

PREDICTIONS 2026

Jordan Edition

December 2025

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01

OVERALL EXPECTATIONS FOR 2026

Jordanians enter 2026 with strong optimism, as the majority believe the new year will be better for them than 2025

% Agree

77%

I am optimistic that 2026 will be a better year for me than it was in 2025

By Gender



By Age



By Income Level



This positivity extends to personal wellbeing, with widespread expectations of improvements in both physical and mental health



% Agree

76%

My physical health will be better in 2026 than it was in 2025



% Agree

75%

My mental health will be better in 2026 than it was in 2025



EXPECTATIONS FOR WORLD AFFAIRS IN 2026

02

In global affairs, half expect the war in Ukraine to end in 2026, while around 2 in 5 see the possibility of progress in resolving Middle East conflicts



% Likely

50%

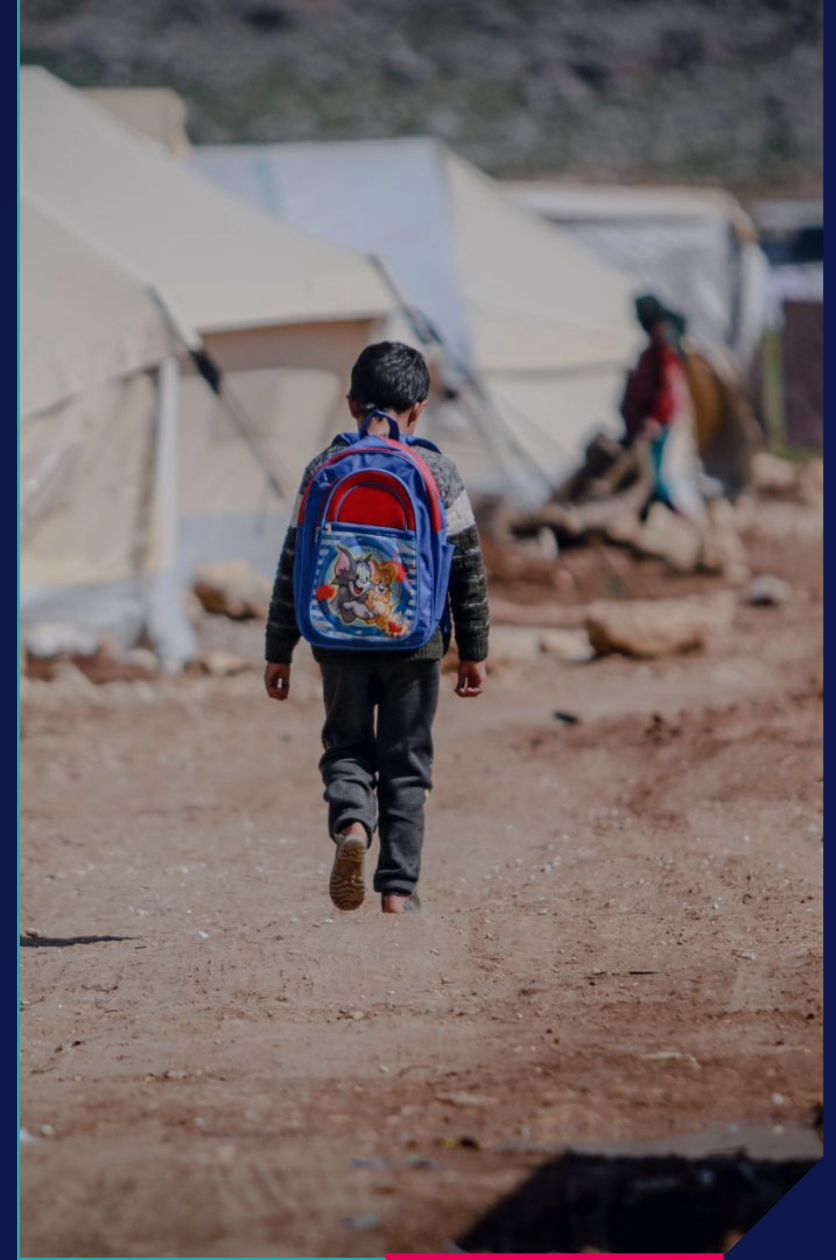
The war in Ukraine will end in 2026



% Likely

43%

The current wars in the Middle East will end in 2026



Building on this, many anticipate meaningful diplomatic steps, from reconstruction efforts to broader international engagement in regional stability

% Likely

67%

Major reconstruction efforts will commence in Gaza with international support in 2026



59%

More major Western powers will formally recognize an independent State of Palestine



58%

Formal Middle East peace talks will take place in search for a lasting end to the conflicts in 2026

