JORDAN CONSUMER SENTIMENT INDEX – Q4'23

January 2024

Data Collected in December 2023

GAME CHANGERS

Ipsos

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

Overall Jordan Consumer Sentiment Index

JCSI Investment Climate

JCSI 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?

01.

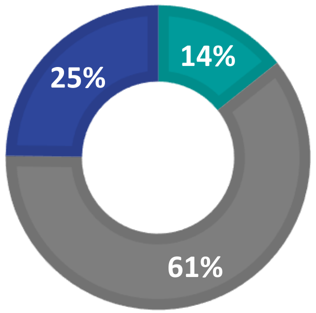
Jordan Consumer Sentiment Index

JCSI Summary

JCSI Q4 2023	Previous Wave Q3 2023
42.4 ↑	37.9

Country Economic Situation

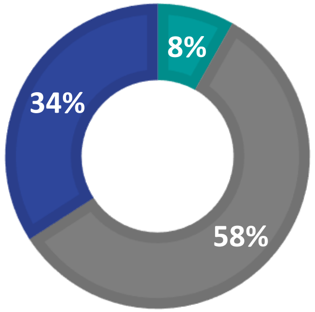
Q: Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



Strong Weak
Neither Strong Nor Weak

Personal Financial Situation

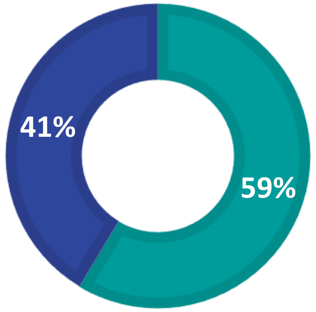
Q: Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.



Strong Weak
Neither Strong Nor Weak

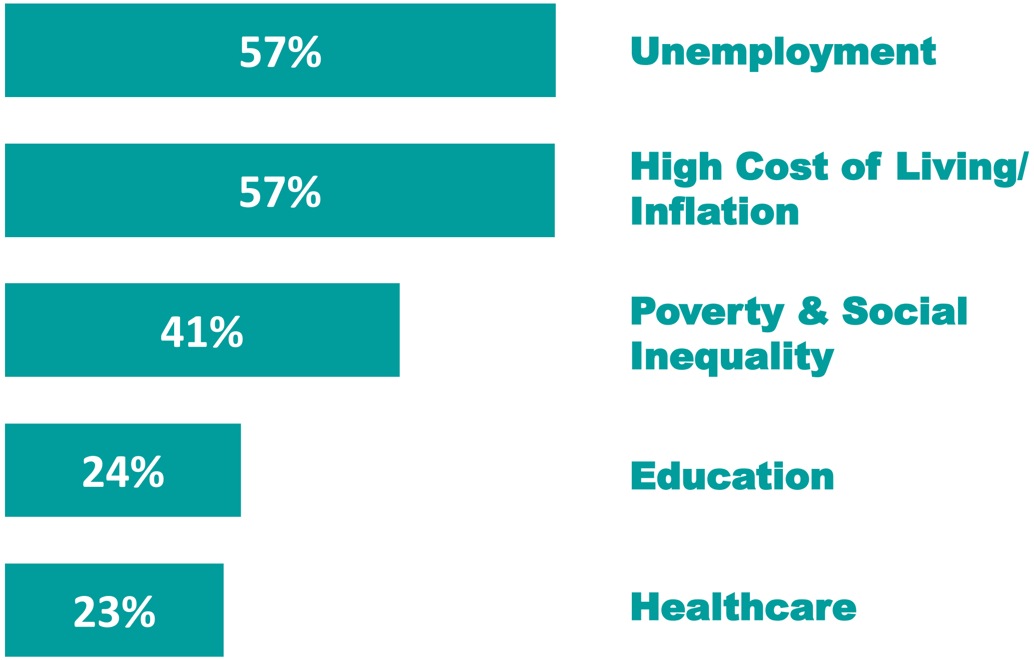
Country Direction

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 Direction

TOP 5 Concerns for Consumers in Jordan



JCSI Summary

42.4 ↑
Q4 2023

37.9
Versus Previous Wave; Q3 2023

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

30.1 ↑ JCSI Current Personal Financial Conditions	**56.8** ↑ JCSI Economic Expectations
32.0 ↑ JCSI Investment Climate	**52.0** ↑ JCSI Employment Confidence

→

42.4 ↑
Q4 2023
Overall Jordan Consumer Sentiment Index

↓ Decreased vs previous wave = Less than 1 point difference vs. previous wave ↑ Increased vs previous wave

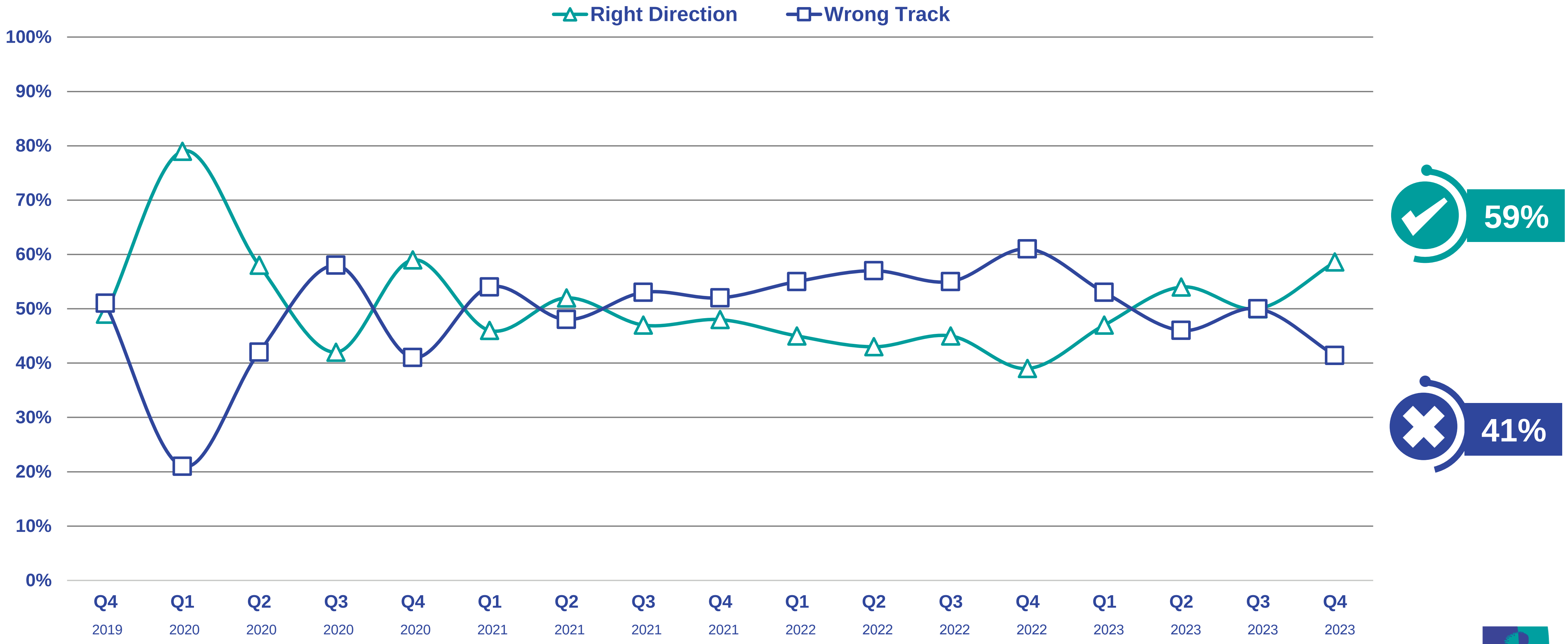
02.

Country’s General Situation

Right Direction/Wrong Track

Trending

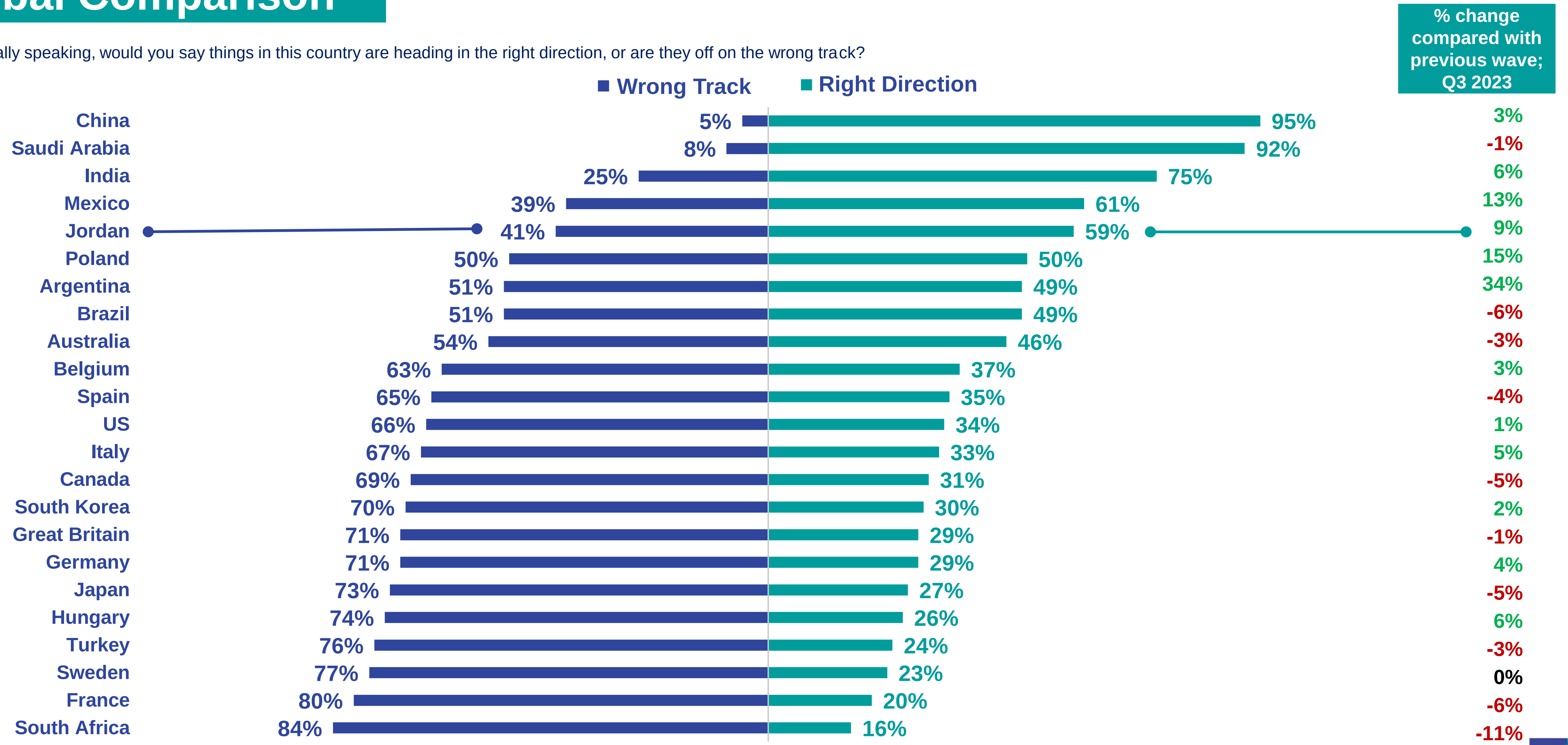
Q. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Right Direction/Wrong Track

