Spotlight*Jordan

Money & Finance

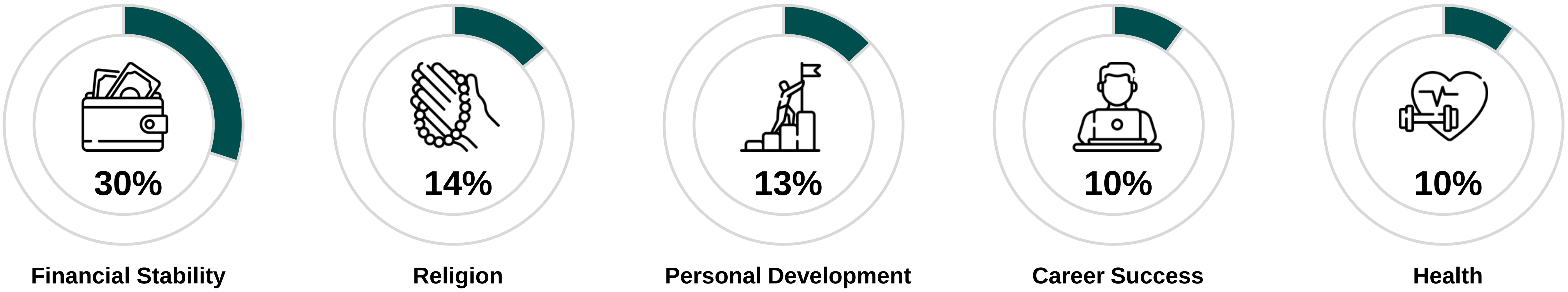
December - 2023

GAME CHANGERS

Ipsos

Life Priorities

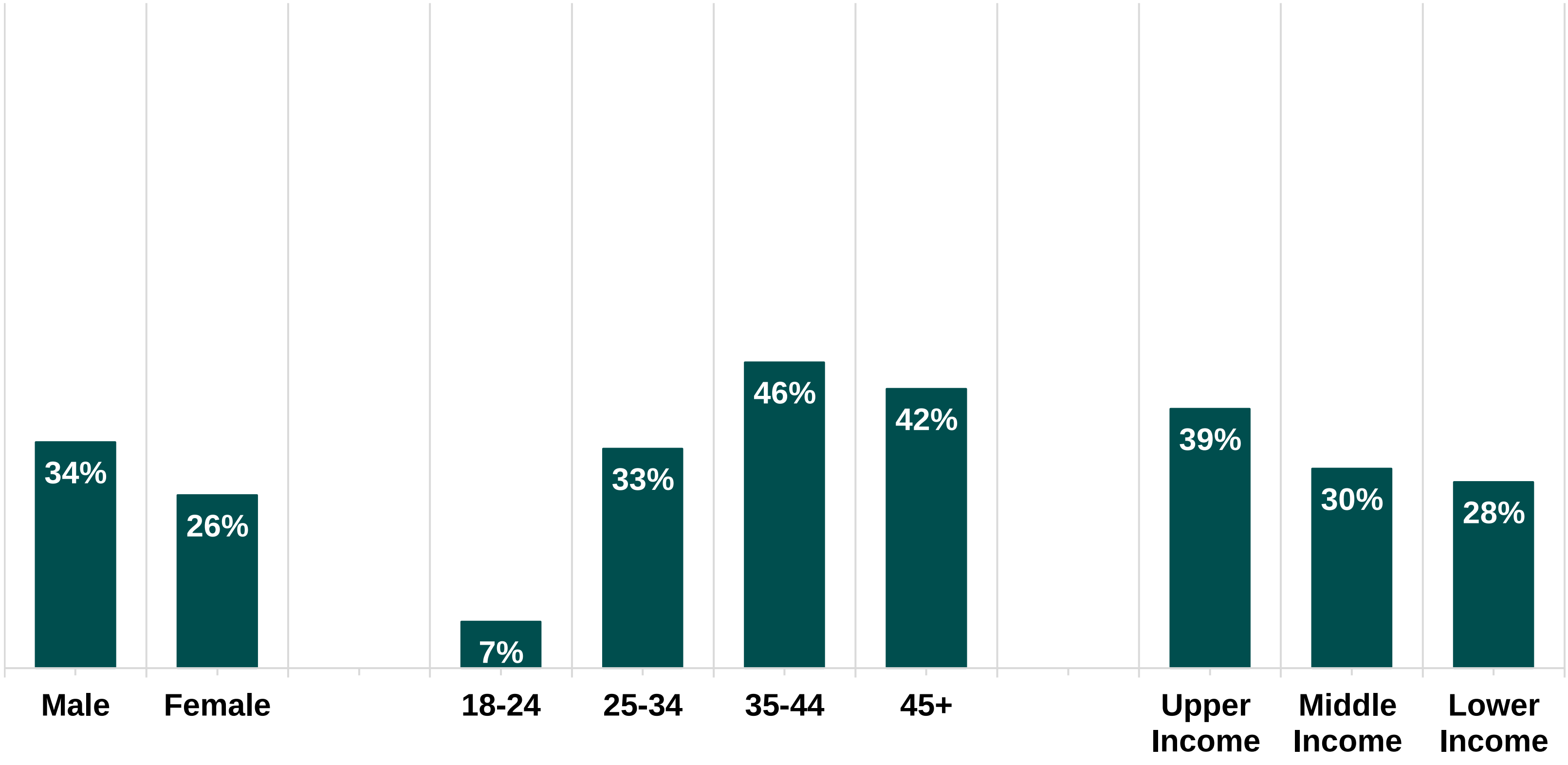
Top 5 Life Priorities In Jordan



Financial Stability As An Ultimate Life Priority

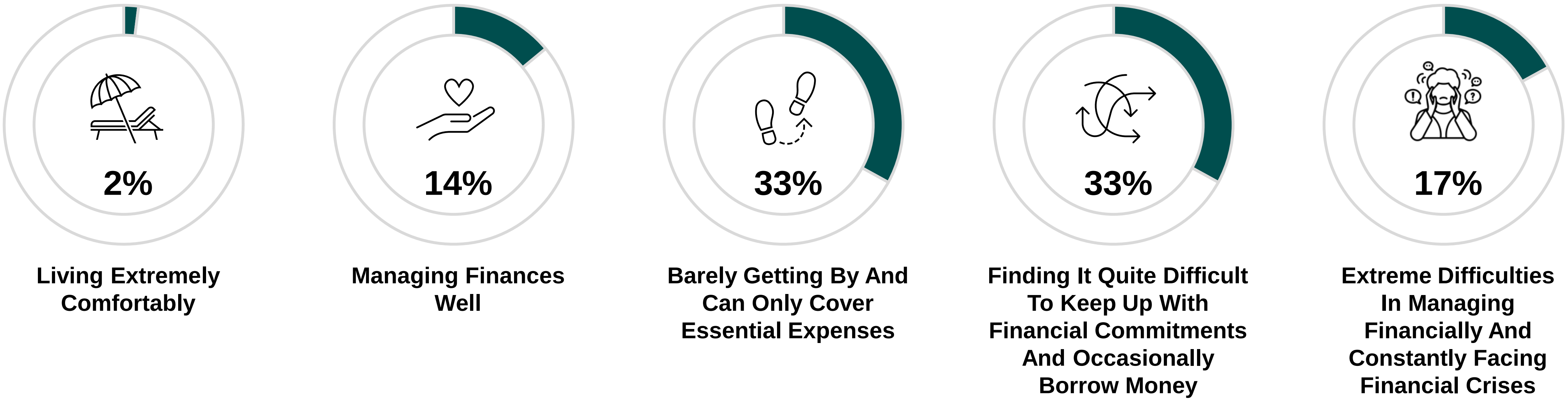
% By Demographics

Financial Stability



Current Financial Situation

Current Financial Situation

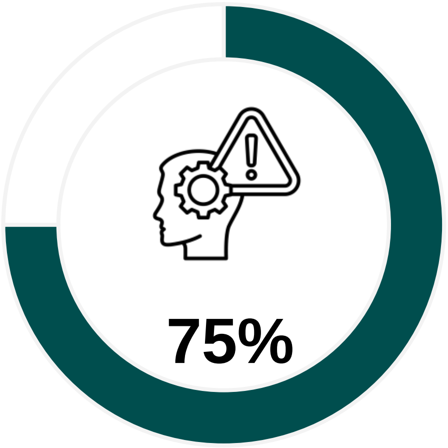


Current Financial Situation – By Demographics

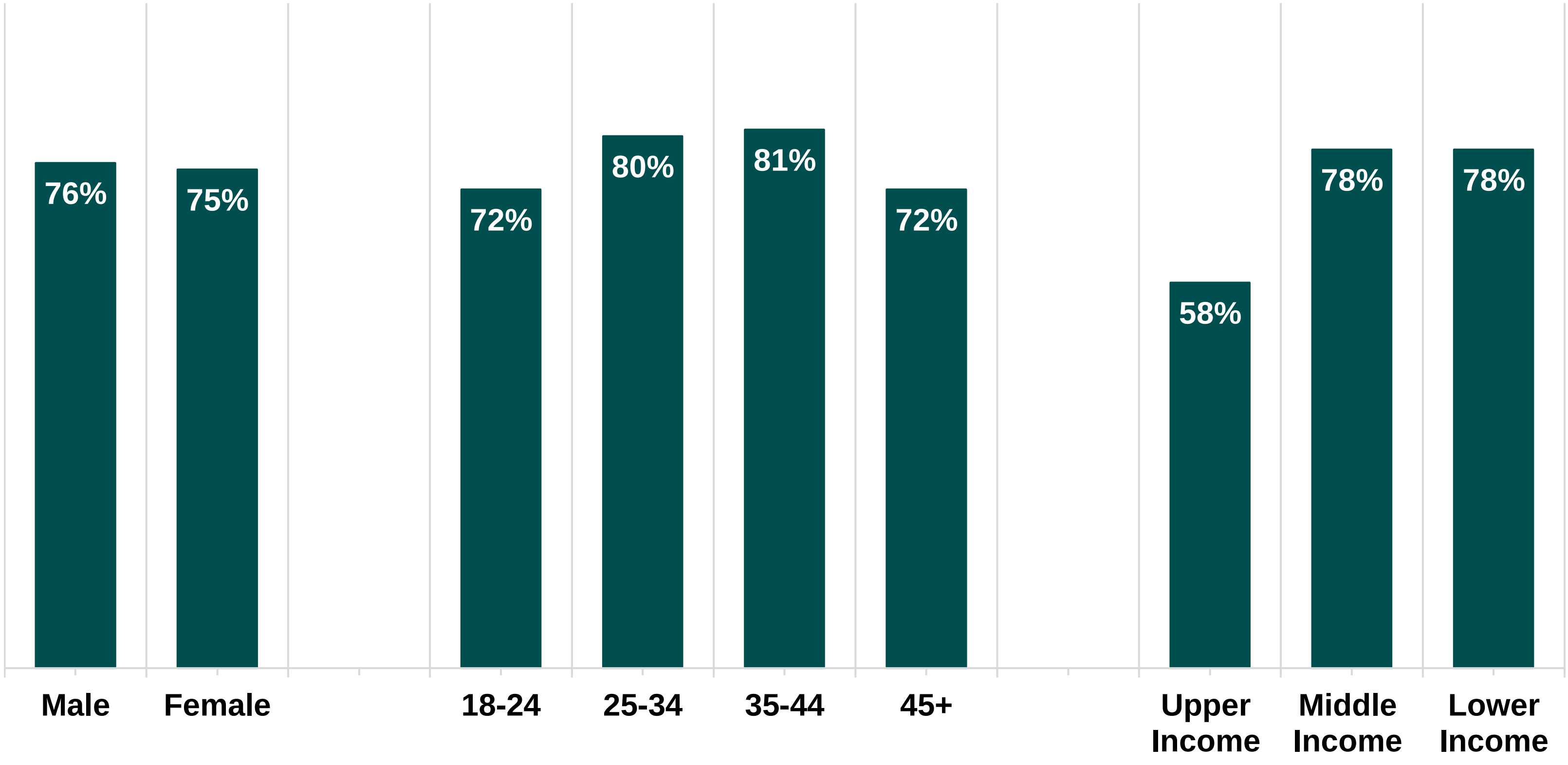
