

# SPOTLIGHT\*JORDAN VIEWS ON WORK AND CAREER

July - 2025

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# Key findings

## Most career moves are driven by financial considerations

**Nearly half (46%) of employed Jordanians see work primarily as a way to earn money**, and among job seekers, more than half (58%) say higher pay and benefits are the main reason for switching jobs. Women are less driven by pay (51%) than men (61%), with more placing importance on flexibility and work-life balance.

## Entrepreneurship is gaining traction as a future path

**Around 1 in 2 Jordanians express interest in starting their own business** – an ambition especially common among younger adults and middle-income groups. But only 9% currently own a business and 6% have tried but were unsuccessful. While the interest is clear, turning it into a reality remains a challenge, and 61% believe more should be done to support entrepreneurs and small businesses.

## Strong appetite for new work models

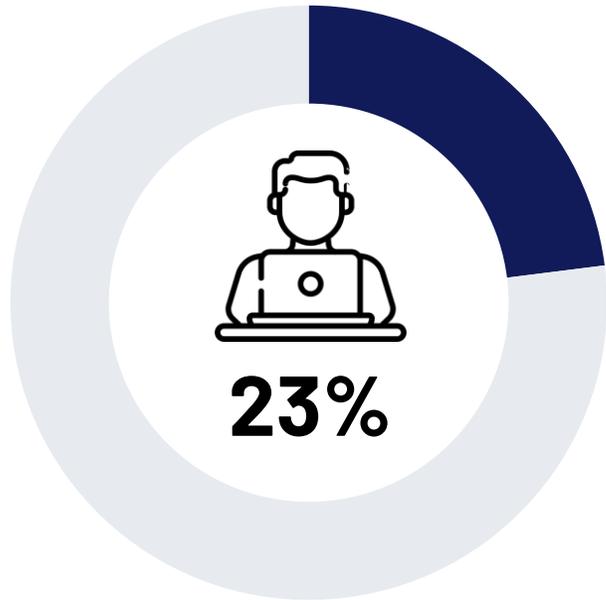
**There's a clear gap between how people work and how they want to work.** While 54% of employed Jordanians are currently in office-based roles, only 22% say this is their preferred setup. The majority (78%) would rather work hybrid or fully remote. Remote work is especially preferred by younger adults, women and lower-income groups.

# CAREER GOALS

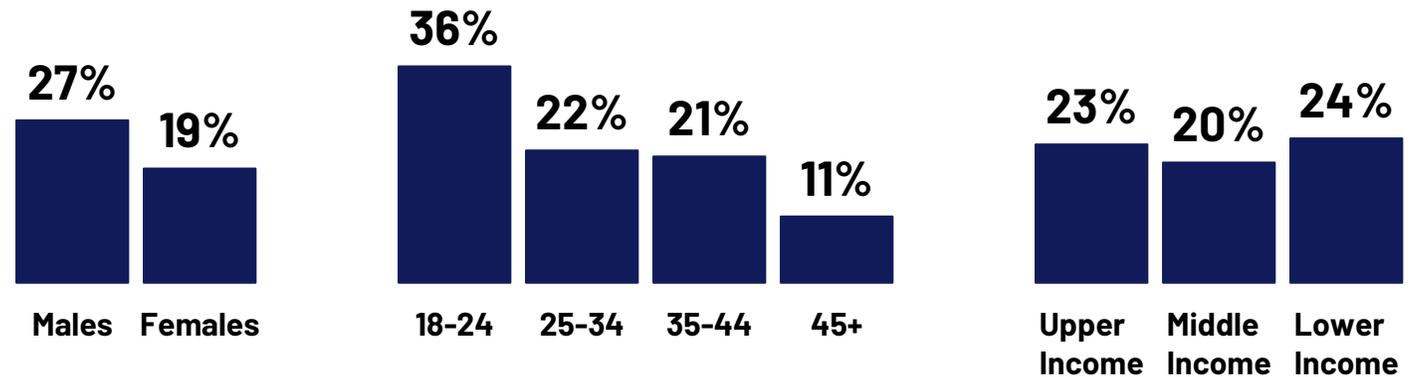


# Career success as a life priority

% - by demographics

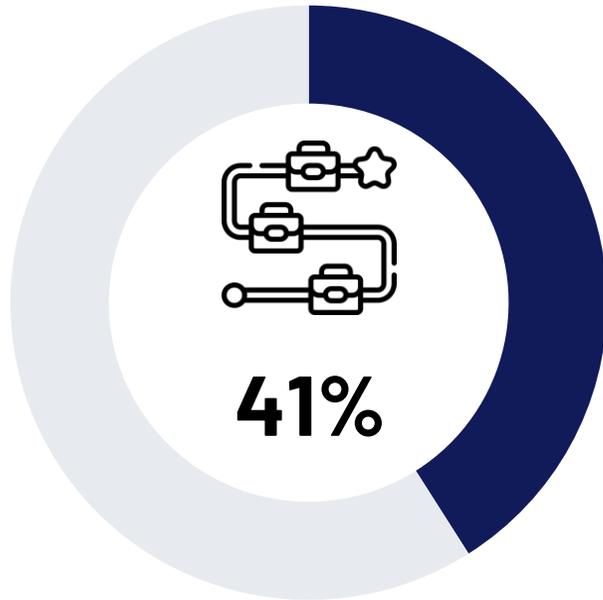


Consider advancing and achieving goals in their career as a life priority

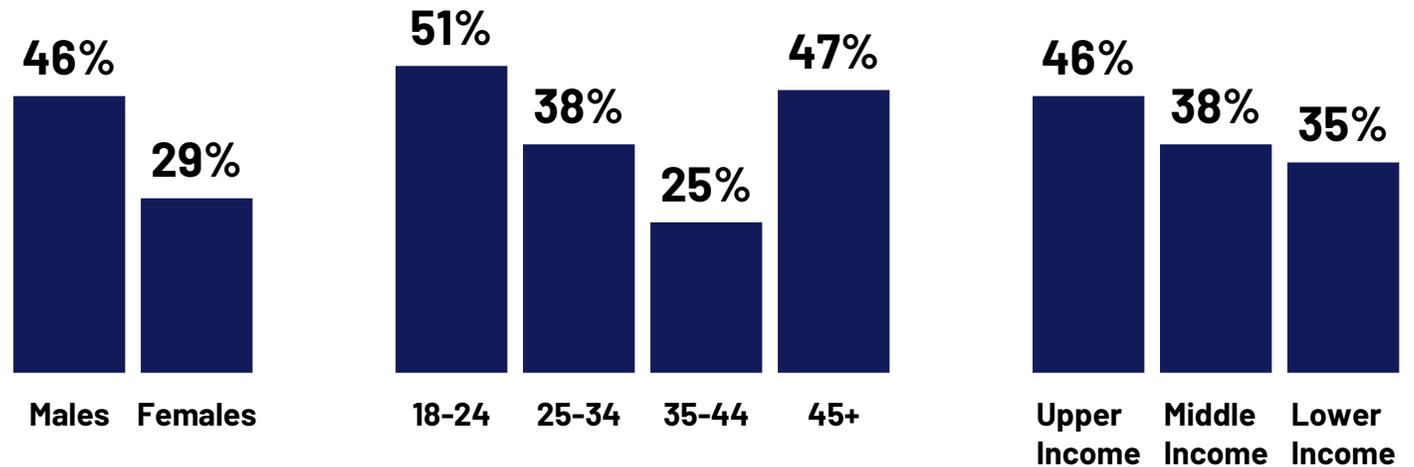


# Having a planned career path

% - by demographics



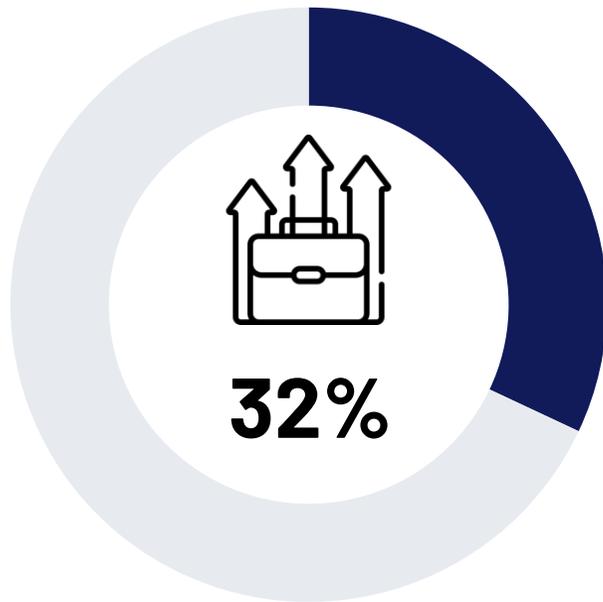
Have a clear and planned career path



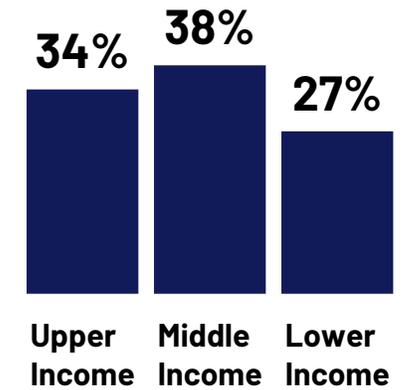
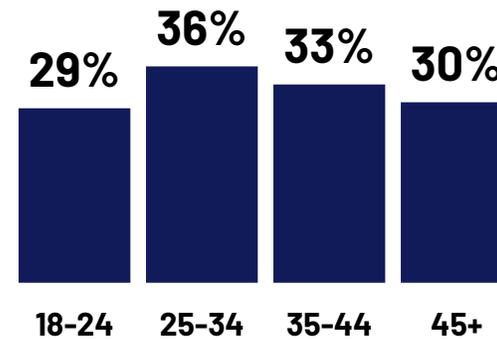
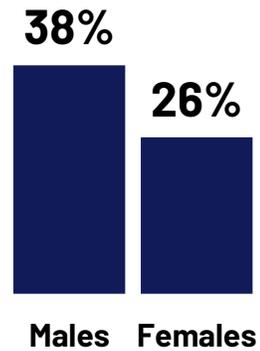
# CAREER OPTIMISM AND JOB SEEKER SUPPORT

