EU NEIGHBOURS east

ANNUAL SURVEY REPORT: **GEORGIA**

3rd Wave (Spring 2018)

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

June 2018

STRONGER TOGETHER

ECORYS

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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 **Georgia**[1] and covers the following broad topics:

- General perceptions of the EU
- Values associated with the EU
- Assessment of EU relations with Georgia
- 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 available and compares 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. 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 settlements[2] and three areas[3] 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 age[4] 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 walk[5] 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) West (Ajara, Guria, Racha-Lechkhumi & Kvemo Svaneti, Samegrelo-Zemo Svaneti; 2) Centre (Imereti, Kvemo Kartli, SamtskheJavakheti, Shida Kartli; 3) East (Kakheti, Mtskheta-Mtianeti, Tbilisi).
[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

- Almost half (49%) of Georgians have a positive image of the EU. Compared to 2017, positive perceptions have decreased by 10 percentage points in favour of a more neutral view. Only 3% of Georgians have no opinion or have never heard of the EU – three times less than in 2016.
- The comparison between the values which are strongly associated with the EU and the three most important personal values shows that Georgians attach paramount importance to the economy (67%) and security (61%), both of which are closely associated with the EU (76% and 78% respectively). All other elements, despite having a relatively lower ranking at a personal level, are linked with the European Union by most of the population.
- The EU is the most trusted foreign institution, with 73% of the population tending to trust it. This is the highest figure of the past three years, while the percentage of people who responded 'don't know' reduced by half (11%). The Eurasian Economic Union has the lowest level of trust, with only 24% of Georgians trusting it.

EU relations with Georgia and awareness of EU financial support

- Trust towards the EU is mirrored by the opinion of relations between Georgia and the EU. Over 80% of Georgians (a similar figure to 2017) describe them as 'fairly good' (73%) or 'very good' (10%).
- Acknowledgement of the EU's financial support has seen an increase of 9 percentage points since 2017: 67% of citizens think that the EU provides financial support to Georgia. However, the share of those who consider it to be effective is back at the level it was at in 2016 (59%), after peaking at 74% in 2017. The most well-known EU-financed programmes relate to the fields of health/medicine and education.
- The strengthening of tourism was well perceived by Georgians: 81% cited it among the areas which have benefited most from EU support (up 11 percentage points since 2017). Half of the population also acknowledges the positive effect on trade and access to products and services, whereas the benefits on the economy in general are less evident and half of Georgians would favour more support to economic development and employment from the EU.

Media usage as sources of information

- Television is by far the most popular source of information in Georgia – only 4% of the population never watch it. On the contrary, other more traditional media (print press and radio) have been supplanted by new media (Internet and social networks), which have surpassed a 50% penetration rate. Three out of four Georgians also rely on 'word of mouth': 'always' (13%), 'often' (27%) or 'sometimes' (34%).
- Nearly all Georgians – 67% 'always', 14% 'often' and 7% 'sometimes' – use national media in Georgian. The habit of relying upon national media in foreign languages (23%) or foreign media (20%) has seen an increase since 2017 and is more prevalent than relying upon national media in Russian (19%) or Russian media (17%). 30% of residents in the centre of the country frequently rely on foreign media.

Sources of information about the EU

- 44% of Georgians claim to have heard about the EU in the last three months. The trend of this indicator – which is back at the 2016 level (47%) after recording a peak in 2017 (65%) – is possibly linked to the increased exposure of the EU in national media in late 2016 and early 2017.
- Passive exposure stems mostly from television (87%). One out of three Georgians heard or saw information about the EU through new media (20% Internet, 17% social media), whereas 'word of mouth' as a source of information was cited by only 13% of the population.
- 60% of the population feels that the EU is presented positively in the national media. This figure has decreased by 8 percentage points compared to 2017 in favour of a more neutral representation (30%), a finding consistent with the more neutral view of the European Union in 2018 compared to 2017.
- Frequent access to information on the EU has recorded a decrease (17% this year versus 24% in 2017), although it is still significantly higher than it was in 2016 (7%). Nearly all individuals access information about the EU in Georgian (87%). Only a minority use Russian or English (7% each).
- Generic searches for the EU have been replaced by more specific searches for relations between Georgia and the EU (38%), economic news (29%), educational and cultural programmes (24%), lifestyle in EU Member States (21%) and opportunities offered by the EU (17%).
- The quality of EU-related information – in terms of its accessibility, user-friendliness, comprehensiveness and reliability – was rated 'very' or 'quite' positively by around three quarters of Georgians and seems increasingly trustworthy compared to last year (78% compared to 57%).

View of Georgia's current situation

- Georgians do not share a great deal of trust in their institutions, and this level of distrust has increased since 2017. Currently, 47% of individuals trust regional and local public authorities, 42% the Government, 36% the Parliament, and only 20% trust the political parties. The only institution trusted by three quarters of the population is the country's religious authority.
- Accordingly, 74% of Georgians are 'dissatisfied' with the way democracy works in their country (70% in 2017), with 24% 'absolutely dissatisfied' (up from 21% in 2017 and 13% in 2016).
- Although modest progress has been seen since 2017, democratic governance is still far from being achieved. Only freedom of speech (65%), freedom of media (59%), protection of the rights of minorities (56%) and gender equality (55%) are present in Georgia, according to the majority of the population. All other democratic indicators are below the 50% threshold.
- Georgians continue to be more optimistic about their own future (74%) than the future of their country (61%) and a slight increase in pessimistic attitudes has been recorded (up 7 percentage points compared to 2017).
- The main personal values for Georgians, namely economy and security, are echoed in the most commonly cited pressing problems. Over 80% of citizens cited unemployment, 44% economic crisis, 33% low salaries and pensions, 32% low living standards and poverty and 21% territorial conflicts.

Profiling attitudes towards the EU: positive versus neutral

- In terms of socio-demographic characteristics, holders of a positive and neutral view of the EU – who represent 49% and 43% of Georgians respectively – are equally found among all sub-groups of the population and geographical areas. However, some peculiarities can be highlighted, mainly linked to gender, age, level of education and geographical area.

- Compared to the general population in Georgia, citizens with a positive attitude are more concentrated among men (54% are male), in the youngest age group (37% are aged 15-34) and highly educated (38%). Nearly one out of two individuals with a positive image of the EU live in eastern Georgia, which includes Tbilisi, the capital city. One out of two, however, live in settlements with less than 20,000 residents.
- EU supporters are more likely to be actively and passively exposed to information about the EU. Nearly 60% of them have seen or heard information about the EU in the three months preceding the survey and 26% of them frequently look for/access information on the EU. Georgians with a positive attitude towards the EU are keen users of new media as a source of information – over one in two frequently use Internet and social media. The great majority frequently use national media, but one in five are also consumers of media in a foreign language and one in ten of media in Russian.
- A positive image of the EU is also linked to a higher level of confidence in the EU. Nearly all positively oriented individuals have a positive image of the relations between Georgia and the EU (92%), acknowledge the EU's financial support (80%) and rate it as effective (69%). A positive attitude is generally also correlated with a high level of trust in all foreign institutions, except the Eurasian Economic Union (EEU). Over half of those who view the EU positively do not trust the EEU.
- A more optimistic attitude, both at personal level and regarding the country's future, is linked with a positive image of the EU. Nevertheless, nearly 80% of EU supporters are worried about unemployment and nearly 45% about the economic crisis.
- As for neutrally oriented Georgians, 62% are women and 80% have a low to medium level of education. They tend to live more in the centre and in the west of the country. Almost 6 out of 10 Georgians with a neutral image of the EU live in settlements with less than 20,000 inhabitants.
- 'Neutrality' is more characterised by exposure to EU-related information and the usage of media. 70% of those holding a neutral stance had not heard any information about the EU in the three months preceding the survey and nearly 60% never access any information on the EU. Compared to EU supporters, holders of a neutral view are also more likely to rely only on traditional media (56%) or never use any media (9%) and to be less frequent users of new media (35%).
- 'Neutrality' is linked to lower levels of trust in all foreign institutions. Only 21% of neutral citizens trust the EEU, around 45% trust the United Nations and the NATO, and 60% the European Union. However, over 80% of neutral citizens would describe the relations between Georgia and the EU as 'good'. Neutral citizens are not so familiar with the EU's financial support – over a third did not answer the question – and more critical than EU supporters – over 40% rated it as 'not effective'.
- When it comes to the assessment of common beliefs, EU supporters tend to share a much stronger and positive vision of the EU than neutrally oriented citizens. Specifically, 37% of EU supporters strongly believe that 'integration with the EU increases country's security and stability' (10% for the neutral population); 36% are strongly convinced that 'the EU is committed to fighting corruption' (versus 11%); 30% that 'it provides tangible benefits to citizens in their everyday lives' (versus 4%) and that 'it is an independent actor in foreign relations' (versus 7%); and 26% that 'the EU fosters the preservation of traditional values in our society' (versus 15%). The lower shares of 'don't know' respondents recorded among EU supporters shows how individuals with a positive image of the EU are also much more confident in sharing their beliefs.
- Neutral individuals are also less optimistic regarding their personal future (69%) and the country's future (56%) than EU supporters. They are also more concerned about employment (86%), high prices and taxes (30%) and unaffordability of healthcare (26%) than citizens holding a positive stance towards the EU. These issues, which seem to have a more immediate effect on the everyday life of individuals, may well reflect real difficulties rather than hypothetical concerns, thus accounting for both their greater pessimism and their more indifferent view towards the European Union.

3.2. Perceptions of the European Union

Nearly half of Georgians have a positive image of the European Union (49%), 43% feel neutral about it and 5% hold a negative view. Compared to 2017, positive perceptions have decreased by 10 percentage points in favour of a more neutral view. Nevertheless, recent steps in the integration process and, particularly, the introduction of the Visa liberalisation regime, have increased awareness of the EU (only 3% of the population have never heard of the Union) and the levels of trust in it (73%), which are at their highest since 2016. Benefits for the tourism sector were acknowledged by over 80% of citizens, while around 10% associated the EU with visa liberalisation or European integration. Appreciation of the EU's financial support is back at 2016 levels (59%) and one out of two Georgians would favour more support to economic development and employment opportunities.

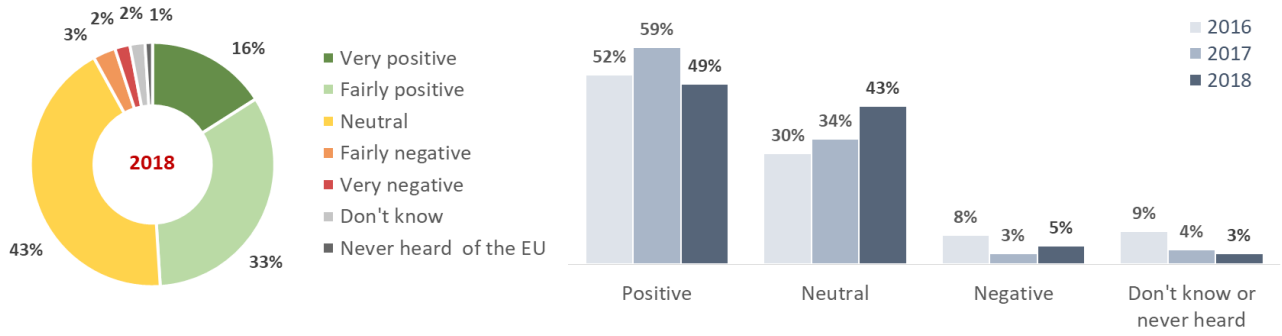
This section looks at how Georgian citizens perceive the EU's image and their opinion of the benefits of the EU's financial support, also compared with the role of other external organisations.

3.2.1. General perceptions of the EU

Nearly half of Georgian citizens (49%) have a positive image of the European Union (EU), 43% feel neutral about it and only 5% hold a negative view. Compared to 2017, positive perceptions have recorded a decrease of 10 percentage points in favour of more neutral views. The share of Georgians who have no opinion or have never heard of the EU is minimal (3%) and three times less than it was in 2016 (9%).[6]

Likewise, in 2017, the attitude of Georgians towards the EU appears to be directly related to the level of education: two thirds (66%) of highly educated individuals have a positive image of the EU, compared to 42% of those with medium and low levels of education. Residents of larger cities (56%), males (57%) and employed citizens (52%) are also more likely to feel more positive towards the EU than other socio-demographic groups.[7]

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



The comparison between the values which are strongly associated with the EU and the three most important values at a personal level[8] show that Georgians attach paramount importance to the economy and security, both of which are closely associated with the European Union. All other elements have a relatively lower

[6] Passive exposure to EU-related issues has largely decreased in 2018 (44%) after the peak recorded in 2017 (65%). In addition, when asked to spontaneously name the first issues that came to their mind when thinking of the EU, around 10% of citizens cited visa liberalisation or European integration. See below paragraph and also Section 3.

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

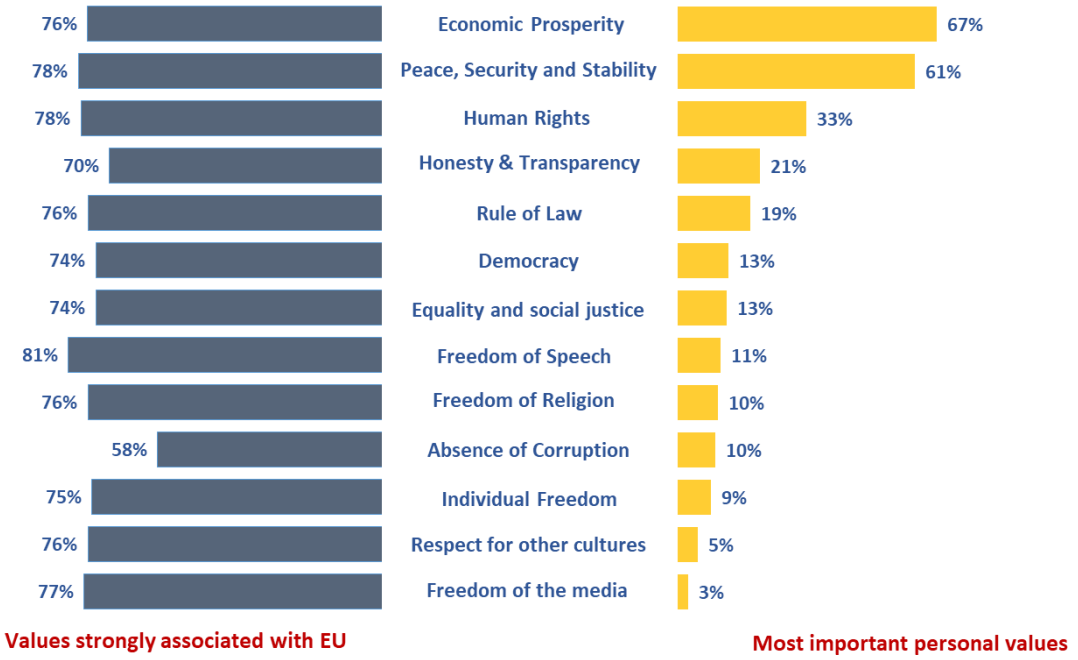
[8] Respondents were asked to choose and rank the three most important personal values from a list of 13 items.

ranking at a personal level. Nevertheless, most Georgians (with percentages varying between 58% and 81%) who have heard about/know the EU strongly or very strongly associate it with all values.[9]

Positive associations with the EU appear consistent with the 2017 findings and slightly more Georgians felt confident enough to answer the question, as the share of 'don't know' varied between 8% and 19%. Freedom of speech is the strongest association (81%), followed by peace, security and stability, human rights, freedom of the media and of religion and respect for other cultures, all at 76 to 78%. For the third year in a row, absence of corruption (58%) is least associated with the EU, although it has recorded a slight increase since last year (52%). At a personal level, it is important for only one out of ten Georgians (10%).

