TNS opinion

Poll: A Snapshot ahead of Armenia's Presidential Elections

Main findings

25 January 2013

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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 *TNS opinion* and IPSC .
- 1,607 interviews conducted face to face between 15 January – 20 January 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 34.1% of interviews conducted in Yerevan and 65.9 % 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 ±2.4% for the overall sample.

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Quality control

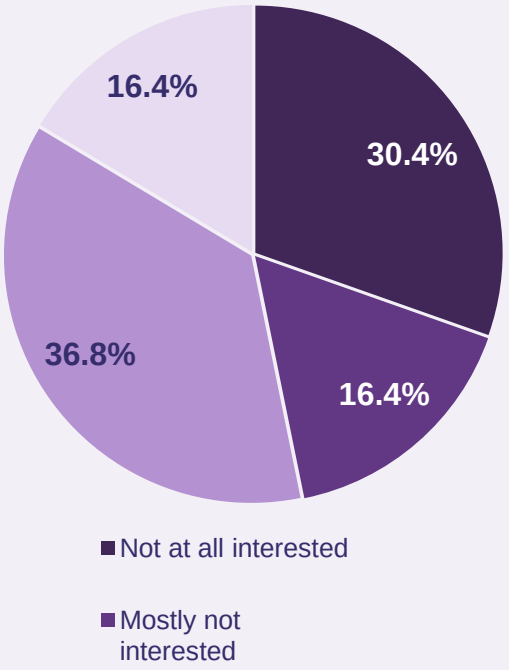
- The design of the random sample, fieldwork monitoring, survey implementation and quality control were developed together by *TNS opinion* and IPSC.
- 20% of the interviews conducted were accompanied by IPSC quality control coordinators to ensure high quality and compliance with the standards agreed. 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, 58 interviews were rejected (3.6%) resulting in the aforementioned valid sample of 1,607 cases.
- Route records were checked by *TNS opinion* and IPSC independently to ensure that interviews had been selected randomly.
- 36% 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. Interest and awareness in politics

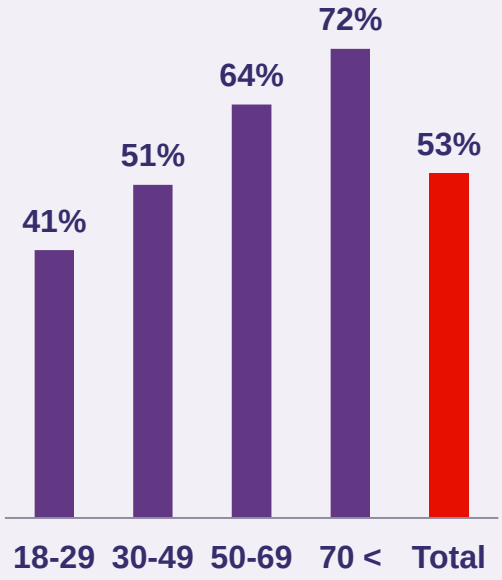
53% of the population is "mostly" or "very" interested in politics. Interest grows with age and education, a result that is similar to the polls in April and May 2012.

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

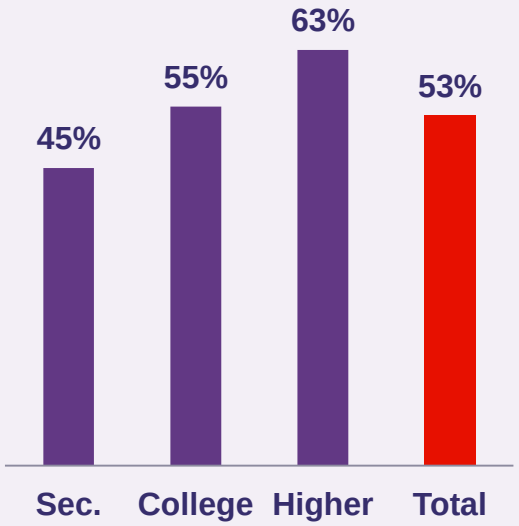
Level of interest in politics



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

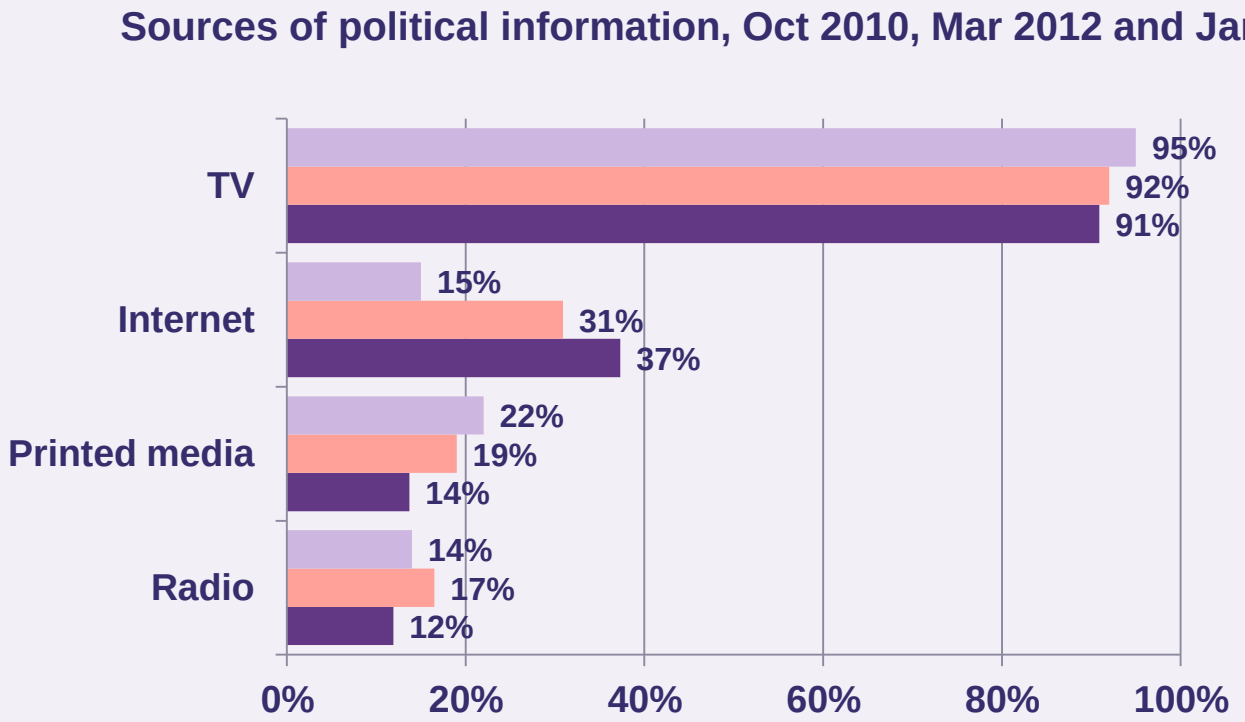


Level of interest in politics by education ("mostly" or "very" interested)



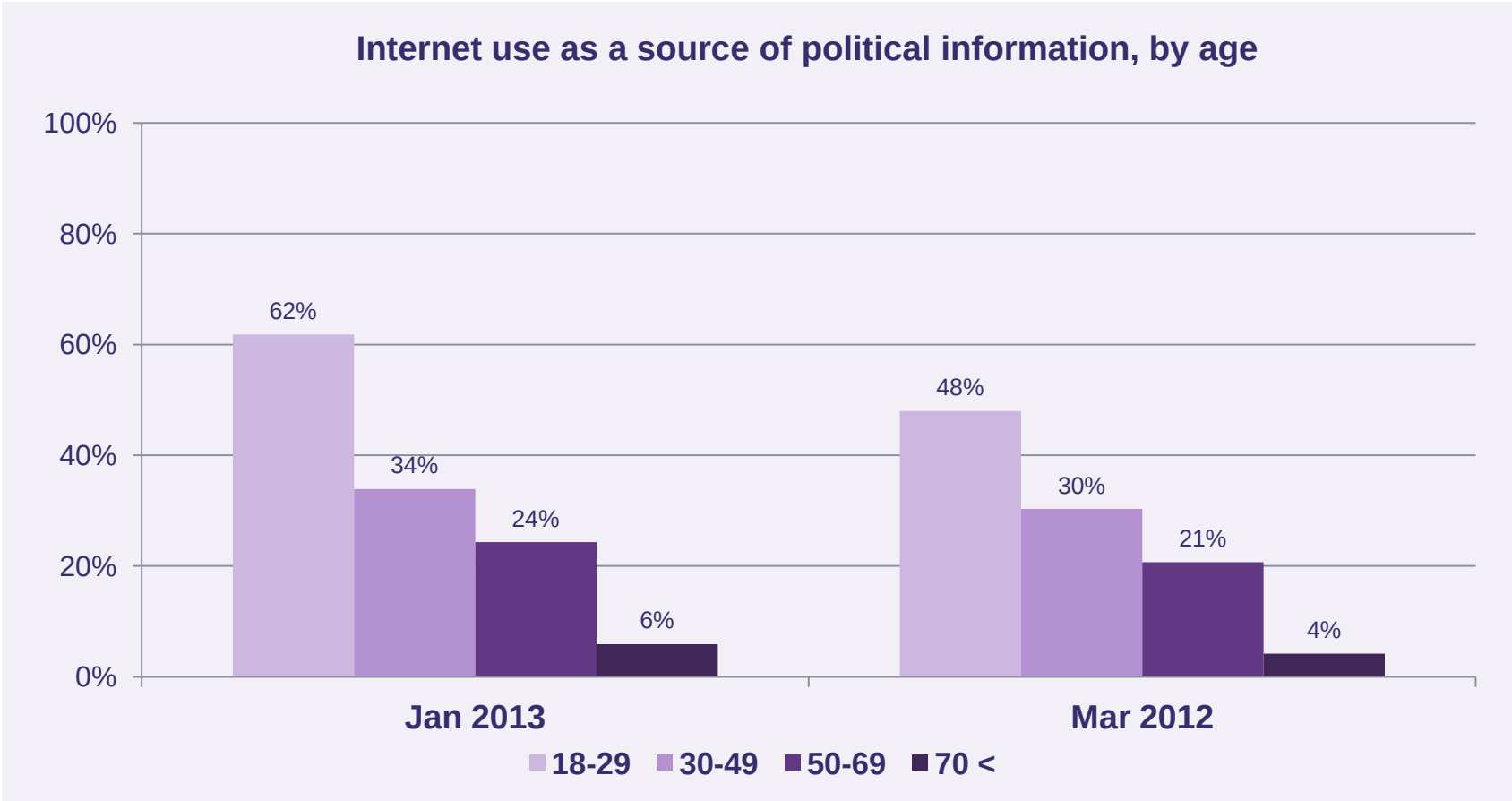
TV remains the main source of political information. The role of the internet is continuously increasing, while that of printed media is going down.