# Optimism about future career prospects

% - by demographics

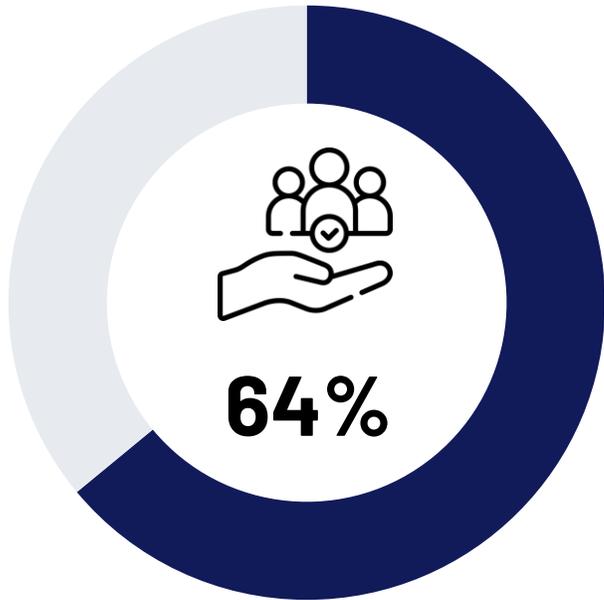


Are optimistic about their future career prospects

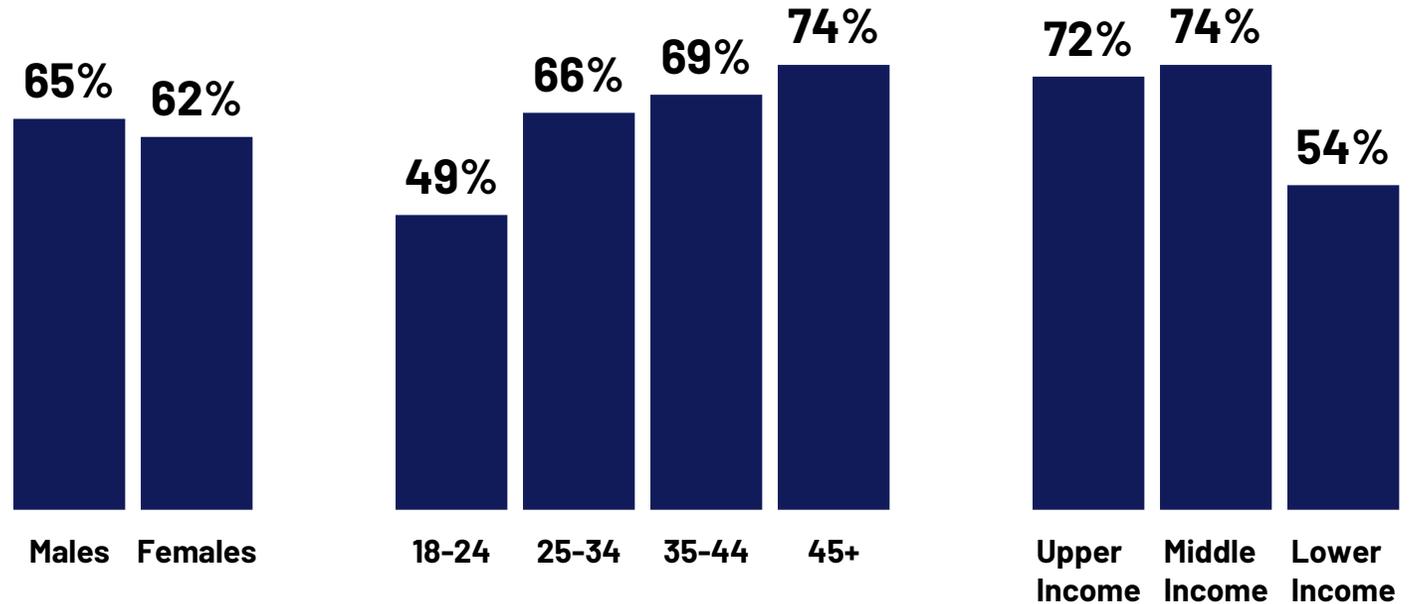


# Views on support for job seekers

% - by demographics



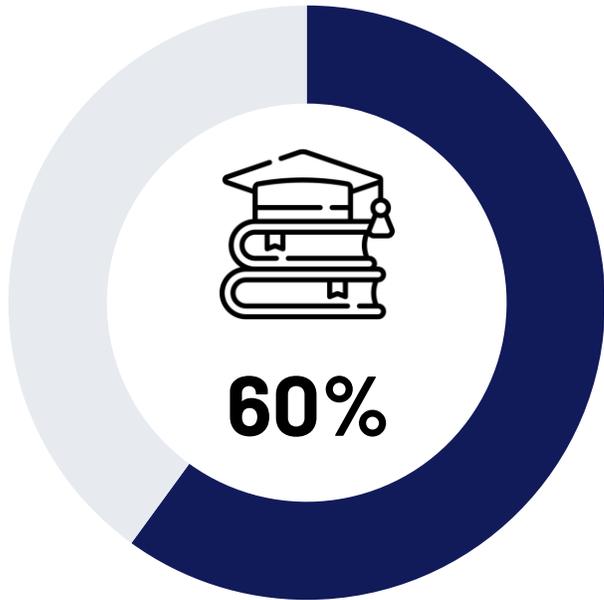
There isn't sufficient support available for job seekers in Jordan



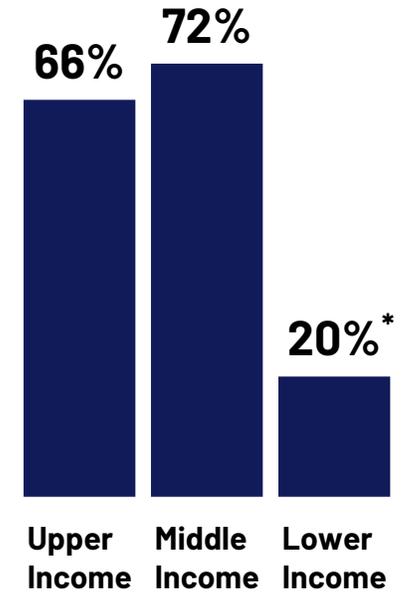
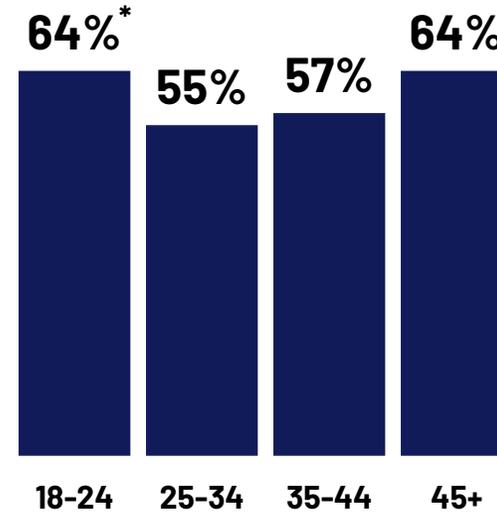
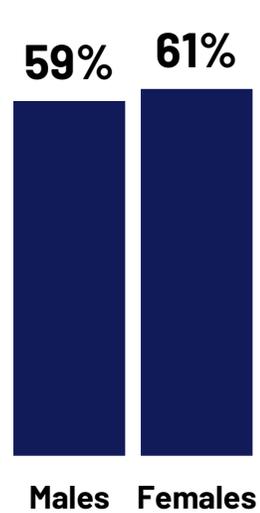
# EDUCATION AND CAREER ALIGNMENT

# Job alignment with field of study

% - by demographics

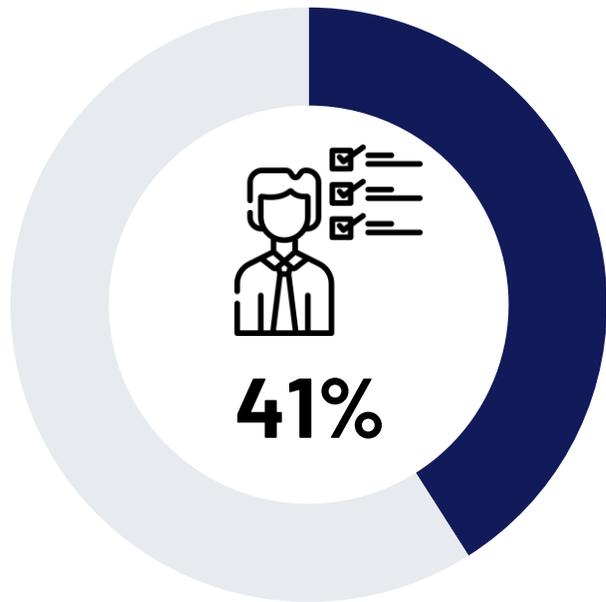


Are working in the same field they studied in university

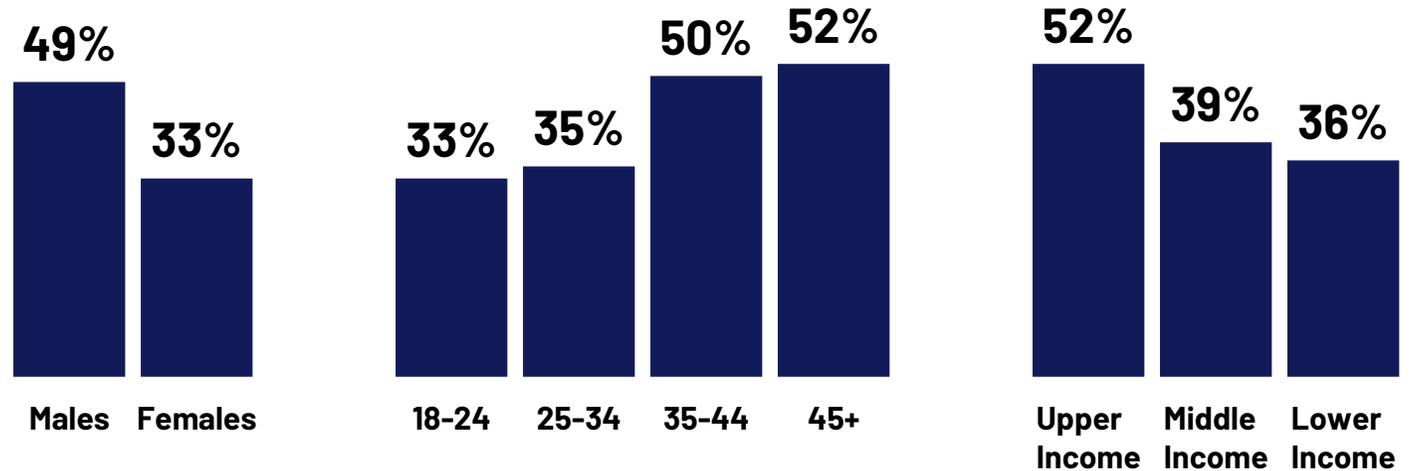


# Education and skills alignment with market demand

% - by demographics



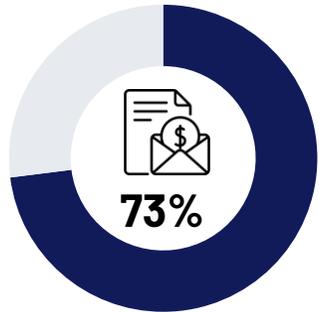
Believe their education and skills match the requirements of the current job market



