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ANNUAL SURVEY REPORT: AZERBAIJAN – 1st Wave (Spring 2016)

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

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

1. Background

Between April and June 2016, annual surveys were carried out across the six Eastern Partnership countries (Armenia, Azerbaijan, Belarus, Georgia, 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 OPEN Neighbourhood “EU Neighbours East” project **aims** to increase the understanding of EU support in the Eastern Partnership (EaP) countries through improved communication. The **overall objective** of the project is to contribute to the improvement of the public perception of the EU, as well as to a better understanding of European policies and their impacts through the regional and bilateral EU support and cooperation programmes in Eastern Partnership countries.

The project will develop information and communication materials, carry out awareness-raising and information campaigns, and assess the perception of the EU and its support through opinion polling and media monitoring.

As part of the opinion polling strategy, the purpose of the annual surveys is to investigate the opinion and the level of information that the citizens of the EaP countries have, in general, about the EU and, in particular, about EU-funded cooperation and development programmes/projects. In order to monitor changes over time, the surveys will be carried out annually for the next 3 years.

This document represents the results of the **Annual survey - 1st** wave conducted in **Azerbaijan¹** and covers the following broad topics:

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

The first wave of the surveys places particular emphasis on collecting data about sources of information used by citizens in order to support the implementation of effective awareness-raising and information campaigns. For this purpose, the surveys address the access, usage, level of trust and influence capacity of different sources of information in general and in relation to the EU.

¹ A similar report has been produced for each EaP country. A macro-area report will be prepared, which will make comparisons between countries.

2. Research Methodology in Brief

The survey was conducted in the second half of May 2016 and data was collected through face-to-face interviews using a structured questionnaire. One thousand completed 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 living in the country), the sampling weights were calculated applying a specifically designed estimation procedure.

Sampling strategy

The survey used a two-stage stratified 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 it was stratified by unit size, expressed in terms of population and level of urbanization, and geographical area. Three groups of settlements² and three areas³ were used for a total of 9 strata. Within each stratum, 3-4 sample units were randomly selected with a proportional-to-size probability. 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 was carried out. Exceeding interviews were distributed proportionally to the PSU's size.

The second-stage sample was stratified as well. In this case, gender and age⁴ were considered for a total of 6 strata. In each selected settlement, secondary sampling units were distributed among strata using a proportional allocation.

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

Estimation phase

An estimation procedure was carried out in order to estimate the characteristics of the target population (parameters of interest) 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 based on the general category of model-assisted estimators was built (Deville and Särndal 1992)⁵. The procedure included the computation of a sampling design weight for each sampled respondent by

² Groups of settlements: 1) Small settlements (less than 20,000 inhabitants); 2) Middle size settlements (20,000-150,000 inhabitants); 3) Large settlements (above 150,000 inhabitants)

³ Geographic areas: 1) North-East (Absheron, Dakhlik Shirvan, Guba-Khachmaz, Shaki-Zagatala Regions); 2) South-East (Baku, Aran and Lankaran Regions); 3) West (Ganja-Gazakh Region)

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

⁵ DEVILLE JC, SARNDAL, C.-E. (1992). Calibration Estimators in Survey Sampling. *Journal of the American Statistical Association*, Vol. 87, No. 418, June 1992, pp. 376-382.

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 aim of the calibration weight adjustment was to bring weighted sums of the sample data into line with the corresponding counts in the target population. More specifically, the calibration procedure allowed computing calibrated weights as close as possible, according to a given distance measure⁶, to the sampling design weights under a certain set of constraints (the calibration equations) linked to the auxiliary information. When auxiliary information is available, the calibration technique ensures high efficiency of estimates and produces an accurate representation of the phenomena of interest. The calibration variables used to produce calibrated weights were settlements size, gender, age, employment status and geographic area. The concatenation of the calibration variables and number of calibration equations are reported in Annex 1 as well. The input data for the calibration procedure came from the national official statistics on population of each country. The known population totals used in the calibration procedure are reported in Annex 1.

⁶ The logarithmic distance was applied.

3. Survey Findings

3.1 Executive Summary

General Perceptions about the EU

- A large part of the population in Azerbaijan said they knew nothing about the EU – almost four out of 10 citizens (37%) have not heard about the European Union at all.⁷ In addition, one in four inhabitants is neutral, with neither a positive nor a negative attitude towards the EU (16%), or has no established opinion (9%). The most “unaware” region of the country is the West, where more than 85% of the population stated that they have never heard about the EU.
- Of those who do have an image of the European Union, the positive perception (27%) outweighs the negative (11%) by 16 percentage points.
- Positive attitudes towards the EU are mostly down to the developed economy of EU countries (cited by 30% of those who have a positive image of EU), its democracy and freedom (16%), and the protection of human rights (8%). Negative attitudes on the other hand are mostly associated with the EU’s lack of support in the Karabakh region conflict (23% of those who had a negative image). Many Azerbaijanis that dislike the EU perceive it as practising double standards (14%), giving false promises (12%), operating only in its own interests (12%) and in general as a formal institution, whose activities do not have any effect (9%).
- The neutral stance towards the EU is mainly due to lack of interest and lack of information (20% of those who had a neutral image).

Values Associated with the EU

- Among those who have heard about the EU, the values that are spontaneously associated with the European Union are freedom of speech and expression (33%), rule of law/Judicial sector/protection of human rights (31%), democracy (26%) and economic development & prosperity/financial stability (25%).
- These findings were confirmed by the assessment of the extent to which the European Union represents certain values: values most strongly linked with the EU are almost the same as values spontaneously named above: economic prosperity (87%), freedom of speech (87%) democracy (85%) human rights (83%) and rule of law (82%). According to Azerbaijanis, freedom of religion (64%), respect for other cultures (58%) and absence of corruption (52%) have a weaker association with the EU.

⁷ Such a low awareness of the EU in Azerbaijan is quite peculiar and previous data about the EU awareness in the country were not available for comparison. Therefore all respondents, who claimed that they have not heard about the EU, were re-interviewed and data was double-checked for consistency.

EU relations with Azerbaijan

- Seven out of ten (71%) respondents who have heard about the EU believe that the EU's relations with Azerbaijan are good. One fifth of the population believes the EU's relations with Azerbaijan are bad (21%) and only a minority has no defined opinion (7%).

Awareness and Effectiveness of EU Financial Support

- Among Azerbaijanis who have heard about the EU (63% of target population), only one third (36%) is aware of the financial support provided to their country (22% if we consider the whole target population) while the majority of residents (64% - 41% if we consider the whole target population) thinks that the EU does not support Azerbaijan financially, or has no information at all.
- In general, the majority (76%) of those who know about EU support find its activities effective, while only one in ten (11%) deems the EU support not effective.
- Awareness of particular programmes financed by the EU is very low among the informed population - only 16% stated that have heard about such kind of programmes. The best known EU-funded programme is TRACECA "Transport Corridor Europe Caucasus Asia corridor" (16%), while 6% of the population also recalled the educational programmes, such as "Erasmus", "Erasmus Mundus", "Erasmus+".
- The majority (57%) of the informed population deemed EU support helpful for the economic development of Azerbaijan. Almost half of the population thought that trade had improved (48%) and tourism increased (46%) as a result of EU assistance. About four out of ten valued EU support as effective in nearly all the other fields. Employment (20%), corruption (22%) and agriculture (31%) were the least named benefits.
- When asked to compare the support provided by different International Organisations with the support provided by the EU, about four out of ten did not have a clear position regarding this issue, 31% believed that the EU provided more support to Azerbaijan than did the Russian Federation, a similar share of the population thought that the EU support was greater than that of the US, and only one fifth (22%) believed the EU's financial support exceeded that of the IMF.
- One fifth of Azerbaijanis who have heard about the EU think that the European Union should play a greater role in the political sector (22%) and in investment issues (22%). One tenth of the population also mentioned educational & science (10%), and the oil & gas (9%) sectors.

Trust towards Organisations

- Residents of Azerbaijan appear to be quite sceptical towards international organisations. Trust in the Eurasian Union is extremely low: less than 15% of the population tends to trust it, while only a quarter of the population tends to trust international institutions such as the United Nations (23%) and NATO (25%). The European Union scores a slightly better result, as it is deemed reliable by 28% of the population.

Internet & Social Media Usage

- The proportion of the population having an Internet connection is quite low in Azerbaijan - only half of the citizens have a computer connected to the Internet (50%) at home, and only one fifth (20%) at work.

- The most popular social network among Azerbaijan residents is Facebook – four out of ten (38%) are Facebook users. Instagram (20%) and Odnoklassniki (18%) are equally popular among computer users.
- Television is the most popular media channel in Azerbaijan – four out of five (80%) residents watch it every day and one tenth (12%) 2-3 times in a week. As for the Internet, only one third (32%) of the population visits different websites and blogs daily, and three out of ten (29%) use social networks with the same frequency. Radio and printed press are even less popular, with only one fifth of the population listening to the radio (19%) and reading the printed press (21%) at least 2-3 times a week.

Sources of Information for Political News

- The first source of information on news and national political matters in Azerbaijan is Private TV channels (57%), while public television is named by only one tenth (10%) of the population. The second important source is the Internet – one fifth (20%) of the population uses blogs and websites for information purposes, while only 7% rely on social media networks. Radio and printed press are a less popular choice, only one fifth of the population listens to the radio (19%) and reads the printed press (21%) at least 2-3 times a week.
- When asked to assess the credibility of the media sources, the majority of Azerbaijan residents again named Private TV channels (58%) and the Internet (20%) as the most reliable sources of information.
- Nine out of ten (92%) people think that TV forms public opinion. Other influential media channels, according to Azerbaijan citizens, are Internet websites (73%) and social media (70%). The radio and the printed press seem to be generally less effective than the other media (42% and 38%).
- Almost all Azerbaijanis (95%) rely primarily on local media to get news on national and international matters, while 20% of the population refers to foreign media in Russian and only 9% to foreign media.

