

PREDICTIONS 2025

Jordan Edition

December 2024

Table of contents

01

2024 in
retrospect

02

Overall expectations
for 2025

03

Expectations for
world affairs in 2025

04

Expectations for the
government & society
in 2025

05

Expectations for
health in 2025

06

Expectations for the
economy in 2025

07

Expectations for the
workplace in 2025

08

Expectations
for travel in 2025

09

Expectations for the
environment in 2025

10

Expectations for
technology in 2025

11

Past & future
resolutions

2024 IN RETROSPECT

01

Reflecting on 2024, a majority in Jordan found the year challenging for themselves and their families

% Agree

69%

2024 was a challenging year for me and my family

By Gender



By Age



By Income Level



OVERALL EXPECTATIONS FOR 2025

02

Despite the challenges, optimism remains, with the majority looking forward to a better personal year in 2025, and many anticipating a more optimistic outlook among the population

69%

I am optimistic that 2025 will be a better year for me than it was in 2024

% Agree



By Gender



By Age



By Income Level



55%

In 2025 people in Jordan will start to feel more optimistic about the long-term future

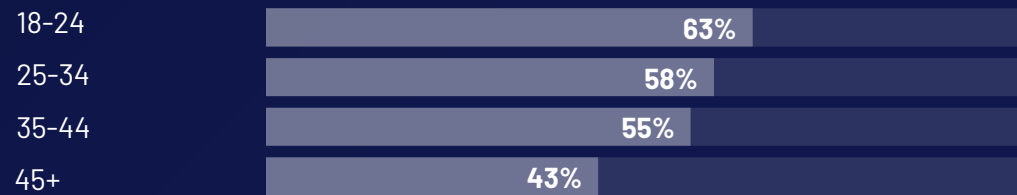
% Agree



By Gender



By Age



By Income Level



EXPECTATIONS FOR WORLD AFFAIRS IN 2025

03

Focusing on global issues, there's optimism with many expecting the ongoing wars to end in 2025



% Likely

50%

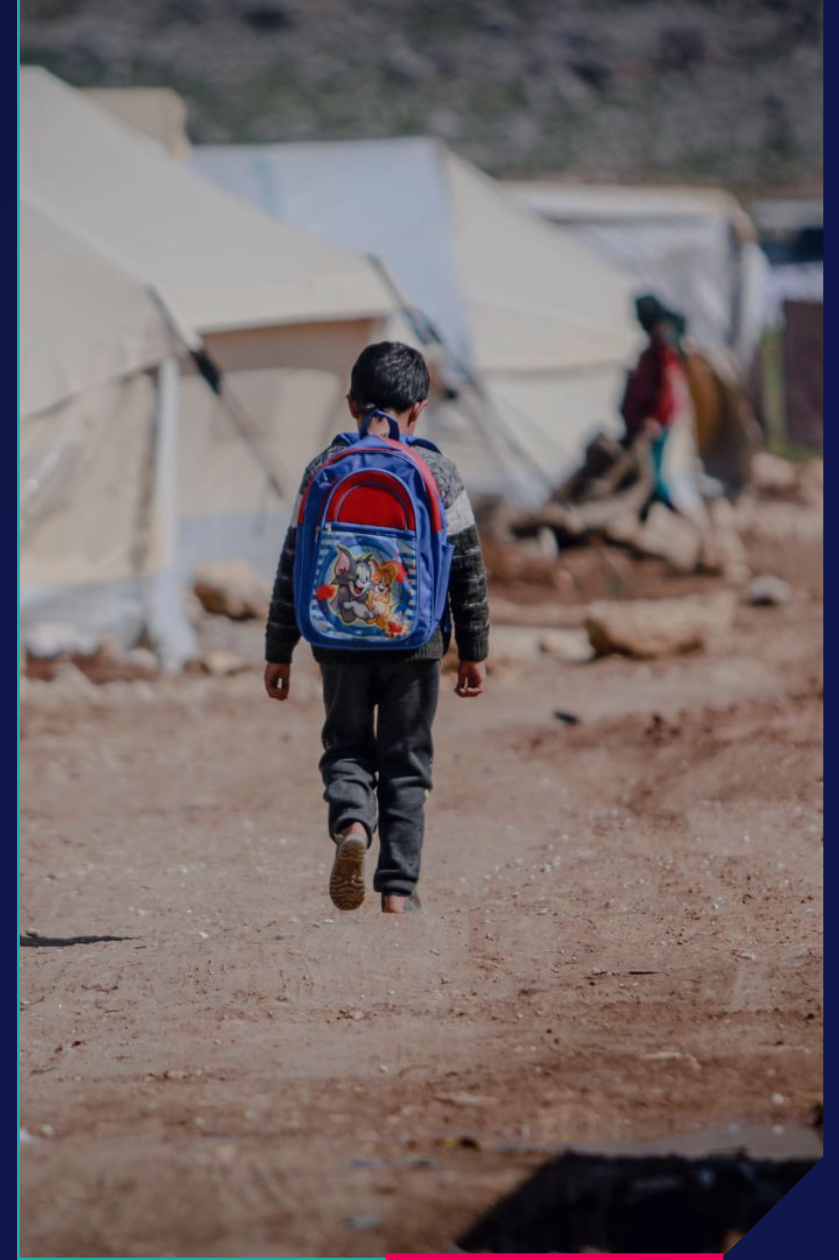
The war in Ukraine will end in 2025



% Likely

44%

The current wars in the Middle East will end in 2025



Amid optimism, worries persist as many predict possible regional and global escalations



