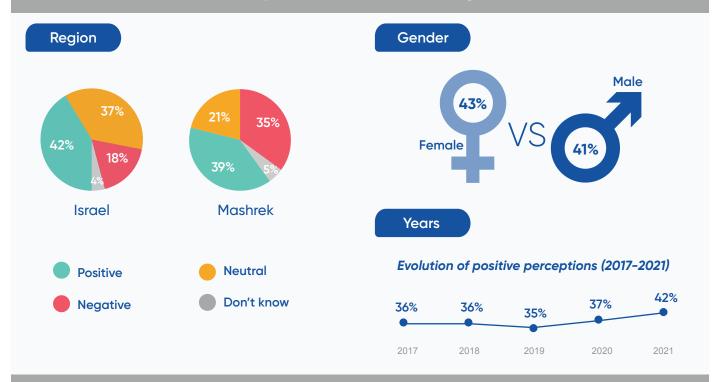


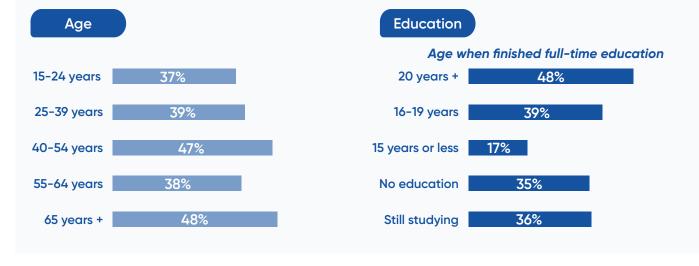
## **Image of the EU**

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

#### Perceptions of the EU according to:

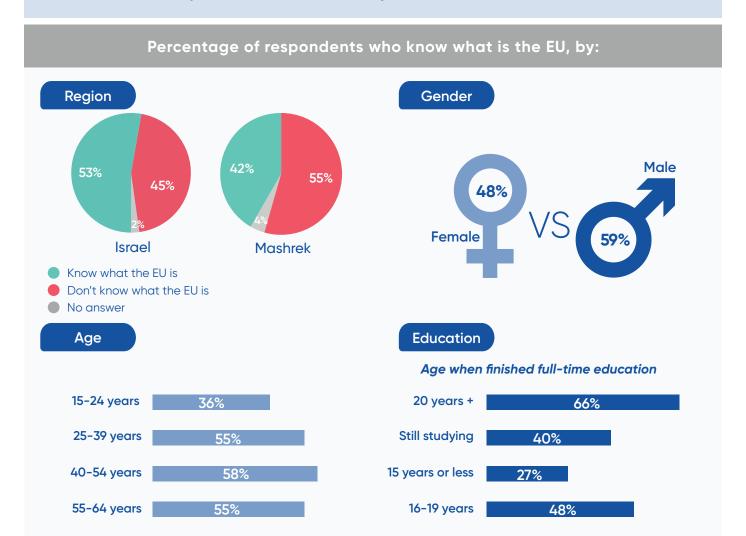


#### Positive perceptions of the EU according to:



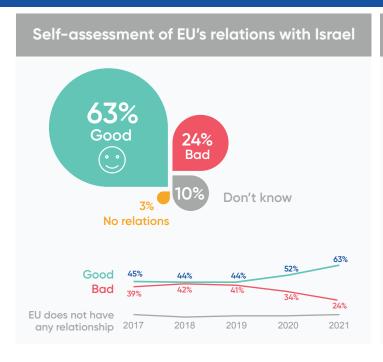
## **Knowledge of the EU**

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



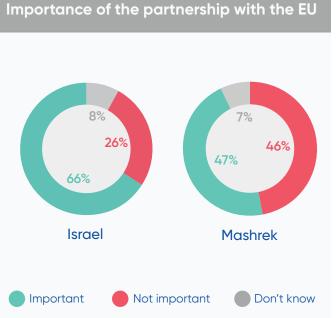
## **EU relations with Israel**

No education



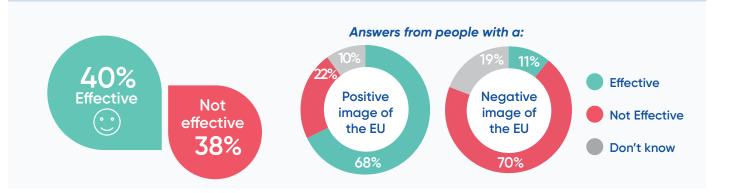
60%

65 years +

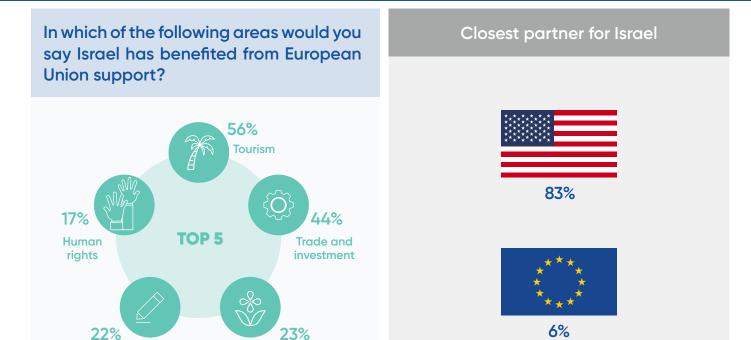


43%

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



## **EU's action**



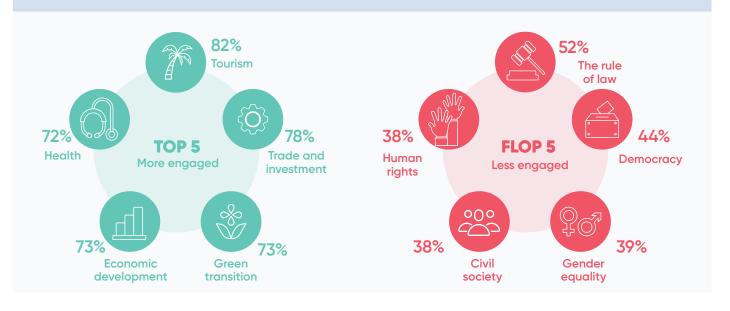
In which areas do you think the European Union could be more engaged in Israel?

**Education** 

and skills

Green

transition



## **Media habits**

#### **HIGHEST AUDIENCE MEDIA**

# PREFERRED SOURCES OF INFORMATION ON THE EU



Keshet 12 50% Reshet 13 42%

Galgalatz 28%
Reshet Bet 21%

Israel Hayom 26% Yediot Ahronot 24%

Facebook 72% Instagram 44%



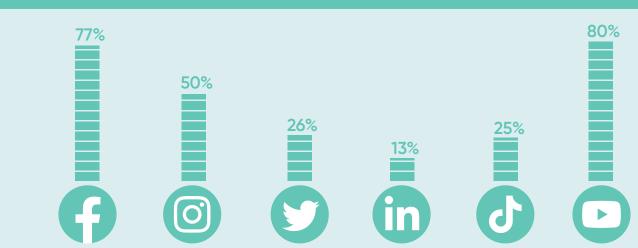
Other Internet sources (websites, blogs, search engines)

24% Television

Discussions with relatives, friends, colleagues

14% Daily newspapers

#### SOCIAL MEDIA USAGE



For more information













