

# OPINION POLLS

## Image and perceptions of the EU in Morocco



Fieldwork 2025

## Coverage



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

## Target



Representative sample of citizens  
1000 in each country  
(2000 in Egypt)

## Fieldwork Period



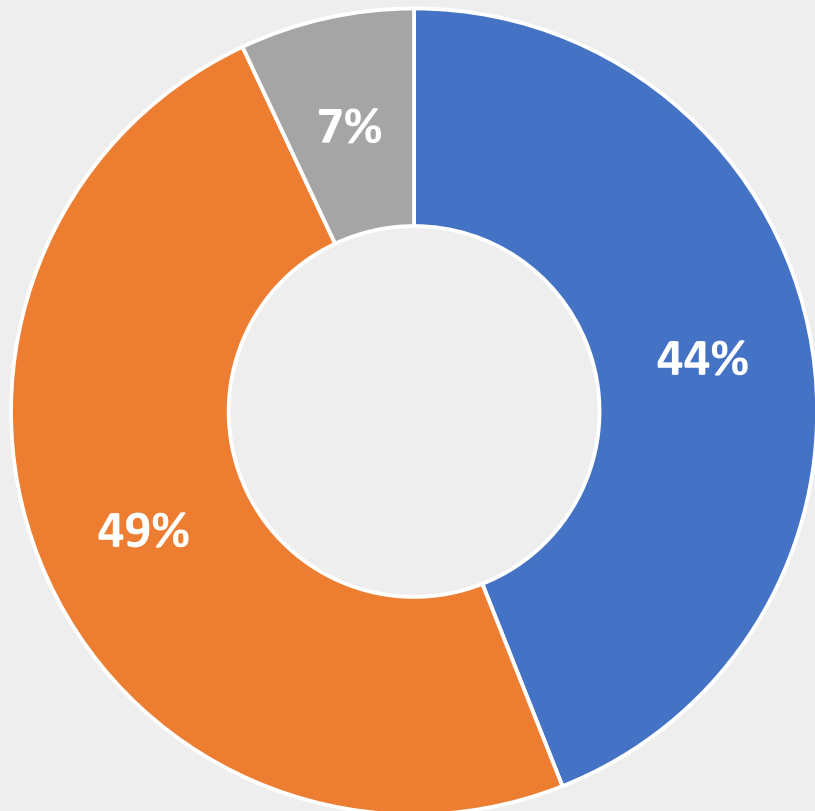
June 2025

## Questionnaire



Translated into  
French, Arabic & Hebrew

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



- Total "Knows what the European Union is all about"
- Total "Doesn't know what the European Union is all about"
- Don't know

