



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 programmes¹.

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 local 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 **Lebanon**, 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).

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 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 Lebanon were eligible to participate in the survey.
4. Urbanisation (rural area, small or middle size town, large city).

Respondents in Lebanon were interviewed by telephone, using fixed lines and mobile. In total, 1003 interviews were conducted with fieldwork taking place in autumn 2022. A national weighting procedure was carried to make sure that the samples match the target population distribution.

¹https://ec.europa.eu/neighbourhood-enlargement/european-neighbourhood-policy/southern-neighbourhood_en



Gender	
Male	50 %
Female	50 %
Age	
15 – 24 years	17 %
25 – 39 years	35 %
40 – 54 years	32 %
55 – 64 years	12 %
65+ years*	4 %
Education	
Still studying	19 %
No education	5 %
15 years or less	11 %
16 – 19 years	27 %
20 years and more	38 %
Occupation	
White collar, manager*	7 %
Employee	23 %
Self employed	24 %
Manual worker	2 %
Not occupied	44 %
Type of locality	
Rural area or village	8 %
Small/middle size town*	18 %
Large town	74 %

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

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

In Lebanon, there is a relatively high level of self-stated knowledge of the EU, except in rural areas.

The EU seems to have recovered from 2021 with an enhanced image, the institution being mostly recognised as an important trade partner for Lebanon and for its democratic values.

- » The data suggests an increased general level of knowledge amongst most of the Lebanese population, + 3 ppt since 2021 for the ones who believe they know what the EU is all about (64%) and - 2 ppt for the one they don't (35%).
- » Women, younger respondents, and those with the highest level of education or still studying are most likely to feel knowledgeable about the EU. At the opposite, respondents living in rural area unanimously denied any knowledge on the EU (99%).
- » Almost all respondents (97%) answered at least one factual question about the EU correctly with an average of 2.7 correct answers out of a possible six.
- » The image of the EU has been considerably enhanced in 2022 with 65% holding a positive image (+12 ppt since 2021), only 3% having a negative one. The proportion having a neutral image is still significant but has reduced since last year (30%, - 9 ppt).
- » This positive image was related to the EU as an important trade partner for Lebanon and its democratic values (both mentioned by 26%). High social standards in the EU were also mentioned by 24%.

1.2 Values of the EU

The EU is highly associated to all values presented, Human rights arriving first and media freedom last, although the level of agreement for it was important.

- » Most respondents in Lebanon associated the EU with all the values presented in the survey, the ones with the highest level of agreement (at least eight in ten) included:
 - Human rights (88%),
 - Solidarity (82%),
 - Peace and security (81%),
 - Democracy (80%) and
 - Social justice (80%).
- » The media freedom was the least associated value but remained high (69 % agreement, 28% disagreement)
- » Democracy was the only value for which there has not been an increase in the level of agreement.



1.3 Relationship with the European Union:

The EU is considered as the closest and most trusted partner to Lebanon, which support is mainly acknowledged (primarily EU support programmes for refugees and displaced people) and seen as effective and impactful.

- » 65% in Lebanon believe that the European Union has a good relationship with their country (+ 8 ppt since 2021) and 26% feel that the relationship is poor (- 2 ppt since 2021).
- » There has been an increase in the level of awareness in Lebanon for all the cooperation programs presented to respondents. As in 2021, the EU support programmes for refugees and displaced people had the highest level of awareness, with 91% claiming to have heard of this (+ 10 ppt since 2021).
- » 62% respondents in Lebanon think that support of the EU to their country is effective: 45% believe it to be fairly effective and 17% find it very effective.
- » The top five areas where respondents think that Lebanon has benefited the most from current EU policies remain largely the same as in 2021 (trade and investment has fallen slightly in the ranking this year).
 - Health (57%)
 - Humanitarian aid (45%)
 - Education and skills (24%)
 - Human rights (20%)
 - Civil society (19%)
- » There have been increases in perceived benefit from EU support across most areas. The ones remaining a priority for more engagement are humanitarian aid (84%) and health (75%).
- » Less engagement from the EU was mainly expressed in the areas of gender equality (53%), democracy (48%), promotion of peace and stability (45%) and the rule of law (43%).
- » Almost two thirds of respondents said that the European Union has a positive impact on the development of their country (63%, + 11 ppt since 2021), with over 1 in 10 (15%) believing that it has a “very” positive impact.
- » A quarter (25%) said that the impact has been negative, the same proportion observed in 2021.
- » 70% in Lebanon believe the EU is an important partner of their country. 22% said that the EU was a very important partner and 48% a rather important partner.
- » The EU was the top institution (among a list of international institutions and countries) to be considered as the closest partner to Lebanon, selected by 16% of respondents.
- » The EU is also the most trusted institution (56%, contrasting with 12% for the Arab league) and is seen as the lead donor of support to Lebanon.
- » The EU response to the war in Ukraine has not changed the views about the EU of almost half of those surveyed in Lebanon (with 22% saying it did not change their perceptions and 22% answering don’t know). However, where it has impacted on perceptions, it is more likely to be positively (44%) than negatively (12%).



1.4 Information about the European Union

The exposure to EU information is relatively low, however it was impactful as the awareness of specific campaigns/initiatives was high and it weighted positively on the image of the institution.

- » The top three preferred channels for information about the EU are television, online social networks, and other internet sources such as websites, blogs, and search engines. Official EU channels are mentioned by only a small minority.
- » Over a third of respondents (35%) said that they had seen or heard anything about the EU in the last 12 months. Just over half (55%) said they not seen or heard anything.
- » Amongst those who had seen or heard anything, awareness of all the specific campaigns was relatively high, except for the 3RF campaign (mentioned by only 3%), around four in ten mentioned at least one of the other specific campaigns.
- » There were also high levels of awareness for some key EU initiatives amongst all respondents – awareness was highest for #StandWithUkraine (85%). Around six in ten (61%) said they were aware of the Violence against Women campaign and a similar proportion (59%) aware of the Syria Conference.
- » Where respondents had read or seen something the impact on overall perceptions of the EU was much more likely to be positive (70%) than negative (2%).

1.5 Personal Life in general

Lebanese respondents exhibit a gloomy satisfaction of their life, placing rising prices and inflation as the key issues their country faces.

- » The proportion of those who feel generally satisfied with their life in Lebanon has worsened since 2021 with only 20% describing themselves as very or fairly satisfied (27% in 2021). Almost eight in ten (79%) describe themselves as not very or not at all satisfied compared with 72% in 2021.
- » The key issue facing Lebanon is rising prices and inflation which was the most important issue for 30% and mentioned in total by 79%.

2. Knowledge and Perceptions of the European Union

The knowledge and perceptions of Lebanese 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.

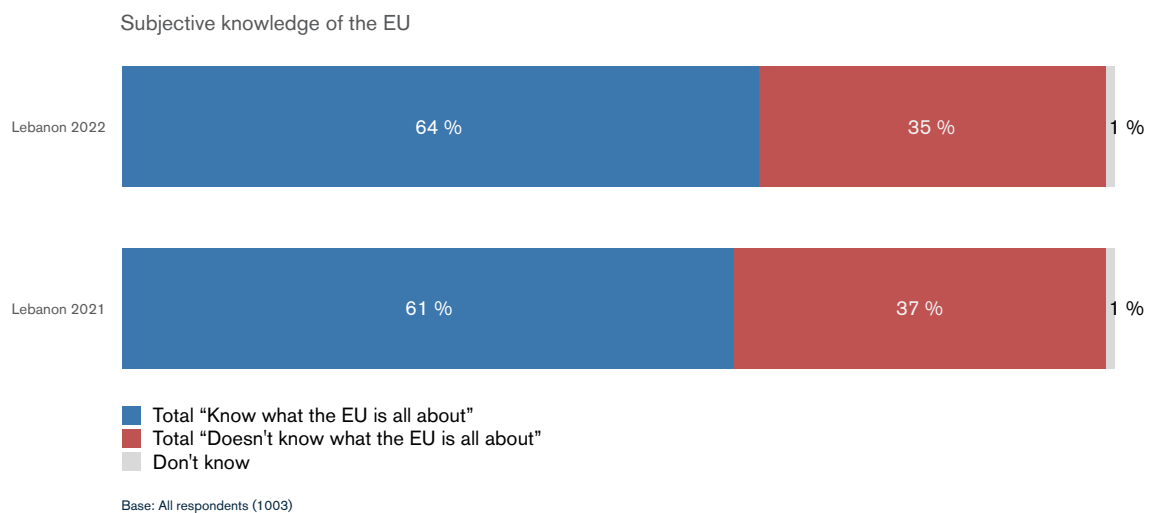
The respondent’s perception of the EU’s impact on development in Lebanon, the importance of its partnership and the level of trust they have in the EU.

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.

The data suggests an overall increased general level of knowledge amongst most of the Lebanese population.

The proportion of respondents who believe they know what the EU is all about, 64%, has increased by +3 ppt since 2021 survey. However, while seeing some improvement, over a third of Lebanese respondents (35%) say that they do not know about the EU (-2 ppt since 2021). Encouragingly, the ones who say that they do not know “at all” what the EU has fallen by - 6 ppt, from 8% to 2%, representing an insignificant proportion of the population.





Sociodemographic analysis² shows some clear differences by gender, age, and level of education. Women, people aged between 15 – 24 years, and those who finished their education at 20 years or more felt more knowledgeable about the EU. At the opposite, respondents with limited education (finishing education aged 15 or under) unanimously said that they did not feel knowledgeable about the EU.

Base All Respondents	Lebanon 1 003		
	Total "Know what the EU is all about"	Total "Don't know what the EU is all about"	Don't know
Total	64 %	35 %	1 %
Gender			
Male	61 %	37 %	1 %
Female	66 %	33 %	1 %
Age			
15 – 24 years	81 %	18 %	0 %
25 – 39 years	61 %	39 %	0 %
40 – 54 years	59 %	41 %	1 %
55 – 64 years	62 %	35 %	3 %
65+ years*	59 %	36 %	5 %
Education			
Still studying	81 %	19 %	0 %
No education*	0 %	92 %	8 %
15 years or less	0 %	98 %	2 %
16 – 19 years	60 %	39 %	2 %
20 years and more	86 %	15 %	0 %
Occupation			
White Collar, Manager	67 %	32 %	0 %
Employee	67 %	32 %	0 %
Self employed	67 %	33 %	1 %
Manual worker*	58 %	42 %	0 %
Not occupied	60 %	38 %	2 %
Type of locality			
Rural area or village	0 %	99 %	1 %
Small/ middle size town	69 %	31 %	0 %
Large town	70 %	29 %	1 %

The area of residence had also an influence on the results since none of those living in rural areas felt knowledgeable compared to around seven in ten of those living in small or medium sized towns (69%) and large towns (70%).

