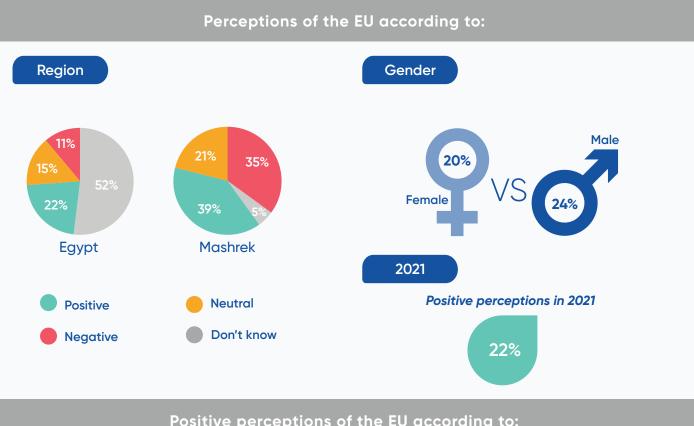
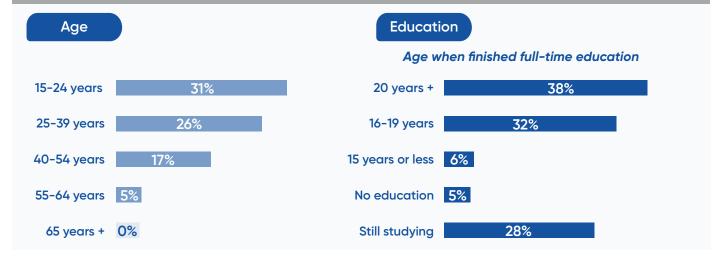


# **Image of the EU**

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



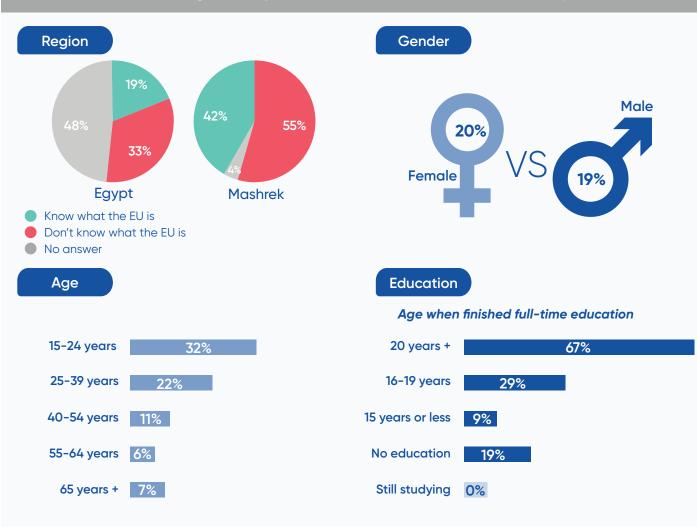
#### Positive perceptions of the EU according to:



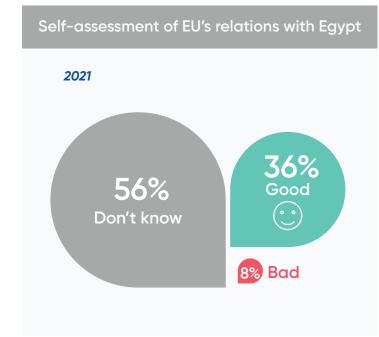
# **Knowledge of the EU**

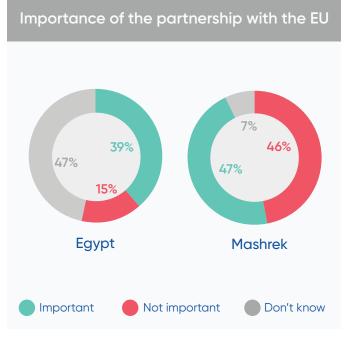
To what extent do you know what the European Union is all about?



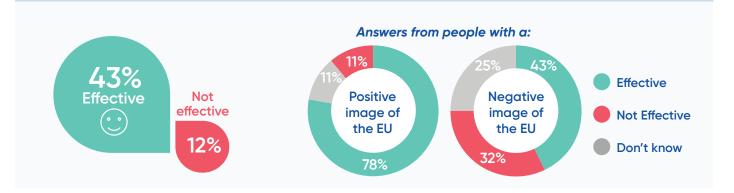


# **EU relations with Egypt**





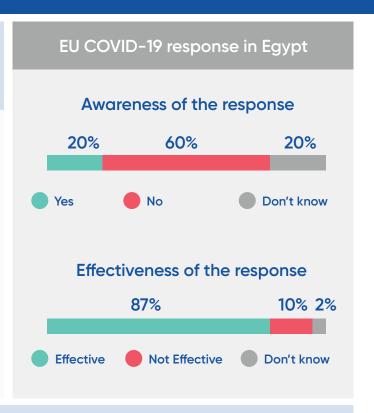
To what extent do you think that the support provided by the European Union to Egypt has been effective?



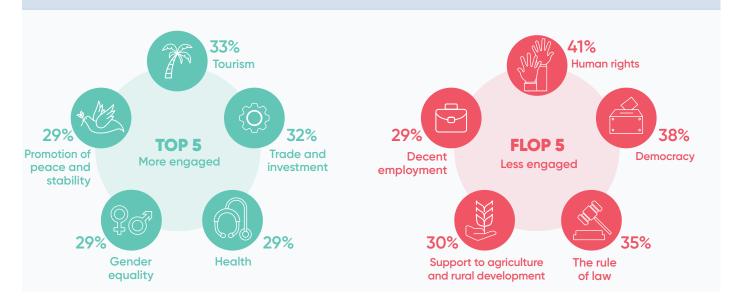
## EU's action







#### In which areas do you think the European Union could be more engaged in Egypt?



## **Media habits**

#### **HIGHEST AUDIENCE MEDIA**

# PREFERRED SOURCES OF INFORMATION ON THE EU



Nile Drama 20% CBC Sofra 18%



Al Quran Al kareem 43% Nujoom FM 14%



Al Yaum Al Sabea 9% Akhbar El Yom 5%



Whatsapp 71% Facebook 32%

Online social networks

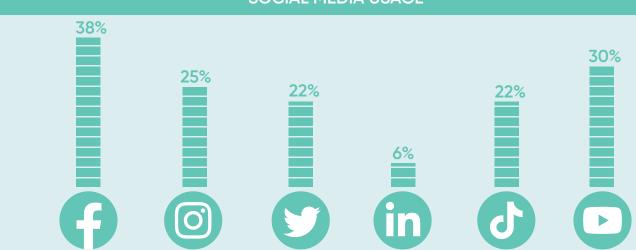
Other Internet sources (websites, blogs, search engines)

7% Television

Discussions with relatives, friends, colleagues

The EU Neighbours South website / social media

### SOCIAL MEDIA USAGE



#### For more information













