



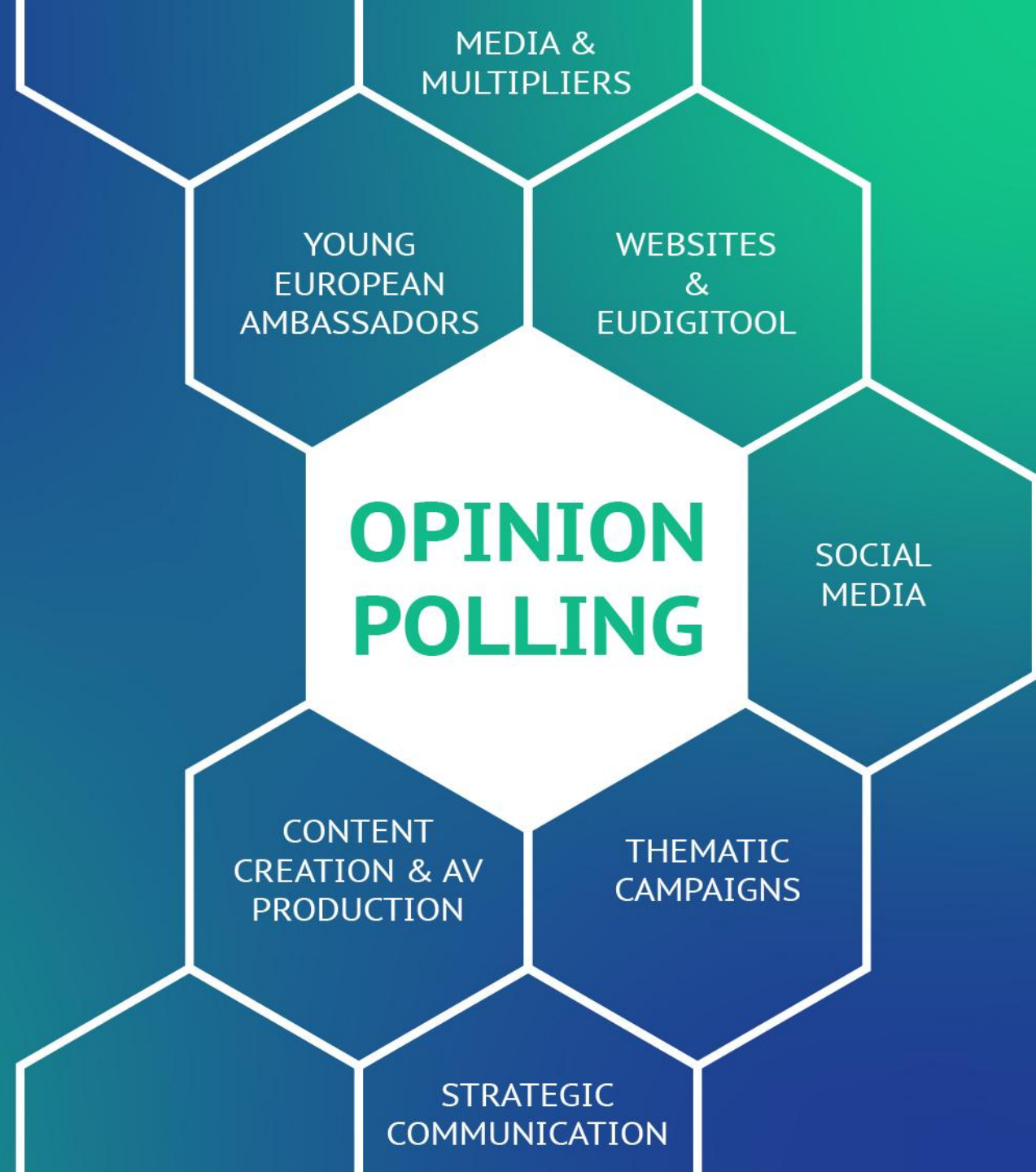
Funded by
the European Union

EU NEIGHBOURSEAST

ANNUAL SURVEY

Spring 2026

ARMENIA



Methodology

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

1,000 respondents randomly selected through a two-stage stratified sampling design with settlements as Primary Sampling Units (PSUs) & individuals as Secondary Sampling Units (SSUs).

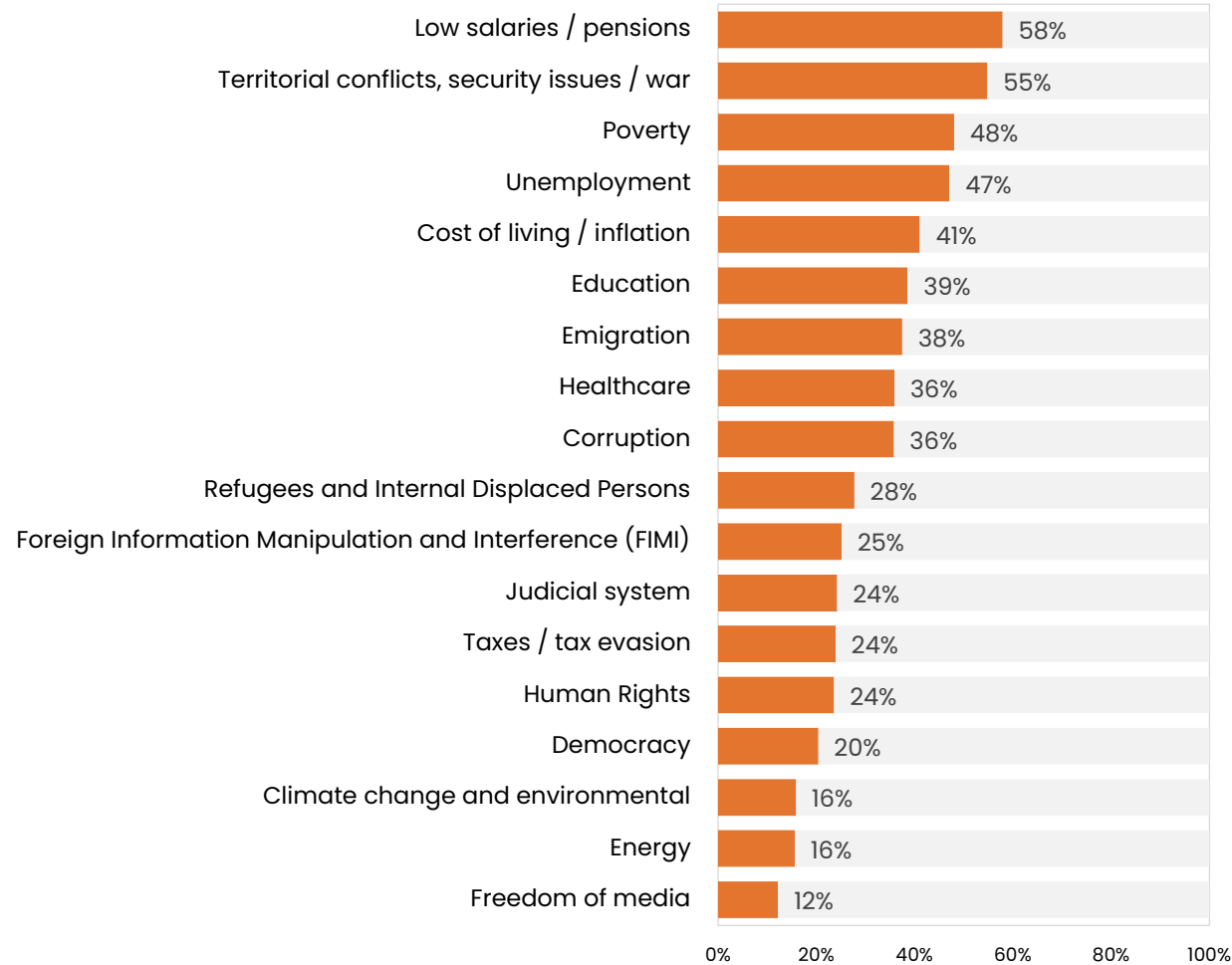
Face-to-face interviews (fieldwork) conducted **February/March 2025** and covering the following topics:

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

1.

CONTEXT & INSTITUTIONAL LANDSCAPE

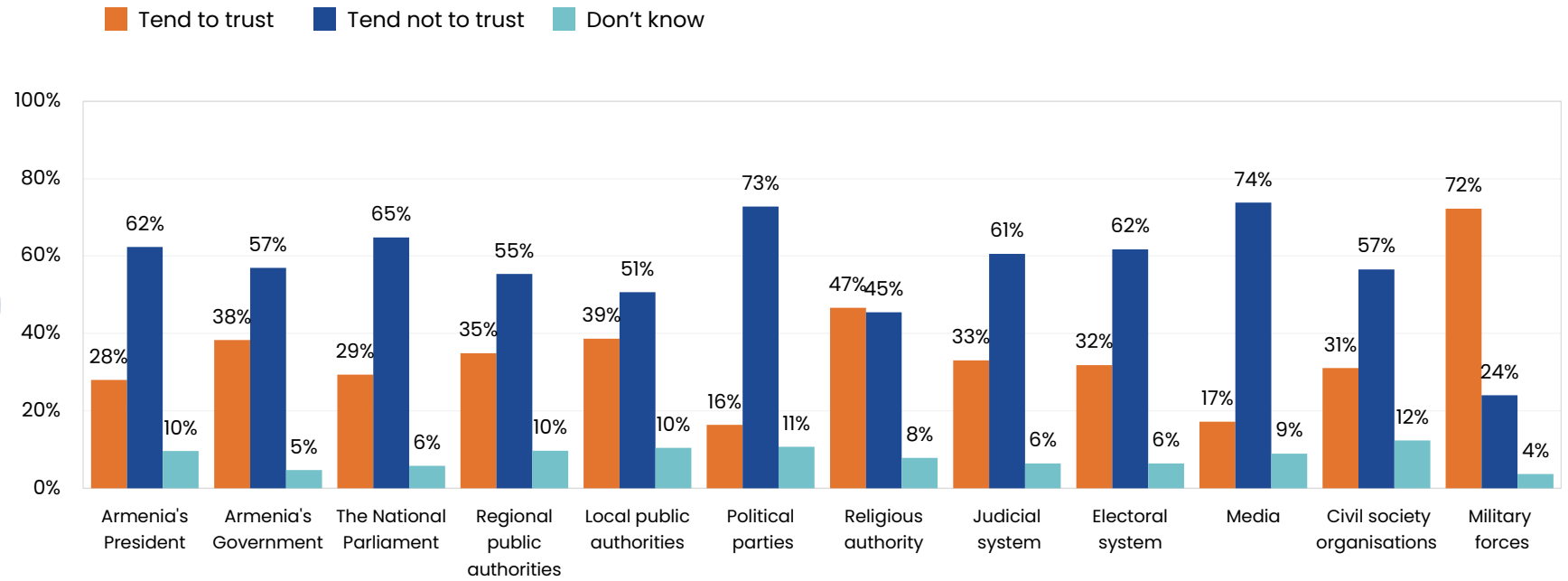
What do you consider to be the most pressing problems facing Armenia?



