



EU NEIGHBOURS
south

OPINION POLL FINDINGS AND ANALYSIS FOR THE SOUTHERN NEIGHBOURHOOD COUNTRIES





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Methodology

For more than two decades now, the European Union has been actively cooperating with its southern partners on diverse and important areas including, but not limited to good governance, socio-economic development, migration, support to refugees, climate change, environment, energy, and security. This cooperation essentially takes place through the European Neighbourhood Policy and was implemented through bilateral, regional, neighbourhood-wide, and cross-border cooperation programmes¹.

This survey was commissioned within the framework of the EU Neighbours South Communication Programme designed to create awareness about the European Union in the 10 Southern Neighbourhood: Algeria, Egypt, Algeria, Jordan, Lebanon, Libya, Morocco, Palestine, Jordan, and Tunisia. This survey aims to help better understand the awareness amongst citizens of each of the 10 countries about the EU and about its initiatives and action, in the region and at the national level. The survey also gauges the populations support and perceptions about these actions and about the partnership with the EU.

This year's report has been upgraded to refine the analysis by taking into consideration the socio-economic, political, and cultural environment of the different countries. The questionnaires have been designed and reviewed through a consultation process with the EU delegations in the southern neighbourhood.

This report presents the results of this survey for **Jordan**, conducted in autumn 2022, and explores a range of issues, including:

- » Image and perceptions of the European Union
- » Awareness of cooperation programmes
- » Citizens' opinion on the relations of their country with the EU
- » The use of media (mainstream and online) to find information about the EU.

The survey covers the population aged 15 years.

Using the latest official statistics, broad demographic quotas were set in each country to ensure all subgroups are adequately included and represented in the sample. This stratification was designed using the following sociodemographic variables:

1. Gender (male, female)
2. Age (15 – 24, 25 – 39, 40 – 54, 55 – 64, 65 years or more)
3. Region: The widest geographical coverage of the population was sampled to ensure representativeness. All citizens living in Jordan were eligible to participate in the survey.
4. Urbanisation (rural area, small or middle size town, large city)

¹https://ec.europa.eu/neighbourhood-enlargement/european-neighbourhood-policy/southern-neighbourhood_en



Gender	
Male	53 %
Female	47 %
Age	
15 – 24 years	24 %
25 – 39 years	44 %
40 – 54 years	22 %
55 – 64 years	8 %
65+ years*	2 %
Education	
Still studying	9 %
No education	9 %
15 years or less	25 %
16 – 19 years	34 %
20 years and more	22 %
Occupation	
White collar, manager*	4 %
Employee	23 %
Self employed	11 %
Manual worker	3 %
Not occupied	58 %
Type of locality	
Rural area or village	20 %
Small/middle size town*	32 %
Large town	48 %

The Jordanian sample profile achieved for the 2022 survey is detailed in the table to the left.

Respondents in Jordan were interviewed by telephone, using fixed lines and mobile. In total, 1004 interviews were conducted with fieldwork taking place autumn 2022. A national weighting procedure was carried to make sure that the samples match the target population distribution.

Readers are reminded that the survey results are estimates, the accuracy of which, other things being equal, rests upon the sample size and upon the observed percentage.



1. Key Findings

1.1 Knowledge and Perceptions of the EU

Jordanians hold a positive image of the EU, mainly recognised for its importance as a trade partner of the country and demonstrate a high and increasing subjective knowledge about the institution.

- » There has been an increase of + 6 ppt since 2021 in the proportion of respondents who believe they know what the EU is all about (64%).
- » Just over a third (35%) of Jordanian respondents say that they do not know about the EU, down by - 6 ppt from 2021.
- » The proportion of Jordanian respondents who have a positive image of the EU has increased (75%, + 5 ppt since 2021), while the proportion expressing a negative sentiment has remained extremely low (4% compared to 5% in 2021).
 - The proportion describing themselves as neutral remains at 20%.
- » Amongst those who have a positive image of the EU, the main reason mentioned by 55% is that the EU is an important trade partner for Jordan.
- » Only 40 respondents believed that the EU has a negative image. Of these, a quarter (25%) mention the absence of religious values with a similar proportion (23%) who believe that the EU does not do enough to help the Jordanian people.

1.2 Values of the EU

Jordanian respondents see the EU through almost all the different values presented, mostly democracy and in a lesser extent religious freedom.

- » The values most likely to be associated with the EU are democracy (68%), economic prosperity (67%), peace and security (65%), freedom of speech (64%) and rule of law (64%).
- » Most of respondents agreed that almost all the values represent the EU.
- » The only exception is in religious freedom and even here just under half (47%) agree that it characterises the EU. It has seen the biggest increase since the 2021 survey (+ 11 ppt).



1.3 Relationship with the European Union:

The EU Jordan relationships are mostly perceived as positive, the institution being the most trusted one and considered by more than two third as an important partner, but not as key as the US.

The Jordanian population is overall aware of most EU cooperation programs, considering it as impactful.

- » 58% in Jordan believe that the European Union has a good relationship with their country, a proportion which increased by + 5 ppt since 2021.
 - The proportion who describe the relationship as “very good” is 30% (27% in 2021).
- » 9% feel that the relationship is poor (- 3 ppt since 2021 survey), while 32% feel there is no relationship between the EU and Jordan (- 3 ppt).
- » Jordanian respondents were further aware of most EU cooperation programs than in 2021, most notably for green transition which has increased by + 9 ppt to 14% and health which has increased by +12 ppt to 62%
- » As in 2021, the highest level of awareness is for EU support programmes for refugees and displaced people (78% cf. 80% in 2021).
 - Only 7% are aware of support programmes for digital transition and only 1% mentioned justice or police reforms.
- » Personal participation in an EU-funded project remains low: 76% have never been involved as part of any project. However, 17% say that they have been a beneficiary of an EU funded project.
- » Two thirds of respondents in Jordan think that support from the EU to their country is effective. This is in line with 2021 (67%). 3 in 10 consider the support to be “very effective”.
- » The top five areas where respondents think that Jordan has benefited the most from current EU policies include:
 - Health (45%, - 17 ppt)
 - Humanitarian aid (39%, - 14 ppt)
 - Education and skills (37%, + 7ppt)
 - Human rights (29%, + 10 ppt)
 - Economic development (16%, + 10 ppt)
- » As observed in the 2021 survey, health (77%) and humanitarian aid (69%) are still the priority areas for increased EU engagement for Jordanian respondents.
- » Less engagement from the EU is mostly favoured for digital transition (58%, + 16 ppt since 2021), gender equality (55%) and democracy (50%).
- » In Jordan, 66% of respondents said that the European Union has a positive impact on the development of their country, compared to 62% in 2021
 - 28% believe that it has a “very” positive impact.
 - 15% said that the impact has been negative (+ 7 ppt since 2021).
- » 73% in Jordan believe the EU is an important partner of their country (77% in 2021).
- » Jordanian respondents are still most likely to see the US as a key partner (43% cf. 40% in 2021), compared to 22% who believe the EU to be their closest partner (20% in 2021).
- » The EU is the most trusted institution with 56% saying they trust it, followed by 49% who



trust the UN. There is less trust in the Arab League (15%). Trust in all institutions has decreased since 2021, with trust in the EU falling the most (- 5 ppt).

- » For 49%, the EU's response to the war in Ukraine has changed their view positively.
 - 16% said that it had affected their perceptions negatively, while 19% said it did not change their perception

1.4 Information about the European Union

Although less than a third of Jordanian respondents have heard something about the EU in 2022, they have increasingly looked for information about it compared to 2021. They were exposed to it mainly through television and almost all recall a specific campaign (mostly The Women Campaign and #StandWithUkraine).

- » The top three preferred channels for information about the EU remain the same as in 2021: television (36%, + 10 ppt) online social networks (23%, + 5 ppt), and other internet sources (23%, +5 ppt).
- » The proportion of respondents who never look for information about the EU have dropped by - 10 ppt (22%). It has likely been reflected in the increases in usage of almost all channels for finding information about the EU.
- » The usage of EU "official" online information sources remains very low with EU official websites most likely to be mentioned (7%).
- » 30% said that they had seen or heard anything about the EU in the last 12 months. Of these however, almost all (93%) recalled seeing or hearing a specific campaign.
- » The Women Campaign was mentioned by 71%, 38% claimed to be aware of Europe Day, while 38% mentioned something else.
- » Of the other campaigns, awareness was highest for #StandWithUkraine with 73% knowing at least something about it.
 - This was followed by 68% who knew at least a little about the Syria Conference and over half (54%) aware of Violence against women.
- » 8 in 10 said the communications had changed their perception positively with 23% saying very positively. Only 2% said that these communications had negatively affected their perception, while 18% said that it not changed their perceptions.

1.5 Personal Life in general

Life satisfaction is deteriorating in Jordan with respondents placing structural concerns on top of the issues presented, with the economic situation priming over all the others.

- » Life satisfaction in Jordan has slightly worsened since 2021 with 45% describing themselves as very or fairly satisfied (47% in 2021).
- » The key issue facing Jordan is the economic situation which was the most important issue for 27% (26% in 2021) and mentioned in total by 68%.
- » Other issues included corruption and rising prices and inflation.

2. Knowledge and Perceptions of the European Union

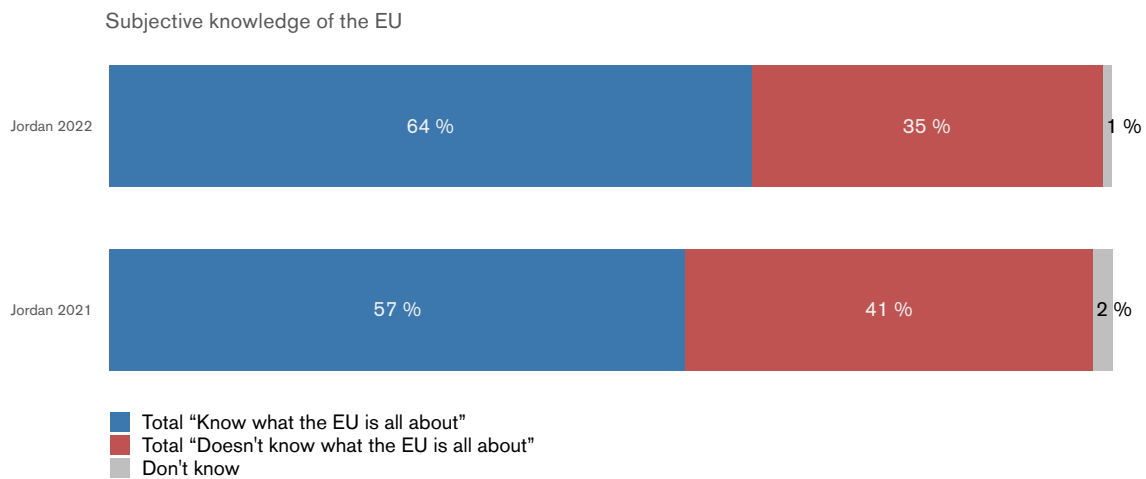
The knowledge and perceptions of Jordanian respondents about the European Union are analysed in this section of the report. The analysis covers the following themes:

- » The image of the EU the respondents are holding, the characteristics they think best represent the EU, and the assessment of their country’s relationship with the EU.
- » The respondent’s level of awareness of the EU’s cooperation, the perceived effectiveness of EU’s support and the most beneficial areas of this support.
- » The respondent’s perception of the EU’s impact on development in Jordan, the importance of its partnership and the level of trust they have in the EU.

