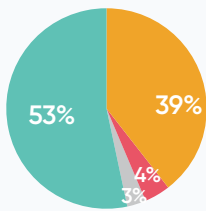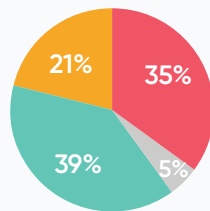# Image of the EU

In general, does the European Union conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?
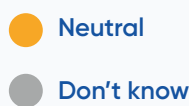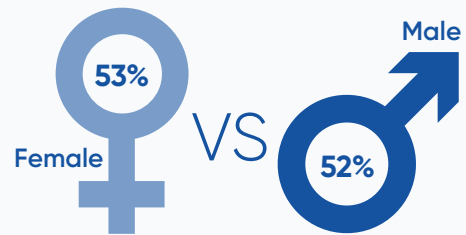
Perceptions of the EU according to:
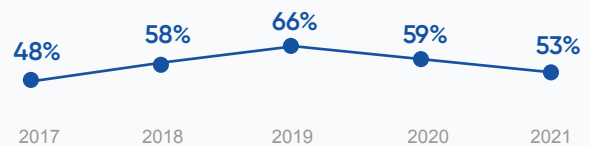
Region

Lebanon
- 53%
- 39%
- 4%
- 3%

Mashrek
- 21%
- 35%
- 39%
- 5%

- 🟢 Positive
- 🟠 Neutral
- 🔴 Negative
- ⚪ Don't know

Gender

Female **53%** VS Male **52%**

Years

Evolution of positive perceptions (2017-2021)

2017	2018	2019	2020	2021
48%	58%	66%	59%	53%

Positive perceptions of the EU according to:

Age

15-24 years	59%
25-39 years	65%
40-54 years	45%
55-64 years	40%
65 years +	27%

Education

Age when finished full-time education

20 years +	59%
16-19 years	47%
15 years or less	41%
No education	25%
Still studying	60%
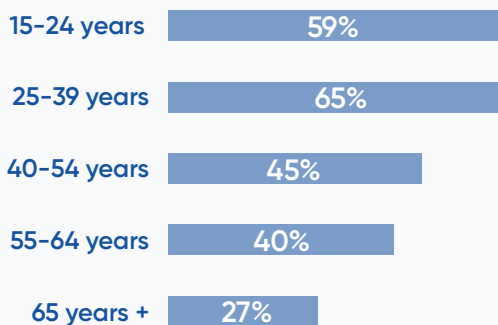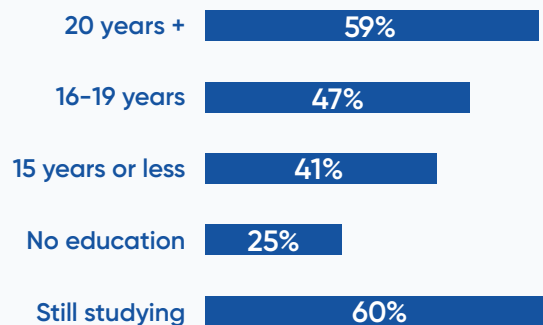
Knowledge of the EU

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

Percentage of respondents who know what is the EU, by:

Region
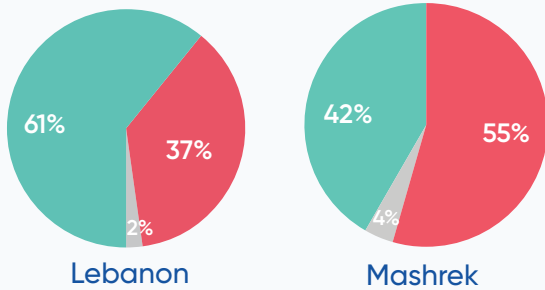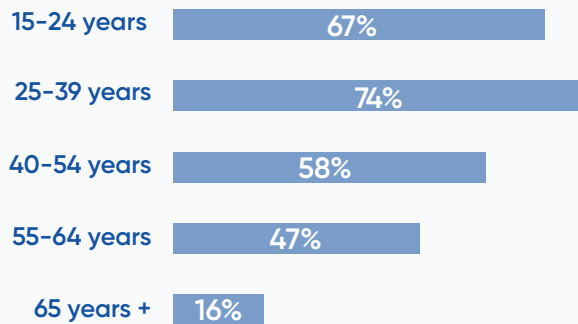
Lebanon
- 61% Know what the EU is
- 37% Don't know what the EU is
- 2% No answer

