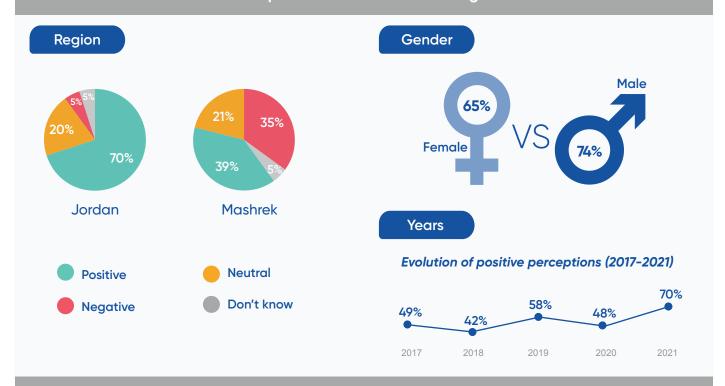


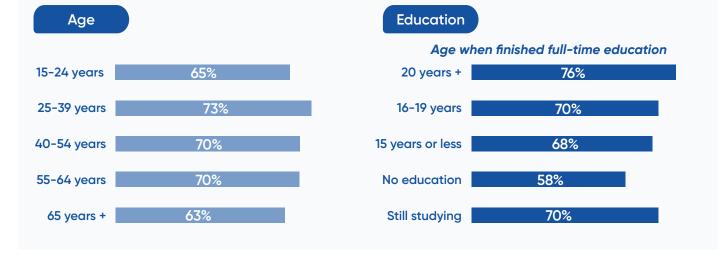
## **Image of the EU**

In general, does the European Union conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?

#### Perceptions of the EU according to:



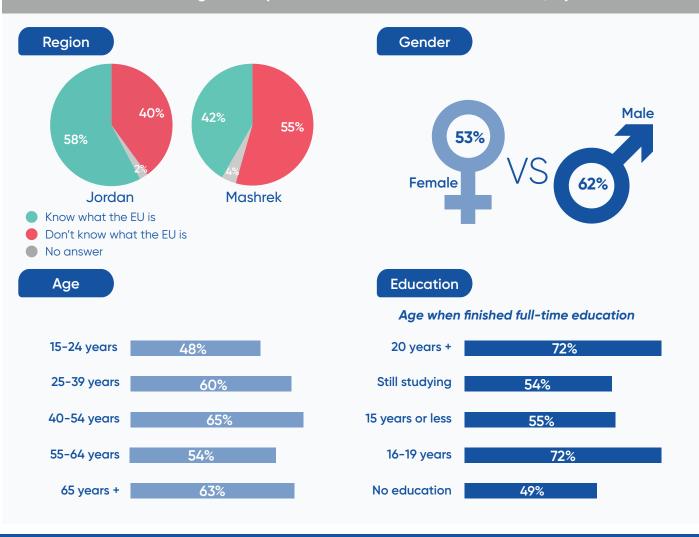
#### Positive perceptions of the EU according to:



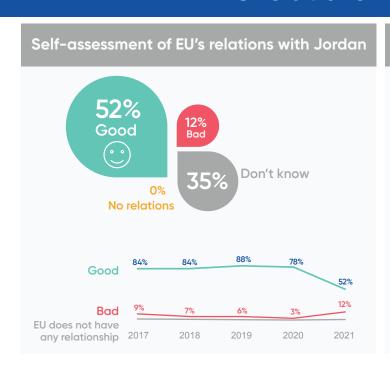
# **Knowledge of the EU**

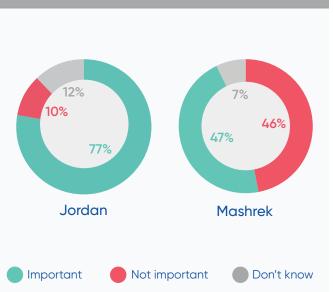
To what extent do you know what the European Union is all about?

Percentage of respondents who know what is the EU, by:



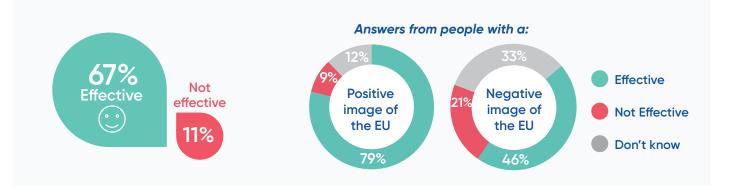
## **EU relations with Jordan**





Importance of the partnership with the EU

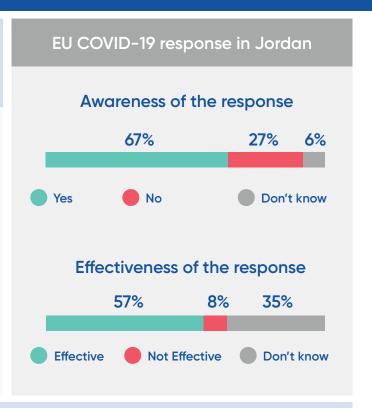
To what extent do you think that the support provided by the European Union to Jordan has been effective?



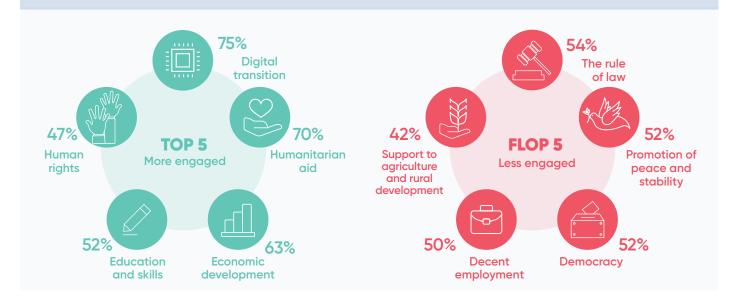
### EU's action







In which areas do you think the European Union could be more engaged in Jordan?



## **Media habits**

#### **HIGHEST AUDIENCE MEDIA**

# PREFERRED SOURCES OF INFORMATION ON THE EU



Roya TV 74%

Jordan TV 70%



Rotana Jordan FM 15% Yarmouk FM Radio 9%



Al Rai 12% Al Dustour 10%



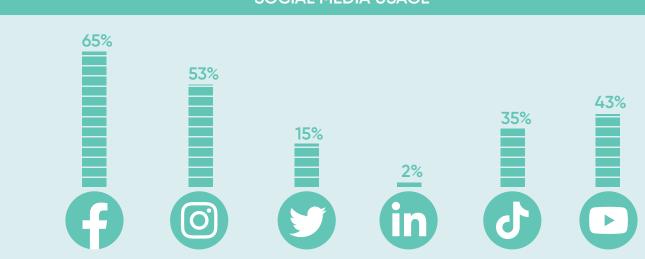
Youtube 66% Facebook 56%



**Television** 

- Other Internet sources (websites, blogs, search engines)
- 0nline social networks
- Discussions with relatives, friends, colleagues
- The EU Neighbours South website / social media

#### SOCIAL MEDIA USAGE



For more information













