

ANNUAL SURVEY REPORT: AZERBAIJAN

3rd Wave (Spring 2018)

**OPEN Neighbourhood —
Communicating for a stronger partnership:
connecting with citizens across the
Eastern Neighbourhood**

June 2018

**#
STRONGER
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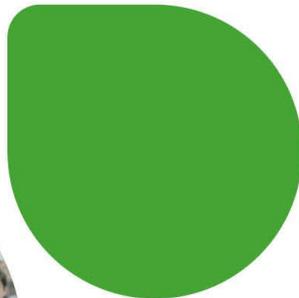
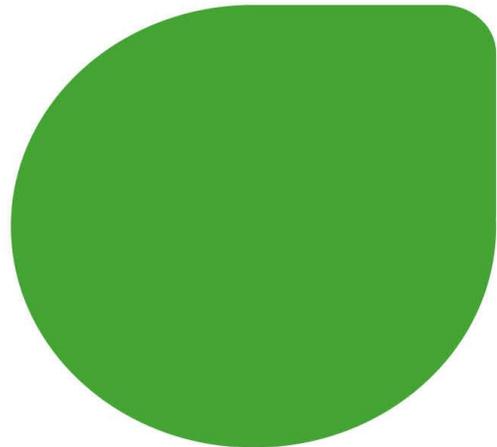
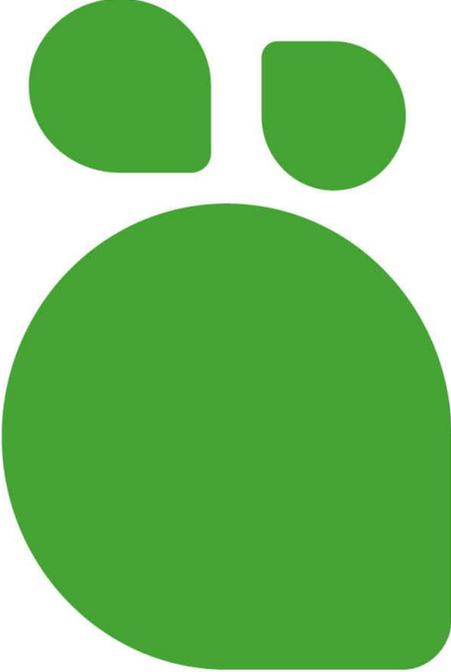


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*The surveys have been carried out in the six Eastern Partner countries by ACT LLC
and their network partners*

1. Background

Between March and April 2018, a third wave of annual surveys was carried out across the six Eastern Partner countries (Armenia, Azerbaijan, Belarus, Georgia, the Republic of Moldova and Ukraine). The research was conducted within the framework of the EU-funded 'OPEN Neighbourhood — Communicating for a stronger partnership: connecting with citizens across the Eastern Neighbourhood' ('**EU NEIGHBOURS east**') project.

The '**EU NEIGHBOURS east**' project aims to increase the understanding of EU support in the Eastern Partner (EaP) countries through improved communication. The **overall objective** of the project is to contribute to the improvement of public perception of the EU, as well as to a better understanding of European policies and their impact through the regional and bilateral EU support and cooperation programmes in the EaP countries.

The project develops information and communication materials, carries out awareness-raising and information campaigns, and assesses the perception of the EU and its support through opinion polling and media monitoring.

The purpose of the annual surveys is to investigate the opinion and the level of information that citizens of the EaP countries have on the EU in general and, in particular, on EU-funded cooperation and development programmes/projects. In order to monitor changes over time, the surveys are being carried out annually from 2016 until 2019.

This document presents the results of the **3rd wave of annual surveys** (spring 2018) conducted in **Azerbaijan**¹ and covers the following broad topics:

- General perceptions of the EU
- Values associated with the EU
- Assessment of EU relations with Azerbaijan
- Awareness of financial support provided by the EU and assessment of its effectiveness
- Sources of information
- Country evaluation and future expectations

The structure of the report is as follows: the **first section** is dedicated to the perception of citizens of the EU (including their assessment of the relationship between their country and the EU, their awareness of the EU's financial support and perception of its effectiveness, and their level of trust towards the EU and other foreign institutions); the **second section** is devoted to the analysis of media sources in terms of EU-related general information, both in the national language and other foreign languages; and the **third section** provides an assessment of how citizens view their country's and their personal future, as well as their main concerns. In order to gather a more comprehensive view, a **fourth section** was also included, which is dedicated to profiling citizens with a positive attitude and citizens with a neutral stance towards the EU. Attitudes were profiled in socio-demographic terms and against selected indicators from previous sections.

The third wave also saw the introduction of a new set of questions, targeted at gaining greater insights into how the EU is perceived by citizens. Respondents were asked to rate their agreement with a set of statements that touched upon perceived myths about the EU.

This document is an analysis of the results of the 3rd wave of the survey, which also provides comparisons between the findings of the 2018, 2017 and 2016 surveys where relevant.

¹ A similar report has been produced for each EaP country. Additionally, a macro-area report is being prepared that will compare the results across the region.

2. Research methodology in brief

The survey was conducted in March 2018, following the same methodology adopted in the previous rounds of data collection (spring 2017 and 2016): 1,000 face-to-face interviews were carried out and respondents were randomly selected according to the sampling strategy described below. In order to estimate the characteristics of the target population (i.e. general population aged 15 and over and living in the country), the sampling weights were calculated by applying a specifically designed estimation procedure.

Sampling strategy

The survey used a two-stage sample design, with settlements as primary sampling units (PSUs) and individuals as secondary units.

In the first stage, the sample was composed of 30 units (cities/towns) and stratified by unit size, expressed in terms of population, level of urbanisation and geographical area. Three groups of settlements² and three areas³ were used for a total of nine strata. Within each stratum, three or four sample units were randomly selected, with the probability of their selection proportional to their size. A compromise between an equal allocation and a proportional allocation was applied in order to distribute the secondary sampling units (1,000 individuals) by strata. In each selected settlement, a minimum of 20 interviews were carried out. The additional interviews that were carried out were distributed proportionally to the PSU's size.

The second-stage sample was also stratified. In this case, gender and age⁴ were considered for a total of six strata. In each selected settlement, secondary sampling units were distributed proportionally among strata.

The individuals to be interviewed were selected randomly, according to the random walk⁵ principle.

Estimation phase

An estimation procedure was carried out in order to estimate the characteristics of the target population from the survey respondents. The technique used for the construction of the survey estimator (i.e. sampling weights) was based on the predictive approach to regression estimator. In particular, a calibration estimator was built based on the general category of model-assisted estimators (Deville and Särndal 1992). The procedure included the computation of a sampling design weight for each sampled respondent by calculating the inclusion probability of both primary and secondary sampling units (i.e. settlements and individuals) and the calibration of the sampling design weights to known population totals. The calibration variables were the same as those used in the previous wave (settlement size, gender, age, employment status, geographical area, education level, religious faith and mother tongue).

² Groups of settlements: 1) Small settlements (less than 20,000 inhabitants); 2) Medium-sized settlements (20,000-150,000 inhabitants); 3) Large settlements (above 150,000 inhabitants) / Capital.

³ Geographical areas: 1) North-East (Absheron, Dakhlik Shirvan, Guba-Khachmaz, Shaki-Zagatala); 2) South-East (Baku city, Lankaran, Aran); 3) West (Ganja-Gazakh).

⁴ Age groups: 1) 15-34 years; 2) 35-54 years; 3) 55 or more years.

⁵ This technique is based on very precise instructions for the interviewers. First, a starting point should be selected for each cluster. Second, it is necessary to define a step. A step can be defined according to the size of the cluster. The third important consideration is the movement route. Each interviewer should have detailed instructions on how to follow the route in rural settlements and urban areas. Each interviewer should begin from the starting point, according to the predefined step size and route, and contact a total predefined number of households.

3. Survey findings

3.1. Executive summary

General perceptions of the EU

- Azerbaijani citizens are almost equally split between those with a positive image (39%) and those who feel neutral about the European Union (EU; 32%). Compared to 2017, positive perceptions have decreased by 8 percentage points in favour of a more neutral view.
- Associations with the EU are overall positive – although slightly less positive than in 2017 – and around 70% of citizens associate the EU with most values. At a personal level, citizens attach most importance to peace, security and stability (41%) and honesty and transparency (38%), with economic prosperity, freedom of speech, human rights and absence of corruption coming close (around 25% each).
- The EU is the most trusted foreign institution, with 40% of the population trusting it. Nevertheless, this figure has recorded a decrease of 11 percentage points since 2017 and, currently, the same share of citizens (40%) do not trust the EU. In fact, large shares of the population are also oriented towards not trusting the North Atlantic Treaty Organization (NATO; 46%), the United Nations (UN; 46%) and the Eurasian Economic Union (EEU; 36%).

EU relations with Azerbaijan and awareness of EU financial support

- The majority of the population describe the relations between Azerbaijan and the EU as ‘fairly good’ (41%) or ‘very good’ (24%). This figure is consistent with past findings, although a slight increase in the share of individuals who could not provide a definite answer was recorded (15%, up 7%).
- Currently, only 29% of citizens know that the EU provides financial support to Azerbaijan, with 40% of the population believing this not the case (up 14% since 2017). The share of those who consider it to be effective is back at the level it was at in 2016 (78%), and the most well-known EU-financed programmes relate to the fields of education (45%) and culture (33%).
- Around 65% of the population cited tourism among the areas that have benefitted ‘very much’ or ‘fairly much’ from EU support. Nearly 60% also acknowledged the positive effects on the justice system (57%) and infrastructure (56%), whereas around half of the population mentioned benefits on healthcare systems (50%), education (48%), access to products and services (46%) and trade (45%). However, 43% and 36% of citizens respectively would favour more support from the EU to education and tourism.

Media usage as sources of information

- Television is by far the most popular source of information in Azerbaijan – only 5% of the population never watch it. The next most commonly used source of information is ‘word of mouth’, as stated by two-thirds (66%) of the population. New media, such as the Internet (60%) and social media (49%), are more prevalent than other traditional media, such as radio (34%) and print press (27%). The official EU website is hardly ever used – only 8% of Azerbaijanis access it for information (down 6% since 2017).
- Just like in 2017, nearly all Azerbaijanis – 70% ‘always’, 12% ‘often’ and 12% ‘sometimes’ – use national media in their national language. The usage of media in different languages is less prevalent – around 60% of citizens never use media in Russian and around 75% never use media in other languages.

Sources of information about the EU

- Only one in five citizens have seen or heard information about the EU in the last three months (19%, down 18% since 2017). This is in fact the lowest figure recorded since 2016.
- Passive exposure stems mostly from television (60%), although compared to 2017 its share has decreased by 16%. Around 40% of Azerbaijani citizens also heard/saw information through the Internet (38%, up 7%). All other media sources were each cited by less than 10% of individuals.
- Among those who had heard about the EU, 40% felt that national media presented the European Union positively (17% 'very positively', 23% 'fairly positively').
- Azerbaijani citizens do not share a great deal of interest in the EU and only around one in three citizens 'frequently' (20%) or 'very frequently' (10%) access information on the EU, with no significant change since 2017. Three quarters access information in Azerbaijani (72%), 19% use Russian, and 7% English.
- Azerbaijani citizens are mostly interested in social and political news (36%), economic news (30%) and educational and cultural programmes (29%). Compared to 2017, citizens seem less interested in their country's relations with the EU (20%, down 5%) and with other EaP countries (5%, down 6%). Around one in ten citizens look for opportunities offered by the EU (8%).
- The quality of information – in terms of its accessibility, user-friendliness and comprehensiveness – was rated positively by around 65% of Azerbaijanis. Around 55% of the population also gave a positive assessment in terms of reliability and trustworthiness. Overall, their assessment of the quality of information was more positive than in 2017.

View of Azerbaijan's current situation

- Azerbaijani citizens continue to share a great deal of trust in their political institutions, such as the government (85%), the parliament (71%) and regional and local public authorities (65%). Political parties have a lower level of trust, although 45% of the population still trust them. In addition, 57% of citizens also trust the religious authority (up 20% since 2017).
- The assessment of the functioning of democracy is overall less positive and less than half (48%) of Azerbaijani citizens are satisfied with the way democracy works in their country, with 34% 'not very satisfied' and 15% 'very dissatisfied'.
- The evaluation of the path towards democratic governance is overall more positive than in 2017, with between one in five and one in three citizens agreeing that all democratic indicators apply to their country (the figure was between one in ten and one in five in 2017). Lack of corruption is the only indicator below the 50% threshold (42%) and is seen as the most problematic issue for the third year in a row.
- Azerbaijani citizens continue to be slightly more optimistic towards their own future (65%) than the future of their country (59%). Concerns over the main issues are consistent with 2017 findings; unemployment is the main worry for citizens (72%), followed by low salaries and pensions (38%), corruption (28%) and low living standards and poverty (23%). Concerns over security issues/war (19%, down 8% since 2017) and territorial conflicts (18%, down 7%) are less felt.

Profiling attitudes towards the EU: positive versus neutral

- In terms of socio-demographic characteristics, holders of a positive view of the EU – who represent 39% of Azerbaijanis – and holders of a neutral stance – who represent 32% of the population – have a very similar profile. Nearly half are under 35; nearly all have a low-to-medium level of education and around 70% are employed/self-employed. Half live in smaller settlements and nearly 40% in larger cities – with around 60% concentrated in the south-eastern parts of the country, where Baku, the capital city, is located.

- Their attitude is more characterised by exposure to EU-related information. Nearly 90% of those holding a neutral stance had not heard any information about the EU in the three months preceding the survey and 56% never access any information on the EU (the figures are 73% and 40% respectively among EU supporters). As for the usage of media, holders of a neutral view are more likely to be frequent users of national media than EU supporters (85% versus 79%), but just as likely to rely on media in Russian, other foreign languages, traditional media only and new media.
- A neutral image of the EU is linked to a lower level of confidence in all foreign institutions than that of EU supporters and even the overall population. Only 30% of neutral citizens trust the EU (58% for EU supporters), 23% trust the UN (46%), 18% trust NATO (37%) and 19% the EEU (40%). In addition, only 63% of neutral citizens describe the relations between Azerbaijan and the EU as good, 23% acknowledge EU support to their country and 73% rate it as effective (the figures are 80%, 40% and 85% respectively for EU supporters).
- When it comes to the assessment of common beliefs, EU supporters tend to share a much stronger and more positive vision of the EU than neutrally oriented citizens. In fact, around 70% of individuals with a positive image of the EU 'strongly' or 'somewhat agree' with all the proposed statements (versus less than 50% for neutral citizens). Neutral citizens seem much less confident than EU supporters in sharing their beliefs, as the percentage of uncertain answers was around a third for all statements.
- Neutral individuals are less optimistic regarding their country's future (57% versus 66%) than EU supporters, but not regarding their personal future (both 70%). They are just as concerned about employment and low salaries and pensions as EU supporters, and more concerned about corruption and the absence of rule of law, whereas EU supporters tend to worry more about low living standards and poverty, high taxes and prices and the economic crisis.

3.2. Perceptions of the European Union

Azerbaijani citizens are almost equally split between those with a positive image (39%) of the European Union and those who feel neutral about it (32%), with an increase of 7% in neutral views since 2017. The majority of the population describe the relations between Azerbaijan and the EU as ‘fairly good’ (41%) or ‘very good’ (24%) and the EU is the most trusted foreign institution, by 40% of the population.

Nevertheless, trust in the EU has decreased by 11 percentage points since 2017, and currently the same share of citizens (40%) do not trust the EU. In addition, only 29% of citizens know that the EU provides financial support to Azerbaijan. Tourism is the area that is seen to have benefitted most from EU support (according to 65% of citizens), although one in three citizens would still favour more support from the European Union in this area.

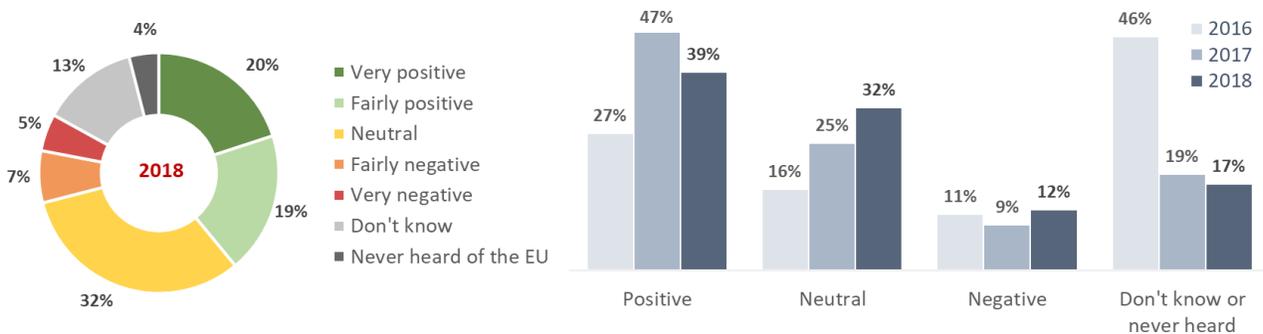
This section looks at how Azerbaijani citizens perceive the EU’s image and their opinion of the benefits of the EU’s financial support, also compared with the role of other foreign institutions.

3.2.1. General perceptions of the EU

Azerbaijani citizens are almost equally split between those with a positive image (39%) of the European Union (EU) and those who feel neutral about it (32%). One in ten hold a negative view (12%) and one in five have no awareness or have never heard of the EU (17%). Compared to 2017, positive perceptions have decreased by 8 percentage points in favour of a more neutral view.

