



EU NEIGHBOURS  
south

# OPINION POLL FINDINGS AND ANALYSIS FOR THE SOUTHERN NEIGHBOURHOOD COUNTRIES



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## Methodology

For more than two decades now, the European Union has been actively cooperating with its southern partners on diverse and important areas including, but not limited to, good governance, socio-economic development, migration, support to refugees, climate change, environment, energy, and security. This cooperation essentially takes place through the European Neighbourhood Policy and was implemented through bilateral, regional, neighbourhood-wide, and cross-border cooperation programmes<sup>1</sup>.

This survey was commissioned within the framework of the EU Neighbours South Communication Programme designed to create awareness about the European Union in the 10 Southern Neighbourhood: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria, and Tunisia. This survey aims to help better understand the awareness amongst citizens of each of the 10 countries about the EU and about its initiatives and action, in the region and at the national level. The survey also gauges the populations support and perceptions about these actions and about the partnership with the EU.

This year's report has been upgraded to refine the analysis by taking into consideration the socio-economic, political, and cultural environment of the different countries. The questionnaires have been designed and reviewed through a consultation process with the EU delegations in the southern neighbourhood.

This report presents the results of this survey for Israel, conducted in Autumn 2022, and explores a range of issues, including:

- » Image and perceptions of the European Union
- » Awareness of cooperation programmes
- » Citizens' opinion on the relations of their country with the EU
- » The use of media (mainstream and online) to find information about the EU.

The survey covers the population aged 15 years.

Using the latest official statistics, broad demographic quotas were set in each country to ensure all subgroups are adequately included and represented in the sample. This stratification was designed using the following sociodemographic variables:

1. Gender (Male, Female)
2. Age (15 – 24, 25 – 39, 40 – 54, 55 – 64, 65 years or more)
3. Region: The widest geographical coverage of the population was sampled to ensure representativeness. All citizens living in Israel were eligible to participate in the survey.
4. Urbanisation (rural area, small or middle size town, large city)

<sup>1</sup>[https://ec.europa.eu/neighbourhood-enlargement/european-neighbourhood-policy/southern-neighbourhood\\_en](https://ec.europa.eu/neighbourhood-enlargement/european-neighbourhood-policy/southern-neighbourhood_en)



Gender	
Male	49%
Female	51%
Age	
15 – 24 years	18%
25 – 39 years	30%
40 – 54 years	24%
55 – 64 years	13%
65+ years	15%
Education	
Still studying	18%
No education	1%
15 years or less	2%
16 – 19 years	30%
20 years and more	45%
Occupation	
White Collar, Manager	13%
Employee	27%
Self employed	14%
Manual worker	4%
Not occupied	39%
Type of locality	
Rural area or village	16%
Small/middle size town	25%
Large town	59%
Religion	
Jewish	81%
Muslim	16%

The Israeli sample profile achieved for the 2022 survey is detailed in the table to the left.

Respondents in Israel were interviewed by telephone, using fixed lines and mobile. In total, 1008 interviews were conducted with fieldwork taking place autumn 2022. A national weighting procedure was carried to make sure that the samples match the target population distribution.

Readers are reminded that the survey results are estimates, the accuracy of which, other things being equal, rests upon the sample size and upon the observed percentage.



## 1. Key Findings

### 1.1. Knowledge and Perceptions of the EU

**An overall high level of subjective knowledge and positive image of the EU amongst Israeli respondents overall which has increased since the last survey, which significantly varies amongst the different religious communities.**

**The Jewish population feels more knowledgeable and positive about the EU which they appreciate mainly for its trade relations with Israel, but are critical about its support to the Palestinian authorities.**

**The Muslim population feels less knowledgeable and positive about the EU which they appreciate mainly for its democratic values, but are critical about its role on the Middle East peace process.**

- » There has been an overall increase in the general level of knowledge amongst most of the Israeli population, with almost 6 in 10 who now feel knowledgeable about the EU (+ 4 ppt since 2021).
- » The proportion who say they don't know much about the EU has remained stable at 44% cf. 45% in 2021.
- » There is a much higher level of claimed knowledge amongst the Jewish population compared to the Muslim one: 49% versus 35% say they know what the EU is all about.
- » There is also clear correlation between knowledge and positive sentiment towards the EU. Those with a positive image of the EU tend to feel more knowledgeable also.
- » The high level of subjective knowledge is confirmed by the factual questions given all respondents answered correctly at least one questions asked, with an average of 3.6 correct answers out of six.
- » Half of Israeli respondents have a positive image of the EU, a proportion that increased by + 5 ppt at the opposite of the ones who hold a negative one and which dropped by - 3 ppt (15%).
- » The most notable sociodemographic differences in sentiment towards the EU can be seen in the religious affiliation. Indeed, the Jewish are significantly more likely to be positive than Muslim (36% cf. 24%), whereas 29% Muslims express a negative view compared to only 8% of the Jewish population.
- » The main reason mentioned by over a third of those who felt the EU had a positive image was because the EU is seen as an important trade partner for Israel, followed by its perceived democratic values (21%).
- » The Jewish population is much more likely to attribute this positive image to the perception that the EU is an important trade partner (38% cf. 10% of Muslims) while the Muslim population is much more likely to associate it with democratic values (29% cf. 19%), high social standards (20% cf. 11%) and the EU's position in the Middle East peace process (20% cf. 6%) as reasons for its positive image.
- » The main reason amongst those who believe that the EU has a negative image is EU support provided to Palestinian authorities (31%), with 27% citing the EU's role in the Middle East peace process.
- » These opinions are very much sensitive to religious affiliation. While the Jewish population is much more negative about EU support for Palestine (33% cf. 21%), the main reason for over half of those Muslims who describe the EU as having a negative image is its role in the peace process (57% cf. 18%).



## 1.2. Values of the EU

**The EU's values are significantly acknowledged, mostly on governance and human rights related issues, with the institution being increasingly seen as generating solidarity and social justice.**

- » Respondents in Israel associated the EU primarily with the following values (mentioned by at least 6 in 10 respondents):
  - Democracy (64%),
  - Equality, gender equality (63%),
  - Freedom of speech (63%),
  - Media freedom (63%)
  - Human rights (62%) and
  - Economic prosperity (61%)
- » The values that the Israeli respondents associate the least to EU are peace and security (56%), social justice (55%), solidarity (55%), and rule of law, good governance, and transparency (54%). However, all values are gathering a high score of at least a 50%.
- » There has been an increase in the level of agreement for most values since the 2021 survey most notably solidarity (+10 points) and social justice (+14 points).

## 1.3. Relationship with the European Union

**A solid and improving relationship with the EU, more trusted than the UN and with a positive impact on the development of Israel.**

**However, cooperation is seen in equal proportions as effective and non-effective. Interest in the cooperation is mostly related to economic development topics and notably less on governance and human rights related ones.**

**The United States remain almost unanimously perceived as Israel's closest partner and lead donor.**

- » 72% respondents in Israel believe that the European Union has a good relationship with their country (+ 9 ppt since 2021), no matter the religious affiliation.
- » The proportion who describe the relationship as “very good” (10%) has doubled from 2021, whereas the one who feel that the relationship is poor (24%) remained stable.
- » Awareness of specific cooperation programmes between Israel and the EU remains relatively high, specifically for tourism (63%), Green transition (55%) and Health (53%). The least noticed area of cooperation is Justice and Police reforms (18%). Youth and Digital transition are the two areas that knew the greatest increase in awareness compared to 2021.
- » The key areas where respondents think that Israel has benefited the most from current EU policies remain mostly the same: tourism and trade and investment. As in 2021, these sectors are cited as the priority areas for engagement by over three quarters of those interviewed in 2022.
- » The rule of law has scored the highest for a lesser engagement from the EU (55%).
- » Almost half of respondents in Israel (46%) think that support of the EU to their country is effective (+ 6 ppt since 2021).
- » Relatively more respondents say that the European Union has a positive impact on the



development of their country in 2022 (65%) than in 2021 (58%).

- » Nonetheless, there is an almost unanimous recognition of the United States as the lead donor of support to Israel (93% of respondents). The EU, as the second donor most likely to be mentioned, collects only 2% of the answers. This proportion is brought up to 6% if we consider only the Muslim community, who places the United States first too but in a lesser fashion (80%).
- » For around half of respondents, the EU's response to the war in Ukraine had no impact on their perceptions of the EU (47%). Where respondents' perceptions had changed, it was more likely to be positively (35%) than negatively (16%).

#### 1.4. Information about the European Union

**Low level of exposure to EU related information which seems consumed passively and mostly accessed through non-institutional channels.**

- » To get informed on the EU, the respondents are largely using non-institutional internet sources (such as websites, blogs and search engines), followed by online social networks, discussions with friends and family, as well as television.
- » The proportion accessing information via official EU channels remains extremely low. Moreover, as in 2021, around 3 in 10 respondents never look for information about the EU.
- » Two thirds (67%) had seen or heard anything about the European Union within the last twelve months.
- » Awareness of specific campaigns was highest for #StandWithUkraine with 77% of the respondents claiming to be aware of it, followed by around two thirds (64%) who said they were aware of the Violence against Women campaign (64%) the Syria Conference (42%).
- » Over half (53%) of those who had seen or heard something about the EU in the last 12 months said it did not change their perceptions, however, when it impacted, it was more likely to be positively (33%) than negatively (12%).

#### 1.5. Personal Life in general

**A relatively high level of personal life satisfaction, much more positive among the Jewish population than the Muslim one.**

**The two communities also voice different biggest concerns: crime for Muslims and rising prices and inflation for Jewish.**

- » Around three quarters of Israeli citizens describe themselves as very or fairly satisfied (- 2 ppt since 2021). There is a great amplitude for this result if we consider the religious affiliation. Indeed, 80% of Jewish respondents described themselves as satisfied compared with 63% of Muslims.
- » Overall, around one in five (22%) describe themselves as dissatisfied, with the Muslim population almost twice as likely to say they are not satisfied compared to Jewish respondents (38% cf. 20%).
- » The most important issues facing Israel overall were rising prices and inflation (mentioned by 76% in total) and the economic situation (71%). Crime and corruption were in total mentioned both by over half. However, crime was the biggest concern for Muslim respondents (85% compared with 49% of Jewish respondents).

## 2. Knowledge and Perceptions of the European Union

The knowledge and perceptions of Israeli respondents about the European Union are analysed in this section of the report. The analysis covers the following themes:

- » The image of the EU the respondents are holding, the characteristics they think best represent the EU, and the assessment of their country’s relationship with the EU.
- » The respondent’s level of awareness of the EU’s cooperation, the perceived effectiveness of EU’s support and the most beneficial areas of this support.
- » The respondent’s perception of the EU’s impact on development in Israel, the importance of its partnership and the level of trust they have in the EU.

