JORDAN CONSUMER SENTIMENT INDEX

Q4′2024

Data collected in Dec 2024



Contents











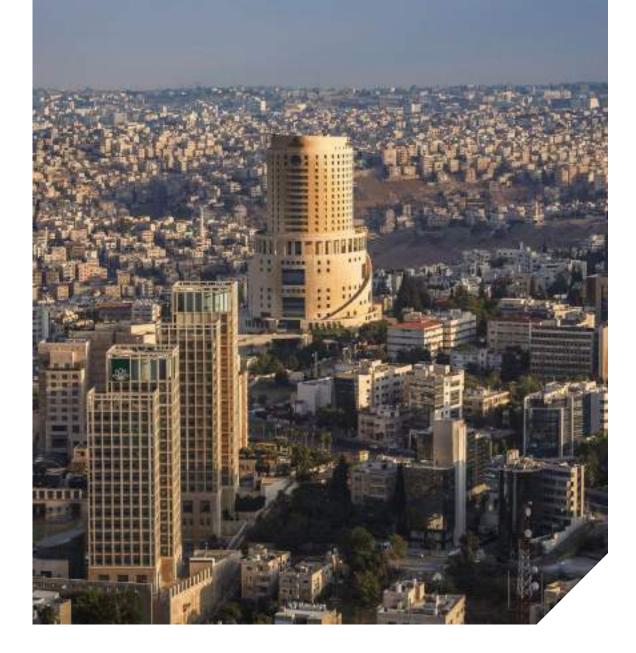




INTRODUCTION



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Introducing the Jordan Consumer Sentiment Index

Ipsos Jordan Consumer Sentiment Index (JCSI), is a quarterly national survey of consumer attitudes on the current and future state of the local economy, personal financial situation, as well as confidence to make large investments and ability to save.

Consumer sentiment is a key predictor of purchase trends in the market. Despite it being a lagging indicator, if consumer confidence is high, people will make more purchases and the economy will expand. **Businesses and Policy Makers** can monitor changes in the index to factor the data in their decision-making processes. A wave-on-wave decreasing trend suggests consumers have a negative outlook on their ability to spend. Thus, manufacturers may expect consumers to avoid retail purchases, particularly items that require financing. Likewise, banks can anticipate a decrease in lending activity, mortgage applications, and credit card usage.



Introducing the Jordan Consumer Sentiment Index

The JCSI result is driven by the aggregation of four, weighted, sub-Indices

1234JCSI Current
Personal
Financial
ConditionsJCSI Economic
ExpectationsJCSI Investment
ClimateJCSI
Employment
Confidence

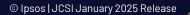


Overall JCSI survey questions

1 Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.	2 Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?	3 Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.	4 Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?	5 Compared to 6 months ago, are you now more or less comfortable making a major purchase, like a home or car?
6 Compared to 6 months ago, are you now more or less comfortable making other household purchases?	7 Compared to 6 months ago, are you now more or less confident about job security for yourself, your family and other people you know personally?	8 Compared to 6 months ago, are you now more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?	9 Thinking of the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?	10 Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?

DSOS

JORDAN CONSUMER SENTIMENT INDEX





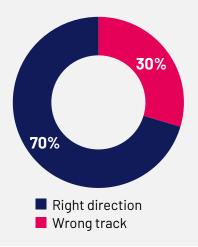
JCSI summary

JCSI Q4 2024

44.0 🔺

Right direction / wrong track

Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

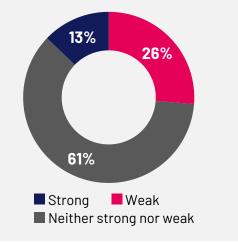


Previous wave Q3 2024

37.6

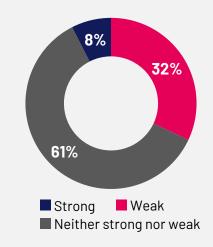
Country economic situation

Q: Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

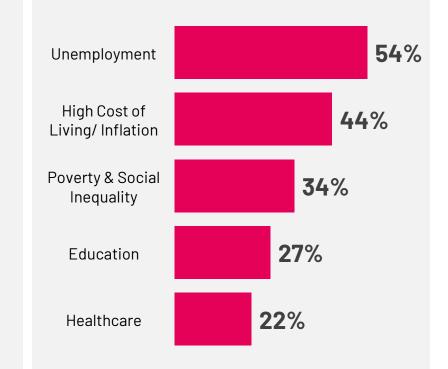


Personal financial situation

O: Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.



