# PREDICTIONS 2025

### Lebanon Edition

December 2024



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## 2024 IN RETROSPECT

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Reflecting on 2024, the majority of people in Lebanon viewed the year as challenging, for them, their families and for the country as a whole



### By Income Level

Upper Income*	88%	
Middle Income	90%	
Lower Income	94	%

% Agree <b>By Gender</b>	2024 was a challenging year for me and my family
Male	74%
Female	75%
By Age	
18-24	74%
25-34	71%
35-44	84%
45+	73%
By Income Le	vel
Upper Income*	65%
Middle Income	72%



## OVERALL EXPECTATIONS FOR 2025

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Despite the challenges, hope endures, with the majority expecting a more positive personal year in 2025 and many anticipating a brighter overall outlook for the rest of the population



I am optimistic that 2025 will be a better year for me than it was in 2024



### By Gender

Male	80%	
Female	82%	
By Age		
18-24	78%	
25-34	79%	
35-44	81%	
45+	83%	

### By Income Level

Upper Income*	88%	
Middle Income	82%	
Lower Income	82%	

<b>75%</b> % Agree	In 2025 people in Lebanon will start to feel more optimistic about the long-term future	(@ <b>\</b>
By Gender		
Male	77%	
Female	73%	
By Age		
18-24	69%	
25-34	73%	
35-44	72%	
45+	80%	
By Income Lev	el	
Upper Income*	76%	
Middle Income	76%	



76%

Lower Income

## EXPECTATIONS FOR WORLD AFFAIRS & LOCAL CONFLICTS IN 2025

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In Lebanon, opinions are divided as many predict the armed conflicts will end in 2025, yet a significant portion fears the current conflict could escalate into a civil war



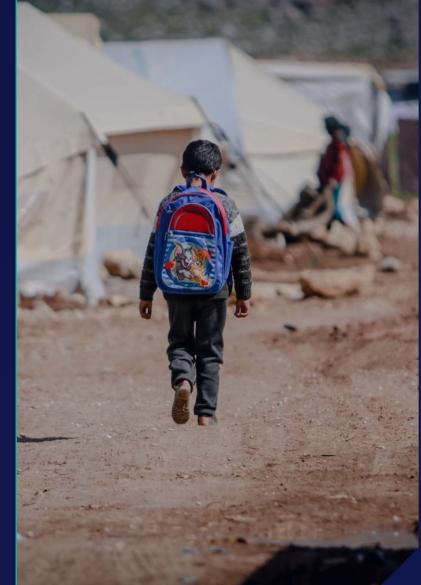
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When it comes to global issues, there's optimism with many expecting other wars in the Middle East and Ukraine to end in 2025





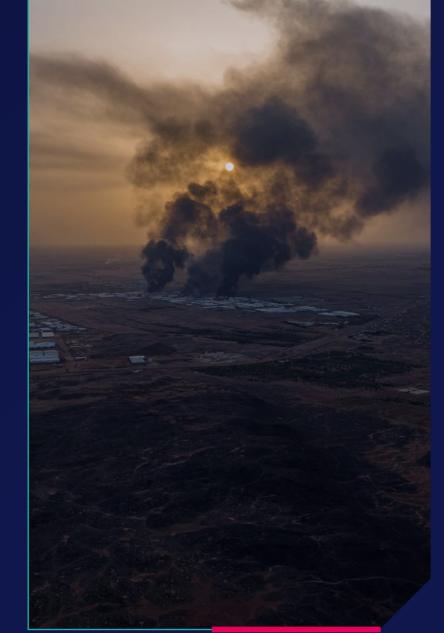


However, worries persist, with many anticipating the potential use of nuclear weapons somewhere in the world and escalating tensions between Iran and Israel





