

**Spotlight\*KSA**

# **Predictions 2024**

**January - 2024**



**GAME CHANGERS**

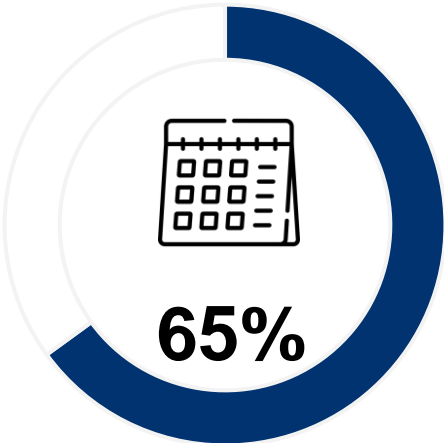




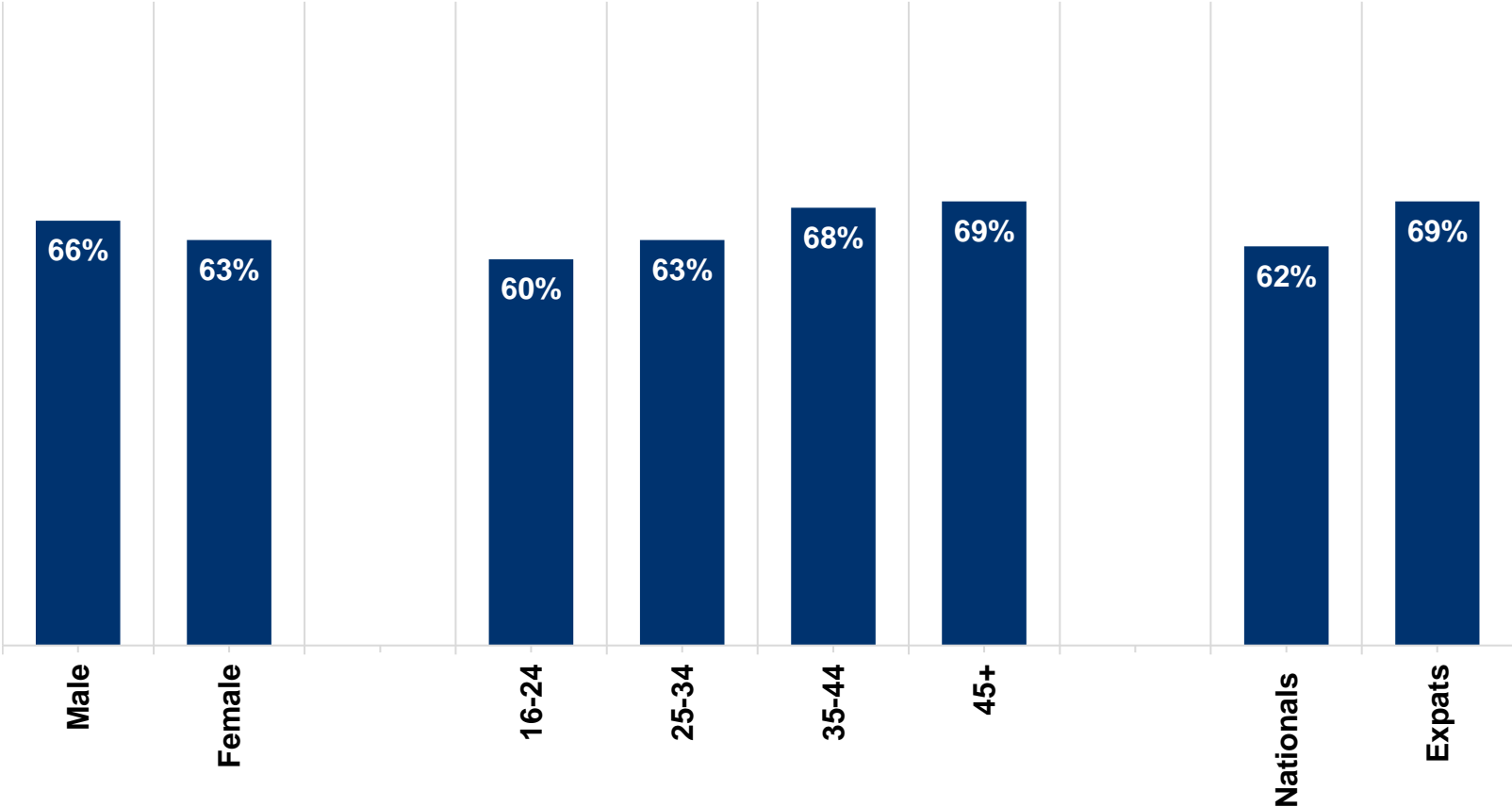
# **A Look Back At 2023**

# Reflecting On 2023 For Saudi Arabia

## %Agree - By Demographics

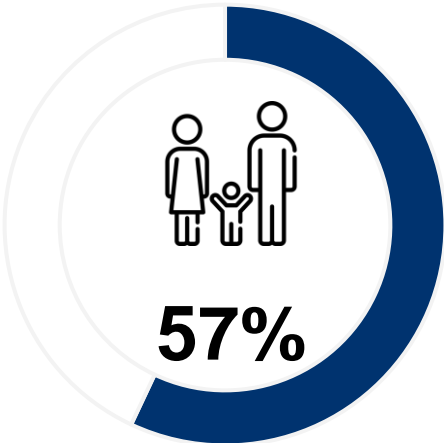


2023 was a good year  
for Saudi Arabia

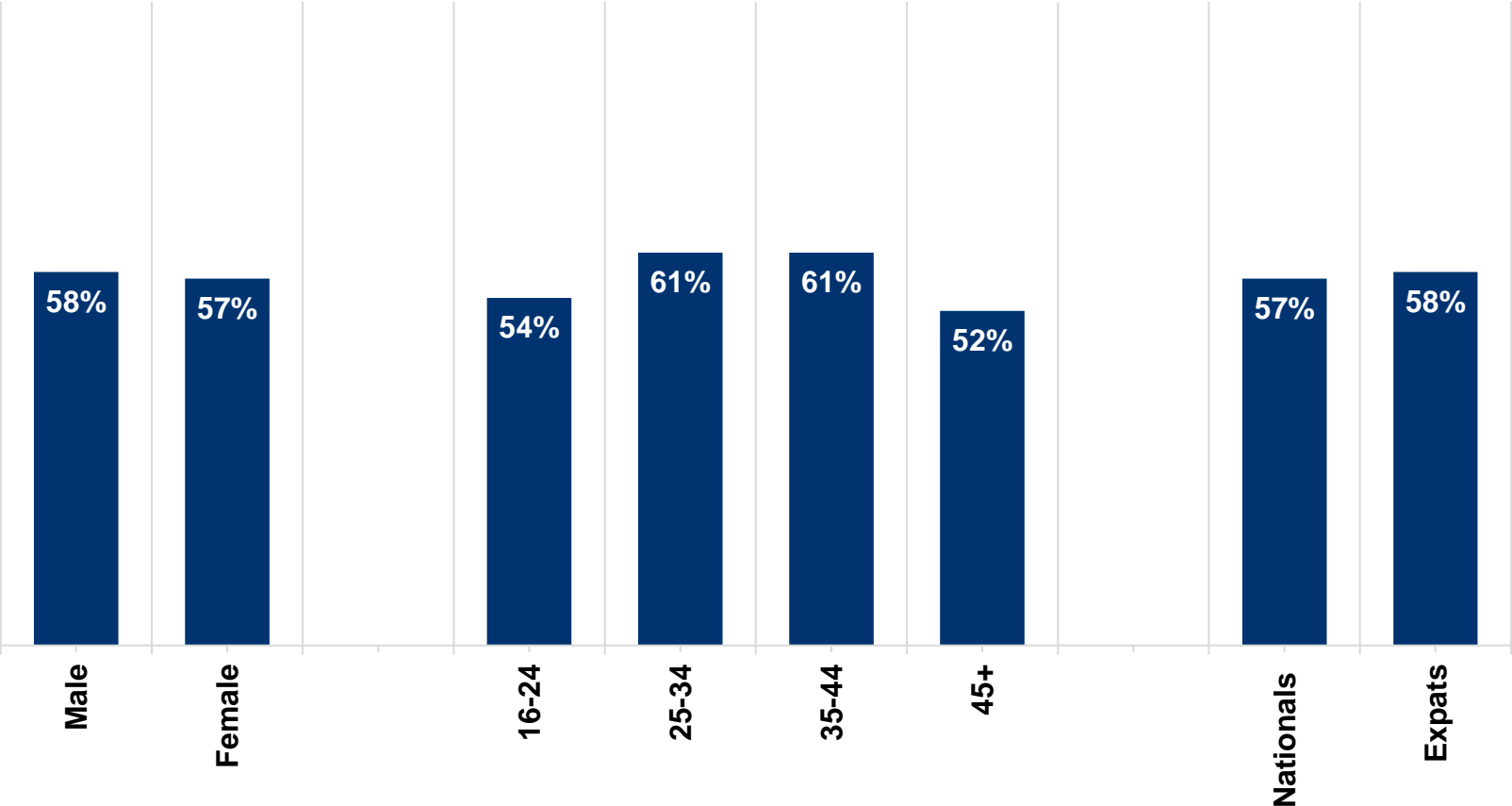


# Reflecting On 2023 Personally

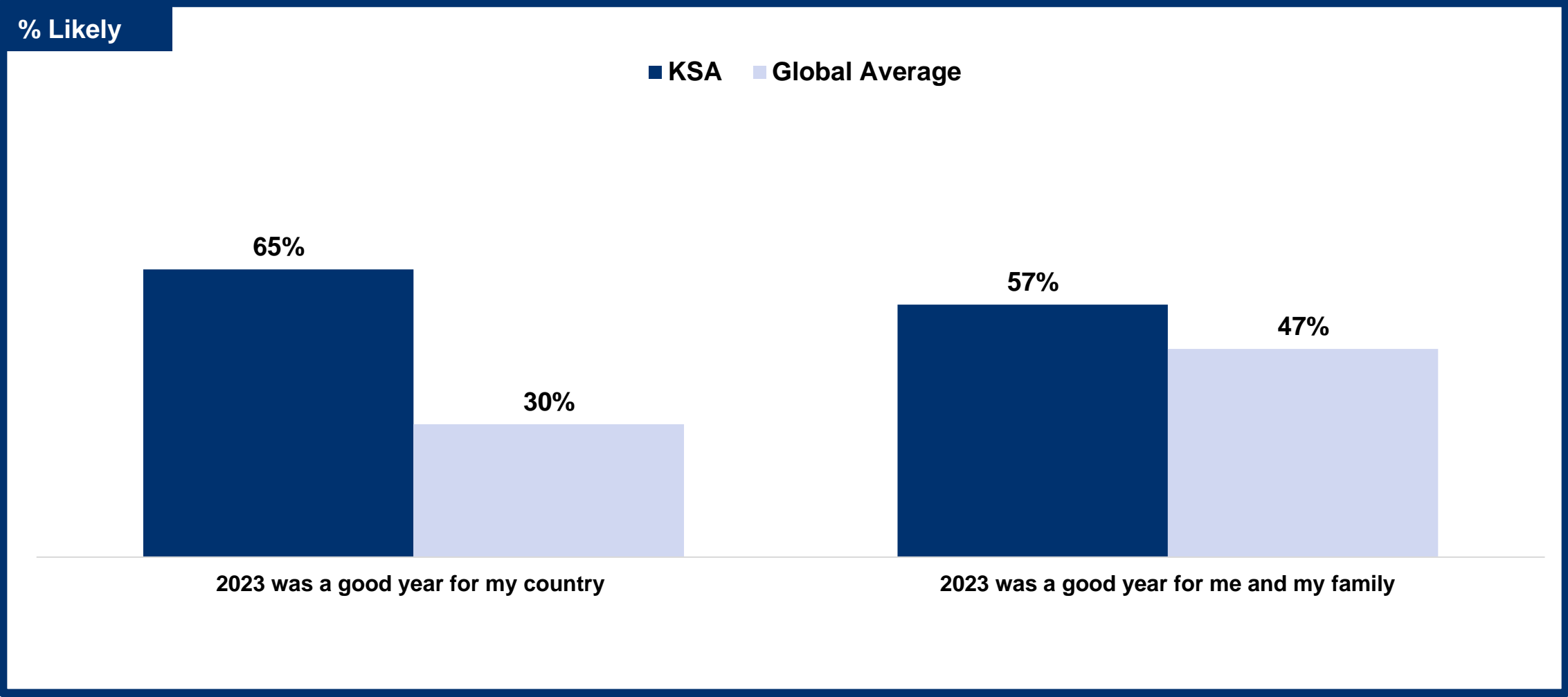
## %Agree - By Demographics



2023 was a good year  
for me and my family



# A Look Back At 2023



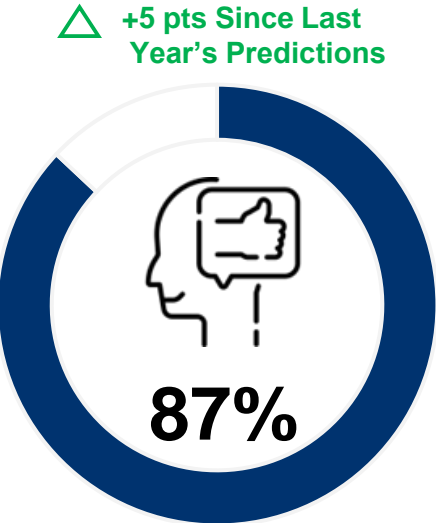




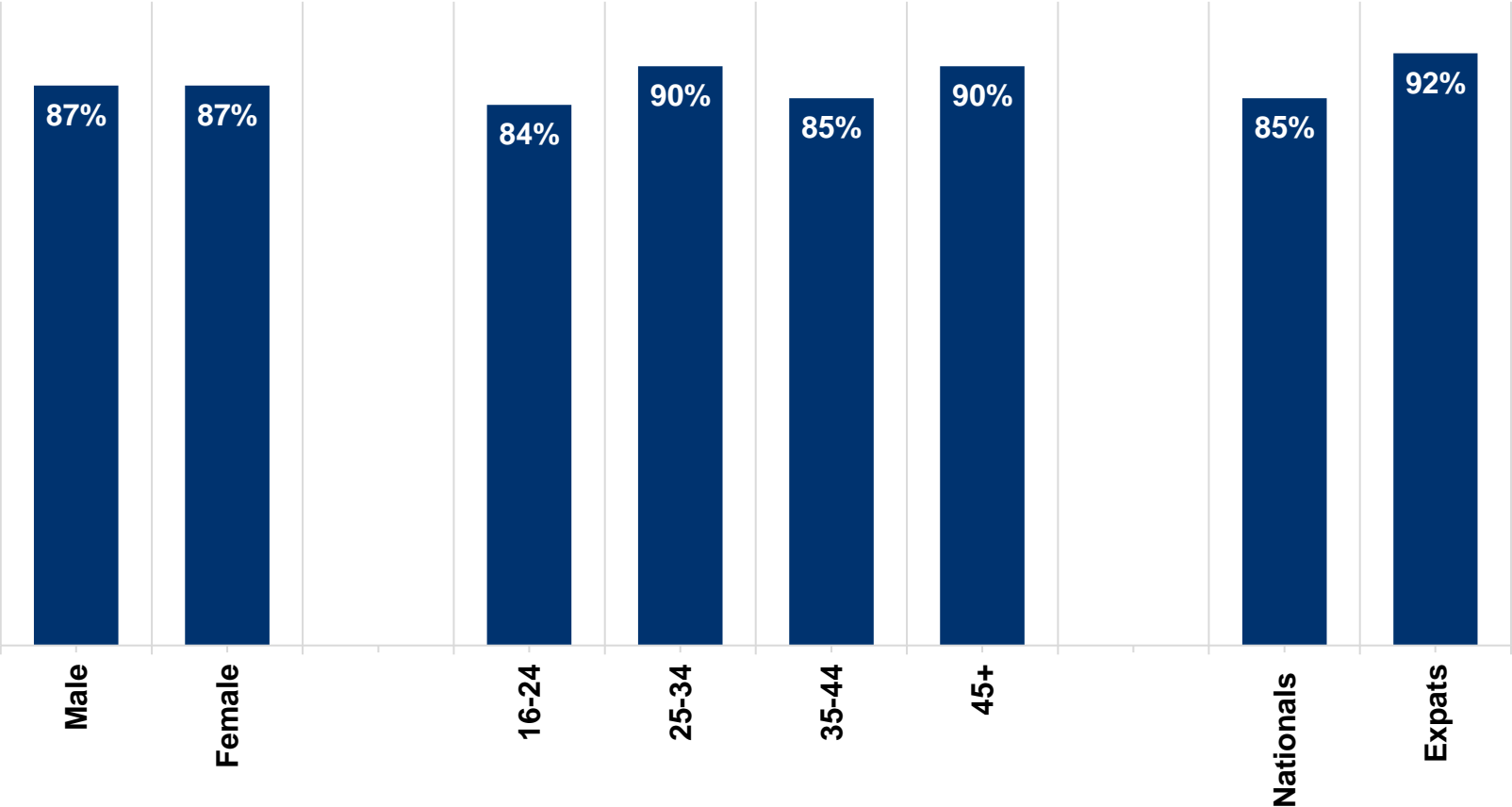
# General Predictions For 2024

# Optimism

## %Agree - By Demographics



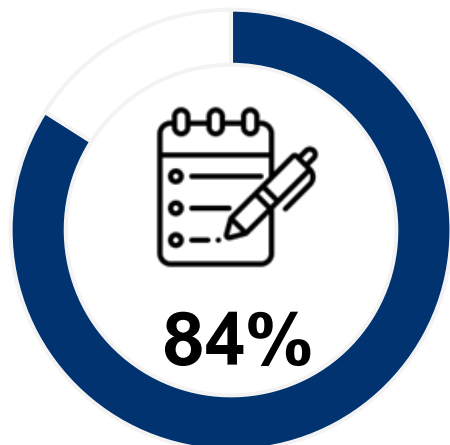
I am optimistic that  
2024 will be a better  
year for me than 2023



