

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.

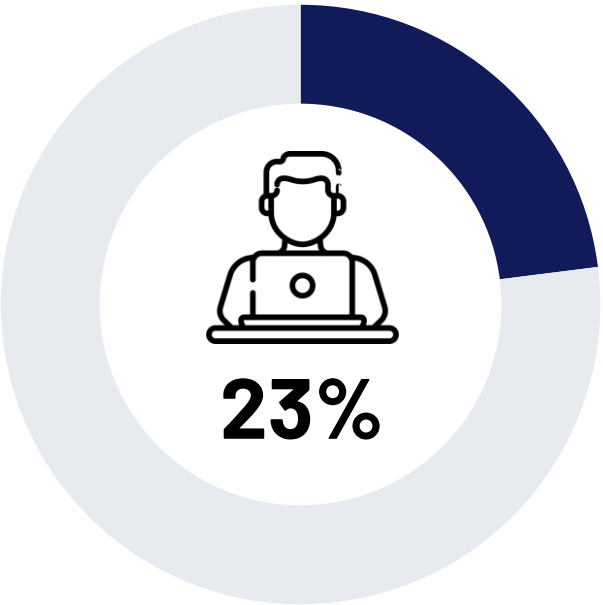
Strong appetite for new work models

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.

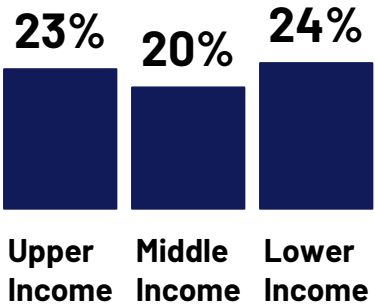
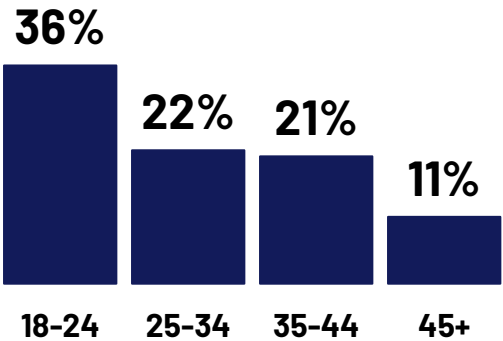
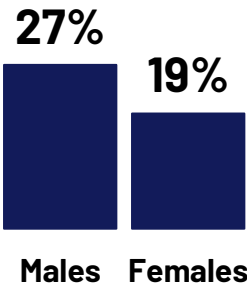
CAREER GOALS

Career success as a life priority

% – by demographics

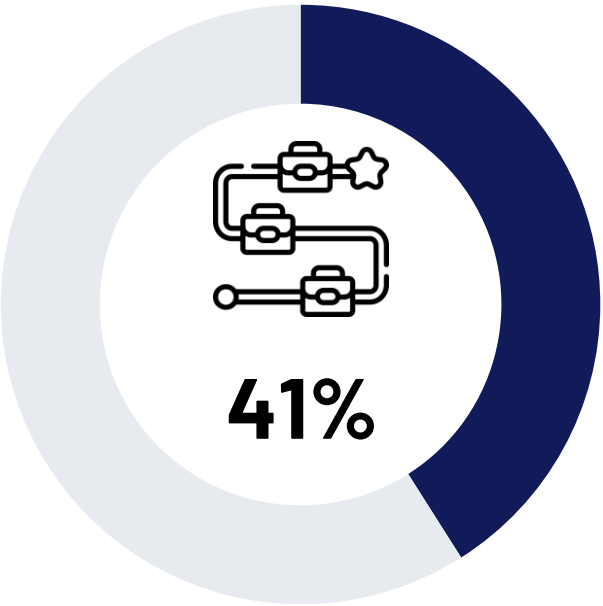


Consider advancing and achieving goals in their career as a life priority

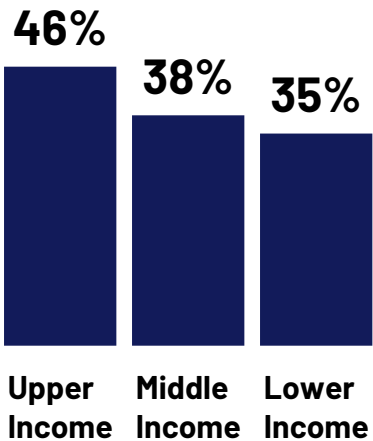
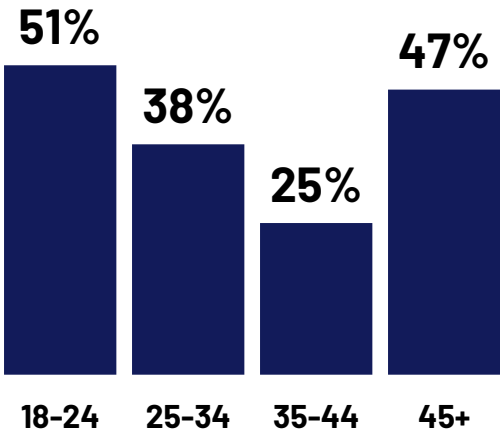
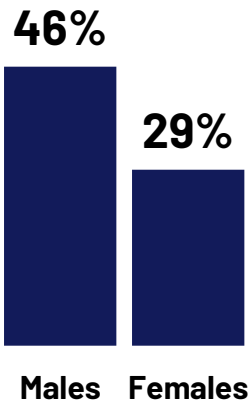


Having a planned career path

% – by demographics



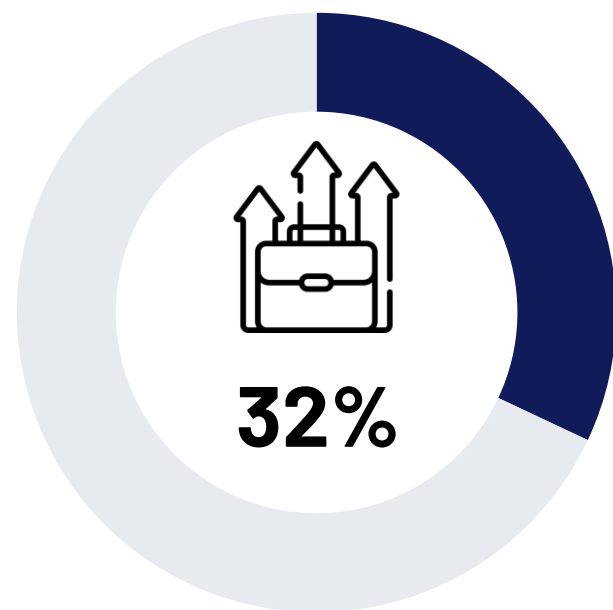
Have a clear and planned career path



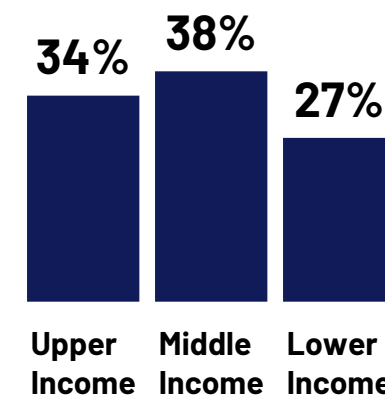
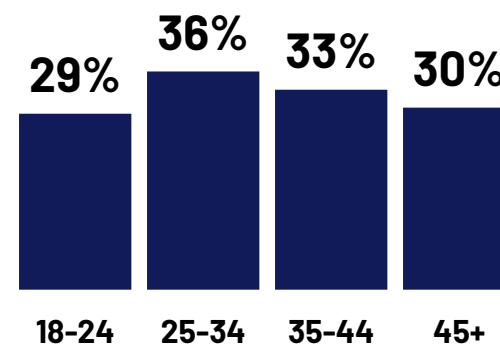
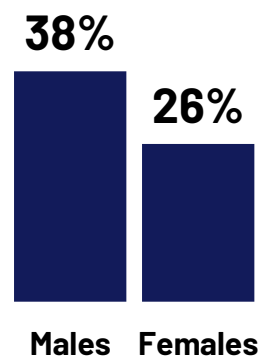
CAREER OPTIMISM AND JOB SEEKER SUPPORT