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 Lebanon.
- » The European Union has its main headquarters in Brussels.

²Throughout the report the sociodemographic analysis includes some groups with extremely low base sizes – these are indicated by an asterisk in the tables – where data should be treated cautiously. Any differences shown by these groups is unlikely to be statistically significant and is not commented upon in this report.



By calculating the average number of correct answers, the data provides a more objective assessment of the knowledge that citizens have of the EU.

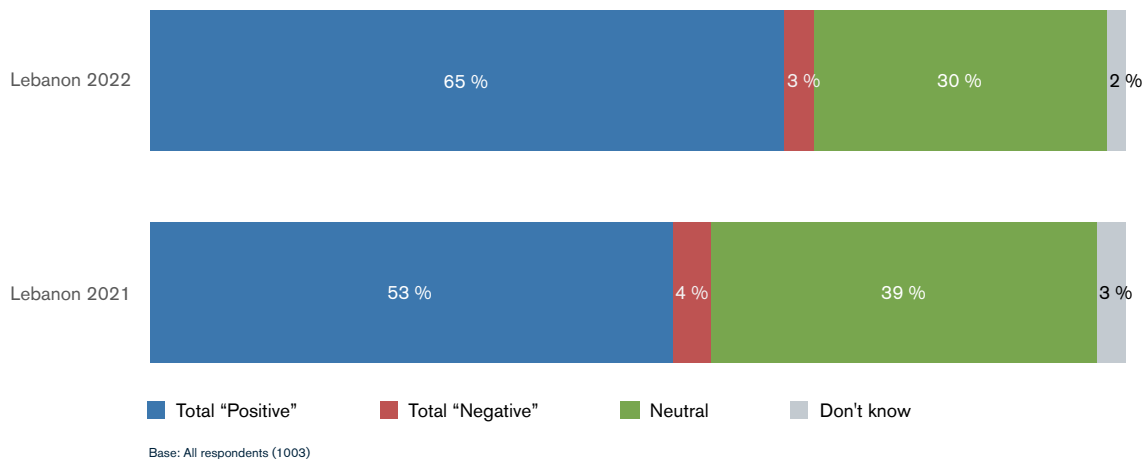
In the case of Lebanon, the relatively high level of subjective knowledge indicated by the previous question is confirmed by the factual questions where almost all respondents (97%) answered at least one of the questions correctly with an average of 2.7 correct answers out of a possible six.

Base All Respondents	Lebanon 1003	
	No correct answers	Average number of correct answers
Total	3 %	2,7
Gender		
Male	3 %	2,6
Female	2 %	2,7
Age		
15 – 24 years	2 %	2,7
25 – 39 years	3 %	2,7
40 – 54 years	4 %	2,7
55 – 64 years	3 %	2,6
65+ years*	0 %	2,4
Education		
Still studying	2 %	2,7
No education*	10 %	1,8
15 years or less	5 %	2,3
16 – 19 years	5 %	2,6
20 years and more	1 %	2,9
Occupation		
White Collar, Manager	2 %	2,7
Employee	2 %	2,6
Self employed	1 %	2,9
Manual worker*	0 %	2,6
Not occupied	4 %	2,6
Type of locality		
Rural area or village	6 %	2,3
Small/ middle size town	3 %	2,6
Large town	2 %	2,7
Image of the EU		
Positive	0 %	2,8
Neutral	6 %	2,9
Knowledge of the EU		
Total "know what the EU is all about"	1 %	2,8
Total "don't know what the EU is all about"	5 %	2,4

2.2 Perceived image of the European Union

There has been a considerable increase in the proportion of Lebanese respondents who have a positive image of the EU, increasing by +12 ppt since last year and reaching 65%. While the proportion expressing a negative sentiment has remained constant at 3% (4% in the previous survey), those who say they are neutral, 30%, has decreased by - 9 ppt since 2021.

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



While almost a third of Lebanese respondents are neutral, there is clearly a large majority who view the EU positively.

Sociodemographic analysis shows that the proportion of those with a positive sentiment are in the majority across all subgroups.

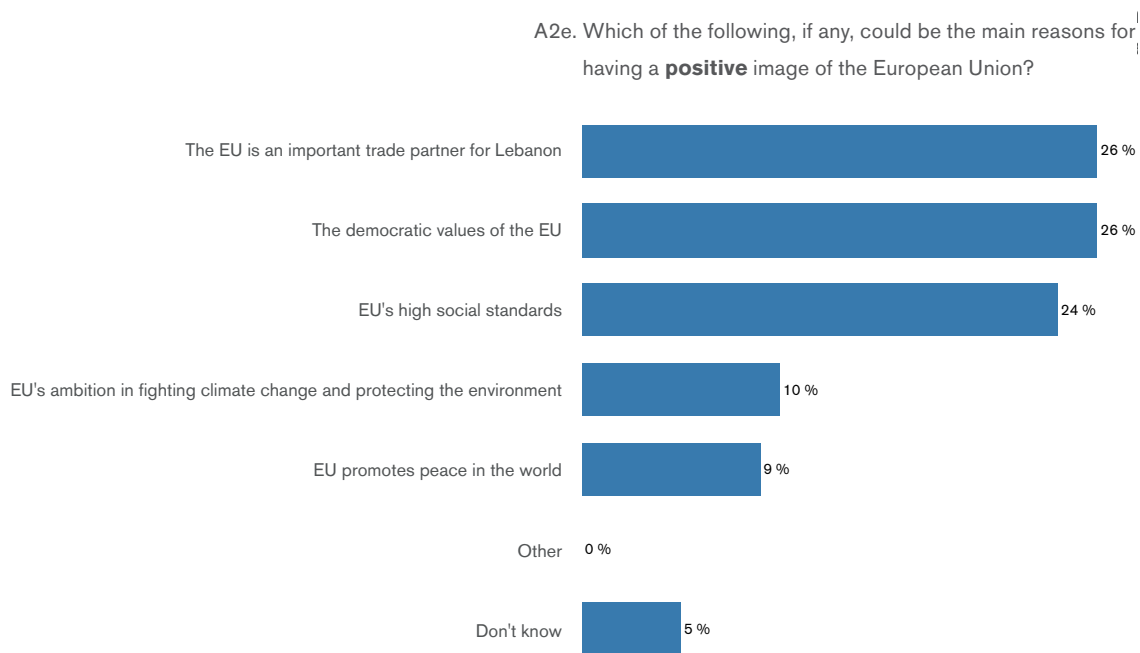
The light differences that emerged were by age (the youngest age group of 15-24 is most likely to be neutral) and area or residence (one in ten of those in rural areas answer don't know). However, overall, the positive sentiment is consistent across all sociodemographic groups.

Surprisingly there is little correlation between positive sentiment towards the EU and the level of stated subjective knowledge. In other words, even those who do not feel knowledgeable about the EU are still likely to view it positively.

Base All Respondents	Lebanon 1003			
	Total "Positive"	Neutral	Total "Negative"	Don't know
Total	65 %	30 %	3 %	2 %
Gender				
Male	66 %	29 %	5 %	1 %
Female	66 %	30 %	1 %	2 %
Age				
15 – 24 years	53 %	41 %	2 %	4 %
25 – 39 years	68 %	27 %	4 %	1 %
40 – 54 years	66 %	31 %	3 %	0 %
55 – 64 years	72 %	23 %	2 %	4 %
65+ years*	84 %	14 %	2 %	0 %
Education				
Still studying	56 %	39 %	2 %	3 %
No education*	59 %	35 %	4 %	2 %
15 years or less	77 %	18 %	5 %	1 %
16 – 19 years	66 %	29 %	3 %	1 %
20 years and more	68 %	28 %	3 %	1 %
Occupation				
White Collar, Manager	67 %	28 %	4 %	0 %
Employee	66 %	30 %	3 %	0 %
Self employed	74 %	22 %	3 %	0 %
Manual worker*	42 %	47 %	10 %	0 %
Not occupied	62 %	33 %	2 %	3 %
Type of locality				
Rural area or village	60 %	29 %	9 %	3 %
Small/ middle size town	67 %	30 %	3 %	1 %
Large town	66 %	30 %	2 %	2 %
Knowledge of the EU				
Total "know what the EU is all about"	65 %	31 %	2 %	1 %
Total "don't know what the EU is all about"	66 %	27 %	5 %	2 %

Reasons for positive or negative perceptions of EU image

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.



Base: All respondents with a positive image of EU (659)



The EU being an important trade partner for Lebanon and EU democratic values were the main reasons for a positive appreciation of the institution (both mentioned by 26%). The high social standards perceived in the EU were mentioned by 24%, with one in ten citing either the EU’s part in tackling climate change (10%) or its role as global peacemaker (9%).

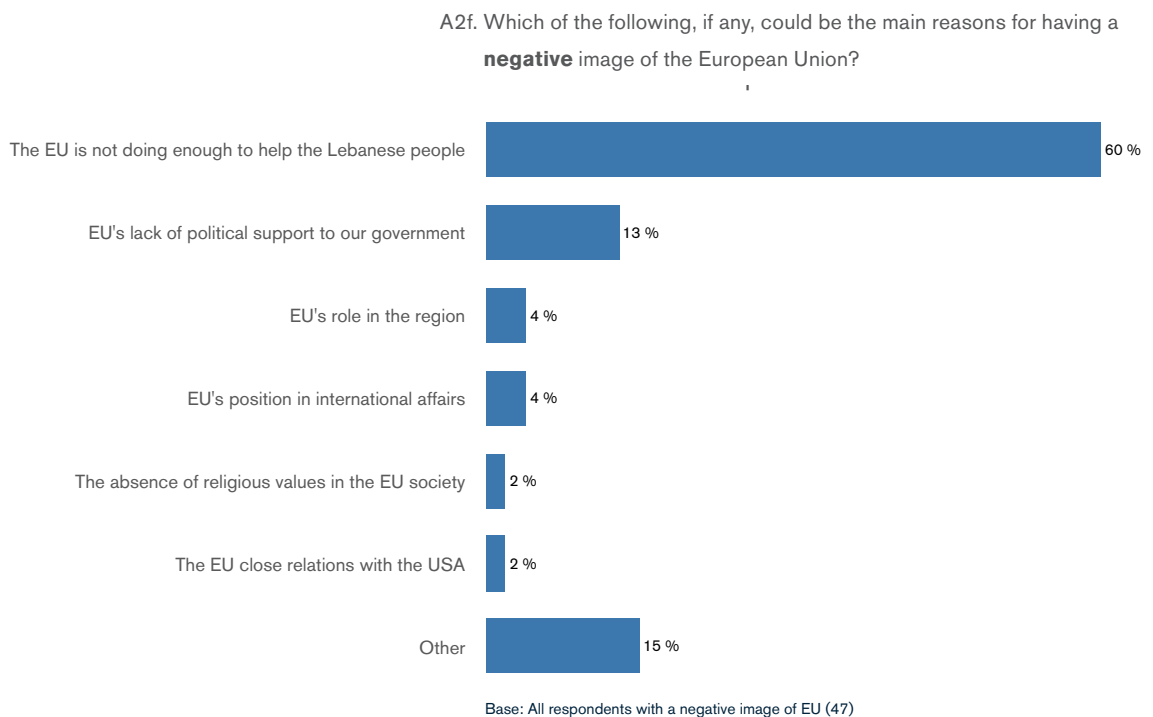
The EU’s importance as a trade partner was more likely to be mentioned by men than women (27% cf. 22%), older respondents (33% compared with only 18% of those aged 15 – 24) and white-collar workers (40%).

