



TNS opinion



Poll: Armenia on the Eve of Presidential Elections

9 February 2013

CONTENT

1. Methodology and quality control of the poll
2. General political attitudes
3. Candidates' features
4. Election campaign
5. Voting intentions in the presidential elections

1. Methodology and quality control of the survey

Methodology

- A multi-stage, random (probability) sampling design was used. In the first stage, primary sampling units (PSU) were selected from each of the administrative regional units. This was agreed as best methodology between *TNS opinion* and IPSC .
- 1,609 interviews conducted face to face between 31 January – 5 February 2013.
- Interviews were conducted in all 10 regions (marzes) of Armenia and in all Yerevan communities. The sample was distributed proportionally to reflect the population distribution in Armenia, with 34.4% of interviews conducted in Yerevan and 65.6% in the marzes.
- Interviewers selected households using the *random walking* method to ensure that there is no selection bias. To ensure a random selection, the person interviewed in each household was the adult whose birthday was closest to the day of the interview.
- If a respondent was not immediately available, 1 to 2 call-back visits were done to conduct the interview later. If a call-back visit was not successful or if a respondent could not take part for other reasons, the interviewer approached the next randomly selected household according to the *random walking* method.
- The sampling procedure was monitored by using a detailed contact sheet for each interviewer. The data base was analysed by *TNS opinion* in order to ensure that interviewers followed the instructions.
- The data was weighted according to age and gender and is accurate to a maximum margin of error of $\pm 2.4\%$ for the overall sample.

Quality control

- The design of the random sample, fieldwork monitoring, survey implementation and quality control were developed together by *TNS opinion* and IPSC.
- 22% of the interviews conducted were accompanied by IPSC quality control coordinators to ensure high quality and compliance with the standards agreed. All questionnaires were monitored by IPSC specialists to check the individual quality and logical consistency of the data. 6% of the questionnaires were checked by return visits. 25% of the entered paper questionnaires were double-checked in the database to ensure accuracy of processed data. Following all these checks, 31 interviews were rejected (1.9%) resulting in the aforementioned valid sample of 1,609 cases.
- Route records were checked by *TNS opinion* and IPSC independently to ensure that interviews had been selected randomly.
- 33% of the sample was called back by IPSC to confirm demographic details and that the interview took place in the conditions recorded. Additionally, 15% of interviews were randomly selected by *TNS opinion* and called back to confirm key demographic information and two opinion questions. This consistency check-back resulted in the required compliance level with the originally collected data.
- Extensive checks were conducted on the data file by *TNS opinion* to see if there were any logically inconsistent or inaccurate interviews, data points or invalid information. This was assessed positively and no case exclusions were made.

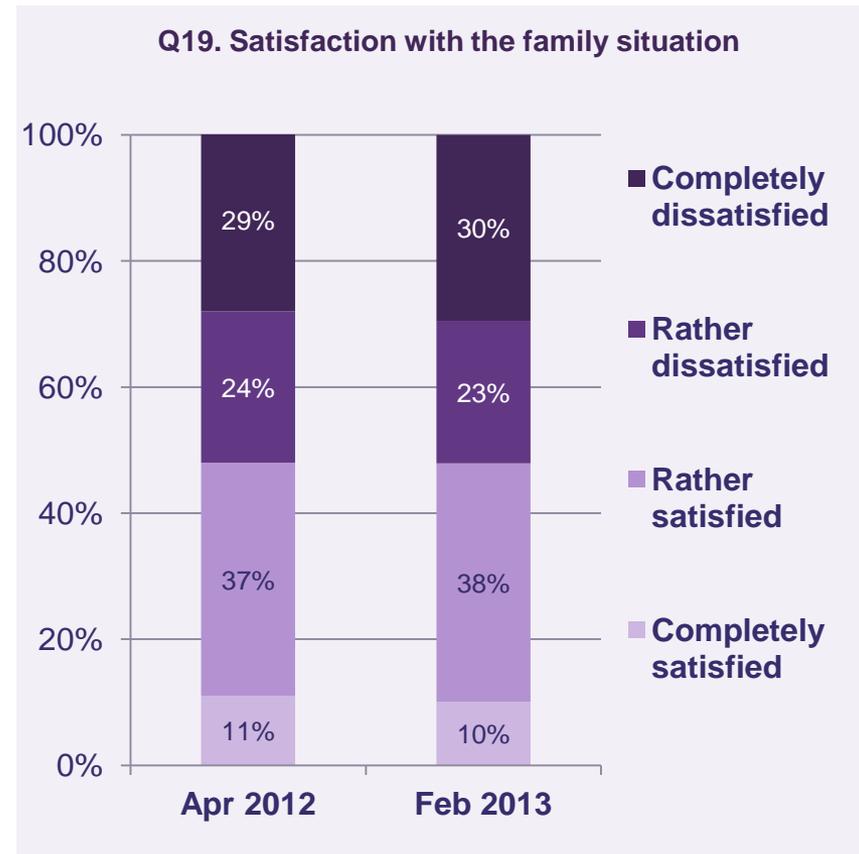
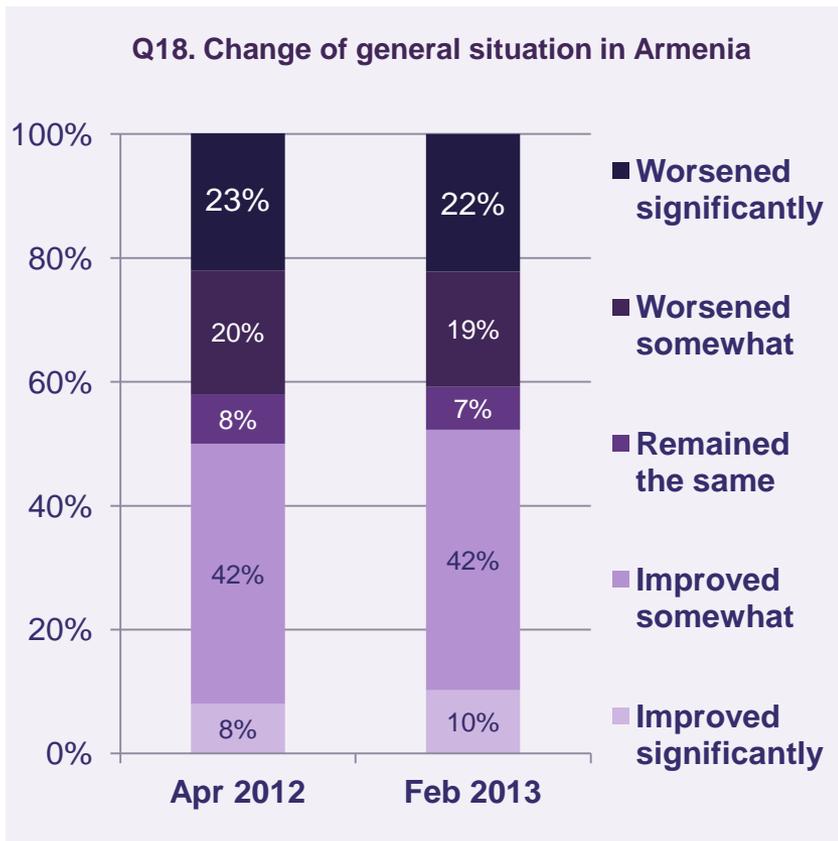
2. General political attitudes

In February 2013, there is almost no change in the perception of the country situation and the level of satisfaction with the family situation compared to April 2012.

Q18. Compared to 5 years ago do you think that the general situation in Armenia ...

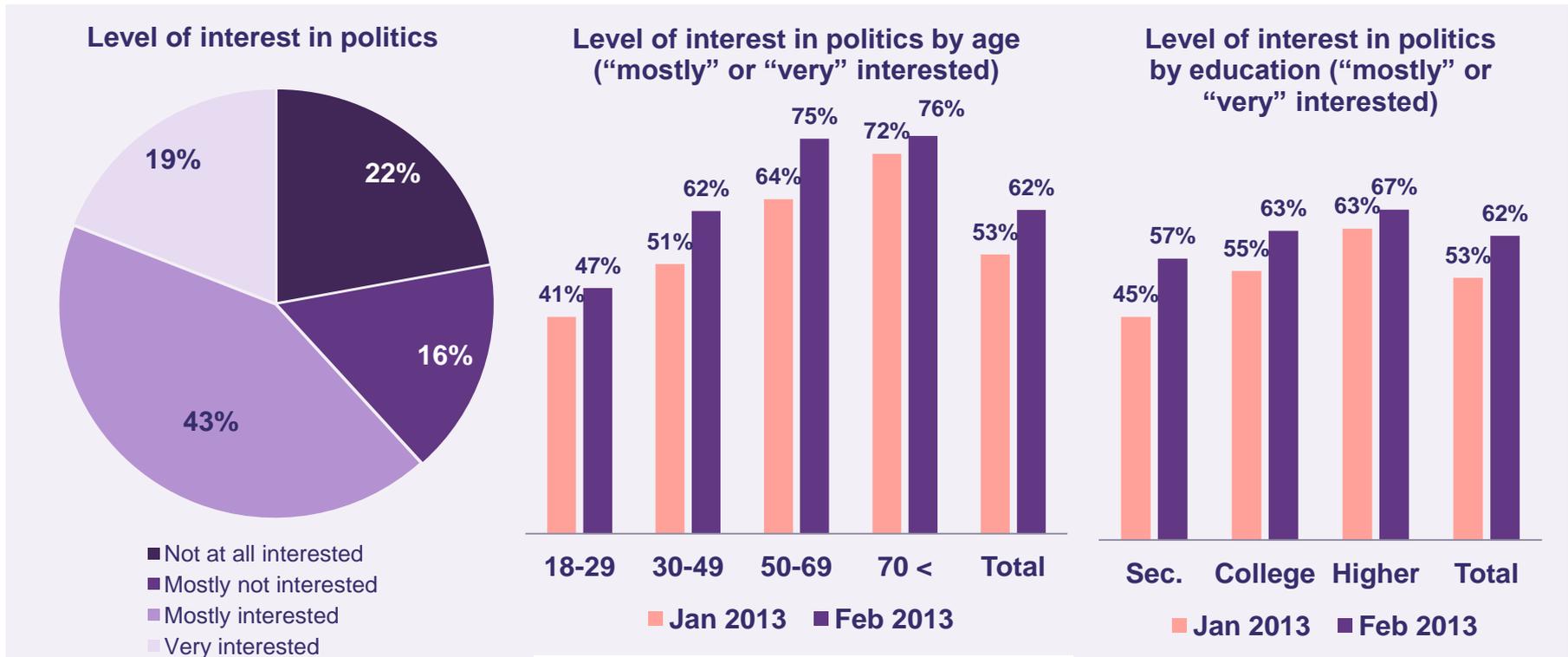
(The option "Remained the same" was not read out)

Q19. And if you think about the general situation of your family, how satisfied are you with it today?...



