

**Opinion
Poll**

**Trading on Digital
platforms**

Executive Summary

- ❑ The sample size at the UAE level was 547 individuals.
- ❑ Male participation in the survey reached 83%, whereas female participation was 17%.
- ❑ Participation of non-Emiratis reached 87%, compared to 13% for Emiratis.
- ❑ The age group '30-39' recorded the highest participation (53%), followed by the age group '40-49' (30%), the age group '18-29' (9%), and finally the age group '50 & above' (8%).
- ❑ 57% of total respondents were university graduates, 37% were diploma holders, and 6% were high school graduates.
- ❑ 72% of total respondents were from the emirates of Dubai and Abu Dhabi, with 50% for Dubai and 22% for Abu Dhabi.
- ❑ 94% of sample members have knowledge and information about digital trading platforms.
- ❑ 70% of sample members use digital platforms for trading.
- ❑ 44% of digital trading platforms knew about them from friends, 42% knew about them from social media sites, while 14% knew about them from advertisements and sales representatives.

Executive Summary

- ❑ Binance is the most used digital trading platform in the UAE, at 55%.
- ❑ The most traded item by users of digital trading platforms are stocks (54%), followed by digital currencies (31%), and physical currencies, metals and oil contracts (15%).
- ❑ 53% of users of digital trading platforms have investments ranging between AED 20,000 and AED 40,000.
- ❑ 49% of users of digital trading platforms trade daily on them, 44% trade weekly, while 7% trade monthly.
- ❑ 76% of users of digital trading platforms view trading on UAE-licensed digital platforms as very good.
- ❑ 67% of users of digital trading platforms have very significant trust in trading on UAE-licensed digital platforms.
- ❑ 59% of users of digital trading platforms say they rely on safety criterion in choosing a platform, 54% say they rely on the fee criterion, while 53% say they rely on withdrawal and deposit criterion.
- ❑ 76% of users of digital trading platforms recommend their use to a very significant degree.

Introduction

As part of its opinion poll series, **TRENDS Research & Advisory Center** conducted a poll about “**Trading on Digital Platforms**” with the aim of exploring the opinions of the UAE community members about trading on digital platforms in the UAE.

The poll contained the following 11 questions:

- 1- Have you heard or read about digital trading platforms?
- 2- Do you, or did you ever, use digital trading platforms?
- 3- From where did you know about digital trading platforms?
- 4- Which digital trading platforms do you use or plan to use?
- 5- What item do you trade most on digital trading platforms?
- 6- What is the size of your investment portfolio on digital trading platforms?
- 7- How often do you use UAE-licensed digital trading platforms UAE?
- 8- How do you evaluate trading on UAE-licensed digital platforms, in terms of safety and ease of trading?
- 9- What is the level of your trust in trading on UAE-licensed digital platforms?
- 10- What are the criteria that you rely on in choosing a digital trading platform?
- 11- To what degree do you recommend the use of digital trading platforms?

Objectives of the Poll

- 1- To find out the percentage of those who heard about digital trading platforms.
- 2- To find out the percentage of use of digital trading platforms.
- 3- To know which are the most used digital trading platforms.
- 4- To know which items are the most traded on digital trading platforms.
- 5- To find out the size of investments on digital trading platforms.
- 6- To know the trading frequency on UAE-licensed digital trading platforms.
- 7- To know the evaluation of trading on UAE-licensed digital trading platforms, in terms of safety and ease of trading.
- 8- To know the degree of trust in UAE-licensed digital trading platforms.
- 9- To understand the criteria on which the choice of digital trading platforms is based.
- 10- To know the degree to which users of digital trading platforms recommend their use.

Methodology

Data Collection:

Due to COVID-19 precautionary measures, electronic data collection method was used whereby the questionnaire was posted on the TRENDS website to ensure the ease and accuracy of responses.