Sources of Information related to the EU

- Six out of ten (59%) residents admitted that they never look for information on the EU, and two out of ten (22%) stated that they do it only occasionally. While searching for information about the EU, people primarily use their national language (77%).
- Every second resident (48%) of Azerbaijan has seen or heard information about the EU in the last 3 months. Television (77%) was the most frequently mentioned source of information for those who had heard about the EU in the past three months. The second most popular source (31%) appeared to be social networks. Only few residents (1-5%) gathered information from other sources.
- Usage of EU information websites and portals is quite low in Azerbaijan (1%-8%). The Facebook page of the European Union is the most accessed site, however it is visited by only 8% of Internet users. Other EU websites, portals and social media visits add up to barely 5%.
- Overall, more residents think that the EU is presented in national media more in a positive way (54%) than in a negative way (5%). One out of three (31%) Azerbaijanis feel that the national media presented the European Union objectively. However, barely 6% feel that what they read or watch significantly influences their perception of the EU, while half (48%) admits it has a 'fair' degree of influence.
- More than half of the population (52%) is satisfied with the level of information provided by the government on EU-related topics. On the other hand, four out of ten (38%) residents do not share their point of view.

Russian Media Channels

- Russian TV channels, newspapers and news portals are not popular in Azerbaijan: 61% of the population stated that they never follow Russian media, and only one fifth (20%) claimed that they follow Russian media channels always or often.
- Among those who watch Russian TV, ORT (68%) tops the list of Russian channels, followed by NTV (57%) and RTR (55%). The most popular type of programmes on Russian TV channels are news and current affairs (61%), followed by documentaries/films (25%), and entertainment programmes (13%).

Country Evaluation and Future Expectations

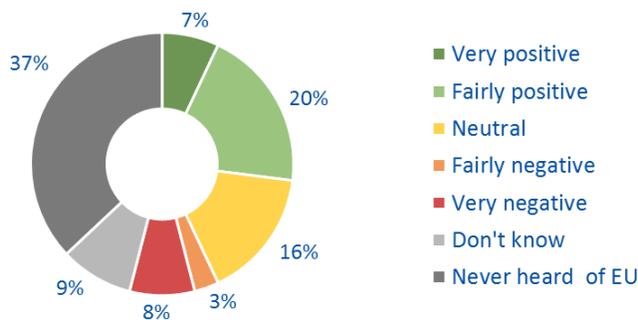
- Trust in local political institutions is quite high in Azerbaijan. Eight out of ten (85%) residents tend to trust the government, 70% the National Parliament and 66% regional and local public authorities. As for political parties, the view of the population was quite ambivalent, as the number of residents who tend to trust (46%) or not to trust (41%) them was nearly the same.
- Residents of Azerbaijan are equally split between those who are satisfied (48%) by the way the democracy was functioning in their country and those who have a negative view (48%).
- The most widely acknowledged elements of democracy that apply to Azerbaijan were protection of the rights of minorities (76%), Rule of law (70%), and gender equality (70%). On the other hand, lack of corruption (28%) and independence of the judiciary (52%) were deemed more problematic issues in Azerbaijan.
- Overall, a vast majority of the Azerbaijan population are both optimistic about the future of their country and their personal future (77%).

3.2. Perceptions about the European Union

3.2.1 General Perceptions about the EU

A large part of the population in Azerbaijan said they knew nothing about the EU – almost four out of 10 citizens (37%) have not heard about the European Union at all.⁸ Also, one in four inhabitants is neutral, with neither a positive nor negative attitude towards the EU (16%), or has no established opinion (9%).

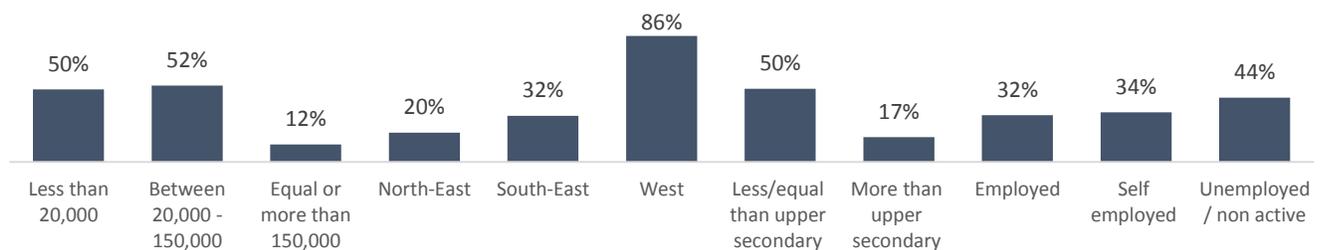
Q2.1 - Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?



It is noteworthy that the most “unaware” region of the country is the West, where more than 85% of the population stated that they have never heard about EU. The least informed about the EU are residents of small (50%) and medium size (52%) settlements, less educated (50%) and unemployed/non active segments (44%). As for age sub-groups, young (15-34) and middle aged (35-54) people are slightly less aware (38%) about the EU than residents aged 55 and over (32%).

Among those who do have an image of the European Union, the positive attitude (27%) outweighs the negative (11%) by 16 percentage points. The most educated (37%), the employed (31%) and North East dwellers (36%) were more likely to share a positive perception than other socio-demographic groups.

Have not heard about the EU



⁸ Such a low awareness of the EU in Azerbaijan is quite peculiar and previous data about the EU awareness in the country were not available for comparison. Therefore all respondents, who claimed that they have not heard about the EU, were re-interviewed and data was double-checked for consistency.

TABLE 1. Perception of the EU

Q2.1 - Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?							
		Positive	Neutral	Negative	Don't know	Never heard of EU	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	27%	7%	9%	7%	50%	100%
	Between 20,000 - 150,000 inhabitants	28%	9%	5%	6%	52%	100%
	Equal or more than 150,000 inhabitants	26%	33%	16%	13%	12%	100%
GENDER	Male	28%	16%	15%	7%	35%	100%
	Female	26%	17%	7%	11%	39%	100%
AGE	15 - 34 years	27%	16%	10%	10%	38%	100%
	35 - 54 years	25%	19%	11%	7%	38%	100%
	55 +	31%	12%	15%	10%	32%	100%
EDUCATION LEVEL ⁹	Low level	20%	12%	7%	11%	50%	100%
	High level	37%	23%	17%	6%	17%	100%
EMPLOYMENT STATUS	Employed	31%	17%	12%	8%	33%	100%
	Unemployed /non active	21%	16%	9%	10%	44%	100%
GEOGRAPHIC AREA	North-East	36%	16%	12%	16%	20%	100%
	South-East	28%	20%	12%	8%	32%	100%
	West	10%	1%	3%	1%	86%	100%
TOTAL		27%	16%	11%	9%	37%	100%

Note: Row percentages may not total 100 due to rounding

Among the reasons why the European Union is positively perceived, nearly one in three of those who had a positive image of the EU (30%) spontaneously cited the Developed Economy of EU countries. Others also talked about democracy, freedom, peace & security (16%) and human rights protection (8%).

Negative attitudes towards the EU were mostly associated with the EU's passive role towards the Karabakh region conflict (23% of those who had a negative image of EU). Many Azerbaijanis who dislike the EU perceive it as practising double standards (14%), giving false promises (12%), operating only on its own interests (12%) and in general as a formal institution, whose activities do not have any effect (9%). In some cases Azerbaijanis explained their negative perception by virtue of the EU's negative attitude towards Islam and in general Muslim countries (7%). Those unfavourable to the EU also mentioned that the EU threatens the culture, traditions and national values of their country (4%).

The neutral position towards EU is mainly the result of a lack of information (8% of those who had a neutral image about the EU) or a lack of interest (12%). Some "neutral" Azerbaijanis were in fact negatively inclined – as they perceive that the EU has double standards (7%), gives false promises (9%), is not objective regarding some political issues (7%), and is not to be trusted (6%).

⁹ Low level: fewer or equal to 11 years of education; High level: more than 11 years of education.

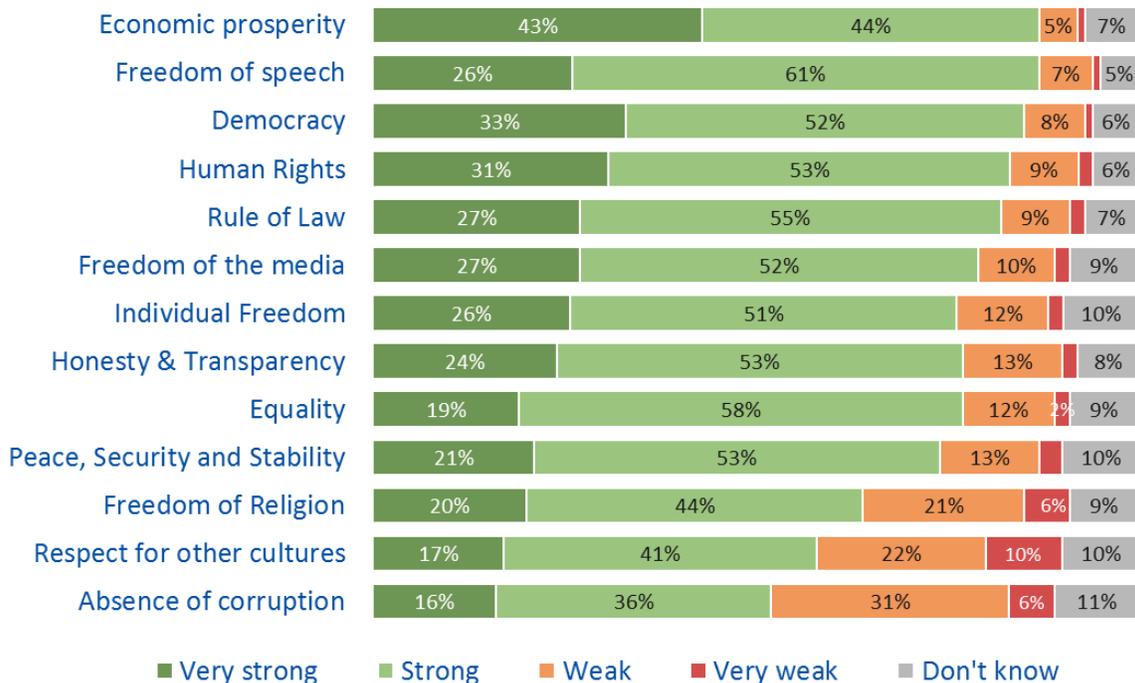
3.2.2 Value Associated with the EU

This section looks at the values that residents of Azerbaijan most commonly associate with the European Union. The results refer to those who have heard about the European Union (63% of target population).

Respondents were asked to name these values spontaneously. About one third of respondents named freedom of speech/freedom of expression (33%) and rule of law/judicial sector/protection of human rights (31%). One quarter also associates the EU with issues of democracy (26%) and economic development & prosperity/financial stability (25%).

