

SPOTLIGHT*EGYPT

MONEY AND FINANCE

November - 2024

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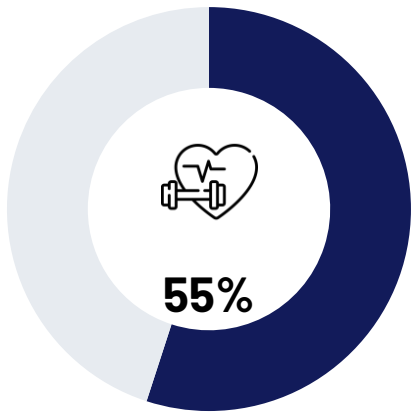
9

Ultimate financial goal

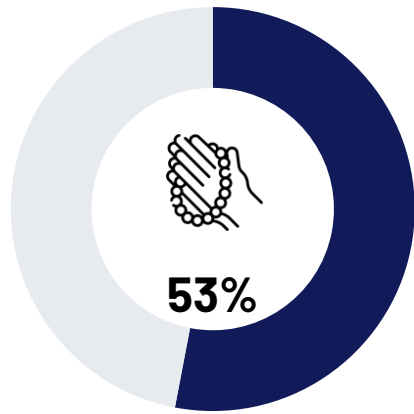
LIFE PRIORITIES



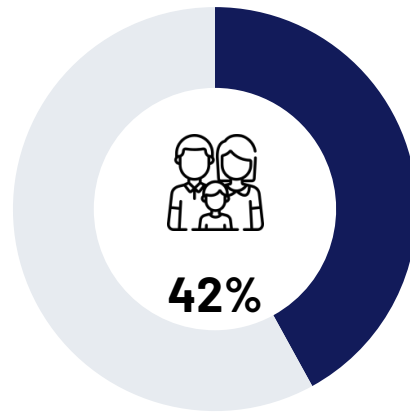
Top 5 life priorities in Egypt



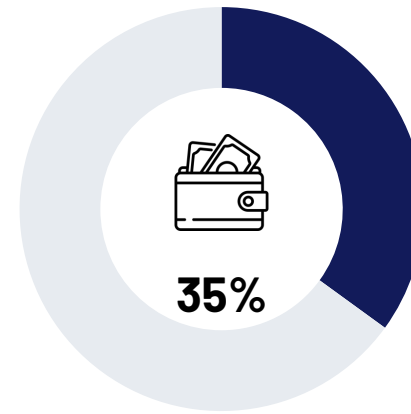
Health



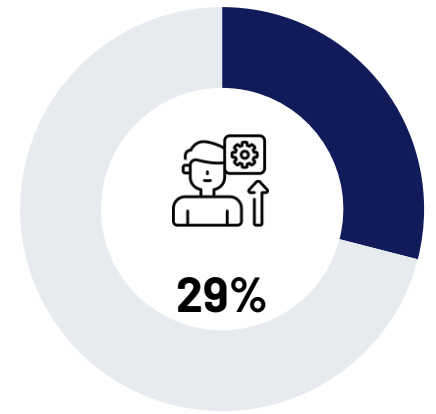
Religion



Family



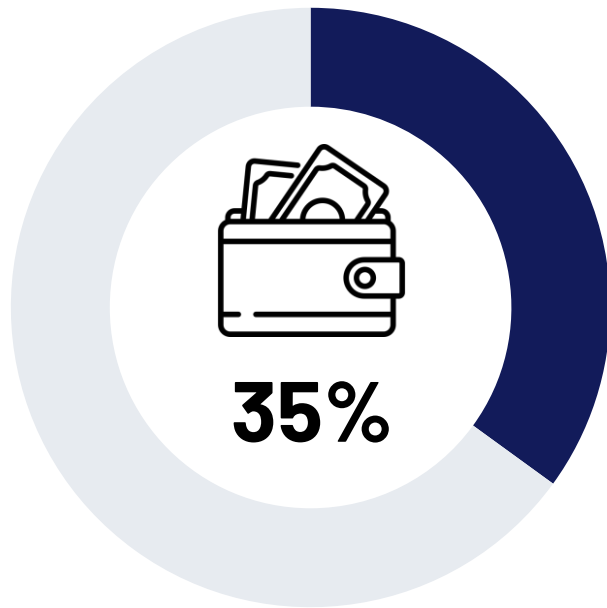
Financial stability



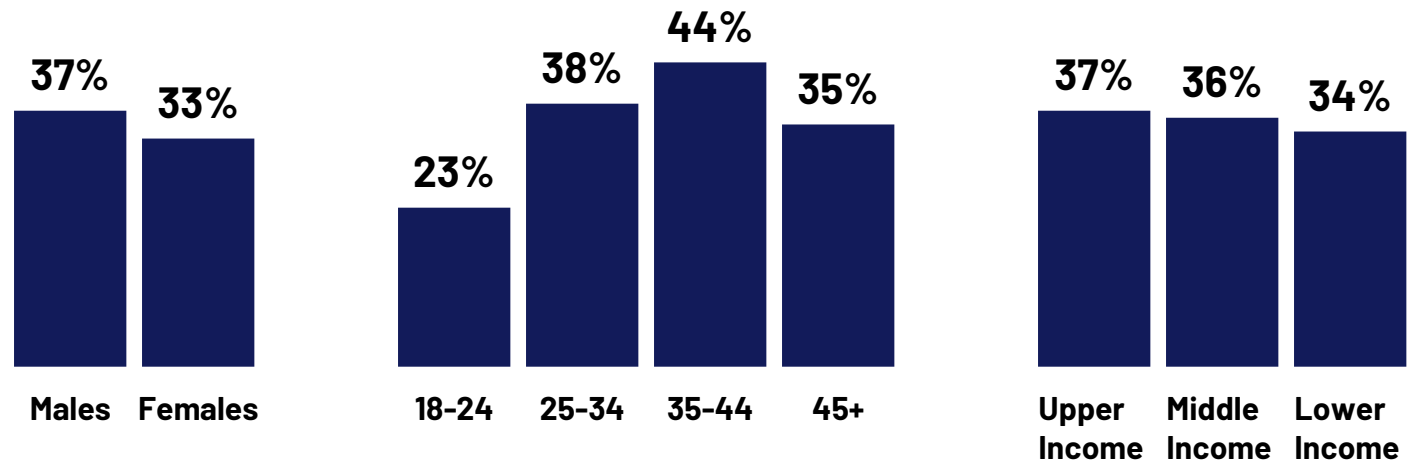
Personal development

Financial stability as a life priority

% - by demographics



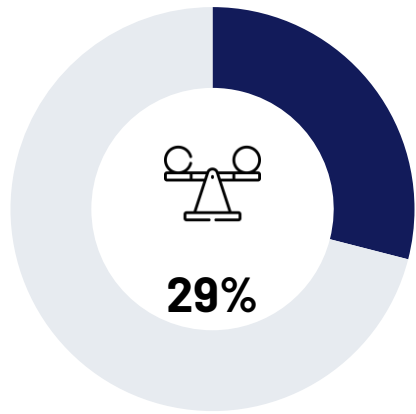
Stated that financial stability is their life priority



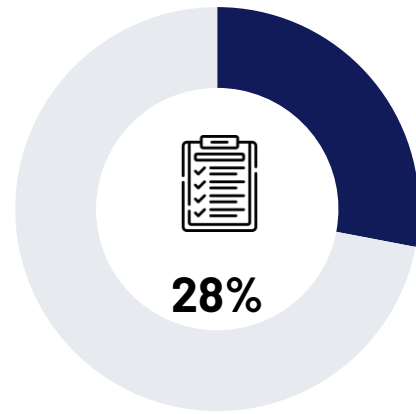
WHAT DOES MONEY MEAN TO PEOPLE?

What does money mean to people?

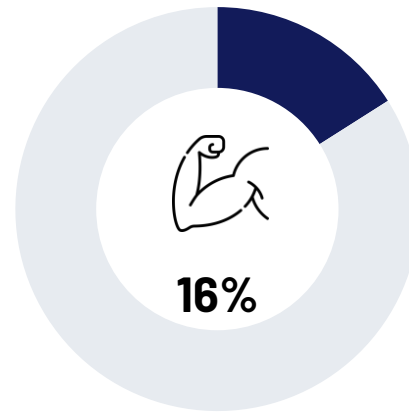
Top 5 responses



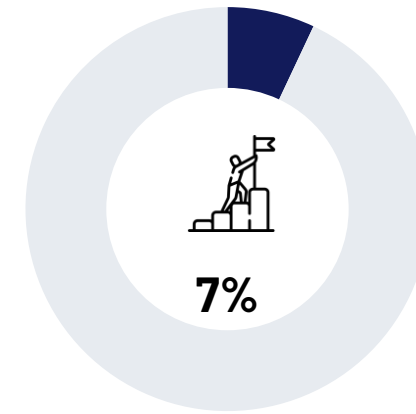
A source of stability and security



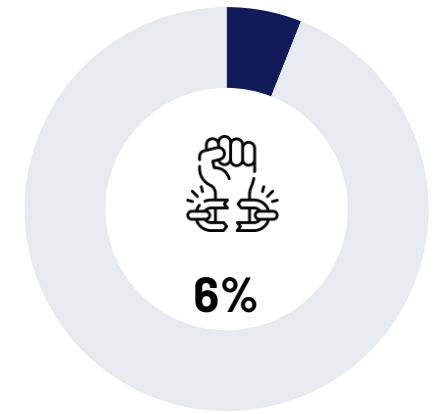
A mean to fulfil basic needs



Power



Success and achievement



Allows for freedom and independence

What does money mean to people?

