

OPINION POLLS

Image and perceptions of the EU in Tunisia



Fieldwork 2025



EU NEIGHBOURS
south

METHODOLOGY



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

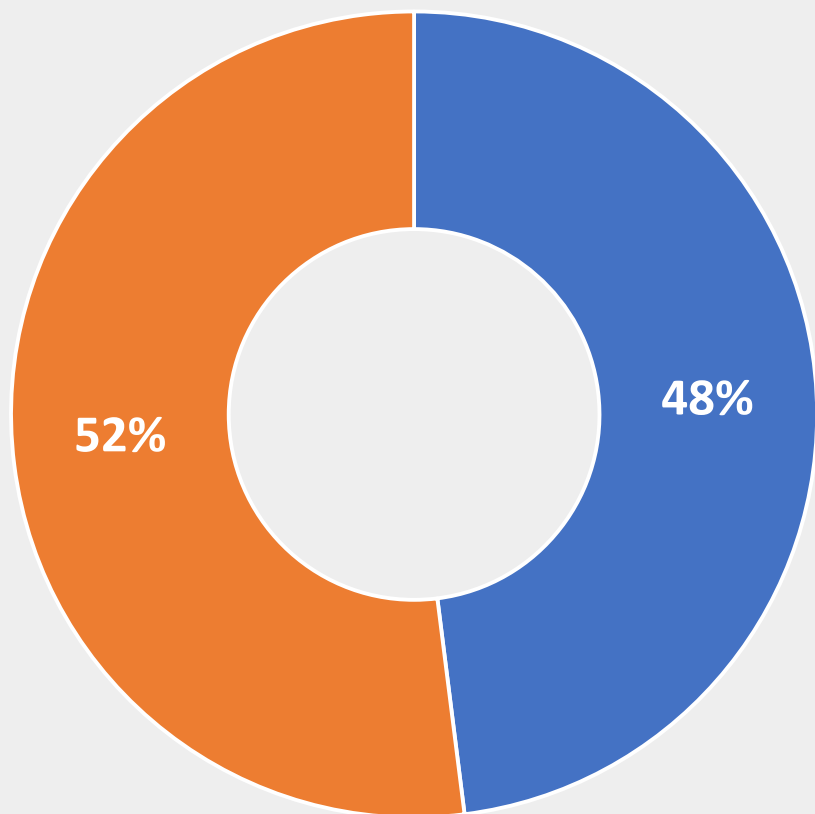
Questionnaire



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"