% Likely

49%

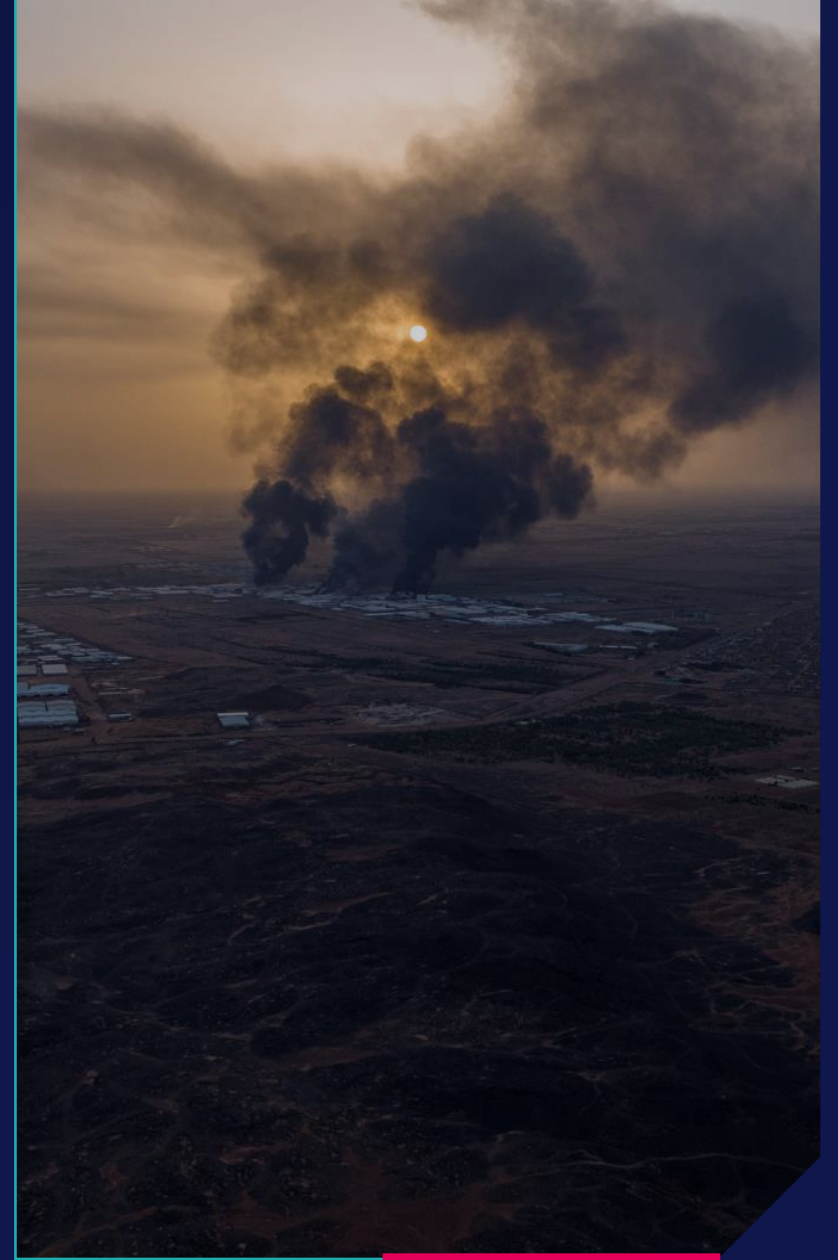
Nuclear weapons will be used in a conflict somewhere in the world



% Likely

45%

A large-scale armed conflict will erupt between Iran and Israel in 2025



Following earlier worries, over half foresee regional conflicts potentially affecting Jordan's food supplies

% Likely

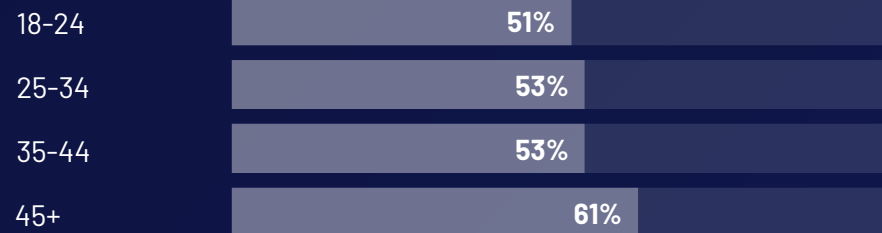
55%

Regional conflicts will disrupt food supplies to Jordan

By Gender



By Age



By Income Level



04

**EXPECTATIONS
FOR THE
GOVERNMENT
& SOCIETY IN 2025**

Focusing on the new government, 3 in 5 believe it will bring positive changes to Jordan in 2025, reflecting optimism about its future impact

% Likely

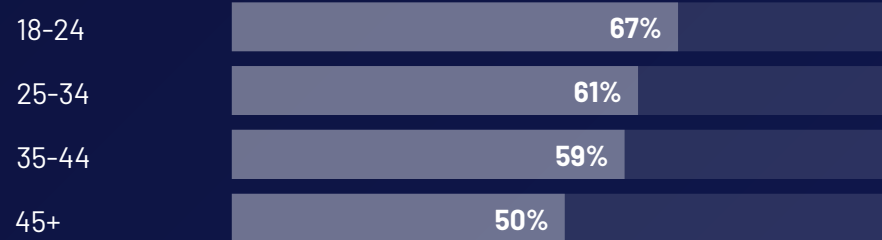
59%

The new government will bring positive changes to Jordan in 2025

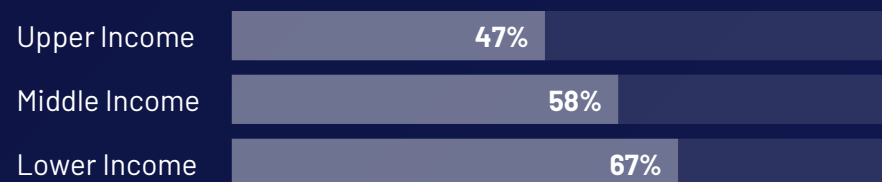
By Gender



By Age



By Income Level



Public safety is set to improve, with expectations of more traffic tickets in 2025 due to the installation of new radar cameras

% Likely

80%

More drivers in Jordan will receive traffic tickets in 2025 compared to 2024

By Gender



By Age



By Income Level



Another government change that is expected by the public is the reinstatement of compulsory military service