Most pressing problems in Armenia

Trust levels across key institutions and systems

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

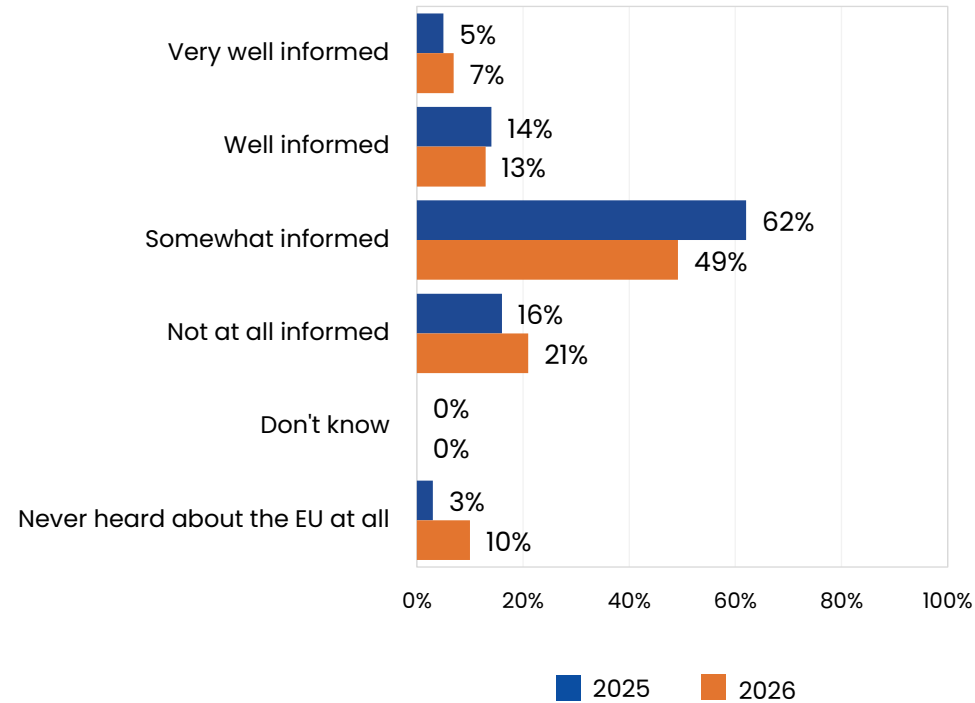


2.

THE EU IN ARMENIA: IMAGE, TRUST & VISIBILITY

Awareness of the EU

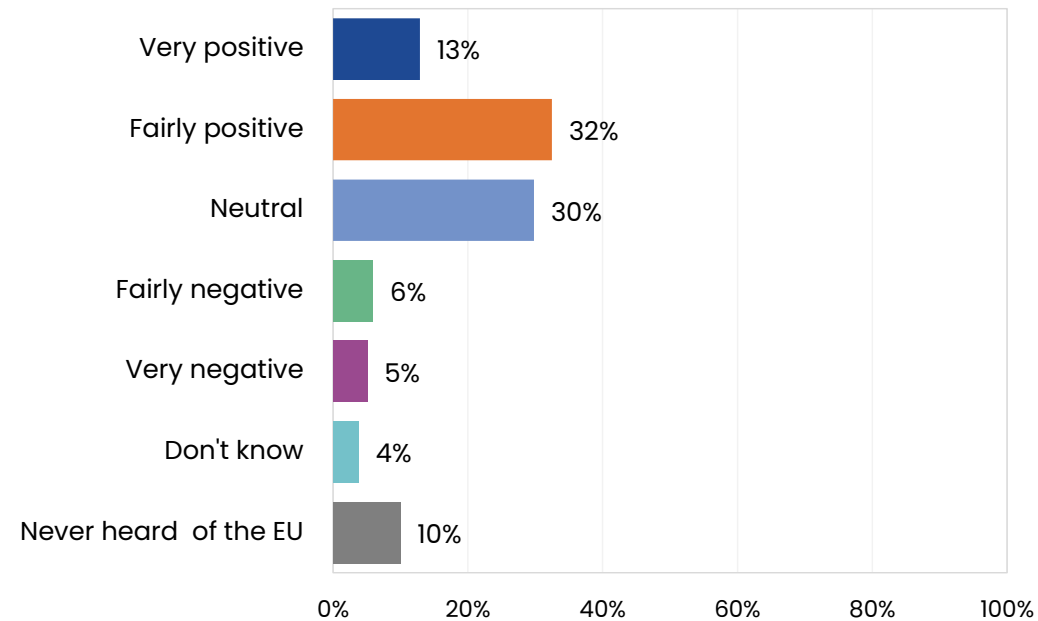
To what extent are you informed about the European Union?



20%
of citizens say they are **well or very well informed** about the EU.

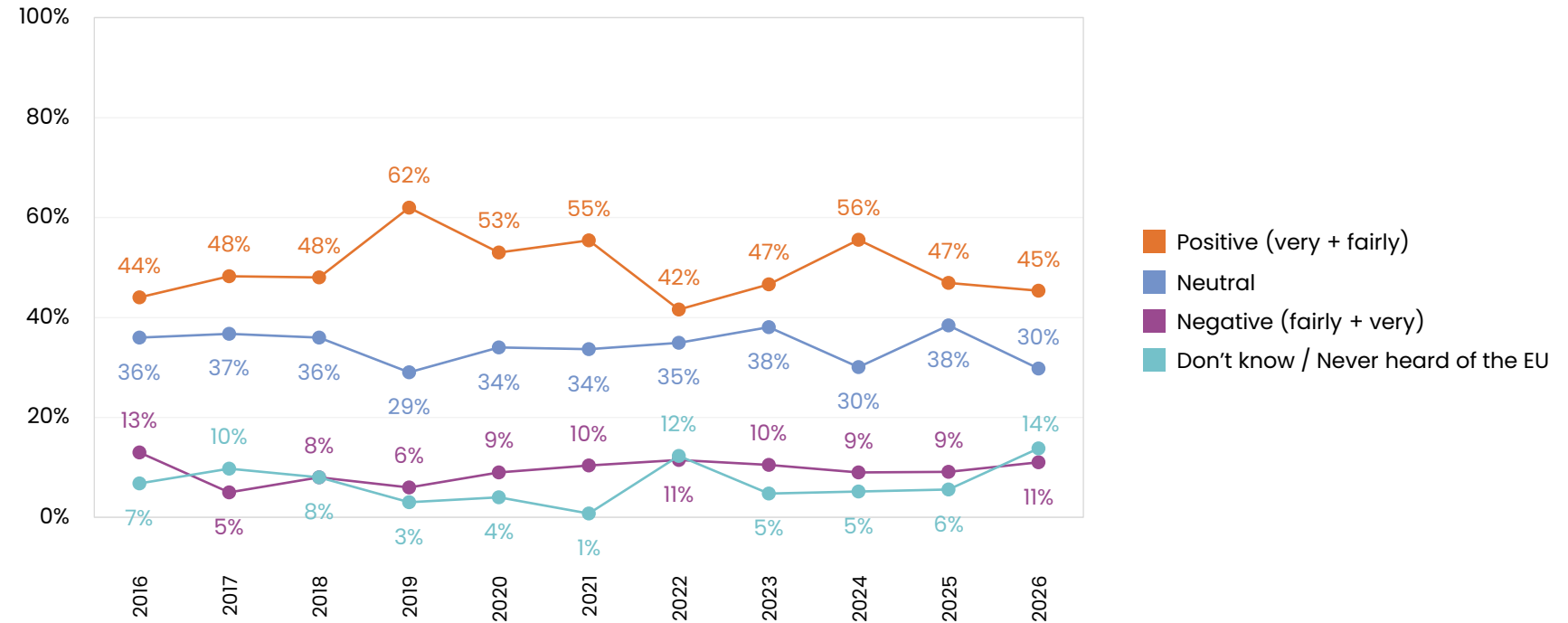
Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?

