Study on Media Consumption and the Level of Misinformation in Armenia
(N-2019-0477-2)
(Summary)

Armenia
2019

Methodology

Survey type	**Quantitative, sampled**
Research method	Semi-structured interview, **CAPI** (Computer-assisted personal interviewing*)
Survey period	**June 23-July 9, 2019**
Sample size (n)	**1200 interviews**
Sample distribution in RA	**Distributed among all RA regions (including Yerevan) in proportion with the number of population**
Sample type	**Stratified, clustered sampling based on the principle of randomness**
Confidence range, margin of error	**95% confidence interval, ±2.8% margin of error**
Age of respondents	**18 years old and older**

* Computer-assisted personal interviewing is an interviewing technique through which the interviewer enters the data obtained from the respondent during the face-to-face interview into the electronic questionnaire installed on the computer.

Sex and Age Distribution of Respondents
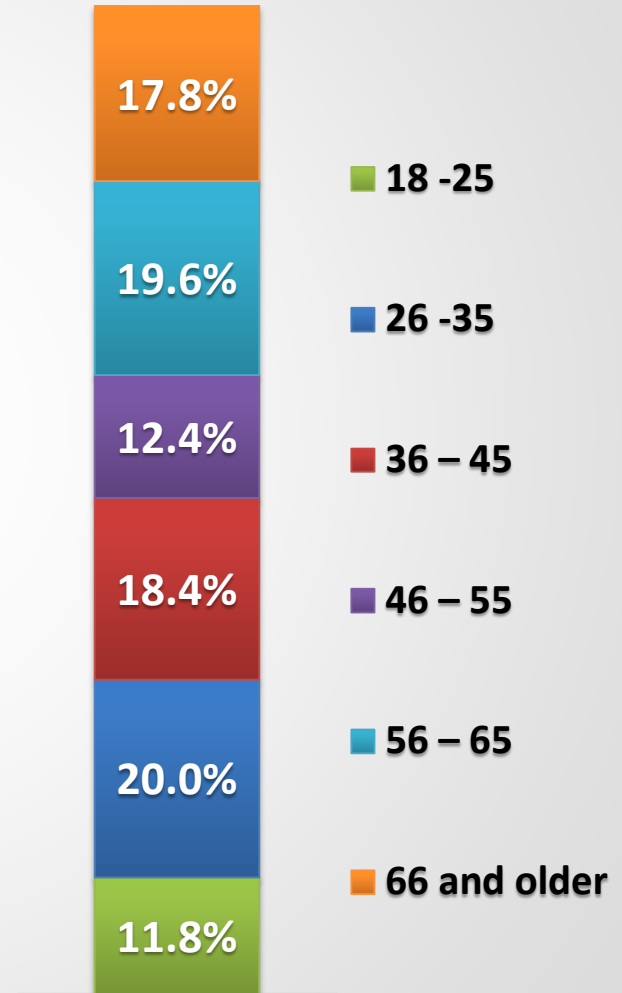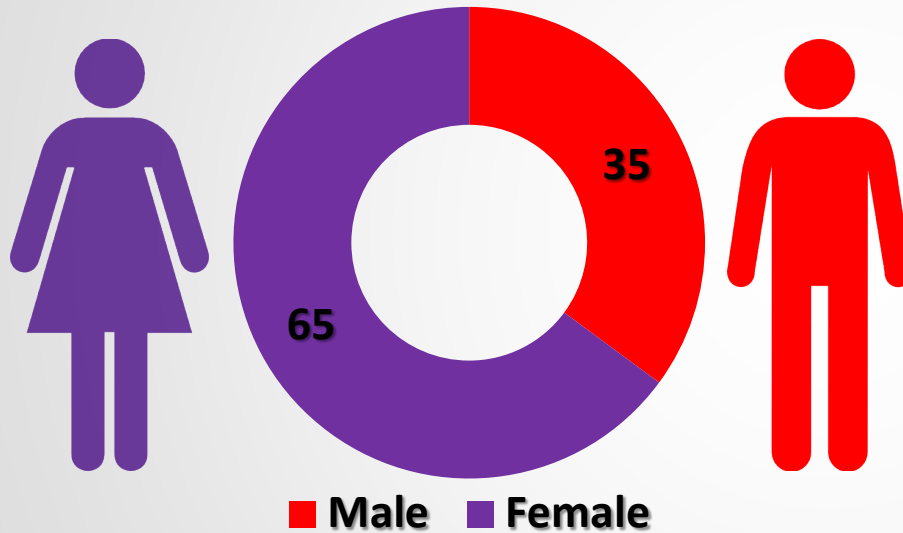
Geography of the Survey

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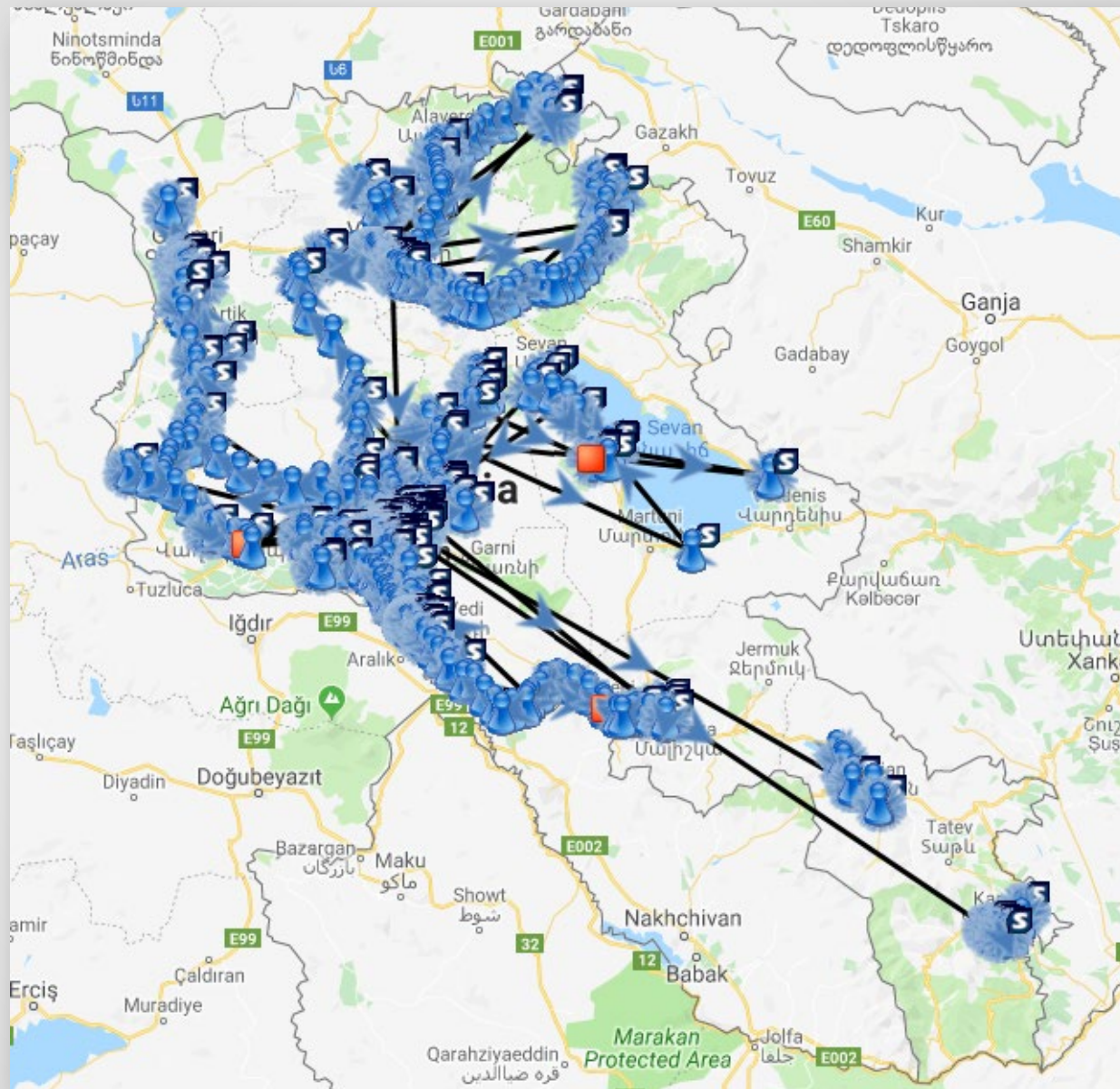
The graph does not show the answers that received less than 1%.

What kind of information do you mostly find interesting?

Category	Percentage
Domestic political processes	18.1%
Music	12.6%
Social	11.8%
Entertainment	10.4%
Economy	9.8%
Foreign policy	8.1%
Culture	7.1%
Sports	5.8%
Daily life (related to the lives of friends)	5.4%
Human rights	4.7%
Incidents / accidents / emergencies	2.5%
Crimes	1.1%

n=1200   Total=100%
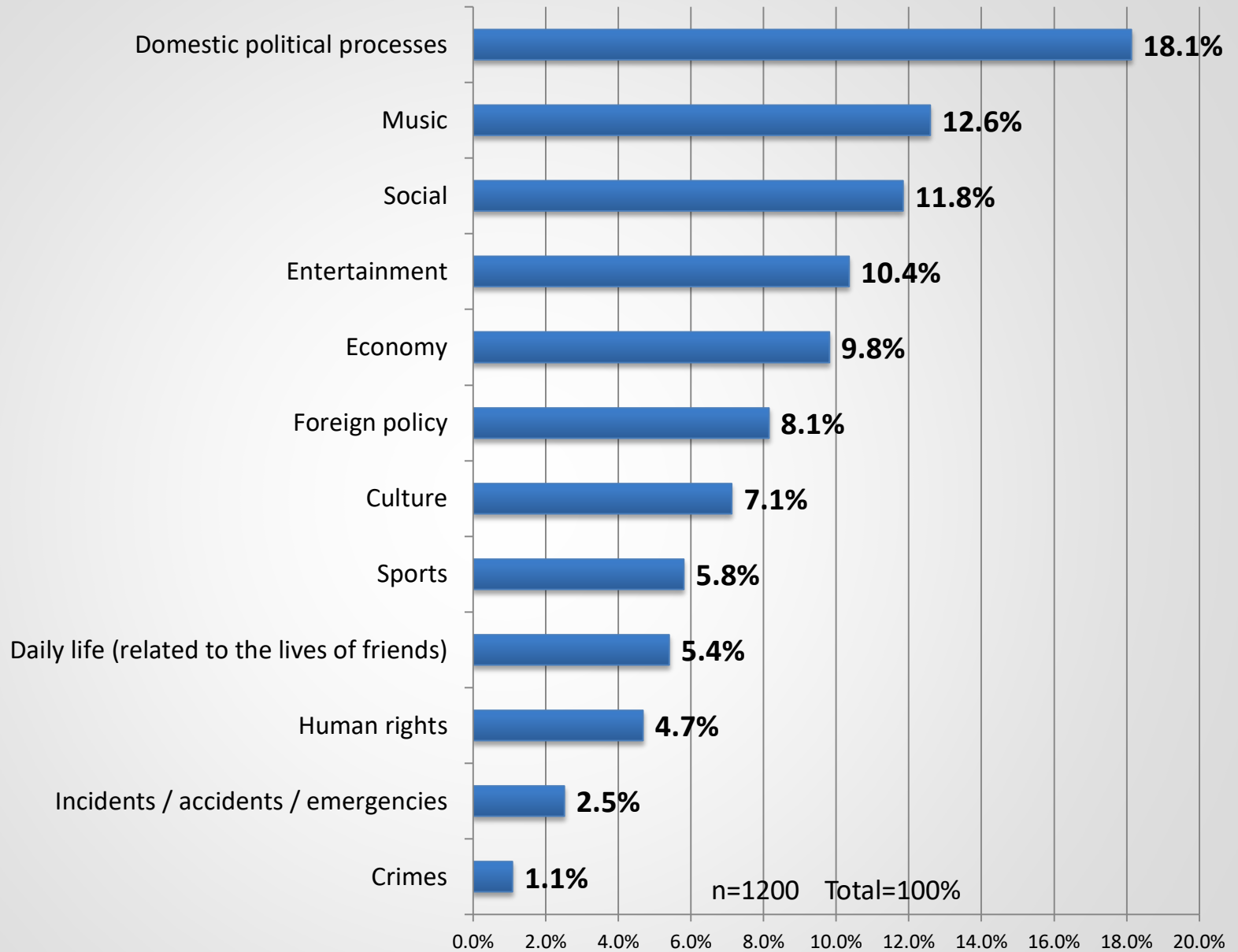
What kind of information do you mostly find interesting? Answers according to age group.

