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CENTRE FOR ARAB GULF STUDIES

UNIVERSITY OF EXETER

10 DEC 1986



AL KHALEEJ

A Political Independent Daily

ABC

The only ABC certified
Arabic daily in the UAE.

**AUDIENCE
STRUCTURE
AND
ANALYSIS OF
READERSHIP
UAE**



AL KHALEEJ

A Political Independent Daily



The only ABC certified
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I. BACKGROUND

This brochure is intended to provide pertinent information on the Audience Structure and Readership Patterns of AL KHALEEJ Daily newspaper.

It provides in detail the socio-economic profile of AL KHALEEJ reader as well as the penetration level of this newspaper.

A section is devoted to understanding the lifestyle of AL KHALEEJ readers as well as highlighting the psychographic character of these readers.

This document was prepared by PAN ARAB RESEARCH CENTER W.L.L. based on the results of the UAE multi-media Survey 1985.

The UAE multi-media survey was carried out by PARC during the month of May 1985. The survey covered in detail the media Exposure Habits of the general public to audio-visual and print media and studied certain lifestyle and psychographic aspects of the adult population.

II. ANALYSIS OF THE AL KHALEEJ AUDIENCE

II.1 DAILY NEWSPAPER READERSHIP

In the UAE, there are eight local daily newspapers:

Five are published in Arabic language and the other three are published in English language.

85% of the adult* urban population in the UAE are newspaper readers.

51% of the adult* urban population read Arabic language newspapers usually.

The frequency of reading daily newspapers is:

- 65% read newspapers daily
- 16% read newspapers 3 to 6 days a week
- 4% read newspapers 1 to 2 days a week
- 1% read newspapers less frequently
- 14% do not read newspapers

* Adults are defined as men and women 16 years and over.

II. 2 AL KHALEEJ READERSHIP

AL KHALEEJ enjoys the largest audience among the Arabic newspapers in the UAE.

That is 74% of the adults who read Arabic newspapers usually look at, or flip through or read AL KHALEEJ

II. 3 AL KHALEEJ AUDIENCE COMPOSITION AND SIZE

Around 285,000 adults usually read AL KHALEEJ in the UAE. They represent approximately 25% of the adult population (1) in the UAE.

The readership estimates are as follows:

	UAE
Estimated Adult (2) Population	1,150,000
Readers of Daily newspapers	1,000,000
Readers of AL KHALEEJ usually	285,000
Readers of AL KHALEEJ on an average day of the week	220,000

- (1) PARC estimates in connection with 1985 population census published figures.
- (2) Adult population are 16 years of age and above.

Comparing the profile of the usual newspaper reader with the profile of the usual AL KHALEEJ reader a very clear trend exists: the profile of the AL KHALEEJ reader is in many ways very similar to the profile of the usual Arabic newspaper reader in the UAE.

ESTIMATES

1984

SEX

Male
Female

AGE

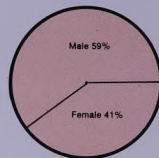
16 - 24 years
25 - 34 years
35 years and over

AVERAGE MONTHLY FAMILY INCOME

Lower
Middle
Upper
Unspecified

	Adult Population %	Usual Arabic Newspaper Readers	Usual Al Khaleej Readers
	100	100	100
		%	%
		59	63
		41	37
		27	26
		39	41
		34	33
		32	35
		27	27
		21	19
		20	19

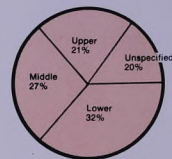
Usual Arabic newspaper readers



SEX

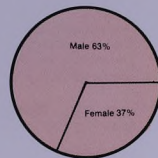


AGE

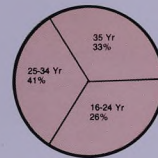


Average monthly family income

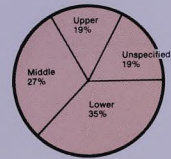
Usual AL KHALEEJ readers



SEX



AGE



Average monthly family income

II. 4 AL KHALEEJ READERSHIP PENETRATION AND COVERAGE

The effectiveness of a newspaper as an advertising medium cannot be determined only by the size of its circulation. The factor that has great importance to advertisers is the newspaper penetration into specific segments of the UAE population.

AL KHALEEJ penetrates deeply into all segments of the of the Arabic speaking adult population in the UAE.