	Living Extremely Comfortably	Managing Finances Well	Barely Getting By And Can Only Cover Essential Expenses	Finding It Quite Difficult To Keep Up With Financial Commitments	Extreme Difficulties In Managing Financially
Total	2%	14%	33%	33%	17%
Male	1%	15%	31%	39%	15%
Female	4%	14%	35%	27%	20%
18 - 24	6%	14%	31%	25%	24%
25 - 34	-	9%	35%	42%	14%
35 - 44	-	16%	37%	34%	14%
45+	2%	19%	31%	34%	15%
Upper Income	3%	35%	34%	20%	8%
Middle Income	-	17%	39%	33%	11%
Lower Income	4%	6%	27%	37%	26%

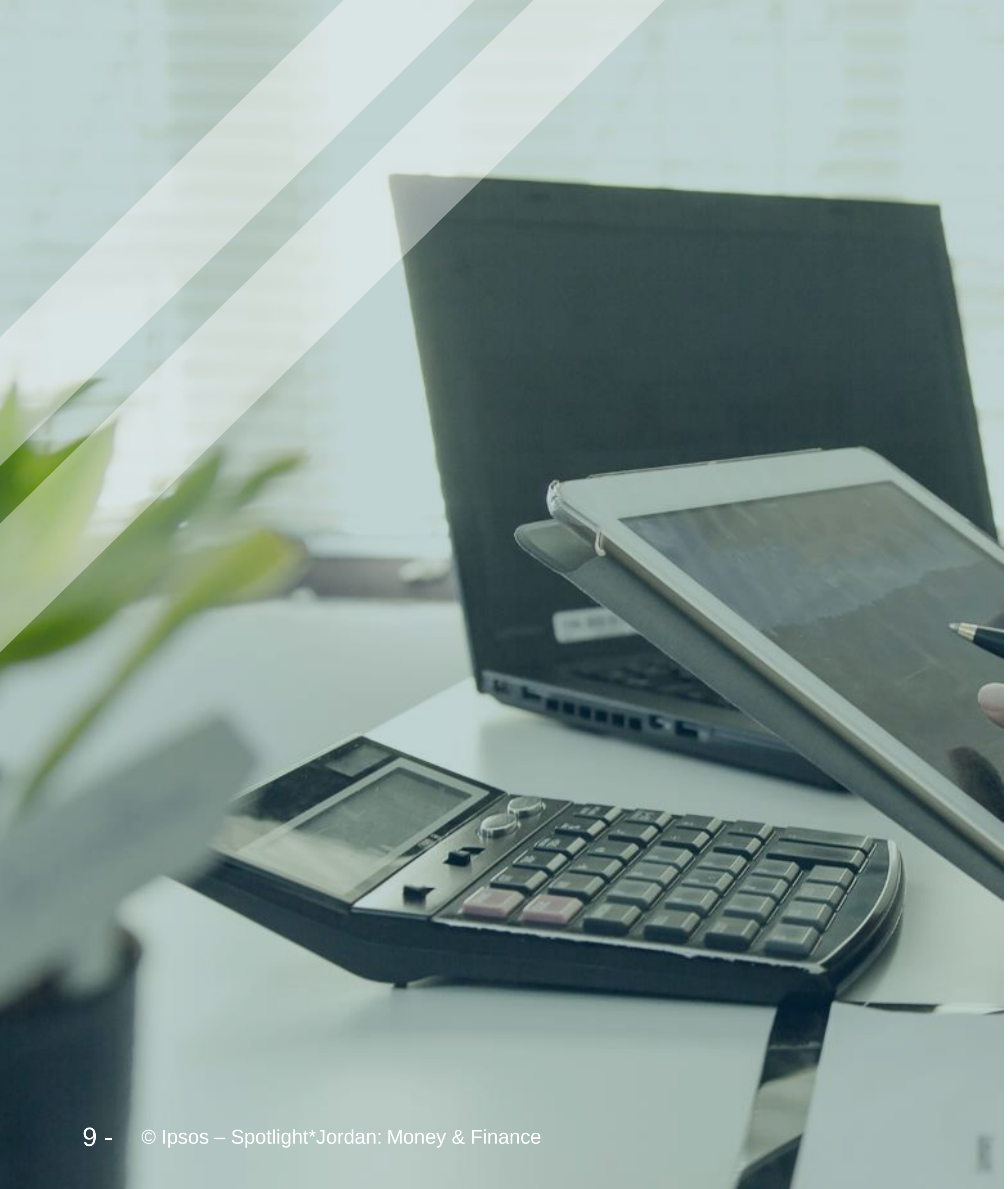
Attitude Towards Financial Situation

% Agree



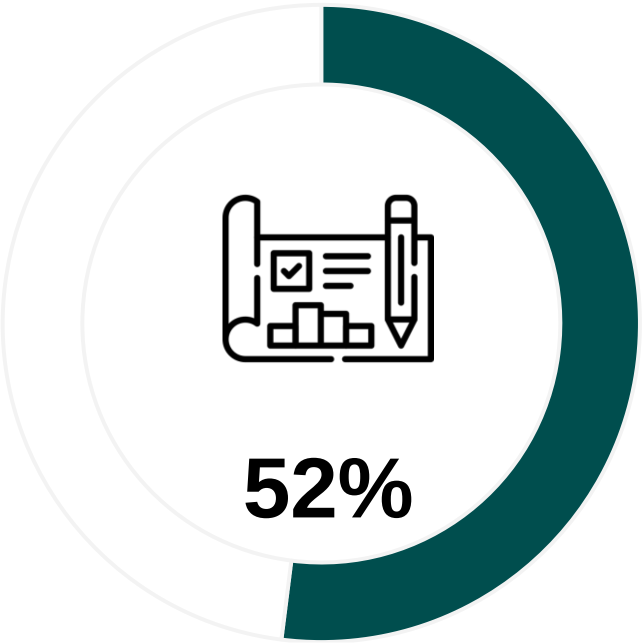
Frequently Worry About Money And Their Financial Situation