Domestic political events — Musical — Social — Economic — Foreign Policy

	18 -25	26 -35	36 – 45	46 – 60	61 and older
Domestic political events	6.2%	15.2%	15.4%	23.8%	39.5%
Musical	15.6%	19.9%	19.9%	21.8%	22.6%
Social	8.0%	16.6%	19.2%	21.8%	34.4%
Economic	7.6%	17.0%	19.7%	23.2%	32.5%
Foreign Policy	6.3%	12.9%	15.4%	22.1%	43.3%

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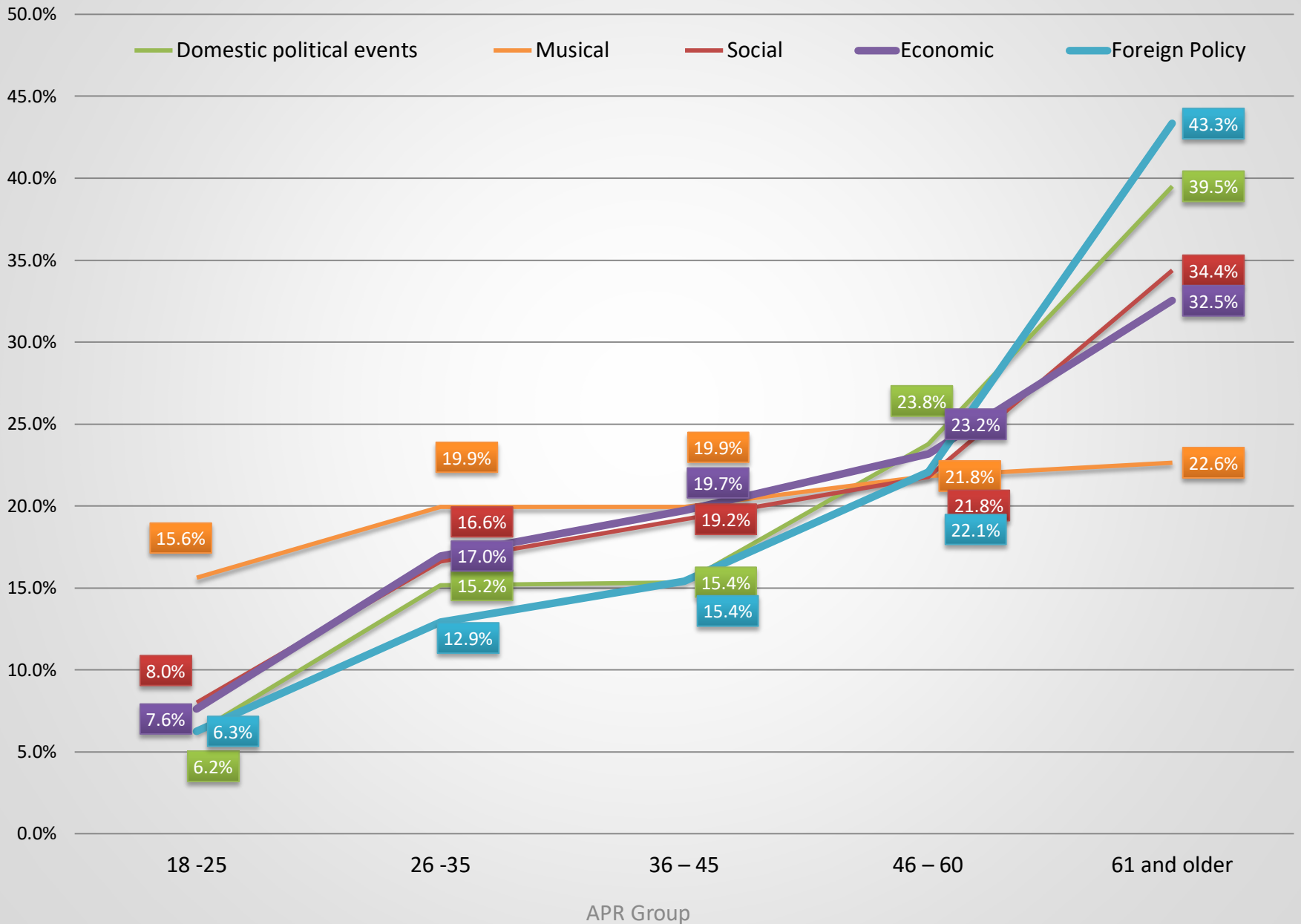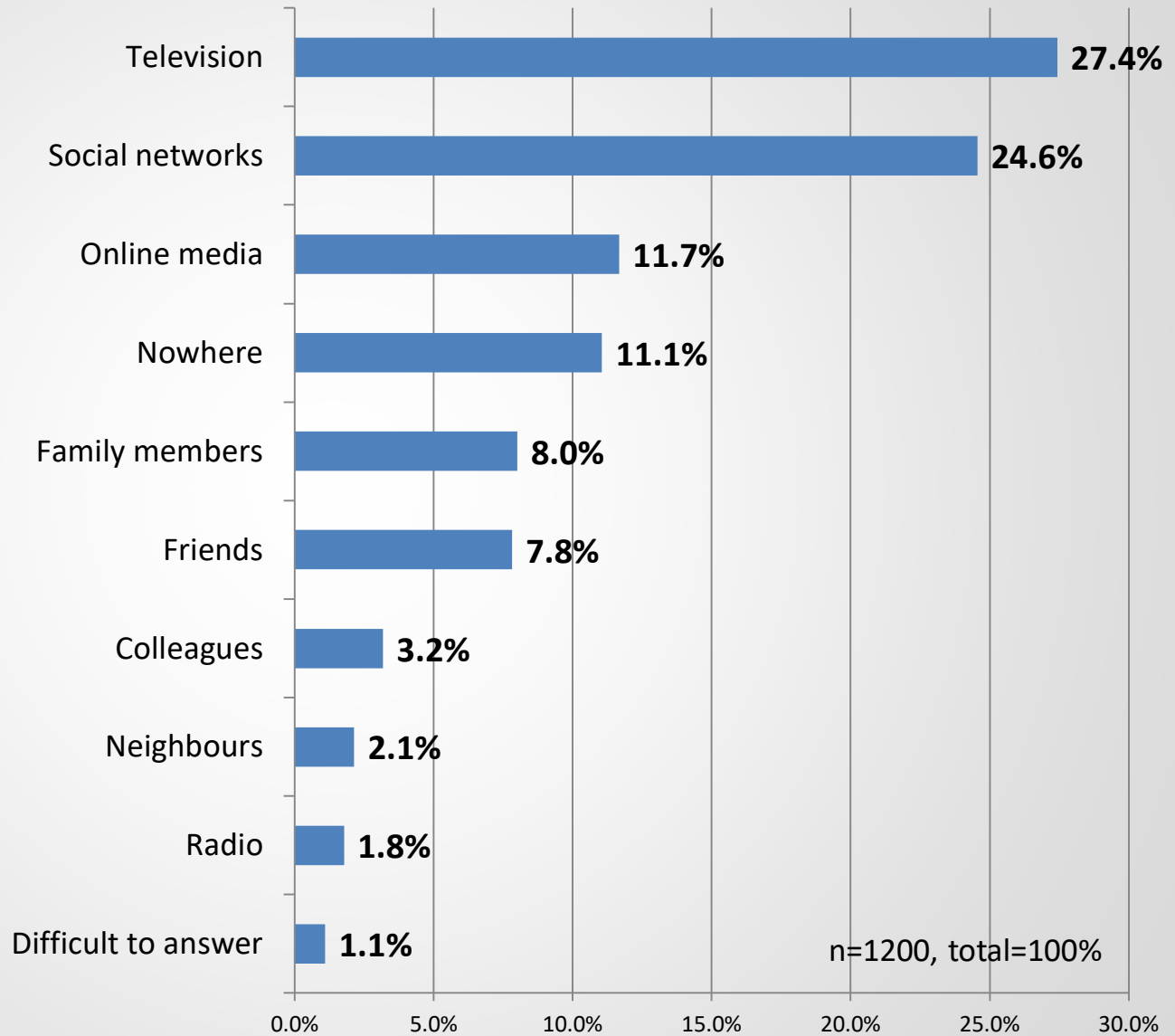
What kind of information do you mostly find interesting? Answers according to education
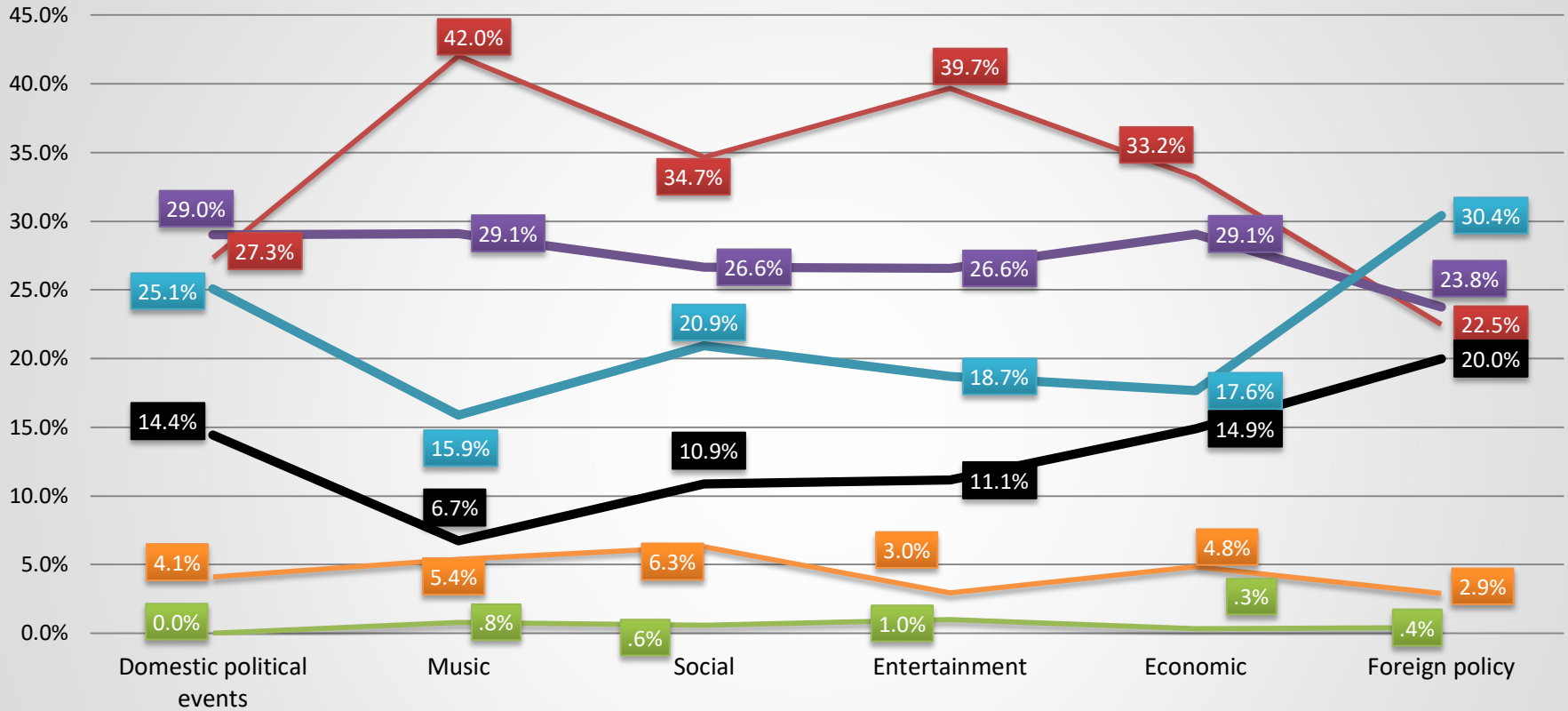
Legend:
- Elementary
- Incomplete Secondary (8 years)
- Secondary (10-12-years)
- Secondary professional (vocational schools / incomplete higher)
- Higher without Master's degree
- Higher (with Master's degree / academic degree

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Can you mention where/ from whom you received news (information) you mostly find interesting during the last 3 days?

Source	Percentage
Television	27.4%
Social networks	24.6%
Online media	11.7%
Nowhere	11.1%
Family members	8.0%
Friends	7.8%
Colleagues	3.2%
Neighbours	2.1%
Radio	1.8%
Difficult to answer	1.1%

n=1200, total=100%

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What are the main sources of information for you?

Internet — **36.5%**
Television — **35.7%**
Family members — **8.2%**
Friends — **7.2%**
Colleagues — **3.7%**
Radio — **3.7%**
Neighbours — **3.2%**
Print media — **1.5%**

n=1200, total=100%*

0.0% 5.0% 10.0% 15.0% 20.0% 25.0% 30.0% 35.0% 40.0%
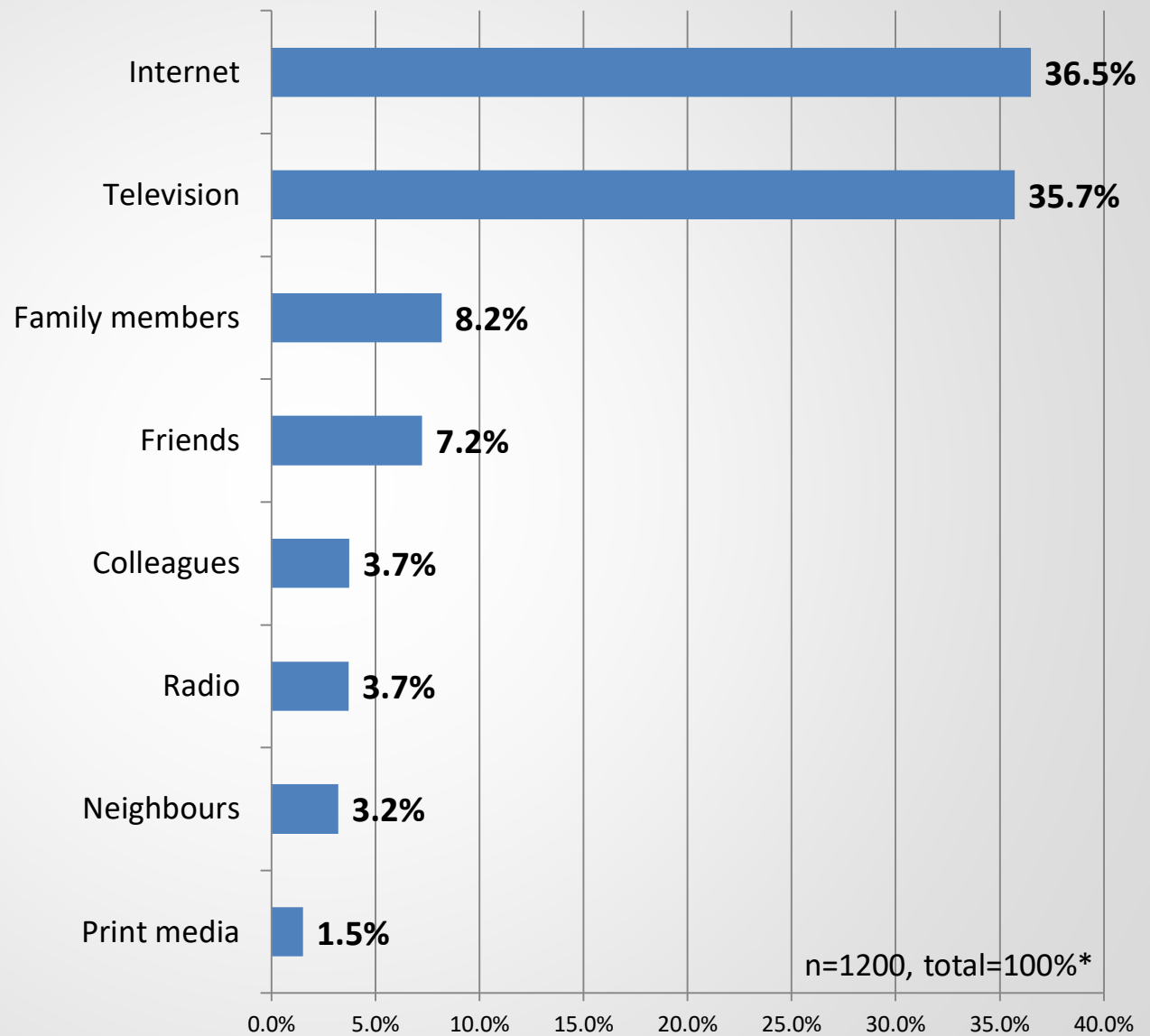
*The calculation was done by responses

