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# OPINION POLLS in Tunisia



Fieldwork 2022



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# METHODOLOGY

## Coverage



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



## Target

Representative sample of citizens  
aged 15 years and above  
1000 in each country  
(2000 in Egypt)



## Fieldwork Period

September – October 2022



## Questionnaire

Translated into French,  
Arabic & Hebrew

# KNOWLEDGE & PERCEPTION OF THE EU

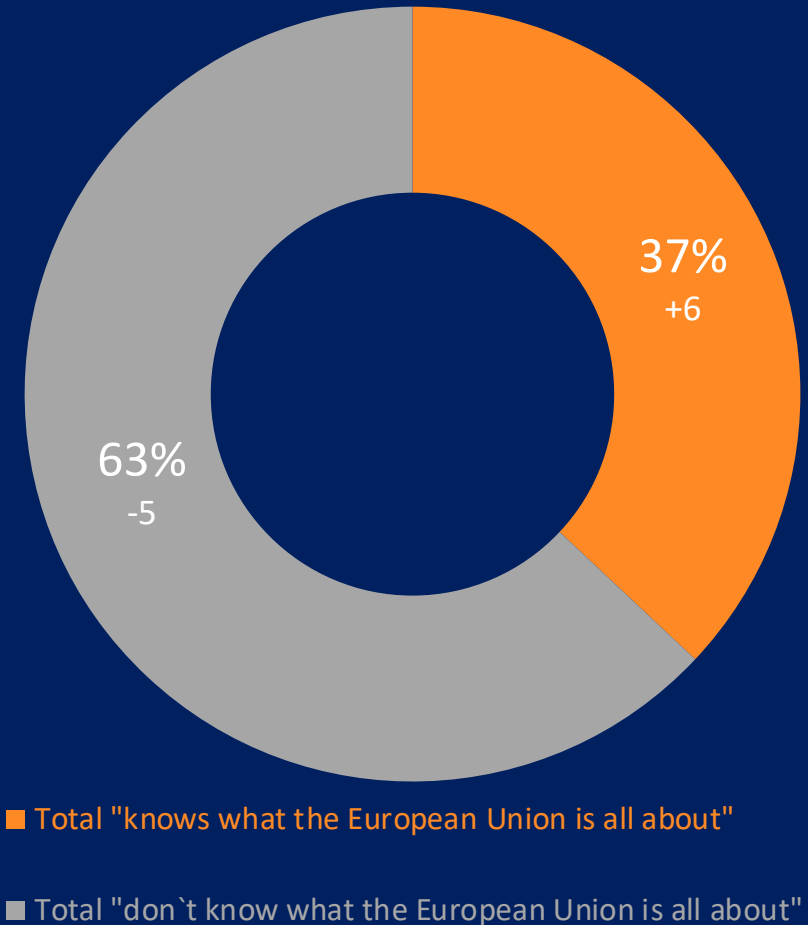


# Knowledge & Perceptions of the

## TUNISIA: Improving level of Subjective knowledge of the EU

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

Tunisia



Close to 4 respondents out of 10 believe that they know what the EU is all about.

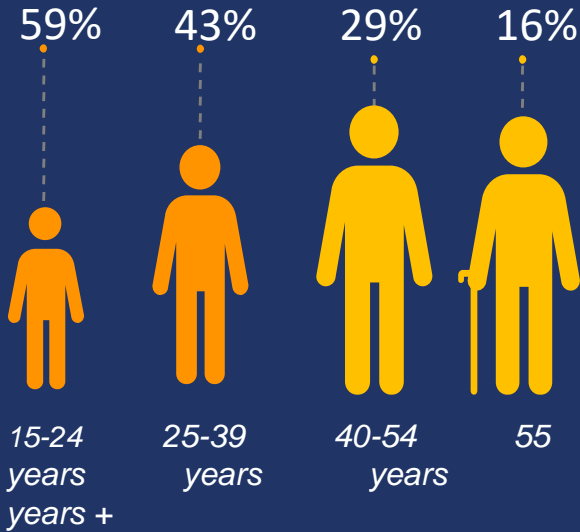


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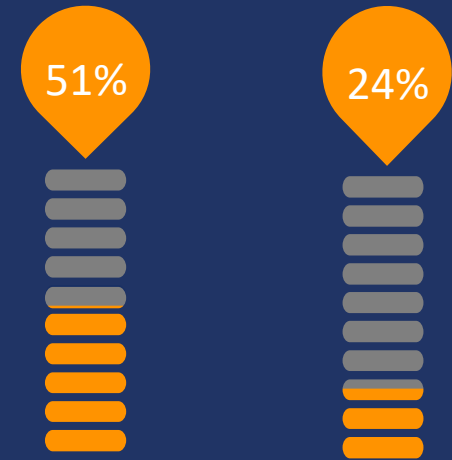


# Who are those with knowledge of the EU?

Total "know what the EU is about"  
TUNISIA

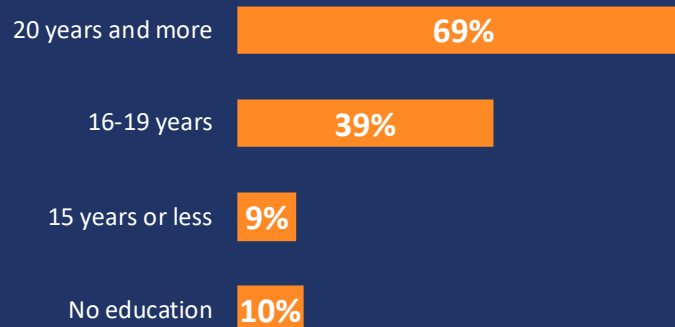


## Knowledge of the EU: Image of the EU



## Education

Total "Know what the EU is all about"





## Objective 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

**Objective knowledge in Tunisia:  
2,3 (out 6) correct answers on average**



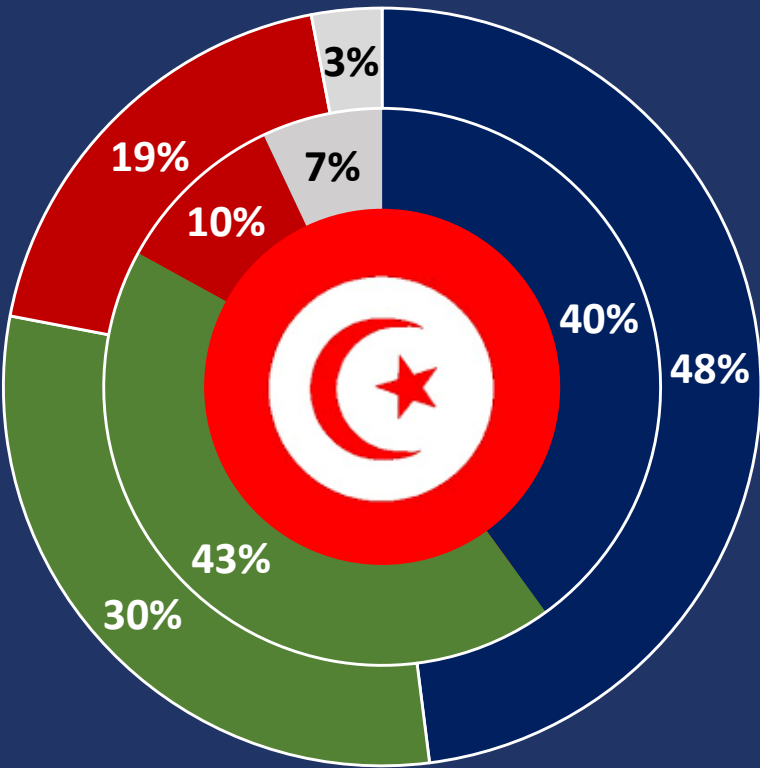
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# The image of the EU



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

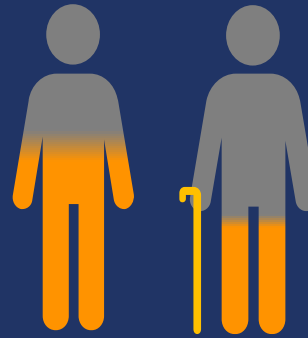
*Inner pie « 2021 » - outer pie « 2022 »*