The Sample:

a- Sample Selection:

Owing to the difficulty of reaching the target audience, snowball sampling method was used. A questionnaire link was sent to individuals whose information is available in the databases at the TRENDS Research & Advisory Center. We requested them to share the link with other people in the UAE who fit the characteristics of the intended sample. We also used the services of **Surviv** company, which is specialized in data collection.

b- Characteristics of the Sample:

The sample consisted of community members, from different age groups and nationalities, who live in the UAE.

c- Margin of Error:

The margin of error was $\pm 4.0\%$, which fell within the statistically acceptable range in electronic surveys. This was accounted for in the analysis to ensure the accuracy of the results.

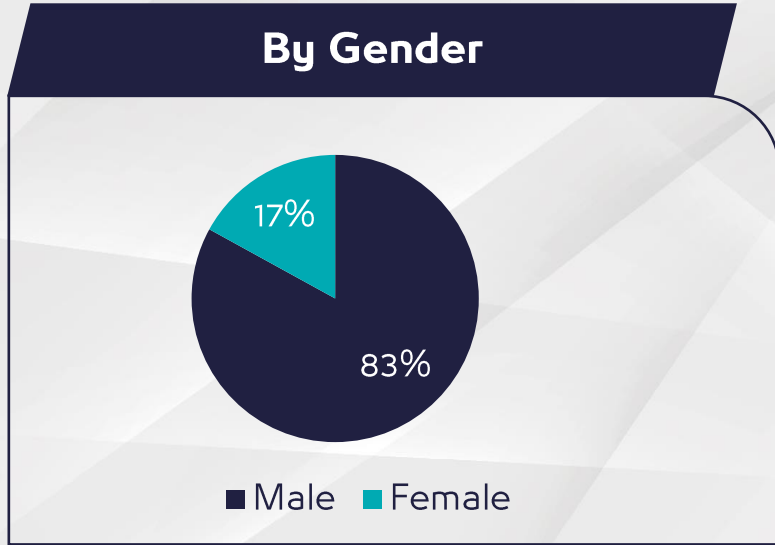
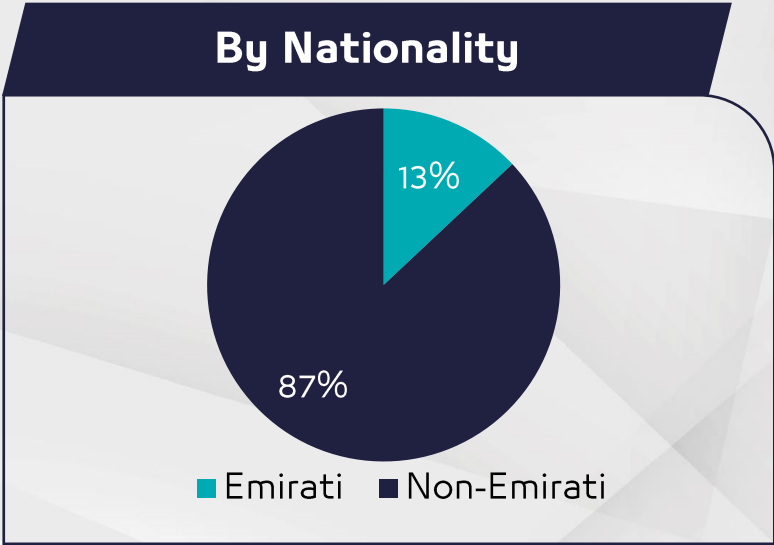
Questionnaire Format:

An electronic questionnaire was designed for the purpose of this survey. It consisted of 11 questions asking the UAE community members their opinion about trading on digital trading platforms.