A large-scale armed conflict will erupt between Iran and Israel in 2025





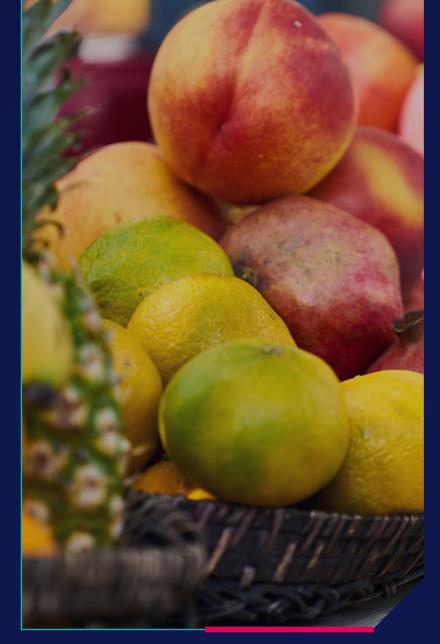
People also expect the regional instability to impact Lebanon directly, with many predicting disruptions to food supplies





Regional conflicts will disrupt food supplies to Lebanon

By Gender		
Male	51%	
Female	53%	
By Age		
18-24	57%	
25-34	49%	
35-44	62%	
45+	46%	
By Income I	Level	
Upper Income*	47%	
Middle Income	42%	
Lower Income	58%	





## EXPECTATIONS FOR THE GOVERNMENT & SOCIETY IN 2025

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Expectations are high for a new president in Lebanon in 2025, but trust in the government remains low, with few expecting an increase in confidence from 2024







### Expectations for government changes and trust

### % Likely - by demographics





	Lebanon will have a new president in 2025	People in Lebanon will have more trust in the government in 2025 than they did in 2024
Male	74%	34%
Female	74%	35%
18 - 24	66%	30%
25 - 34	77%	33%
35 - 44	73%	32%
45+	76%	39%
Upper Income *	82%	41%
Middle Income	71%	27%
Lower Income	79%	37%



In societal outlooks, the majority expect many Lebanese people to emigrate in search of opportunities abroad, and many anticipate a decrease in population size



% Likely

% Likelv



Many Lebanese people will leave Lebanon to seek opportunities abroad in 2025

**56%** The total population size of Lebanon will fall





### Diving deeper into societal trends, the majority anticipate a rise in divorce rates by 2025

#### % Likely



### Divorce rates will increase in Lebanon

By Gender		
Male	84%	
Female	83%	

#### By Age

18-24	73%	
25-34	83%	
35-44	84%	_
45+	87%	
By Income	By Income Level	
Upper Income*	76%	
Middle Income	74%	





As for societal progress, the majority have hopes for advances in gender equality through greater female leadership and equal pay









### Expectations for gender equality and leadership

### % Likely - by demographics

<b></b>		<b>76%</b>	<b>59%</b>
		Lebanon will see an increase in the participation of women in politics and leadership roles	Women will be paid the same as men for the same work
	Male	76%	71%
	Female	76%	66%
	18 - 24	67%	60%
	25 - 34	74%	63%
	35 - 44	79%	75%
	45+	79%	73%
	Upper Income *	41%	59%
	Middle Income	73%	66%
	Lower Income	79%	71%



Despite these hopes for progress, concerns about internal stability persist, with many predicting an increase in sectarian tensions

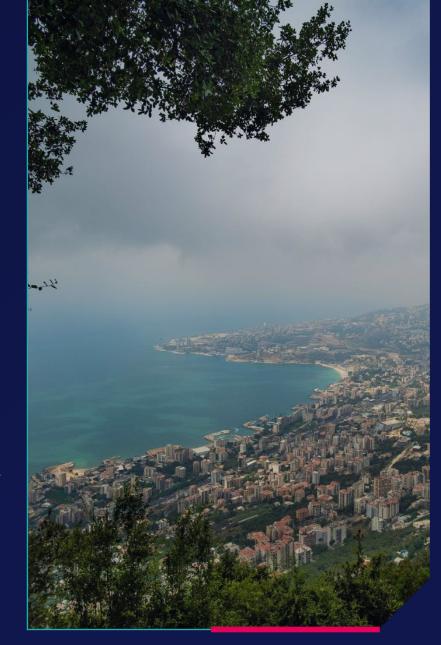
**By Gender** 



**50%** 

Sectarian tensions in Lebanon will increase in 2025

Male	55%
Female	65%
By Age	
18-24	69%
25-34	67%
35-44	56%
45+	53%
By Income	Level
Upper Income*	65%
Middle Income	58%
Lower Income	61%