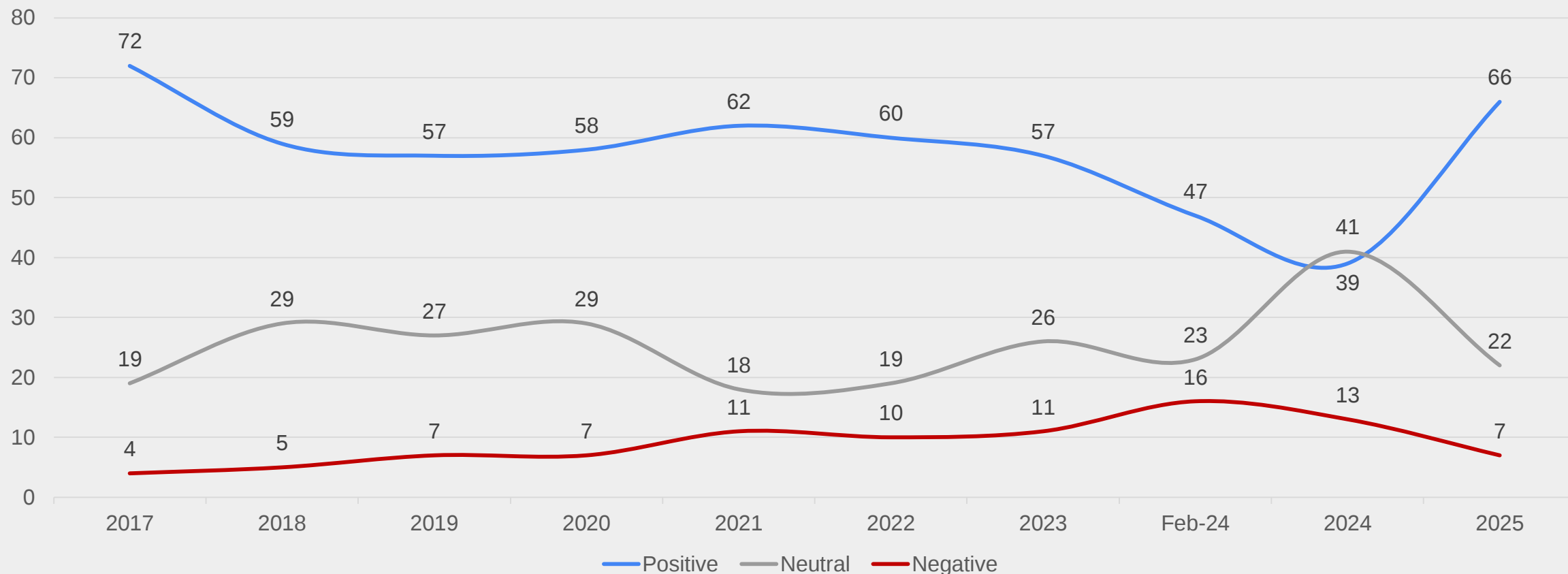


Subjective knowledge of  
the EU is lowered only a  
bit (- 3pts from 2024)

**4/10**

More than 4  
respondents out of 10  
believes that they  
know what the EU is all  
about.

