



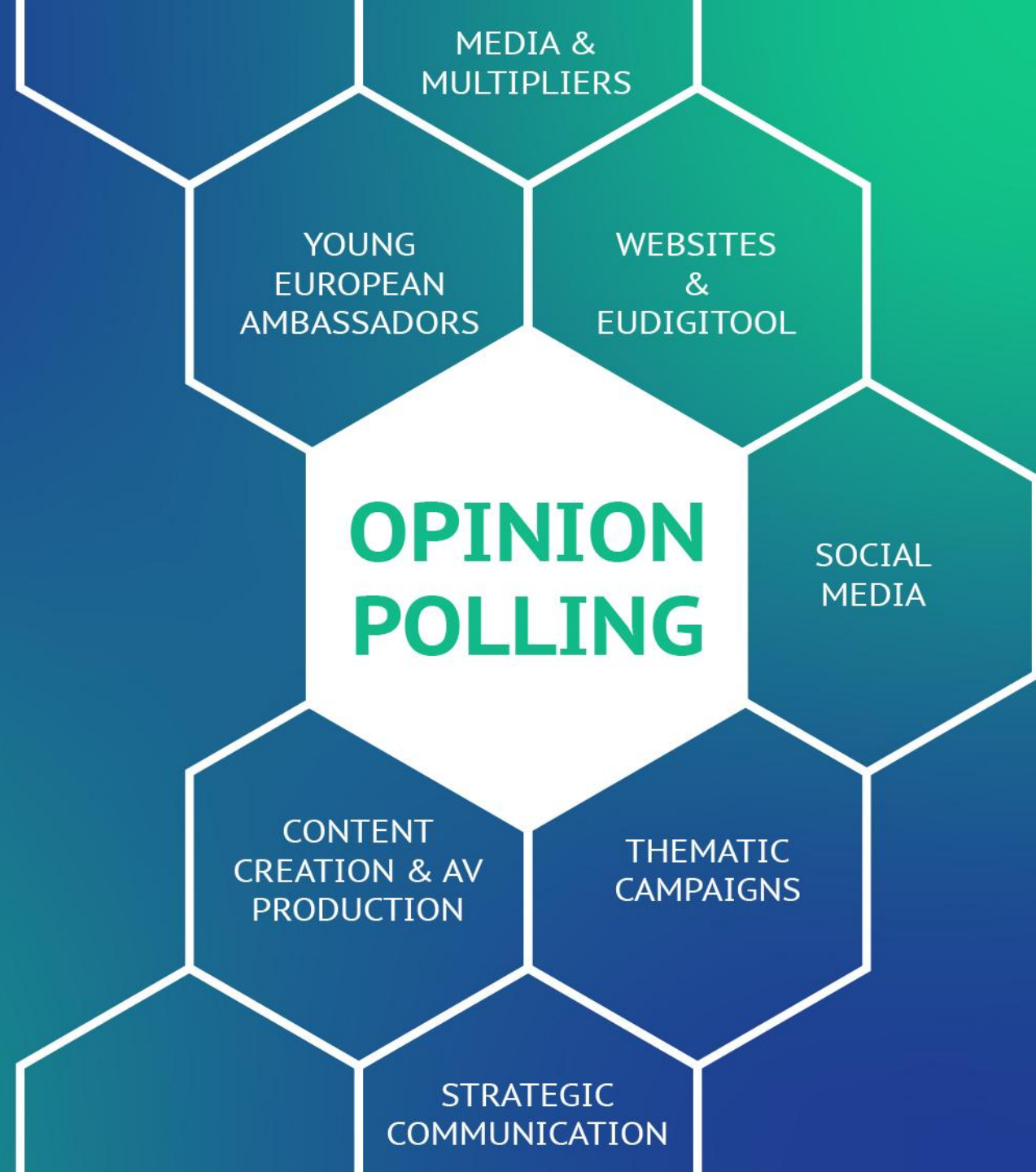
Funded by
the European Union

EU NEIGHBOURSEAST

ANNUAL SURVEY

Spring 2026

AZERBAIJAN



Methodology

Quantitative survey targeting the general population in Azerbaijan 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 in end-**January/February 2026** and covering the following topics:

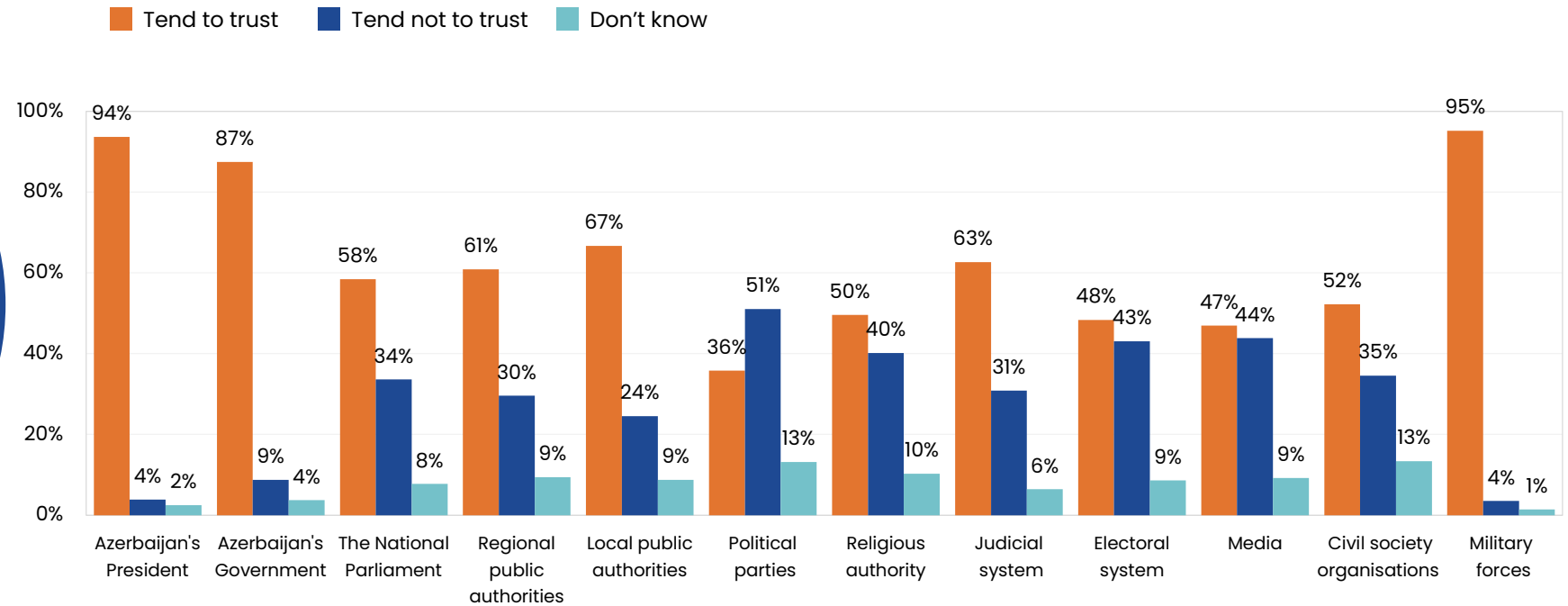
- Information, awareness and perceptions of the EU
- EU relations with Azerbaijan and awareness of the EU's financial support
- Disinformation and agreement on common narratives
- Institutional trust and national challenges
- Source of news and information

1.

