



Funded by
the European Union

EU NEIGHBOURSEAST

StrongerTogether

ANNUAL SURVEY
MAY 2025

GEORGIA

YOUNG
EUROPEAN
AMBASSADORS

MEDIA &
MULTIPLIERS

OPINION
POLLING

CONTENT
CREATION & AV
PRODUCTION

THEMATIC
CAMPAIGNS

SOCIAL
MEDIA

WEBSITES
&
EUDIGITool

STRATEGIC
COMMUNICATION



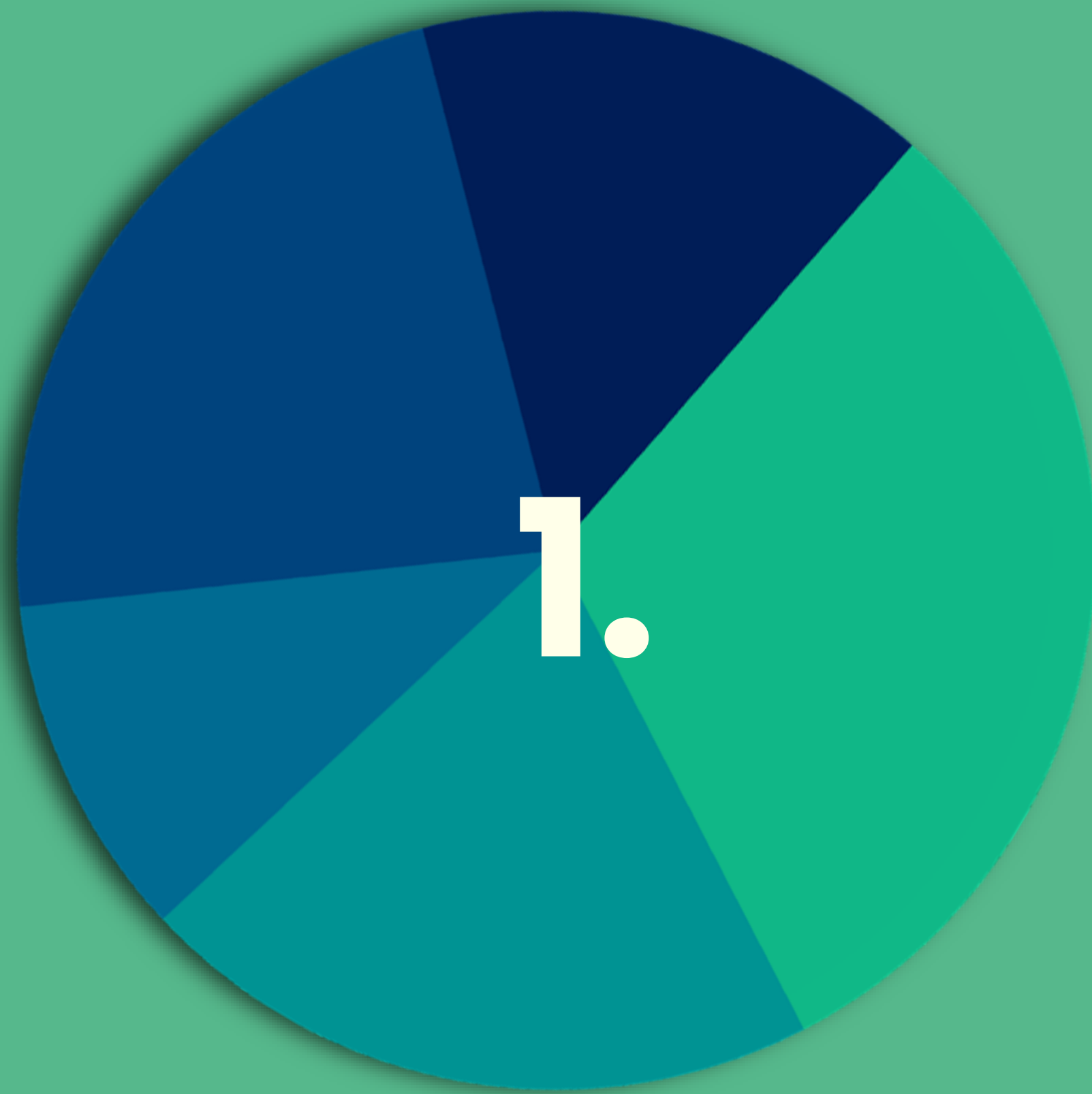
METHODOLOGY

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

1009 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 **May 2025** and covering the following topics:

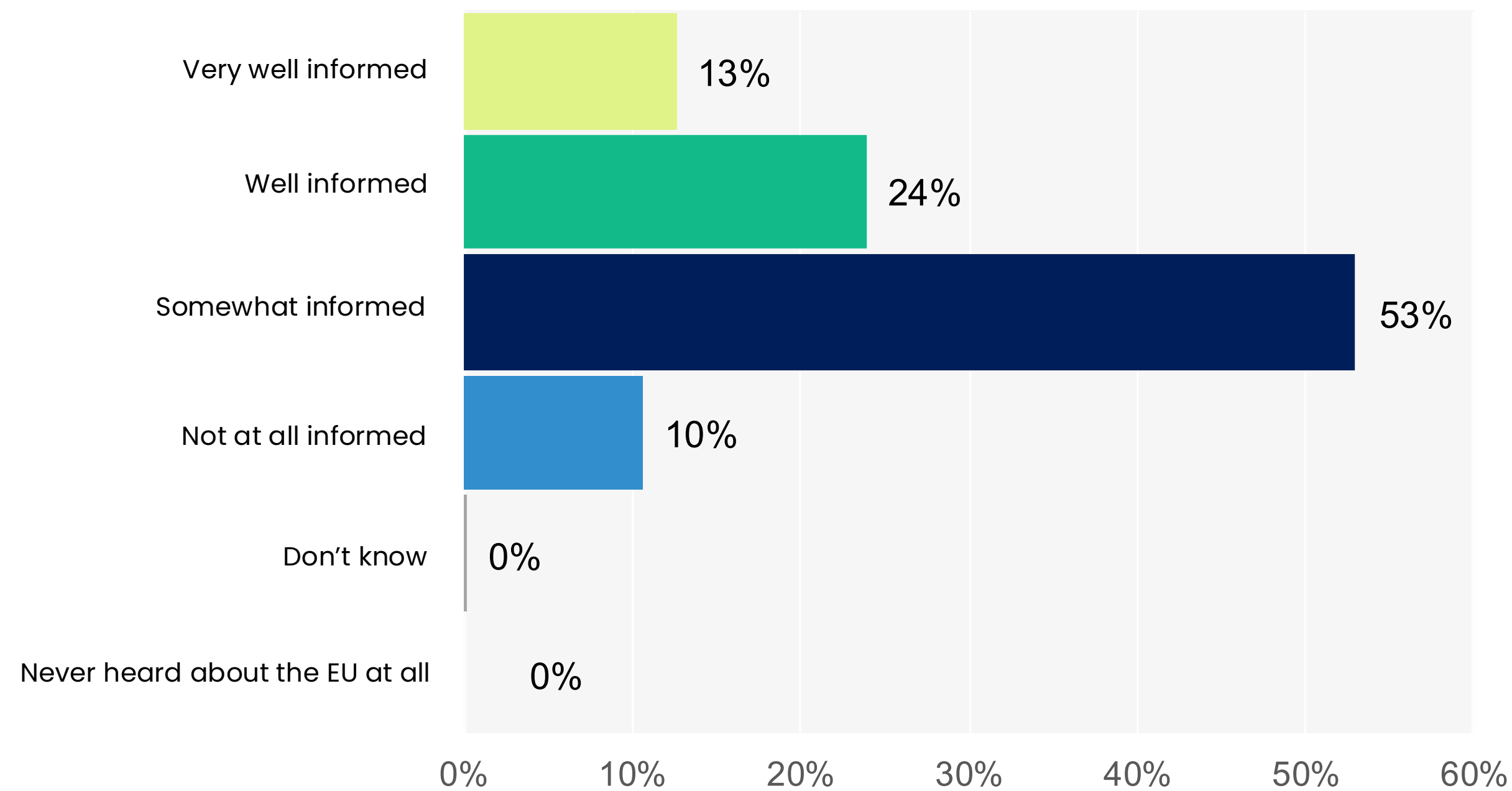
- Information, awareness and perceptions of the EU
- EU relations with Georgia and awareness of the EU's financial support
- Agreement on common narratives
- Public perceptions of EU accession: support, expectations and concerns
- Institutional trust and national challenges
- Source of news and information



1. AWARENESS AND PERCEPTIONS OF THE EU

Awareness of the EU

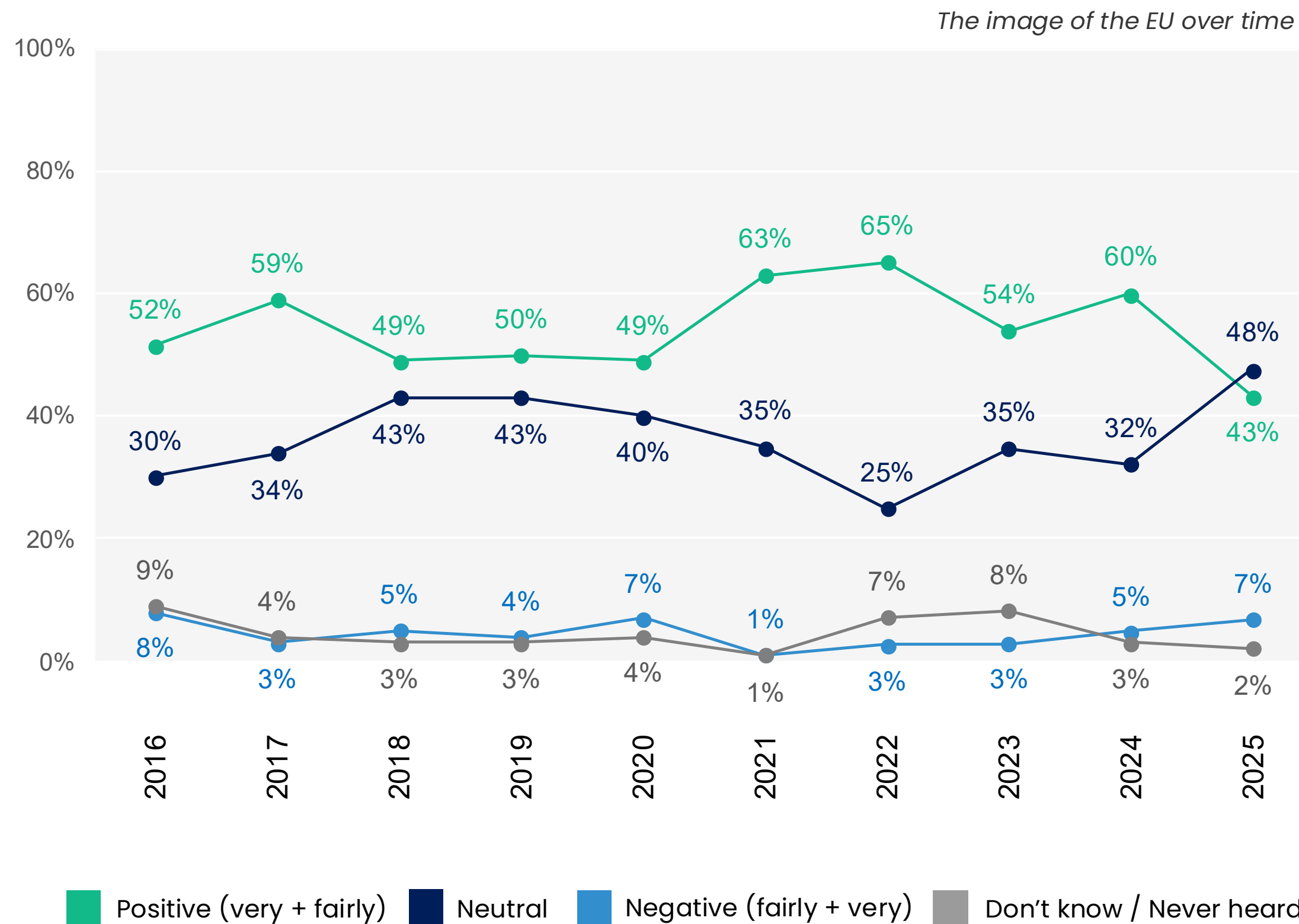
To what extent are you informed about the European Union?



