



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 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 **Morocco**, 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 Morocco 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)



Morocco	
Base All Respondents	1001
<b>Gender</b>	
Male	50 %
Female	50 %
<b>Age</b>	
15 – 24 years	18 %
25 – 39 years	41 %
40 – 54 years	26 %
55 – 64 years	12 %
65+ years*	3 %
<b>Education</b>	
Still studying	19 %
No education	8 %
15 years or less	37 %
16 – 19 years	28 %
20 years and more	8 %
<b>Occupation</b>	
White Collar, Manager*	4 %
Employee	17 %
Self employed	21 %
Manual worker	13 %
Not occupied	45 %
<b>Type of locality</b>	
Rural area or village	42 %
Small/ middle size town*	3 %
Large town	55 %

The sample profile achieved in Morocco 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

**There is a relatively low but increasing level of self-stated and factual knowledge of the EU.**

**The EU benefits from a strong and stable positive image, praised for its importance as a trade partner for the country.**

- » There has been an increase in the proportion of respondents who believe they know what the EU is all about which has increased to 34% from 31% in the survey conducted in 2021.
- » Almost six in ten (58%) of Moroccan respondents say that they do not know about the EU, down three percentage points from 2021.
- » The relatively low level of subjective knowledge is confirmed by the factual questions where 17% answered all the questions incorrectly, with an average of 2.3 correct answers out of a possible six.
- » The proportion of Moroccan respondents who have a positive image of the EU has remained constant – 61% compared to 62% in 2021, while the proportion expressing a negative sentiment has stayed the same at 11%.
- » A third (35%) of those who felt the EU had a positive image said it was because the EU is an important trade partner for Morocco. The EU's high social standards was the second most frequently mentioned reason for a positive view of the image, mentioned by 25%. Democratic values were mentioned by 19%.
- » For 14% of those with a negative image, it is because the EU does not do enough to help Moroccan people. Around the same proportion (12%) cite the absence of religious values in EU society.

### 1.2 Values of the EU

**All presented values are associated with the EU by at least half of the respondents, except religious freedom.**

**Solidarity is the value that have seen the most important increase in disapproval since 2021.**

- » The values most likely to be associated with the EU were human rights (71%), equality (70%), democracy (67%), social justice (65%) and peace and security (63%).
- » However there have been decreases in the level of agreement across all the values, most notably freedom of speech (- 13 ppt to 62%).



### 1.3 Relationship with the European Union

**The EU emerges as the most important and trusted partner, also recognised as the lead donor with a population aware of the nature of its support, its effectiveness, and its impact on development.**

- » Over three quarters of respondents (77%) in Morocco believe that the European Union has a good relationship with their country, a proportion which has not changed since 2021.
- » Fewer than one in ten (8%) feel that the relationship is poor – slightly lower than the 11% observed in the 2021 survey. The proportion of respondents who feel there is no relationship between the EU and Morocco remains extremely low (2%).
- » There has been an increase in the level of awareness in Morocco for most cooperation programs, with the largest increase seen for culture and agricultural development (both increasing by + 7 ppt).
- » As in 2021, the highest level of awareness is for EU support programmes for human rights with 56% claiming to have heard of this (54% in 2021). Over four in ten mention health (46%), culture (45%), economic reform (45%) or support for refugees and displaced people (44%).
- » In line with the 2021 survey, around six in ten respondents in Morocco (62%) think that support from the EU to their country is effective: 43% believe it to be fairly effective and 19% find it very effective.
- » Around one in five respondents (21%) describe EU support as ineffective, also in line with 2021.
- » Tourism is the areas where Moroccan respondents feel that their country has benefited the most from current EU policies (36%, down from 44% in 2021). Trade was the next most frequently mentioned area (30%, 29% in 2021).
- » The proportion of respondents who believe Morocco has not benefited in any areas from EU support remains extremely low (4%).
- » The top five areas where respondents think that Morocco has benefited the most from current EU policies and mentioned by at least one in ten respondents include:
  - Tourism (36%)
  - Trade and investment (30%)
  - Human rights (29%)
  - Economic development (28%)
  - Humanitarian aid (20%)
- » Tourism is the priority area for increased EU engagement for Moroccan respondents despite a decrease of 10 percentage points since last year (65% cf. 75% in 2021), closely followed by economic development and (64%) and trade and investment (62%).
- » Other areas such as human rights (55%), health (52%) and access to more products and services (51%) are also high on the list of priority areas for EU engagement.
- » The most mentioned areas where less engagement is favoured include rule of law (33%), decent employment (32%), infrastructure development (31%), education and skills (31%) and civil society (30%).
- » Almost three quarters (73%) of respondents said that the European Union has a positive



impact on the development of their country, with over one in five (21%) believing that it has a “very” positive impact.

- » Three quarters (75%) believe the EU is an important partner of their country.
- » As in 2021, Moroccan respondents are still most likely to see the EU as a key partner (45% cf. 42% in 2021), compared to 31% who believe the US to be their closest partner (30% in 2021).
- » The EU is the most trusted institution with 59% saying they trust it, followed by 52% who trust the United Nations. There is less trust in the Arab League (30%).
- » The EU is not only seen as the most important partners but also as the lead donor of support to Morocco, mentioned by 45% (42% in 2021). The US is mentioned by 31% (compared to 30% in 2021) with other countries and institutions mentioned by only small proportions.
- » For 56%, the EU's response to the war in Ukraine has changed their view of the EU positively. Only 14% said that it had affected their perceptions negatively.

#### 1.4 Information about the European Union

**The exposure to EU information is relatively low and passive, however it is impactful as it affected positively the institution's image for most of the ones recalling being exposed to it.**

- » The top three preferred channels for information about the EU remain the same as in 2021 – television (53% – up from 47% in 2021), radio (29%) and online social networks (25%).
- » The usage of EU “official” online information sources remains very low with EU official websites most likely to be mentioned (6%).
- » There has been a slight increase in the proportion of respondents who never look for information about the EU - 13% compared with 10% in 2021.
- » Around four in ten respondents (43%) said that they had seen or heard anything about the EU in the last 12 months. Almost the same proportion (44%) said they not seen or heard anything.
- » Men were much more likely than women to have seen or heard anything about the EU. Younger age groups were also more likely to have seen or heard something as were those with a high level of education.
- » Just under half (47%) recalled seeing or hearing a specific campaign. The “Lutte contre les violences aux femmes” campaign was mentioned by 23%, just over one in ten claimed to be aware of “Climtina” (15%), followed by 12% who mentioned Erasmus+.
- » Of the other initiatives presented to respondents in the survey, awareness was highest for #StandWithUkraine with seven in ten respondents (69%) saying that they knew something about it. Awareness levels for the other campaigns were much lower
- » Almost two thirds (64%) said the communications had changed their perception positively with 22% saying very positively. Only 7% said that these communications had negatively affected their perception, while 24% said that it did not change their perceptions.



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### 1.5. Personal Life in general

**With a rather high life satisfaction, Moroccan placed the rising prices and inflation as the most pressing issues the country faces, as most of the countries in the region.**

- » Life satisfaction in Morocco has remained stable since 2021 with 62% describing themselves as very or fairly satisfied (63% in 2021).
- » A third of Moroccan respondents (35%) describe themselves as not very or not at all satisfied (34% in 2021).
- » The key issue facing Morocco is rising prices and inflation which was the most important issue for 36% and mentioned in total by 69%.



## 2. Knowledge and Perceptions of the European Union

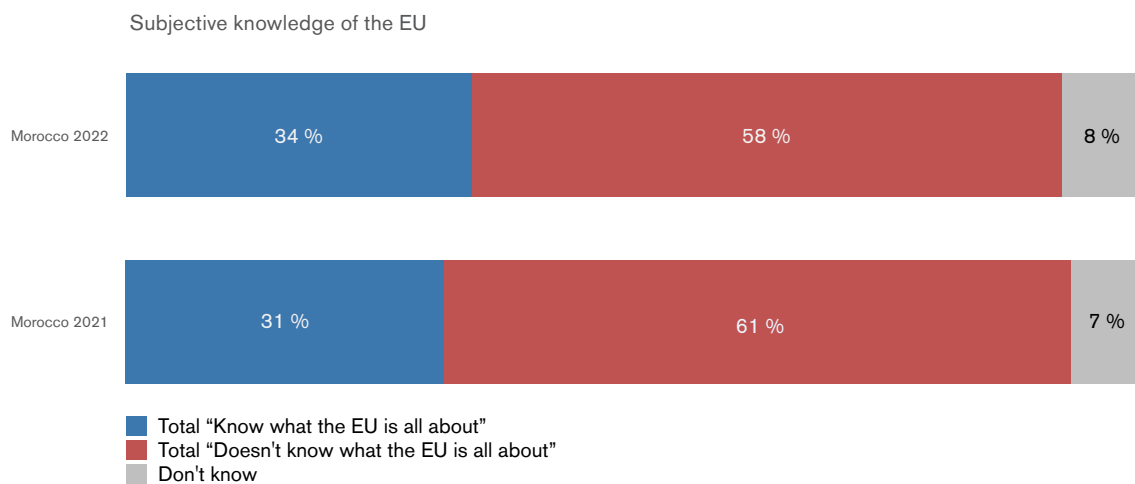
The knowledge and perceptions of Moroccan respondents about the European Union are analysed in this section of the report. The analysis covers the following themes:

- » 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 Morocco, 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.

34% of respondents believe they know what the EU is all about, a slight increase by +3 ppt since 2021. An equivalent decrease has been observed for the Moroccan respondents who say that they do not know about the EU, reaching 58% in 2022.



Sociodemographic analysis<sup>2</sup> shows how much the answer is sensitive to the gender and the level of education.

While 4 in 10 men claim to know what the EU is about, this falls to 3 in 10 of women.

20% of respondents with no formal education said that they feel knowledgeable, a percentage lower by - 42 ppt compared to 62% of those who finished education aged 20 and older.

<sup>2</sup> Throughout 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.



Younger respondents are also more likely to feel knowledgeable: 37% of those aged 15 – 24 compared to 31% of those aged 55 – 64.

Overall, man, young adults, those who have studied until 20 years or more, managers and those living in middle-sized towns were the ones who felt the most knowledgeable about the EU. The ones who felt the less were woman, seniors, those who left education at 15 years or less, those who are not occupied and the ones who live in rural areas or villages.