Global Comparison

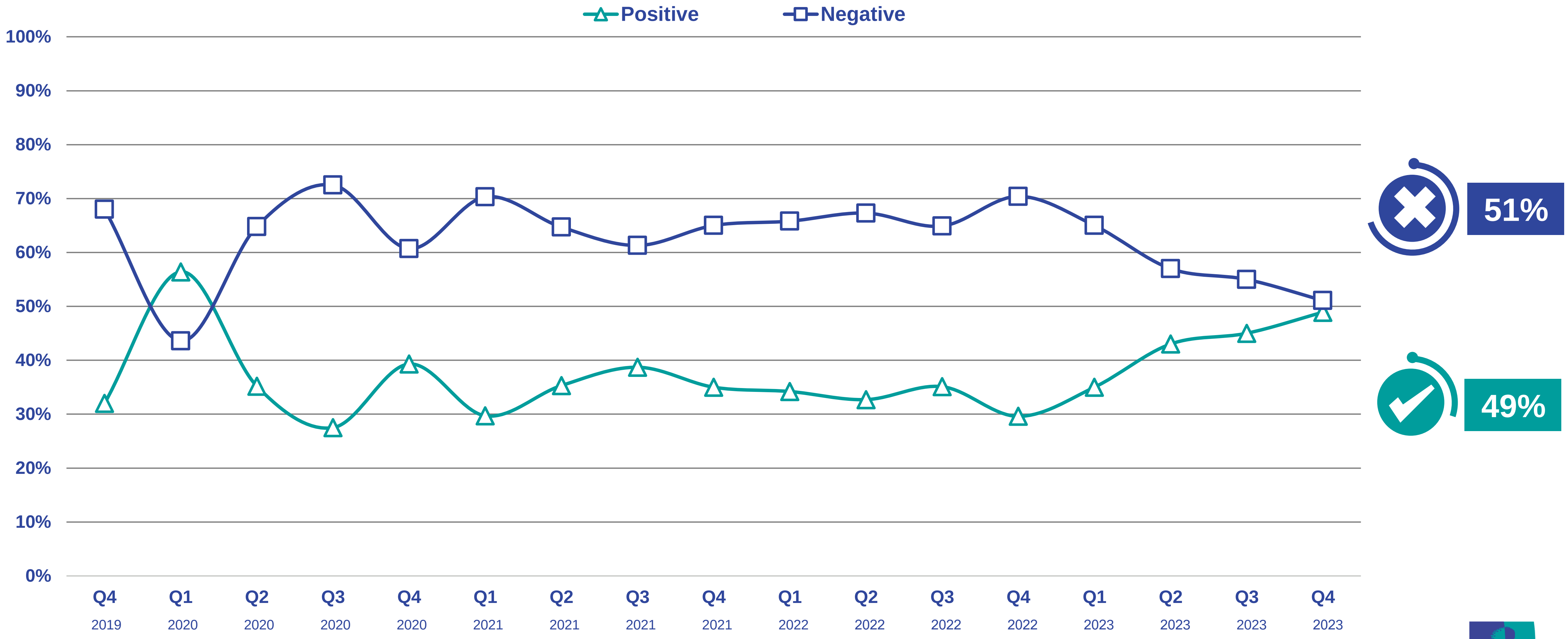
Q. Generally speaking, would you say things in this country are heading in the right direction, or are they off on the wrong track?



Current Economic Situation

Trending

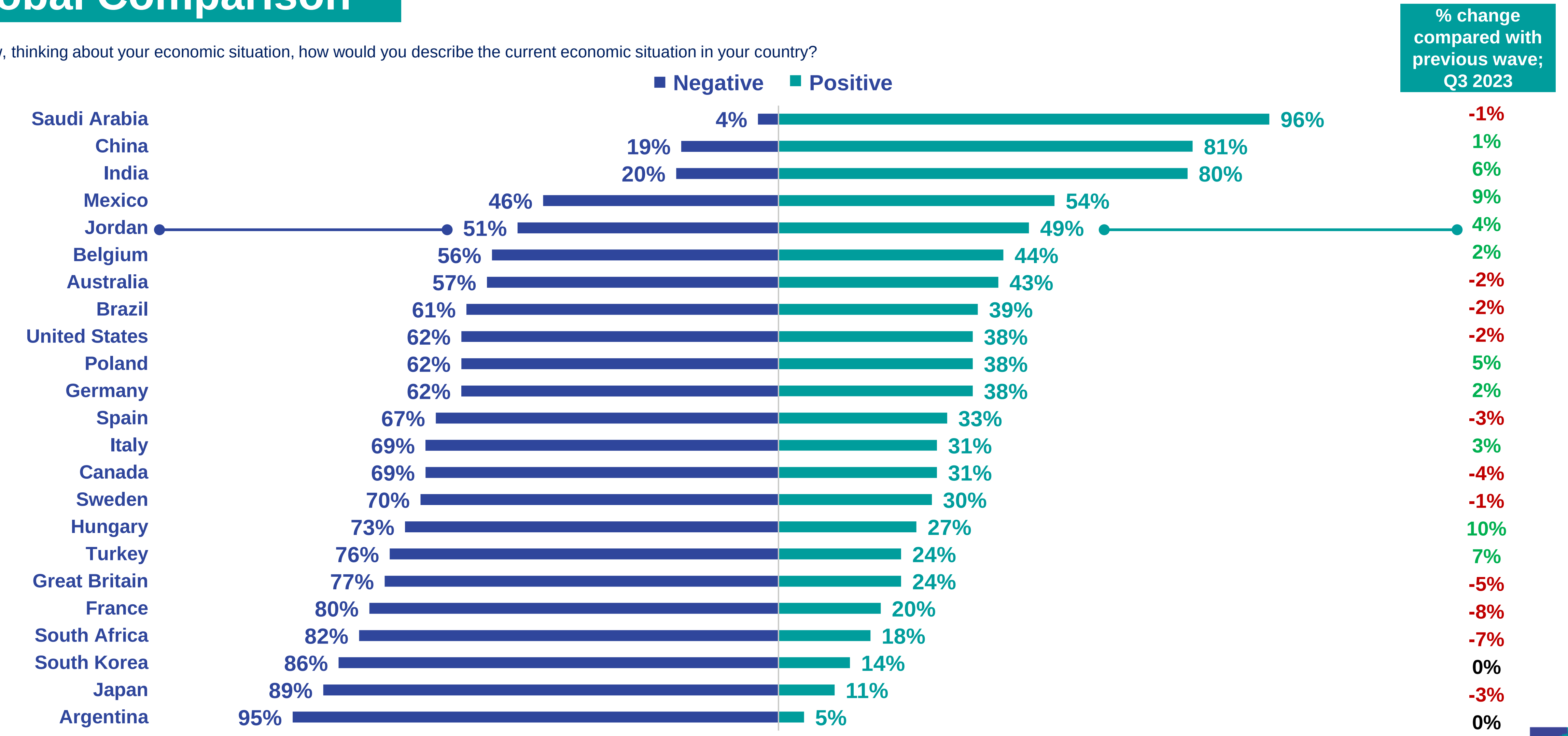
Q. Now, thinking about our economic situation, how would you describe the current economic situation in Jordan?



Current Economic Situation

Global Comparison

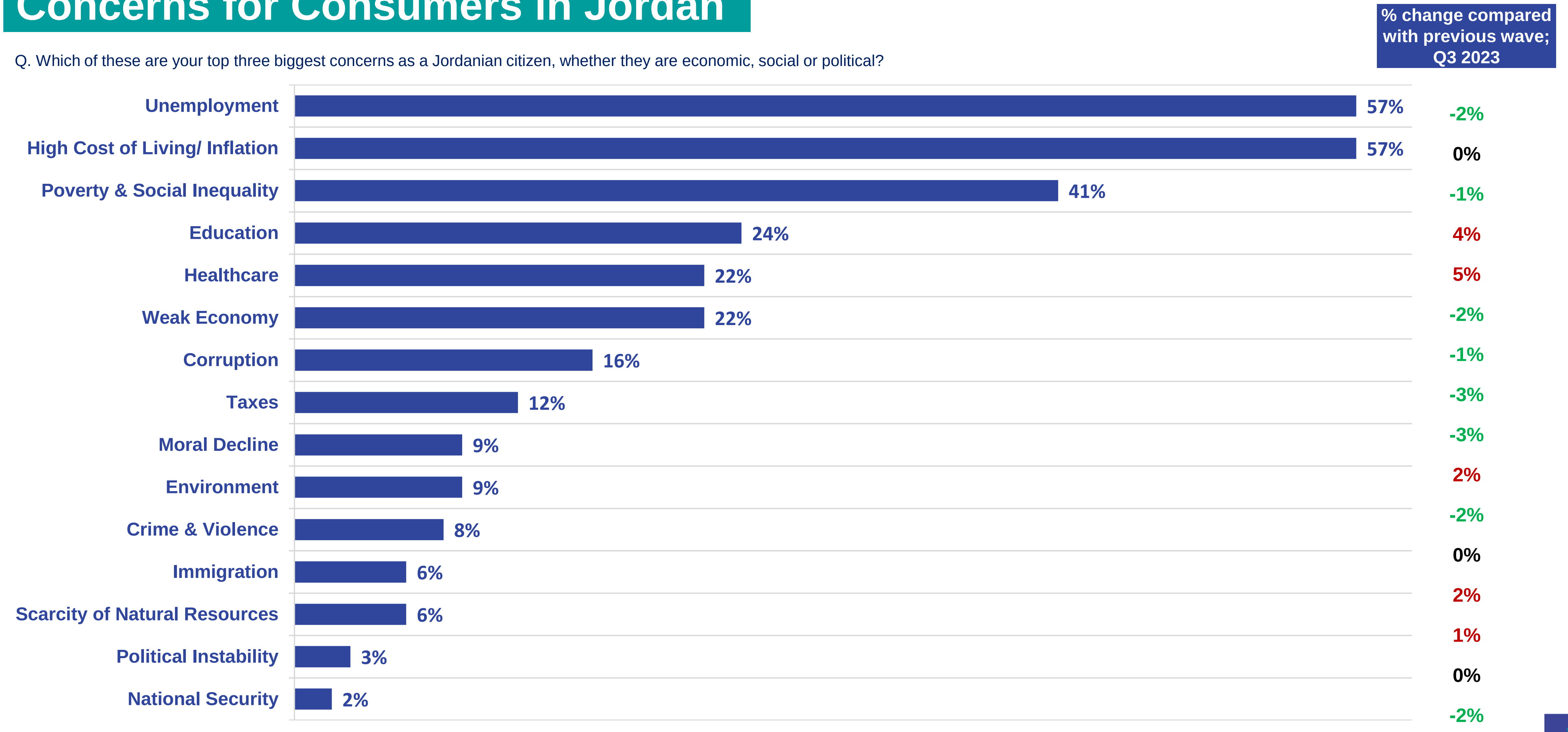
Q. Now, thinking about your economic situation, how would you describe the current economic situation in your country?