37%
of citizens say they are **well or very well informed** about the EU

Image of the EU

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



43% of citizens have a **positive image** of the EU in 2025

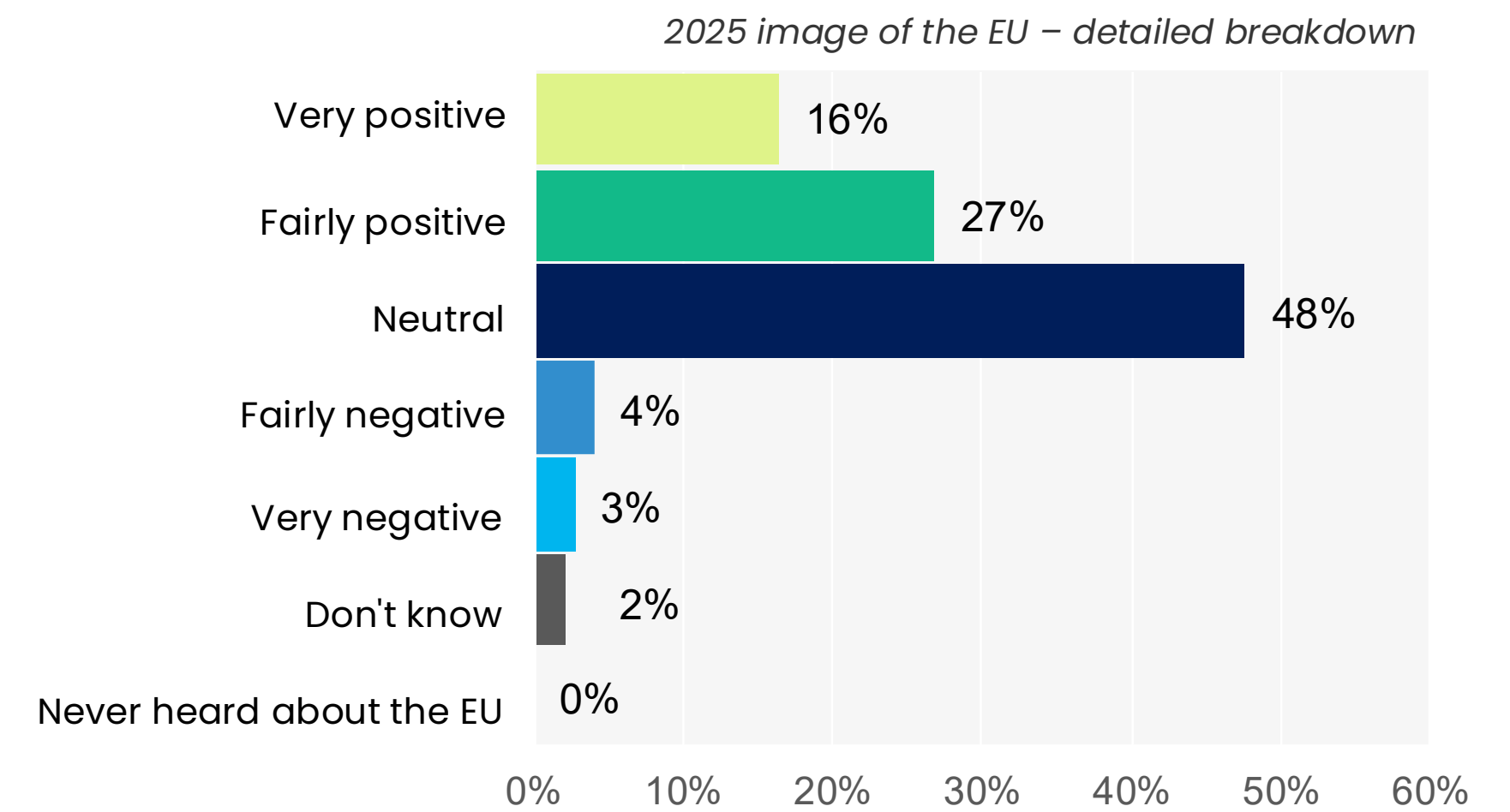
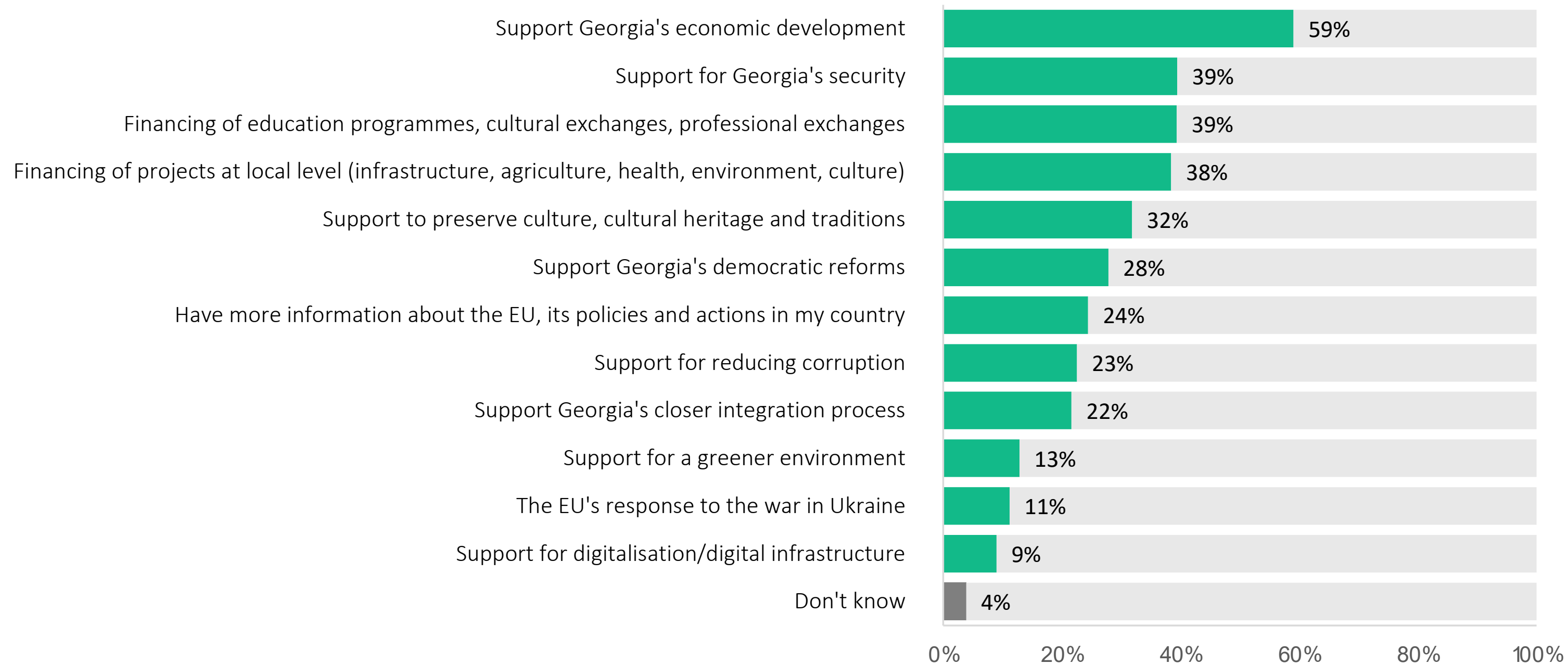


Image of the EU

In your opinion, which factors could make Georgians more positively disposed towards the EU? And which is the most important?



The **most important factors** that have been more frequently indicated are the following:

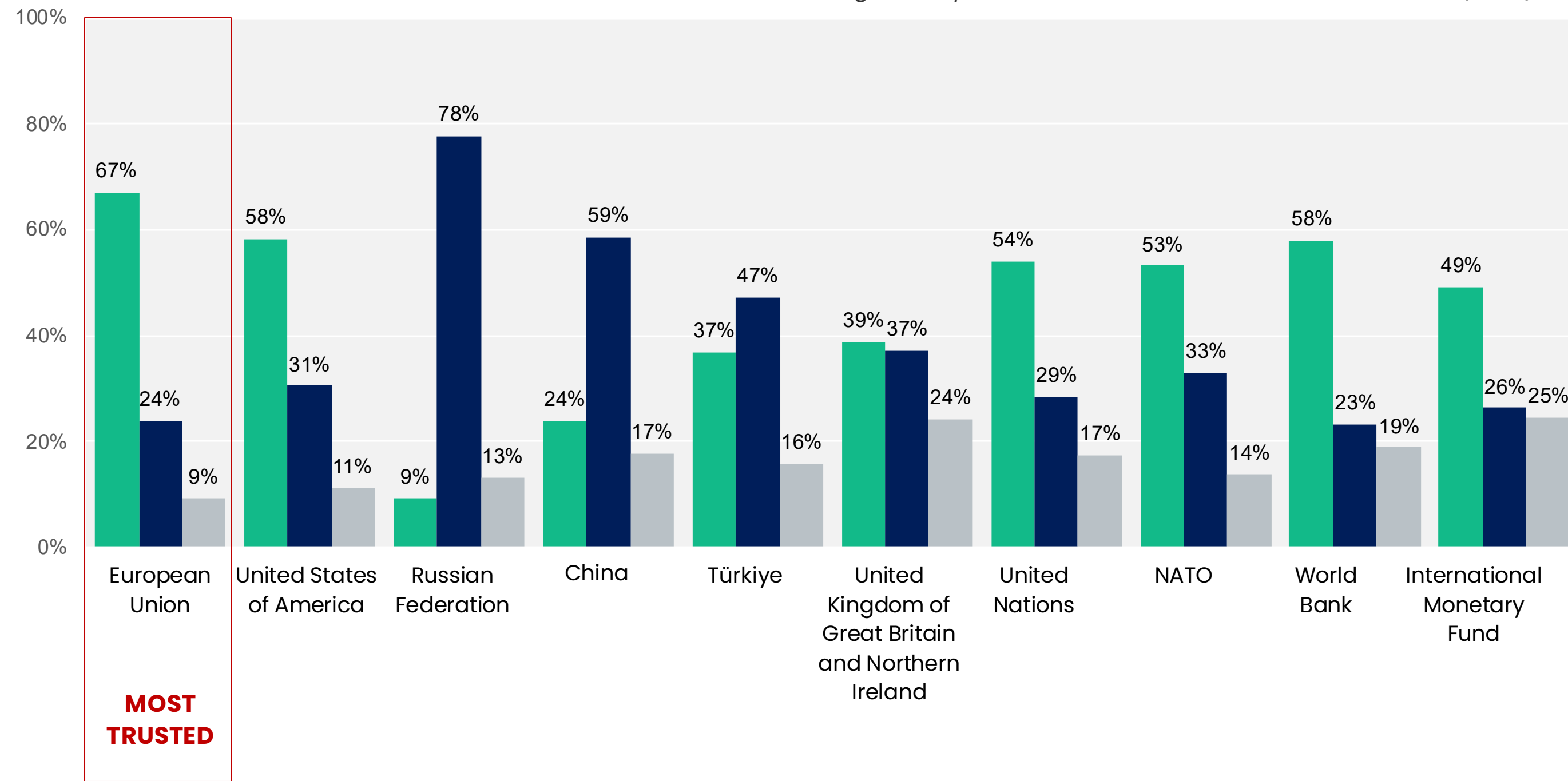
1. Support Georgia's economic development (27%)
2. Support for Georgia's security (21%)
3. Financing of education programmes, cultural exchanges, professional exchanges (11%) and Financing of projects at local level (infrastructure, agriculture, health, environment, culture) (11%)

Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

Trust towards the EU & other international institutions

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

Percentage of respondents who tend to trust each institution (2025)