Top 5 responses - by demographics



A source of stability and security



A mean to fulfil basic needs



Power



Success and achievement

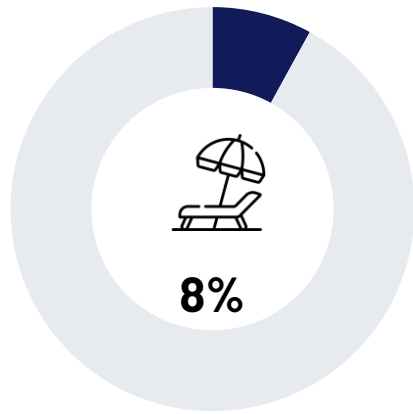


Allows for freedom and independence

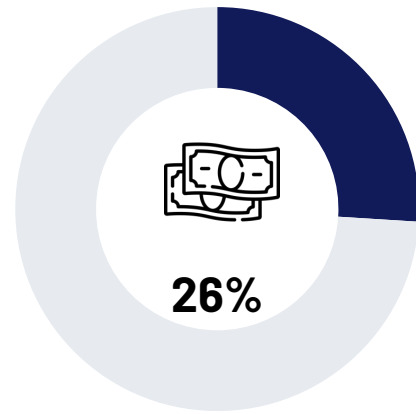
	A source of stability and security	A mean to fulfil basic needs	Power	Success and achievement	Allows for freedom and independence
Total	29%	28%	16%	7%	6%
Male	25%	27%	18%	8%	6%
Female	32%	29%	15%	5%	5%
18-24	29%	28%	20%	4%	4%
25-34	28%	25%	17%	9%	6%
35-44	29%	30%	14%	6%	7%
45+	28%	28%	15%	7%	6%
Upper Income	28%	11%	15%	10%	8%
Middle Income	29%	25%	17%	8%	6%
Lower Income	29%	35%	17%	4%	5%

CURRENT FINANCIAL SITUATION

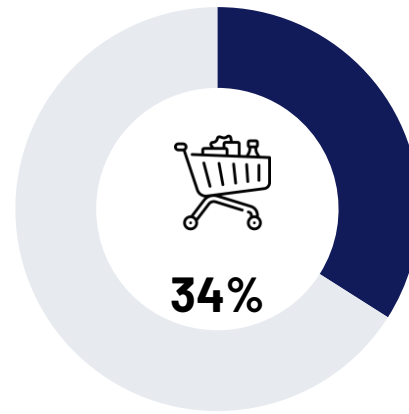
Current financial situation



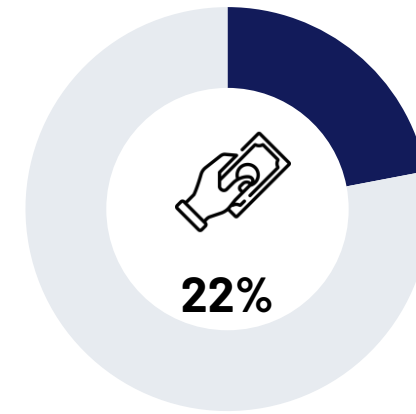
Living extremely comfortably



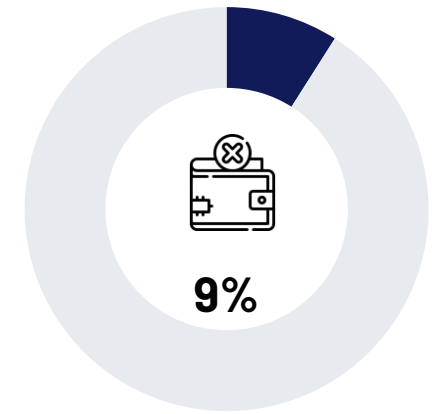
Managing finances well



Barely getting by and can only cover essential expenses



Finding it quite difficult to keep up with financial commitments and occasionally borrow money



Extreme difficulties in managing financially and constantly facing financial crises

Current financial situation

% - by demographics



Living extremely comfortably



Managing finances well



Barely getting by and can only cover essential expenses



Finding it quite difficult to keep up with financial commitments

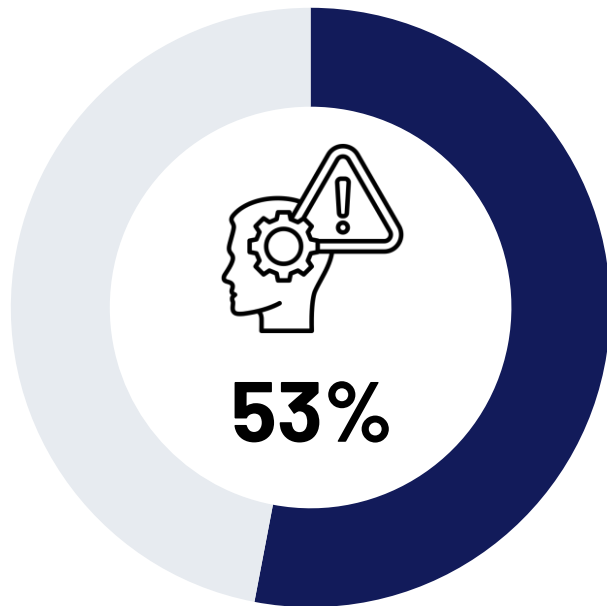


Extreme difficulties in managing financially

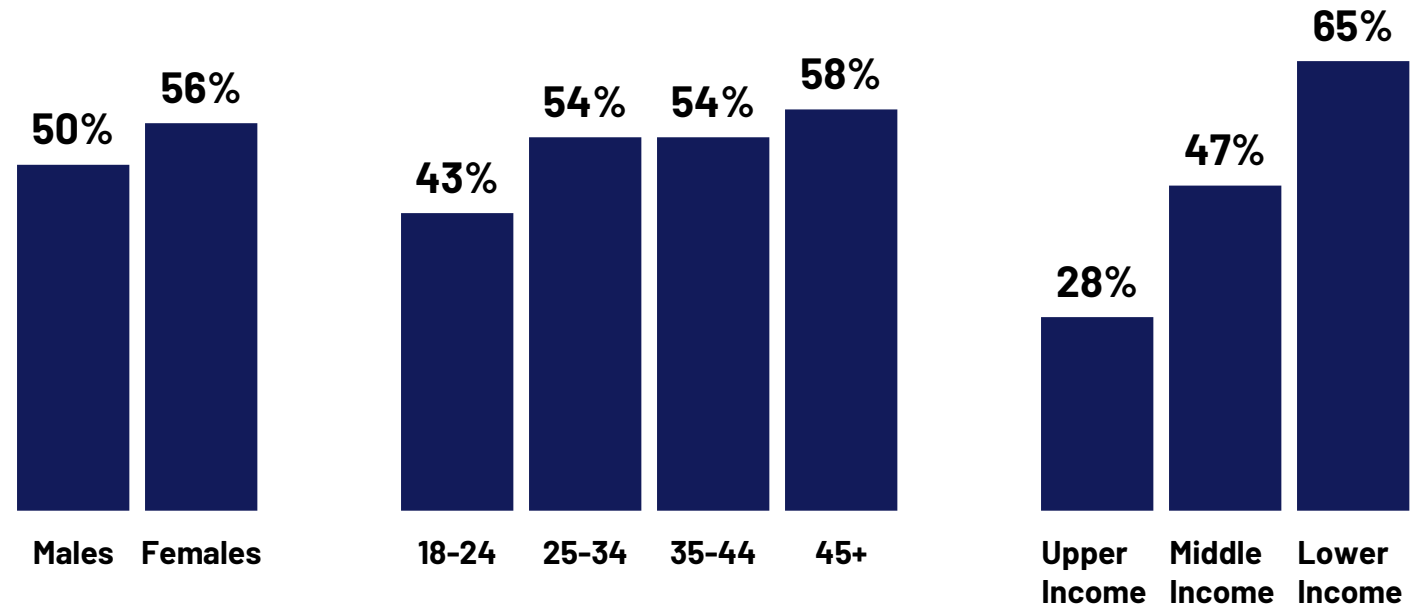
	8%	26%	34%	22%	9%
Total					
Male	10%	27%	33%	21%	10%
Female	7%	25%	36%	24%	9%
18-24	3%	28%	39%	22%	8%
25-34	8%	28%	38%	19%	7%
35-44	12%	23%	38%	20%	8%
45+	10%	24%	27%	27%	13%
Upper Income	51%	43%	4%	1%	-
Middle Income	4%	40%	39%	15%	1%
Lower Income	-	8%	39%	35%	18%