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

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



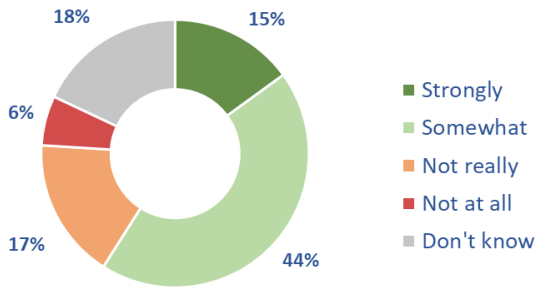
Georgians are also largely confident that 'the EU fosters the preservation of traditional values in [their] society'.[10] Nearly 60% of Georgians 'strongly' (15%) or 'somewhat' (44%) agree with the above statement, 23% are 'not really' (17%) or 'not at all' (6%) convinced by it and 18% do not have a definite opinion on the issue.

[9] More details are provided in the Annex – Table 2.

[10] 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 Georgians who have heard about the EU)



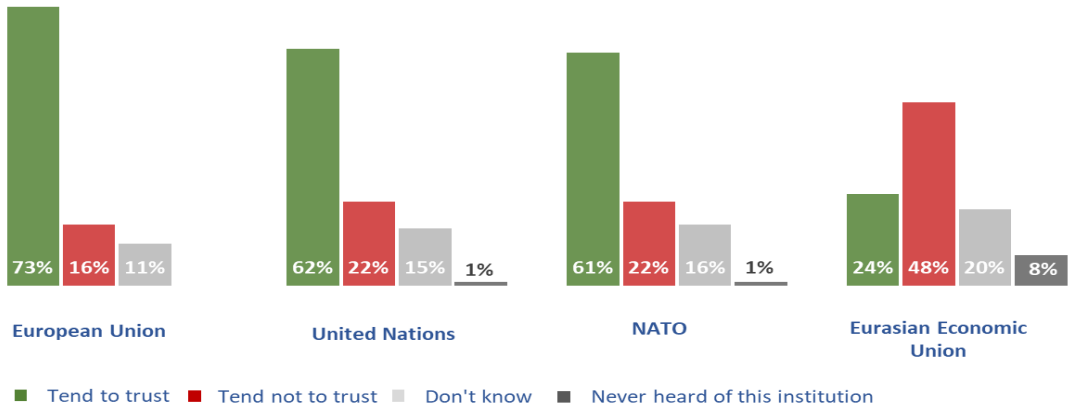
Perceptions of the EU were also assessed through an open-ended question, whereby respondents were asked to name the first issues that came to their mind when thinking of the EU. One out of three Georgians did not answer the question, either because it was too hard to answer, or they had nothing to say. The most common association was with economic prosperity/high standards of living, followed by visa liberalisation and European integration (14%, 11% and 9% respectively). Around 3% of individuals spontaneously stated that they wanted Georgia to join the EU or mentioned the EU–Georgia Association Agreement, while 2% felt they could not trust the European Union or viewed it as an 'enemy of Russian enemy'.

Georgia is member of several international organisations, including the United Nations (UN). It has signed an Association Agreement with the EU, is a participant in the North Atlantic Treaty Organization (NATO) and an observer to the EEU. Among these, the European Union is the most trusted foreign institution, with 73% of the population tending to trust it. This is the highest figure recorded in the past three years and coincides with a reduction by half in 'don't know' responses (11%). The EEU has the lowest level of trust, with 48% of Georgians oriented towards not trusting it.

Scepticism towards the EU seems to match lower levels of information: women, older and unemployed individuals and residents of medium-sized cities display, on average, lower levels of trust (all below 68%), as well as higher percentages of don't know responses (all above 13%) than other sub-groups. Residents of the centre of the country are particularly critical: 22% of them openly distrust the Union.[11]

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

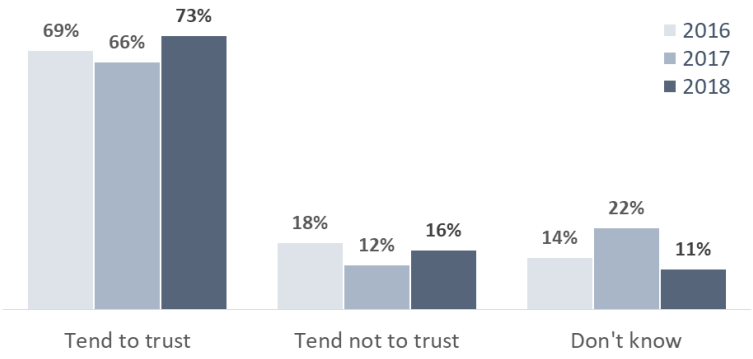
(Percentages refer to Georgians who have heard of the EU)



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

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

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



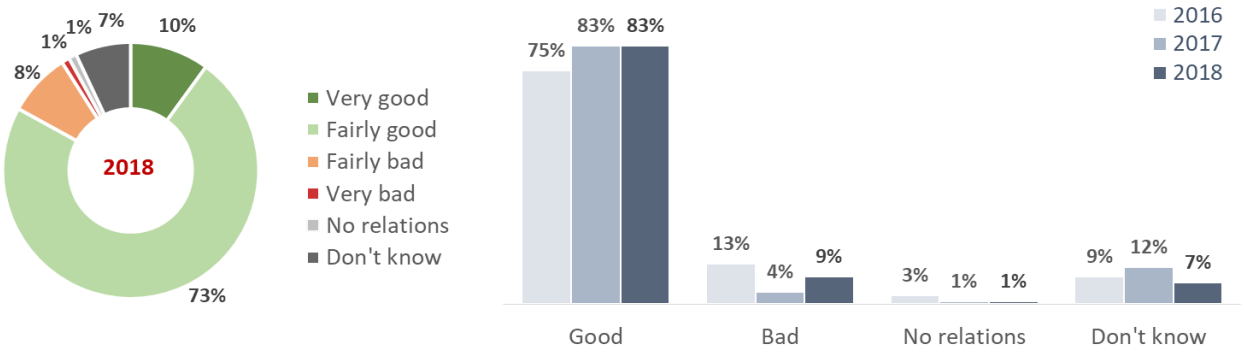
3.2.2. EU relations with Georgia and awareness of EU financial support

Trust towards the EU is mirrored by the appreciation of the relations between Georgia and the EU. Over 80% of Georgians (a figure consistent with 2017) describe them as 'fairly good' (73%) or 'very good' (10%). A slight shift from uncertain to negative opinion was recorded (5 percentage points) and around 10% of individuals rate the relations as 'bad' (4% last year).

Surprisingly, most critics were found among those sub-groups which on average are more likely to trust the EU, such as men (11%), residents of larger cities (14%) and middle-aged individuals (13%).[12]

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

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

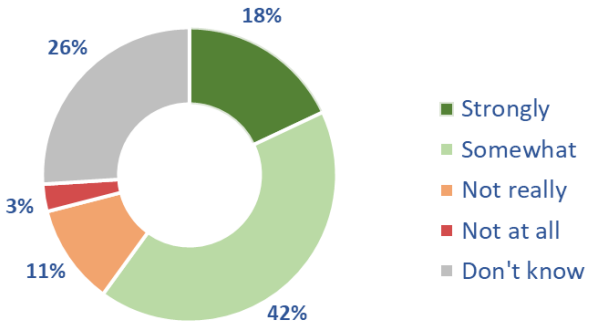


Around 60% of Georgians perceive the EU as an independent actor in foreign relations, with only 14% ('not really' (11%) or 'not at all' (3%)) agreeing with the statement. Nevertheless, it should be noted how, among the newly introduced questions, this scored the highest level of 'don't know' responses, from over a quarter of citizens (26%).

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

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

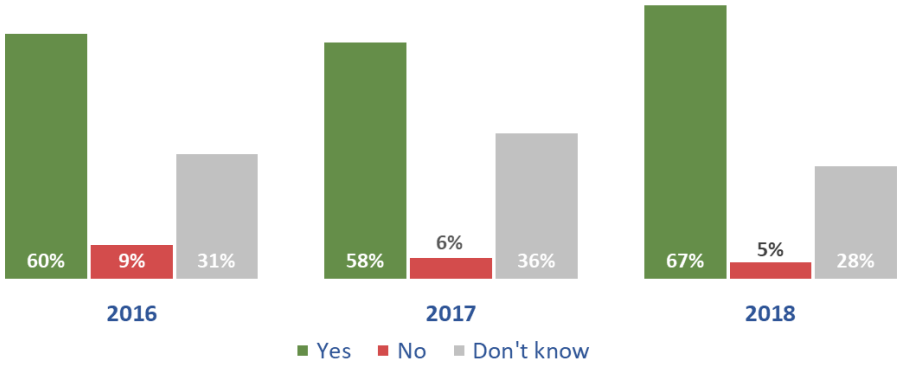
(Percentages refer to Georgians who have heard of the EU)



Acknowledgement of the EU's financial support has seen an increase of 9 percentage points since 2017: two thirds (67%) of citizens know that the EU provides financial support to Georgia. Also, the share of Georgians who do not know whether the EU supports their country has declined: it was 36% in 2017 and it is now 28%. People living in the western part of the country (36%), smaller city residents (33%), younger and less educated individuals (each 31%) are the least informed on the issue and show the lowest levels of positive responses.[13]

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

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



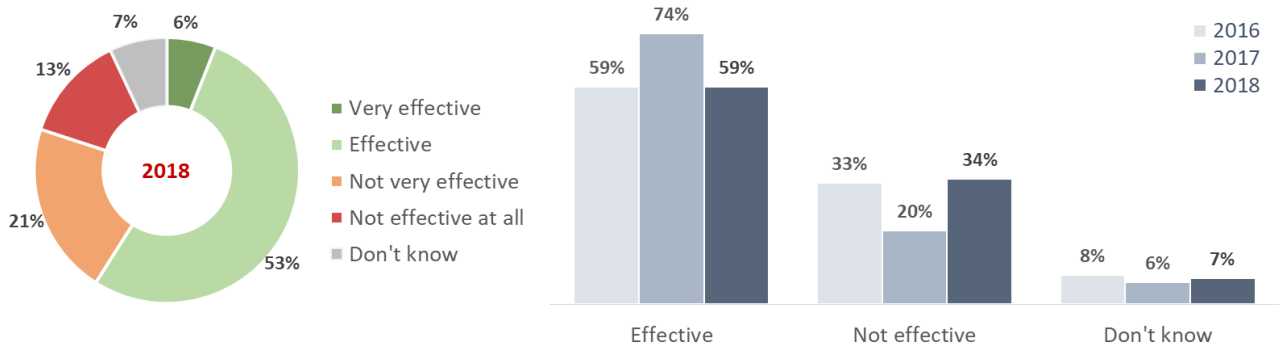
As shown in Figure 9, the share of people who consider the EU's financial support to be effective is back at 2016 levels (59%) after recording a peak in 2017 (74%). In 2018, over one in three individuals who are aware of the EU's financial support deem the support not to be effective (34%) – again consistent with the 2016 findings.

The most sceptical groups regarding the effectiveness of EU support are residents of smaller and medium-sized settlements (42% and 38% respectively, versus a non-appreciation rate of 23% for residents of larger cities), and individuals living of the central part of the country (59% versus 22% and 11% in the east and west).[14]

[13] More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 5.
[14] More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 6.

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

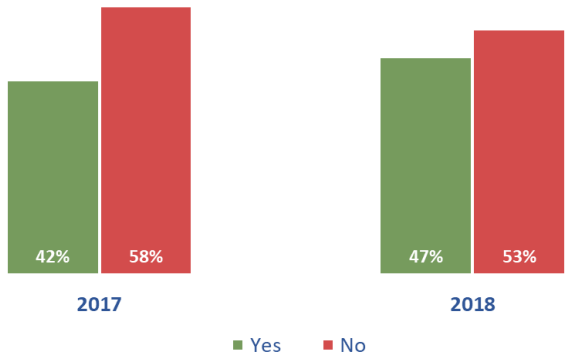
(Percentages refer to Georgians who were aware of the EU's financial support)



Nearly half of those who are aware of the EU's financial support know about specific EU-funded programmes in Georgia (47%) – a slight increase from 2017 (42%). Residents in large settlements (58%) and younger generations (55%) are, on average, more informed than residents of other areas or older people.[15]

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

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



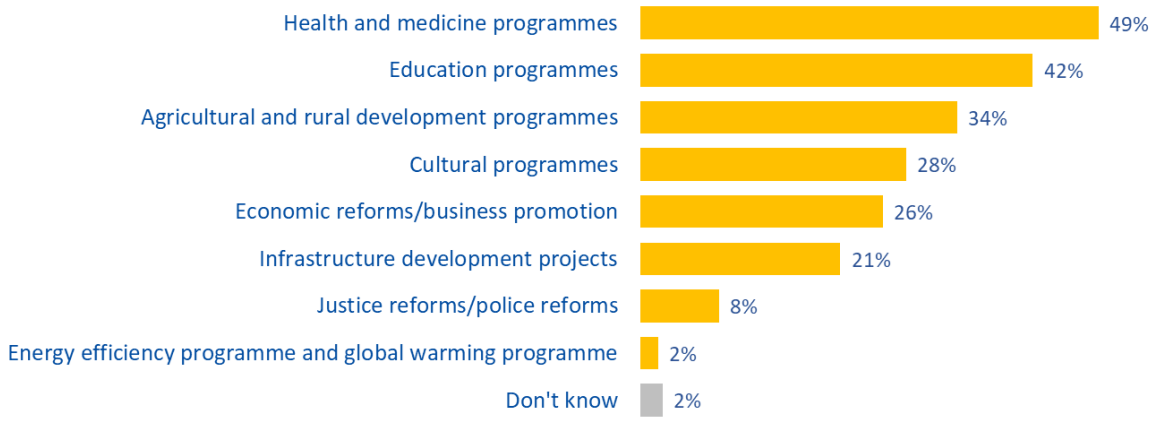
The most well-known EU-financed programmes in Georgia relate to the fields of health and medicine and education (49% and 42% respectively). Over a third of the population are aware of agricultural and rural development programmes (34%), a quarter of economic reforms/business promotions (26%) and a fifth of infrastructure/development programmes financed by the EU (21%). Programmes in the fields of culture are also well known (28%), but Georgians are less familiar with the Union's financial support to the sectors of justice and policy reforms (8%) and energy efficiency (2%).

Around 6% of Georgians have personally been (or know someone who has been) involved in recent EU-funded projects (it was less than 2% in 2017).