These findings were confirmed by the assessment of the extent to which the European Union represents certain values: values most strongly linked with the EU are almost the same as values spontaneously named above: economic prosperity (87%), freedom of speech (87%) democracy (85%) human rights (84%) and rule of law (82%). According to Azerbaijanis, freedom of religion (64%), respect for other cultures (58%) and absence of corruption (52%) have a weaker association with the EU.

Q2.3 - To what extent does the European Union represent the following values for you?*



*Percentages refer to Azerbaijanis who have heard about EU

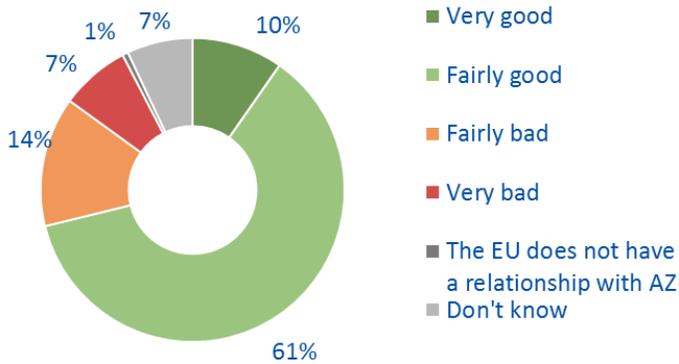
At the same time, respondents were asked about the most important values in their country. Three out of the top five priority values – namely freedom of speech, human rights and democracy – are also associated with the EU, while this is not the case for the other two – peace, security & stability and honesty & transparency.

TABLE 3. The Most Important Values in Azerbaijan

Q2.4 - Which of the following values are most important to you? Indicate the 3 most important values.			
	First	Second	Third
Freedom of speech	20%	9%	7%
Peace, Security and Stability	15%	12%	12%
Human Rights	14%	12%	10%
Democracy	10%	10%	9%
Honesty & Transparency	9%	12%	8%
Economic prosperity	5%	6%	10%
Rule of Law	5%	8%	6%
Absence of corruption	5%	7%	12%
Freedom of Religion	5%	7%	6%
Equality	2%	4%	5%
Individual Freedom	1%	3%	3%
Freedom of the media	1%	2%	3%
Respect for other cultures	1%	2%	3%

3.3. EU Relations with Azerbaijan

Q2.5 - In general, how would you describe the relations that the European Union has with your country?*



*Percentages refer to Azerbaijanis who have heard about EU

Seven out of ten (71%) of those Azerbaijani citizens who have heard about the EU believe that the EU's relations with Azerbaijan are good. One fifth or the population believes that the EU's relations with Azerbaijan are bad (21%) and only a minority has no defined opinion (7%).

A positive perception of the EU is higher among the residents of small towns (75%) compared to the residents of middle size or large cities (67-68%). Women also assess EU relations with their country in a more positive way than male residents (77% and 65% respectively).

TABLE 3. The EU's Relations with Azerbaijan

Q2.5 - In general, how would you describe the relations that the European Union has with your country?					
		Good	Bad	DK / No relations	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	75%	20%	5%	100%
	Between 20,000 - 150,000 inhabitants	67%	19%	14%	100%
	Equal or more than 150,000 inhabitants	68%	23%	9%	100%
GENDER	Male	65%	28%	7%	100%
	Female	77%	14%	9%	100%
AGE	15 - 34 years	73%	19%	8%	100%
	35 - 54 years	70%	23%	7%	100%
	55 years and over	70%	21%	9%	100%
EDUCATION LEVEL ⁹	Low level	72%	19%	9%	100%
	High level	70%	23%	7%	100%
EMPLOYMENT STATUS	Employed	71%	21%	8%	100%
	Unemployed /non active	71%	22%	7%	100%
GEOGRAPHIC AREA	North-East	73%	18%	9%	100%
	South-East	71%	23%	7%	100%
TOTAL		71%	21%	8%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Azerbaijanis who have heard about EU.

3.3.1. Awareness and Effectiveness of EU Financial Support

This section looks at how Azerbaijanis see the financial support of the European Union to their country, and results refer only to those who have heard about the European Union (63% of target population).

Among Azerbaijanis who have heard about the EU (63% of target population), only one third (36%) is aware of the financial support provided to their country (22% if we consider the whole target population) while the majority of residents (64% - 41% if we consider the whole target population) thinks that the EU does not support Azerbaijan financially, or has no information at all (30% and 34% respectively).

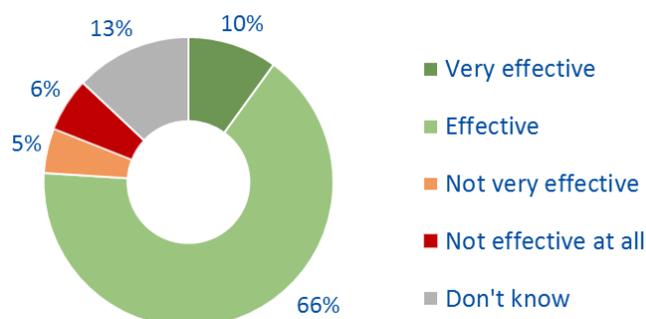
Employed residents (38%) are more informed than the unemployed/inactive (31%). The population of large cities appears to be much less aware than inhabitants of smaller cities (27% compared to 43-49%).

TABLE 4. European Union provides Azerbaijan with financial support for cooperation programmes

Q2.6 - As far as you know, does the European Union provide your country with financial support for cooperation programmes?					
		Yes	No	Don't Know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	43%	18%	40%	100%
	Between 20,000 - 150,000 inhabitants	49%	21%	30%	100%
	Equal or more than 150,000 inhabitants	27%	43%	30%	100%
GENDER	Male	36%	33%	31%	100%
	Female	35%	28%	37%	100%
AGE	15 - 34 years	37%	31%	32%	100%
	35 - 54 years	34%	31%	35%	100%
	55 years and over	35%	27%	38%	100%
EDUCATION LEVEL ⁹	Low level	34%	30%	37%	100%
	High level	38%	31%	31%	100%
EMPLOYMENT STATUS	Employed	38%	30%	32%	100%
	Unemployed /non active	31%	30%	39%	100%
GEOGRAPHIC AREA	North-East	33%	28%	40%	100%
	South-East	35%	33%	32%	100%
TOTAL		36%	30%	34%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Azerbaijanis who have heard about EU.

Q2.6.1 - How effective do you think the support has been?*



*Percentages refer to Azerbaijanis who aware of the EU's financial support for cooperation programmes

In general, the majority (76%) of those who knew about EU support found its activities effective (10% very good and 66% fairly good), while only one in ten (11%) deems the EU support ineffective (5% fairly bad and 6% very bad).

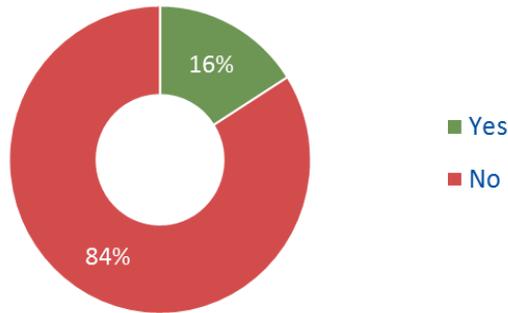
Those living in large cities are much less positively disposed towards the beneficial effect of EU support than dwellers of small and medium size settlements (62% and 84% respectively). Females felt that the EU support was effective (80%) more than males (72%).

TABLE 5. Effectiveness of EU Support

Q2.6.1 - How effective do you think the support has been?					
		Effective	Not effective	Don't Know	Total
SETTLEMENT SIZE	Less than 150,000 inhabitants	84%	9%	7%	100%
	Equal or more than 150,000 inhabitants	62%	13%	25%	100%
GENDER	Male	72%	14%	14%	100%
	Female	80%	7%	13%	100%
AGE	15 - 34 years	77%	11%	12%	100%
	35 years and over	76%	10%	14%	100%
EDUCATION LEVEL ⁹	Low level	71%	10%	19%	100%
	High level	79%	11%	10%	100%
EMPLOYMENT STATUS	Employed	78%	10%	12%	100%
	Unemployed /non active	71%	11%	18%	100%
GEOGRAPHIC AREA	North-East	80%	3%	17%	100%
	South-East	74%	13%	13%	100%
TOTAL		76%	11%	13%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Azerbaijanis who aware of the EU's financial support for cooperation programmes

Q2.8 - Do you know of any specific programmes financed by the European Union in your country?*



*Percentages refer to Azerbaijanis who have heard about EU

Awareness of particular programmes financed by the EU is very low among those who have heard about the EU - only 16% stated that they have heard about such programmes.

The EU programme that was the most commonly cited was TRACECA “Transport Corridor Europe Caucasus Asia corridor” (16%), while 6% of the population also recalled educational programmes, such as “Erasmus”, “Erasmus Mundus”, and “Erasmus+”. A few mentioned programmes generally related to education & culture, oil & gas, humanitarian aid, construction / rehabilitation programmes, etc.

Very few respondents (4%) have personally been (or know someone) involved in recent EU-funded projects.

The majority (57%) of the informed population deemed EU support helpful for the economic development of Azerbaijan. Almost half of the population thought that trade had improved (48%), tourism increased (46%) and law had been better enforced (45%) as a result of EU support. Employment (20%), corruption (22%) and agriculture (31%) were the least named benefits. About four out of ten valued the EU support effective in nearly all the other fields.

TABLE 6. Benefits from current EU support

Q2.9 - To what extent would you say that your country has benefitted from the current European Union support?						
	Very much	Fairly	Not very	Not at all	Don't know	Total
Greater economic development	13%	44%	29%	10%	4%	100%
Improved trade	11%	37%	27%	18%	8%	100%
More tourism	13%	33%	29%	16%	9%	100%
Better law enforcement	9%	36%	35%	13%	8%	100%
Access to more products & services	12%	32%	26%	18%	12%	100%
Better education	12%	32%	33%	16%	7%	100%
Improved democracy	7%	34%	39%	13%	6%	100%
Improved quality of the justice system	8%	33%	34%	13%	12%	100%
Improved infrastructure	12%	27%	31%	21%	8%	100%
Improved quality of health-care system	9%	30%	38%	15%	8%	100%
Improved agricultural production	7%	24%	35%	26%	8%	100%
Less corruption	4%	18%	32%	38%	8%	100%
Greater employment opportunities	4%	16%	24%	49%	7%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Azerbaijanis who have heard about EU.