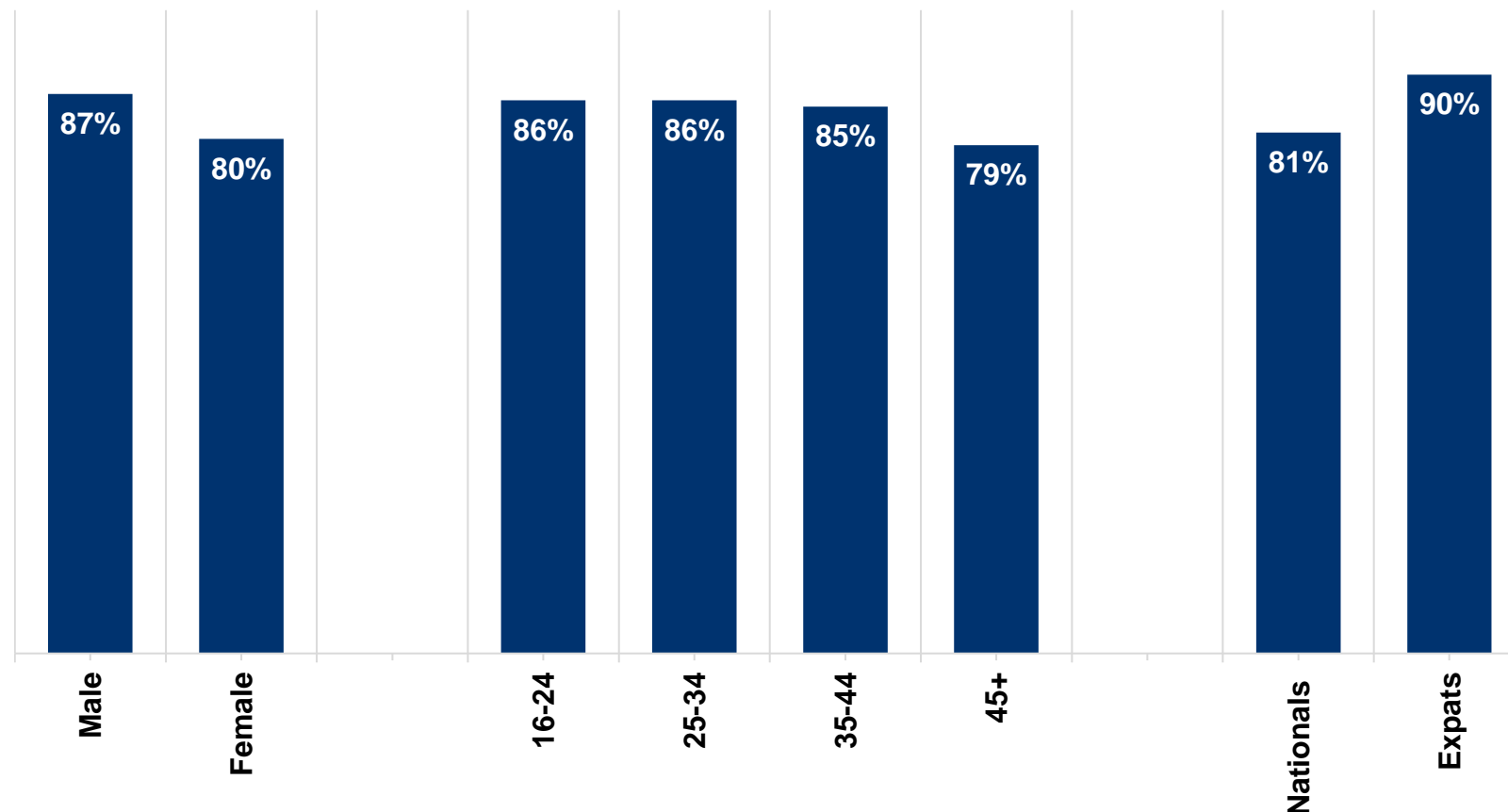
# Personal Resolutions

## %Agree - By Demographics

△ +7 pts Since Last Year's Predictions

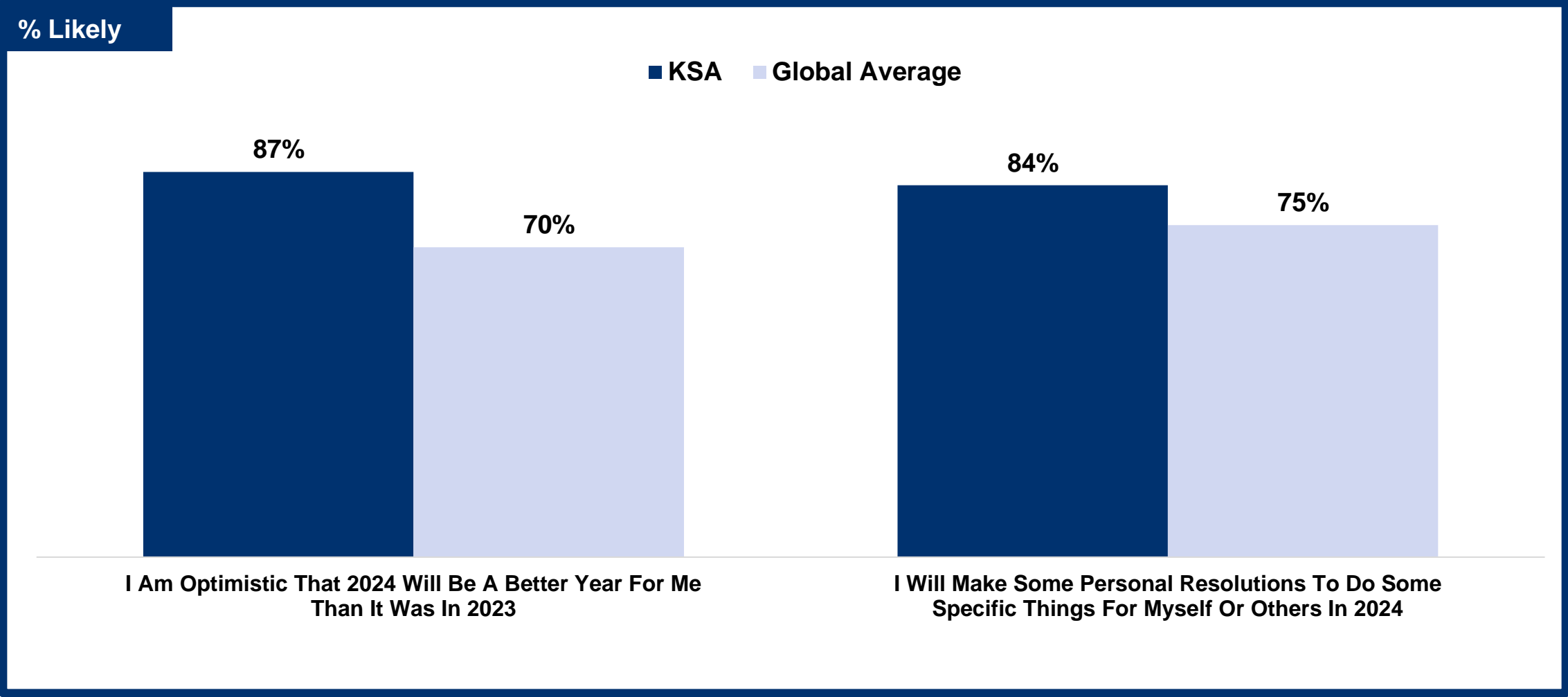


I will make some personal resolutions to do some specific things for myself or others in 2024