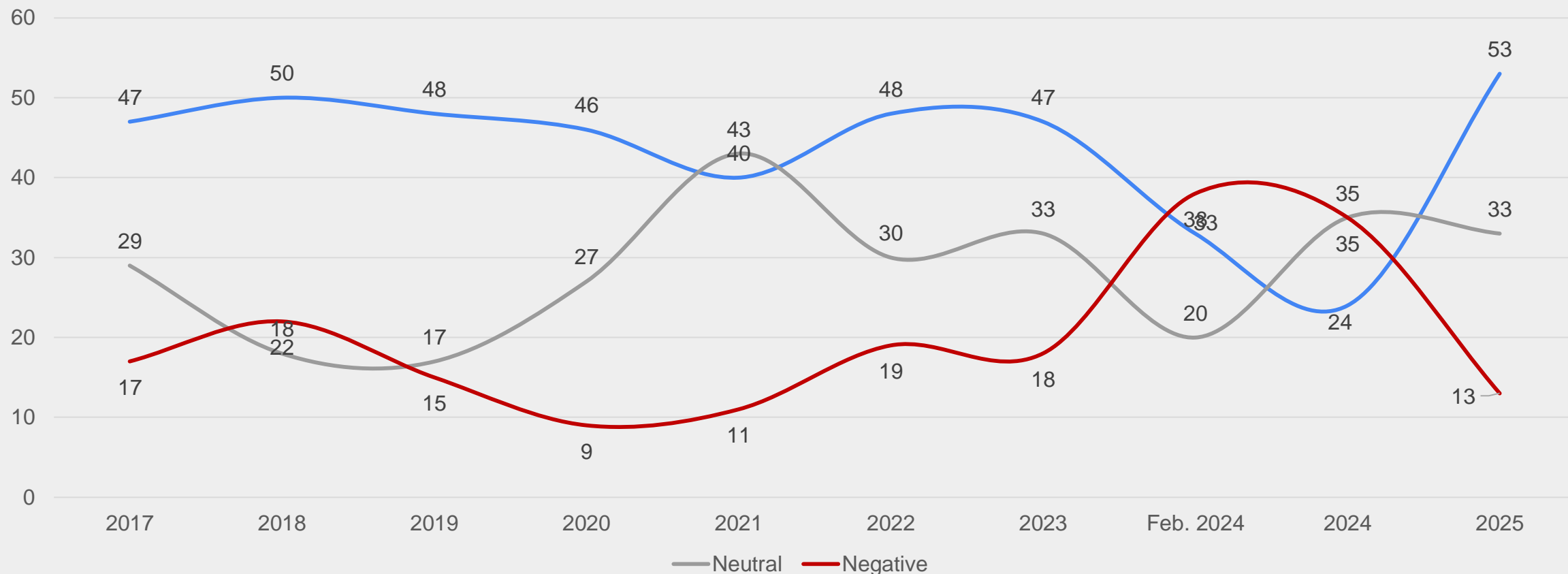


Slight decrease in
subjective knowledge of
the EU (- 4 pts from 2024)

5/10

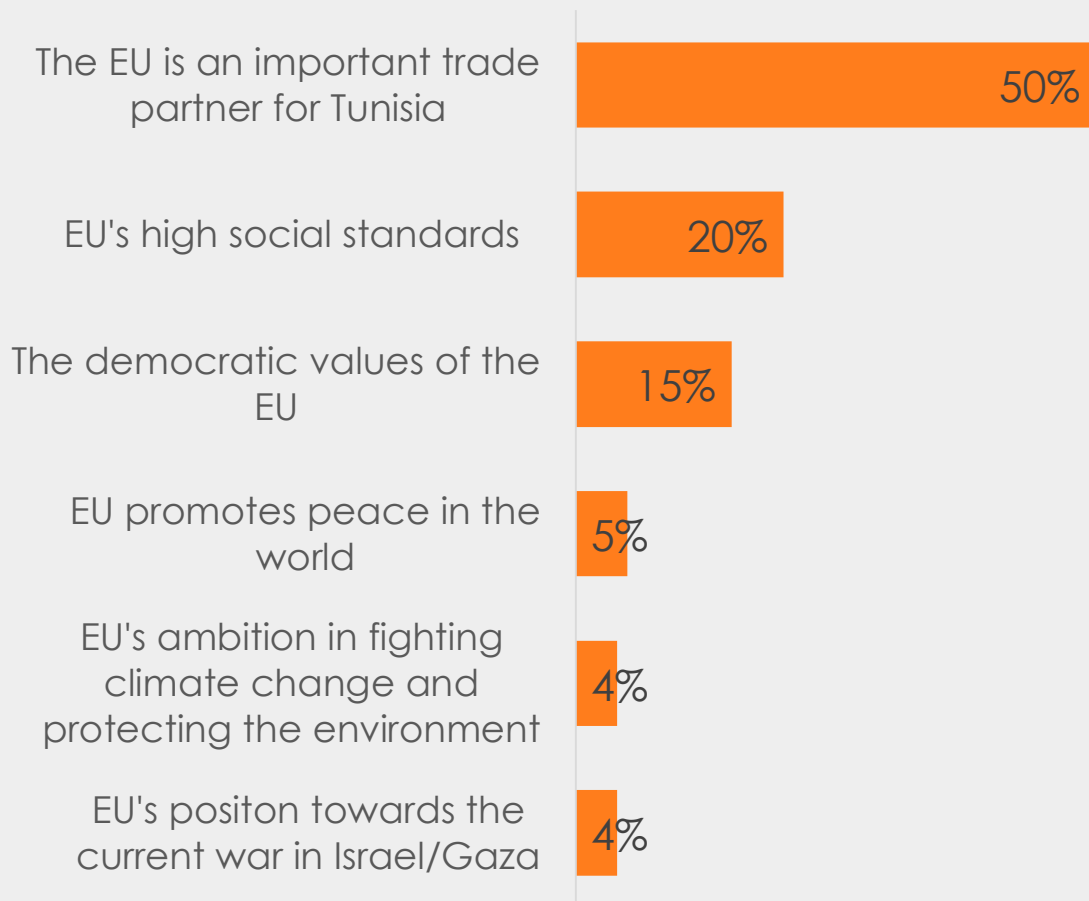
Around 5 respondents
out of 10 believes that
they know what the EU
is all about.

