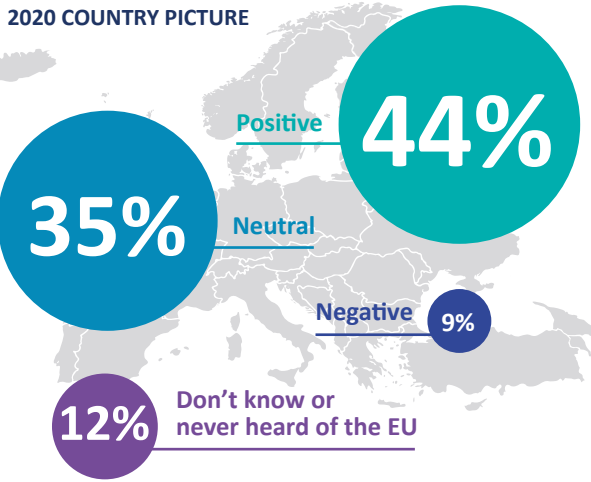


PERCEPTIONS OF THE EUROPEAN UNION

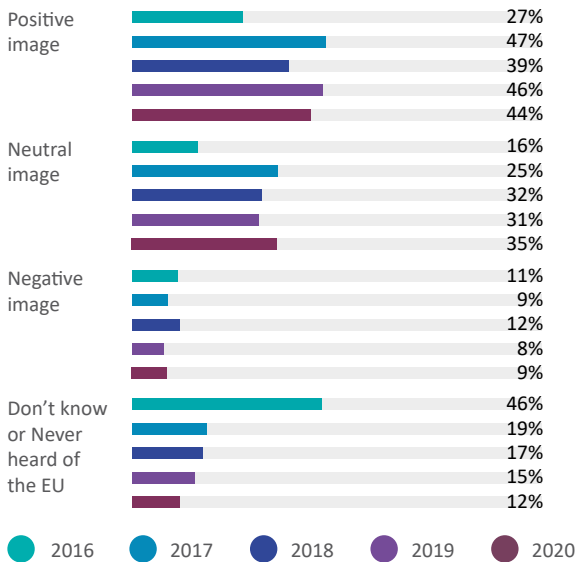
Public Opinion in Azerbaijan

Do you have a positive, neutral or negative image of the EU?

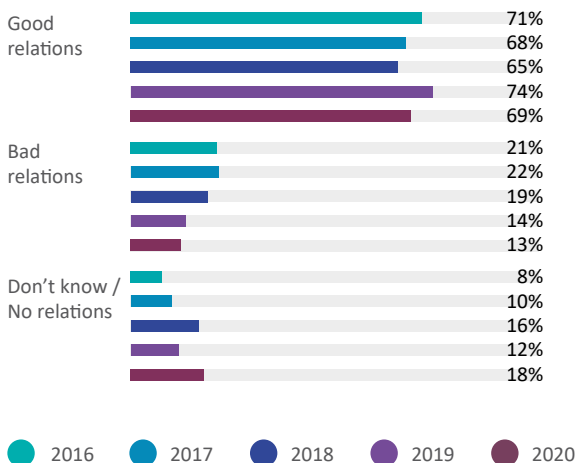
2020 COUNTRY PICTURE



CHANGE OVER TIME: FROM 2016 TO 2020



How would you describe the relations between the EU and your country?



VALUES ASSOCIATED WITH THE EU

Top 3 values

- Human rights (75%)
- Rule of law & Economic prosperity (74%)
- Honesty and transparency, Peace, security and stability & Freedom of speech (72%)

Lowest 3 values

- Respect for other cultures (65%)
- Freedom of religion (63%)
- Absence of corruption (52%)

PERSONAL VALUES

Top 3 values

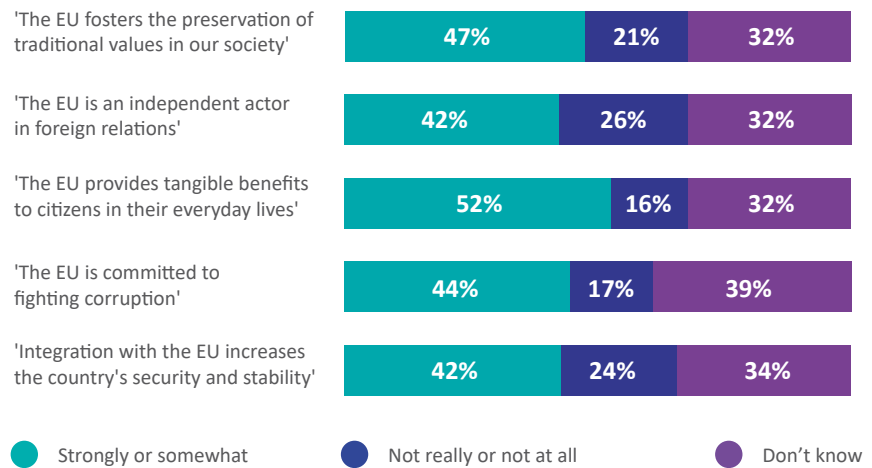
- Honesty and Transparency (46%)
- Peace, security and stability (45%)
- Human rights (29%)

