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OPINION POLLS in Jordan



Fieldwork 2022



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METHODOLOGY

Coverage



Algeria, Egypt, Israel, Jordan,
Lebanon, Libya, Morocco,
Palestine, Syria & Tunisia



Target

Representative sample of citizens
aged 15 years and above
1000 in each country
(2000 in Egypt)



Fieldwork Period

September – October 2022



Questionnaire

Translated into French,
Arabic & Hebrew

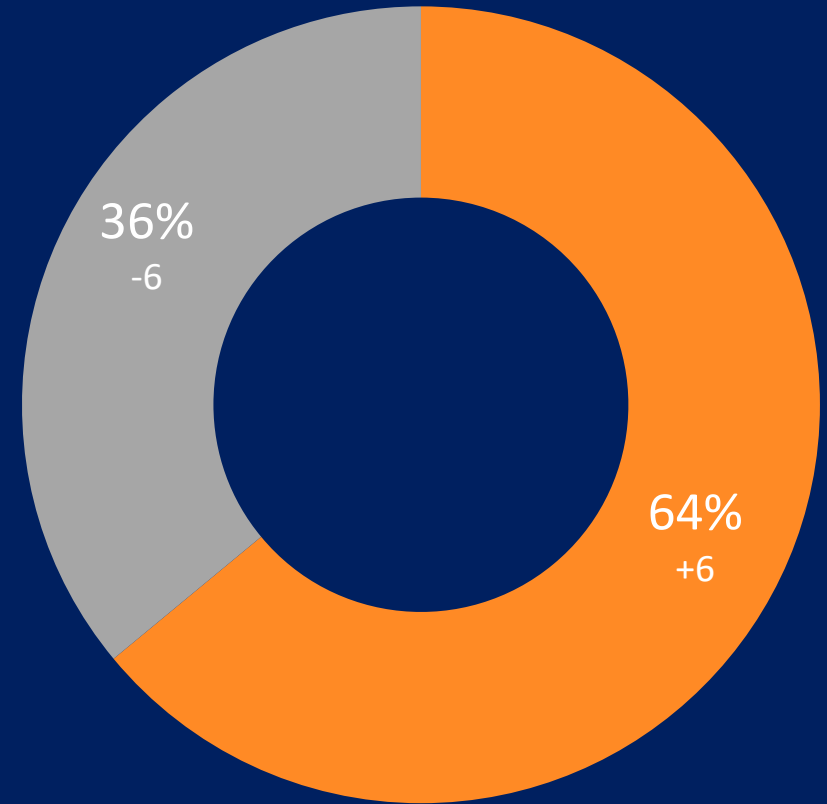
KNOWLEDGE & PERCEPTION OF THE EU



Knowledge & Perceptions of the

A1a. Could you tell me to what extent you know what the European Union is all about?

Jordan



■ Total "knows what the European Union is all about"

■ Total "don't know what the European Union is all about"

Jordan:
Very low but Improving level
of Subjective knowledge of
the EU

Close to 2 respondents out of 3 believe that they know
what the EU is all about.

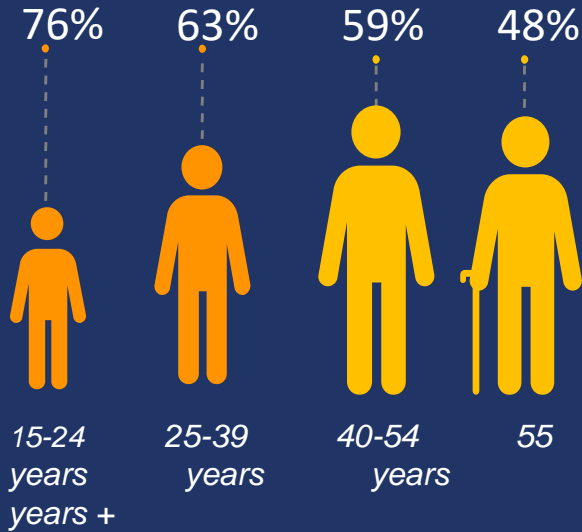


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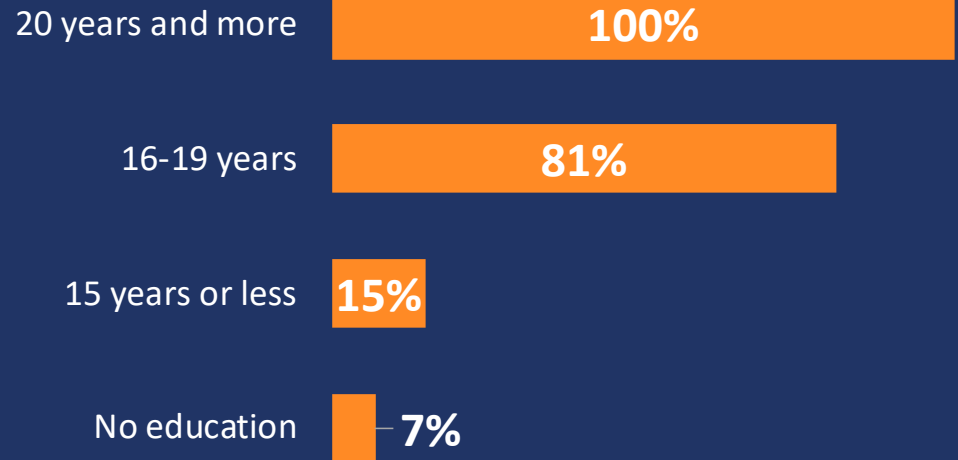
Who are those with knowledge of the EU?

Total "know what the EU is all about"
JORDAN



Education

Total "Know what the EU is all about"





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Objective Knowledge

For each of the following statements about the European Union could you please tell me whether you think it is true or false?

The European Union has a Parliament directly elected by its citizens

The European Union is an economic and political union of 27 european countries

The European Union is a regional institution of the United Nations

The euro is the currency of all Member States of the European Union

The European Union has an embassy and an appointed ambassador of its own in Israel

The European Union's has its main headquarters in Brussels

**Objective knowledge in Jordan:
2,16 (out 6) correct answers on average**



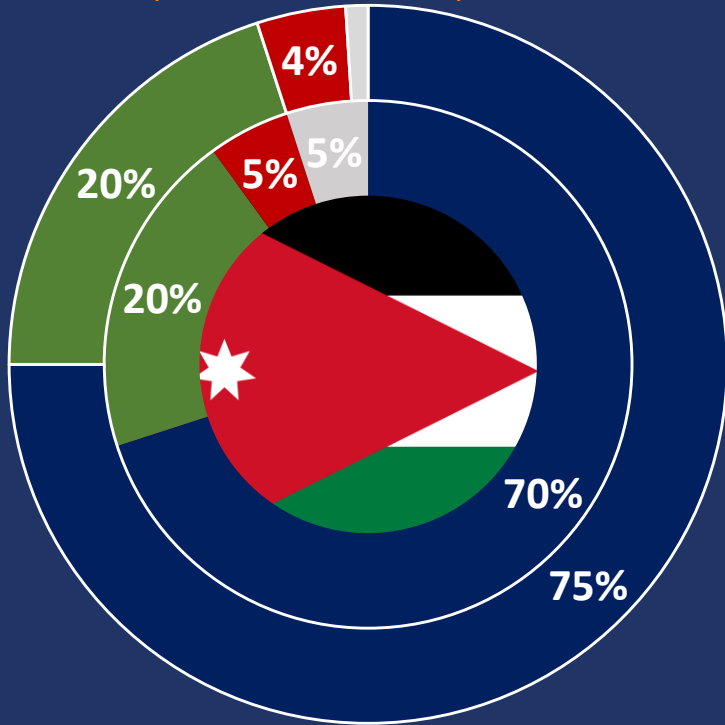
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The image of the EU



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

Inner pie « 2021 » - outer pie « 2022 »