Attitude towards financial situation

% - by demographics

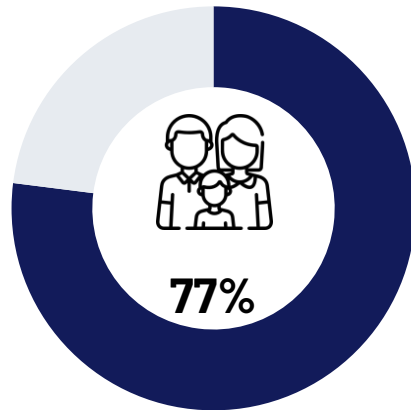


Frequently worry about money and their financial situation

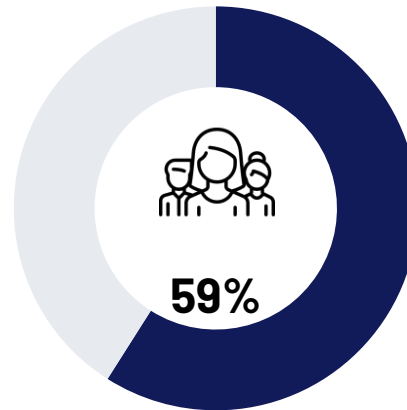


SOURCES OF FINANCIAL ADVICE

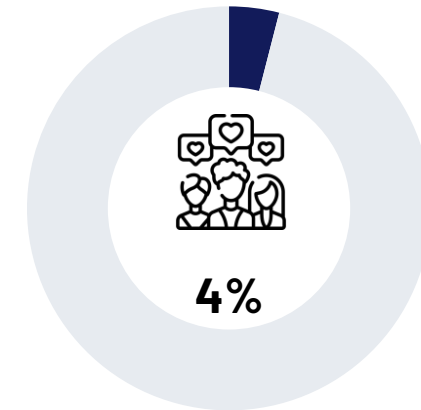
From whom do people usually seek financial advice?



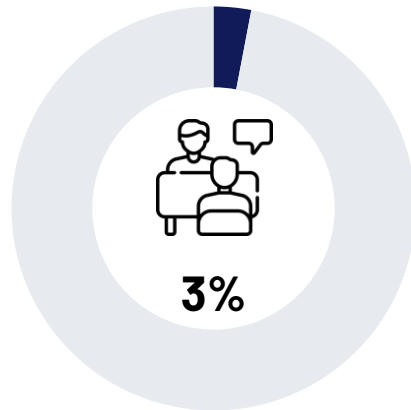
Family



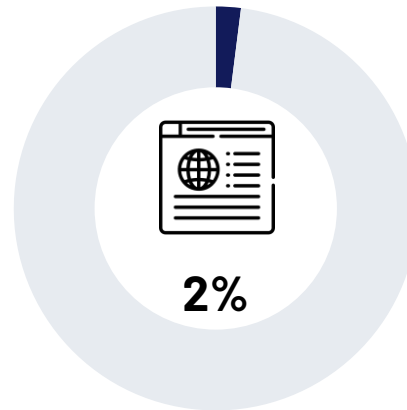
Friends



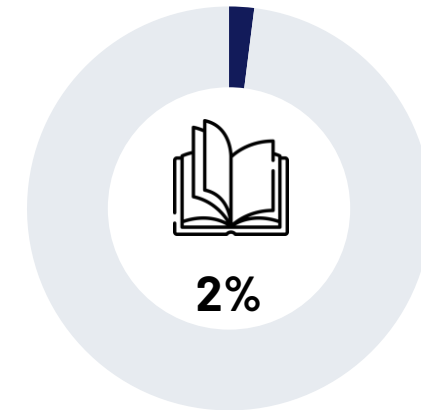
Social media influencers



Financial advisors



Financial news websites



Books or articles

SPENDING

Views on managing spending



60%

Carefully plan their finances
on a monthly basis

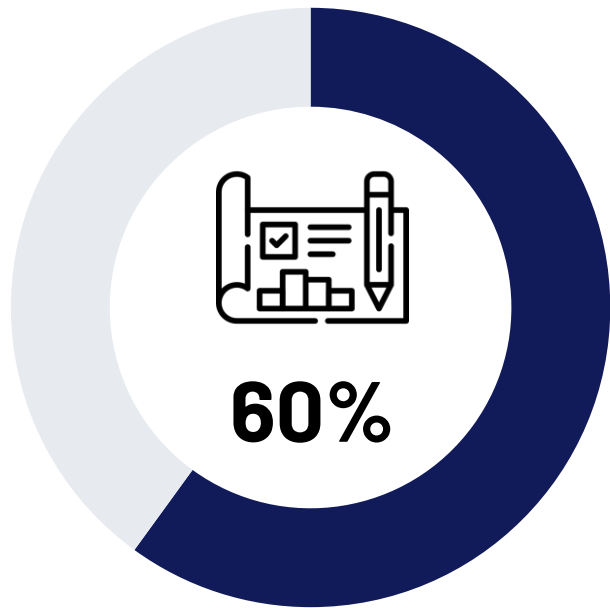


59%

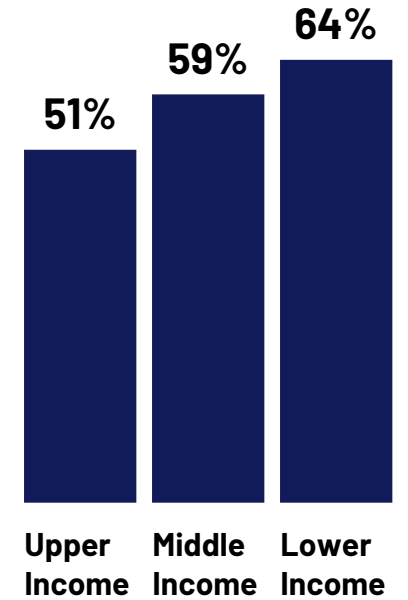
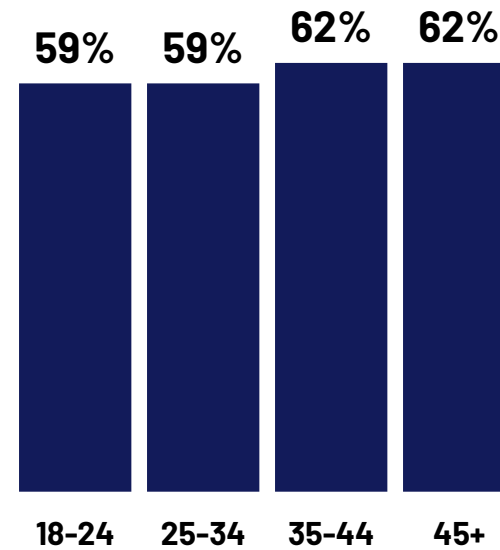
Know the price of everything
they buy

