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OPINION POLLS in Israel



Fieldwork 2022



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METHODOLOGY



Data Collection mode

Survey conducted face-to-face
except in Egypt and Libya



Target

Representative sample of
citizens aged 15 years and
above



Sample size

1000 in each country
except 2006 in Egypt



Coverage

Algeria, Egypt, Israel, Jordan,
Lebanon, Libya, Morocco,
Palestine, Syria & Tunisia



Fieldwork Period

September – October
2022



Questionnaire

Translated into English,
French, Arabic & Hebrew

KNOWLEDGE & PERCEPTION OF THE EU



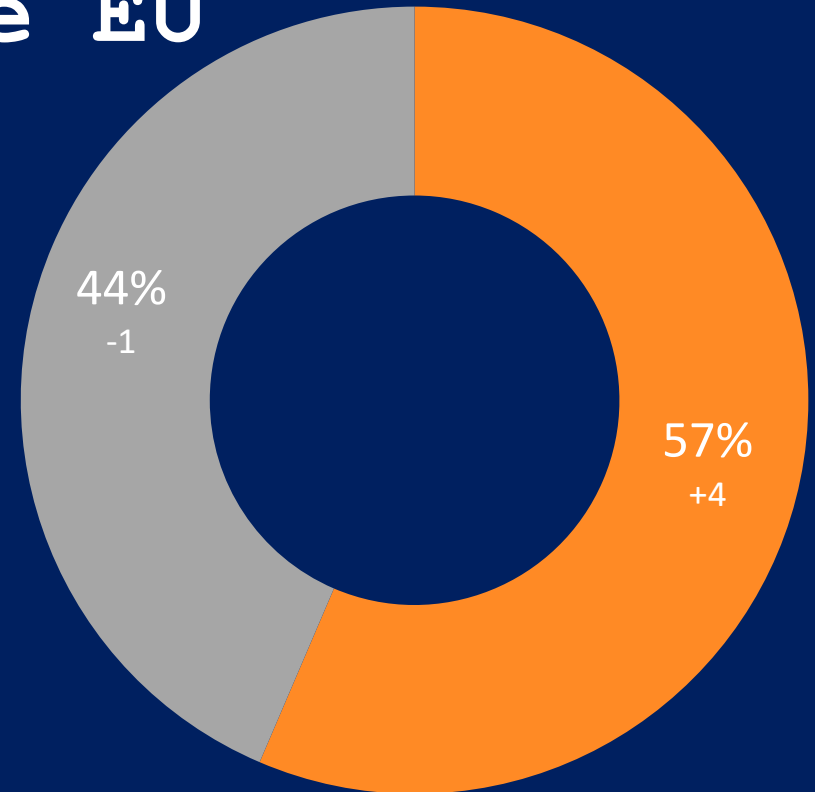


Knowledge & Perceptions of the EU

A1a. Could you tell me to what extent you know what the European Union is all about?

Israel

A relatively high and improving Subjective knowledge level



■ Total "knows what the European Union is all about"

■ Total "don't know what the European Union is all about"

Overall close to 6 respondents out of 10 believes that he/she knows what the EU is all about.



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Subjective Knowledge

For each of the following statements about the European Union could you please tell me whether you think it is true or false?

- The European Union has a Parliament directly elected by its citizens
- The European Union is an economic and political union of 27 european countries
- The European Union is a regional institution of the United Nations
- The euro is the currency of all Member States of the European Union
- The European Union has an embassy and an appointed ambassador of its own in Israel
- The European Union's has its main headquarters in Brussels

Highest Objective knowledge in Israel
3,58 (out 6) correct answers on average

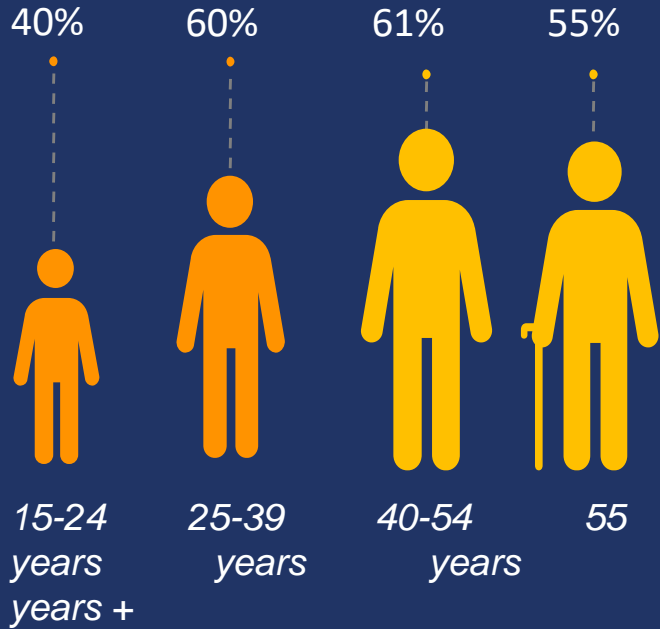


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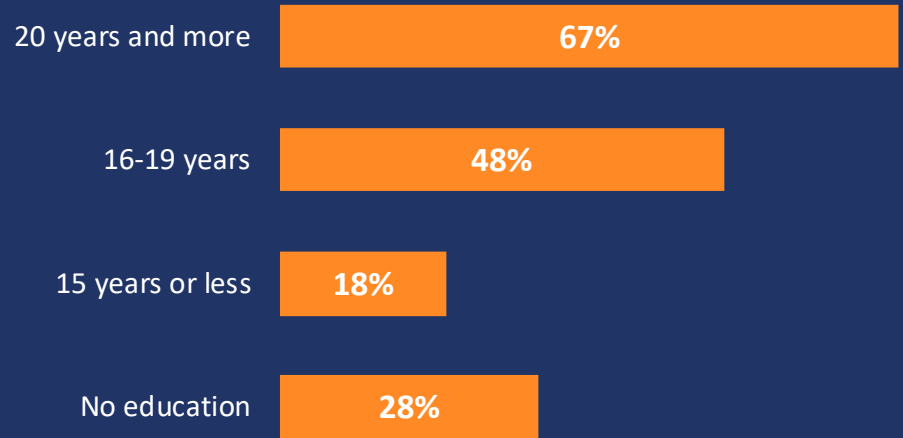
Who are those with knowledge of the EU?

Total "know what the EU is about"
ISRAEL



Education

Total "Know what the EU is all about"



49%



Jewish

35%



Muslims



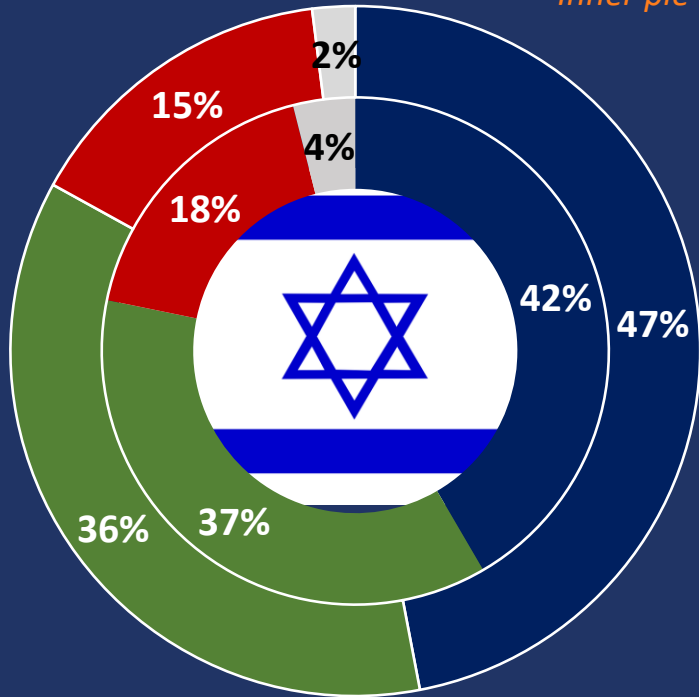
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The image of the EU

