

OPINION POLLS

Image and perceptions of the EU in Jordan



Fieldwork 2025

Coverage



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

Target



Representative sample of citizens
1000 in each country
(2000 in Egypt)

Fieldwork Period



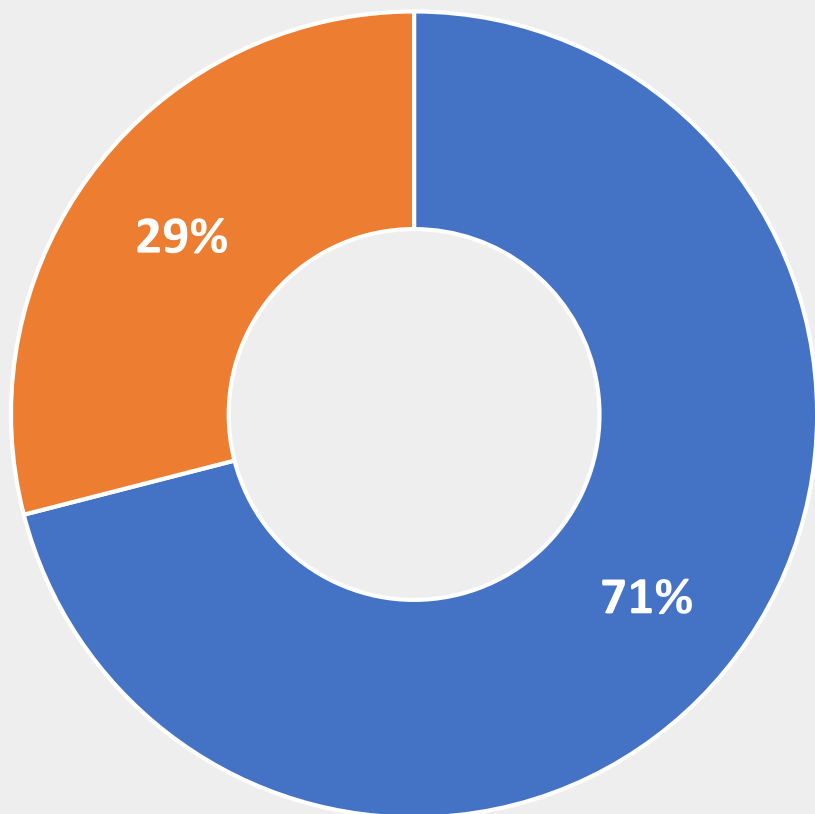
June 2025

Questionnaire



Translated into
French, Arabic & Hebrew