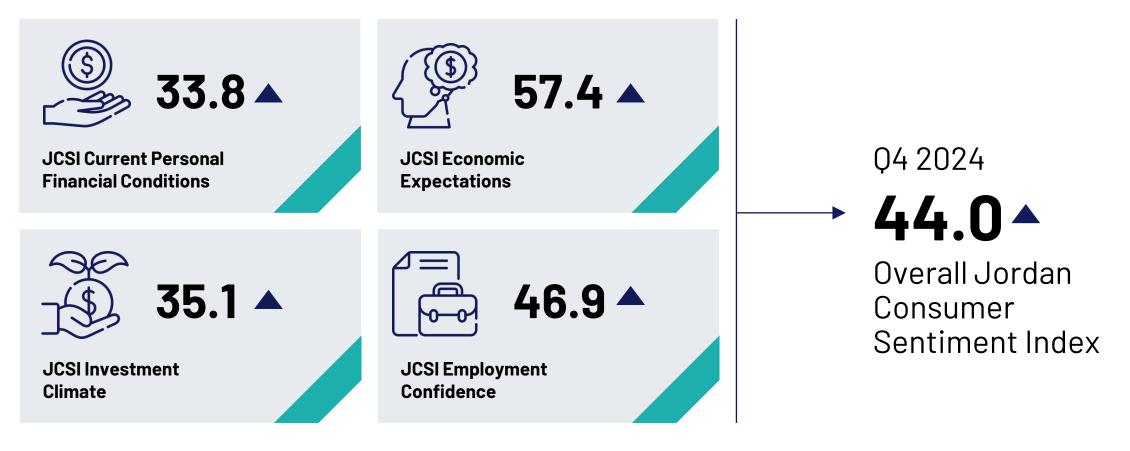
Top 5 concerns for consumers In Jordan





JCSI summary

The JCSI result is driven by the aggregation of four, weighted, sub-Indices



Decreased vs previous wave

= Less than 1 point difference vs. previous wave

▲ Increased vs previous wave

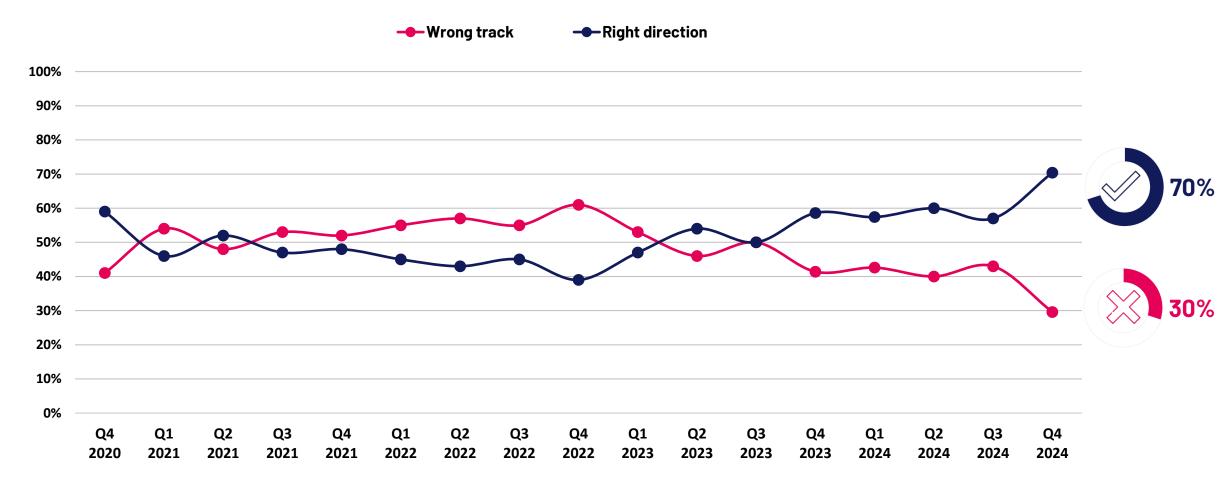


COUNTRY'S GENERAL SITUATION

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Jordan: right direction / wrong track

Q. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?





Right direction /wrong track - global comparison

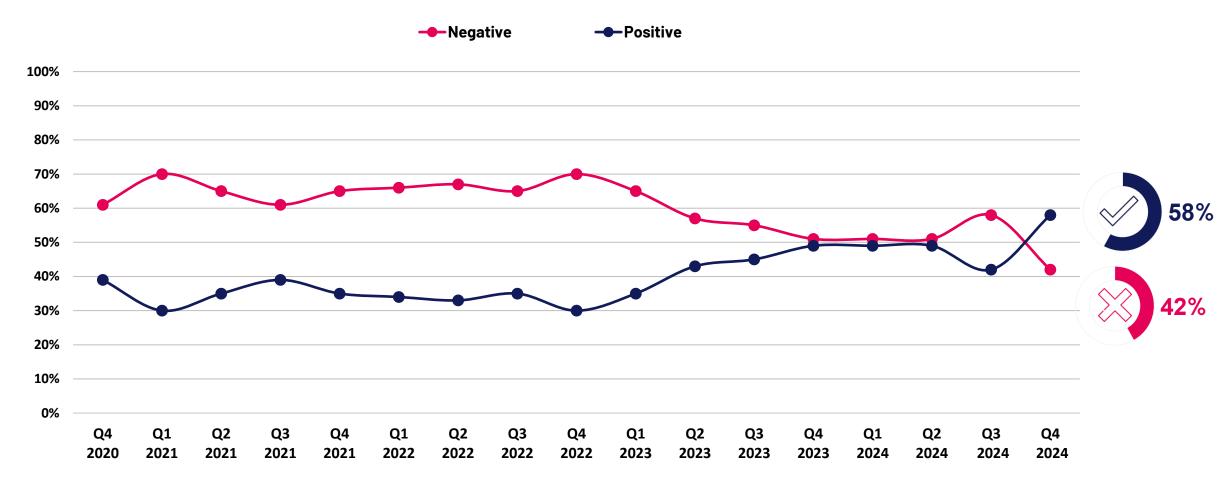
Q: Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?

Country	Wrong track	Right direction	% change compared previous wave; Q3 2	
Saudi Arabia	6%		94% 0%	
China	8%		92% 0%	
Jordan	30%	70%	13%	
India	33%	67%	2%	
Argentina	37%	63%	3%	
Mexico	49%	51%	-9 %	
Australia	56%	44%	-6 %	
Brazil	60%	40%	-1%	
Poland	62%	38%	-4%	
South Africa	62%	38%	-3%	
United States	65%	35%	-2 %	
Spain	68%	32%	-1%	
Canada	71%	29%	-5 %	
Great Britain	71%	29%	-11%	
Belgium	72%	28%	-1%	
Italy	72%	28%	-3 %	
Japan	74%	26%	-2 %	
Sweden	74%	26%	-7 %	
Türkiye	79%	21%	-2 %	
Hungary	80%	20%	-3%	
Germany	82%	18%	-20 %	
South Korea	83%	17%	-6 %	
France	90%	10%	-13%	



