



TNS opinion



# Poll: Last Assessment of Pre-Electoral Armenia

April 2012

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# 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 IPSC and *TNS opinion*.
- 1,600 interviews were conducted face to face between 17 and 22 April 2012.
- Interviews were conducted in all 10 marzes of Armenia and in all Yerevan communities. The sample was distributed proportionally to reflect the population distribution in Armenia, with 34.8% of interviews conducted in Yerevan and 65.2 % in the marzes.
- Interviewers selected households using the *random walking* method to ensure that there was 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 region, age, gender and is accurate to a maximum margin of error of  $\pm 2.4\%$  for the overall sample.

# Quality control

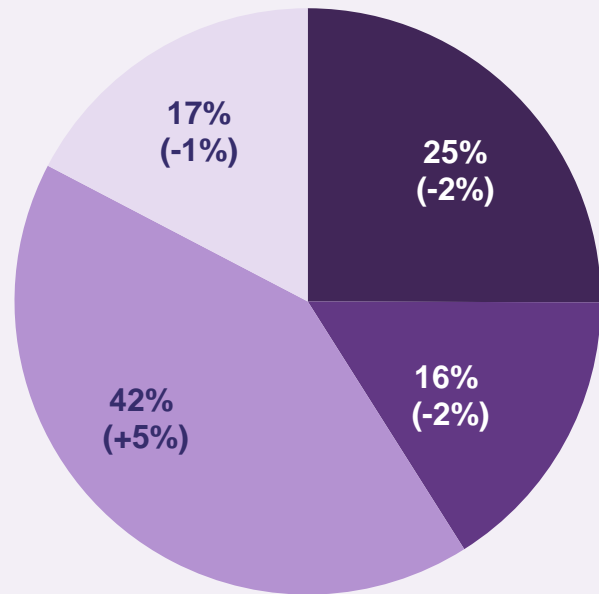
- The quality control methodology, fieldwork monitoring and survey implementation were planned in detail and agreed between IPSC and *TNS opinion*.
- 19% of the interviews conducted were accompanied by IPSC quality control coordinators to ensure high quality and compliance with the standards agreed. All questionnaires were monitored by IPSC specialists to check the individual quality and logical consistency of the data. 4% 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, 23 interviews were rejected (1.4%).
- Route records were checked by IPSC and *TNS opinion* independently to ensure that interviews had been selected randomly.
- 30% of the sample was called back by IPSC to confirm demographic details and that the interview took place in the conditions recorded. Additionally, 11% 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. Interest and awareness in politics

As before the start of the campaign, interest in socio-political issues remains high in Armenia. Interest grows with education and age, with a shift among people aged 70+.

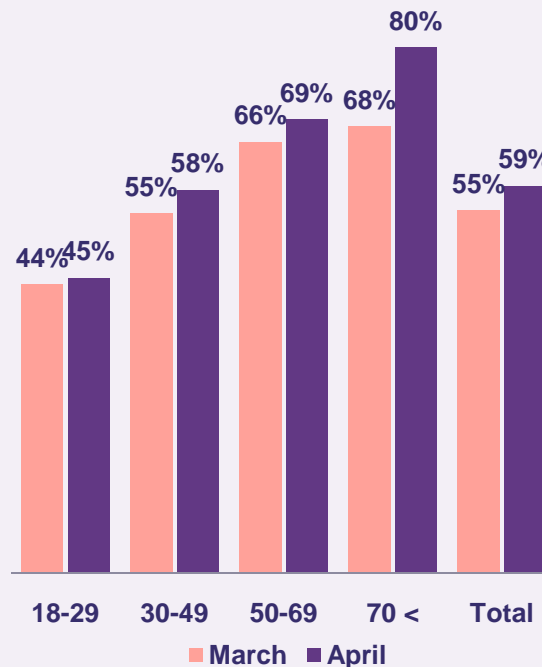
**Q1. Could you please tell us how interested you are in socio-political issues in Armenia?**

Level of interest in politics, April

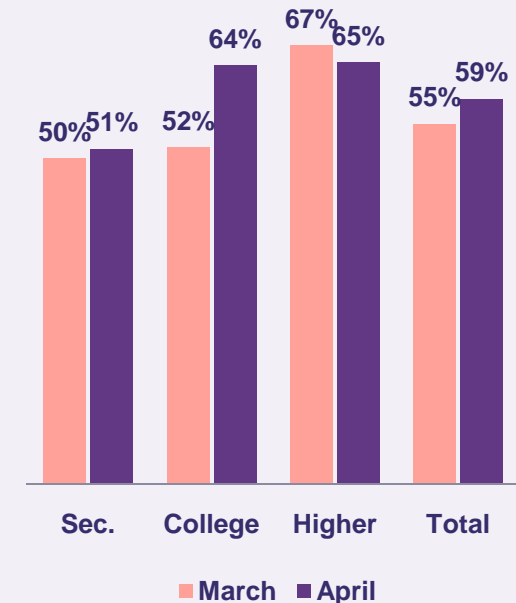


■ Not at all interested   ■ Mostly not interested  
 ■ Mostly interested   ■ Very interested  
 (change compared to March 2012)

Level of interest in politics by age ("mostly" or "very" interested)

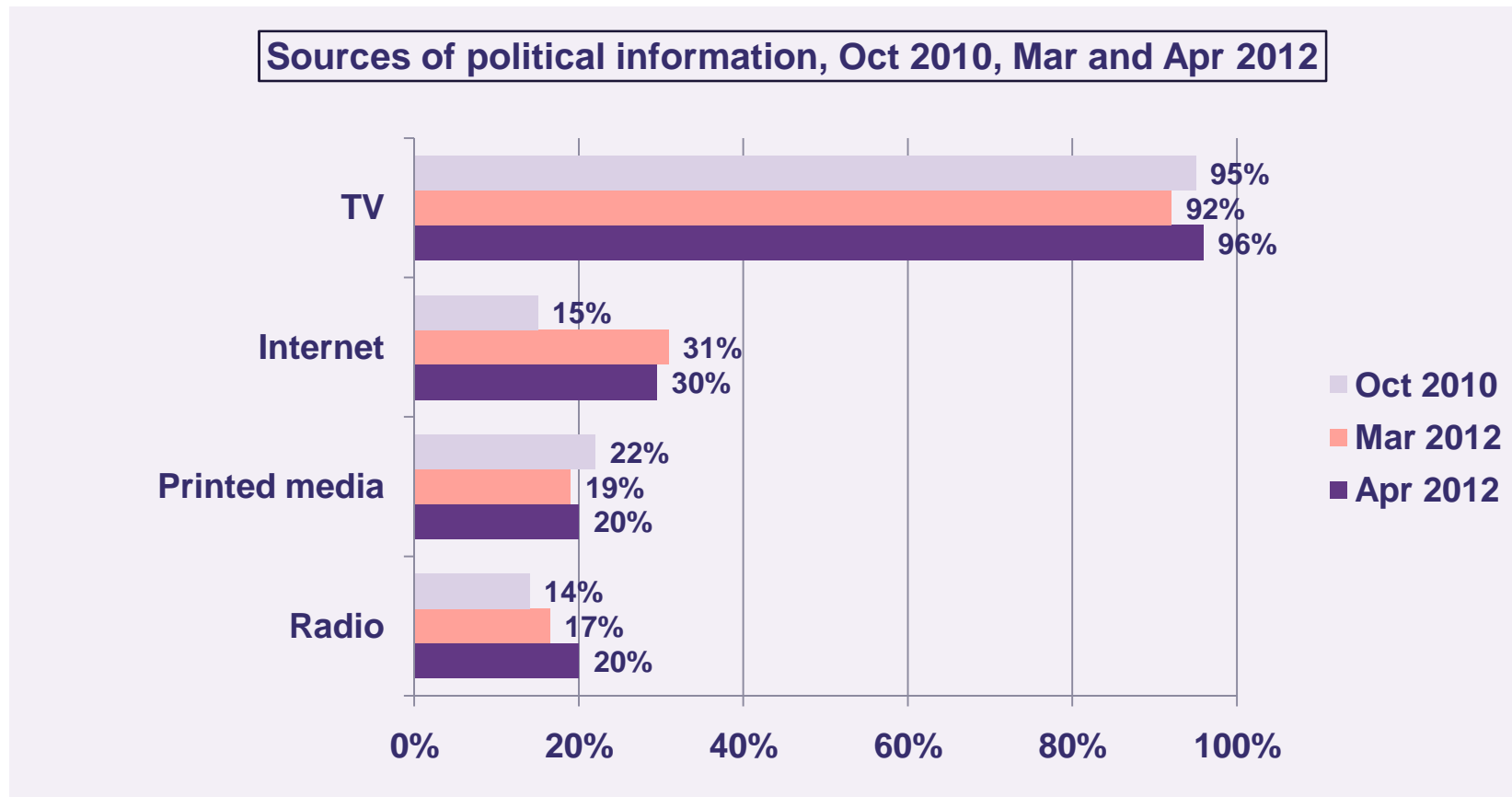


Level of interest in politics by education ("mostly" or "very" interested)



Regarding sources of political information, the April poll confirms the March poll data, with TV remaining the most important and the internet the most growing media.

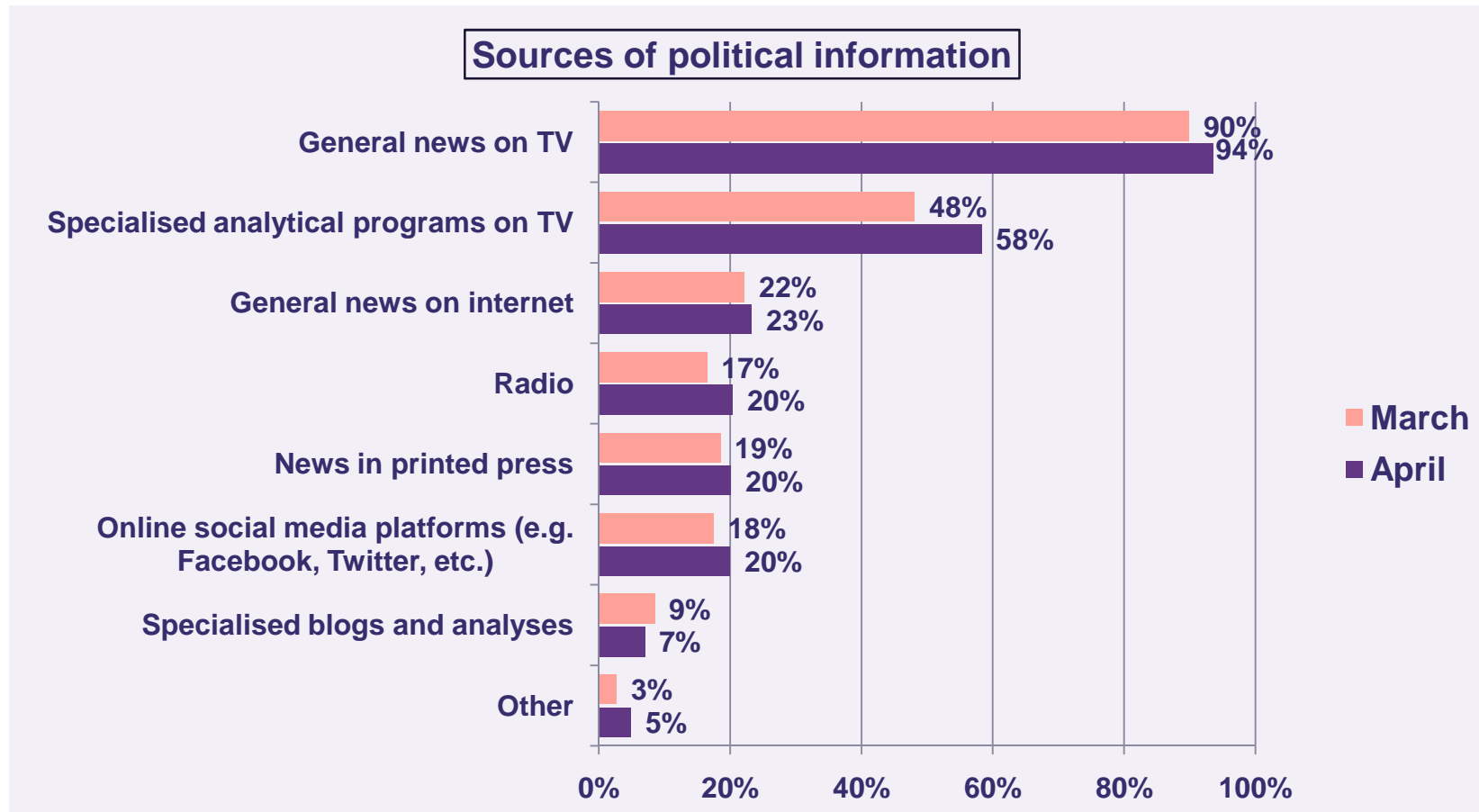
**Q2. From which of the following sources do you get information about socio-political events in Armenia?**