Optimism about future career prospects

% – by demographics

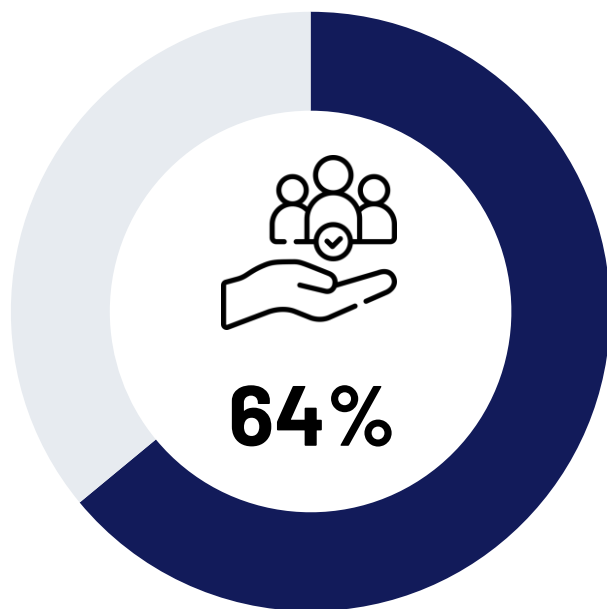


Are optimistic about their future career prospects

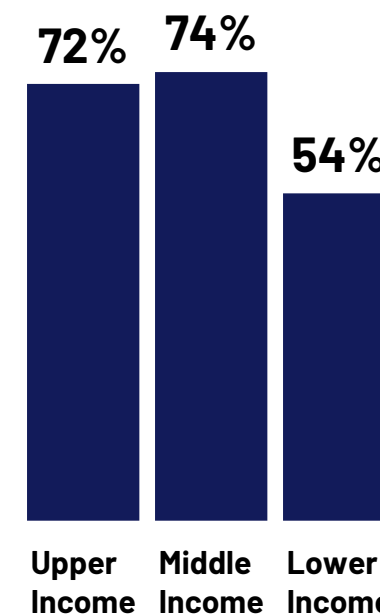
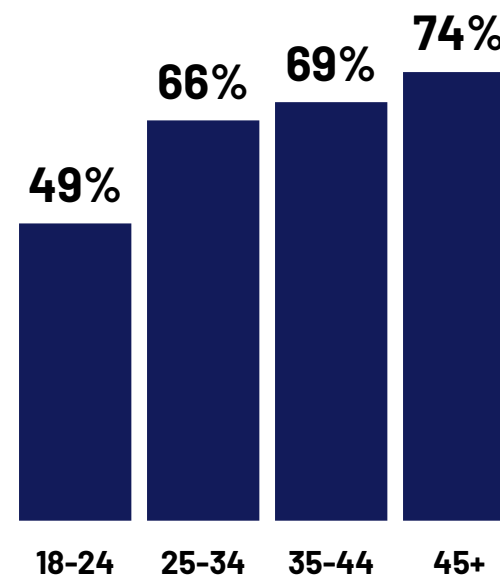


Views on support for job seekers

% – by demographics



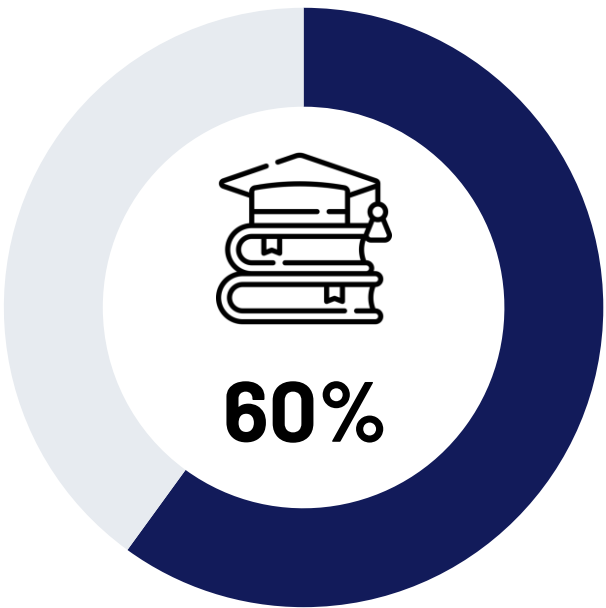
There isn't sufficient support available for job seekers in Jordan



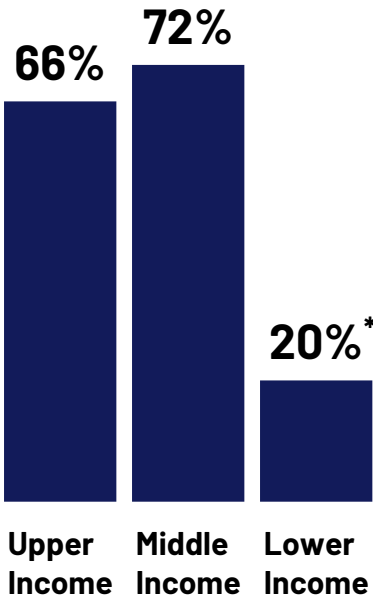
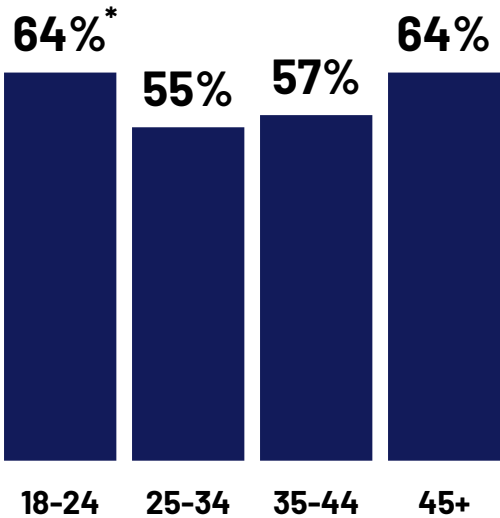
EDUCATION AND CAREER ALIGNMENT

Job alignment with field of study

% – by demographics

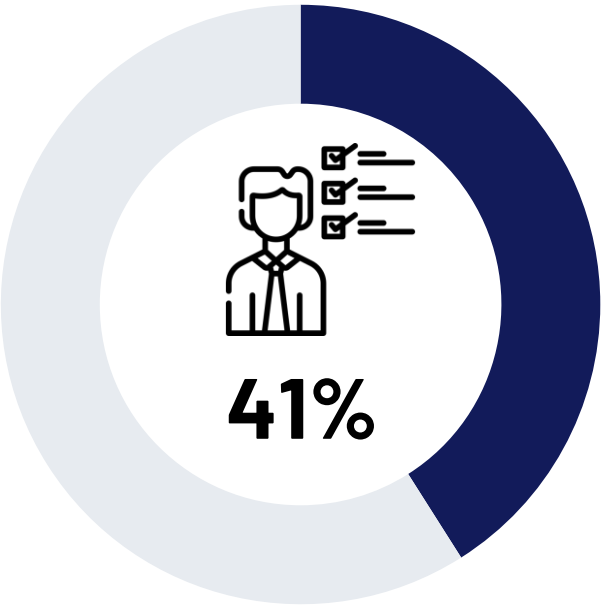


Are working in the same field they studied in university

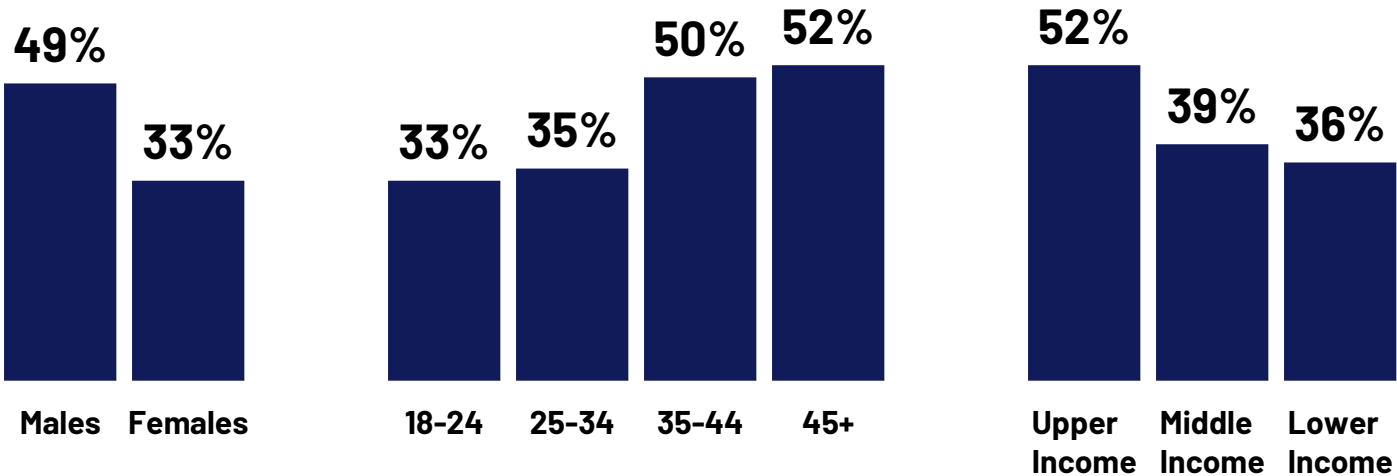


Education and skills alignment with market demand

% – by demographics



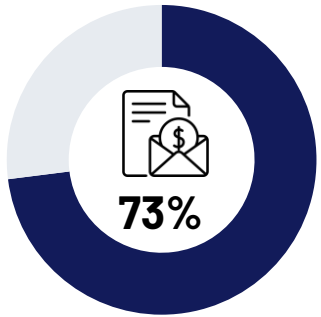
Believe their education and skills match the requirements of the current job market