What Concerns Jordan

Concerns for Consumers in Jordan

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



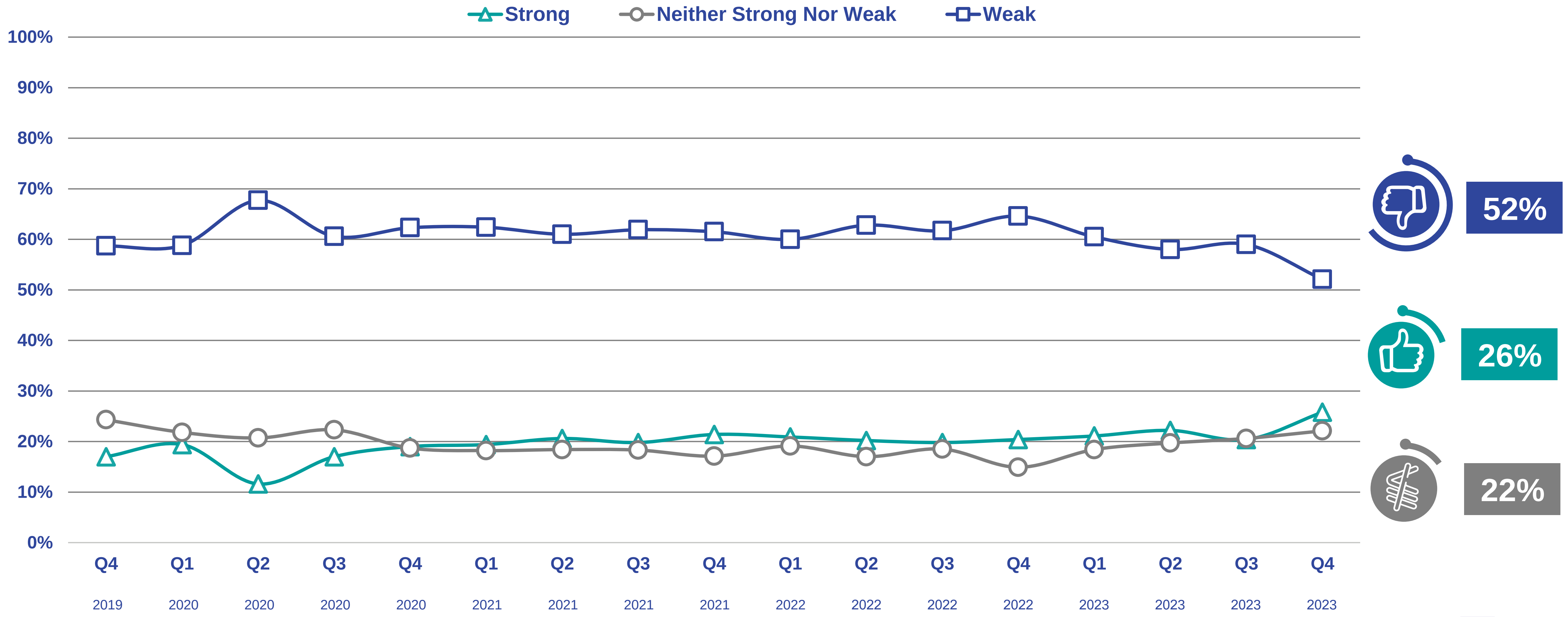
03.

Personal Financial Situation

Current Personal Financial Situation

Trending

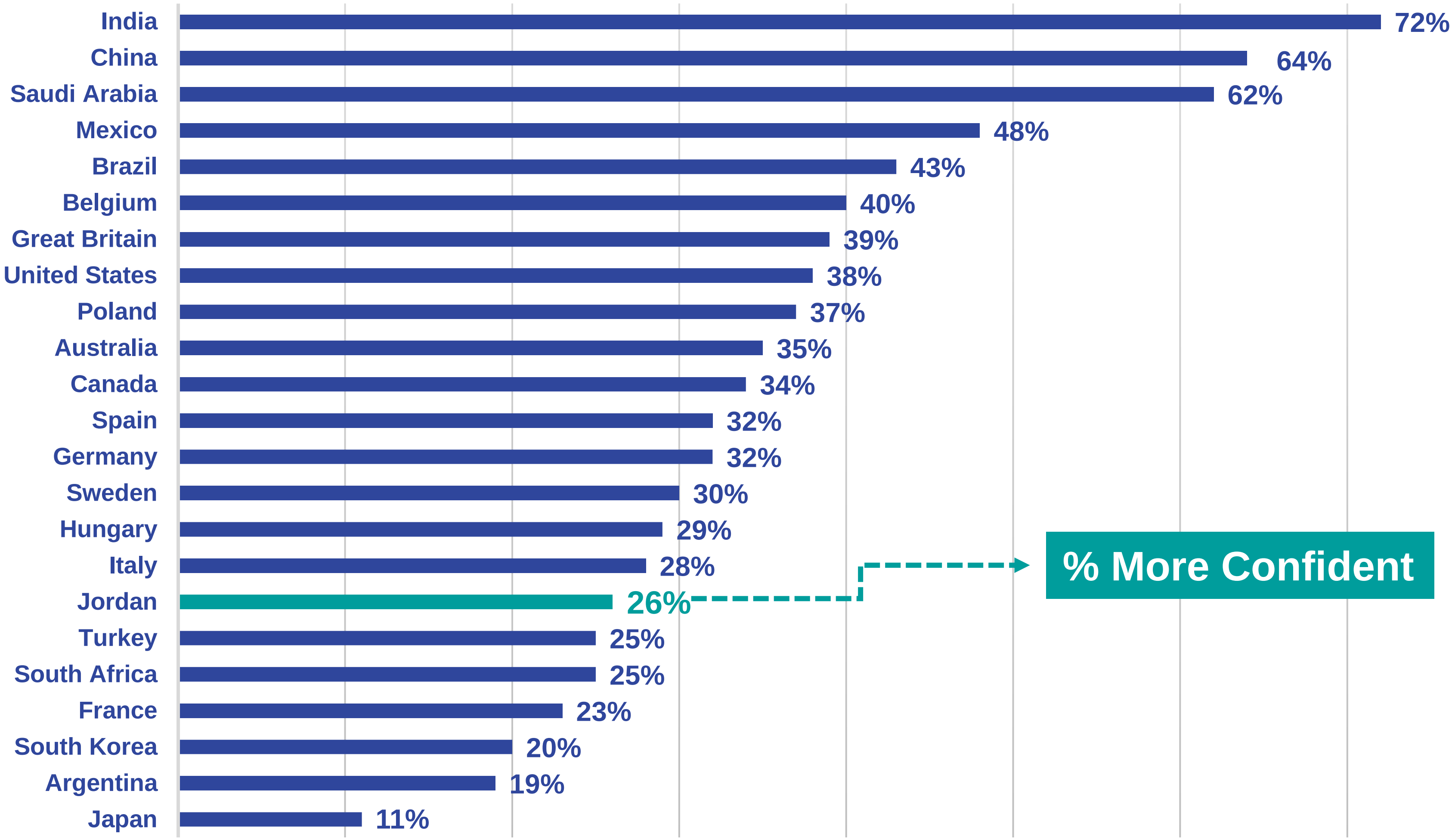
Q. Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.



Current Personal Financial Situation

Global Comparison

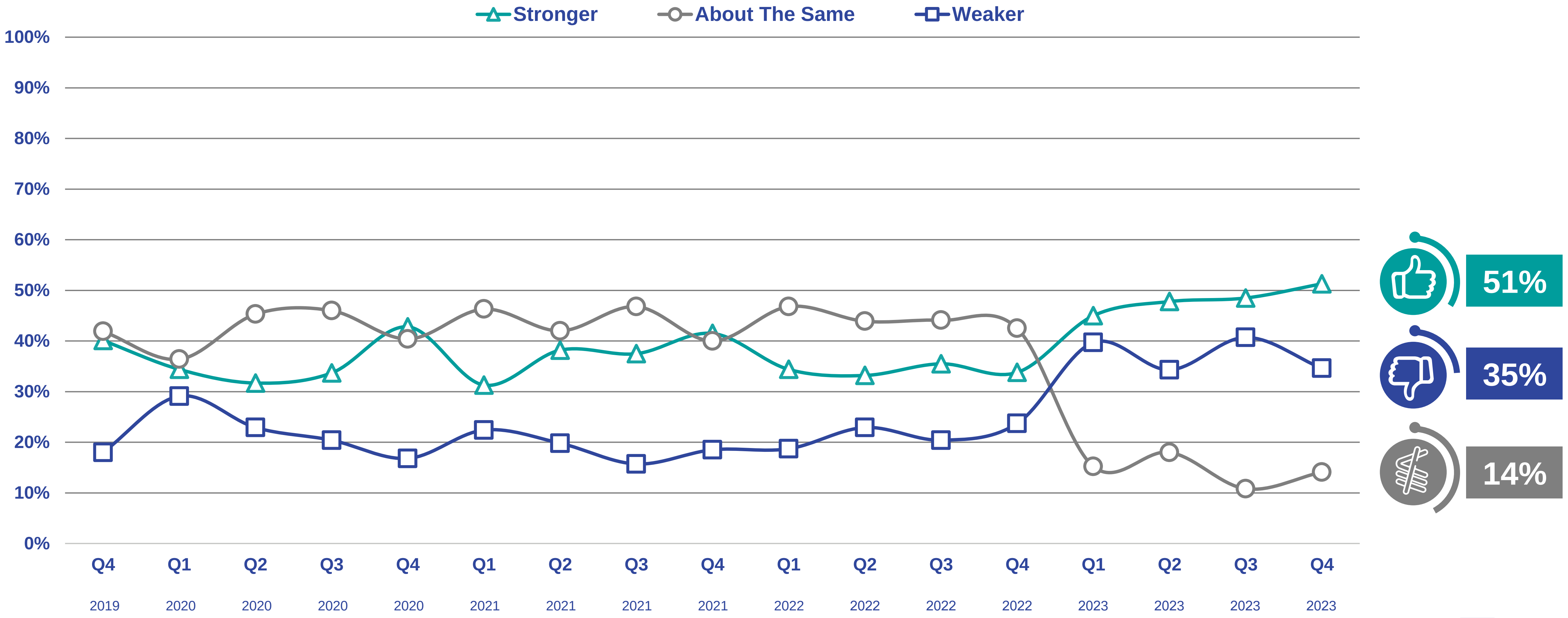
Q. Rate your current financial situation, using a scale from 1 to 7, where 7 means your personal financial situation is very strong today and 1 means it is very weak.



Future Personal Financial Situation

Trending

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?



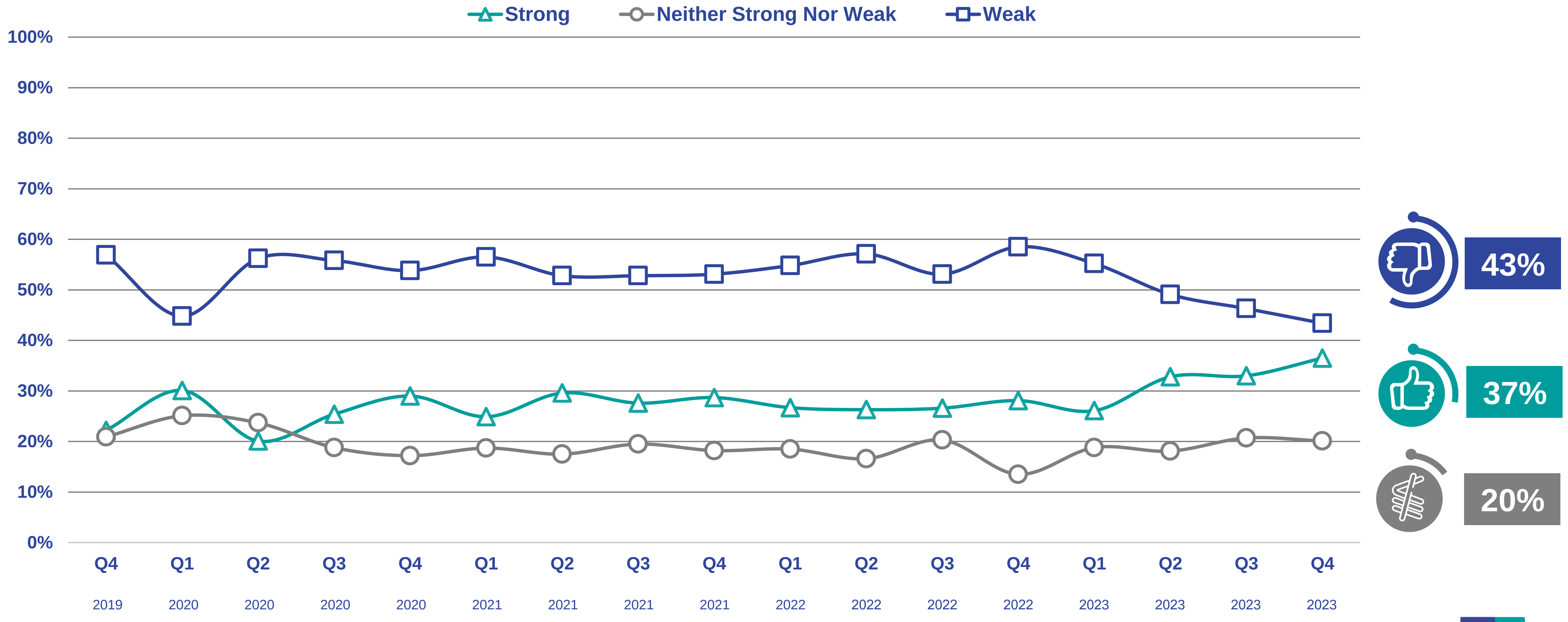
04.

