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# EU NEIGHBOURSEAST

# StrongerTogether

ANNUAL SURVEY  
MARCH 2024

REPUBLIC OF MOLDOVA

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 Moldova 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 **March 2024** and covering the following topics:

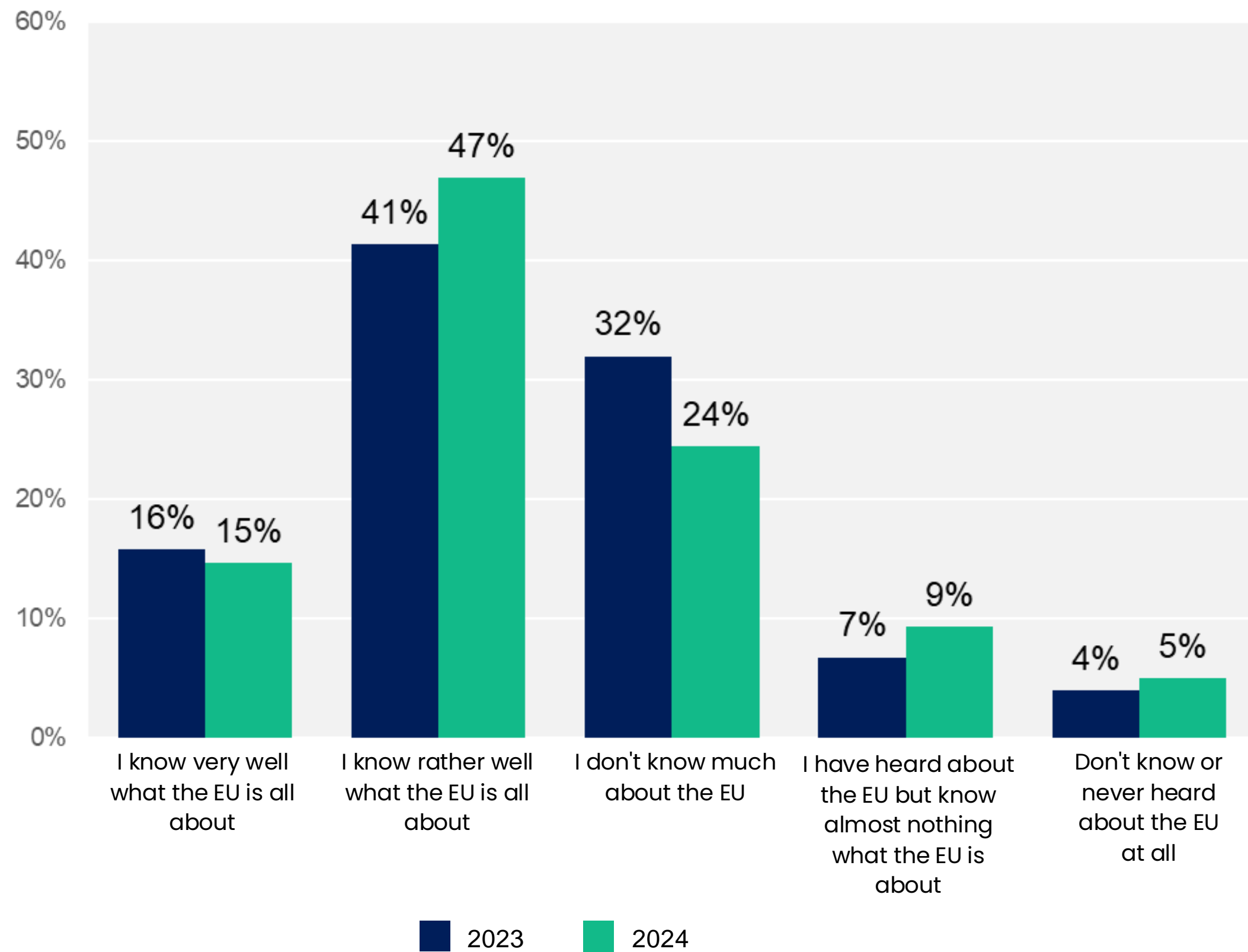
- General perceptions of the EU
- EU relations with Moldova
- Awareness of EU's financial support
- Citizens' view on the EU's response to Russia's invasion of Ukraine
- Media usage and sources of information about the EU
- Views of Moldova's current situation

## GENERAL PERCEPTIONS OF THE EU

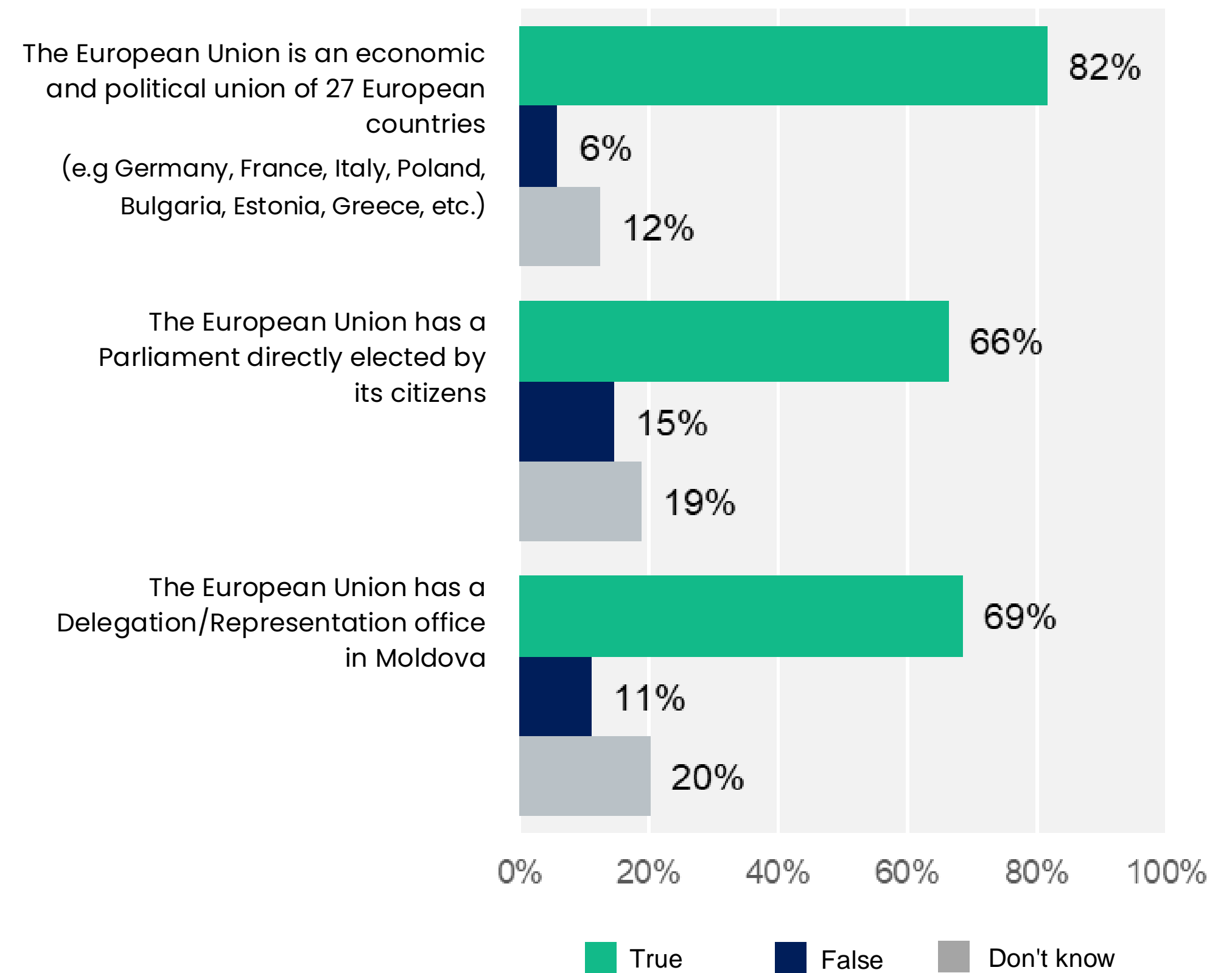
- Knowledge of the EU
- Positive, neutral or negative image of the EU
- Values associated with the EU
- Trust towards the EU and other international institutions
- Impact of disinformation

## Awareness of the EU

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



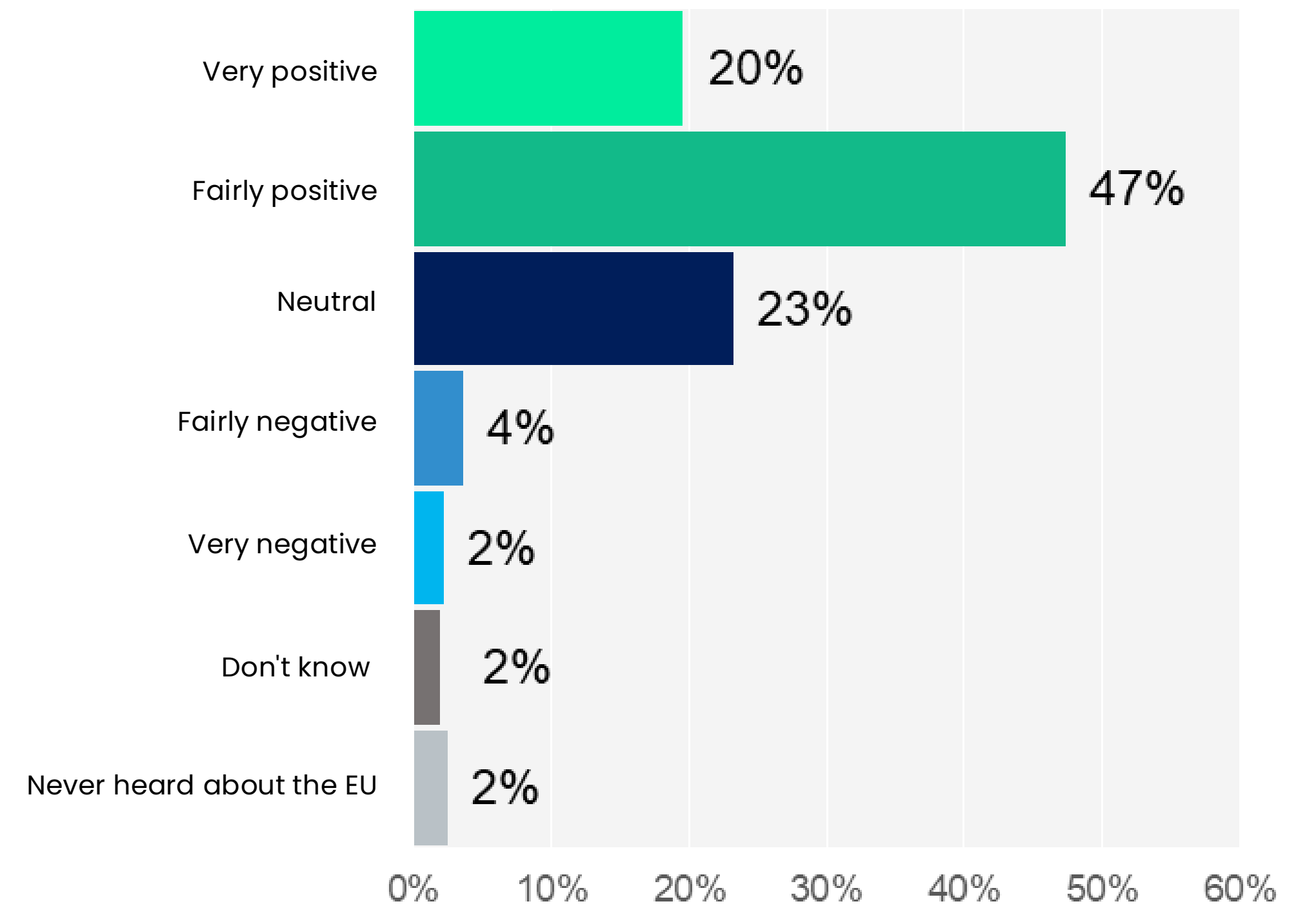
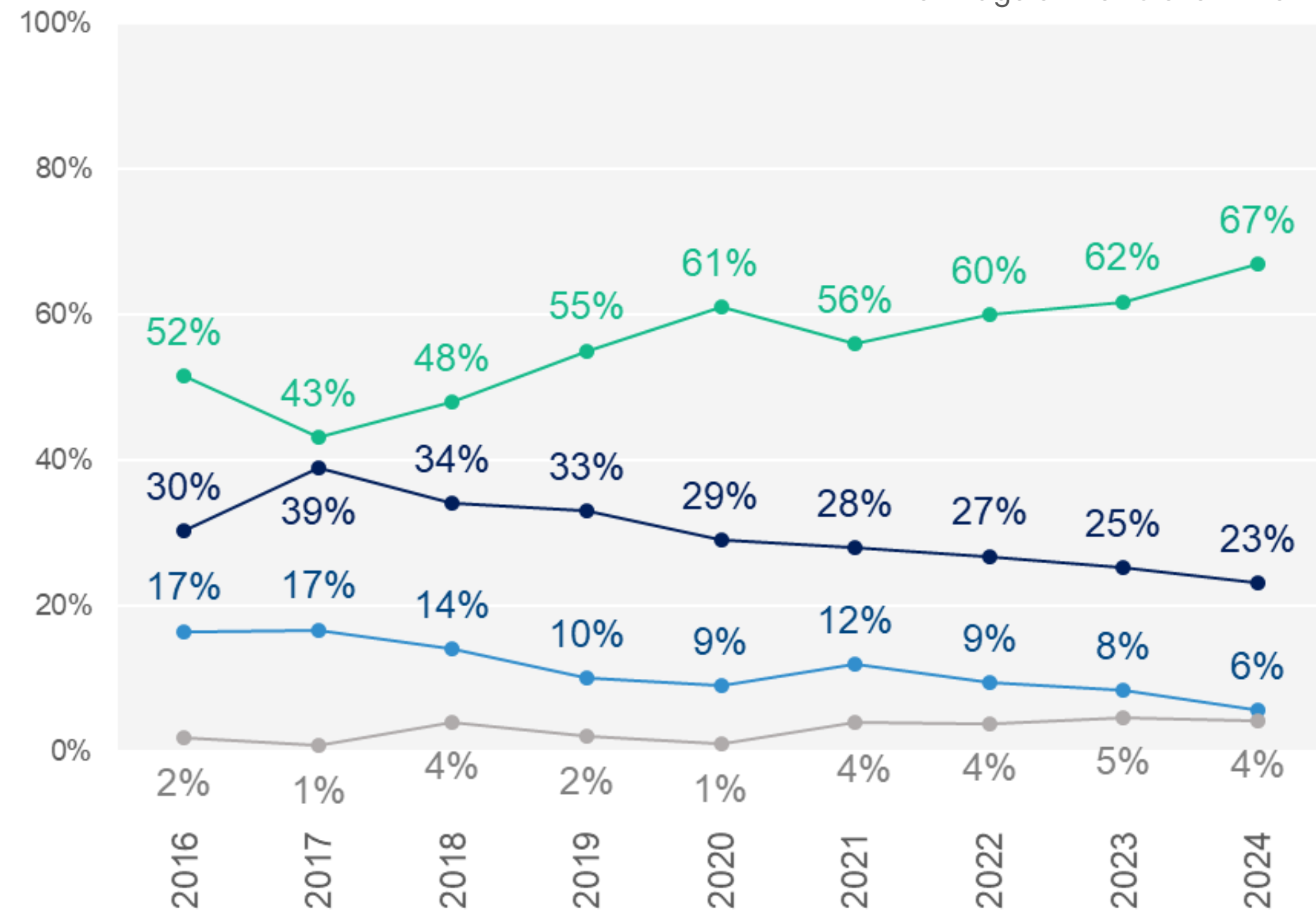
For each of the following statements about the European Union could you please tell me whether you think it is true or false?



