



تريندز للبحوث والاستشارات
TRENDS RESEARCH & ADVISORY

Opinion Poll Report:

The UAE Community Opinion on EXPO

2020 Dubai



Executive Summary

Composition of the Sample:

- The total number of respondents was 639.
- 54 percent of the respondents were female, and 46 percent were males.
- 76 percent of the respondents were non-Arab, while 24 percent were Arab.
- 17 percent of the respondents were aged 18-29 years, 41 percent were aged 30-39, 30 percent were aged 40-49, and 12 percent were aged 50 and above.
- 54 percent of the respondents held bachelor's degrees.
- 60 percent of the respondents were married, while 40 percent were unmarried.
- 34 percent of the respondents were from the emirate of Abu Dhabi, while 48 percent were from the emirate of Dubai.

Results of the Poll:

- 80 percent of the respondents said they intended to visit EXPO 2020 Dubai.
- 52 percent said they preferred to visit EXPO 2020 Dubai with their families, 37 percent said they preferred to visit with their friends, and 11 percent said they preferred to visit alone.
- In response to the question as to what the UAE will gain from hosting EXPO 2020 Dubai, 63 percent of the respondents said it will attract more tourists, 59 percent said it will attract more investments, and 54 percent said it will create more job opportunities.
- When respondents were asked how the UAE could strengthen its image through EXPO 2020 Dubai, 93 percent said by showcasing the development achievements of the UAE, 61 percent said by presenting the tangible heritage of the UAE, and 53 percent said by showing the UAE's charitable works and humanitarian assistance.
- In response to the question as to what attracts them most in EXPO 2020 Dubai, 85 percent of the respondents said the new world-class innovations and technology, 68 percent said learning about the arts, history and cultures of other countries, and 57 percent said the architectural designs of the pavilions of participating countries.
- As regards the topics respondents would like discussed in the forums organized during EXPO 2020 Dubai, 67 percent said environmental issues, 61 percent said health and pandemics and how to prevent and control them, and 47 percent said investment opportunities.



Introduction:

As part of its opinion poll series, TRENDS Research & Advisory Center conducted a poll on “**The UAE Community Opinion on EXPO 2020 Dubai**”, with the aim of exploring the opinions of UAE residents, both nationals and expatriates, about EXPO 2020 Dubai.

Supervised by TRENDS’ Global Barometer Department, the poll was conducted within the framework of a memorandum of understanding and cooperation recently signed between TRENDS Research and Advisory Center and the ‘Al-Emarat Al-Youm’ newspaper, which is aimed at enhancing cooperation between research centers and media institutions, both regionally and internationally.

The poll sought to explore the attractions of EXPO 2020 Dubai, what the UAE will gain from hosting this event, and in what ways it will strengthen its image.

The poll included six questions:

1. Are you planning to visit EXPO 2020 Dubai?
2. With whom are you planning to visit/have you visited EXPO 2020 Dubai?
3. What do you think the UAE will gain from hosting EXPO 2020 Dubai?
4. How can the UAE strengthen its image through EXPO 2020 Dubai?
5. What attracts you most to EXPO 2020 Dubai?
6. Which topics would you like to see discussed in the EXPO forums?

Objectives:

- To determine what the UAE will gain from hosting EXPO 2020 Dubai
- To understand how the UAE’s image can be enhanced through EXPO 2020 Dubai
- To find out what attract people most to EXPO 2020 Dubai
- To identify the topics people would like to see discussed during EXPO 2020 Dubai

Methodology

Data Collection:

Given the COVID-19 precautionary measures, the electronic data collection method was used. A questionnaire was posted on the TRENDS website to ensure ease of response.

The Sample:

a- Sample Selection:

Owing to the difficulty of reaching the target audience, snowball sampling method was used. A link to the questionnaire was sent to individuals on the TRENDS Research & Advisory Center database. We requested that they share the link with others who fit the sample profile. We used *Surviv* for the creation of the questionnaire and collection of data.

b- Characteristics of the Sample:

The sample consisted of 639 UAE residents across different age groups and nationalities.

c- Margin of Error:

The margin of error was $\pm 3.9\%$, which fell within a statistically acceptable range in electronic surveys. This was accounted for in the analysis to ensure the accuracy of the results.

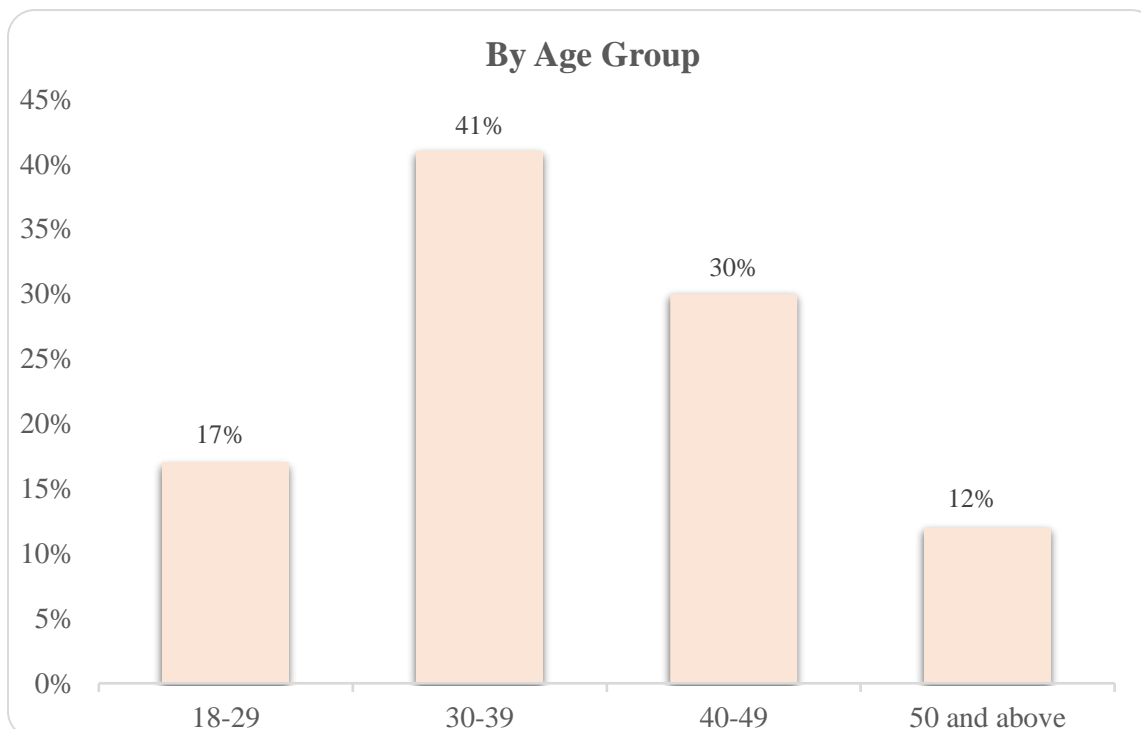
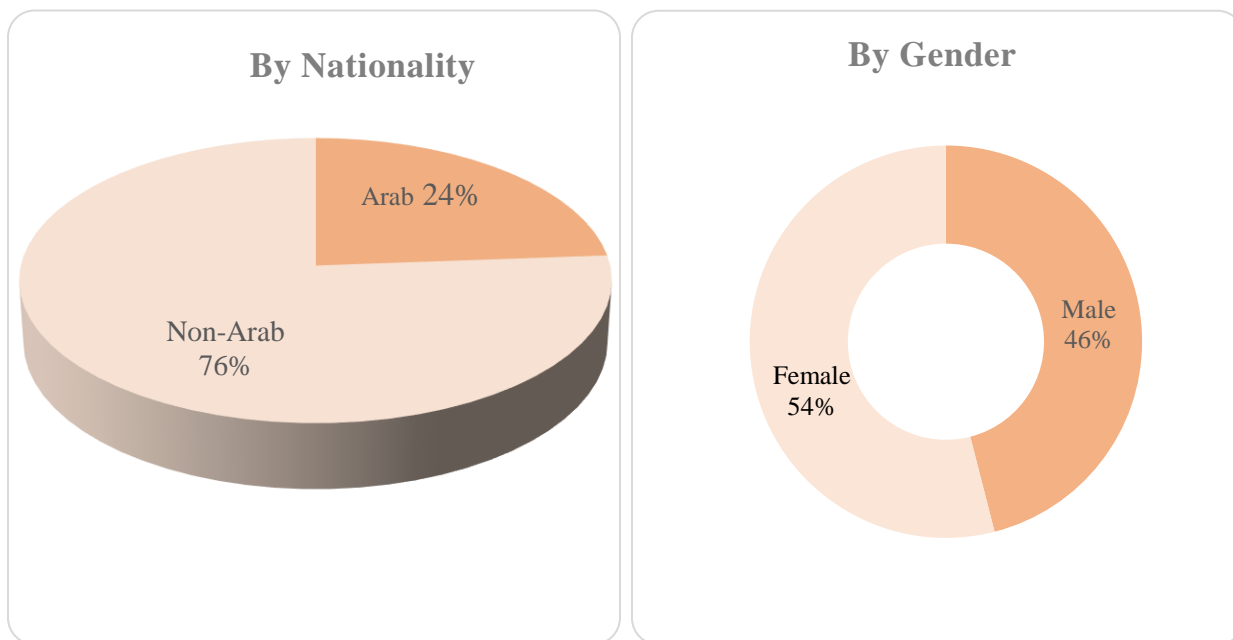
The Questionnaire:

An electronic questionnaire was designed for the purpose of this poll. It consisted of six questions, which aimed to explore UAE residents' perceptions on EXPO 2020 Dubai and what it will achieve for the UAE.

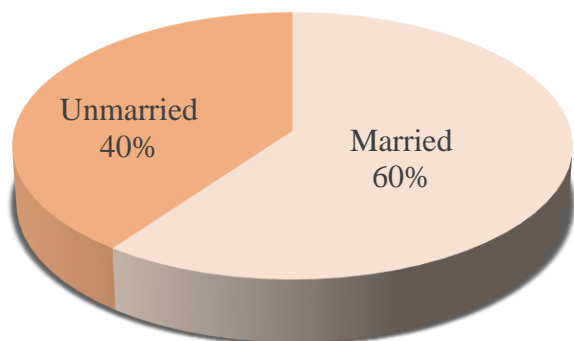
Data Analysis:

SPSS and Excel statistical programs were used to process and analyze the data, extract tables and graphs, and prepare the statistical report.

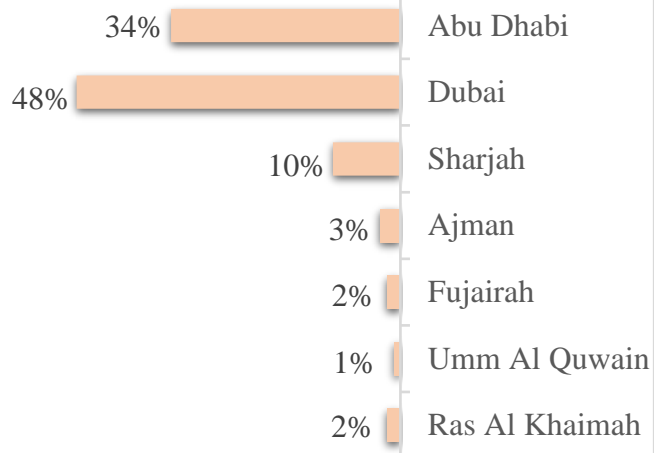
Sample Distribution



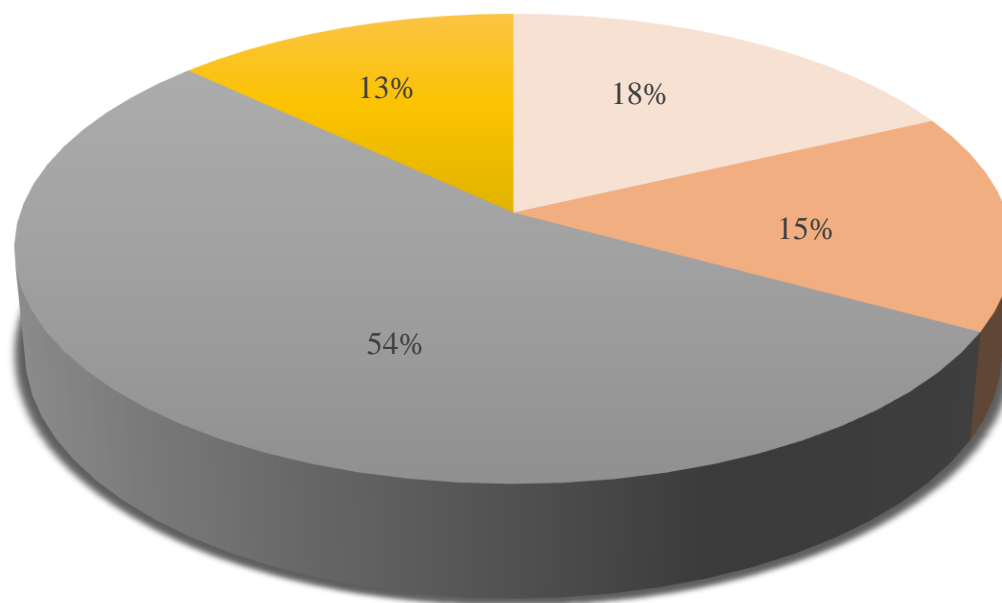
By Marital Status



By Emirate



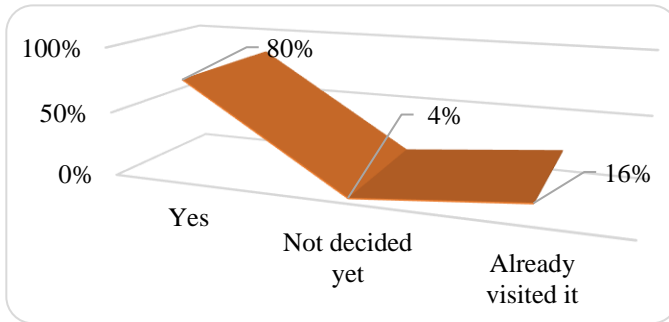
By Academic Qualification



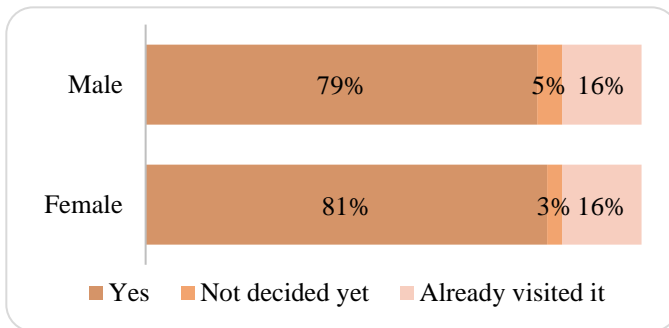
■ Secondary School
 ■ Diploma
 ■ Bachelor's Degree
 ■ Postgraduate Degree

The Findings and Analysis

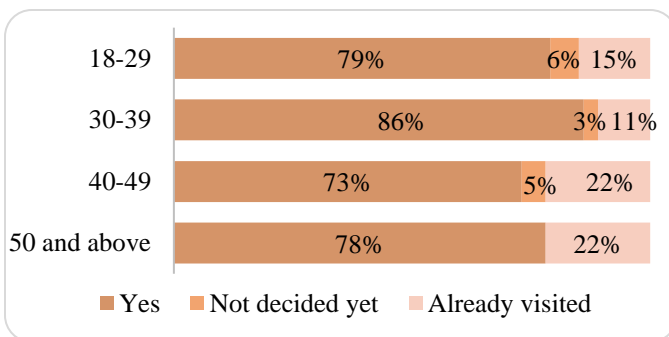
Are you planning to visit EXPO 2020 Dubai?