2.1 Knowledge of the European Union

At the beginning of the survey, respondents were asked the extent to which they feel that they know what the EU is all about.

64% of Jordanian respondents believe they know what the EU is all about, an increase of + 6 ppt since 2021. Just over a third say that they do not know about the EU (35%, - 6 ppt since 2021).



Base: All respondents (1004)

Sociodemographic analysis² show striking differences by level of education and in a lesser extent by age, occupation, and area of residence.

Indeed, only 7% of the respondents with no formal education said that they feel knowledgeable compared to 100% of those who finished education aged 20 and older and 100% of those still studying.

Younger respondents of 15 – 24 years are more likely to feel knowledgeable than those aged 55 – 64 years (76% cf. 50%).

² Throughout the report the sociodemographic analysis includes some groups with extremely low base sizes – these are indicated by an asterisk in the tables – where data should be treated cautiously. Any differences shown by these groups is unlikely to be statistically significant and is not commented upon in this report.



Those in non-manual occupations and those living in urbanised areas were more likely to feel knowledgeable than respectively those not working or in manual job and those living in rural areas feel (55% cf. to 68% of those in small and medium-sized towns and 65% of those in large towns).

Finally, the proportion who expressed an overall positive or neutral image of the EU were also more likely to feel knowledgeable about it.

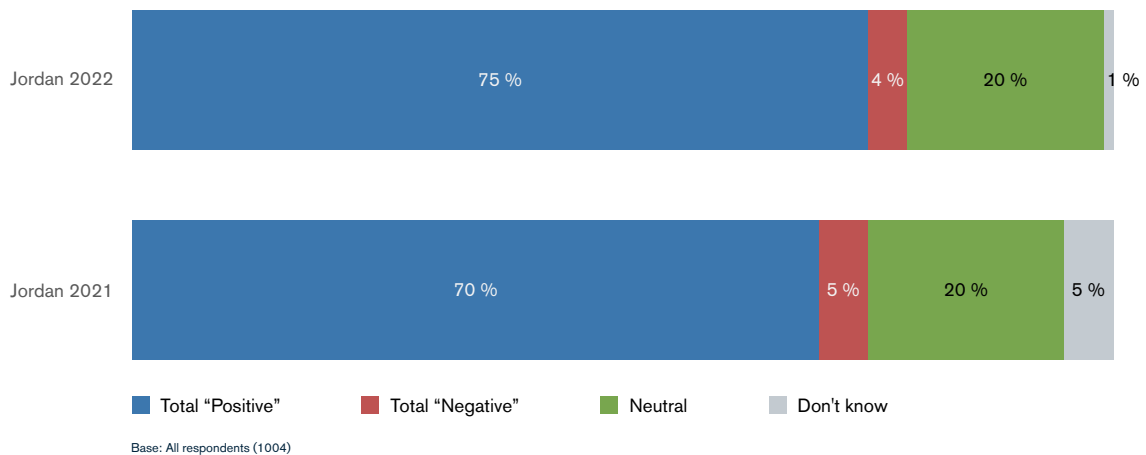
	Base All Respondents	Jordan 1004	
	Total "Know what the EU is all about"	Total "Don't know what the EU is all about"	Don't know
Total	64 %	35 %	1 %
Gender			
Male	65 %	34 %	1 %
Female	63 %	36 %	1 %
Age			
15 – 24 years	76 %	23 %	1 %
25 – 39 years	63 %	35 %	1 %
40 – 54 years	59 %	40 %	0 %
55 – 64 years	50 %	46 %	4 %
65+ years*	37 %	64 %	0 %
Education			
Still studying	100 %	0 %	0 %
No education	7 %	88 %	6 %
15 years or less	15 %	84 %	2 %
16 – 19 years	81 %	19 %	0 %
20 years and more	100 %	0 %	0 %
Occupation			
White collar, manager*	78 %	22 %	0 %
Employee	70 %	29 %	0 %
Self employed	69 %	30 %	2 %
Manual worker*	53 %	47 %	0 %
Not occupied	60 %	39 %	1 %
Type of locality			
Rural area or village	55 %	42 %	2 %
Small/ middle size town	68 %	32 %	0 %
Large town	65 %	34 %	1 %
Image of the EU			
Positive	65 %	35 %	1 %
Neutral	66 %	31 %	3 %
Negative*	55 %	45 %	0 %
Don't know*	10 %	90 %	0 %



2.2 Perceived Image of the European Union

3 in 4 Jordanian respondents have a positive image of the EU, an increase of + 5 ppt since 2021, while the proportion expressing a negative sentiment has remained extremely low (4% compared to 5% in 2021). The proportion describing themselves as neutral remains at 20%.

A2. In general, does the European Union conjure up for you a very positive, fairly positive, neutral, fairly negative, or very negative image?



The sociodemographic differences in the responses are most important by area of residence.

Indeed, respondents living in rural areas are less likely to feel positive than those in medium or large towns (67% compared to 80% of those in small and medium sized towns and 75% of those in large towns).

Light differences were also observed by gender, age, level of education and occupation. Men are somewhat less likely to have a positive image than women (74% cf. 77%), as were younger respondents (71% of those aged 15 – 24 compared to 78% of those aged 55 – 64). 71% of those with no education who feel positive about the EU compared with 76 – 77% of those with any level of education. Those in non-manual occupations are more likely to have a positive image than those not working or in manual occupations.

Base All Respondents		Jordan 1004		
	Total "Positive"	Neutral	Total "Negative"	Don't know
Total	75 %	20 %	4 %	1 %
Gender				
Male	74 %	22 %	4 %	1 %
Female	77 %	18 %	4 %	1 %
Age				
15 – 24 years	71 %	25 %	3 %	1 %
25 – 39 years	77 %	18 %	4 %	1 %
40 – 54 years	76 %	19 %	3 %	1 %
55 – 64 years	78 %	15 %	7 %	0 %
65+ years*	64 %	36 %	0 %	0 %
Education				
Still studying	66 %	32 %	2 %	0 %
No education	71 %	21 %	3 %	6 %
15 years or less	76 %	17 %	5 %	2 %
16 – 19 years	76 %	21 %	3 %	0 %
20 years and more	77 %	18 %	5 %	0 %
Occupation				
White collar, manager*	75 %	11 %	14 %	0 %
Employee	79 %	16 %	4 %	0 %
Self employed	79 %	16 %	3 %	3 %
Manual worker*	59 %	26 %	15 %	0 %
Not occupied	73 %	23 %	3 %	1 %
Type of locality				
Rural area or village	67 %	26 %	5 %	2 %
Small/ middle size town	80 %	16 %	3 %	1 %
Large town	75 %	20 %	4 %	1 %
Knowledge of the EU				
Total "know what the EU is all about"	75 %	21 %	3 %	0 %
Total "don't know what the EU is all about"	74 %	19 %	5 %	2 %

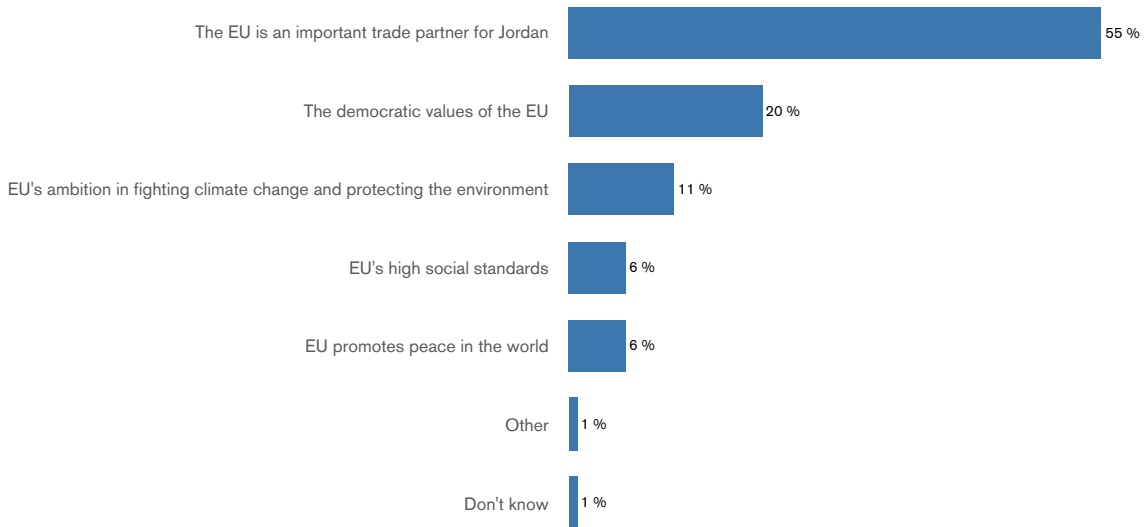
Reasons for positive or negative perceptions of EU image

For the 2022 survey, those who said either that the EU had a positive or negative image were asked a follow-up question concerning what they considered to be the main reasons for this image.

Amongst those had a positive image of the EU in total, the main reason mentioned by 55% is that the EU is an important trade partner for Jordan. A fifth mention its democratic values, while one in ten (11%) mention its ambition in tackling climate change and protecting the environment. Smaller proportions mention either its high social standards or role as global peacekeeper (both 6%).



A2e. Which of the following, if any, could be the main reasons for having a **positive** image of the European Union?