Jordan's Economic Situation

Current State of The Economy

Trending

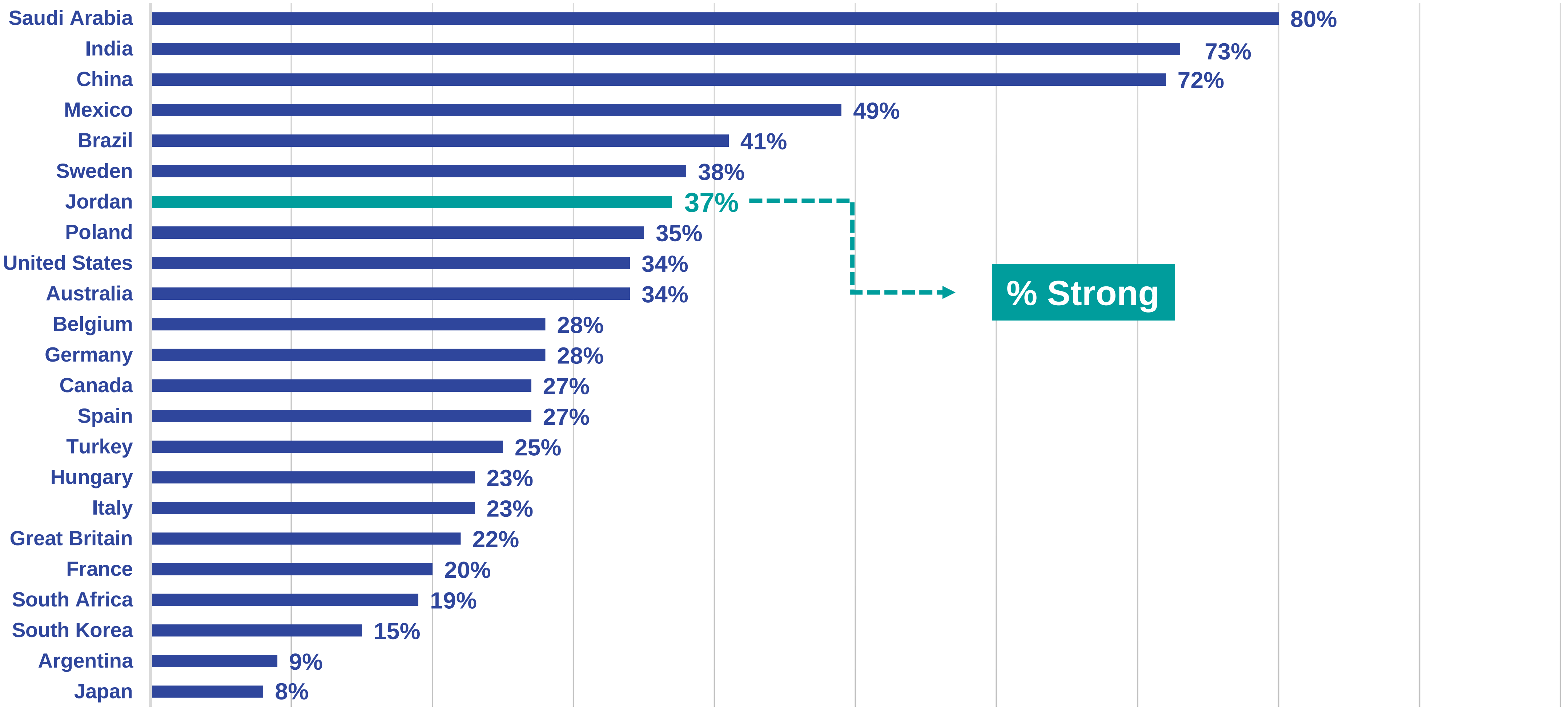
Q. Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



Current State of The Economy

Global Comparison

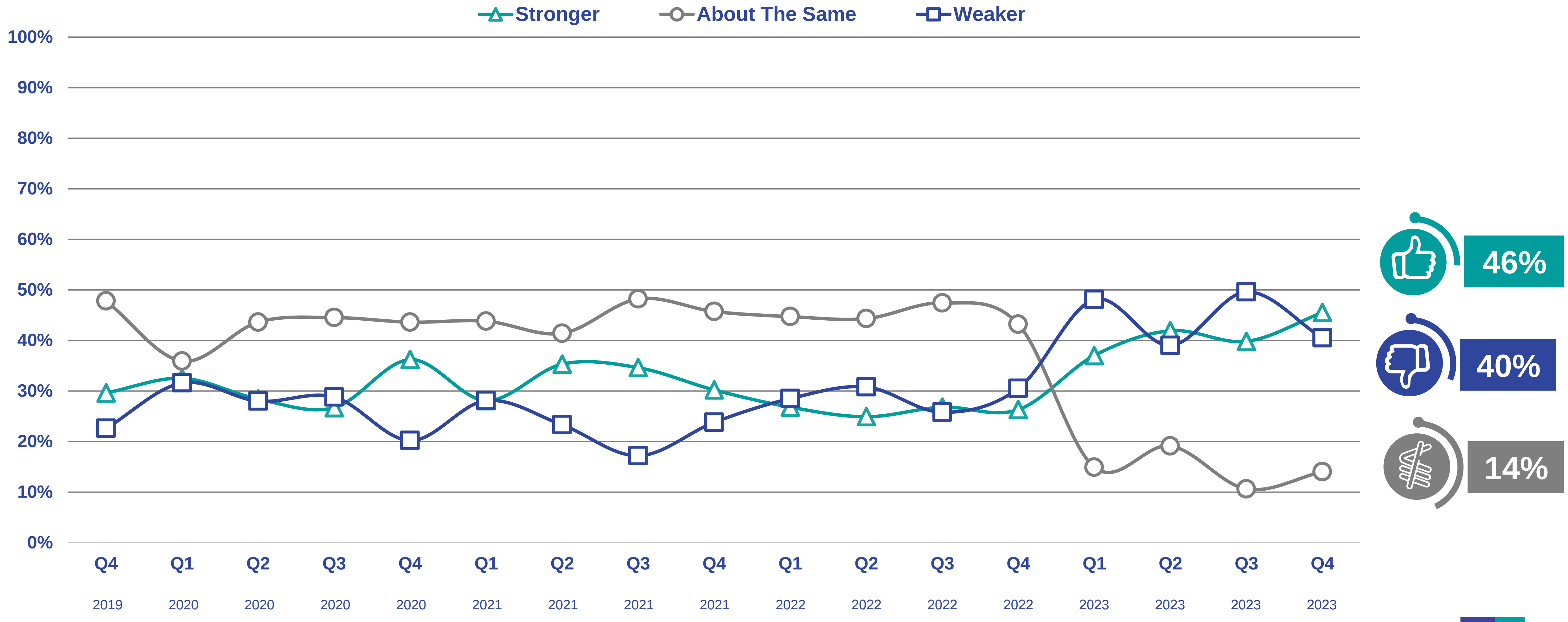
Q: Now Rate the current state of the economy in your local area using a scale from 1 to 7, where 7 means a very strong economy today and 1 means a very weak economy.



Future Local State of The Economy

Trending

Q. 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?



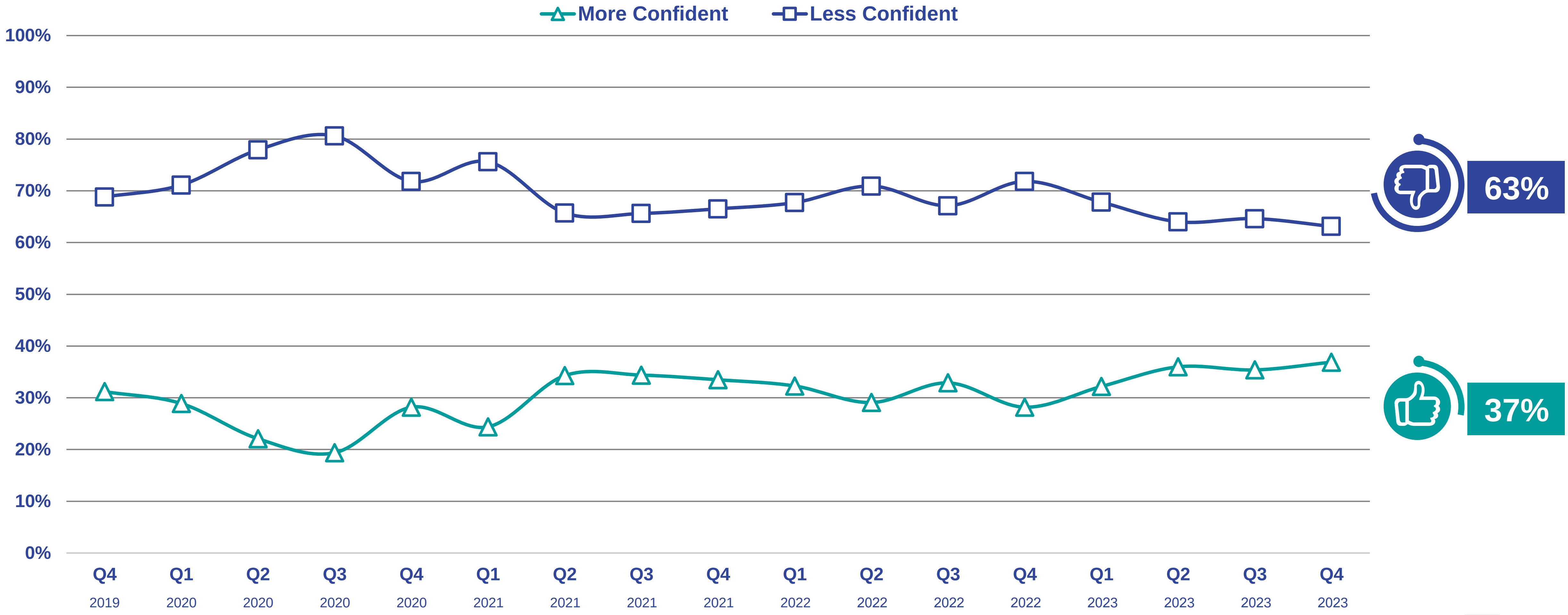
05.