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

## Age: Positive image

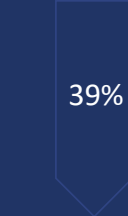
53%      28%



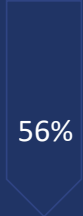
15-24  
years

65+  
years

## Education



39%



56%

**A relative majority of citizens (48%) in Tunisia have a positive image of the EU,**



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# The image of the EU

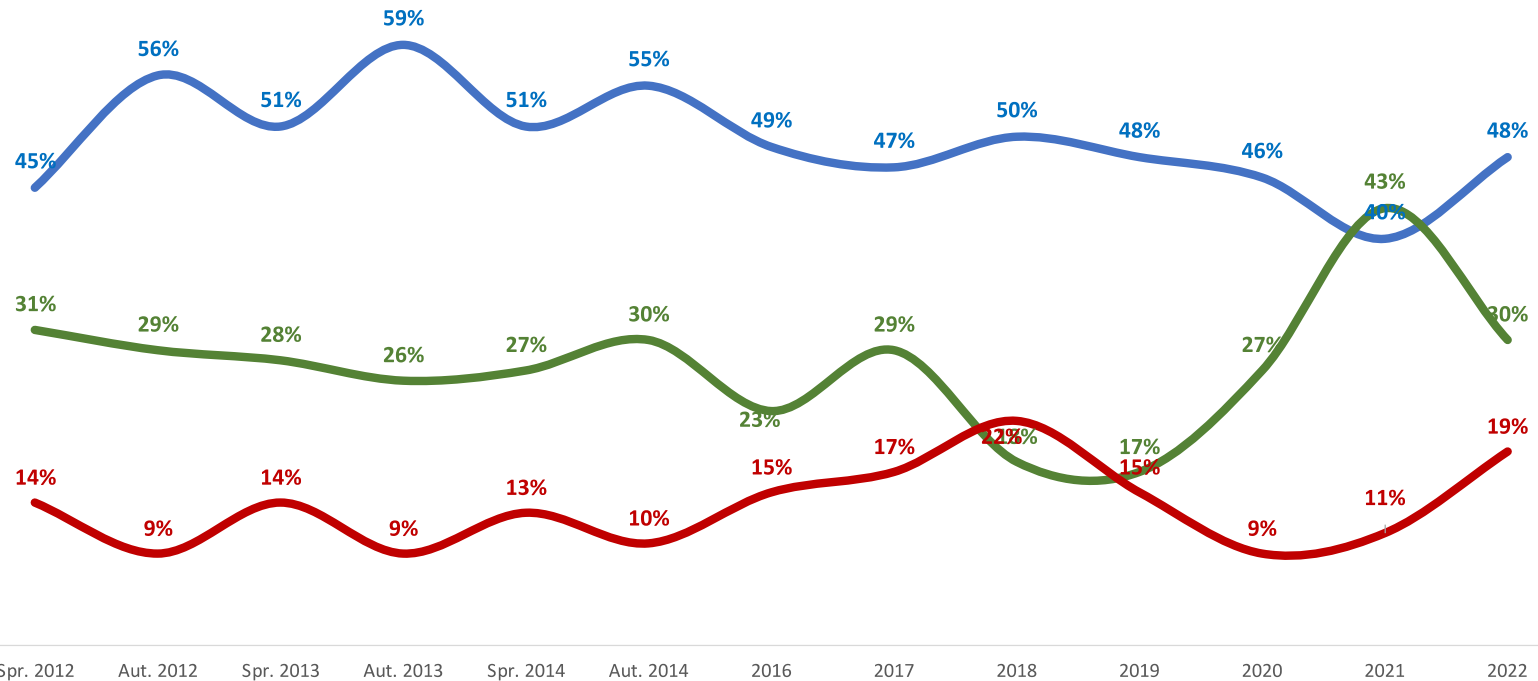


*In general, does the European Union conjure up to you a very positive, fairly positive, neutral, fairly negative or very negative image? TUNISIA*

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

TUNISIA

— Positive — Neutral — Negative



**A “steady” levels of positive perception of the EU**





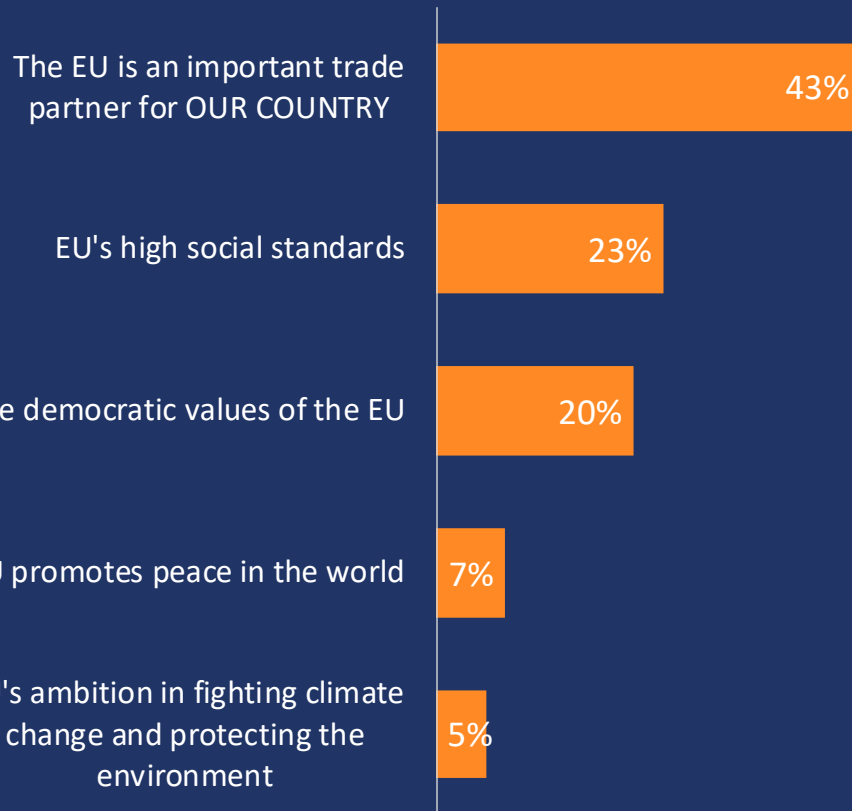
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# The image of the EU

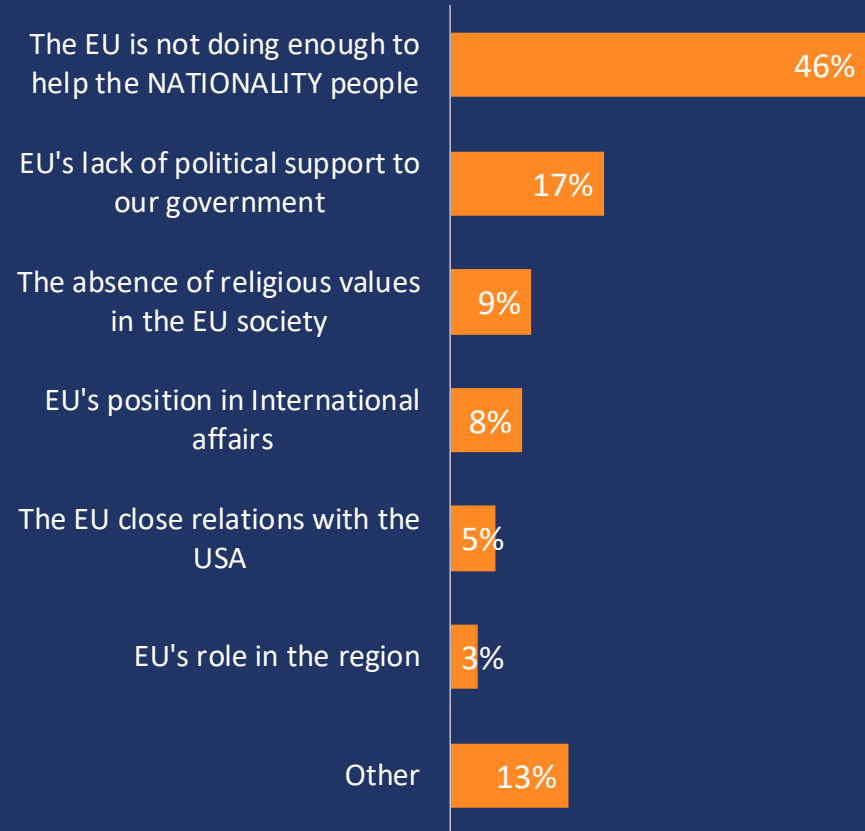


*In general, does the European Union conjure up to you a very positive, fairly positive, neutral, fairly negative or very negative image?*