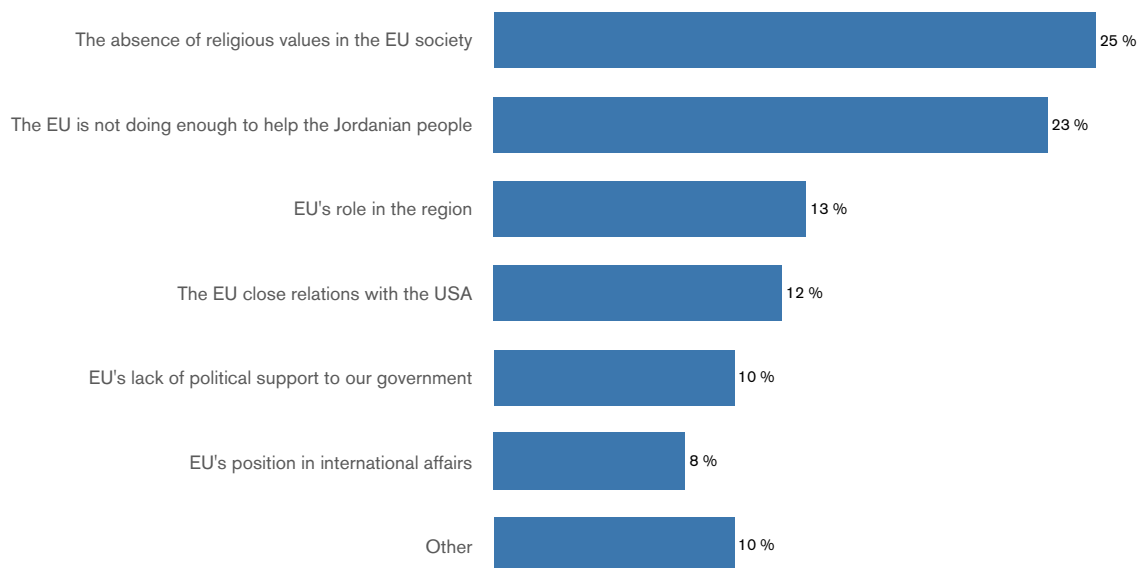


Base: All respondents with a positive image of EU (753)

Overall base sizes are too small to draw meaningful comparisons between sociodemographic groups.

Only 40 respondents believed that the EU has a negative image. Of these, a quarter (25%) mention the absence of religious values with a similar proportion (23%) who believe that the EU does not do enough to help the Jordanian people.

A2f. Which of the following, if any, could be the main reasons for having a **negative** image of the European Union?

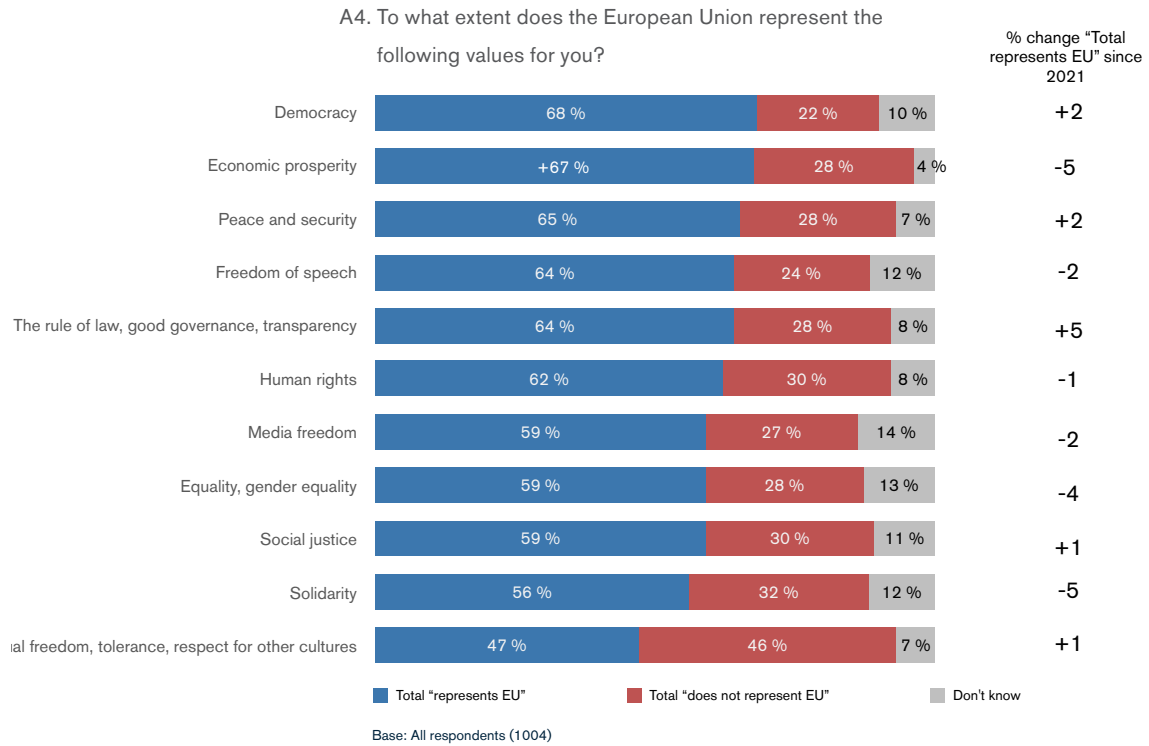


Base: All respondents with a negative image of EU (40)

The base size is too small to allow any sociodemographic analysis.

2.3 Characteristics that exemplify the European Union

Respondents were asked the extent to which the European Union represents several values to them.



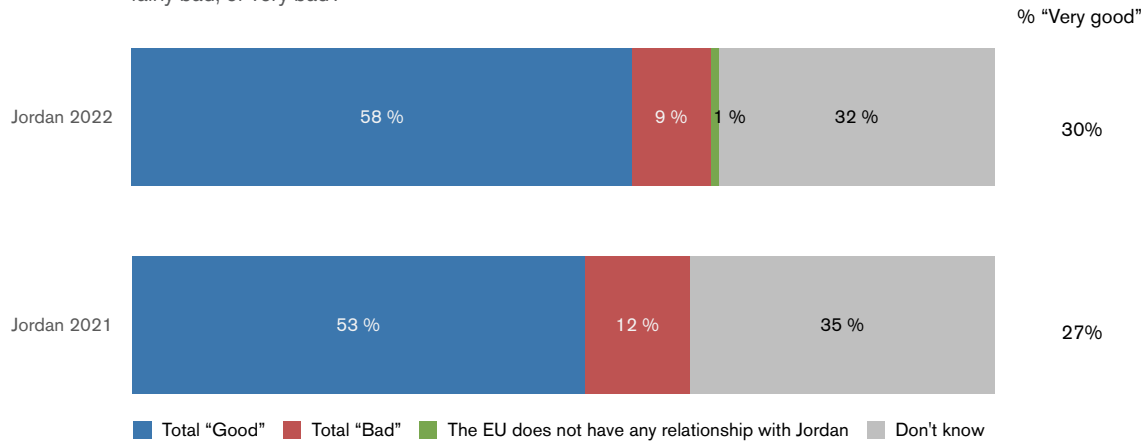
Despite some decreases in the level of agreement, most respondents agree that almost all the values represent the EU. The only exception is in religious freedom and even for it, just under half (47%) agree that it characterises the EU, a proportion that has increased by + 11 ppt since 2021.

The values most likely to be associated with the EU are democracy (68%), economic prosperity (67%), peace and security (65%), freedom of speech (64%) and rule of law (64%).

2.4 Relation with the European Union

58% in Jordan believe that the European Union has a good relationship with their country, a proportion which has increased by + 6 ppt since 2021 (30% describing the relationship as “very good”, + 3 ppt). The ones who feel that the relation is poor are less than 1 in 10, - 3 ppt since 2021.

A5. Would you describe the European Union's relation with Jordan as very good, fairly good, fairly bad, or very bad?



Base: All respondents (1004)

The proportion of respondents who feel there is no relationship between the EU and Jordan has decreased from 35% to 32%.

The socio-demographic analysis reveals some differences by gender and age, with men more likely to describe the relationship between the EU and Jordan positively (59% cf. 56%) and younger respondents more likely to view the relationship positively than older respondents (62% of those aged 15 – 24 compared to 51% of those aged 55 – 64).

However, there are striking differences by level of education, with a difference of at least 53 ppt between the ones who finished education aged 20 years or over (81% are considering the EU – Jordan relation as positive) and those who have no education (28%) or who finished aged 15 and under (21%).

As for the occupation, employees are more likely to be positive than those in other occupations.

Those who have a positive image of the EU overall are more likely to be positive about the relationship than those with a neutral or negative view. Those who feel knowledgeable are also more likely to describe the relation positively (77% cf. 25%).



Base All Respondents		Jordan 1004			
	Total "Good"	Total "Bad"	No relation	Don't know	
Total	58 %	9 %	1 %	32 %	
Gender					
Male	59 %	9 %	1 %	30 %	
Female	56 %	9 %	1 %	33 %	
Age					
15 – 24 years	62 %	14 %	1 %	23 %	
25 – 39 years	61 %	7 %	1 %	32 %	
40 – 54 years	51 %	12 %	1 %	36 %	
55 – 64 years	51 %	2 %	1 %	45 %	
65+ years*	50 %	5 %	5 %	41 %	
Education					
Still studying	83 %	13 %	0 %	4 %	
No education	21 %	0 %	3 %	76 %	
15 years or less	28 %	2 %	1 %	69 %	
16 – 19 years	68 %	11 %	1 %	20 %	
20 years and more	81 %	15 %	1 %	3 %	
Occupation					
White collar, manager*	54 %	16 %	0 %	29 %	
Employee	67 %	6 %	0 %	26 %	
Self employed	58 %	12 %	0 %	30 %	
Manual worker*	47 %	15 %	0 %	38 %	
Not occupied	55 %	9 %	2 %	35 %	
Type of locality					
Rural area or village	57 %	7 %	0 %	35 %	
Small/ middle size town	60 %	12 %	2 %	26 %	
Large town	57 %	8 %	0 %	34 %	
Image of the EU					
Positive	61 %	7 %	1 %	31 %	
Neutral	53 %	15 %	2 %	29 %	
Negative*	35 %	25 %	2 %	37 %	
Don't know*	0 %	0 %	0 %	100 %	
Knowledge of the EU					
Total "know what the EU is all about"	77 %	13 %	1 %	9 %	
Total "don't know what the EU is all about"	25 %	1 %	1 %	73 %	



2.5 Awareness of EU Cooperation

This section of the report analyses the level of awareness of respondents towards EU cooperation programmes in their country. The cooperation programmes that were included in this question differ slightly between countries.

The below table presents the awareness level of each EU cooperation programme in Jordan that were measured in the survey.

A6. For each of the following areas, could you tell me whether you have heard of any existing EU cooperation programmes in Jordan? Have you ever heard of?

	Jordan 2021	Jordan 2022	Difference since 2021
Support for refugees and displaced people	80 %	78 %	- 2
Health	50 %	62 %	+12
Education and skills	37 %	40 %	+3
Economic reform or business and small or medium enterprises (SMEs)	23 %	21 %	- 2
Culture	15 %	18 %	+3
Human rights	16 %	18 %	+2
Support for social protection	20 %	18 %	- 2
Infrastructure development	18 %	16 %	- 2
Agricultural and rural development	18 %	16 %	- 2
Youth	15 %	15 %	=
Green transition: climate resilience, energy and environment	5 %	14 %	+9
Civil society	13 %	14 %	+1
Digital transition	6 %	7 %	+1
Justice or police reforms	1 %	1 %	=
	Lowest awareness		
	Highest awareness		

The level of awareness about EU cooperation programs is quite disparate in Jordan, with support to refugees and displaced people, health and education and skills being the ones mostly recognised. It also increased for almost all programs, with the most important one for the health program, that gained + 12 ppt in 2022.