Lowest 3 values

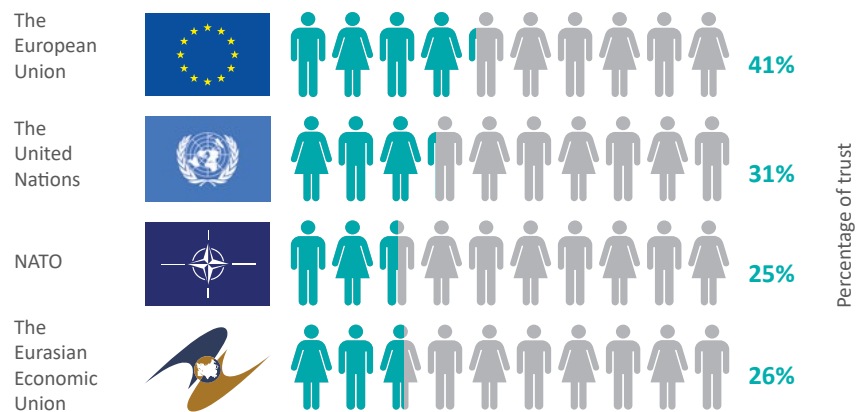
- Individual freedom & Freedom of religion (11%)
- Freedom of the media (7%)
- Respect for other cultures/minorities (4%)

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

To what extent do you agree with the following statements about the EU?



Trust towards the EU and other international institutions

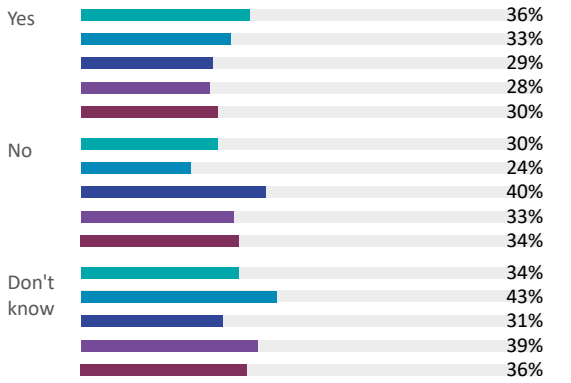


The EU continues to be the most trusted foreign institution, and an increase of 6% was observed since 2019.

AWARENESS AND EFFECTIVENESS OF EU SUPPORT

Public Opinion in Azerbaijan

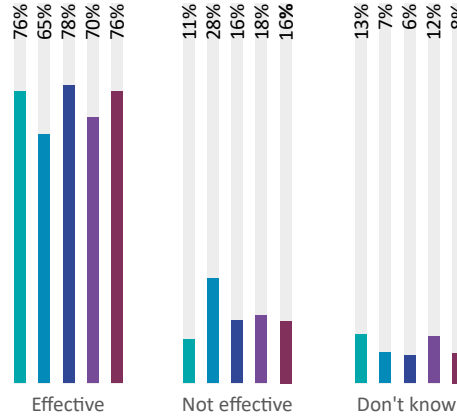
Does the European Union provide your country with financial support?



● 2016 ● 2017 ● 2018 ● 2019 ● 2020

Effectiveness of EU support & knowledge of specific programmes

How effective do you think the support has been?



