

Spotlight* KSA

Predictions 2022

December – 2021

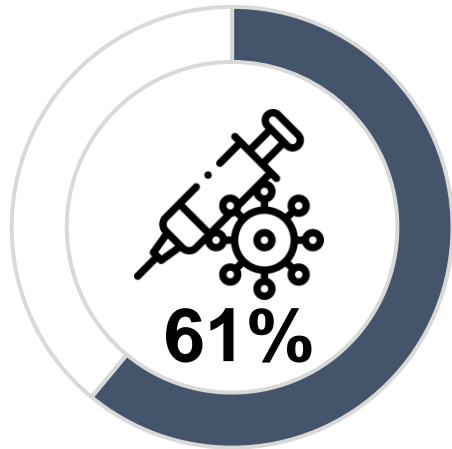
2022

GAME CHANGERS

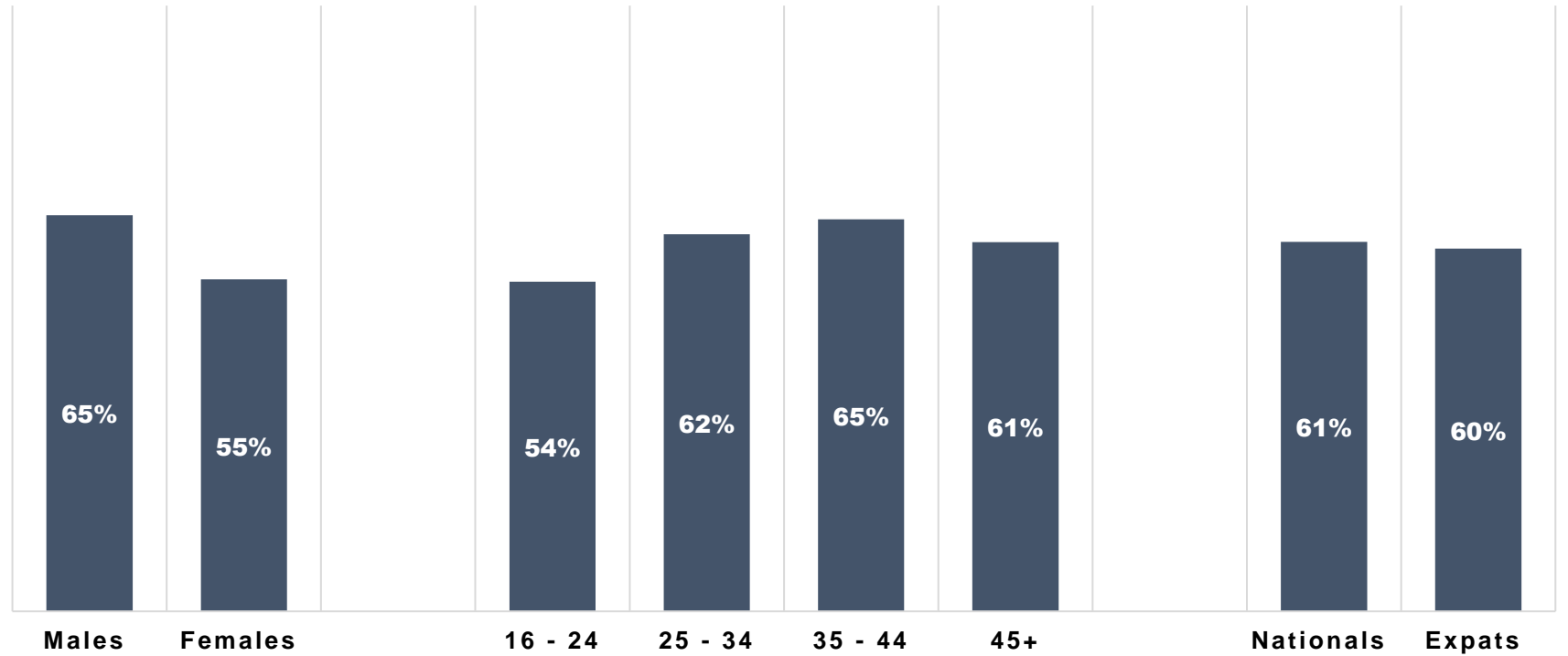


Covid-19 Vaccination Drive

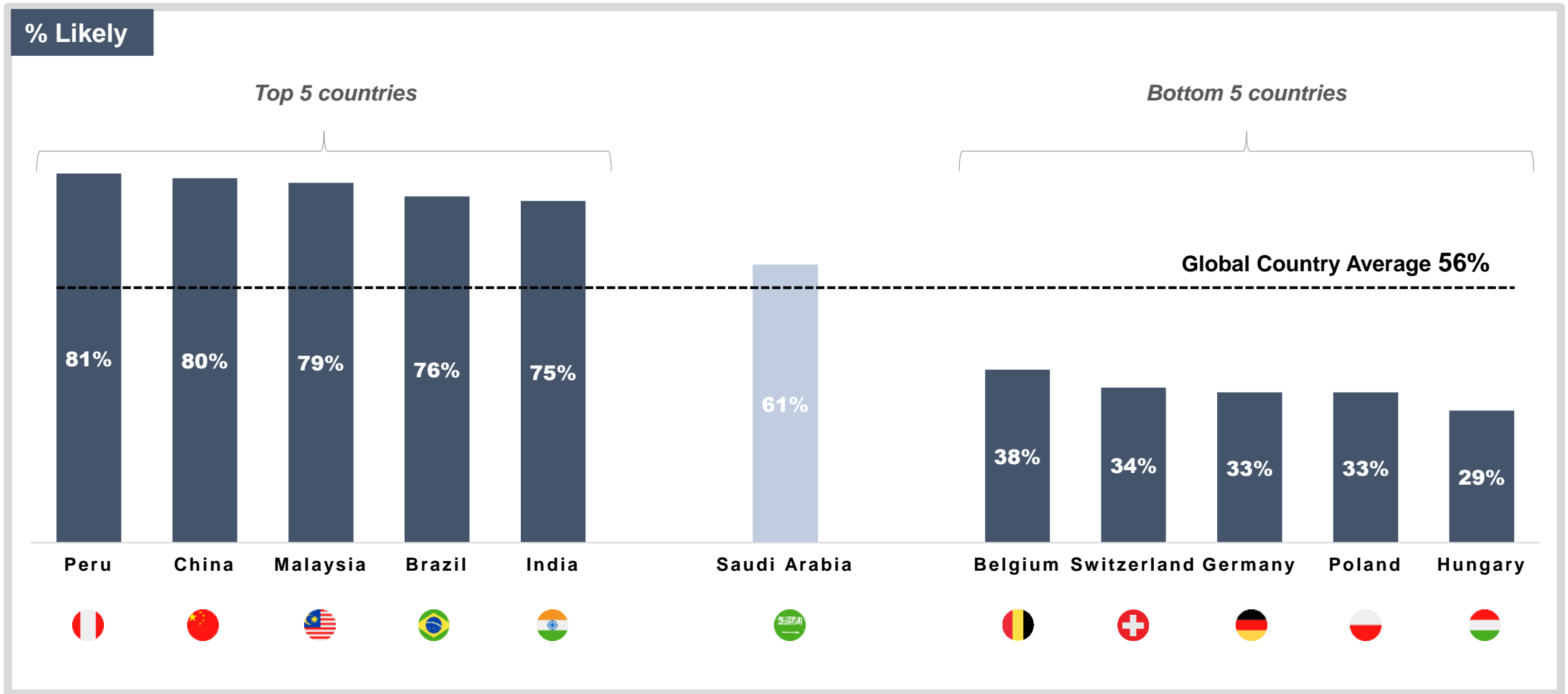
% Likely - By Demographics



More than 80% of the world's population will receive at least one dose of a COVID-19 vaccine in 2022