Monthly budgeting

% - by demographics

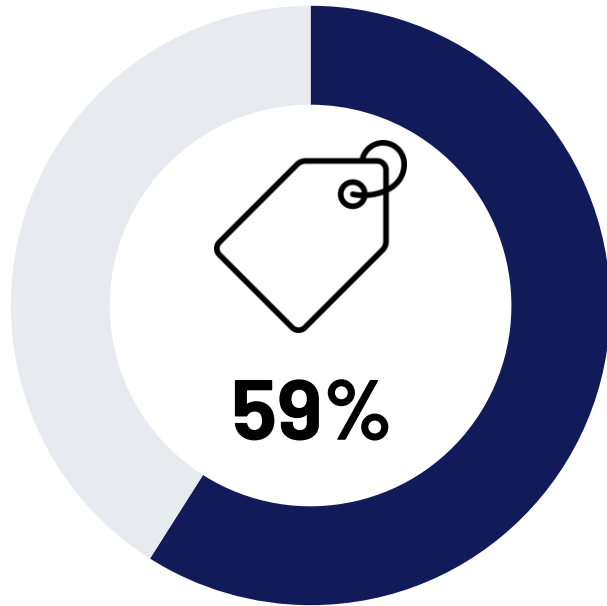


Carefully plan their finances on a monthly basis

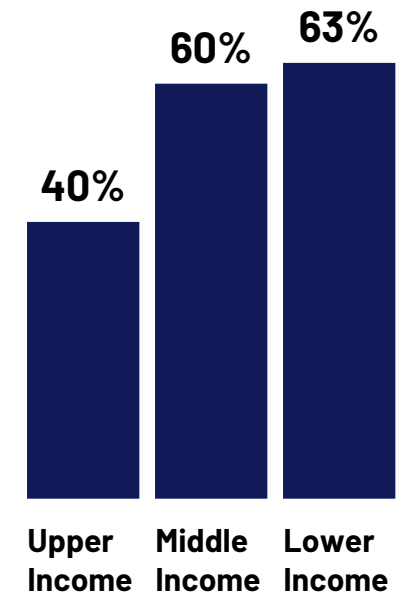
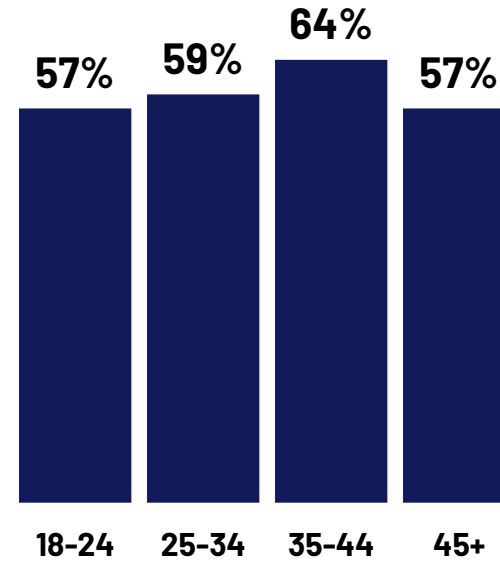


Price-conscious shopping

% - by demographics

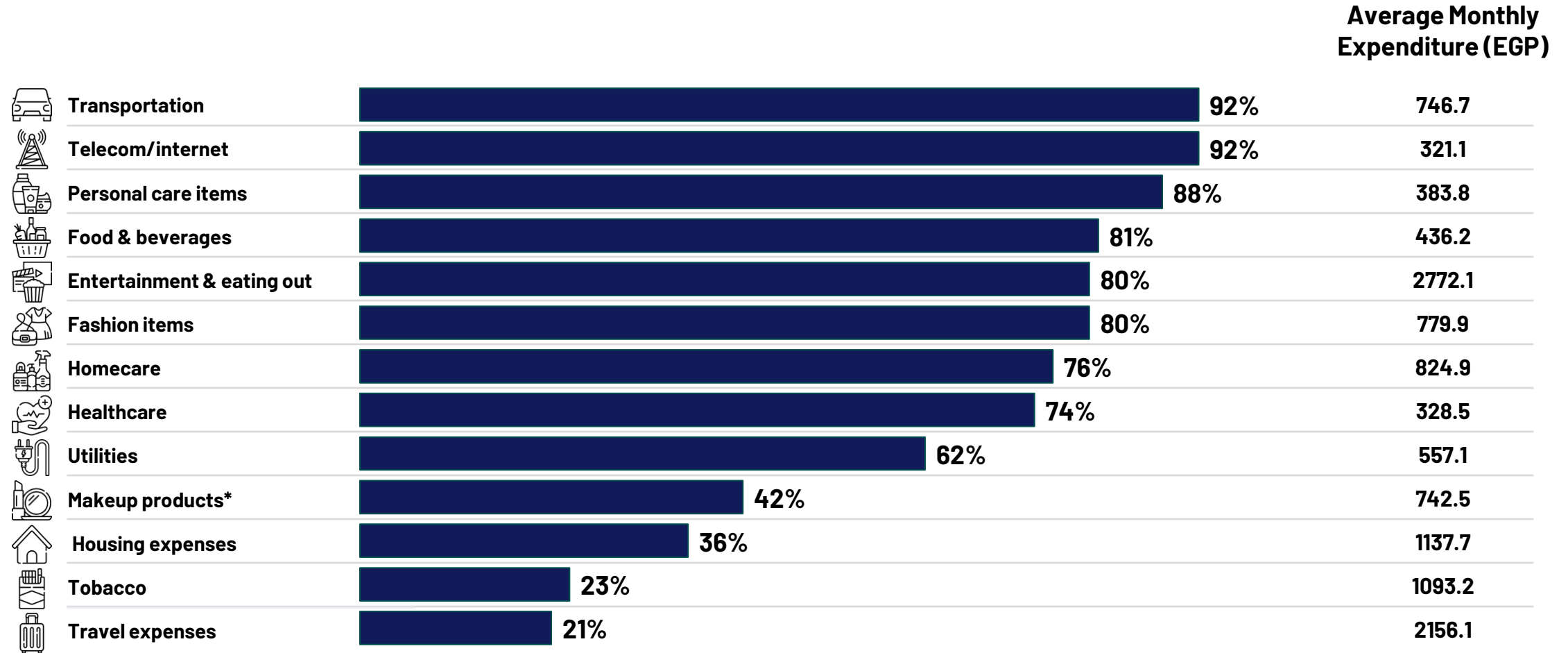


Know the price of everything they buy



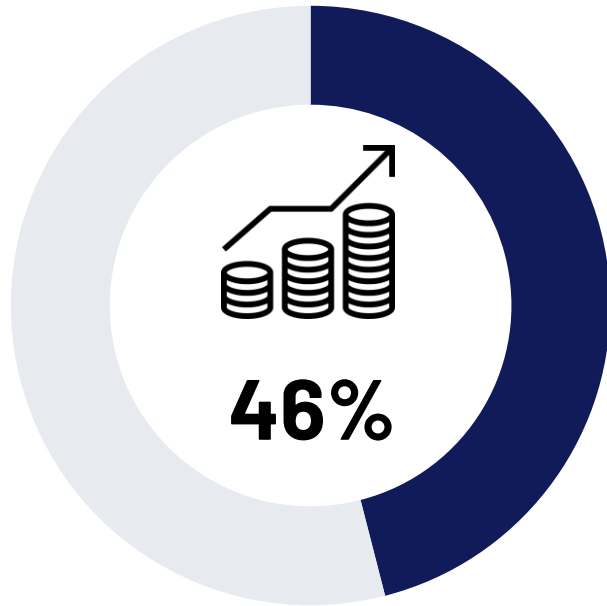
Monthly expenditure

% Of people that spend

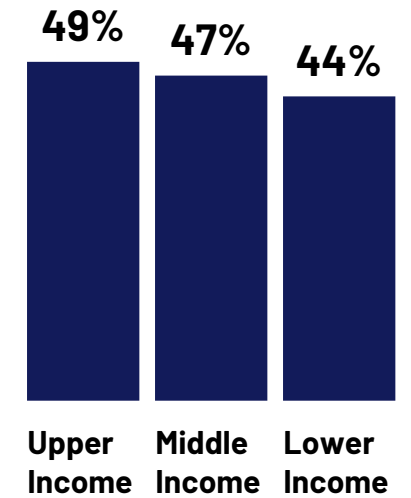
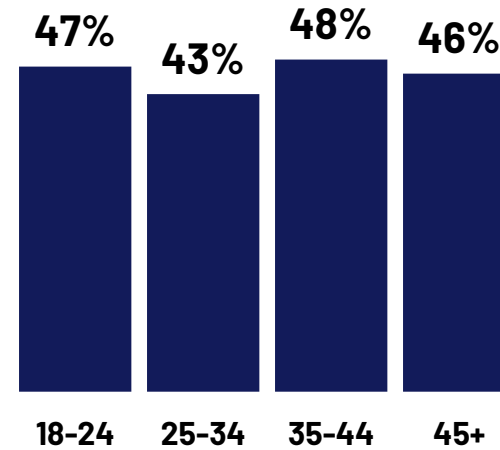