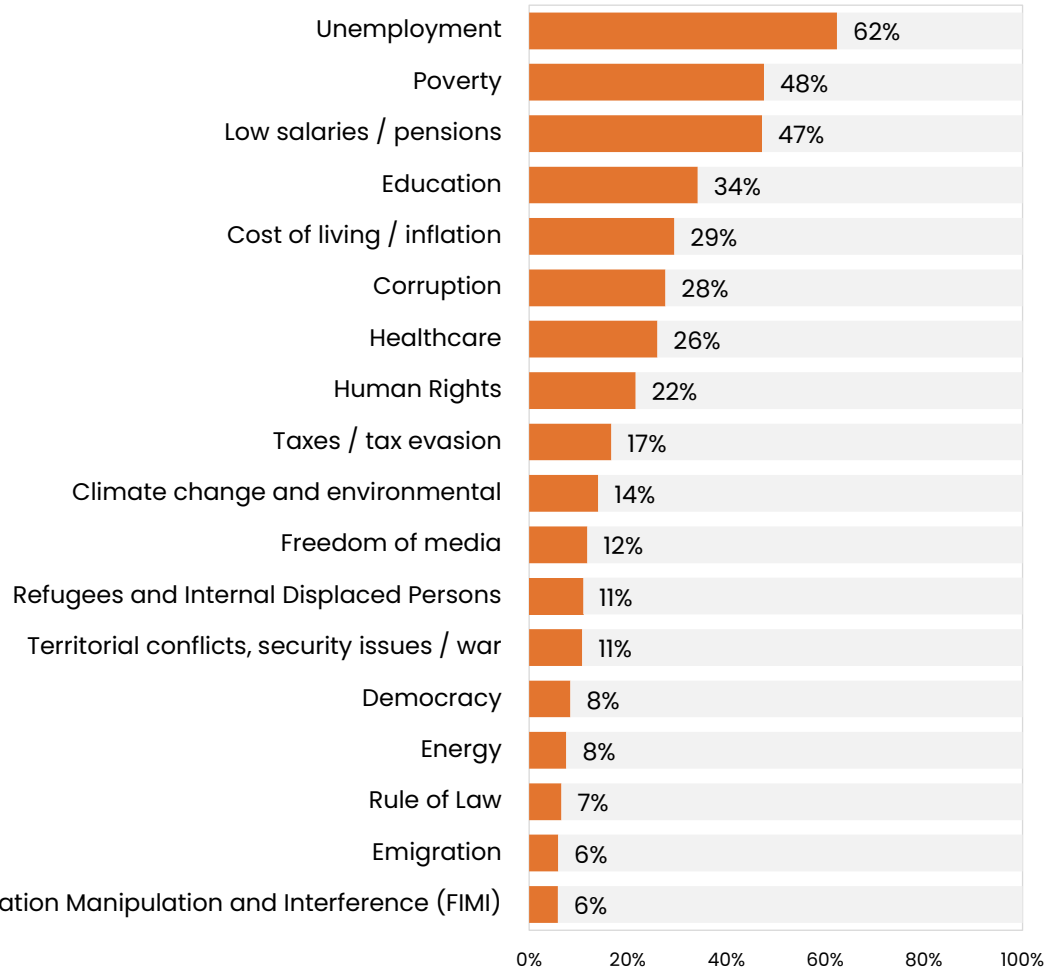
CONTEXT & INSTITUTIONAL LANDSCAPE

Trust levels across key institutions and systems

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



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



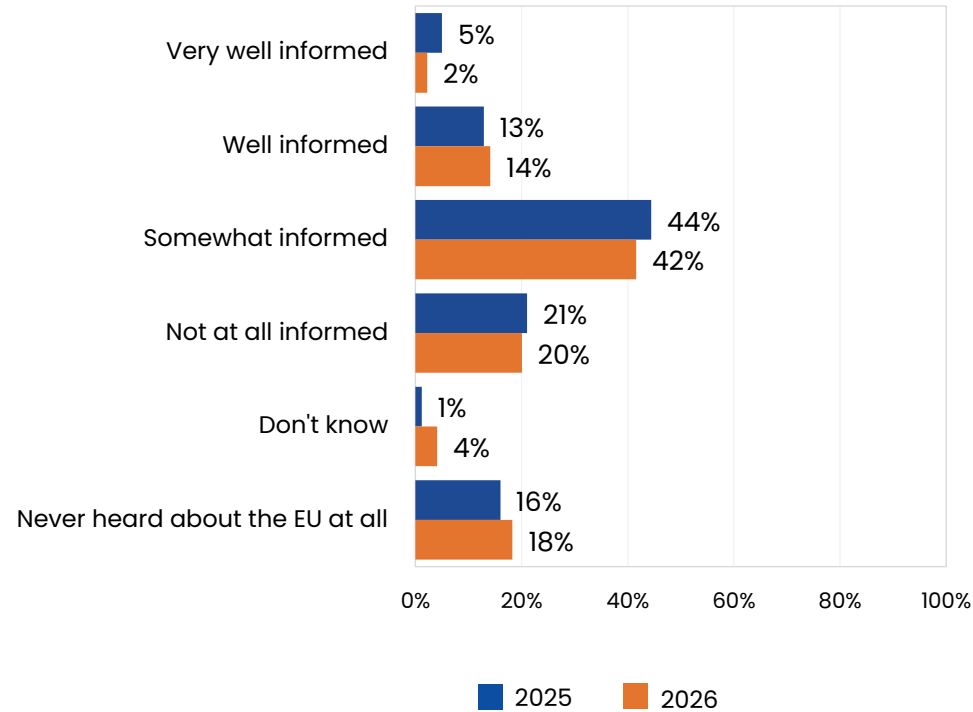
Most pressing problems in Azerbaijan

3.

THE EU IN AZERBAIJAN: IMAGE, TRUST & VISIBILITY

Awareness of the EU

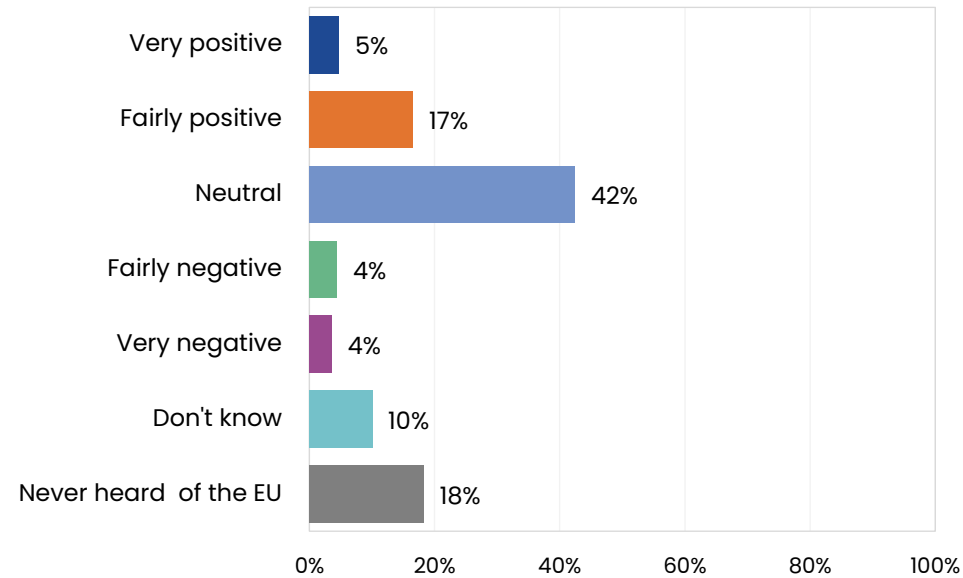
To what extent are you informed about the European Union?