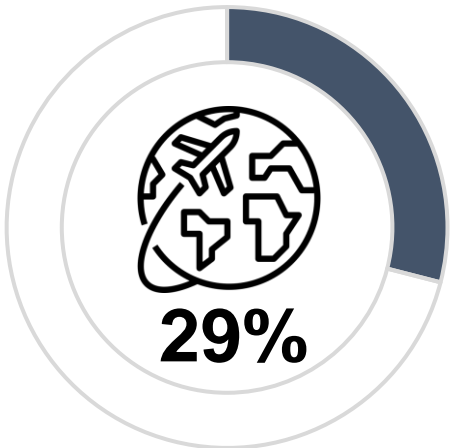


Covid-19 Vaccination Drive - Global Comparison

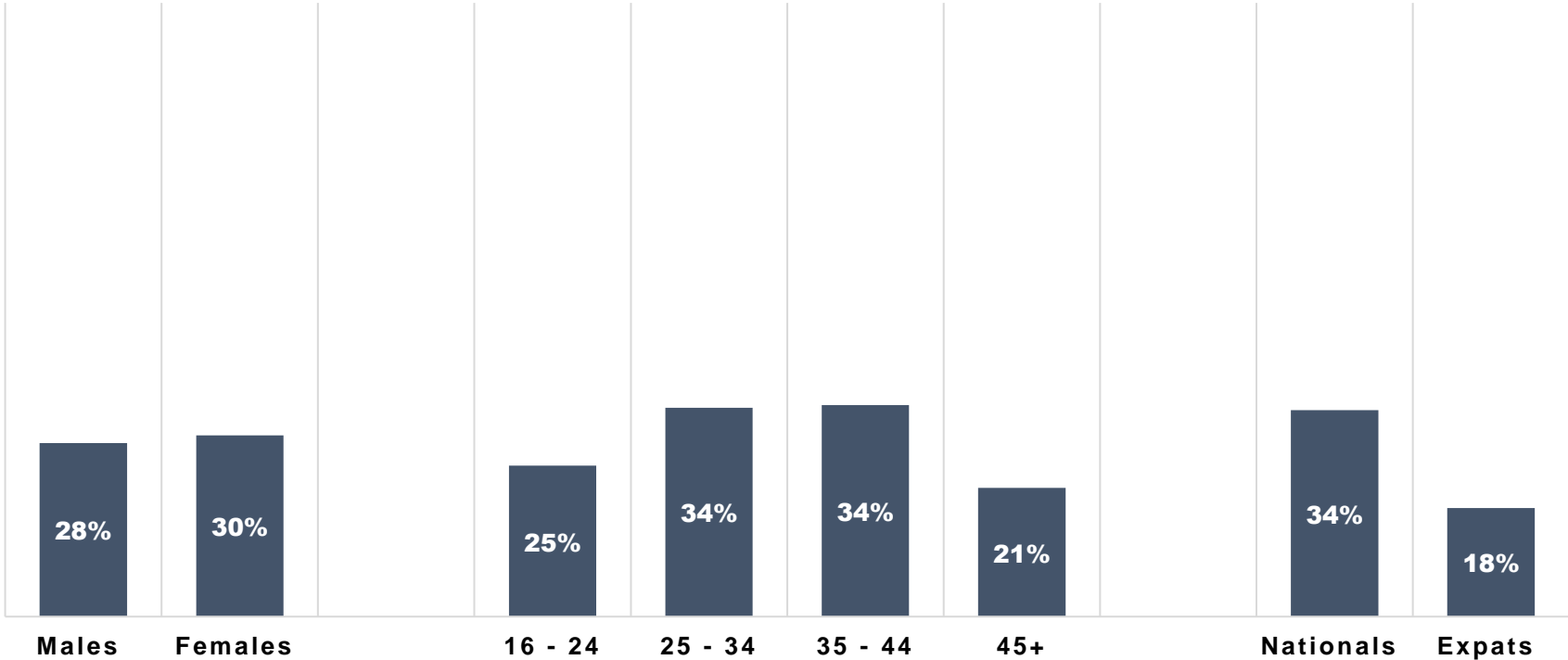


Air Travel Levels

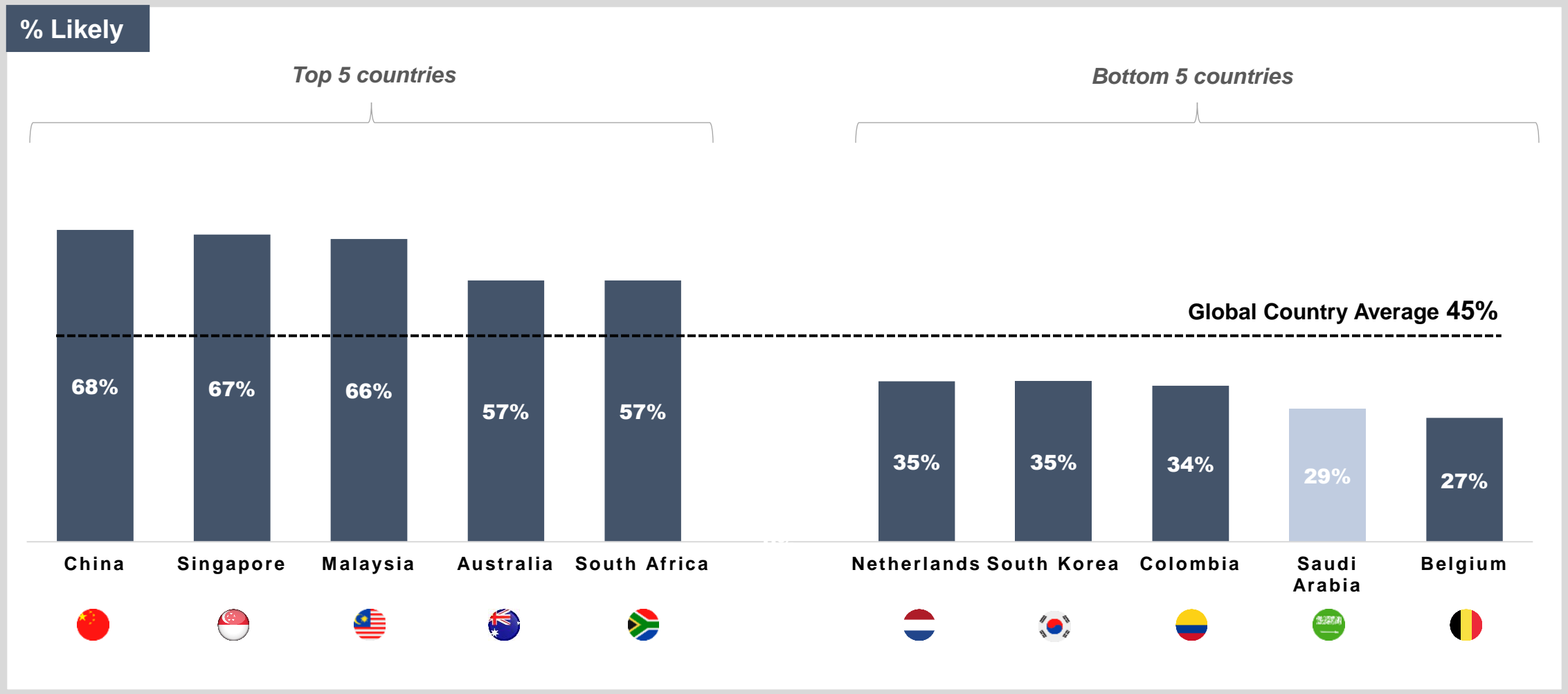
% Likely By Demographics



People will fly less in 2022 than they did in 2019

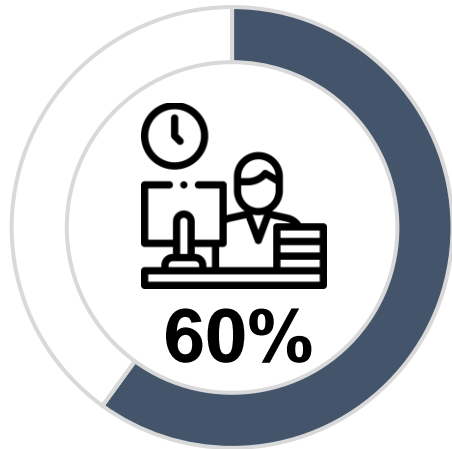