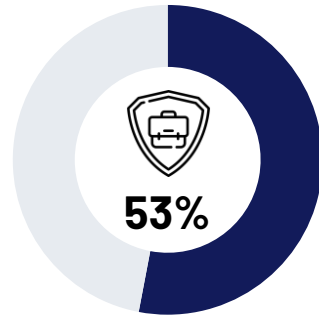
JOB SELECTION CRITERIA

Job selection criteria

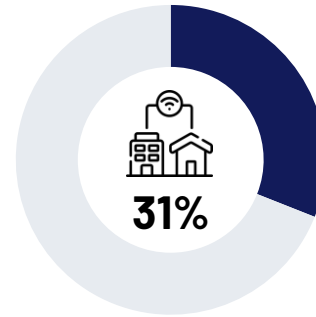
Top 10 criteria



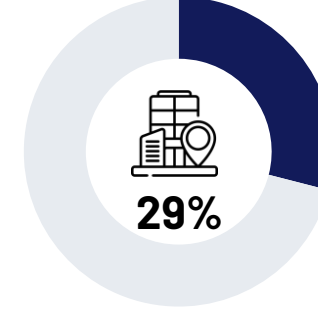
Salary and benefits



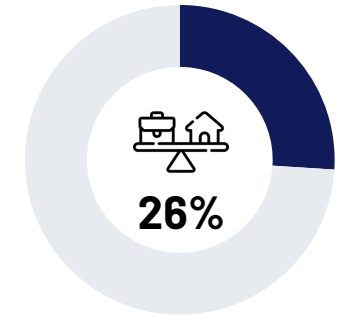
Job security



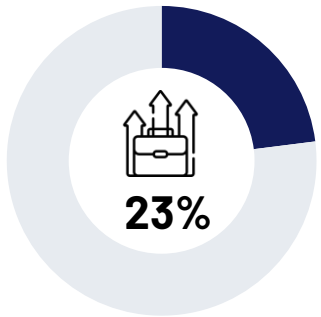
Work flexibility



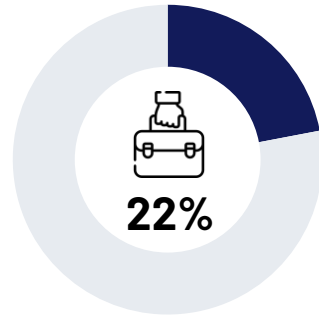
Location and commute



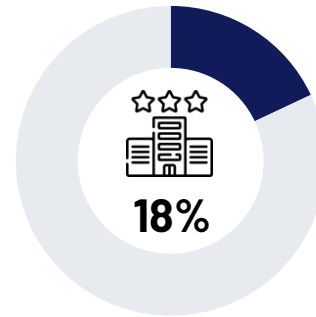
Work-life balance



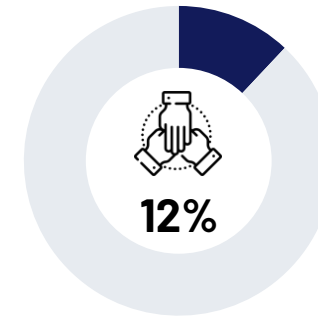
Personal development and career growth opportunities



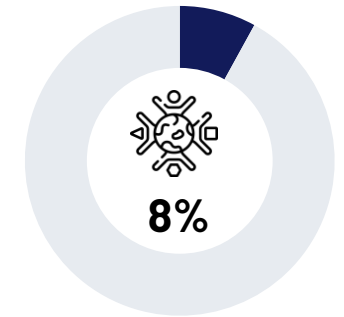
Field of work



Company reputation













Company culture



Workforce diversity

Job selection criteria

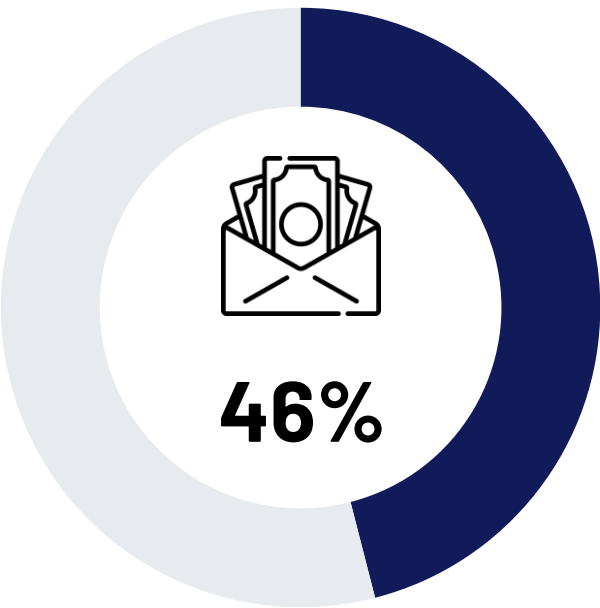
Top 10 criteria - by demographics

										
	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
Total	73%	53%	31%	29%	26%	23%	22%	18%	12%	8%
Male	69%	55%	26%	28%	26%	25%	25%	15%	17%	9%
Female	76%	51%	36%	30%	27%	21%	18%	21%	7%	7%
18-24	65%	50%	34%	29%	29%	16%	28%	20%	15%	9%
25-34	72%	50%	35%	24%	26%	26%	25%	19%	8%	7%
35-44	79%	49%	28%	29%	25%	31%	14%	22%	10%	10%
45+	77%	62%	25%	34%	25%	23%	16%	12%	14%	6%
Upper Income	81%	55%	27%	28%	27%	26%	15%	20%	12%	5%
Middle Income	81%	51%	28%	32%	20%	29%	18%	14%	8%	9%
Lower Income	64%	53%	34%	27%	29%	18%	27%	18%	14%	10%

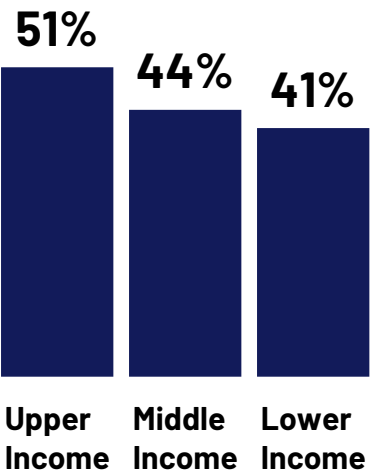
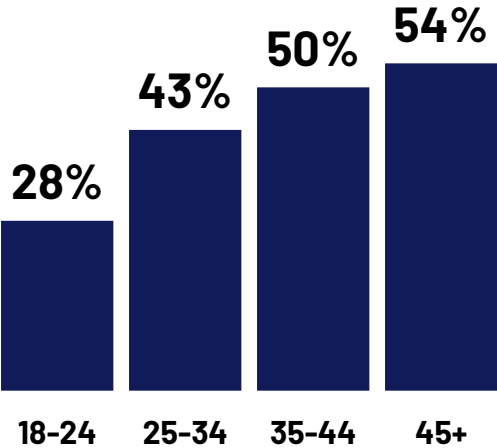
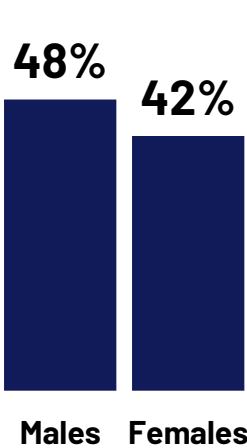
THE FINANCIAL FOCUS BEHIND EMPLOYMENT CHOICES

Employment as a financial necessity

% – by demographics

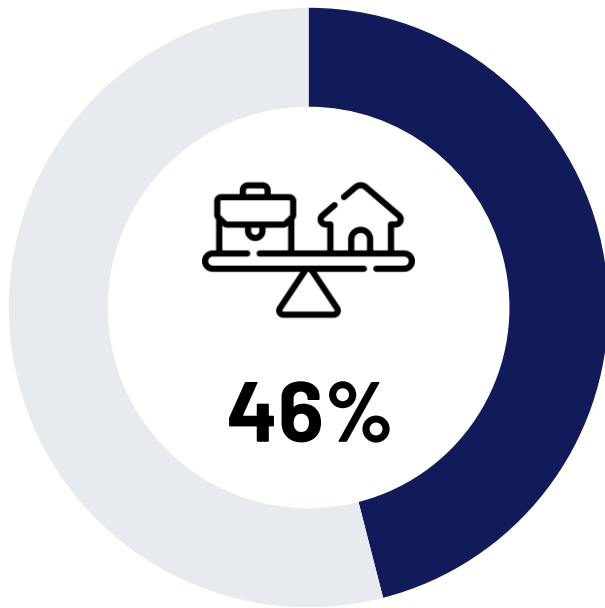


View employment as
merely a way to earn money

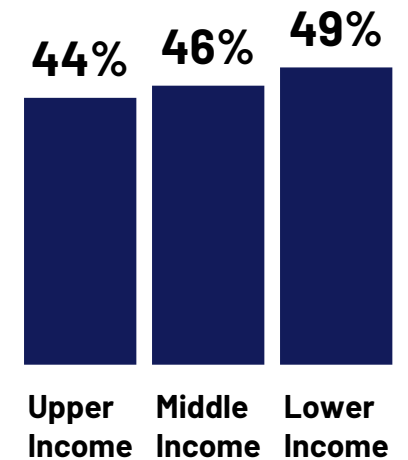
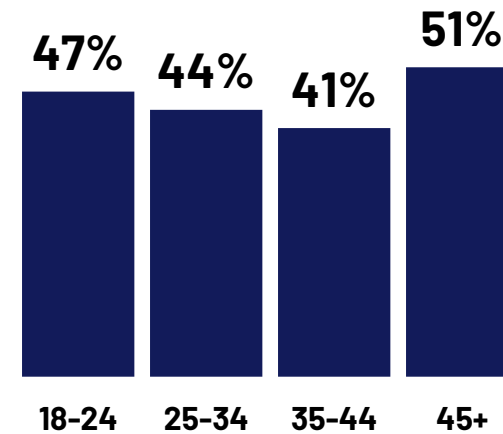
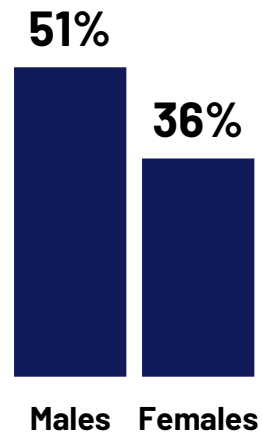