Current economic situation

Q. Now, thinking about your economic situation, how would you describe the current economic situation in your country?





Current economic situation – global comparison

Q. Now, thinking about your economic situation, how would you describe the current economic situation in your country?

Country	Negative Negative	Positive	% change compared with previous wave; Q3 2024
Saudi Arabia	2%		98% 1%
China	24%	76%	6
India	25%	76%	~ <mark>-2</mark> %
Jordan	42%	58%	0%
Australia	55%	45%	-2%
Mexico	56%	44%	-7%
Sweden	57%	43%	2%
United States	59%	42%	0%
Poland	62%	38%	-3%
Spain	63%	37%	1%
Canada	64%	36%	-1%
Brazil	65%	35%	-3%
Argentina	68%	32%	13%
Belgium	69%	31%	-6%
South Africa	69%	31%	-1%
Italy	72%	28%	-2 %
Germany	73%	27%	-22 %
Great Britain	78%	22%	-11%
Türkiye	80%	20%	2%
Hungary	84%	16%	-8%
Japan	89%	11%	-3%
South Korea	90%	10%	-6%
France	90%	10%	-20%



What concerns Jordan

Q: Which of the following do you find the most worrying in Jordan?

Concerns for consumers in Jordan

% change compared with previous wave; 03 2024

Unemployment		54%	-4%
High Cost of Living/ Inflation		44%	-17 %
Poverty & Social Inequality	34%	, D	-7%
Education	27%		6%
Healthcare	22%		5%
Corruption	21%		2%
Weak Economy	20%		-5%
Moral Decline	19%		9%
Taxes	15%		0%
Crime & Violence	11%		3%
mmigration	9%		3%
National Security	8%		5%
Political Instability	6%		2%
Environment	5%		5%
Scarcity of Natural Resources	4%		4%



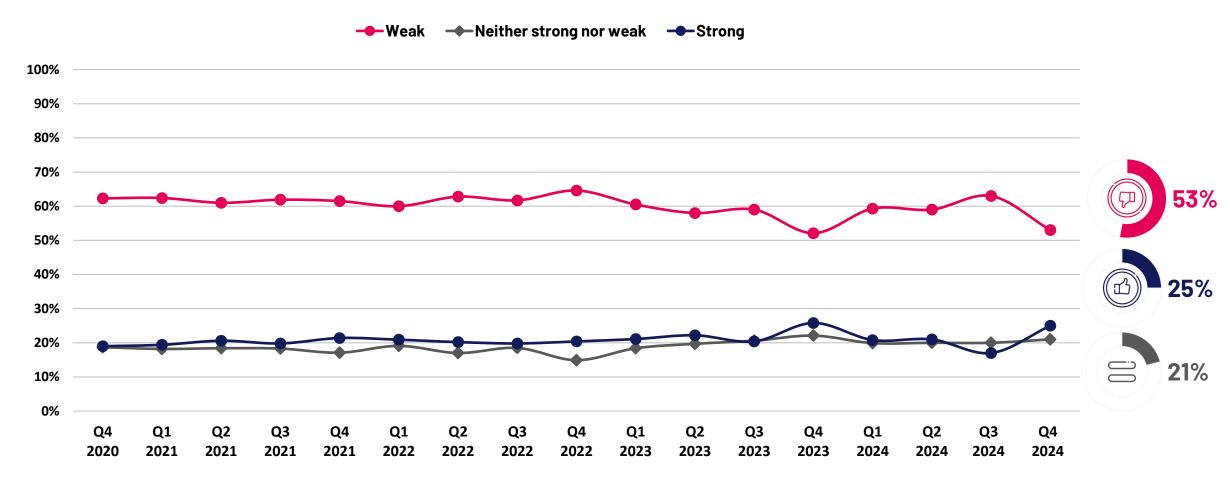
PERSONAL FINANCIAL SITUATION

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Current personal financial situation

Q. Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.





Current personal financial situation – global comparison

Country

Q: Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.

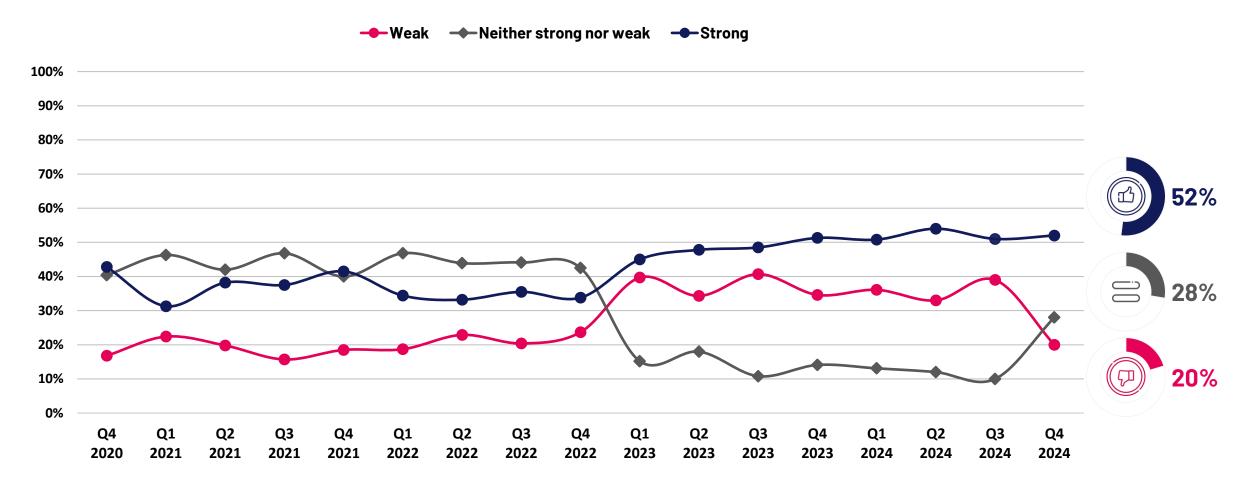
Saudi Arabia			
China			65%
India		58%	
United States	45%		
Sweden	41%		
Mexico	37%		
Spain	36%		
Australia	35%		
Great Britain	34%		
Canada	34%		
Belgium	32 %		
Poland	32 %		
Brazil	31%		
South Africa	31%		
Germany	27%		
Argentina	26%		
Italy	26%		
Jordan	25%		
Hungary	23%		
Türkiye	22%		
France	22%		
South Korea	19%		
Japan	12%		

% Strong



Future personal financial situation

Q. Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker that it is now?



