education
- Medical & Healthcare
- Hospitality/F&B
- Retail
- Banking & Finance
- Airlines & Aviation
- Marketing & Advertising
- Construction
- Consulting
- Real Estate



- EW readers are looking for career opportunities across a range of industries, specialisms and levels of experience.

Household income graph



➤ Our skewed demographic to a younger profile, early in their careers, is reflected here.

Which deal sites/ discount apps do you use regularly?

66%	Groupon
56%	Entertainer
54%	Cobone
56%	Bank/Credit Card Benefits
8%	Airline/Pilot Cards
1%	Golf Membership

➤ We're price-sensitive and looking for value.

Compared to a year ago, do you consider the cost of living to be

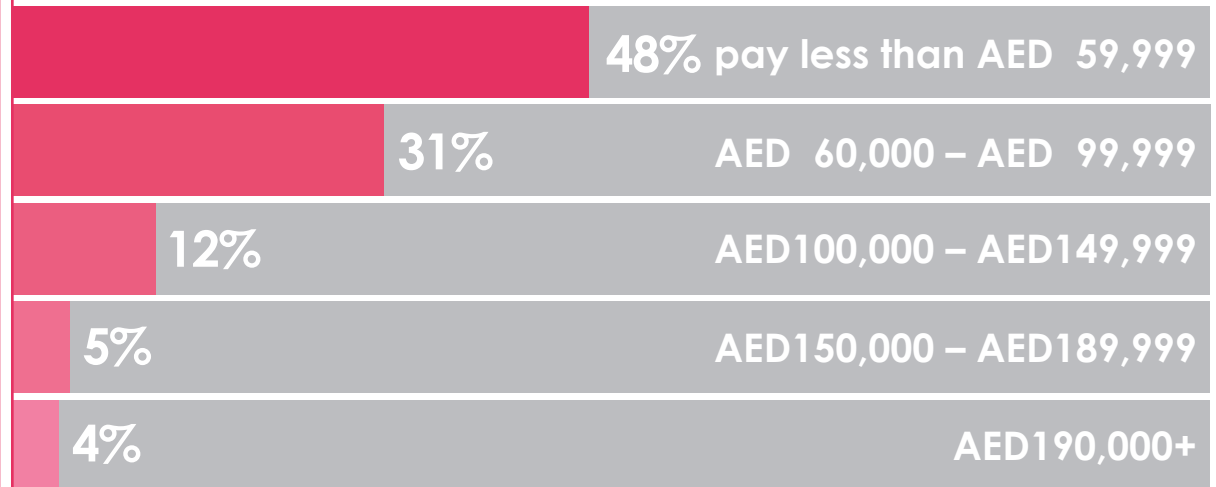
- ☒ Lower / about the same **13%**
- ☐ Marginally higher **52%**
- ☐ Considerably higher **35%**

➤ Respondents in lower income brackets will have felt more keenly price rises on petrol and basic commodities.

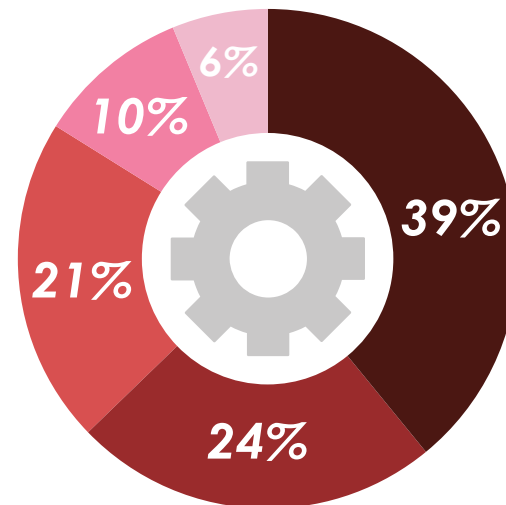
PROPERTY

 **94%** live in rented accommodation

What is your annual rent?