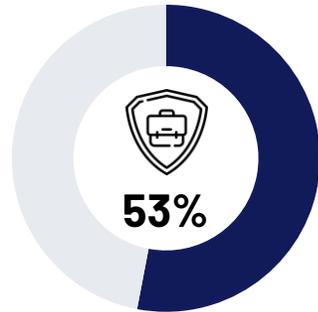
# JOB SELECTION CRITERIA

# Job selection criteria

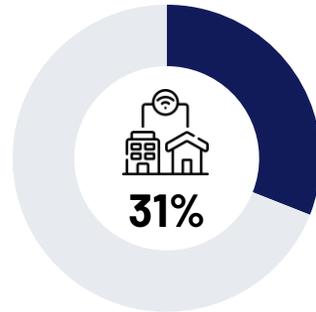
Top 10 criteria



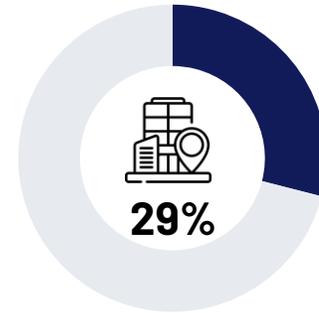
Salary and benefits



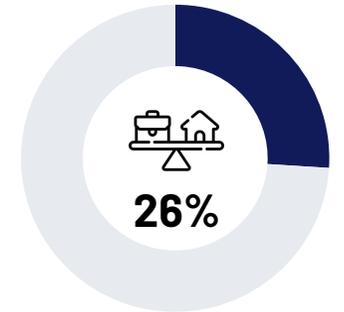
Job security



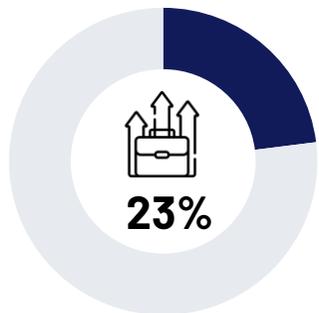
Work flexibility



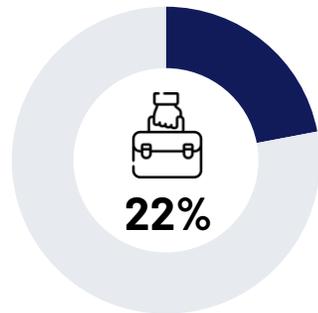
Location and commute



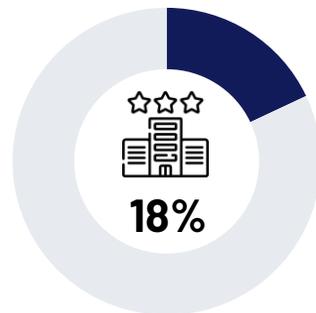
Work-life balance



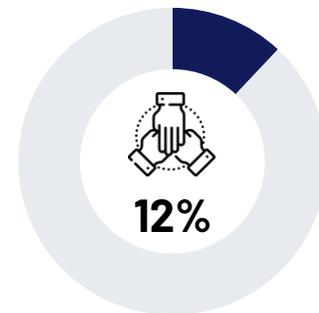
Personal development and career growth opportunities



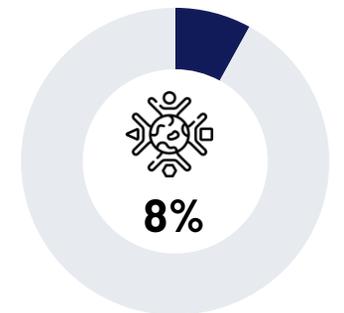
Field of work



Company reputation



Company culture



Workforce diversity

# Job selection criteria

Top 10 criteria - by demographics

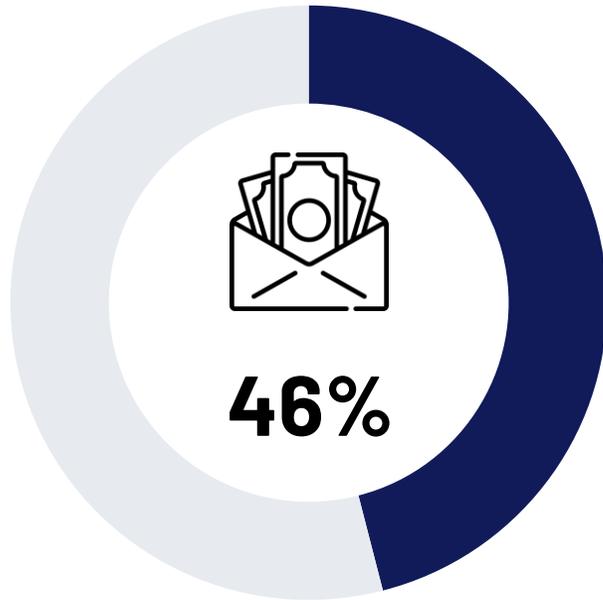
	 Salary and benefits	 Job security	 Work flexibility	 Location and commute	 Work-life balance	 Personal development and career growth opportunities	 Field of work	 Company reputation	 Company culture	 Workforce diversity
<b>Total</b>	<b>73%</b>	<b>53%</b>	<b>31%</b>	<b>29%</b>	<b>26%</b>	<b>23%</b>	<b>22%</b>	<b>18%</b>	<b>12%</b>	<b>8%</b>
<b>Male</b>	69%	55%	26%	28%	26%	25%	25%	15%	17%	9%
<b>Female</b>	76%	51%	36%	30%	27%	21%	18%	21%	7%	7%
<b>18-24</b>	65%	50%	34%	29%	29%	16%	28%	20%	15%	9%
<b>25-34</b>	72%	50%	35%	24%	26%	26%	25%	19%	8%	7%
<b>35-44</b>	79%	49%	28%	29%	25%	31%	14%	22%	10%	10%
<b>45+</b>	77%	62%	25%	34%	25%	23%	16%	12%	14%	6%
<b>Upper Income</b>	81%	55%	27%	28%	27%	26%	15%	20%	12%	5%
<b>Middle Income</b>	81%	51%	28%	32%	20%	29%	18%	14%	8%	9%
<b>Lower Income</b>	64%	53%	34%	27%	29%	18%	27%	18%	14%	10%

# THE FINANCIAL FOCUS BEHIND EMPLOYMENT CHOICES

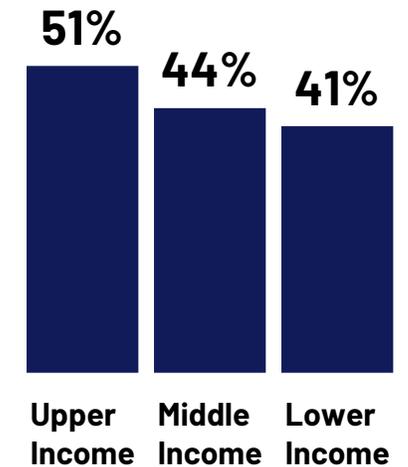
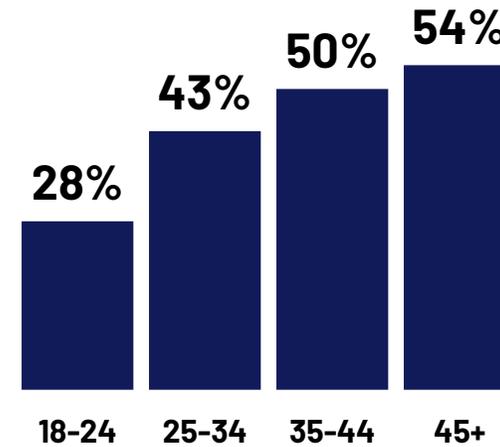
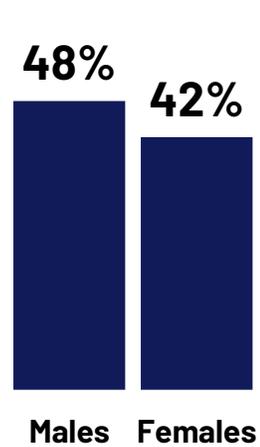


# Employment as a financial necessity

% - by demographics

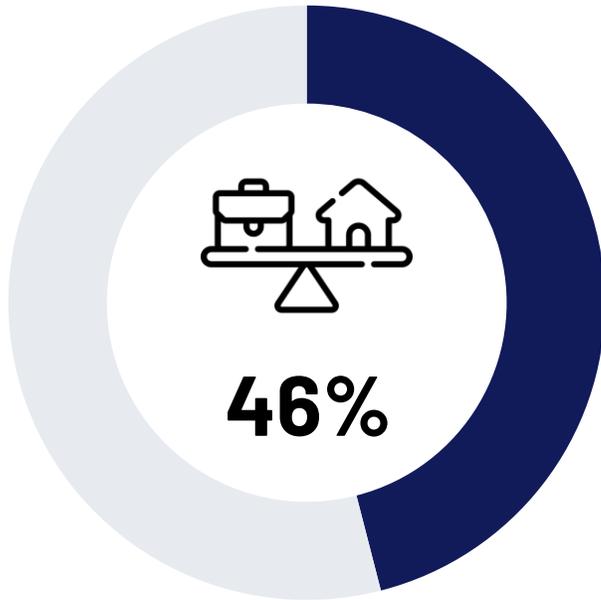


View employment as merely a way to earn money

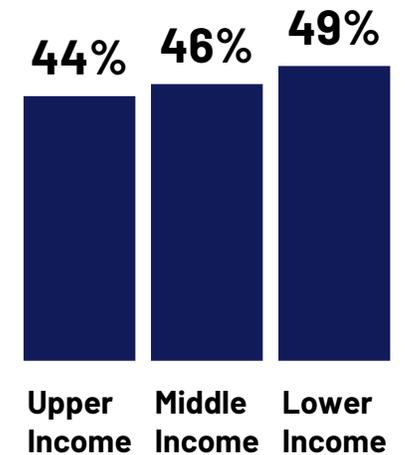
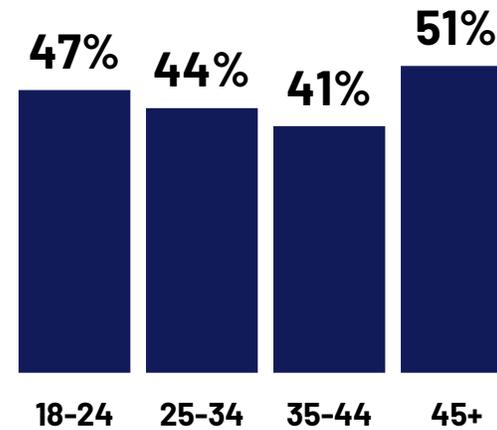
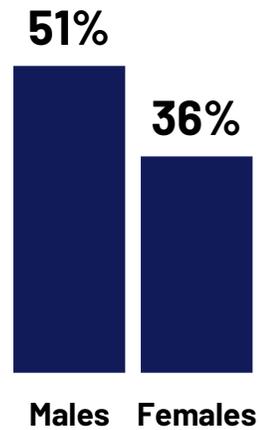