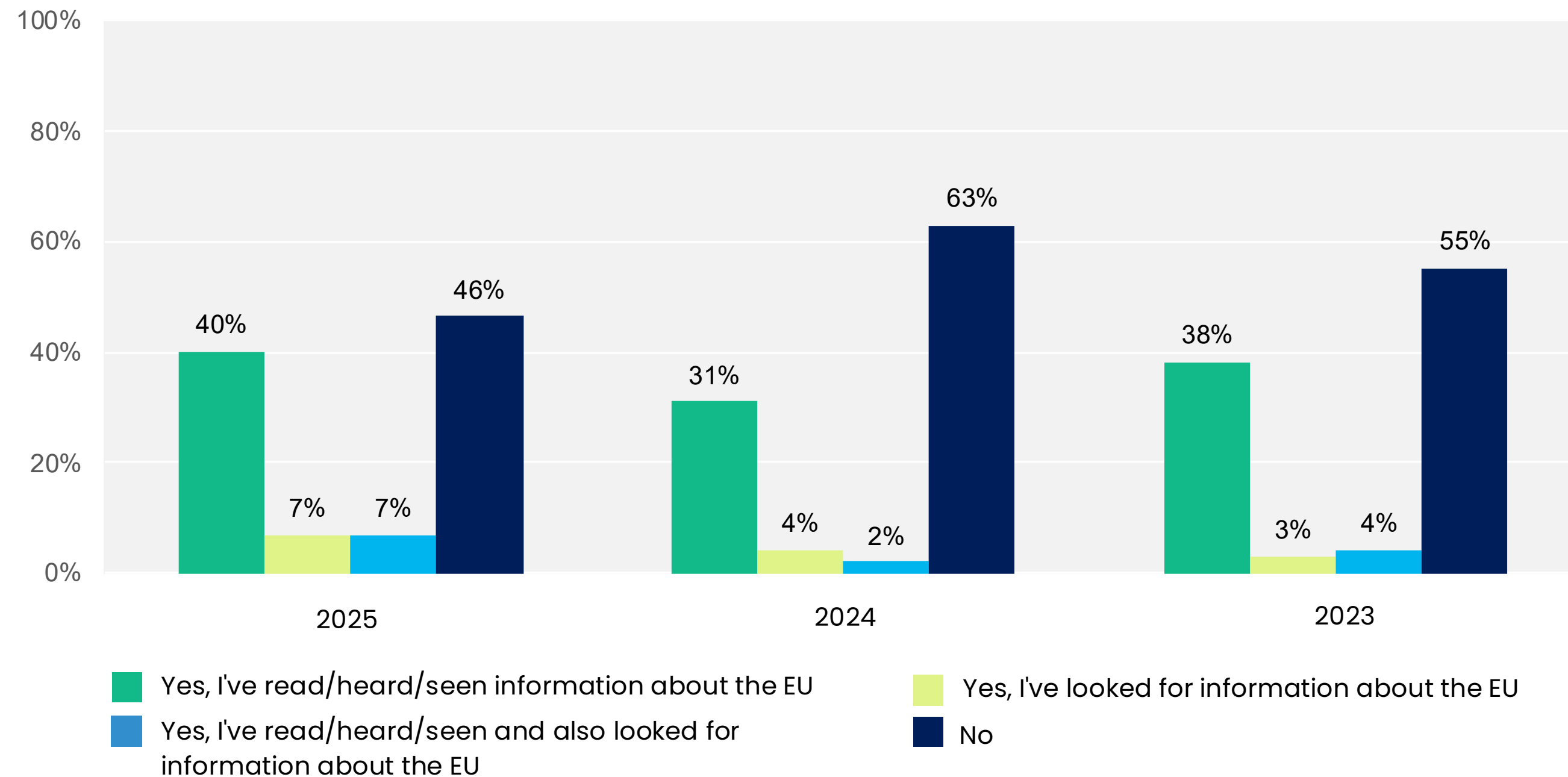
Trust towards the EU over time



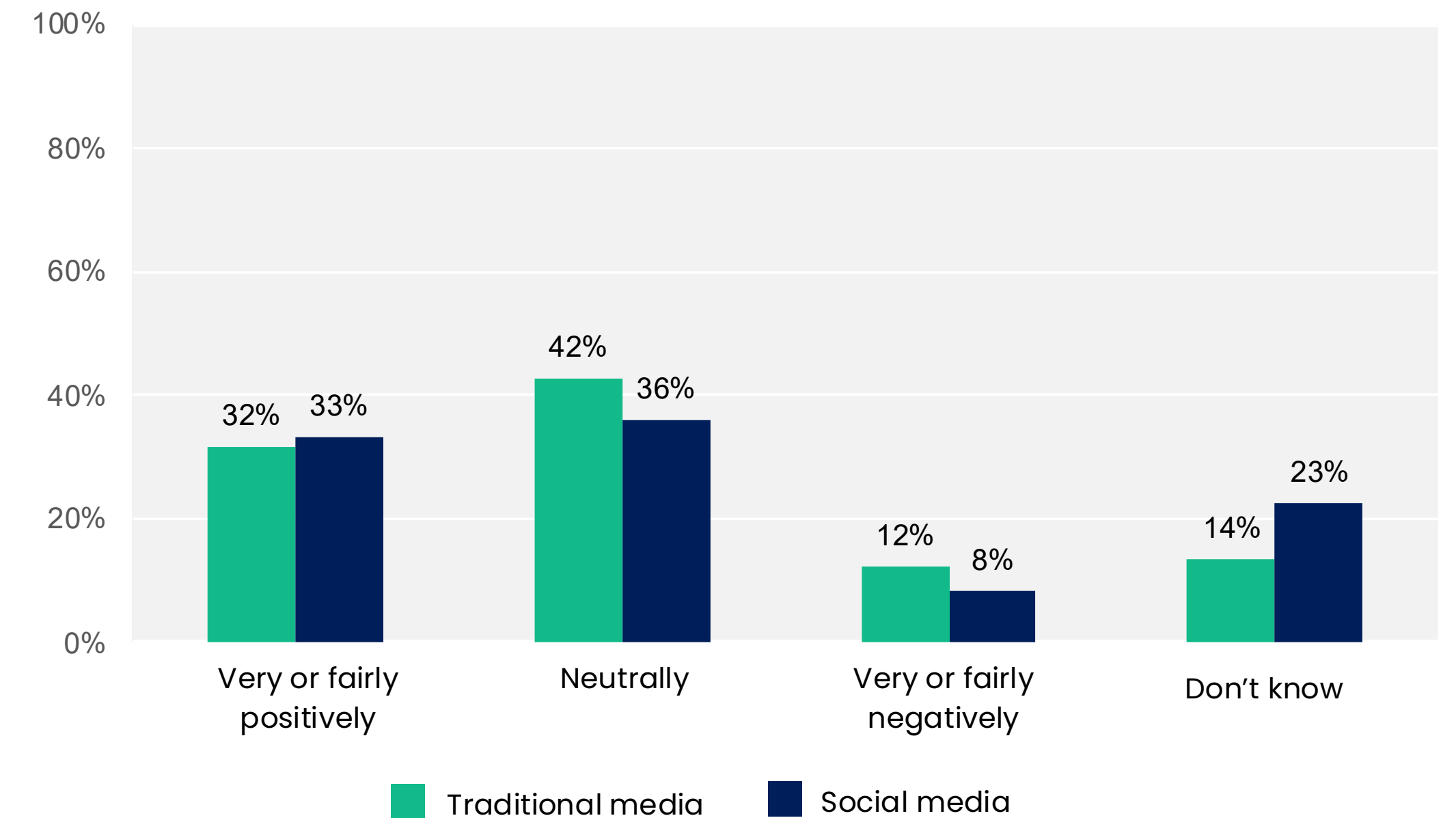
Tend to trust Tend not to trust Don't know / Never heard

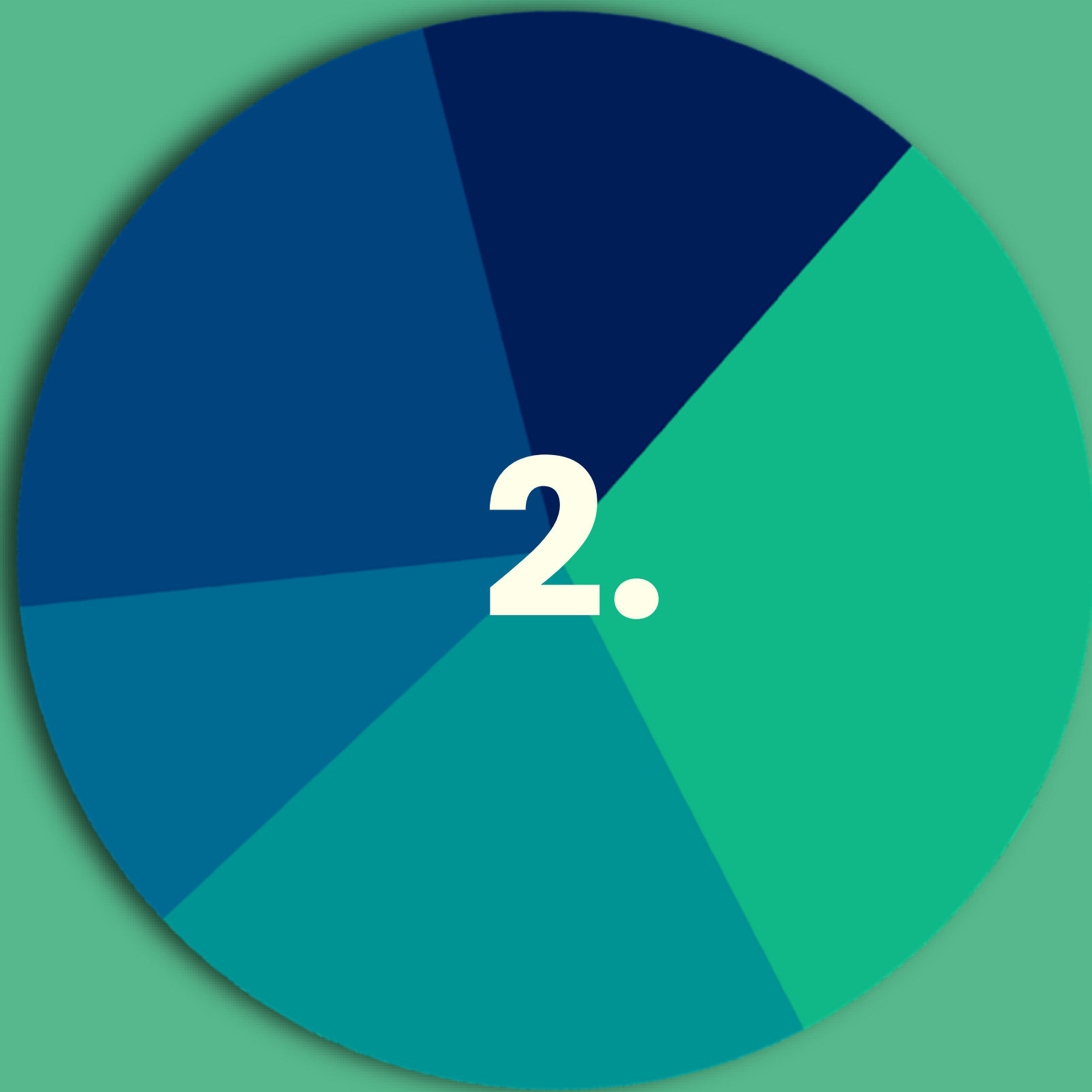
Information exposure and media tone

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



In general, how would you say the EU was presented in traditional media (i.e., television, radio and or newspaper) and In social media?

