

Jordan Consumer Sentiment Index (Q3)

Jordan
November, 2019

Social Listening Deep Dive Included

Data Collected in September, 2019

Introducing the Jordan Consumer Sentiment Index

Ipsos's 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 sentiment 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 quarterly JCSI result is driven by the aggregation of four, weighted, sub-Indices



JCSI Current Personal Financial Conditions



JCSI Economic Expectations



JCSI Investment Climate



JCSI Employment Confidence

Overall Jordan
Consumer
Sentiment Index

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?

Demographics



Demographics

Gender

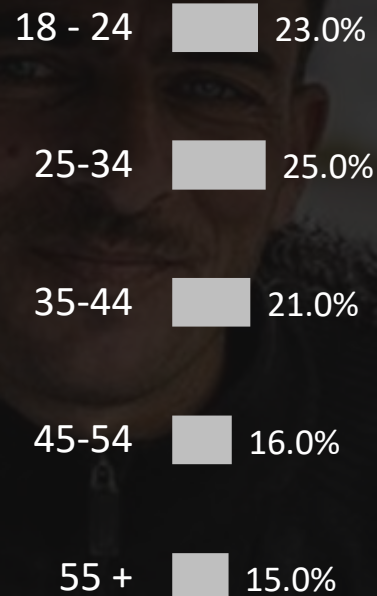


51.0%
Males

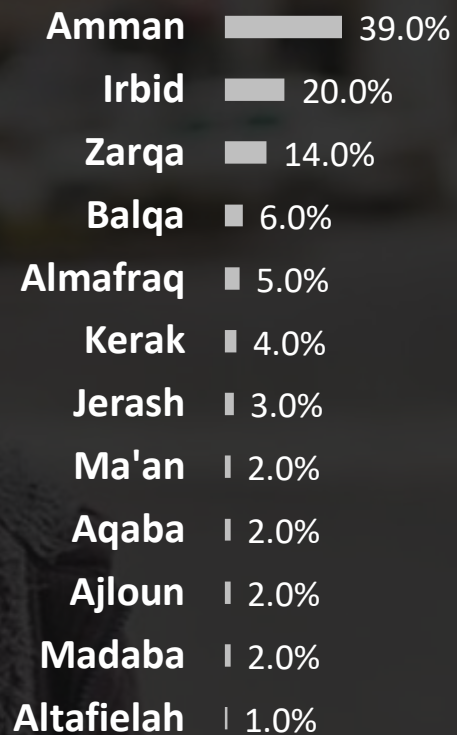


49.0%
Females

Age



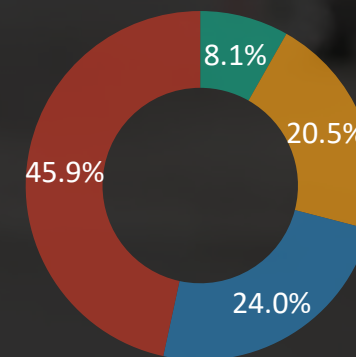
Regions



Socioeconomic

Class*

A B C DE



*Based on Household Income
*Excluding Don't Know/ Refused To Answer

Jordan Consumer Sentiment Index

Q3, 2019 Summary

Prelude

As the global economic downtrend continues to drive negative consumer sentiments and lower confidence in governments worldwide, prolonged slow economic growth and tough financial times have played the same role in pushing Jordanians to feel the same.

Recurrent frustrations over increases in cost of living have marked the third quarter of 2019, leading to a tangible increase in negative sentiments. Jordanians have also paid more attention to news regarding teachers' protests which further aggravated their frustrations. With that in mind, declining living standards as well as Jordanian consumers' increased spending on necessities have led to a slight 1-point drop, in this quarter's index.

With 3 in 5 Jordanians worrying about their general financial situation and 4 in 5 feeling less comfortable making household purchases, Jordanians are experiencing diminished confidence in their ability to spend. This has further highlighted high cost of living as a main issue affecting the country with the majority citing it as the top concern that comes to mind. Jordanians' negative sentiments towards the worsening financial situation were further heightened by the latest developments related to the Teachers' Strike, which was reported to be the most salient news closely followed by more than half of Jordanians.

Jordanians resorted to social media platforms (used by 90% of the population¹) to heavily express their opinions about the strike. In fact, Jordanians' public interactions on social media have increased during the month of September, exceeding the quarterly average by almost 5 folds. More than 217,000 public posts on social media were analyzed by Ipsos utilizing its proprietary Social Listening & Analysis tool through its subsidiary "Synthesio"; The Global Leader in its field. It was found that 70% of public posts during Q3 revolved around the teachers' strike. Detailed analysis showed that 80% of public posts showed support for teachers and sympathized with their cause using different hashtags including #مع_المعلم, while 14% of public posts rejected the strike and 6% were neutral.

Given the current economic situation, Jordanians' negative sentiments are mirrored across 19 other countries included in the study within the same time period including Italy, Spain, South Africa, France and Great Britain. With 6 in 10 Jordanians believing that Jordan is headed towards the wrong direction, coupled with the majority's diminished confidence in spending ability, means that more Jordanians are only attending to necessary expenses.

¹ Ipsos Tech Tracker 2018

JCSI Q3 Summary

JCSI, Q3 2019

35.5

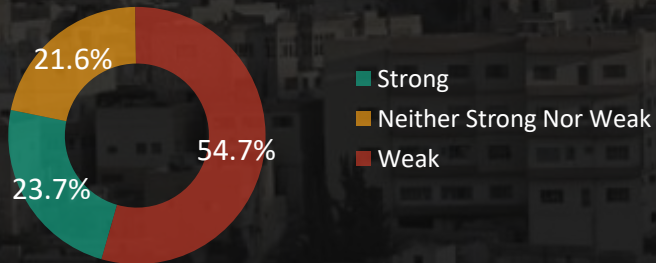


Versus
Previous
Wave

36.4

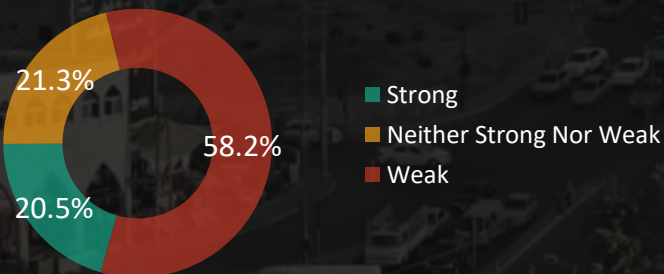
Country Economic Situation

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

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.



Top 3 Concerns For Jordanians



56.3%
Unemployment



50.1%
High Cost of Living



37.6%
Poverty & Social
Inequality



Country's General Situation

Current Economic Situation

Trending

Q: Now, thinking about our economic situation, how would you describe the current economic situation in Jordan?

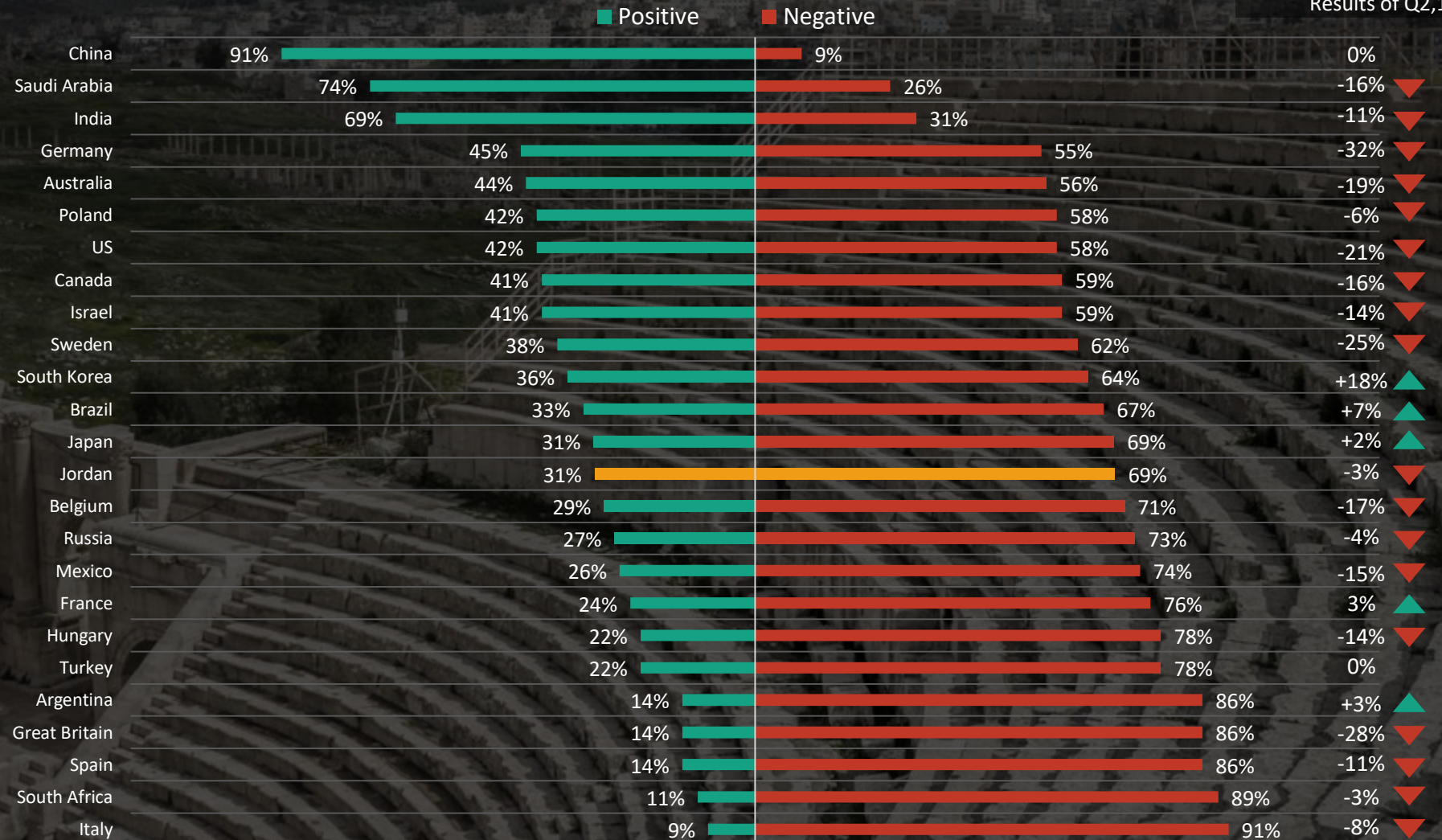


Current Economic Situation

Global Comparison

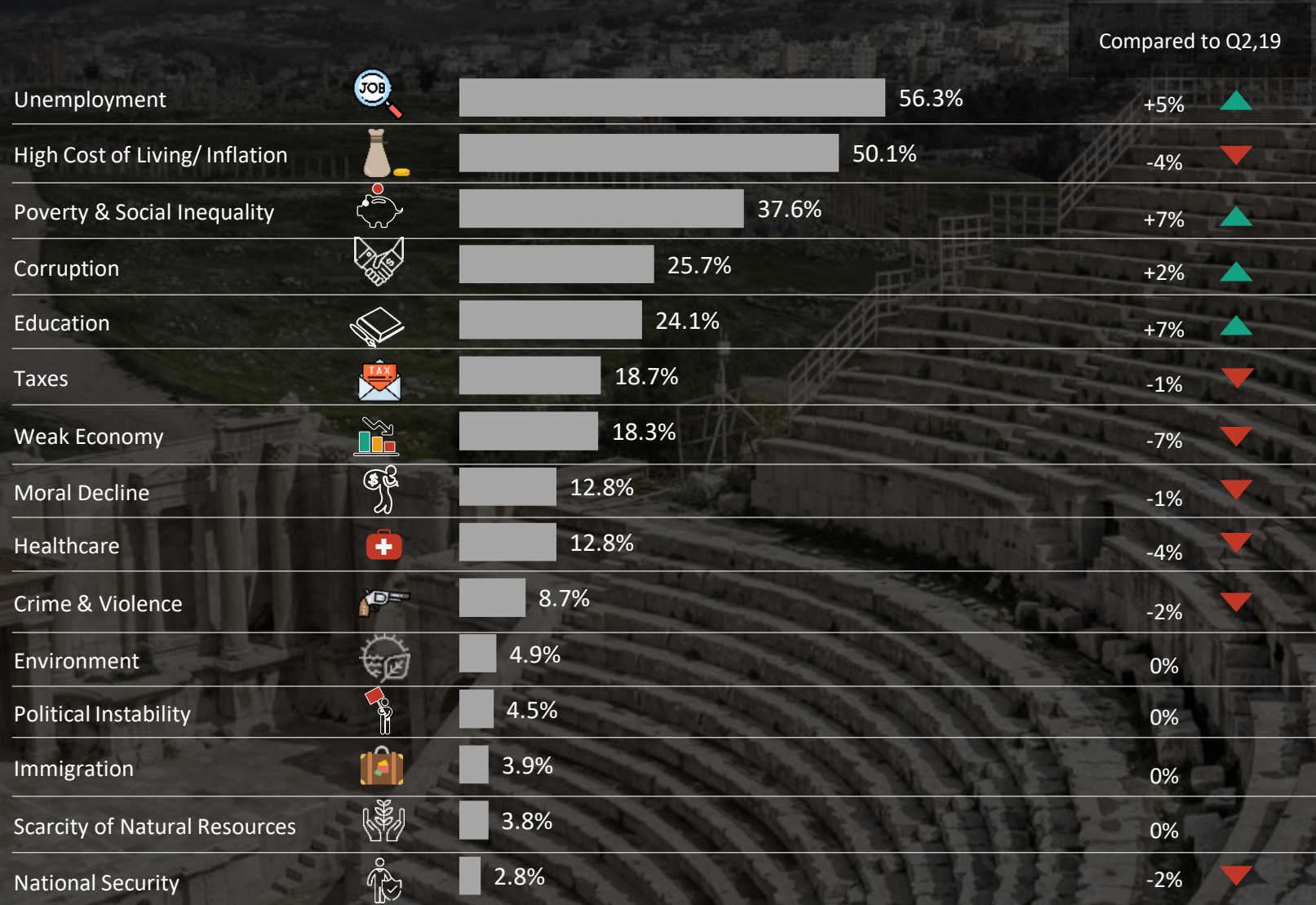
Q: Now, thinking about our economic situation, how would you describe the current economic situation in Jordan?

Compared to the Positive Results of Q2,19



Jordanians' Top Concerns

Q: Which of these are your top three biggest concerns as a Jordanian citizen, whether they are economic, social or political?



Top First Mentioned Concerns*

-  **27.0%**
High Costs of Living
-  **22.4%**
Unemployment
-  **9.5%**
Poverty & Social Inequality

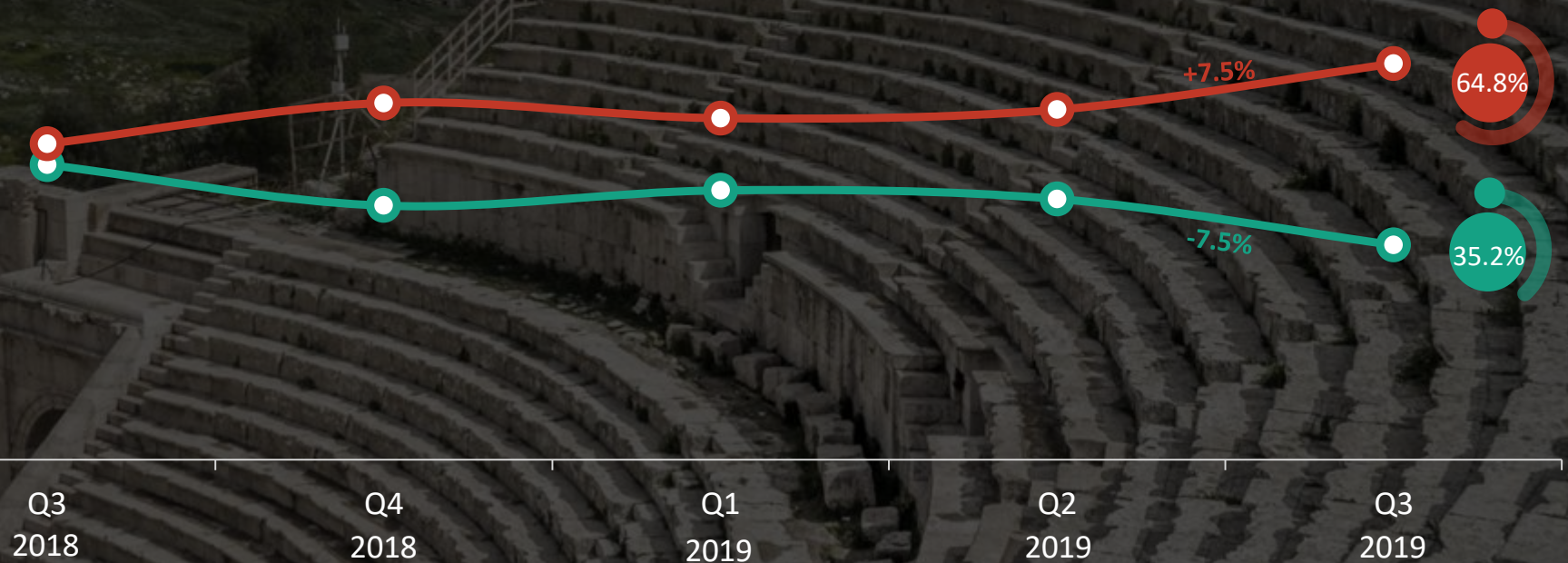
*Top of Mind or First Mention refer to the first concern that comes to Jordanians' minds when thinking of their concerns.