# Image of the EU

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

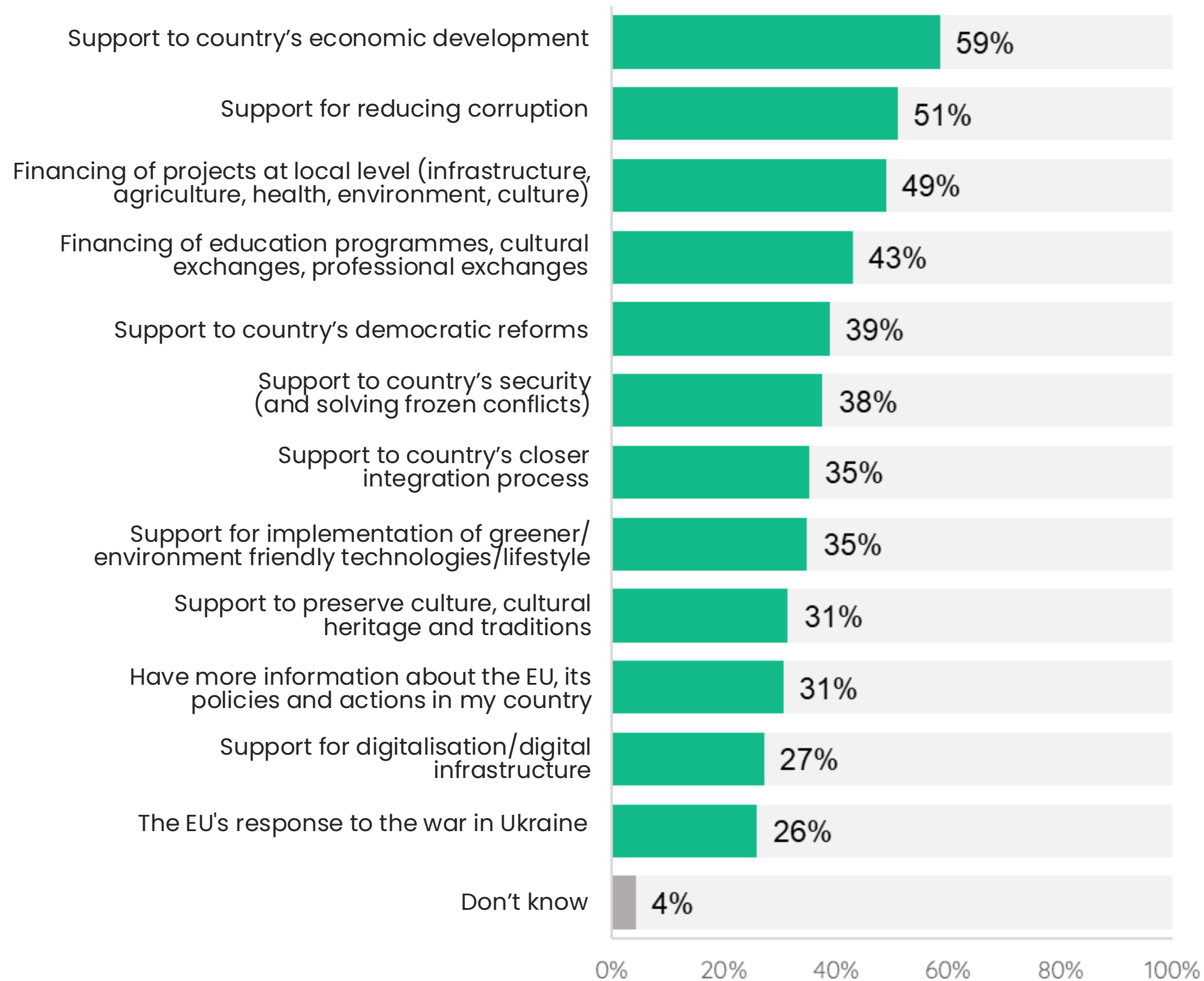
The image of the EU over time



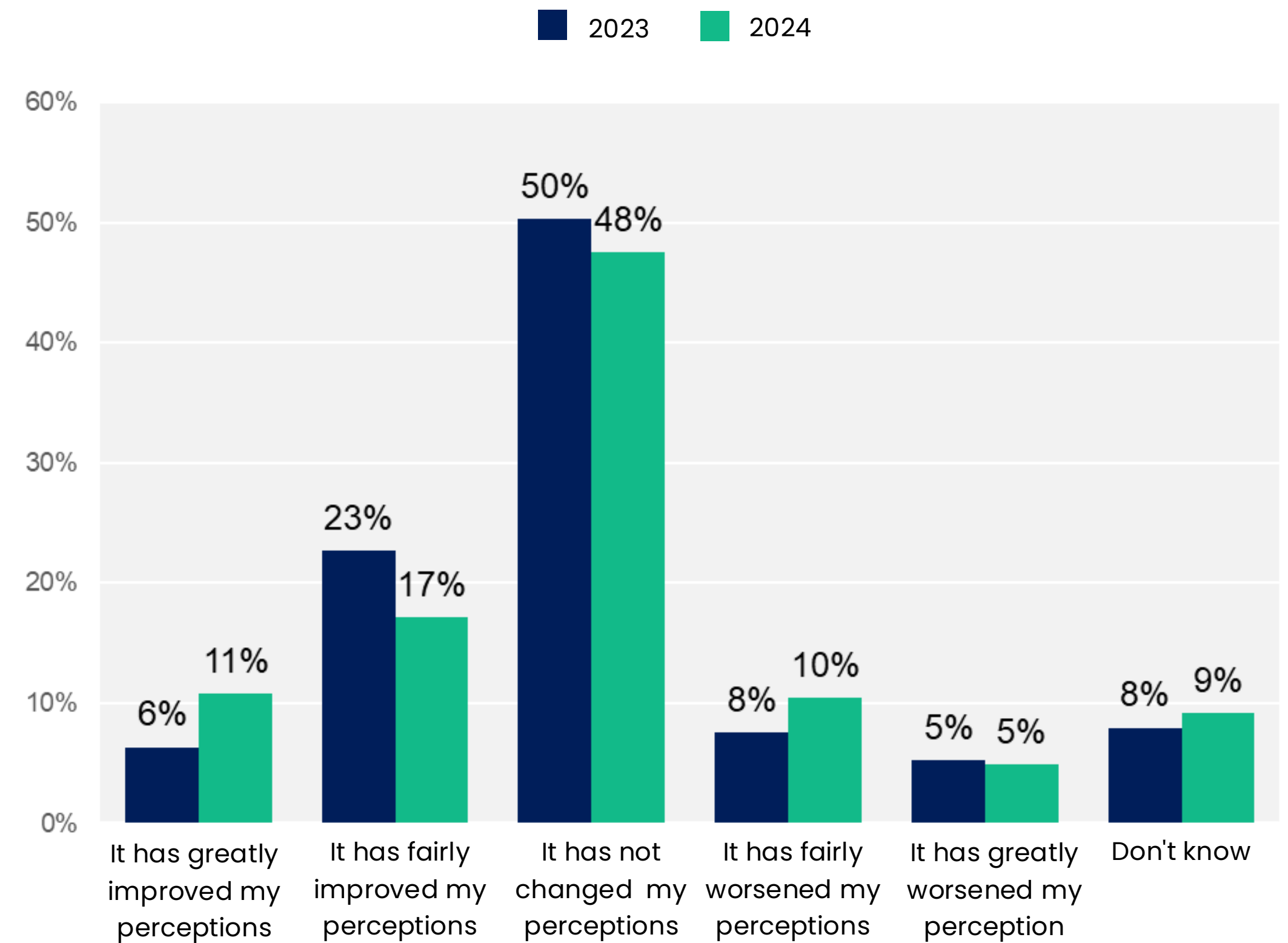
■ Positive   
 ■ Neutral   
 ■ Negative   
 ■ Don't know / Never heard

# Image of the EU

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

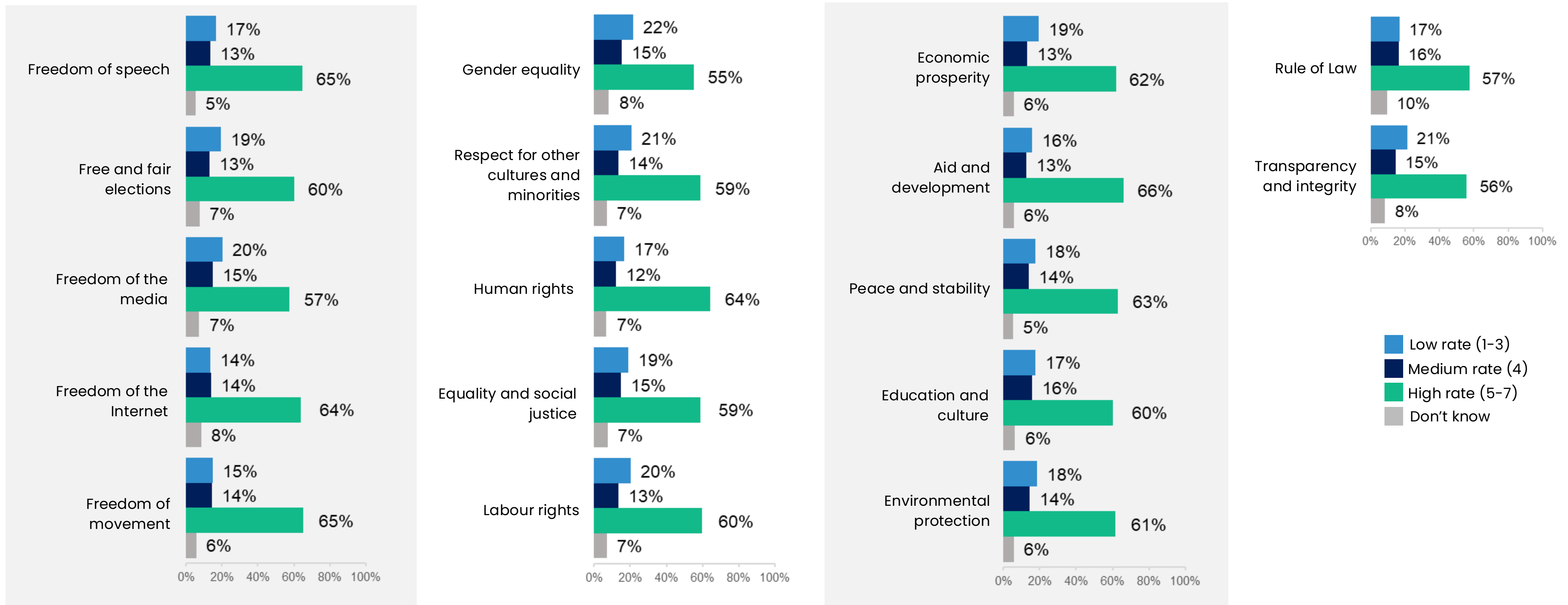


Has the EU's response to the war in Ukraine changed your perceptions of the EU?



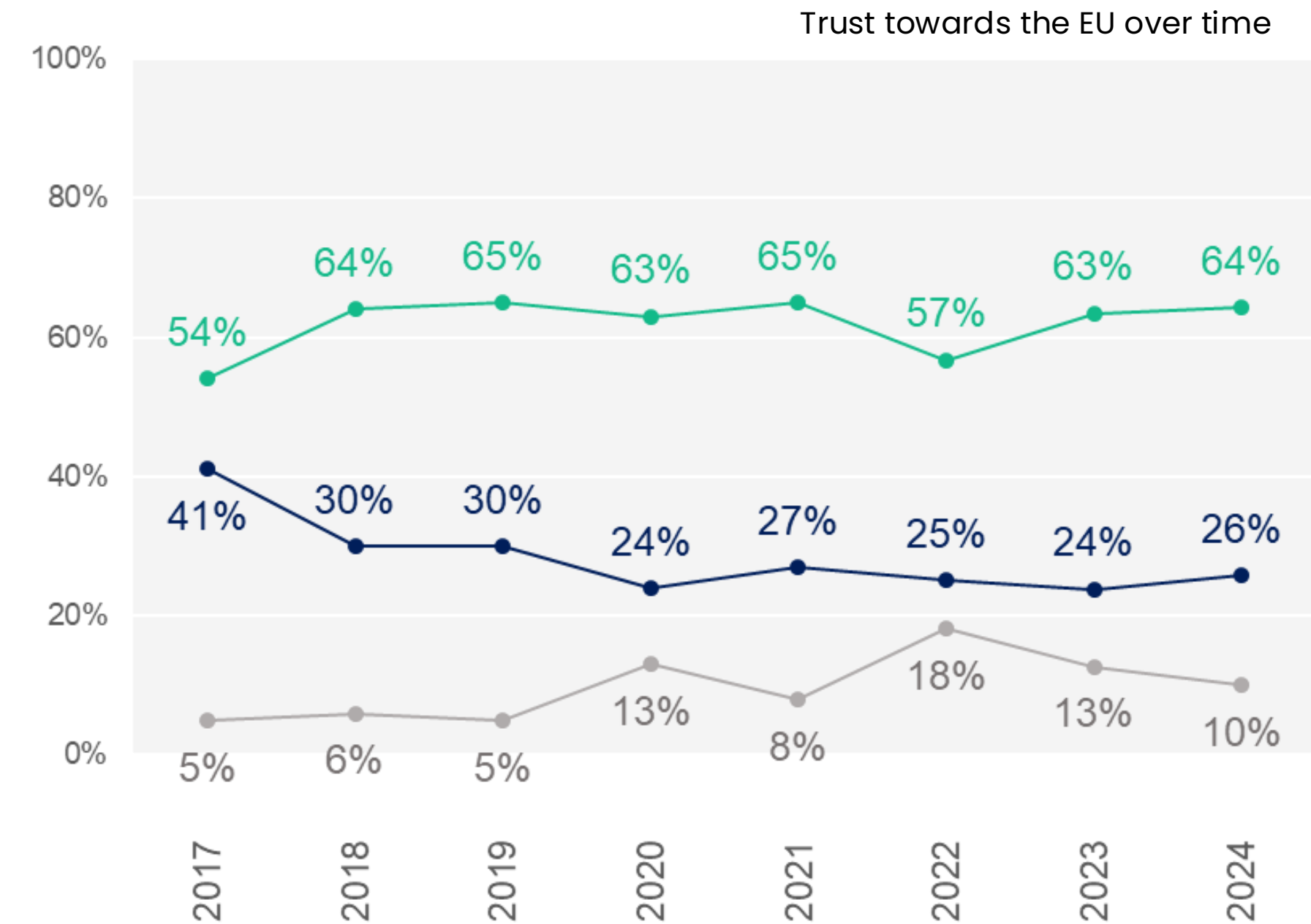
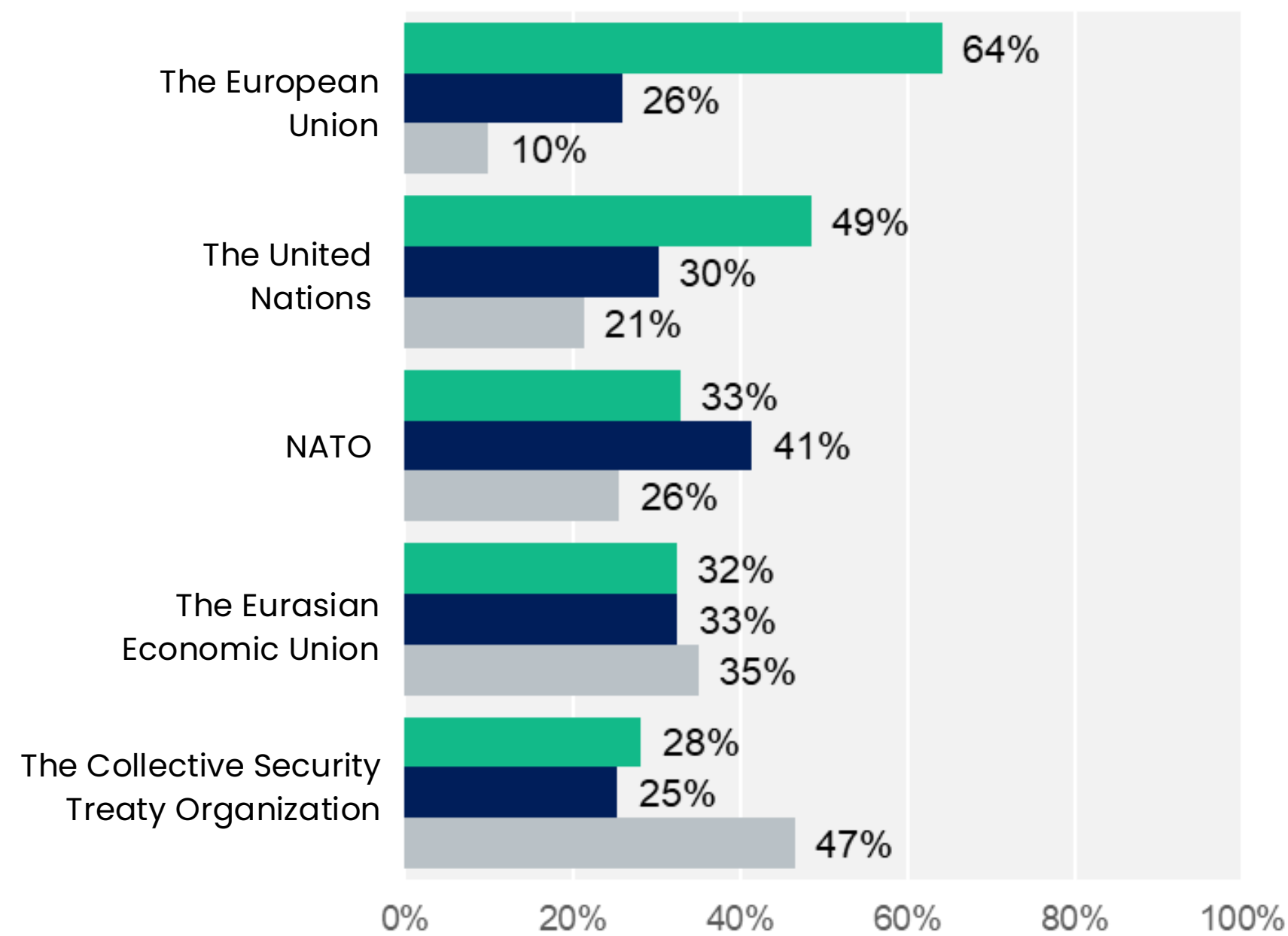
# Values associated with the EU