Work-life balance vs. pay

% – by demographics



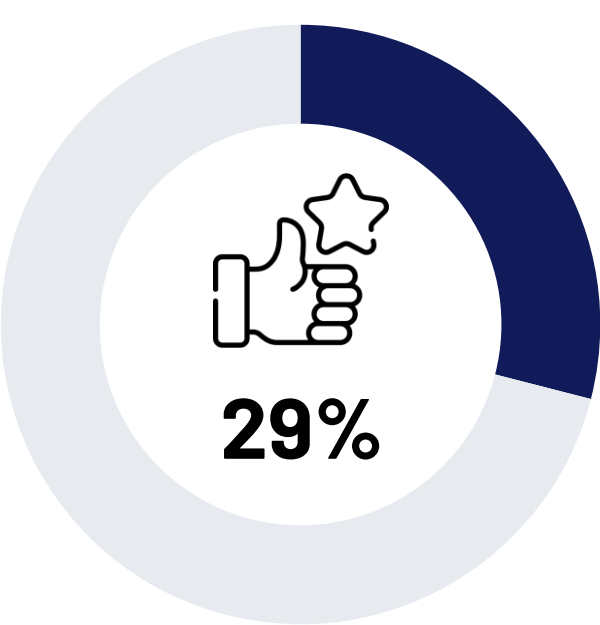
Would sacrifice work-life balance for more money



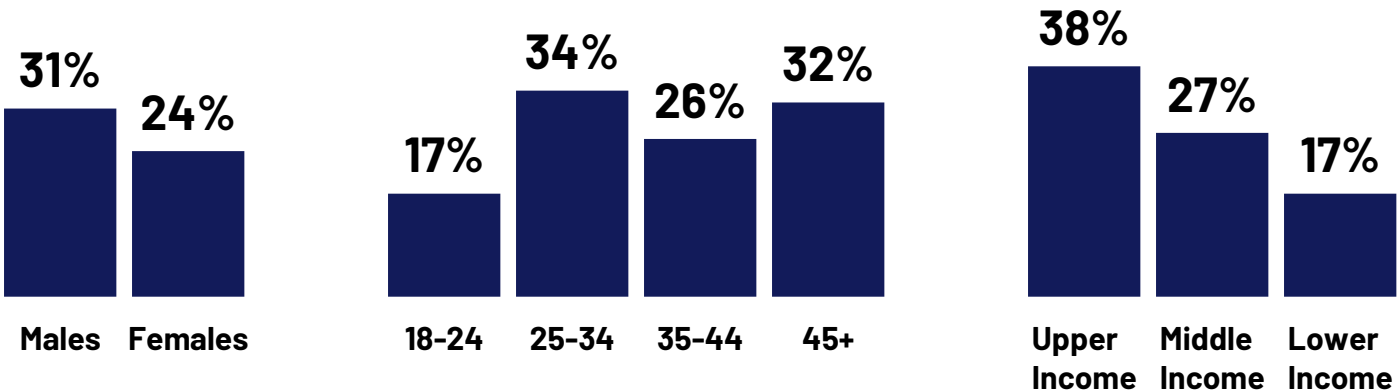
JOB SATISFACTION

Overall job satisfaction

% – by demographics

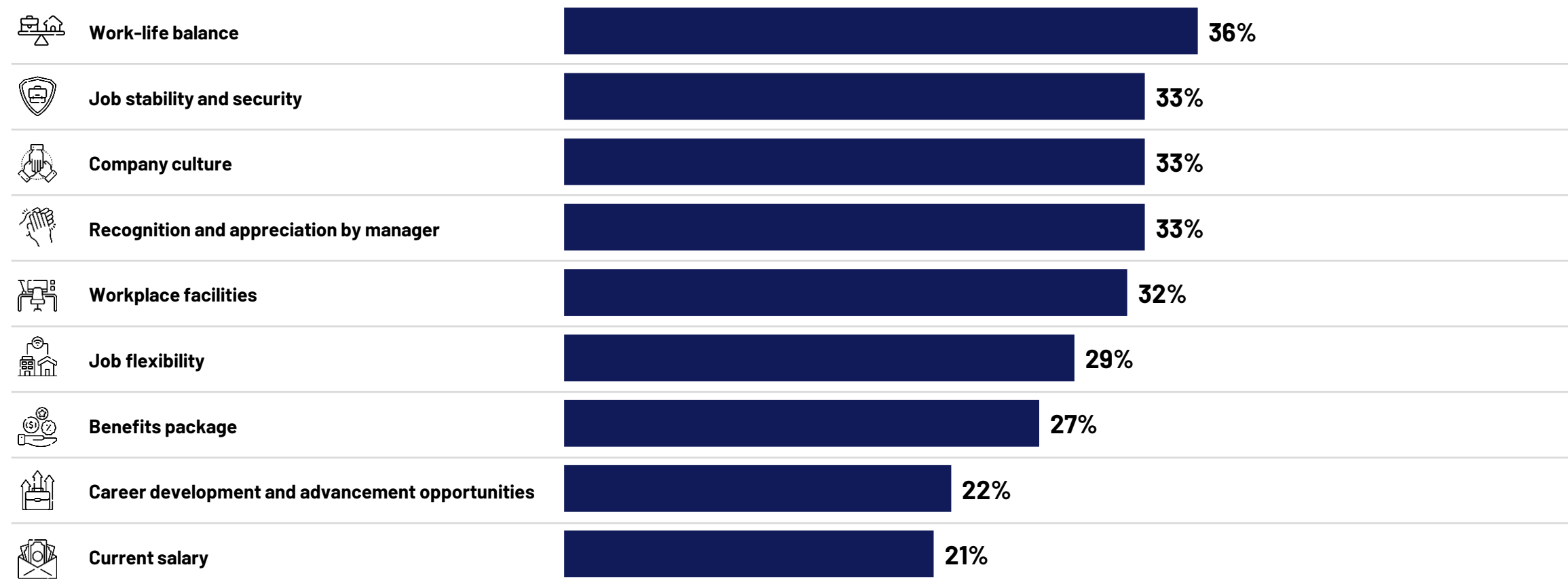


Are satisfied with their current job












Satisfaction across key job aspects

% Satisfied



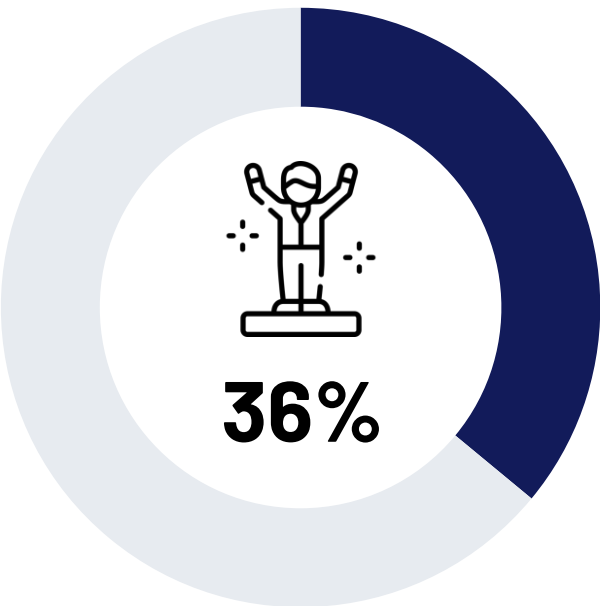
Satisfaction across key job aspects

% Satisfied - by demographics

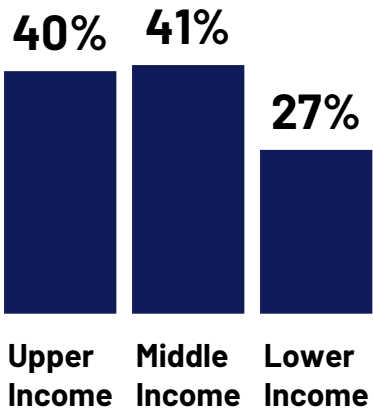
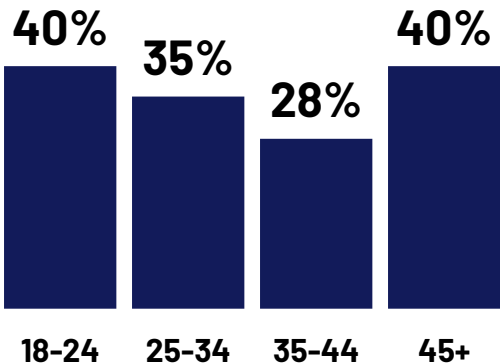
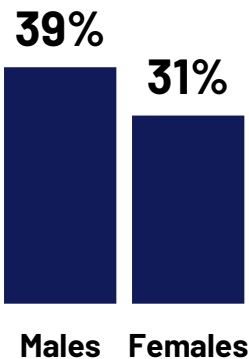
	 Work-life balance	 Job stability and security	 Company culture	 Recognition and appreciation by manager	 Workplace facilities	 Job flexibility	 Benefits package	 Career development and advancement opportunities	 Current salary
Total	36%	33%	33%	33%	32%	29%	27%	22%	21%
Male	40%	37%	35%	31%	34%	30%	29%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