## Reasons for having a positive image of the EU



## Reasons for having a negative image of the EU



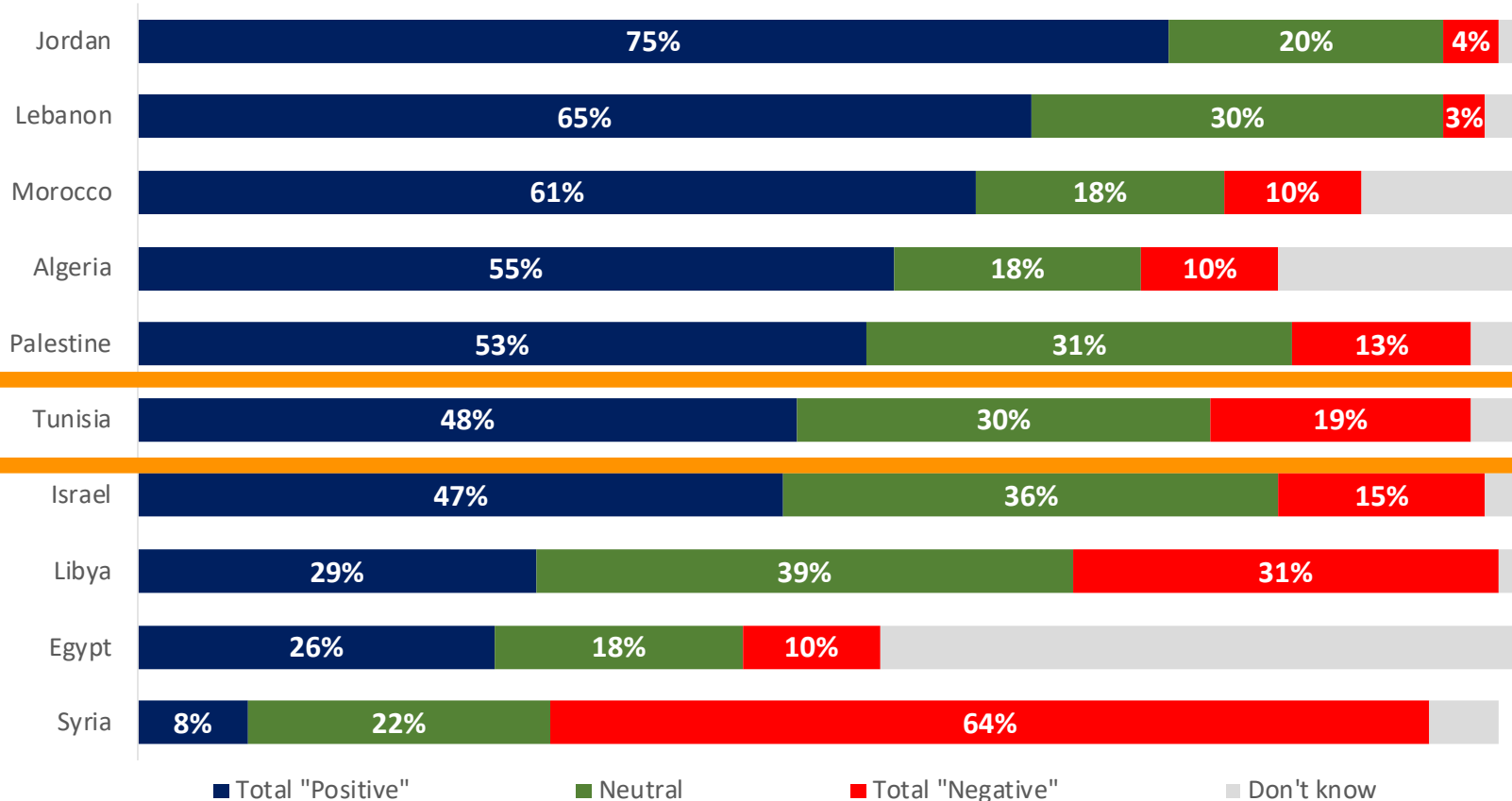


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# The image of the EU Comparatively to other countries

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

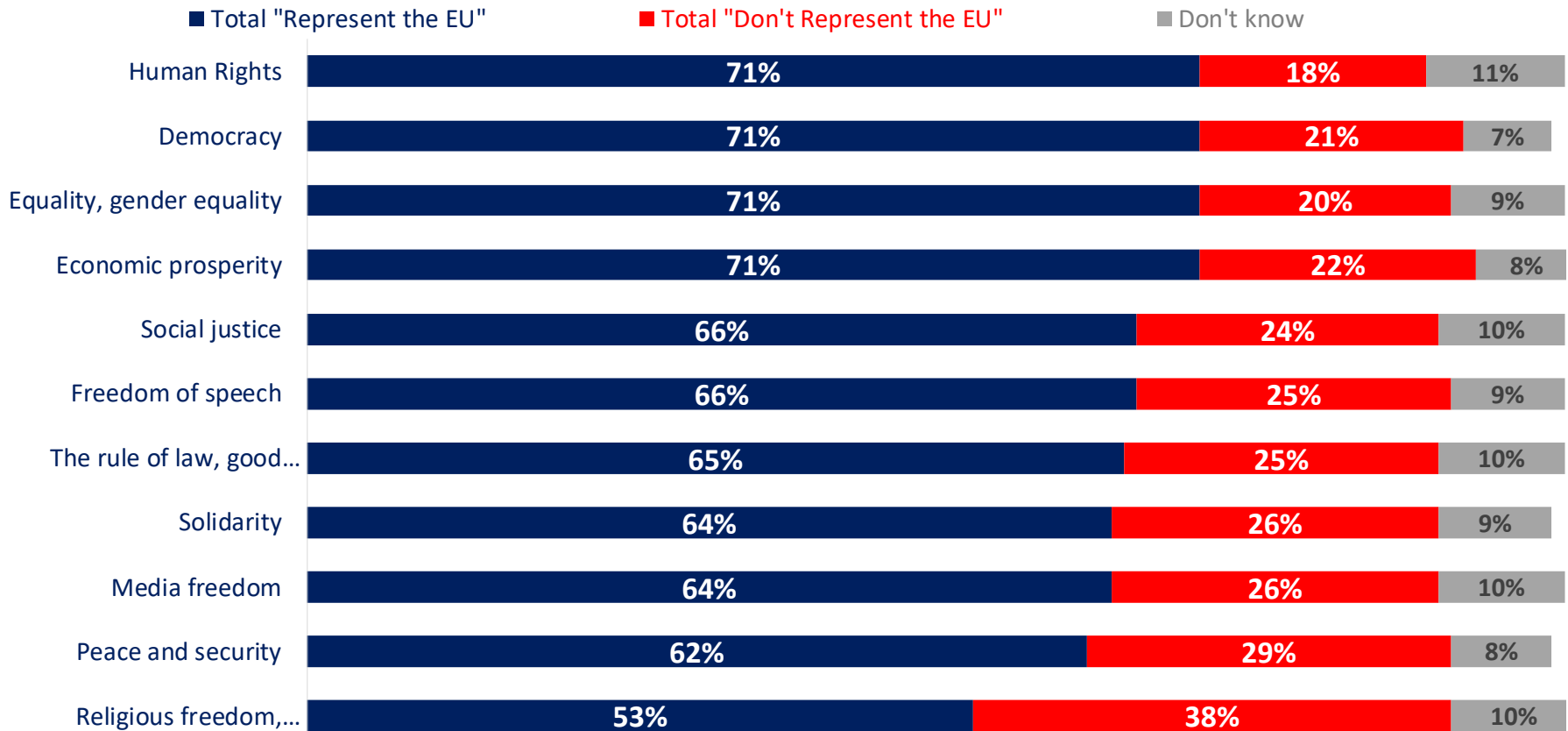


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# The values that represent the EU the most