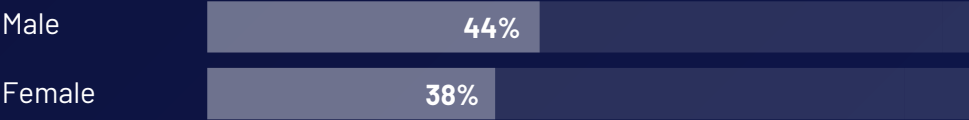


Yet despite these hopes, fewer believe the world will feel safer overall in 2026

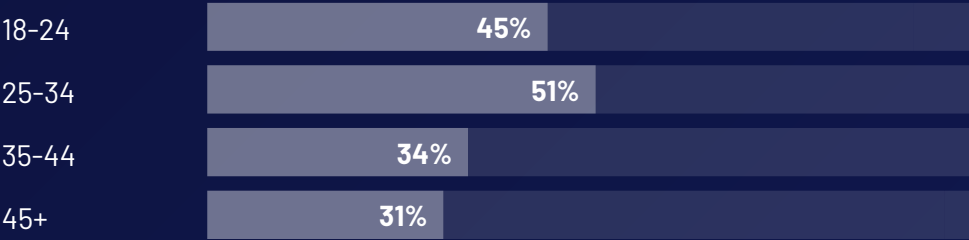


The world will be a safer place in 2026

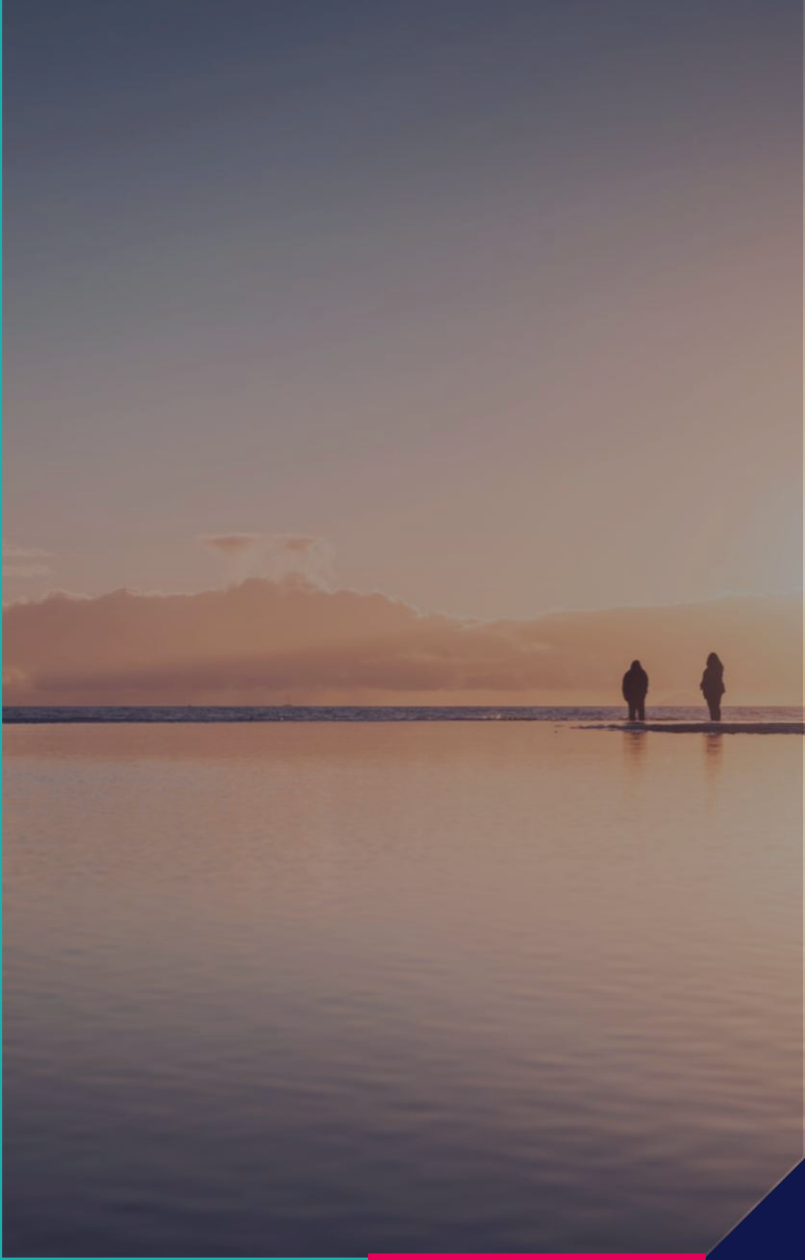
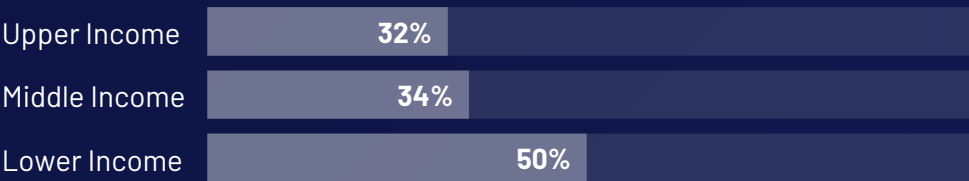
By Gender



By Age



By Income Level



EXPECTATIONS FOR SOCIETY IN 2026

03

Socially, most foresee meaningful progress for women, with rising representation in leadership roles and growing expectations of equal pay



% Likely

78%

Jordan will see an increase in the participation of women in leadership roles



% Likely

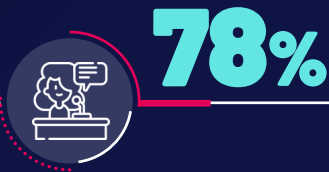
63%

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



Expectations for gender equality and leadership

% Likely - by demographics



Jordan will see an increase in the participation of women in leadership roles		Women will be paid the same as men for the same work
Male	76%	61%
Female	80%	65%
18 - 24	76%	57%
25 - 34	76%	68%
35 - 44	75%	65%
45+	83%	64%
Upper Income	81%	66%
Middle Income	78%	57%
Lower Income	76%	65%

EXPECTATIONS FOR THE ECONOMY IN 2026

04

Views on the global economy are broadly optimistic, with 3 in 5 expecting conditions to strengthen, although nearly half still see a risk of major market turbulence