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



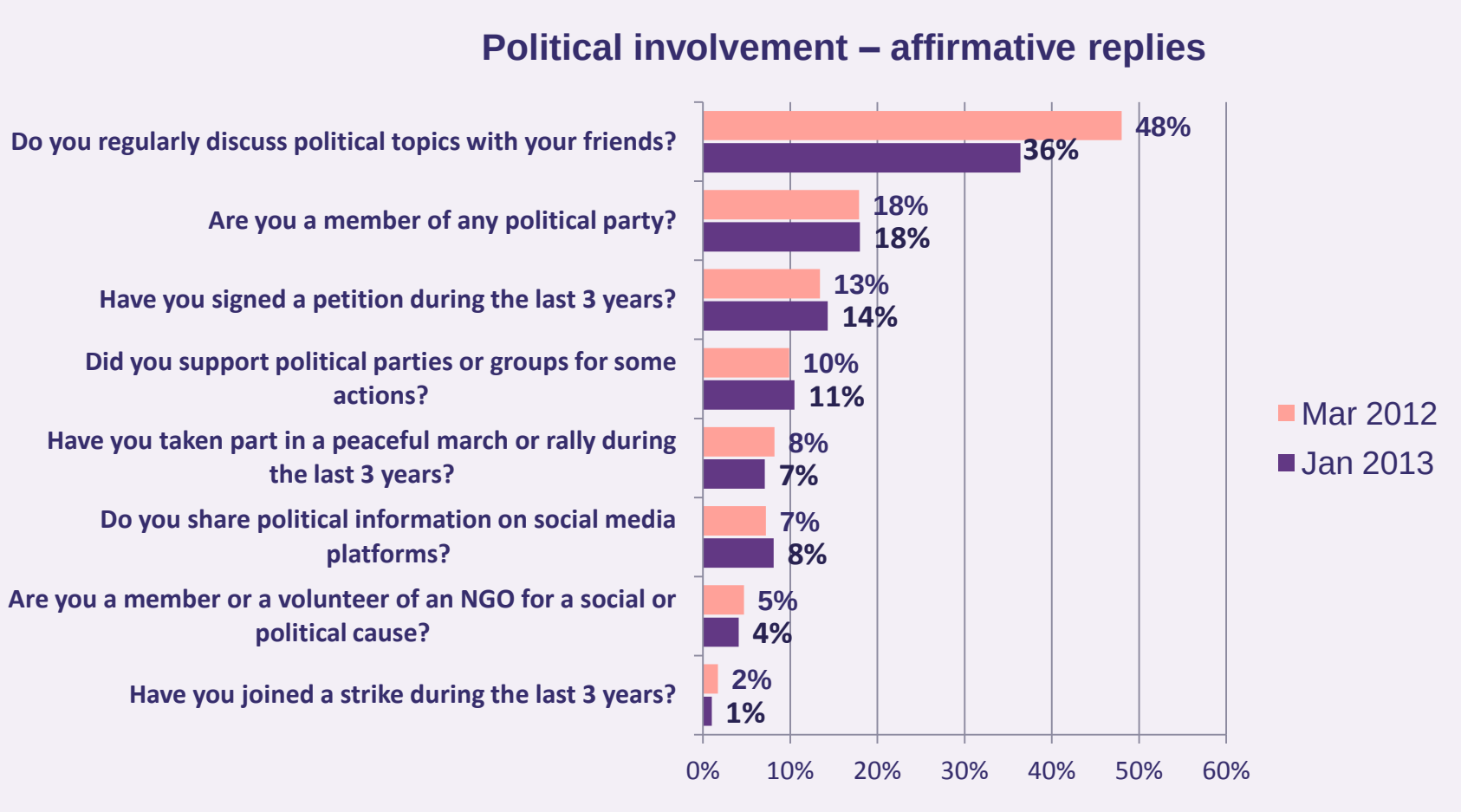
Internet as a source for information has increased over the last year, most strongly among young people.

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



Political involvement remains stable, except for "political discussions with friends", which remains the most common form of political involvement.

Q3. Now I will ask you several questions on your socio-political involvement.

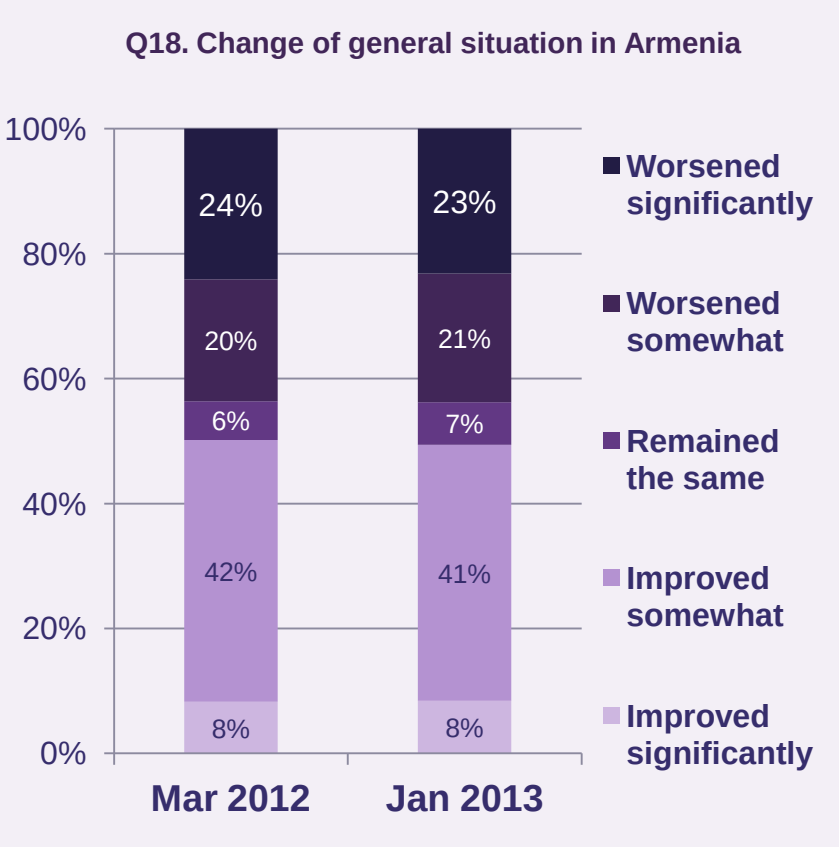


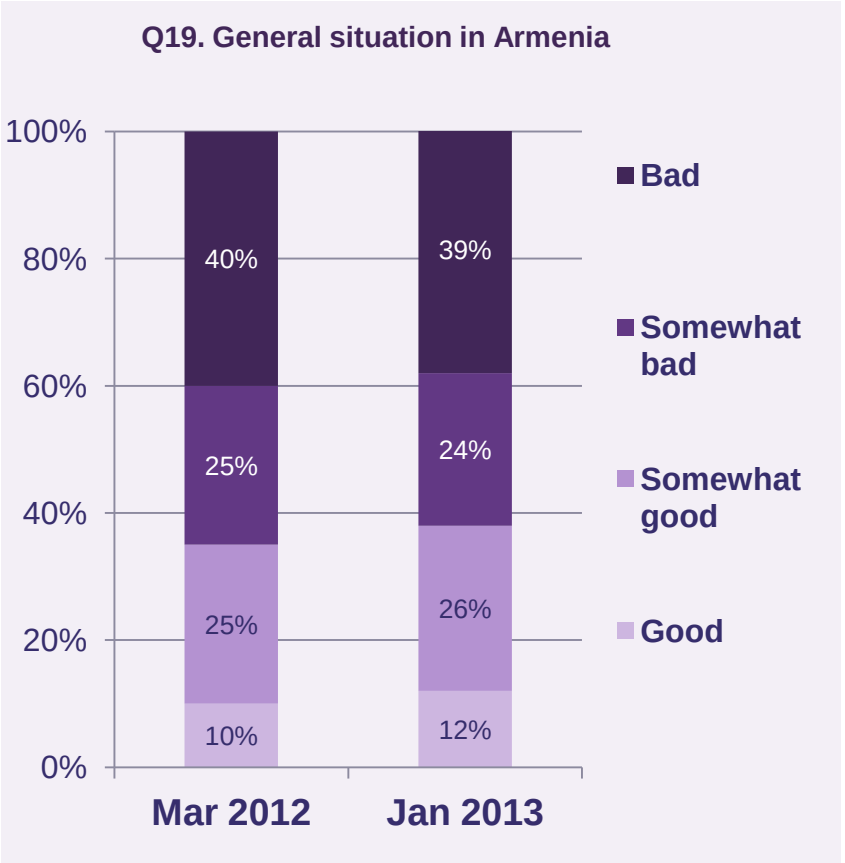
3. The situation in Armenia

The perceived situation in the country and its change compared to 5 years ago are practically unchanged compared with March 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)