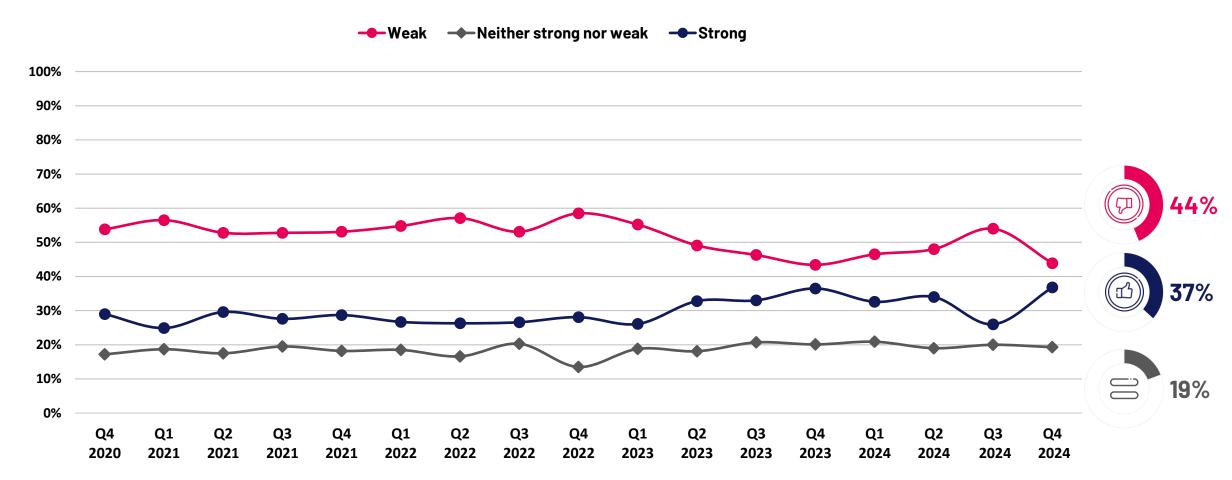


JORDAN'S ECONOMIC SITUATION



Current state of the economy

Q: Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.





Current state of the economy – global comparison

Q: Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.

Saudi Arabia		
China		66%
India		65%
Mexico	39%	
Australia	38%	
Jordan	37%	
United States	36%	
Sweden	34%	
Brazil	31%	
Argentina	30%	
Poland	29%	
Canada	27%	
Spain	25%	
South Africa	24%	
Italy	24%	
Belgium	21%	
Germany	20%	
Türkiye	18%	
Great Britain	17%	
Hungary	14%	
France	12%	
South Korea	11%	
Japan	10%	

% Strong

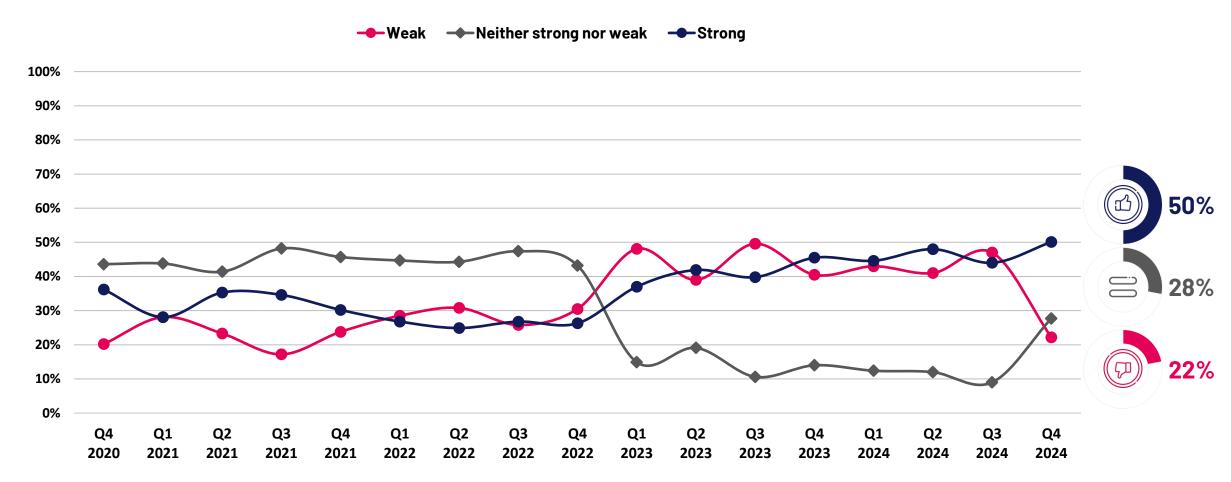
Country



89%

Future state of the economy

Q. Looking ahead six months from now, do you expect the economy in your local area to be stronger, about the same or weaker than it is now?