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

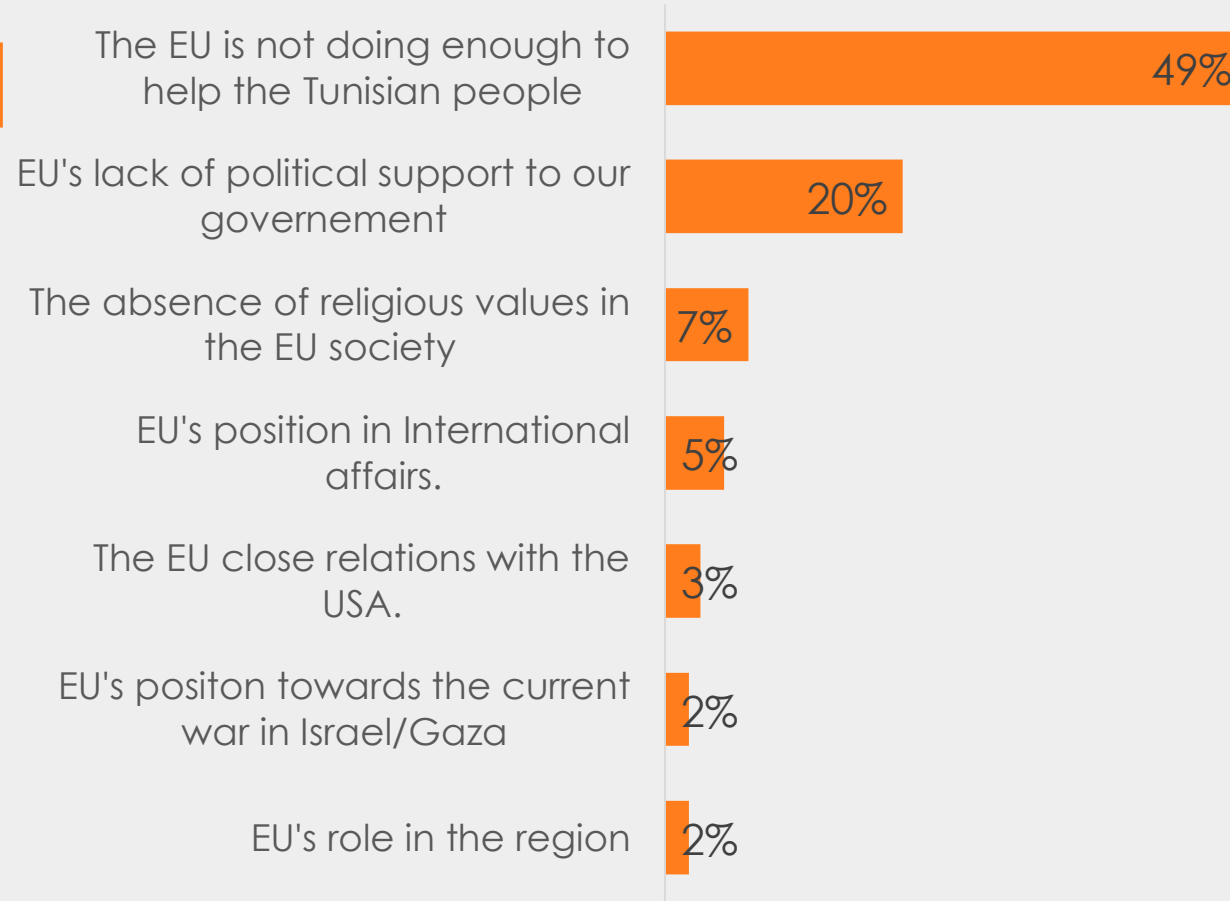


“Positive” image of the EU highest, back to levels measured before 7th October events
Negative perceptions are at their lowest since 2022