Data Analysis:

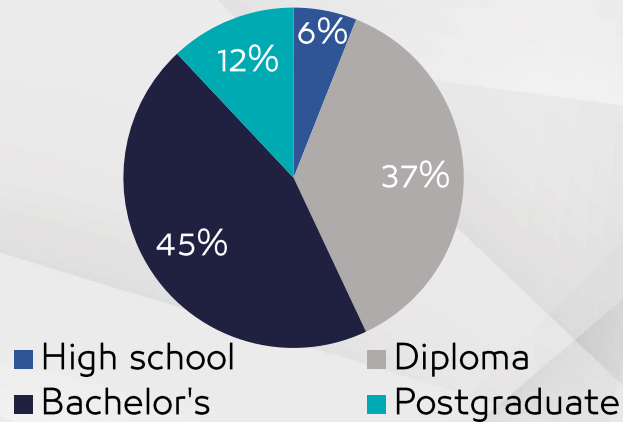
SPSS and Excel statistical programs were used to process and analyze the data, extract tables and graphs, and prepare the statistical report.

Sample Distribution

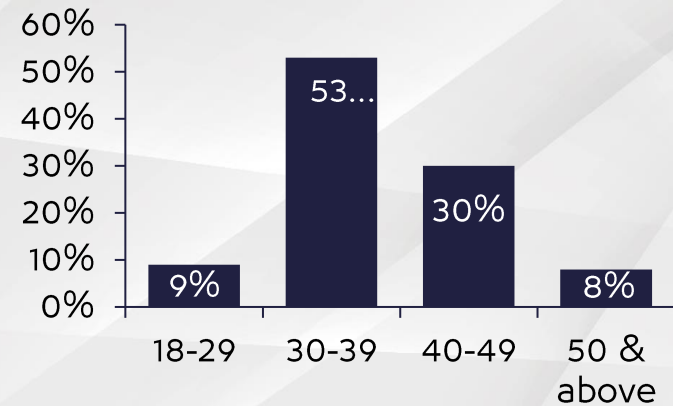


Sample Distribution

By Education Level

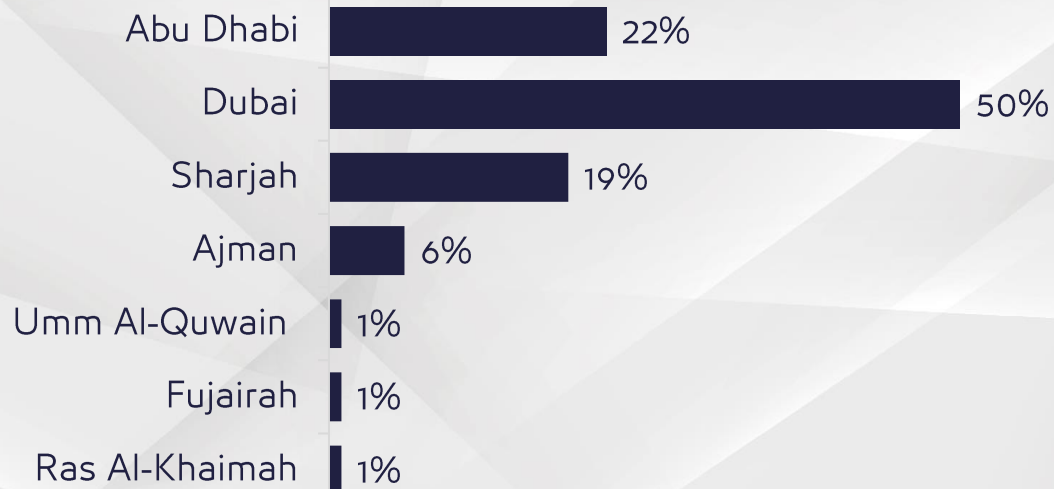


By Age Group



Sample Distribution

By Emirate

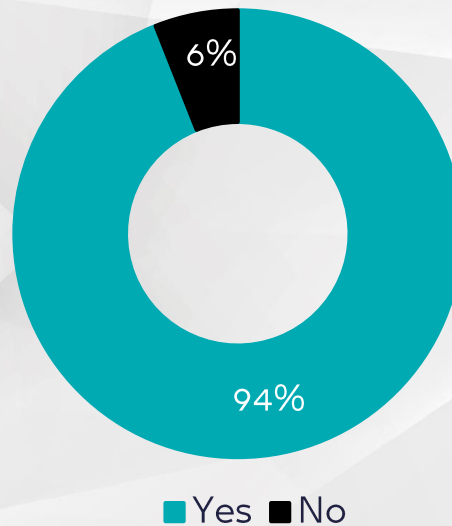


The majority of sample members heard about digital trading platforms

Did you heard or read about digital trading platforms?