EMPLOYMENT



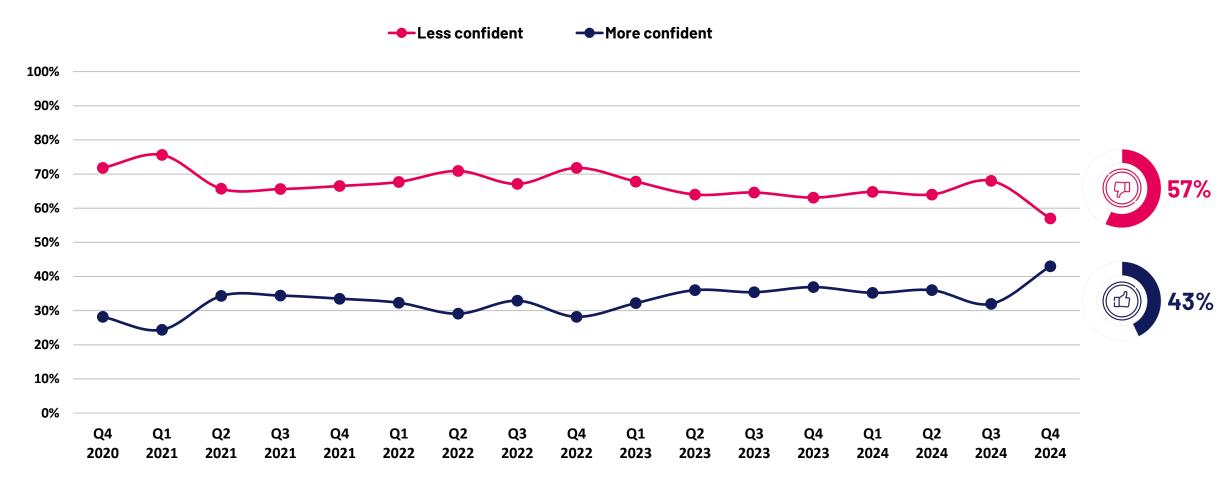
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Job security

Q. Compared to 6 months ago, are you now more or less confident about job security for yourself, your family and other people you know personally?





Job security global comparison

Country

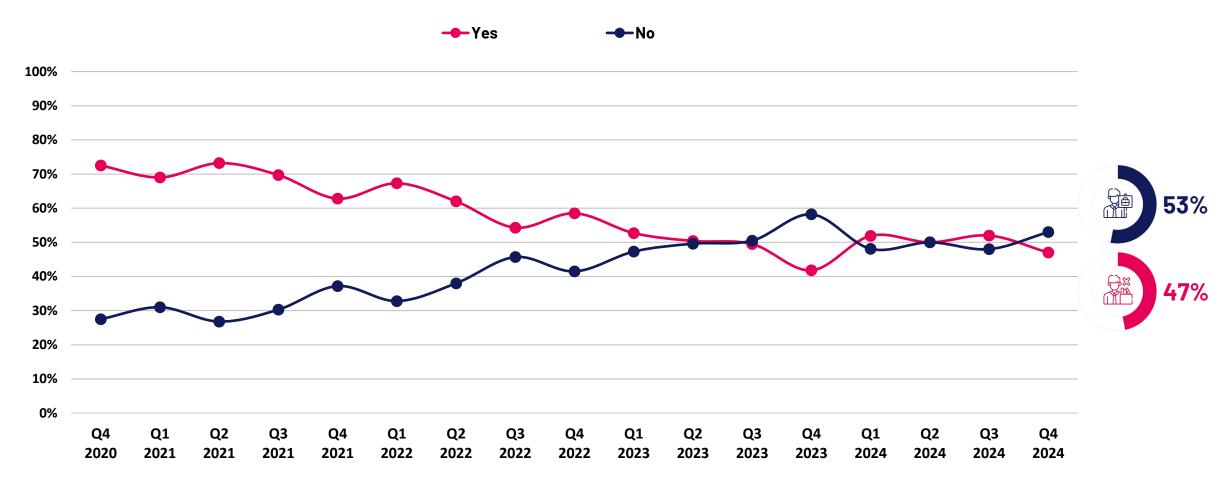
Q. Compared to 6 months ago, are you now more or less confident about job security for yourself, your family and other people you know personally?

China		76%	83
Mexico	55%	10/0	
United States	52%		
South Africa	50%		
Sweden	48%		
Brazil	46%		
Spain	45%		
India	44%		
Jordan	43%		
Belgium	43%		
Australia	41%		
Argentina	40%		
Canada	40%		
Poland	39%		
Italy	38%		
Germany	37%		
Great Britain	36%		
France	28%		
South Korea	23%		
Türkiye	23%		
Hungary	21%		
Japan	20%		

% Strong

Job losses in the past 6 months

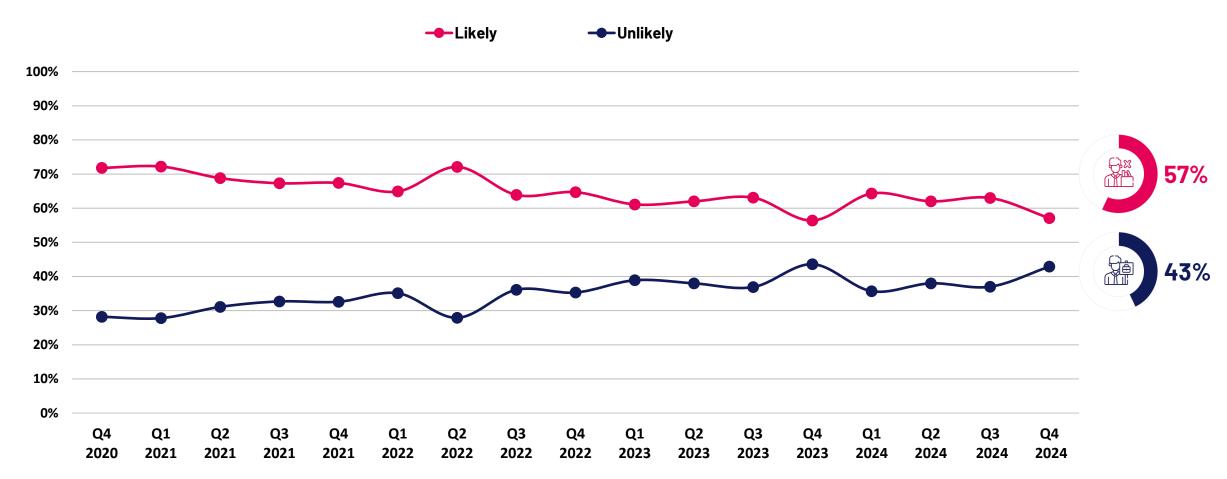
Q. Thinking about the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?





