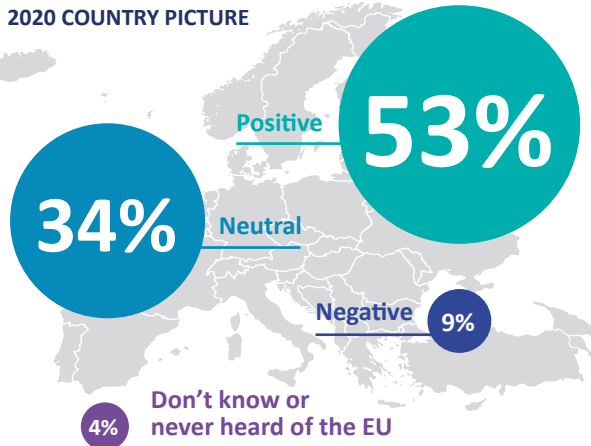


# PERCEPTIONS OF THE EUROPEAN UNION

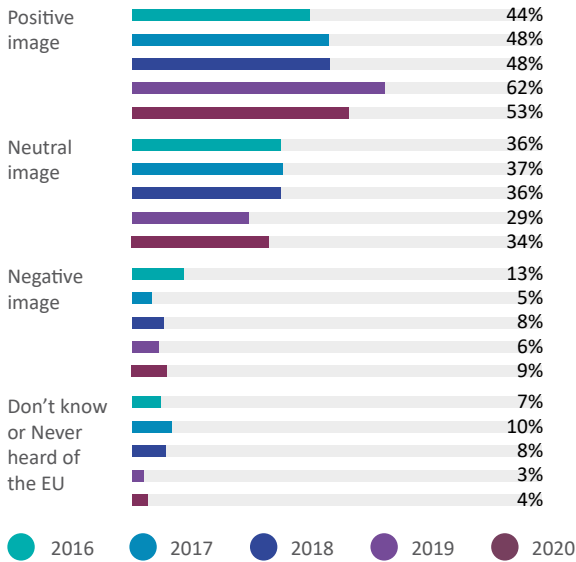
## Public Opinion in Armenia

### Do you have a positive, neutral or negative image of the EU?

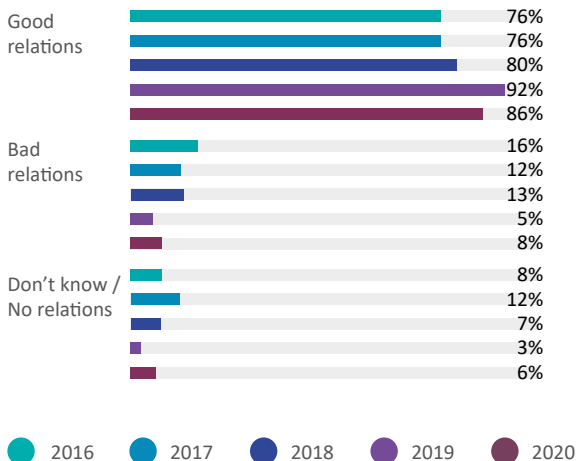
#### 2020 COUNTRY PICTURE



#### CHANGE OVER TIME: FROM 2016 TO 2020



#### How would you describe the relations between the EU and your country?



#### VALUES ASSOCIATED WITH THE EU

##### Top 3 values

- Freedom of speech (91%)
- Human rights (90%)
- Rule of law (89%)

##### Lowest 3 values

- Honesty & Transparency (80%)
- Equality and social justice (79%)
- Absence of corruption (66%)

#### PERSONAL VALUES

##### Top 3 values

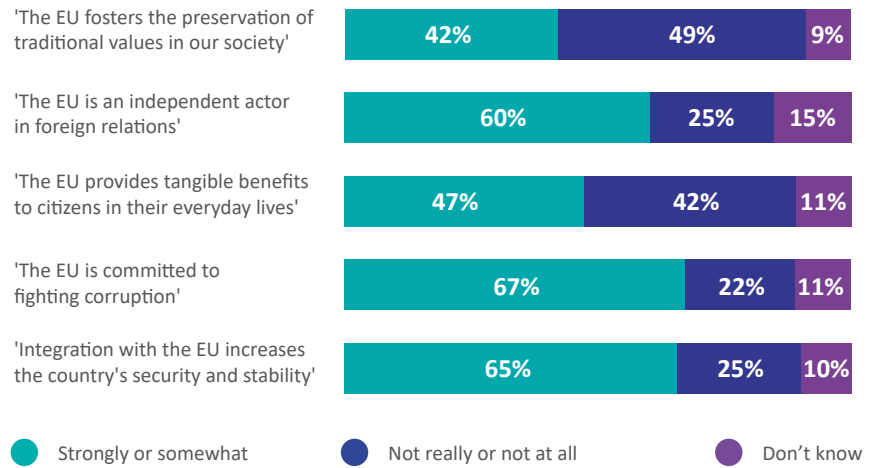
- Peace, security and stability (61%)
- Economic prosperity (39%)
- Human rights (32%)

##### Lowest 3 values

- Democracy (11%)
- Freedom of religion (8%)
- Freedom of the media (2%)

Respondents were asked to choose and rank the three most important values from a list of 13 items.

