PRESIDENTIAL ELECTIONS IN ARMENIA
Public opinion poll No 3

January 25 – February 2, 2013

INFORMATION ABOUT THE SURVEY

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The project consisting of 3 pre-election polls is commissioned by ArmNews TV and implemented by Armenian Sociological Association and Baltic Surveys / The Gallup Organization.

MAIN GOALS of this project are:

To study Armenian public opinion about the social and political issues; to find out the electoral preferences prior to the Presidential elections; to examine the sources of information about the political issues.

To present the political parties and the society the findings and analysis of the poll results, assisting in the preparation for the Presidential elections.

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Methodology

The first national representative survey was carried out on December 5 – 16, 2012 and the second – on January 16-23, 2013 (after all Presidential candidates became known) and the third - January 25 – February 2, after official campaign had started. As the fieldwork was finnished on February 2, the influence of the assasinantion on one of the candidates on the night of January 31 could be not be estimated. The eligibility criteria was based on age (18 years and older). 1,017 Armenian residents were interviewed in the third poll.

The sample design was a multi-stage probability sample.
- Stage one: the sample was stratified into 10 marzes and Yerevan.
- Stage two: the sample was further stratified into rural, urban and metropolitan sampling units.
- Stage three: primary sampling units (PSUs) were described.

Methodology

The interviews were conducted face-to-face at the respondents homes. The closest birthday rule was used for selection of the respondent. The households were selected using the random route method.

The response rate was 65 percent.

The margin of error for the survey does not exceed plus or minus 3.1 percent with a confidence level of 95 percent.

Due to rounding, charts may not add to 100 percent.

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EVALUATION OF SITUATION IN ARMENIA

IN YOUR OPINION, THE THINGS ARE GOING IN THE RIGHT OR WRONG DIRECTION IN ARMENIA?

All respondents (%)

	2013.01	2013.01-02
DK/NA	14	13
Wrong direction	36	39
Right direction	50	48

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IN YOUR OPINION, THE THINGS ARE GOING IN THE RIGHT OR WRONG DIRECTION IN ARMENIA?

All respondents (%)

Legend: ■ Right direction   ■ Wrong direction   ■ DK/NA

	Right direction	Wrong direction	DK/NA
All respondents	48	39	12
GENDER			
Male	50	40	10
Female	47	38	15
AGE			
18-29	56	29	15
30-49	50	41	9
50+	39	48	14
SETTLEMENT			
Yerevan	51	37	12
Other city	48	42	10
Village	46	39	15

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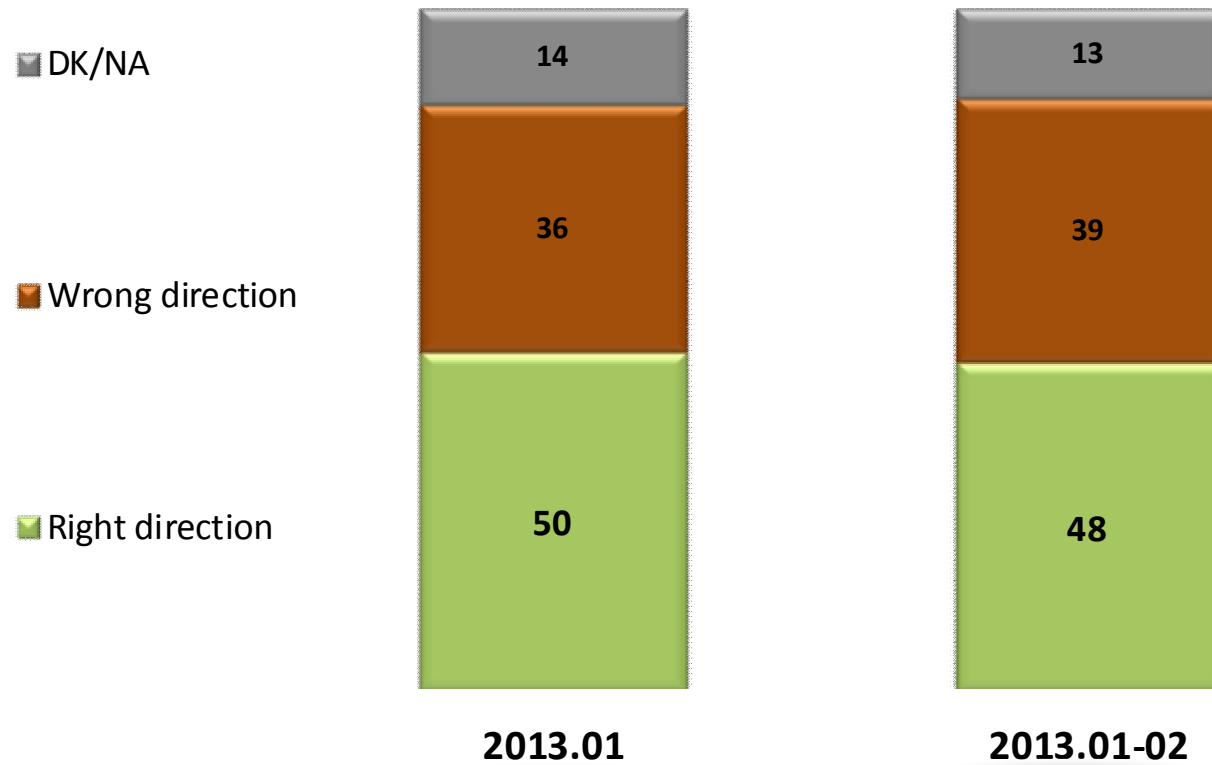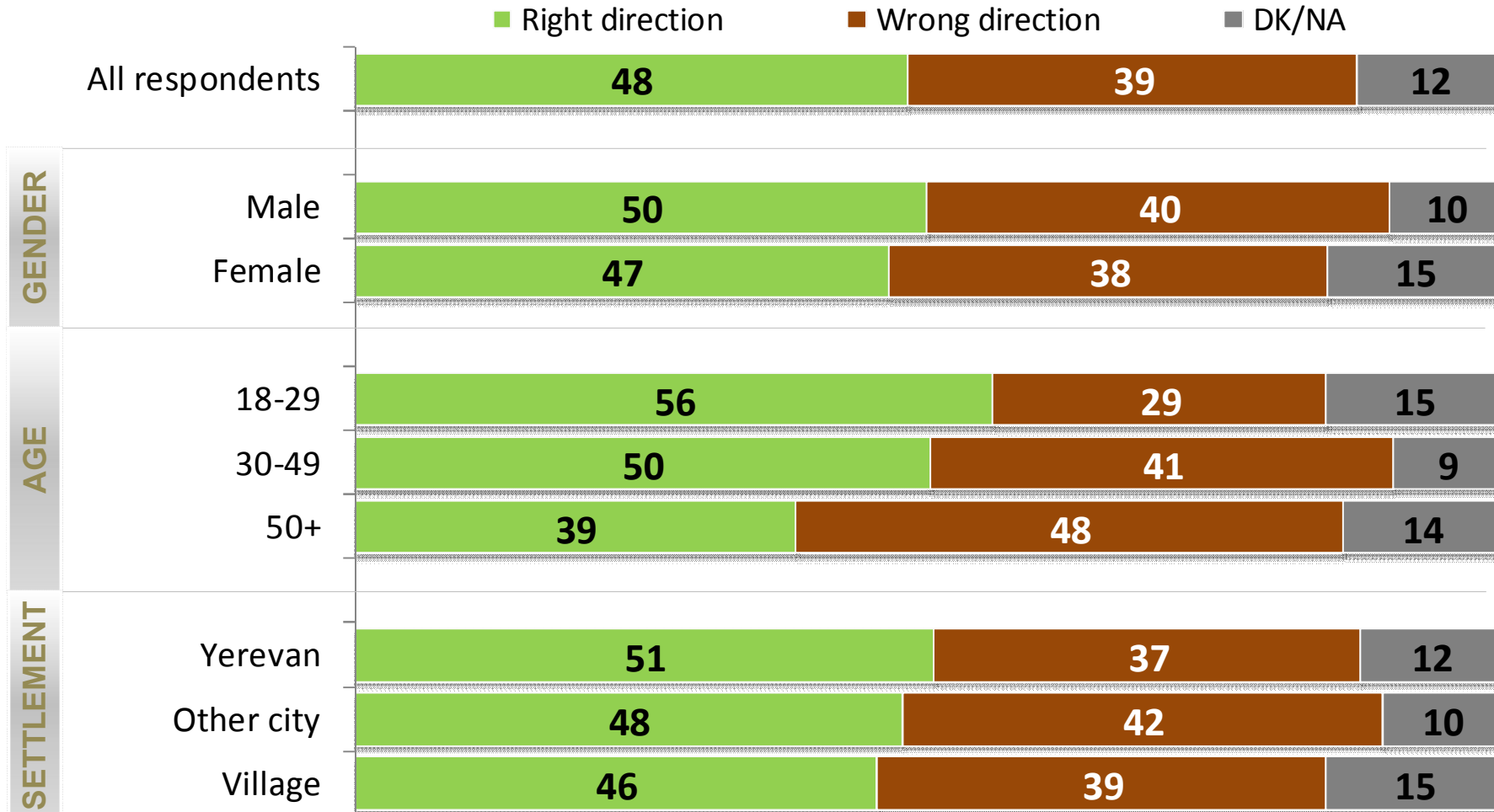
VOTING INTENTIONS