Air Travel Levels - Global Comparison

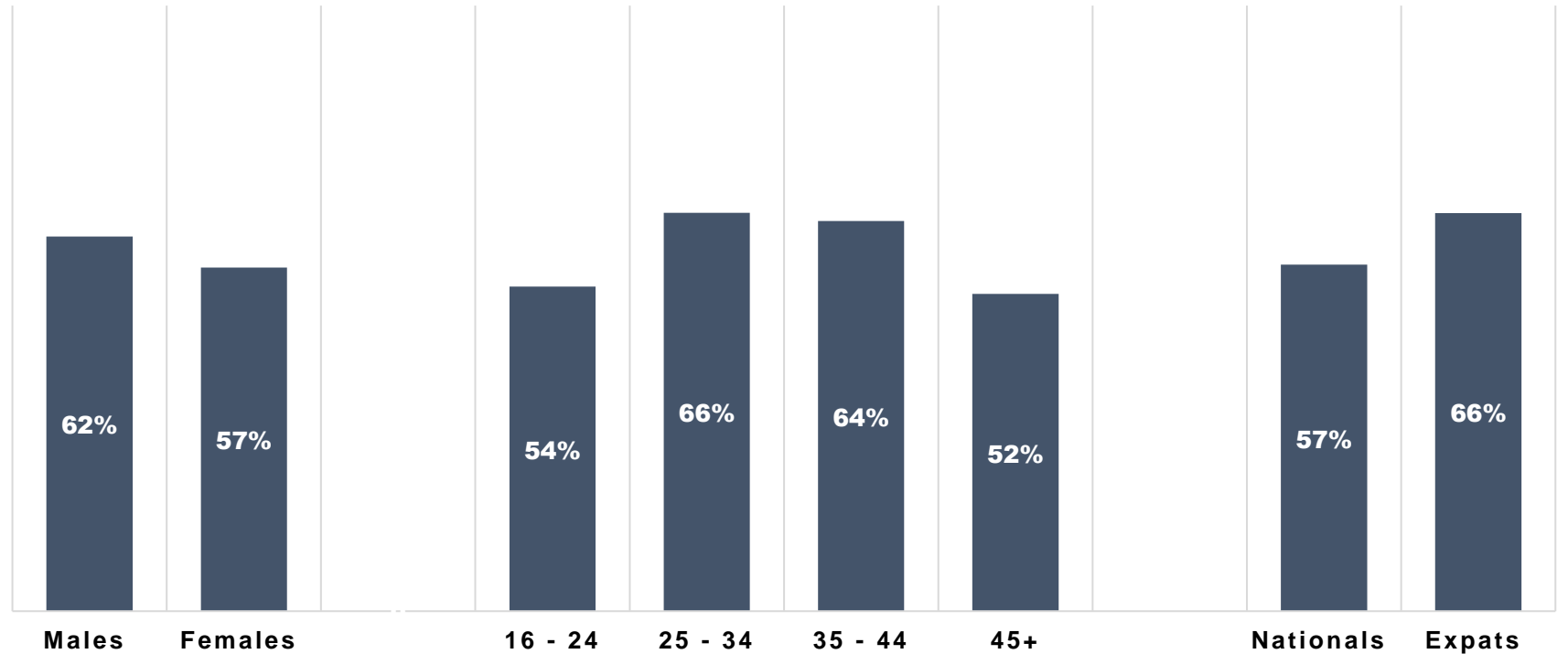


City Centers Returning To Normal

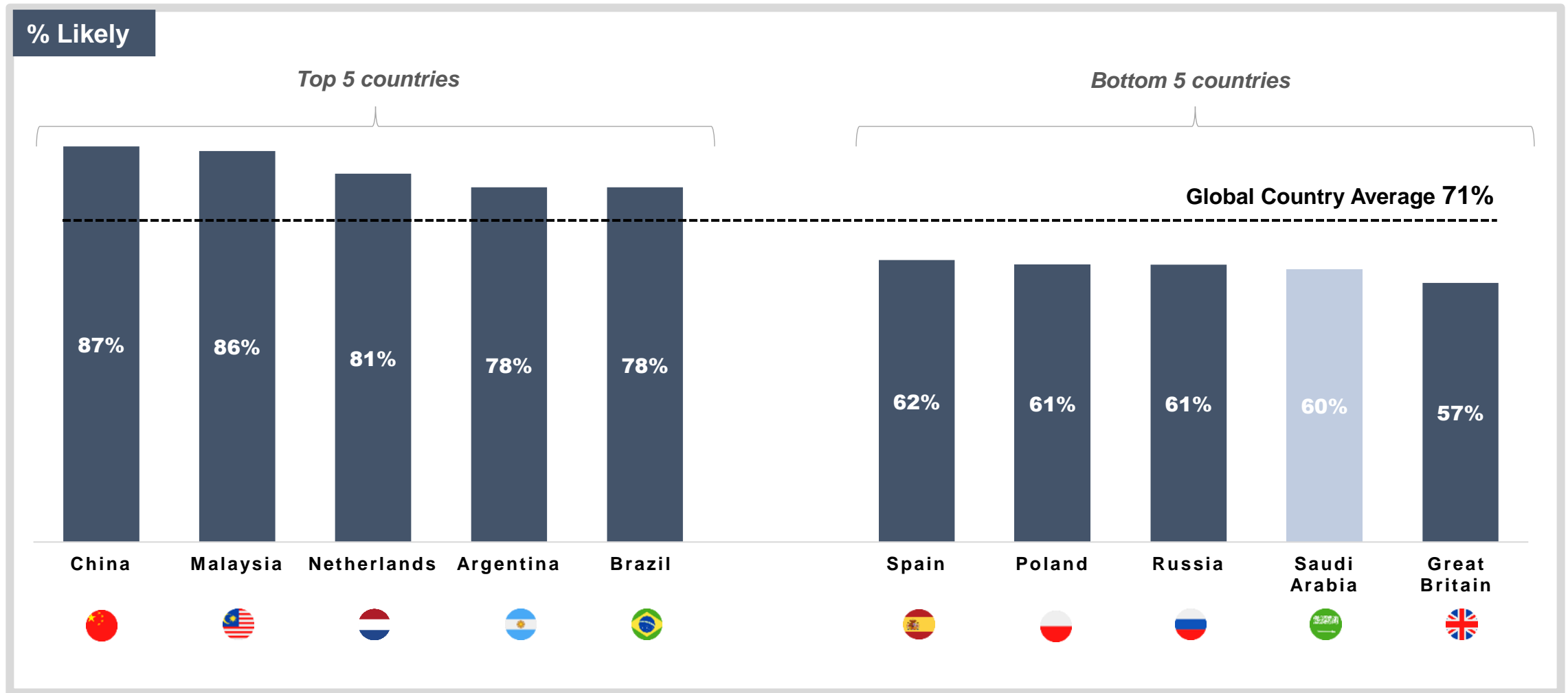
% Likely By Demographics



City centers in my country will become busy again as people get back to working in offices on a regular basis