# General Predictions



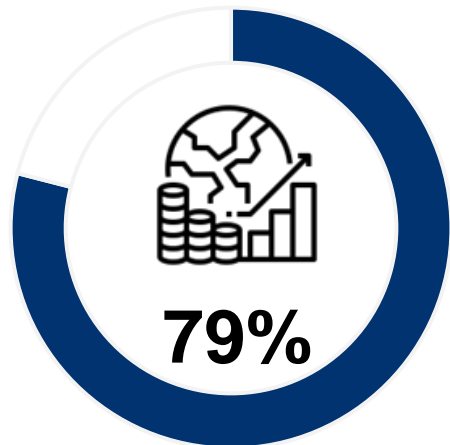


# Economy

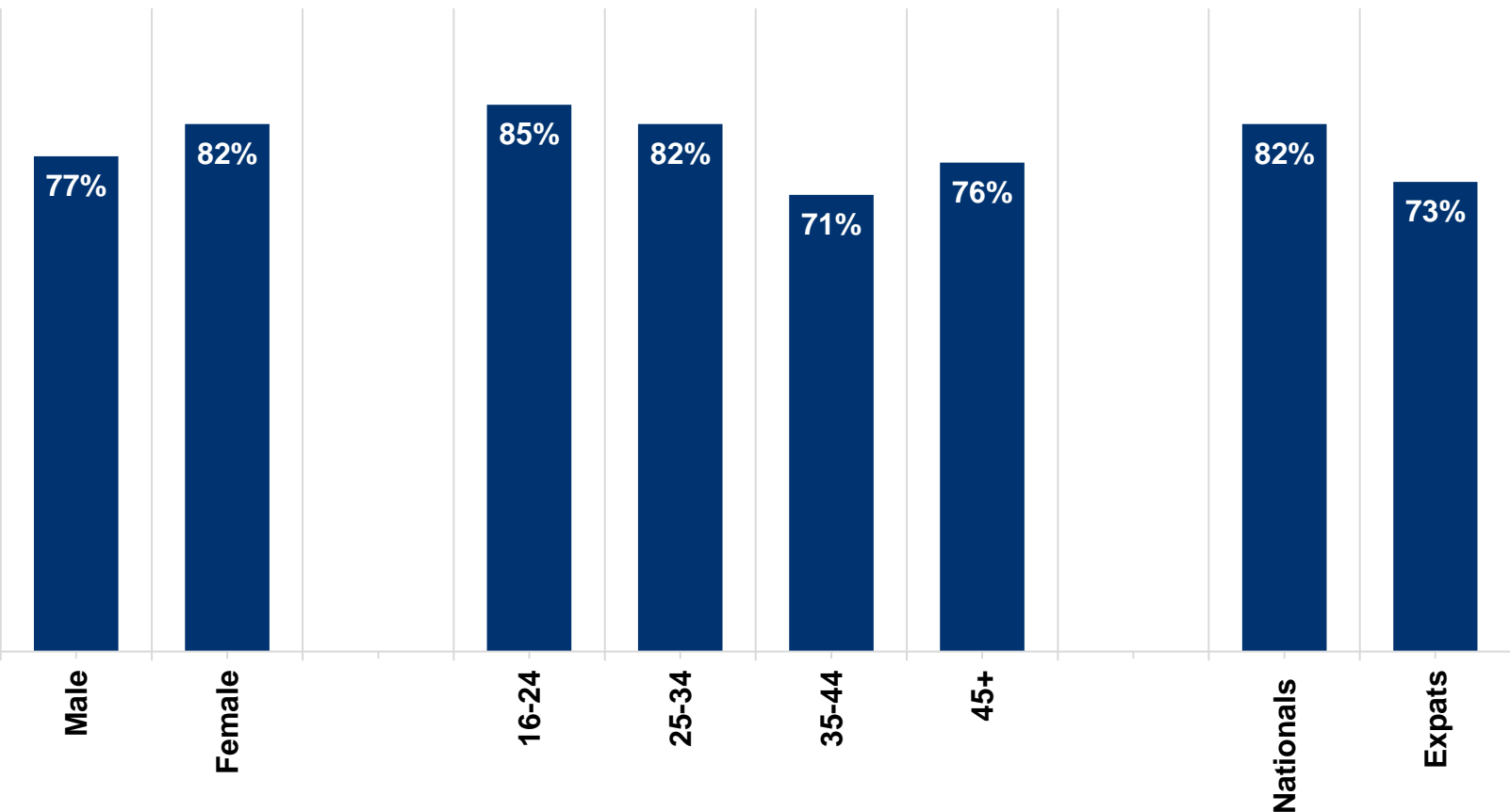
# Global Economic Outlook

## %Agree - By Demographics

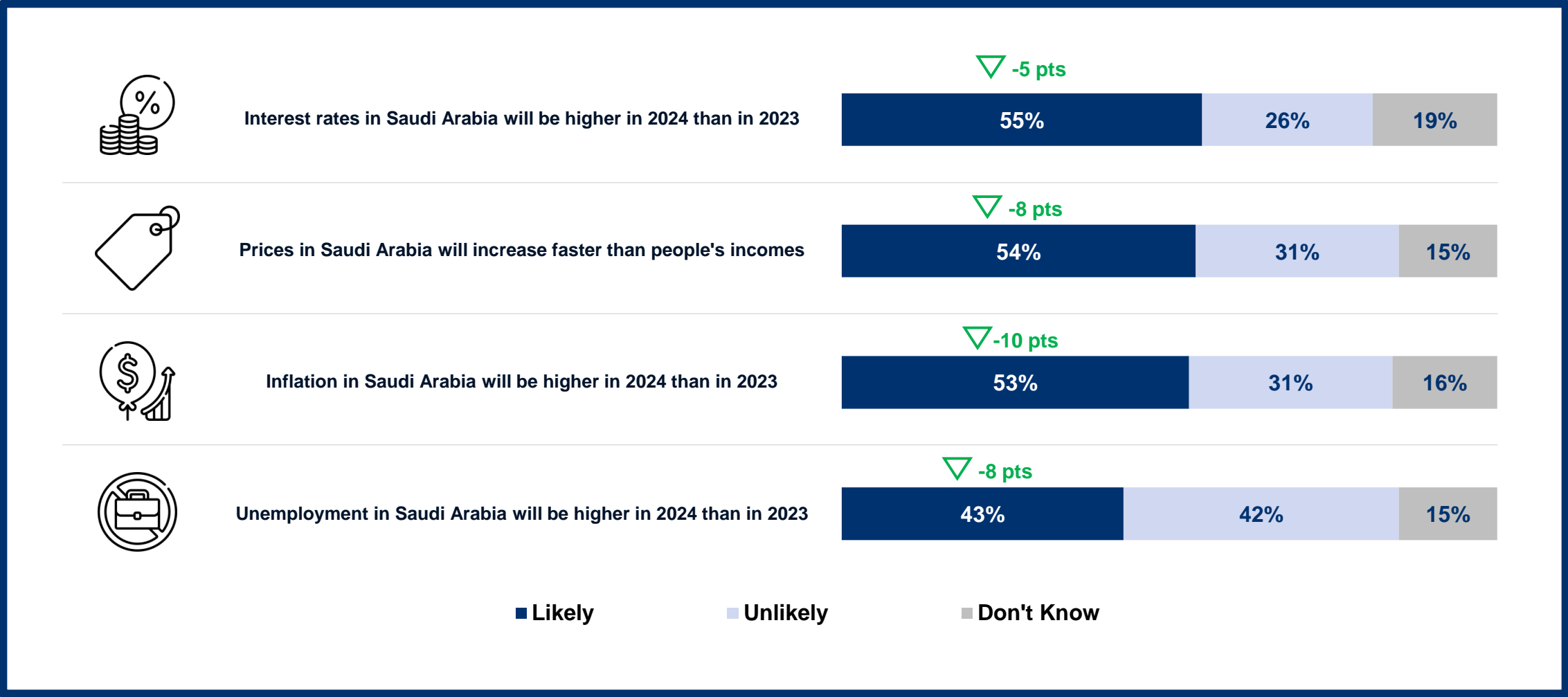
△ +8 pts Since Last Year's Predictions



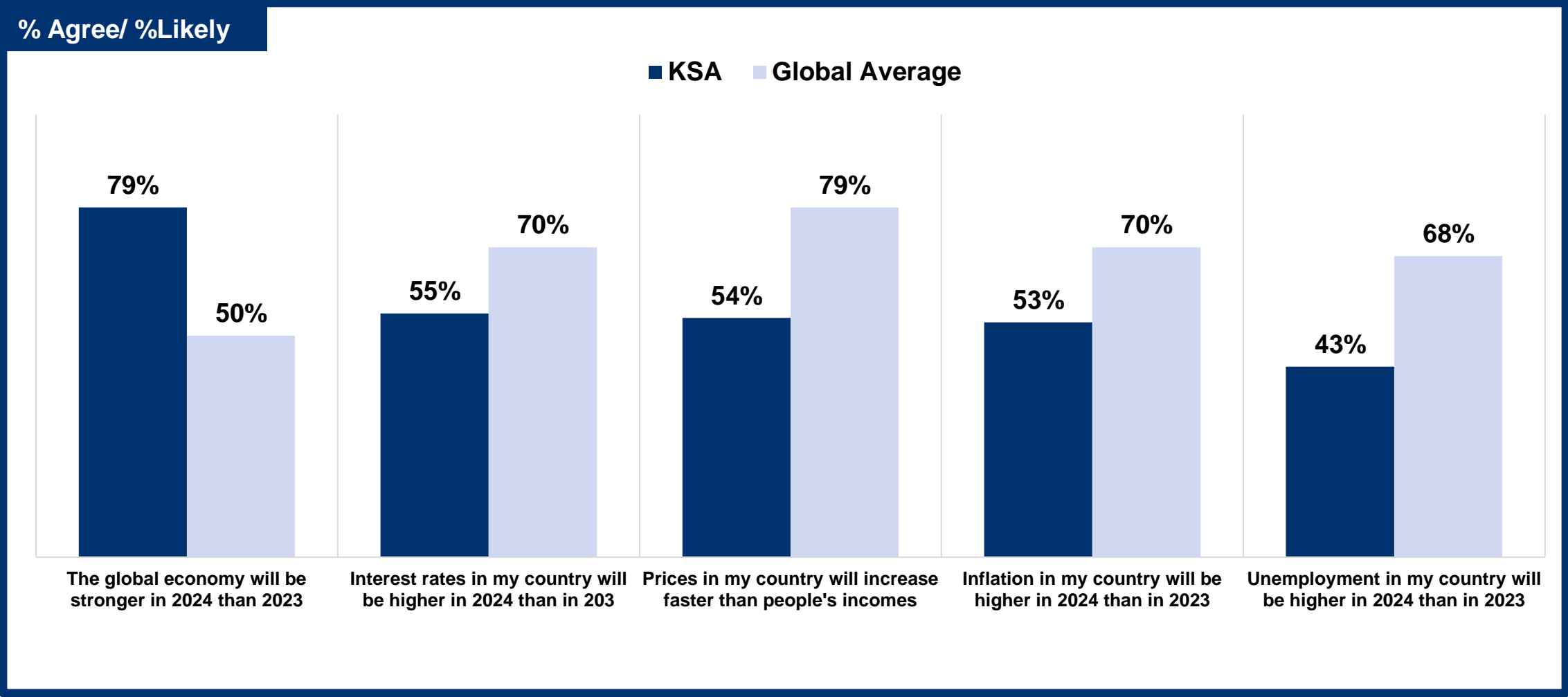
The global economy will be stronger in 2024 than 2023



# The Economy In Saudi Arabia In 2024



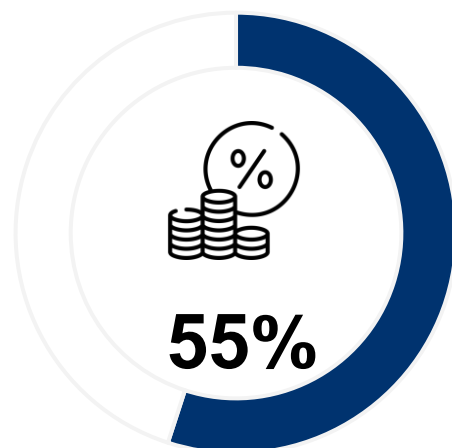
# The Economy In Saudi Arabia VS. The Globe In 2024