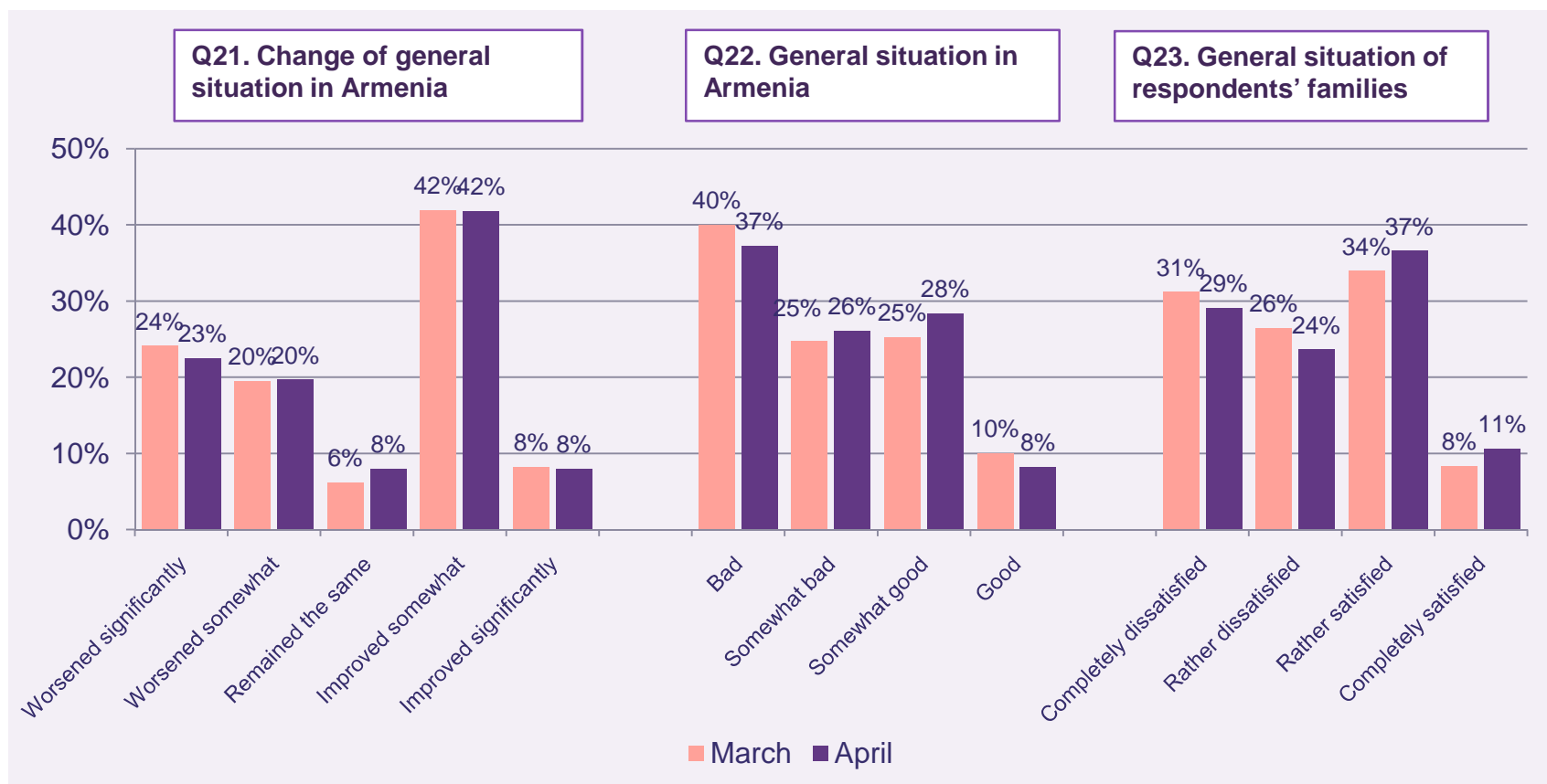
With the campaign, the role of specialised analytical TV programs has grown.

**Q2. From which of the following sources do you get information about socio-political events in Armenia?**



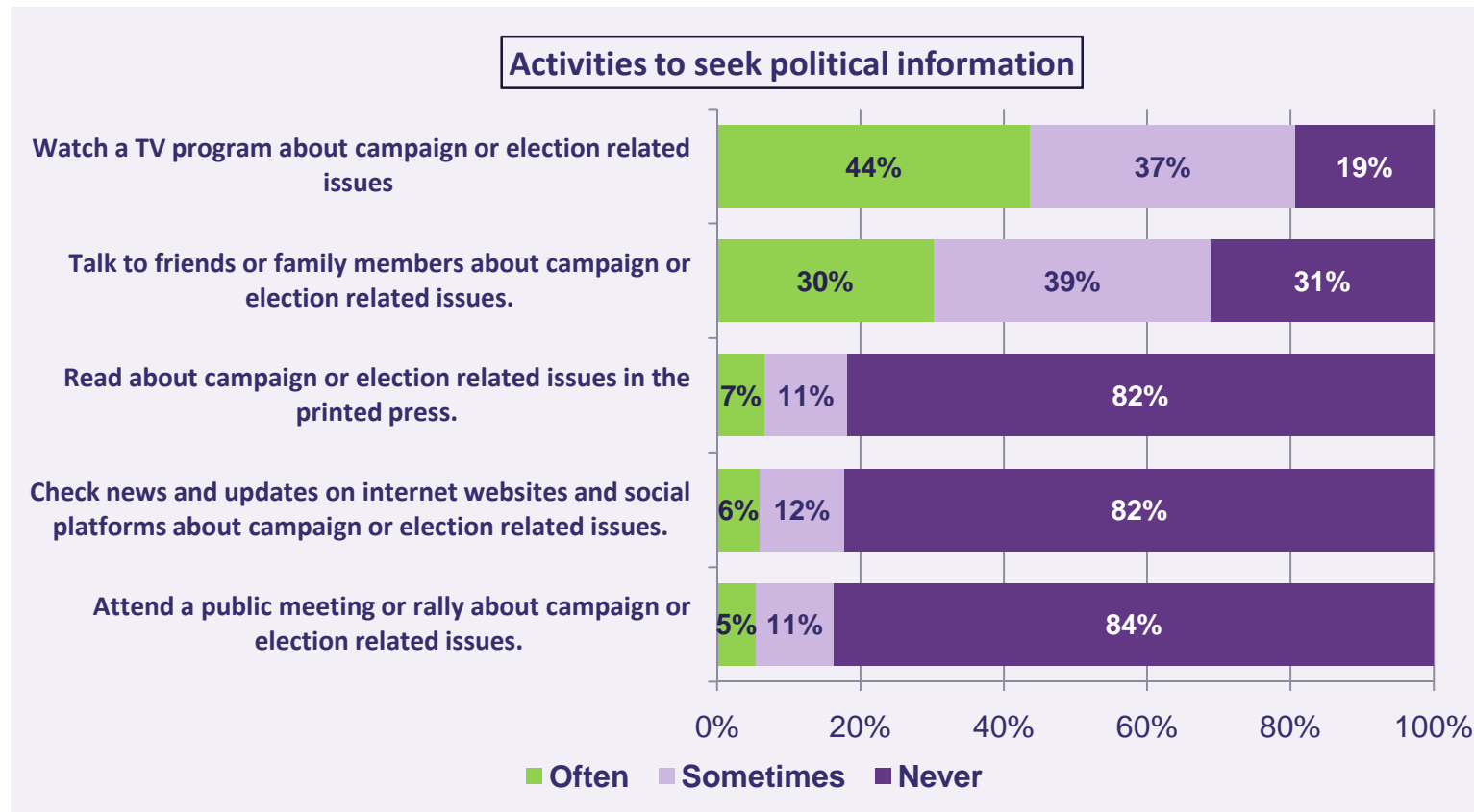
Regarding the assessment of the situation in Armenia, the April poll confirms the March poll data. People remain more pessimistic when assessing the mood in the country than when looking at their own families.

- Q21.** Compared to 5 years ago do you think that the general situation in Armenia ...
- Q22.** And if you look at the situation in our country today, do you think that life in Armenia is generally...
- Q23.** And if you think about the general situation of your family, how satisfied are you with it today?



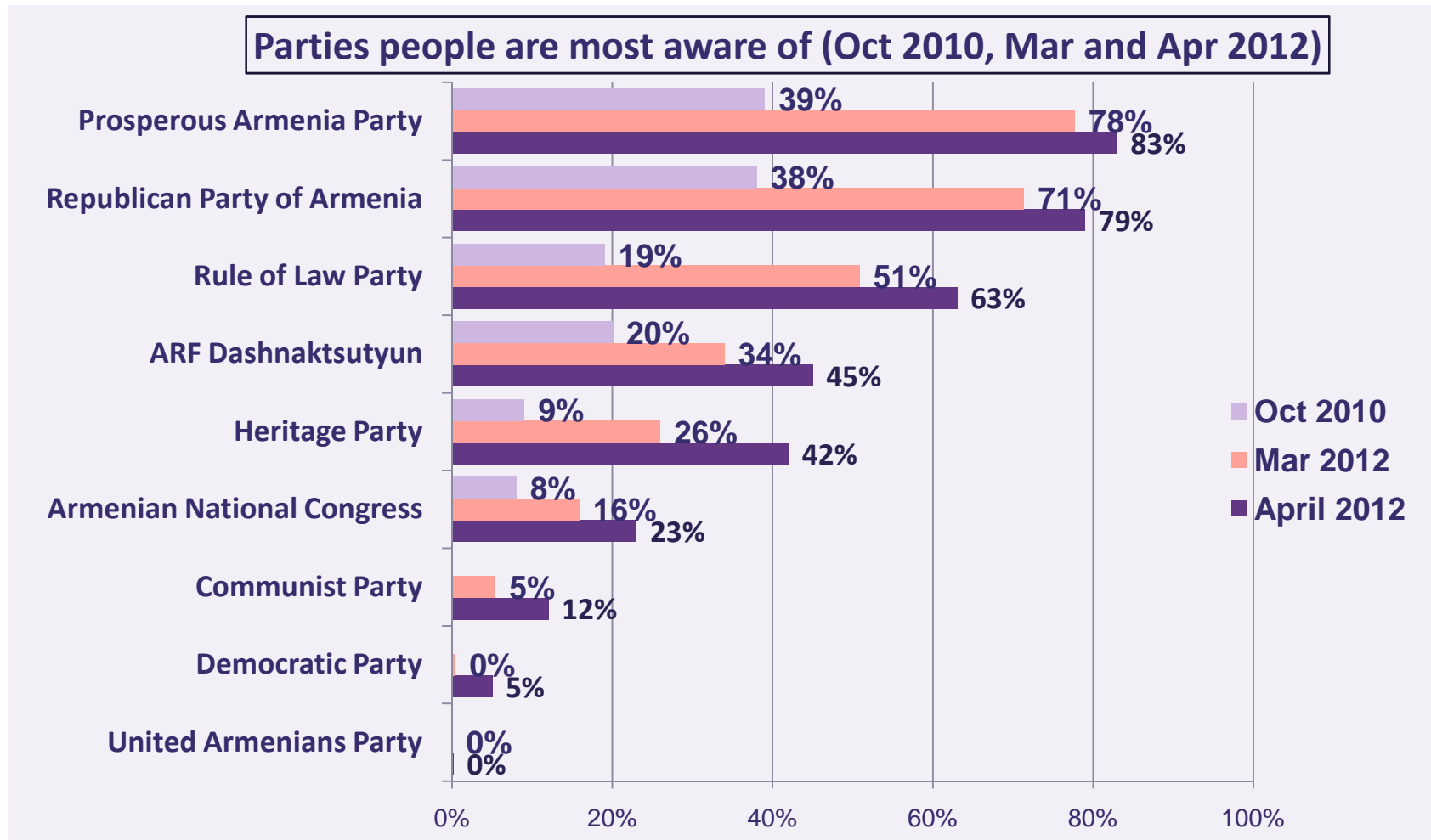
Less than one in five respondents seeks political information in printed media, the internet or in political rallies. However, more than two third discuss politics with friends or family.