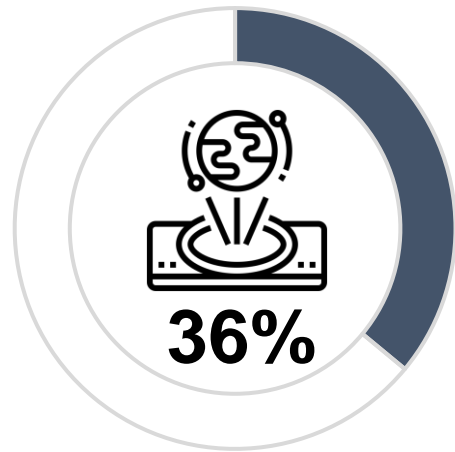


City Centers Returning To Normal - Global Comparison

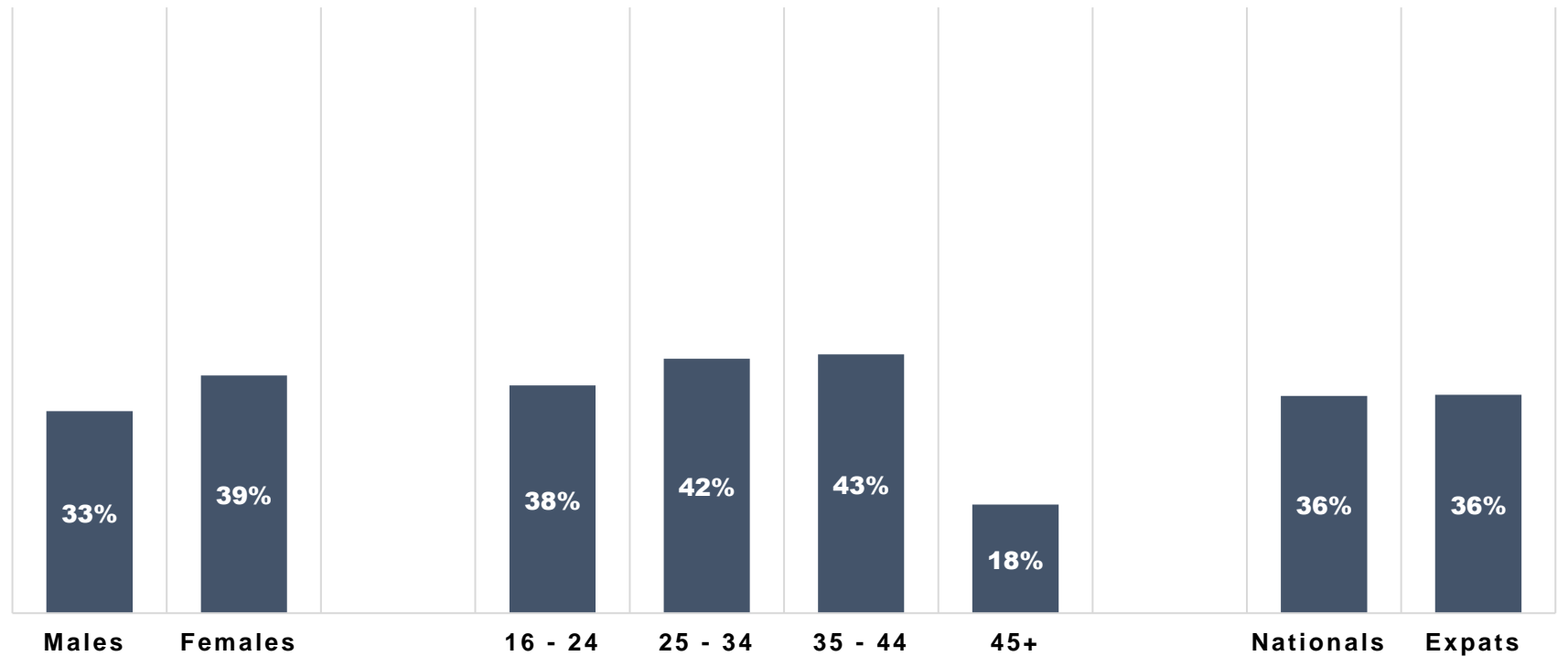


Living More Virtual Lives

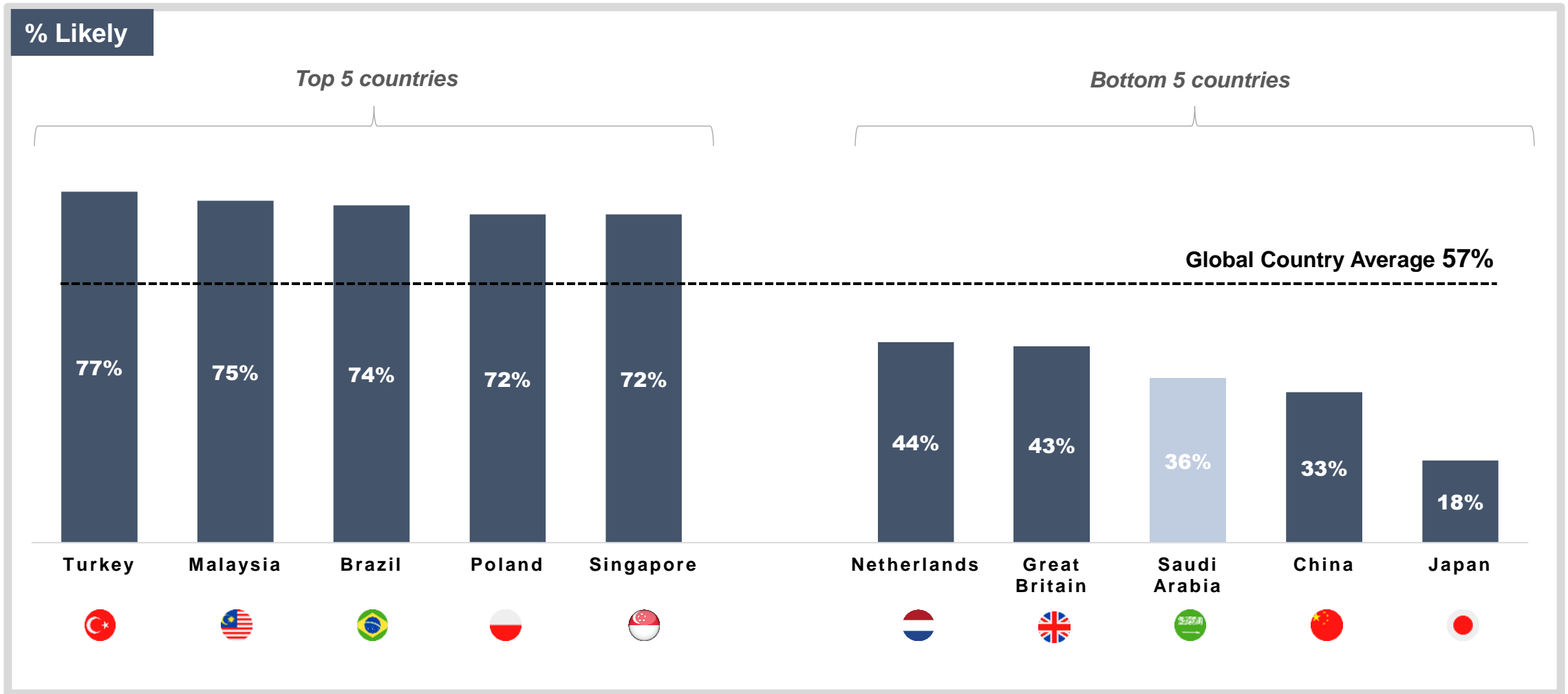
% Likely By Demographics



Many more people will live their lives in virtual worlds

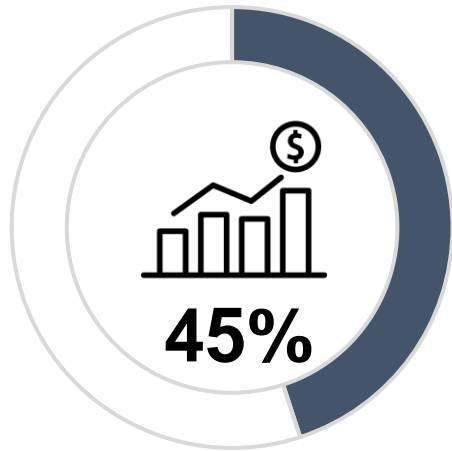


Living More Virtual Lives - Global Comparison

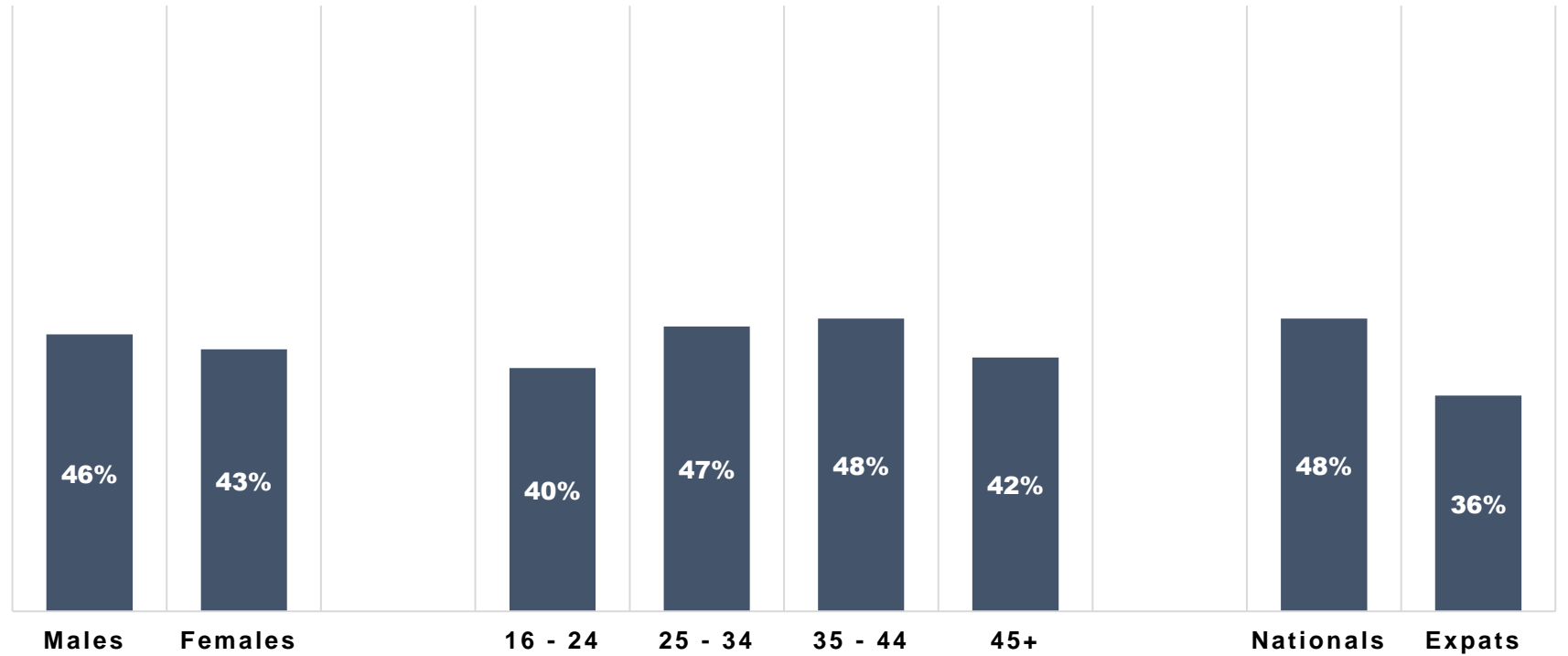