# Work-life balance vs. pay

% - by demographics



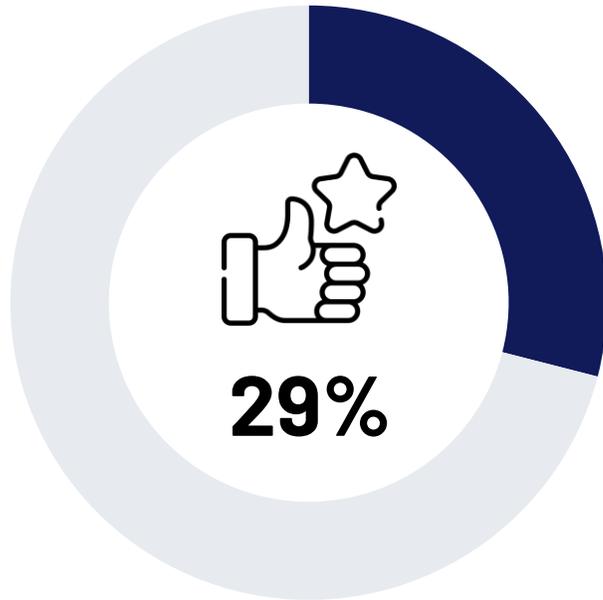
Would sacrifice work-life balance for more money



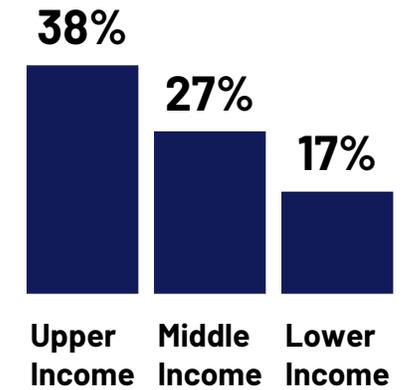
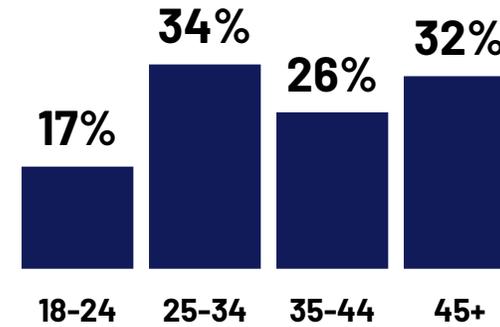
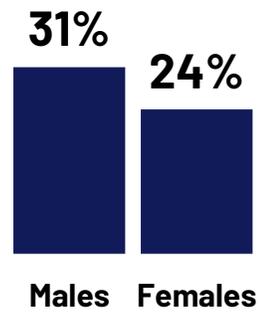
# JOB SATISFACTION

# Overall job satisfaction

% - by demographics

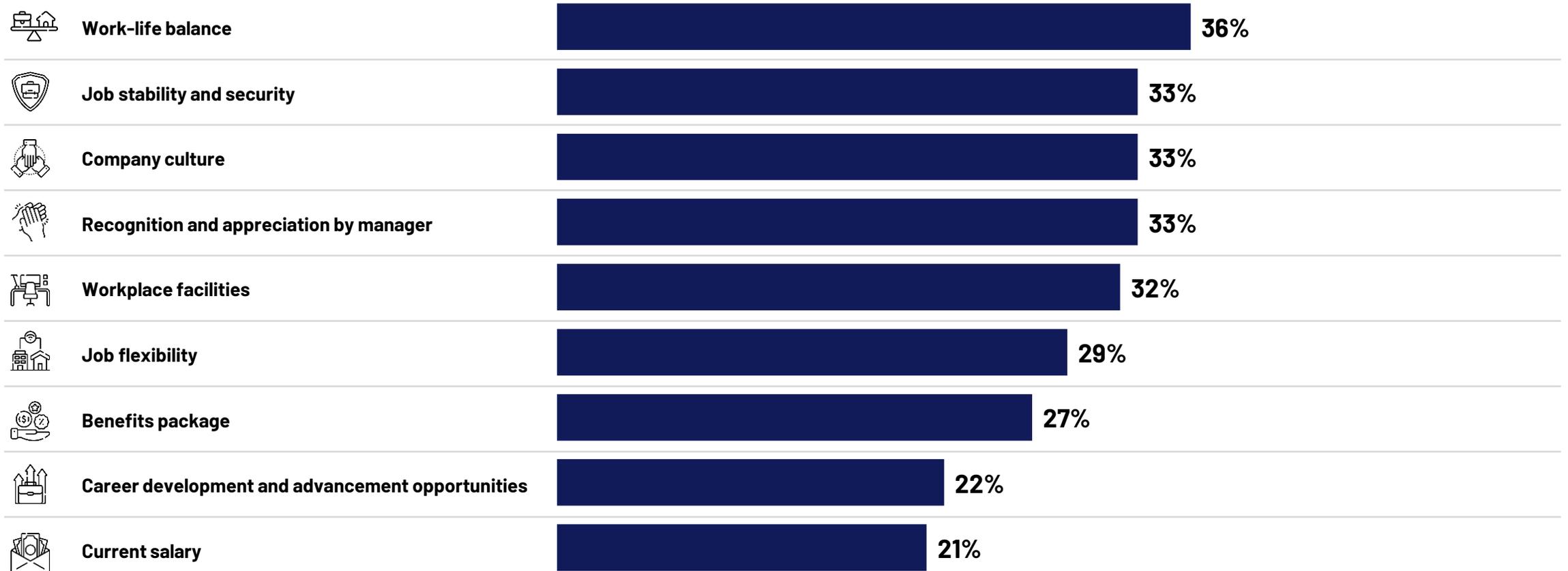


Are satisfied with their current job



# Satisfaction across key job aspects

% Satisfied



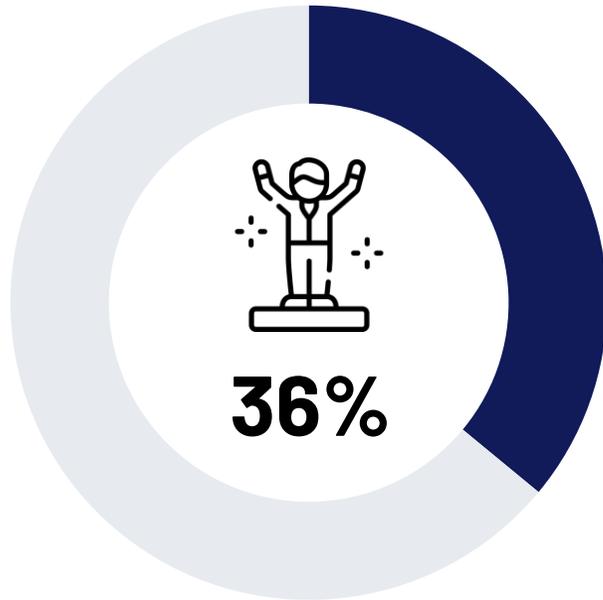
# Satisfaction across key job aspects

% Satisfied - by demographics

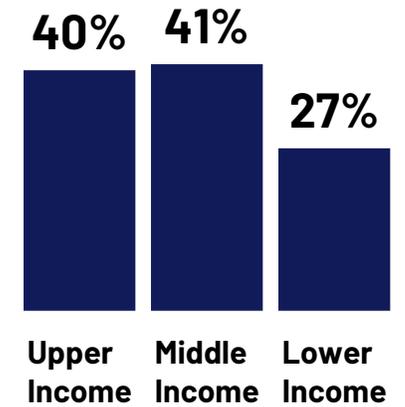
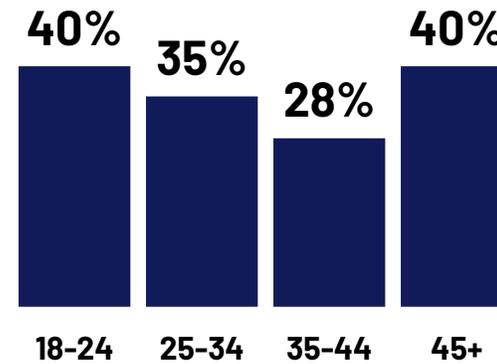
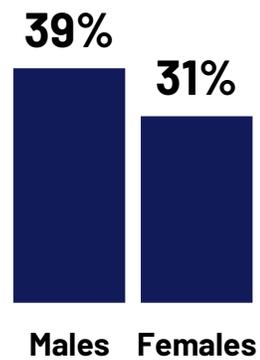
	 Work-life balance	 Job stability and security	 Company culture	 Recognition and appreciation by manager	 Workplace facilities	 Job flexibility	 Benefits package	 Career development and advancement opportunities	 Current salary
<b>Total</b>	<b>36%</b>	<b>33%</b>	<b>33%</b>	<b>33%</b>	<b>32%</b>	<b>29%</b>	<b>27%</b>	<b>22%</b>	<b>21%</b>
<b>Male</b>	40%	37%	35%	31%	34%	30%	29%	26%	24%
<b>Female</b>	27%	25%	28%	36%	27%	26%	22%	14%	12%
<b>18-24</b>	30%	16%	22%	37%	23%	30%	17%	23%	16%
<b>25-34</b>	31%	31%	38%	26%	30%	29%	32%	21%	22%
<b>35-44</b>	26%	41%	26%	32%	29%	26%	21%	21%	17%
<b>45+</b>	49%	38%	37%	36%	40%	31%	30%	24%	23%
<b>Upper Income</b>	43%	42%	36%	41%	36%	41%	36%	27%	25%
<b>Middle Income</b>	46%	39%	40%	33%	42%	23%	26%	28%	25%
<b>Lower Income</b>	19%	16%	22%	21%	17%	18%	15%	10%	10%

# Accomplishment in professional life

% - by demographics



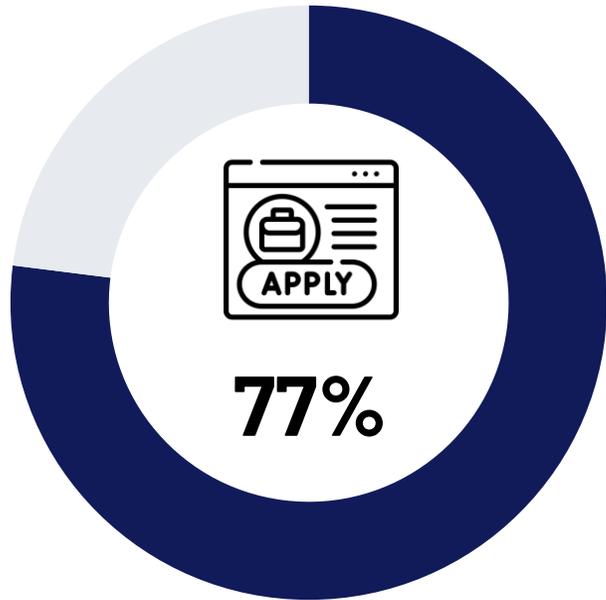
Feel accomplished in their professional life