Mashrek
- 42% Know what the EU is
- 55% Don't know what the EU is
- 4% No answer

Legend:
- Know what the EU is
- Don't know what the EU is
- No answer

Gender

Female 63% VS **Male** 61%

Age

15-24 years	67%
25-39 years	74%
40-54 years	58%
55-64 years	47%
65 years +	16%

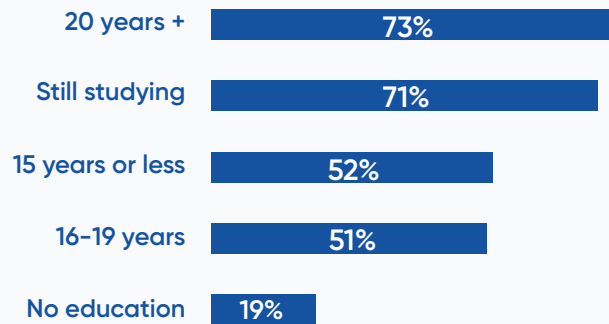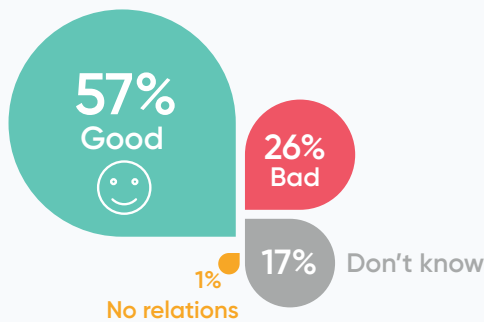#### Education

Age when finished full-time education

20 years +	73%
Still studying	71%
15 years or less	52%
16-19 years	51%
No education	19%
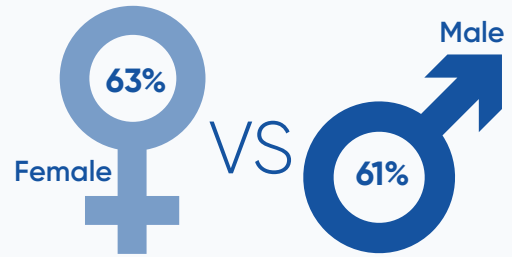
EU relations with Lebanon

Self-assessment of EU's relations with Lebanon

- 57% Good
- 26% Bad
- 17% Don't know
- 1% No relations

	2017	2018	2019	2020	2021
Good	66%	68%	81%	71%	57%
Bad	21%	18%	12%	19%	26%

EU does not have any relationship
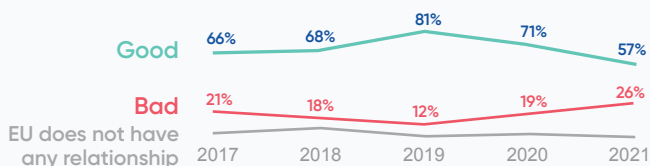
Importance of the partnership with the EU

Lebanon
- 61% Important
- 36% Not important
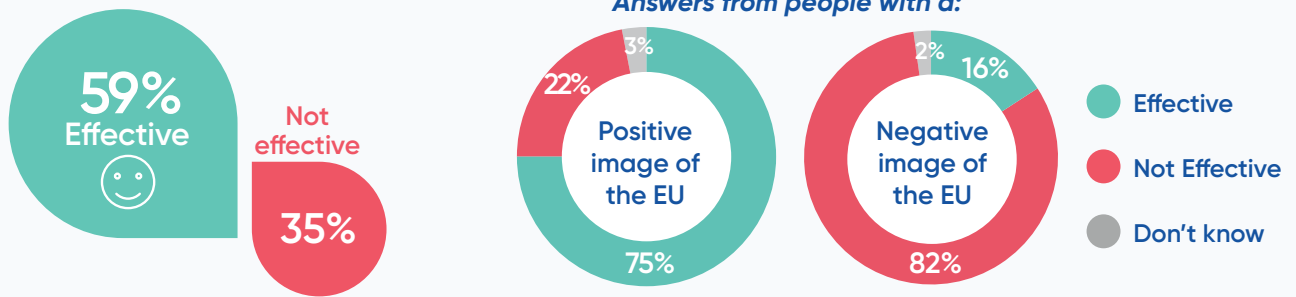- 3% Don't know

Mashrek
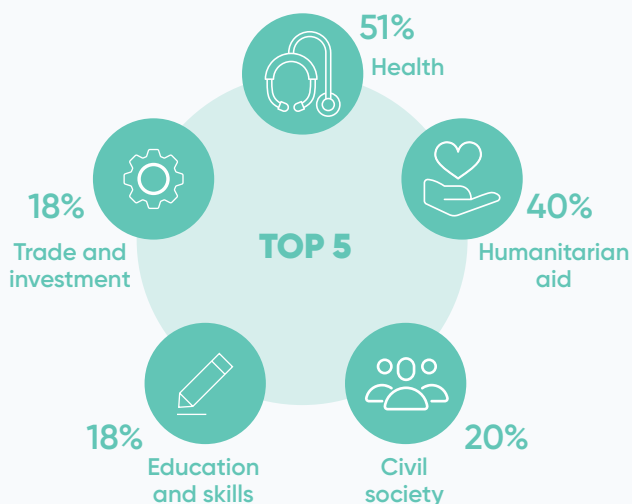- 47% Important
- 46% Not important
- 7% Don't know
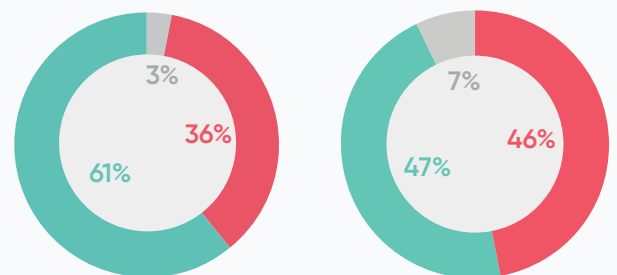
Legend:
- Important
- Not important
- Don't know