% Likely

71%

Compulsory military service for eligible people will be reinstated in Jordan in 2025

By Gender



By Age



By Income Level



In societal outlooks, a minority foresee a decline in Jordan's population size

% Likely

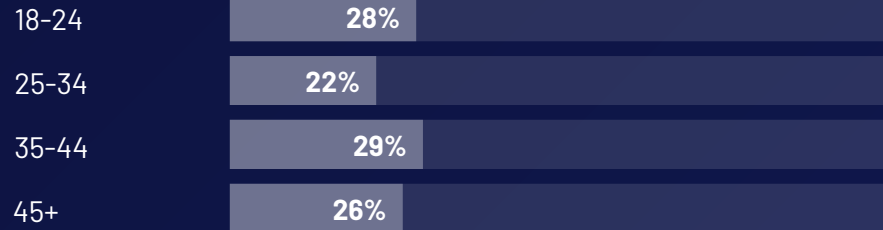
26%

The total population size of Jordan will fall

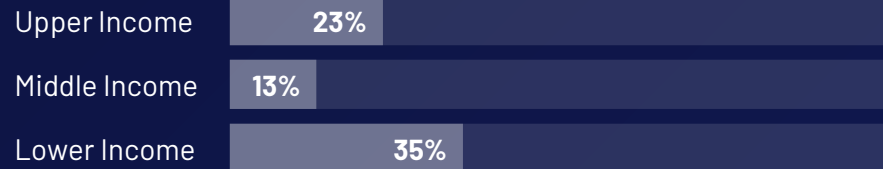
By Gender



By Age



By Income Level



Family dynamics come into focus next, with the majority expecting an increase in divorce rates

% Likely

74%

Divorce rates will increase in Jordan

By Gender



By Age



By Income Level



Looking at societal progress, there's optimism for gender equality progress in terms of female leadership participation and equal pay



% Likely

82%

Jordan will see an increase in the participation of women in politics and leadership roles



% Likely

62%

Women will be paid the same as men for the same work



Expectations for gender equality and leadership

% Likely - by demographics



Jordan will see an increase in the participation of women in politics and leadership roles



Women will be paid the same as men for the same work

Male	80%	61%
Female	84%	62%
18 - 24	79%	65%
25 - 34	82%	58%
35 - 44	76%	62%
45+	88%	62%
Upper Income	78%	53%
Middle Income	81%	65%
Lower Income	84%	66%

As societal progress is predicted to gain momentum, consumer activism is also expected to continue

% Likely

85%

Jordanians will continue the boycotts in 2025

By Gender

Male	85%
Female	85%

By Age

18-24	83%
25-34	82%
35-44	86%
45+	89%

By Income Level

Upper Income	88%
Middle Income	84%
Lower Income	83%



EXPECTATIONS FOR HEALTH IN 2025

05

A hopeful health perspective takes shape, with the majority anticipating better physical and mental well-being than in 2024



% Agree

73%

My physical health will be better in 2025 than it was in 2024



% Agree

67%

My mental health will be better in 2025 than it was in 2024



In terms of large-scale health issues, feelings are mixed. While many are optimistic about finding a cancer cure, a similar number predict a new global pandemic



% Likely

59%

We will find a cure for cancer



% Likely

58%

There will be a new global pandemic caused by a new virus



EXPECTATIONS FOR THE ECONOMY IN 2025

06

Half in Jordan are optimistic about local economic growth, with a slightly higher number of people believing in a brighter global economic future

56%

The global economy will be stronger in 2025 than it was in 2024

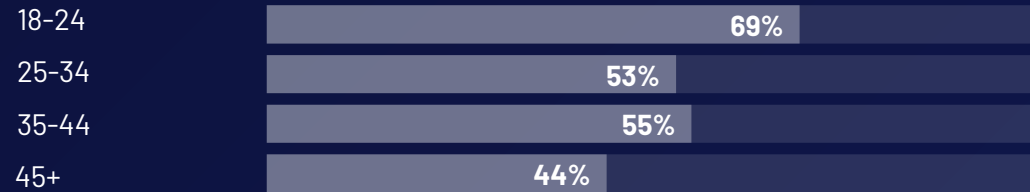
% Agree



By Gender



By Age



By Income Level



51%

The economy in Jordan will be stronger in 2025 than it was in 2024

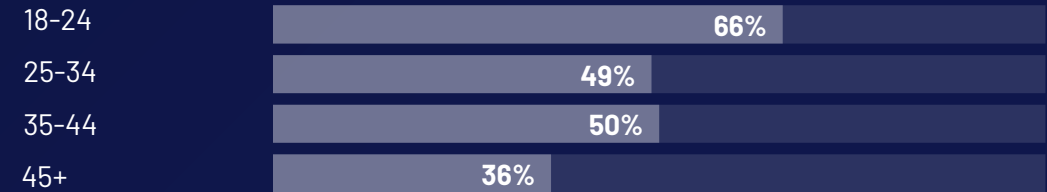
% Agree



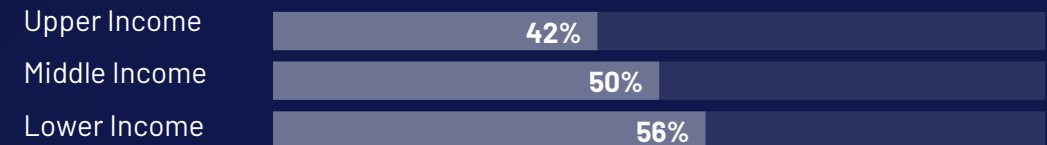
By Gender



By Age



By Income Level



While there's optimism about economic growth, Jordanians expect financial challenges with prices climbing faster than incomes, and increases in inflation, taxes, as well as interest rates

