PRIMARY CONSUMER SENTIMENT INDEX

United Arab Emirates

September 2022

GAME CHANGERS

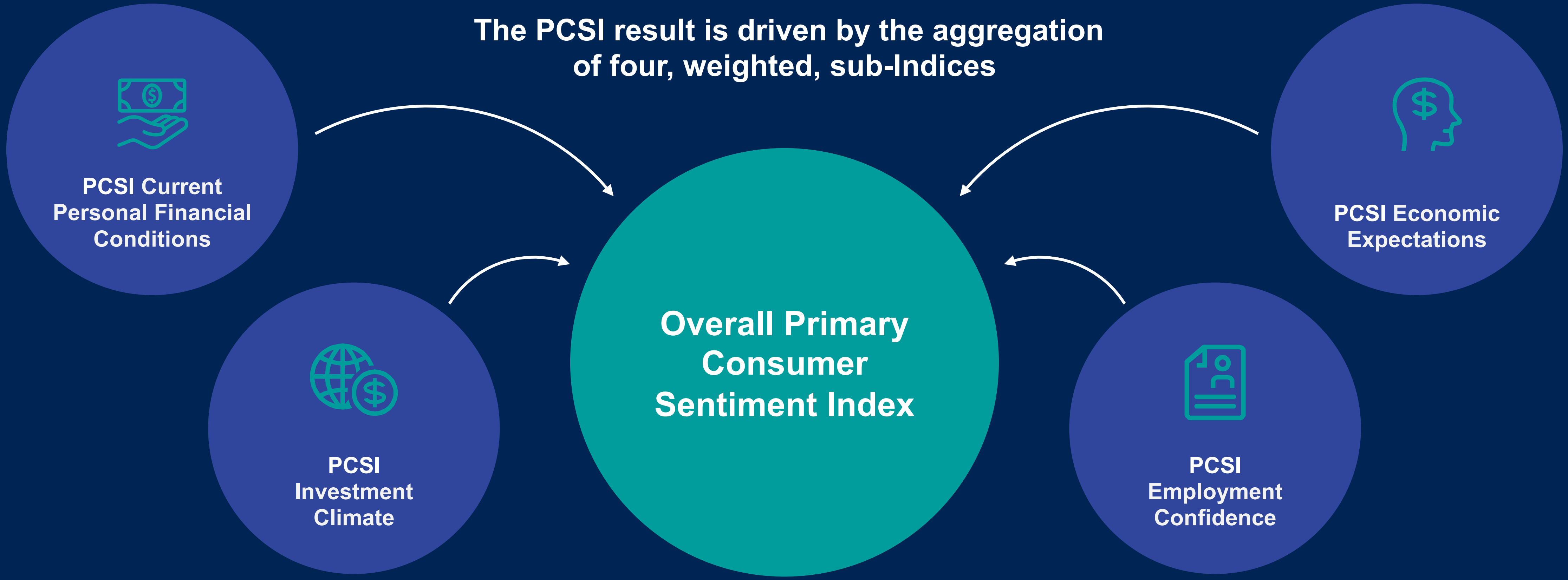
INTRODUCING THE PRIMARY CONSUMER SENTIMENT INDEX

Ipsos United Arab Emirates' Primary Consumer Sentiment Index (PCSI), is a national survey of consumer attitudes on the current and future state of the local economy, personal financial situation, as well as confidence to make large investments and ability to save.

Consumer sentiment is a key predictor of purchase trends in the market. Despite it being a lagging indicator, if consumer confidence is high, people will make more purchases and the economy will expand.

Businesses and Policy Makers can monitor changes in the index to factor the data in their decision-making processes. A wave-on-wave decreasing trend suggests consumers have a negative outlook on their ability to spend. Thus, manufacturers may expect consumers to avoid retail purchases, particularly items that require financing. Likewise, banks can anticipate a decrease in lending activity, mortgage applications, and credit card usage.

INTRODUCING THE PRIMARY CONSUMER SENTIMENT INDEX



OVERALL PRIMARY CONSUMER SENTIMENT INDEX

1

Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

2

Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

3

Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.

4

Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?

5

Compared to 6 months ago, are you NOW more or less comfortable making a major purchase, like a home or car?

6

Compared to 6 months ago, are you NOW more or less comfortable making other household purchases?