- Total "Positive"
- Neutral
- Total "Negative"
- Don't know

Total « Positive » 2022



67%

Rural
Areas



80%

Small or
middle size
towns



75%

Large towns

A wide majority of citizens (75%) in Jordan have a positive image of the EU,



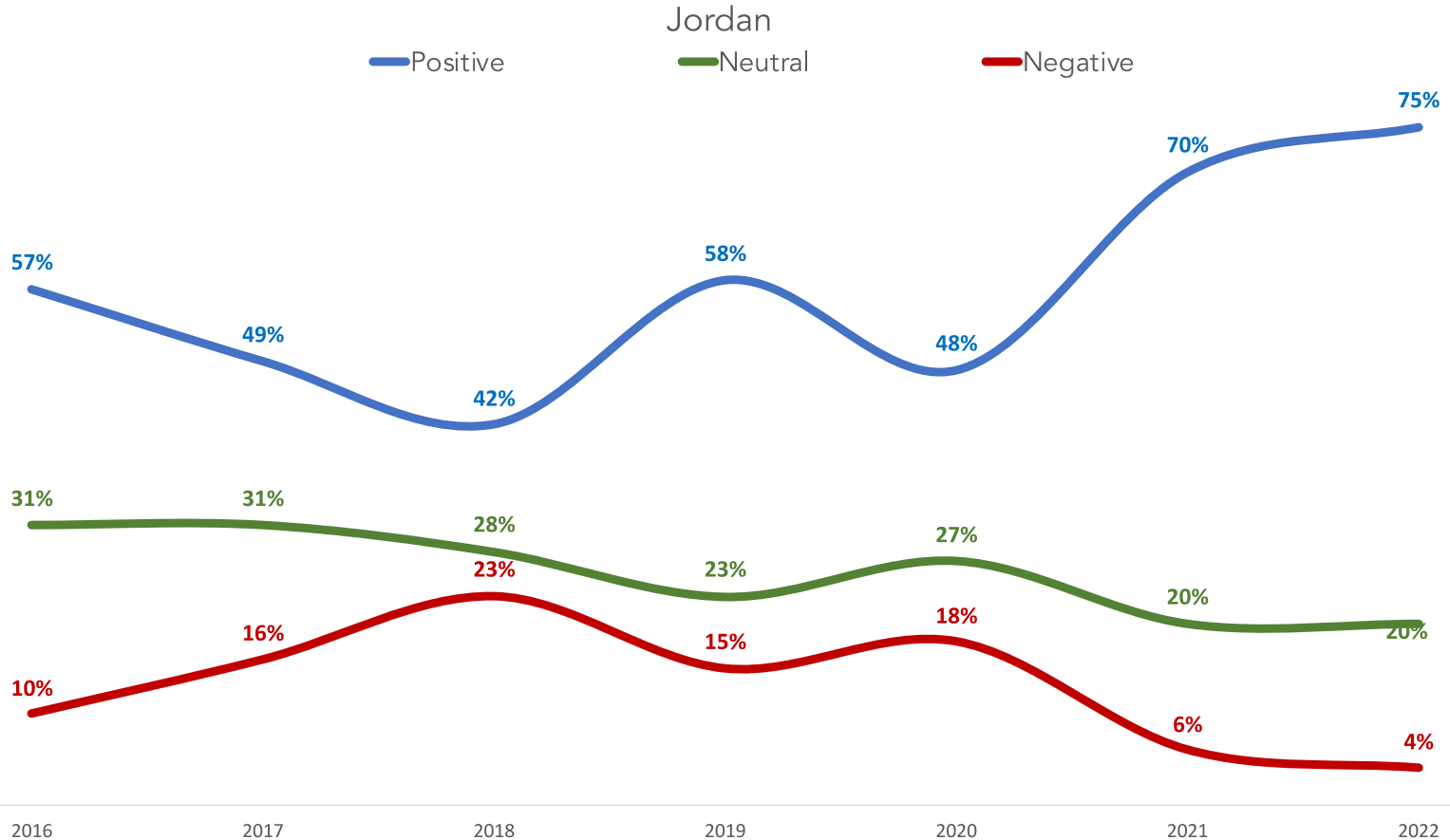
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The image of the EU



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

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



A steady improvement of positive perception of the EU in the last years



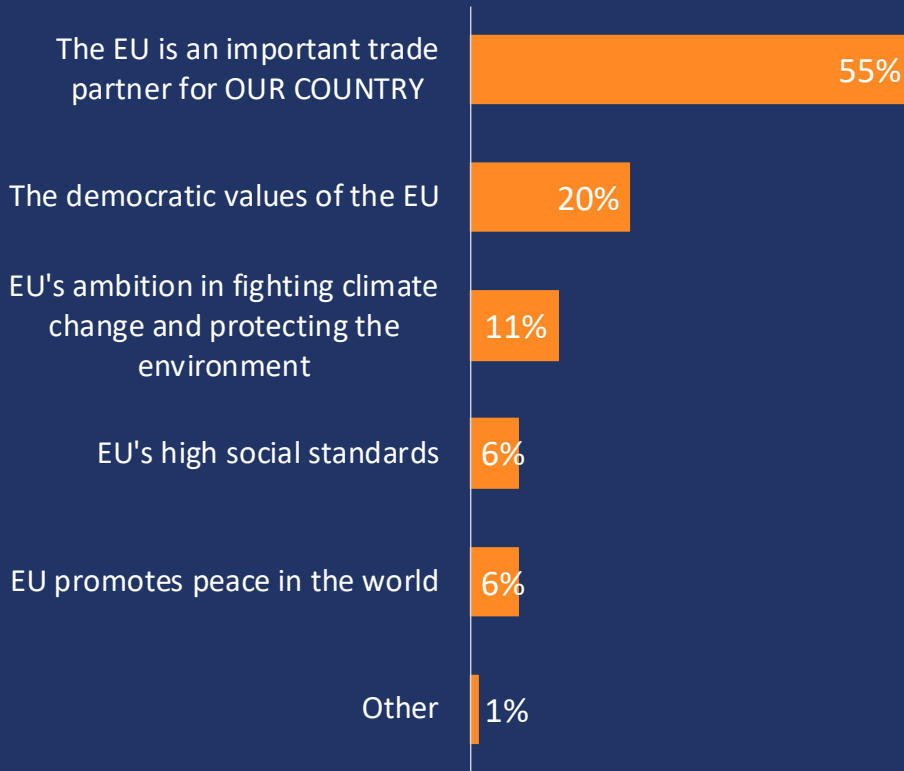
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The image of the EU

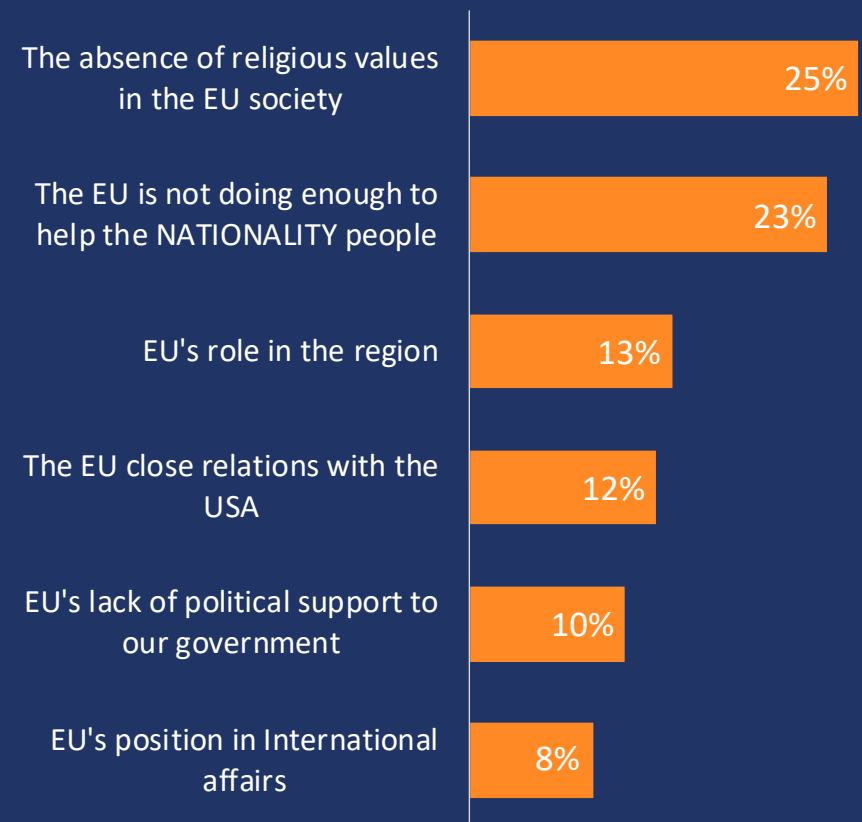


In general, does the European Union conjure up to you a very positive, fairly positive, neutral, fairly negative or very negative image?