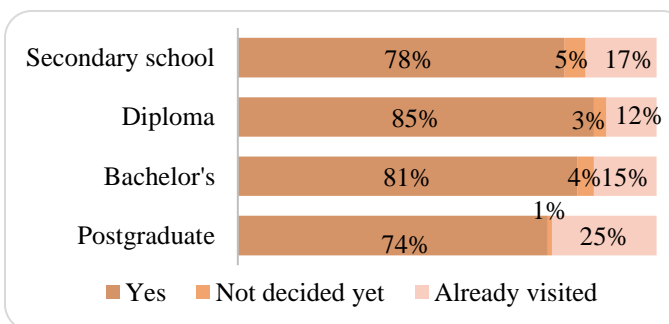
The majority of the respondents (80 percent) expressed their intention to visit EXPO 2020 Dubai, while 16 percent said that they had already visited.



In terms of gender, both females (79 percent) and males (81 percent) were equally interested in visiting EXPO 2020 Dubai.

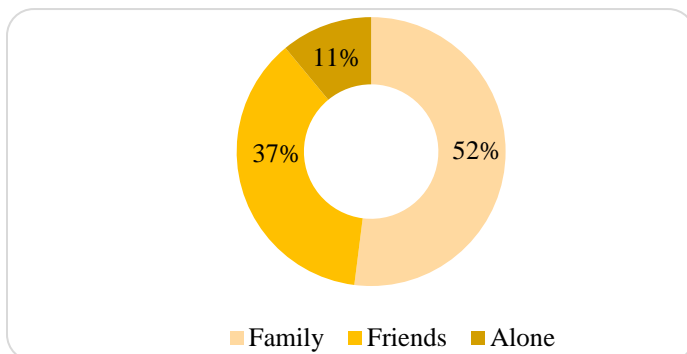


Based on the age of the respondents, those aged 30-39 years (86 percent) expressed the greatest desire to visit EXPO 2020 Dubai.

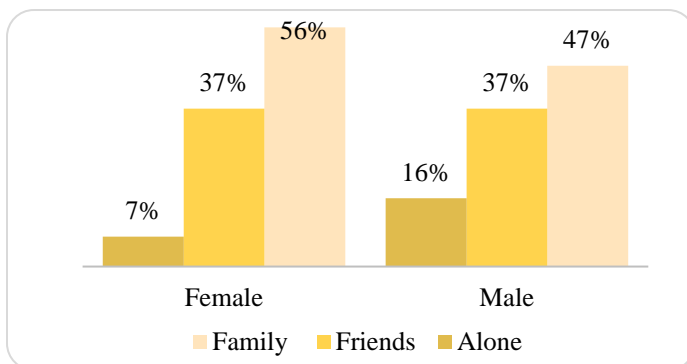


In terms of educational level, 85 percent of diploma holders and 81 percent of Bachelor's degree holders said they were planning to visit EXPO 2020 Dubai.

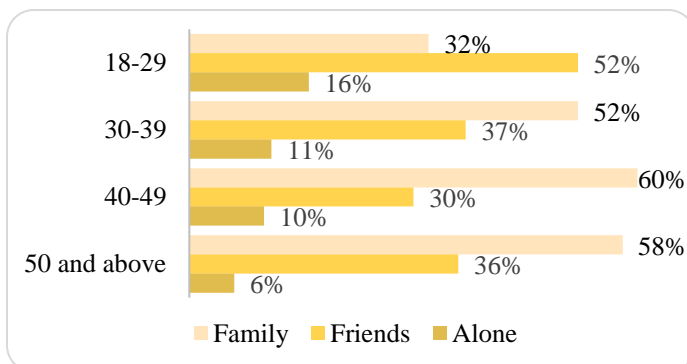
With whom are you planning to visit/have you visited EXPO 2020 Dubai?



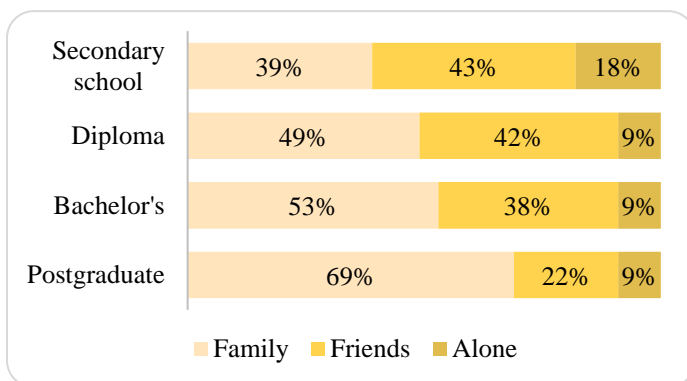
In response to the above question, 52 percent of the respondents expressed their preference to visit EXPO 2020 Dubai with their families, while 37 percent preferred to visit with their friends.



The results also showed that 56 percent of female respondents preferred to visit EXPO 2020 Dubai with their families, compared to 47 percent of male respondents.



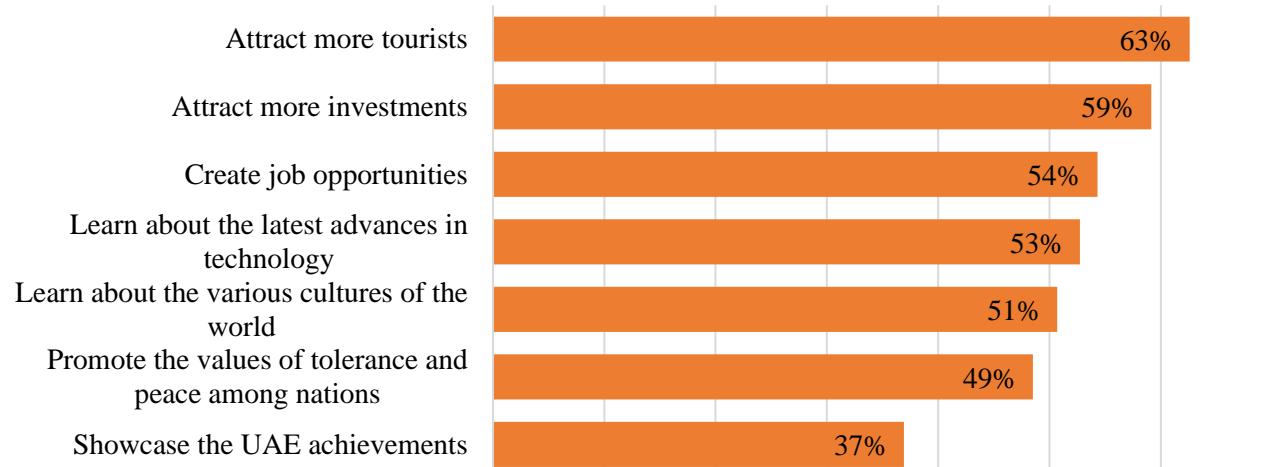
Contrary to the respondents from other age groups who said they preferred to visit EXPO 2020 Dubai with their families, 52 percent of the respondents aged 18-29 years said they preferred to visit with their friends.



