



ANNUAL SURVEY REPORT:
ARMENIA

5th Wave (Spring 2020)

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

MARCH 2020

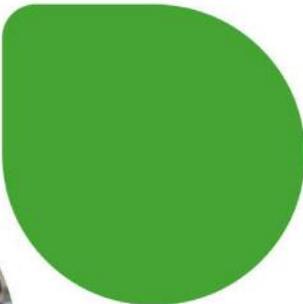
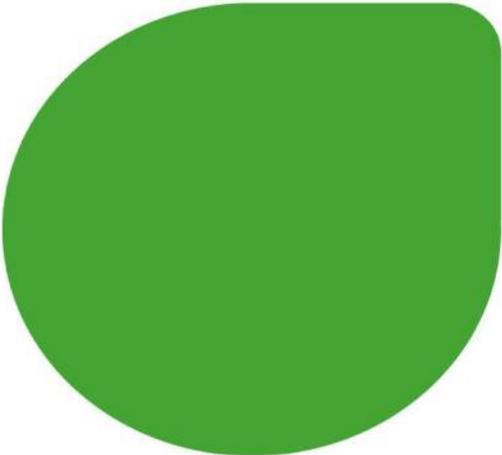


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The surveys have been carried out in the six Eastern partner countries by ACT LLC and their network partners

1. Background

In February 2020, a fifth 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 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 public diplomacy, 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 2020.

This document presents the results of the **5th wave of annual surveys** (Spring 2020 - **before COVID-19 crisis**) conducted in **ARMENIA**¹ and is organised around four main sections:

- **General perceptions of the EU**
This section looks at how citizens perceive the EU's image, the relationship between their country and the EU, their awareness of the EU's financial support and their opinion of its benefits, as well as their level of trust towards the EU, also compared with the role of other foreign institutions. During the third wave, a new set of questions that touched upon perceived myths about the EU, was also added, in order to gather greater insights on how the EU is perceived by citizens.
- **Sources of information**
This section looks at the main sources of information in the country, both in the national language and other foreign languages. Specific focus is placed on EU-related information, programmes financed by the EU and its institutional communication instruments.
- **Country evaluation and future expectations**
This section provides an assessment of how citizens view their country's and their personal future. Specific focus is placed on current functioning of democracy and most pressing concerns.
- **Profiling attitudes towards the EU**
This section is dedicated to profiling citizens with a positive and a neutral stance towards the EU. Attitudes are profiled against a comprehensive set of indicators, such as the main socio-demographic characteristics, passive and active exposure to EU-related information, awareness and effectiveness of EU's financial support, level of trust towards the EU and other foreign institutions, perceptions of the country's and personal future and main concerns, and common beliefs about the EU.

All sections, together with an analysis of the results of the 5th wave of the survey, also provide comparisons between the findings of the 2019, 2018, 2017 and 2016 surveys where relevant.

¹ A similar report has been produced for each Eastern partner country. In addition, a macro-area/regional overview report that compares the results across the region is available

2. Research methodology in brief

The survey (field work) took place between February and March 2020 (before COVID-19 crisis), following the same methodology adopted in the previous rounds of data collection (spring 2018, 2017 and 2016): 1,000 face-to-face interviews were carried out and respondents were randomly selected according to the sampling strategy described below. In order to estimate the characteristics of the target population (i.e. general population aged 15 and over and living in the country), the sampling weights were calculated by applying a specifically designed estimation procedure.

Sampling strategy

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

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

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

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

Estimation phase

An estimation procedure was carried out in order to estimate the characteristics of the target population from the survey respondents. The technique used for the construction of the survey estimator (i.e. sampling weights) was based on the predictive approach to regression estimator. In particular, a calibration estimator was built based on the general category of model-assisted estimators (Deville and Särndal 1992). The procedure included the computation of a sampling design weight for each sampled respondent by calculating the inclusion probability of both primary and secondary sampling units (i.e. settlements and individuals) and the calibration of the sampling design weights to known population totals. The calibration variables were the same as those used in the previous wave (settlement size, gender, age, employment status and 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) Centre (Yerevan, Kotayk, Aragatsotn, Gegharkunik); 2) North (Tavush, Lori, Shirak); 3) South (Ararat, Syunik, Vayoc dzor, Armavir).

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

- **Most Armenian citizens have a positive image of the European Union (53%)**, 34% feel neutral about it and 9% hold a negative view. **Positive perceptions are back in line with the historical trend after spiking in 2019 (62%), possibly due to the fading effect of the ‘Velvet revolution’** that brought along more positive attitudes towards the country’s institutions as well as the EU.
- For Armenians, **the EU symbolises economic well-being and democratic values and more so each year**. Between 79% and 91% of citizens who have heard about the EU ‘strongly’ or ‘very strongly’ associate it with all values except ‘absence of corruption’ (66%, though up 5% since 2019).
- At the personal level, **‘peace, security and stability’ (61%) continue to be the most important personal value**, perhaps a reflection of the country’s complicated past with Turkey and Azerbaijan, including the unresolved Nagorno Karabakh conflict. **A growing number of citizens each year ‘strongly’ or ‘very strongly’ associate this value with the EU** (82%, up 2% since 2019 and up 10% since 2016).

EU relations with Armenia and awareness of EU financial support

- **The EU continues to be the most trusted foreign institution (60%, down 1% since 2019)**, followed by the United Nations (54%, up 2%) and the EAEU (51%, up 5%). The NATO continues to be the least trusted institution (32%, up 1%).
- **Nearly all Armenians have a positive opinion of the relations between their country and the EU (86%)** and their views are only slightly less positive than in 2019 (down 6%), possibly due to the fading effect of the ‘Velvet revolution’. Less than one in ten citizens hold a negative opinion (8%), with an even smaller share of individuals who do not have a definite opinion (6%).
- **The acknowledgement of the EU’s financial support currently stands at 65% and 80% of ‘aware’ citizens consider it as ‘effective’** (versus 72% in 2019 and 66% in 2018).
- **One in three Armenians who are aware of the EU’s financial support know some specific EU-funded programmes (32%, down 8% since 2019)**. The most well-known projects relate to the field of ‘education’ (28% of citizens aware of some specific programmes financed by the EU mentioned projects in this field), followed by ‘agriculture and rural development’ (23%) and ‘economic reforms/business promotion’ (22%).
- Armenians are not very confident when it comes to rating the amount of support provided by different international organisations. Still, **the EU is considered a greater or similar provider when compared to other entities by between 40% and 52% of citizens** – and the share of those who believe that the Russian Federation provides more financial support to their country than the EU has decreased in the course of the last two waves (41%, down 4% since 2019 and down 8% since 2018).
- **Tourism is the area that benefitted most from the EU’s support – according to 68% of citizens**. This figure, which is consistent with 2019 findings, confirms the progress of Armenia-EU relationship in the area of mobility, including the dialogue on visa liberalisation which, once completed, would make Armenia the fourth EaP country with a visa-free regime with the EU, alongside Moldova, Ukraine and Georgia.
- As for future engagement, **the three areas where citizens would like greater involvement of the EU are respectively ‘health-care’ (43%), ‘economic development’ (39%) and ‘education’ (36%)**. One in four citizens think that the EU should further support the fight against ‘corruption’ – although more individuals (54%, up 6% since 2019) recognised the EU’s support in this regard.

Media usage as sources of information

- **Television remains the dominant source of information** for the overwhelming majority of citizens – only 7% of them never watch it. **However, if daily media usage is considered, the gap between the TV and the Internet has halved during this past year (49% versus 42%) and daily usage of social media has surpassed that of ‘word of mouth’ (39% versus 28%).**
- **Nearly all individuals** – 60% ‘always’, 21% ‘often’ and 10% ‘sometimes’ – **use national media in Armenian. The usage of media in Russian is common in the country, though less than last year (55% down around 7% since 2019).** Nearly 30% of individuals use media in other foreign languages.

Sources of information about the EU

- **In line with 2019, 38% of Armenians claim to have seen or heard information about the EU in the past three months.** The TV continues to be the main source of passive exposure (65% of Armenians who have seen/heard information about the EU did it through this media, down 3%), followed by new media – such as Internet (33% down 5%) and social media (25%, unchanged). Less than one in ten active users relies on other sources.
- **Active searching for information on the EU has dropped by nearly 10 percentage points since 2019 and nearly half of citizens never look for/access any information about the EU (47% versus 39% last year). Most Armenians who search for EU-related information prefer to do it in their national language (67%, down 4%), whereas 24% use Russian (up 6%) and 9% English (down 2%).**
- **Armenians who search information about the EU are mostly interested in ‘education and cultural programmes’ (36%, up 6%), ‘socio-political’ (32%, down 4%) and ‘economic news’ (29%, down 6%).** One in five ‘active searchers’ looked for ‘the EU’s relations with their country’ (20%) but only 8% for the ‘relations with the other EaP countries’ (down 11% since 2019).
- **New media are definitely the main providers of information about the EU: 59% of ‘active searches’ occurred through the Internet and 33% through social media. In fact, 17% of Armenians have used the EU’s informational websites at least once.** Almost 80% of ‘active searchers of information’ rated the quality of the information as ‘accessible’ (78%) and 75% as ‘user-friendly’.

View of Armenia’s current situation

- The change in Armenia’s political context following the ‘Velvet Revolution’ and the wide consensus of citizens is well captured by the observation of the trust levels towards the main institutions of the country and, particularly, the **Government (76%, up 4% since 2019 and up 48% since 2018).** Trust in the Parliament (59%) and regional and local institutions (51%) have mainly kept stable or slightly decreased since 2019, while political parties have fallen to the last position (34%, down 9%).
- **Most Armenians are satisfied with the way democracy works in their homeland (68%, up 2% since 2019) – it was 26% in 2018 – with only 12% of citizens strongly dissatisfied. In fact, for all democratic elements the share of citizens who believe they apply to their country is over the 50% threshold,** with ‘freedom of speech’ (87%), freedom of the media’ (85%) and ‘free and fair elections’ (78%) at the top of the list.
- **74% of citizens are optimistic about their country’s future and 83% about their personal future.** In general, Armenians seem to be less concerned than in 2019 about their more pressing problems. In fact, less citizens indicated ‘unemployment’ (35%, down 15%), ‘low living standards and poverty’ (26%, down 8%), ‘economic crisis’ (23%, down 2%) and ‘low salaries/pensions’ (17%, down 8%). Armenians are only more concerned about the ‘quality of education’ (24%, up 9%).

Profiling attitudes towards the EU: positive versus neutral

- **Citizens with a positive view of the EU represent 53% of Armenians (down 9% since 2019), while those with a neutral view of the EU account for roughly one third of the population (34%, up 5%).** The profiles of these two groups closely match each other, with no important difference in terms of socio-demographic characteristics and geographical area of residence.

- **35% of ‘neutral’ citizens have seen or heard information about the EU in the three months preceding the survey (versus 42% of EU supporters) and 44% have looked for/accessed information about it (versus 61%)** – only 10% ‘frequently’ (versus 26%). ‘Neutral active searchers of information about EU’ are more likely to search it in Russian (27% versus 21%) and/or in English (9%), however their usage of media in Russian and other foreign languages is not so common and lower than for EU supporters – just like in the case of ‘frequent’ usage of national media (77%) and new media (74%) – as compared to ‘positive’ citizens (84% and 78% respectively).
- **In general, neutrally oriented ‘active searchers of information’ are much less interested in the EU than pro-EU ‘active searchers’** who tend to target ‘economic news’ (38% versus 27%), ‘education and cultural programmes’ (37% both) and/or ‘programmes in healthcare’ (5% versus 1%) as much or more than ‘neutrally-oriented active searchers’. Only 2% of the latter are interested in ‘the relations between Armenia and the EaP countries’ and/or the ‘opportunities’ the EU can offer them (versus 10% of EU supporters).
- **Neutrally oriented Armenians share lower levels of trust in all foreign institutions than EU supporters – and this is particularly so for the EU (55% versus 72%).** However, the level of confidence in answering this question is very low – the share of ‘don’t know’/‘never heard’ responses varies between 16% and 27%.
- **Above 80% of ‘neutral’ citizens are positive about the relations between their country and the EU (84%), 56% are aware of EU’s financial support and 72% of them consider it ‘effective’ – which is much lower than EU supporters (93%, 73% and 86% respectively).** It is also worth noting that 27% of ‘neutral’ citizens were unaware of EU’s financial support to Armenia.
- **‘Neutral’ individuals are less likely to agree on common beliefs on the EU** – and only three out of five statements reached the 50% threshold of ‘strong’ and ‘fair’ agreement. **‘The EU fosters the preservation of traditional values in our country’** scored the highest share of ‘neutral’ citizens ‘fairly’ or ‘strongly’ disagree (56%) followed by **‘the EU provides tangible benefits to citizens in their daily life’** (49%).
- **No significant difference was observed in terms of future expectations of neutrally oriented individuals – attesting the common views of the overwhelming majority of the population:** 74% of individuals are optimistic regarding their country’s future and 86% with regard to their personal future (78% and 84% respectively for EU supporters).
- **‘Unemployment’, ‘low living standards and poverty’ and ‘the quality of education’ are common primary concerns.** ‘Neutral’ citizens seem slightly more concerned about ‘security issues and war’ (18% versus 16% for EU supporters) and ‘territorial conflicts’ (11% versus 6%); EU-supporters about ‘corruption’ (17% versus 14% for ‘neutrals’) and ‘economic crisis’ (24% versus 19%).

3.2. Perceptions of the European Union

Most Armenian citizens have a positive image of the European Union (53%), 34% feel neutral about it and 9% hold a negative view. Positive perceptions are back in line with the historical trend after spiking in 2019 (62%) possibly due to the fading effect of the ‘Velvet revolution’ that brought along more positive attitudes towards the country’s institutions as well as the EU. In addition, **86% of citizens have a positive opinion of the relations between Armenia and the EU; 65% are aware of EU financial support and 80% of them consider it effective.** For Armenians, the EU symbolises economic well-being and democratic values and more so each year: around half or more citizens acknowledge the ‘fair’ or ‘strong’ support from the EU in all areas, including ‘tourism’ – the area that is deemed to have benefitted the most (68%) and even ‘fight to corruption’ (54%, up 6% since 2019), which may be a recognition of the EU’s role with the implementation of the government’s anti-corruption strategy.

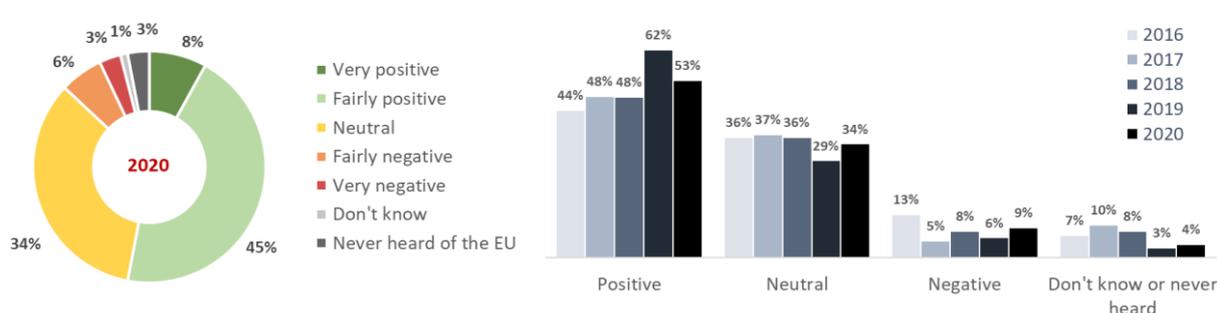
This section looks at how Armenia’s citizens perceive the EU’s image and their opinion about the benefits of the EU’s financial support, also when compared with the role of other foreign institutions.

3.2.1. General perceptions of the EU

Most Armenian citizens have a positive image of the European Union (53%), 34% feel neutral about it and 9% hold a negative view. **Positive perceptions are back in line with the historical trend after spiking in 2019 (62%), possibly due to the fading effect of the ‘Velvet revolution’** that brought along more positive attitudes towards the country’s institutions as well as the EU. Only 4% of Armenians have never heard of the EU or did not provide a definite answer – in line with 2019.

