

**For immediate release
26 January 2010**

As Iraq opens its doors for business, new research from YouGov reveals more Iraqis are concerned about jobs than security

Earlier this month YouGov hosted a seminar in Dubai to showcase primary research data looking at Iraq's consumers for the first time. As Iraq's economy continues to grow, businesses will look to research to provide indicators on Iraq's potential, and the research indicates that Iraq is now open for business.

YouGov has been operating in Iraq for more than 5 years, although this is the first consumer research study. YouGov has previously focused on socio political research for organisations such as the United Nations Development Programme. YouGov's work in the region extends across the Middle East and is supported through a 200,000 strong online panel, the largest pure research panel in the Middle East.

The research provided some interesting findings with 21% of Iraqis interviewed citing unemployment as the biggest problem they face nowadays compared to 16% who said security issues. Furthermore, 15% said their financial status was their biggest concern and a further 8% citing the cost of rent or accommodation.

The research into consumer profiles, attitudes, habits and media consumption - the first of its kind in Iraq - also reveals the rapid expansion and appetite for new technologies, with 80% of Iraqis saying they own a mobile phone for personal use and 22% of Iraqis saying they had used the internet.

"Today's Iraqis are looking to the future, gradually their concerns are less about violence and more about how 'I am going to provide for myself and my family'", says YouGov's Managing Director in Iraq, Stefan Kaszubowski. "There are number of indicators coming out of Iraq showing improvements to security. As security conditions improve, the economy takes centre stage. People want jobs, decent services and the improvements to quality of life that these things provide."

The appetite for internet use is marked: 54% of internet users in Iraq said they wish they could access the internet more often. More generally, 62% of all Iraqis interviewed said they found the internet exciting.

Satellite TV is widespread in Iraq with 95% of Iraqis saying their household has access.

The research also reveals that 74% of Iraqis interviewed said they live in an area where they people tend to help each other compared to 24% who said they live in an area where people tend to go their own way (2% said don't know). However, 44% said they felt the country was heading in the right direction compared to 46% saying the wrong direction (10% said don't know).

Notes to editors

The research is based on 1561 interviews. The sample is broadly representative of Iraq and weighted to the demographic profile of the population according to official statistics. The research was conducted by YouGov between December 22nd to 30th across all 18 Governorates of Iraq.

For more information, please contact:

James Starkie
Business Development Manager
YouGov Special Projects

T: +44 78161 57470

E: james.starkie@yougov.com

General YouGov enquiries:

T: +44(0)20 7012 6000

E: info@yougov.com

W: www.yougov.com

About YouGov

YouGov plc is a professional research and consulting organisation, pioneering the use of the Internet and information technology to collect high quality, in-depth data for market research and stakeholder consultation; providing companies with a rounded view of their staff, customers, brands and investors as well as assessing opinion amongst the general public and the media.

Since YouGov was launched in 2000, the Group has developed its engagement with people and online market research activities into an international research network with online panels of 2.2 million people in over thirty countries. YouGov currently has 15 offices worldwide, providing geographic coverage in the United Kingdom and Southern Europe, Germany, Central and Eastern Europe, Scandinavia & Northern Europe, Middle East and North Africa and USA and Canada.

For further information visit www.yougov.com