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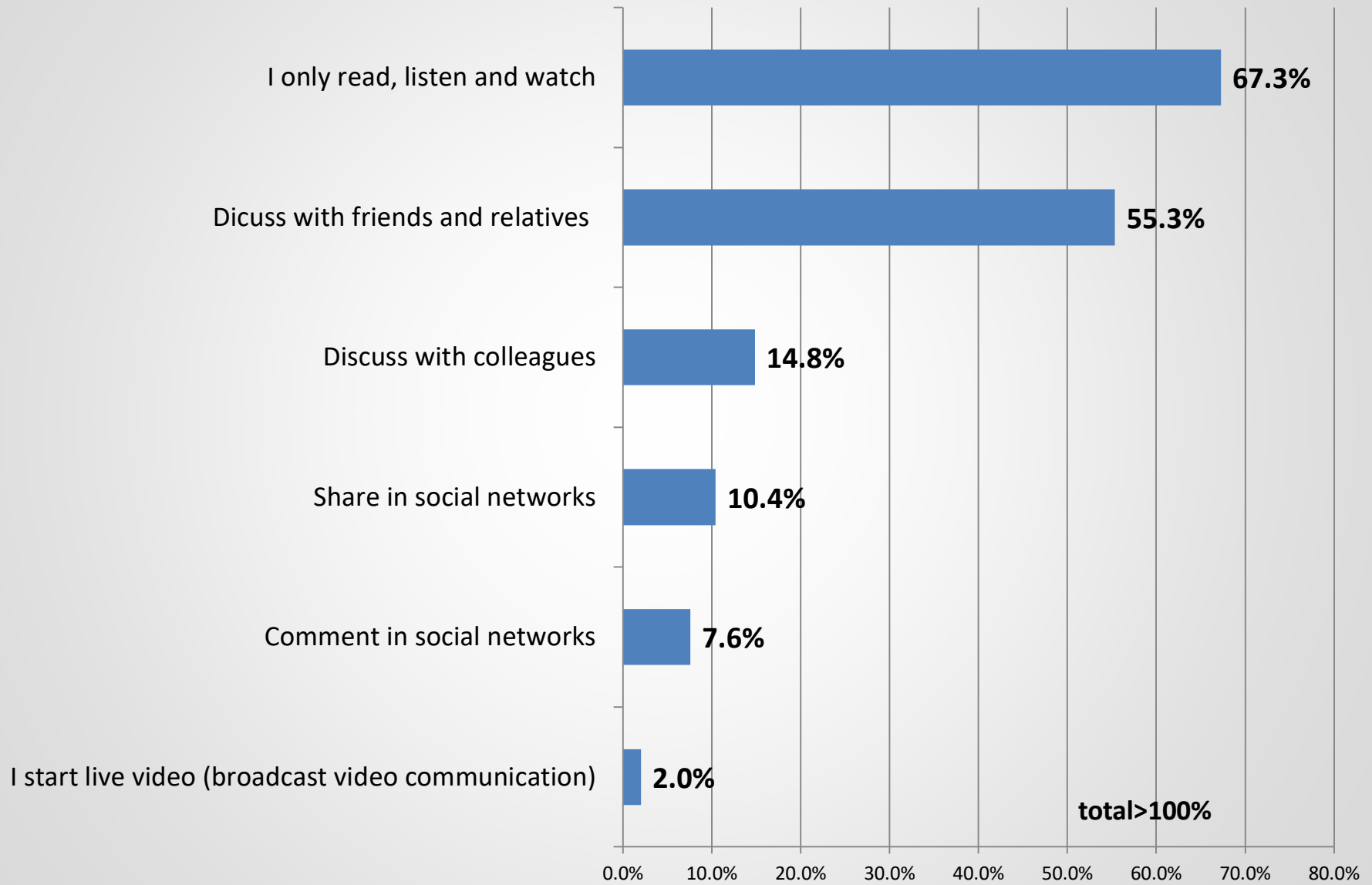
The degree of trust in the source of information

	Definitely trust	I rather trust	Neither trust nor distrust	I rather don't trust	Don't trust at all	Difficult to answer or refuse to answer	Total
Friends (n=1148) *	13.7%	24.4%	*30.1%*	11.6%	19.3%	*1.0%*	100.0%
Colleagues (n=631)	15.4%	32.8%	*24.9%*	10.8%	15.1%	*1.1%*	100.0%
Family members (n=1132)	67.2%	20.1%	*7.2%*	2.5%	2.5%	*0.5%*	100.0%
Neighbors (n=1031)	9.9%	20.0%	*21.5%*	14.1%	33.5%	*1.1%*	100.0%
Television (n=1123)	14.3%	35.9%	*23.4%*	11.3%	14.0%	*1.1%*	100.0%
Radio (n=356)	18.8%	40.4%	*18.0%*	9.6%	11.2%	*2.0%*	100.0%
Online media (n=810)	6.2%	30.2%	*30.1%*	18.6%	14.1%	*0.7%*	100.0%
Social network (n=828)	4.3%	22.7%	*30.0%*	21.5%	20.7%	*0.9%*	100.0%
Print media (newspapers) (n=239)	17.2%	36.8%	*20.9%*	11.3%	10.9%	*3.0%*	100.0%
Live broadcast of any individual or public official (n=804)	22.0%	26.4%	*16.3%*	9.8%	20.6%	*4.8%*	100.0%

* The option "Not applicable" was not taken into account when calculating the data distribution. "n" is the number of respondents to whom the question is applicable, that is, they use the given source.

To what extent do you agree with the following statements?

	Television			Radio			Printed newspapers			Internet		
	Agree	Disagree	Hard or refuse to answer	Agree	Disagree	Hard or refuse to answer	Agree	Disagree	Hard or refuse to answer	Agree	Disagree	Hard or refuse to answer
It is the most reliable source of information	64.8%	33.6%	1.6%	71.0%	27.0%	2.0%	59.4%	35.5%	5.0%	50.3%	42.5%	7.2%
It is an integral part of everyday life	51.4%	48.5%	0.1%	44.3%	55.0%	0.7%	32.7%	67.3%	0.0%	39.9%	57.4%	2.7%
Provides interesting entertainment	76.9%	22.3%	0.8%	79.2%	20.5%	0.3%	55.0%	41.7%	3.3%	63.4%	28.1%	8.5%
Educates people	65.3%	33.0%	1.7%	68.7%	28.3%	2.9%	73.3%	23.9%	2.8%	54.2%	38.2%	7.7%
Wastes time	35.0%	63.7%	1.3%	9.4%	88.9%	1.6%	16.1%	80.5%	3.3%	50.3%	43.3%	6.5%
Distracts people from important issues	52.4%	45.4%	2.2%	18.9%	78.2%	1.6%	18.9%	76.7%	4.4%	61.9%	31.3%	6.8%

Distribution of active and passive consumers of information by sex

	Percentage		Difference from the total*	
	Male	Female	Male	Female
I only read, listen and watch	37.1%	62.9%	1.9	-1.9
Discuss with friends and relatives	34.3%	65.7%	-0.9	0.9
Discuss with colleagues	43.8%	56.2%	8.6	-8.6
Share on social networks	27.2%	72.8%	-8.0	8.0
Comment on social networks	27.5%	72.5%	-7.7	7.7
Start live video (broadcast video)	28.6%	71.4%	-6.6	6.6
Distribution of all survey participants by gender	**35.2%**	**64.8%**		

•The difference between the total respondents and respondent distribution by age among those who selected the given option gives an opportunity to understand which gender is more prone to the given option. If the difference is marked with a positive sign, it means they are more prone. The greater the value of the difference, the more prone they are to the particular option.

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Distribution of active and passive consumers of information by age

	18-25	26-35	36-45	46-55	56-65	65 and older	Total
I only read, listen and watch	15.7%	20.2%	19.0%	9.3%	19.0%	16.9%	**100.0%**
Discuss with friends and relatives	10.2%	17.3%	17.9%	13.6%	21.4%	19.6%	**100.0%**
Discuss with colleagues	5.6%	20.8%	21.3%	15.7%	23.0%	13.5%	**100.0%**
Share on social networks	12.0%	36.8%	24.8%	12.8%	8.0%	5.6%	**100.0%**
Comment on social networks	9.9%	24.2%	25.3%	16.5%	16.5%	7.7%	**100.0%**
Start live video (broadcast video)	9.5%	23.8%	19.0%	33.3%	0.0%	14.3%	**100.0%**
Distribution of all survey participants by age	**11.8%**	**20.0%**	**18.4%**	**12.4%**	**19.6%**	**17.8%**	**100.0%**

Table 11. Distribution of active and passive consumers of information the type of **settlement**

	Settlement type		Difference from total	
	Urban	Rural	Urban	Rural
I only read, listen and watch	72.4%	27.6%	**0.4**	-0.4
Discuss with friends and relatives	70.2%	29.8%	-1.8	**1.8**
Discuss with colleagues	83.7%	16.3%	**11.7**	-11.7
Share on social networks	77.6%	22.4%	**5.6**	-5.6
Comment on social networks	80.2%	19.8%	**8.2**	-8.2
Start live video (broadcast video)	81.0%	19.0%	**9.0**	-9.0
Distribution of all survey participants by settlement type	**72.0%**	**28.0%**		

Preferred language for receiving information from different sources

	Television (1699 responses)	Radio (412 responses)	Internet (1406 responses)	Printed newspapers (250 responses)
Armenian	61.4%	71.4%	57.1%	76.0%
Russian	34.7%	24.8%	34.9%	20.8%
English	3.0%	1.5%	6.9%	1.6%
Doesn't matter	0.7%	0.5%	0.5%	1.2%
Other foreign language	0.1%	1.7%	0.5%	0.0%
Not sure	0.0%	0.1%	0.0%	0.1%
Total	100.0%	100.0%	100.0%	100.0%

Cross-sectional analysis of the questions "What do you usually do with the information received?" and "What are the main sources of information for you?"
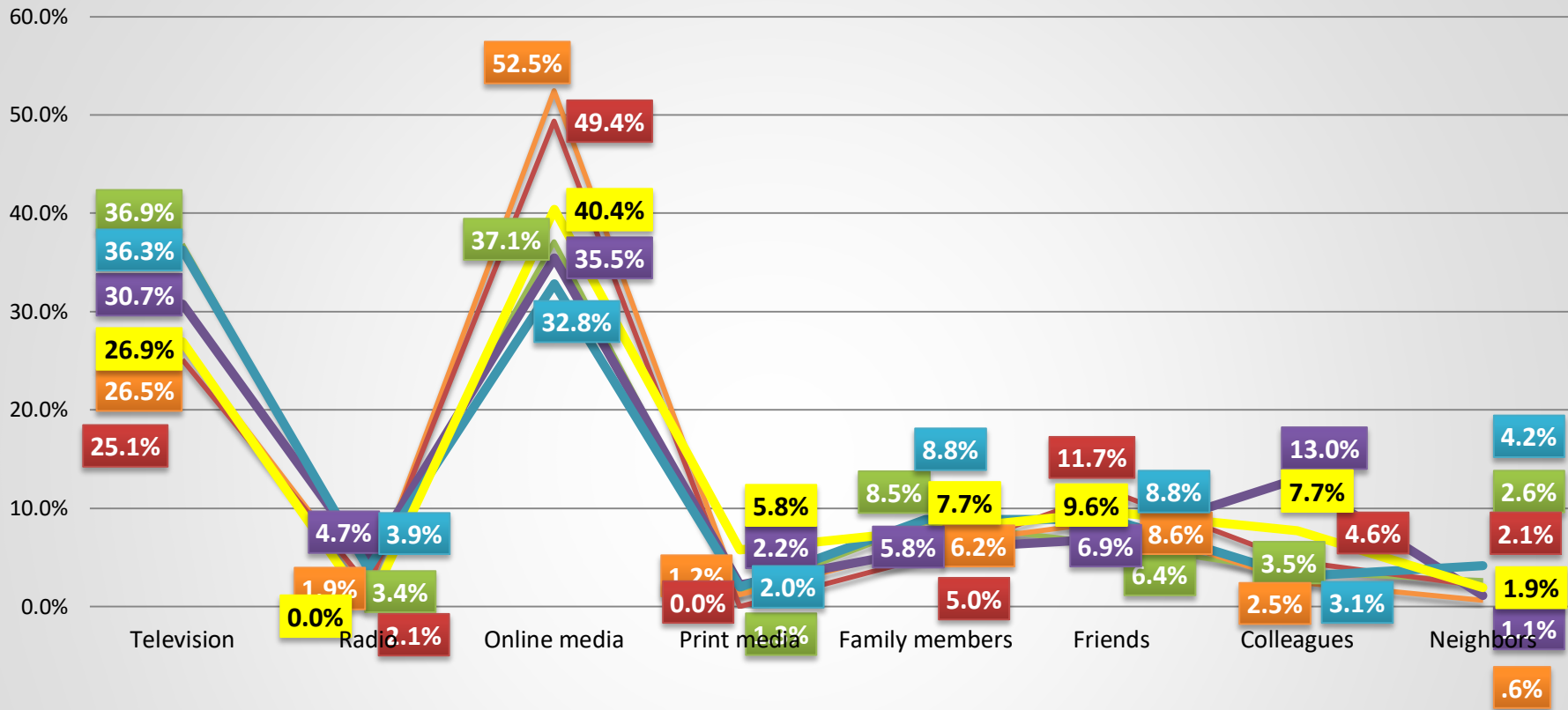
Only read and watch · Comment on social networks · Disseminate on social networks
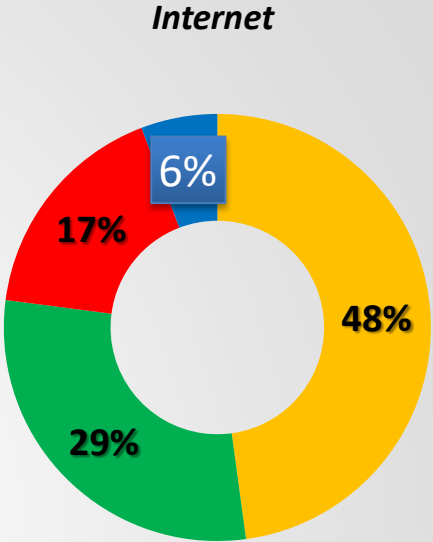Discuss with colleagues · Discuss with family members/ relatives · Start a live video

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What language do you usually prefer to get information in?