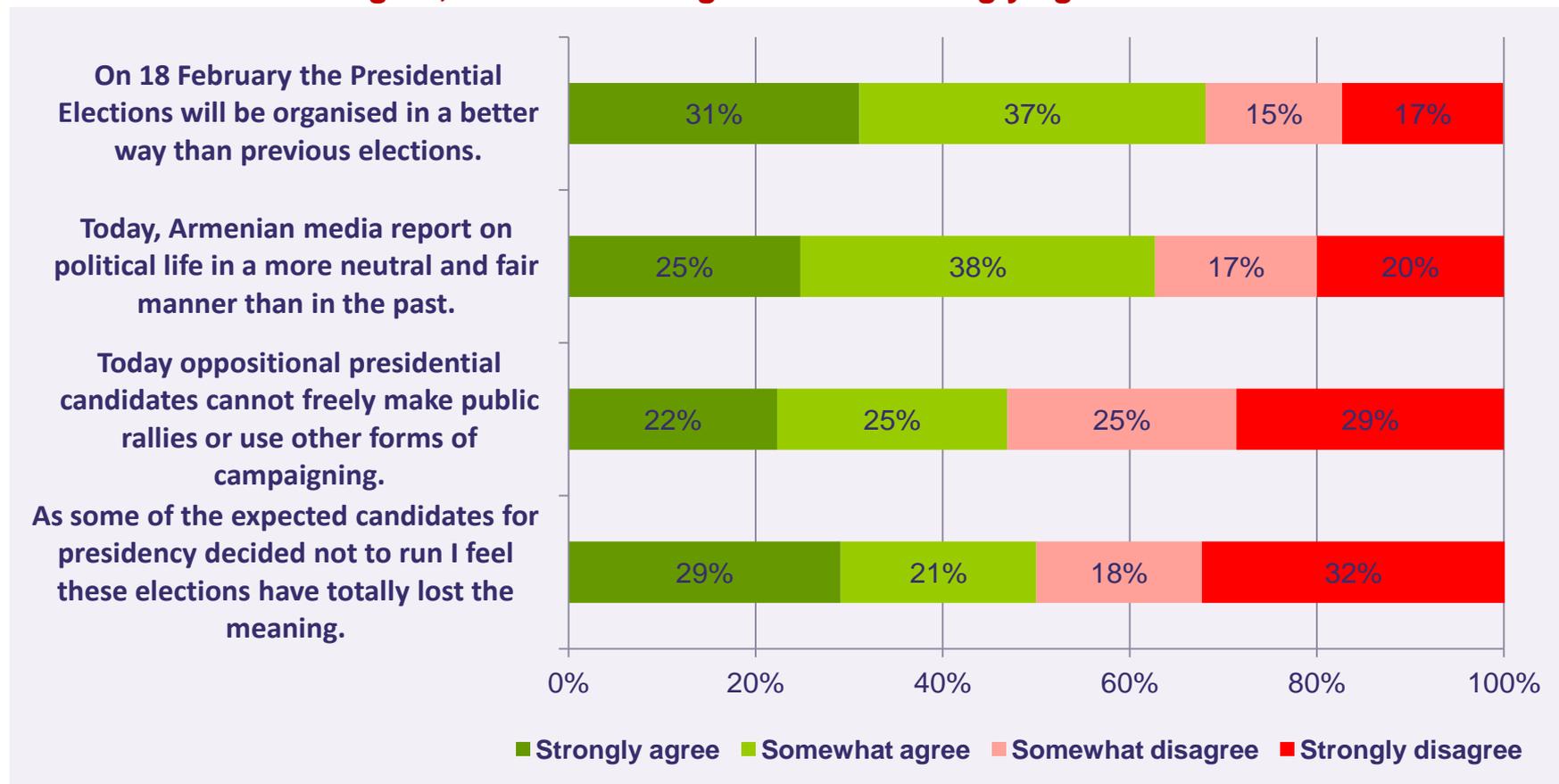
During the first weeks of the campaign interest in socio-political issues increases further across all groups, in total by 9% points. Interest is highest among people aged 50+.

Q1. Could you please tell us how interested you are in socio-political issues in Armenia?



More than $\frac{2}{3}$ of the population believes that the upcoming presidential elections will be organised in a better way than previous elections and a similar number of people perceives media to report in a more neutral and fair manner than in the past. Furthermore, 50% of respondents are still unhappy that not all parties nominated a candidate.

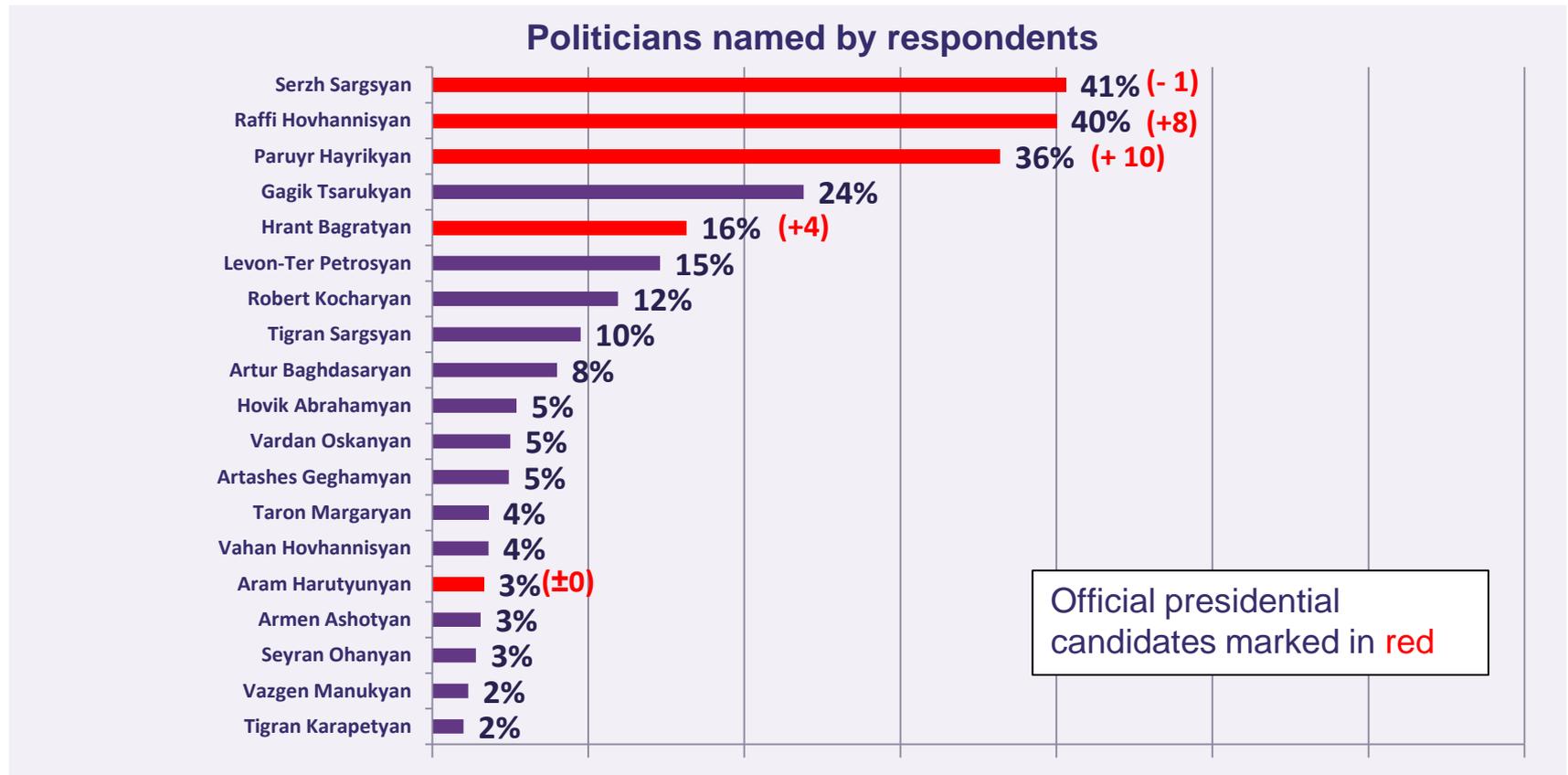
Q17. I will now read out some statements about political life. Please tell us how much you agree or disagree with them on a scale 1-4, where 1 means strongly disagree 2 - somewhat disagree, 3 - somewhat agree and 4 - strongly agree?



The number of people naming P. Hayrikyan increases significantly after the shooting incident. R. Hovhannisyán has closed-up to the level of S. Sargsyan. The four other candidates score 3% or less.

From the 164 politicians named by the respondents, only those mentioned in at least 2% of all replies are listed below.