Overspending behavior

% - by demographics



Always end up spending more than they plan

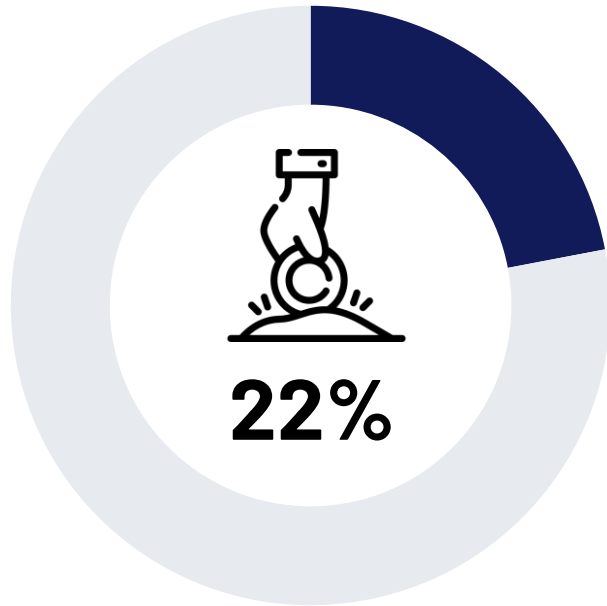


MONTHLY SAVINGS

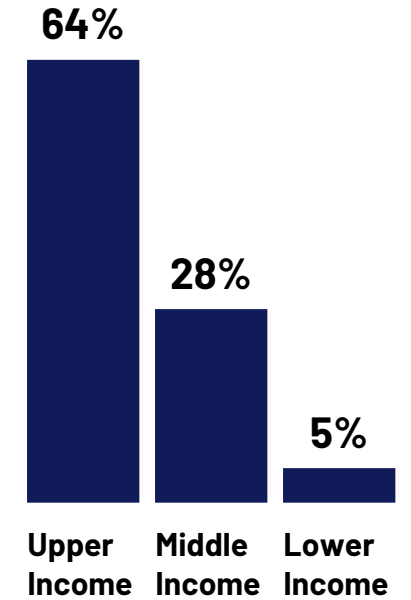
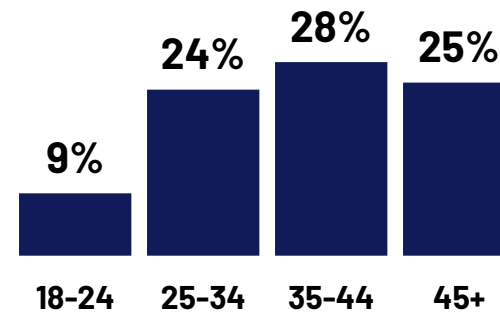
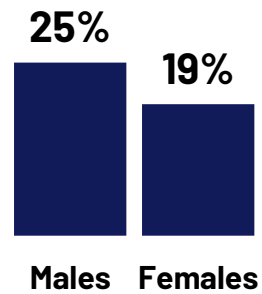


Monthly savings

% - by demographics

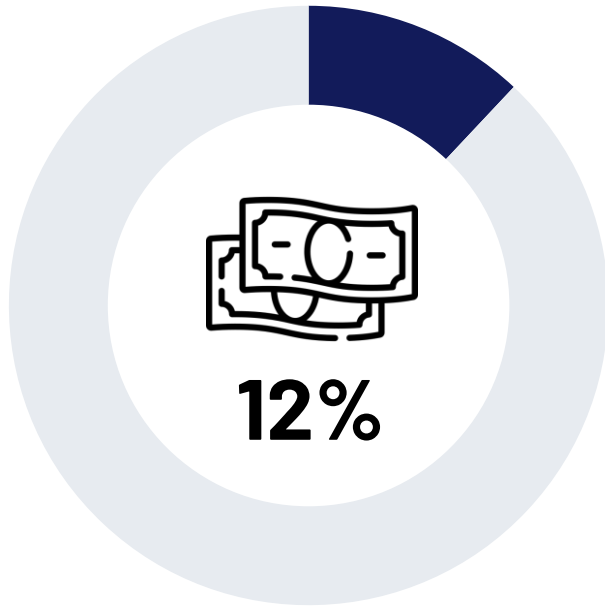


Save money on a monthly basis

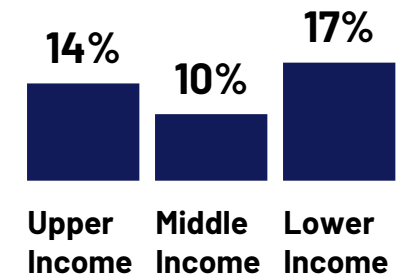
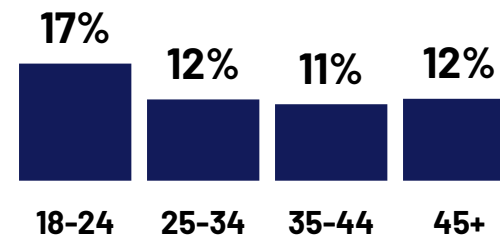
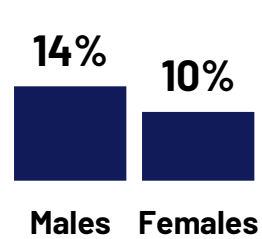


Monthly savings

% - by demographics



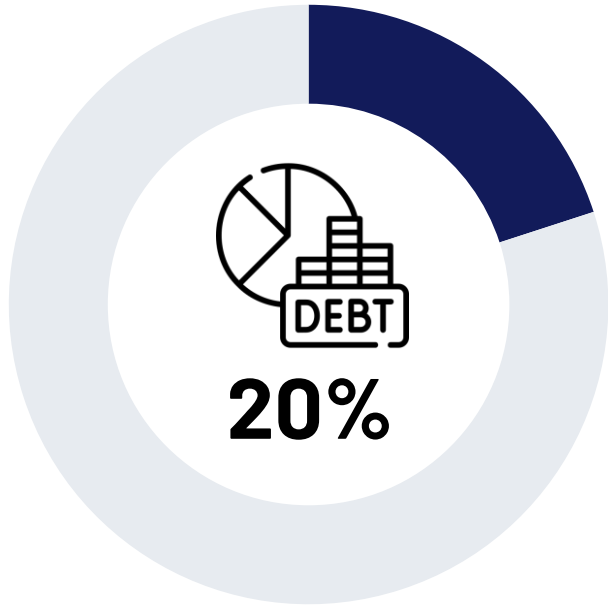
Average percentage saved from income



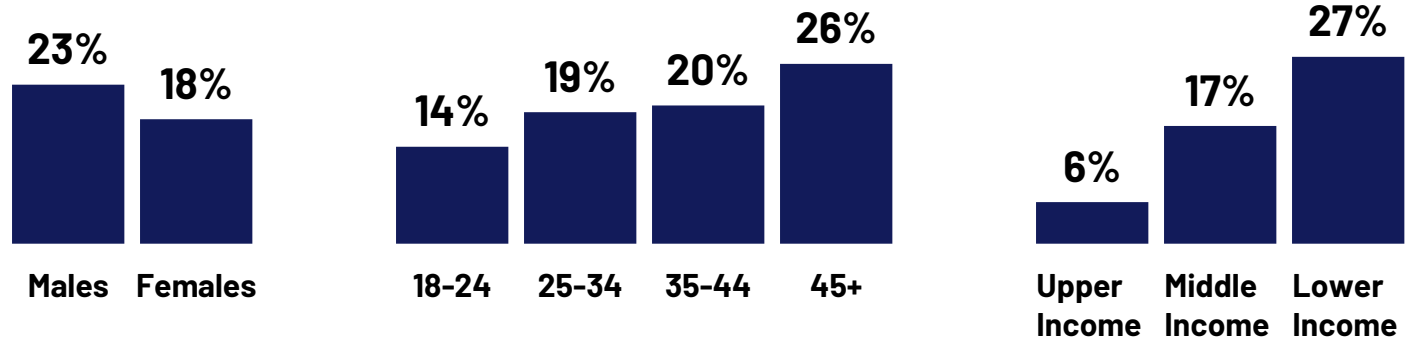
DEBT

Debt

% - by demographics



Are in debt



Types of debt

10%

Informal money circles



9%

Borrowed from family/friends



2%

Bank loan



1%

Borrowed from employer



Types of debt

% - by demographics



Informal money circles



Borrowed money from family/friends



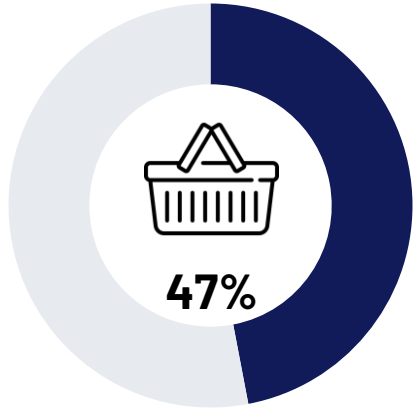
Bank loan



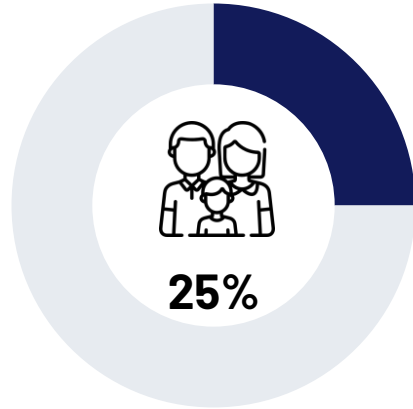
Borrowed money from employer

	Informal money circles	Borrowed money from family/friends	Bank loan	Borrowed money from employer
Total	10%	9%	2%	1%
Male	10%	10%	2%	1%
Female	11%	7%	1%	-
18-24	7%	7%	-	1%
25-34	11%	7%	1%	1%
35-44	12%	8%	1%	-
45+	11%	11%	3%	1%
Upper Income	1%	3%	2%	-
Middle Income	11%	5%	2%	-
Lower Income	12%	14%	1%	1%