ON FEBRUARY 18, 2013 THE ELECTIONS OF THE PRESIDENT OF THE REPUBLIC OF ARMENIA WILL BE HELD. ARE YOU GOING TO VOTE IN THESE ELECTIONS OR NOT?

All respondents (%)

Legend: ■ Definitely yes ■ Probably yes ■ Probably no ■ Definitely no ▢ DK, have not decided

Expected "Turn Out" Index (%)

	Definitely yes	Probably yes	Probably no	Definitely no	DK, have not decided	Expected "Turn Out" Index (%)
2013.01-02	49	35	8	4	4	66
2013.01	39	43	9	3	6	61
2012.12	42	36	11	7	4	60

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ON FEBRUARY 18, 2013 THE ELECTIONS OF THE PRESIDENT OF THE REPUBLIC OF ARMENIA WILL BE HELD. ARE YOU GOING TO VOTE IN THESE ELECTIONS OR NOT?

All respondents (%)

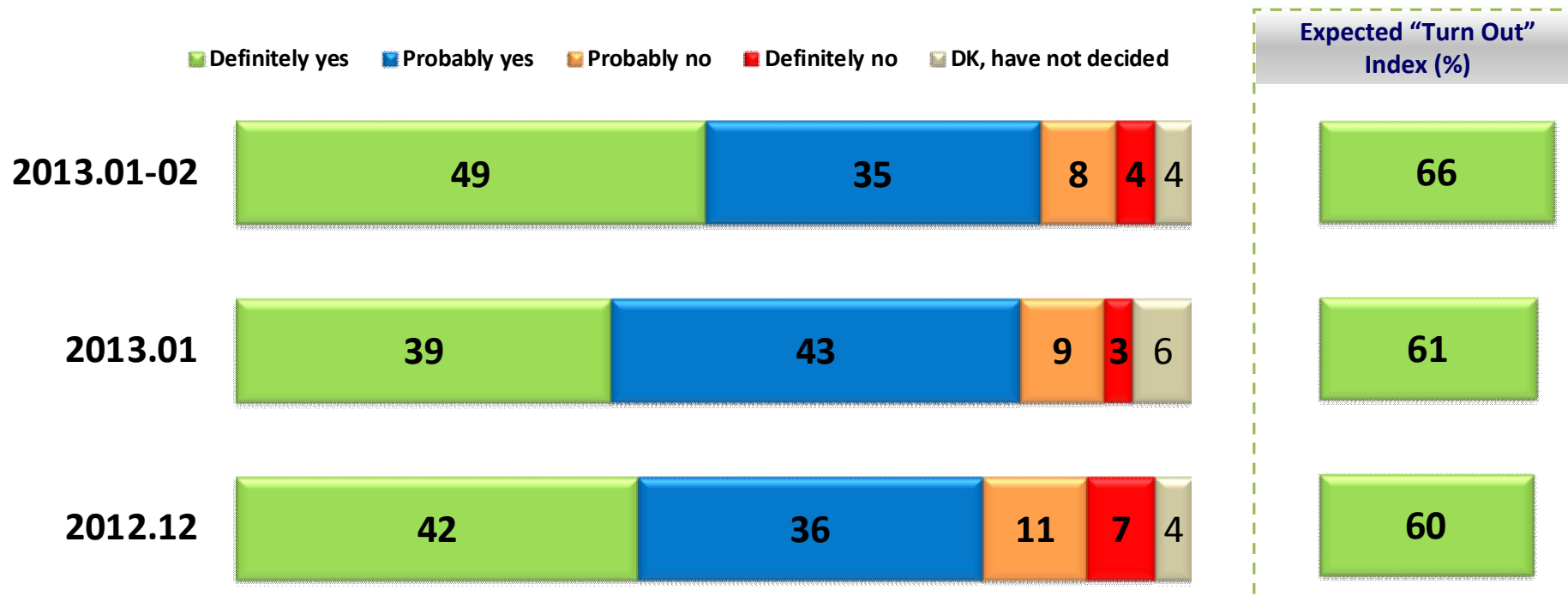■ **Definitely yes**　■ **Probably yes**　■ **Probably no**　■ **Definitely no**　■ **Have not decided yet**

	Definitely yes	Probably yes	Probably no	Definitely no	Have not decided yet
ALL RESPONDENTS	49	35	8	4	4
GENDER					
Men	49	35	7	5	3
Women	48	35	8	3	5
AGE					
18-29 years	50	36	7	3	4
30-49 years	51	37	6	4	3
50 years and older	45	33	11	6	6
SETTLEMENT					
Yerevan	48	38	7	4	3
Other city	56	28	7	5	4
Village	41	39	9	5	6

VOTING INTENTIONS

WHICH CANDIDATE ARE YOU GOING TO VOTE FOR IN THE PRESIDENTIAL ELECTIONS ON FEBRUARY 18, 2013 ?

All respondents (%)

Candidate	2013.01-02	2013.01
Sergh Sargssyan	69	66
Raffi Hovhannisyan	11	10
Paruir Hayrikyan	5	4
Hrant Bagratyan	5	4
Andreas Ghukasyan	1	0,3
Aram Harutyunyan	0,5	1
Vardan Sedrakyan	0,2	0,1
Arman Melikyan	0,1	0,2
DK/NA	9	16