Q8. Please name up to 5 well known Armenian politicians, whom you are most aware of?
(Open-ended question without prompt)

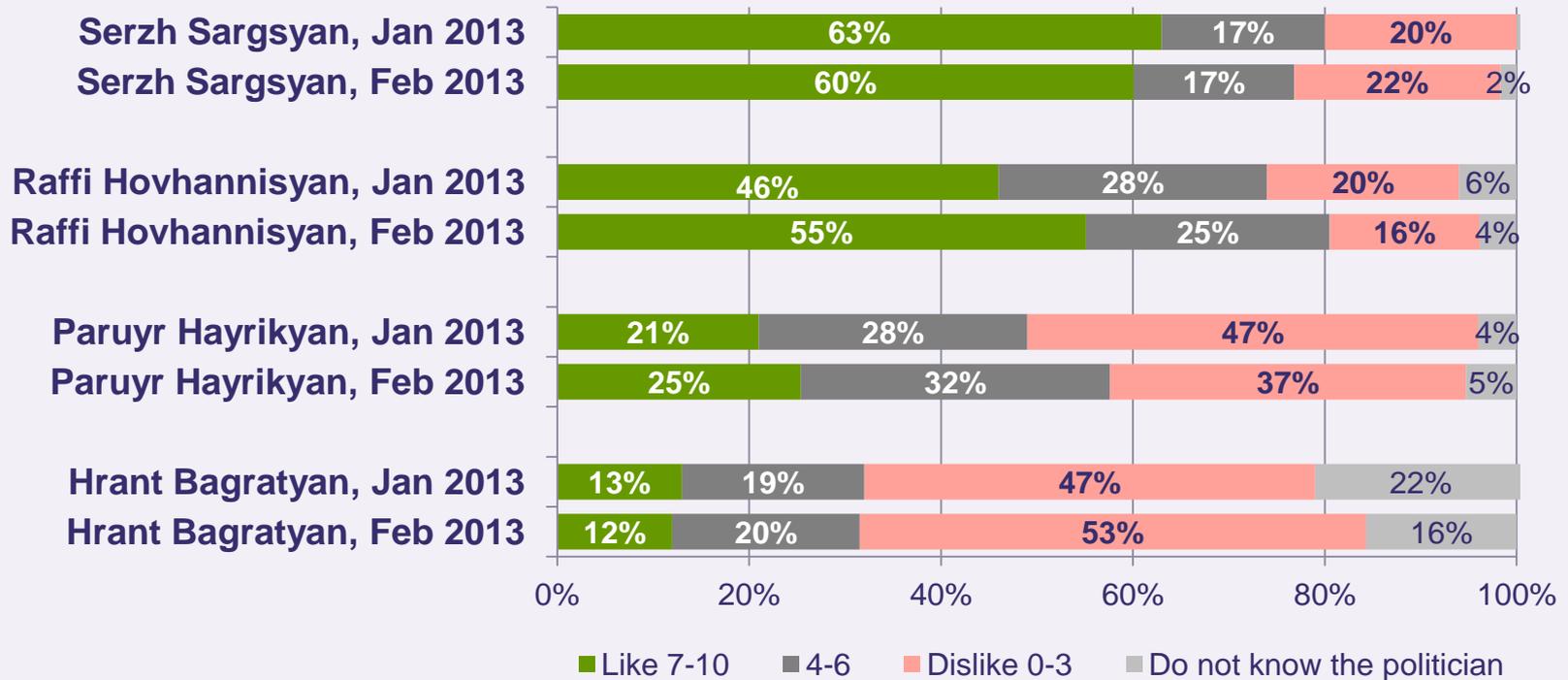


3. Candidates' features

While S. Sargsyan remains most liked, R. Hovhannisyian has improved his score in the first weeks of the campaign. During the same time the number of people who dislike P. Hayrikyan decreased significantly. H. Bagratyan is still perceived as the least liked out of four major candidates.

Q11. I will now read to you the names of the registered candidates. Could you please tell us how you feel about them, using a scale from 0 to 10, where 0 means that you “really dislike” the person and 10 means you “really like” the person?

Score of candidates (0-10, dislike – like)



If S. Sargsyan is re-elected as president, respondents believe that he will best address the issues of External Security and Foreign Affairs. Following the campaign of R. Hovhannisyan, Armenians believe that he will best address the Economic Problems of the country as well as Migration. P. Hayrikyan is perceived as a candidate who will best address the issues related to human rights/lack of democracy.

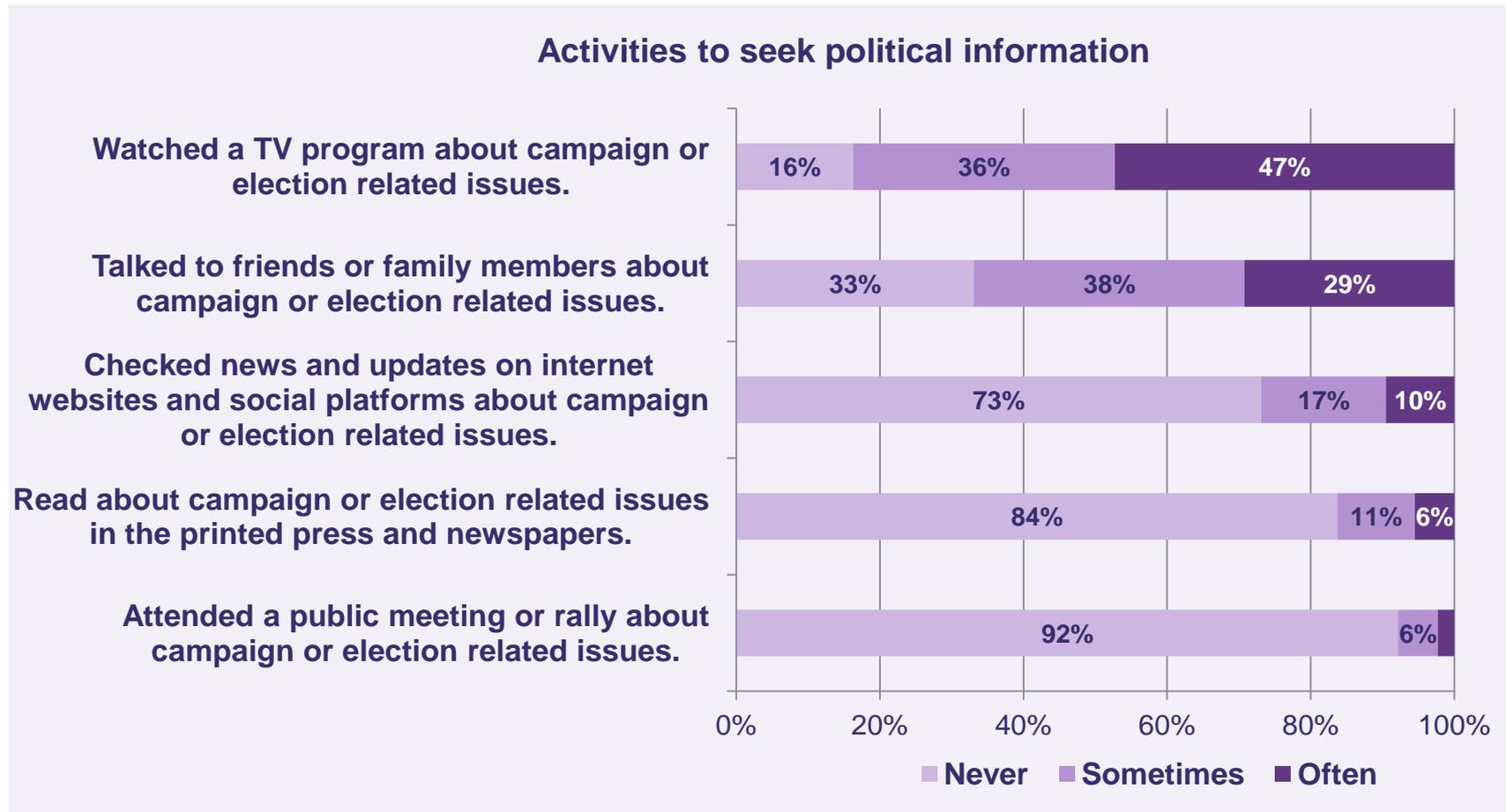
Q13. Now I will read out a list of political issues which are important for Armenia. Please tell us which of the candidates, as the next President of Armenia, in your opinion could best address them? (Up to 3 answers per candidate)

Issues Candidates	Migration	Poverty	Human rights/ lack of democracy	Unemployment	External security of the country	Foreign Affairs	Corruption	Educational system	Health-care system	Environmental issues
Serzh Sargsyan	11%	14%	13%	20%	36%	22%	17%	17%	18%	7%
Raffi Hovhannisyan	30%	23%	26%	27%	13%	19%	19%	13%	12%	4%
Paruyr Hayrikyan	15%	11%	28%	13%	12%	13%	13%	12%	7%	6%
Hrant Bagratyan	7%	11%	9%	14%	5%	4%	9%	8%	5%	6%