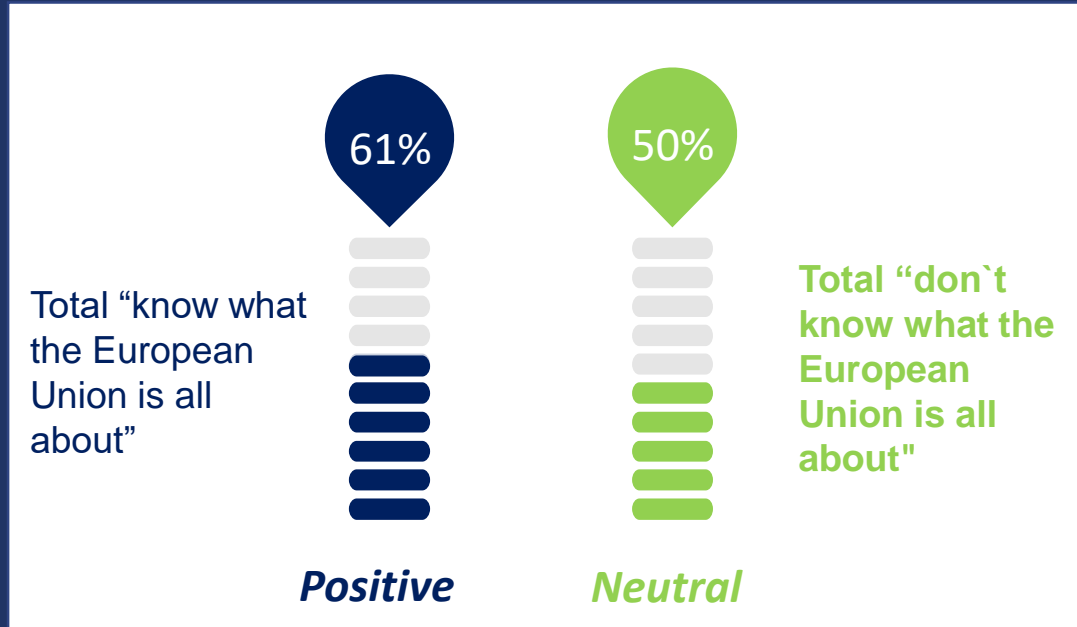


In general, does the European Union conjure up to you a very positive, fairly positive, neutral, fairly negative or very negative image?

Inner pie « 2021 » - outer pie « 2022 »



■ Total "Positive"
■ Neutral
■ Total "Negative"
■ Don't know



The majority of citizens in Israel have a positive image of the EU, improving by 5 pts since 2021

Decreasing proportion of those with a negative image (-3pts)

22% (15-24 years old)



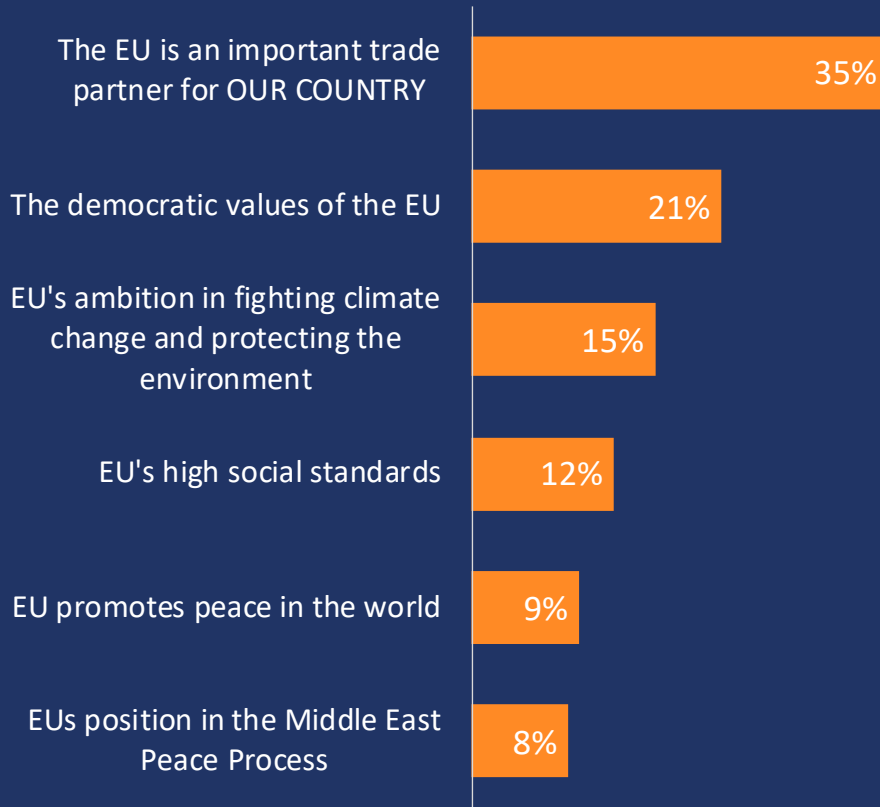
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The image of the EU

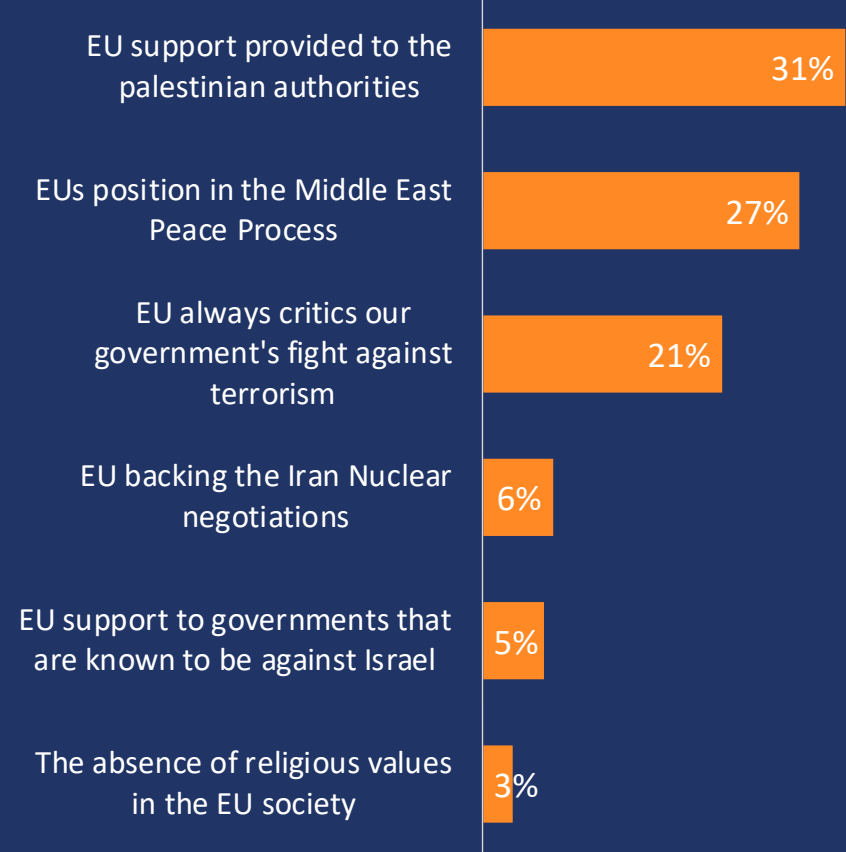


In general, does the European Union conjure up to you a very positive, fairly positive, neutral, fairly negative or very negative image?