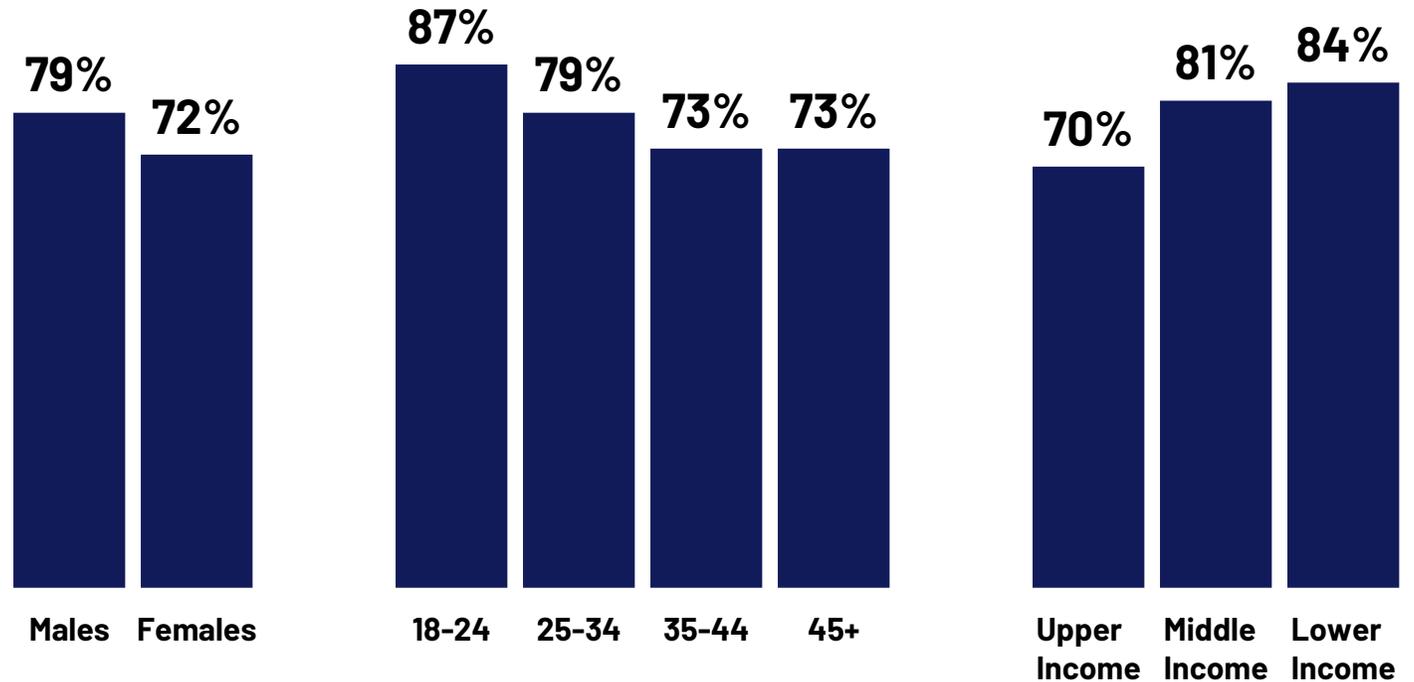
# PURSUING NEW EMPLOYMENT OPPORTUNITIES

# Seeking new job opportunities

% - by demographics

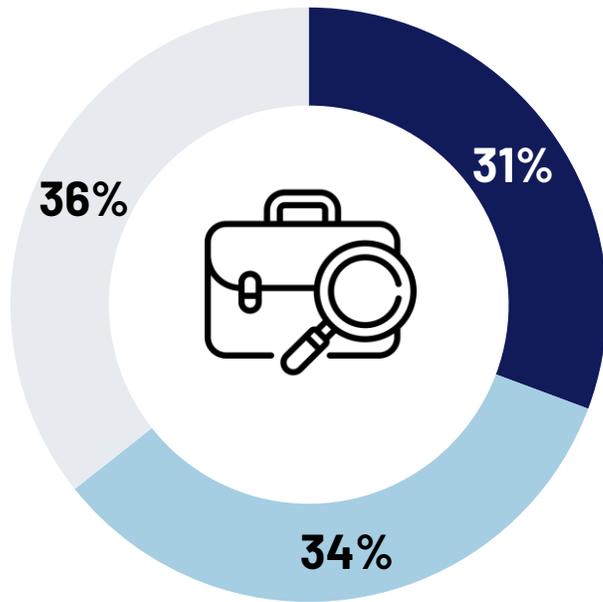


Are actively seeking a new job

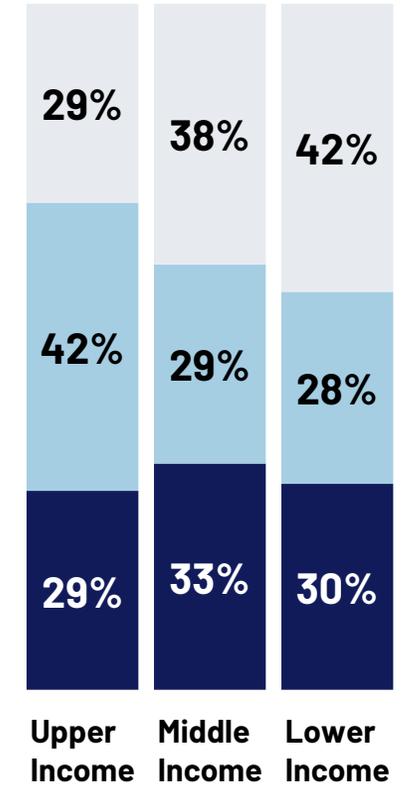
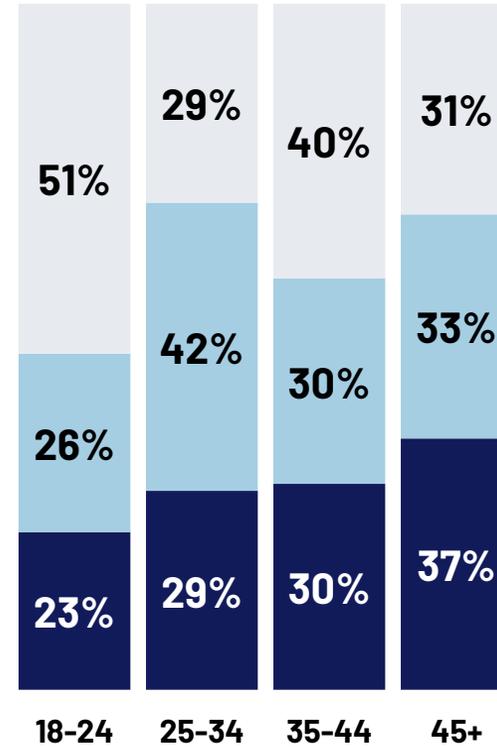
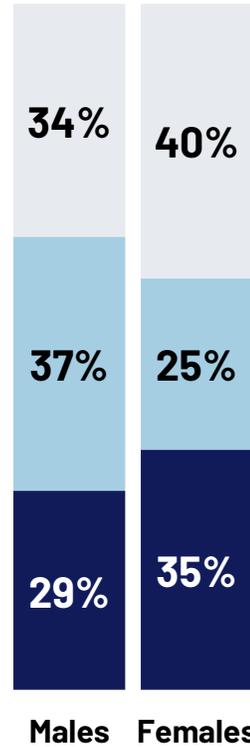


# The search for new job opportunities

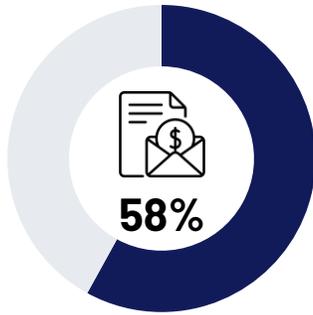
% - by demographics



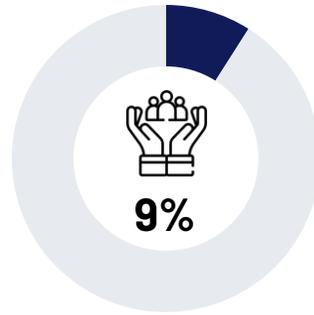
- Looking and applying for jobs in Jordan
- Looking and applying for jobs outside Jordan
- Looking and applying for jobs both in and outside Jordan