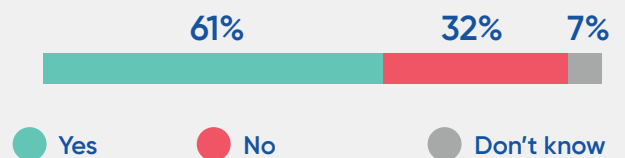## To what extent do you think that the support provided by the European Union to Lebanon has been effective?

59% Effective

Not effective 35%

Answers from people with a:

Positive image of the EU
- 3%
- 22%
- 75%

Negative image of the EU
- 2%
- 16%
- 82%

- ● Effective
- ● Not Effective
- ● Don't know

EU's action

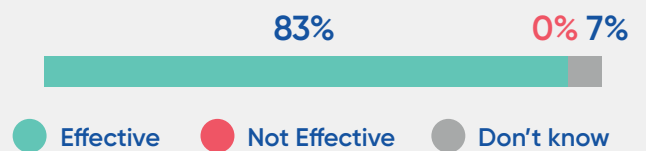## In which of the following areas would you say Lebanon has benefited from European Union support?

TOP 5

- 51% Health
- 40% Humanitarian aid
- 20% Civil society
- 18% Education and skills
- 18% Trade and investment

EU COVID-19 response in Lebanon

Awareness of the response

61% 32% 7%

- ● Yes
- ● No
- ● Don't know

Effectiveness of the response

83% 0% 7%

- ● Effective
- ● Not Effective
- ● Don't know

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

TOP 5 More engaged

- 75% Humanitarian aid
- 71% Health
- 64% Education and skills
- 55% Human rights
- 50% Economic development

FLOP 5 Less engaged

- 52% Democracy
- 49% Gender equality
- 49% Promotion of peace and stability
- 46% The rule of law
- 42% Decent employment
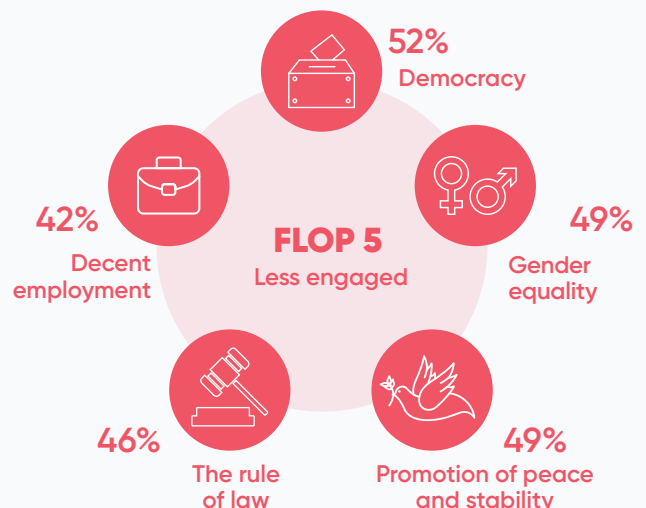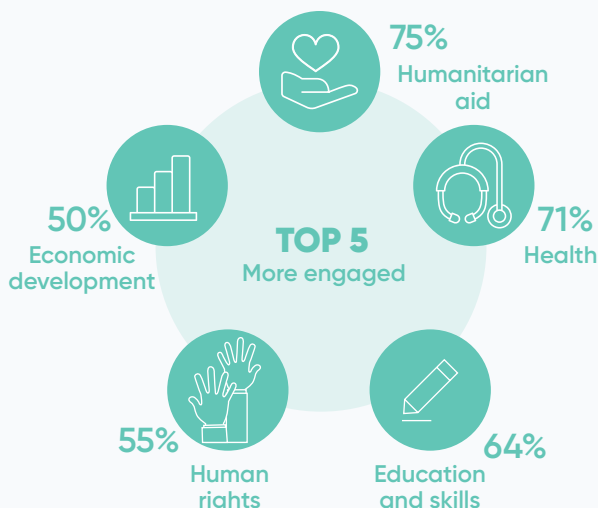
Media habits

HIGHEST AUDIENCE MEDIA

📺	MTV Lebanon	59%
	LBC International	54%
📻	Rotana FM	26%
	Lebanon FM	21%
📰	Al nahar	25%
	Al nashra	8%
🖥	Whatsapp	85%
	Facebook	59%

PREFERRED SOURCES OF INFORMATION ON THE EU

31% Television

28% Online social networks

25% Discussions with relatives, friends, colleagues

24% Other Internet sources (websites, blogs, search engines)

9% European Union Embassy in Lebanon

SOCIAL MEDIA USAGE

Facebook	Instagram	Twitter	LinkedIn	TikTok	YouTube
70%	55%	29%	8%	50%	43%