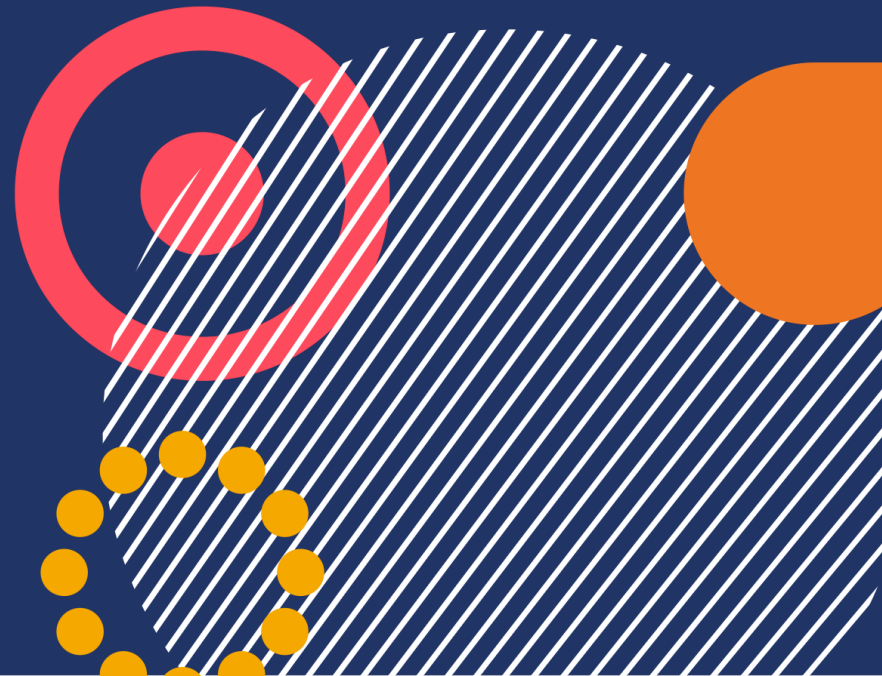


To what extent does the European Union represent the following values for you?



Human rights, Democracy, Economic prosperity and Equality are the values that are seen to represent the EU the most

# RELATIONS BETWEEN TUNISIA AND THE EU





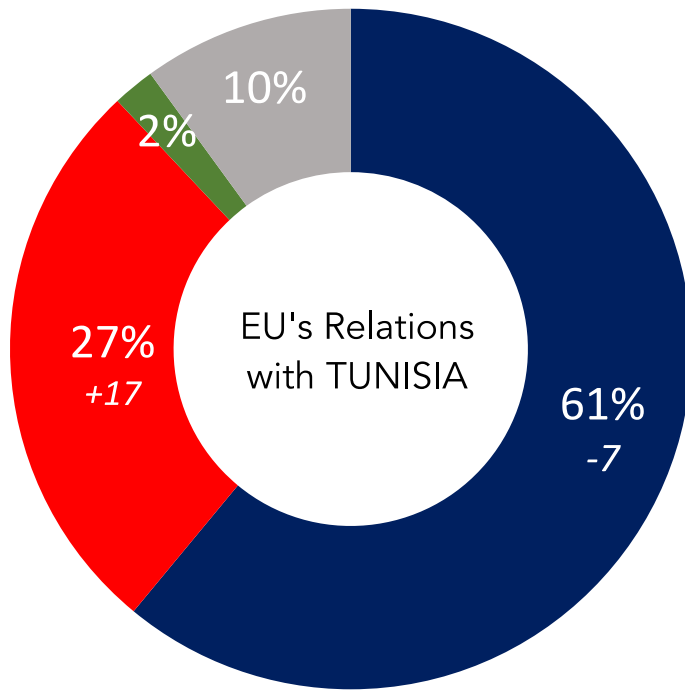
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# Overall, EU's relation and partnership are still positively perceived although deteriorating



## EU's relation with Tunisia

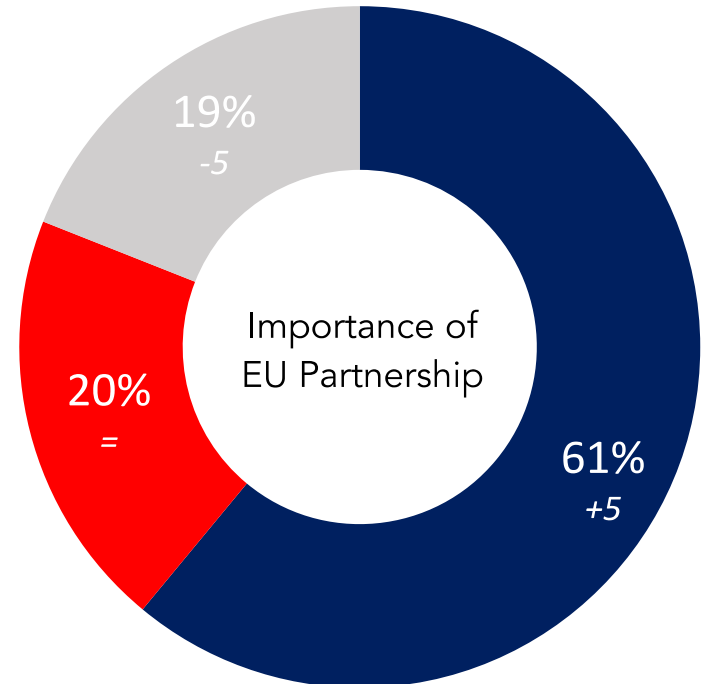
A5. Would you describe the European Union's relation with Tunisia as very good, fairly good, fairly bad or very bad?



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

## EU's partnership with Tunisia

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



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



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# EU's relations with Tunisia

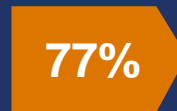


Knowledge of the EU an important driver of positive assessment

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

## Total "Good"

Total "know what the European Union is all about"



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





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## EU's relations with (COUNTRY)



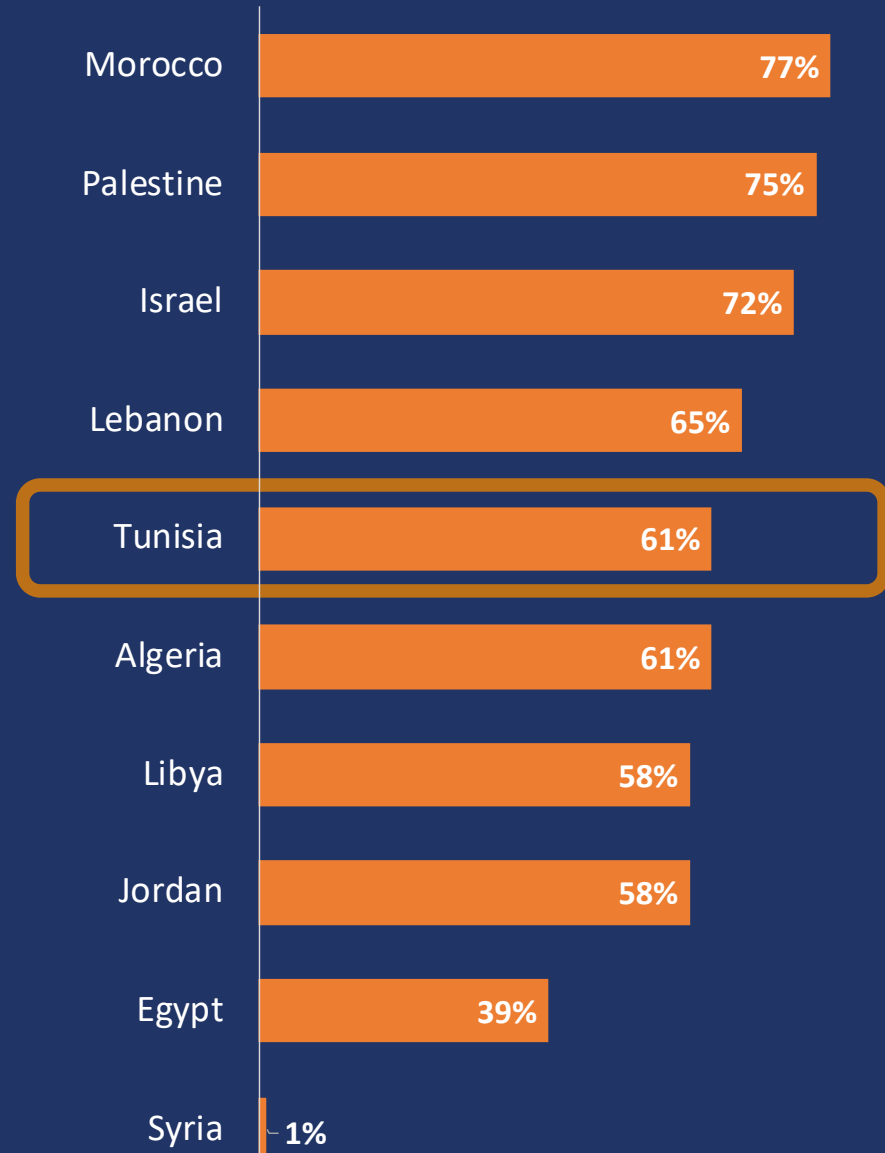
*Would you describe the European Union's relation with (COUNTRY) as very good, fairly good, fairly bad or very bad?*