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

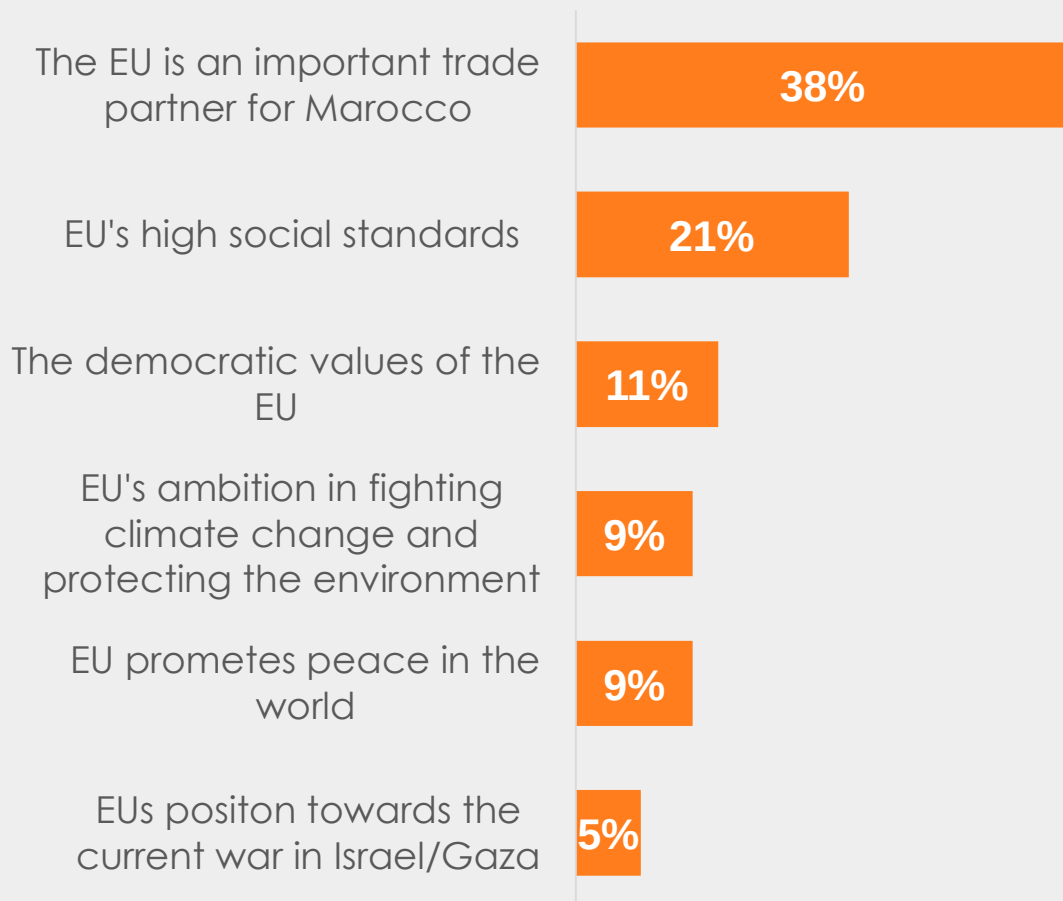


**Big increase of “positive perception” towards the EU (+27pts vs 2024)**

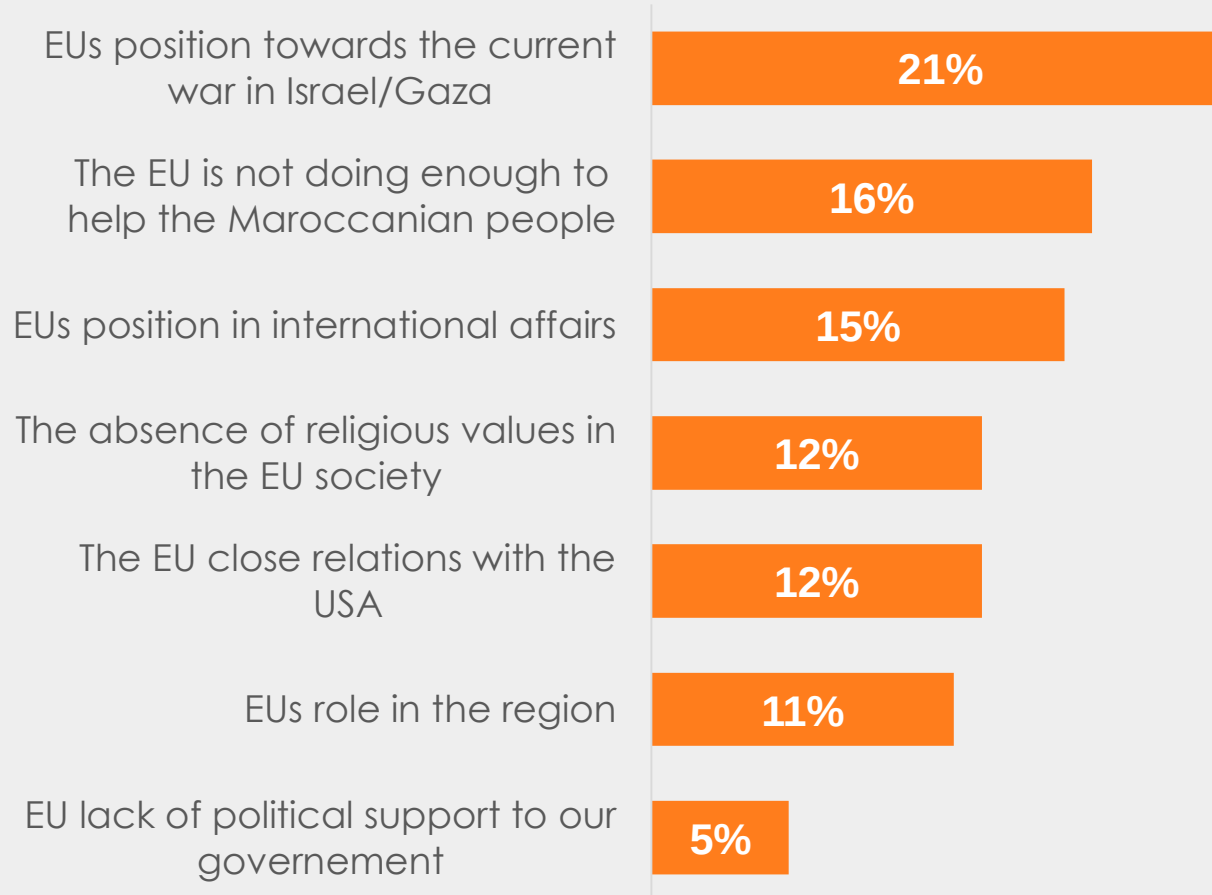
**Negative perceptions decreased (-6pts vs 2024)**

