



Funded by
the European Union

EU NEIGHBOURSEAST

StrongerTogether

ANNUAL SURVEY 2023 ARMENIA

YOUNG
EUROPEAN
AMBASSADORS

MEDIA &
MULTIPLIERS

OPINION
POLLING

CONTENT
CREATION & AV
PRODUCTION

THEMATIC
CAMPAIGNS

SOCIAL
MEDIA

WEBSITES
& EUDIGITOOl

STRATEGIC
COMMUNICATION



METHODOLOGY

Quantitative survey targeting the general population in Armenia aged 15+ and living in the country

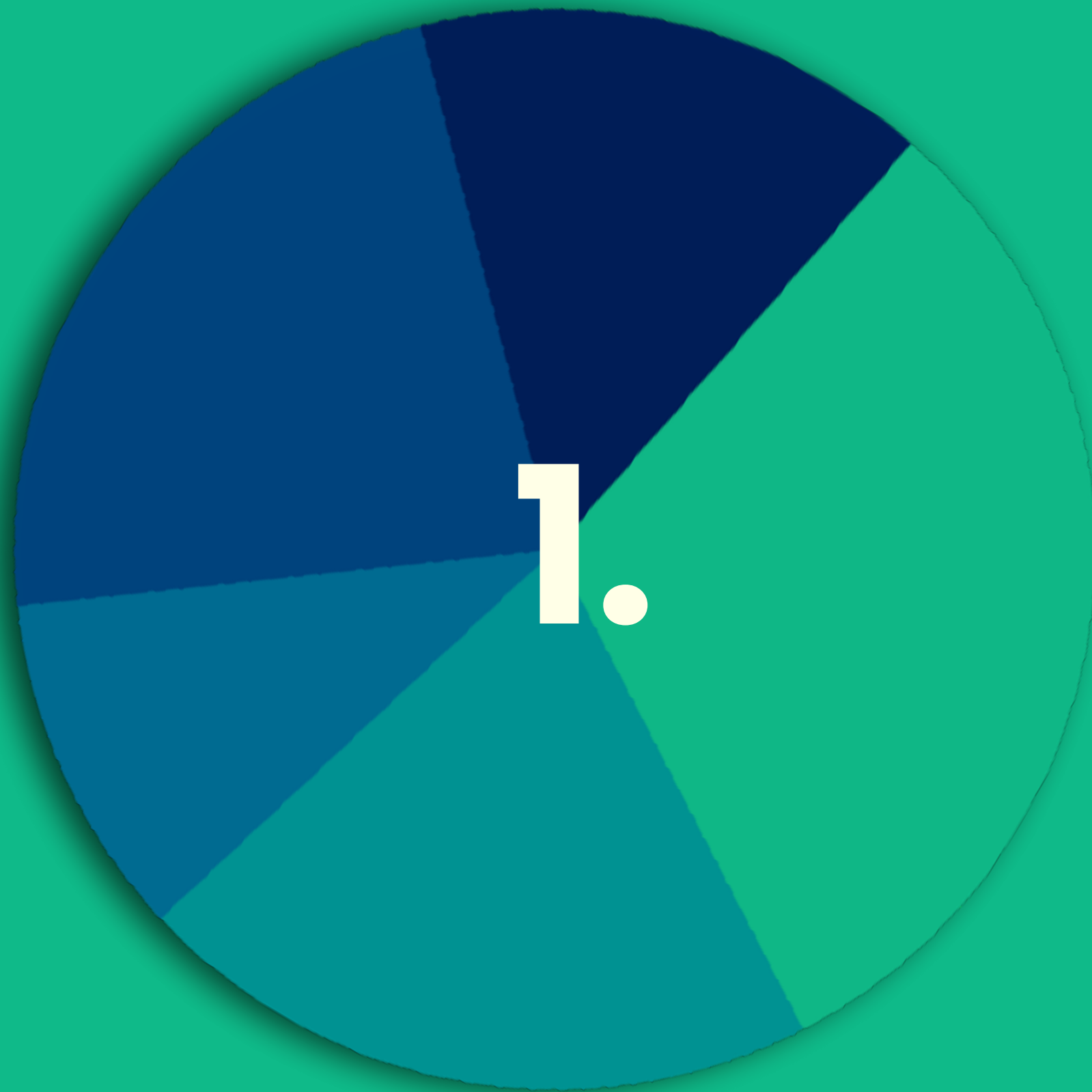
1000 respondents randomly selected through a two-stage stratified sampling design with cities/towns/settlements as *Primary Sampling Units* (PSUs) & individuals as *Secondary Sampling Units* (SSUs)

Face to face interviews (*field work*) conducted in **February 2023** and covering the following topics:

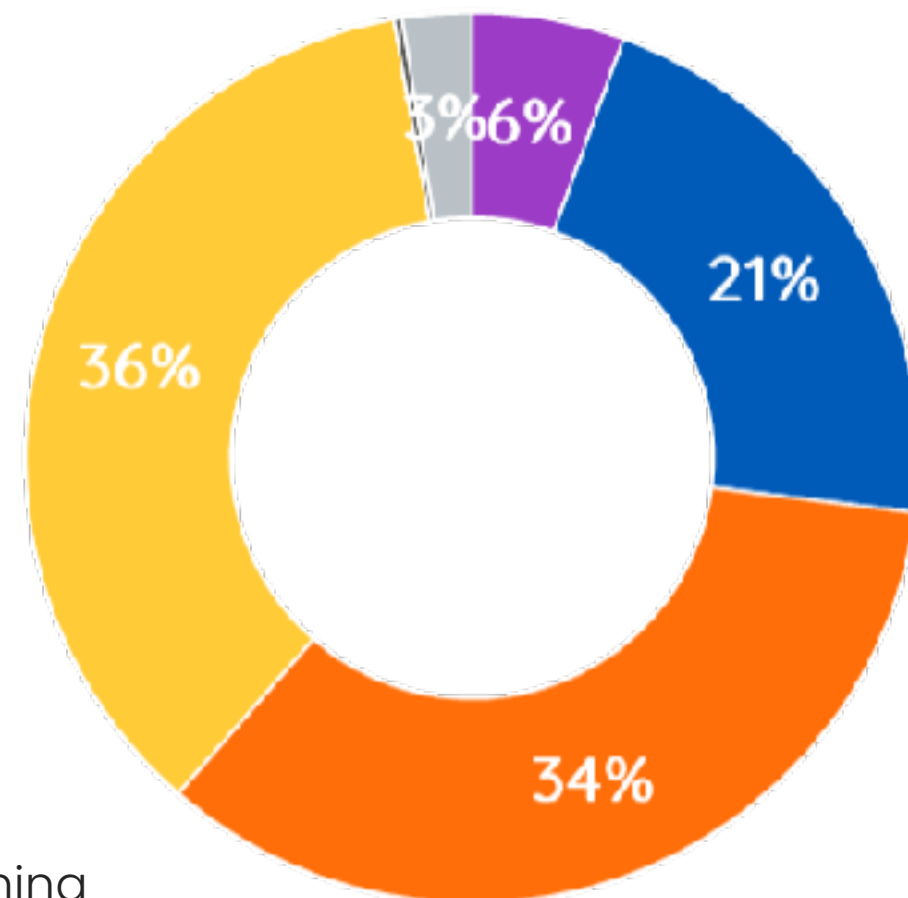
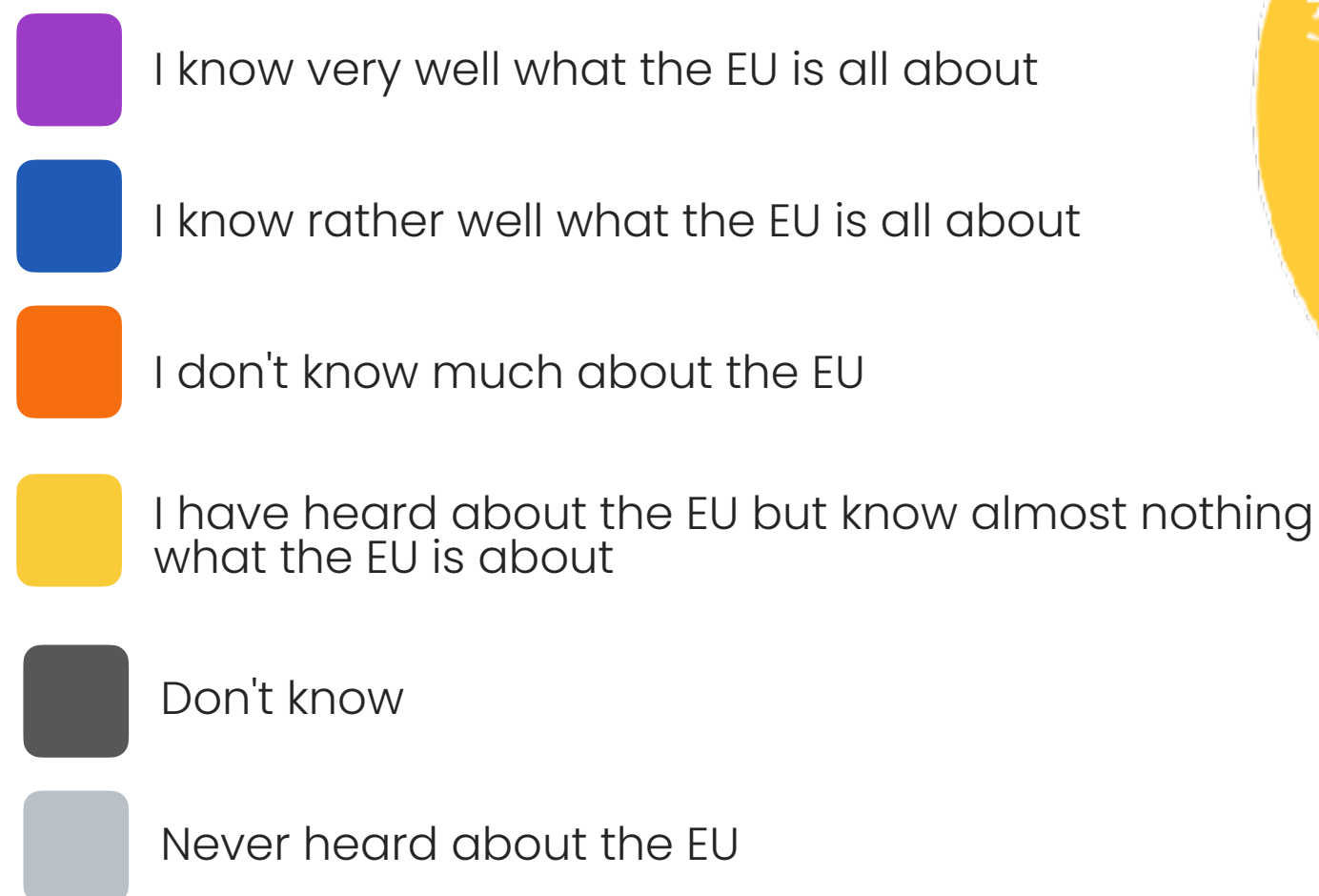
- General perceptions of the EU
- EU relations with Armenia
- Awareness of EU's financial support
- Media usage and sources of information about the EU
- Views of Armenia's current situation

GENERAL PERCEPTIONS OF THE EU

- Knowledge of the EU
- Positive, neutral or negative image of the EU
- Values associated with the EU
- Trust towards the EU and other international institutions
- Impact of disinformation



To what extent do you know what the European Union is all about?

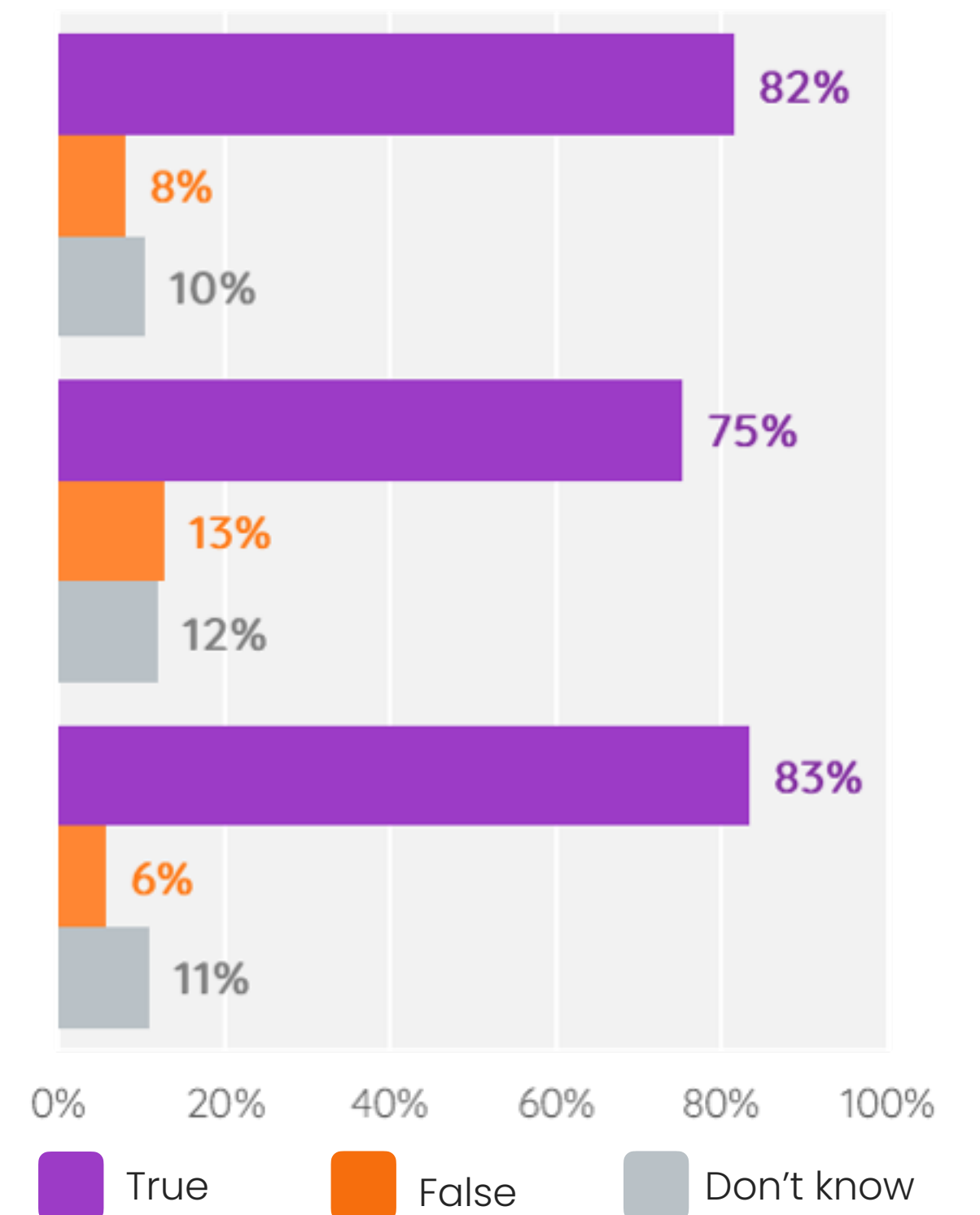


For each of the following statements about the European Union could you please tell me whether you think it is true or false?

The European Union has a Parliament directly elected by its citizens

The European Union is an economic and political union of 27 European countries (e.g Germany, France, Italy, Poland, Bulgaria, Estonia, Greece, etc.)

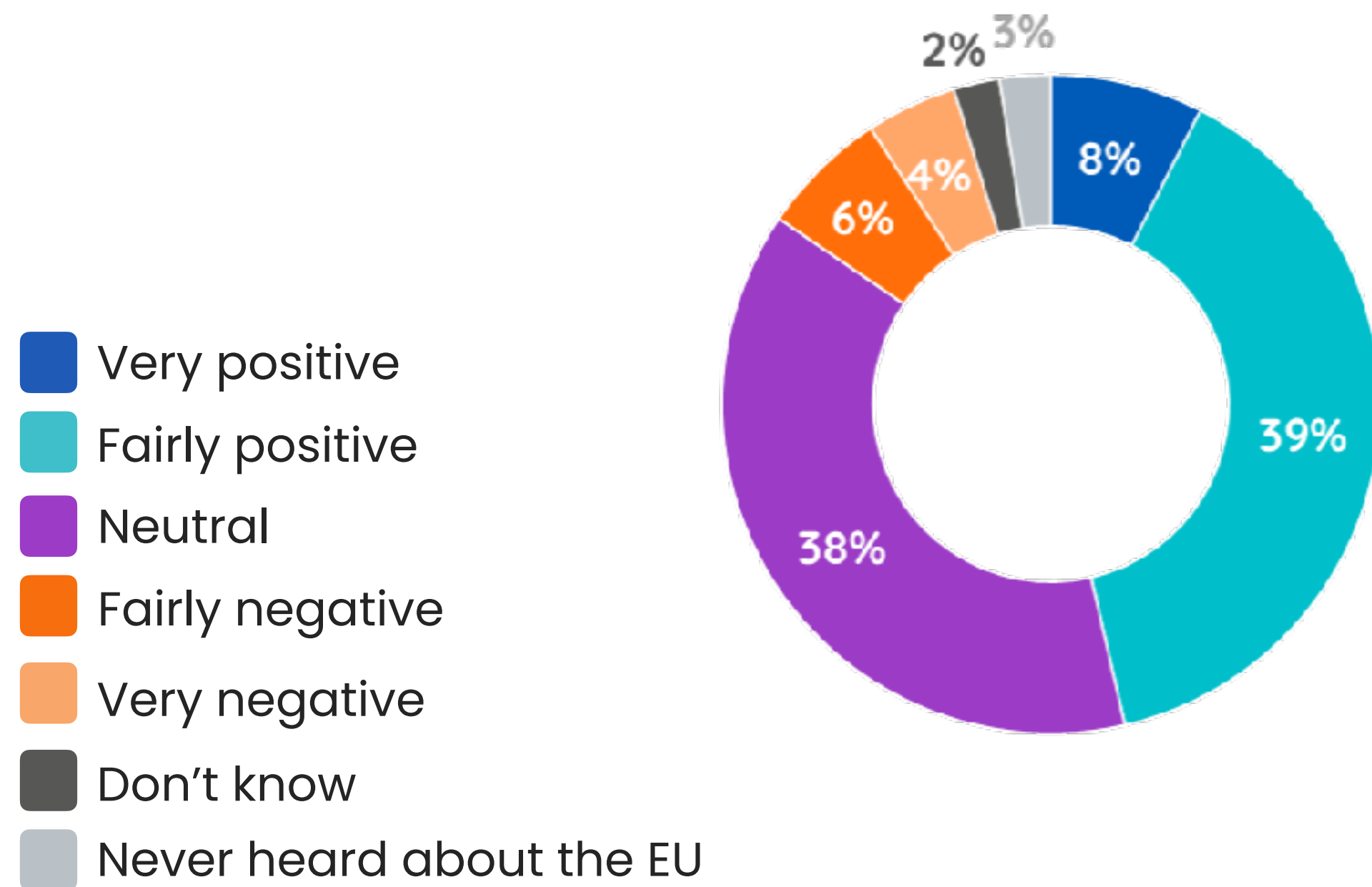
The European Union has a Delegation/Representation office in Armenia



Percentages refer to citizens aware of the EU.