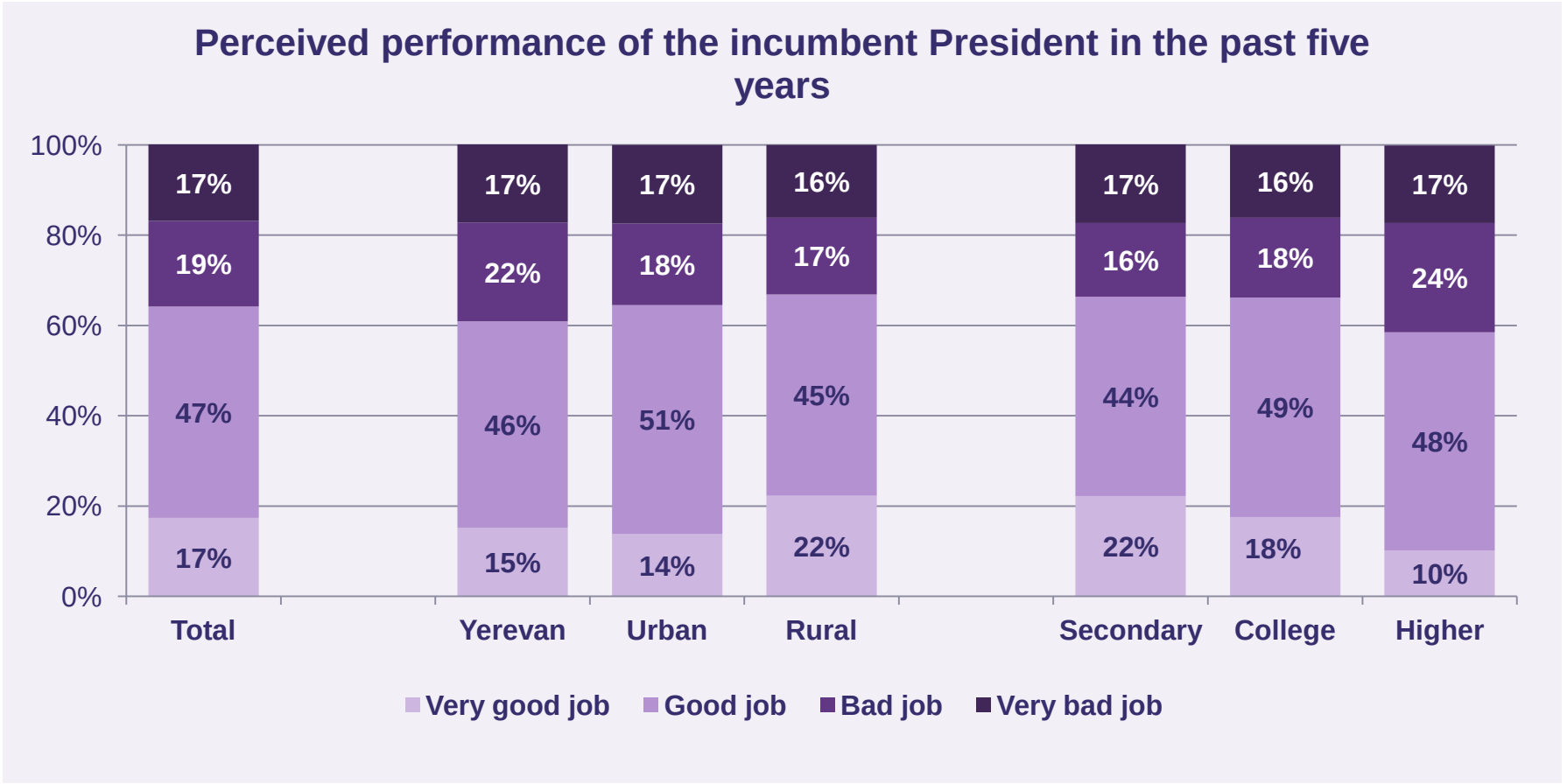
Q19. **And if you look at the situation in our country today, do you think that life in Armenia is generally...**





64% of the population evaluate the Presidents performance positive.

Q15. 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?.

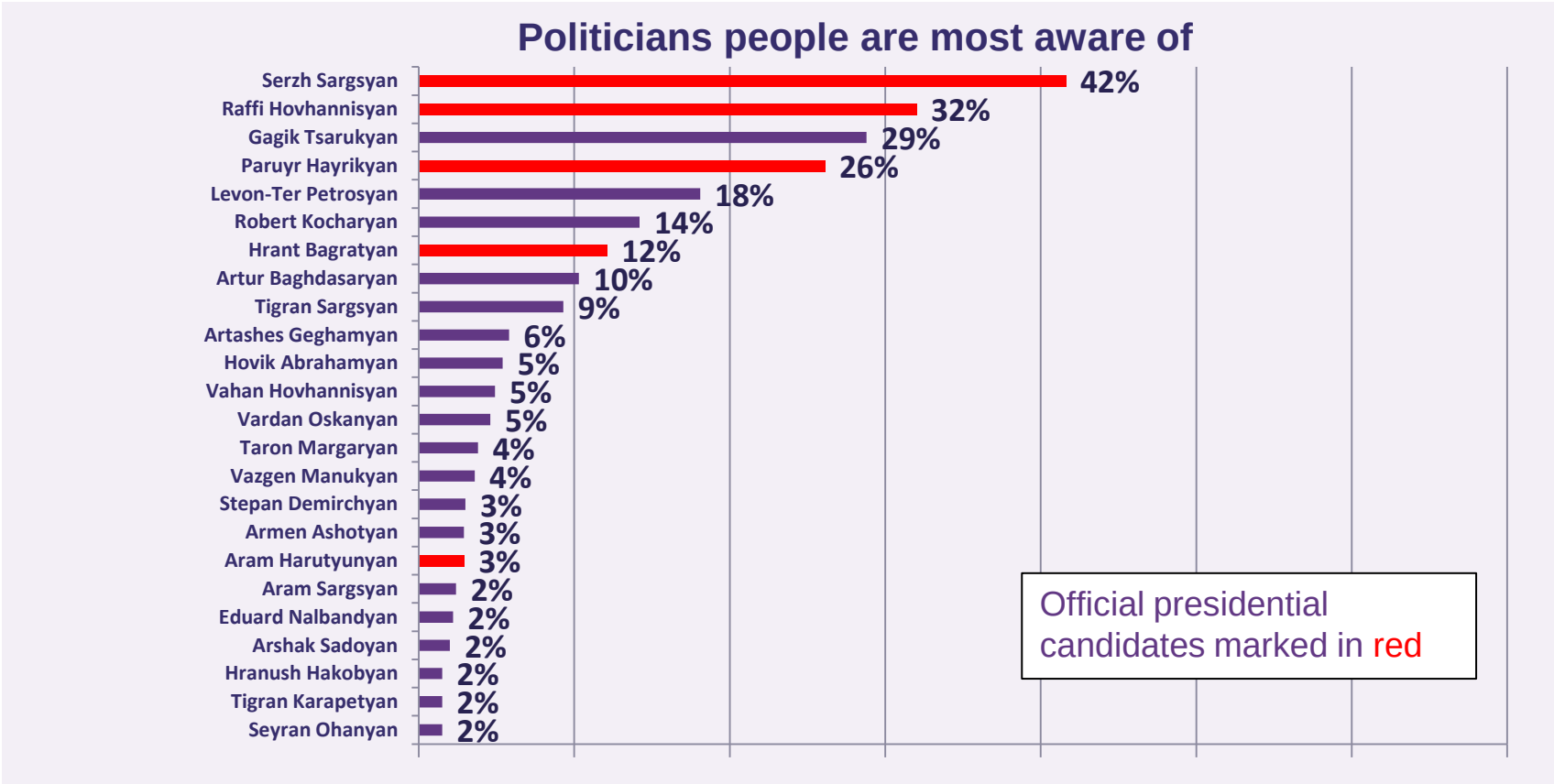


4. Voting intentions in the presidential elections

The three politicians people are most aware of are S. Sargsyan, R. Hovhannisyan and G. Tsarukyan. The awareness for R. Hovhannisyan and P. Hayrikyan has more than doubled compared to March 2012.

From the 157 politicians named by the respondents, only those mentioned in at least 2% of all replies are listed below.

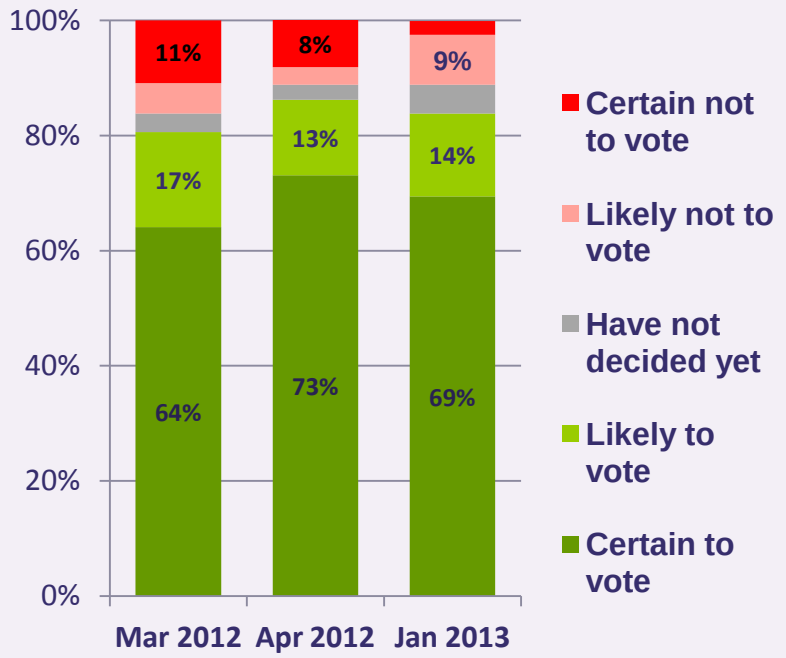
Q10. Please name up to 5 well known Armenian politicians, whom you are most aware of? *(Open-ended question without prompt)*



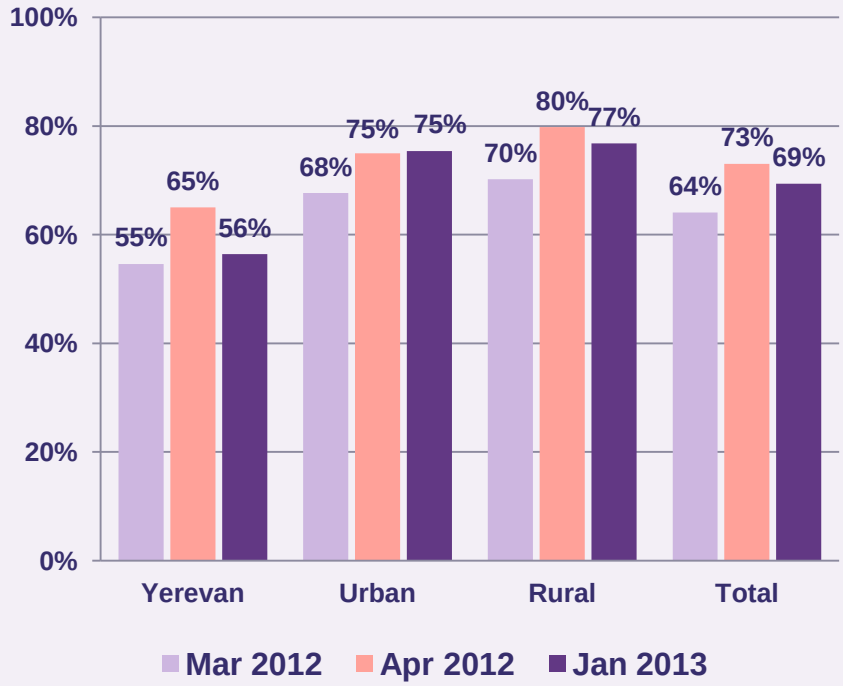
Despite the fact that not all parties nominated a candidate, a high turnout can be expected.

Q4. 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

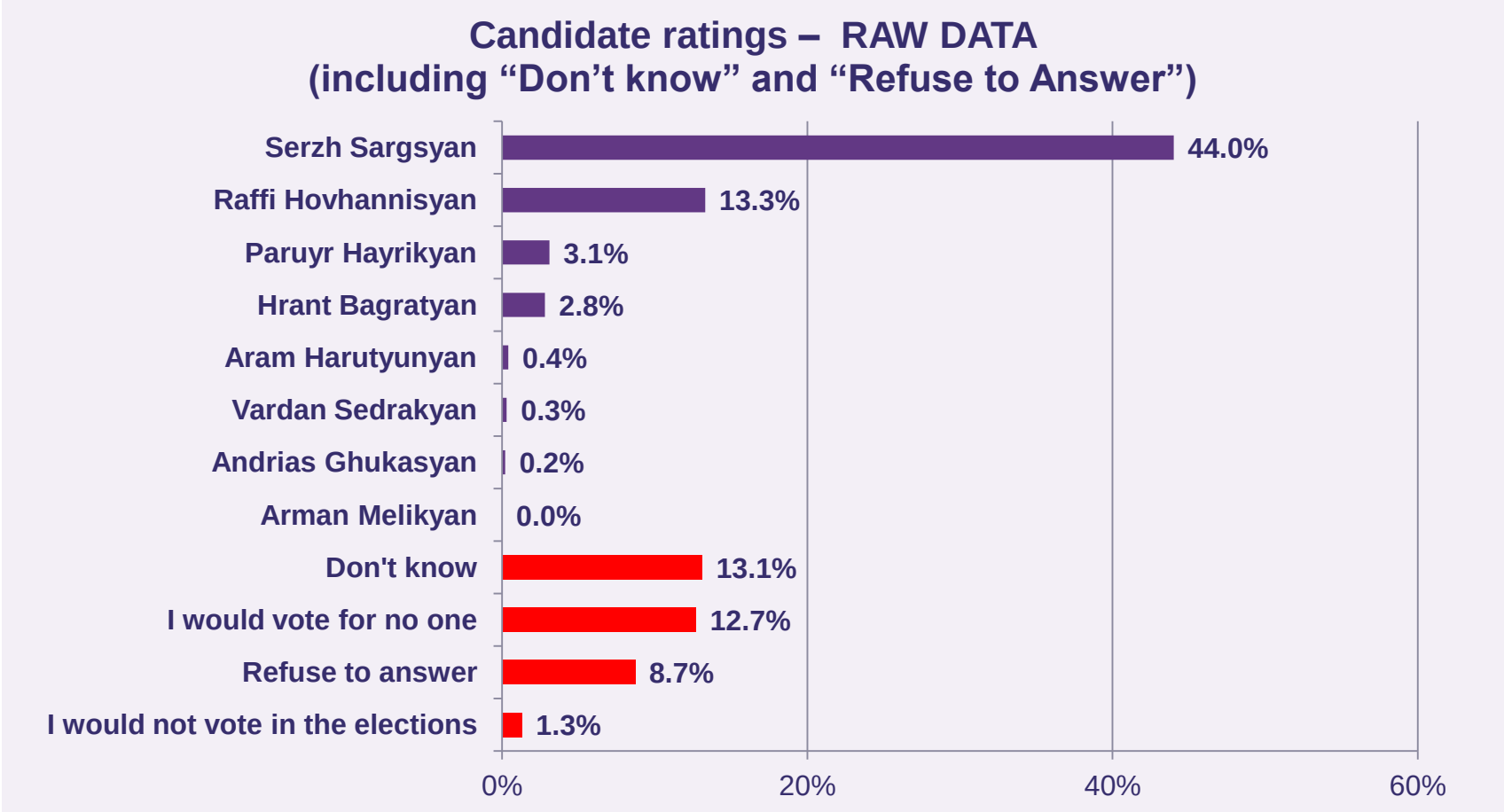


Certain to vote, by settlement type



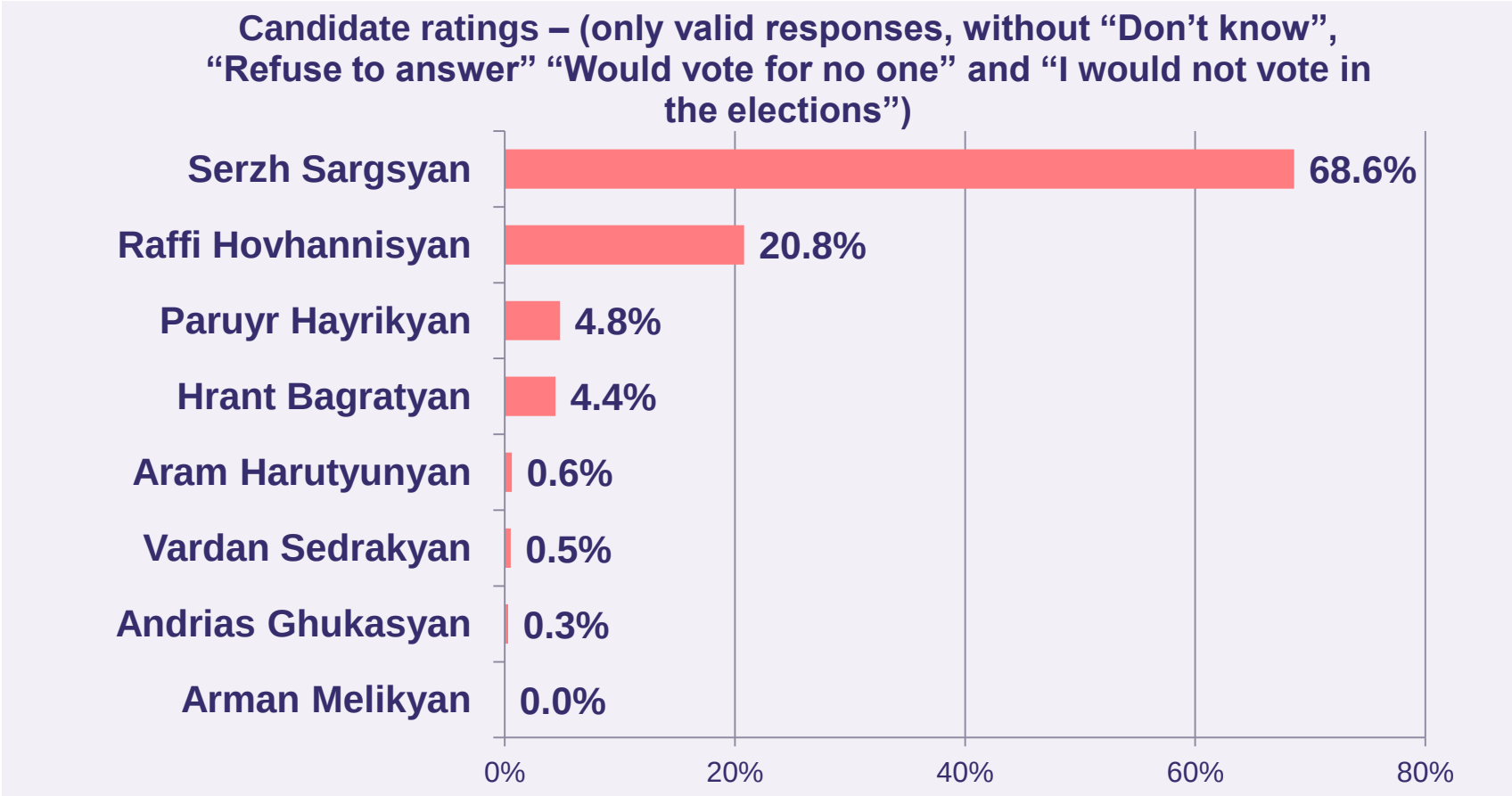
S. Sargsyan leads the presidential race. R. Hovhannisyan, has clearly established himself as the leading opposition candidate, as he has more support than all other candidates together.

Q5. If presidential elections were actually held next Sunday, which politician would you vote for? *(Official list of candidates shown)*



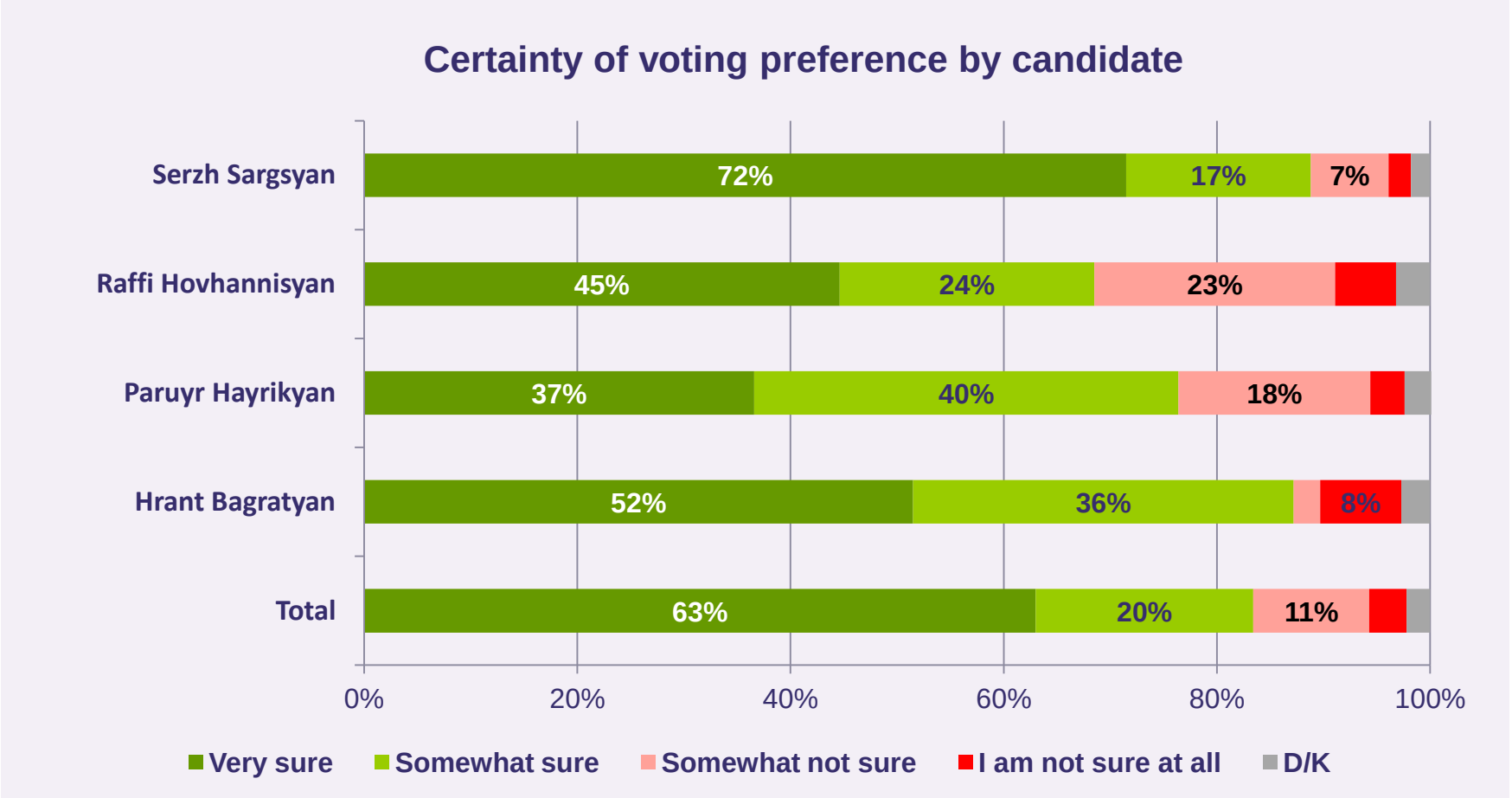
Based on “valid” responses (without don’t know, refuse to answer, no one, not vote in elections), S. Sargsyan gains three times more votes than R. Hovhannisyan and seems most likely to win the election in the first round.

Q5. If presidential elections were actually held next Sunday, which politician would you vote for? *(Official list of candidates shown)*



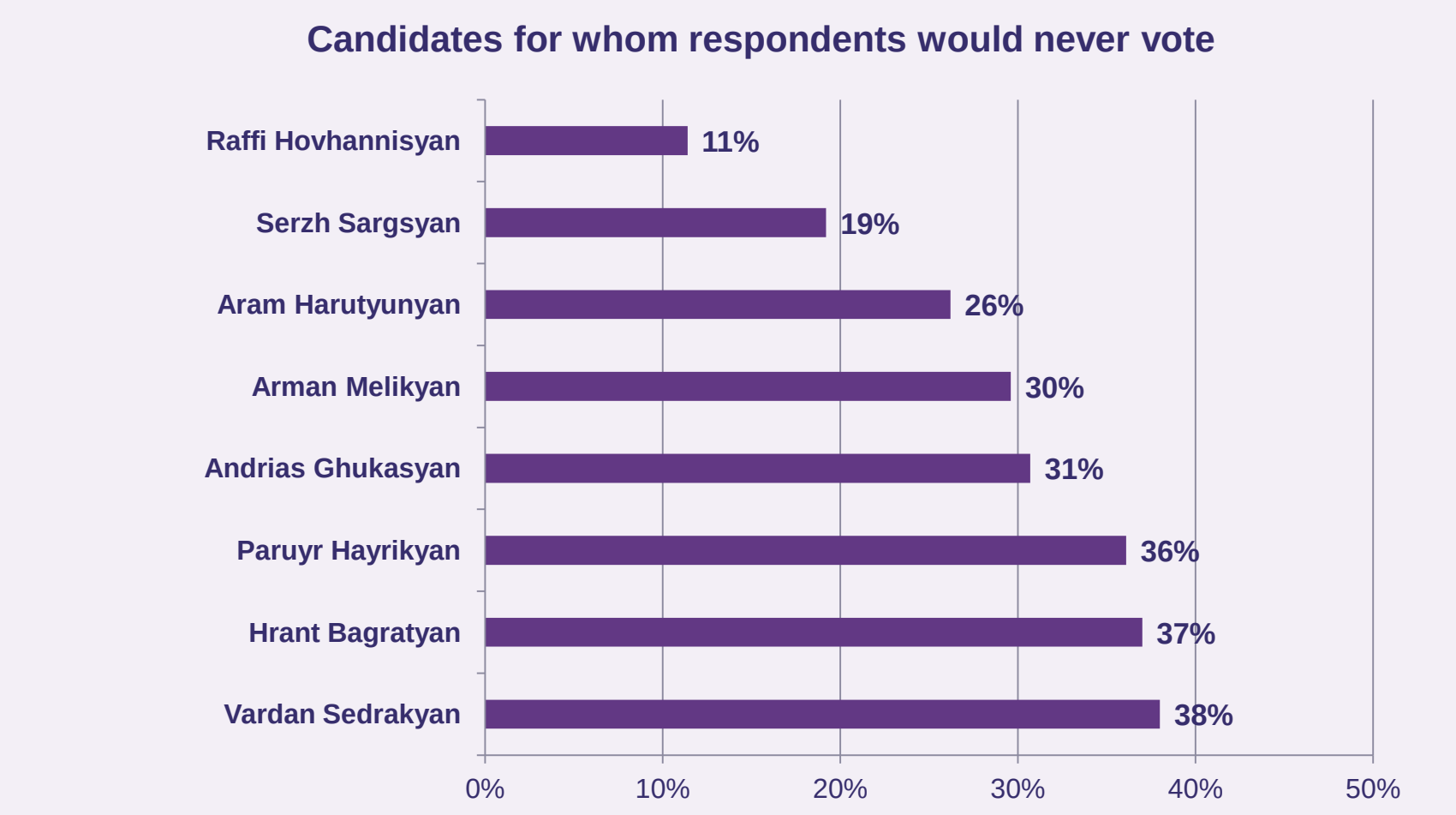
Voters of S. Sargsyan are most sure that their decision will no longer change. For all top four candidates more than two thirds think their decision is final.

Q6. How sure are you that your decision is final?



R. Hovhannisyan has the least "anti-rating", while respondents are most likely to "never vote for" the less known candidates.

Q9. Which politicians would you never vote for if the Presidential Elections were conducted next Sunday? *(Up to 5 answers, Official list of candidates shown)*



The main reasons for voting are: the political program of the candidate and trust to him or his party. 30% of the voters of H. Bagratyan feel that their preferred candidate did not run in these elections.

Q7. Please tell us which are the most important reasons for you to vote for that candidate? You can select several options, which you consider important?

Reasons for voting	I like his political program or previous performance	I trust him or the party he is affiliated to	There is no better alternative in this elections	The candidate of my preferred party did not run for the elections	I have personal links or obligations towards him
Serzh Sargsyan (N=708)	51%	43%	31%	11%	4%
Raffi Hovhannisyan (N=214)	51%	47%	26%	10%	3%
Paruyr Hayrikyan (N=49)	67%	50%	16%	6%	0%
Hrant Bagratyan (N=46)	66%	47%	24%	30%	1%

R. Hovhannisyan receives highest scores for caring about people, being credible, and above all likeable. Whereas the incumbent, S. Sarkisyan, has exceptionally strong values for being politically and financially powerful, as well as particularly experienced.

Q11. Which of the following characteristics best describe the politicians you just mentioned? *(Asked only to those who mentioned the politician in Q 10)*

Politician	Awareness rate	Is Experienced	Is credible	Is caring about people	Is financially powerful	Is politically powerful	Is likeable
Serzh Sarkisyan (N=644)	42%	88%	64%	50%	81%	83%	58%
Raffi Hovhannisyan (N=539)	32%	74%	71%	59%	36%	56%	71%
Paruyr Hayrikyan (N=460)	26%	75%	52%	38%	17%	59%	50%
Hrant Bagratyan (N=217)	12%	69%	41%	29%	30%	39%	30%

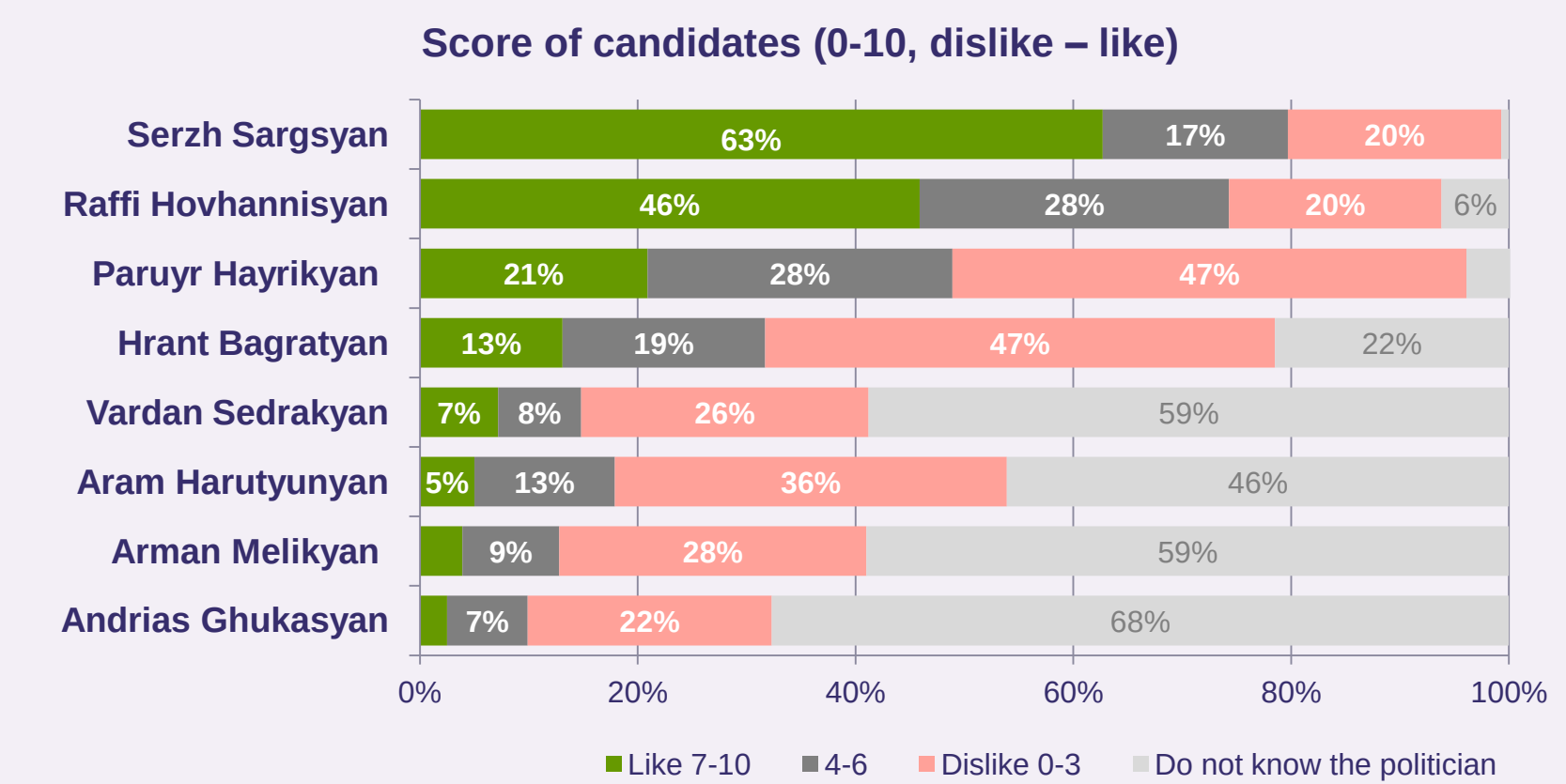
S. Sargsyan is perceived as the one who will best address Armenia's political issues. R. Hovhannisyan is perceived as a candidate who could especially address Human Rights and the lack of democracy. Generally, Armenians distrusts the other candidates to address political issues efficiently.

Q16. Now I will read out a list of political issues which are important for Armenia. Please tell us which of the candidates in your opinion could best address them?

Problem	Serzh Sargsyan	Raffi Hovhannisyan	Paruyr Hayrikyan	Hrant Bagratyan	None among candidates	Don't know
Unemployment	27%	16%	4%	6%	28%	17%
Human rights / lack of democracy	21%	23%	14%	3%	15%	23%
Corruption	29%	14%	6%	4%	29%	18%
Educational system	30%	13%	7%	5%	16%	26%
Healthcare system	36%	11%	2%	3%	18%	27%
Environmental issues	29%	11%	5%	4%	17%	31%
Increase of prices	33%	12%	4%	6%	27%	17%
Poverty	30%	15%	3%	5%	29%	16%
External security of the country	59%	9%	3%	1%	10%	16%
Foreign Affairs	49%	16%	4%	2%	10%	19%

Asking all respondents about the candidates, more than 60% like S. Sargsyan. P. Hayrikyan and H. Bagratyan are perceived as most dislikable candidates. Four candidates are very unknown.

Q14. I will now read to you the names of 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?

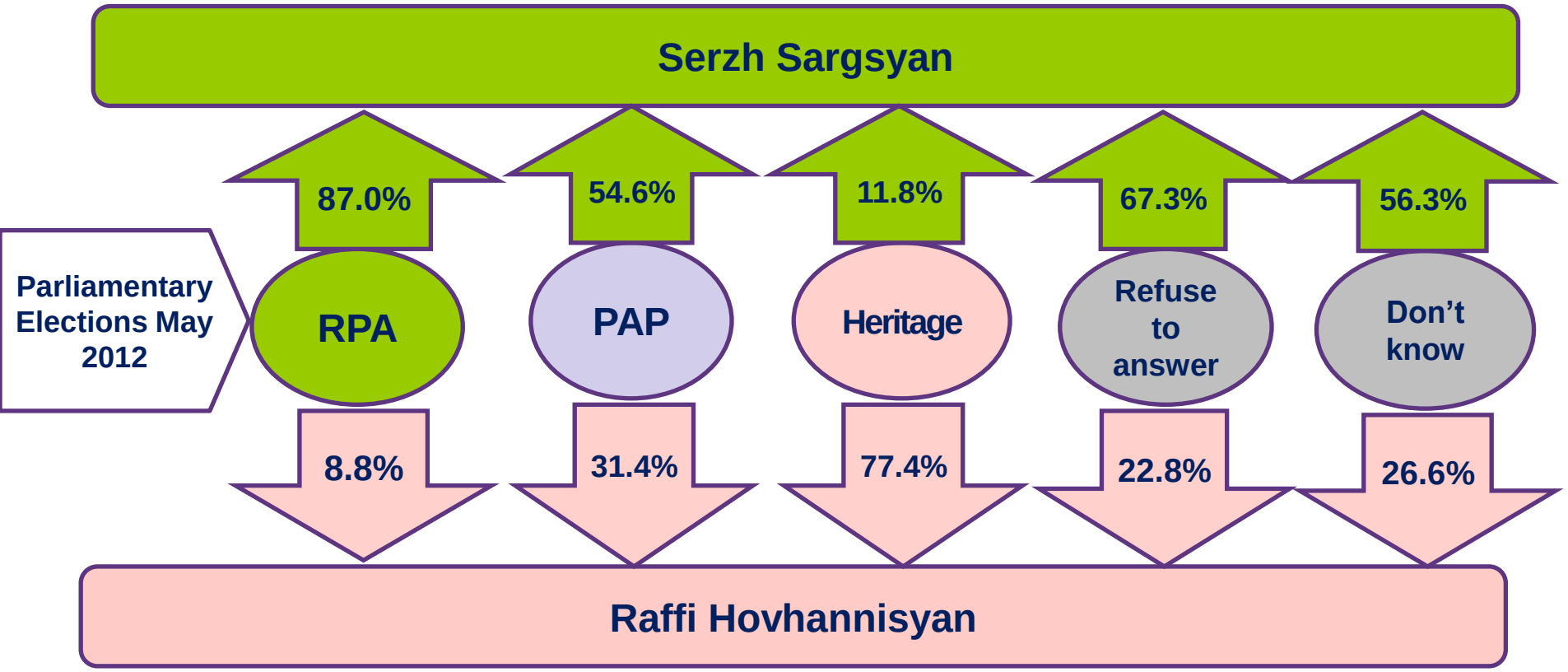


5. Voter characteristics and motivations

In a direct comparison, both candidates receive the vast majority of their respective parties' votes of May 2012. More than half of the PAP voters move to S. Sargsyan while around one third intend to vote for R. Hovhannisyan.

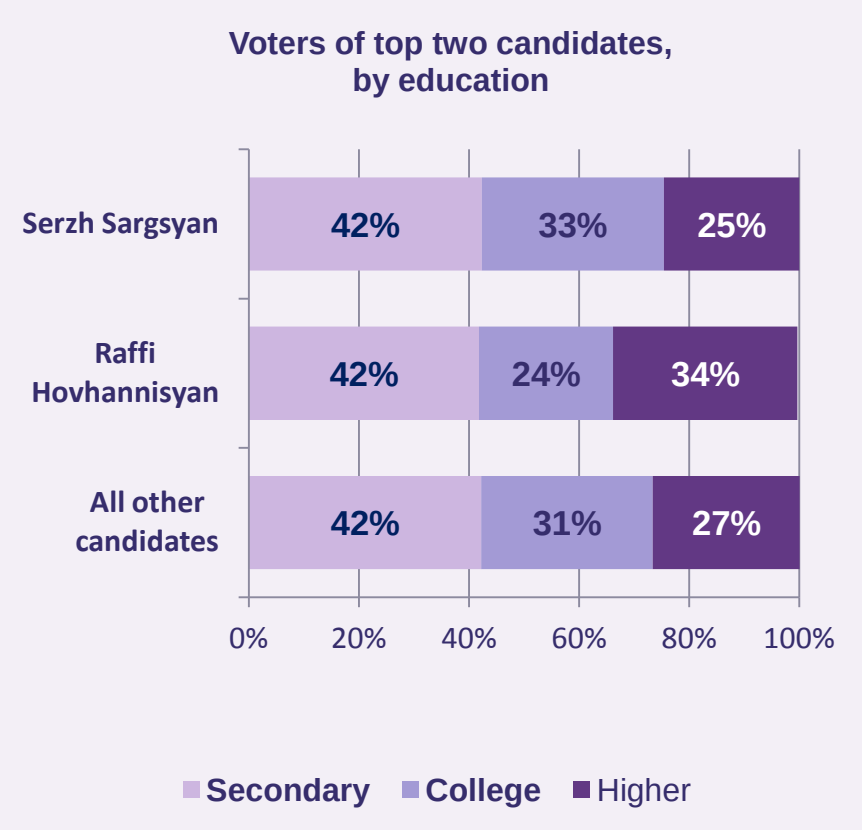
Q13. Could you please tell us which party you voted for in the previous Parliamentary Elections in May, 2012?

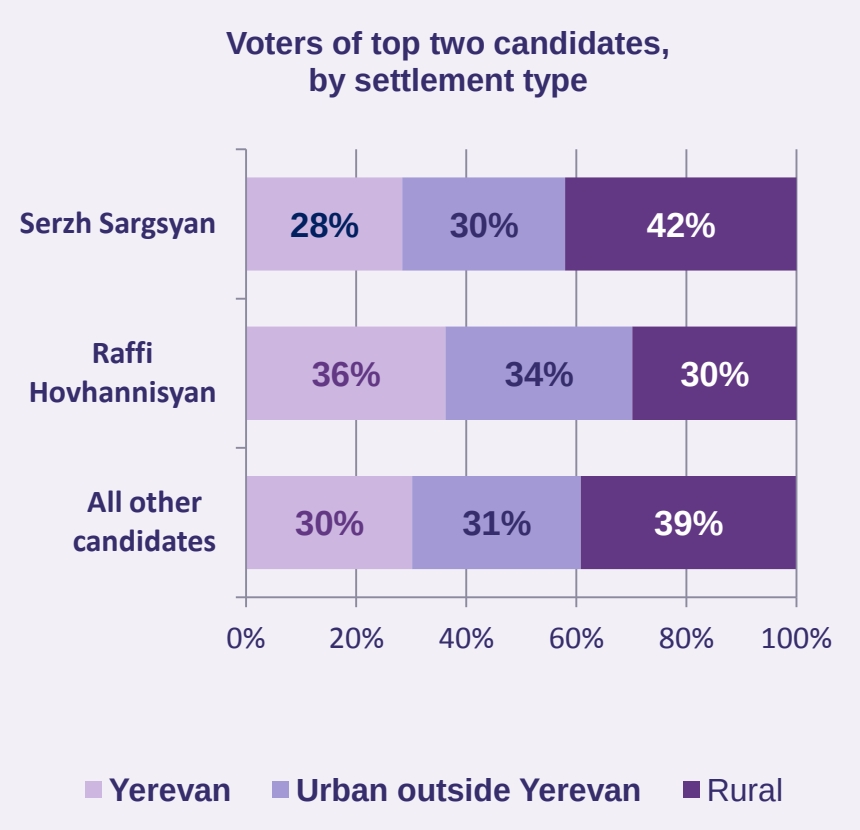
Q5. If those Presidential Elections were actually held next Sunday, which politician would you vote for?



Voters of R. Hovhannisyan are one average higher educated and more likely to live in urban areas. S. Sargsyan has more support in rural areas.

Q5. If those Presidential Elections were actually held next Sunday, which politician would you vote for? (By education and by settlement type)

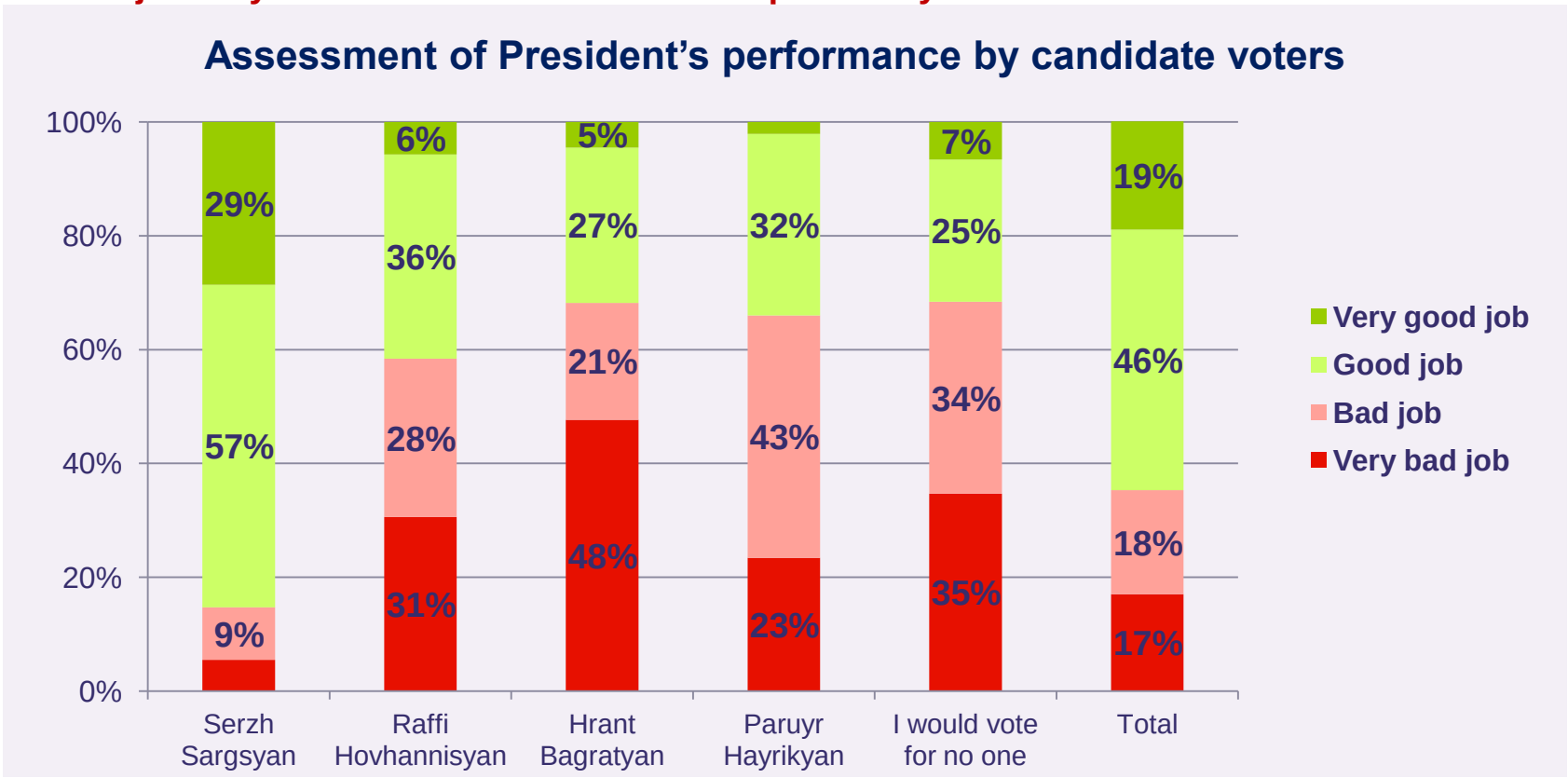




One third or more of the voters who vote for opposition candidates assess the work of the President as good or very good. However 15 % of the voters of S. Sargsyan evaluate the performance as bad.

Q5. If presidential elections were actually held next Sunday, which politician would you vote for? *(Official list of candidates shown)*

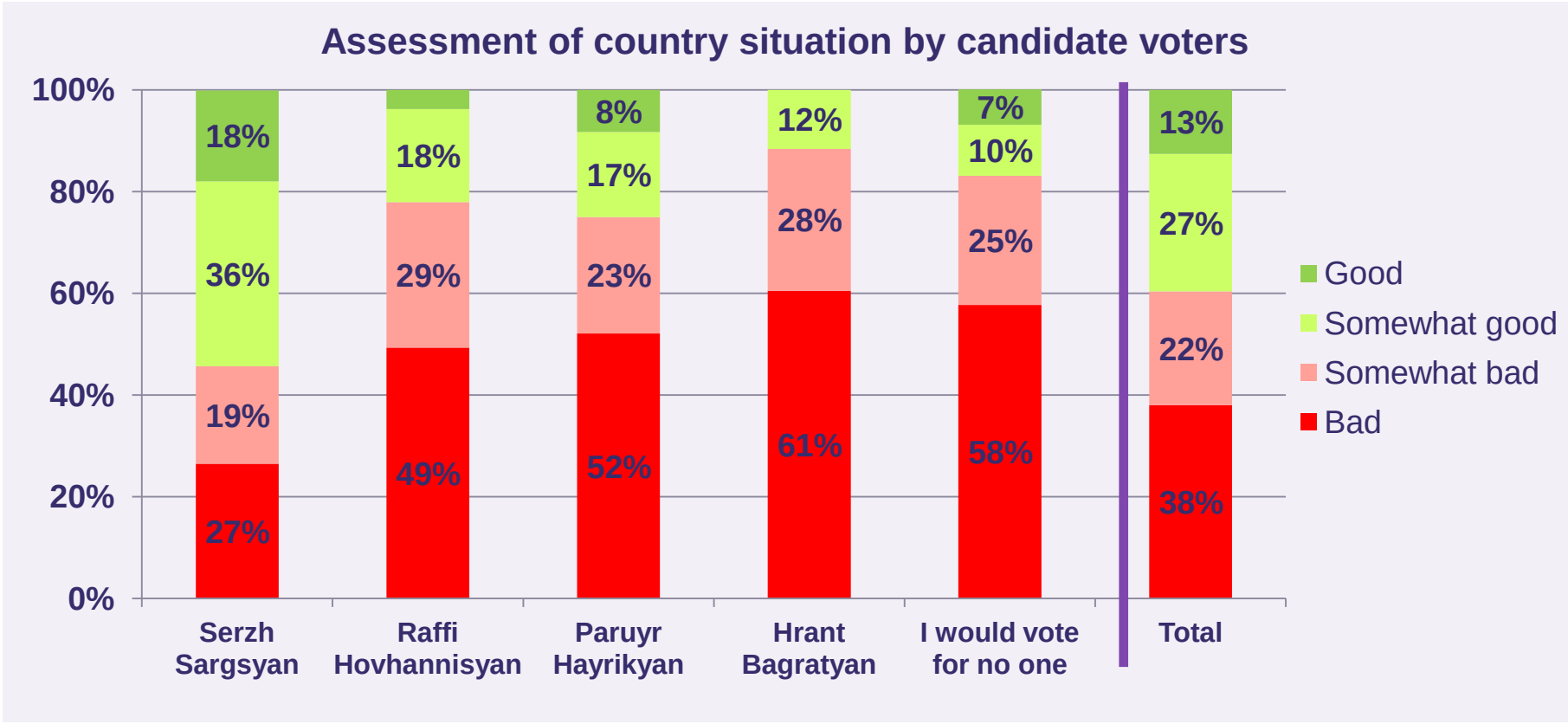
Q15. Now thinking about the performance of the President in general, how good or bad a job do you think he has done over the past five years?



Voters of the opposition candidates have a much more negative view on the situation of Armenia than voters of the incumbent.

Q5. If presidential elections were actually held next Sunday, which politician would you vote for? *(Official list of candidates shown)*

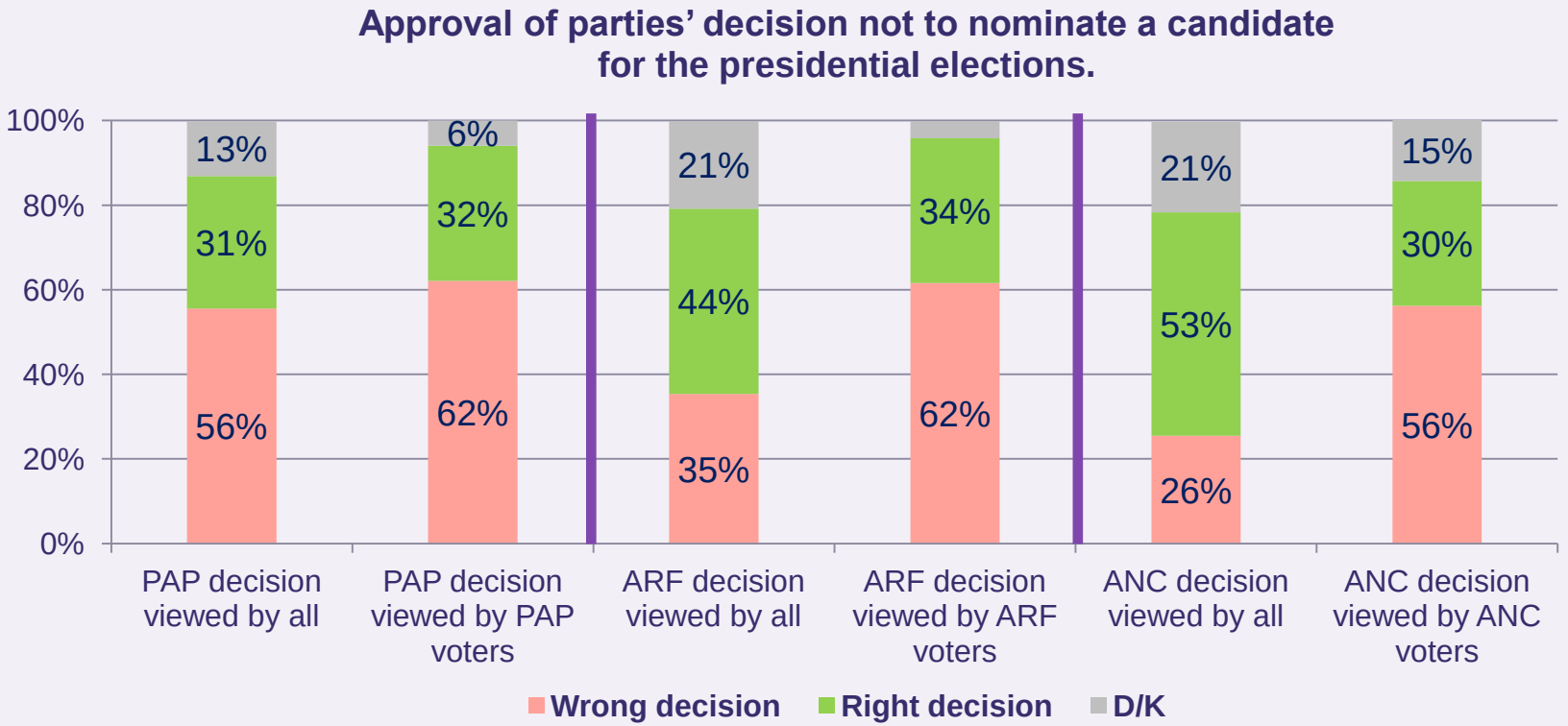
Q19. And if you look at the situation in our country today, do you think that life in Armenia is generally...



The decision of PAP not to nominate a candidate for the presidential elections is viewed as "wrong" by more than half of all respondents. The same decision by ARF and ANC is criticized mainly by their own supporters.

Q17. Three of the parties represented in the National Assembly decided not to nominate any candidate for the Presidential Elections. How do you feel about this? For the [...] Party, given the circumstances, this was ... [right / wrong] decision.

Q13. Could you please tell us which party you voted for in the previous Parliamentary Elections in May, 2012?



TNS opinion

Thank you for your attention

Poll: A Snapshot ahead of Armenia's Presidential Elections

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www.EuFoA.org www.EuFoA.am

Tel/Հեռ.: + 32 2 233 11 00
Email/Էլ. փոստ: brussels@eufoa.org