Residents of larger settlements (44%), individuals living in the north-eastern part of the country (44%) and those with a high level of education (47%) feel more positive towards the European Union compared to their socio-demographic counterparts. The largest shares of individuals who don’t know or have never heard of the EU is observed among residents of medium-sized settlements (27%), individuals living in the west of the country (25%) and unemployed citizens (23%).⁶

FIGURE 1 – Do you have a ‘very positive’, ‘fairly positive’, ‘neutral’, ‘fairly negative’ or ‘very negative’ image of the European Union? (Q2.1)



Associations with the EU are overall positive – although slightly less positive than in 2017 – and around 70% of citizens associate the EU with most values, such as economic prosperity (74%), rule of law (69%), individual freedom (69%), human rights (68%), respect for other cultures (68%), freedom of the media (68%), honesty and transparency (67%) and freedom of speech (67%). Peace, security and stability, freedom of religion, democracy, equality and social justice gather a lower level of association, although between 60% and 65% of

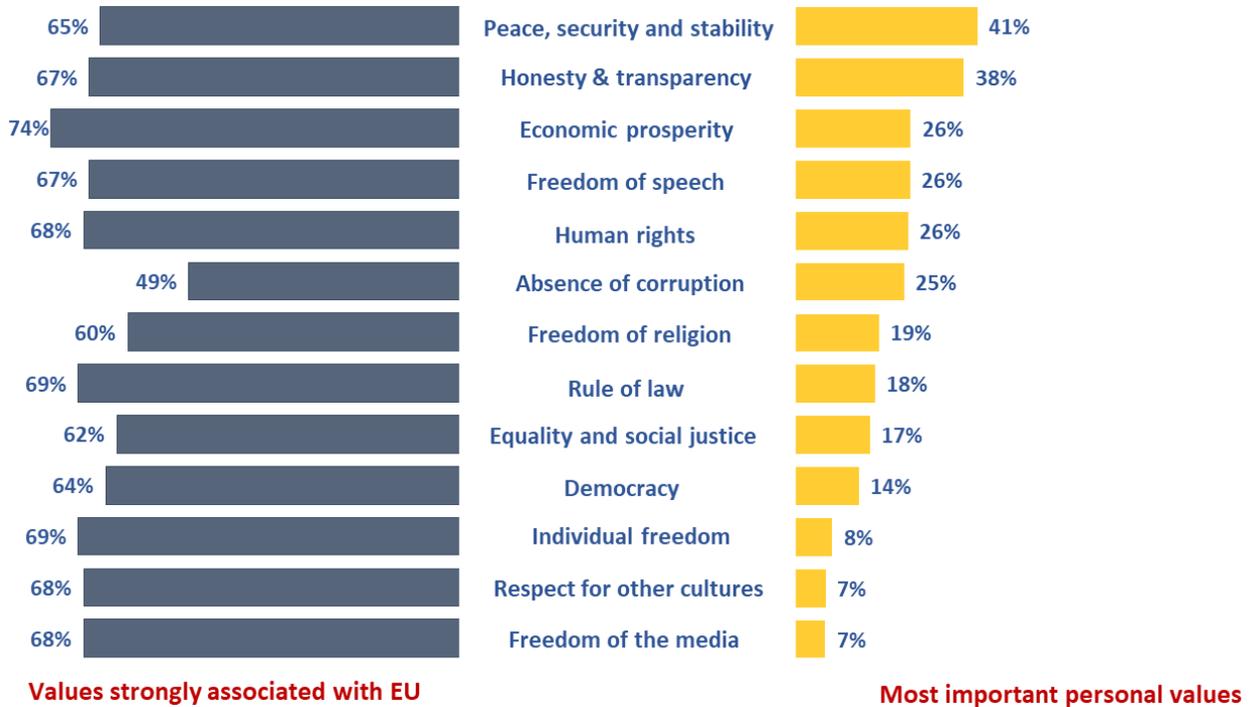
⁶ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 1.

citizens still strongly link them with the EU. Absence of corruption is least associated with the EU, with less than half of citizens associating it with the EU (49%).

At a personal level, it is important for one in four Azerbaijani citizens (25%). They attach most importance⁷ to peace, security and stability (41%) and honesty and transparency (38%), with economic prosperity, freedom of speech and human rights coming very close (around 25% each).⁸

FIGURE 2 – Values ‘strongly’ or ‘very strongly’ associated with the EU (Q2.3) & Three most important personal values (Q4.7)

(Percentages refer to Azerbaijanis who have heard of the EU)



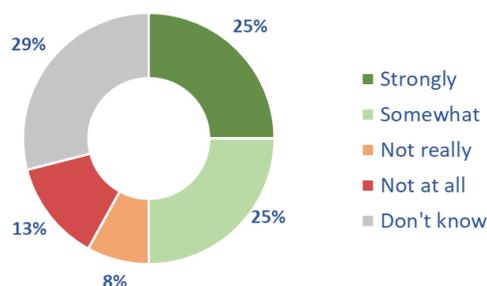
Half of Azerbaijani citizens are also confident that ‘the EU fosters the preservation of traditional values in [their] society’: 50% of Azerbaijanis strongly (25%) or somewhat (25%) agree with the above statement. Nevertheless, it should be noted that almost a third did not have a definite opinion on the issue (29%).⁹

⁷ Respondents were asked to choose and rank their three most important personal values from a list of 13 items.

⁸ More details are provided in Annex – Table 2.

⁹ The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the Union is perceived by the citizens. Respondents were asked to rate their agreement with the following set of statements according to a five-grade scale (‘strongly’, ‘somewhat’, ‘not really’, ‘not at all’, or ‘don’t know’): ‘the EU fosters the preservation of traditional values in our society’, ‘the EU provides tangible benefits to citizens in their everyday lives’, ‘the EU is committed to fighting corruption’, ‘the EU is an independent actor in foreign relations’ and ‘integration with the EU increases the country’s security and stability’.

FIGURE 3 – ‘The EU fosters the preservation of traditional values in our society’.
To what extent do you agree with this statement about the EU?
(Percentages refer to Azerbaijanis who have heard about the EU)



Perceptions of the EU were also assessed through an open-ended question in which respondents were asked to name the first issues that came to their mind when thinking of the EU. Over 40% of Azerbaijani citizens did not answer the question, either because it was too hard to answer (11%) or they had nothing to say (33%). The most common association was with economic prosperity/high standards of living, followed by economic/political union and development and progress (9%, 9% and 7% respectively). Around 4% of individuals spontaneously stated that they liked/were committed to the EU, while 2% felt they could not trust the European Union and/or viewed it as ‘against Islam/Muslim countries’.

Azerbaijan belongs to several international organisations, including the UN. It has established a partnership with NATO and enjoys positive relations with the EU,¹⁰ but has so far refused status as an observer to the EEU. The European Union is the most trusted foreign institution, with 40% of the population tending to trust it. Nevertheless, this figure has recorded a decrease of 11 percentage points since 2017 and, currently, the same share of citizens (40%) do not trust the EU. In fact, a large share of the population is also oriented towards not trusting NATO (46%), the UN (46%) and the EEU (36%). Between a fifth and a third of the population have never heard of the above-mentioned institutions.

Scepticism towards the EU is particularly widespread among residents of larger cities (47% do not trust the EU). Older citizens and unemployed individuals also display, on average, lower levels of trust (32% for both), as well as higher percentages of ‘don’t know’ responses (around 25% each) than their socio-demographic counterparts. Males are more likely to openly distrust the Union compared to females (43% versus 36%), whereas residents of the west of the country are particularly positive: 50% of them openly trust the Union, compared to 39% and 37% of residents of the north-east and south-east of the country respectively.¹¹

¹⁰ The EU-Azerbaijan Partnership and Co-operation Agreement was signed in 1996, formalising the relationship between the country and the European Union.

¹¹ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 3.

FIGURE 4 – Trust towards different institutions (Q2.11)

(Percentages refer to Azerbaijanis who have heard of the EU)

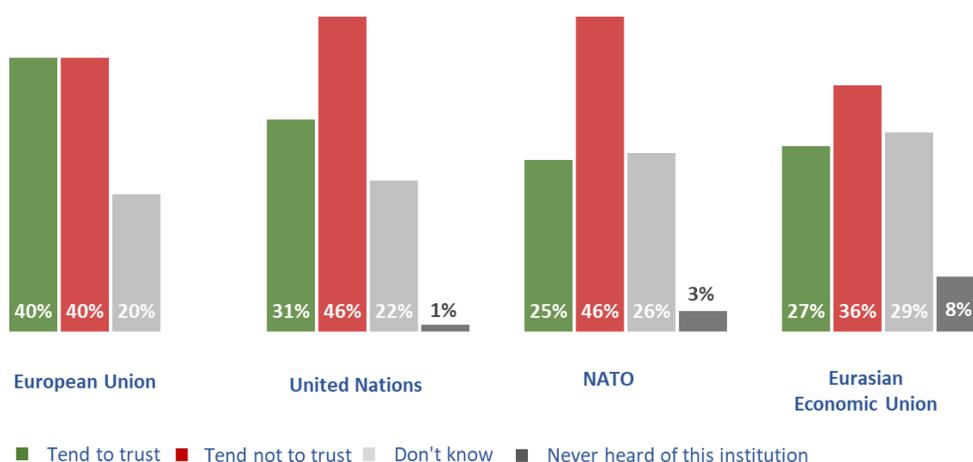
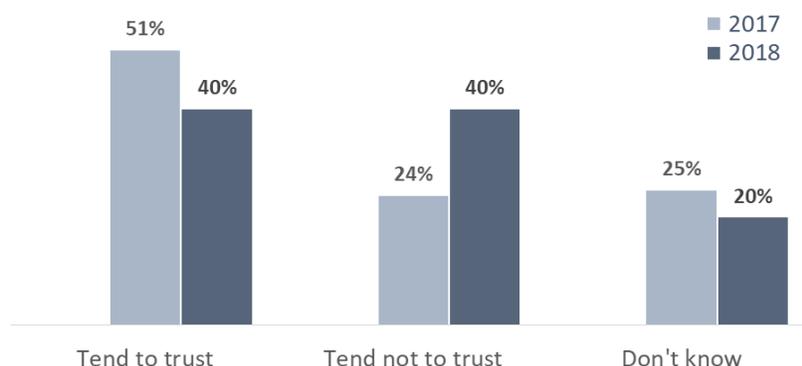


FIGURE 5 – Trust towards the EU (Q2.11)

(Percentages refer to Azerbaijanis who have heard of the EU)



3.2.2. EU relations with Azerbaijan and awareness of EU financial support

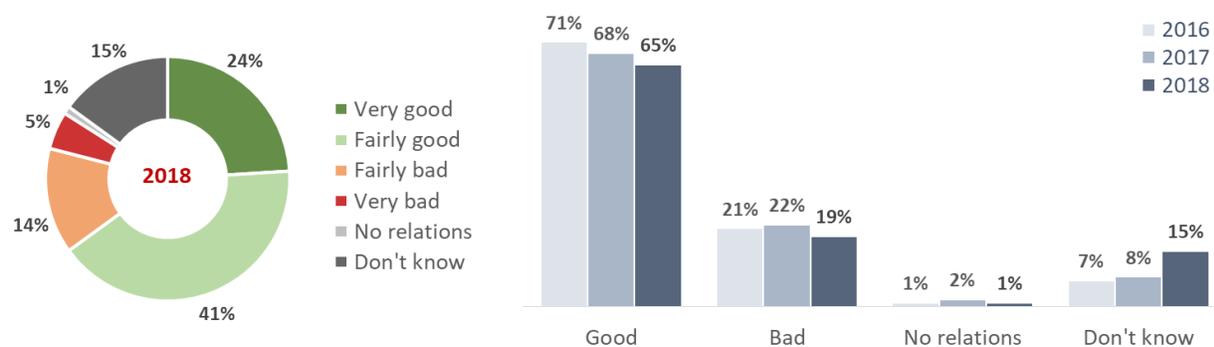
The majority of the population describe the relations between Azerbaijan and the EU as ‘fairly good’ (41%) or ‘very good’ (24%). This figure is consistent with the 2017 findings, although a slight increase in the share of individuals who could not provide a definite answer was recorded (15%, up 7 percentage points since 2017).

Again, higher percentages of critics were found among residents of larger cities (24% rated EU-Azerbaijan relations as bad), men (22%) and unemployed people (23%) than among their socio-demographic counterparts. Residents of the north-east of the country are particularly positive: 76% of them rated EU-Azerbaijan relations as good, compared to 62% and 59% of residents of the south-east and west of the country respectively.¹²

¹² More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 4.

FIGURE 6 – In general, how would you describe the relations that the European Union has with your country? (Q2.4)

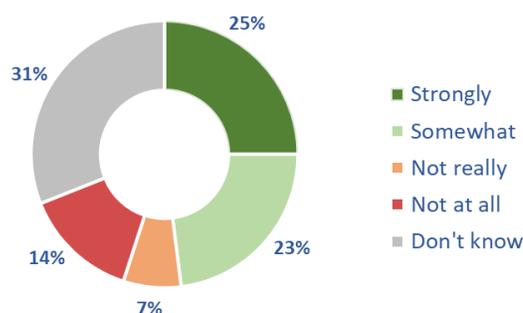
(Percentages refer to Azerbaijanis who have heard of the EU)



Around half of Azerbaijanis perceive the EU as an independent actor in foreign relations, with only 21% ‘not really’ (7%) or ‘not at all’ (14%) agreeing with this statement. Nevertheless, it should be noted that around a third of citizens did not have a definite opinion on the issue (31%).

FIGURE 7 – ‘The EU is an independent actor in foreign relations’.
To what extent do you agree with this statement about the EU?

(Percentages refer to Azerbaijanis who have heard of the EU)

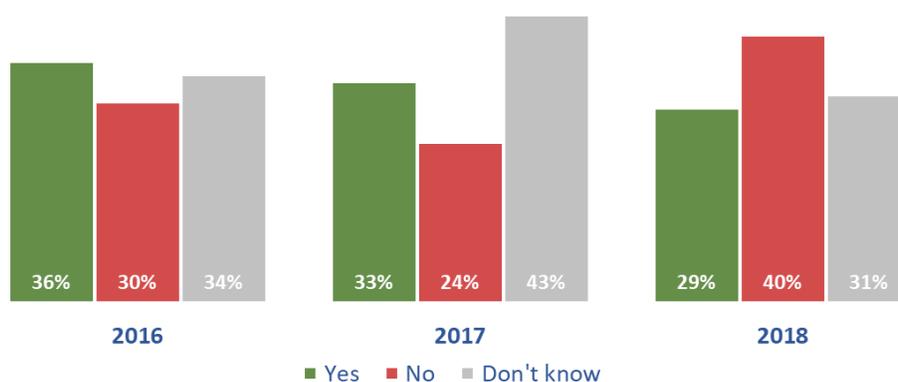


Acknowledgement of the EU’s financial support has seen a slight decrease of 4 percentage points since 2017, in line with the trend recorded since 2016; currently, only 29% of citizens know that the EU provides financial support to Azerbaijan. In fact, the majority of the population are either convinced that the EU does not support their country (40%, up 16 percentage points since 2017) or do not know whether the EU supports their country (31%, down 12% since 2017). In fact, a large shift from unawareness to negative opinions was recorded. People living in smaller settlements (44%) are the least informed on the issue and residents of the western parts of the country are the most negative (52%). Younger citizens also provided a higher share of negative answers than those in the middle and oldest age brackets (47% versus 34% and 35% respectively).¹³

¹³ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 5.

FIGURE 8 – As far as you know, does the European Union provide Azerbaijan with financial support? (Q2.5)

(Percentages refer to Azerbaijanis who have heard of the EU)

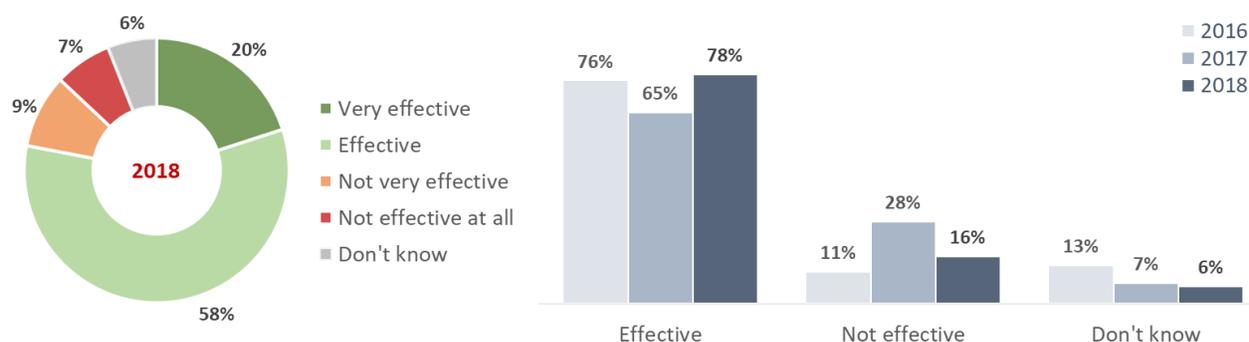


The share of people who consider the EU’s financial support effective (78%) is back around the level it was in 2016 (76%) after recording a drop in 2017 (65%). In addition, only 6% of individuals who are aware of the EU’s financial support did not provide a definite answer in 2018.