16% of citizens say they are **well or very well informed** about the EU.

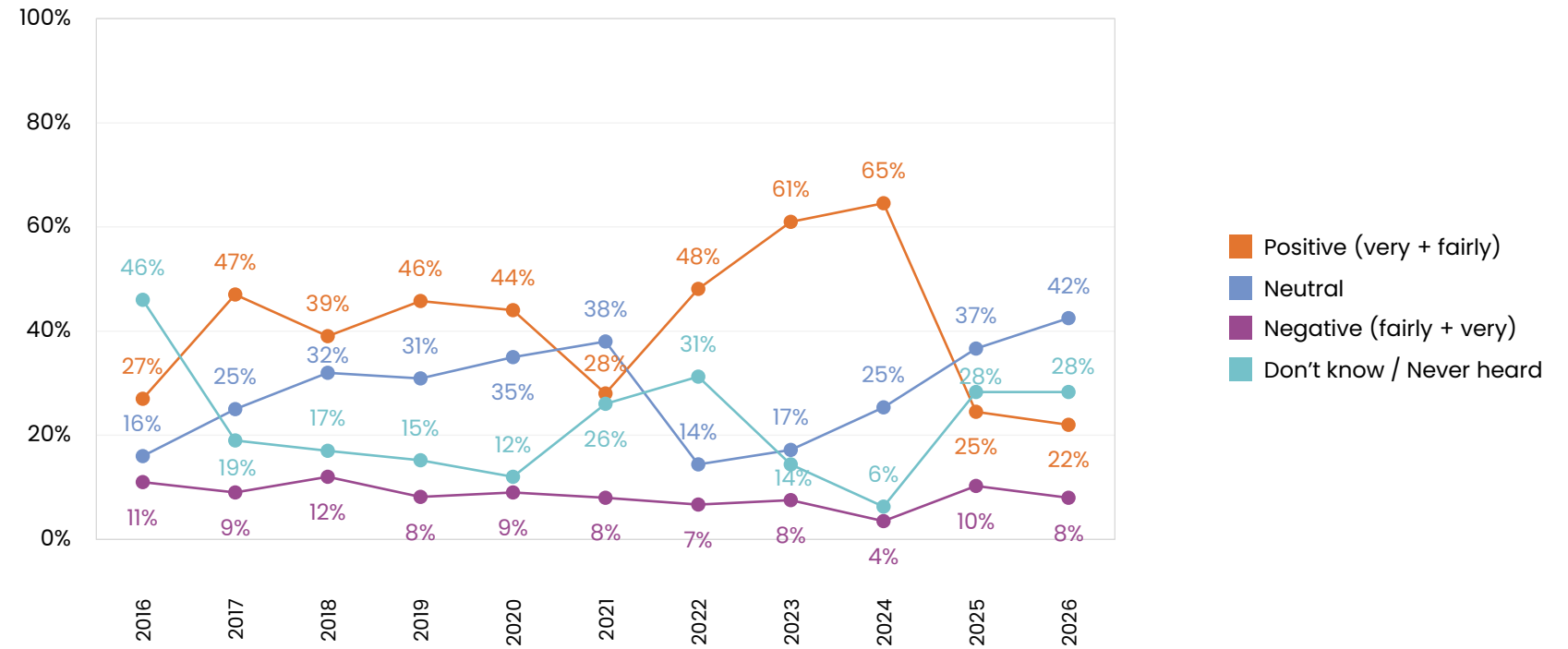
Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?