Sergh Sargssyan: +3 pp

DK/NA: - 7 pp

■ 2013.01-02
■ 2013.01

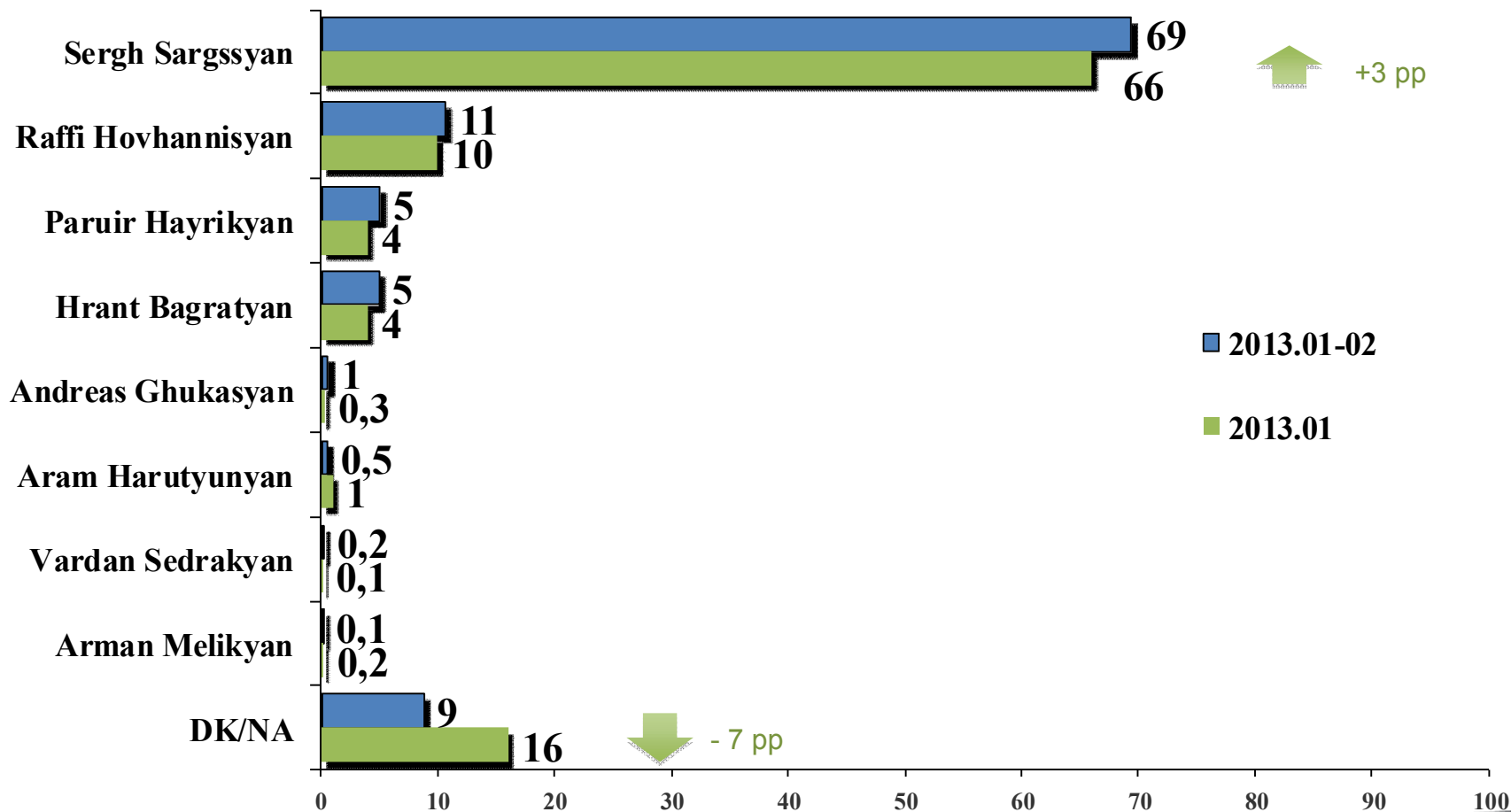Difference vs 2012.12

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VOTING INTENTIONS

WHICH CANDIDATE ARE YOU GOING TO VOTE FOR IN THE PRESIDENTIAL ELECTIONS ON FEBRUARY 18, 2013 ?

LIKELY VOTERS (%)

Candidate	2013.01-02	2013.01
Sergh Sargssyan	76	75
Raffi Hovhannisyan	10	9
Hrant Bagratyan	4	3
Paruir Hayrikyan	4	3
Aram Harutyunyan	0,4	1
Andreas Ghukasyan	1	0,4
Arman Melikyan	0,1	0,2
DK/NA	4	9

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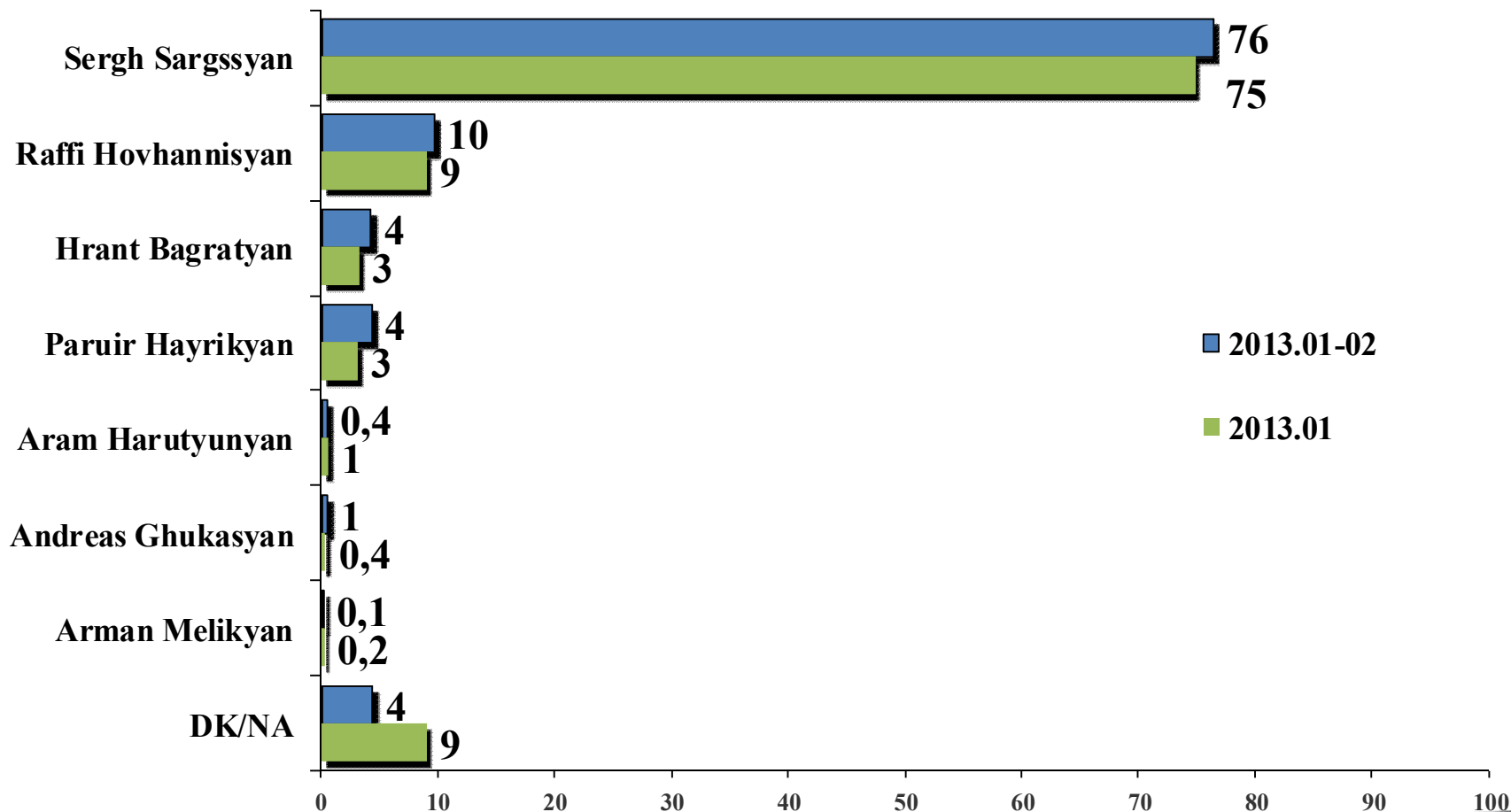
VOTING INTENTIONS

WHICH CANDIDTAES YOU WOULD NEVER VOTE FOR?

All respondents (%)

Arman Melikyan — 20 (2013.01-02), 15 (2013.01)
Aram Harutyunyan — 18 (2013.01-02), 17 (2013.01)
Hrant Bagratyan — 17 (2013.01-02), 21 (2013.01)
Raffi Hovhannisyan — 16 (2013.01-02), 17 (2013.01)
Vardan Sedrakyan — 16 (2013.01-02), 15 (2013.01)
Paruir Hayrikyan — 16 (2013.01-02), 18 (2013.01)
Andreas Ghukasyan — 10 (2013.01-02), 6 (2013.01)
Sergh Sargssyan — 4 (2013.01-02), 13 (2013.01)

- 2013.01-02
- 2013.01

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IS YOUR DECISION FINAL OR YOU STILL CAN CHANGE IT?