Reasons for having a positive image of the EU



Reasons for having a negative image of the EU



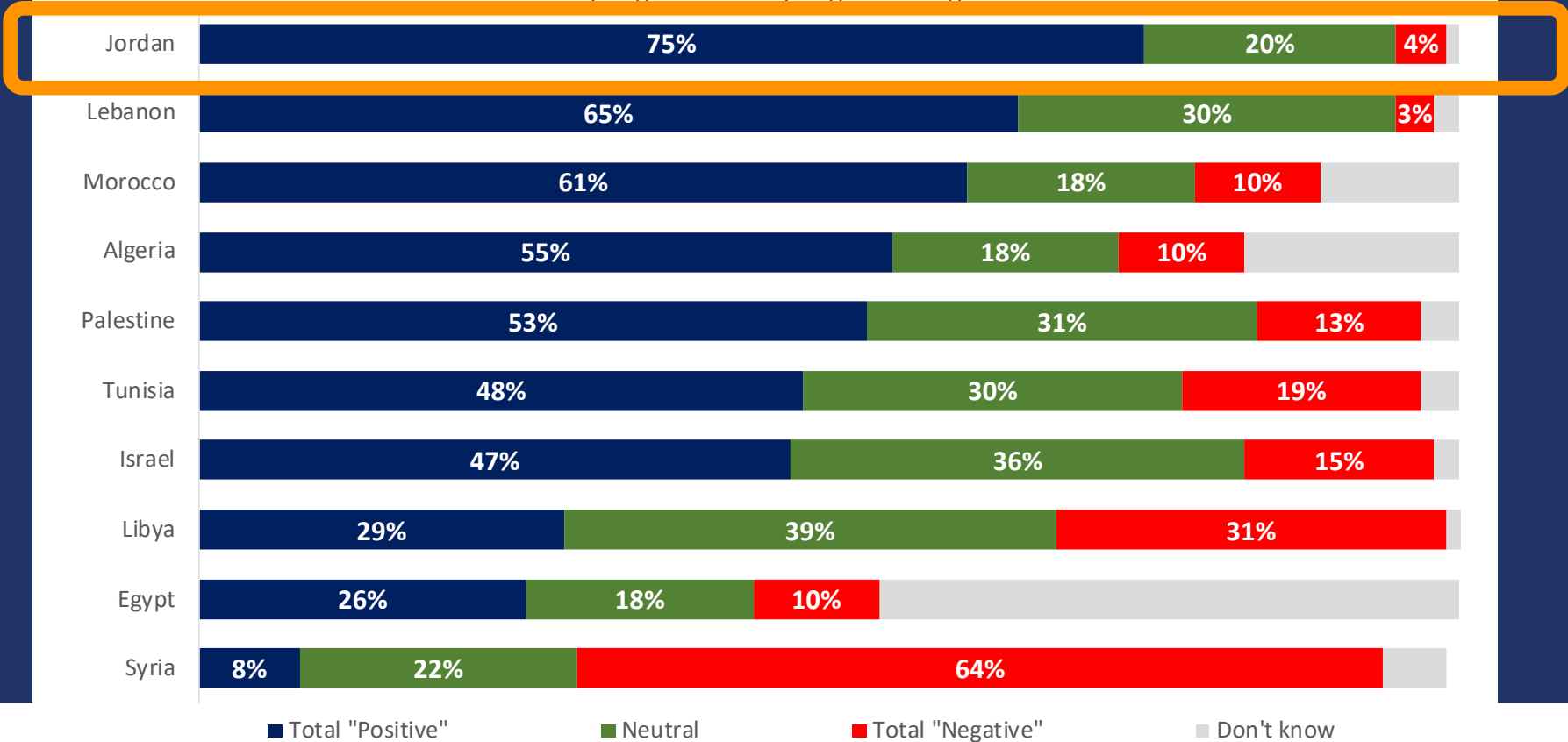


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The image of the EU Comparatively to other countries

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



HIGH LEVELS of Positive Perceptions

In 5 out of 10 countries, more than 50% of citizens have a positive image of the EU

Syria (64%) and Libya (31%) :

Highest negative perception of the image of the EU

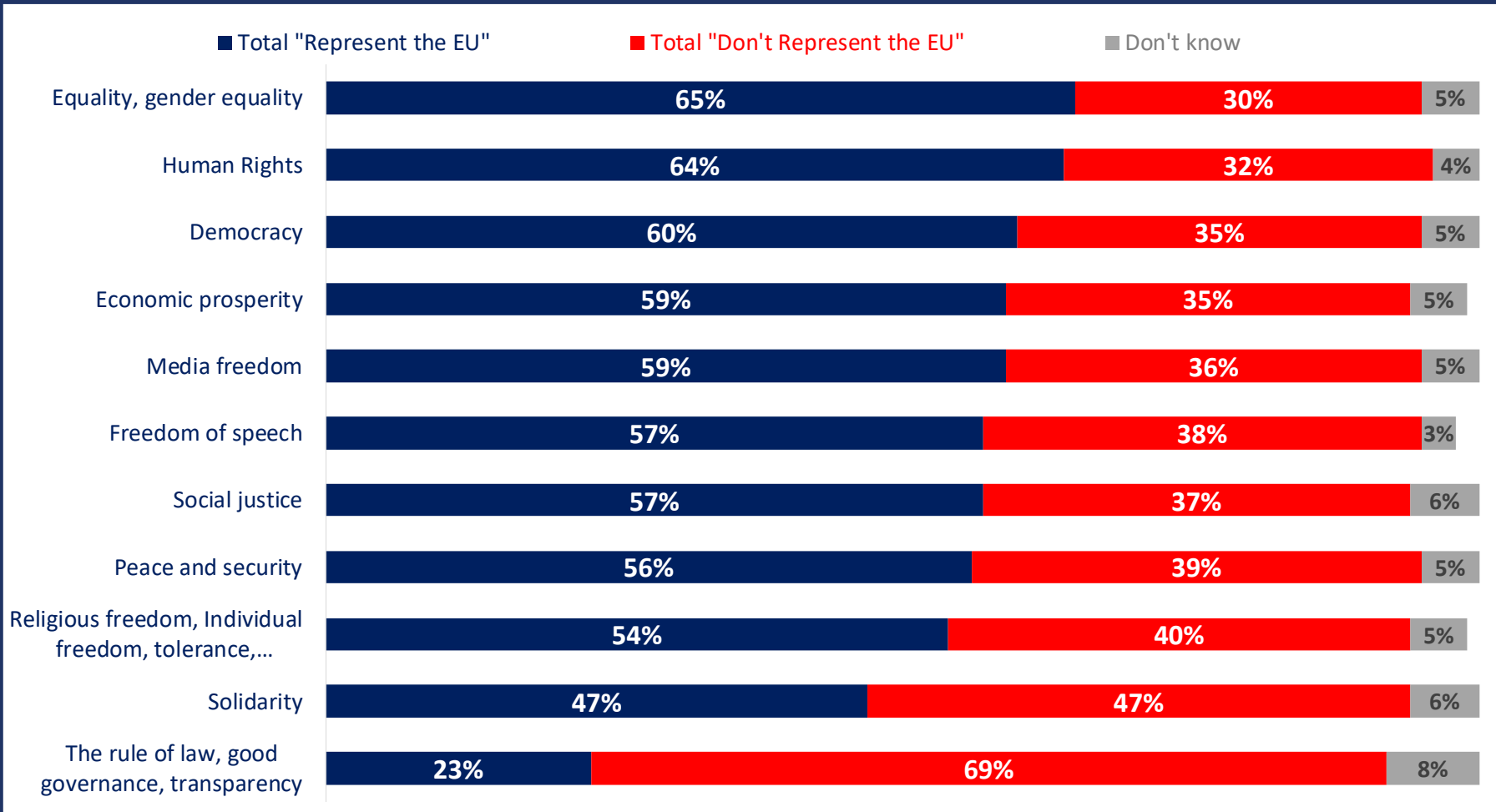


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The values that represent the EU the most



To what extent does the European Union represent the following values for you?



Equality, Human rights, Democracy, and Economic prosperity are the values that are seen to represent the EU the most

RELATIONS BETWEEN JORDAN AND THE EU





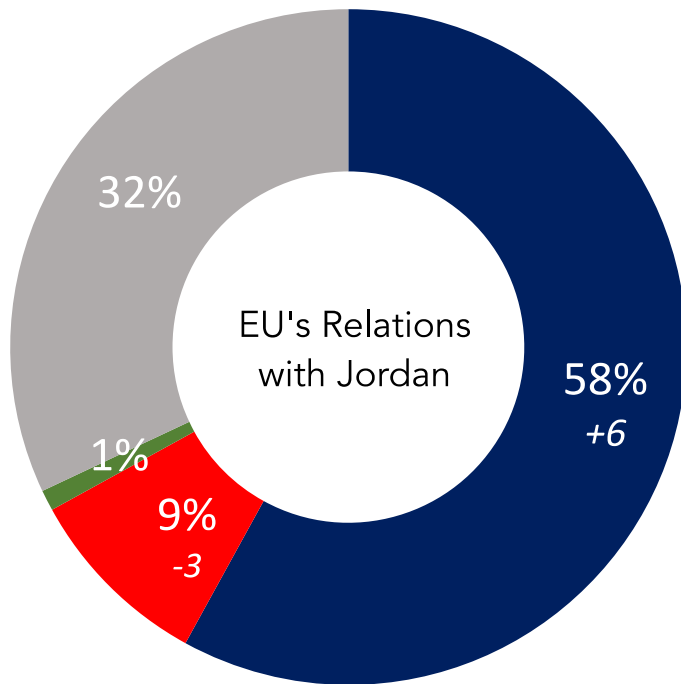
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Overall, EU's relation and partnership are positively perceived



EU's relation with JORDAN

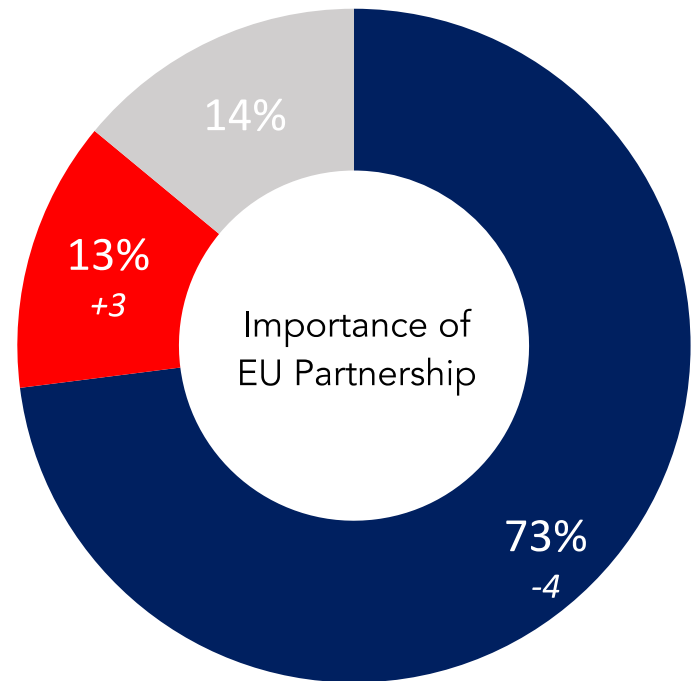
A5. Would you describe the European Union's relation with Jordan as very good, fairly good, fairly bad or very bad?



- Total "Good"
- Total "Bad"
- The EU does not have any relationship with Jordan
- Don't know

EU's partnership with JORDAN

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



- Total "Important"
- Total "Not important"
- Don't know



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EU's relations with Jordan



Knowledge of the EU an important driver of positive assessment

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

Total "Good"

77%



Total "Don't know"

73%



Total "know what the EU is all about"

Total "don't know what the EU is all about"



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EU's relations with (COUNTRY)

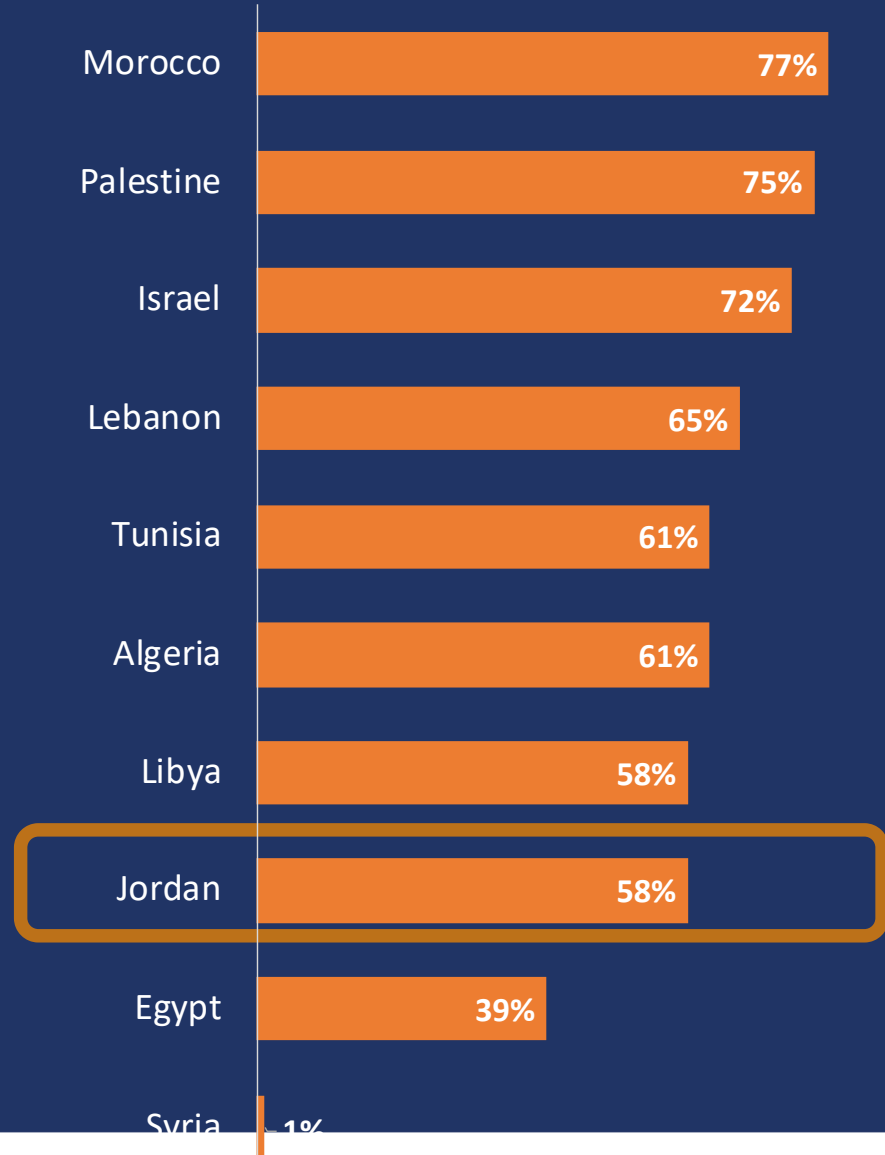


Would you describe the European Union's relation with (COUNTRY) as very good, fairly good, fairly bad or very bad?

A wide majority of citizens in 8 out of 10 countries believe that EU's relations with their country is "Good".

Highest in Morocco (77%) and Palestine (75%)
Lowest in Syria (1%)

■ Total "Good"





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Importance of EU Partnership

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

The image of the EU is an important driver of this assessment

Total "Important"

Total "Positive Image of the EU"

80%



Total "negative image of the EU"