Democratic values were most likely to be mentioned by older respondents and those in rural or less urbanised areas.

High social standards were most likely to be mentioned by women (28%), those aged 15 – 24 (27%) and those with no education.

The same question was asked of the small number of respondents who hold a negative image of the EU.

Amongst these 47 respondents, the main reason, mentioned by 6 in 10, is that it does not do enough to help Lebanese people. Around one in ten (13%) associated it to a lack of political support from the EU to the Lebanese government.

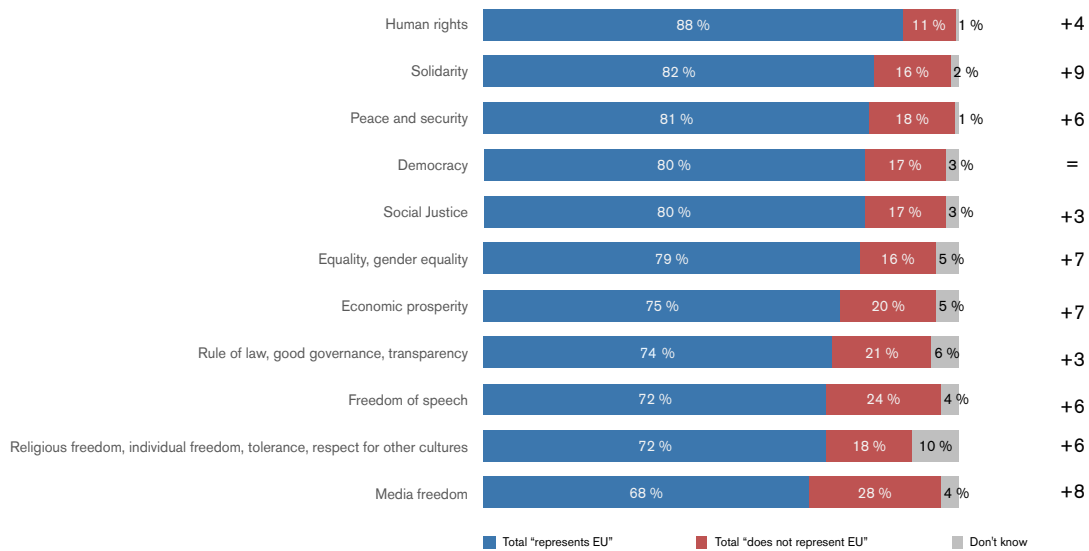


The base size is too small to allow any sociodemographic analysis.

2.3 Characteristics that exemplify the European Union

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

A4. To what extent does the European Union represent the following values for you?



The general positive image of the EU is clearly reflected in the level of agreement to the values it is seen to represent. There is a large majority who agree that all the values presented are representative of the EU. The highest level of disagreement for media freedom is only mentioned by fewer than three in ten (28%).

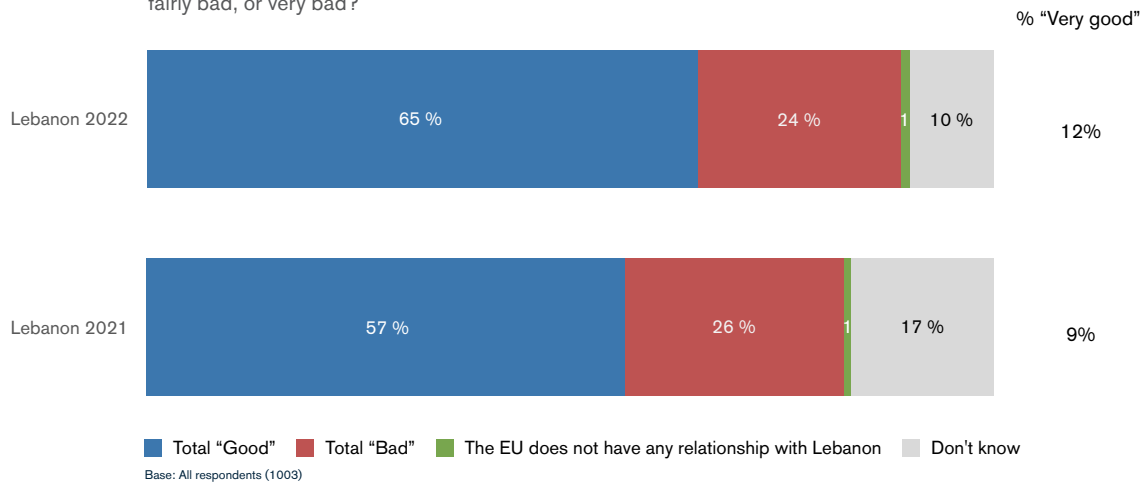
The five values most likely to be associated with the EU and mentioned by at least 8 in 10 respondents were human rights (88%), solidarity (82%), peace and security (81%), democracy and social justice (both 80%).

There has been an increase in the level of agreement for all values except for democracy which has remained at the same level as found in the 2021 findings. The most notable increases since 2021 were for solidarity (+9 ppt) and media freedom (+8 ppt).

2.4 Relation with the European Union

65% of Lebanese respondents believe that the European Union has good relations with their country, an increase of + 8 ppt since 2021. The proportion who describe the relationship as “very good” has also seen an increase of 12%, (+ 9 ppt since 2021). A quarter (24%) feel that the relationship is poor (- 2 ppt since 2021).

A5. Would you describe the European Union’s relation with Lebanon as very good, fairly good, fairly bad, or very bad?



The socio-demographic analysis reveals slight differences by age and education, with younger and less educated respondents more likely to answer “don’t know”. Those living in rural areas are most likely to describe the relationship between Lebanon and the EU positively (70% cf. 62% in small or medium sized towns and 65% in large towns). The main differentiator is the overall sentiment towards the EU. Indeed, those holding a positive image of the EU overall are much more likely to see the relationship between Lebanon and the EU positively compared to those with a neutral view (76% cf. 47%). For this question also, there is little difference between the views of those who feel knowledgeable about the EU and those who do not.



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Base All Respondents	Lebanon 1003			
	Total "Good"	Total "Bad"	No relation	Don't know
Total	65 %	24 %	1 %	10 %
Gender				
Male	65 %	27 %	1 %	8 %
Female	65 %	21 %	1 %	12 %
Age				
15 – 24 years	58 %	23 %	1 %	18 %
25 – 39 years	66 %	23 %	1 %	10 %
40 – 54 years	67 %	27 %	1 %	6 %
55 – 64 years	61 %	25 %	1 %	13 %
65+ years*	82 %	18 %	0 %	0 %
Education				
Still studying	60 %	20 %	1 %	19 %
No education*	61 %	25 %	0 %	14 %
15 years or less	71 %	22 %	3 %	5 %
16 – 19 years	65 %	25 %	1 %	8 %
20 years and more	67 %	26 %	1 %	8 %
Occupation				
White Collar, Manager	64 %	34 %	1 %	0 %
Employee	64 %	28 %	1 %	8 %
Self employed	69 %	22 %	1 %	8 %
Manual worker*	58 %	32 %	0 %	11 %
Not occupied	64 %	22 %	1 %	14 %
Type of locality				
Rural area or village	70 %	16 %	0 %	14 %
Small/ middle size town	62 %	30 %	2 %	7 %
Large town	65 %	24 %	1 %	10 %
Image of the EU				
Positive	76 %	21 %	0 %	3 %
Neutral	47 %	28 %	2 %	23 %
Knowledge of the EU				
Total "know what the EU is all about"	65 %	25 %	1 %	9 %
Total "don't know what the EU is all about"	64 %	23 %	1 %	12 %



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 Lebanon? Have you ever heard of?

	Lebanon 2021	Lebanon 2022	Difference since 2021
Support for refugees and displaced people	81 %	91 %	+10
Health	62 %	71 %	+9
Support for social protection	47 %	52 %	+5
Civil society	34 %	39 %	+5
Agricultural and rural development	31 %	38 %	+7
Economic reform or business and small or medium enterprises (SMEs)	31 %	36 %	+5
Education and skills	27 %	32 %	+5
Human rights	25 %	32 %	+7
Youth	20 %	31 %	+11
Culture	23 %	24 %	+1
Justice or police reforms	12 %	18 %	+6
Infrastructure development	14 %	16 %	+2
Green transition: climate resilience, energy and environment	6 %	15 %	+9
Digital transition	7 %	10 %	+3

Lowest awareness
Highest awareness

There has been an increase in the level of awareness in Lebanon for all the cooperation programs presented to respondents. As in 2021, the highest level of awareness is for EU support programmes for refugees and displaced people with 91% claiming to have heard of this (+ 10 ppt since 2021). Health and social protection are also on the top three. The digital transition, at the opposite, is the less known program, with only 10% of the respondents being aware of it.