Respondents who already selected a candidate (%)

■ It is final and I will not change it   ■ It is not final and I can change it   ■ DK/NA

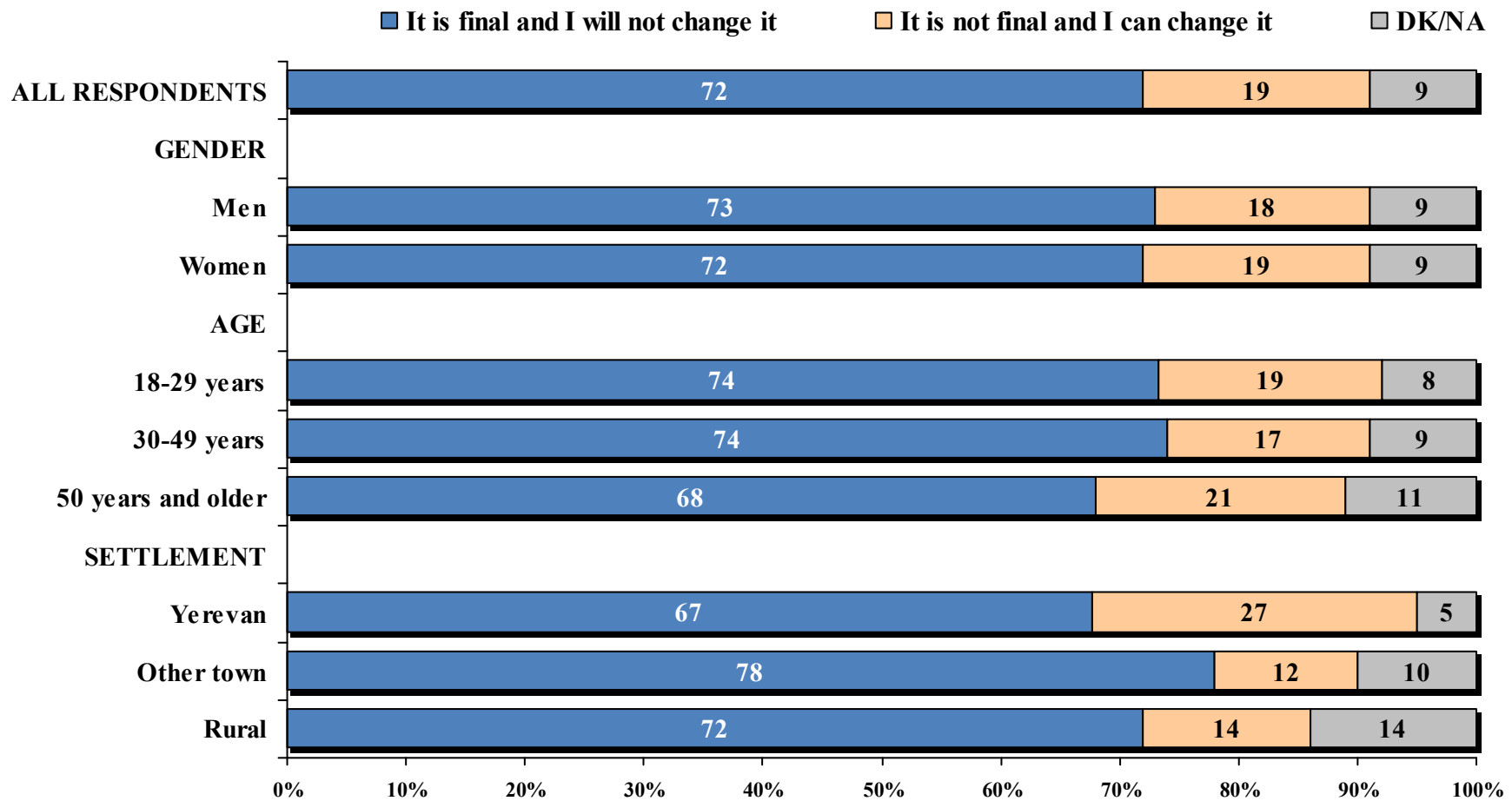|	It is final and I will not change it	It is not final and I can change it	DK/NA
ALL RESPONDENTS	72	19	9
GENDER			
Men	73	18	9
Women	72	19	9
AGE			
18-29 years	74	19	8
30-49 years	74	17	9
50 years and older	68	21	11
SETTLEMENT			
Yerevan	67	27	5
Other town	78	12	10
Rural	72	14	14

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VOTING INTENTIONS

IS YOUR DECISION FINAL OR YOU STILL CAN CHANGE IT?

Respondents who already selected a candidate (%)

■ It is final and I will not change it   ■ It is not final and I can change it   ■ DK/NA

Candidate	It is final and I will not change it	It is not final and I can change it	DK/NA
Sergh Sargssyan	73	15	11
Raffi Hovhannisyan	78	21	1
Hrant Bagratyan	68	30	2
Paruir Hayrikyan	47	47	6

