



EU NEIGHBOURS  
south

# OPINION POLL FINDINGS AND ANALYSIS FOR THE SOUTHERN NEIGHBOURHOOD COUNTRIES





## Table of Content

Methodology	3
1. Key Findings	5
» 1.1. Knowledge and Perceptions of the EU	5
» 1.2. Values of the EU	5
» 1.3. Relationship with the European Union	6
» 1.4. Information about the European Union	7
» 1.5. Personal Life in general	7
2. Knowledge and Perceptions of the European Union	8
» 2.1. Knowledge of the European Union	8
» 2.2 Perceived Image of the European Union	11
» 2.3 Values that exemplify the European Union	14
» 2.4 Relation with the European Union	15
» 2.5 Awareness of EU Cooperation	17
» 2.6 Effectiveness of the EU's Support	17
» 2.7 Most beneficial Areas of EU Support	19
» 2.8 Areas where the EU could be more engaged or less engaged	20
» 2.9 The EU's Impact on Development	22
» 2.10 Importance of the EU's Partnership	24
» 2.11 Trust in Institutions	27
» 2.12 Leading Donors for Country Support	28
» 2.13 Impact of the War in Ukraine on Perceptions of the EU	29
3. Information on the European Union	30
» 3.1 General Media Landscape	30
» 3.2 Sources of Information about the EU	30
» 3.3 EU Communication Campaign Awareness	31
» 3.4 EU Initiative Awareness	33
» 3.5 Impact of Communications on Perceptions of the EU	34
4. Citizens Mood	35
» 4.1 Life Satisfaction	35
» 4.2 Issues facing the Country	37



## 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 national level. The survey also gauges the population's 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 Egypt, 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) to find information about the EU

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 Egypt 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)



Gender	
Male	48 %
Female	52 %
Age	
15 – 24 years	21 %
25 – 39 years	39 %
40 – 54 years	27 %
55 – 64 years	11 %
65+ years	1 %
Education	
Still studying	15 %
No education	14 %
15 years or less	25 %
16 – 19 years	32 %
20 years and more	14 %
Occupation	
White Collar, Manager	1 %
Employee	13 %
Self employed	16 %
Manual worker	11 %
Not occupied	58 %
Type of locality	
Rural area or village	43 %
Small/middle size town	23 %
Large town	34 %

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

Respondents in Egypt were interviewed by telephone, using fixed lines and mobile. In total, 2006 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.

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

**Respondents have a low perceived and factual knowledge of the EU.**

**The EU produces mostly a neutral image, but there is a greater number of respondents with a positive view of the EU than with a negative one.**

**The EU is mainly associated with peace promotion in the world by those who have a positive view of it.**

- » There has been a significant increase in the proportion of respondents who believe they know what the EU is all about in 2022 (+9 pts). Although this proportion remains low (28%), it suggests an overall better general level of knowledge of the EU amongst most of the Egyptian population.
- » The level of education and area of residence seem to weight on the positive sentiment towards the EU. A clear correlation can also be drawn between positive sentiment towards the EU and level of self-stated knowledge. It highlights the positive impact of increasing general awareness on the EU on the sentiment towards it.
- » The survey highlighted low levels of subjective knowledge that are confirmed by the responses to factual questions about the EU presented in the survey. Indeed, one third answered all the questions incorrectly with an average of only 1.4 correct answers out of a possible six.
- » There has been an increase in the proportion of Egyptian respondents who have a positive image of the EU (26% compared to 22% in 2021), while the proportion expressing a negative sentiment has remained constant at around 1 in 10 respondents.
- » One third of those who felt the EU had a positive image link it to EU peace promotion in the world (31%). This result shows a perception of the EU as a global peacekeeper
- » Around 22% who expressed a negative image did so because of the close relationship between the EU and the US. A similar proportion (21%) cited the absence of religious values in EU society or mentioned the lack of political support from the EU to the Egyptian government (19%).

### 1.2. Values of the EU

- » Respondents in Egypt associated the EU primarily with the following values:
  - Equality, gender equality (48%),
  - Human rights (47%),
  - Democracy (45%),
  - Peace and security (43%), and
  - Economic prosperity (43%).
- » In contrast, they were least likely to see the European Union as representative of the values of media freedom (37%), religious and individual freedom, tolerance, and respect for other cultures (36%) and solidarity (33%).
- » There has been an increase in the level of agreement for all values since the 2021 survey except for solidarity which has fallen by - 3 ppt.



### 1.3. Relationship with the European Union

- » 39% respondents in Egypt believe that the European Union has a good relationship with their country, an increase of + 3 ppt compared to 2021 (36%).
- » Only around 1 in 10 (9%) feel that this relationship is poor – a proportion which remains constant since the 2021 survey.
- » The level of awareness in Egypt for almost all the cooperation programs presented to respondents has increased, except for social protection (- 5 ppt to 18%) and human rights which, with 4%, the program with the lowest level of public awareness.
- » As in the 2021 survey, the highest level of awareness is seen for health programs with 36% claiming to have heard of it (+ 4 ppt compared to 2021).
- » Personal participation in cooperation programs (in any capacity) remains extremely low.
- » Almost half of respondents in Egypt think that support from the EU to their country is effective: 37% believe it to be fairly effective and 11% find it very effective. This represents an increase since 2021 when 43% considered EU support to be effective.
- » The top five areas where respondents think that Egypt has benefited the most from current EU policies remain the same, apart from humanitarian aid which has fallen slightly to be replaced by infrastructure. There have been increases in perceived benefit from EU support across most areas:
  - Tourism (23%),
  - Health (21%),
  - Trade and investment (19%),
  - Infrastructure development (19%) and
  - Gender equality (19%).
- » As observed in the 2021 survey, tourism, trade and investment and gender equality remain the priority areas for increased EU engagement for Egyptian respondents – mentioned by at least a third of those interviewed in 2022.
- » Respondents were more likely to favour less engagement from the EU across almost all the areas presented or perceived it as something that should be dealt with nationally. The areas seeing the largest increases in the proportion who desired less EU involvement were decent employment and economic development.
- » In Egypt, almost half (46%) of respondents said that the European Union has a positive impact on the development of their country, with 1 in 10 believing that it has a “very” positive impact. 10% said that the impact has been negative and there has been a sharp increase in the proportion who do not feel that the EU has any impact, either positive or negative, which has risen to 14% from 3% in the previous survey.
- » Around 4 in 10 respondents believe the EU is an important partner of their country. Almost 1 in 5 said that the EU was a very important partner and 24% a rather important partner. This is largely in line with the findings from the 2021 survey.
- » 10% of the respondents consider the EU as the closest partner to Egypt, and 7% mention the US. However, as in the 2021 survey, the UAE is most likely to be described as the closest international partner to Egypt (16%).
- » Almost one third of respondents trust the EU (30%), compared to 39% who trust the Arab League. However, this still represents a considerable increase from the 23% who trusted the EU in 2021.
- » The UAE is seen as the leading donor of support to Egypt, mentioned by 16%. The EU is second most likely to be mentioned (10%), together with the IMF and World Bank at 10%.
- » The EU response to the war in Ukraine has not changed the views of almost half of those surveyed in Egypt (with 10% saying it did not change their perceptions and 38% answering don't know).



However, where it has impacted perceptions, it is more likely to be negatively (31%) than positively (21%).

#### 1.4. Information about the European Union

- » Respondents are most likely to either watch television (18%) or use online social networks (16%) to find information about the EU, its policies, and institutions. However, 37% say that they are never looking for such information or are not interested in finding information about the European Union.
- » Official EU channels as a source of information on the EU are mentioned by only a small minority.
- » Only 14% respondents declared that they had seen or heard anything about the EU in the last 12 months. A large majority (74%) said they have not seen or heard anything while 12% answered “don’t know”.
- » The EU Climate Campaign was mentioned by 33% amongst those who had seen or heard anything about the EU in general.
- » Over a third of respondents (35%) claimed to be aware or know something about the #StandWithUkraine initiative.
- » While spontaneous awareness of EU communications is limited, the impact on overall perceptions of the EU was much more likely to be positive (36%) than negative (17%) where respondents had read or seen something about the EU.

#### 1.5. Personal Life in general

- » The proportion of those who feel generally satisfied with their life in Egypt has not changed since 2021 with around half describing themselves as very or fairly satisfied (49% cf. 48% in 2021). However there has been an increase in the level of dissatisfaction – 36% describe themselves as not very or not at all satisfied compared with 28% in 2021.
- » By far the most commonly mentioned issues facing Egypt in 2022 are related to livelihoods: rising prices and inflation as the prime issue (30%), followed by the economic situation (11%) and unemployment (10%).



## 2. Knowledge and Perceptions of the European Union

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

- » Egyptians’ overall image of the EU, the characteristics which they believe best represent it, and their assessment of their country’s relationship with the EU.
- » The level of awareness of the EU’s cooperation, the perceived effectiveness of the EU’s support and the areas which benefit most from this support.
- » The respondent’s perception of the EU’s impact on development in Egypt, the importance of its partnership and the level of trust they have in the EU.

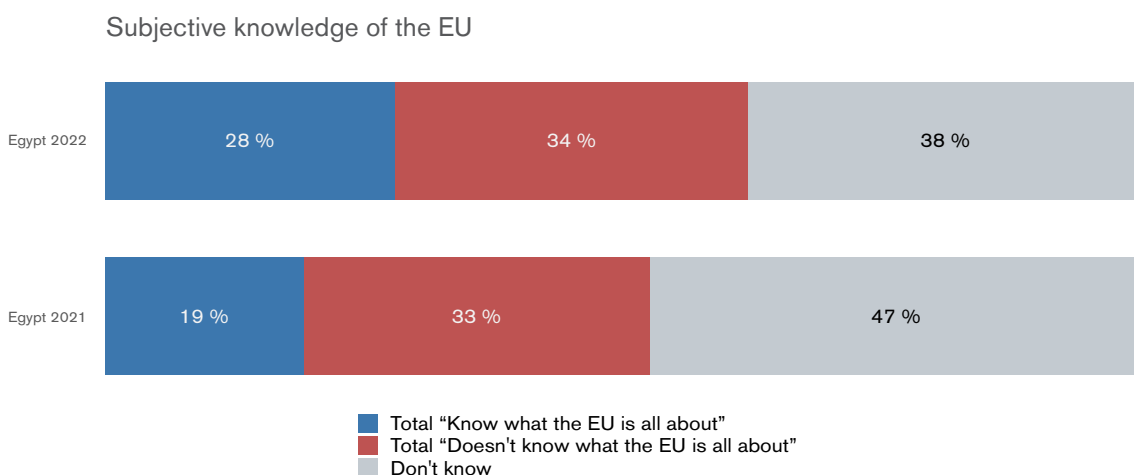
### 2.1. Knowledge of the European Union

At the beginning of the survey, respondents were asked the extent to which they feel that they know what the EU is all about.

There has been a significant increase in the proportion of respondents who believe they know what the EU is all about as it reached 28% compared to 19% in the survey conducted in 2021. This increase of +9 ppt is the effect of a greater proportion of people who felt able to answer compared to 2021. Indeed, almost half of those surveyed in Egypt in 2021 responded “don’t know” compared to around 4 in 10 in 2022.

Even amongst those who say they do not know what the EU is all about, there has been a shift with the proportion saying that they do not know “at all” decreasing by - 5 ppt (down to 18% from 23% in 2021) while the proportion who say they don’t know “that much” has increased to 16% from 10% in the previous survey.

The data suggests an overall increased general level of knowledge amongst most of the Egyptian population, even if it remains only a significant minority, 28%, who claim to “know what the EU is all about”.