Reasons for having a positive image of the EU



Reasons for having a negative image of the EU





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The image of the EU

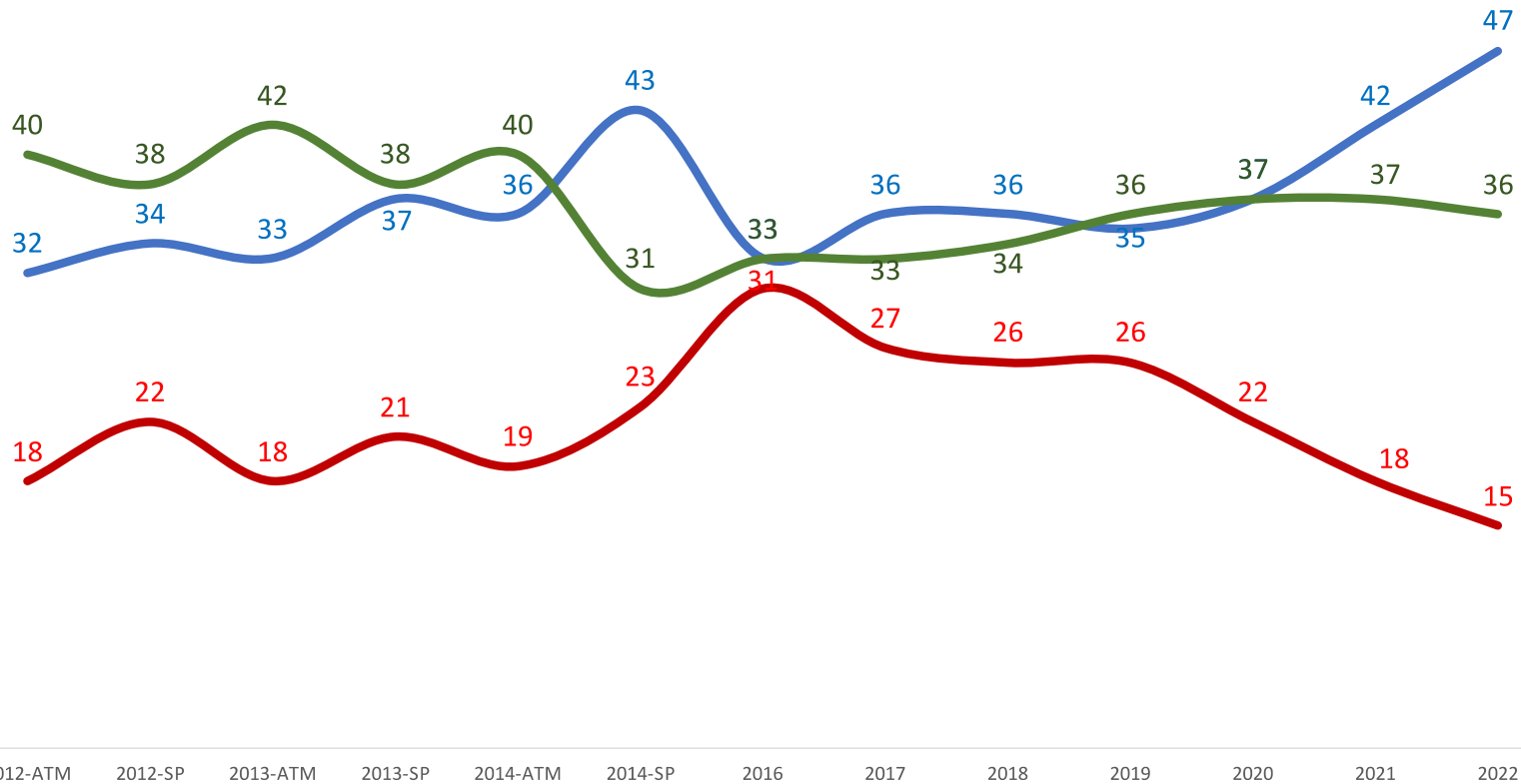


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ISRAEL

— Positive — Neutral — Negative



Highest "positive perception" of the EU since 2012

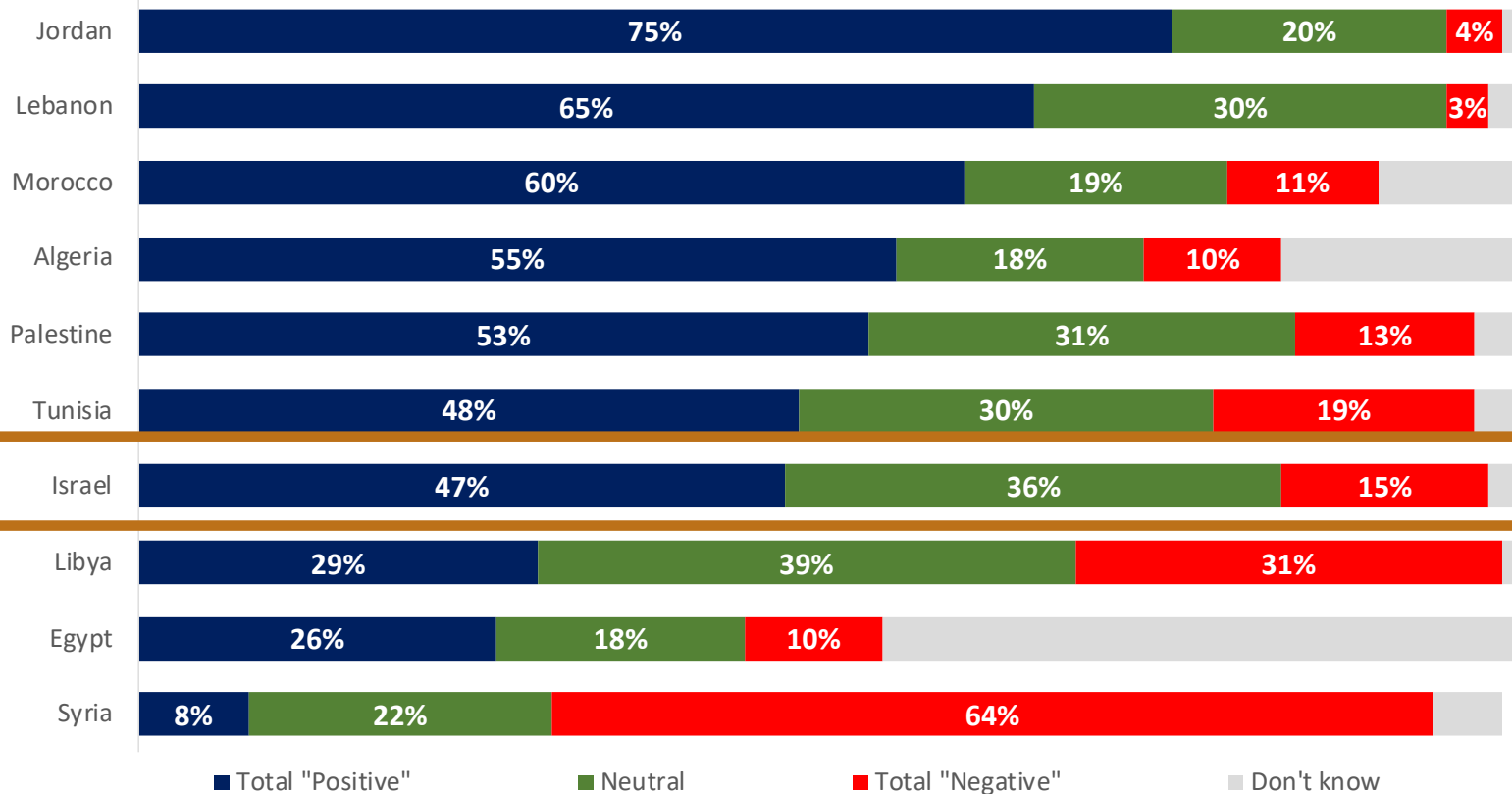


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The image of the EU Comparatively to other countries (2021)