Employment

Job Security

Trending

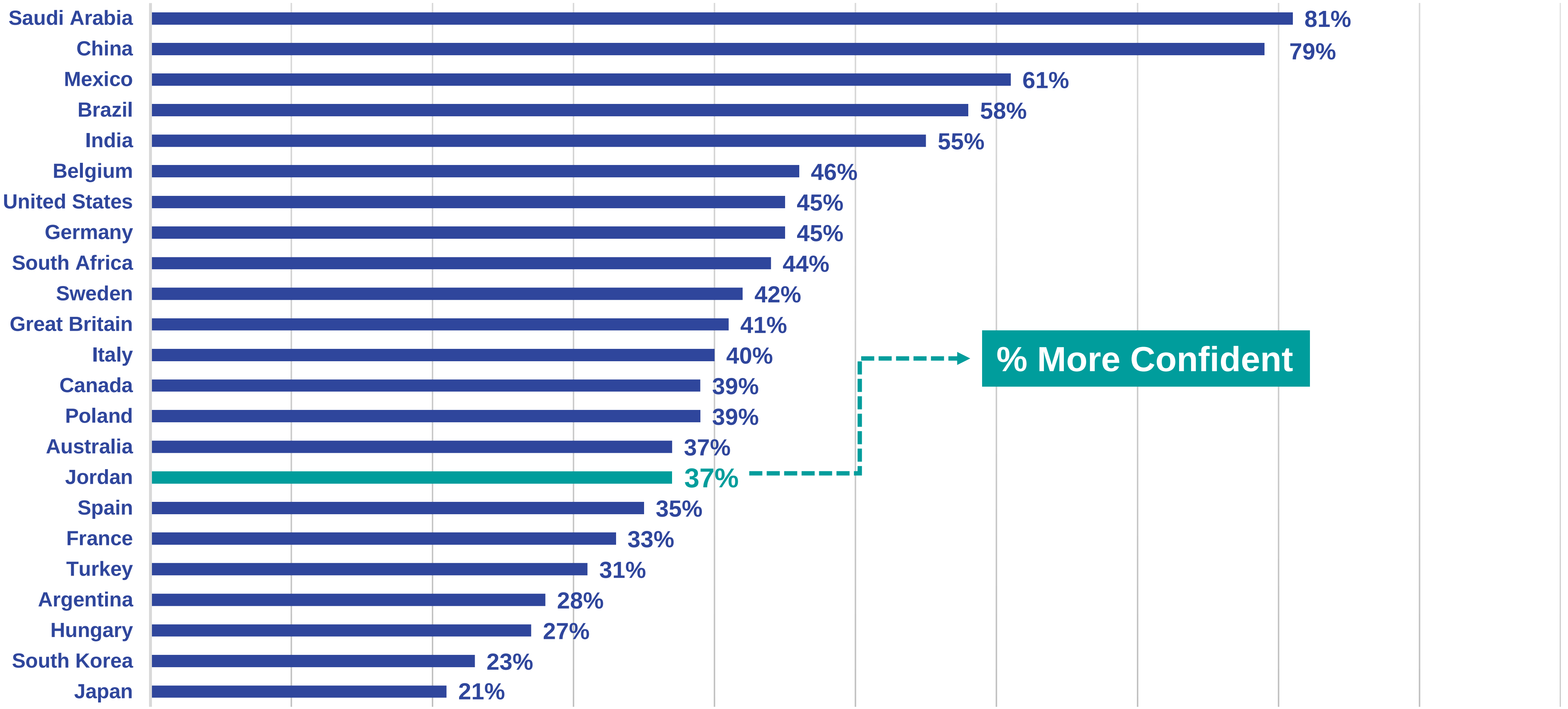
Q. Compared to 6 months ago, are you now more or less confident about job security for yourself, your family and other people you know personally?



Job Security

Global Comparison

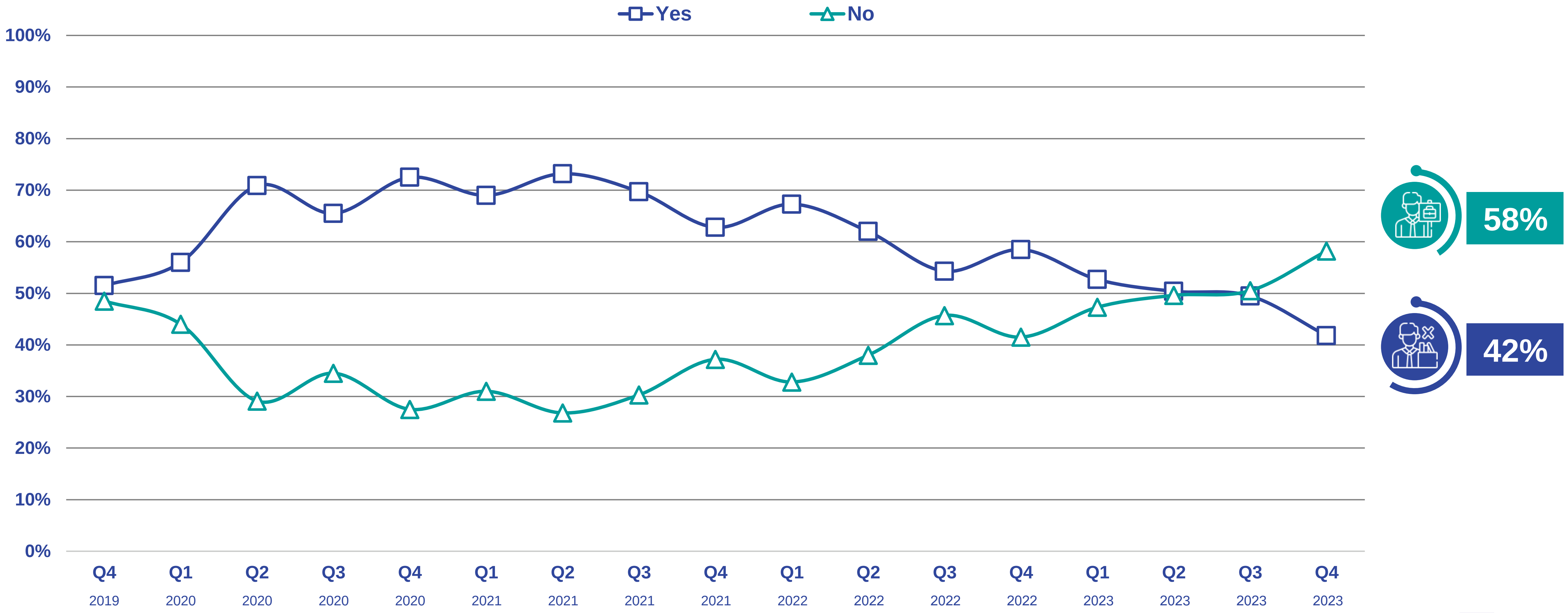
Q: Compared to 6 months ago, are you now more or less confident about job security for yourself, your family and other people you know personally?



Job Losses In the Past Six Months

Trending

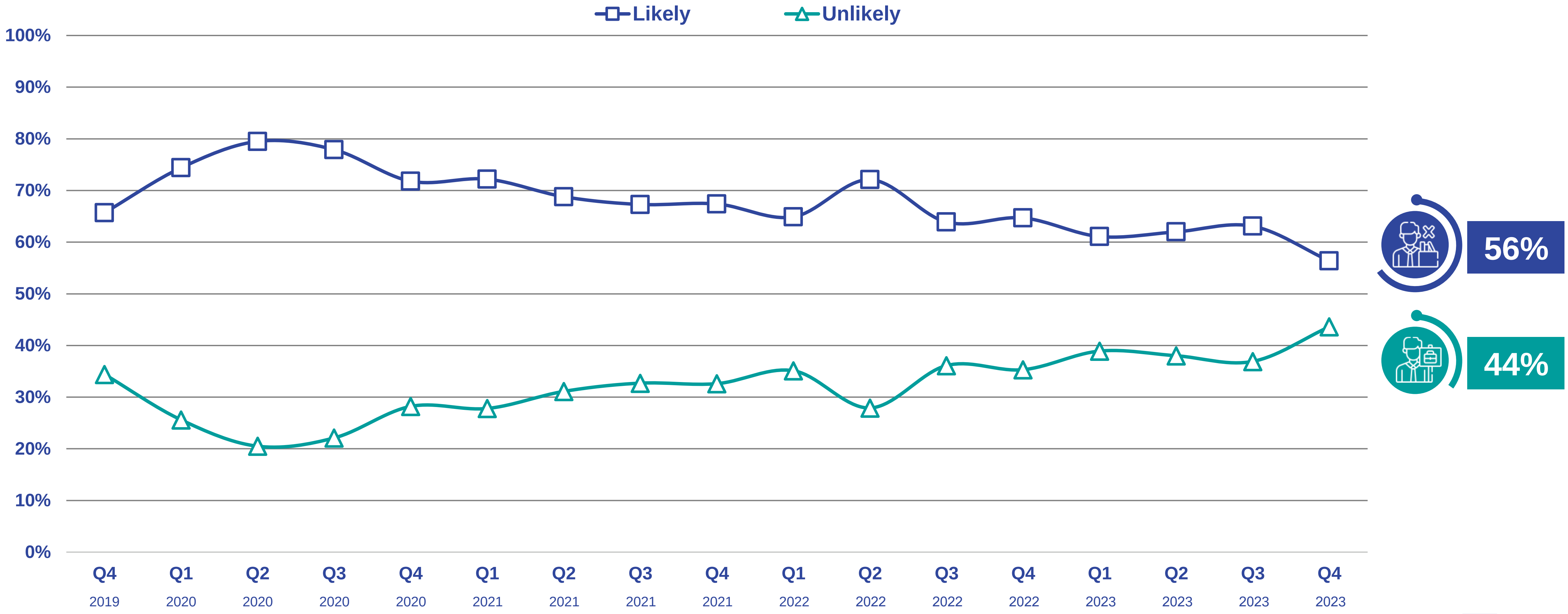
Q. Thinking about the last 6 months, have you, someone in your family or someone else you know personally lost their job as a result of economic conditions?



Job Losses In the Next Six Months

Trending

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?



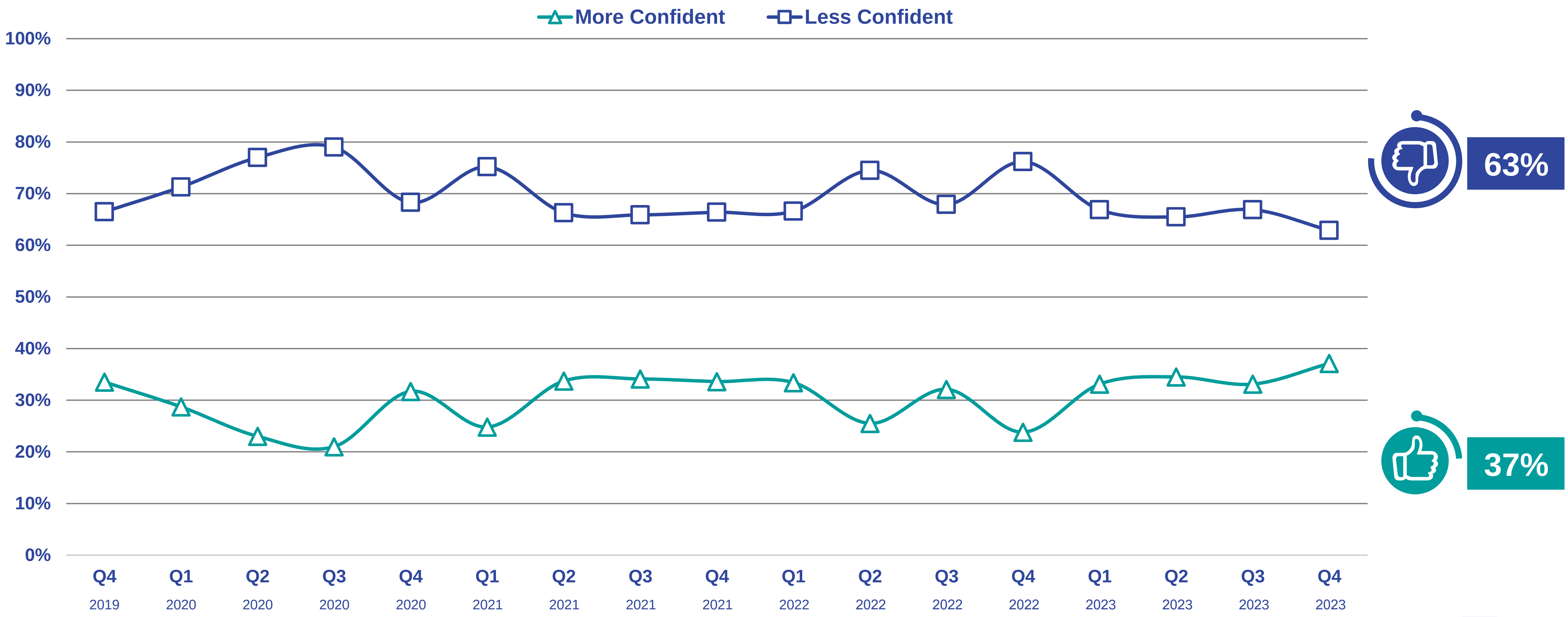
06.