Residents of the north (55%) – which borders Georgia – and the centre of the country (54%) – which hosts Yerevan, the capital city – tend to be more positively disposed towards the EU than residents of the south (47%) – which borders Azerbaijan. Older individuals tend to have a more definite opinion – either positive (56%) or negative (11%) – than younger or middle-aged citizens, a great share of which is in fact neutral (36-37% versus 28% for over 55). Around 15% of males are negatively oriented – versus 3% of females.⁶

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



For Armenians, the EU symbolises economic well-being and democratic values and more so each year. **Between 79% and 91% of citizens who have heard about the EU ‘strongly’ or ‘very strongly’ associate it with all elements but one⁷** and even ‘absence of corruption’ – the lowest association at 66% – has

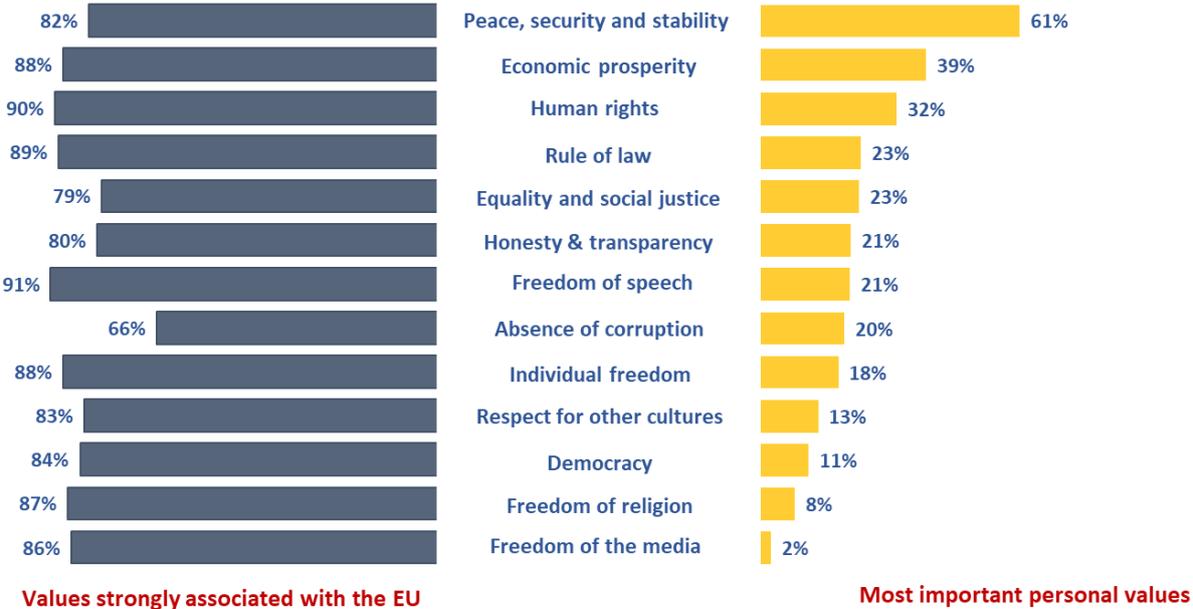
⁶ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 1.

⁷ More details are provided in Annex – Table 2.

recorded stronger linkages (up 5% since 2019 and up 11% since 2018). At the personal level, ‘peace, security and stability’ (61%) continues to be the most important personal value⁸, perhaps reflecting the country’s complicated past with Turkey and Azerbaijan, which reinforces its dependence on Russia. Nevertheless, a growing number of citizens each year ‘strongly’ or ‘very strongly’ associate ‘peace, security and stability’ with the EU (82%, up 2% since 2019 and up 10% since 2016). The next most-rated personal values are ‘economic prosperity’ (39%) and ‘human rights’ (32%), just as in 2019.

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

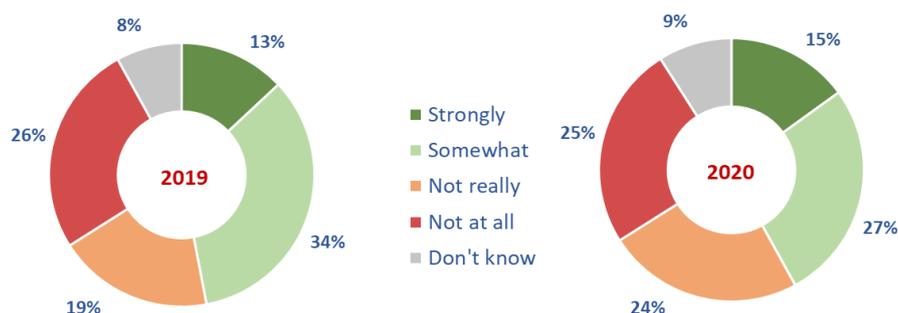
(Percentages refer to Armenians who have heard of the EU)



Most Armenians tend to agree on common beliefs about the EU⁹. The statement on ‘traditional values’ is, however, more controversial and half of citizens still see the EU as a threat (49%) rather than a safeguard to their moral principles (42%) – and almost a quarter are ‘strongly’ convinced by their opinion (25%). This finding seems consistent with the application of Russian ‘soft power’ in the country that argues that Russian ‘family values’ are closer to the (more conservative) traditional Armenian culture than the alien ‘European values’, which it is suggested pose a threat to the Church and the Armenian family unit¹⁰.

⁸ Respondents were asked to choose and rank the three most important personal values from a list of 13 items. See also Tab. 3 in Annex for more details on values associated with the EU.
⁹ The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the European Union is perceived by 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’, ‘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 country’s security and stability’.
¹⁰ Despite the limitations and impediments to Russian disinformation, there is evidence of the application of Russian ‘soft power’ in the country driven by the efforts to promote the Russian language (as an official second language), the proposed renaming of streets, and erection of monuments glorifying the Soviet past, and an effective assault on ‘European values’. (Source: *Disinformation and resilience in Eastern and Central Europe. Disinformation Resilience Index 2018*).

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 Armenians who have heard of 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. **Positive associations were prevalent and revolved upon ‘economic prosperity/high standards of living’ (19%), ‘development and progress’ (11%), ‘rule of law/human rights/equality’ (9%), ‘freedom’ (9%) and democracy (5%).** Around one in ten citizens also mentioned ‘education’ (6%) and/or ‘sports and culture’ (5%). Negative associations were only rarely reported – 1% of citizens said ‘they do not believe in the EU’, 1% mentioned the ‘different mentality’ and 2% ‘the moral decline’. However, 22% of citizens found the question ‘too hard to answer’ (9%) or they had ‘nothing to say’ (13%).

Armenia maintains positive external relations with both Russia and the West – including the United States and the EU. In addition to being a member of the Eurasian Economic Union, United Nations and International Monetary Fund/World Bank, Armenia signed a new Comprehensive and Enhanced Partnership Agreement with the EU in 2017. The new leadership of the country reaffirmed its position in making good progress in its relationship with EU partners, deepening the security alliance with Russia and developing co-operation with NATO and 2020 figures confirm this trend. **The European Union continues to be the most trusted foreign institution (60%, down 1 percentage point since 2019), followed by the United Nations (54%, up 2%) and the EAEU (51%, up 5%).** As for NATO, it records levels of trust similar to those of 2019 (32%, up 1% since 2019 and 7% since 2018) and remains the least trusted institution.

Levels of confidence were relatively lower in the south of the country where 35% of citizens have no trust in the EU and 15% cannot rate their levels of trust; the related figures are 21% and 14% in the north and 29% and 8% in the centre of the country. Males (36%) too tend to be less keen to trust the EU than females (22%), together with highly-educated citizens (33% versus 27% of those with lower levels of education)¹¹.

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

FIGURE 4 – Trust towards different institutions (Q2.11)
(Percentages refer to Armenians who have heard of the EU)

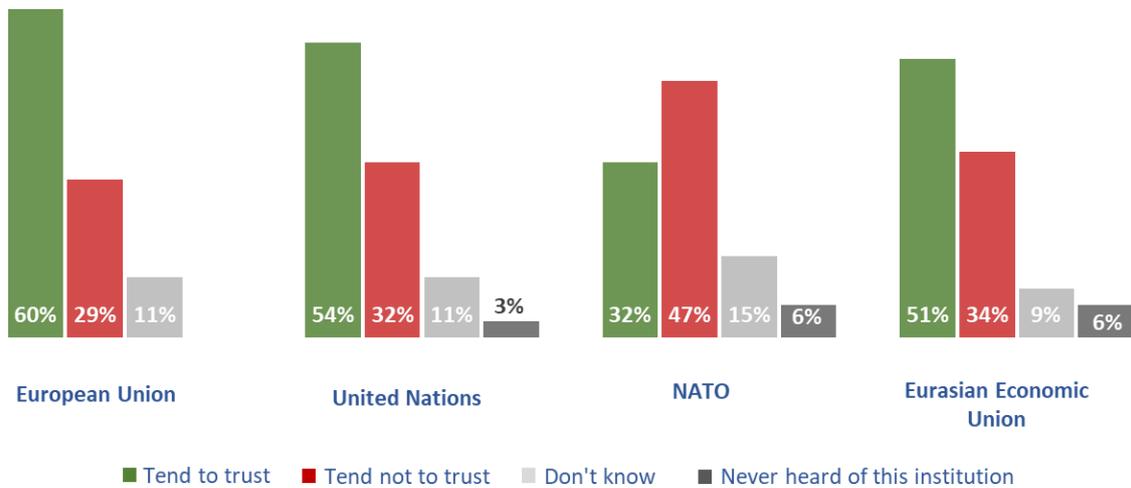
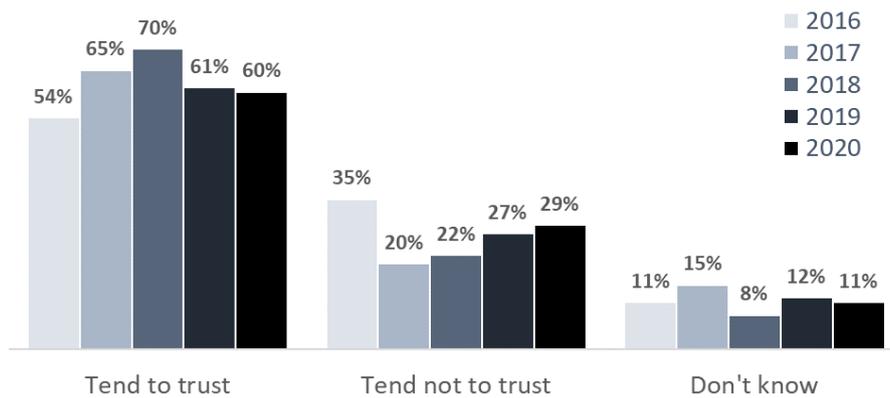


FIGURE 5 – Trust towards the EU (Q2.11)
(Percentages refer to Armenians who have heard of the EU)



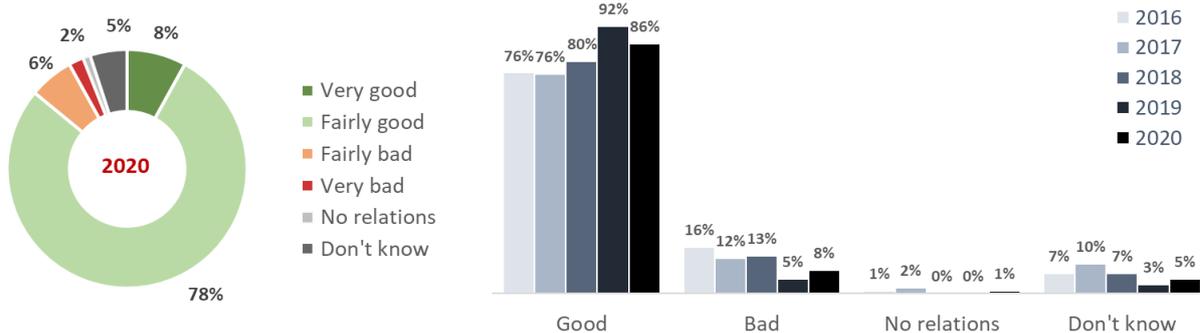
3.2.2. EU relations with Armenia and awareness of EU financial support

Nearly all Armenians have a positive opinion of the relations between their country and the EU (86%) and their views are only slightly less positive than in 2019 (down 6%), possibly due to the fading effect of the ‘Velvet revolution’. Less than one in ten citizens hold a negative opinion (8%), with an even smaller share of individuals who do not have a definite opinion (6%). No significant difference was observed in terms of socio-demographic characteristics or areas of residence. Only males and southern residents provided a slightly higher negative figure equal to or above 10%¹².

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

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

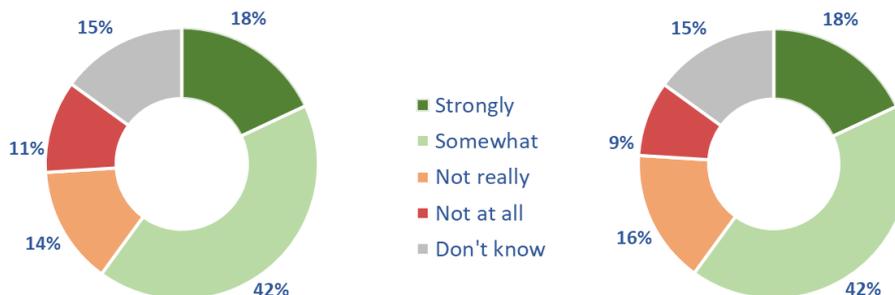
(Percentages refer to Armenians who have heard of the EU)



In line with 2019 figures, most Armenians ‘strongly’ (18%) or ‘somewhat’ (42%) perceive the EU as ‘an independent actor in foreign relations’ while one in four citizens disagree with the proposed statement - ‘not really’ (16%) or not at all (9%)¹³.

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 Armenians who have heard of the EU)



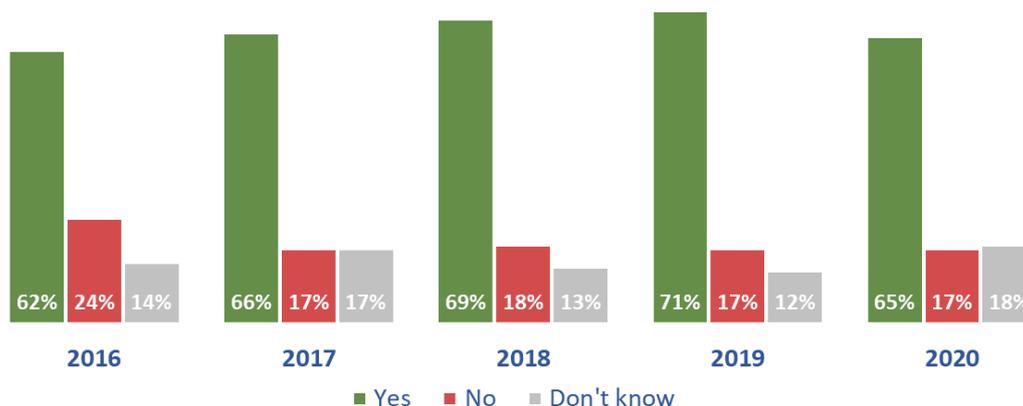
Acknowledgement of the EU’s financial support currently stands at 65%. As other main indicators, this figure has slightly decreased from the 2019 result and realigned with the 2017 value. As in 2019, levels of awareness were relatively lower in the north of the country (58%) than in the south (66%) and in the centre (67%). Middle-aged individuals (68%) and residents of the capital and of medium-sized settlements (70%) tend to be the most informed of all socio-demographic groups¹⁴.

¹³ The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the European Union is perceived by citizens. Respondents were asked to rate their agreement with a set of statements according to a five-grade scale (‘strongly’, ‘somewhat’, ‘not really’, ‘not at all’, ‘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’.