Base All Respondents	Morocco 1001		
	Total "Know what the EU is all about"	Total "Don't know what the EU is all about"	Don't know
<b>Total</b>	34 %	58 %	8 %
<b>Gender</b>			
Male	40 %	54 %	6 %
Female	28 %	62 %	10 %
<b>Age</b>			
15 – 24 years	37 %	61 %	2 %
25 – 39 years	35 %	58 %	7 %
40 – 54 years	34 %	57 %	9 %
55 – 64 years	31 %	55 %	15 %
65+ years*	26 %	52 %	22 %
<b>Education</b>			
Still studying	43 %	56 %	0 %
No education	20 %	53 %	27 %
15 years or less	27 %	67 %	6 %
16 – 19 years	44 %	55 %	1 %
20 years and more	62 %	39 %	0 %
<b>Occupation</b>			
White Collar, Manager*	47 %	45 %	7 %
Employee	32 %	64 %	3 %
Self employed	43 %	47 %	10 %
Manual worker	35 %	58 %	7 %
Not occupied	29 %	62 %	9 %
<b>Type of locality</b>			
Rural area or village	33 %	56 %	11 %
Small/ middle size town*	48 %	49 %	4 %
Large town	35 %	59 %	6 %

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 Morocco.
- » 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 have of the EU. In the case of Morocco, the relatively low 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 where 17% answered all questions incorrectly, with an average of 2.3 correct answers out of a possible six.

Base All Respondents	Morocco	
	1001	
	No correct answers	Average number of correct answers
<b>Total</b>	17 %	2,3
<b>Gender</b>		
Male	12 %	2,4
Female	21 %	2,1
<b>Age</b>		
15 – 24 years	13 %	2,5
25 – 39 years	12 %	2,6
40 – 54 years	20 %	2,0
55 – 64 years	33 %	1,6
65+ years*	17 %	2,3
<b>Education</b>		
Still studying	2 %	3,0
No education	36 %	1,5
15 years or less	22 %	2,0
16 – 19 years	5 %	2,8
20 years and more	0 %	3,3
<b>Occupation</b>		
White Collar, Manager*	5 %	2,7
Employee	10 %	2,6
Self employed	13 %	2,6
Manual worker	16 %	2,2
Not occupied	20 %	2,2
<b>Type of locality</b>		
Rural area or village	23 %	2,0
Small/ middle size town*	7 %	2,4
Large town	13 %	2,5
<b>Image of the EU</b>		
Positive	8 %	2,7
Neutral	18 %	2,1
Negative	19 %	1,8
Don't know	62 %	0,6
<b>Knowledge of the EU</b>		
Total “know what the EU is all about”	5 %	2,9
Total “don't know what the EU is all about”	16 %	2,1

The main differentiator in the answers, as for the subjective knowledge, is the respondent’s level of education. Indeed, 36% of those with no education were unable to answer any of the questions correctly with an average of 1.5 correct answers. This compares to an average of 3.3 correct answers among those who finished full-time education aged 20 and over.

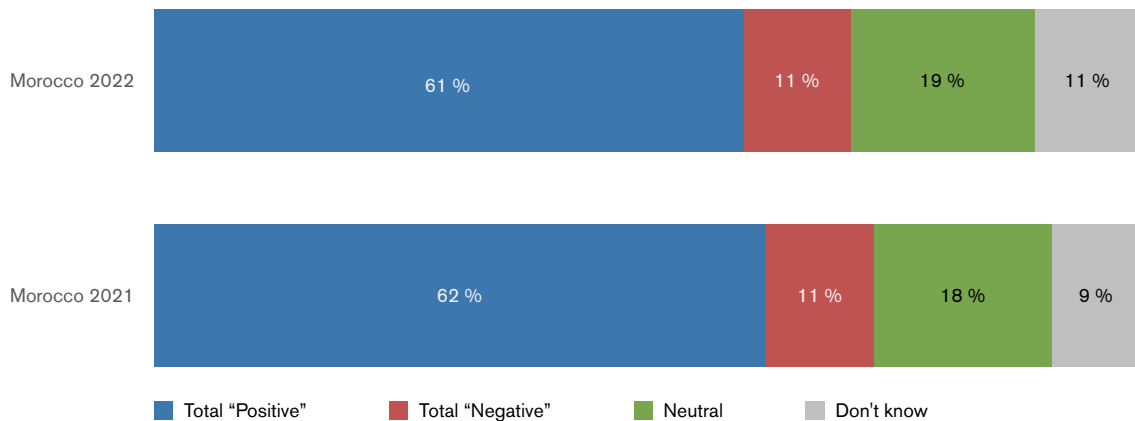
In general, the answers were slightly more correct from the ones who believed they were knowledgeable about the EU (an average of 2.9 correct answers compared to 2.1 of those who felt they were not knowledgeable).

## 2.2 Perceived Image of the European Union

Moroccan respondents have in majority a positive image of the EU (61%). Only 11% expressed a negative sentiment. 19% were neutral.

The perception Moroccan respondents have of the EU has been constant 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?



Base: All respondents (1001)

When looked into details, it emerges a slight decrease of positive appreciation in almost all age groups since 2021. The 15–24 years have the wider gap (- 5 ppt) but constitute the most positive group. At the opposite, the 40–54 years were the only age group being more positive than in 2021 (+ 4 ppt) but are the group with the least positive answers. Although there is a notable difference between man and woman (man being more positive, 63% cf. 57%), the most blatant one observed is between the ones who have received an education, no matter the length (67% and over positive answers) compared to the one who didn't receive one (31%).

Finally, those who feel knowledgeable about the EU are much more likely to also feel positive about it (71% cf. 54%).



Base All Respondents	Morocco 1001			
	Total "Positive"	Neutral	Total "Negative"	Don't know
<b>Total</b>	61 %	19 %	11 %	11 %
<b>Gender</b>				
Male	63 %	18 %	12 %	8 %
Female	57 %	20 %	9 %	14 %
<b>Age</b>				
15 – 24 years	67 %	17 %	11 %	5 %
25 – 39 years	65 %	19 %	9 %	7 %
40 – 54 years	52 %	21 %	12 %	15 %
55 – 64 years	56 %	17 %	9 %	18 %
65+ years*	56 %	7 %	11 %	26 %
<b>Education</b>				
Still studying	61 %	21 %	18 %	0 %
No education	33 %	16 %	17 %	34 %
15 years or less	67 %	20 %	8 %	5 %
16 – 19 years	67 %	18 %	8 %	8 %
20 years and more	65 %	23 %	8 %	4 %
<b>Occupation</b>				
White Collar, Manager*	60 %	22 %	0 %	5 %
Employee	69 %	19 %	9 %	3 %
Self employed	61 %	19 %	9 %	11 %
Manual worker	56 %	23 %	12 %	9 %
Not occupied	58 %	17 %	11 %	15 %
<b>Type of locality</b>				
Rural area or village	61 %	18 %	8 %	14 %
Small/ middle size town*	62 %	17 %	0 %	10 %
Large town	59 %	19 %	12 %	8 %
<b>Knowledge of the EU</b>				
Total "know what the EU is all about"	71 %	14 %	7 %	8 %
Total "don't know what the EU is all about"	54 %	21 %	13 %	12 %

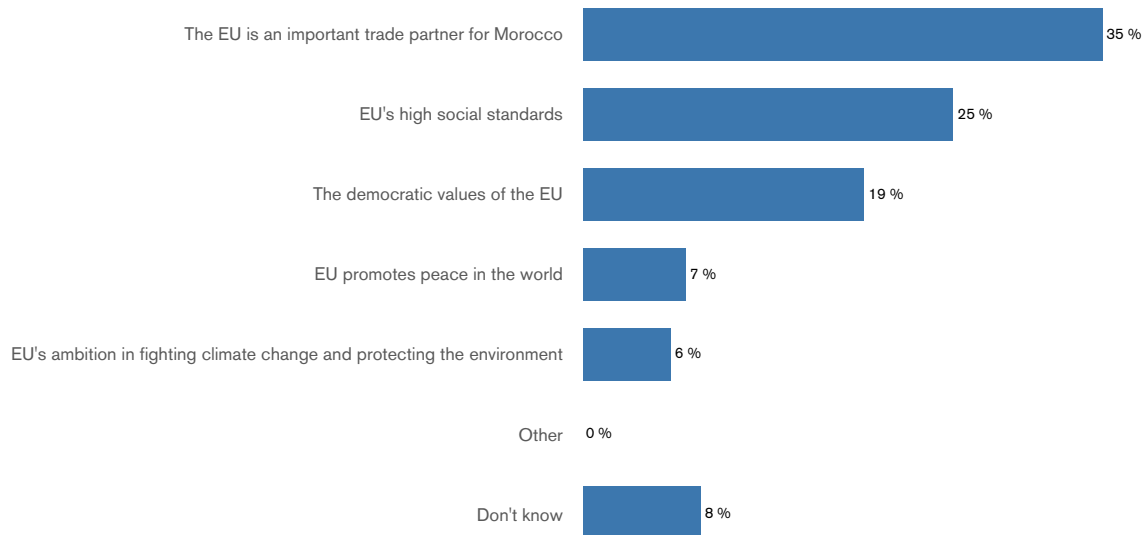
### Reasons for positive or negative perceptions of the EU image

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.

The importance of the EU as trade partner for Morocco was the main reason mentioned by 35% of the ones holding a positive image of the EU.

The EU's high social standards was the second most frequently mentioned reason (25%), followed by its democratic values (19%), its role in promoting global peace (7%) and its part in tackling climate change (6%).

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 (603)

The same question was asked to the respondents who believe that the EU has a negative image.

The EU not doing enough for the Moroccan people is the most mentioned reason behind holding a negative image of it (14%), followed by almost the same proportion of the absence of religious values in EU society (12%).

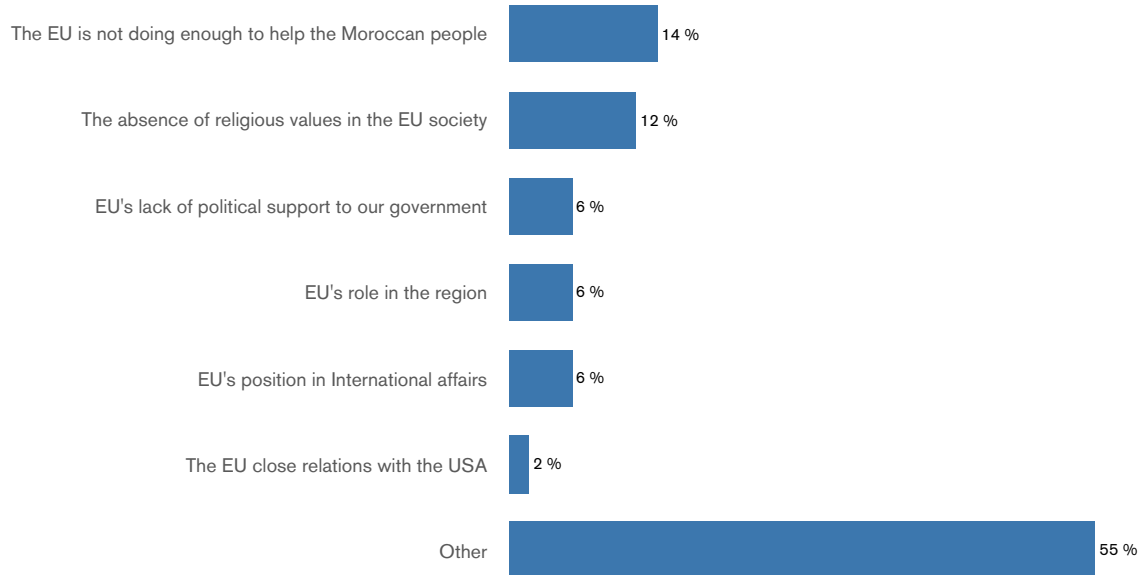
The EU's lack of political support for the Moroccan government, the EU's role in the region and its position in international affairs were all mentioned by 6% and only 2% who mention the EU close relations with the USA.