The most sceptical groups regarding the effectiveness of EU support are residents of the north-eastern parts of the country (66% acknowledge the EU’s support versus 81% and 80% of south-eastern and western residents respectively) and highly educated individuals (61% versus 81% of citizens with a low-to-medium level of education).¹⁴

FIGURE 9 – How effective do you think the support has been? (Q2.5.1)

(Percentages refer to Azerbaijanis who were aware of the EU’s financial support)



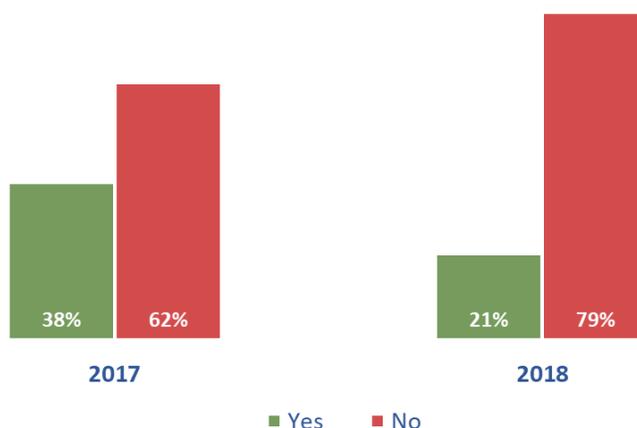
Of those who are aware of the EU’s financial support, one in five know about specific EU-funded programmes in Azerbaijan (21%) – a decrease of 17% from 2017 (38%). Residents in large settlements (30%) and in the north-eastern parts of the country (36%) are, on average, more informed than residents of other settlements/areas and, in general, those in other socio-demographic groups.¹⁵

¹⁴ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 6.

¹⁵ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 7.

FIGURE 10 – Do you know of any specific programmes financed by the European Union in Azerbaijan? (Q2.6)

(Percentages refer to Azerbaijanis who were aware of the EU's financial support)

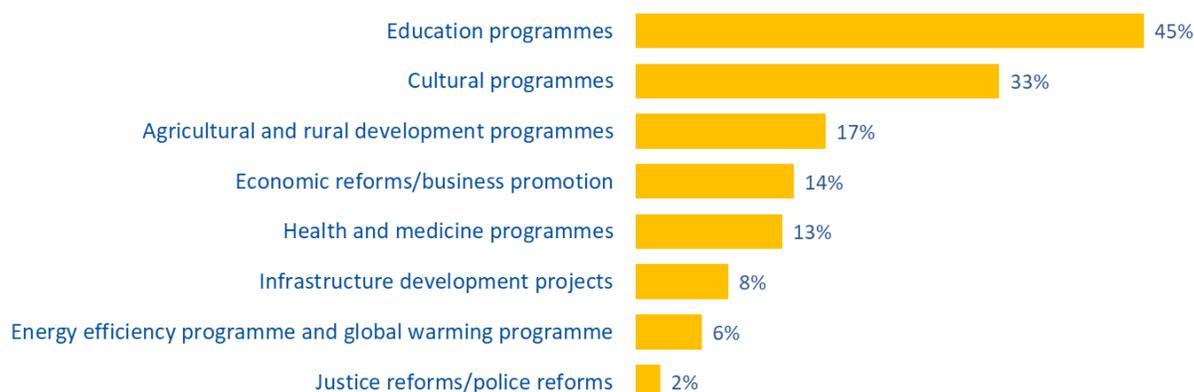


The most well-known EU-financed programmes in Azerbaijan relate to the field of education (45%). Around a third of the population are also aware of cultural programmes (33%), 17% of agricultural and rural development programmes, 14% of economic reforms/business promotion and 13% of health and medicine programmes. Azerbaijanis are less familiar with the Union’s financial support to the sectors of infrastructure (8%) and other programmes – such as roads (7%) and energy efficiency/global warming (6%).

Around 6% of Azerbaijanis have personally been (or know someone who has been) involved in recent EU-funded projects.

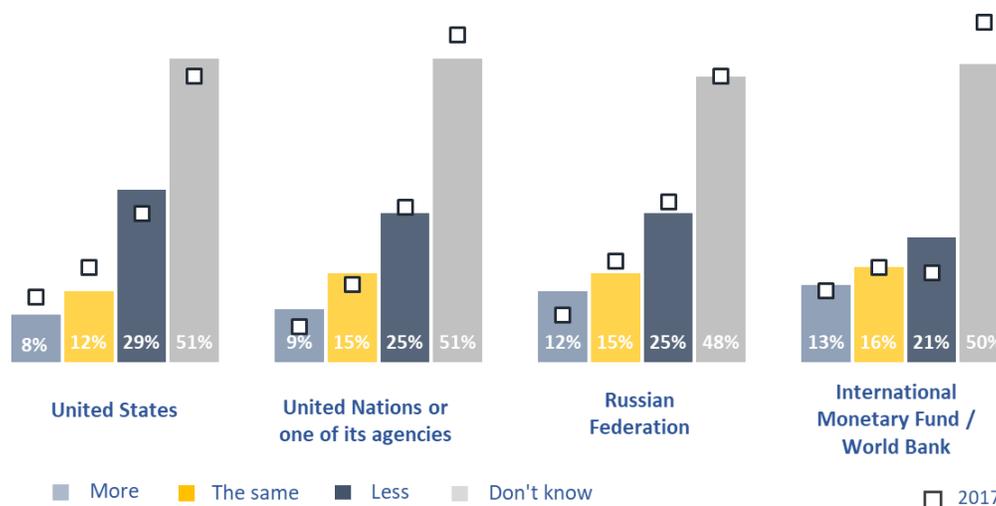
FIGURE 11 – Which specific programme(s) do you know? (Q2.6.1, multiple answers possible)

(Percentages refer to Azerbaijanis who were aware of the EU's financial support)



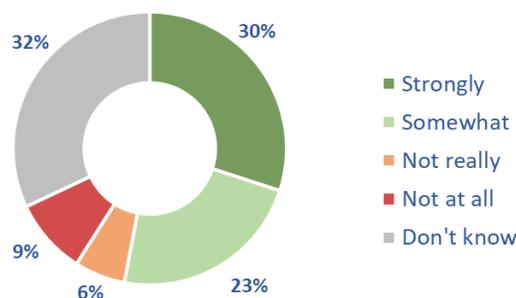
Like in 2017, around half of Azerbaijanis could not provide a definite answer as to whether the Union financially sustains their country to the same extent or more than other international organisations, such as the United Nations and its agencies, the International Monetary Fund/World Bank, and the United States of America. All four institutions are perceived as a smaller or equivalent donor to Azerbaijan in comparison to the EU. Specifically, around 25% consider them as smaller donors and around 15% as equivalent donors.

FIGURE 12 – As far as you know, for each of the following international institutions, would you say that it provides more, the same, or less financial support to your country than the European Union? (Q2.7)
(Percentages refer to Azerbaijanis who have heard of the EU)



According to 53% of Azerbaijanis, the EU provides tangible benefits to citizens in everyday life. Very negative reactions to the statement were recorded for 9% of the population. Again, one in three individuals did not provide a definite answer to the question (32%).

FIGURE 13 – ‘The EU provides tangible benefits to citizens in their everyday lives’.
To what extent do you agree with this statement about the EU?
(Percentages refer to Azerbaijanis who have heard of the EU)



Around 65% of the population cited tourism among the areas that have benefitted ‘very much’ or ‘fairly much’ from EU support (up 5 percentage points since 2017). Nearly 60% also acknowledged the positive effects on the justice system (57%) and infrastructure (56%), whereas around half of the population mentioned benefits on the healthcare system (50%), education (48%), access to products and services (46%) and trade (45%).

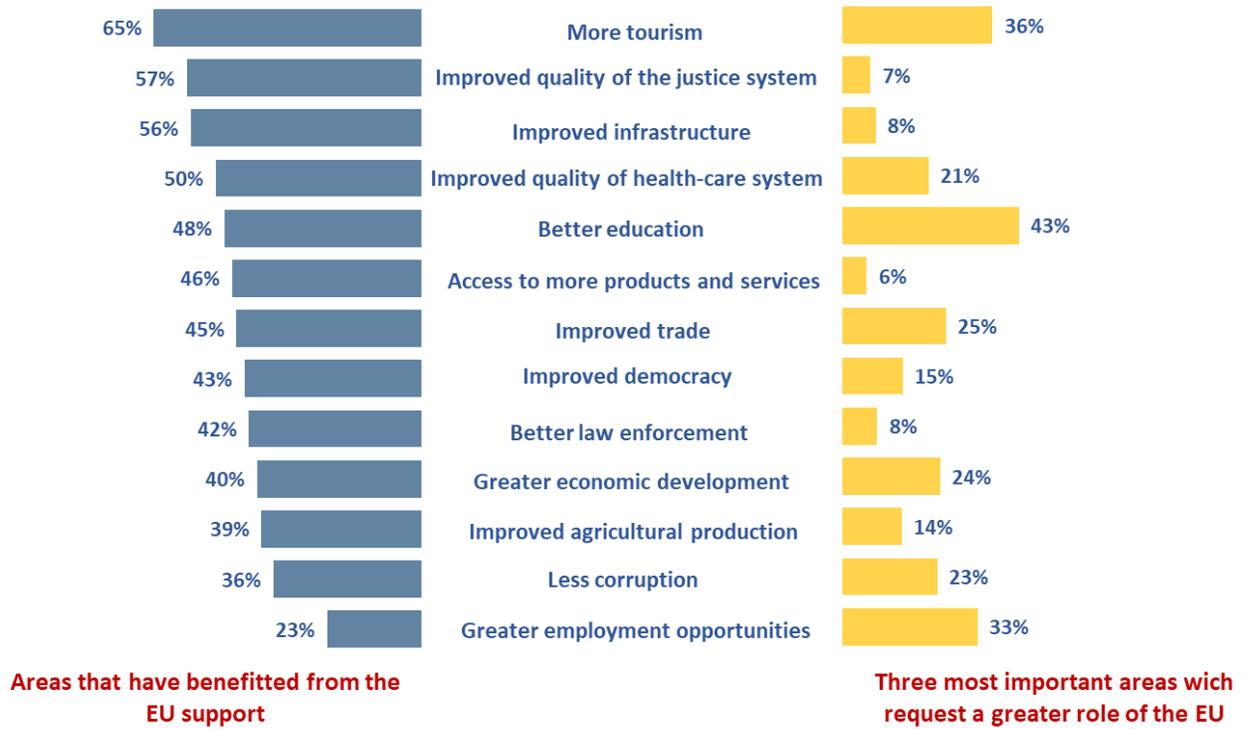
Benefits on the economy in general are less evident, with 40% citing greater economic development and 23% greater employment opportunities, and 24% and 33% of Azerbaijanis respectively would favour more support from the EU in these areas.¹⁶ Education and tourism are respectively the most important areas that should be supported by the EU according to 43% and 36% of citizens.¹⁷

¹⁶ Respondents were asked to name and rank the three most important areas in which the EU should play a greater role.

¹⁷ More details are provided in Annex – Tables 8 and 9.

FIGURE 14 – Areas that have benefitted very much or fairly from EU support (Q2.8) & three most important areas in which Azerbaijanis request a greater role of the EU (Q2.9)

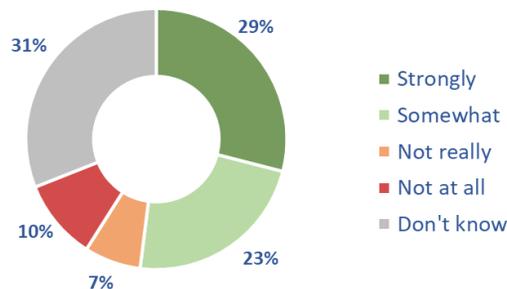
(Percentages refer to Azerbaijanis who have heard of the EU)



When directly asked if the EU is committed to fighting corruption, 52% of Azerbaijanis ‘strongly’ (29%) or ‘somewhat’ (23%) agreed with the statement, with one in three citizens not providing a definite answer.

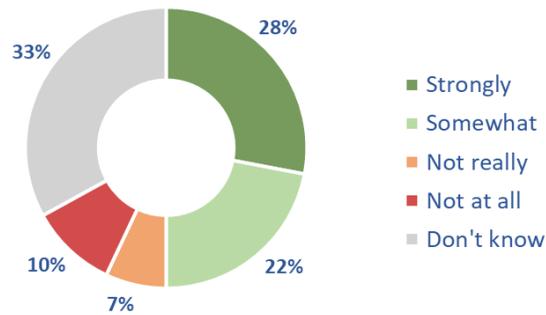
FIGURE 15 – ‘The EU is committed to fighting corruption’.
To what extent do you agree with this statement about the EU?

(Percentages refer to Azerbaijanis who have heard of the EU)



Half of Azerbaijanis are also 'strongly' (28%) or 'somewhat' (22%) convinced that integration with the EU will increase the country's security and stability. One in three citizens did not provide a definite answer (33%), and negative reactions were recorded in 17% of the cases.

FIGURE 16 – 'Integration with the EU increases the country's security and stability'.
To what extent do you agree with this statement about the EU?
(Percentages refer to Azerbaijanis who have heard of the EU)



3.3. Sources of information on the EU

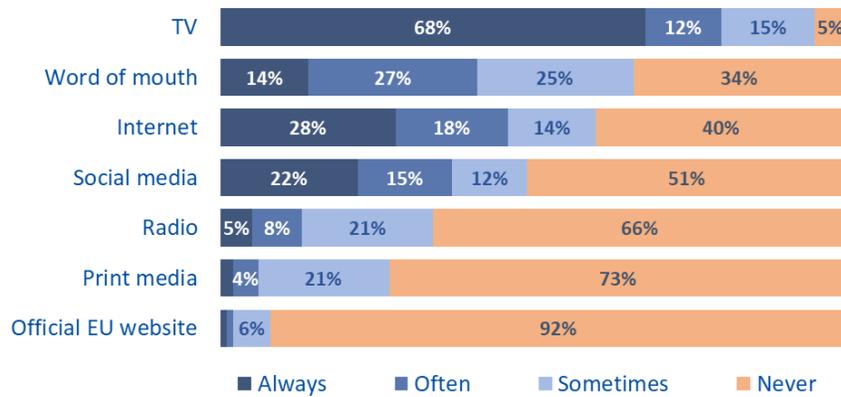
Only one in five Azerbaijanis have seen or heard information about the EU in the last three months (19%, down 18 percentage points since 2017). This is the lowest figure recorded since 2016 and may reflect poor media coverage of EU-related information. Television continues to be the most popular source of information (only 5% of the population never watch it) and word of mouth is the next most common source (66% of citizens). New media, such as the Internet and social media, are also quite prevalent: around half of the population use them frequently (51%) and nearly 60% of EU-related searches occur on the Internet (59%, up 14% since 2017). The representation of the EU in national media has also been slightly less positive than in 2017 (40%, down 4%), which is consistent with the increase in neutral stances recorded among citizens.

This section looks at the main sources of information in Azerbaijan, with a focus on specific information about the EU, its programmes and its institutional communication instruments.

3.3.1. Media usage as sources of information

Television is by far the most popular source of information in Azerbaijan – only 5% of the population never watch it. The next most commonly used source of information is ‘word of mouth’ (from neighbours, friends, colleagues, etc.), as stated by 66% of the population. New media, such as the Internet (60%) and social media (49%) are more prevalent than other traditional media, such as radio (34%) and print press (27%). The official EU website is hardly ever used – 8% of Azerbaijanis access it for information (down 6% since 2017).

FIGURE 17 – Type of media used as a source of information (Q3.7)

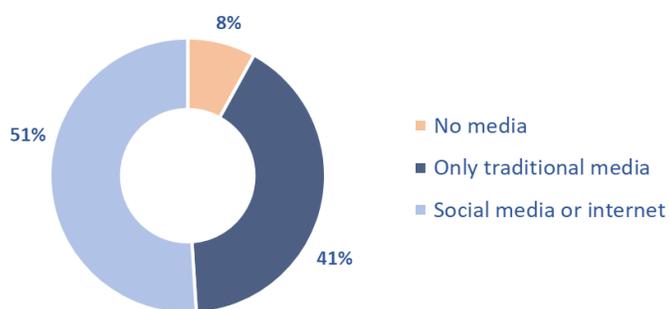


The breakdown of frequent media use shows that a majority of Azerbaijanis frequently access social media or the Internet (51%). Traditional media only are accessed by 41% of the population, while 8% of citizens do not rely frequently on any media.¹⁸ Quite predictably, older generations (80%) are more likely to rely frequently on traditional media only, whereas higher percentages of frequent users of new media can be found among young (72%) and highly educated (68%) people and residents of large settlements (60%). Men are also more likely to be frequent users of new media than women (58% versus 46%). Unemployed citizens are more likely to use traditional media only compared to working citizens (52% versus 34%).¹⁹

¹⁸ The first includes all individuals who ‘always or often’ use only traditional media (such as television, radio and print media); the second group includes all individuals who always or often use either the Internet (including the official EU website) or social media; while the last group includes all individuals who do not ‘always or often’ use any of the surveyed media.

¹⁹ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 10.

FIGURE 18 – Type of media frequently used as source of information



Nearly all Azerbaijanis – 70% ‘always’, 12% ‘often’ and 12% ‘sometimes’ – use national media in their national language. The usage of media in different languages is less prevalent in Azerbaijan – around 60% of citizens never use national or foreign media in Russian (56% and 63% respectively) and around three quarters never use national or foreign media in other languages (72% and 76% respectively). No change in the usage of media in different languages was recorded compared to 2017.