4. Election campaign

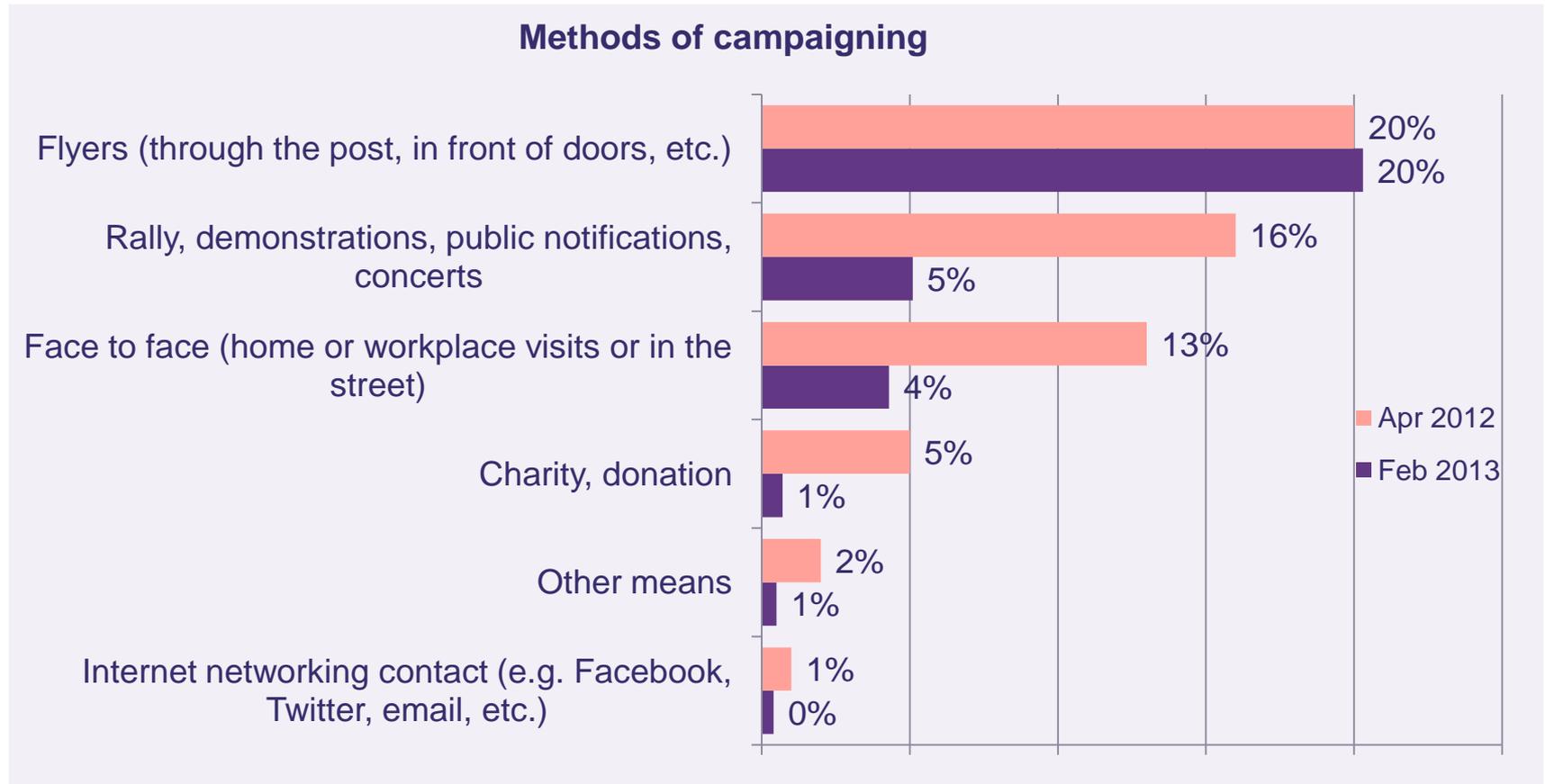
TV programs on the elections are the most important source of information and more than $\frac{2}{3}$ of Armenians discuss politics with their friends and family. As in the April 2012 poll, printed media and the internet are less important sources of information.

Q2. We are currently in the campaign phase ahead of the elections. In this context, how often did you do any of the following during the last 1 month?



Whereas rallies and face to face interaction played a prominent role in the parliamentary elections campaign, flyers are so far the main method of campaigning for the 2013 presidential elections.

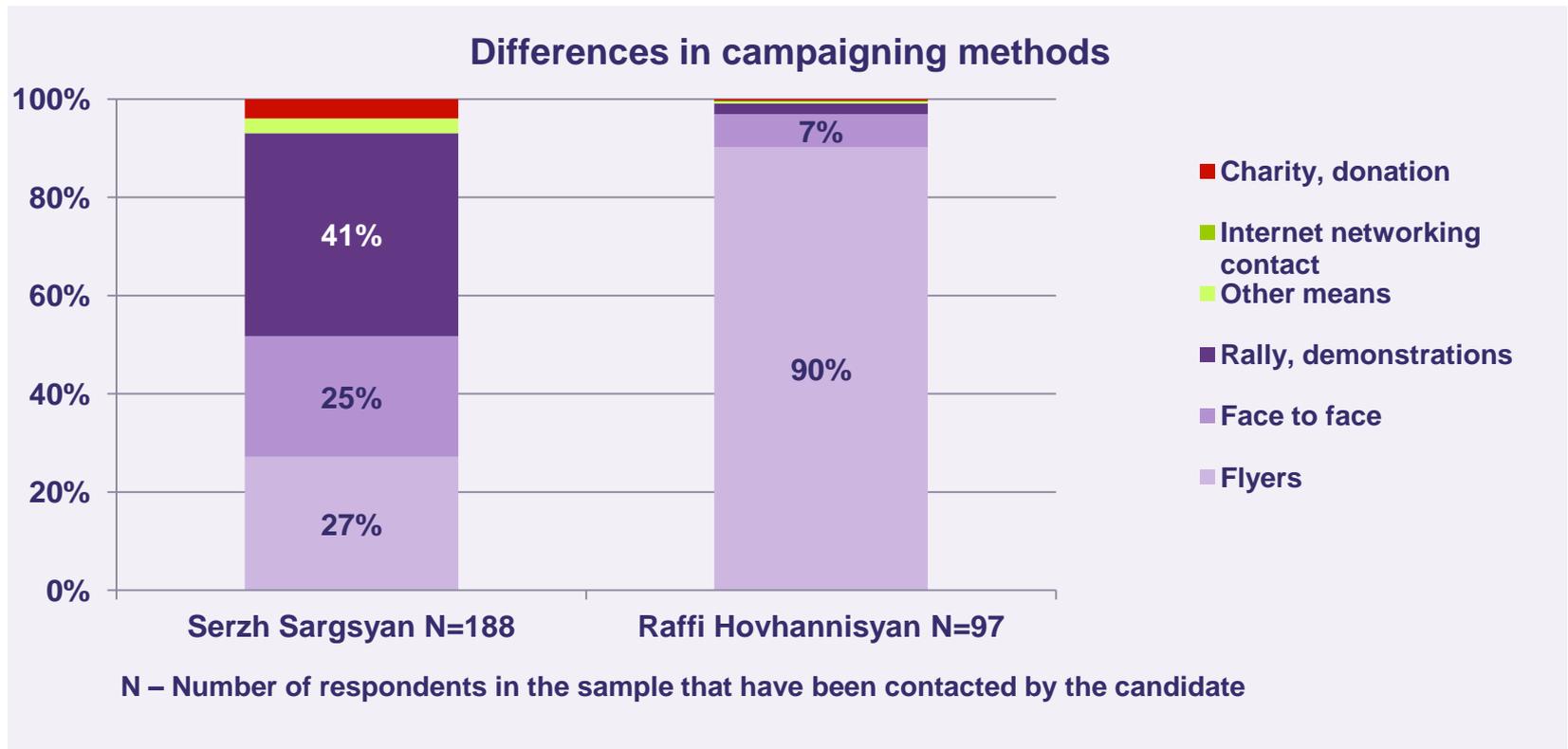
Q14. Have you ever been contacted by a candidate or his representatives during the election campaign in any of the following ways?



There are significant differences in how candidates approach voters. S. Sargsyan is perceived to mainly reach out to his electorate with rallies, whereas R. Hovhannisyan mainly appears to campaign via flyers. The supporting parties of both candidates used similar methods in the 2012 parliamentary elections' campaign.

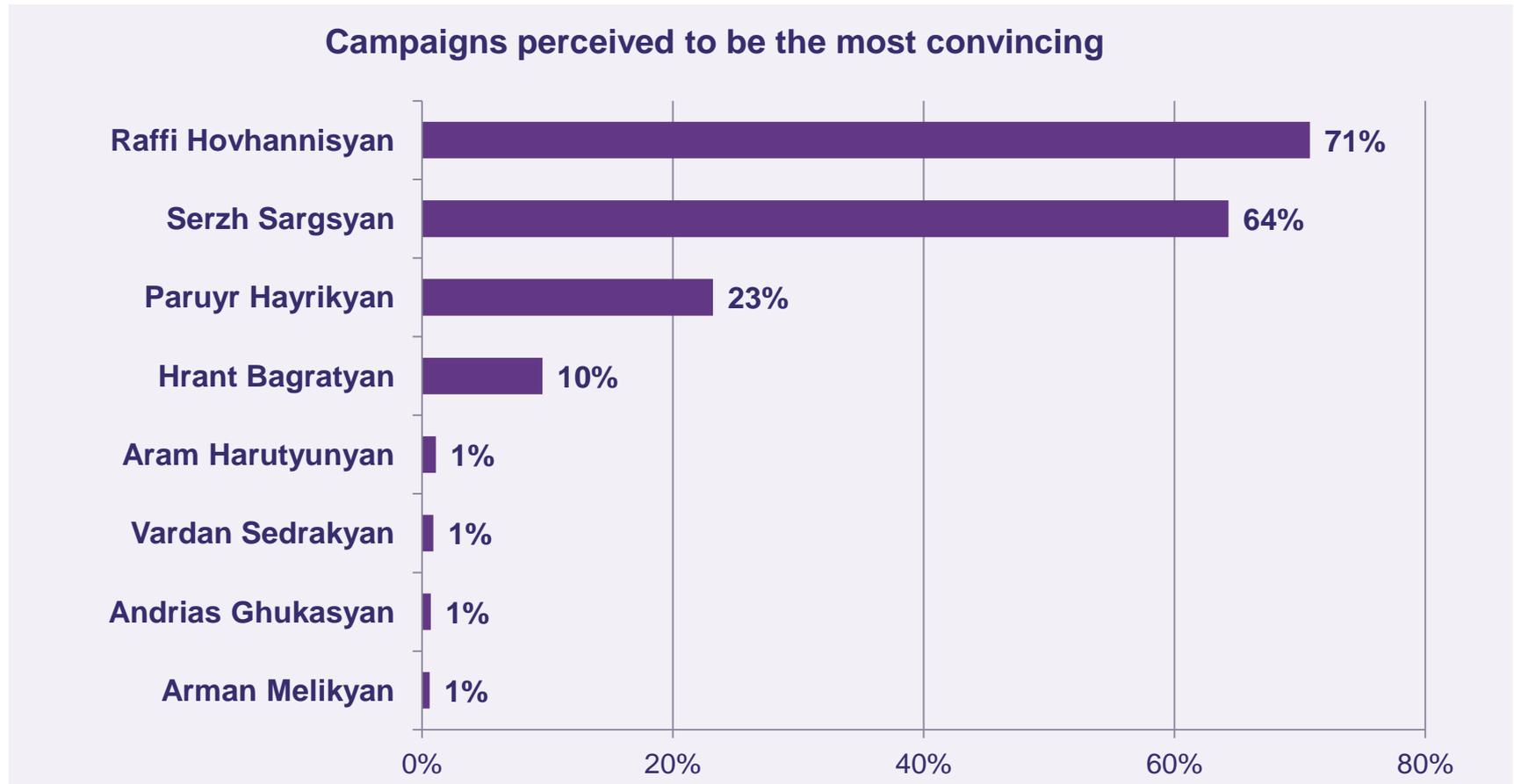
Q14. Have you ever been contacted by a candidate or his representatives during the election campaign in any of the following ways?