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'



# Trust towards the EU & other international institutions

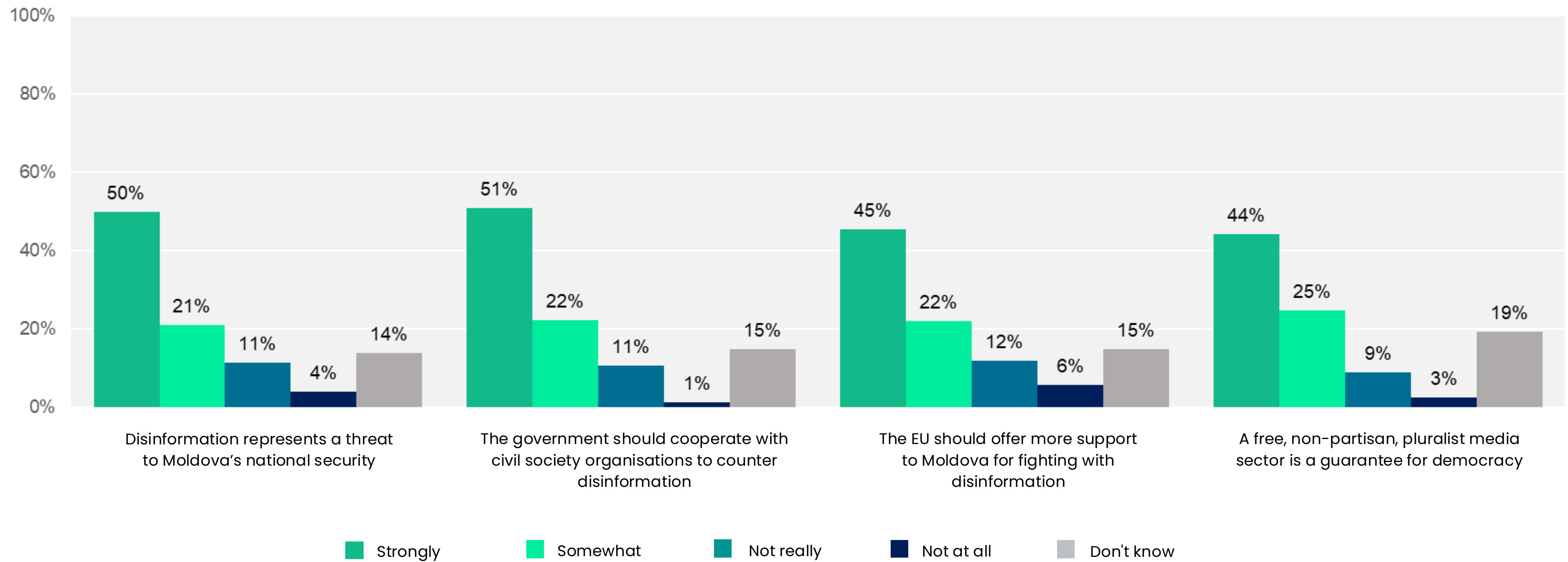
I would like to ask you a question about how much trust you have in certain institutions. For each of the following institutions, please tell me if you tend to trust it or tend not to trust it



Tend to trust Tend not to trust Don't know / Never heard

# Agreement on disinfo statements

To what extent do you agree with the following statements?



Percentages refer to citizens who have heard of the EU

## EU RELATIONS with Moldova and awareness of EU's FINANCIAL SUPPORT

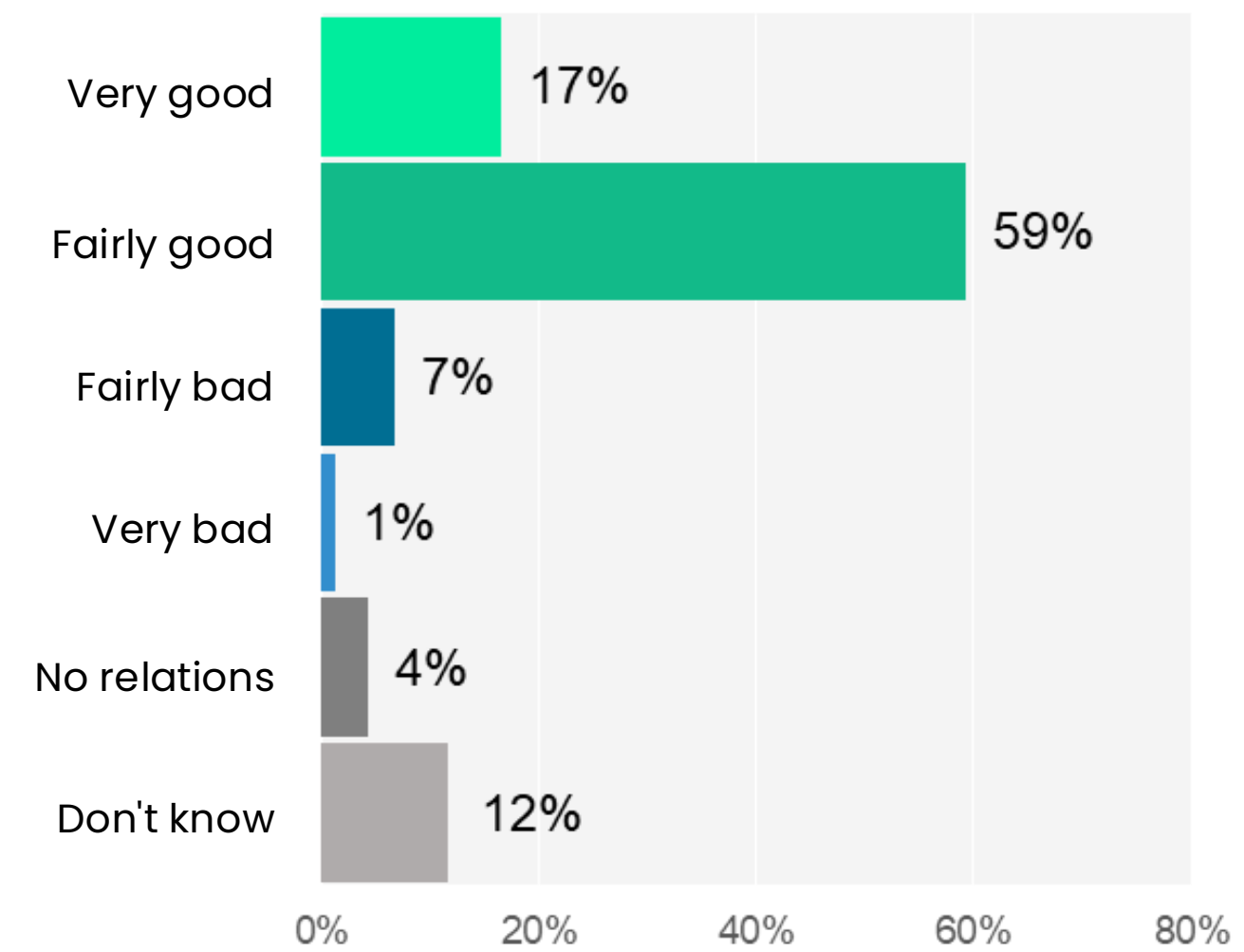
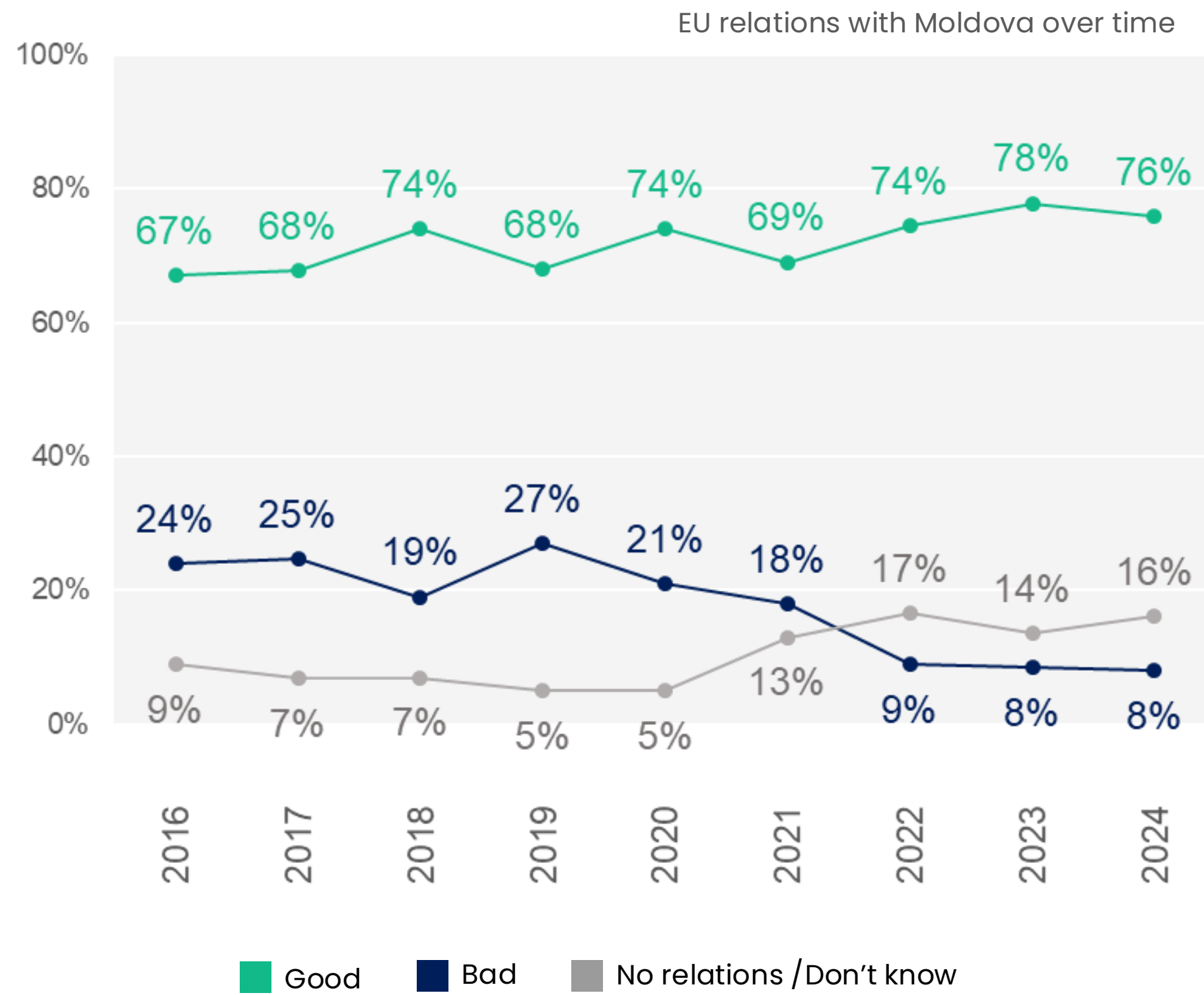
- EU relations with the Republic of Moldova
- Awareness of the EU's financial support
- Opinion on the EU's response to the Russia's invasion of Ukraine



2.

# EU relations with Moldova

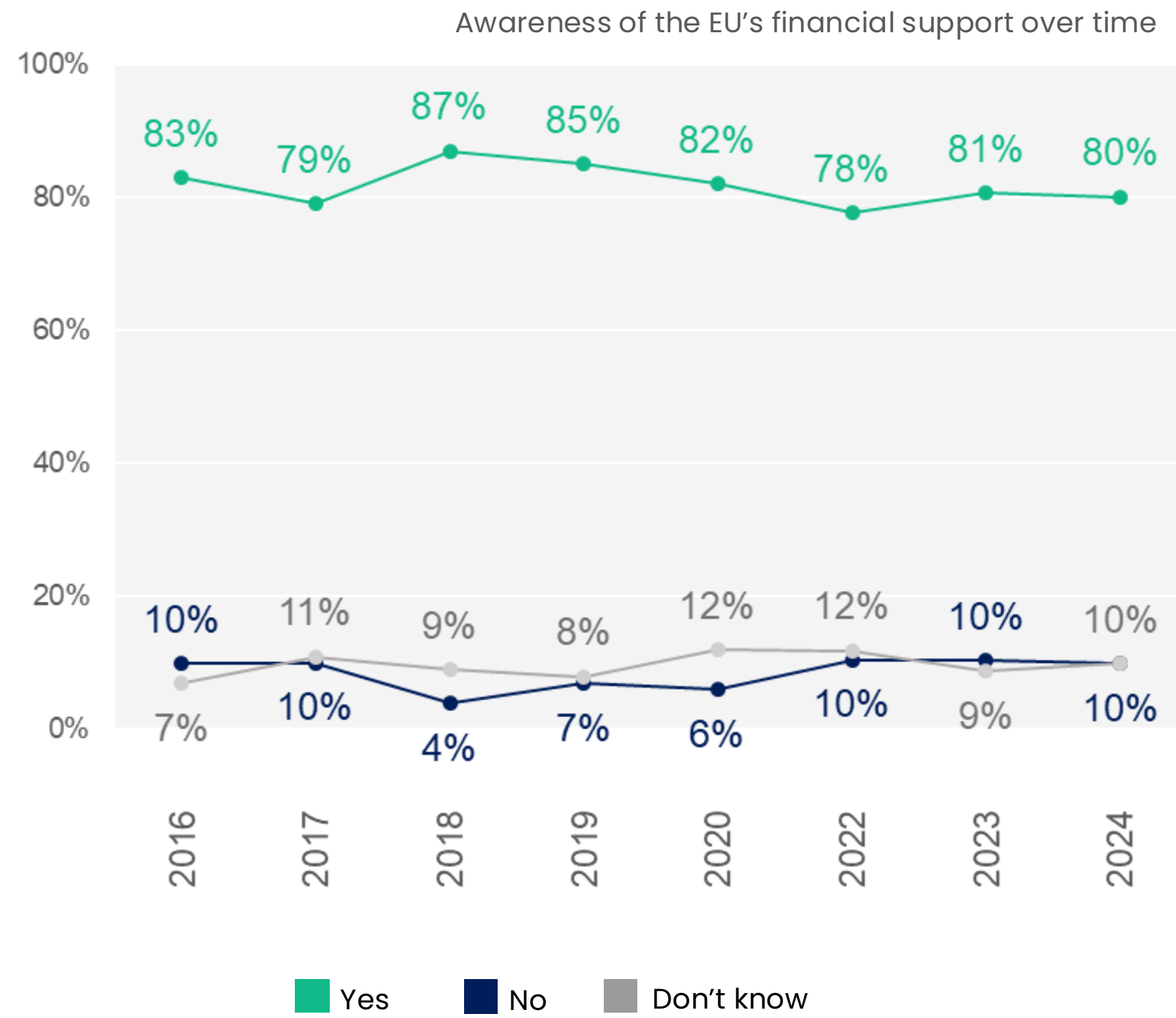
In general, how would you describe the relations that the European Union has with Moldova?  
Would you describe them as very good, fairly good, fairly bad or very bad?