The age group '18-29' registered the highest percentage of individuals who heard about digital trading platforms (98%)

Diploma holders registered the highest percentage of individuals who have knowledge of digital trading platforms (98%)



96% said "yes"



87% said "yes"



94% said "yes"



94% said "yes"

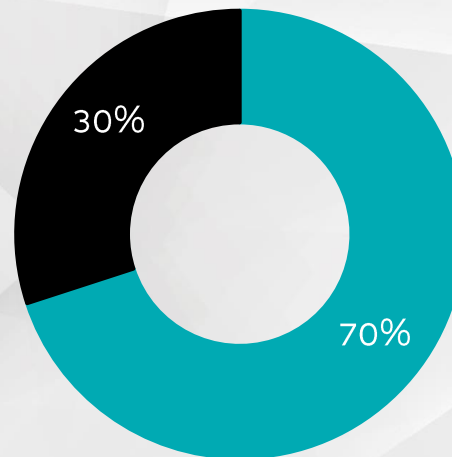


70% of total respondents use, or used, digital trading platform

Do you, or did you, use a digital trading platform?

The age group '30-39' recorded the highest percentage of individuals who use digital trading platforms (74%).

Diploma holders are the highest users of digital trading platforms (82%).



■ Yes ■ No

73% said "yes"



40% said "yes"



73% use them



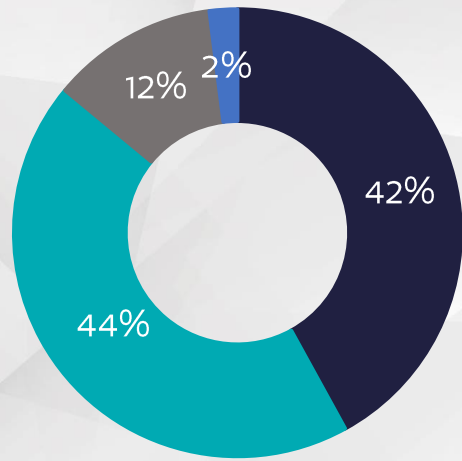
70% use them





Friends ranked as the top source of information about digital trading platforms


From where did you know about digital trading platforms?





- Social media sites
- Friends
- Advertisements
- Sales representatives


All age groups knew about digital trading platforms from their friends, except the age group '40-49' where 49% of its members knew about them through social media sites.

46% of the diploma holders knew about them through social media sites.

43% said "friends" 

49% said "friends" 

54% said "friend" 

43% said "social media sites" 

55% of respondents who use digital trading platforms use Binance platform

The most used digital trading platforms in the UAE

The age group '30-39' is the highest user of digital trading platforms. 32% of its members use "Binance" more than other platforms.

28% of Diploma holders and 22% of Bachelor's holders use "Binance" more than other digital trading platforms.



51% use "Binance"



4% use "Binance"



9% use "Binance"

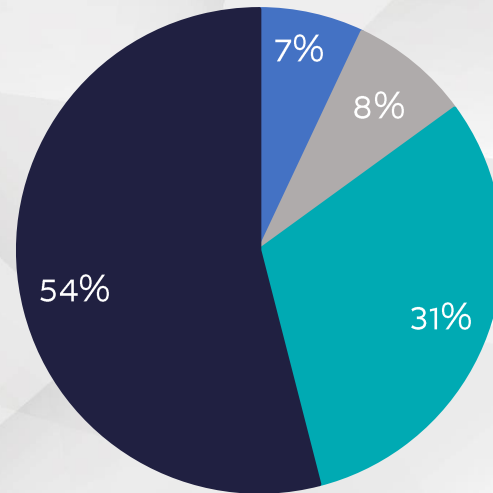


46% use "Binance"



Stocks are the most traded on digital trading platforms

What do you trade most on digital trading platforms?