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



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

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

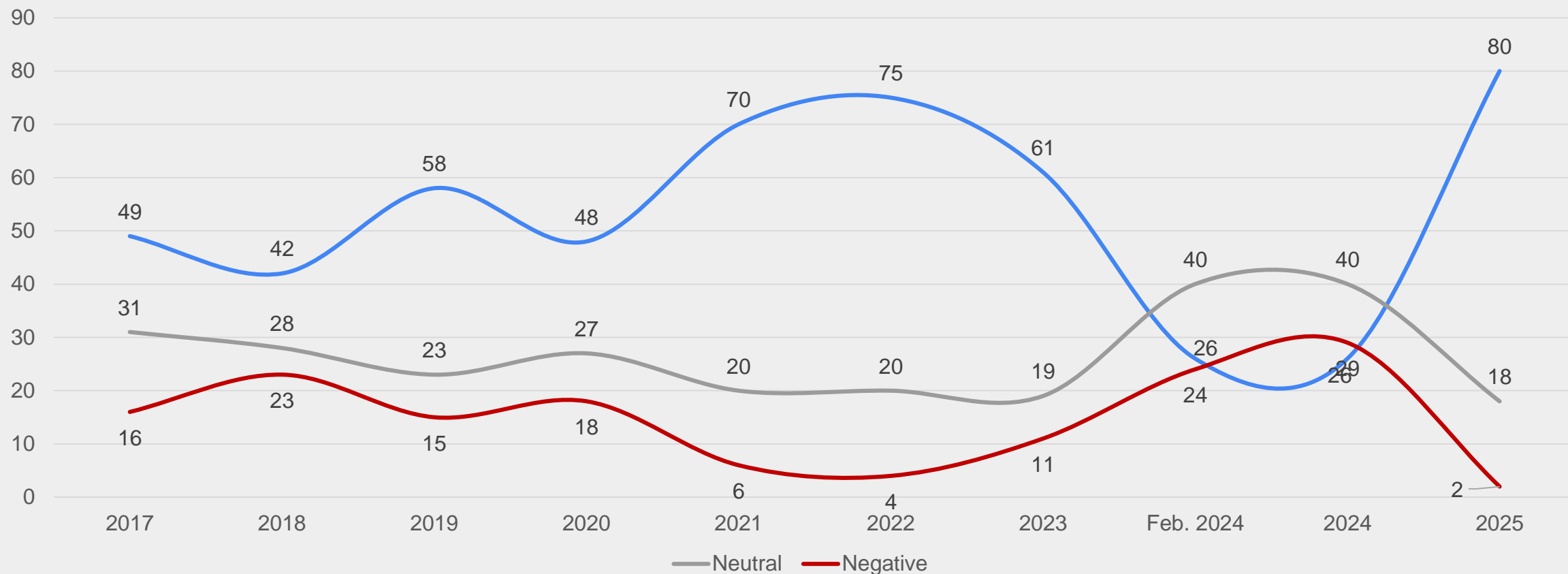


Significant increase in
subjective knowledge of
the EU (+37pts from 2024)

7/10

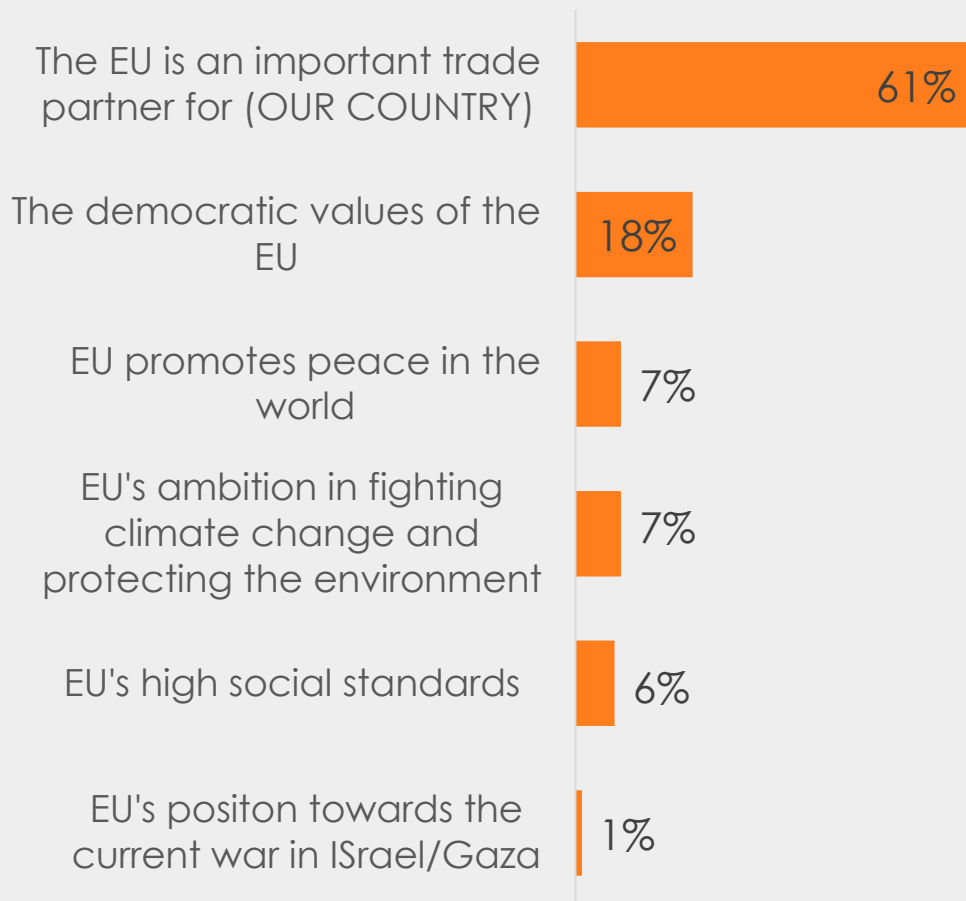
Around 7 respondents
out of 10 believes that
they know what the EU
is all about.