In terms of educational level, 69 percent of respondents with postgraduate degrees said they preferred to visit EXPO 2020 Dubai with their families.

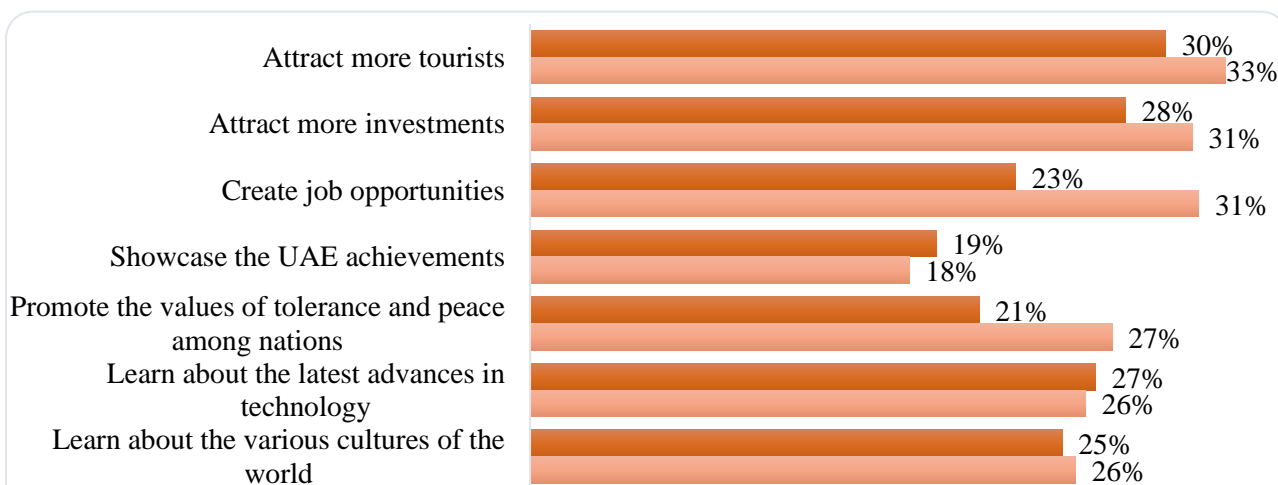
What do you think the UAE will gain from hosting EXPO 2020 Dubai?

In response to what the UAE will achieve from organizing EXPO 2020 Dubai, 63 percent of the respondents said the event will attract more tourists to the country, 59 percent said it will attract new investments, and 54 percent said it will create job opportunities.



A multiple-answer question

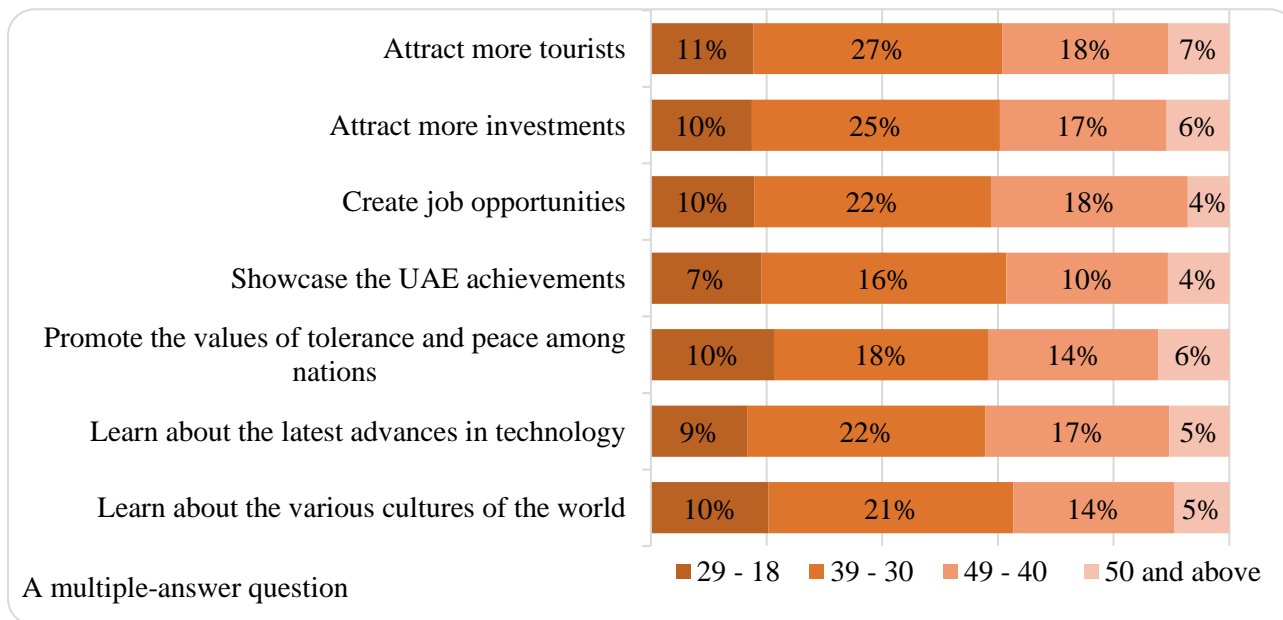
Of the 63 percent of respondents who expected EXPO 2020 Dubai to attract more tourists to the country, 33 percent were female and 30 percent were male. In addition, more female than male respondents expected the event to attract investments to the country and create job opportunities.



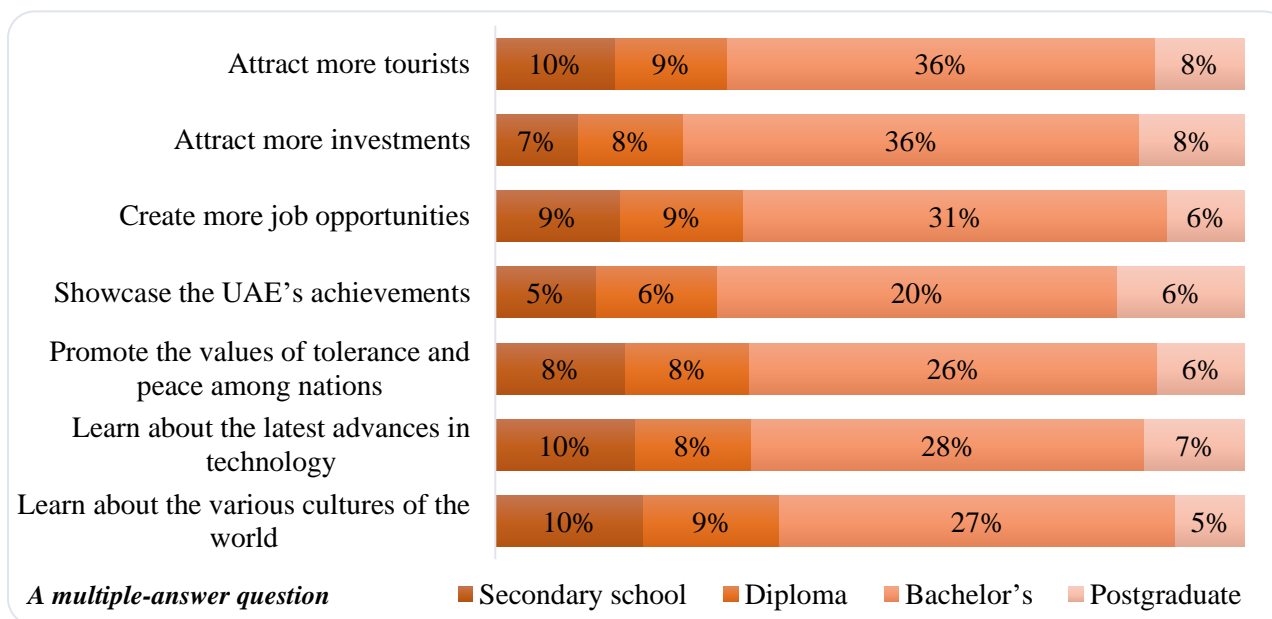
A multiple-answer question

■ Male ■ Female

Based on the age of the respondents, 27 percent of those aged 30-39 years expected EXPO 2020 Dubai to attract more tourists to the country, while 25 percent said it will attract new investments.