63%

% Agree

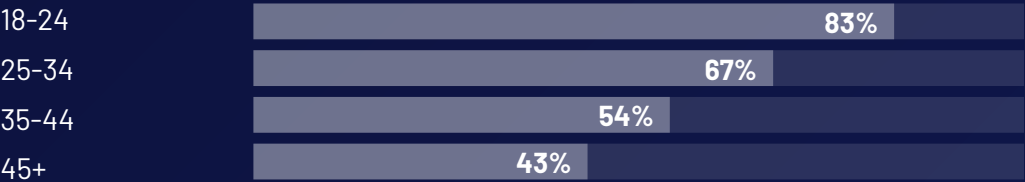
The global economy will be stronger in 2026 than it was in 2025



By Gender



By Age



By Income Level



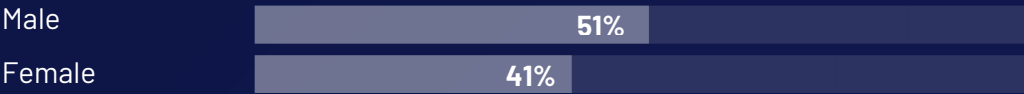
46%

% Likely

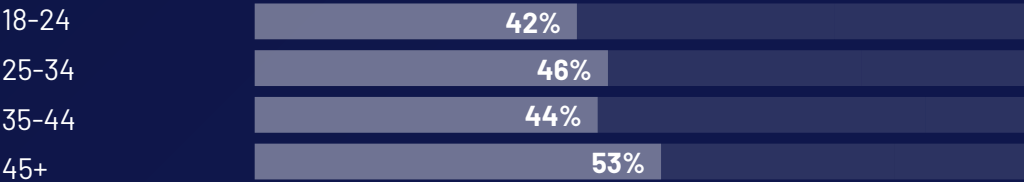
Major stock markets around the world will crash



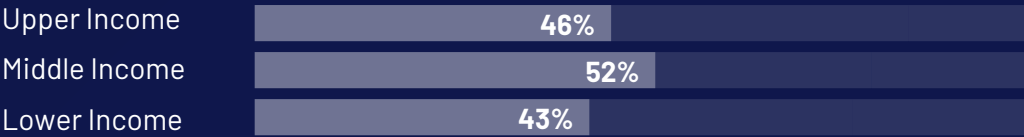
By Gender



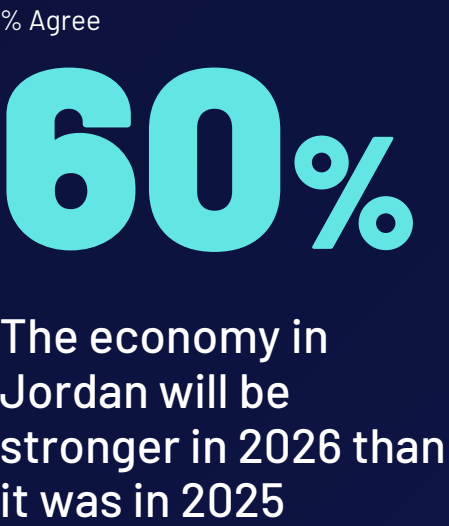
By Age



By Income Level



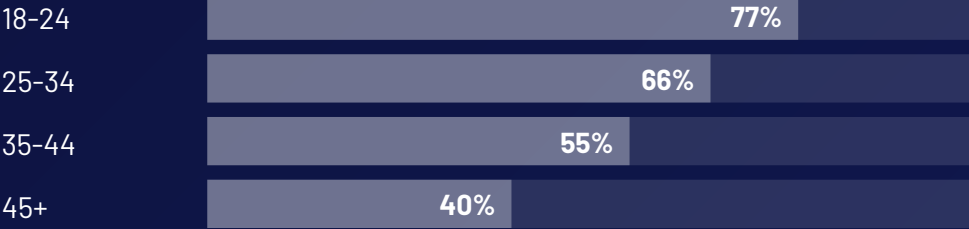
That optimism extends to Jordan's own economic outlook, where a similar share believes the local economy will improve



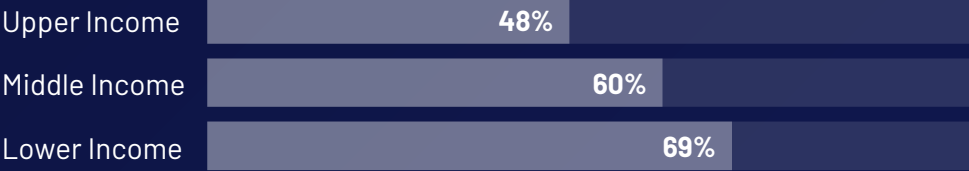
By Gender



By Age



By Income Level



Confidence also touches the investment landscape, with many sensing stronger potential for Jordan to attract international capital

% Likely

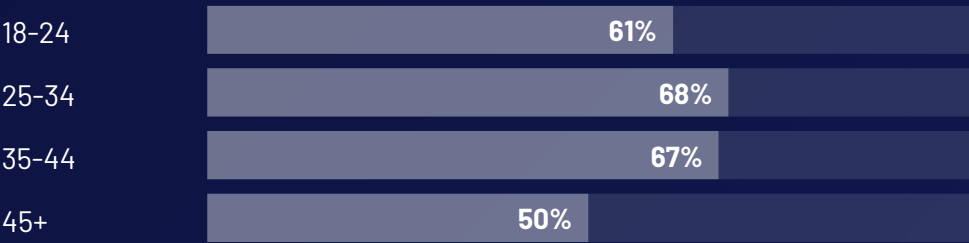
61%

Jordan will attract more international investments in 2026

By Gender



By Age



By Income Level



In parallel, cost pressures remain a core pillar of the economic outlook, driven by expectations of higher prices, inflation, and interest rates