Image of the EU

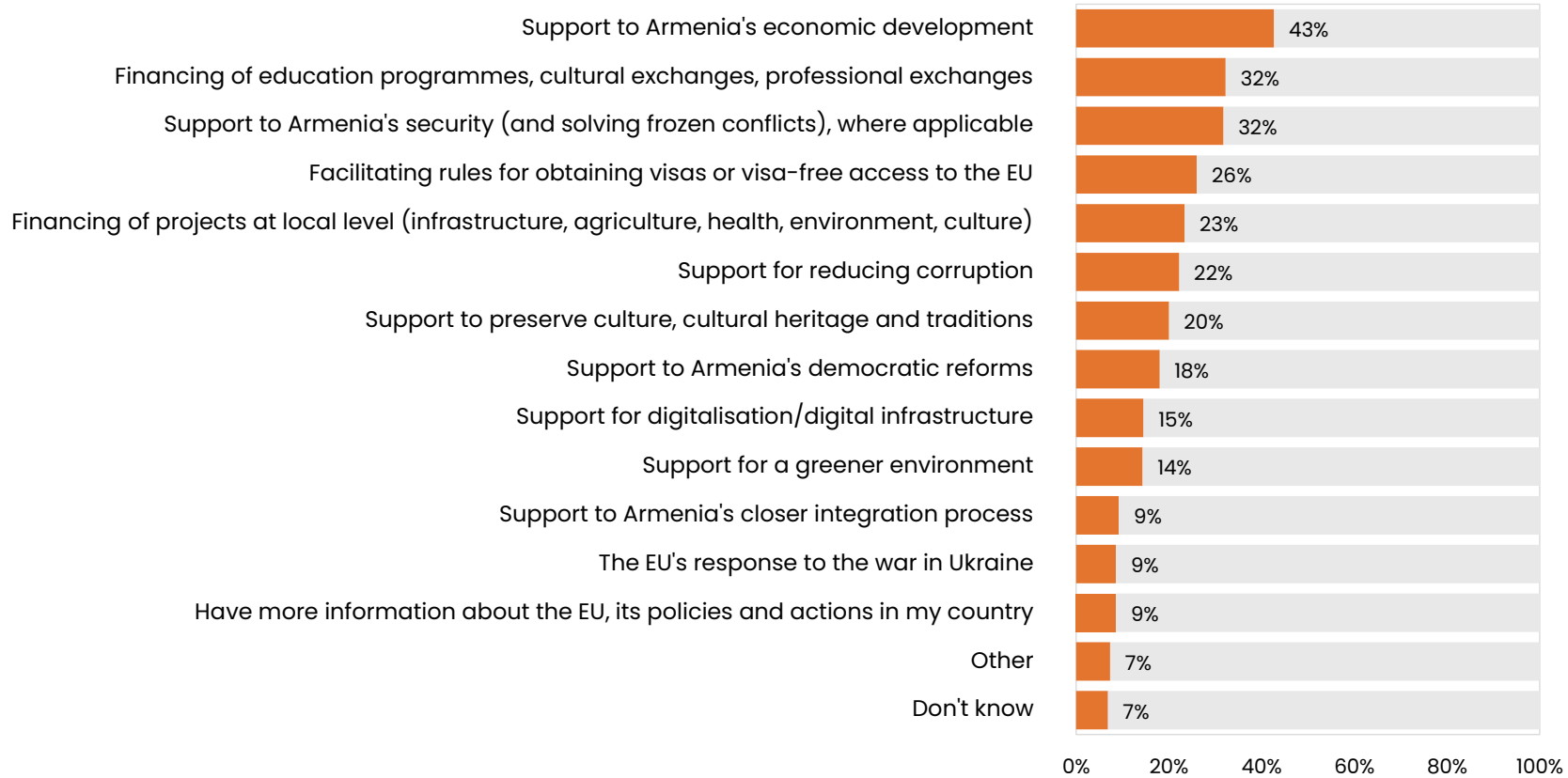


45%
of citizens have a **positive image** of the EU in 2026.

Image of the EU over time



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

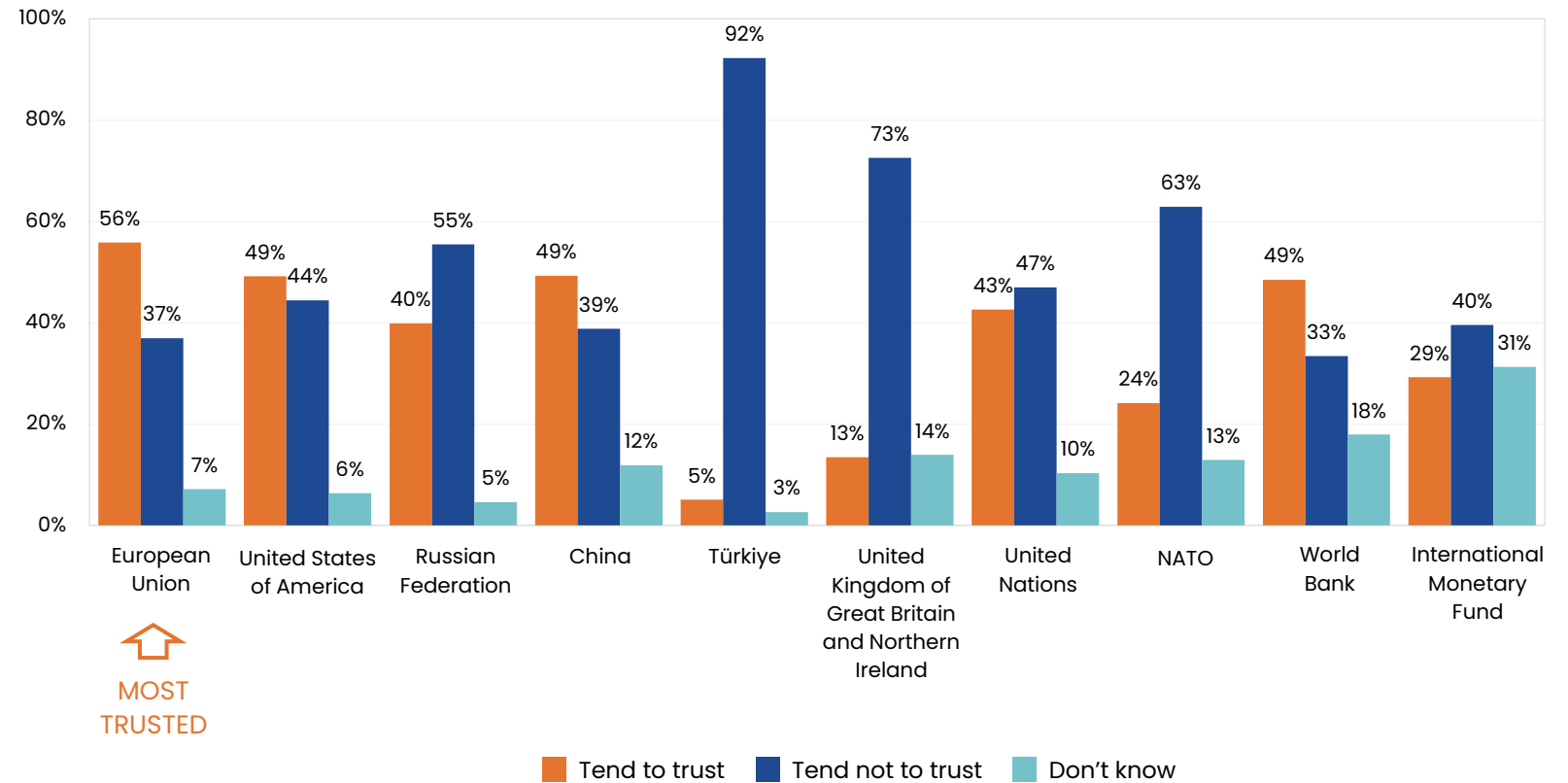


Levers to increase positive perceptions of the EU

Percentages refer to citizens aware of the EU (90% of the total population), as respondents who had never heard of the EU were not asked the question.

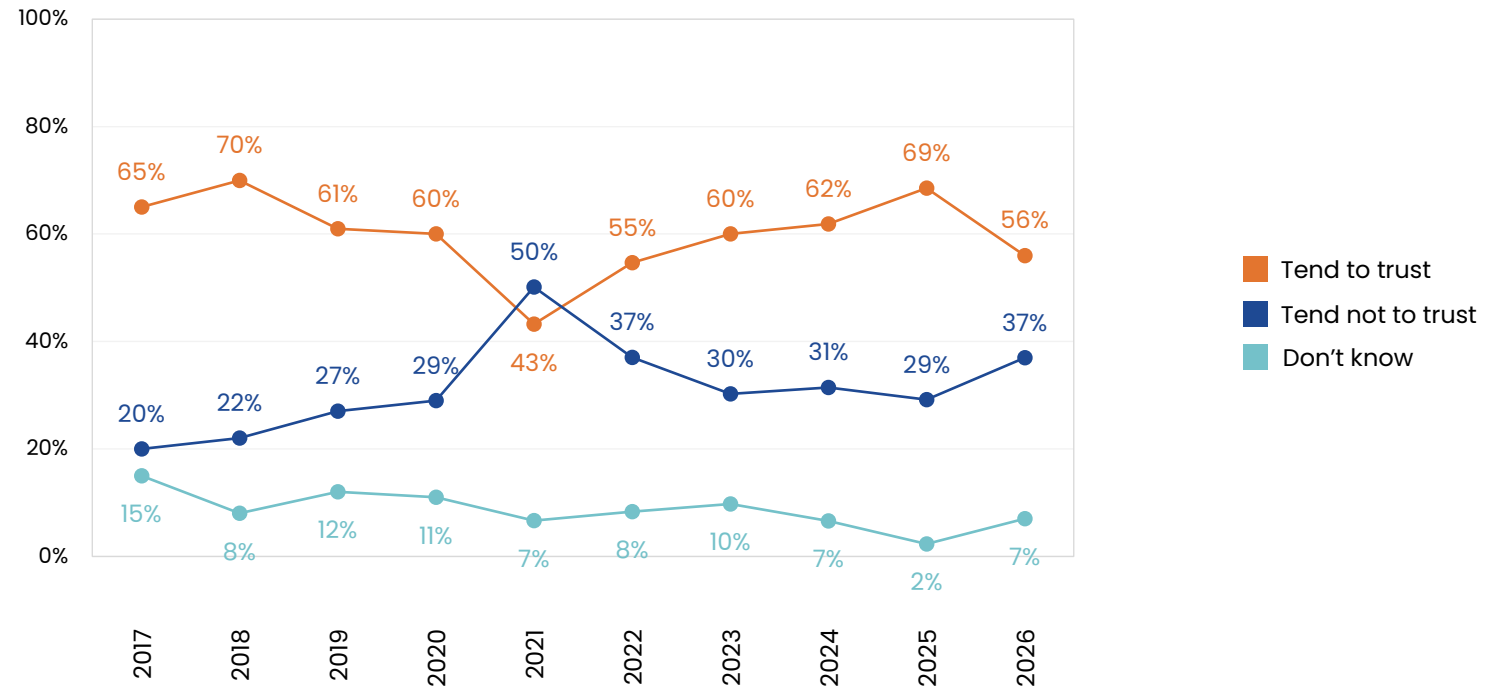
Trust towards international institutions / countries

For each of the following institutions/countries, please tell me if you tend to trust it or tend not to trust it.