While there are no clear distinctions by age or gender, there are clear differences of knowledge by level of education and areas of residence. Unsurprisingly those with a higher level of education are





most likely to know about the EU. The divide in knowledge about the EU between those living in urban and those living in rural area could possibly be explained by two factors: a lower level of education and less exposure to EU communication. Finally, the respondent's occupation base sizes are too small to draw conclusions, the data indicates that those with non-manual occupation and higher responsibilities are also more likely to feel they know all about the EU.

Base All Respondents	Egypt 2006		
	Total "Know what the EU is all about"	Total "Don't know what the EU is all about"	Don't know
<b>Total</b>	28 %	34 %	38 %
<b>Gender</b>			
Male	29 %	33 %	37 %
Female	27 %	34 %	38 %
<b>Age</b>			
15 – 24 years	29 %	37 %	35 %
25 – 39 years	32 %	34 %	34 %
40 – 54 years	27 %	31 %	41 %
55 – 64 years	17 %	33 %	50 %
65+ years	35 %	38 %	26 %
<b>Education</b>			
No education	16 %	19 %	65 %
15 years or less	18 %	35 %	46 %
16 – 19 years	38 %	42 %	20 %
20 years and more	56 %	27 %	17 %
Still studying	22 %	36 %	41 %
<b>Occupation</b>			
White Collar, Manager	60 %	25 %	15 %
Employee	35 %	38 %	27 %
Self employed	32 %	33 %	36 %
Manual worker	21 %	29 %	50 %
Not occupied	27 %	34 %	39 %
<b>Type of locality</b>			
Rural area or village	19 %	35 %	46 %
Small/ middle size town	36 %	33 %	31 %
Large town	44 %	32 %	24 %
<b>Image of the EU</b>			
Positive	52 %	35 %	13 %
Neutral	29 %	49 %	22 %
Negative	27 %	39 %	34 %
Don't know	16 %	26 %	58 %

A clear correlation can also be drawn between positive sentiment towards the EU and level of self-stated knowledge. 52% of those who have a positive image of the EU believe they know all about it compared against only 27% of those who feel negatively.

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 Egypt.
- » 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 had of the EU. In the case of Egypt, the 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. Indeed, one third of the ones claiming they don’t know what the EU is about answered all the questions incorrectly, the rest having an average of only 1.4 correct answers out of a possible six.

Base All Respondents	Egypt 2006	
	No correct answers	Average number of correct answers
<b>Total</b>		
	32 %	1,4
<b>Gender</b>		
Male	31 %	1,4
Female	33 %	1,4
<b>Age</b>		
15 – 24 years	31 %	1,5
25 – 39 years	30 %	1,5
40 – 54 years	32 %	1,4
55 – 64 years	40 %	1,1
65+ years	40 %	0,8
<b>Education</b>		
No education	46 %	0,8
15 years or less	39 %	1,0
16 – 19 years	27 %	1,7
20 years and more	12 %	2,6
Still studying	31 %	1,4
<b>Occupation</b>		
White Collar, Manager	14 %	1,8
Employee	24 %	1,7
Self employed	22 %	1,8
Manual worker	40 %	1,1
Not occupied	33 %	1,4
<b>Type of locality</b>		
Rural area or village	38 %	1,0
Small/ middle size town	30 %	1,6
Large town	20 %	2,2
<b>Image of the EU</b>		
Positive	27 %	2,2
Neutral	28 %	1,7
Negative	25 %	1,8
Don't know	48 %	0,8
<b>Respondents perceived knowledge of the EU</b>		
Total “know what the EU is all about”	12 %	2,2
Total “don't know what the EU is all about”	30 %	1,4

Those who believed they were knowledgeable about the EU were indeed more likely to answer correctly, although still only answered 2.2 correct answers on average.

The profiles of the respondents who were more likely to correctly answer these factual questions are: individuals belonging to the younger group age (15-24), those with a high level of education, non-manual occupation, living in large towns and those with a positive image of the EU.



## 2.2 Perceived Image of the European Union

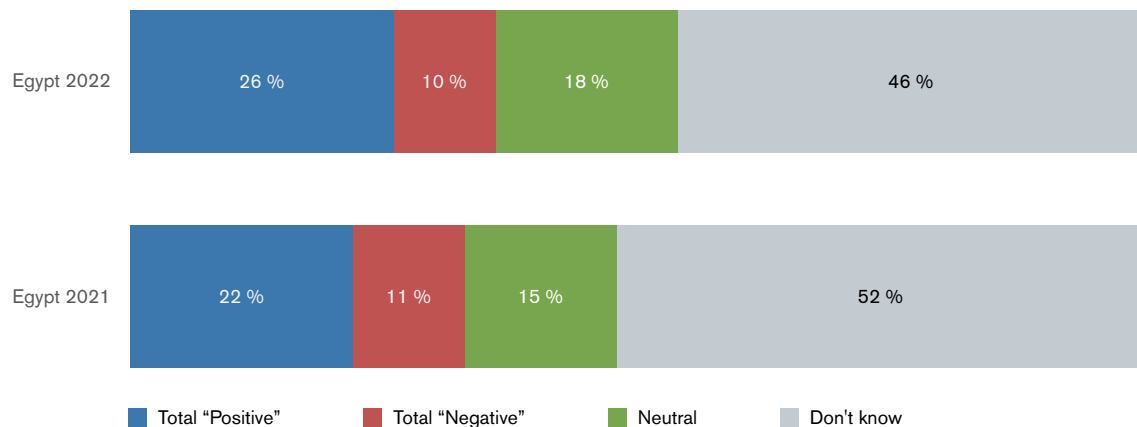
26% of respondents claim to hold a positive image of the EU (4 points more than 2022), 10% a negative one and 18% are neutral.

However, most do not have an opinion about the EU's image in Egypt. Indeed, half of those surveyed (46%) cannot say if they perceive EU positively, negatively or in a neutral way. This high proportion is possibly linked to the low level of knowledge of the EU by the population. Indeed, half of the respondents who were unable to describe their image of the EU also stated they don't know what the EU is all about.

It is worth noting that the level of "don't know" has decreased slightly compared to 2022 in favour of a positive or neutral assessment and suggests a potential to convert into positive positions with more targeted communication.

In general, the assessment of the EU image is not highly related to age or gender but mostly correlated to the level of education, the occupation, and the area of residence.

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 (2006)



Base All Respondents	Egypt 2006			
	Total "Positive"	Neutral	Total "Negative"	Don't know
Total	26 %	18 %	10 %	46 %
<b>Gender</b>				
Male	25 %	19 %	12 %	44 %
Female	26 %	18 %	8 %	48 %
<b>Age</b>				
15 – 24 years	29 %	20 %	5 %	45 %
25 – 39 years	29 %	18 %	11 %	42 %
40 – 54 years	22 %	16 %	13 %	50 %
55 – 64 years	18 %	18 %	9 %	54 %
65+ years	27 %	25 %	2 %	46 %
<b>Education</b>				
No education	6 %	10 %	7 %	77 %
15 years or less	18 %	18 %	9 %	54 %
16 – 19 years	34 %	19 %	11 %	35 %
20 years and more	51 %	17 %	16 %	15 %
Still studying	23 %	25 %	7 %	45 %
<b>Occupation</b>				
White Collar, Manager	31 %	25 %	30 %	14 %
Employee	31 %	21 %	12 %	37 %
Self employed	29 %	22 %	11 %	38 %
Manual worker	15 %	18 %	9 %	58 %
Not occupied	25 %	16 %	9 %	49 %
<b>Type of locality</b>				
Rural area or village	16 %	18 %	9 %	57 %
Small/ middle size town	29 %	20 %	8 %	43 %
Large town	44 %	18 %	14 %	25 %
<b>Respondents perceived knowledge of the EU</b>				
Total "know what the EU is all about"	48 %	19 %	10 %	25 %
Total "don't know what the EU is all about"	17 %	18 %	10 %	55 %

The socio-demographic analysis shows that around half of those with the highest level of education (51%) are positive towards the EU compared with only 6% of those with no education. There are less pronounced differences in the level of negative sentiment but instead it is the proportion answering 'don't know' which show the largest differences by educational level.

For example, 77% of those with no education answer don't know (cf. 15% of those who finished their education aged 20 or over).

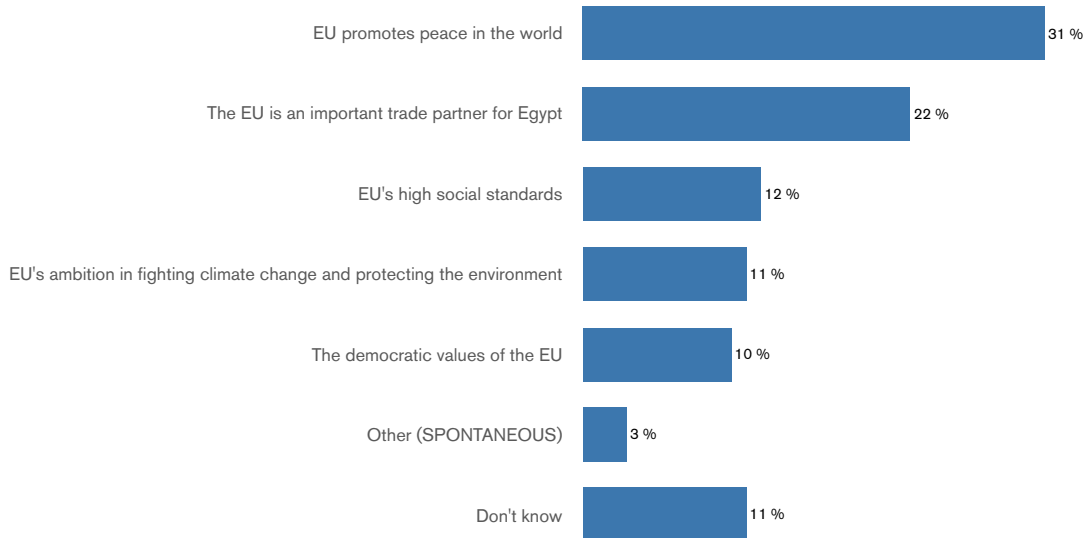
The type of occupation reflects the educational difference when comparing white collar and other non-manual workers against manual workers and those who are not employed. The area of residence is also a key driver of sentiment with those living in large towns being much more likely to have a positive image than those in rural areas (44% cf. 16%). The level of negative sentiment is consistent with the 2021 survey, with the main difference being seen in the level of don't know responses.

The same pattern is seen when analysing by self-reported knowledge of the EU: while the level of negative sentiment is no different, those who claim to be knowledgeable are much more likely to have a positive image than those who do not feel knowledgeable (48% cf. 17%).