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

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

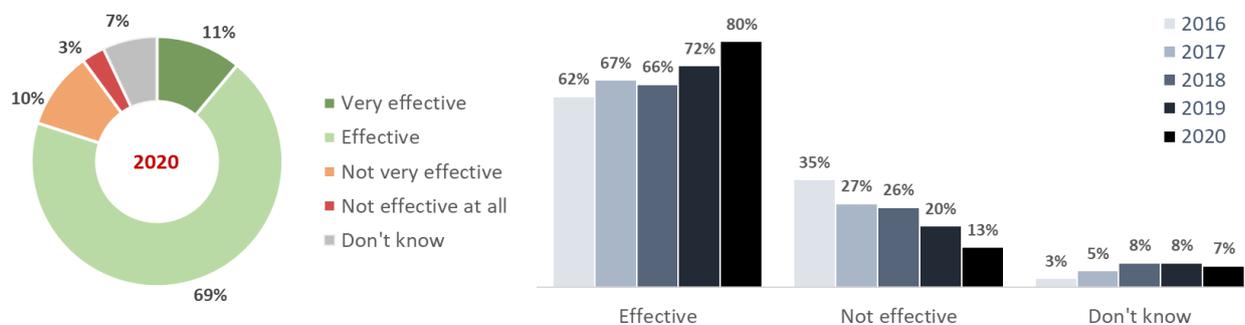
(Percentages refer to Armenians who have heard of the EU)



A more positive opinion with regard to the effectiveness of EU’s financial support was observed and **currently 80% of Armenians who are aware of the EU’s support consider it as ‘effective’** (versus 72% in 2019 and 66% in 2018). In this case greater appreciation is more common among younger citizens (89%), residents of the north and south of the country (85% and 84% respectively) and medium-sized settlements (89%) and females (83%). Contrariwise residents of the capital city (20%) and the centre (17%), middle-aged (20%) and highly educated individuals (17%) appear to be more critical – even though their appreciation has increased compared to 2019¹⁵.

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

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



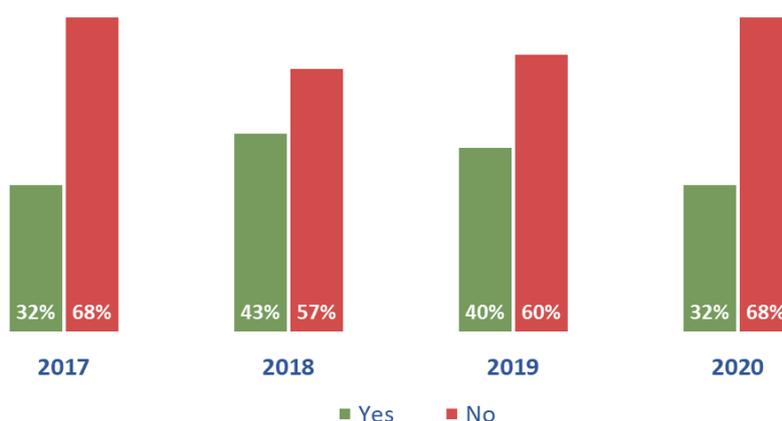
One in three citizens who are aware of the EU’s financial support know about specific EU-funded programmes in Armenia (32%) – and this figure is back at 2017 level. This indicator seems very sensitive to education, employment status and geographical residence with 46% of highly educated individuals (versus 28% of those with a lower level of education), 37% of employed individuals (versus 27% of unemployed) and 41% of northern residents (versus 31% and 29% of residents of the south and the centre), who know about specific programmes funded by the European Union¹⁶.

¹⁵ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 6.

¹⁶ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 7.

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

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



The most well-known EU-financed programmes in Armenia relate to the field of ‘education’ (28% of citizens aware of some specific programmes financed by the EU mentioned projects in this field), which may be an attestation of the continued participation in Horizon 2020, Erasmus+ and EU Mobility Programme. ‘Agricultural and rural development’ (23%), ‘economic reforms/business promotion’ (22%), ‘health and medicine programmes’ (20%) and culture (15%)¹⁷ are the next well-known programmes. It is also worth noting that citizens seem to be quite aware of the wide support provided by the EU, including less known programmes in the area of water (7%), energy efficiency (6%), roads (3%), anti-corruption (3%) and electoral process (2%). Still only 5% of Armenians have personally been (or know someone who has been) involved in EU-funded projects.

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

(Percentages refer to Armenians who were aware of specific programmes financed by the EU)



Armenians are not very confident when it comes to rating the amount of support provided by different international organisations in comparison with that provided by the EU. The share of citizens who did not provide a definite answer – a figure which can be used to judge the level of awareness on the issue – is particularly high for the United Nations and International Monetary Fund/World Bank (30% and 25% respectively), while it is lower for the United States (19%) and Russian Federation (15%).

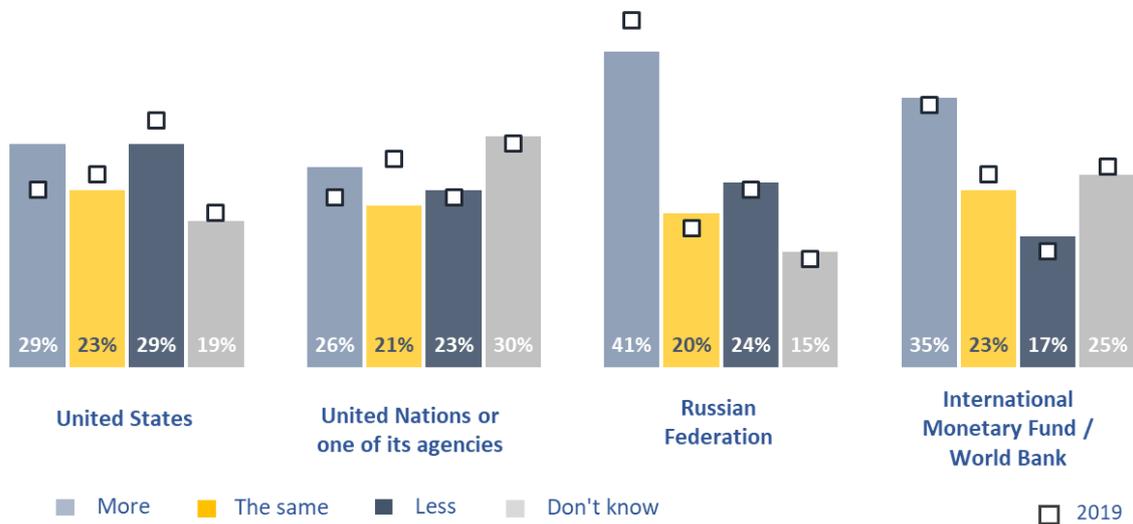
Nevertheless, the EU is considered a greater or similar provider of financial support than the other organisations by 40% to 52% of citizens – and the share of those who believe that the Russian Federation

¹⁷ In March 2018, Armenia became the fourth EaP country – with Georgia, Moldova and Ukraine – joining the Creative Europe programme.

provides more financial support to their country than the EU has decreased steadily in the course of the last two waves (41%, down 4% since 2019 and down 8% since 2018).

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 Armenians who have heard about the EU)



Slightly less than half of Armenians associate tangible benefits in their everyday life with the EU (47%), 42% hold a negative opinion and 11% did not provide a definite answer¹⁸. A slight decrease in positive perceptions was observed since 2019 (down 6%), but again this may be linked more to the fading effect of the ‘Velvet Revolution’ rather than a real change in opinions.

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 Armenians who have heard about the EU)



Around half or more citizens acknowledge the ‘fair’ or ‘strong’ support from the EU in all areas. Tourism is the area, which is deemed to have benefitted the most – 68% of citizens – and this figure confirms the progress of Armenia-EU relationship in the area of mobility, including the dialogue on visa liberalisation which, once completed, would make Armenia the fourth EaP country with a visa-free regime with the EU, alongside Moldova, Ukraine and Georgia. Slightly more than six out of ten citizens also mentioned the

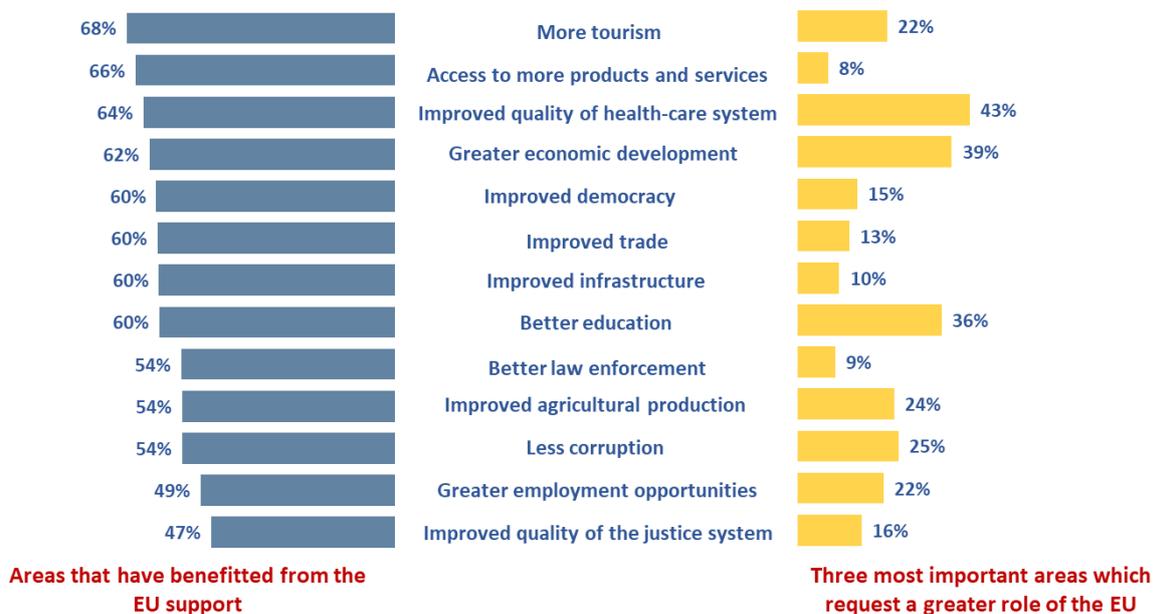
¹⁸ The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the European Union is perceived by citizens. Respondents were asked to rate their agreement with the following set of statements according to a five-grade scale (‘strongly’, ‘somewhat’, ‘not really’, ‘not at all’, ‘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 country’s security and stability’.

'greater access to products and services' (66%), 'improved quality of healthcare' (64%), 'greater economic development' (62%), and/or 'the improved democracy', 'trade', 'infrastructure' and/or 'education' (60%).

As for future engagement, the three areas where citizens would like greater involvement of the EU are respectively 'health-care' (43%), 'economic development' (39%) and 'education' (36%)¹⁹. Around a quarter of citizens also think that the EU should further support 'agricultural production', 'employment opportunities', 'tourism' and 'the fight against corruption'. In this regard, it is worth noting that more individuals (54%, up 6% since 2019) recognised the EU's support to 'the fight against corruption'²⁰.

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

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



Nearly 70% of Armenians believe that 'the EU is committed to fighting corruption'²¹ (67%), confirming the 2019 figure and the substantial increase since 2018 (up 12 percentage points). As previously noted, this finding could be linked with both the political changes in Armenia and the recognition of the EU's assistance with the implementation of the government's anti-corruption strategy. Currently only 22% citizens 'strongly' (8%) or 'somewhat' (14%) disagree with the proposed statement, while 11% have no definite opinion.

¹⁹ Respondents were asked to name and rank the three most important areas in which the EU should play a greater role.

²⁰ More details are provided in Annex – Tables 8 and 9.

²¹ The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the European Union is perceived by 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', '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 country's security and stability'.

FIGURE 15 – ‘The EU is committed to fighting corruption’.
To what extent do you agree with this statement about the EU?
(Percentages refer to Armenians who have heard of the EU)



Nearly two out of three citizens are also convinced that closer ‘integration with the EU will increase the country’s security and stability’ (65%, up 2% since 2019),²² which is an important finding, considering that ‘security’ continues to be the main and most important personal value for Armenians²³.

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



²² The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the European Union is perceived by 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’, ‘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 country's security and stability’.

²³ Armenia is currently engaged in security alliances led by Russia, including the Collective Security Treaty Organisation.

3.3. Sources of information on the EU

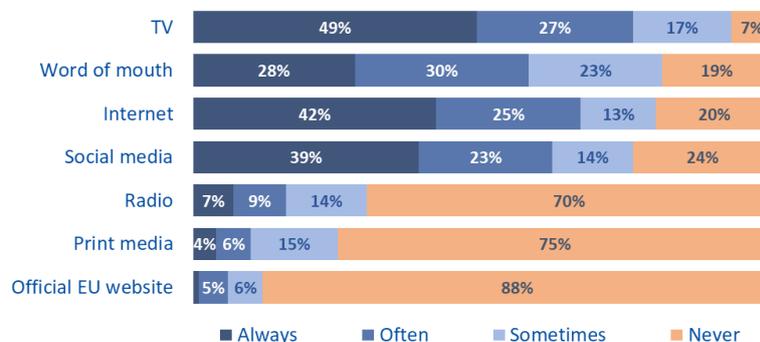
Television remains the most popular source of information in the country (only 7% of Armenians never watch it). Daily usage of Internet (42%) and social media (39%) has seen a significant increase and is very close to that of TV (49%). **Nearly all citizens use media in Armenian (91%)**. The usage of media in Russian is also quite common, though less than in 2019 (55%, down 7%). Nearly 30% of the population also use media in other foreign languages. Currently nearly 40% of Armenians claim to have heard about the EU in the past three months and 53% have searched/looked for EU-related information. Most of the population (over 65%) rated positively the information they gather from the media. ‘Socio-economic’ news and ‘education and cultural programmes’ are the main searched topics. 17% of citizens has accessed the EU informational websites at least once during 2020.

This section looks at the main sources of information in Armenia, 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

For the overwhelming majority of Armenians, television remains the dominant source of information – only 7% of them never watch it. However, if daily media usage is considered, the gap between the TV and the Internet, its closest competitor, has halved during this past year and only 7 percentage points divide daily users of TV (49%) from those using the Internet (42%). The tendency is even stronger if we compare daily usage of social media and ‘word of mouth’: currently 39% of citizens ‘always’ rely on the former (29% in 2019) versus 28% who ‘always’ rely on the latter (29% in 2019). Between 25% and 30% of individuals rely on radio and print press – respectively 7% and 4% ‘always’. The official EU website is used by 12% of Armenians (down 5% since 2019) – although almost no one accesses it ‘always’ (1%).

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



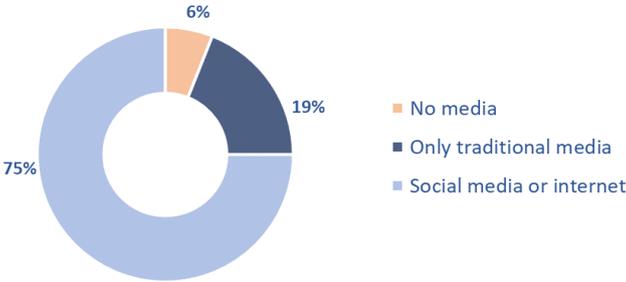
The breakdown of frequent users of traditional media only, new media and no media²⁴ (see Figure 18) shows how frequent access to new media continues to grow (75%, up 6% since 2019), while frequent usage of traditional media only is falling (19%, down 4%). Around one in twenty individuals never accesses any media (6%), with no significant change since 2019.

Usage of new media is sensitive to most socio-demographic characteristics and particularly to education, age and settlement size. Over 80% of highly educated (89%), younger (86%) and middle-aged (82%) individuals and residents of larger (81%) and medium-sized settlements (83%) are frequent users of new media versus respectively 71% of lower-educated citizens, 50% of older citizens and 67% of residents of small settlements. Older generations are the most likely to rely on traditional media only (47%), whereas 10% of residents of the south of the country and smaller settlements do not frequently use any media at

²⁴ 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 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.

all²⁵. It is also worth noting that only 6% of younger and 14% of middle-aged individuals rely solely on traditional media – despite these including TV.

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



Nearly all individuals – 60% ‘always’, 21% ‘often’ and 10% ‘sometimes’ – use national media in Armenian. The usage of media in Russian is quite common in the country, though less so than last year: around 55% of the population use them (down around 8 percentage points since 2019). Nearly 30% of individuals use media in other foreign languages – whether national (28%) or foreign (27%).