**Q3. 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?**



With the campaign, awareness of all political parties increased even further, most significantly for the Heritage Party.

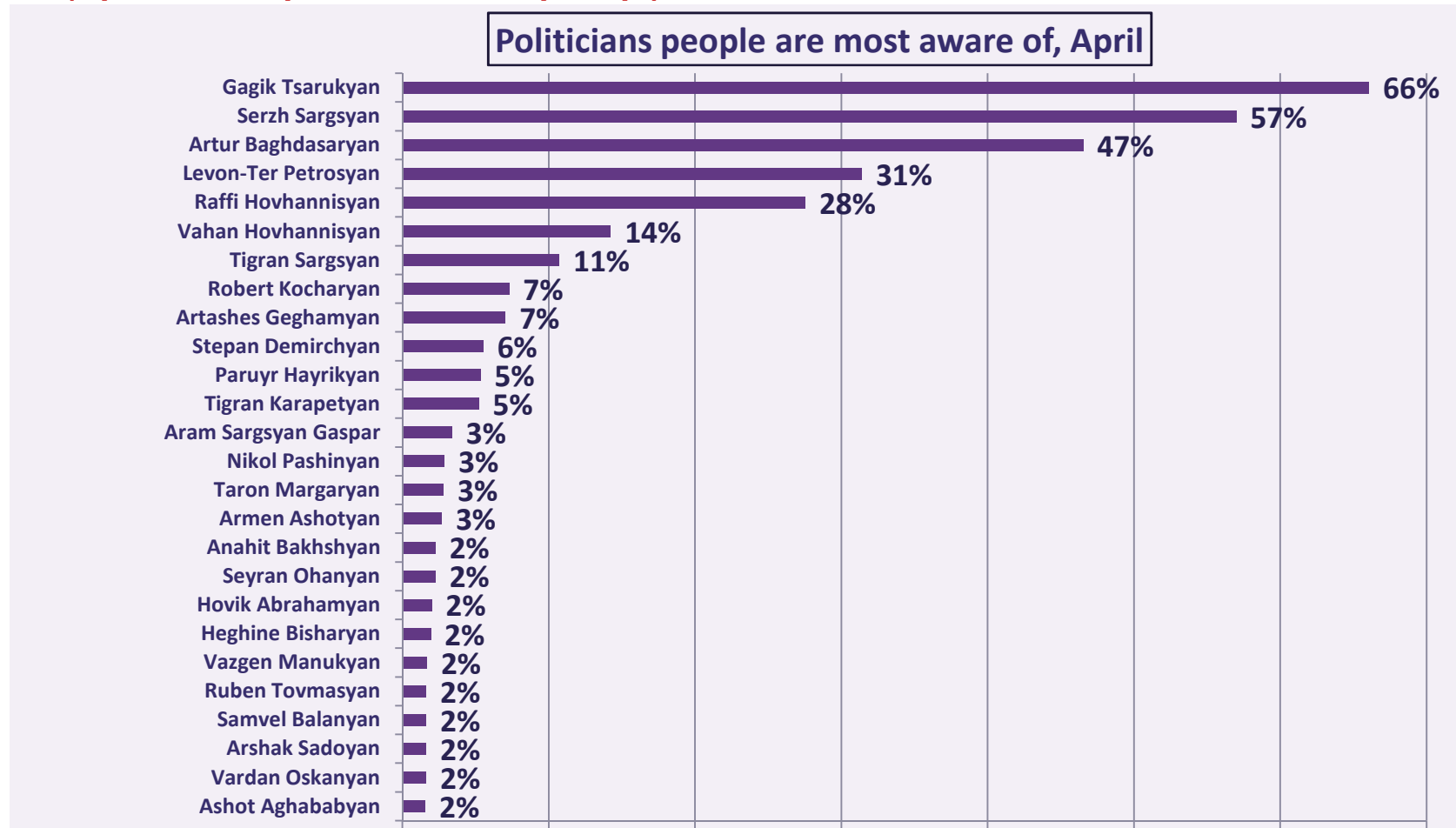
**Q5. Please name up to 5 parties in Armenia, which you are most aware of?**  
*(Open-ended question without prompt)*



The three politicians people are most aware of are G. Tsarukyan, S. Sargsyan and A. Baghdasaryan. Among the opposition politicians, R. Hovhannisyan closes up to L. Ter-Petrosyan.

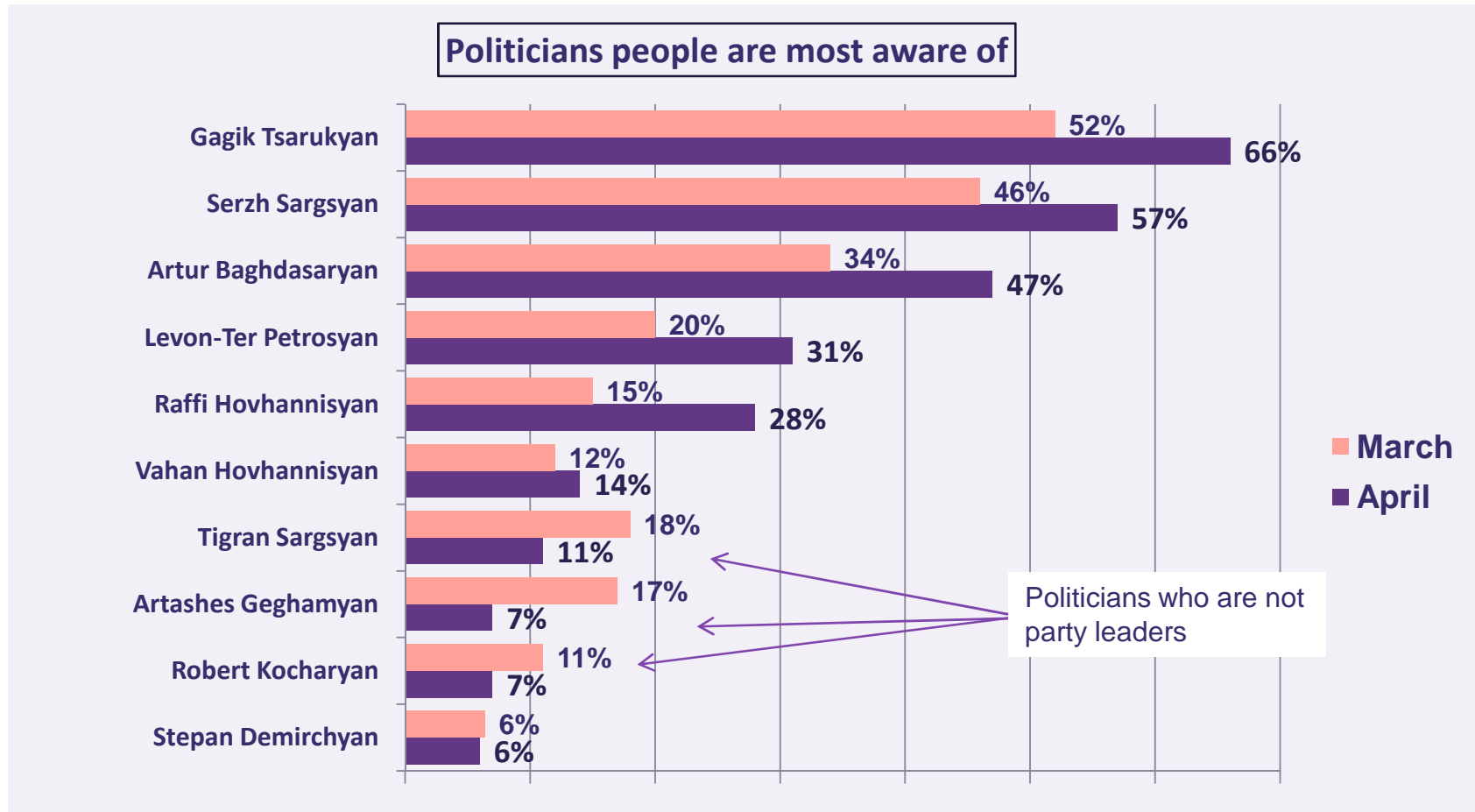
From the 209 politicians named by the respondents, only those mentioned in at least 2% of all replies are listed below.

**Q4. Please name up to 5 well known Armenian politicians, whom you are most aware of? (Open-ended question without prompt)**



Interesting effect of party political campaigning: the awareness of all party leaders increased whereas the awareness of other politicians decreased.

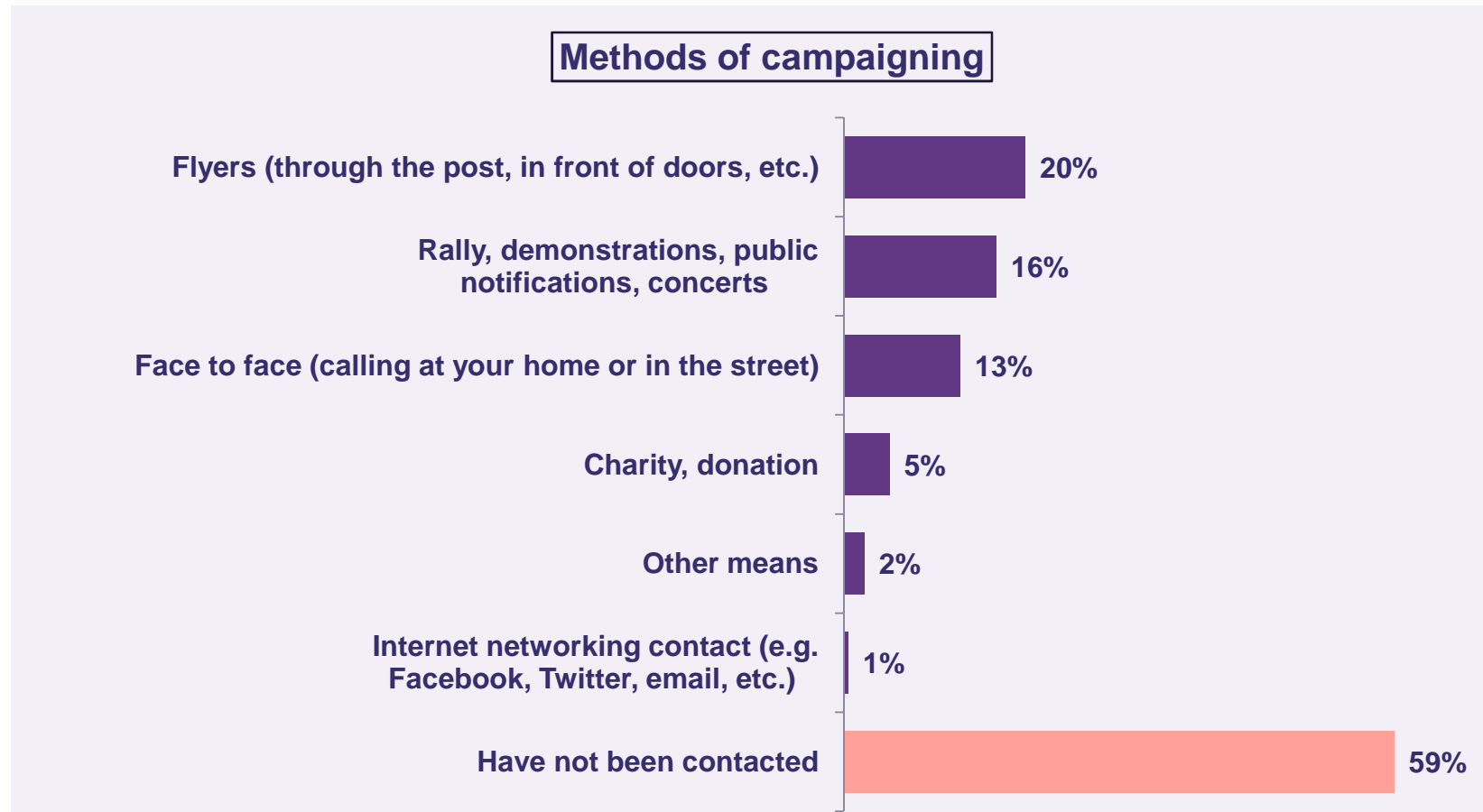
**Q4. Please name up to 5 well known Armenian politicians, whom you are most aware of? (Open-ended question without prompt)**