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

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

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

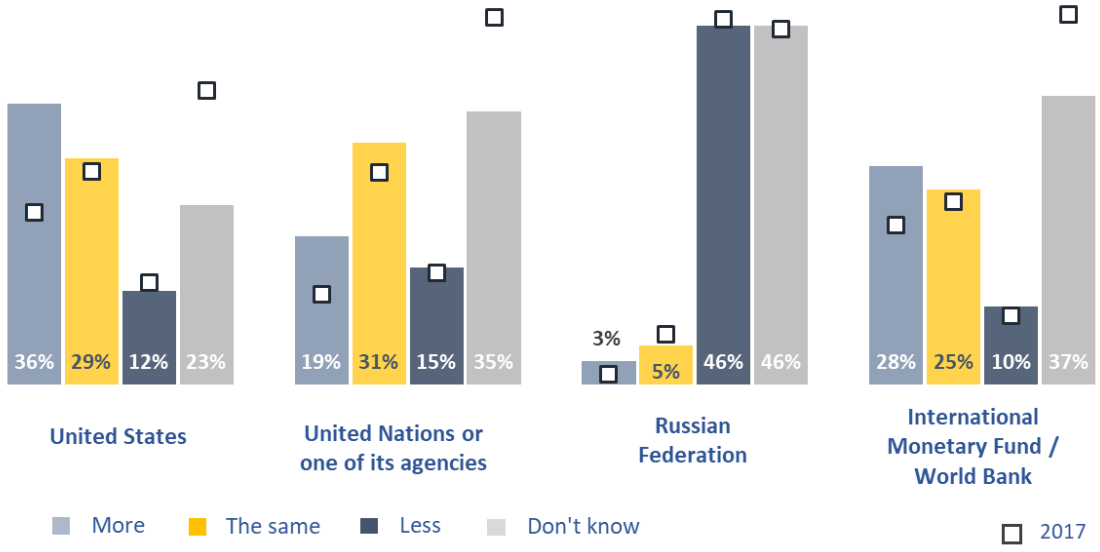


Between 50% and 65% of the respondents are convinced that the European Union financially sustains their country to the same extent or more than the United Nations and its agencies (65%), the International Monetary Fund/World Bank (53%), and the United States of America (50%). Among the four institutions, the United States (and its agencies) are perceived as a bigger donor to Georgia than the EU by over a third of citizens (36%). Around half of Georgians perceive the European Union as a greater provider of financial support than the Russian Federation (46%), but almost one in two Georgians had no definite opinion on the issue (46%).

In fact, the percentage of individuals who did not provide a definite answer may be used to judge the level of confidence in answering this question. Since 2017, the share of those who don't know – although still high – has considerably lowered for all institutions apart from the Russian Federation, where it remains at 46%.

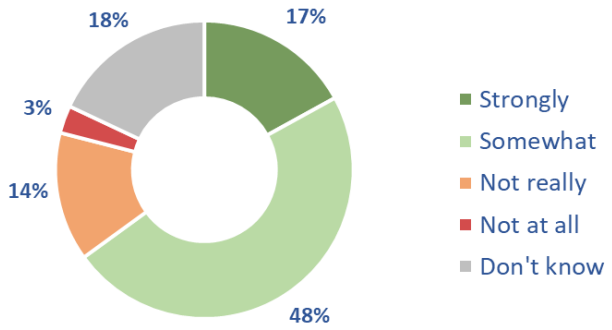
FIGURE 12 – As far as you know, for each of the following international institutions, would you say that it provides more, the same, or less financial support to your country than the European Union? (Q2.7)

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



Accordingly, 65% of Georgians 'strongly' or 'somewhat' agree that the EU provides tangible benefits to citizens in everyday life. Very negative reactions to the statement were recorded for only 3% of the population, whereas less than one in five individuals did not provide a definite answer to the question (18%).

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 Georgians who have heard of the EU)



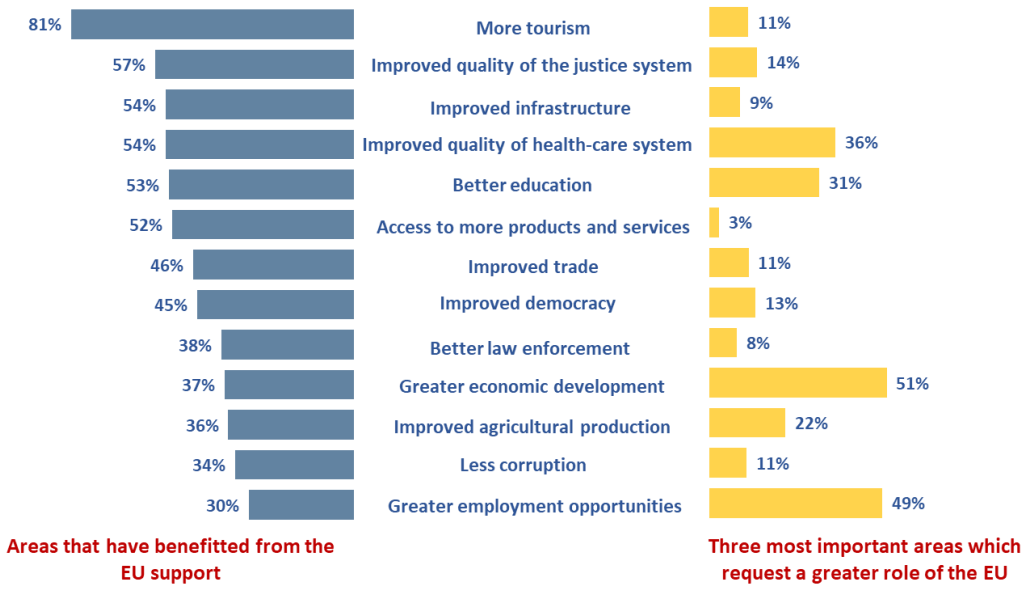
The strengthening of tourism was well perceived by Georgians: 81% of the population cited it among the areas that have benefited 'very much' or 'fairly much' from EU support (up 11 percentage points since 2017). Half of the population also acknowledges the positive effect on trade (46%) and access to products and services (52%), whereas the benefits on the economy in general are less evident – greater economic development (37%) and greater employment opportunities (30%) – and half of Georgians would favour more support from the EU in these areas (51% and 49% respectively). It should be noted that economic development is the citizens' most important personal value and their greatest concern and the request for greater involvement from the EU should also be read as such.

Around a third of citizens (36%) would favour more support from the EU in healthcare and education and 22% in agricultural production. Fighting corruption is again among the areas that have benefitted less from EU support (34%), although only 11% of citizens would request a greater involvement of the European Union to tackle the issue. Hence, this low figure seems more linked to the fact that corruption is not one of Georgia's priorities and, when asked about the perceived benefits stemming from integration with the EU, other more important concerns come to their mind first.[16]

[16] More details are provided in Annex – Tables 8 and 9.

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

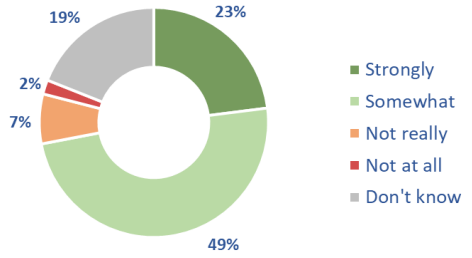
(Percentages refer to Georgians who have heard of the EU)



In fact, when directly asked if the EU is committed to fighting corruption, 72% of Georgians 'strongly' (23%) or 'fairly' (49%) agree, whereas less than 10% do not support the statement.

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

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

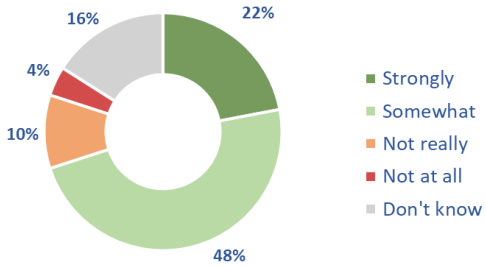


Over 70% of Georgians are also convinced that integration with the EU will increase the country's security and stability. Considering that security is the second most important personal value, it is more than likely that Georgians view the process of integration as a path towards the solution to their biggest problems.

FIGURE 16 – 'Integration with the EU increases country's security and stability'.

To what extent do you agree with the former statement about the EU?

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



3.3. Sources of information on the EU

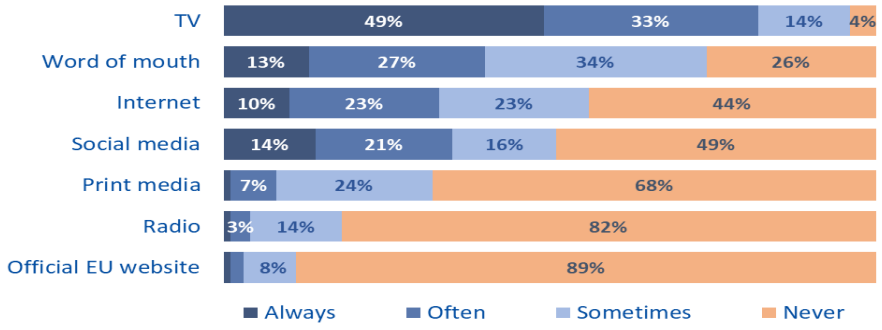
TV continues to be the most popular (only 4% of the population never watch it) and most trusted source of information in Georgia (by 72% of citizens), yet the diffusion of new media, such as Internet and social networks, has largely increased, surpassing a 50% penetration rate. Georgians who look for information about the EU also more frequently use the Internet (43%, up 5% since 2017) and social media (31%, up 7% since 2017). Exposure to EU-related information is back at 2016 levels, with less than half of Georgians having heard about the EU in the last three months (44%). The representation of the EU in national media has also been less positive than in 2017 (60%, down 8 percentage points since last year), which is consistent with the increase in neutral stances recorded among citizens.

This section looks at the main sources of information in Georgia, 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 Georgia – only 4% of the population never watch it. On the contrary, new media, such as the Internet (54%) and social networks (51%), which have surpassed a 50% penetration rate, have supplanted other traditional media, such as print press (32%) and radio (18%). Three out of four Georgians also rely on word of mouth – always (13%), often (27%) or sometimes (34%). The official EU website is hardly ever used – 11% of Georgians access it for information.

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

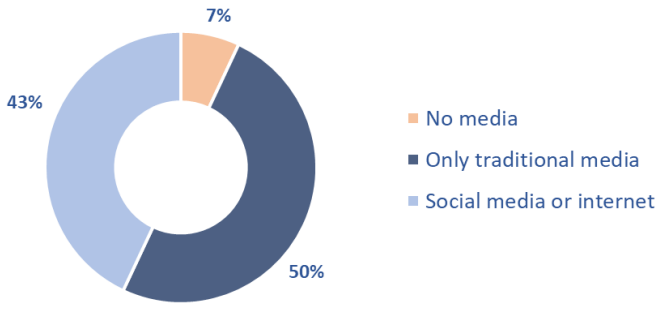


The breakdown of frequent users of traditional media only, new media and no media is shown in Figure 18.[17] Half of Georgians frequently access only traditional media (this notably includes TV) and 43% social media or the Internet, whereas 7% of the population do not rely on any media. Quite predictably, older generations (78%) and residents of smaller settlements (62%) 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 (62%) people and residents of large settlements (59%). Unemployed citizens are twice as likely not to use any media compared to working citizens (10% versus 5%).[18]

[17] 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.

[18] 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 Georgians – 67% 'always', 14% 'often' and 7% 'sometimes' – use national media in Georgian. The usage of media in different languages is less prevalent – around 80% of citizens never use Georgian or foreign media in Russian (83% and 81% respectively) or in other languages (77% and 80% respectively).

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

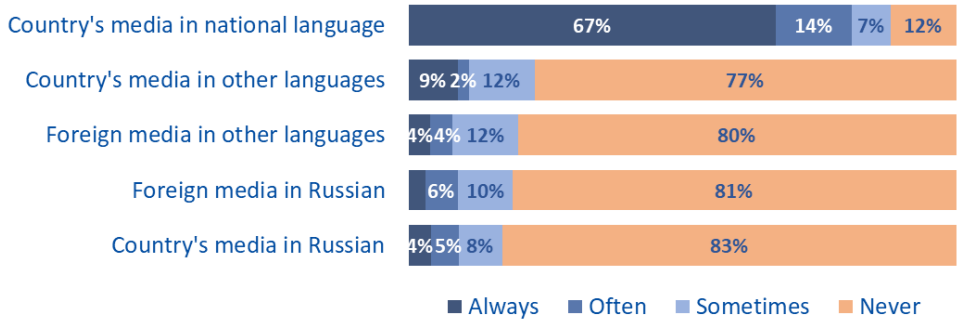


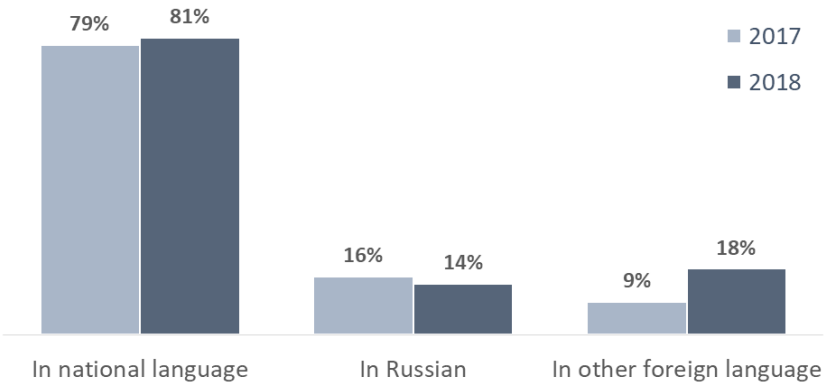
Figure 20 shows how frequently media in Georgian, Russian and other foreign languages are used, irrespective of whether the media is national or foreign, among the population.[19] The habit of relying upon media in foreign languages other than Russian has seen an increase since 2017 – the percentage of frequent users has doubled from 9% to 18% – and it is slightly more prevalent than relying upon media in Russian (14%).[20] The highest share of users of foreign media was found among residents of the centre of the country: 30% rely on it frequently, as compared to 12% in the east and 8% in the west.[21]

[19] Frequent users of media in Georgian 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.

[20] The low diffusion of Russian media in Georgia can be explained by the fact that Russian channels are only available through cable television, satellite, aerial or Internet. In addition, their popularity in the country has been undermined slightly due to the armed conflicts in 2014 and 2008 respectively. See: Monitoring of Russian channels by MEMO 98, Final report, 2015 (http://www.csdialogue.eu/sites/default/files/monitoring_report_executive_summary.pdf).