Job losses in the next 6 months

Q. Looking ahead at the next six months, how likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?





INVESTMENT CLIMATE

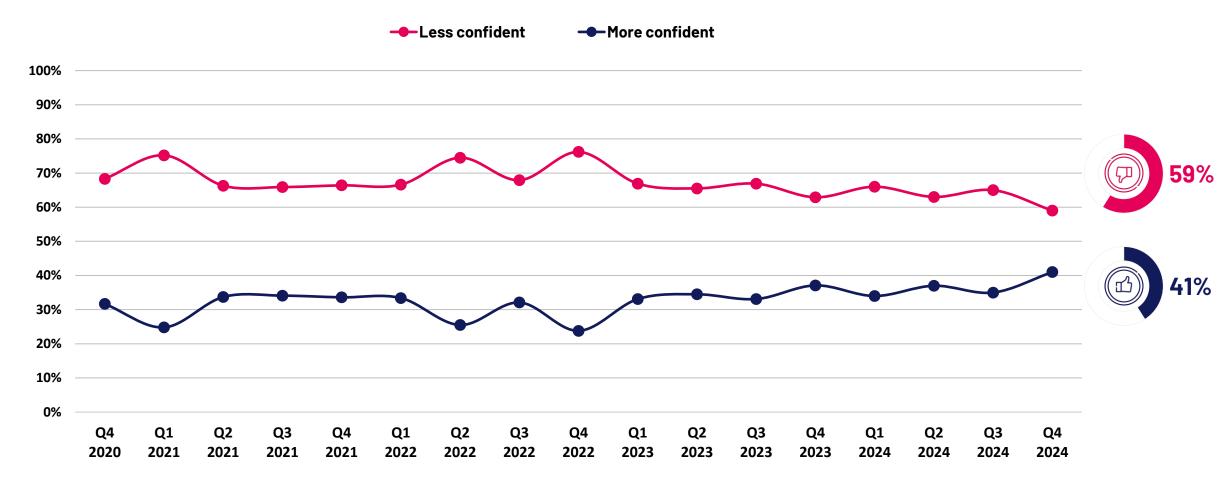


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Ability to invest in the future

Q. Compared to 6 months ago, are you now more or less confident about your ability to invest in the future, including your ability to save money for your retirement and your children's education?





Ability to invest in the future – global comparison

Country

Q. Compared to 6 months ago, are you now more or less confident about your ability to invest in the future, including your ability to save money for your retirement and your children's education?

Saudi Arabia	8	0%
China	71%	
South Africa	56%	
United States	52 %	
Mexico	49%	
Brazil	48%	
India 🛛 🚽	45%	
Argentina	42%	
Jordan	41%	
Sweden	39%	
Australia	38%	
Canada	37%	
Spain	37%	
Belgium	34%	
Great Britain	31%	
Italy	31%	
Poland	30%	
Germany	27%	
South Korea	23%	
France	21%	
Türkiye	20%	
Hungary	18%	
Japan	16%	

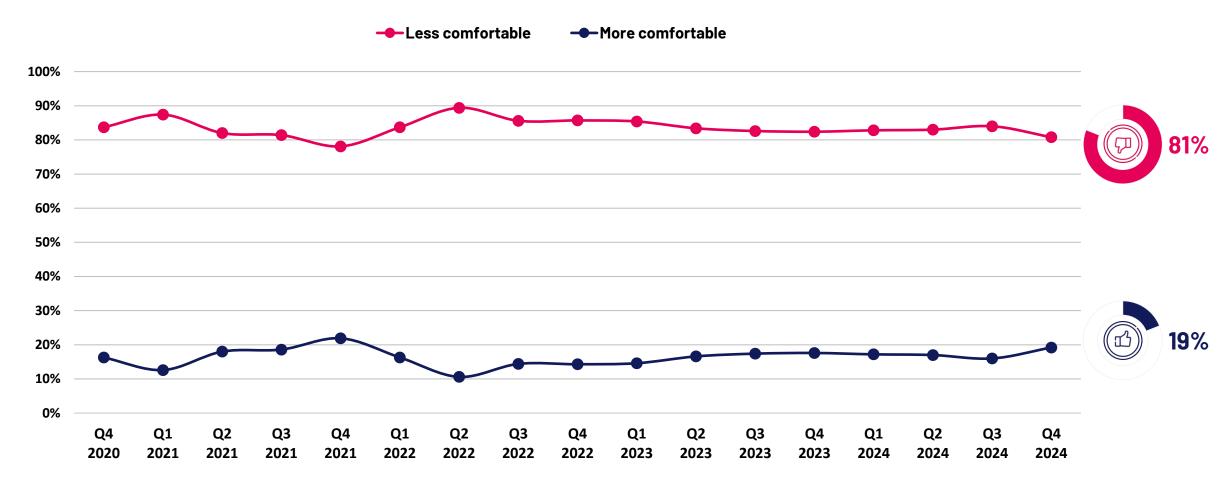
% Strong

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Ability to make a major purchase