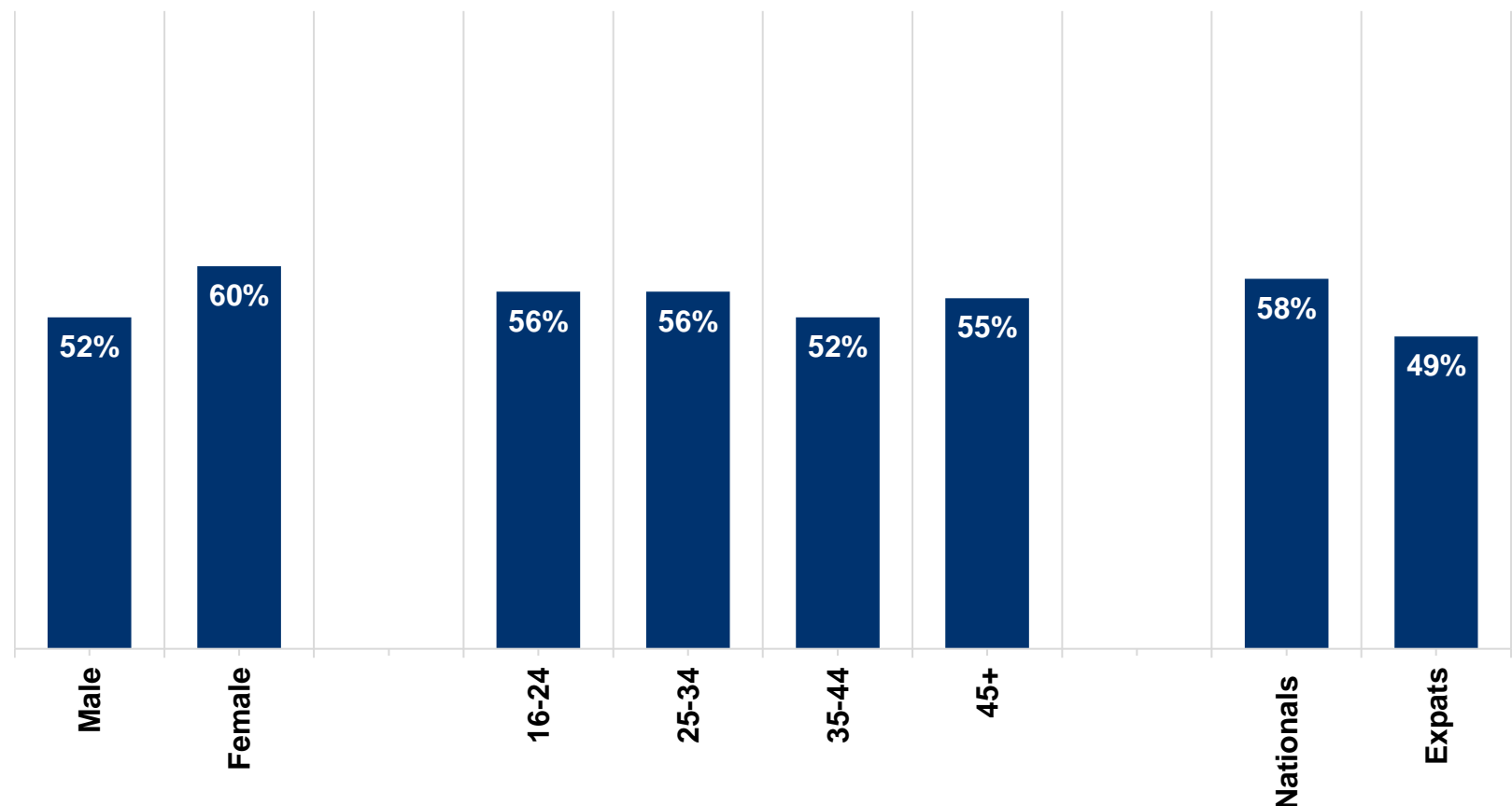


# Interest Rates In Saudi Arabia

## %Likely - By Demographics

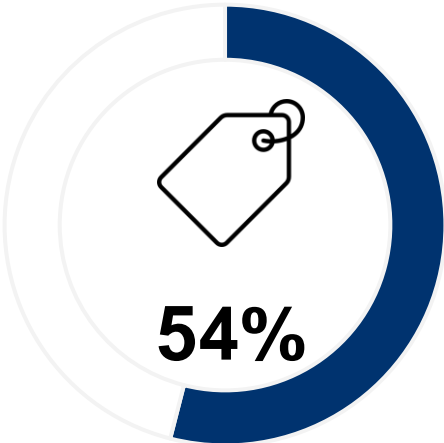


Interest rates in Saudi Arabia will be higher in 2024 than in 2023

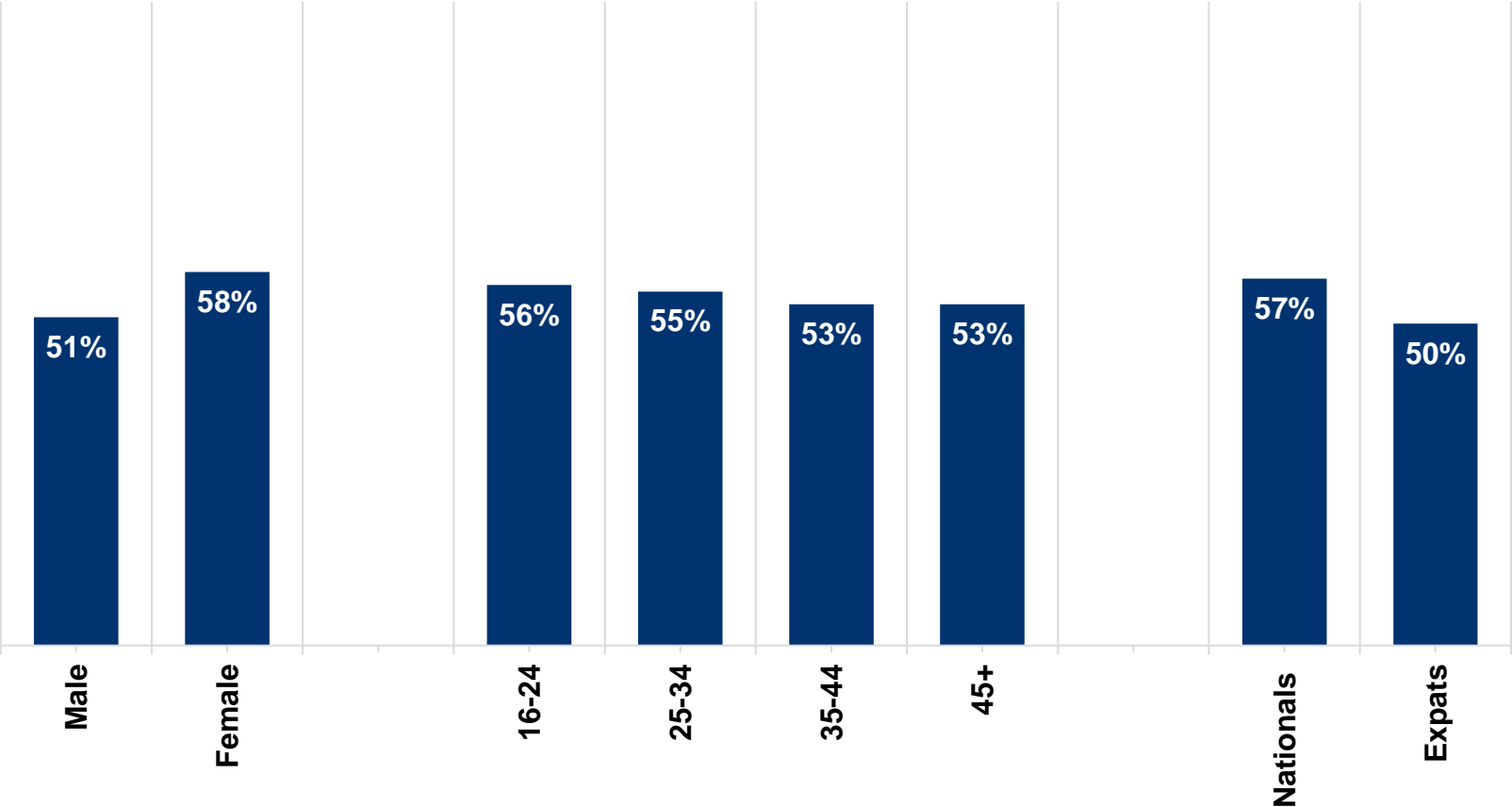


# Purchasing Power In Saudi Arabia

%Likely - By Demographics

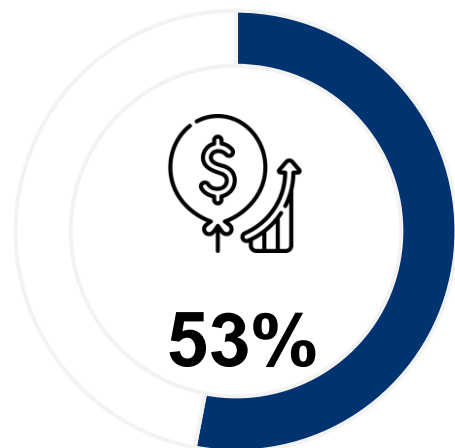


Prices in Saudi Arabia will increase faster than people's incomes

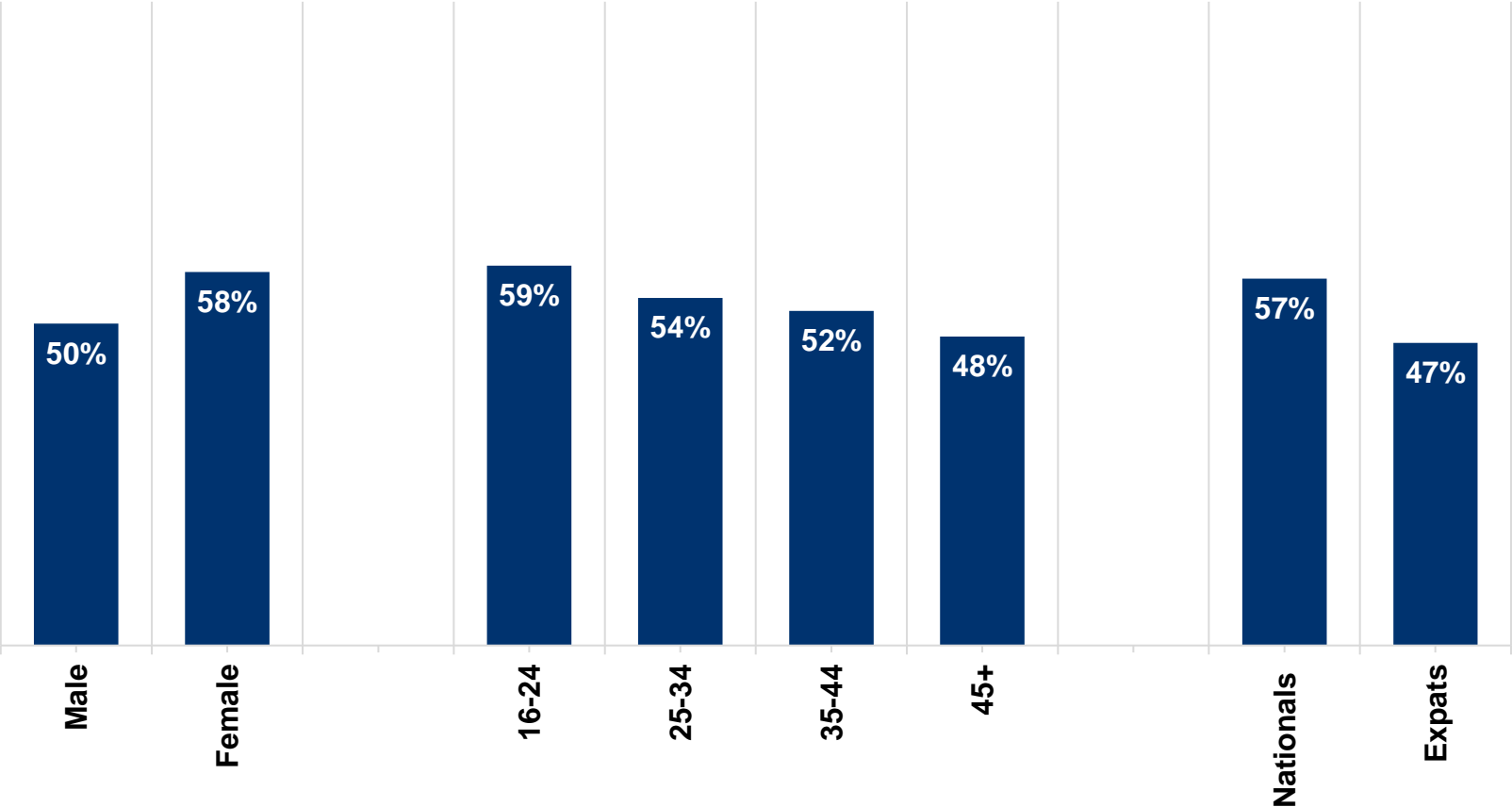


# Inflation In Saudi Arabia

## %Likely - By Demographics

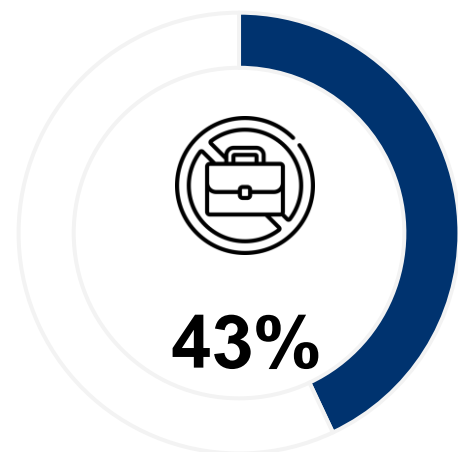


Inflation in Saudi Arabia will be higher in 2024 than in 2023

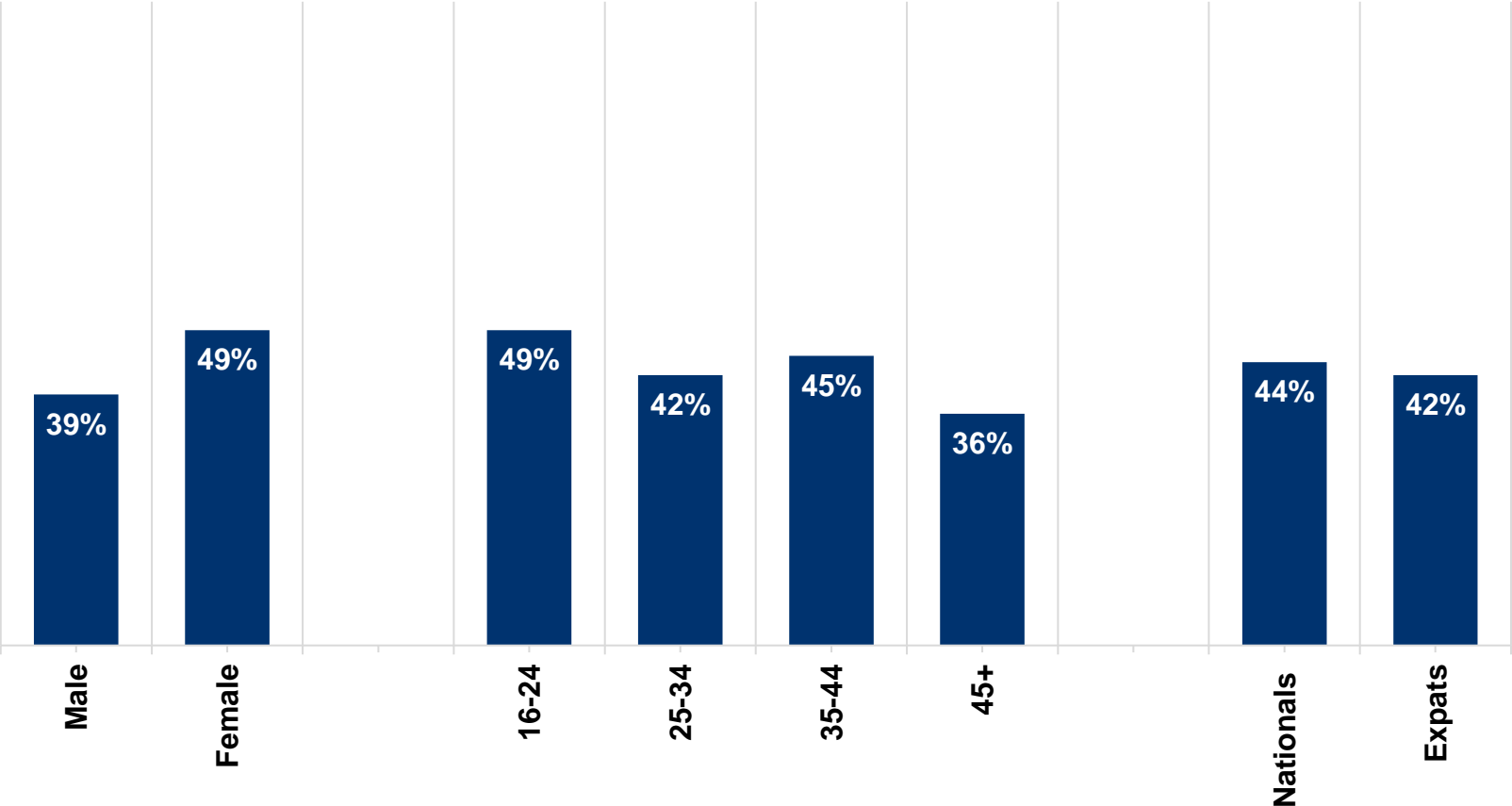


# Unemployment In Saudi Arabia

%Likely - By Demographics



Unemployment in Saudi Arabia will be higher in 2024 than in 2023





# Environment



# The Environment in 2024

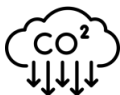


Average global temperatures will increase

67%

17%

16%



The government in Saudi Arabia will introduce more demanding targets to reduce carbon emissions more quickly

64%

16%

20%



There will be more extreme weather events in Saudi Arabia in 2024 than there were in 2023

▽ -10 pts

51%

26%

23%



There will be more restrictions introduced to reduce the amount people drive in their cars in Saudi Arabia