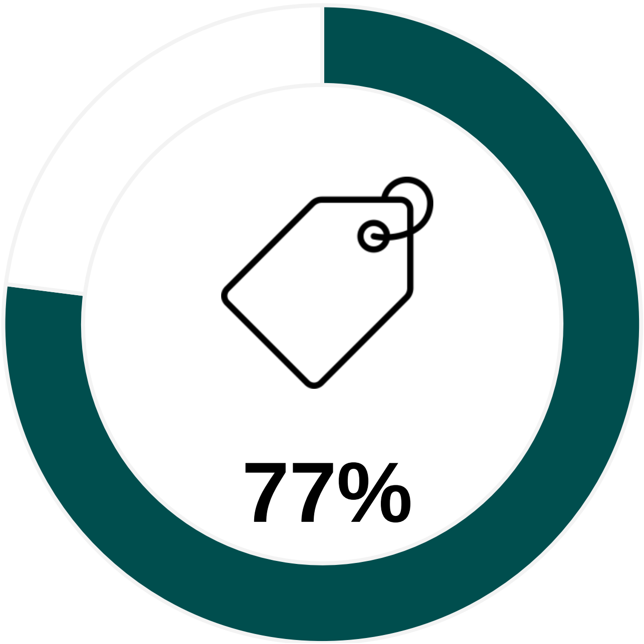


Spending

Views On Managing Spending



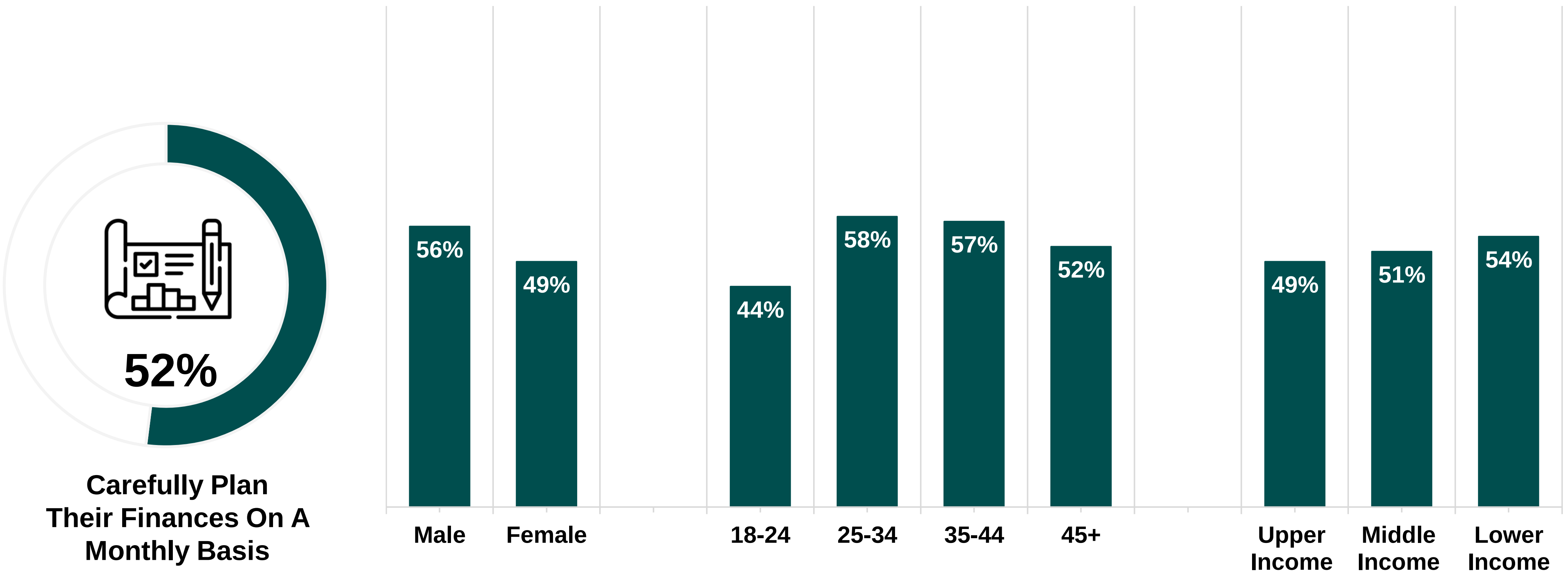
Carefully Plan
Their Finances On A
Monthly Basis