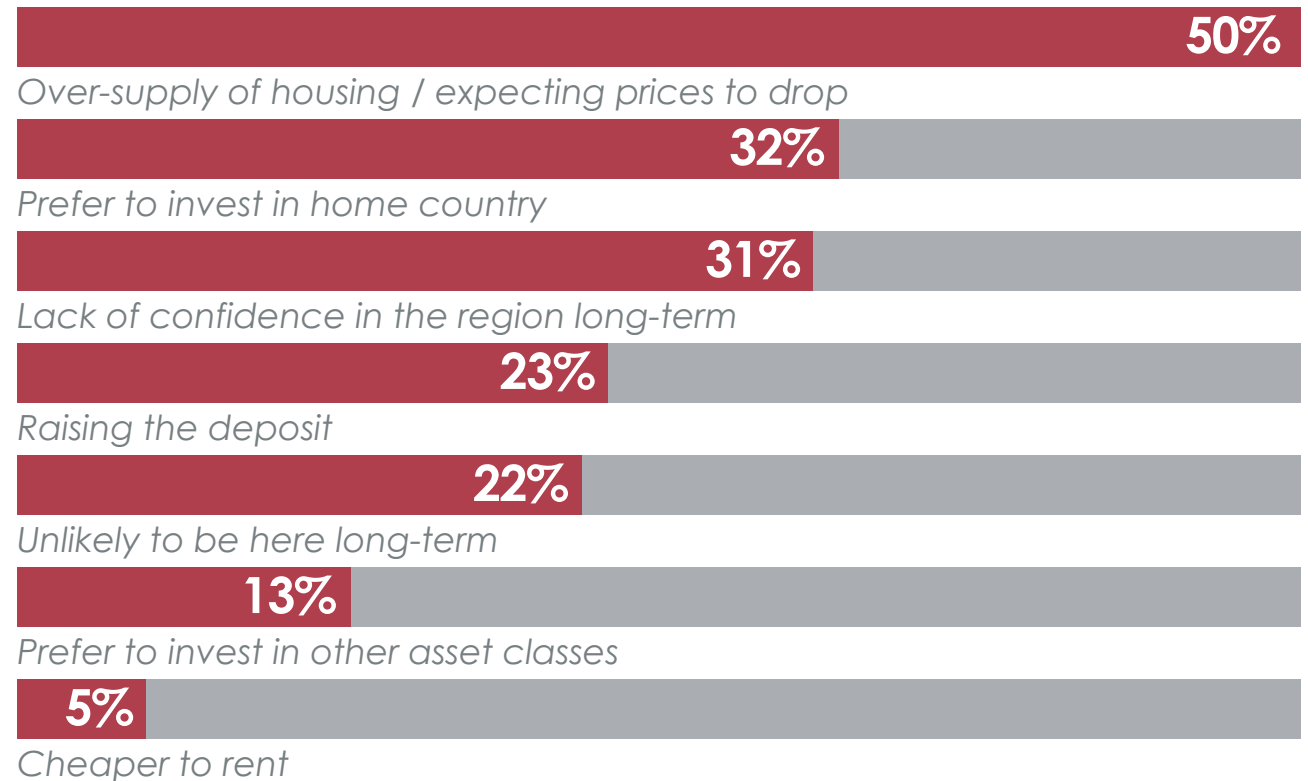
What is your current living situation?



- Living with husband and children
- Living with husband
- Living with roommate(s)
- Living alone
- Living with parents

RENT OR BUY?

What puts you off buying here?



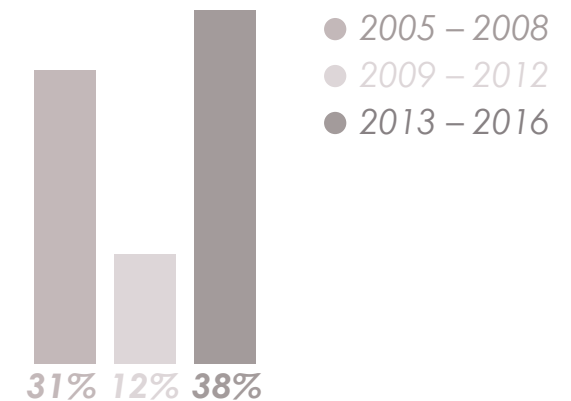
- It is as interesting to turn these around and consider how many respondents don't agree with the statements, as how many respondents do.

PROPERTY OWNERS

How many properties do you own?



When did you first buy?



- There has been a clear resurgence in property buying post the 2008/9 slump, with the majority of home owners buying for their own use. It follows the pattern of young people moving to the region, developing their careers here and putting down roots.

And how is their confidence in the property market now?