Investment Climate

Ability To Invest In The Future

Trending

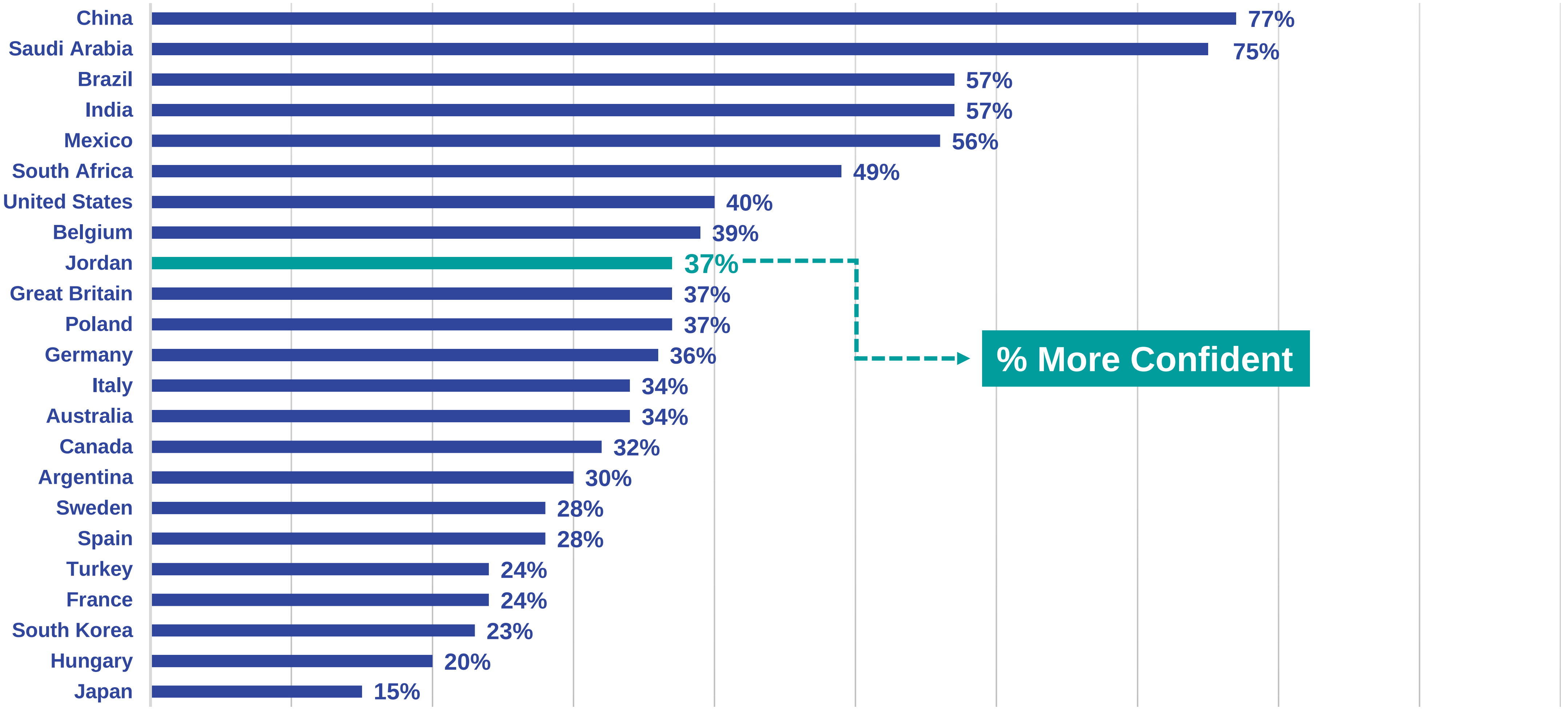
Q. Compared to 6 months ago, are you NOW more or less confident about your ability to invest in the future, including your ability to save money for your retirement and your children's education?



Ability To Invest In The Future

Global Comparison

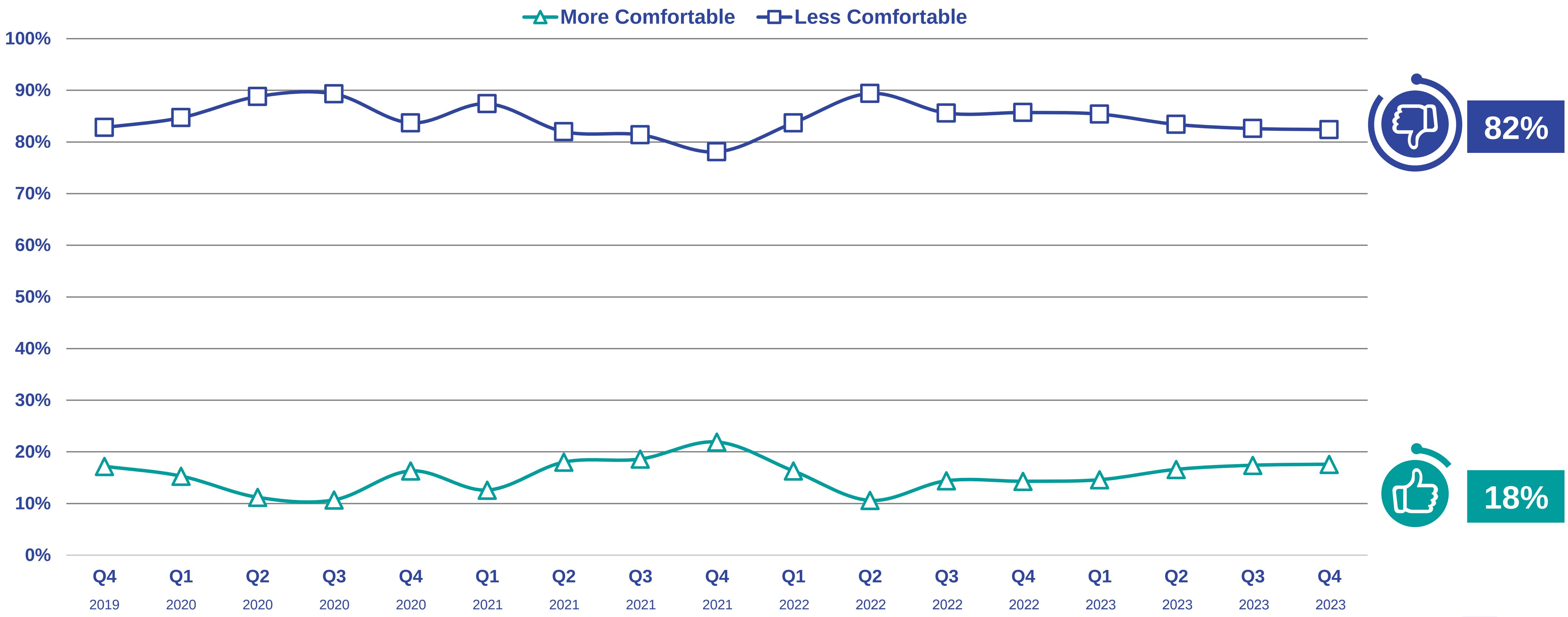
Q: Compared to 6 months ago, are you NOW more or less comfortable about your ability to invest in the future, including your ability to save money for your retirement and your children’s education?



Ability To Make a Major Purchase

Trending

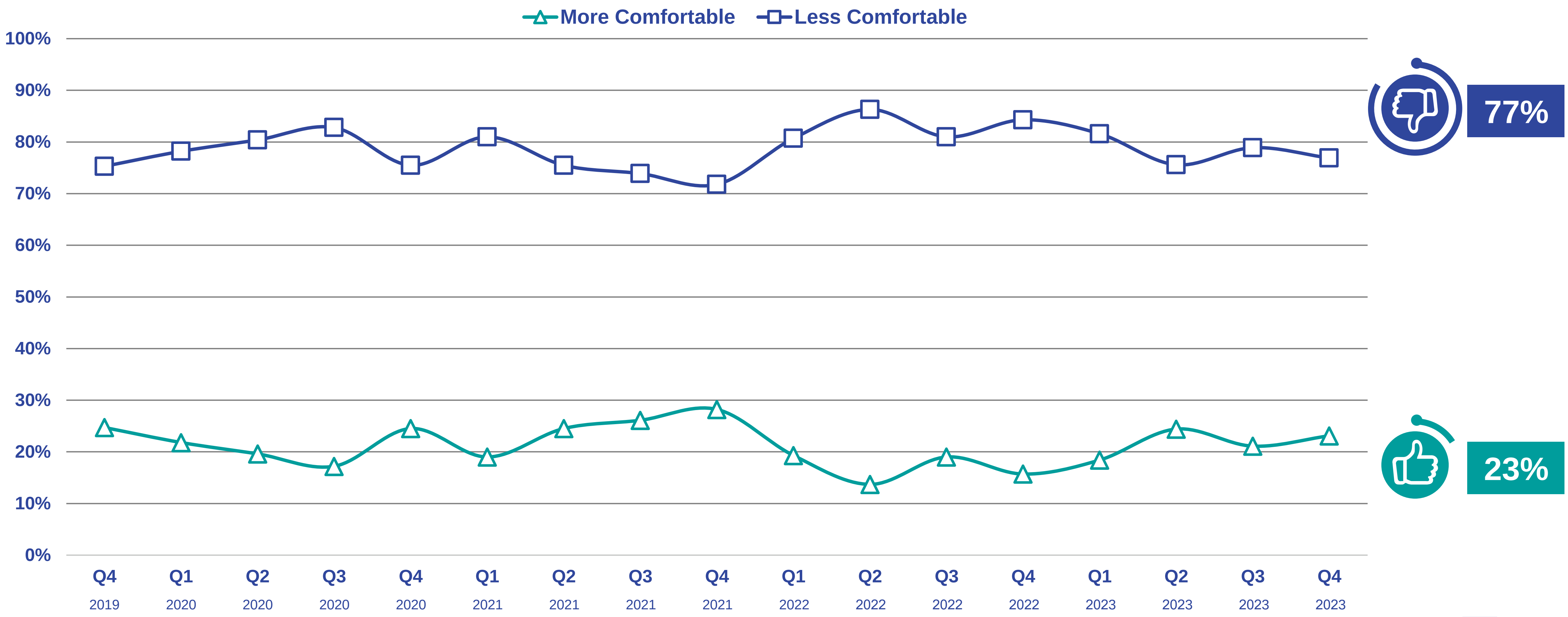
Q. Compared to 6 months ago, are you now more or less comfortable making a major purchase, like a home or car?