[21] 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 Georgian, Russian and other languages



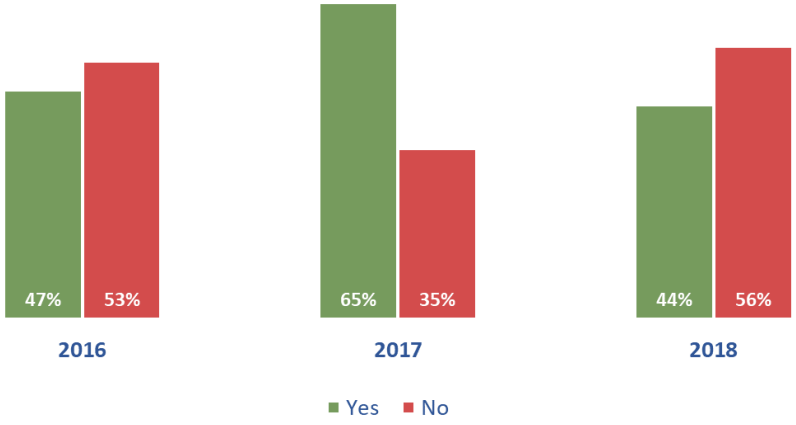
Trust levels towards different media sources are similar to the usage patterns of media: the majority of the population trust TV (72%) and national media in Georgian (69%), new media and word of mouth have around a 40% level of trust (44% for Internet and 40% for social media); while most individuals do not know how to rate their trust in other media sources and media in languages other than the national language. Only one in five individuals trusts the official EU website (20%), which may be linked to their lack of use and awareness of such a source of information.[22]

3.3.2. Sources of information about the EU

44% of Georgians say they have seen or heard information about the EU in the last three months. The trend of this indicator – which is back at 2016 levels (47%) after recording a peak in 2017 (65%) – could be linked to the agreements enforced during late 2016 and early 2017, which have contributed to the increased exposure of the EU in national media, as reflected in the 2017 wave. Citizens who are highly educated (52%) and younger (51%) and residents of larger settlements (52%) were more likely to have seen or heard information on the EU; whereas residents of the centre of the country, who are on average less reliant on national media, were the least likely to have been exposed to EU-related information (31%).[23]

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

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

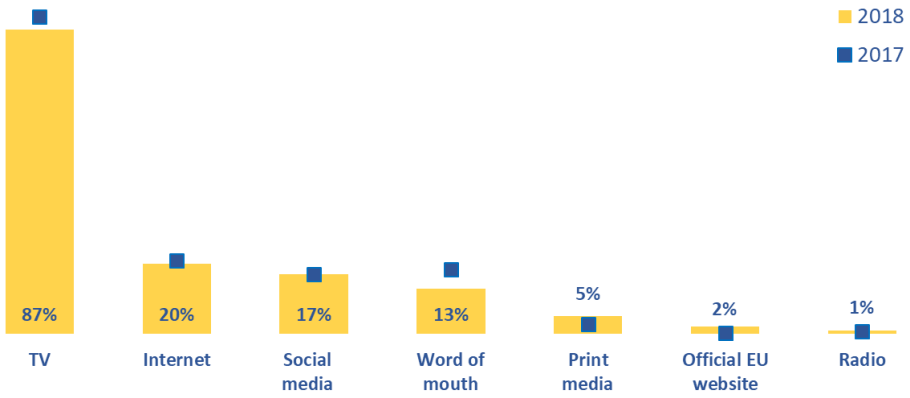


[22] More details are provided in Annex – Table 12.
[23] More details on exposure to information about the EU and socio-demographic characteristics are provided in Annex – Table 13.

As expected, passive exposure stems mostly from television (87%). One in three of the Georgians who heard or saw information about the EU did so through new media (20% Internet, 17% social media), while word of mouth as a source of information was cited by 13% of the population.

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

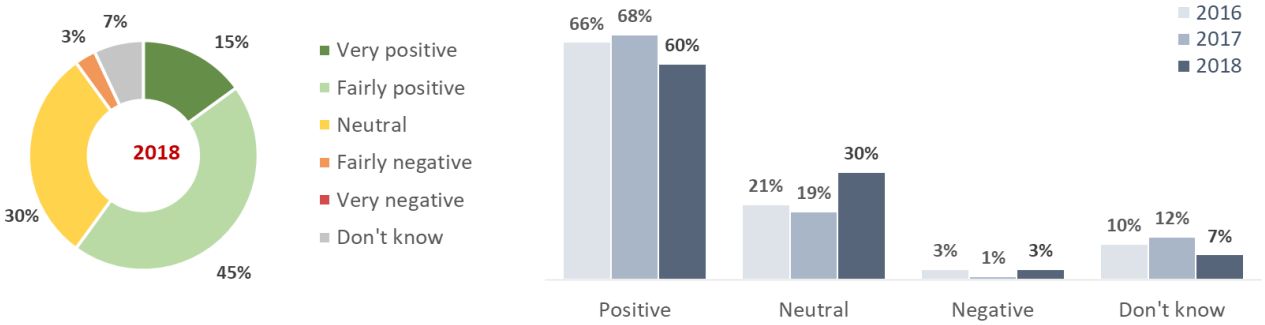
(Percentages refer to Georgians who have heard any information about the EU in the last three months)



Among those who had heard about the EU, 60% felt that national media presented the European Union positively (15% 'very positively', 45% 'fairly positively'). This figure has decreased by 8 percentage points compared to 2017 in favour of a more neutral representation of the EU (30%), a finding that is consistent with the more neutral view of the European Union recorded in 2018 (see Figure 1). Residents of mediumsized settlements (49%), people living in the west (40%) and the centre (37%) of the country are more neutral.[24]

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

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



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

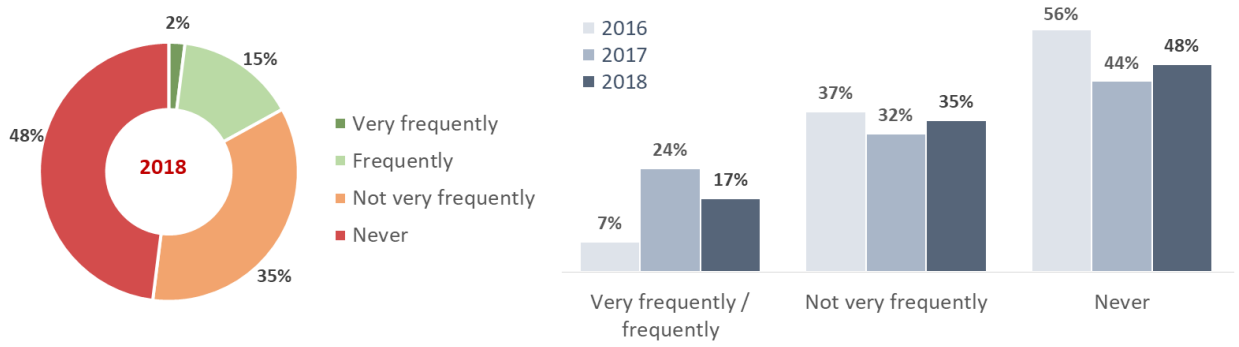
According to 54% of the population, the information which they read, watch or access online helps them to have a better understanding of the European Union, either 'fairly' (45%) or 'very much' (9%). However, 15% find the information 'not at all useful' and 28% 'not very useful' (the combined figure was 30% in 2017).

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

Compared to 2018, 'frequent' or 'very frequent' access to information on the EU has recorded a decrease (17% versus 24% in 2017, although it was just 7% in 2016). Again, the decrease in interest in the EU may be linked to the decrease in media coverage of EU-related information compared to 2017. Highly educated people, residents of the eastern part of the country and younger people are more likely to search for EU-related information (63%, 60%, and 59% respectively, with around 20% accessing it frequently).[25]

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

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



Nearly all individuals who search for information about the EU use Georgian (87%). Only a minority use Russian or English (each 7%).

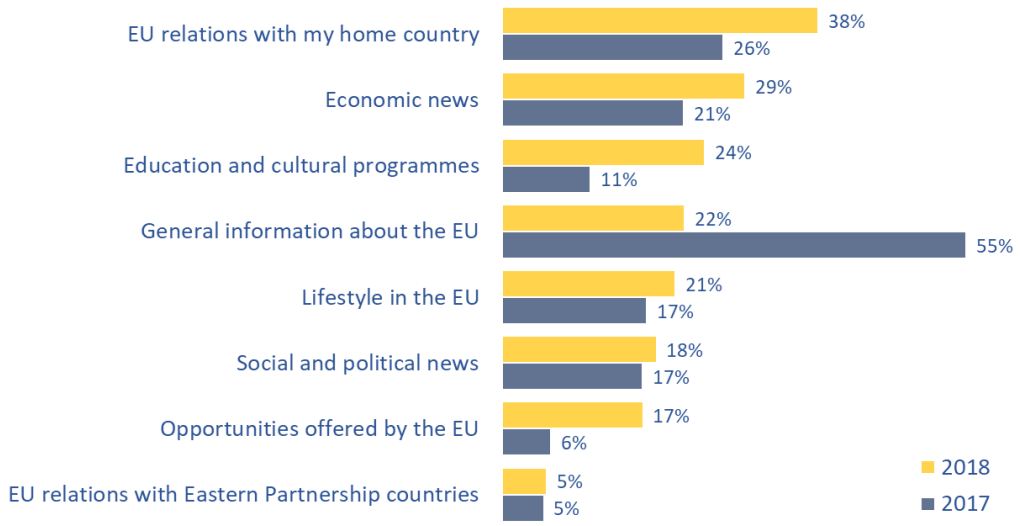
Compared to 2017, generic searches on the EU have been replaced by more specific enquiries: 38% would like to know more about the relations between their country and the EU, 29% are interested in economic news, 24% in educational and cultural programmes, 21% in the lifestyle in EU Member States, and 17% in the opportunities offered by the European Union. All of these have recorded an increase since 2017.

Only 5% of individuals actively searching for information about the EU are interested in knowing more about its relations with Eastern partner countries. This finding is consistent with 2017.

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

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

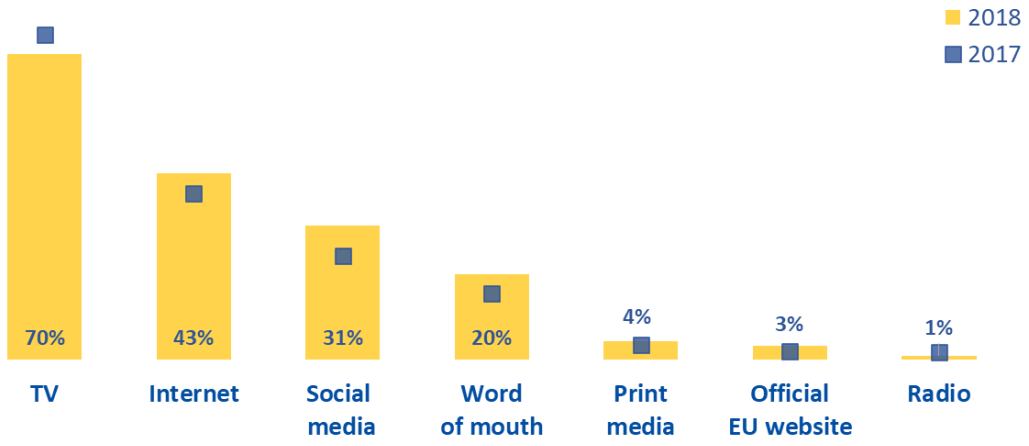
(Percentages refer to Georgians who have looked for/accessed information on the EU)



TV is still the main provider of information about the EU (70%); nevertheless, a shift was recorded in the share of those who rely on Internet (43%, up 5% since 2017) and social media (31%, up 7% since 2017) to find information about the EU. One in five citizens still rely on word of mouth (20%); 4% read print press, and 3% visit the official EU website or listen to the radio.

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

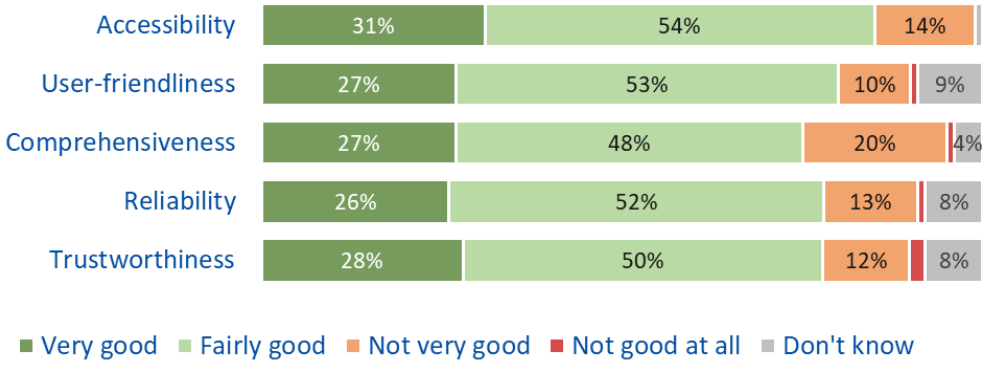
(Percentages refer to Georgians who have looked for/accessed information on the EU)



The quality of the information – in terms of its accessibility, user-friendliness, comprehensiveness, and reliability – was rated 'very' or 'quite' positively by around three quarters of Georgians, and it seems increasingly trustworthy compared to last year (78% compared to 57%).

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

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



Overall, 12% of Georgians have used EU informational websites[26] at least once. As in 2017, the Facebook profile of the European Union is the most accessed among all EU websites (10% of the population), followed by websites of EU projects (4%) and the 'EU NEIGHBOURS east' website (3%). The EU's Twitter pages and the EU Delegation website are very rarely accessed – around 1% each.

[26] 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 Georgia's current situation and future expectations

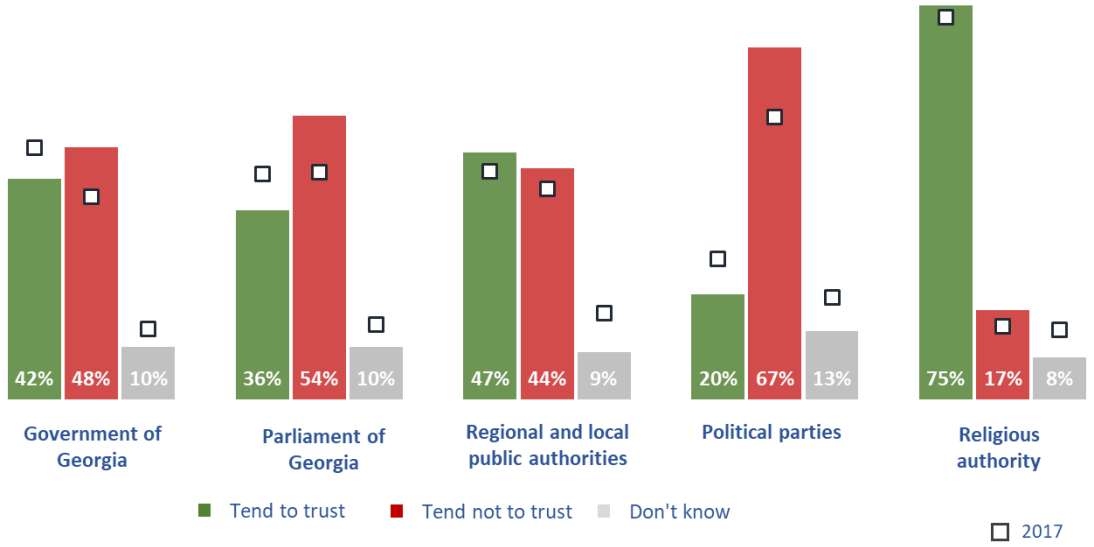
Modest progress in the path towards democratic governance has been recorded since spring 2017 and around half of Georgians continue to distrust their country's institutions, with even more distrusting its political parties. Currently, 42% of individuals trust the Government, 36% trust the Parliament, 47% trust regional and local public authorities and only 20% trust the political parties. Corruption is the most pressing issue (according to 54% of Georgians), affecting the quality of governance and the functioning of the judiciary. A slight increase in pessimistic attitudes towards the country's future was recorded, in line with the historical trend (up 7% compared to 2017 and up 10% compared to 2016).