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

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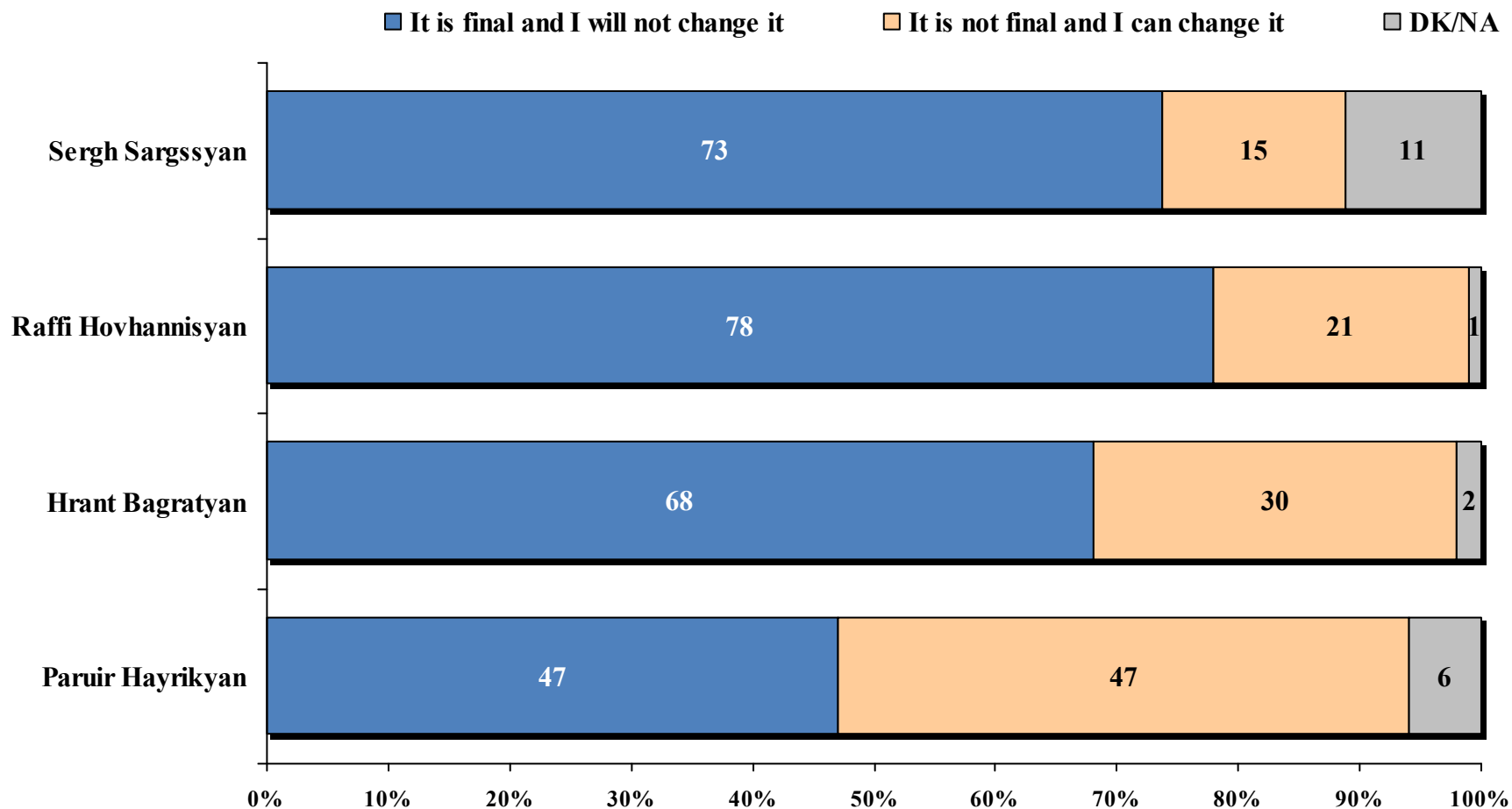
POLITICIANS

WHAT IS YOUR OPINION ABOUT EACH OF THE FOLLOWING POLITICIANS/PUBLIC FIGURES? TELL ABOUT EACH, IS IT VERY FAVORABLE, SOMEWHAT FAVORABLE, SOMEWHAT UNFAVORABLE OR VERY UNFAVORABLE?
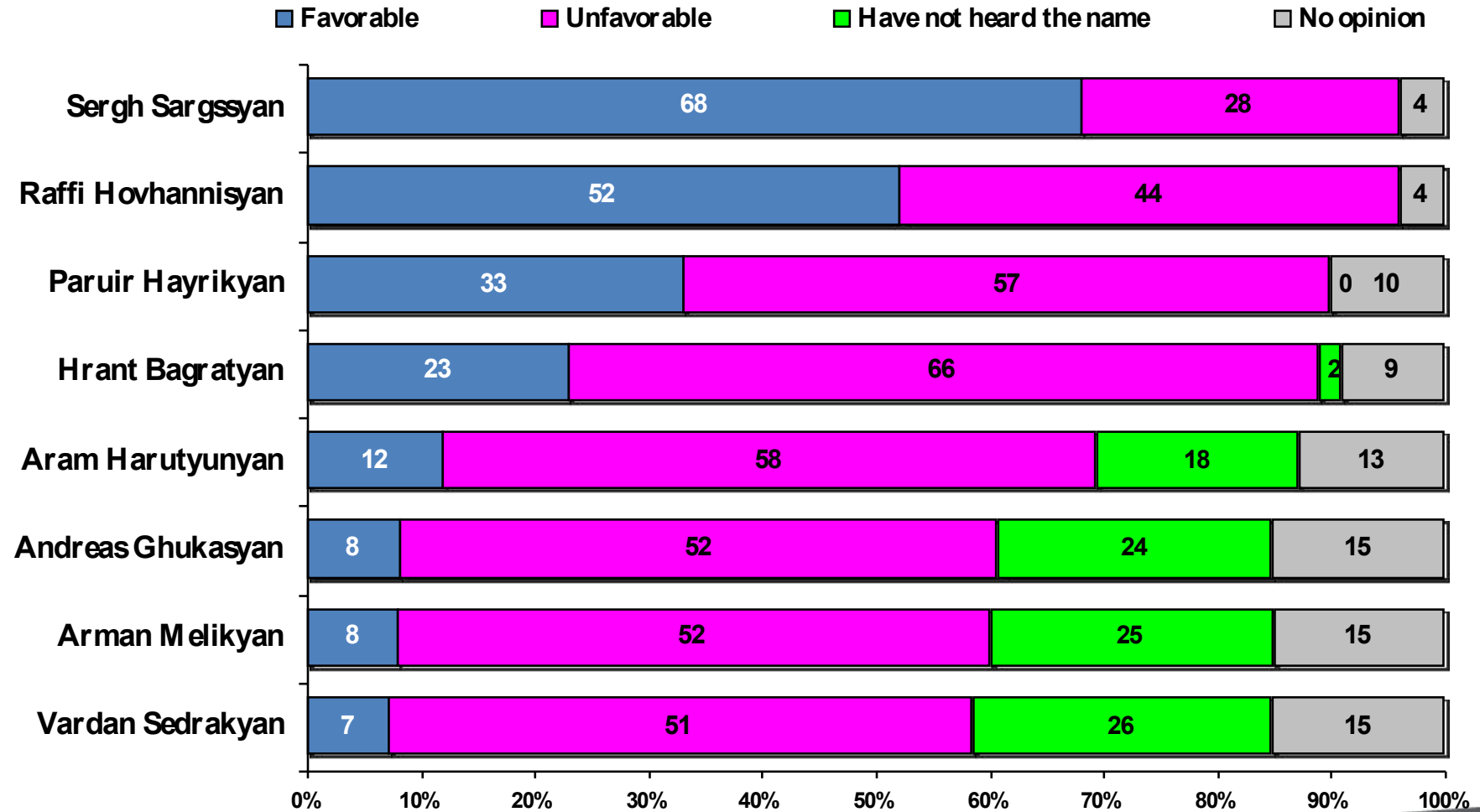
All respondents (%)