Stance on the Country's Future Situation

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

● Heading in the Right Direction

● Heading in the Wrong Direction

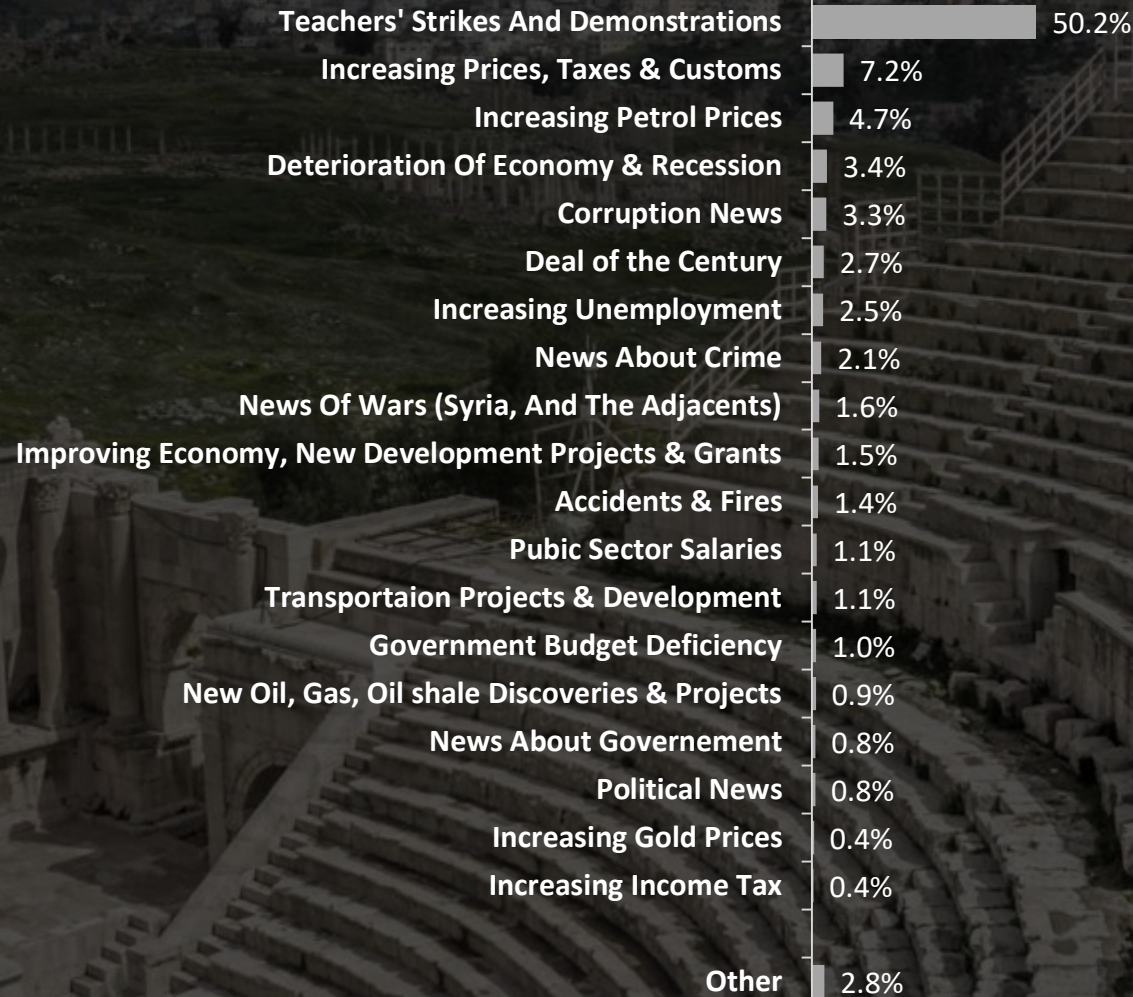




Jordanians' Engagement With the News

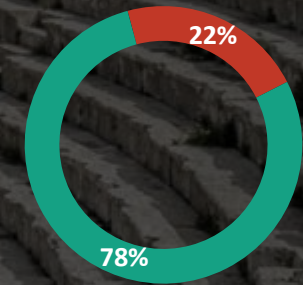
Most Heard of/ Read News Items

Q: Thinking about the last 3 months, what was the latest most important piece of news that you recall hearing/reading?



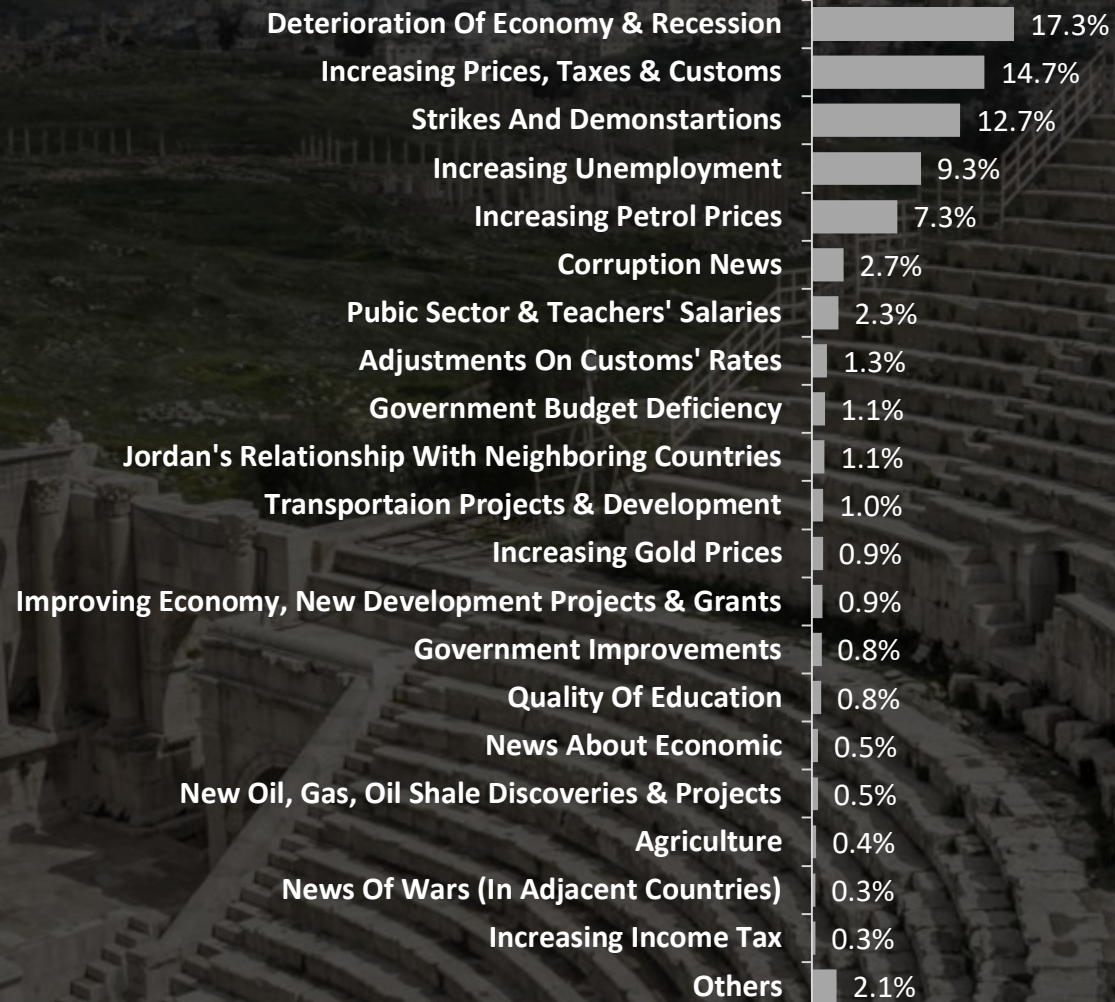
Involvement With News

■ Haven't Read/Heard Any News Lately
■ Heard/ Read News Lately



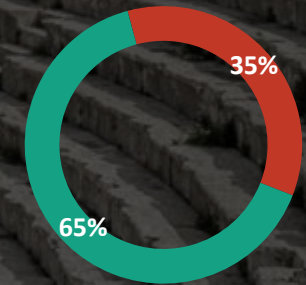
Most Discussed Economic News

Q: What is the latest economic news in Jordan have you recently discussed with your family or friends?



Involvement With Economic News

- Haven't Discussed Any Economic News
- Discussed Economic News

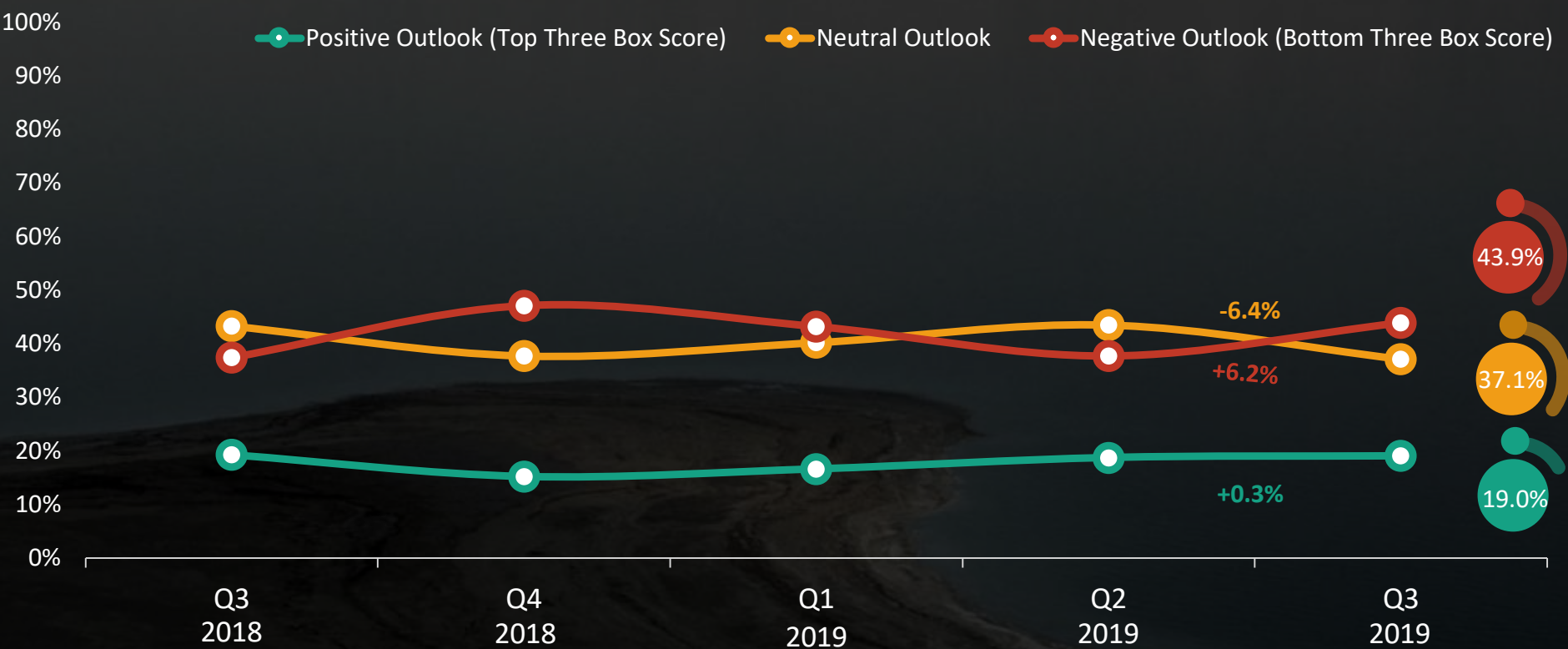




Sentiments Towards the Current Government

Confidence in the Government's Role

Q: How confident are you on a scale of 1 to 10, where 1 is not confident at all and 10 is extremely confident, with the government's overall ability to improve the situation in Jordan?