% Likely

86%

Prices in Jordan will increase faster than people's incomes



85%

Inflation in Jordan will be higher in 2025 than in 2024



79%

Taxes in Jordan will be higher in 2025 than in 2024



68%

Interest rates in Jordan will be higher in 2025 than in 2024



Economic expectations

% Likely - by demographics



Prices in Jordan will increase faster than people's incomes

Inflation in Jordan will be higher in 2025 than in 2024

Taxes in Jordan will be higher in 2025 than in 2024

Interest rates in Jordan will be higher in 2025 than in 2024

Male	86%	83%	77%	62%
Female	85%	87%	81%	75%
18 - 24	76%	74%	72%	65%
25 - 34	90%	90%	81%	74%
35 - 44	85%	86%	82%	67%
45+	92%	92%	83%	66%
Upper Income	85%	87%	77%	62%
Middle Income	90%	91%	80%	70%
Lower Income	84%	81%	79%	71%

Predictions for the labor market highlight concerns, as the majority expect increased difficulty in securing jobs and rising unemployment rates

85%

It will be more difficult to find a job in Jordan in 2025 than it was in 2024

% Likely



By Gender

Male	84%
Female	86%

By Age

18-24	73%
25-34	88%
35-44	89%
45+	93%

By Income Level

Upper Income	88%
Middle Income	87%
Lower Income	82%

79%

Unemployment in Jordan will be higher in 2025 than in 2024

% Likely



By Gender

Male	80%
Female	78%

By Age

18-24	65%
25-34	82%
35-44	83%
45+	90%

By Income Level

Upper Income	81%
Middle Income	81%
Lower Income	77%

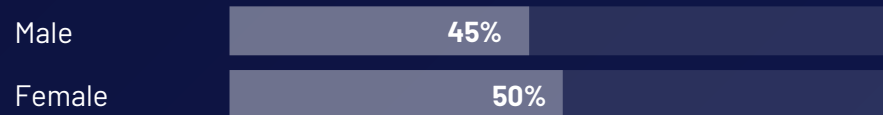
About half show optimism about their personal financial prospects, predicting improvements in their financial situation

% Likely

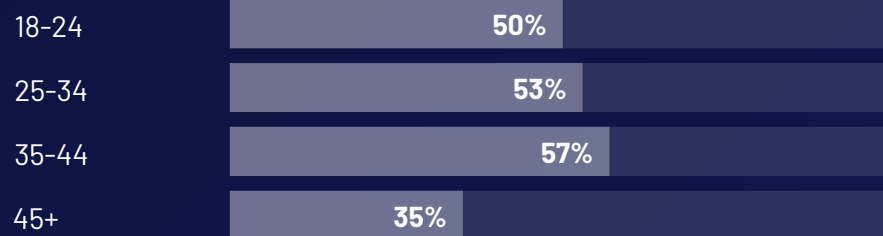
48%

My personal financial situation will improve in 2025

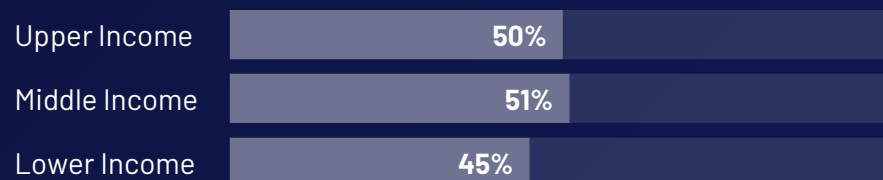
By Gender



By Age



By Income Level



1 in 2 also expect a thriving investment scene, with a third planning on making major purchases



% Likely

49%

The economic environment in Jordan will be better for investment in 2025 than it was in 2024



% Likely

32%

I will make a major purchase (e.g. house, car) in 2025



Outlook on investment and major purchases

% Likely - by demographics



The economic environment in Jordan will be better for investment in 2025 than it was in 2024

I will make a major purchase (e.g. house, car) in 2025

Male	47%	32%
Female	52%	31%
18 - 24	51%	24%
25 - 34	51%	36%
35 - 44	53%	41%
45+	43%	31%
Upper Income	44%	41%
Middle Income	46%	30%
Lower Income	54%	27%

Even with an optimistic investment outlook, people expect housing market challenges, marked by rising demand and costs

81%

The cost of renting/buying a home in Jordan will continue to increase in 2025

% Likely



By Gender



By Age



By Income Level



66%

The demand for housing in Jordan will be higher in 2025 compared to 2024

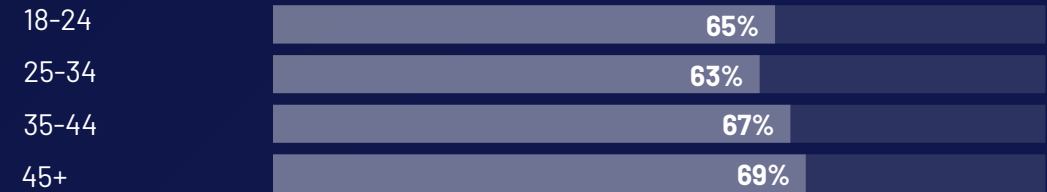
% Likely



By Gender



By Age



By Income Level



07

**EXPECTATIONS
FOR THE
WORKPLACE
IN 2025**

Workplace predictions suggest expected shifts towards flexibility, with some also expecting the normalization of a four-day work week