Accomplishment in professional life

% – by demographics



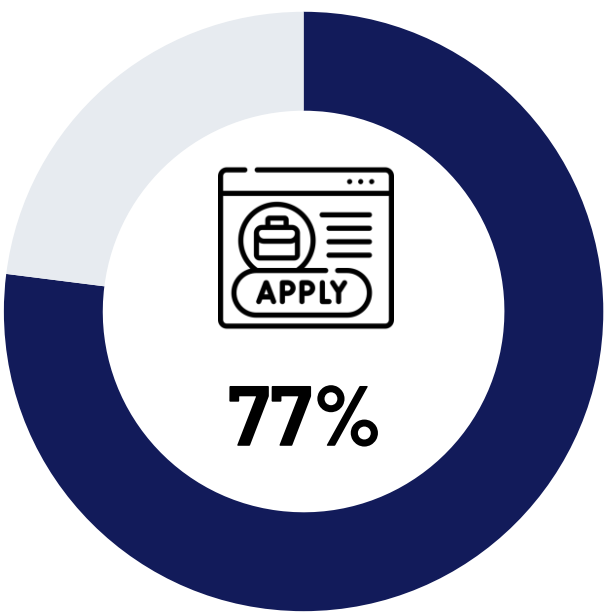
Feel accomplished in their professional life



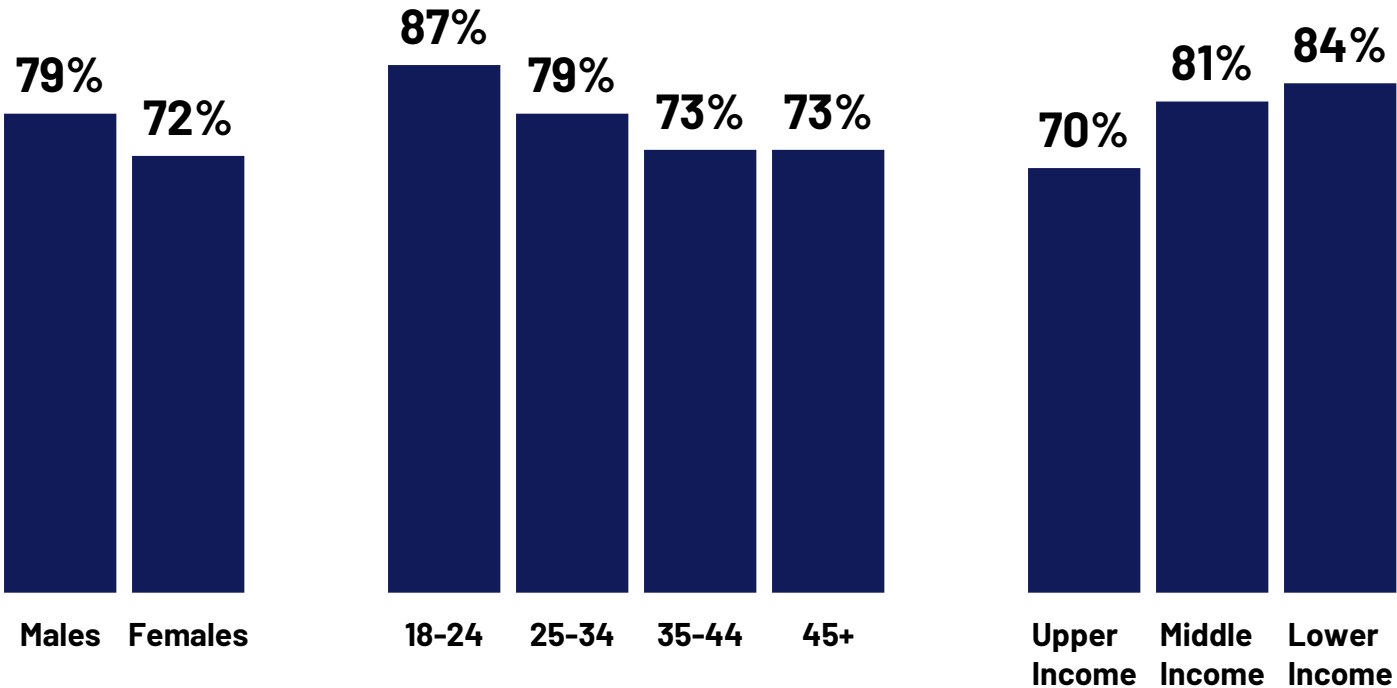
PURSUING NEW EMPLOYMENT OPPORTUNITIES

Seeking new job opportunities

% – by demographics

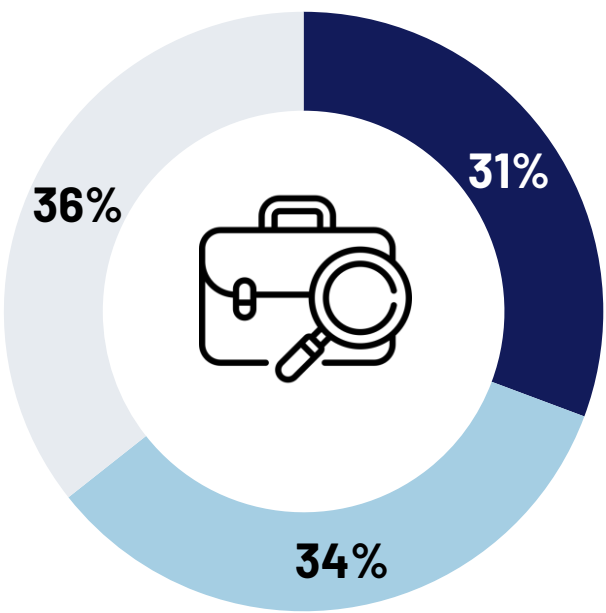


Are actively seeking a new job

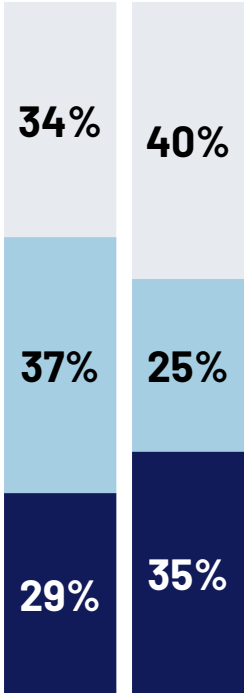


The search for new job opportunities

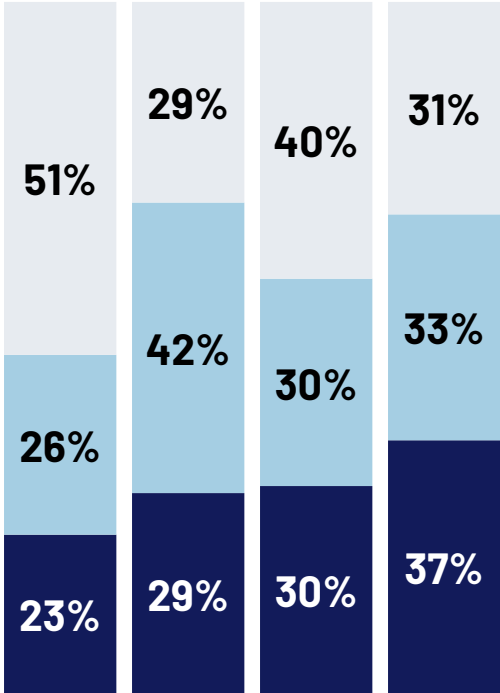
% - by demographics



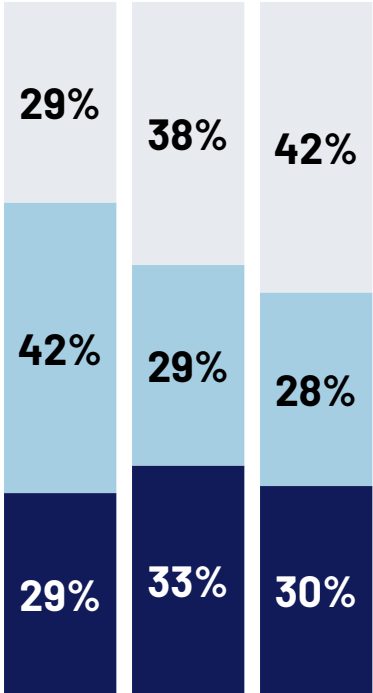
- Looking and applying for jobs in Jordan
- Looking and applying for jobs outside Jordan
- Looking and applying for jobs both in and outside Jordan