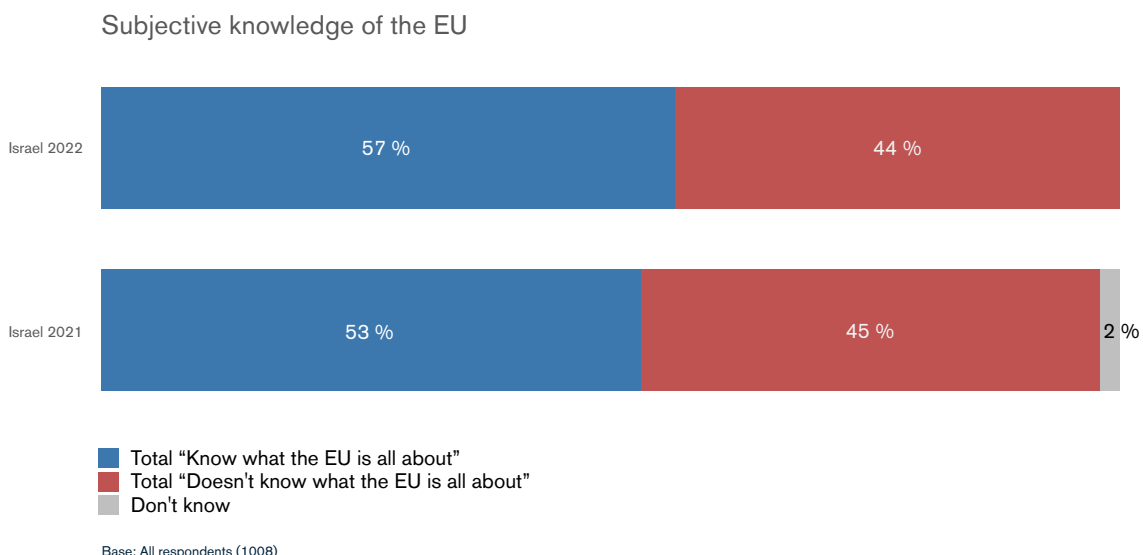
### 2.1 Knowledge of the European Union

At the beginning of the survey, respondents were asked the extent to which they feel that they know what the EU is all about.

There has been an increase in the proportion of respondents who believe they know what the EU is all about as it reached 57% compared to 53% in the survey conducted in 2021. This increase of + 4 ppt seems to be driven by the proportion who claim to know “very well” what the EU is all about which stands at 16% compared with 12% in the 2021 survey.

The proportion who believe they don’t know much has remained stable throughout the two years (45%).

The data suggests an overall increased general level of knowledge amongst most of the Israeli population, with almost 6 in 10 who now feel knowledgeable about the EU.



The results to this question is highly gender-sensitive, with men much more likely to feel knowledgeable than women (66% cf. 48%). It is also noticed that the younger respondents (15 – 24 years) are least likely to say they know about the EU. The most knowledgeable groups age are however the ones aged 25 – 39 age 40 – 54 years. Finally, there is a much higher level of claimed knowledge amongst the Jewish population compared to the Muslim one (49% cf. 35%).





There is a clear correlation between knowledge and positive sentiment towards the EU. Seven out of ten who feel positively about the EU in general feel knowledgeable about it compared with 50% of those who feel negatively and 41% of those who are neutral overall.<sup>2</sup>

Base all Respondents	Israel	
	1008	
	Total "Know what the EU is all about"	Total "Don't know what the EU is all about"
<b>Total</b>	57%	44%
<b>Gender</b>		
Male	66%	34%
Female	48%	51%
<b>Age</b>		
15 – 24 years	40%	61%
25 – 39 years	60%	40%
40 – 54 years	61%	39%
55 – 64 years	55%	45%
65+ years	54%	46%
<b>Occupation</b>		
White Collar, Manager	65%	36%
Employee	58%	41%
Self employed	73%	26%
Manual worker	52%	48%
Not occupied	44%	55%
<b>Type of locality</b>		
Rural area or village	56%	44%
Small/ middle size town	48%	52%
Large town	61%	40%
<b>Image of the EU</b>		
Positive	73%	27%
Neutral	41%	59%
Negative	50%	50%
<b>Religion</b>		
Jewish	49%	46%
Muslim	35%	53%

To provide a more objective assessment of the knowledge levels in all countries, respondents were also asked a series of factual questions about the EU:

- » The European Union has a parliament directly elected by its citizens.
- » The European Union is an economic and political union of 27 European countries.
- » The European Union is a regional institution of the United Nations.
- » The Euro is the currency of all member states of the European Union.
- » The European Union has an embassy and an appointed ambassador of its own in Israel.
- » The European Union has its main headquarters in Brussels.

By calculating the average number of correct answers, the data provides a more objective assessment of the knowledge that respondents had of the EU. In the case of Israel, the relatively high level of subjective knowledge indicated by the previous question ("could you tell me to what extent you know what the European Union is all about?") is confirmed by the factual questions. Indeed, almost all respondents answered at least one of the questions correctly with an average of 3.6 correct answers out of a possible six.

<sup>2</sup> Due to low base sizes for those with no or lower levels of education, this variable is not included in the sociodemographic analysis.



Base all Respondents		Israel
		1008
	No correct answers	Average number of correct answers
<b>Total</b>		
	2%	3.6
<b>Gender</b>		
Male	2%	3.6
Female	2%	3.5
<b>Age</b>		
15 – 24 years	3%	3.4
25 – 39 years	2%	3.5
40 – 54 years	1%	3.7
55 – 64 years	3%	3.4
65+ years	2%	3.6
<b>Occupation</b>		
White Collar, Manager	0%	3.8
Employee	3%	3.6
Self employed	0%	3.8
Manual worker	2%	3.4
Not occupied	3%	3.3
<b>Type of locality</b>		
Rural area or village	2%	3.5
Small/ middle size town	1%	3.5
Large town	2%	3.6
<b>Image of the EU</b>		
Positive	1%	3.9
Neutral	2%	3.3
Negative	2%	3.3
<b>Knowledge of the EU</b>		
Total "know what the EU is all about"	0%	4.0
Total "don't know what the EU is all about"	4%	3.0
<b>Religion</b>		
Jewish	2%	3.6
Muslim	2%	3.3

Those who believed they were knowledgeable about the EU were indeed more likely to answer correctly with an average of 4.0 correct answers compared to 3.0 for those who felt they were not knowledgeable.

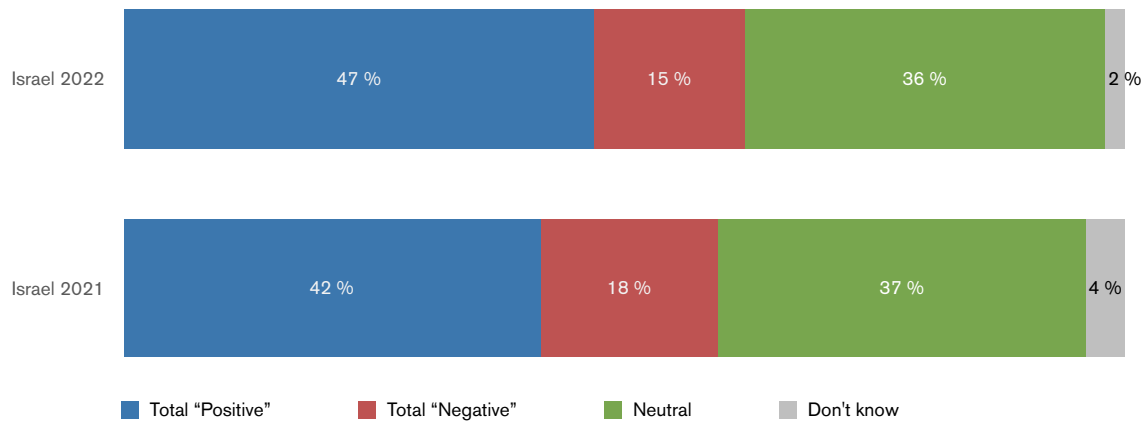
The profiles of the respondents who were more likely to correctly answer these factual questions are: non-manual workers, those with a positive image of the EU and Jewish respondents.

## 2.2 Perceived Image of the European Union

With an increase of + 5 ppt compared to 2021, 47% of the Israeli respondents have a positive image of the EU against 15% with a negative one (- 3 ppt compared to 2021). There is a large group for whom the image EU conjures to them is neutral. Only a negligible part responded they don't know. Therefore, if a respondent has a strong view on the EU image, this one is more likely to be positive than negative.

These results remain within the same range as the ones of 2021.

A2. In general, does the European Union conjure up for you a very positive, fairly positive, neutral, fairly negative, or very negative image?



Base: All respondents (1008)

Sociodemographic analysis reveals only slight differences among the strata. The most notable one can be seen in the religious affiliation. Indeed, Jewish are more likely to be positive than Muslim (36% cf. 24%), whereas 29% of Muslims express a negative view on the EU compared to only 8% of the Jewish population.

The positive correlation between favourable sentiment towards the EU and the level of stated subjective knowledge is visible, with those who feel they know about the EU being much more positive than those who do not (61% positive cf. 29%).

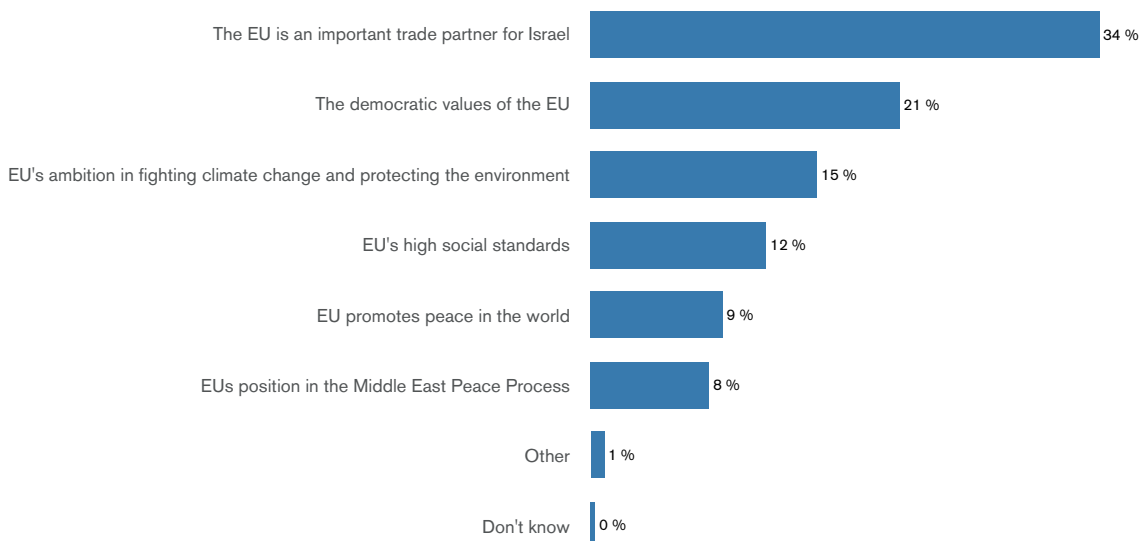


Base all Respondents	Israel 1008			
	Total "Positive"	Neutral	Total "Negative"	Don't know
Total	47%	36%	15%	2%
<b>Gender</b>				
Male	48%	34%	17%	1%
Female	47%	38%	14%	2%
<b>Age</b>				
15 – 24 years	43%	32%	22%	2%
25 – 39 years	49%	36%	12%	2%
40 – 54 years	48%	36%	16%	1%
55 – 64 years	49%	38%	13%	1%
65+ years	43%	38%	19%	0%
<b>Occupation</b>				
White Collar, Manager	48%	36%	17%	0%
Employee	49%	39%	11%	1%
Self employed	56%	32%	11%	1%
Manual worker	29%	42%	23%	7%
Not occupied	44%	36%	18%	2%
<b>Type of locality</b>				
Rural area or village	60%	27%	11%	1%
Small/ middle size town	40%	40%	17%	3%
Large town	49%	36%	14%	1%
<b>Knowledge of the EU</b>				
Total "know what the EU is all about"	61%	26%	13%	0%
Total "don't know what the EU is all about"	29%	50%	18%	3%
<b>Religion</b>				
Jewish	36%	54%	8%	2%
Muslim	24%	47%	29%	1%

### Reasons for positive or negative perceptions of the EU

For the 2022 survey, those who said either that the EU had a positive or negative image were asked a follow-up question concerning what they considered to be the main reasons for this image.