■ Metals & oil contracts ■ Physical currencies
■ Digital currencies ■ Stocks

All age groups trade in stocks, except the age group '18-29' where 62% of its members trade in digital currencies. 43% of postgraduate degree holders trade in digital currencies.

56% trade in stocks



47% trade in digital currencies



54% trade in stocks

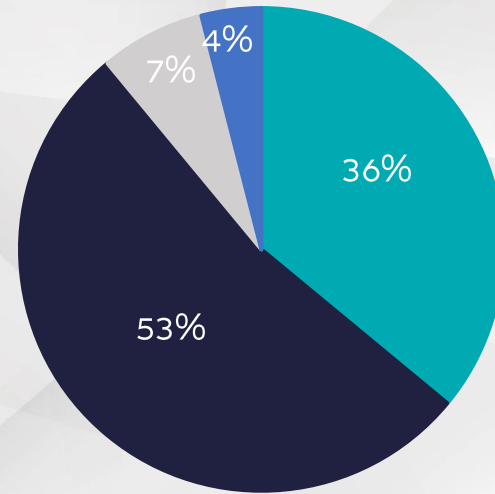


54% trade in stocks



The size of investments on digital trading platforms reaches AED 40,000 for 89% of total respondents

What is the size of your investments on digital trading platforms?



■ Less than AED 20,000 ■ AED 20,000-40,000
■ AED 41,000-60,000 ■ More than 61,000

87% of the age group '18-29' and 52% of the age group '50 & above' have investments of less than AED 20,000.

80% of the diploma holders have investments of AED 20,000-40,000, while the rest of respondents have investments of less than AED 20,000.

56% have investments of AED 20,000-40,000



57% have investments of less than AED 20,000



54% have investments of AED 20,000-40,000

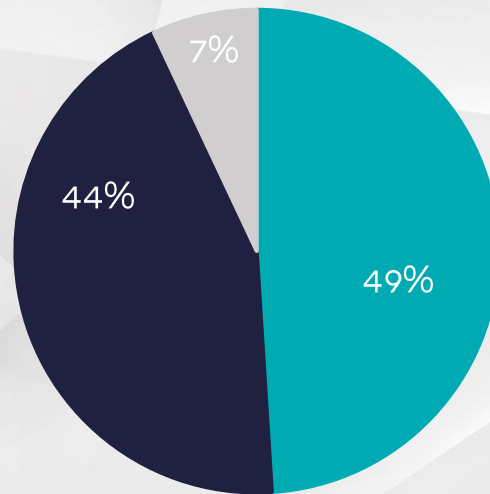


54% have investments of AED 20,000-40,000



Nearly half of the users of digital trading platforms trade on a daily basis

How often do you use digital trading platforms which are licensed in the UAE?



■ Daily ■ Weekly ■ Monthly

Age group '18-29': 45% trade monthly.

Age group '30-39': 51% trade daily.

Age group '40-49': 55% trade daily.

Age group '50 & above': 63% trade weekly.

High school graduates: 50% trade daily.

Diploma holders: 51% trade daily.

Bachelor's degree holders: 49% trade daily.

Postgraduate degree holders: 42% trade weekly.

51% trade daily



49% trade weekly



46% trade daily



51% trade daily



76% of the users of UAE-licensed digital trading platforms view trading processes as very good

How do you evaluate trading processes on UAE-licensed digital platforms?

Age group '18-29': 47% said "good".

Age group '30-39': 78% said "very good".

Age group '40-49': 80% said "very good".