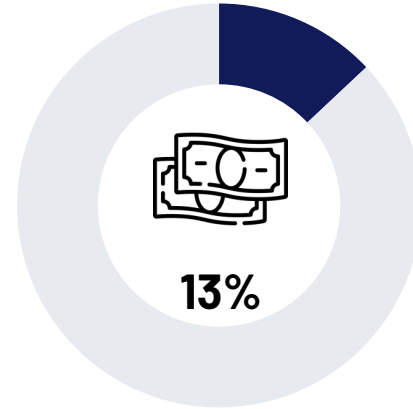
Reasons behind debt



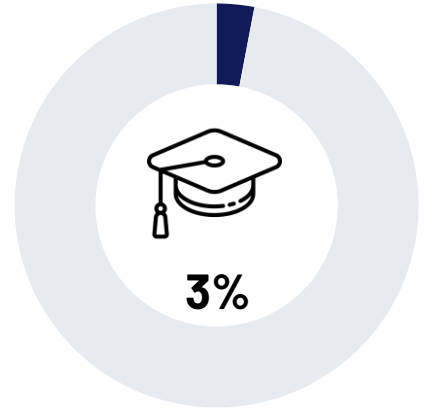
Cover daily expenses



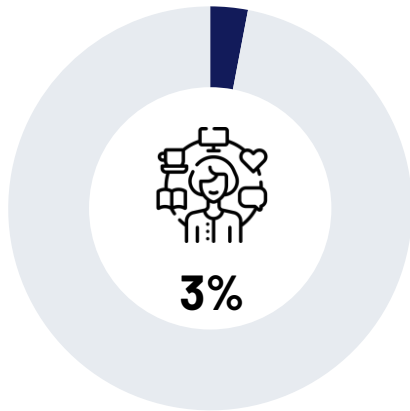
Support family members



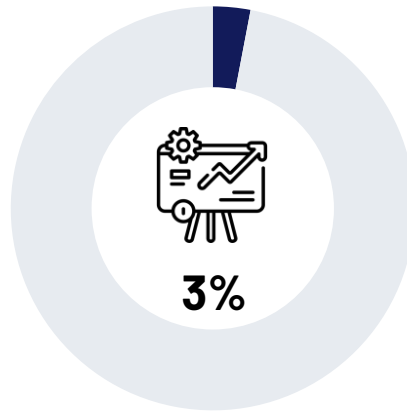
Financial emergencies



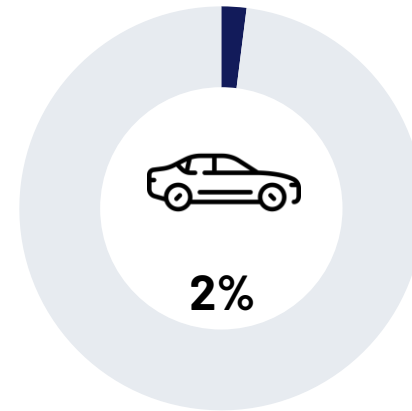
Education



Debt for lifestyle expenses



To invest in a business



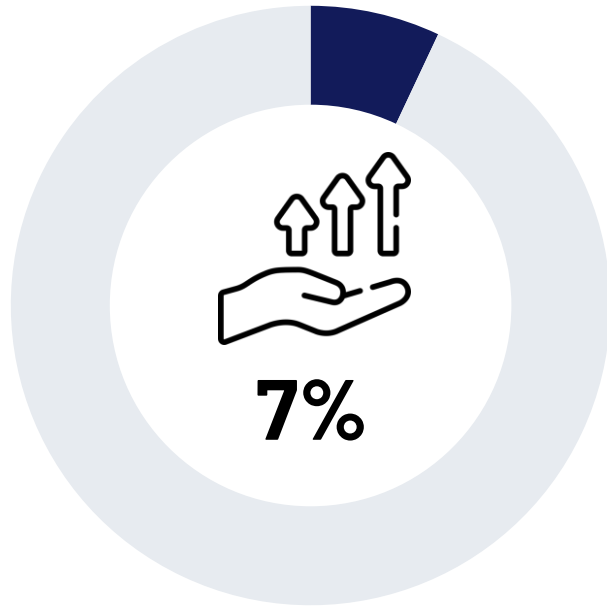
To purchase a big-ticket item

INVESTMENTS

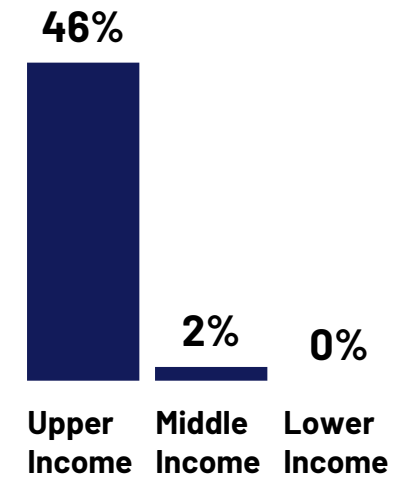
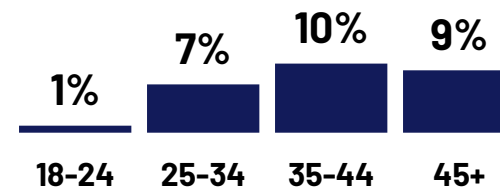
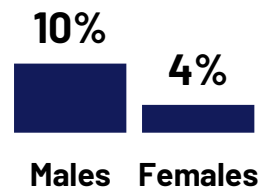