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### EXPECTATIONS FOR HEALTH IN 2025

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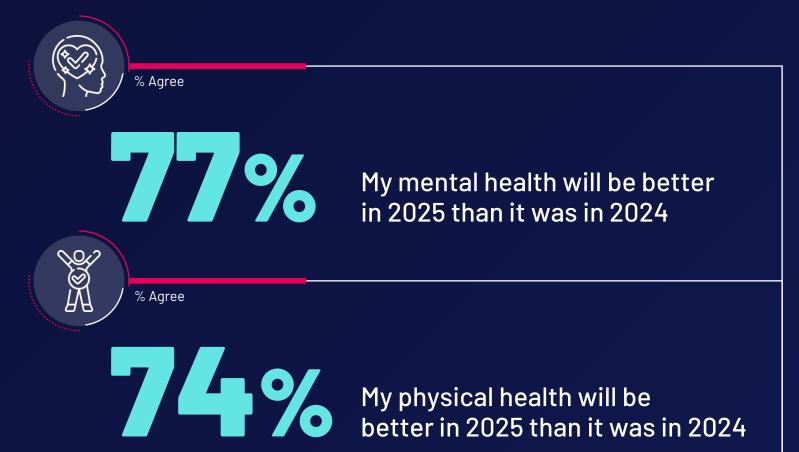
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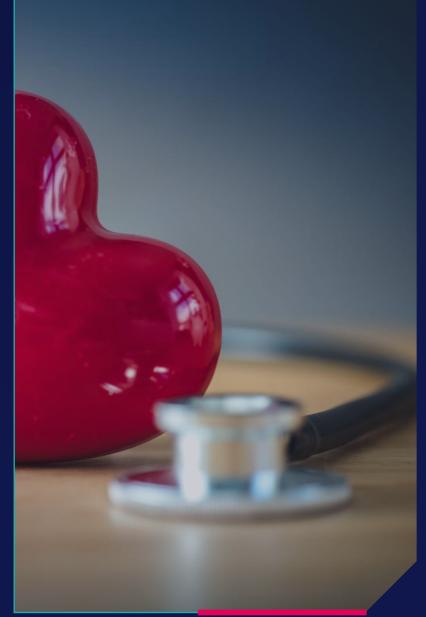
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People are optimistic about their health, as the majority anticipate improvements in both their mental well-being and physical health compared to 2024







In terms of large-scale health issues, hope and caution coexist. People foresee a potential cancer cure, yet they are concerned about a new global pandemic







### EXPECTATIONS FOR THE ECONOMY IN 2025

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There is a sense of optimism regarding economic outlooks, with many expecting both the global economy and the economy in Lebanon to strengthen in 2025



The global economy will be stronger in 2025 than it was in 2024

### By Gender

Male	67%
Female	57%
By Age	
18-24	67%
25-34	54%
35-44	64%
45+	64%

### By Income Level

Upper Income*	71%	
Middle Income	55%	
Lower Income	66%	

<b>57%</b> % Agree	The economy in Lebanon will be stronger in 2025 than it was in 2024	
By Gender		
Male	60%	
Female	54%	
By Age		
18-24	52%	
25-34	52%	
35-44	61%	
45+	61%	
By Income Lev	el	
Upper Income*	65%	
Middle Income	55%	
Lower Income	60%	

Building on the optimistic economic outlook, around 3 in 5 individuals expect the Lebanese lira to stabilize against foreign currencies