Q15. For which of the following candidates?



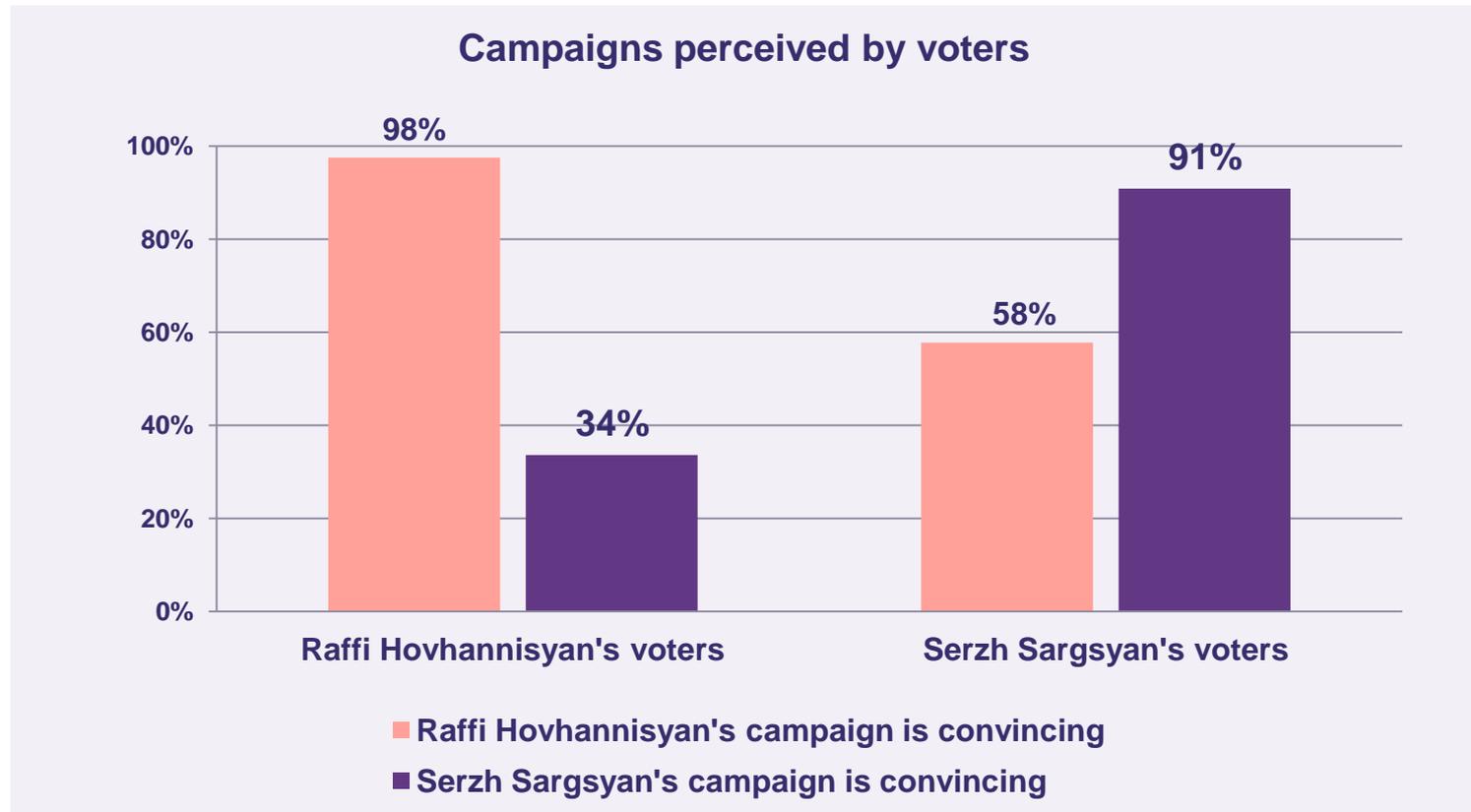
Respondents believe that the campaign of R. Hovhannisyan is slightly more convincing, than that of S. Sargsyan. The other candidates' campaigns are perceived as significantly less convincing.

Q16. Could you tell us which candidates' campaigns you think are the most convincing in Armenia? (Up to 2 options)



Both top candidates are strong in their own camps, but R. Hovhannisyán's campaign also reaches more than half of the voters of S. Sargsyan.

- Q16.** Could you tell us which candidates' campaigns you think are the most convincing in Armenia? (Up to 2 options)
- Q4.** If presidential elections were actually held next Sunday, which politician would you vote for? (Official list of candidates shown)

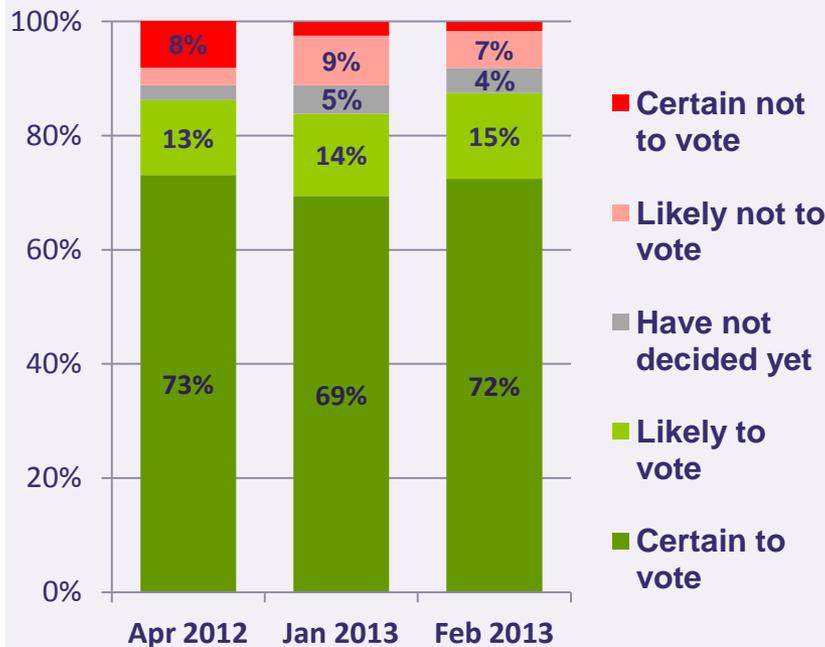


5. Voting intentions in the presidential elections

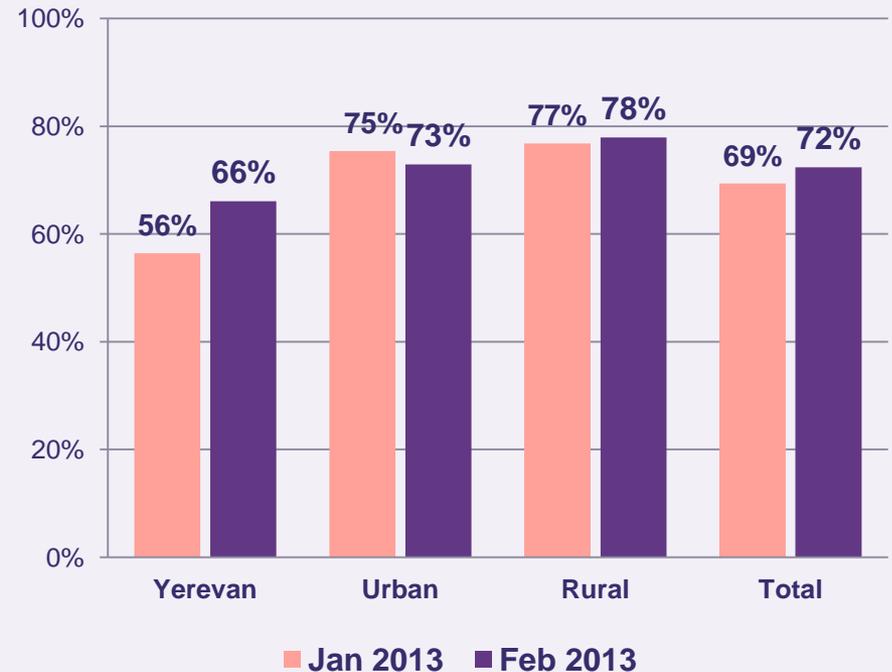
The certainty to vote in the presidential elections is high. The number of people who are certain that they will turnout to vote is almost the same as in the very competitive elections in May 2012.

