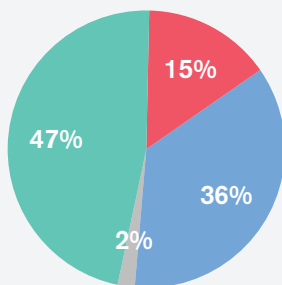## IMAGE OF THE EU

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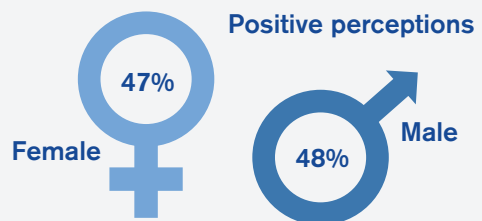
Perceptions of the EU according to:
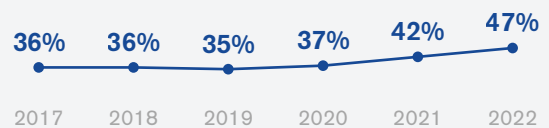
All respondents

- 15%
- 36%
- 2%
- 47%

- ● Positive
- ● Negative
- ● Neutral
- ● Don't know

Gender

Positive perceptions

Female 47%

Male 48%

Years

Evolution of positive perceptions (2017 – 2022)

2017	2018	2019	2020	2021	2022
36%	36%	35%	37%	42%	47%

Positive perceptions of the EU according to:

Age

15 – 24 years	43%
25 – 39 years	49%
40 – 54 years	48%
55 – 64 years	49%
65+ years	43%

Religion

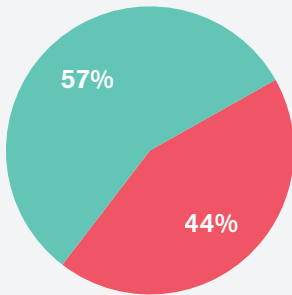|	
Jewish	36%
Muslim	24%
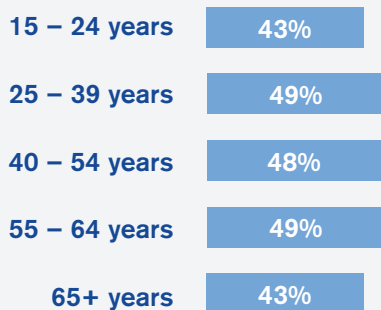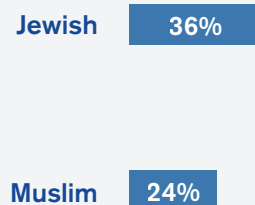
KNOWLEDGE OF THE EU

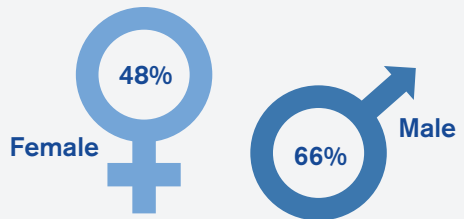To what extent do you know what the European Union is all about?

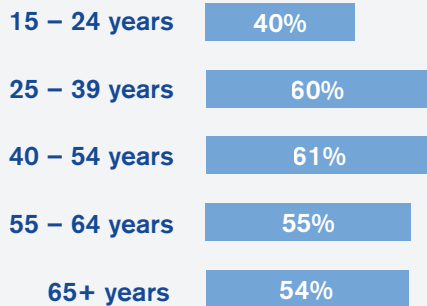## Percentage of respondents who know what is the EU, by:

All respondents

57% Know what the EU is all about
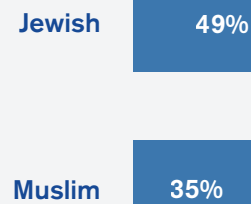44% Don't know what the EU is all about

● Know what the EU is all about
● Don't know what the EU is all about
● Don't know

Gender

Female 48%
Male 66%

Age

15 – 24 years	40%
25 – 39 years	60%
40 – 54 years	61%
55 – 64 years	55%
65+ years	54%

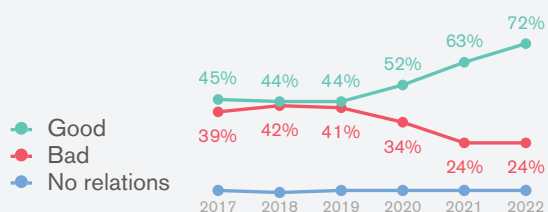### Religion

Jewish	49%
Muslim	35%

EU RELATIONS WITH ISRAEL

Self-assessment of the EU's relations with Israel

72% Good
24% Bad
1% No relations
3% Don't know

	2017	2018	2019	2020	2021	2022
Good	45%	44%	44%	52%	63%	72%
Bad	39%	42%	41%	34%	24%	24%
No relations						
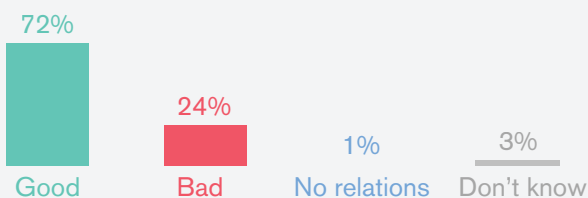
Importance of the partnership