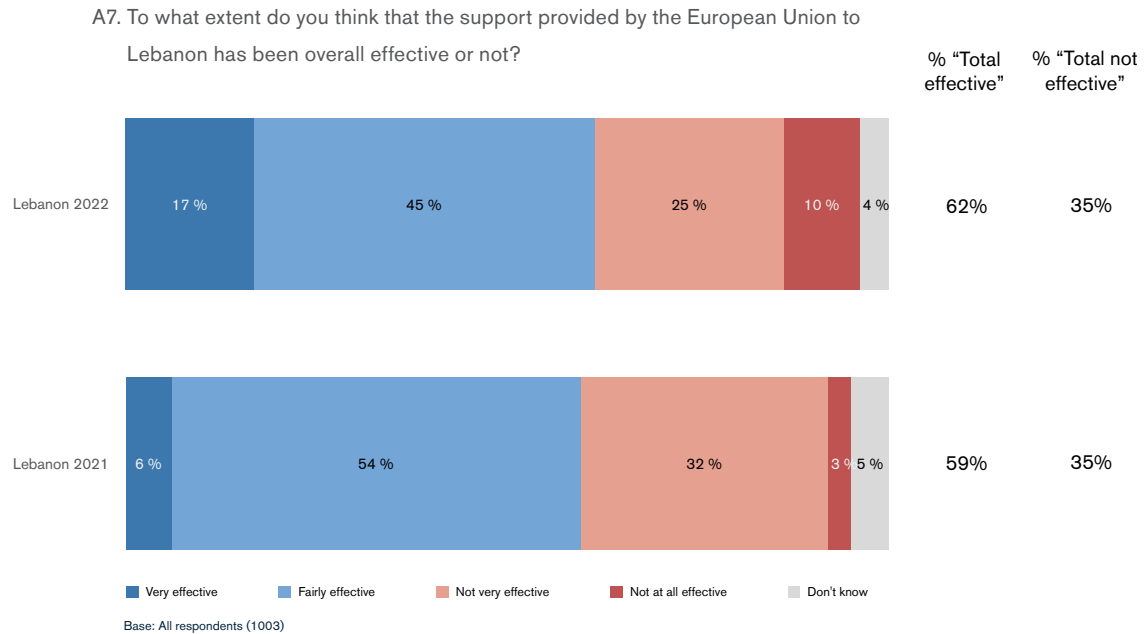
The personal involvement in an EU-funded project³ remains fairly low, 85% respondents have never been involved as part of any project (- 3 ppt since 2021). While only a small number of respondents say they have either been involved as an employee (1%) or beneficiary (4%), almost one in ten (8%) say they have volunteered (+ 2 ppt since 2021).

³ A8. 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.



2.6 Effectiveness of EU's Support

62% Lebanese respondents think that support of the EU to their country is effective: 45% believe it to be fairly effective and 17% find it very effective. This represents an increase of + 3 ppt since 2021.



Just over a third of respondents (35%) describe EU support as ineffective. This remains consistent with the overall proportion seen in 2021, although when investigated, the proportion describing EU support as 'not at all effective' has increased from 3% in 2021 to 10% in this year's survey.

The sociodemographic analysis shows limited differences between the subgroups of the population.



The proportion of the respondents describing the EU support as effective was higher for men (63% cf. 59% of woman), the ones aged 55–64 years (66% cf. 56% of the 15–24 years) and the ones living in rural (68% cf. 61% if the ones living in large towns).

The overall image of the EU respondents hold remains the most influential factor with 76% of those with a positive image describing EU support as effective compared with 35% of those with a neutral image.

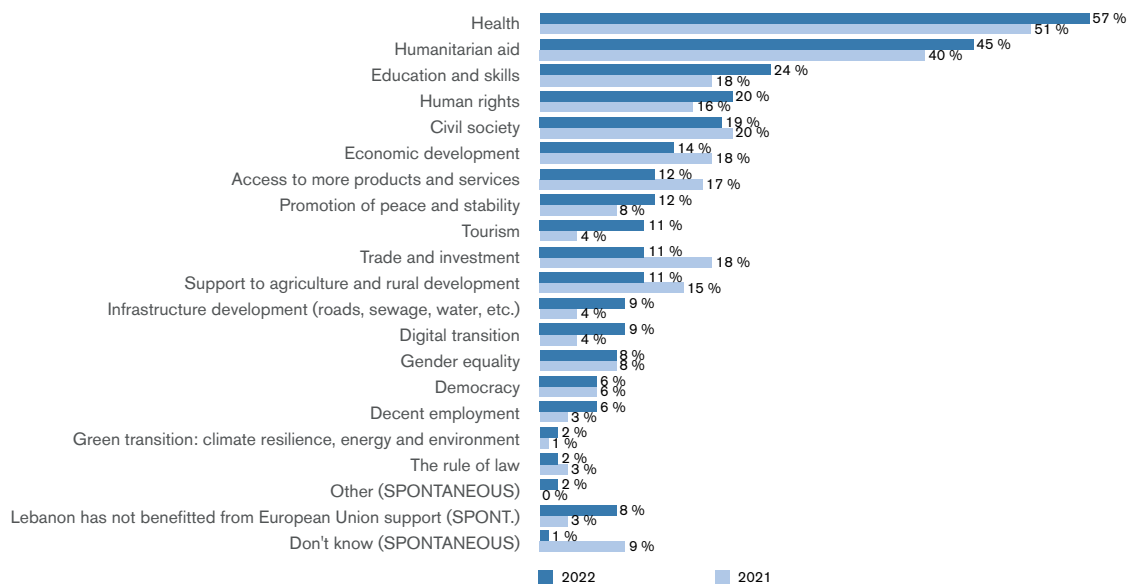
Base All Respondents	Lebanon 1003		
	Total "Effective"	Total "Not effective"	Don't know
Total	62 %	35 %	4 %
Gender			
Male	63 %	35 %	2 %
Female	59 %	36 %	5 %
Age			
15 – 24 years	56 %	35 %	9 %
25 – 39 years	60 %	37 %	3 %
40 – 54 years	60 %	38 %	2 %
55 – 64 years	66 %	31 %	3 %
65+ years*	85 %	15 %	0 %
Education			
Still studying	55 %	36 %	9 %
No education*	25 %	74 %	2 %
15 years or less	77 %	22 %	2 %
16 – 19 years	64 %	33 %	3 %
20 years and more	63 %	34 %	2 %
Occupation			
White Collar, Manager	69 %	31 %	0 %
Employee	59 %	39 %	2 %
Self employed	68 %	31 %	1 %
Manual worker*	48 %	48 %	5 %
Not occupied	58 %	36 %	6 %
Type of locality			
Rural area or village	68 %	27 %	4 %
Small/ middle size town	58 %	39 %	2 %
Large town	61 %	35 %	4 %
Image of the EU			
Positive	76 %	23 %	1 %
Neutral	35 %	57 %	8 %
Knowledge of the EU			
Total "know what the EU is all about"	61 %	36 %	3 %
Total "don't know what the EU is all about"	62 %	34 %	4 %



2.7 Most beneficial Areas of EU Support

Respondents were asked about the areas where they feel that their country benefited the most from current EU policies. In Lebanon, as in 2021, health and humanitarian aid remain the areas the most likely to be mentioned, mirroring the respondent’s level of awareness of these areas.

A9. In which of the following areas would you say that Lebanon has benefited from European Union support?



Base: All respondents (1003)

The top five areas where respondents think that Lebanon has benefited the most from current EU policies remain the same as in 2021 except for trade and investment which has fallen in the ranking this year. They include:

- » Health (57%, +6 ppt)
- » Humanitarian aid (45%, +5 ppt)
- » Education and skills (24%, +6 ppt)
- » Human rights (20%, +4 ppt)
- » Civil society (19%, -1 ppt)

These increases seem to be largely driven by the respondents answering “don’t know” as they significantly decrease since the 2021 survey (from 9% to 1% in 2022), suggesting a raised awareness of EU support in general.

However, the proportion of respondents who believe Lebanon has not benefited in any areas from EU support has increased by + 5 ppt this year, reaching 8%.



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., be more engaged) in their country in a range of areas. As observed in the 2021 survey, humanitarian aid (84%) and health (75%) remain the priority areas for engagement for Lebanese respondents, especially with humanitarian aid seeing an increase of + 9 ppt since the previous survey.

Except for economic development where the proportion has decreased since the 2021 survey, respondents were more likely to favour more engagement from the EU across all the areas presented.

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

Lebanon	2021	2022
Humanitarian aid	75 %	84 %
Health	71 %	75 %
Education and skills	64 %	67 %
Human rights	55 %	57 %
Access to more products and services	46 %	52 %
civil society	45 %	52 %
Trade and investment	50 %	51 %
Economic development	54 %	50 %
Infrastructure development (roads, sewage, water, etc.)	44 %	48 %
Support to agriculture and rural development	40 %	45 %
Democracy	37 %	40 %
Gender equality	32 %	39 %
the rule of law	27 %	38 %
Digital transition	29 %	38 %
Promotion of peace and stability	33 %	36 %
Tourism	30 %	35 %
Green transition: climate resilience, energy and environment	26 %	33 %
Decent employment	24 %	28 %

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

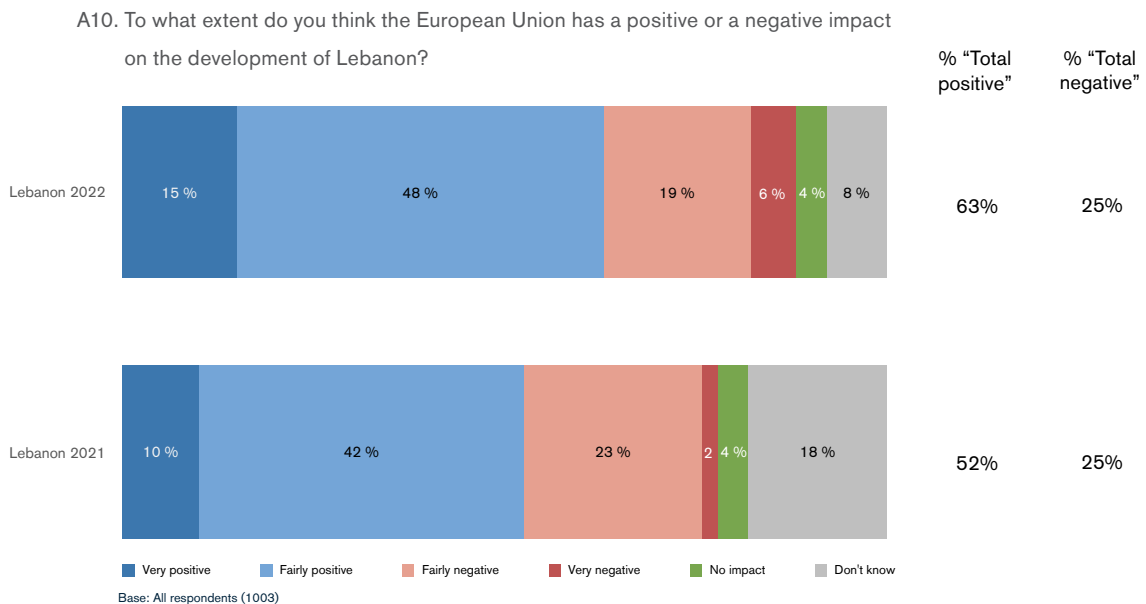
Lebanon	2021	2022
Gender equality	49 %	53 %
Democracy	52 %	48 %
Promotion of peace and stability	49 %	45 %
the rule of law	46 %	43 %
Green transition: climate resilience, energy and environment	36 %	39 %
Decent employment	42 %	39 %
Economic development	33 %	38 %
Digital transition	35 %	38 %
Tourism	41 %	38 %
civil society	38 %	37 %
Access to more products and services	36 %	35 %
Trade and investment	28 %	34 %
Infrastructure development (roads, sewage, water, etc.)	36 %	34 %
Human rights	37 %	32 %
Support to agriculture and rural development	34 %	30 %
Education and skills	27 %	24 %
Health	24 %	20 %
Humanitarian aid	22 %	13 %

The areas that were the most cited by the respondents for less engagement are gender equality (53%), democracy (48%), promotion of peace and stability (45%) and the rule of law (43%). Compared to 2021, the economic development and trade and investment were the areas that saw the greater increase of people wishing less engagement from the EU (respectively - 5 ppt and - 6 ppt).