Investments

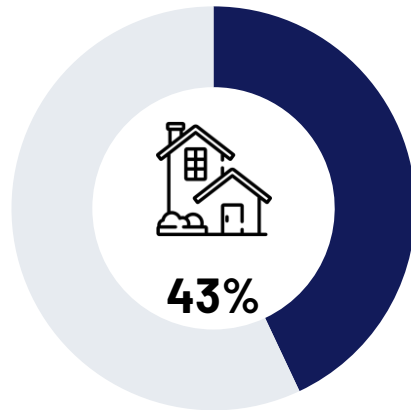
% - by demographics



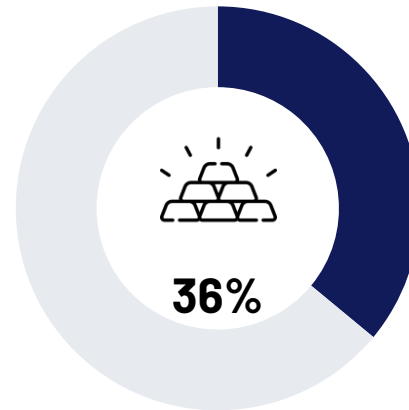
Have investments



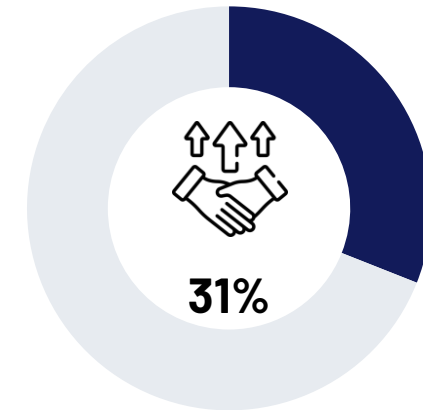
Investment types



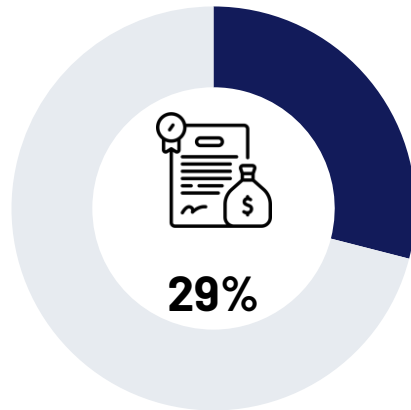
Real estate



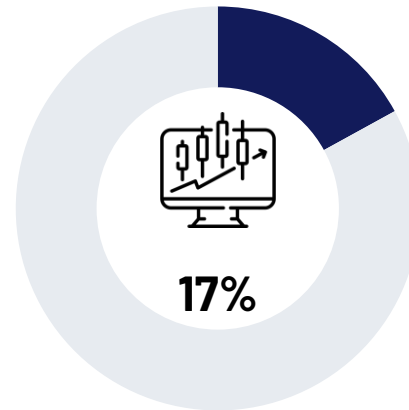
Gold



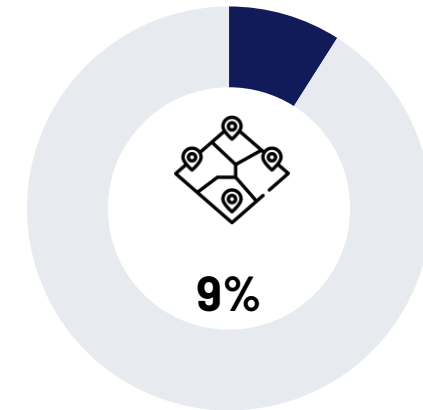
Business ventures



Certificates of deposits



Stocks

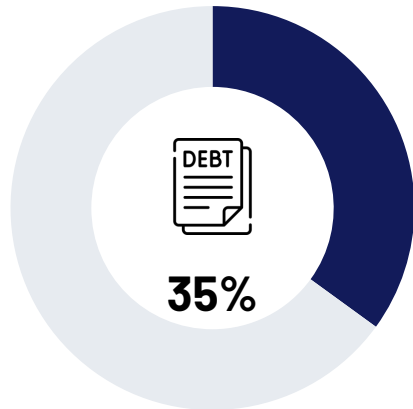


Land

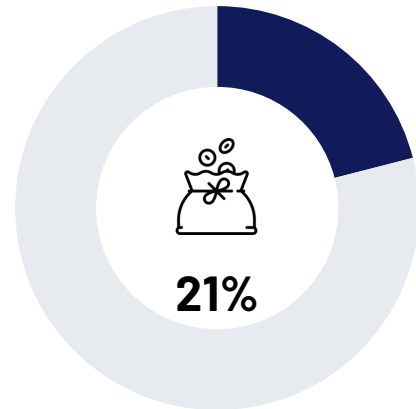
ULTIMATE FINANCIAL GOAL



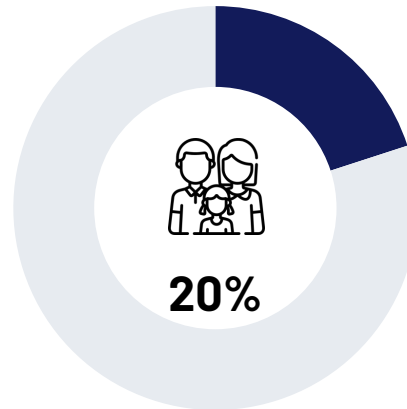
Ultimate financial goal



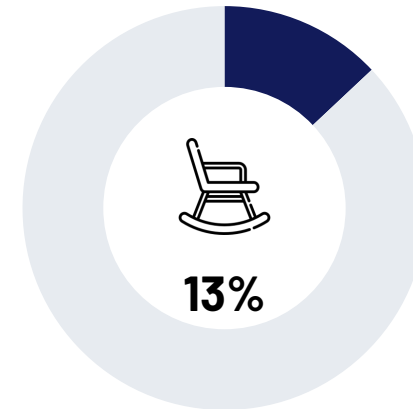
To be debt-free and financially stable



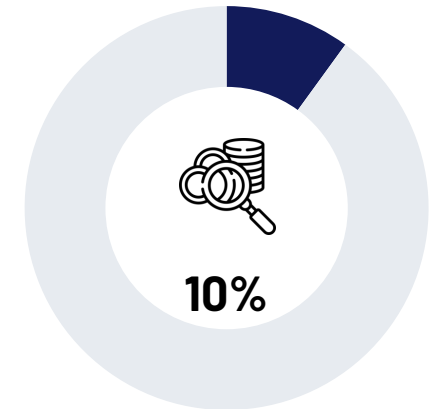
To become rich and accumulate significant wealth



To provide well for their family's future and education



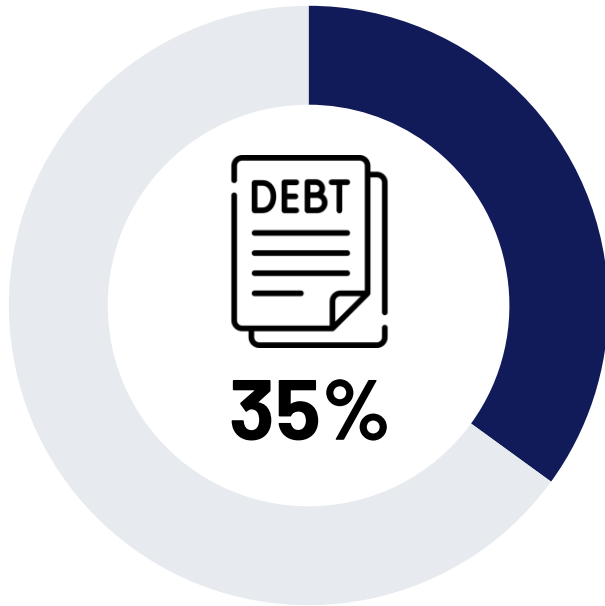
To live comfortably and have a secure retirement



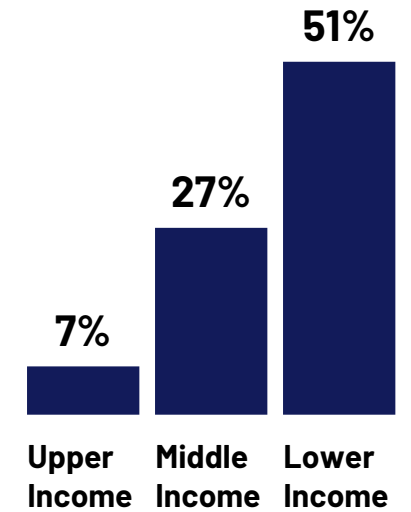
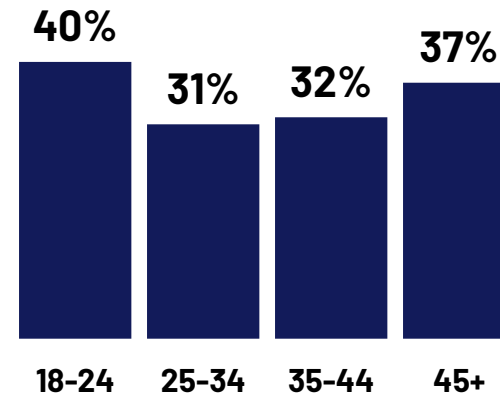
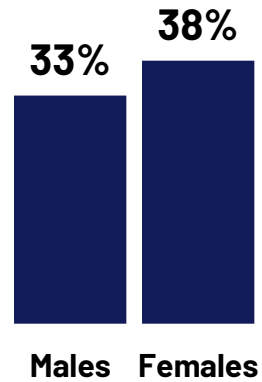
To invest and grow their wealth