This section presents an assessment of Georgia's current and future situation regarding the current functioning of democracy and the most pressing problems.

3.4.1. View of Georgia's current situation

Georgians do not share a great deal of trust in national, regional and local institutions, let alone political parties, and the most trusted institution is religious authority (by 75% of the population). This situation is largely consistent with last year's findings, although the level of distrust has increased at the expense of more positive views. Currently, 42% of individuals trust the Government, 36% trust the Parliament, 47% trust regional and local public authorities and only 20% trust the country's political parties.

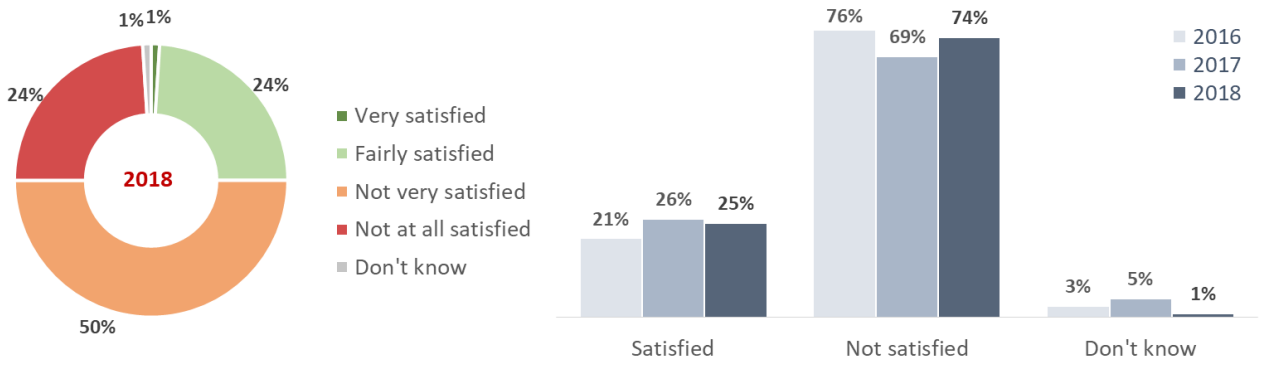
FIGURE 28 – Please tell us your level of trust in the following institutions (Q4.1)



Accordingly, 74% of Georgians are 'dissatisfied' with the way democracy works in their country (70% in 2017) with around a quarter 'absolutely dissatisfied' (up to 24% from 21% in 2017 and 13% in 2016). Residents of medium-sized settlements and, to a lesser extent, citizens living in the centre of the country are on average much more satisfied (58% and 34% respectively, compared to an average level of satisfaction of 25%).[27]

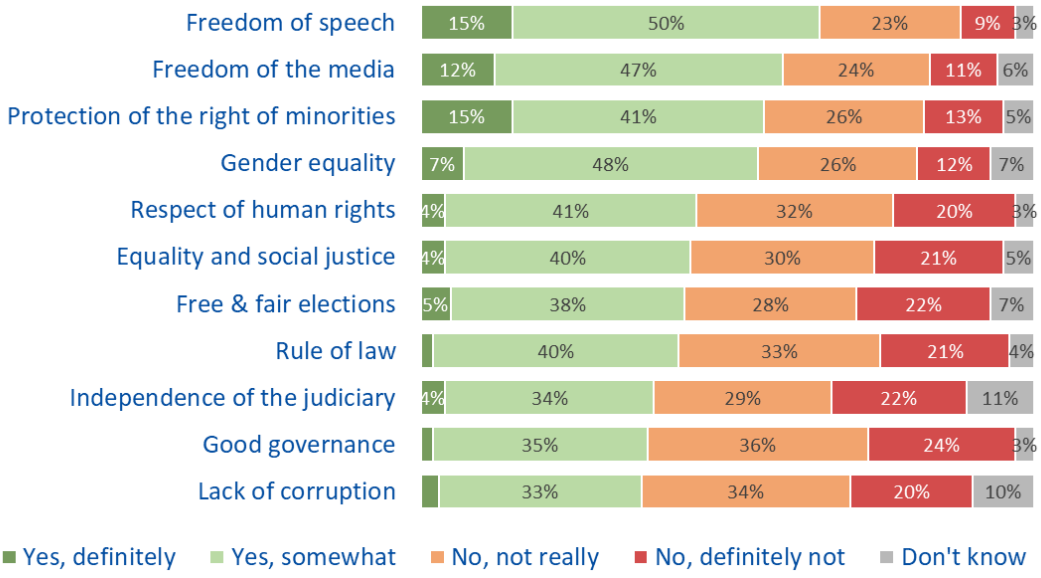
[27] More details on satisfaction with democracy and socio-demographic characteristics are provided in Annex – Table 16.

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 Georgia? (Q4.3)



The path towards democratic governance is still far from being achieved, as between a third and half of the population feel that most democratic indicators do not apply to Georgia, although modest progress can be seen since 2017. For most Georgians, freedom of speech (65%), freedom of the media (59%), protection of the rights of minorities (56%) and gender equality (55%) are present in the country. All other indicators are below the 50% threshold, and lack of corruption, good governance and independence of the judiciary seem to be particularly problematic (all below 38%). It is also noteworthy that half of the population think that free and fair elections are 'not really' (28%) or 'definitely not' (22%) present in Georgia.

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



3.4.2. Future expectations

Georgians have always been more optimistic towards their own future (74%) than the future of their country (61%), and 2018 is no exception. A slight increase in pessimistic attitudes was recorded in line with the historical trend (about the country's future: up 7% compared to 2017 and 10% compared to 2016; about their personal future: up 3% and 6% respectively). Residents of medium-sized settlements (67%) and citizens living in the west of the country (68%) are, on average, slightly more optimistic about Georgia's future than

other socio-demographic sub-groups, whereas younger individuals and employed/self-employed citizens are most confident about their personal future (each 80%).[28]

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

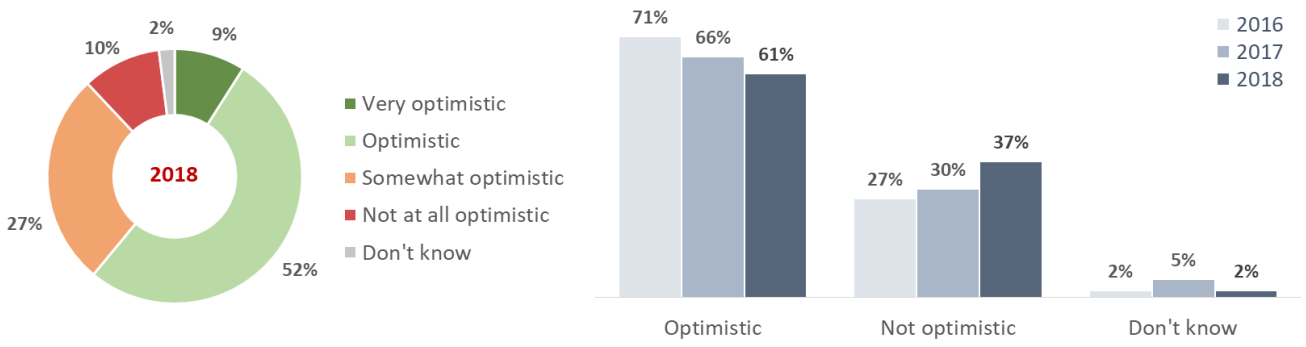
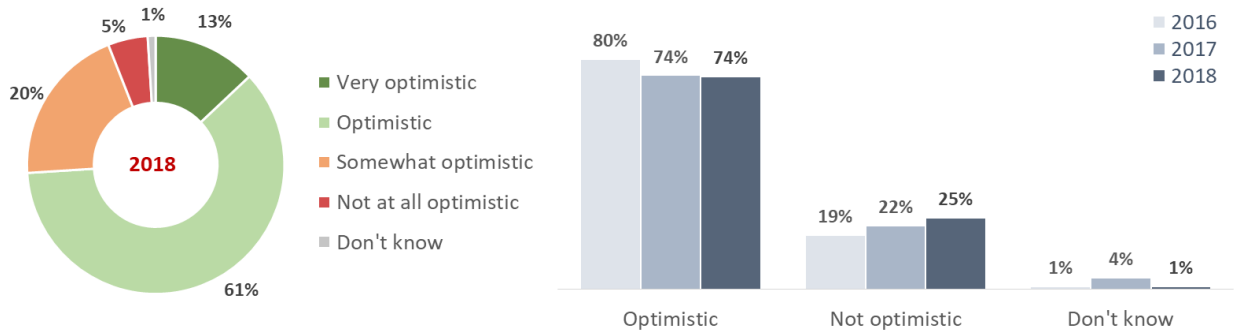


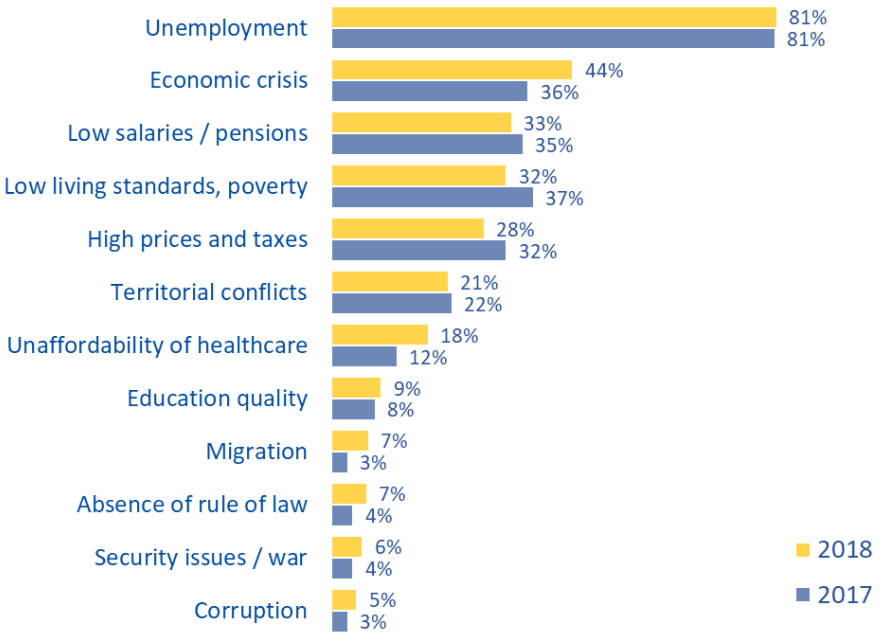
FIGURE 32 – How optimistic are you about your personal future? (Q4.6)



The most important personal values for Georgians, namely economy and security, are echoed in the most commonly cited pressing problems. Over 80% of citizens cited unemployment, 44% named economic crisis, 33% low salaries and pensions, 32% low living standards and poverty and 28% high prices and taxes. Although less pressing, concerns over security issues are also present: 21% of individuals named territorial conflicts and 6% security issues and war. All findings are consistent with 2017.

[28] 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

Gender, level of education and preferred media source seem to be the most important factors when it comes to the attitudes of Georgians towards the EU. In fact, women are prevalent among neutrally oriented Georgians (62%) but not among those with a positive view of the EU (46%). While over 60% of those who have a positive image of the EU are highly educated, eight out of ten neutrally oriented citizens have a low to medium level of education. Holders of a neutral view are also more likely to rely only on traditional media (56%) and less likely to be frequent users of new media (35%) than EU supporters (44% and 52% respectively). Moreover, they are much less exposed to information about the EU (70%) and are less keen to actively search for this (43%). A geographical distinction was also found, as 48% of EU supporters live in the east, whereas 39% of neutral respondents are residents of the centre of the country. Finally, EU supporters tend to share a much stronger and positive vision of their country and of the EU than neutrally oriented citizens and, in general, than the overall population.

In this section, the attitude of Georgians 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.[29]

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 Georgia 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 and respondents' personal future and main concerns.

[29] Individuals that were mostly negatively oriented were excluded from the comparison, as their number was too small for the results to be statistically significant.

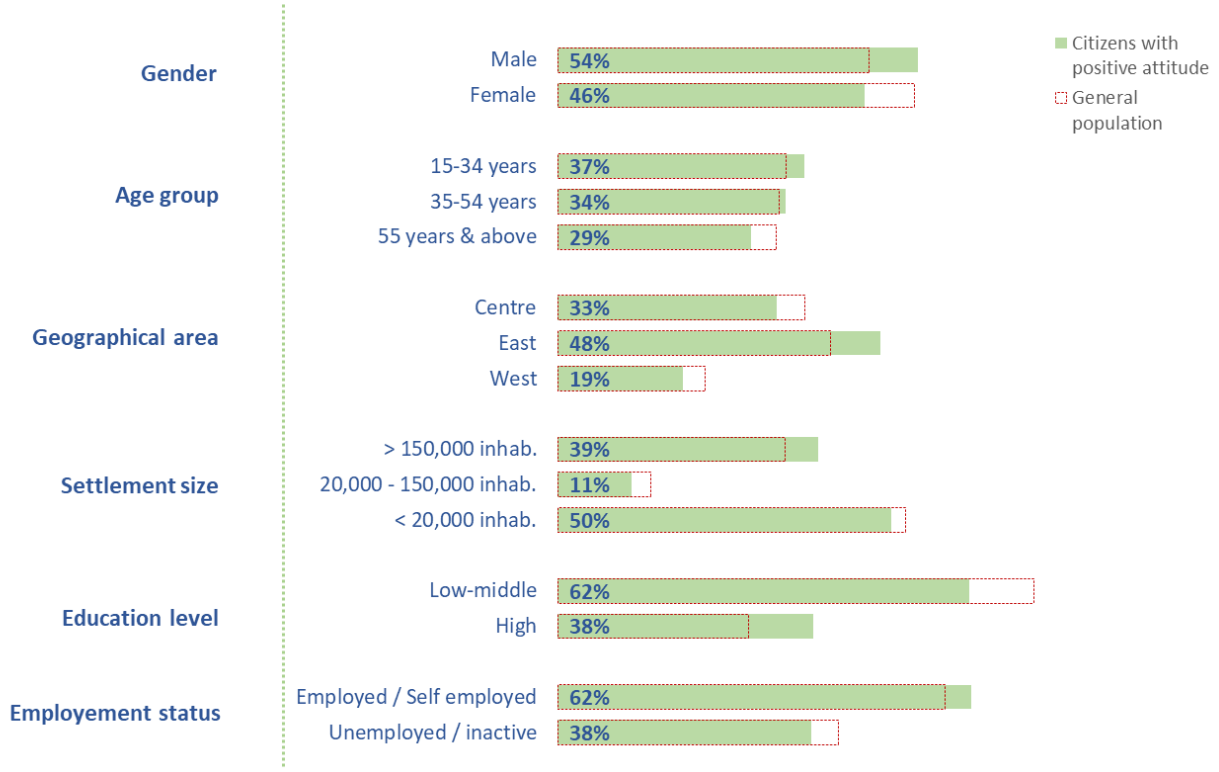
3.5.1. Positive attitudes

In terms of socio-demographic characteristics, holders of a positive view of the EU – who represent 49% of Georgians – are equally found among all sub-groups of the population and geographical areas. Nevertheless, some peculiarities can be highlighted.