A2e. Which of the following, if any, could be the main reasons for having a positive image of the European Union?



Base: All respondents with a positive image of EU (484)

For the ones who positively appreciated the image of the EU, 34% considers that it is because the EU is an important trade partner for Israel; 21% for its perceived democratic values, 15% for its



ambitious fight against climate change and 12% for its high social standards.

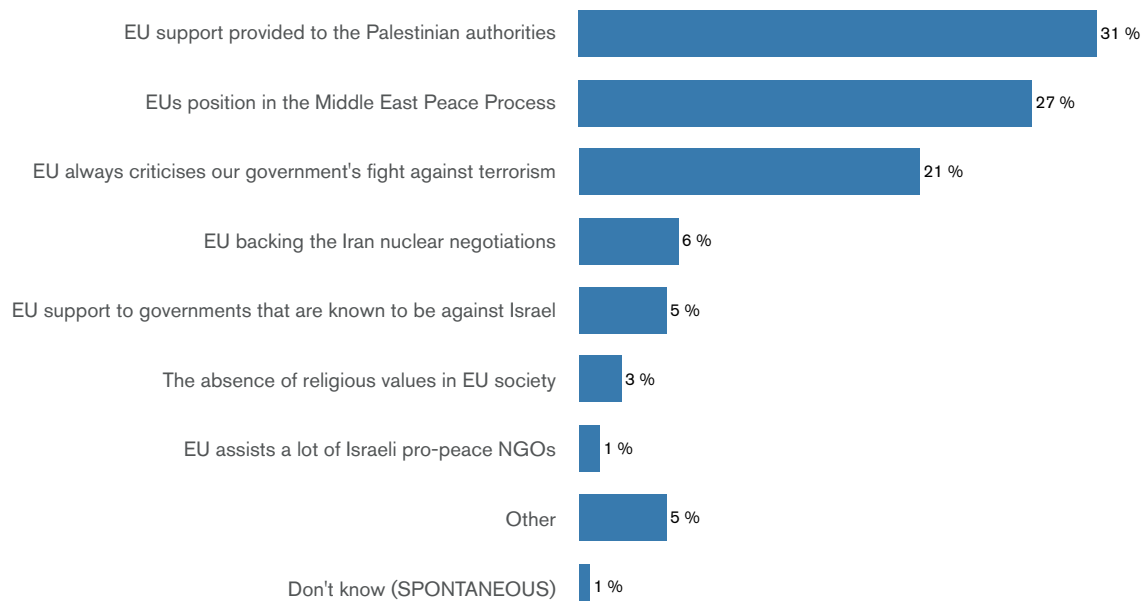
The peace promotion efforts of the EU in the world (9%) and its specific role in the Middle East peace process (8%) were the least cited reasons underlying a positive image of the EU.

The bases sizes for this question are too small for detailed sociodemographic analysis, although the differences between the Jewish and Muslim populations are worth noting. While the Jewish population is much more likely to see the EU as an important trade partner (38% cf. 10% of Muslims), the Muslim population is much more likely to mention democratic values (29% cf. 19%), high social standards (20% cf. 11%) and the EU's position in the Middle East peace process (20% cf. 6%) as reasons for its positive image.

	Israel	Total	Jewish	Muslim
The EU is an important trade partner for OUR COUNTRY		34%	38%	10%
The democratic values of the EU		21%	19%	29%
EU's ambition in fighting climate change and protecting the environment		15%	17%	4%
EU's high social standards		12%	11%	20%
EU promotes peace in the world		9%	8%	16%
EUs position in the Middle East Peace Process		8%	6%	20%
Other		0%	1%	0%
Don't know		0%	1%	0%

For the ones who negatively appreciated the image of the EU, the support provided to Palestinian authorities was mentioned by 31%, with a similar proportion, 27%, citing the EU's role in the Middle East peace process. 21% mentioned EU criticism of the Israeli government's fight against terrorism. Relatively small proportions mentioned EU support for the Iran nuclear negotiations (6%) or support for anti-Israel governments (5%). The lack of religious values in EU society was mentioned by 3%, with 1% who feel that the EU gives too much assistance to Israel pro-peace NGOs.

A2f. Which of the following, if any, could be the main reasons for having a negative image of the European Union?



As with the previous questions, the base sizes are too small to allow detailed sociodemographic

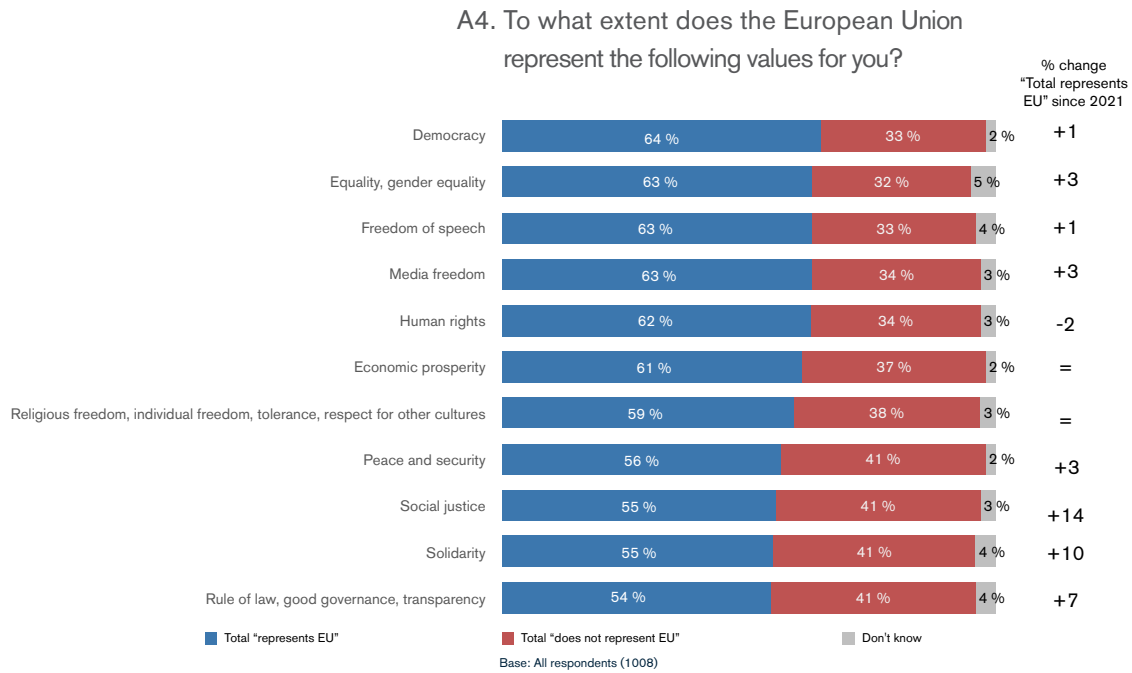


analysis, but the results are sensitive to the religious affiliation. Indeed, while the Jewish population is much more negative about EU support for Palestine (33% cf. 21%), the Muslim population placed much higher the EU role in the peace process as the reason for their negative image (57% cf. 18%).

Israel	Total	Jewish	Muslim
EU support provided to the Palestinian authorities	31%	33%	21%
EUs position in the Middle East Peace Process	27%	18%	57%
EU always criticises our government's fight against terrorism	21%	26%	0%
EU backing the Iran Nuclear negotiations	6%	8%	0%
EU support to governments that are known to be against Israel	5%	7%	4%
The absence of religious values in the EU society	3%	1%	11%
EU assists a lot Israeli pro peace NGOs	1%	1%	4%
Other	5%	7%	0%
Don't know	1%	0%	4%

### 2.3 Characteristics that exemplify the European Union

Respondents were asked the extent to which the European Union represents several values to them.



A clear majority of Israeli respondents associate the EU with all the values presented in the survey.

Democracy (64%), equality and gender equality (63%), freedom of speech (63%), media freedom (63%) and human rights (62%), are the top five values that represent the European Union for Israel. In the 2021 survey in Israel, the top five values were almost the same, although economic prosperity has been supplanted by equality and gender equality.

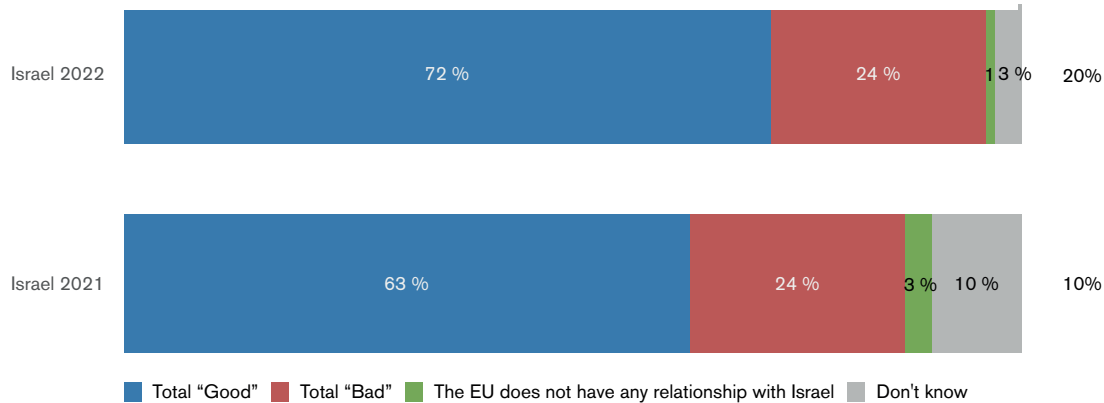
There has been an increase in the level of agreement for almost all values, most notably for social justice (+ 14 ppt reaching 55%) and solidarity (+10 ppt reaching 55%).

