

# PREDICTIONS 2026



## Jordan Edition

December 2025

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# OVERALL EXPECTATIONS FOR 2026

01

# 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**



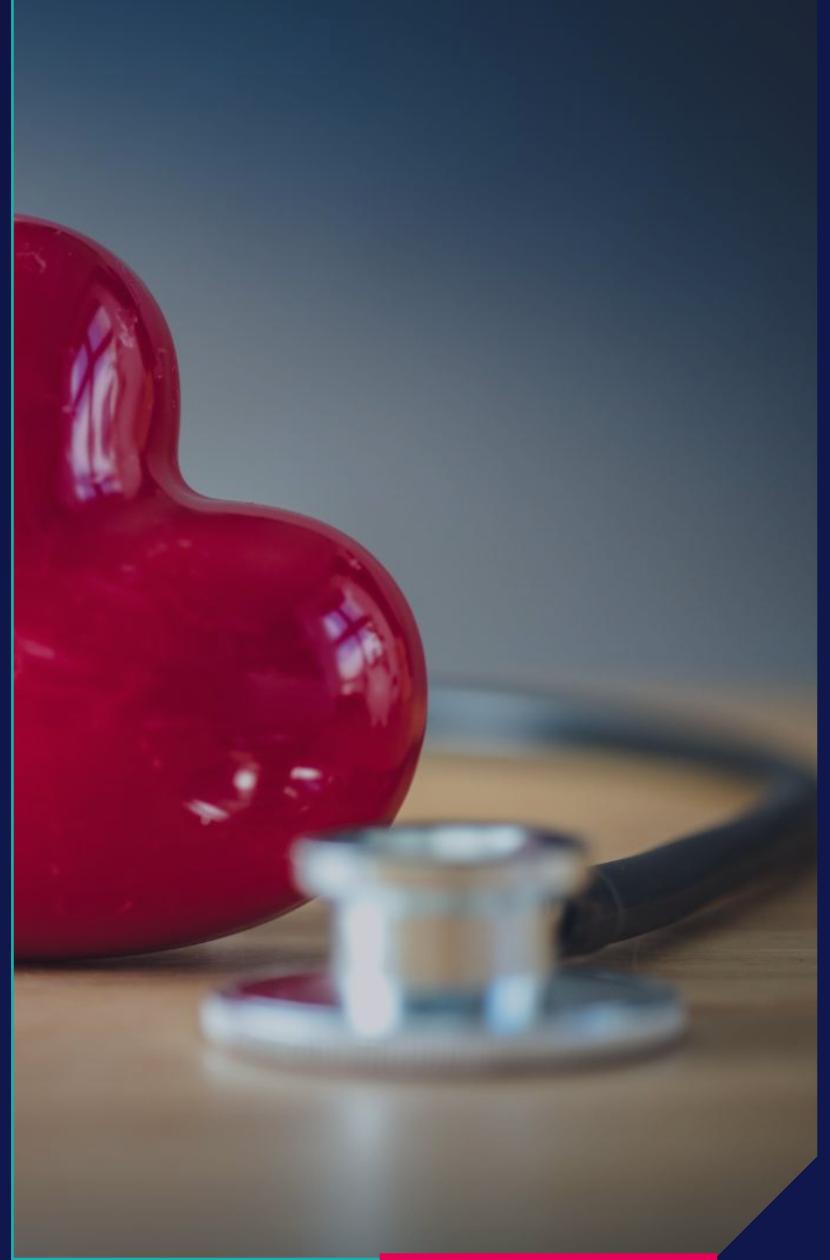
**76%**

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



**75%**

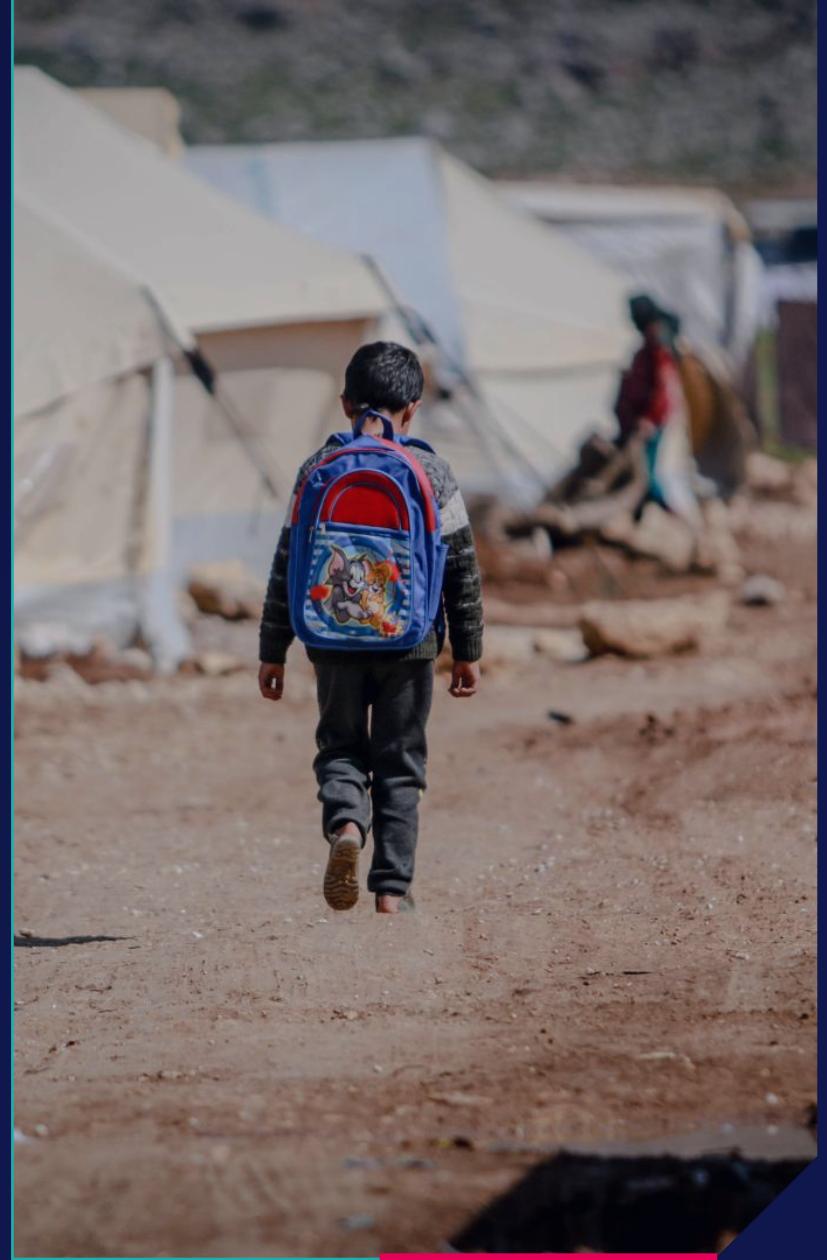
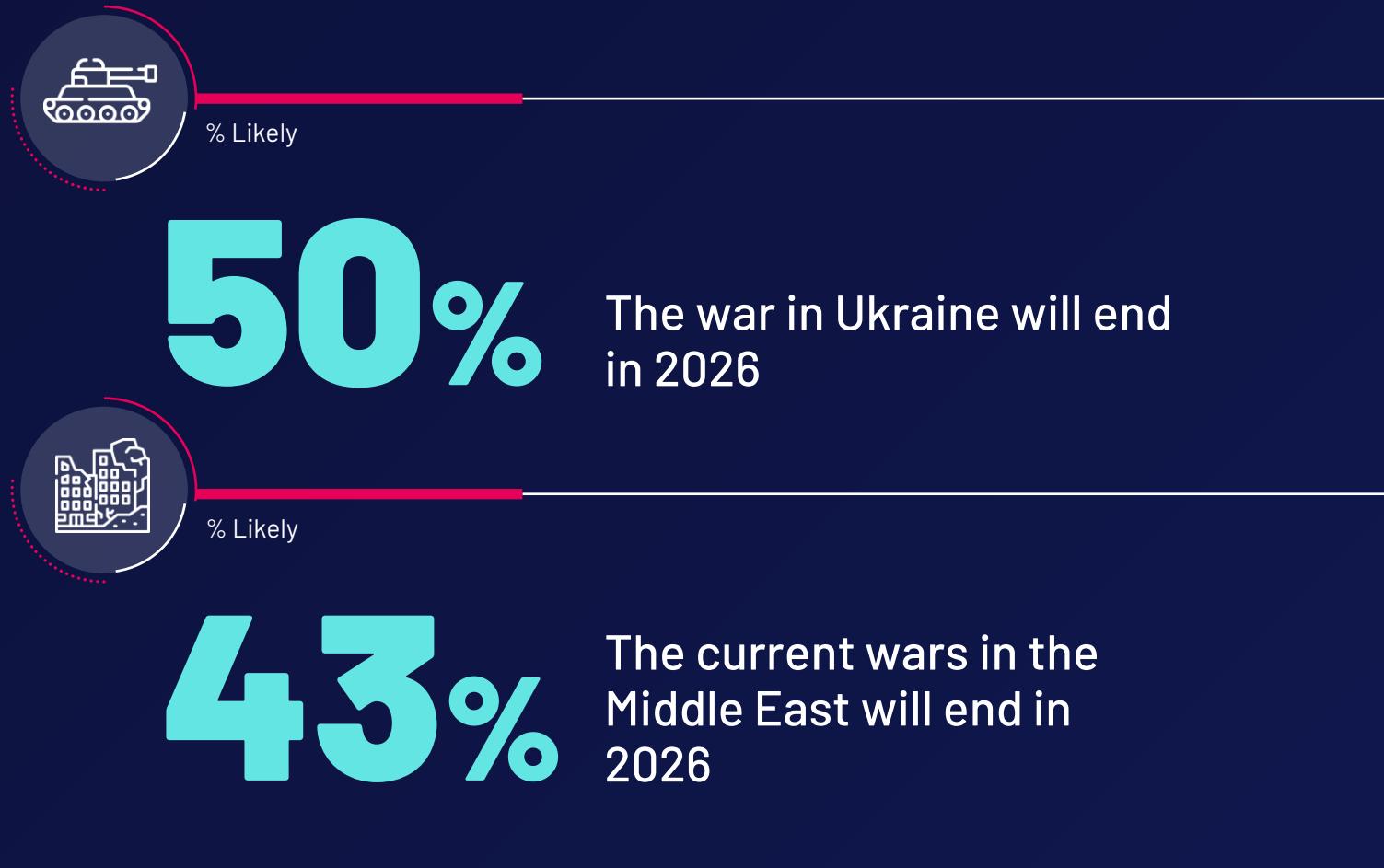
My mental health will be better in 2026 than it was in 2025