Q3. You probably know that presidential elections will be held in Armenia on 18 February 2013. In these presidential elections, are you certain to vote, likely to vote, likely not to vote, certain not to vote? (The option "Have not decided yet" was not read out)

Voting certainly in the Parliamentary and Presidential Elections compared

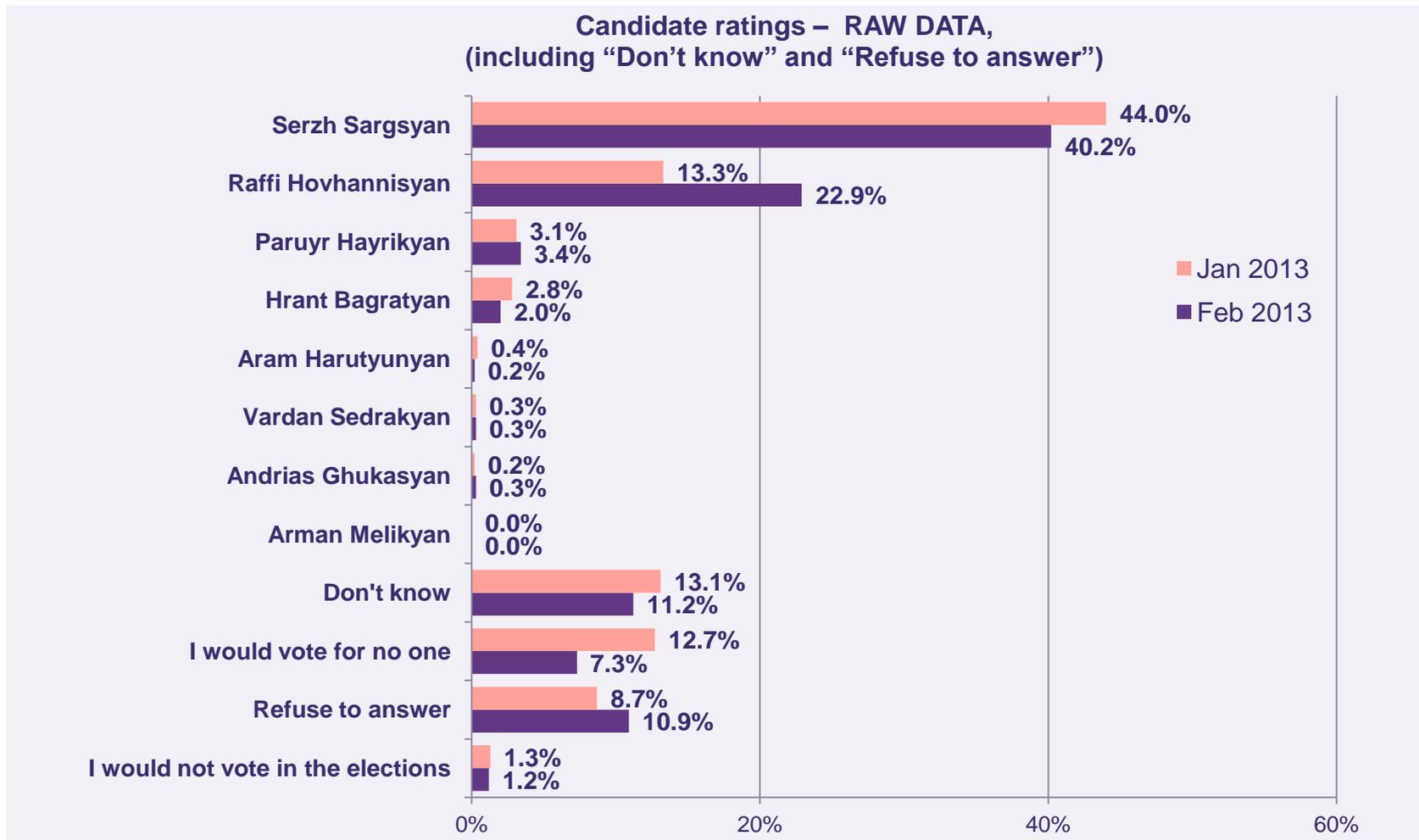


Certain to vote, by settlement type



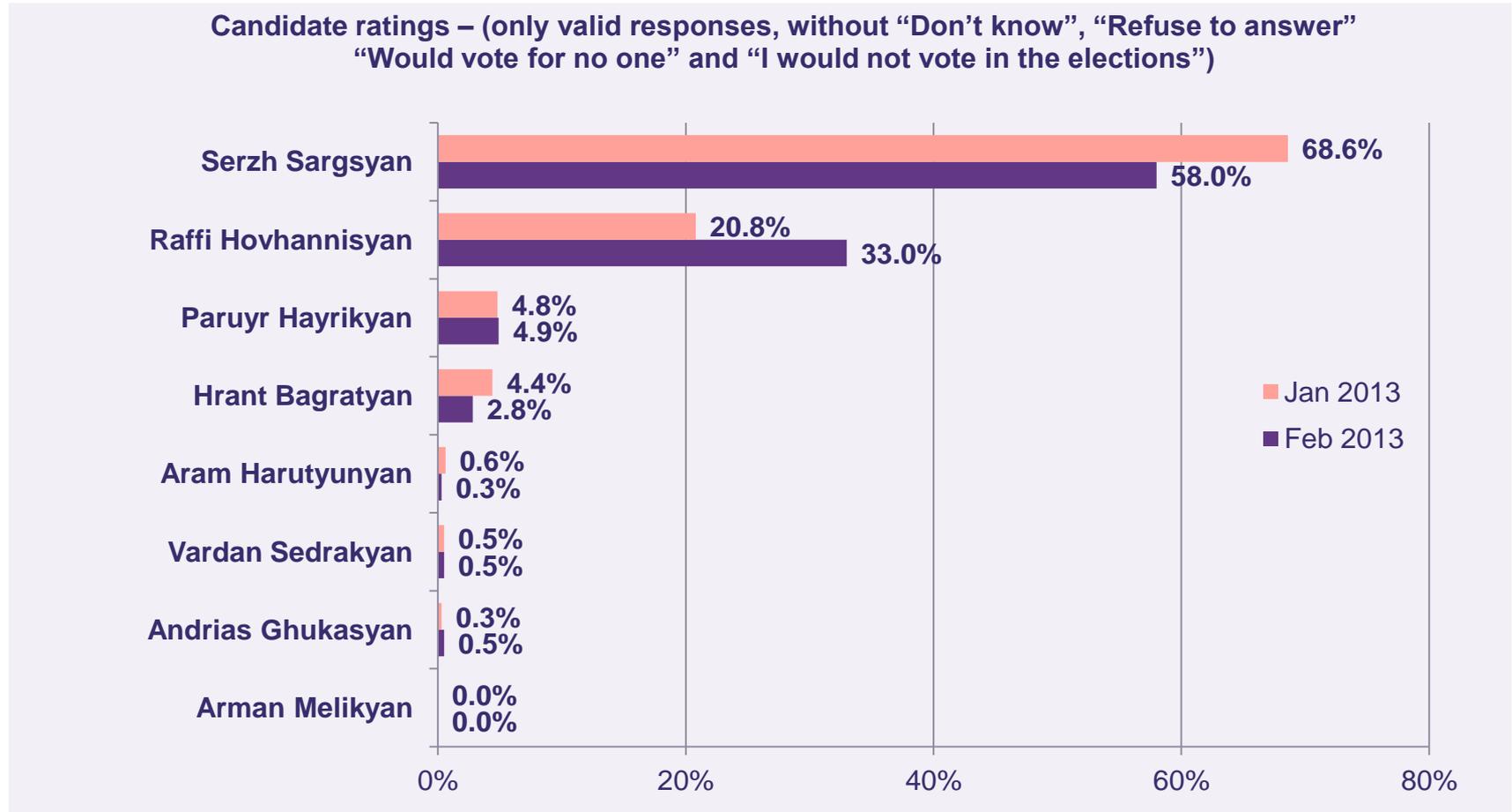
S. Sargsyan still leads the presidential race. While R. Hovhannisyan gains most during the campaign phase, there is no significant change for the other candidates. The percentage of people who will not vote for one of the candidates drops sharply.