Image of the EU

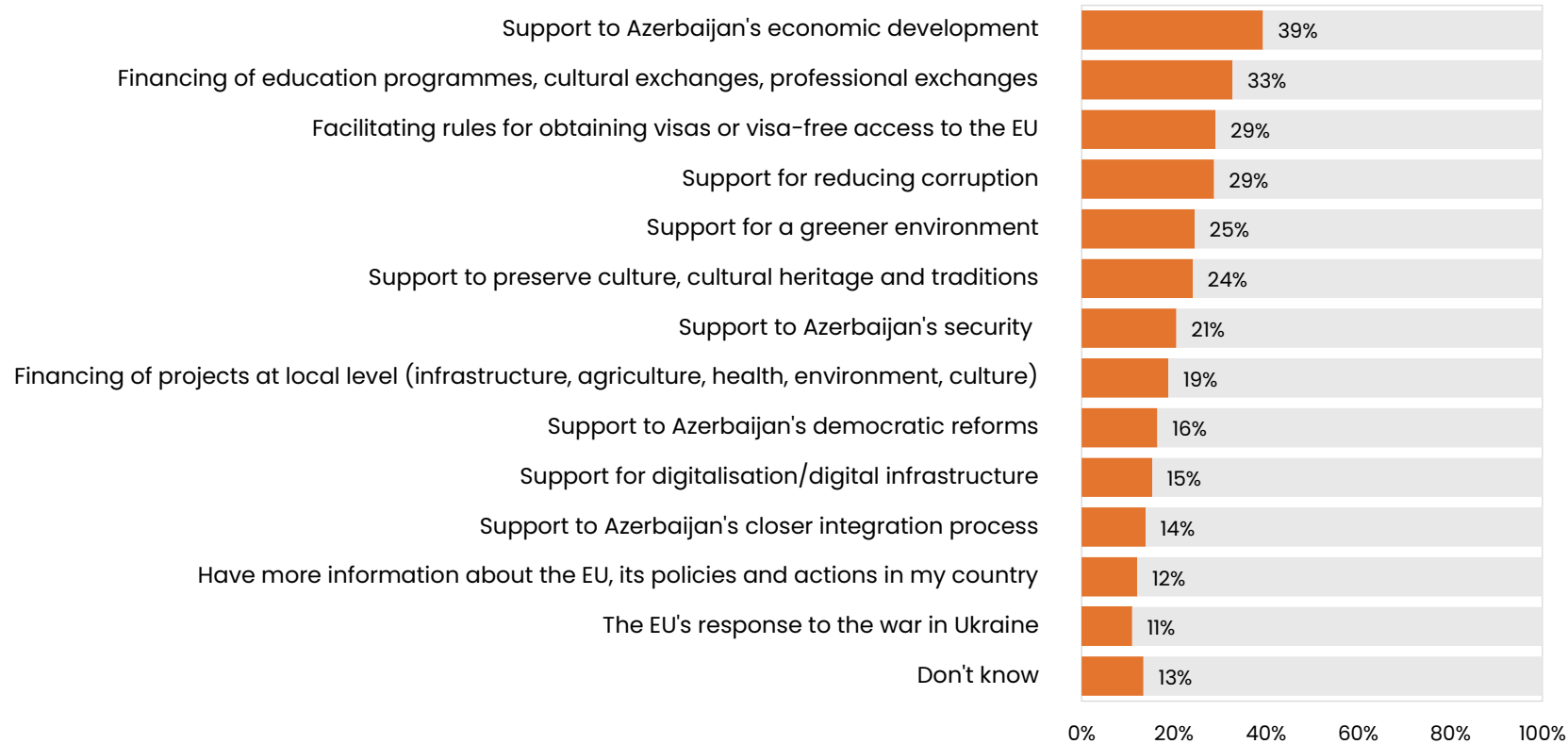


22%
of citizens have a **positive image** of
the EU in 2026.

Image of the EU over time



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

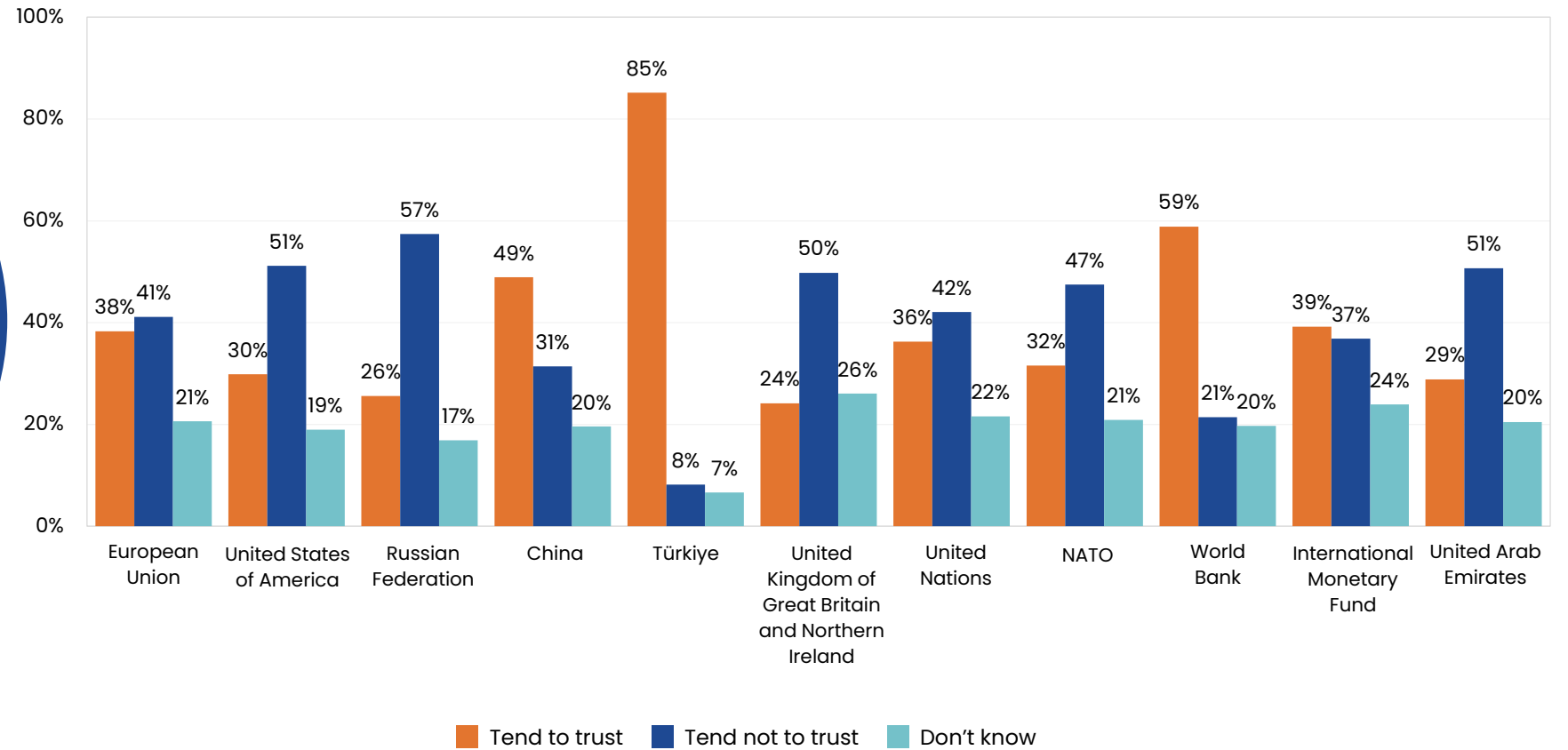


Levers to increase positive perceptions of the EU

Percentages refer to citizens aware of the EU (82% of the total population), as respondents who had never heard of the EU were not asked the question.

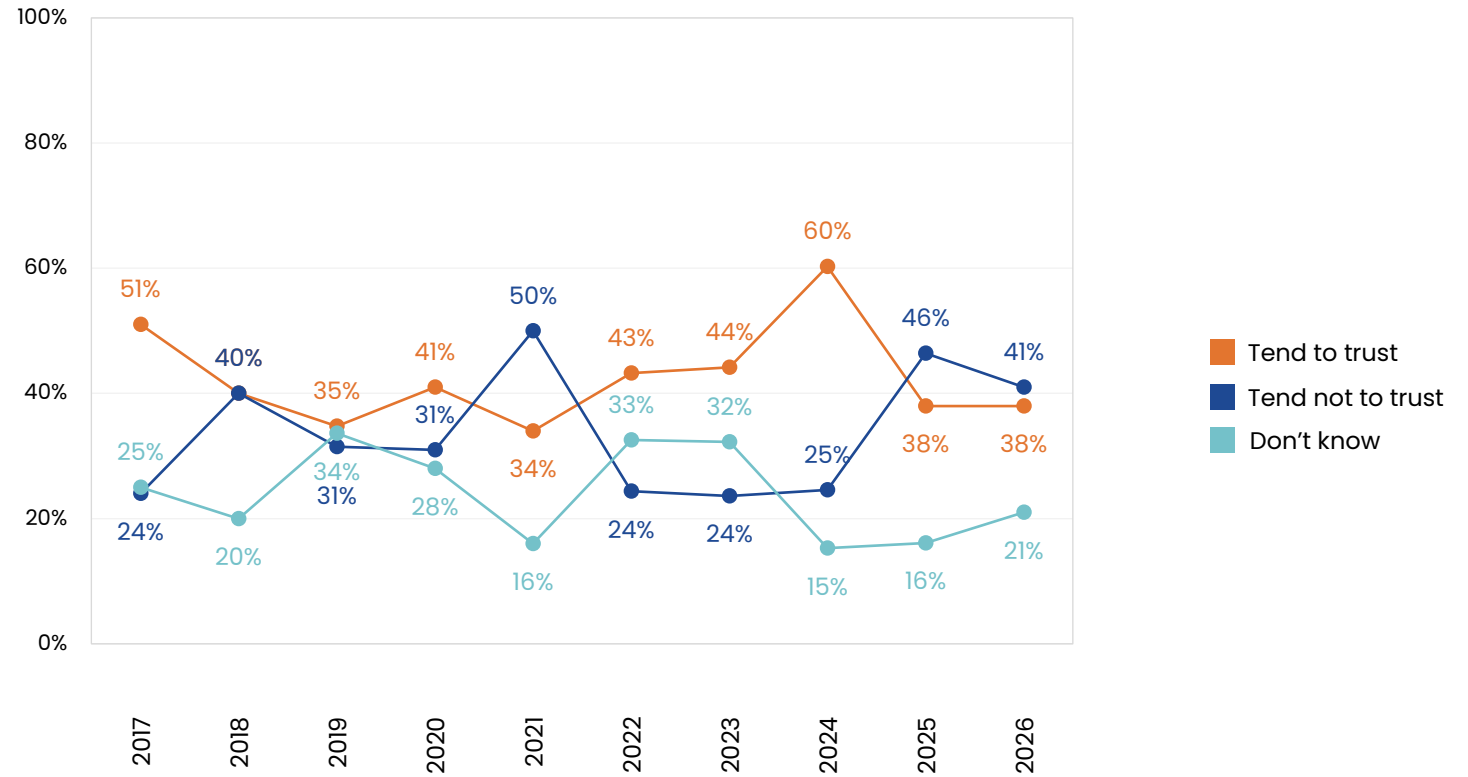
Trust towards international institutions / countries