49%

33%

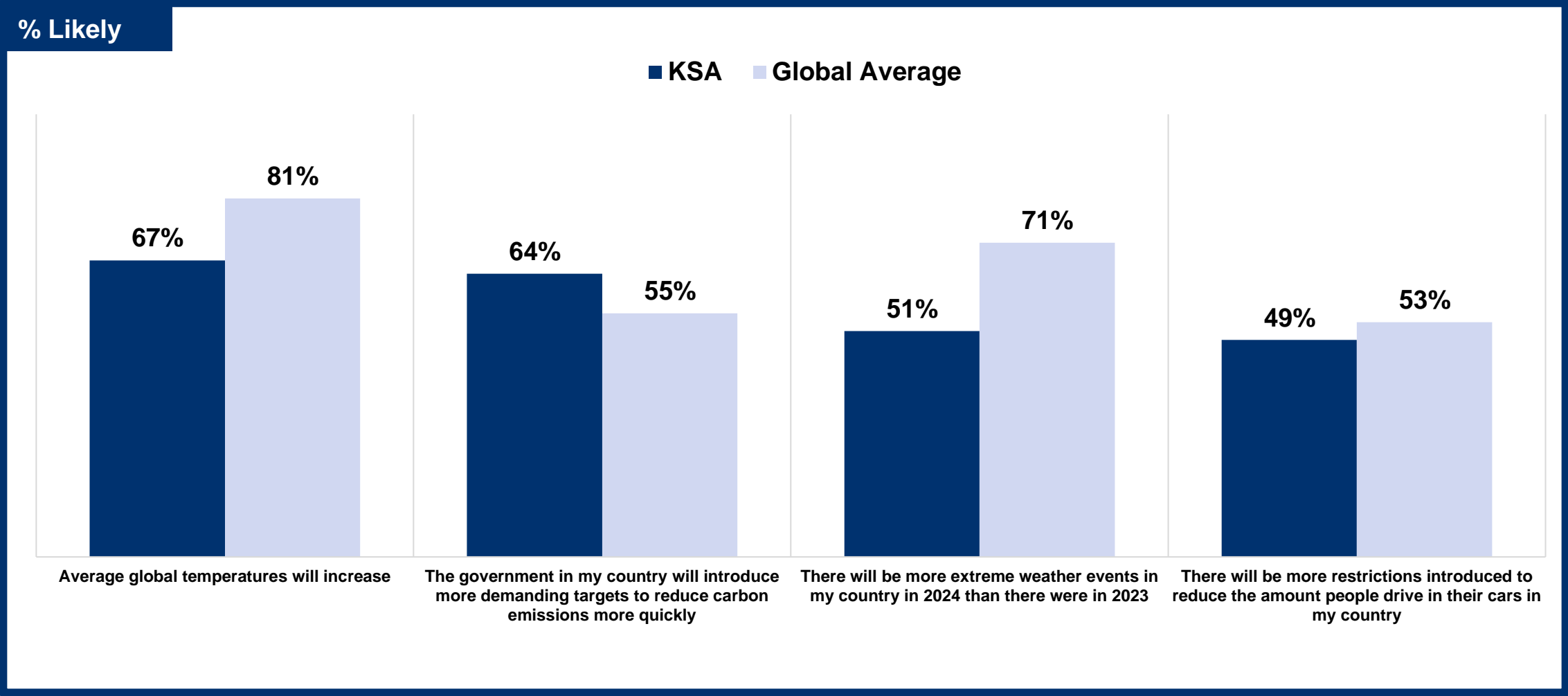
18%

■ Likely

■ Unlikely

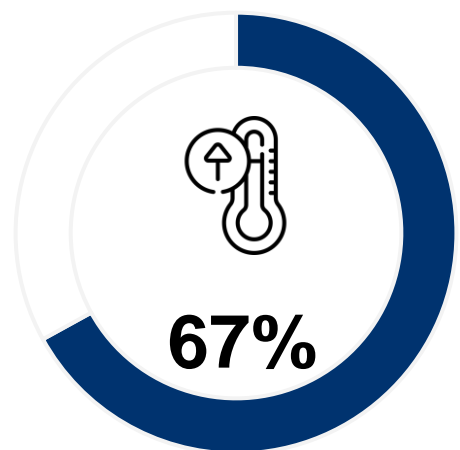
■ Don't Know

# The Environment in 2024

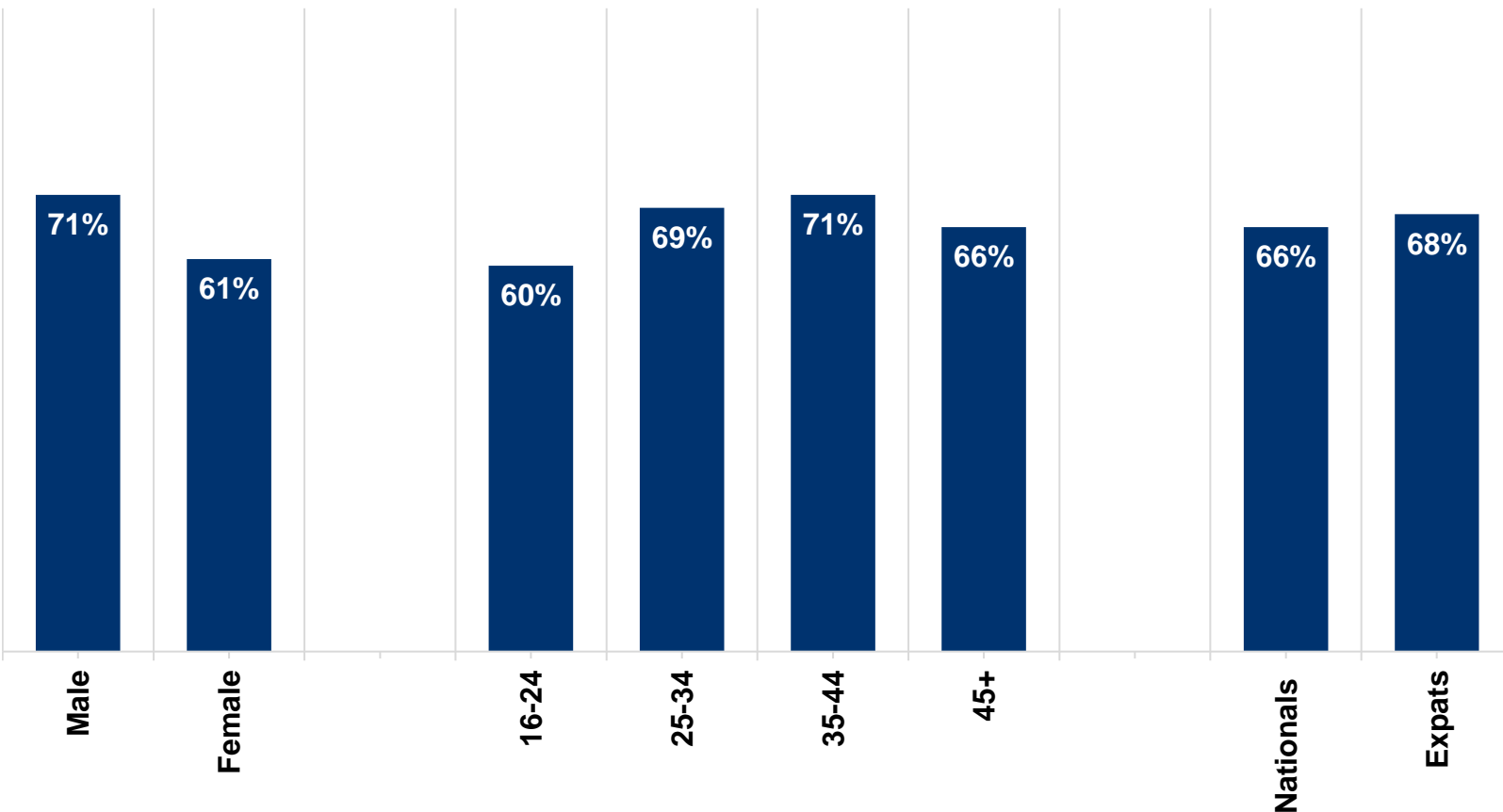


# Rising Global Temperatures

%Likely - By Demographics

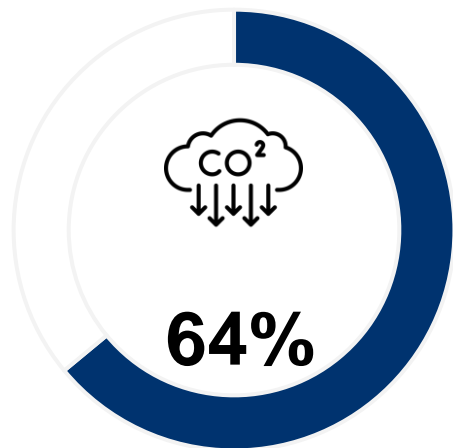


Average global temperatures will increase

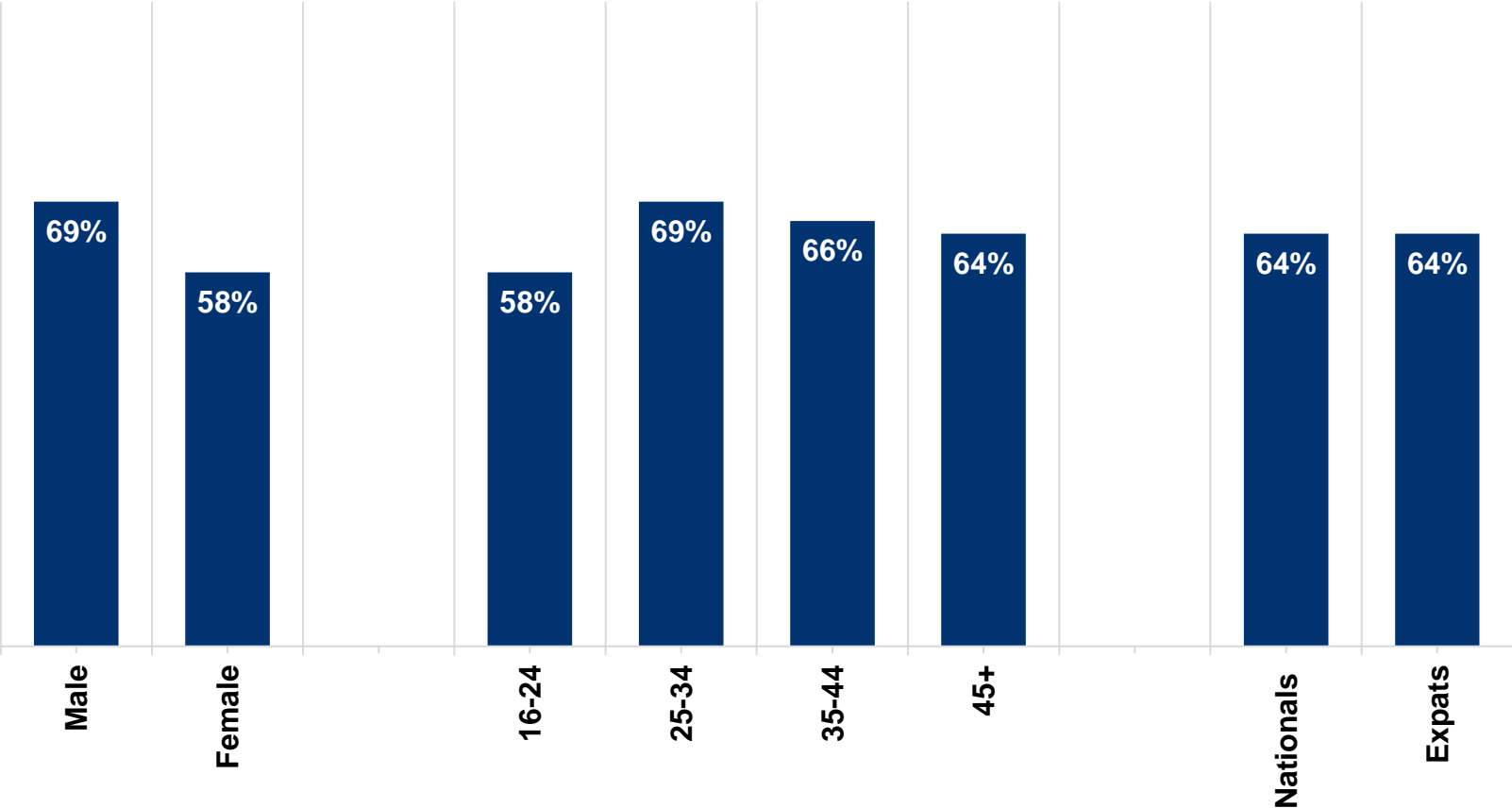


# Reduction In Carbon Emissions

## %Likely - By Demographics

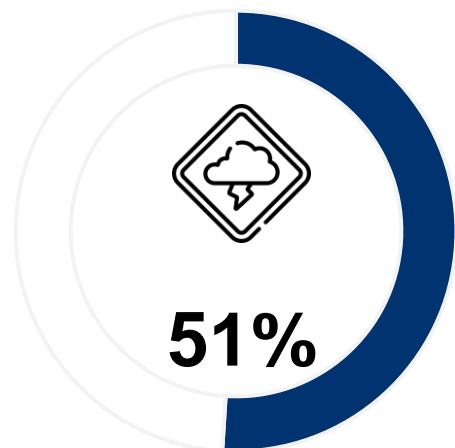


The government in Saudi Arabia will introduce more demanding targets to reduce carbon emissions more quickly

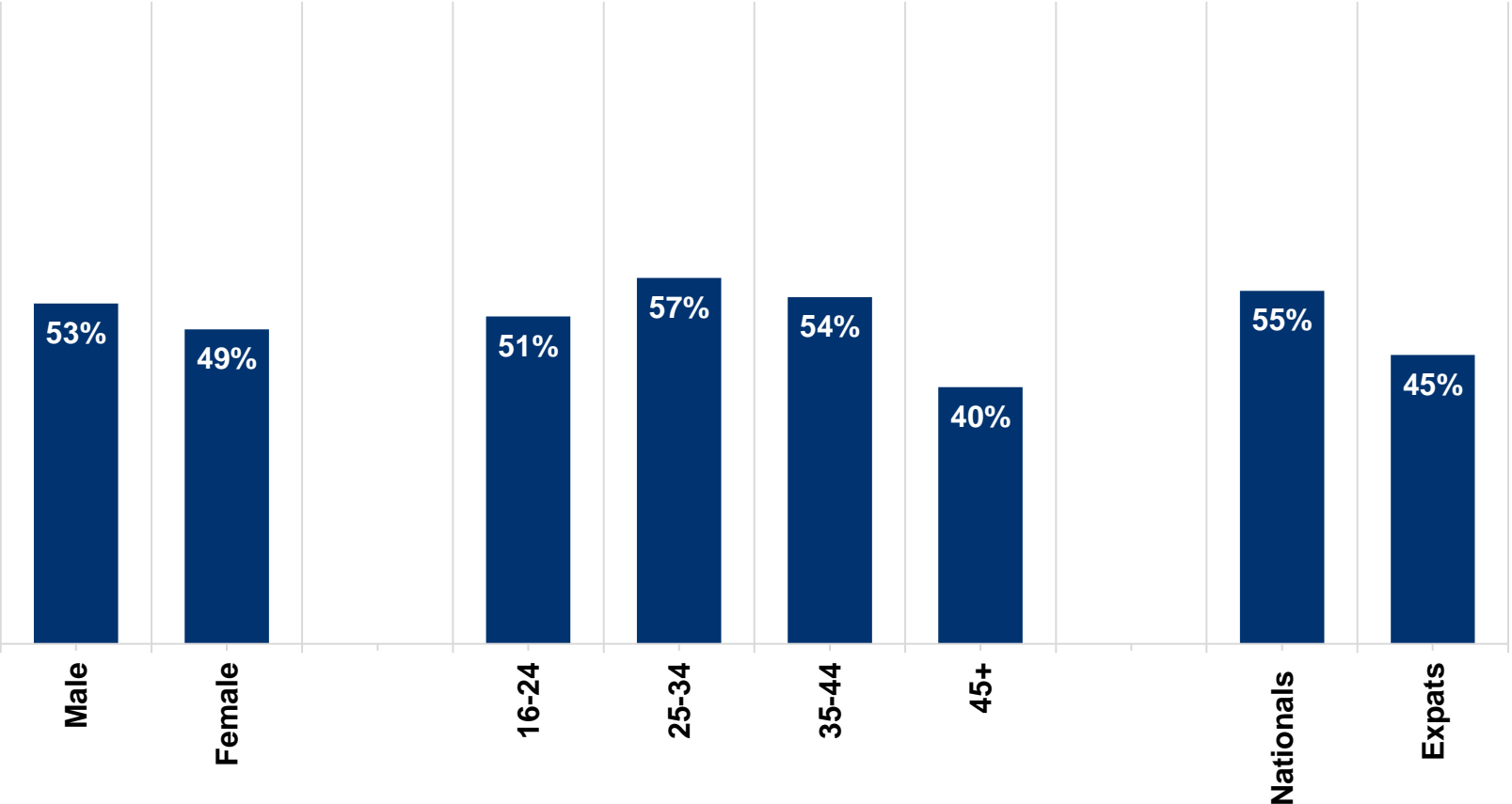


# Extreme Weather Events

%Likely - By Demographics



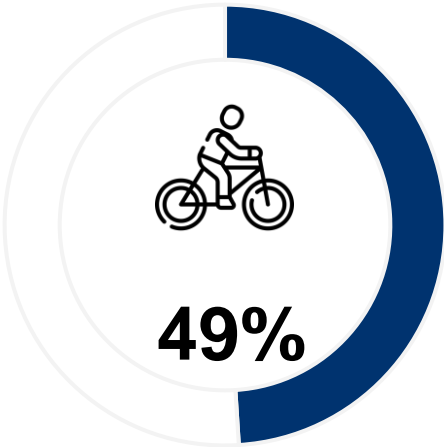
There will be more extreme weather events in Saudi Arabia in 2024 than there were in 2023



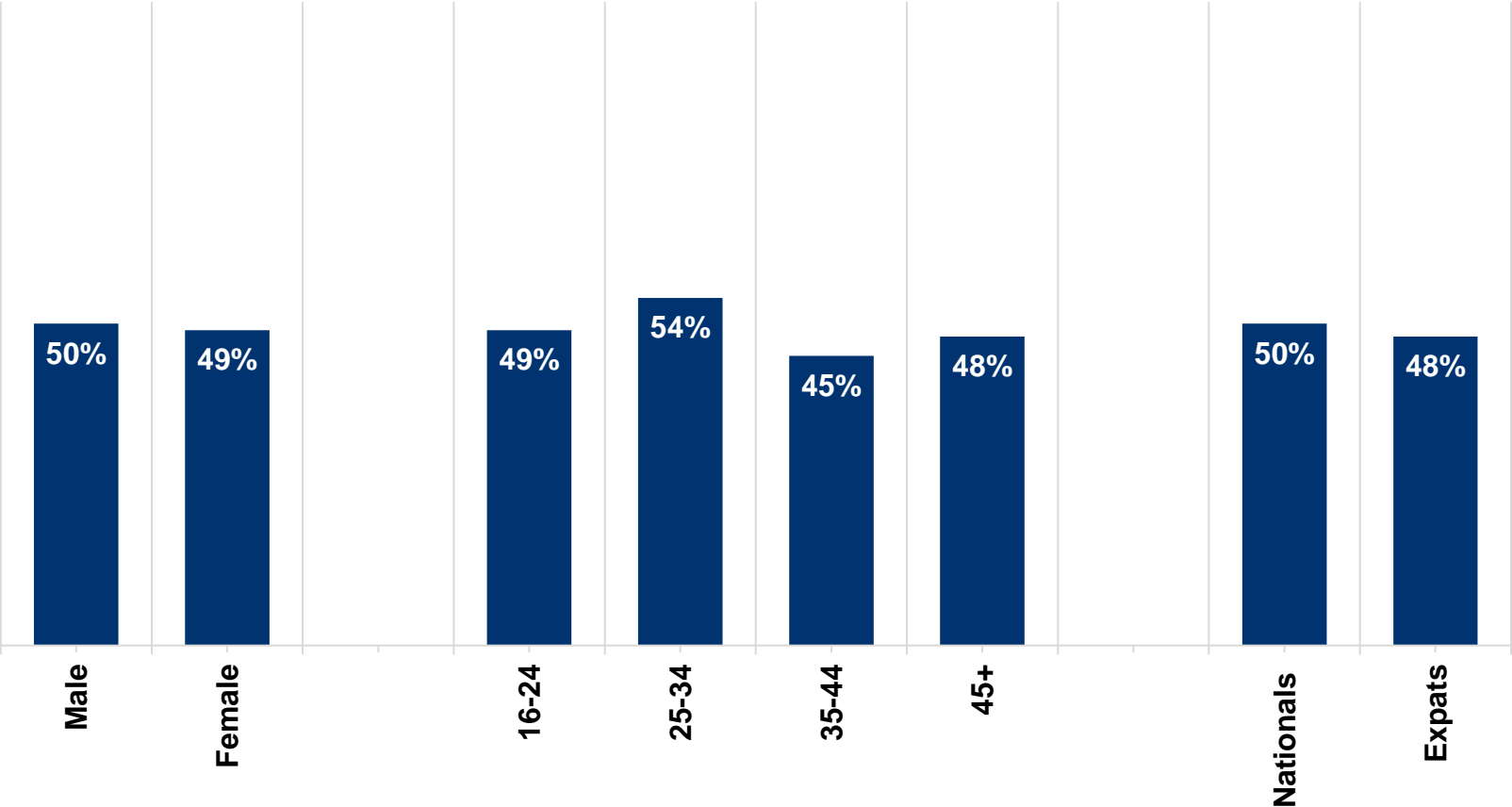


# Reduction In Car Usage

%Likely - By Demographics



There will be more restrictions introduced to reduce the amount people drive in their cars in Saudi Arabia