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*

62%



*The EU should
decrease its
involvement in
this region*

8%



*The EU should
maintain its
current
approach*

27%



Don't know

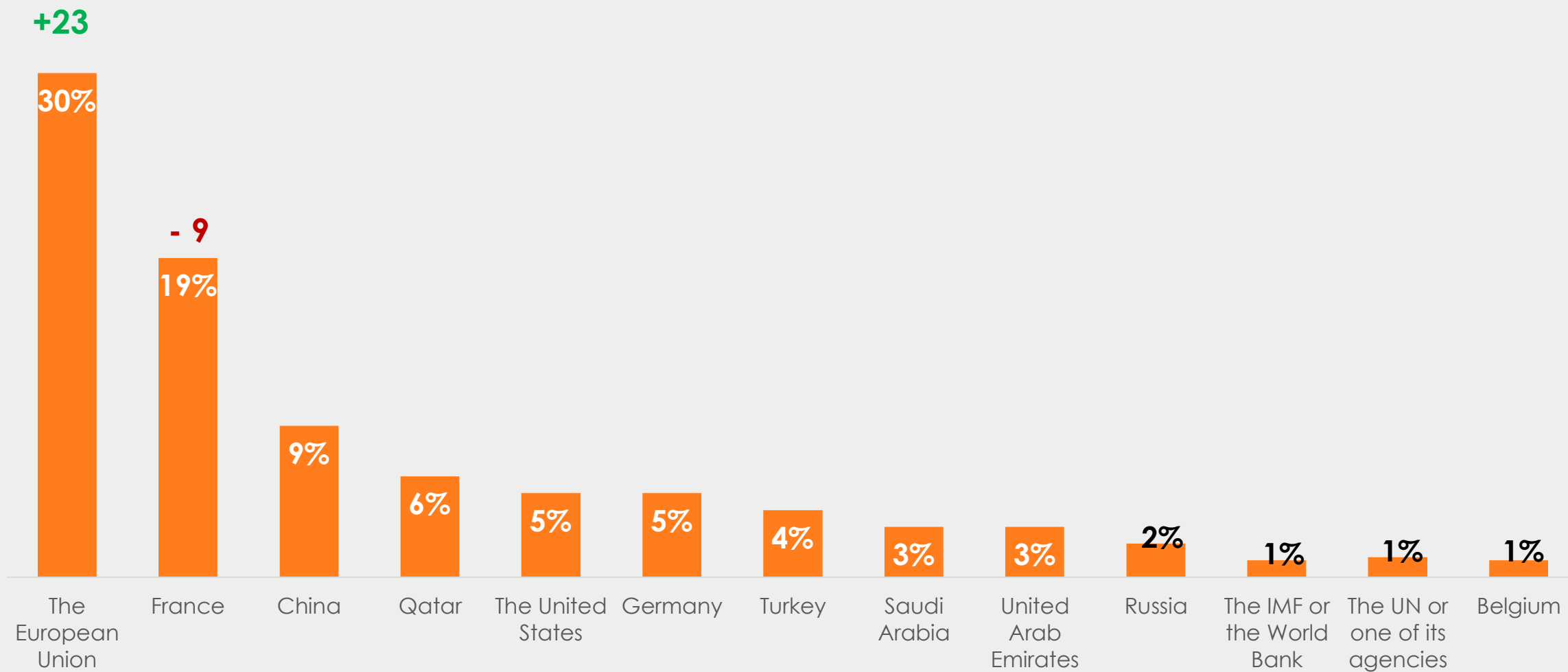
3%



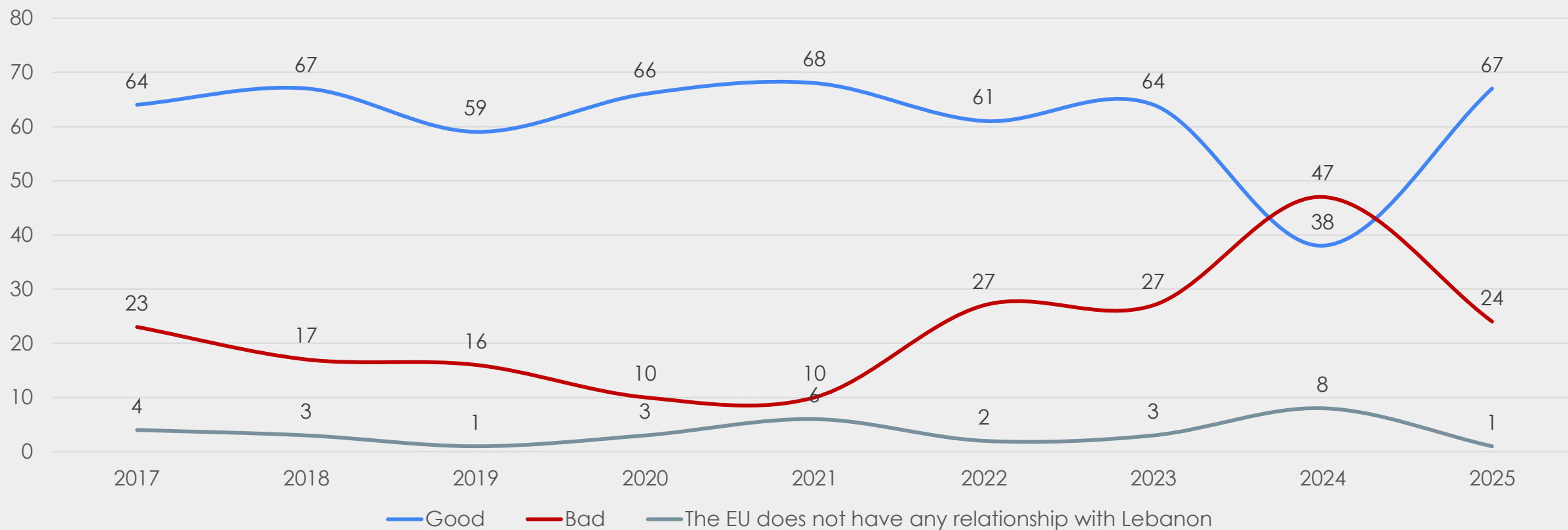


EU NEIGHBOURS
south

Perceived Closest Partner to Tunisia