**Decrease in neutral perceptions (-19pts vs 2024)**

## Reasons for having a positive image of the EU



## Reasons for having a negative image of the EU



# Expectations from the EU in light of the US's decrease in aid to the region



*The EU should  
reinforce its  
involvement in  
this region*

41%



*The EU should  
decrease its  
involvement in  
this region*

17%



*The EU should  
maintain its  
current  
approach*

17%



*Don't know*

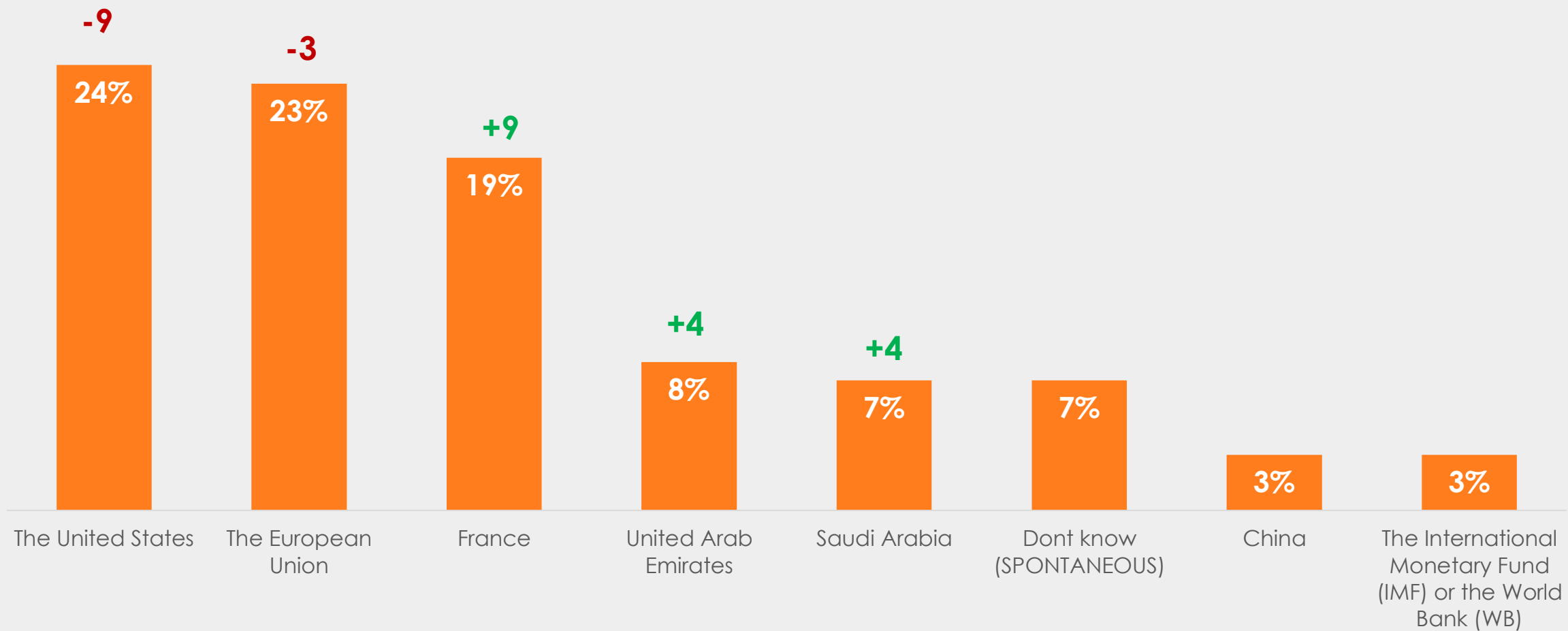
24%



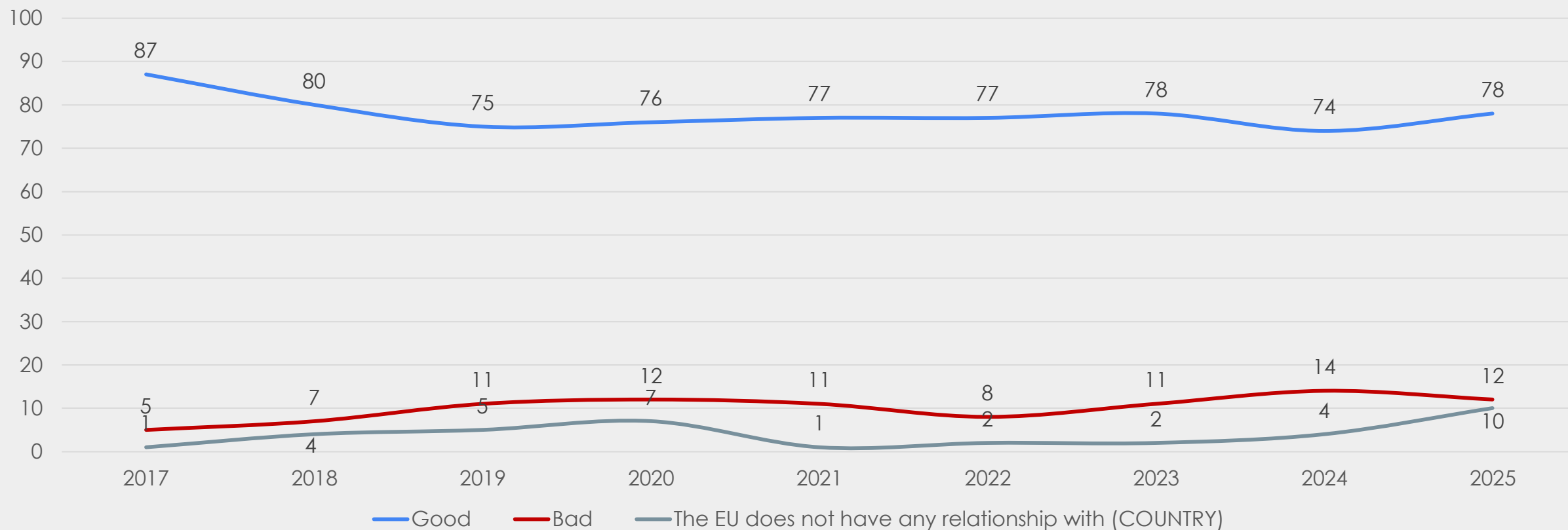