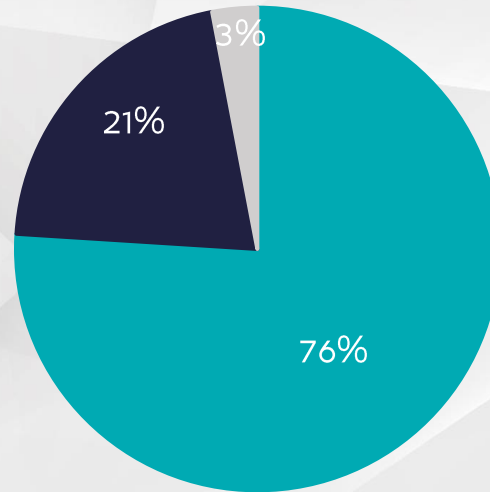
Age group '50 & above': 78% said "very good".

High school graduates: 75% said "very good".

Diploma holders: 80% said "very good".

Bachelor's degree holders: 74% said "very good".

Postgraduate degree holders: 64% said "very good".



Very good Good Weal

77% said "very good"



62% said "very good"



76% said "very good"



76% said "very good"



Safety of trading is the most important criterion for users of digital trading platforms

What are the criteria that you rely on in choosing a digital trading platform?

Age group '18-29': 5% said "safety".

Age group '30-39': 34% said "safety".

Age group '40-49': 18% said "withdrawal and deposit".

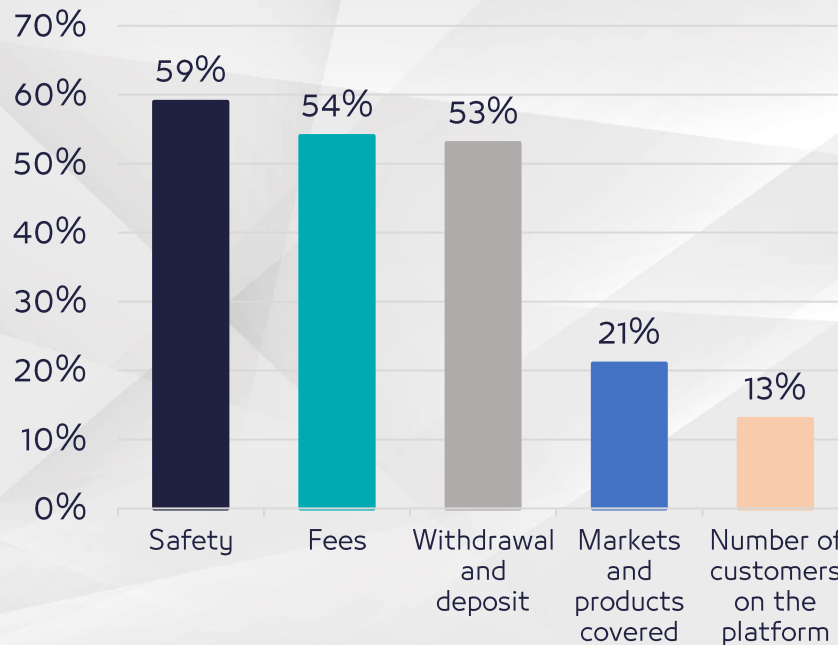
Age group '50 & above': 6% said "withdrawal and deposit".

High school graduates: 2% said "withdrawal and deposit".

Diploma holders: 30% said "fees".

Bachelor's degree holders: 32% said "withdrawal and deposit".

Postgraduate degree holders: 6% said "withdrawal and deposit".



53% said "safety"



7% said "withdrawal and deposit processes"



10% said "safety"



50% said "withdrawal and deposit processes"