FIGURE 19 – Usage of media in Azerbaijani, Russian and other languages (Q3.7)

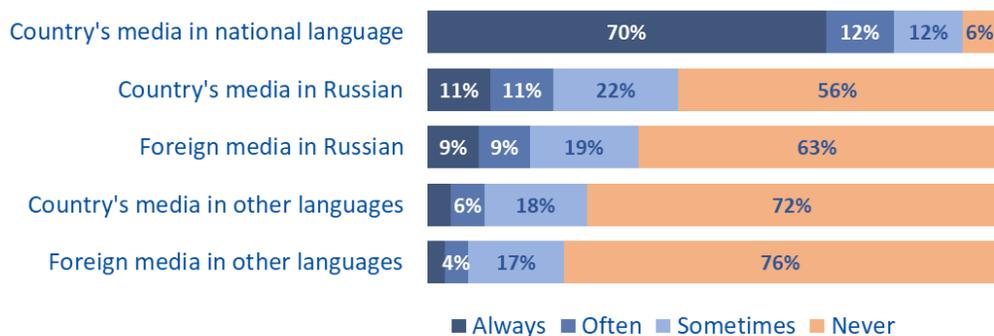


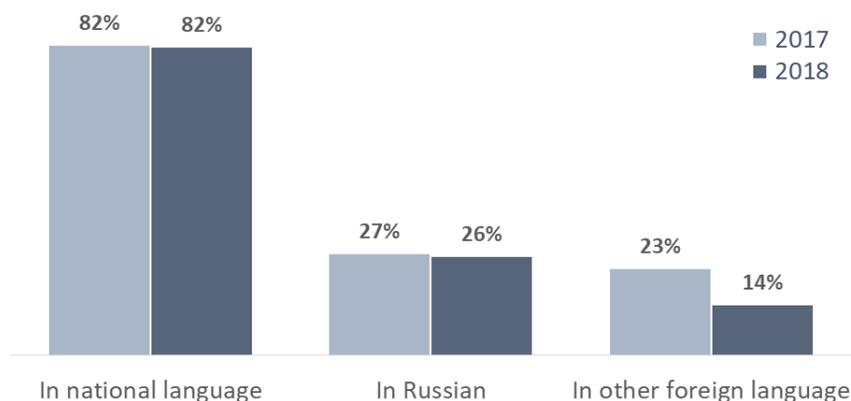
Figure 20 shows how frequently media in Azerbaijani, Russian and other foreign languages are used among the population, irrespective of whether the media is national or foreign.²⁰ Nearly all citizens frequently rely on media in their national language (82%), and one in four on media in Russian (26%), with no change registered compared to 2017. Frequent usage of media in other foreign languages has seen a decrease of 9 percentage points since last year; only 14% of the population use such sources.²¹ Citizens living in larger settlements, males, highly educated individuals and north-eastern residents are more likely to frequently rely on media in foreign languages (either Russian or other languages) than their socio-demographic counterparts.²²

²⁰ Frequent users of media in Azerbaijani are defined as all individuals who ‘always’ or ‘often’ use media in the national language; those who ‘always’ or ‘often’ use the country’s or foreign media in Russian are seen as frequent users of media in Russian. Finally, frequent users of media in foreign languages are those who ‘always’ or ‘often’ use the country’s or foreign media in other languages. The frequent use of media in one language is not exclusive, in the sense that individuals might also access media in other languages.

²¹ The low diffusion of Russian media in Azerbaijan can be explained by the fact that Russian channels are only available through cable television, satellite, aerial or Internet. In Azerbaijan, only a small segment of the population favors Russian TV channels as their information source. See: Monitoring of Russian channels by MEMO 98, Final report, 2015 (http://www.csdialogue.eu/sites/default/files/monitoring_report_executive_summary.pdf).

²² More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 11.

FIGURE 20 – Frequent usage of media in Azerbaijani, Russian and other languages



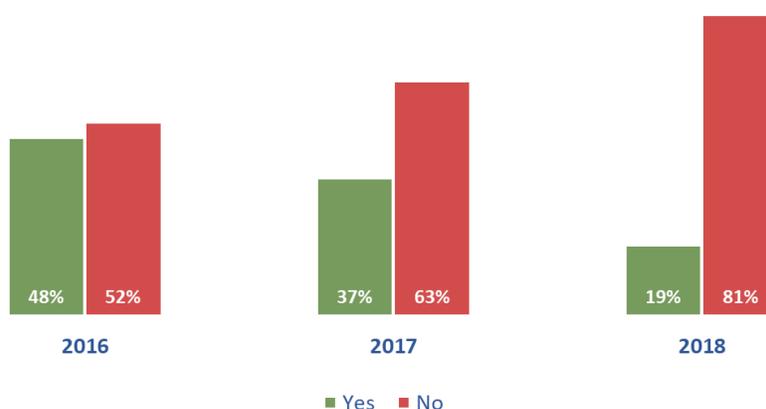
Trust levels towards different media sources are similar to the usage patterns of media: the majority of the population trust television (66%) and national media in Azerbaijani (76%). The Internet has a 37% level of trust, while around a third of the population trust national media in Russian (30%), word of mouth (29%) and social media (28%). Only one in ten individuals trust the official EU website (11%), with half of the population not knowing how to rate their level of trust in this information source (49%).²³

3.3.2. Sources of information about the EU

Only one in five Azerbaijanis say they have seen or heard information about the EU in the last three months (19%, down 18 percentage points since 2017). This is in fact the lowest figure recorded since 2016. Citizens who are highly educated (30%) and residents of the north-eastern parts of the country (31%) were more likely to have seen or heard information on the EU, whereas residents of the west of the country were the least likely to have been exposed to EU-related information (6%).²⁴

FIGURE 21 – Have you seen or heard any information about the EU in the last three months? (Q3.2)

(Percentages refer to Azerbaijanis who have heard of the EU)



As expected, passive exposure stems mostly from television (60%); however, compared to last year, less individuals heard or saw information about the EU through their television (down 16%). Around 40% of the

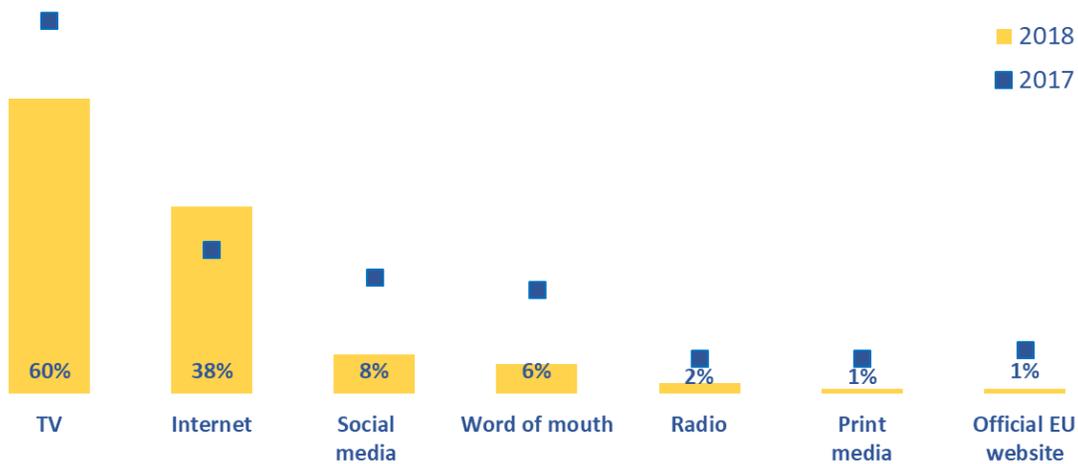
²³ More details are provided in Annex – Table 12.

²⁴ More details on exposure to information about the EU and socio-demographic characteristics are provided in Annex – Table 13.

Azerbaijanis who heard or saw information about the EU did so via the Internet (38%, up 7%). All other media sources were each cited by less than one in ten citizens.

FIGURE 22 – Where or from whom have you seen or heard information about the EU in the last three months? (Q3.2.1, multiple answers possible)

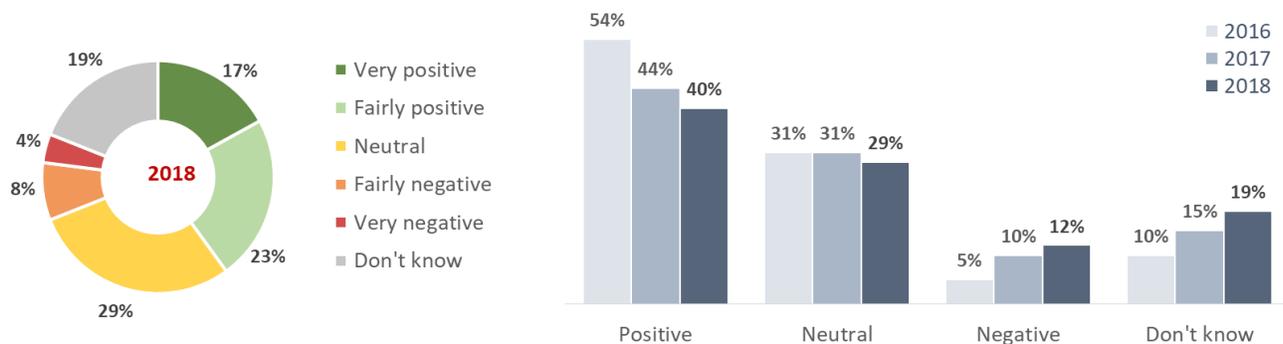
(Percentages refer to Azerbaijanis who have heard any information about the EU in the last three months)



Among those who had heard about the EU, 40% felt that national media presented the European Union positively (17% ‘very positively’, 23% ‘fairly positively’). This figure has decreased by 4 percentage points compared to 2017; in fact, more Azerbaijanis were this year unable to express a definite opinion (19%, up 4% since 2017). High shares of “don’t know” responses were recorded among residents of small and medium-sized settlements (28% and 25% respectively) and individuals living in the west of the country (30%). On the contrary, residents of the north-eastern parts of the country (51%), highly-educated (44%) and employed people (43%) and younger citizens (45%) were more likely to express a positive evaluation than their socio-demographic counterparts.²⁵

FIGURE 23 – In general, how would you say the EU was presented in the national media? (Q3.3)

(Percentages refer to Azerbaijanis who have heard about the EU)



According to 47% of the population, the information which they read, watch or access online helps them to have a better understanding of the European Union, either ‘fairly’ (37%) or ‘very much’ (10%). However, 21% find the information ‘not at all useful’ and 17% ‘not very useful’ (with no significant change since 2017).

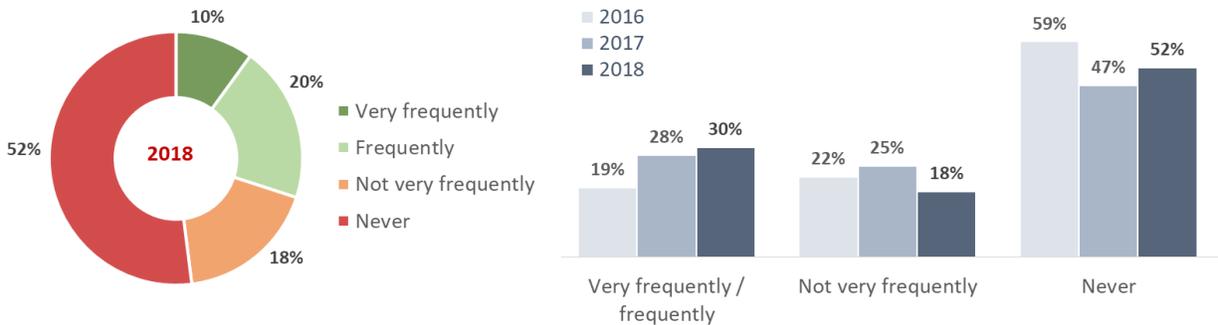
²⁵ For the distribution according to the main socio-demographic characteristics, see Table 14 in Annex.

The following section looks specifically at sources of information about the EU, and therefore only refers to Azerbaijanis who actively look for/access information on the EU.

Azerbaijanis do not share a great deal of interest in the European Union and only around one in three citizens 'frequently' (20%) or 'very frequently' (10%) access information on the EU, with no significant change since 2017. Only highly educated people seem to be more interested in the European Union (47% of them frequently accessed information on the EU); however, 40% never search/look for EU-related information. As for other socio-demographic groups, around 60% of residents of the west of the country, middle-aged and older individuals and unemployed citizens never access any information on the EU.²⁶

FIGURE 24 – How often do you look for/access information on the EU? (Q3.1)

(Percentages refer to Azerbaijanis who have heard of the EU)

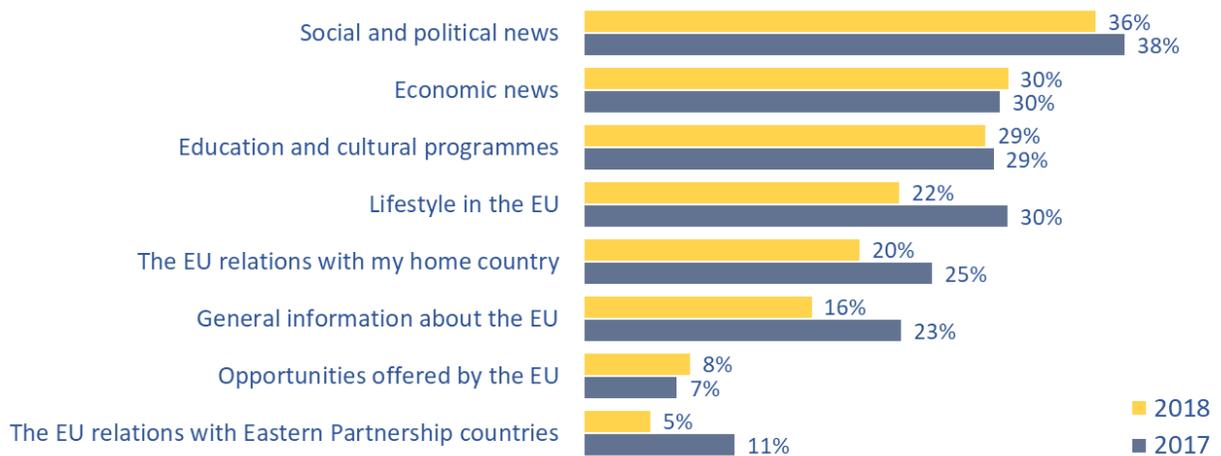


Over 70% of individuals who search for information about the EU use Azerbaijani sources (72%); 19% use Russian and 7% English.

Azerbaijanis are mostly interested in social and political news (36%), economic news (30%) and educational and cultural programmes (29%). Compared to 2017, general searches (16%, down 7%) and enquiries about lifestyle in the EU (22%, down 8%) are less relevant and citizens also seem to be less interested in the relations between their country and the EU (20%, down 5%) and with other EaP countries (5%, down 6%). Around one in ten citizens search for opportunities offered by the EU.

FIGURE 25 – What type of information do you normally look for? (Q3.1.2, multiple answers possible)

(Percentages refer to Azerbaijanis who have looked for/accessed information on the EU)

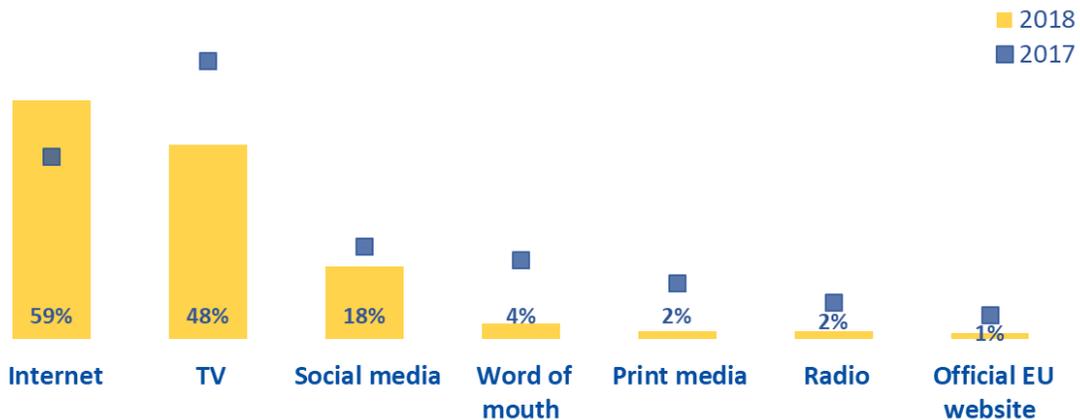


²⁶ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 15.

Nearly 60% of active searchers use the Internet (59%, up 14 percentage points since 2017), which has surpassed television as the main provider of information about the EU. All other media have recorded a decrease since last year; currently, only one in five citizens rely on social media (20%), 4% on word of mouth, 2% on word of mouth, 2% read print press or listen to the radio, and 1% visit the official EU website.

FIGURE 26 – Where do you go to find information about the EU? (Q3.1.4, multiple answers possible)

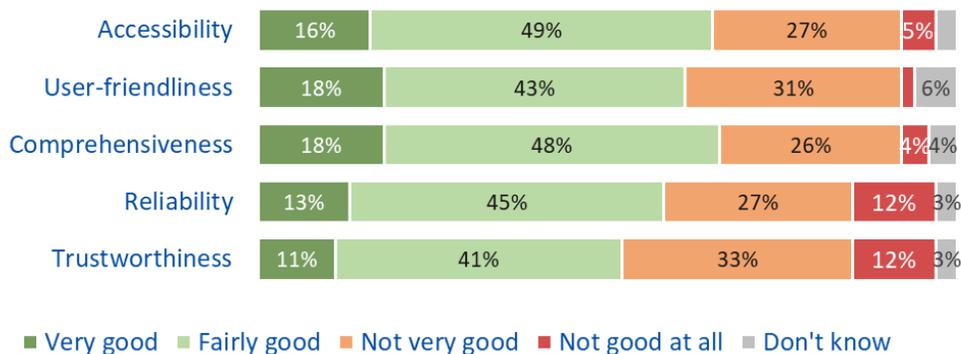
(Percentages refer to Azerbaijanis who have looked for/accessed information on the EU)



The quality of information – in terms of its accessibility, user-friendliness and comprehensiveness – was rated ‘fairly positively’ by around 45% of Azerbaijanis, and ‘very positively’ by another 20% of citizens. Around 55% of the population also conveyed a positive assessment in terms of reliability and trustworthiness. Overall, their assessment was more positive than in 2017.

FIGURE 27 – How would you rate the information in terms of...? (Q3.1.5)

(Percentages refer to Azerbaijanis who have looked for/accessed information on the EU)



Overall, 11% of Azerbaijanis have used EU informational websites²⁷ at least once. As in 2017, the Facebook profile of the European Union is the most accessed among all EU websites (8% of the population), with very rare access to all other pages – Twitter pages (3%), the ‘EU NEIGHBOURS east’ website (2%), EU projects’ websites (2%) and EU Delegation website (1%).

²⁷ This refers to EU institutions’ websites; the EU Delegation website; EU projects’ websites; the ‘EU NEIGHBOURS east’ website; EU Twitter and EU Facebook pages.

3.4. View of Azerbaijan’s current situation and future expectations

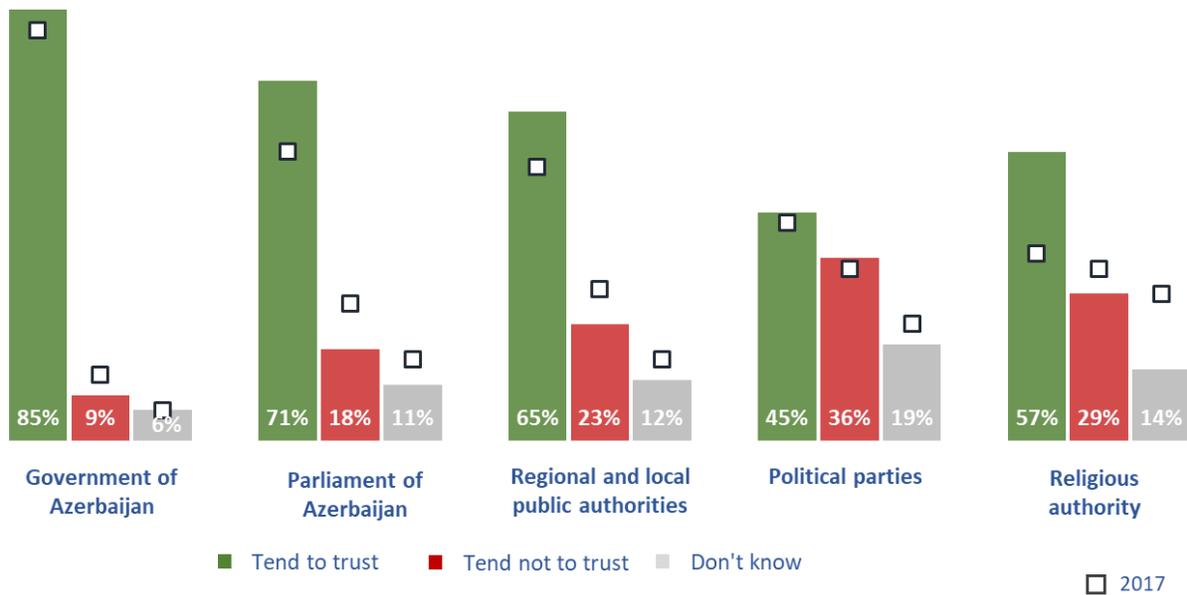
Following the trend recorded in previous years, Azerbaijanis continue to share a great deal of trust in their political institutions, such as the government (85%), the parliament (71%) and regional and local public authorities (65%). Political parties garner a lower level of trust; however, 45% of the population still trust them. Nearly half of Azerbaijanis are also satisfied with the way democracy works in their country and over half agree that all democratic indicators apply to their country, except for lack of corruption. No change has been recorded since 2017 in terms of future expectations; 65% of Azerbaijanis are optimistic towards their own future and 59% about the future of their country.

This section presents an assessment of Azerbaijan’s current and future situation, regarding the current functioning of democracy and the most pressing problems.

3.4.1. View of Azerbaijan’s current situation

Following the trend recorded in previous years, Azerbaijanis continue to share a great deal of trust in their political institutions, such as the government (85%), the parliament (71%) and regional and local public authorities (65%). Political parties garner a lower level of trust, although 45% of the population still feel confident about their action. In addition, 57% of citizens also trust the religious authority (up 20% since 2017).

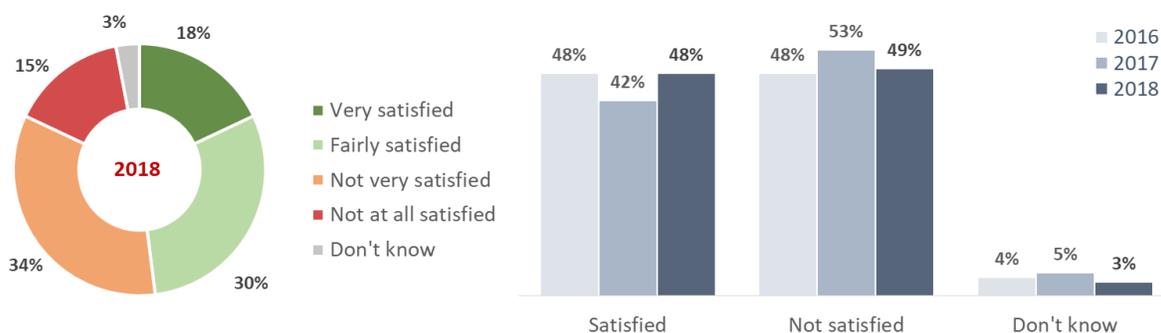
FIGURE 28 – Please tell us your level of trust in the following institutions (Q4.1)



The assessment of the functioning of democracy is overall less positive; only 48% of Azerbaijanis are ‘satisfied’ with the way democracy works in their country, with 34% ‘not very satisfied’ and 15% ‘very dissatisfied’. However, the assessment is more positive than last year (42% in 2017). Residents of small and medium-sized settlements, older citizens and individuals living in the west of the country (54%, 56%, 58% and 63% respectively) are on average more satisfied than their socio-demographic counterparts.²⁸

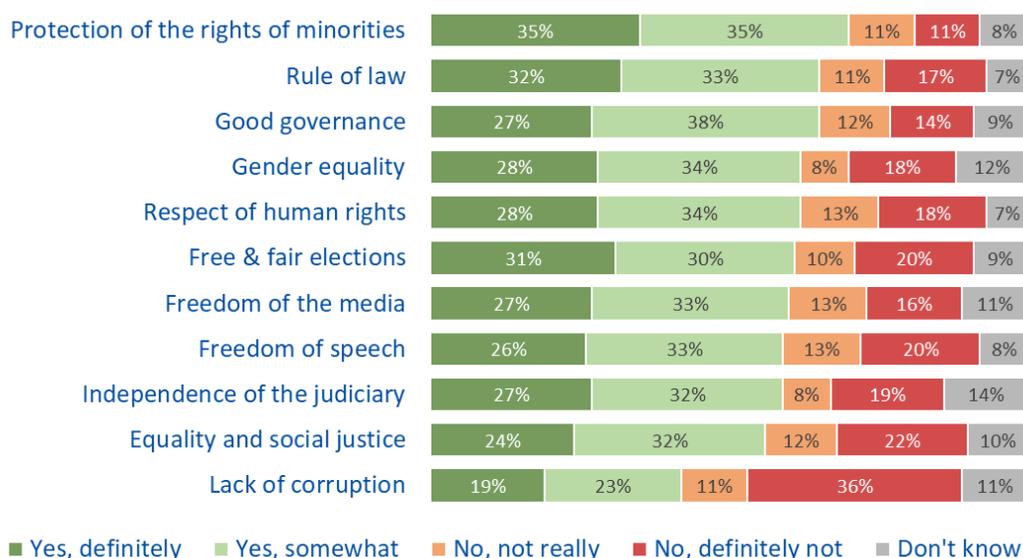
²⁸ More details on satisfaction with democracy and socio-demographic characteristics are provided in Annex – Table 16.

FIGURE 29 – On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in Azerbaijan? (Q4.3)



The evaluation of Azerbaijan’s path towards democratic governance is overall more positive than last year, with between one in five and one in three citizens agreeing that all democratic indicators apply to their country (it was between one in ten and one in five in 2017). Specifically, the majority of the population believe that protection of the rights of minorities (70%), rule of law (65%), good governance (65%), gender equality (62%), respect of human rights (62%), free and fair elections (61%), freedom of the media (60%), freedom of speech (59%), independence of the judiciary system (59%) and equality and social justice (56%) are present in the country. Lack of corruption is the only indicator below the 50% threshold (42%) and is deemed as the most problematic issue for the third year in a row.

FIGURE 30 – To what extent do you think that the following elements apply in Azerbaijan? (Q4.4)



3.4.2. Future expectations

No significant change in future expectations has been recorded since 2017, and Azerbaijanis continue to be slightly more optimistic towards their own future (65%) than the future of their country (59%). Highly educated individuals and citizens living in the north-east and west of the country are, on average, more optimistic about both Azerbaijan’s future and their personal future than their socio-demographic counterparts, whereas younger individuals are more confident about their personal future (70%) and older individuals about the country’s future (69%).²⁹

FIGURE 31 – How optimistic are you about the future of your country? (Q4.5)

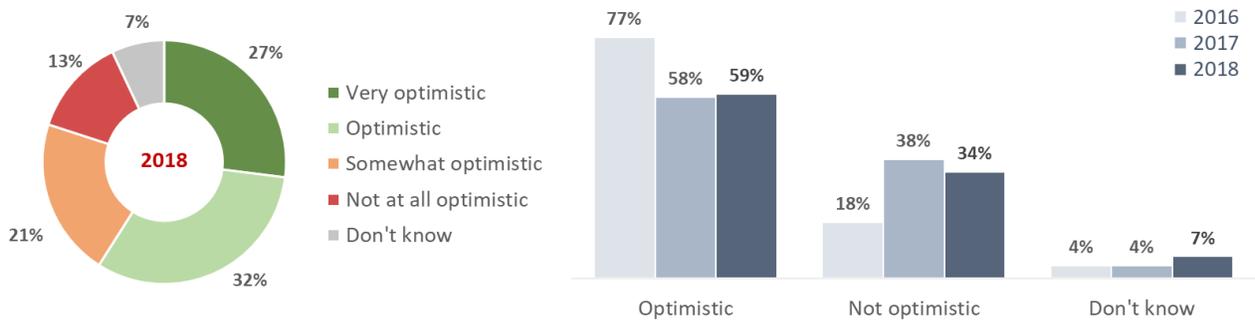
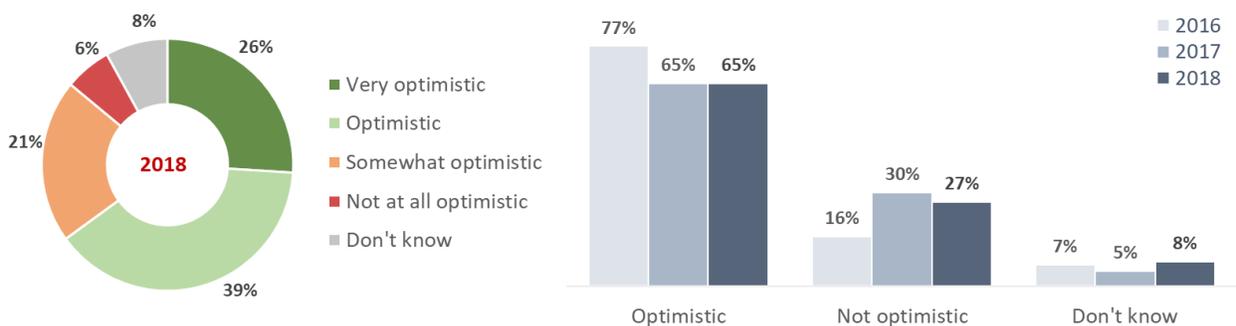


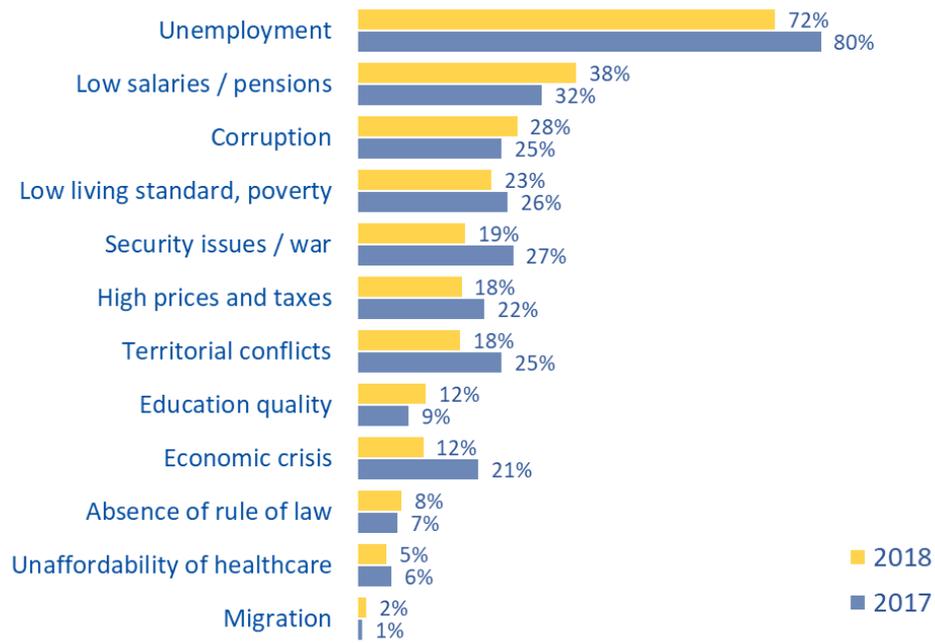
FIGURE 32 – How optimistic are you about your personal future? (Q4.6)



Concerns over the main issues are consistent with last year’s findings and unemployment is still Azerbaijanis’ main source of worry, with 72% of the population mentioning it (compared to 80% in 2017). Low salaries and pensions (38%), corruption (28%) and low living standards and poverty (23%) are also echoed in the most commonly cited pressing problems, whereas security issues/war (19%, down 8% since 2017) and territorial conflicts (18%, down 7% since 2017) are less felt compared to last year. Only one in ten citizens mentioned concerns over the absence of the rule of law (8%) and unaffordability of healthcare (5%).

²⁹ More details on optimism regarding citizens’ personal future and the country’s future and socio-demographic characteristics are provided in Annex – Tables 17 and 18.

**FIGURE 33 – What do you consider to be the most pressing problems facing your country?
(Q4.2, multiple answers possible)**



3.5. Profiling attitudes towards the EU: positive versus neutral

In terms of socio-demographic characteristics, holders of a positive view of the EU – who represent 39% of Azerbaijanis – and holders of a neutral view – who represent 32% of Azerbaijanis – have a very similar profile. However, differences were found in the level of passive and active exposure to EU-related information; 88% of those holding a neutral stance had not seen/heard any information about the EU in the three months preceding the survey and 56% never access any information on the European Union (versus 73% and 40% respectively among EU supporters).

Neutrality is also linked with lower levels of trust in all foreign institutions compared to EU supporters and less appreciation of the EU's relations with Azerbaijan and the EU's financial support. Accordingly, EU supporters tend to share a much stronger and more positive vision of their country and of the EU than neutrally oriented citizens and, in general, of the future of their country.

In this section, the attitude of Azerbaijanis towards the EU has been analysed according to two main profiles: individuals who have a positive image of the EU and those who are neutral towards it.³⁰

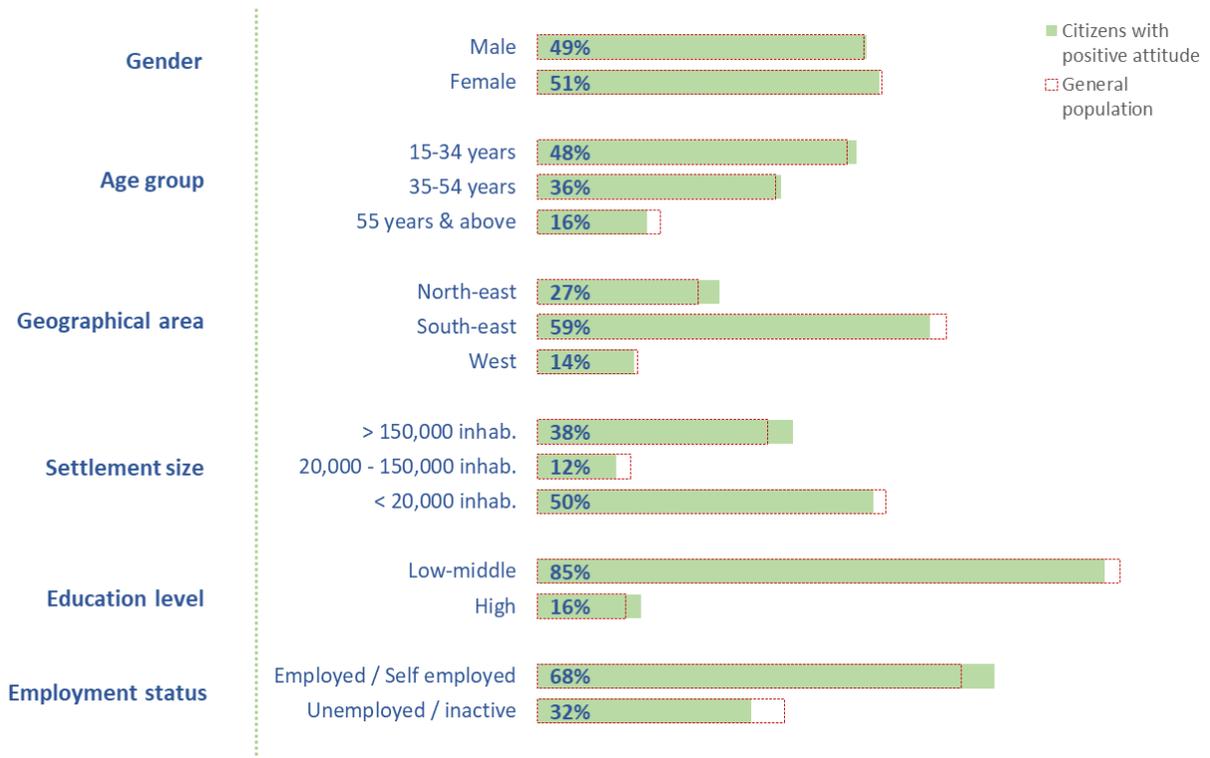
Attitudes were profiled against a comprehensive set of indicators, starting with the main socio-demographic characteristics, followed by passive and active exposure to EU-related information (including main language used and subjects of interest), assessment of the relationship between Azerbaijan and the EU, awareness and effectiveness of its financial support and level of trust towards the EU and other foreign institutions, and finally the perception of the country's future and respondents' personal futures and main concerns.

3.5.1. Positive attitudes

In terms of socio-demographic characteristics, holders of a positive view of the EU – who represent 39% of Azerbaijanis – have a very similar profile to that of the general population. Citizens with a positive attitude are equally found among men and women (49% and 51% respectively) and 48% are aged 15–34 years). Nearly all have a low-to-medium level of education (85%) and most are employed/self-employed (68%). Half live in smaller settlements (50%) and 38% in larger cities – with 59% of them concentrated in the south-eastern parts of the country, where Baku, the capital city, is located.

³⁰ Individuals who were mostly negatively oriented were excluded from the comparison, as their number was too small for the results to be statistically significant.

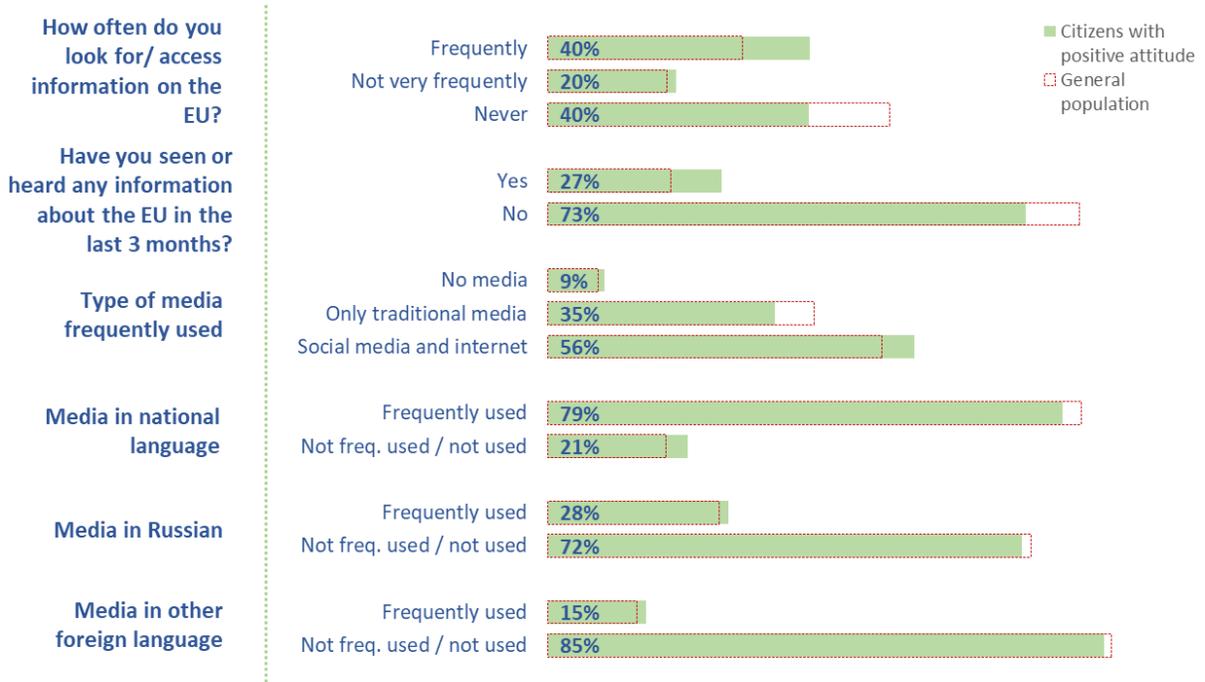
FIGURE 34 – Socio-demographic characteristics and geographical location of Azerbaijanis with a positive image of the EU



EU supporters are more characterised in terms of active and passive exposure to information about the EU. Compared to the overall population, 27% of them had seen or heard information about the EU and 40% had frequently searched for EU-related information in the three months preceding the survey – the figures were 19% and 30% respectively for the general population.

EU supporters are also slightly keener users of new media as a source of information – 56% frequently use the Internet and social media (compared to 51% of the general population), with only 35% frequently relying only on traditional media (41% among the general population). No difference in the language of media used was recorded; 79% of Azerbaijanis with a positive attitude towards the EU frequently use media in the national language, 28% in Russian and 15% in other foreign languages.

FIGURE 35 – Exposure to information about the EU and media usage among Azerbaijanis with a positive image of the EU

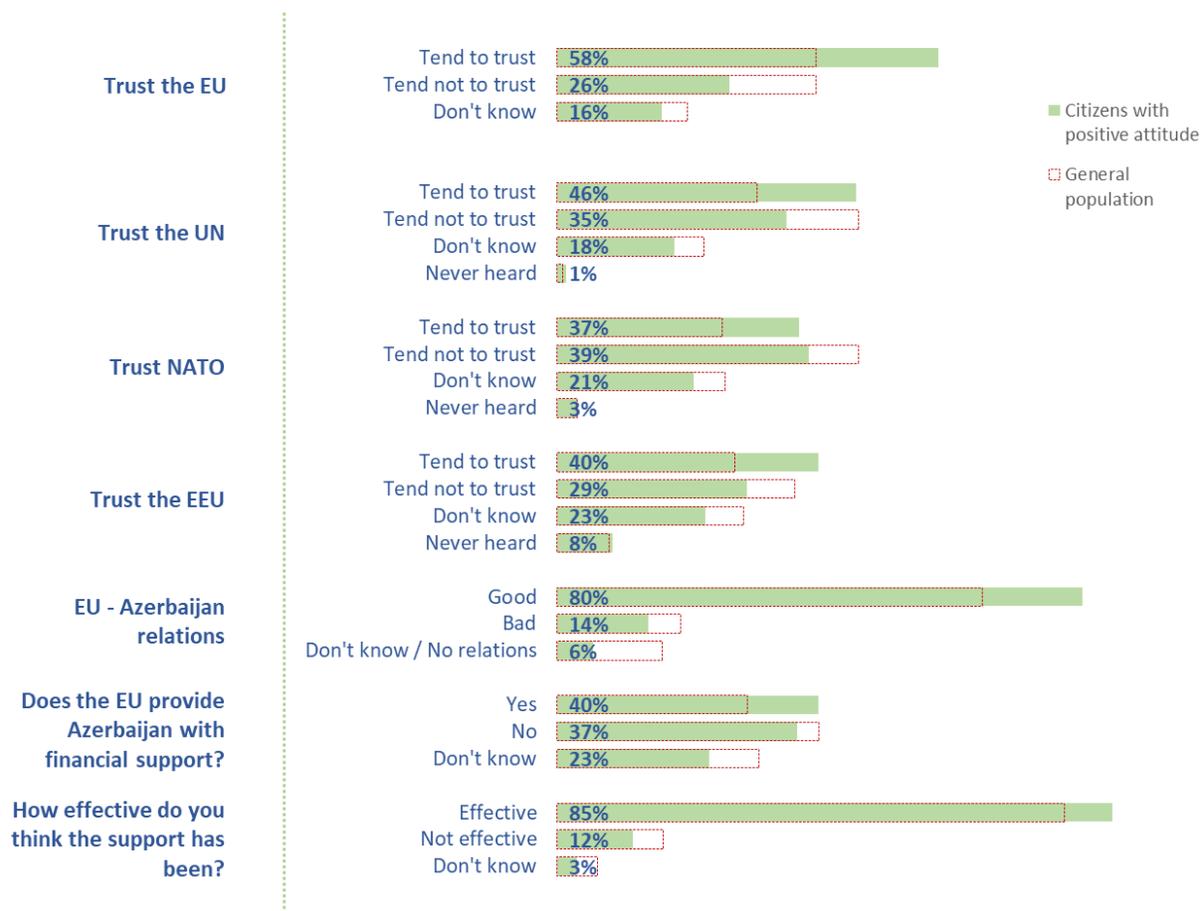


A positive image of the EU is linked to a higher level of confidence in the EU and in all other foreign institutions. Nearly 60% of positively oriented individuals trust the EU (58%), 46% trust the United Nations, 40% trust the EEU and 37% trust NATO.

In addition, nearly all positively oriented individuals have a positive image of the relations between Azerbaijan and the EU (80%), 40% acknowledge the EU’s financial support and 85% rate it as effective.

Positively oriented individuals are also more likely to be aware of these issues, and less likely to respond “don’t know” to all the above questions than the overall population.

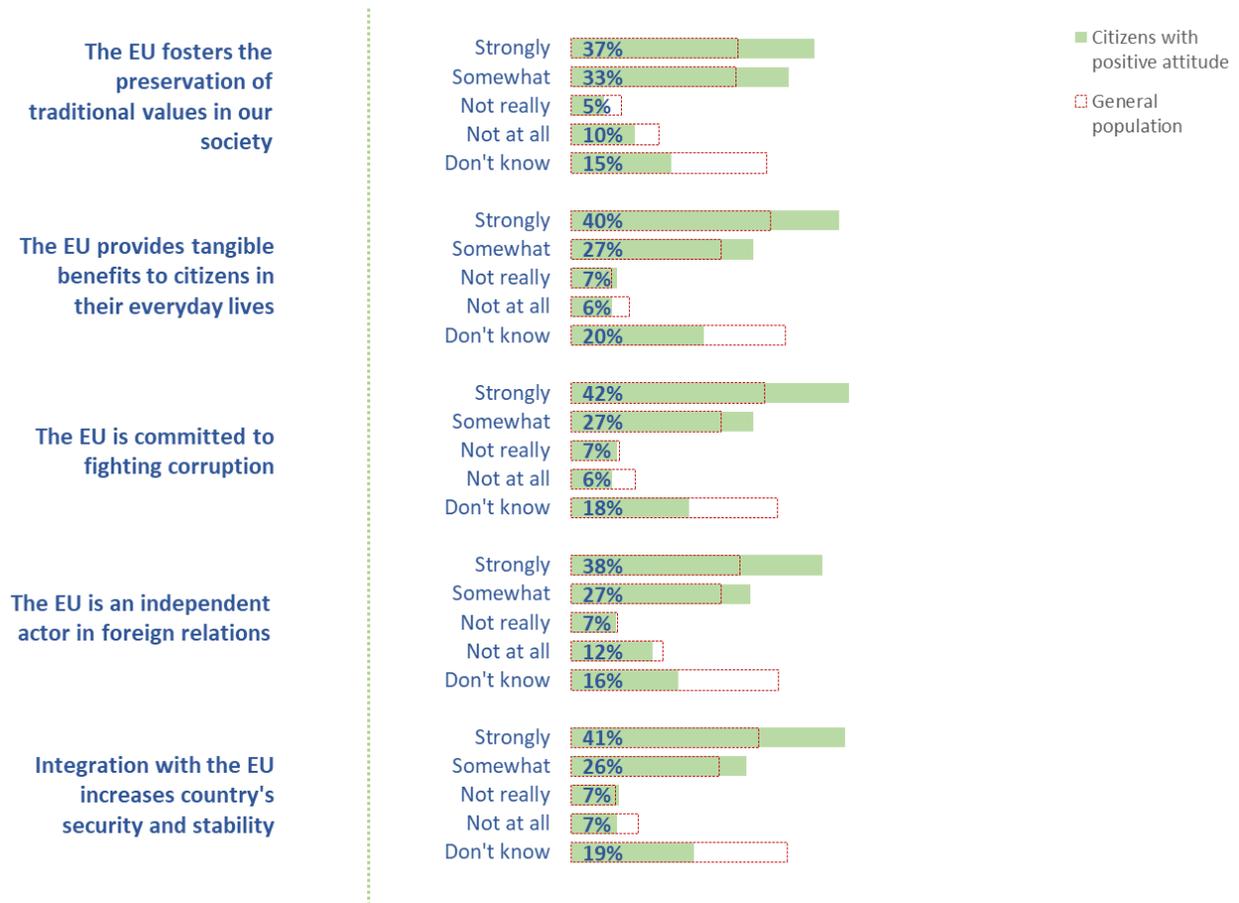
FIGURE 36 – Attitudes towards the EU among Azerbaijanis with a positive image of the EU



When it comes to the assessment of common beliefs, EU supporters tend to share a much stronger and more positive vision of the EU than the general population. In fact, around 70% of individuals with a positive image of the EU ‘strongly’ or ‘somewhat agree’ with all the proposed statements. In particular, 70% of EU supporters believe that ‘the EU fosters the preservation of traditional values in our society’ (versus half of the general population); 67% are convinced that ‘it provides tangible benefits to citizens in their everyday lives’ (versus 53%); 69% believe that ‘the EU is committed to fighting corruption’ (versus 53%); 65% are convinced that ‘it is an independent actor in foreign relations’ (versus 48%) and 67% that ‘integration with the EU increases the country's security and stability’ (versus 50%).

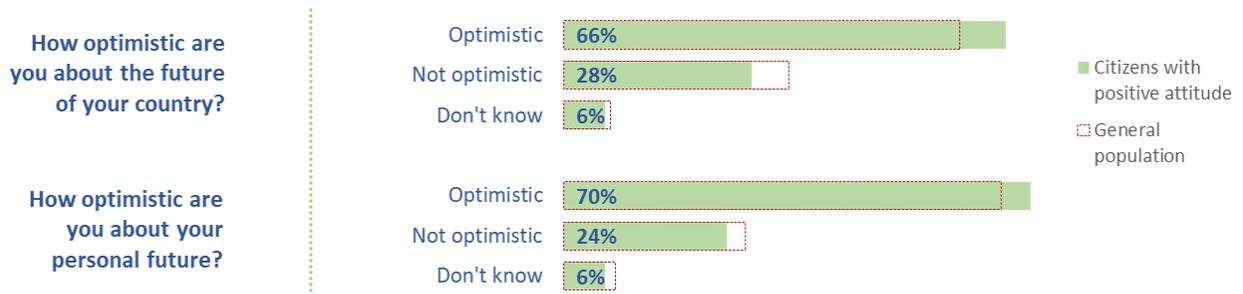
The lower shares of ‘don’t know’ responses recorded among EU supporters show that individuals with a positive image of the EU are also much more confident than the general population in sharing their beliefs.

FIGURE 37 – Common beliefs of Azerbaijanis with a positive image of the EU



A slightly more optimistic attitude, both at a personal level (70%) and regarding the country's future (66%), is also linked with a positive image of the EU. Nevertheless, nearly 76% of EU supporters are worried about unemployment, 40% about low salaries and pensions, 26% about low living standards and poverty, 21% about high taxes and prices and 14% about the economic crisis – slightly more than the overall population. As in the general population, their other main concerns relate to corruption (24%), territorial conflicts (19%) and security issues and war (17%).

FIGURE 38 – View of the future among Azerbaijanis with a positive image of the EU

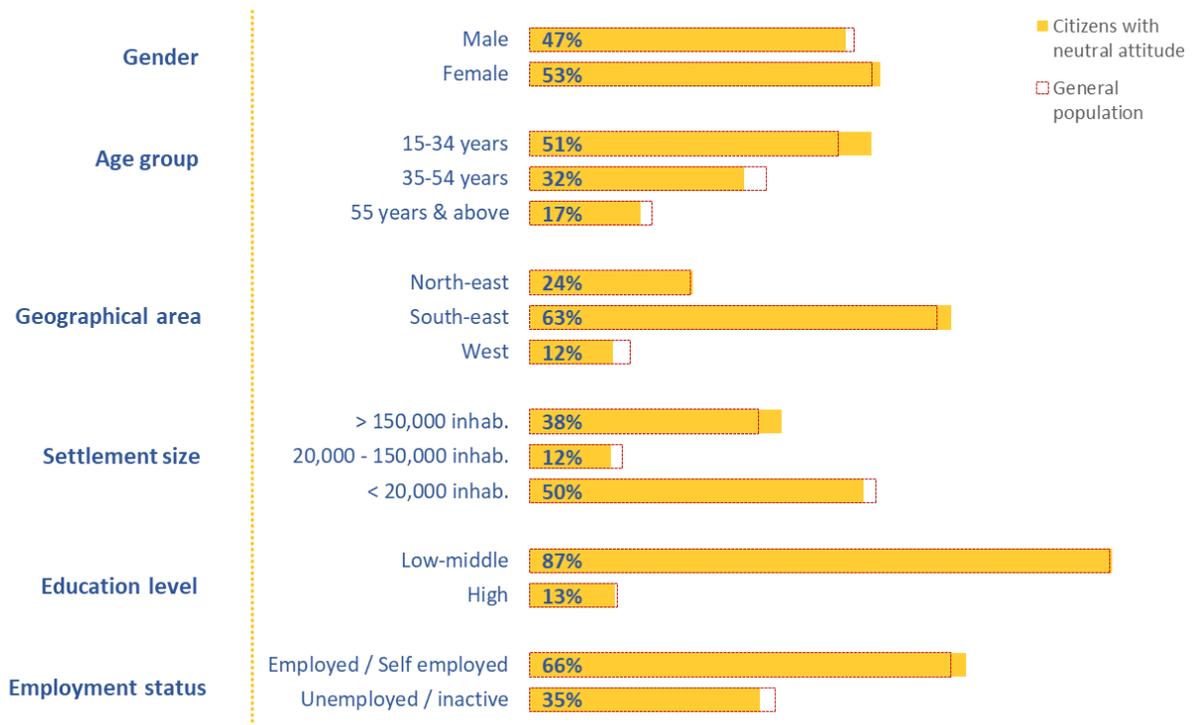


3.5.2. Neutral attitudes

Azerbaijanis with a neutral view of the EU account for 32% of the population. In terms of socio-demographic characteristics, holders of a neutral view of the EU have a very similar profile to that of EU supporters.

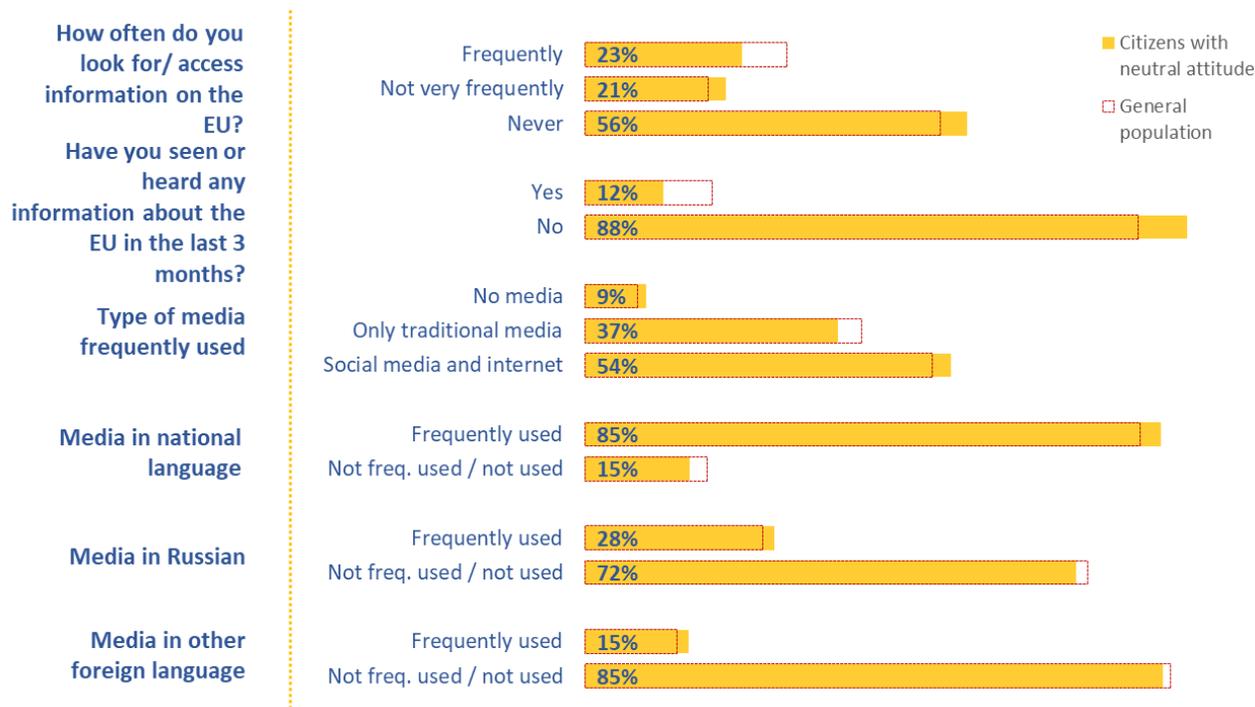
Nearly all have a low-to-medium level of education (85%) and most are employed/self-employed (68%). Half live in smaller settlements (50%) and 38% in larger cities – with 63% concentrated in the south-eastern parts of the country, where Baku, the capital city, is located. Citizens with a neutral attitude are slightly more concentrated among women (53%) and among the youngest generation (51% are aged 15–34 years) compared to EU supporters.

FIGURE 39 – Socio-demographic characteristics and geographical location of Azerbaijanis with a neutral image of the EU



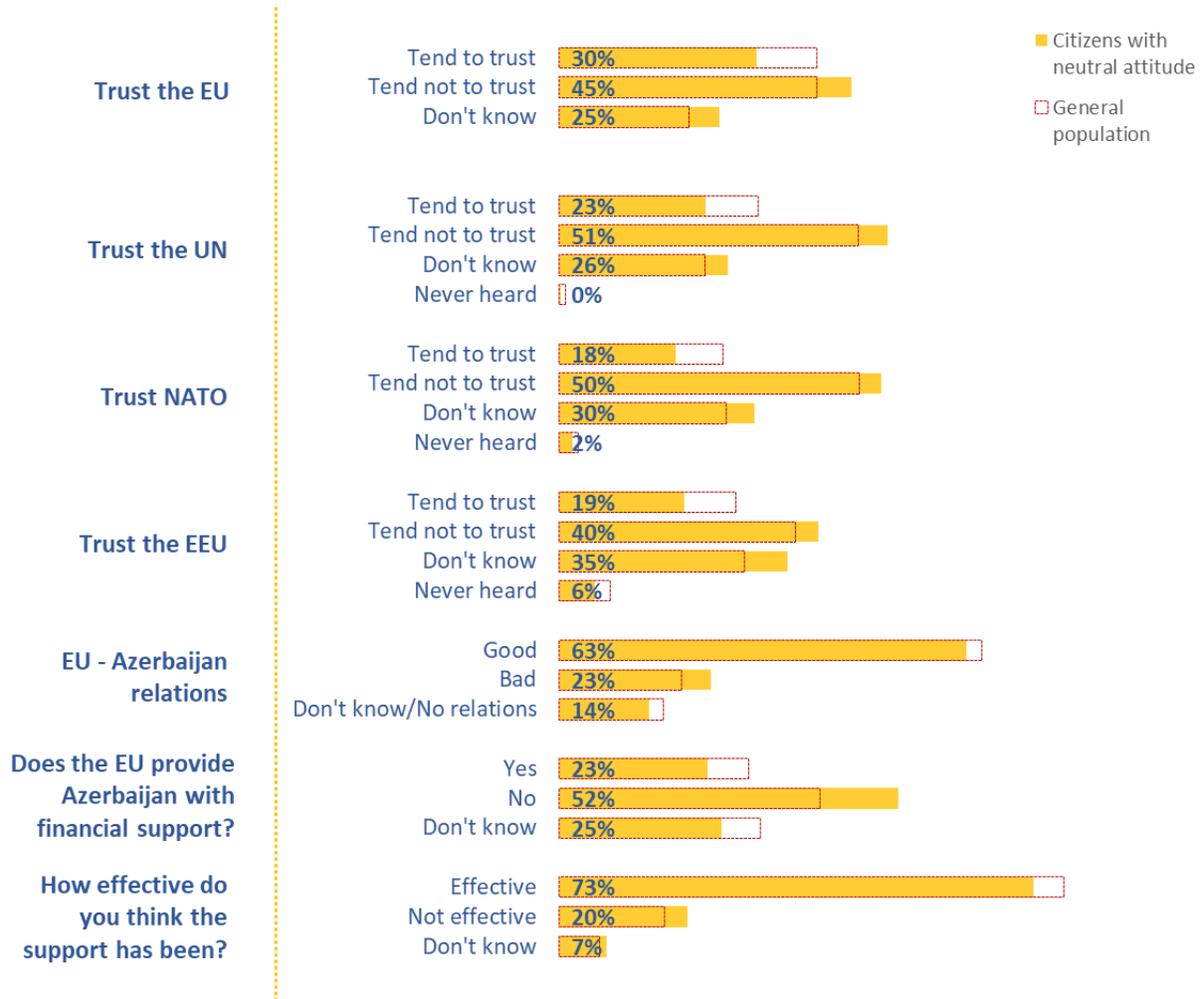
Neutrality is more characterised by exposure to EU-related information. 88% of those holding a neutral stance had not heard any information about the EU in the three months preceding the survey and 56% never access any information on the European Union (it is 73% and 40% respectively among EU supporters). As for the usage of media, holders of a neutral view are more likely to be frequent users of national media than EU supporters (85% versus 79%), but just as likely to rely on media in Russian (28%), other foreign languages (15%), traditional media only (37%) and new media (54%).

FIGURE 40 – Exposure to information about the EU and media usage among Azerbaijanis with a neutral image of the EU



Neutrality is linked with lower levels of trust in all foreign institutions than EU supporters and the overall population. Only 30% of neutral citizens trust the EU, 23% trust the United Nations, 18% trust NATO and 19% the EEU. In addition, only 63% of neutral citizens would describe the relations between Azerbaijan and the EU as ‘good’, 23% know that the EU financially supports their country and 73% rate it as effective. Compared to EU supporters, one in two neutrally oriented citizens are convinced that the Union does not support their country (versus 37% for EU supporters).

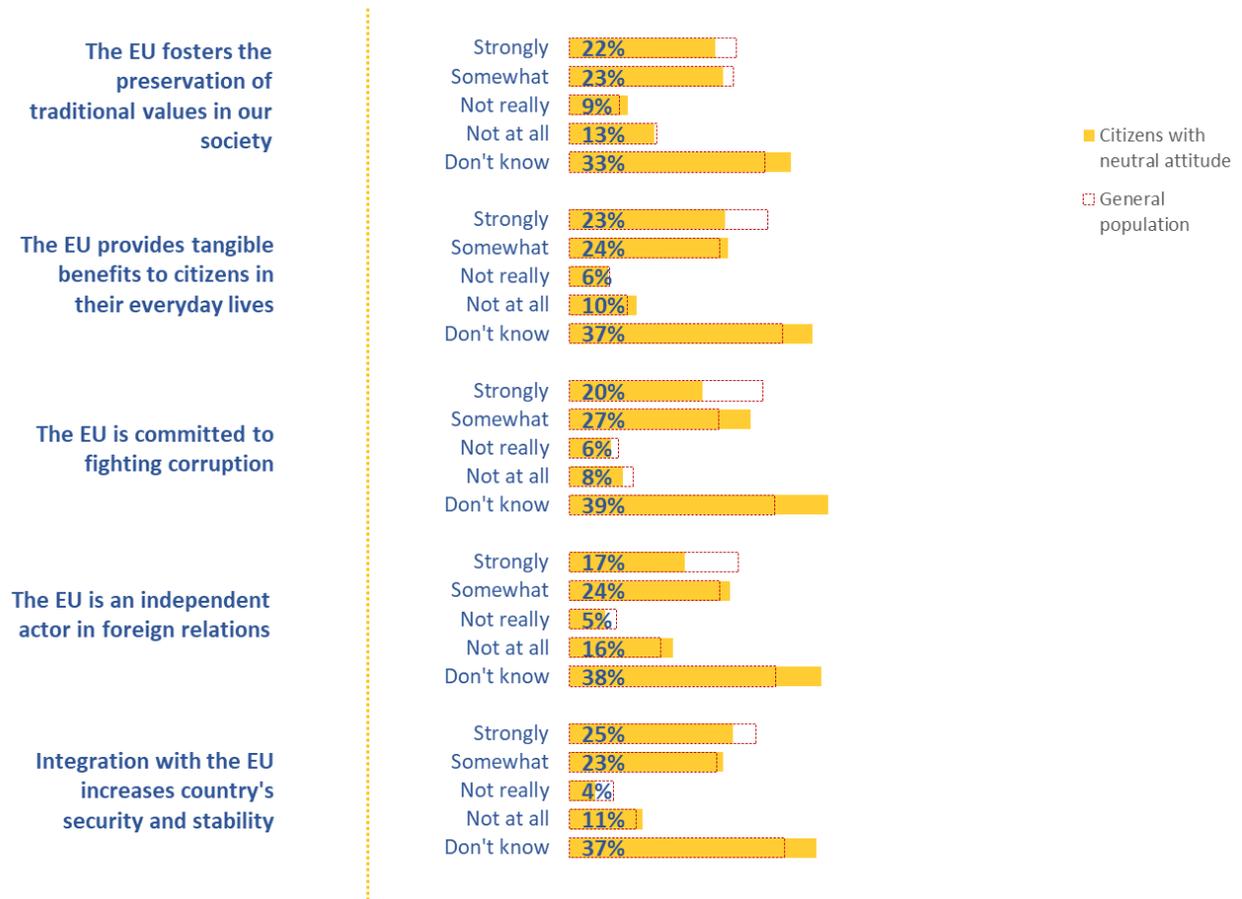
FIGURE 41 – Attitudes towards the EU among Azerbaijanis with a neutral image of the EU



When it comes to the assessment of common beliefs, citizens with a neutral stance seem much less confident than EU supporters in sharing their beliefs, as the percentage of uncertain answers is around a third for each statement.

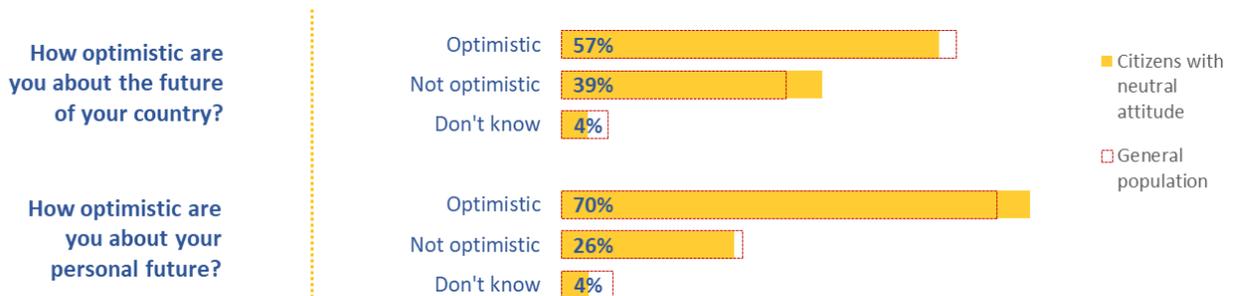
Individuals holding a neutral image of the EU are less likely to share a strongly positive vision of the EU than EU supporters and, in general, the level of approval ('strong' and 'somewhat') did not reach the 50% threshold for all statements. The highest figure (48%) was recorded for the statement that 'integration with the EU increases the country's security and stability'.

FIGURE 42 – Common beliefs by Azerbaijanis with a neutral image of the EU



Neutral individuals are less optimistic regarding their country's future (57%) than EU supporters, but not regarding their personal future (70%). They are just as concerned about employment (79%) and low salaries and pensions (40%) than citizens holding a positive stance towards the EU. On the other hand, they seem more concerned about corruption (38%) and the absence of rule of law (85%).