#### To what extent do you agree with the following statements about the EU?



#### Trust towards the EU and other international institutions

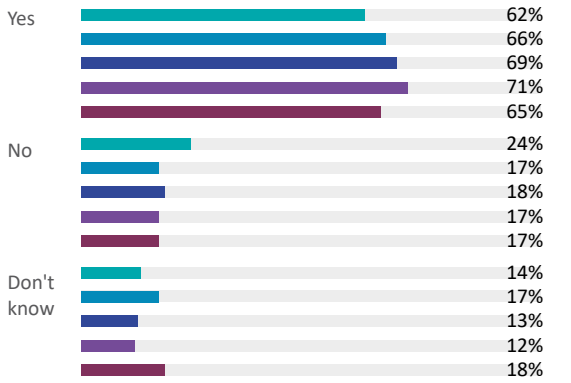


The EU continues to be the most trusted foreign institution, with no change compared to 2019.

# AWARENESS AND EFFECTIVENESS OF EU SUPPORT

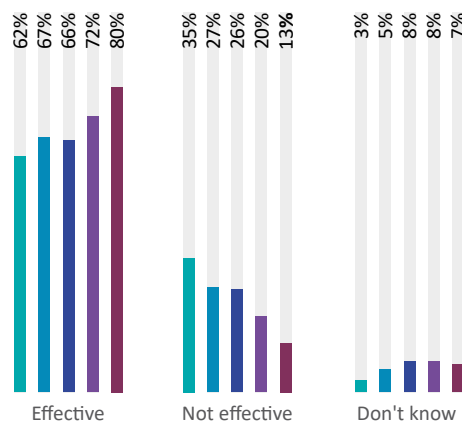
## Public Opinion in Armenia

### Does the European Union provide your country with financial support?



### Effectiveness of EU support & knowledge of specific programmes

#### How effective do you think the support has been?



**32%**

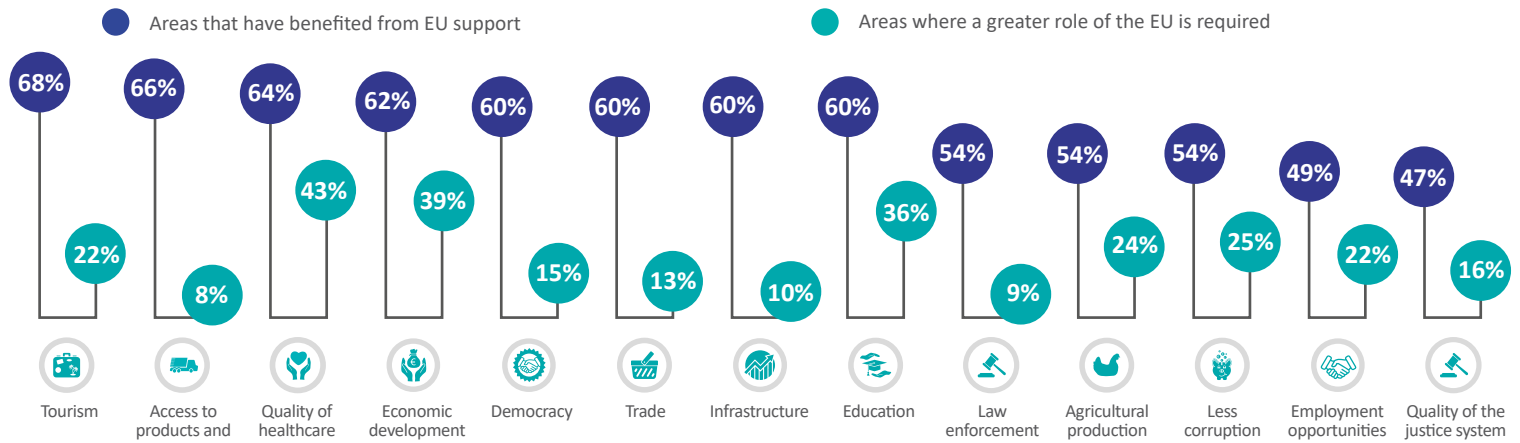
are aware of specific programmes financed by the EU

**The most well-known programmes are in the fields of:**

- Education
- Agriculture and rural development
- Economic reforms and business promotion

Percentages based on citizens who are aware of EU support.

### EU support to Armenia: areas that have benefited 'very much' or 'fairly' versus areas where a greater role of the EU is required



Respondents were asked to choose and rank the three most important areas from a list of 13.

### Would you say that the following institutions provide more, the same, or less financial support to Armenia than the European Union?

More The same Less



The institution supports my country less than the EU.