Legend: ■ Favorable ■ Unfavorable ■ Have not heard the name □ No opinion

Politician	Favorable	Unfavorable	Have not heard the name	No opinion
Sergh Sargssyan	68	28		4
Raffi Hovhannisyan	52	44		4
Paruir Hayrikyan	33	57	0	10
Hrant Bagratyan	23	66	2	9
Aram Harutyunyan	12	58	18	13
Andreas Ghukasyan	8	52	24	15
Arman Melikyan	8	52	25	15
Vardan Sedrakyan	7	51	26	15

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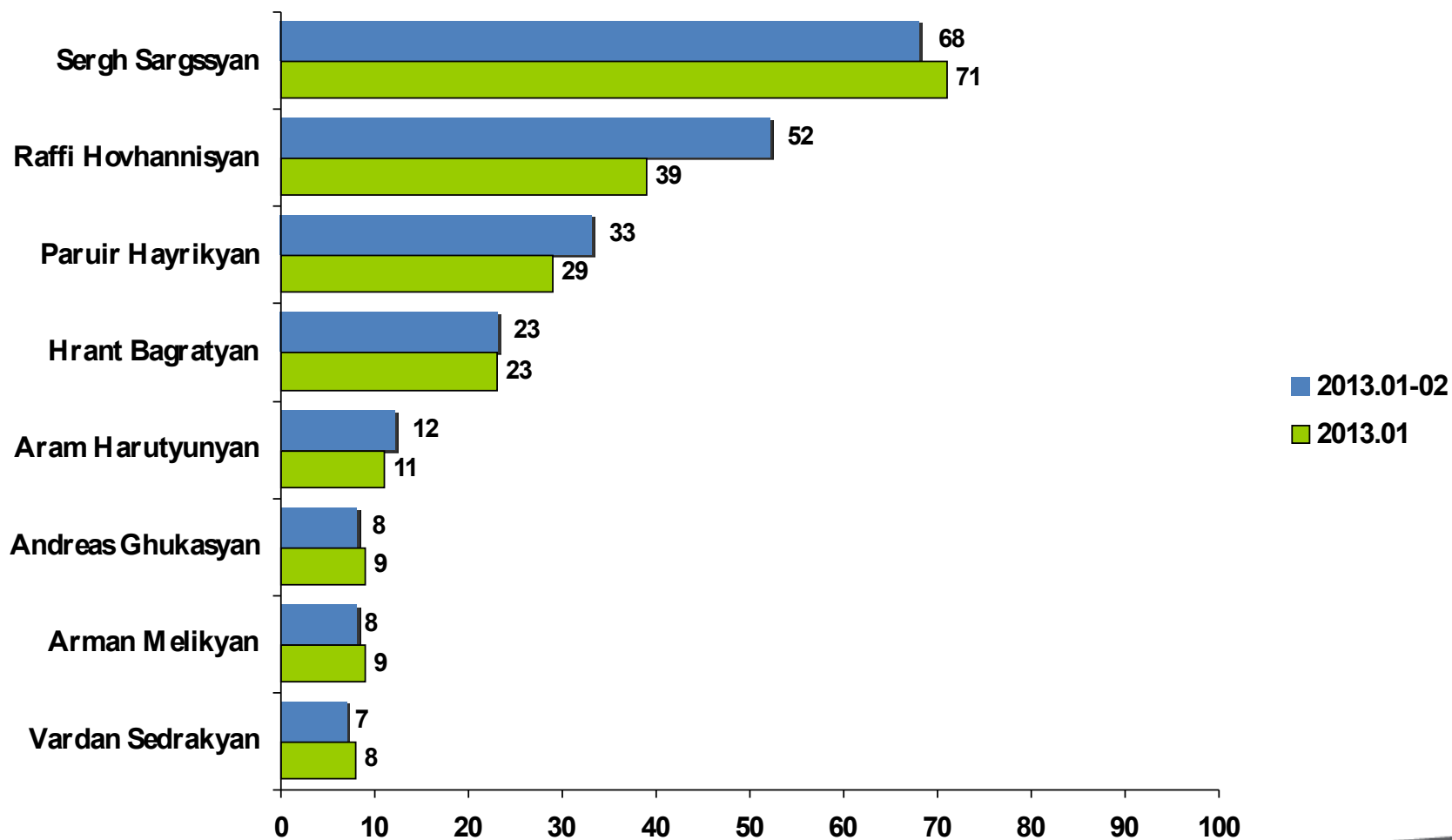
WHAT IS YOUR OPINION ABOUT EACH OF THE FOLLOWING POLITICIANS/PUBLIC FIGURES? TELL ABOUT EACH, IS IT VERY FAVORABLE, SOMEWHAT FAVORABLE, SOMEWHAT UNFAVORABLE OR VERY UNFAVORABLE?