Males Females

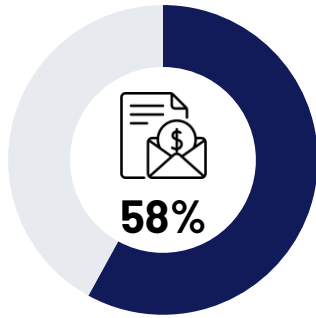


18-24 25-34 35-44 45+

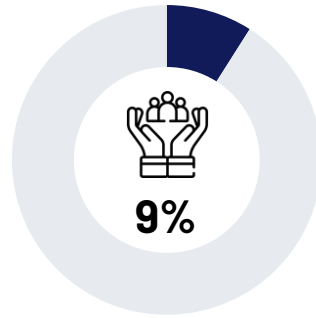


Upper Income Middle Income Lower Income

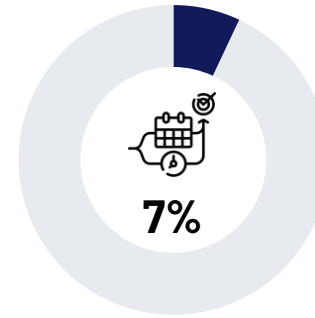
Motivations for job switching



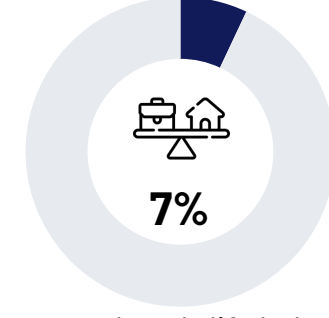
Higher pay/benefits



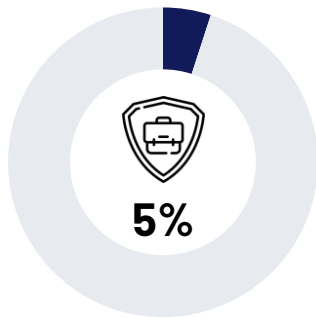
More meaningful/fulfilling role



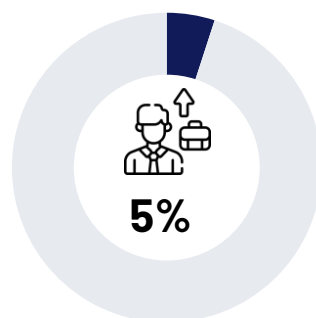
More flexible work options



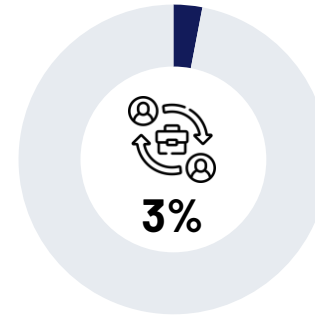
Improved work-life balance



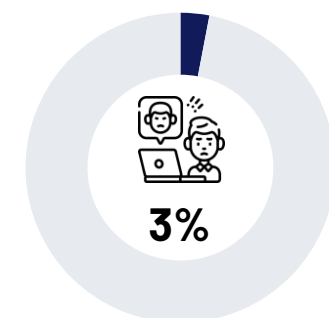
More secure job



Career growth opportunities











Career change



Manager dissatisfaction

Motivations for job switching

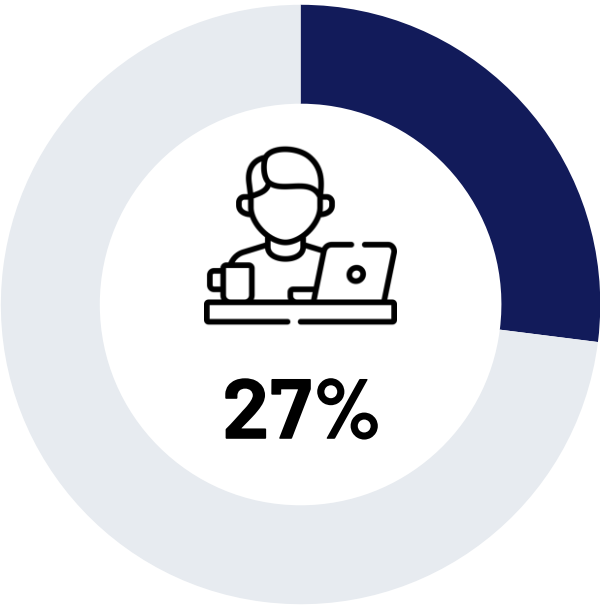
% - by demographics

	 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
Total	58%	9%	7%	7%	5%	5%	3%	3%
Male	61%	11%	5%	5%	4%	7%	5%	1%
Female	51%	5%	12%	11%	10%	1%	1%	6%
18-24	61%	11%	14%	7%	-	-	-	7%
25-34	52%	10%	7%	9%	2%	17%	-	2%
35-44	64%	9%	2%	2%	15%	3%	1%	1%
45+	58%	9%	7%	8%	6%	-	9%	2%
Upper Income	59%	9%	8%	5%	6%	6%	6%	-
Middle Income	68%	3%	7%	10%	3%	-	1%	8%
Lower Income	50%	16%	7%	6%	7%	9%	2%	2%

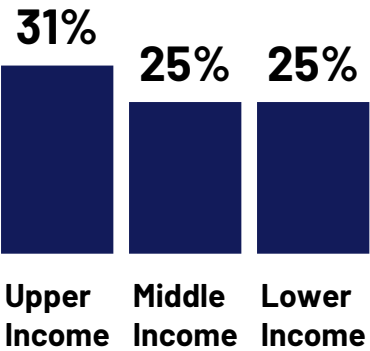
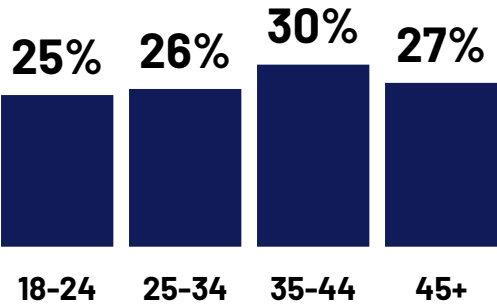
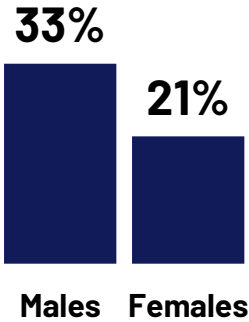
FREELANCING AND ENTREPRENEURSHIP

Freelance work

% – by demographics

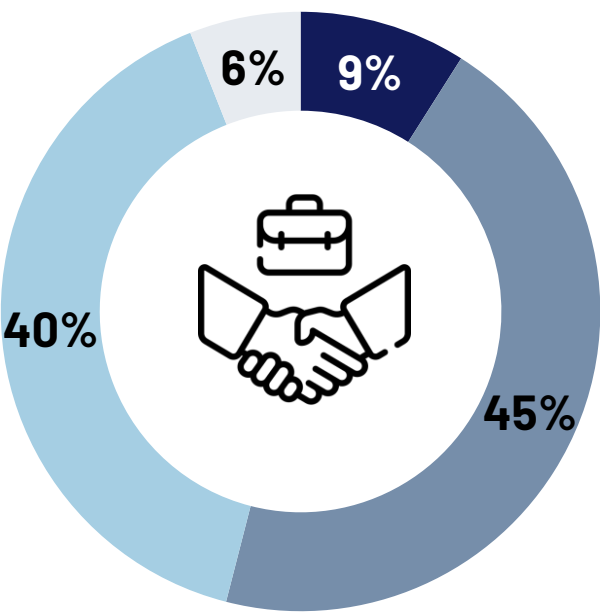


Currently do
freelance work

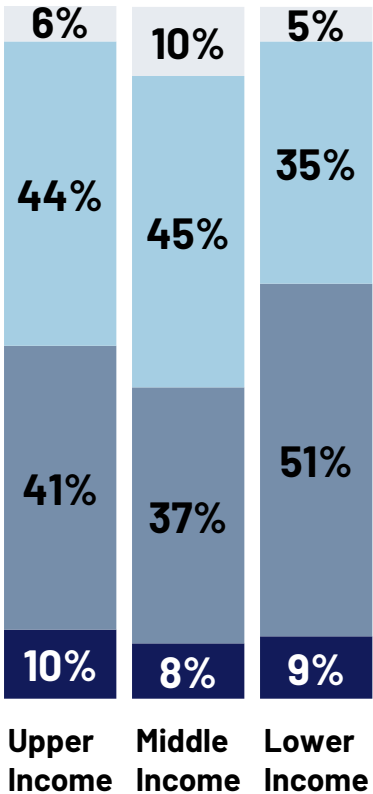
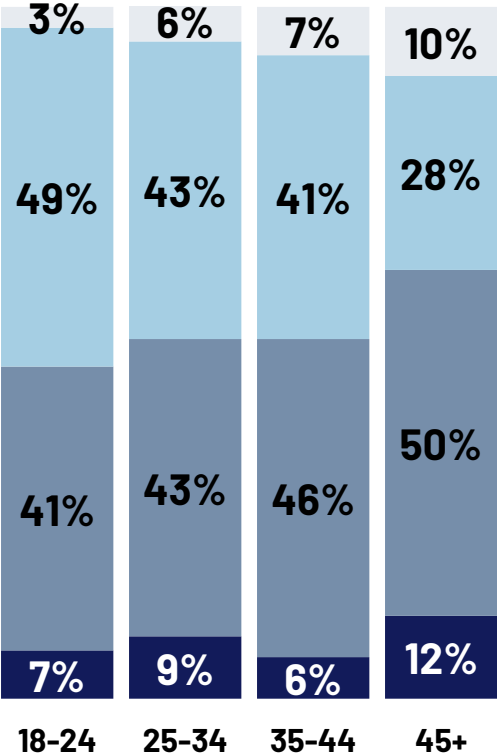
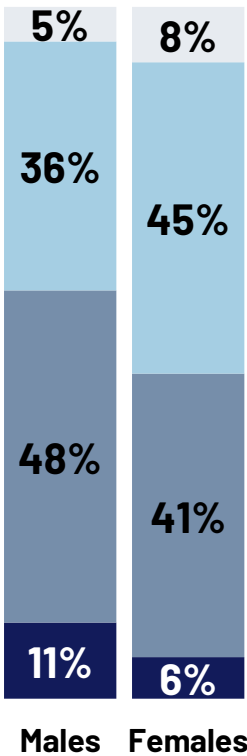