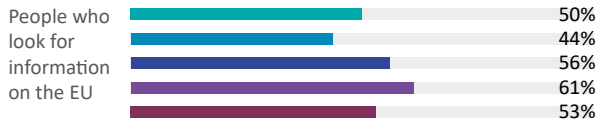
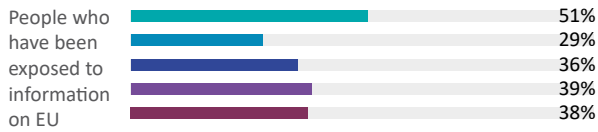
Between 15% and 30% of Armenians did not have enough information to answer the question.

The institution supports my country more than or to the same extent as the EU.

# SOURCES OF INFORMATION ON THE EU

## Public Opinion in Armenia

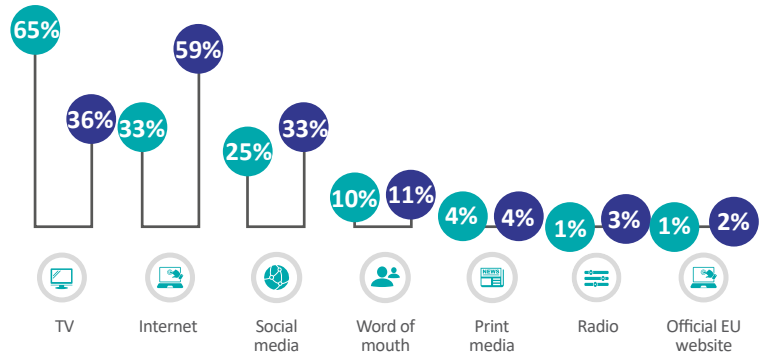
### Passive and active exposure to information on the EU



● 2016 ● 2017 ● 2018 ● 2019 ● 2020

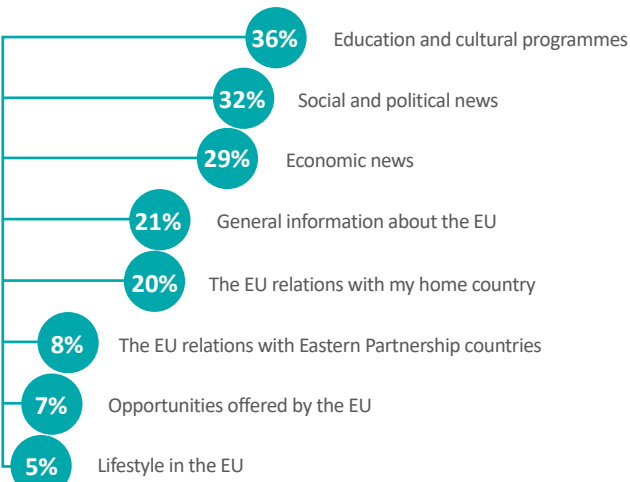
19% of citizens frequently searched for information on EU in 2020.

### Source of information



● Armenians who have seen/heard information on the EU in the last 3 months ● Armenians who usually look for information on the EU

### Most searched topics



Percentages based on people who usually look for information on the EU.

### Quality of information



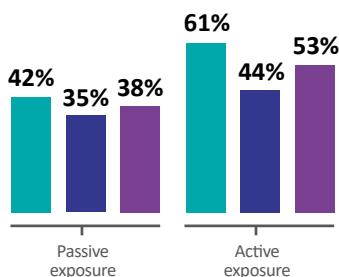
67% of citizens looks at EU-related news in their native language; 24% in Russian and 9% in English.

Percentages based on people who usually look for information on the EU.

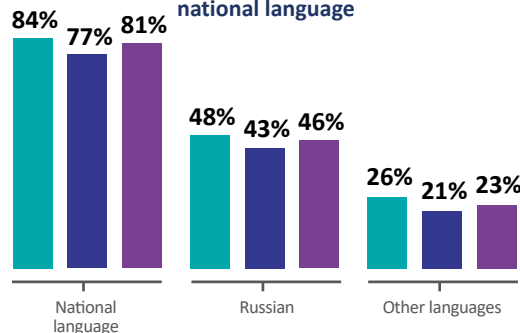
### Media usage and attitudes towards the EU

● Citizens with a positive image of the EU ● Citizens with a neutral image of the EU ● Overall population

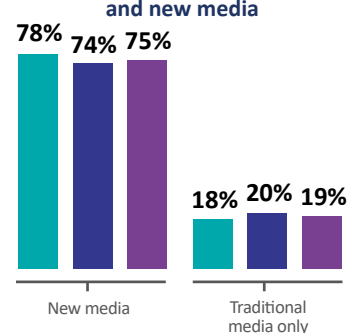
#### Citizens exposed to information on the EU\*



#### Frequent users of media in national language



#### Frequent users of traditional and new media



\*Passive: Citizens who have seen/heard information on the EU in the last three months – Active: Citizens who usually look for information on the EU.