As in 2021, the highest level of awareness is for EU support programmes for refugees and displaced people (78% cf. 80% in 2021). Only 7% are aware of support programmes for digital transition and only 1% mentioned justice or police reforms.

When asked whether they were personally involved in an EU-funded project³, 76% have never been involved as part of any project. While only a small number of respondents say they have either been involved as a volunteer (4%) or employee (1%), almost one in five (17%)

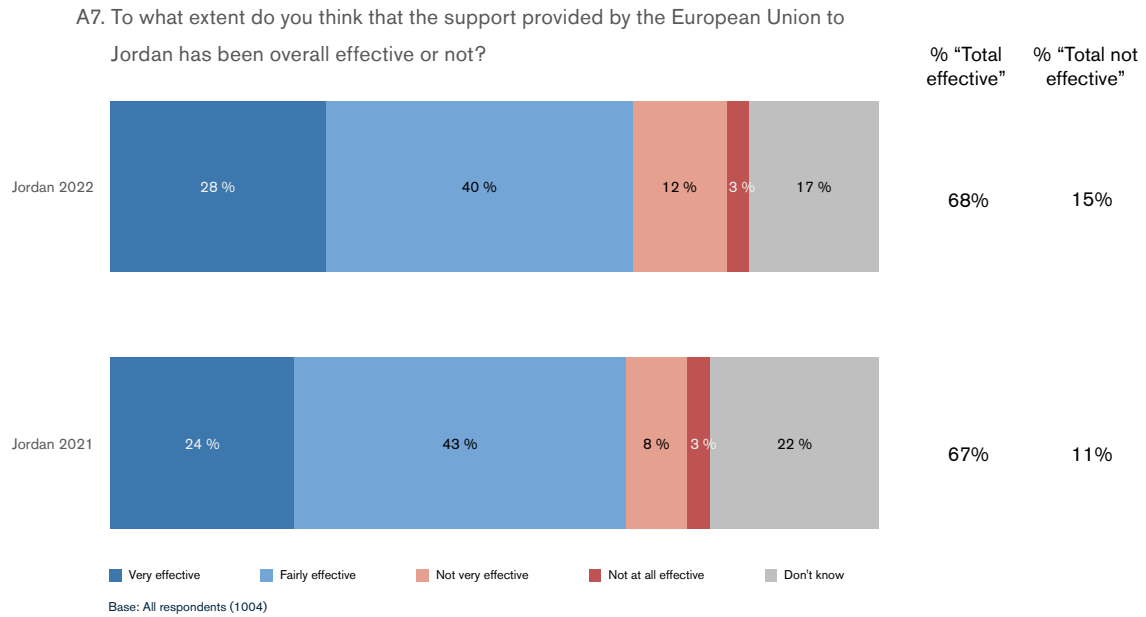
say that they have been a beneficiary of an EU funded project. Self-employed respondents were most likely to have been a beneficiary (30%).

³ A8. Have you ever been personally involved with an EU-funded project? Yes, as a volunteer; Yes as an employee; Yes as a beneficiary; No, Never; Other; Don't know.



2.6 Effectiveness of EU's Support

68% of respondents in Jordan think that support from the EU to their country is effective (28% consider the support to be “very effective” and 40% “Fairly effective”). On the other hand, 15% describe EU support as ineffective, with 3% describing it as “not at all effective”. This represents a slight increase of 4 percentage points since 2021, when 11% described the support from the EU as not effective.



The sociodemographic analysis shows differences. Younger respondents are more likely to describe the support from the EU as effective – 70% of those aged 15 – 24 compared to 63% of those aged 55 – 64. There are considerable differences based on level of education – only half of those without any formal education (52%) described the support as effective compared to 74% of those who finished their education aged 20 or over. Employees and self-employed tend to be more positive than those not working. Respondents living in rural areas are much less likely to describe support as effective – 60% compared to 70% of those living in more urban areas.

Those who feel positively about the EU overall or feel knowledgeable about the EU are also more likely to feel the support is effective.



Base All Respondents	Jordan 1004		
	Total "Effective"	Total "Not effective"	Don't know
Total	68 %	15 %	17 %
Gender			
Male	68 %	16 %	17 %
Female	68 %	15 %	17 %
Age			
15 – 24 years	70 %	15 %	15 %
25 – 39 years	71 %	13 %	16 %
40 – 54 years	64 %	17 %	19 %
55 – 64 years	63 %	17 %	20 %
65+ years*	41 %	32 %	27 %
Education			
Still studying	78 %	12 %	9 %
No education	52 %	11 %	37 %
15 years or less	58 %	15 %	27 %
16 – 19 years	73 %	16 %	12 %
20 years and more	74 %	18 %	8 %
Occupation			
White collar, manager*	70 %	11 %	18 %
Employee	72 %	17 %	11 %
Self employed	71 %	17 %	12 %
Manual worker*	58 %	18 %	24 %
Not occupied	66 %	14 %	20 %
Type of locality			
Rural area or village	60 %	21 %	18 %
Small/ middle size town	70 %	14 %	17 %
Large town	70 %	13 %	17 %
Image of the EU			
Positive	75 %	13 %	13 %
Neutral	51 %	21 %	27 %
Negative*	40 %	30 %	30 %
Don't know*	20 %	30 %	50 %
Knowledge of the EU			
Total "know what the EU is all about"	76 %	16 %	8 %
Total "don't know what the EU is all about"	54 %	14 %	32 %

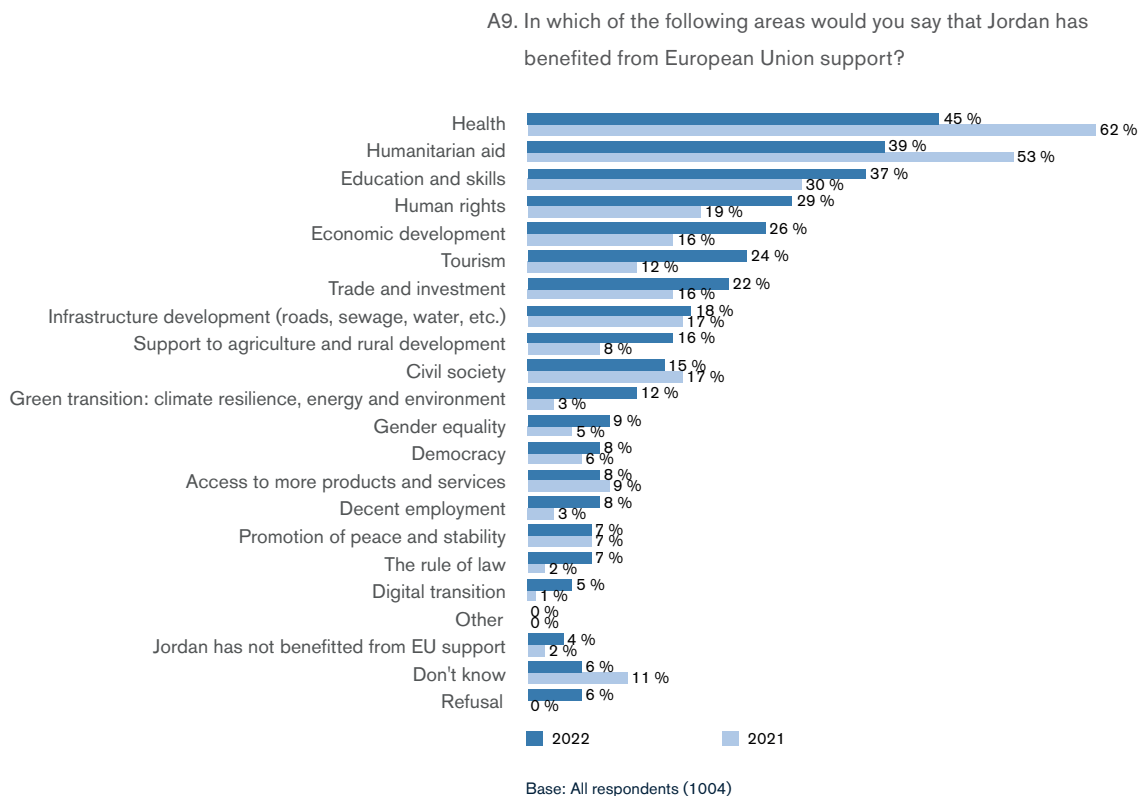
2.7 Most beneficial Areas of EU Support

Respondents were asked about the areas where they feel that their country benefited the most from current EU policies.

As in 2021, health (45%) and humanitarian aid (39%) remain the areas in Jordan which are seen to have benefited most, although both areas have also seen notable decreases since the previous survey (from 62% and 53% respectively). It can be assumed that 2021 was an exceptional year for EU support on health, leading efforts for COVAX deployment in Jordan, and communication around health-related subjects has slightly faded-out in 2022.

Education and skills (37%) is the 3rd area mentioned where Jordan has benefitted the most of.

The proportion of respondents who believe Jordan has not benefited in any areas from EU support remain very low but has increased slightly to 4% (2% in 2021) while the proportion unaware of any benefits to Jordan has fallen from 11% in 2021 to 6% in the current survey.



The top five areas where respondents think that Jordan has benefited the most from current EU policies include:

- » Health (45%, - 17 ppt)
- » Humanitarian aid (39%, - 14 ppt)
- » Education and skills (37%, + 7 ppt)
- » Human rights (29%, + 10 ppt)
- » Economic development (16%, + 10 ppt)



2.8 Areas where the EU could be more engaged or less engaged

Respondents were asked whether they think the European Union should have a greater role to play (i.e., be more engaged) in their country in a range of areas.

As observed in the 2021 survey, health (77%) and humanitarian aid (69%) are still the priority areas for increased EU engagement for Jordanian respondents.

There have been slight increases in the proportion of respondents who feel that the EU should be more engaged in most of the areas presented in the survey – most notably for tourism (+ 12 ppt to 55%).

The most commonly mentioned areas where less engagement from the EU is favoured include digital transition (58%, + 12 ppt since 2021), gender equality (55%) and democracy (50%).

A12. And for each of the following areas, please tell me whether or not you think the European Union could be **more engaged** in Jordan?

Jordan	2021	2022
Health	75 %	77 %
Humanitarian aid	70 %	69 %
Economic development	63 %	60 %
Tourism	43 %	55 %
Trade and investment	46 %	55 %
Education and skills	52 %	55 %
Infrastructure development (roads, sewage, water, etc.)	44 %	53 %
Access to more products and services	34 %	42 %
Support to agriculture and rural development	35 %	41 %
Civil society	47 %	41 %
Green transition: climate resilience, energy and environment	27 %	32 %
Digital transition	25 %	30 %
Human rights	23 %	26 %
Promotion of peace and stability	24 %	25 %
Democracy	21 %	23 %
The rule of law	15 %	18 %
Gender equality	9 %	13 %
Decent employment	13 %	10 %

A12. And for each of the following areas, please tell me whether or not you think the European Union could be **less engaged** in Jordan?