The Lebanese lira will stabilize against foreign currencies in 2025

Male	56%
Female	55%
By Age	

18-24	46%	
25-34	53%	
35-44	57%	
45+	61%	
By Income Level		
Upper Income*	65%	
Middle Income	54%	
Lower Income	55%	





### However, people anticipate financial challenges in 2025, including the rise of taxes, inflation and interest rates

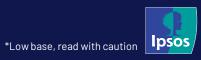




### **Economic expectations**

### % Likely - by demographics

	82%	6 <b>81%</b>	<b>80%</b>	65% 65%
	Taxes in Lebanon will be higher in 2025 than in 2024	Inflation in Lebanon will be higher in 2025 than in 2024	Prices in Lebanon will increase faster than people's incomes	Interest rates in Lebanon will be higher in 2025 than in 2024
Male	84%	79%	79%	61%
Female	80%	84%	82%	69%
18 - 24	81%	80%	72%	72%
25 - 34	81%	80%	80%	74%
35 - 44	82%	84%	84%	66%
45+	83%	82%	83%	56%
Upper Income *	71%	88%	82%	65%
Middle Income	81%	79%	82%	66%
Lower Income	82%	84%	80%	66%



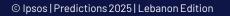
Adding to these challenges, there are concerns about the labor market with the majority expecting increased difficulty in securing jobs and a rise in unemployment rates

<b>70%</b> <sup>%</sup> Likely	Unemployment in Lebanon will be higher in 2025 than in 2024	ے۔ ایک ا
By Gender		
Male	68%	
Female	73%	
By Age		
18-24	71%	
25-34	73%	
35-44	70%	
45+	69%	

### By Income Level

Upper Income*	35%
Middle Income	68%
Lower Income	72%

<b>68%</b> % Likely	It will be more difficult to find a job in Lebanon in 2025 than it was in 2024	
By Gender		
Male	64%	
Female	71%	
By Age		
18-24	72%	
25-34	65%	
35-44	67%	
45+	67%	
By Income Le	vel	
Upper Income*	65%	
Middle Income	65%	
Lower Income	68%	



Nonetheless, more than half are optimistic about their personal financial prospects, predicting improvements in their financial situation

**By Gender** 





My personal financial situation will improve in 2025

Male	55%		
Female	52%		
By Age			
18-24	58%		
25-34	55%		
35-44	55%		
45+	50%		
By Income	Level		
Upper Income*		82%	
Middle Income	58%		
Lower Income	50%		





Many also foresee a better investment environment, with around a third planning on making major purchases



The economic environment in Lebanon will be better for investment in 2025 than it was in 2024

% Likely

31%

l will make a major purchase (e.g. house, car) in 2025





### **Outlook on investment and major purchases**

#### % Likely - by demographics

	<b>60%</b>	<b>31%</b>
	The economic environment in Lebanon will be better for investment in 2025 than it was in 2024	l will make a major purchase (e.g. house, car) in 2025
Male	59%	36%
Female	61%	25%
18 - 24	56%	37%
25 - 34	61%	33%
35 - 44	59%	33%
45+	62%	25%
Upper Income *	53%	59%
Middle Income	63%	33%
Lower Income	63%	30%



### When it comes to the housing market, individuals expect demand to rise alongside increasing costs



The cost of renting/buying a home in Lebanon will continue to increase in 2025



### **By Gender**

Male	80%
Female	87%
By Age	
18-24	83%
25-34	88%
35-44	88%
45+	79%

### By Income Level

Upper Income*	82%
Middle Income	85%
Lower Income	84%

<b>79%</b> % Likely	The demand for housing in Lebanon will be higher in 2025 compared to 2024			
By Gender				
Male	79%			
Female	80%			
By Age				
18-24	76%			
25-34	81%			
35-44	80%			
45+	79%			
By Income Level				
Upper Income*	71%			
Middle Income	85%			
Lower Income	78%			



### EXPECTATIONS FOR THE WORKPLACE IN 2025





Workplace predictions suggest expected shifts towards flexibility, with a considerable number also expecting the normalization of a four-day work week