30%



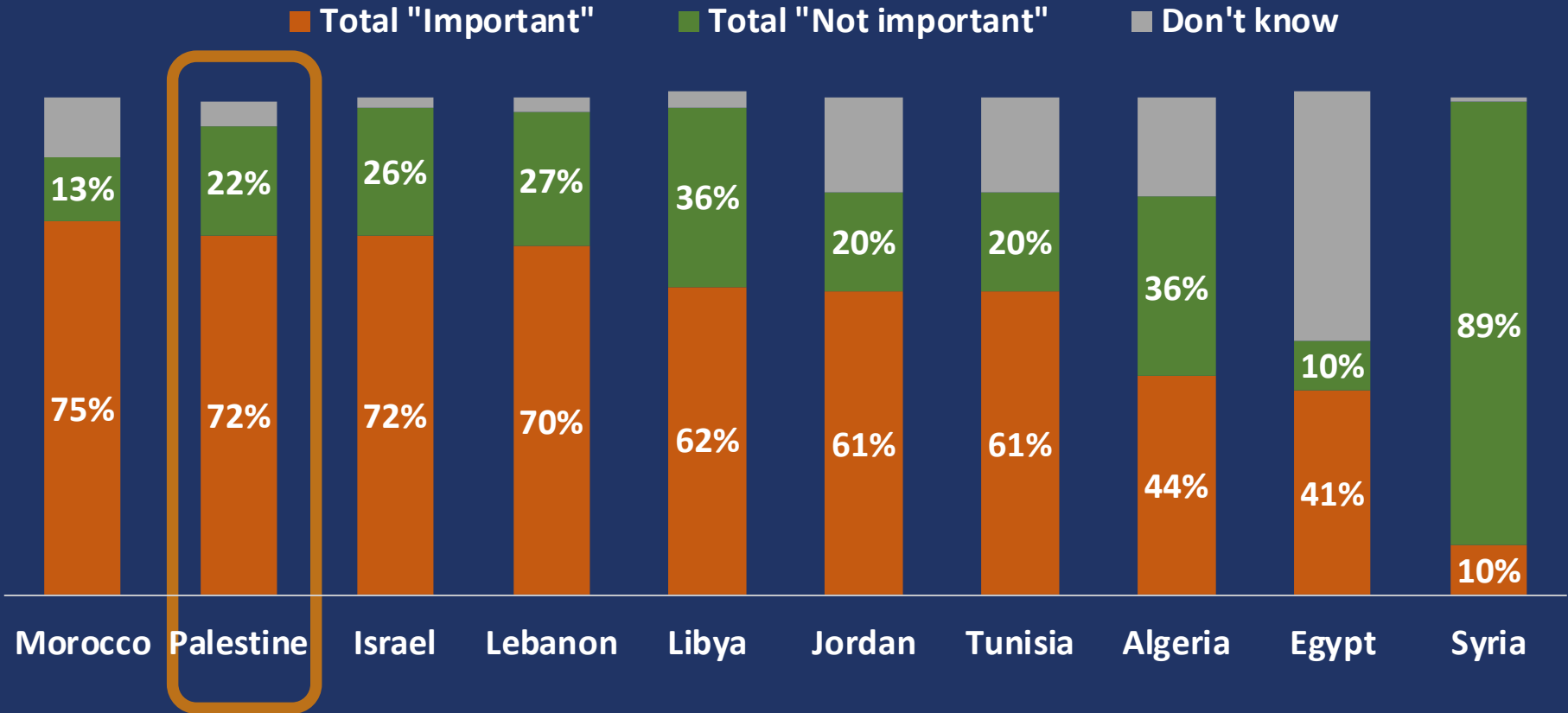


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Importance of EU Partnership

Could you tell me to what extent you believe that the European Union is an important partner of (OUR COUNTRY) or not?



The EU partnership is widely acknowledged as “important” in 7 countries in the region (second highest in Palestine)

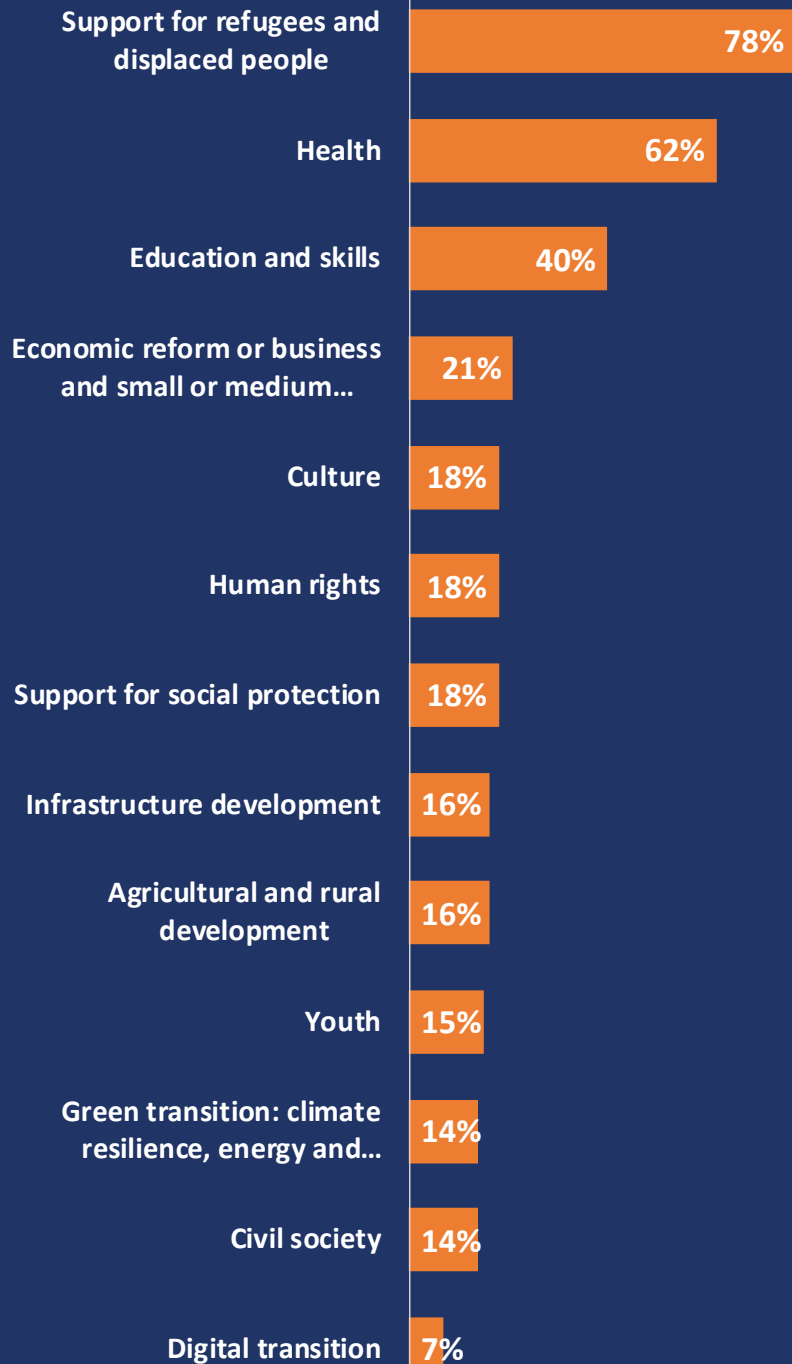


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Awareness of EU Cooperation in Jordan

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 an EU cooperation programme in....

% YES





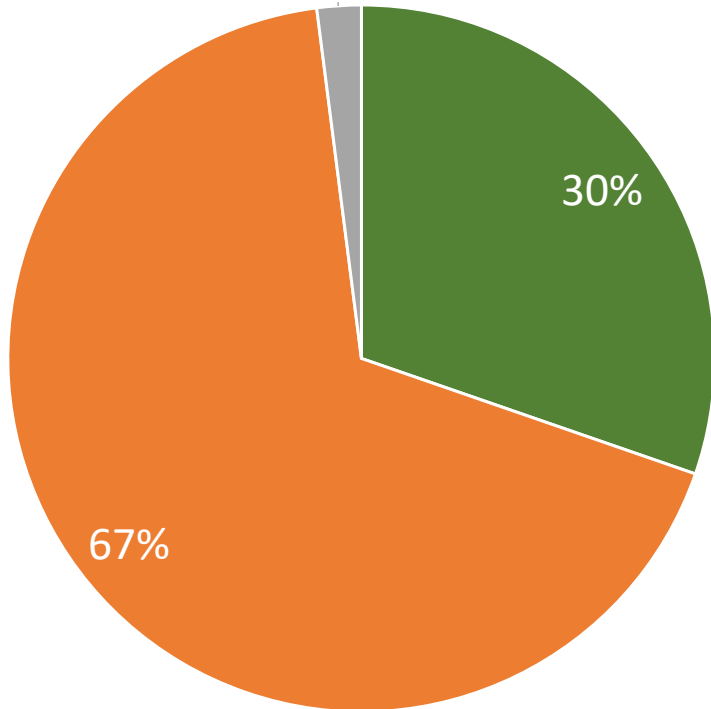
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Awareness of EU Action in Jordan

A3A. Have you heard, seen or read anything about the following regarding European Union in the last 12 months?

A3. In the last 12 months, have you seen or heard anything about the European Union ?