Jordan	2021	2022
Digital transition	42 %	58 %
Gender equality	54 %	55 %
Democracy	52 %	50 %
Promotion of peace and stability	49 %	49 %
The rule of law	52 %	48 %
Access to more products and services	45 %	47 %
Decent employment	50 %	47 %
Green transition: climate resilience, energy and environment	44 %	42 %
Tourism	36 %	38 %
Trade and investment	36 %	38 %
Infrastructure development (roads, sewage, water, etc.)	35 %	37 %
Support to agriculture and rural development	36 %	37 %
Human rights	36 %	33 %
Civil society	31 %	28 %
Humanitarian aid	20 %	24 %
Health	13 %	15 %
Economic development	18 %	15 %
Education and skills	16 %	14 %



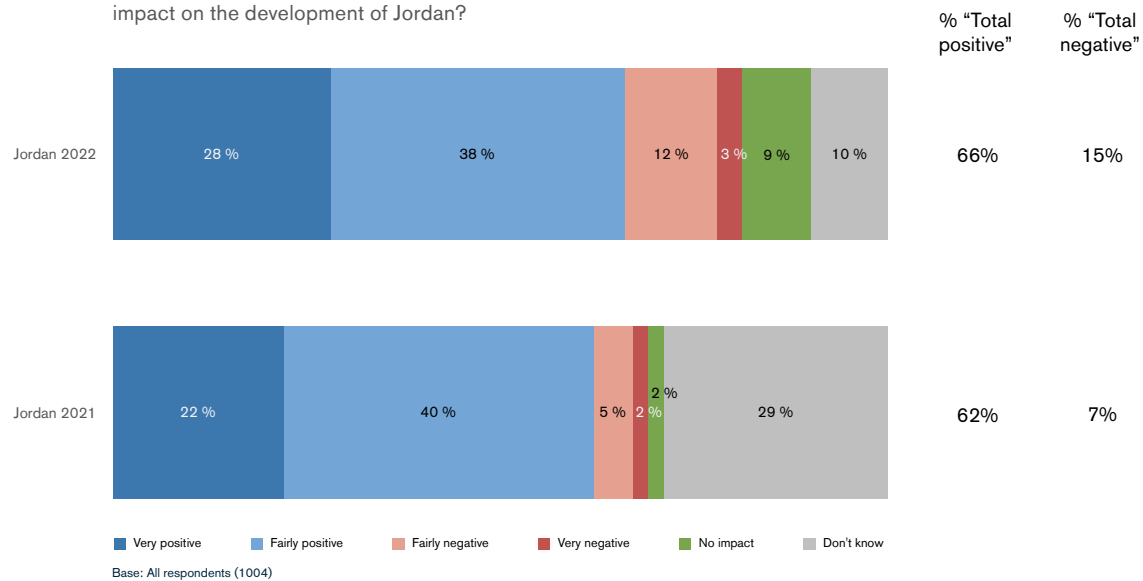
2.9 EU's Impact on Development

Respondents were asked to evaluate the impact of the European Union on the development of their country.

In Jordan, 66% of respondents said that the European Union has a positive impact on the development of their country, with 28% believing that it has a “very” positive impact. This represents an increase of + 4 ppt since 2021.

There was a growing proportion who claimed that the impact has been negative (15%, + 8 ppt since 2021). The ones who do not feel that the EU has any impact, either positive or negative, has increased from 2% to 9%. The data suggests that the opinion is more informed this year (increases in the level of self-stated knowledge of the EU and of the level of awareness about EU cooperation programs) and that could have been reflected in the proportion of the ones answering “don't know” that had dropped by - 19 ppt this year.

A10. To what extent do you think the European Union has a positive or a negative impact on the development of Jordan?



Sociodemographic differences can be observed across most groups. Younger people are more positive than older respondents (69% of those aged 15–24 compared with 62% of those aged 40–64). Education also shows significant differences: 49% of those without a formal education compared with 70% of those who finished education aged 20 and over and the ones who are still studying (77%, the highest proportion). Those in non-manual occupations were more positive than those not working. Respondents living in rural areas were less likely to be positive than respondents in urban areas (57% cf. 70% of those in large towns).

As for most questions, those who feel positive or knowledgeable about the EU were also more likely to feel the impact is positive.



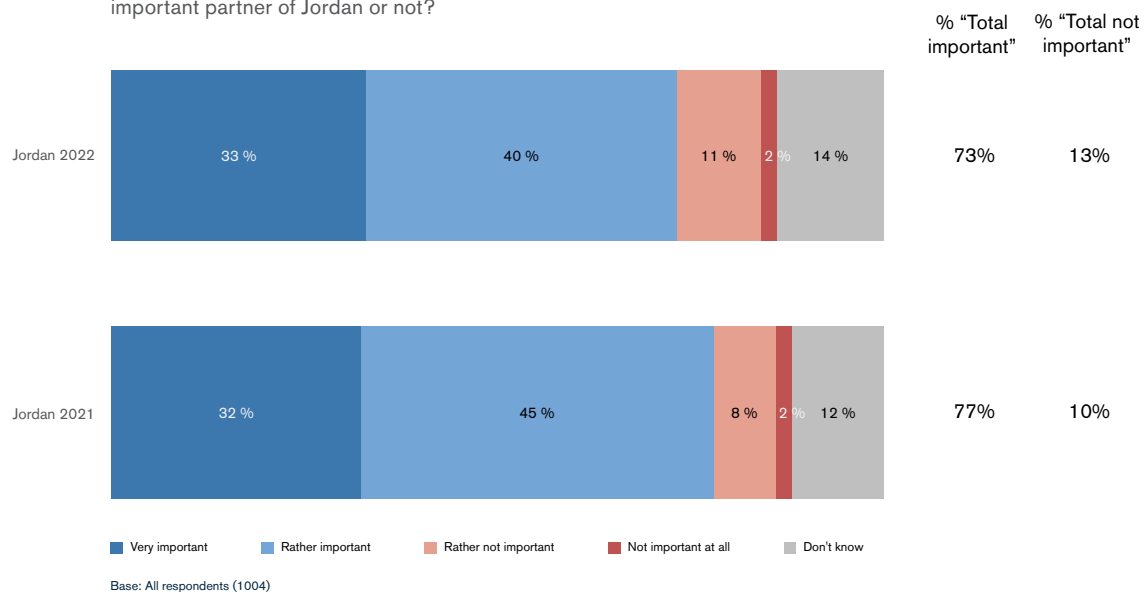
Base All Respondents	Jordan 1004			
	Total "Positive"	Total "Negative"	No impact	Don't know
Total	66 %	15 %	9 %	10 %
Gender				
Male	67 %	15 %	8 %	11 %
Female	66 %	16 %	10 %	9 %
Age				
15 – 24 years	69 %	13 %	8 %	10 %
25 – 39 years	68 %	15 %	9 %	9 %
40 – 54 years	62 %	18 %	10 %	10 %
55 – 64 years	62 %	16 %	11 %	11 %
65+ years*	41 %	28 %	14 %	18 %
Education				
Still studying	77 %	8 %	3 %	12 %
No education	49 %	12 %	18 %	21 %
15 years or less	58 %	13 %	16 %	13 %
16 – 19 years	71 %	16 %	7 %	6 %
20 years and more	70 %	19 %	3 %	8 %
Occupation				
White collar, manager*	68 %	11 %	11 %	9 %
Employee	71 %	14 %	6 %	8 %
Self employed	69 %	18 %	7 %	6 %
Manual worker*	53 %	21 %	21 %	6 %
Not occupied	63 %	15 %	10 %	12 %
Type of locality				
Rural area or village	57 %	19 %	10 %	13 %
Small/ middle size town	67 %	16 %	8 %	9 %
Large town	70 %	13 %	9 %	9 %
Image of the EU				
Positive	73 %	13 %	8 %	6 %
Neutral	50 %	19 %	9 %	21 %
Negative*	40 %	24 %	28 %	7 %
Don't know*	20 %	20 %	0 %	60 %
Knowledge of the EU				
Total "know what the EU is all about"	74 %	16 %	4 %	7 %
Total "don't know what the EU is all about"	52 %	14 %	19 %	15 %

2.10 Importance of the EU's Partnership

When asked whether they believe the EU is an important partner of their country, 73% in Jordan answered positively, with 33% saying that the EU was a very important partner and 40% a rather important partner.

This represents a slight decrease in the perceived importance of the partnership observed in the 2021 survey when the proportion was 77%. Around one in ten (13%) describe the partnership as not important, a + 3 ppt increase observed in the 2021 survey, reflected on the ones who answered “rather not important” as the proportion describing this relationship as not important at all remained at the very of level of 2%.

A11. Could you tell me to what extent you believe that the European Union is an important partner of Jordan or not?



The sociodemographic analysis shows that those who believe the EU to be an important partner are most likely to be female, younger, educated, and living in urbanised areas. Self-employed were the ones expressing the most a negative appreciation of the EU-Jordan relationship's importance (21%).

Those with a positive image of the EU overall or feel knowledgeable about the EU were also much more likely to describe Jordan's partnership with the EU as important.