% Likelv

% Likely

61%

Businesses in Lebanon will offer employees more flexibility in work arrangements compared to 2024

It will become normal for businesses in my country to implement a four-day working week





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### **Predictions for the workplace**

### % Likely - by demographics

	<b>61%</b>	<b>44%</b>
	Businesses in Lebanon will offer employees more flexibility in work arrangements compared to 2024	It will become normal for businesses in my country to implement a four-day working week
Male	61%	44%
Female	61%	43%
18 - 24	72%	47%
25 - 34	52%	42%
35 - 44	57%	45%
45+	64%	42%
Upper Income *	53%	24%
Middle Income	57%	35%
Lower Income	64%	50%



## EXPECTATIONS FOR TRAVEL IN 2025

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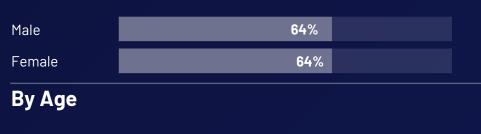
There is an expectation among the public for tourism to grow, with more visitors expected in Lebanon in 2025

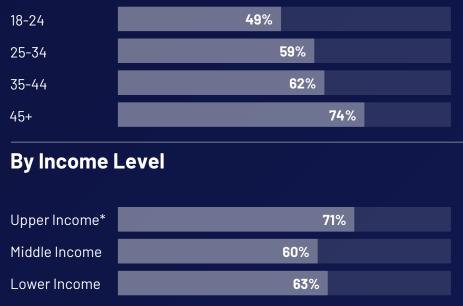
#### % Likely

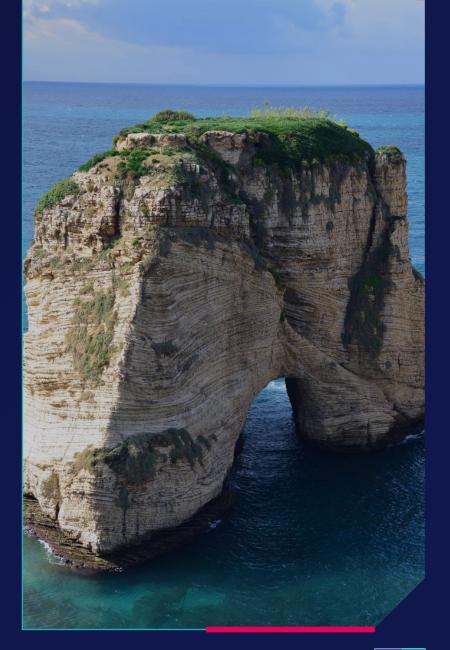


More tourists will enter Lebanon in 2025 compared to 2024











## EXPECTATIONS FOR THE ENVIRONMENT IN 2025

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Regarding environmental concerns, the majority anticipate rising global temperatures, extreme weather, and intense flight turbulence. Many also predict that parts of Lebanon could become uninhabitable due to an extreme weather event

% Likely

<b>79</b> %	73%	70%	44%
Average global temperatures will increase	There will be more extreme weather events in Lebanon in 2025 than there were in 2024	Severe turbulence during flights will become more frequent and intense due to climate change	Parts of my country will become unlivable because of an extreme weather event
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Despite that, only few expect government initiatives to combat the environmental challenges



% Likely



The Government in Lebanon will introduce more demanding targets to reduce carbon emissions more quickly

% Likely



There will be restrictions introduced to reduce the amount people drive in their cars in Lebanon





At the same time, the majority expect a shift to alternative energy, and many believe electric vehicles will become widespread



Lebanon will primarily rely on alternative energy sources for its energy needs

% Likelv



Electric vehicles will become the primary mode of transportation for most people in Lebanon





Many are also hopeful for innovative breakthroughs, expecting technology that could potentially halt climate change