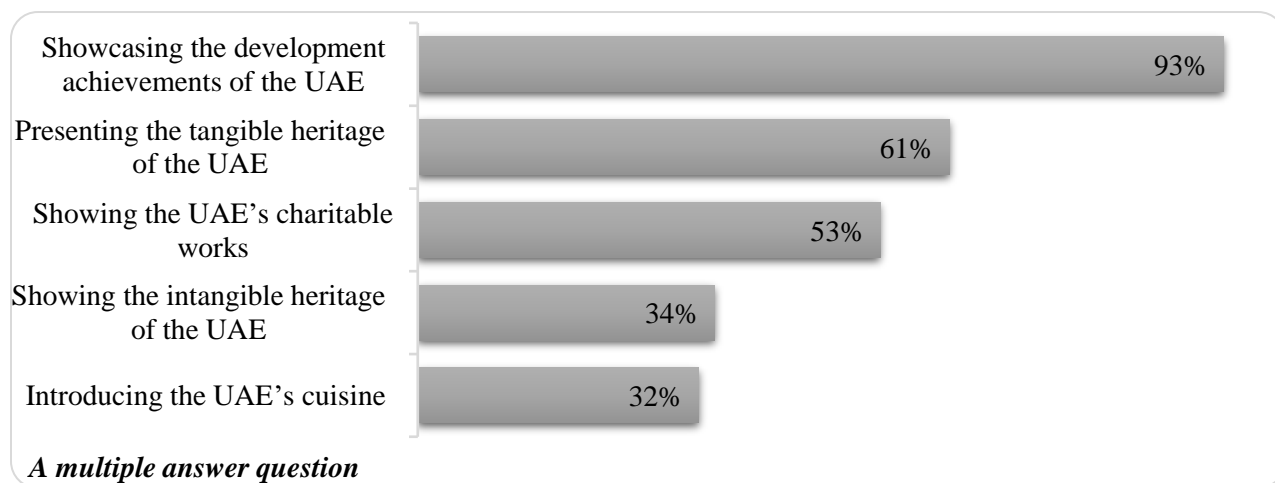


In terms of educational level, the results showed that 36 percent of bachelor's degree holders expected EXPO 2020 Dubai to attract both more tourists and new investments to the country, while 31 percent said it would create more job opportunities.

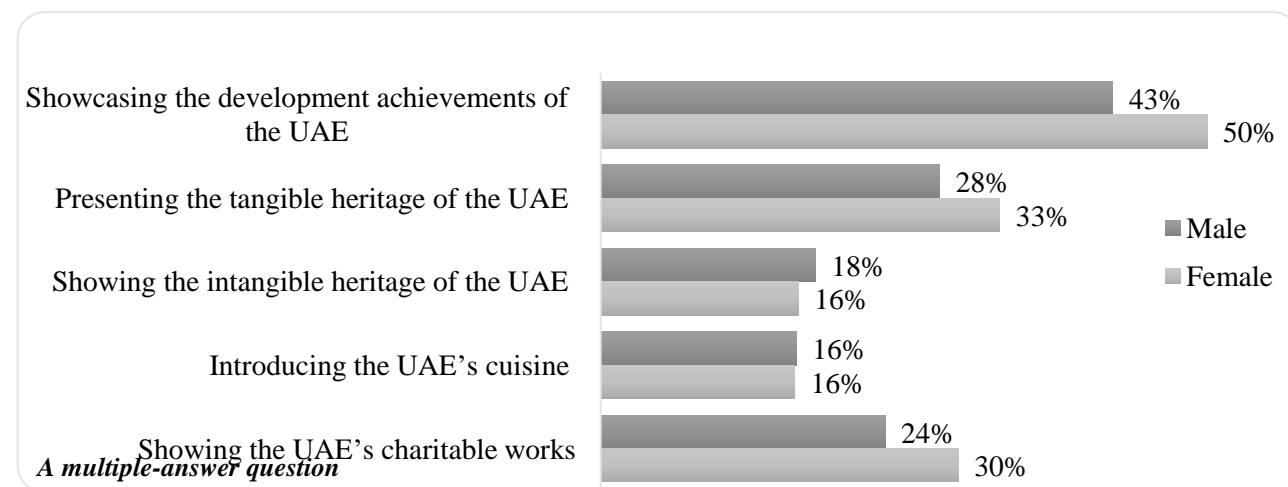


How can the UAE strengthen its image through EXPO 2020 Dubai?

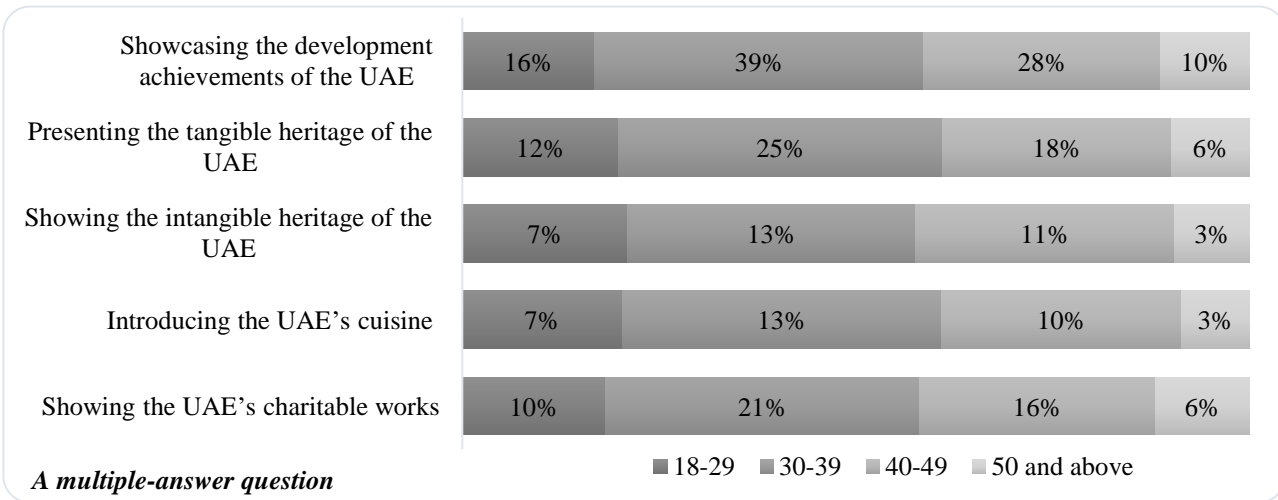
In response to how the UAE can strengthen its image through EXPO 2020 Dubai, 93 percent of the respondents said the UAE’s image can be strengthened by showcasing its development achievements (modern urbanism, infrastructure, tourist resorts and attractions etc.), 61 percent believed it can be strengthened by presenting the tangible heritage of the UAE (handcrafts, architecture, ancient forts, and museums), while 53 percent said it can be achieved by showing the UAE’s charitable works and humanitarian assistance.