AWARENESS OF THE EU

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



The image of the EU over time

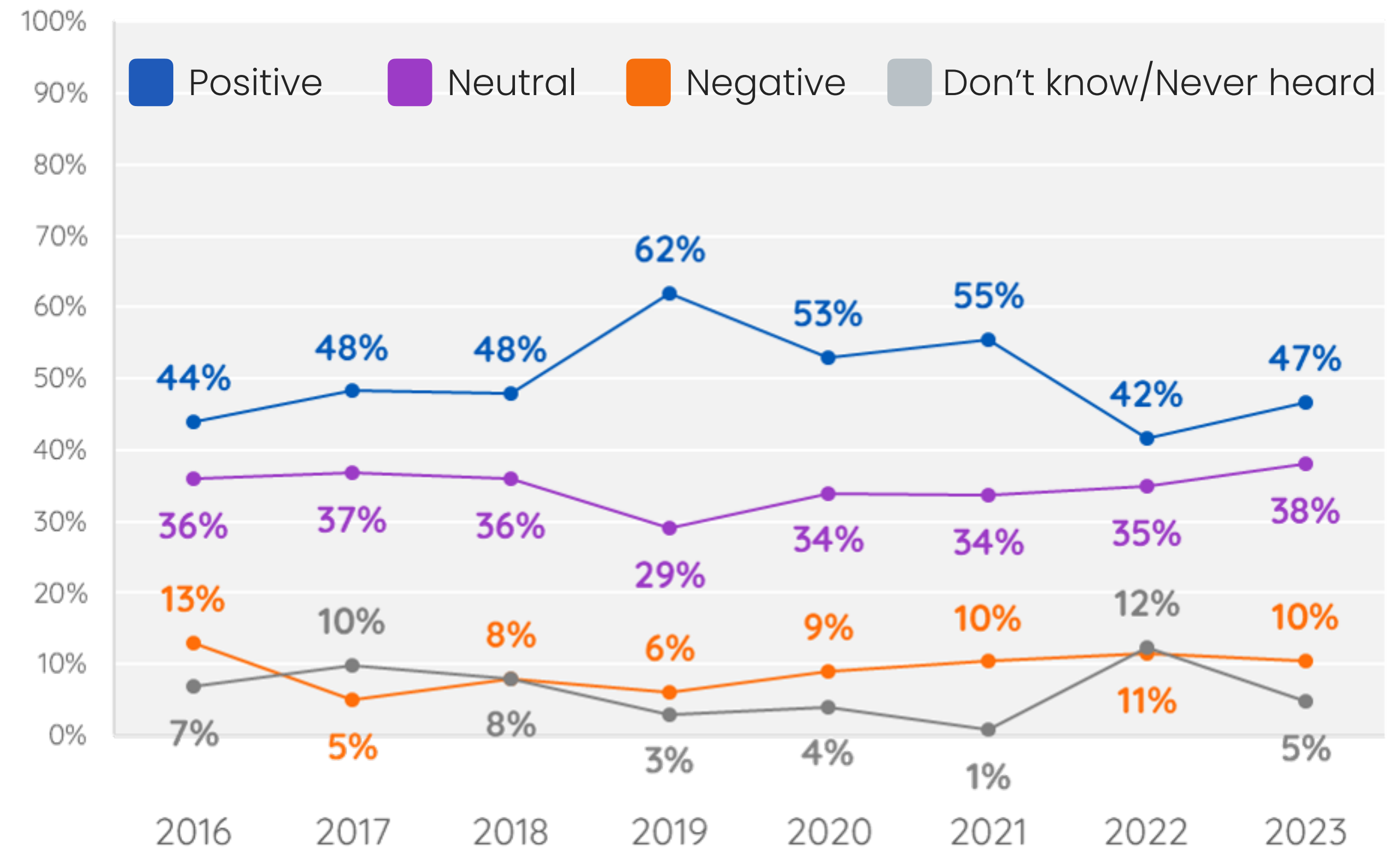
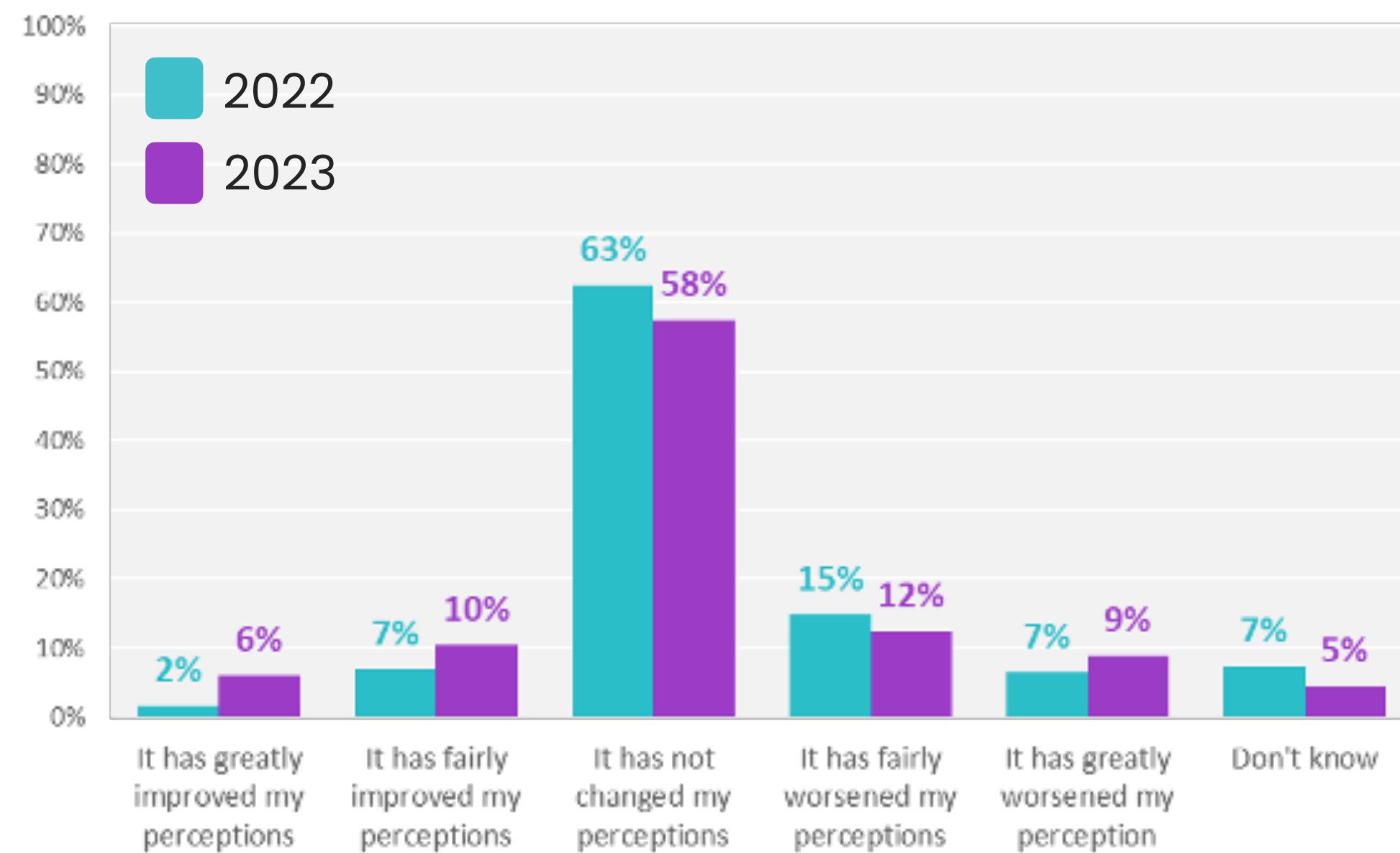


IMAGE OF THE EU

Has the EU's response to the war in Ukraine changed your perceptions of the EU?



Percentages refer to citizens who have heard of the EU.

In your opinion, which factors could make people more positively disposed towards the EU?

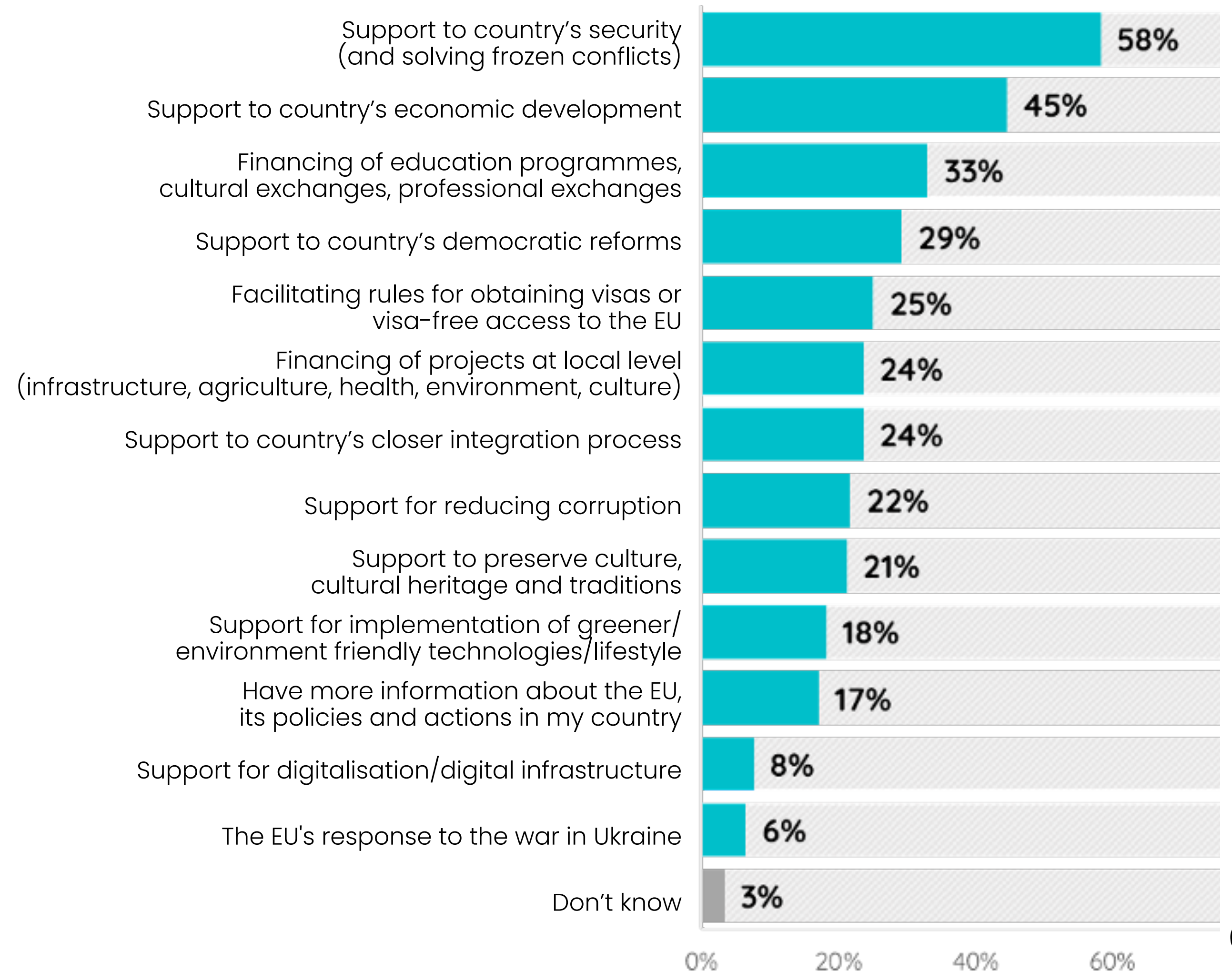
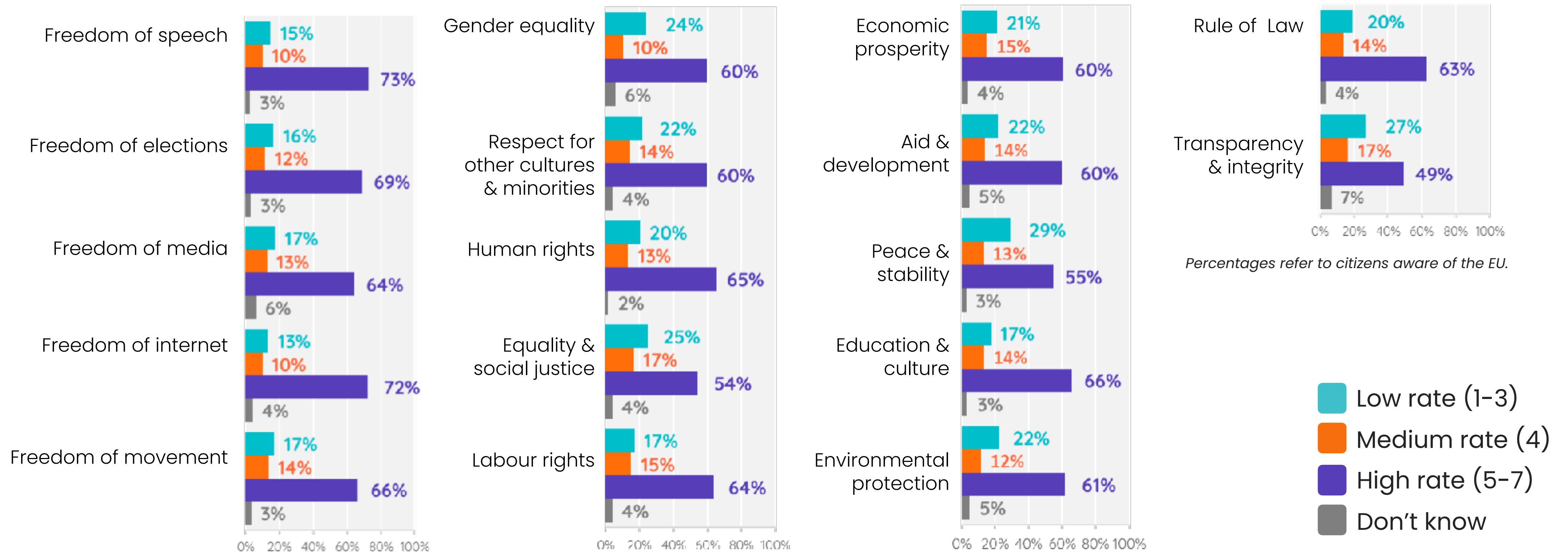


IMAGE OF THE EU

To what extent does the European Union represent the following values for you?

Please rate from 1 to 7, where 1 stands for 'not at all' and 7 'totally'



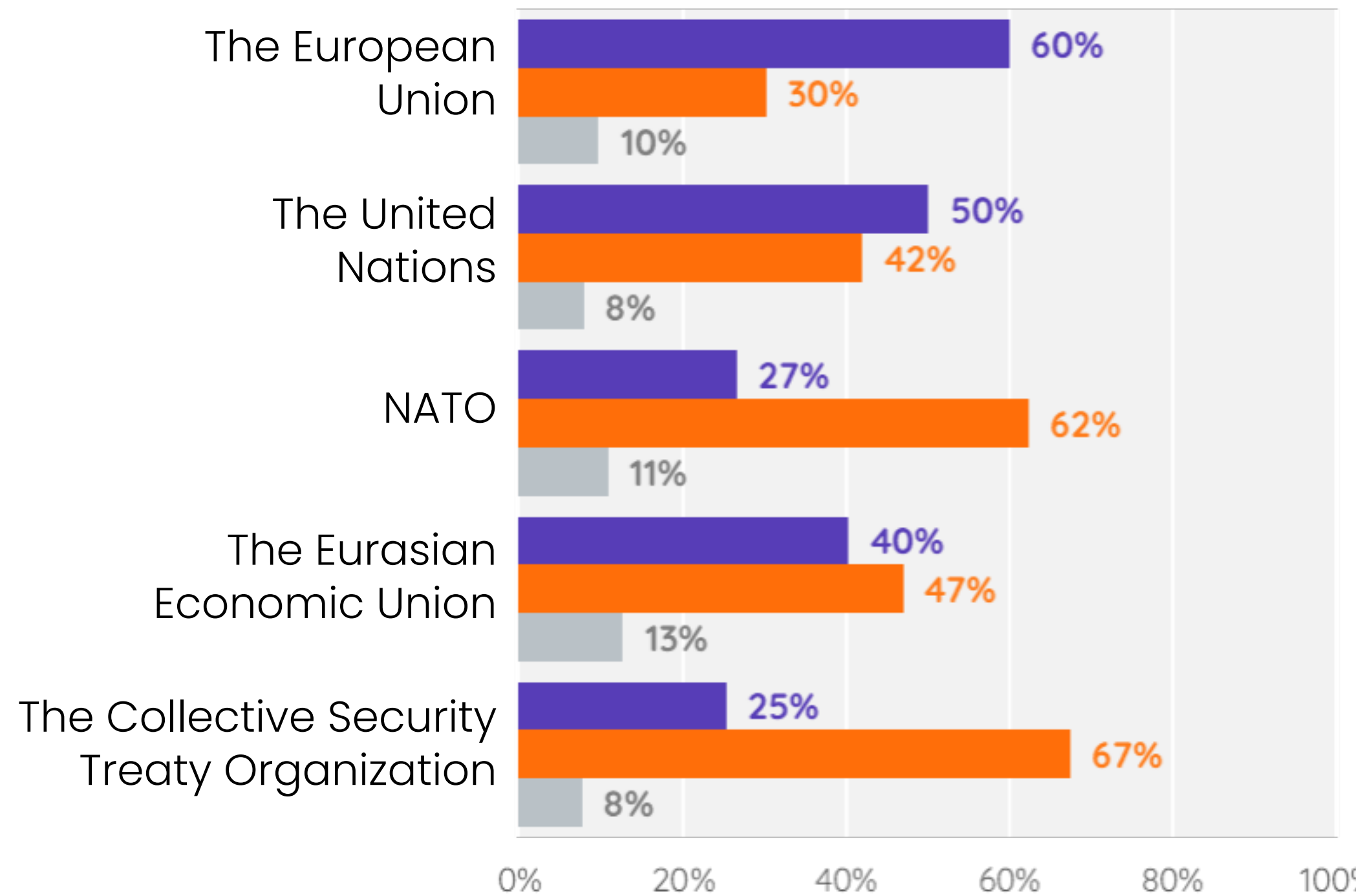
VALUES

ASSOCIATED WITH THE EU

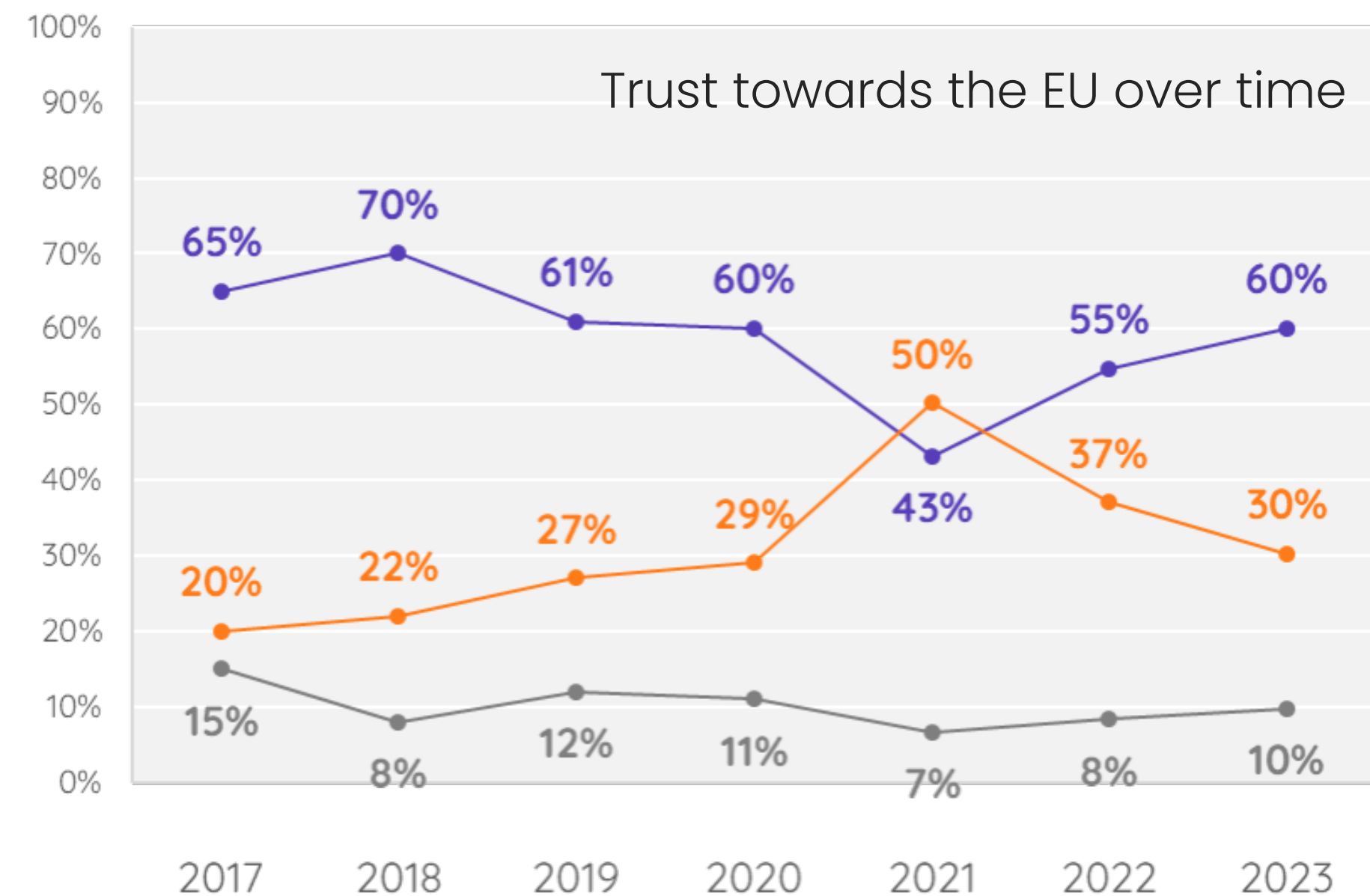
Percentages refer to citizens who have heard of the EU.

I would like to ask you a question about how much trust you have in certain institutions.

For each of the following institutions, 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/Never heard

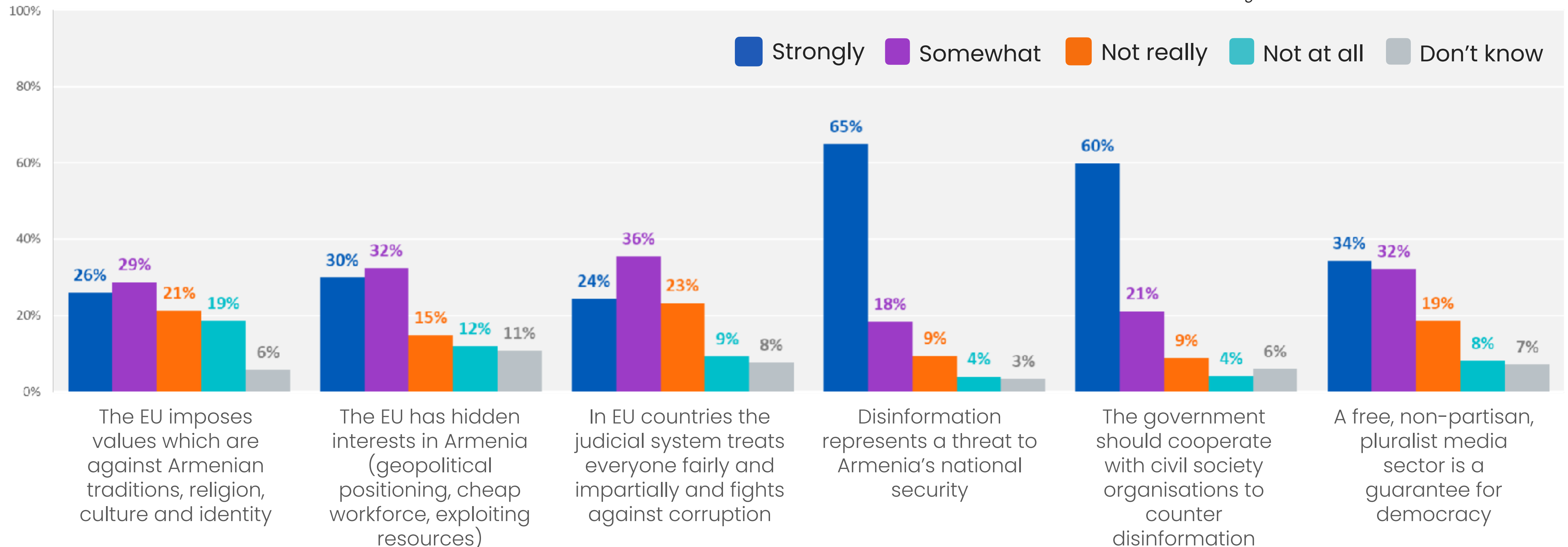


Percentages refer to citizens who have heard of the EU.

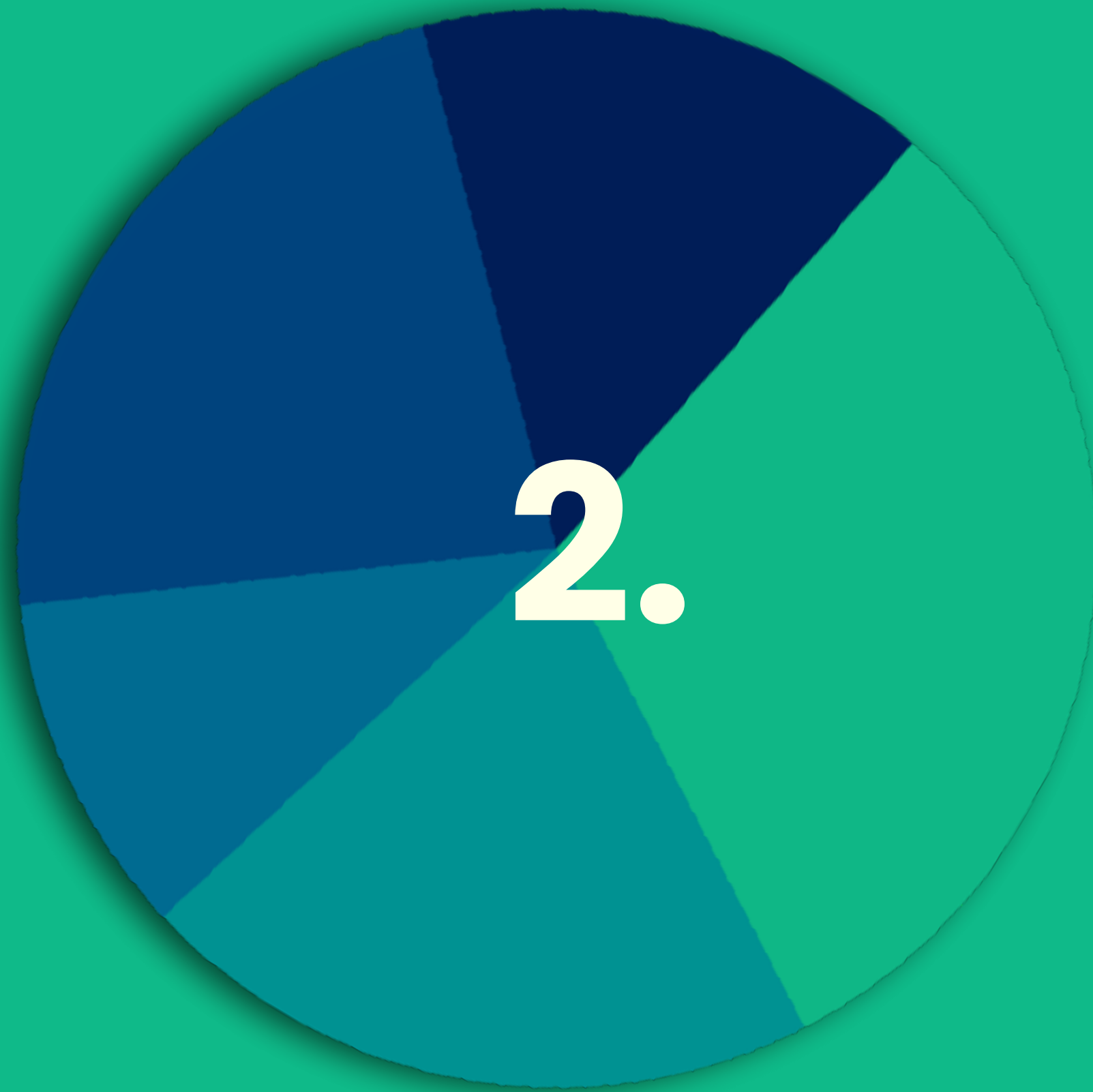
TRUST TOWARDS THE EU & other international institutions

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

Percentages refer to citizens who have heard of the EU.



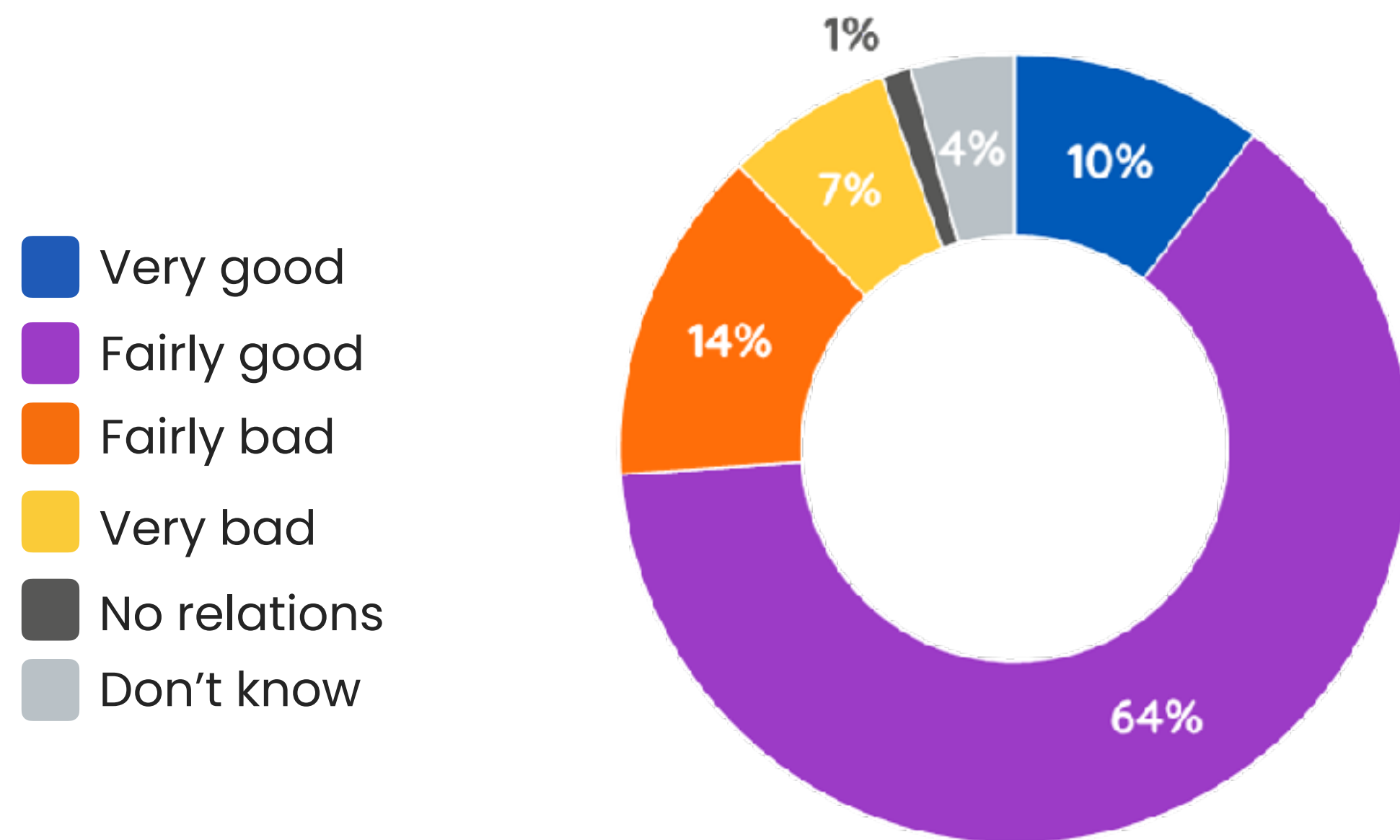
AGREEMENT ON DISINFO STATEMENTS



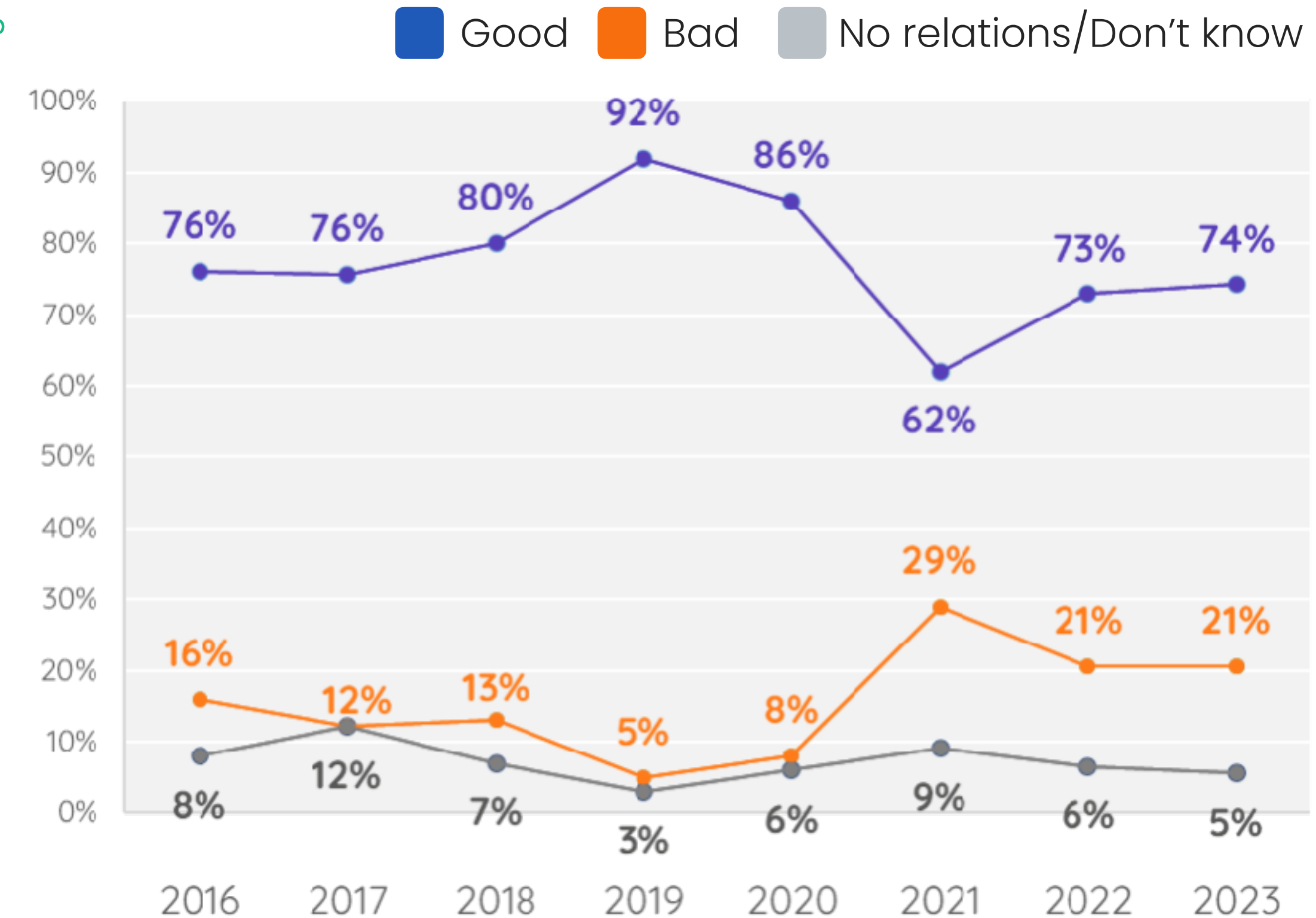
**EU RELATIONS with Armenia
and awareness of EU's
FINANCIAL SUPPORT**

In general, how would you describe the relations that the European Union has with Armenia?

Would you describe them as very good, fairly good, fairly bad or very bad?