## 3. Election campaign

Even though the internet has become the second most important source for political information (used by almost one third of the respondents), political parties do not seem to use it for campaigning.

**Q16. Have you ever been contacted by a candidate or party representatives during the election campaign in any of the following ways?**

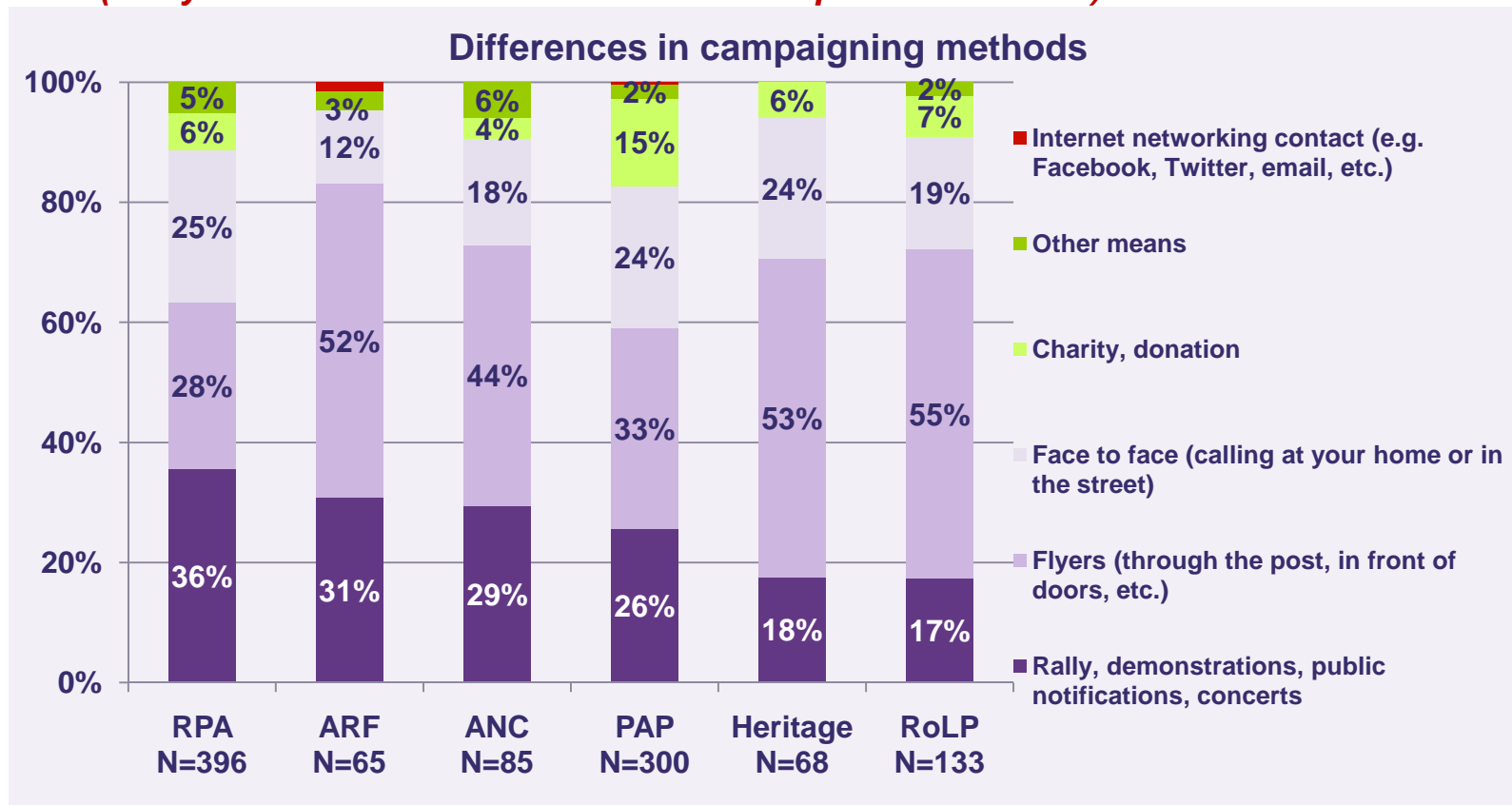




Parties apply very different campaigning methods. While the Republican Party mostly relies on public rallies, the Rule of Law Party, Heritage and ARF Dashnaktsutyun reached more than half of their targets with flyers.

**Q16. Have you ever been contacted by a candidate or party representatives during the election campaign in any of the following ways?**

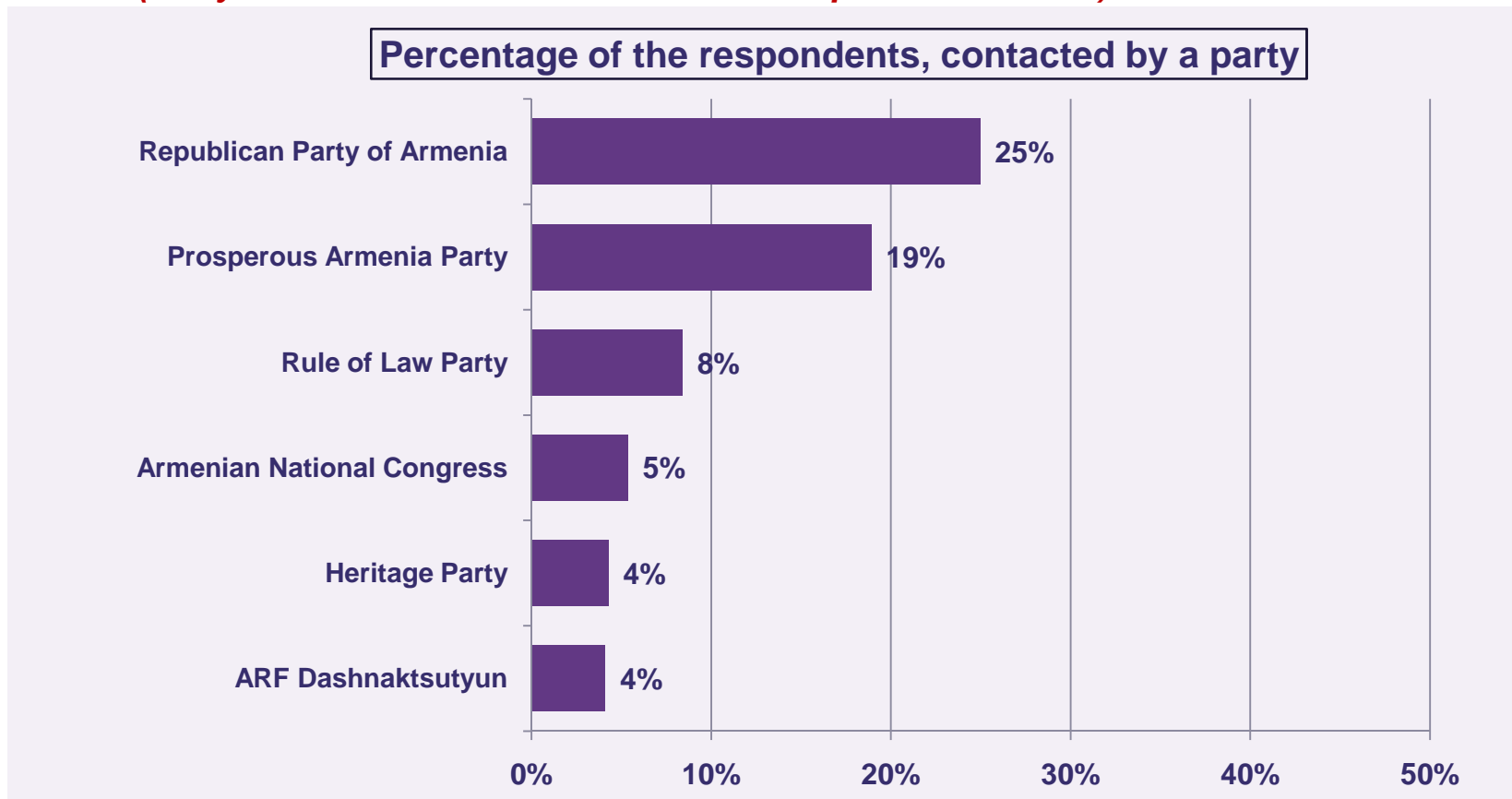
**Q17. Which of the following parties contacted you?**  
*(Party names were read out in Armenian alphabetical order)*



## The three governmental parties are campaigning most actively.

**Q16. Have you ever been contacted by a candidate or party representatives during the election campaign in any of the following ways?**  
(Options “Flyers”, “Rallies”, “Face to face”, “Charity”, “Internet”, “Other” – combined here)