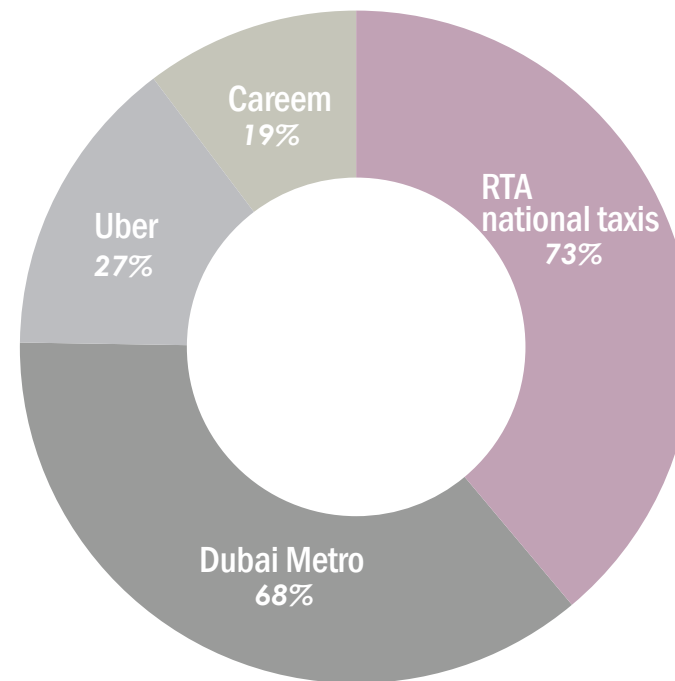
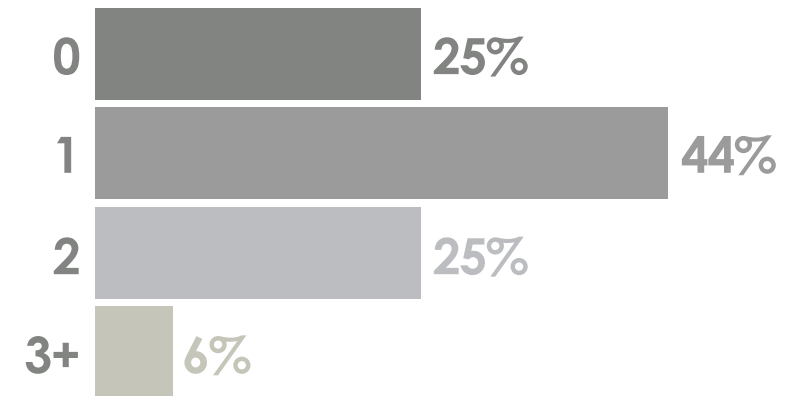
43% are considering buying another property locally

- Those who have jumped already, are more open to buying again



MOTORING

How many cars in your household?



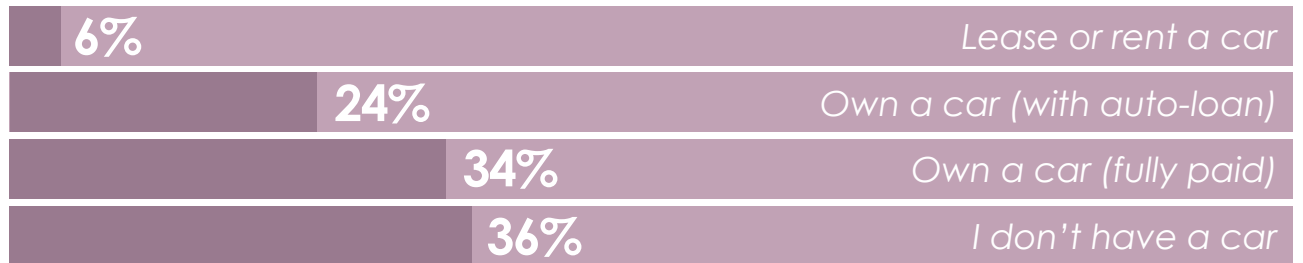
How do you get around Dubai if / when you do not drive?

➤ Private services show relatively low market penetration compared to established public transport.



CAR OWNERS

Do you personally...

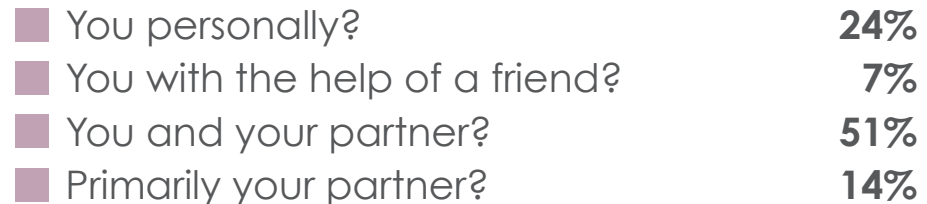


► **58%** are car-owners

**Did you buy your car new
or second-hand?**

60%
New

**When hiring or purchasing your personal car,
who chose the vehicle?**



Note to all showroom sales – women buy cars, talk to us!