### 2.4 Relation with the European Union

Around 7 in 10 respondents in Israel believe that the European Union has good relations with their country, an increase of + 9 ppt compared to 63% in 2021. The proportion who describe the relationship as “very good” has doubled, from 10% in 2021 to 20% this year. A quarter feel that the relationship is poor, a proportion which remains consistent with the 2021 survey.



A5. Would you describe the European Union's relation with Israel as very good, fairly good, fairly bad, or very bad? % "Very good"



Base: All respondents (1008)

The socio-demographic analysis reveals some differences by subgroups, but the main differentiators in sentiment tend to be knowledge of the EU and whether the overall image of the EU is seen positively or not.

Religious differences are less pronounced than those seen elsewhere with just over 7 in 10 of both Jewish (71%) and Muslim (74%) respondents describing the relationship between Israel and the EU as good.

Base all Respondents	Israel 1008			
	Total "Good"	Total "Bad"	No relation	Don't know
<b>Total</b>	72%	24%	1%	3%
<b>Gender</b>				
Male	71%	26%	2%	2%
Female	73%	23%	1%	4%
<b>Age</b>				
15 – 24 years	66%	29%	0%	4%
25 – 39 years	72%	23%	1%	4%
40 – 54 years	72%	24%	1%	3%
55 – 64 years	79%	20%	1%	0%
65+ years	71%	26%	1%	1%
<b>Occupation</b>				
White Collar, Manager	66%	30%	1%	4%
Employee	76%	21%	1%	2%
Self employed	84%	12%	1%	2%
Manual worker	55%	41%	2%	2%
Not occupied	68%	27%	1%	3%
<b>Type of locality</b>				
Rural area or village	73%	22%	4%	2%
Small/ middle size town	76%	21%	1%	3%
Large town	71%	26%	1%	3%
<b>Image of the EU</b>				
Positive	92%	7%	1%	0%
Neutral	67%	27%	2%	4%
Negative	28%	71%	0%	2%
<b>Knowledge of the EU</b>				
Total "know what the EU is all about"	80%	19%	1%	0%
Total "don't know what the EU is all about"	62%	30%	2%	6%
<b>Religion</b>				
Jewish	71%	25%	1%	3%
Muslim	74%	22%	1%	3%

Knowledge of the EU seems to impact positively the way respondents see the relationship between the EU and Israel. While less pronounced than the difference observed in 2021, 80% of those who claim to know what the EU is all about see the relationship positively compared to only 62% of those who do not feel knowledgeable about the EU. This further reinforces the recurring overall observation that the more informed citizens are, the more likely they are to appreciate the EU.





## 2.5 Awareness of EU cooperation

This section of the report analyses the level of awareness of respondents towards EU cooperation programmes in their country. The cooperation programmes that were included in this question differ slightly between countries.

The below table presents the awareness level of each cooperation programme that were measured in the survey.

A6. For each of the following areas, could you tell me whether you have heard of any existing EU cooperation programmes in Israel? Have you ever heard of?

	Israel 2021	Israel 2022	Difference since 2021
Tourism	64%	63%	- 1
Green transition: climate resilience, energy and environment	50%	55%	+5
Health	50%	50%	=
Human rights	46%	48%	+2
Culture	43%	47%	+4
Education and skills	38%	44%	+6
Youth	30%	39%	+9
Digital transition	27%	37%	+10
Civil society	28%	26%	- 2
Civil protection	26%	24%	- 2
Justice or police reforms	14%	18%	+4
	Lowest awareness		
	Highest awareness		

As in 2021, the highest level of awareness is seen for tourism programs with 63% claiming to have heard of this (consistent with the 64% observed in 2021).

Encouragingly there has been an increase in the level of awareness in Israel for most of the cooperation programs presented to respondents, with only slight decreases of - 2 ppt for civil society and civil protection. While awareness remains lowest for justice or police reforms, there has been an encouraging increase from 14% to 18%.

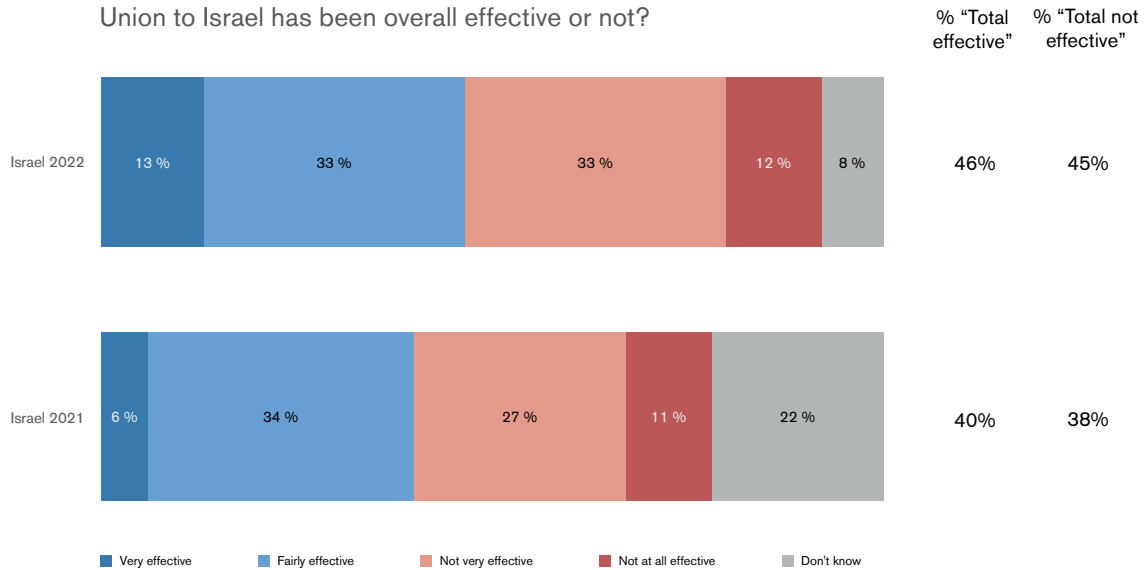
When asked whether they were personally involved in an EU-funded project<sup>3</sup>, participation remains extremely low – 90% have never been involved as part of any project (88% in 2021). Only considerably small proportions of respondents say they have either been involved as a volunteer (2%), employee (3%) or beneficiary (4%).

## 2.6 Effectiveness of EU's support

Almost half of respondents in Israel (46%) think that support of the EU to their country is effective: 33% believe it to be fairly effective and 13% find it very effective. This represents an increase of + 6 ppt since 2021.

<sup>3</sup> DA8. Have you ever been personally involved with an EU-funded project? Yes, as a volunteer; Yes as an employee; Yes as a beneficiary; No, Never; Other; Don't know.

A7. To what extent do you think that the support provided by the European Union to Israel has been overall effective or not?



Base: All respondents (1008)

However, half do not consider support from the EU to be effective, a proportion which also increased by + 7 ppt since 2021.

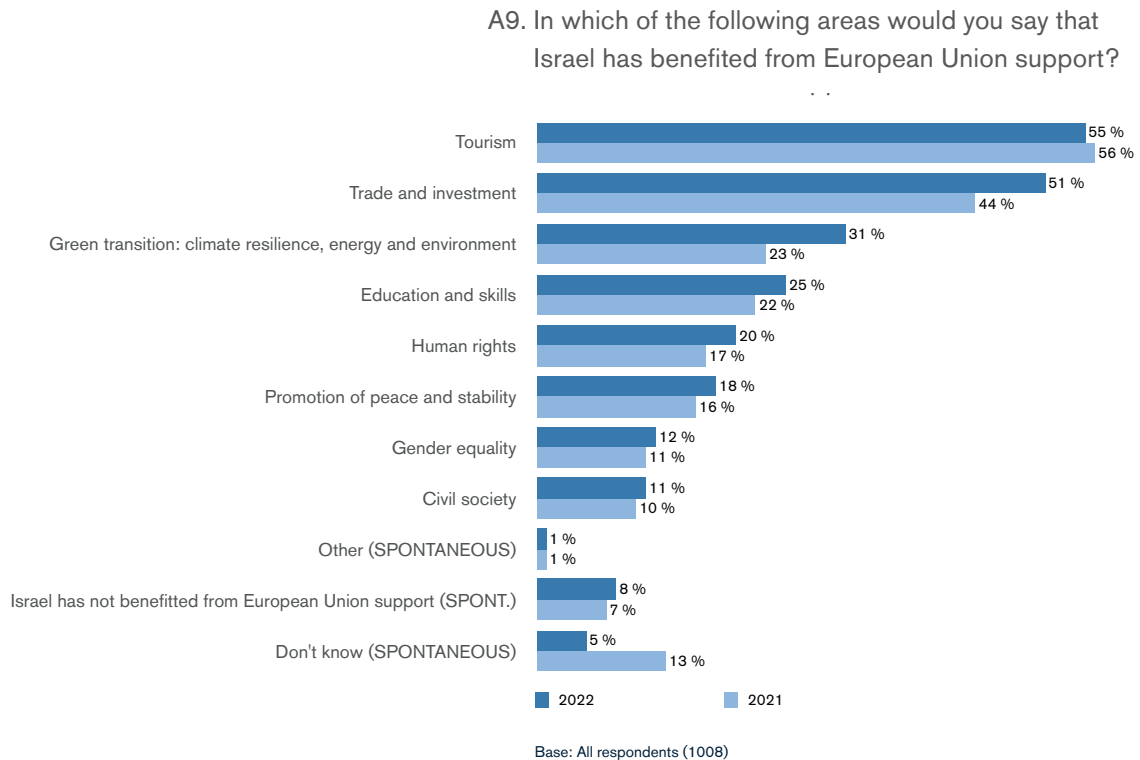
Base all Respondents	Israel 1008		
	Total "Effective"	Total "Not effective"	Don't know
<b>Total</b>	46%	45%	8%
<b>Gender</b>			
Male	46%	45%	8%
Female	47%	45%	9%
<b>Age</b>			
15 – 24 years	42%	49%	9%
25 – 39 years	47%	45%	7%
40 – 54 years	49%	41%	10%
55 – 64 years	46%	47%	7%
65+ years	42%	50%	8%
<b>Occupation</b>			
White Collar, Manager	50%	44%	5%
Employee	48%	43%	8%
Self employed	53%	43%	5%
Manual worker	31%	52%	18%
Not occupied	42%	48%	9%
<b>Type of locality</b>			
Rural area or village	56%	38%	7%
Small/ middle size town	54%	43%	4%
Large town	42%	47%	10%
<b>Image of the EU</b>			
Positive	69%	28%	4%
Neutral	31%	56%	13%
Negative	18%	76%	5%
<b>Knowledge of the EU</b>			
Total "know what the EU is all about"	58%	37%	5%
Total "don't know what the EU is all about"	32%	56%	13%
<b>Religion</b>			
Jewish	45%	47%	8%
Muslim	50%	41%	9%

The sociodemographic analysis shows clear polarisation across the different subgroups of the population, notably the area of residence, the religious affiliation and subjective knowledge of the EU. Indeed, those in rural areas and the Muslim population (compared to the Jewish population) were more likely to describe EU support as effective.