% Likely

77%

Prices in Jordan will increase faster than people's incomes



76%

Inflation in Jordan will be higher in 2026 than in 2025



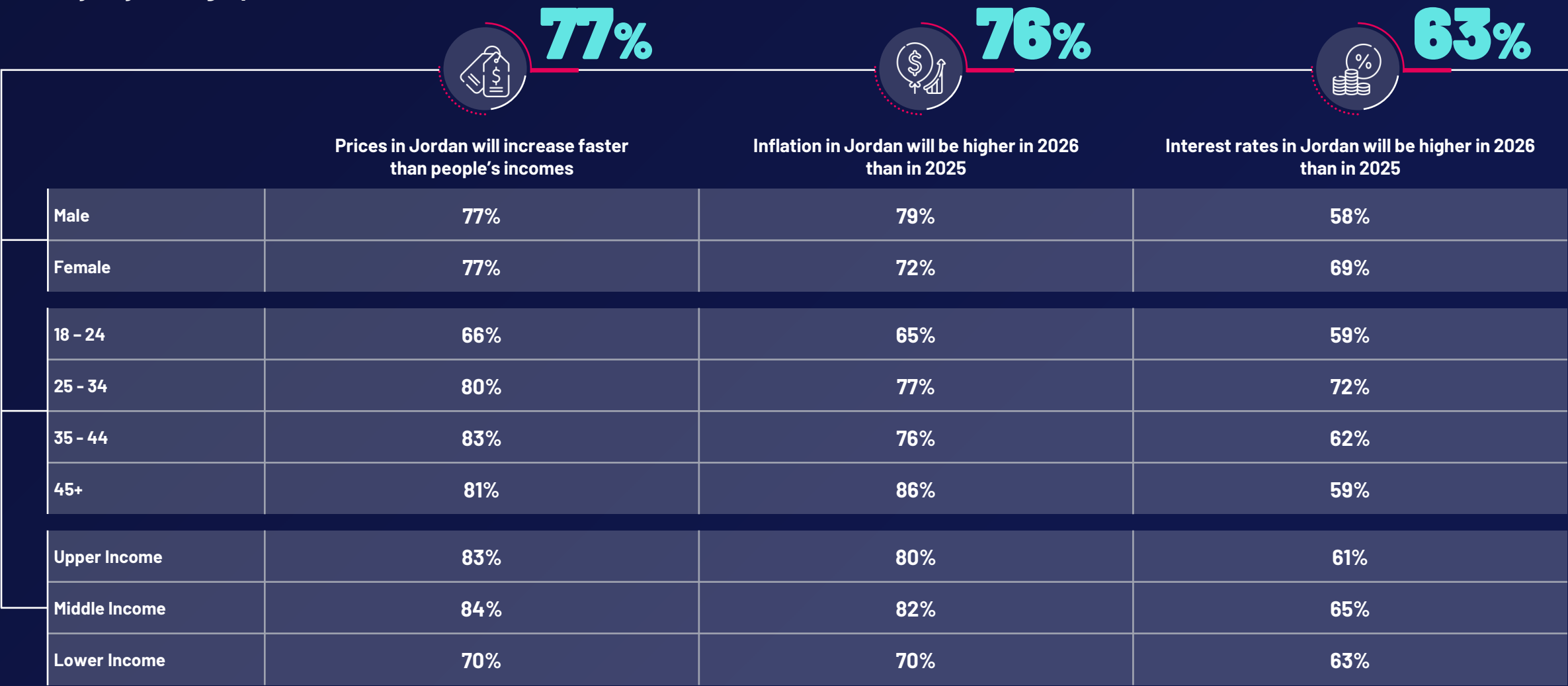
63%

Interest rates in Jordan will be higher in 2026 than in 2025



Economic expectations

% Likely - by demographics



These pressures spill into the labour market, where the prevailing view is that securing a job will become more difficult than before

% Likely

73%

It will be more difficult to find a job in Jordan in 2026 than it was in 2025

By Gender



By Age



By Income Level



Yet despite these challenges, just over half expect their personal financial situation to improve

% Likely

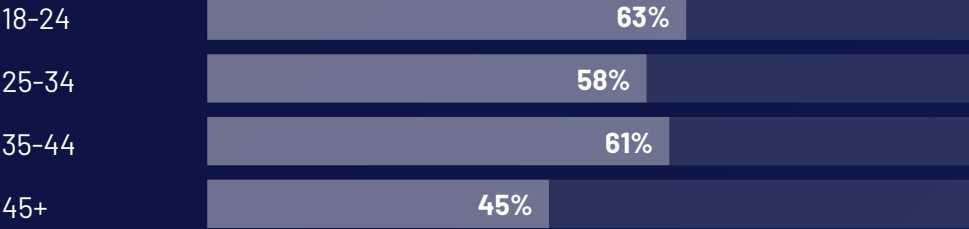
56%

My personal financial situation will improve in 2026

By Gender



By Age



By Income Level





A similar sentiment emerges in financial behaviour, reflected in stronger investment prospects, higher gold prices, and even considerations of major purchases



78%

The price of gold will reach unprecedented high levels in 2026

% Likely



53%

The economic environment in Jordan will be better for investment in 2026 than it was in 2025