Over half (55%) say the negative image is due to something else.

Overall base sizes are too small to draw meaningful comparisons between sociodemographic groups.



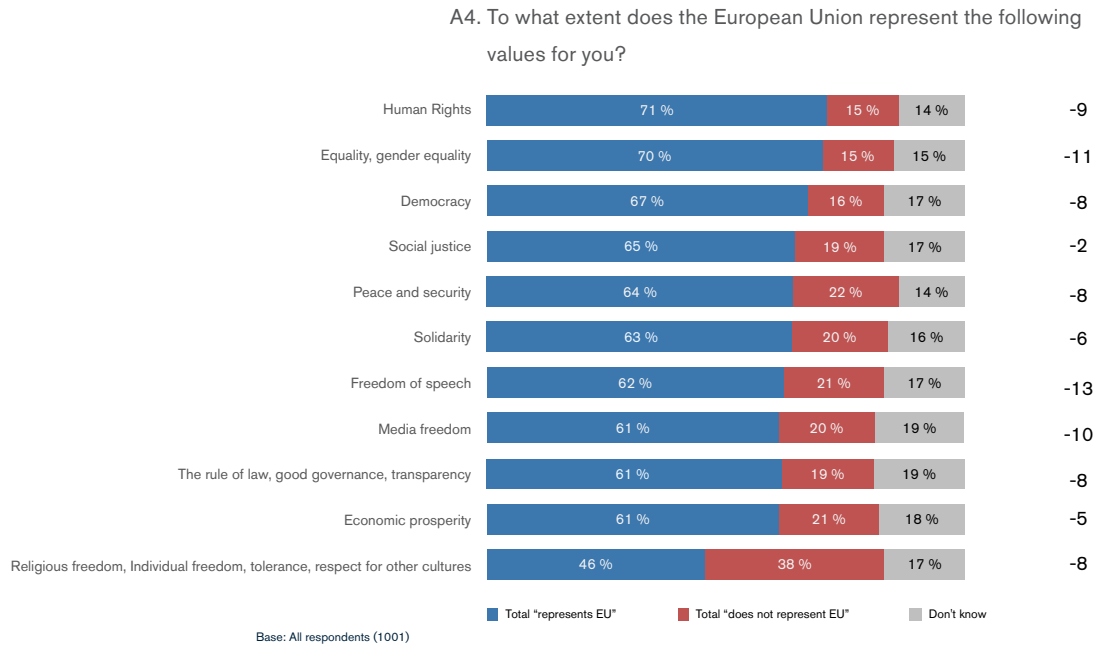
A2f. Which of the following, if any, could be the main reasons for having a **negative** image of the European Union?



Base: All respondents with a negative image of EU (209)

### 2.3 Characteristics that exemplify the European Union

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



The values most likely to be associated with the EU were human rights (71%), equality (70%), democracy (67%), social justice (65%) and peace and security (63%).

There is majority who agree that almost all the values presented are representative of the EU except for religious freedom (46%). However there have been decreases in the level of agreement across all the values, most notably freedom of speech (-13 ppt to 62%). One of the assumptions that could probably explain these results are the high sensitivity of the Moroccan opinion to the debates in France around the secularity of the society and especially the place of the Islam and the expression of its rites. The possible perception of Muslim being constraint in their practice and expression in France could had been extended to the whole Europe.

Respondents aged 55 years and over were by far the ones mentioning the less both religious freedom and freedom of speech as values associated to the EU.

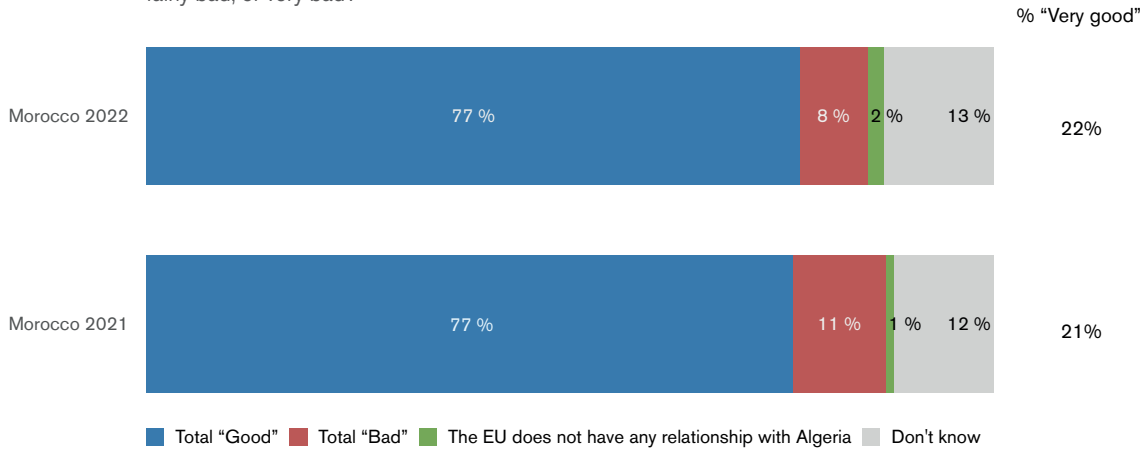
### 2.4 Relation with the European Union

Consistently with the positive image Moroccan are holding of the EU, 77% of Moroccan respondents believe that the European Union has a good relationship with their country, as in 2021. The ones who describe the relationship as “very good” has also remained constant (22% cf. 21% in 2021). 8% feel that the relationship is poor, - 2 ppt than in 2021. The proportion of respondents who feel there is no relationship between the EU and Morocco remains extremely low (2%).





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



Base: All respondents (1001)

The socio-demographic analysis reveals slight differences by age, with around 8 in 10 of those aged under 40 who view the relationship positively compared to around 7 in 10 of those older than this.

Base All Respondents	Morocco 1001			
	Total "Good"	Total "Bad"	No relation	Don't know
<b>Total</b>	77%	8%	2%	13%
<b>Gender</b>				
Male	78%	10%	2%	10%
Female	77%	7%	1%	16%
<b>Age</b>				
15 – 24 years	82%	9%	2%	8%
25 – 39 years	83%	8%	1%	8%
40 – 54 years	69%	12%	2%	17%
55 – 64 years	72%	4%	2%	23%
65+ years*	74%	4%	0%	22%
<b>Education</b>				
Still studying	84%	9%	0%	7%
No education	51%	11%	6%	32%
15 years or less	83%	8%	0%	9%
16 – 19 years	83%	8%	1%	8%
20 years and more	88%	5%	1%	5%
<b>Occupation</b>				
White Collar, Manager*	73%	13%	3%	13%
Employee	85%	8%	2%	6%
Self employed	79%	8%	2%	11%
Manual worker	69%	16%	1%	14%
Not occupied	76%	6%	1%	16%
<b>Type of locality</b>				
Rural area or village	75%	8%	1%	15%
Small/ middle size town*	86%	6%	4%	3%
Large town	78%	9%	2%	11%
<b>Image of the EU</b>				
Positive	93%	4%	0%	3%
Neutral	74%	16%	1%	10%
Negative	57%	23%	6%	14%
Don't know	13%	6%	7%	73%
<b>Knowledge of the EU</b>				
Total "know what the EU is all about"	83%	6%	1%	9%
Total "don't know what the EU is all about"	74%	9%	2%	15%

Those with a lower level of education are less likely to be positive. Indeed, 51% of those without any education view the relationship positively compared with 88% of those who finished aged 20 and over.

The main differentiator is overall sentiment to the EU with those who have a positive image of the EU overall much more likely than those with a negative view to see the relationship between Morocco and the EU positively (93% cf. 57%). Those who feel knowledgeable about the EU are also more likely to view the relationship positively than those who do not (83% cf. 74%).



## 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 Morocco? Have you ever heard of?

	Morocco 2021	Morocco 2022	Difference since 2021
Human rights	54 %	56 %	+2
Health	42 %	46 %	+4
Culture	38 %	45 %	+7
Economic reform or business and small or medium enterprises (SMEs)	40 %	45 %	+5
Support for refugees and displaced people	40 %	44 %	+4
Green transition: climate resilience, energy and environment	36 %	40 %	+4
Agricultural and rural development	31 %	38 %	+7
Education and skills	32 %	36 %	+4
Youth	36 %	36 %	=
Support for social protection	30 %	35 %	+5
Infrastructure development	28 %	32 %	+4
Civil society	32 %	32 %	=
Digital transition	29 %	31 %	+2
Justice or police reforms	24 %	28 %	+4
	Lowest awareness		
	Highest awareness		

There has been an increase in the level of awareness in Morocco for most cooperation programs, with the largest increase seen for culture and agricultural development (both increasing by 7 ppt).

As in 2021, the highest level of awareness is for EU support programmes for human rights with 56% claiming to have heard of this (54% in 2021). It is followed by health (46%), culture (45%), economic reform (45%) or support for refugees and displaced people (44%).