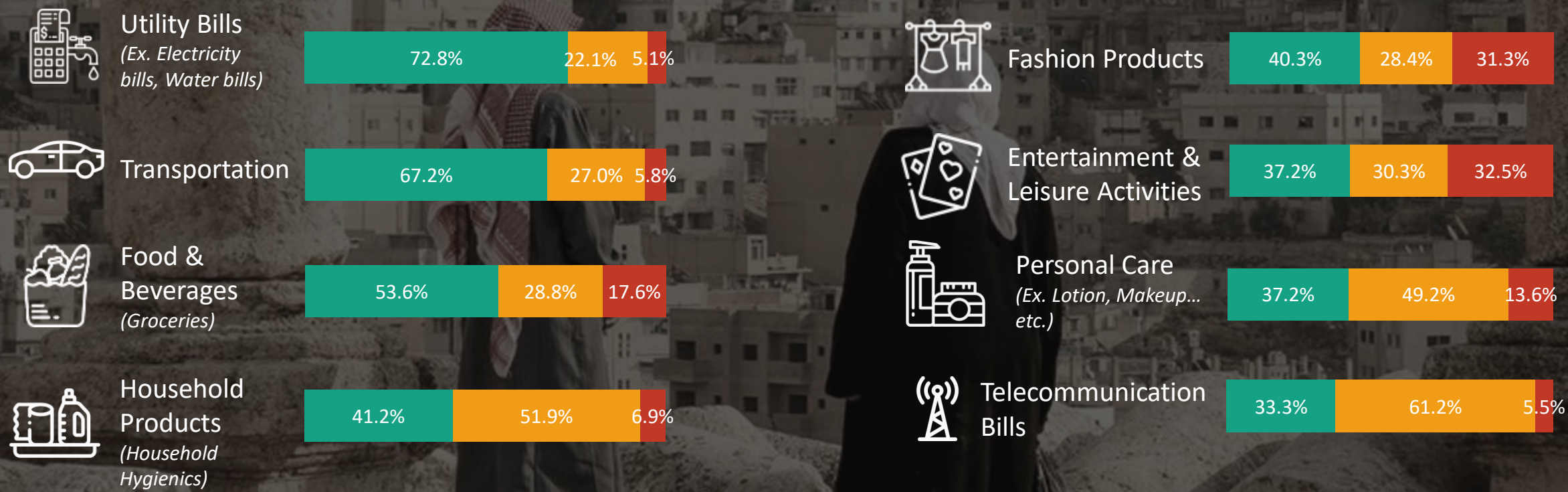


Personal Financial Situation

Jordanian Spending

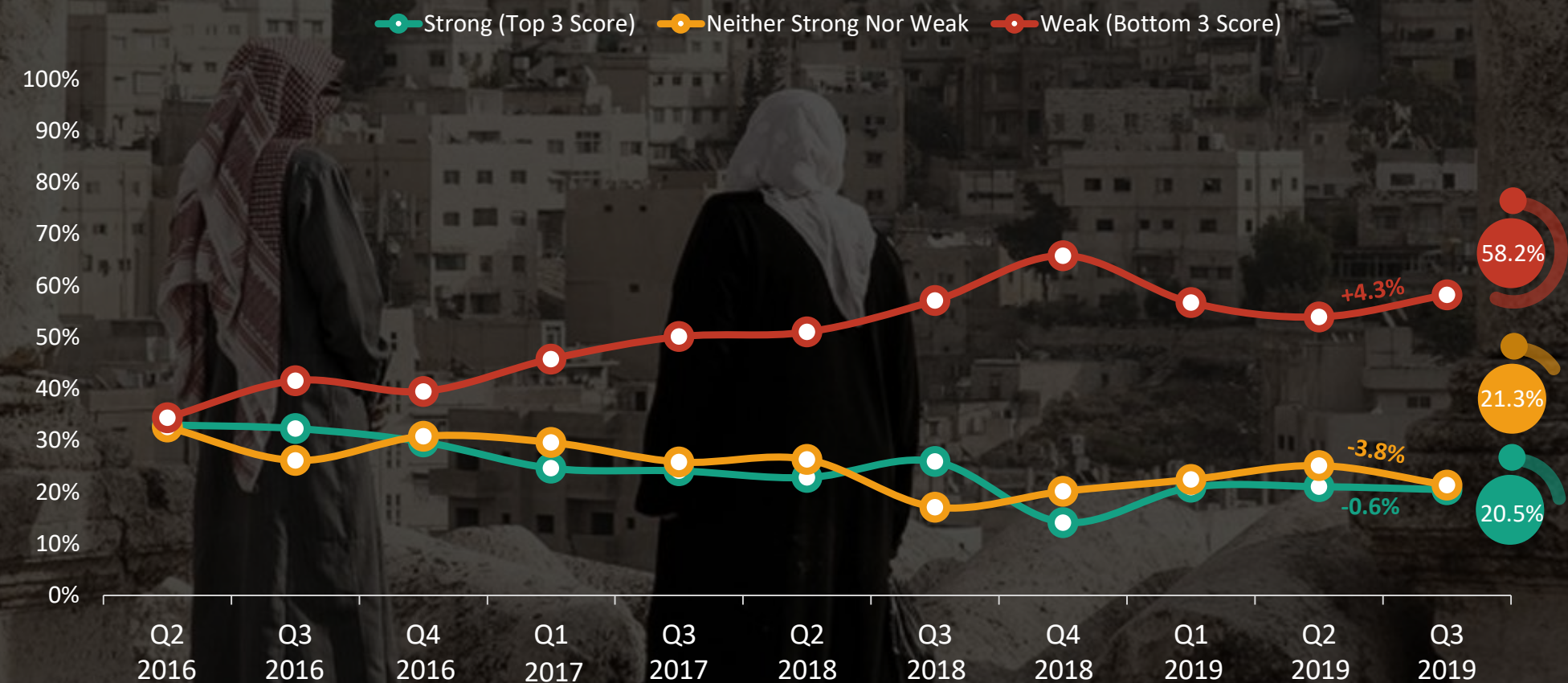
Q: Compared to 12 months ago, has your expenditure on the below increased, decreased or stayed the same?

■ Increased ■ Stayed The Same ■ Decreased



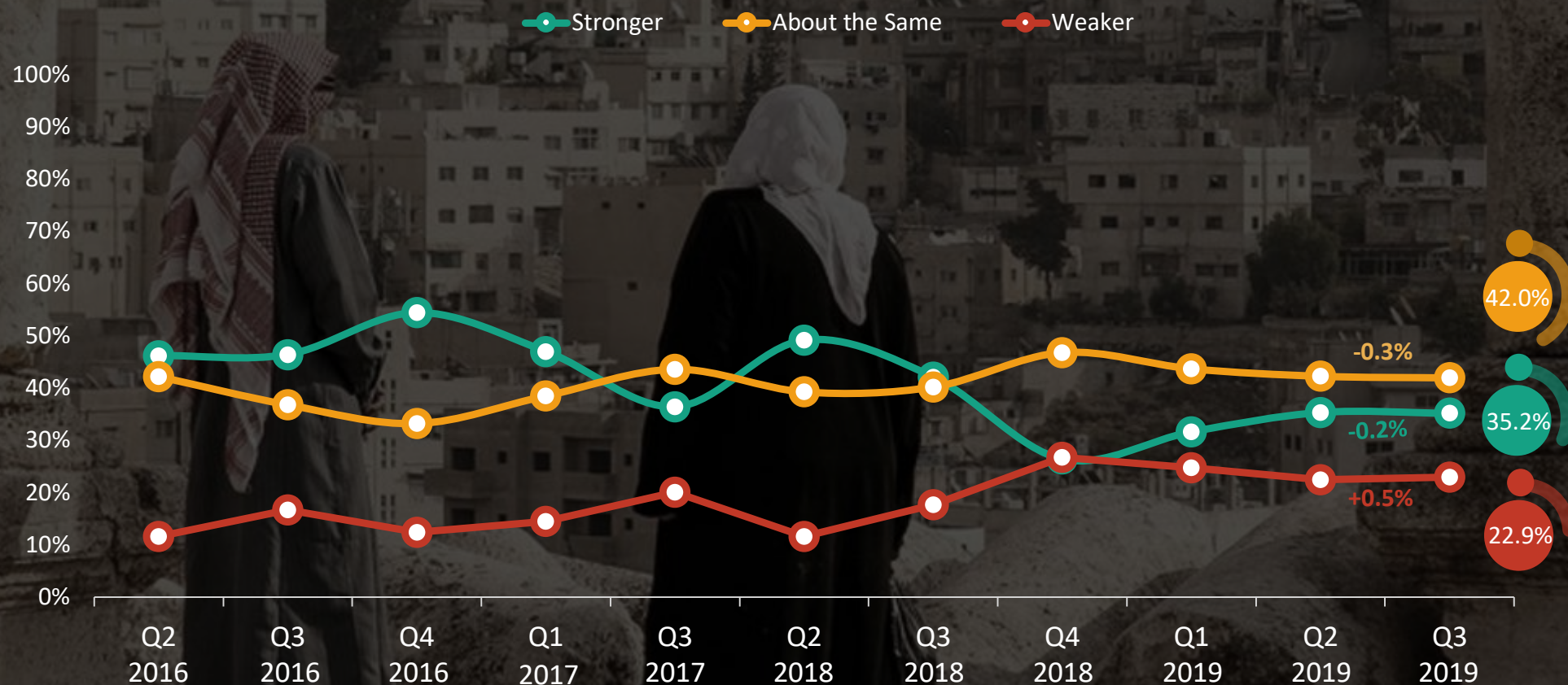
Current Personal Financial Situation

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.



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 than it is now?





Jordan's Economic Situation

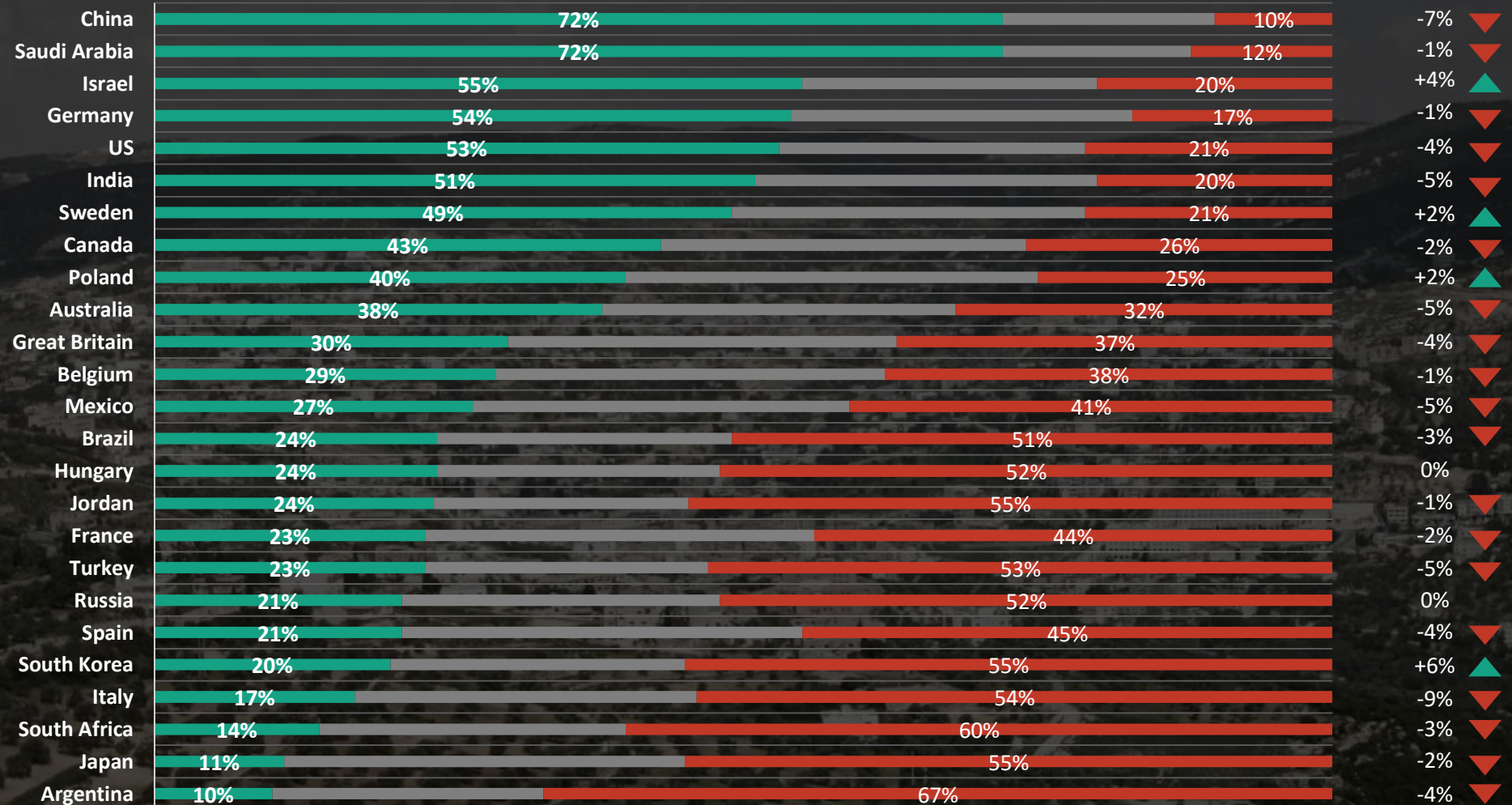
Current State of the Economy

Global Comparison

Q: Now 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.

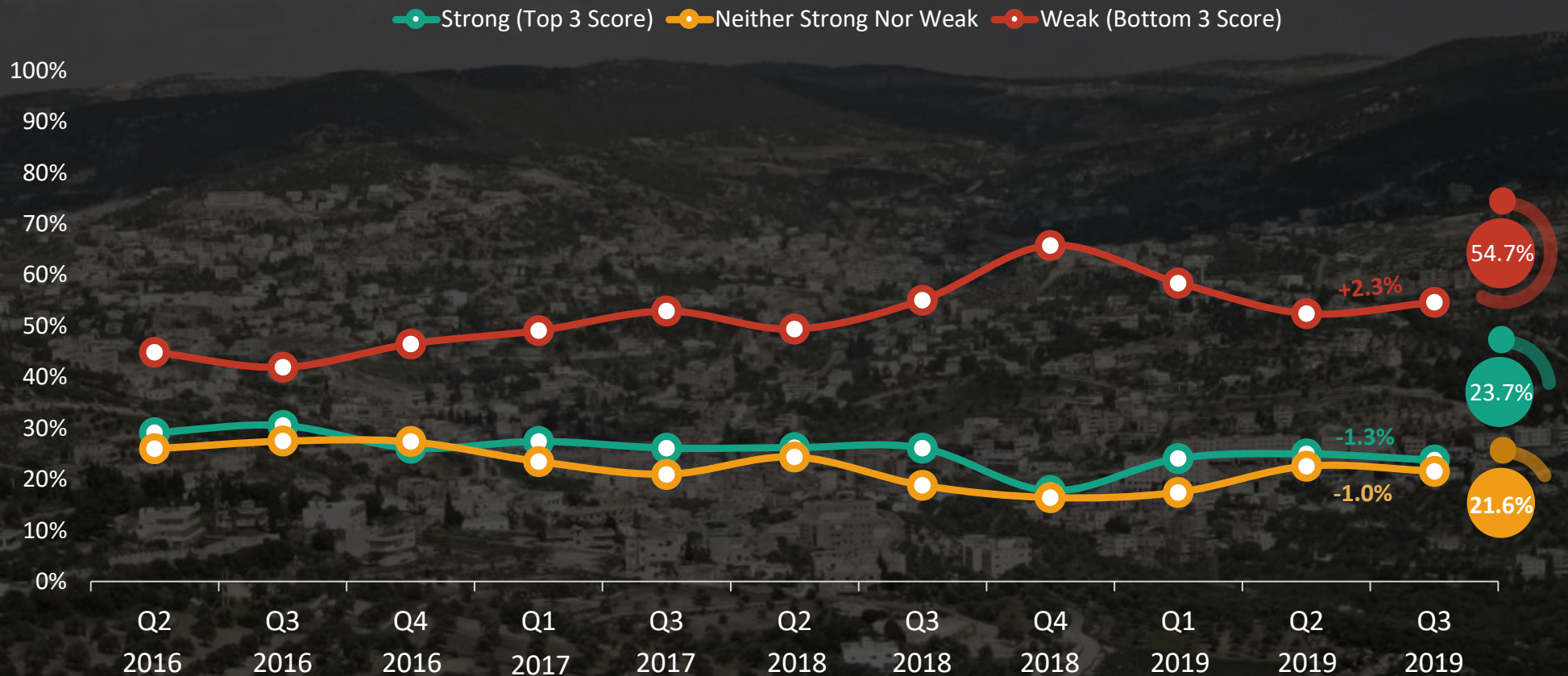
■ Positive Outlook (Top 3 Box Score) ■ Neutral Outlook ■ Negative Outlook (Bottom 3 Box Score)