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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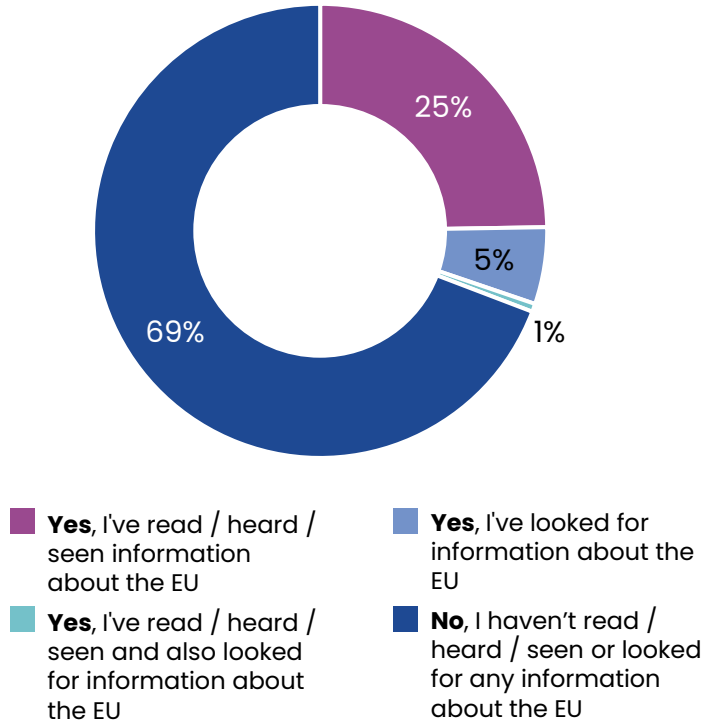
Trust towards the EU over time



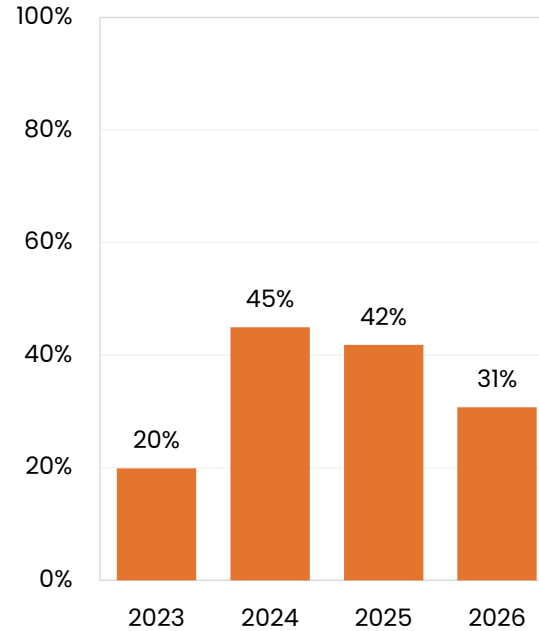
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Have you read, seen or heard, or looked for any information about the EU in the last three months?

2026 level of exposure to information on EU – detailed breakdown



Level of exposure to information about the EU over time

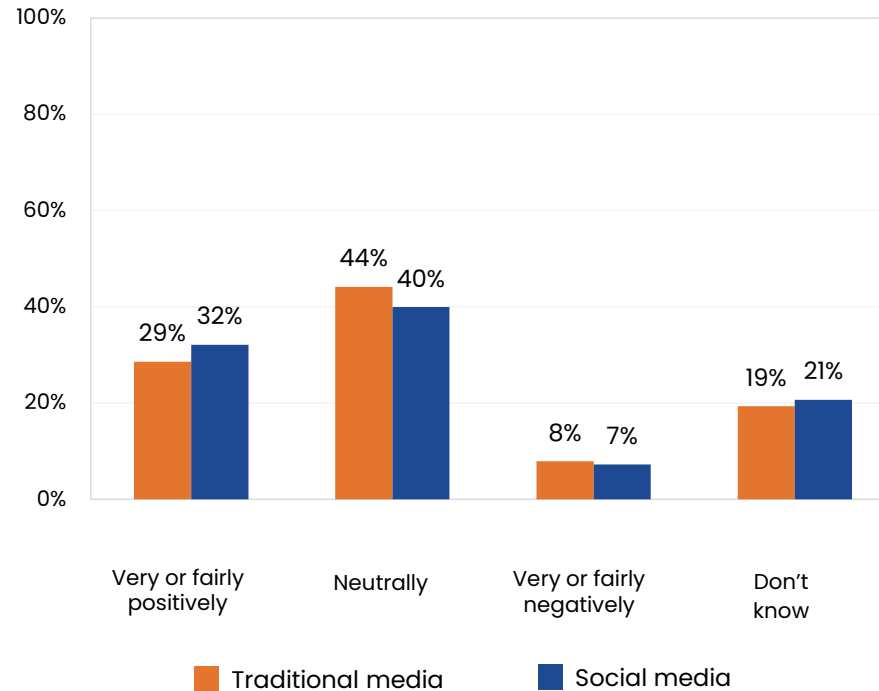


Exposure to information about the EU

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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:

20%

of citizens have accessed (9%) or heard of (11%) it

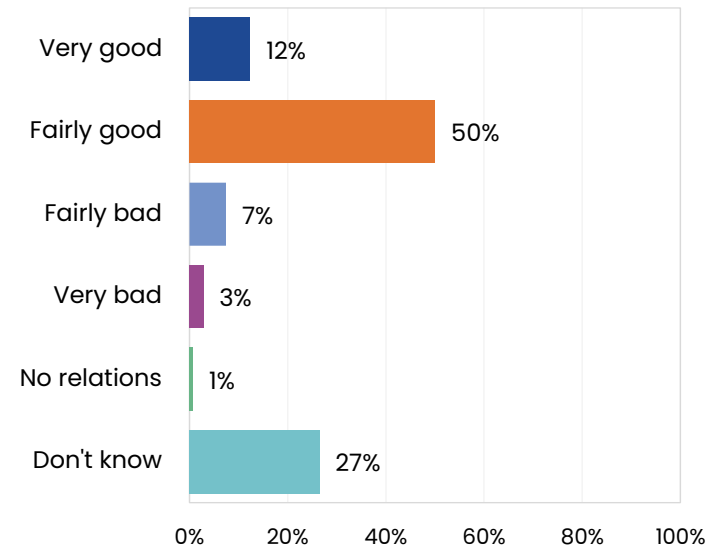
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3.

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

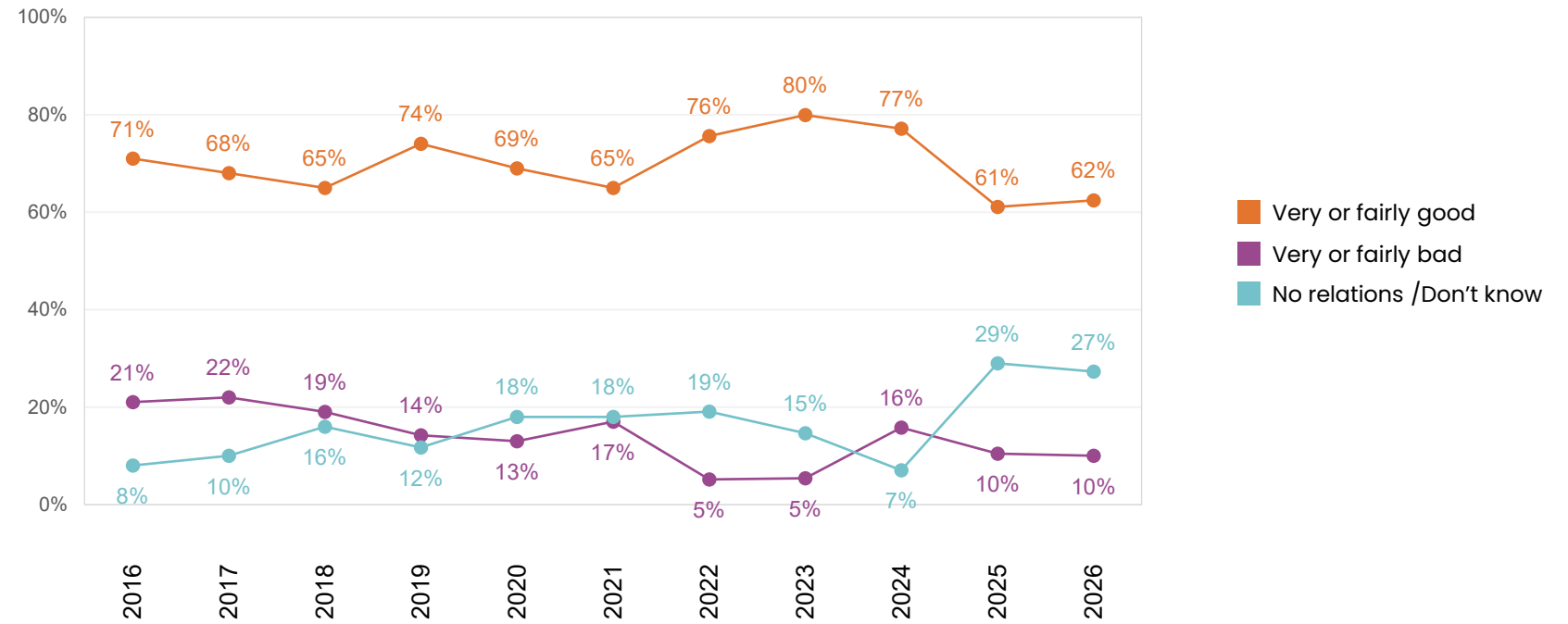
In general, how would you describe the relations that the European Union has with Azerbaijan?

EU relations with Azerbaijan



62%
of citizens believe Azerbaijan has good
relations with the EU

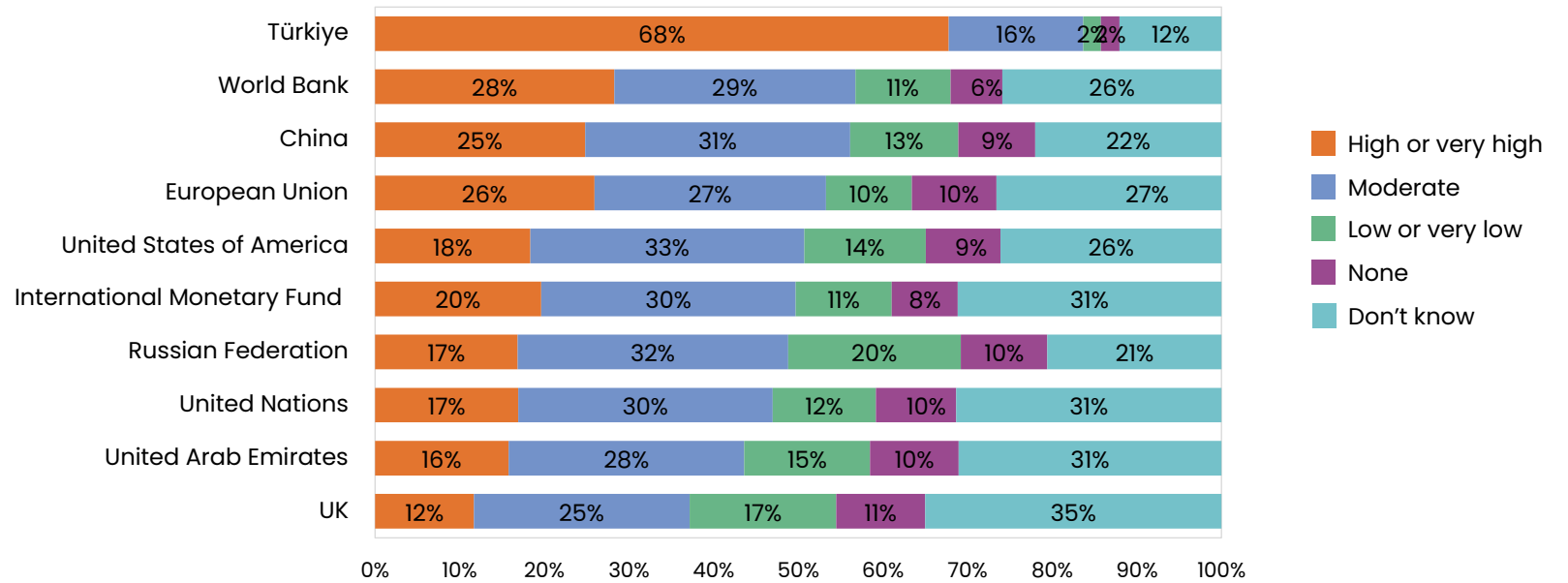
EU relations with Azerbaijan over time



Percentages refer to citizens aware of the EU (82% of the total population), as respondents who had never heard of the EU were not asked the question.