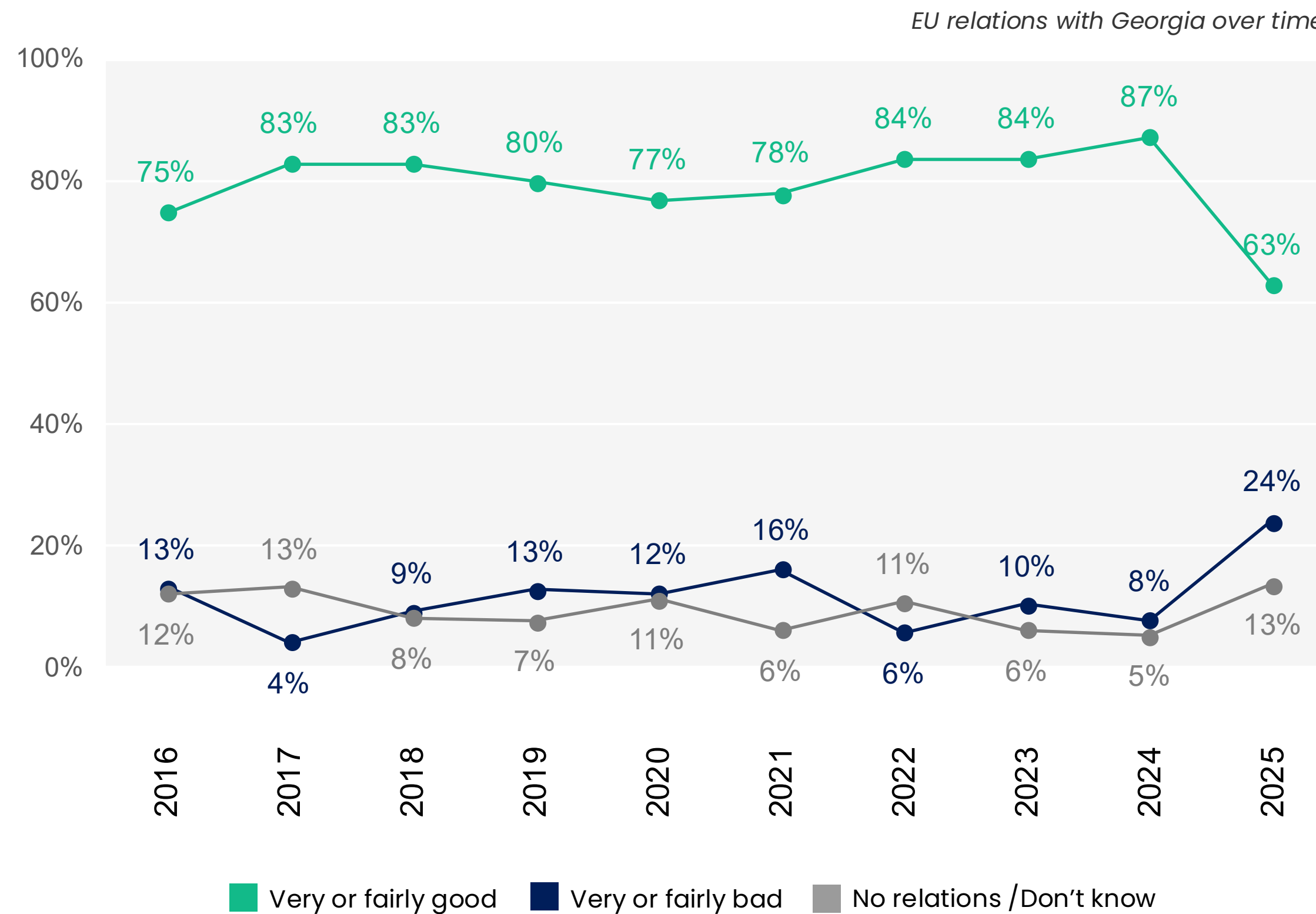




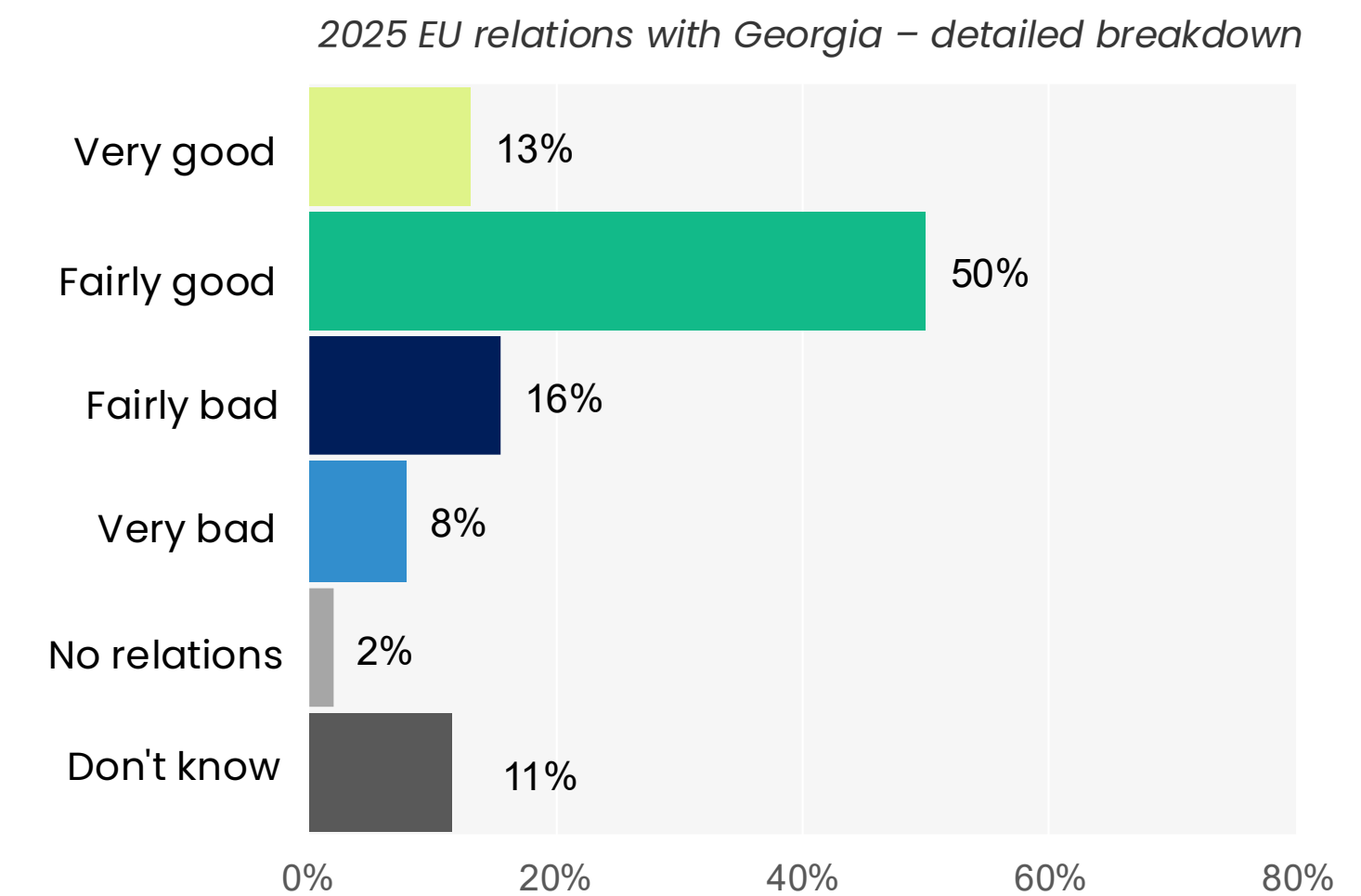
EU RELATIONS WITH GEORGIA AND AWARENESS OF THE EU'S FINANCIAL SUPPORT

EU relations with Georgia

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

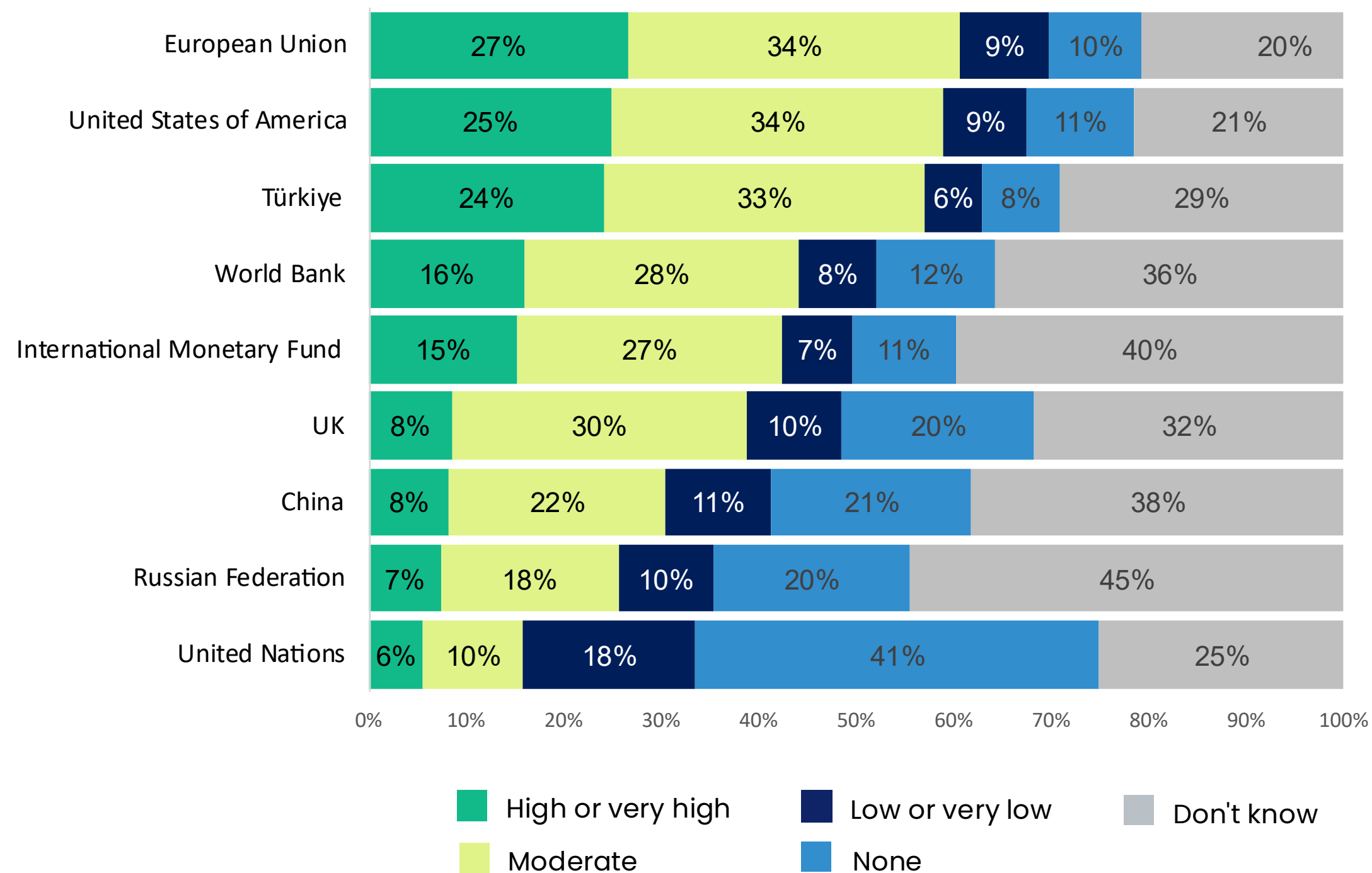


63%
of citizens believe Georgia has good relations with the EU in 2025

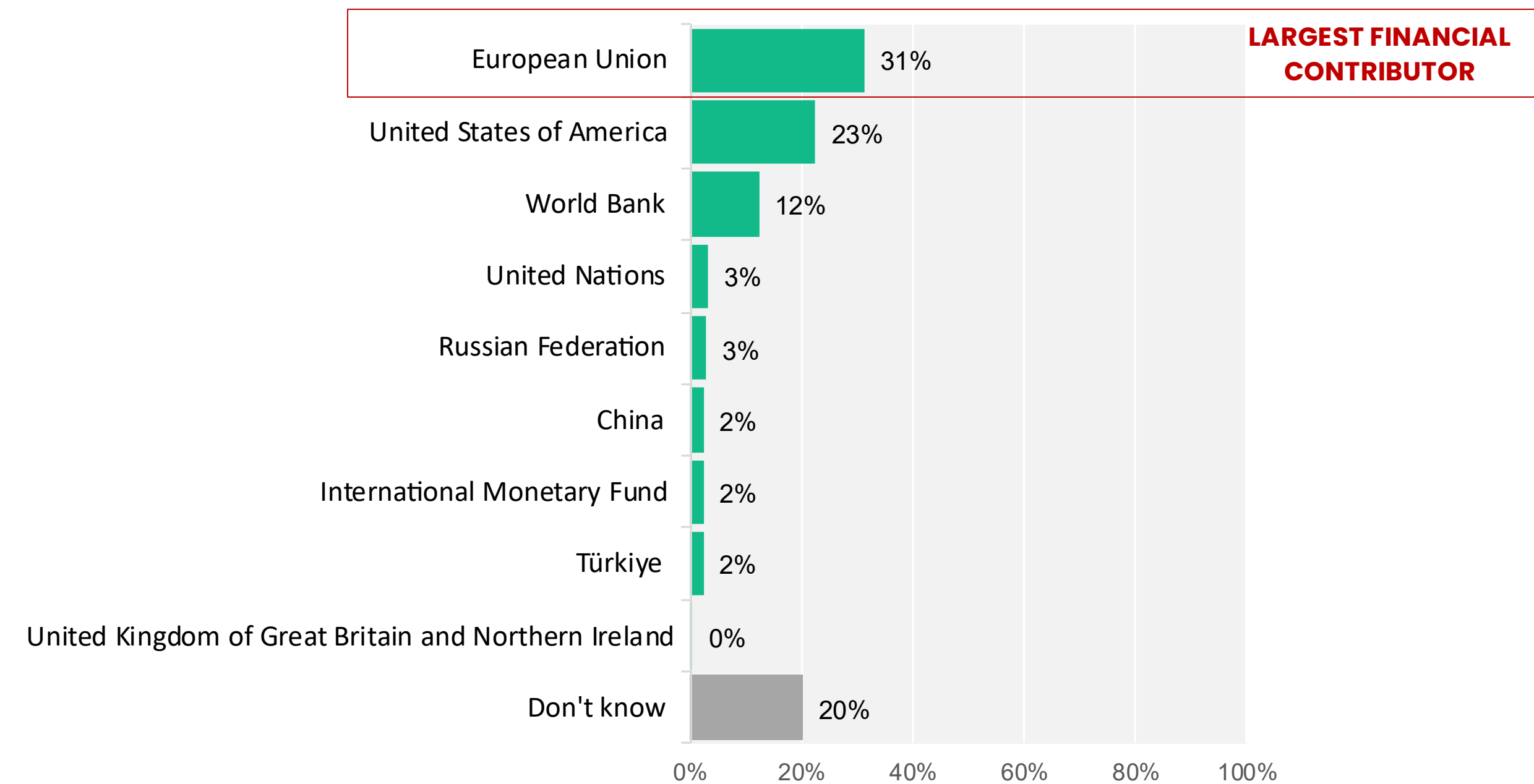


Perceptions of financial support to Georgia from international actors

In your opinion, what is the level of financial support to the Georgia from each of the following?

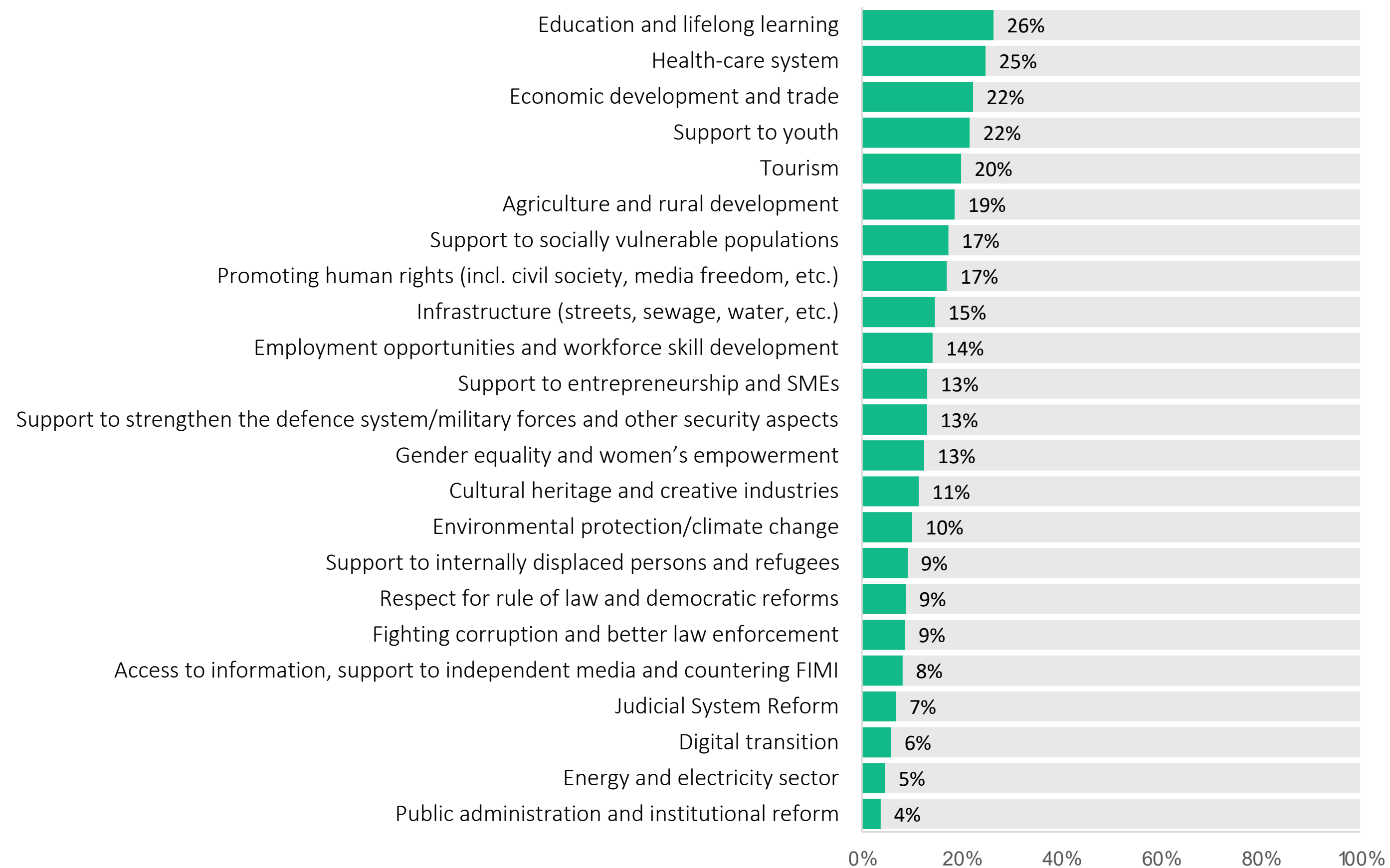


Which of these do you believe is the largest financial contributor to Georgia?



EU's financial support

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

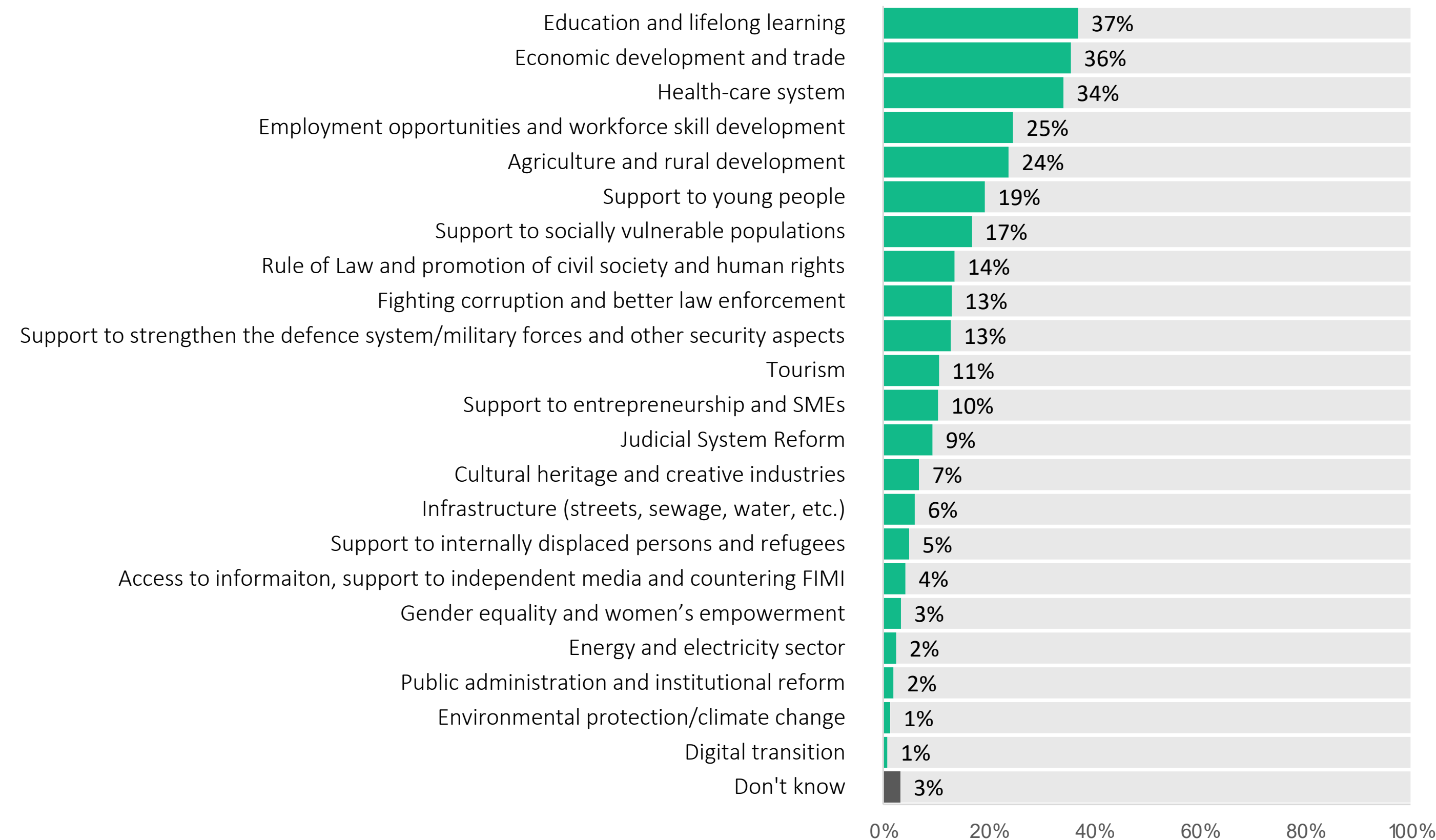


30%
of citizens are either **not aware** of EU financial support (10%) or have **no opinion** (20%)