EU NEIGHBOURS  
south

# Perceived Closest Partner to Morocco

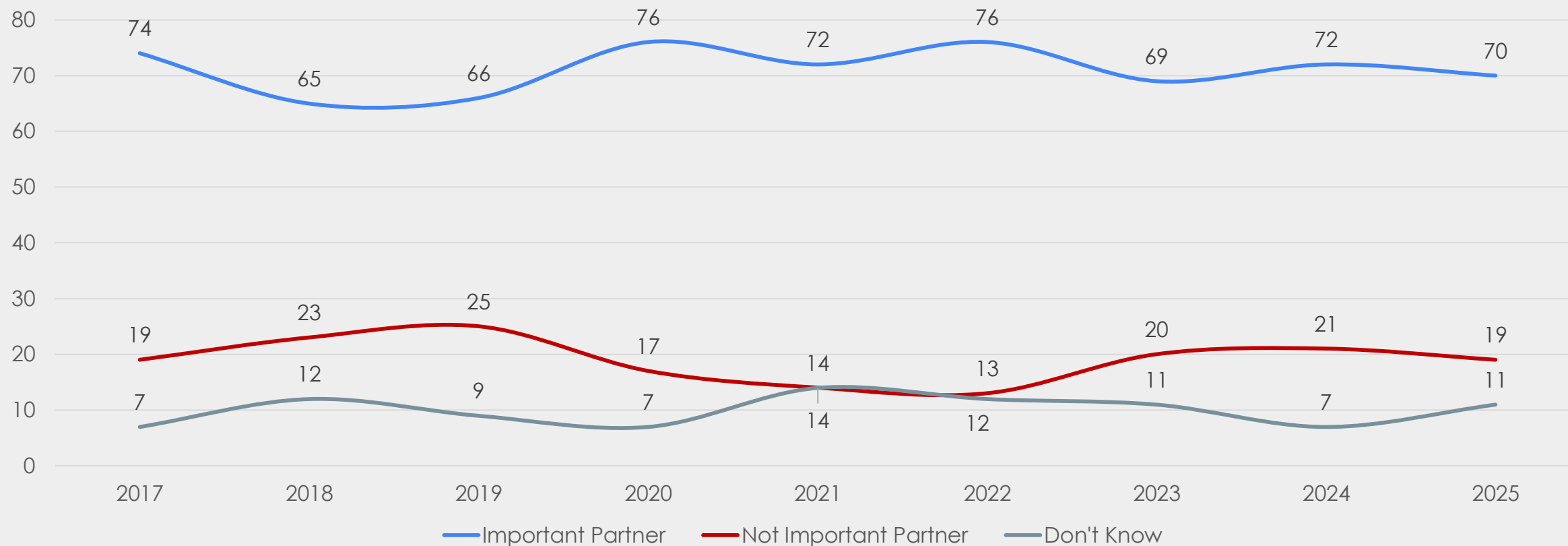


Would you describe the European Union's relation with Morocco as very good, fairly good, fairly bad or very bad?



Slightly higher positive views on the relation between the EU and Morocco (+4pts vs 2024), on level as from 2023, but lower than 2017 (-9pts vs 2024)

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



Perceptions of importance of EU's partnership with Morocco stays on level of last few years