7

Compared to 6 months ago, are you NOW more or less confident about job security for yourself, your family and other people you know personally?

8

Compared to 6 months ago, are you NOW more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?

9

Thinking of the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?

10

Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

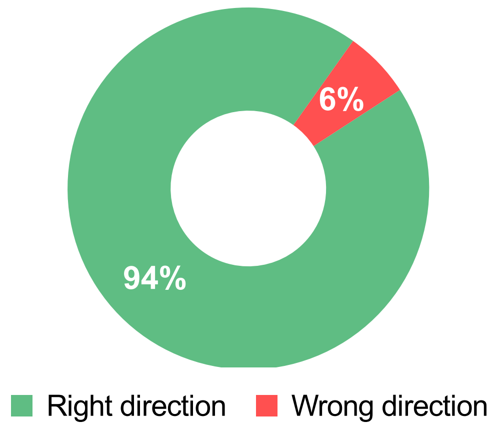
PCSI SUMMARY

70.6 ▼
September 2022

71.6
Versus Previous Wave; August 2022

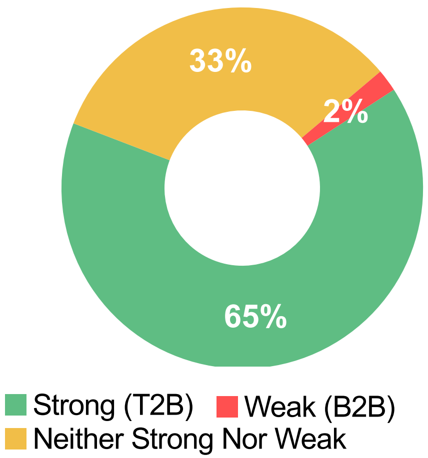
Right Direction / Wrong Track

Q. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



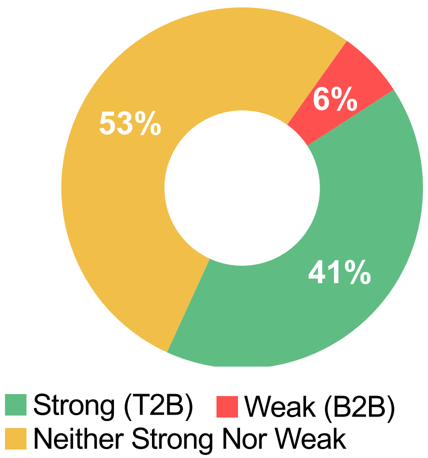
Country Economic Situation

Q: Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

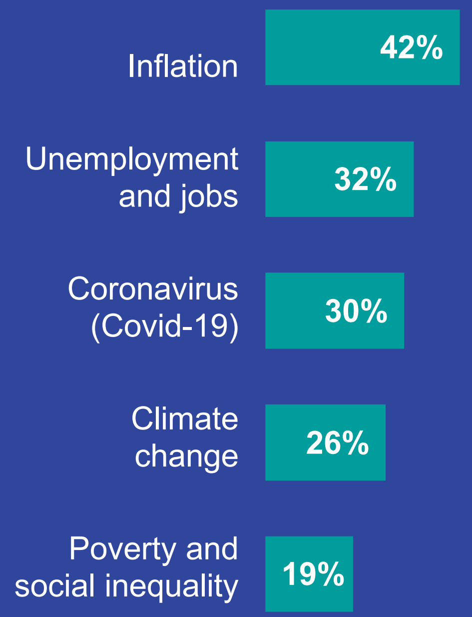


Personal Financial Situation

Q: Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.