% Likely

53%

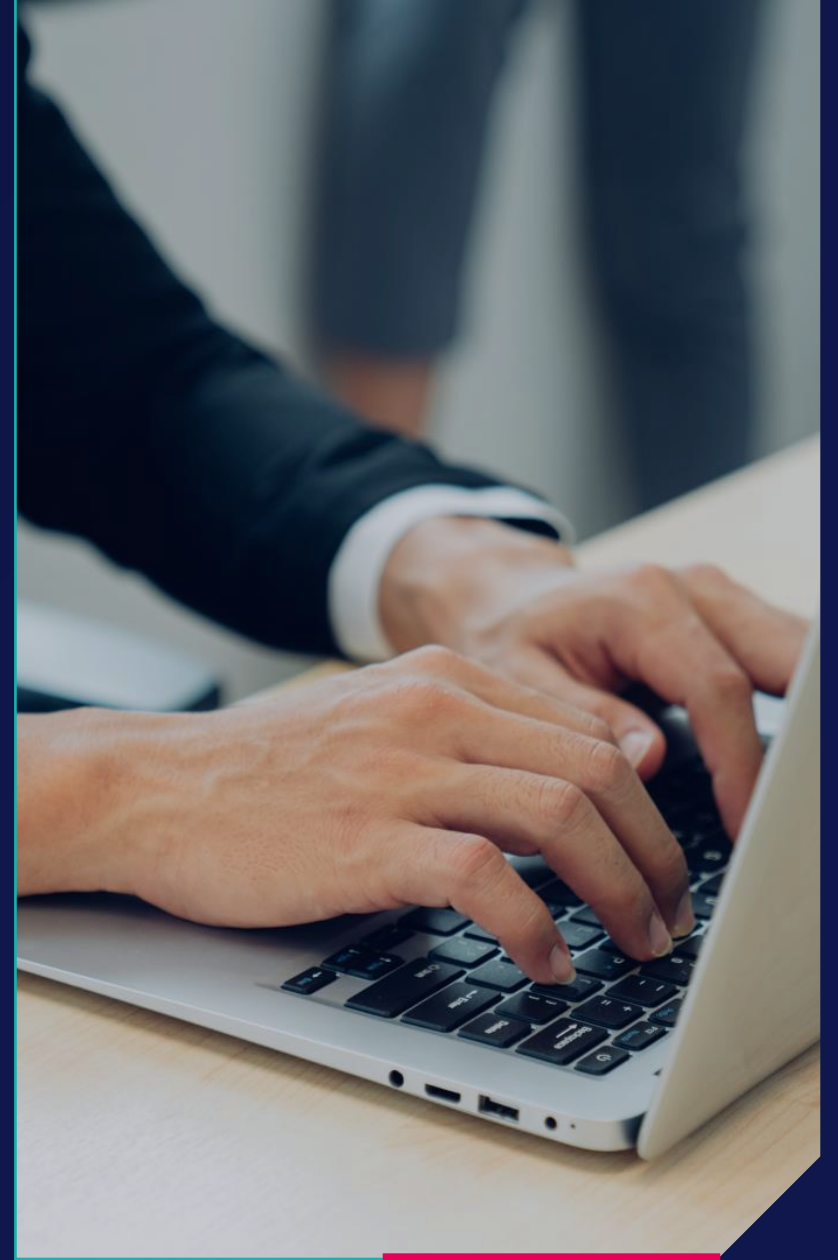
Businesses in Jordan will offer employees more flexibility in work arrangements compared to 2024



% Likely

36%

It will become normal for businesses in my country to implement a four-day working week



Predictions for the workplace

% Likely - by demographics



53%



36%

Businesses in Jordan will offer employees more flexibility in work arrangements compared to 2024

It will become normal for businesses in my country to implement a four-day working week

Male	54%	34%
Female	52%	38%
18 - 24	55%	40%
25 - 34	58%	39%
35 - 44	58%	35%
45+	42%	28%
Upper Income	49%	35%
Middle Income	53%	26%
Lower Income	56%	41%

EXPECTATIONS FOR TRAVEL IN 2025

08

The public expects tourism to grow, anticipating an increase in visitor numbers to Jordan next year