### 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.

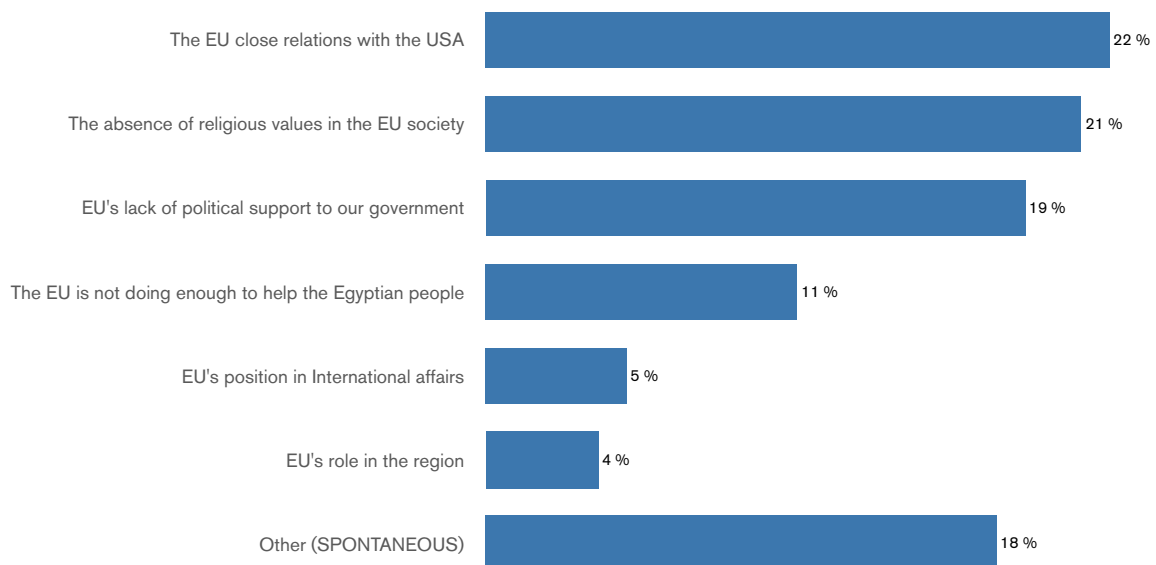
A2e. Which of the following, if any, could be the main reasons for having a positive image of the European Union?



Base: All respondents with a positive image of EU (582)

For the ones who have a positive image of the EU, 31% relate it to EU peace promotion in the world; 22% believe that the EU is an important trade partner for Egypt; 12% praise EU social standards, 11% its ambition in fighting climate change and protecting the environment and 10% its democratic values.

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 (200)

For those with a negative image of the EU, 22% cited the perceived close relationship between the EU and the US, 21% the absence of religious values in EU society, 19% the lack of political support

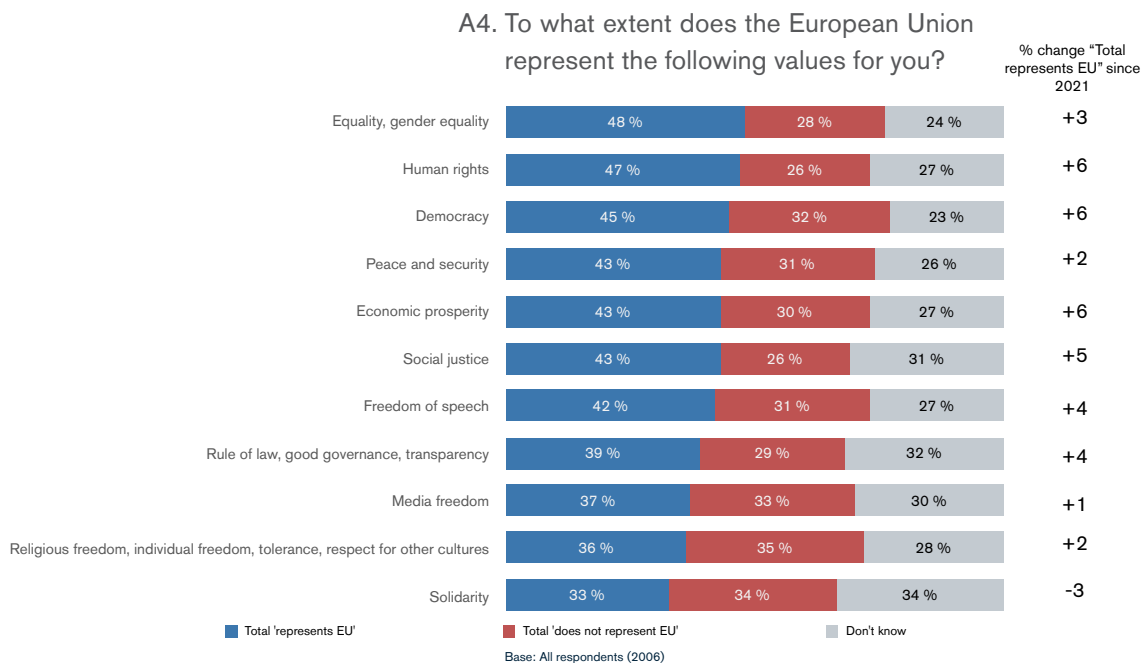


from the EU to the Egyptian government and 10% to the perceived weak EU support to the Egyptian population. Smaller proportions cited the EU’s position in international affairs (5%) or its role in the region (4%). A relatively high proportion said the negative image of the EU was for other reasons (18%), which could suggest an effect of a climbing polarisation opposing the Arab world and the Western one.

The bases sizes for this question are too small for detailed sociodemographic analysis.

### 2.3 Values that exemplify the European Union

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



For over 4 in 10 respondents, equality, gender equality (48%), human rights (47%), democracy (45%), peace and security (43%), and economic prosperity (43%) are the top five values that exemplify the European Union for Egypt. In the 2021 survey in Egypt, equality and gender equality again came first. Considering Egypt’s low record on gender equality and equality in economic participation and opportunity, it is interesting to note that this value is seen as representative of the EU by the same proportion of men (47%) and women (48%). It could be the expression of an acknowledgement of an EU societal model without necessarily meaning an adherence to it or an aspiration to approximate it. Indeed, “equality, gender equality” and assimilated themes (democratic values, high social standards) have not been placed in the top of reasons cited by the ones who hold a positive image of the EU. It is also interesting to note, given the interlinkages of the religious values and gender equality conversations in the Muslim world, that the ones with negative image have placed “The absence of religious values in the EU society” as one of the top reasons for their negative appreciation of the EU.

In general, there has been an increase in the level of acknowledgement for all values except for solidarity which has fallen by 3 points. It can be enlightening to read this result having in mind that (i) 31% of the respondents have indicated the EU response to the war in Ukraine has negatively changed their

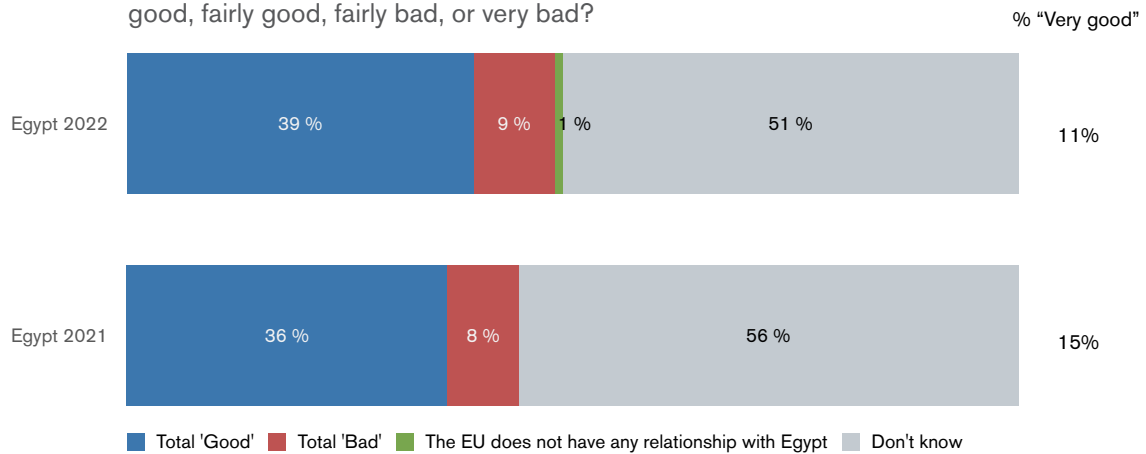


perception of the EU and (ii) the rise in public opinion of the perception that EU had demonstrated more solidarity to the Ukrainian refugees than it had with refugees from other crises, as the Syrian one.

### 2.4 Relation with the European Union

More than a third of Egyptian respondents believe that the European Union has good relations with their country, a slight increase (+ 3 ppt) since 2021. However, the proportion who describe the relationship as “very good” has seen a decrease (- 4 ppt) reaching 11% this year. However, only around 1 in 10 feel that this relationship is poor – a proportion which remains consistent with the 2021 survey.

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



Base: All respondents (2006)

The socio-demographic analysis reveals slight differences by age and gender with women and younger respondents more likely to describe the relationship between Egypt and the EU positively. As seen before, the main differentiators in sentiment tend to be educational level, area of residence, and knowledge of the EU.

60% of those who finished their education aged 20 and over consider the relationship positively compared with 16% of those with no education.

The sensitivity of the results to the area of residence is less obvious than for other questions but is still noticeable: almost half of those in large towns and in small or medium towns describe the relationship positively compared with 35% of those in rural areas.





**EU NEIGHBOURS**  
south

Base All Respondents	Egypt 2006			
	Total "Good"	Total "Bad"	No relation	Don't know
<b>Total</b>	39 %	9 %	1 %	51 %
<b>Gender</b>				
Male	38 %	9 %	1 %	52 %
Female	40 %	10 %	1 %	50 %
<b>Age</b>				
15 – 24 years	43 %	7 %	1 %	49 %
25 – 39 years	42 %	10 %	0 %	48 %
40 – 54 years	34 %	10 %	1 %	54 %
55 – 64 years	32 %	9 %	2 %	57 %
65+ years	40 %	12 %	5 %	43 %
<b>Education</b>				
No education	16 %	9 %	2 %	72 %
15 years or less	37 %	8 %	1 %	55 %
16 – 19 years	47 %	9 %	1 %	42 %
20 years and more	60 %	13 %	1 %	25 %
Still studying	38 %	7 %	1 %	55 %
<b>Occupation</b>				
White Collar, Manager	54 %	9 %	0 %	37 %
Employee	42 %	11 %	1 %	47 %
Self employed	42 %	9 %	0 %	48 %
Manual worker	29 %	9 %	2 %	60 %
Not occupied	40 %	8 %	1 %	51 %
<b>Type of locality</b>				
Rural area or village	35 %	8 %	1 %	57 %
Small/ middle size town	45 %	11 %	1 %	44 %
Large town	46 %	12 %	1 %	42 %
<b>Image of the EU</b>				
Positive	71 %	7 %	1 %	22 %
Neutral	45 %	7 %	2 %	46 %
Negative	30 %	24 %	1 %	45 %
Don't know	22 %	8 %	1 %	70 %
<b>Respondents perceived knowledge of the EU</b>				
Total "know what the EU is all about"	60 %	10 %	1 %	29 %
Total "don't know what the EU is all about"	31 %	9 %	1 %	59 %

Knowledge of the EU seems to impact positively the way respondents see the relationship between the EU and Egypt. While less pronounced than the difference observed in 2021, 60% of those who claim to know what the EU is all about see the relationship positively (75% in 2021) compared to only 31% of those who do not feel knowledgeable about the EU (26% in 2021).

This further reinforces the recurring overall observation which emerges both this year and last – the more informed citizens are, the more likely they are to appreciate the EU.



## 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 Egypt? Have you ever heard of?

	Egypt 2021	Egypt 2022	Difference since 2021
Health	32 %	36 %	+4
Education and skills	18 %	27 %	+9
Culture	20 %	26 %	+6
Support for refugees and displaced people	24 %	25 %	+1
Youth	17 %	24 %	+7
Economic reform or business and small or medium enterprises (SMEs)	15 %	23 %	+8
Agricultural and rural development	20 %	23 %	+3
Civil society	10 %	19 %	+9
Justice or police reforms	10 %	18 %	+8
Support for social protection	23 %	18 %	-5
Infrastructure development	9 %	15 %	+6
Green transition: climate resilience, energy and environment	4 %	11 %	+7
Digital transition	4 %	7 %	+3
Human rights	4 %	4 %	-
	Lowest awareness		
	Highest awareness		

As in 2021, the highest level of awareness is seen for health programs with 36% claiming to have heard of this (an increase of + 4 ppt in 2021). The recent reinforcement of Egypt's positioning as a vaccine producer and exporter and the associated increase of visibility of the health sector might have indirectly increased the awareness on the EU health programs in Egypt. It is interesting to note that the proportion of responding considering the health care system as an issue that Egypt faces has dropped from 18% in 2021 to 2% in 2022.