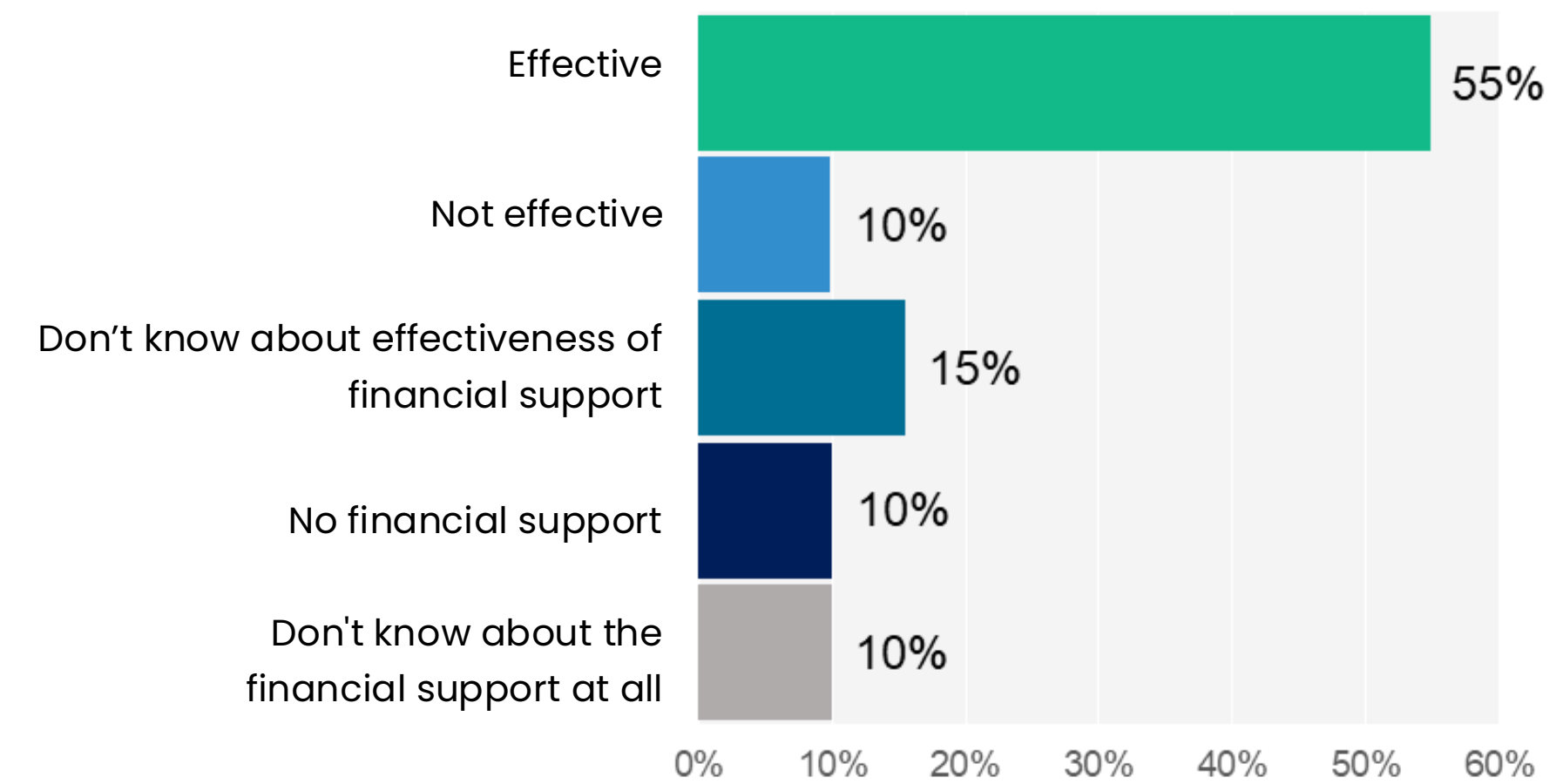
Percentages refer to citizens who have heard of the EU

# EU's financial support

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



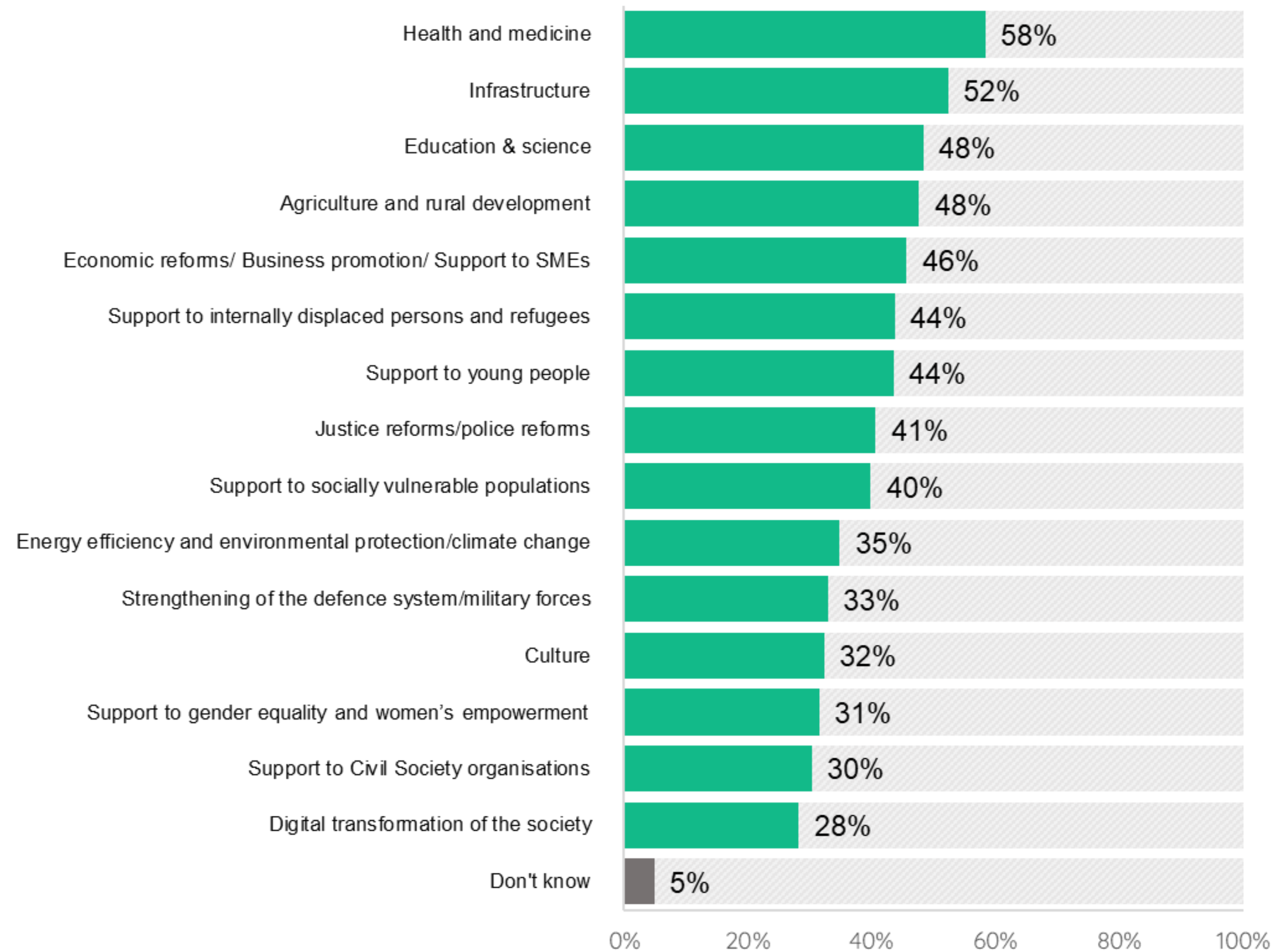
How effective do you think the support has been?



**+1%**  
in effectiveness of the EU's financial support since 2023

# EU's financial support

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



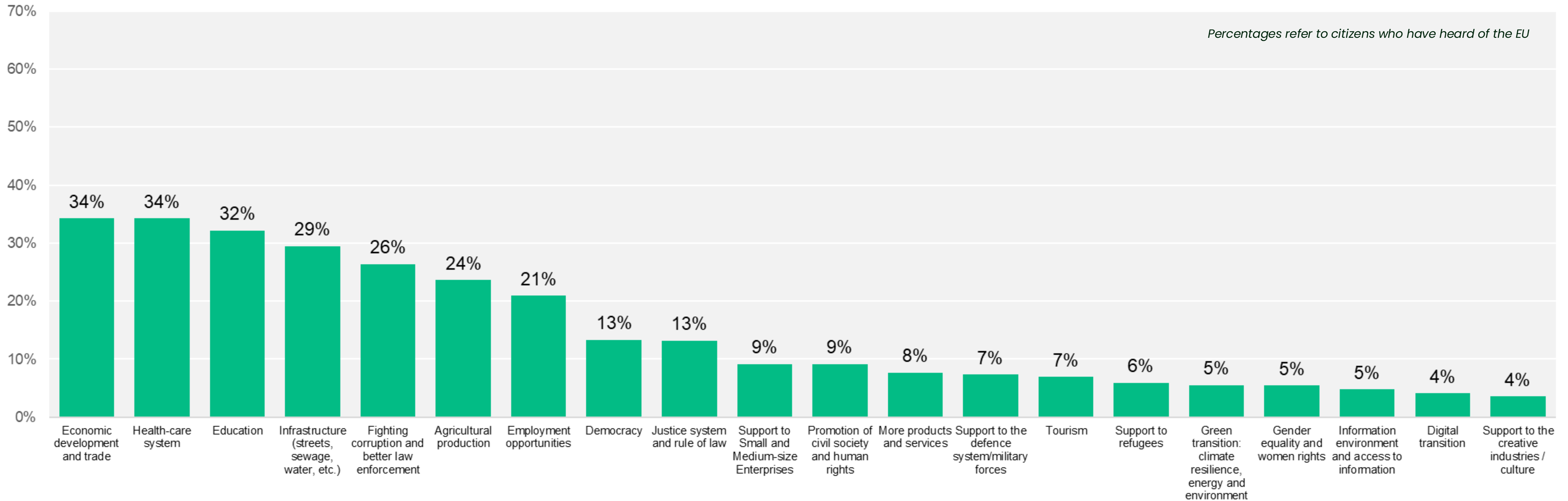
**32%**  
are aware of specific programmes  
financed by the EU

**27%**  
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*

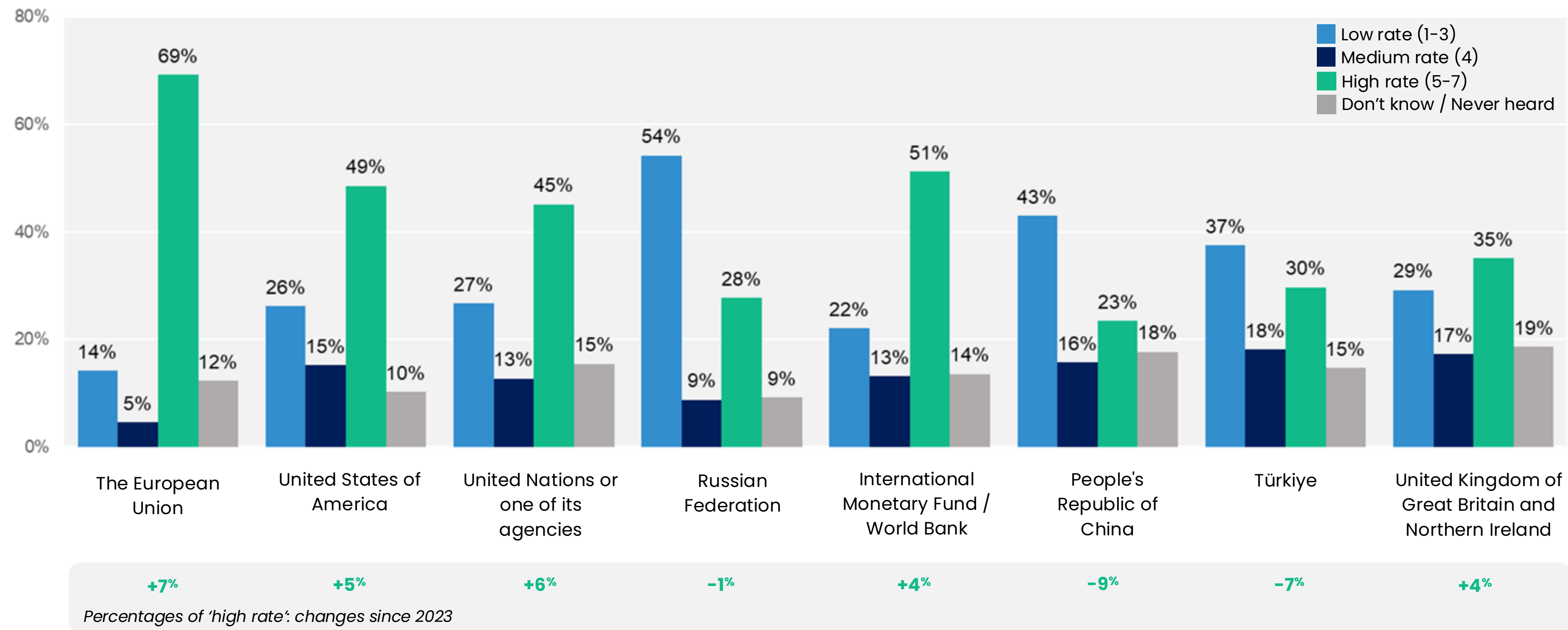
# EU's financial support

Please tell us in which areas you think the European Union should play a greater role in supporting Moldova / The three most important areas.