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

Highest in Morocco (77%)

Lowest in Syria (1%)

■ Total "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 Tunisia or not?*

Knowledge of the EU remains a driver of this perception

## Total "Important"

Total "know what the European Union is all about"

79%



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

50%





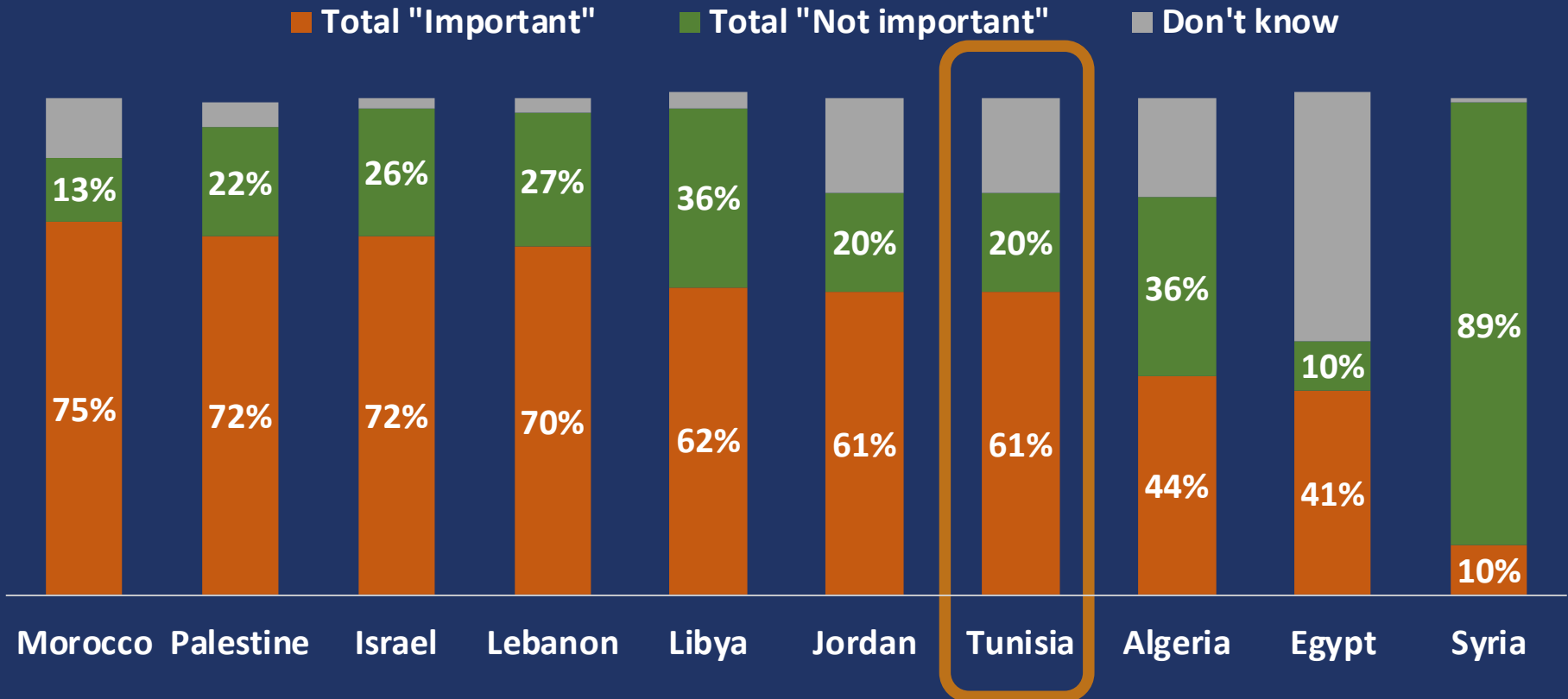


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# Importance of EU Partnership

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



**The EU partnership is widely acknowledged as “important” in 7 countries in the region (including Tunisia)**

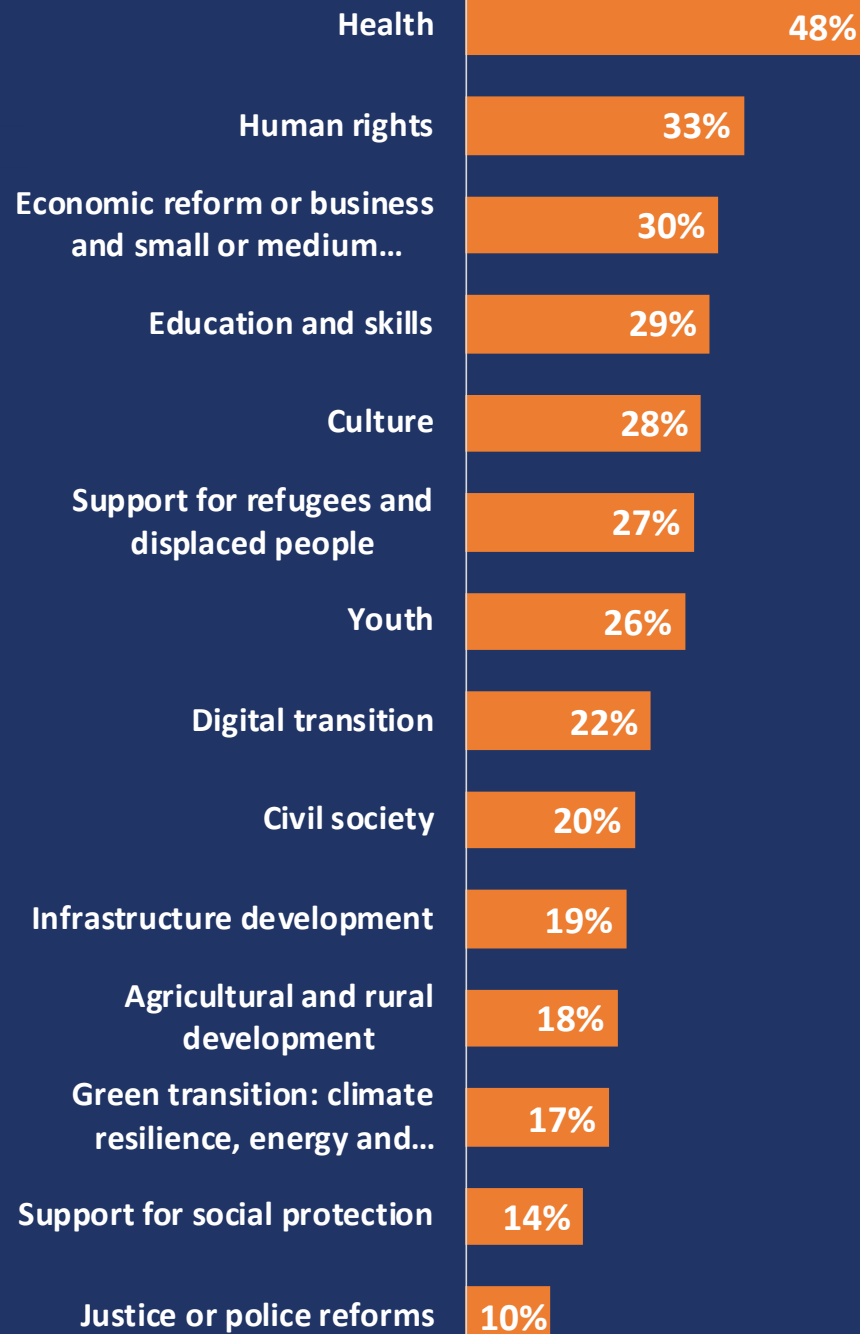


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# Awareness of EU Cooperation in Tunisia

