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**
  - Positive: 64%
  - Negative: 22%
  - Neutral: 8%
  - Don’t know: 5%

**Gender**

- **Female**
  - Positive: 7%
  - Negative: 9%
- **Male**
  - Positive: 12%
  - Negative: 8%

**Evolution of positive perceptions (2021 – 2022)**

- 2021: 12%
- 2022: 8%

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

**Age**

- 15 – 24 years: 11%
- 25 – 39 years: 12%
- 40 – 54 years: 7%
- 55 – 64 years: 4%
- 65+ years: 2%

**Education**

- 20+ years: 19%
- 16 – 19 years: 1%
- 15 years or less: 5%
- No education: 0%
- Still studying: 15%
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**
  - Know what the EU is all about: 63%
  - Don’t know what the EU is all about: 5%
  - Don’t know: 32%

- **Gender**
  - Female: 30%
  - Male: 33%

- **Age**
  - 15 – 24 years: 48%
  - 25 – 39 years: 39%
  - 40 – 54 years: 29%
  - 55 – 64 years: 16%
  - 65+ years: 13%

- **Education**
  - 20+ years: 57%
  - 16 – 19 years: 57%
  - 15 years or less: 10%
  - No education: 10%
  - Still studying: 57%

EU RELATIONS WITH SYRIA

### Self-assessment of the EU's relations with Syria

- **1%** Good
- **41%** Bad
- **48%** No relations
- **10%** Don’t know

### Importance of the partnership

- **89%** Important
- **10%** Not important
- **1%** Don’t know
To what extent do you think that the support provided by the European Union to Syria has been overall effective or not?

Answers from people with a:

Positive image of the EU

- Effective: 85%
- Not effective: 8%
- Don't know: 6%

Negative image of the EU

- Effective: 1%
- Not effective: 2%
- Don't know: 97%

**EU's Action**

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

- **Humanitarian aid**: 20%
- **Education and skills**: 8%
- **Human rights**: 8%
- **Health**: 8%
- **Civil society**: 13%

**TOP 5**

- **More engaged**: 55%
- **Less engaged**: 31%
- **Access to more products and services**: 52%
- **Tourism**: 52%
- **Economic development**: 48%

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

- **Positively**: 18%
- **Negatively**: 31%
- **Did not change perceptions**: 49%
- **Don’t know**: 2%

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

- **Humanitarian aid**: 12%
- **More engaged**: 3%
- **Access to more products and services**: 5%
- **Tourism**: 55%
- **Economic development**: 48%

**TOP 5**

- **Less engaged**: 49%
- **Gender equality**: 52%
- **The rule of law**: 52%
- **Access to more products and services**: 52%
- **Gender equality**: 49%
## INFORMATION ON THE EU

### EU communication campaign awareness

<table>
<thead>
<tr>
<th>Awareness</th>
<th>No awareness</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>68%</td>
<td>27%</td>
</tr>
</tbody>
</table>

### EU initiatives awareness

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>#StandWithUkraine</td>
<td>41%</td>
</tr>
<tr>
<td>Violence against Women</td>
<td>18%</td>
</tr>
<tr>
<td>Syria Conference</td>
<td>17%</td>
</tr>
<tr>
<td>Team Europe</td>
<td>3%</td>
</tr>
<tr>
<td>#InTheirEyes</td>
<td>2%</td>
</tr>
<tr>
<td>Eyes on Blue</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Impact of communications on perceptions of the EU

<table>
<thead>
<tr>
<th>Positive perception</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positively</td>
<td>4%</td>
</tr>
<tr>
<td>Negatively</td>
<td>35%</td>
</tr>
<tr>
<td>Did not change perceptions</td>
<td>44%</td>
</tr>
</tbody>
</table>

Answers from people with a:

- Positively: 70%
- Negatively: 26%
- Did not change perceptions: 21%
- Don’t know: 26%

All respondents who have heard or seen something about the EU in the last 12 months

### Preferred sources of information on the EU

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online social networks</td>
<td>26%</td>
</tr>
<tr>
<td>Internet sources (websites, blogs, search engines)</td>
<td>19%</td>
</tr>
<tr>
<td>Discussions with relatives, friends, colleagues</td>
<td>14%</td>
</tr>
<tr>
<td>Television</td>
<td>12%</td>
</tr>
<tr>
<td>The EU official website/social media</td>
<td>6%</td>
</tr>
</tbody>
</table>

For more information

- south.euneighbours.eu
- @euneighbours
- euneighbourssouth
- euneighbours

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**Gallup International**

**Stantec**