AL KHALEEJ is read by:

SEX

- 56% of all the Arabic speaking adult males.
- 36% of all the Arabic speaking adult females.

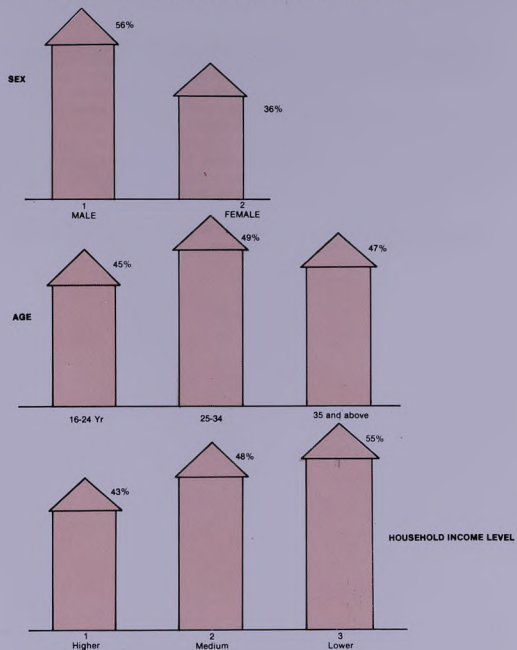
AGE GROUPS

- 45% of the Arabic speaking adults in the age bracket 16-24 years.
- 49% of the Arabic speaking adults in the age bracket 25-34 years.
- 47% of the Arabic speaking adults in the age bracket 35 years and over.

HOUSEHOLD INCOME LEVEL

- 43% of the Arabic speaking adults who belong to higher income households.
- 48% of the Arabic speaking adults who belong to medium income households.
- 55% of the Arabic speaking adults who belong to lower income households.

Al Khaleej Readership Penetration into the Adult Population



III. AL KHALEEJ: A MAIN NEWSPAPER

For a variety of reasons certain persons may read more than one newspaper with objectives to gather more information or to satisfy their needs for particular or specialized information.

In the UAE, out of 100 Arabic speaking adults, 70 would usually look at two newspapers or more.

There always seems to be one newspaper, from which readers obtain their basic needs for information, which they read most regularly and they read first. This is defined as the MAIN NEWSPAPER.

While over 200,000 readers come across Al Khaleej every day around 135,000 consider it their main newspaper.

IV. AL KHALEEJ READERS: LIFESTYLE AND PSYCHOGRAPHICS

Lifestyle and Psychographic characteristics are used in media research to identify unique audience characteristics, which aid in selection of appropriate media for specific Target Groups and Products and also in the development of better advertising copy.

The following reviews the lifestyle characteristics, the incidence of consumption of a range of products in an average week, the likelihood of purchasing selected products and attitudinal responses to psychographic data.

PRODUCT CONSUMPTION INDEX

Product Consumption Index is an indication of the extent of importance of the AL KHALEEJ readers as consumers or users of a range of goods and other personal care items.

The Index base is the adult Arabic speaking population consumption (base 100). When above 100, the Index shows a higher propensity along the AL KHALEEJ readers to consume or to use the product.

PRODUCT CONSUMPTION INDEX

	Arabic Speaking Adult Population %	Usual Al Khaleej Readers %	Index
BISCUITS, CANDIES AND SWEETS			
* Biscuits	53	59	111
* Chocolate	53	62	117
* Chewing Gum	49	55	112
* Candy Sweets	46	54	117
BEVERAGES			
* Carbonated Soft Drinks	78	90	115
* Non-Carbonated ready to drink juice/Fruit drinks	73	85	116
* Milk	69	82	119
* Chocolate Flavoured powdered drinks	21	24	114
* Instant Coffee	49	58	118
* Tea	77	88	114
CHEESE			
* Cheese portions/slices	64	74	116
* Cheese cream/spread	46	50	109
MAYONNAISE, KETCHUP, MUSTARD			
	29	30	103
MEDICINE			
* Analgesics	24	27	113
* Digestive powder/tablets	15	16	107
OTHER NON-FOOD ITEMS			
* Cigarettes	33	40	121
* Deodorant/Body Spray	52	59	113
* Perfume/Aftershave Cologne	73	84	115
* Color Films	41	47	115

PRODUCT PURCHASING INTENTION INDEX

To determine the likelihood of AL KHALEEJ readers to purchase durable Electric and Electronic home and entertainment products the Consumer Purchasing Intentions Index was developed.