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



HIGH LEVELS of Positive Perceptions

In 5 out of 10 countries, more than 50% of citizens have a positive image of the EU

Syria (64%) and Libya (31%) :

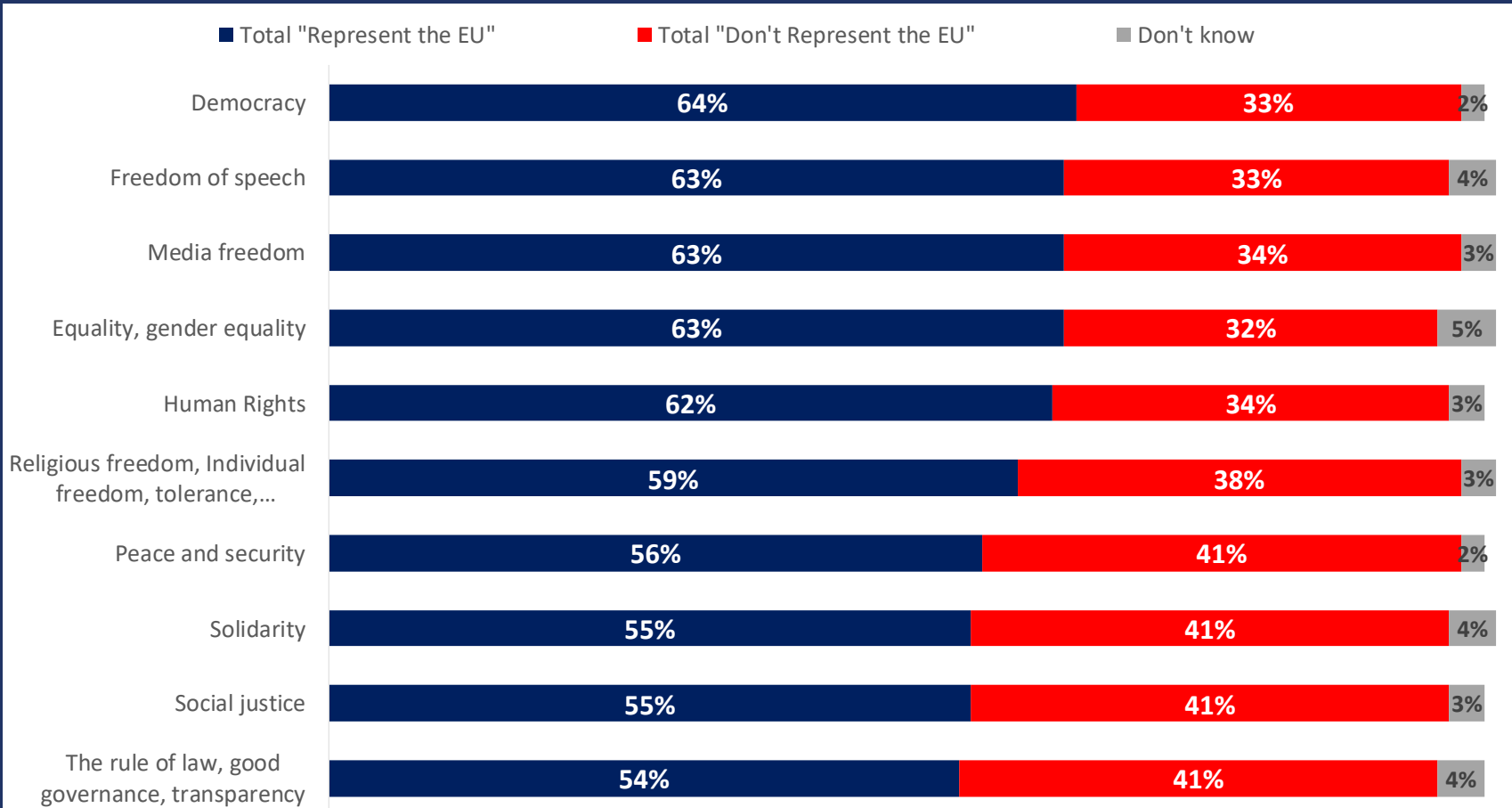
Highest negative perception of the image of the EU



The values that represent the EU the most



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



Democracy, Freedom of speech and Media freedom are the values that are seen to represent the EU the most

RELATIONS BETWEEN ISRAEL AND THE EU



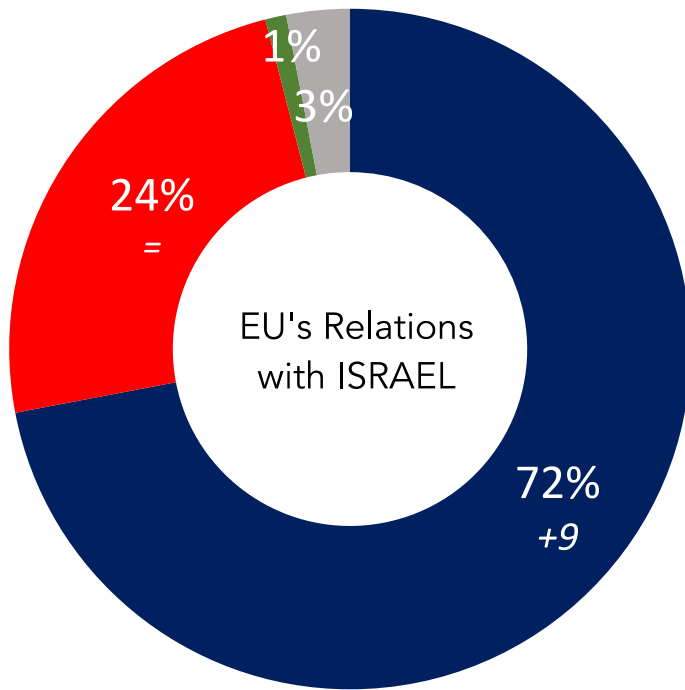


Overall, EU's relation and partnership are positively perceived



EU's relation with ISRAEL

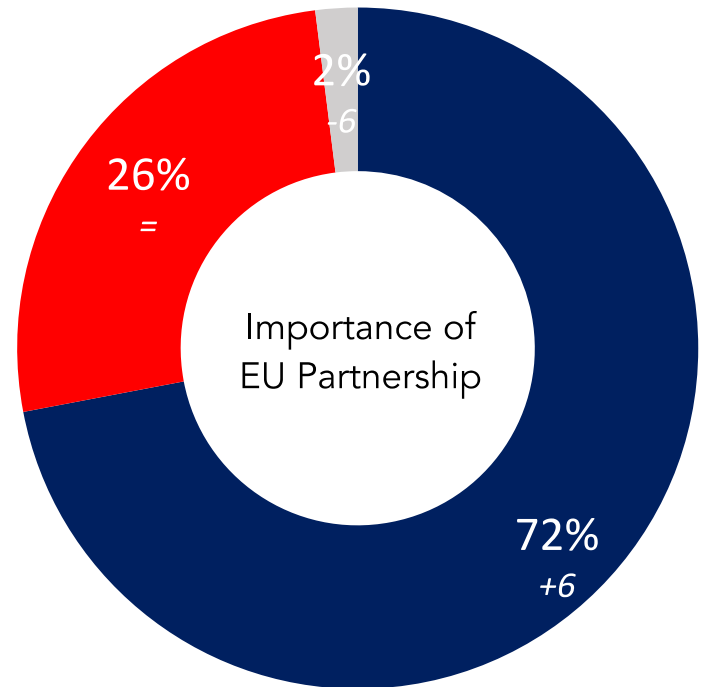
A5. Would you describe the European Union's relation with Israel as very good, fairly good, fairly bad or very bad?