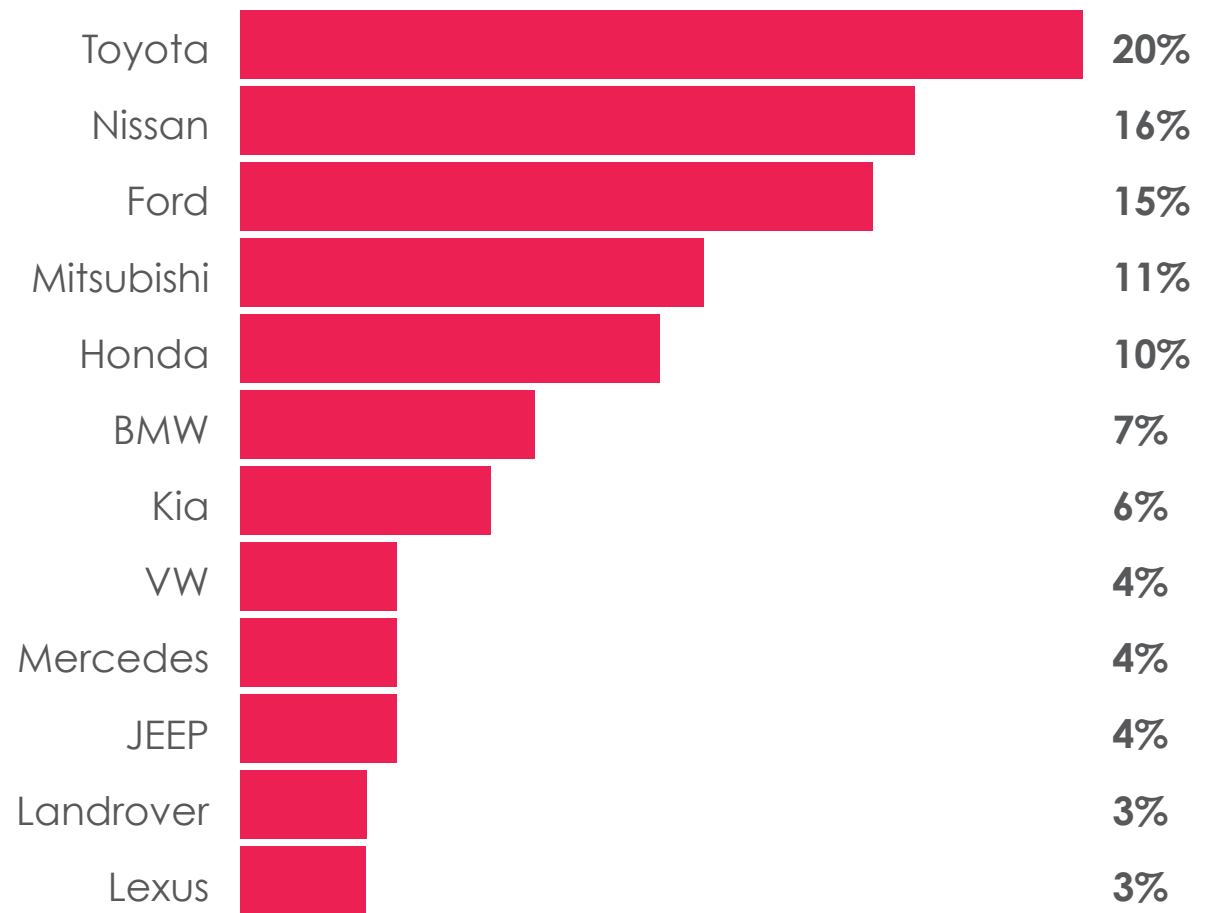
**On a scale of 1 – 10 (10 being the safest),
how safe do you feel driving here? 6.8**



WHAT CAR?

What does your family / household drive?

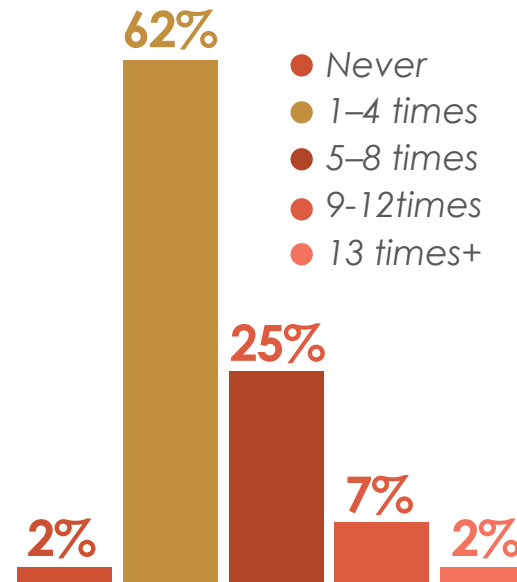
Although the responses included Porsche, Aston Martin, Lamborghini, Ferrari, Bentley, Rolls Royce, Bugatti and indeed, Tesla, those brands are not the norm.





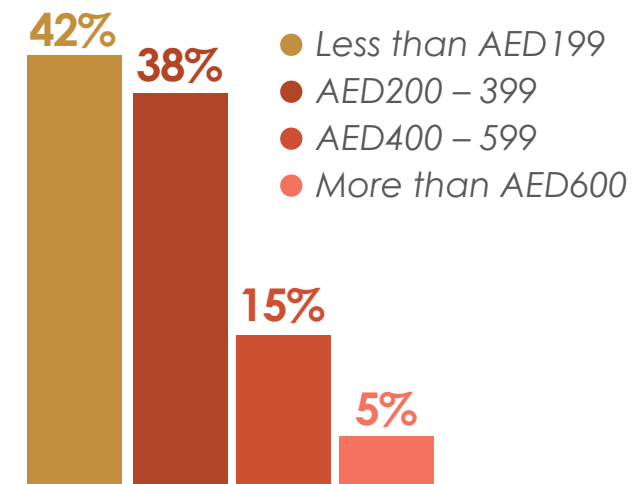
EW FOOD

How often do you dine out / month?



➤ **98%** EW readers eat out every month and **36%** dine out at least weekly

Whats the maximum price / person (incl house beverages) you are willing to spend on a brunch?



➤ And we're looking for low to mid-price brunches.

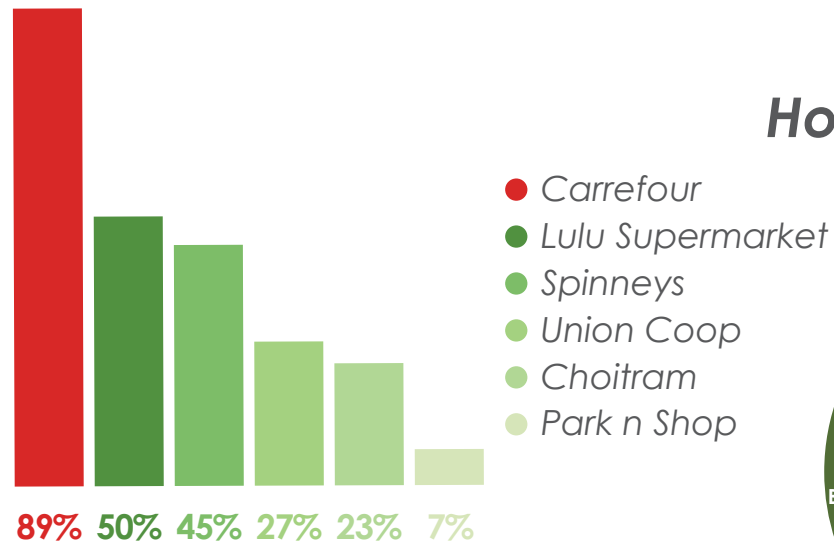
How often do you order a takeaway or delivery / month?



How do you order a takeaway or delivery?



➤ **94%** EW readers order in and **34%** at least weekly, with the majority still calling direct to favorite restaurants.

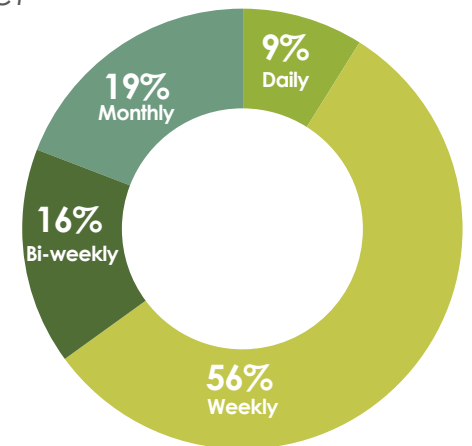


Where do you go food shopping?



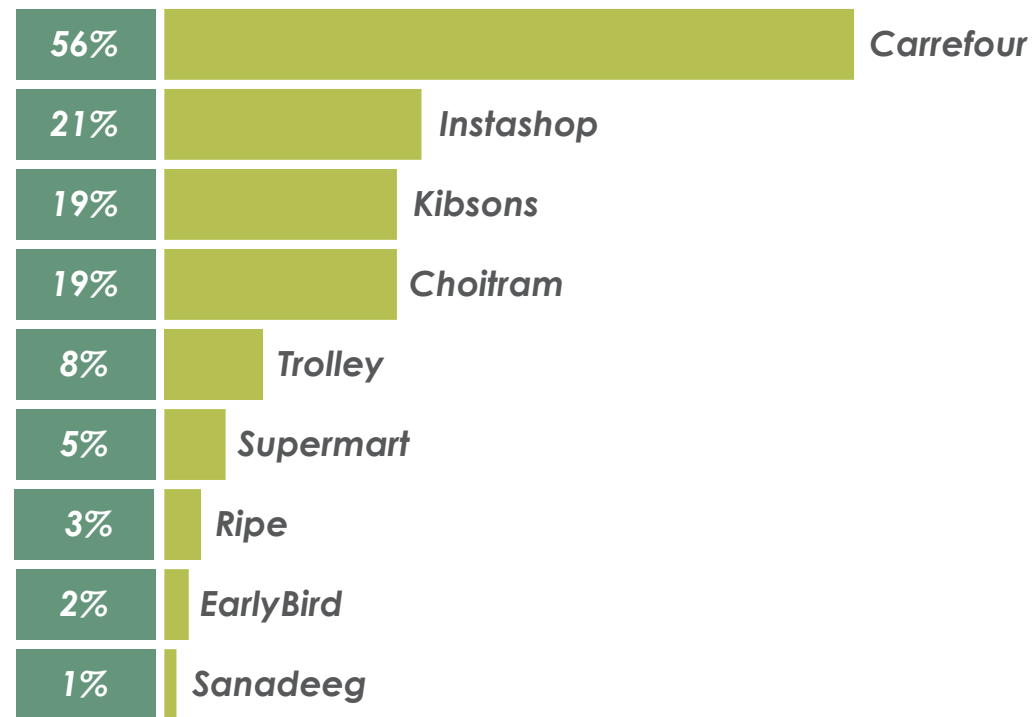
is EWs favourite food store! Our readers shopping habits reflect price sensitivity and selective shopping for different products in different stores.

How often do you go food shopping?



27% EW readers order food shopping online

Who do they order from?

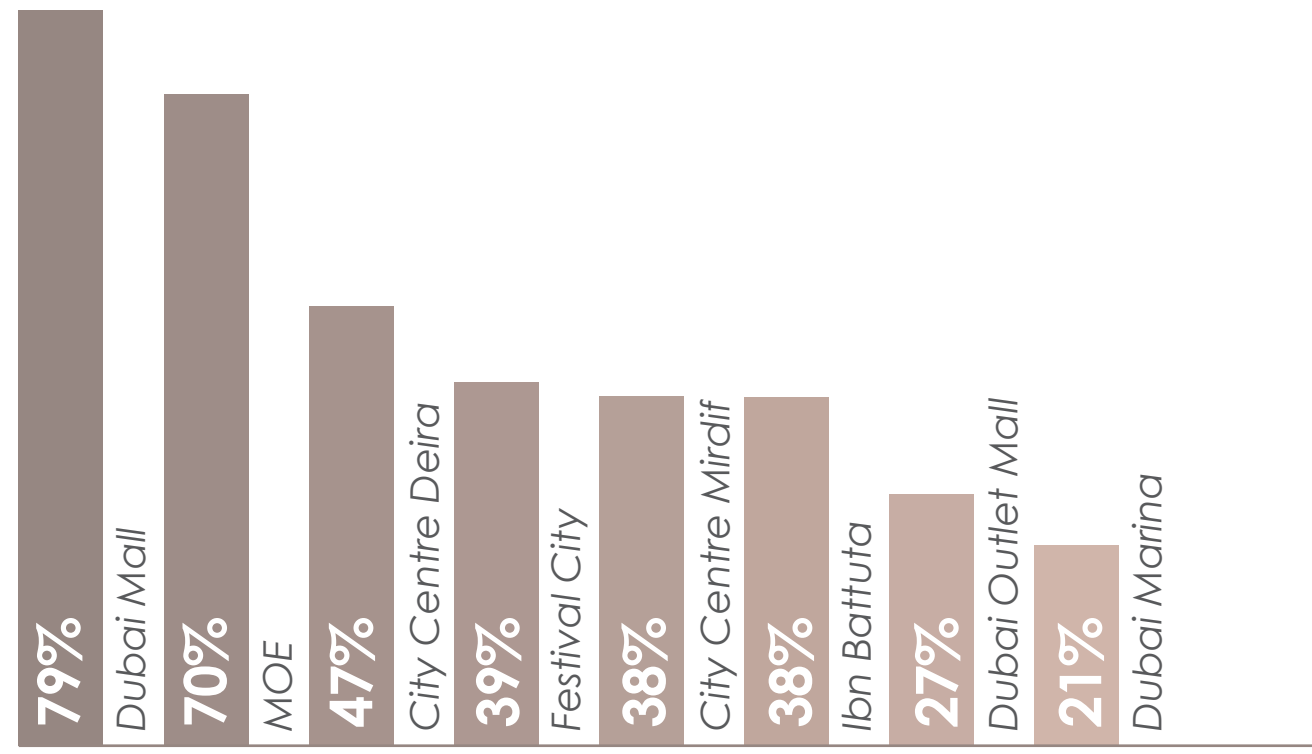


➤ As with all ecommerce in the region, online food shopping lags behind Europe/US but is a fast growing market sector.