Compared to the Positive Results of Q2,19



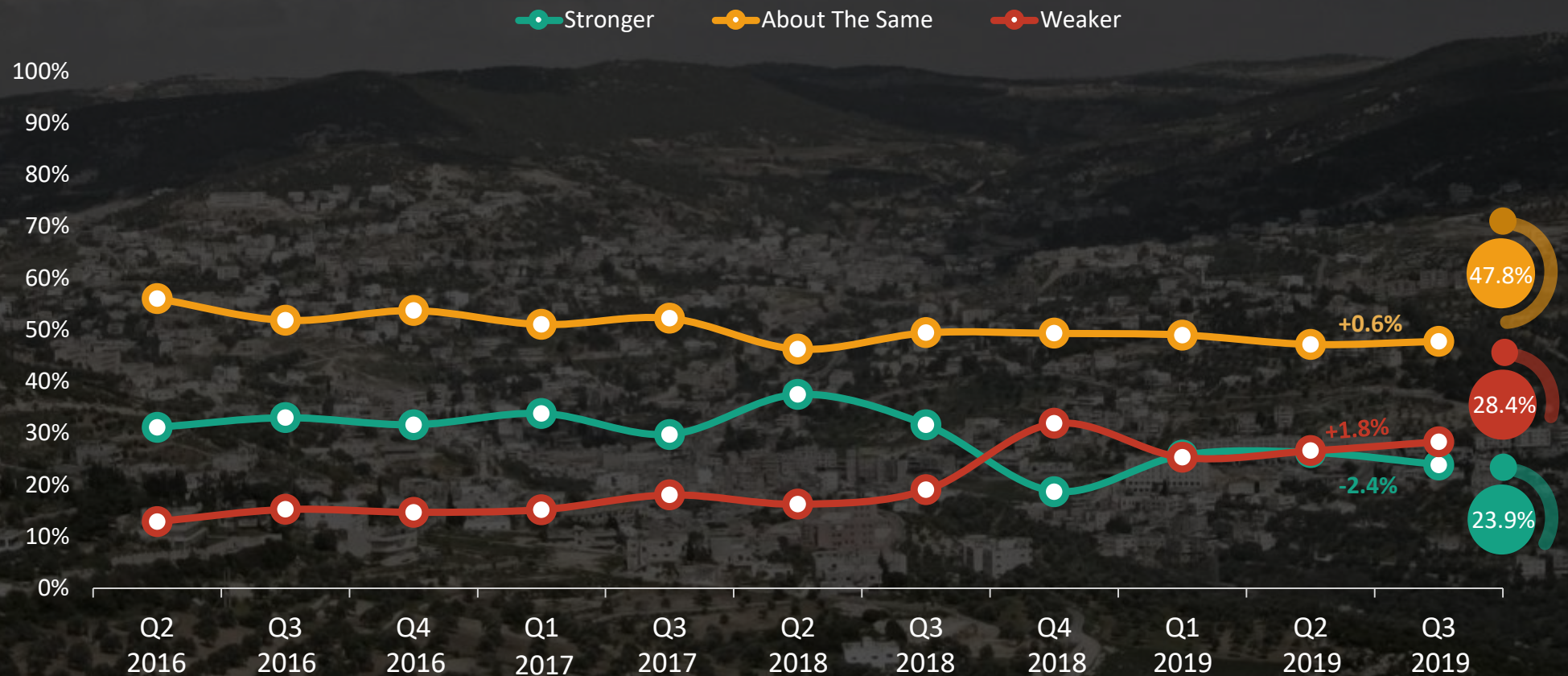
Current State of the Economy

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Future State of the Economy

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



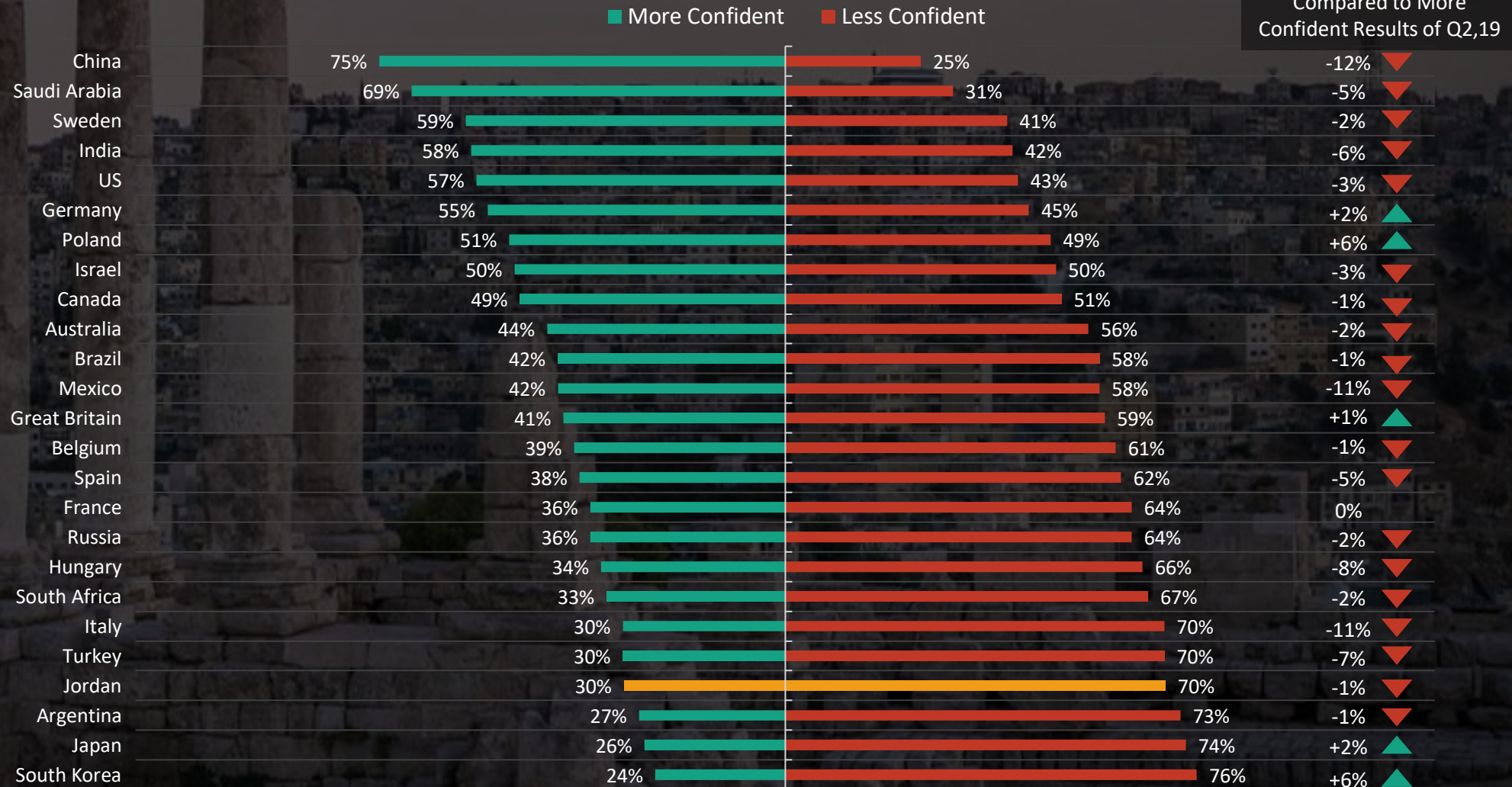


Employment

Job Security

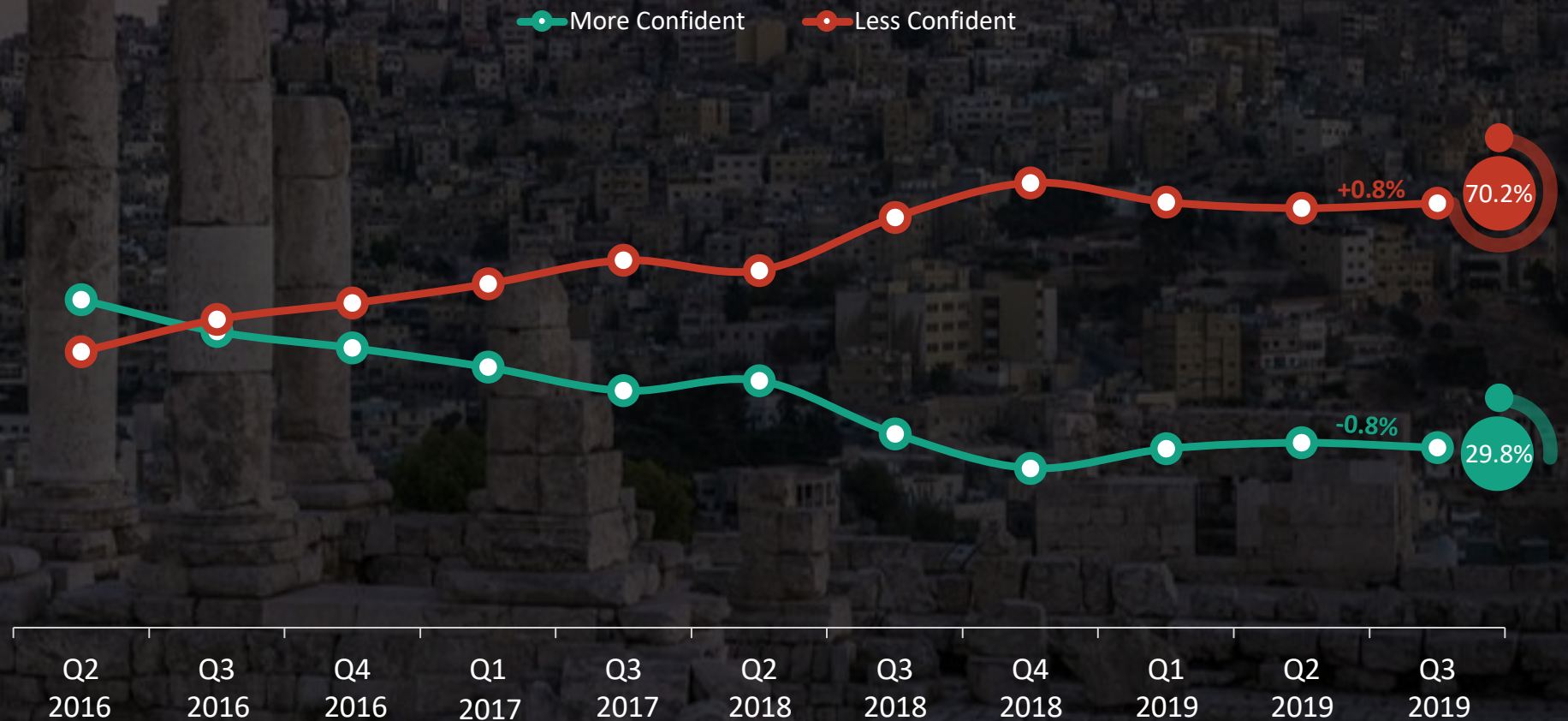
Global Comparison

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?



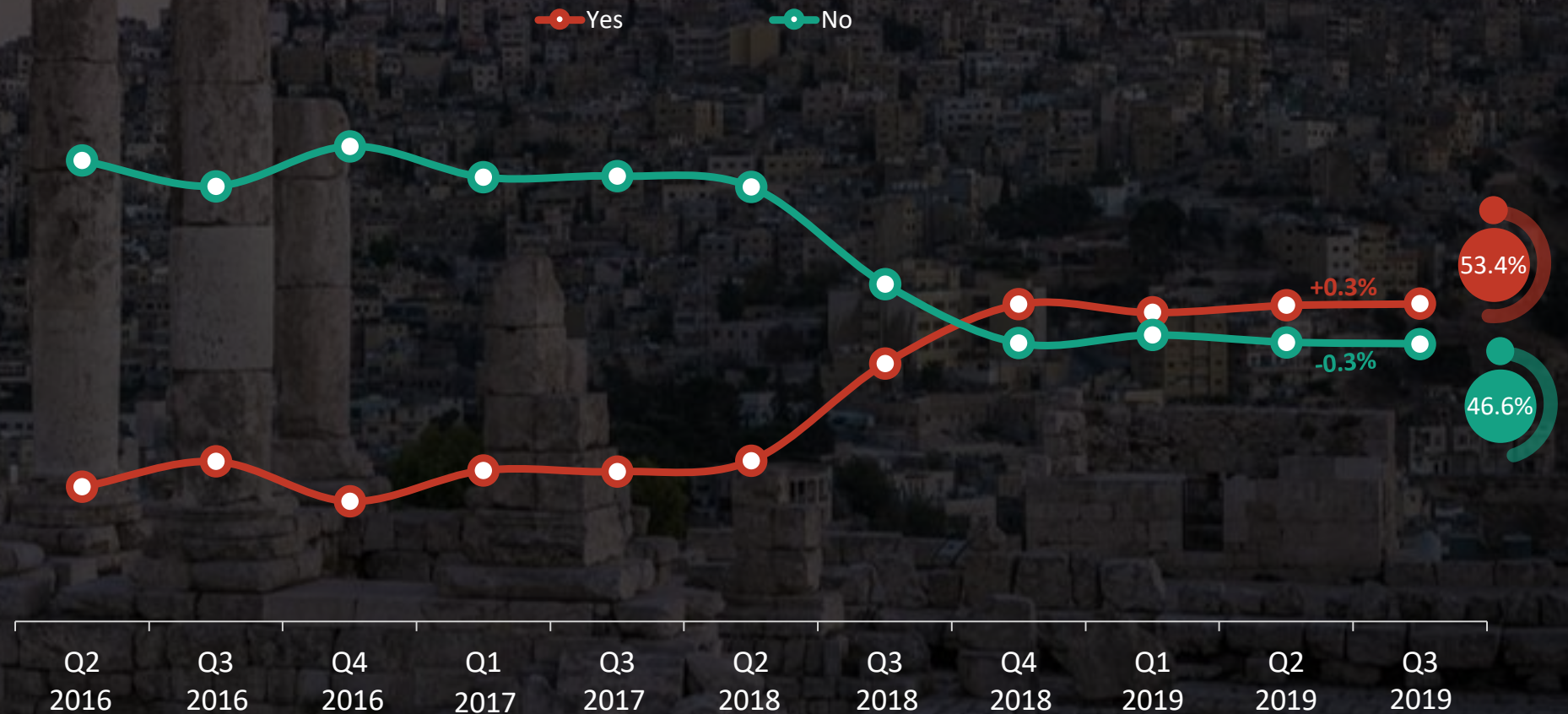
Job Security

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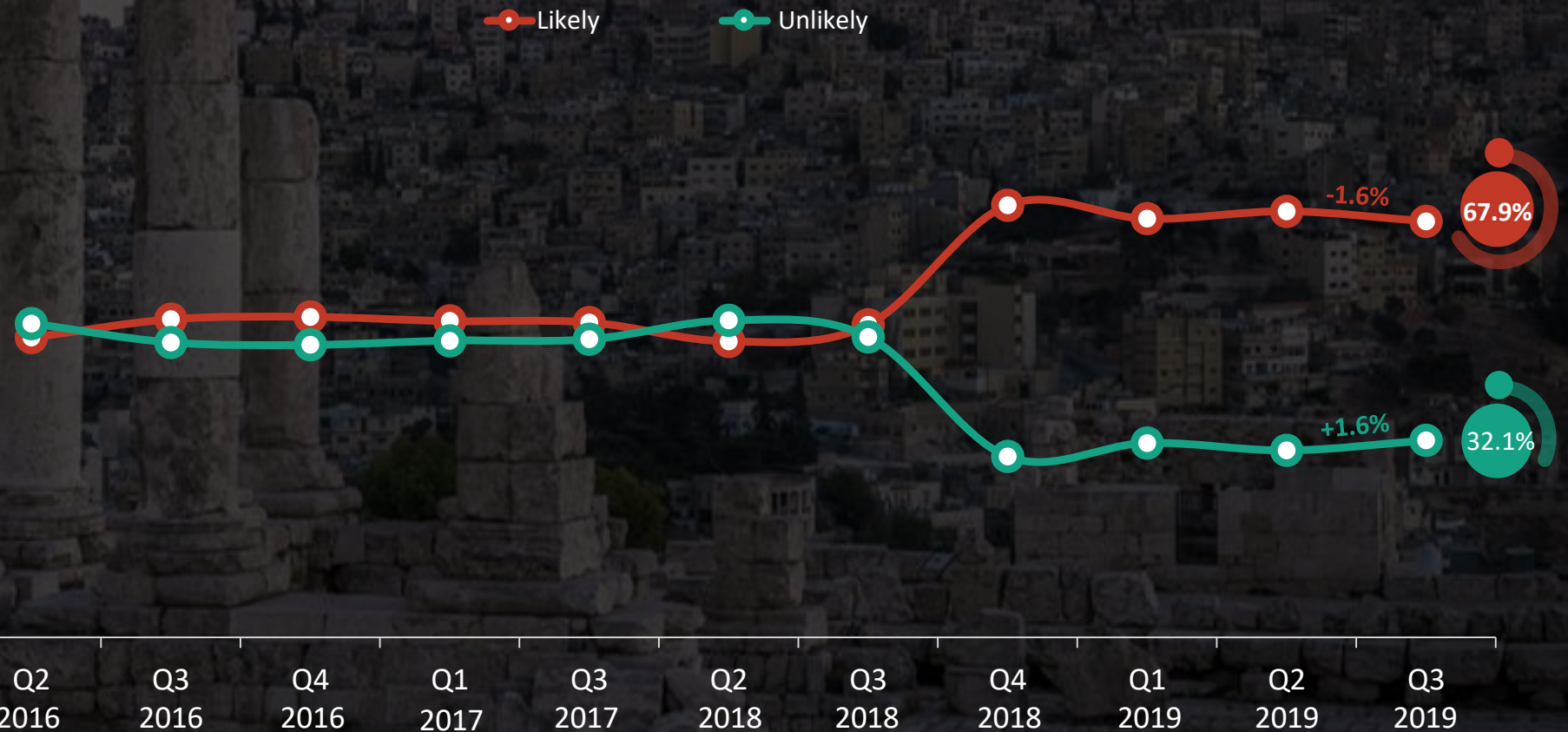
Job Losses in the Past Six Months

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 Six 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?