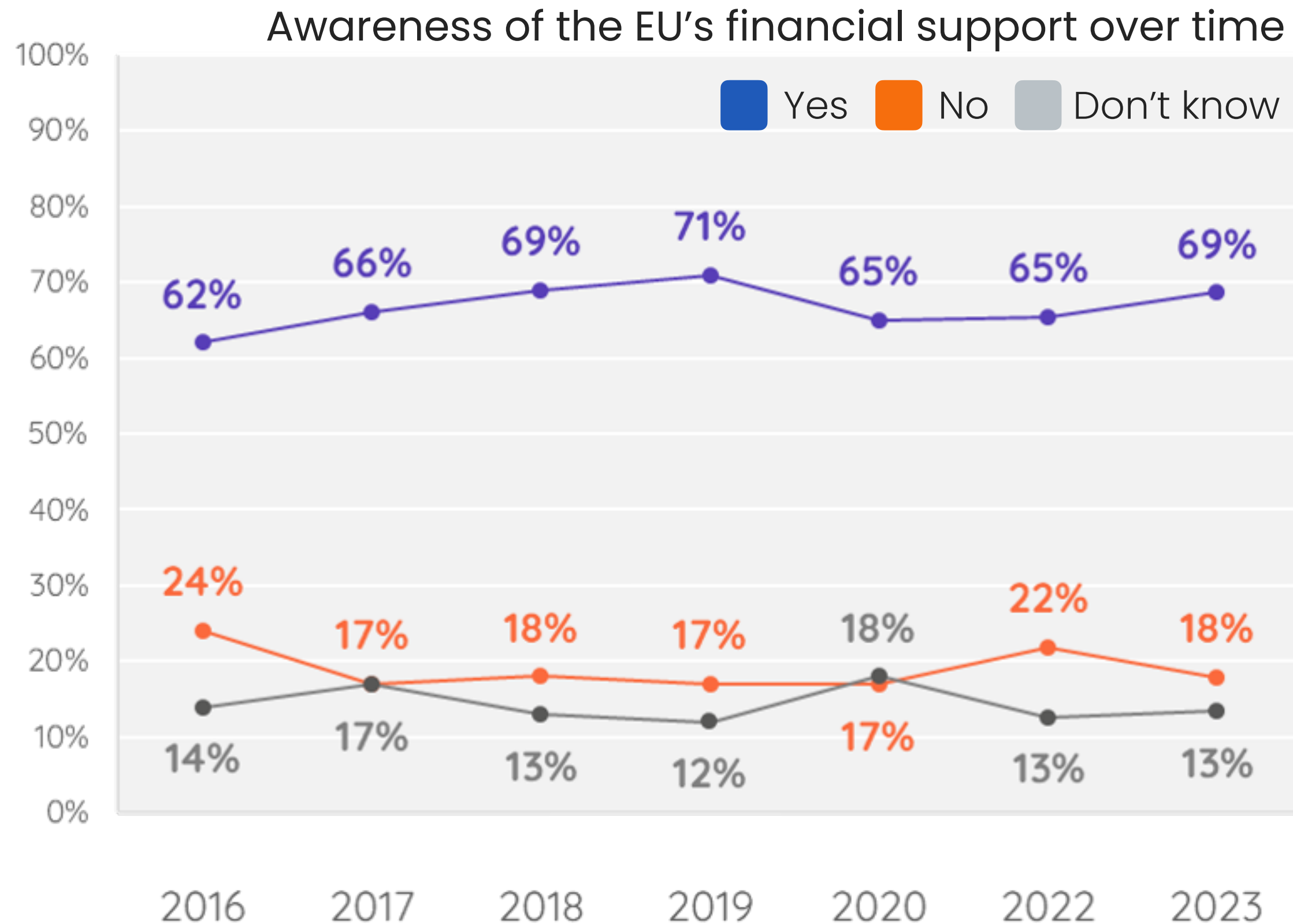
EU relations with Armenia over time



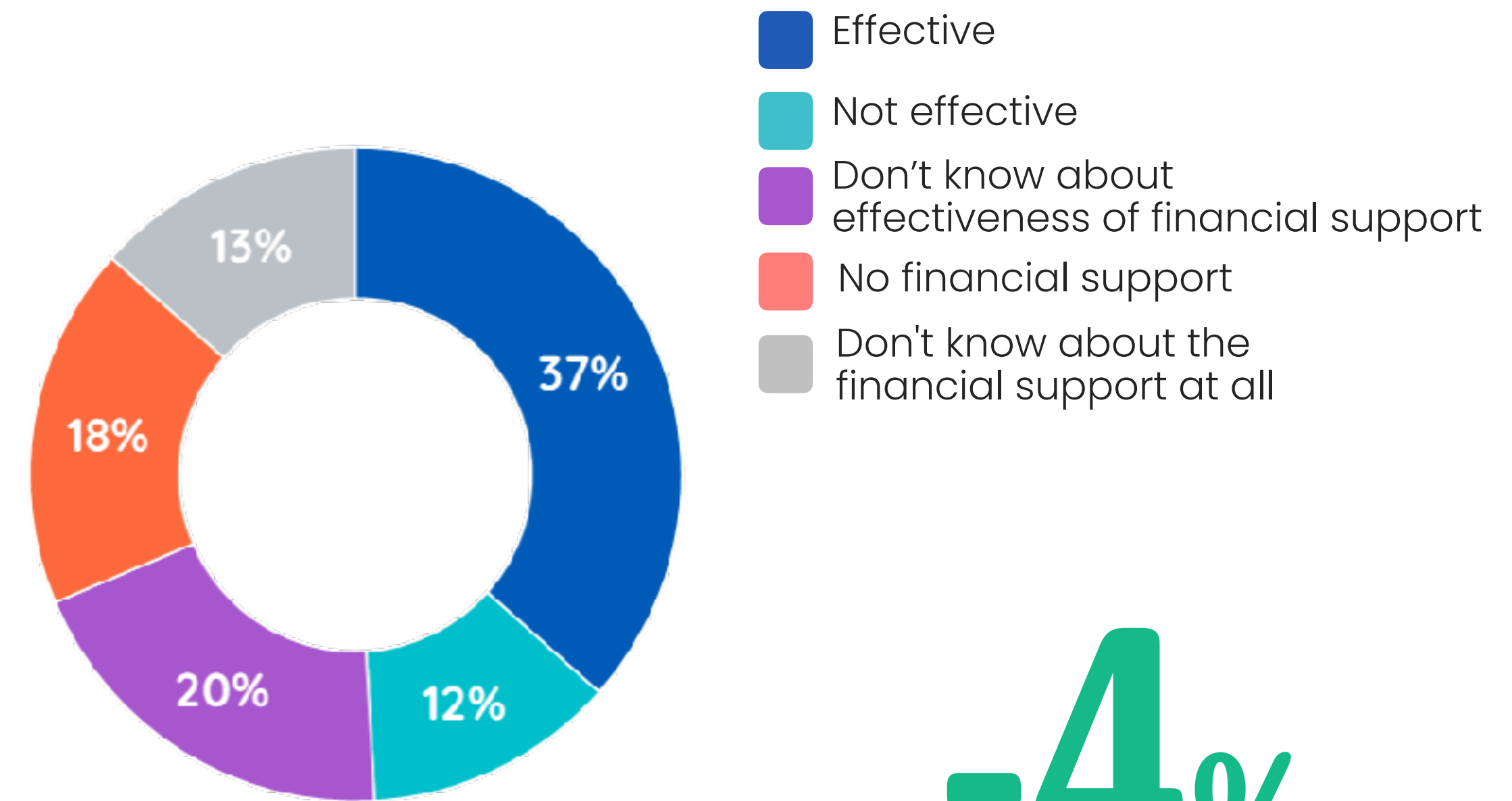
Percentages refer to citizens who have heard of the EU.

EU RELATIONS WITH ARMENIA

As far as you know, does the European Union provide Armenia with financial support?



How effective do you think the support has been?



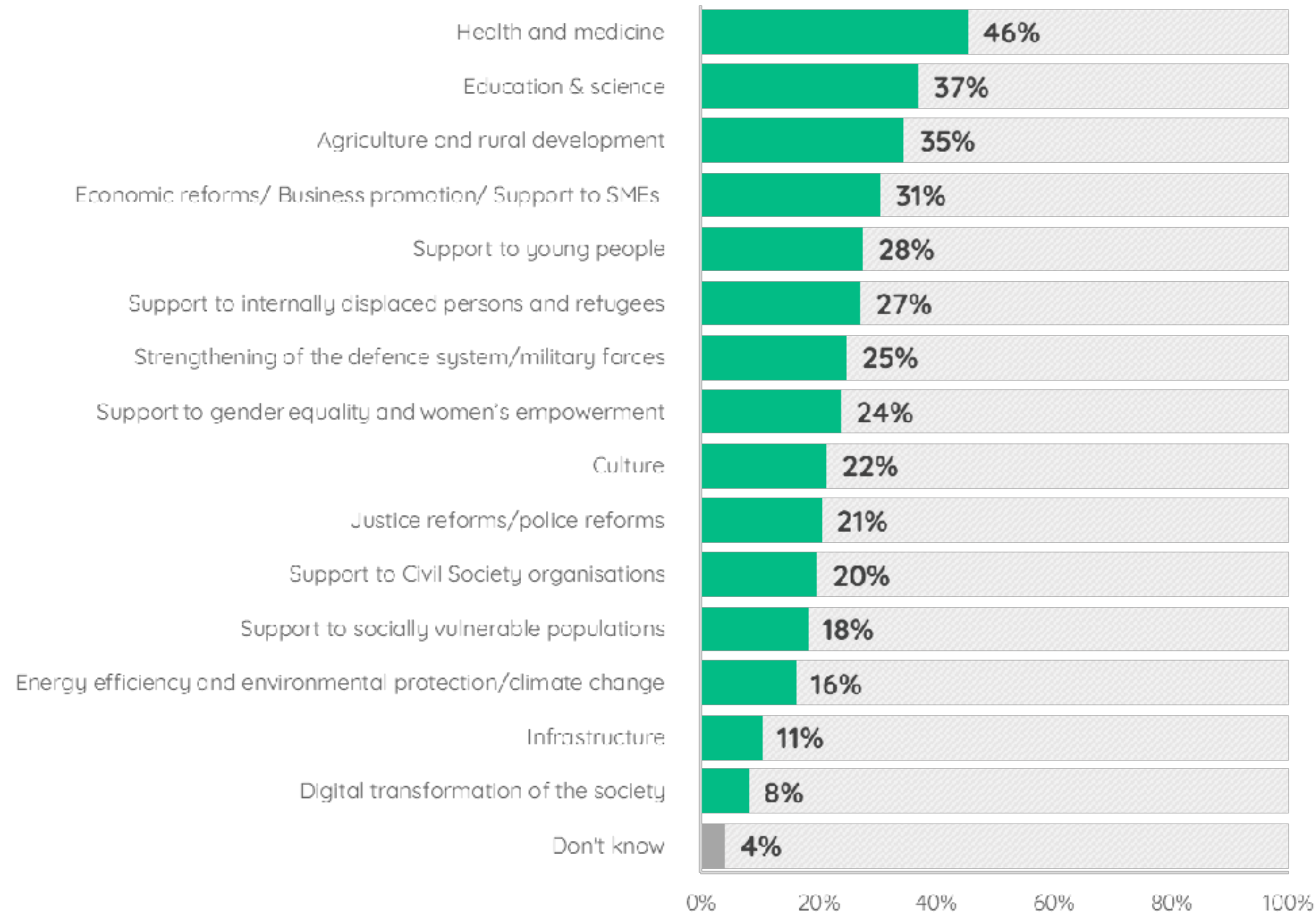
-4%

in effectiveness of the EU's financial support since 2022

EU's FINANCIAL SUPPORT

Percentages refer to citizens who have heard of the EU. The information about citizens' awareness of the EU's financial support was not collected in 2021.

Please tell us in which areas the European Union provides Armenia with financial support



18%
are aware of
specific programmes
financed by the EU

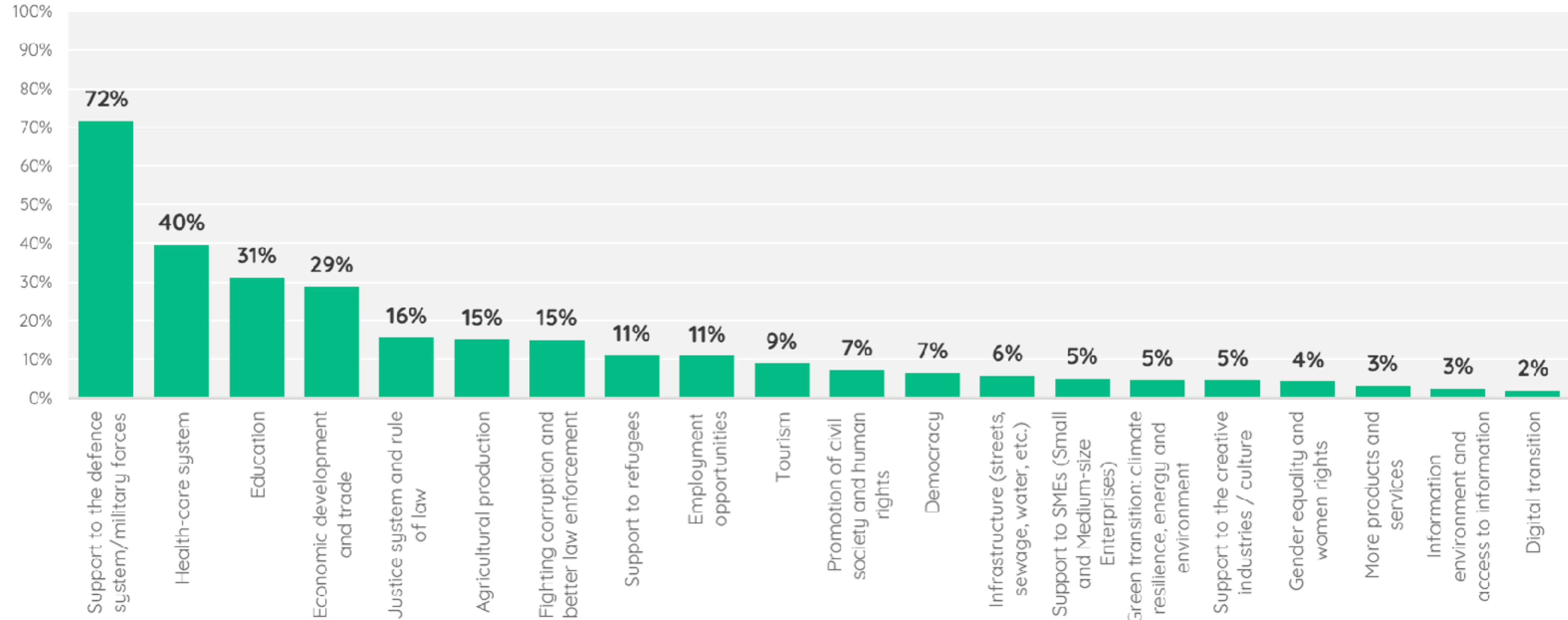
9%

have been personally involved with
an EU-funded project in the twelve
months before the survey

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

EU's FINANCIAL SUPPORT

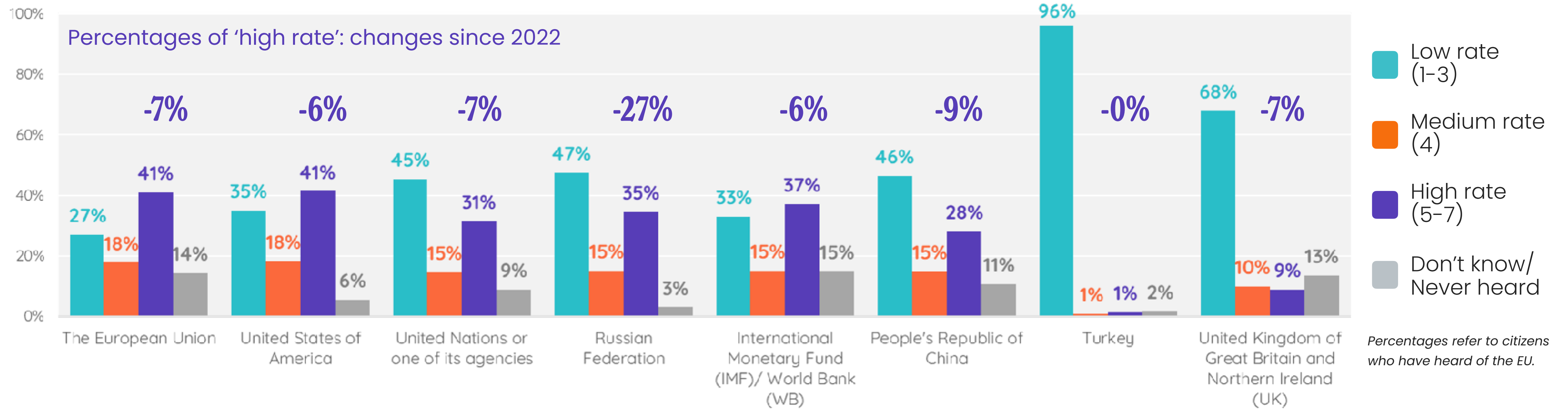
Please tell us in which areas you think the European Union should play a greater role in supporting Armenia (three most important areas)



EU'S FINANCIAL SUPPORT

Percentages refer to citizens who have heard of the EU.

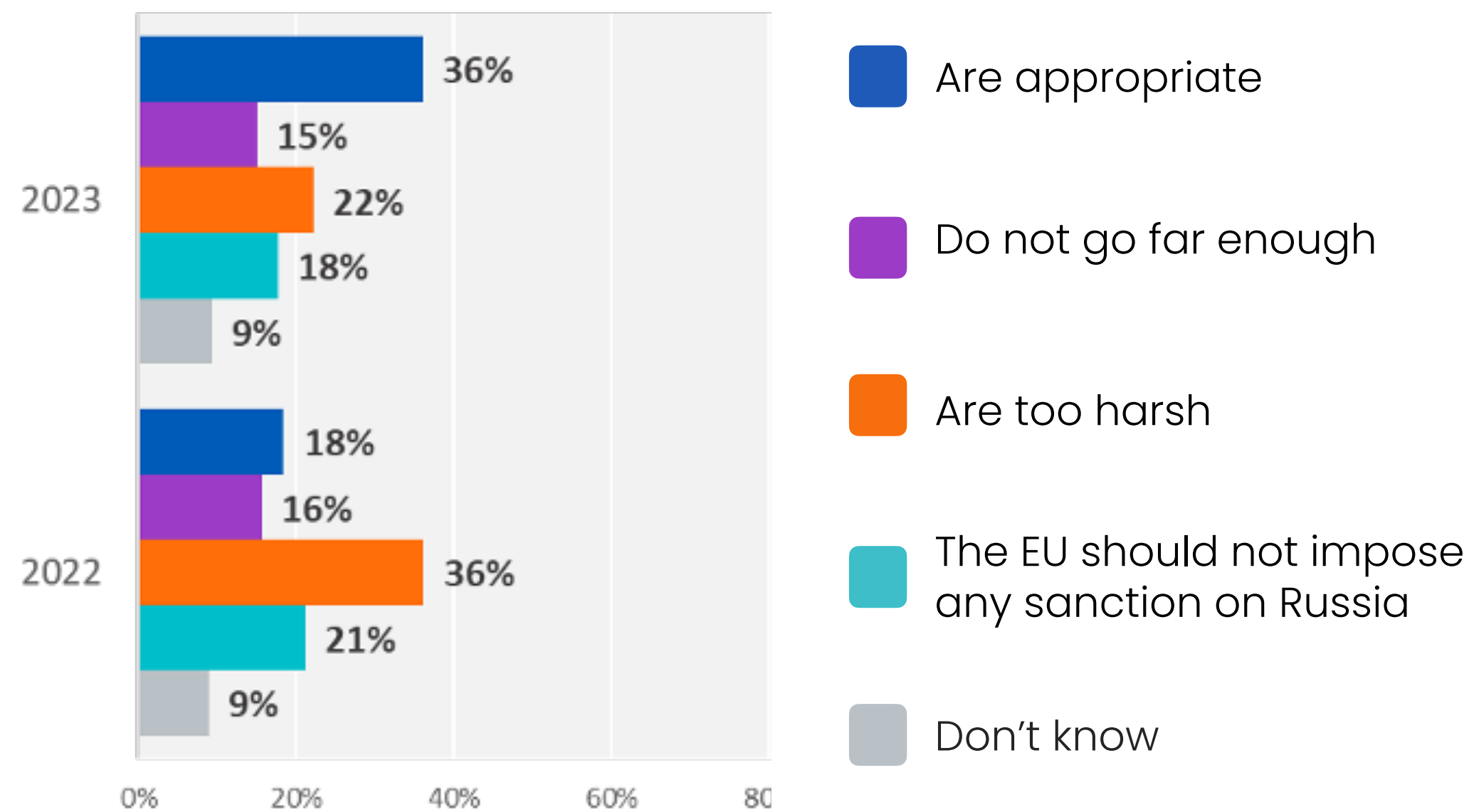
To what extent would you say that the following international institutions or countries provide financial support to Armenia? Please rate from 1 to 7, where 1 stands for 'not at all' and 7 'very much'.