One fifth of Azerbaijanis thinks that the European Union should play a greater role in the political sector (22%) and in investment issues (22%). One tenth of the population also mentioned education & science (10%) and the oil & gas (9%) sectors. A more active role of the EU in tourism and visa-free regime, culture & sport, trading issues, commodity import-export issues, etc. was also favoured.

Respondents were also asked to compare the support provided by different International Organisations with the support provided by the EU.

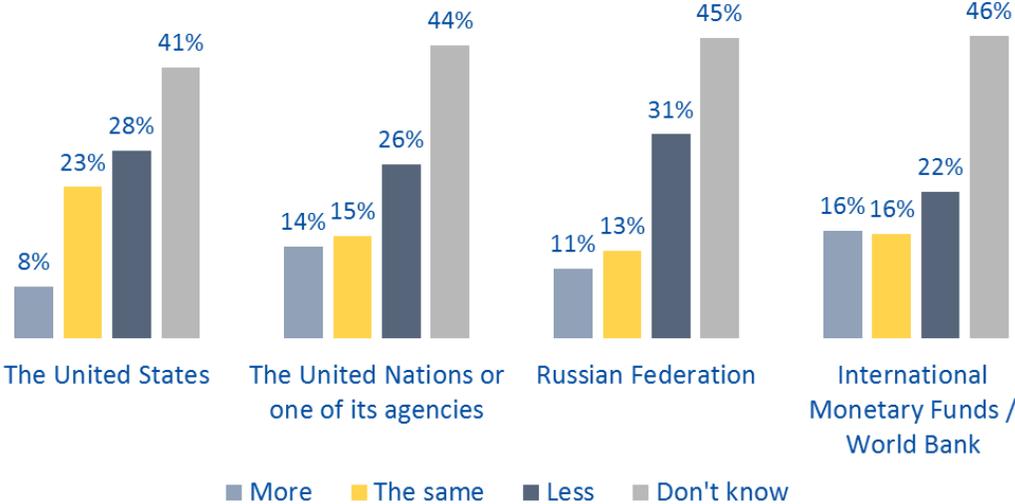
A large part of the population that has heard about the EU, about four out of ten, did not have a clear position regarding this issue.

Three out of ten (31%) believed that the EU provided more support to Azerbaijan than did the Russian Federation. Only two out of ten thought that the Russian Federation’s support was equal (13%) or greater (11%) to the support provided by the EU.

A similar share of the population thought that the EU support was greater than that of the US (28%) and the UN (26%); 23% rated it as similar to the support provided by the US and 15% by the UN.

As for the International Monetary Funds/World Bank, only one fifth (22%) of the citizens believed that the EU financial support exceeded that of the IMF. 16% thought that the EU and the IMF provided similar financial support, and the same share believed the IMF’s support to be greater than that of the EU.

Q2.7 - 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?*



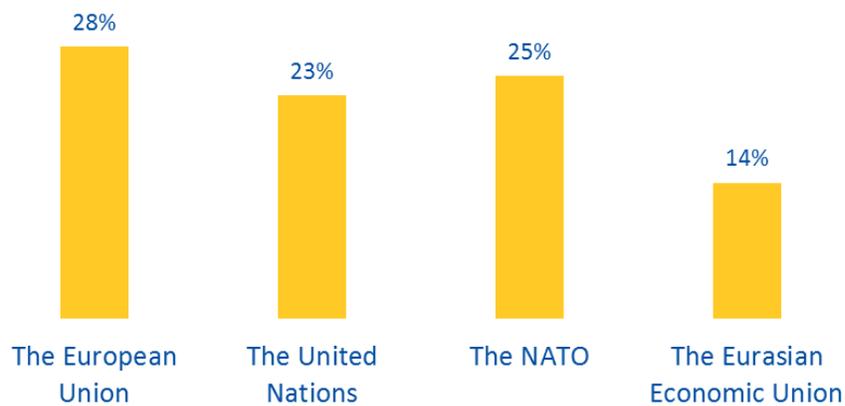
*Percentages refer to Azerbaijanis who have heard about EU

3.3.2. Trust towards Organisations

Residents of Azerbaijan appear to be quite sceptical towards international organisations. Trust in the Eurasian Union is extremely low: less than 15% of the population tends to trust it, while only a quarter of the population tends to trust international institutions such as the United Nations (23%) and NATO (25%). The European Union scores a slightly better result, as it is deemed reliable by 28% of the population.

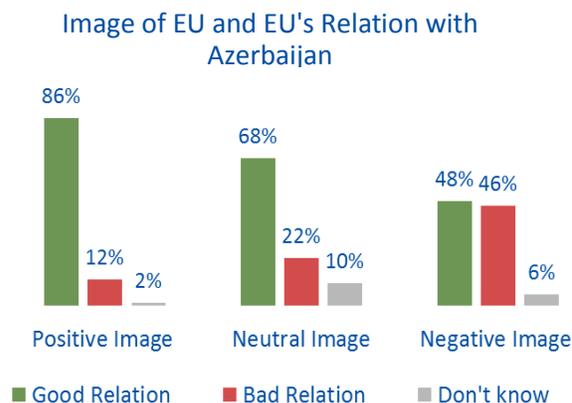
The cross-sectional analysis shows that socio-demographic groups tend to follow the same trend. Only more educated residents and North-Eastern dwellers tend to trust these institutions more (around 35% as regards the EU, around 30% as regards UN and NATO and around 20% as regards the Eurasian Economic Union).

Q2.12 - I would like to ask you a question about how much trust you have in certain institutions.
Percentage of population who tend to trust



Attitudes towards the EU: a snapshot

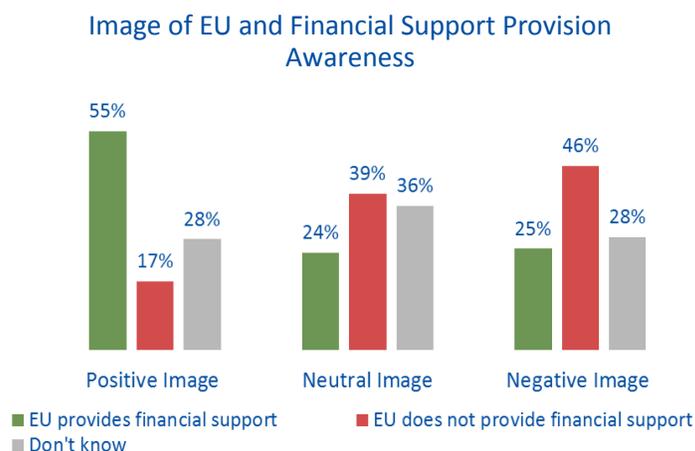
Azerbaijani residents' perceived image of the EU has a clear relation to their consistency of opinion about the EU.



Looking at attitudes according to image of the EU, the proportion of those who deemed the EU relations with Azerbaijan to be good was the highest (86%) among those who held a positive image of the European Union, followed by those who had a neutral (68%) and then negative image (48%).

Differences between the positively and negatively oriented populations were even more pronounced when assessing the awareness of the financial support provided by the EU and their level of trust in the EU. Those who have a negative image about the EU were more likely to think that the EU did not provide financial support to Azerbaijan (46% as compared to 17% of the population with a positive stance) and, especially, to share the lowest levels of trust in the EU. Overall, only 17% in this group tended to trust the EU versus 68% of those who claimed they had a positive image of the EU.

As for those sharing a neutral image, seven out of ten of those belonging to this group deemed positively the EU's relations with Azerbaijan (68%), four out of ten (39%) was aware of the financial support provided by the EU, but only 27% was willing to trust the EU.



3.4 Sources of Information

3.4.1. Internet & Social Media Usage

The proportion of the population having an Internet connection is quite low in Azerbaijan - only half of those asked have a computer connected to the Internet (50%) at home, and only one fifth (20%) at work. Urbanisation is an important socio-economic factor that influences computer ownership. Naturally, there is higher percentage of PC ownership in large cities (67%) and medium settlements (50%), while only four out of ten (38%) small town residents have a computer at home that is connected to the Internet. Younger people are more likely have a computer connected to the Internet (55%) than older people (44-48%), just as employed people (55%) are more likely than unemployed/inactive people (41%). Computer ownership is more common in the North-East (55%) of the country than in the South-East (49%) or in the West (46%).

TABLE 7. Percentage of population who have a computer with Internet at home or work

Q3.1.1 - Do you have a computer at home connected to the Internet? Q3.1.2 - Do you have a computer at work connected to the Internet?			
		Computer at home	Computer at work
SETTLEMENT SIZE	Less than 20,000 inhabitants	38%	15%
	Between 20,000 - 150,000 inhabitants	50%	24%
	Equal or more than 150,000 inhabitants	67%	24%
GENDER	Male	48%	25%
	Female	51%	15%
AGE	15 - 34 years	55%	22%
	35 - 54 years	44%	17%
	55 years and over	48%	20%
EDUCATION LEVEL ⁹	Low level	37%	9%
	High level	69%	36%
EMPLOYMENT STATUS	Employed	55%	32%
	Unemployed /non active	41%	0%
GEOGRAPHIC AREA	North-East	55%	21%
	South -East	49%	21%
	West	46%	13%
TOTAL		50%	20%

The most popular social network among Azerbaijan residents is Facebook – four out of ten (38%) are Facebook users. Instagram (20%) and Odnoklassniki (18%) are equally popular among computer users.

More than half of young people follow Facebook (58%) while 34% use Instagram and 27% Odnoklassniki. Older people aged 55 years and over are least likely to use them (respectively 12%, 4% and 6%). Men are more likely to have social network accounts (Facebook 44%, Odnoklassniki 27%) than women (Facebook 32% and Odnoklassniki 8%). Facebook popularity is similar in medium (43%) and large settlements (44%), while Instagram usage is most common for large city residents (31%). Instagram is a popular choice in the North-East (24%) and South-East part (21%) of the country, while only one tenth (9%) of Western region dwellers has an Instagram account.