48%
perceive EU financial support as **effective** or **very effective**

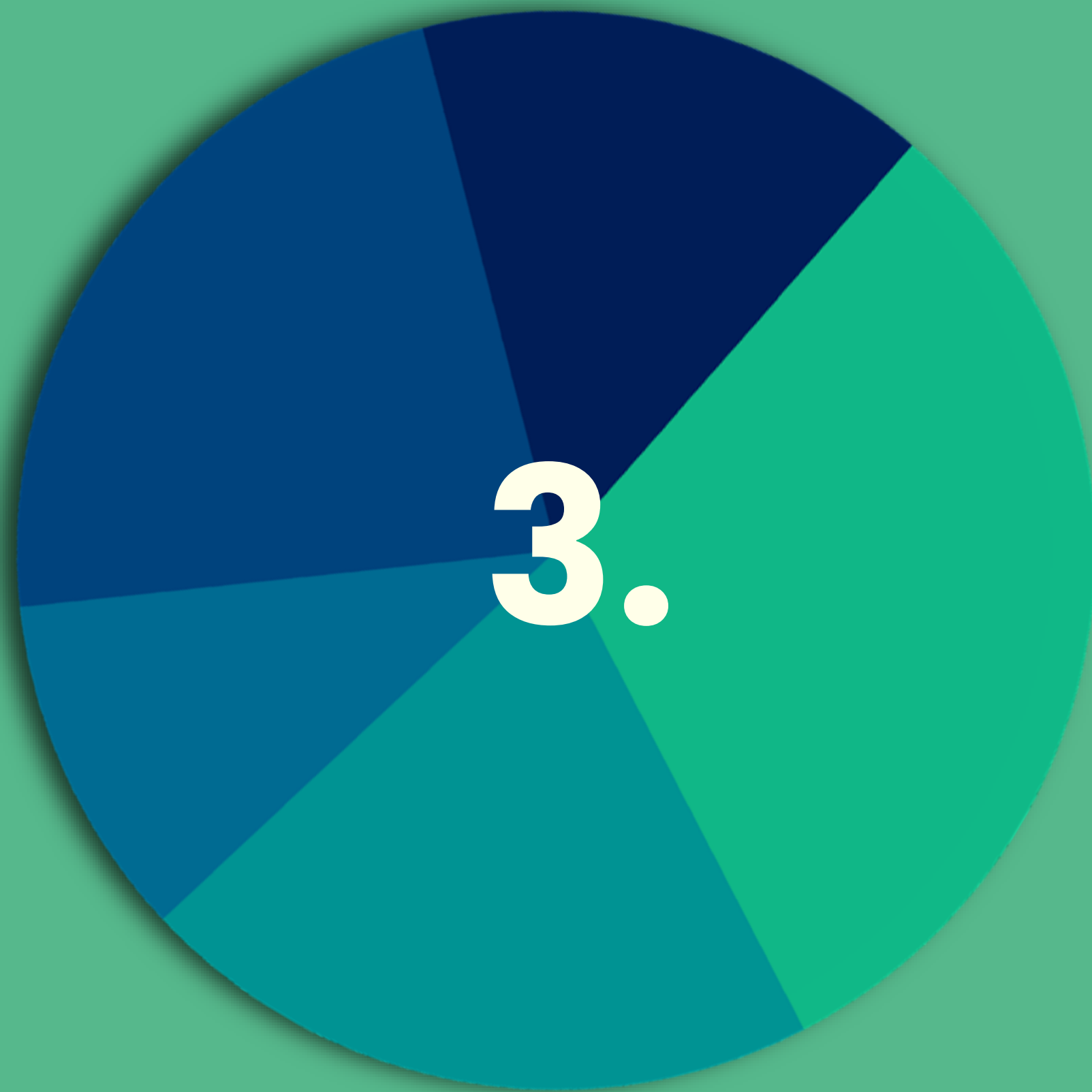
EU's financial support

Please tell us in which areas you think the European Union should play a greater role in supporting Georgia



Top priorities for EU support (respondents' first choice):

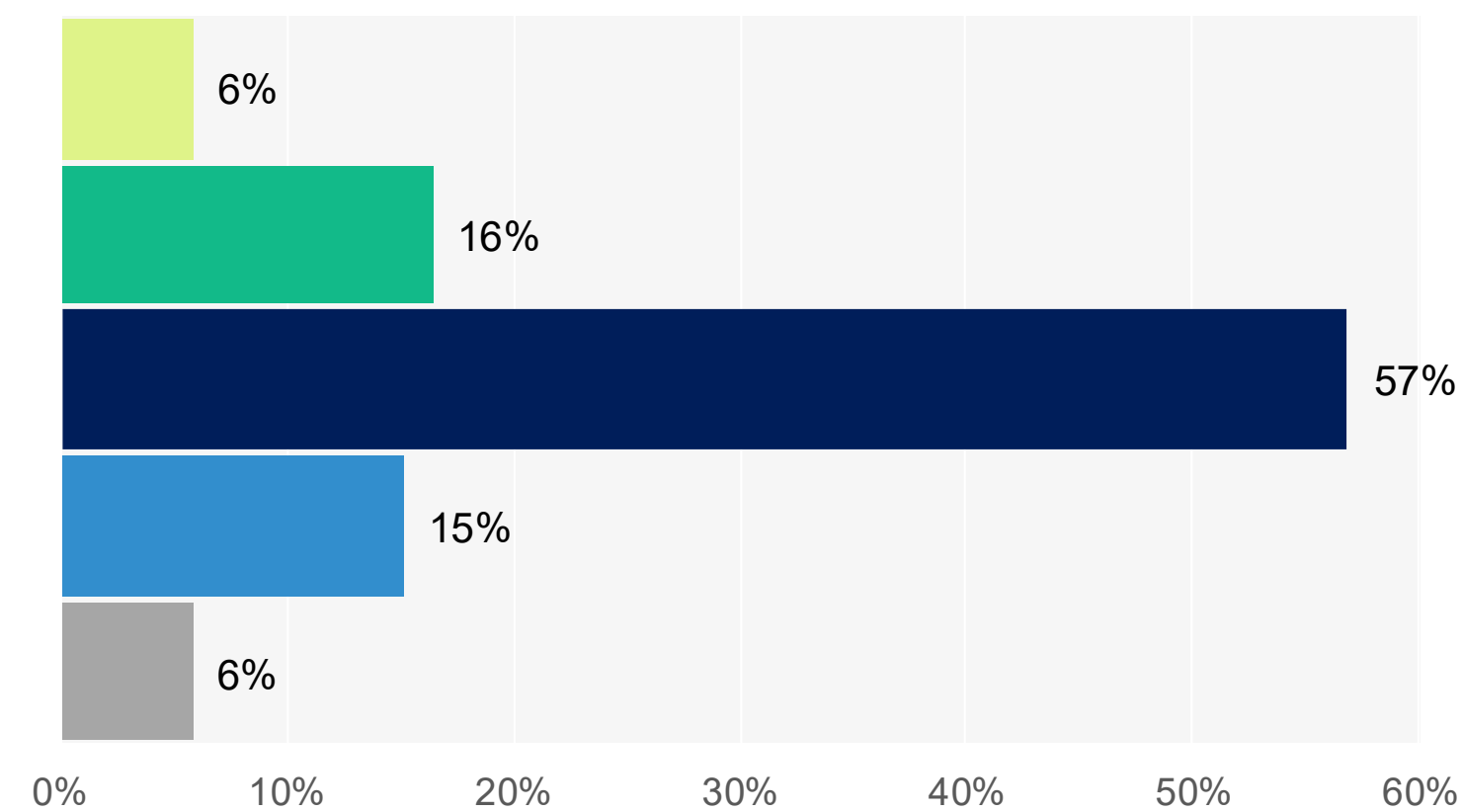
1. Economic development and trade (14%)
2. Education and lifelong learning (14%)
3. Healthcare system (11%)



PUBLIC PERCEPTIONS OF EU ACCESSION: SUPPORT, EXPECTATIONS AND CONCERNS

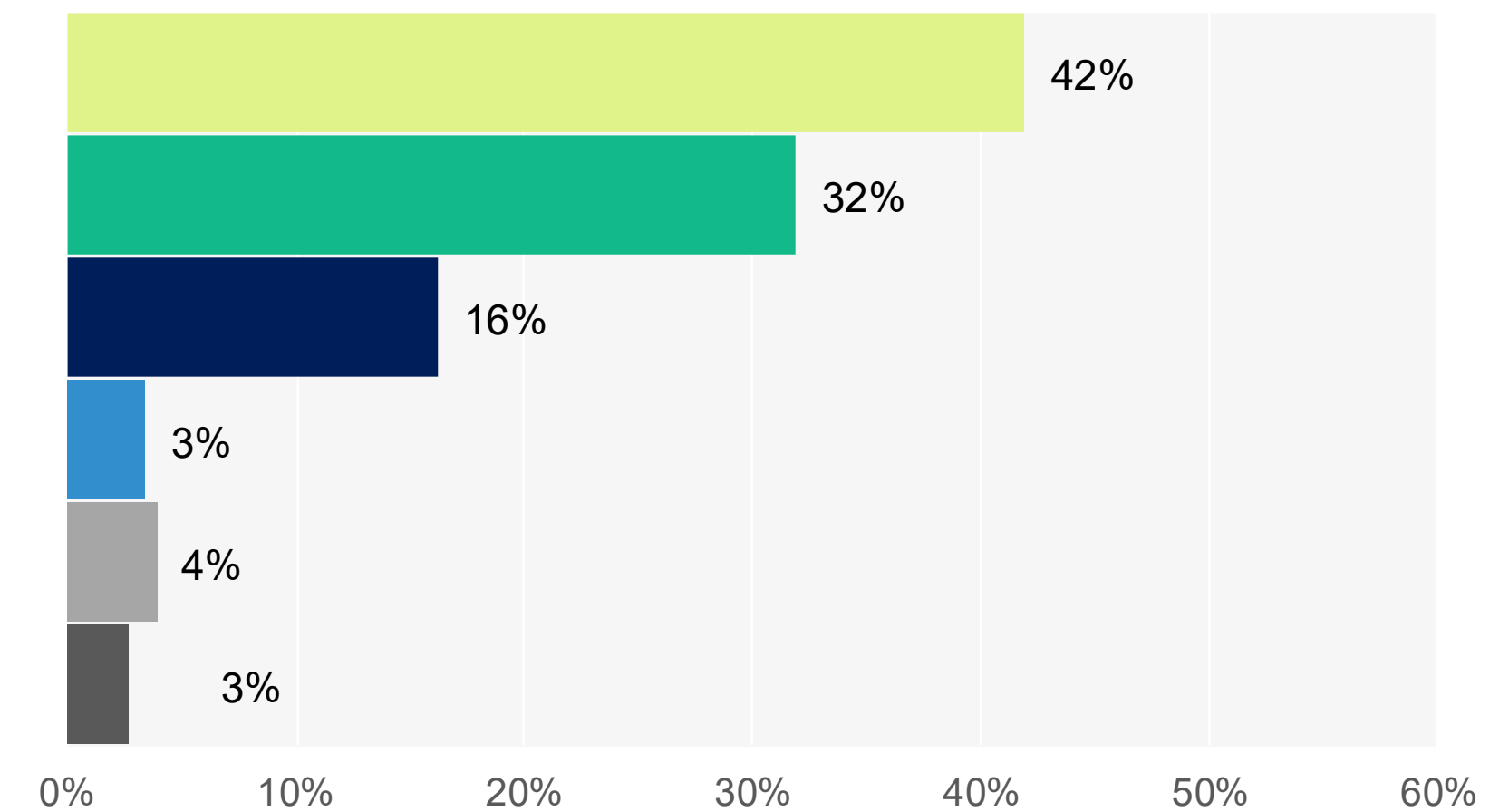
Perceived knowledge and support for EU accession

To what extent do you consider yourself well informed about Georgia's process of integration into the EU ?



- Very well informed
- Well informed
- Don't know
- Somewhat informed
- Not at all informed

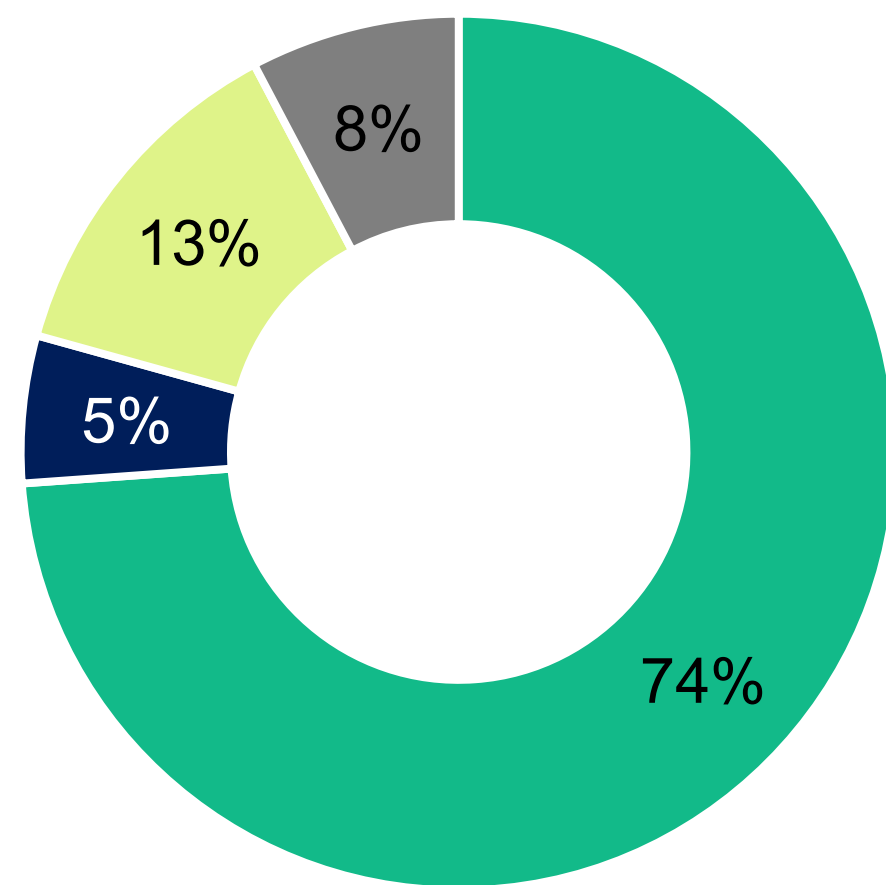
Overall, do you personally support or oppose Georgia's accession to the EU?