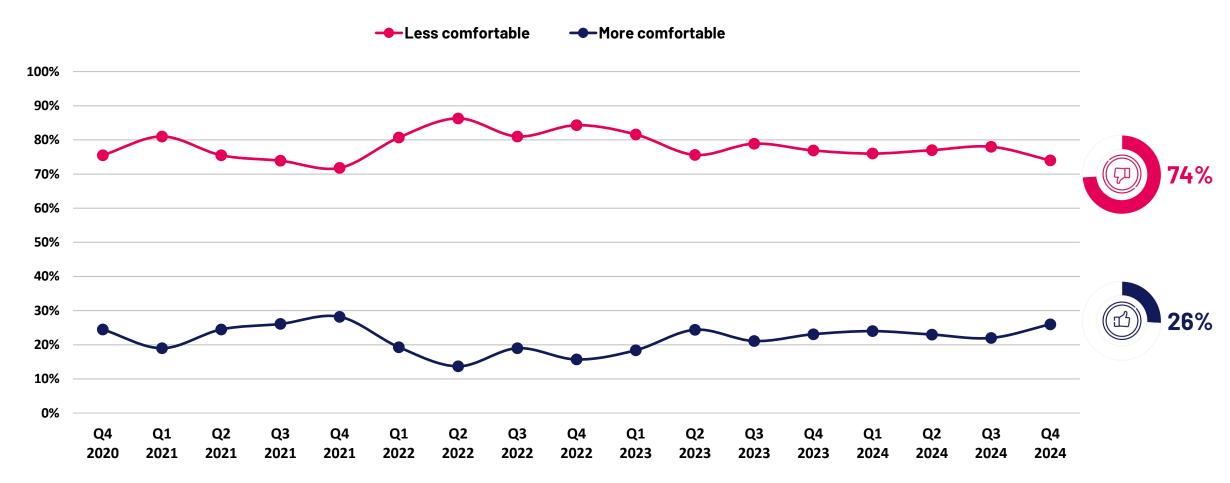
Q. Compared to 6 months ago, are you now more or less comfortable making a major purchase, like a home or car?





Buying household durables

Q. Compared to 6 months ago, are you now more or less comfortable making other household purchases?



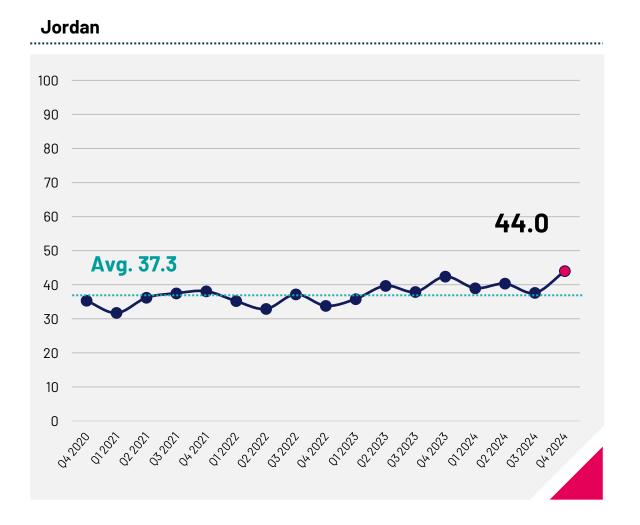


JCSI DEEP DIVE

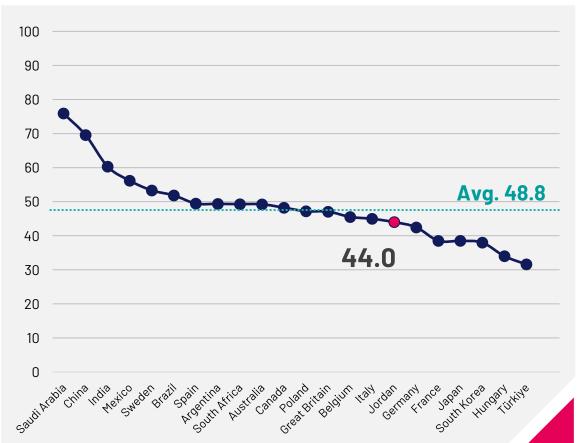


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Overall JCSI



Global comparison

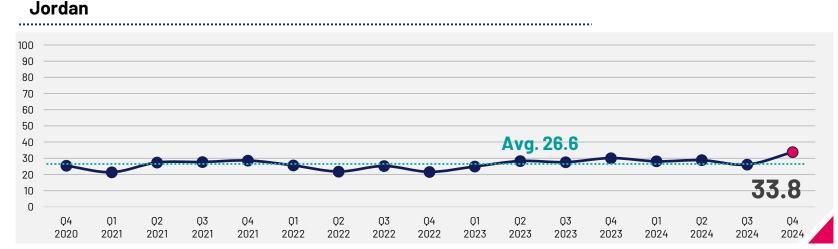


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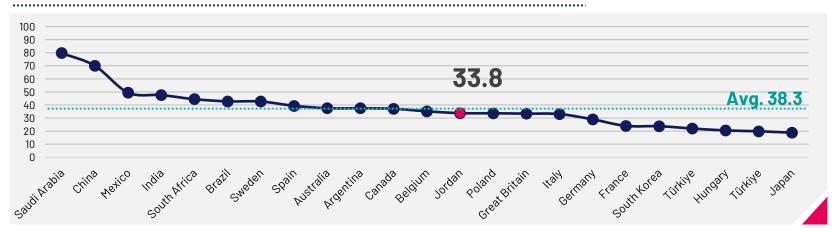


JCSI personal financial conditions

- Compared to 6 months ago, are you now more or less comfortable making a major purchase, like a home or car?
- Compared to 6 months ago, are you now more or less comfortable making other household purchases?
- Compared to 6 months ago, are you now more or less confident about job security for yourself, your family and other people you know personally?
- Compared to 6 months ago, are you now more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?
- Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.
- Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