DUBAI MALLS

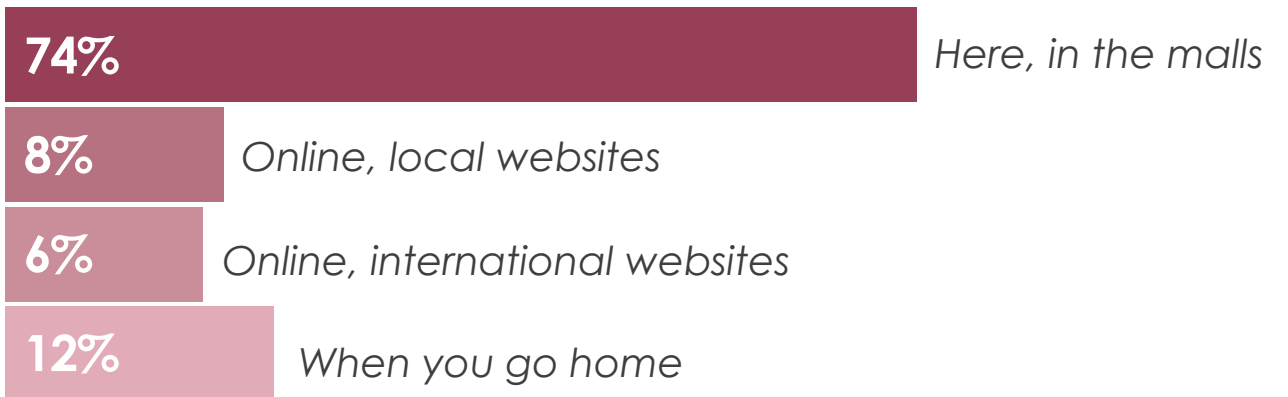
Which of these Dubai malls do you frequent?





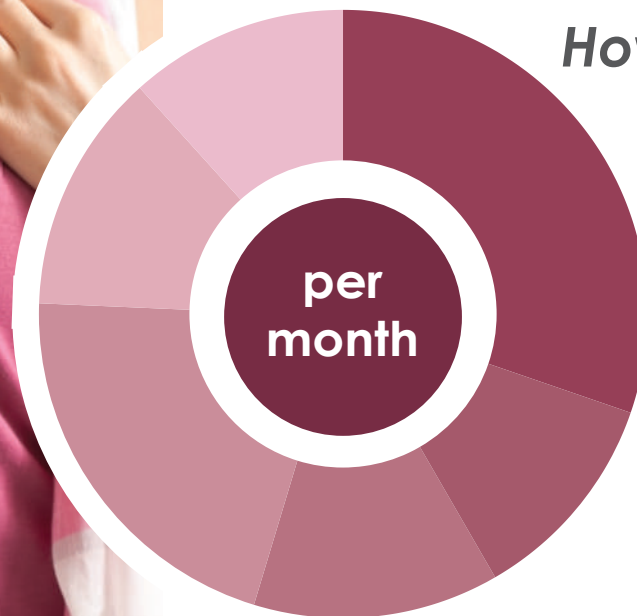
ewmoda SHOPPING

How do we shop?



➤ We still like to touch and feel before buying.

How frequently do you purchase...