2.9 The EU's Impact on Development

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

In Lebanon, almost two thirds (63%) of respondents said that the European Union has a positive impact on the development of their country, with over 1 in 10 (15%) believing that it has a “very” positive impact. It represents a considerable increase since 2021, by 11 ppt, when 52% described the impact as positive. A quarter (25%) said that the impact has been negative, similarly to 2021. The proportion who do not feel that the EU has any impact, either positive or negative, remains at 4%. However, it is also encouraging to note the large decrease in the proportion answering “don’t know” which has fallen by - 10 ppt from 18% in 2021 to only 8% this year, suggesting the people have a higher level of awareness of EU activity and a clearer opinion on it.



The most notable difference in the sociodemographic analysis is age and education.

Respondents with a lower level of education are most likely to consider that the EU has a positive impact on Lebanese development, 77% of those who finished their education aged 15 or under compared with around two thirds (65–66%) who finished at an older age.

The youngest respondents (aged 15–24) were the group with the lowest proportion of people describing the EU impact as positive. White collar workers (72%) and self-employed respondents (70%) responded more positively than the unemployed respondents (59%). Those in rural areas were also more likely to be positive than those living in urban areas, suggesting the EU action in Lebanon is more visible and tangible in rural areas.



In line with the previous questions, the main differentiator in the answers is the image the EU conjures to the surveyed. The ones with a positive image of the EU were by far more appreciative of the impact of the EU compared to the ones with a neutral image of it (79% cf. 37%).

For this question too, the level of knowledge about the EU does not seem to influence the answers.

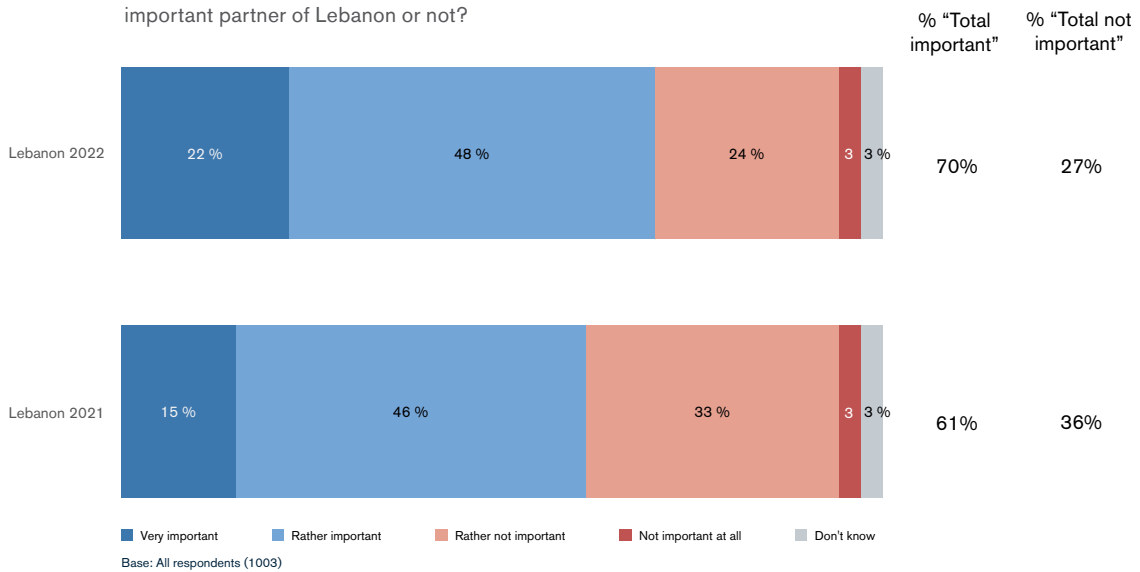
Base All Respondents	Lebanon 1003			
	Total "Positive"	Total "Negative"	No impact	Don't know
Total	63 %	25 %	4 %	8 %
Gender				
Male	64 %	24 %	5 %	7 %
Female	62 %	26 %	3 %	9 %
Age				
15 – 24 years	56 %	26 %	4 %	14 %
25 – 39 years	62 %	24 %	6 %	8 %
40 – 54 years	63 %	30 %	3 %	5 %
55 – 64 years	67 %	19 %	4 %	8 %
65+ years*	89 %	8 %	0 %	2 %
Education				
Still studying	56 %	27 %	4 %	13 %
No education*	31 %	50 %	4 %	14 %
15 years or less	77 %	15 %	5 %	4 %
16 – 19 years	66 %	25 %	4 %	5 %
20 years and more	65 %	24 %	4 %	8 %
Occupation				
White Collar, Manager	72 %	26 %	1 %	0 %
Employee	61 %	25 %	6 %	7 %
Self employed	70 %	19 %	4 %	7 %
Manual worker*	53 %	42 %	5 %	0 %
Not occupied	59 %	27 %	4 %	11 %
Type of locality				
Rural area or village	69 %	19 %	9 %	4 %
Small/ middle size town	60 %	29 %	4 %	6 %
Large town	63 %	24 %	3 %	9 %
Image of the EU				
Positive	79 %	17 %	1 %	3 %
Neutral	37 %	38 %	8 %	18 %
Knowledge of the EU				
Total "know what the EU is all about"	62 %	26 %	4 %	8 %
Total "don't know what the EU is all about"	64 %	23 %	4 %	8 %



2.10 Importance of the EU's Partnership

70% of Lebanese respondents believe EU is an important partner to their country (22% said that the EU was a very important partner and 48% a rather important one). This represents a notable increase in the perceived importance of the partnership observed since the 2021 survey when the proportion was 61%. Encouragingly since the previous survey, there has been a significant fall in the proportion who disagree that the EU is an important partner (27%, - 9 ppt since 2021).

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



The sociodemographic analysis shows that across almost all subgroups, the majority describe the country's partnership with the EU as important. Men, older respondents, employees, managers or self-employed, were the most likely to describe Lebanon's relationship with the EU as important, as were the one with a positive image of the EU overall.



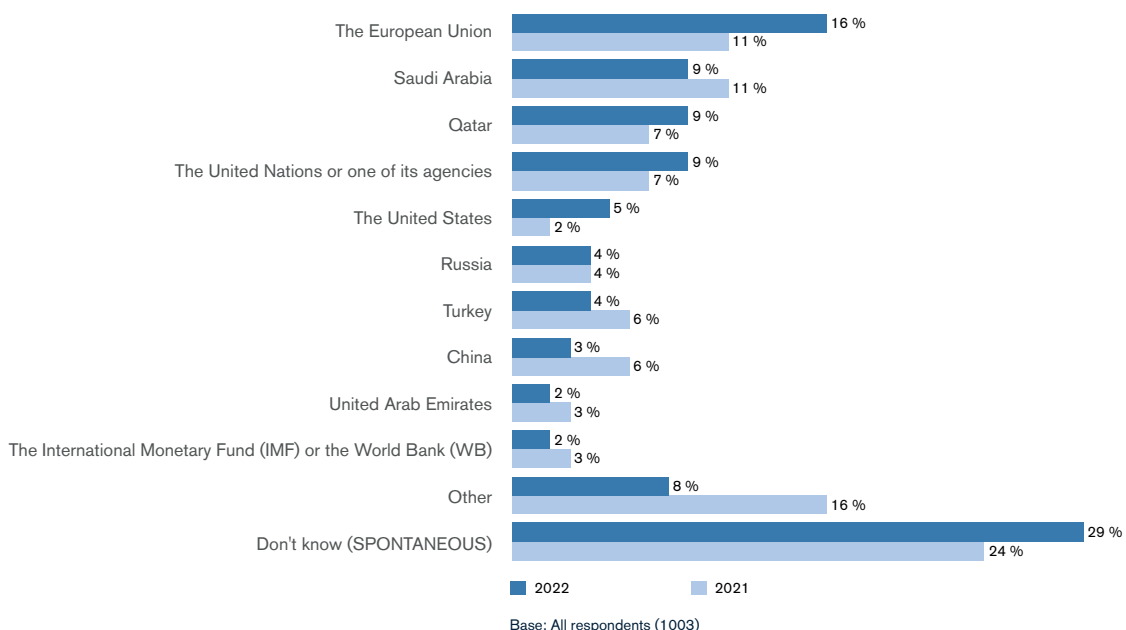
Base All Respondents	Lebanon 1003		
	Total "Important"	Total "Not important"	Don't know
Total	70 %	27 %	3 %
Gender			
Male	72 %	26 %	2 %
Female	68 %	28 %	4 %
Age			
15 – 24 years	61 %	32 %	7 %
25 – 39 years	70 %	25 %	5 %
40 – 54 years	70 %	29 %	1 %
55 – 64 years	68 %	30 %	2 %
65+ years*	95 %	4 %	0 %
Education			
Still studying	64 %	30 %	6 %
No education*	43 %	55 %	2 %
15 years or less	84 %	15 %	1 %
16 – 19 years	70 %	27 %	3 %
20 years and more	71 %	26 %	3 %
Occupation			
White Collar, Manager	73 %	25 %	1 %
Employee	68 %	29 %	3 %
Self employed	76 %	24 %	1 %
Manual worker*	57 %	42 %	0 %
Not occupied	67 %	29 %	5 %
Type of locality			
Rural area or village	69 %	28 %	2 %
Small/ middle size town	66 %	32 %	2 %
Large town	71 %	26 %	4 %
Image of the EU			
Positive	85 %	15 %	1 %
Neutral	43 %	49 %	7 %
Knowledge of the EU			
Total "know what the EU is all about"	70 %	27 %	3 %
Total "don't know what the EU is all about"	69 %	28 %	3 %

Respondents were then asked to select the closest partner to their country amongst a list of international institutions and countries.

EU is the closest partner to Lebanon for 16% of respondents (+ 5 ppt since 2021), ahead of Saudi Arabia (9%, - 2 ppt since 2021) and Qatar (9%, + 2 ppt since 2021). The United Nations was mentioned by 9% (+ 2ppt since 2021), with only small proportions mentioning any of the other countries and organisations.