Know The Price Of
Everything They Buy

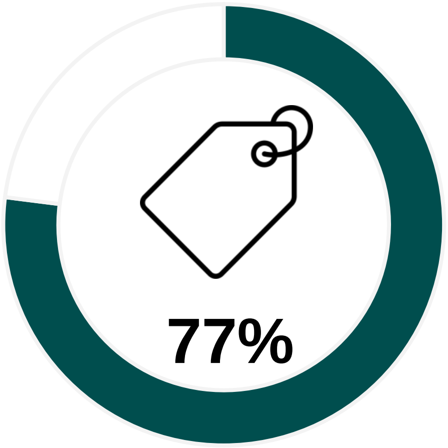
Monthly Budgeting

% Agree – By Demographics

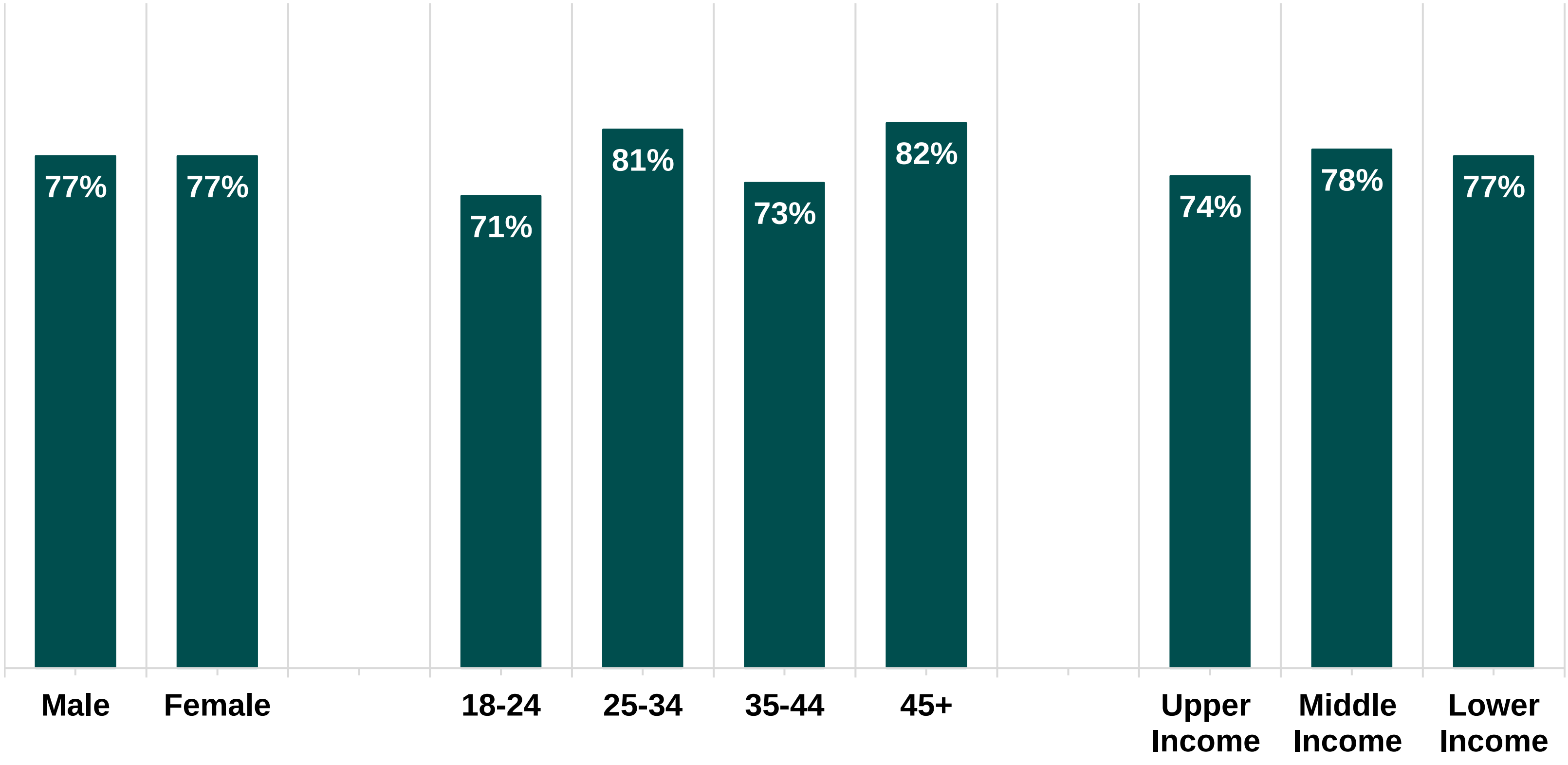


Price-Conscious Shopping

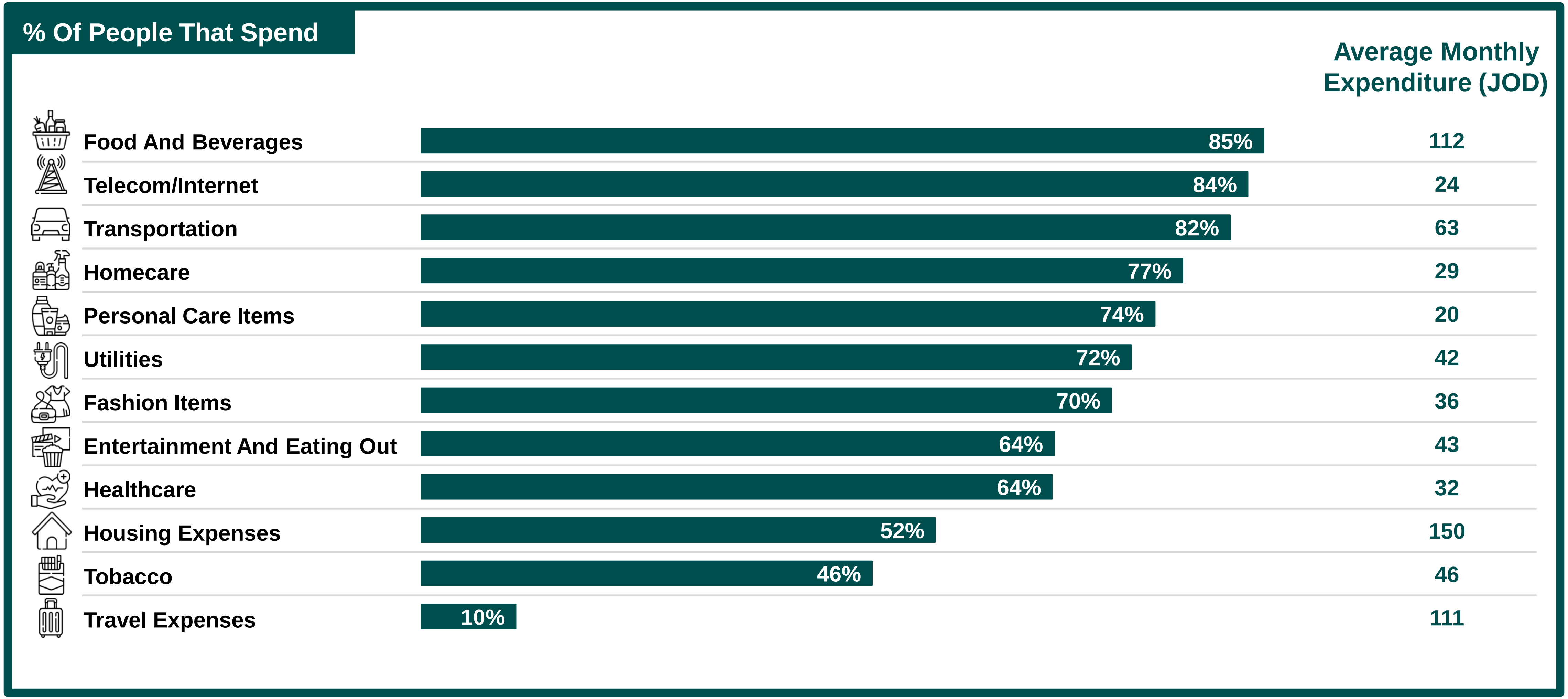
% Agree – By Demographics



Know The Price Of Everything They Buy



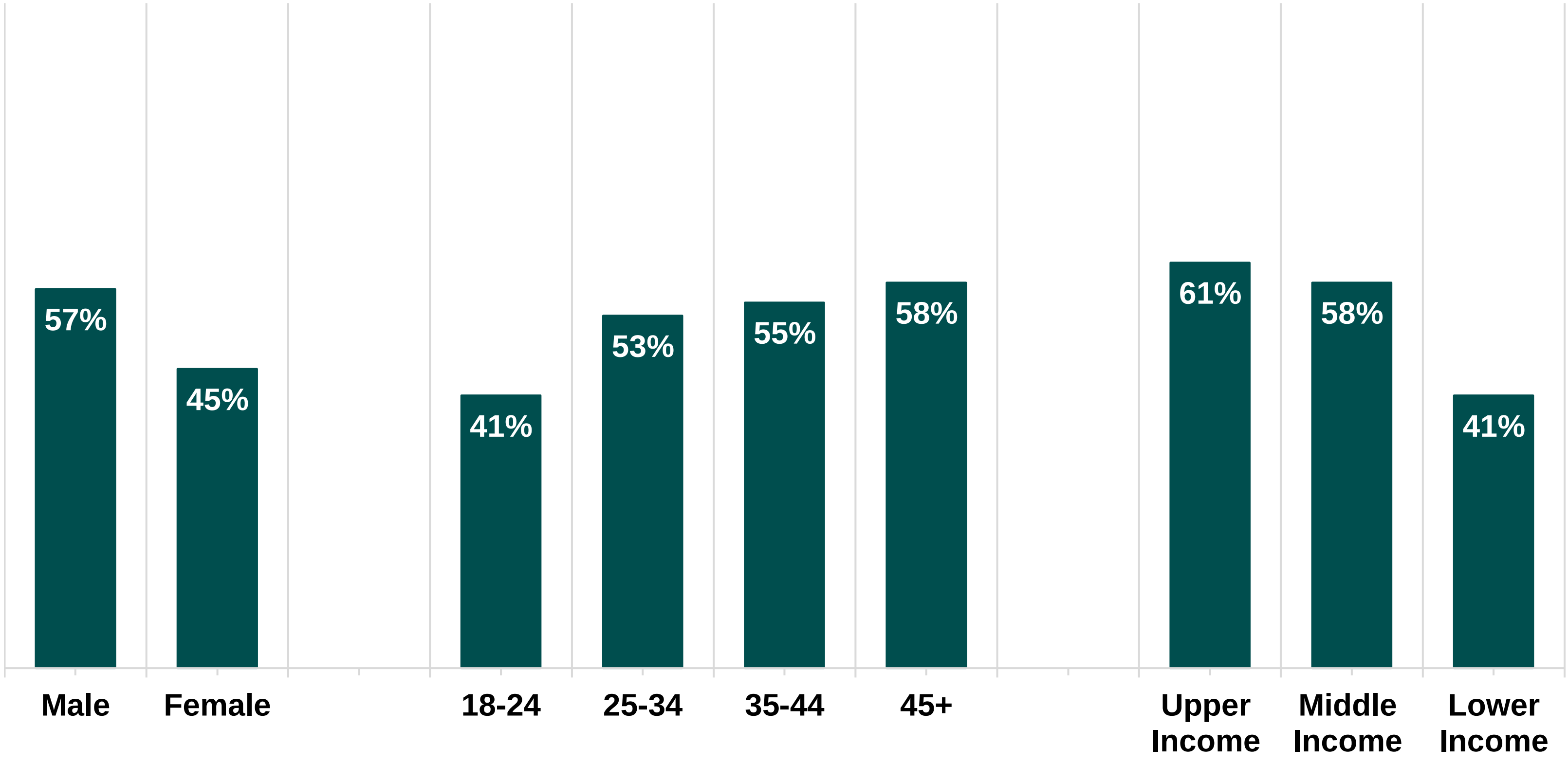
Monthly Expenditure



Overspending Behavior

% Agree

Always End Up Spending More Than They Plan

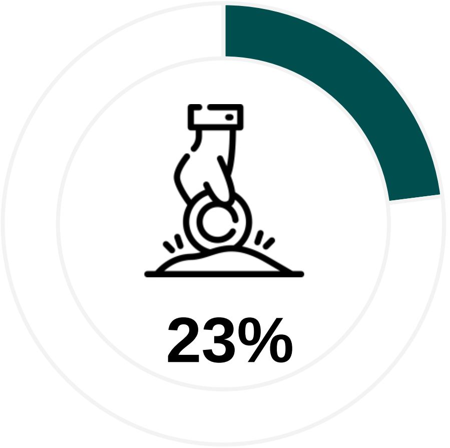


Monthly Savings

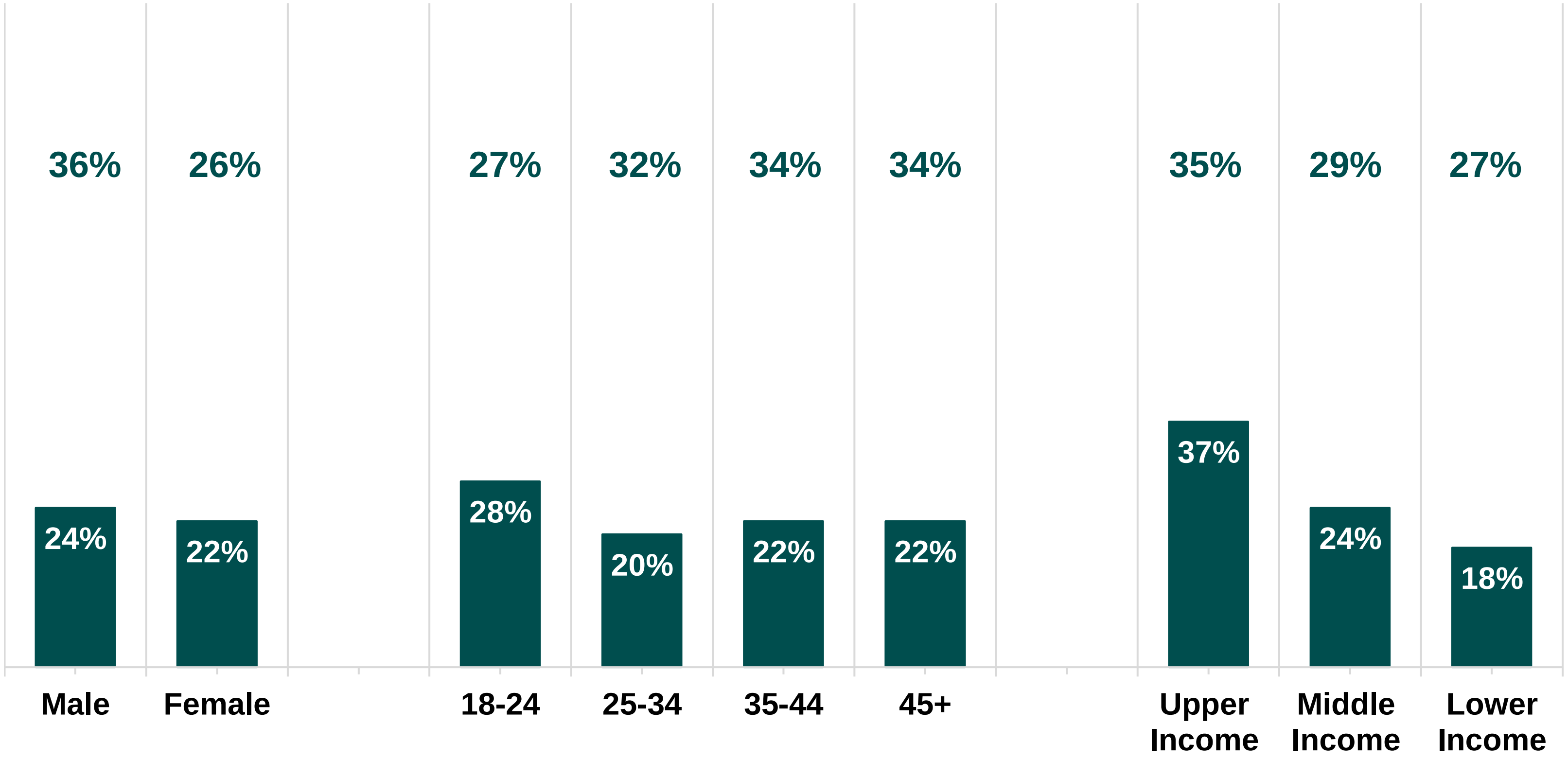
Monthly Savings

By Demographics

Average Percentage Saved From Income 31%



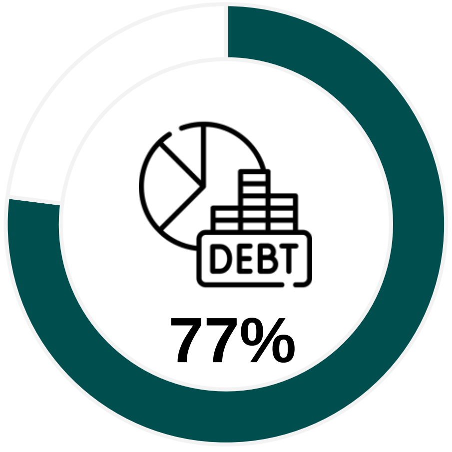