% Likely



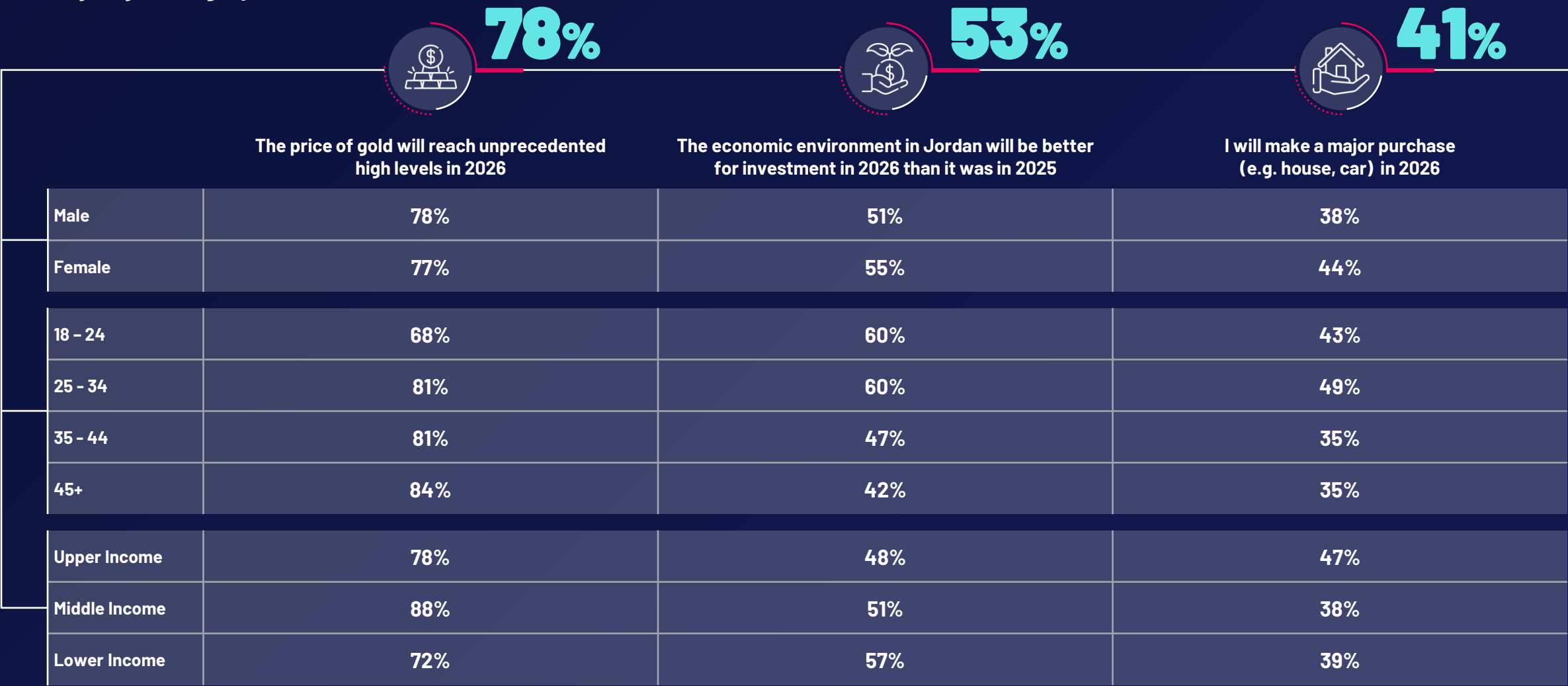
41%

I will make a major purchase (e.g. house, car) in 2026

% Likely

Outlook on investment and major purchases

% Likely – by demographics



Housing, however, remains a notable strain, with a large segment anticipating higher costs for both buying and renting

% Likely

73%

The cost of buying/renting a home in Jordan will increase in 2026

By Gender



By Age



By Income Level



05

EXPECTATIONS FOR THE WORKPLACE IN 2026

In the workplace, flexibility is expected to tighten, with many anticipating reduced freedom around remote work

% Likely

62%

Businesses in Jordan will become less flexible in work arrangements like remote working compared to 2025

By Gender



By Age



By Income Level



06

EXPECTATIONS FOR TOURISM IN 2026

Turning to tourism, 7 in 10 believe Jordan will attract more international visitors in 2026

% Likely

70%

More tourists will enter Jordan in 2026 compared to 2025

By Gender



By Age



By Income Level



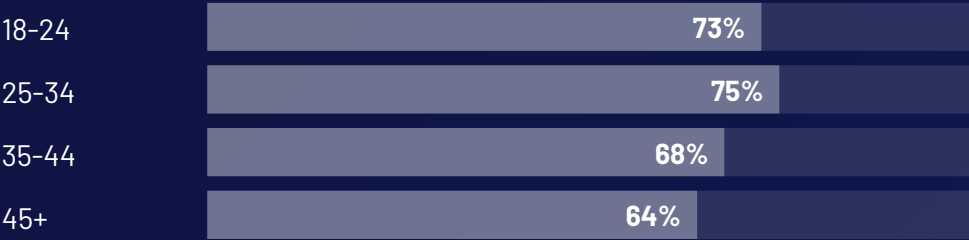
This momentum carries through domestically as well, with an equal share expecting higher levels of local travel



By Gender



By Age



By Income Level



07

EXPECTATIONS FOR THE ENVIRONMENT IN 2026

Environmental concerns feel increasingly urgent, from expectations of rising global temperatures to more severe weather at home



% Likely

82%

Average global temperatures will increase



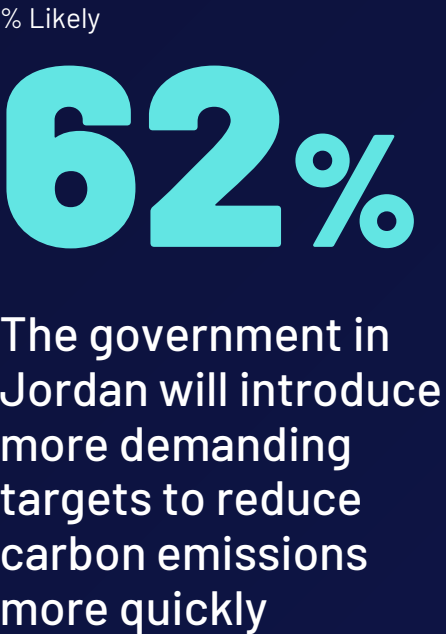
% Likely

78%

There will be more extreme weather events in Jordan in 2026 than there were in 2025