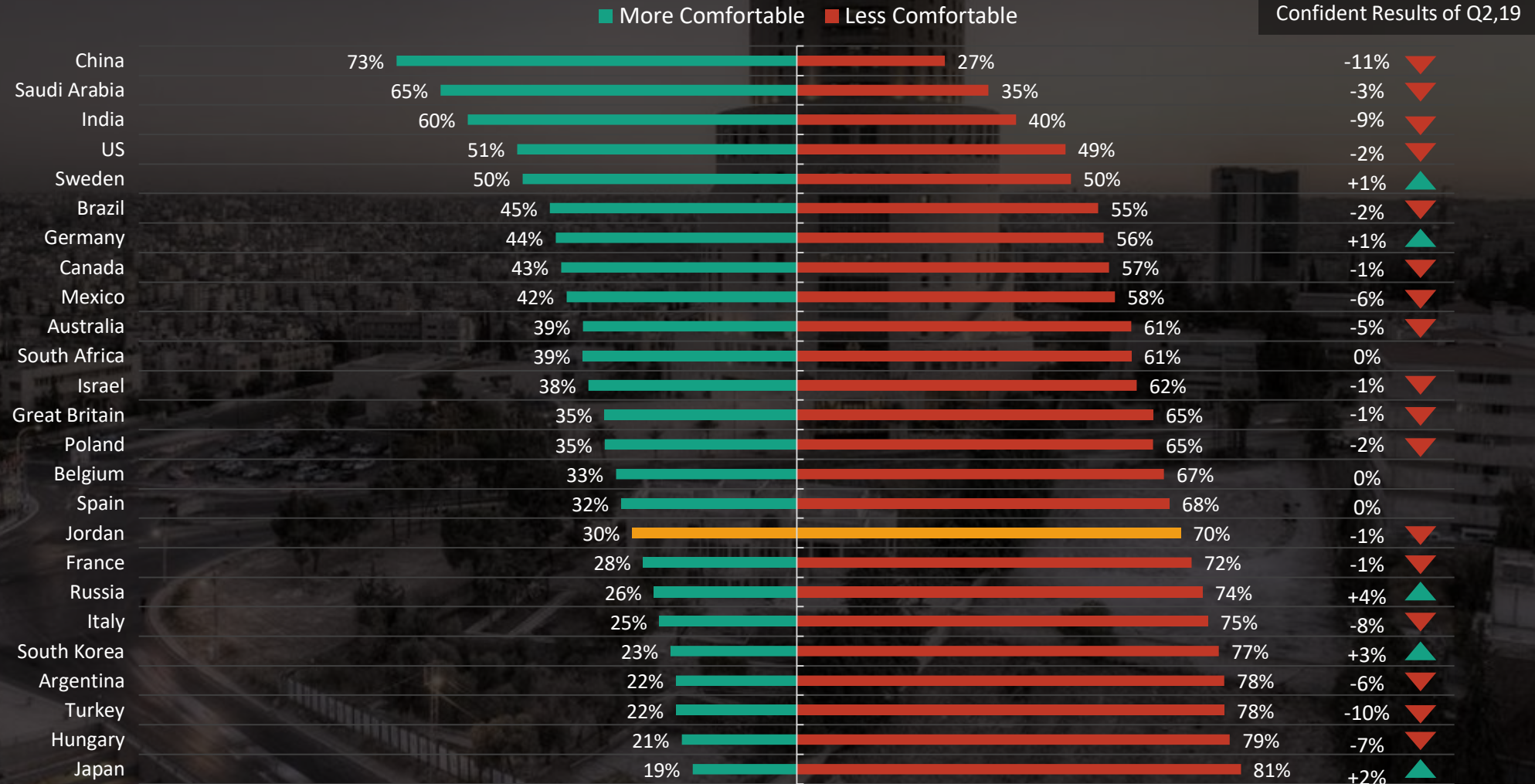


Investment Climate

Ability to Invest in The Future

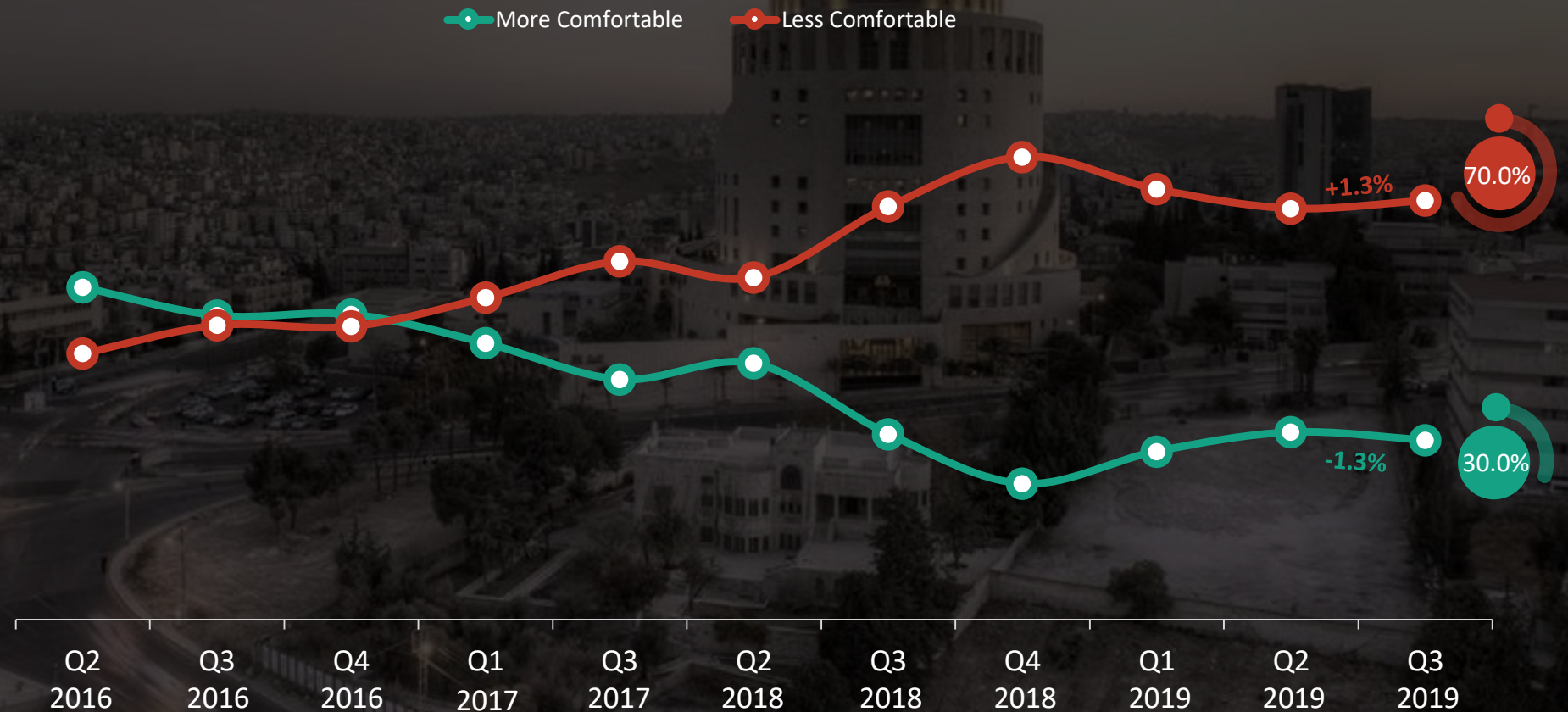
Global Comparison

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



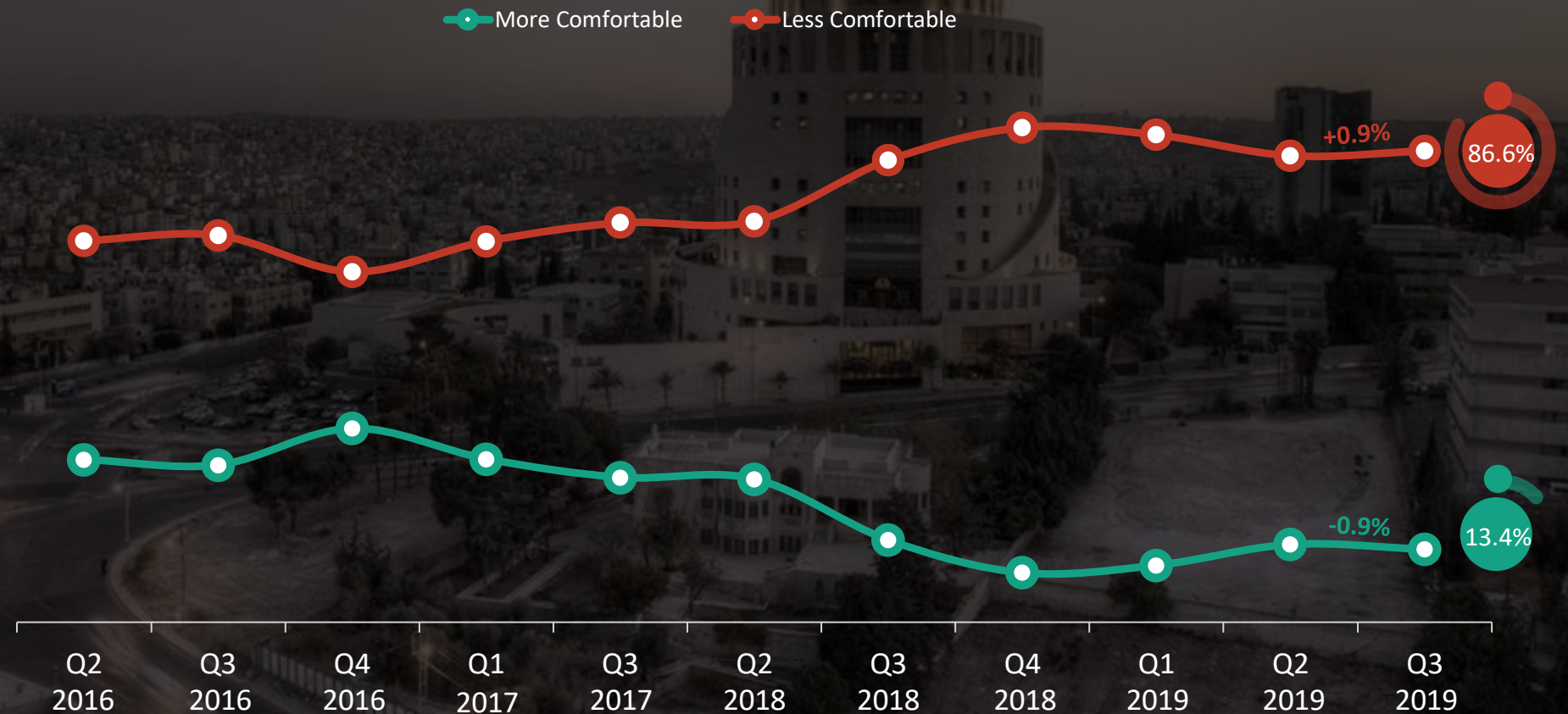
Ability to Invest in The Future

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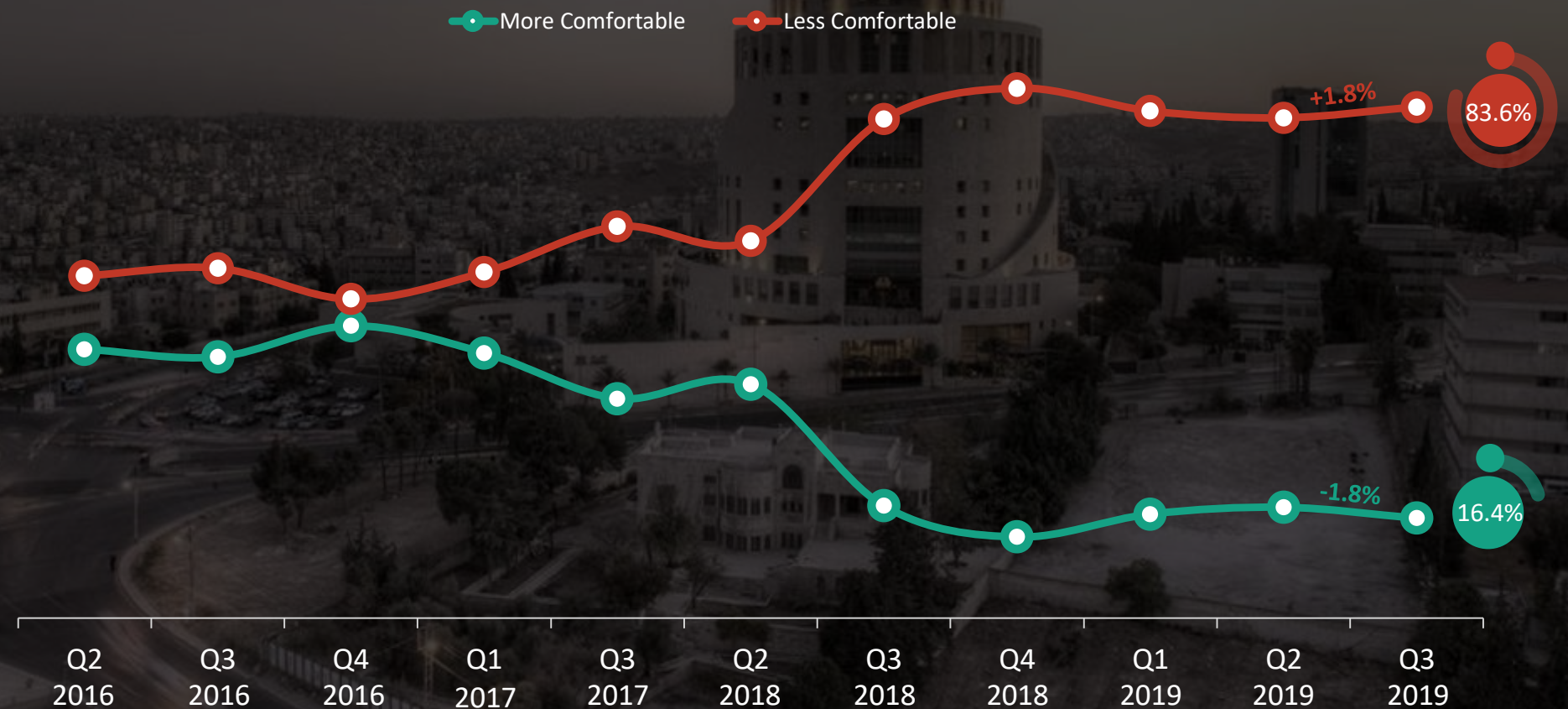
Ability to Make a Major Purchase

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?