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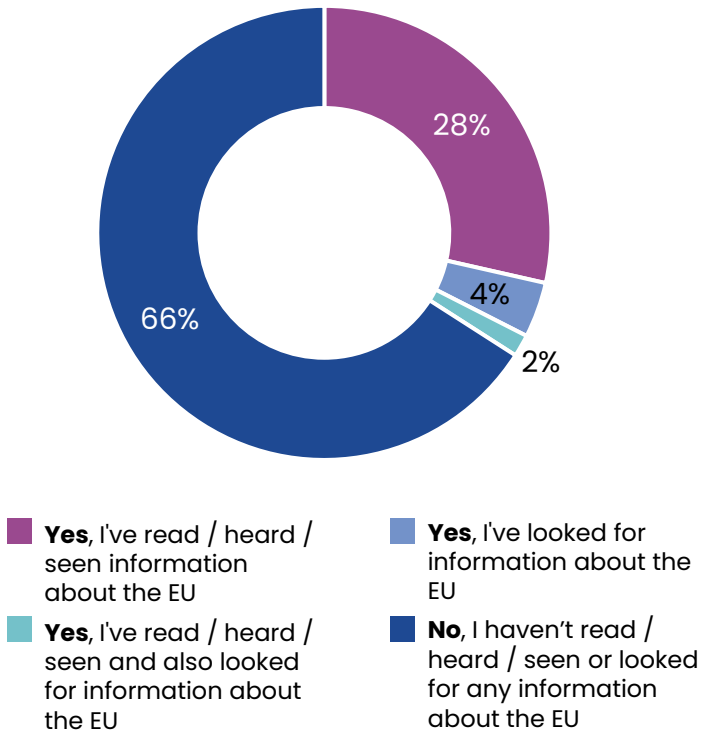
Trust towards the EU over time



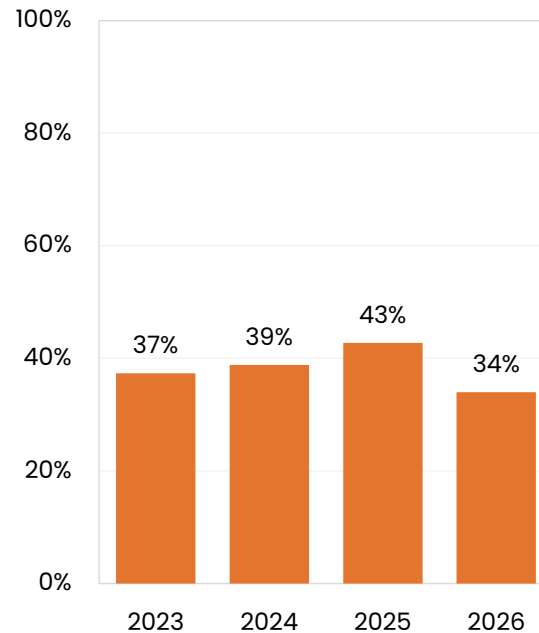
Percentages refer to citizens aware of the EU (90% of the total population), as respondents who had never heard of the EU were not asked the question.

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

2026 level of exposure to information on EU – detailed breakdown



Level of exposure to information about the EU over time

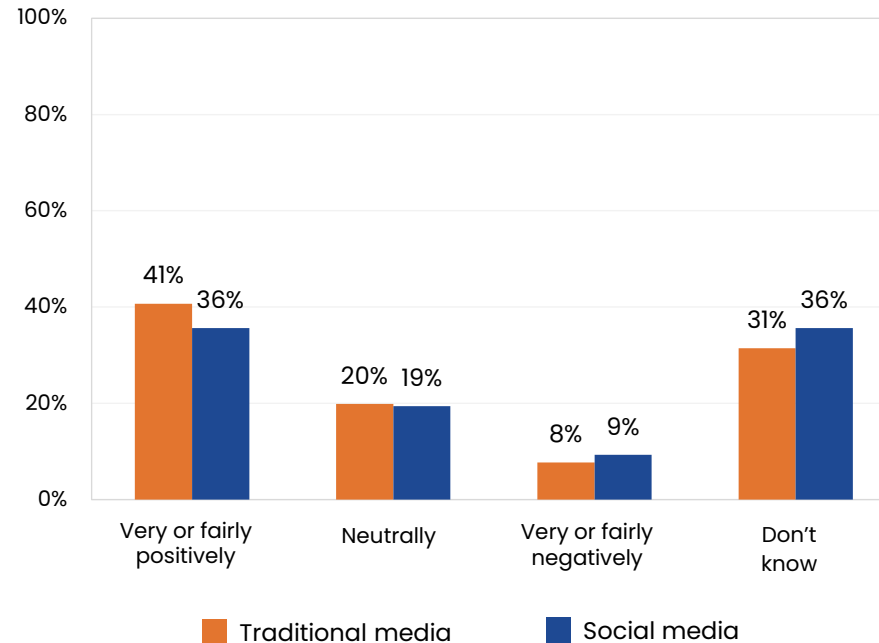


Exposure to information about the EU

Percentages refer to citizens aware of the EU (90% of the total population), as respondents who had never heard of the EU were not asked the question.

Media tone & access to euneighbourseast.eu website

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



Awareness of the euneighbourseast.eu website:

12%
of citizens have accessed (4%) or heard of (8%) it

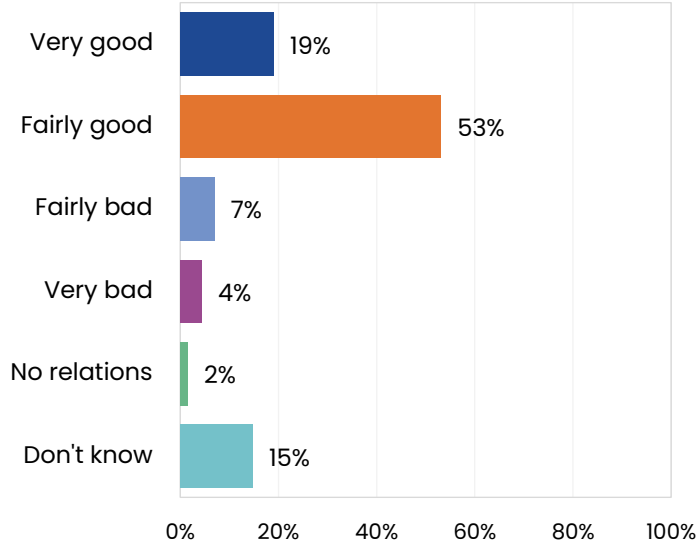
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3.

**PERCEPTIONS OF EU ENGAGEMENT
WITH ARMENIA:
RELATIONS & FINANCIAL SUPPORT**

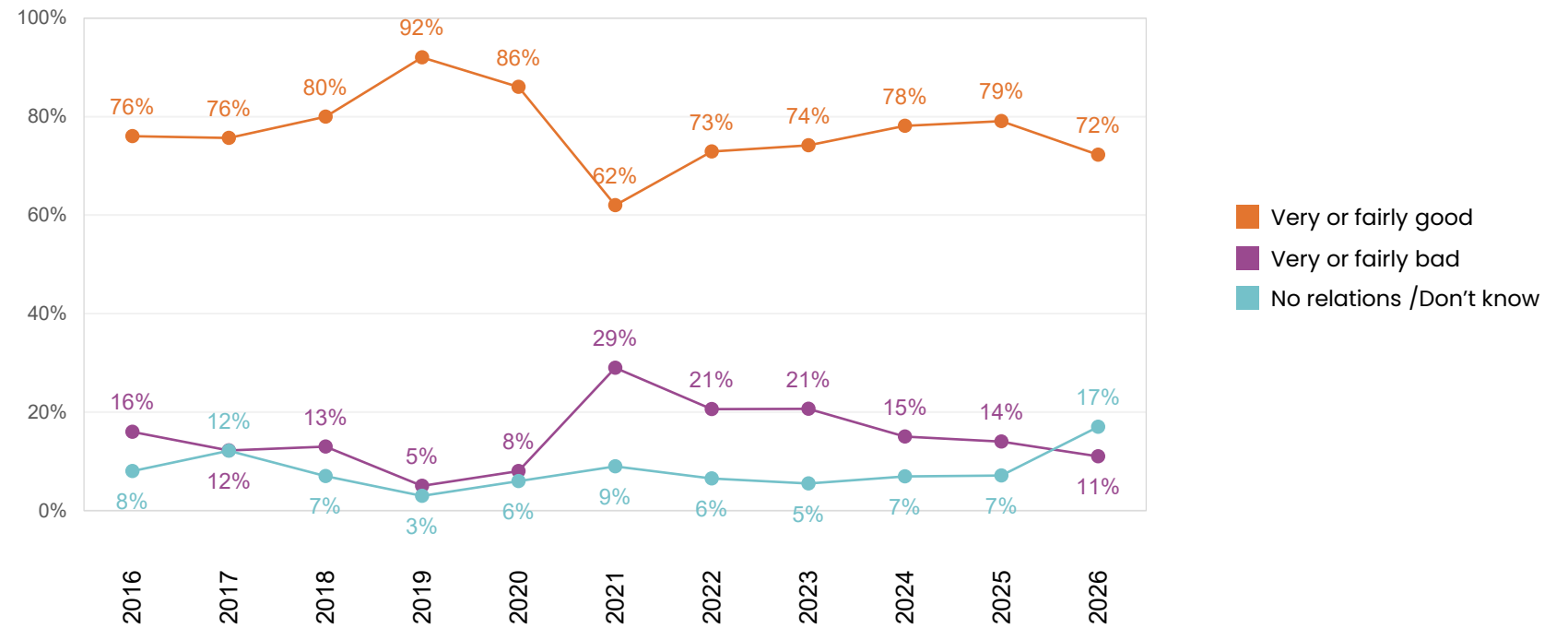
In general, how would you describe the relations that the European Union has with Armenia?