These concerns translate into expectations of stronger government action to reduce emissions



By Gender



By Age



By Income Level



However, this push is not anticipated to extend to mobility, as longer travel times and worsening congestion are widely seen as inevitable

% Likely

70%

Getting from one place to another in Jordan will take significantly longer in 2026 due to increased traffic congestion

By Gender



By Age



By Income Level



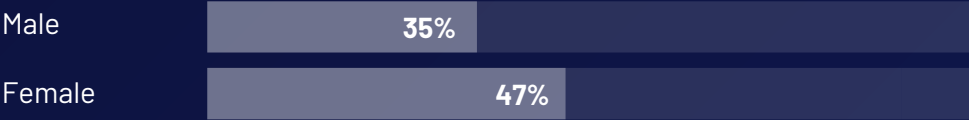
Still, a measure of optimism persists, with 2 in 5 believing a breakthrough technology could eventually halt climate change

% Likely

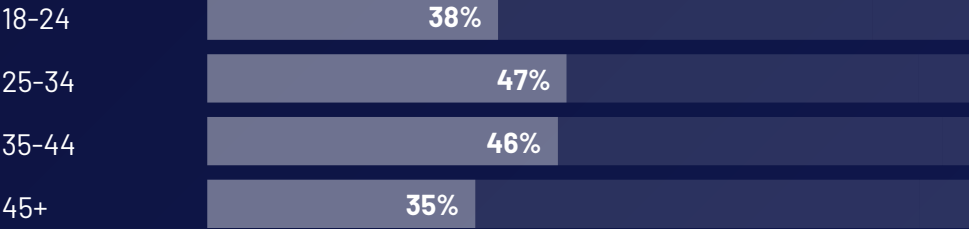
41%

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

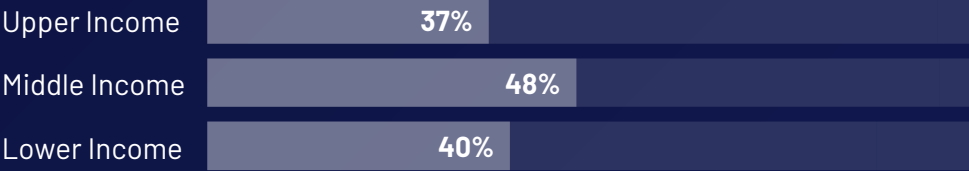
By Gender



By Age



By Income Level



EXPECTATIONS FOR TECHNOLOGY IN 2026

08

While a vast majority foresee spending more time socializing online, nearly half plan to reduce their use of social media



% Likely

85%

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



% Likely

46%

I will use social media less



Expectations for technology

% Likely - by demographics



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

I will use social media less

	Male	82%	44%
	Female	87%	48%
	18 - 24	76%	50%
	25 - 34	85%	54%
	35 - 44	88%	41%
	45+	92%	39%
	Upper Income	87%	36%
	Middle Income	87%	46%
	Lower Income	82%	53%

When it comes to AI, its influence on work is seen as double-edged, with strong concerns about job losses matched by widespread belief in new opportunities

73%

% Likely

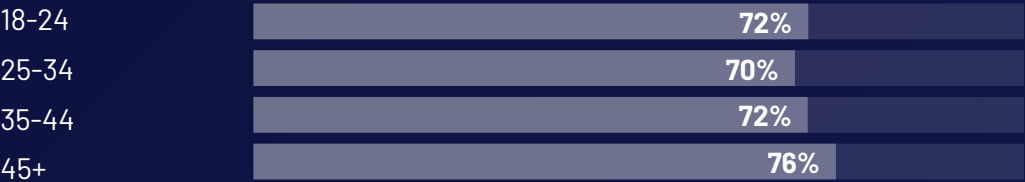
Artificial intelligence will lead to many new jobs being lost in Jordan



By Gender



By Age



By Income Level



68%

% Likely

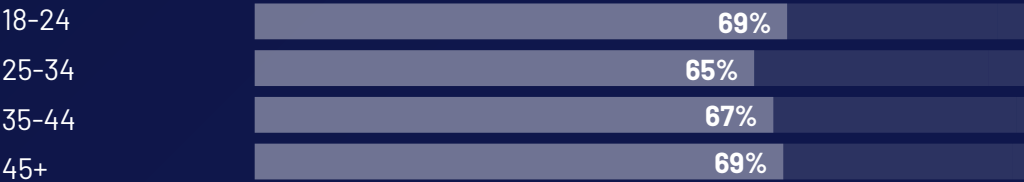
Artificial intelligence will lead to many new jobs being created in Jordan



By Gender



By Age



By Income Level



At the same time, AI heightens trust and safety worries, from difficulty distinguishing real content to fears of data breaches

85%

% Likely

By 2026, most people will have trouble telling real content from AI-generated content