By Gender



There will be a breakthrough technology developed which will halt climate change

Male	42%	
Female	38%	
By Age		
18-24	38%	
25-34	40%	
35-44	42%	
45+	40%	
By Income I	Level 29%	
Middle Income	37%	
Lower Income	44%	





## EXPECTATIONS **FOR TECHNOLOGY** IN 2025



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Technology's social influence brings mixed views. Many envision more online interactions and virtual living, yet a third show intentions to reduce social media use

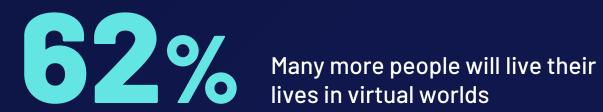




People in Lebanon will spend more time socializing online than face-to-face

% Likely





lives in virtual worlds





% Likely

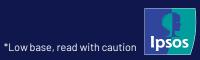




## Predicted impact of technology on social interaction

### % Likely - by demographics

	<b>90%</b>	<b>62%</b>	<b>33%</b>
	People in Lebanon will spend more time socializing online than face-to-face	Many more people will live their lives in virtual worlds	l will use social media less
Male	91%	61%	30%
Female	88%	64%	36%
18 - 24	85%	62%	<b>27</b> %
25 - 34	90%	61%	23%
35 - 44	85%	72%	35%
45+	93%	59%	40%
Upper Income *	88%	24%	12%
Middle Income	88%	64%	32%
Lower Income	91%	64%	34%



Regarding shopping and finance, there's strong confidence in the growth of online transactions, with many also believing digital payments will replace cash

(±



People in Lebanon will spend more money online than in physical stores in 2025

### By Gender

Male	84%
Female	85%
By Age	
18-24	84%
25-34	90%
35-44	89%
45+	79%

### By Income Level

Upper Income*	65%
Middle Income	84%
Lower Income	86%

<b>51%</b> % Likely	almost entirely replace cash in Lebanon	
By Gender		A CARACTER STATE
Male	48%	
Female	53%	
By Age		
18-24	52%	
25-34	54%	
35-44	52%	
45+	48%	
By Income Le	vel	
Upper Income*	41%	
Middle Income	43%	

When it comes to Al's impact on employment, predictions reflect a concern, as Al is expected to generate new jobs but also contribute to significant job losses

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Artificial intelligence will lead to many new jobs being lost in Lebanon

### By Gender

Male	67%
Female	65%
By Age	
18-24	69%
25-34	72%
35-44	60%
45+	64%

### By Income Level

Upper Income*	47%
Middle Income	61%
Lower Income	69%

<b>64%</b> % Likely	Artificial intelligence will lead to many new jobs being created in Lebanon	
By Gender		
Male	62%	
Female	65%	
By Age		
18-24	69%	
25-34	67%	
35-44	66%	
45+	58%	
By Income Leve	el	
Upper Income*	59%	
Middle Income	62%	

65%



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Lower Income

## As for tech giants, many expect stricter government regulations to address their expanding power

By Gender

#### % Likely

41%

Strict rules for large technology companies will be introduced by the Government in Lebanon

Male	40%	
Female	41%	
By Age		
18-24	43%	
25-34	40%	
35-44	36%	
45+	42%	
By Income L	evel	
Upper Income*	24%	
Middle Income	39%	
Lower Income	42%	





# PAST & FUTURE RESOLUTIONS

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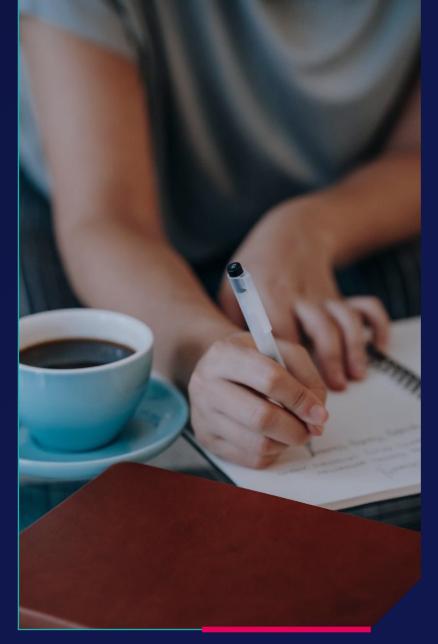
Considering past resolutions, the majority started the year with intentions to fulfill particular goals

