



Yerevan April 28, 2012

## **PRESS RELEASE**

### **PARLIAMENTARY ELECTIONS IN ARMENIA. FINAL 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 2012 Parliamentary elections and 2013 Presidential elections. The project is implemented by Armenian Sociological Association and Baltic Surveys / The Gallup Organization in April 2012 – February 2013.

First national representative public opinion poll of this project was conducted between April 4-10, 2012 and was publically presented on April 17.

FINAL national representative public opinion poll of this project (Parliamentary elections) was conducted between April 16- 22, 2012.

In this poll, 1,015 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 66%, the margin of error does not exceed +- 3,1% with a confidence level of 95%.

The second/final poll was planned in such a way, that it coincided with the official campaign for the Parliamentary elections and allowed to measure the electoral support for all registered parties in the proportional part of elections.

The results of the second poll shows, that two parties were enjoying the strongest support of the voters – two weeks before the Parliamentary elections, Armenian Republican party was a choice of 39% of registered voters (plus 5% from the first poll) (or 42% of likely voters, plus 4% from the first poll) and “Prosperous Armenia” party was a choice of 26% of registered voters (minus 2% from the first poll) (or 28% of likely voters, minus 2% from the first poll).

The poll results show three other parties, supported by a smaller share of the voters, which are on the “fine line” in order to make it into the National Assembly (Armenian

National Congress Union of Parties, “Rule of Law” party and Armenian Revolutionary Federation Party). “Heritage” party is also “balancing” on the edge – last two weeks of the campaign will influence their final result on the elections day. Analysis of the poll results confirms the findings of the first poll - the socio-demographic profile of two leading parties is rather similar and these two parties are mainly competing with each other. Rather significant part of likely voters have their choice which parties they will not vote for, but for the final decision which party to support they still have some time and are considering several choices.

Dr. Rasa Alisauskiene from Gallup points out, that with the start of the official campaign, Armenian voters show even higher interest in forthcoming Parliamentary elections – 66% of them said that they definitely will vote in the elections (8% increase since the first poll) and 23% “probably will vote” (decrease by 7 %). 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.

TV remains the most important source of the political information during the campaign, with the importance of internet and “word of mouth” gaining importance during the official campaign.

Dr. Gevorg Poghosyan of ASA comments on the poll results: “The second poll findings confirm that Armenian people stick to their European orientation with 69% of the interviewed people saying that Armenia in the future should join European Union, and at the same time our people want to nurture good relations and cooperation with our CIS partners (80% of interviewed want Armenia to stay in CIS)”.

The survey results show that most important issues for Armenian population remain social and economic problems, with jobs and standard of living leading the list.

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 13 projects implemented with ASA since 2005.

**The presentation of the survey results are available on:**  
[www.asa.sci.am](http://www.asa.sci.am) and <http://eu.gallup.com>

Project leaders:

**Artak Aleksanyan, ArmNews TV ([www.armnews.am](http://www.armnews.am))**

ArmNews was established in 2011 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](http://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](http://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.

**Dr. Gevorg Poghosyan, Armenian Sociological Association ([www.asa.sci.am](http://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.