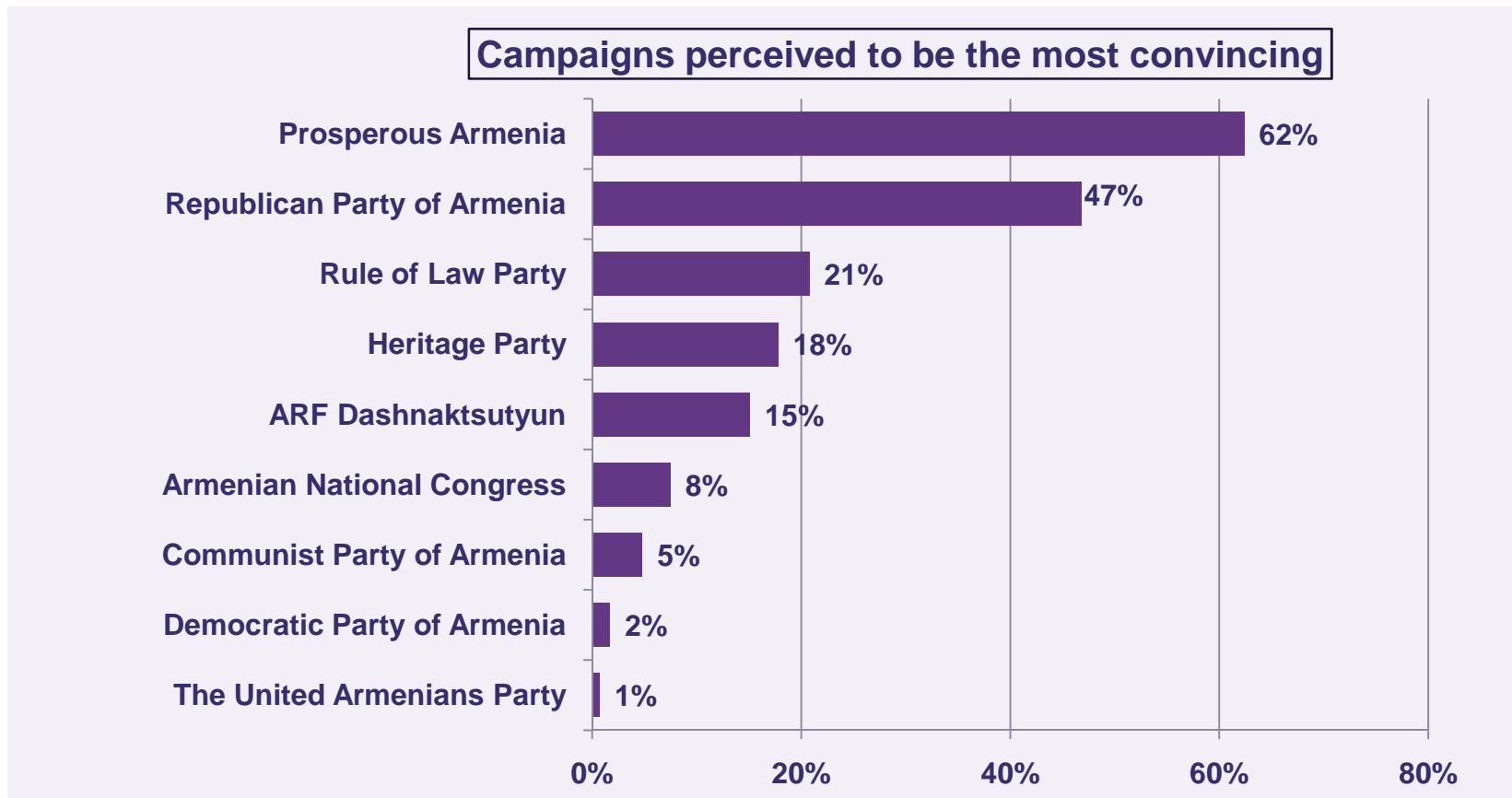
**Q17. Which of the following parties contacted you?**  
(Party names were read out in Armenian alphabetical order)



While in reality the Republican Party has improved most since the official start of the campaign period, respondents believe that the public is most convinced by the campaign of Prosperous Armenia.

(Careful, this does not mean that this campaign convinced the respondents personally).

**Q18. Could you tell us which parties' campaigns you think are the most convincing in Armenia? (Up to 3 responses allowed)**



**Most party members remain passive even during the campaign period. However, 2% of the respondents say that they helped campaigning, despite not being member of any party.**

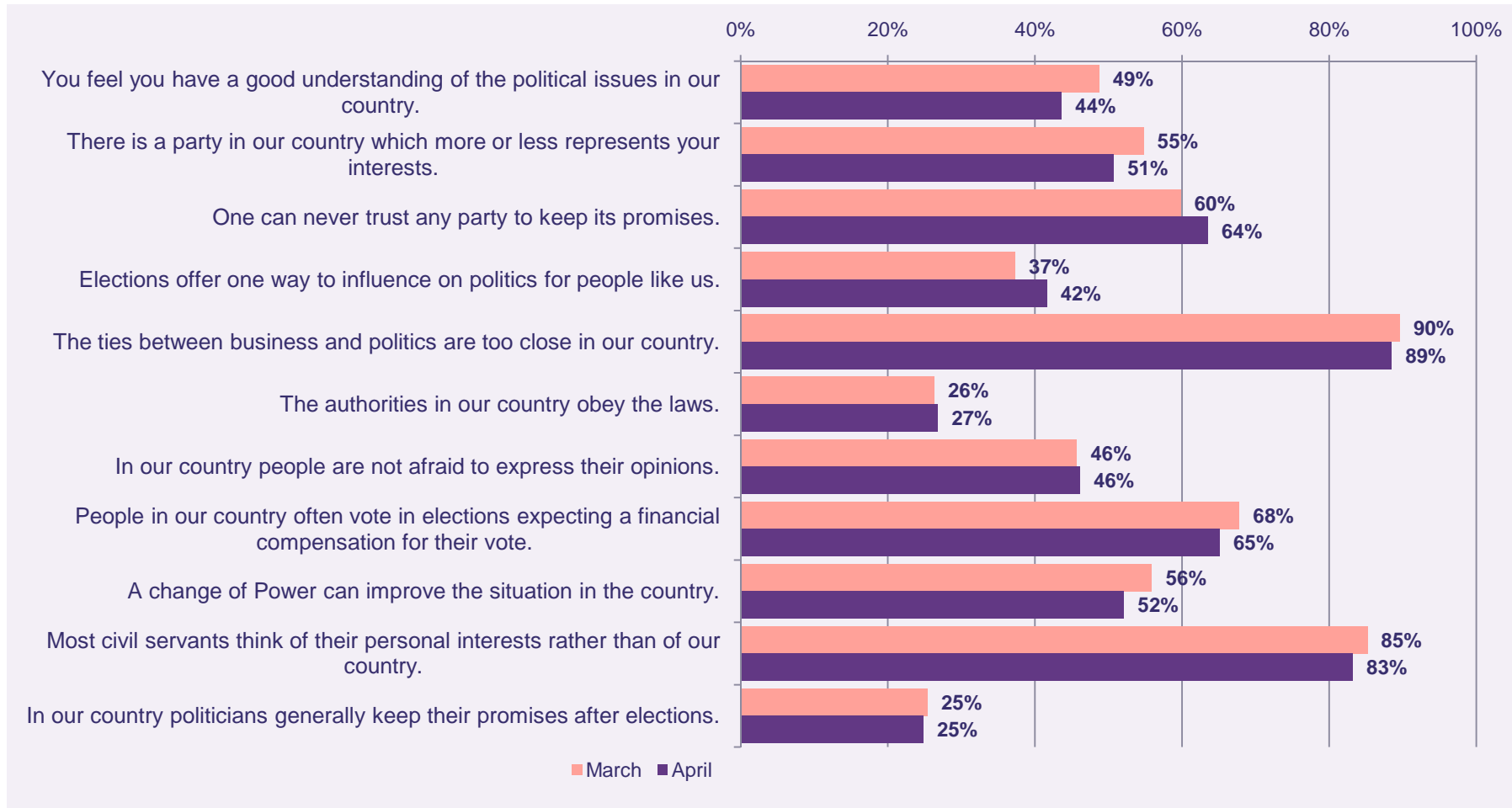
**Q20.1. Are you a member of any political party (we will not ask you which)?**

**Q20.2. During 2012 did you support political parties or groups by distributing leaflets, collecting signatures, etc.?**



## The campaign did not change general attitudes about politics and the political system in Armenia.

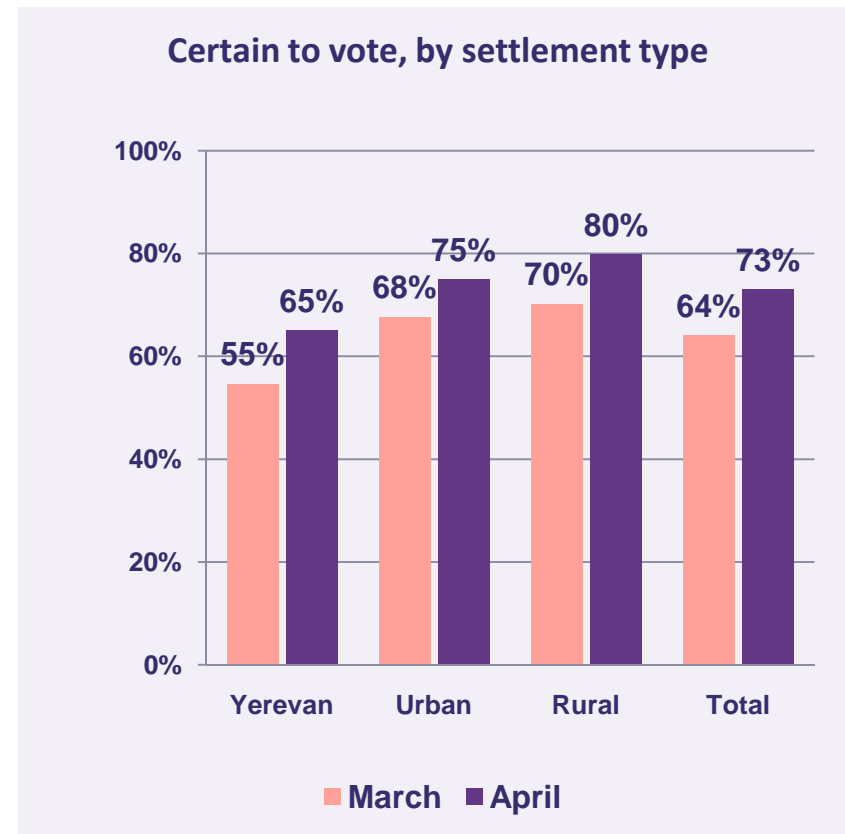
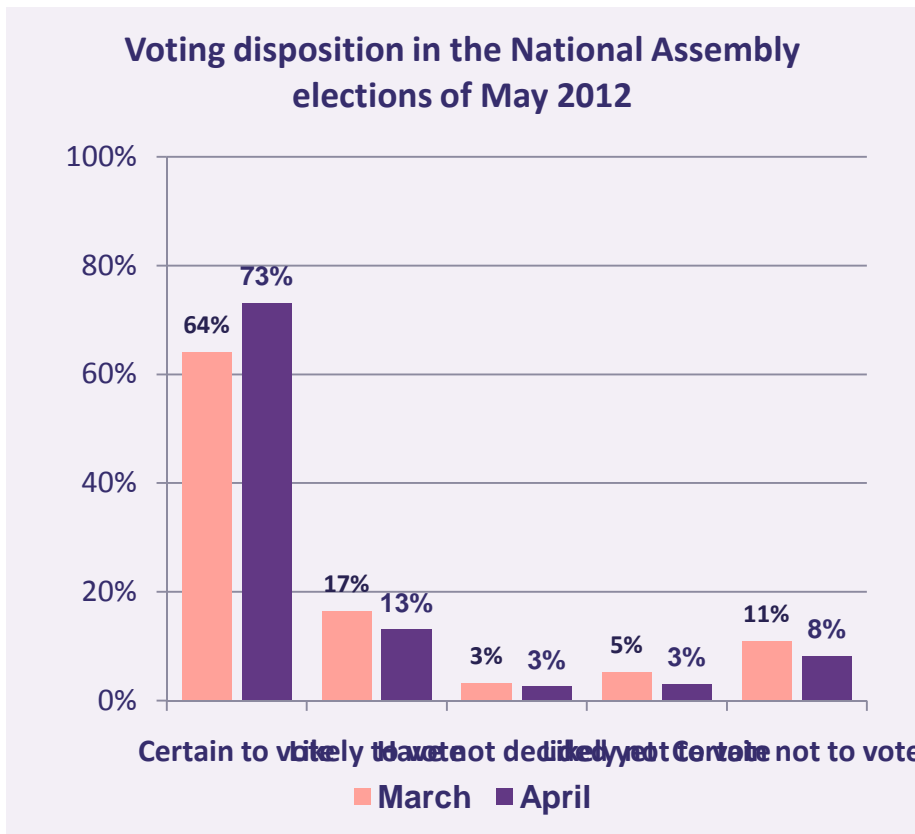
**Q19. I will now read out some statements about political life. Please tell us how much you agree or disagree with them on a scale 1-4, where 1 means strongly disagree, 2 – somewhat disagree, 3 – somewhat agree and 4 – strongly agree (Showing combined 3 and 4)**