Price Increases Vs. Incomes

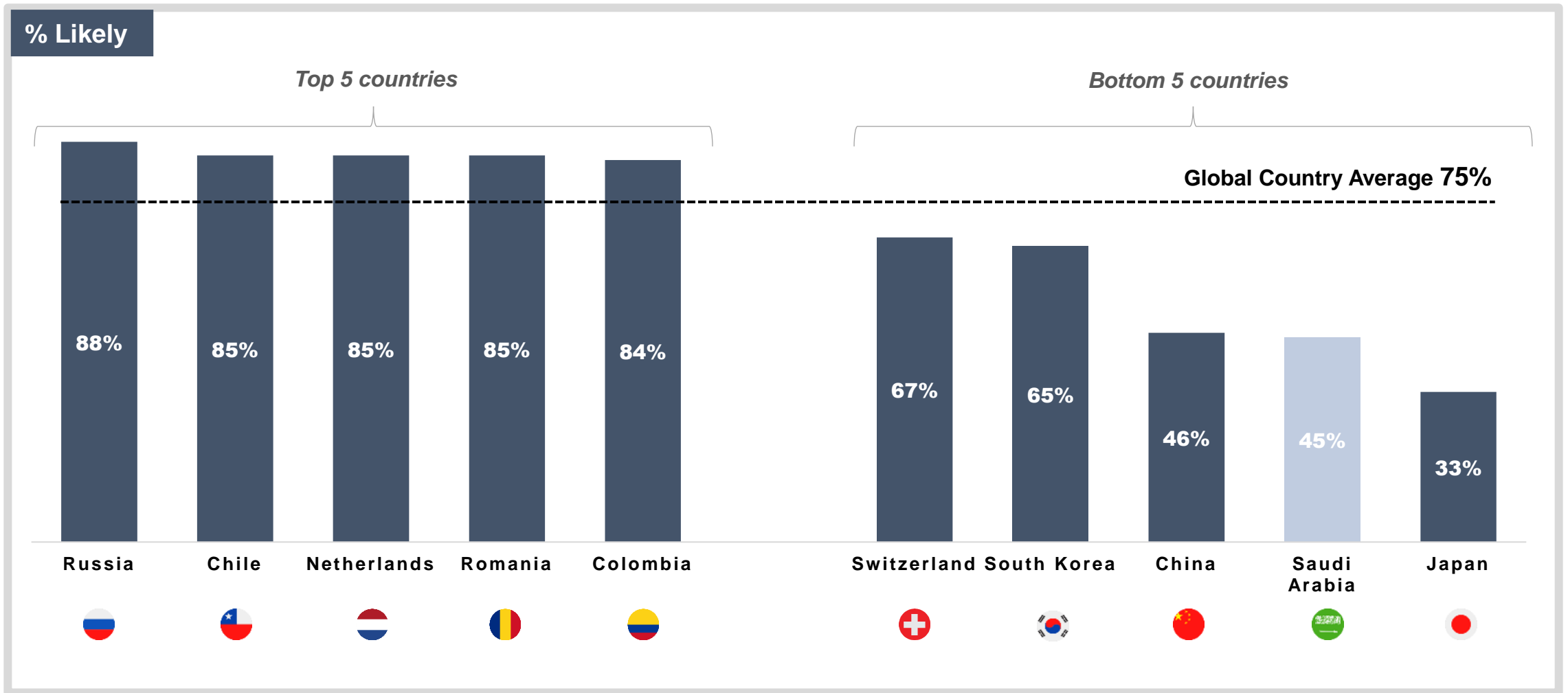
% Likely By Demographics



Prices in my country will increase faster than people's incomes

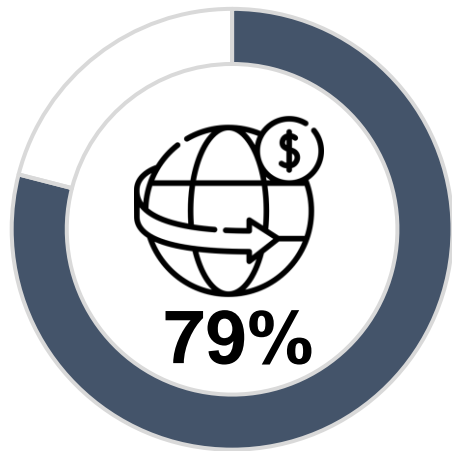


Price Increases Vs. Incomes - Global Comparison

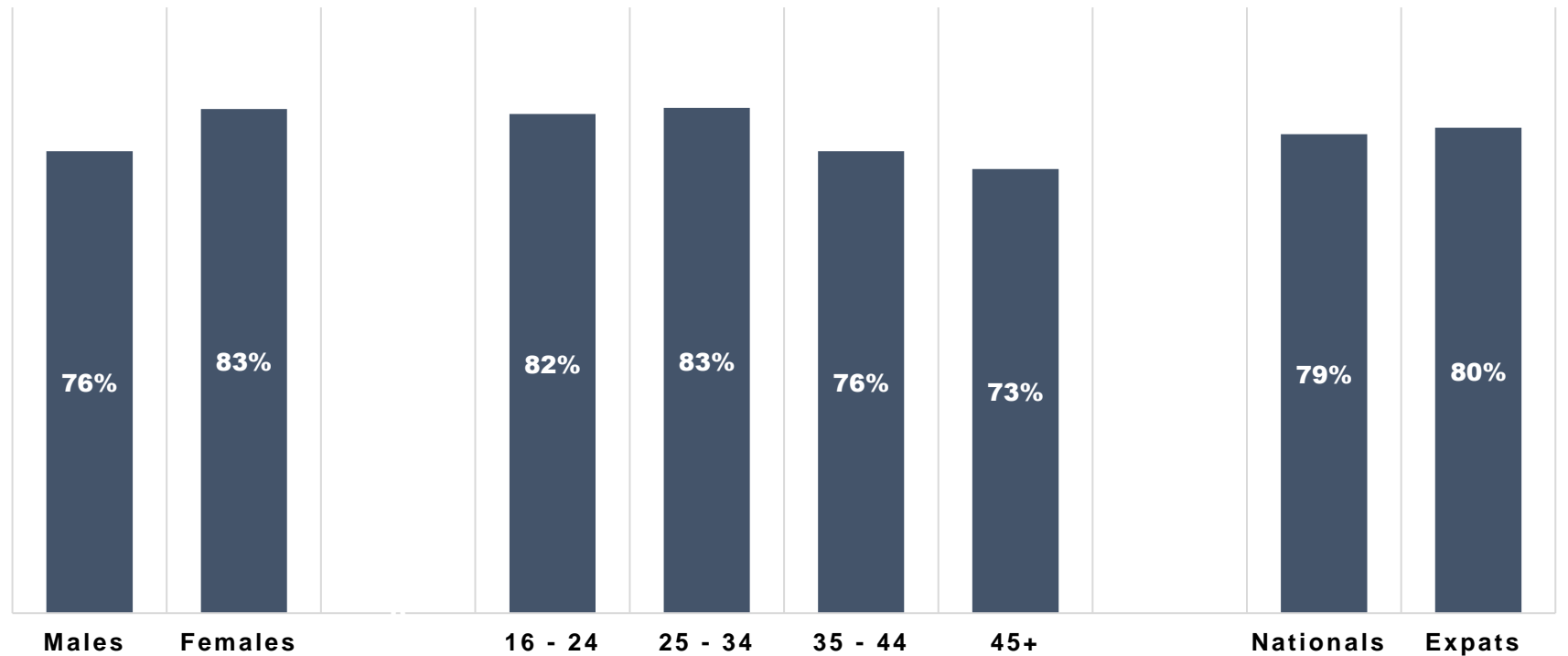


Stronger Global Economy

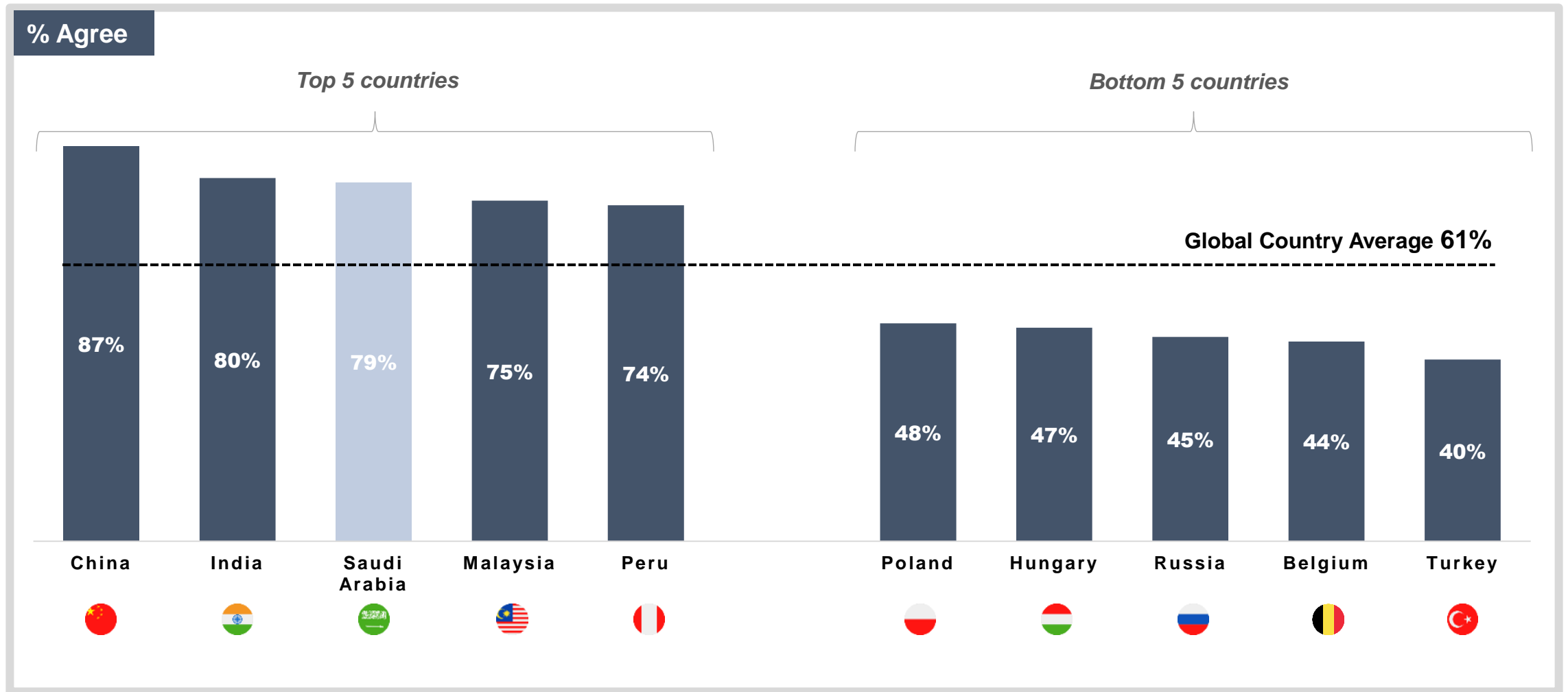
% Agree- By Demographics



The global economy will be stronger in 2022 than it was in 2021