Television

Radio

Internet

Printed newspaper

Legend:
- Armenian
- Russian
- English
- Doesn't matter
- Other foreign language
- Not sure
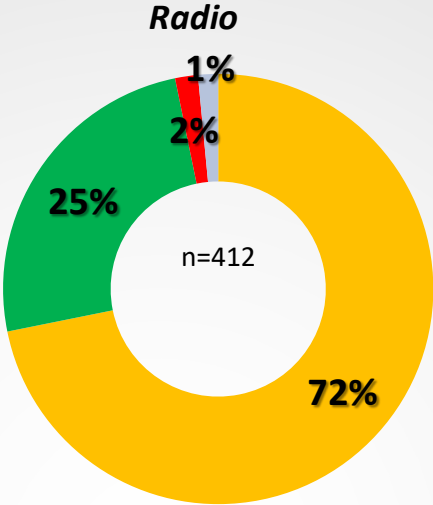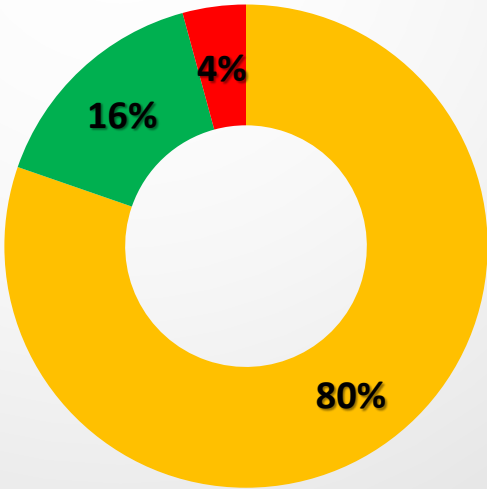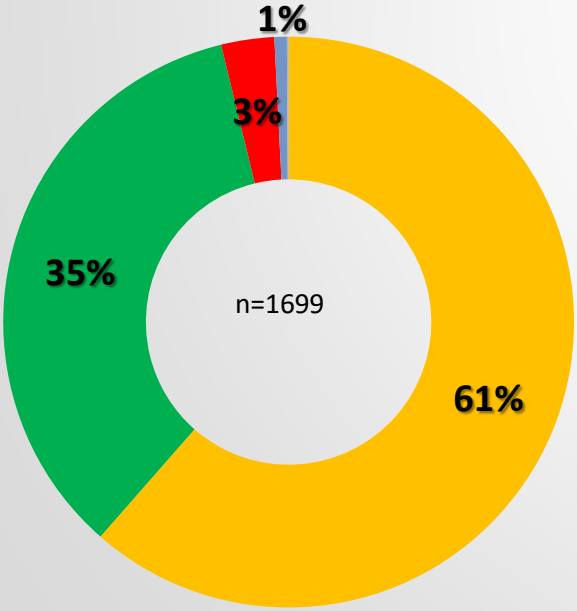
Television: n=1699 — 61%, 35%, 3%, 1%

Radio: n=412 — 72%, 25%, 2%, 1%

Internet: 48%, 29%, 17%, 6%

Printed newspaper: 80%, 16%, 4%

What language do you usually prefer to get information in from the following sources of information? - *Television*

Chart legend:
- Age group between 18 -25
- Age group between 26 -35
- Age group between 36 – 45
- Age group between 46 – 60
- Age group between 61 and older

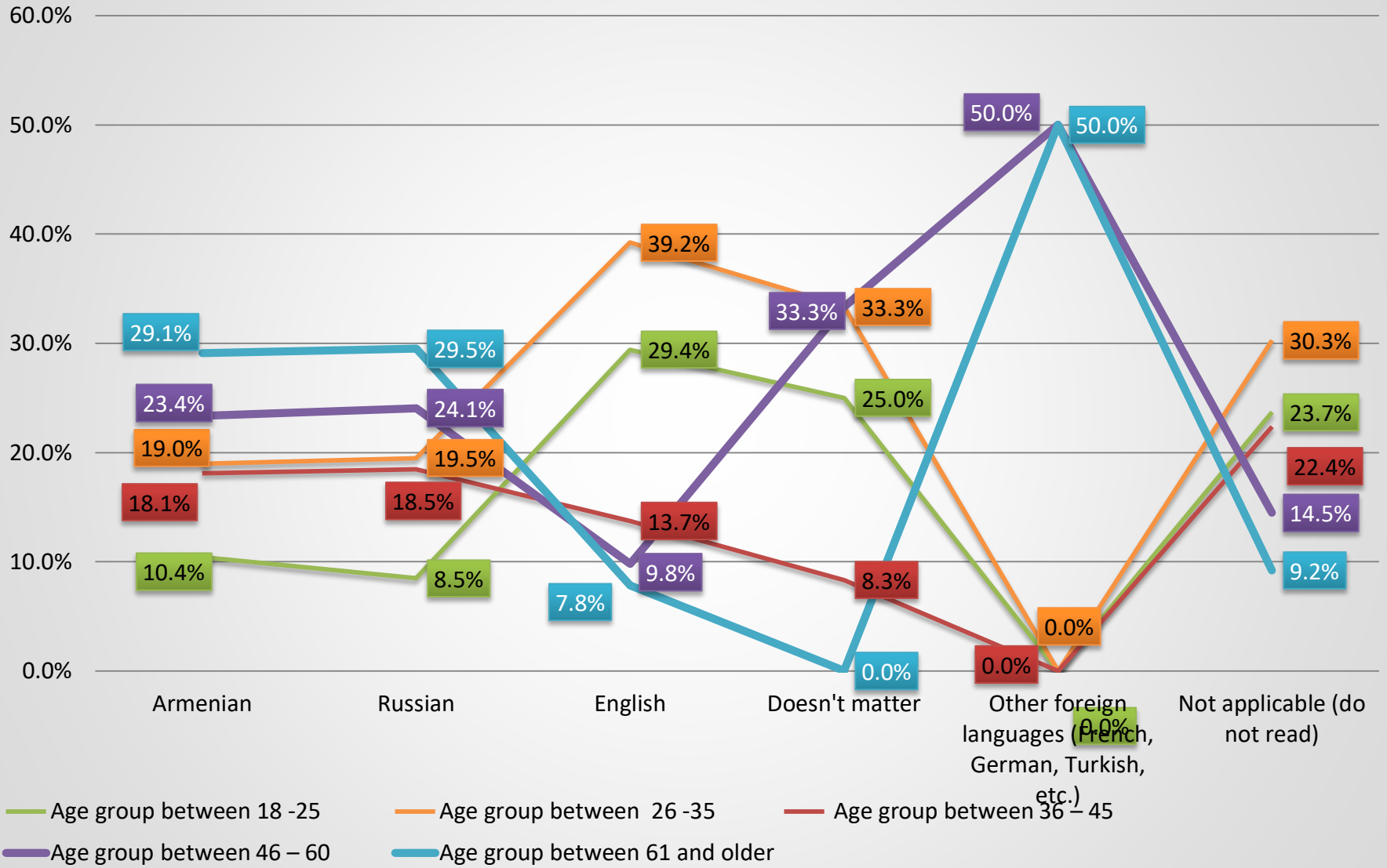| Category	18-25	26-35	36-45	46-60	61 and older
Armenian	10.4%	19.0%	18.1%	23.4%	29.1%
Russian	8.5%	19.5%	18.5%	24.1%	29.5%
English	29.4%	39.2%	13.7%	9.8%	7.8%
Doesn't matter	25.0%	33.3%	8.3%	33.3%	0.0%
Other foreign languages (French, German, Turkish, etc.)	0.0%	0.0%	0.0%	50.0%	50.0%
Not applicable (do not read)	23.7%	30.3%	22.4%	14.5%	9.2%

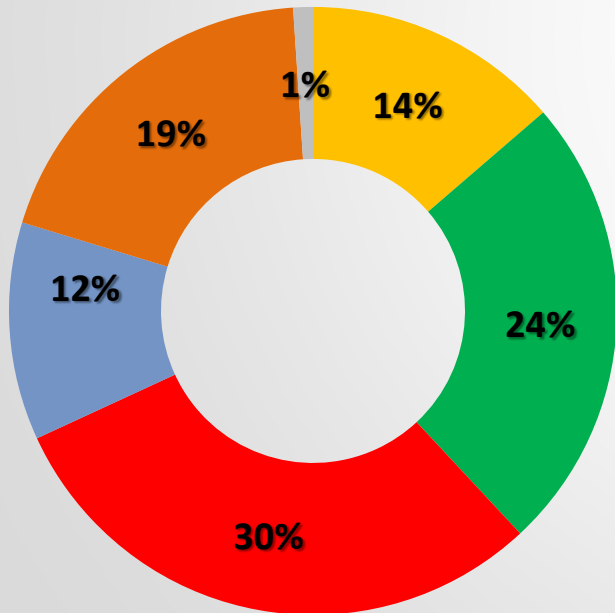APR Group

What language do you usually prefer to get information in from the following sources of information? - *Internet*
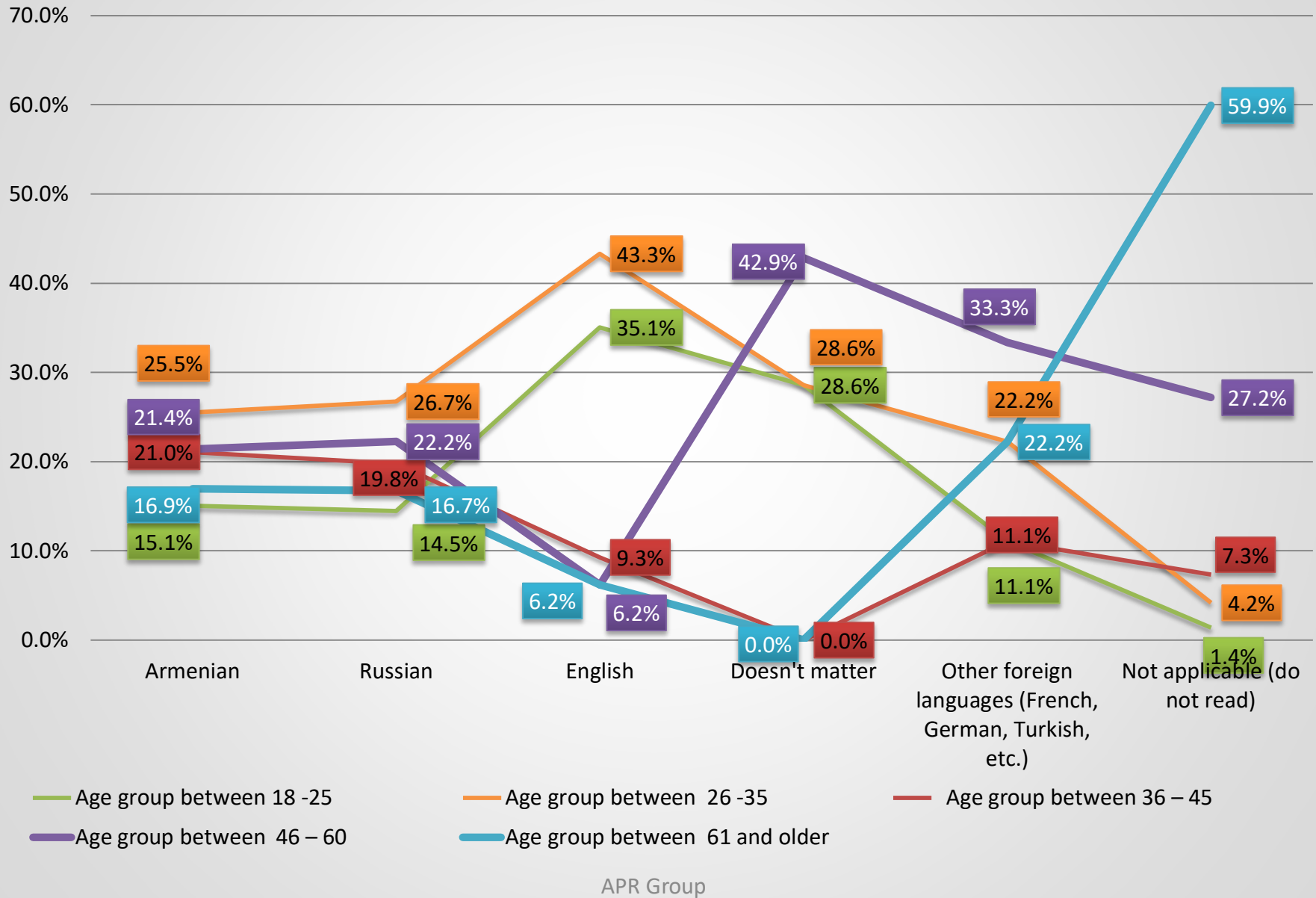
To what extent do you trust the following sources of information?-1