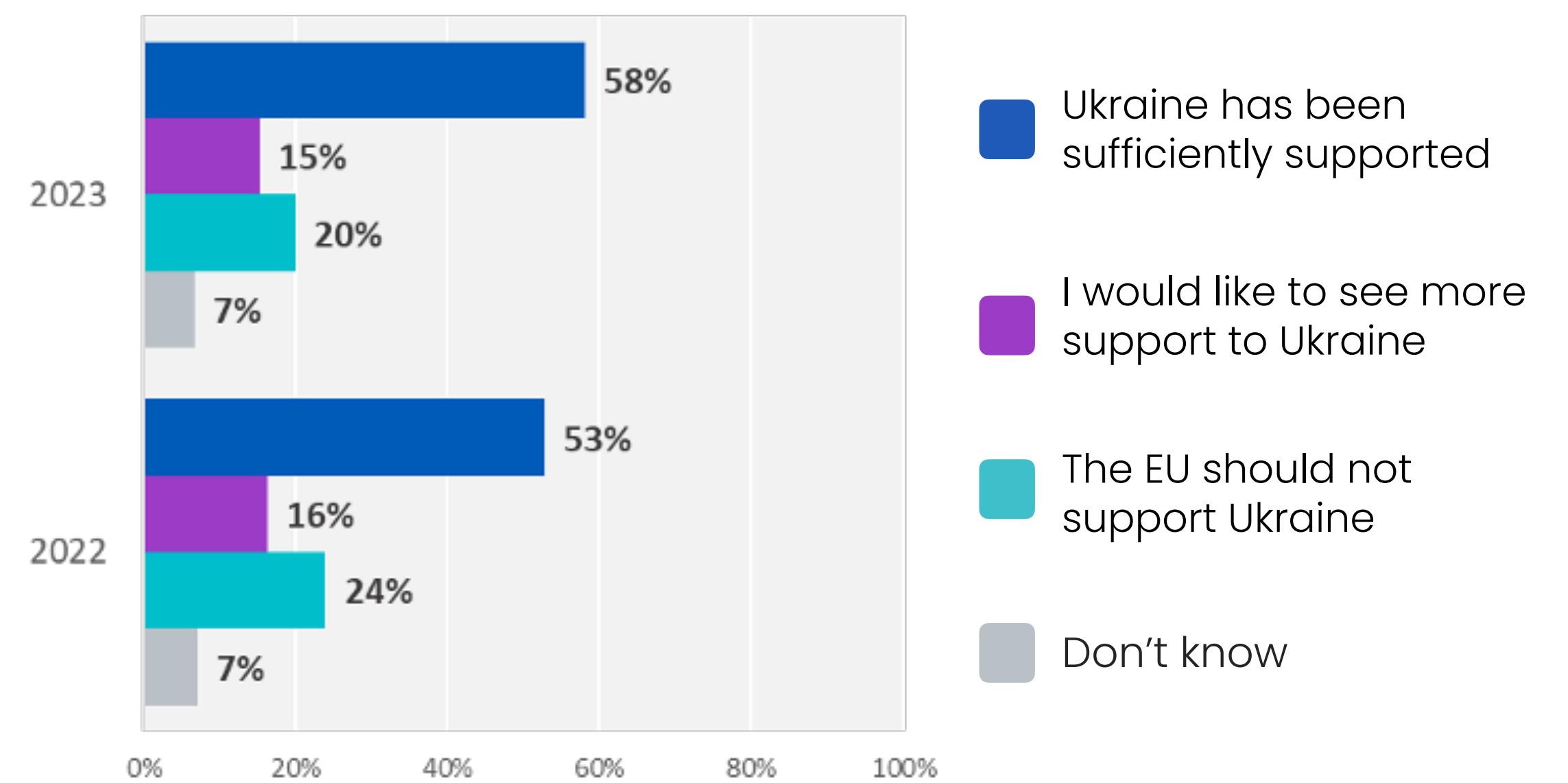
FINANCIAL SUPPORT

EU vs other international institutions/countries

Do you think the sanctions that the EU has imposed on Russia are appropriate, or are the sanctions too harsh, or do the sanctions not go far enough?



Do you feel that Ukraine has received sufficient support from the EU, or would you like to see more support for Ukraine?



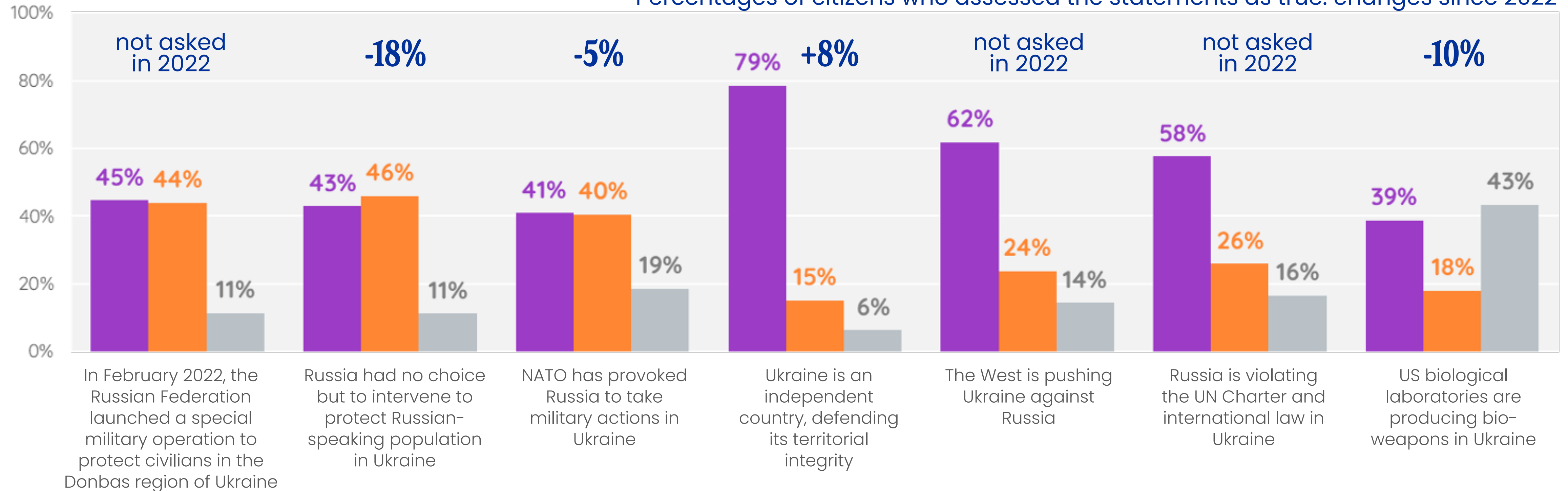
RUSSIA'S INVASION OF UKRAINE citizens' views of the EU's response

Percentages refer to citizens who have heard of the EU.

How would you assess the following statements?

■ True
 ■ False
 ■ Don't know

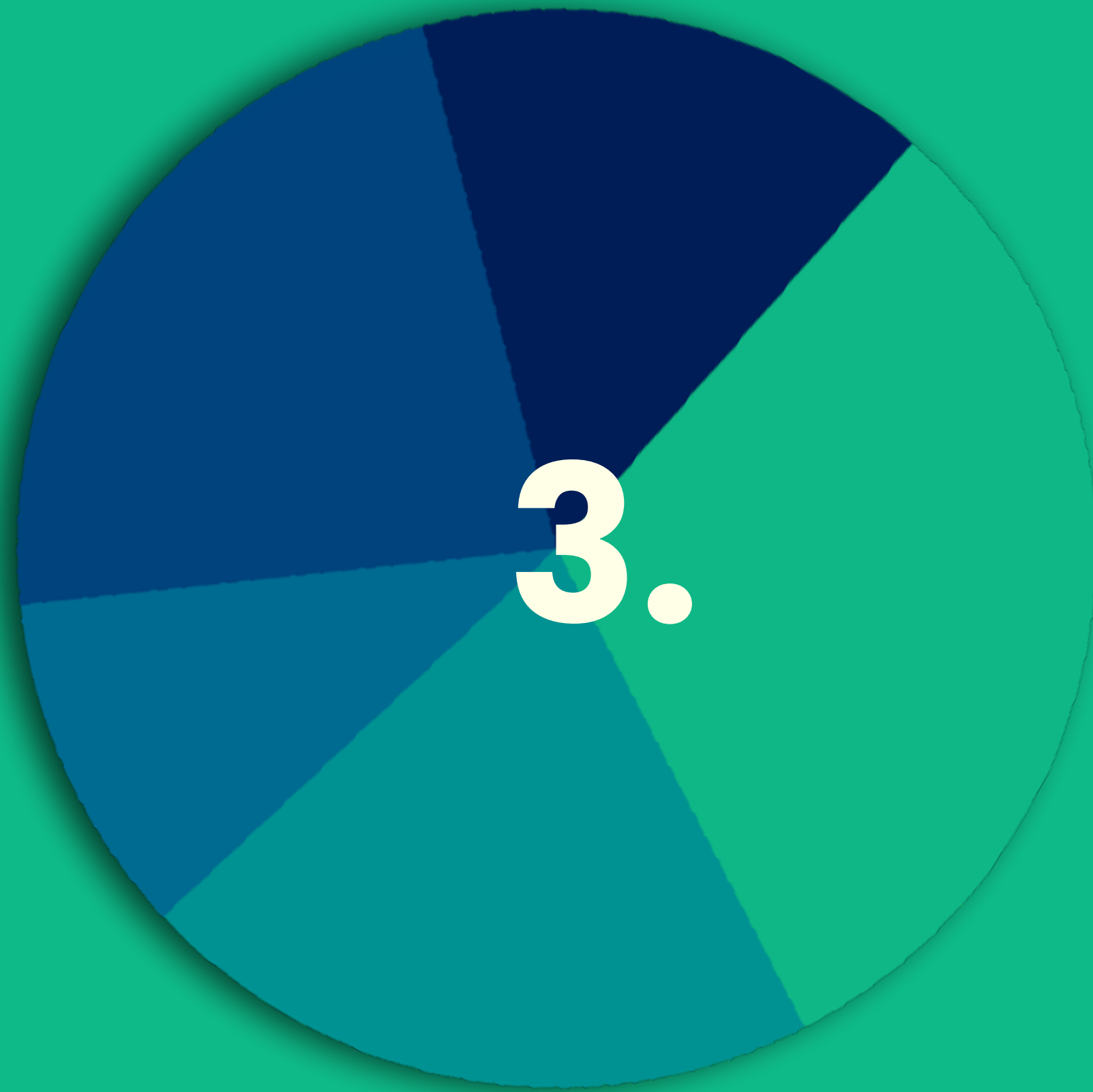
Percentages of citizens who assessed the statements as true: changes since 2022



Percentages refer to citizens who have heard of the EU.

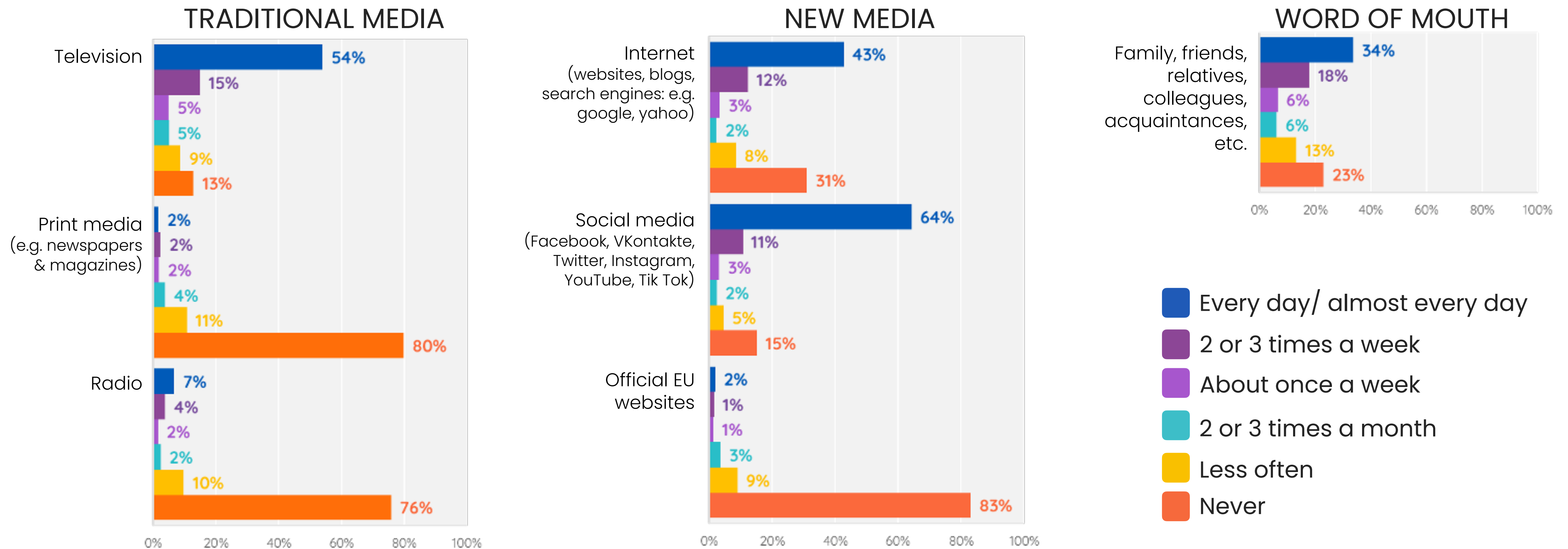
TRUE OR FALSE

about Russia's invasion of Ukraine



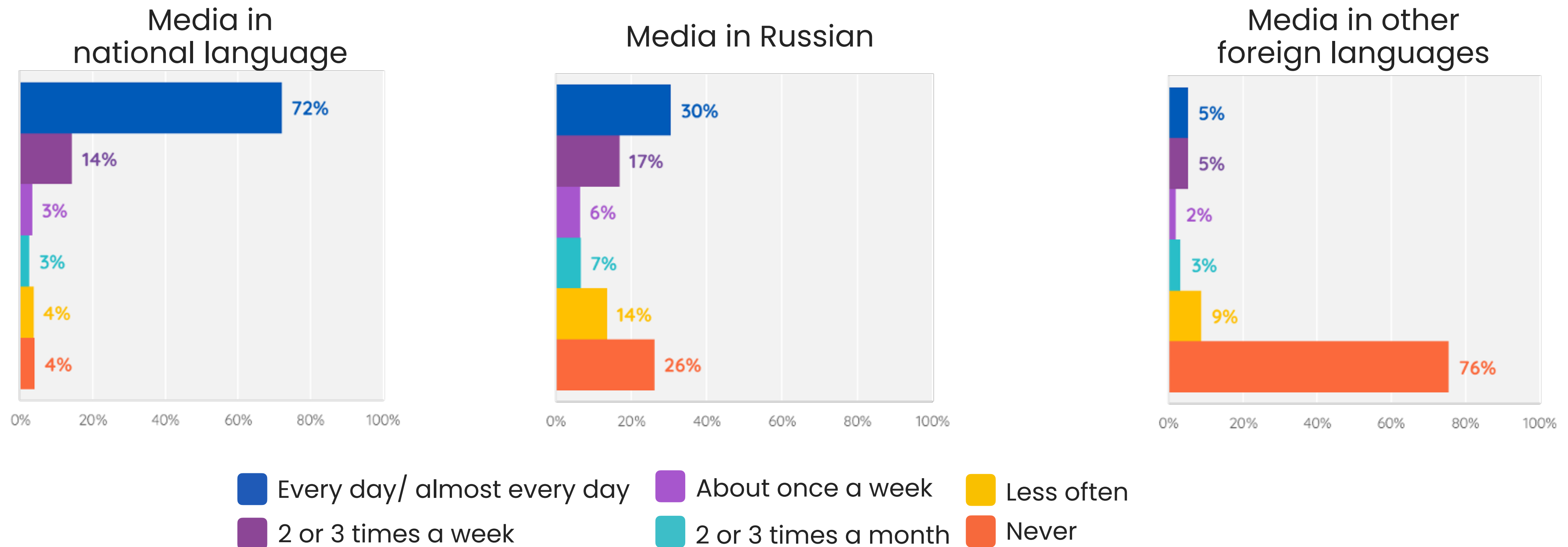
**MEDIA USAGE & SOURCES OF
INFORMATION ABOUT THE EU**

Please think about news in general (not only in relation to the EU), how often do you use the following media as a source of information?



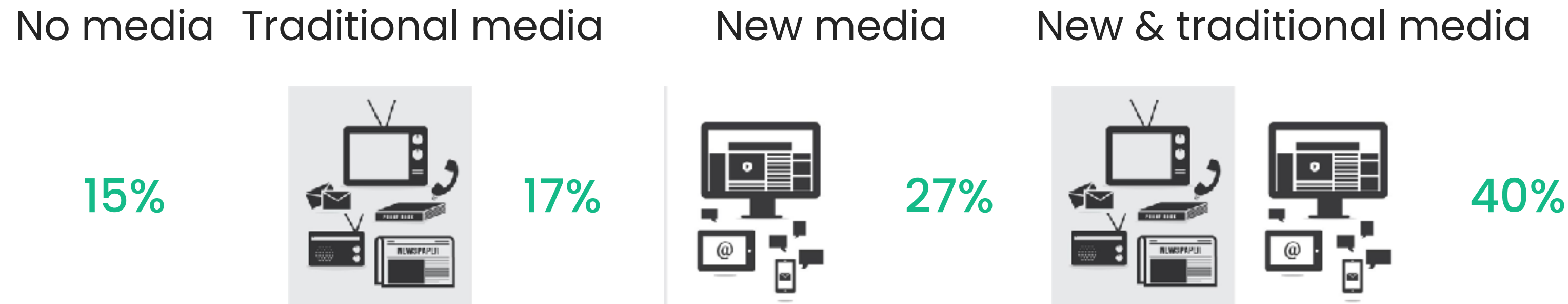
MEDIA USAGE as sources of information

Please think about news in general (not only in relation to the EU), how often do you use media in the national language? What about media in Russian? And in other foreign languages?