# Society

# Society in 2024



Women will be paid the same as men for the same work

76%

14%

10%



Saudi Arabia will win more medals in the 2024 Summer Olympics than the last one

75%

13%

12%



The level of immigration into Saudi Arabia will increase

66%

19%

15%



Office workers will spend more time working in the office than at home

63%

25%

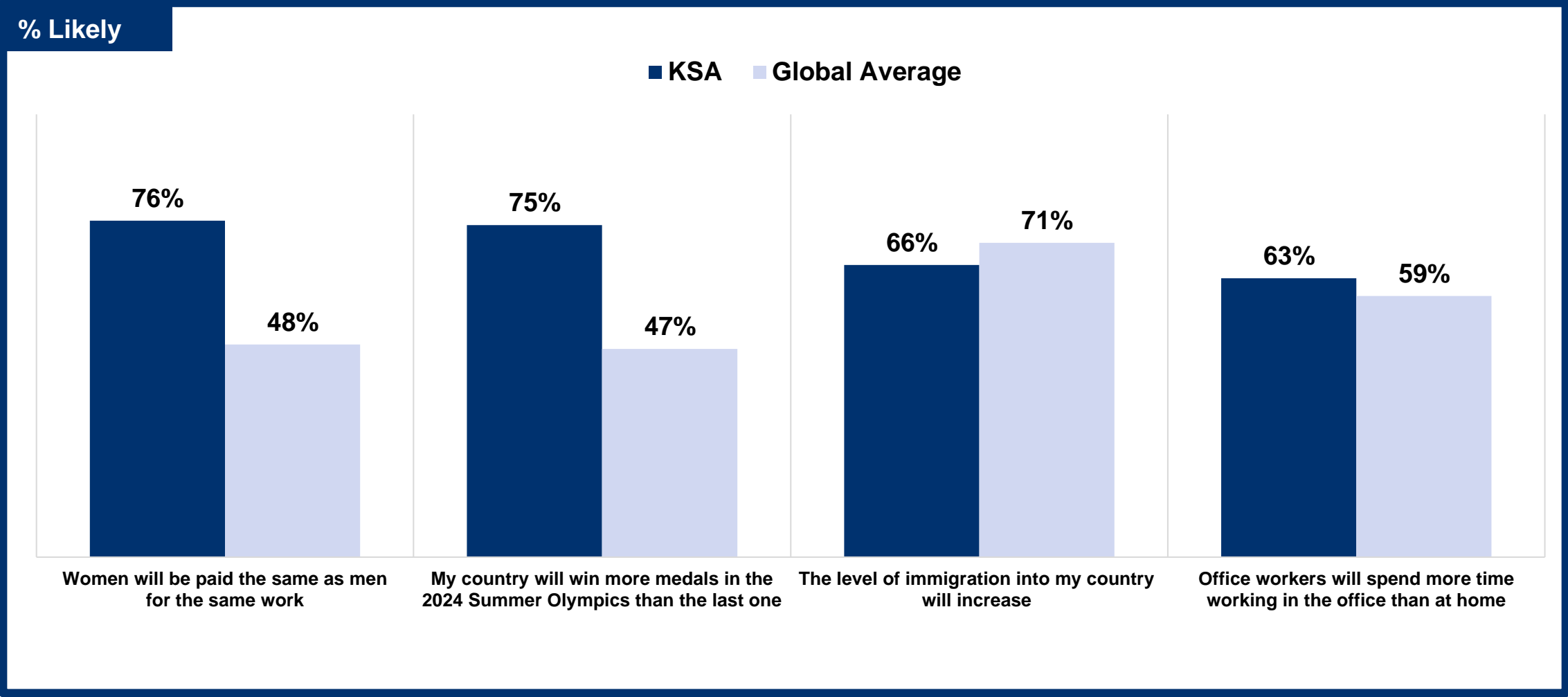
12%

■ Likely

■ Unlikely

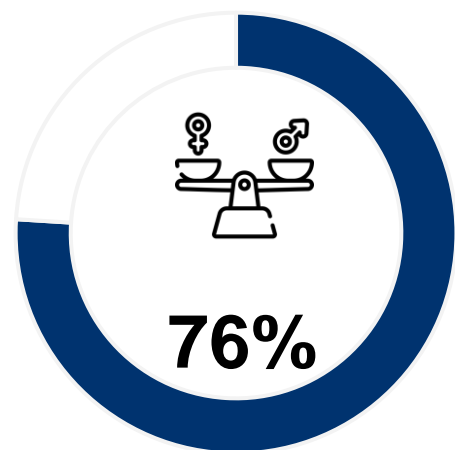
■ Don't Know

# Society in 2024

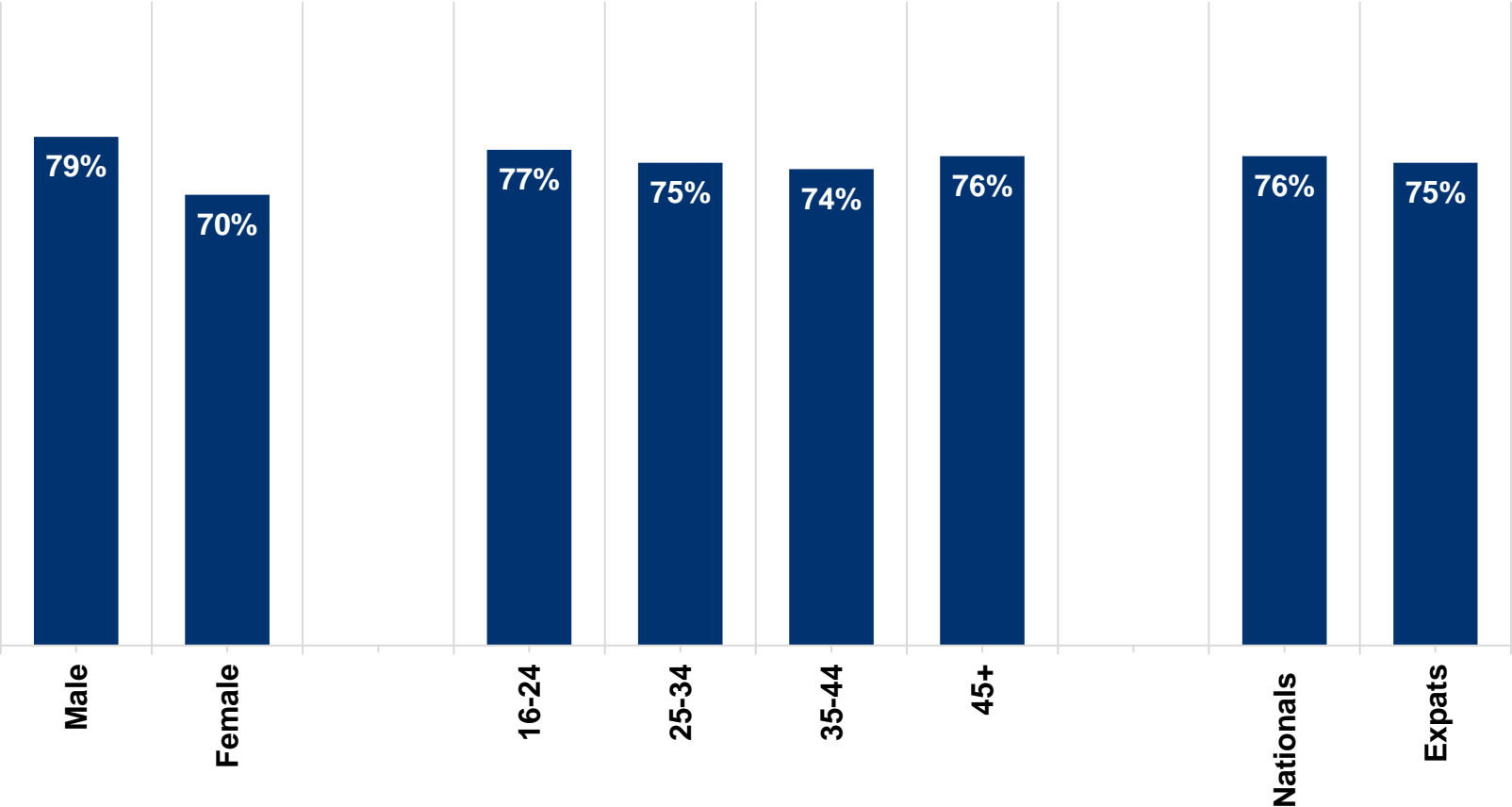


# Equal Pay

%Likely - By Demographics



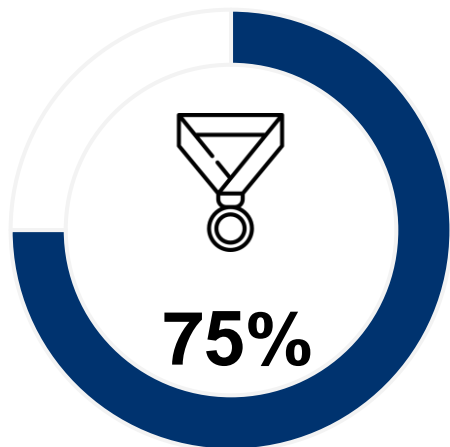
Women will be paid the same as men for the same work