Being debt free

% - by demographics

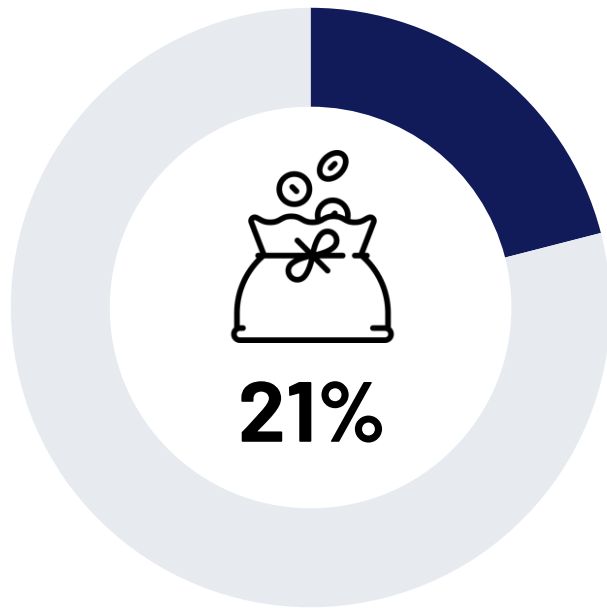


Ultimate financial goal:
To be debt-free and
financially stable

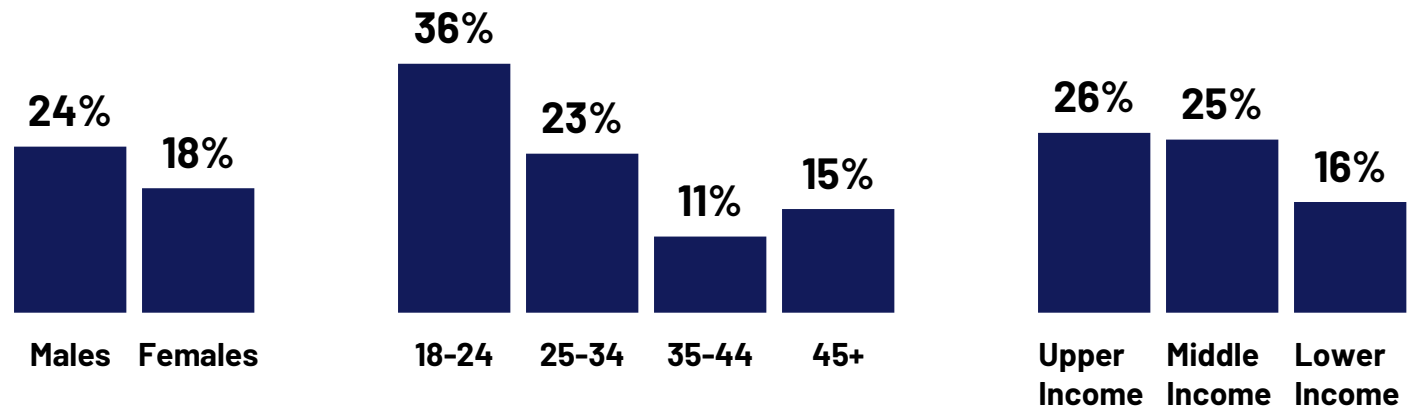


Becoming rich and accumulating wealth

% - by demographics

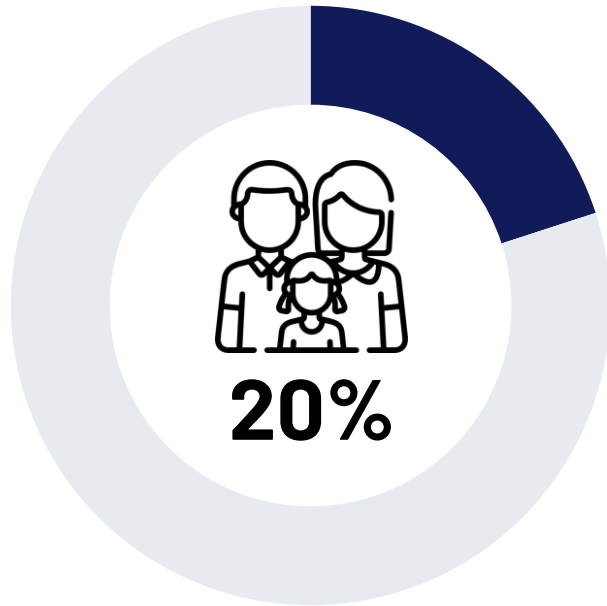


Ultimate financial goal:
To become rich and accumulate
significant wealth

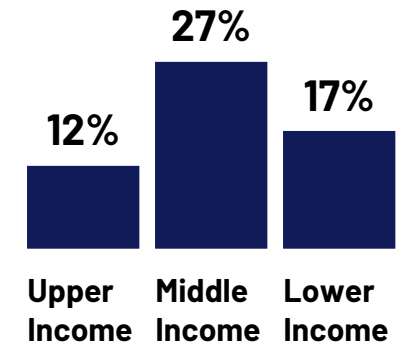
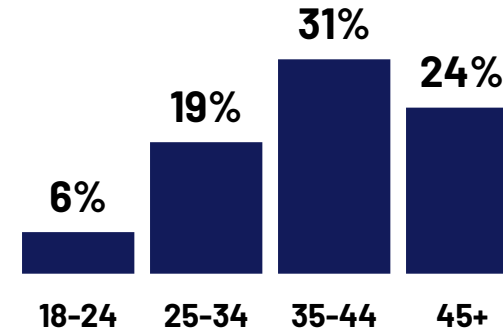
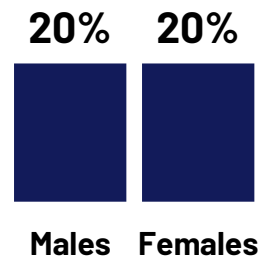


Providing for family's future

% - by demographics

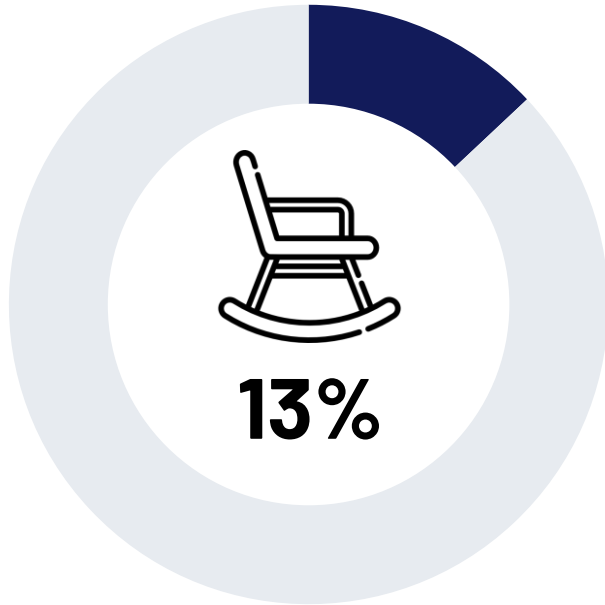


Ultimate financial goal:
To provide well for their
family's future and education

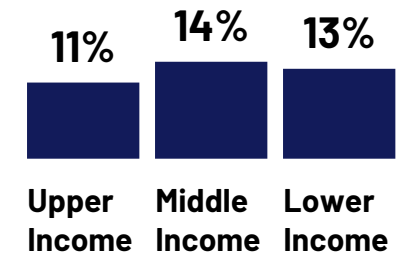
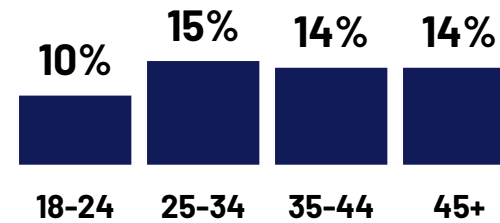
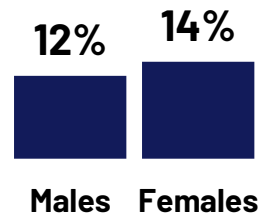


Living comfortably with a secure retirement

% - by demographics

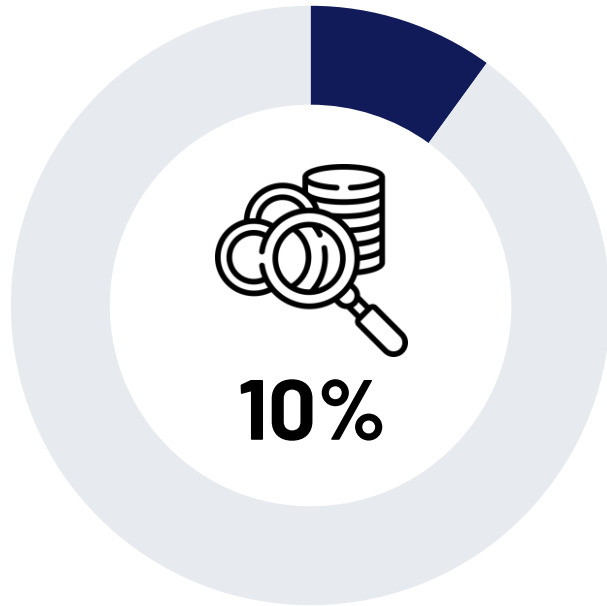


Ultimate financial goal:
To live comfortably and have
a secure retirement

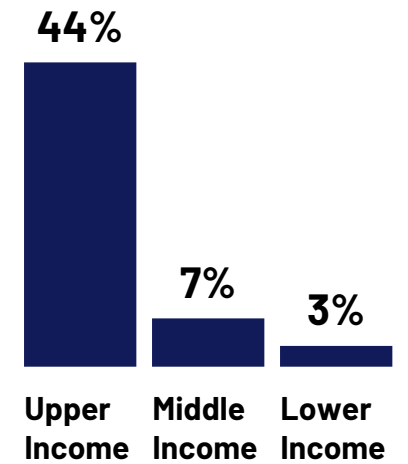
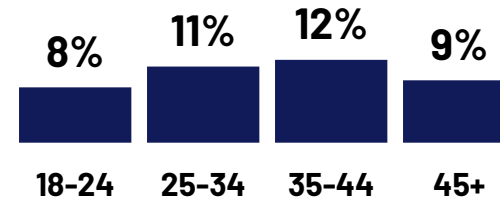
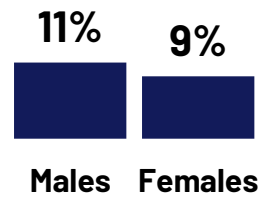


Investing and growing wealth

% - by demographics



Ultimate financial goal:
To invest and grow
their wealth



Sample and methodology

Sample size

1020 respondents

Sample criteria

General public representative of the population across gender, age (18+) and SEC

Methodology

The survey was conducted via computer-aided personal interviews

Geographical coverage

Conducted in Egypt with a nationwide coverage

FOR MORE INFORMATION

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