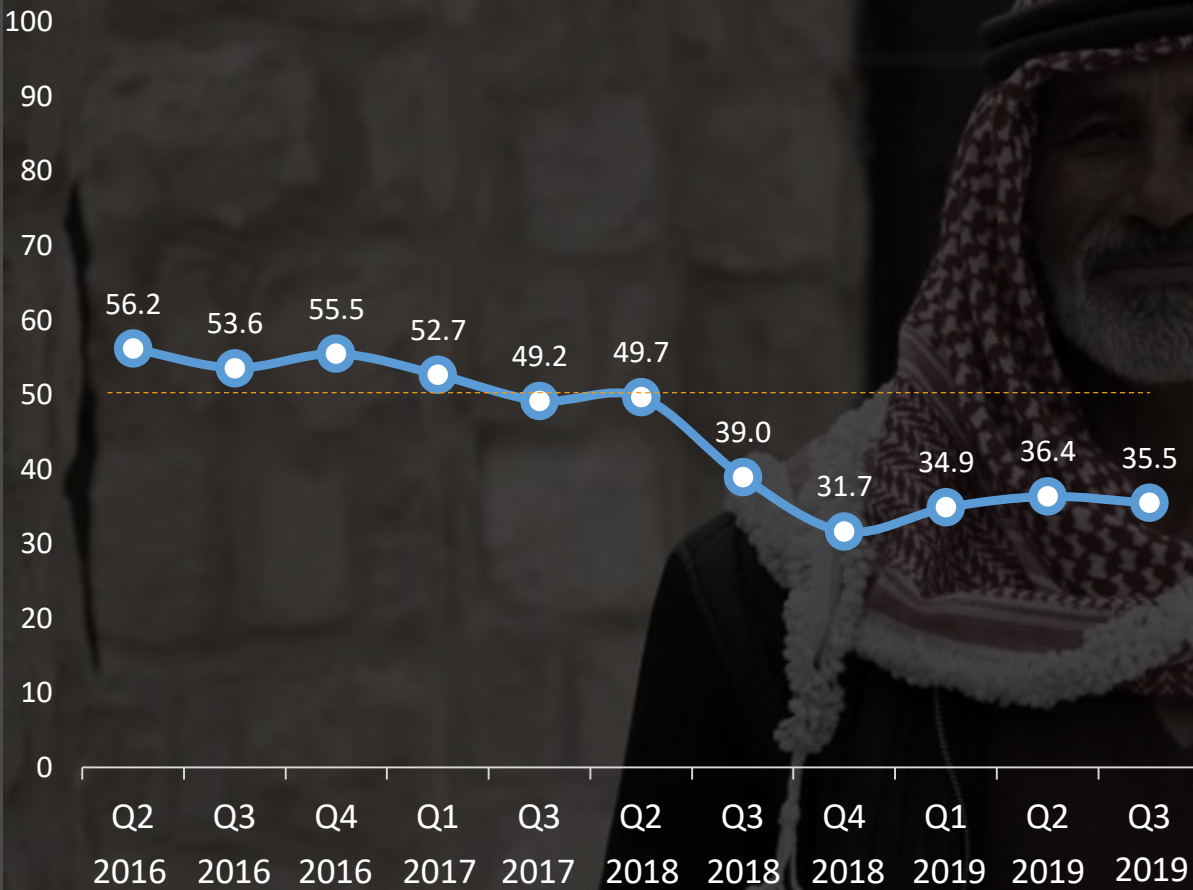


JCSI Deep Dive

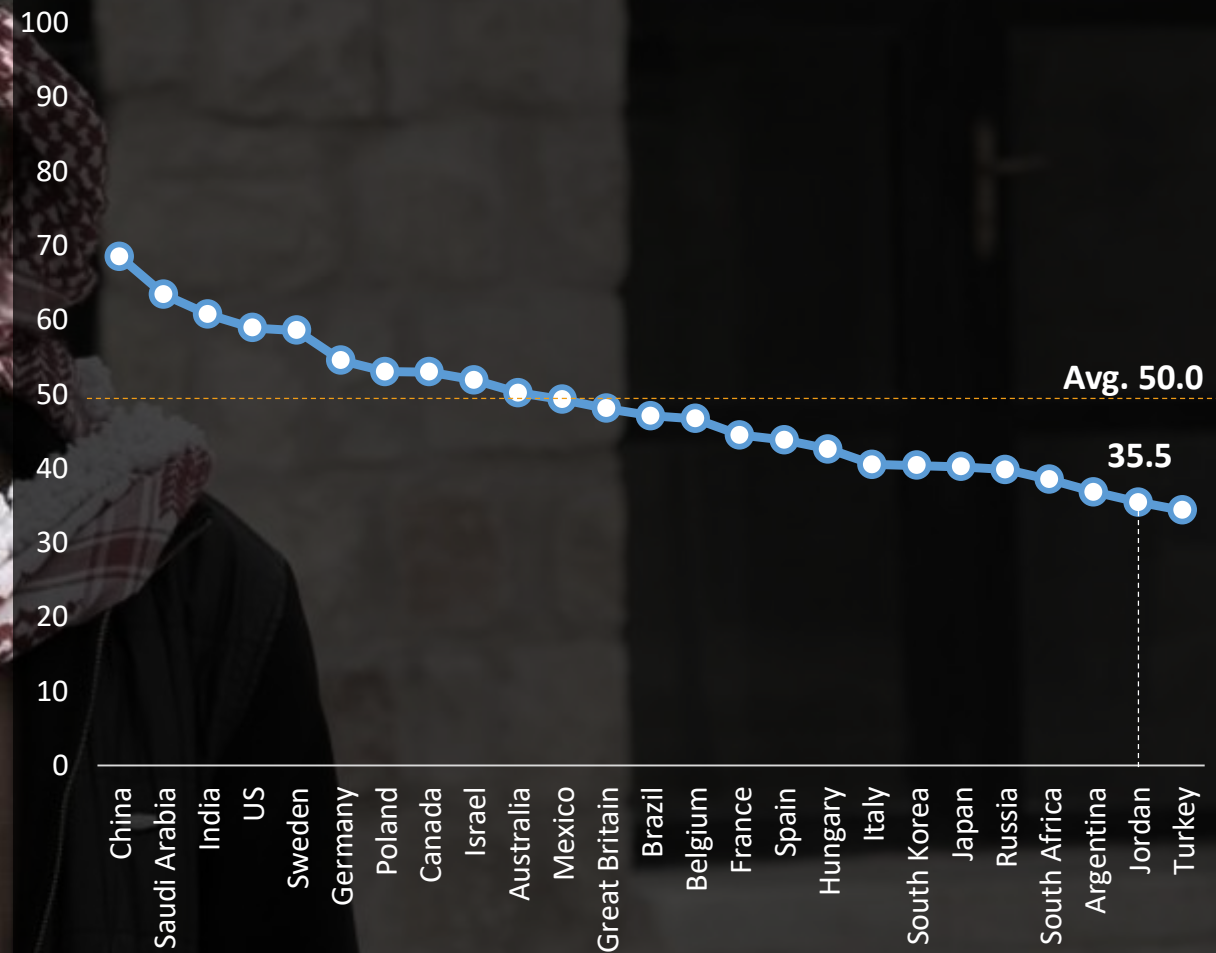


Overall JCSI

JCSI- Trending



JCSI- Global Comparison

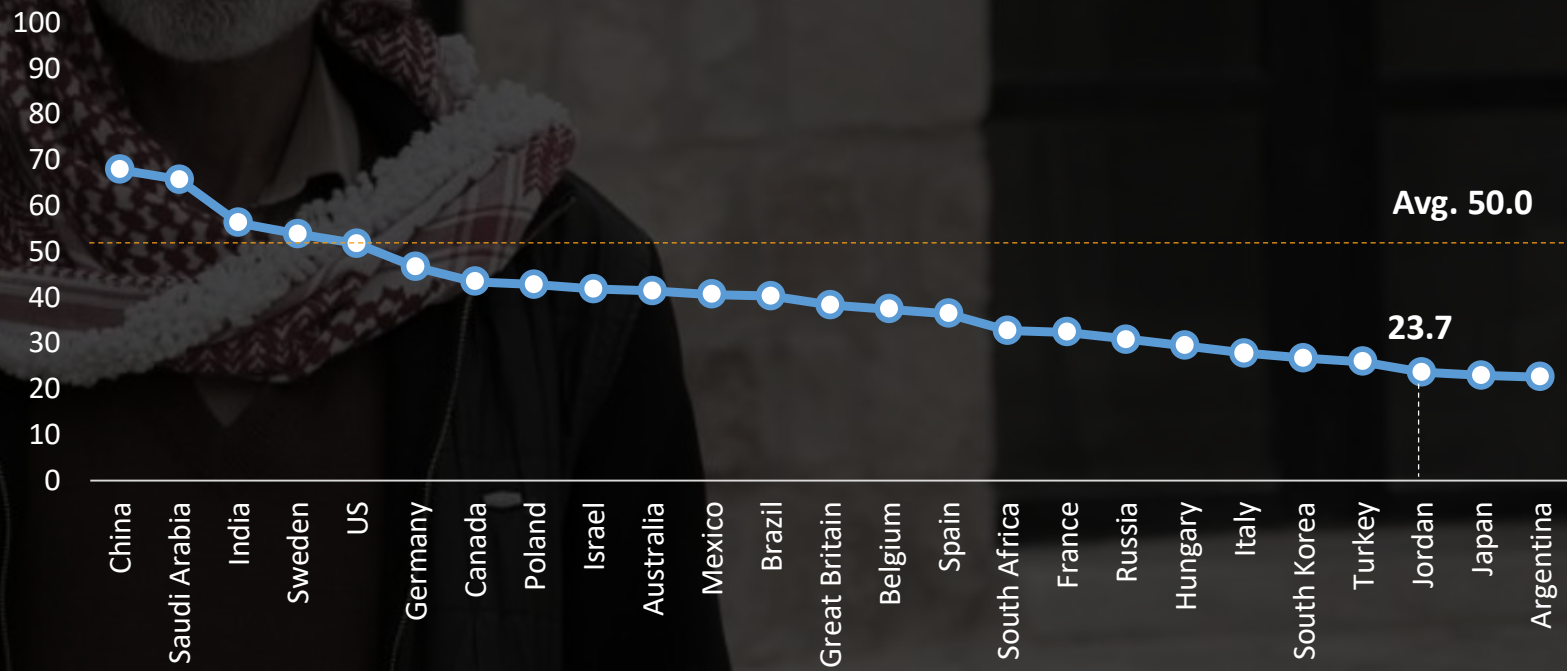
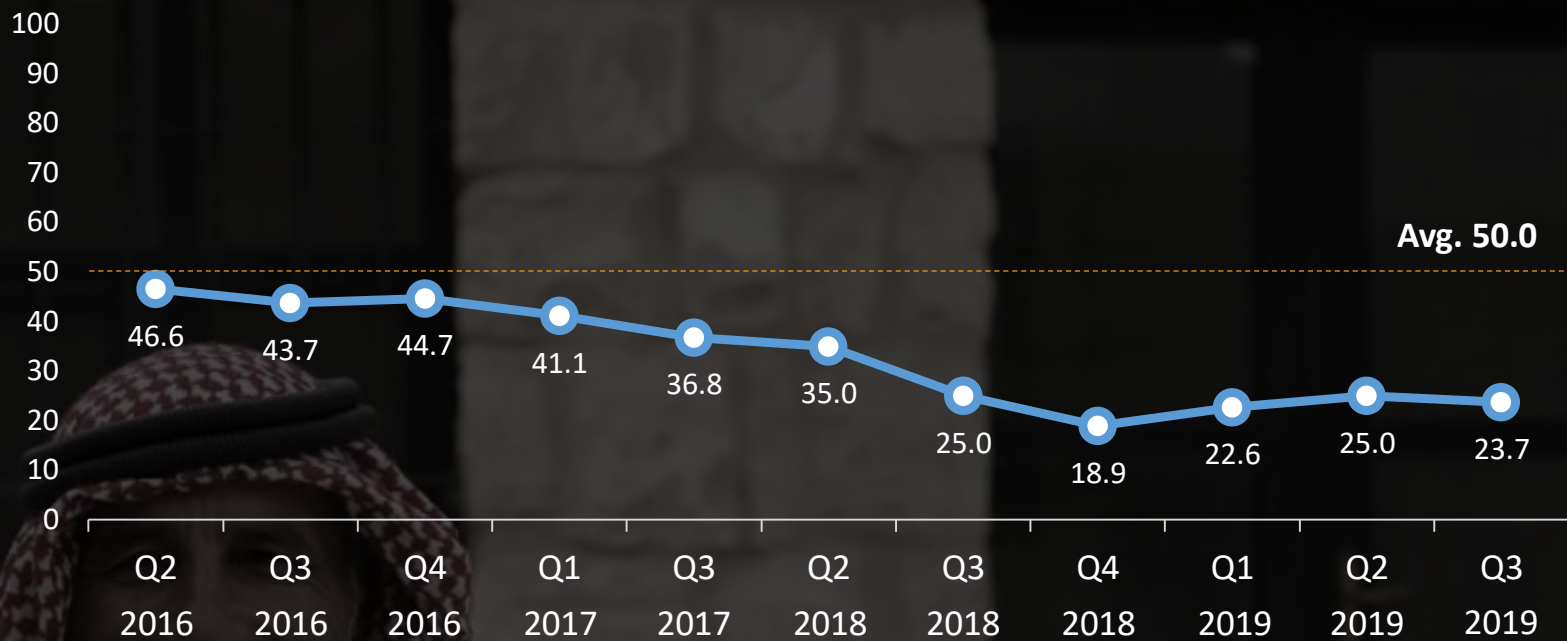




JCSI Personal Financial Conditions

This quarter's index on financial conditions has seen a 1.3 decrease in comparison to last quarter. This decrease hasn't affected Jordan's overall position when compared to other countries, as there is a general decrease witnessed across countries in people's financial sentiment when compared to last quarter.

1. Compared to 6 months ago, are you NOW more or less comfortable making other household purchases?
2. Compared to 6 months ago, are you NOW more or less comfortable making a major purchase, like a home or car?
3. 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?
4. 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?
5. 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.
6. 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.

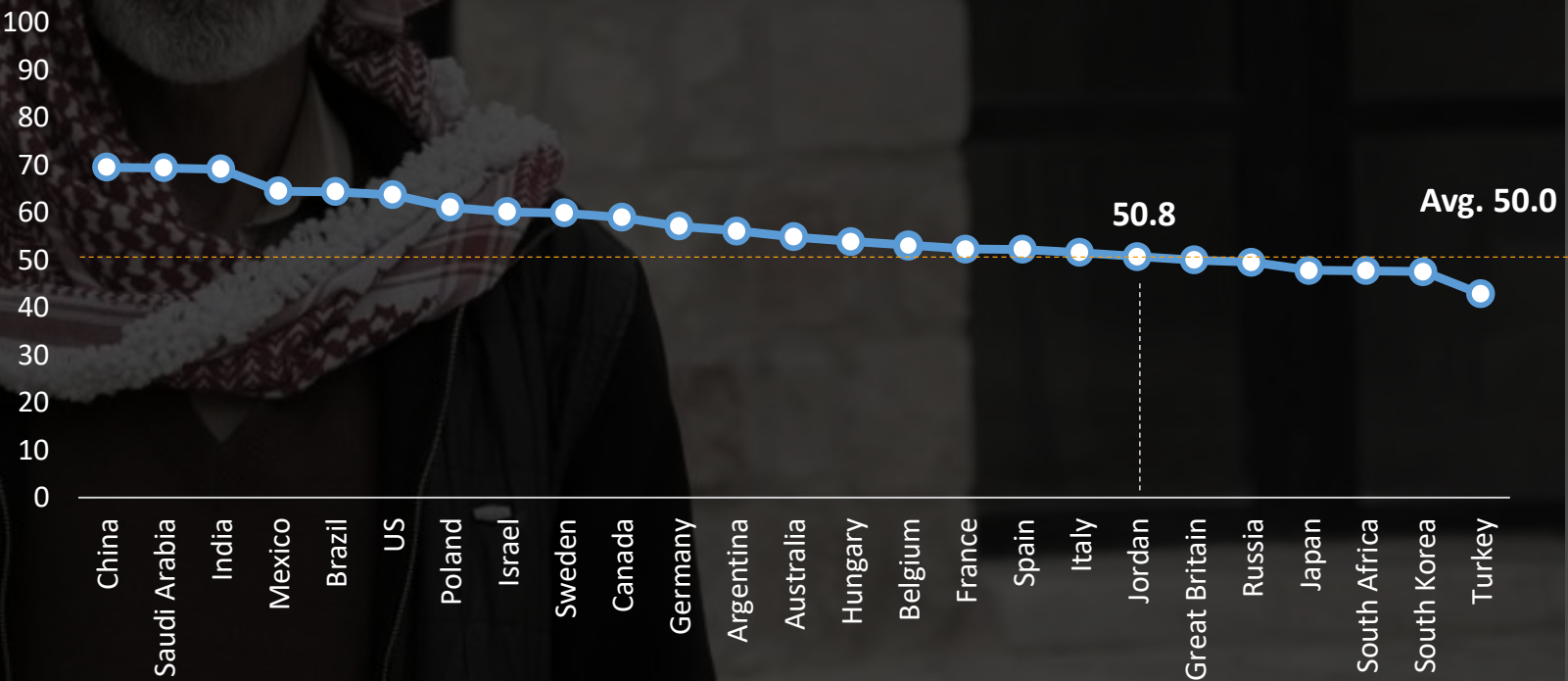
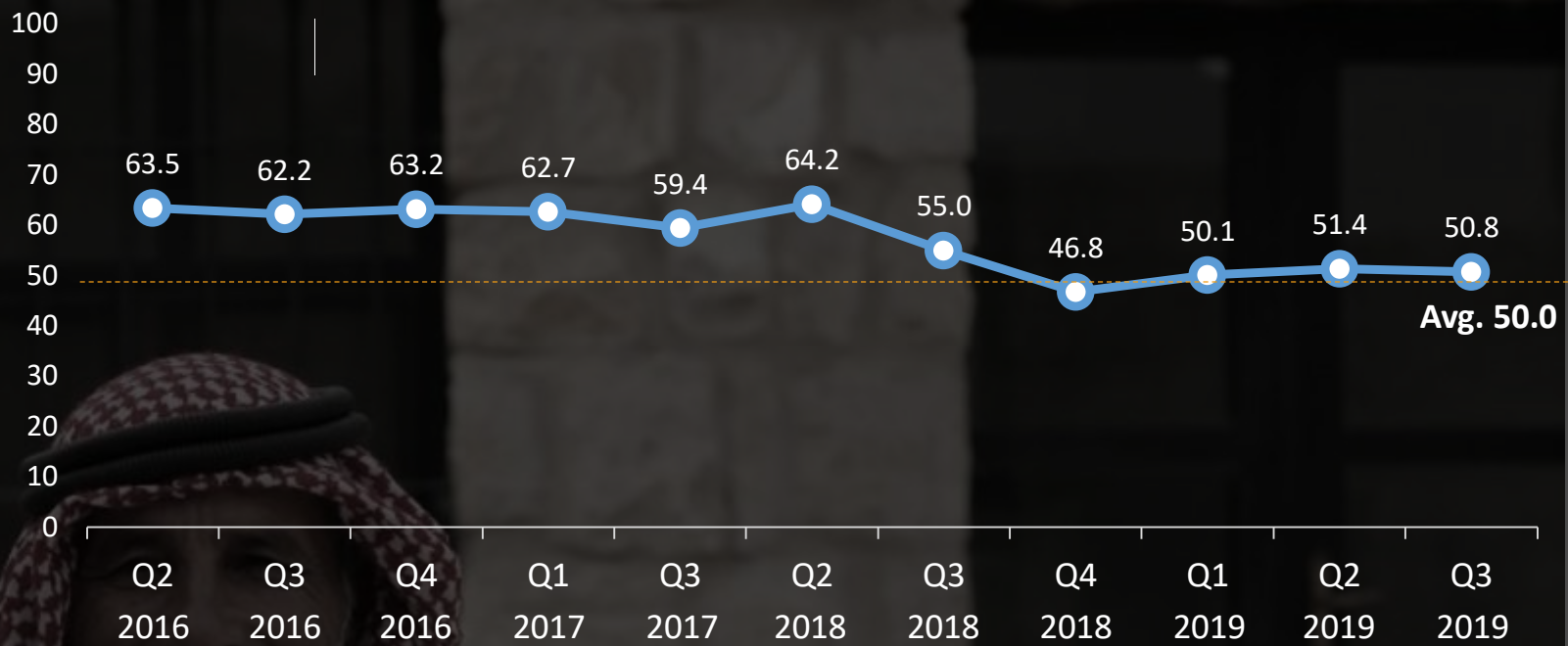