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

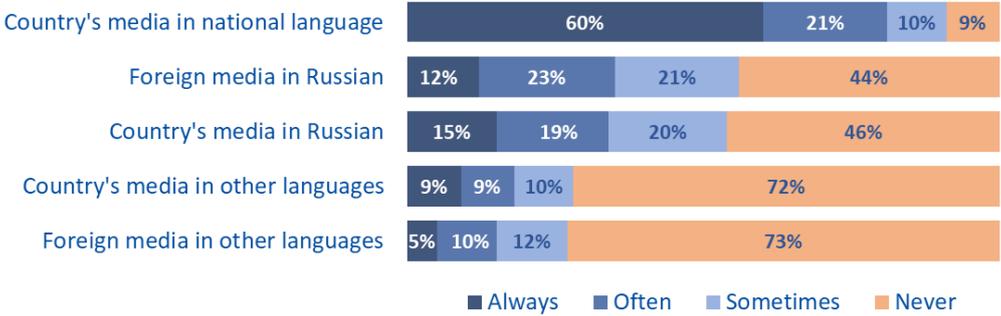
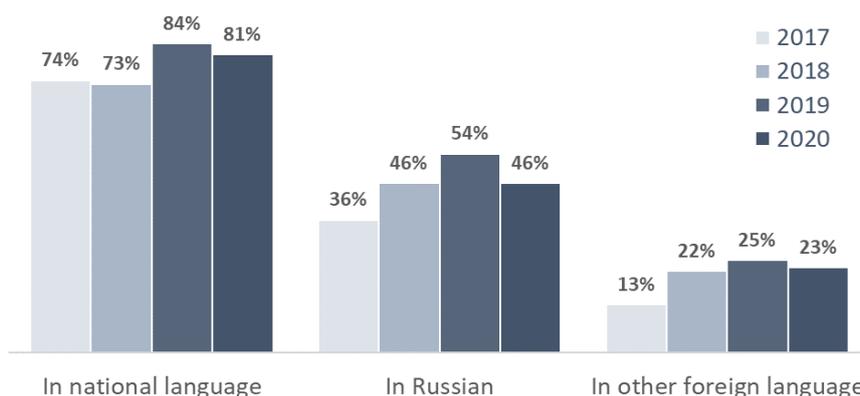


Figure 20 shows the frequency of the usage of media in Armenian, Russian and other foreign languages among the population, irrespective of whether the media sources are national or foreign²⁶. Frequent usage of media in Armenian is common to all socio-demographic groups (81% overall) and only younger individuals and southern residents reported slightly lower figures (75% and 76% respectively)²⁷.

The usage of media in Russian (46%) and other foreign languages (23%) is also quite common in Armenia and residents of the capital city (50% and 32% respectively), highly-educated individuals (52% and 34%) and northern residents (56% and 32%) tend to be bigger consumers of both media²⁸. By contrast, older individuals and males tend to be more frequent users of media in Russian (55% and 49%) but less than media in other foreign languages (21% both) than their socio-demographic counterparts.

²⁵ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 10.
²⁶ Frequent users of media in Armenian 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.
²⁷ More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 11.
²⁸ The high diffusion of Russian media in Armenia can be explained by the fact that a significant portion of the population is bilingual – and thus able to follow media in Russian – and also that Russian channels are freely available. The news programmes on Russian TV channels are particularly popular among the population, who often consider them to be more professional than the available local alternatives. See: Monitoring of Russian channels by MEMO 98, Final report, 2015.

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

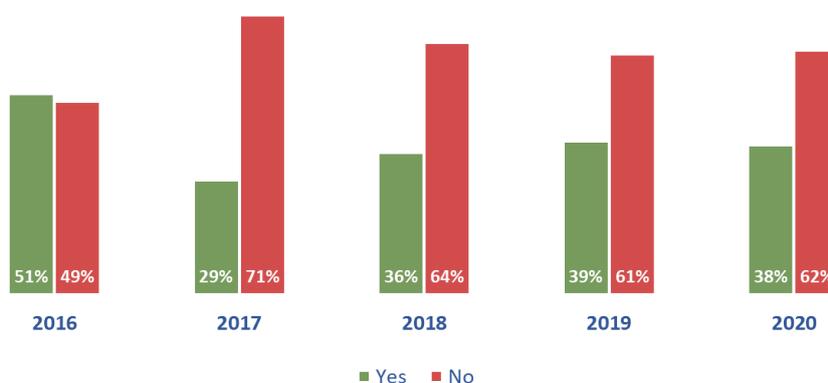


Trust levels towards different media sources are similar to the usage patterns, which means that media that are rarely used – such as the press, the radio and the EU websites – or even less commonly used – such as media in foreign languages – tend to gather relatively high shares of ‘don’t know’ responses (figures varying between 29% and 51%) along with higher distrust (figures varying between 25% and 43%). By contrast, 70% of citizens trust the country’s media in Armenian, 68% trust the TV, around 50% Internet or ‘word of mouth’ and around 40% media in Russian²⁹.

3.3.2. Sources of information about the EU

In line with 2019, 38% of Armenians claim to have seen or heard information about the EU in the past three months. Compared to the last wave (2019), passive exposure seems to be more homogeneous among socio-demographic groups with the strongest difference in passive exposure recorded between residents of small settlements and those of medium settlements (48% and 34% respectively). Also males (44%) and highly educated people (44%) are more likely to have seen/heard information about the EU in the three months before the survey than their socio-demographic counterparts (34% and 37% respectively)³⁰.

FIGURE 21 – Have you seen or heard any information about the EU in the last three months? (Q3.2)
(Percentages refer to Armenians who have heard about the EU)



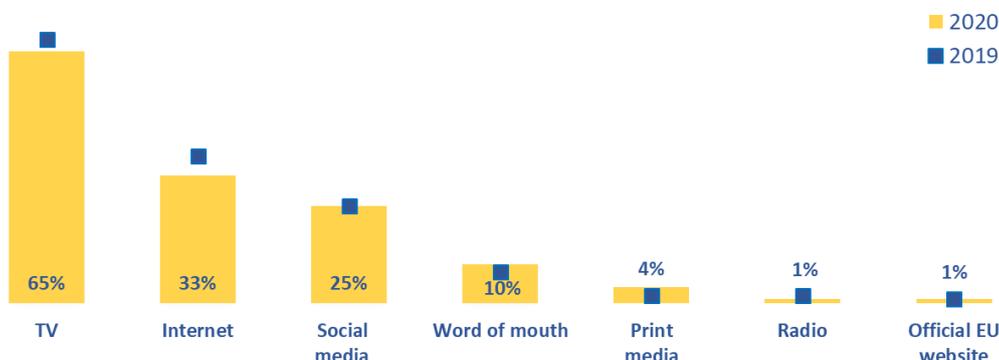
²⁹ More details are provided in Annex, Table 12.

³⁰ More details on exposure to information about the EU and socio-demographic characteristics are provided in Annex – Table 13.

Television continues to be the main source of passive exposure (65% of Armenians who have seen/heard information about the EU did it through this media, down 3% compared to last year), followed by new media – such as Internet (33%, down 5%) and social media (25%, unchanged). Less than one in ten ‘active serachers of information’ relies on other sources – such as ‘word of mouth’ (10%), printed press (4%), radio (1%), as well as the official EU website (1%).

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)

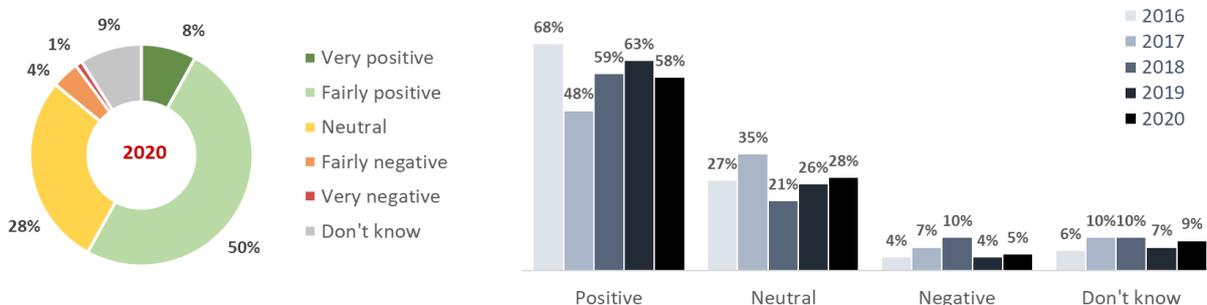
(Percentages refer to Armenians who have heard any information about the EU in the last three months)



Around 60% of Armenians felt that national media presented the European Union positively (8% ‘very positively’, 50% ‘fairly positively’), down 5 percentage points since 2019. Only 5% of individuals had a negative view of the representation of the EU by national media. Residents of the north of the country (66%) and medium-sized settlements (63%) display slightly more positive opinions³¹.

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

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



Around 65% of the population consider that the information which they read, watch or access online helps them to have a better understanding of the EU, either ‘fairly’ (54%) or ‘very much’ (10%).

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

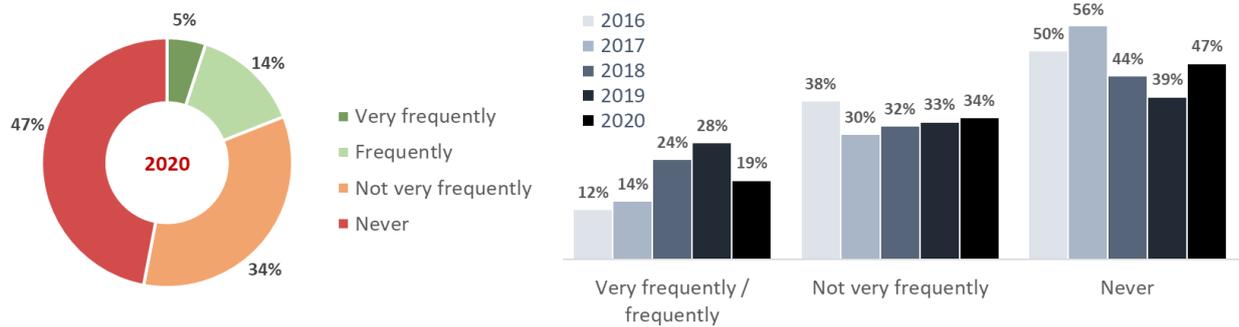
Access to information on the EU has dropped by nearly 10 percentage points since 2019 and nearly half of citizens never look for/access any information (47% versus 39% last year). Levels of ‘frequent’ active exposure are very similar across different socio-demographic groups and greater differences were observed in terms of ‘random exposure’ or ‘no exposure at all’. In fact, 55% of older individuals never look for information on the EU versus 50% of those aged 35-54 and 40% of those aged 15-34. A geographical gradient is also present and northern residents are the keenest to search for EU-related

³¹ For the distribution according to the main socio-demographic characteristics, see Table 14 in Annex.

information (only 32% never do so) compared to those living in the centre (47%) and the south (52%) of the country³².

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

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

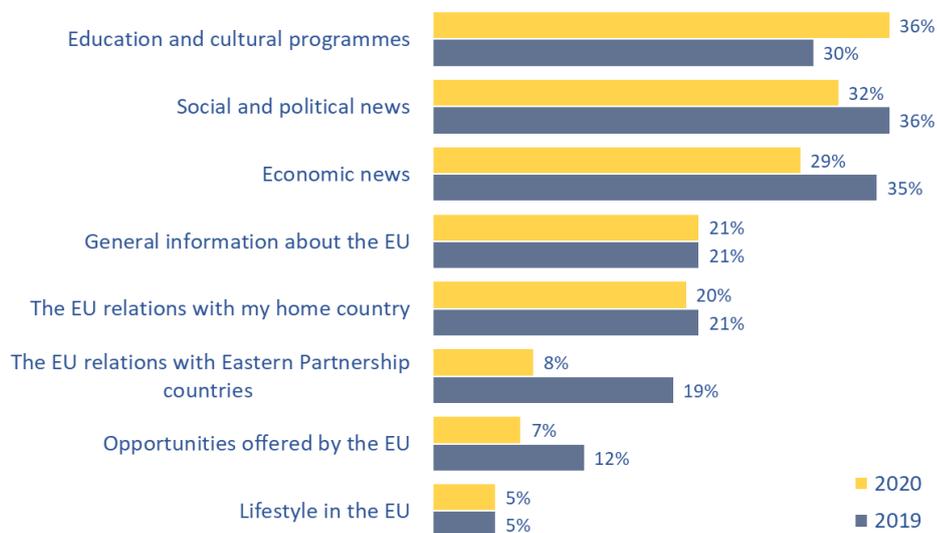


Around 70% of ‘active searchers’ use their national language (67%, down 4% since 2019), 24% use Russian (up 6%) and 9% English (down 2%).

As in 2019, Armenians who search for information about the EU are most interested in ‘education and cultural programmes’ (36%, up 6%), ‘social political news’ (32%, down 4%) and ‘economic news’ (29%, down 6%), although priorities have slightly changed. One in five Armenians who accessed information on the EU looked for ‘the EU’s relations with their country’ (20%) but only 8% for the ‘relations with the other EaP countries’ (down 11%).

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

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

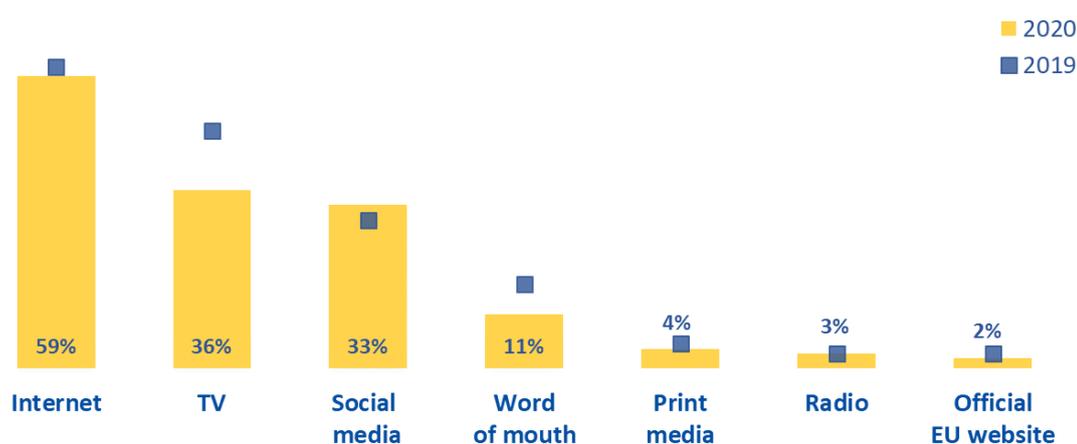


New media is definitely the main provider of information about the EU: 59% of active searches occur through the Internet and 33% through social media. Around one in three individuals rely on television (36%, the greatest drop since 2019, down 12 percentage points) and 11% on ‘word of mouth’ (down 6%). Print media (4%), radio (3%) and the official EU website (2%) and are only very rarely used.

³² More details on accessing information about the EU and the socio-demographic characteristics are provided in Annex – Table 15.

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

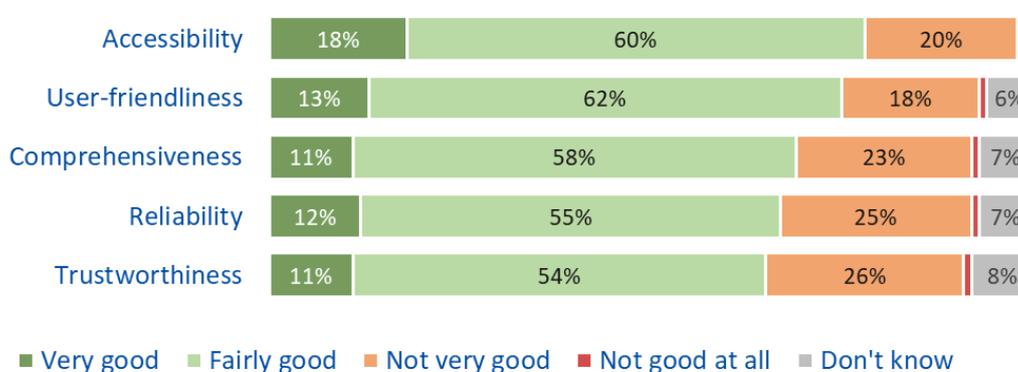
(Percentages refer to Armenians who have looked for/accessed information on the EU)



The quality of EU-related information was rated quite positively by over 65% of ‘active searchers’. In particular, 78% rated it as ‘accessible’ and 75% as ‘user-friendly’. Opinions were slightly less positive in terms of ‘comprehensiveness’, ‘reliability’ and ‘trustworthiness’, with around 25% of citizens who accessed information on the EU were not so satisfied – although their rating was generally only ‘fairly’ negative.