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

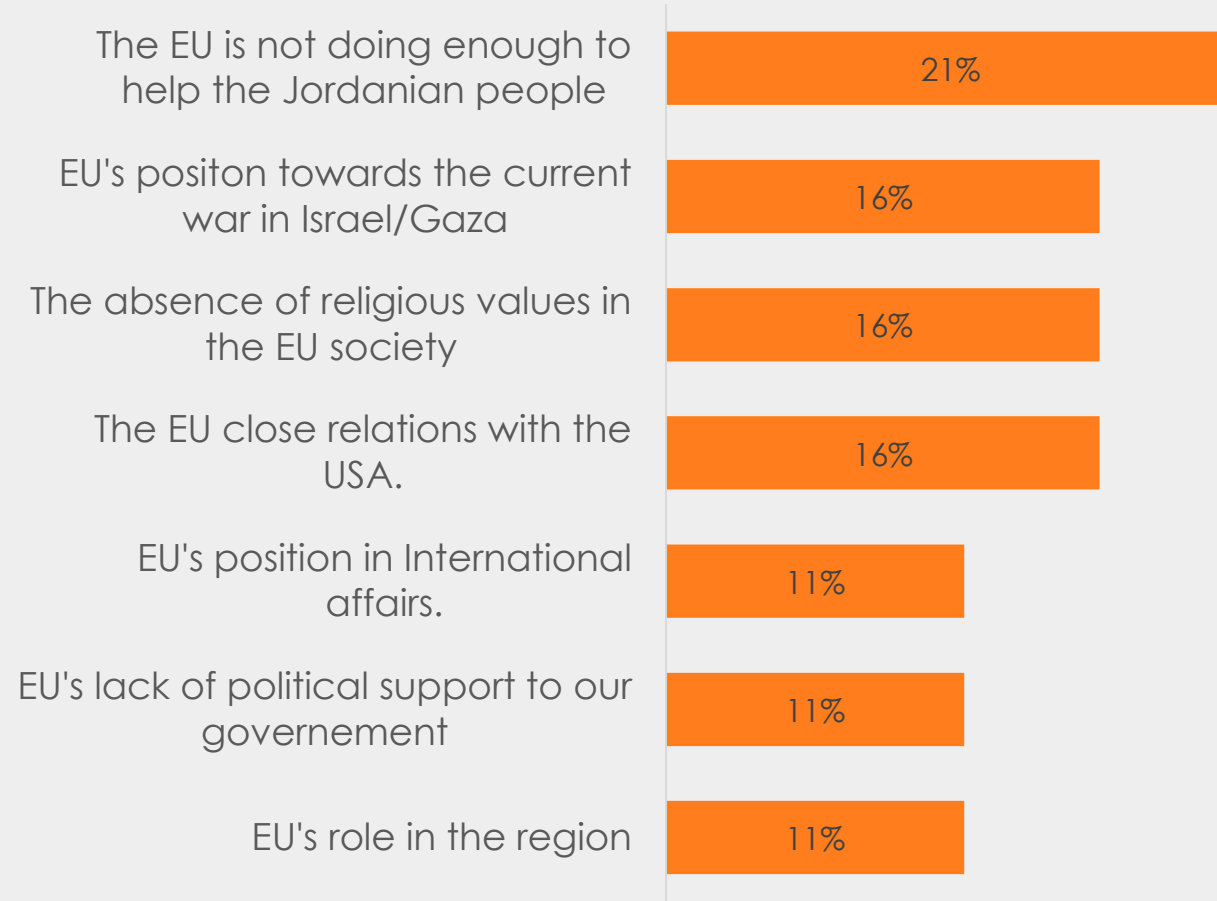


“Positive” image of the EU highest 2017
Negative perceptions are at their lowest since 2017
 Decrease in neutral perceptions