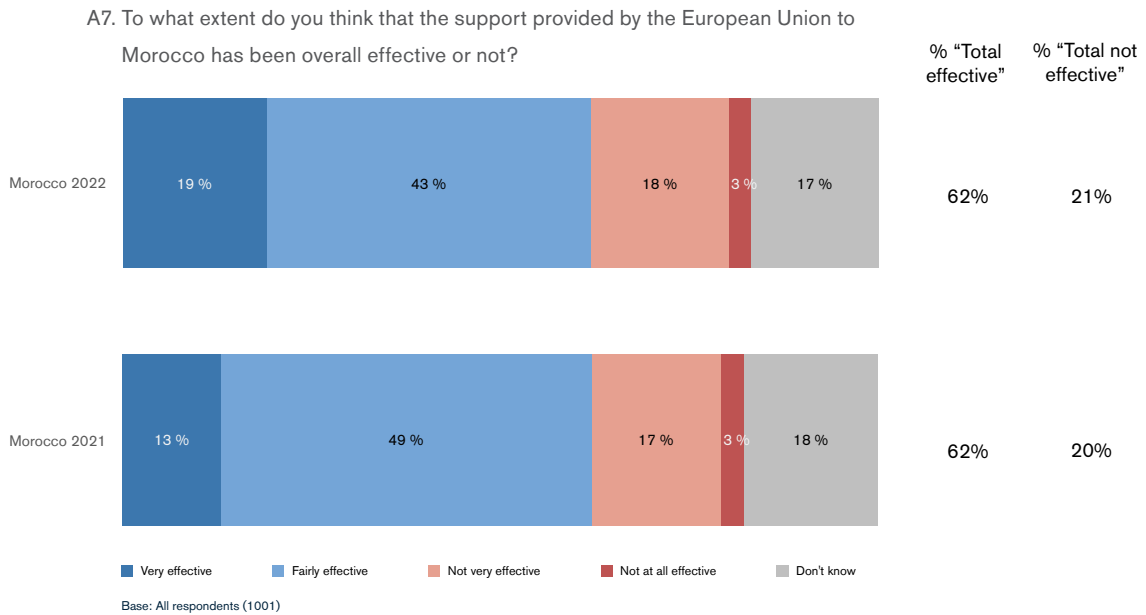
As in 2021, awareness is lowest for EU programmes relating to justice or police reforms (28%, - 4 ppt since 2021).

When asked whether they were personally involved in an EU-funded project<sup>3</sup>, 79% said they weren't and 12% were unsure about it. Only a trifling part was involved as a beneficiary (6%), as volunteer (2%) and as employee (1%).

<sup>3</sup> 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

Consistently with 2021, 62% respondents in Morocco think that support from the EU to their country is effective: 43% believe it to be fairly effective and 19% find it very effective (+ 6 ppt since 2021). Around one in five respondents (21%) describe EU support as ineffective, in line with 2021, with 17% unable to say.



The sociodemographic analysis highlights some differences between the different subgroups of the population. Those with a higher level of education were more likely to be positive. Indeed, 68% of those who finished education aged 20 or over describe EU support as effective compared with 37% of those with no education. Those in small and medium-sized towns were less likely to be positive than those living in rural areas and those living in large towns (52% cf. respectively 61% cf. 64%). The different age groups answered in the same range, except the 40-54 years, who once again were the least positive about the effectiveness of the EU support (54% cf. over 60 % for the rest).

Overall, the image of the EU is the most notable differentiator with 85% of those with a positive image describing EU support as effective compared with 31% of those with a negative image. Knowledge of the EU is also weighting on the answers with those who feel knowledgeable about the EU describing more its support as effective compared to the ones who feel they are not (73% cf. 56%).



Base All Respondents	Morocco 1001		
	Total "Effective"	Total "Not effective"	Don't know
<b>Total</b>	62 %	21 %	17 %
<b>Gender</b>			
Male	62 %	25 %	13 %
Female	62 %	18 %	20 %
<b>Age</b>			
15 – 24 years	62 %	27 %	11 %
25 – 39 years	67 %	20 %	13 %
40 – 54 years	54 %	27 %	19 %
55 – 64 years	62 %	13 %	25 %
65+ years*	63 %	0 %	37 %
<b>Education</b>			
Still studying	59 %	30 %	12 %
No education	37 %	24 %	39 %
15 years or less	72 %	17 %	11 %
16 – 19 years	66 %	21 %	13 %
20 years and more	68 %	27 %	5 %
<b>Occupation</b>			
White Collar, Manager*	60 %	29 %	10 %
Employee	72 %	19 %	9 %
Self employed	64 %	19 %	17 %
Manual worker	55 %	26 %	18 %
Not occupied	60 %	21 %	19 %
<b>Type of locality</b>			
Rural area or village	61 %	19 %	20 %
Small/ middle size town*	52 %	30 %	17 %
Large town	64 %	22 %	14 %
<b>Image of the EU</b>			
Positive	85 %	11 %	4 %
Neutral	38 %	45 %	17 %
Negative	31 %	51 %	18 %
Don't know	6 %	12 %	83 %
<b>Knowledge of the EU</b>			
Total "know what the EU is all about"	73 %	16 %	10 %
Total "don't know what the EU is all about"	56 %	25 %	20 %

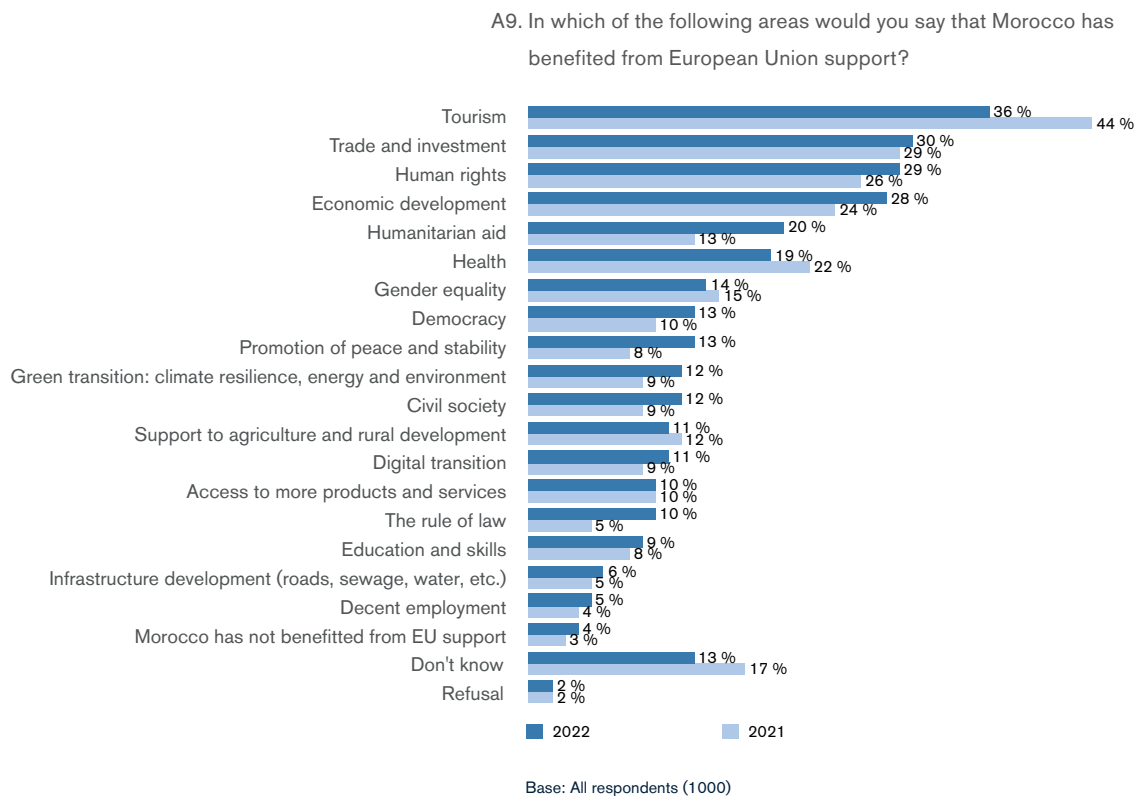


### 2.7 Most beneficial Areas of EU Support

Respondents were asked about the areas where they feel that their country benefited the most from current EU policies. In Morocco, tourism (36%, - 6 ppt since 2021) and trade (30%) are the areas the most likely to be mentioned. It is possible that the lesser mention for tourism could be linked to the perception of a general contraction of the tourism sector generated by the Covid 19 crisis.

EU support in humanitarian aid was the area which known the greatest increase (+ 8 ppt).

The proportion of respondents who believe Morocco has not benefited in any areas from EU support remains extremely low (4%) with the proportion unaware of any benefits to Morocco (13%) falling by - 3 ppt in 2022.



The top five areas where respondents think that Morocco has benefited the most from current EU policies and mentioned by at least one in ten respondents include:

- » Tourism (36%)
- » Trade and investment (30%)
- » Human rights (29%)
- » Economic development (28%)
- » Humanitarian aid (20%)



## 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, tourism is the priority area for increased EU engagement for Moroccan respondents (65%) despite a decrease of - 10 ppt since last year, during which the tourism crisis was more blatant. It is closely followed by economic development (64%) and trade and investment (62%).

Other areas such as human rights (55%), health (52%) and access to more products and services (51%) are also high on the list of priority areas for EU engagement.

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

Morocco	2021	2022
Tourism	75 %	65 %
Economic development	57 %	64 %
Trade and investment	62 %	62 %
Human rights	57 %	55 %
Health	50 %	52 %
Access to more products and services	45 %	51 %
Democracy	36 %	48 %
Humanitarian aid	43 %	48 %
Gender equality	48 %	46 %
Green transition: climate resilience, energy and environment	43 %	44 %
Promotion of peace and stability	38 %	43 %
Infrastructure development (roads, sewage, water, etc.)	32 %	42 %
Education and skills	36 %	41 %
Support to agriculture and rural development	39 %	41 %
Digital transition	36 %	40 %
civil society	39 %	37 %
the rule of law	30 %	36 %
Decent employment	31 %	35 %

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

Morocco	2021	2022
Rule of law	41 %	33 %
Decent employment	41 %	32 %
Infrastructure development (roads, sewage, water, etc.)	40 %	31 %
Education and skills	36 %	31 %
Civil society	30 %	30 %
Democracy	41 %	29 %
Gender equality	30 %	28 %
Green transition: climate resilience, energy and environment	28 %	28 %
Promotion of peace and stability	34 %	28 %
Support to agriculture and rural development	31 %	27 %
Digital transition	29 %	27 %
Access to more products and services	33 %	26 %
Humanitarian aid	32 %	26 %
Human rights	23 %	21 %
Economic development	28 %	20 %
Trade and investment	20 %	20 %
Health	29 %	20 %
Tourism	13 %	17 %

The most mentioned areas where less engagement is favoured include rule of law (33%), decent employment (32%), infrastructure development (31%), education and skills (31%) and civil society (30%). There has been a decrease in the preference for less EU engagement across almost all areas.