Top 5 Concerns for Consumers in The UAE



PCSI SUMMARY

70.6 ▼
September 2022

71.6
Versus Previous Wave; August 2022

The PCSI result is driven by the aggregation of four, weighted, sub-Indices

77.1 ▼
PCSI Current Personal Financial Conditions

73.1 =
PCSI Economic Expectations

77.2 =
PCSI Investment Climate

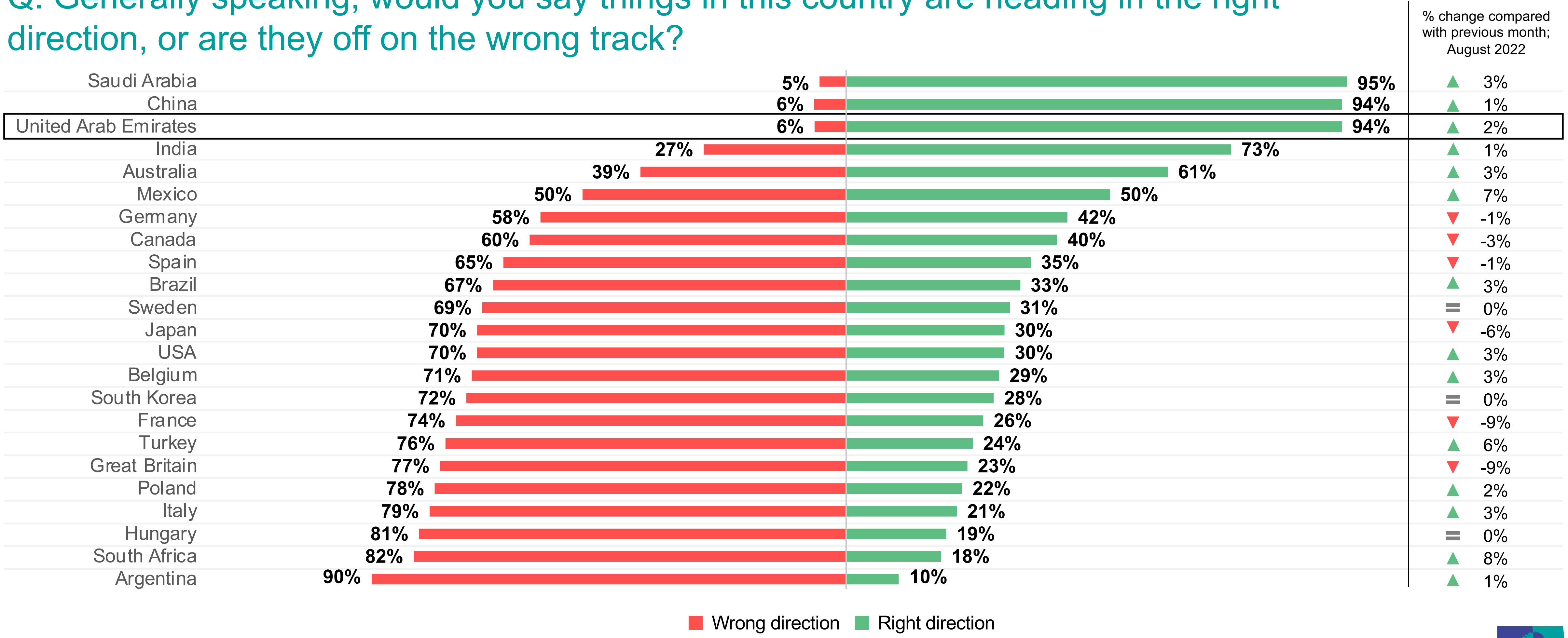
53.9 ▼
PCSI Employment Confidence

70.6 ▼
September 2022
Overall Primary Consumer Sentiment Index

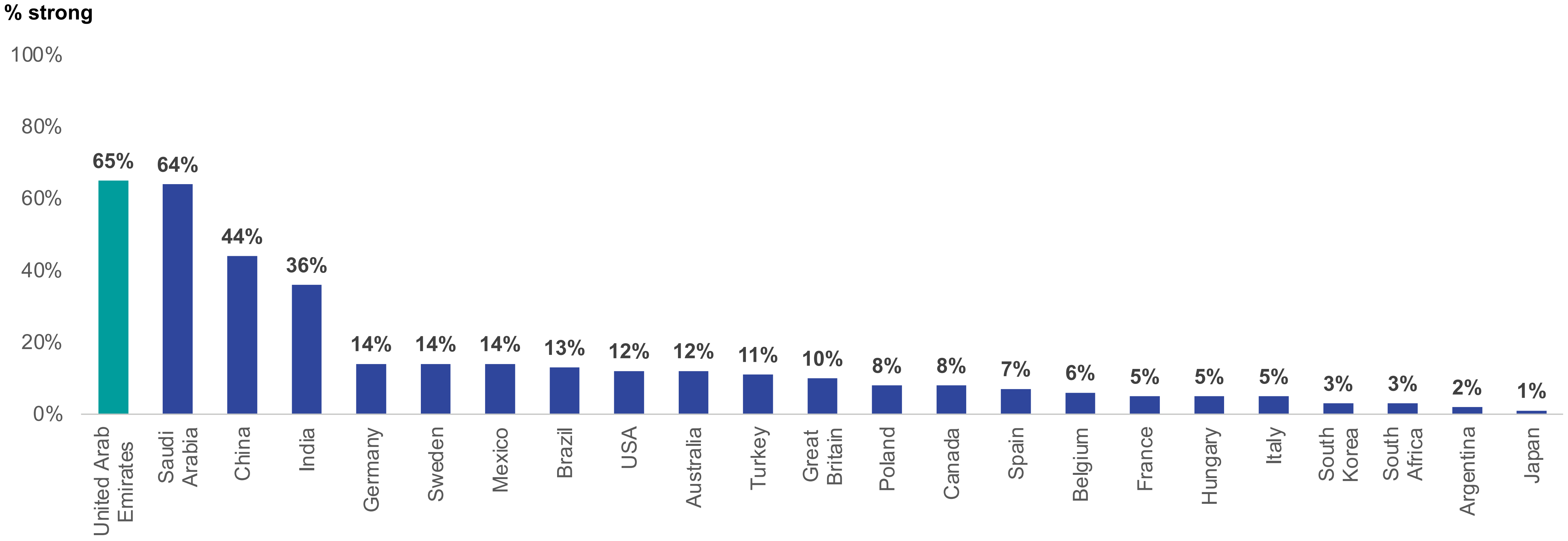
▼ Decreased by 1 point vs, previous wave = Less than 1 point difference vs. previous wave ▲ Increased by 1 point vs, previous wave