Save Money On A Monthly Basis



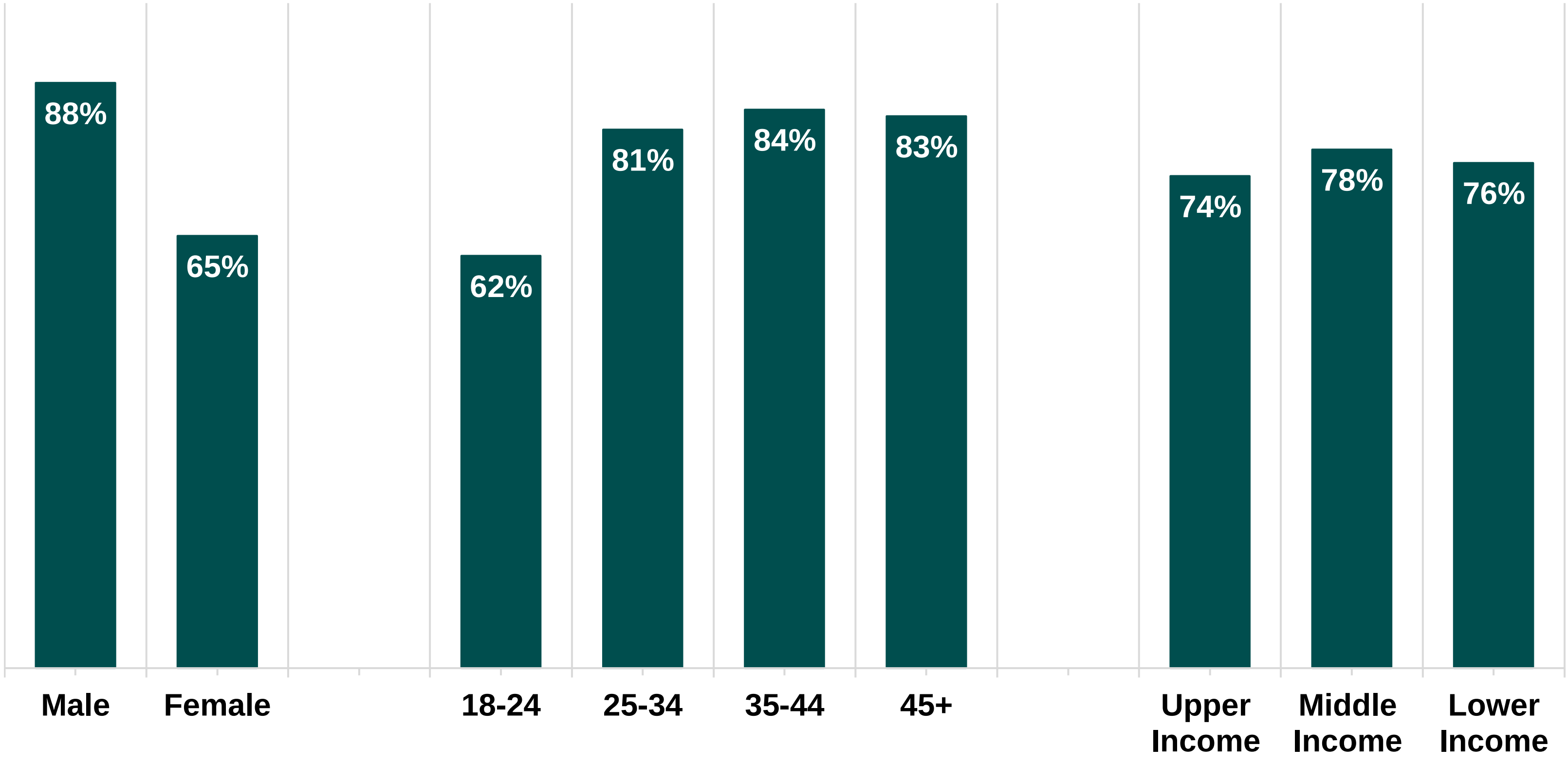
Debt

Debt

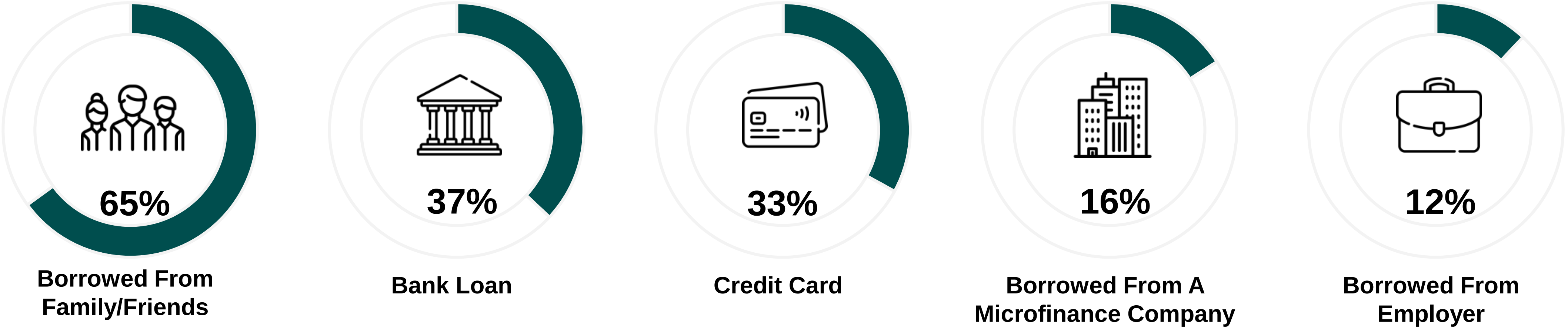
By Demographics



Are In Debt



Types Of Debt



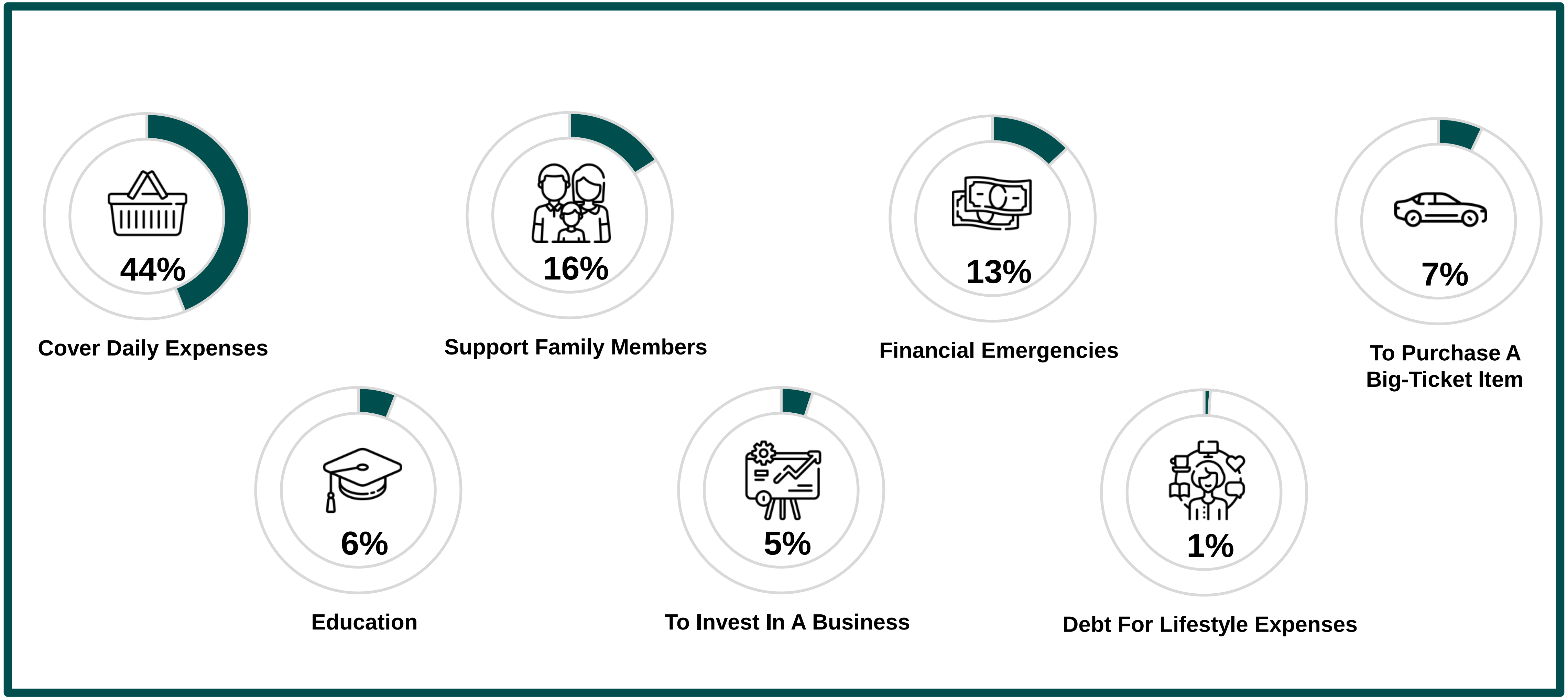
% Out of those in debt

Types Of Debt – By Demographics

	Borrowed From Family/Friends	Bank Loan	Credit Card	Borrowed From A Microfinance Company	Borrowed From Employer
Total	65%	37%	33%	16%	12%
Male	61%	43%	32%	17%	14%
Female	70%	30%	34%	16%	10%
18 - 24	81%	7%	34%	6%	7%
25 - 34	64%	40%	30%	20%	14%
35 - 44	58%	50%	23%	19%	14%
45+	57%	50%	41%	19%	13%
Upper Income	38%	52%	69%	7%	18%
Middle Income	63%	44%	38%	18%	10%
Lower Income	74%	26%	18%	17%	13%