Considerations to start a business

% - by demographics

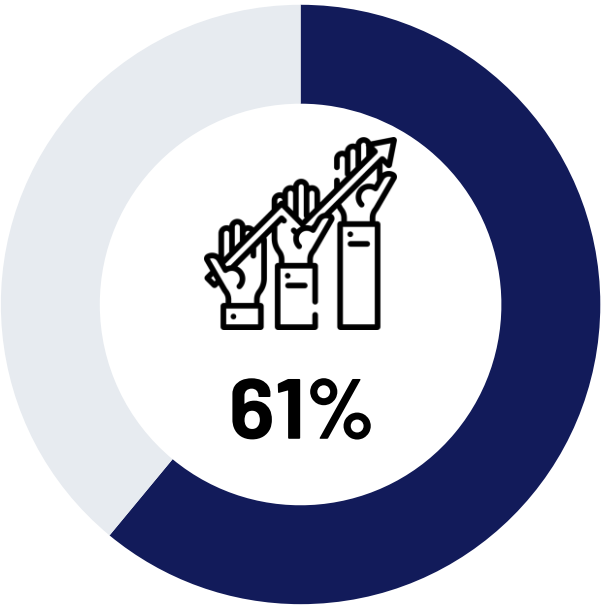


- Currently owns a business
- Attempted to start a business but was unsuccessful
- Plans to start a business in the future
- Hasn't considered starting a business/ does not plan to

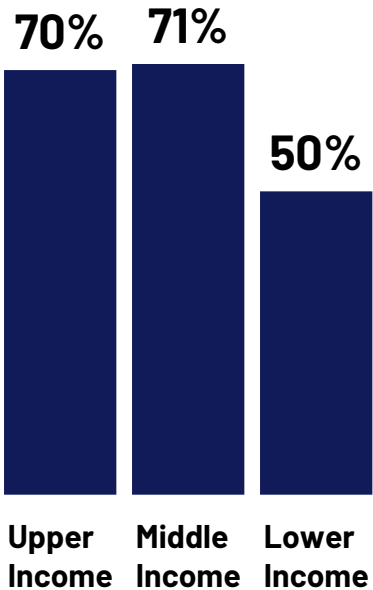
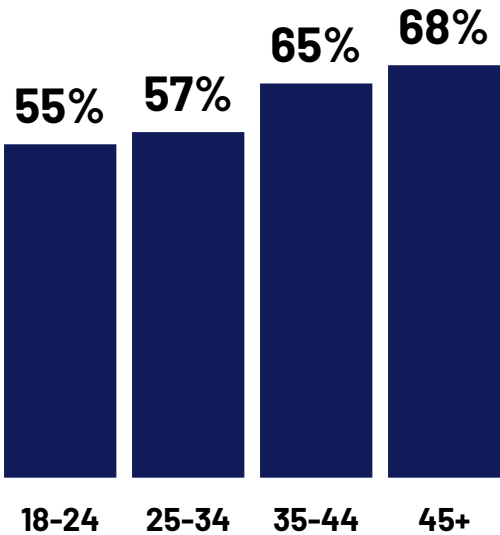


Views on the need for entrepreneurial support

% – by demographics



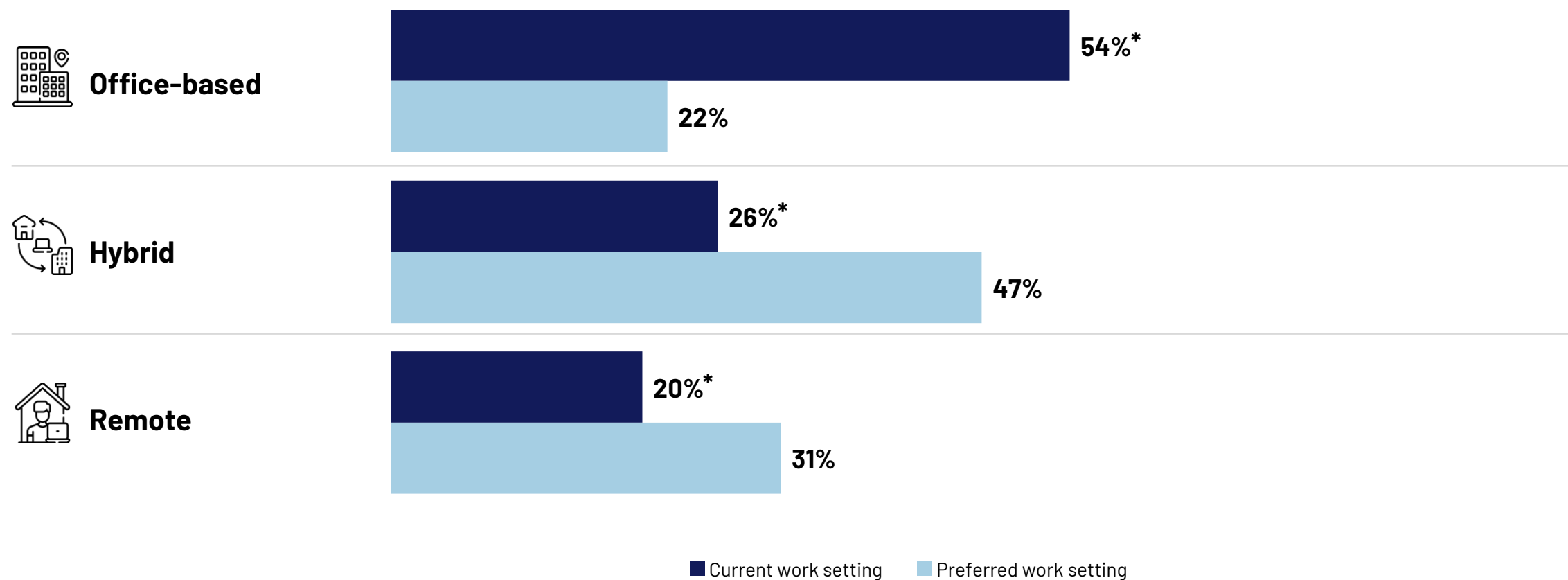
Believe there is a need for more support for entrepreneurs and small businesses in Jordan





WORK ARRANGEMENTS

Current and preferred work settings



Current work setting

% - by demographics



Office-based



Hybrid



Remote

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

Preferred work setting

% - by demographics



Office-based



Hybrid

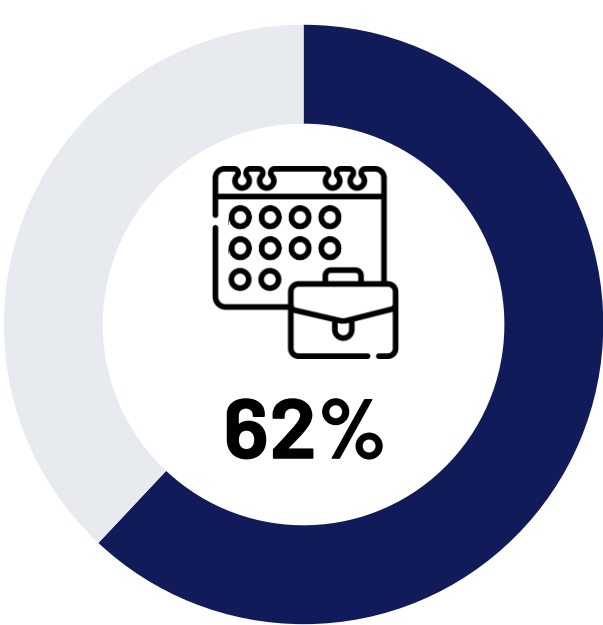


Remote

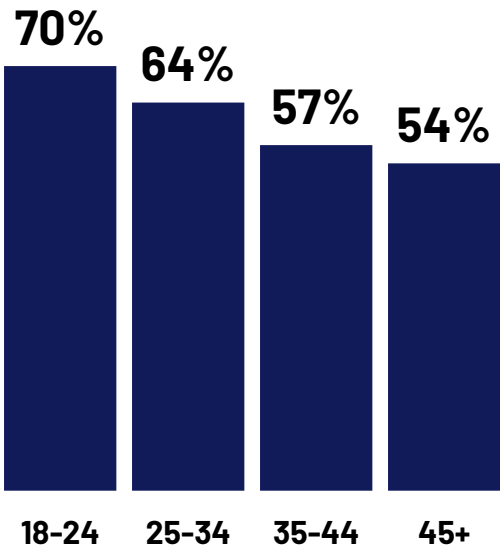
Total	22%	47%	31%
Male	25%	50%	24%
Female	18%	43%	39%
18-24	18%	36%	46%
25-34	25%	44%	31%
35-44	24%	55%	21%
45+	21%	57%	22%
Upper Income	26%	54%	20%
Middle Income	21%	52%	27%
Lower Income	19%	40%	41%