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

**% YES**





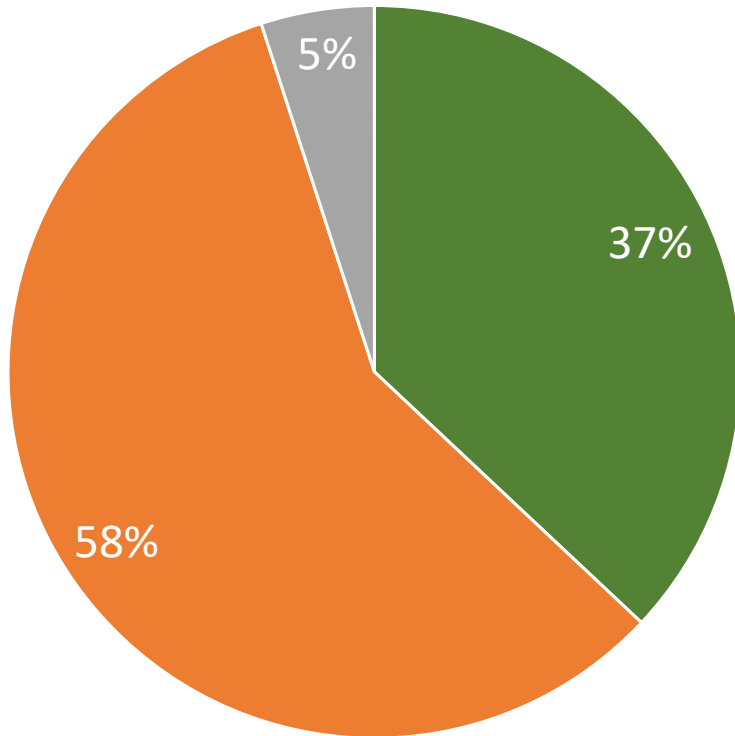
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# Awareness of EU Action in Tunisia

**A3A. Have you heard, seen or read anything about the following regarding European Union in the last 12 months?**

A3. In the last 12 months, have you seen or heard anything about the European Union ?



■ Yes ■ No ■ Don't know

A3A. Have you heard, seen or read anything about the following regarding EU in the last 12 months? **To those who answered « Yes » to A3**

|   |     |
|---|-----|
| Concours Lina Ben Mhenni pour la liberté d'expression | 24% |
| ”صوّر بالأخضر” Sawer bel a5dhar                       | 19% |
| 16 jours d'activisme                                  | 16% |

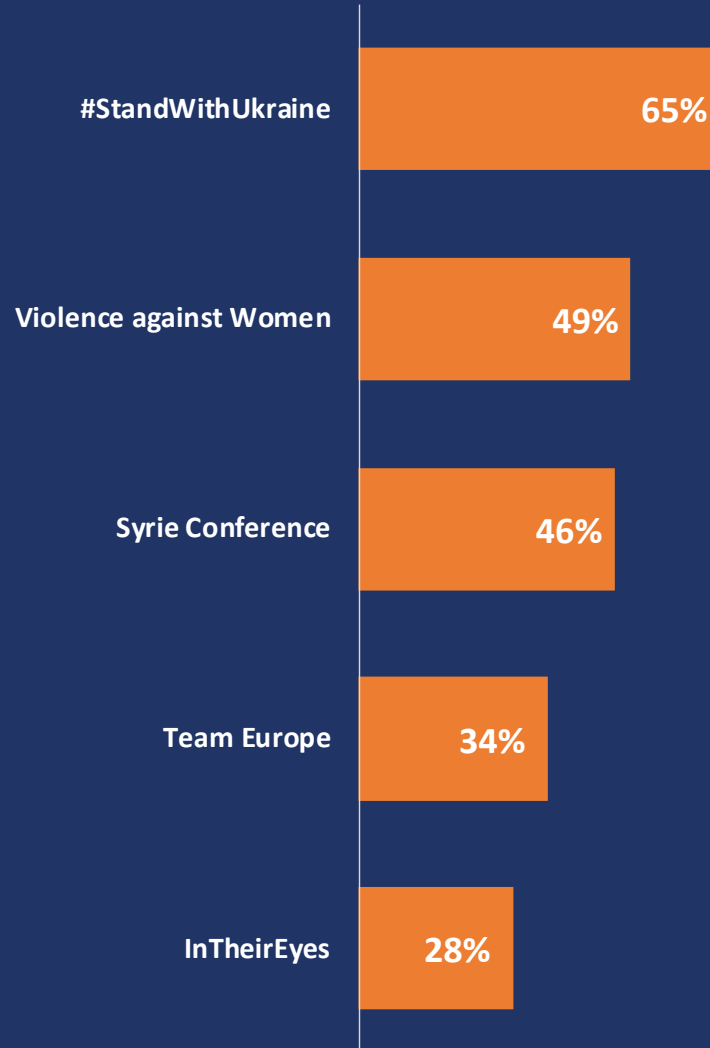


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# Awareness of EU Regional Action in Tunisia

*Have you ever heard, seen or read anything about the following events/initiatives/campaigns? Total "YES"*



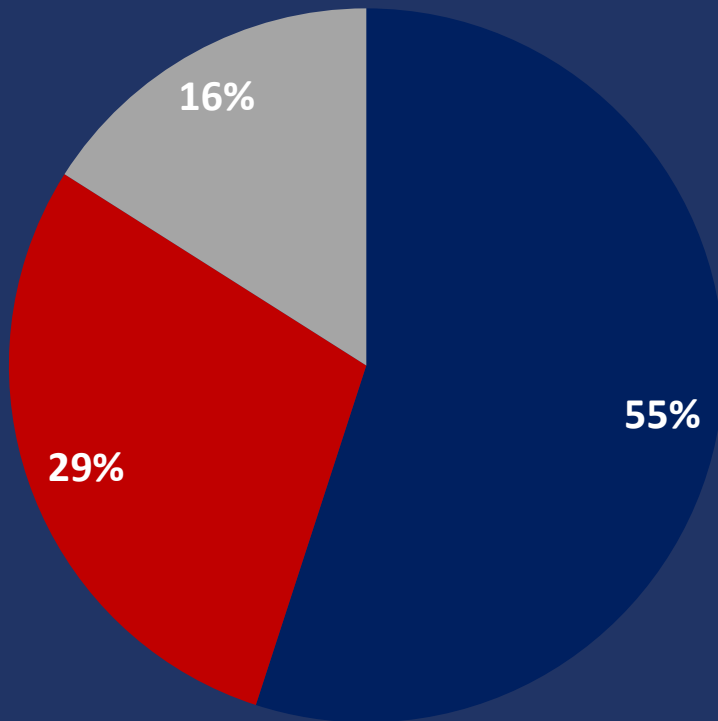


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# Perceived effectiveness of EU Cooperation in Tunisia



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



- Total "Effective"
- Total "Not effective"
- Don't know

Total Effective

vs 2021

-5



Total Not effective

vs 2021

+17





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# Most mentioned areas of benefit from EU support



*In which of the following areas would you say that Tunisia 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 Tunisia?*