- Strongly support
- Somewhat support
- Neither support nor oppose
- Somewhat oppose
- Strongly oppose
- Don't know

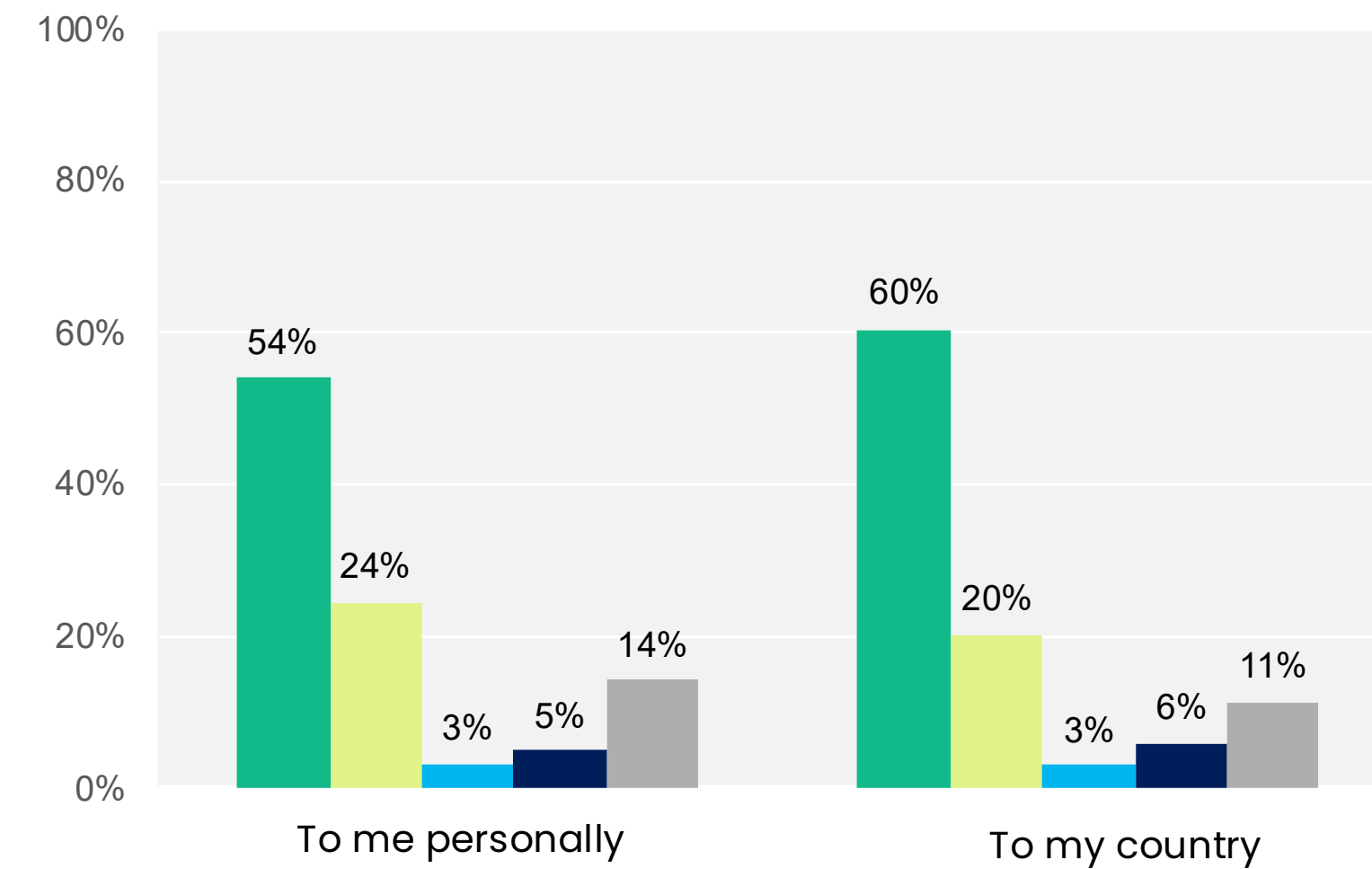
Perceptions of EU membership and referendum intentions

If a referendum about Georgia's membership in the EU was held this week, how would you vote?



■ In favour ■ I would not vote
■ Against ■ Don't know

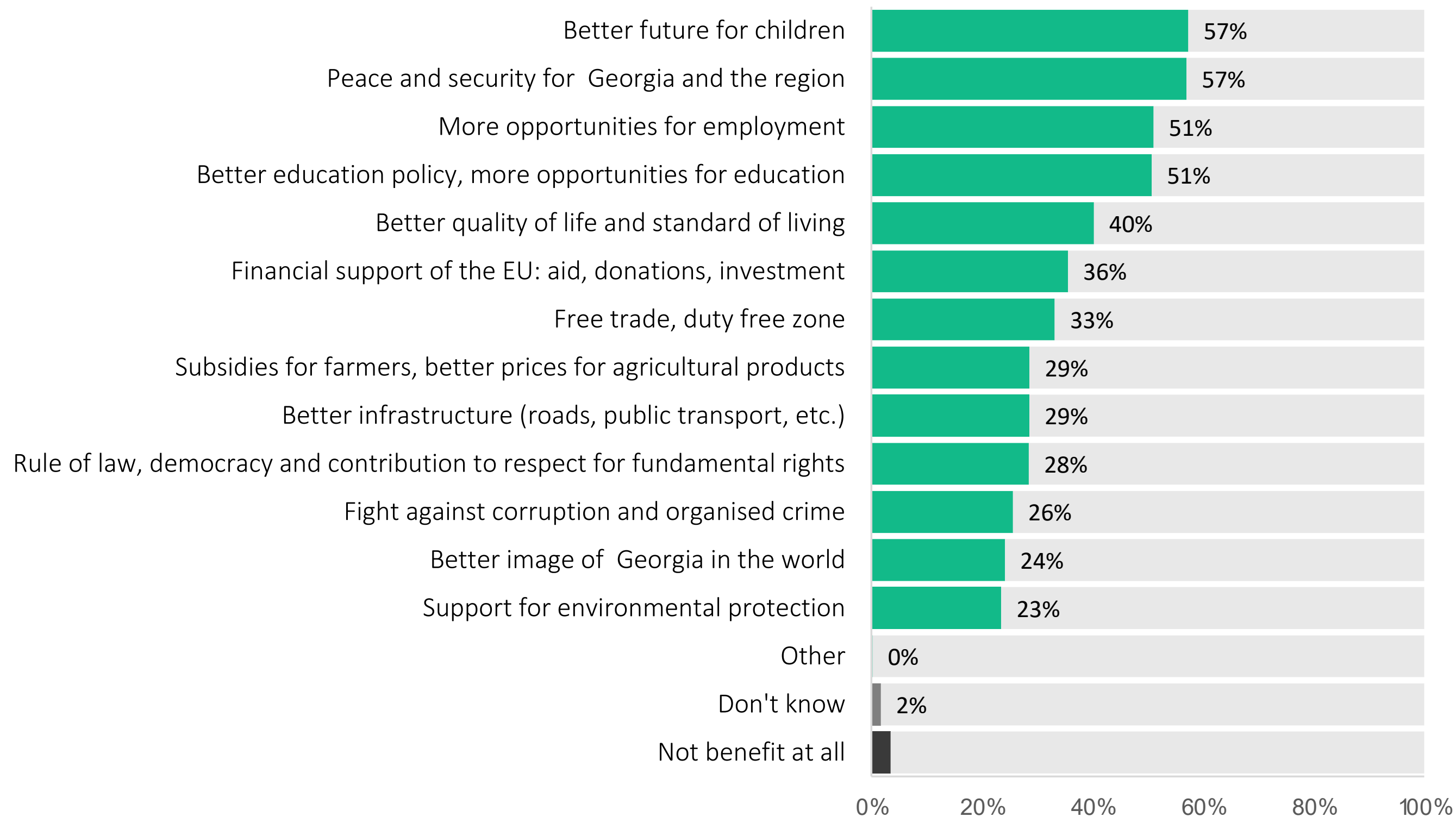
Would you say that becoming a member of the EU would bring more advantages or more disadvantages to you personally? And to Georgia?



■ Many more advantages than disadvantages ■ Slightly more disadvantages than advantages
■ Slightly more advantages than disadvantages ■ Many more disadvantages than advantages
■ Don't know

Perceived benefits of EU membership

What do you think would be the main benefits of Georgia becoming a member of the EU?



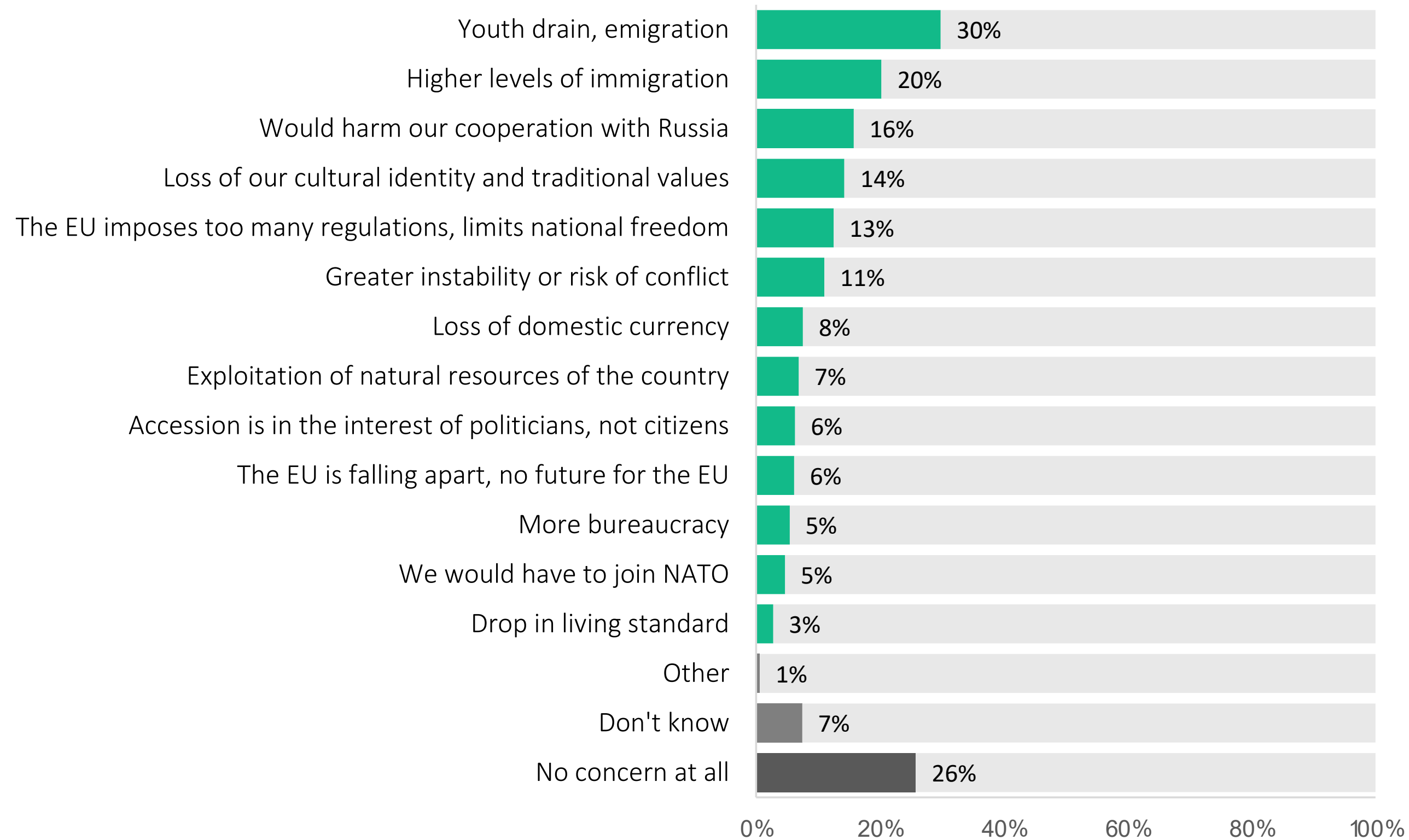
Top perceived benefits of EU membership
(respondents' first-choice responses):

1. Peace and security for Georgia and the region (30%)
2. Better future for children (12%)
3. Better quality of life and standard of living (12%)

Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

Perceived concerns of EU membership

What do you think would be the main concerns of Georgia becoming a member of the EU?