EU relations with Armenia



72%
of citizens believe Armenia has good
relations with the EU in 2026.

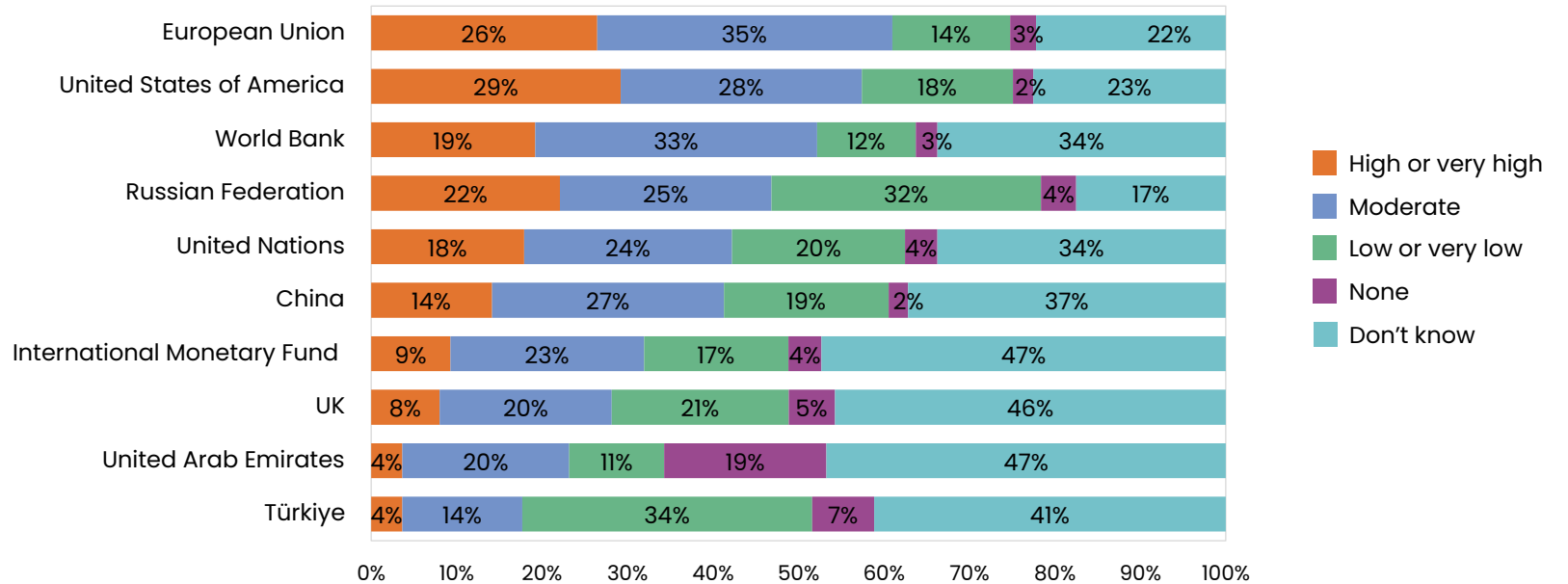
EU relations with Armenia over time



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Perceptions of financial support to Armenia from international actors

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



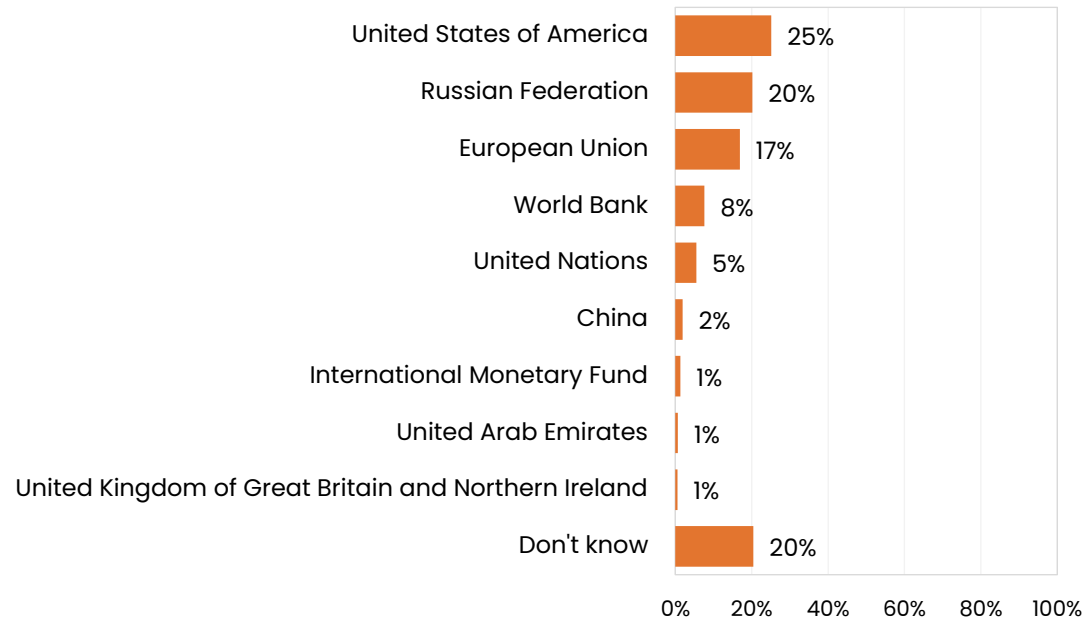
61%

of citizens believe the level of the EU's financial support to Armenia as high or moderate.

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Which of these international actors do you believe is the largest financial contributor to Armenia?

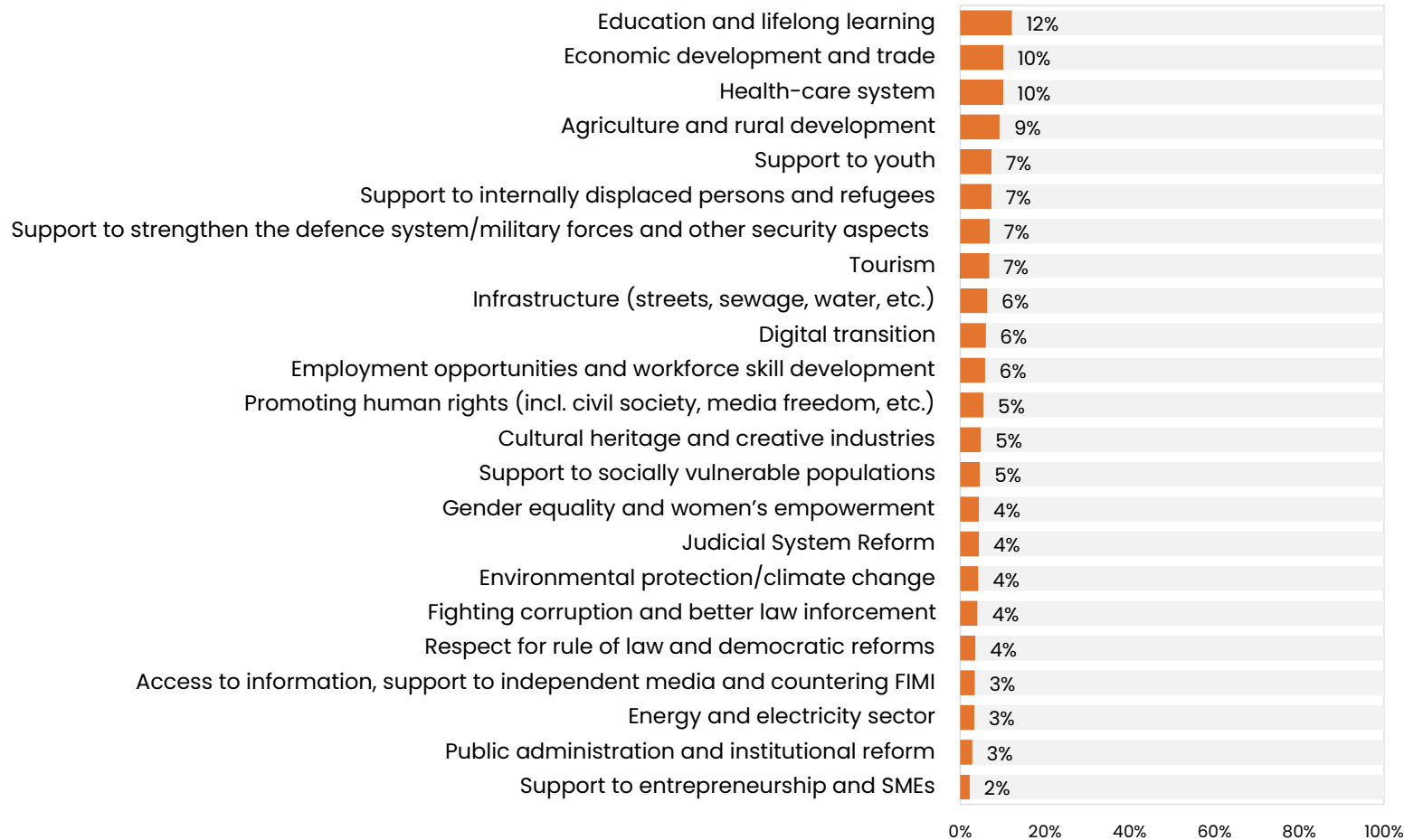
Largest financial contributor to Armenia