■ Yes ■ No ■ Don't know

A3A. Have you heard, seen or read anything about the following regarding EU in the last 12 months? **To those who answered « Yes » to A3**

Women Campaign	24%
Europe Day	19%

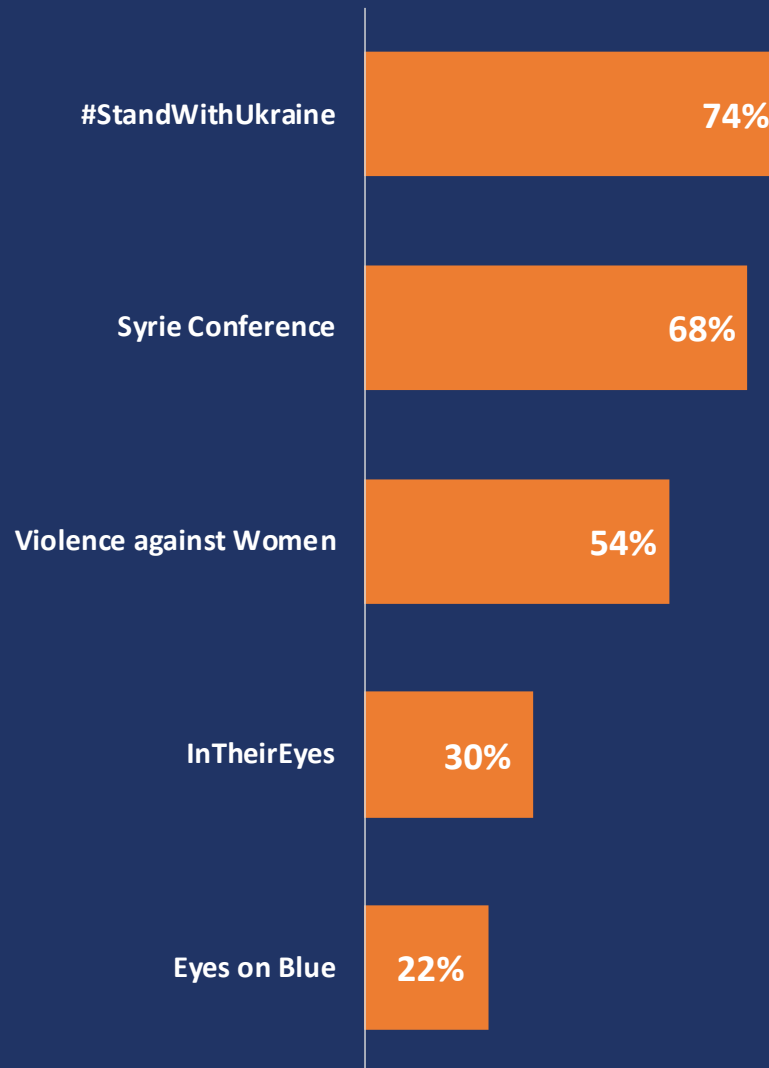


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Awareness of EU Regional Action in Jordan

Have you ever heard, seen or read anything about the following events/initiatives/campaigns? Total "YES"



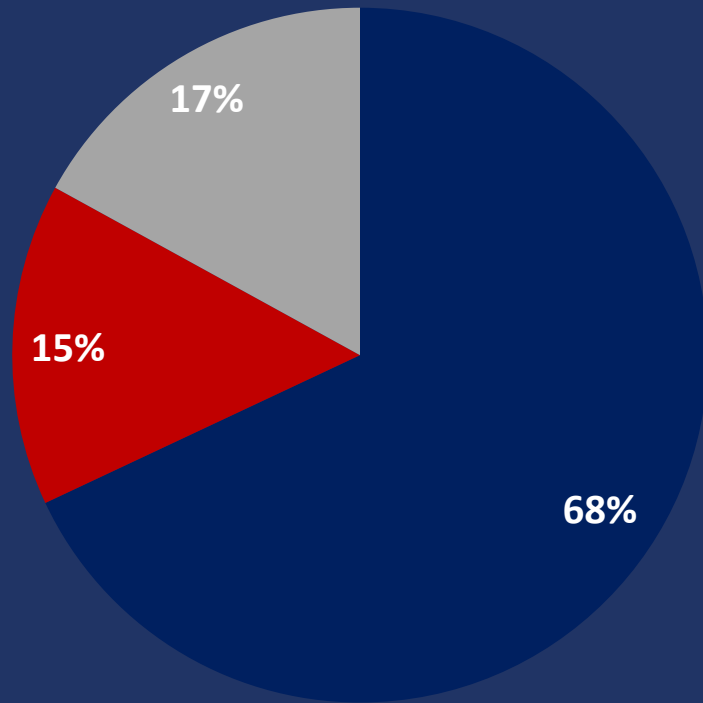


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Perceived effectiveness of EU Cooperation in Jordan



According to what you know, to what extent do you think that the support provided by the European Union to Jordan has been overall effective or not?



- Total "Effective"
- Total "Not effective"
- Don't know

Total Effective
vs 2021
+1



Total Not effective
vs 2021
+4





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Most mentioned areas of benefit from EU support



In which of the following areas would you say that Jordan has benefitted from European Union support?



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



POSITIVE

66%

+4



NEGATIVE

15%

+8



NO IMPACT

9%

+7

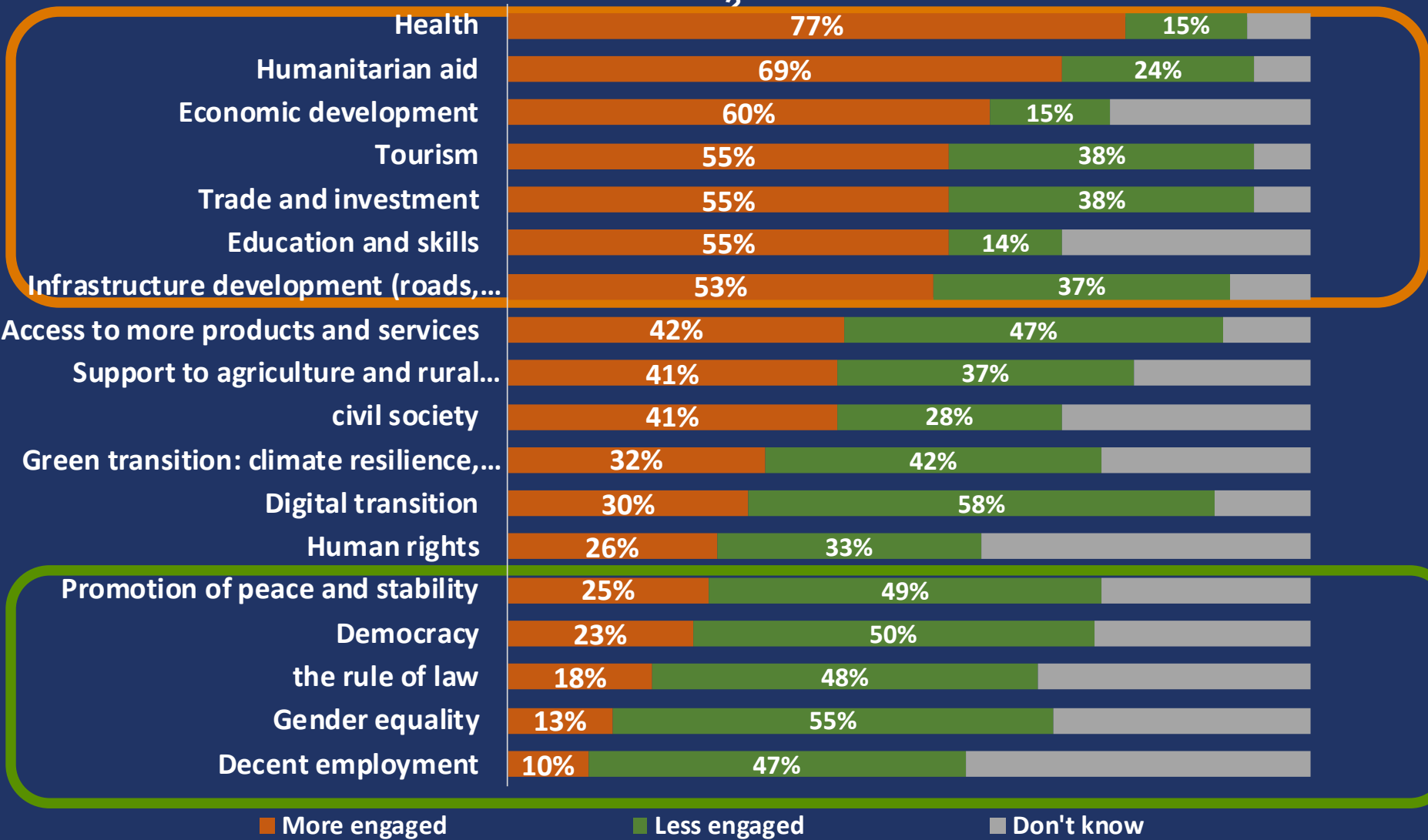


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Areas in which the EU could be more engaged