Friends

Colleagues
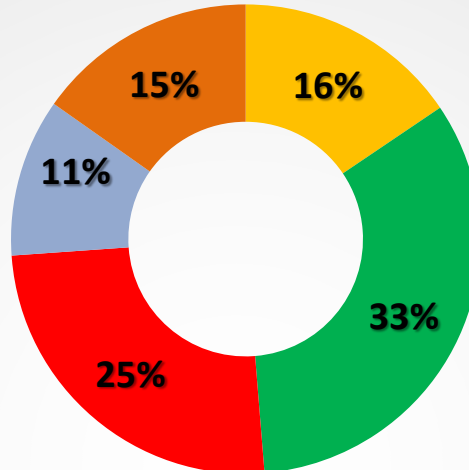
Family members

Neighbours

Television

Legend:
- Definitely trust
- Rather trust
- Neither trust nor distrust
- Rather don't trust
- Don't trust at all
- Difficult to answer

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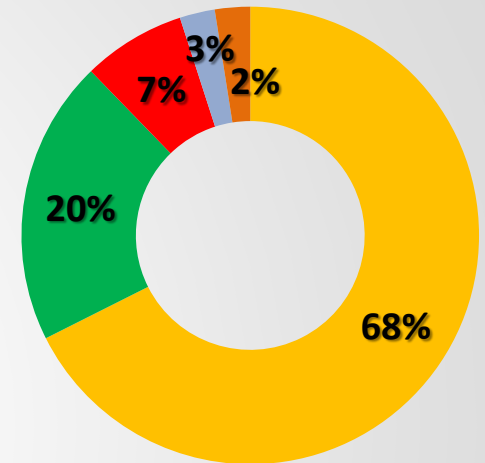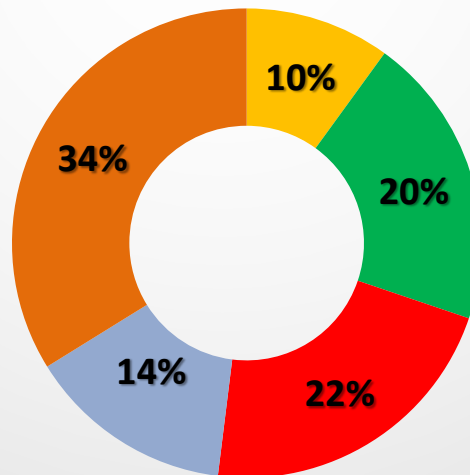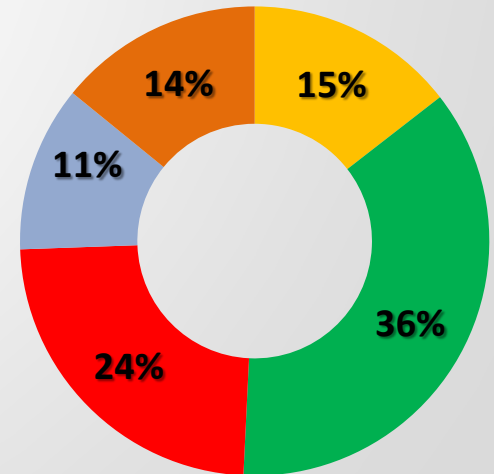
To what extent do you trust the following sources of information?-2

Radio

- 🟨 Definitely trust
- 🟩 Rather trust
- 🟥 Neither trust nor distrust
- 🟦 Rather don't trust
- 🟧 Don't trust at all
- ⬜ Difficult to answer

Radio
- 19%
- 40%
- 18%
- 10%
- 11%
- 2%

Online media
- 6%
- 31%
- 30%
- 19%
- 14%

Social networks
- 4%
- 23%
- 30%
- 22%
- 21%
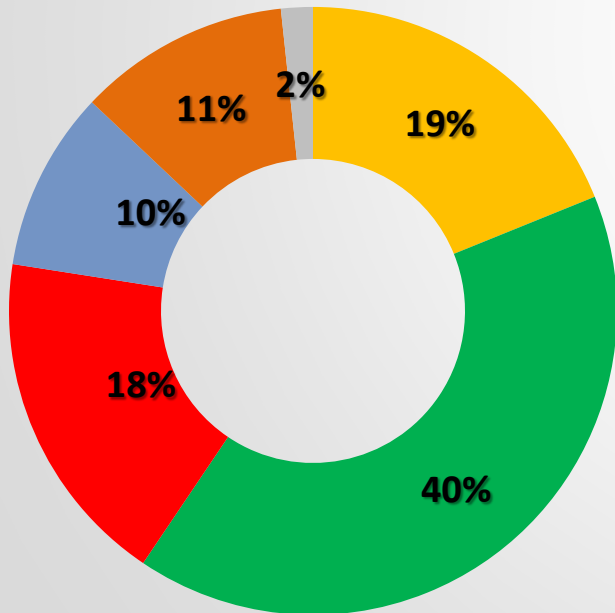
Print media (papers)
- 17%
- 37%
- 21%
- 11%
- 11%
- 2%
- 1%
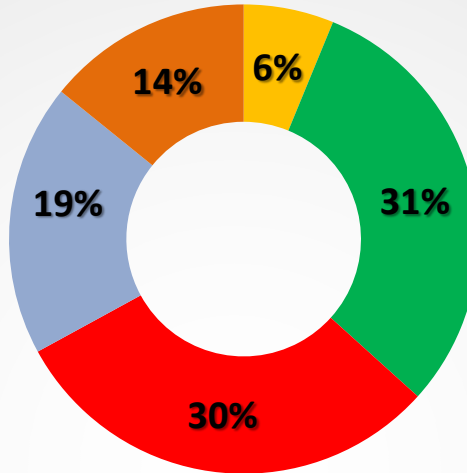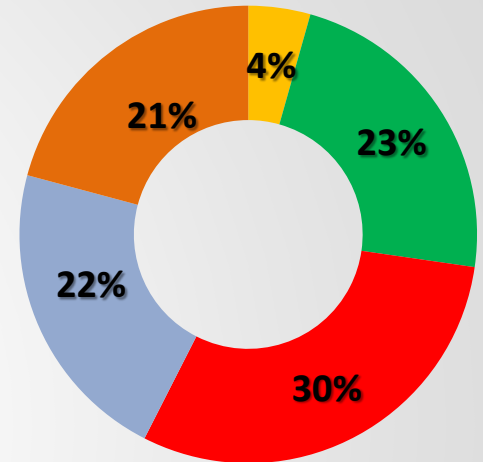
Live broadcast of any individual or public official
- 22%
- 26%
- 16%
- 10%
- 21%
- 5%
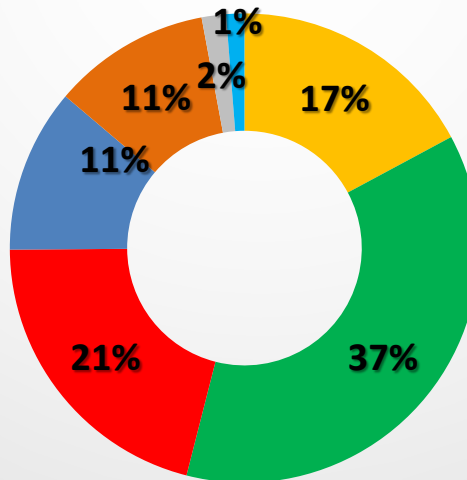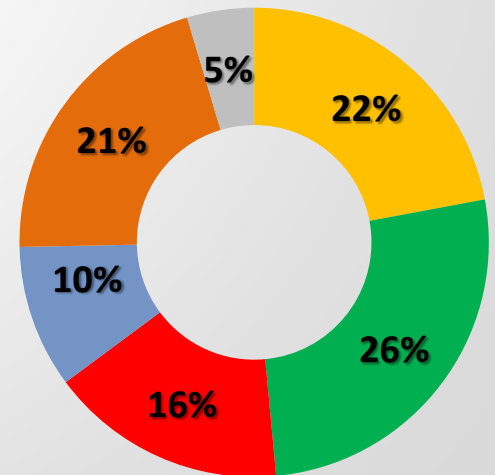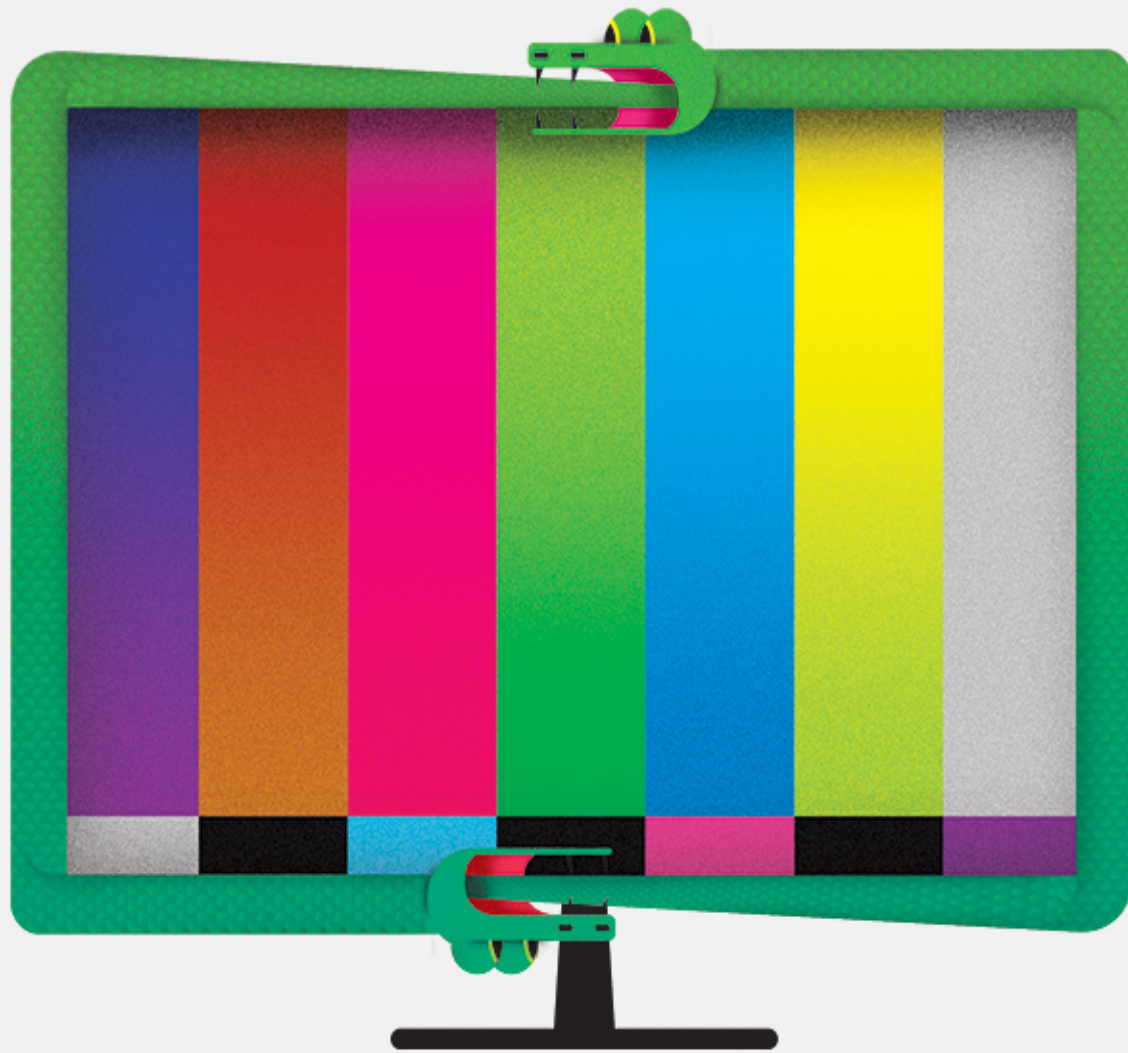
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TV

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Do you watch TV at all?

- Yes
- No

13%
87%
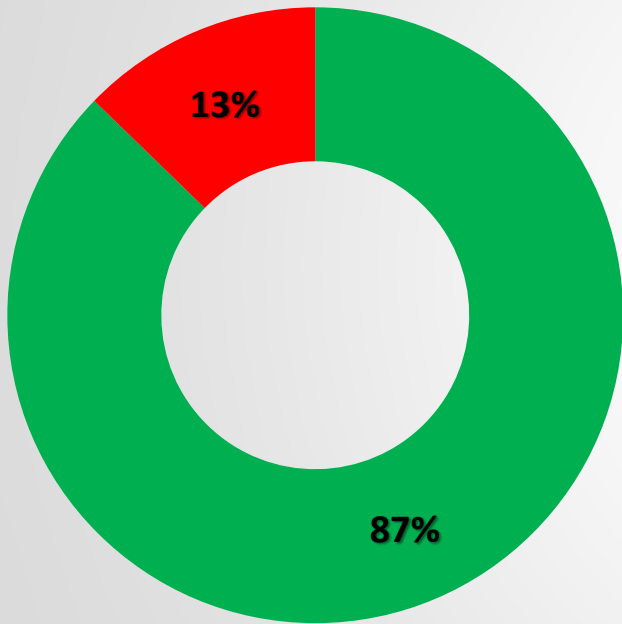
On average how long do you watch TV *on weekdays*?