72% Important
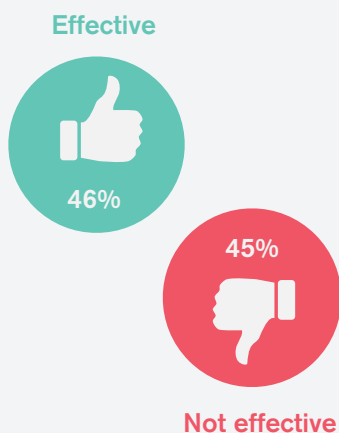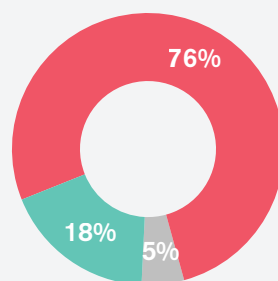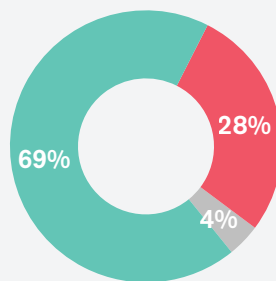26% Not important
2% Don't know
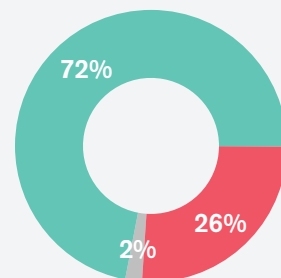
● Important ● Not important ● Don't know

To what extent do you think that the support provided by the European Union to Israel has been overall effective or not?
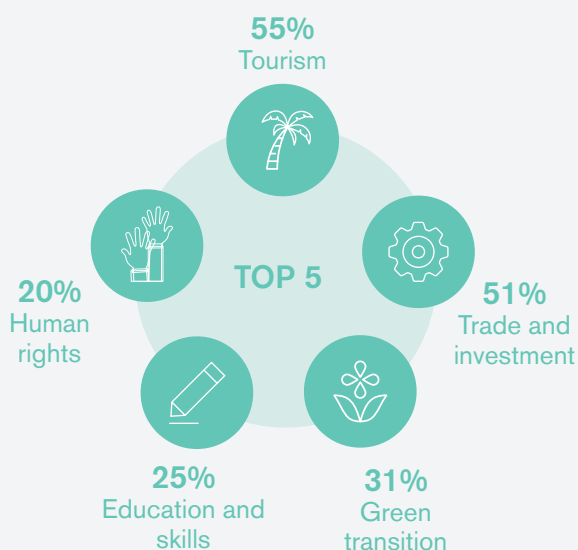
Effective

46%

Not effective

45%

Answers from people with a:

Positive image of the EU

69% Effective
28% Not effective
4% Don't know

Negative image of the EU

76% Not effective
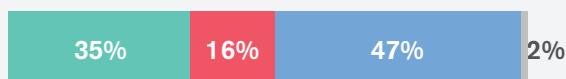18% Effective
5% Don't know

● Effective ● Not effective ● Don't know

EU'S ACTION

In which of the following areas would you say Israel has benefited from European Union support?
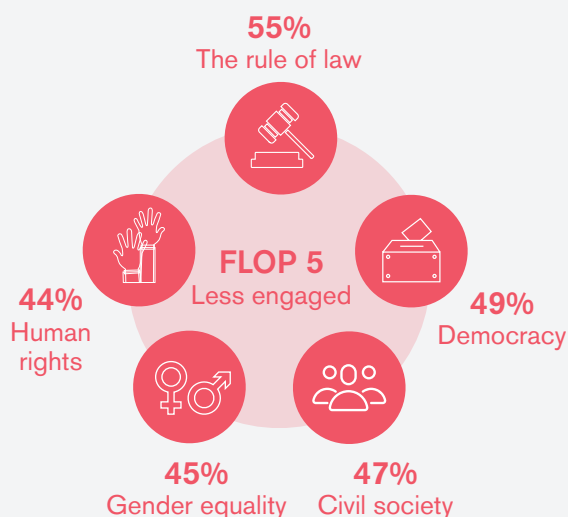
TOP 5

55% Tourism

51% Trade and investment

31% Green transition

25% Education and skills

20% Human rights

Has the EU's response to the war in Ukraine changed your perceptions of the EU?