Awareness of the 4-day work week

% – by demographics

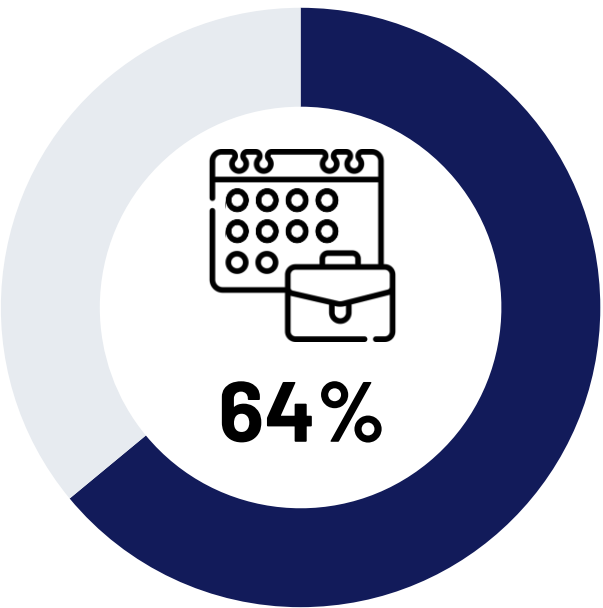


Are aware of concept of
a 4-day work week

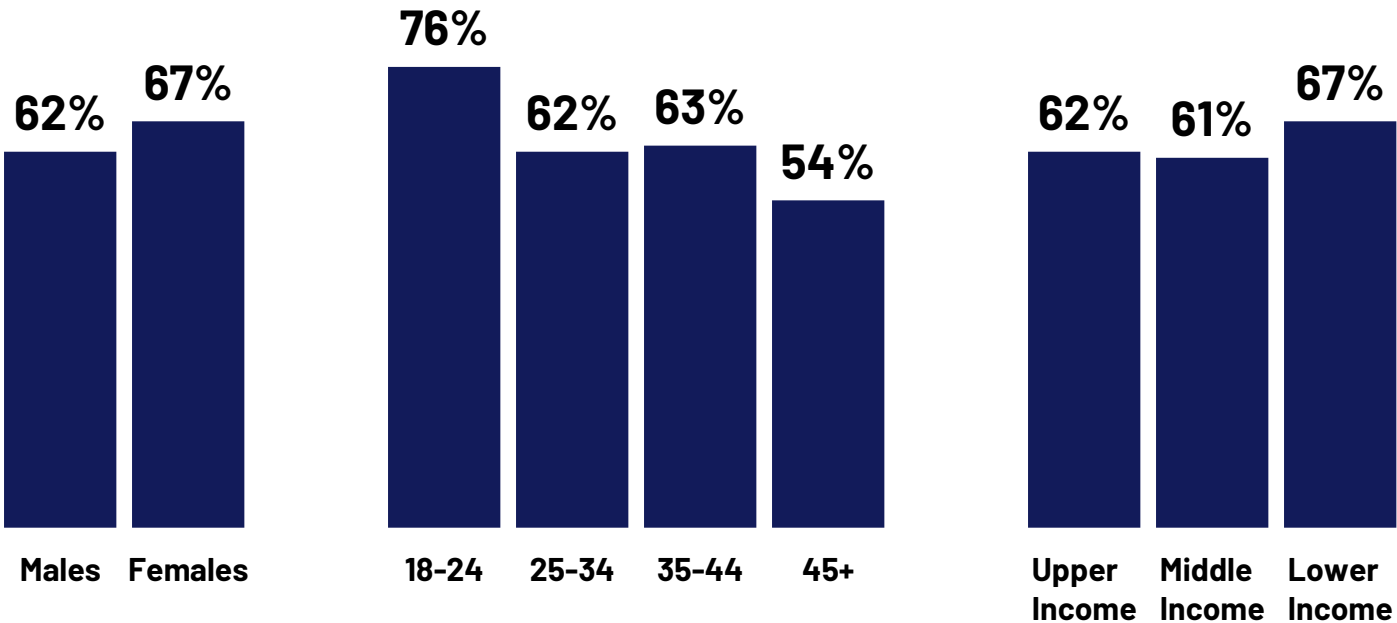


Perceptions surrounding a 4-day work week implementation

% – by demographics

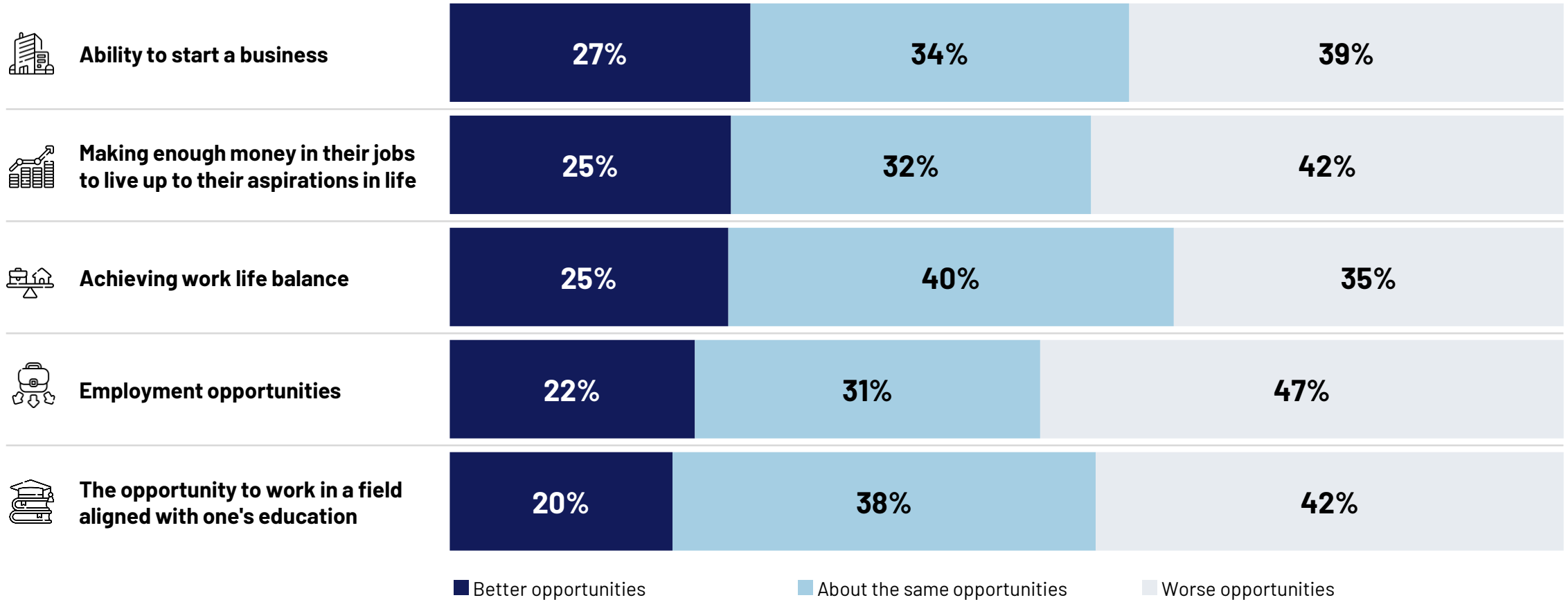


Believe that a 4-day work week will become the new norm in the future



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

	Better opportunities	Worse opportunities	Better opportunities	Worse opportunities	Better opportunities	Worse opportunities	Better opportunities	Worse opportunities	Better opportunities	Worse opportunities
Total	27%	39%	25%	42%	25%	35%	22%	47%	20%	42%
Male	27%	41%	23%	46%	22%	39%	21%	53%	20%	43%
Female	27%	36%	27%	39%	30%	30%	23%	40%	21%	41%
18-24	28%	29%	32%	39%	29%	30%	26%	40%	21%	39%
25-34	27%	33%	26%	33%	24%	33%	21%	44%	23%	38%
35-44	31%	40%	27%	41%	25%	27%	25%	40%	22%	40%
45+	23%	55%	17%	55%	23%	46%	17%	61%	16%	49%
Upper Income	28%	40%	21%	48%	22%	39%	22%	49%	16%	52%
Middle Income	27%	47%	20%	50%	25%	43%	17%	54%	21%	46%
Lower Income	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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