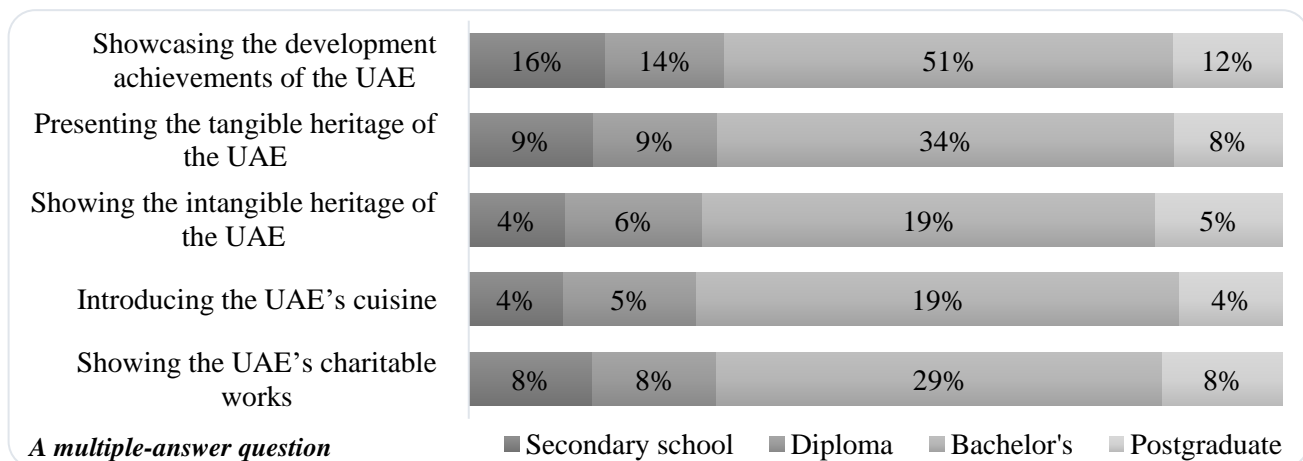
In terms of gender, 50 percent of female and 43 percent of male respondents believed that the UAE’s image can be strengthened by showcasing its development achievements (modern urbanism, infrastructure, tourist resorts and attractions etc.), while 33 percent of female and 28 percent of male respondents said it can be achieved by presenting the tangible heritage of the UAE (handcrafts, architecture, ancient forts, and museums).



Based on the age of the respondents, 39 percent of those aged 30-39 years believed that the UAE can strengthen its image by showcasing the development achievements of the UAE (modern urbanism, infrastructure, tourist resorts and attractions, etc.), 25 percent said this can be achieved by presenting the tangible heritage of the UAE (handcrafts, architecture, ancient forts, and museums), while 21 percent said showing the UAE’s charitable works and humanitarian assistance will strengthen its image.

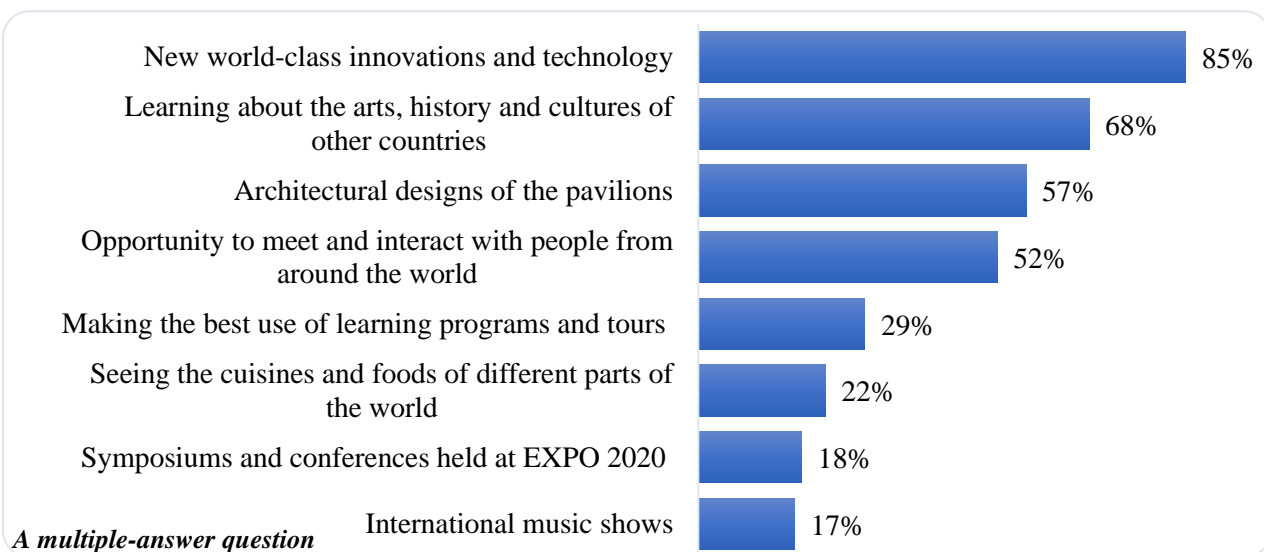


In terms of educational level, over half of bachelor’s degree holders (51 percent) said that the UAE’s image can be strengthened by showcasing the development achievements of the UAE (modern urbanism, infrastructure, tourist resorts and attractions, etc.), followed by 34 percent who said presenting the tangible heritage of the UAE (handcrafts, architecture, ancient forts, and museums) and 29 percent who said showing the UAE’s charitable works and humanitarian assistance would achieve this end.

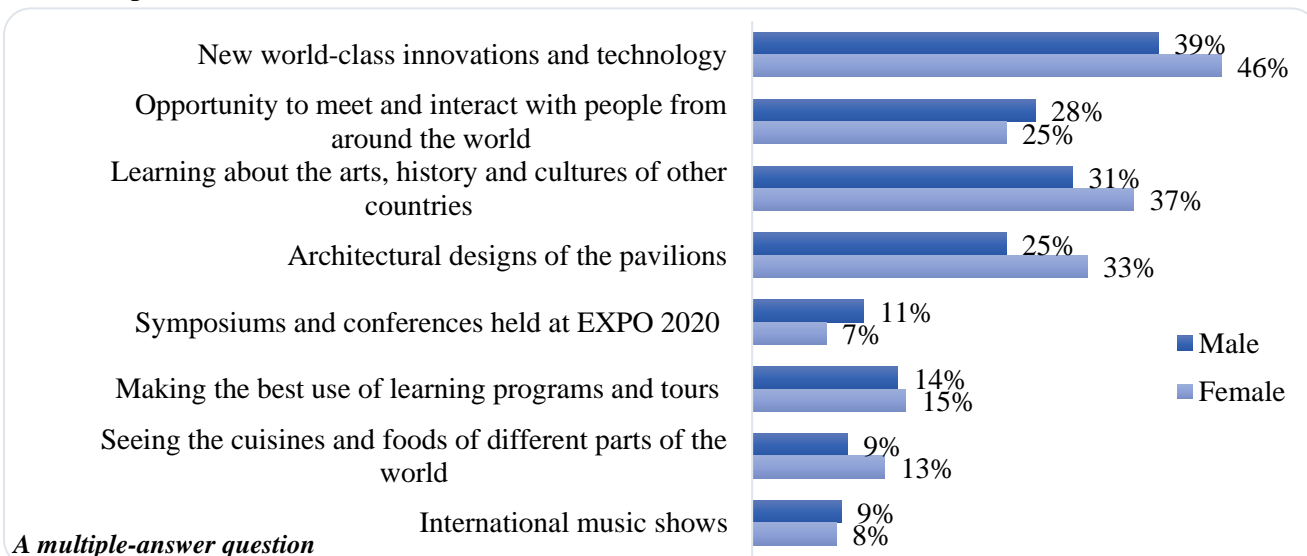


What attracts you most to EXPO 2020 Dubai?