**By Gender** 



Had set resolutions for things they wanted to accomplish in 2024

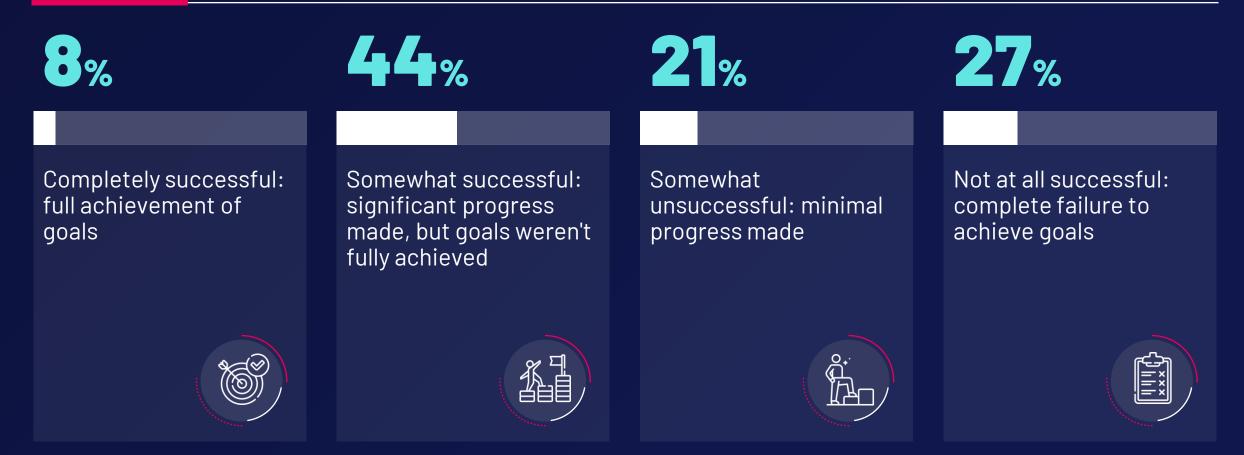
Male	65%	
Female	69%	
By Age		
18-24	73%	
25-34	72%	
35-44	70%	
45+	60%	
By Income I	Level	
Upper Income*	71%	
Middle Income	71%	
Lower Income	65%	





However, success in achieving these goals varied, with only a small minority fully reaching them, many making significant progress, and a significant portion experiencing minimal to no success

Success in achieving 2024 goals set



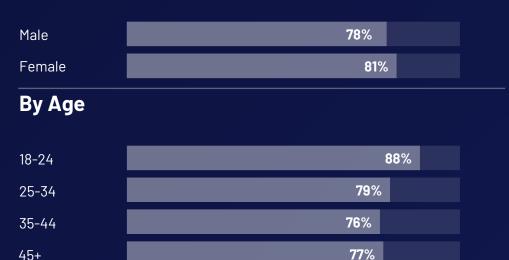
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Looking ahead to 2025, more people plan to set resolutions than last year, indicating an increased interest in personal growth



Will set personal resolutions to accomplish specific goals in 2025





### By Income Level

Upper Income*	8	8%
Middle Income	80%	
Lower Income	78%	





## The goals for 2025 are diverse, with financial and family goals at the forefront, alongside a strong focus on physical health objectives

Types of personal goals for 2025



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## Sample and methodology

## Sample size

500 respondents

## Sample criteria

General public: representative of the population across gender, age (18+) and region

## Methodology

The survey was conducted through CATI (Computer aided telephone interviews)

## **Geographical coverage**

Conducted in Lebanon with a nationwide coverage



# FOR MORE INFORMATION

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