## 4. Electoral participation and party preferences

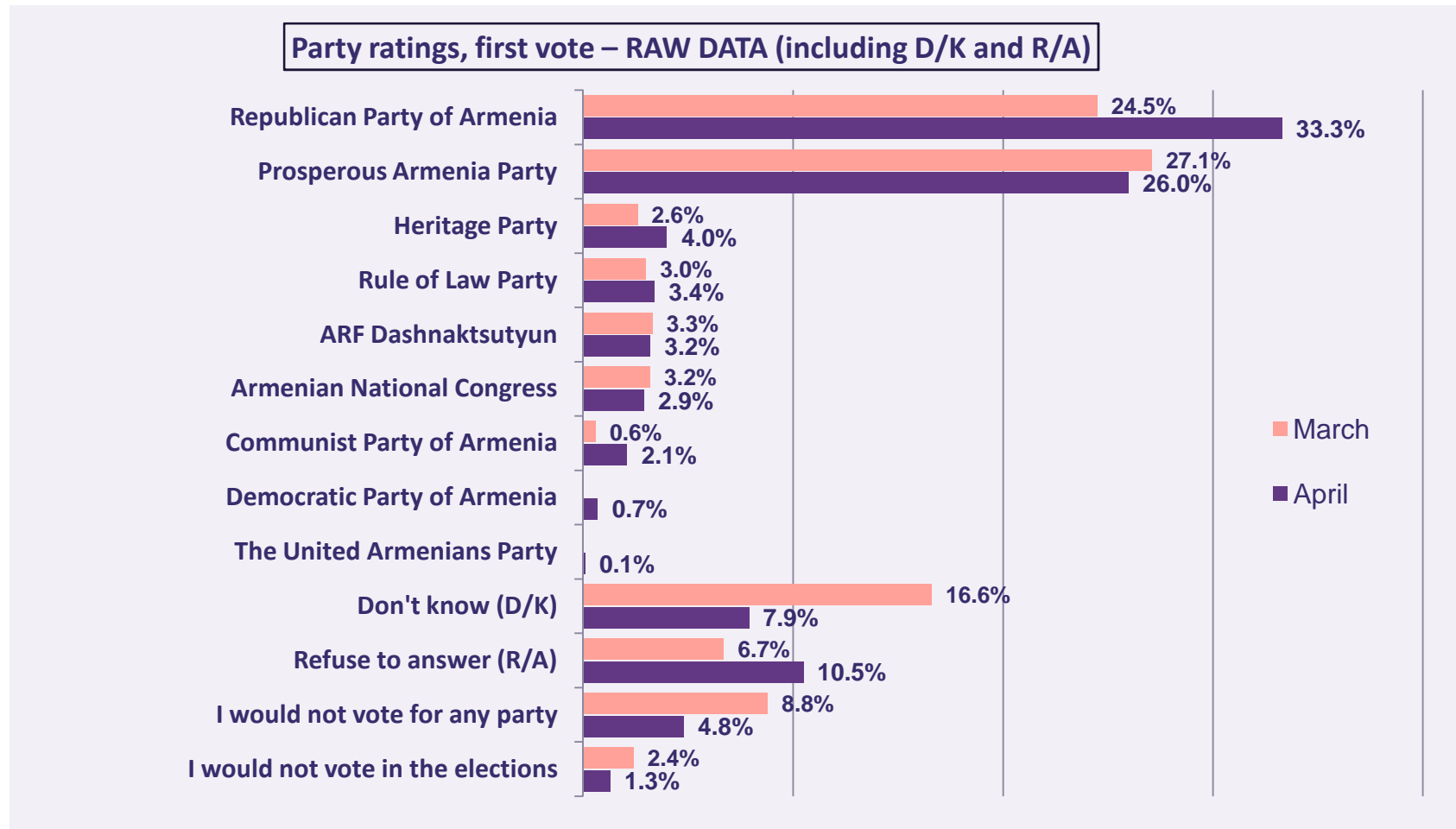
**During the campaign, the respondents throughout the country have become even more certain to vote.**

**Q6. You probably know that Parliamentary Elections will be held in Armenia on May 6. In these Parliamentary 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)*



Looking at the raw data comparison, most parties remain stable. While there is no statistically significant change for Prosperous Armenia, the Republican Party and Heritage gain most during the campaign phase and “don’t know” responses drop sharply.

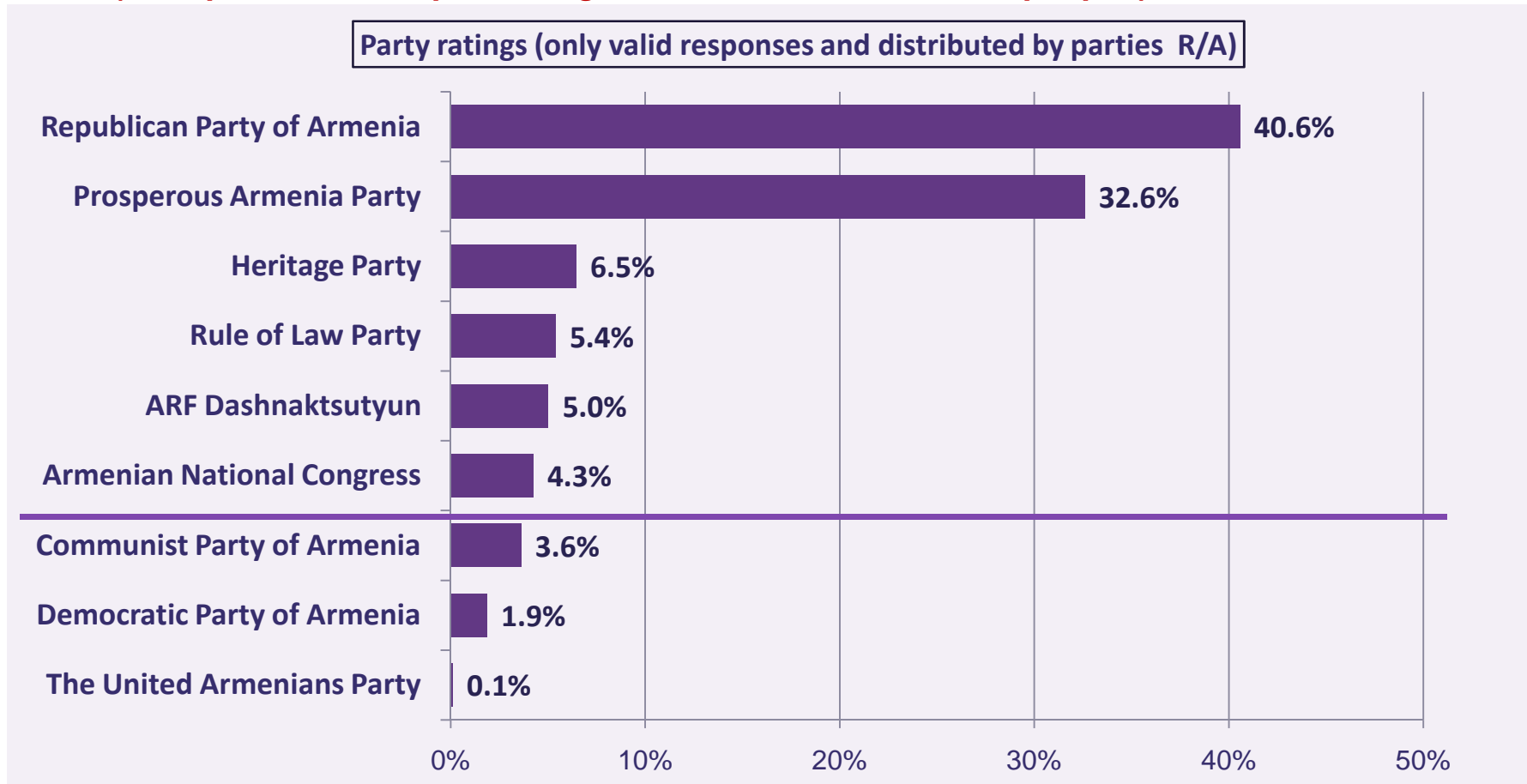
**Q7. If the Parliamentary Elections were held next Sunday, which party would you vote for?**  
*(Open-ended in March poll and prompted list of the parties registered for the elections in April poll)*





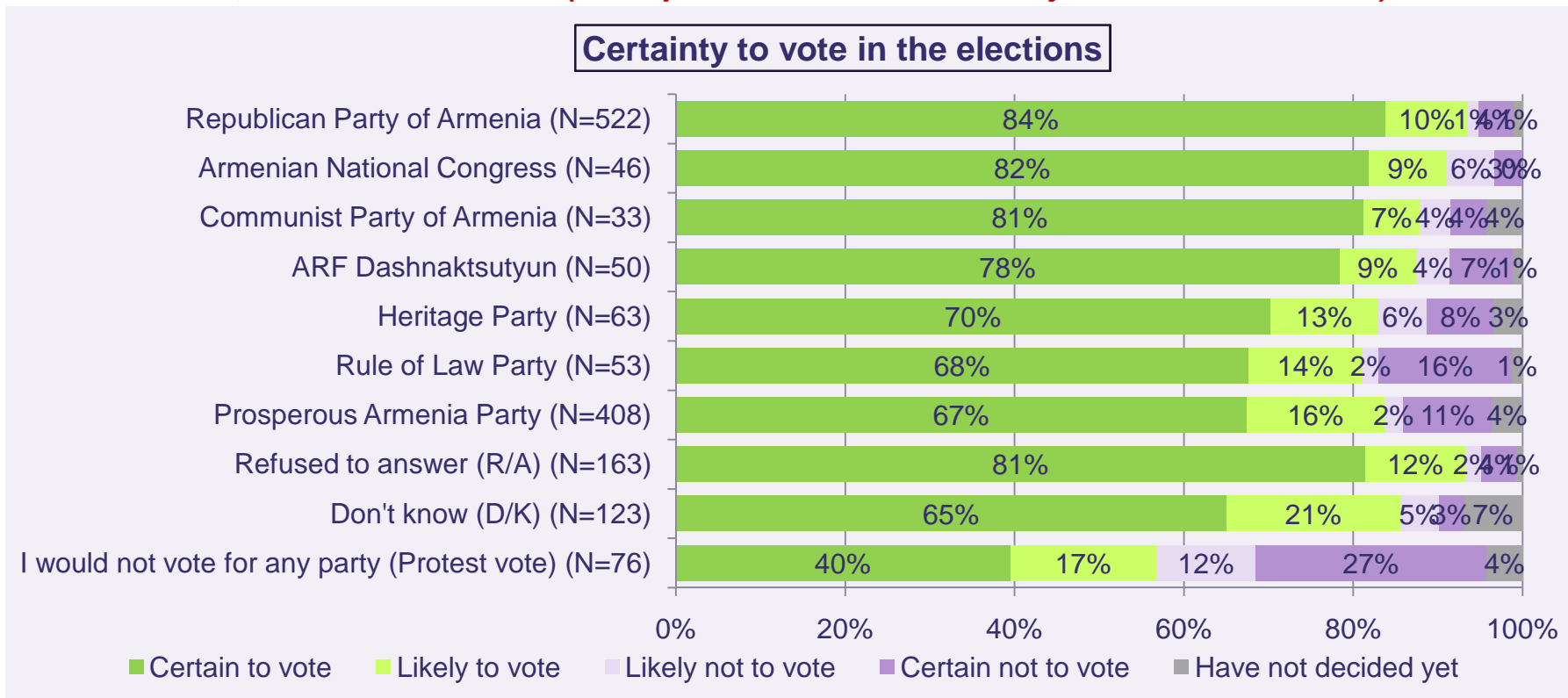
Looking at valid votes (in elections only valid votes count) and reflecting cross-analyses of “refuse to answer” responses, the Republican Party now scores 8 points higher than Prosperous Armenia, and 4 smaller parties have good chances to move into the National Assembly.