POSITIVE

51%

-1



NEGATIVE

24%

+15



NO IMPACT

8%

-6



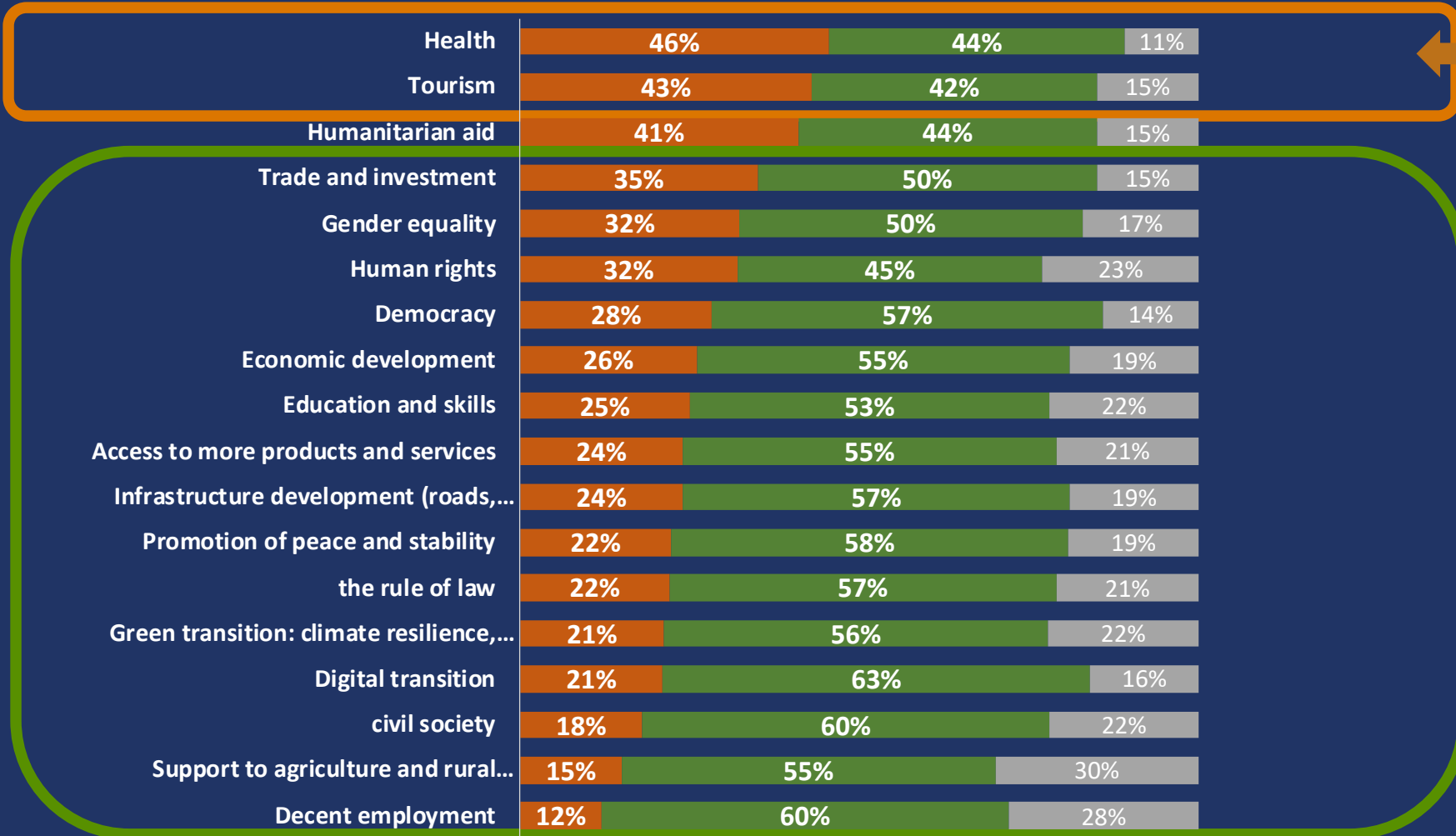


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# Areas in which the EU could be more engaged

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



More engaged      Less engaged      Don't know



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# Level of trust



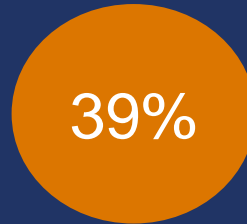
*How much trust do you have in these institutions?  
TOTAL "Tend to trust"*

**The European  
Union**



- 6

***The United  
Nations***



+ 3

***The Arab League***



- 4



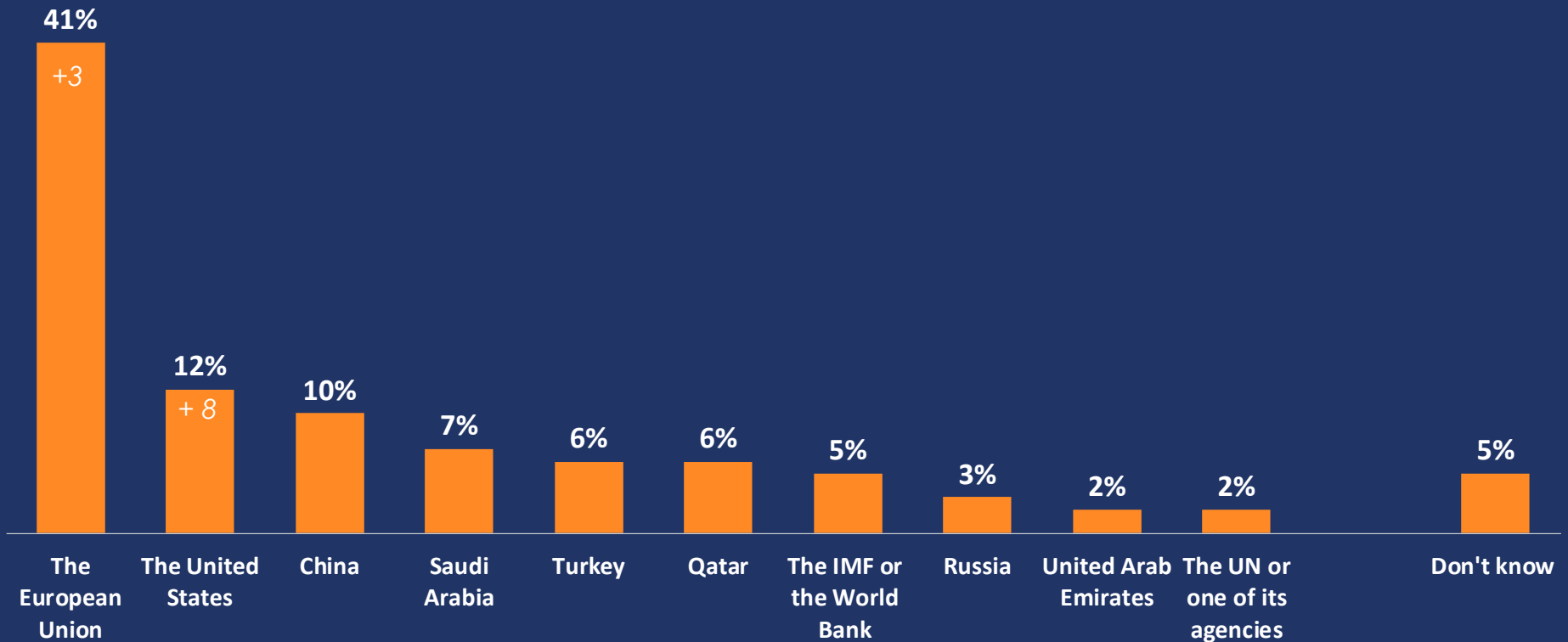


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# Lead Donors of Support

*In your view, which of the following international institutions or countries is the lead donor of support to TUNISIA?*



More than ever the EU is acknowledged as leading the support to Tunisia



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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"**