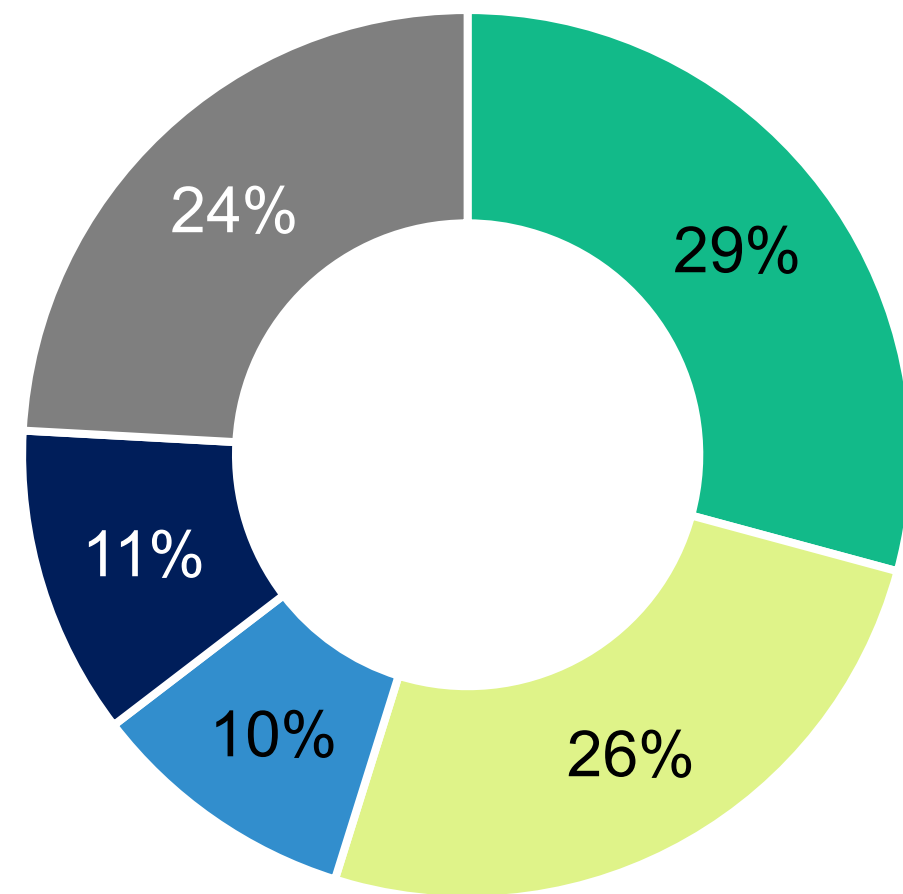
Top perceived concerns of EU membership
(respondents' first-choice responses):

1. Youth drain, emigration (18%)
2. Would harm our cooperation with Russia (9%)
3. Higher levels of immigration (8%)

Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.

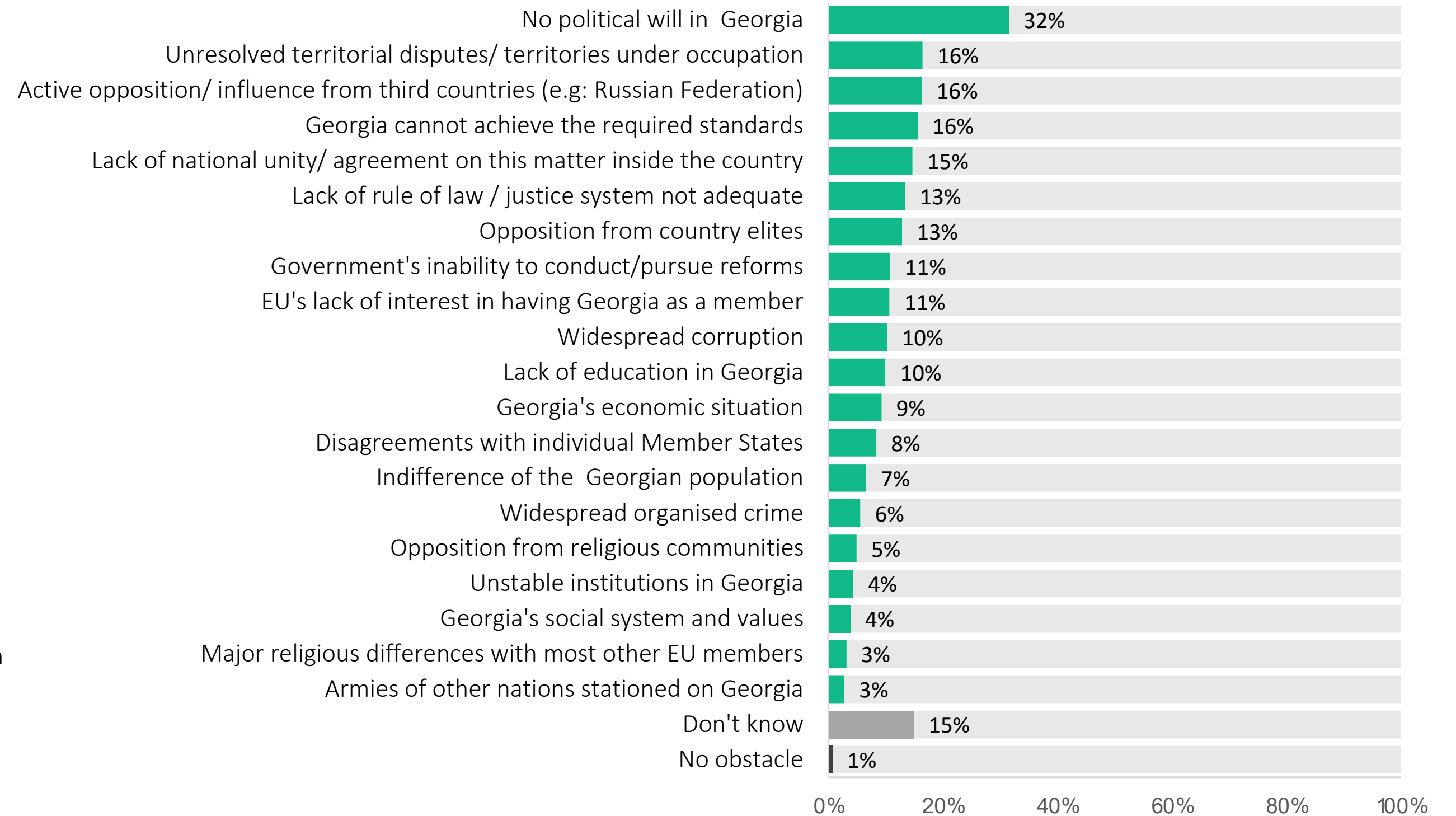
Perceived timeline and barriers to EU accession

When do you personally think Georgia will fulfil the accession criteria and become an EU Member State?



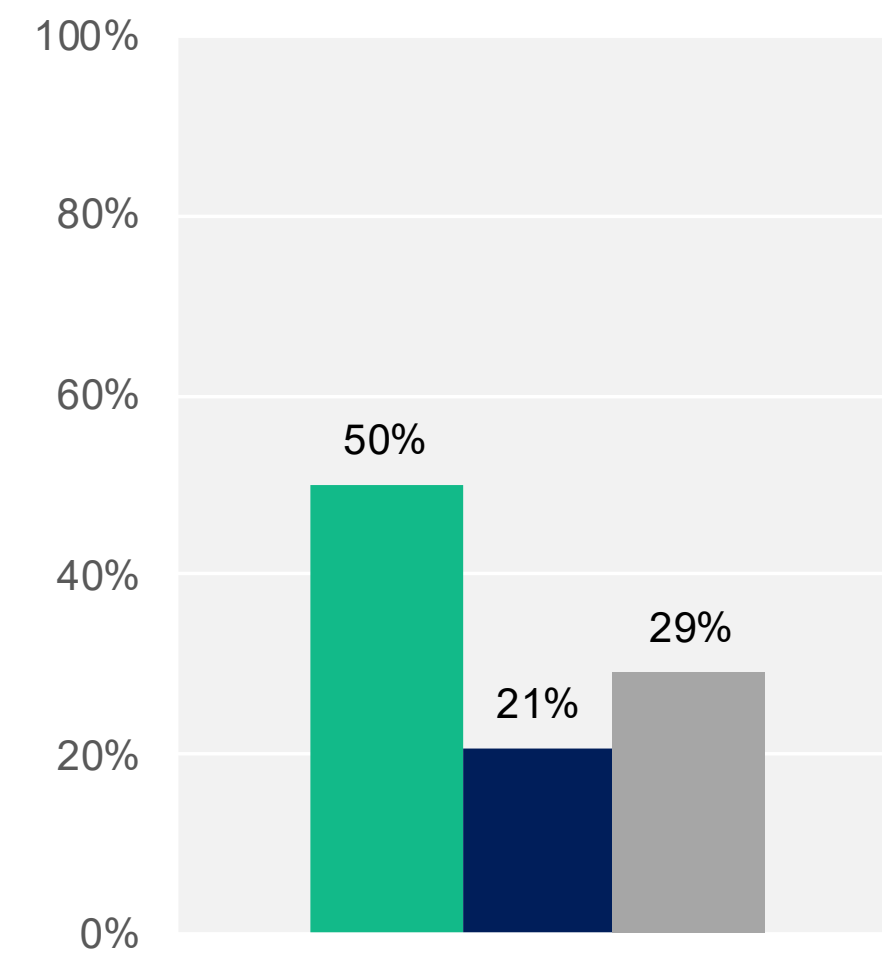
■ In the coming 5 years
■ Between 5 and 15 years
■ Don't know
■ It will take more than 15 years, but it will happen
■ The country will never become an EU Member State

In your opinion, what are the main obstacles currently preventing Georgia from becoming a member of the EU?

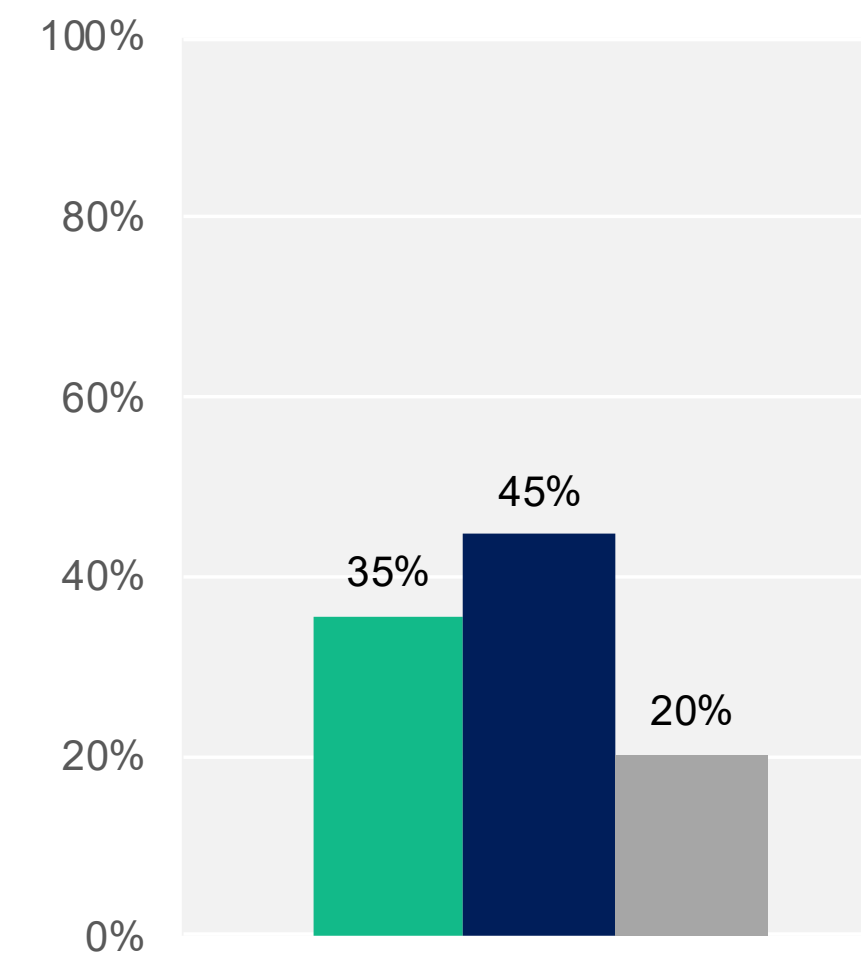


Perceived barriers to EU accession

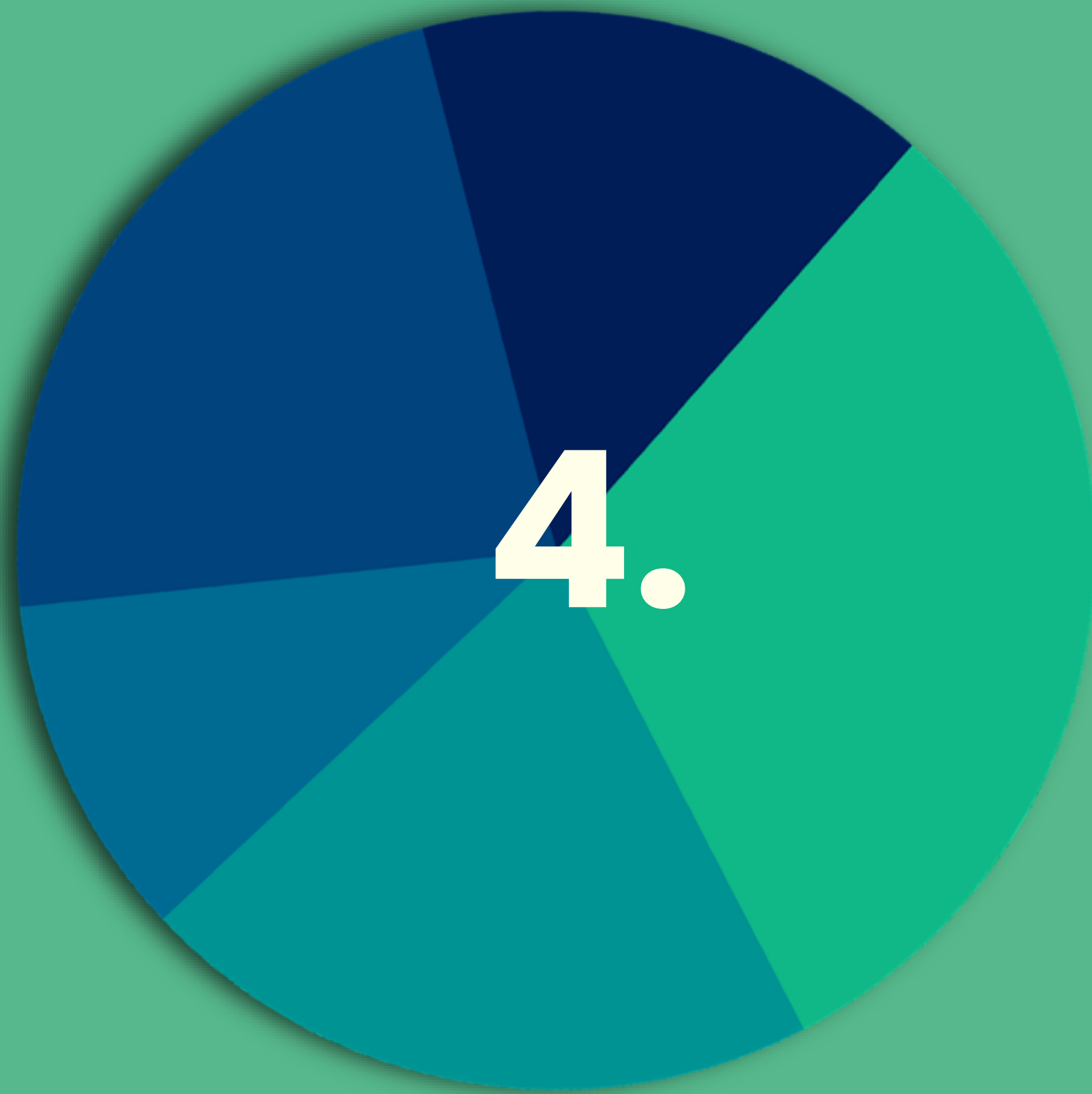
Do you think that proposed laws affecting CSOs and the media will have a negative impact on Georgia's accession to the EU?