Reasons for having a positive image of the EU



Reasons for having a negative image of the EU



Expectations from the EU in light of the US's decrease in aid to the region



*The EU should
reinforce its
involvement in
this region*

53%



*The EU should
decrease its
involvement in
this region*

4%



*The EU should
maintain its
current
approach*

34%

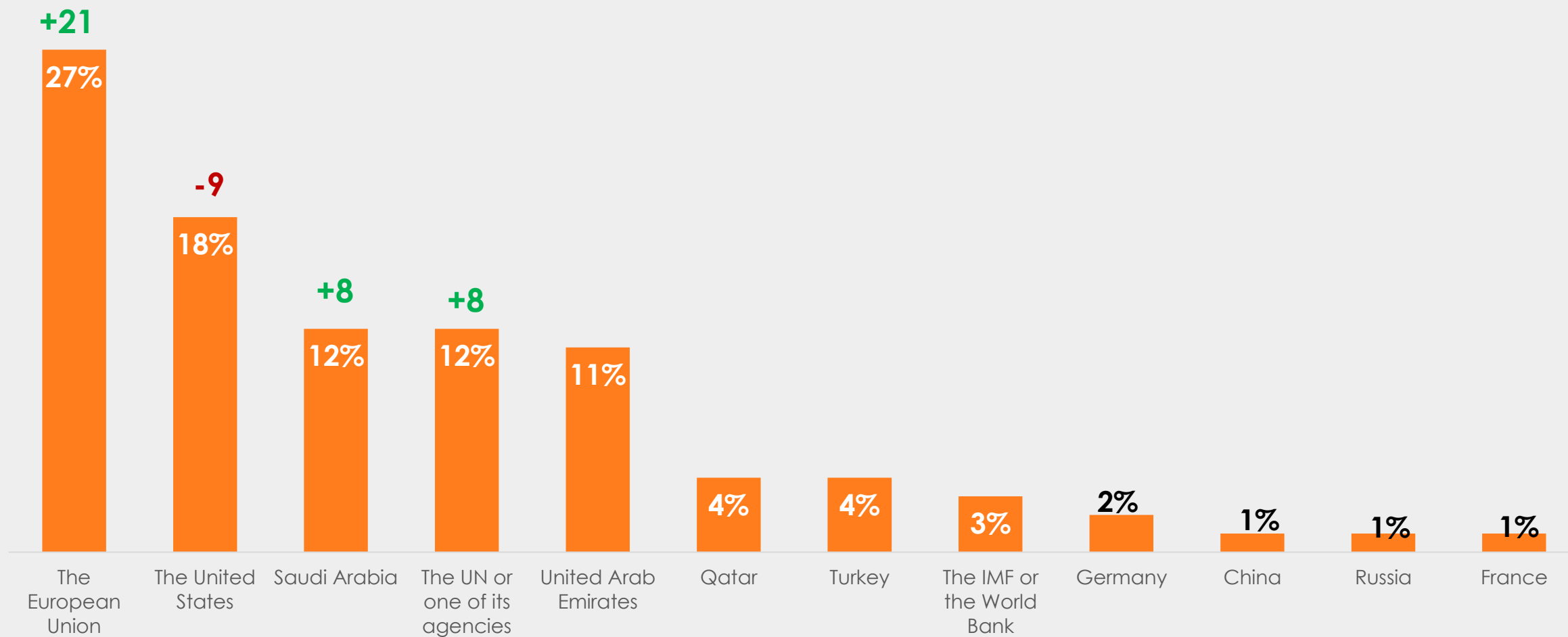


Don't know