Buying Household Durables

Trending

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

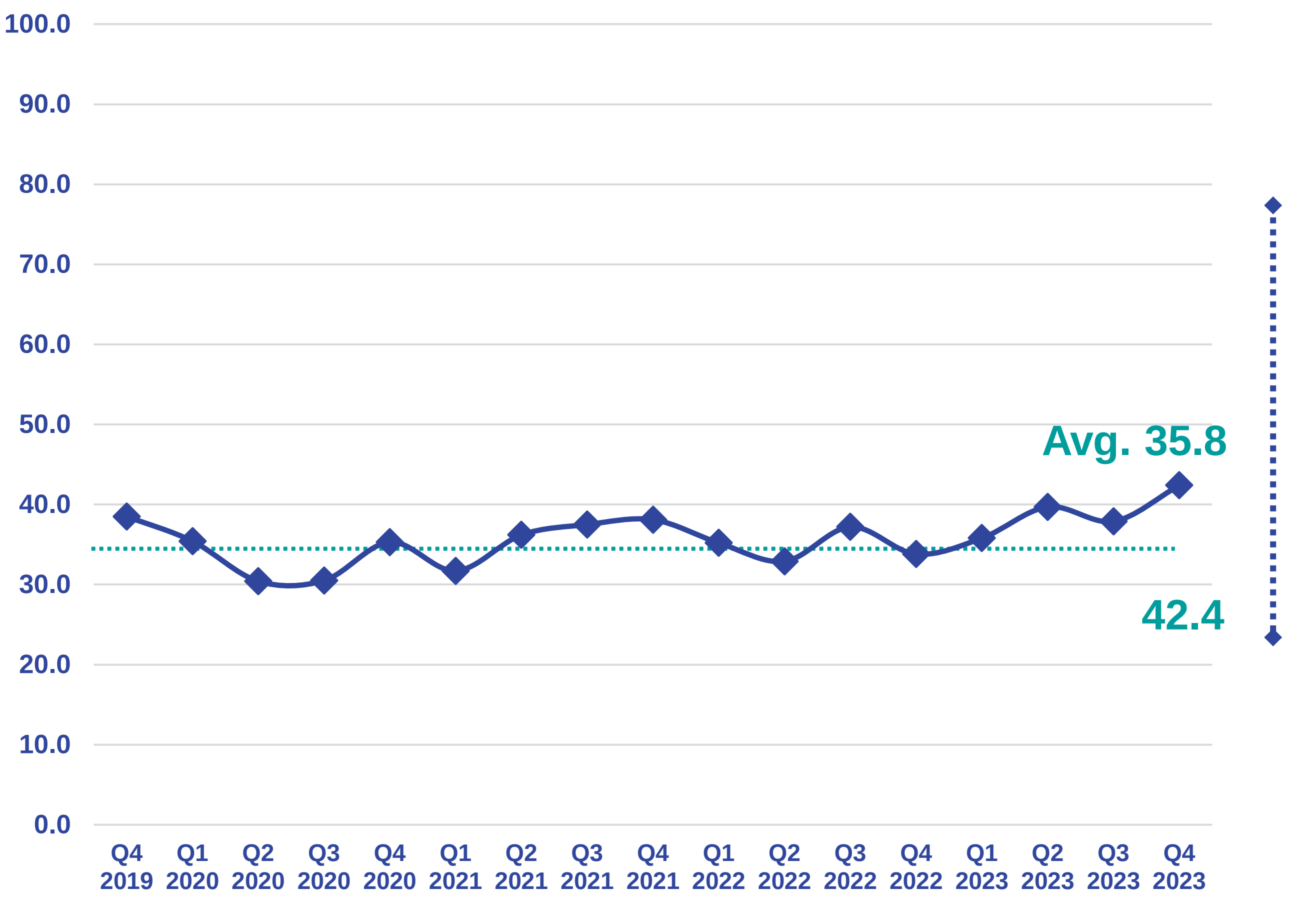


07.

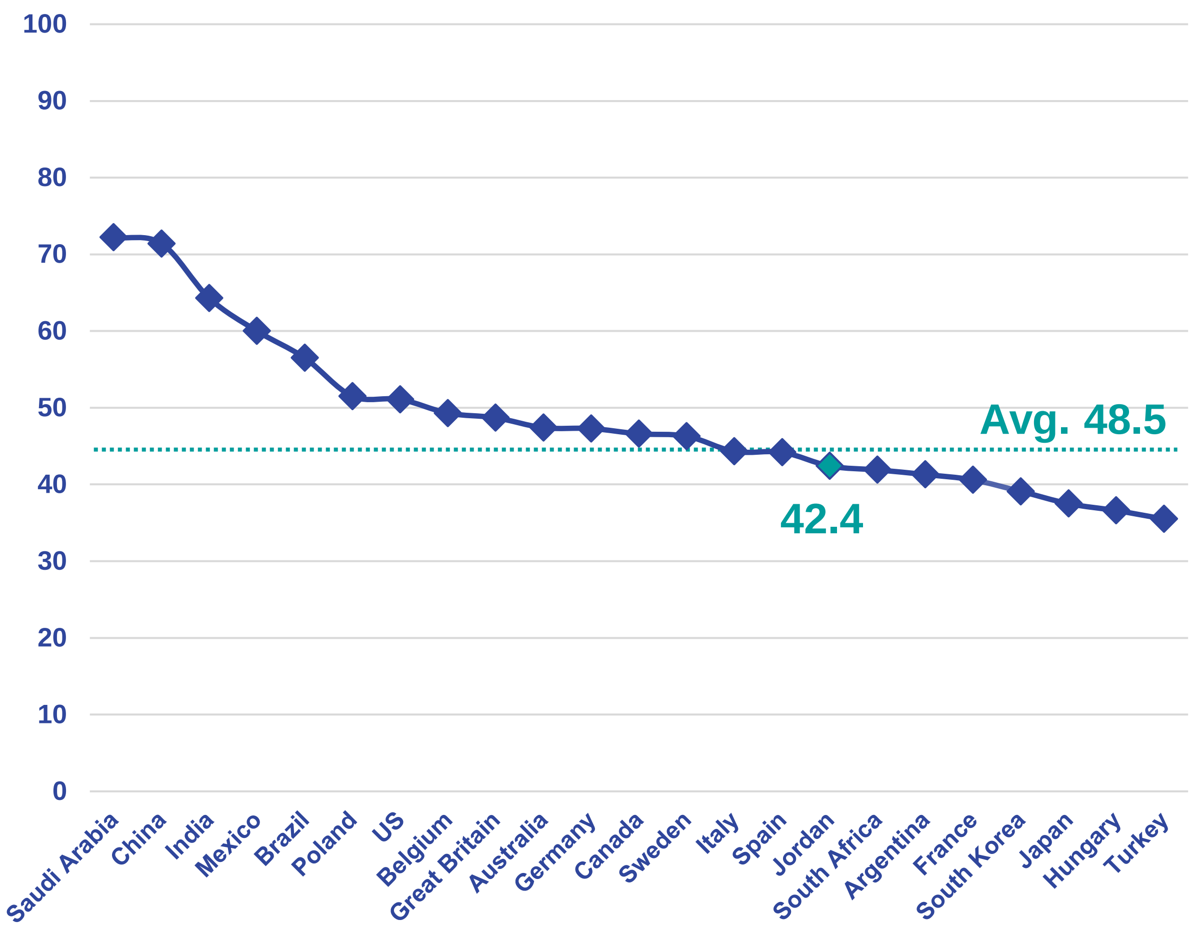
JCSI Deep Dive

Overall JCSI

Jordan



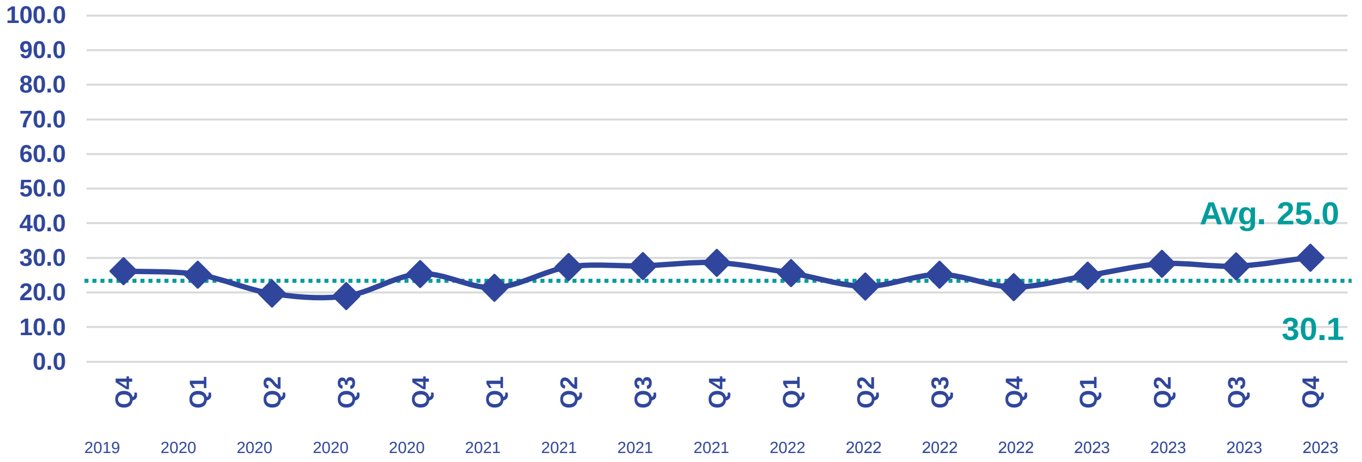
Global Comparison



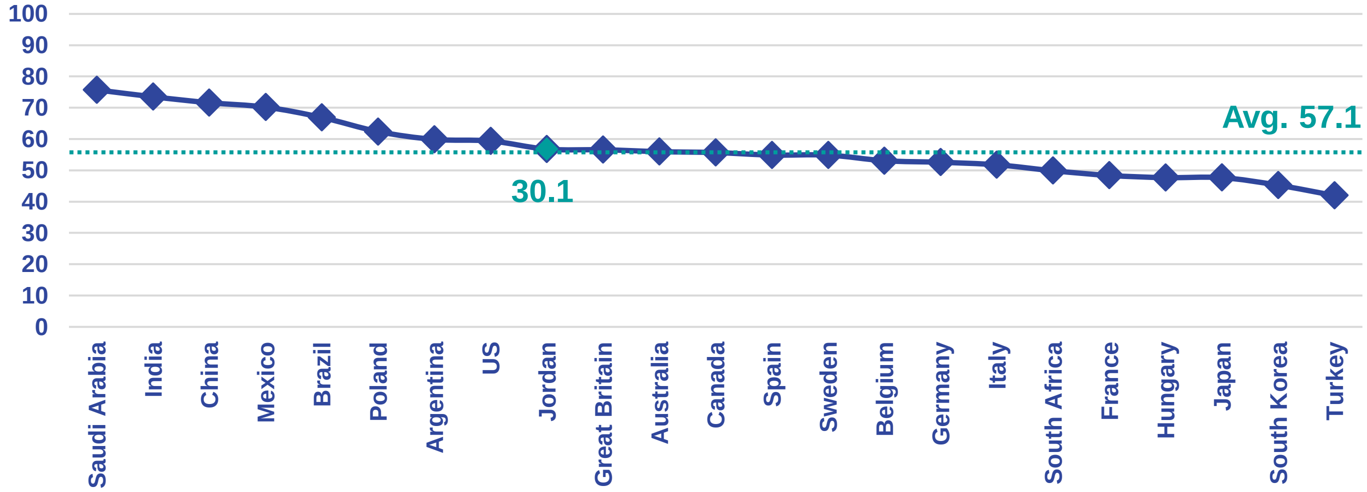
JCSI Personal Financial Conditions

- This quarter's index on personal financial conditions has seen a 2.5 point increase, Jordan is currently holding the 9th position worldwide.
- 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 comfortable making a major purchase, like a home or car?
- 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.