Answer: **Favorable**

All respondents (%)

Politician	2013.01-02	2013.01
Sergh Sargssyan	68	71
Raffi Hovhannisyan	52	39
Paruir Hayrikyan	33	29
Hrant Bagratyan	23	23
Aram Harutyunyan	12	11
Andreas Ghukasyan	8	9
Arman Melikyan	8	9
Vardan Sedrakyan	7	8

■ 2013.01-02
■ 2013.01

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WHICH POLITICAL PARTY IS CLOSEST TO YOU?

Respondents that said that there is close political party (%)

Republican Party of Armenia
- 2013.01-02: 57
- 2013.01: 58
- 2012.12: 47

Prosperous Armenia
- 2013.01-02: 19
- 2013.01: 19
- 2012.12: 32

Heritage Party
- 2013.01-02: 11
- 2013.01: 9
- 2012.12: 5

Armenian Revolutionary Federation
- 2013.01-02: 3
- 2013.01: 3
- 2012.12: 5

Armenian National Congress
- 2013.01-02: 3
- 2013.01: 5
- 2012.12: 6

Rule of Law
- 2013.01-02: 2
- 2013.01: 3
- 2012.12: 3

Social Democratic Party
- 2013.01-02: 0
- 2013.01: 0,2

Refused/NA
- 2013.01-02: 4
- 2013.01: 4
- 2012.12: 2

Legend:
- 2013.01-02
- 2013.01
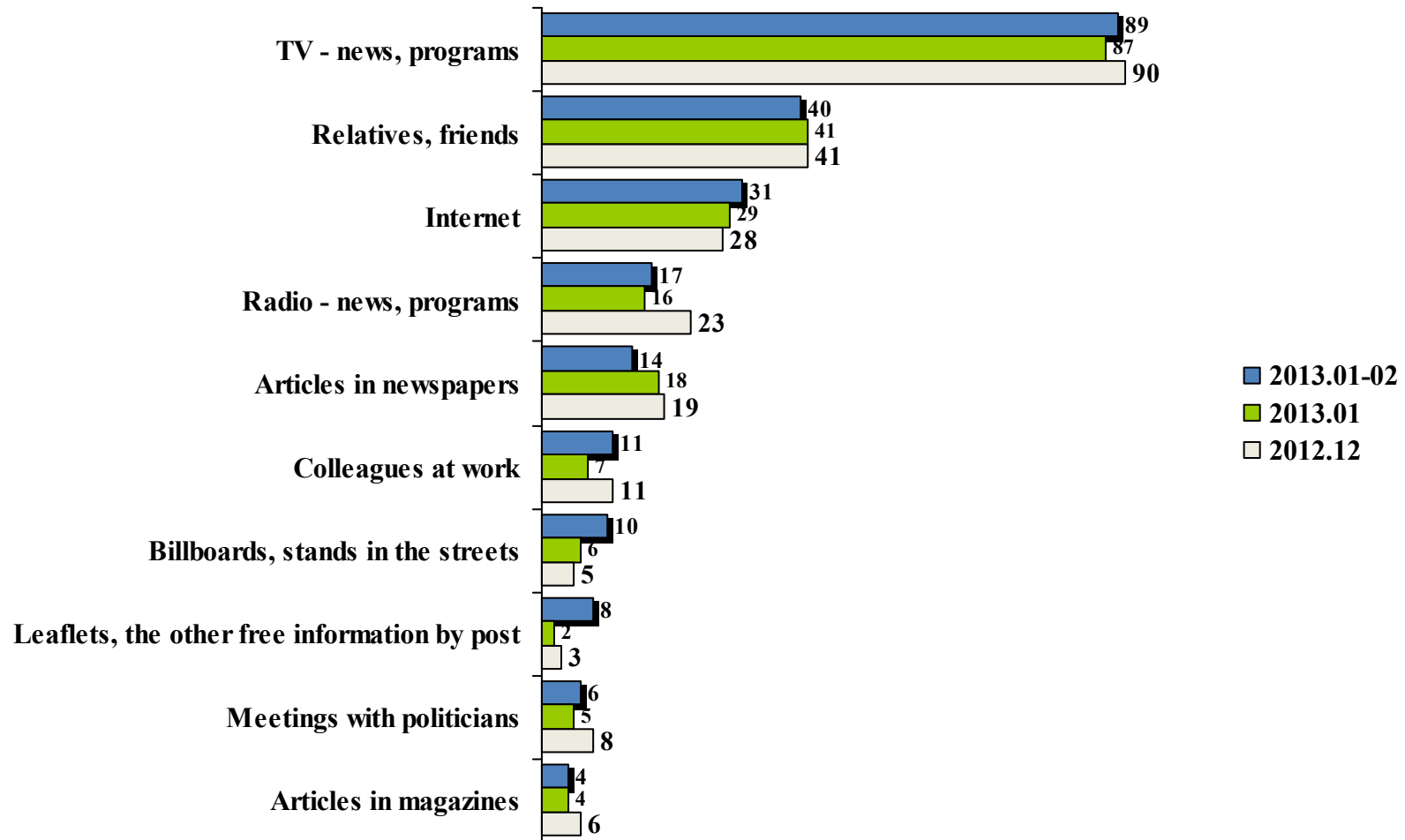- 2012.12

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MASS MEDIA

SOURCES OF POLITICAL INFORMATION

WHICH OF THESE SOURCES DO YOU USE TO OBTAIN POLITICAL INFORMATION?

All respondents (%)

Source	2013.01-02	2013.01	2012.12
TV - news, programs	89	87	90
Relatives, friends	40	41	41
Internet	31	29	28
Radio - news, programs	17	16	23
Articles in newspapers	14	18	19
Colleagues at work	11	7	11
Billboards, stands in the streets	10	6	5
Leaflets, the other free information by post	8	2	3
Meetings with politicians	6	5	8
Articles in magazines	4	4	6

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DEMOGRAPHICS

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GENDER

AGE

Female 52%

Male 48%

18-29 years 30%

50 years and older 31%

30-49 years 39%

Rural area
29%

Yerevan
39%

Other towns
32%