Encouragingly there has been an increase in the level of awareness in Egypt for almost all of the cooperation programs presented to respondents, with the exception of social protection (- 5 ppt to 18%) and human rights which remains the program with the lowest level of public awareness (4%).

When asked whether they were personally involved in an EU-funded project<sup>2</sup>, a large majority states that they have never been involved as part of any project (85% cf. 86% in 2021). Only a handful of respondents say they have either been involved as a volunteer, employee, or beneficiary (1% for each).

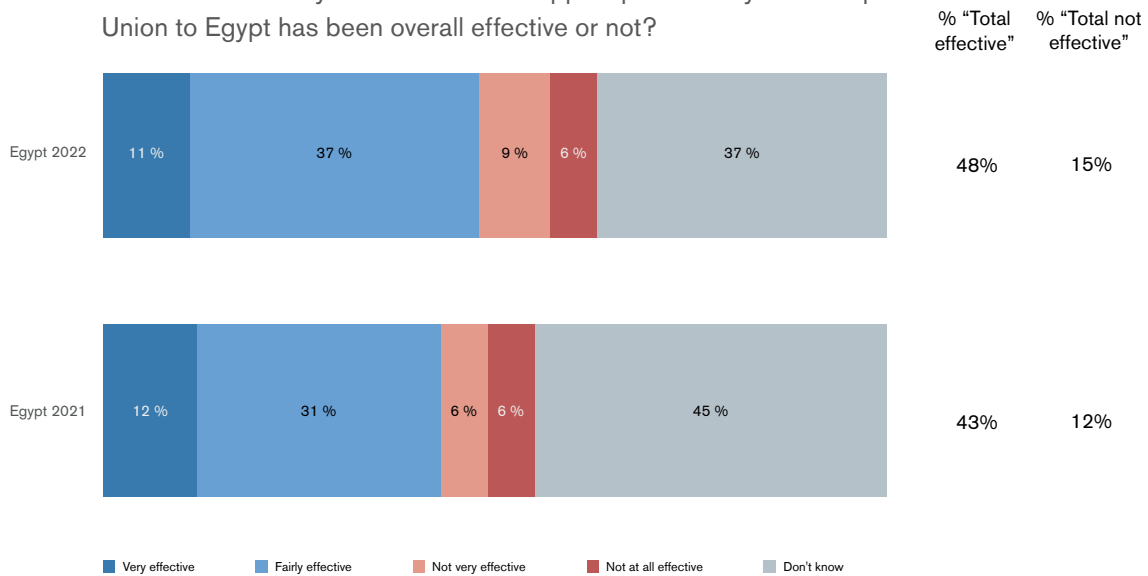
## 2.6 Effectiveness of the EU's Support

Almost half of respondents in Egypt think that support of the EU to their country is effective: 37% believe it to be fairly effective and 11% found it very effective. This represents an increase since 2021 when 43% considered EU support to be effective.

<sup>2</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.



A7. To what extent do you think that the support provided by the European Union to Egypt has been overall effective or not?



Base: All respondents (2006)

Base All Respondents	Egypt 2006		
	Total "Effective"	Total "Not effective"	Don't know
<b>Total</b>	48%	15%	37%
<b>Gender</b>			
Male	45%	14%	40%
Female	51%	14%	35%
<b>Age</b>			
15 – 24 years	53%	11%	35%
25 – 39 years	51%	15%	34%
40 – 54 years	44%	14%	42%
55 – 64 years	37%	16%	47%
65+ years	54%	21%	25%
<b>Education</b>			
No education	18%	17%	65%
15 years or less	34%	23%	43%
16 – 19 years	57%	12%	31%
20 years and more	73%	8%	20%
Still studying	69%	5%	25%
<b>Occupation</b>			
White Collar, Manager	63%	19%	17%
Employee	57%	16%	27%
Self employed	45%	17%	37%
Manual worker	32%	11%	58%
Not occupied	51%	14%	36%
<b>Type of locality</b>			
Rural area or village	39%	17%	44%
Small/ middle size town	62%	8%	30%
Large town	60%	11%	29%
<b>Image of the EU</b>			
Positive	77%	12%	12%
Neutral	57%	16%	27%
Negative	61%	24%	14%
Don't know	26%	13%	61%
<b>Respondents perceived knowledge of the EU</b>			
Total "know what the EU is all about"	65%	14%	21%
Total "don't know what the EU is all about"	41%	14%	44%

The sociodemographic analysis has shown that this subject is gender-sensitive, woman being most likely to describe EU support as effective (51% cf. 45% of men). It also highlighted that the younger and oldest respondents generally were the more positive. However, the oldest respondents, aged 65 and over, have shown more polarised opinion as only 25% stated they don't know how effective the EU support is and 21% of them assessed it as ineffective, the highest proportion in any age group. In line with most of the questions, the level of education and the positive image of the EU are positively correlated, as it is with the size of the area of residence.

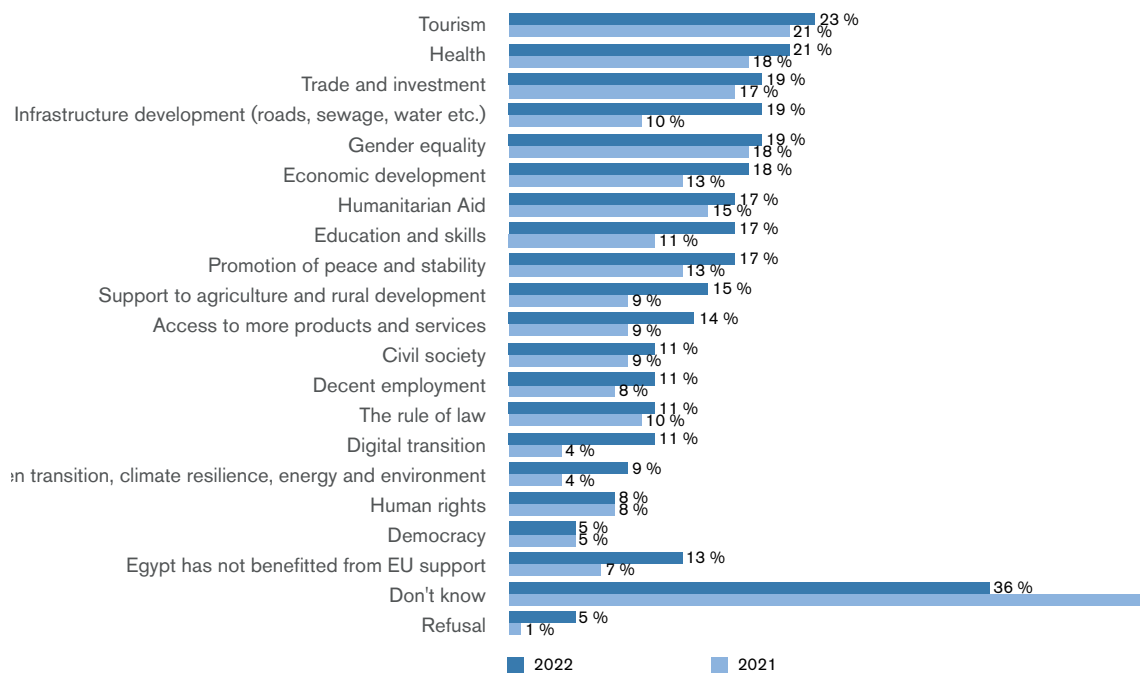
Strikingly, 61% of the ones with a negative image of the EU find its support efficient. This relation could suggest that there is a distinction between the EU as a concept and its cooperation actions on the ground.



## 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 Egypt, as in 2021, tourism and health remain the areas which are most likely to be mentioned.

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



Base: All respondents (2006)

The top five areas where respondents think that Egypt has benefited the most from current EU policies remain the same since 2022, except for humanitarian aid which has fallen slightly to be replaced by infrastructure (+9 ppt since the previous wave). Indeed, there have been increases in perceived benefit from EU support across most areas. However, this ranking doesn't reflect the priority sectors the EU is involved in Egypt.

These results could suggest several assumptions, as for example: the origins of donor-funded interventions per sector is not legible; there could be an amalgam between foreign direct investment originating from EU capitals and EU cooperation intervention.

The other point of attention is the increase in the proportion of respondents who believe Egypt has not benefited in any areas from EU support, almost doubling from 7% in 2021 to 13% this year. This increase may also reflect the decrease in the proportion, who were not able to answer this question last year, suggesting a raised awareness of EU support in general.



## 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, trade and investment and gender equality remain the priority areas for engagement for Egyptian respondents – mentioned by at least a third of those interviewed in 2022. The support for rule of law shows the greatest increase since 2021 (+10 ppt). The relatively small gap between all the areas could lead one to believe the responses were not supported by a clear opinion. They could express the existence of a group of respondents who have a general willingness for more support.

The results also suggest less support for EU engagement in decent employment, democracy and human rights which is confirmed when asked explicitly in which areas the EU should be less involved.

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

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

Egypt	2021	2022
Tourism	33 %	38 %
Trade and investment	32 %	33 %
Gender equality	29 %	33 %
Access to more products and services	28 %	30 %
Infrastructure development (roads, sewage, water, etc.)	25 %	30 %
Health	29 %	30 %
Education and skills	26 %	29 %
Promotion of peace and stability	29 %	29 %
Economic development	27 %	28 %
Humanitarian aid	28 %	28 %
Support to agriculture and rural development	23 %	26 %
Civil society	23 %	26 %
The rule of law	15 %	25 %
Digital transition	21 %	24 %
Green transition: climate resilience, energy and environment	20 %	23 %
Decent employment	21 %	23 %
Democracy	13 %	18 %
Human rights	14 %	18 %

Egypt	2021	2022
Decent employment	29 %	40 %
Economic development	27 %	38 %
Green transition: climate resilience, energy and environment	29 %	38 %
Support to agriculture and rural development	30 %	38 %
The rule of law	35 %	38 %
Human rights	41 %	38 %
Democracy	38 %	37 %
Education and skills	28 %	37 %
Civil society	27 %	37 %
Access to more products and services	25 %	36 %
Humanitarian aid	26 %	36 %
Health	26 %	36 %
Infrastructure development (roads, sewage, water, etc.)	27 %	35 %
Promotion of peace and stability	25 %	35 %
Digital transition	25 %	35 %
Gender equality	24 %	34 %
Trade and investment	23 %	33 %
Tourism	22 %	27 %

For those who desire less EU involvement, decent employment and economic development are the



EU NEIGHBOURS  
south



areas which have known the greatest increase form 2021 (both up by + 11 ppt) and rank the highest.

The relatively small gap between all the areas could lead one to believe the responses were not supported by a clear opinion. They could express the existence of a group of respondents who have a general willingness for more support.