Perceptions of financial support to Azerbaijan from international actors

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



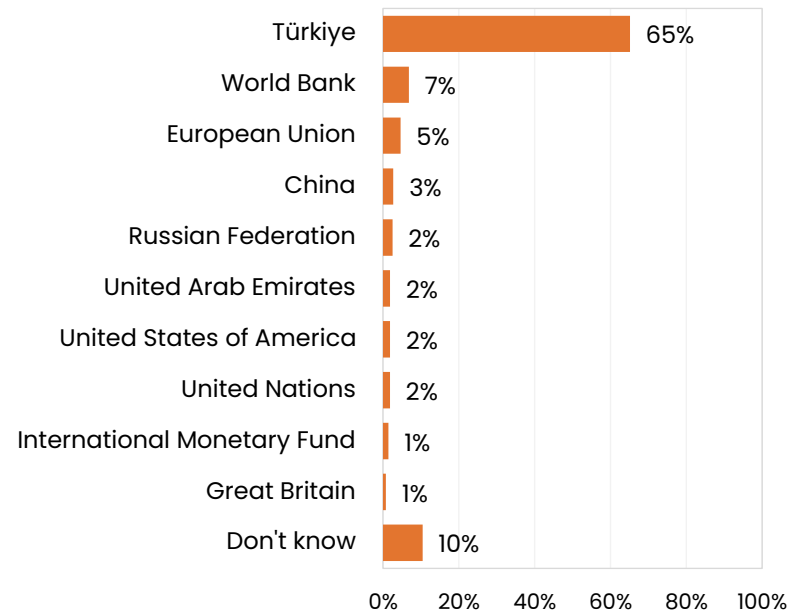
53%

of citizens believe that the level of the EU's financial support to Azerbaijan is high or moderate

Percentages refer to citizens aware of the EU (82% of the total population), as respondents who had never heard of the EU were not asked the question.

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

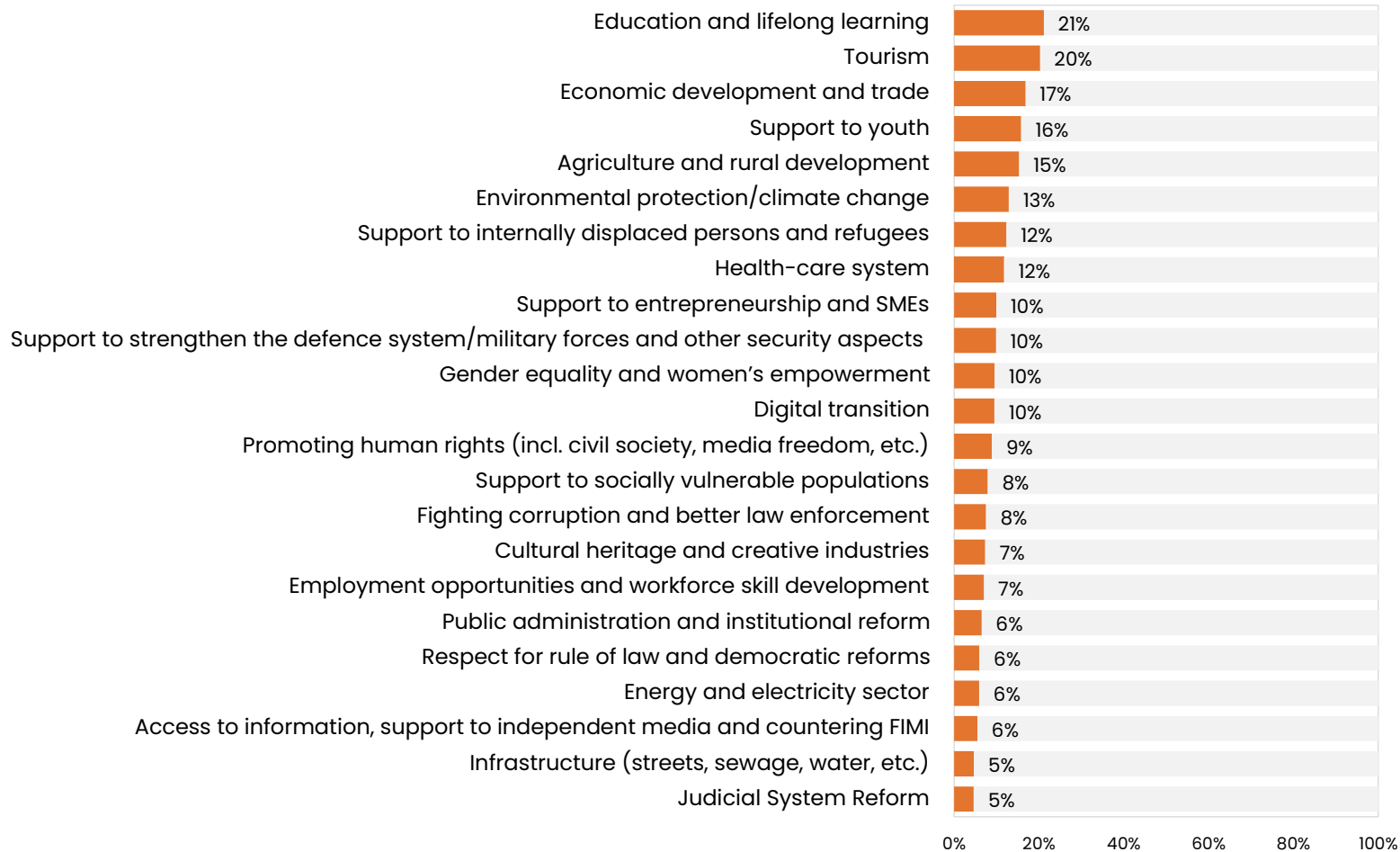
Largest financial contributor to Azerbaijan



45%
of citizens perceive EU financial support as **effective** or **very effective**