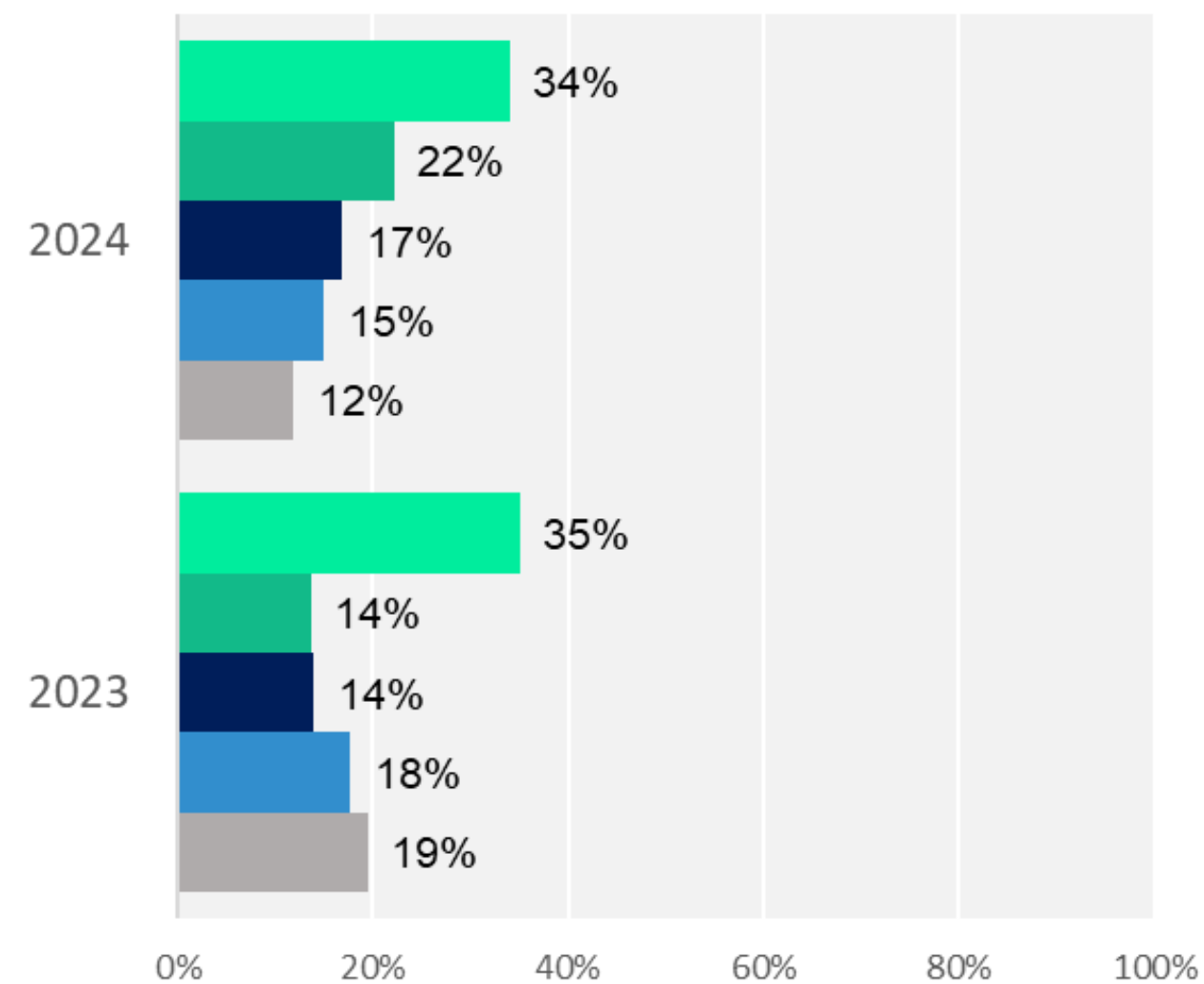
# Financial support: EU versus other international institutions / countries

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



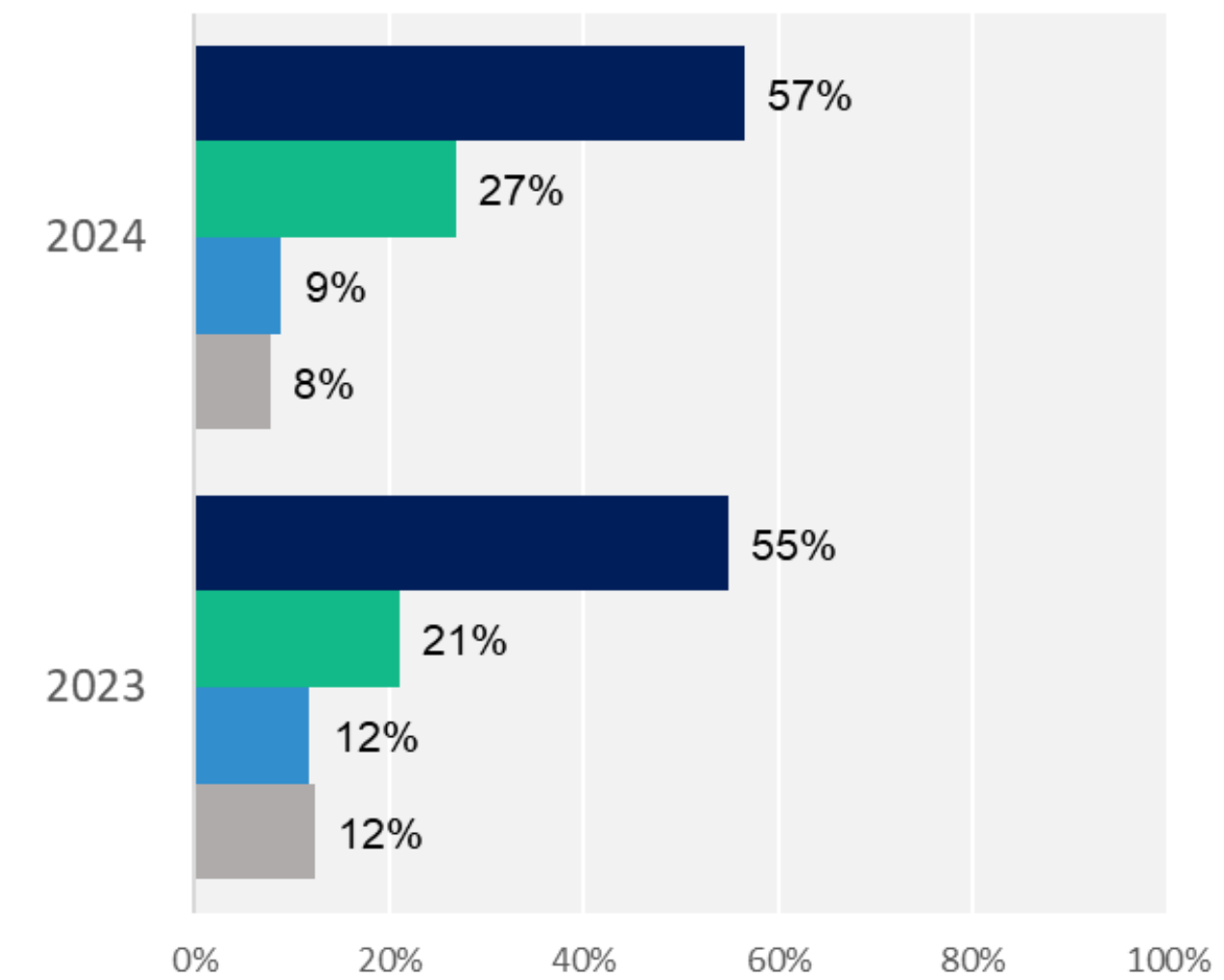
# Russia's invasion of Ukraine: citizens' view on the EU response

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?



■ Are appropriate  
■ Do not go far enough  
■ Don't know  
■ Are too harsh  
■ The EU should not impose any sanction on Russia

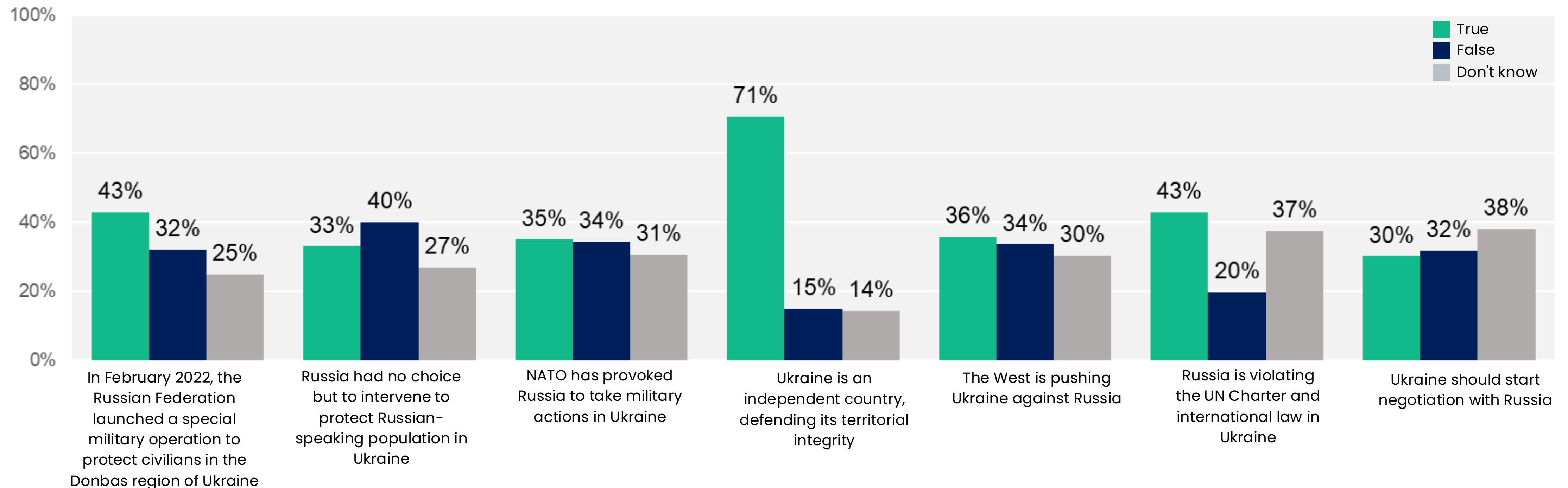
Do you feel that Ukraine has received sufficient support from the EU, or would you like to see more support for Ukraine?



■ Ukraine has been sufficiently supported  
■ I would like to see more support to Ukraine  
■ The EU should not support Ukraine  
■ Don't know

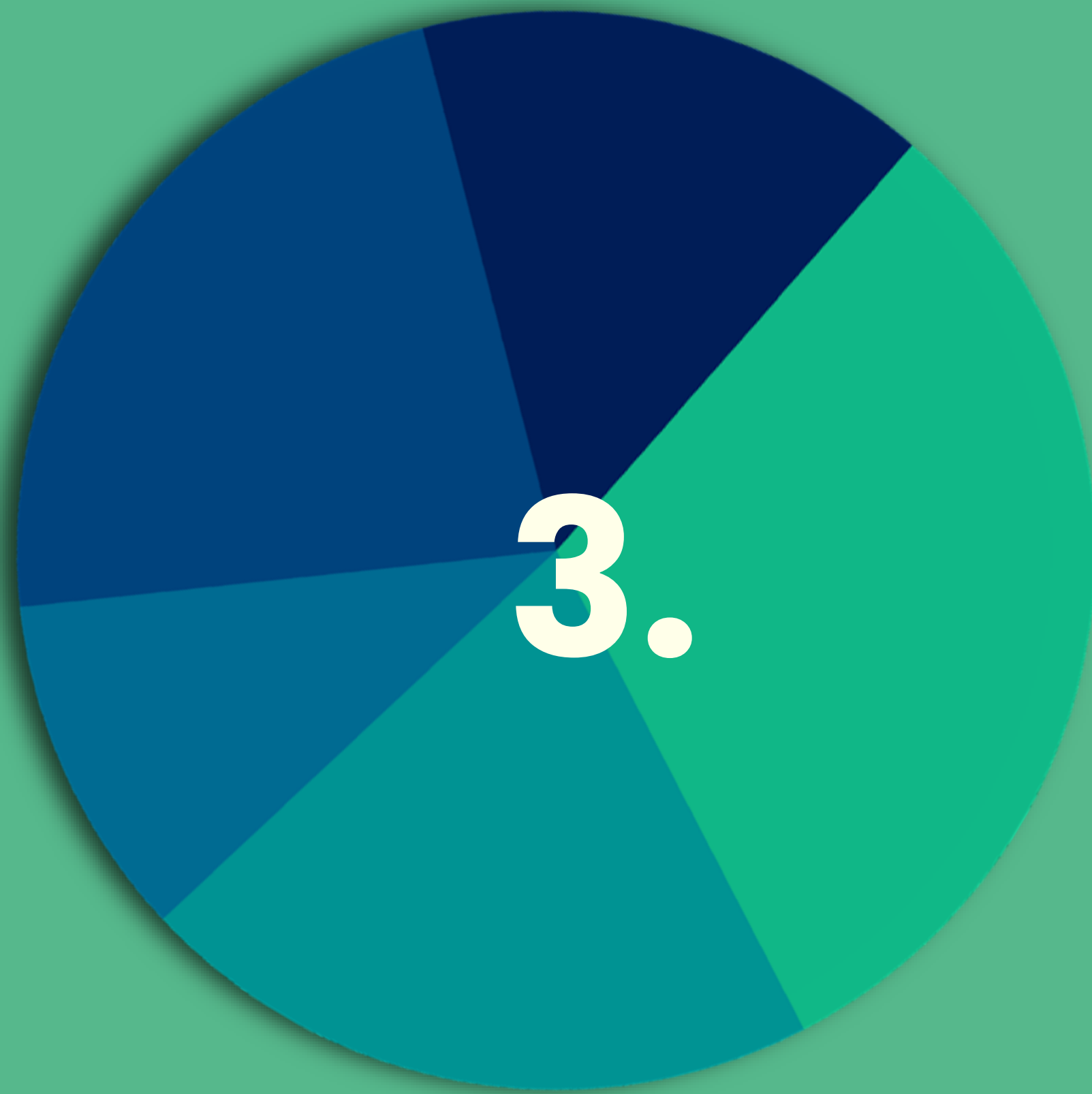
# True or false about the Russia's invasion of Ukraine

How would you assess the following statements?



+4%
+6%
+6%
+8%
+1%
0%
Not asked in 2023

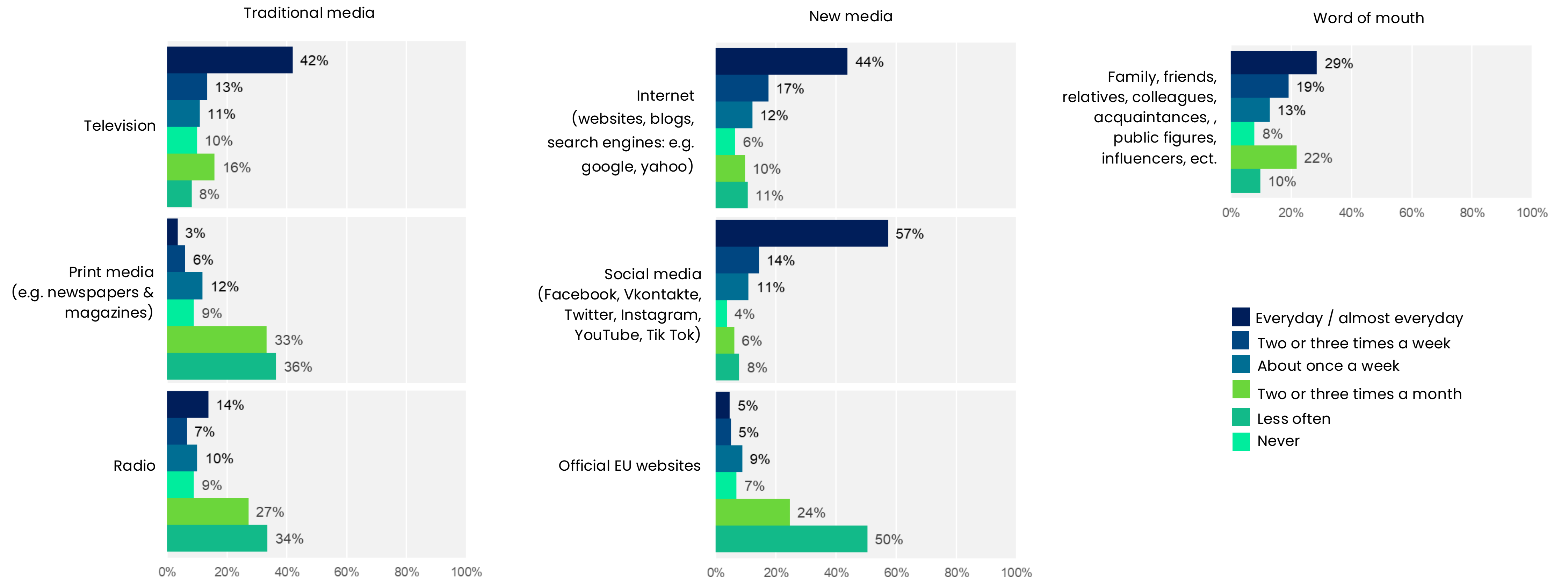
Percentages of citizens who assessed the statements as true: changes since 2023