Q3.1.3 - Do you have accounts with any of the following?
People with a Social Media account

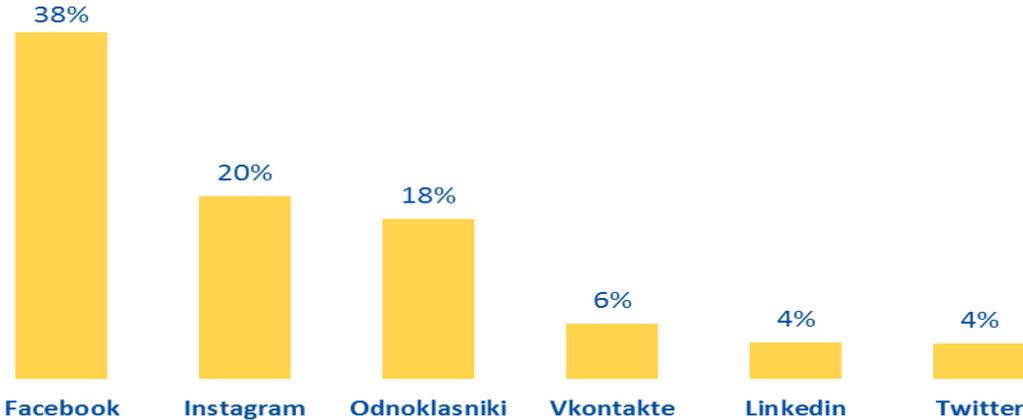


TABLE 8. People with a Social Media account

Q3.1.3 - Do you have accounts with any of the following?							
		Facebook	Twitter	Instagram	LinkedIn	Vkontakte	Odnoklassniki
SETTLEMENT SIZE	Less than 20,000 inhabitants	33%	4%	14%	5%	6%	18%
	Between 20,000 - 150,000 inhabitants	43%	5%	18%	1%	3%	21%
	Equal or more than 150,000 inhabitants	44%	4%	31%	4%	7%	16%
GENDER	Male	44%	6%	22%	6%	10%	27%
	Female	32%	2%	18%	3%	3%	8%
AGE	15 - 34 years	58%	6%	34%	6%	10%	27%
	35 - 54 years	26%	2%	10%	3%	4%	11%
	55 years and over	12%	1%	4%	1%	1%	6%
EDUCATION LEVEL ⁹	Low level	29%	2%	14%	2%	4%	17%
	High level	51%	6%	30%	7%	10%	19%
EMPLOYMENT STATUS	Employed	45%	5%	20%	6%	7%	20%
	Unemployed /non active	27%	2%	20%	1%	5%	14%
GEOGRAPHIC AREA	North-East	36%	4%	24%	9%	9%	21%
	South-East	38%	8%	21%	3%	6%	16%
	West	40%	3%	9%	1%	2%	18%
TOTAL		38%	4%	20%	4%	6%	18%

Television is the most popular media channel in Azerbaijan – four out of five (80%) residents watch it every day and one tenth (12%) 2-3 times in a week. Watching TV via the Internet is less frequent in Azerbaijan – 69% of the population stated that it never uses (63%) this source or has no access to this source at all (6%).

As for the Internet, only one third (32%) of the population visits different websites and blogs daily, and three out of ten (29%) use social networks with the same frequency.

Radio and printed press are an even less popular choice, with only one fifth of the population listening to the radio (19%) and reading the printed press (21%) at least 2-3 times a week.

TABLE 9. Frequency of Media Usage

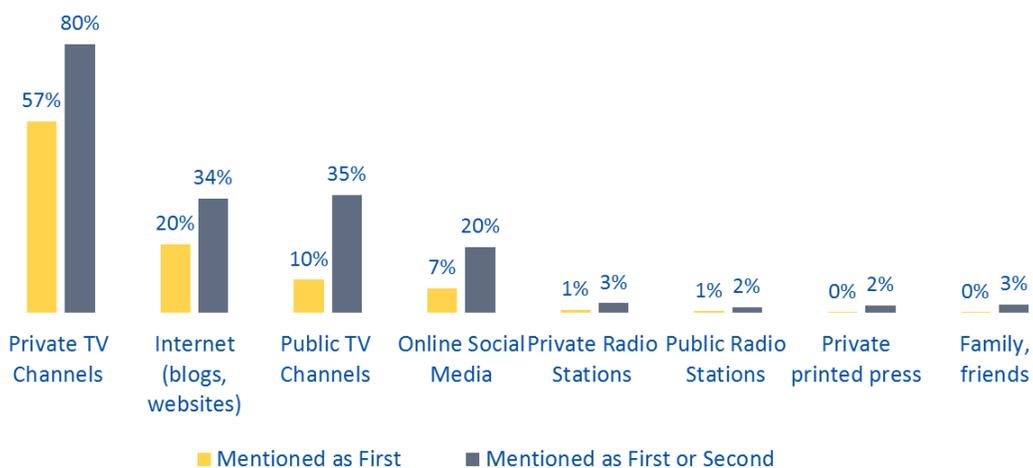
Q3.2 - Could you tell me to what extent you...?								
	Everyday/ Almost everyday	2-3 times a week	About once a week	2-3 times a month	Less often	Never	No access / DK	Total
Watch television on a TV set	80%	12%	4%	1%	1%	2%	1%	100%
Use the Internet (websites, blogs)	32%	15%	6%	2%	4%	35%	5%	100%
Use online social networks	29%	11%	4%	1%	2%	48%	5%	100%
Listen to the radio	11%	8%	5%	10%	21%	41%	4%	100%
Watch television via the Internet	7%	6%	4%	5%	10%	63%	6%	100%
Read the printed press	13%	8%	7%	9%	20%	40%	2%	100%

Note: Row percentages may not total 100 due to rounding

3.4.2. Information Sources for Political News

When we focus on the “first” source of information mentioned by Azerbaijan residents, private TV channels appear to be the top informant on national political matters (57%), while public television is named by only one tenth (10%) of the population. The second important source is the Internet – one fifth (20%) of the population uses blogs and websites for information purposes, while only 7% rely on social media networks.

Q3.3 - Where do you get most of your news on national political matters? Firstly? Secondly?



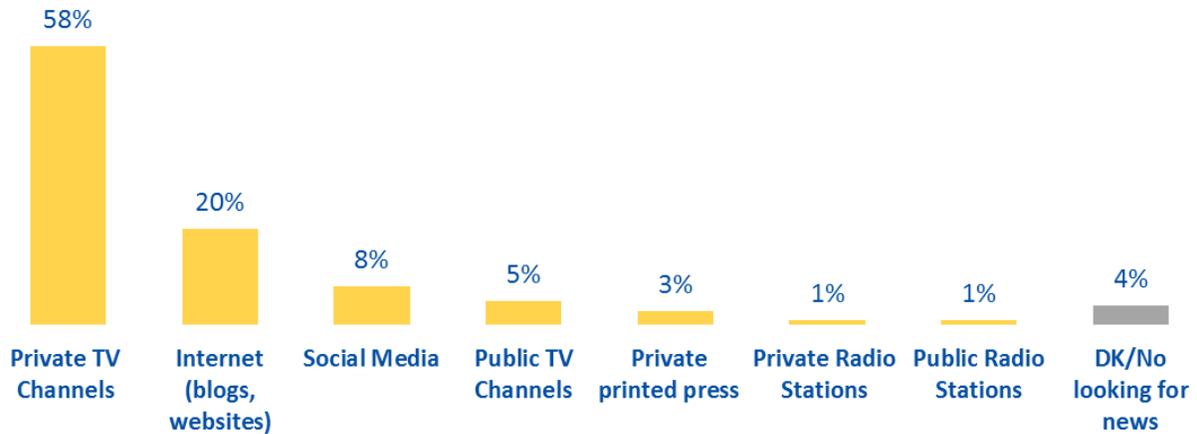
Private television as a source of information about political matters is of particular importance for reaching people living in the Western parts of the country (80%). Furthermore, It is more popular among middle aged and older (67% and 68%) than among younger respondents (46%). Youngsters are much more oriented to use the Internet to read political news (29% compared to 11-14% among older people). The Internet seems to be an effective way for reaching also the more educated and employed people (31% and 25% respectively), residents of large cities (34%) and citizens from north-eastern parts of the country (29%). On the other hand, private TV is more popular among unemployed/inactive (63%) and less educated people (65%), in smaller towns (63%) and among women (65%).

TABLE 10. Public TV channels and Internet mentioned as first Source for News on National Political Matters

Q3.3 - Where do you get most of your news on national political matters? Firstly?			
		Private TV Channels	Internet
SETTLEMENT SIZE	Less than 20,000 inhabitants	63%	13%
	Between 20,000 - 150,000 inhabitants	49%	14%
	Equal or more than 150,000 inhabitants	53%	34%
GENDER	Male	50%	24%
	Female	65%	17%
AGE	15 - 34 years	46%	29%
	35 - 54 years	67%	14%
	55 and over	68%	11%
EDUCATION LEVEL ⁹	Low level	65%	14%
	High level	47%	31%
EMPLOYMENT STATUS	Employed	54%	25%
	Unemployed /non active	63%	13%
GEOGRAPHIC AREA	North-East	46%	29%
	South-East	56%	21%
	West	80%	4%
TOTAL		57%	20%

When asked to assess the credibility of media sources, the majority of Azerbaijan residents again named private TV channels (58%) as the most reliable source of information, followed by Internet (20%).

Q3.4 - Which source of information do you trust the most when looking for news on political matters?



Private TV was regarded as trustworthy mostly by smaller settlement residents, women, unemployed/inactive, older people, and citizens with a lower level of education. Western Azerbaijanis were also inclined to find private TV much more reliable than North-East and South-East residents (77%, 58% and 45% respectively).

The Internet is considered a more reliable source for people living in the large settlements, youngsters and citizens with a higher level of education.

TABLE 11. Most Reliable Sources for News on Political Matters

Q3.4 - Which source of information do you trust the most when looking for news on political matters?							
		Private TV Channels	Internet	Social Media	Other	DK/No looking for news	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	61%	11%	11%	12%	5%	100%
	Between 20,000 - 150,000 inhabitants	53%	13%	9%	23%	3%	100%
	Equal or more than 150,000 inhabitants	54%	35%	3%	5%	2%	100%
GENDER	Male	49%	23%	11%	16%	2%	100%
	Female	66%	17%	5%	7%	5%	100%
AGE	15 - 34 years	46%	27%	14%	7%	6%	100%
	35 - 54 years	66%	15%	3%	15%	1%	100%
	55 years and over	71%	10%	0%	15%	3%	100%
EDUCATION LEVEL ⁹	Low level	65%	13%	7%	11%	4%	100%
	High level	46%	31%	9%	11%	3%	100%
EMPLOYMENT STATUS	Employed	53%	23%	9%	13%	2%	100%
	Unemployed /non active	66%	14%	6%	9%	6%	100%
GEOGRAPHIC AREA	North-East	45%	26%	15%	10%	4%	100%
	South-East	58%	21%	5%	13%	3%	100%
	West	77%	4%	9%	4%	5%	100%
TOTAL		58%	20%	8%	10%	4%	100%

Note: Row percentages may not total 100 due to rounding

Nine out of ten (92%) people think that TV forms public opinion (very much - 63%, fairly - 29%). Other influential media channels, according to Azerbaijan citizens, are Internet websites (73%) and social media (70%). The radio and the printed press seem to be generally less effective than the other media (42% and 38%).