JCSI Economic Expectations

Jordanians' expectations regarding their country's economy have also been less positive this quarter. Their negativity has repositioned Jordan to be the 19th country (down from the 20th) out of 25 countries.

1. 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?
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. 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?

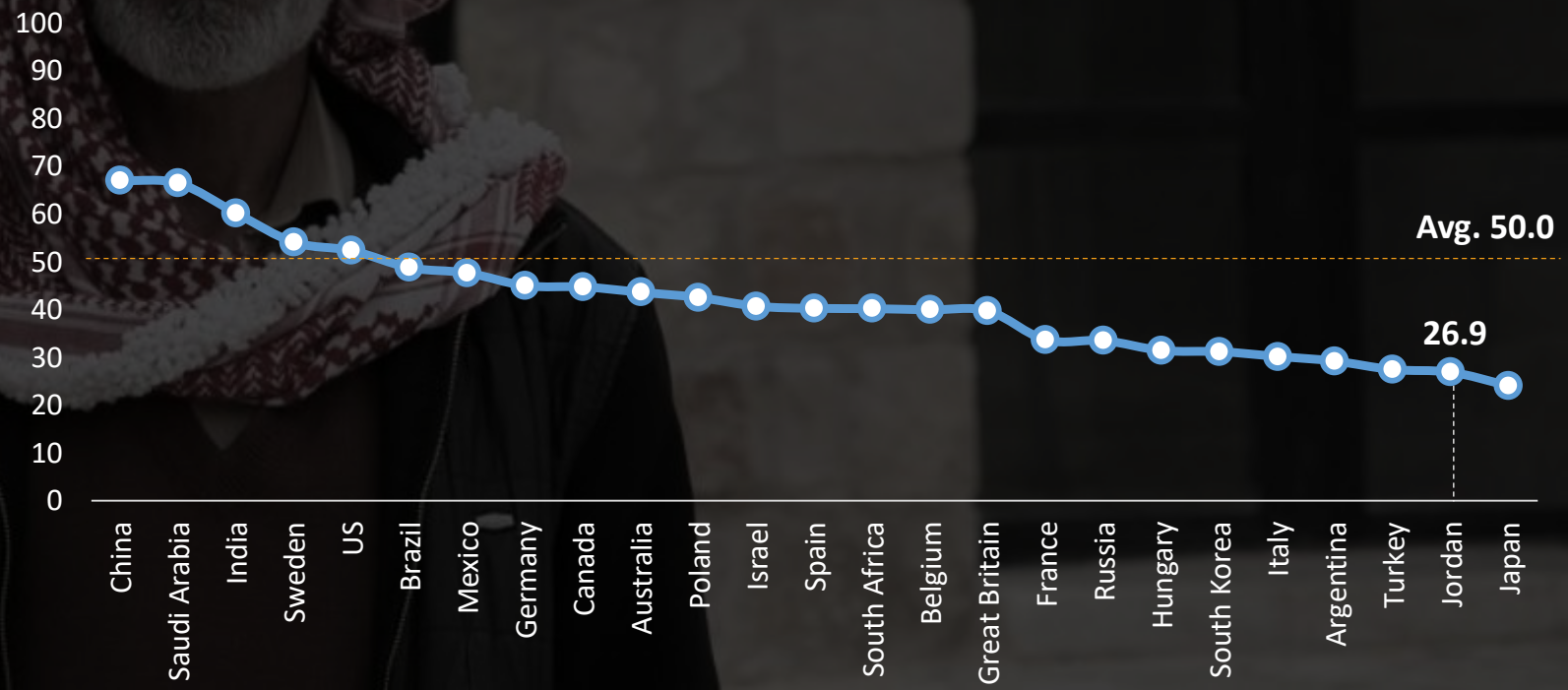
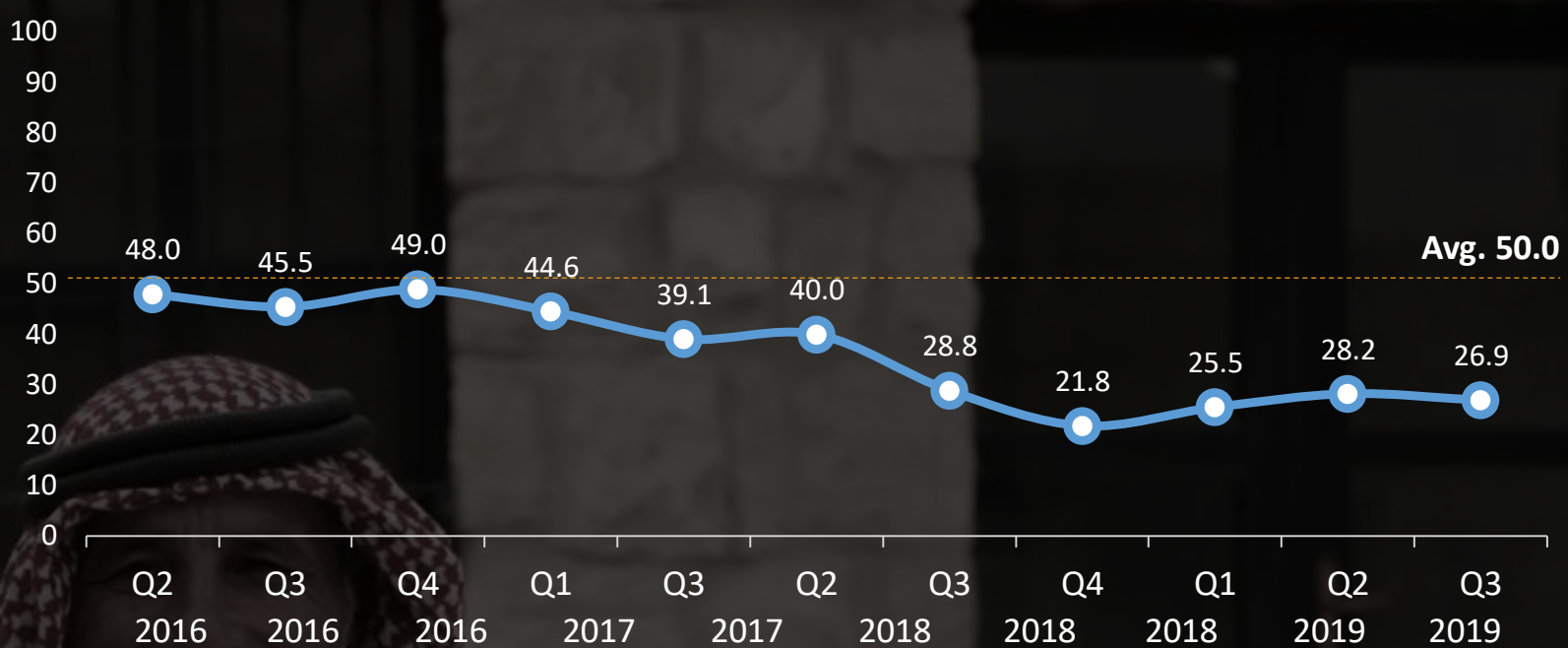




JCSI Investment Climate

Jordanians' positivity towards their ability to invest has decreased this quarter, resulting in a decrease of 1.3 in the third quarter.

1. Compared to 6 months ago, are you NOW more or less comfortable making a major purchase, like a home or car?
2. Compared to 6 months ago, are you NOW more or less comfortable making other household purchases?
3. 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?
4. 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.
5. 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?

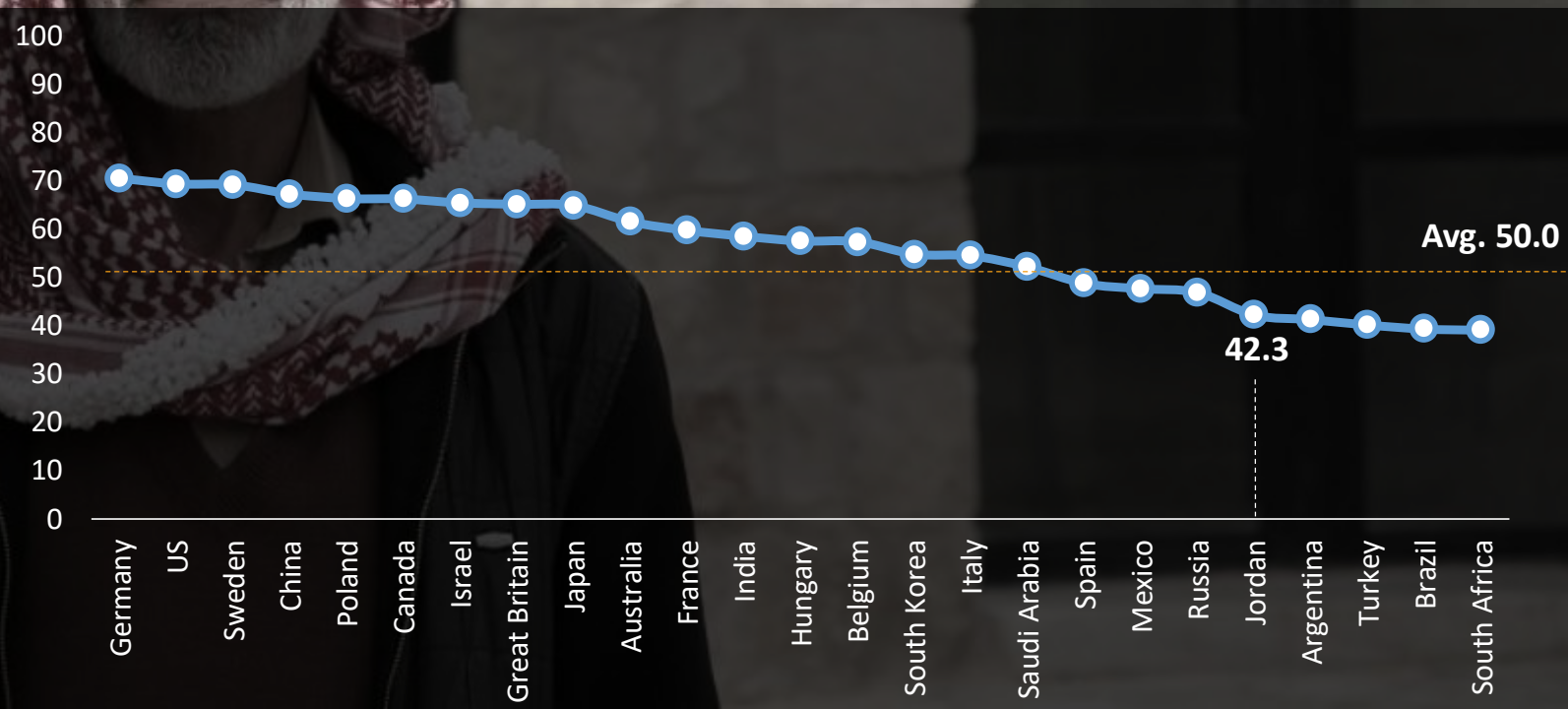
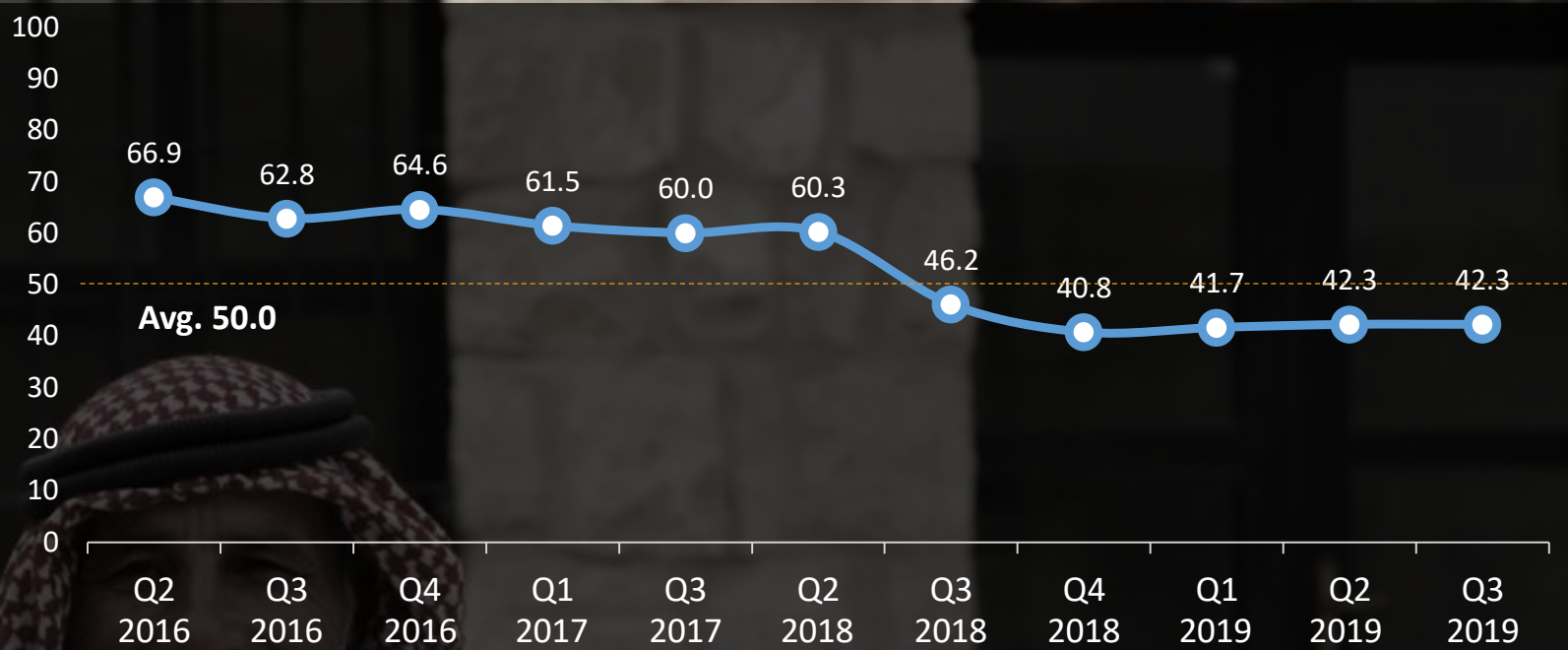




JCSI Employment Confidence

The employment index has also not seen any improvements in comparison to other indices this quarter. But this stagnation had a positive effect on Jordan's position in comparison to last wave, as many countries witnessed a deterioration across this index.