36%
of citizens perceive EU financial support as **effective** or **very effective**

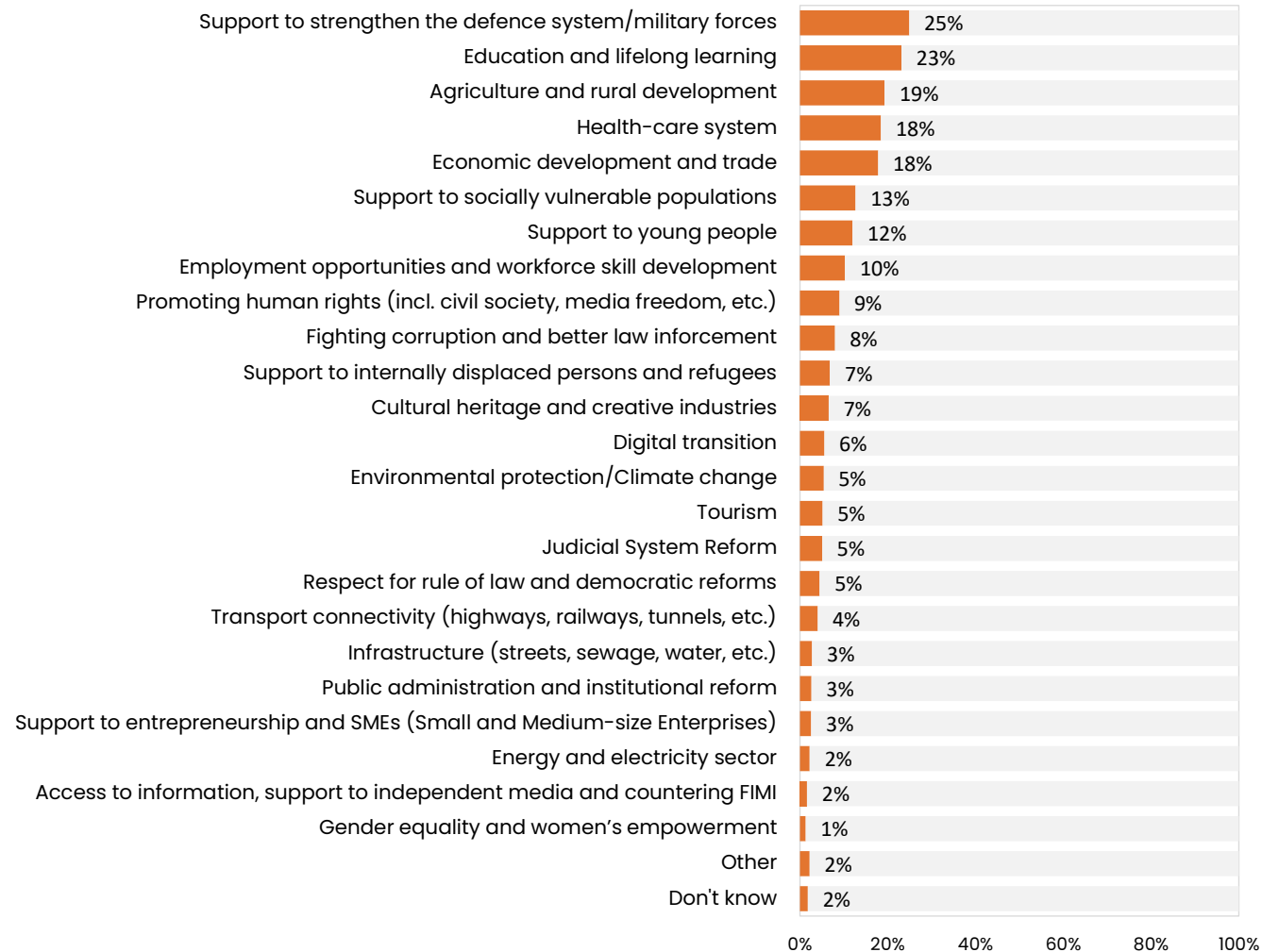
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Please tell us in which areas the European Union provides Armenia with financial support:



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



Top three priorities for EU support

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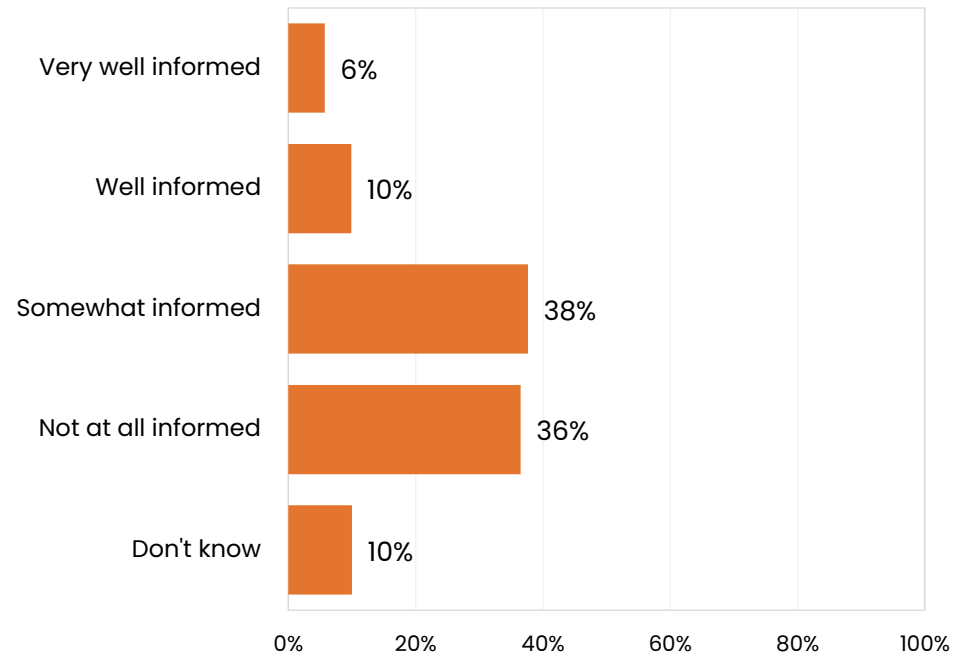


4.

EU ACCESSION: SUPPORT, EXPECTATIONS & OBSTACLES

To what extent do you consider yourself well informed about what Armenia would need to do in order to join the EU (reforms, conditions, possible negotiations, etc.)?

Awareness of
Armenia's EU
integration
process

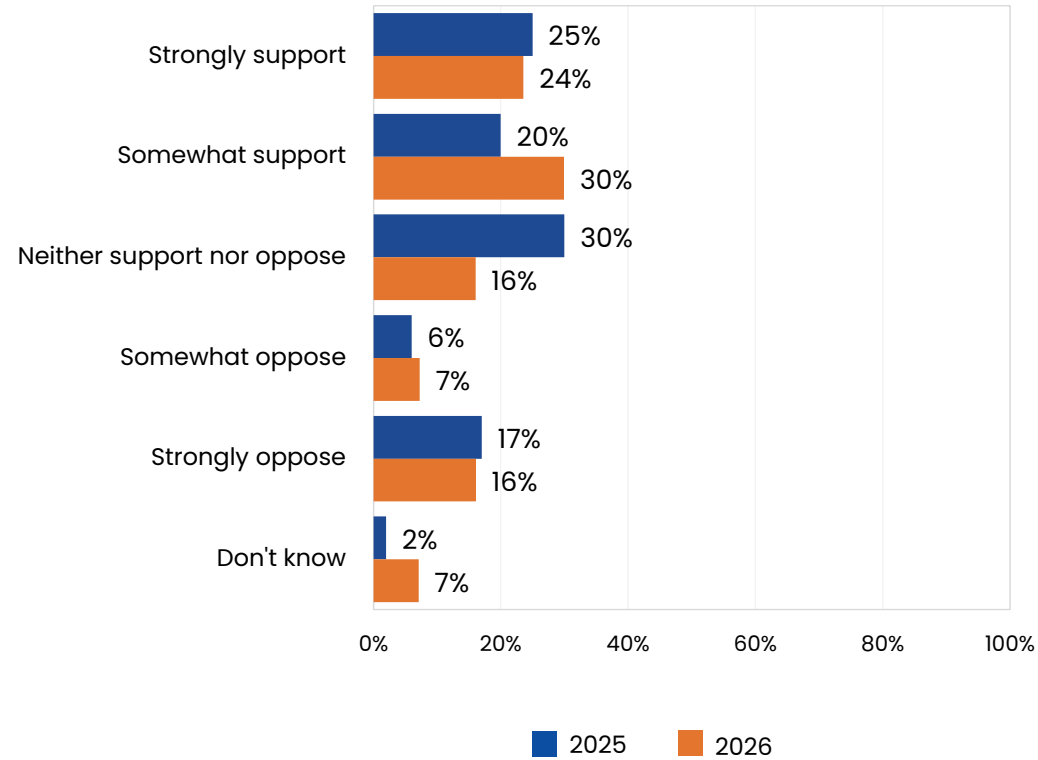


16%
of citizens say they are **well or very well informed** about the Armenia's EU integration process.

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Support for Armenia's EU accession

Would you personally support or oppose your country joining the EU?