Please tell me whether or not you think the European Union could be more engaged in Jordan





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Level of trust



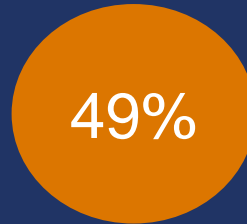
*How much trust do you have in these institutions?
TOTAL "Tend to trust"*

**The European
Union**



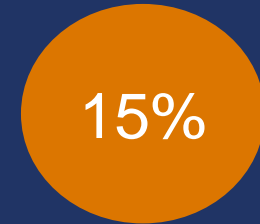
- 5

**The United
Nations**



- 2

The Arab League



- 2

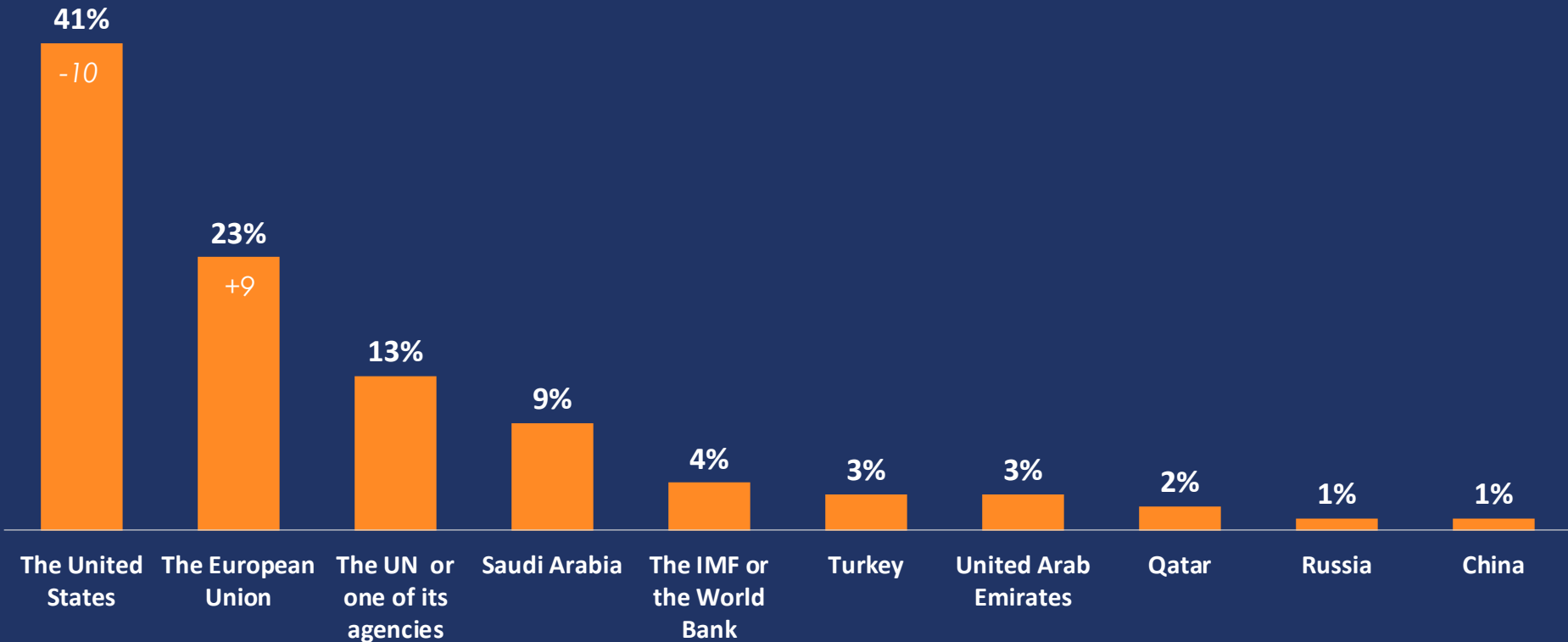


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Lead Donors of Support

In your view, which of the following international institutions or countries is the lead donor of support to JORDAN?



More than ever the EU is acknowledged as leading the support to Palestine



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EU's response to the war in Ukraine