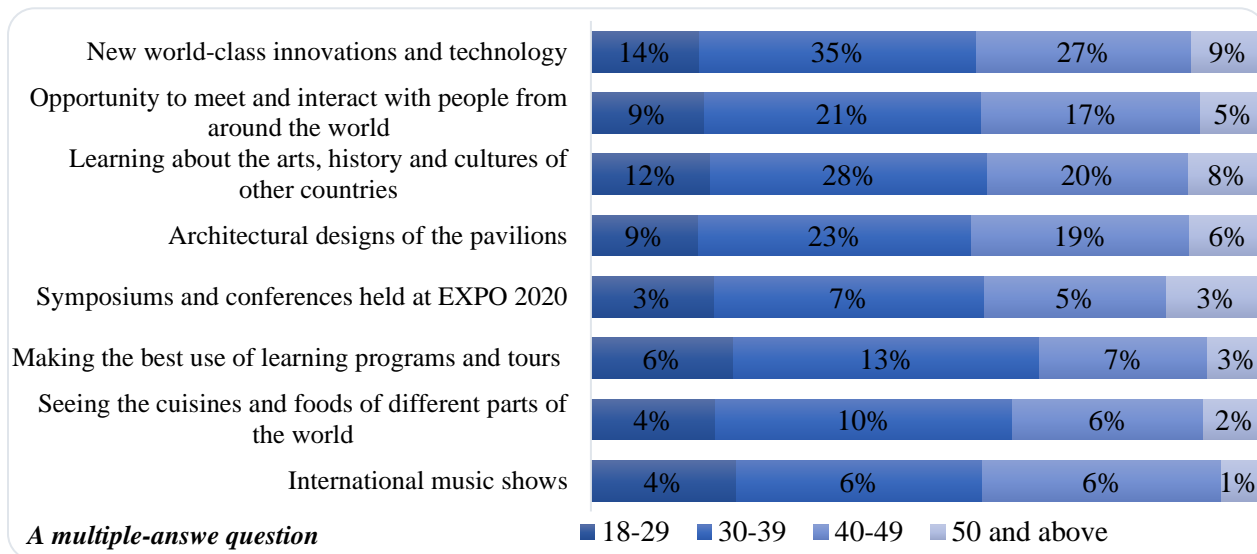
With respect to what attracts the visitors most to EXPO 2020 Dubai, the results showed that 85 percent were attracted by the new world-class innovations and technology, followed by 68 percent who were attracted by the opportunity to explore the arts, history and cultures of other countries, and 57 percent who said the architectural designs of the pavilions of participating countries was what attracted them the most.



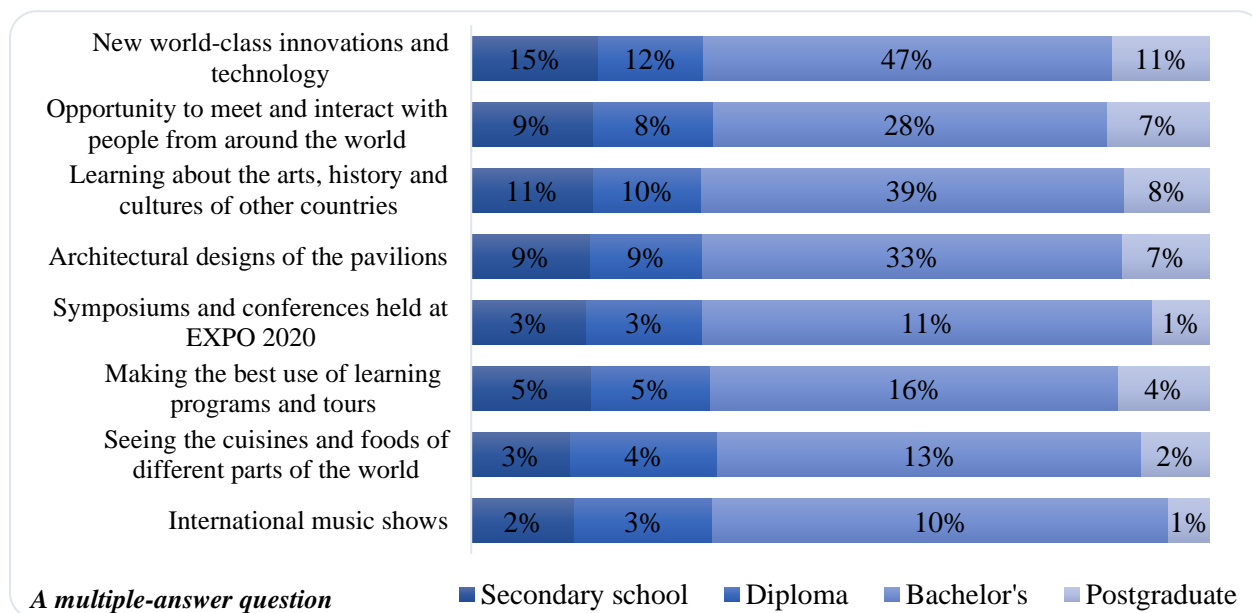
In terms of gender, 46 percent of female respondents said they were attracted by the new world-class innovations and technology, compared to 39 percent of male respondents who said the same. In addition, 37 percent of female respondents said they were attracted by the opportunity to learn about the arts, history and cultures of other countries, compared to 31 percent of male respondents who expressed the same view.



Based on the age of the respondents, the new world-class innovations and technology was the most attractive feature of EXPO 2020 Dubai for all age groups. 14 percent of respondents from the 18-29 age group, 35 percent from the 30-39 age group, 27 percent from the 40-49 age group, and 9 percent of those aged 50 and above said that this was the feature that attracted them most.