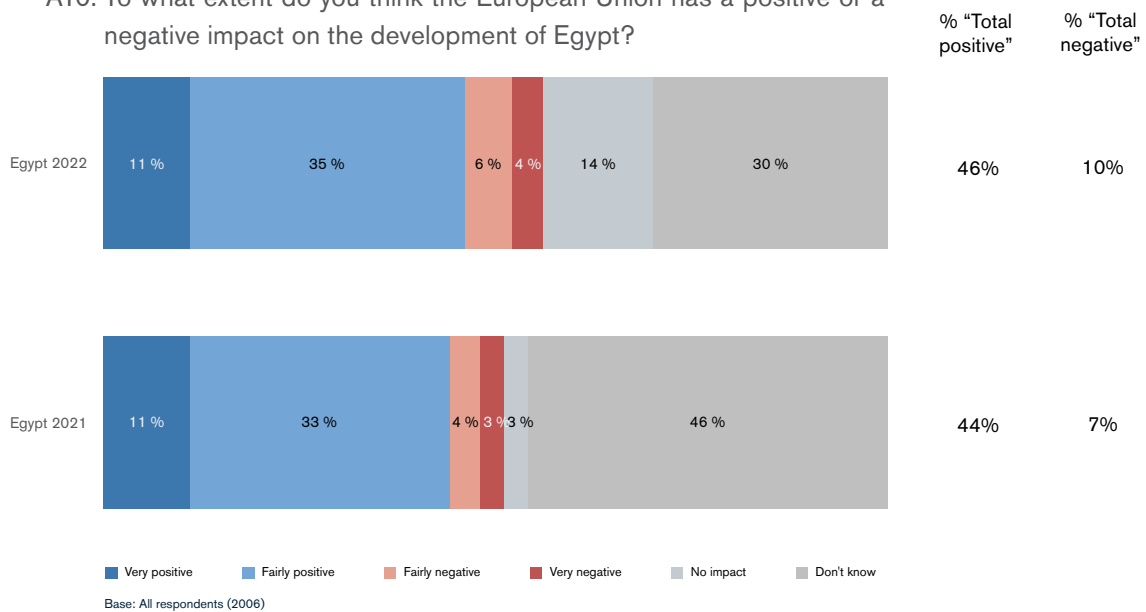
## 2.9 The EU's Impact on Development

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

In Egypt, almost half (46%) of respondents consider that the European Union has a positive impact on the development of their country (+2 ppt since 2021), with 11% believing that it has a “very” positive impact. 10% said that the impact has been negative (+ 3 ppt since 2021).

In 2022, significantly more people responded that they believe the EU had no impact on the development of the country (+11 ppt) while a decrease of -16 ppt can be observed for respondents who couldn't answer this question. These results suggest a higher level of awareness of EU activities in the country.

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



The most notable difference in the sociodemographic analysis is the level of education. The most highly educated are the most likely to consider that the EU has a positive impact on Egyptian development. Indeed, 70% of those who finished their education at 20 years or over gave a positive response versus 17% for the ones with no educational background.

There are other sociodemographic differences that can be observed, however less pronounced. Women are more likely to feel the impact of the EU has been positive, 49% cf. 43% of men while men are more likely to feel that the EU has had no impact on the country, 18% compared with 11% women. The proportions who describe it as negative, around 1 in 10, or who don't know, are similar for both sexes.

Both the youngest (15 – 24) and oldest age groups (65+) expressed the most positive views, consistent with their appreciation of the EU support's effectiveness.





Base All Respondents	Egypt 2006			
	Total "Positive"	Total "Negative"	No impact	Don't know
<b>Total</b>	46 %	10 %	14 %	30 %
<b>Gender</b>				
Male	43 %	9 %	18 %	31 %
Female	49 %	10 %	11 %	30 %
<b>Age</b>				
15 – 24 years	54 %	6 %	12 %	28 %
25 – 39 years	47 %	12 %	14 %	27 %
40 – 54 years	41 %	9 %	15 %	35 %
55 – 64 years	33 %	12 %	17 %	37 %
65+ years	63 %	6 %	14 %	17 %
<b>Education</b>				
No education	17 %	9 %	14 %	60 %
15 years or less	37 %	12 %	16 %	35 %
16 – 19 years	55 %	9 %	15 %	22 %
20 years and more	70 %	7 %	9 %	13 %
Still studying	57 %	11 %	13 %	20 %
<b>Occupation</b>				
White Collar, Manager	60 %	15 %	22 %	3 %
Employee	53 %	9 %	13 %	25 %
Self employed	47 %	8 %	16 %	29 %
Manual worker	31 %	9 %	16 %	44 %
Not occupied	47 %	10 %	13 %	30 %
<b>Type of locality</b>				
Rural area or village	37 %	11 %	15 %	38 %
Small/ middle size town	59 %	6 %	12 %	24 %
Large town	58 %	10 %	14 %	18 %
<b>Image of the EU</b>				
Positive	80 %	6 %	8 %	7 %
Neutral	60 %	12 %	13 %	15 %
Negative	38 %	23 %	33 %	7 %
Don't know	24 %	8 %	14 %	54 %
<b>Respondents perceived knowledge of the EU</b>				
Total "know what the EU is all about"	68 %	8 %	12 %	13 %
Total "don't know what the EU is all about"	37 %	11 %	15 %	37 %

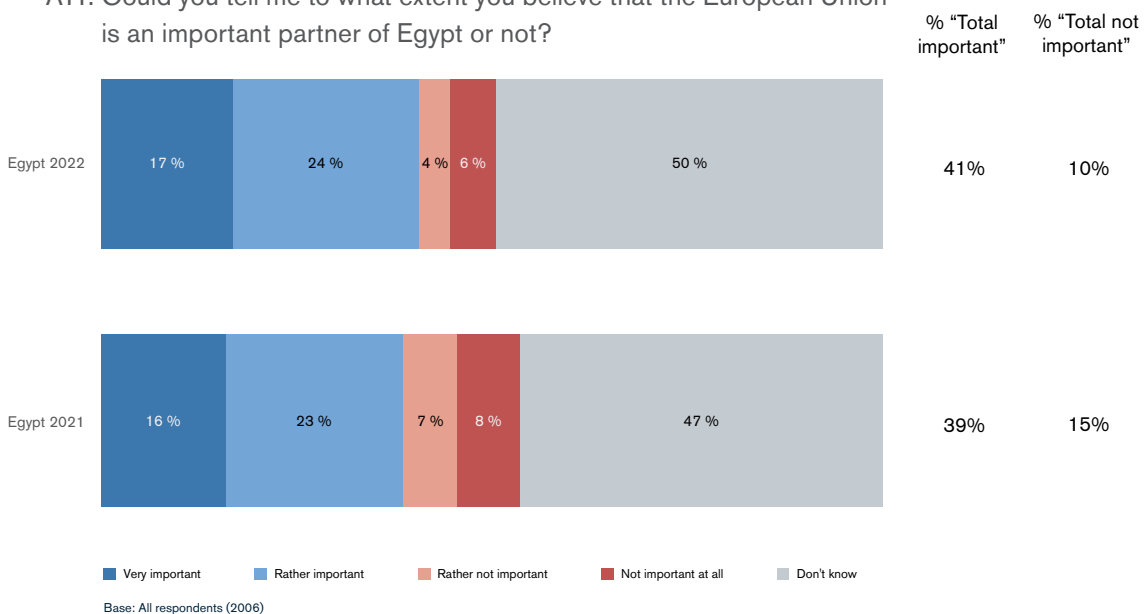
As for other questions, there are differences by area of residence - 58% of those living in large towns and 59% in small and medium sized towns describe the EU's impact as positive compared with 37% in rural areas. It is worth noting however that even in rural areas, respondents who expressed an opinion were more likely to describe the impact as positive than negative. This can be seen across all sociodemographic groups. Unsurprisingly, a positive correlation between overall image of the EU and opinions towards its impact on Egypt is observed (for example, 80% of those with a positive image also described the EU's impact as positive). However, it is still worth observing that almost 4 in 10 of those with an overall negative image of the EU believe its impact to have been positive, as also noticed for the appreciation of this group to EU support's effectiveness. Self-reported knowledge of the EU shows the same pattern – while subjective knowledge is highly correlated, and even amongst those who do not feel knowledgeable about the EU, 37% describe the impact as positive.



## 2.10 Importance of the EU's Partnership

The survey shows that 41% of respondents believe the EU is an important partner of their country (17% a very important partner and 24% a rather important partner). This is largely in line with the findings from the 2021 survey. Encouragingly since the previous survey, there has been a slight decrease in the proportion who disagree that the EU is an important partner (from 15% in 2021 to 10%). However, there has also been an increase in the proportion unable to express an opinion. One third of the ones who feel knowledgeable about the EU couldn't say if the EU is an important partner to the country, as well as 1 in 4 of the ones who hold a negative image of the institution.

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



The sociodemographic analysis shows that across all subgroups, respondents who were able to describe the partnership with EU, were more likely to describe it as important than not, even if they feel negatively about the EU overall.

This great proportion of respondents who don't know if EU is an important partner and similarly who don't know who the closest partner to Egypt is, can hypothetically reflect that it is difficult to appreciate a partner through the multiple cooperation that could fall under partnerships (political, economic, military, developmental) especially if some facets are conflicting.



Base All Respondents	Egypt 2006		
	Total "Important"	Total "Not important"	Don't know
<b>Total</b>	41 %	10 %	50 %
<b>Gender</b>			
Male	38 %	10 %	52 %
Female	43 %	10 %	47 %
<b>Age</b>			
15 – 24 years	48 %	9 %	44 %
25 – 39 years	43 %	10 %	47 %
40 – 54 years	36 %	11 %	54 %
55 – 64 years	29 %	10 %	61 %
65+ years	42 %	17 %	41 %
<b>Education</b>			
No education	15 %	2 %	82 %
15 years or less	37 %	3 %	59 %
16 – 19 years	47 %	13 %	40 %
20 years and more	50 %	22 %	28 %
Still studying	53 %	16 %	32 %
<b>Occupation</b>			
White Collar, Manager	66 %	16 %	18 %
Employee	52 %	9 %	39 %
Self employed	40 %	10 %	50 %
Manual worker	29 %	7 %	64 %
Not occupied	40 %	10 %	50 %
<b>Type of locality</b>			
Rural area or village	35 %	7 %	58 %
Small/ middle size town	46 %	13 %	41 %
Large town	48 %	16 %	36 %
<b>Image of the EU</b>			
Positive	67 %	11 %	22 %
Neutral	53 %	11 %	36 %
Negative	34 %	27 %	39 %
Don't know	22 %	6 %	72 %
<b>Respondents perceived knowledge of the EU</b>			
Total "know what the EU is all about"	59 %	12 %	29 %
Total "don't know what the EU is all about"	33 %	9 %	58 %

Those who have a positive opinion about the EU are more likely to consider its partnership with their country as important, as are those with a greater self-stated knowledge of the EU, those with the highest level of education and who are living in the largest town.