**Q7. If the Parliamentary Elections were held next Sunday, which party would you vote for? (Prompted list of the parties registered for the elections in April poll)**



**Voters of the Republican Party and of the Armenian National Congress are most certain to vote. Yet also 81% of those who “refuse to answer” are very certain to vote.**

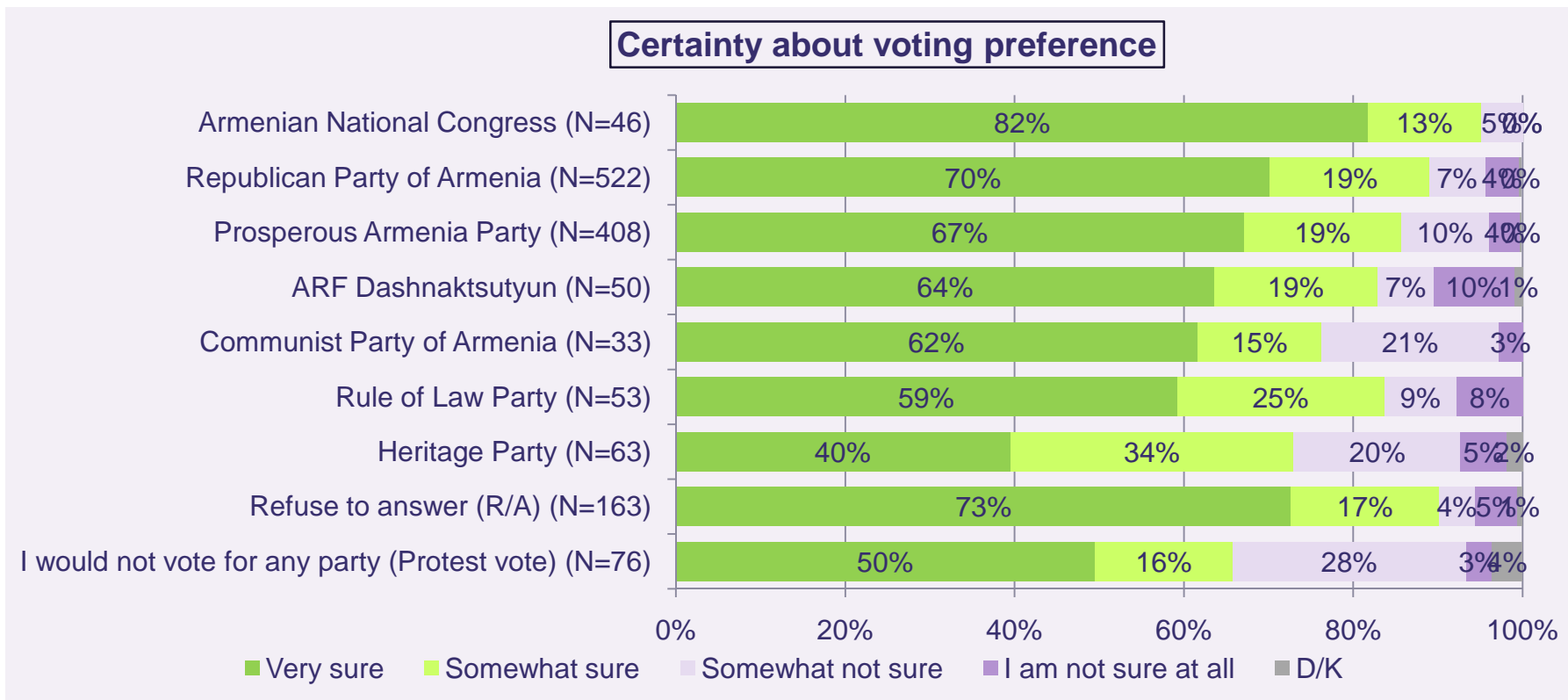
- Q7. If the Parliamentary Elections were held next Sunday, which party would you vote for? (Prompted list of the parties registered for the elections)**
- Q6. You probably know that Parliamentary Elections will be held in Armenia on May 6. In these Parliamentary Elections, are you certain to vote, likely to vote, likely not to vote, certain not to vote? (The option “Have not decided yet” was not read out)**



Asked about how certain respondents are about their chosen party, it is again those who vote for the Armenian National Congress, Republican Party or who “refuse to answer” who are most certain.

**Q7. If the Parliamentary Elections were held next Sunday, which party would you vote for?**  
*(Prompted list of the parties registered for the elections)*

**Q8. How sure are you that your decision is final?**



**Voters of Prosperous Armenia mainly vote for them because of their “charity work”. Voters of ARF Dashnaktsutyun and the Communist Party mainly vote because of their program.**

**Q7. If the Parliamentary Elections were held next Sunday, which party would you vote for? (Question with prompt list of parties participating elections)**

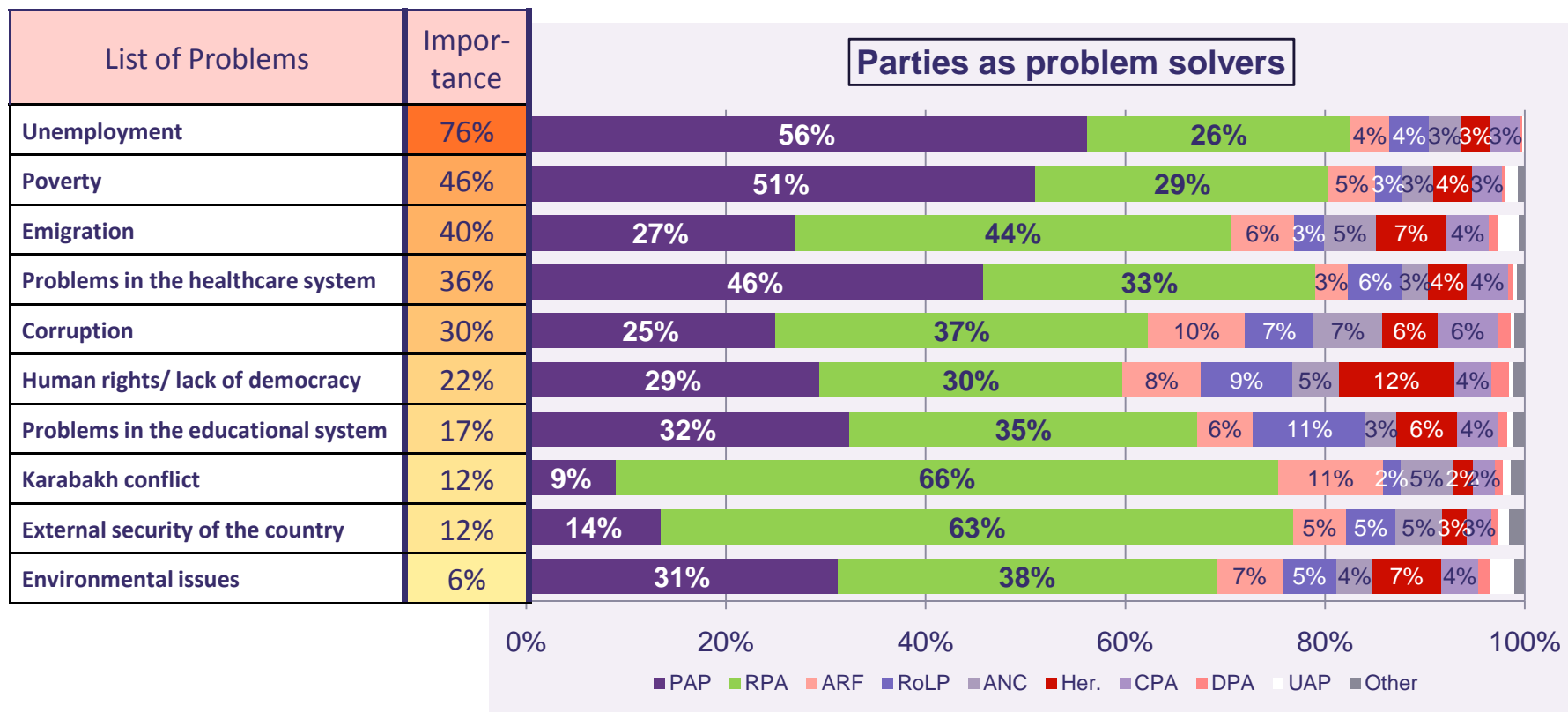
**Q9. Please tell us which are the most important reasons for you to vote for that party? You can select several options, which you consider important.**

Party	I like their political program	I trust the leader or members of the party	They help people with their charity works	I have personal links to the party or members	N
Republican Party of Armenia	50%	55%	22%	18%	496
Prosperous Armenia Party	49%	63%	82%	6%	400
Heritage Party	56%	74%	30%	4%	61
ARF Dashnaktsutyun	78%	48%	11%	9%	50
Rule of Law Party	46%	53%	35%	12%	49
Armenian National Congress	48%	43%	5%	8%	44
Communist Party of Armenia	79%	58%	25%	14%	33

Prosperous Armenia is perceived to be the best problem solver for “unemployment” and “poverty”, whereas the Republican Party is seen to deal best with “emigration” and “Karabakh”/“external security”.

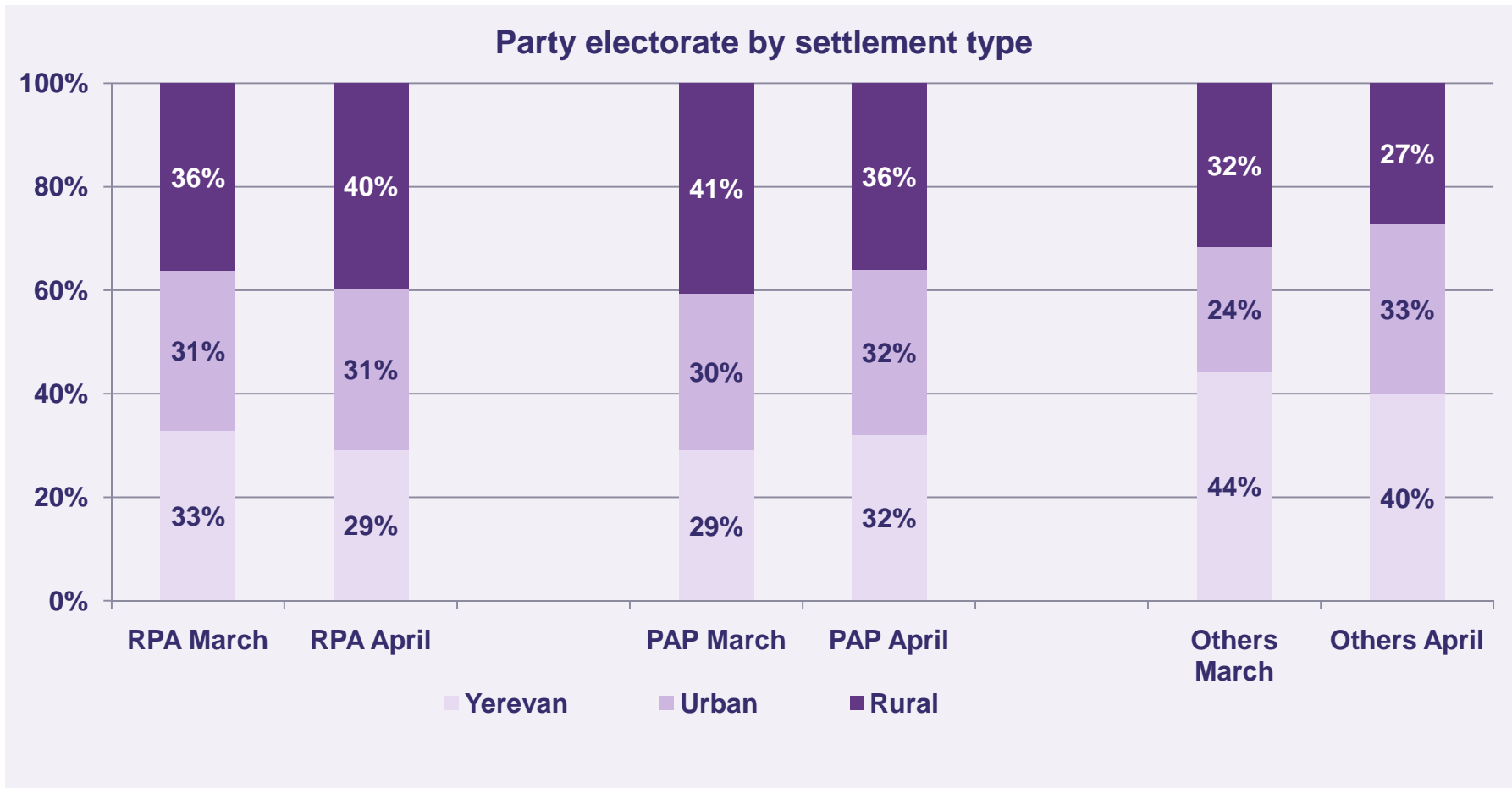
**Q24. Now I will read out a list of problems in Armenia. Please look at this list and name up to 3 most important ones.**