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

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



Overall, 17% of ‘active’ Armenians have used the EU’s informational websites³³ at least once in 2020. The Facebook profile of the European Union continues to be the most accessed among all EU websites (14% of the population), followed by EU institutions’ (6%) and projects’ websites (5%). Twitter, the ‘EU NEIGHBOURS’ and the EU Delegation websites are accessed by less than 5% of individuals.

³³ This refers to EU HQs institutions’ websites; the EU Delegations website; EU projects’ websites; the ‘EU NEIGHBOURS’ website; and the EU Twitter and EU Facebook pages.

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

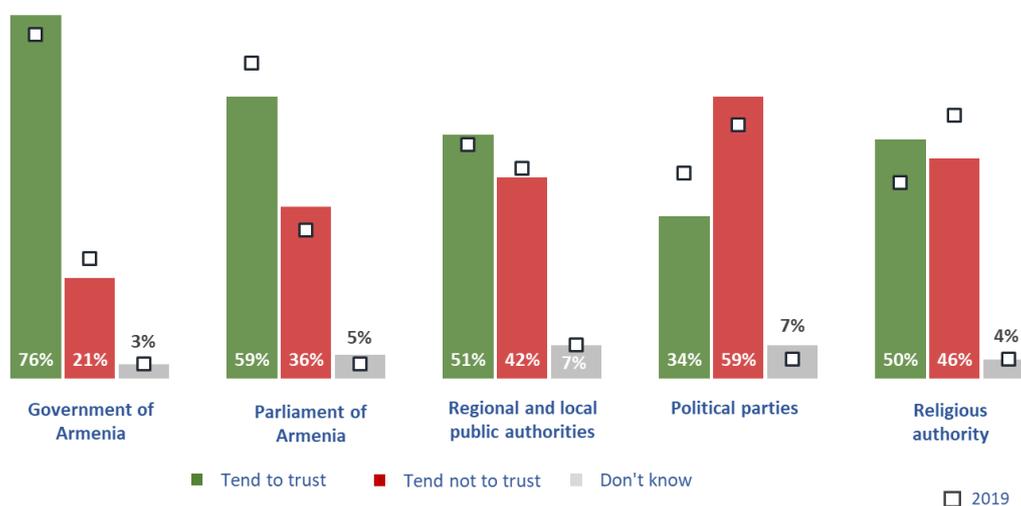
Armenians continue to be optimistic about the new country’s leadership: **74% of citizens (up 4% since 2019 and up 40% since 2018) are positive about the future of their country and 83% about their personal future (up 6% since 2019 and up 23% since 2018).** In fact, most of the population continues to trust in their Government (76%) and Parliament (59%), as well as in the functioning of democracy. ‘Lack of corruption’ is no longer the most problematic issue (65% of citizens believe it applies to their country, up 9% since 2019 and up 38% since 2018) reflecting the appreciation for the continuous effort to combat the legacies of the old regime. By contrast, nearly 40% of citizens still think that ‘independence of the judiciary’ and ‘gender equality’ do not apply to Armenia. Compared to 2019, citizens seem also more concerned about the ‘quality of education’ (24% of Armenians mentioned it among the most pressing problems, up 9%).

This section presents a review of Armenia’s current and future situation, with regard to the current functioning of democracy and most pressing problems.

3.4.1. View of Armenia’s current situation

The change in Armenia’s political context following the ‘Velvet Revolution’ and the wide consensus of citizens is reflected in the upward trend of trust towards the main institutions of the country and, particularly, the Government (76%, up 4% since 2019 and up 48% since 2018). Trust in the Parliament (59%) and regional and local institutions (51%) have mainly kept stable or slightly decreased since 2019, although figures are still well above the levels of trust observed in 2018. One in two citizens also trust the religious authority, while political parties have fallen to the last position (34%, down 9%).

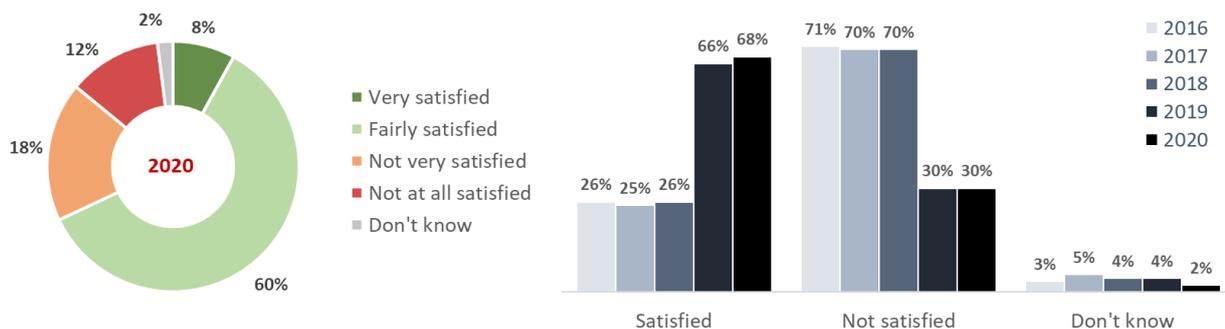
FIGURE 28 – Please tell us your level of trust in the following institutions (Q4.1)



Most Armenians are satisfied with the way democracy works in their country (68%, up 2% since last year) – it was 26% in 2018 – with only 12% of citizens strongly dissatisfied. Residents of smaller cities (73%), lower-educated (71%) and unemployed/inactive individuals (70%) seem slightly more enthusiastic with the new political course, whereas over one third of residents of the capital (34%) and/or medium-sized settlements (34%) and/or highly educated individuals (39%) continue to voice discontent over democratic governance³⁴.

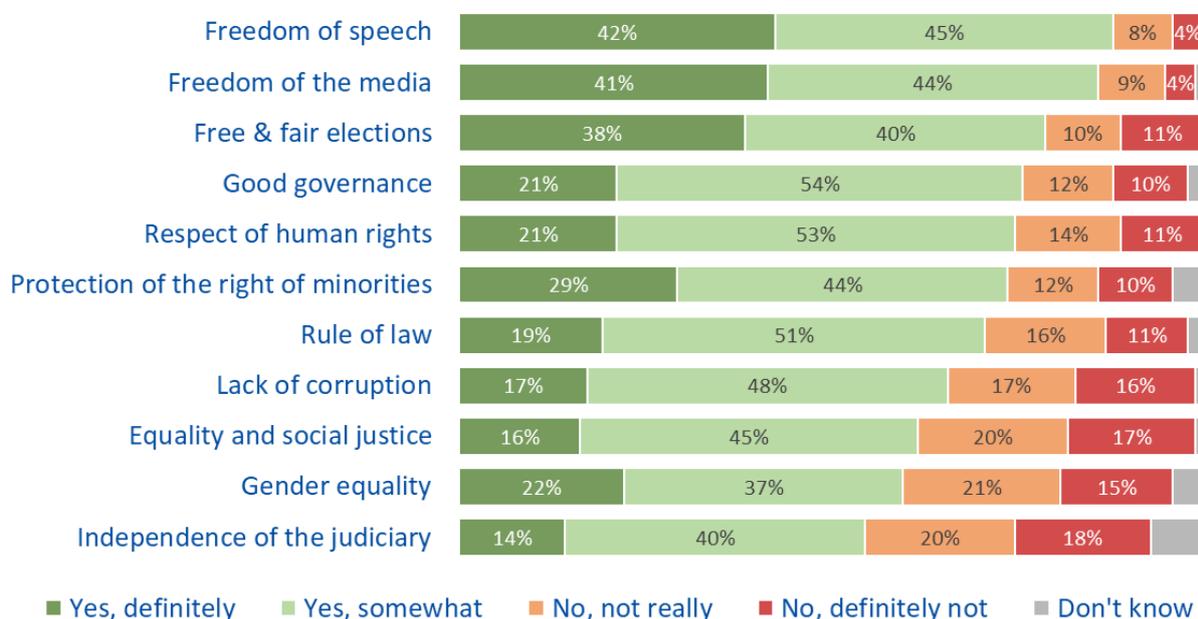
³⁴ More details on satisfaction with democracy and socio-demographic characteristics are provided in Annex – Table 16.

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 Armenia? (Q4.3)



In 2018, most citizens acknowledged that only two indicators, namely ‘freedom of the media’ and ‘freedom of speech’, were guaranteed in Armenia. In 2019 all democratic indicators passed the 50% threshold and this impressive shift in attitudes has also held in 2020. ‘Freedom of speech’ (87%), freedom of the media’ (85%) and ‘free and fair elections’ (78%) continue to be at the top of the list. ‘Lack of corruption’ continues to record an increasing trend (65%, up 9% since 2019 and up 38% since 2018) and is no longer the most problematic issue³⁵. By contrast, nearly 40% of citizens still think that ‘Independence of the judiciary’ and ‘gender equality’ do not apply to Armenia³⁶.

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



³⁵ In 2019, the Commission for corruption prevention was created to monitor officials’ income declarations; in 2020 the Anti-Corruption Committee will be formed to detect, reveal and prevent corruption-related cases by officials. See: <https://www.armeniatourinfo.com/2020/02/10/eureporter-what-has-changed-in-armenia-a-year-after-the-revolution/>. In fact, according to the Corruption Perception Index 2019, Armenia scored better than in 2018 (from 35 to 42 points) and is behind Georgia and Belarus within the EaP countries. See: <https://transparency.am/storage/CPI2019-Armenia-results-en.pdf>.

³⁶ According to ‘Human Rights Watch’, gender equality violence and discrimination based on sexual orientation and gender identity persist in the country and domestic violence is a serious problem. Source: <https://www.hrw.org/europe/central-asia/Armenia>.

3.4.2. Future expectations

Armenians continue to be optimistic about the new country’s leadership: 74% of citizens (up 4% since 2019 and up 40% since 2018) are positive about the future of their country. Residents of the south of the country (64%) and individuals living in medium-sized settlements (69%) are slightly less positive than residents of other parts of the country or living in smaller settlements or the capital city³⁷.

Citizens’ expectations about their personal future are even more positive (83%) – with an increase of 6% since 2019 and of 23% compared to 2018. Again, residents of the south of the country (78%) and individuals living in medium-sized settlements (77%) are slightly less positive. In this case, optimism also decreases with age (from 87% for the younger generation to 75% for individuals aged 55 and above).

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

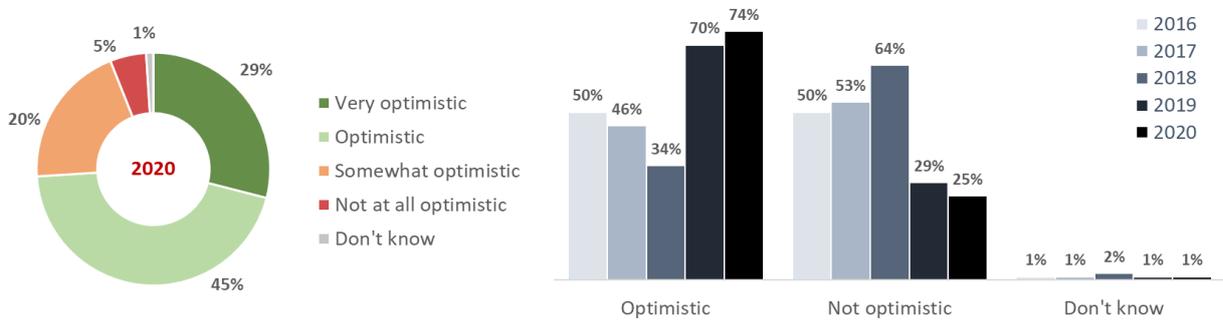
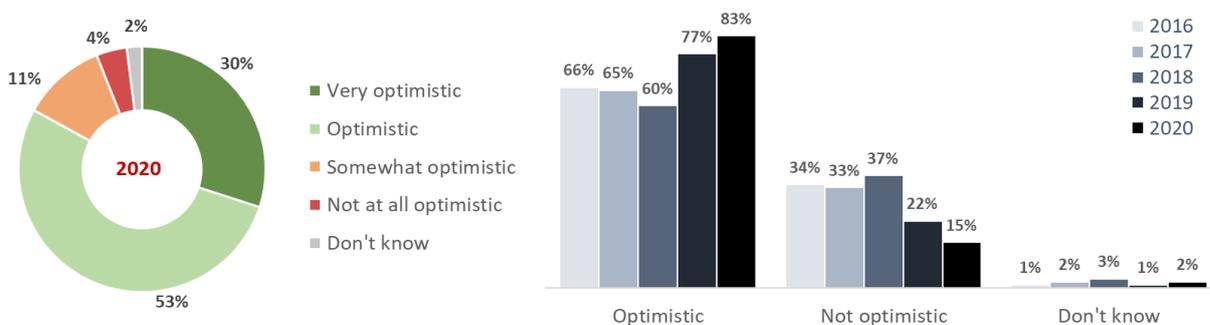


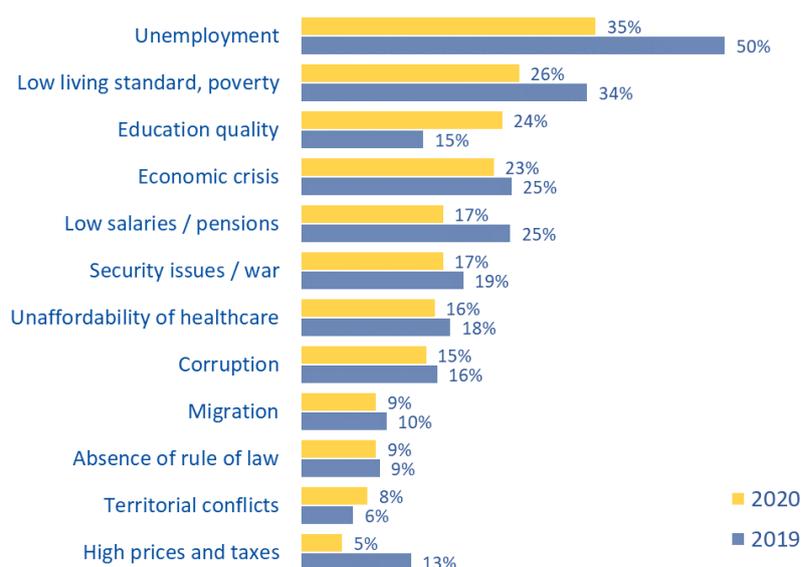
FIGURE 32 – How optimistic are you about your personal future? (Q4.6)



In general, Armenians seem to be less concerned than in 2019 about their most pressing problems. In fact, less citizens indicated ‘unemployment’ (35%, down 15%), ‘low living standards and poverty’ (26%, down 8%), ‘economic crisis’ (23%, down 2%) and ‘low salaries/pensions’ (17%, down 8%). Armenians seem only more concerned about the ‘quality of education’ (24%, up 9%).

³⁷ More details on optimism regarding citizens’ personal and their 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

Holders of a positive view of the EU – who represent 53% of Armenians – and citizens with a neutral attitude – who represent 36% of the population - have a similar socio-demographic profile. On the contrary, they largely differ in terms of exposure to EU-related information with the neutrally oriented citizens much less likely to have heard of information about the EU (35% versus 42%) and much less keen to look for it (44% versus 61%). They also show lower levels of confidence in all foreign institutions – and particularly the EU (55% versus 72%) – as well as lower levels of awareness. No significant difference emerged in terms of future expectations between ‘EU supporters’ and ‘the neutrally oriented individuals’ – attesting the common positive views of the overwhelming majority of the population following the 2018 ‘Velvet Revolution’.

