



BALTIC SURVEYS
| The Gallup Organization



Yerevan, February 9, 2013

PRESS RELEASE

PRESIDENTIAL ELECTIONS IN ARMENIA. THE THIRD PUBLIC OPINION POLL

Leading Armenian media company ArmNews TV initiated and sponsored major public opinion research project, aiming at establishing and analyzing socio-political attitudes and opinions of Armenian population and track the dynamics of the electoral preference before 2013 Presidential elections. The project is implemented by Armenian Sociological Association and Baltic Surveys / The Gallup Organization in December 2012 – February 2013.

The third national representative public opinion poll of this project was conducted between January 25 – February 2, 2013 and was publically presented on February 9.

In this poll, 1,017 adult residents of Armenia, eligible to vote in the general elections, were interviewed using face-to-face in-homes interview methodology.

The response rate was 65%, the margin of error does not exceed +/- 3,1% with a confidence level of 95%.

The third poll was planned in such a way, that the fieldwork has started when the official campaign for the Presidential elections has started. This poll aimed to measure the electoral support for registered candidates and to evaluate the effect of the beginning of the electoral campaign. It is important to stress, that the fieldwork of this poll has ended on February 2nd, therefore the results of the poll are not significantly affected by the event of the assassination of one of the candidates on the night of January 31..

Dr. Rasa Alisaukiene from Gallup points out, that the level of interest in upcoming elections has increased over the last 2 weeks (with the start of the official campaign): 49% of interviewed voters now said that they definitely will vote in the elections (against 39% in mid-January) and 35% “probably will vote” (against 43% in mid-January). However, one should remember, that in the national poll, only the citizens of Armenia who actually are in the country are interviewed, while the electoral list includes also these, who are abroad, thus the final elections turnout in countries with high emigration rate as Armenia is usually lower than the numbers of national polls (excluding

emigrants) show. Thus taking various factors into consideration while building the model to estimate expected level of the turnout on the election day, at this stage in the campaign the expected turnout is around 66% .

At the end of the first week of the official campaign, the majority of a interviewed voters expressed their support for the re-election of acting President – 69% of all the respondents said they would vote for Serg Sargsyan (3% more than in mid-January). 11% of all interviewed respondents were going to vote for Raffi Hovhannisyan, 5% for Paruir Hayrikyan, 5% for Hrant Bagratyan, 1 % for Andreas Ghukasyan,. A. Harutyunyan, A.Melikyan and V.Sedrakyan were support by less than 1% of the interviewed respondents each. At the same time, 9% of the interviewed respondents have not decided yet, which candidate to support (against 16% in mid-January).

The third poll also confirmed the findings of previous poll I mid-January, that by nominating own having candidate to compete in these elections, both Republican party and Heritage party have increased their own supporters base, while Prosperous Armenia has lost some support from the electorate due to not having own candidate in these elections. By the beginning of February, the support for the major parties remained the same as in mid-January.

Dr. Gevorg Poghosyan of ASA pointed out, that the majority of the voters, supporting S.Sarrgssyan and R.Hovhannisyan, are certain in their choice, while the one in three or one in two supporters of other candidates are still considering, which candidate to choose.

The thirds survey confirmed, that TV remained the most important source of the political information for the residents of Armenia, followed by “word of mouth” and internet. Internet is especially important for young urban voters. With the start of the campaign, the influence of billboards and leaflets has increased in comparison to pre-campaign period.

ArmNews TV is implementing this project with Baltic Surveys /The Gallup Organization and ASA, because Gallup is one of the most respected and well known polling organizations in the world and Baltic Surveys/The Gallup Organization is the most experienced international polling organization working in Armenia with 17 projects implemented with ASA since 2005.

The presentation of the survey results are available on:

www.asa.sci.am and www.armnwstv.am

Project leaders:

Artak Aleksanyan, ArmNews TV (www.armnewstv.am)

ArmNews was established in 2001 and license for broadcasting was issued in 2003. Before 2011 ArmNews TV mainly broadcasted EuroNews TV including of elements of own production. In September 2011 ArmNews started to broadcast new own programs aiming to become the first and only 24 hours Armenian news TV channel.

Dr. Rasa Alisauskiene, Baltic Surveys/The Gallup Organization (www.gallup.com)

Gallup (The Gallup Organization) is leading global polling and consulting company, one of the “founding fathers” of the modern public opinion polling industry. It was established by Dr. George Gallup in USA in 1935 and has grown into major worldwide company (www.gallup.com).

“Baltic Surveys” is part of Gallup, the first private independent public opinion and market research company in Lithuania, established in April 1992 as Gallup Lithuanian office. It is a member of ESOMAR, AmCham, British Chamber of Commerce, IAPC and other international organizations.

Baltic Surveys / The Gallup Organization for 20 years conducts public opinion polling and market research projects throughout Central and Eastern Europe and the CIS countries (Armenia, Belarus, Moldova, Kazakhstan, Kyrgyzstan, Georgia, Azerbaijan, Ukraine, Russia). The company is represented in ESOMAR (R. Alisauskiene is the member since 1992). Dr. .R.Alisauskiene is a board member of Gallup Europe. and a board member of IAPC.

Dr. Gevorg Poghosyan, Armenian Sociological Association (www.asa.sci.am)

Established in 1992, ASA - Armenian Sociological Association is the pioneer and one of the leaders among the research organizations in Armenia. ASA is a national member of ISA - International Sociological Association, ESOMAR, and ESA - European Sociological Association.

ASA has the best practice in Armenia, based on 20 years working experience in the following areas: social research, public opinion polls, exit polls, market research, media surveys, qualitative and quantitative research, etc. Dr.Gevorg Poghosyan is doctor, professor of sociology, corresponding member of Armenian National Academy of Sciences.