A positive correlation can be noted between those with subjective knowledge of the EU or those holding a more positive image of the EU in general and the perceived effectiveness of EU support.

## 2.7 Most beneficial Areas of EU Support

Respondents were asked about the areas where they feel that their country has benefited the most from current EU policies. In Israel, as in 2021, tourism and trade and investment remain the most mentioned areas.



The top five areas where respondents think that Israel has benefited the most from current EU policies remain the same, with some notable increases since 2021, particularly for trade and investment and green transition.

- » Tourism (-1 ppt)
- » Trade and investment (+ 7 ppt)
- » Green transition; climate resilience, energy, and environment (+ 8ppt)
- » Education and skills (+ 3 ppt)
- » Human rights (+ 3 ppt)

Indeed, there have been increases in perceived benefit from EU support across most areas. However, almost 1 in 10 respondents believe Israel has not benefited in any areas from EU support.



## 2.8 Areas where the EU could be more engaged or less engaged

Respondents were asked whether they think the European Union should have a greater role to play (i.e., more engaged) in their country in a range of areas.

A12. And for each of the following areas, please tell me whether or not you think the European Union could be **more engaged** in Israel?

Israel	2021	2022
Tourism	82%	84%
Trade and investment	78%	81%
Economic development	73%	77%
Green transition: climate resilience, energy and environment	73%	75%
Health	72%	75%
Education and skills	67%	73%
Access to more products and services	66%	67%
Infrastructure development (roads, sewage, water, etc.)	58%	66%
Digital transition	49%	61%
Decent employment	50%	60%
Promotion of peace and stability	62%	58%
Human rights	53%	52%
Gender equality	45%	48%
Democracy	44%	47%
Civil society	41%	43%
The rule of law	35%	39%

A12. And for each of the following areas, please tell me whether or not you think the European Union could be **less engaged** in Israel?

Israel	2021	2022
The rule of law	52%	55%
Democracy	44%	49%
Civil society	38%	47%
Gender equality	39%	45%
Human rights	38%	44%
Promotion of peace and stability	29%	39%
Decent employment	31%	33%
Infrastructure development (roads, sewage, water, etc.)	32%	30%
Digital transition	26%	29%
Access to more products and services	22%	28%
Health	20%	23%
Education and skills	23%	23%
Economic development	18%	21%
Green transition: climate resilience, energy and environment	17%	20%
Trade and investment	14%	16%
Tourism	12%	14%

As observed in the 2021 survey, tourism, trade and investment and economic development remain the priority areas for more engagement for Israeli respondents as it has been mentioned by over three quarters of those interviewed in 2022. The areas seeing largest increases are decent employment (+ 10 ppt) and digital transition (+ 12 ppt).

The respondents were more likely to favour more engagement from the EU across all areas presented, except for promoting peace and stability which saw a decrease of - 4 ppt to 58%.

It is interesting to note that the least mentioned areas belong to human development, good governance, and the rule of law policy area. This finding is confirmed by responses to the next question which asks explicitly where they think the EU should be less engaged.

As well as the fact that less engagement is favoured for these same areas of human development,



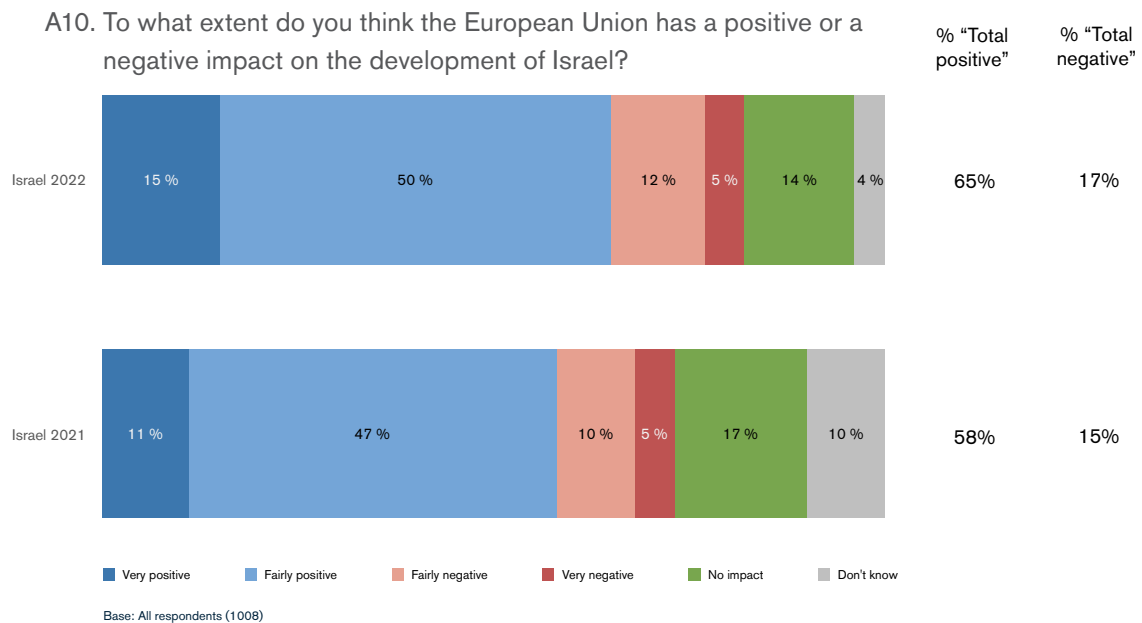
good governance, and the rule of law, there have been increases in the desire for less engagement across most areas, especially in the promotion of peace and stability which is 10 ppt higher than 2021 (29% cf. 39%).

Tourism and trade were the areas the least likely to be mentioned.

### 2.9 EU's Impact on Development

Respondents were asked to evaluate the impact of the European Union on the development of their country.

In Israel, 65% of respondents said that the European Union has a positive impact on the development of their country, with 15% believing that it has a “very” positive impact. It represents a considerable increase since 2021 when overall 58% described the impact as positive (+ 7 ppt). Fewer than one in five said that the impact has been negative (+ 2 ppt since 2021). The proportion who do not feel that the EU has any impact, either positive or negative, has decreased from 17% in 2021 to 14% in the current survey.



The respondents belonging to the oldest group (aged 65 and over), who are manual workers or non-occupied, were the ones most likely to view the impact of the EU on Israel's development negatively, respectively 55%, 51% and 59%.

When it comes to the area of residence, rural inhabitants were more positive than the ones living in large town (72% cf. 61%).

As for the religious affiliation, Muslim respondents are more likely to describe the EU's impact as positive compared to Jewish respondents (69% versus 63%). Amongst both groups however, around one in five describe the EU's impact as negative.



Base all Respondents	Israel 1008			
	Total "Positive"	Total "Negative"	No impact	Don't know
<b>Total</b>	65%	17%	14%	4%
<b>Gender</b>				
Male	64%	18%	14%	3%
Female	64%	16%	15%	5%
<b>Age</b>				
15 – 24 years	60%	22%	15%	2%
25 – 39 years	66%	16%	13%	5%
40 – 54 years	67%	15%	13%	5%
55 – 64 years	64%	20%	14%	2%
65+ years	55%	22%	20%	3%
<b>Occupation</b>				
White Collar, Manager	67%	18%	13%	3%
Employee	67%	14%	17%	3%
Self employed	73%	11%	13%	3%
Manual worker	51%	22%	13%	14%
Not occupied	59%	22%	14%	5%
<b>Type of locality</b>				
Rural area or village	72%	18%	9%	1%
Small/ middle size town	71%	17%	10%	2%
Large town	61%	18%	17%	5%
<b>Image of the EU</b>				
Positive	86%	5%	7%	2%
Neutral	54%	19%	20%	6%
Negative	21%	52%	24%	3%
<b>Knowledge of the EU</b>				
Total "know what the EU is all about"	74%	13%	10%	3%
Total "don't know what the EU is all about"	52%	23%	20%	5%
<b>Religion</b>				
Jewish	63%	17%	15%	5%
Muslim	69%	19%	12%	0%

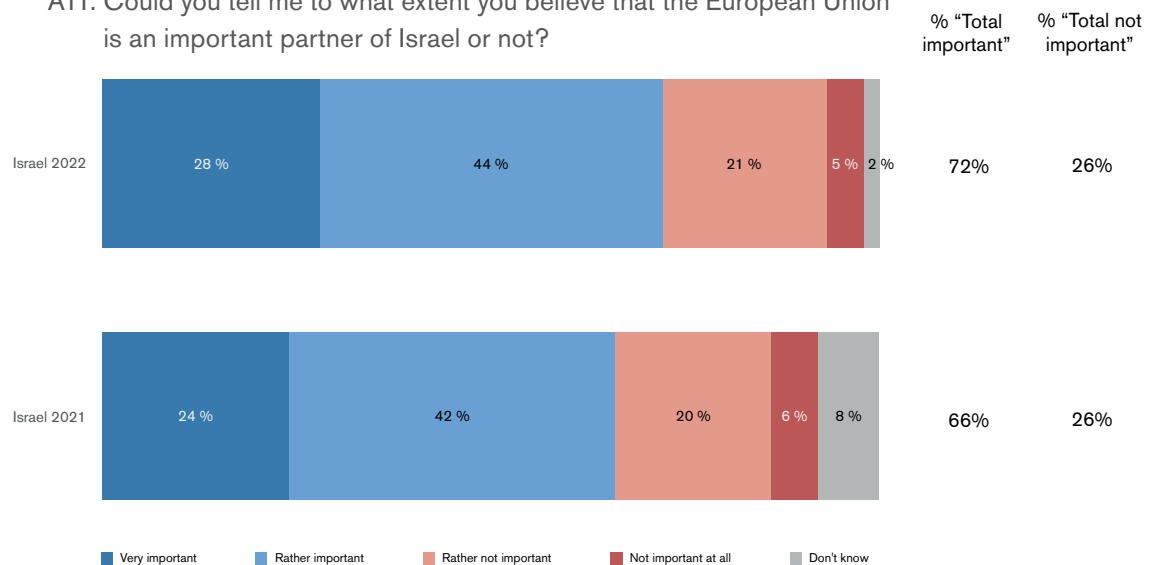
There is high correlation between overall image of the EU and opinions towards its impact on Israel. For instance, 86% of those with a positive image also described the EU's impact as positive compared with 21% of those with an overall negative image of the EU. Self-reported knowledge of the EU shows the same pattern.

The subjective knowledge on the EU is also highly correlated with 74% of those who know about the EU describing its impact as positive. Moreover, even amongst those who do not feel knowledgeable about the EU, 52% describe the impact as positive.

### 2.10 Importance of the EU's Partnership

The survey shows that 72% of respondents believe the EU is an important partner of their country (28% a very important partner and 44% a rather important partner). This represents an improvement of + 6 ppt compared with 2021 survey. The proportion who disagree that the EU is an important partner has remained stable at 26%.

A11. Could you tell me to what extent you believe that the European Union is an important partner of Israel or not?



Base: All respondents (1008)

The sociodemographic analysis shows that across almost all subgroups there are large majorities



who agree that the EU is an important partner to Israel. It is somewhat lower amongst those aged 65 and over (61%), manual workers (67%), those not occupied (65%) and those living in large towns rather than rural areas (70% cf. 76%).