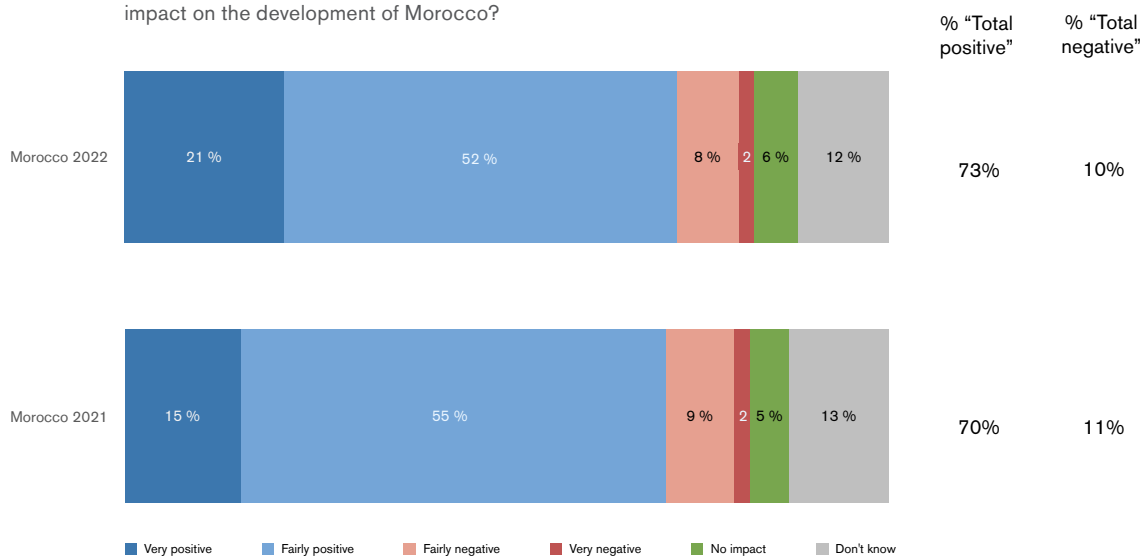


## 2.9 The EU's Impact on Development

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

In Morocco, 73% of respondents said that the European Union has a positive impact on the development of their country, with over 21% believing that it has a “very” positive impact. It is a slight increase from 2021 when overall 70% described the impact as positive. 10% said that the impact has been negative, in line with the 11% observed in 2021. The proportion who do not feel that the EU has any impact, either positive or negative, remains low at 6%.

A10. To what extent do you think the European Union has a positive or a negative impact on the development of Morocco?



Base: All respondents (1001)

The most notable difference in the sociodemographic analysis can be seen in education, with more highly educated respondents tending to be much more positive about the impact of the EU.

The largest difference in general was considering the perception of the EU. Indeed, those who feel the EU has a positive image overall were 89% claiming the impact to be positive, compared to 43% of those who hold a negative image of the EU. In a lesser extent, those who feel knowledgeable about the EU were also more likely to feel the impact is positive (80% compared with 69% of those who do not feel knowledgeable).



Base All Respondents	Morocco 1001			
	Total "Positive"	Total "Negative"	No impact	Don't know
<b>Total</b>	73 %	10 %	6 %	12 %
<b>Gender</b>				
Male	74 %	11 %	5 %	10 %
Female	71 %	9 %	6 %	14 %
<b>Age</b>				
15 – 24 years	71 %	13 %	6 %	10 %
25 – 39 years	79 %	8 %	5 %	8 %
40 – 54 years	66 %	13 %	5 %	16 %
55 – 64 years	71 %	6 %	5 %	18 %
65+ years*	59 %	11 %	7 %	22 %
<b>Education</b>				
Still studying	74 %	9 %	10 %	7 %
No education	47 %	12 %	11 %	31 %
15 years or less	81 %	9 %	3 %	7 %
16 – 19 years	76 %	11 %	4 %	9 %
20 years and more	84 %	7 %	5 %	4 %
<b>Occupation</b>				
White Collar, Manager*	70 %	10 %	10 %	10 %
Employee	86 %	6 %	3 %	5 %
Self employed	69 %	10 %	7 %	14 %
Manual worker	69 %	17 %	2 %	12 %
Not occupied	71 %	9 %	7 %	13 %
<b>Type of locality</b>				
Rural area or village	71 %	9 %	6 %	15 %
Small/ middle size town*	65 %	14 %	10 %	10 %
Large town	74 %	10 %	5 %	10 %
<b>Image of the EU</b>				
Positive	89 %	6 %	1 %	3 %
Neutral	70 %	17 %	6 %	8 %
Negative	43 %	25 %	19 %	14 %
Don't know	10 %	4 %	18 %	67 %
<b>Knowledge of the EU</b>				
Total "know what the EU is all about"	80 %	7 %	3 %	10 %
Total "don't know what the EU is all about"	69 %	12 %	7 %	13 %

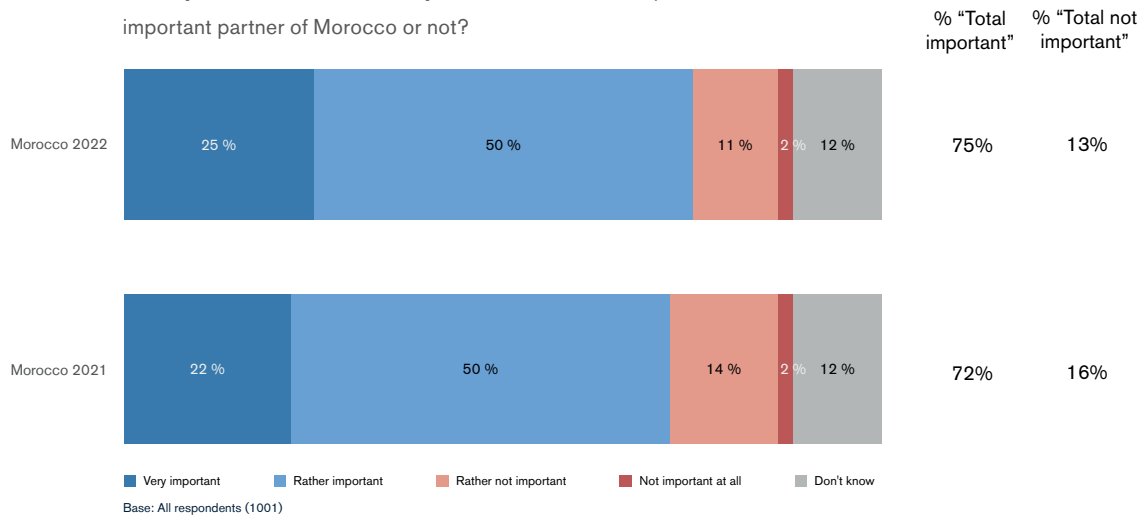




## 2.10 Importance of the EU's Partnership

75% of Moroccan respondents believe the EU is an important partner of their country (25% saying that it was a very important one and 50% a rather important one), showing a slight increase compared to 2021. Just over 1 in 10 describe the partnership as not important.

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



Base All Respondents	Morocco 1001		
	Total "Important"	Total "Not important"	Don't know
<b>Total</b>	75 %	13 %	12 %
<b>Gender</b>			
Male	74 %	15 %	10 %
Female	76 %	10 %	14 %
<b>Age</b>			
15 – 24 years	82 %	11 %	8 %
25 – 39 years	80 %	12 %	8 %
40 – 54 years	66 %	16 %	17 %
55 – 64 years	75 %	10 %	15 %
65+ years*	63 %	14 %	22 %
<b>Education</b>			
Still studying	85 %	10 %	5 %
No education	50 %	18 %	31 %
15 years or less	84 %	10 %	6 %
16 – 19 years	77 %	14 %	8 %
20 years and more	82 %	10 %	8 %
<b>Occupation</b>			
White Collar, Manager*	78 %	10 %	12 %
Employee	84 %	11 %	5 %
Self employed	75 %	11 %	13 %
Manual worker	69 %	19 %	12 %
Not occupied	74 %	13 %	14 %
<b>Type of locality</b>			
Rural area or village	77 %	10 %	13 %
Small/ middle size town*	69 %	10 %	21 %
Large town	75 %	15 %	10 %
<b>Image of the EU</b>			
Positive	92 %	5 %	3 %
Neutral	71 %	21 %	8 %
Negative	47 %	36 %	18 %
Don't know	20 %	18 %	62 %
<b>Knowledge of the EU</b>			
Total "know what the EU is all about"	80 %	10 %	9 %
Total "don't know what the EU is all about"	74 %	14 %	13 %

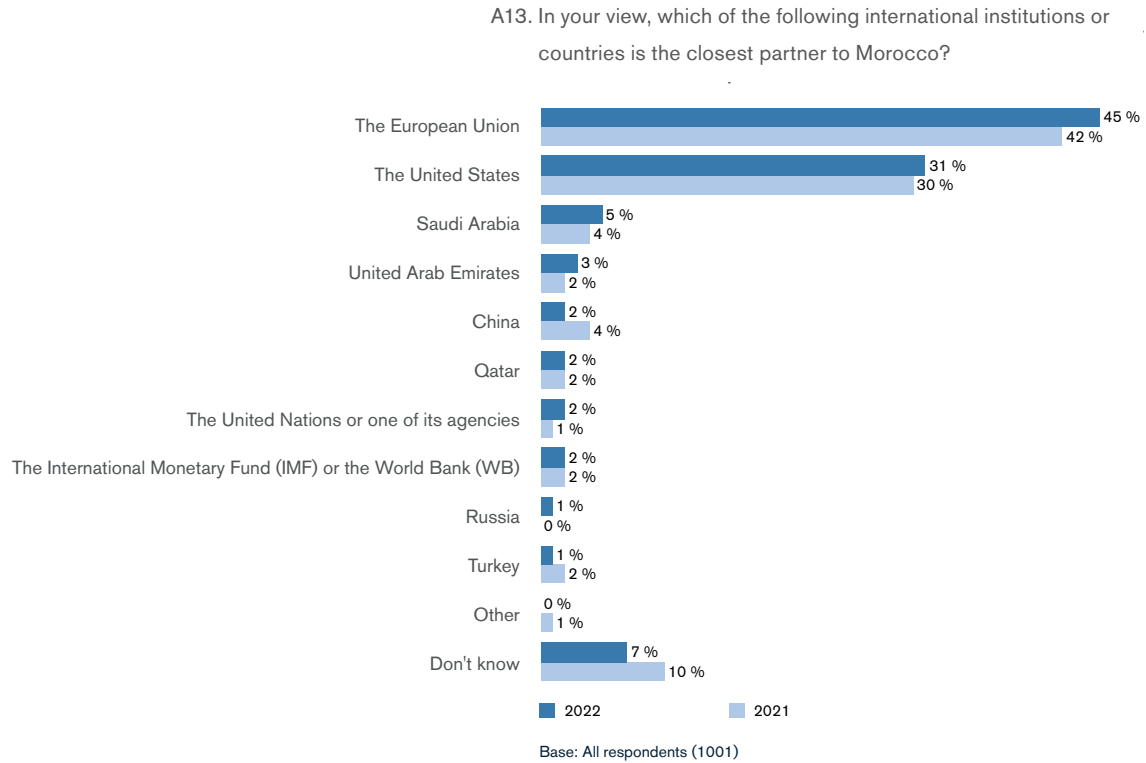
The sociodemographic analysis shows that those who believe the EU to be an important partner are most likely to be younger and with a higher level of education. As for most of the other aspects surveyed, those with a positive image of the EU overall or feel knowledgeable about the EU were also much more likely to describe Morocco's partnership with the EU as important.