% Likely

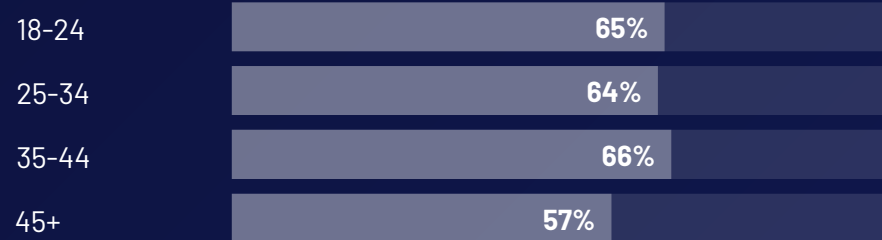
63%

More tourists will enter Jordan in 2025 compared to 2024

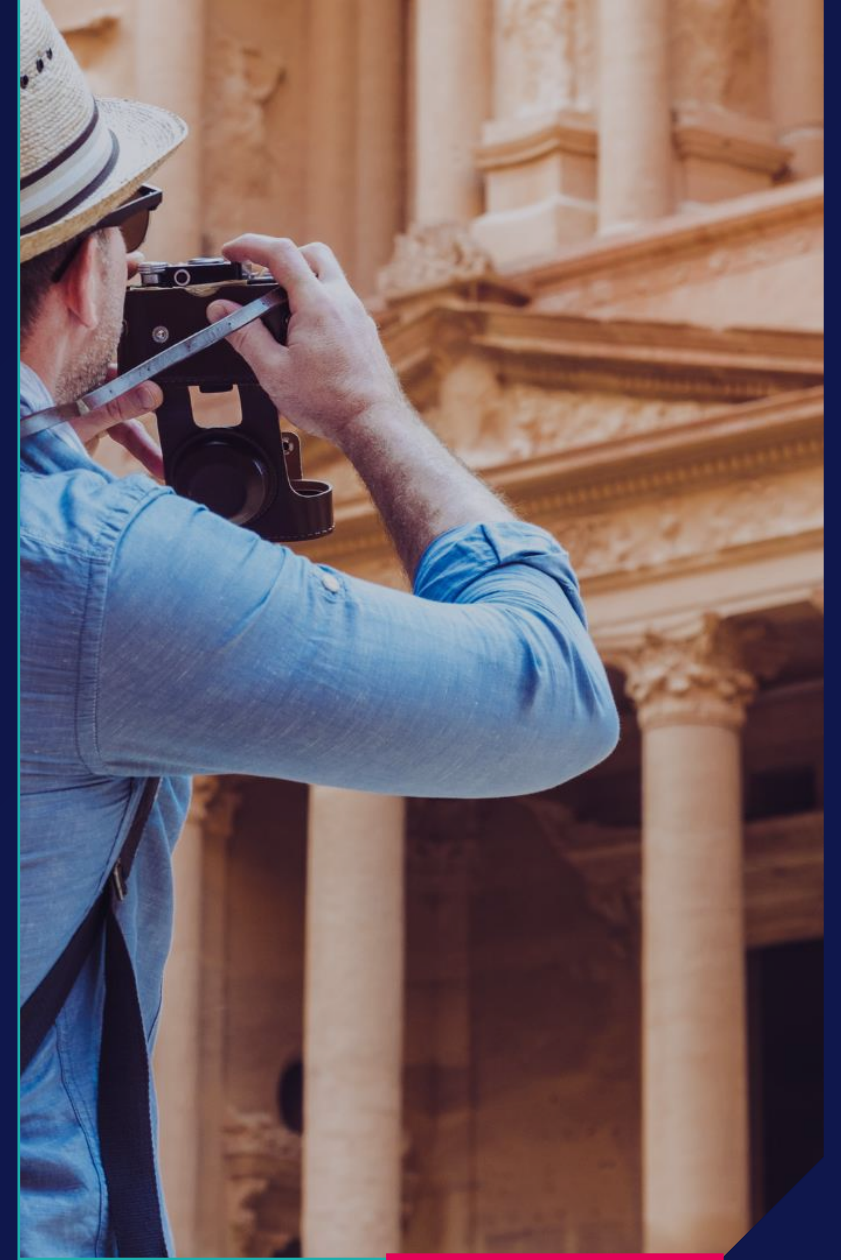
By Gender



By Age



By Income Level



09

EXPECTATIONS FOR THE ENVIRONMENT IN 2025

Regarding the environment, the majority foresee rising global temperatures, many predict extreme weather and intense flight turbulence, and some expect parts of Jordan to become uninhabitable due to severe conditions

% Likely

80%

Average global temperatures will increase



66%

There will be more extreme weather events in Jordan in 2025 than there were in 2024



63%

Severe turbulence during flights will become more frequent and intense due to climate change



34%

Parts of my country will become unlivable because of an extreme weather event



However, many anticipate government initiatives, expecting tighter carbon reduction goals and new driving restrictions to tackle emissions



% Likely

57%

The Government in Jordan will introduce more demanding targets to reduce carbon emissions more quickly



% Likely

50%

There will be restrictions introduced to reduce the amount people drive in their cars in Jordan



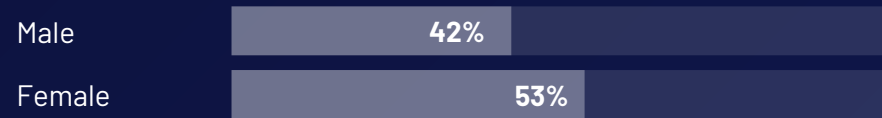
Building on these government initiatives, there's also optimism about addressing Jordan's water scarcity issue in 2025

% Likely

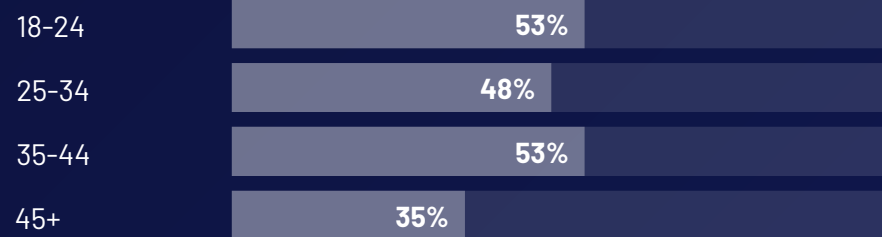
47%

Jordan will find a solution to its water scarcity problem in 2025

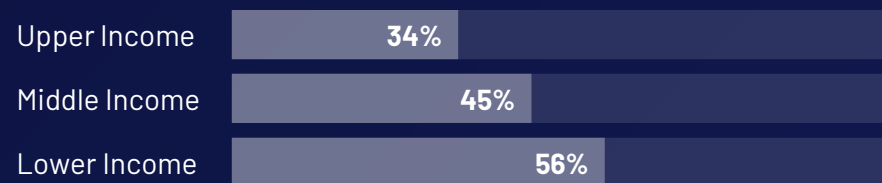
By Gender



By Age



By Income Level



Aligned with efforts to address key environmental challenges, the majority in Jordan foresee a shift to sustainability