- Up to 1 hour
- 1-3 hours
- 3-5 hours
- More than 5 hour
- Don't watch

4%
26%
21%
16%
33%
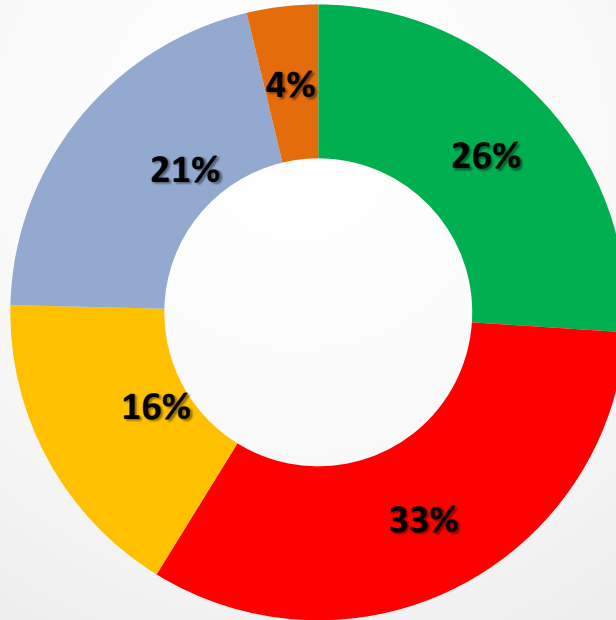
On average how long do you watch TV *on weekends*

- Up to 1 hour
- 1-3 hours
- 3-5 hours
- More than 5 hours
- Don't watch

4%
22%
24%
17%
33%

APR Group
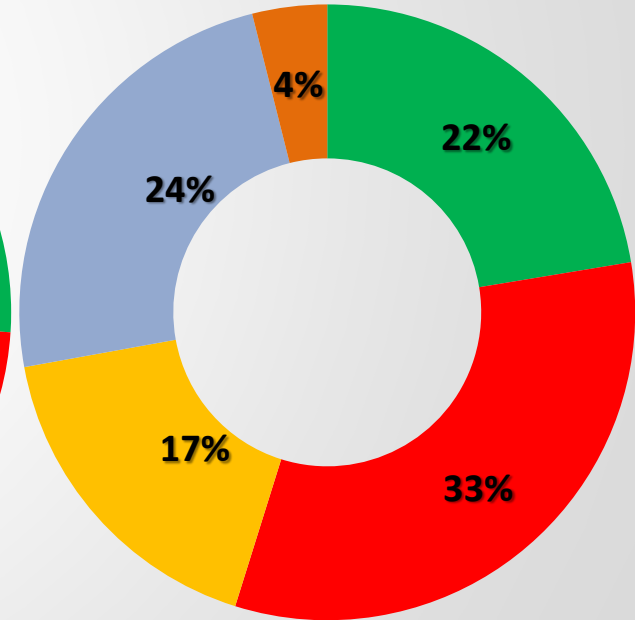
5. Which of the following local and foreign TV channels do you prefer to watch?

Channel	Percentage
Shant TV	24.6%
Armenia TV	24.6%
Public Television of Armenia (1TV)	12.4%
RTR	6.1%
ORT	5.1%
Kentron TV	4.3%
A TV	3.0%
NTV	2.5%
Armnews	2.2%
Yerkir Media	2.1%
H2	1.7%

n=2748
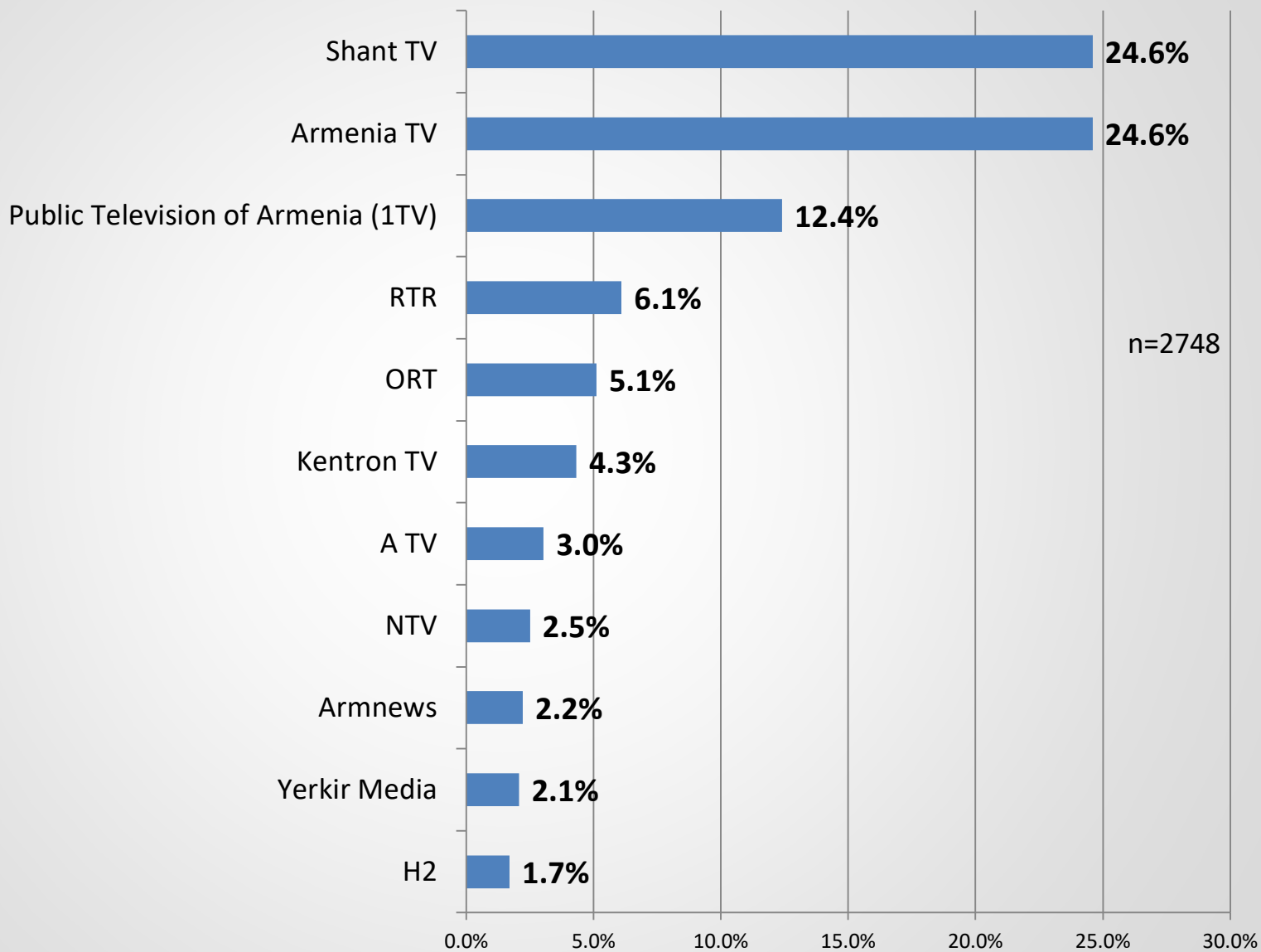
Table 14. Preferred type of TV channels

Public channel in Armenian	78.0%
Public channel in Russian	14.9%
News channels	1.9%
Entertaining channels	1.6%
Film channels	1.1%
Local regional TV channel	1.0%
Student channels	.9%
Music channels	.5%
Sports channels	.2%
Total	**100.00%**

6. Which TV channel do you trust most?

Channel	Percentage
Shant	26.6%
Armenia TV	21.5%
Public channel of Armenia (1TV)	13.7%
None	11.5%
Kentron TV	3.9%
Other	3.5%
Hard to answer	2.9%
ORT	2.8%
RTR	2.7%
Yerkir Media	2.5%
A TV	1.9%
Armnews	1.8%
H2	1.3%

n=1755
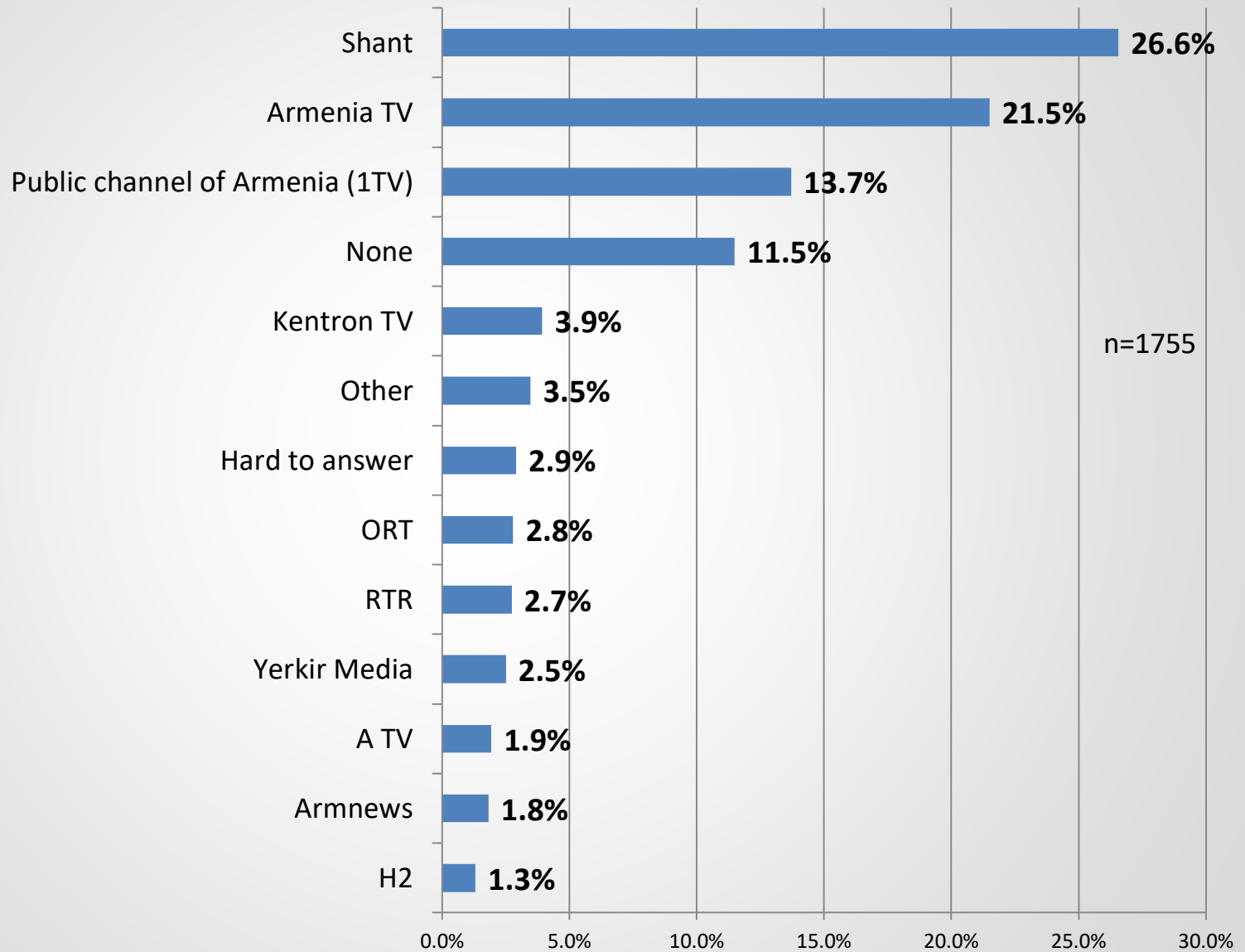
7. Which channel do you distrust the most?

Channel	Percentage
There is none I distrust	32.2%
Not sure	9.6%
5 TV	9.3%
Kentron TV	8.6%
Public TV channel of Armenia (TV)	6.8%
Yerkir Media	6.4%
H2	6.1%
Don't trust any of those	4.0%
Armenia TV	2.8%
Other	2.6%
Armnews	2.3%
Shant	2.3%
Shoghakat	1.9%
A TV	1.1%
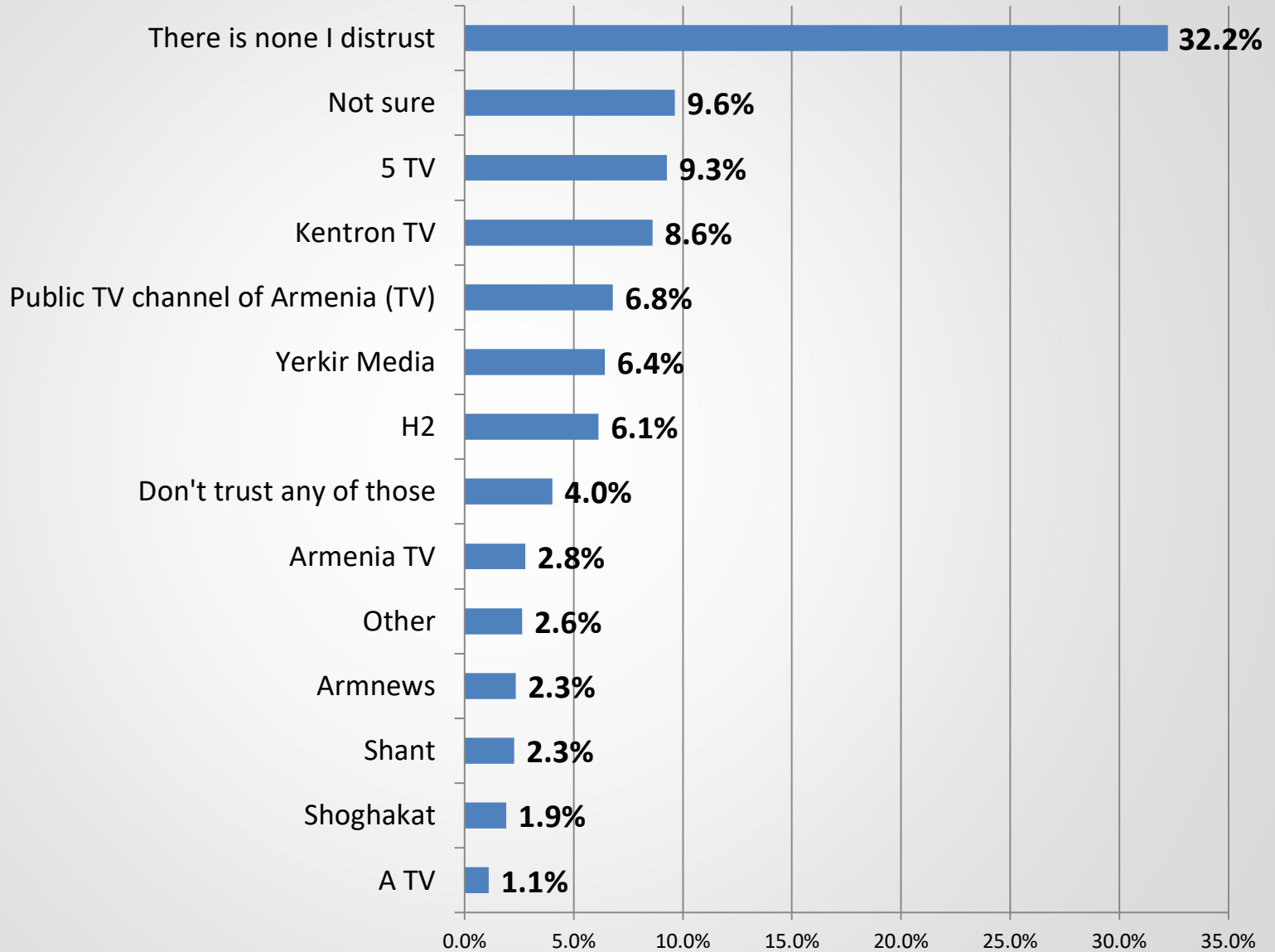
What kind of programs do you watch the most?