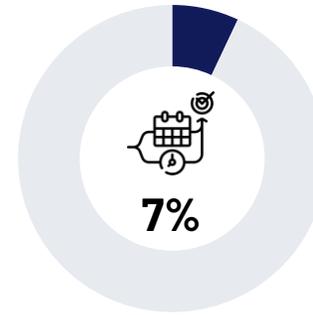
# Motivations for job switching



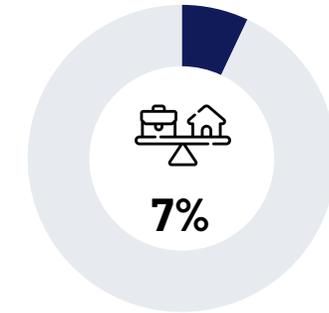
Higher pay/benefits



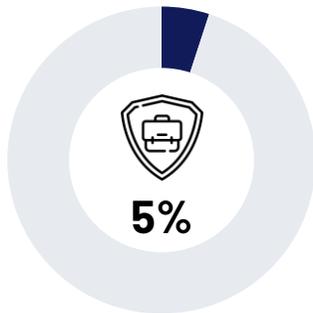
More meaningful/fulfilling role



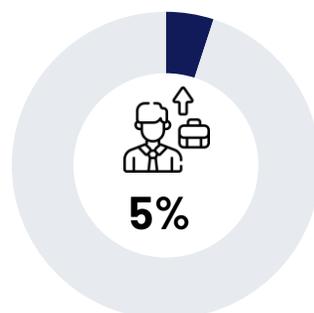
More flexible work options



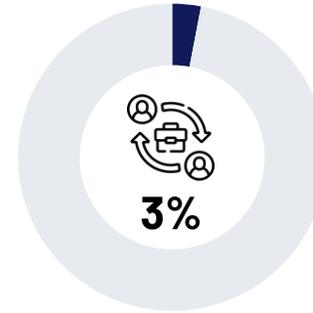
Improved work-life balance



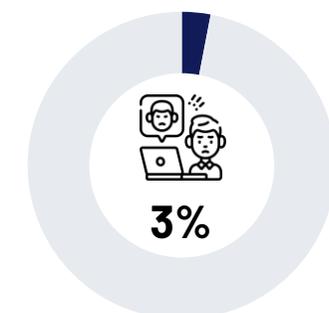
More secure job



Career growth opportunities



Career change



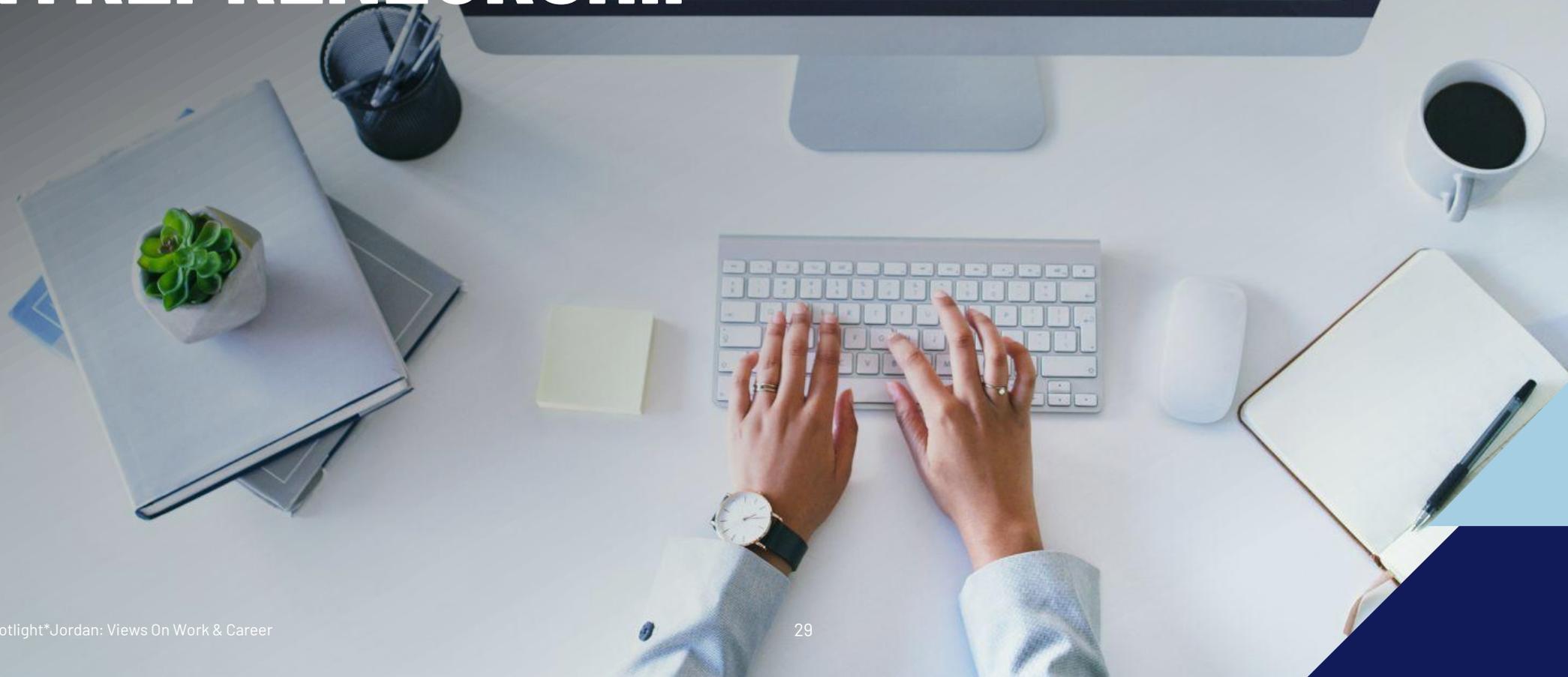
Manager dissatisfaction

# Motivations for job switching

% - by demographics

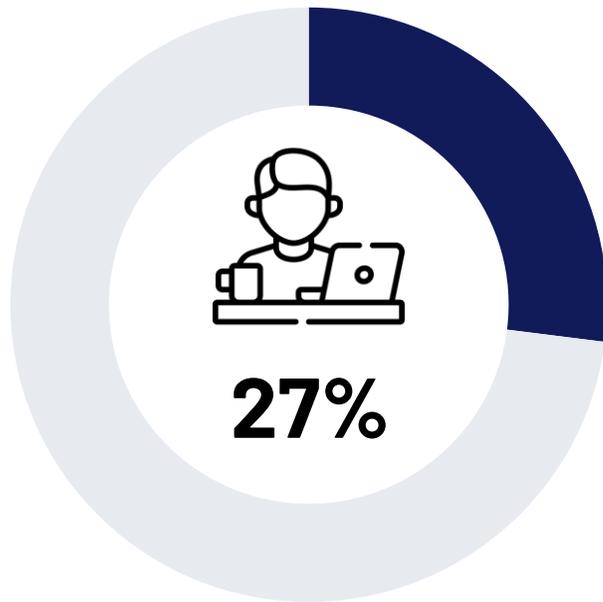
	 Higher pay/ benefits	 More meaningful/fulfilling role	 More flexible work options	 Improved work-life balance	 More secure job	 Career growth opportunities	 Career change	 Manager dissatisfaction
<b>Total</b>	<b>58%</b>	<b>9%</b>	<b>7%</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	<b>3%</b>	<b>3%</b>
<b>Male</b>	61%	11%	5%	5%	4%	7%	5%	1%
<b>Female</b>	51%	5%	12%	11%	10%	1%	1%	6%
<b>18-24</b>	61%	11%	14%	7%	-	-	-	7%
<b>25-34</b>	52%	10%	7%	9%	2%	17%	-	2%
<b>35-44</b>	64%	9%	2%	2%	15%	3%	1%	1%
<b>45+</b>	58%	9%	7%	8%	6%	-	9%	2%
<b>Upper Income</b>	59%	9%	8%	5%	6%	6%	6%	-
<b>Middle Income</b>	68%	3%	7%	10%	3%	-	1%	8%
<b>Lower Income</b>	50%	16%	7%	6%	7%	9%	2%	2%

# FREELANCING AND ENTREPRENEURSHIP

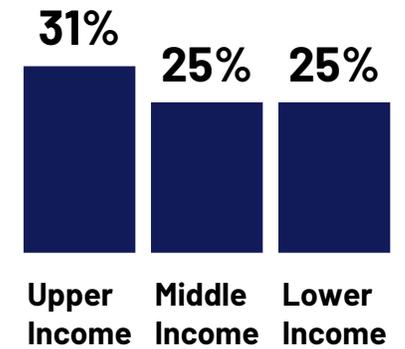
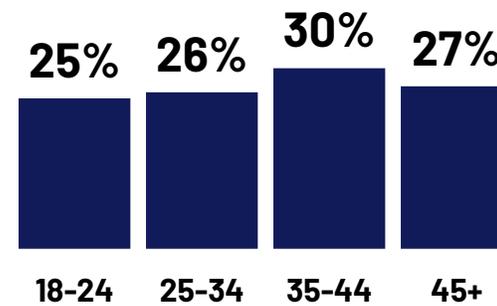
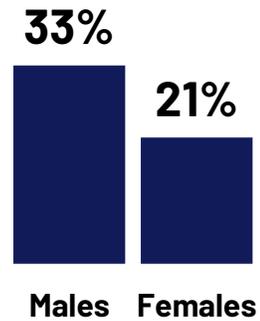


# Freelance work

% - by demographics

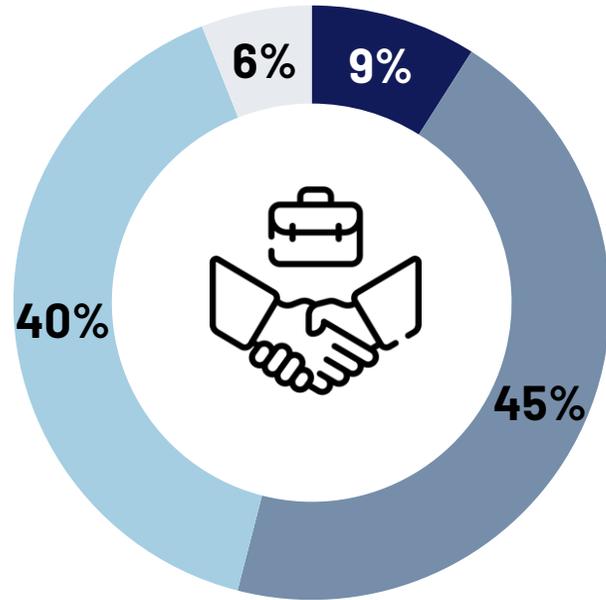


Currently do  
freelance work

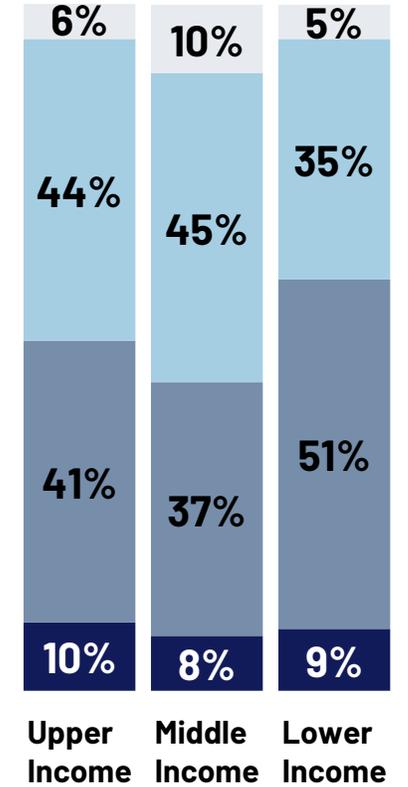
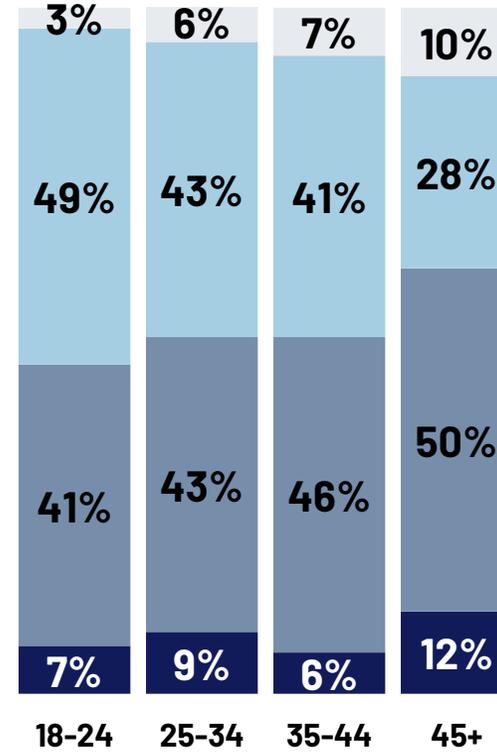
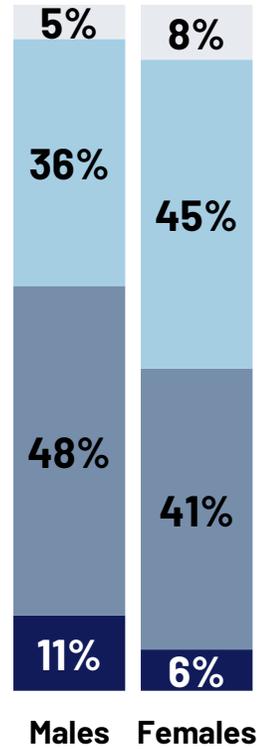