# MEDIA USAGE & SOURCES OF INFORMATION ABOUT THE EU

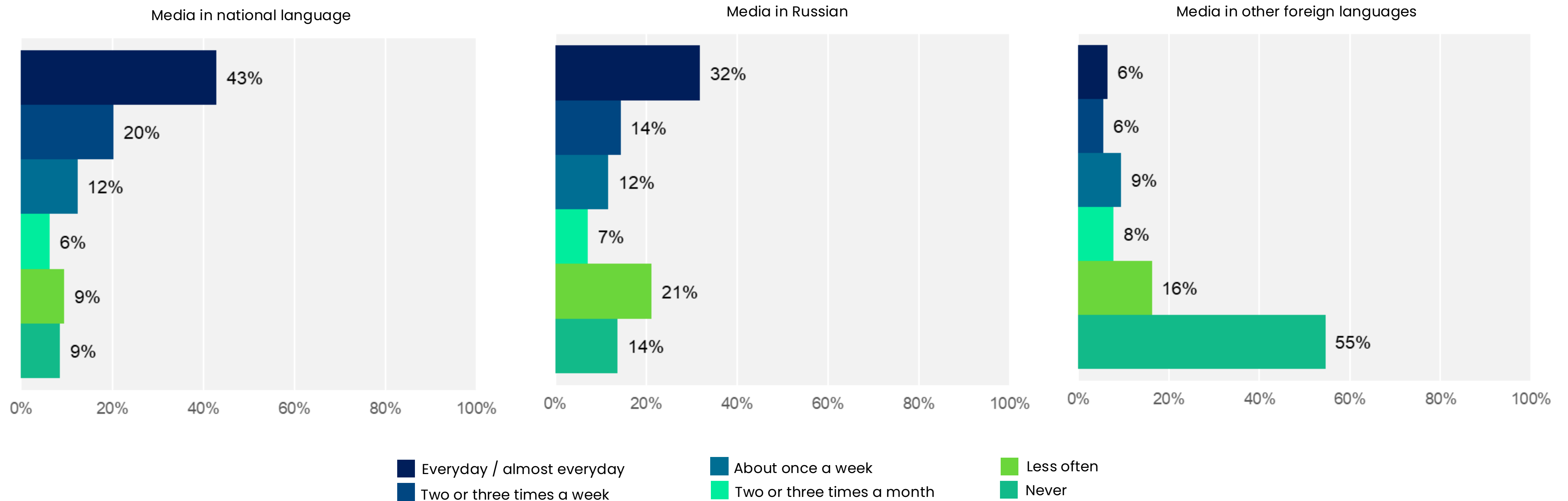
# Media usage as sources of information

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



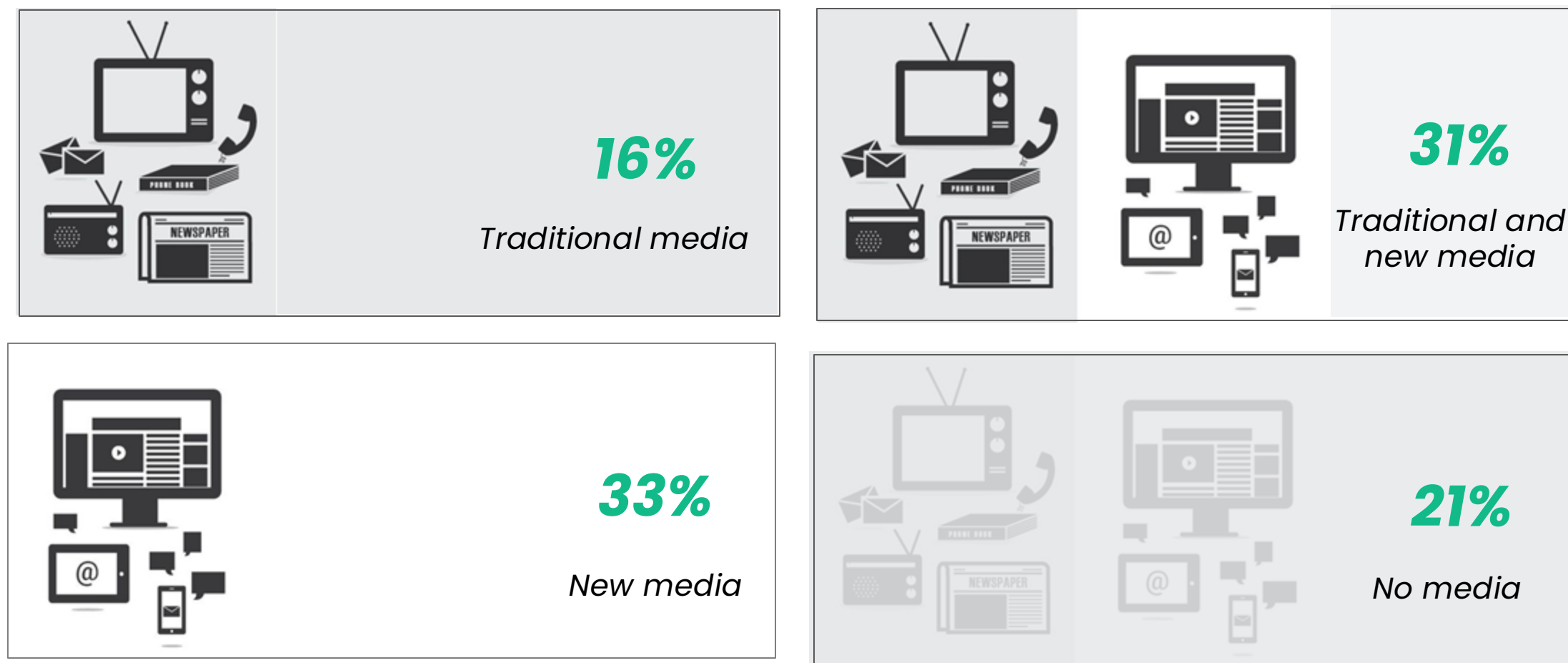
# Media usage as sources of information

Please think about news in general (not only in relation to the EU), how often do you use media in 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

**82%**

mentioned **Google** as main search tool when searching online, followed by Yandex (17%) and Yahoo (9%)

**71%** looked for information online in national language, **15%** in English and **47%** in Russian

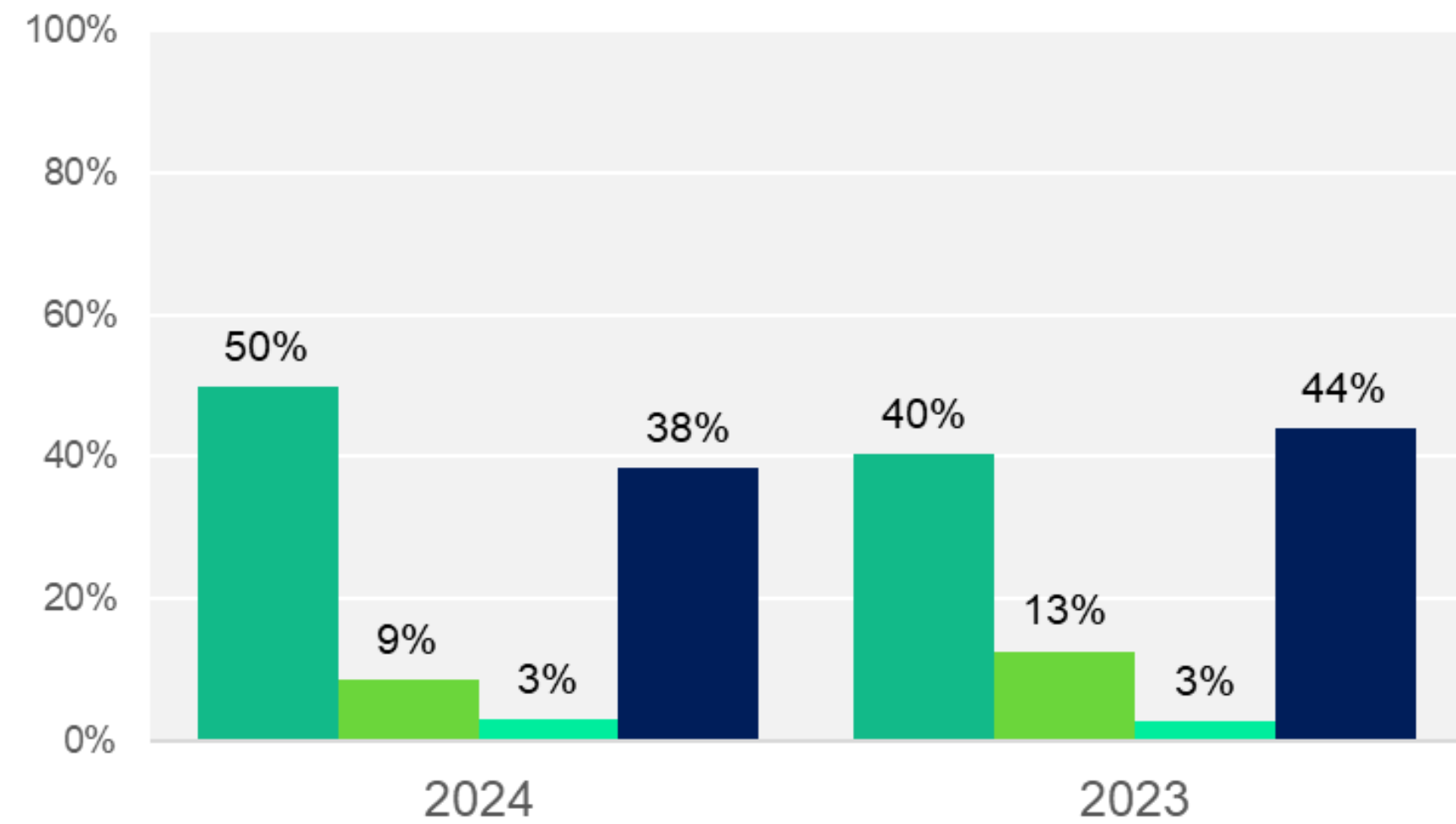
## Frequent usage by language



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

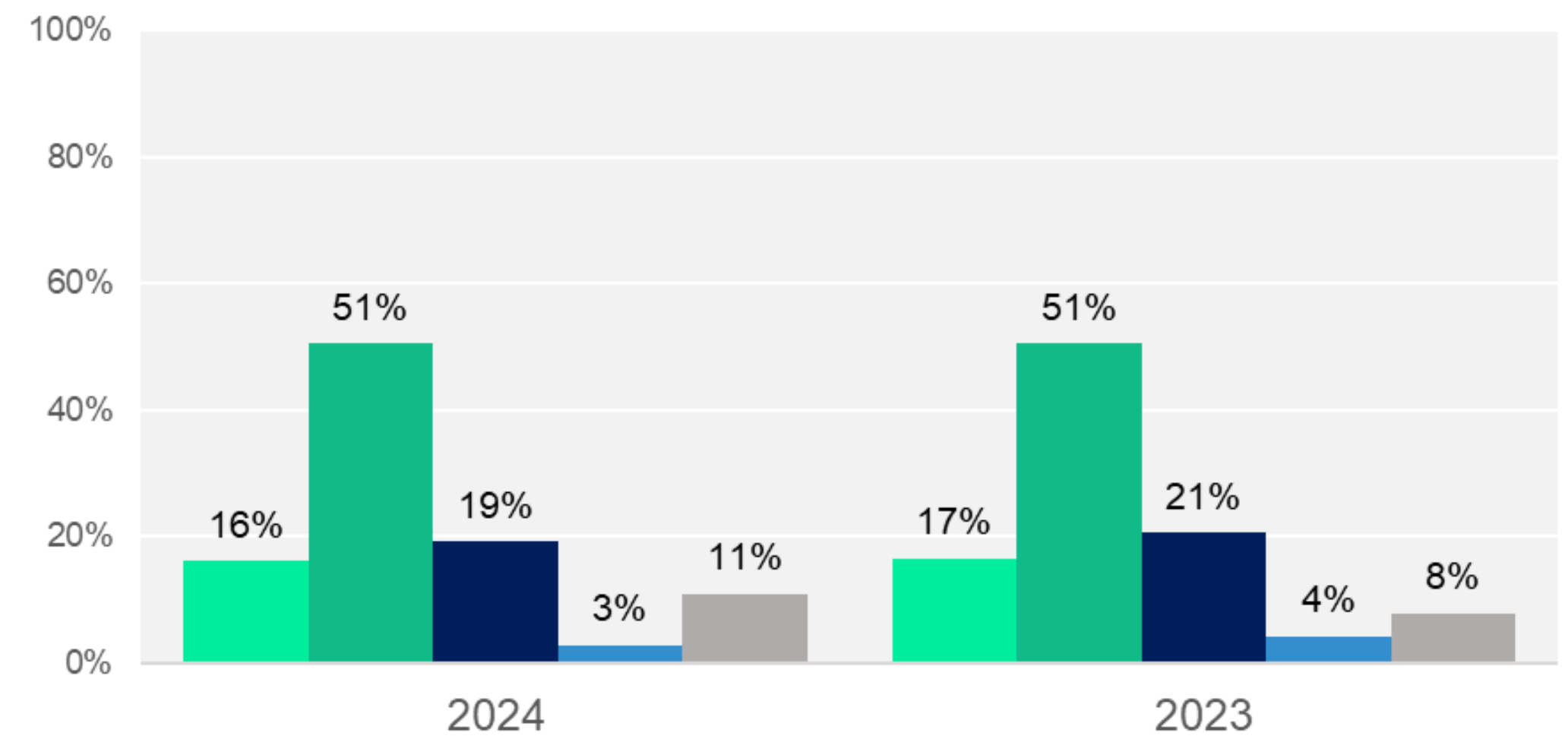
# Sources of information on the EU

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

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

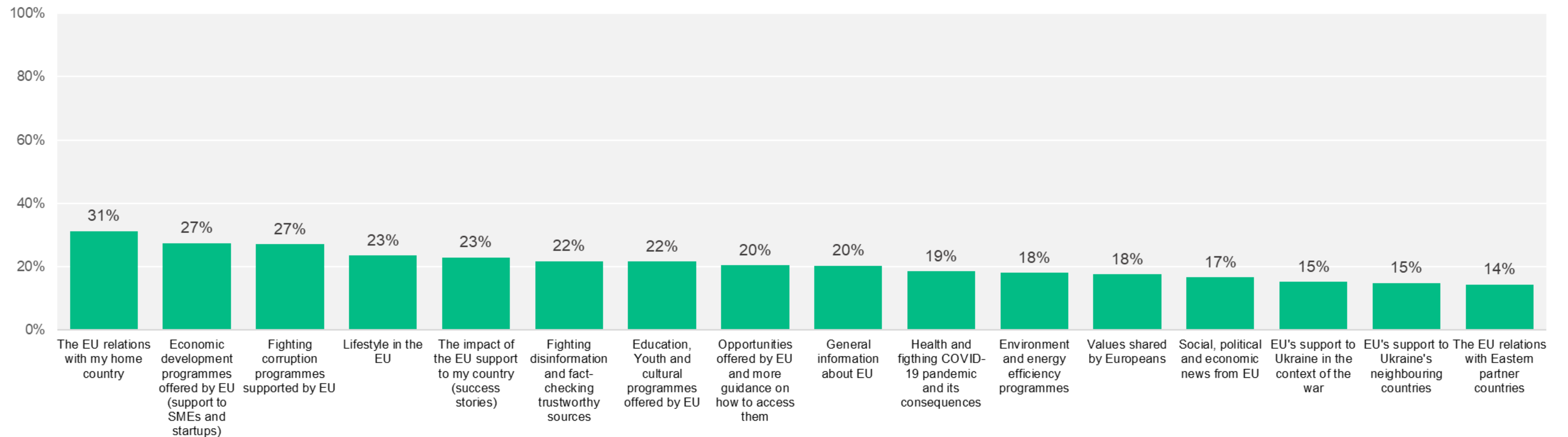
**72%**

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 the Republic of Moldova.

