

THE CONSUMER RESILIENCY TRACKER

JORDAN EDITION

Understanding consumer sentiment, behaviors and attitudes during the current regional disruption in the Middle East.

March 2026



The Consumer Resiliency Tracker

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In light of the current regional developments, consumer habits and attitudes are changing. Therefore, understanding these shifts is crucial for business continuity and responsiveness.

Recognizing the critical need for comprehensive insights, Ipsos introduces 'The Consumer Resiliency Tracker.' This structured, recurring measurement framework is designed to capture essential shifts in behavior to effectively guide decision makers in taking suitable actions.

WHAT WE'RE MONITORING



Consumer sentiment

toward the current regional situation



Impact on

travel behavior



Impact on

financial situation



Changes in digital

behavior and consumption



Shifts in shopping

habits and behaviors



Views on media

and consumption



Changes in lifestyle

and social behaviors



Consumer expectations

from companies and brands

Detailed Examination of Key Insight Areas:



Consumer Sentiment

- Overall sentiment towards the current regional situation
- Top consumer worries
- Attitudes toward the economy & job security
- Expectations on return to normalcy
- Outlook on the region's long-term prospects



Impact Financial Situation

- Perceived impact on the country and global economy
- Perceived impact on personal finances
- Changes in behavior to counteract the financial pressures
- Financial outlook
- Impact on current lifestyles



Changes in Purchases & Shopping Habits

- Changes in general purchase habits
- Changes in consumer spending across key categories
- Changes in where people shop
- Price sensitivity and the impact on purchase decisions
- Brand loyalty shifts



Changes in Lifestyle & Social Behaviors

- Changes in daily routines and time spent at home
- Changes in social interactions and outings
- Impact on spending habits regarding leisure activities



Impact on travel behavior

- Changes in domestic and international travel
- Attitudes toward traveling abroad
- Cancellations and postponements of travel plans
- Expectations and future plans



Changes in Digital Behavior & Media Consumption

- Changes in digital behavior including digital services
- Sources of news and information relied upon
- Attitudes towards current news



Consumer Expectations from Companies & Brands

- What consumers expect brands to do during this period
- Expectations around pricing, availability and transparency
- Attitudes toward brand communication and messaging

The Consumer Resiliency Tracker Study Details



Nationally representative



Bi-weekly Tracker: 2 waves



Sample & Methodology

Country	Number of respondents per wave	Length of interview	Methodology
Jordan	500	15 minutes	Online interviews

Deliverables and investment



Study Deliverables:

- Clients will receive a bi-weekly report.
- Results in the report will be broken down by key demographic segments & tracked over time.



Your Investment:

Investment For 2 Waves (JOD)

4,300
excl. Tax

*Above prices do not include any type of taxes
*Prices above are in Jordanian Dinar (JOD)

FOR MORE INFORMATION:

Hala Elfar

Managing Director
Ipsos in Jordan & Iraq
Hala.Elfar@ipsos.com

Leen Haddad

Client Director
Ipsos in Jordan & Iraq
Leen.Haddad@ipsos.com