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

As in 2021, Moroccan respondents are still most likely to see the EU as a key partner (45% cf. 42% in 2021), compared to 31% who believe the US to be their closest partner (30% in 2021). Other countries and institutions are only mentioned by small proportions of respondents.

Those figures, along with appreciation of the importance of the EU-Morocco partnership show good foundations of this latter in the Moroccan public opinion. Indeed, given the latest impulse of the Morocco's geopolitical alliances strategy through the Abraham agreements and the successive disagreements with several EU member states the Moroccan diplomacy has experienced,

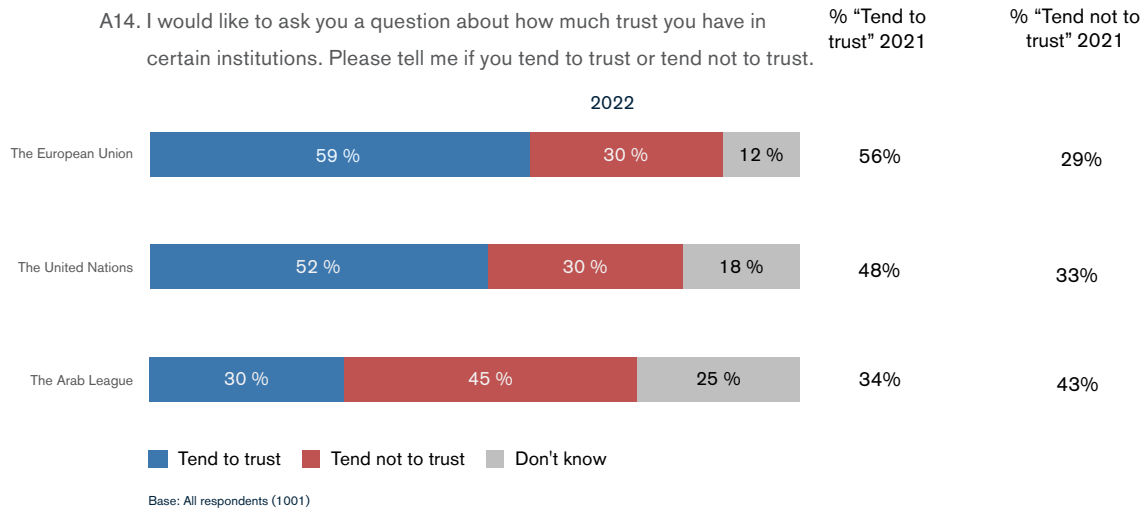
one could have expected that it would erode the perception of the EU partnership in Morocco.



In terms of sociodemographic analysis, the EU was most likely to be mentioned by younger respondents (51% of those aged under 40) and those with a higher level of education. White collar workers were most likely to feel the EU was an important partner (60%) compared to manual workers (37%) or those without employment (43%). Unsurprisingly, those with a positive overall image of the EU were more likely to see the EU as a close partner than those who see the EU negatively (61% cf. 19%) as were, in a lesser extent, those who feel knowledgeable (50% compared to 42% of those who do not feel knowledgeable).

### 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.



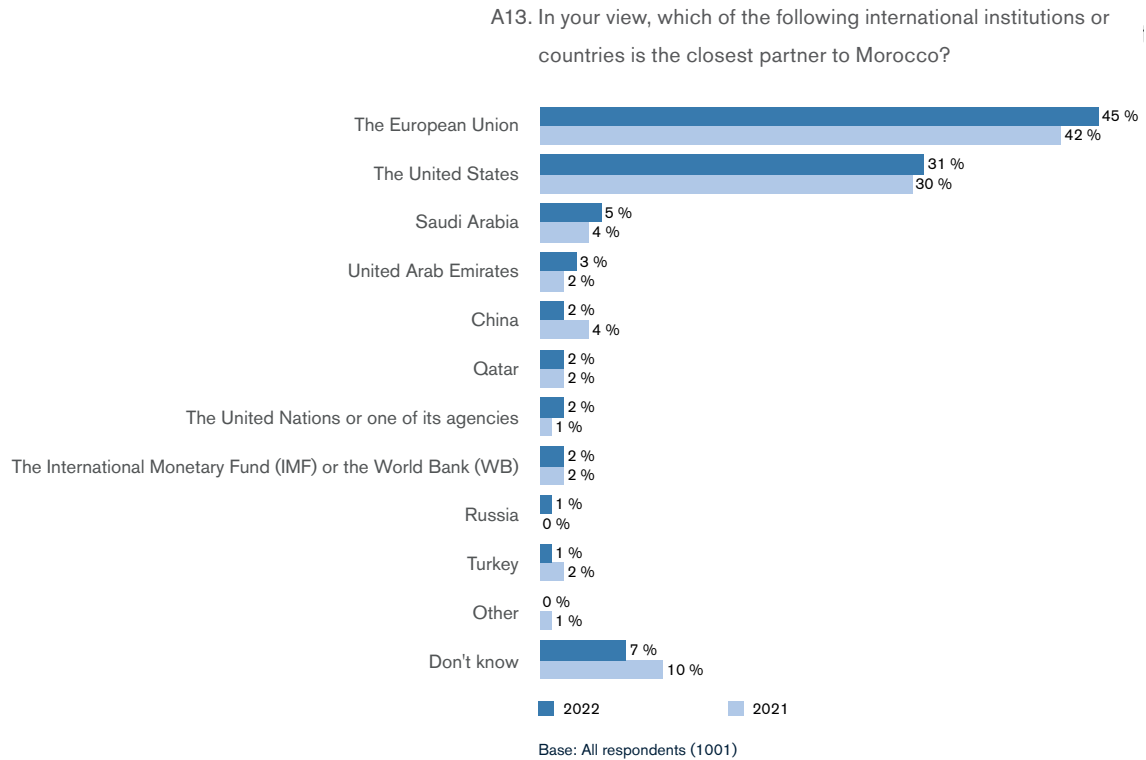
In Morocco, the EU is the most trusted institution with 59% saying they trust it, followed by 52% who trust the United Nations. The Arab League is the less trusted institution in Morocco with 30% of positive answers. Trust in both the EU and UN has increased since 2021, but for the Arab League there has been a slight increase in the level of mistrust (from 43% in 2021 to 45%).

Looking at sociodemographic analysis, trust in the EU tends to be higher amongst younger respondents (66% of those aged 15 – 24 compared to 54% of those aged 55 – 64) and those with a high level of education – 62% of those who left education aged 20 or over compared with 33% with no education.

Those with an overall positive image are most likely to trust the EU (75% compared to 34% of those with a negative view). 66% of those who feel knowledgeable about the EU trust it, compared to 55% of those who don't feel knowledgeable.

### 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.



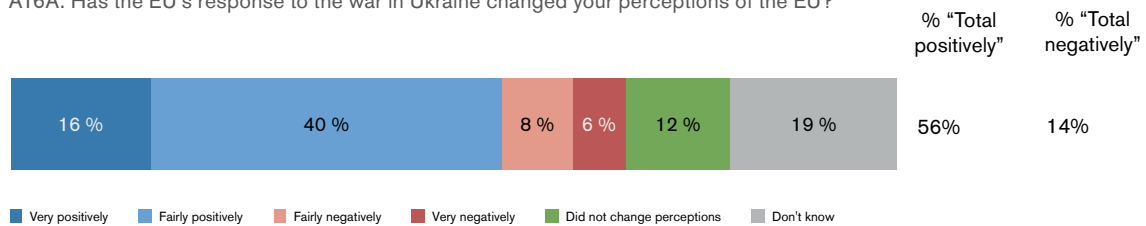
The EU is not only seen as the most important partner but also as the lead donor of support to Morocco, mentioned by 45% (42% in 2021). The US is mentioned by 31% (compared to 30% in 2021) with other countries and institutions mentioned by only small proportions.



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

The 2022 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 56%, the EU's response has changed their view positively. Only 14% said that it had affected their perceptions negatively. For 3 in 10 respondents in Morocco, the EU's response is described as either not changing their perception (12%) or they do not know (19%).

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



Base: All respondents (1001)

Base All Respondents	Morocco 1001			
	Total "positively"	Total "negatively"	Did not change perceptions	Don't know
<b>Total</b>	56%	14%	12%	19%
<b>Gender</b>				
Male	57%	17%	12%	15%
Female	55%	11%	12%	23%
<b>Age</b>				
15 – 24 years	59%	14%	11%	16%
25 – 39 years	54%	17%	13%	17%
40 – 54 years	51%	13%	15%	21%
55 – 64 years	63%	8%	6%	23%
65+ years*	63%	4%	4%	30%
<b>Education</b>				
Still studying	53%	22%	12%	14%
No education	33%	15%	9%	44%
15 years or less	68%	10%	10%	11%
16 – 19 years	54%	15%	14%	17%
20 years and more	55%	18%	20%	7%
<b>Occupation</b>				
White Collar, Manager*	61%	12%	10%	18%
Employee	60%	13%	13%	14%
Self employed	56%	20%	8%	17%
Manual worker	48%	14%	17%	20%
Not occupied	55%	12%	12%	21%
<b>Type of locality</b>				
Rural area or village	58%	12%	8%	22%
Small/ middle size town*	51%	14%	10%	25%
Large town	53%	16%	15%	16%
<b>Image of the EU</b>				
Positive	76%	8%	9%	8%
Neutral	40%	22%	23%	16%
Negative	16%	41%	17%	25%
Don't know	8%	8%	3%	82%
<b>Knowledge of the EU</b>				
Total "know what the EU is all about"	63%	12%	12%	13%
Total "don't know what the EU is all about"	51%	15%	12%	22%

The EU response to the war in Ukraine was more likely to have a negative impact on perceptions of the EU overall amongst men (17% cf. 11% of women), younger respondents (14% of those aged 15–24 cf. 8% of those aged 55–64) and those still studying (22%) or with a higher level of education.

As for previous questions, the impact was most likely to be positive if the image of the EU was itself positive (76% compared with 16% of those with a negative image). In a lesser extent, those who feel knowledgeable about the EU had their perception of EU more likely to be impacted positively by the EU response to the war than the one who didn't feel knowledgeable about the EU (63% cf. 51%).

### 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, 2M Maroc is the most popular channel (71%), followed by Al Aoula (SNRT 1) (59%), Al Maghribia (34%) and Arryadia (34%). A fifth (22%) never watch TV.