Percentages refer to citizens who have heard of the EU

# Sources of information on the EU

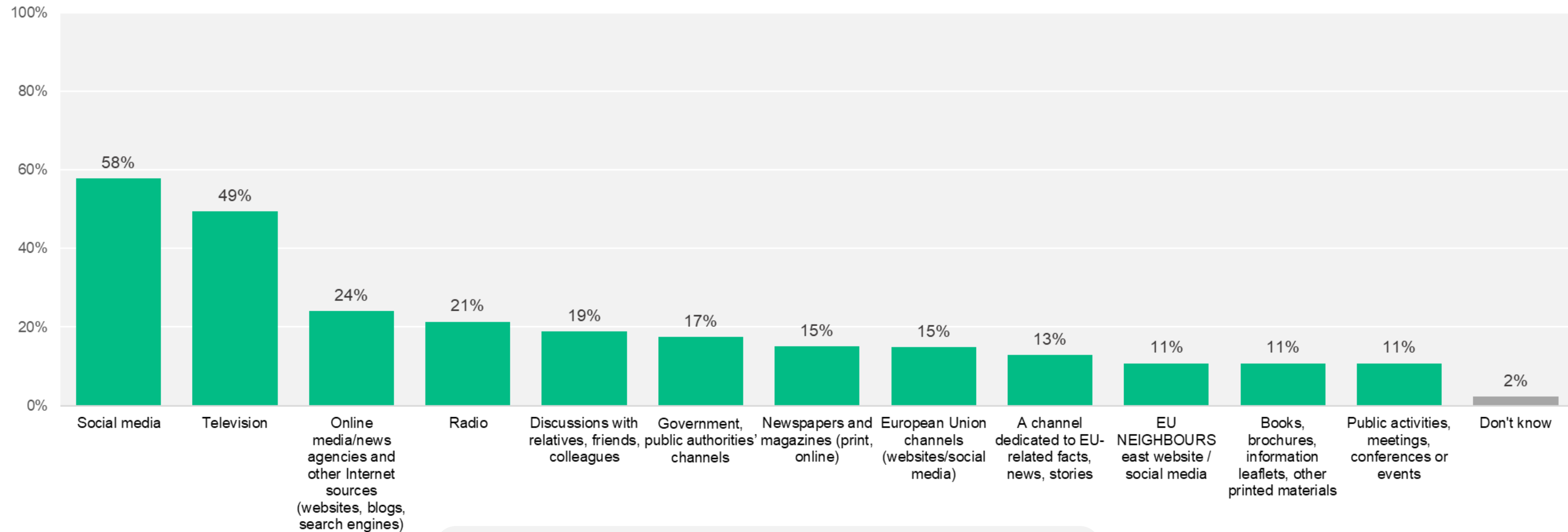
Please tell us what type of information about the EU you would like to receive or to access?



**19%**  
was not interested in receiving or accessing any information about the EU

# Sources of information on the EU

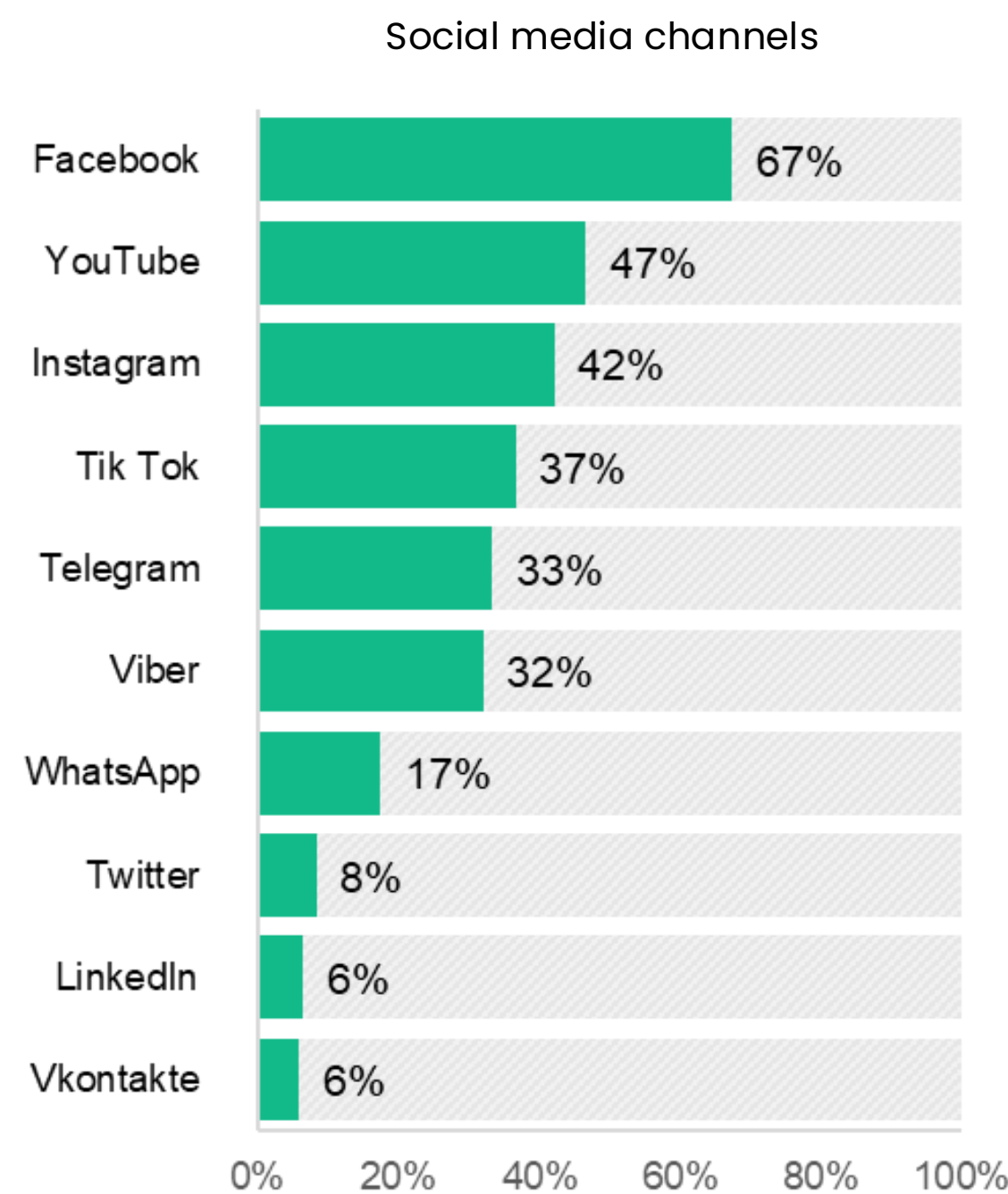
Please tell us through which of the following channels you would like to be informed about the EU?



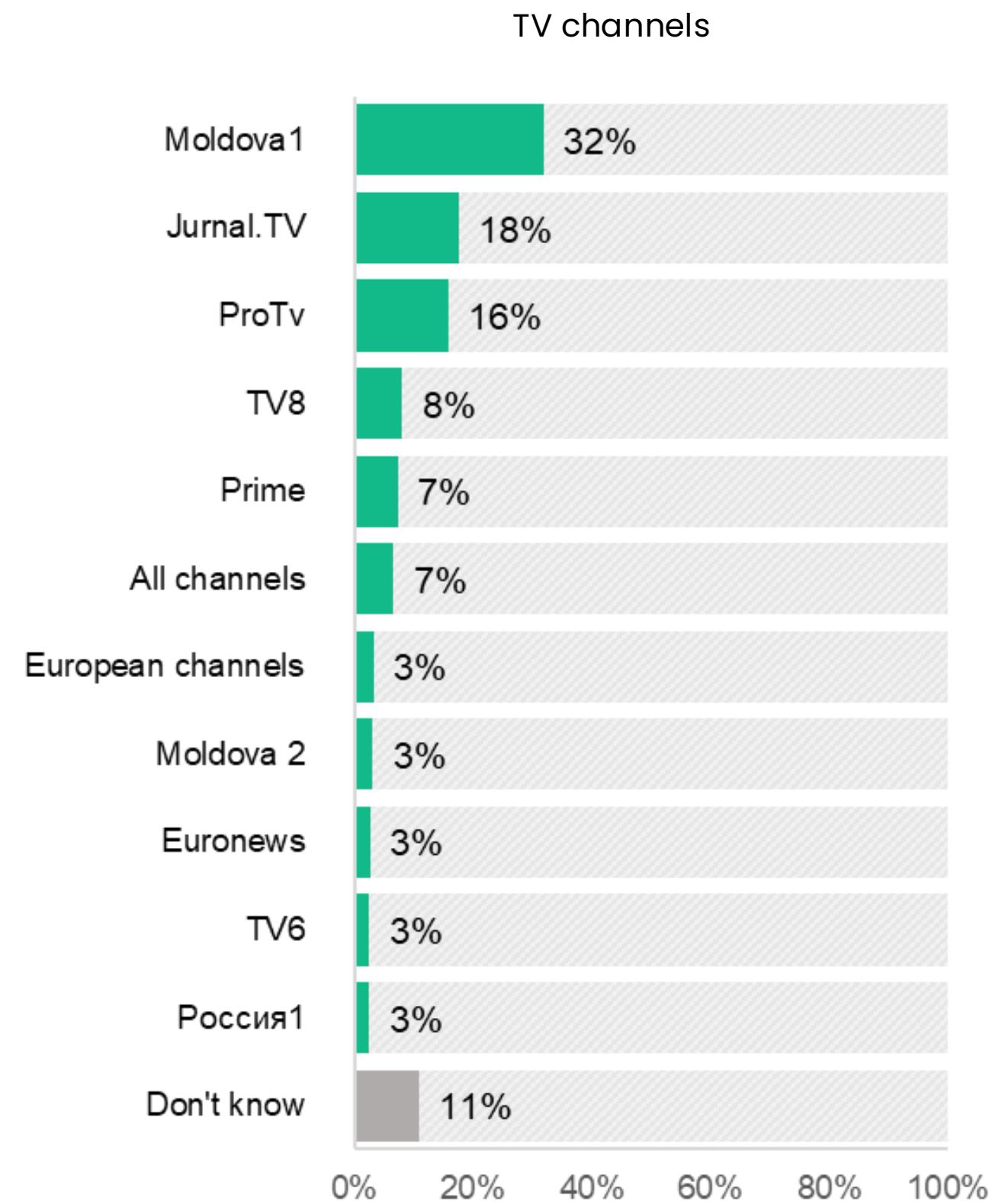
**73%** would you like to receive or access information about the EU in the national language; **23%** in Russian, **3%** in English

# Sources of information on the EU

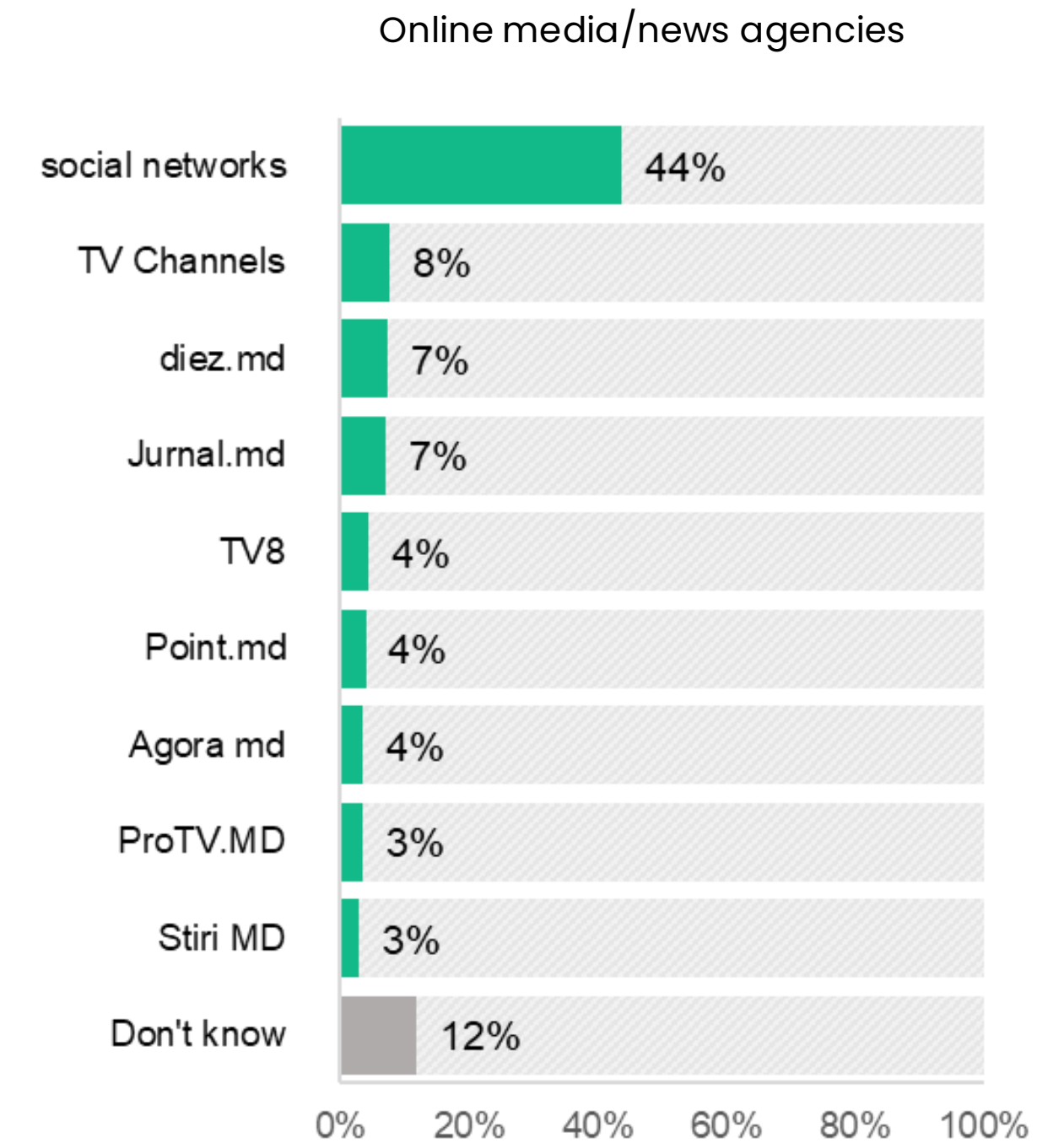
Most favorite channels through which citizens would like to receive/access information about the EU



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



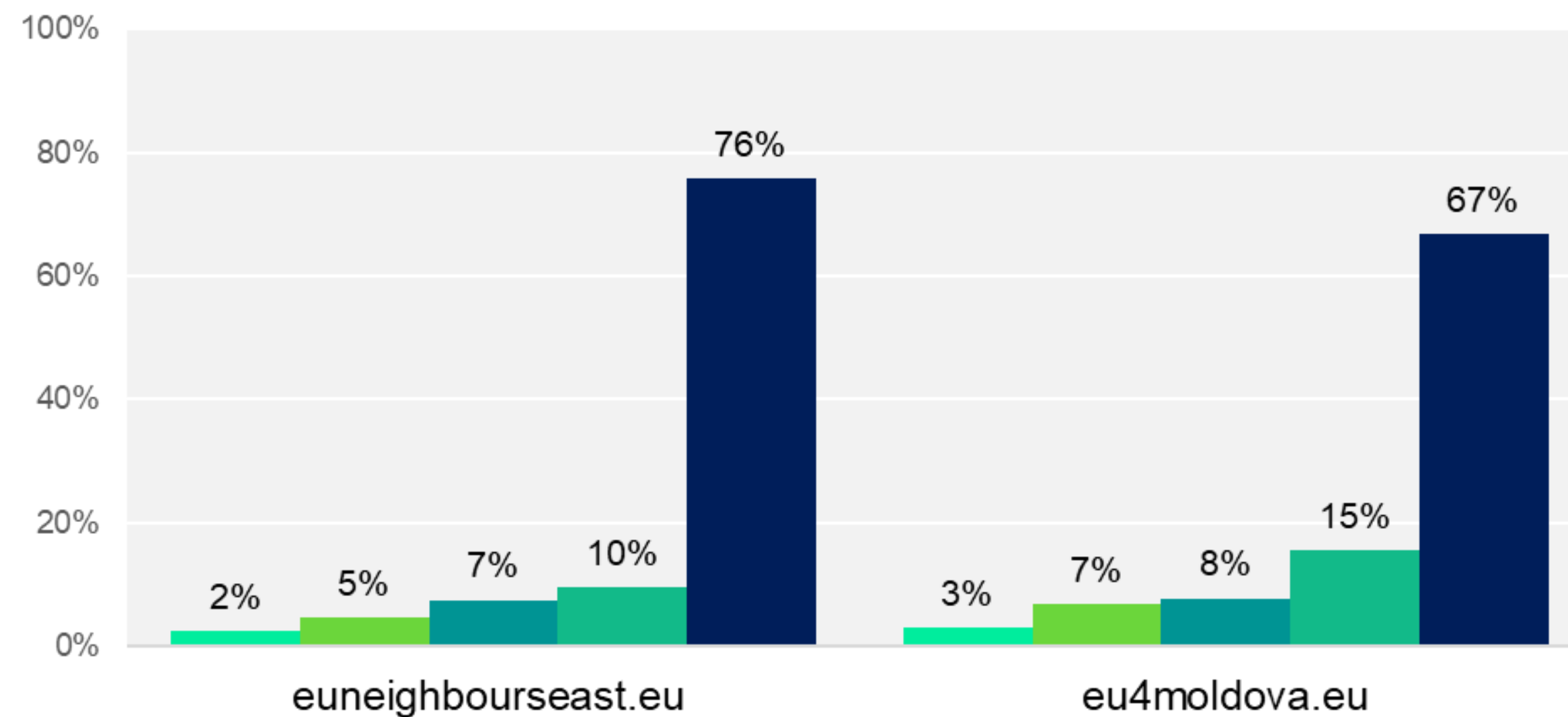
Percentages refer to citizens who wanted to receive/access information about the EU through TV channels