- Total "Good"
- Total "Bad"
- The EU does not have any relationship with Israel
- Don't know

EU's partnership with ISRAEL

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



- Total "Important"
- Total "Not important"
- Don't know



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EU's relations with ISRAEL



Knowledge of the EU an important driver of positive assessment

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

Total "Good"

Total "know what the European Union is all about"

80%



Total "don't know what the European Union is all about"

62%





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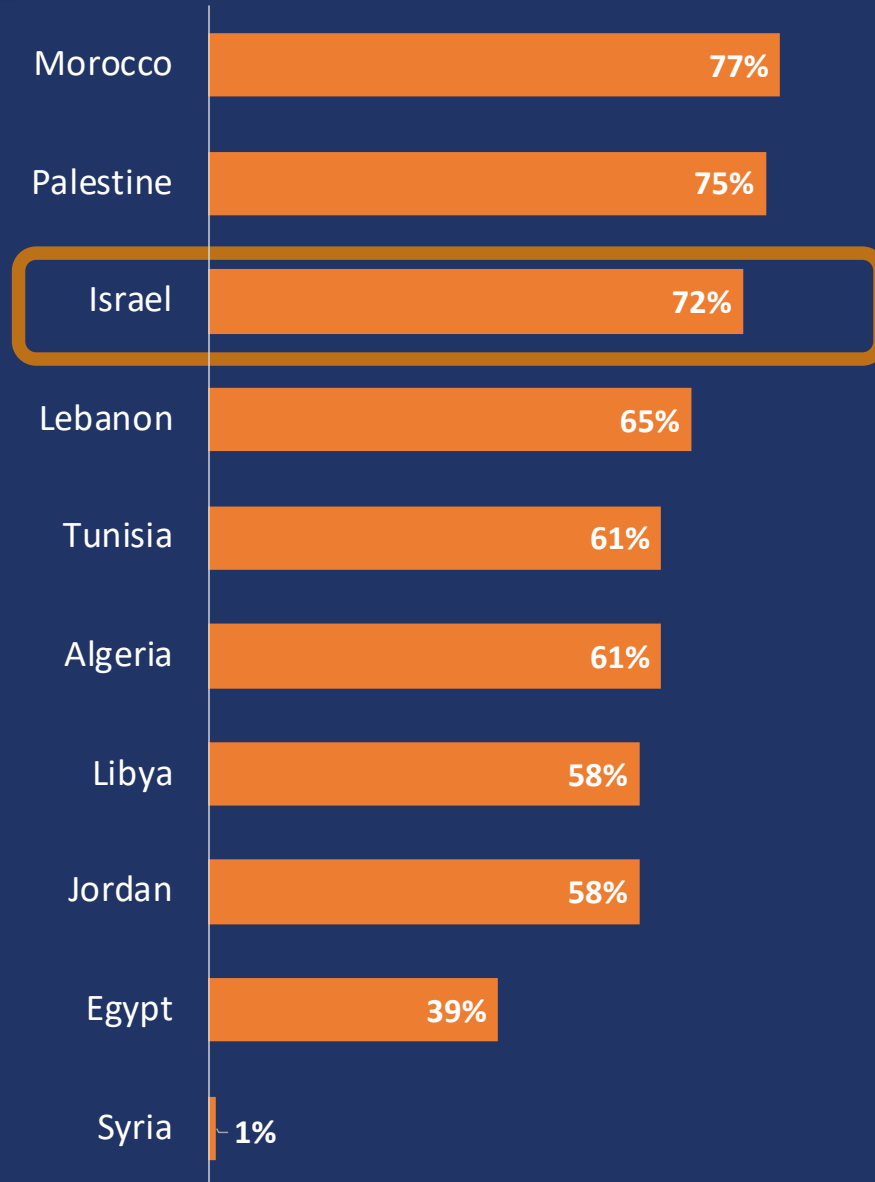
EU's relations with (COUNTRY)



■ Total "Good"

Would you describe the European Union's relation with (COUNTRY) as very good, fairly good, fairly bad or very bad?

A wide majority of citizens in 8 out of 10 countries believe that EU's relations with their country is "Good".





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Importance of EU Partnership



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

Knowledge of the EU remains a driver of this perception

Total "Important"

Total "know what the European Union is all about"



Total "don't know what the European Union is all about"



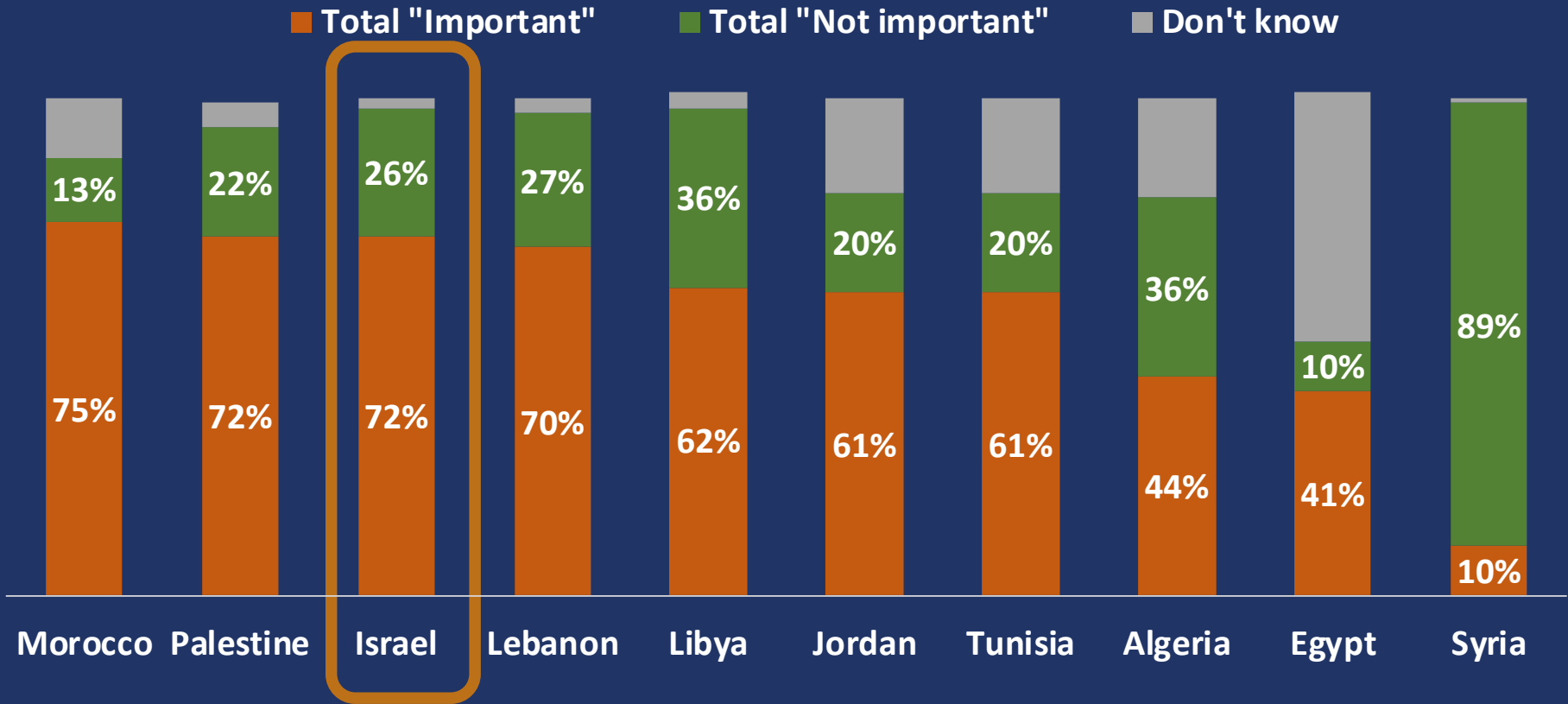


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Importance of EU Partnership