**47%**

**It did change  
your perception**



**16%**

**Total  
"Negatively"**



**27%**

**Don't know**



**9%**

# SOURCES OF INFORMATION ON THE EU



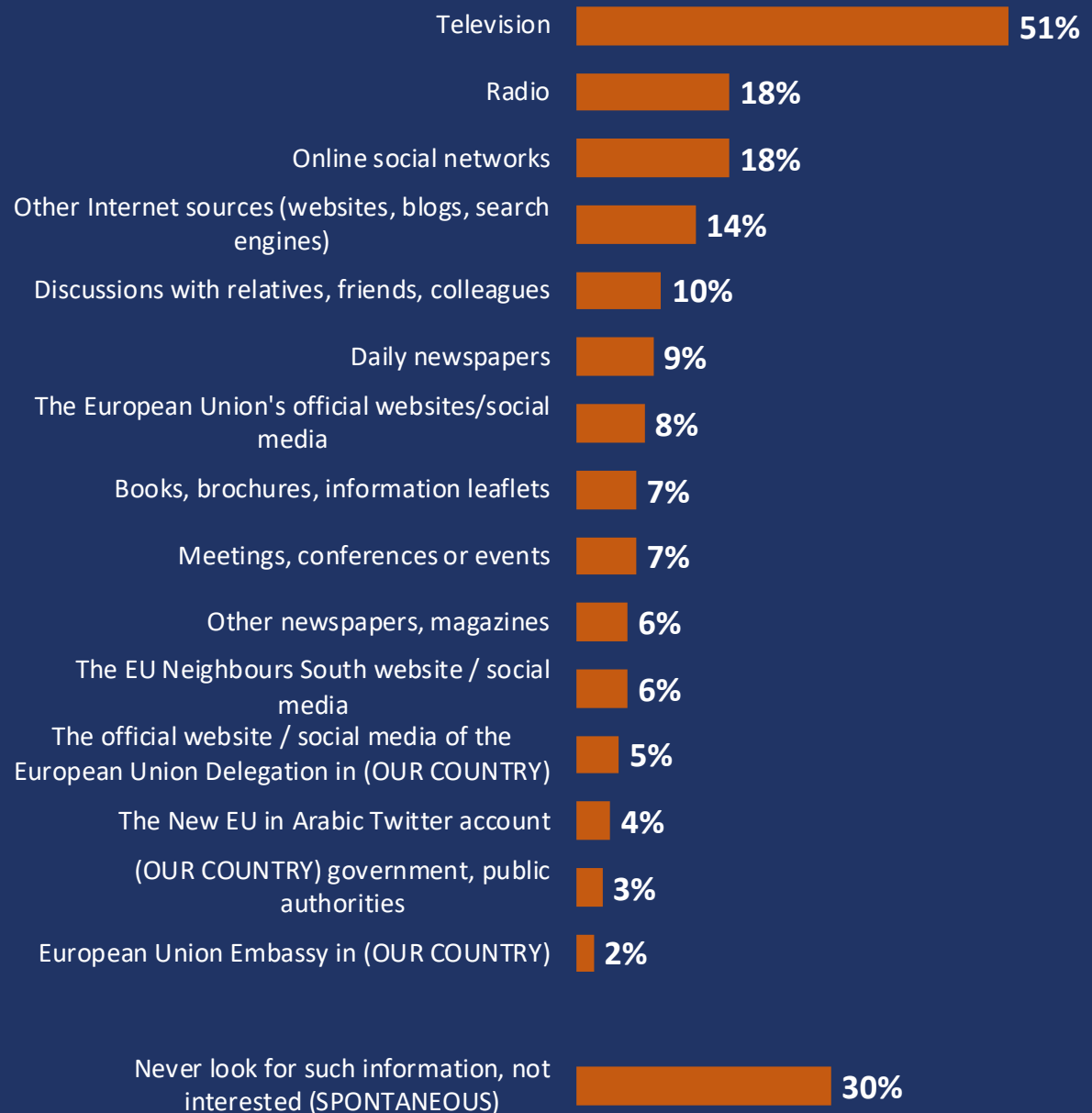


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# Sources of Information about the EU



*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?*



## Preferred sources

Television

Radio

Online Sources

Discussion with relatives,  
friends...



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# “Most Frequently” used national media



|                   |     |
|-------------------|-----|
| Wataniya 1        | 69% |
| El Hiwar Ettounsi | 56% |
| Attasia TV        | 54% |



|             |     |
|-------------|-----|
| Mosaique FM | 77% |
| IFM         | 27% |
| Jawhara FM  | 27% |
| Zitouna FM  | 27% |



|                        |     |
|------------------------|-----|
| Al Chourouk            | 11% |
| Assabah                | 10% |
| Essahafa               | 2%  |
| Never reads Newspapers | 86% |



|           |     |
|-----------|-----|
| Facebook  | 41% |
| Instagram | 15% |
| Snapchat  | 14% |
| Tayara.tn | 10% |

# CITIZENS' MOOD





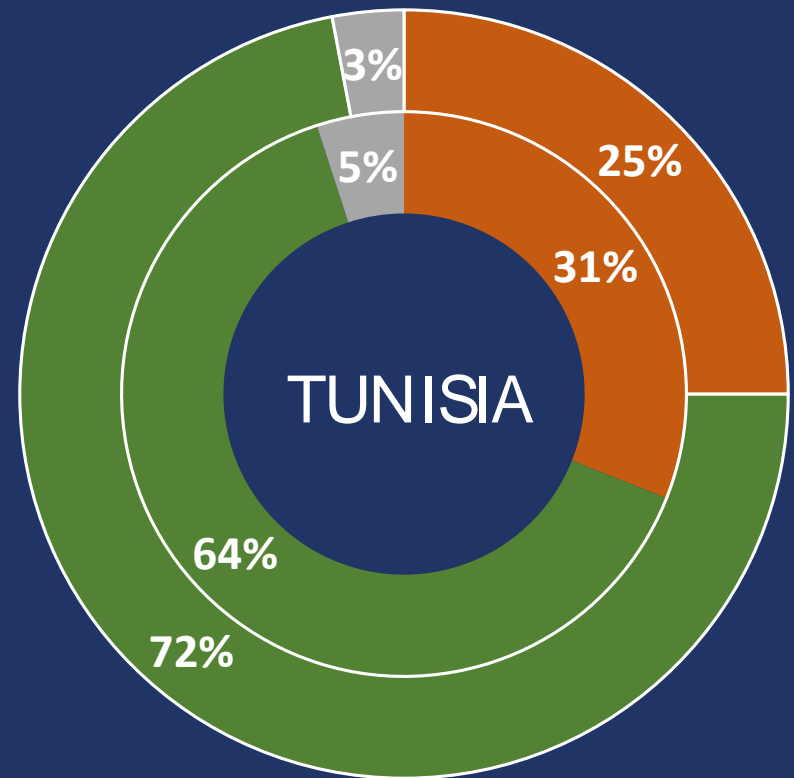
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# Life Satisfaction



*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

*High and Increasing levels of life dissatisfaction of Tunisian citizens.*



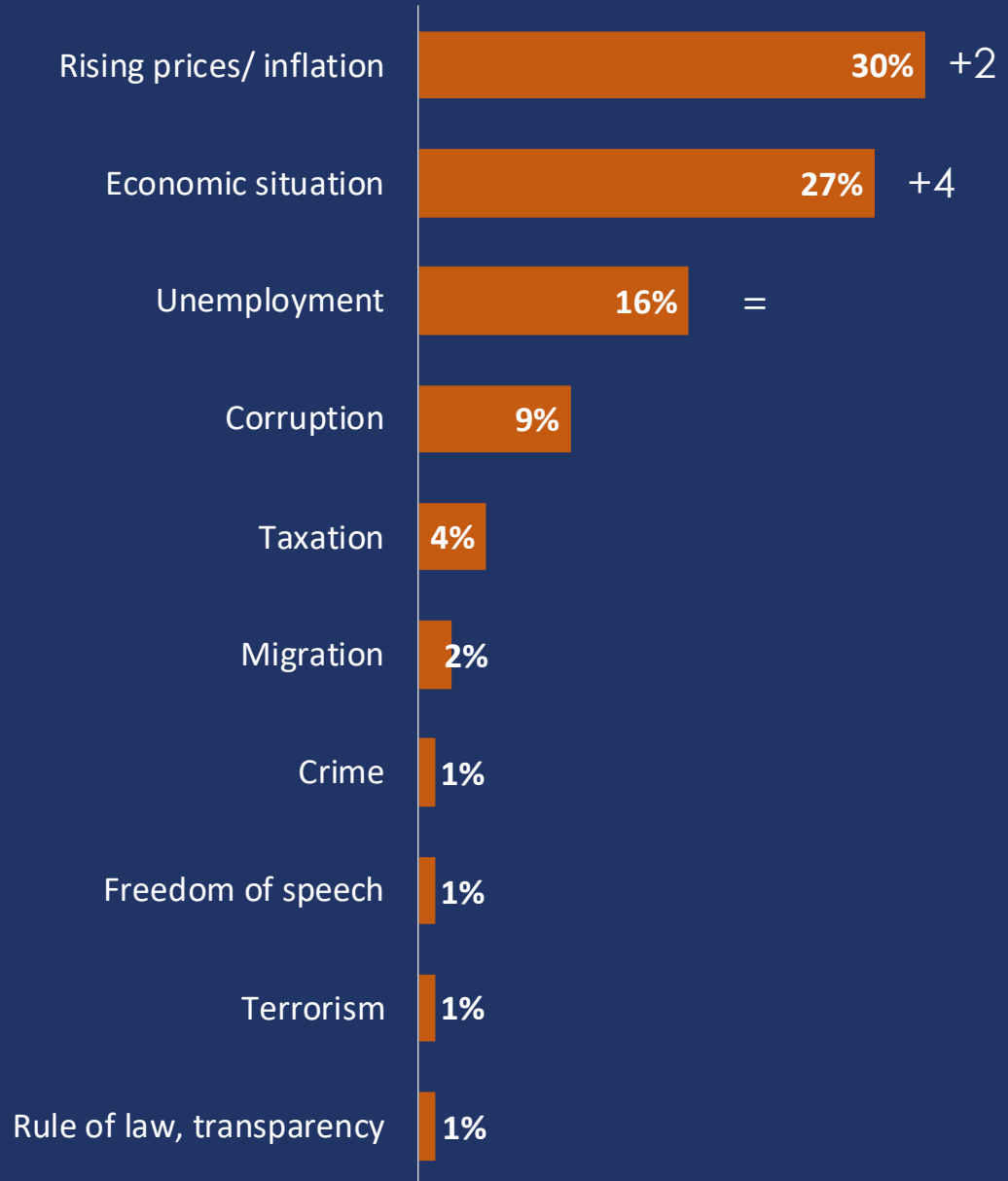
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# Issues Facing Country



What do you think is the most important issue facing Tunisia at the moment? Firstly?

*Citizens in Tunisia are mostly worried about economic issues”  
(Rising prices, Economic situation, Unemployment)*





THANK YOU