# Considerations to start a business

% - by demographics

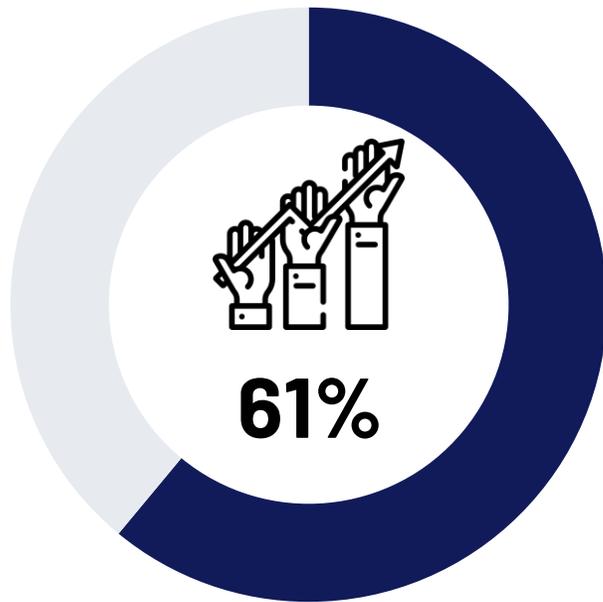


- Currently owns a business
- Attempted to start a business but was unsuccessful
- Plans to start a business in the future
- Hasn't considered starting a business/ does not plan to

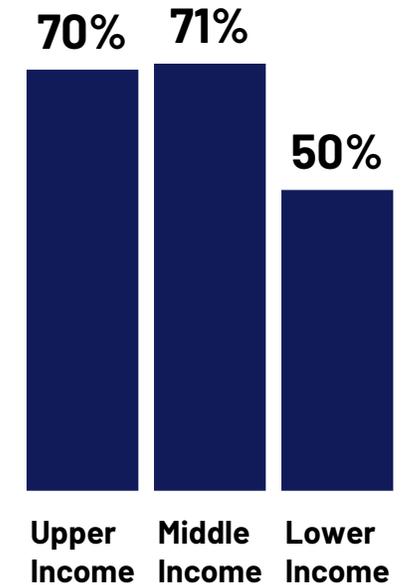
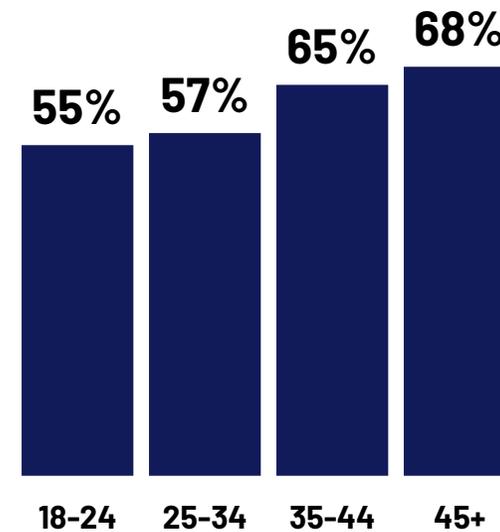
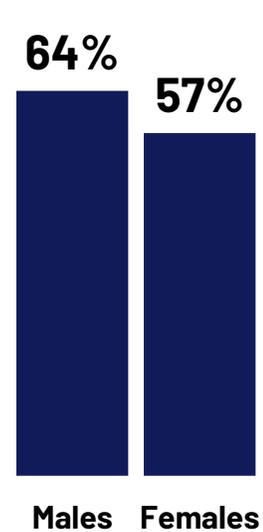


# Views on the need for entrepreneurial support

% - by demographics

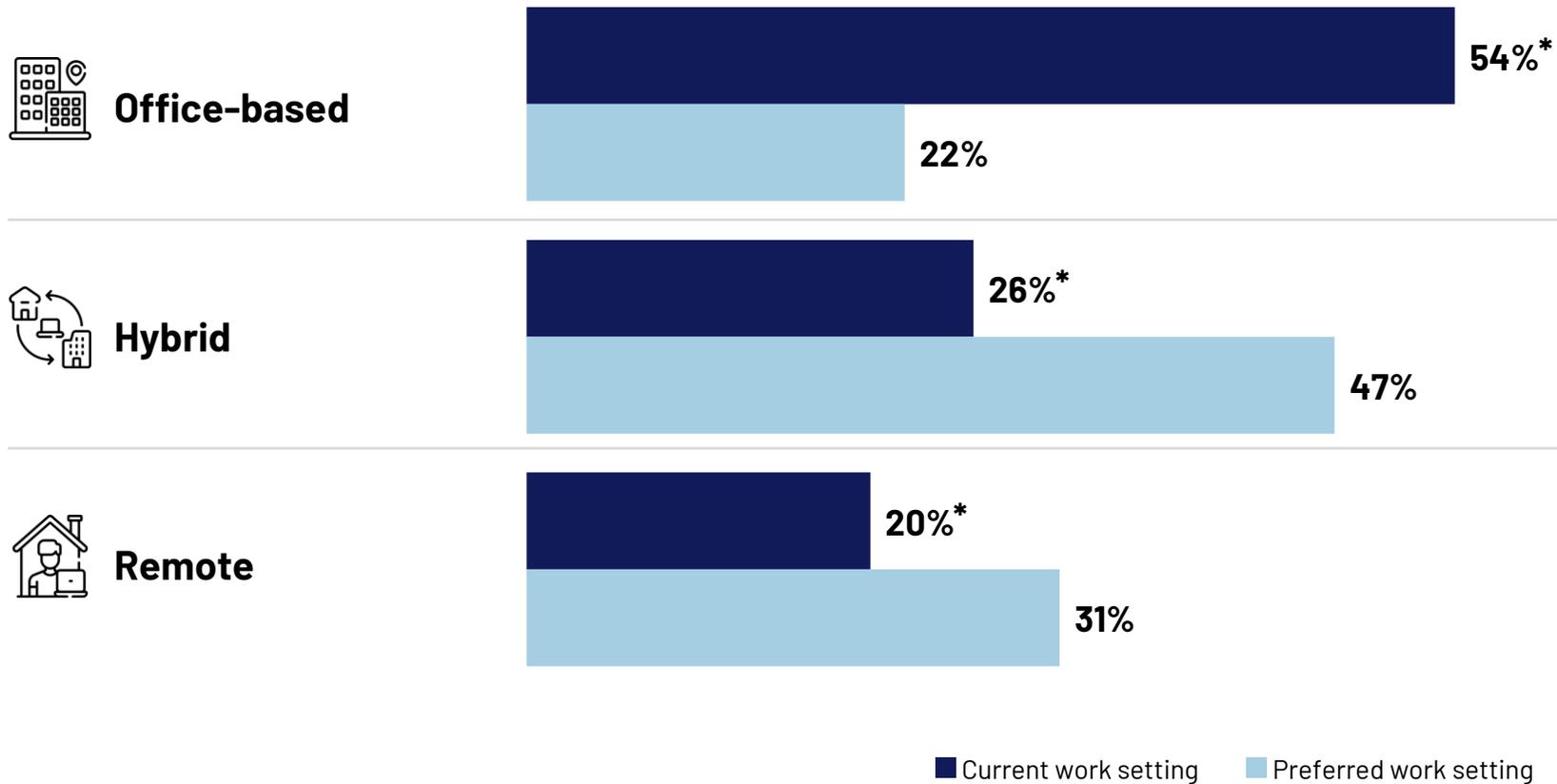


Believe there is a need for more support for entrepreneurs and small businesses in Jordan



# WORK ARRANGEMENTS

# Current and preferred work settings



# Current work setting

% - by demographics



## Office-based



## Hybrid



## Remote

	Office-based	Hybrid	Remote
<b>Total</b>	<b>54%</b>	<b>26%</b>	<b>20%</b>
<b>Male</b>	53%	29%	19%
<b>Female</b>	57%	21%	22%
<b>18-24</b>	27%	35%	38%
<b>25-34</b>	59%	24%	17%
<b>35-44</b>	70%	21%	9%
<b>45+</b>	53%	27%	20%
<b>Upper Income</b>	64%	23%	14%
<b>Middle Income</b>	56%	30%	14%
<b>Lower Income</b>	38%	28%	34%

# Preferred work setting

% - by demographics



## Office-based



## Hybrid

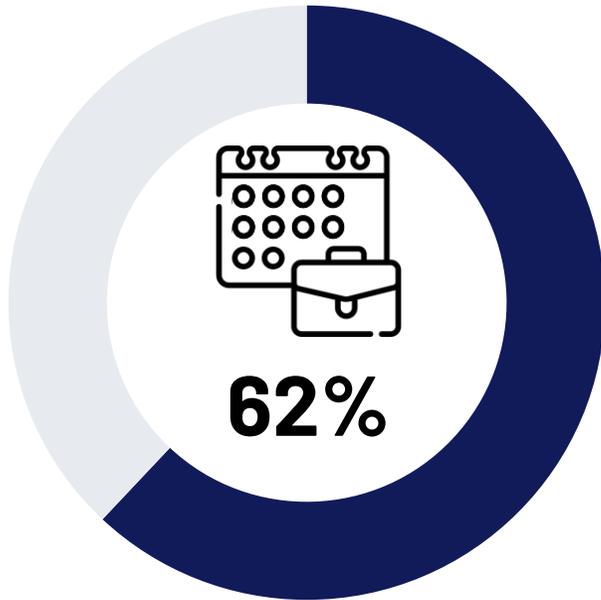


## Remote

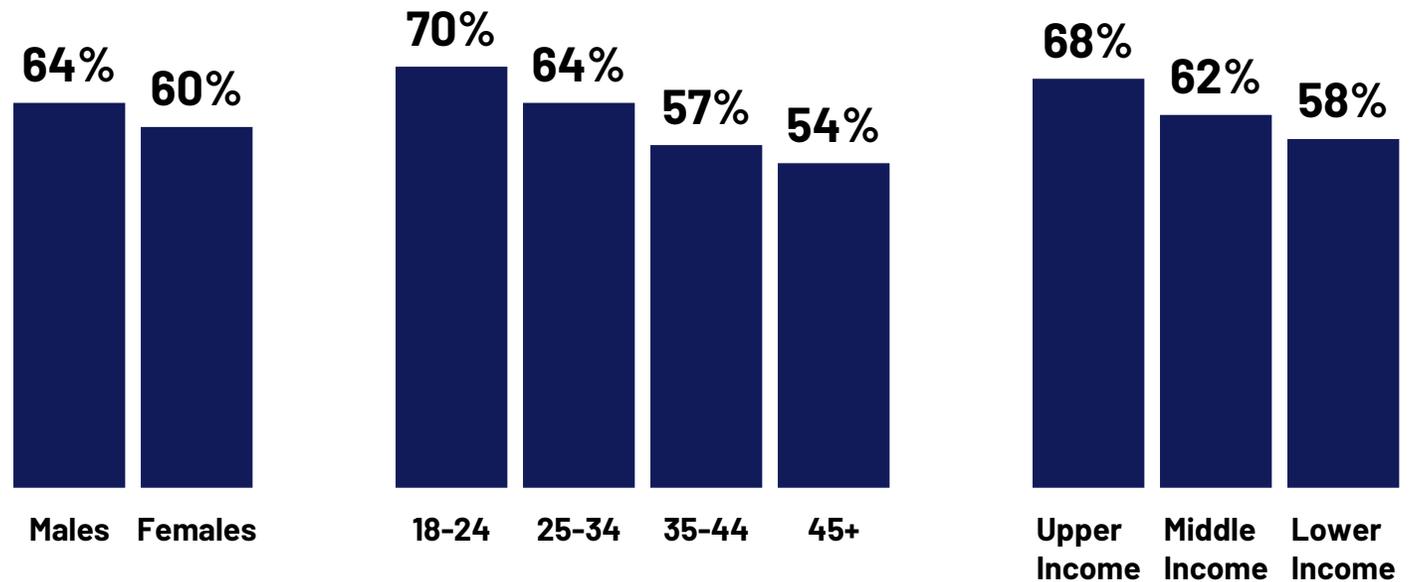
	Office-based	Hybrid	Remote
<b>Total</b>	<b>22%</b>	<b>47%</b>	<b>31%</b>
<b>Male</b>	25%	50%	24%
<b>Female</b>	18%	43%	39%
<b>18-24</b>	18%	36%	46%
<b>25-34</b>	25%	44%	31%
<b>35-44</b>	24%	55%	21%
<b>45+</b>	21%	57%	22%
<b>Upper Income</b>	26%	54%	20%
<b>Middle Income</b>	21%	52%	27%
<b>Lower Income</b>	19%	40%	41%