Compared to the demographic profile of the general population in Georgia, citizens with a positive attitude are more concentrated among men (54% versus 46% who are women) and among the youngest generation (37% are aged 15–34, 34% aged 35–54 and 29% older than 55). When looking at the social breakdown of citizens with a positive attitude, the first thing that stands out is the level of education: nearly 40% of those who have a positive image of the EU are highly educated – a much higher percentage than that of the general population (29%).

Nearly one in two individuals with a positive image of the EU live in eastern Georgia, which includes Tbilisi, the capital city. Half of these people, however, live in settlements with less than 20,000 residents.

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

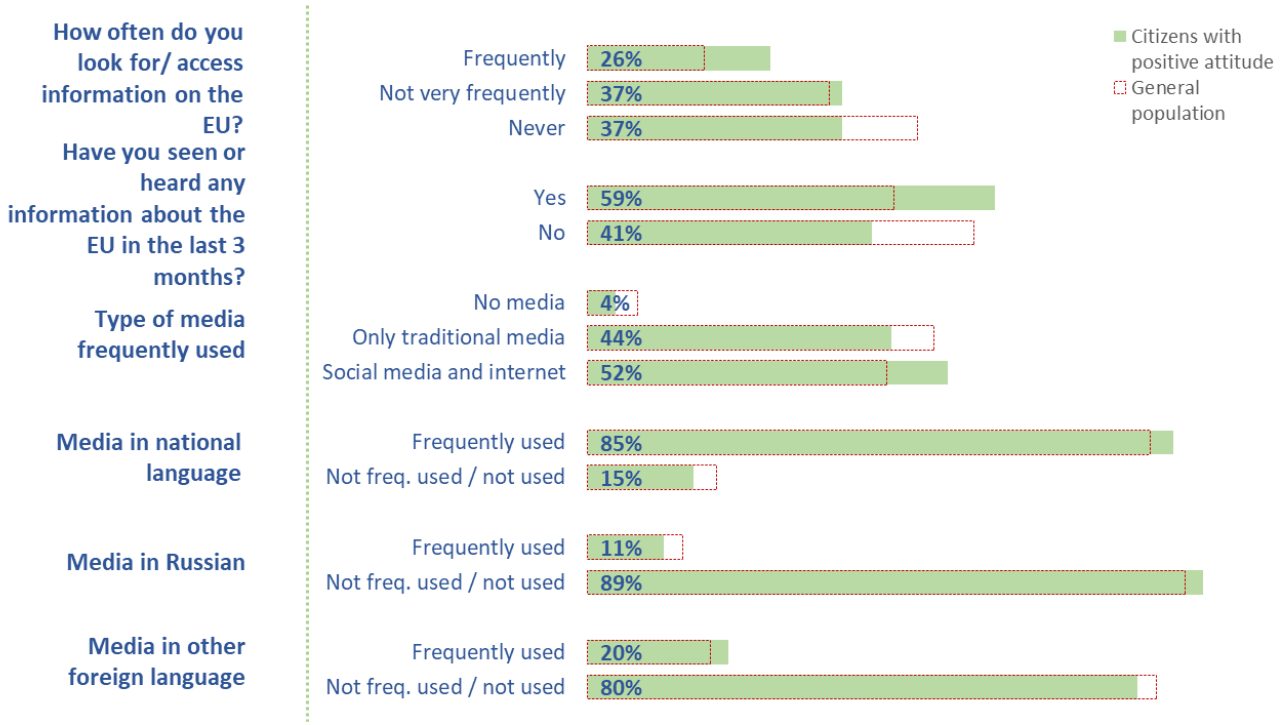


EU supporters are more likely to be actively and passively exposed to information about the EU. Almost 60% of them had seen or heard information about the EU in the three months preceding the survey, which is a higher level of exposure compared to that of the general population (44%). Also, active exposure is more common among EU supporters than among the general population, although the figure is not so high in this case: only 26% of citizens with a positive attitude tend to look for/access information on the EU 'frequently' or 'very frequently'; while 37% tend to do it 'not very frequently' and 37% 'not at all'.

If searching for EU-related information, EU supporters prefer to do so in Georgian (86%), but 10% also look for/access information in English and 4% in Russian. Their interests are heterogeneous and touch upon many issues, such as EU relations with Georgia (34%, the most searched), social and political news, economic news, lifestyle in the EU, education and cultural programmes, and opportunities offered by the EU (all between a fifth and a quarter). Only 6% are interested in the EU's relations with Eastern partner countries.

EU supporters are keen users of new media as a source of information – over one in two frequently use the Internet and the social media (compared to 43% of the general population) showing a higher penetration rate. Georgians with a positive attitude towards the EU are frequent users of national media (only 15% of them 'infrequently' or 'never use them'), although one in five are also consumers of foreign media, and one in ten of media in Russian.

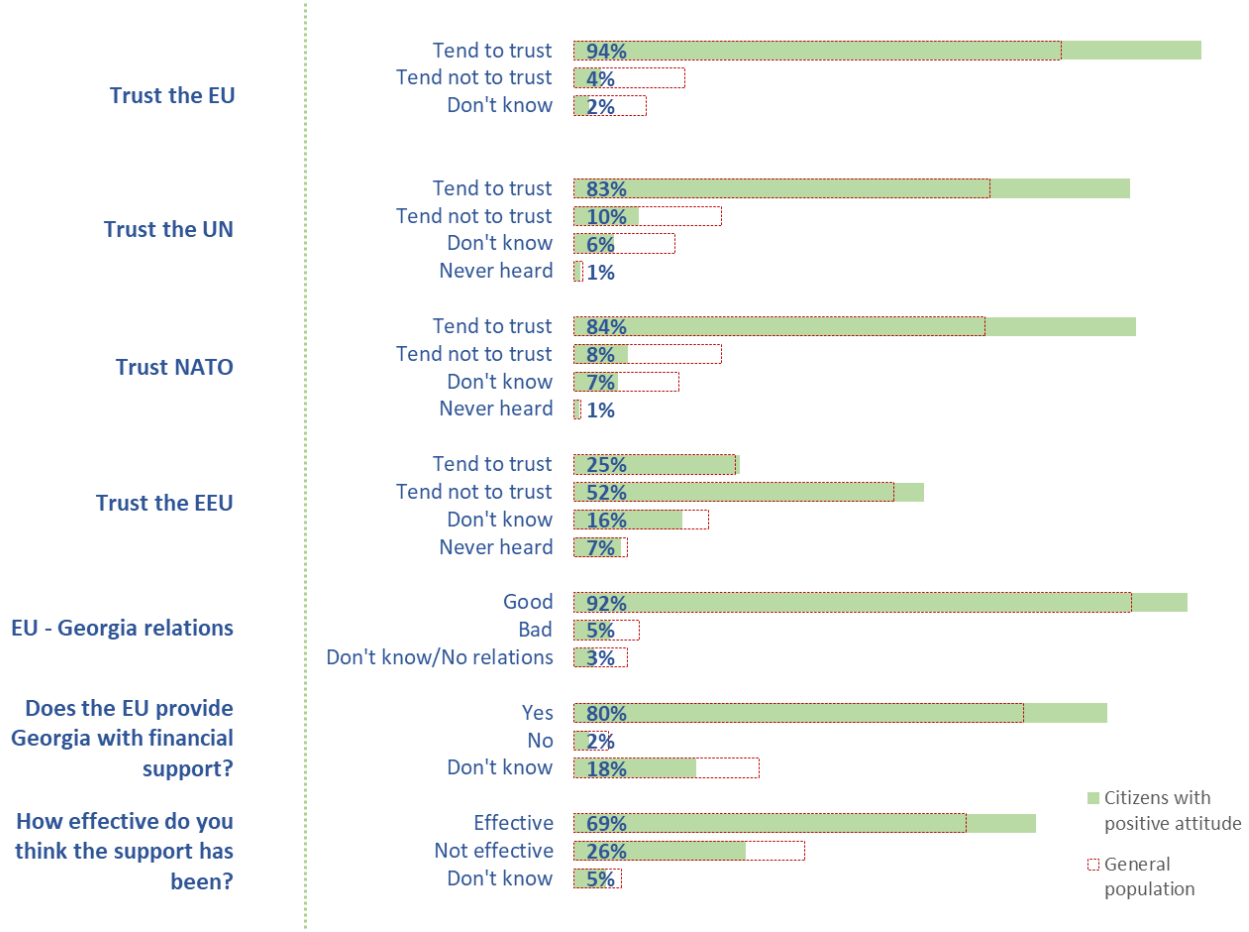
FIGURE 35 – Exposure to information about the EU and media usage among Georgians with a positive image of the EU



A positive image of the EU is also linked to a higher level of confidence in the EU. Nearly all positively oriented individuals hold a good image of the relations between Georgia and the EU (92%), acknowledge the EU's financial support (80%) and rate it as effective (69%).

A positive attitude is generally also correlated with a high level of trust in all foreign institutions, except the Eurasian Economic Union. Over half of those who view the EU positively do not trust the EEU.

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



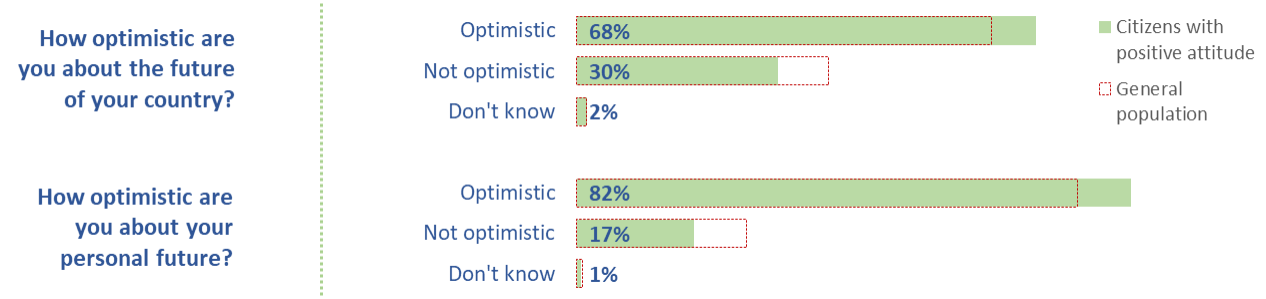
When it comes to the assessment of common beliefs, EU supporters tend to share a much stronger and positive vision of the EU than the general population. In fact, around one in three individuals with a positive image of the EU strongly agree with all the proposed statements; the figure is around one in four for the general population. In particular, 37% of EU supporters strongly believe that 'integration with the EU increases the country's security and stability' (the figure is 22% for the general population); 36% are strongly convinced that 'the EU is committed to fighting corruption' (versus 23%); 30% that 'it provides tangible benefits to citizens in their everyday lives' and 'it is an independent actor in foreign relations' (versus 17/18%) and 26% that 'the EU fosters the preservation of traditional values in our society' (versus 15%).

The lower share of 'don't know' responses recorded among EU supporters shows 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 by Georgians with a positive image of the EU

A more optimistic attitude, both at a personal level and regarding the country's future, is clearly linked with a positive image of the EU. Nevertheless, nearly 80% of EU supporters are worried about unemployment and nearly 45% about the economic crisis. The other main concerns relate to low living standards and poverty, low salaries and pensions, territorial issues and conflict, high prices and taxes, unaffordability of healthcare, quality of education, migration and the absence of rule of law.

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

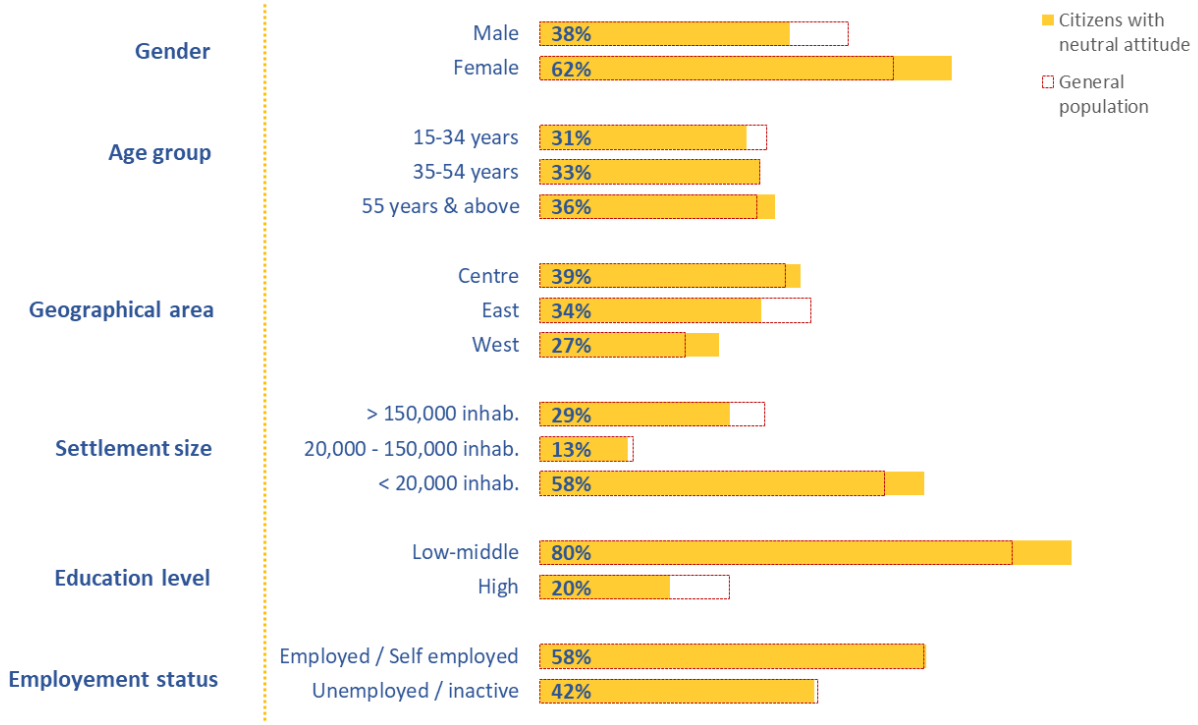


3.5.2. Neutral attitudes

Georgians with a neutral view of the EU account for 43% of the population. They are generally spread among all socio-demographic strata of the population, although 62% of neutrally oriented individuals are female and only 38% are male. Disparities in education level were even more striking, as eight out of ten neutrally oriented citizens have a low to medium level of education and only two in ten are highly educated.

Although neutrally oriented people are spread around Georgia, they tend to live more in the Centre and in the West. Almost 6 out of 10 Georgians with a neutral image of the EU live in settlements with less than 20,000 inhabitants.