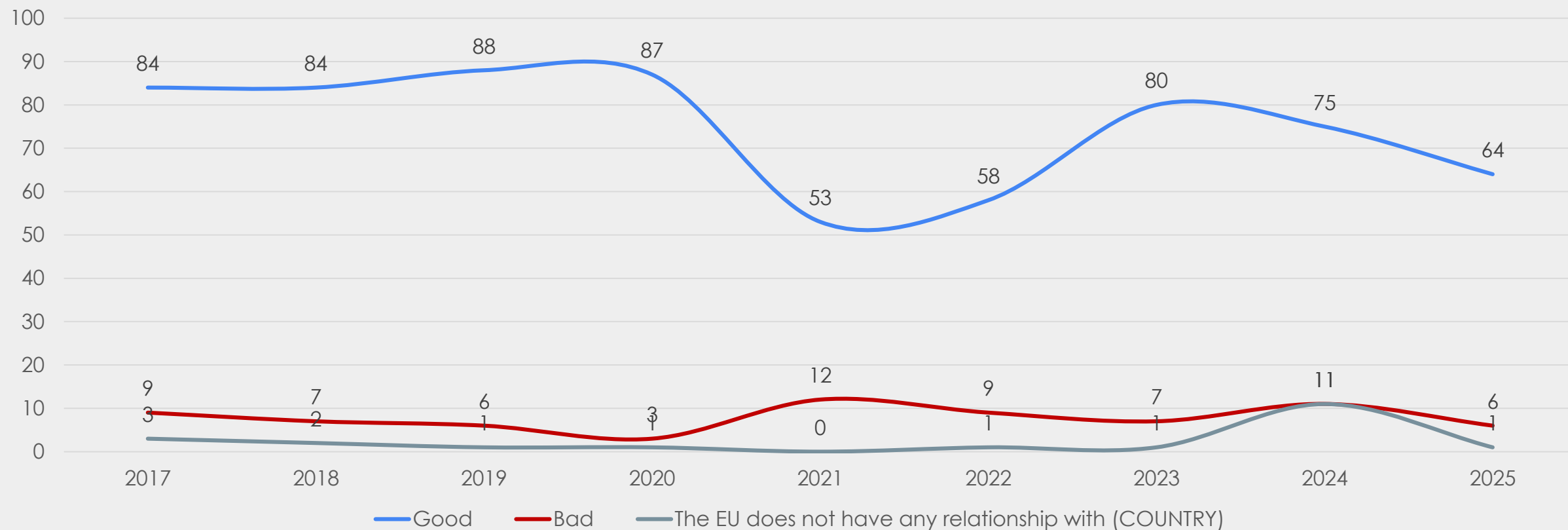
8%



Perceived Closest Partner to Jordan

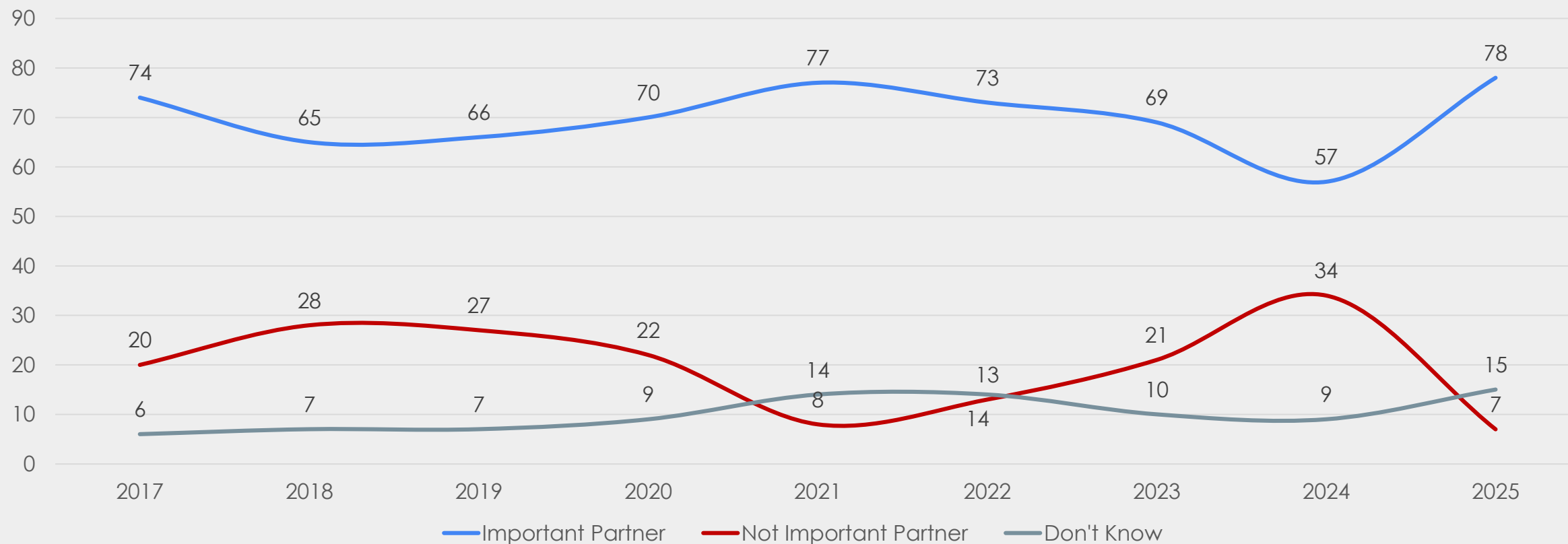


Would you describe the European Union's relation with Jordan as very good, fairly good, fairly bad or very bad?



Still high but decreasing positive views on the relations with the EU in Jordan

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



Highest perceptions of importance of EU's partnership with Jordan