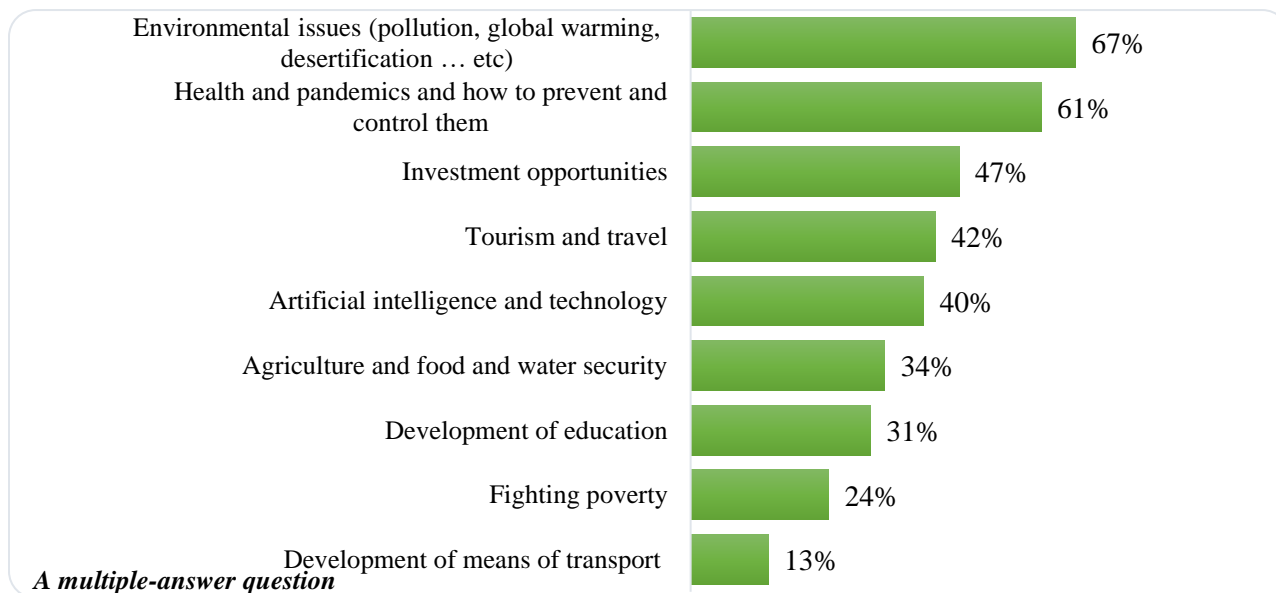


In terms of educational level, the results showed that 47 percent of bachelor's degree holders were attracted by the new world-class innovations and technology, 39 percent by the opportunity to learn about the arts, history and cultures of other countries, while 33 percent were attracted by the architectural designs of the pavilions of participating countries.

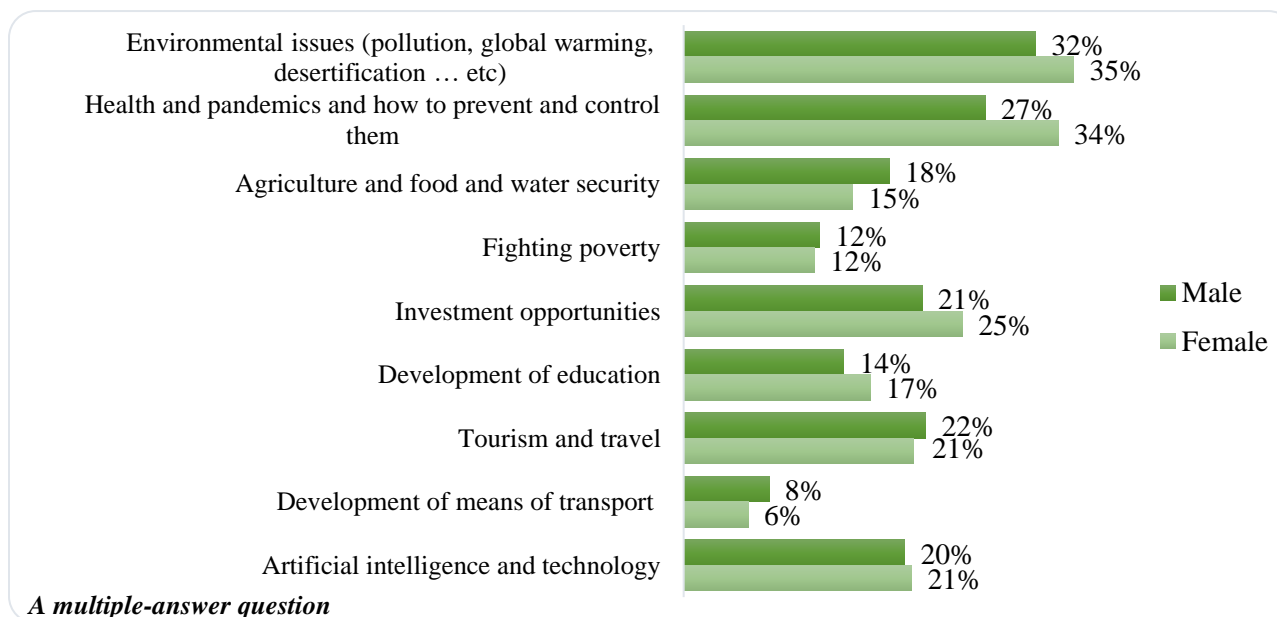


What topics would you like to see discussed in the EXPO forums?

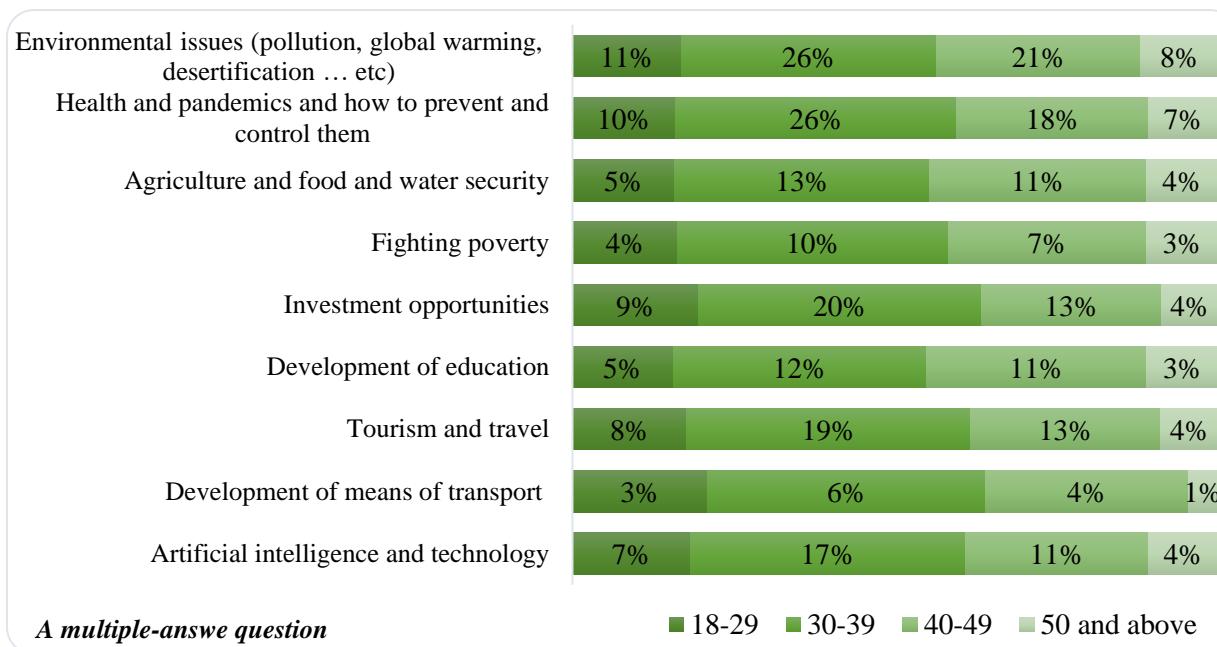
Various intellectual and cultural forums are being held during EXPO 2020 Dubai. We asked the respondents to specify the topics they would like to see discussed in these forums. The most popular topics were environmental issues (67 percent) and health and pandemics (61 percent).



Based on gender, 35 percent of female and 32 percent of male respondents said they preferred to see environmental issues discussed in these forums, 34 percent of female and 27 percent of male respondents said health and pandemics, while 25 percent of female and 21 percent of male respondents said investment opportunities.



In terms of age, the most popular topic across all age groups was environmental issues. 11 percent of those aged 18-29, 26 percent of those aged 30-39, 21 percent of those aged 40-49, and 8 percent aged 50 and above said that this was the topic they would like to see discussed the most.



With regard to educational level, bachelor's degree holders showed the highest preference for environmental issues (37 percent) and health and pandemics (32 percent) out of all other groups.