% Out of those in debt

Reasons Behind Debt

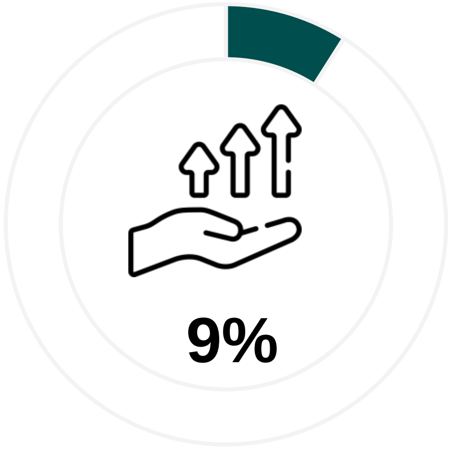


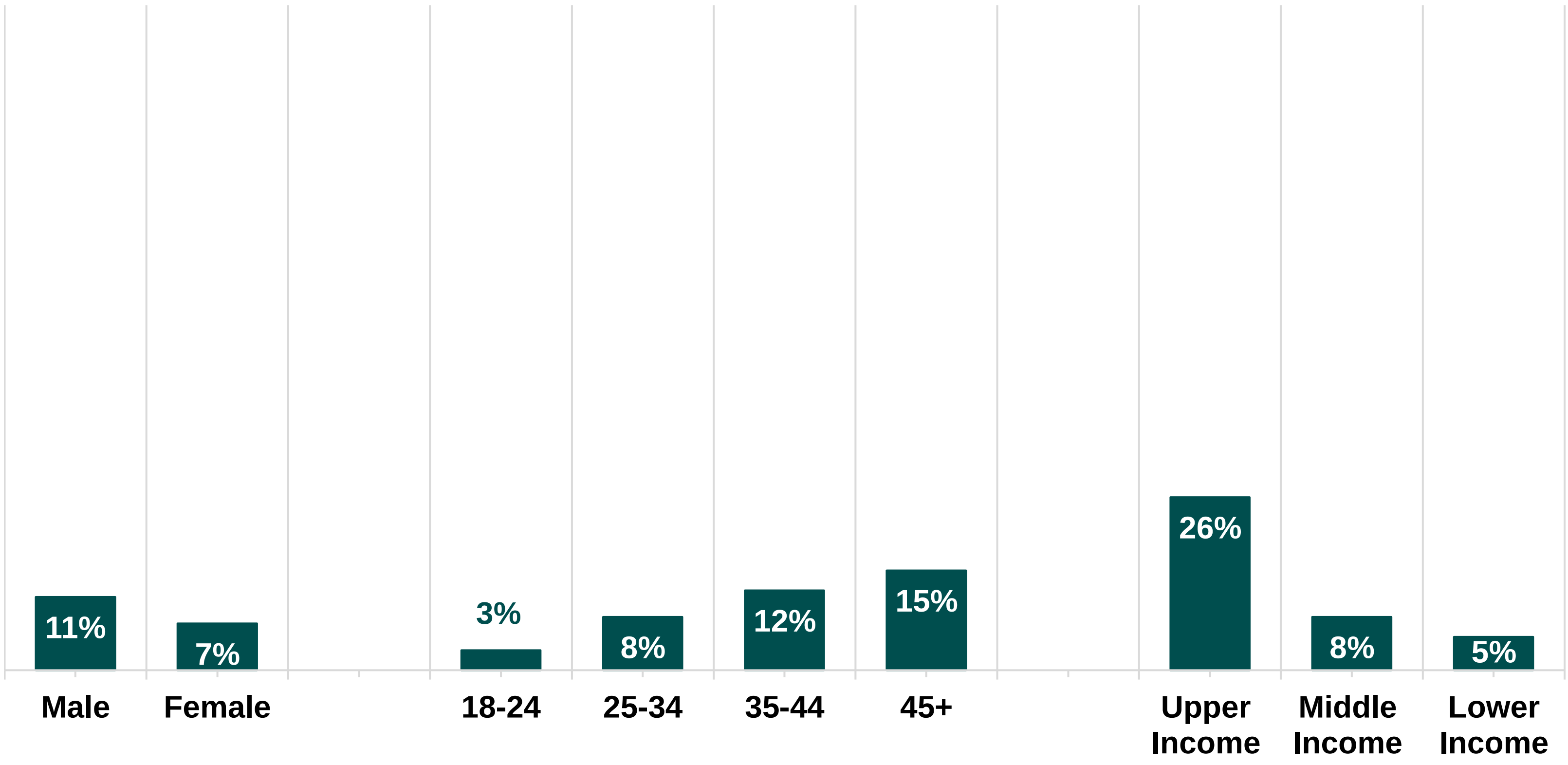
% Out of those in debt

Investments

Investments

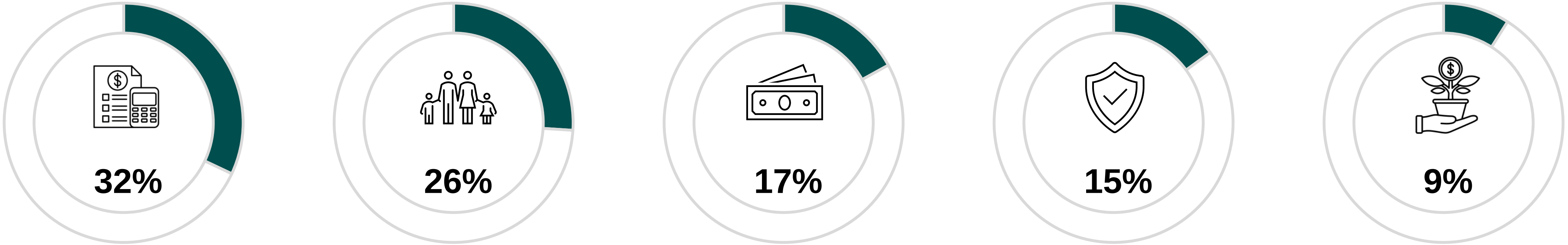
By Demographics





Ultimate Financial Goal

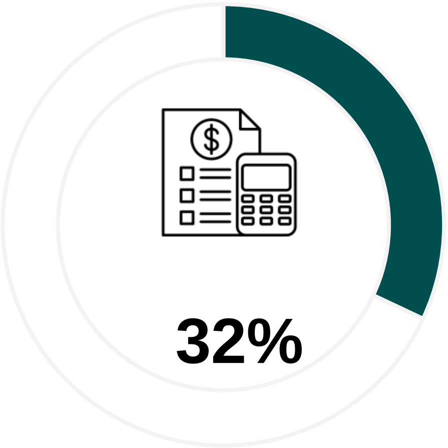
Ultimate Financial Goal



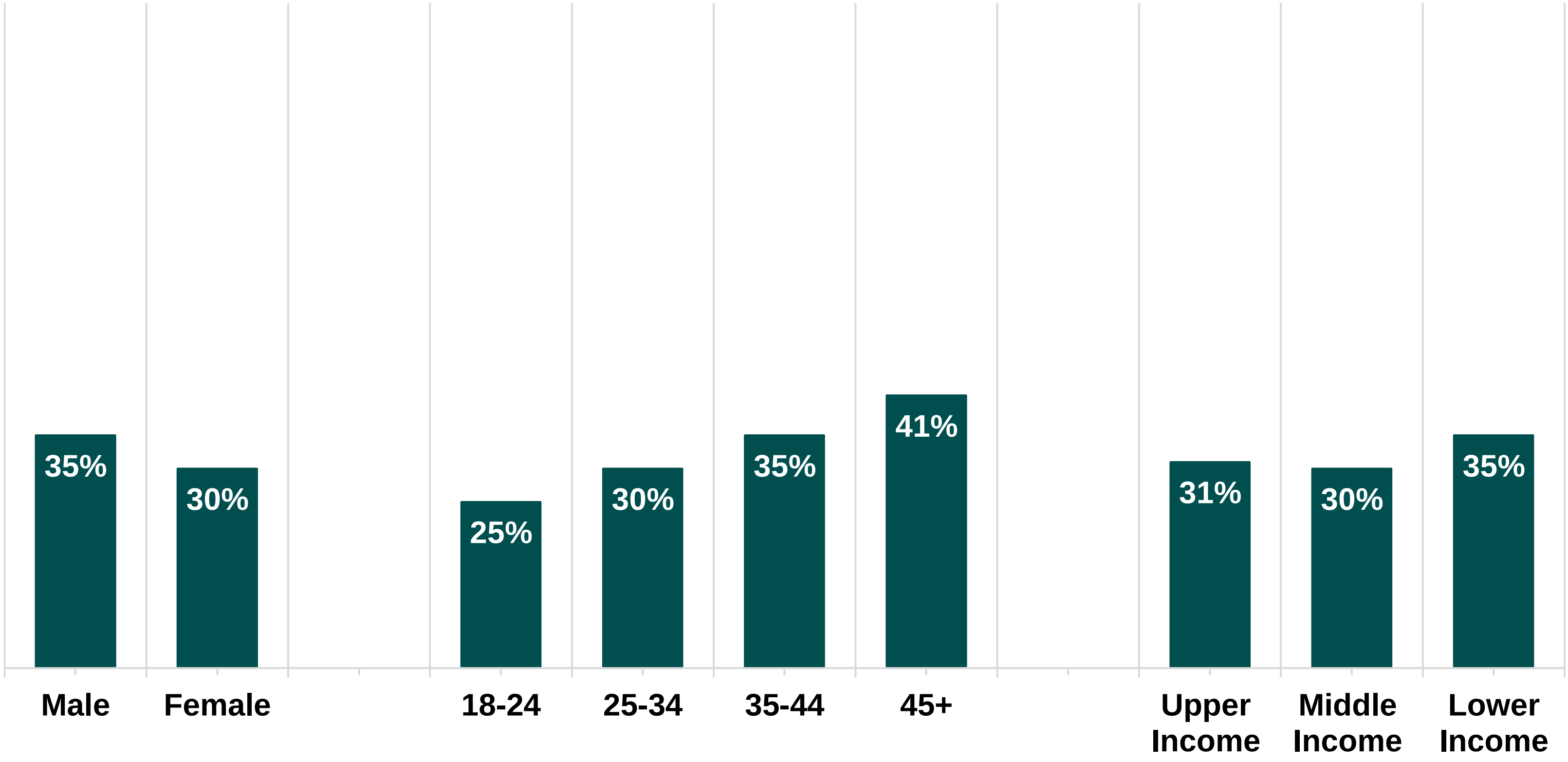
To Be Debt-Free And Financially Stable	To Provide Well For Their Family’s Future And Education	To