● 2016 ● 2017 ● 2018 ● 2019 ● 2020

48%

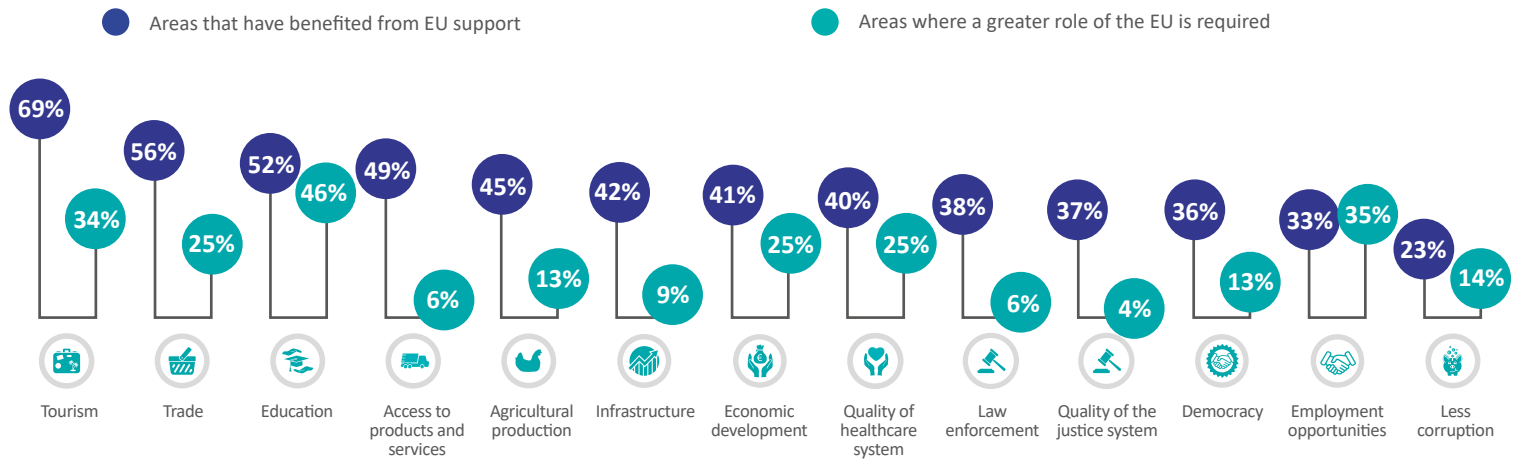
are aware of specific programmes financed by the EU

The most well-known programmes are in the fields of:

- Education
- Health and medicine
- Agricultural and rural development

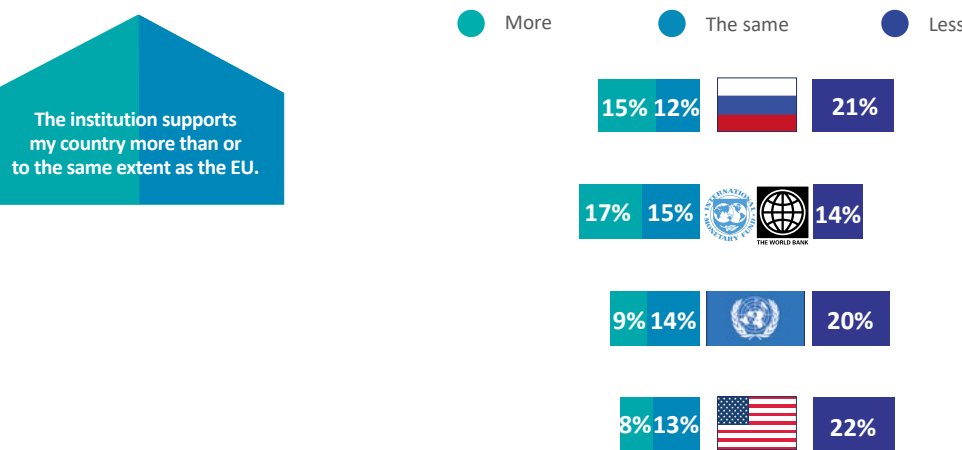
Percentages based on citizens who are aware of EU support.

EU support to Azerbaijan: areas that have benefited 'very much' or 'fairly' versus areas where a greater role of the EU is required



Respondents were asked to choose and rank the three most important areas from a list of 13.

Would you say that the following institutions provide more, the same, or less financial support to Azerbaijan than the European Union?



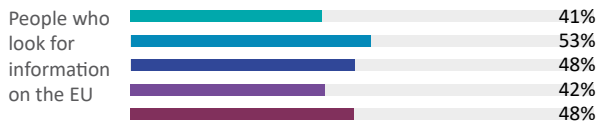
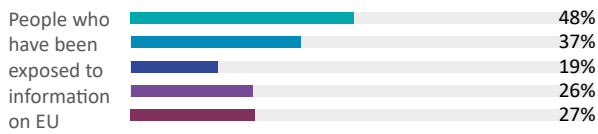
The institution supports my country less than the EU.