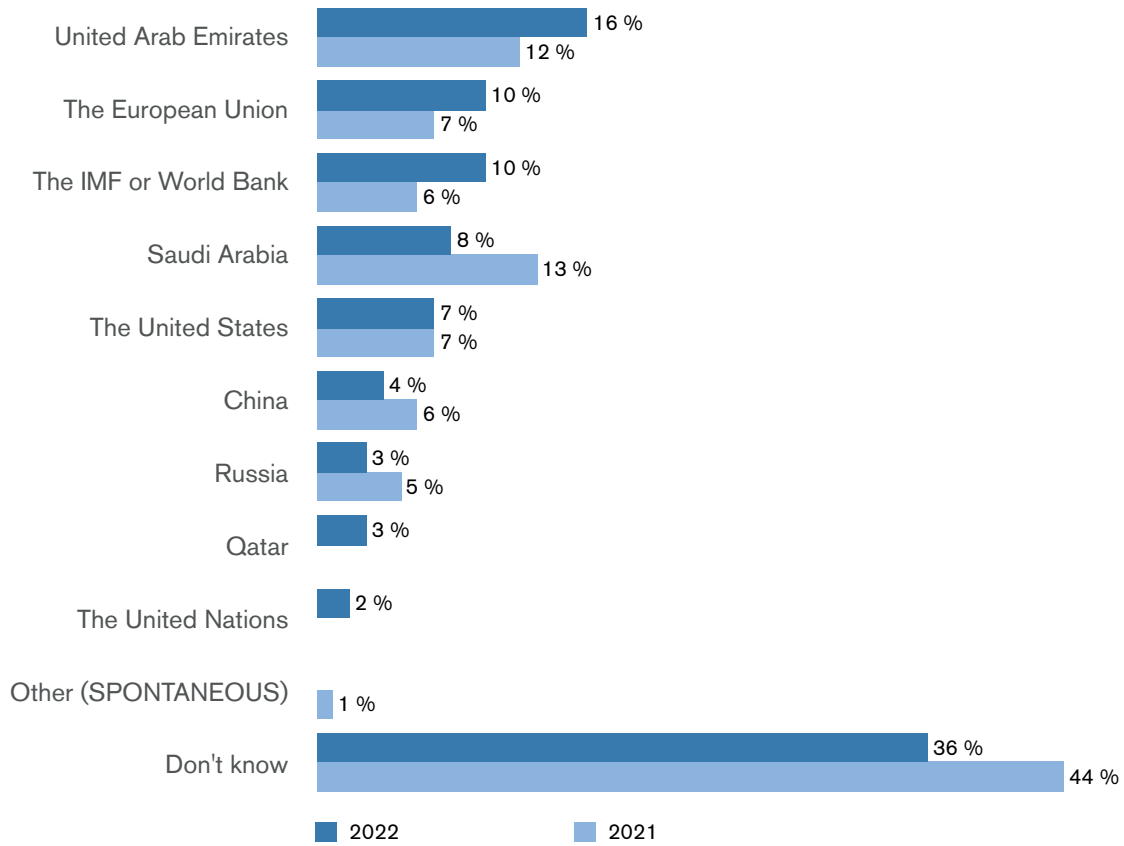
Respondents were then asked to select the closest partner to their country amongst a list of international institutions and countries.

10% of the respondents in Egypt see the European Union as the closest international partner to their country, while the United States is mentioned by 7%. The United Arab Emirates, with 16%, is most cited as the closest partner, while in 2021 this was Saudi Arabia (drop of 5 ppt in 2022).

As seen in the 2021 survey, there is a considerable level of uncertainty with over 36% respondents answering don't know.

This great proportion of respondents who don't know if EU is an important partner and similarly who don't know who the closest partner to Egypt is, can hypothetically reflect that it is difficult to appreciate a partner through the multiple cooperation that could fall under partnerships (political, economic, military, developmental) especially if some facets are conflicting.

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



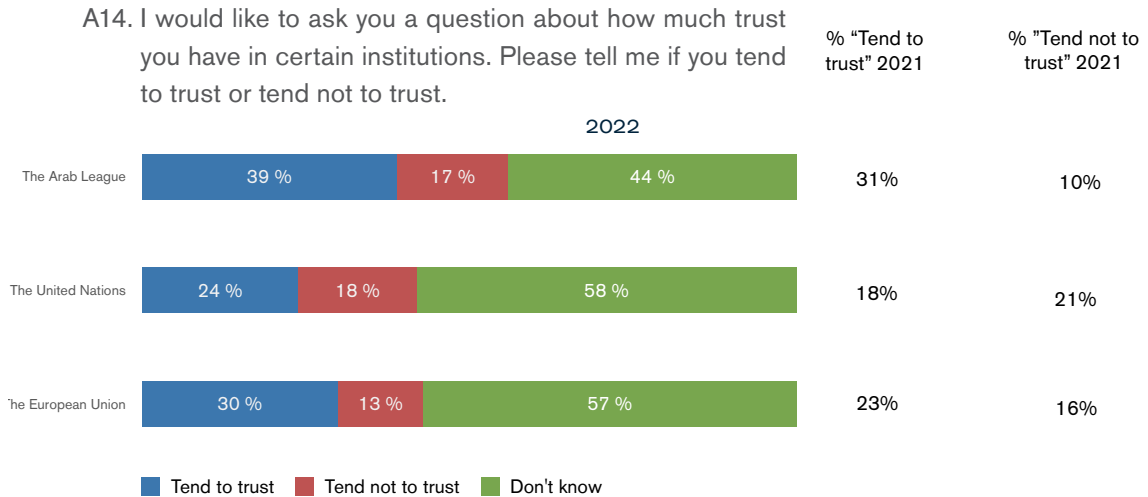
Base: All respondents (2006)

A large proportion of the respondents (36%) answered “don't know”, regardless of the sociodemographic groups. However, this level decreased since 2021.



### 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 (2006)

The first finding is that a majority of respondents don't know if they trust the EU and the UN and, in a significantly lower proportion, the Arab league.

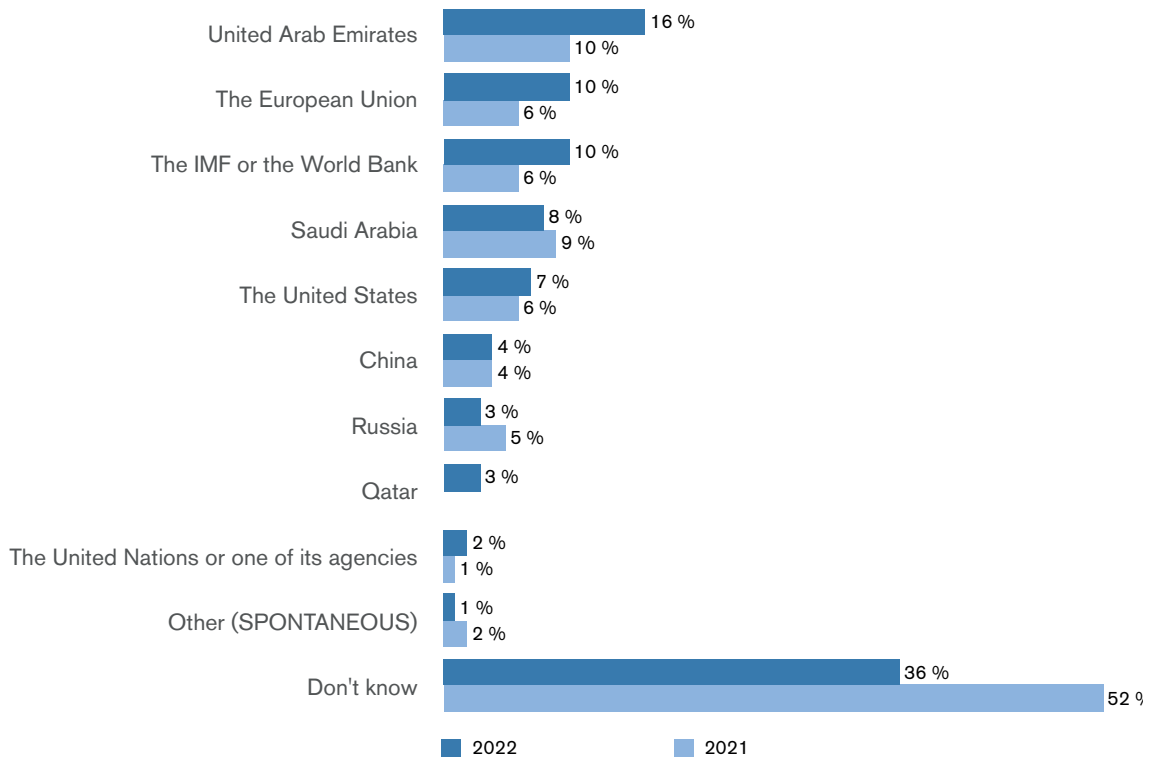
Arab league is ranked the most trusted institution (39%) among the three, followed by the European Union (30%) than the United Nations (24%). All three institutions have seen an increase in the level of trust since 2021.

The European Union has the lowest level of mistrust (13% of respondents against 18% for the UN).

### 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.

B4. In your view, which of the following international institutions or countries is the lead donor of support to Egypt?



Base: All respondents (2006)

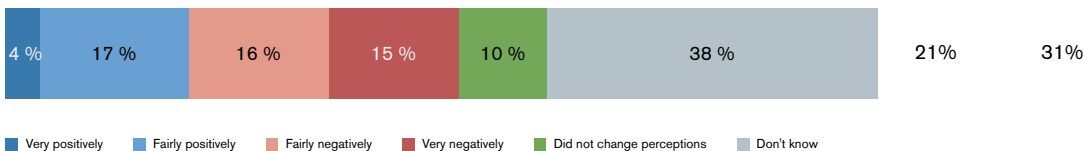
The results are almost identical to the question “what is the closest partner to Egypt?”, with The United Arab Emirates mentioned first, by 16% of the respondents. The EU is the second most likely to be mentioned as the lead donor (10% cf. 6% in 2021) followed by the IMF/World Bank (10%), Saudi Arabia (8%) and the United States (7%).



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

The 2022 edition of the 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 around half of respondents, the EU's response to the war had either no impact (10%) on their perception or they could not answer either way (38% answered "don't know"). Where respondents' perceptions had changed, it was more likely to be negatively (31%) than positively (21%). For 15% of respondents in Egypt, the EU's response was described as having a "very" negative effect on perceptions.

A16A. Has the EU's response to the war in Ukraine changed your perceptions of the EU? % "Total positively" % "Total negatively"



Base: All respondents (2006)

Base All Respondents	Egypt 2006			
	Total "positively"	Total "negatively"	Did not change perceptions	Don't know
Total	21%	31%	10%	38%
<b>Gender</b>				
Male	19%	34%	10%	37%
Female	24%	28%	10%	38%
<b>Age</b>				
15 – 24 years	28%	26%	9%	38%
25 – 39 years	23%	31%	11%	34%
40 – 54 years	16%	35%	10%	40%
55 – 64 years	14%	30%	12%	43%
65+ years	25%	44%	7%	23%
<b>Education</b>				
No education	7%	22%	6%	66%
15 years or less	17%	33%	9%	40%
16 – 19 years	29%	30%	11%	30%
20 years and more	28%	38%	14%	20%
Still studying	23%	35%	11%	31%
<b>Occupation</b>				
White Collar, Manager	26%	55%	7%	12%
Employee	24%	37%	11%	29%
Self employed	23%	30%	14%	33%
Manual worker	13%	29%	6%	52%
Not occupied	22%	31%	10%	38%
<b>Type of locality</b>				
Rural area or village	17%	30%	10%	44%
Small/ middle size town	25%	31%	12%	32%
Large town	28%	35%	10%	28%
<b>Image of the EU</b>				
Positive	41%	34%	12%	13%
Neutral	25%	34%	18%	23%
Negative	13%	67%	8%	12%
Don't know	11%	22%	6%	62%
<b>Respondents perceived knowledge of the EU</b>				
Total "know what the EU is all about"	32%	33%	14%	20%
Total "don't know what the EU is all about"	17%	30%	9%	45%

Across almost all sociodemographic groups, the EU response to the war in Ukraine was more likely to have a negative impact on perceptions rather than positive. The only exception is amongst those who expressed a positive perception of the EU overall – they are the only group more likely to say that the EU response had positively influenced their opinion (41% cf. 34% who said their opinion of the EU was affected negatively).

Opinions were most likely to be affected positively amongst women (24% cf. 19% of men), younger respondents aged 15–24 (28%), respondents with a higher level of education (29% of those who finished aged 16–19, and 28% of those who finished aged 20 or over) and those in larger towns (28%). Those who feel knowledgeable about the EU were almost twice as likely to feel more positively (32% cf. 17% of those who do not feel knowledgeable).

As mentioned earlier in this report, these could have been triggered by a rising perception in the Arab world, that Europe has been more generous and welcoming with the victims of this conflict rather with the ones of other closest conflicts as the one in Syria.