Do you think that Georgia is currently moving in the right direction to join the European Union?



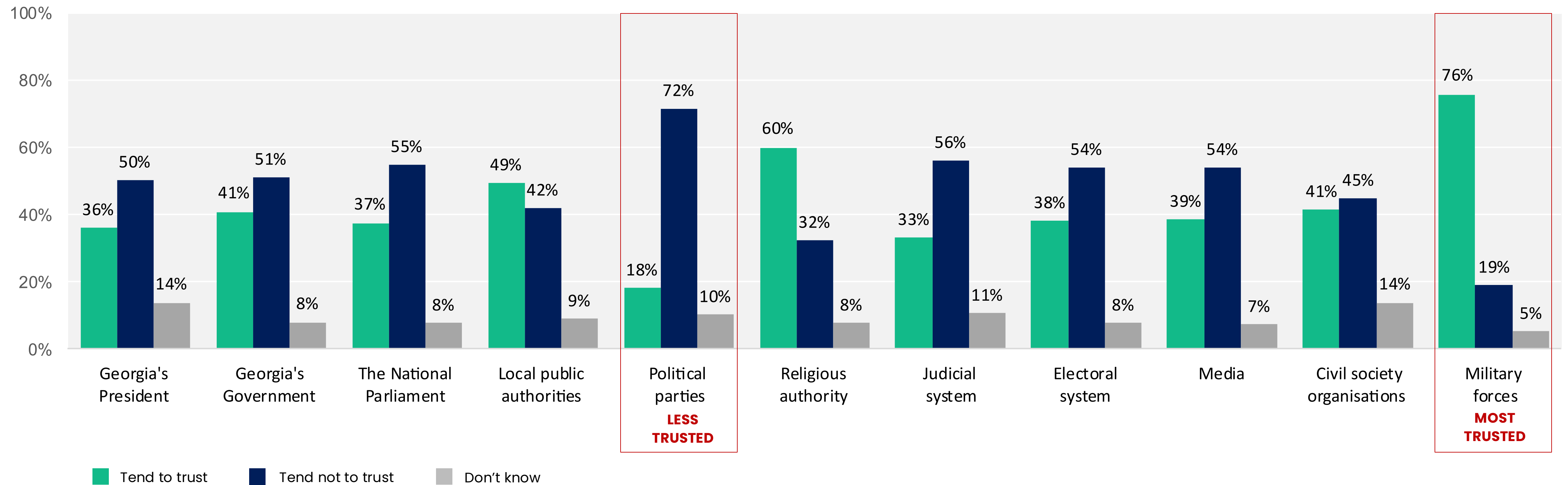
Yes No Don't know



INSTITUTIONAL TRUST AND NATIONAL CHALLENGES

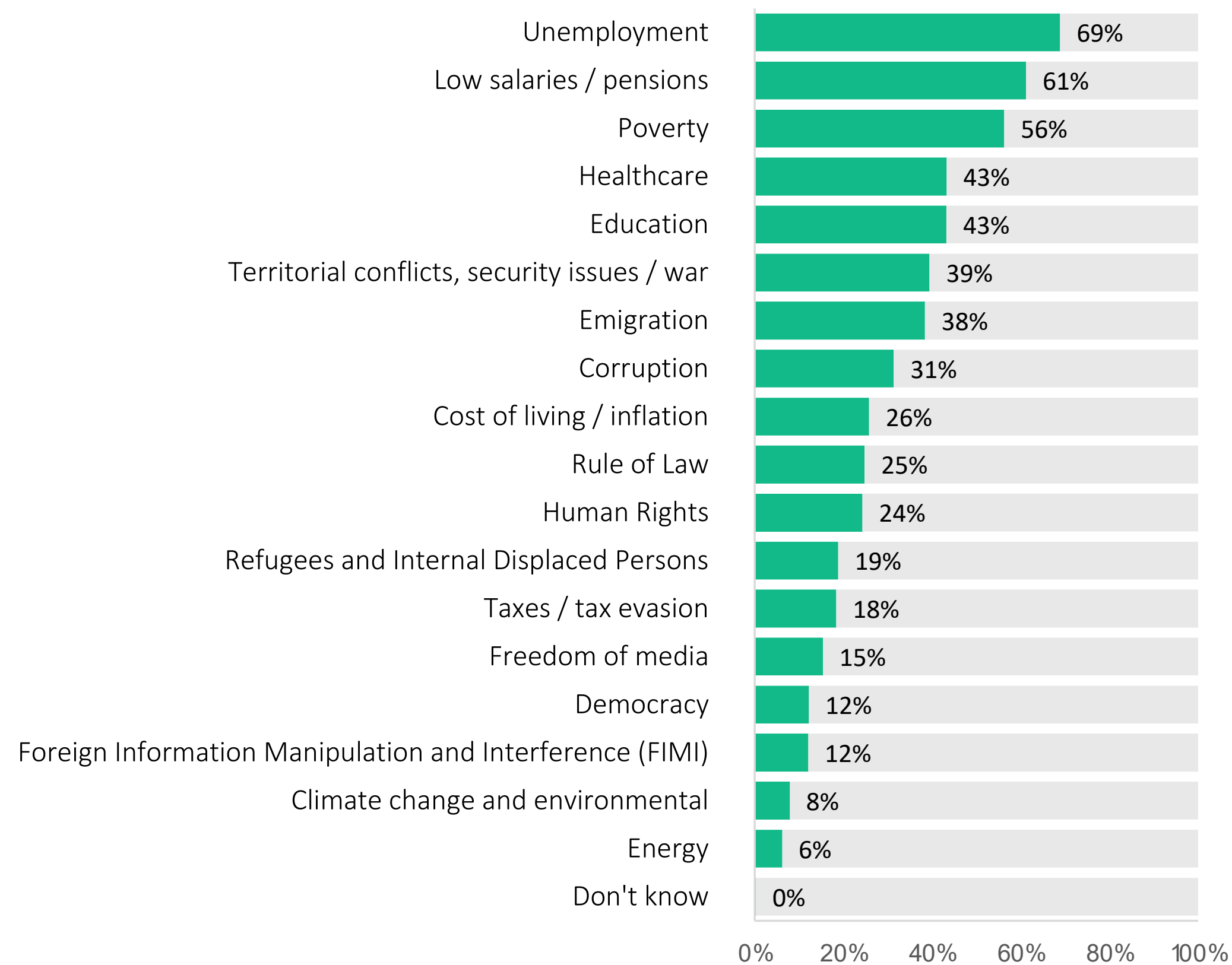
Trust levels across key institutions and systems

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



Most pressing problems in GEORGIA

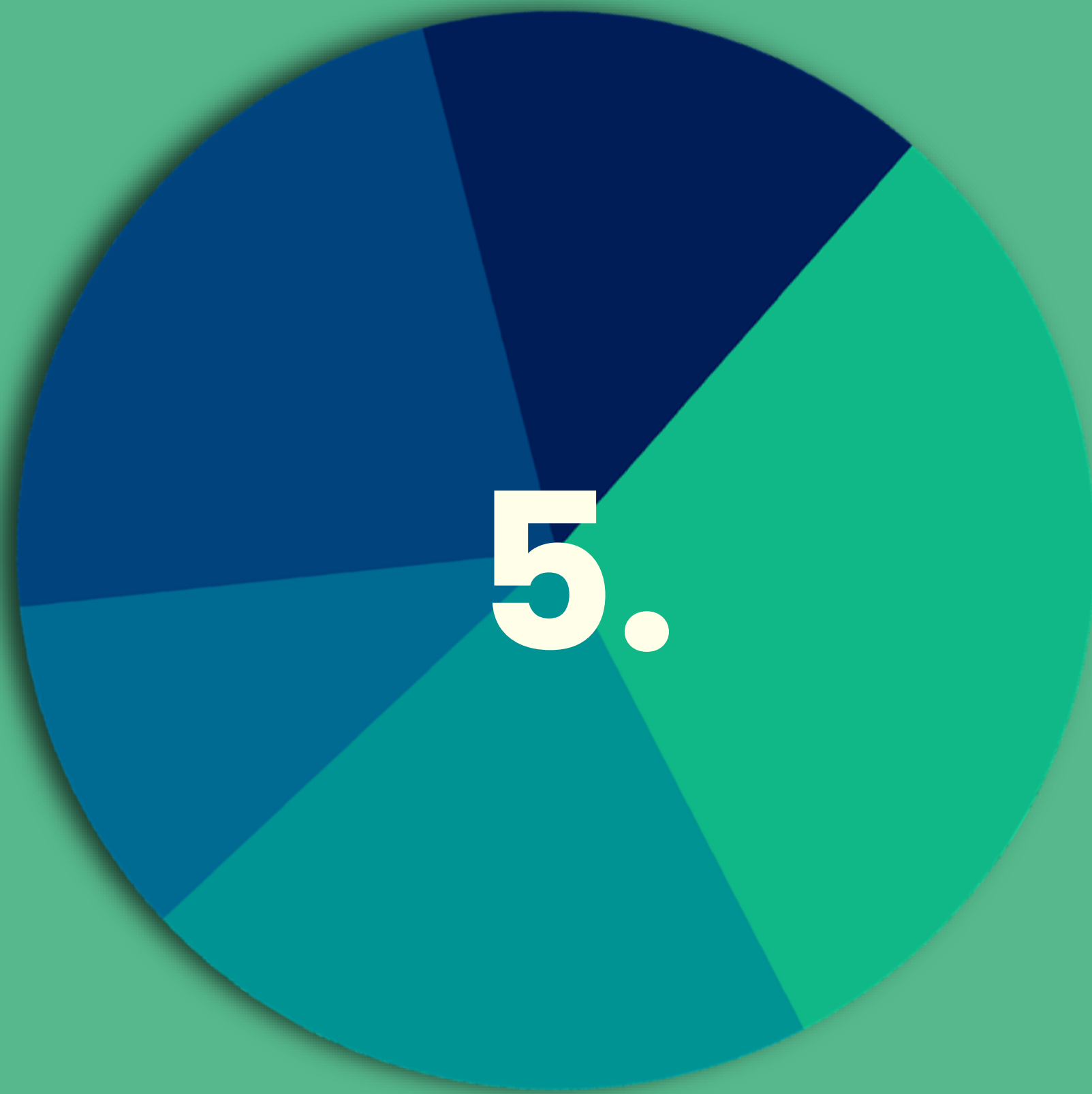
What do you consider to be the most pressing problems facing Georgia?



Top 3 most pressing problems
(respondents' first choice):

1. Unemployment (26%)
2. Poverty (15%) and low salaries / pensions (15%)
3. Territorial conflicts, security issues / war (11%)

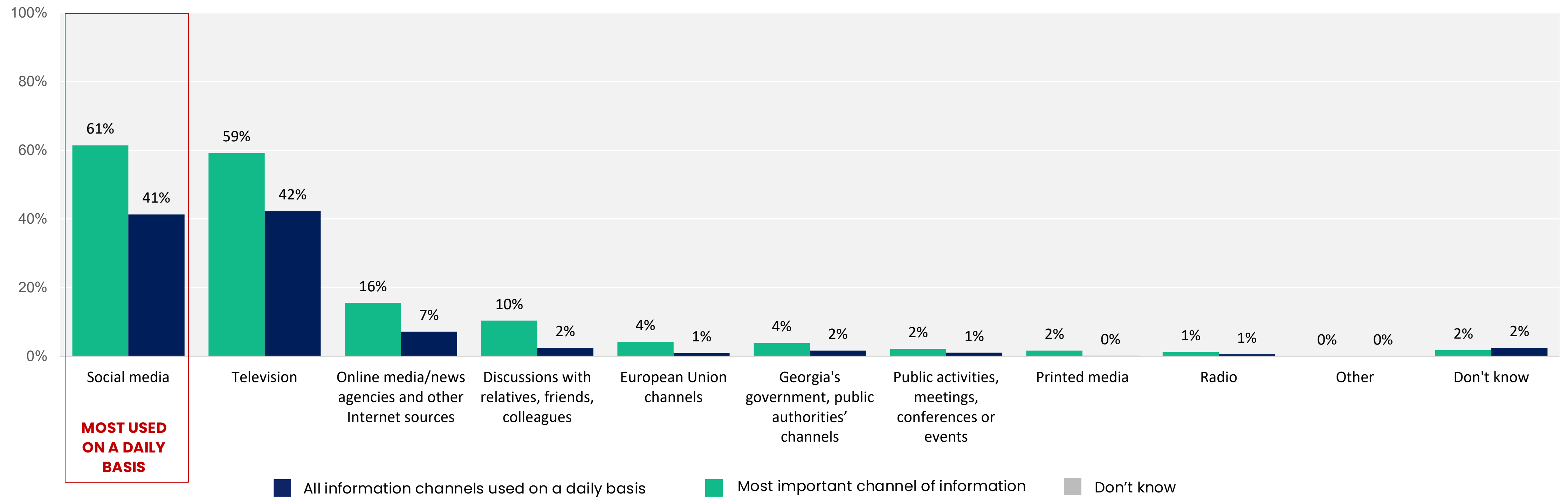
Respondents could select multiple options. The bar chart shows total mentions. The box shows only the top 3 single-choice answers.



SOURCES OF INFORMATION

Main sources of news and information

Which of the following information channels do you use on a daily basis to inform yourself or to follow the news?



Respondents could select multiple options. The blue bar shows total mentions. The green bar only the first choice.

Connect & Stay informed:

