



Poll conducted in Armenia: main findings

November 2010

Methodology

- 1,208 interviews conducted face to face 15th-18th October 2010. Data accurate to a margin of error of +/-2.8% at 95% confidence.
- Interviews were conducted in all 10 Armenian marzes and in all Yerevan communities. The sample was distributed proportionally to reflect the population distribution in Armenia, with 37.5% of interviews conducted in Yerevan and 62.5% in marzes.
- 2 to 5 rural communities and 1 to 2 urban communities were chosen from each region. The number of villages and cities chosen was based on the size of a region and the selection of villages and cities was made to reflect the geographical distribution within a region.
- Interviewers selected households to approach using the random walking to ensure no selection bias. 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 3 call backs were made to conduct the interview later. If a call-back was not successful or if a respondent could not take part for other reasons they were substituted with a respondent of the same demographic characteristics (gender, age and educational level).

Quality control

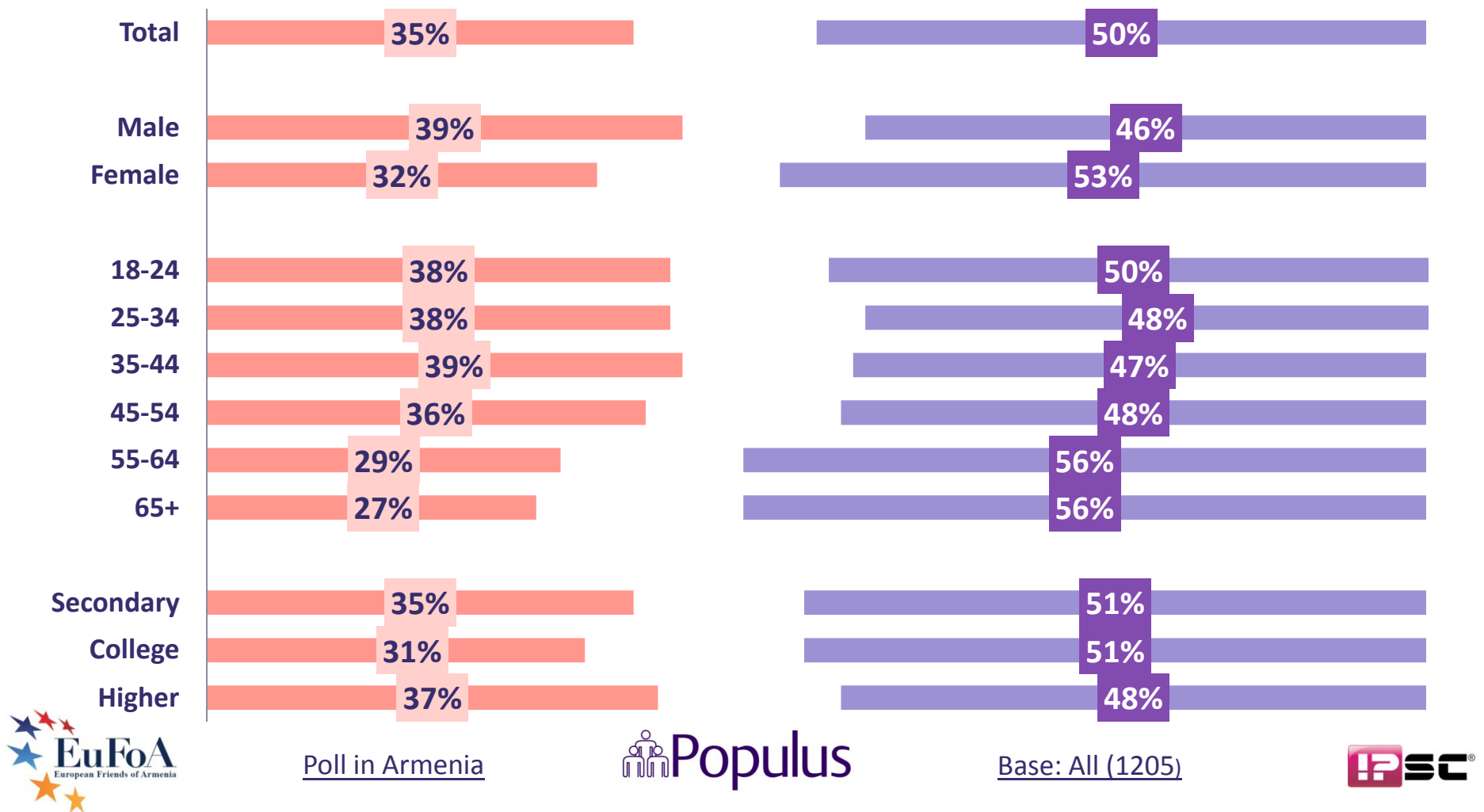
- Completed questionnaires were checked by a data manager in order to ensure a high level of interviewing. Route records were checked to ensure that interviews had been selected randomly. 16% of interviews conducted were accompanied by co-ordinators to ensure that interviews were of a high quality.
- All questionnaires were monitored by the Fieldwork Manager signs of systematic errors and by a Data Analyst to check that answers were logically consistent.
- 29% of the sample was called back by IPSC to confirm demographic details and that the interview took place in the conditions recorded.
- 3.6% of questionnaires were checked by IPSC return visits. 25% of inputted questionnaires were checked to ensure 100% accuracy. In total, 13 interviews were rejected (1.1%) and 11 new ones conducted to compensate.
- 10% of interviews were randomly selected by Populus and called back to confirm key demographic information and two opinion questions. This consistency back-check resulted in the precautionary elimination of 6 interviews – a statistically insignificant number.
- Extensive mathematical checks were conducted on the data file by Populus to see if there were any logically inconsistent or inaccurate interviews. No cases of this sort were found.
- Randomly selected original poll questionnaires were reviewed by Populus to confirm that they were conducted and recorded professionally and accurately.

Life in Armenia

Half of all Armenians think the country is generally going in the right direction – a clearly positive finding

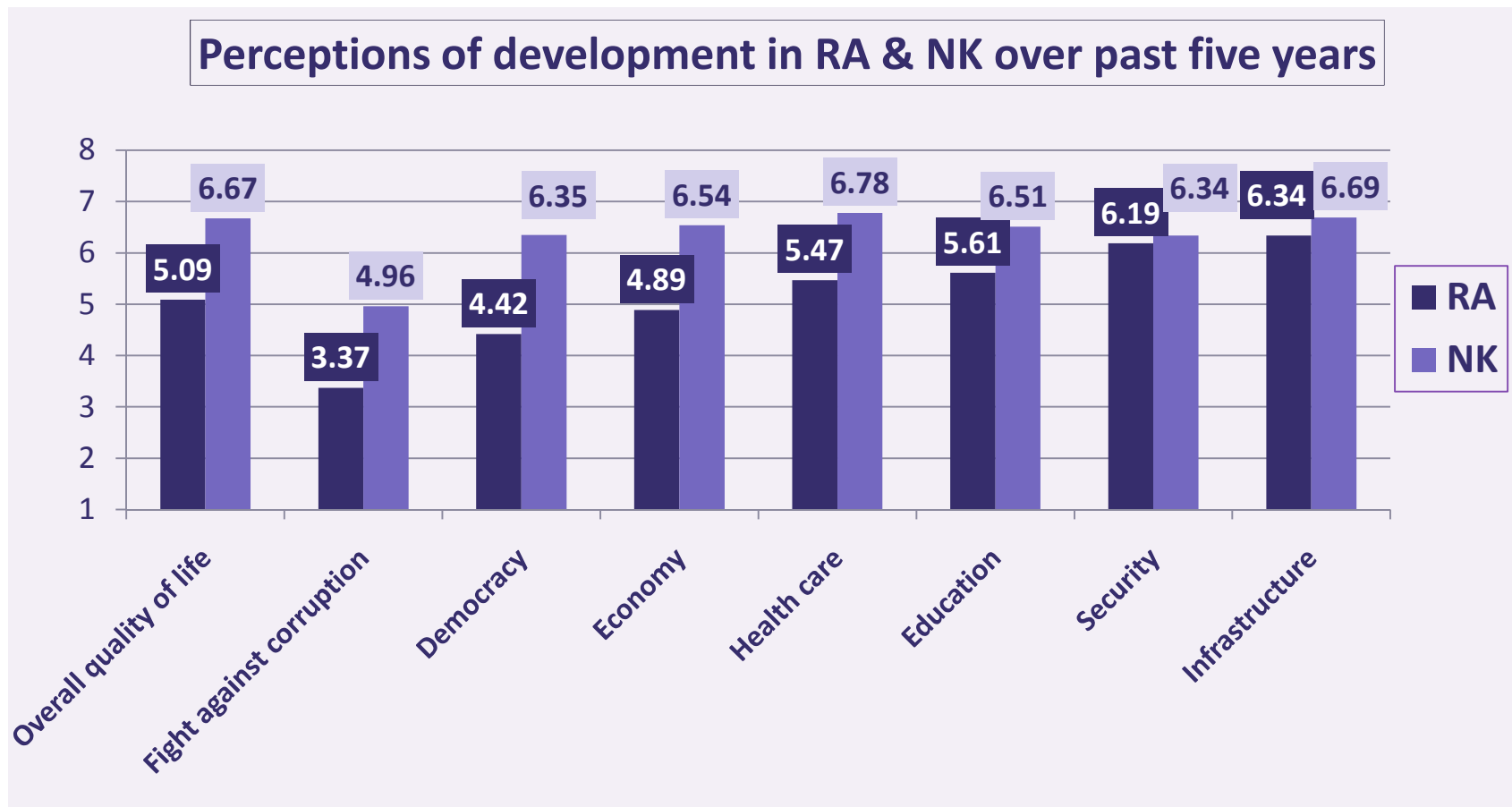
Q Do you believe that the political life of the country is generally going in the right or wrong direction?

Is Armenia's political life going in the wrong or right direction?



This positivity is due to some major improvements Armenians believe have occurred in the past five years, but they are much less positive about progress in democracy & the fight against corruption. They are even more positive about NK.

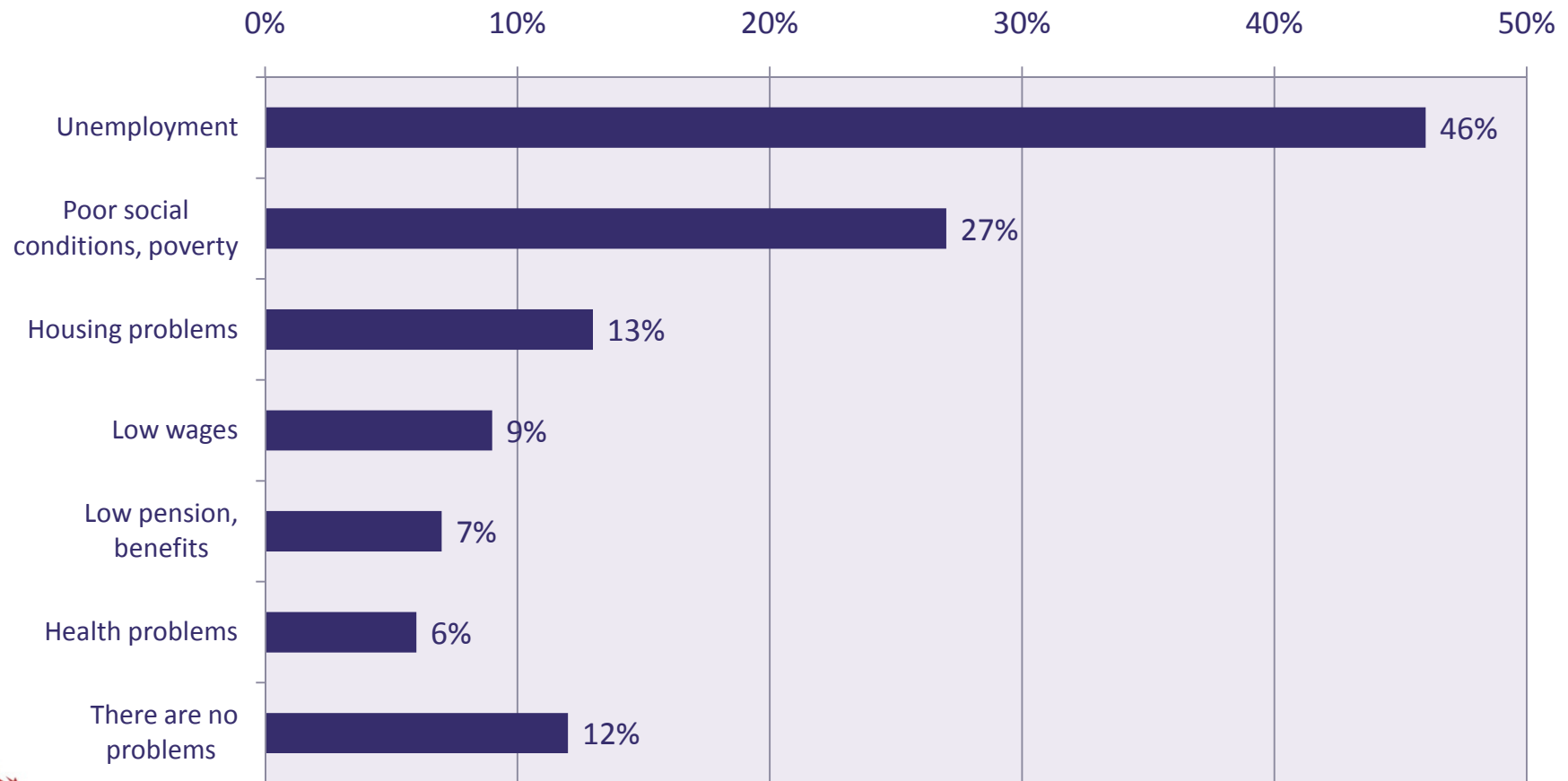
Q *In your opinion, how well developed are the following aspects of RA / NK compared to the situation 5 years ago? Please evaluate by 10 degree scale, where 1 is not developed at all and 10 is very developed*



Unemployment is overwhelmingly the issue Armenians are most concerned about for their families.

Q Please specify the most pressing problem which your family faces nowadays? **Open question (Total mentions)**

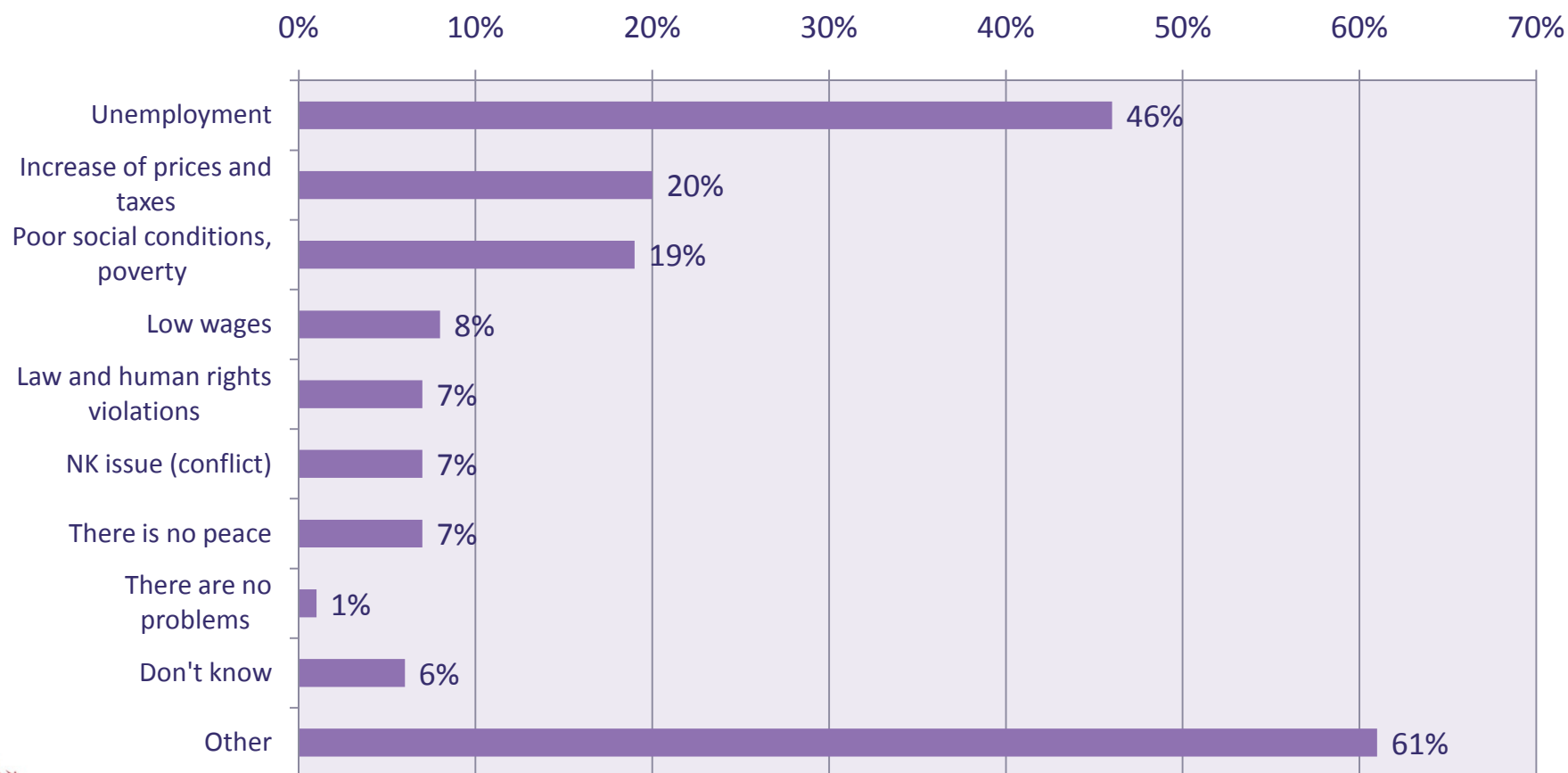
Most pressing problems facing people's families



Almost half say unemployment is a major problem for the country too.

Q Please specify the most pressing problem which RA faces nowadays? *Open question (Total mentions)*

Most pressing problems facing RA

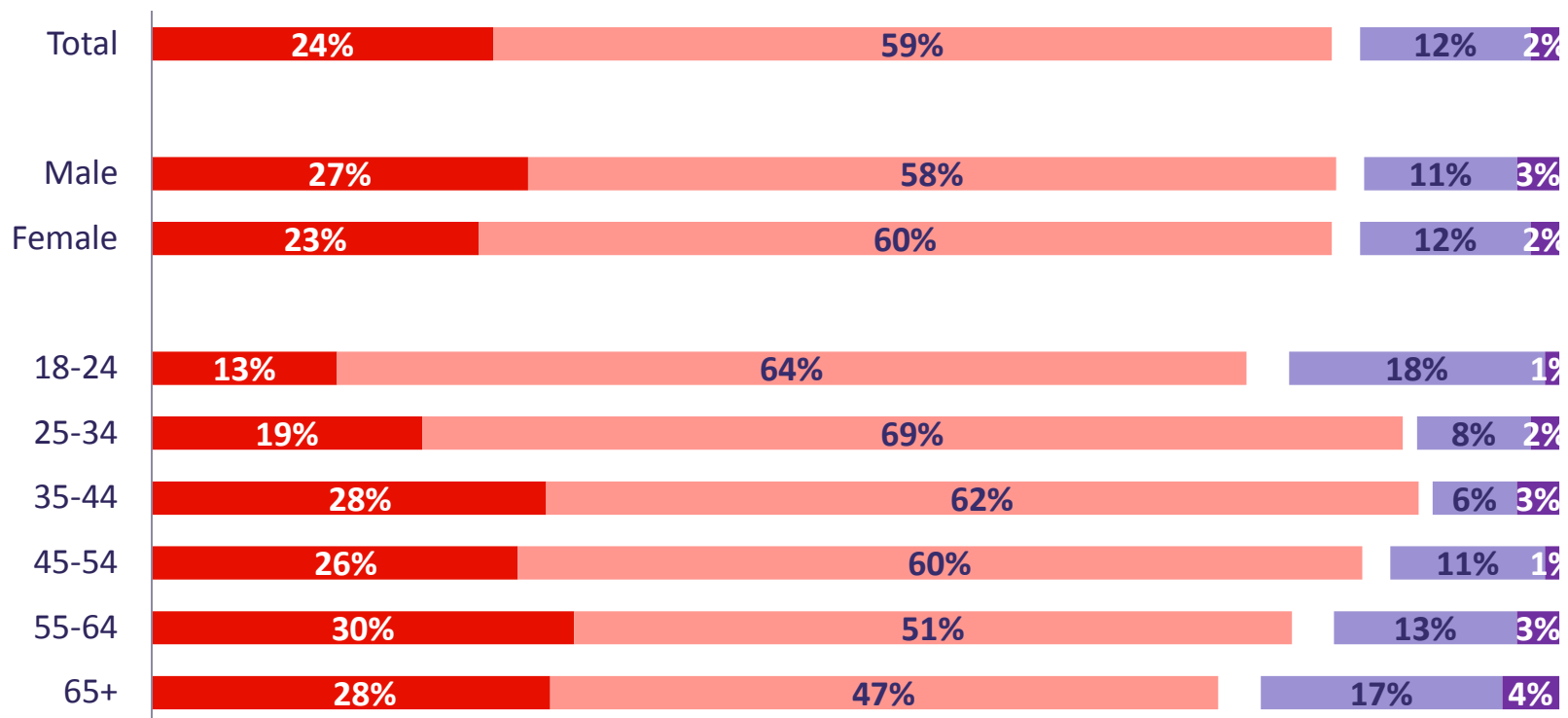


Very few Armenians think their government represents them well. While they are positive about the country generally, they are not about the political leadership at large

Q In your opinion, how well does your country's Government represent the interests of its population?