Could you tell me to what extent you believe that the European Union is an important partner of (OUR COUNTRY) or not?



The importance of EU partnership is the second highest in Israel and Palestine and widely recognized in 7 countries in the region



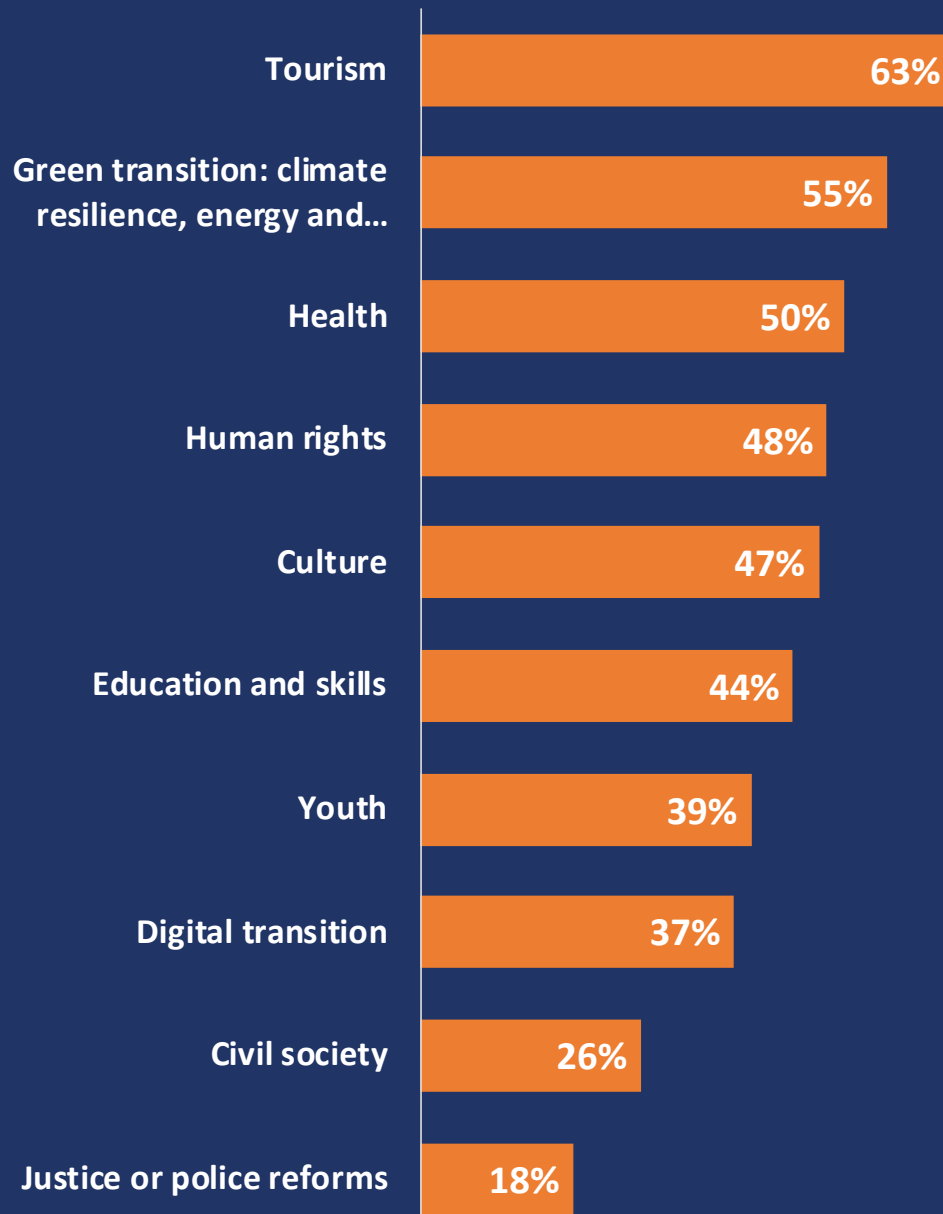
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Awareness of EU Cooperation in Israel



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

% YES



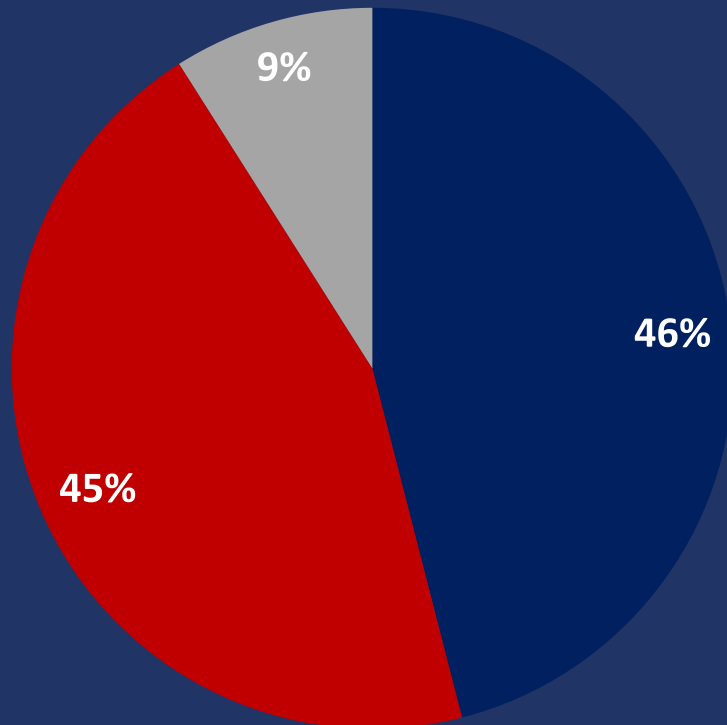


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Perceived effectiveness of EU Cooperation in Israel



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



■ Total "Effective"

■ Total "Not effective"

■ Don't know

Total Effective
vs 2021

+6



Total Not effective
vs 2021

+7





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Most mentioned areas of benefit from EU support



In which of the following areas would you say that Israel has benefitted from European Union support?