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

**Total
"Positively"**



49%

**It did change
your perception**



19%

**Total
"Negatively"**



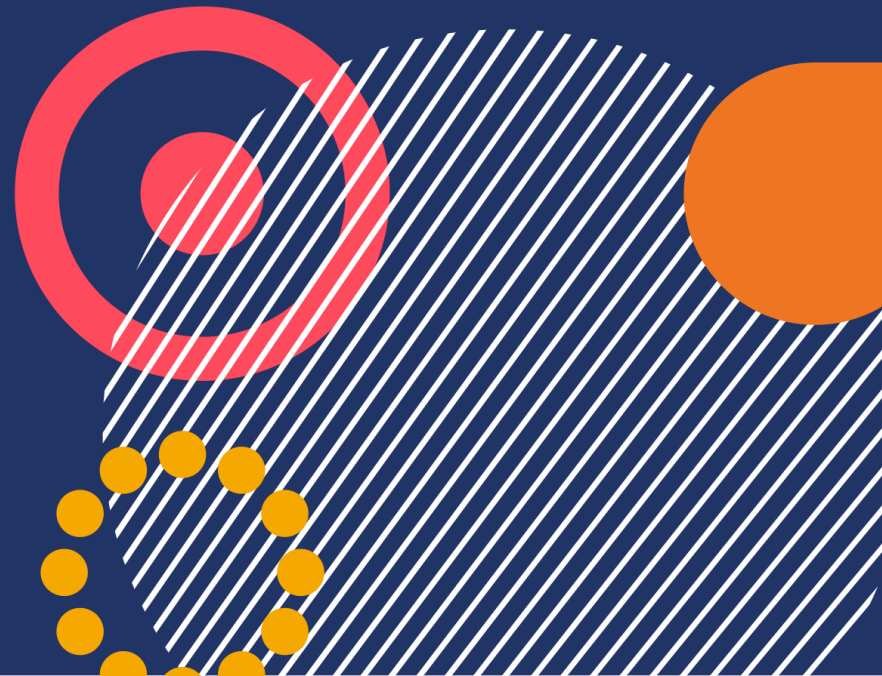
31%

Don't know



16%

SOURCES OF INFORMATION ON THE EU



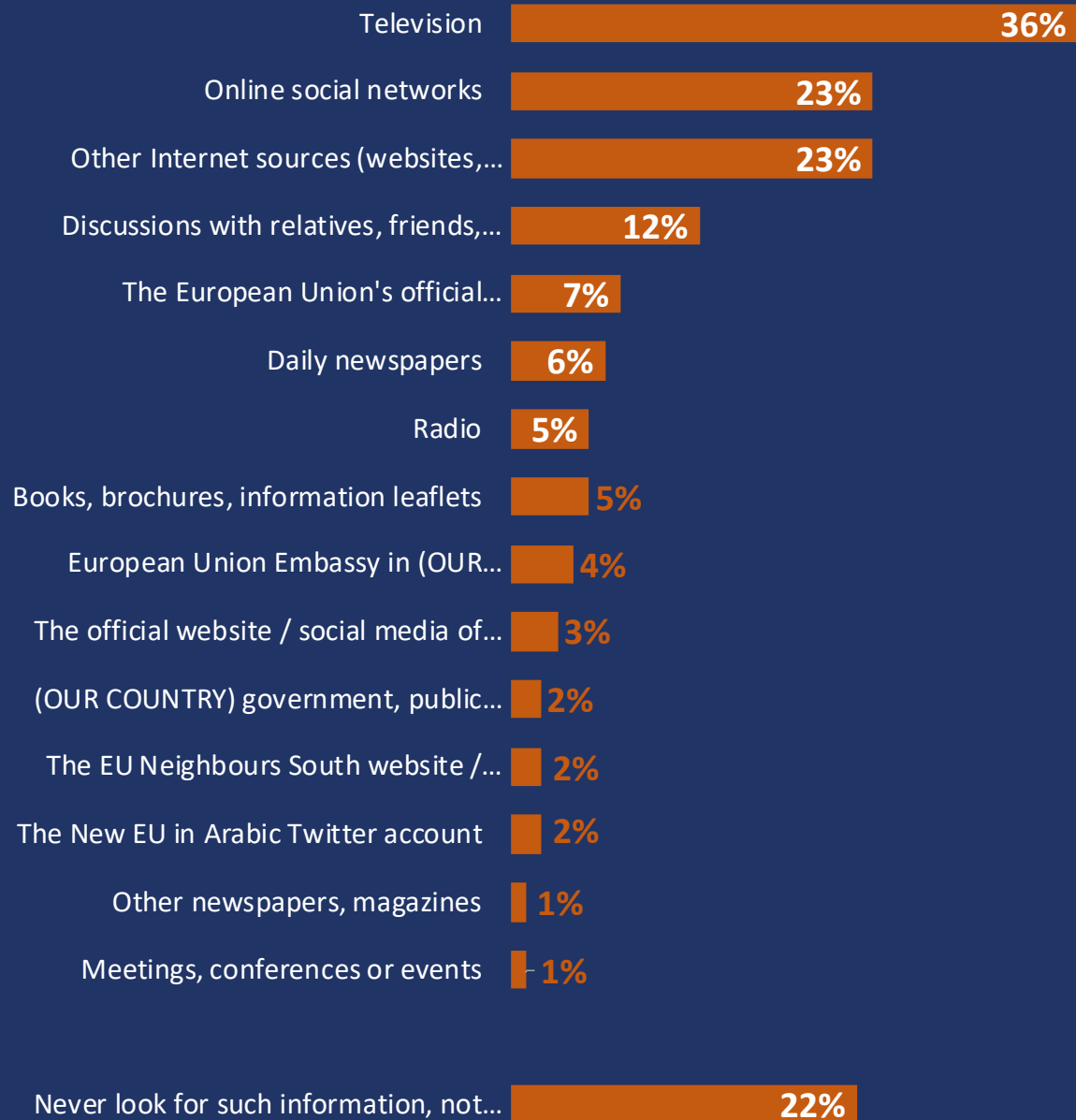


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Sources of Information about the EU



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?



Preferred sources

Television

Online Sources

Discussion with relatives, friends



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“Most Frequently” used national media



Roya	82%
Jordan TV	32%
Al Mamlaka TV	54%



FM Security Radio	21%
Radio Fen FM	18%
Hashemite Kingdom of Jordan Radio	17%



Al Rai newspaper	15%
Al Dustour	15%
Al Anbat	7%
Never reads Newspapers	72%



Youtube	70%
Facebook	58%
WhatsApp	55%
Instagram	49%

CITIZENS' MOOD





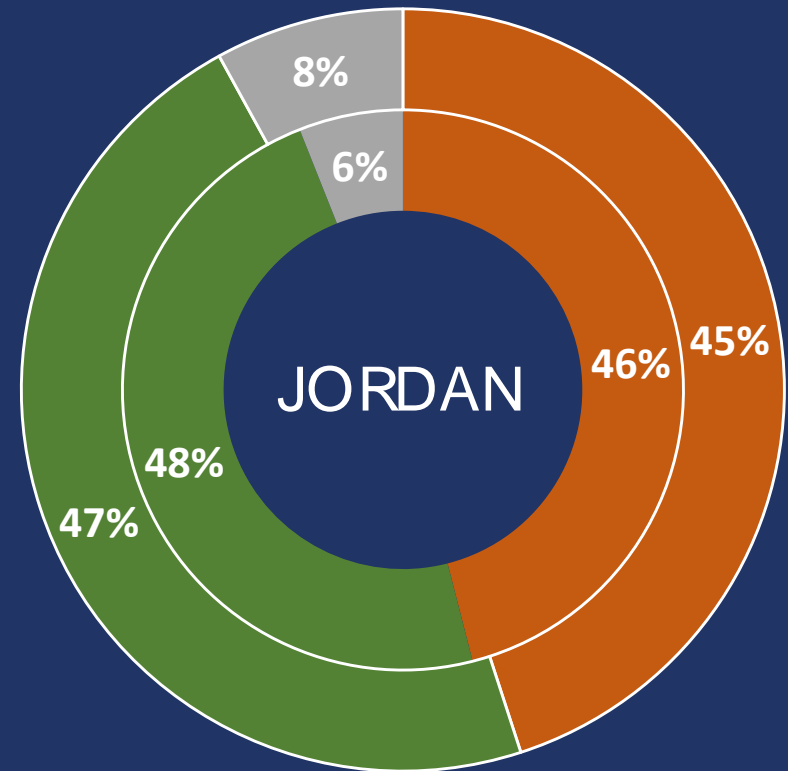
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Life Satisfaction



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

Inner pie « 2021 » - outer pie « 2022 »



■ Total "Satisfied" ■ Total "Not Satisfied" ■ Don't know

A divided population in Jordan on the level of life satisfaction



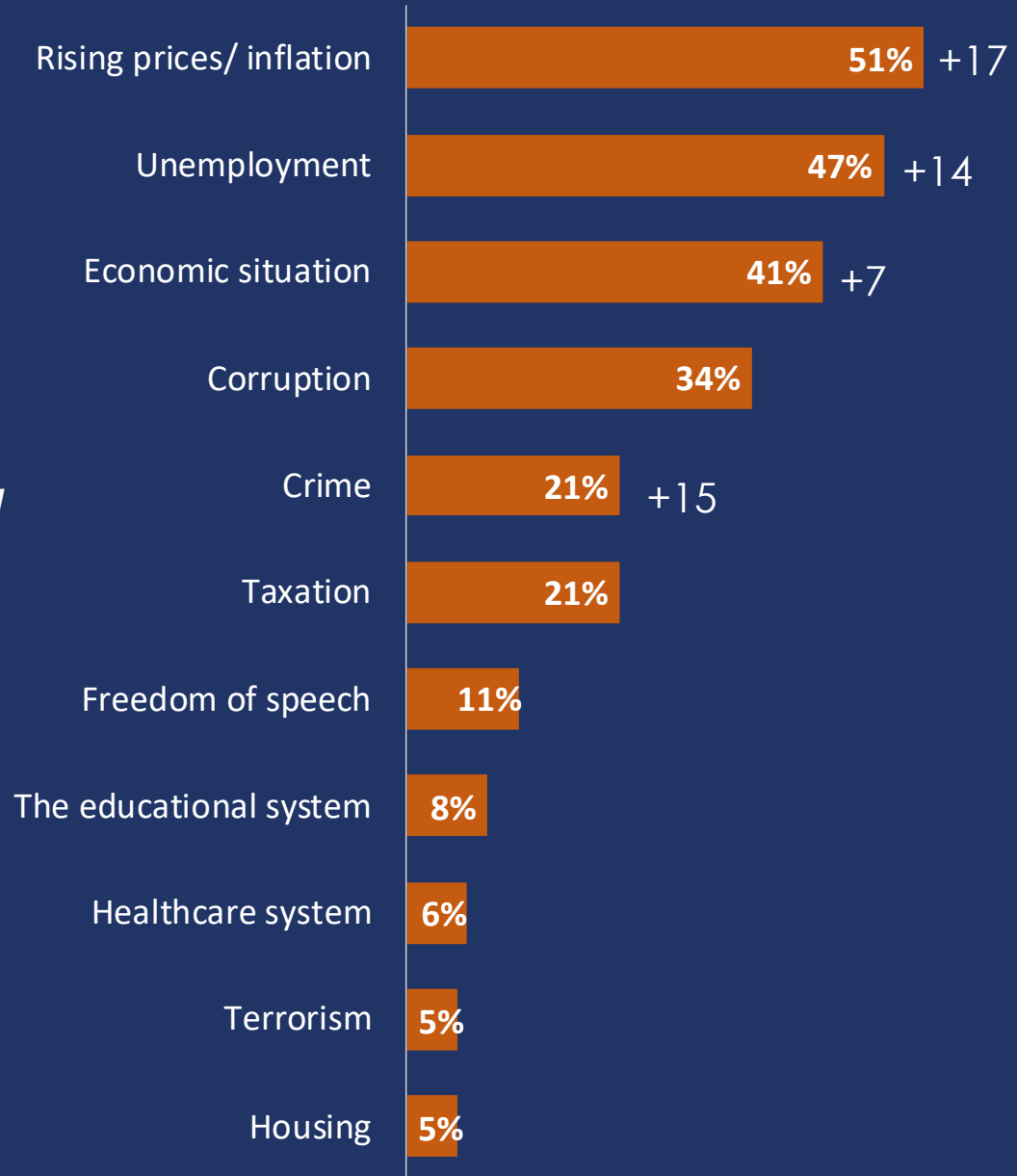
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Issues Facing Country



What do you think is the most important issue facing Jordan at the moment? Firstly?

*Citizens in Jordan are mostly worried about economic issues”
(Rising prices, Unemployment, Economic situation, Corruption and Crime)*



THANK YOU