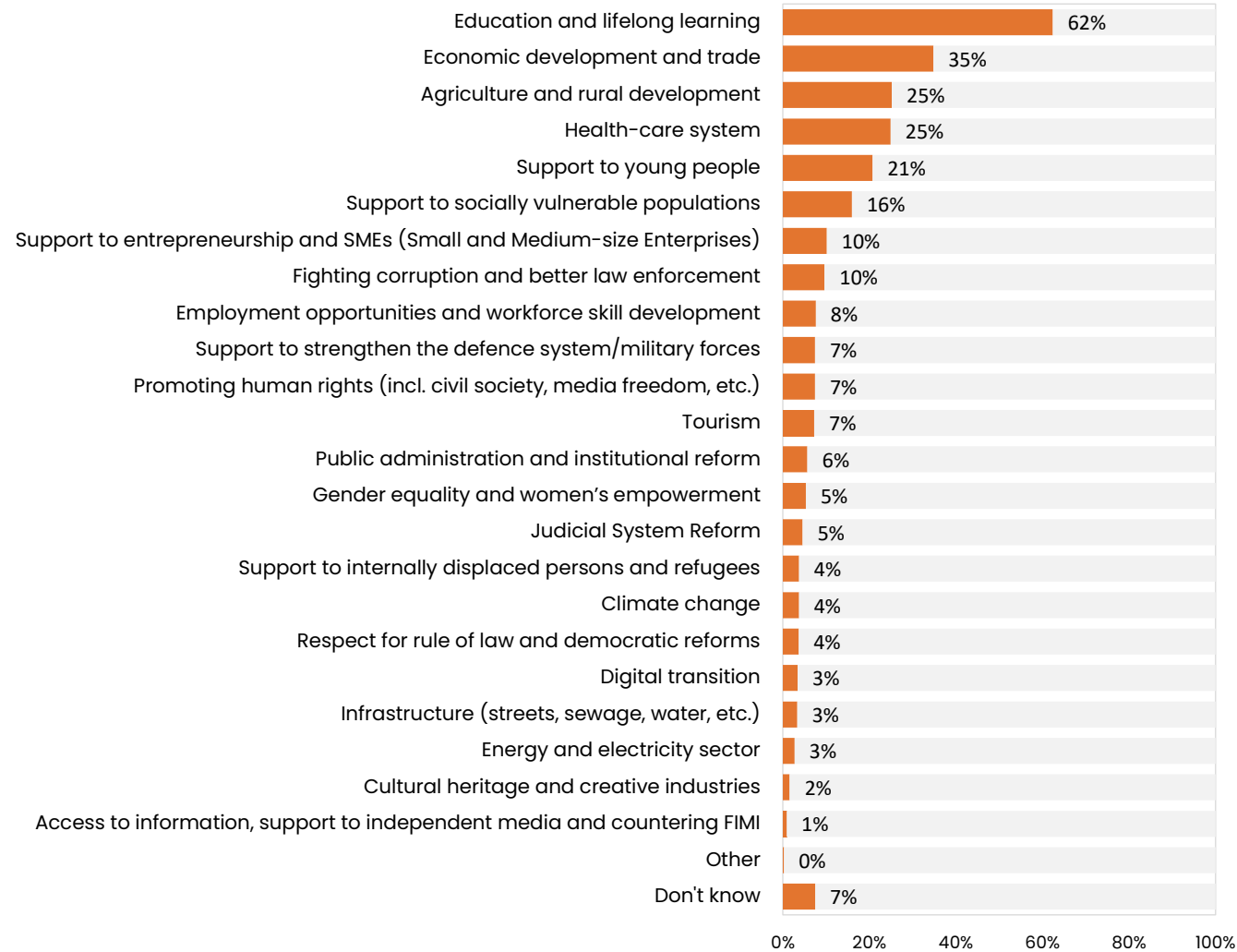
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Please tell us in which areas the European Union provides Azerbaijan with financial support:



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



Top three priorities for EU support

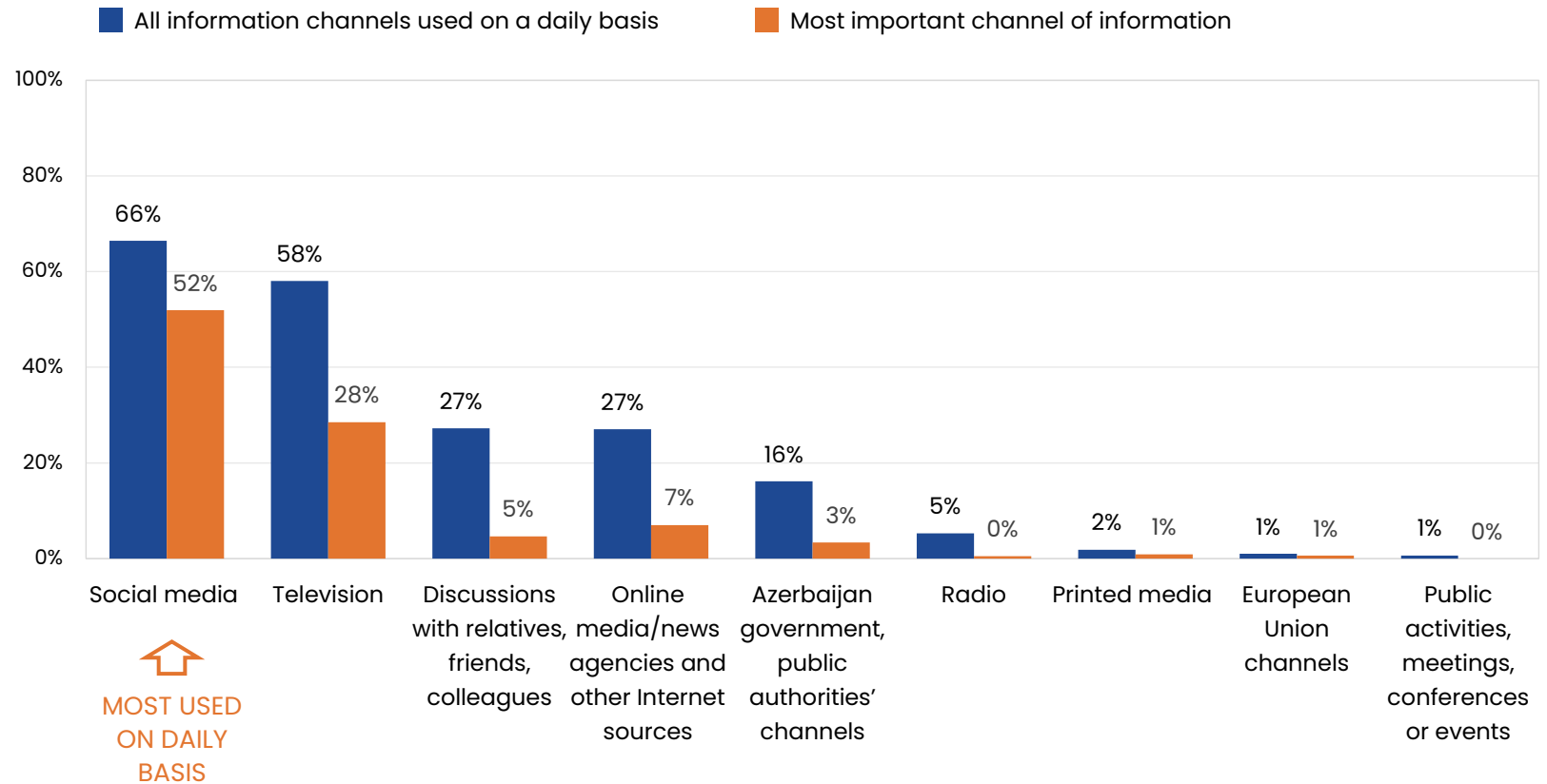
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4.

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>