Jordan



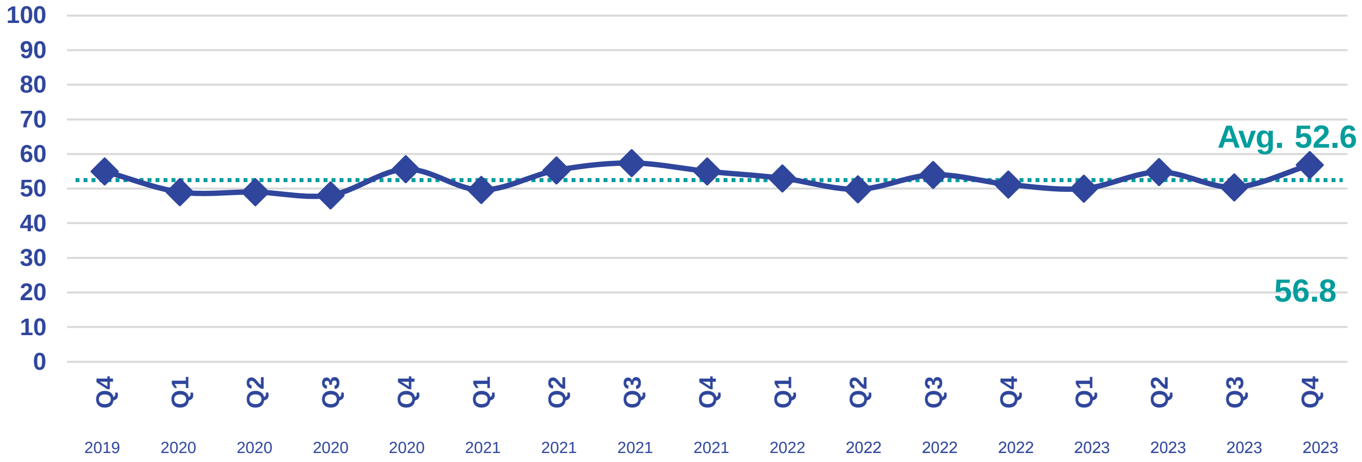
Global Comparison



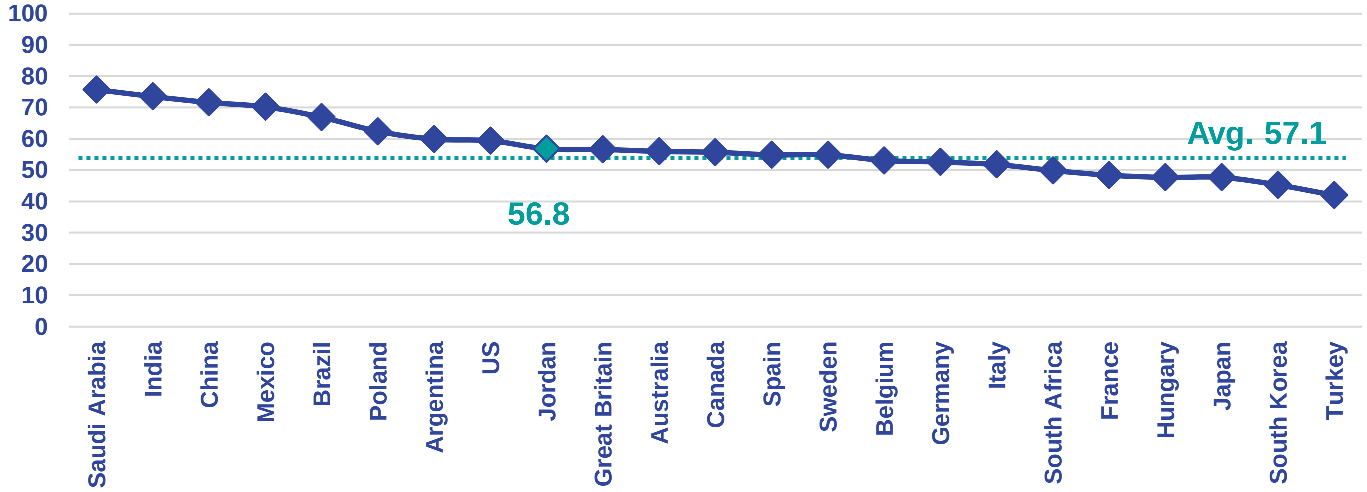
JCSI Economic Expectations

- Jordanians' economic expectation index saw a 6.4 point increase. This increase is reflecting a positive outlook on the future Economy.
- 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?

Jordan



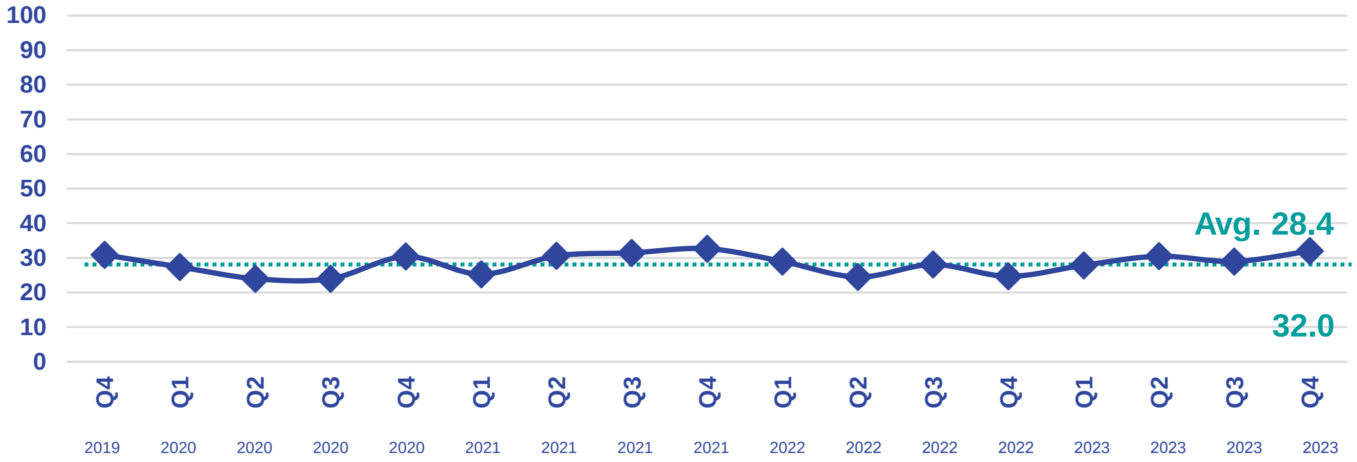
Global Comparison



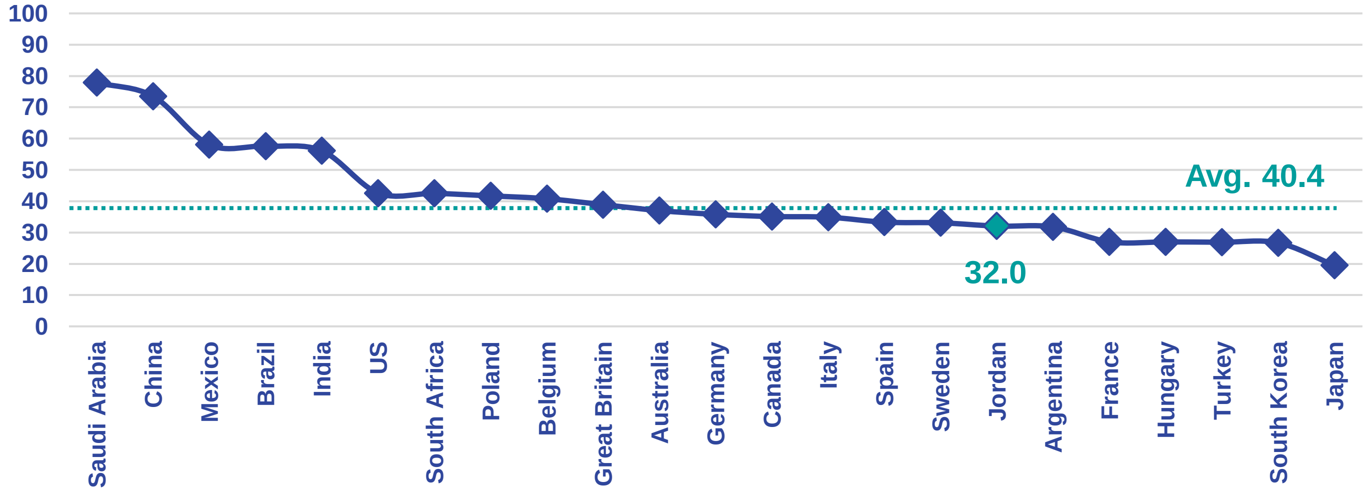
JCSI Investment Climate

- Jordanians’ confidence in the investment climate has increased by 3.0 points compared to the previous quarter, placing it in the 17th rank globally.
- 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?

Jordan



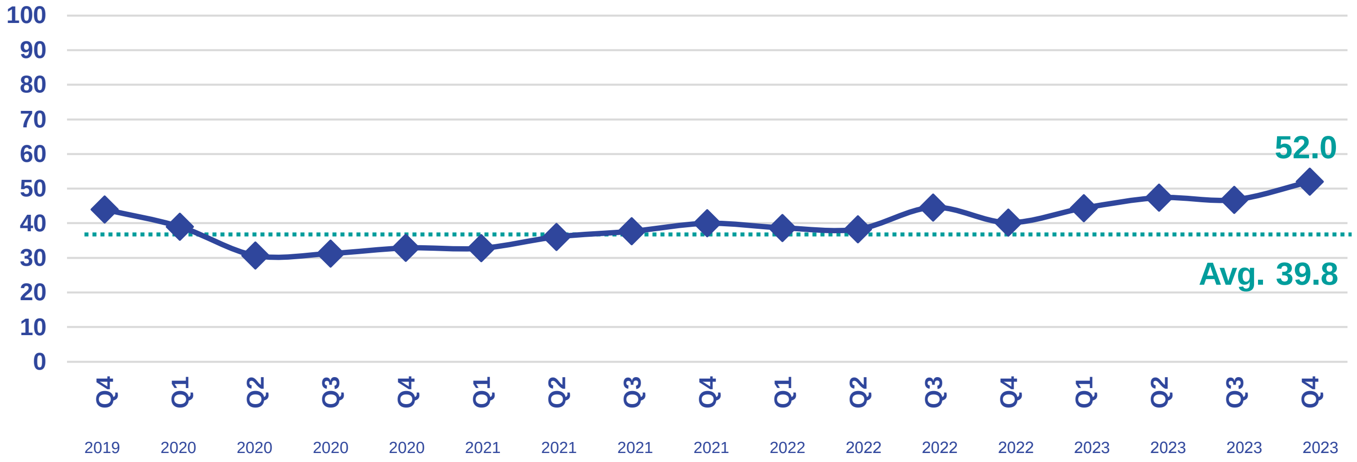
Global Comparison



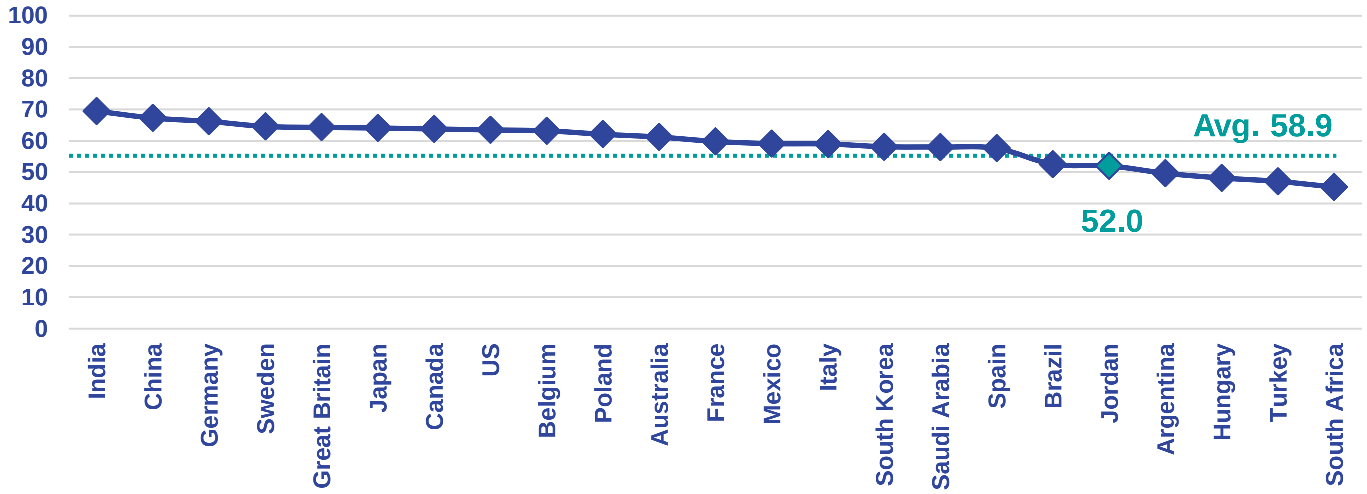
JCSI Employment Confidence

- The employment index saw a significant 5.2 point increase for this quarter, which has placed Jordan's rank in the 19th position globally.
- 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?

Jordan



Global Comparison



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: Importance x (Top Box Wt * Top Box %) - (Bottom Box Wt * Bottom box %).

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GAME CHANGERS

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We are Game Changers

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