% Likely

78%

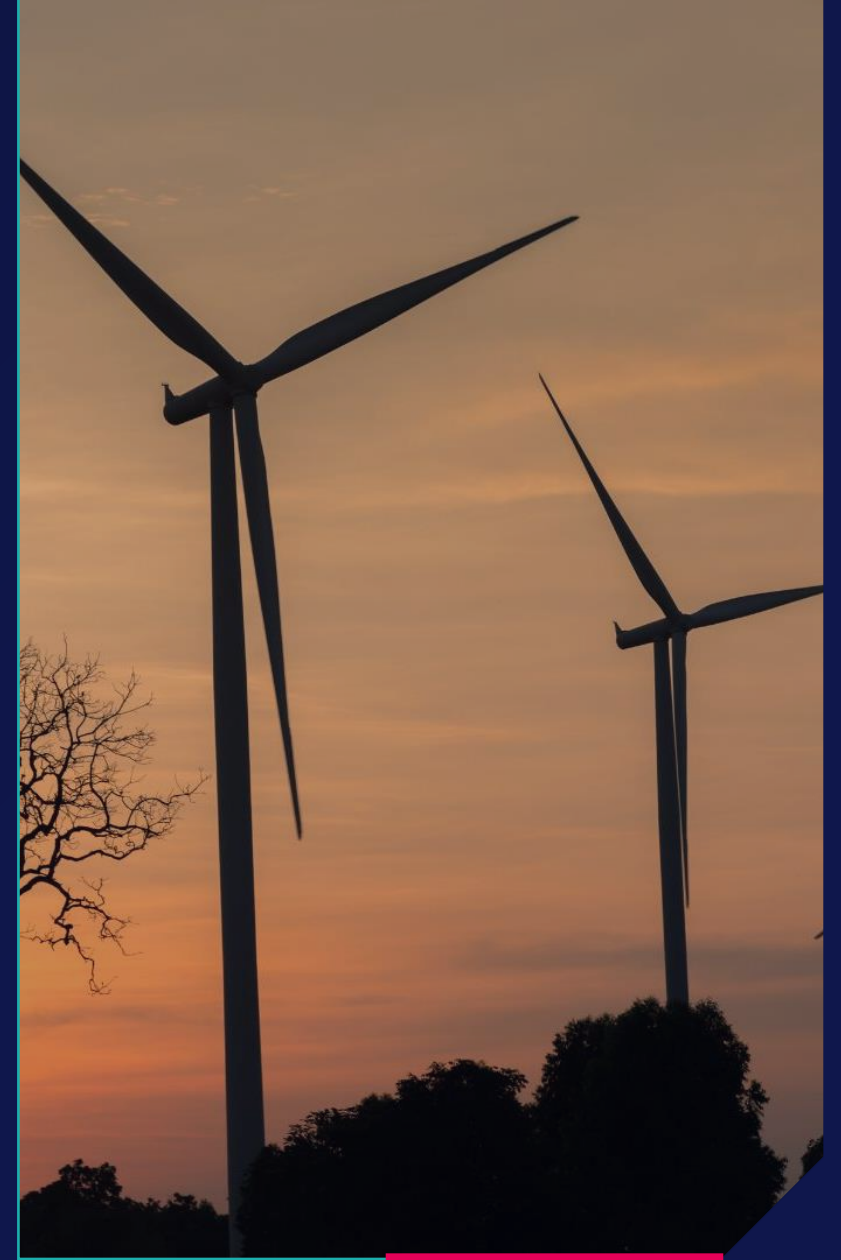
Electric vehicles will become the primary mode of transportation for most people in Jordan



% Likely

68%

Jordan will primarily rely on alternative energy sources for its energy needs



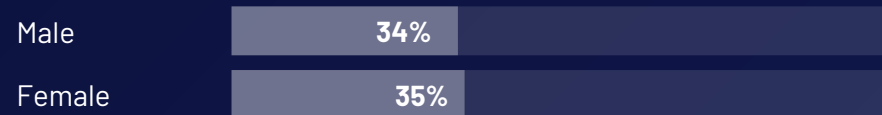
While optimism for sustainability prevails, a third hold hope for innovation, anticipating a breakthrough technology that could stop climate change

% Likely

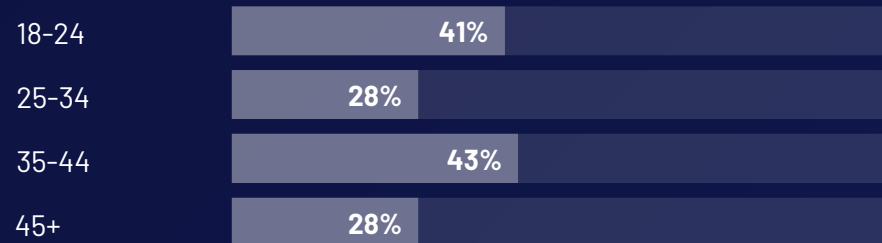
34%

There will be a breakthrough technology developed which will halt climate change

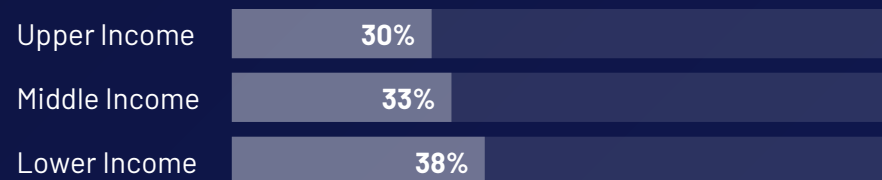
By Gender



By Age




By Income Level



EXPECTATIONS FOR TECHNOLOGY IN 2025

10



Technology is expected to reshape social lives, with the majority anticipating more online interactions and virtual living. Yet, some plan to cut back on social media



% Likely

88%

People in Jordan will spend more time socializing online than face-to-face



% Likely

69%

Many more people will live their lives in virtual worlds



% Likely

42%

I will use social media less

Predicted impact of technology on social interaction

% Likely - by demographics



People in Jordan will spend more time socializing online than face-to-face

Many more people will live their lives in virtual worlds

I will use social media less

Male	87%	68%	41%
Female	90%	70%	43%
18 - 24	82%	60%	42%
25 - 34	90%	71%	41%
35 - 44	86%	70%	42%
45+	95%	75%	44%
Upper Income	87%	73%	45%
Middle Income	89%	69%	40%
Lower Income	89%	66%	41%

Looking at the role of technology in future shopping and finance, there is a strong belief in the dominance of online transactions and digital payment methods

86%

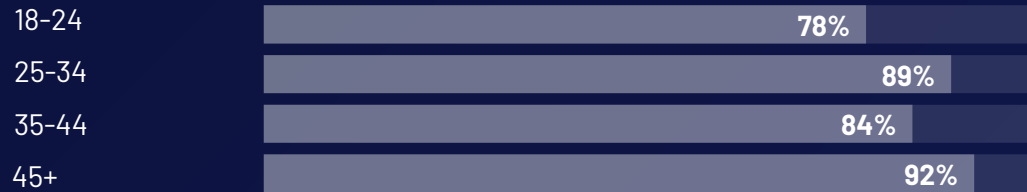
People in Jordan will spend more money online than in physical stores in 2025