# 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



# 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

% Likely

**41%**

The world will be a safer place in 2026

## By Gender

Male

44%

Female

38%

## By Age

18-24

45%

25-34

51%

35-44

34%

45+

31%

## By Income Level

Upper Income

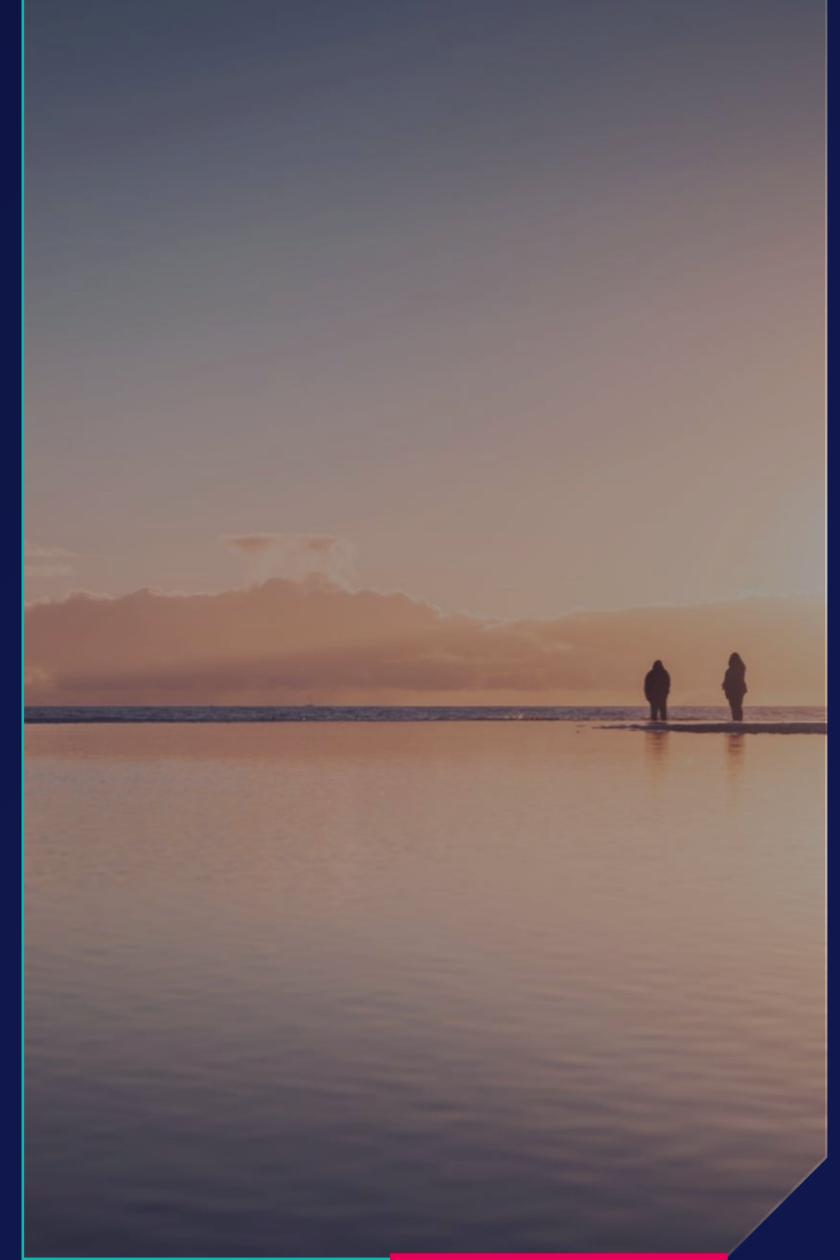
32%

Middle Income

34%

Lower Income

50%



# 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%**

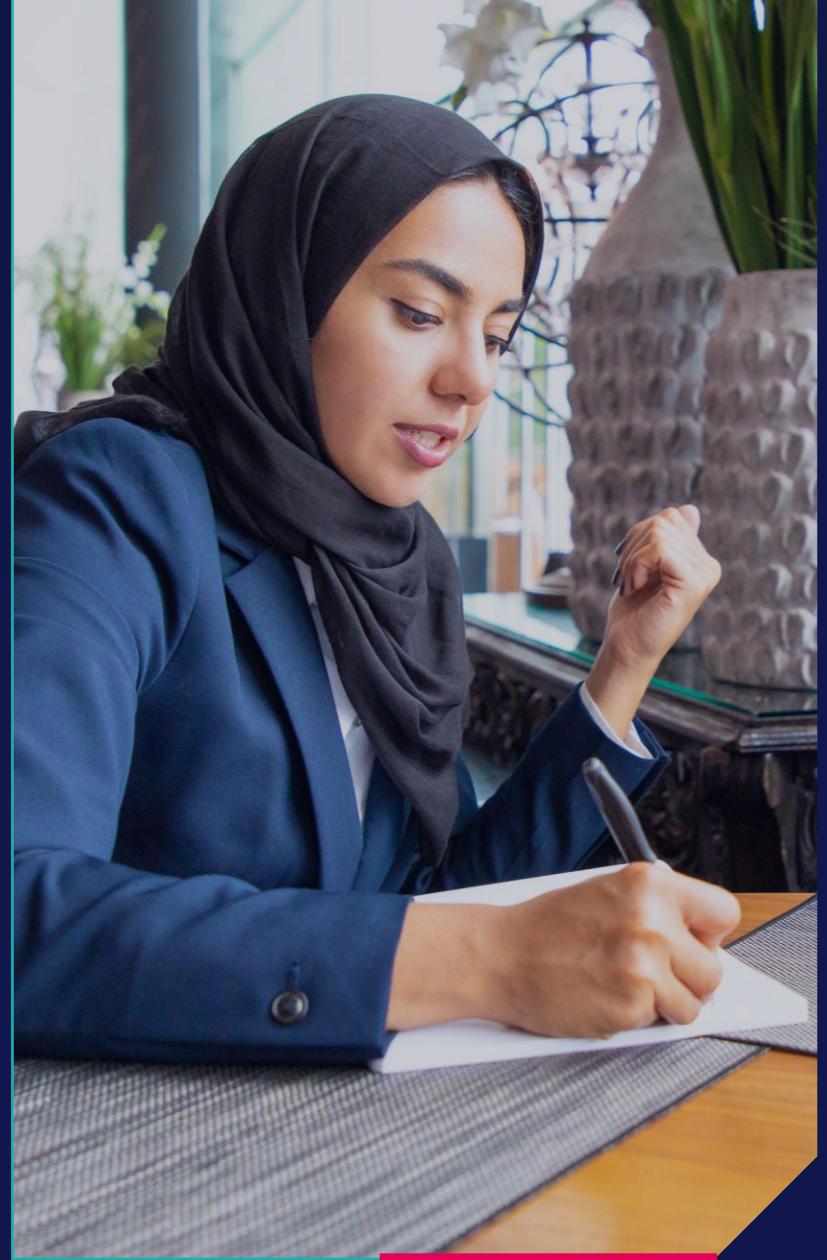
Jordan will see an increase in the participation of women in leadership roles



% Likely

**63%**

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



# Expectations for gender equality and leadership

% Likely - by demographics



78%

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



63%

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%**

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

% Agree

## By Gender

Male

61%

Female

66%

## By Age

18-24

83%

25-34

67%

35-44

54%

45+

43%

## By Income Level

Upper Income

52%

Middle Income

55%

Lower Income

74%



**46%**

Major stock markets around the world will crash

% Likely

## By Gender

Male

51%

Female

41%



## By Age

18-24

42%

25-34

46%

35-44

44%

45+

53%

## By Income Level

Upper Income

46%

Middle Income

52%

Lower Income

43%

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

% Agree

**60%**

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

#### By Gender

Male 56%

Female 65%

#### By Age

18-24 77%

25-34 66%

35-44 55%

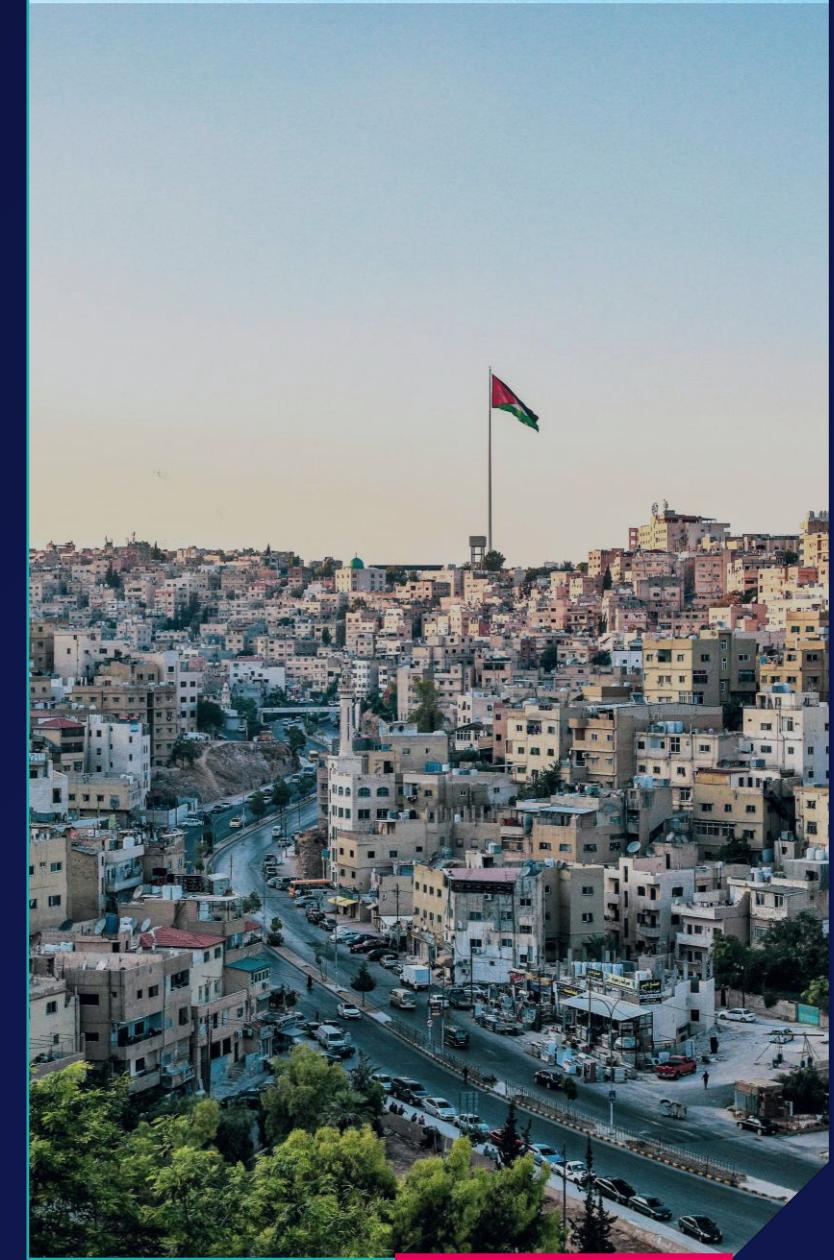
45+ 40%

#### By Income Level

Upper Income 48%

Middle Income 60%

Lower Income 69%



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

Male

59%

Female

63%

#### By Age

18-24

61%

25-34

68%

35-44

67%

45+

50%

#### By Income Level

Upper Income

59%

Middle Income

63%

Lower Income

61%



## 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



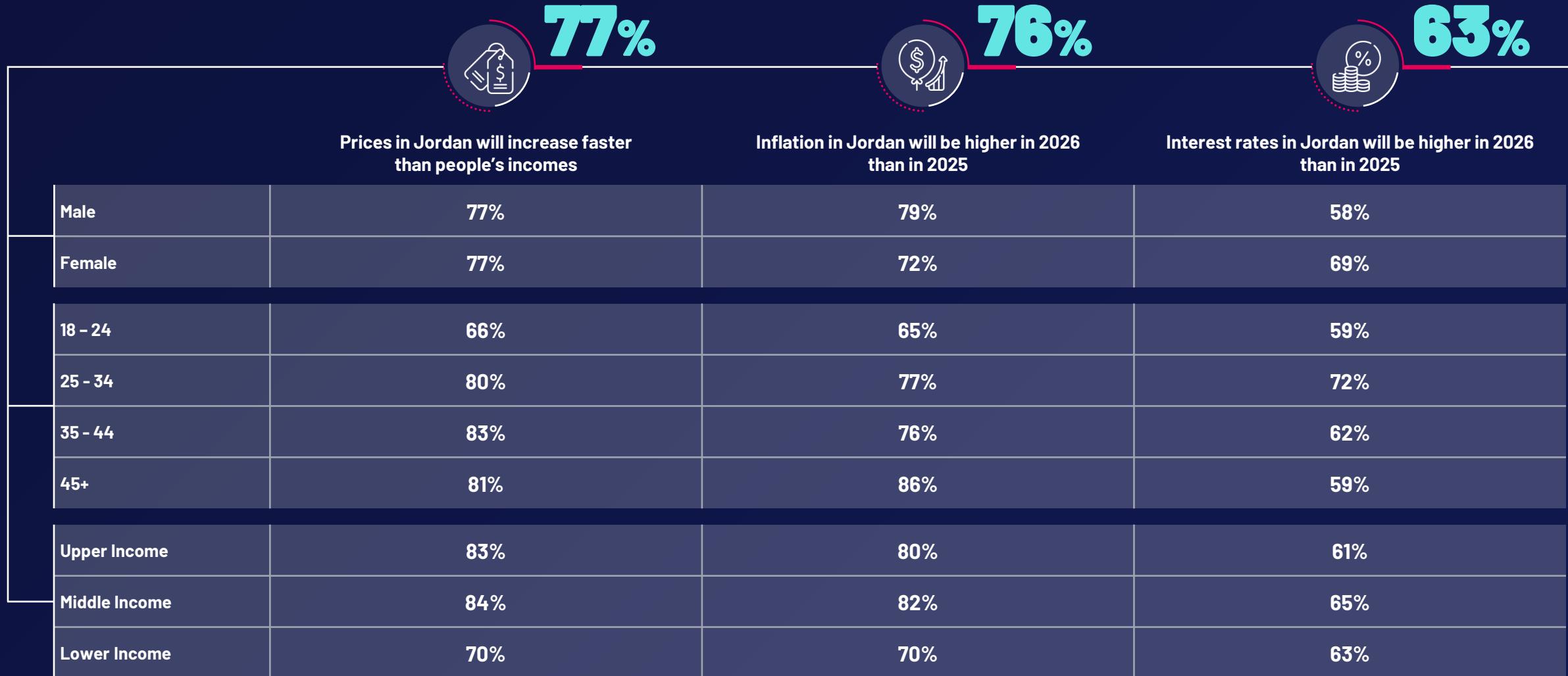
**63%**

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

Male

74%

Female

72%

#### By Age

18-24

61%

25-34

73%

35-44

73%

45+

84%

#### By Income Level

Upper Income

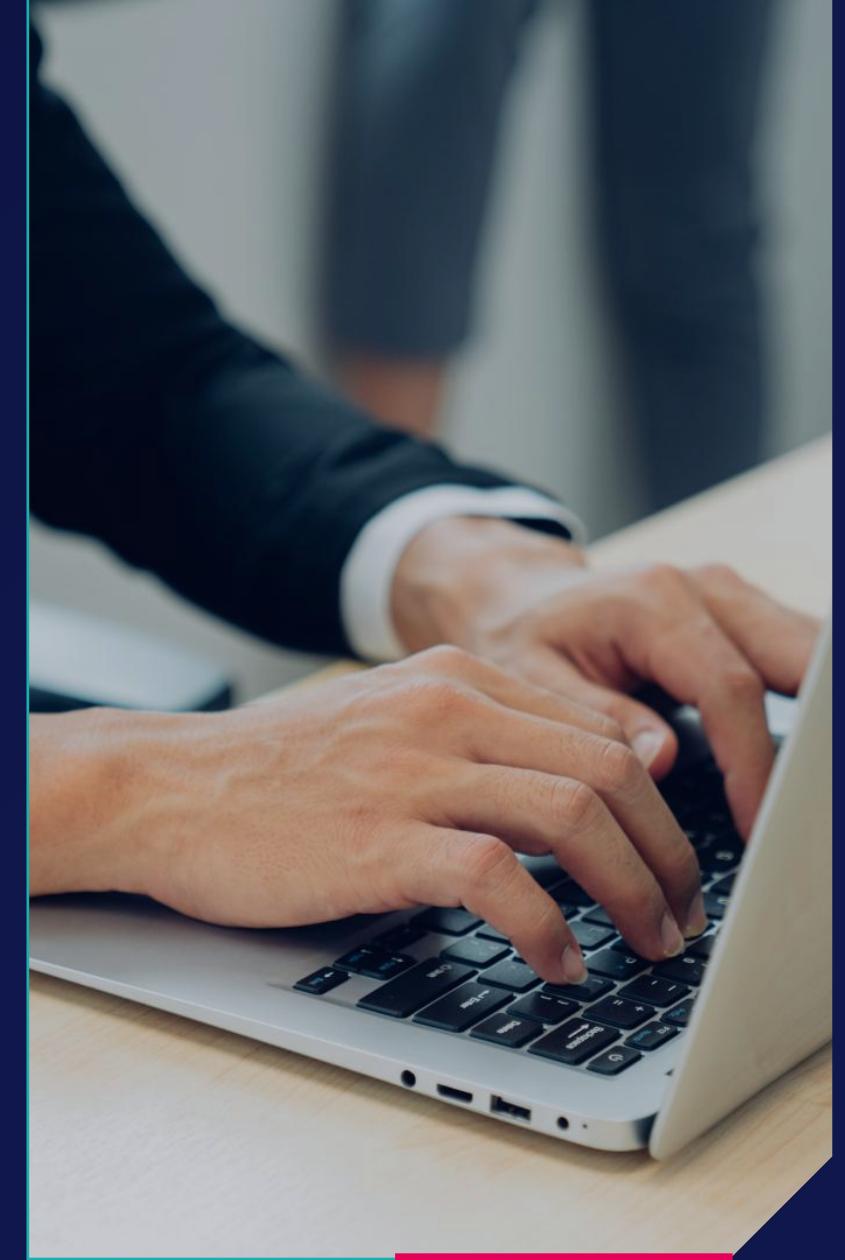
79%

Middle Income

74%

Lower Income

69%



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

Male

51%

Female

61%

#### By Age

18-24

63%

25-34

58%

35-44

61%

45+

45%

#### By Income Level

Upper Income

58%

Middle Income

61%

Lower Income

53%





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



% Likely

**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



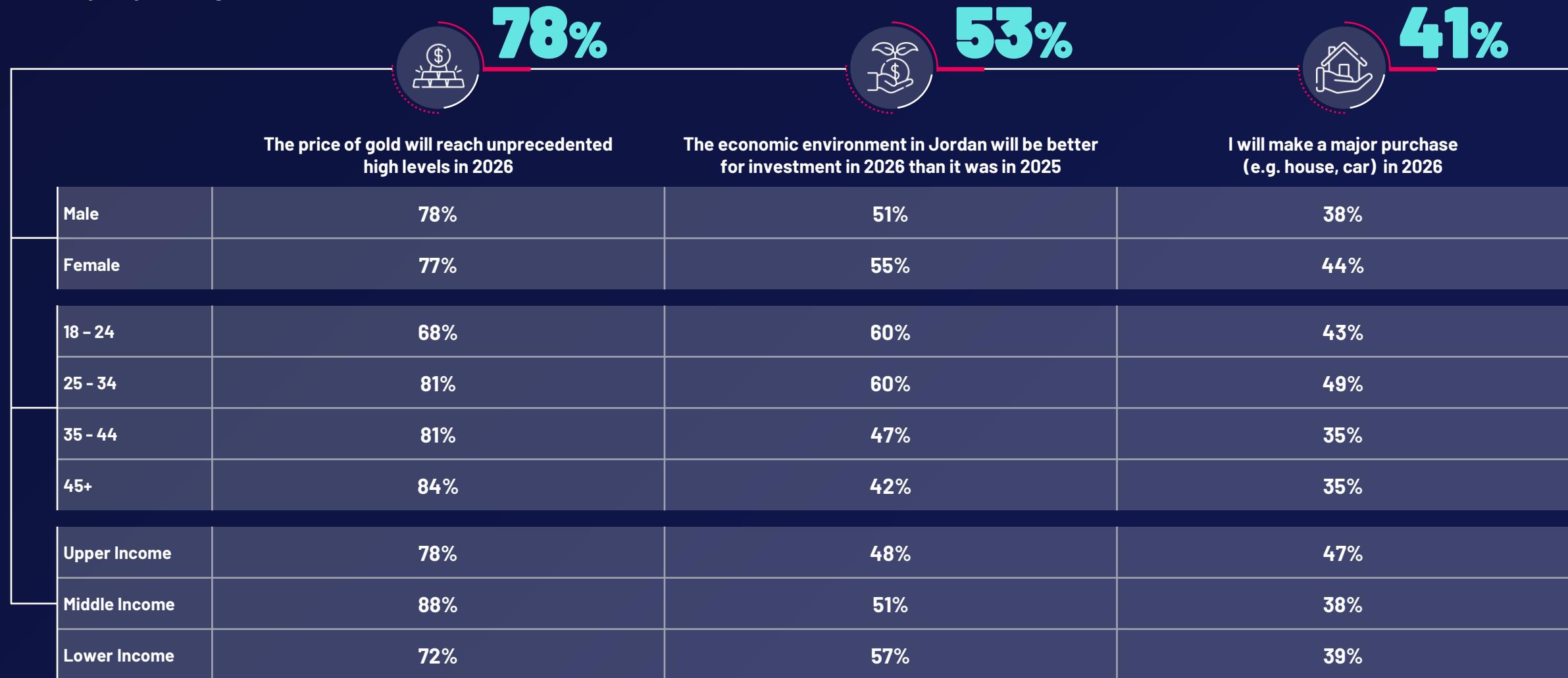
% Likely

**41%**

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

# 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

Male

67%

Female

78%

## By Age

18-24

69%

25-34

74%

35-44

76%

45+

73%

## By Income Level

Upper Income

73%

Middle Income

81%

Lower Income

68%



# EXPECTATIONS FOR THE WORKPLACE IN 2026

# 05

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

% Likely

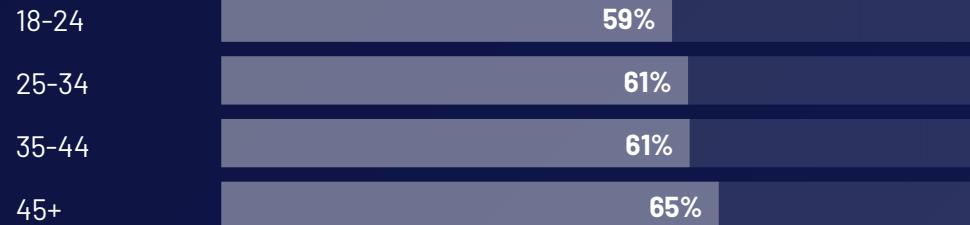
**62%**

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

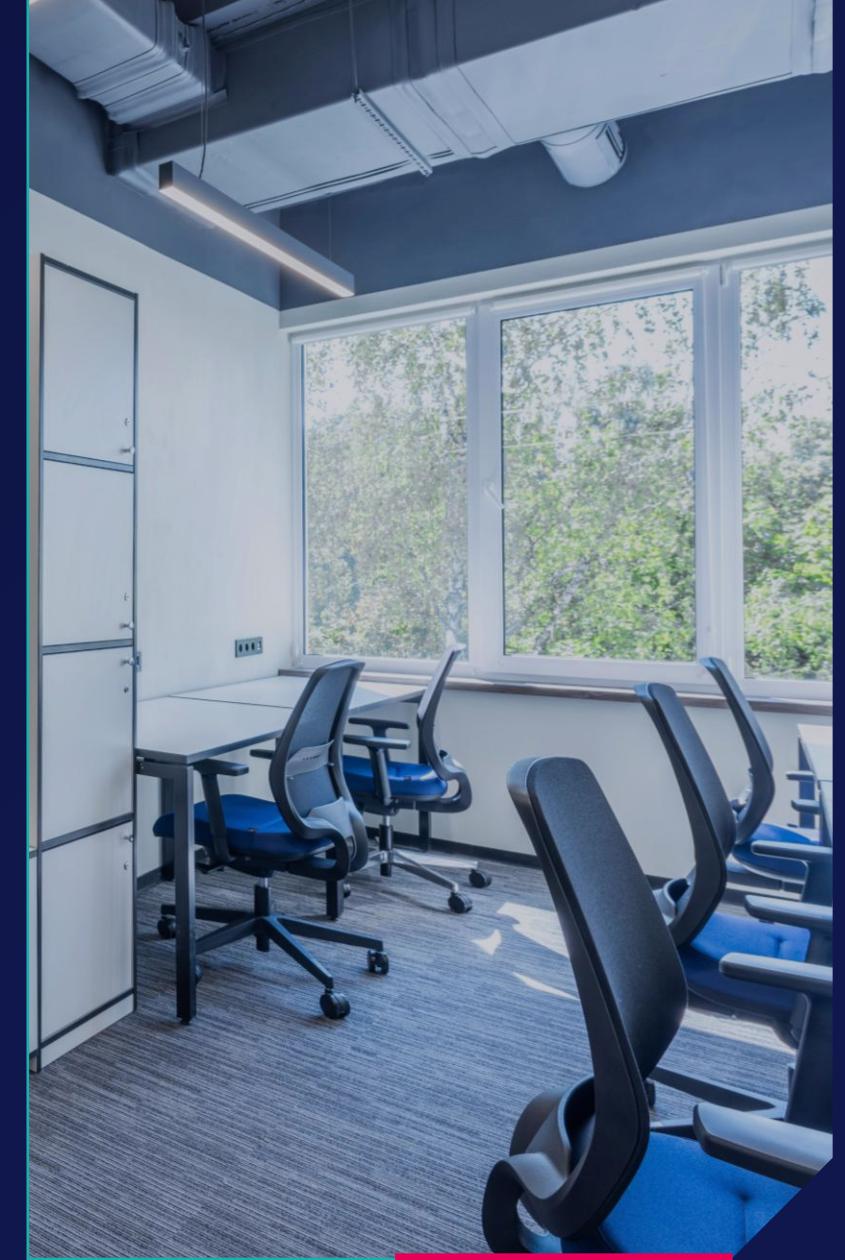
#### By Gender



#### By Age



#### By Income Level



# EXPECTATIONS FOR TOURISM IN 2026

# 06

# 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

Male

65%

Female

75%

## By Age

18-24

65%

25-34

74%

35-44

73%

45+

70%

## By Income Level

Upper Income

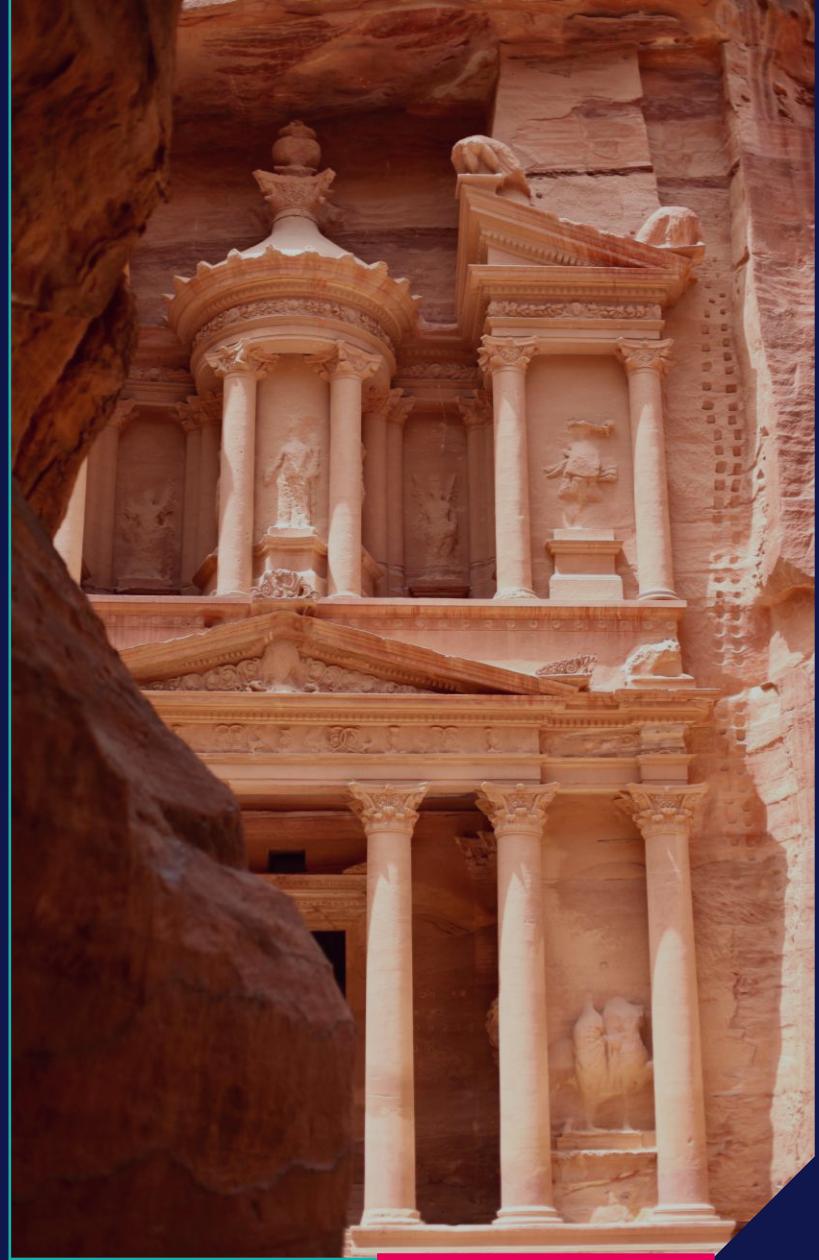
74%

Middle Income

71%

Lower Income

68%



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

% Likely

**70%**

Domestic travel within Jordan will increase in 2026 compared to 2025

#### By Gender

Male

67%

Female

74%

#### By Age

18-24

73%

25-34

75%

35-44

68%

45+

64%

#### By Income Level

Upper Income

70%

Middle Income

70%

Lower Income

70%



# EXPECTATIONS FOR THE ENVIRONMENT IN 2026

07

# 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

% Likely

# 62%

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

## 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

Male

72%

Female

67%

#### By Age

18-24

58%

25-34

71%

35-44

68%

45+

83%

#### By Income Level

Upper Income

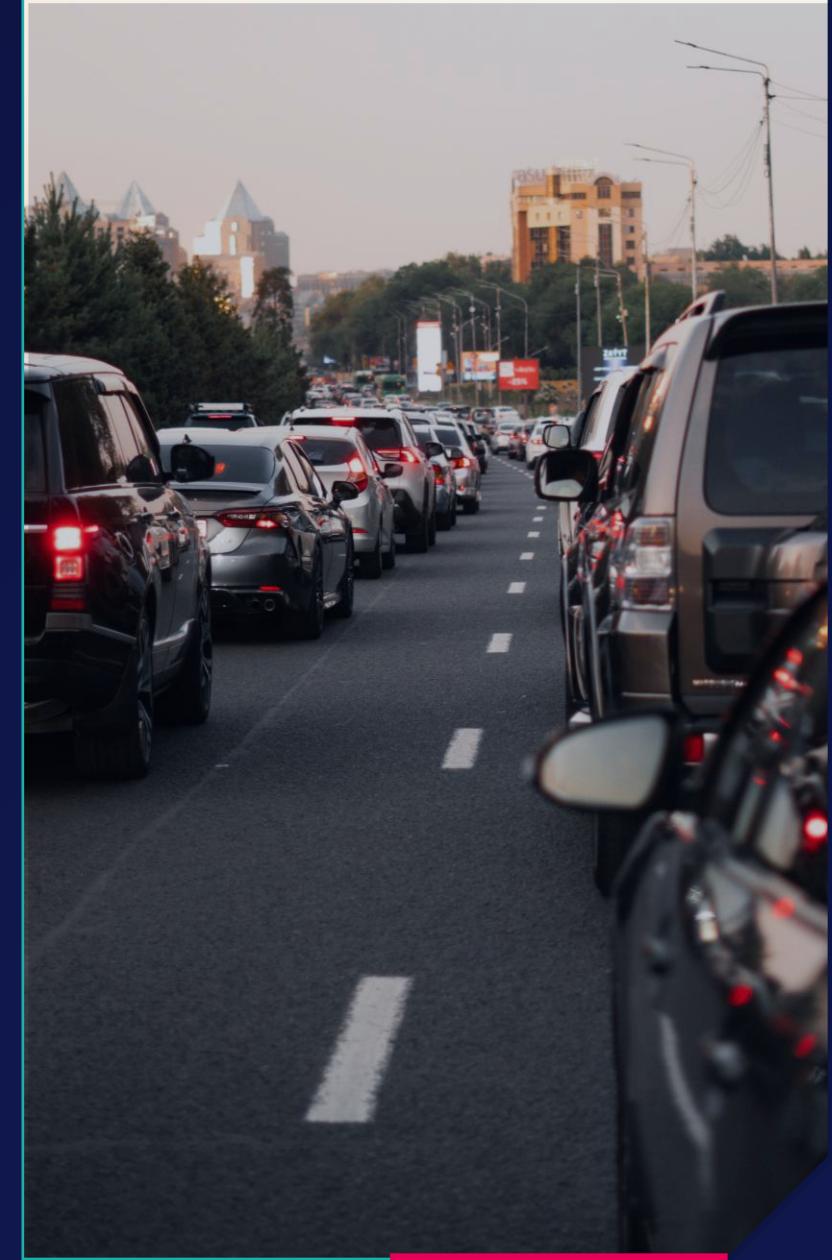
75%

Middle Income

78%

Lower Income

62%



# 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

Male

35%

Female

47%

## By Age

18-24

38%

25-34

47%

35-44

46%

45+

35%

## By Income Level

Upper Income

37%

Middle Income

48%

Lower Income

40%



# 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



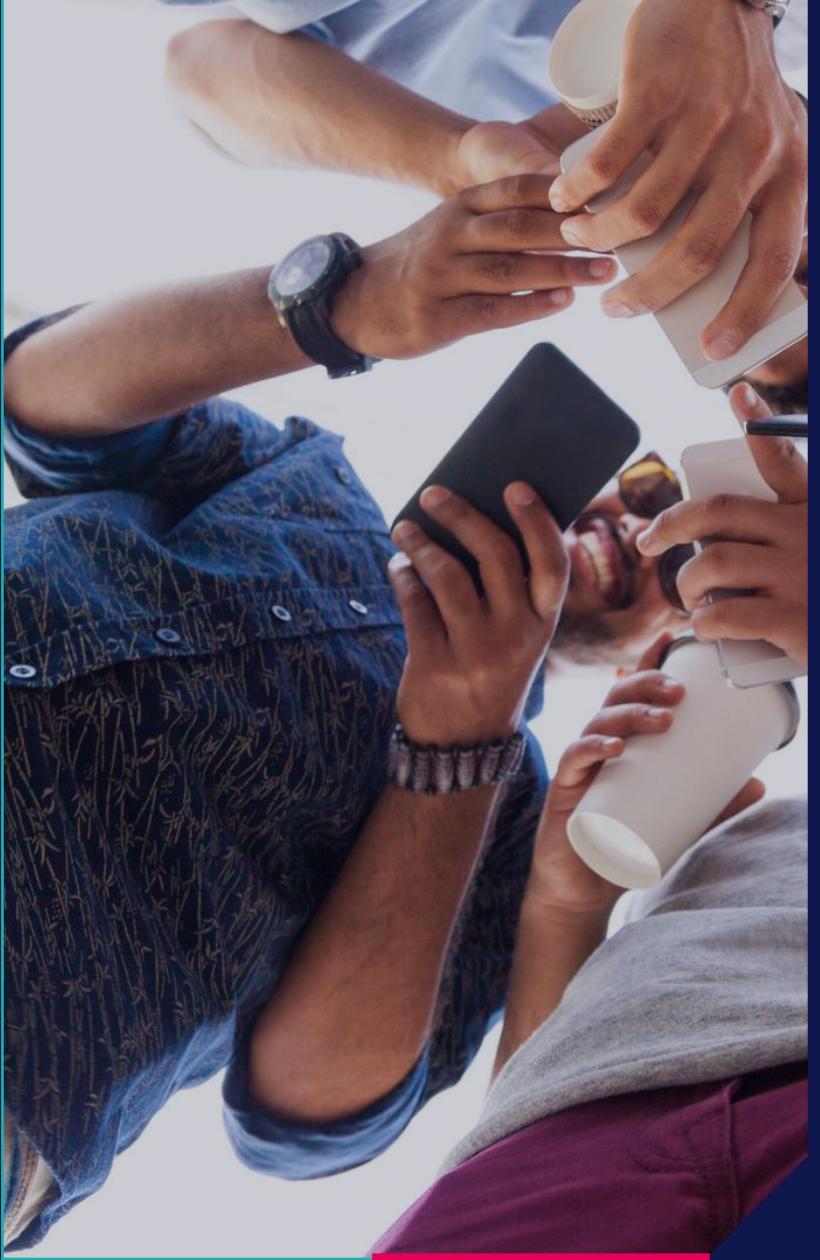
**85%**

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



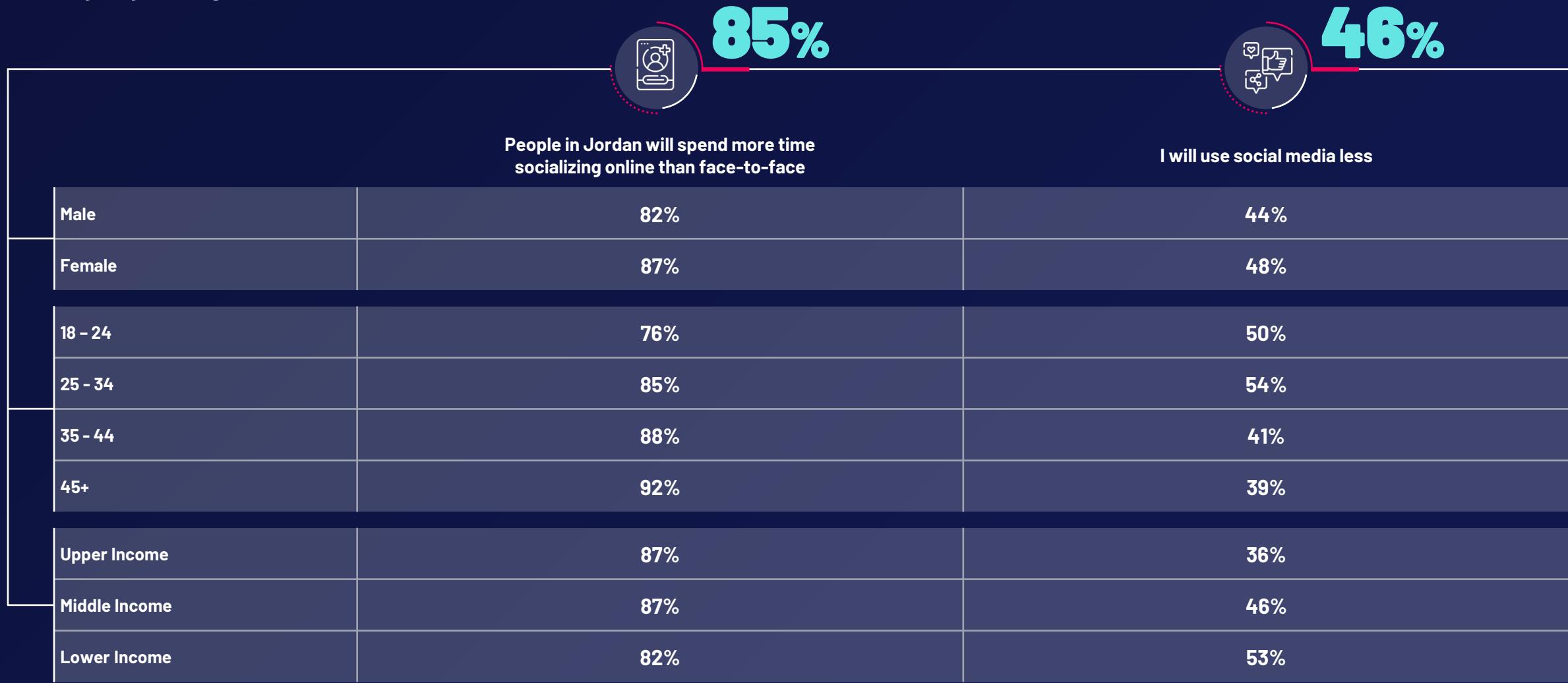
**46%**

I will use social media less



# Expectations for technology

## % Likely - by demographics

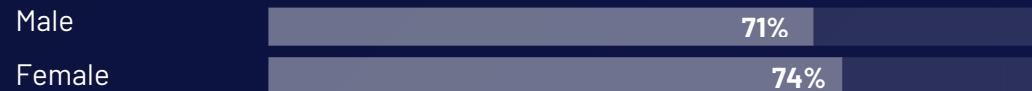


# When it comes to AI, its influence on work is seen as double-edged, with strong concerns about job losses matched by widespread belief in new opportunities

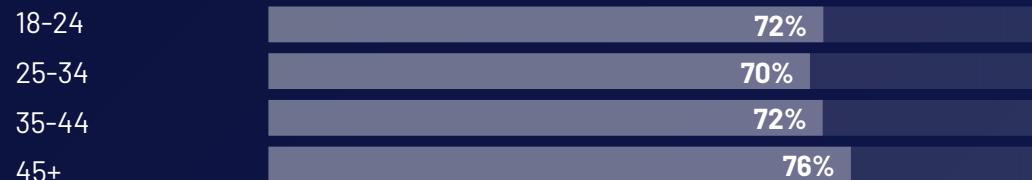
**73%**  
% Likely

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

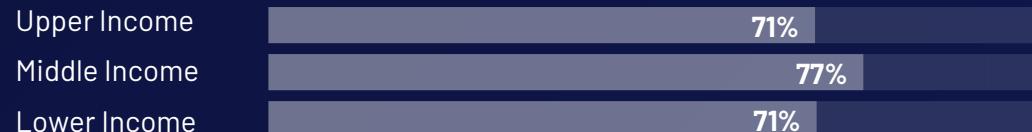
## By Gender



## By Age



## By Income Level

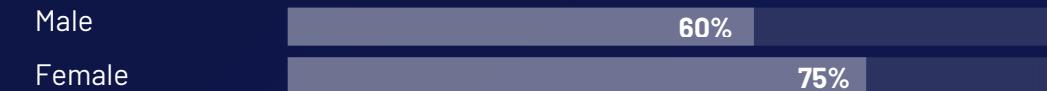


**68%**

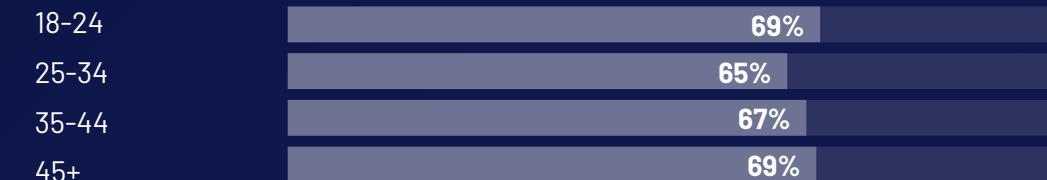
% Likely

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

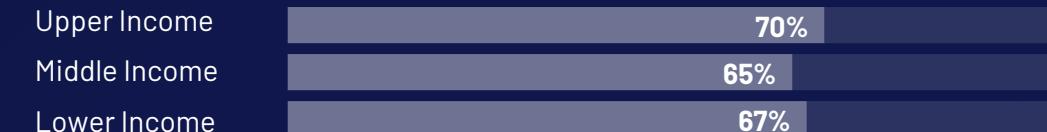
## By Gender



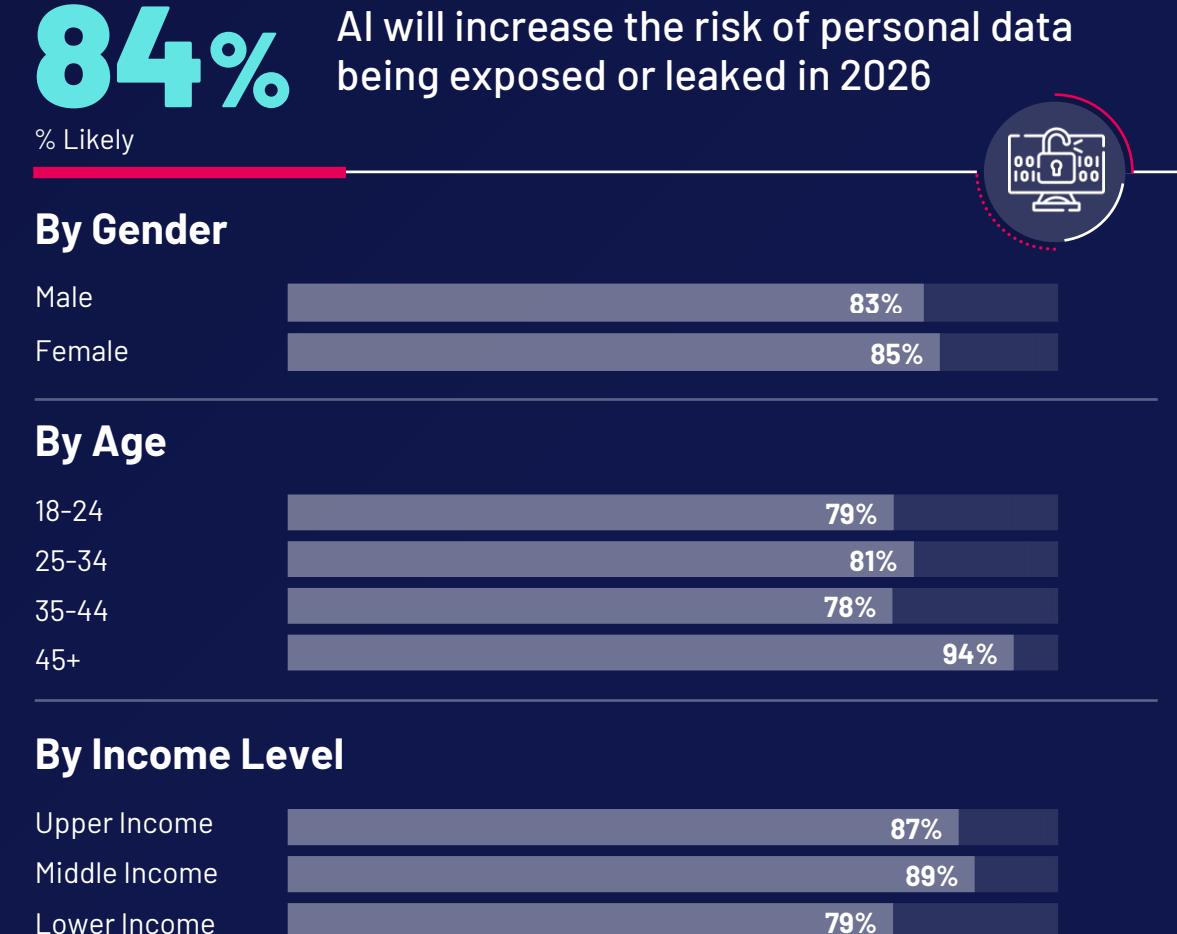
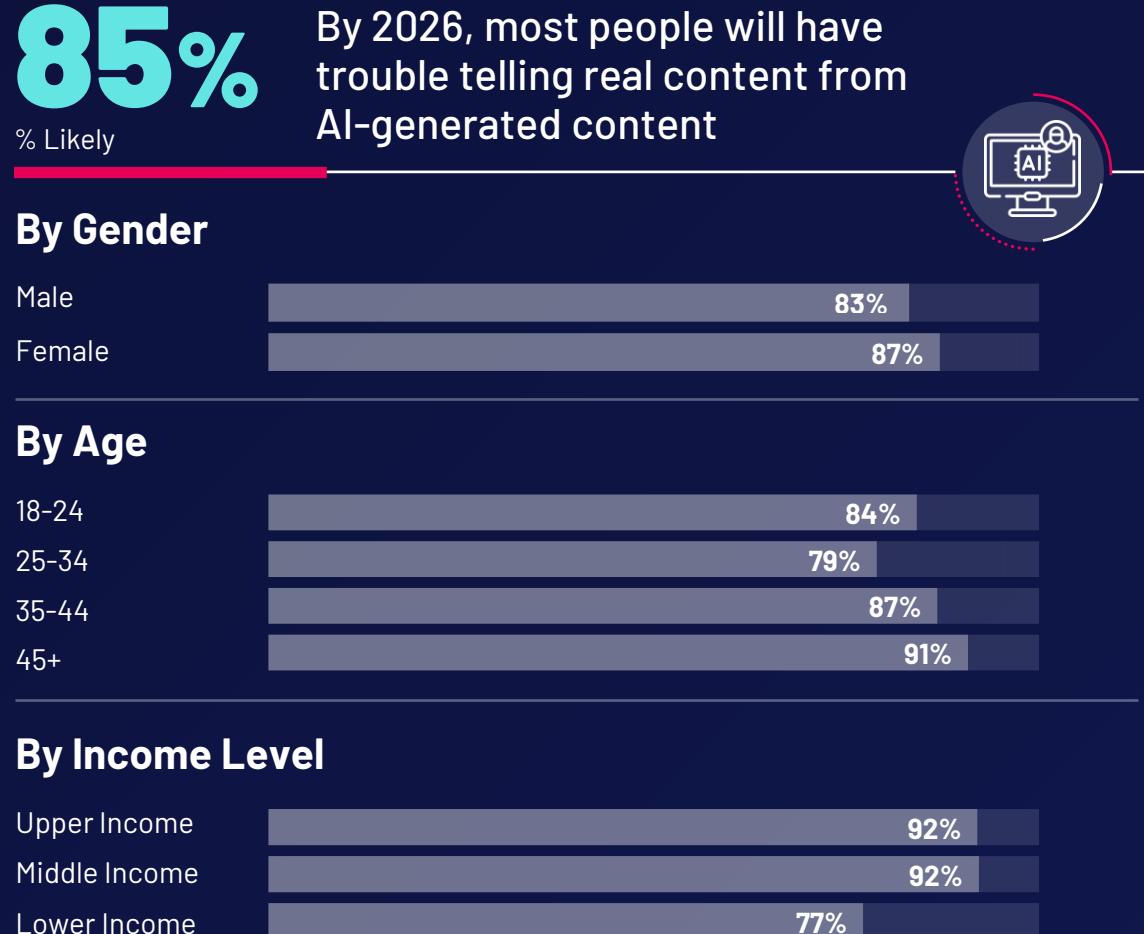
## By Age



## By Income Level



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



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

% Likely

**66%**

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

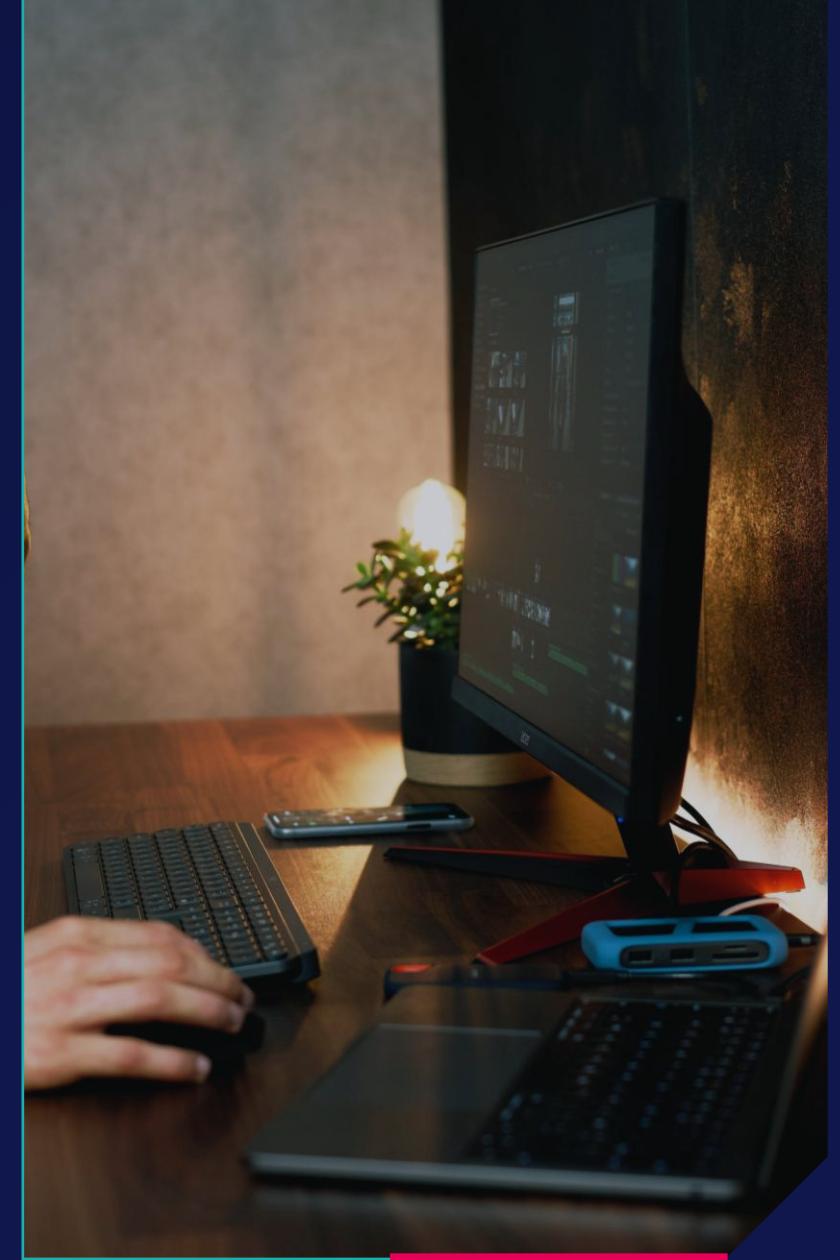
#### By Gender



#### 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



**65%**

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

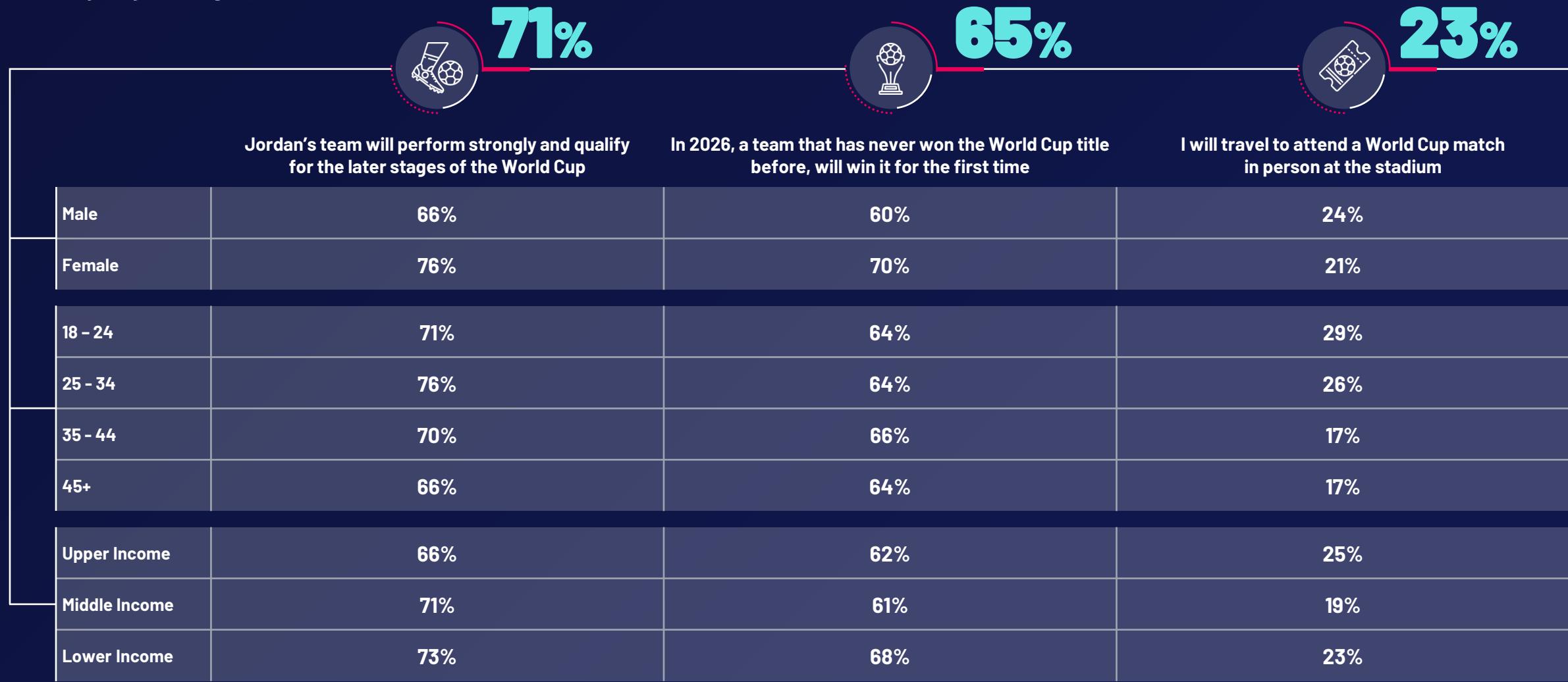


**23%**

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

# 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

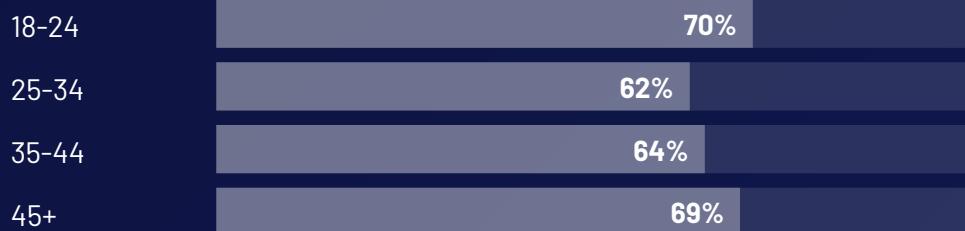
**67%**

Had set resolutions for things they wanted to accomplish in 2025

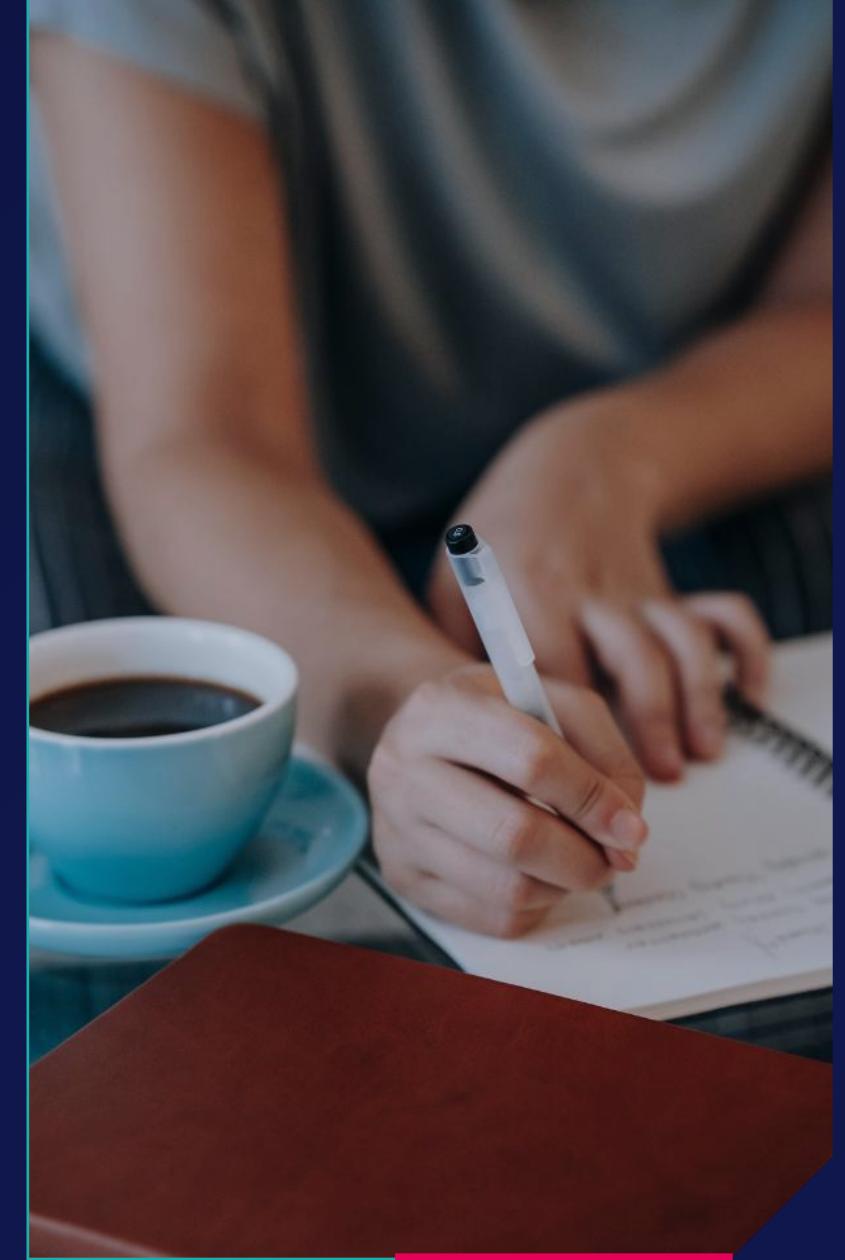
## By Gender



## 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%**



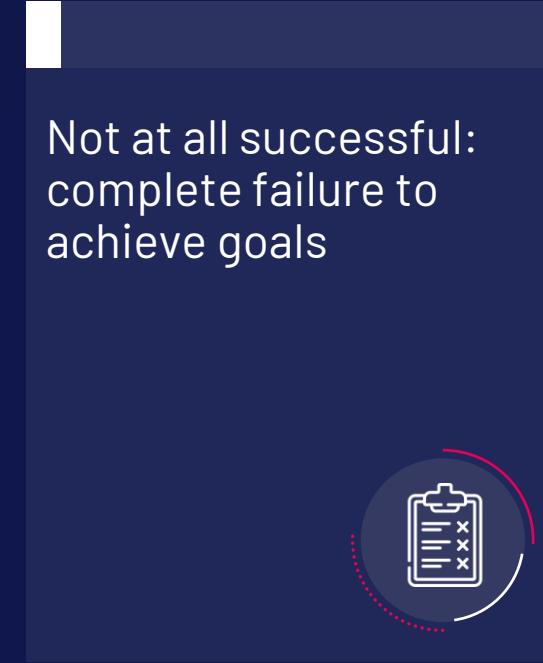
**54%**



**33%**



**6%**



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

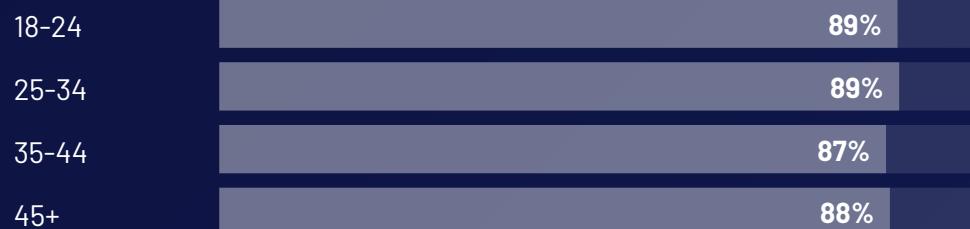
**88%**

Will set personal resolutions to accomplish specific goals in 2026

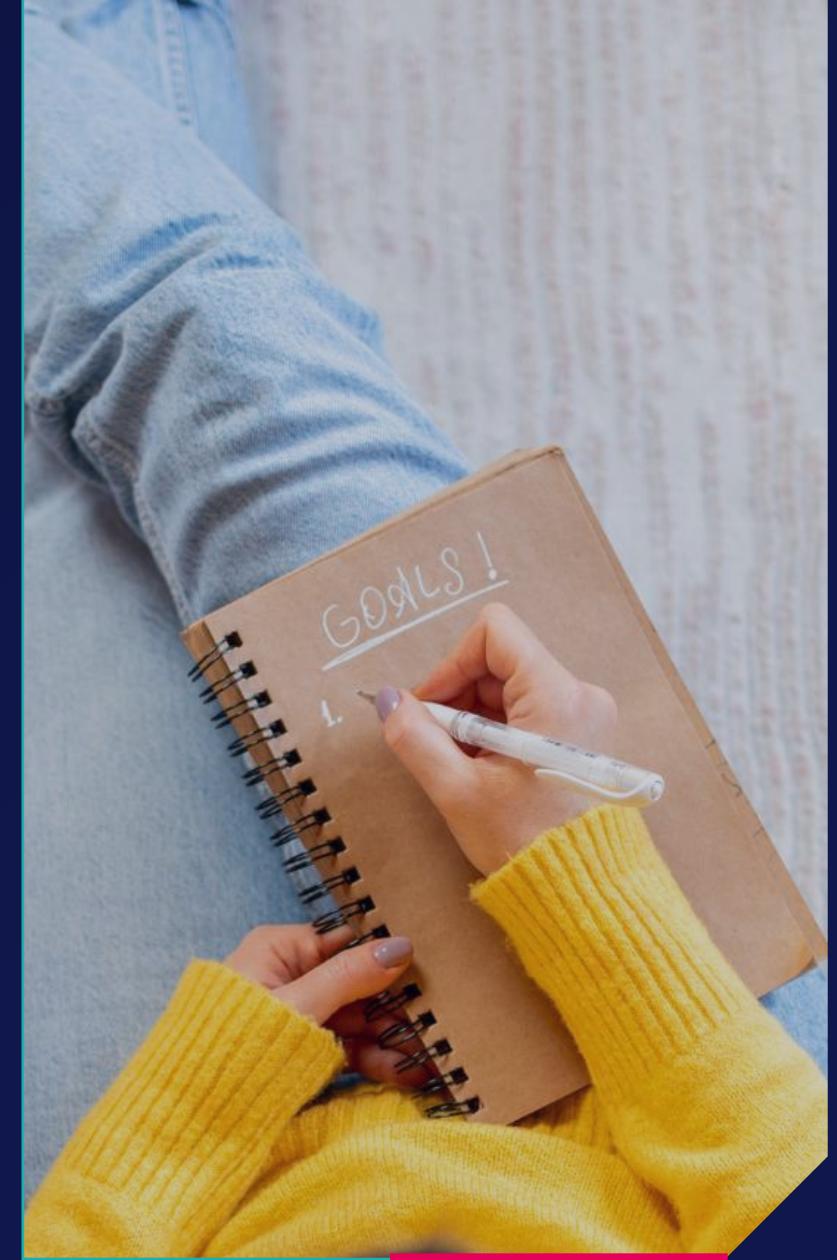
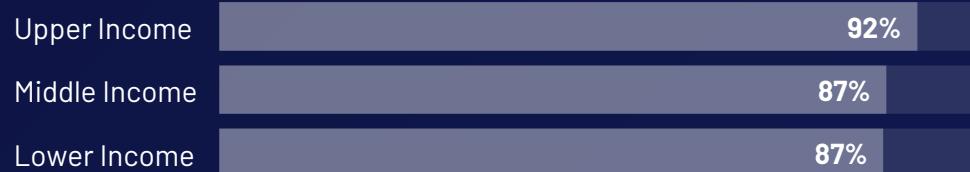
## By Gender



## By Age

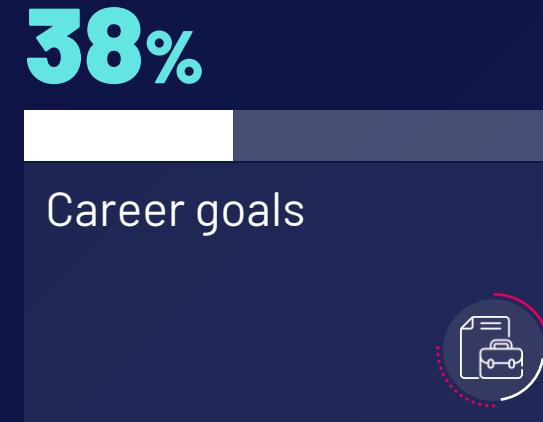


## By Income Level



# 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

# FOR MORE INFORMATION

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