TABLE 12. Mass Media Influence on Public Opinion

Q3.5 - In your opinion, to what extent does your country's mass media influence public opinion?						
	Very Much	Fairly Much	Not Very Much	Not Much at all	Do Not Know	Total
Television	63%	29%	4%	2%	3%	100%
Websites	46%	27%	8%	1%	17%	100%
Printed Press	7%	31%	38%	14%	11%	100%
Radio	8%	34%	37%	10%	10%	100%
Social Media	38%	32%	11%	3%	15%	100%

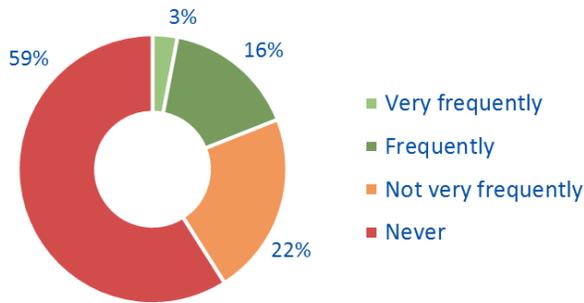
Note: Row percentages may not total 100 due to rounding

Nearly all Azerbaijanis (95%) rely primarily on local media to get news on national and international matters. One fifth relies on foreign media in Russian (19%) and only one out of ten (9%) on foreign media in other languages.

3.4.3. Information Sources for the EU

This section looks at sources of information about the European Union and results refer to those Azerbaijanis who have heard about European Union (63% of target population).

Q3.7 - How often do you look for/ access information on the EU?*



*Percentages refer to Azerbaijanis who have heard about EU

When asked about their preferred sources of information about the EU, six out of ten (59%) residents who have heard about EU admitted that they never look for information on the EU, and two out of ten (22%) stated that they do it only occasionally. Searching for information about the EU is more common for young people (23% of them look frequently or very frequently as compared to 15% among older people).

Among those who frequently look for information on the EU, Azerbaijani (77%) is the preferred language for searching for information, while only 10% uses

Russian and 2% English. When asked about the main topics of interest about the EU, social and political issues, economy and development, education, science, technology and innovations were the most frequently named issues. Azerbaijanis who frequently look for information on the EU were quite satisfied with the level of information gathered; 65% often find the information that they are looking for regarding the EU. The information on the European Union was also assessed in terms of accessibility, user-friendliness and comprehensiveness. Eight out of ten (80%) of the EU-curious population deemed the information very easily accessible. The majority considered it user-friendly (69%), and a lower share (57%) rated its comprehensiveness as good.

Furthermore, Azerbaijanis who do not look for information about the EU very frequently, or at all, said that if they were to search for information on the EU, they would use the Internet (52%).

Nearly every second resident (48%) of Azerbaijan stated that they had seen or heard information about the EU in the last three months. Small town residents (64%), men (51%), more educated people (52%) and those living in the north-east (64%) have been relatively more exposed to information about the EU than the other socio-demographic segments.

TABLE 13. Heard any Information about the EU in the Last Three Months

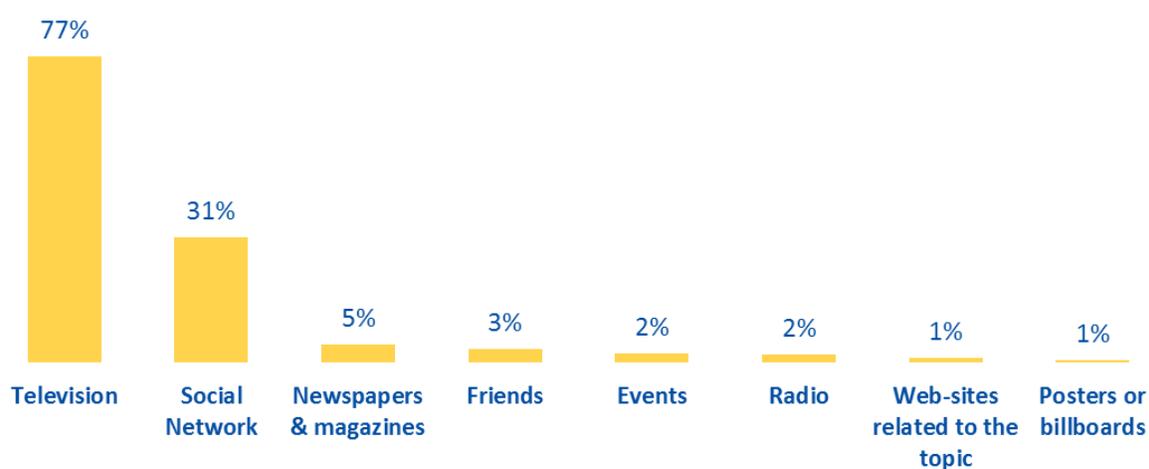
Q3.10 - Have you seen or heard any information about the EU in the last three months?				
		Yes	No	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	64%	36%	100%
	Between 20,000 - 150,000 inhabitants	45%	55%	100%
	Equal or more than 150,000 inhabitants	34%	66%	100%
GENDER	Male	51%	49%	100%
	Female	44%	56%	100%
AGE	15 - 34 years	50%	50%	100%
	35 - 54 years	45%	55%	100%
	55 years and over	46%	54%	100%
EDUCATION LEVEL ⁹	Low level	43%	57%	100%
	High level	52%	48%	100%
EMPLOYMENT	Employed	49%	51%	100%
	Unemployed /non active	44%	56%	100%
GEOGRAPHIC AREA	North - East	64%	37%	100%
	South –East	40%	60%	100%
TOTAL		48%	52%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Azerbaijanis who have heard about EU.

Television (77%) was the most frequently mentioned source of information for those who had heard about the EU in the past three months. The second most popular source (31%) appeared to be social networks. Only few residents (1-5%) gathered information from other sources.

Q3.10.1 - People who have seen or heard any information about the EU in the last three months: Where or from whom?

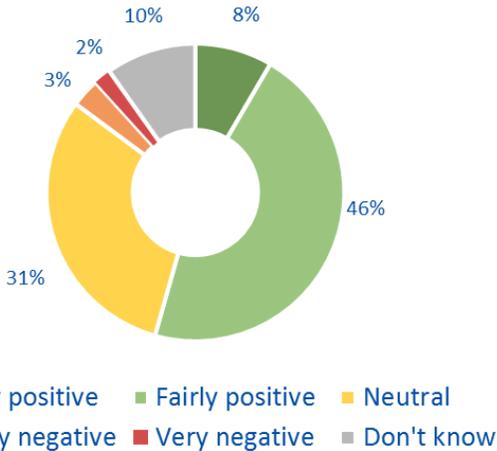
(Multiple answers were possible)



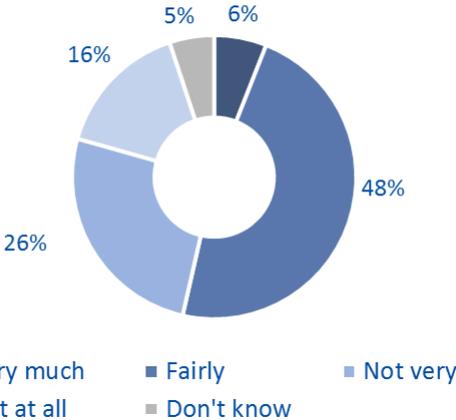
The usage of EU informational websites¹⁰ is very low in Azerbaijan. The Facebook page of the European Union is the most accessed site, however it is visited by only 8% of those who have heard about EU. Other EU websites, portals and social media visits add up to barely 5%.

Furthermore, respondents were asked to evaluate the image of the EU on national media. Overall more residents think that the EU is presented in a positive way (54%) than in a negative way (5%). One out of three Azerbaijanis feel that the national media presented the European Union objectively. However, barely 6% feel that what they read or watch significantly influences their perception of the EU, while half (48%) admits it ‘fairly’ has an influence. According to the cross-sectional analysis, there are no important differences among the socio-demographic groups.

Q3.8 - In general how would you say the EU was presented in the national media?*



Q3.9 - To what extent does what you read, watch or access on-line have an influence on your perception of the EU?*



*Percentages refer to Azerbaijanis who have heard about EU

¹⁰ EU institutions’ websites; EU Delegation website; EU projects’ website; EU Neighbourhood Info Centre portal; EU Twitter; EU Facebook.

TABLE 14. Influence on perception about the EU

Q3.9 - To what extent does what you read, watch or access on-line have an influence on your perception of the EU?					
		Influenced	Not Influenced	Don't know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	51%	44%	5%	100%
	Between 20,000 - 150,000 inhabitants	57%	30%	13%	100%
	Equal or more than 150,000 inhabitants	55%	42%	3%	100%
GENDER	Male	50%	45%	5%	100%
	Female	57%	38%	5%	100%
AGE	15 - 34 years	54%	39%	7%	100%
	35 - 54 years	51%	45%	4%	100%
	55 years and over	58%	40%	3%	100%
EDUCATION LEVEL ⁹	Low level	55%	41%	4%	100%
	High level	52%	42%	6%	100%
EMPLOYMENT STATUS	Employed	54%	41%	5%	100%
	Unemployed /non active	52%	43%	6%	100%
GEOGRAPHIC AREA	North – East	49%	47%	4%	100%
	South –East	56%	38%	6%	100%
TOTAL		54%	41%	5%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Azerbaijanis who have heard about EU.

More than half of the population (52%) is satisfied with the level of information provided by the government on EU-related topics. On the other hand, four out of ten (39%) residents do not share that point of view. Cross-sectional analysis doesn't show important differences among socio-demographic segments.