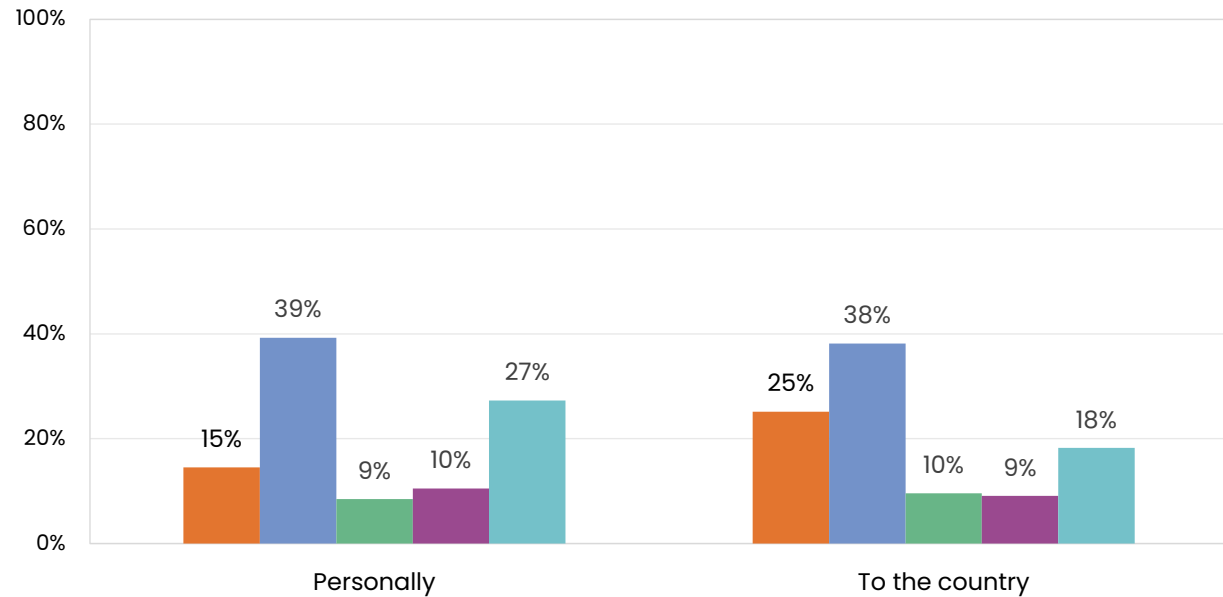


54%
of citizens **strongly or somewhat support** Armenia's accession to the EU.

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Perceptions of EU membership impact

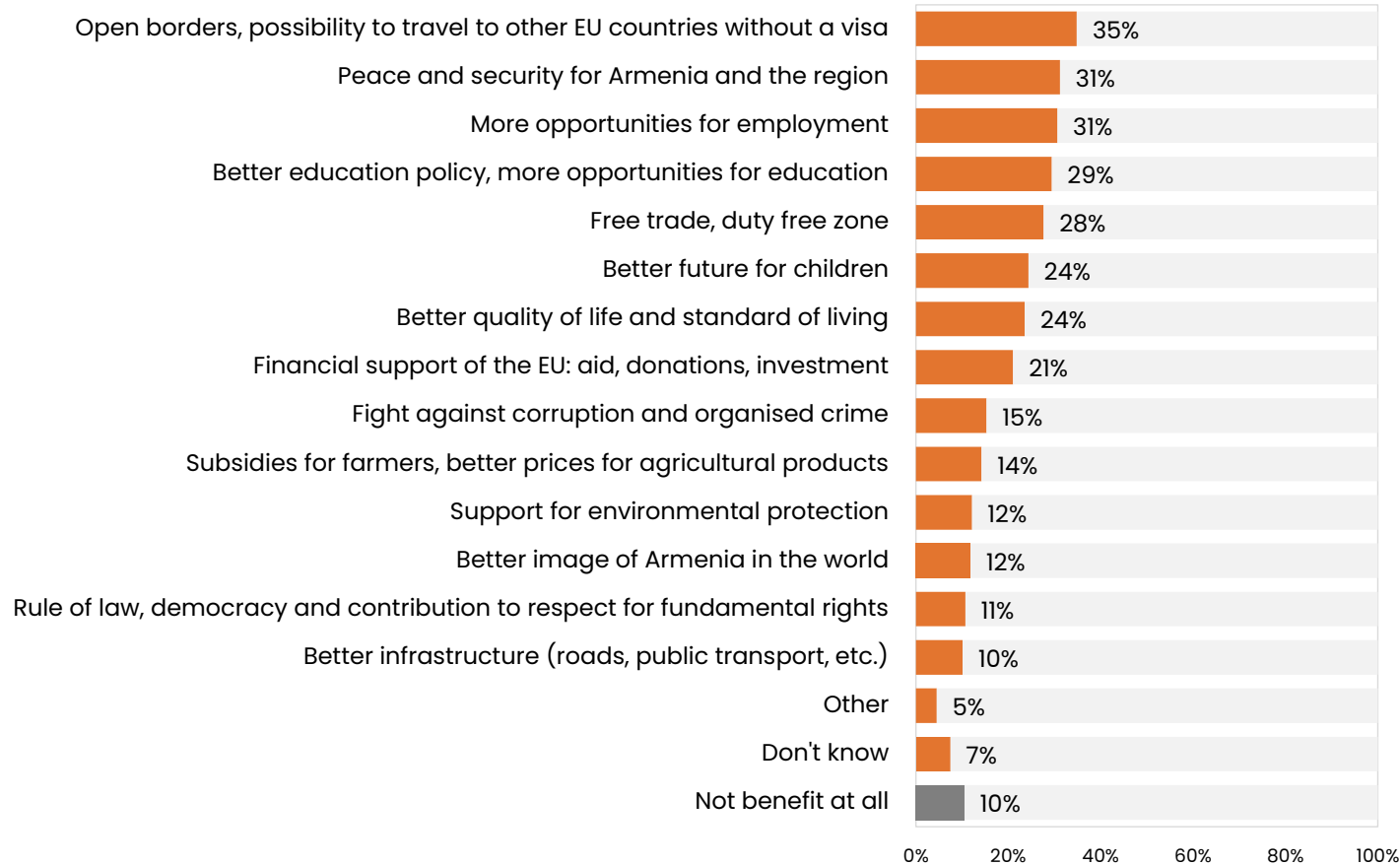
Would you say that becoming a member of the EU would bring more advantages or more disadvantages to you personally? And to Armenia?



- Many more advantages than disadvantage
- Slightly more advantages than disadvantages
- Slightly more disadvantages than advantages
- Many more disadvantages than advantages
- Don't know

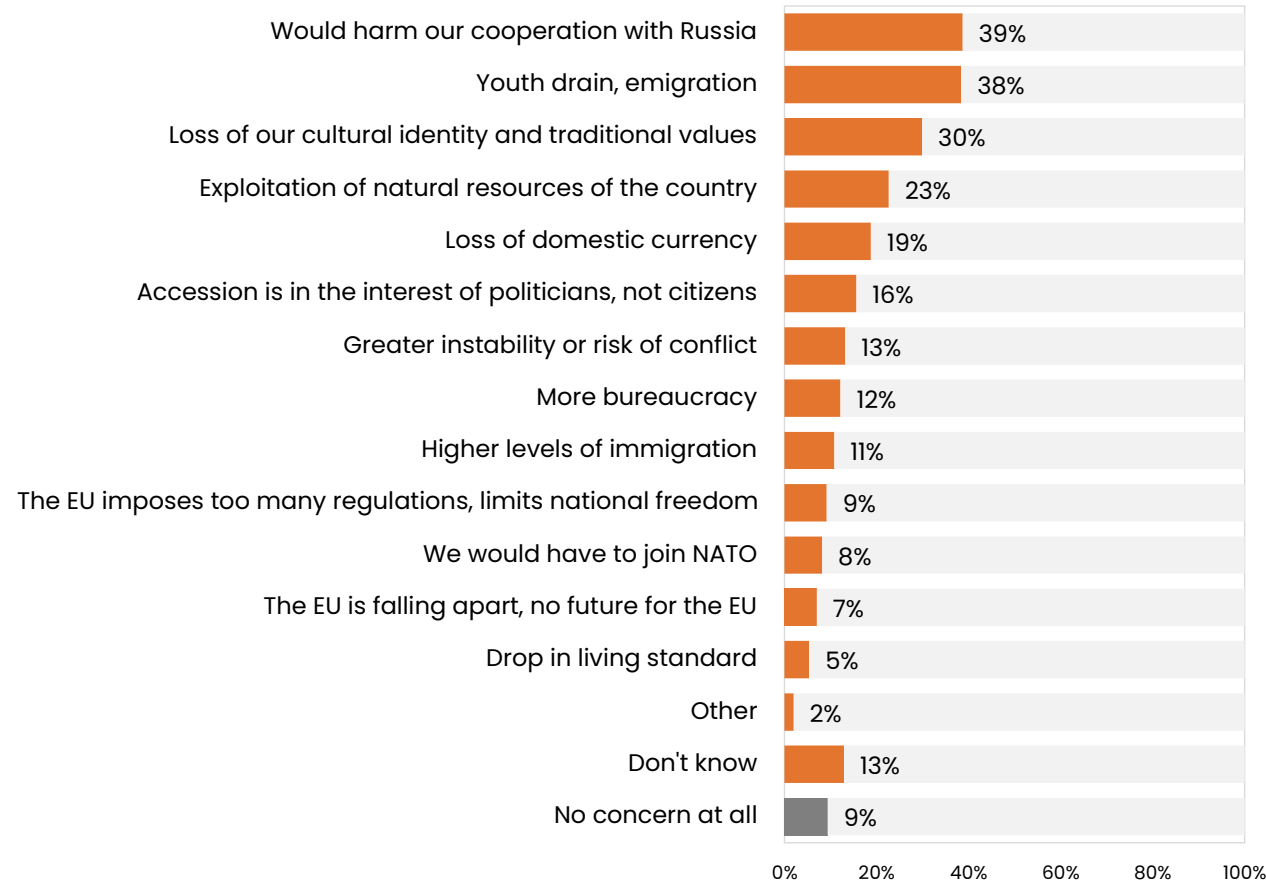
Percentages refer to citizens aware of the EU (90% of the total population), as respondents who had never heard of the EU were not asked the question.