1. 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?
2. 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?
3. 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?



JCSI Methodology



JCSI Methodology

Methodology – Computer Assisted Telephone Interviews (CATI)

Sample Size – 1000 Respondents

Age – 18 years old and above

Sample Criteria – Nationally Representative Sample of Jordanians

The JCSI 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: $\text{Importance} \times (\text{Top Box Wt} \times \text{Top Box \%}) - (\text{Bottom Box Wt} \times \text{Bottom box \%})$.

Social Listening



WE ARE LIVING IN A NEW **DIGITAL ERA**



44 Zettabytes

(44 e¹⁰ TB) of data is
expected to exist by 2020*



9 in 10

of internet users
in Jordan are on
social media**



The Social Landscape

with the data explosions
and the connected world
we live in, the importance
of understanding and
capturing people's voices
on the web is imperative
for decision makers

* Jeff Desjardins, World Economic Forum, How much data is generated each day? April 2019

** Ipsos Tech Tracker 2018

As such, Ipsos has
incorporated social listening
into this Quarter's Edition...

...because in order to understand
the overall consumer sentiment,
we cannot forego the **Jordanian
social landscape**

IDENTIFY
TRENDING TOPICS

DETERMINE **UNDERLYING
EMOTIONS**

MEASURE **TOPIC
ASSOCIATIONS**

Methodology

- The Tool: Ipsos' Synthesio
- Region: Jordan
- Scope of Topics: economical and societal concerns and events
- Information sources: news websites, forums, blogs, open accounts and public groups on social sites, ...
- Timeline: 1st July 2019 – 31st September 2019
- Our SIA tool adheres to GDPR guidelines which inhibit the access to personally identified data, including private profiles. All the data that is analyzed by SIA platforms only cover public pages and accounts

217,159

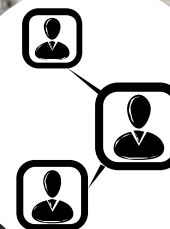
Public Posts Analyzed



89%
Facebook



10%
Twitter



1%
Other

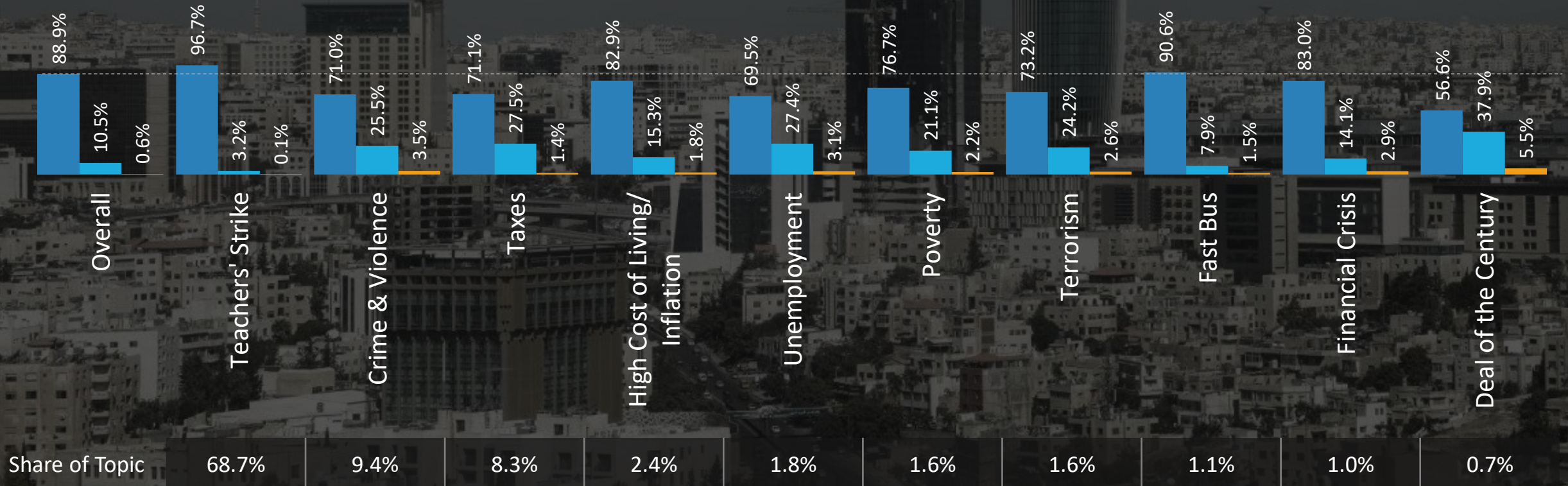
Period July 1st to September 31st



On which Social Media Platform are Topics Being Discussed

Period July 1st to September 31st

Facebook Twitter Other





Trending Topics- Teachers' Strike

Jordanians' Stance On the Web

Period: July 1st to September 31st

With Teachers,
Against Strike

3.7%

Completely
Against Strike

10.5%

Neutral

6.3%

#مع_المعلم

79.5%

With Teachers



A Glimpse of What Jordanians Said on the Web

With Teachers - 79.5%

Main Message

Teachers instrumental in raising future generations...

Within teachers rights...

“We're part of a time where we no longer rise for the teachers and are now evaluating them.. With all due respect to everyone but our stand is one of integrity and dignity.. And we are rightfully protesting... and stop speaking nonsense, you keep talking about the curriculum and how we'll finish it... since when do parents care about the curriculum... give the bread to the baker and stop talking about what you don't know... everyone is responsible for their role in this life... we're not backing down and not giving up”

“All the thanks to the educated parents who are standing with the teacher, they're a role model for their children”

“With the teacher, heart and mold”

“The teacher is treated unfairly”

“I fully support the teachers and won't send my kids to school tomorrow, I'm with the teachers all the way until they get their rights”

“With the teacher, don't back down and they'll have no choice but to give you your rights, don't discuss because that's useless, you're rights will vanish, teachers are the most deserving”

“We're with you, exceptional teachers should be rewarded, but this raise won't make the teacher's salary wow, only to make ends meet because even with the raise they're salaries will remain low”

“I'm with the teachers until they get all their rights”

“Against the abolishment of corruption, the teacher is a candle that burns to light the way #With_Teachers”

“I'm with the teachers until they get their raise and an apology from the government, until the end, as teachers raise our children”

“All the commentators are against the teachers but if you were a teacher, or your wife, or brother, or anyone who matters to you was a teacher, then your stance will be different...! I swear to God! #Selfish(مصلحي)_Society!”

*Above statements are actual verbatims on social media posted on public pages

*These Verbatims were translated from Arabic to English

A Glimpse of What Jordanians Said on the Web

With Teachers Against Strike – 3.7%

Main Message

Consider the students...

Dialogue should be your weapon...

“ Dear respectful teachers and those who love goodness, I'm a parent and have three students, my family, neighbors and friends are teachers... and we're all with you and don't disagree with you and your demands, but at the end of the day we're all family.... but we have to cooperate and find solutions for the benefit of our children and continue to fight for your demands ”

“ We're with the teachers to get their rights. But, not in this way, our children have been harmed ”

“ We're with the teachers but through dialogue ”

“ Dialogue is better, our children are precious... our dignities are unified with the teacher, we're all with the teachers ”

“ So why didn't teachers protest after the school day on school grounds, why'd they put the students in front of the fire, the parents are with them but not like this, it's really sad and a waste of time ”

“ With the teacher, against the strike ”

“ Why should I get stuck for three hours on the road just to get to work and at the end I didn't even make it there, and what about the sick that couldn't get to the hospital because of the strike? Go on strike and ask for your rights, but don't inconvenience others, there are a lot of places in Amman tat you can have a strike in without harming anyone ## Amman is broken because of the teachers' strike ”

“ We want to learn, it's the students' rights to not have their semester wasted or placed between teachers and government without that meaning that they are against their teachers' rights. When teachers are asking for their rights they shouldn't forget their duties as it's the students' right to learn ”

*Above statements are actual verbatims on social media posted on public pages

*These Verbatims were translated from Arabic to English

A Glimpse of What Jordanians Said on the Web

Completely Against Strike - 10.5%

“ Strongly against the teacher because the money they're asking for can be used by the government to hire unemployed people and those who aren't able to afford to eat or build a life for themselves. And what's more important is that this raise will reflect badly on the rest of society because the treasury suffers from inflation, the prices will go up and the taxes on rent and oil and electricity and the reason will be the teachers, that's why we are against this raise ”

“ Every day there's a strike, you insult and demean yourself and demean teachers more and more, compromise a bit for the good of our children, I swear you're taking it too far ”

“ A word for all teachers... striking for your personal benefits at the cost of the students' benefit, we thought you were role models to follow but unfortunately you firstly lost your trustworthiness and secondly the students' faith in you, and if the minister of the teachers' union was up to it, he could've asked for a raise without resorting to a strike or loss of control ”

“ Save us from this absurdity, send anyone who wants to strike home ”

“ I'm against the teacher, you confused the students, are you happy? ”

“ In all honesty that teachers are taking this too far and the ministry as well, please solve this and let us go back to school, I feel really bad for the Tawjihi students especially, what should they do #With_Students ”

“ “ The priority for raises should be for military personnel that are stationed at the borders and are putting their lives in danger, not a teacher that's been sitting around for three months getting money from the government and then starts to strike when the schools started, why didn't they demand their rights during summer vacation, all of this is at the expense of the student ”

Main Message

Students right to education...

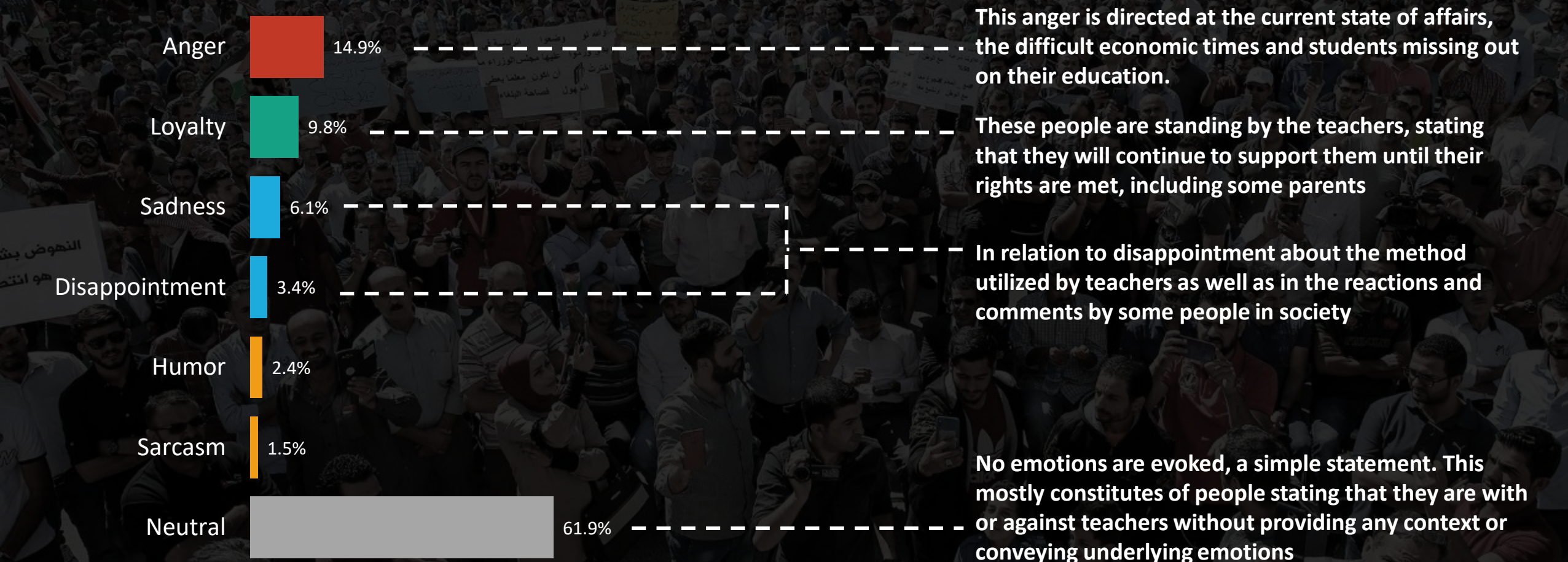
Disapproval on City Shut Down...

Demands are Unrightful...

*Above statements are actual verbatims on social media posted on public pages

*These Verbatims were translated from Arabic to English

Emotions Expressed



Jordanians are Associating The Strike with Different Concerns*



11.0%
Society

“In developed countries like Japan and Turkey, the teacher's salary is higher than the minister's salary because they are the ones that raise everyone, there's nobody but the teacher, they're the role model for next generations”



9.5%
Politics

“Most parents are with the teacher... but the real question is what's parents' take on the government's stubbornness”



6.6%
Education

“Sadly, the teacher isn't asking for a raise, that's his right that's been taken from him a long time ago, teachers of the past used to barely teach 20 students, try to give five lessons to 45 students”



4.1%
Economy

“A teacher's salary is 365 JDs and that's something to be grateful for but if your rent is 150 and house expenses and utility bills are another, you end up in debt that's x2.5 more than your salary...”



2.0%
Security Forces

“The strike is peaceful and it's actually the police that closed the streets, not the teacher”

**69.0% of posts did not delve into specific concerns*

**Above statements are actual verbatims on social media posted on public pages*

**These Verbatims were translated from Arabic to English*



Other Trending Topics

Taxes are Not Simply Associated with Economy, Rather, Political Conditions

8.3% Discussed Taxes on the internet and have associated this topic with:

Period July 1st to September 31st



44.1%
Politics

“The country should ban cigarettes and close the factories instead of chasing after cigarette taxes”

“The solution is the citizen's pocket once more? I have a suggestion to decreases a percentage of the sales tax in favor of education”



42.6%
Economics

“Think of us and decrease the taxes, we're quite poor”

“Taxes, and taxes, and taxes and raised prices”



5.9%
Society

“Where the hell was all this drama when they raised the prices of oil and electricity and bread... from all of these things, the only thing that you cared about was cigarettes... I honestly swear that this is just ridiculous”

The taxes on education and cigarettes are what people are discussing the most online

*Above statements are actual verbatims on social media posted on public pages

*These Verbatims were translated from Arabic to English

Drugs, Gun Violence and Honor Killings Spark Anger and Disappointment

9.4% Discussed Crime & Violence on the internet and have associated this topic with:

Period July 1st to September 31st



43.4%
Politics

“If only there was stronger consequences for those who use fire arms against others, if gunmen knew that the consequences will be severe they won't have the guts to use guns this way, as they light consequences allow for transgressions”



21.2%
Society

“Please Go forgive us.... The world is at the brink... there's a lot of murder these days.... A man dies and we don't know why... but trust me if execution exists those that are not raised right will be scared straight... there'll be order, fear and deterrent”



15.0%
Economics

“There is no longer any solution other than quick execution to every drug distributor and dealer.... Jordan is just a path and not a destination for drugs... and they're spreading quickly because of the difficult times and high unemployment.... We should protect that rest of the youth from this destructive phenomenon”

Nearly 2 in 3 people posting about crime & violence are only sharing a news story they want to increase awareness of, not their own opinions

*Above statements are actual verbatims on social media posted on public pages

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We are Game Changers

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