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



POSITIVE

65%

+7



NEGATIVE

17%

+2



NO IMPACT

14%

-3



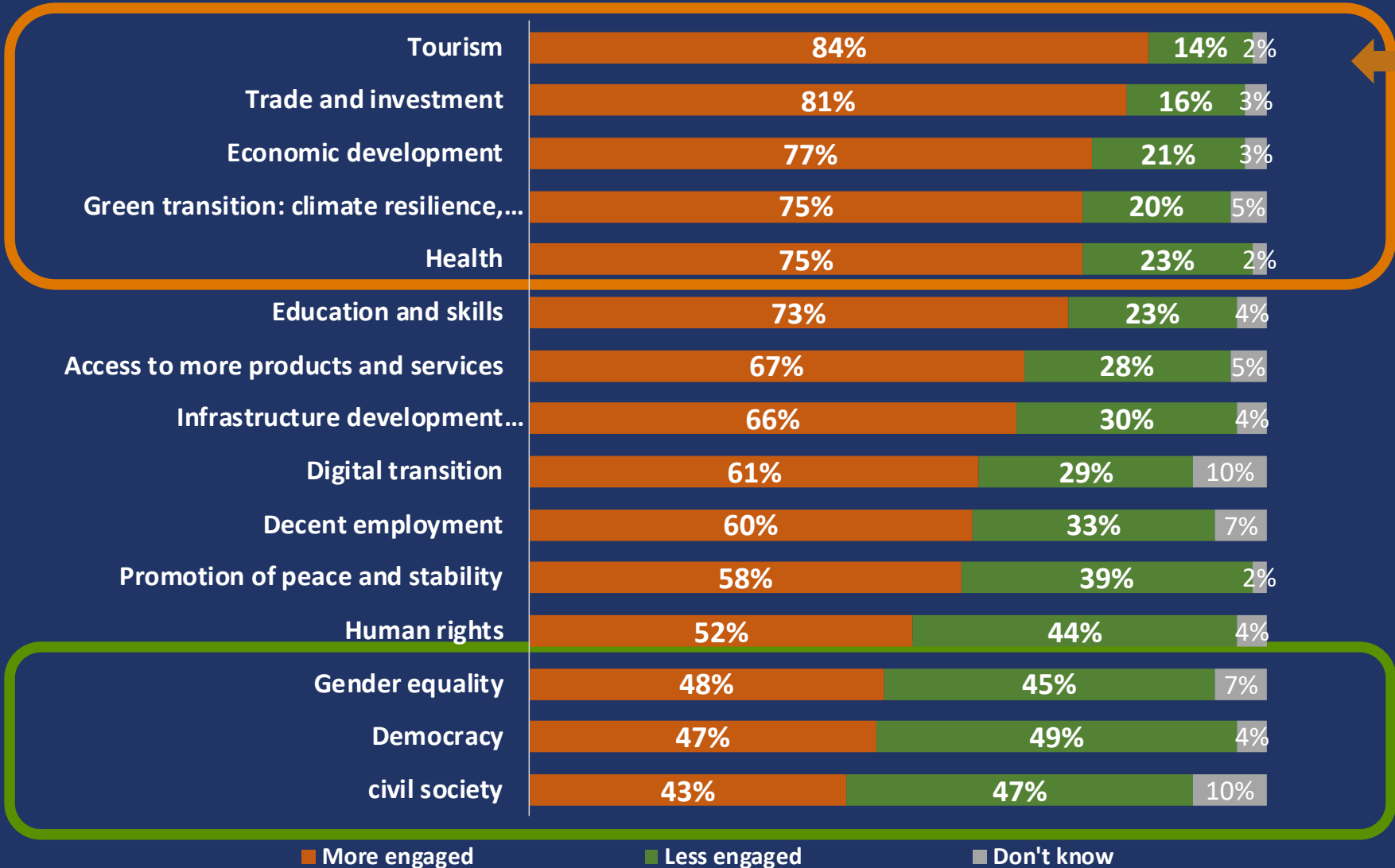


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Areas in which the EU could be more engaged

Please tell me whether or not you think the European Union could be more engaged in Israel?





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Level of trust



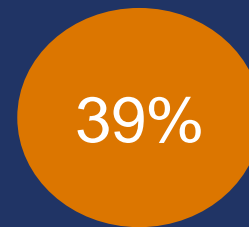
*How much trust do you have in these institutions?
TOTAL "Tend to trust"*

**The European
Union**



+ 7

**The United
Nations**



+ 8



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EU's response to the war in Ukraine



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

**Total
"Positively"**

35%



**It did change
your perception**

47%



**Total
"Negatively"**

16%



Don't know

2%



SOURCES OF INFORMATION ON THE EU





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Sources of Information about the EU



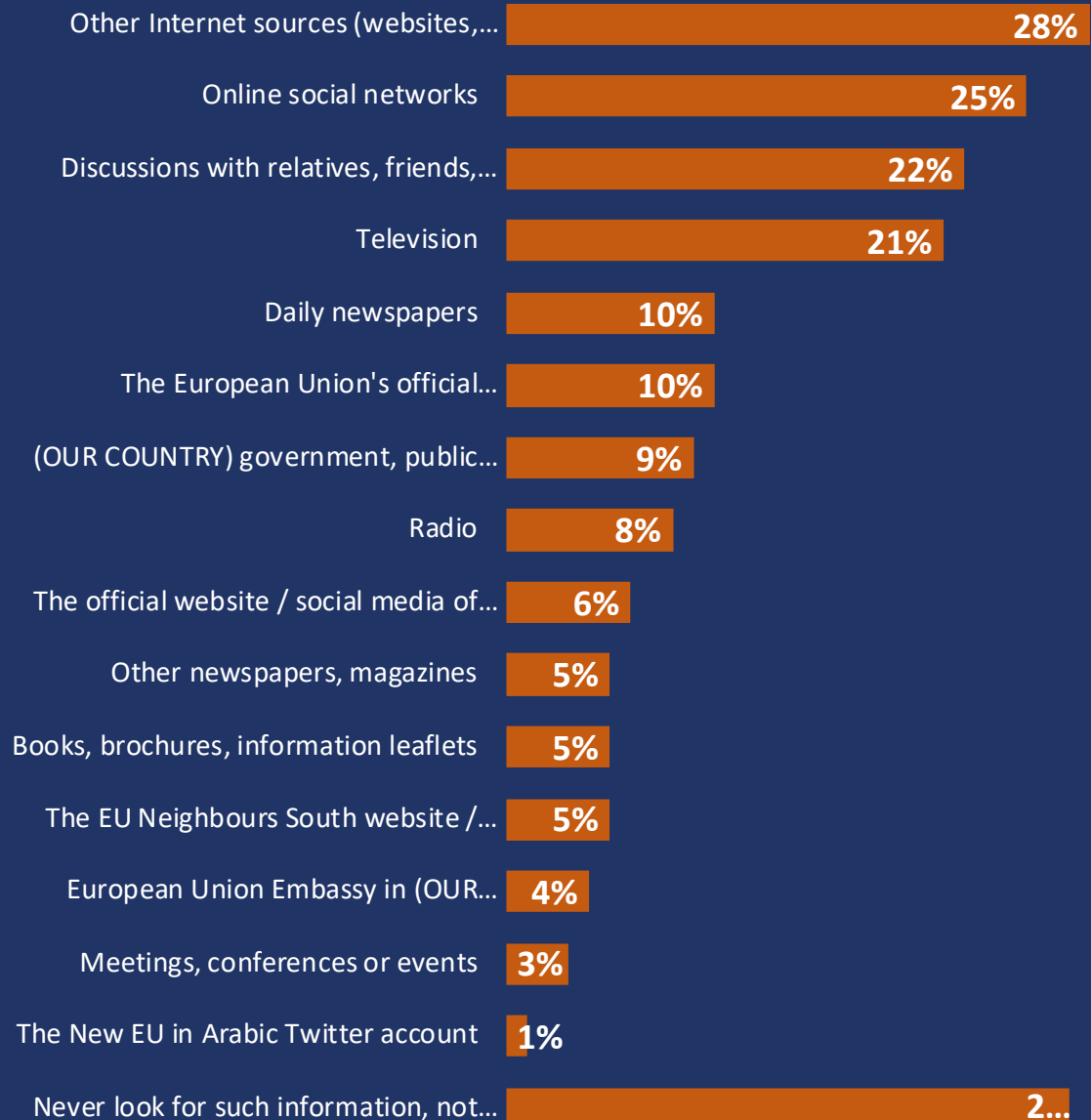
When you look for information about the European Union, its policies and institutions, which of the following sources, if any, do you use? Any others?