In this section, the attitudes of Armenians towards the EU have been analysed according to two main profiles: individuals who have a positive image of the EU and those who are mostly neutral³⁸.

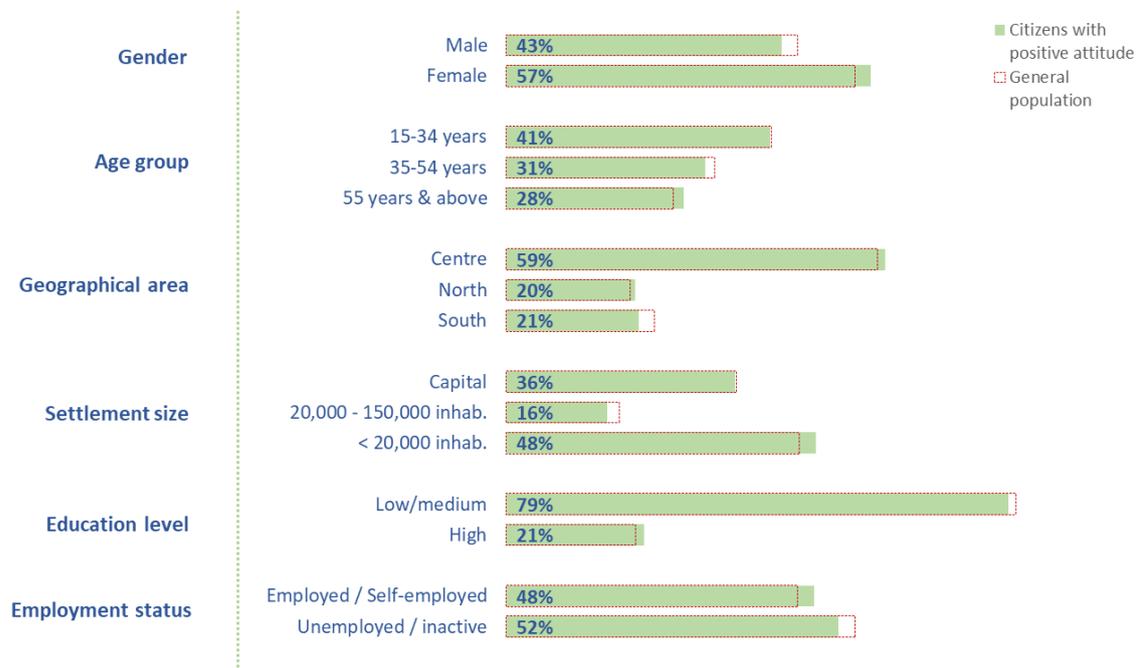
Attitudes were profiled against a comprehensive set of indicators, starting with the main socio-demographic characteristics, followed by ‘passive’ and ‘active exposure’ to EU-related information (including main language used and subjects of interest), assessment of the relationship between Armenia and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

³⁸ 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

Citizens with a positive view of the EU represent 53% of Armenians (down 9% since 2019). Their profile closely matches that of the general population as showed in Figure 34.

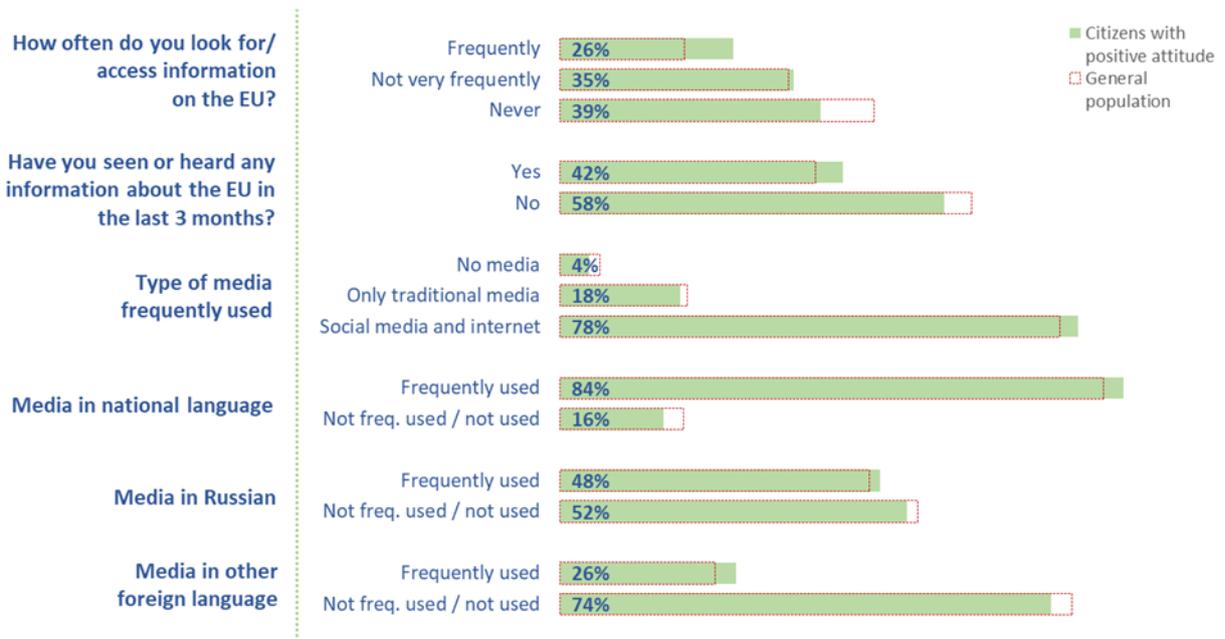
FIGURE 34 – Socio-demographic characteristics and geographical location of the Armenians with a positive image of the EU



Differences in terms of exposure to EU related information and media preference are more marked: 42% of EU supporters have seen or heard information about the EU in the three months before the survey (versus 38% in the general population) and 61% have looked for/accessed information ‘frequently’ or ‘very frequently’ (versus 53%). Higher exposure matches a slightly greater frequent usage of all types of media, including national media (84% versus 81%), media in Russian (48% versus 46%) and other foreign languages (26% versus 23%) – although they seem less confident in using Russian than the general population (21% versus 24%). EU supporters tend to prefer new media (78% versus 75%) over traditional ones (18% versus 19%).

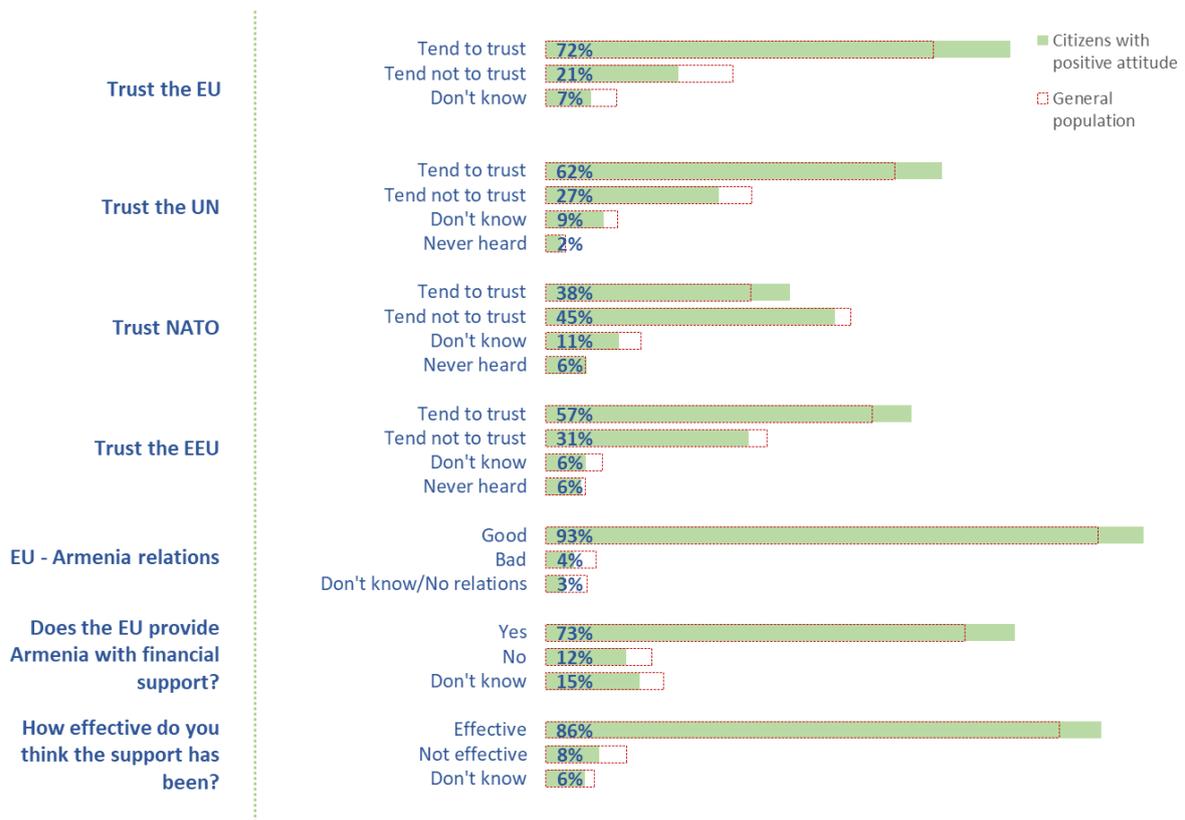
Pro-EU ‘active searchers’ tend to share similar interests with ‘active searchers’ in the general population and many looked for ‘education and cultural programmes’ (37%), ‘social and political news’ (32%), ‘economic news’ (27%), ‘general information about the EU’ (23%) and ‘the relations between Armenia and the EaP countries’ (20%). They seem only slightly more interested in ‘the relations between Armenia and the EaP countries’ (10% versus 8%) and, especially, the ‘opportunities’ the EU can offer them (11% versus 7%).

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



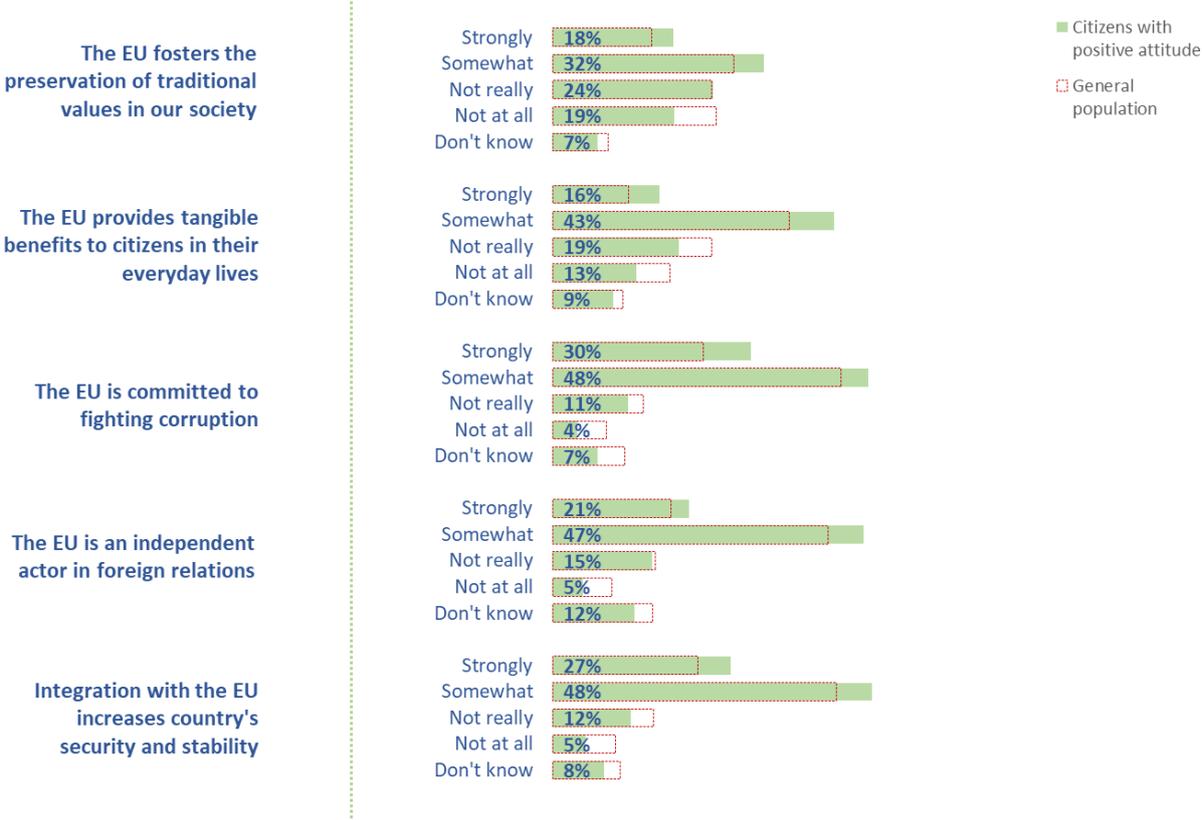
A positive image of the EU is also linked to a higher level of confidence in all international institutions – including the EAEU. Over 70% of EU supporters trust the European Union (72% versus 60% in the general population); 62% trust the UN (versus 54%); 57% trust the EAEU (versus 51%) and 38% trust NATO (versus 32%). Their rating of the relations between Armenia and the EU is also more positive than the average (93% versus 86%), as is their acknowledgement of the EU’s financial support (73% versus 65%) and their rating of its effectiveness (86% versus 80%).

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



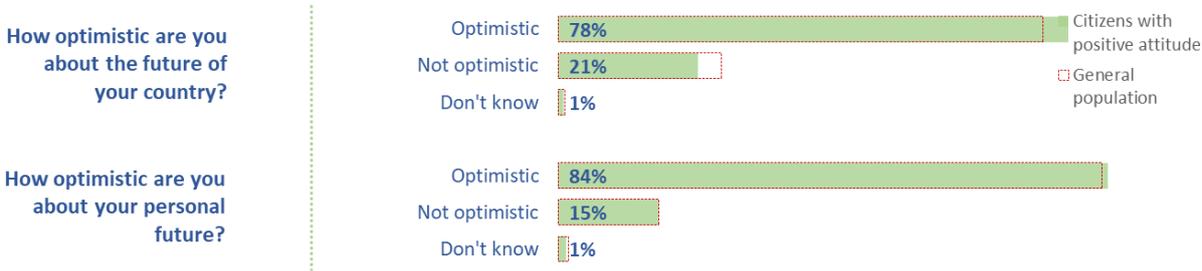
When it comes to common beliefs, between 50% and 78% of EU supporters tend to share a positive vision of the European Union and agree with all the proposed statements (versus between 42% and 65% for the general population). The statement – ‘the EU fosters the preservation of traditional values in our society’ – continues to be the most controversial – with no change compared to 2019. By contrast, over three quarters of EU supporters are convinced that ‘integration with the EU increases the country's security and stability’ and ‘the EU is committed to fighting corruption’.

FIGURE 37 – Common beliefs on the EU among Armenians with a positive image of the EU



EU supporters tend to be slightly more optimistic than the general population about Armenia’s future (78% versus 74%) but similarly towards their personal future (84% versus 83%). In fact, they basically share the same ranking of concerns as the general population, namely ‘unemployment’ (35%), ‘low living standards and poverty’ (26%), ‘economic crisis’ (24%) and ‘quality of education’ (23%). As in 2019, they seem slightly less concerned about ‘security issues and war’ (16% versus 17%) and ‘territorial conflicts’ (6% versus 8%).