% Likely

By Gender



By Age



By Income Level



75%

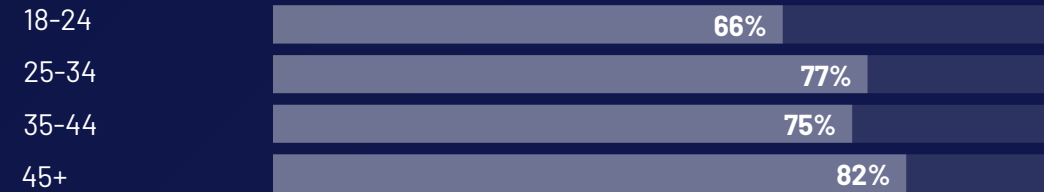
Digital payment methods will almost entirely replace cash in Jordan

% Likely

By Gender



By Age



By Income Level



In terms of AI and employment, predictions reflect a concern, as AI is expected to generate new jobs but also contribute to significant job losses

74%

Artificial intelligence will lead to many new jobs being lost in Jordan

% Likely



By Gender



By Age



By Income Level



67%

Artificial intelligence will lead to many new jobs being created in Jordan

% Likely



By Gender



By Age



By Income Level



When it comes to tech giants, many expect stricter government regulations to address their expanding power

% Likely

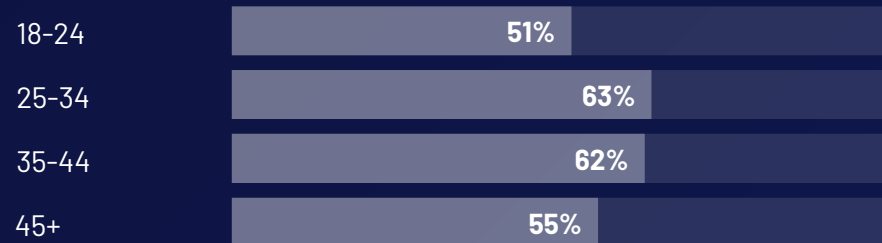
57%

Strict rules for large technology companies will be introduced by the Government in Jordan

By Gender



By Age



By Income Level



PAST & FUTURE RESOLUTIONS

11

Considering past resolutions, the majority started the year with intentions to fulfill particular goals

67%

Had set resolutions for things they wanted to accomplish in 2024

By Gender



By Age



By Income Level



However, success in achieving goals varied, with only a small minority achieving full goals, many making some progress, and a significant portion experiencing minimal to no success

Success in achieving 2024 goals set

6%

Completely successful:
full achievement of
goals



36%

Somewhat successful:
significant progress
made, but goals weren't
fully achieved



38%

Somewhat
unsuccessful: minimal
progress made



20%

Not at all successful:
complete failure to
achieve goals



As we approach 2025, a growing number of individuals intend to set resolutions, reflecting a heightened focus on personal development compared to last year

90%

Will set personal resolutions to accomplish specific goals in 2025

By Gender



By Age

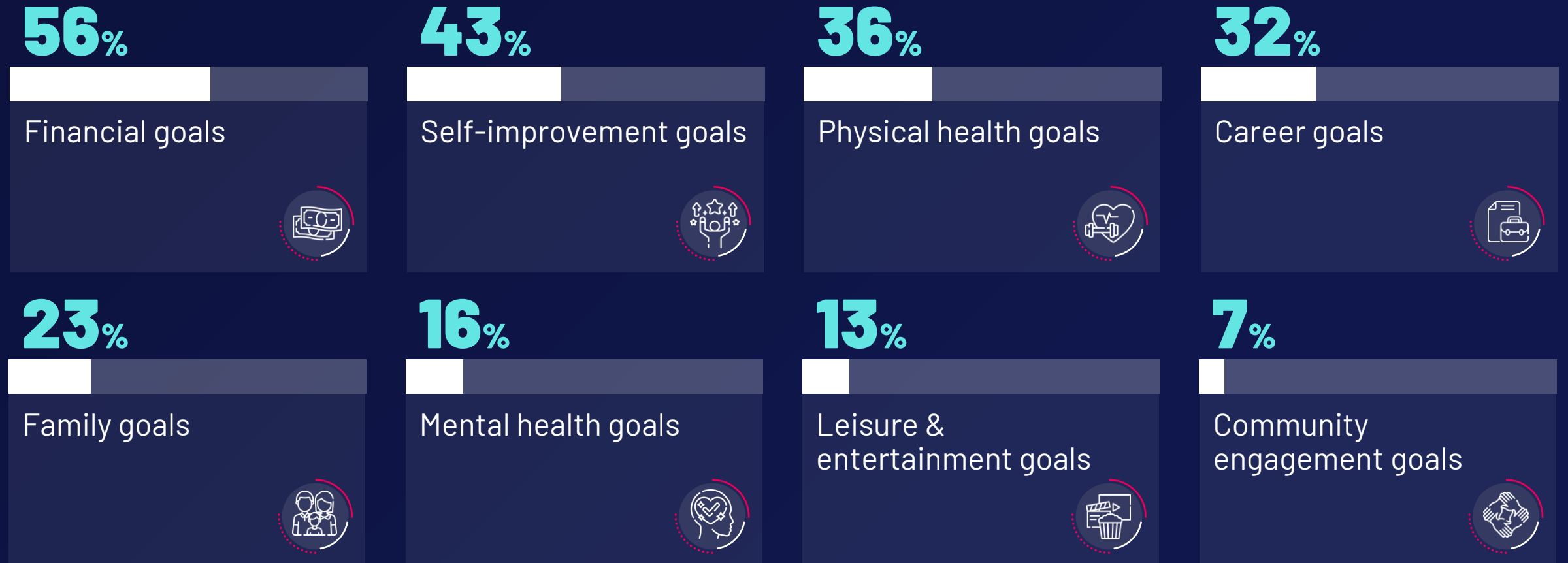


By Income Level



Goals for 2025 show diversity, with financial and self-improvement objectives at the forefront, alongside a notable focus on physical health and career goals

Types of personal goals for 2025



Sample and methodology

Sample size

500 respondents

Sample criteria

General public: representative of the population across gender, age (18+), region and SECs

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Jordan with a nationwide coverage

FOR MORE INFORMATION

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