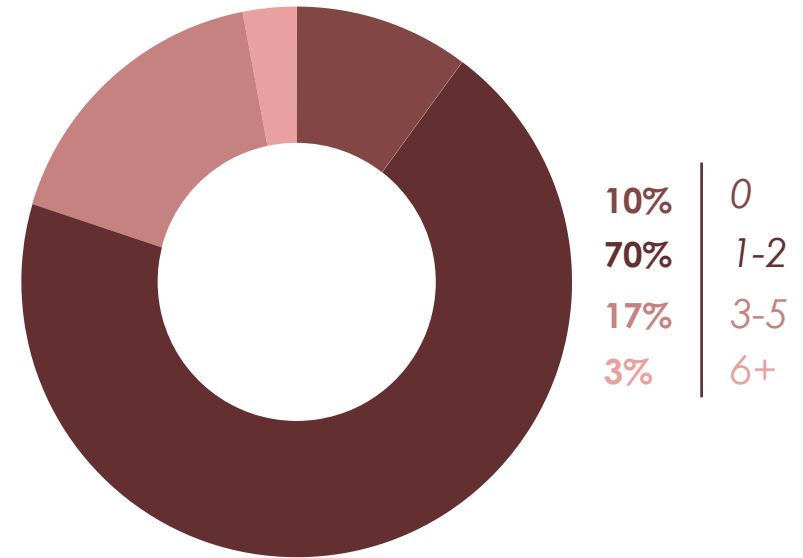
- 45% Clothes
- 17% Shoes
- 19% Accessories
- 31% Cosmetics
- 19% Lingerie
- 17% Activewear

64%
buy haircare
products at
least monthly

73%
buy bodycare
products at
least monthly



**How many
holidays
do you/your
family book
per year?**



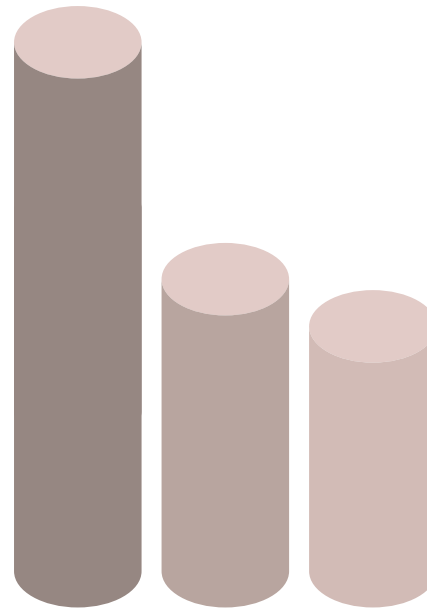
Do you typically spend holidays in...

- 43% The local region
- 85% Your home country
- 39% Europe
- 41% Asia
- 9% Africa
- 8% North America
- 2% Africa
- 5% North America

➤ Not surprisingly, most of us visit home, but taking advantage of Dubai as a global travel hub, Asia and Europe are the top destinations. Holidaying locally remains the top choice after home – so much to do here.



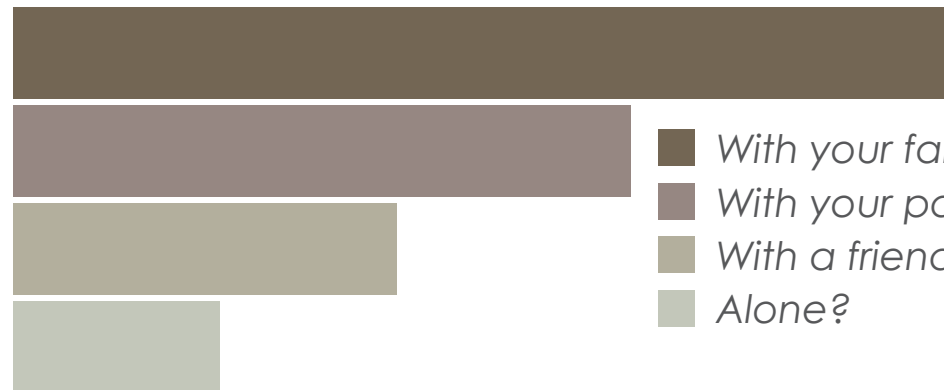
ewmoda TRAVEL



Do you tend to book...

Flights and hotels?	58%
Flights only?	34%
Package holidays?	33%

Do you tend to holiday...



With your family?	64%
With your partner?	42%
With a friend?	26%
Alone?	14%

ewmoda DESTINATIONS

Which are your preferred airlines?

Emirates	87%
Etihad	35%
Fly Dubai	26%
Singapore Airlines	17%
BA	10%
KLM	7%
Turkish Airlines	6%
Lufthansa	6%

Which of these holiday themes appeal to you?

Beach	82%
Countryside/Nature	70%
City/culture	56%
Cruise	45%
Adventure/challenge	41%
Safari	40%
Theme parks	34%
Skiing/snowboarding	24%



Emirates

- Emirates is EWs #1 airline and despite living by the sea, beach holidays are also top ranking. The broad spread of interests reflect the many and varied opportunities that we enjoy, living in a global travel hub.

Big thank you to our sponsors
Air Seychelles and to
everyone who took part.

Congratulations to all our
winners, especially
Catherine who has a
fabulous holiday to plan!