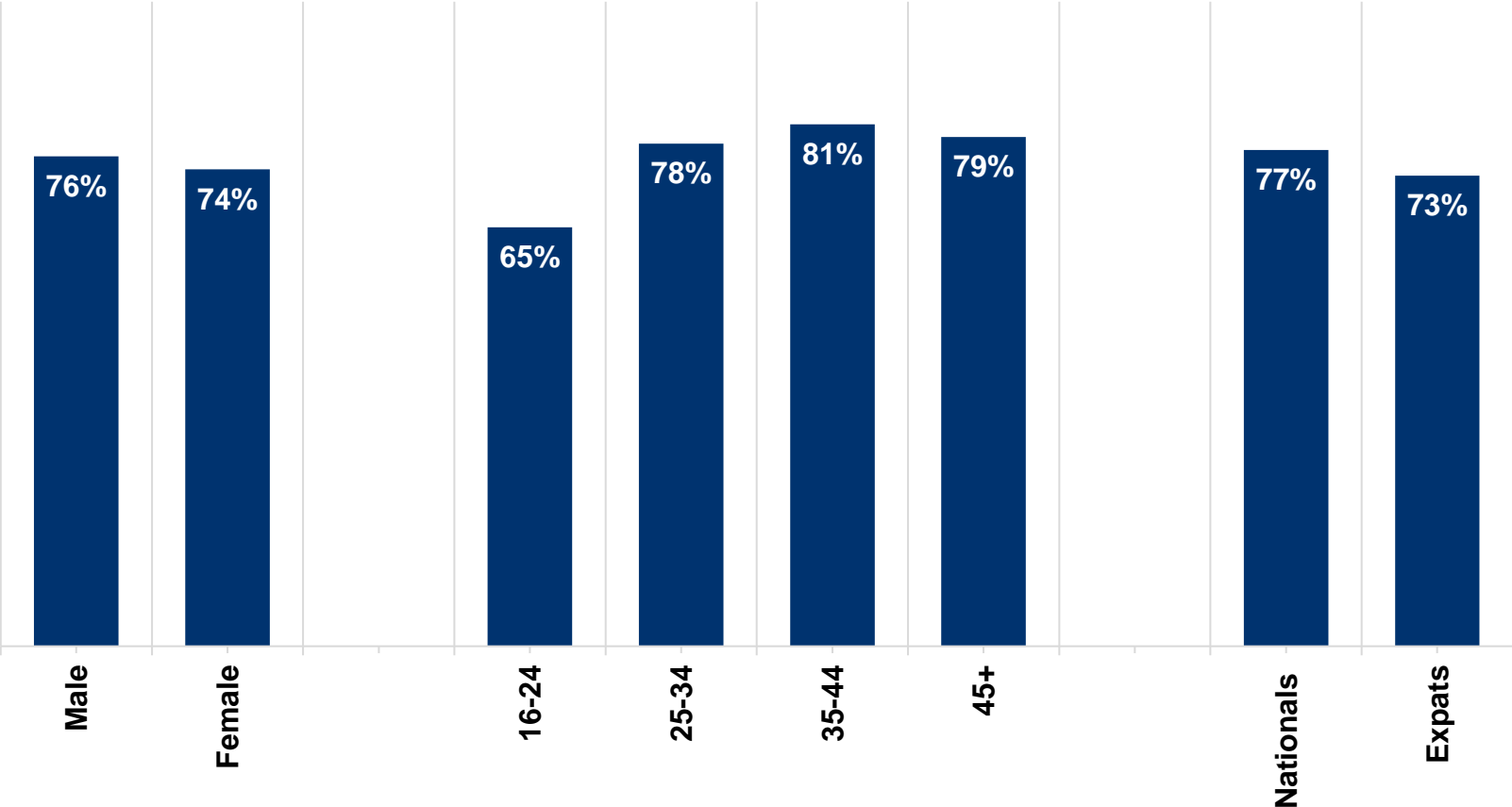


# Summer Olympics

## %Likely - By Demographics

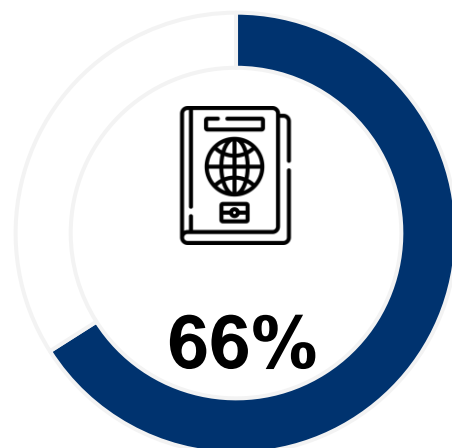


Saudi Arabia will win more medals in the 2024 Summer Olympics than the last one

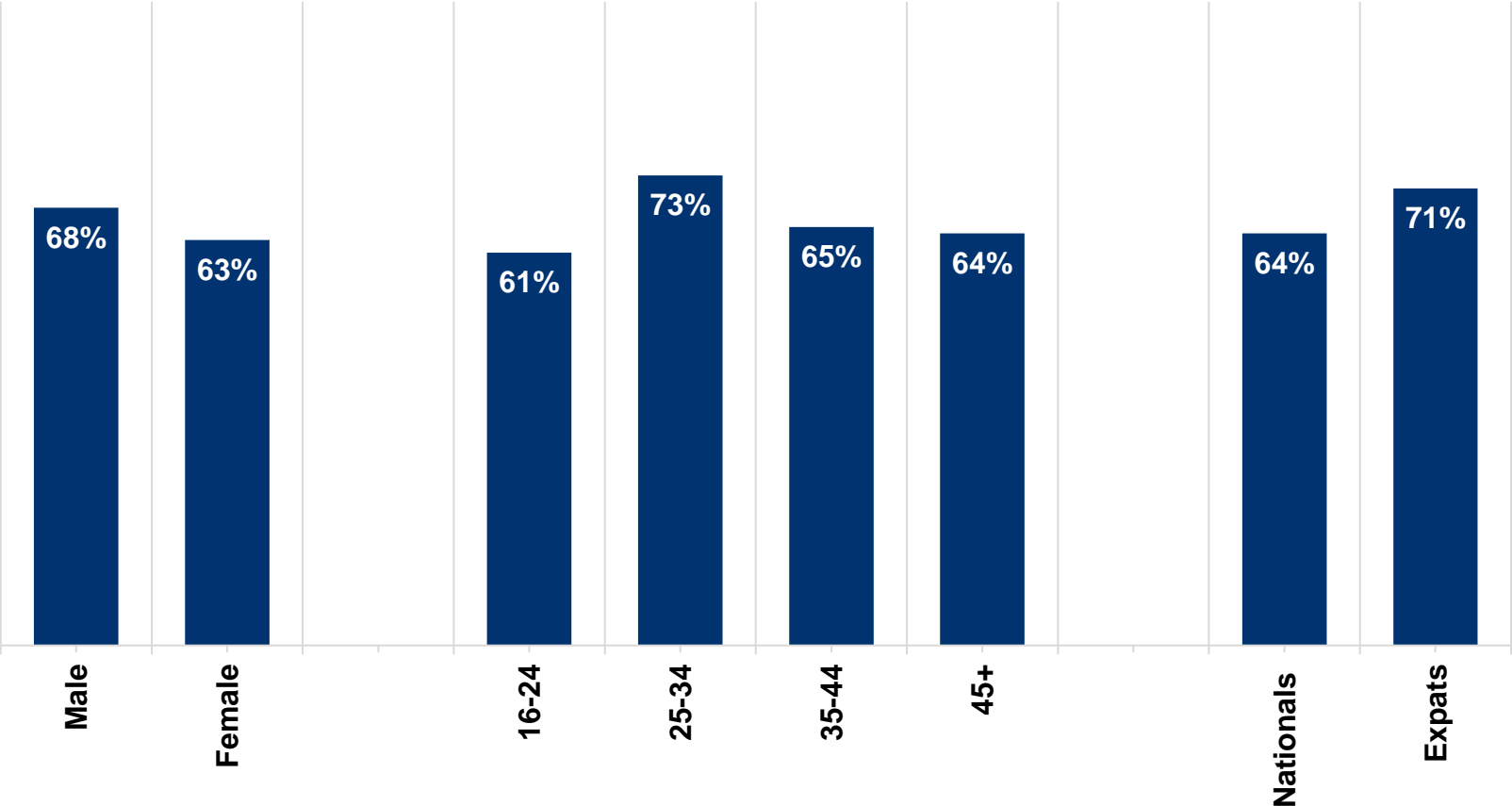


# Immigration

## %Likely - By Demographics

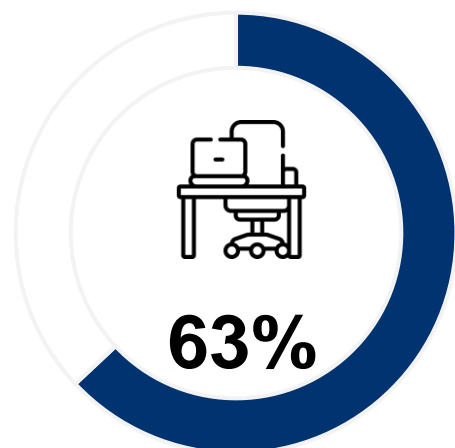


The level of immigration  
into Saudi Arabia will  
increase

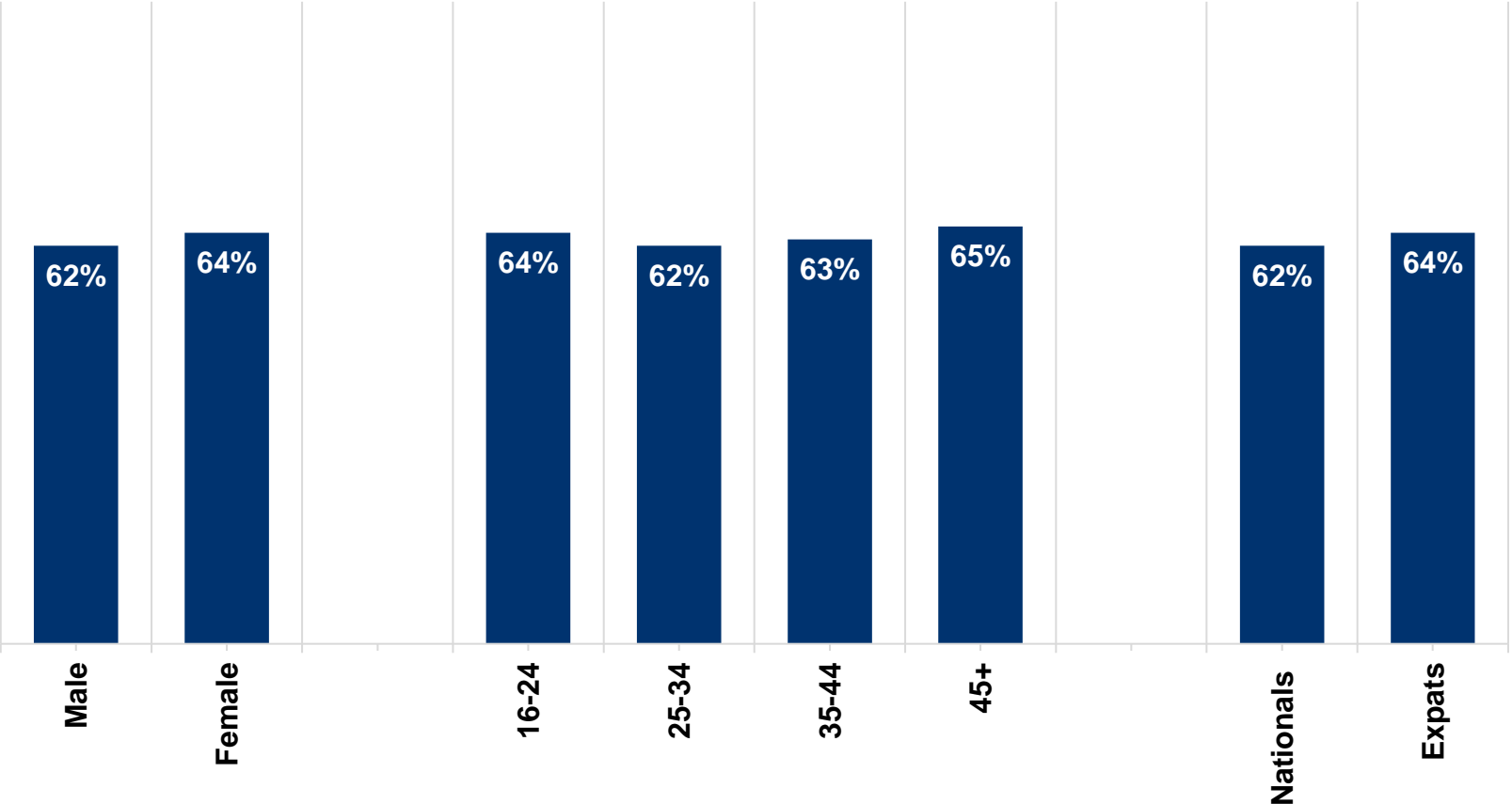


# Work Location

%Likely - By Demographics



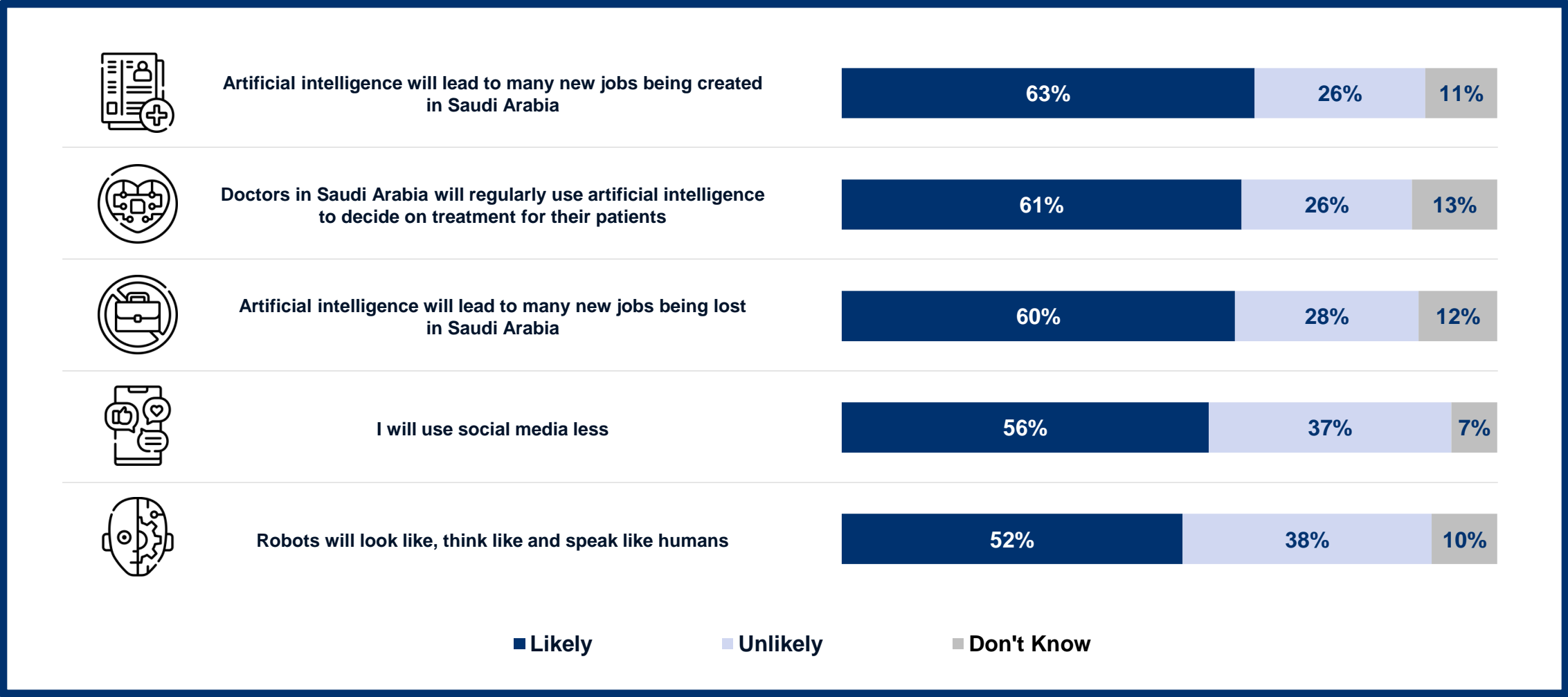
Office workers will spend more time working in the office than at home



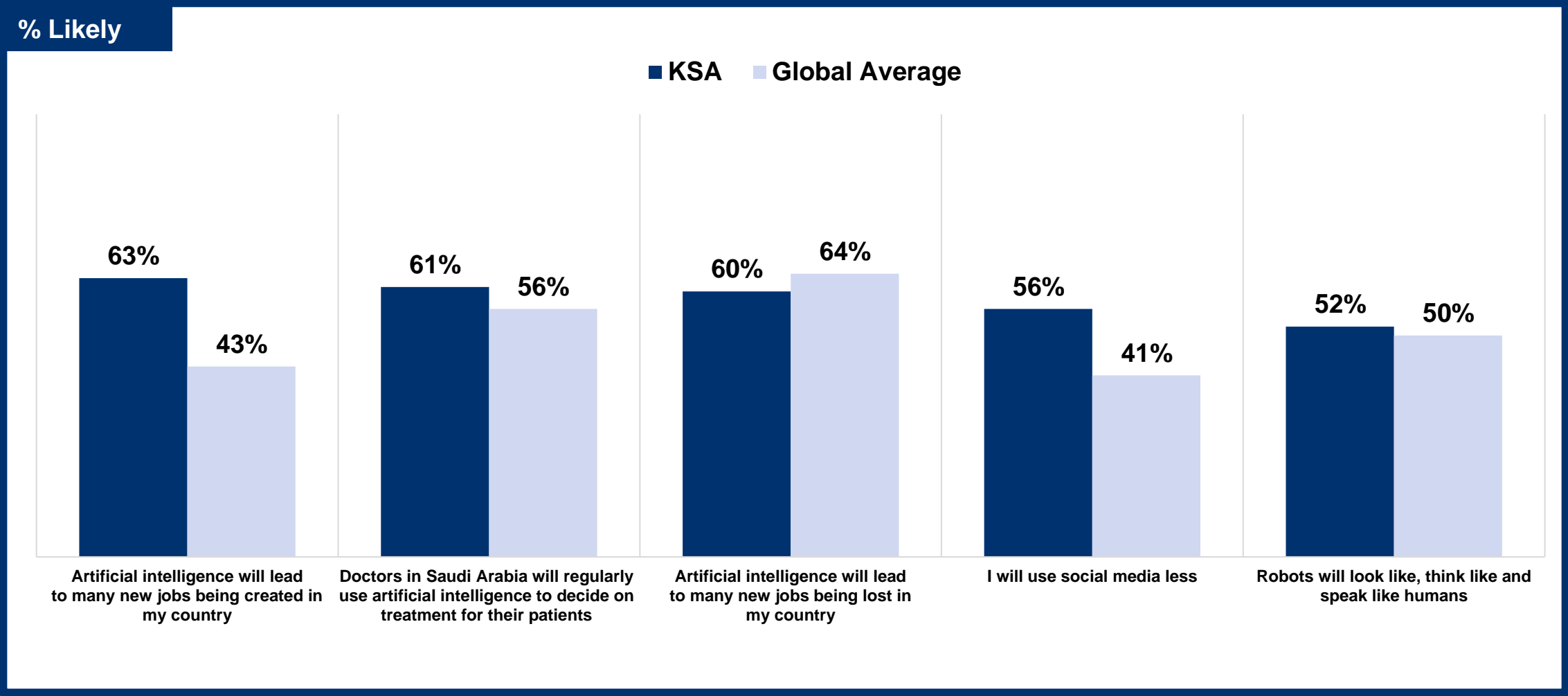


# Technology

# Technology in 2024

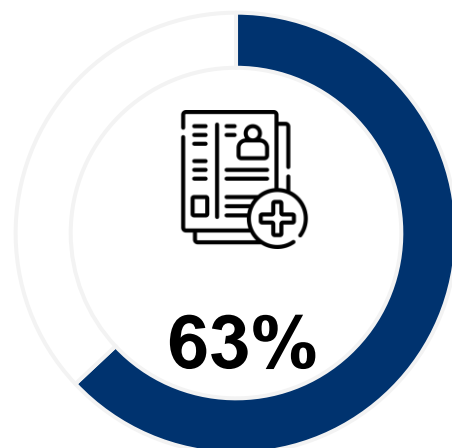


# Technology in 2024

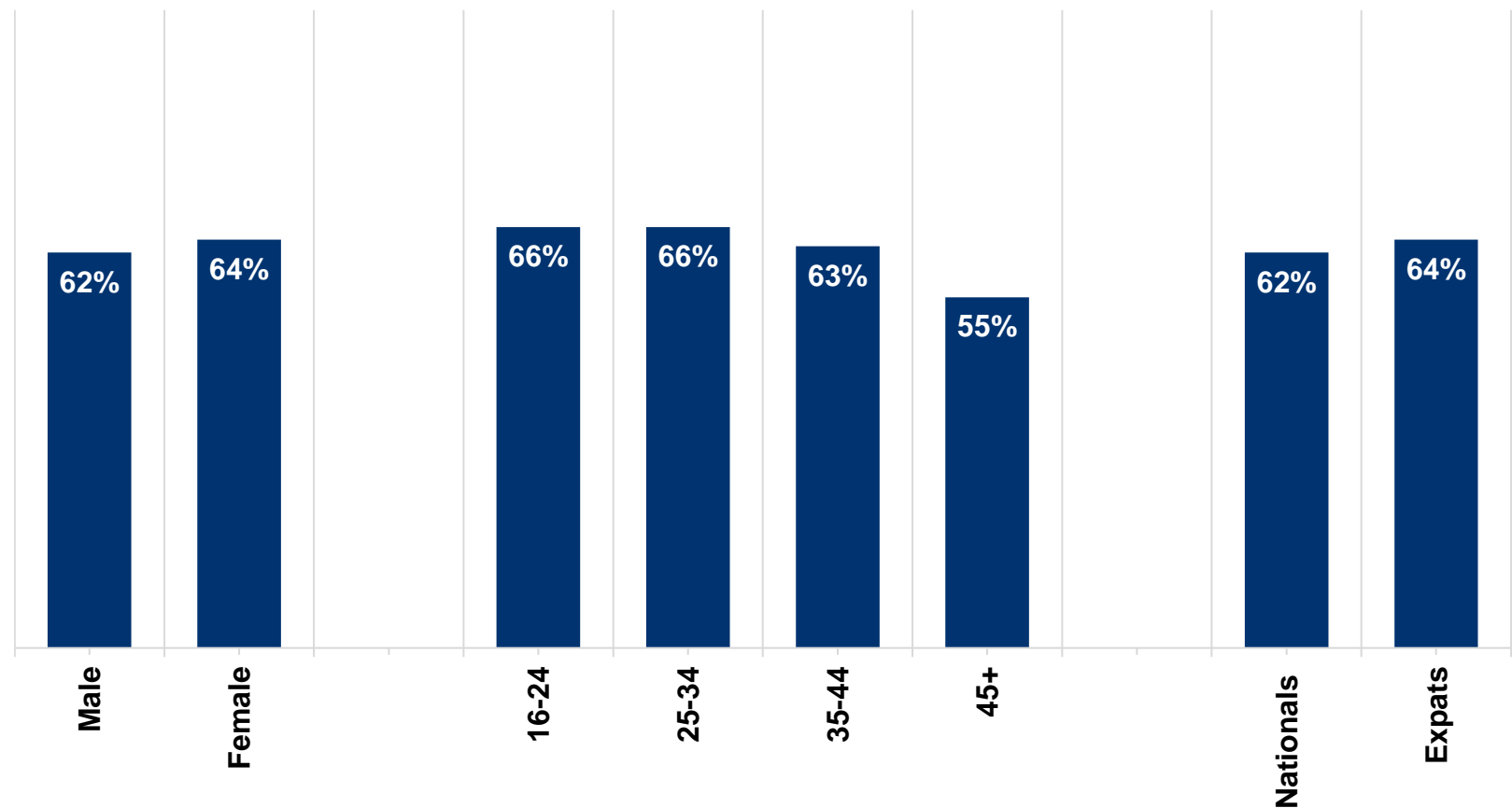


# AI And New Jobs

%Likely - By Demographics



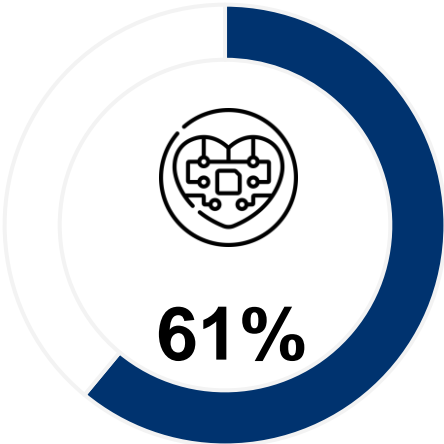
Artificial intelligence will lead to many new jobs being created in Saudi Arabia