35% | 16% | 47% | 2%

● Positively
● Negatively
● Did not change perceptions
● Don't know

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

TOP 5 More engaged

84% Tourism

81% Trade and investment

77% Economic development

75% Green transition

75% Health

FLOP 5 Less engaged

55% The rule of law

49% Democracy

47% Civil society

45% Gender equality

44% Human rights
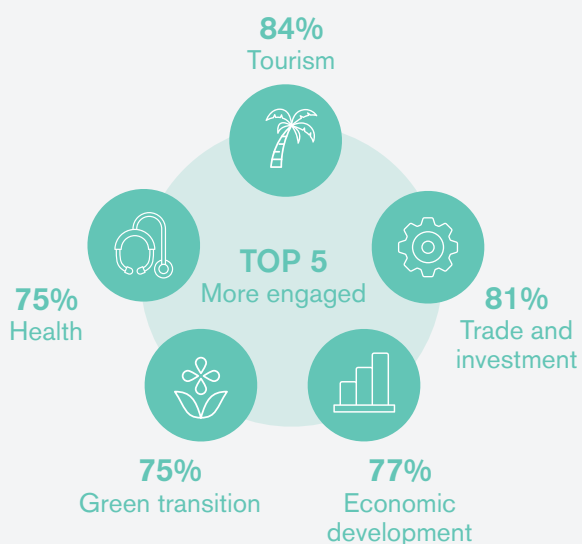
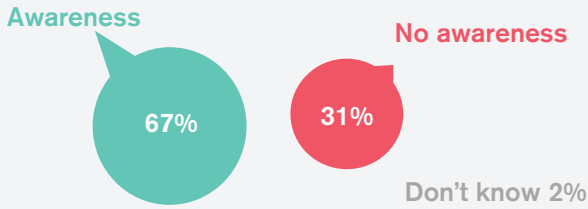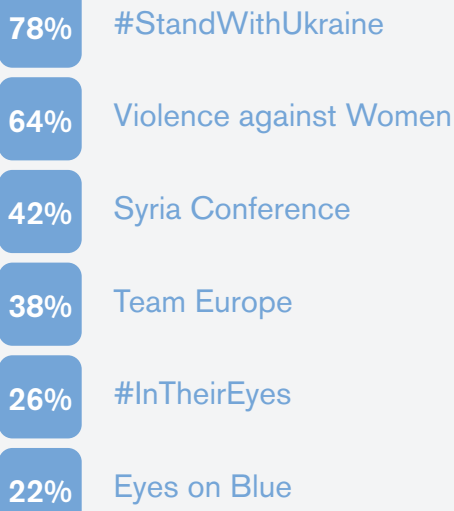# INFORMATION ON THE EU

EU communication campaign awareness

Awareness
67%

No awareness
31%

Don't know 2%

EU initiatives awareness

- 78% #StandWithUkraine
- 64% Violence against Women
- 42% Syria Conference
- 38% Team Europe
- 26% #InTheirEyes
- 22% Eyes on Blue

Preferred sources of information on the EU

	Internet sources (websites, blogs, search engines)	28%
	Online social networks	25%
	Discussions with relatives, friends, colleagues	22%
	Television	21%
	Daily newspapers	10%
	The European Union's official website/social media	10%

Impact of communications on perceptions of the EU

Positively **33%**

Negatively **12%**

Did not change perceptions **53%**
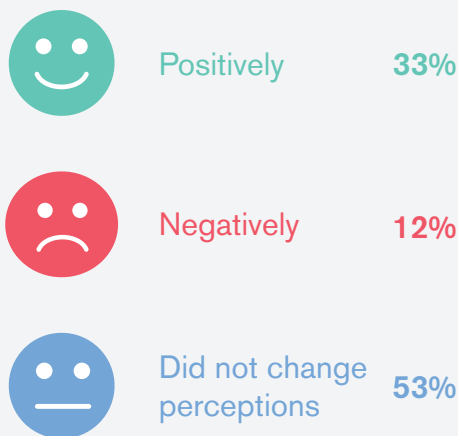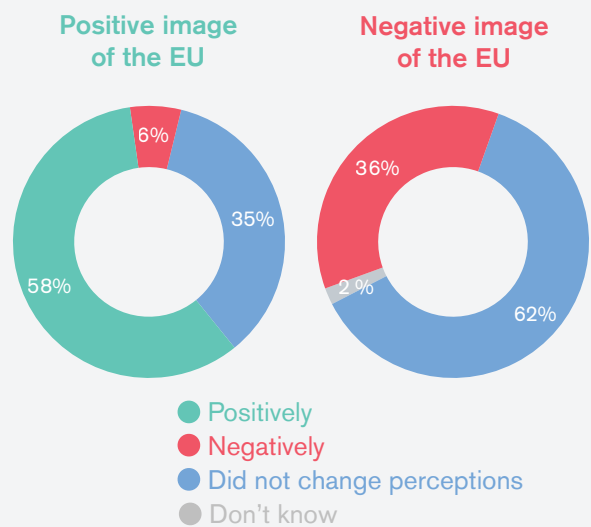
All respondents who have heard or seen something about the EU in the last 12 months

Answers from people with a:

Positive image of the EU

6%
35%
58%

Negative image of the EU

36%
2%
62%

- ● Positively
- ● Negatively
- ● Did not change perceptions
- ● Don't know