Muslim respondents are slightly more likely than Jewish respondents to see the EU as an important partner (74% versus 71%), although the proportion that disagree is the same for both populations, around a quarter.

The image of the EU strongly influences the view of the EU as an important partner to the country. 91% of respondents with a positive image of the EU overall see it as an important partner to the country, 65% of those who have a negative image disagree with this statement.

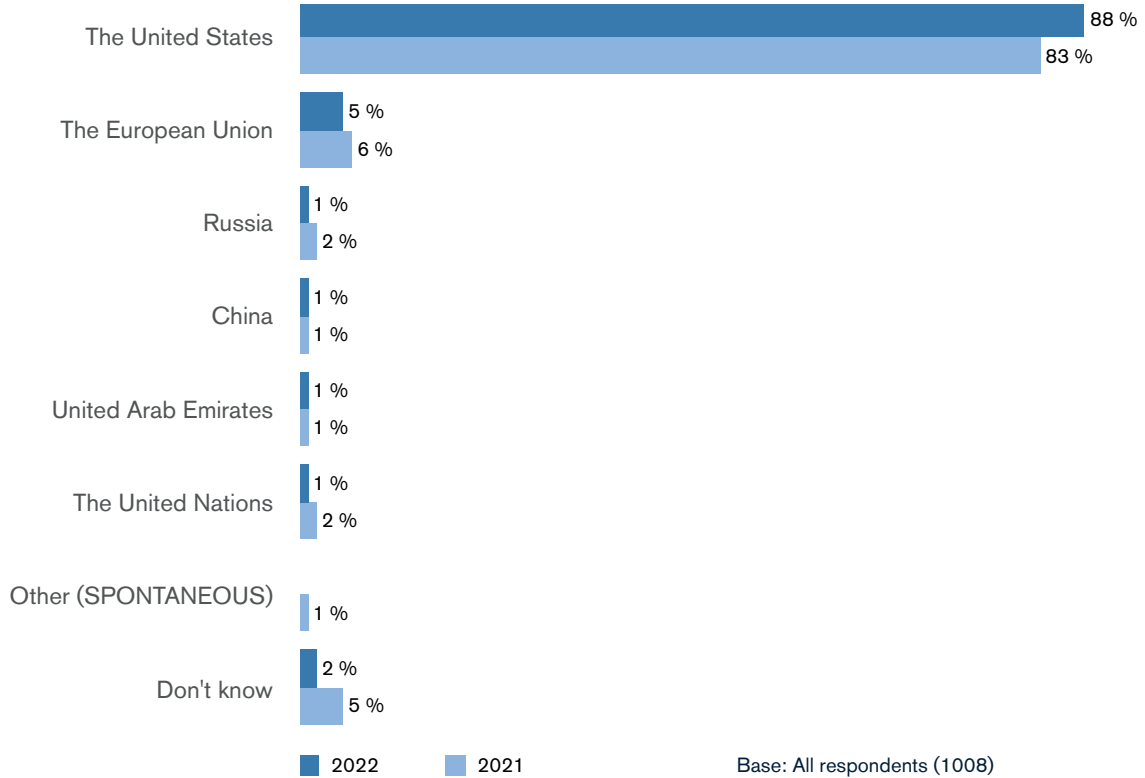
The level of knowledge about the EU also shows a positive correlation, with 81% of those who feel knowledgeable seeing the EU as an important partner.

Base all Respondents	Israel 1008		
	Total "Important"	Total "Not important"	Don't know
<b>Total</b>	72%	26%	2%
<b>Gender</b>			
Male	72%	27%	1%
Female	71%	27%	3%
<b>Age</b>			
15 – 24 years	68%	29%	3%
25 – 39 years	74%	23%	1%
40 – 54 years	74%	24%	3%
55 – 64 years	71%	28%	1%
65+ years	61%	37%	2%
<b>Occupation</b>			
White Collar, Manager	76%	23%	1%
Employee	73%	26%	1%
Self employed	81%	18%	1%
Manual worker	67%	31%	2%
Not occupied	65%	32%	4%
<b>Type of locality</b>			
Rural area or village	76%	24%	1%
Small/ middle size town	74%	25%	1%
Large town	70%	27%	3%
<b>Image of the EU</b>			
Positive	91%	9%	0%
Neutral	63%	34%	2%
Negative	35%	63%	2%
<b>Knowledge of the EU</b>			
Total "know what the EU is all about"	81%	18%	1%
Total "don't know what the EU is all about"	59%	38%	3%
<b>Religion</b>			
Jewish	71%	27%	2%
Muslim	74%	24%	1%

When asked to select the closest partner to their country amongst a list of international institutions and countries, only 5% in Israel see the European Union as the closest international partner to their country, in line with the 6% in 2021. Respondents placed the United States as the most important partner to Israel by far (88%, + 5 ppt since 2021).



A13. In your view, which of the following international institutions or countries is the closest partner to Israel?



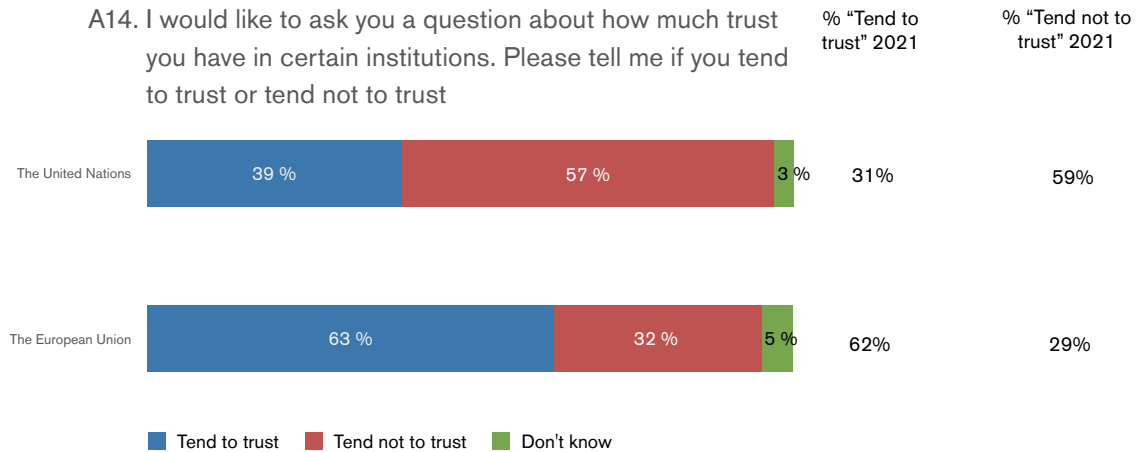
The sociodemographic groups least likely to view the US as Israel's closest partner were those in rural areas (69% cf. 92% in large towns) and Muslim respondents (75% cf. 90% of Jewish respondents). Only 9% of those with a positive image of the EU consider it as Israel's closest partner.





### 2.11 Trust in Institutions

Respondents were asked about the extent to which they trust (or not) two international institutions, namely the European Union and the United Nations.



Base: All respondents (1008)

The European Union is the most trusted institution with 63% respondents saying that they tend to trust the organisation, in line with last year, and 32% say that they do not trust it, + 3 ppt since 2021.

The United Nations is far less trusted by respondents than the EU (- 24 ppt) and over half of respondents don't trust it (57% cf. 59% in 2021).

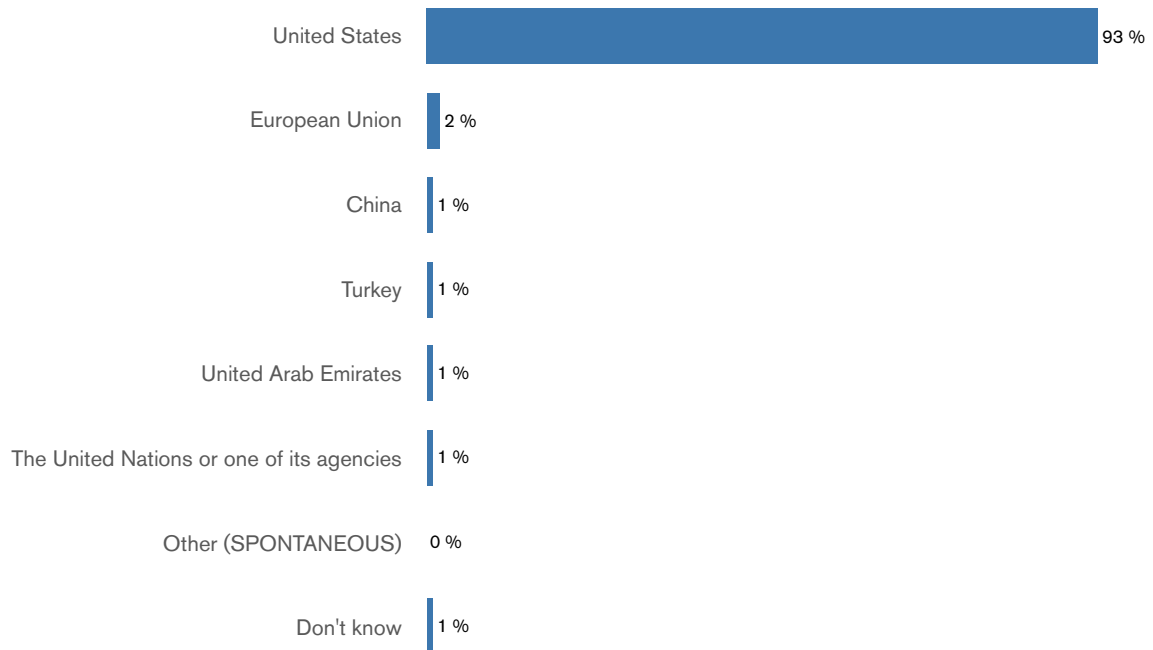
Overall, the opinions are very marked with only 5% or less saying that they don't know.



## 2.12 Leading Donors for Country Support

A list of international institutions and countries was read out to respondents asking them to select which, in their views, was the leading donor or institution supporting their country.

B4. In your view, which of the following international institutions or countries is the lead donor of support to Egypt?



Base: All respondents (1008)

The United States is seen almost unanimously as the lead donor by Israeli respondents with a score of 93%. The EU comes in second but with a hardly significant score (2%). The Muslim population answers were slightly more in favour of EU (6%) and less of the US (80%).

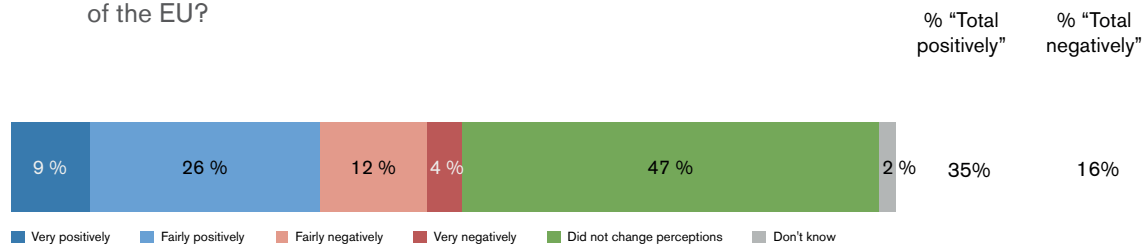
As one might expect, the results show the same tendency as the question “what is the closest partner to Israel?”