Med Radio and Hit Radio rank equally as the most popular radio stations (27%), followed by radio Mohammed VI du Coran (27%), and MFM (22%). A quarter of respondents (26%) do not listen to radio.

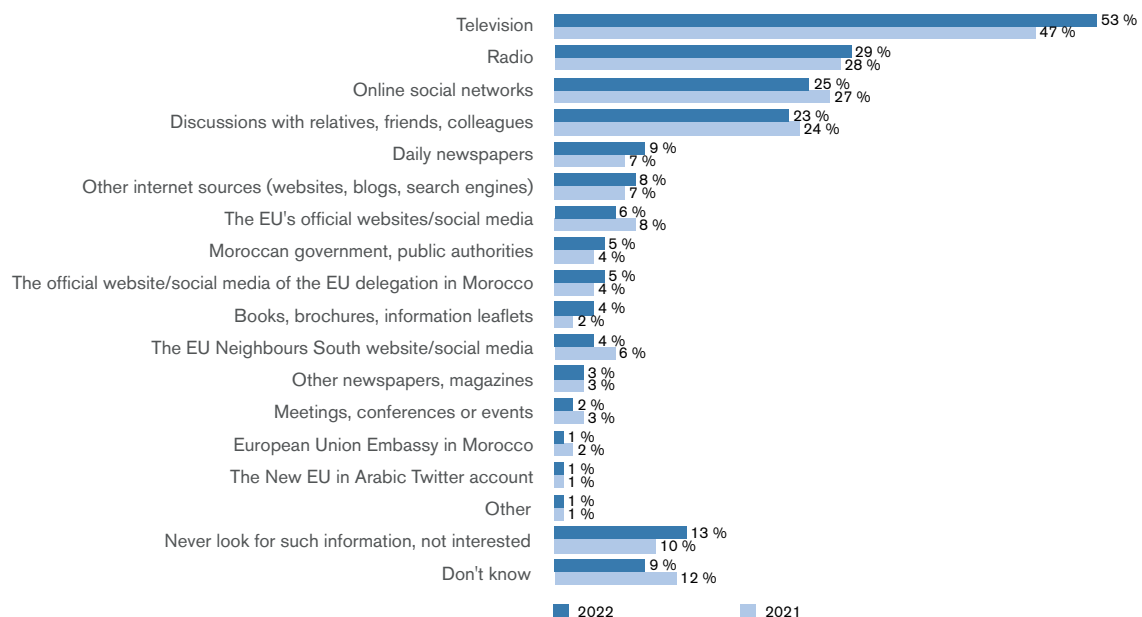
Around 4 respondents out of 10 (38%) read at least one newspaper regularly. Hespress (online) is read regularly by 22%, followed by Assabah (10%) and Al Massae (10%).

The most common website or social media used regularly are Facebook (68%), Instagram (44%), Ali Express (25%) and LinkedIn (16%). One in 4 (27%) never use the internet.

#### 3.2 Sources of Information about the EU

In Morocco, the top three preferred channels for information about the EU remain television (53%, + 6 ppt since 2021), radio (29%) and online social networks (25%). The media landscape looks largely similar to 2021.

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 (1001)



The usage of EU “official” online information sources remains very low, with EU official websites being the most likely to be mentioned (6%).

There has been a slight increase in the proportion of respondents who never look for information about the EU, reaching 13% in 2022 (+ 13 ppt).

### 3.2 EU Communication Campaign Awareness

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

- » Erasmus in Morocco
- » Climtna
- » Lutte contre les violences faites aux femmes

Overall, there was an equal proportion of respondents claiming having seen or heard anything about the EU in the last 12 months and those who hadn't (43% and 44%).

Base All Respondents	Morocco		
	Yes	No	Don't know
Total	43 %	44 %	14 %
<b>Gender</b>			
Male	50 %	38 %	11 %
Female	35 %	49 %	16 %
<b>Age</b>			
15 – 24 years	55 %	36 %	10 %
25 – 39 years	48 %	42 %	10 %
40 – 54 years	35 %	50 %	15 %
55 – 64 years	29 %	46 %	26 %
65+ years*	22 %	44 %	33 %
<b>Education</b>			
Still studying	56 %	35 %	9 %
No education	29 %	43 %	28 %
15 years or less	37 %	50 %	13 %
16 – 19 years	50 %	43 %	7 %
20 years and more	63 %	24 %	14 %
<b>Occupation</b>			
White Collar, Manager*	47 %	43 %	10 %
Employee	44 %	44 %	11 %
Self employed	47 %	39 %	14 %
Manual worker	48 %	39 %	13 %
Not occupied	38 %	47 %	16 %
<b>Type of locality</b>			
Rural area or village	36 %	46 %	19 %
Small/ middle size town*	17 %	59 %	24 %
Large town	49 %	41 %	10 %
<b>Image of the EU</b>			
Positive	48 %	44 %	8 %
Neutral	44 %	47 %	10 %
Negative	42 %	40 %	18 %
Don't know	10 %	38 %	52 %
<b>Knowledge of the EU</b>			
Total “know what the EU is all about”	53 %	37 %	10 %
Total “don't know what the EU is all about”	37 %	47 %	16 %

Men were much more likely than women to have seen or heard anything about the EU (50% cf. with 35%). So were younger age groups (55% of those aged 15–24 and 48% of those aged 25–39 compared with 29% of those aged 55–64), and as were those with a high level of education (63% of those who left education aged 20 or over compared with 29% of those with no education). Employed respondents and those living in cities were also more likely to have seen or heard something than those without employment or living in rural areas.

Compared to the other questions, the divide between those who are positive about the EU overall and those who were not was almost insignificant when it was about having seen or heard something about the EU (48% cf. 42%). There is a more sizeable difference between those who feel knowledgeable about the EU (53%) and those who do not (37%).

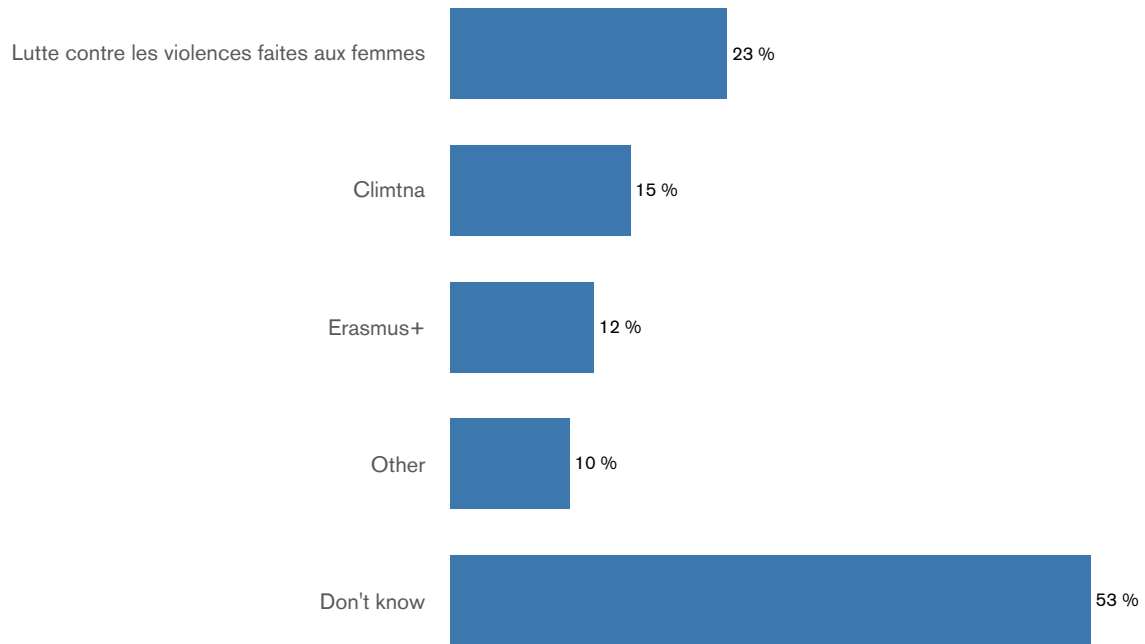
Those who said that they had seen or heard something about the EU in the last 12 months were then prompted with specific campaigns.

47% recalled seeing or hearing a specific campaign. The “Lutte contre les violences aux femmes” campaign was mentioned by 23%, the

“Climtna” campaign by 15%, followed by 12% who mentioned Erasmus+. 10% mentioned something else while 53% could not remember.

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

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 (431)

### 3.3 EU Initiative Awareness

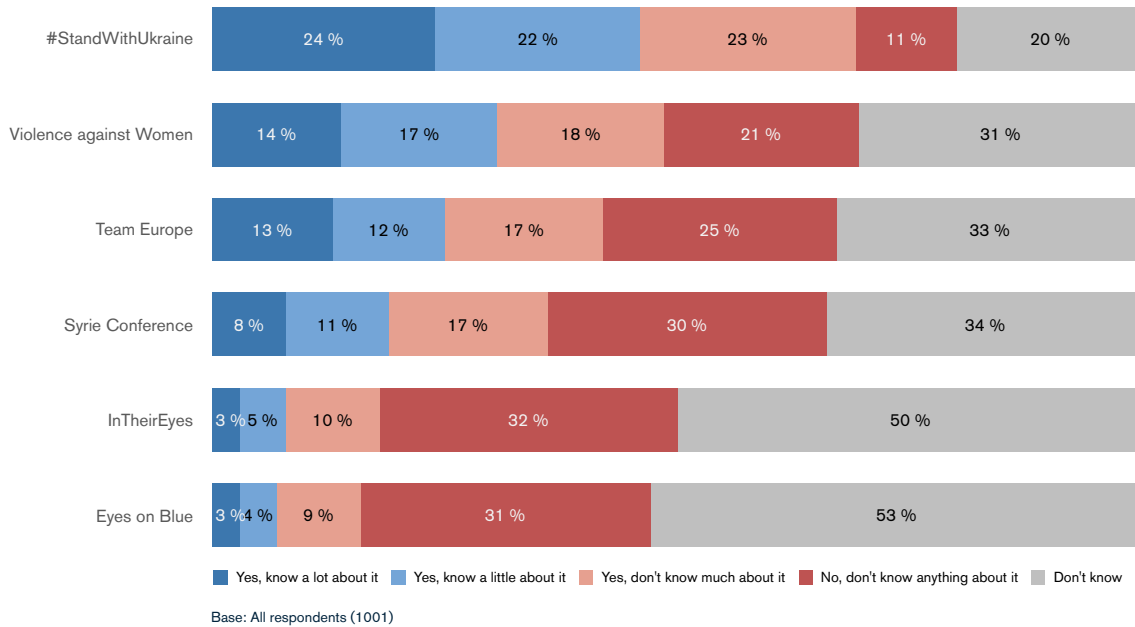
Respondents were asked to give their level of knowledge about certain EU initiatives in Morocco. These initiatives were:

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

Awareness was highest for #StandWithUkraine with seven in ten respondents (69%) saying that they knew something about it. Awareness levels for the other campaigns were much lower, around half (48%) were aware of Violence against women, 42% knew something about Team Europe, and 36% mentioned the Syria Conference. Fewer than one in five knew anything about InTheirEyes (18%) or Eyes on Blue (16%).



A3A. Level of knowledge of specific EU communications



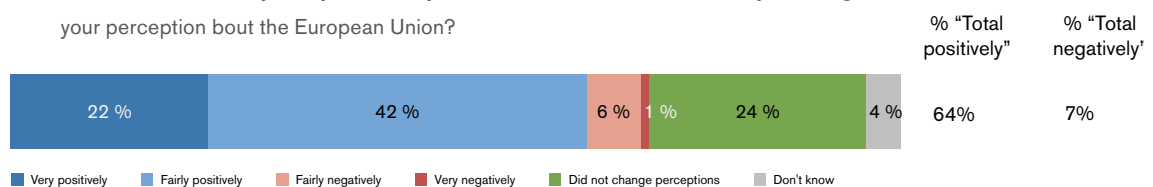
#StandWithUkraine was mentioned by almost a majority, across all sociodemographic groups. Awareness of the campaign was highest among 15 – 24 years old (81%), those with a high level of education (87% of those who finished education ages 20 or over) and those living in cities (74% cf. 61% of those in rural areas).

Those with a positive image of the EU overall or those who feel knowledgeable about the EU were also more likely to be aware of the campaign.

### 3.4 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. Almost two thirds (64%) said the communications had changed their perception positively with 22% saying very positively. Only 7% said that these communications had negatively affected their perception, while 24% 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 limited differences. Only half (48%) of those with no education felt more positively about the EU compared with those with at least some level of education where the proportion ranges from 57% – 72%.

The key differentiator is existing sentiment towards the EU. Indeed, 88% of those who already feel



EU NEIGHBOURS  
south

GALLUP  
INTERNATIONAL

positive about the EU in general are the most likely to feel their perceptions had been improved by the communications they had seen, compared to none (0%) of those with a negative image.

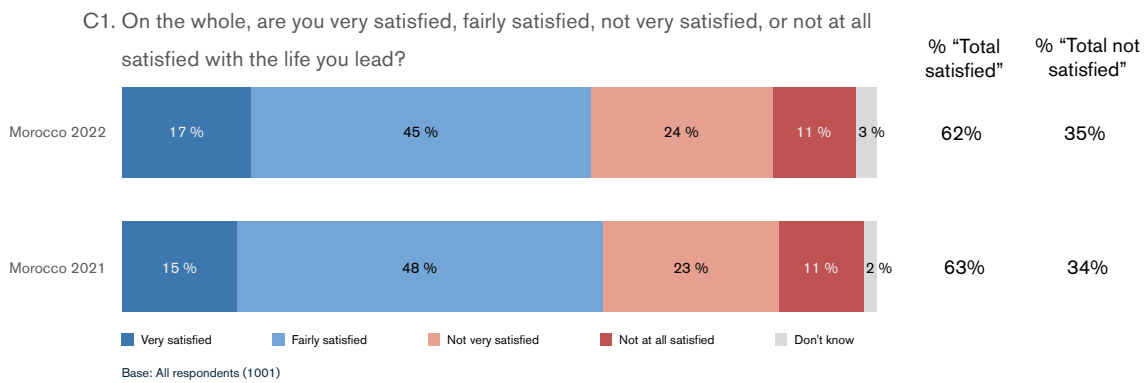
Base : All respondents who have heard or seen anything about the EU in the last 12 months		Morocco			
		1001			
	Total 'positively'	Total 'negatively'	Did not change perceptions	Don't know	
<b>Total</b>	64 %	7 %	24 %	4 %	
<b>Gender</b>					
Male	65 %	8 %	24 %	3 %	
Female	63 %	7 %	25 %	5 %	
<b>Age</b>					
15 – 24 years	63 %	8 %	26 %	3 %	
25 – 39 years	68 %	6 %	23 %	2 %	
40 – 54 years	61 %	8 %	25 %	6 %	
55 – 64 years	60 %	9 %	24 %	7 %	
65+ years*	72 %	9 %	18 %	0 %	
<b>Education</b>					
Still studying	65 %	7 %	28 %	1 %	
No education	48 %	12 %	22 %	18 %	
15 years or less	72 %	4 %	23 %	1 %	
16 – 19 years	65 %	10 %	24 %	1 %	
20 years and more	57 %	9 %	32 %	1 %	
<b>Occupation</b>					
White Collar, Manager*	54 %	17 %	26 %	3 %	
Employee	65 %	8 %	26 %	2 %	
Self employed	70 %	6 %	20 %	3 %	
Manual worker	63 %	9 %	26 %	2 %	
Not occupied	64 %	7 %	25 %	5 %	
<b>Type of locality</b>					
Rural area or village	72 %	6 %	19 %	3 %	
Small/ middle size town*	65 %	8 %	16 %	11 %	
Large town	60 %	8 %	28 %	4 %	
<b>Image of the EU</b>					
Positive	88 %	0 %	12 %	0 %	
Neutral	26 %	13 %	62 %	0 %	
Negative	0 %	50 %	41 %	9 %	
Don't know	4 %	4 %	8 %	84 %	
<b>Knowledge of the EU</b>					
Total "know what the EU is all about"	73 %	5 %	19 %	2 %	
Total "don't know what the EU is all about"	59 %	8 %	27 %	5 %	

## 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 Morocco has remained stable since 2021 with 62% describing themselves as very or fairly satisfied (63% in 2021). A third of Moroccan respondents (35%) describe themselves as not very or not at all satisfied (34% in 2021). The proportion who do not feel at all satisfied with their life has also remained stable at 11%.





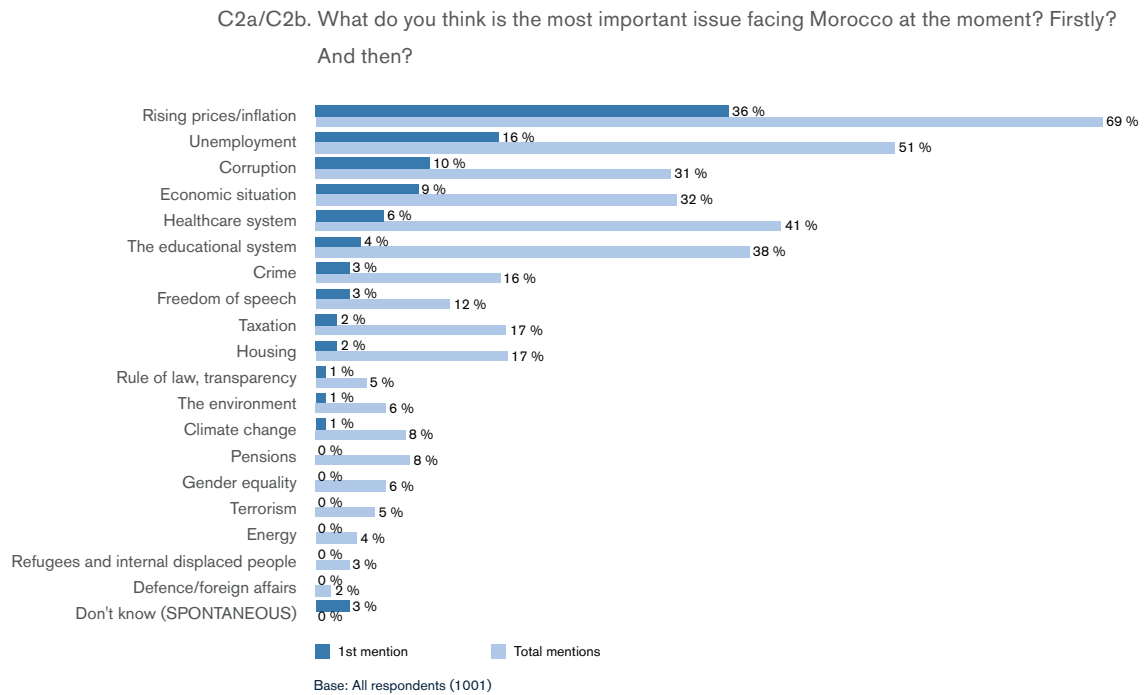
Base All Respondents	Morocco 1001		
	Total "Satisfied"	Total "Not satisfied"	Don't know
<b>Total</b>	62 %	35 %	3 %
<b>Gender</b>			
Male	59 %	39 %	3 %
Female	65 %	32 %	2 %
<b>Age</b>			
15 – 24 years	66 %	32 %	3 %
25 – 39 years	63 %	35 %	2 %
40 – 54 years	57 %	39 %	4 %
55 – 64 years	60 %	37 %	4 %
65+ years*	63 %	33 %	4 %
<b>Education</b>			
Still studying	72 %	28 %	0 %
No education	51 %	39 %	10 %
15 years or less	61 %	37 %	1 %
16 – 19 years	64 %	35 %	2 %
20 years and more	71 %	29 %	0 %
<b>Occupation</b>			
White Collar, Manager*	55 %	42 %	3 %
Employee	67 %	32 %	1 %
Self employed	61 %	35 %	4 %
Manual worker	54 %	45 %	1 %
Not occupied	63 %	34 %	4 %
<b>Type of locality</b>			
Rural area or village	62 %	34 %	3 %
Small/ middle size town*	56 %	41 %	4 %
Large town	62 %	36 %	2 %
<b>Image of the EU</b>			
Positive	73 %	27 %	1 %
Neutral	51 %	47 %	2 %
Negative	49 %	46 %	5 %
Don't know	29 %	56 %	15 %
<b>Knowledge of the EU</b>			
Total "know what the EU is all about"	67 %	30 %	2 %
Total "don't know what the EU is all about"	58 %	38 %	3 %

The sociodemographic analysis reveals some differences between subgroups of the population. Men, older age groups and those with a low level of education were amongst the least satisfied groups.

## 4.2 Issues facing the Country

The chart below shows the most important issues facing Morocco.

The key issue facing Morocco is rising prices and inflation which was the most important issue for 36% and mentioned in total by 69%, as it is at a regional level.



The next issue most likely to be mentioned is unemployment (mentioned by 16% as the most important issue and by 51% in total).

After prompting, respondents expressed concern about other key issues including corruption and energy (both mentioned in total by at around 3 in 10 respondents). Around 4 in 10 respondents in total mentioned the healthcare system (41%), a similar proportion mentioning the educational system (38%), both being structural rather than conjectural issues.