Program	Percentage
News	21.6%
Comedy	16.5%
Music	12.8%
Soap operas	11.2%
Movies	9.8%
Interviews, debates	6.8%
Cognitive	5.7%
Sports	5.6%
Political	4.7%
Cultural	3.6%
Other	1.6%

n=1200

APR Group
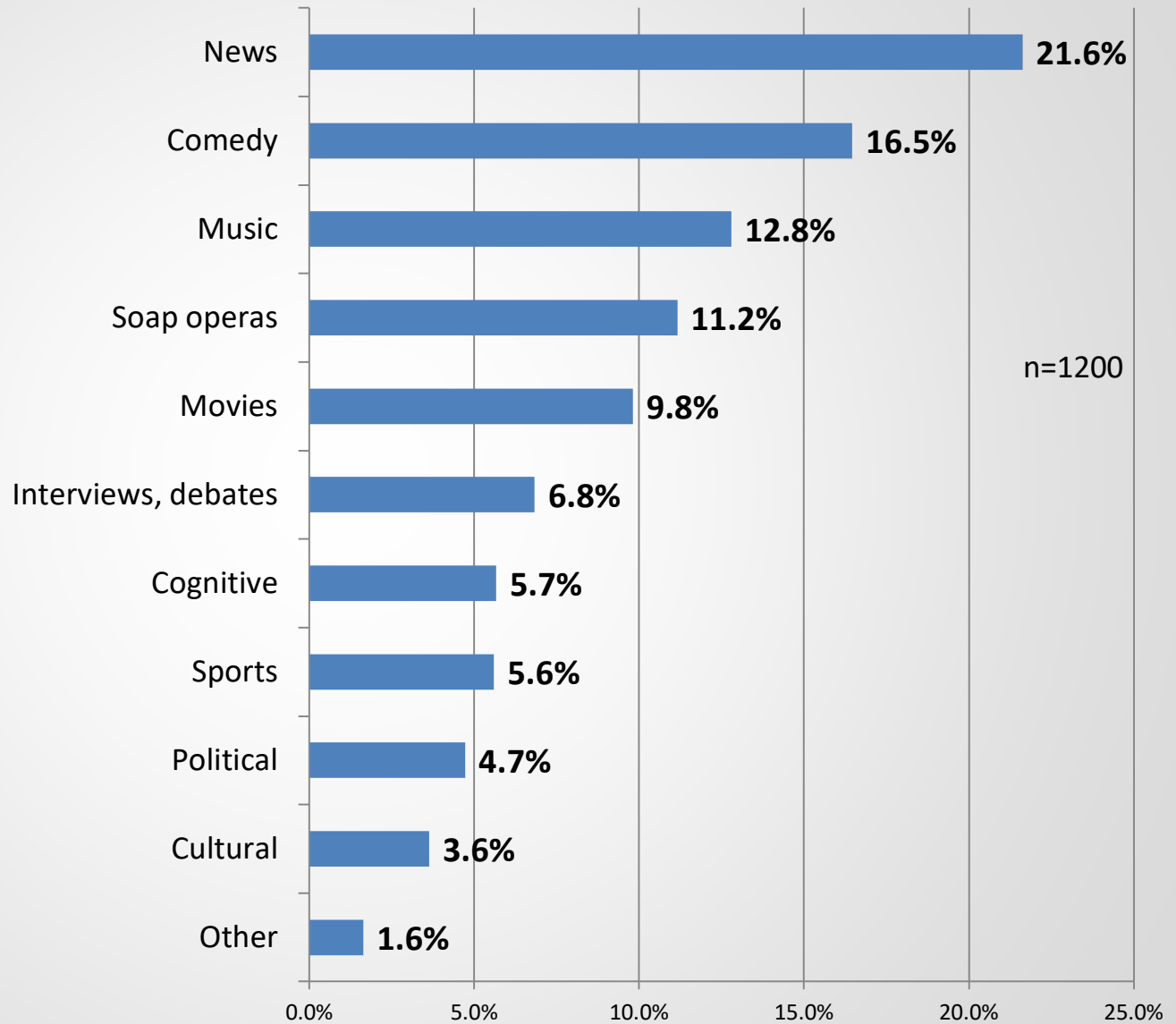
During the last 2 months you have:

- 🟧 participated in any voting on a TV show
- 🟩 have written a letter or called / applied to any TV company?
- 🟥 none of the mentioned
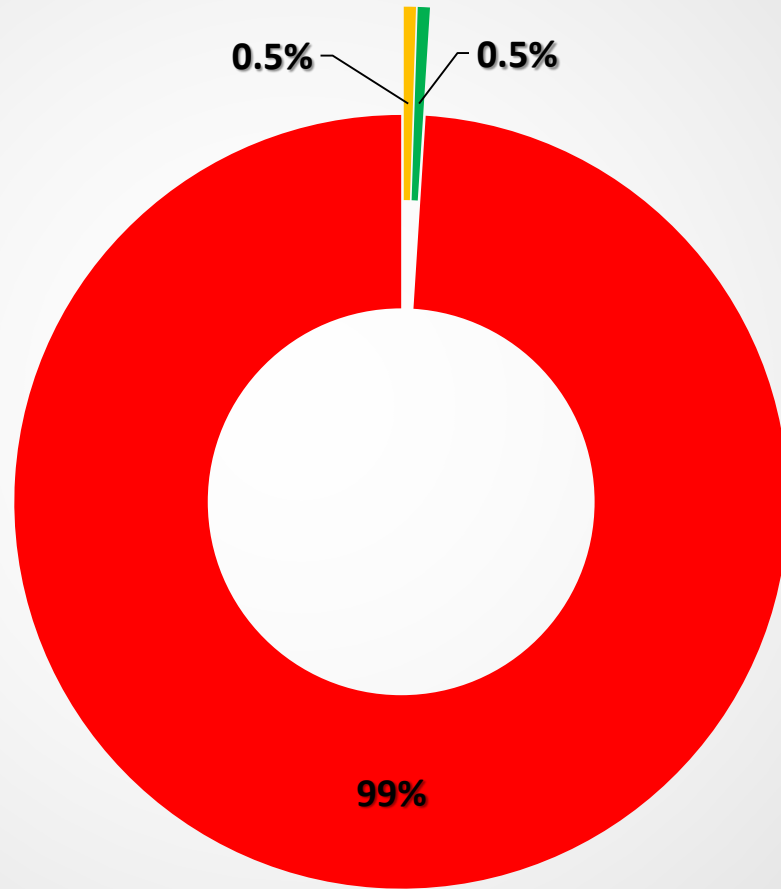
0.5% 0.5%

99%

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To what extent do you agree with the following statements?

Legend: ■ Fully agree ■ Rather agree ■ Rather disagree ■ Don't agree at all ■ Not sure

Statement	Fully agree	Rather agree	Rather disagree	Don't agree at all	Not sure
Television is the most reliable source of information	21.5	43.3	19.4	14.2	1.6
Television is an integral part of my everyday life	33.3	18.1	23.4	25.1	.1
Television provides exciting entertainment	31.0	45.9	14.5	7.8	.8
Television educates people	25.7	39.6	17.7	15.4	1.7
Television wastes people's time	13.2	21.8	33.5	30.2	1.3
Television distracts people from important issues	24.0	28.5	17.7	27.7	2.2
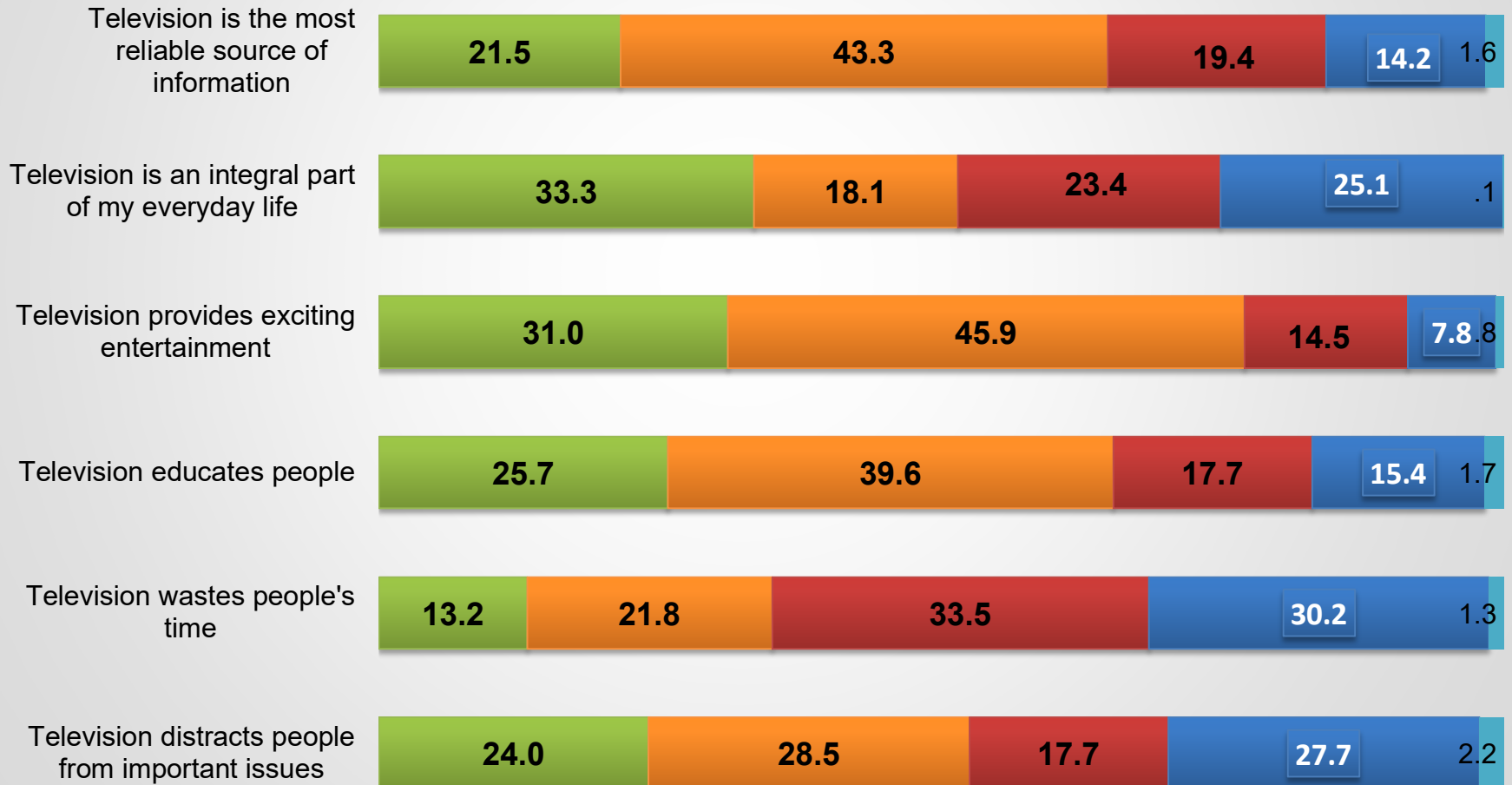
Radio

Do you listen to radio at all?

Legend: ■ Yes ■ No

- 26% (Yes)
- 74% (No)
- n=1200

On average how long do you listen to the radio on *weekdays*?

Legend:
- ■ Up to 1 hour
- ■ 1-3 hours
- ■ 3-5 hours
- ■ More than 5 hours
- ■ Don't listen

- 51% (Up to 1 hour)
- 22% (1-3 hours)
- 6% (3-5 hours)
- 16% (More than 5 hours)
- 5% (Don't listen)
- n=307
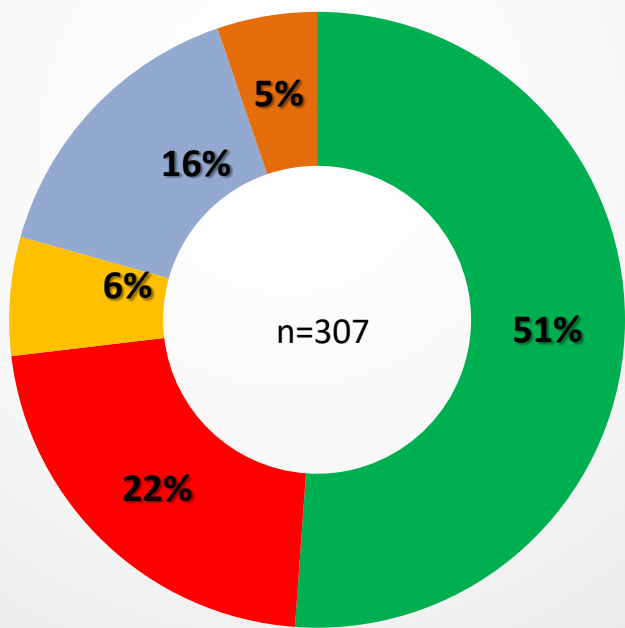
On average how long do you listen to the radio on *weekends*

Legend:
- ■ Up to 1 hour
- ■ 1-3 hours
- ■ 3-5 hours
- ■ More than 5 hours
- ■ Don't listen
- ■ Hard to answer (do not read)

- 38% (Up to 1 hour)
- 18% (1-3 hours)
- 6% (3-5 hours)
- 10% (More than 5 hours)
- 27% (Don't listen)
- 1% (Hard to answer)
- n=307
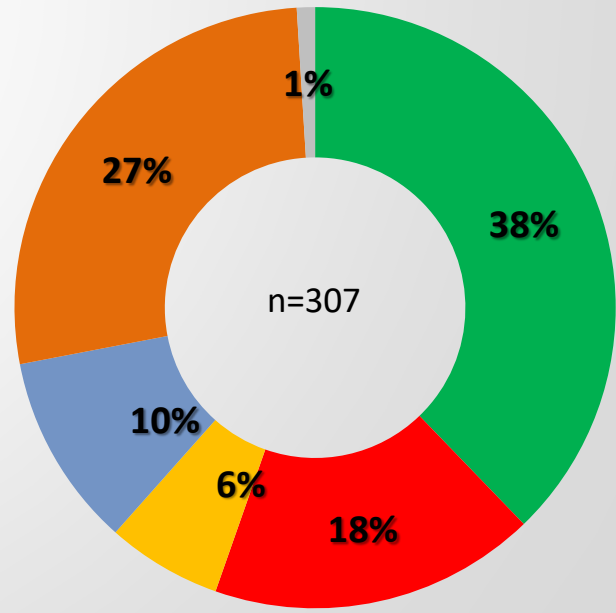
APR Group

Which of the following radio channels do you prefer to listen to?