Top 3 preferred sources

Internet

Online social networks

Discussion with relatives, friends...





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“Most Frequently” used national media



Keshet 12	51%
Reshet 13	44%
Kan 11	29%



Galgalatz	30%
Reshet Bet	21%
Reshet Gimel	15%



Israel Hayom	28%
Yediot Ahronot	22%
Maariv	10%
Never reads Newspapers	49%



Facebook	75%
Instagram	52%
YouTube	39%
Ynet	37%

CITIZENS' MOOD



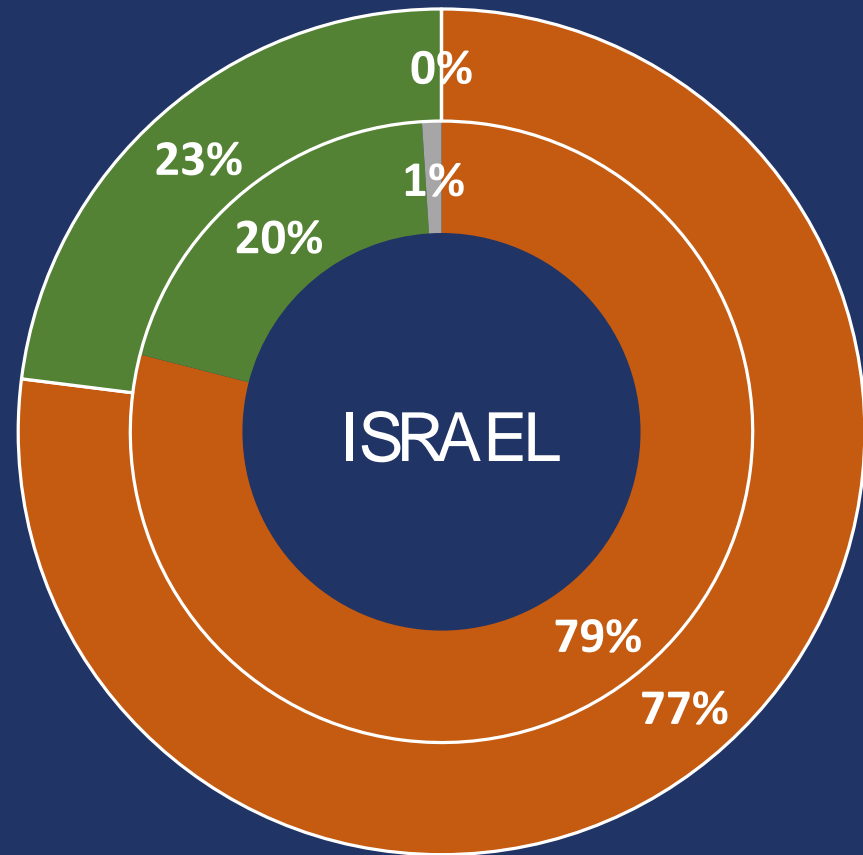


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Life Satisfaction



On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the life you lead? Inner pie « 2021 » - outer pie « 2022 »



■ Total "Satisfied" ■ Total "Not Satisfied" ■ Don't know

Israeli citizens enjoy the highest life satisfaction in the region.



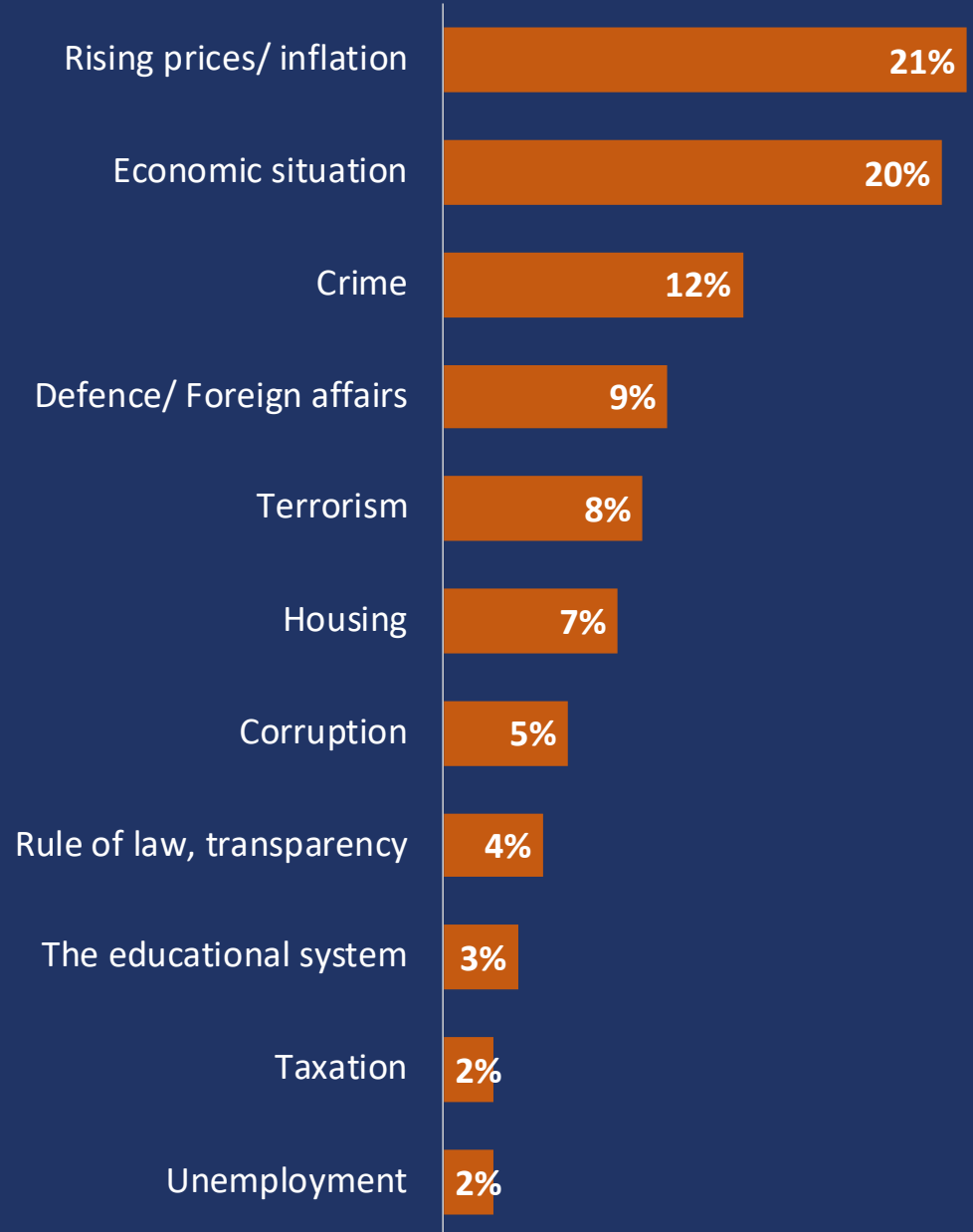
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Issues Facing Each Country



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

Citizens in Israel are worried about economic issues” (Rising prices, economic situation)



THANK YOU