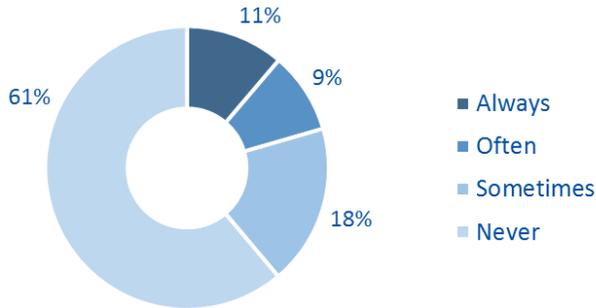
TABLE 15. Government Informing Public about Topics Related to the EU

Q3.14 - How well does your country government inform you about topics related to the EU?					
		Well	Not well	Don't know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	50%	43%	7%	100%
	Between 20,000 - 150,000 inhabitants	48%	34%	18%	100%
	Equal or more than 150,000 inhabitants	54%	36%	11%	100%
GENDER	Male	50%	40%	10%	100%
	Female	53%	37%	10%	100%
AGE	15 - 34 years	49%	38%	13%	100%
	35 - 54 years	55%	39%	6%	100%
	55 years and over	51%	39%	11%	100%
EDUCATION LEVEL ⁹	Low level	52%	39%	9%	100%
	High level	51%	39%	11%	100%
EMPLOYMENT STATUS	Employed	53%	37%	11%	100%
	Unemployed /non active	49%	43%	9%	100%
GEOGRAPHIC AREA	North-east	56%	35%	9%	100%
	South-east	50%	40%	10%	100%
TOTAL		52%	39%	10%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Azerbaijanis who have heard about EU.

3.4.4. Russian TV Channels

Q3.15 - Do you watch Russian TV channels, read Russian newspapers or visit Russian news portals online?



Russian TV channels, newspapers and news portals are not popular in Azerbaijan. 61% of the population stated that they never follow Russian media. Only one fifth (20%) claimed that they follow Russian media channels always or often.

Russian media is more popular in large cities than in small or medium settlements – 28% follow Russian media always or often in large cities, while in medium-sized settlements the figure is 20%, and in small towns 15%. Russian media channels are very

unpopular among the population living in the Western parts of Azerbaijan, where only 5% follows Russian media always or often.

TABLE 16. Consuming Russian TV channels, Russian newspapers or Russian news portals online

Q3.15 - Do you watch Russian TV channels, read Russian newspapers or visit Russian news portals online?		Always	Often	Sometimes	Never	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	6%	9%	16%	69%	100%
	Between 20,000 - 150,000 inhabitants	5%	16%	24%	56%	100%
	Equal or more than 150,000 inhabitants	21%	7%	20%	52%	100%
GENDER	Male	13%	11%	19%	57%	100%
	Female	9%	7%	18%	65%	100%
AGE	15 - 34 years	8%	10%	17%	65%	100%
	35 - 54 years	12%	11%	18%	60%	100%
	55 years and over	18%	6%	23%	53%	100%
EDUCATION LEVEL ⁹	Low level	8%	9%	12%	71%	100%
	High level	16%	10%	27%	47%	100%
EMPLOYMENT STATUS	Employed	12%	11%	23%	54%	100%
	Unemployed /non active	10%	7%	11%	72%	100%
GEOGRAPHIC AREA	North-East	13%	15%	20%	53%	100%
	South –East	13%	8%	18%	61%	100%
	West	1%	4%	19%	76%	100%
TOTAL		11%	9%	18%	61%	100%

Note: Row percentages may not total 100 due to rounding

Among those who watch Russian TV, ORT (68%) tops the list of Russian channels, followed by NTV (57%) and RTR (55%). All together, the watching rate of other channels does not exceed 10%. The most popular type of

programmes on Russian TV channels are news and current affairs (61%) followed by documentaries/films (25%) and entertainment programmes (13%). More young residents tend to favour documentaries & films and entertainment programmes, while the older audience is keener to follow news and current affairs programmes. The residents of medium (72%) and large cities (75%) tend to be more interested in news while residents of small cities are also interested in films (35%) and entertainment programmes (22%).

TABLE 17. Mostly Followed Russian TV Programmes

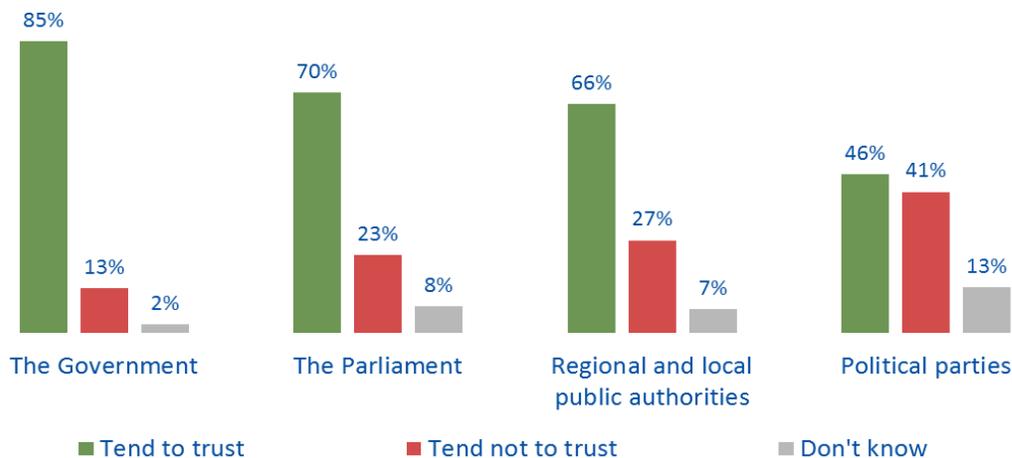
Q3.17 - If you watch Russian TV channels, do you mostly follow?						
		News and Current Affairs Programs	Entertainment	Documentaries and Films	No answer	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	42%	22%	35%	1%	100%
	Between 20,000 - 150,000 inhabitants	72%	8%	17%	3%	100%
	Equal or more than 150,000 inhabitants	75%	7%	18%	0%	100%
GENDER	Male	61%	11%	28%	0%	100%
	Female	60%	16%	23%	2%	100%
AGE	15 - 34 years	45%	22%	33%	1%	100%
	35 - 54 years	72%	6%	21%	0%	100%
	55 years and over	71%	7%	18%	4%	100%
EDUCATION LEVEL ⁹	Low level	56%	10%	33%	0%	100%
	High level	63%	16%	19%	2%	100%
EMPLOYMENT STATUS	Employed	64%	11%	24%	1%	100%
	Unemployed /non active	53%	20%	27%	0%	100%
GEOGRAPHIC AREA	North-East	46%	17%	36%	2%	100%
	South –East	66%	10%	22%	1%	100%
	West	70%	21%	10%	0%	100%
TOTAL		61%	13%	25%	1%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Azerbaijanis who watch Russian TV channels.

3.5. Country Evaluation and Future Expectations

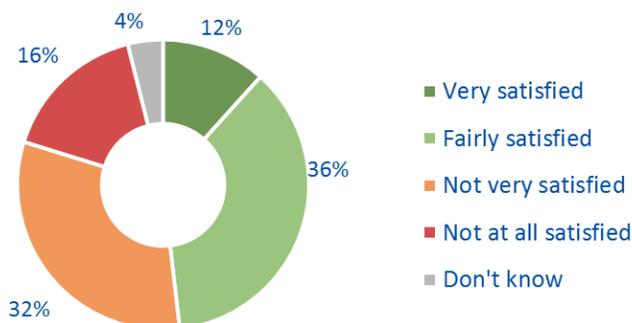
Trust in local political institutions is quite high in Azerbaijan. Eight out of ten (85%) residents tend to trust the government, 70% the national parliament and 66% regional and local public authorities. As for political parties, the view of the population was quite ambivalent, as the number of residents who tend to trust (46%) or tend not to trust (41%) them was nearly the same.

Q4.1 - Please tell us which is your level of trust for following institutions?



Trust is more widespread among women and in the North-East. Older people are more likely to trust parliament (75%) and government (92%), than young and middle aged people. Trust in government is lower among dwellers of the West (74%).

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 your country?



Politically, residents of Azerbaijan were equally split between those who felt fairly (36%) and very (12%) satisfied by the way democracy was functioning in Azerbaijan and those who had a quite negative (32%) or very negative (16%) view. Women are slightly more satisfied than men (51% and 45% respectively), just as employed people are more satisfied than the unemployed/inactive (51% and 43%). People living in medium size settlements (64%) expressed the most positive perception. A difference emerges among geographical areas as well, with dwellers of the South-East of the country being more satisfied.

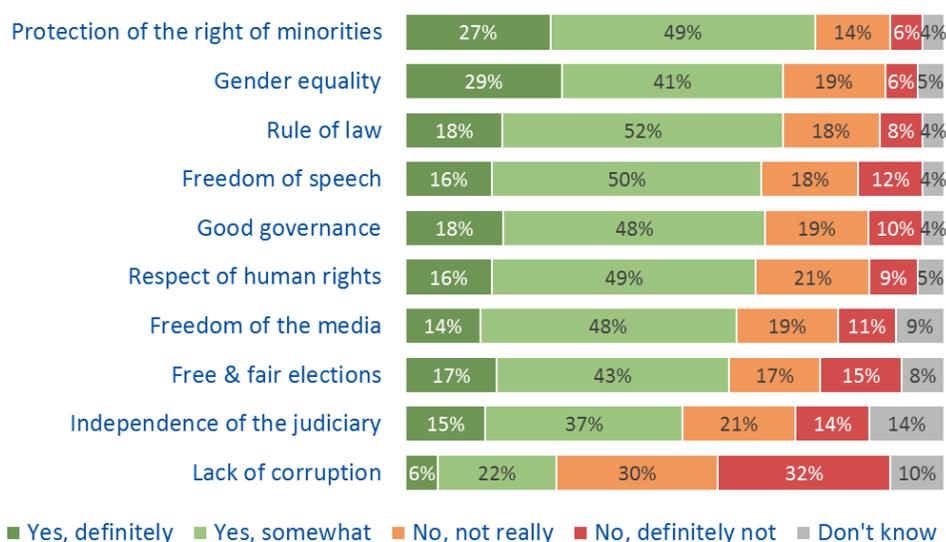
TABLE 18. Satisfaction with democracy

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 your country?					
		Satisfied	Not satisfied	Don't know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	43%	52%	5%	100%
	Between 20,000 - 150,000 inhabitants	64%	33%	1%	100%
	Equal or more than 150,000 inhabitants	49%	47%	3%	100%
GENDER	Male	45%	51%	4%	100%
	Female	51%	45%	4%	100%
AGE	15 - 34 years	47%	49%	4%	100%
	35 - 54 years	48%	47%	4%	100%
	55 years and over	50%	46%	4%	100%
EDUCATION LEVEL ⁹	Low level	47%	49%	4%	100%
	High level	50%	46%	4%	100%
EMPLOYMENT STATUS	Employed	51%	45%	3%	100%
	Unemployed /non active	43%	52%	5%	100%
GEOGRAPHIC AREA	North-East	38%	59%	4%	100%
	South –East	54%	42%	4%	100%
	West	42%	54%	4%	100%
TOTAL		48%	48%	4%	100%

Note: Row percentages may not total 100 due to rounding.