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



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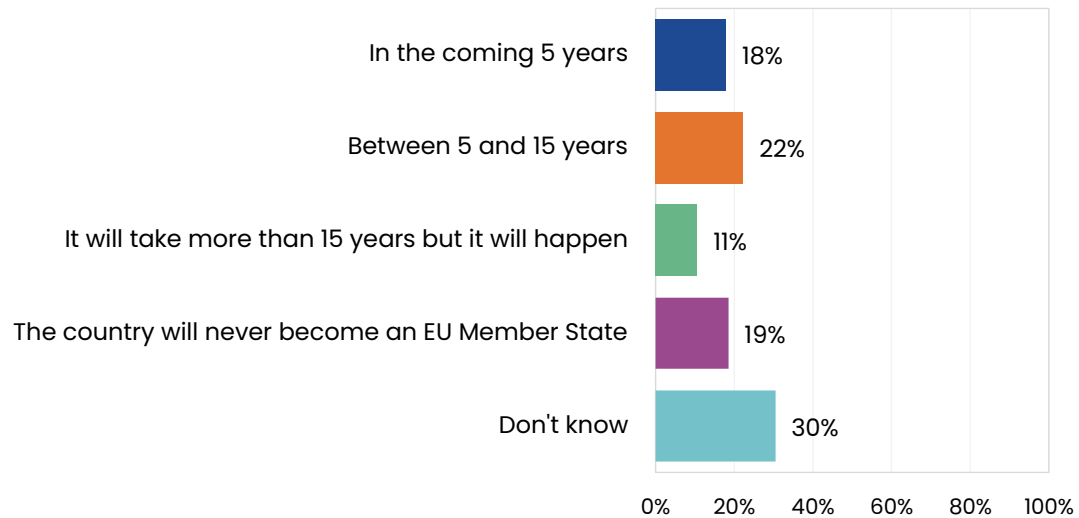
What do you think would be the main concerns of Armenia becoming a member of the EU?



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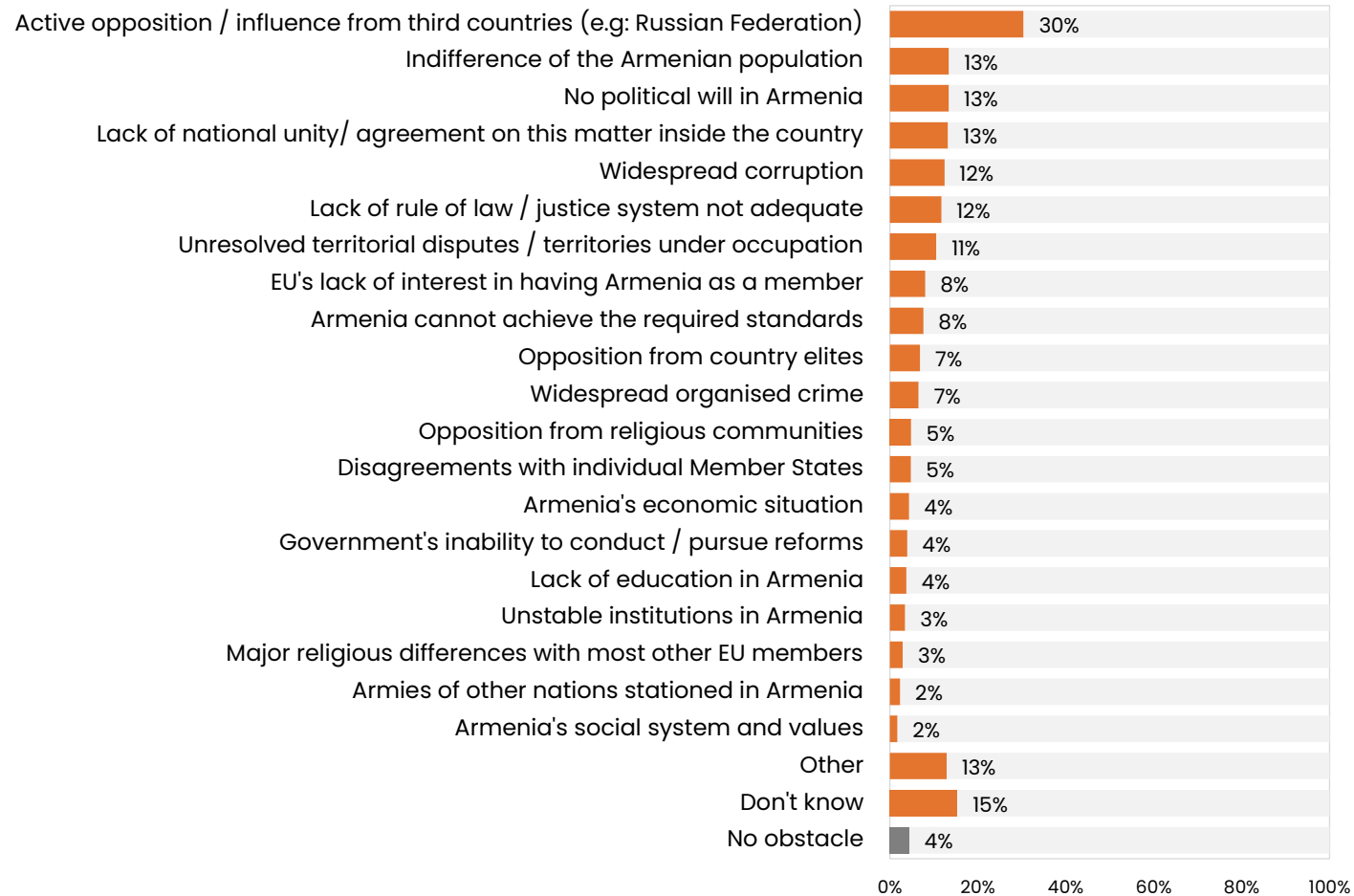
Perceived timeline of EU membership

If Armenia applied for EU membership, when do you personally think Armenia could fulfil the accession criteria and become an EU Member State?



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



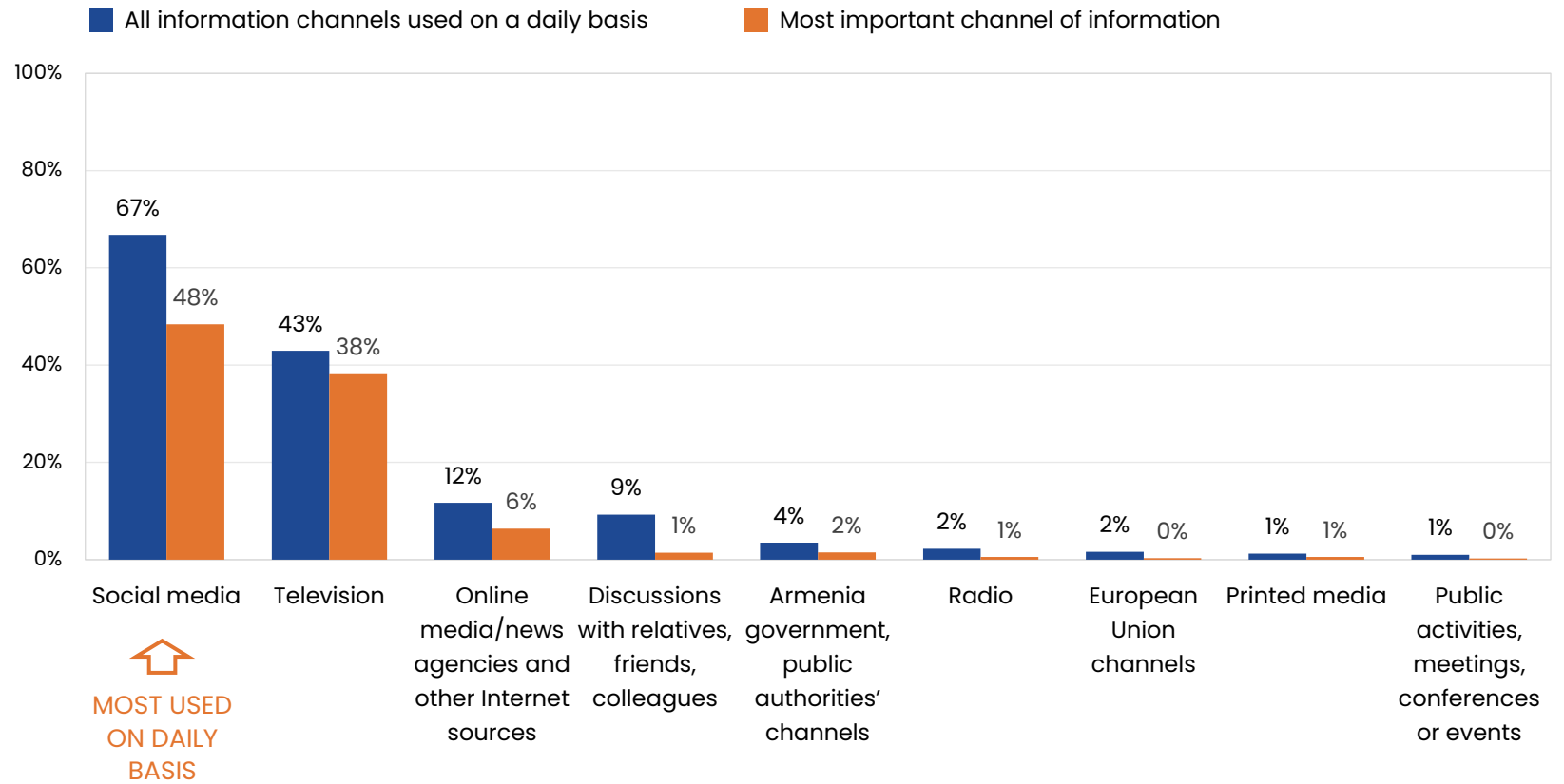
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5.

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?



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Stay in touch & keep informed

<https://euneighbourseast.eu>