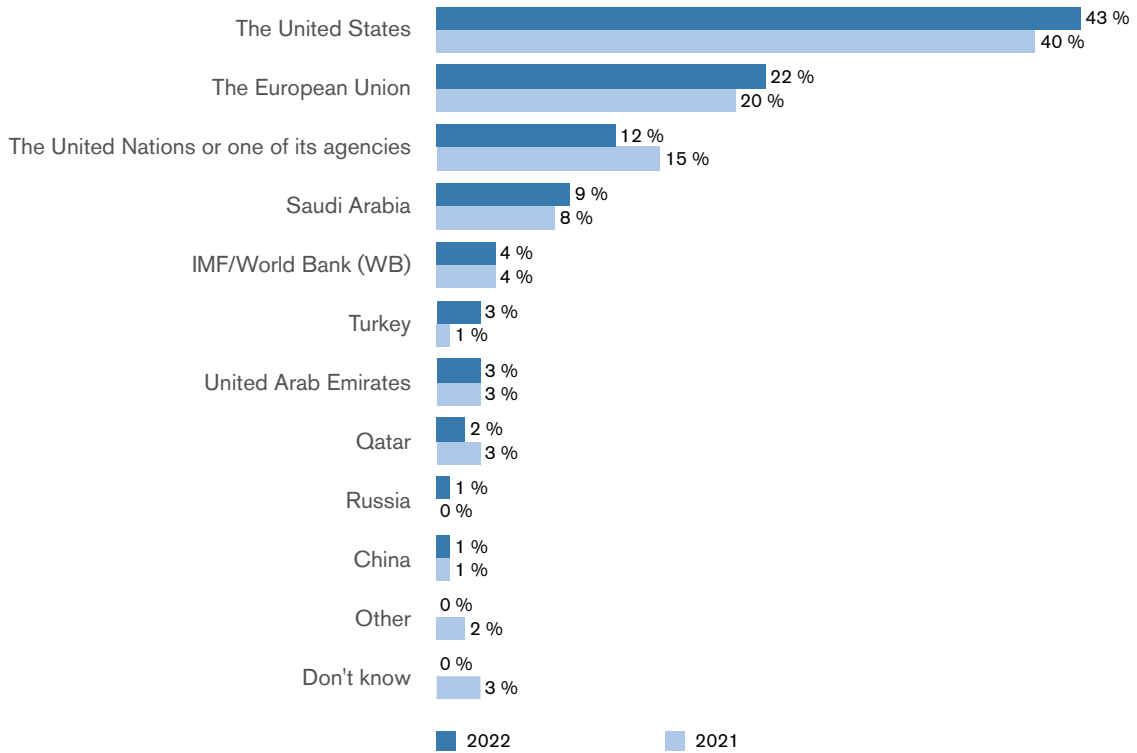


Base All Respondents		Jordan 1004		
	Total "Important"	Total "Not important"	Don't know	
Total				
Total	73 %	13 %	14 %	
Gender				
Male	72 %	14 %	15 %	
Female	75 %	12 %	13 %	
Age				
15 – 24 years	74 %	11 %	16 %	
25 – 39 years	75 %	12 %	13 %	
40 – 54 years	72 %	16 %	12 %	
55 – 64 years	66 %	17 %	17 %	
65+ years*	68 %	19 %	14 %	
Education				
Still studying	72 %	9 %	18 %	
No education	64 %	15 %	21 %	
15 years or less	77 %	9 %	14 %	
16 – 19 years	74 %	15 %	11 %	
20 years and more	72 %	14 %	14 %	
Occupation				
White collar, manager*	70 %	16 %	14 %	
Employee	79 %	9 %	11 %	
Self employed	63 %	21 %	16 %	
Manual worker*	76 %	12 %	12 %	
Not occupied	72 %	12 %	15 %	
Type of locality				
Rural area or village	66 %	17 %	16 %	
Small/ middle size town	73 %	13 %	15 %	
Large town	75 %	12 %	13 %	
Image of the EU				
Positive	80 %	11 %	10 %	
Neutral	58 %	19 %	22 %	
Negative*	30 %	28 %	42 %	
Don't know*	10 %	20 %	70 %	
Knowledge of the EU				
Total "know what the EU is all about"	75 %	13 %	13 %	
Total "don't know what the EU is all about"	69 %	15 %	16 %	

Respondents were then asked to select the closest partner to their country amongst a list of international institutions and countries.

As in 2021, Jordanian respondents are still most likely to see the US as a key partner (43% cf. 40% in 2021), compared to 22% who believe the EU to be their closest partner (20% in 2021). Around one in ten (12%) mentioned the UN and 9% said Saudi Arabia. Other countries are only mentioned by small proportions of respondents.

A13. In your view, which of the following international institutions or countries is the closest partner to Jordan?

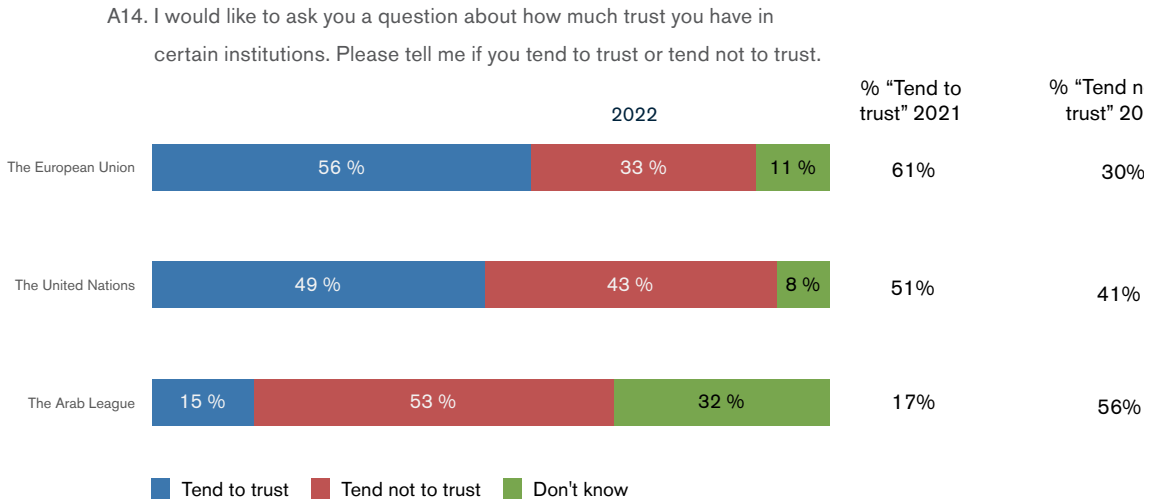


Base: All respondents (1004)



2.11 Trust in Institutions

Respondents were asked about the extent to which they trust (or not) three international institutions, namely the European Union, the United Nations, and the Arab League.



Base: All respondents (1004)

In Jordan, the EU is the most trusted institution with 56% saying they trust it, followed by 49% who trust the UN. There is less trust in the Arab League (15%). Trust in all institutions has decreased since 2021, with trust in the EU falling the most (-5 ppt).

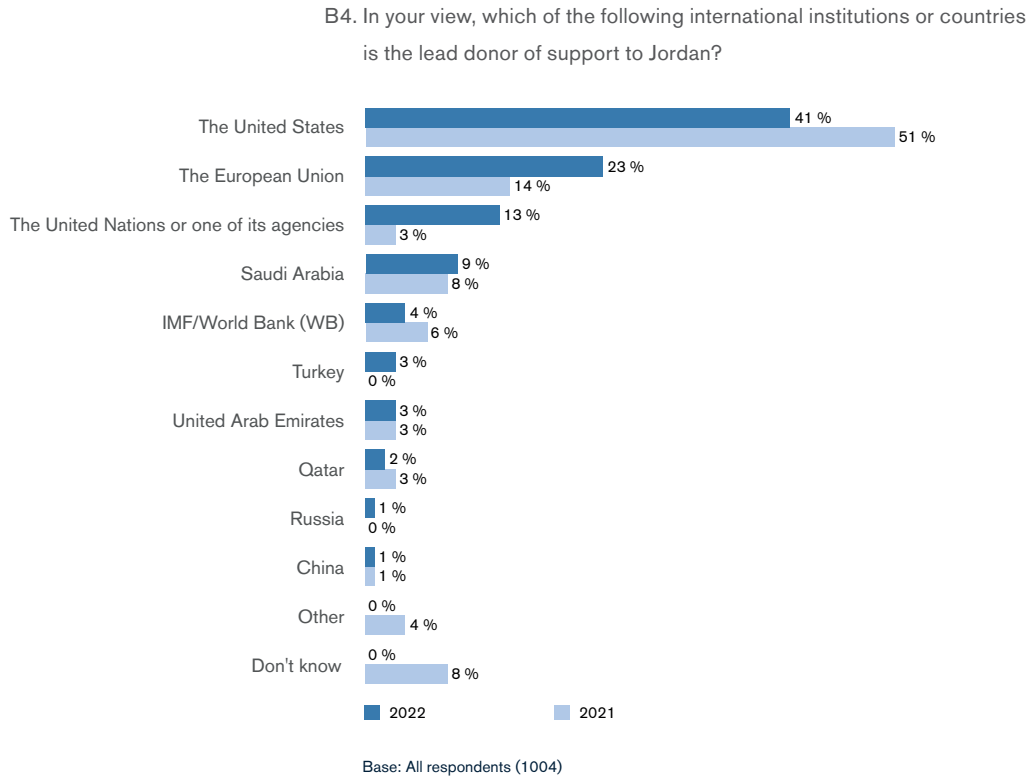
The level of mistrust is still relatively high with around a third expressing mistrust in the EU (33%), 43% in the UN and 53% saying they tend not to trust the Arab League.

Looking at sociodemographic analysis, there are no clear patterns by age or education. Employed respondents and those in urban areas are more likely to trust in the EU as are those with an overall positive image and those who feel knowledgeable about the EU.



2.12 Leading Donors for Country Support

A list of international institutions and countries was read out to respondents asking them to select which, in their views, was the leading donor or institution supporting their country.



It is interesting to note that despite the US is seen as the lead donor of support to Jordan in 2022 too, the proportion recognising it as such has dropped by - 10 ppt, while the ones placing the EU has increased by + 9 ppt.

Just over one in ten (13%) mention the UN, a proportion which also increased by +10 ppt since 2021, followed by Saudi Arabia (9%, 8% in 2021). Other countries and institutions are mentioned by only small proportions of respondents.

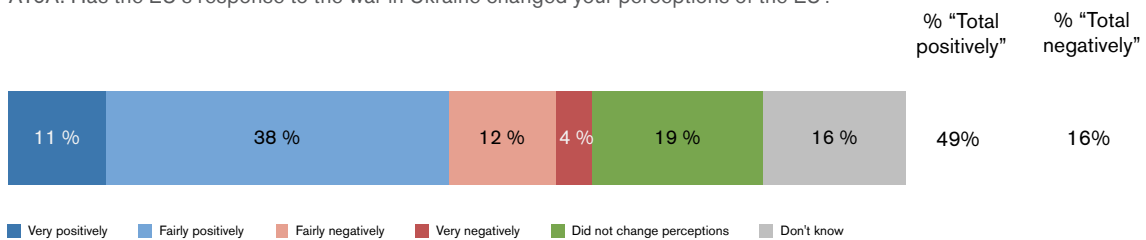


2.13 Impact of the War in Ukraine on Perceptions of the EU

For the 2022 survey, a question was asked to measure to what extent the EU's response to the war in Ukraine had affected perceptions of the EU, and whether positively or negatively.

For 49%, the EU's response has changed their view positively. 16% said that it had affected their perceptions negatively. For 19% of respondents in Jordan, the EU's response is described as not changing their perception while 16% answered don't know.

A16A. Has the EU's response to the war in Ukraine changed your perceptions of the EU?



■ Very positively ■ Fairly positively ■ Fairly negatively ■ Very negatively ■ Did not change perceptions ■ Don't know

Base: All respondents (1004)

The EU response to the war in Ukraine was more likely to have a positive impact on perceptions of the EU amongst women (52% cf. 46% of men), those in employment (53%–62% cf. 47% of those without an occupation), those in urban areas (50% of those living in large towns compared with 40% in rural areas) and those with a positive image of the EU in general. There were fewer clear patterns by age or education, the ones having studied until aged 20 or more being the ones with the highest proportion who considered the effect was negative.