**Q25. Please tell us which party in your opinion could best solve those problems? (Party names were read out in Armenian alphabetic order)**



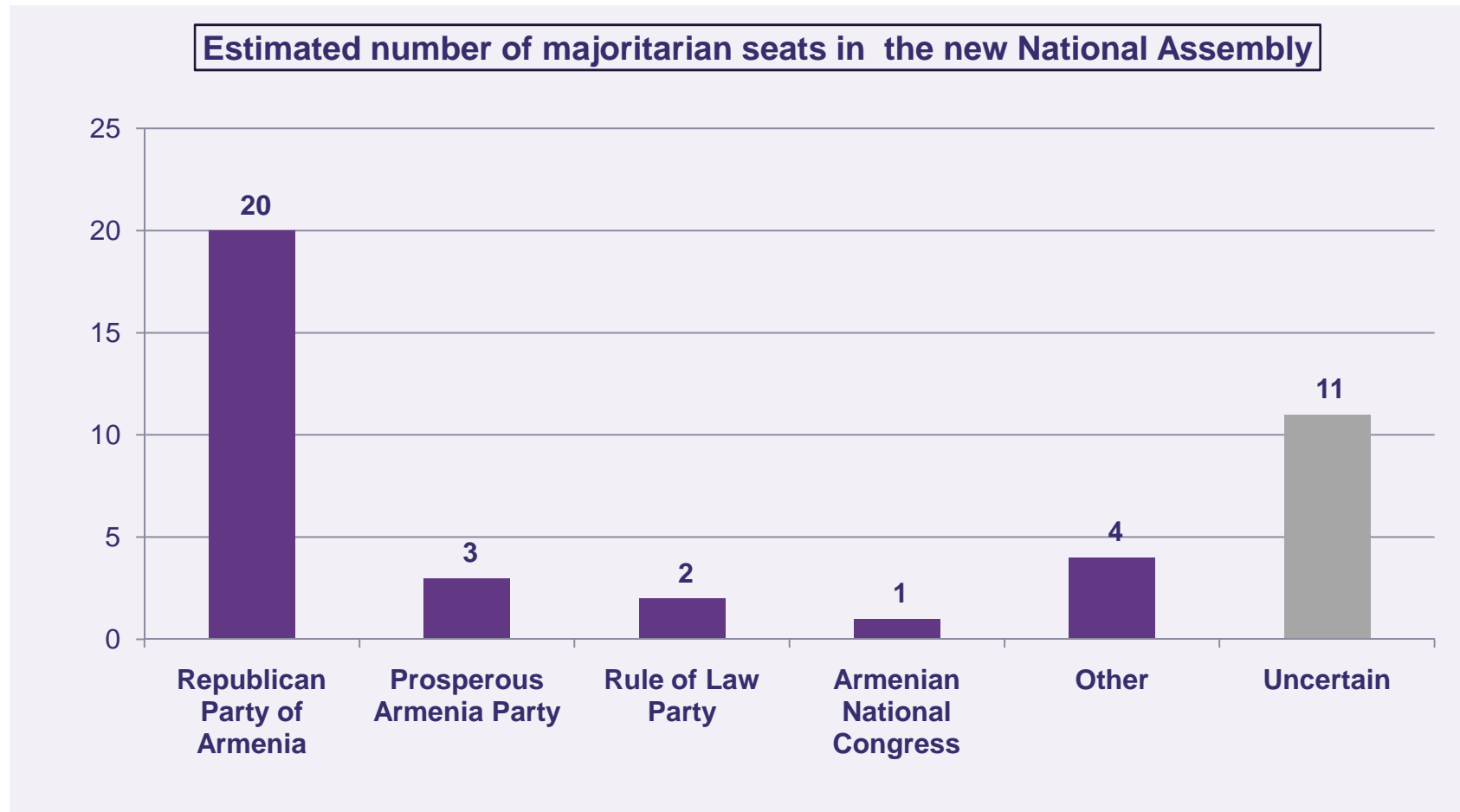
During the campaign, the 4 smaller parties mainly gained in urban areas outside of Yerevan. Besides, Prosperous Armenia lost some support in rural areas.

**Q7. If the Parliamentary Elections were held next Sunday, which party would you vote for? (Question with prompt list of parties participating elections), by settlement type**



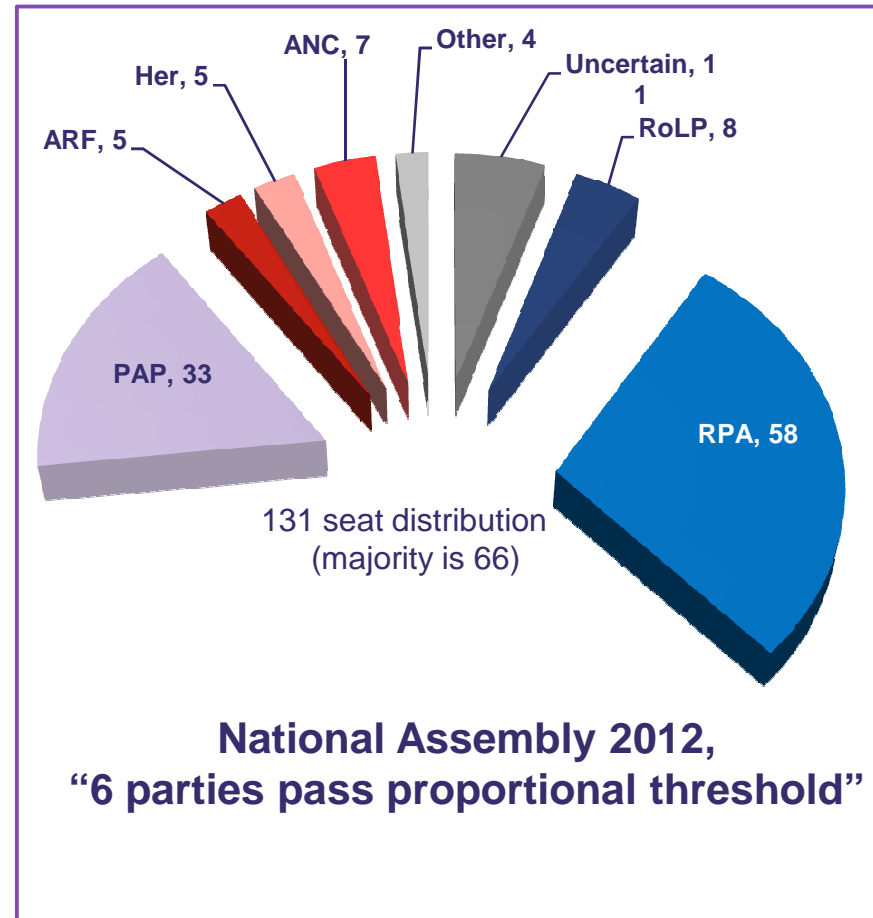
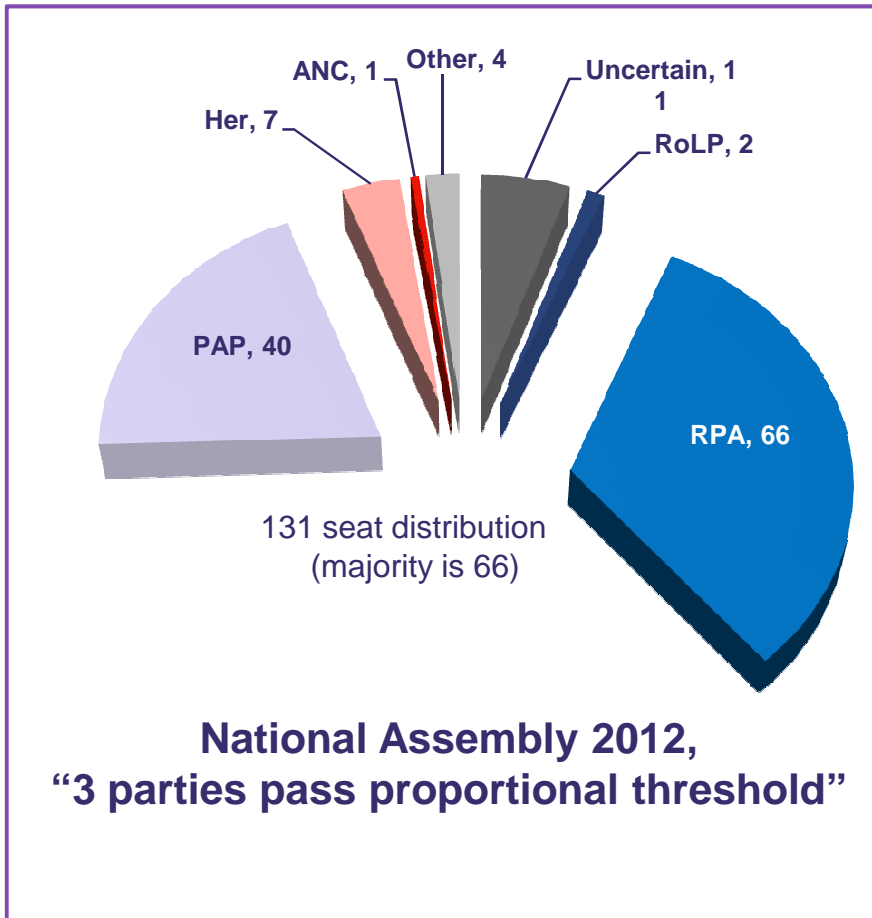
While no precise prediction can be made for 11 districts, the outcome of 30 majoritarian districts appears clear, among them 20 who are likely to be won by Republican candidates.

**Q12. If you already know, could you tell us whom would you like to vote for as your direct majoritarian representative in the upcoming Parliamentary Elections on 6 May, 2012? (Indicate the name of the candidate)**



As four parties are still very close to the 5% threshold (7% threshold for bloc ANC), we show the two most “extreme” of the likely scenarios.

**Q7. If the Parliamentary Elections were held next Sunday, which party would you vote for?**  
*(Question with prompt list of parties participating elections)*







TNS opinion



Thank you for your attention

## Poll: Last Assessment of Pre-Electoral Armenia

Հարցում. Հայաստանի նախընտրական իրավիճակի  
վերջին գնահատումը

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