As seen in the 2021 survey, there is a high level of uncertainty with 3 in 10 answering that they don't know which is Lebanon's closest partner.

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

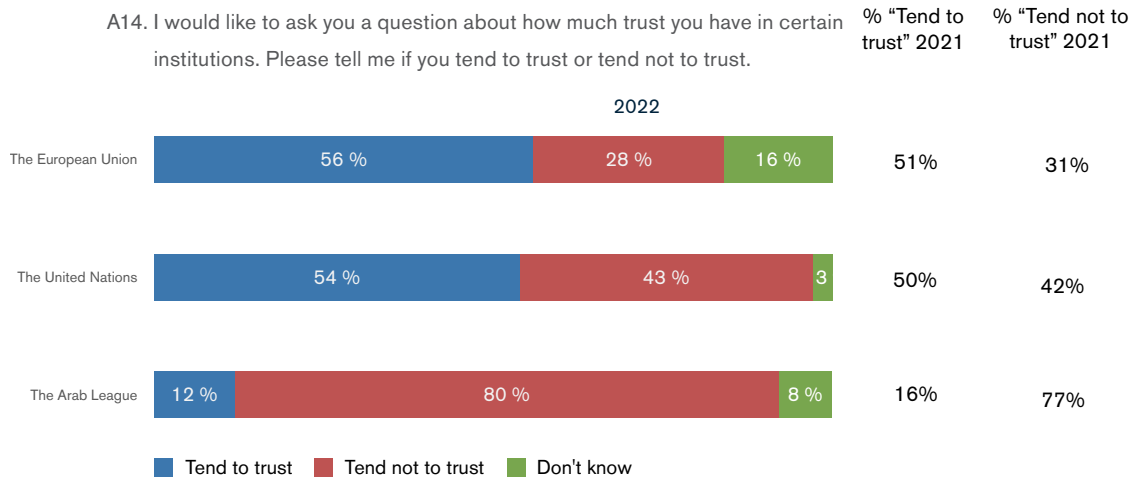


There were small differences across sociodemographic groups with men, those with a higher level of education, those in urban areas and those with a positive overall image of the EU all somewhat more likely to see the EU as Lebanon's closest partner.



2.11 Trust in Institutions

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



Base: All respondents (1003)

In Lebanon, trust in those institution has generally increased since 2021.

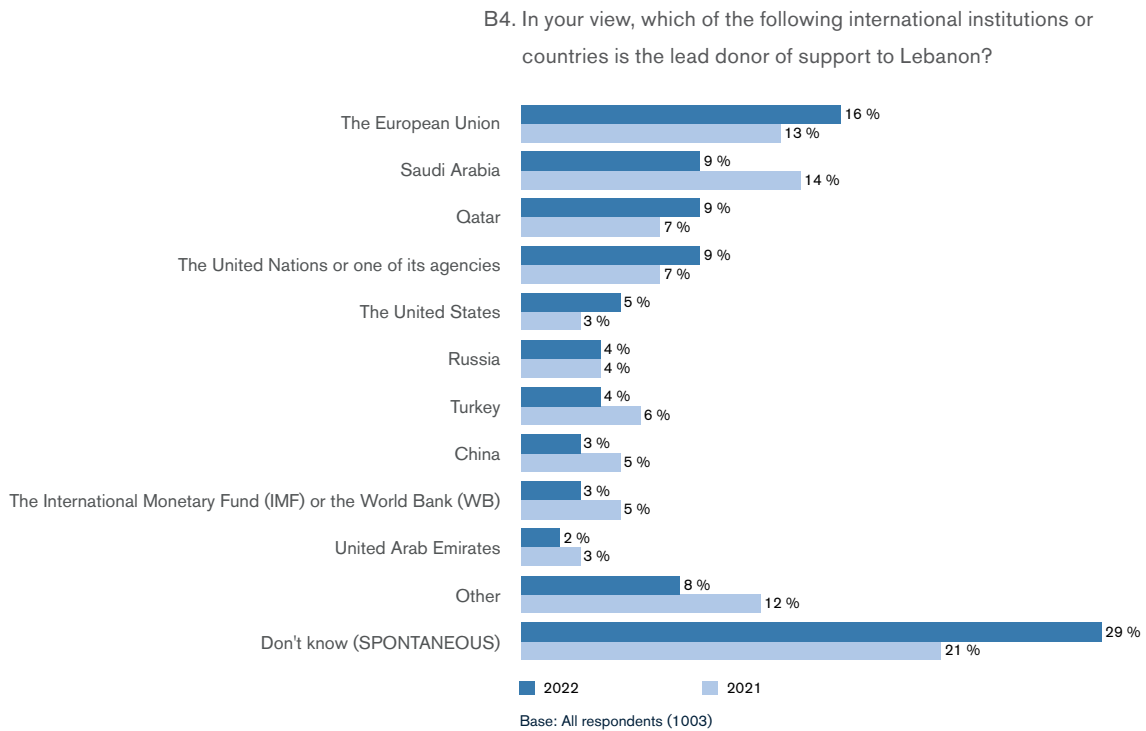
The EU remains the most trusted institution for 56% of the respondents, a proportion that increased by + 5 ppt since 2021. A similar share say that they tend to trust the United Nations (54%), although a much lower proportion considered it as a close partner. In fact, the level of mistrust for the UN is much higher than for the EU (43% compared to 28%, similarly to 2021).

However, as in 2021, trust is radically lower for the Arab League where only around one in ten (12%) of respondents in Lebanon saying that they tend to trust it, compared with 80% who say that they do not trust the Arab League. While a similar level of difference in trust was observed in 2021, the gap in trust between the Arab League and the EU and UN has widened in this year's survey.



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.



As in 2021, a high proportion (29%) were unable to answer this question. The European Union is mentioned by 16% (compared to 13% in 2021) and is still the country most likely to be seen as the lead donor of support to Lebanon. Saudi Arabia is the next most likely to be mentioned (9% cf. 14% in 2021) alongside Qatar and the UN (both also 9%).

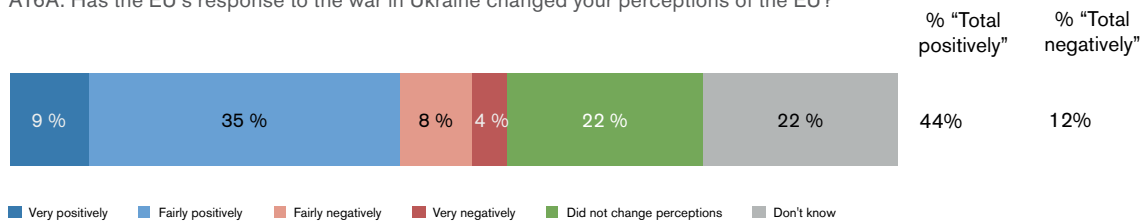


2.13 Impact of the War in Ukraine on Perceptions of the EU

For the 2022 survey, a question was asked to measure to what extent the EU's response to the war in Ukraine had affected perceptions of the EU, and whether positively or negatively.

For over four in ten respondents, the EU's response had either no impact (22%) or they could not answer either way (22% answered "don't know"). Where respondents' perceptions had changed, it was much more likely to be positively (44%) than negatively (12%). For 9% respondents in Lebanon, the EU's response was described as having a "very" positive effect on perceptions.

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



Base: All respondents (1003)

Across almost all sociodemographic groups, the EU response to the war in Ukraine was considerably

Base All Respondents	Lebanon 1003			
	Total "positively"	Total "negatively"	Did not change perceptions	Don't know
Total	44 %	12 %	22 %	22 %
Gender				
Male	42 %	13 %	25 %	20 %
Female	46 %	11 %	19 %	24 %
Age				
15 – 24 years	39 %	15 %	24 %	21 %
25 – 39 years	41 %	12 %	22 %	24 %
40 – 54 years	46 %	10 %	23 %	21 %
55 – 64 years	45 %	15 %	18 %	23 %
65+ years*	59 %	11 %	18 %	11 %
Education				
Still studying	40 %	13 %	24 %	23 %
No education*	54 %	8 %	6 %	31 %
15 years or less	45 %	13 %	25 %	17 %
16 – 19 years	46 %	11 %	22 %	21 %
20 years and more	42 %	12 %	22 %	23 %
Occupation				
White Collar, Manager	43 %	10 %	27 %	19 %
Employee	37 %	15 %	26 %	21 %
Self employed	50 %	9 %	18 %	22 %
Manual worker*	21 %	11 %	32 %	37 %
Not occupied	45 %	12 %	21 %	22 %
Type of locality				
Rural area or village	39 %	10 %	25 %	25 %
Small/ middle size town	48 %	19 %	21 %	12 %
Large town	44 %	11 %	22 %	24 %
Image of the EU				
Positive	56 %	11 %	17 %	17 %
Neutral	23 %	11 %	34 %	32 %
Knowledge of the EU				
Total "know what the EU is all about"	43 %	12 %	23 %	22 %
Total "don't know what the EU is all about"	46 %	11 %	21 %	22 %

more likely to have a positive impact on perceptions rather than negative. The exception is amongst those who expressed a neutral view of the EU overall where only 23% say that the EU response had positively influenced their opinion (around two thirds say it had no impact or don't know). Even amongst this group however, only one in ten (11%) say their view had changed negatively.

Those most likely to say the impact on their perceptions had been positive were women (46% cf. 42% of men) and those in urban areas (44% of those in large towns cf. 39% in rural areas).

Echoing the previous questions, those with a positive image of the EU overall were the ones with the greatest proportion of respondents saying their perceptions were positively affected (56%).

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, MTV Lebanon is the most popular channel (65%), followed by LBC International (45%) and Al Jadeed (41%).

Mix FM is the most popular radio station (21%), followed by Rotana FM (19%), Lebanon FM (18%) and Scoop FM (10%). Close to a fourth of respondents (38%) never listen to radio.