Between 52% and 57% of Azerbaijanis did not have enough information to answer the question.

SOURCES OF INFORMATION ON THE EU

Public Opinion in Azerbaijan

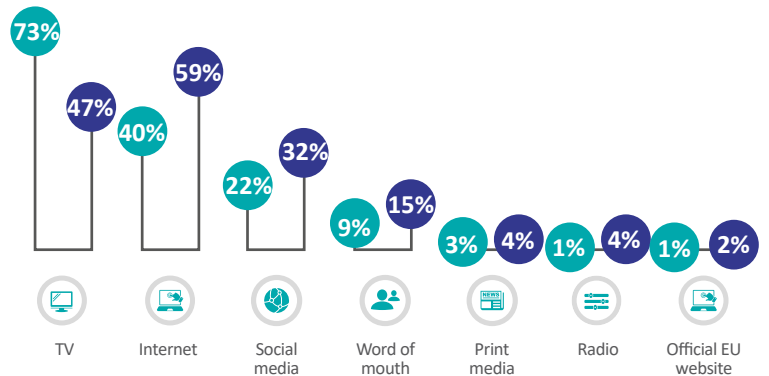
Passive and active exposure to information on the EU



● 2016 ● 2017 ● 2018 ● 2019 ● 2020

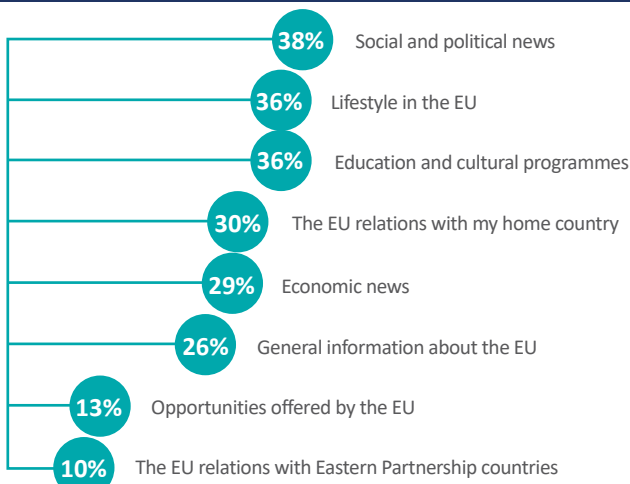
36% of citizens frequently searched for information on the EU in 2019.

Source of information



● Azerbaijanis who have seen/ heard information on the EU in the last 3 months ● Azerbaijanis who usually look for information on the EU

Most searched topics



Percentages based on people who usually look for information on the EU.

Quality of information



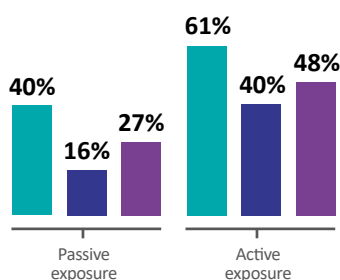
83% of citizens looks at EU-related news in their native language; 11% in Russian, 5% in English and 1% in Turkish.

Percentages based on people who usually look for information on the EU.

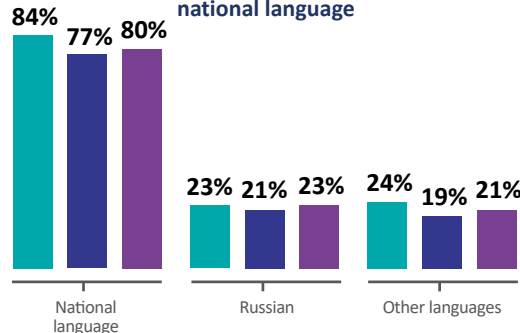
Media usage and attitudes towards the EU

● Citizens with a positive image of the EU ● Citizens with a neutral image of the EU ● Overall population

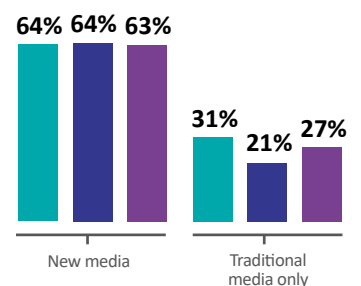
Citizens exposed to information on the EU*



Frequent users of media in national language



Frequent users of traditional and new media



*Passive: Citizens who have seen/heard information on the EU in the last three months – Active: Citizens who usually look for information on the EU.