How well people feel their Government represents them

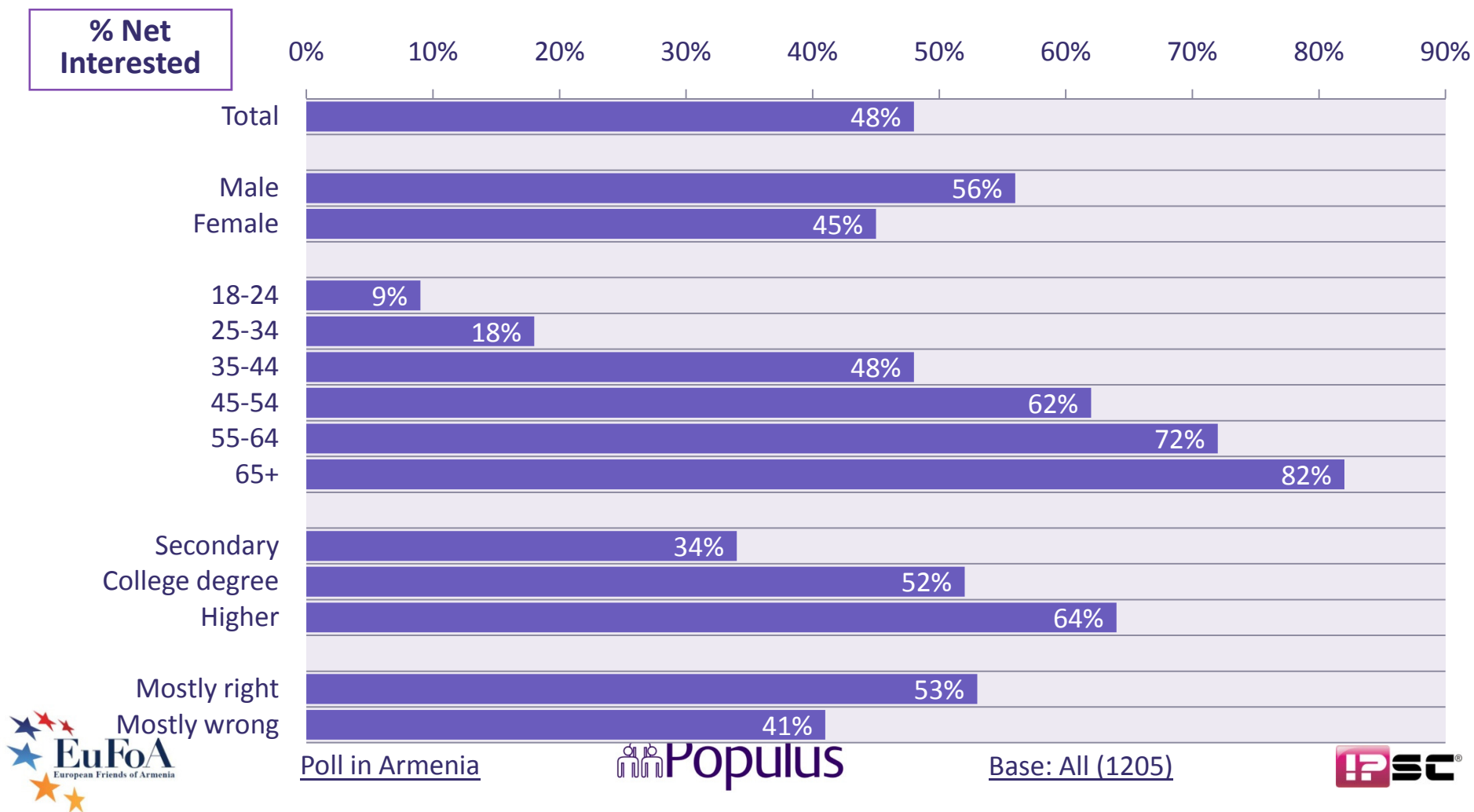
■ Does not represent at all ■ Represents somewhat ■ Represents quite well ■ Represents very well



Interest in the socio-political & economic life of Armenia varies significantly by age and education

Q Could you please tell us how interested you are in socio-political and economic life in RA?

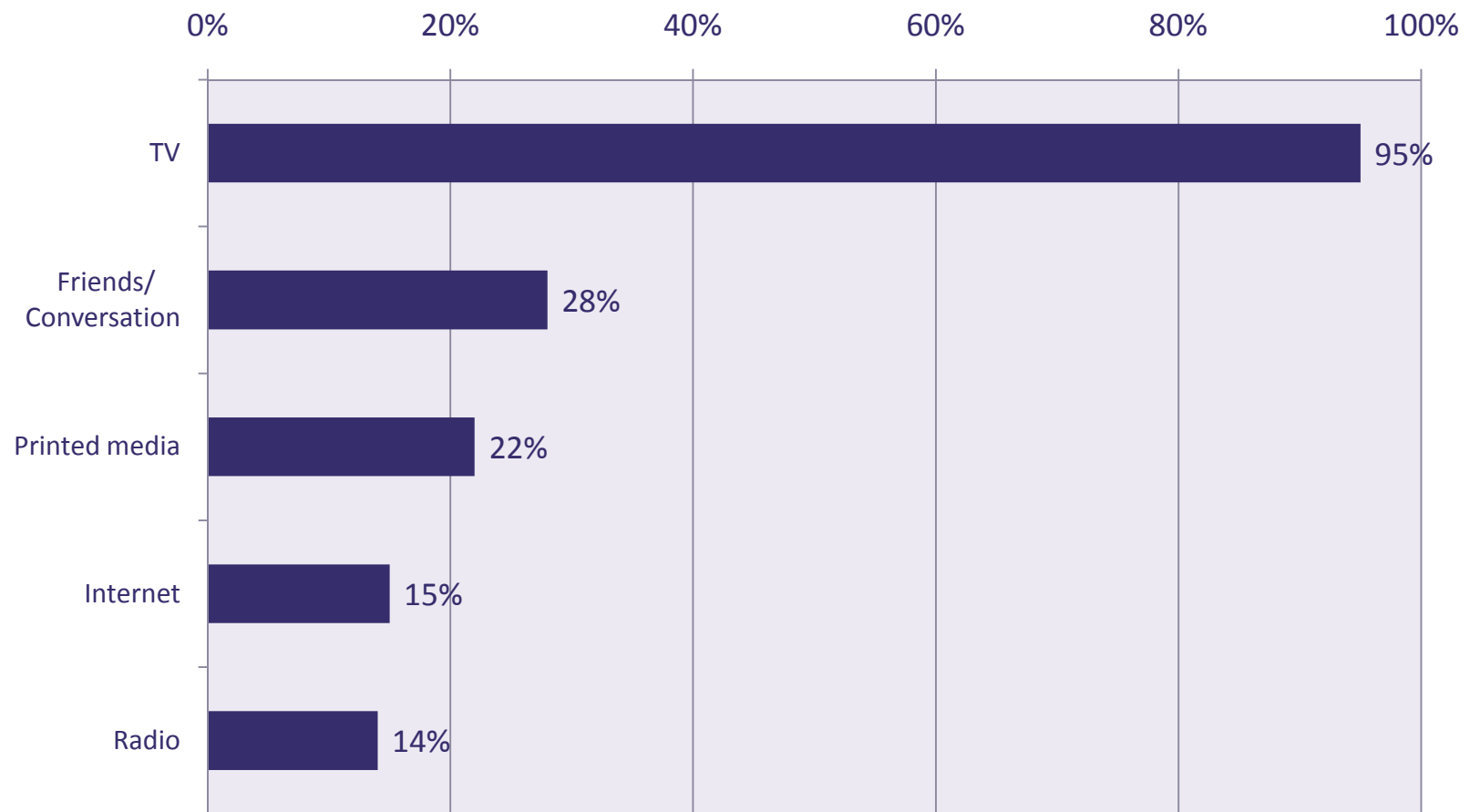
People's interest in the socio-political & economic life of RA



TV is by far the main source of information about socio-political news and events in RA

Q How are you usually informed of socio-political news/events on RA? Please specify and rank up to 3 mostly used sources of information. **(Total mentions)**

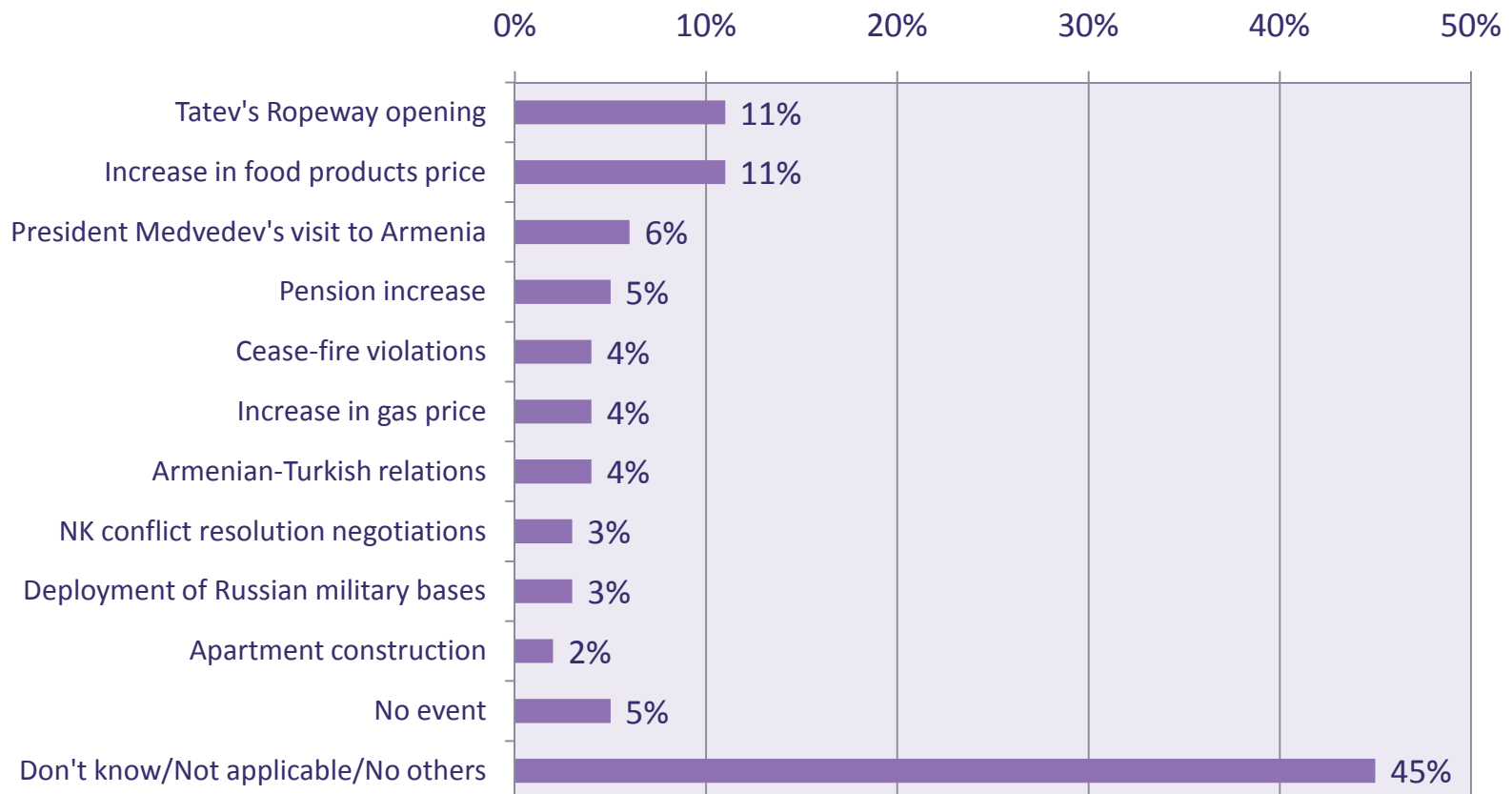
Main sources of information about RA



Although many Armenians they were interested in socio-political affairs, almost half couldn't identify a socio-political event that had taken place in the last three months

Q Please specify what you think are the most remarkable socio-political events that have taken place in RA during the last three months. **Open question (Total mentions)**

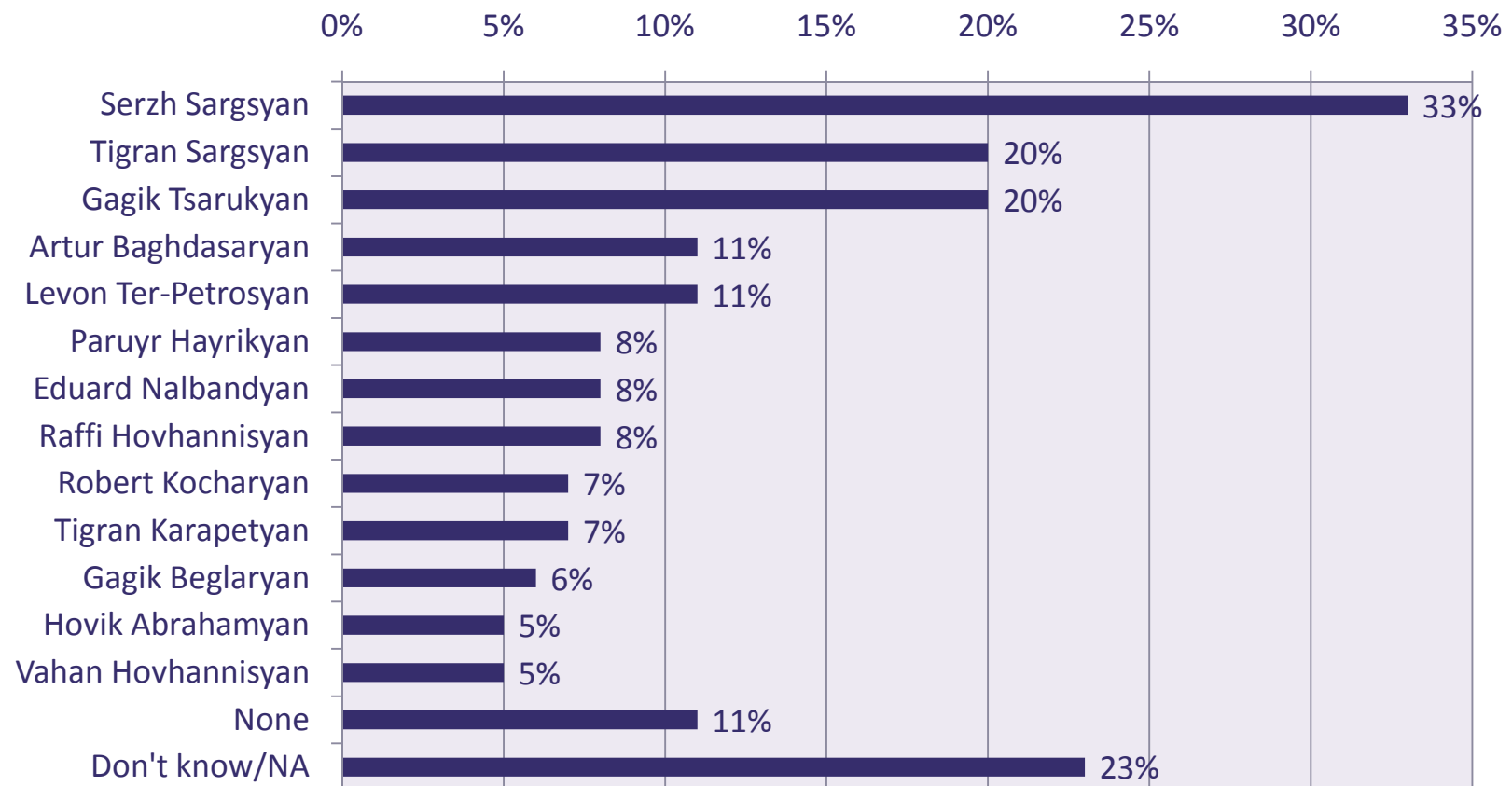
Most remarkable recent events in RA



Armenians are most informed about the President. The Prime Minister is joint-second with Gagik Tsarukyan

Q Please name up to 5 politicians, whose current activities you are informed about the best. **(Total mentions)**

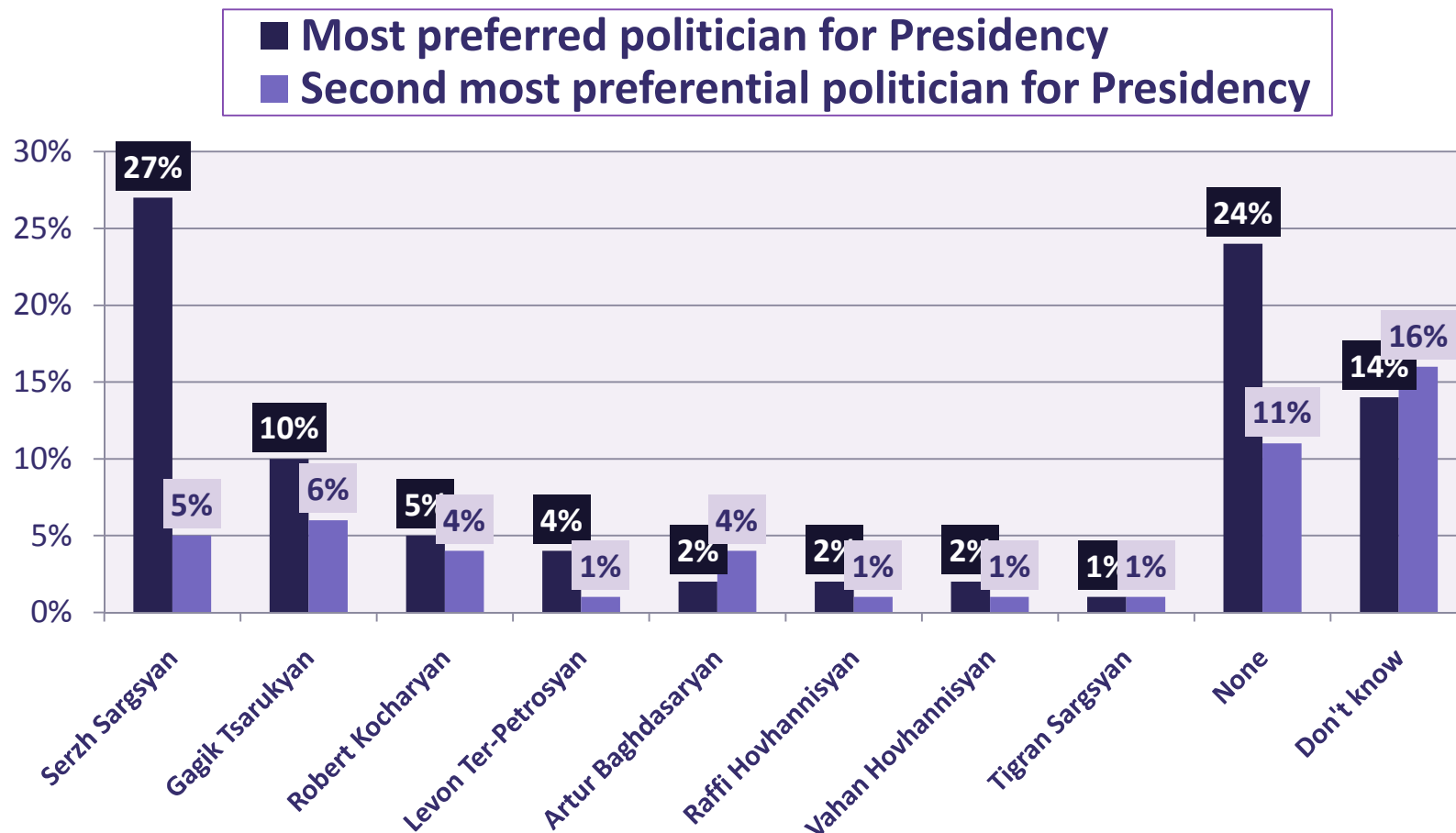
Politicians people are best informed about



Serzh Sargsyan has a strong lead as the most preferred politician for presidency, while many people say they don't know who they would vote for or that they wouldn't vote for anybody

Q *If Presidential Elections were conducted next Sunday which politician would you personally vote for?
Who you would vote for, in case if your preferred politician does not participate in elections?*

Voting intention for Presidency

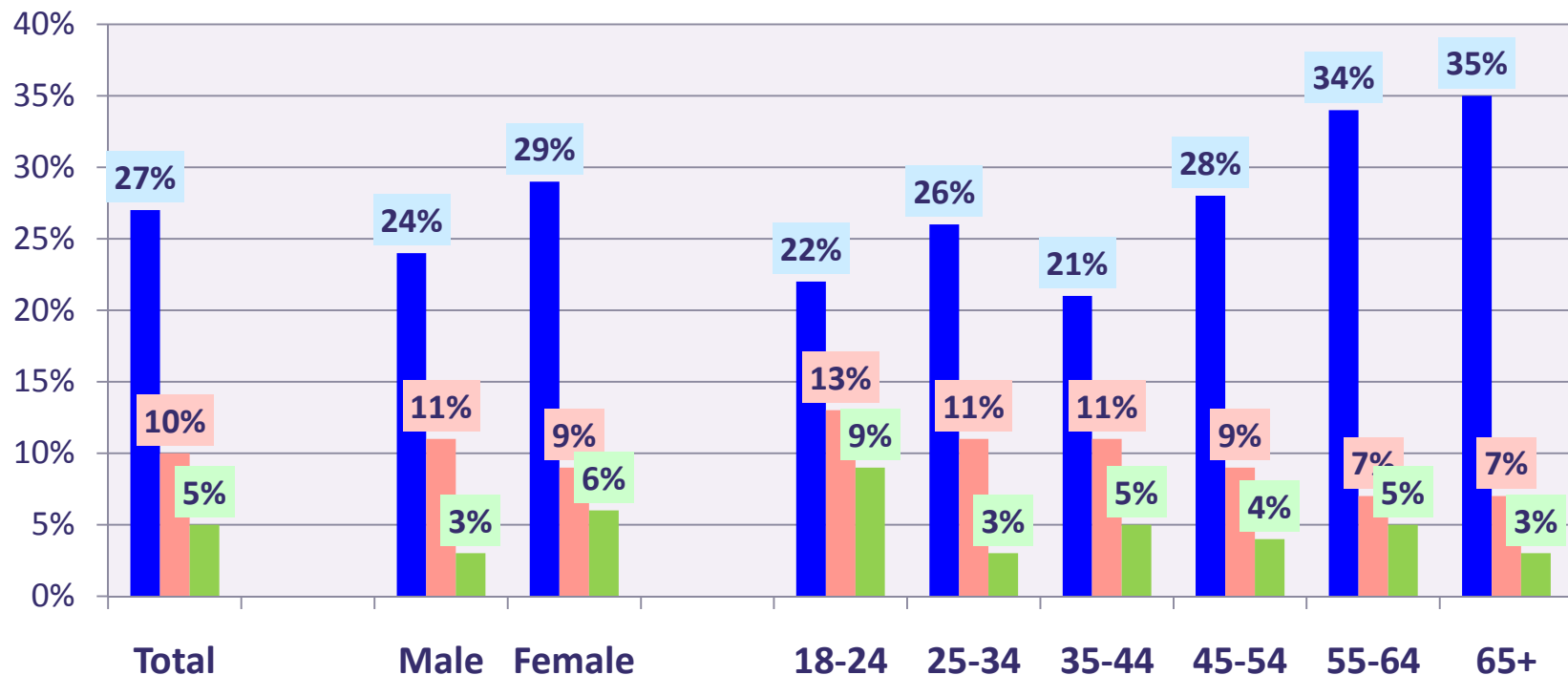


President Sargsyan leads among every demographic group, but most strongly among older voters

Q If Presidential Elections were conducted next Sunday which politician would you personally vote for?
Who you would vote for, in case if your preferred politician does not participate in elections?

Voting intention for Presidency: demographic comparison

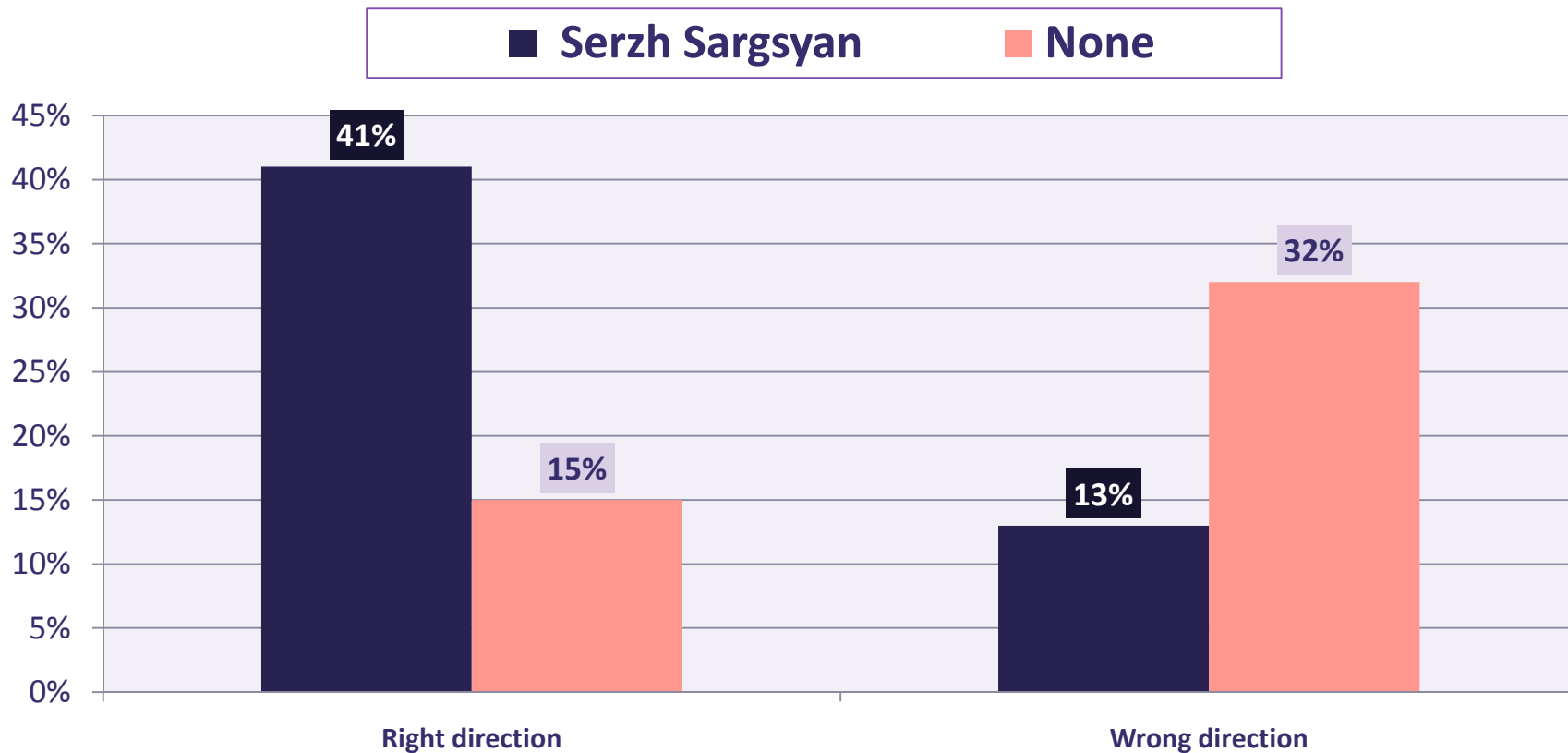
■ Serzh Sargsyan ■ Gagik Tsarukyan ■ Robert Kocharyan



People who thought the country was heading in the wrong direction were particularly likely to say they wouldn't support anyone

Q If Presidential Elections were conducted next Sunday which politician would you personally vote for? **Open question**

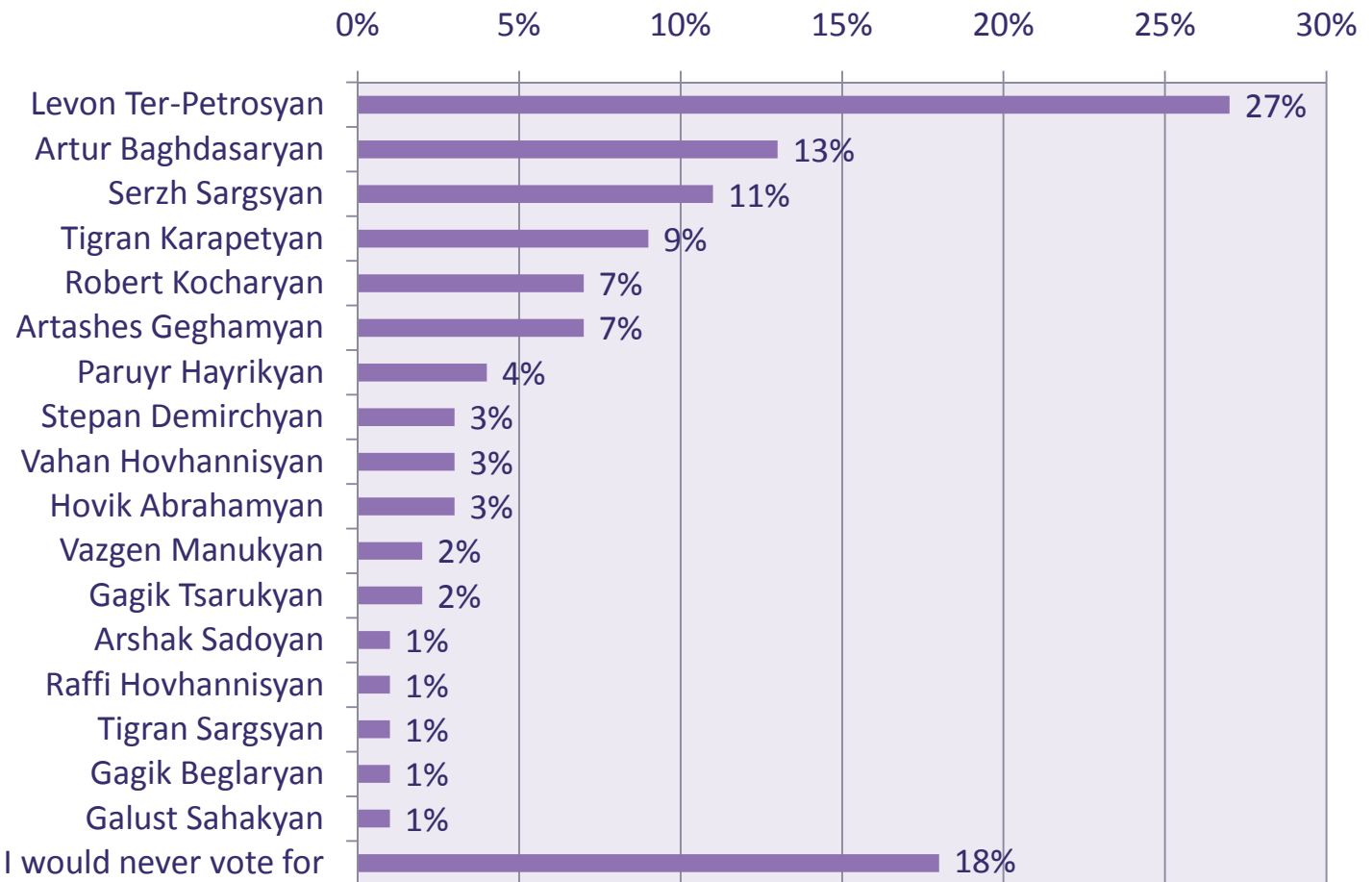
Voting intention for Presidency



More than a quarter of people say they would never vote for Levon Ter-Petrosyan, more than twice as high as any other politician

Q Which politicians would you never vote for in the elections?

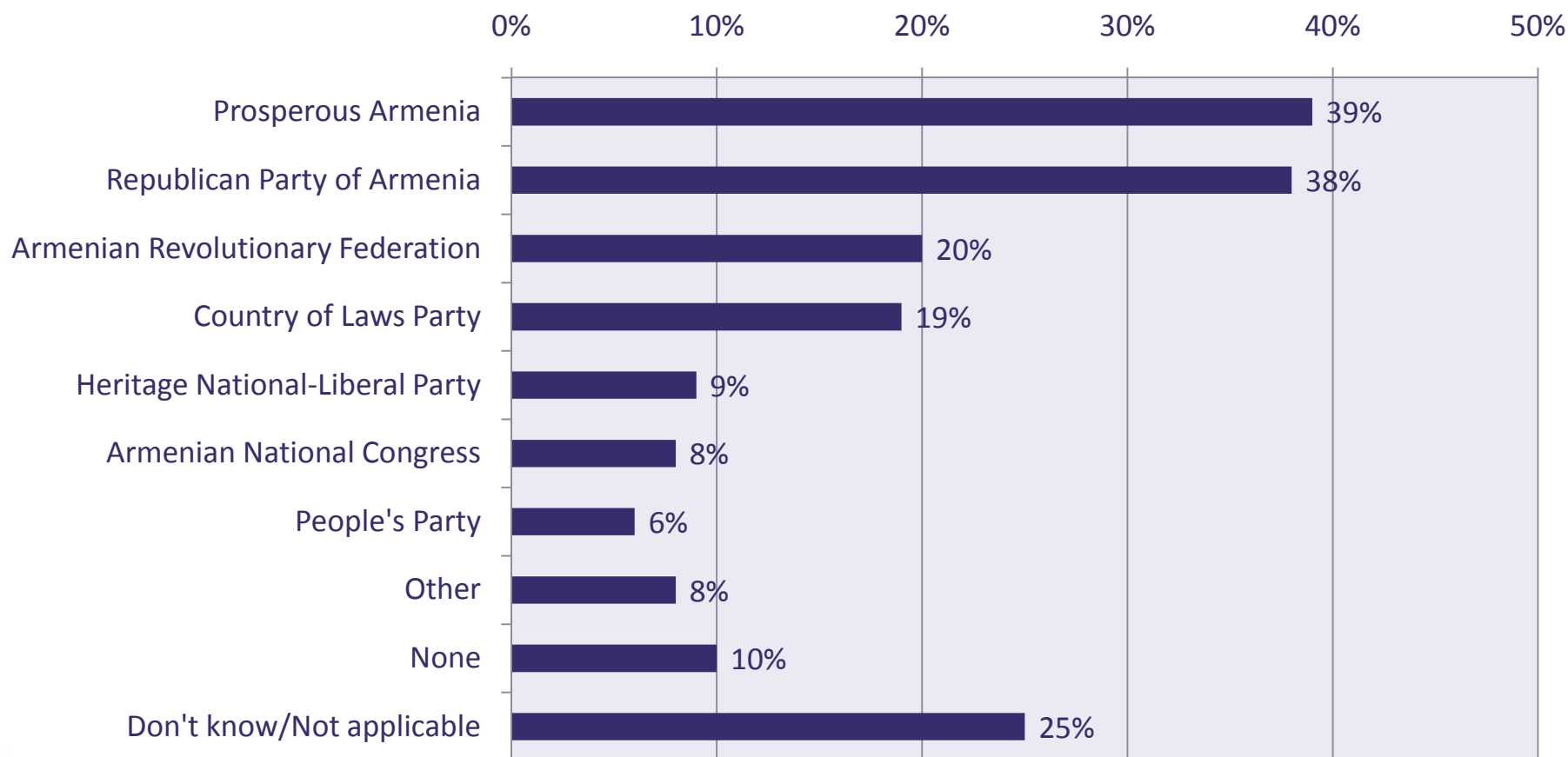
Politicians people would never vote for



Prosperous Armenia and the Republican Party of Armenia are the two parties people are most informed about

Q Please name up to 5 parties, whose current activities you are informed about the best. **(Total mentions)**

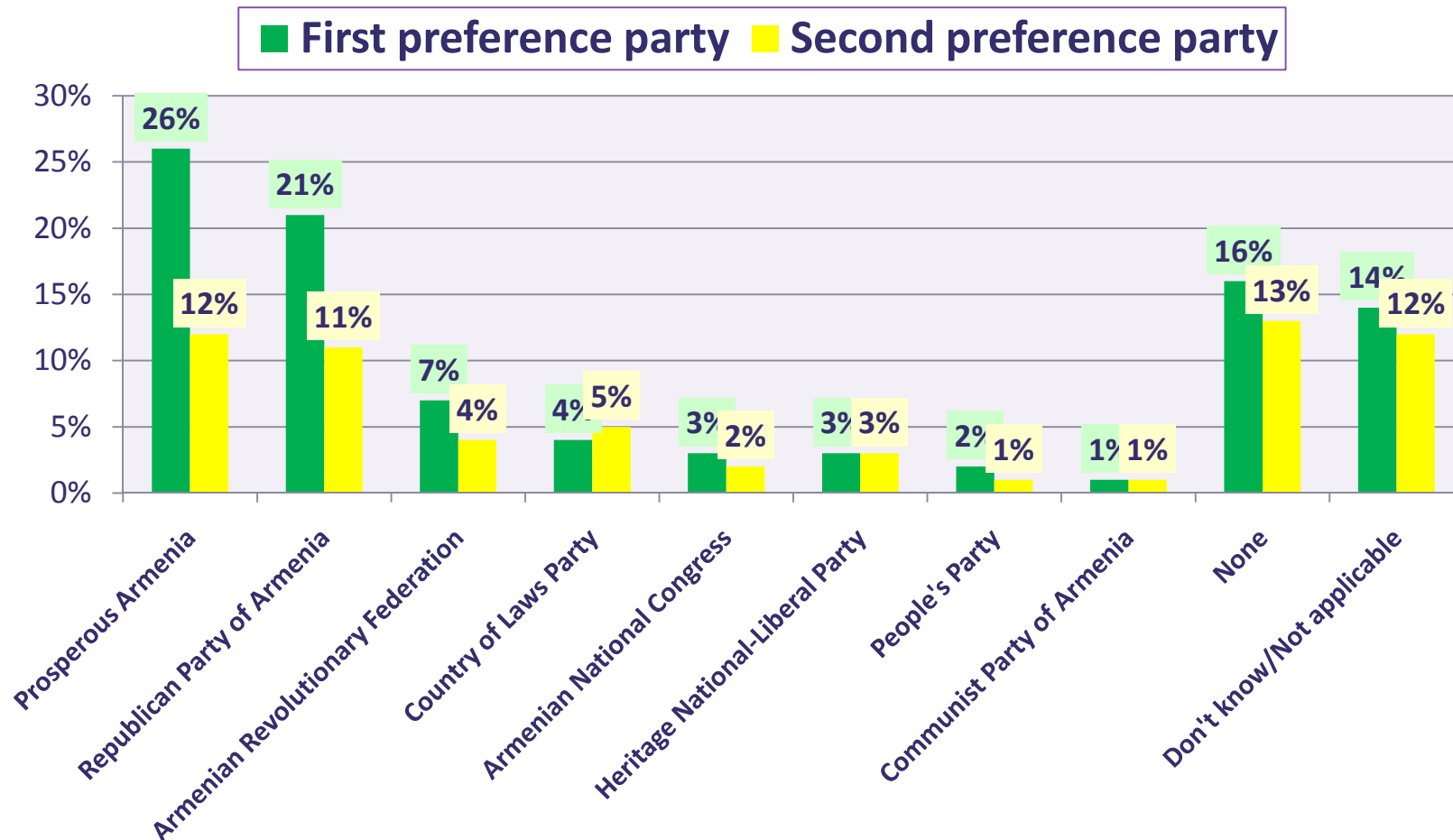
Parties people are best informed about



Support for the President's party is lower than it is for the President himself

Q *If Parliamentary Elections were conducted next Sunday which party would you personally vote for?
If we imagine that the party that you have named does not take part in elections, who would you vote for then?*

Voting intention for Parliament

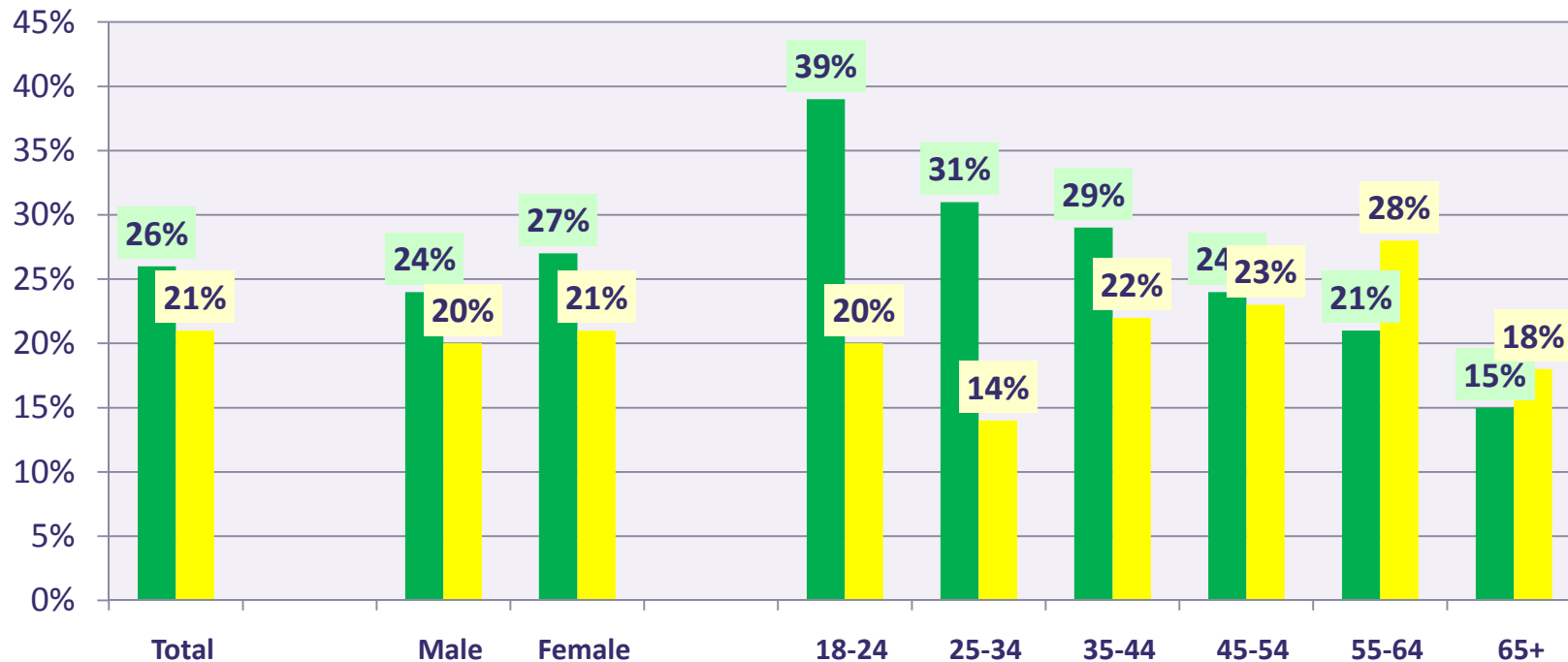


Younger people are particularly likely to support Prosperous Armenia

Q If Parliamentary Elections were conducted next Sunday which party would you personally vote for?
Open question

Voting intention for Parliament: demographic comparison

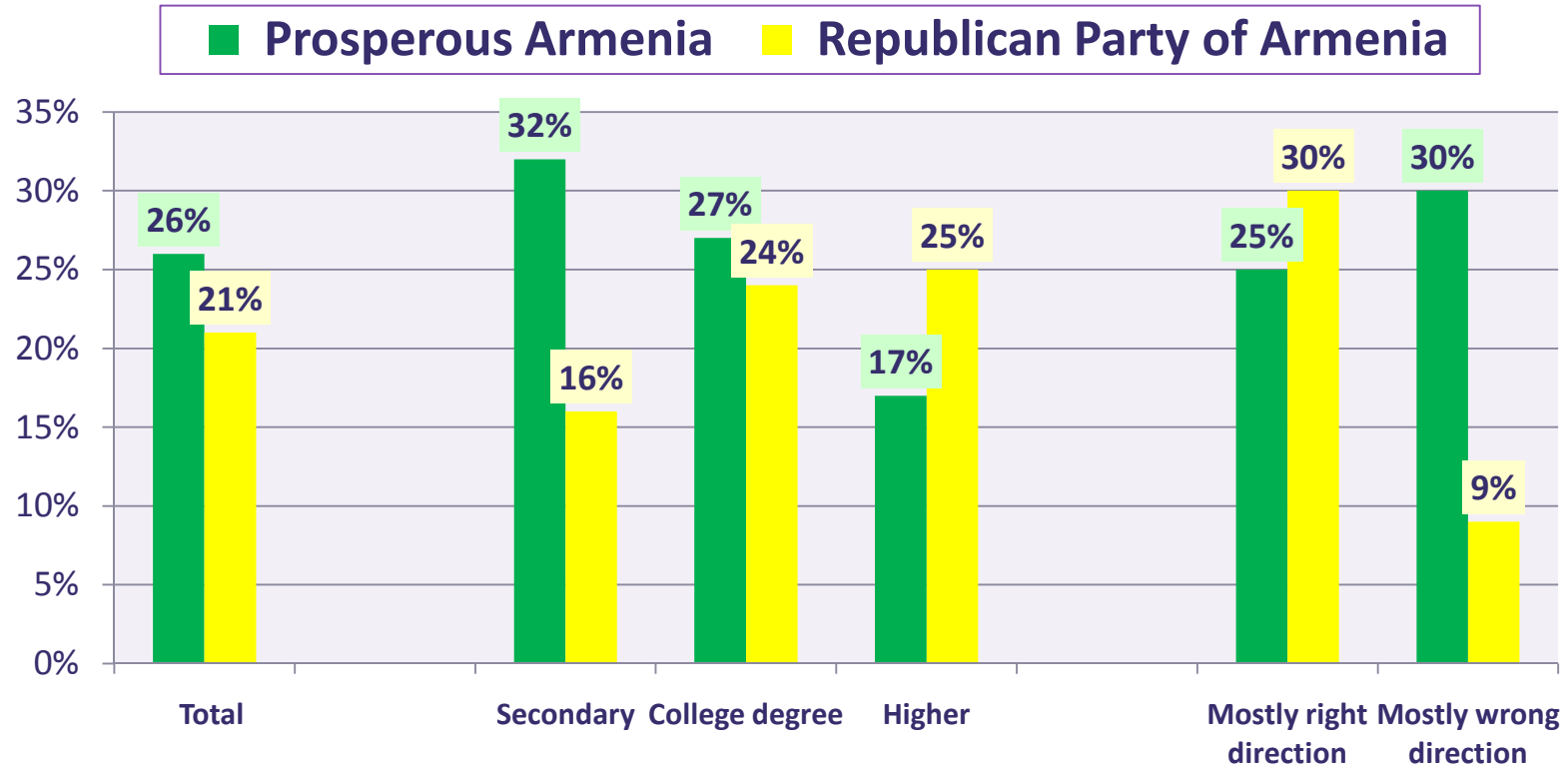
■ Prosperous Armenia ■ Republican Party of Armenia



People with better education & those who think the country is going in the right direction are more likely to favour the Republican Party while less educated people & those who think Armenia is going in the wrong direction prefer Prosperous Armenia

Q If Parliamentary Elections were conducted next Sunday which party would you personally vote for?
Open question

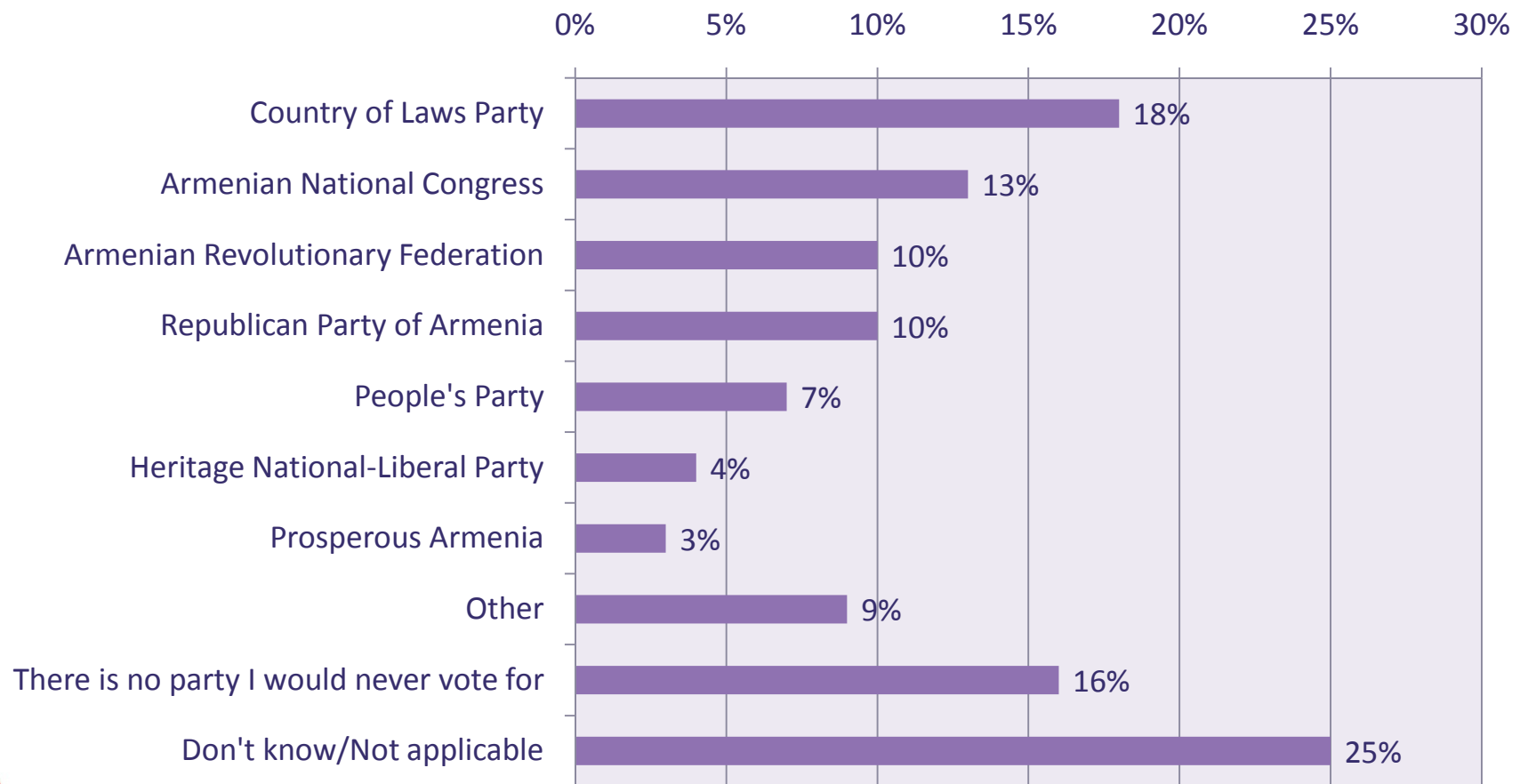
Voting intention for Parliament: demographic comparison



Nearly 1 in 5 would never vote for the Country of Laws Party. 10% of people would never vote for the Republican Party of Armenia while only 3% would never vote for Prosperous Armenia – a very small figure

Q Which party would you never vote for? (*Total mentions*)

Parties people would never vote for

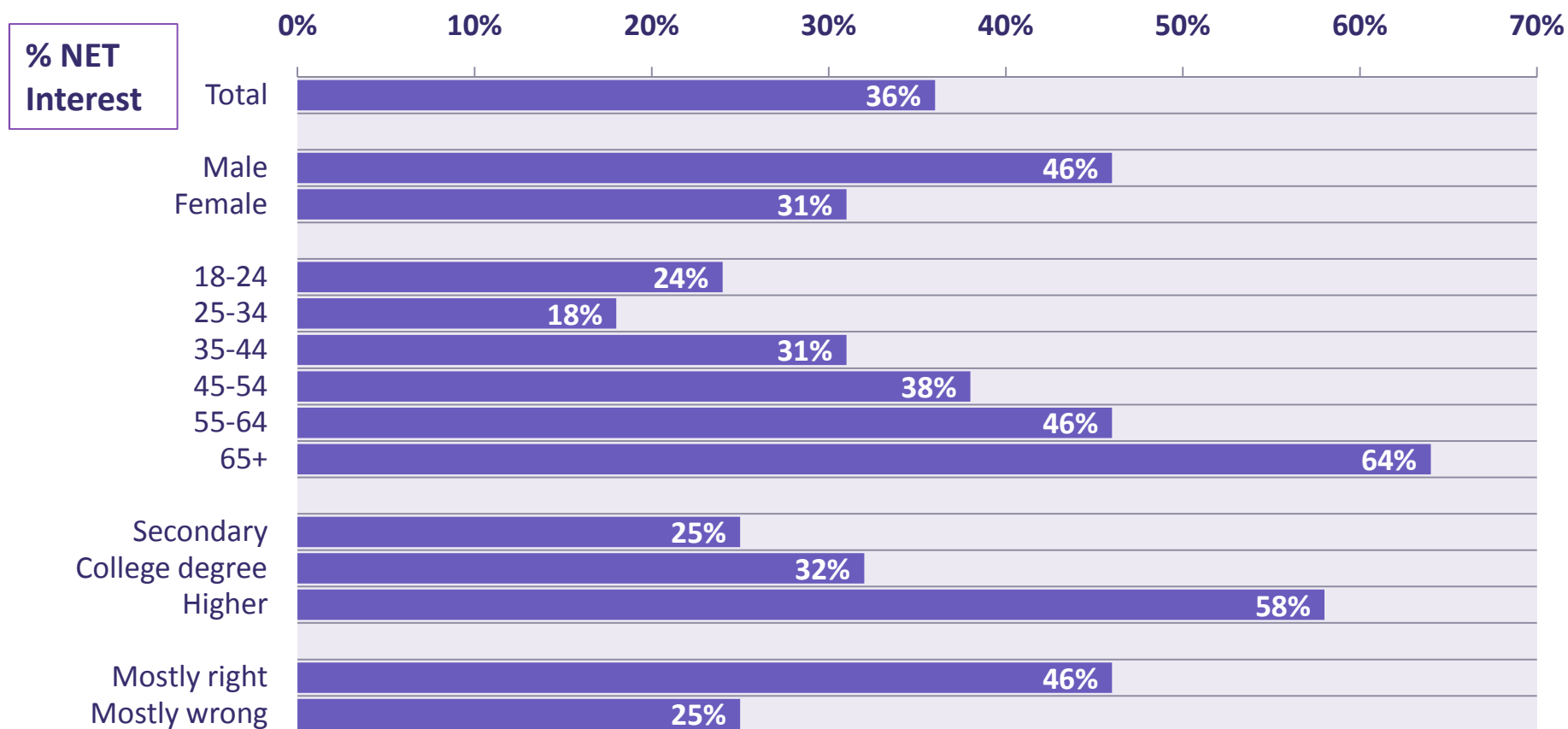


Opinions on Armenia-Turkish relations

Men, older people and better educated people say they are much more interested in Armenian-Turkish relations

Q Could you please tell us how interested you are in the latest developments of Armenian-Turkish relations?

Interest in developments in Armenian-Turkish relations



Key for answer options: opinions of development in Armenian-Turkish rapprochement

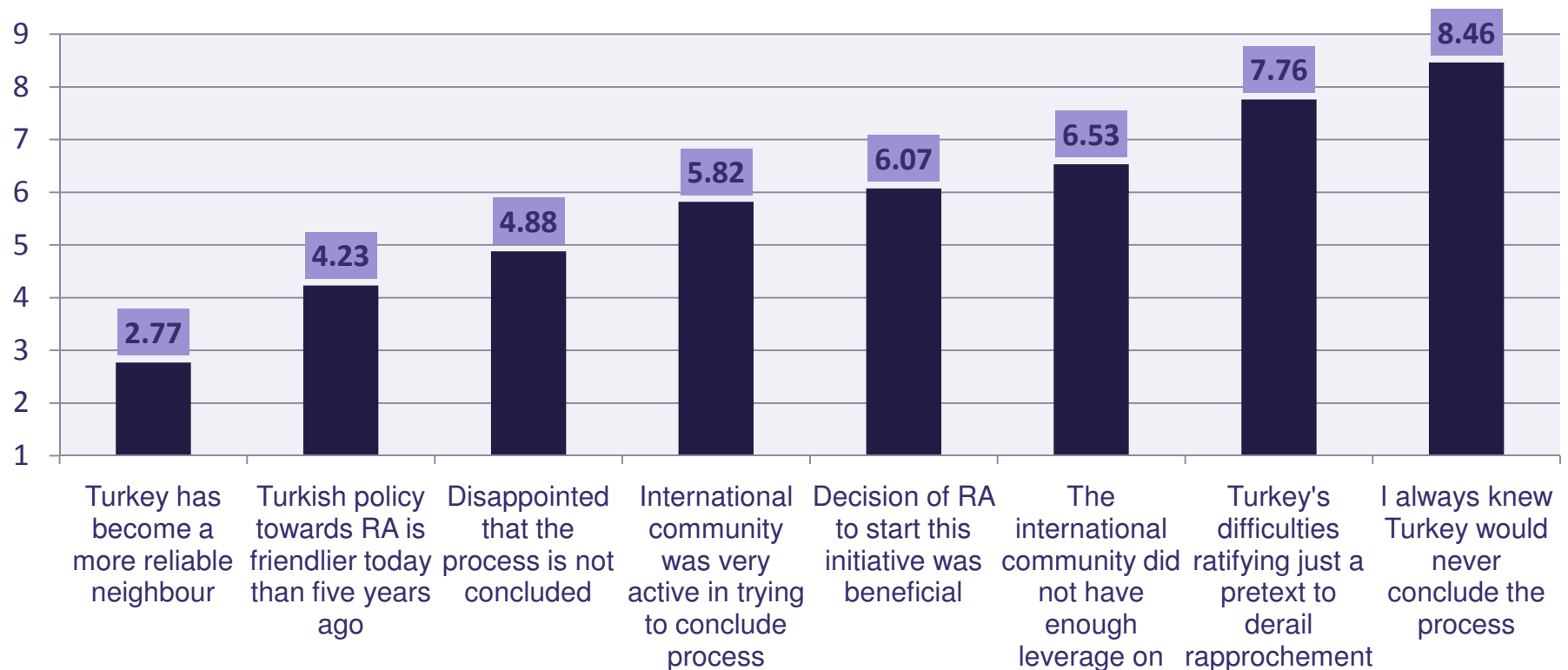
Q *To what extent do you agree with the following statements concerning the latest developments of the Armenian-Turkish rapprochement?*

Full answer options asked of respondents	Abbreviated answer options in chart
I feel disappointed that the process is not concluded.	Disappointed that the process is not concluded
Despite the current situation, I think the decision of RA to start this foreign policy initiative was beneficial for our country (RA or NK).	Decision of RA to start this initiative was beneficial
Turkey has evolved over the last five years to become more democratic and reduce the influence of the military. With that Turkey has become a more reliable neighbour.	Turkey has become a more reliable neighbour
The International community was very active in trying to conclude this process.	International community was very active in trying to conclude process
Turkish foreign policy towards Armenia is friendlier today than five years ago.	Turkish policy towards RA is friendlier today than five years ago
The International community did not have enough leverage on Turkey to get the rapprochement concluded.	The international community did not have enough leverage on Turkey
I think that Turkey's difficulties to ratify the protocols were just a pretext to derail the rapprochement process.	Turkey's difficulties to ratify protocols just a pretext to derail rapprochement
I personally always had the feeling, that Turkey would never conclude this process.	I always knew Turkey would never conclude process

Following Turkey's problems ratifying the Armenian-Turkish protocols, Armenians feel it was inevitable that Turkey wouldn't conclude the process & strongly support the Armenian President's decision to suspend ratification of the protocols

Q To what extent do you agree with the following statements concerning the latest developments of the Armenian-Turkish rapprochement? Please evaluate by a 10 degree scale, where 1 = totally disagree and 10 = totally agree.

Opinions of developments in Armenia-Turkey rapprochement

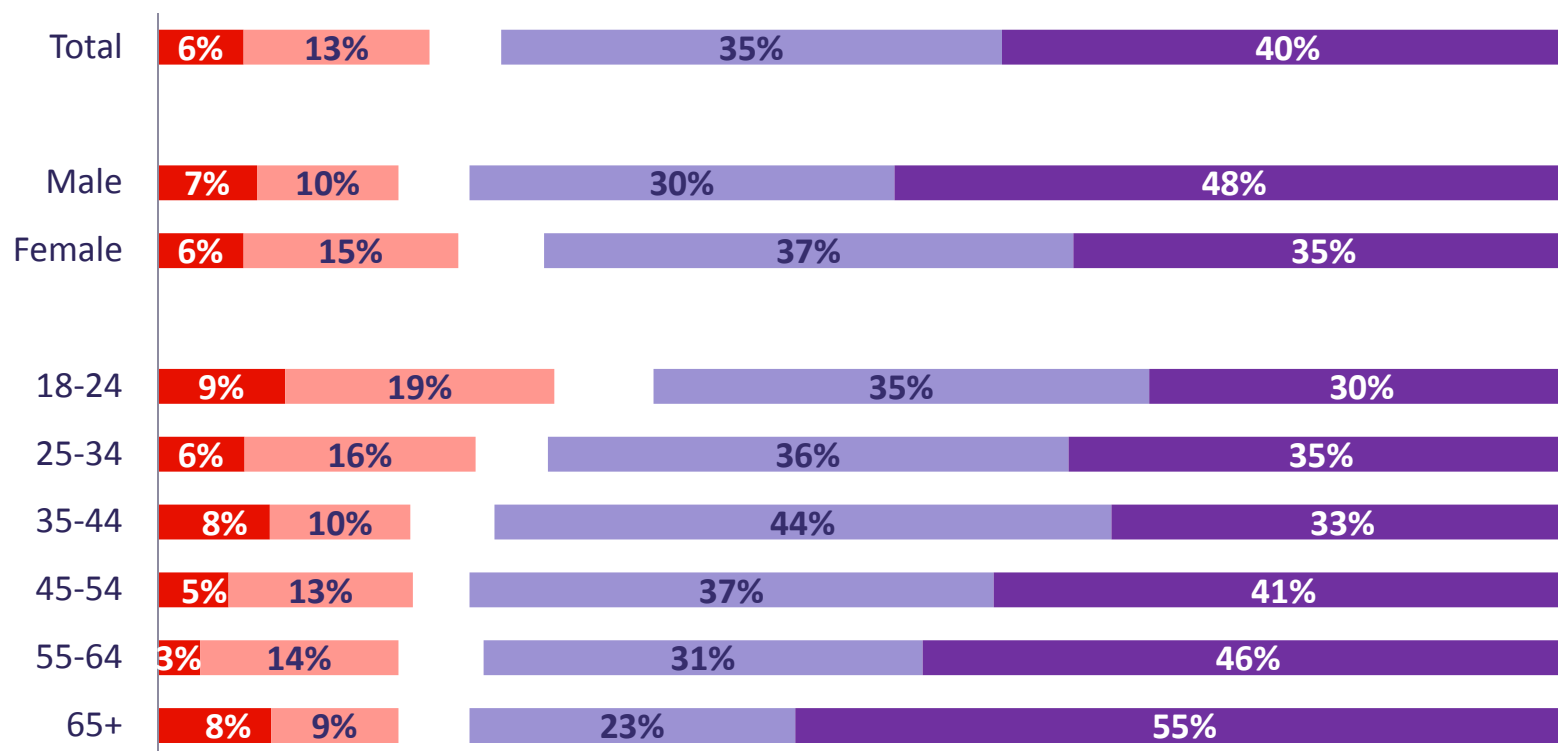


Armenians are strongly supportive of the President's decision to suspend the ratification of the protocols

Q How do you assess the RA President's decision to suspend the ratification of Armenian-Turkish protocols?

Assessment of RA's suspension of ratification of Armenian-Turkish protocols

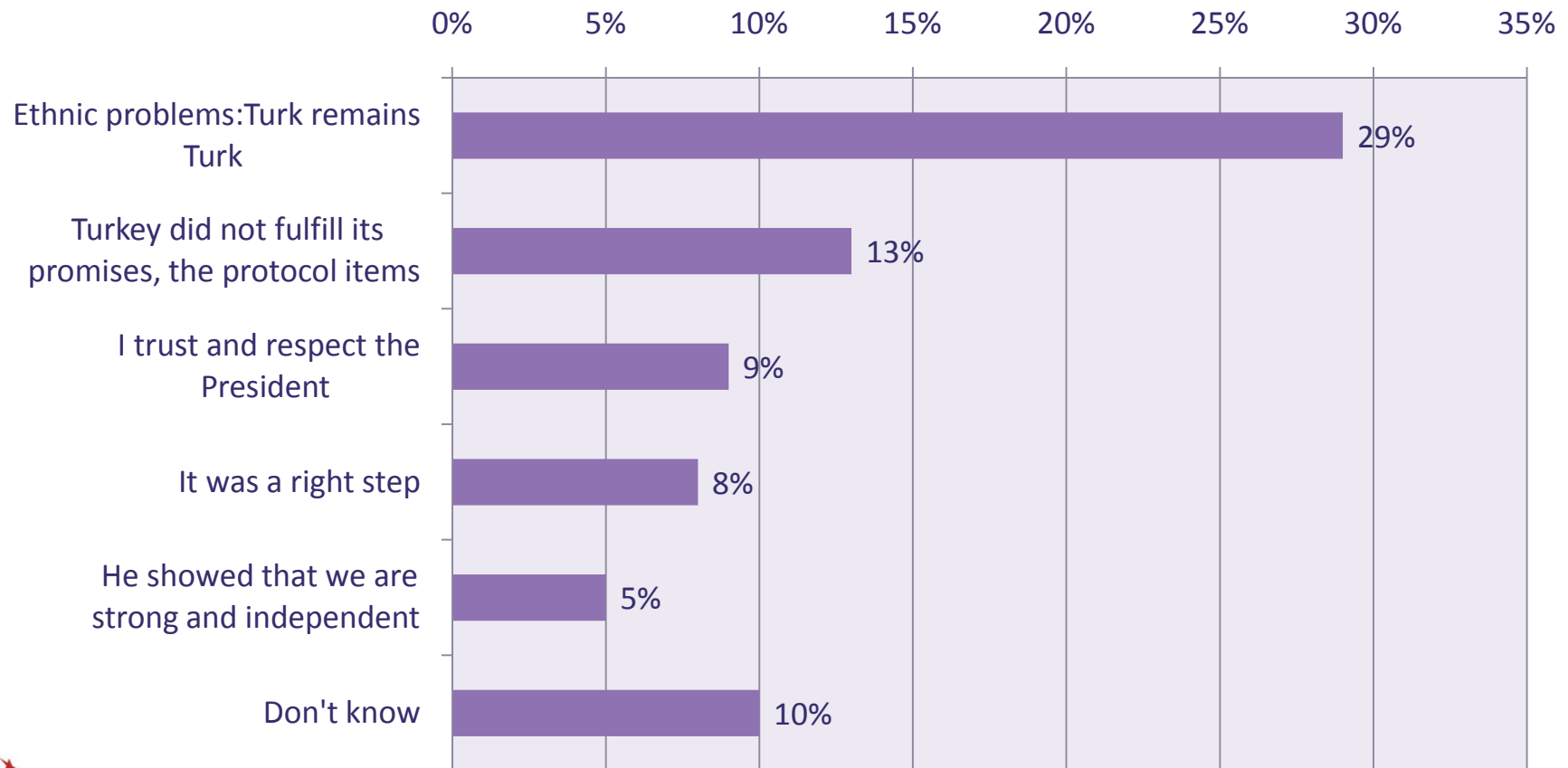
■ Very negative ■ Negative rather than positive ■ Positive rather than negative ■ Very positive



People who supported the decision have very little trust in Turkish people generally

Q Why do you think so? *Open question (Total mentions)*

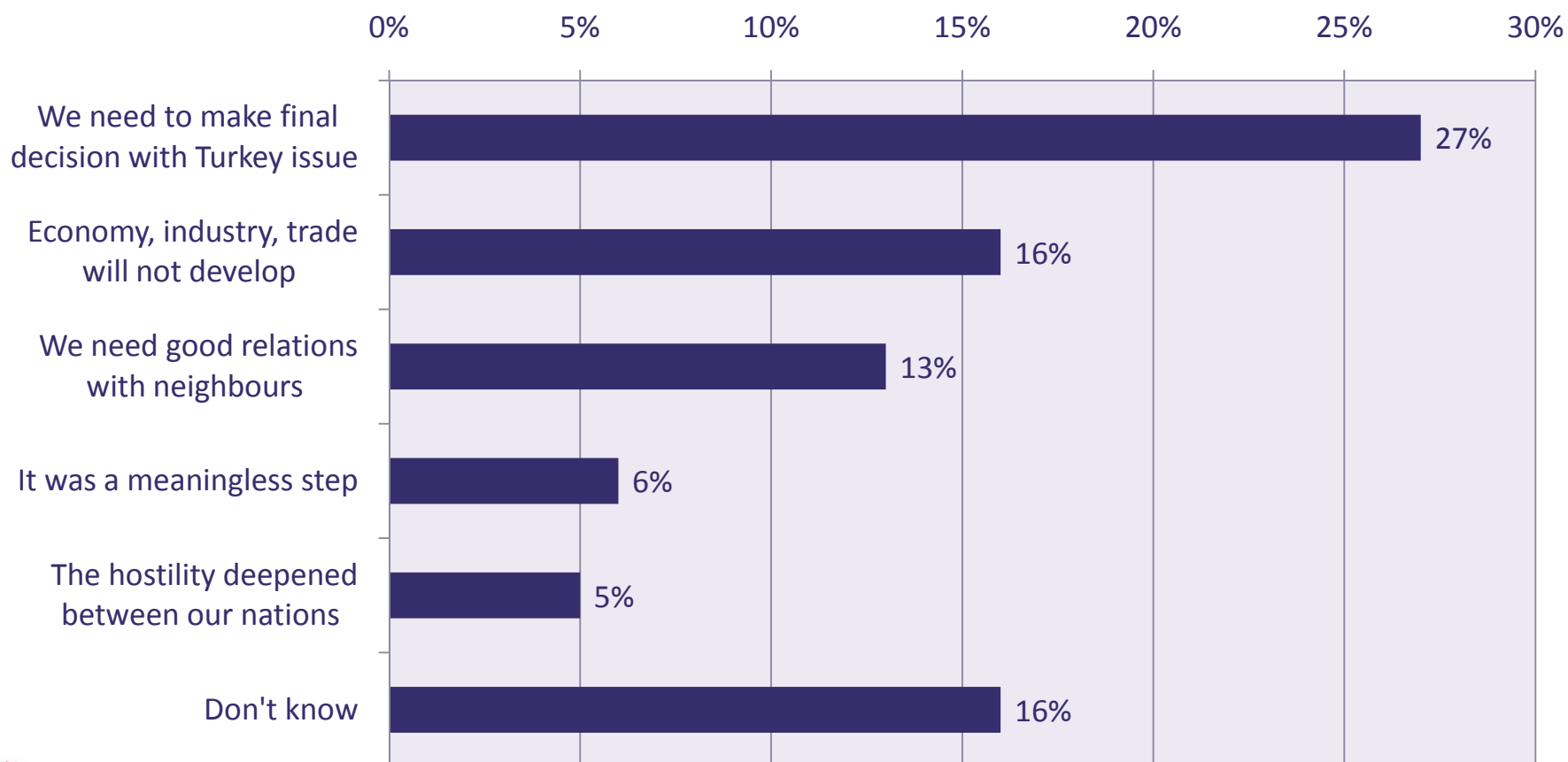
Reason for seeing suspension of ratification positively



One in five Armenians opposed the suspension. They feel that Armenia needs to reach a conclusion with Turkey on rapprochement

Q Why do you think so? *Open question (Total mentions)*

Reason for seeing suspension of ratification negatively



Key for answer options: expectation of outcomes from potential successful rapprochement

Q *If the rapprochement process still was to be concluded, how likely do you expect the following outcomes to happen?*

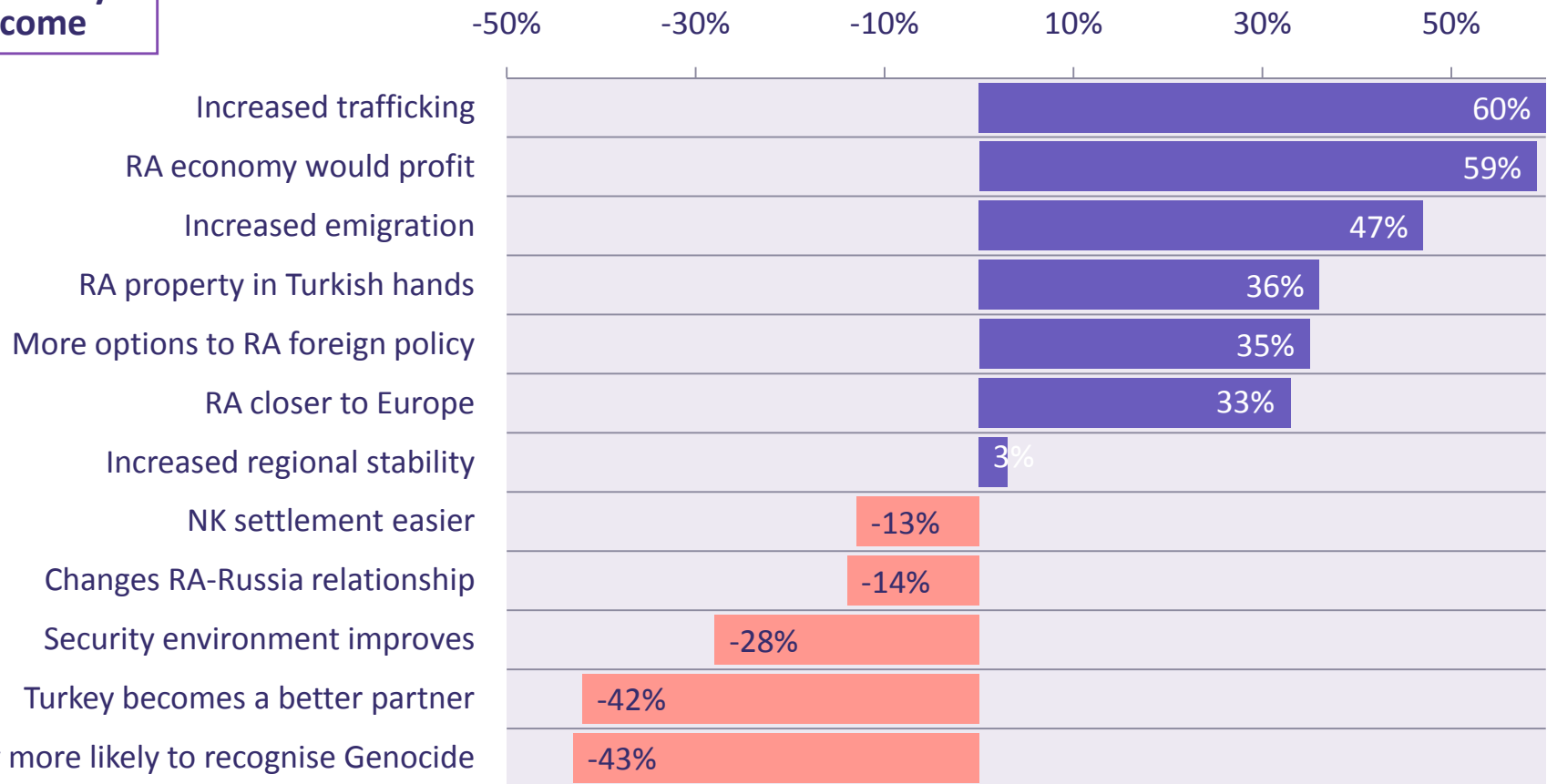
Full answer options asked of respondents	Abbreviated answer options in chart
Turkey would become a better partner for Armenia in the framework of regional cooperation	Turkey a better partner
It would make progress in the recognition of Armenian Genocide by Turkey more likely	Turkey more likely to recognise Genocide
The open border with Turkey would bring Armenia closer to Europe	RA closer to Europe
It would strongly change the Armenia's relations with Russia	Change RA-Russia relationship
The Armenian economy would profit from more international trade	RA economy would profit
The security environment of Armenia would improve	Security environment improve
It would contribute to improvement of the regional stability	Increased regional stability
There would be a problem with Armenian property moving into Turkish ownership	RA property in Turkish hands
There would be an increase in emigration	Increased emigration
There would be an increase in trafficking	Increased trafficking
It would give more options to Armenian foreign policy	More options to RA foreign policy
It would make the settlement of Nagorno-Karabakh conflict easier	NK settlement easier

Armenians see some genuine benefits from rapprochement, such as the economy benefitting and Armenia moving closer to Europe

Q *If the rapprochement process still was to be concluded, how likely do you expect the following outcomes to happen*

Expectation of outcomes from potential successful rapprochement

% Net likely outcome



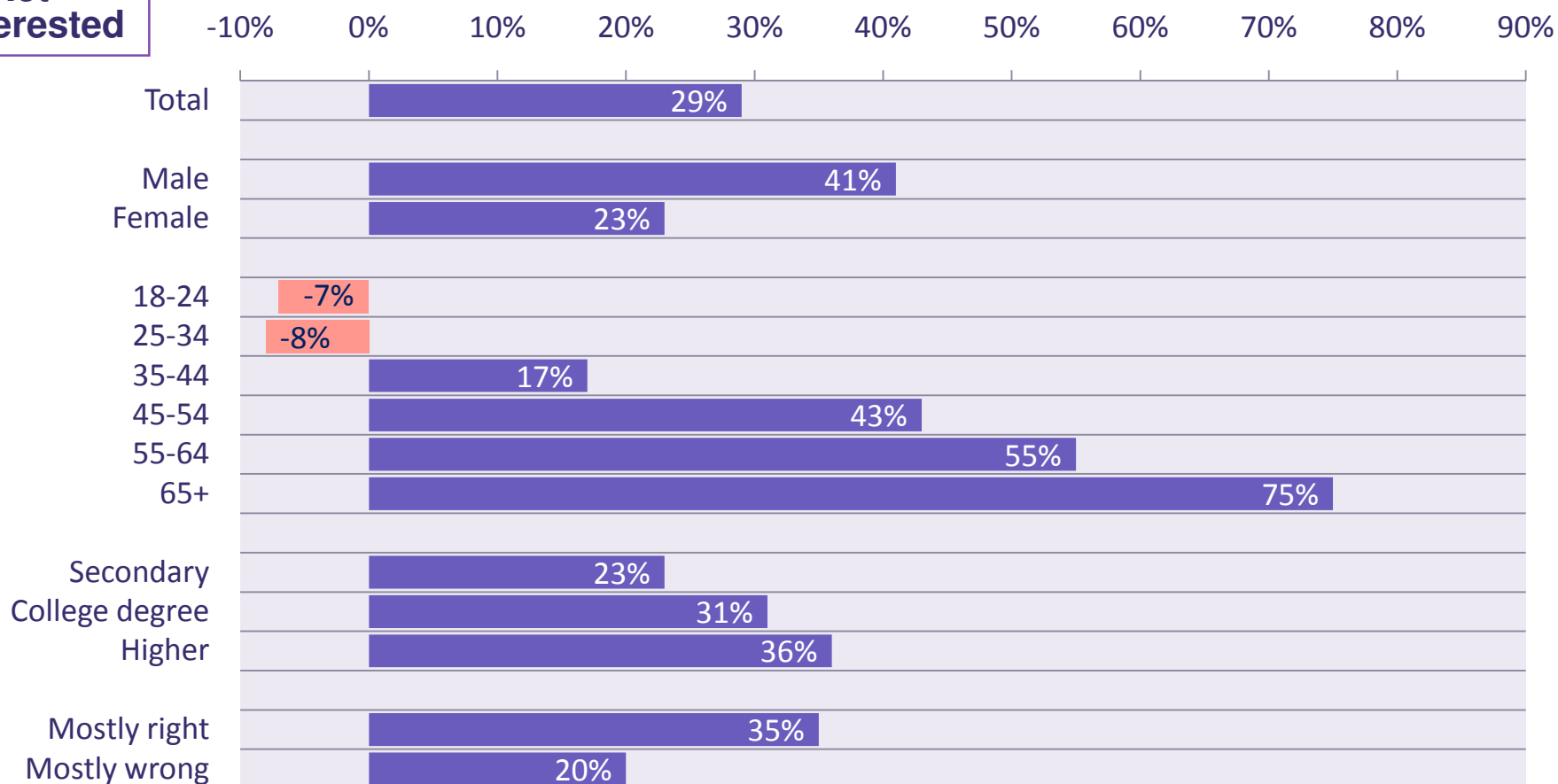
Nagorno-Karabakh

Younger people especially are much less interested in the socio-political & economic life of Nagorno-Karabakh

Q Could you please tell us how interested you are in socio-political and economic life in NK?

People's interest in the socio-political & economic life of NK

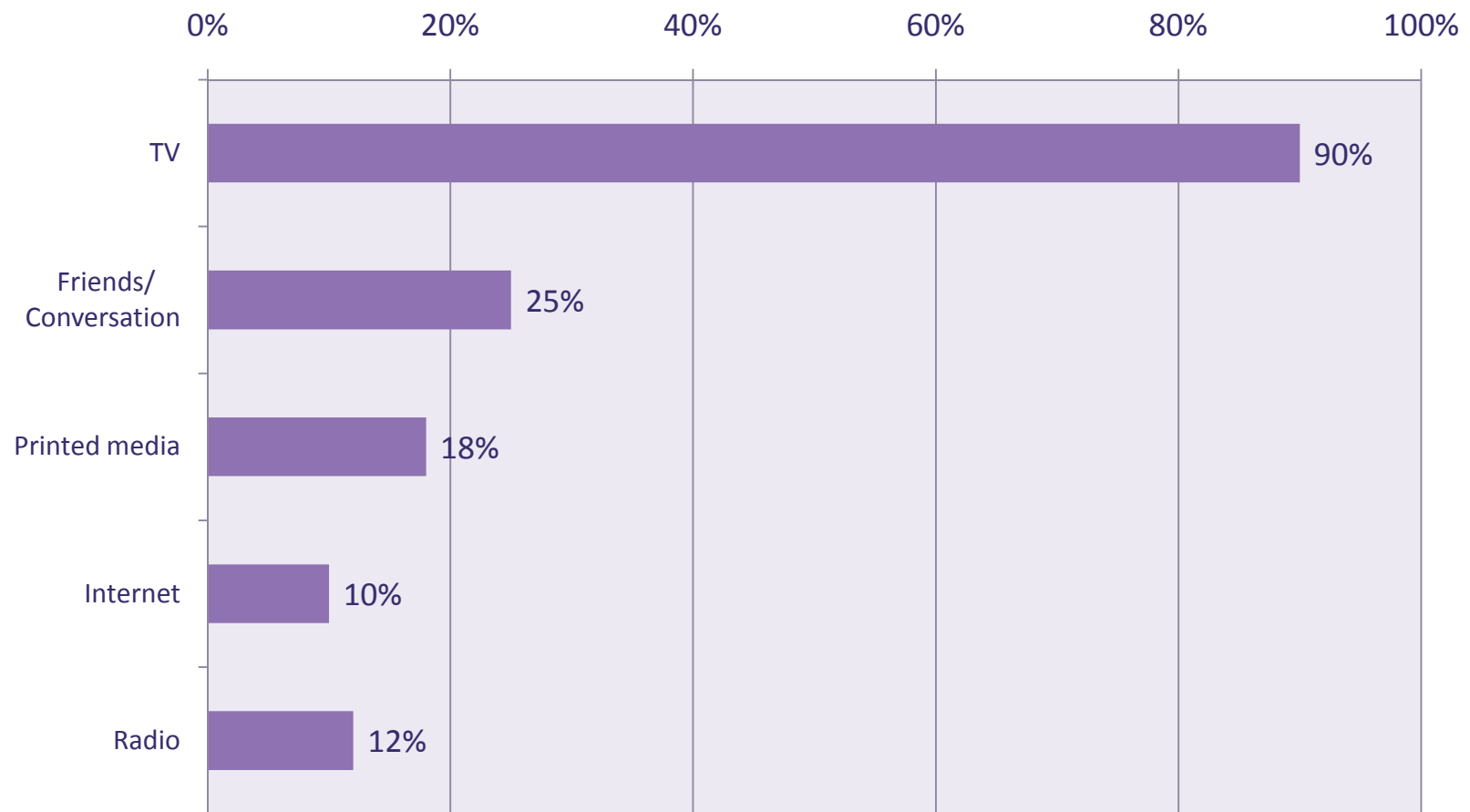
% Net Interested



For Armenians, TV is the main source of information about socio-political news and events in Nagorno-Karabakh

Q How are you usually informed of socio-political news/events on NK? Please specify and rank up to 3 mostly used sources of information. **(Total mentions)**

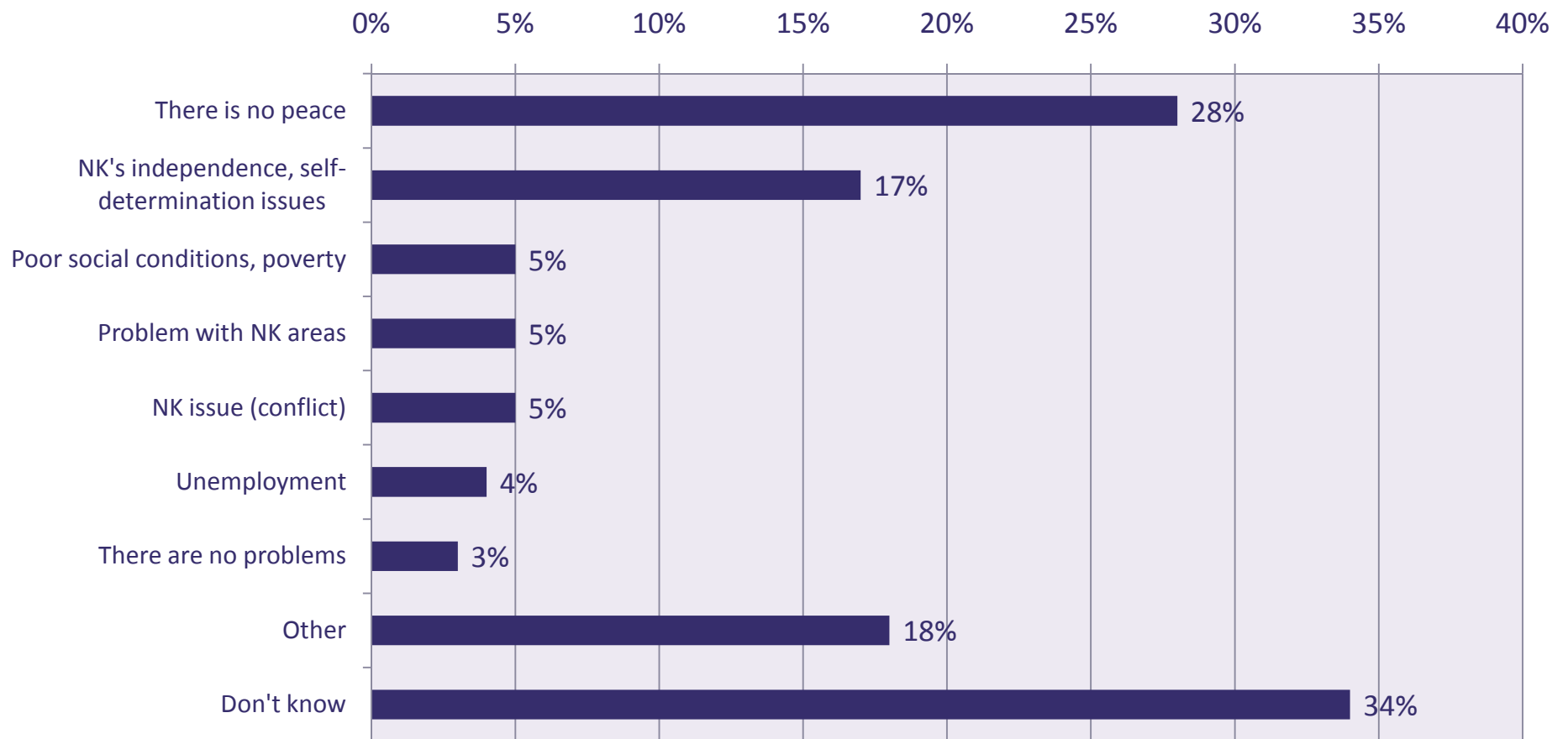
Main sources of information about NK



Armenians think the lack of peace in NK is by far the most pressing problem for the country, but a third don't have any opinion on this

Q Please specify the most pressing problem which NK faces nowadays? *Open question (Total mentions)*

Most pressing problems facing NK

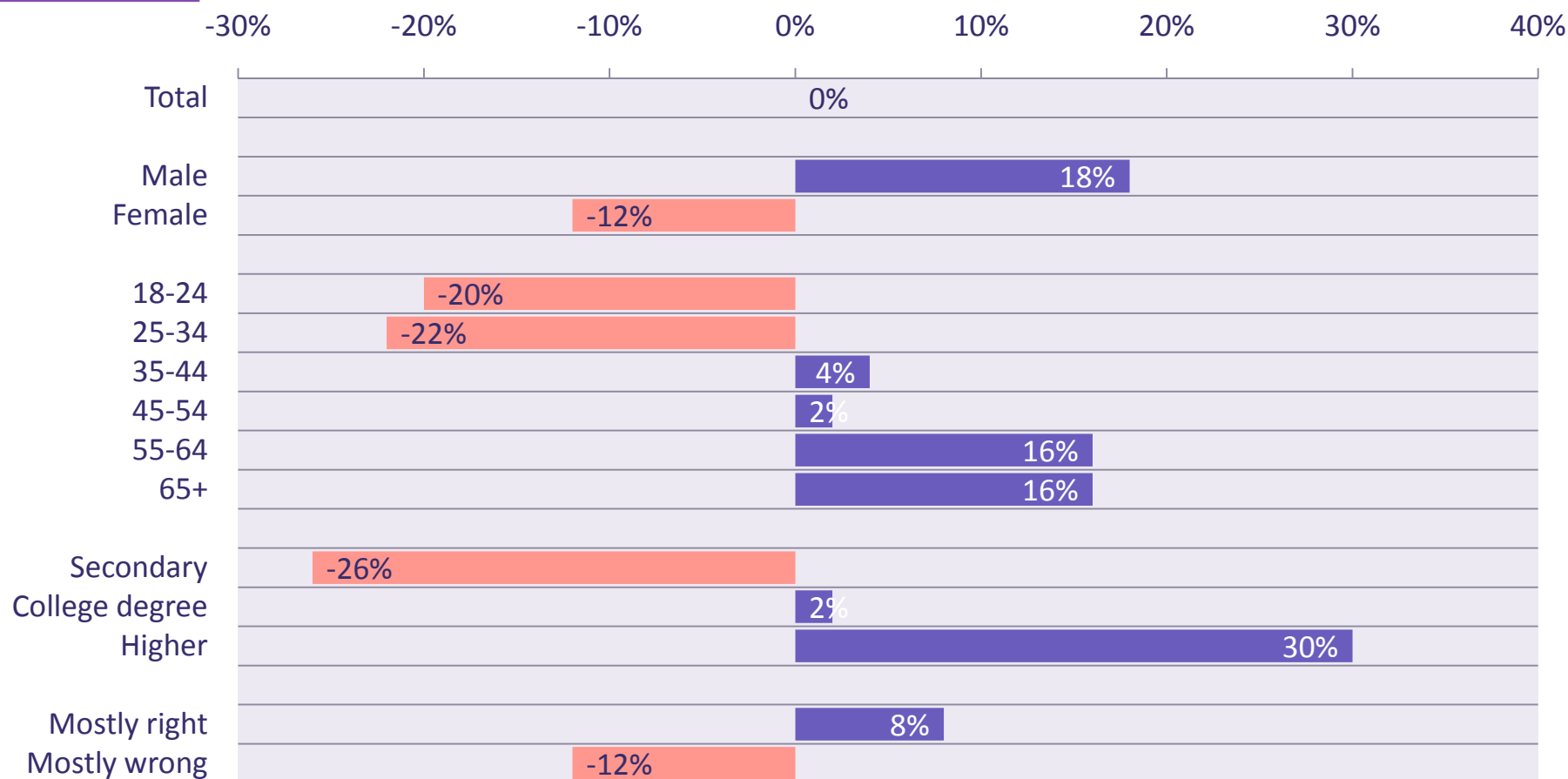


The difference in awareness of the current stage of the NK conflict resolution between demographic groups is striking

Q Could you please tell us how well informed you are about the current stage of NK conflict resolution?

% NET awareness

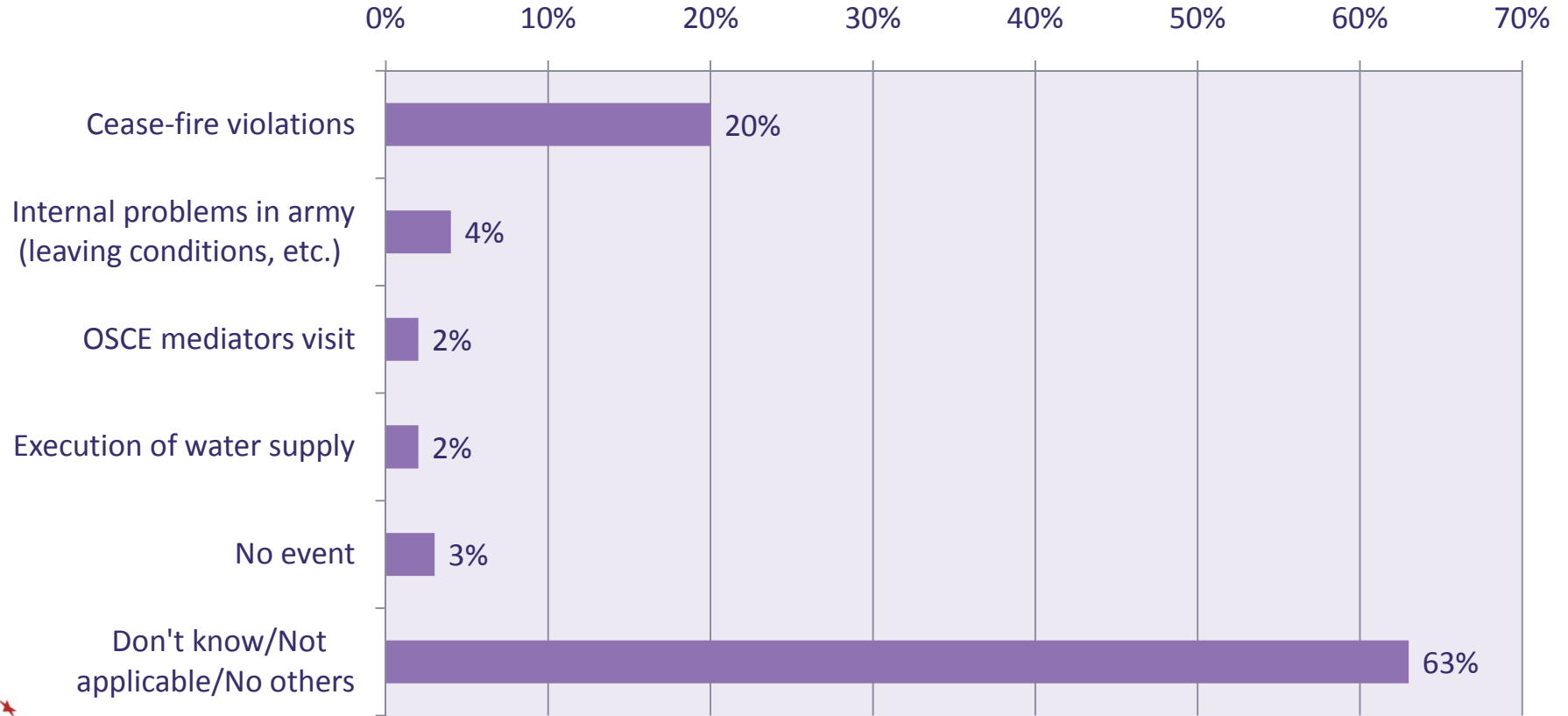
Awareness of current stage of NK conflict resolution



With TV being the main source of information about NK, almost two-thirds of people in Armenia don't know what have been the most remarkable recent events in NK

Q Please specify what you think are the most remarkable socio-political events that have taken place in NK during the last three months. **Open question (Total mentions)**

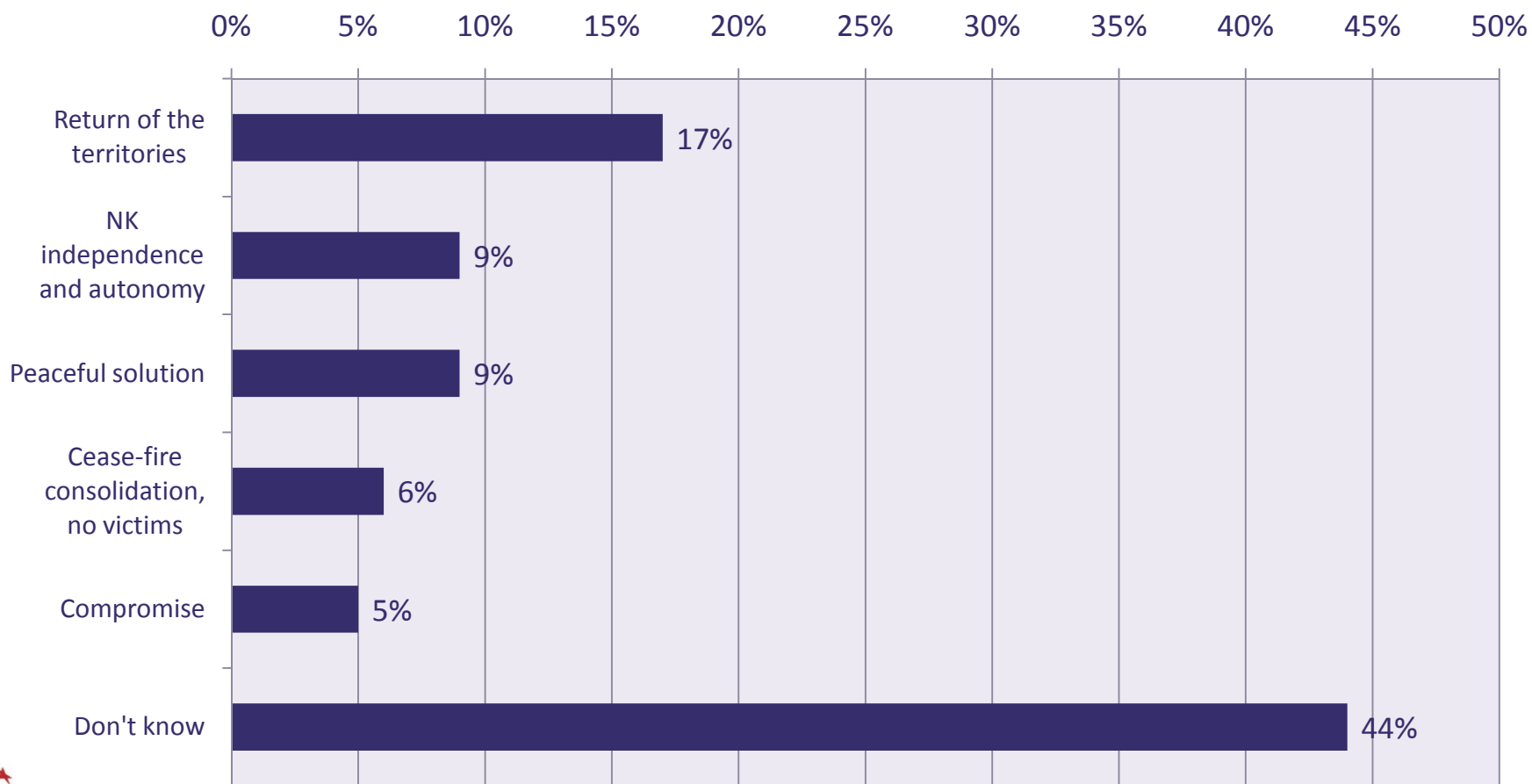
Most remarkable recent events in NK



Nearly half of Armenians could not identify unprompted a potential peace deal component

Q Do you know some of the components of a potential peace deal which are currently being negotiated? **Open question (Total mentions)**

Knowledge of potential peace deal components



Key for answer options: attitudes towards potential measures in the final settlement of the NK conflict

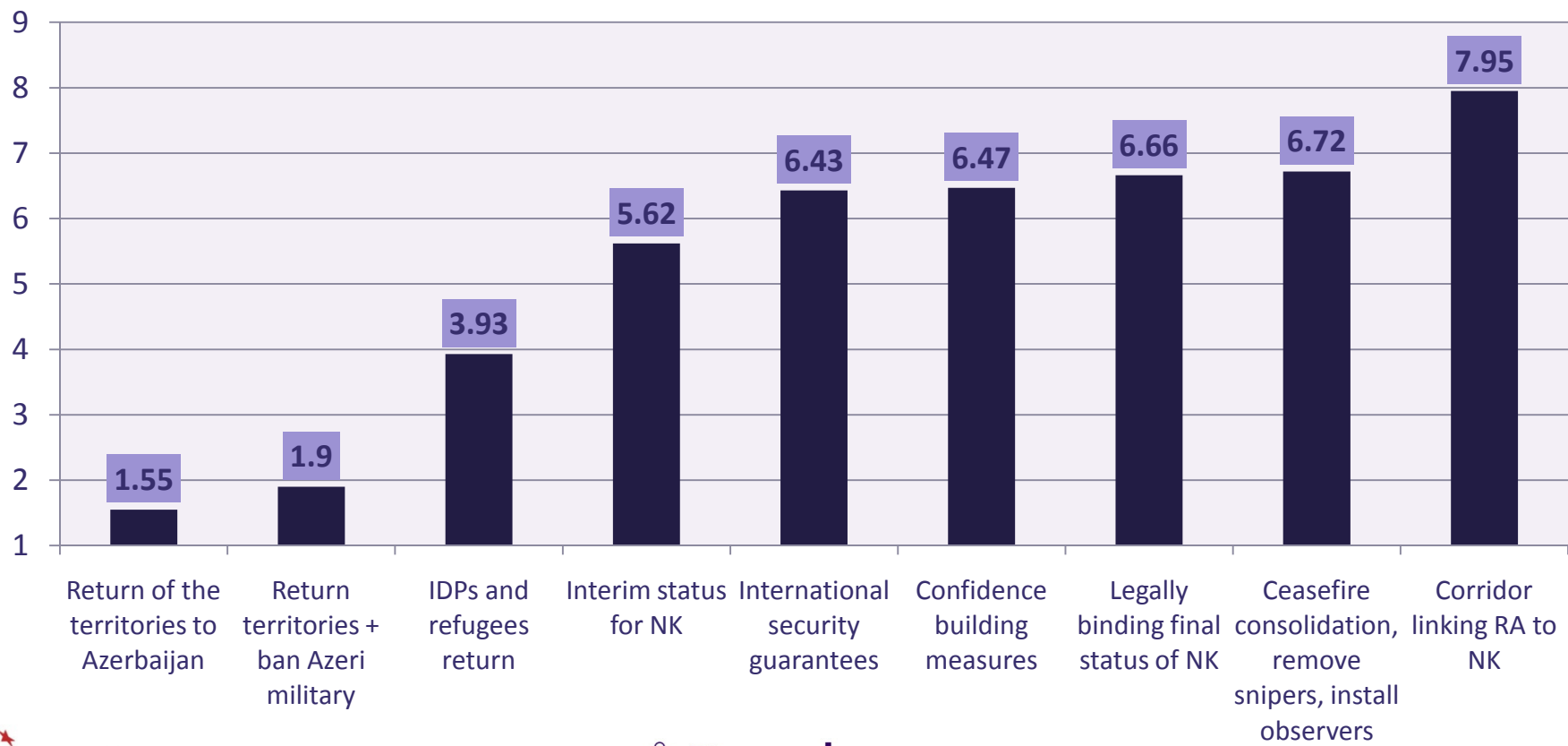
Q According to the latest peace plan and negotiations, international mediators are debating the following measures for the final settlement of the NK conflict. What is your attitude towards these measures?

Full answer options asked of respondents	Abbreviated answer options in chart
The implementation of confidence building measures to create a better basis for further progress in the peace negotiations A ceasefire consolidation through the removal of snipers and installation of international observers along the Line of Contact	Confidence building measures Ceasefire consolidation, remove snipers, install observers
International security guarantees including a peacekeeping operation (as part of a comprehensive peace deal) An interim status for Nagorno-Karabakh providing guarantees for security and self-governance (as part of a comprehensive peace deal)	International security guarantees NK interim status
Return of the territories surrounding Nagorno-Karabakh to Azerbaijani control (as part of a comprehensive peace deal) Return of the territories surrounding Nagorno-Karabakh to Azerbaijani control, while banning Azerbaijani military from those territories (as part of a comprehensive peace deal)	Return of territories to Azerbaijan Return of territories + ban Azeri military
Presence of a corridor linking RA to Nagorno-Karabakh (as part of a comprehensive peace deal) The right of all internally displaced persons and refugees to return to their former places of residence, mostly in the territories surrounding Nagorno-Karabakh, restoration of the USSR census of 1989 (as part of a comprehensive peace deal)	Corridor linking RA to NK IDPs and refugees return
Future determination of the final legal status of Nagorno-Karabakh through a legally binding expression of will (as a final step of a comprehensive peace deal)	Determination of the legal status of NK

Armenians strongly support measures that keep NK close to Armenia and strongly oppose measures that are seen as ceding too much to Azerbaijan

Q According to the latest peace plan and negotiations, international mediators are debating the following measures for the final settlement of the NK conflict. What is your attitude towards these measures? Please evaluate by a 10 degree scale where 1 = very negative and 10 = very positive.

Attitudes towards potential measures to settle NK conflict



Key for answer options: potential impact of a ceasefire consolidation

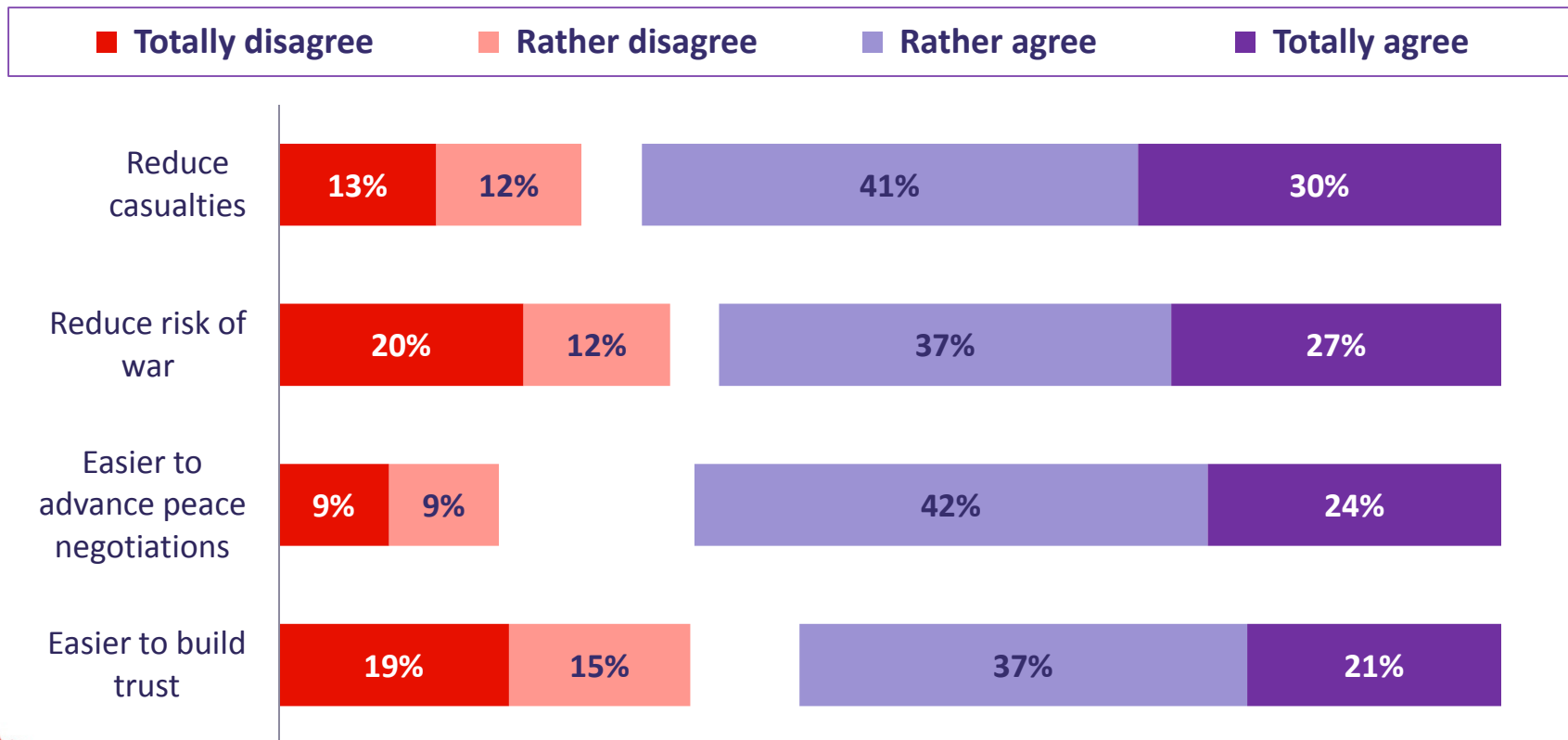
Q *Do you think that if there was a possible ceasefire consolidation, including the removal of the snipers from the line of contact and installing international observers, it would...*

Full answer options asked of respondents	Abbreviated answer options in charts
Reduce the risk of an outbreak of war.	Reduce risk of war
Reduce the number of Armenian and Azerbaijani casualties along the line of contact.	Reduce casualties
Make it easier to have trust building measures between the conflicting parties.	Easier to build trust
Make it easier for the OSCE Minsk Group to advance the negotiations for a comprehensive peace deal.	Easier to advance peace negotiations

People think that a ceasefire consolidation would have a very positive impact, reducing casualties, the risk of war, and making it easier to advance peace negotiations. A smaller majority think it would make it easier to have trust-building measures between the conflicting parties

Q Do you think that if there was a possible ceasefire consolidation, including the removal of the snipers from the line of contact and installing international observers, there would...

Effects of possible ceasefire consolidation

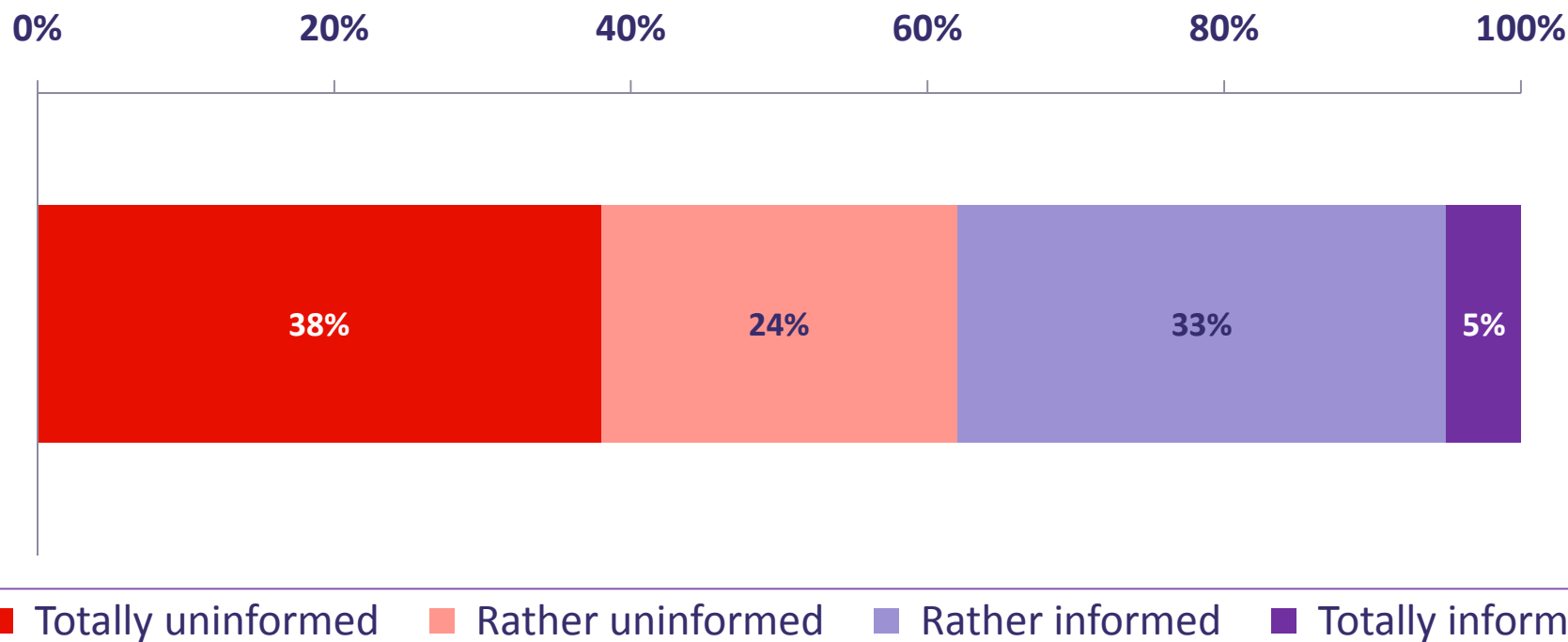


Opinions of the OSCE Minsk Group and other international organisations

Awareness of the OSCE Minsk Group's goals and activities is very low, a damning indictment of the organisation's attempts to play a prominent role in the region's issues

Q *How well informed do you feel about the goals and activities of the OSCE Minsk Group?*

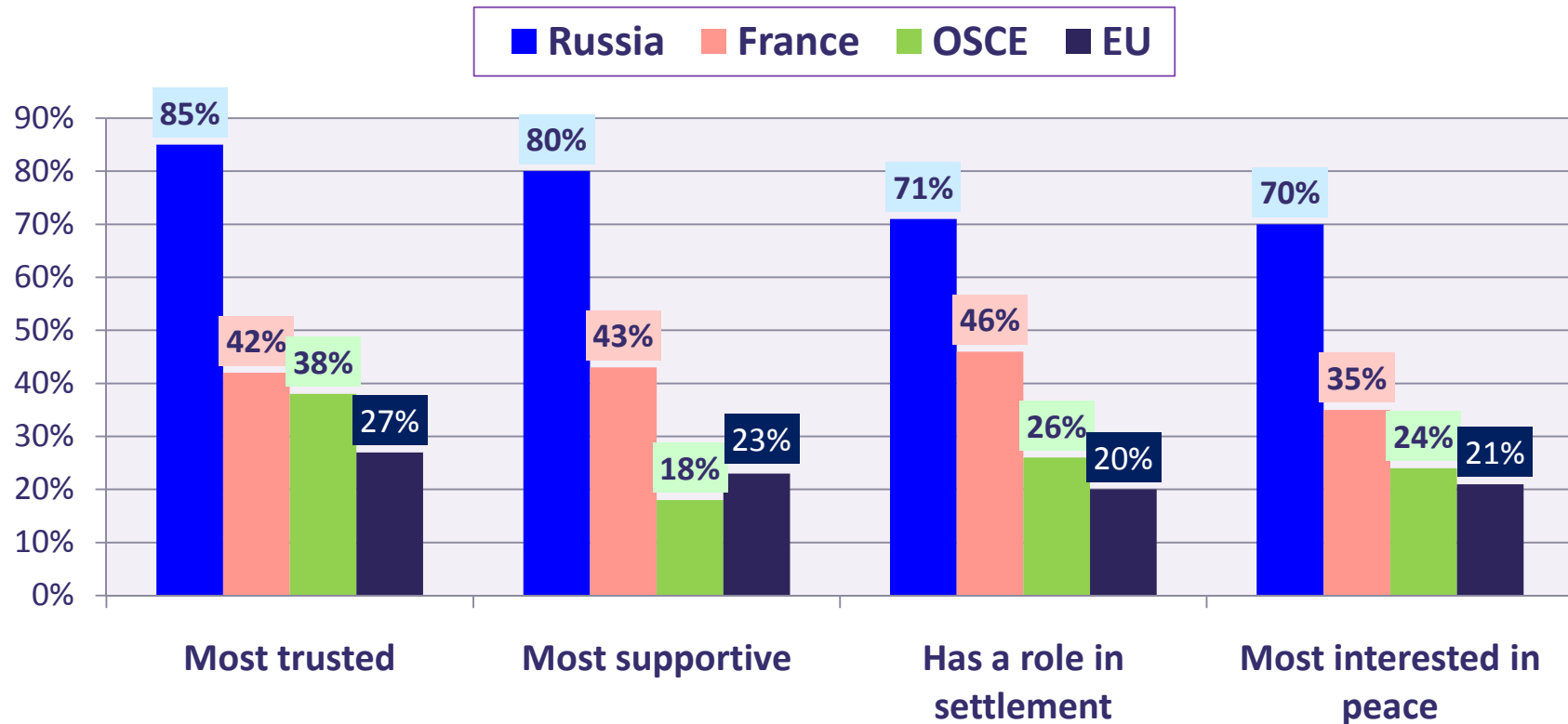
How well informed people feel about the OSCE Minsk Group



Russia is by far the most highly regarded, trusted and valued country among Armenians. The OSCE and EU are not at all seen as positively

- Q1 Please specify the countries and international organisations which, in your opinion, play a relevant role as mediators in the conflict settlement process at present.
- Q2 Which countries/international organisations do you trust the most?
- Q3 Which countries/international organisations are the most supportive for RA and NK?
- Q4 Which countries/international organisations are most interested in creating a peace deal & conflict settlement?

Opinions of countries & international organisations

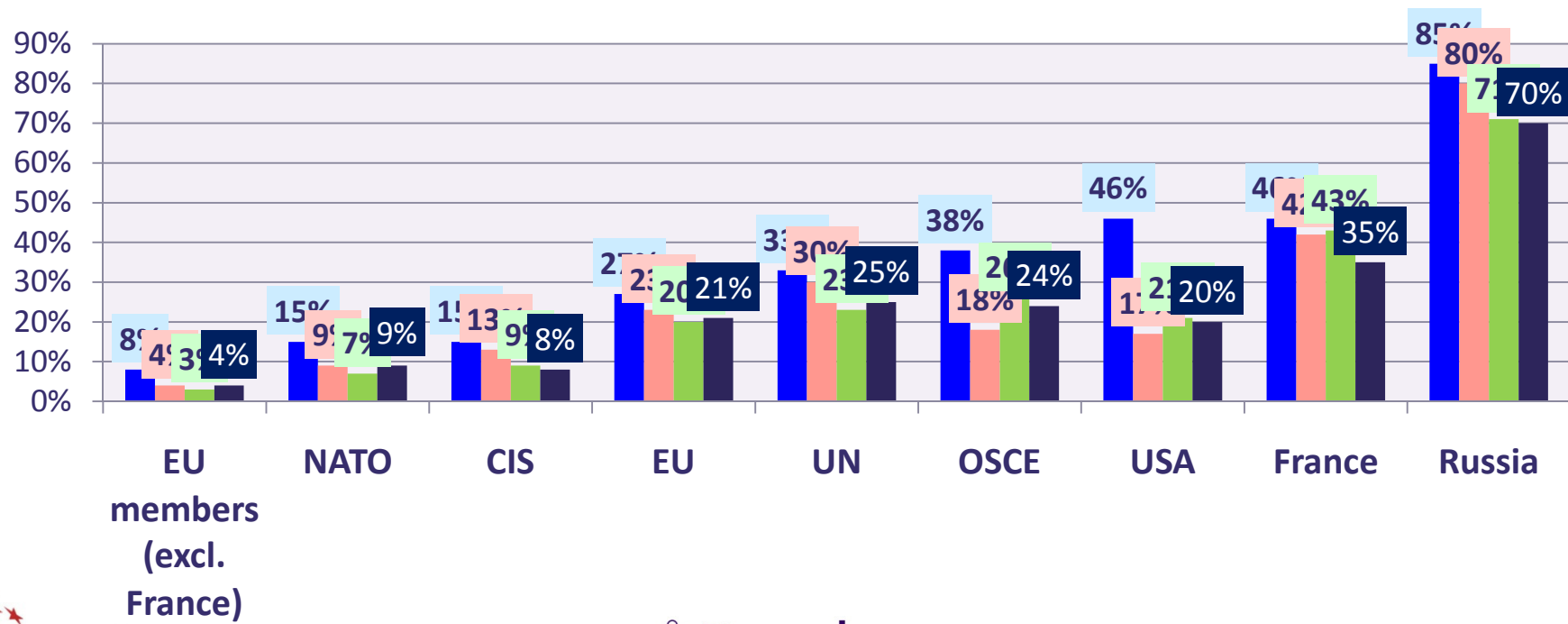


Russia is the only country or international organisation that more than half of Armenians trust and think has a role in a peace settlement

- Q1 Which countries/international organisations do you trust the most?
 Q2 Which countries/international organisations are the most supportive for RA and NK?
 Q3 Please specify the countries and international organisations which, in your opinion, play a relevant role as mediators in the conflict settlement process at present.
 Q4 Which countries/international organisations are most interested in creating a peace deal and conflict settlement?