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

# Awareness of euneighbourseast.eu websites

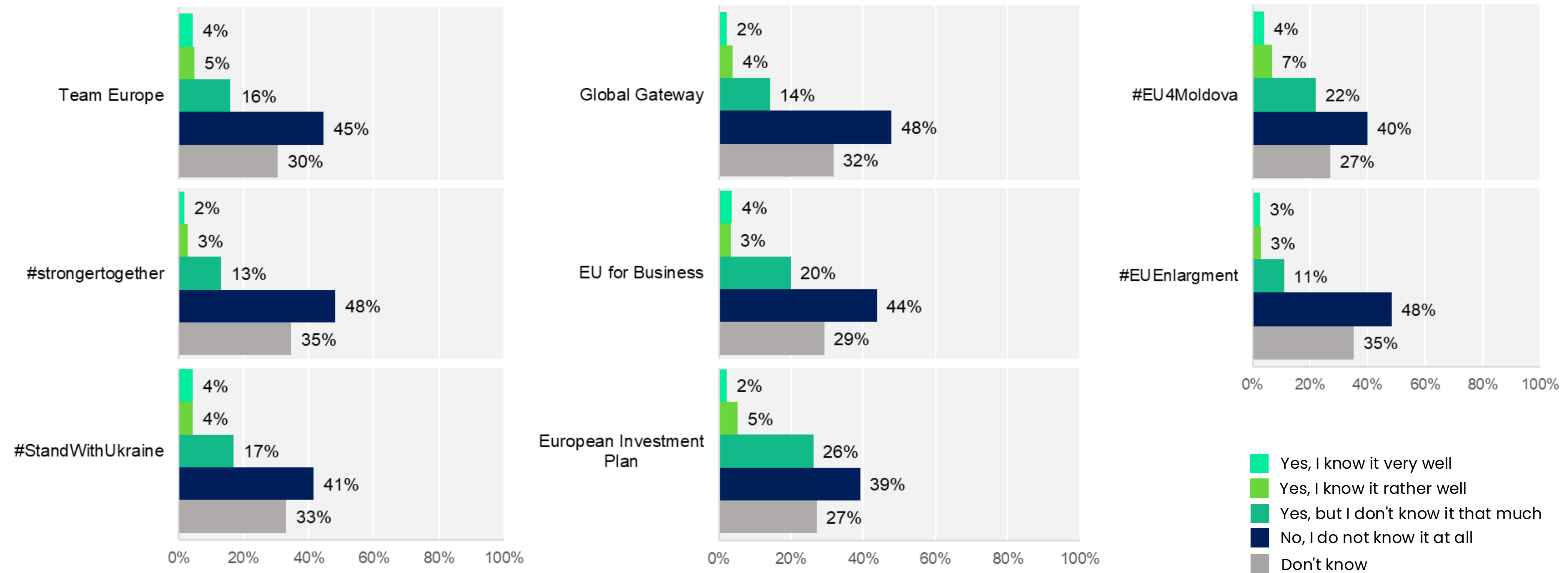
Have you ever heard about the euneighbourseast.eu / eu4moldova.eu websites where you can get all the latest info on EU-your country relations & opportunities offered by the EU?



- Yes, I've heard and I access it often
- Yes, I've heard and I sporadically access it
- Yes, I've heard and I sometimes access it
- Yes, but I never access it
- No, I've never heard of this website

# Awareness of the EU's campaigns/initiatives

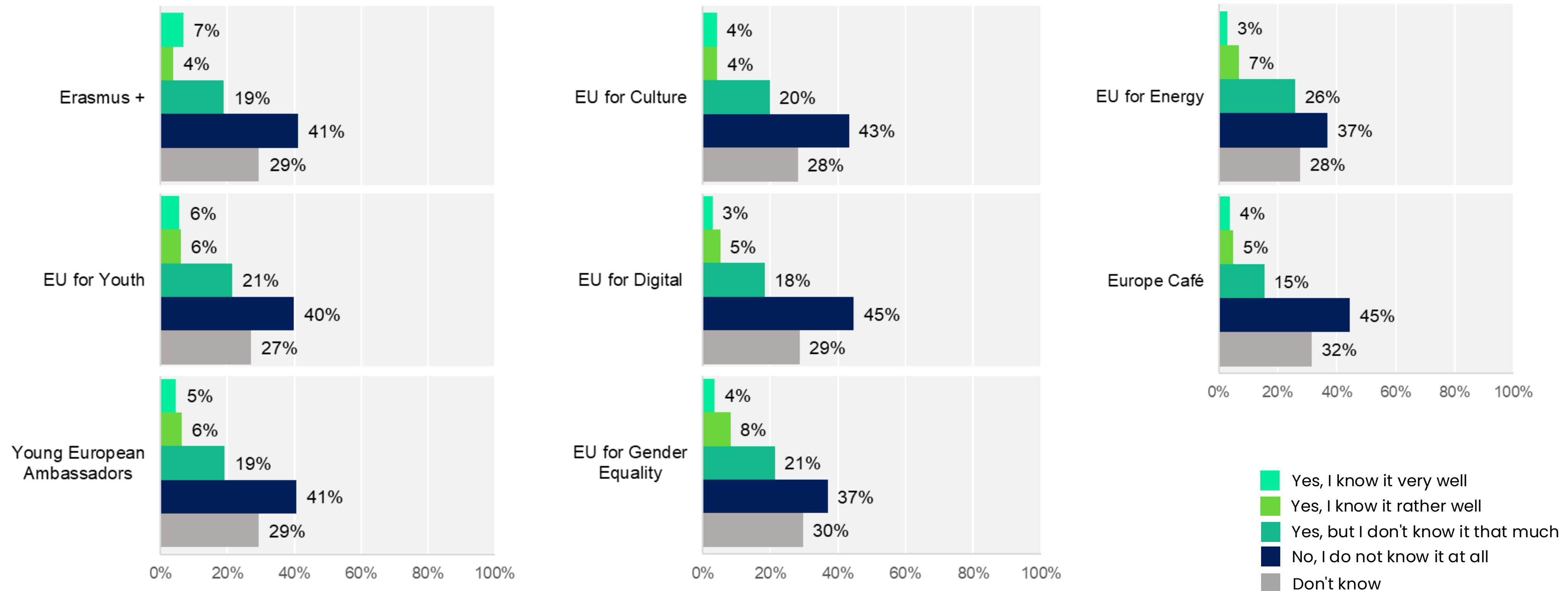
Have you ever heard, seen or read anything about the following events/initiatives/campaigns?



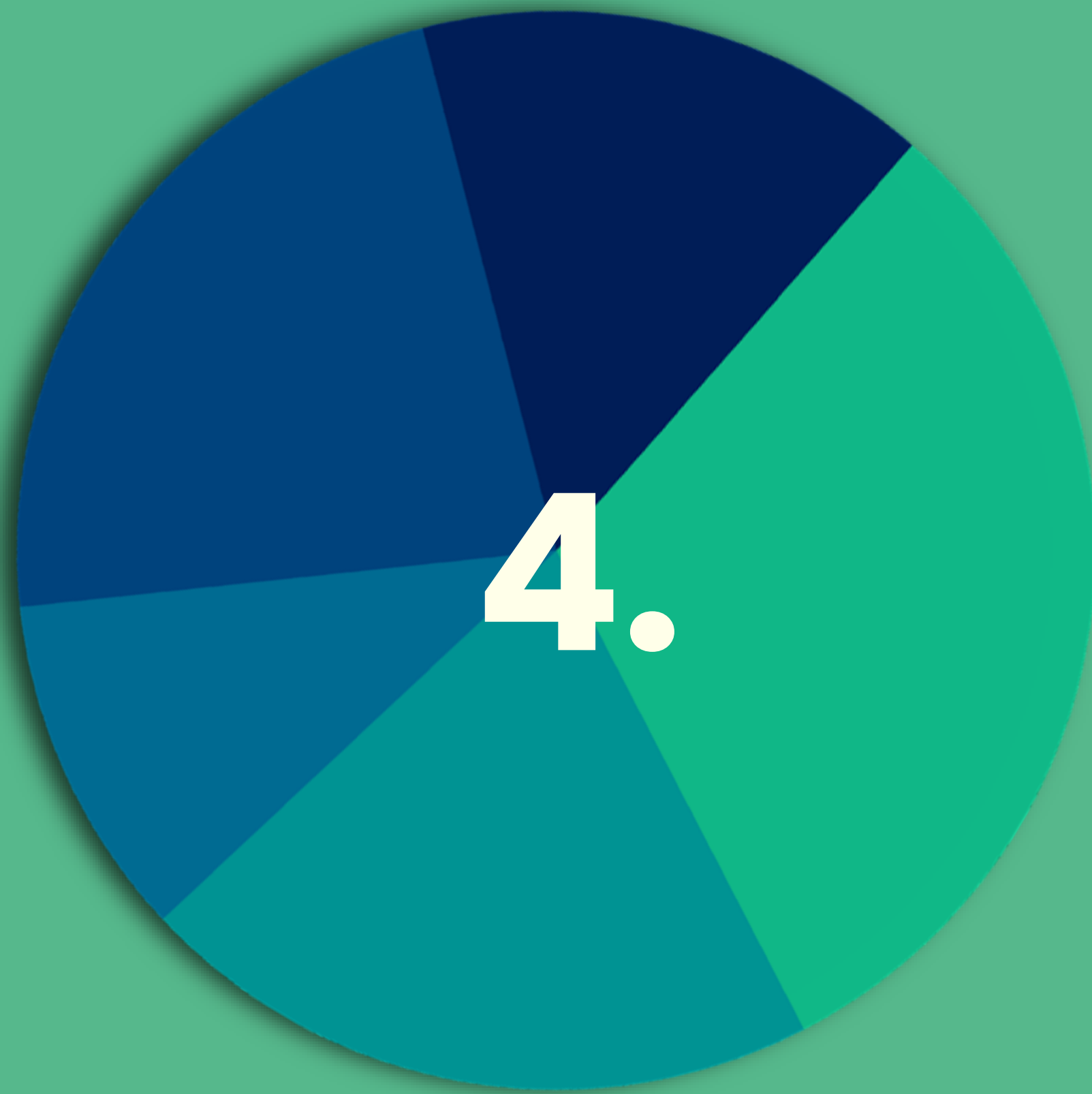
Percentages refer to citizens who have heard of the EU

# Awareness of the EU's campaigns/initiatives

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



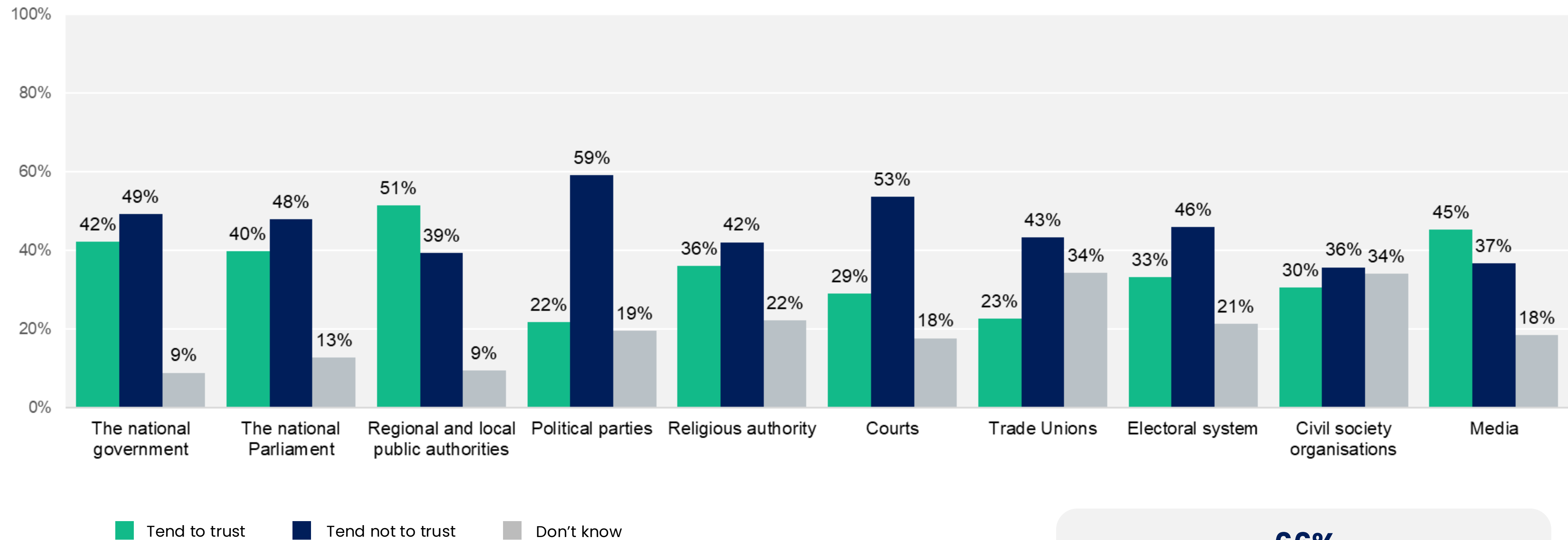
Percentages refer to citizens who have heard of the EU



# VIEW OF MOLDOVA'S CURRENT SITUATION

# Views of Moldova's current situation

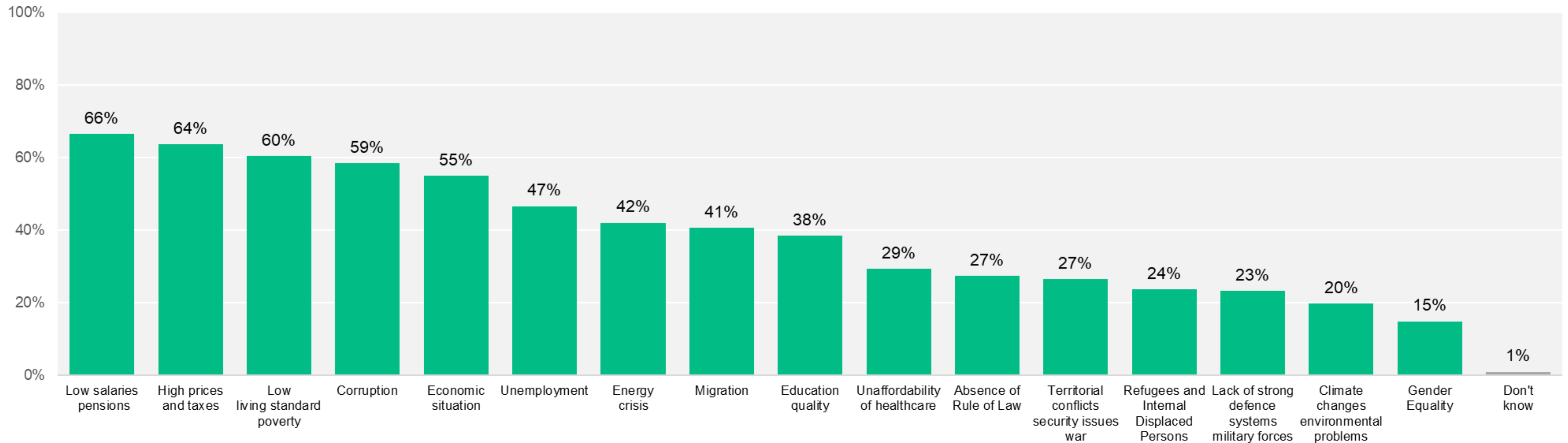
Please tell us which is your level of trust for following institutions, organisations and systems?



**66%**  
were not satisfied with the way democracy works in the country

# Views of Moldova's current situation

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



**50%**  
were not satisfied with their own life

We look forward to  
connecting with you again

however, whenever :