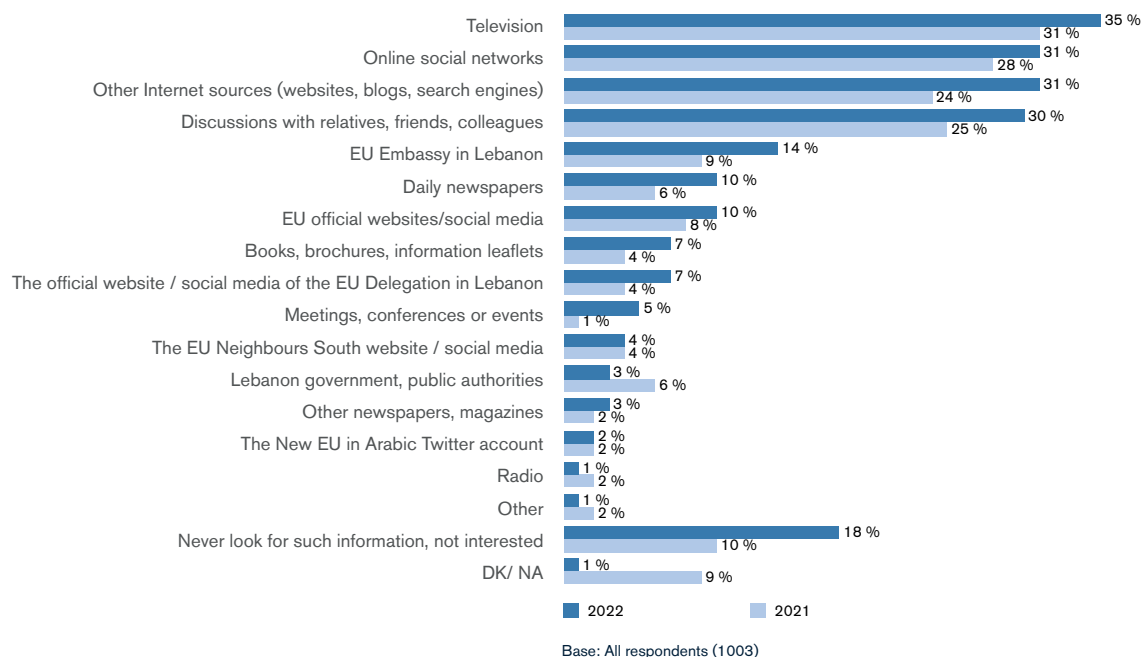
Around 3 respondents out of 10 (31%) read at least one newspaper regularly. Al Nahar is read regularly by 18%, followed by L'Orient le Jour (9%) and Al Nashra(17%).

The most common social media used regularly are WhasApp (93%), Facebook (63%), Youtube (60%) and Instagram (55%).

3.2 Sources of Information about the EU

In Lebanon, while there have been some shifts in media usage since 2021, the top three preferred channels for information about the EU are television, online social networks, and other internet sources such as websites, blogs, and search engines.

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?





While the usage of EU “official” online information sources remains very low, there have been increases across most EU channels since 2021.

It should be noted however that 18% respondents never look for information about the EU.

3.3 EU Communication Campaign Awareness

For the 2022 survey, questions were added concerning awareness of any communication campaigns run by the EU in Lebanon, including the following specific campaigns:

- » Samir Kassir Award for Freedom of the Press
- » The EU Elections Observation Mission
- » Europe Day
- » International Women Day
- » The 3RF campaign

Overall, 35% of respondents said that they had seen or heard anything about the EU in the last 12 months. 55% said they not seen or heard anything while 10% answered “don’t know”.

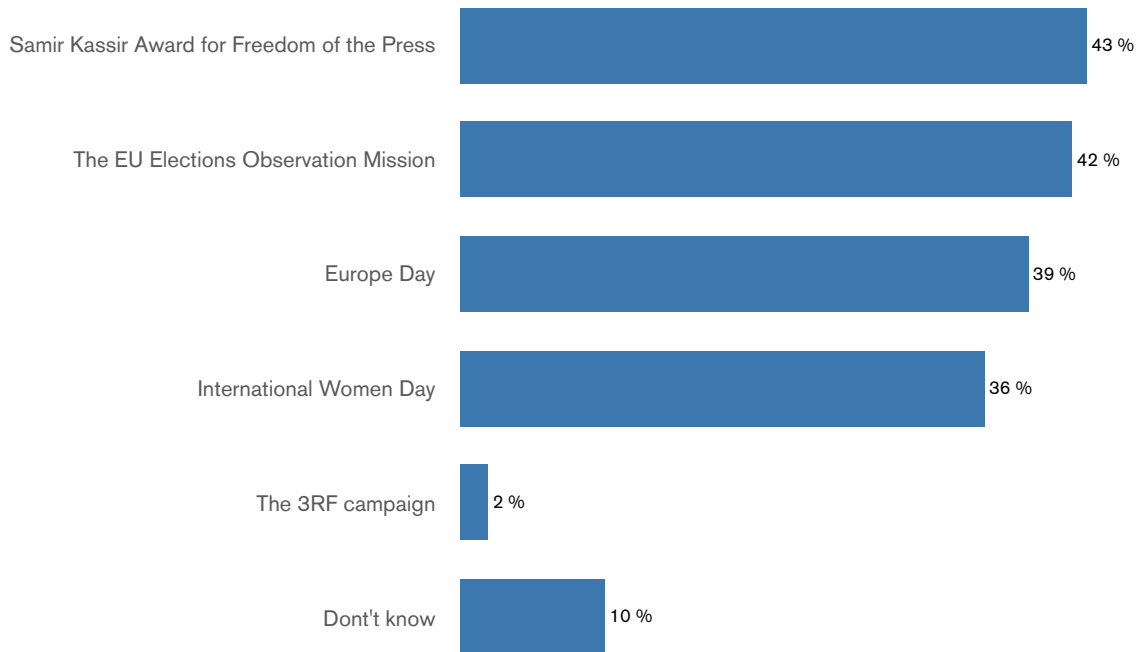
The sociodemographic analysis highlights that men, younger age groups, those with a higher level of education, those in urban areas were the most likely to have seen or heard anything as well as those who are knowledgeable or positive about the EU.

Base All Respondents	Lebanon 1003		
	Yes	No	Don't know
Total	35 %	55 %	10 %
Gender			
Male	38 %	54 %	8 %
Female	33 %	56 %	12 %
Age			
15 – 24 years	41 %	49 %	9 %
25 – 39 years	37 %	54 %	9 %
40 – 54 years	31 %	56 %	13 %
55 – 64 years	30 %	61 %	8 %
65+ years*	36 %	59 %	5 %
Education			
Still studying	43 %	47 %	10 %
No education*	27 %	71 %	2 %
15 years or less	18 %	81 %	1 %
16 – 19 years	33 %	53 %	14 %
20 years and more	38 %	51 %	11 %
Occupation			
White Collar, Manager	52 %	42 %	6 %
Employee	35 %	56 %	9 %
Self employed	34 %	54 %	11 %
Manual worker*	32 %	52 %	16 %
Not occupied	33 %	57 %	10 %
Type of locality			
Rural area or village	27 %	62 %	10 %
Small/ middle size town	31 %	60 %	9 %
Large town	37 %	53 %	10 %
Image of the EU			
Positive	40 %	52 %	8 %
Neutral	27 %	59 %	14 %
Knowledge of the EU			
Total “know what the EU is all about”	41 %	47 %	12 %
Total “don’t know what the EU is all about”	24 %	69 %	6 %

Those who said that they had seen or heard something about the EU in the last 12 months were then prompted with specific campaigns. Prompted recall of specific campaigns amongst this group was relatively high with the quasi-totality (90%) of those who had heard, seen, or read something about the EU in the last 12 months able to remember a specific campaign.

The Samir Kassir Award for Freedom of the Press (43%) was the most remembered campaign, with a similar proportion (42%) mentioning the EU Elections Observation Mission. It was followed by the Europe Day (39%) and the International Women Day (36%). A smaller proportion, 3%, remembered the 3RF campaign. In total, only 10% of those who had read or heard something about the EU were unable to remember any of these specific campaigns.

A3a. Have you heard, seen or read anything about the following regarding the European Union in the last 12 months?



Base: All respondents who have seen or heard something about the EU in the last 12 months (327)

Sample sizes for this question are too small to allow sociodemographic analysis.

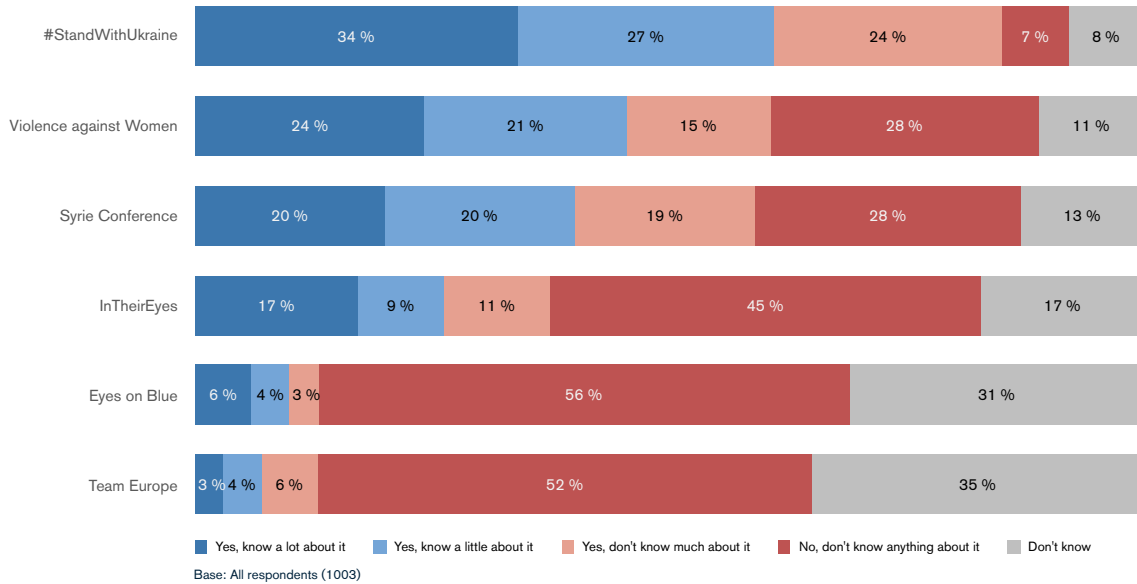
3.4 EU Initiative Awareness

As for the campaign, the respondents were asked to give their level of knowledge about certain EU initiatives in Lebanon. These initiatives were:

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

Awareness was highest for #StandWithUkraine with (85%) claiming to be aware of it (and 34% saying they knew a lot about it). 61% said they were aware of the Violence against Women campaign and a similar proportion (59%) aware of the Syria Conference. Overall awareness of the InTheirEyes was lower with just under four in ten (37%) respondents, while Eyes on Blue (17%) and Team Europe (13%) were least likely to be mentioned.

A3A. Level of knowledge of specific EU communications



Except for #StandWithUkraine, which was mentioned by a majority in all sociodemographic groups, there were soft differences in the answers depending on the gender, the age, the level of education, the self-stated knowledge about the EU and the sentiment towards it in general. Indeed, women were more likely to recall the Violence against Women campaign than men (64% cf. 57%), so were the older respondents and those with a higher level of education compared to the younger ones and less educated ones.