### 2.13 Impact of the War in Ukraine on Perceptions of the EU

The 2022 edition of the survey investigated to what extent the EU's response to the war in Ukraine had affected perceptions of the EU, and whether positively or negatively. For around half of respondents, the EU's response had no impact (47%). Where respondents' perceptions had changed, it was more likely to be positively (35%) than negatively (16%).

A16A. Has the EU's response to the war in Ukraine changed your perceptions of the EU?



Base: All respondents (1008)

Across almost all sociodemographic groups, the EU response to the war in Ukraine was more likely to have a positive impact on perceptions rather than negative. The only exceptions were the Muslim population and those who expressed a negative perception of the EU overall.

Amongst those who expressed a negative perception of the EU overall, 35% say that the EU response has negatively influenced their opinion compared to 8% who say their opinion of the EU was affected positively.

The Jewish and Muslim populations had perceptible different answers. Indeed, 36% of Muslim respondents said that their view had been affected negatively, against 13% for the Jewish respondents. Four in ten (38%) of Jewish respondents claimed that the EU response to the war in Ukraine affected their opinion of the EU positively, compared with 22% of Muslim respondents.

Base all Respondents	Israel 1008			
	Total "positively"	Total "negatively"	Did not change perceptions	Don't know
Total	35%	16%	47%	2%
<b>Gender</b>				
Male	34%	16%	48%	2%
Female	37%	16%	46%	2%
<b>Age</b>				
15 – 24 years	34%	19%	47%	1%
25 – 39 years	33%	20%	44%	3%
40 – 54 years	37%	12%	48%	2%
55 – 64 years	39%	13%	48%	–
65+ years	35%	12%	51%	1%
<b>Occupation</b>				
White Collar, Manager	35%	14%	51%	1%
Employee	39%	15%	45%	1%
Self employed	35%	16%	47%	2%
Manual worker	26%	13%	59%	2%
Not occupied	33%	18%	45%	3%
<b>Type of locality</b>				
Rural area or village	42%	15%	41%	2%
Small/ middle size town	29%	24%	45%	2%
Large town	37%	13%	48%	2%
<b>Image of the EU</b>				
Positive	54%	11%	36%	1%
Neutral	24%	15%	57%	3%
Negative	8%	35%	56%	1%
<b>Knowledge of the EU</b>				
Total "know what the EU is all about"	40%	14%	45%	0%
Total "don't know what the EU is all about"	28%	19%	49%	4%
<b>Religion</b>				
Jewish	38%	13%	48%	2%
Muslim	22%	36%	42%	1%

It is interesting to note that rural respondents were more positive than those in large towns.

Overall, more than half of respondents say that their opinion on the EU remained unchanged following its response to the war in Ukraine.

### 3. Information on the European Union

#### 3.1 General Media Landscape

Respondents were asked a series of questions about general media consumption. The questions asked about which media were watched or read “regularly”, which was defined in the question as at least five times per week.

On television, Keshet 12 is the most popular channel (51%), followed by Reshet 13 (44%) and cable or satellite channels (29%). A fifth (22%) never watch TV.

Galgatz is the most popular radio station (30%), followed by Reshet Bet (21%), Galatz (16%) and Reshet Gimel (15%). A third of respondents (32%) do not listen to radio.

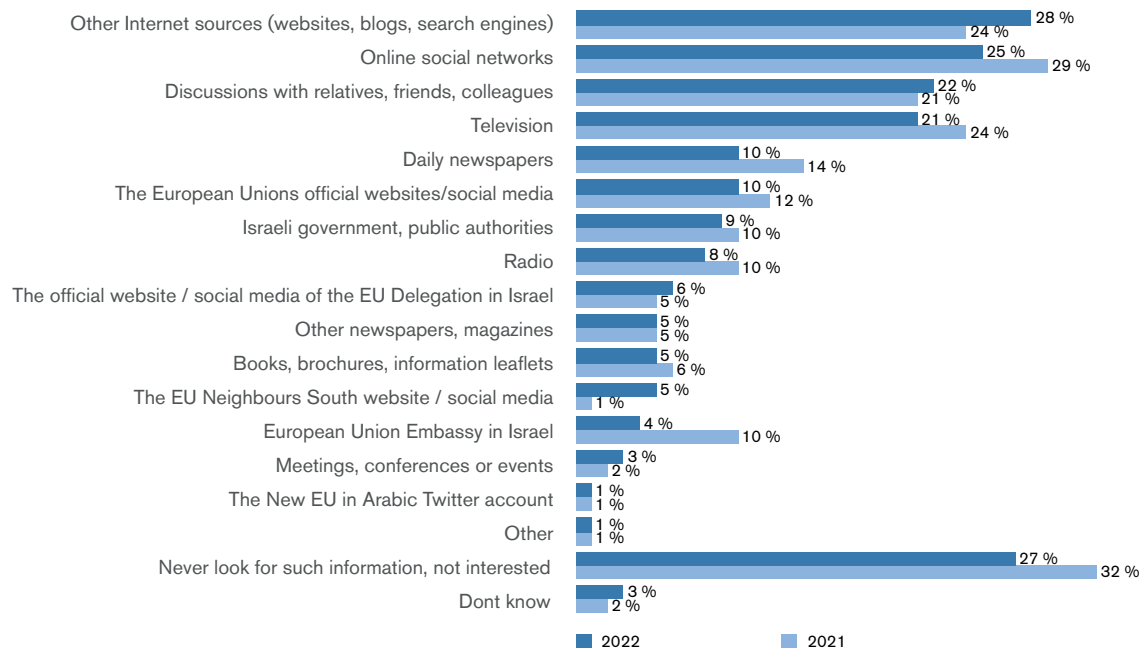
Around half of respondents (51%) read at least one newspaper regularly. Israel Hayom is read regularly by 28%, followed by Yediot Ahronot (22%) and Maariv (10%).

The most common social media used regularly are Facebook (75%), Instagram (52%), Youtube (39%) and Ynet (37%). One in ten (10%) never use the internet.

#### 3.2 Sources of Information about the EU

In Israel, while there have been some shifts in media usage since 2021, the top three preferred choices of online social networks, other internet sources such as websites, blogs and search engines, discussions with friends and family and television remain amongst the most popular sources for information on the EU.

B2. When you look for information about the European Union, its policies and institutions, which of the following sources, if any, do you use? Any others?



Base: All respondents (1008)



EU NEIGHBOURS  
south

GALLUP  
INTERNATIONAL

While the usage of EU “official” or related information sources, online or human, remains very low, there has been an increase in the proportion accessing information via the EU Neighbours South website and social media (5% cf. 1% in 2021). However, fewer are obtaining information from the EU Embassy in Israel (- 6 ppt since 2021, reaching 4%)

It should be noted however that as in 2021, around 3 in 10 respondents never look for information about the EU, a proportion that slightly decreased since 2021 (27% cf. 32% in 2021).

### 3.3 EU Communication Campaign Awareness

For the 2022 survey, questions were added concerning awareness of any communications about the EU in Israel.

Respondents were asked first if they had seen or heard anything about the European Union within the last twelve months. 67% had done so, with 31% who said they had not.

Those with a positive image of the EU overall and those who said they were knowledgeable about the EU were by far the most likely to remember watching, reading or hearing something (85% for each group).

The likeliness to have heard something about the EU differed according to the gender and the religious affiliation of the respondents. Indeed, men were more likely to have seen or heard something than women (71% cf. 64%), so were the Jewish respondents compared to the Muslim ones (70% versus 56%).

### 3.4 EU Initiative Awareness

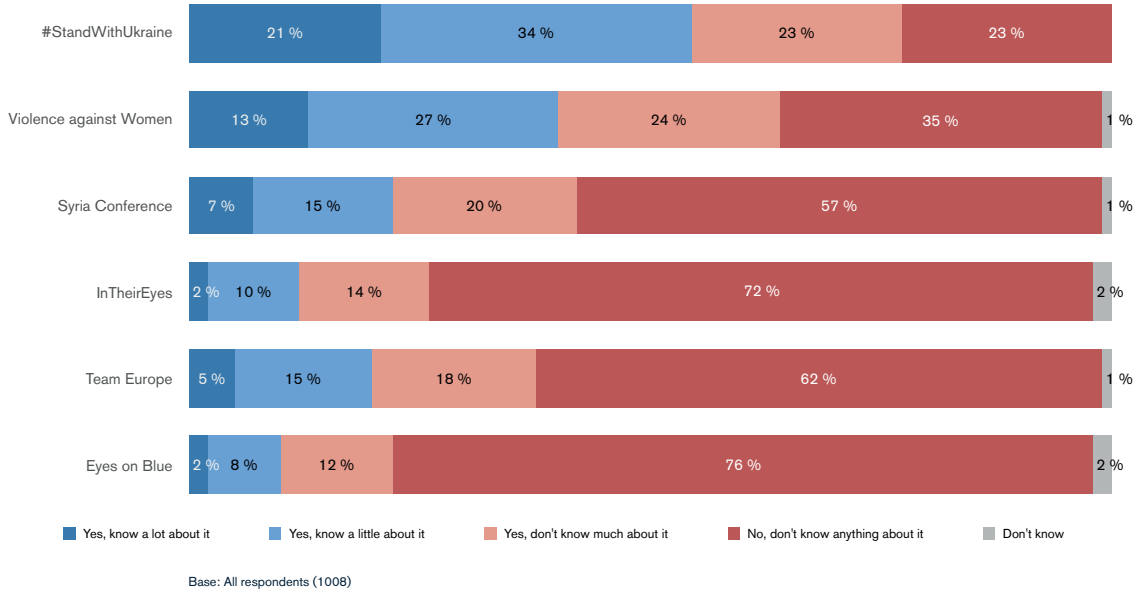
Respondents were also asked to give their level of knowledge about certain EU initiatives in Israel.

These initiatives were:

- » Team Europe
- » #StandWithUkraine
- » Syria Conference
- » InTheirEyes
- » Violence against Women
- » Eyes on Blue

Awareness was highest for #StandWithUkraine with 77% claiming to be aware of it, followed by around 64% who said they were aware of the Violence against Women campaign and 42% aware of the Syria Conference. In average, more than half of respondents knew anything about these campaigns.

### A3A. Level of knowledge of specific EU communications



Sociodemographic analysis shows differences mostly by gender and area of residence. Correlations were also observed with the knowledge of the EU and the sentiment towards the EU in general. Indeed, men, those in rural areas, who feel they know something about the EU and feel positively towards it overall tended to be the most likely to be aware of these initiatives.