### 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, CBC Sofra is the most watched channel (28%), closely followed by Nile Drama (27%). Just over on ten (13%) never watch TV.

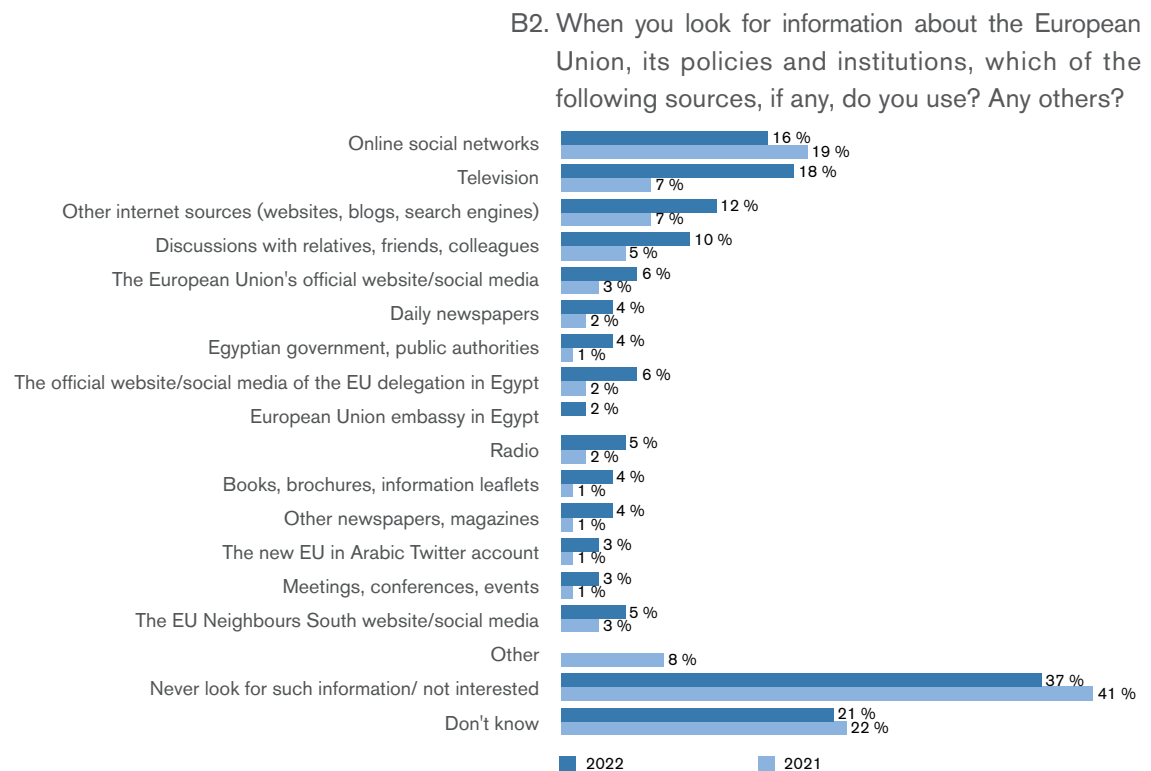
Al Quran Al kareem is by far the most listened to radio station (45%), followed by Nujoon FM (17%). Almost half (46%) do not listen to radio.

Only 20% of respondents read at least one newspaper regularly, with Al yaum al sabea (9%) most likely to be mentioned.

The most common social media used regularly are Whatsapp (80%) and Facebook (42%). 16% never use the internet.

#### 3.2 Sources of Information about the EU

In Egypt, while there have been some shifts in media usage since 2021, online social networks, television and other internet sources (such as websites, blogs and search engines) remain the three preferred choices of information about the EU.



Base: All respondents (2006)



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

It should be noted however that around 6 in 10 respondents either never look for information about the EU (37%) or had no preferred channel to do so (21%), suggesting that there is a passive consumption of 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 Egypt, including the following specific campaigns:

- » EU Climate campaign
- » 16 days of activism campaign
- » World Heritage Day campaign

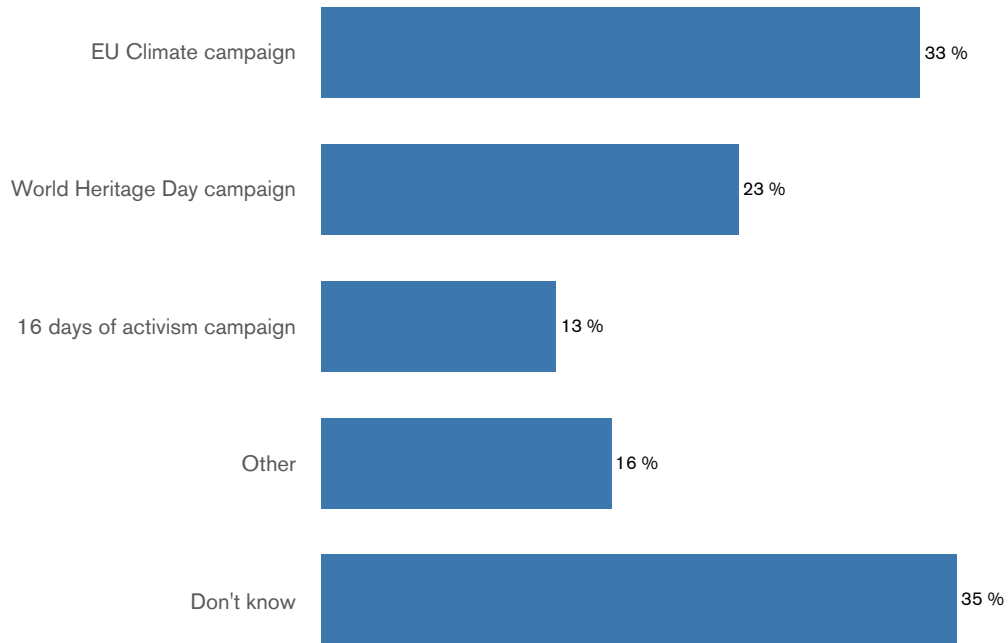
Overall, only 14% of respondents said that they had seen or heard anything about the EU in the last 12 months. Three quarters (74%) said they have not seen or heard anything while 12% answered “don’t know”.

Sociodemographic analysis shows some differences depending on the sub-groups. Men, well educated, knowledgeable or positive about the EU and living in large towns were the most likely groups to have seen or heard anything about the EU.

Base All Respondents	Egypt 2006		
	Yes	No	Don't know
<b>Total</b>	14 %	74 %	12 %
<b>Gender</b>			
Male	18 %	68 %	14 %
Female	10 %	80 %	10 %
<b>Age</b>			
15 – 24 years	13 %	74 %	12 %
25 – 39 years	15 %	75 %	10 %
40 – 54 years	14 %	72 %	14 %
55 – 64 years	10 %	76 %	14 %
65+ years	16 %	75 %	9 %
<b>Education</b>			
No education	5 %	71 %	24 %
15 years or less	12 %	76 %	12 %
16 – 19 years	15 %	73 %	12 %
20 years and more	21 %	76 %	3 %
Still studying	18 %	74 %	8 %
<b>Occupation</b>			
White Collar, Manager	35 %	62 %	3 %
Employee	21 %	69 %	10 %
Self employed	23 %	65 %	12 %
Manual worker	11 %	69 %	20 %
Not occupied	10 %	79 %	11 %
<b>Type of locality</b>			
Rural area or village	12 %	73 %	15 %
Small/ middle size town	14 %	78 %	9 %
Large town	19 %	73 %	8 %
<b>Image of the EU</b>			
Positive	28 %	69 %	3 %
Neutral	14 %	83 %	3 %
Negative	16 %	81 %	3 %
Don't know	5 %	72 %	22 %
<b>Respondents perceived knowledge of the EU</b>			
Total “know what the EU is all about”	30 %	63 %	6 %
Total “don't know what the EU is all about”	7 %	78 %	14 %

A high proportion (65%) of those who said that they had seen or heard something about the EU in the last 12 months recalled EU specific campaigns. 33% claimed to be aware of the EU’s Climate campaign, followed by 23% who said they had seen or heard something about the World Heritage Day campaign and 13% aware of the 16 days of activism campaign. A further 16% said that they were aware of a different campaign not listed in the questions. In total, 35% could not remember seeing any specific campaigns in the last 12 months.

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 (293)

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

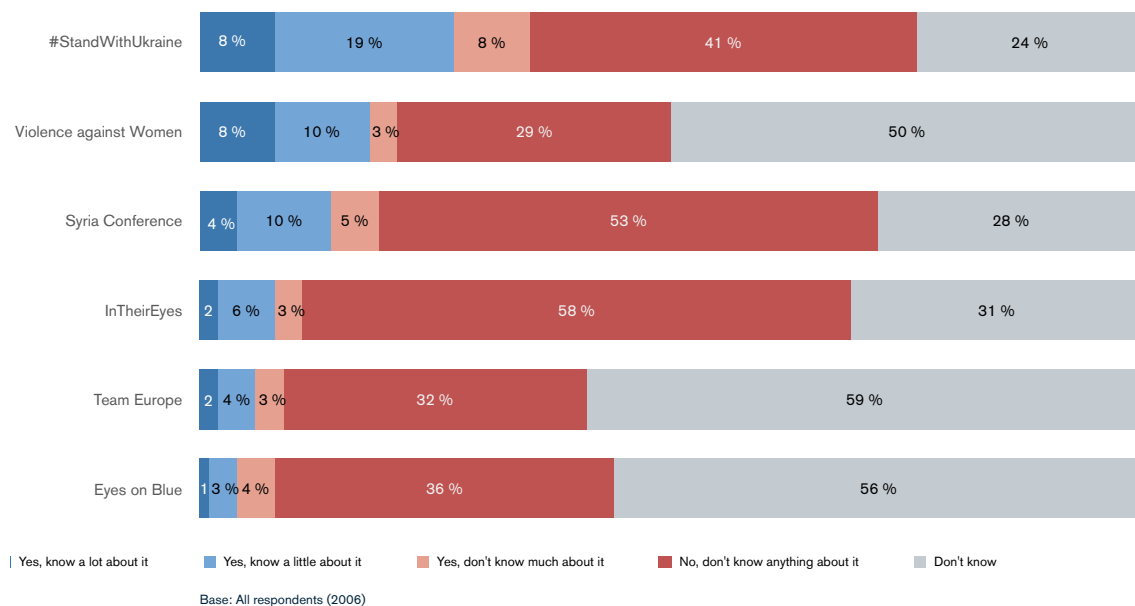
### 3.4 EU Initiative Awareness

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

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

Awareness was highest for #StandWithUkraine with around a third (35%) claiming to be aware of it, followed by Violence against Women campaign (21%) and the Syria Conference in a similar proportion (19%).

A3A. Level of knowledge of specific EU communications



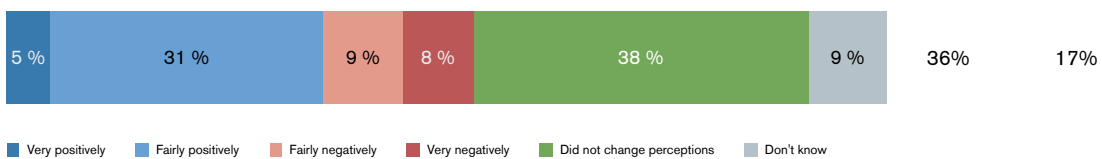
As for most previous questions, sociodemographic analysis shows positive correlation between the level of awareness and the area of residence, the knowledge of the EU and sentiment towards the EU in general. Those in large towns, who feel they know something about the EU and feel positively towards it overall tended to be the most likely to be aware of each of the initiatives.