3. Information on the European Union

3.1 General Media Landscape

Respondents were asked a series of questions about general media consumption. The questions asked about which media were watched or read “regularly”, which was defined in the question as at least five times per week.

On television, Roya TV is the most watched channel (82%), followed by Jordan TV (67%), Al-Mamlaka TV (53%), Al Jazeera (31%) and Al Arabiya (21%).

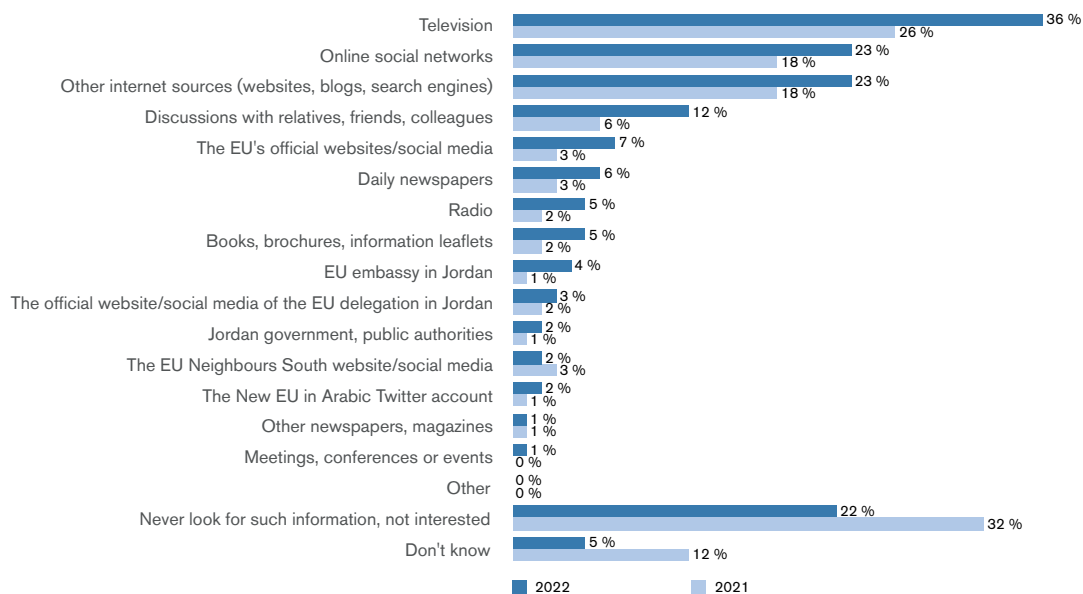
FM Security Radio is the radio station most listened to (21%), followed by Radio Fen FM (18%) and Hashemite Kingdom of Jordan Radio (17%). Six in ten (60%) do not listen to radio. Only 28% of respondents read at least one newspaper regularly, with Al Rai and Al Dustour most widely read (both 15%).

The most common social media used regularly are YouTube (70%), followed by Facebook (58%), WhatsApp (55%) and Instagram (49%). Only 5% never use the internet.

3.2 Sources of Information about the EU

When it comes to finding information about the EU, the top three preferred channels for information about the EU remain the same as in 2021: television (36%, + 10 ppt) online social networks (23%, + 5 ppt), and other internet sources (23%, + 5 ppt). There have been increases in usage of almost all channels for finding information about the EU, reflecting the decrease in the proportion of respondents who never look for information about the EU which has fallen from 32% to 22% in 2022.

B2. When you look for information about the European Union, its policies and institutions, which of the following sources, if any, do you use? Any others?



Base: All respondents (1004)

The usage of EU “official” online information sources remains very low with EU official websites most likely to be mentioned (7%).



3.3 EU Communication Campaign Awareness

For the 2022 survey, questions were added concerning awareness of any communication campaigns run by the EU in Jordan, including the following specific campaigns:

- » Women Campaign to mark Women's Day
- » Europe Day

Overall, 30% said that they had seen or heard anything about the EU in the last 12 months. Around two thirds (67%) said they had not seen or heard anything with 2% who didn't know.

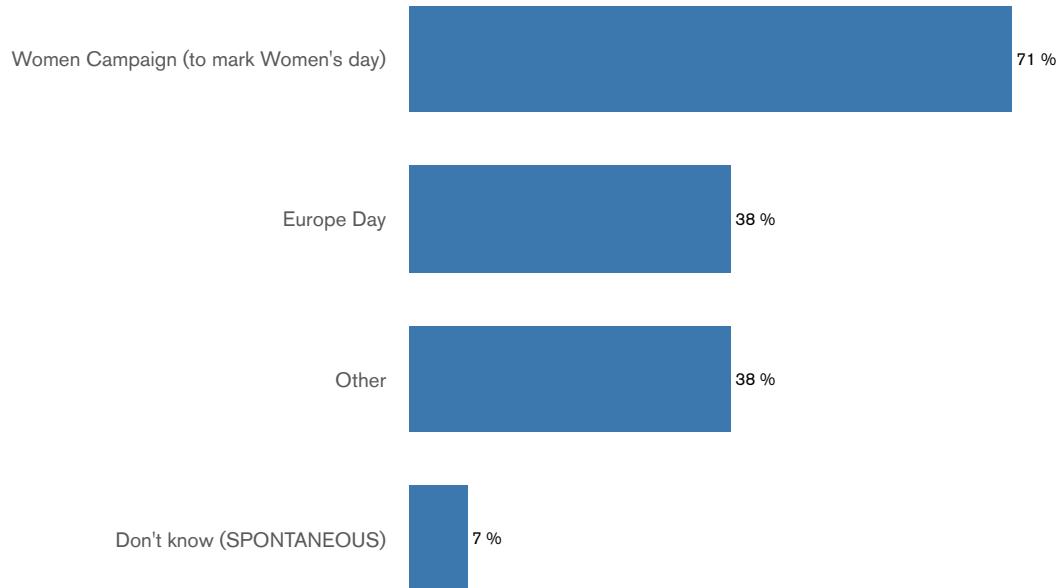
Base All Respondents	Jordan		
	Yes	No	Don't know
		1004	
Total	30 %	67 %	2 %
Gender			
Male	32 %	65 %	2 %
Female	28 %	70 %	2 %
Age			
15 – 24 years	26 %	70 %	4 %
25 – 39 years	34 %	65 %	1 %
40 – 54 years	28 %	69 %	3 %
55 – 64 years	32 %	66 %	2 %
65+ years*	27 %	73 %	0 %
Education			
Still studying	24 %	67 %	8 %
No education	23 %	74 %	2 %
15 years or less	31 %	67 %	1 %
16 – 19 years	32 %	67 %	1 %
20 years and more	32 %	66 %	2 %
Occupation			
White collar, manager*	48 %	52 %	0 %
Employee	34 %	64 %	2 %
Self employed	36 %	61 %	3 %
Manual worker*	29 %	71 %	0 %
Not occupied	27 %	71 %	2 %
Type of locality			
Rural area or village	19 %	78 %	3 %
Small/ middle size town	33 %	65 %	2 %
Large town	33 %	65 %	2 %
Image of the EU			
Positive	34 %	64 %	2 %
Neutral	14 %	82 %	4 %
Negative*	43 %	57 %	0 %
Don't know*	20 %	70 %	10 %
Knowledge of the EU			
Total "know what the EU is all about"	35 %	62 %	2 %
Total "don't know what the EU is all about"	22 %	76 %	1 %

Men were more likely to have seen something than women (32% cf. 28%) as were those with any level of education (31 – 32% of those with an education compared with 23% of those with no education). Employed respondents and those living in urban areas were also more likely to have seen or heard something than those without employment or living in rural areas. Those who are knowledgeable about the EU overall were more likely to have seen or heard something: 35% compared with 22%.

Those who said that they had seen or heard something about the EU in the last 12 months were then prompted with specific campaigns.

Around nine in ten (93%) recalled seeing or hearing a specific campaign. The Women Campaign was mentioned by 71%, 38% claimed to be aware of Europe Day, while 38% mentioned something else.

A3a. Have you heard, seen or read anything about the following regarding the European Union in the last 12 months?



Base: All respondents who have seen or heard something about the EU in the last 12 months (120)

Sample sizes for this question are too small to allow sociodemographic analysis.



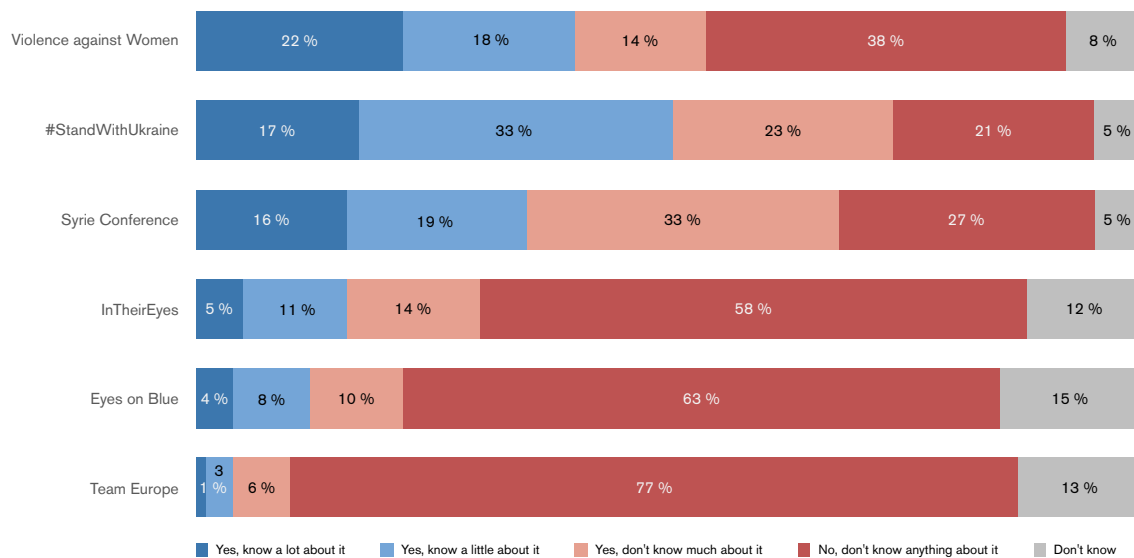
3.4 EU Initiative Awareness

Respondents were asked to give their level of knowledge about certain EU initiatives in Jordan. These initiatives were:

- » Team Europe
- » #StandWithUkraine
- » Syria Conference
- » InTheirEyes
- » Violence against Women
- » Eyes on Blue

Overall, awareness was highest for #StandWithUkraine with two thirds (73%) knowing at least something about it. This was followed by 68% who knew at least a little about the Syria Conference and over half (54%) aware of Violence against women. Awareness levels for the other campaigns were much lower.