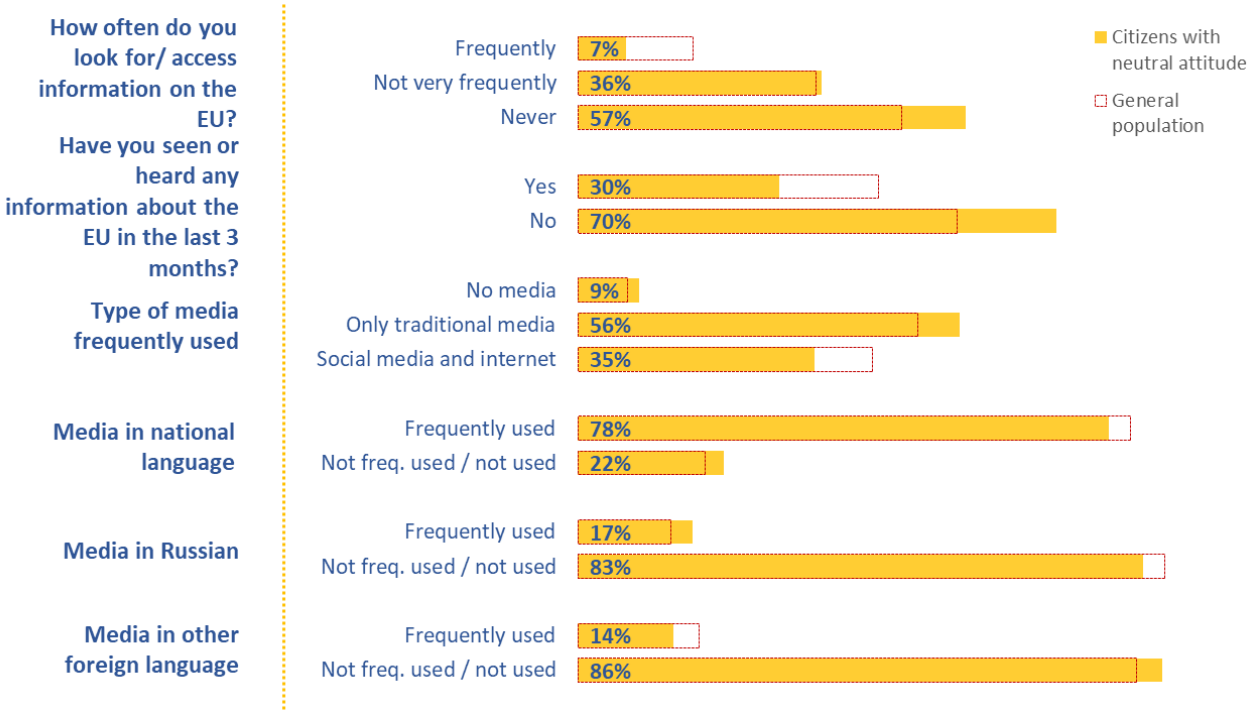
FIGURE 39 – Socio-economic characteristics and geographical location of Georgians with a neutral image of the EU



'Neutrality' is clearly more characterised by the exposure to EU-related information and the usage of media. 70% of those holding a neutral stance had not heard any information about the EU in the three months preceding the survey (it was 41% for those holding a positive view of the Union). Accordingly, nearly 60% never access any information on the European Union (37% among EU supporters). Holders of a neutral view are also more likely to rely only on traditional media (56%) or never use any media (9%) than EU supporters and less likely to be frequent users of new media (35% versus 52%). Over 20% do not frequently or ever use national media in Georgian, 17% rely on media in Russian and only 14% on media in other foreign languages.

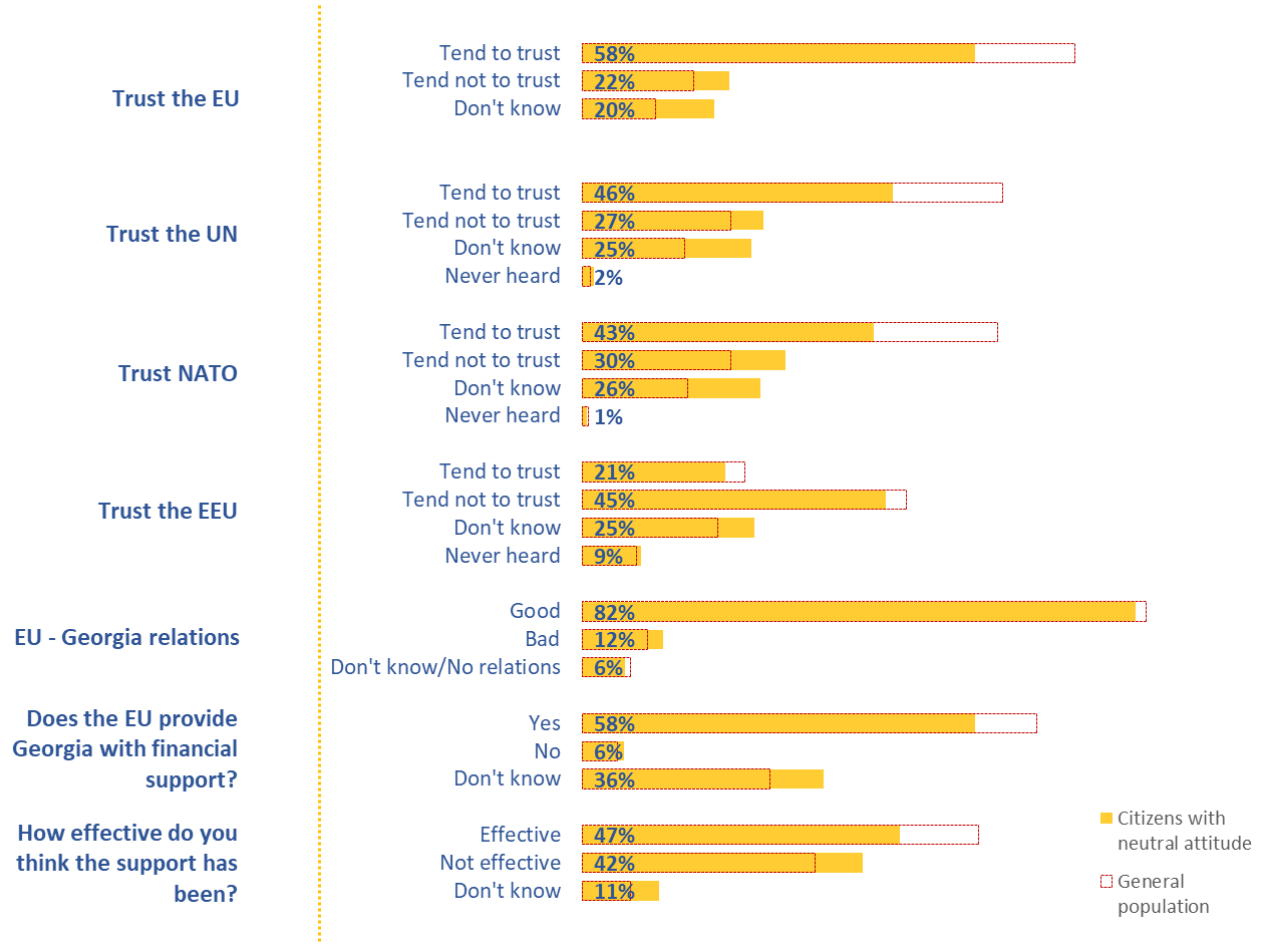
When searching for EU-related information, holders of a neutral view tend to do so in Georgian (92%), with a small minority searching in Russian (6%) and an even smaller one in English (2%). Neutral citizens are mostly interested in EU-Georgia relations (44%), economic news (25%) and the lifestyle in the EU (22%).

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



'Neutrality' is linked with lower levels of trust in all foreign institutions. Only 21% of neutral citizens trust the EEU, around 45% trust the United Nations and NATO, and 58% the European Union. However, over 80% of neutral citizens would describe the relations between Georgia and the EU as 'good'. When it comes to evaluating the EU's financial support, neutral citizens are not so familiar with the issue – over one in three did not answer the question – and more critical than EU supporters – over 40% rated it as 'not effective'.

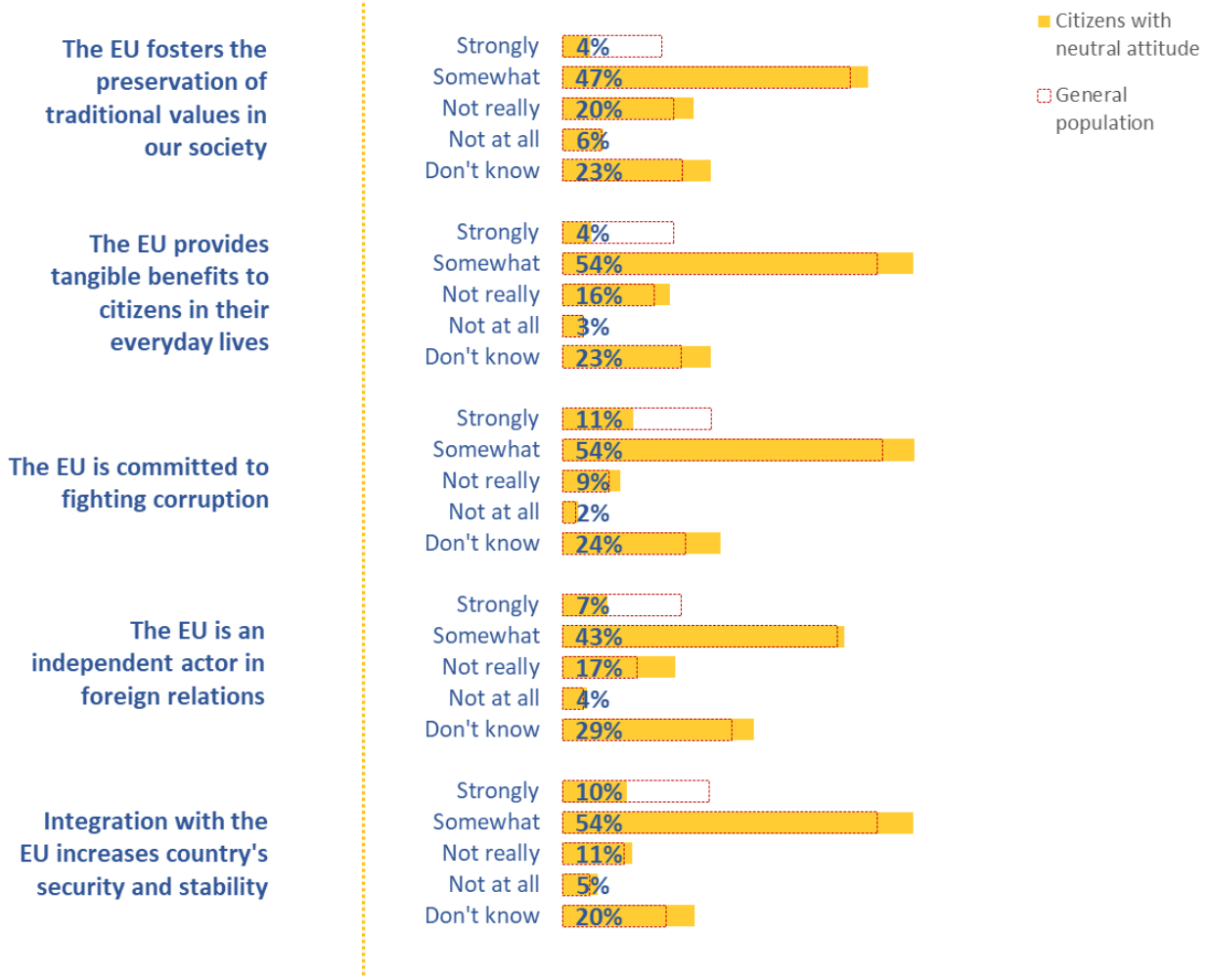
FIGURE 41 – Attitudes towards the EU among Georgians with a neutral image of the EU



When it comes to the assessment of common beliefs, individuals holding a neutral image of the EU are less likely to share a strong and positive vision of the EU than EU supporters. The highest share of strong approval was recorded for the two statements that 'the EU is committed to fighting corruption' (11%) and 'integration with the EU increases the country's security and stability' (10%), although these figures are over three times lower than those among EU supporters (36% and 37% respectively).

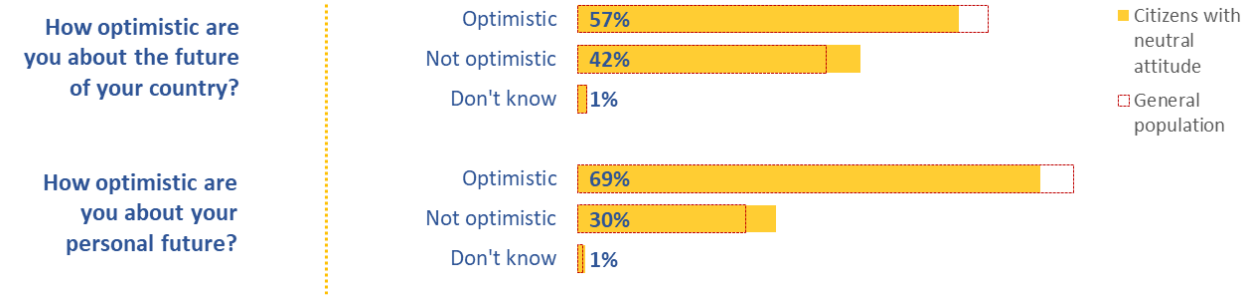
Citizens with a neutral stance are also less confident than EU supporters in sharing their beliefs. The percentage of uncertain answers varies between 20% and 29%, with the statement 'the EU is an independent actor in foreign relations' recording the highest share of 'don't know' responses.

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



Neutral individuals are also less optimistic regarding their personal future (69%) and the country's future (56%) than EU supporters. They are also more concerned about employment (86%), high prices and taxes (30%) and unaffordability of healthcare (26%) than citizens holding a positive stance towards the EU. These issues, which seem to have a more immediate effect on the everyday lives of individuals, may well reflect real difficulties rather than hypothetical concerns, thus accounting for both their greater pessimism and their more indifferent view towards the European Union.