MEDIA USAGE as sources of information

Frequent usage by type of media



Percentages refer to citizens who used media every day or almost every day

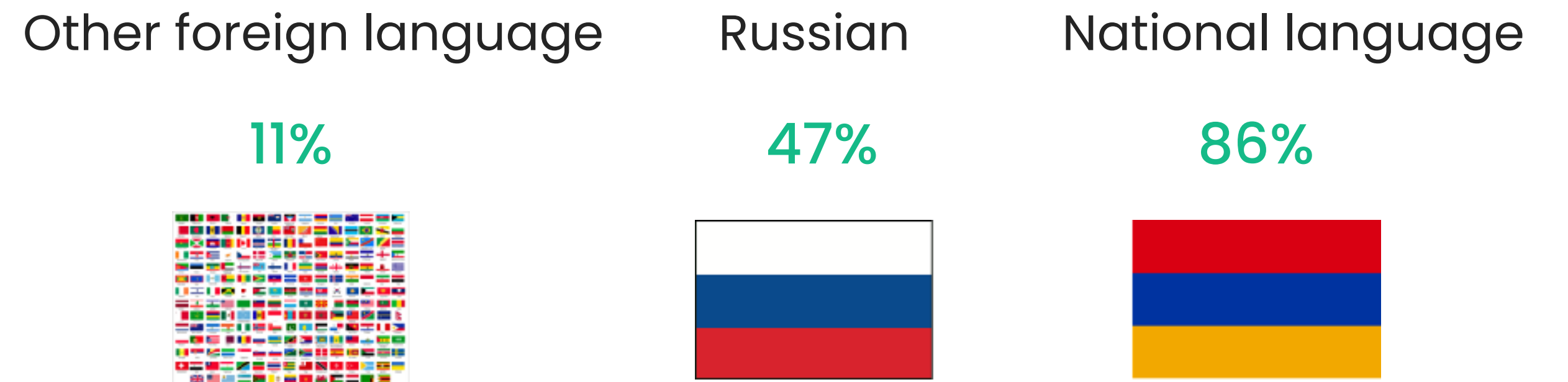
73%

mentioned **Google** as main search tool when searching online, followed by Yandex (15%) and Yahoo (2%)

88%

looked for information online in the national language, **44%** in Russian and **18%** in English

Frequent usage by language

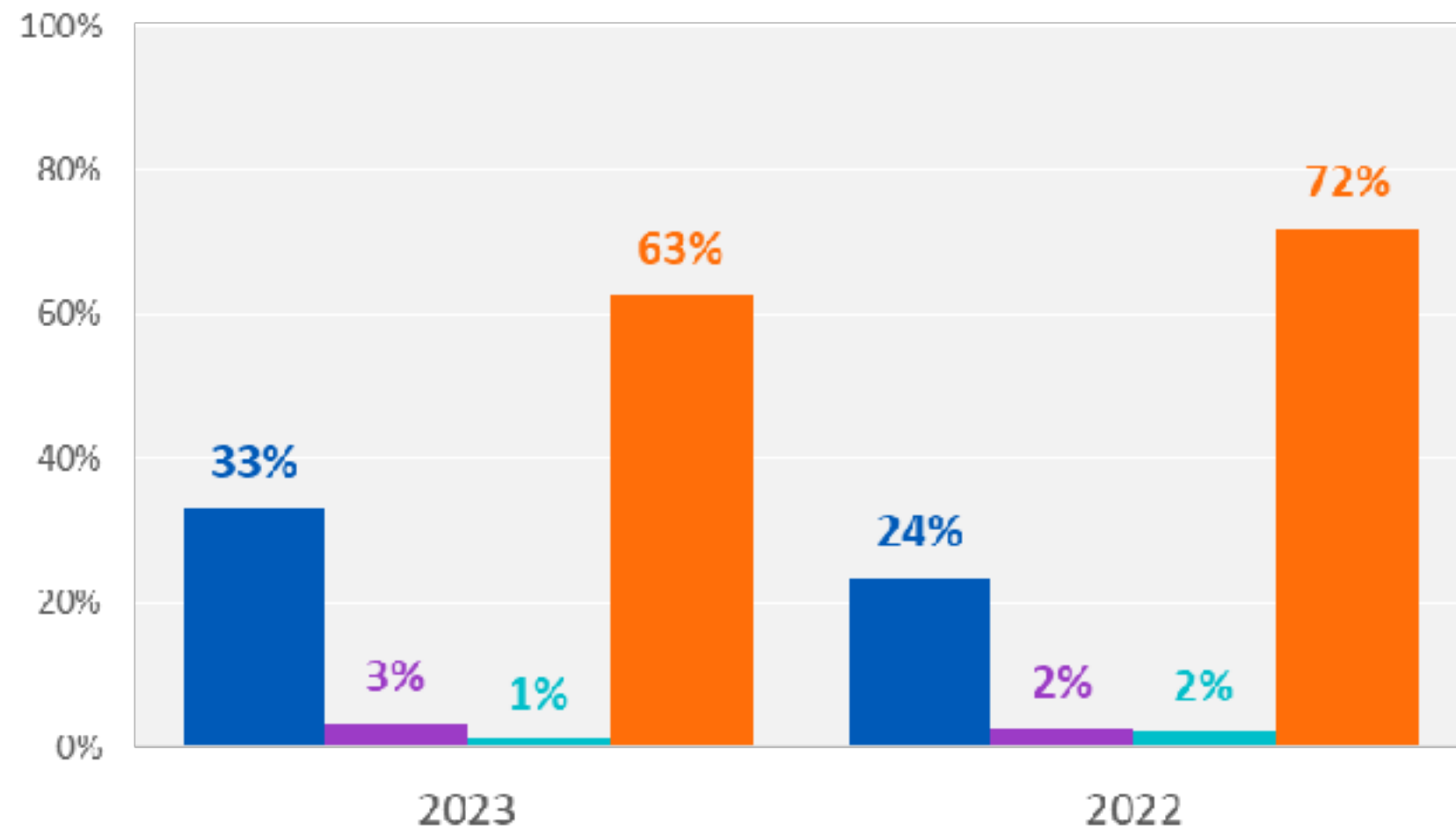


Percentages refer to citizens who used media at least two or three times a week.

MEDIA USAGE as sources of information

Have you read, seen or heard or looked for any information about the EU in the last three months?

- Yes, I've read/heard/seen information about the EU
- Yes, I've looked for information about the EU
- Yes, I've read/heard/seen and also looked for information about the EU
- No

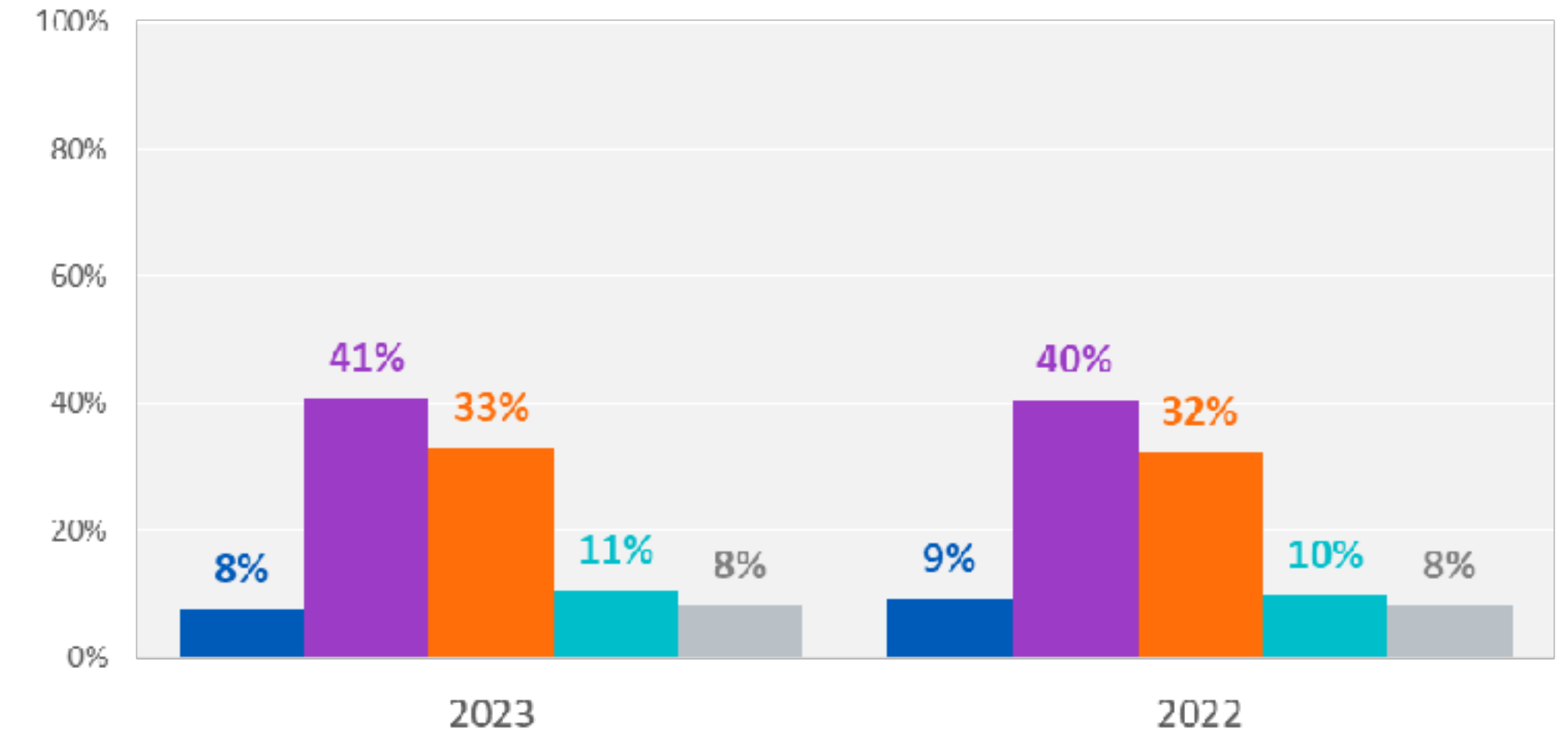


68%

of citizens who have heard or looked for information about the EU found it helpful to understand what the EU is and how it cooperates with Armenia

In general, how would you say the EU was presented in the national media?

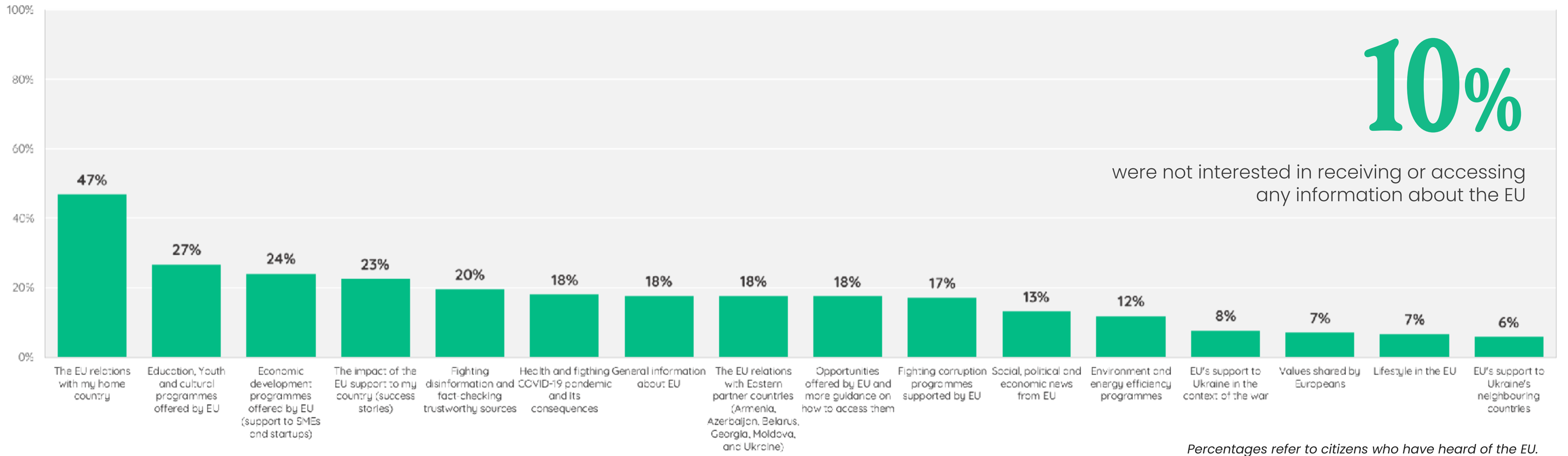
- Very positive
- Fairly positive
- Neutral
- Fairly/very negative
- Don't know



Percentages refer to citizens who have heard of the EU.

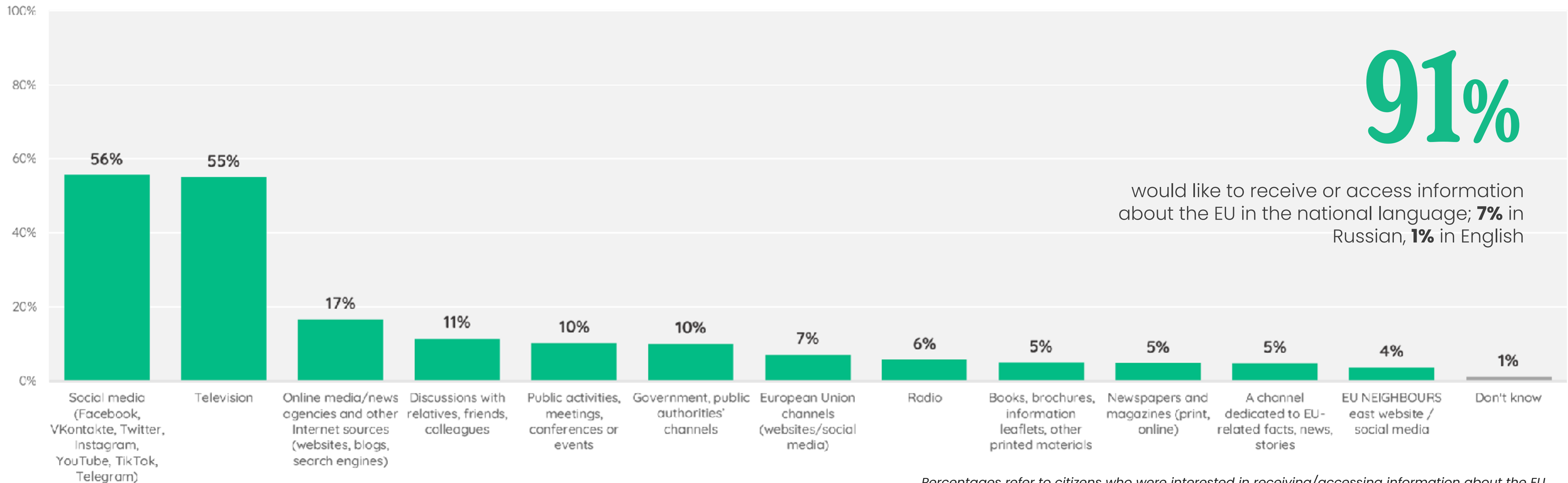
SOURCES OF INFORMATION on the EU

Please tell us what type of information about the EU you would like to receive or to access?



SOURCES OF INFORMATION on the EU

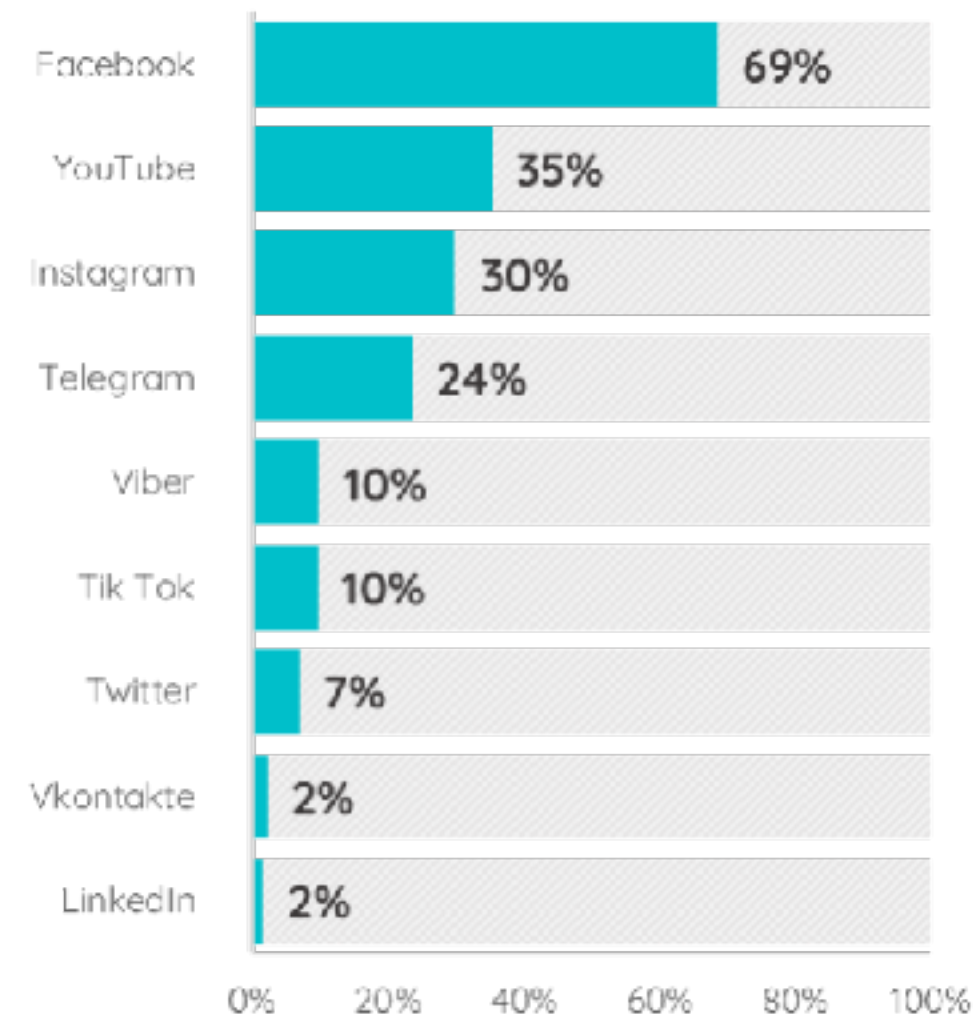
Please tell us through which of the following channels you would like to be informed about the EU?