FIGURE 43 – View of the future among Azerbaijanis with a neutral image of the EU



5. Annex

TABLE 1 – Perception of the EU

Q2.1. Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?						
		Positive	Neutral	Negative	Don't know / Never heard of the EU	Total
Settlement size	Equal to or more than 150,000 inhabitants	44%	35%	13%	8%	100%
	Between 20,000 and 150,000 inhabitants	33%	28%	12%	27%	100%
	Less than 20,000 inhabitants	38%	31%	12%	19%	100%
Gender	Male	40%	31%	16%	13%	100%
	Female	39%	33%	8%	20%	100%
Age group	15-34 years	40%	35%	10%	15%	100%
	35-54 years	40%	29%	13%	18%	100%
	55 years & above	35%	29%	17%	19%	100%
Education level	Low/medium level	38%	32%	12%	18%	100%
	High level	47%	31%	14%	8%	100%
Employment status	Employed / Self-employed	42%	33%	12%	13%	100%
	Unemployed or temporarily not working / inactive	34%	30%	13%	23%	100%
Geographical area	North-east	44%	32%	14%	10%	100%
	South-east	38%	33%	12%	17%	100%
	West	38%	26%	11%	25%	100%
Total		39%	32%	12%	17%	100%

TABLE 2 – Values associated with the EU

Q2.3. To what extent does the European Union represent the following values for you?						
	Very strong	Strong	Weak	Very weak	Don't know	Total
Economic prosperity	21%	53%	10%	5%	11%	100%
Rule of law	18%	51%	13%	8%	10%	100%
Individual freedom	19%	50%	11%	7%	13%	100%
Freedom of the media	19%	49%	12%	6%	14%	100%
Human rights	20%	48%	15%	8%	9%	100%
Respect for other cultures, minorities	17%	51%	13%	8%	11%	100%
Freedom of speech	19%	48%	13%	11%	9%	100%
Honesty & transparency	16%	51%	13%	8%	12%	100%
Peace, security and stability	19%	46%	17%	8%	10%	100%
Democracy	18%	46%	14%	9%	13%	100%
Equality and social justice	15%	47%	16%	9%	13%	100%
Freedom of religion	16%	44%	16%	12%	12%	100%
Absence of corruption	15%	34%	19%	15%	17%	100%

Percentages refer to Azerbaijanis who have heard of the EU

TABLE 3 – Trust towards the European Union

Q2.11. I would like to ask you a question about how much trust you have in the EU. Please tell me if you tend to trust it or tend not to trust it		Tend to trust	Tend not to trust	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	32%	47%	21%	100%
	Between 20,000 and 150,000 inhabitants	44%	36%	20%	100%
	Less than 20,000 inhabitants	44%	36%	20%	100%
Gender	Male	39%	43%	18%	100%
	Female	40%	36%	24%	100%
Age group	15-34 years	40%	42%	18%	100%
	35-54 years	43%	34%	23%	100%
	55 years & above	32%	44%	24%	100%
Education level	Low/medium level	39%	40%	21%	100%
	High level	43%	40%	17%	100%
Employment status	Employed / Self-employed	44%	38%	18%	100%
	Unemployed or temporarily not working / inactive	32%	42%	26%	100%
Geographical area	North-east	39%	34%	27%	100%
	South-east	37%	42%	21%	100%
	West	50%	40%	10%	100%
Total		40%	40%	20%	100%

Percentages refer to Azerbaijanis who have heard of the EU

TABLE 4 – Relations between the EU and Azerbaijan

Q2.4. In general, how would you describe the relations that the European Union has with Azerbaijan?		Good	Bad	Don't know/No relations	Total
Settlement size	Equal to or more than 150,000 inhabitants	69%	24%	7%	100%
	Between 20,000 and 150,000 inhabitants	61%	15%	24%	100%
	Less than 20,000 inhabitants	63%	17%	20%	100%
Gender	Male	63%	22%	15%	100%
	Female	67%	16%	17%	100%
Age group	15-34 years	67%	19%	14%	100%
	35-54 years	63%	18%	19%	100%
	55 years & above	63%	21%	16%	100%
Education level	Low/medium level	65%	19%	16%	100%
	High level	67%	19%	14%	100%
Employment status	Employed / Self-employed	69%	16%	15%	100%
	Unemployed or temporarily not working / inactive	59%	23%	18%	100%
Geographical area	North-east	76%	17%	7%	100%
	South-east	62%	20%	18%	100%
	West	59%	20%	21%	100%
Total		65%	19%	16%	100%

Percentages refer to Azerbaijanis who have heard of the EU

TABLE 5 – Provision of financial support by the EU

Q2.5. As far as you know, does the European Union provide Azerbaijan with financial support?					
		Yes	No	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	32%	46%	22%	100%
	Between 20,000 and 150,000 inhabitants	31%	25%	44%	100%
	Less than 20,000 inhabitants	27%	40%	33%	100%
Gender	Male	30%	43%	27%	100%
	Female	29%	37%	34%	100%
Age group	15-34 years	28%	47%	25%	100%
	35-54 years	30%	35%	35%	100%
	55 years & above	30%	34%	36%	100%
Education level	Low/medium level	29%	41%	30%	100%
	High level	31%	37%	32%	100%
Employment status	Employed / Self-employed	30%	40%	30%	100%
	Unemployed or temporarily not working / inactive	27%	40%	33%	100%
Geographical area	North-east	26%	38%	36%	100%
	South-east	31%	38%	31%	100%
	West	23%	52%	25%	100%
Total		29%	40%	31%	100%

Percentages refer to Azerbaijanis who have heard of the EU

TABLE 6 – Effectiveness of the support

Q2.5.1. How effective do you think the support has been?					
		Effective	Not effective	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	82%	15%	3%	100%
	Between 20,000 and 150,000 inhabitants	79%	10%	11%	100%
	Less than 20,000 inhabitants	74%	19%	7%	100%
Gender	Male	74%	21%	5%	100%
	Female	82%	11%	7%	100%
Age group	15-34 years	77%	18%	5%	100%
	35-54 years	80%	14%	6%	100%
	55 years & above	75%	16%	9%	100%
Education level	Low/medium level	81%	15%	4%	100%
	High level	61%	24%	15%	100%
Employment status	Employed / Self-employed	77%	17%	6%	100%
	Unemployed or temporarily not working / inactive	78%	15%	7%	100%
Geographical area	North-east	66%	26%	8%	100%
	South-east	81%	13%	6%	100%
	West	80%	19%	1%	100%
Total		78%	16%	6%	100%

Percentages refer to Azerbaijanis who were aware of the EU's financial support

TABLE 7 – Programmes financed by the EU

Q2.6. Do you know of any specific programmes financed by the European Union in Azerbaijan?		Yes	No	Total
Settlement size	Equal to or more than 150,000 inhabitants	30%	70%	100%
	Between 20,000 and 150,000 inhabitants	5%	95%	100%
	Less than 20,000 inhabitants	19%	81%	100%
Gender	Male	23%	77%	100%
	Female	19%	81%	100%
Age group	15-34 years	19%	81%	100%
	35-54 years	21%	79%	100%
	55 years & above	23%	77%	100%
Education level	Low/medium level	20%	80%	100%
	High level	26%	74%	100%
Employment status	Employed / Self-employed	23%	77%	100%
	Unemployed or temporarily not working / inactive	17%	83%	100%
Geographical area	North-east	36%	64%	100%
	South-east	18%	82%	100%
	West	7%	93%	100%
Total		21%	79%	100%

Percentages refer to Azerbaijanis who were aware of the EU's financial support

TABLE 8 – Benefits from current EU support

Q2.8. To what extent would you say that Azerbaijan has benefitted from the current European Union support in the following areas?						
	Very much	Fairly	Not very much	Not at all	Don't know	Total
More tourism	26%	39%	15%	8%	12%	100%
Improved quality of the justice system	19%	38%	19%	13%	11%	100%
Improved infrastructure	21%	35%	17%	16%	11%	100%
Improved quality of healthcare system	16%	34%	23%	14%	13%	100%
Better education	16%	32%	21%	14%	17%	100%
Access to more products and services	14%	32%	20%	20%	14%	100%
Improved trade	15%	30%	20%	17%	18%	100%
Improved democracy	13%	30%	21%	16%	20%	100%
Better law enforcement	14%	28%	13%	34%	11%	100%
Greater economic development	11%	29%	23%	22%	15%	100%
Improved agricultural production	12%	27%	22%	17%	22%	100%
Less corruption	12%	24%	22%	21%	21%	100%
Greater employment opportunities	9%	14%	18%	34%	25%	100%

Percentages refer to Azerbaijanis who have heard of the EU

TABLE 9 – Areas in which the EU should play a greater role

Q2.9. Please tell us in which sectors you think the European Union should play a greater role		
	The specific item was selected as the first most important area	The specific item was selected as the first or second or third most important area
Promote better education	19%	43%
Increase tourism	17%	36%
Create greater employment opportunities	15%	33%
Improve trade	9%	25%
Reduce corruption	8%	23%
Promote economic development	7%	24%
Improve democracy	6%	15%
Improve quality of healthcare system	5%	21%
Promote better law enforcement	4%	8%
Improve agricultural production	3%	14%
Improve infrastructure	3%	8%
Promote access to more products and services	2%	6%
Improve quality of the justice system	1%	7%

Percentages refer to Azerbaijanis who have heard of the EU

TABLE 10 – Type of media frequently used as source of information

		Type of media frequently used as source of information (Q3.8)				Word of mouth used as source of information (Q3.8)
		No media	Only traditional media	Social media or the Internet	Total	
Settlement size	Equal to or more than 150,000 inhabitants	7%	33%	60%	100%	46%
	Between 20,000 and 150,000 inhabitants	9%	41%	50%	100%	42%
	Less than 20,000 inhabitants	8%	46%	46%	100%	37%
Gender	Male	7%	35%	58%	100%	40%
	Female	8%	46%	46%	100%	41%
Age group	15-34 years	10%	18%	72%	100%	39%
	35-54 years	7%	50%	43%	100%	41%
	55 years & above	3%	80%	17%	100%	43%
Education level	Low/medium level	8%	43%	49%	100%	41%
	High level	5%	28%	67%	100%	39%
Employment status	Employed / Self-employed	10%	34%	56%	100%	38%
	Unemployed or temporarily not working / inactive	4%	52%	44%	100%	45%
Geographical area	North-east	9%	35%	56%	100%	39%
	South-east	9%	40%	51%	100%	40%
	West	1%	55%	44%	100%	44%
Total		8%	41%	51%	100%	41%

TABLE 11 – Frequent usage of media in national language, Russian and other languages

		Individuals that always or often use media		
		In national language	In Russian	In other foreign language
Settlement size	Equal to or more than 150,000 inhabitants	79%	37%	19%
	Between 20,000 and 150,000 inhabitants	77%	21%	18%
	Less than 20,000 inhabitants	84%	21%	9%
Gender	Male	81%	32%	14%
	Female	82%	21%	13%
Age group	15-34 years	80%	24%	16%
	35-54 years	82%	27%	12%
	55 years & above	85%	31%	12%
Education level	Low/medium level	81%	24%	12%
	High level	83%	41%	26%
Employment status	Employed / Self-employed	80%	28%	13%
	Unemployed or temporarily not working / inactive	85%	23%	14%
Geographical area	North-east	82%	32%	16%
	South-east	78%	24%	13%
	West	97%	28%	10%
Total		82%	26%	14%

TABLE 12 – Trust towards different type of media

Q3.9. & Q3.10. Which is your level of trust in the following media as a source of information?				
	Tend to trust	Tend not to trust	Don't know	Total
Official EU website	11%	40%	49%	100%
Television	66%	22%	12%	100%
Radio	24%	41%	35%	100%
Print media	18%	46%	36%	100%
Social media	28%	40%	32%	100%
Internet	37%	34%	29%	100%
Word of mouth	29%	53%	18%	100%
Country's media in national language	76%	16%	8%	100%
Country's media in Russian	30%	42%	28%	100%
Country's media in other languages	22%	45%	33%	100%
Foreign media in Russian	24%	46%	30%	100%
Foreign media in other languages	17%	49%	34%	100%

TABLE 13 – Exposure to information about the EU

Q3.2. Have you seen or heard any information about the EU in the last three months?				
		Yes	No	Total
Settlement size	Equal to or more than 150,000 inhabitants	20%	80%	100%
	Between 20,000 and 150,000 inhabitants	21%	79%	100%
	Less than 20,000 inhabitants	18%	82%	100%
Gender	Male	21%	79%	100%
	Female	17%	83%	100%
Age group	15-34 years	22%	78%	100%
	35-54 years	16%	84%	100%
	55 years & above	17%	83%	100%
Education level	Low/medium level	17%	83%	100%
	High level	30%	70%	100%
Employment status	Employed / Self-employed	18%	82%	100%
	Unemployed or temporarily not working / inactive	20%	80%	100%
Geographical area	North-east	31%	69%	100%
	South-east	17%	83%	100%
	West	6%	94%	100%
Total		19%	81%	100%

Percentages refer to Azerbaijanis who have heard of the EU

TABLE 14 – Representation of the EU in the national media

Q3.3. In general how would you say the EU was presented in the national media?						
		Positive	Neutral	Negative	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	41%	39%	14%	6%	100%
	Between 20,000 and 150,000 inhabitants	41%	22%	9%	28%	100%
	Less than 20,000 inhabitants	38%	25%	12%	25%	100%
Gender	Male	39%	28%	15%	18%	100%
	Female	40%	31%	10%	19%	100%
Age group	15-34 years	45%	27%	15%	13%	100%
	35-54 years	36%	30%	12%	22%	100%
	55 years & above	33%	35%	7%	25%	100%
Education level	Low/medium level	39%	29%	13%	19%	100%
	High level	44%	31%	11%	14%	100%
Employment status	Employed / Self-employed	43%	28%	12%	17%	100%
	Unemployed or temporarily not working / inactive	34%	33%	13%	20%	100%
Geographical area	North-east	51%	29%	10%	10%	100%
	South-east	37%	30%	15%	18%	100%
	West	32%	31%	7%	30%	100%
Total		40%	29%	12%	19%	100%

Percentages refer to Azerbaijanis who have heard of the EU

TABLE 15 – Accessing information about the EU

Q3.1. How often do you look for/access information on the EU?					
		Frequently	Not very frequently	Never	Total
Settlement size	Equal to or more than 150,000 inhabitants	31%	21%	48%	100%
	Between 20,000 and 150,000 inhabitants	32%	12%	56%	100%
	Less than 20,000 inhabitants	28%	18%	54%	100%
Gender	Male	30%	20%	50%	100%
	Female	29%	16%	55%	100%
Age group	15-34 years	34%	22%	44%	100%
	35-54 years	25%	15%	60%	100%
	55 years & above	29%	14%	57%	100%
Education level	Low/medium level	27%	19%	54%	100%
	High level	47%	13%	40%	100%
Employment status	Employed / Self-employed	32%	18%	50%	100%
	Unemployed or temporarily not working / inactive	25%	18%	57%	100%
Geographical area	North-east	33%	19%	48%	100%
	South-east	31%	17%	52%	100%
	West	18%	21%	61%	100%
Total		30%	18%	52%	100%

Percentages refer to Azerbaijanis who have heard of the EU

TABLE 16 – Satisfaction with democracy in Azerbaijan

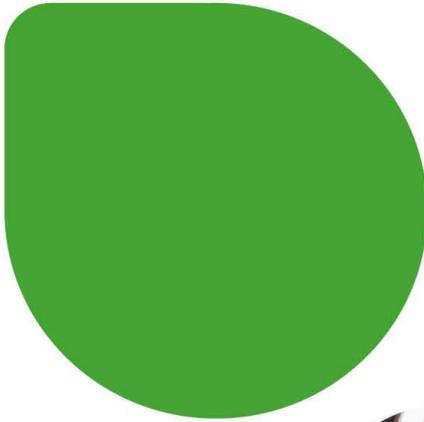
Q4.3. On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in Azerbaijan?					
		Satisfied	Not satisfied	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	34%	64%	2%	100%
	Between 20,000 and 150,000 inhabitants	54%	42%	4%	100%
	Less than 20,000 inhabitants	56%	41%	3%	100%
Gender	Male	46%	52%	2%	100%
	Female	50%	47%	3%	100%
Age group	15-34 years	44%	54%	2%	100%
	35-54 years	48%	50%	2%	100%
	55 years & above	58%	37%	5%	100%
Education level	Low/medium level	48%	50%	2%	100%
	High level	51%	47%	2%	100%
Employment status	Employed / Self-employed	48%	49%	3%	100%
	Unemployed or temporarily not working / inactive	48%	50%	2%	100%
Geographical area	North-east	42%	55%	3%	100%
	South-east	47%	51%	2%	100%
	West	63%	32%	5%	100%
Total		48%	49%	3%	100%

TABLE 17 – Optimism regarding Azerbaijan’s future

Q4.5. How optimistic are you about the future of your country?					
		Optimistic	Pessimistic	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	58%	36%	6%	100%
	Between 20,000 and 150,000 inhabitants	50%	39%	11%	100%
	Less than 20,000 inhabitants	63%	31%	6%	100%
Gender	Male	60%	32%	8%	100%
	Female	59%	35%	6%	100%
Age group	15-34 years	56%	40%	4%	100%
	35-54 years	59%	33%	8%	100%
	55 years & above	69%	18%	13%	100%
Education level	Low/medium level	58%	35%	7%	100%
	High level	68%	28%	4%	100%
Employment status	Employed / Self-employed	61%	33%	6%	100%
	Unemployed or temporarily not working / inactive	58%	35%	7%	100%
Geographical area	North-east	67%	26%	7%	100%
	South-east	54%	38%	8%	100%
	West	68%	27%	5%	100%
Total		59%	34%	7%	100%

TABLE 18 – Optimism regarding personal future

Q4.6 How optimistic are you about your personal future?					
		Optimistic	Pessimistic	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	66%	27%	7%	100%
	Between 20,000 and 150,000 inhabitants	61%	27%	12%	100%
	Less than 20,000 inhabitants	66%	27%	7%	100%
Gender	Male	66%	27%	7%	100%
	Female	65%	27%	8%	100%
Age group	15-34 years	70%	25%	5%	100%
	35-54 years	62%	29%	9%	100%
	55 years & above	59%	28%	13%	100%
Education level	Low/medium level	64%	28%	8%	100%
	High level	75%	22%	3%	100%
Employment status	Employed / Self-employed	67%	26%	7%	100%
	Unemployed or temporarily not working / inactive	62%	29%	9%	100%
Geographical area	North-east	68%	25%	7%	100%
	South-east	62%	29%	9%	100%
	West	73%	22%	5%	100%
Total		65%	27%	8%	100%



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