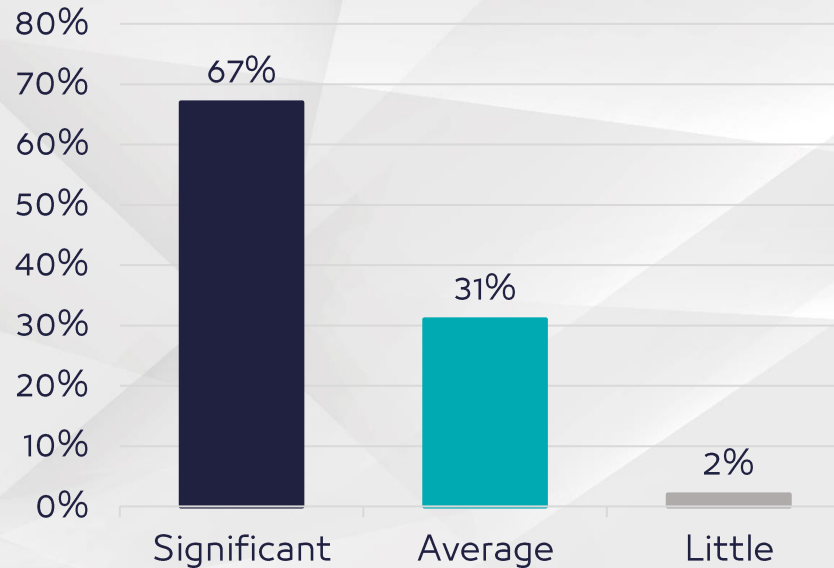


Trading processes on UAE-licensed digital platforms enjoy significant trust from their users

What is the level of your trust in trading on UAE-licensed digital platforms?

Age group '18-29': 63% said "significant trust".
Age group '30-39': 69% said "significant trust".
Age group '40-49': 67% said "significant trust".
Age group '50 & above': 67% said "significant trust".

High school graduates: 75% said "significant trust".
Diploma holders: 68% said "significant trust".
Bachelor's degree holders: 64% said "significant trust".
Postgraduate degree holders: 81% said "significant trust".



68% said "significant trust".



62% said "significant trust".



66% said "significant trust".



68% said "significant trust".

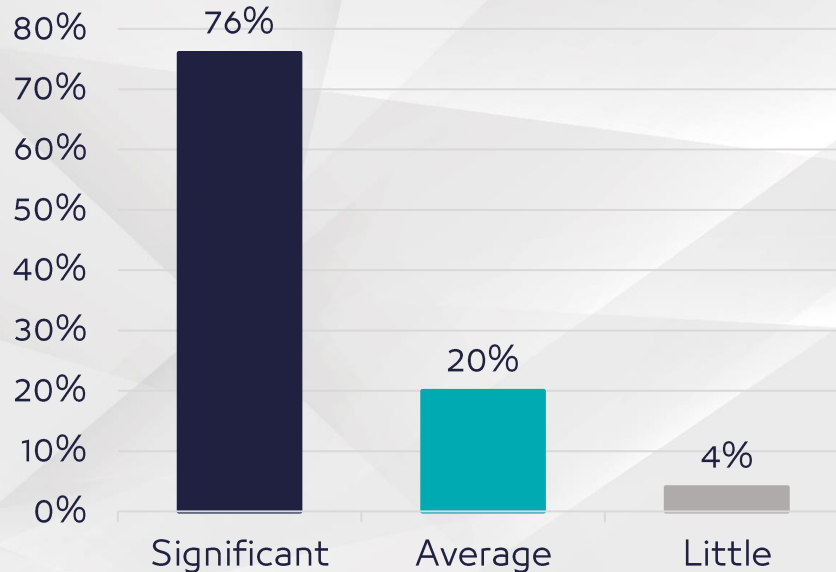


76% of users of digital trading platforms recommend them to a significant degree

To what degree do you recommend the use of digital trading platforms?

Age group '18-29': 47% said "significant degree".
Age group '30-39': 81% said "significant degree".
Age group '40-49': 77% said "significant degree".
Age group '50 & above': 78% said "significant degree".

High school graduates: 75% said "significant degree".
Diploma holders: 83% said "significant degree".
Bachelor's degree holders: 73% said "significant degree".
Postgraduate degree holders: 67% said "significant degree".



77% said "significant degree".



73% said "significant degree".



72% said "significant degree".



78% said "significant degree".