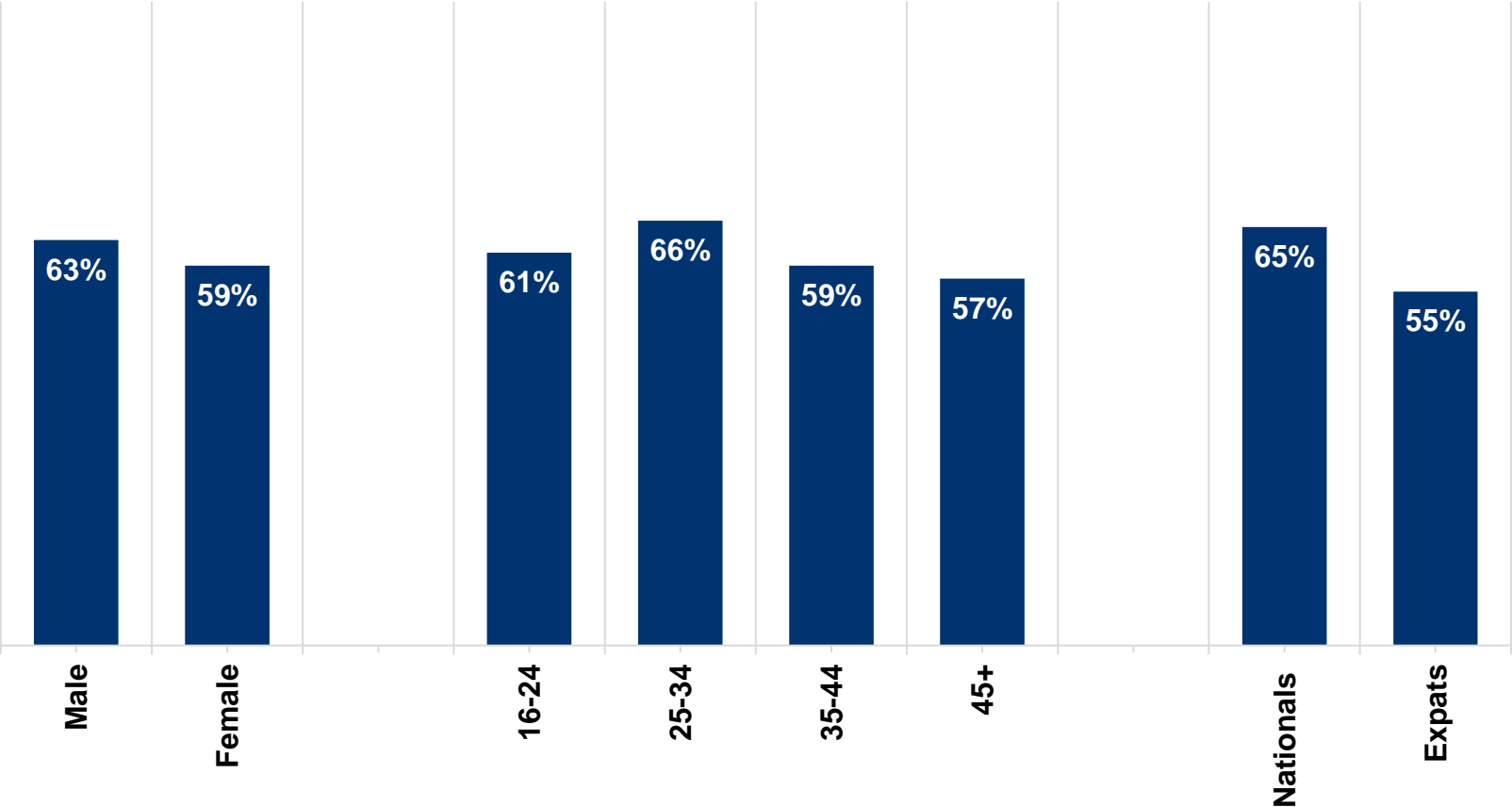


# AI And Medicine

%Likely - By Demographics

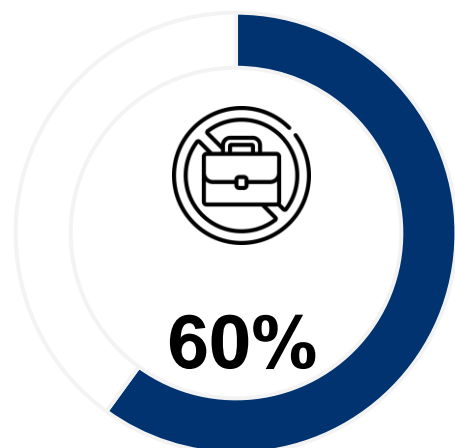


Doctors in Saudi Arabia will regularly use artificial intelligence to decide on treatment for their patients

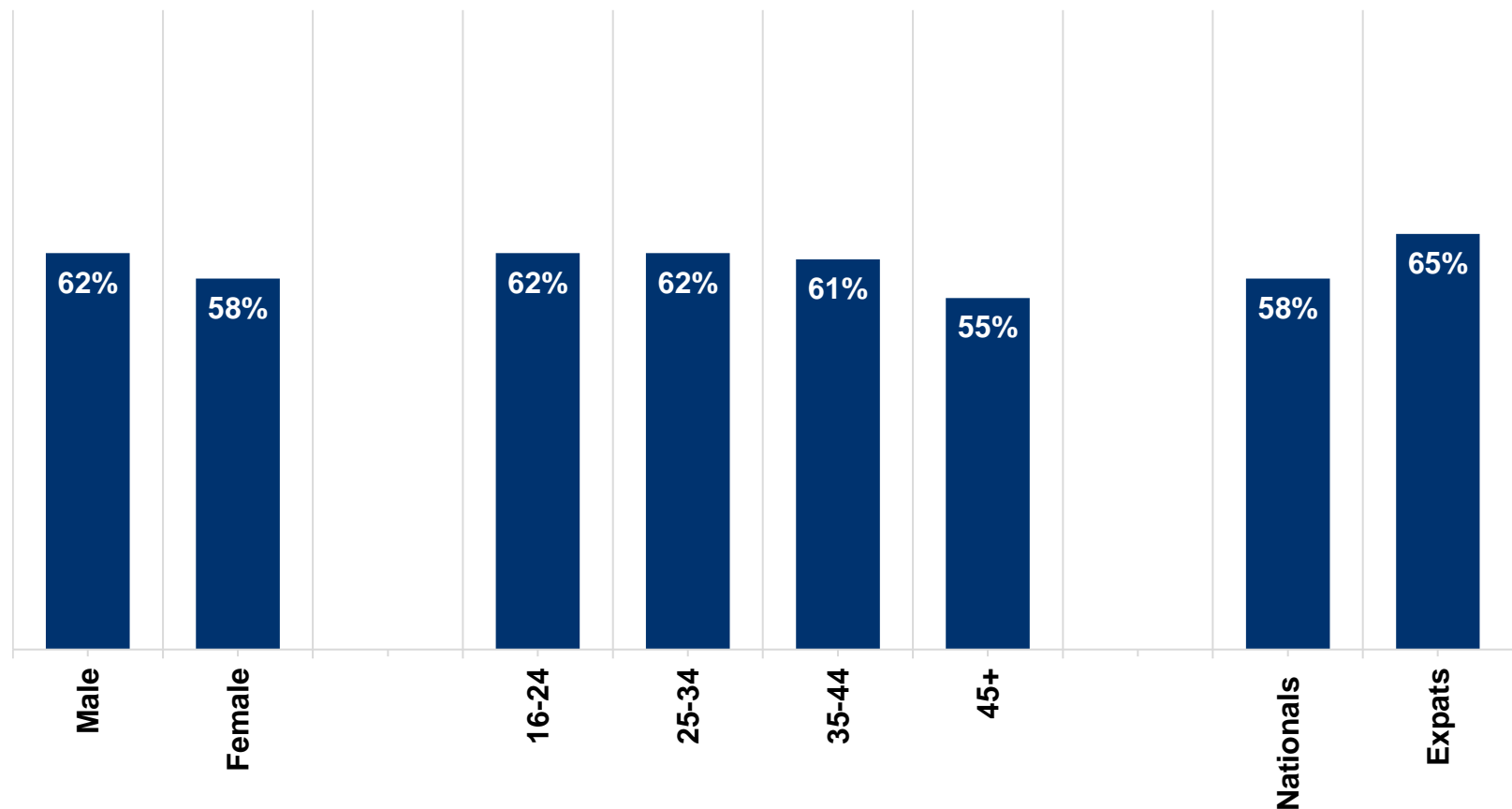


# AI And Lost Jobs

%Likely - By Demographics

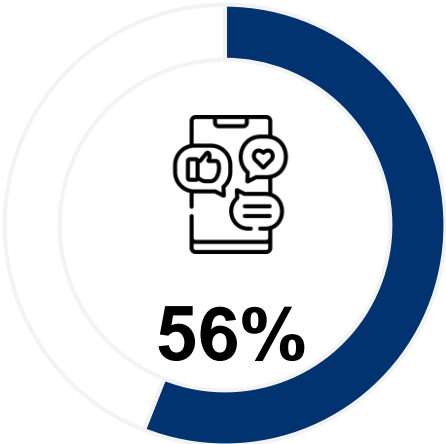


Artificial intelligence will lead to many new jobs being lost in Saudi Arabia

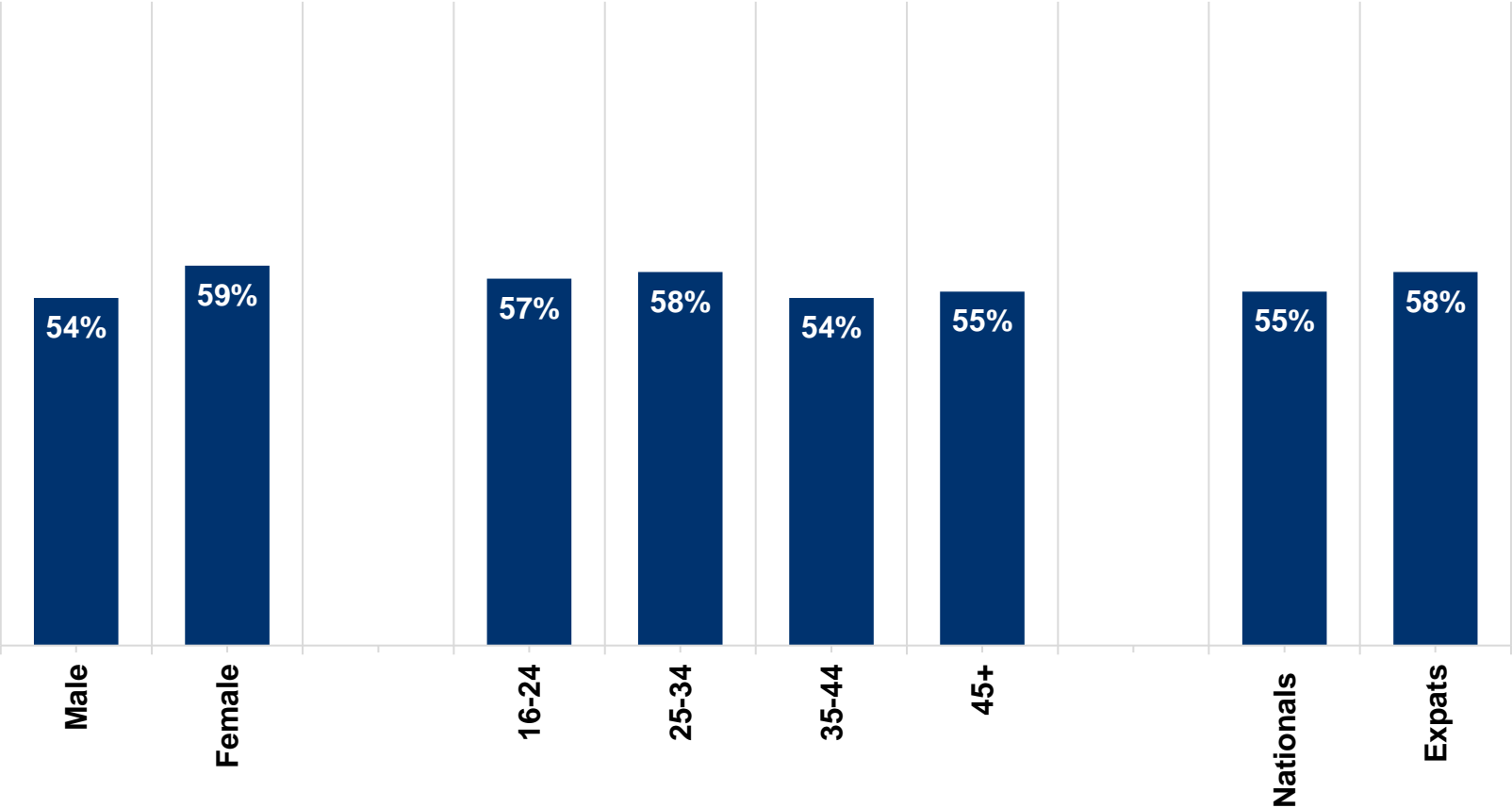


# Social Media Usage

%Likely - By Demographics

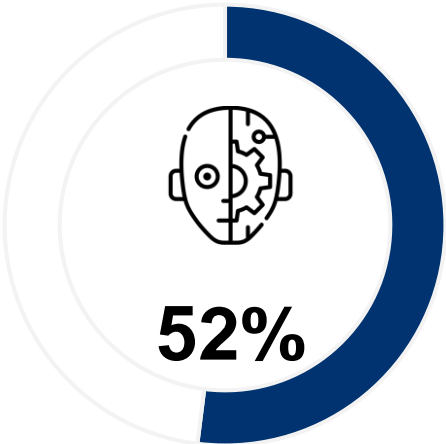


I will use social media less

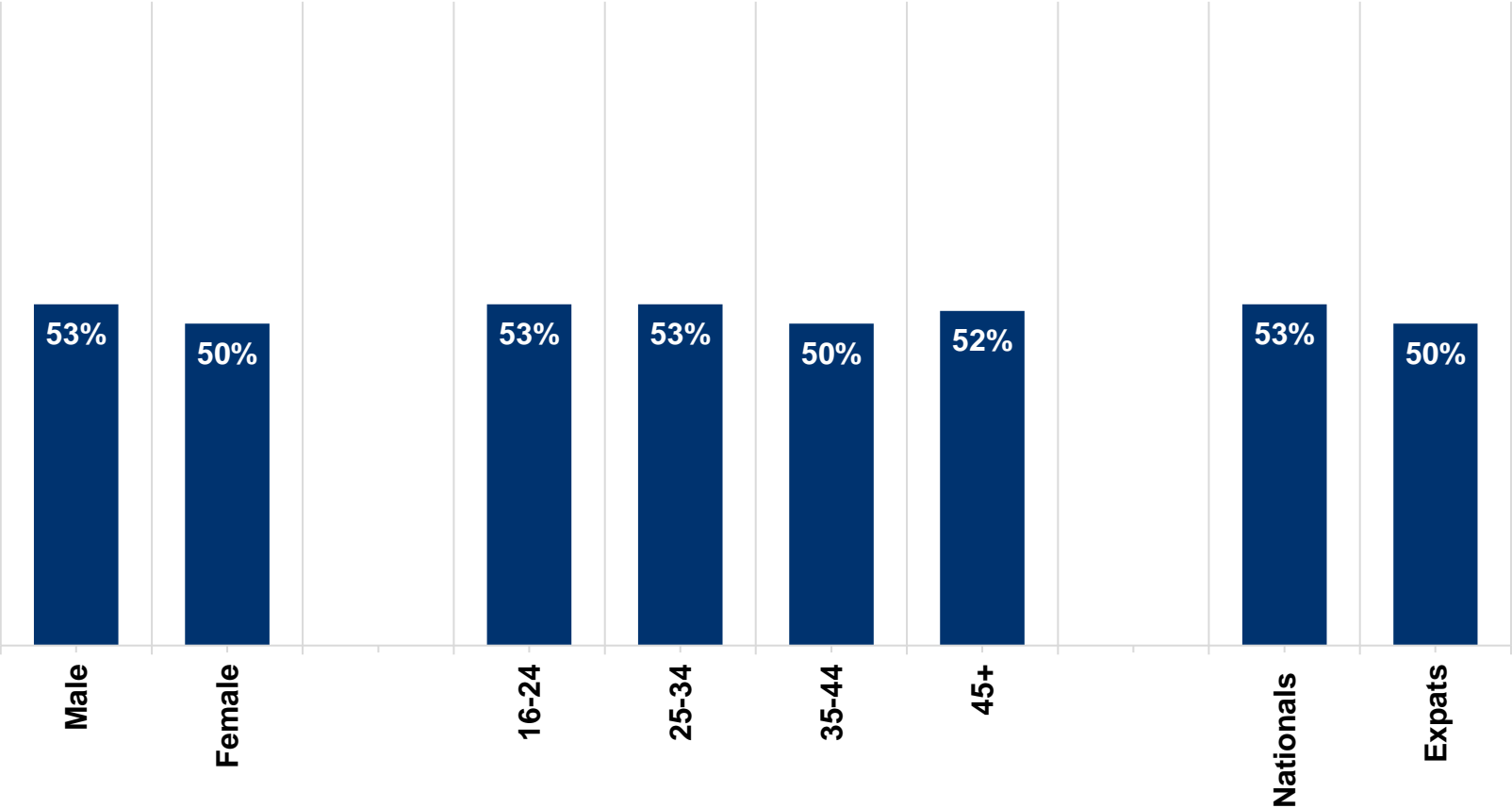


# Robots

%Likely - By Demographics



Robots will look like, think like and speak like humans



# Methodology



## Sample Size

500 Interviews.  
Interviewed Individuals Are The  
General Public.



## Sample Criteria

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



## Methodology

The Survey Was Conducted Via  
The Ipsos Online Panel.



## Geographical Coverage

Conducted in Saudi Arabia, Across The  
Kingdom. Saudi Arabia was one of 35  
countries included in the global survey.



## For More Information:

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# 2024

## GAME CHANGERS