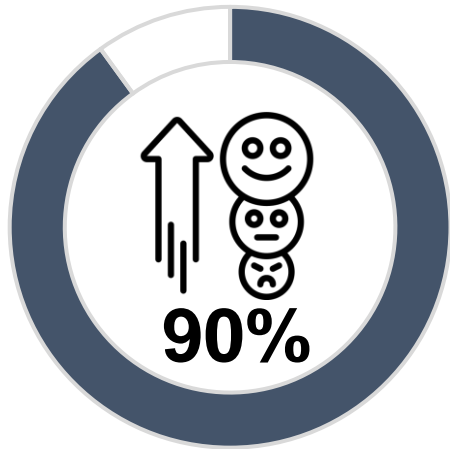


Stronger Global Economy - Global Comparison

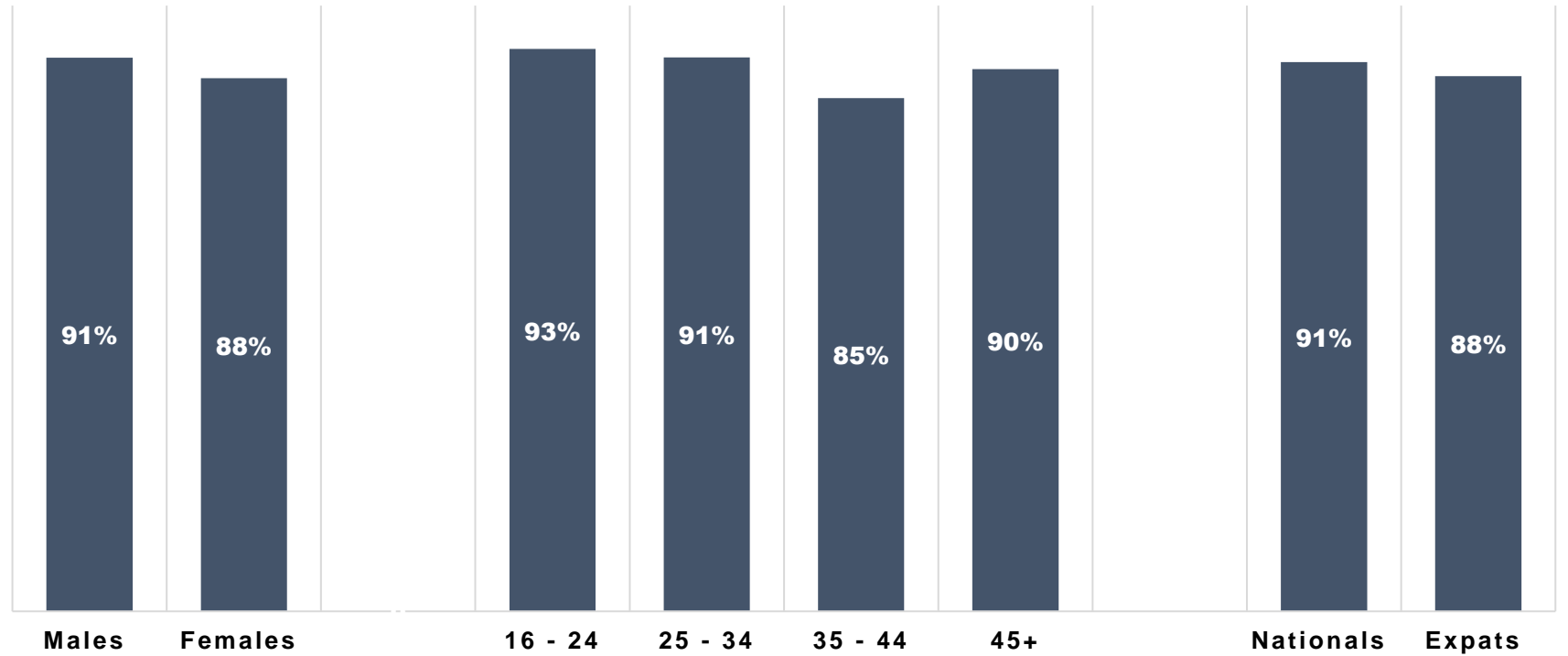


2022 Optimism

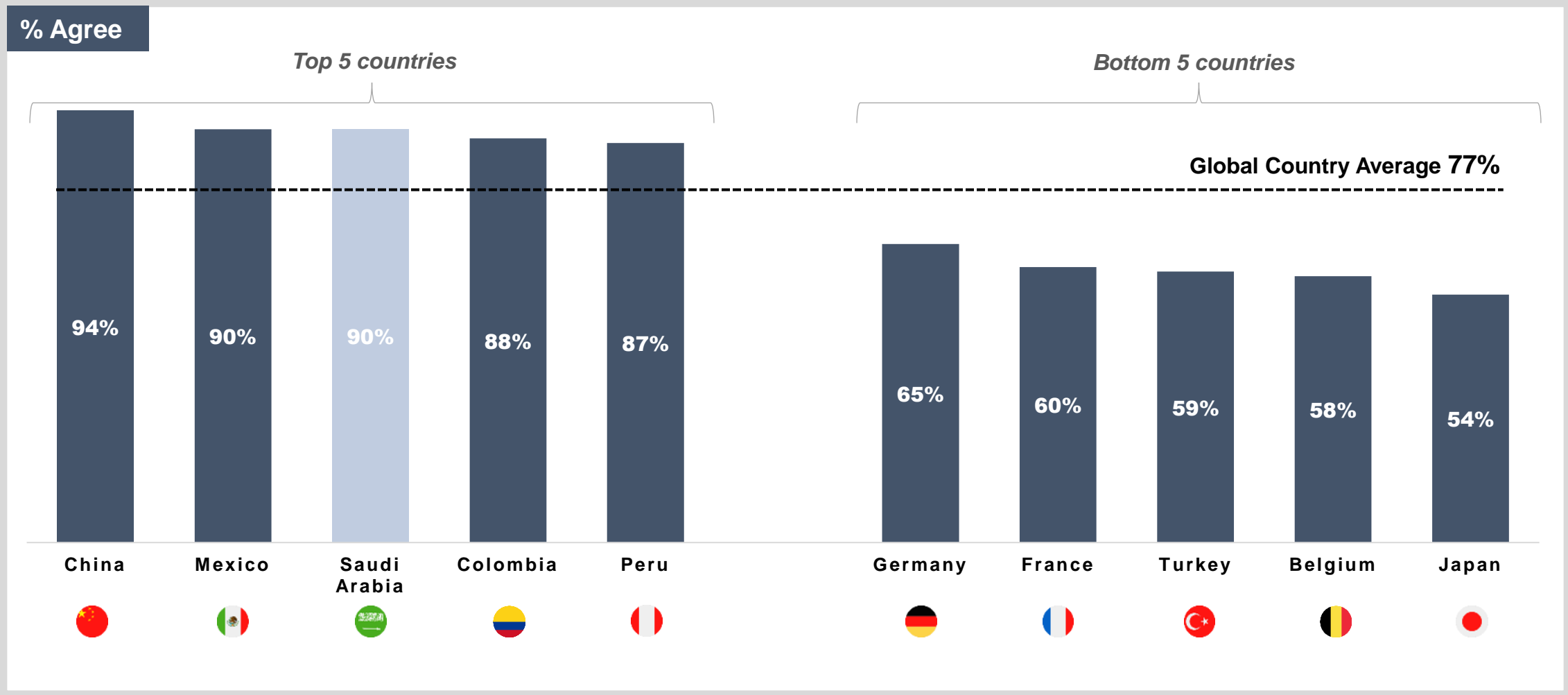
% Agree- By Demographics



I am optimistic that 2022 will be a better year for me than it was in 2021

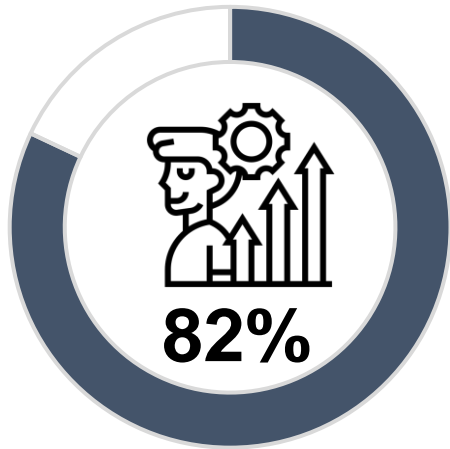


2022 Optimism - Global Comparison

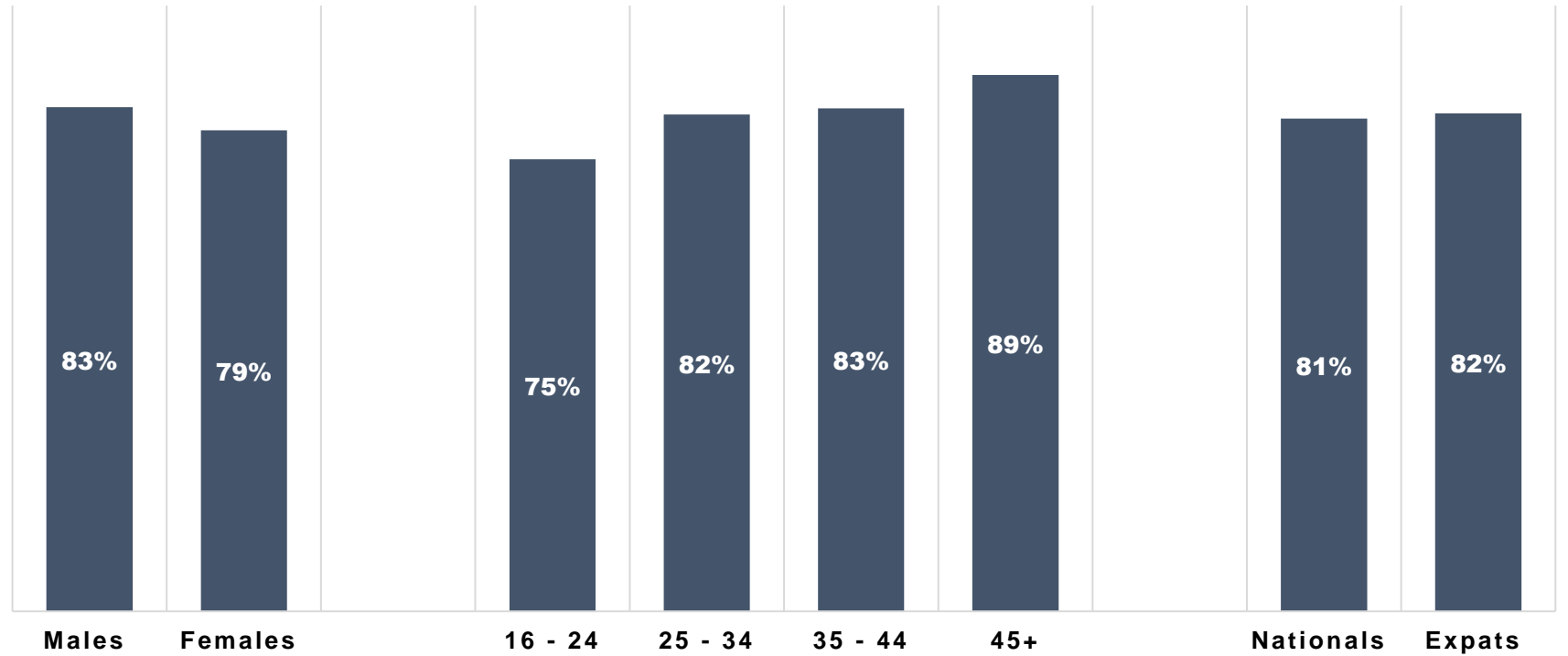