SOURCES OF INFORMATION on the EU

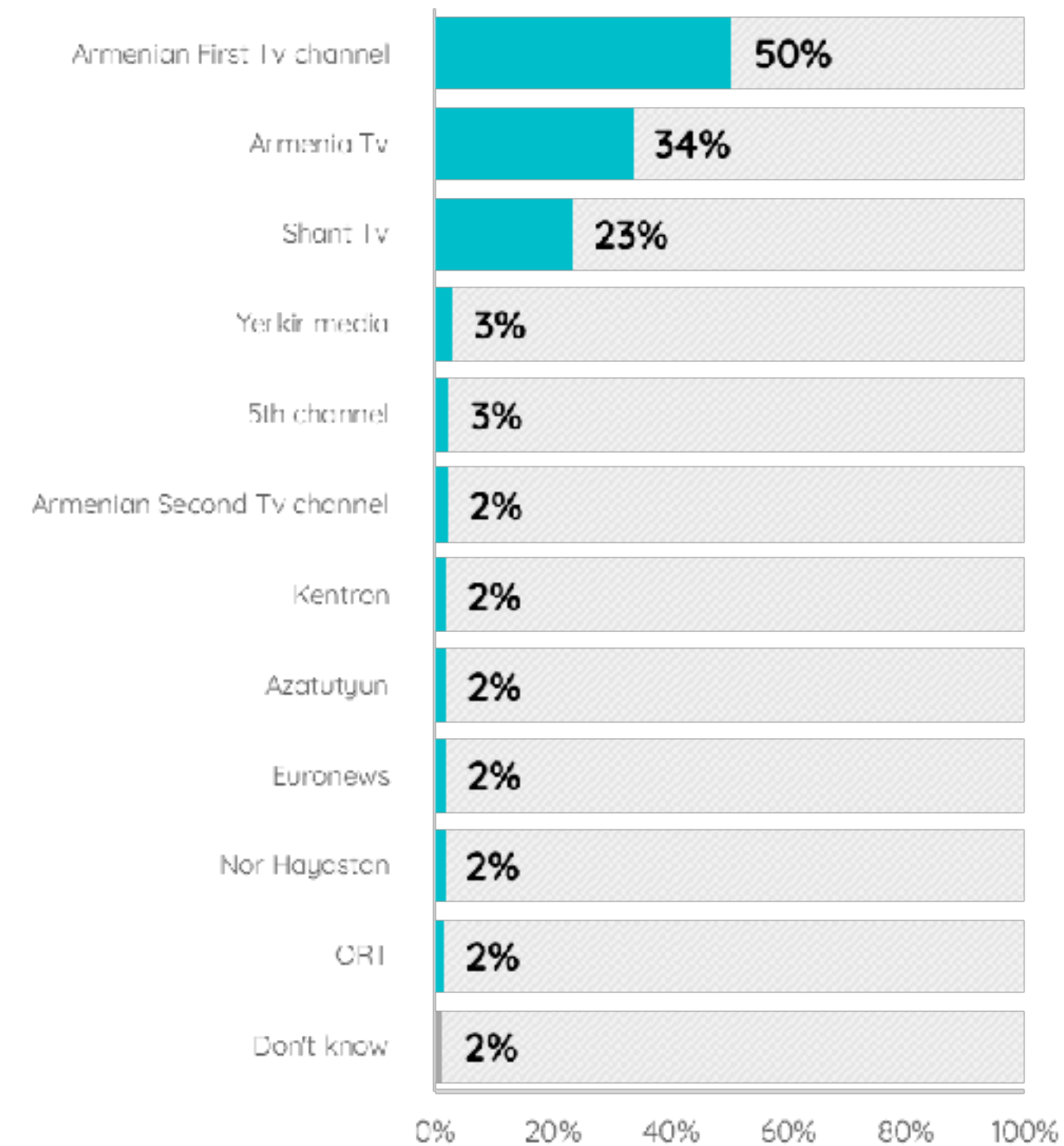
Most favourite channels through which citizens would like to receive/access information about the EU

Social media channels



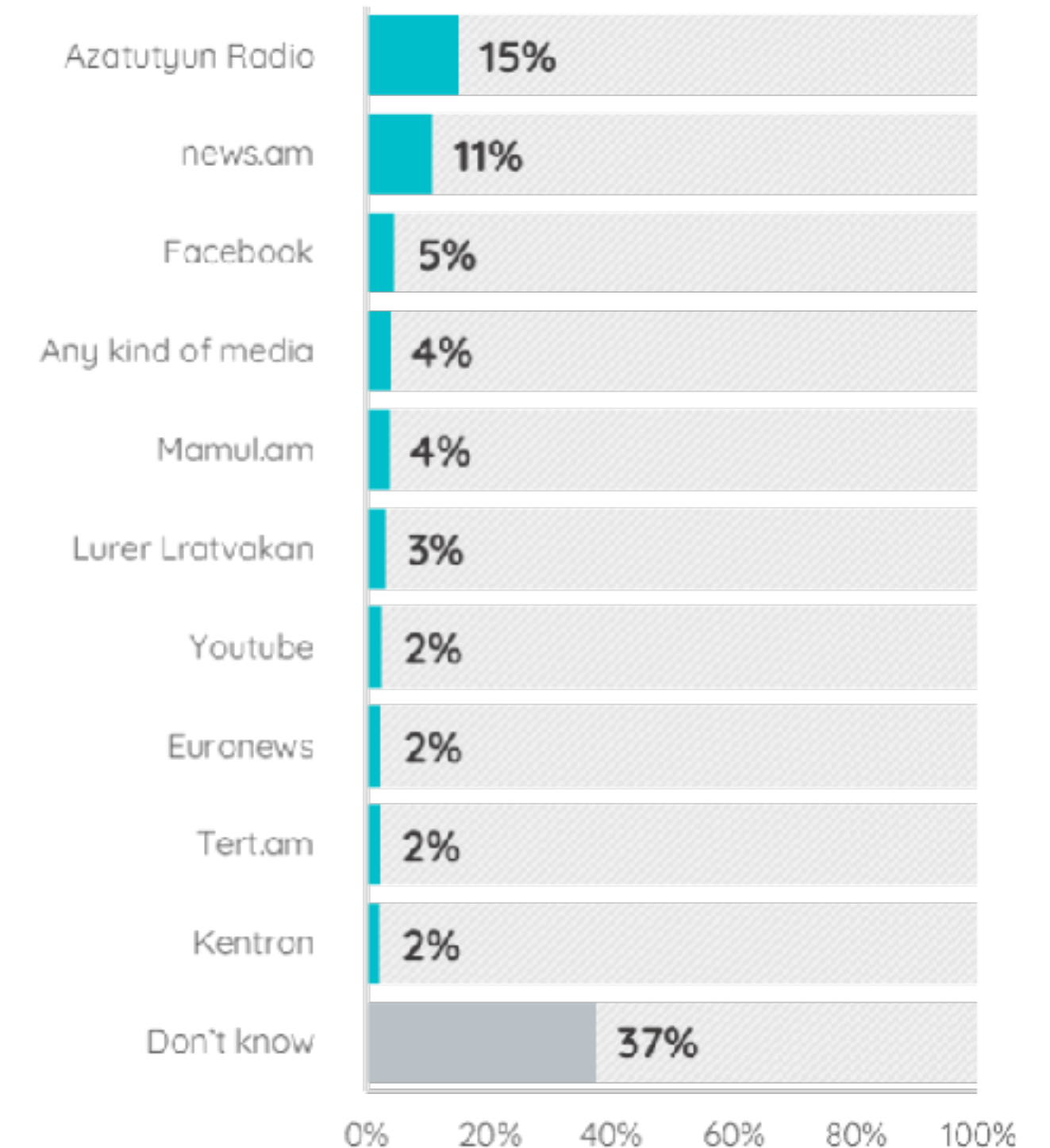
Percentages refer to citizens who wanted to receive/access information about the EU through social media channels

TV channels



Percentages refer to citizens who wanted to receive/access information about the EU through TV channels

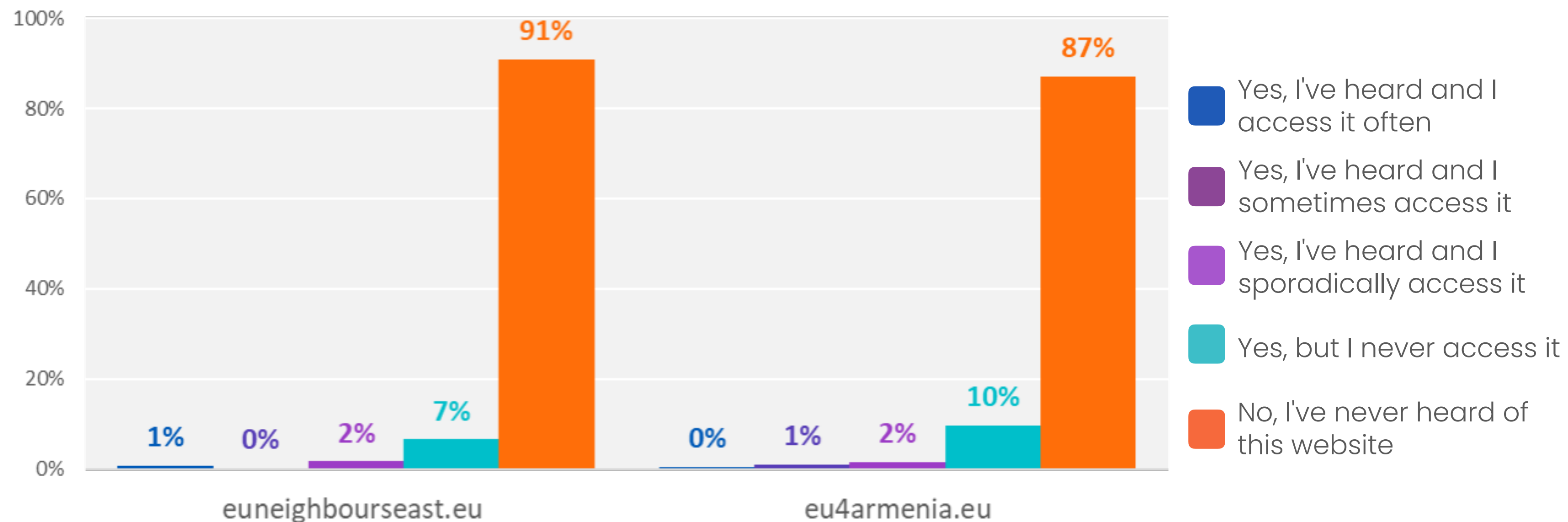
Online media/news agencies



Percentages refer to citizens who wanted to receive/access information about the EU through online media/news agencies

SOURCES OF INFORMATION on the EU

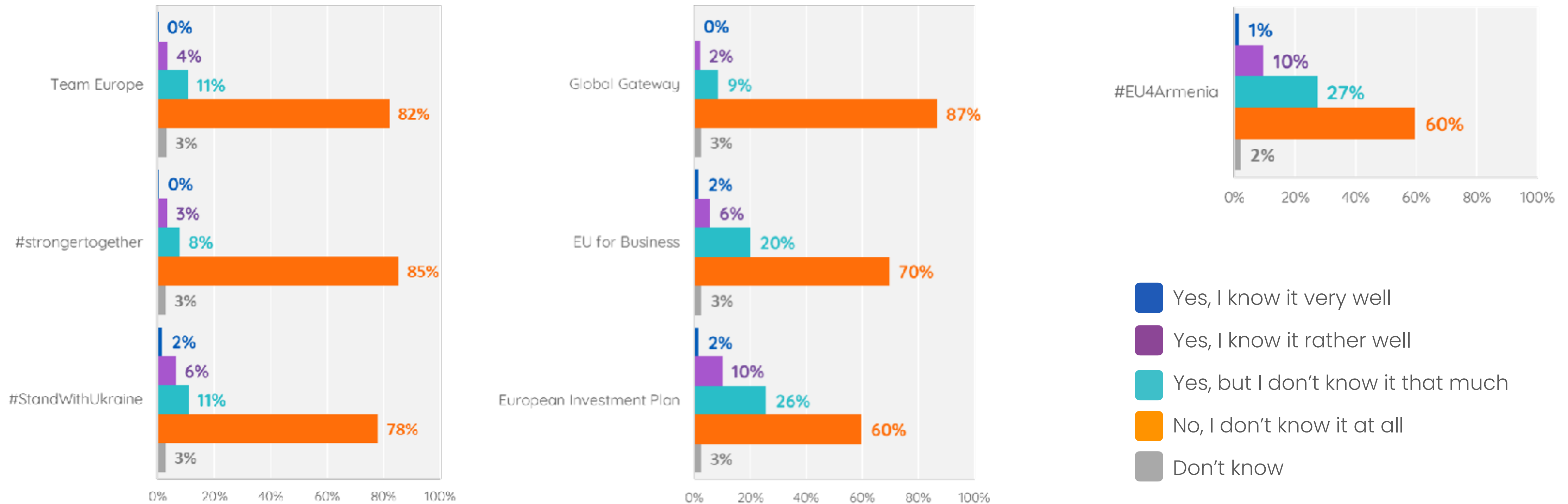
Have you ever heard about the euneighbourseast.eu / eu4armenia.eu websites where you can get all the latest info on EU–your country relations & opportunities offered by the EU?



AWARENESS of euneighbourseast websites

Have you ever heard, seen or read anything about the following events/initiatives/campaigns?

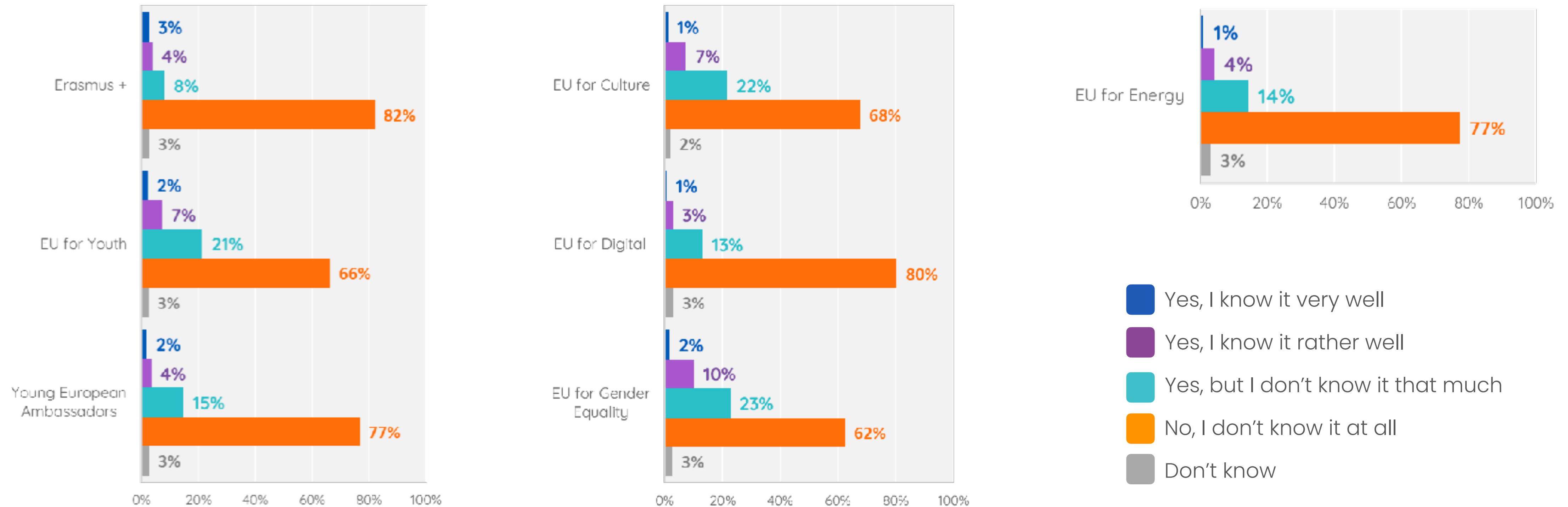
Percentages refer to citizens who have heard of the EU.



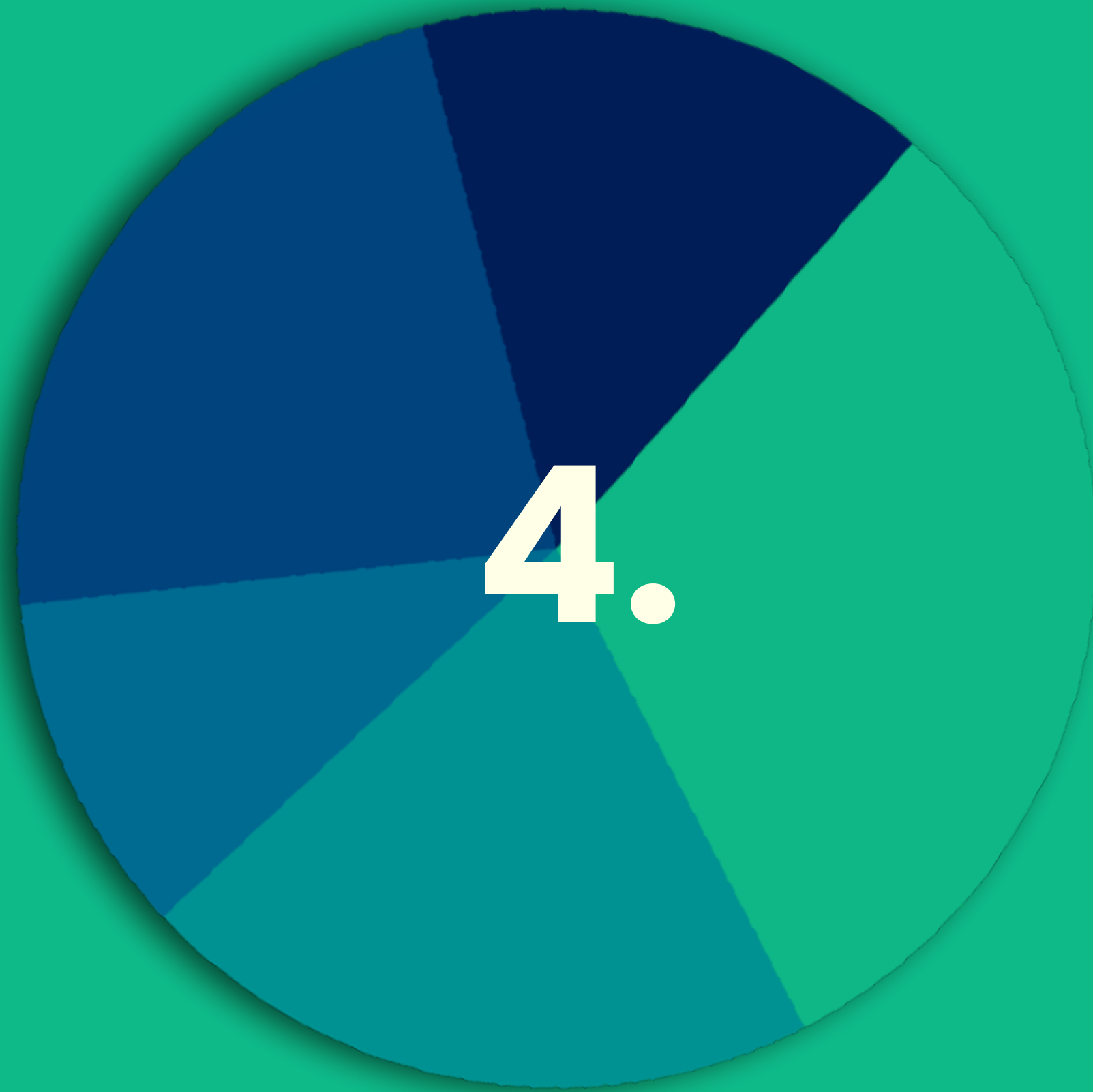
AWARENESS of the EU's campaigns/initiatives

Have you ever heard, seen or read anything about the following events/initiatives/campaigns?