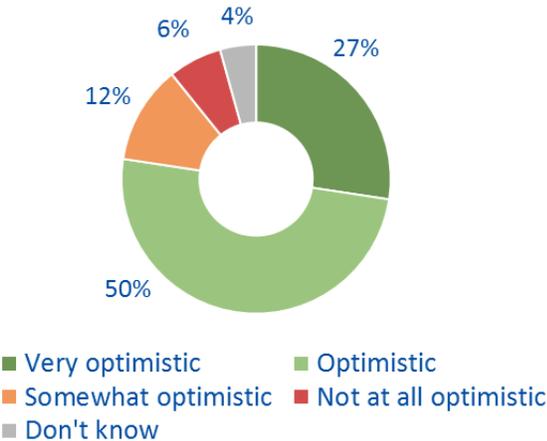
The most widely acknowledged elements of democracy that were felt to apply to Azerbaijan were protection of the right of minorities (76%), rule of law (70%), and gender equality (70%). On the other hand, the lack of corruption (28%) and independence of the judiciary (52%) were deemed more problematic issues in Azerbaijan.

Q4.4 - To what extent do you think that the following elements apply in your country?

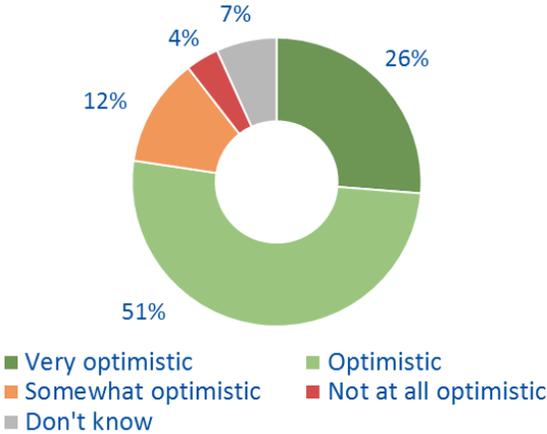


The high level of trust in local political institution is well reflected in the vision that the population shares about their future. Nearly eight out of ten Azerbaijanis (77%) are optimistic about the future of their country and their personal future. The share of pessimists does not exceed one fifth of the population in both cases.

Q4.5 - How optimistic are you about the future of your country?



Q4.6 - How optimistic are you about your personal future?



As regards the future of the country, the more optimistic age groups are the eldest (85% as compared to 73% of young and 79% of and middle-aged) and people living in middle and large settlements (84-85% as compared to 71%).

At geographical level, small and medium settlements dwellers and people living in the South-East are more positive about their personal and their country’s future than residents of other areas.

Finally, respondents were asked about the most pressing problems facing Azerbaijan: the vast majority spontaneously mentioned the conflict region (75%), followed by lack of employment opportunities (26%), corruption (7%) and low standards of living (7%).

TABLE 19. Optimism Regarding Country Future

Q4.5 - How optimistic are you about the future of your country?					
		Optimistic	Pessimistic	Don't know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	71%	23%	6%	100%
	Between 20,000 - 150,000 inhabitants	85%	14%	1%	100%
	Equal or more than 150,000 inhabitants	84%	12%	3%	100%
GENDER	Male	76%	19%	5%	100%
	Female	79%	17%	4%	100%
AGE	15 - 34 years	73%	22%	5%	100%
	35 - 54 years	79%	17%	5%	100%
	55 years and over	85%	12%	3%	100%
EDUCATION LEVEL ⁹	Low level	78%	17%	5%	100%
	High level	77%	20%	3%	100%
EMPLOYMENT STATUS	Employed	78%	19%	4%	100%
	Unemployed /non active	77%	18%	5%	100%
GEOGRAPHIC AREA	North-East	67%	24%	9%	100%
	South –East	81%	15%	3%	100%
	West	78%	21%	1%	100%
TOTAL		77%	18%	4%	100%

Note: Row percentages may not total 100 due to rounding.

TABLE 20. Optimism Regarding Personal Future

Q4.6 - How optimistic are you about your personal future?					
		Optimistic	Pessimistic	Don't know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	68%	21%	11%	100%
	Between 20,000 - 150,000 inhabitants	84%	14%	2%	100%
	Equal or more than 150,000 inhabitants	88%	9%	2%	100%
GENDER	Male	74%	19%	6%	100%
	Female	80%	12%	7%	100%
AGE	15 - 34 years	79%	14%	7%	100%
	35 - 54 years	76%	18%	6%	100%
	55 years and over	77%	16%	8%	100%
EDUCATION LEVEL ⁹	Low level	76%	16%	8%	100%
	High level	79%	16%	6%	100%
EMPLOYMENT STATUS	Employed	80%	15%	5%	100%
	Unemployed /non active	73%	17%	10%	100%
GEOGRAPHIC AREA	North-East	69%	20%	12%	100%
	South-East	80%	14%	6%	100%
	West	79%	17%	4%	100%
TOTAL		77%	16%	7%	100%

Note: Row percentages may not total 100 due to rounding.

Annex 1

Table 21: Auxiliary information

Calibration Variables	
SETTLEMENT SIZE	Less than 20,000 inhabitants
	Between 20,000 - 150,000 inhabitants
	Equal or more than 150,000 inhabitants
GENDER	Male
	Female
AGE	15 - 34 years
	35 - 54 years
	55 years and over
EMPLOYMENT STATUS	Employed
	Unemployed /non active
GEOGRAPHIC AREA	North –East
	South-East
	West

Table 22: Concatenation of the calibration variables

Variable 1	Variable 2	Variable 3	No. constraints
Geographical area	Gender	Age group	18
Geographical area	City size		9
Geographical area	Employment status		6

Table 23: Distribution of target population by geographic area and settlements size. Year 2015

Geographic Area	Settlement size	Population
North –East	Less than 20,000 inhabitants	993,617
	Between 20,000 - 150,000 inhabitants	312,333
	Equal or more than 150,000 inhabitants	230,818
South-East	Less than 20,000 inhabitants	1,666,758
	Between 20,000 - 150,000 inhabitants	527,638
	Equal or more than 150,000 inhabitants	1,709,570
West	Less than 20,000 inhabitants	659,723
	Between 20,000 - 150,000 inhabitants	47,932
	Equal or more than 150,000 inhabitants	254,706
Total	Less than 20,000 inhabitants	3,320,098
	Between 20,000 - 150,000 inhabitants	887,903
	Equal or more than 150,000 inhabitants	2,195,094
Total Population		6,403,095

Source: State Statistical Committee of the Republic of Azerbaijan

Table 24: Distribution of target population by geographic area, age and gender. Year 2015

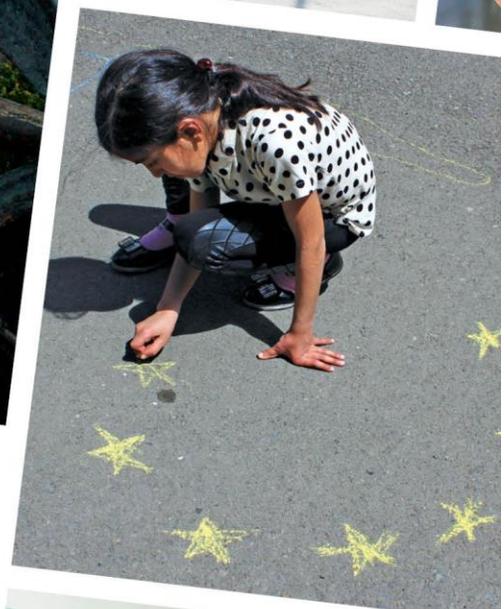
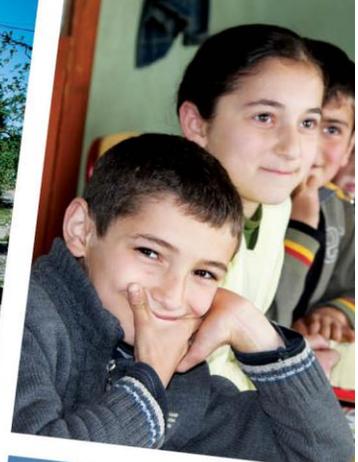
Geographic Area	Age	Gender	Population
North –East	15 - 34 years	Male	357,863
		Female	351,837
	35 - 54 years	Male	263,183
		Female	281,985
	55 years and over	Male	126,629
		Female	155,271
South-East	15 - 34 years	Male	909,107
		Female	893,797
	35 - 54 years	Male	668,583
		Female	716,349
	55 years and over	Male	321,685
		Female	394,445
West	15 - 34 years	Male	224,103
		Female	220,329
	35 - 54 years	Male	164,811
		Female	176,586
	55 years and over	Male	79,298
		Female	97,234
Total	15 - 34 years	Male	1,491,073
		Female	1,465,963
	35 - 54 years	Male	1,096,577
		Female	1,174,920
	55 years and over	Male	527,612
		Female	646,950
Total Population			6,403,095

Source: State Statistical Committee of the Republic of Azerbaijan

Table 25: Distribution of target population by geographic area and employment status. Year 2014

Geographic Area	Employment status	Population
North –East	Employed	956,486
	Unemployed/Inactive	580,282
South-East	Employed	2,429,833
	Unemployed/Inactive	1,474,133
West	Employed	598,974
	Unemployed/Inactive	363,387
Total	Employed	3,985,293
	Unemployed/Inactive	2,417,802
Total Population -		6,403,095

Source: State Statistical Committee of the Republic of Azerbaijan



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