Global comparison

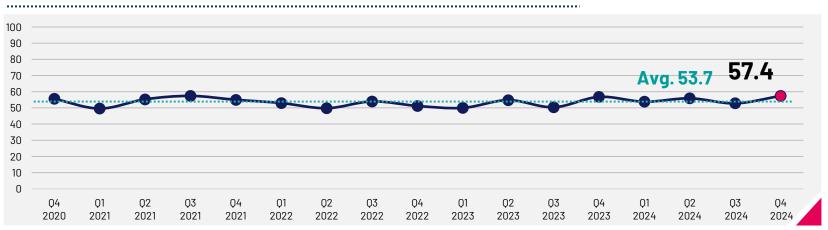




JCSI economic expectations

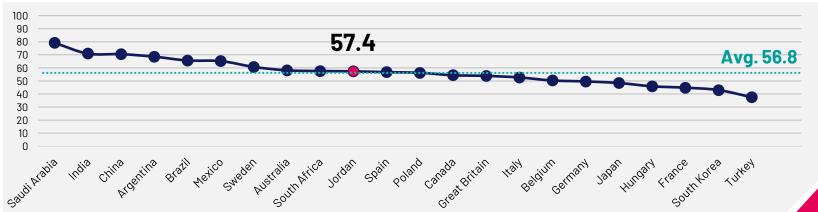
Jordan

- Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?
- Looking ahead six months from now, do you expect the economy in your local area to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?
- Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



Global comparison

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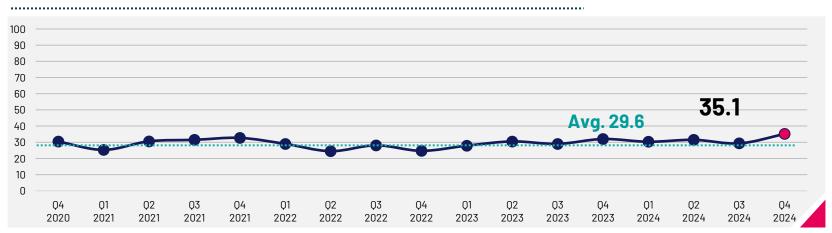




JCSI investment climate

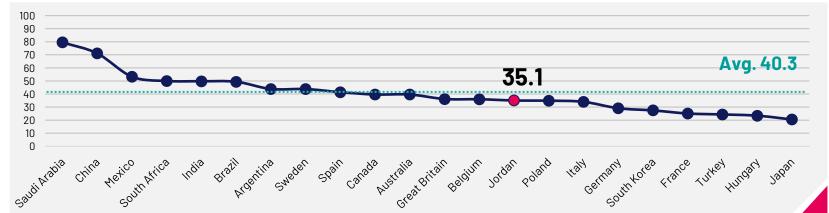
Jordan

- Compared to 6 months ago, are you now more or less comfortable making a major purchase, like a home or car?
- Compared to 6 months ago, are you now more or less comfortable making other household purchases?
- Compared to 6 months ago, are you now more or less confident of your ability to invest in the future, including your ability to save money for your retirement or your children's education?
- Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.
- Looking ahead six months from now, do you expect your personal financial situation to be much stronger, somewhat stronger, about the same, somewhat weaker, or much weaker than it is now?



Global comparison



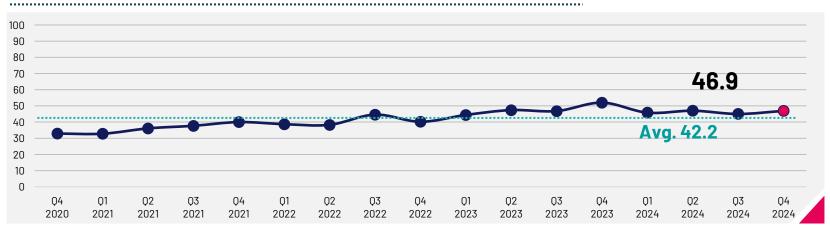


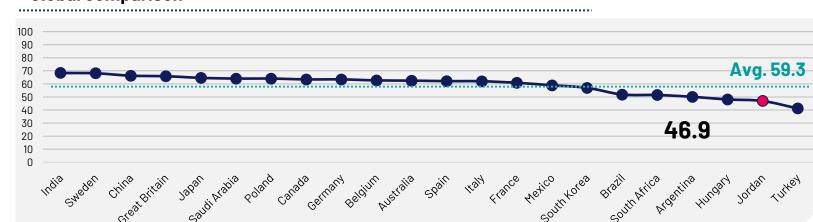


JCSI employment confidence

Jordan

- Compared to 6 months ago, are you now more or less confident about job security for yourself, your family and other people you know personally?
- Thinking about the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?
- Now look ahead at the next six months. How likely is it that you, someone in your family or someone else you know personally will lose their job in the next six months as a result of economic conditions?





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Global comparison

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Sample and methodology

- Methodology Computer Aided Telephone Interviews (CATI)
- Sample Size 1000 Respondents
- Age 18 years and above
- Sample Criteria General Public

The Jordan Consumer Sentiment Index is calculated by utilizing data from the survey results. Responses are divided into aggregated Top Box (Reward) numbers and Bottom Box (Penalty) numbers. Using Shapely Value Analysis, values were generated for the penalty and reward for each question. The magnitude of each question is the difference between the reward and penalty. An Importance factor, which the ultimate weight of the particular question in the index, is the magnitude of each question divided by the total magnitude of all questions. A Top

Box Weight for each question is calculated by dividing the Reward by the magnitude of each question. Similarly, the Bottom Weight for each question is calculated by dividing the Penalty for each question by magnitude of the same. The Index Value for each question is calculated by using the formula: Importance x (Top Box Wt * Top Box %)-(Bottom Box Wt * Bottom box %).



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