# Awareness of the 4-day work week

% - by demographics

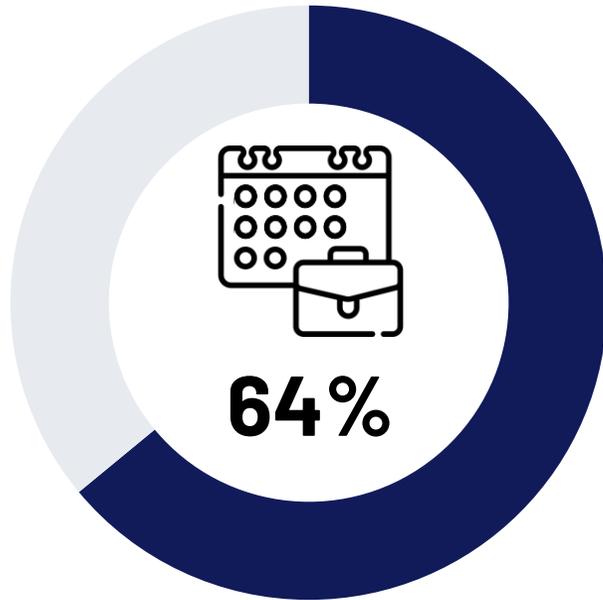


Are aware of concept of a 4-day work week

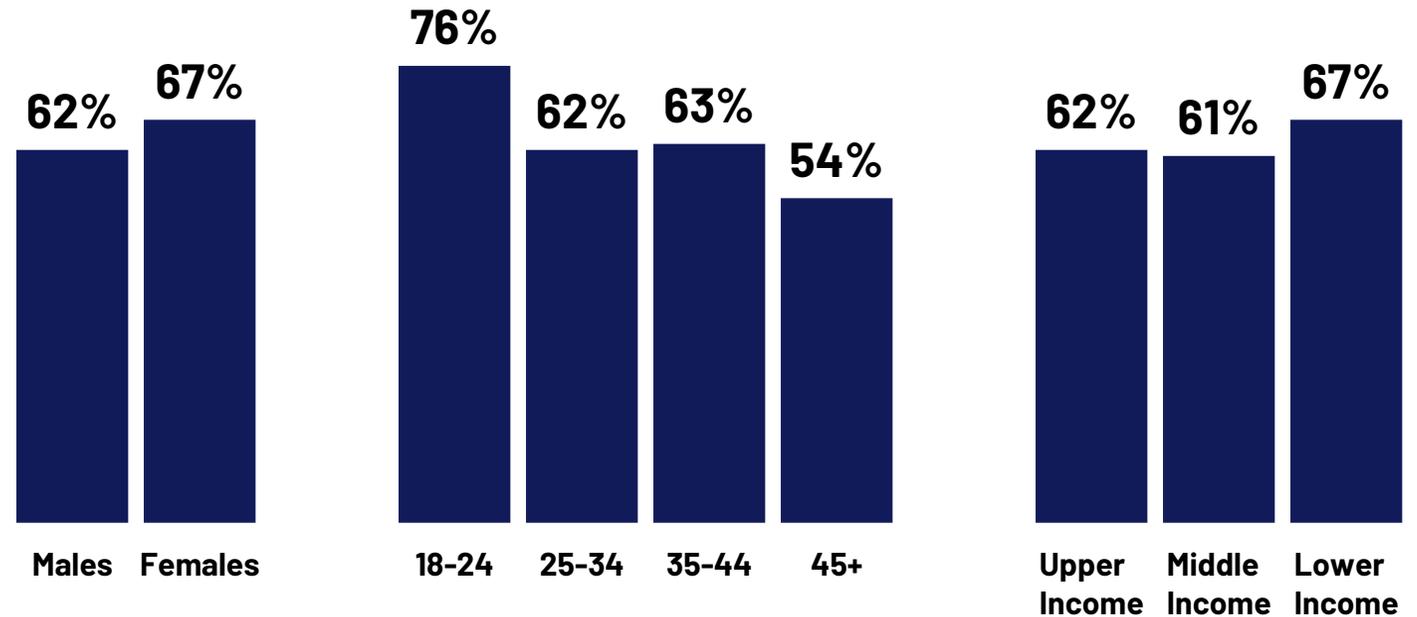


# Perceptions surrounding a 4-day work week implementation

% - by demographics

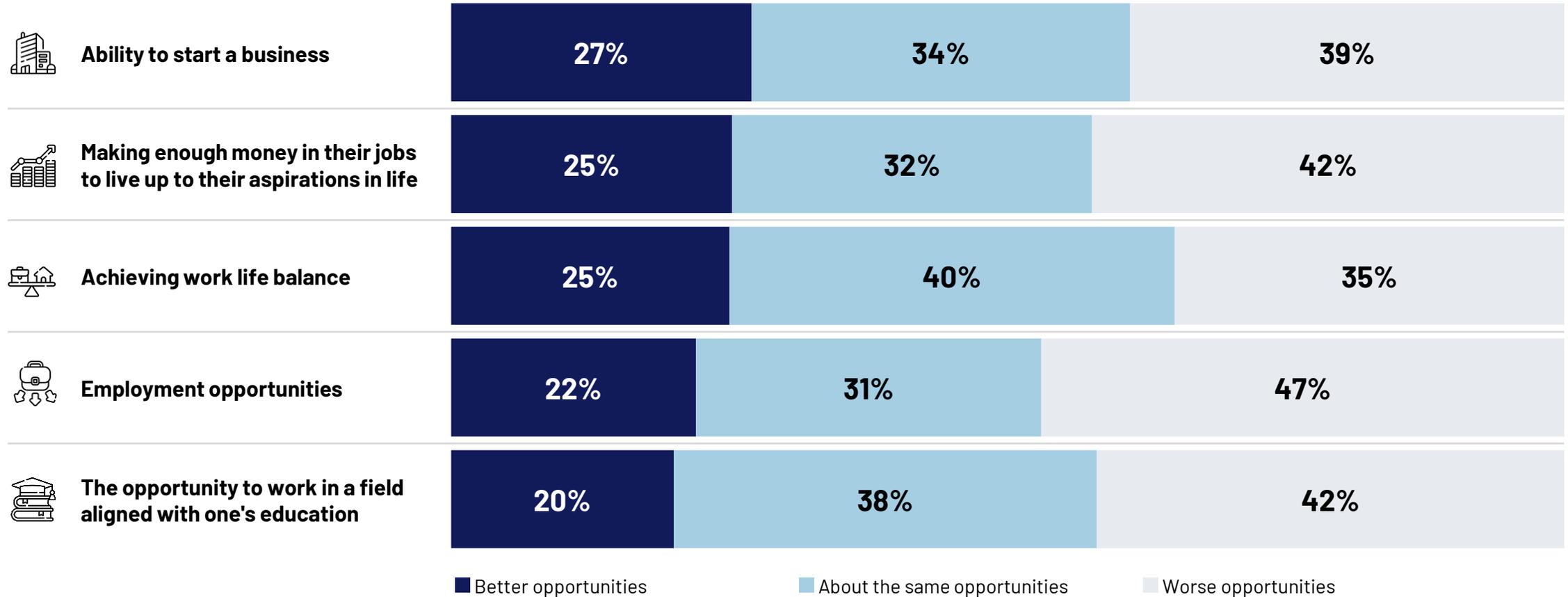


Believe that a 4-day work week will become the new norm in the future



# PERCEPTIONS OF CAREER OPPORTUNITIES FOR THE YOUTH

# Perceived opportunities for the youth compared to previous generations



# Perceived opportunities for the youth compared to previous generations

% - by demographics



Ability to start a business



Making enough money in their jobs to live up to their aspirations in life



Achieving work life balance



Employment opportunities



The opportunity to work in a field aligned with one's education

	Ability to start a business		Making enough money in their jobs to live up to their aspirations in life		Achieving work life balance		Employment opportunities		The opportunity to work in a field aligned with one's education	
	Better opportunities	Worse opportunities	Better opportunities	Worse opportunities	Better opportunities	Worse opportunities	Better opportunities	Worse opportunities	Better opportunities	Worse opportunities
<b>Total</b>	<b>27%</b>	<b>39%</b>	<b>25%</b>	<b>42%</b>	<b>25%</b>	<b>35%</b>	<b>22%</b>	<b>47%</b>	<b>20%</b>	<b>42%</b>
<b>Male</b>	27%	41%	23%	46%	22%	39%	21%	53%	20%	43%
<b>Female</b>	27%	36%	27%	39%	30%	30%	23%	40%	21%	41%
<b>18-24</b>	28%	29%	32%	39%	29%	30%	26%	40%	21%	39%
<b>25-34</b>	27%	33%	26%	33%	24%	33%	21%	44%	23%	38%
<b>35-44</b>	31%	40%	27%	41%	25%	27%	25%	40%	22%	40%
<b>45+</b>	23%	55%	17%	55%	23%	46%	17%	61%	16%	49%
<b>Upper Income</b>	28%	40%	21%	48%	22%	39%	22%	49%	16%	52%
<b>Middle Income</b>	27%	47%	20%	50%	25%	43%	17%	54%	21%	46%
<b>Lower Income</b>	26%	34%	31%	34%	28%	27%	25%	42%	22%	33%

# Sample and methodology

## Sample size

500 respondents

## Sample criteria

General public  
representative of the population across gender, age (18+) and  
SEC

## 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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