Become Rich And Accumulate Significant Wealth	To Live Comfortably And Have A Secure Retirement	To Invest And Grow Their Wealth
32%	26%	17%	15%	9%

Being Debt Free – By Demographics

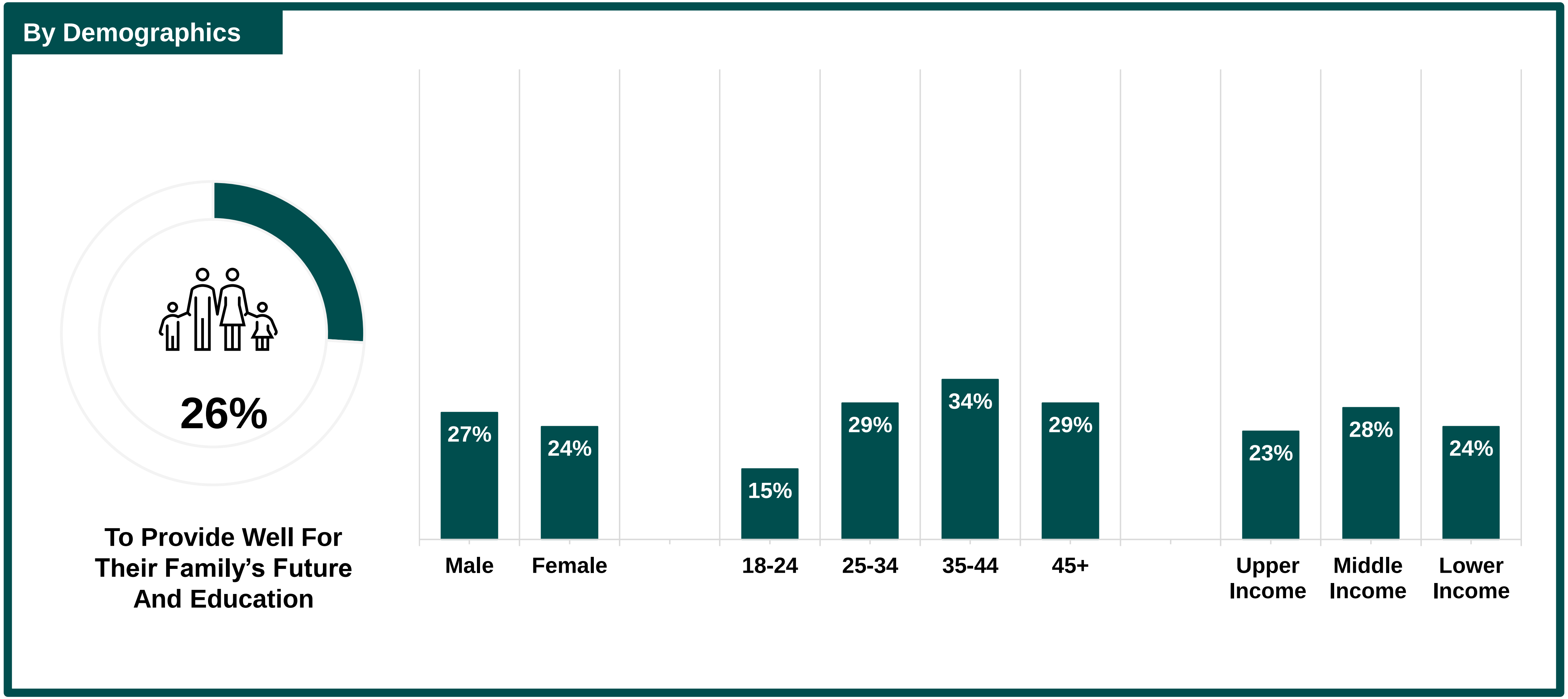
By Demographics



To Be Debt-Free And Financially Stable

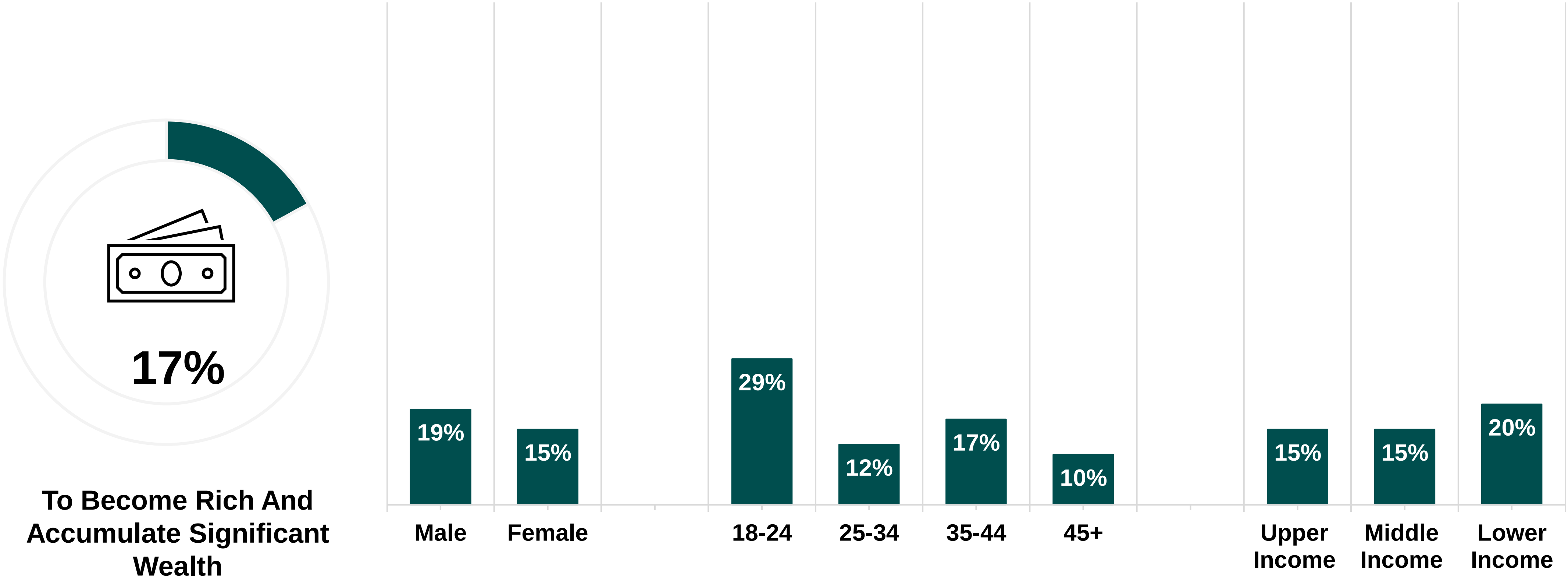


Providing For Family's Future – By Demographics



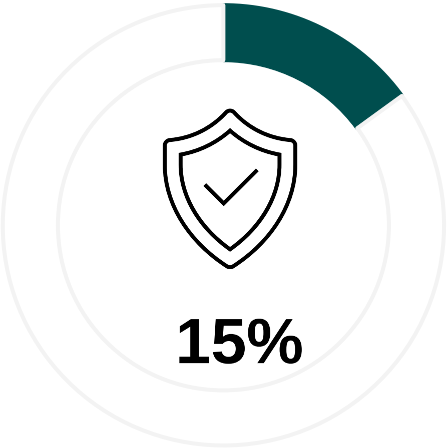
Becoming Rich And Accumulating Wealth – By Demographics