Q4. If presidential elections were actually held next Sunday, which politician would you vote for? (Official list of candidates shown)



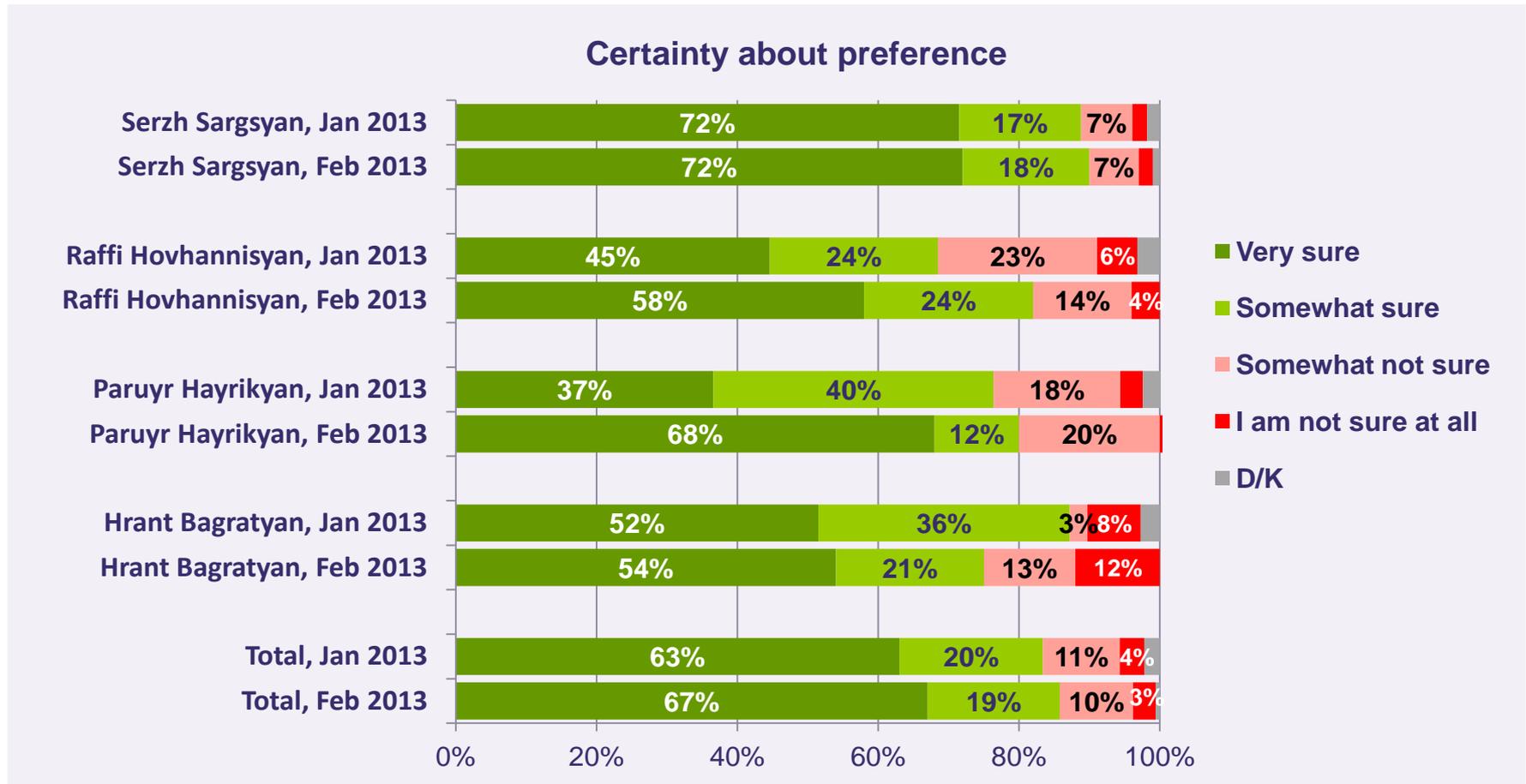
Based on “valid” responses (without “don’t know”, “refuse to answer”, “no one”, “not vote in elections”), S. Sargsyan scores just under 60%, while R. Hovhannisyan now increases to just over 30%.

Q4. If presidential elections were actually held next Sunday, which politician would you vote for? (Official list of candidates shown)



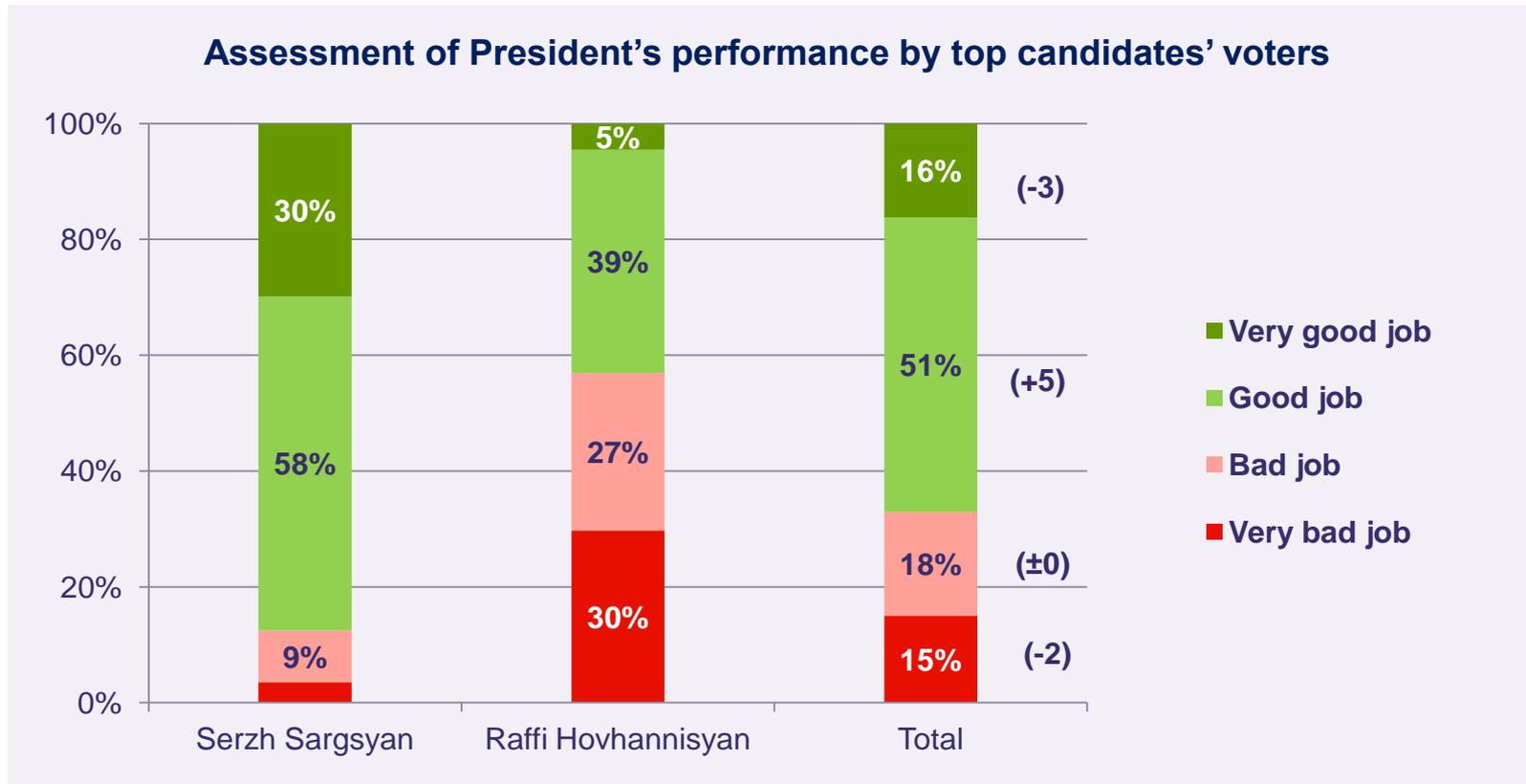
P. Hayrikyan managed to strengthen his position among his own voters. Similar to the poll in January 2013, the voters of S. Sargsyan are most sure that their decision is final. In total all candidates consolidated their electorate as only 13% are not sure yet.

Q5. How sure are you that your decision is final?



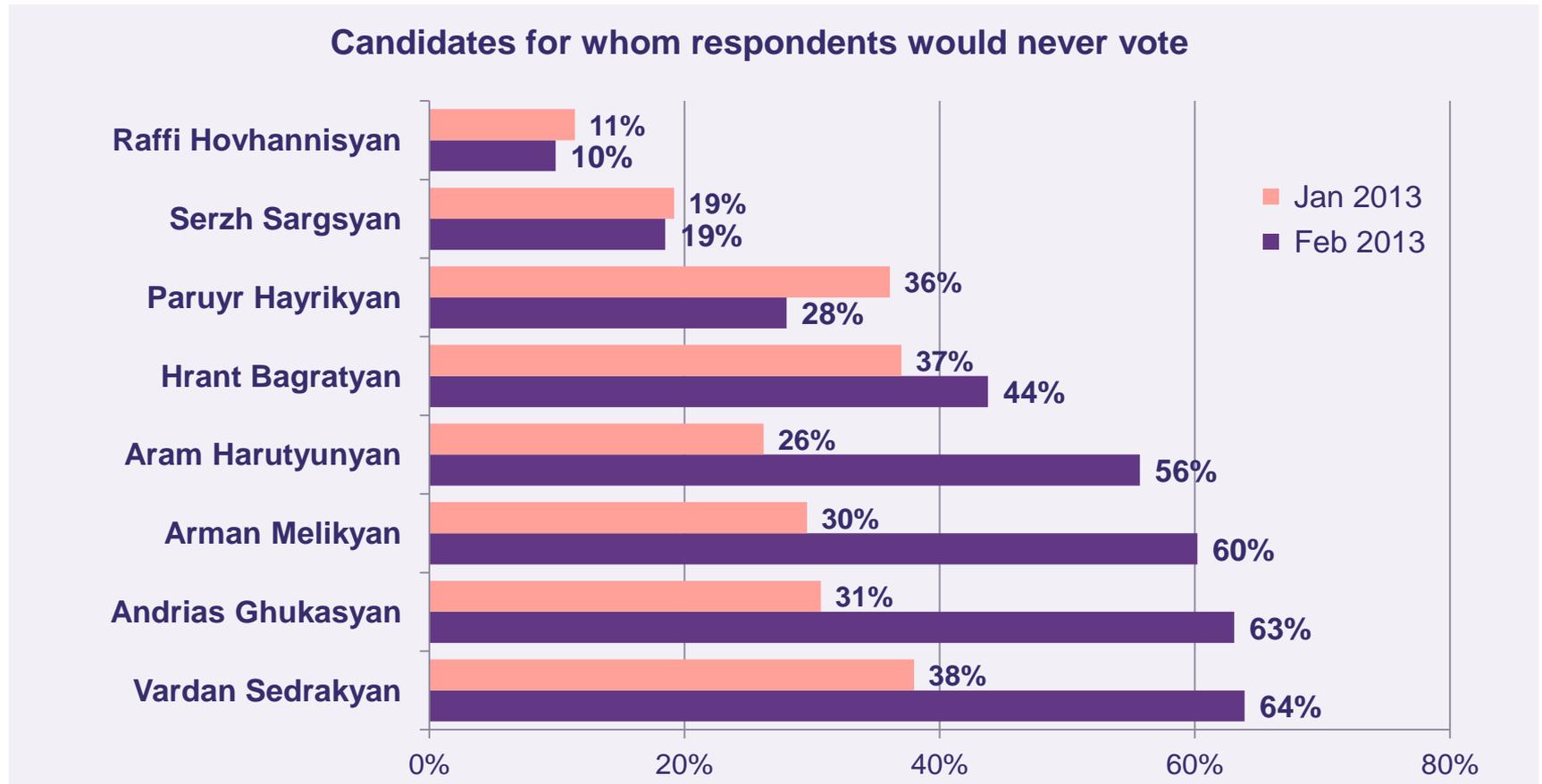
President Sargsyan's performance is assessed as positively as in January 2013. 44% of the voters of R. Hovhannisyan assess the work of the President as good or very good. However 13% of the voters of S. Sargsyan evaluate the performance as bad.