A3A. Level of knowledge of specific EU communications



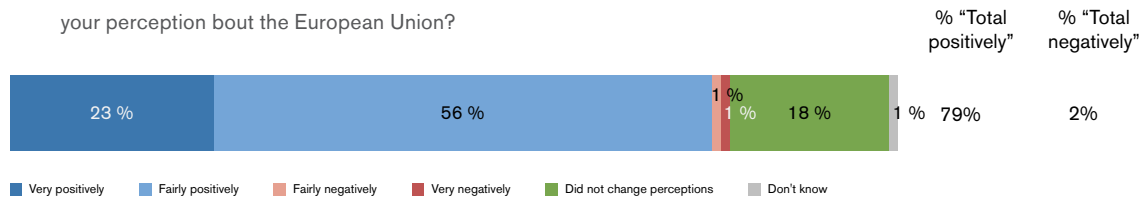
Base: All respondents (1004)



3.5 Impact of Communications on Perceptions of the EU

Respondents were asked whether what they had heard, seen, or read about the EU had changed their perceptions of the EU. 79% said the communications had changed their perception positively with 23% saying very positively. Only 2% said that these communications had negatively affected their perception, while 18% said that it not changed their perceptions.

A3b. To what extent would you say that what you have heard, seen or read made you change your perception about the European Union?



Base: All respondents who have heard or seen something about EU in last 12 months (883)

Sociodemographic analysis reveals differences by age and area of residence. Younger people were more likely to respond positively – 82% of those aged 15–24 compared with 77% of those aged 55–64. Those in rural areas were less likely to be positive than those in urban areas.

Those who already feel positive about the EU in general were the most likely to feel their perceptions had been improved by the communications they had seen compared to other groups (87% compared to 69% of those with a neutral image of the EU).



Base : All respondents who have heard or seen anything about the EU in the last 12 months

Jordan

1004

	Total "positively"	Total "negatively"	Did not change perceptions	Don't know
Total	79 %	2 %	18 %	1 %
Gender				
Male	80 %	2 %	18 %	0 %
Female	80 %	3 %	17 %	1 %
Age				
15 – 24 years	82 %	2 %	16 %	0 %
25 – 39 years	79 %	1 %	19 %	1 %
40 – 54 years	79 %	3 %	18 %	1 %
55 – 64 years	77 %	5 %	16 %	1 %
65+ years*	86 %	0 %	14 %	0 %
Education				
Still studying	81 %	1 %	17 %	0 %
No education	79 %	1 %	18 %	3 %
15 years or less	79 %	2 %	16 %	1 %
16 – 19 years	79 %	2 %	19 %	0 %
20 years and more	79 %	3 %	17 %	0 %
Occupation				
White collar, manager*	78 %	2 %	19 %	0 %
Employee	78 %	2 %	19 %	0 %
Self employed	81 %	1 %	18 %	1 %
Manual worker*	71 %	6 %	24 %	0 %
Not occupied	80 %	2 %	16 %	1 %
Type of locality				
Rural area or village	74 %	3 %	20 %	2 %
Small/ middle size town	84 %	2 %	13 %	0 %
Large town	79 %	2 %	20 %	0 %
Image of the EU				
Positive	87 %	0 %	13 %	0 %
Neutral	69 %	0 %	31 %	0 %
Negative*	0 %	52 %	44 %	5 %
Don't know*	0 %	0 %	40 %	60 %
Knowledge of the EU				
Total "know what the EU is all about"	80 %	2 %	17 %	0 %
Total "don't know what the EU is all about"	78 %	2 %	18 %	2 %

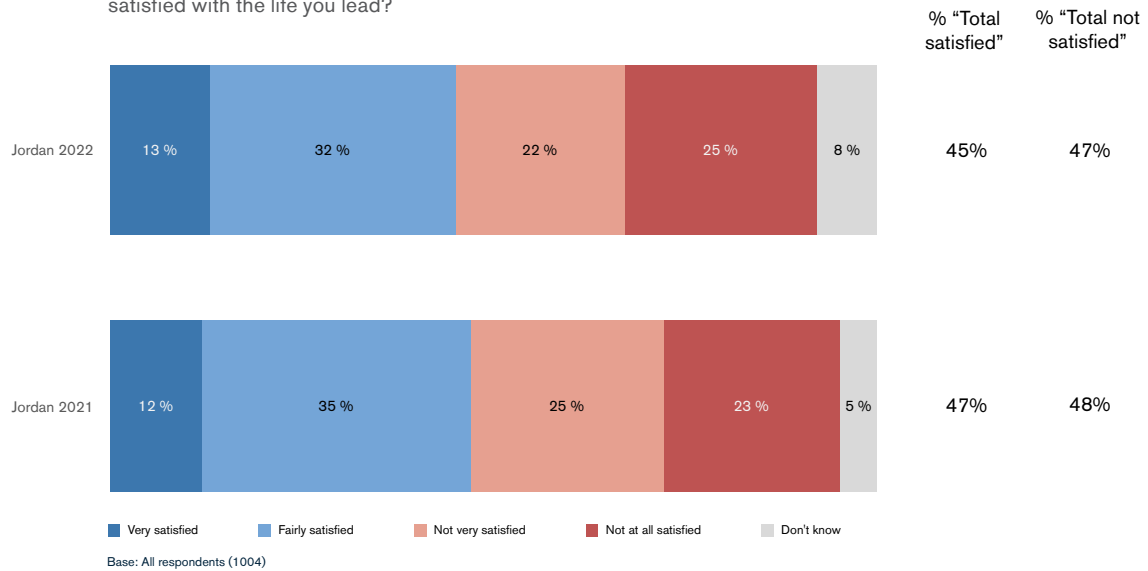
4. Citizens' Mood

This section of the report considers respondents' views on how satisfied they are with their personal life as well as the main challenges facing their country today.

4.1 Life Satisfaction

Life satisfaction in Jordan has slightly worsened since 2021 with 45% describing themselves as very or fairly satisfied (- 2 ppt since 2021). Half (47%) describe themselves as not very or not at all satisfied (48% in 2021). The proportion who do not feel at all satisfied with their life has increased slightly from 23% to 25%.

C1. On the whole, are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the life you lead?





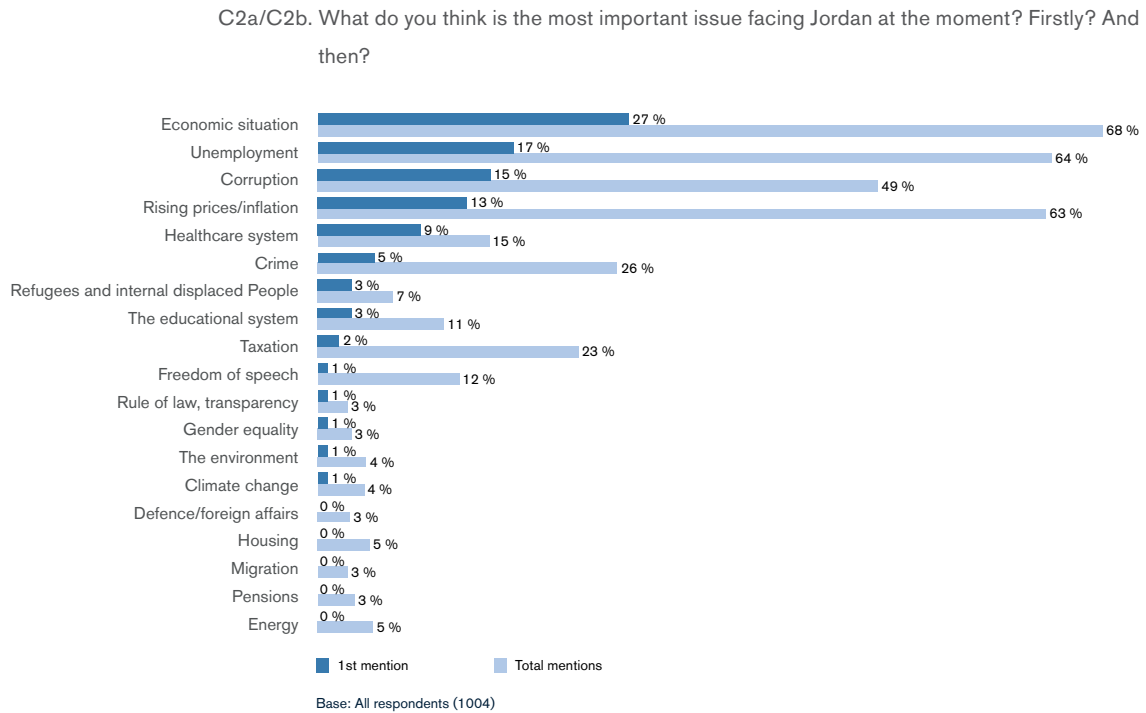
Base All Respondents	Jordan 1004		
	Total "Satisfied"	Total "Not satisfied"	Don't know
Total	45 %	47 %	8 %
Gender			
Male	40 %	50 %	9 %
Female	50 %	42 %	7 %
Age			
15 – 24 years	46 %	45 %	10 %
25 – 39 years	42 %	50 %	8 %
40 – 54 years	46 %	46 %	7 %
55 – 64 years	53 %	43 %	5 %
65+ years*	54 %	37 %	9 %
Education			
Still studying	50 %	40 %	9 %
No education	40 %	51 %	9 %
15 years or less	52 %	40 %	8 %
16 – 19 years	46 %	47 %	8 %
20 years and more	36 %	57 %	7 %
Occupation			
White collar, manager*	50 %	43 %	7 %
Employee	42 %	49 %	8 %
Self employed	41 %	55 %	4 %
Manual worker*	35 %	55 %	9 %
Not occupied	47 %	44 %	9 %
Type of locality			
Rural area or village	35 %	56 %	8 %
Small/ middle size town	47 %	45 %	8 %
Large town	48 %	44 %	7 %
Image of the EU			
Positive	50 %	44 %	7 %
Neutral	35 %	54 %	11 %
Negative*	23 %	72 %	5 %
Don't know*	40 %	50 %	10 %
Knowledge of the EU			
Total "know what the EU is all about"	46 %	46 %	7 %
Total "don't know what the EU is all about"	42 %	48 %	9 %

The sociodemographic analysis reveals considerable differences between subgroups of the population. Women are much more likely to describe themselves as satisfied (50% compared to 40% of men). Life satisfaction is lower amongst younger age groups (46% of those aged 15 – 24 compared with 53% of those aged 55 – 64). Those with the highest level of education are most likely to describe themselves as not satisfied (36% of those who finished education aged 20 or over compared to 52% who finished aged 15 or under). Those living in large towns are more satisfied than those in rural areas (48% cf. 35%).

4.2 Issues facing the Country

The chart below shows the most important issues facing Jordan.

The key issue facing Jordan is the economic situation which was the most important issue for 27% (26% in 2021) and mentioned in total by 68%.



The next issues most likely to be mentioned are unemployment (mentioned by 17% as the most important issue and 64% in total), corruption (mentioned by 15% as the most important issue and by 49% in total) and rising prices and inflation (mentioned by 13% as the most important issue and 63% in total).