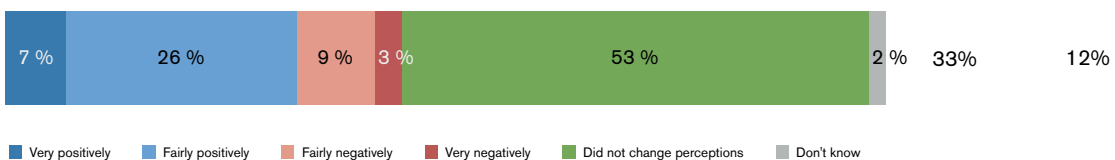
	Team Europe	#StandWithUkraine	Syria Conference	InTheirEyes	Violence against Women	Eyes on Blue
<b>Total</b>	37%	77%	42%	26%	64%	22%
<b>Religion</b>						
Jewish	36%	77%	38%	24%	62%	20%
Muslim	47%	73%	58%	37%	69%	30%

Differences were also observed by religious affiliation. Except for the #StandWithUkraine campaign, Muslim respondents were more likely to be aware of all the campaigns conducted than Jewish respondents, with the most notable difference seen in the level of awareness of the Syria conference which 58% of Muslim respondents knew something about compared with 38% of Jewish respondents.

### 3.5 Impact of Communications on Perceptions of the EU

Respondents were asked whether what they had heard, seen, or read about the EU in the last 12 months had changed their perceptions of the EU. While over half said it did not change their perceptions, where the information had an impact it was more likely to be positive (33%) than negative (12%).

A3b. To what extent would you say that what you have heard, seen or read made you change your perception about the European Union?





Sociodemographic analysis reveals that Jewish respondents, those with a positive image or knowledgeable about the EU were more likely to be positively affected by communications they had seen or read. Indeed, the main differentiator is existing sentiment towards the EU: 58% of those who already feel positive about the EU in general are the most likely to feel their perceptions had been improved by the communications they had seen.

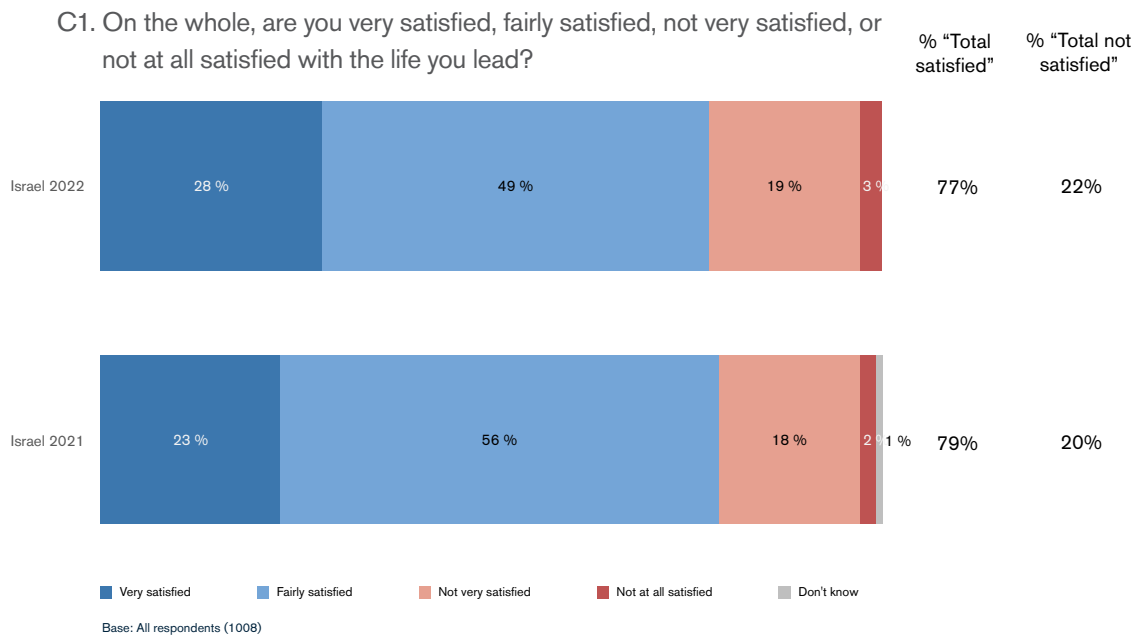
Base: All respondents who have heard or seen anything about the EU in the last 12 months		Israel 1008		
	Total 'positively'	Total 'negatively'	Did not change perceptions	Don't know
<b>Total</b>	33%	12%	53%	2%
<b>Gender</b>				
Male	33%	12%	53%	2%
Female	33%	11%	53%	2%
<b>Age</b>				
15 – 24 years	26%	17%	54%	2%
25 – 39 years	35%	12%	51%	2%
40 – 54 years	37%	10%	51%	1%
55 – 64 years	34%	14%	52%	0%
65+ years	28%	9%	62%	0%
<b>Occupation</b>				
White Collar, Manager	37%	9%	53%	1%
Employee	36%	9%	54%	1%
Self employed	39%	14%	46%	0%
Manual worker	20%	17%	60%	3%
Not occupied	29%	14%	53%	3%
<b>Type of locality</b>				
Rural area or village	38%	17%	44%	1%
Small/ middle size town	28%	16%	53%	1%
Large town	35%	8%	54%	2%
<b>Image of the EU</b>				
Positive	58%	6%	35%	0%
Neutral	15%	9%	74%	2%
Negative	0%	36%	62%	2%
<b>Knowledge of the EU</b>				
Total "know what the EU is all about"	44%	11%	45%	0%
Total "don't know what the EU is all about"	19%	13%	63%	4%
<b>Religion</b>				
Jewish	36%	8%	54%	2%
Muslim	24%	29%	47%	1%

## 4. Citizens' Mood

This section of the report considers respondents' views on how satisfied they are with their personal life as well as their perception of the main challenges facing Israel today.

### 4.1 Life Satisfaction

The proportion of those who feel generally satisfied with their life in Israel has not changed dramatically since 2021 with around three quarters describing themselves as very or fairly satisfied (77% cf. 79% in 2021). Around one in five describe themselves as dissatisfied: 22% describe themselves as not very or not at all satisfied compared with 20% in 2021.



The sociodemographic analysis reveals some differences by occupation, area of residence and religious affiliation. Indeed, occupation is highly correlated with life satisfaction, with the data showing manual workers and those without unemployment as the least satisfied. Those living in large town were more likely to describe themselves as satisfied compared to those in rural areas or small and medium sized towns. A significant gap also exists between the answers of the Jewish and the Muslim population. Indeed, 80% Jewish respondents, compared to 63% of Muslims described themselves as satisfied.





Base all Respondents	Israel 1008	
	Total "Satisfied"	Total "Not satisfied"
<b>Total</b>	77%	22%
<b>Gender</b>		
Male	78%	22%
Female	77%	22%
<b>Age</b>		
15 – 24 years	80%	20%
25 – 39 years	76%	23%
40 – 54 years	83%	16%
55 – 64 years	72%	27%
65+ years	73%	26%
<b>Occupation</b>		
White Collar, Manager	81%	19%
Employee	81%	19%
Self employed	83%	18%
Manual worker	60%	40%
Not occupied	69%	29%
<b>Type of locality</b>		
Rural area or village	78%	22%
Small/ middle size town	68%	32%
Large town	81%	19%
<b>Image of the EU</b>		
Positive	83%	17%
Neutral	75%	25%
Negative	67%	34%
<b>Knowledge of the EU</b>		
Total "know what the EU is all about"	83%	17%
Total "don't know what the EU is all about"	69%	29%
<b>Religion</b>		
Jewish	80%	20%
Muslim	63%	38%

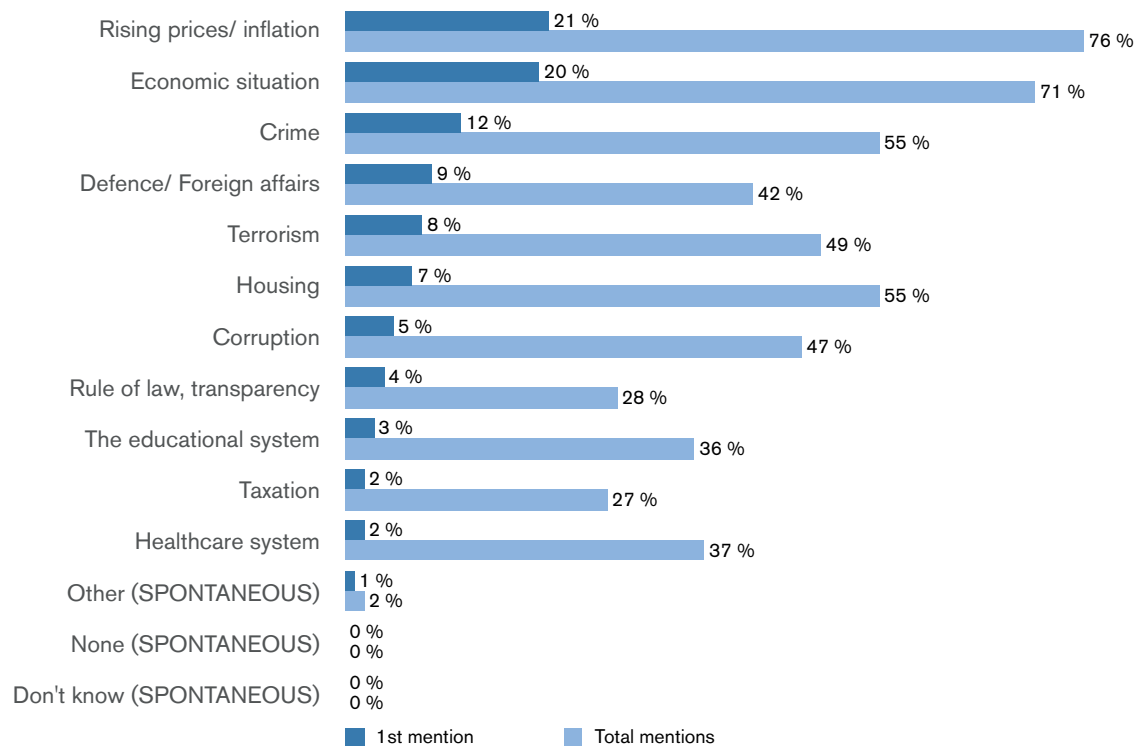
Those positive or knowledgeable about the EU were also more likely to be satisfied than those with a negative image or who said they did not know about the EU.



#### 4.2 Issues facing the Country

Respondents were asked about the most important issues facing Israel. 1 in 5 first mentioned the most important issue as either rising prices and inflation or the economic situation, and in total these two issues were of overall concern to around three quarters of respondents (76% in total for inflation and 71% for the economic situation). Crime and corruption were in total mentioned by over half.

C2a/C2b. What do you think is the most important issue facing Israel at the moment? Firstly? And then?



Base: All respondents (1008)

Concern about rising prices and inflation and the economic situation was the main concern across almost all sociodemographic groups except for crime. Indeed, Muslim respondents were much more likely to feel that it was the main issue, mentioned by 85% in total, compared to only 49% of Jewish respondents.