### 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. Over a third (36%) answered that it had changed their perceptions positively, with 17% saying it had negative effect. For almost half, it either made no change (38%) or they responded “don’t know” (9%).

A3b. To what extent would you say that what you have heard, seen or read made you change your perception about the European Union? % “Total positively” % “Total negatively”



Base: All respondents who have heard or seen something about EU in last 12 months (977)

Sociodemographic analysis reveals that those aged 15 – 24 were the age group most likely to mention a positive impact (46%).

Base : All respondents who have heard or seen anything about the EU in the last 12 months		Egypt 2006			
	Total "positively"	Total "negatively"	Did not change perceptions	Don't know	
<b>Total</b>	36 %	17 %	38 %	9 %	
<b>Gender</b>					
Male	37 %	18 %	38 %	8 %	
Female	36 %	16 %	38 %	10 %	
<b>Age</b>					
15 – 24 years	46 %	8 %	33 %	12 %	
25 – 39 years	34 %	19 %	40 %	8 %	
40 – 54 years	31 %	24 %	36 %	9 %	
55 – 64 years	38 %	13 %	45 %	4 %	
65+ years	23 %	18 %	46 %	14 %	
<b>Education</b>					
No education	23 %	24 %	41 %	13 %	
15 years or less	34 %	19 %	36 %	11 %	
16 – 19 years	37 %	15 %	38 %	9 %	
20 years and more	37 %	21 %	38 %	3 %	
Still studying	42 %	11 %	38 %	9 %	
<b>Occupation</b>					
White Collar, Manager	26 %	9 %	61 %	4 %	
Employee	46 %	16 %	32 %	7 %	
Self employed	43 %	15 %	41 %	2 %	
Manual worker	21 %	30 %	35 %	14 %	
Not occupied	35 %	15 %	38 %	11 %	
<b>Type of locality</b>					
Rural area or village	32 %	18 %	40 %	10 %	
Small/ middle size town	37 %	17 %	36 %	10 %	
Large town	42 %	16 %	36 %	7 %	
<b>Image of the EU</b>					
Positive	59 %	10 %	28 %	3 %	
Neutral	29 %	15 %	51 %	6 %	
Negative	11 %	45 %	37 %	7 %	
Don't know	21 %	17 %	41 %	21 %	
<b>Respondents perceived knowledge of the EU</b>					
Total "know what the EU is all about"	46 %	14 %	36 %	4 %	
Total "don't know what the EU is all about"	29 %	19 %	40 %	13 %	

Employees (46%), those in large cities (42%) and those who feel knowledgeable about the EU (46%) were other groups more likely to be positively affected by communications they had seen or read.

However, the key differentiator is the existing sentiment towards the EU. 59% of those who already feel positive about the EU in general are the most likely to feel their perceptions had been improved by the communications on the EU they had been exposed to. This could mean one of two things: either they were already inclined to feel positively, or their positive perceptions were a direct result of the content they had seen or heard about the EU in the last 12 months.

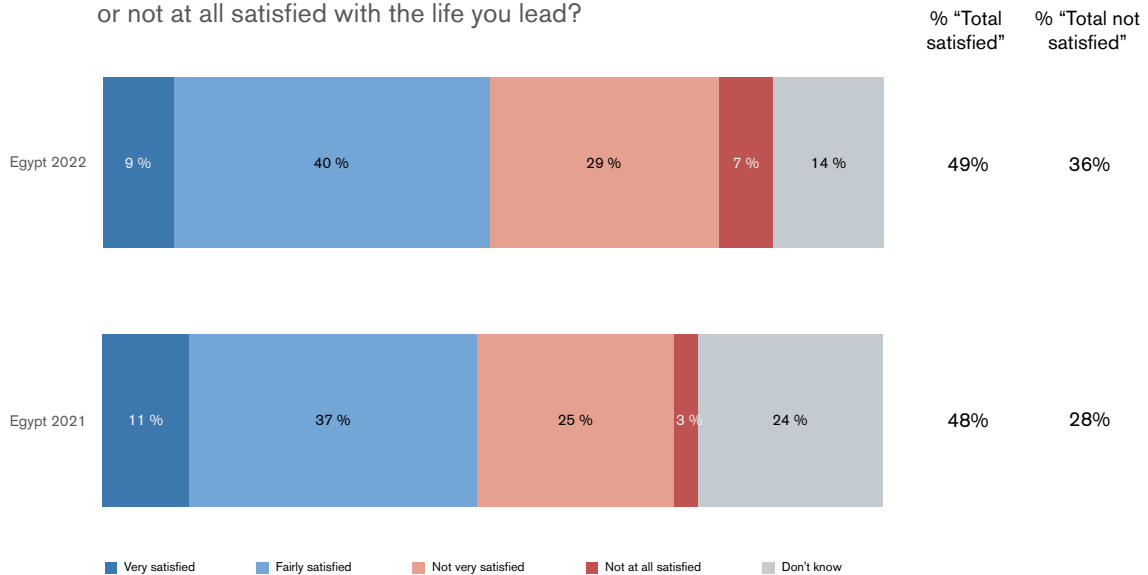
## 4. Citizens Mood

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

### 4.1 Life Satisfaction

The proportion of those who feel generally satisfied with their life in Egypt, with around half describing themselves as very or fairly satisfied, has not changed since 2021. However, the proportion being unsatisfied, 36%, has increased, with possibly reconversions from the ones who felt they didn't know as they dropped by 10 ppt since last year.

C1. On the whole, are you very satisfied, fairly satisfied, not very satisfied, or not at all satisfied with the life you lead?



Base: All respondents (2006)

The sociodemographic analysis reveals some stark differences between subgroups of the population. Age is highly correlated with life satisfaction, with the data showing a consistent deterioration in the older age groups. Level of education and occupation are also factors.

The type of locality where the respondents reside has once again an effect on the answers, with those living in large towns being by far the most likely to describe themselves as satisfied compared to those in rural areas or small and medium sized towns.



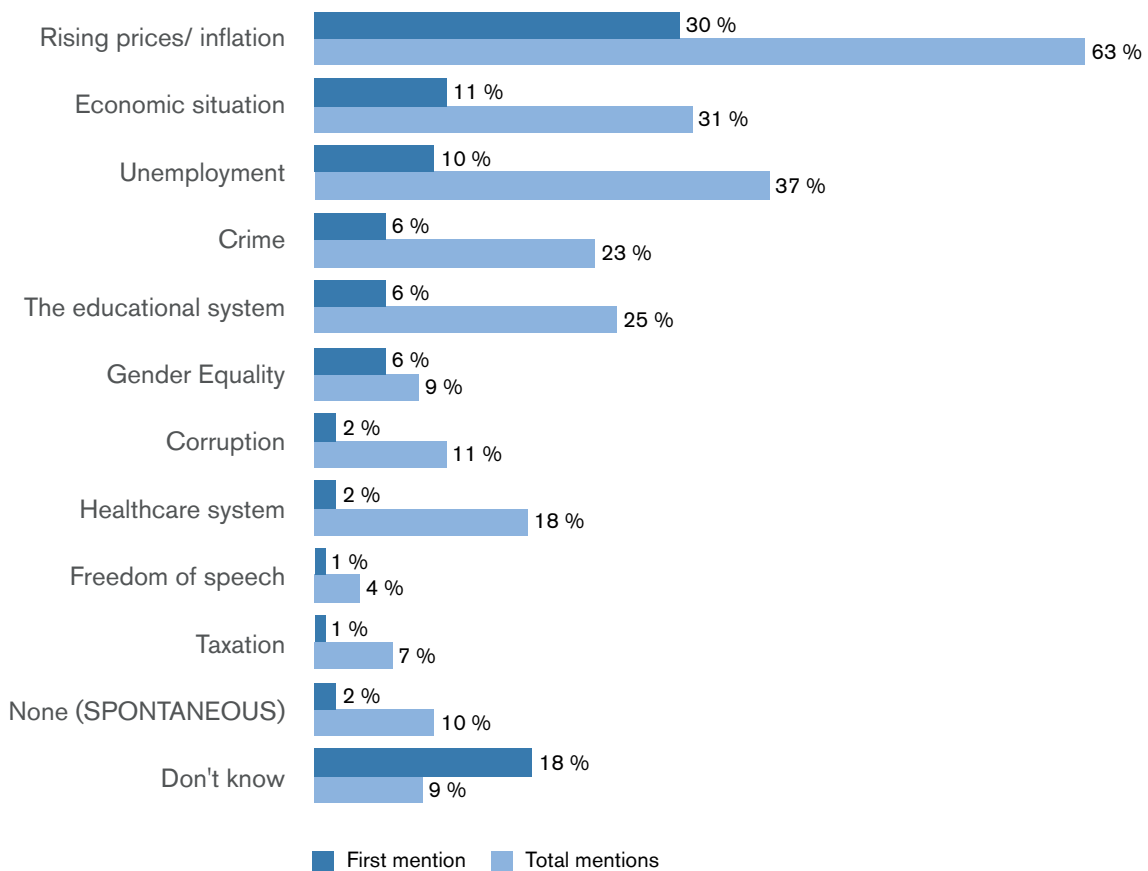
Base All Respondents	Egypt 2006		
	Total "Satisfied"	Total "Not satisfied"	Don't know
<b>Total</b>	49 %	36 %	14 %
<b>Gender</b>			
Male	46 %	39 %	15 %
Female	51 %	35 %	14 %
<b>Age</b>			
15 – 24 years	57 %	28 %	16 %
25 – 39 years	52 %	35 %	12 %
40 – 54 years	46 %	40 %	14 %
55 – 64 years	35 %	46 %	18 %
65+ years	32 %	53 %	15 %
<b>Education</b>			
No education	38 %	51 %	11 %
15 years or less	38 %	54 %	8 %
16 – 19 years	54 %	30 %	17 %
20 years and more	60 %	18 %	22 %
Still studying	63 %	17 %	19 %
<b>Occupation</b>			
White Collar, Manager	61 %	33 %	6 %
Employee	53 %	32 %	14 %
Self employed	48 %	43 %	10 %
Manual worker	40 %	37 %	23 %
Not occupied	51 %	35 %	14 %
<b>Type of locality</b>			
Rural area or village	40 %	46 %	14 %
Small/ middle size town	46 %	27 %	26 %
Large town	69 %	23 %	8 %
<b>Image of the EU</b>			
Positive	62 %	28 %	11 %
Neutral	53 %	34 %	15 %
Negative	44 %	50 %	6 %
Don't know	42 %	40 %	17 %
<b>Respondents perceived knowledge of the EU</b>			
Total "know what the EU is all about"	56 %	29 %	15 %
Total "don't know what the EU is all about"	46 %	40 %	14 %

#### 4.2 Issues facing the Country

Respondents were asked about the most important issues facing Egypt. The chart below shows the first issue mentioned by the participants and all issues mentioned by 5% of respondents or more.

Without surprise given the global trends since the start of the war in Ukraine, rising prices and inflation is mentioned as the most important issue by 30% of respondents (+ 13 ppt since last year, the largest increase in all issues). Two thirds (63%) include rising prices and inflation in the issues cited.

C2a / C2b. What do you think is the most important issue facing Egypt at the moment? Firstly? And then?



Base: All respondents (2006)

The economic situation is the next most important issue mentioned as first (11% cf. 6% in 2021) followed by unemployment (10% cf. 8% in 2021). In total, around a third of respondents mentioned these livelihood related issues as important (31% for the economic situation and 37% for employment) suggesting a certain morosity of the population and an increase of short-term concerns.

Rising prices and inflation was the main concern across all sociodemographic groups.

Other issues mentioned but less pronounced included defence and foreign affairs, rule of law, transparency, housing, migration, refugees and internal displaced people, pensions, environment, climate change and energy.