Percentages refer to citizens who have heard of the EU.

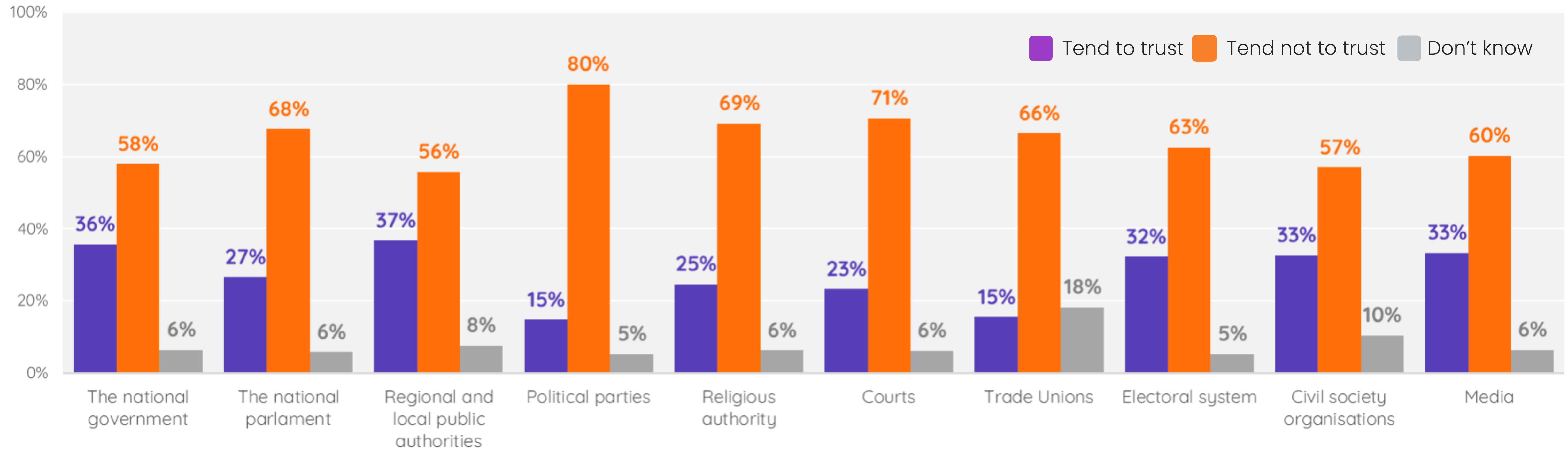


AWARENESS of the EU's campaigns/initiatives



**VIEW OF ARMENIA'S
CURRENT SITUATION**

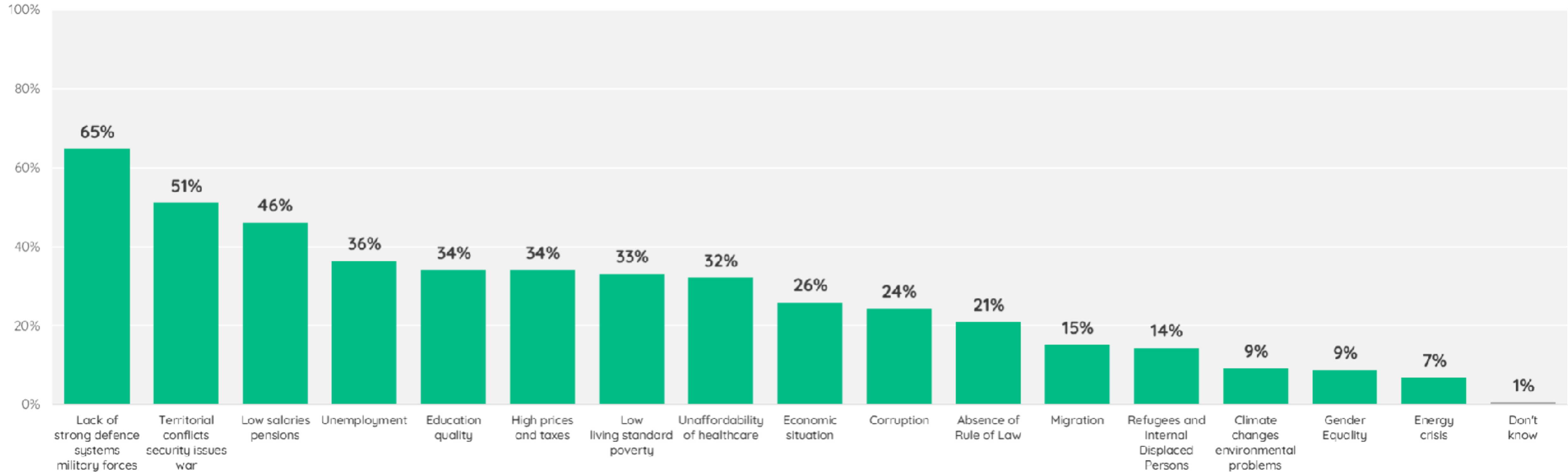
Please tell us which is your level of trust for the following institutions, organisations and systems?



VIEWS OF ARMENIA'S CURRENT SITUATION

58% were not satisfied with the way democracy works in the country

What do you consider to be the most pressing problems facing Armenia?

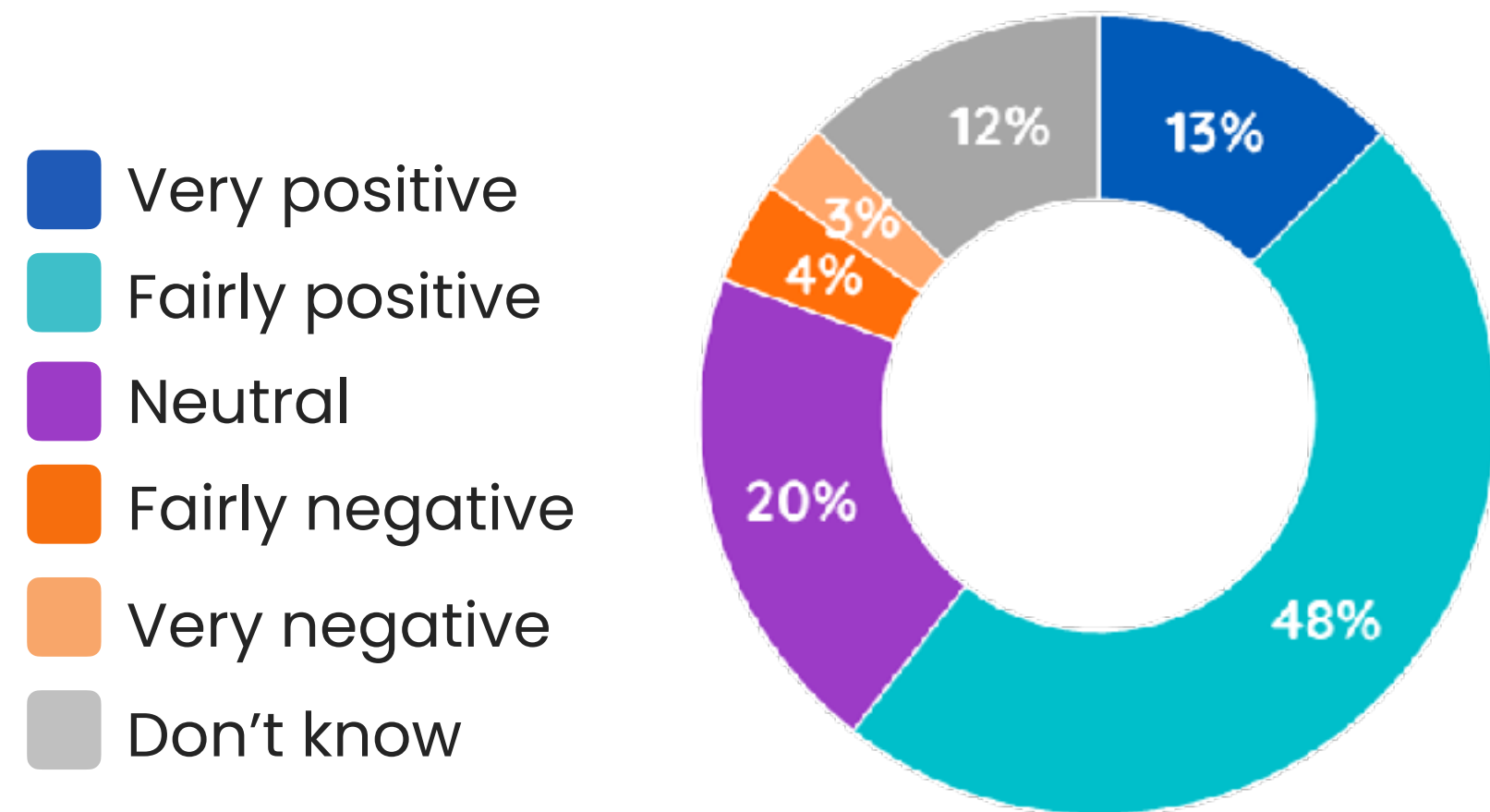


**VIEWS OF ARMENIA'S
CURRENT SITUATION**

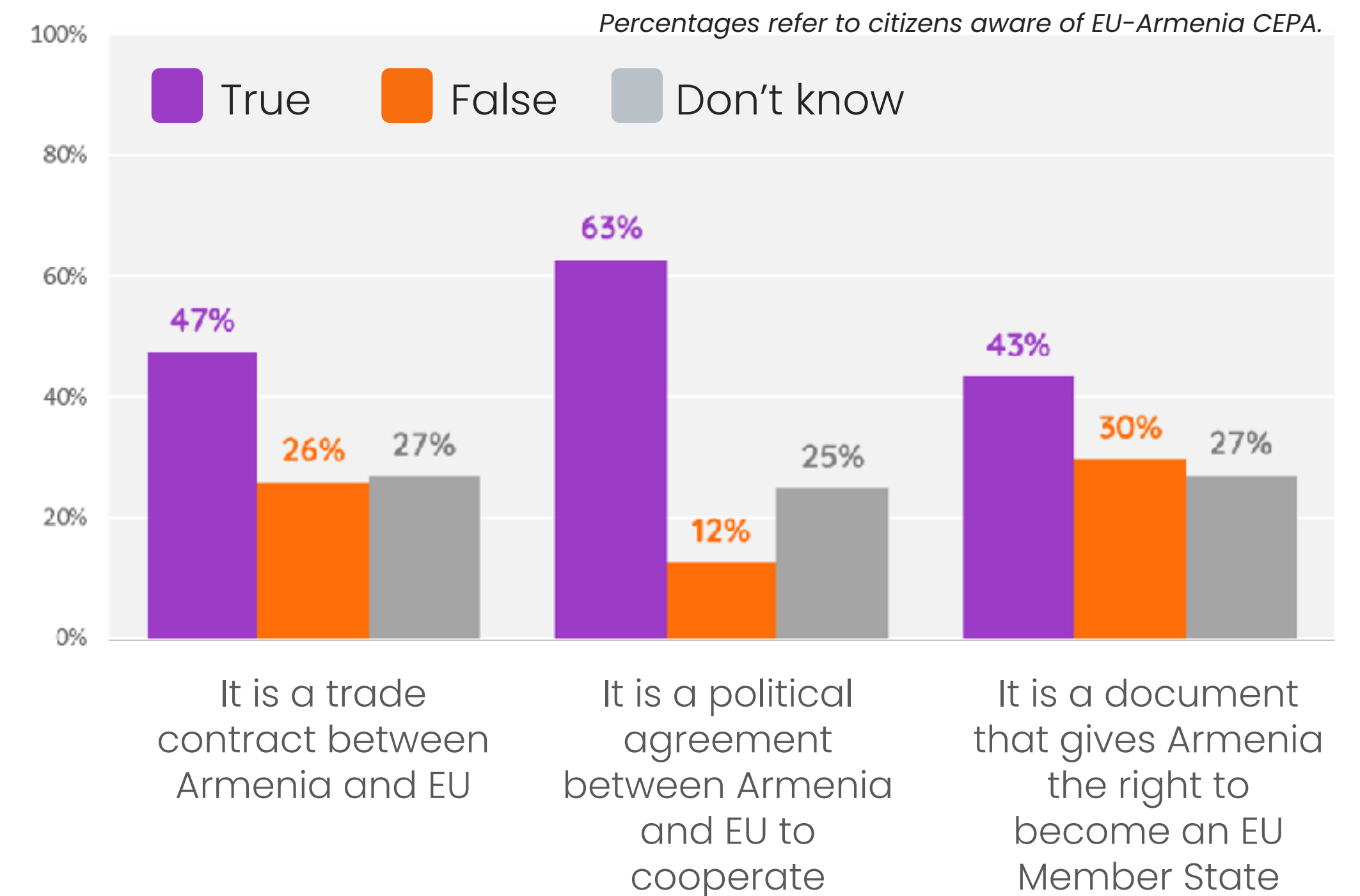
23% were not satisfied with their own life

25% have heard about the EU-Armenia Comprehensive and Enhanced Partnership Agreement

To what extent do you think CEPA has a positive or a negative impact on the development of Armenia?

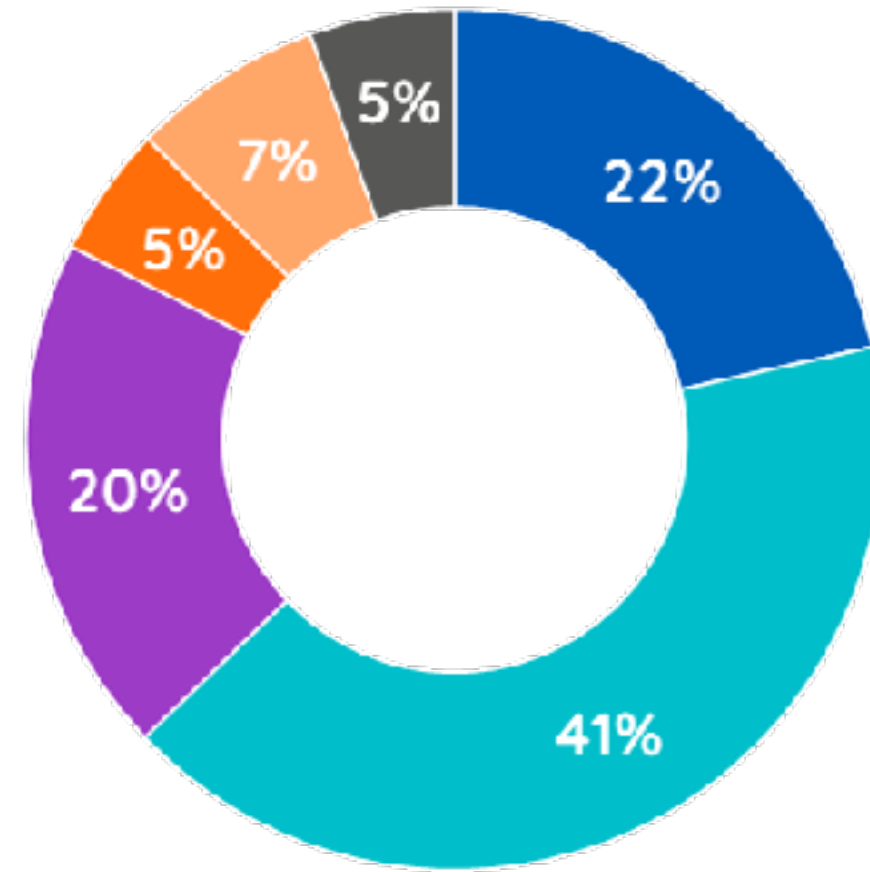


For each of the following statements about CEPA could you please tell us whether you think it is true or false?



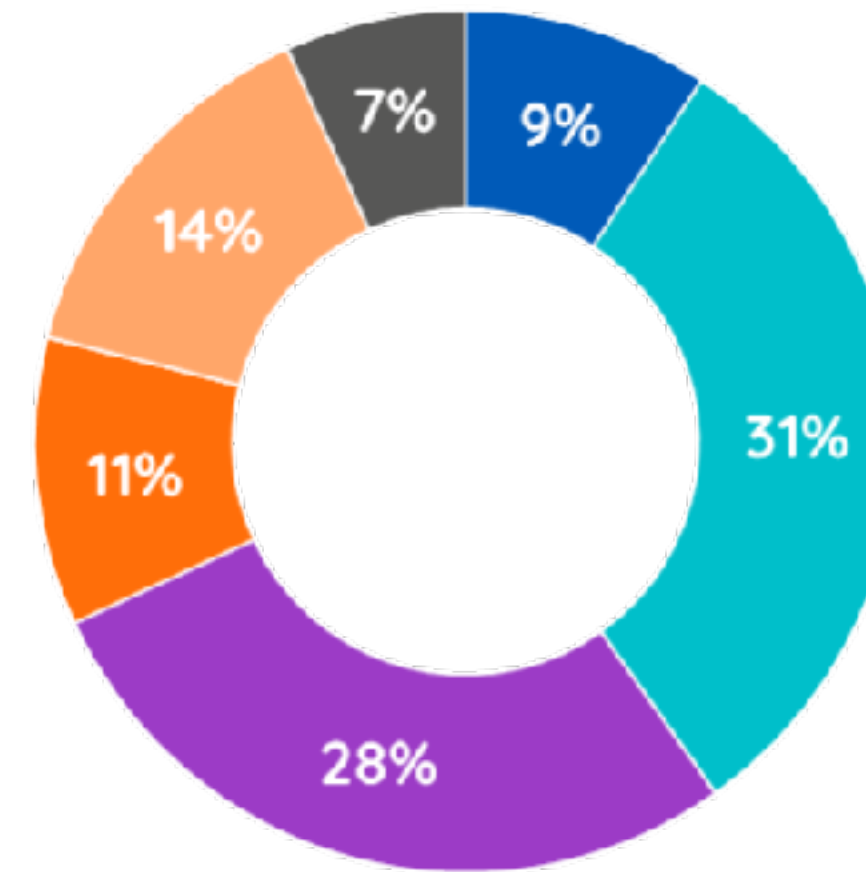
OPINIONS ON THE EU-ARMENIA CEPA

To what extent do you think the deployment of the EU monitoring experts has a positive or a negative impact on Armenia?



Percentages refer to citizens aware of the deployment of the EU monitoring experts to Armenia.

How do you evaluate the EU's engagement in mediating/facilitating a peace/normalisation process between Azerbaijan and Armenia?



■ Very positive
 ■ Fairly positive
 ■ Neutral
 ■ Fairly negative
 ■ Very negative
 ■ Don't know

have heard about the deployment of the EU monitoring experts to Armenia

58%

OPINIONS ON deployment of the EU monitoring experts to Armenia

We look forward to
connecting with you again
however, whenever :