Invariably, the positive image of the EU was more likely to lead to a better awareness of each of the initiatives than a neutral image.

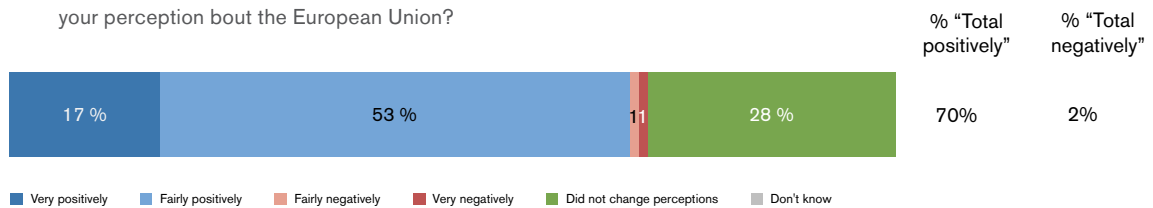
3.5 Impact of Communications on Perceptions of the EU

Respondents were asked whether what they had heard, seen, or read about the EU had changed their perceptions of the EU.

70% of the respondents said the communications had changed their perception positively with 17% saying very positively.

Only an insignificant fraction of 2% said that these communications had negatively affected their perception, while three in ten (28%) said that it did not change their perceptions.

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 the answers were slightly sensitive to the gender, the age and the area of residence. Indeed, those aged between 15 – 24 years being the least likely to mention



a positive impact (58%) compared to older age groups, and those in rural areas being more affected positively than those living in towns (73% cf. 69% of those in towns), as were women (71% cf. 68% of men).

However, the key differentiator is the existing sentiment towards the EU with 90% of those who already feel positive about the institution in general being the most likely to feel their perceptions had been improved by the communications they had seen.

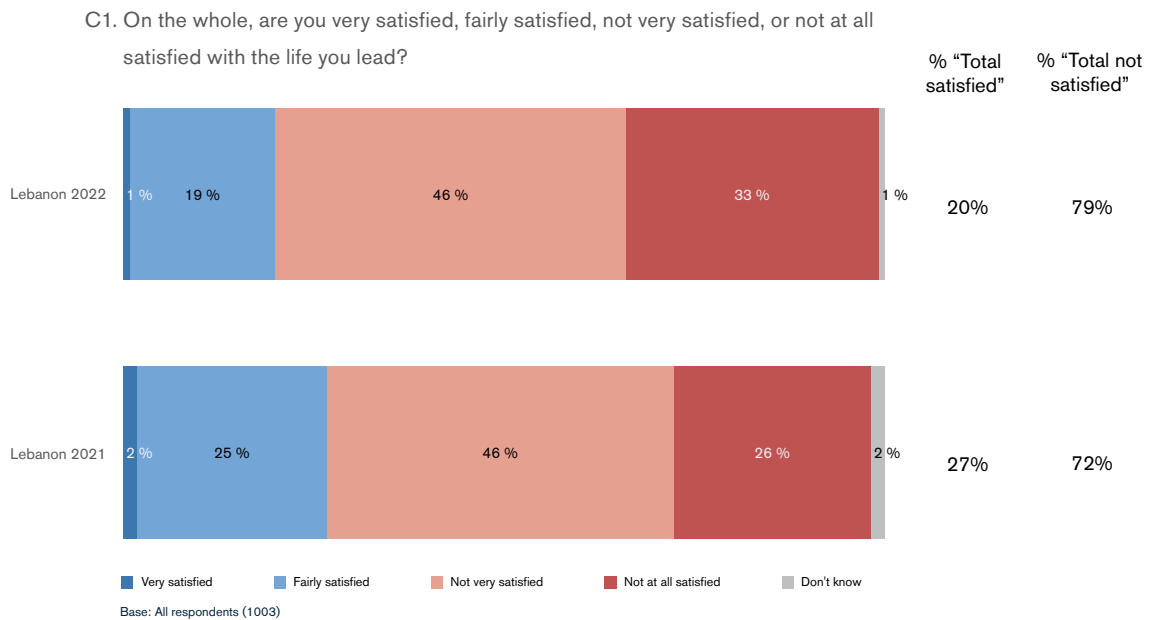
Base : All respondents who have heard or seen anything about the EU in the last 12 months	Lebanon 1003		
	Total "positively"	Total "negatively"	Did not change perceptions
Total	70 %	2 %	28 %
Gender			
Male	68 %	3 %	29 %
Female	71 %	0 %	27 %
Age			
15 – 24 years	58 %	1 %	41 %
25 – 39 years	72 %	2 %	25 %
40 – 54 years	68 %	2 %	29 %
55 – 64 years	78 %	1 %	22 %
65+ years*	86 %	0 %	13 %
Education			
Still studying	60 %	1 %	39 %
No education*	80 %	0 %	20 %
15 years or less	73 %	3 %	24 %
16 – 19 years	74 %	2 %	24 %
20 years and more	70 %	2 %	28 %
Occupation			
White Collar, Manager	67 %	0 %	33 %
Employee	69 %	2 %	29 %
Self employed	74 %	1 %	24 %
Manual worker*	50 %	11 %	39 %
Not occupied	69 %	2 %	29 %
Type of locality			
Rural area or village	73 %	6 %	21 %
Small/ middle size town	69 %	3 %	28 %
Large town	69 %	2 %	29 %
Image of the EU			
Positive	90 %	0 %	10 %
Neutral	31 %	3 %	66 %
Knowledge of the EU			
Total "know what the EU is all about"	69 %	1 %	30 %
Total "don't know what the EU is all about"	72 %	3 %	25 %

4. Citizens' Mood

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

4.1 Life Satisfaction

Life satisfaction in Lebanon has worsened since 2021 with only 1 in 5 describing themselves as very or fairly satisfied (-7 ppt since in 2021). There has been an increase in the level of dissatisfaction with almost eight in ten Lebanese respondents (79%) describing themselves as not very or not at all satisfied compared with 72% in 2021 (+ 9 ppt). A third (33%) say that they do not feel at all satisfied with their life (+7 ppt since 2021).



The sociodemographic analysis reveals some stark differences between subgroups of the population. Youngest respondents, unemployed ones and those living in large towns were amongst the least satisfied groups.

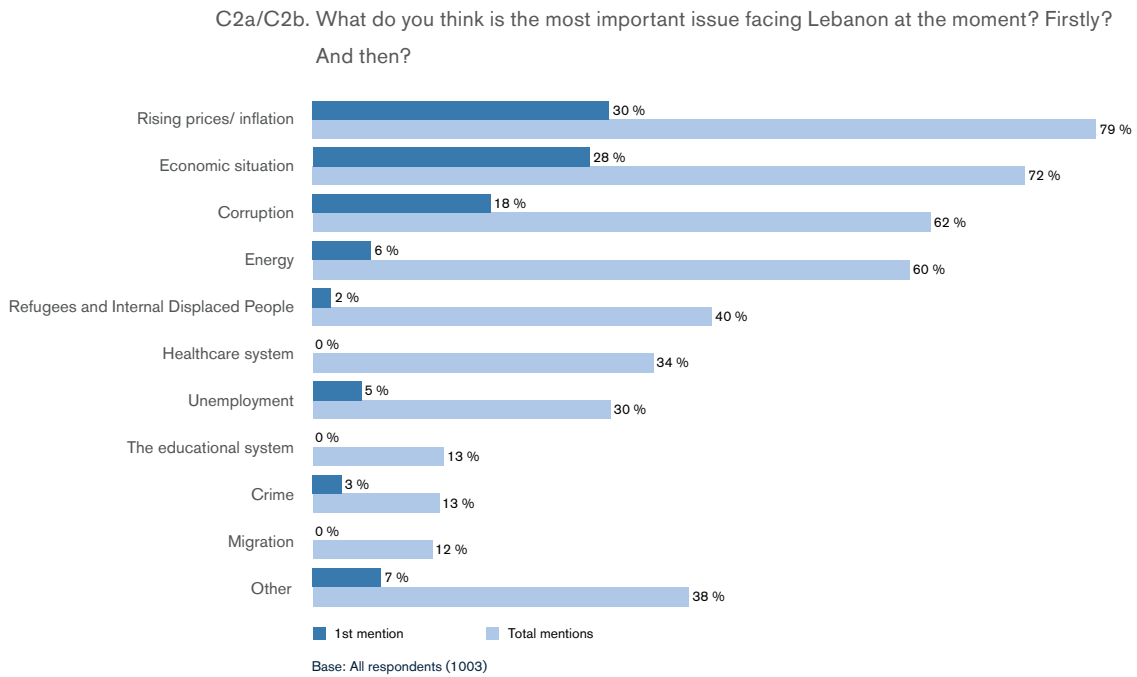


Base All Respondents	Lebanon 1003		
	Total "Satisfied"	Total "Not satisfied"	Don't know
Total	20 %	79 %	1 %
Gender			
Male	22 %	77 %	1 %
Female	18 %	81 %	1 %
Age			
15 – 24 years	15 %	85 %	0 %
25 – 39 years	22 %	78 %	1 %
40 – 54 years	19 %	79 %	1 %
55 – 64 years	23 %	75 %	3 %
65+ years*	25 %	73 %	2 %
Education			
Still studying	13 %	87 %	0 %
No education*	2 %	98 %	0 %
15 years or less	29 %	65 %	6 %
16 – 19 years	23 %	76 %	1 %
20 years and more	21 %	79 %	0 %
Occupation			
White Collar, Manager	19 %	78 %	3 %
Employee	19 %	79 %	2 %
Self employed	30 %	70 %	0 %
Manual worker*	5 %	90 %	5 %
Not occupied	15 %	84 %	0 %
Type of locality			
Rural area or village	29 %	70 %	1 %
Small/ middle size town	29 %	69 %	1 %
Large town	17 %	82 %	1 %
Image of the EU			
Positive	25 %	74 %	1 %
Neutral	12 %	87 %	1 %
Knowledge of the EU			
Total "know what the EU is all about"	19 %	80 %	0 %
Total "don't know what the EU is all about"	23 %	76 %	2 %

4.2 Issues facing the Country

The chart below shows the most important issues facing Lebanon.

The key issue facing Lebanon is rising prices and inflation which was the most important issue for 30% and mentioned in total by 79%.



The next issue most likely to be mentioned is the economic situation (28% cited it as the most important issue and 72% cited it in total).

After prompting, respondents expressed concern about other key issues including corruption and energy (both mentioned in total by at least six in ten respondents). 40% mentioned the issue of refugees and internal displaced people, although it was seen as the most important issue for the country by only 2%. Around a third in total mentioned either healthcare (34%) or unemployment (30%).