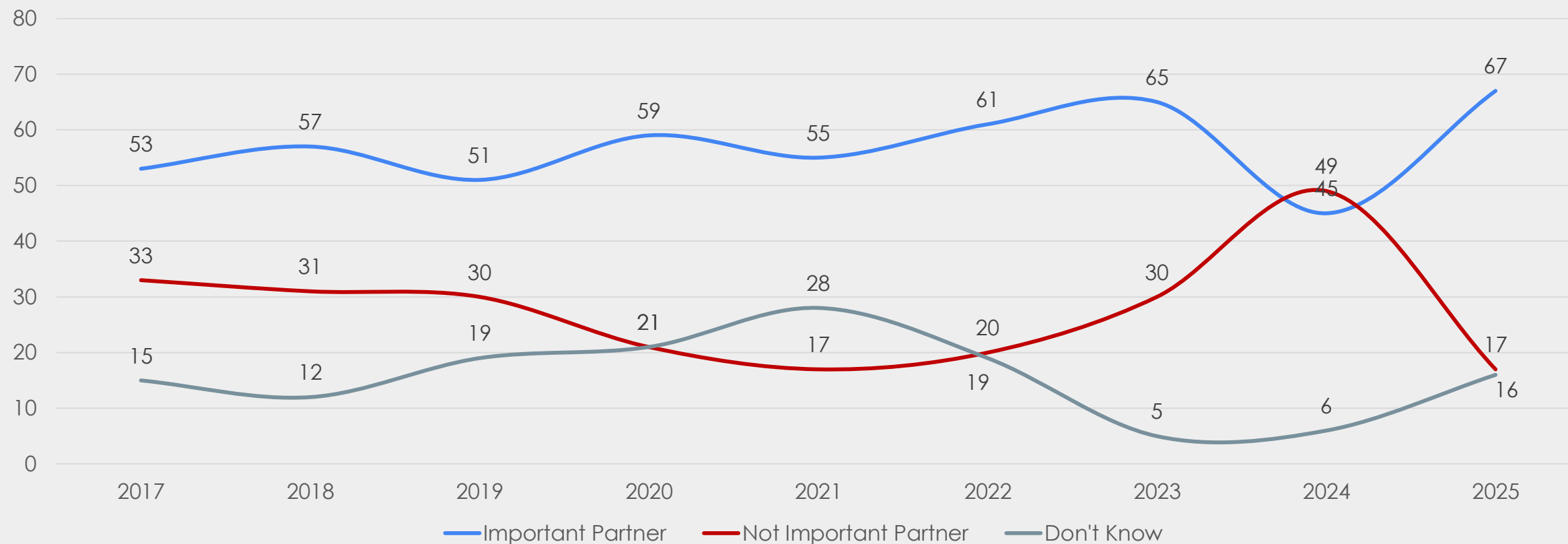


Would you describe the European Union's relation with Tunisia as very good, fairly good, fairly bad or very bad?



Important increase in positive views on the relation between the EU and Tunisia

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



Highest perceptions of importance of EU's partnership with Tunisia