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



5. Annex

TABLE 1 – Perceptions 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	56%	36%	6%	2%	**100%**
	Between 20,000 and 150,000 inhabitants	39%	41%	16%	4%	**100%**
	Less than 20,000 inhabitants	47%	48%	2%	3%	**100%**
Gender	Male	57%	35%	4%	4%	**100%**
	Female	42%	50%	6%	2%	**100%**
Age group	15-34 years	53%	39%	5%	4%	**100%**
	35-54 years	50%	43%	4%	3%	**100%**
	55 years & above	43%	47%	8%	2%	**100%**
Education level	Low-middle level	42%	48%	6%	4%	**100%**
	High level	66%	29%	5%	0%	**100%**
Employment status	Employed / Self-employed	52%	43%	3%	2%	**100%**
	Unemployed or temporarily not working / inactive	45%	42%	9%	4%	**100%**
Geographical area	Centre	43%	46%	7%	4%	**100%**
	East	58%	35%	5%	2%	**100%**
	West	42%	53%	4%	2%	**100%**
Total		**49%**	**43%**	**5%**	**3%**	**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
Freedom of speech	28%	53%	7%	2%	10%	**100%**
Peace, security and stability	28%	50%	11%	2%	9%	**100%**
Human rights	30%	48%	9%	4%	10%	**100%**
Freedom of the media	24%	53%	9%	1%	13%	**100%**
Freedom of religion	23%	53%	7%	2%	15%	**100%**
Economic prosperity	30%	46%	12%	4%	8%	**100%**
Rule of law	26%	50%	9%	4%	11%	**100%**
Respect for other cultures, minorities	24%	52%	10%	2%	12%	**100%**
Equality and social justice	26%	48%	14%	2%	10%	**100%**
Individual freedom	26%	49%	11%	2%	12%	**100%**
Democracy	30%	44%	10%	3%	13%	**100%**
Honesty & transparency	20%	50%	15%	4%	11%	**100%**
Absence of corruption	16%	42%	17%	6%	19%	**100%**

Percentages refer to Georgians 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	76%	15%	9%	**100%**
	Between 20,000 and 150,000 inhabitants	63%	19%	18%	**100%**
	Less than 20,000 inhabitants	73%	17%	10%	**100%**
Gender	Male	80%	13%	7%	**100%**
	Female	67%	19%	14%	**100%**
Age group	15-34 years	73%	17%	10%	**100%**
	35-54 years	78%	13%	9%	**100%**
	55 years & above	68%	19%	13%	**100%**
Education level	Low-middle level	70%	19%	11%	**100%**
	High level	80%	11%	9%	**100%**
Employment status	Employed / Self-employed	77%	15%	8%	**100%**
	Unemployed or temporarily not working / inactive	66%	19%	15%	**100%**
Geographical area	Centre	67%	22%	11%	**100%**
	East	75%	13%	12%	**100%**
	West	79%	14%	7%	**100%**
Total		**73%**	**16%**	**11%**	**100%**

Percentages refer to Georgians who have heard of the EU

TABLE 4 – Relations between the EU and Georgia

Q2.4. In general, how would you describe the relations that the European Union has with Georgia?

		Good	Bad	Don't know / No relations	Total
Settlement size	Equal to or more than 150,000 inhabitants	78%	14%	8%	**100%**
	Between 20,000 and 150,000 inhabitants	81%	11%	8%	**100%**
	Less than 20,000 inhabitants	87%	6%	7%	**100%**
Gender	Male	82%	11%	7%	**100%**
	Female	85%	8%	7%	**100%**
Age group	15-34 years	84%	9%	7%	**100%**
	35-54 years	81%	13%	6%	**100%**
	55 years & above	84%	7%	9%	**100%**
Education level	Low-middle level	82%	10%	8%	**100%**
	High level	86%	10%	4%	**100%**
Employment status	Employed / Self-employed	85%	11%	4%	**100%**
	Unemployed or temporarily not working / inactive	80%	8%	12%	**100%**
Geographical area	Centre	89%	5%	6%	**100%**
	East	79%	13%	8%	**100%**
	West	82%	11%	7%	**100%**
Total		**83%**	**9%**	**8%**	**100%**

Percentages refer to Georgians 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 Georgia with financial support?					
		Yes	No	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	71%	8%	21%	**100%**
	Between 20,000 and 150,000 inhabitants	73%	3%	24%	**100%**
	Less than 20,000 inhabitants	63%	4%	33%	**100%**
Gender	Male	67%	4%	29%	**100%**
	Female	67%	6%	27%	**100%**
Age group	15-34 years	63%	6%	31%	**100%**
	35-54 years	69%	2%	29%	**100%**
	55 years & above	69%	8%	23%	**100%**
Education level	Low/middle level	63%	6%	31%	**100%**
	High level	77%	4%	19%	**100%**
Employment status	Employed / Self-employed	69%	3%	28%	**100%**
	Unemployed or temporarily not working / inactive	64%	9%	27%	**100%**
Geographical area	Centre	69%	3%	28%	**100%**
	East	70%	7%	23%	**100%**
	West	57%	7%	36%	**100%**
Total		**67%**	**5%**	**28%**	**100%**

Percentages refer to Georgians 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	66%	23%	11%	**100%**
	Between 20,000 and 150,000 inhabitants	61%	38%	1%	**100%**
	Less than 20,000 inhabitants	52%	42%	6%	**100%**
Gender	Male	57%	37%	6%	**100%**
	Female	60%	32%	8%	**100%**
Age group	15-34 years	67%	26%	7%	**100%**
	35-54 years	56%	37%	7%	**100%**
	55 years & above	53%	40%	7%	**100%**
Education level	Low/middle level	57%	35%	8%	**100%**
	High level	61%	33%	6%	**100%**
Employment status	Employed / Self-employed	60%	34%	6%	**100%**
	Unemployed or temporarily not working / inactive	57%	35%	8%	**100%**
Geographical area	Centre	39%	59%	2%	**100%**
	East	68%	22%	10%	**100%**
	West	78%	11%	11%	**100%**
Total		**59%**	**34%**	**7%**	**100%**

Percentages refer to Georgians 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 Georgia?				
		Yes	No	Total
Settlement size	Equal to or more than 150,000 inhabitants	58%	42%	**100%**
	Between 20,000 and 150,000 inhabitants	50%	50%	**100%**
	Less than 20,000 inhabitants	37%	63%	**100%**
Gender	Male	46%	54%	**100%**
	Female	47%	53%	**100%**
Age group	15-34 years	55%	45%	**100%**
	35-54 years	45%	55%	**100%**
	55 years & above	40%	60%	**100%**
Education level	Low/middle level	44%	56%	**100%**
	High level	51%	49%	**100%**
Employment status	Employed / Self-employed	45%	55%	**100%**
	Unemployed or temporarily not working / inactive	49%	51%	**100%**
Geographical area	Centre	39%	61%	**100%**
	East	56%	44%	**100%**
	West	41%	59%	**100%**
Total		**47%**	**53%**	**100%**

Percentages refer to Georgians 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 Georgia 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	37%	44%	7%	2%	10%	**100%**
Improved quality of the justice system	13%	44%	20%	7%	16%	**100%**
Improved infrastructure	10%	44%	27%	10%	9%	**100%**
Improved quality of healthcare system	10%	44%	27%	8%	11%	**100%**
Better education	10%	43%	29%	10%	8%	**100%**
Access to more products and services	10%	42%	24%	9%	15%	**100%**
Improved trade	7%	39%	31%	12%	11%	**100%**
Improved democracy	6%	39%	35%	8%	12%	**100%**
Better law enforcement	5%	33%	32%	14%	16%	**100%**
Greater economic development	5%	32%	39%	15%	9%	**100%**
Improved agricultural production	5%	31%	33%	17%	14%	**100%**
Less corruption	4%	30%	32%	15%	19%	**100%**
Greater employment opportunities	5%	25%	32%	30%	8%	**100%**

Percentages refer to Georgians 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
Create greater employment opportunities	26%	49%
Promote economic development	18%	51%
Improve quality of healthcare system	13%	36%
Promote a better education	11%	31%
Improve agricultural production	6%	22%
Improve democracy	5%	13%
Improve trade	5%	11%
Increase tourism	4%	11%
Reduce corruption	3%	11%
Improve quality of the justice system	2%	14%
Improve infrastructure	2%	9%
Promote better law enforcement	2%	8%
Promote access to more products and services	0%	3%

Percentages refer to Georgians 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	8%	33%	59%	100%	**32%**
	Between 20,000 and 150,000 inhabitants	14%	44%	42%	100%	**24%**
	Less than 20,000 inhabitants	5%	62%	33%	100%	**49%**
Gender	Male	7%	49%	44%	100%	**39%**
	Female	8%	49%	43%	100%	**40%**
Age group	15-34 years	6%	22%	72%	100%	**43%**
	35-54 years	7%	49%	44%	100%	**35%**
	55 years & above	9%	78%	13%	100%	**41%**
Education level	Low/middle level	8%	56%	36%	100%	**39%**
	High level	6%	32%	62%	100%	**41%**
Employment status	Employed/ Self-employed	5%	48%	47%	100%	**35%**
	Unemployed or temporarily not working / inactive	10%	52%	38%	100%	**46%**
Geographical area	Centre	7%	58%	35%	100%	**41%**
	East	8%	35%	57%	100%	**42%**
	West	8%	59%	33%	100%	**32%**
Total		**7%**	**50%**	**43%**	**100%**	**40%**

TABLE 11 – Frequent usage of media in Georgian, 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%	17%	15%
	Between 20,000 and 150,000 inhabitants	63%	20%	31%
	Less than 20,000 inhabitants	87%	10%	16%
Gender	Male	77%	17%	23%
	Female	85%	11%	14%
Age group	15-34 years	73%	4%	20%
	35-54 years	88%	18%	21%
	55 years & above	83%	20%	12%
Education level	Low/middle level	79%	13%	18%
	High level	87%	16%	19%
Employment status	Employed / Self-employed	80%	14%	22%
	Unemployed or temporarily not working / inactive	82%	14%	13%
Geographical area	Centre	78%	13%	30%
	East	83%	15%	12%
	West	85%	12%	8%
Total		**81%**	**14%**	**18%**

TABLE 12 – Trust towards different type of media

Q3.9. & Q3.10. Which is your level of trust for following media as a source of information?				
	Tend to trust	Tend not to trust	Don't know	Total
Official EU website	20%	10%	70%	**100%**
Television	72%	21%	7%	**100%**
Radio	21%	15%	64%	**100%**
Print media	33%	21%	46%	**100%**
Social media	40%	19%	41%	**100%**
Internet	44%	18%	38%	**100%**
Word of mouth	46%	30%	24%	**100%**
Country's media in Georgian	69%	18%	13%	**100%**
Country's media in Russian	19%	26%	55%	**100%**
Country's media in other languages	20%	25%	55%	**100%**
Foreign media in Russian	15%	26%	59%	**100%**
Foreign media in other languages	19%	23%	58%	**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	52%	48%	100%
	Between 20,000 and 150,000 inhabitants	44%	56%	100%
	Less than 20,000 inhabitants	39%	61%	100%
Gender	Male	45%	55%	100%
	Female	44%	56%	100%
Age group	15-34 years	51%	49%	100%
	35-54 years	40%	60%	100%
	55 years & above	41%	59%	100%
Education level	Low/middle level	41%	59%	100%
	High level	52%	48%	100%
Employment status	Employed / Self-employed	44%	56%	100%
	Unemployed or temporarily not working / inactive	44%	56%	100%
Geographical area	Centre	31%	69%	100%
	East	50%	50%	100%
	West	55%	45%	100%
Total		44%	56%	100%

Percentages refer to Georgians 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	69%	23%	2%	6%	100%
	Between 20,000 and 150,000 inhabitants	47%	48%	1%	4%	100%
	Less than 20,000 inhabitants	57%	30%	5%	8%	100%
Gender	Male	65%	28%	2%	5%	100%
	Female	56%	32%	4%	8%	100%
Age group	15-34 years	64%	28%	1%	7%	100%
	35-54 years	61%	32%	0%	7%	100%
	55 years & above	55%	30%	8%	7%	100%
Education level	Low/middle level	55%	34%	4%	7%	100%
	High level	72%	21%	1%	6%	100%
Employment status	Employed / Self-employed	64%	27%	4%	5%	100%
	Unemployed or temporarily not working / inactive	55%	34%	2%	9%	100%
Geographical area	Centre	53%	32%	5%	10%	100%
	East	67%	25%	2%	6%	100%
	West	56%	38%	2%	4%	100%
Total		60%	30%	3%	7%	100%

Percentages refer to Georgians 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	20%	34%	46%	**100%**
	Between 20,000 and 150,000 inhabitants	15%	33%	52%	**100%**
	Less than 20,000 inhabitants	15%	37%	48%	**100%**
Gender	Male	16%	37%	47%	**100%**
	Female	17%	34%	49%	**100%**
Age group	15-34 years	17%	42%	41%	**100%**
	35-54 years	16%	38%	46%	**100%**
	55 years & above	18%	26%	56%	**100%**
Education level	Low/middle level	15%	33%	52%	**100%**
	High level	21%	42%	37%	**100%**
Employment status	Employed / Self-employed	17%	35%	48%	**100%**
	Unemployed or temporarily not working / inactive	17%	36%	47%	**100%**
Geographical area	Centre	10%	34%	56%	**100%**
	East	25%	35%	40%	**100%**
	West	15%	38%	47%	**100%**
Total		**17%**	**35%**	**48%**	**100%**

Percentages refer to Georgians who have heard of the EU

TABLE 16 – Satisfaction with democracy in Georgia

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 Georgia?					
		Satisfied	Not satisfied	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	19%	80%	1%	**100%**
	Between 20,000 and 150,000 inhabitants	58%	37%	5%	**100%**
	Less than 20,000 inhabitants	19%	80%	0%	**100%**
Gender	Male	32%	67%	1%	**100%**
	Female	18%	81%	1%	**100%**
Age group	15-34 years	26%	74%	0%	**100%**
	35-54 years	24%	73%	3%	**100%**
	55 years & above	24%	75%	1%	**100%**
Education level	Low/middle level	26%	72%	2%	**100%**
	High level	20%	79%	0%	**100%**
Employment status	Employed / Self-employed	28%	71%	1%	**100%**
	Unemployed or temporarily not working / inactive	21%	78%	1%	**100%**
Geographical area	Centre	34%	64%	2%	**100%**
	East	19%	80%	1%	**100%**
	West	20%	80%	1%	**100%**
Total		**25%**	**74%**	**1%**	**100%**

TABLE 17 – Optimism regarding Georgia'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	61%	38%	1%	**100%**
	Between 20,000 and 150,000 inhabitants	67%	30%	3%	**100%**
	Less than 20,000 inhabitants	61%	38%	1%	**100%**
Gender	Male	63%	36%	1%	**100%**
	Female	60%	38%	2%	**100%**
Age group	15-34 years	63%	36%	1%	**100%**
	35-54 years	65%	35%	0%	**100%**
	55 years & above	56%	41%	3%	**100%**
Education level	Low/middle level	60%	38%	2%	**100%**
	High level	65%	34%	1%	**100%**
Employment status	Employed / Self-employed	63%	37%	0%	**100%**
	Unemployed or temporarily not working / inactive	60%	37%	3%	**100%**
Geographical area	Centre	61%	37%	2%	**100%**
	East	59%	40%	1%	**100%**
	West	68%	31%	1%	**100%**
Total		**61%**	**37%**	**2%**	**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	75%	24%	1%	**100%**
	Between 20,000 and 150,000 inhabitants	73%	27%	0%	**100%**
	Less than 20,000 inhabitants	74%	25%	1%	**100%**
Gender	Male	76%	23%	1%	**100%**
	Female	72%	27%	1%	**100%**
Age group	15-34 years	81%	19%	0%	**100%**
	35-54 years	74%	26%	0%	**100%**
	55 years & above	68%	30%	2%	**100%**
Education level	Low/middle level	73%	26%	1%	**100%**
	High level	77%	22%	1%	**100%**
Employment status	Employed / Self-employed	80%	20%	0%	**100%**
	Unemployed or temporarily not working / inactive	66%	32%	2%	**100%**
Geographical area	Centre	75%	25%	0%	**100%**
	East	73%	26%	1%	**100%**
	West	76%	23%	1%	**100%**
Total		**74%**	**25%**	**1%**	**100%**

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