By Gender

Male	83%
Female	87%

By Age

18-24	84%
25-34	79%
35-44	87%
45+	91%

By Income Level

Upper Income	92%
Middle Income	92%
Lower Income	77%

84%

% Likely

AI will increase the risk of personal data being exposed or leaked in 2026



By Gender

Male	83%
Female	85%

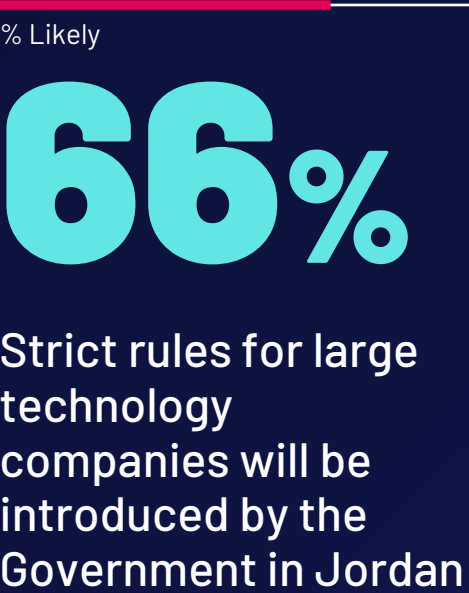
By Age

18-24	79%
25-34	81%
35-44	78%
45+	94%

By Income Level

Upper Income	87%
Middle Income	89%
Lower Income	79%

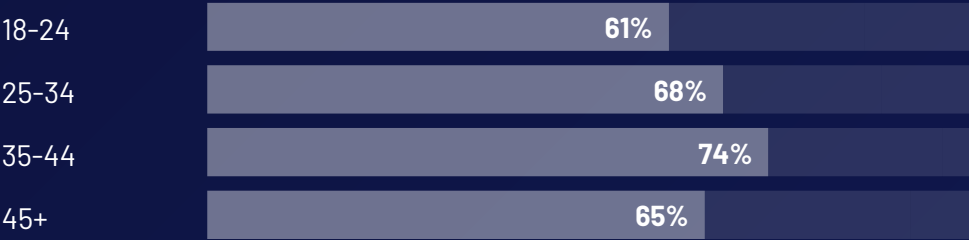
In response to these concerns, two-thirds believe strict regulations for major tech companies are on the way



By Gender



By Age



By Income Level



EXPECTATIONS FOR THE 2026 WORLD CUP

09



With the 2026 World Cup approaching, expectations are high for Jordan and a new champion, but far fewer expect to attend matches in person



71%

Jordan's team will perform strongly and qualify for the later stages of the World Cup

% Likely



65%

In 2026, a team that has never won the World Cup title before, will win it for the first time

% Likely



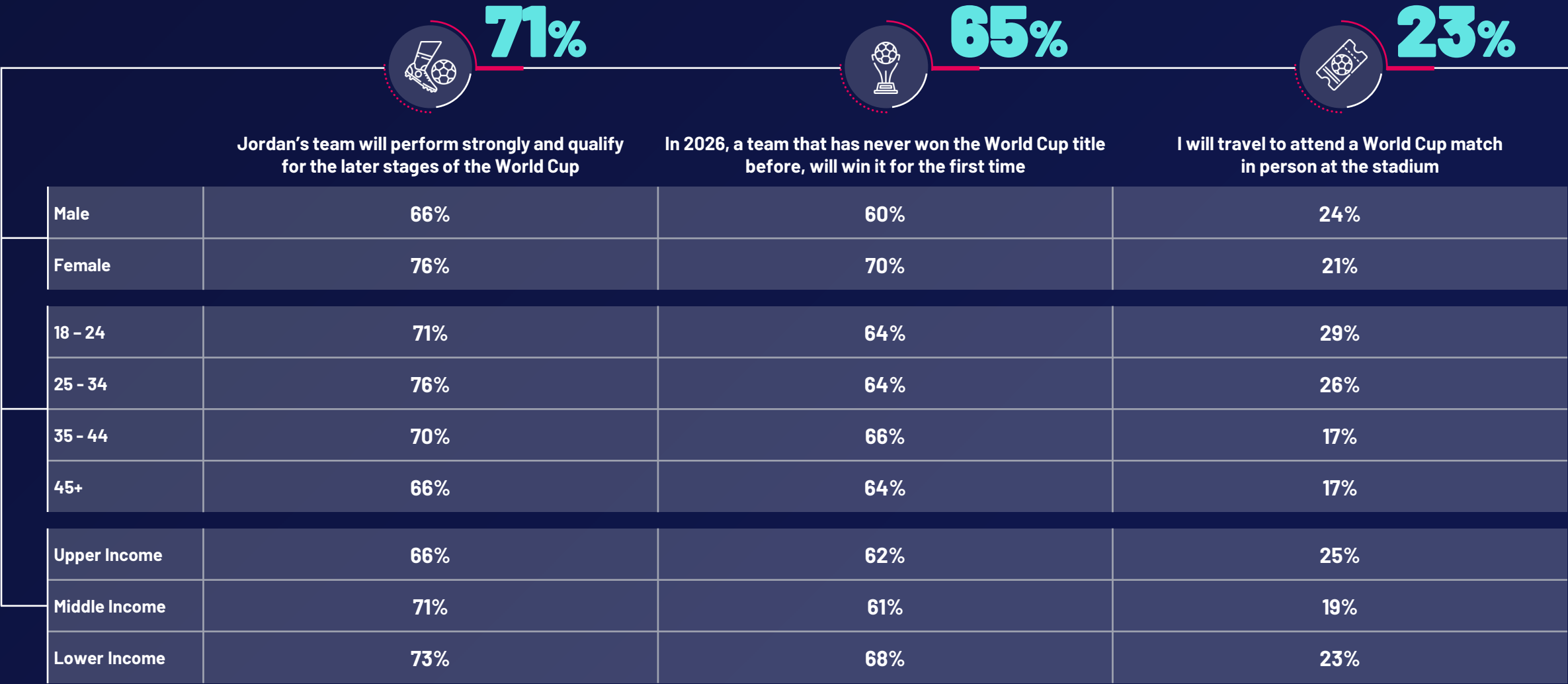
23%

I will travel to attend a World Cup match in person at the stadium

% Likely

Expectations for the 2026 World Cup

% Likely - by demographics



PAST & FUTURE RESOLUTIONS

10

Looking back, many had entered 2025 with goals they hoped to achieve

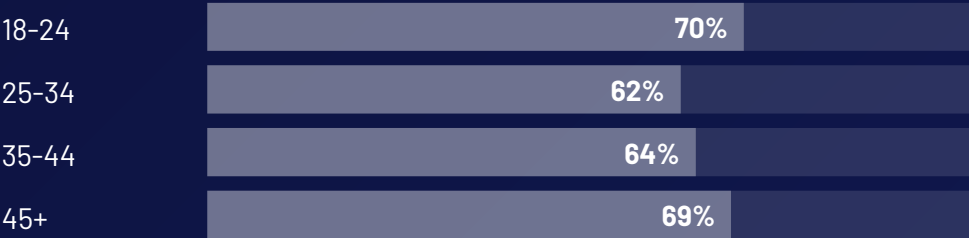
67%

Had set resolutions for things they wanted to accomplish in 2025

By Gender



By Age



By Income Level



And most feel they made meaningful progress, even if full achievement remained out of reach for some

Success in achieving 2025 goals set

7%



54%



33%



6%



Heading into 2026, commitment to personal growth strengthens, with nearly 9 in 10 planning to set new goals

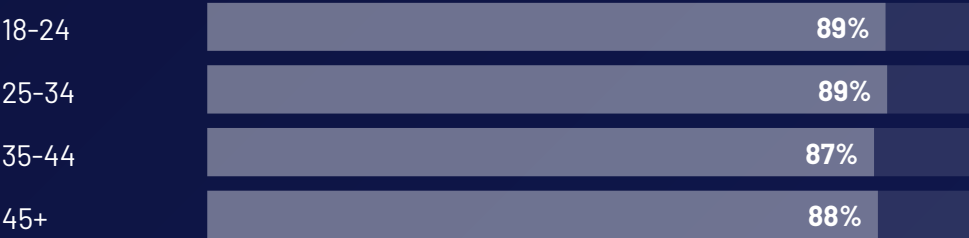
88%

Will set personal resolutions to accomplish specific goals in 2026

By Gender



By Age

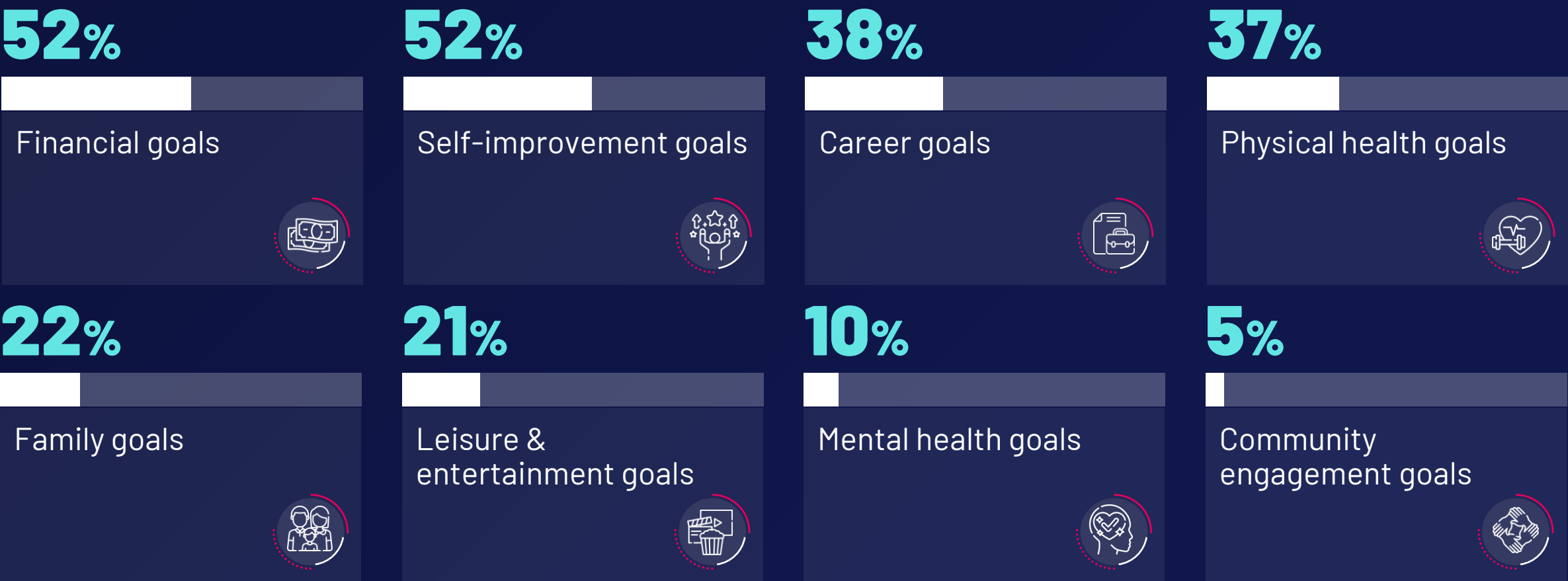


By Income Level



These ambitions span multiple areas, led by financial and self-improvement goals, with career and health priorities close behind

Types of personal goals for 2026



Sample and methodology

Sample size

500 respondents

Sample criteria

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

Methodology

The survey was conducted via Ipsos online panel

Geographical coverage

Conducted in Jordan
with a nationwide coverage

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