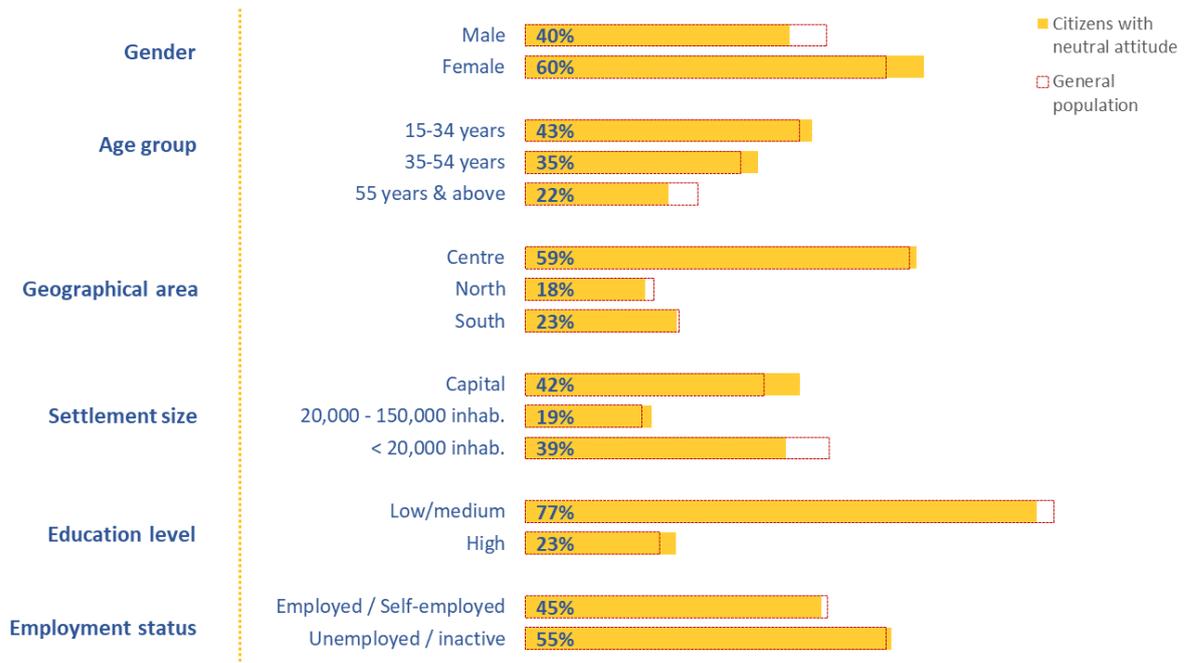
FIGURE 38 – View of the future among Armenians with a positive image of the EU



3.5.2. Neutral attitudes

Armenians with a neutral view of the EU, who account for roughly one third of the population (34%), have a socio-demographic profile similar to that of the general population and of pro-EU citizens. Only minor differences can be highlighted: they are slightly more likely to live in the city capital (42% versus 36%) and less likely to stay in small settlements (39% versus 48%).

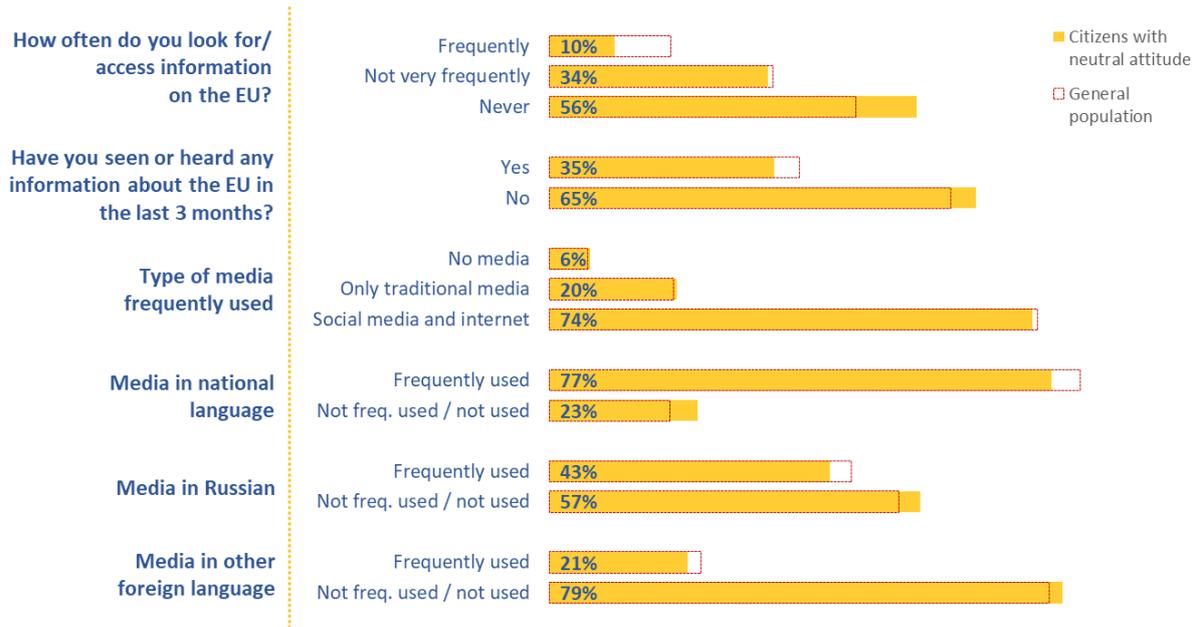
FIGURE 39 – Socio-demographic characteristics and geographical location of Armenians with a neutral image of the EU



Levels of exposure to EU related information are considerably lower among neutrally oriented Armenians compared to EU supporters. Around one third of ‘neutral’ citizens have seen or heard information about the EU in the three months preceding the survey (35% versus 42% of pro-EU citizens) and 44% have looked for/accessed information about it (versus 61%) – only 10% ‘frequently’ (versus 26%). They are more likely to search in Russian (27% versus 21%) and/or just as likely to search in English (9%), however their usage of media in Russian and other foreign languages tends to be at best sporadic (57% and 79% respectively ‘not frequently’ or ‘not at all use these media’). ‘Frequent’ usage of national media (77%) and new media (74%) is more common, though lower than for EU supporters (84% and 78% respectively). One in five neutral ‘active searchers’ access traditional media only (20%) – mainly TV.

In general, neutrally oriented ‘active searchers of information’ are much less interested in the EU than pro-EU ‘active searchers’ and tend to target ‘economic news’ (38% versus 27%), ‘education and cultural programmes’ (37% both) and/or ‘programmes in healthcare’ (5% versus 1%). Only 2% are interested in ‘the relations between Armenia and the EaP countries’ and/or the ‘opportunities’ the EU can offer them (versus 10% of EU supporters).

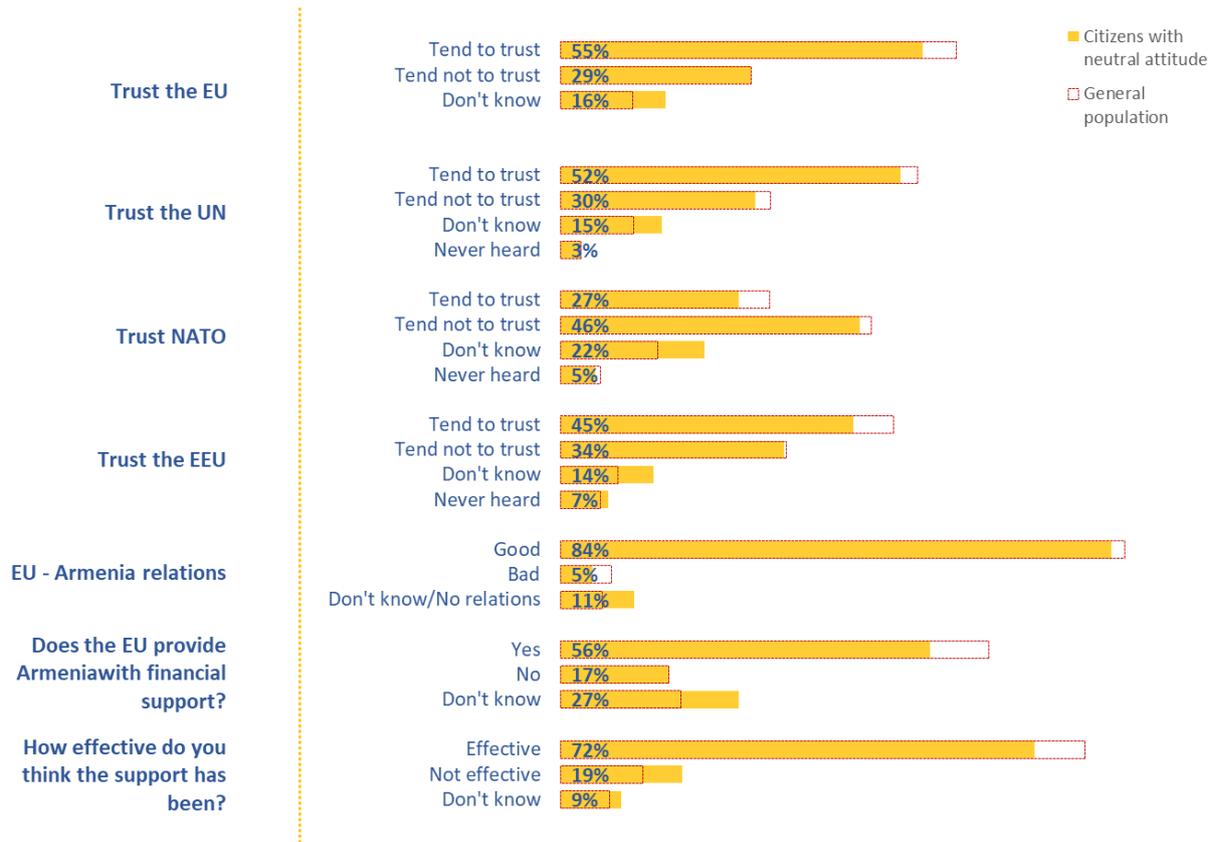
FIGURE 40 – Exposure to information about the EU and media usage among Armenians with a neutral image of the EU



Neutrally oriented Armenians share lower levels of trust in all foreign institutions than the EU supporters – and this is particularly so for the EU (55% versus 72%). However, the level of confidence in answering this question is very low – the share of ‘don’t know’/‘never heard’ responses varies between 16% and 27%.

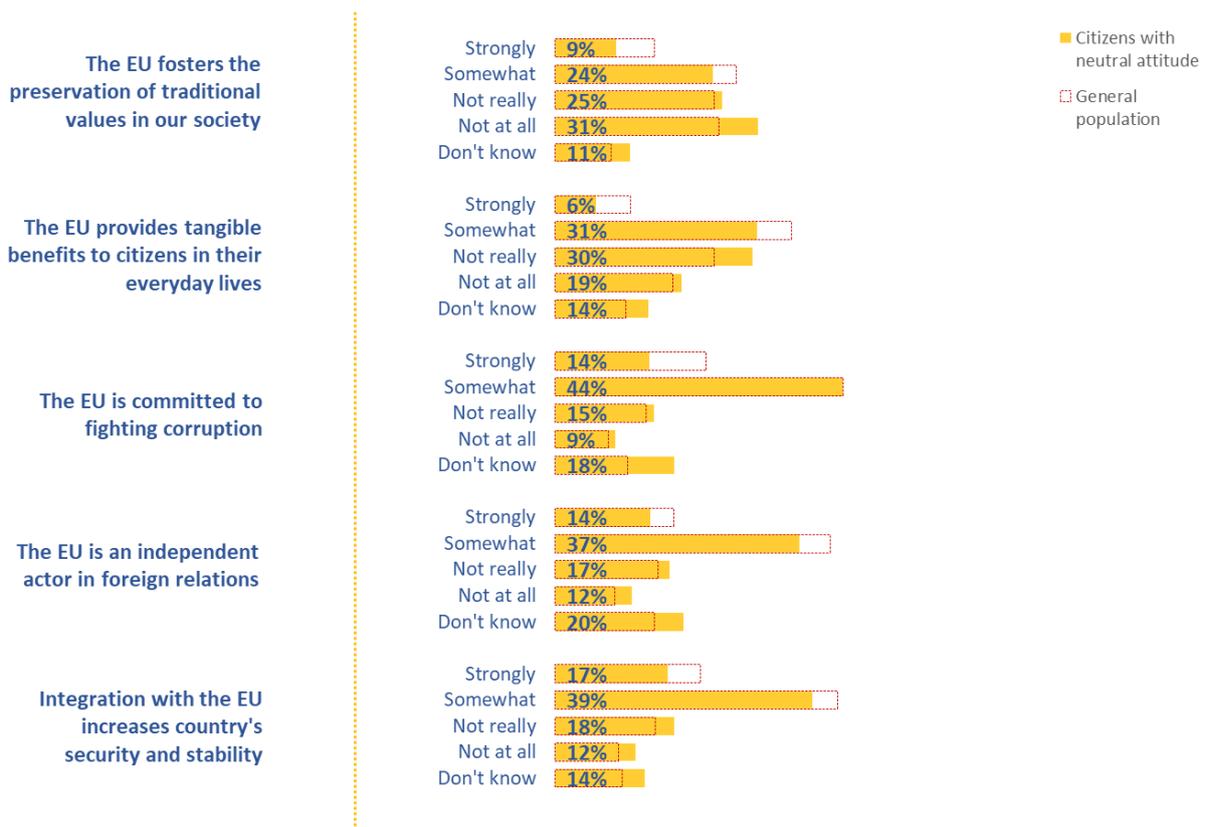
84% of ‘neutral’ citizens are positive about the relations between their country and the EU, 56% are aware of EU’s financial support and 72% of them consider it ‘effective’ – which is much lower than for EU supporters (93%, 73% and 86% respectively). It is also worth noting that 27% of ‘neutral’ citizens were unaware of EU’s financial support to Armenia.

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



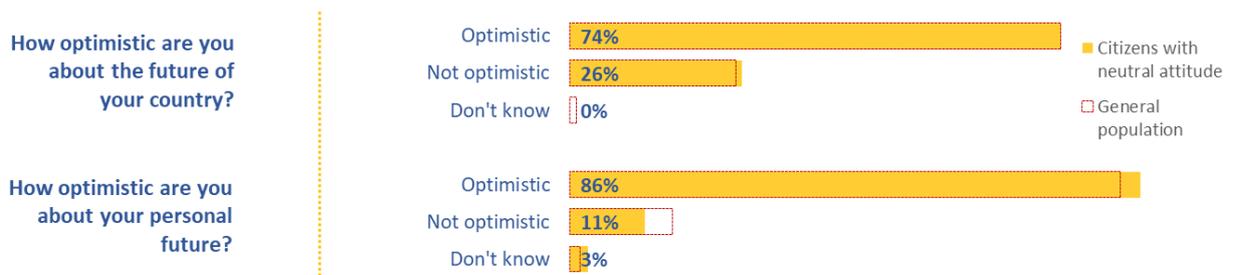
Neutrally oriented individuals are less keen to agree on common beliefs about the EU than the general population – and only three out of five statements reached the 50% threshold of ‘strong’ and ‘fair’ agreement, namely ‘the EU is committed to fighting corruption’ (58%), ‘integration with the EU increases country’s security and stability’ (56%) and ‘the EU is an independent actor in foreign relations’ (51%). On the contrary, ‘the EU fosters the preservation of traditional values in our country’ scored the highest share of ‘neutral’ citizens that ‘fairly’ or ‘strongly’ disagree (56%) followed by ‘the EU provides tangible benefits to citizens in their daily life’ (49%).

FIGURE 42 – Common beliefs on the EU among Armenians with a neutral image of the EU



No significant difference was observed in terms of future expectations of neutrally oriented individuals – attesting the common views of the overwhelming majority of the population: 74% of individuals are optimistic regarding their country’s future and 86% with regard to their personal future (78% and 84% respectively for the EU supporters). ‘Unemployment’ (35%), ‘low living standards and poverty’ (29%) and ‘the quality of education’ (26%) are their primary concerns. However, neutrally oriented individuals seem to be slightly more concerned about ‘security issues and war’ (18% versus 16% for the EU supporters) and ‘territorial conflicts’ (11% versus 6%) and slightly less about ‘corruption’ (14% versus 17%) and ‘economic crisis’ (19% versus 24%).