UNITED ARAB EMIRATES: RIGHT DIRECTION/WRONG TRACK
GLOBAL COMPARISION

Q. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

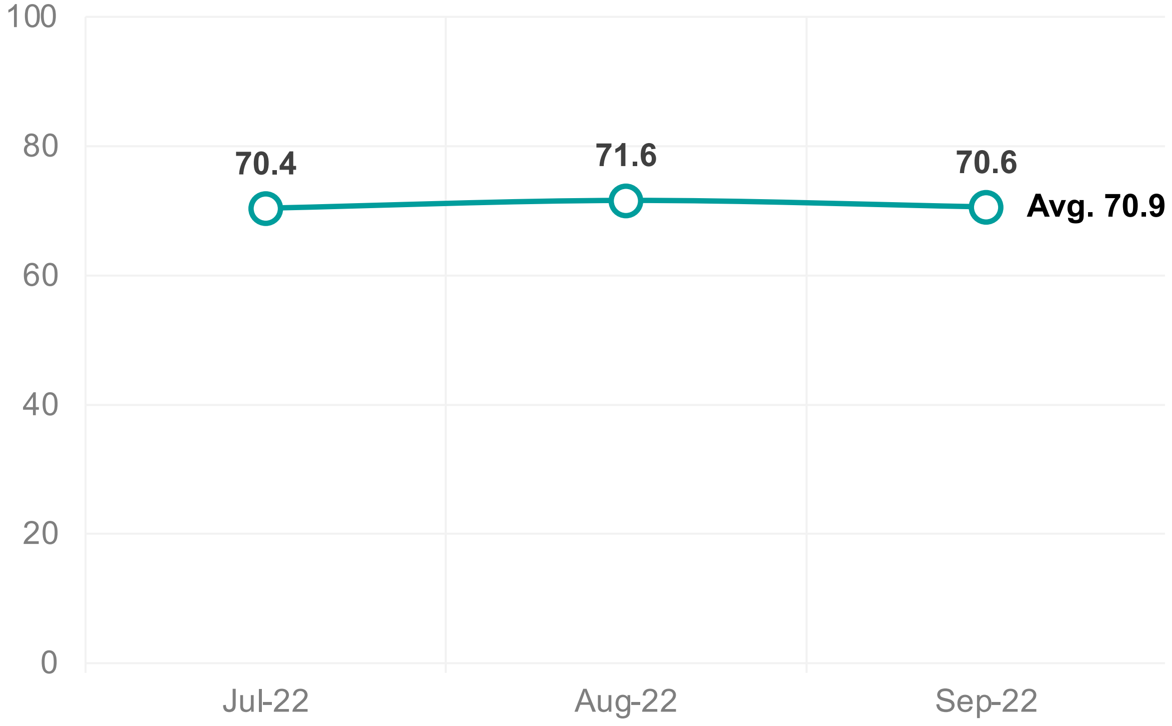


CURRENT STATE OF THE ECONOMY
GLOBAL COMPARISON

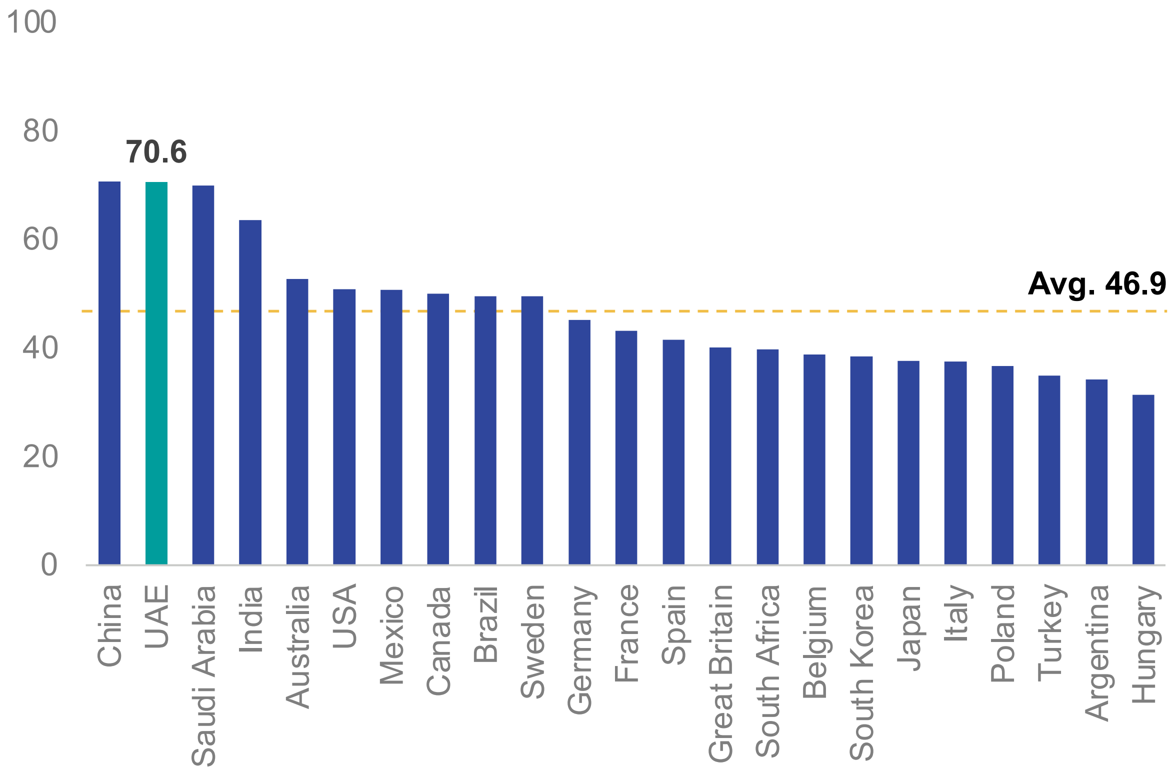


OVERALL PCSI

United Arab Emirates



Global comparision



METHODOLOGY

Methodology: Self Administered Online Interviews
Sample Size: 500 Respondents
Age: 15 years old and above
Sample Criteria: General Public

The PCSI Index is calculated by utilizing data from the survey results. Responses are divided into aggregated Top Box (Reward) numbers and Bottom Box (Penalty) numbers. Using Shapely Value Analysis, values were generated for the penalty and reward for each question. The magnitude of each question is the difference between the reward and penalty. An Importance factor, which the ultimate weight of the particular question in the index, is the magnitude of each question divided by the total magnitude of all questions. A Top Box Weight for each question is calculated by dividing the Reward by the magnitude of each question. Similarly, the Bottom Weight for each question is calculated by dividing the Penalty for each question by magnitude of the same. The Index Value for each question is calculated by using the formula: Importance x (Top Box Wt * Top Box %) - (Bottom Box Wt * Bottom box %).

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So that our clients can act faster, smarter and bolder.
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You act better when you are sure.

BE SURE. MOVE FASTER.

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