2022 Resolutions

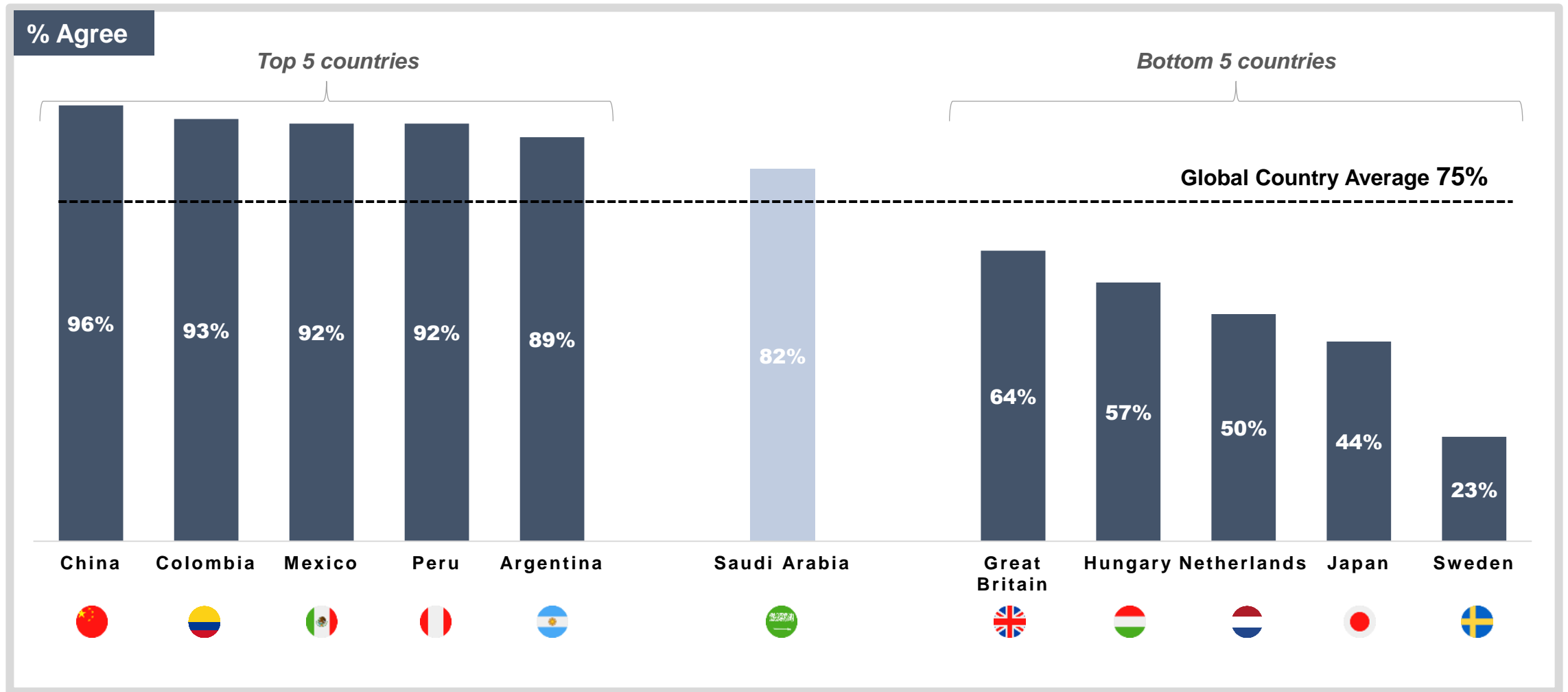
% Agree- By Demographics



I will make some personal resolutions to do some specific things for myself or others in 2022



2022 Resolutions - Global Comparison



Methodology



Sample Size

500 Interviews. Interviewed Individuals Are The General Public.



Sample Criteria

The Survey Covered Saudis & Expats aged 16 years old and above, Males and Females.



Methodology

The Survey Was Conducted Via The Ipsos MENA Online Panel.



Geographical Coverage

Conducted in Saudi Arabia, Across The Kingdom. Saudi Arabia was covered amongst 33 other countries around the world.

For More Information:

Mohamad Jobeilly
Senior Research Manager
IPSOS in MENA
Email: Mohamad.Jobeilly@Ipsos.com

Mohammed Minawi
Chief Commercial Officer
IPSOS in MENA
Email: Mohammed.Minawi@Ipsos.com

GAME CHANGERS