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



4. 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	Capital	51%	39%	9%	1%	100%
	Between 20,000 and 150,000 inhabitants	47%	37%	8%	8%	100%
	Less than 20,000 inhabitants	56%	29%	9%	6%	100%
Gender	Male	50%	30%	15%	5%	100%
	Female	55%	38%	3%	4%	100%
Age group	15-34 years	52%	36%	8%	4%	100%
	35-54 years	50%	37%	7%	6%	100%
	55 years & above	56%	28%	11%	5%	100%
Education level	Low/medium level	52%	33%	9%	6%	100%
	High level	56%	38%	5%	1%	100%
Employment status	Employed / Self-employed	56%	33%	7%	4%	100%
	Unemployed or temporarily not working / inactive	50%	35%	10%	5%	100%
Geographical area	Centre	54%	35%	10%	1%	100%
	North	55%	32%	3%	10%	100%
	South	47%	33%	11%	9%	100%
Total		53%	34%	9%	4%	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	43%	48%	3%	3%	3%	100%
Human Rights	40%	50%	5%	3%	2%	100%
Rule of Law	36%	53%	5%	3%	3%	100%
Individual Freedom	42%	46%	5%	3%	4%	100%
Economic prosperity	35%	53%	6%	2%	4%	100%
Freedom of Religion	46%	41%	5%	4%	4%	100%
Freedom of the media	37%	49%	6%	3%	5%	100%
Democracy	31%	53%	5%	5%	6%	100%
Respect for other cultures, minorities	38%	45%	7%	6%	4%	100%
Peace, Security and Stability	31%	51%	9%	6%	3%	100%
Honesty & Transparency	22%	58%	8%	8%	4%	100%
Equality and social justice	32%	47%	9%	8%	4%	100%
Absence of corruption	18%	48%	16%	10%	8%	100%

Percentages refer to Armenians 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	Capital	61%	29%	10%	100%
	Between 20,000 and 150,000 inhabitants	56%	34%	10%	100%
	Less than 20,000 inhabitants	61%	26%	13%	100%
Gender	Male	55%	36%	9%	100%
	Female	65%	22%	13%	100%
Age group	15-34 years	61%	28%	11%	100%
	35-54 years	59%	32%	9%	100%
	55 years & above	61%	25%	14%	100%
Education level	Low/medium level	61%	27%	12%	100%
	High level	57%	33%	10%	100%
Employment status	Employed / Self-employed	59%	31%	10%	100%
	Unemployed or temporarily not working / inactive	61%	27%	12%	100%
Geographical area	Centre	63%	29%	8%	100%
	North	65%	21%	14%	100%
	South	50%	35%	15%	100%
Total		60%	29%	11%	100%

Percentages refer to Armenians who have heard of the EU

TABLE 4 – Relations between the EU and Armenia

Q2.4. In general, how would you describe the relations that the European Union has with Armenia?					
		Good	Bad	Don't know / No relations	Total
Settlement size	Capital	85%	9%	6%	100%
	Between 20,000 and 150,000 inhabitants	88%	6%	6%	100%
	Less than 20,000 inhabitants	86%	7%	7%	100%
Gender	Male	85%	10%	5%	100%
	Female	87%	6%	7%	100%
Age group	15-34 years	87%	7%	6%	100%
	35-54 years	84%	8%	8%	100%
	55 years & above	87%	9%	4%	100%
Education level	Low/medium level	85%	8%	7%	100%
	High level	89%	7%	4%	100%
Employment status	Employed / Self-employed	88%	6%	6%	100%
	Unemployed or temporarily not working / inactive	84%	9%	7%	100%
Geographical area	Centre	87%	8%	5%	100%
	North	90%	1%	9%	100%
	South	81%	12%	7%	100%
Total		86%	8%	6%	100%

Percentages refer to Armenians 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 Armenia with financial support?					
		Yes	No	Don't know	Total
Settlement size	Capital	70%	16%	14%	100%
	Between 20,000 and 150,000 inhabitants	70%	12%	18%	100%
	Less than 20,000 inhabitants	60%	18%	22%	100%
Gender	Male	65%	18%	17%	100%
	Female	66%	15%	19%	100%
Age group	15-34 years	64%	17%	19%	100%
	35-54 years	68%	16%	16%	100%
	55 years & above	63%	17%	20%	100%
Education level	Low/medium level	66%	15%	19%	100%
	High level	62%	21%	17%	100%
Employment status	Employed / Self-employed	66%	16%	18%	100%
	Unemployed or temporarily not working / inactive	64%	17%	19%	100%
Geographical area	Centre	67%	17%	16%	100%
	North	58%	19%	23%	100%
	South	66%	14%	20%	100%
Total		65%	17%	18%	100%

Percentages refer to Armenians 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	Capital	74%	20%	6%	100%
	Between 20,000 and 150,000 inhabitants	89%	6%	5%	100%
	Less than 20,000 inhabitants	81%	9%	10%	100%
Gender	Male	76%	13%	11%	100%
	Female	83%	12%	5%	100%
Age group	15-34 years	89%	6%	5%	100%
	35-54 years	72%	20%	8%	100%
	55 years & above	77%	13%	10%	100%
Education level	Low/medium level	80%	12%	8%	100%
	High level	80%	17%	3%	100%
Employment status	Employed / Self-employed	81%	10%	9%	100%
	Unemployed or temporarily not working / inactive	79%	15%	6%	100%
Geographical area	Centre	77%	17%	6%	100%
	North	85%	2%	13%	100%
	South	84%	8%	8%	100%
Total		80%	13%	7%	100%

Percentages refer to Armenians 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 Armenia?				
		Yes	No	Total
Settlement size	Capital	32%	68%	100%
	Between 20,000 and 150,000 inhabitants	35%	65%	100%
	Less than 20,000 inhabitants	30%	70%	100%
Gender	Male	32%	68%	100%
	Female	32%	68%	100%
Age group	15-34 years	30%	70%	100%
	35-54 years	31%	69%	100%
	55 years & above	35%	65%	100%
Education level	Low/medium level	28%	72%	100%
	High level	46%	54%	100%
Employment status	Employed / Self-employed	37%	63%	100%
	Unemployed or temporarily not working / inactive	27%	73%	100%
Geographical area	Centre	29%	71%	100%
	North	41%	59%	100%
	South	31%	69%	100%
Total		32%	68%	100%

Percentages refer to Armenians 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 Armenia 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	19%	49%	20%	5%	7%	100%
Access to more products and services	16%	50%	21%	5%	8%	100%
Improved quality of health-care system	15%	49%	21%	8%	7%	100%
Greater economic development	11%	51%	22%	8%	8%	100%
Improved democracy	12%	48%	22%	8%	10%	100%
Improved trade	13%	47%	25%	6%	9%	100%
Improved infrastructure	13%	47%	21%	10%	10%	100%
Better education	12%	48%	21%	10%	9%	100%
Better law enforcement	11%	43%	25%	9%	12%	100%
Improved agricultural production	9%	45%	25%	11%	10%	100%
Less corruption	12%	42%	26%	12%	8%	100%
Greater employment opportunities	11%	39%	27%	13%	10%	100%
Improved quality of the justice system	9%	38%	28%	12%	13%	100%

Percentages refer to Armenians 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
Improve quality of health-care system	16%	43%
Promote a better education	13%	36%
Promote economic development	13%	39%
Improve agricultural production	9%	24%
Create greater employment opportunities	9%	22%
Reduce corruption	8%	25%
Increase tourism	7%	22%
Improve quality of the justice system	7%	16%
Improve democracy	5%	15%
Improve trade	4%	13%
Improve infrastructure	3%	10%
Promote better law enforcement	2%	9%
Promote access to more products and services	2%	8%

Percentages refer to Armenians 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 internet	Total	
Settlement size	Capital	2%	17%	81%	100%	57%
	Between 20,000 and 150,000 inhabitants	3%	14%	83%	100%	56%
	Less than 20,000 inhabitants	10%	23%	67%	100%	60%
Gender	Male	6%	21%	73%	100%	60%
	Female	5%	18%	77%	100%	57%
Age group	15-34 years	8%	6%	86%	100%	57%
	35-54 years	4%	14%	82%	100%	65%
	55 years & above	3%	47%	50%	100%	53%
Education level	Low/medium level	7%	22%	71%	100%	59%
	High level	3%	8%	89%	100%	55%
Employment status	Employed/ Self-employed	8%	13%	79%	100%	60%
	Unemployed or temporarily not working / inactive	4%	24%	72%	100%	58%
Geographical area	Centre	5%	19%	76%	100%	59%
	North	3%	22%	75%	100%	62%
	South	10%	17%	73%	100%	54%
Total		6%	19%	75%	100%	58%

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

		Individuals that always or often use media		
		In national language	In Russian	In other foreign language
Settlement size	Capital	81%	50%	32%
	Between 20,000 and 150,000 inhabitants	82%	52%	18%
	Less than 20,000 inhabitants	81%	42%	18%
Gender	Male	80%	49%	21%
	Female	82%	44%	25%
Age group	15-34 years	75%	38%	25%
	35-54 years	82%	49%	22%
	55 years & above	91%	55%	21%
Education level	Low/medium level	82%	45%	20%
	High level	81%	52%	34%
Employment status	Employed / Self-employed	82%	45%	22%
	Unemployed or temporarily not working / inactive	81%	48%	24%
Geographical area	Centre	80%	47%	27%
	North	92%	56%	32%
	South	76%	37%	8%
Total		81%	46%	23%

TABLE 12 – Trust towards different types of media

Q3.9. & Q3.10. What 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 websites	24%	25%	51%	100%
Television	68%	27%	5%	100%
Radio	36%	27%	37%	100%
Print media	30%	31%	39%	100%
Social media	42%	44%	14%	100%
Internet	53%	36%	11%	100%
Word of mouth	51%	41%	8%	100%
Country's media in Armenian				
Country's media in Armenian	70%	22%	8%	100%
Country's media in Russian				
Country's media in Russian	42%	36%	22%	100%
Country's media in other languages				
Country's media in other languages	27%	44%	29%	100%
Foreign media in Russian				
Foreign media in Russian	40%	40%	20%	100%
Foreign media in other languages				
Foreign media in other languages	26%	43%	31%	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	Capital	40%	60%	100%
	Between 20,000 and 150,000 inhabitants	48%	52%	100%
	Less than 20,000 inhabitants	34%	66%	100%
Gender	Male	44%	56%	100%
	Female	34%	66%	100%
Age group	15-34 years	37%	63%	100%
	35-54 years	36%	64%	100%
	55 years & above	42%	58%	100%
Education level	Low/medium level	37%	63%	100%
	High level	44%	56%	100%
Employment status	Employed / Self-employed	38%	62%	100%
	Unemployed or temporarily not working / inactive	39%	61%	100%
Geographical area	Centre	40%	60%	100%
	North	36%	64%	100%
	South	36%	64%	100%
Total		38%	62%	100%

Percentages refer to Armenians 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	Capital	53%	34%	7%	6%	100%
	Between 20,000 and 150,000 inhabitants	63%	23%	7%	7%	100%
	Less than 20,000 inhabitants	60%	24%	4%	12%	100%
Gender	Male	55%	27%	6%	12%	100%
	Female	60%	28%	6%	6%	100%
Age group	15-34 years	57%	30%	4%	9%	100%
	35-54 years	58%	28%	5%	9%	100%
	55 years & above	59%	24%	9%	8%	100%
Education level	Low/medium level	58%	26%	6%	10%	100%
	High level	57%	35%	3%	5%	100%
Employment status	Employed / Self-employed	59%	23%	5%	13%	100%
	Unemployed or temporarily not working / inactive	57%	32%	6%	5%	100%
Geographical area	Centre	56%	31%	7%	6%	100%
	North	66%	18%	2%	14%	100%
	South	57%	26%	6%	11%	100%
Total		58%	28%	5%	9%	100%

Percentages refer to Armenians who have heard about the EU

TABLE 15 – Accessing information about the EU

Q3.1new - How often do you look for/ access information on the EU?		Frequently	Not very frequently	Never	Total
Settlement size	Capital	17%	31%	52%	100%
	Between 20,000 and 150,000 inhabitants	21%	38%	41%	100%
	Less than 20,000 inhabitants	19%	35%	46%	100%
Gender	Male	18%	32%	50%	100%
	Female	19%	36%	45%	100%
Age group	15-34 years	18%	42%	40%	100%
	35-54 years	18%	32%	50%	100%
	55 years & above	20%	25%	55%	100%
Education level	Low/medium level	18%	35%	47%	100%
	High level	22%	31%	47%	100%
Employment status	Employed / Self-employed	20%	35%	45%	100%
	Unemployed or temporarily not working / inactive	17%	34%	49%	100%
Geographical area	Centre	17%	31%	52%	100%
	North	27%	41%	32%	100%
	South	16%	37%	47%	100%
Total		19%	34%	47%	100%

Percentages refer to Armenians who have heard of the EU

TABLE 16 – Satisfaction with democracy in Armenia

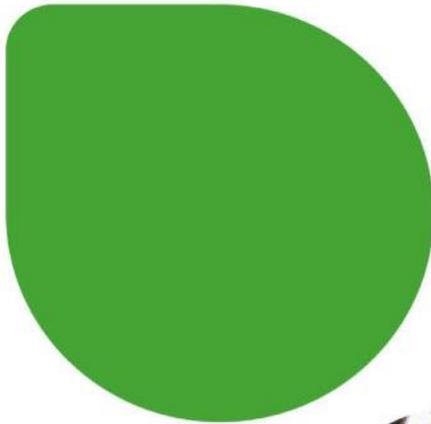
Q4.3 - On the whole, are you 'very satisfied', 'fairly satisfied', 'not very satisfied' or 'not at all satisfied' with the way democracy works in Armenia?		Satisfied	Not satisfied	Don't know	Total
Settlement size	Capital	64%	34%	2%	100%
	Between 20,000 and 150,000 inhabitants	65%	34%	1%	100%
	Less than 20,000 inhabitants	73%	25%	2%	100%
Gender	Male	68%	31%	1%	100%
	Female	69%	29%	2%	100%
Age group	15-34 years	69%	28%	3%	100%
	35-54 years	67%	32%	1%	100%
	55 years & above	69%	29%	2%	100%
Education level	Low/medium level	71%	27%	2%	100%
	High level	59%	39%	2%	100%
Employment status	Employed / Self-employed	67%	31%	2%	100%
	Unemployed or temporarily not working / inactive	70%	28%	2%	100%
Geographical area	Centre	68%	31%	1%	100%
	North	76%	23%	1%	100%
	South	64%	32%	4%	100%
Total		68%	30%	2%	100%

TABLE 17 – Optimism regarding Armenia’s future

Q4.5. How optimistic are you about the future of your country?					
		Optimistic	Pessimistic	Don't know	Total
Settlement size	Capital	74%	26%	0%	100%
	Between 20,000 and 150,000 inhabitants	69%	31%	0%	100%
	Less than 20,000 inhabitants	76%	23%	1%	100%
Gender	Male	72%	27%	1%	100%
	Female	75%	25%	0%	100%
Age group	15-34 years	72%	27%	1%	100%
	35-54 years	73%	27%	0%	100%
	55 years & above	79%	21%	0%	100%
Education level	Low/medium level	74%	25%	1%	100%
	High level	72%	28%	0%	100%
Employment status	Employed / Self-employed	71%	28%	1%	100%
	Unemployed or temporarily not working / inactive	77%	23%	0%	100%
Geographical area	Centre	78%	22%	0%	100%
	North	74%	24%	2%	100%
	South	64%	36%	0%	100%
Total		74%	25%	1%	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	Capital	86%	14%	0%	100%
	Between 20,000 and 150,000 inhabitants	77%	23%	0%	100%
	Less than 20,000 inhabitants	83%	14%	3%	100%
Gender	Male	81%	16%	3%	100%
	Female	85%	14%	1%	100%
Age group	15-34 years	87%	11%	2%	100%
	35-54 years	85%	14%	1%	100%
	55 years & above	75%	24%	1%	100%
Education level	Low/medium level	82%	16%	2%	100%
	High level	87%	13%	0%	100%
Employment status	Employed / Self-employed	85%	13%	2%	100%
	Unemployed or temporarily not working / inactive	81%	17%	2%	100%
Geographical area	Centre	86%	13%	1%	100%
	North	81%	15%	4%	100%
	South	78%	21%	1%	100%
Total		83%	15%	2%	100%



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