Opinions of countries & international organisations

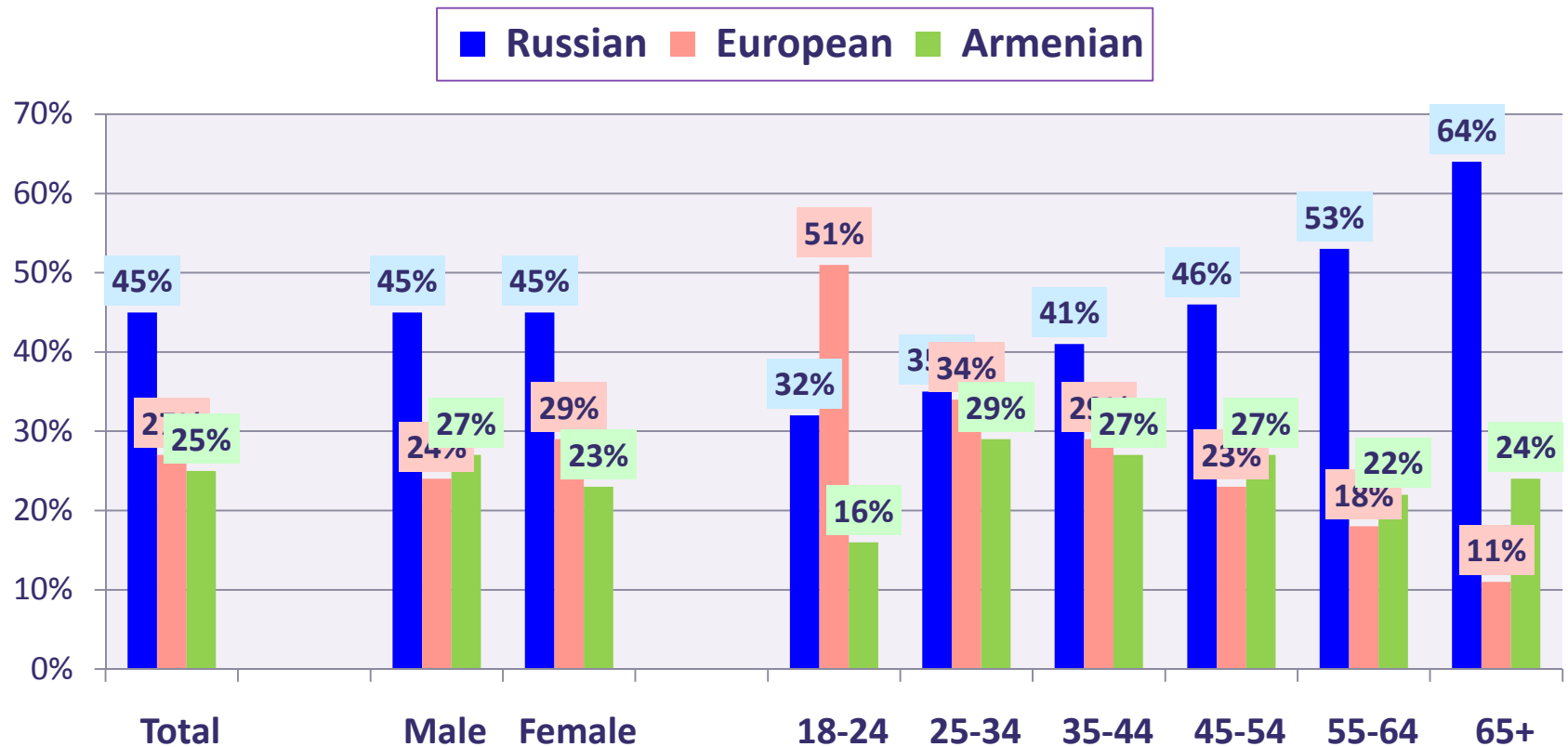
■ Most trusted ■ Most supportive ■ Has a role in settlement ■ Most interested in peace



Most people prefer a Russian value system. Younger Armenians would prefer their country to be closest to Europe's values. Virtually nobody preferred 'Middle Eastern'

Q Which system of values would you wish your country to be closest to? ['Russian', 'European', 'Middle Eastern' read out as options. 'Armenian' not read out but recorded]

Which country's value system people wish Armenia to be closest to

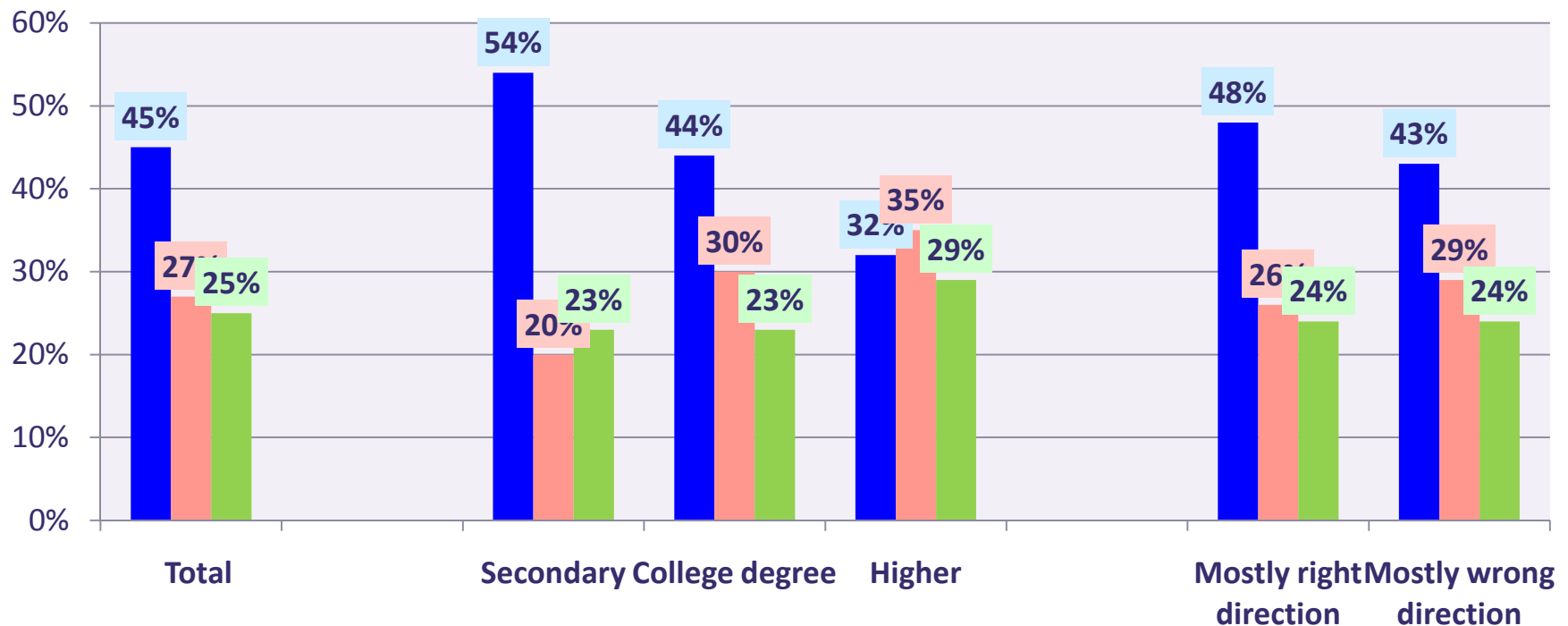


People with lower education would much rather a Russian value system. Those with a higher level of education would slightly prefer a European one

Q Which system of values would you wish your country to be closest to?

Which country's value system people wish Armenia to be closest to

■ Russian ■ European ■ Armenian



Opinions about the EU

Key for answer options: support for EU actions to avoid military escalation in NK

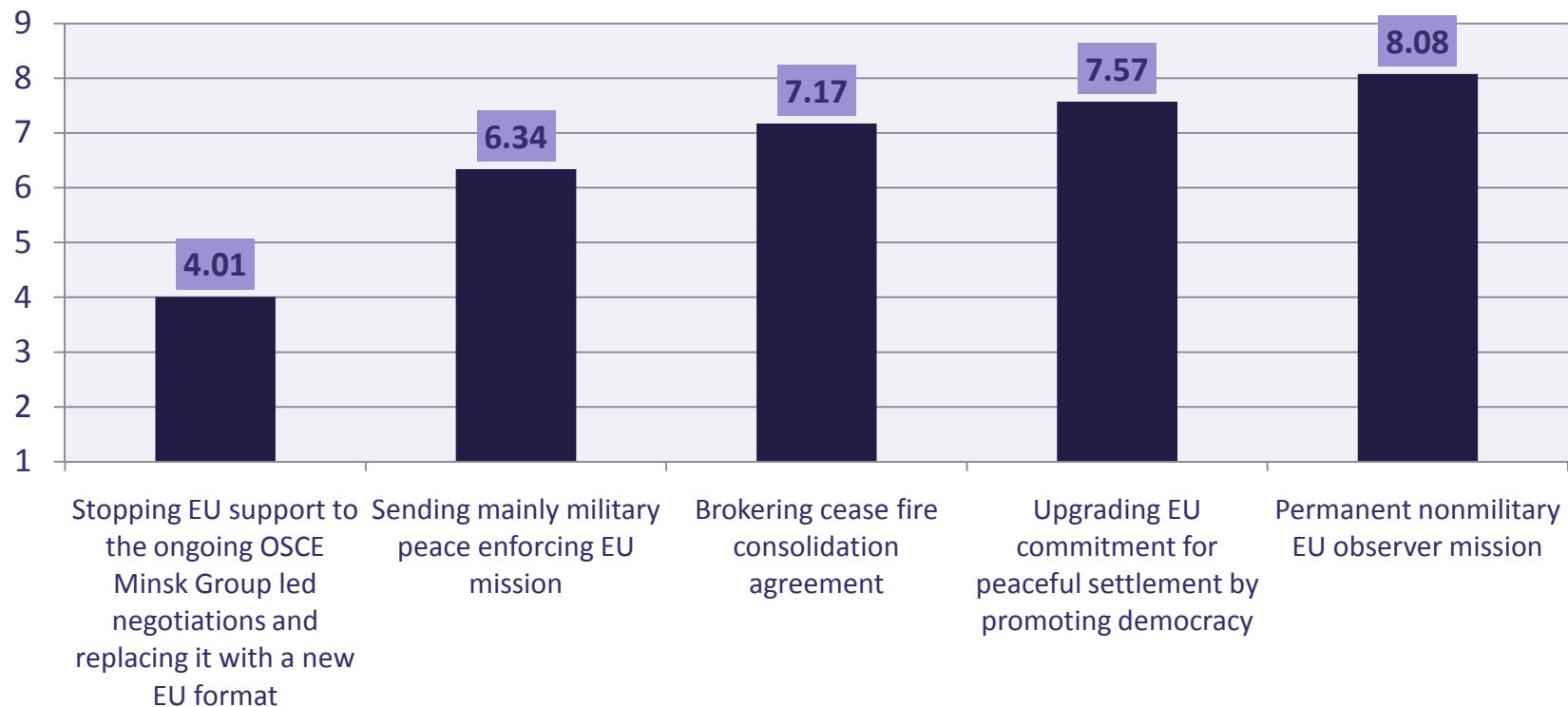
Q In order to avoid military escalation in NK, how much would you support the following EU actions?

Full answer options asked of respondents	Abbreviated answer options in charts
Sending a mainly military peace enforcing EU mission to the area	Sending mainly military peace enforcing EU mission
Stopping the EU's support to the ongoing OSCE Minsk Group led negotiations and replacing it with a new EU format	Stopping EU support to ongoing OSCE Minsk Group led negotiations and replacing with a new EU format
Brokering a cease fire consolidation agreement between RA and Azerbaijan	Brokering a cease fire consolidation agreement
Upgrading EU commitment for the peaceful settlement of the conflict by promoting democracy in the conflict hit area	Upgrading EU commitment by promoting democracy
Sending a permanent non-military EU observer mission to the region in order to avoid the break out of war "by accident"	Permanent non-military EU observer mission

Even though only 20% think the EU has a role in resolving the NK conflict, people could imagine the EU having a role and support actions which they think may help bring peace.

Q In order to avoid military escalation in NK, how much would you support the following EU actions? Please evaluate by a 10 degree scale where 1 = not support at all and 10 = fully support.

Opinions of potential EU roles in the NK settlement



Key for answer options: most important goal of the EU-Armenia Association Agreement negotiations

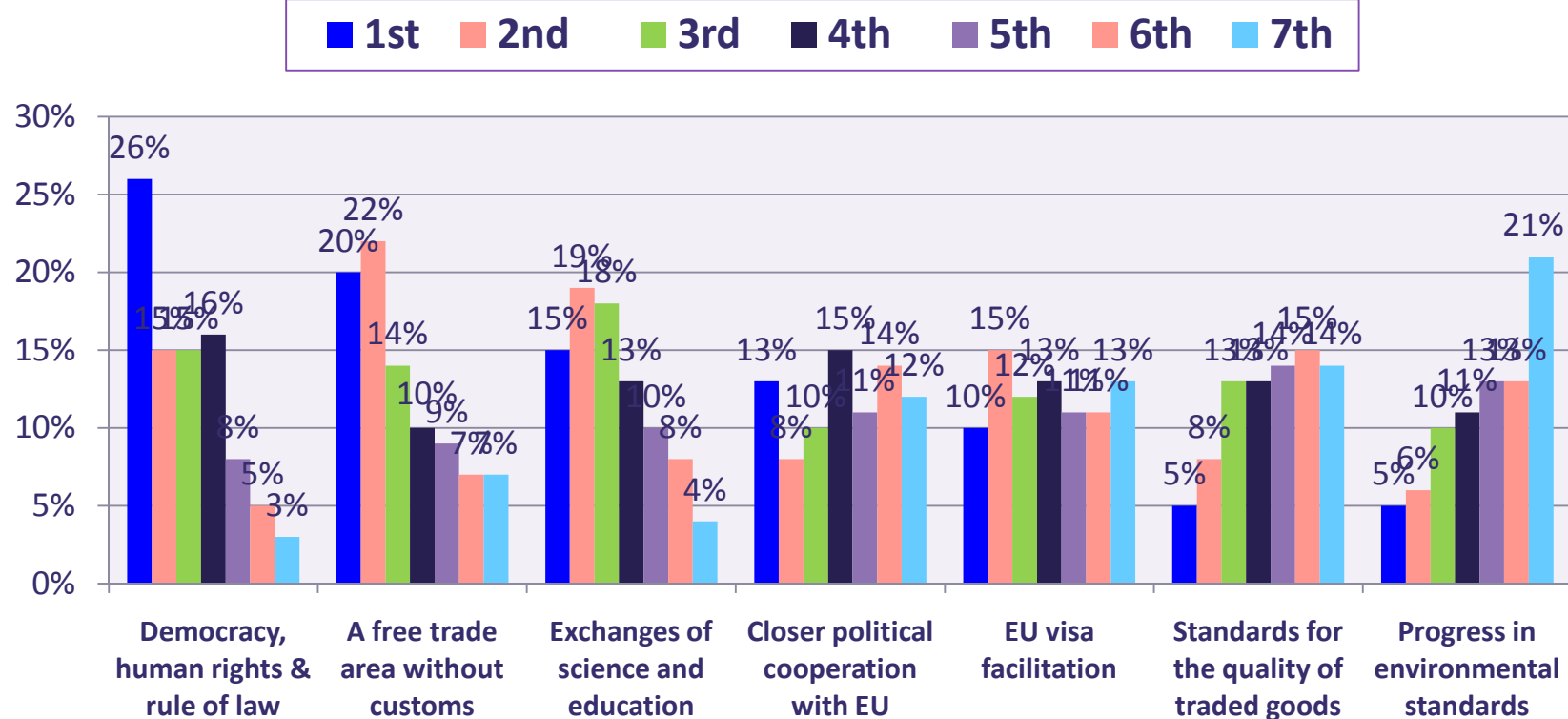
Q *There are currently negotiations between the EU and Armenia about a new and comprehensive Association Agreement. Which of the following goals of these negotiations do you consider the most important? Rank from 1 to 7, where 1 is the most important and 7 is the least important.*

Full answer options asked of respondents	Abbreviated answer options in charts
EU visa facilitation	EU visa facilitation
A free trade area without customs (import/export tax) and quota	A free trade area without customs
Common standards for the quality of traded goods	Standards for the quality of traded goods
Improved standards of democracy, human rights and rule of law	Democracy, human rights & rule of law
Closer political cooperation with the European Union	Closer political cooperation with EU
More exchange opportunities in the sphere of science and education	Exchanges of science and education
Progress in environmental standards in Armenia	Progress in environmental standards

Improved standards of democracy, human rights & rule of law is the most important negotiation in the EU-Armenian Association Agreement negotiations

Q There are currently negotiations between the EU and Armenia about a new and comprehensive Association Agreement. Which of the following goals of these negotiations do you consider the most important? Rank from 1 to 7, where 1 is the most important and 7 is the least important.

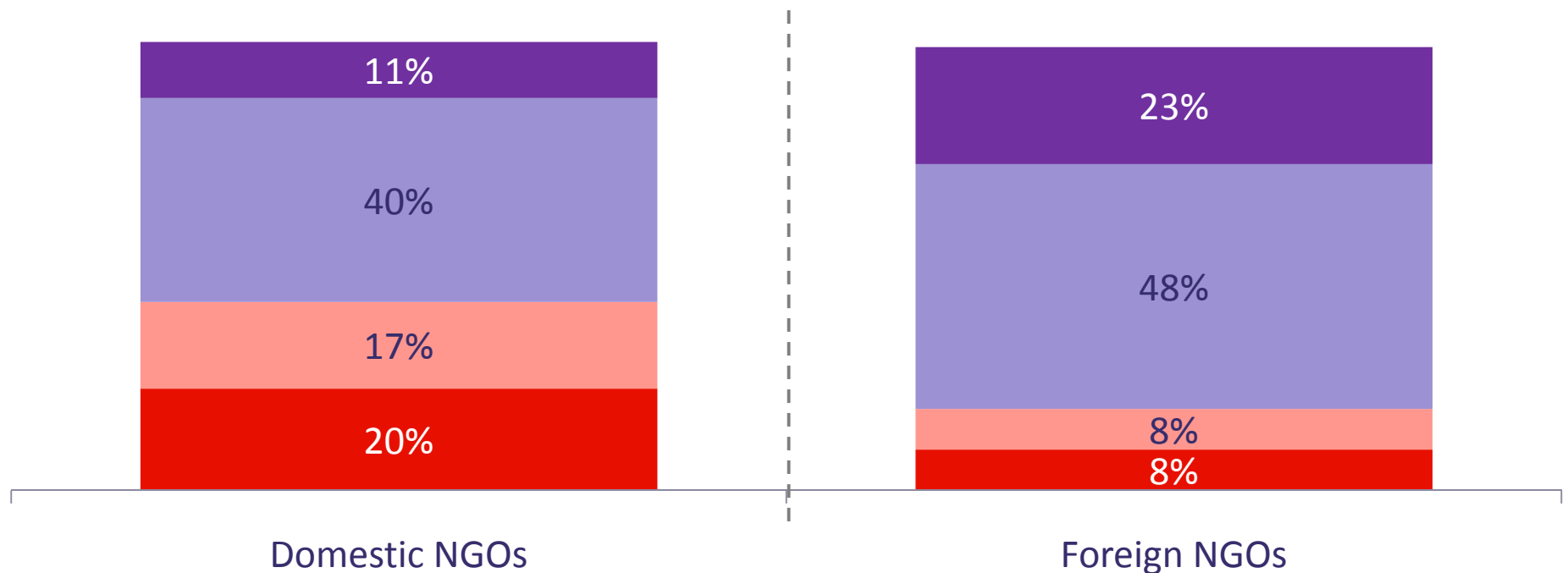
Most important negotiation in EU-Armenia Association Agreement negotiations



Armenians think foreign NGOs can play a much more positive role than domestic NGOs in increasing confidence among the conflicting parties

Q How helpful do you think domestic / foreign NGOs can be in increasing confidence among the conflicting parties?

How helpful domestic & foreign NGOs can be in increasing confidence among the conflicting parties



■ Not helpful at all ■ Mostly not helpful ■ Rather helpful ■ Completely helpful