- Q4. If presidential elections were actually held next Sunday, which politician would you vote for? (Official list of candidates shown)**
- Q12. Now thinking about the performance of the President in general, how good or bad a job do you think he has done over the past five years?**



The number of people who will never vote for P. Hayrikyan decreased. As in the January 2013 poll, R. Hovhannisyanyan as well as S. Sargsyan show the lowest “anti-ratings”, while these ratings considerably increase for the remaining candidates.

Q7. Which politicians would you never vote for if the presidential elections were conducted next Sunday? (Up to 5 answers, official list of candidates shown)



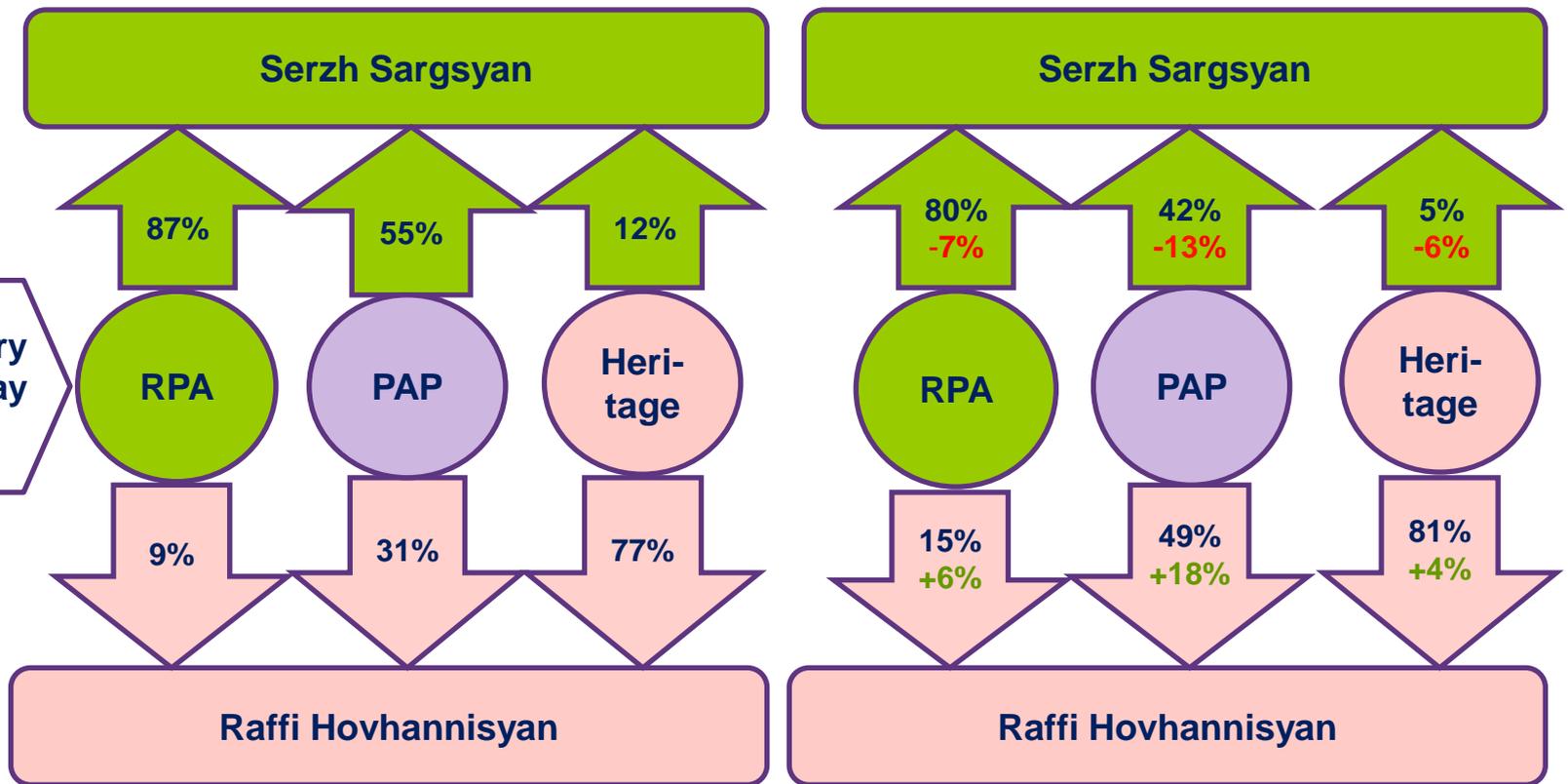
S. Sargsyan keeps his own voters and also wins some votes from PAP, but R. Hovhannisyan's campaign is convincing to voters of Heritage, but also attracts voters from Prosperous Armenia and even those of the Republican Party.

Q10. Could you please tell us which party you voted for in the previous parliamentary elections in May 2012?

Q4. If presidential elections were actually held next Sunday, which politician would you vote for? (Official list of candidates shown)

Jan 2013

Feb 2013

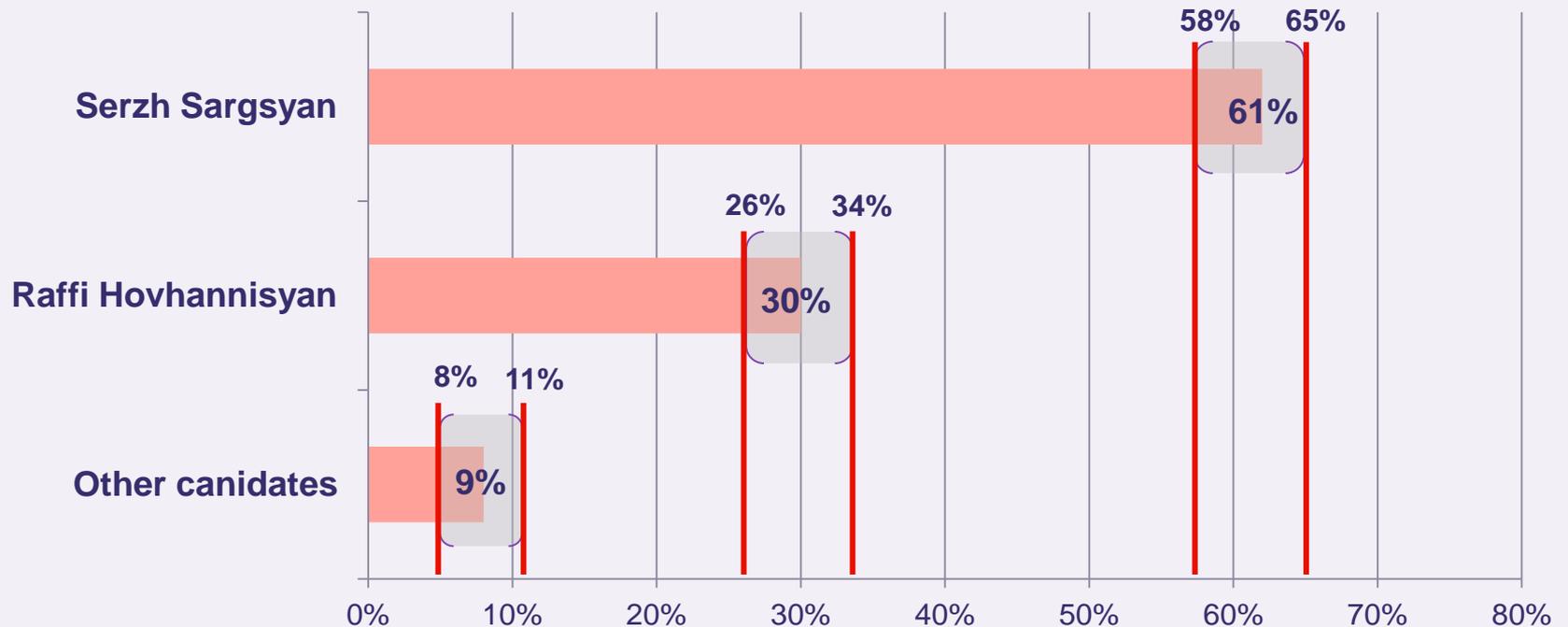


Parliamentary Elections May 2012

Based on the data available and without knowing what may happen in the remaining weeks of campaigning, the graph below shows the most likely outcomes for the two main candidates. The likelihood of the second round remains very low.

Q4. If presidential elections were actually held next Sunday, which politician would you vote for? (Official list of candidates shown)

Most likely candidate ratings (*Certain to vote, sure about decision*)





TNS opinion



Thank you for your attention

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ընտրությունների նախաշեմին

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