By Demographics

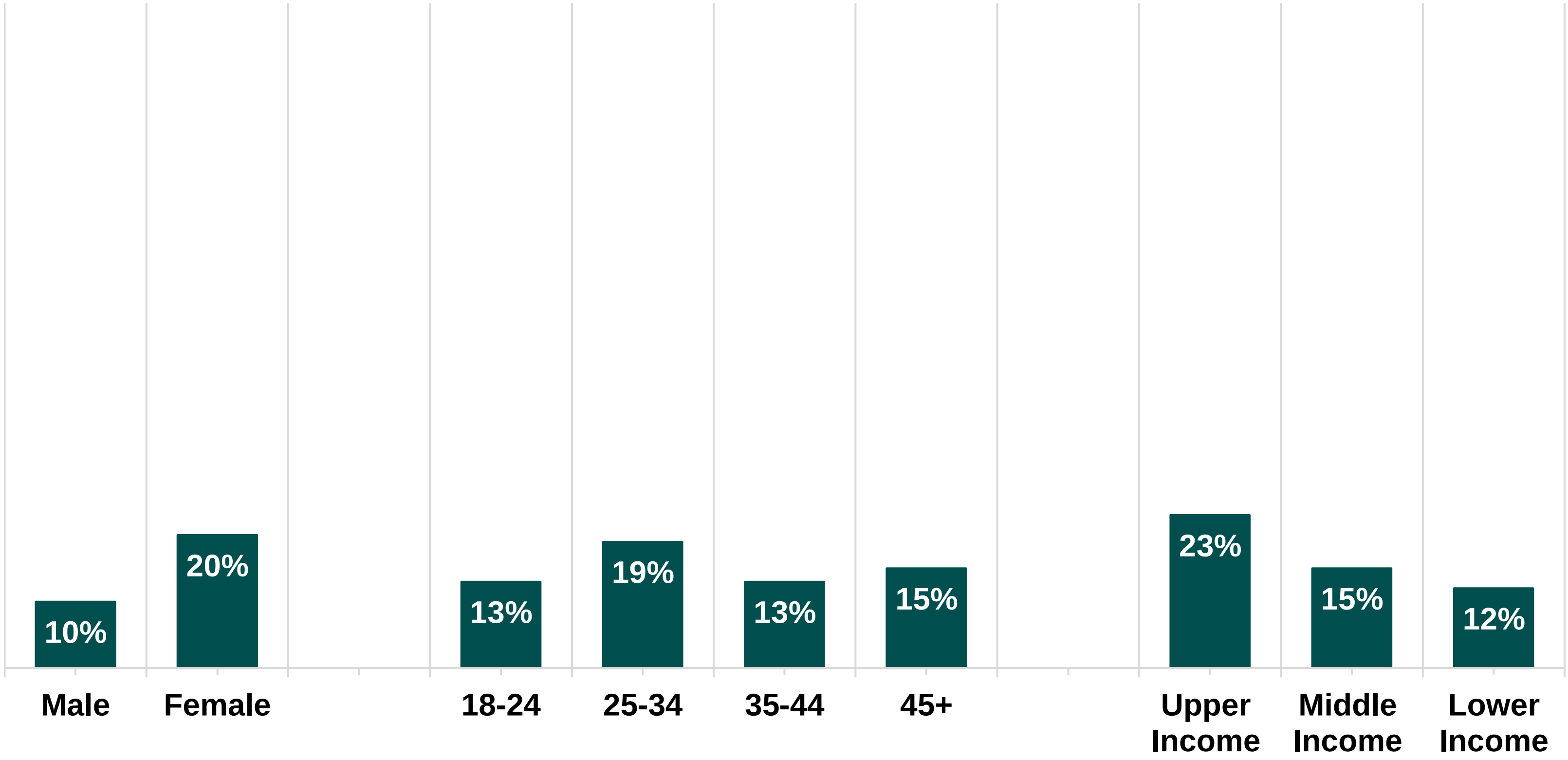


Living Comfortably With A Secure Retirement – By Demographics

By Demographics

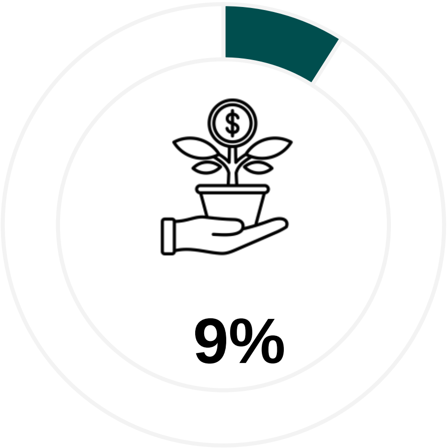


To Live Comfortably And Have A Secure Retirement

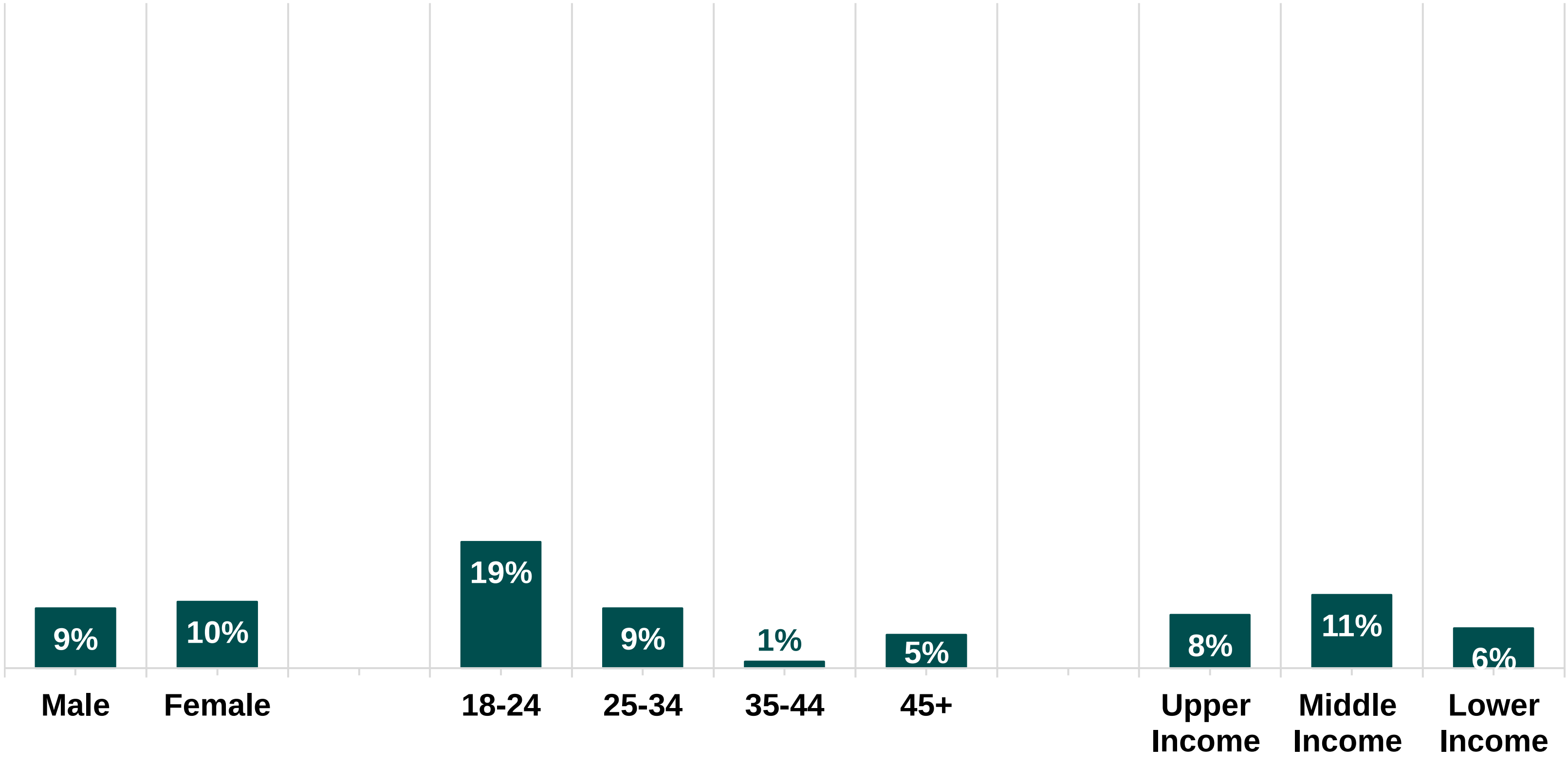


Investing And Growing Wealth – By Demographics

By Demographics



To Invest And Grow Their Wealth



Methodology

Sample Size

500 Respondents

Sample Criteria

General Public.
Representative of the population across gender, age (18+) and SEC

Methodology

The survey was conducted via the Ipsos online panel

Geographical Coverage

Conducted in Jordan, with a nationwide coverage

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