The index base is the Arabic speaking adult population (base 100). When above 100, the Index shows a higher likelihood among AL KHALEEJ readers to purchase the specific products.

PRODUCT PURCHASING INTENTIONS INDEX

	Arabic Speaking Adult Population %	Usual Al Khaleej Readers %	Index
HOUSEHOLD ELECTRICAL APPLIANCES			
* Washing Machine	16	16	100
* Dishwasher	12	13	108
* Refrigerator	13	13	100
* Vacuum Cleaner	17	15	88
* Air Conditioner	20	18	90
* Freezer	15	17	113
* Clothes Dryer	10	10	100
* Electric Oven	9	8	89
* Electric Mixer	20	18	90
HOUSEHOLD ELECTRONIC APPLIANCES			
* Video Cassette Recorder	21	19	90
* Hi-Fi Equipment	15	18	120
* T.V. Set	16	15	94
* Radio Cassette	26	27	104
PERSONAL VALUABLES			
* Wrist Watch	33	35	106
* Valuable Cigarette Lighter	12	14	117
* Valuable Writing Instrument	24	26	108
OTHER PERSONAL EFFECTS			
* Photo Camera	29	30	103
* Personal Micro Computer	12	11	92
* Motor Car	26	29	112
* New Furniture	24	24	100

THE PSYCHOGRAPHIC CHARACTER OF THE AL KHALEEJ AUDIENCE

The psychographic characteristics of the readers outline a unique profile of AL KHALEEJ Audience.

This provides an insight on the personal views of the readers with regard to certain social trends, reflecting personal traits of the readers and investigating their possible impact on new products trial and brands selection.

The following are several statements reflecting the psychographic character of the audience.

READERS PSYCHOGRAPHIC CHARACTER

	Arabic Speaking Adult Population %	Usual Al Khaleej Readers %	Index
Sports watcher	59	71	120
Practice sport	50	63	126
Smoker	33	40	121
Opinion leader	40	51	127
Socialiser	43	52	121
Discipline Conscious	81	94	116
Self confident	59	70	119
Old fashioned	63	78	124
Traditional	77	92	119
Home entertainer	77	90	117
Lively, active	64	78	122
Brand loyal	39	44	113
New brands trier	43	48	112
Influenced by advertisement and communication	45	51	113
Price conscious	67	77	115
Savings oriented	71	83	117
Satisfied with income	66	75	114
Compulsive house keeper	33	35	106
Own pets	21	25	119
Have credit cards	5	5	100

V. REMARKS

Audience and Population Profile

The Arabic speaking adult population profile as referred to in this report is based on the Arab sample profile as obtained in the Basic Media Survey conducted by PARC in 1985. There would be minor differences with the profile of the population as obtained from the population census because a census is more comprehensive and covers all the territory of the UAE, integrally, while research usually covers up to 80% of this same territory and gives an accurate approximation of the urban population profile.

Source of Data:

Population estimates are based on the 1985 UAE population census published by the Central Statistical Department Ministry of Planning in the UAE.

Readers estimates are based on PARC Media Index 1985. All audience estimates are obtained by grossing up survey results to national scale.

DISCLAIMER

PAN ARAB RESEARCH CENTER is a Kuwaiti Company with limited liabilities and a full member of GALLUP International. PARC has the technical capabilities and expertise in the media audience research and renders these services on a best effort basis.

PARC monitors, surveys, compiles, processes and analysis all adequate and legally available information that it deems necessary and proper to provide the research services. PARC, in doing so applies the procedures and methods followed in similar industries and in particular ICC/ESOMAR International Code of Marketing and Social Research Practice and the regulations of the Central Statistical Department — Ministry of Planning, UAE.

The data presented in this brief analysis was extended from the media reports published by PARC in 1985, and the interpretation of the data as given in this analysis is done strictly within the context of these reports and based on their contents.

This document has been prepared by PARC upon request from AL KHALEEJ who is responsible for the circulation and dissemination of the information contained in this document.

AL KHALEEJ



الخليج

A POLITICAL INDEPENDENT DAILY

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