Channel	Percentage
Public Radio of Armenia	19.7%
Radio Liberty	15.9%
Aurora	10.3%
Van	7.9%
Radio Hay	7.1%
Radio Jan	6.7%
Auto Radio	6.4%
Russkoe Radio	4.9%
News	3.0%
Radio Shanson	2.6%
Hard to answer	2.2%
Shant	2.2%
Europe +	1.7%
Voice of America	1.5%
Kiss FM	1.3%
City FM	1.3%
Ardzagank	1.1%

n=307, total=100%

APR Group
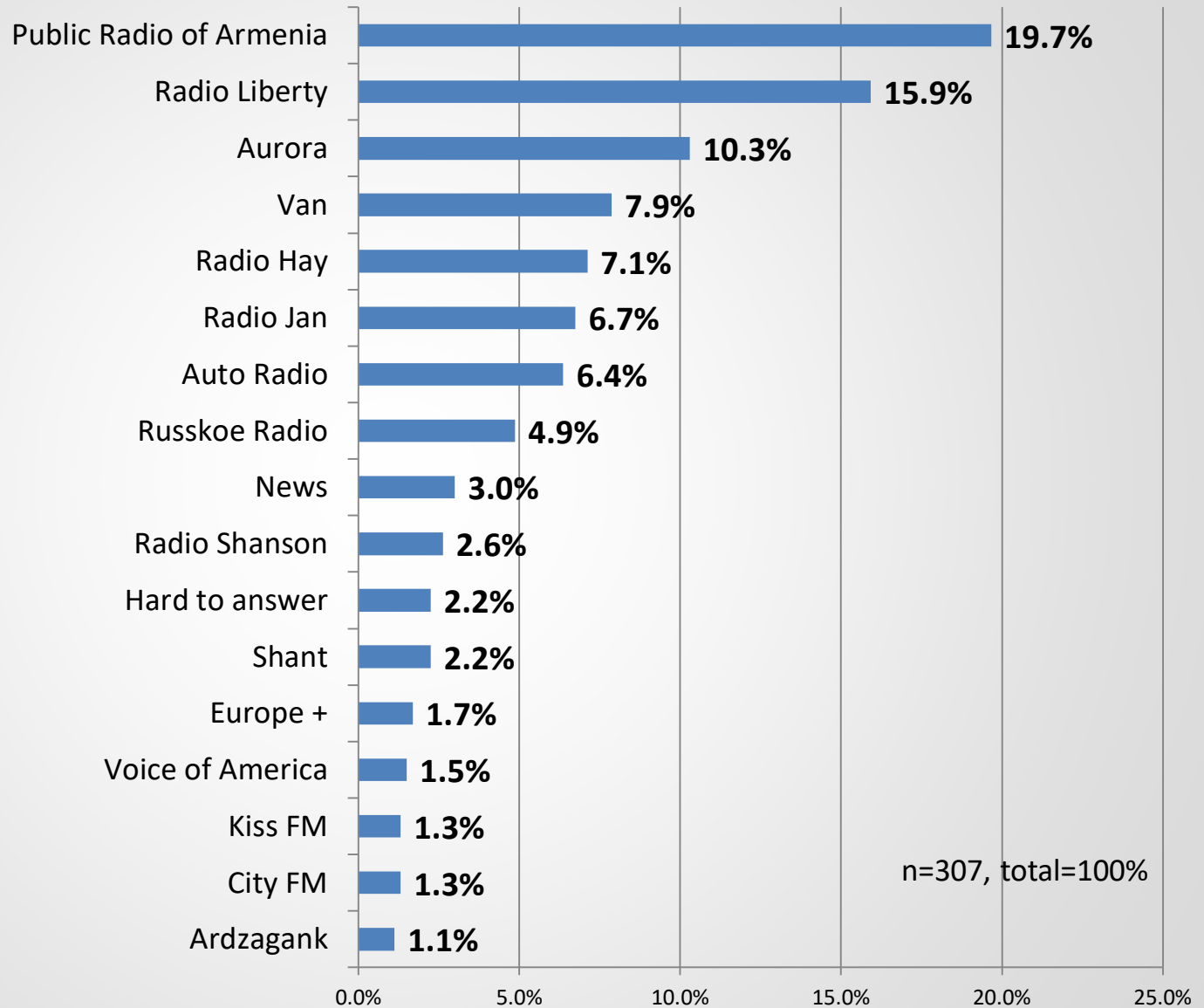
Which radio channel do you trust most?

Channel	Percent
Hard to answer	18.8%
Public radio of Armenia	17.7%
None	17.7%
Radio Liberty	16.5%
Aurora	6.6%
Van	5.4%
Shant	2.6%
Radio Jan	2.0%
Russkoe Radio	2.0%
Radio Hay	2.0%
Auto Radio	1.7%
News	1.7%
Radio Shanson	1.4%
Kiss FM	1.1%
No need to trust, I listen to music only	1.1%
Radio Yerevan	1.1%

n=307

APR Group
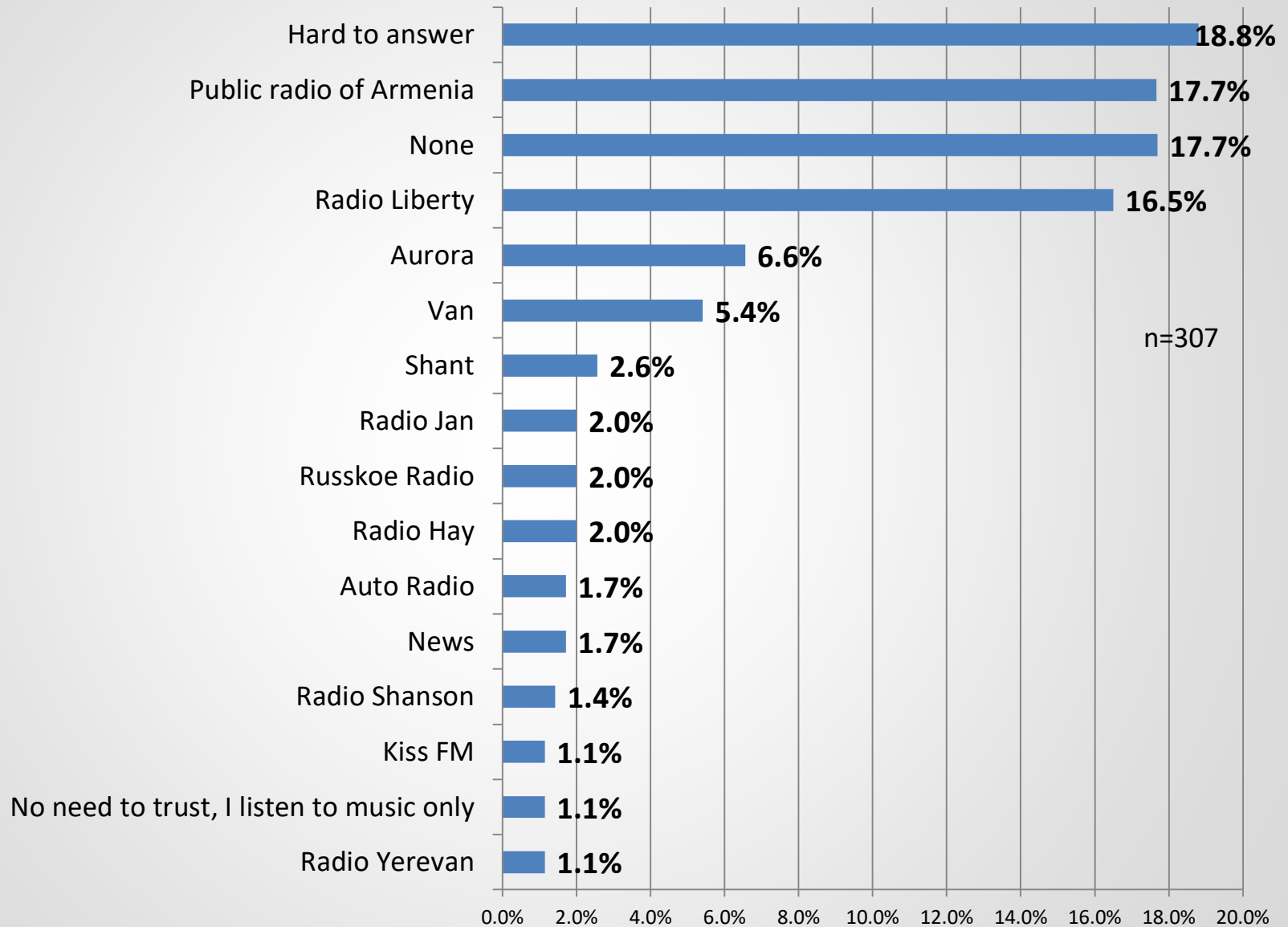
What kind of radio programs do you mainly listen to?

Program	Percentage
Musical	36.9%
News	31.6%
Comedy	8.3%
Interviews/ debates	7.9%
Cultural	5.8%
Educational	5.0%
Sports	2.6%
Other	2.0%

n=307

APR Group
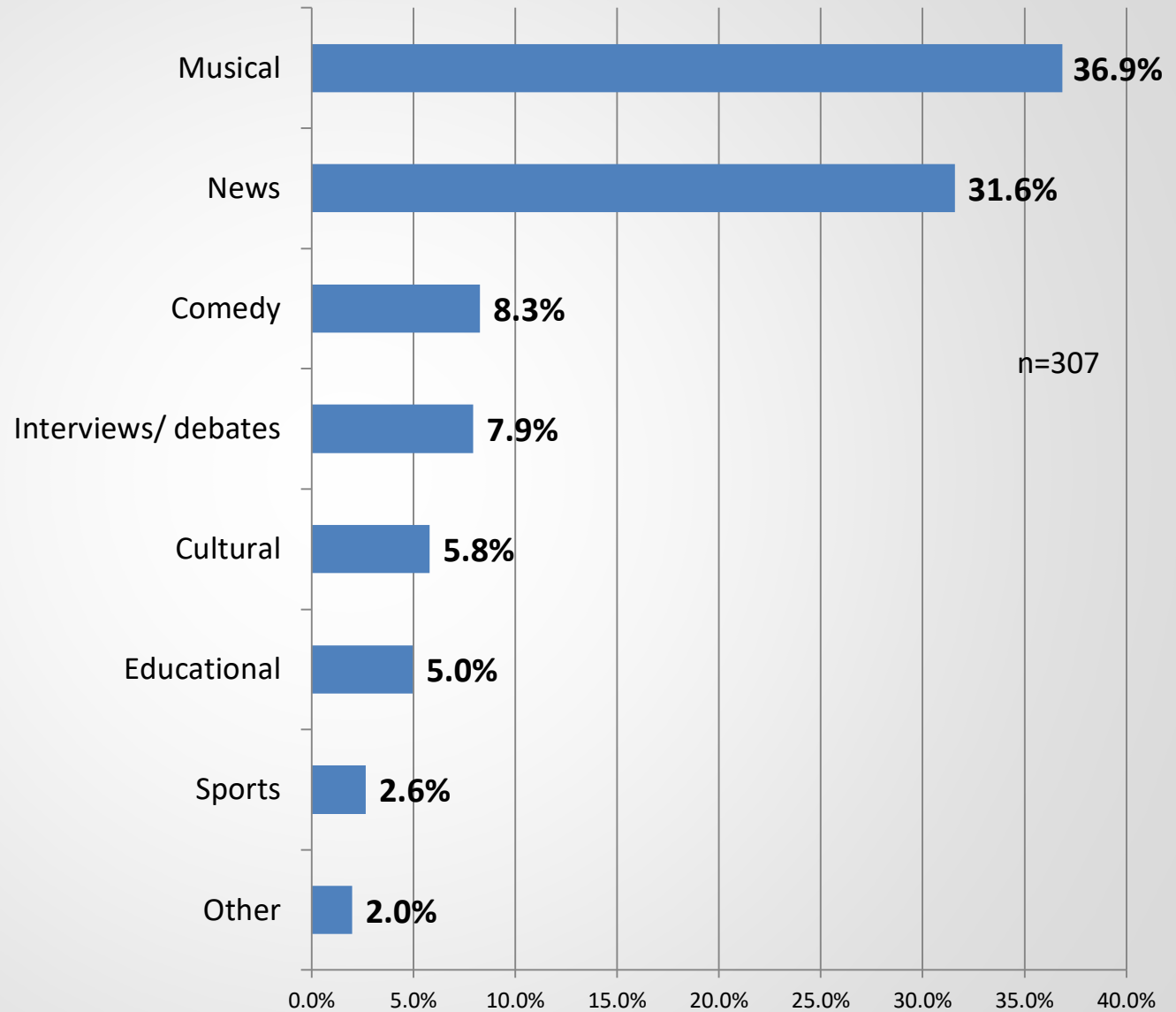
During the last 2 months you have:

- 🟨 called during live broadcast of any radio program
- 🟩 written a letter or called/ applied to any radio company
- 🟥 none of the mentioned (do not read)
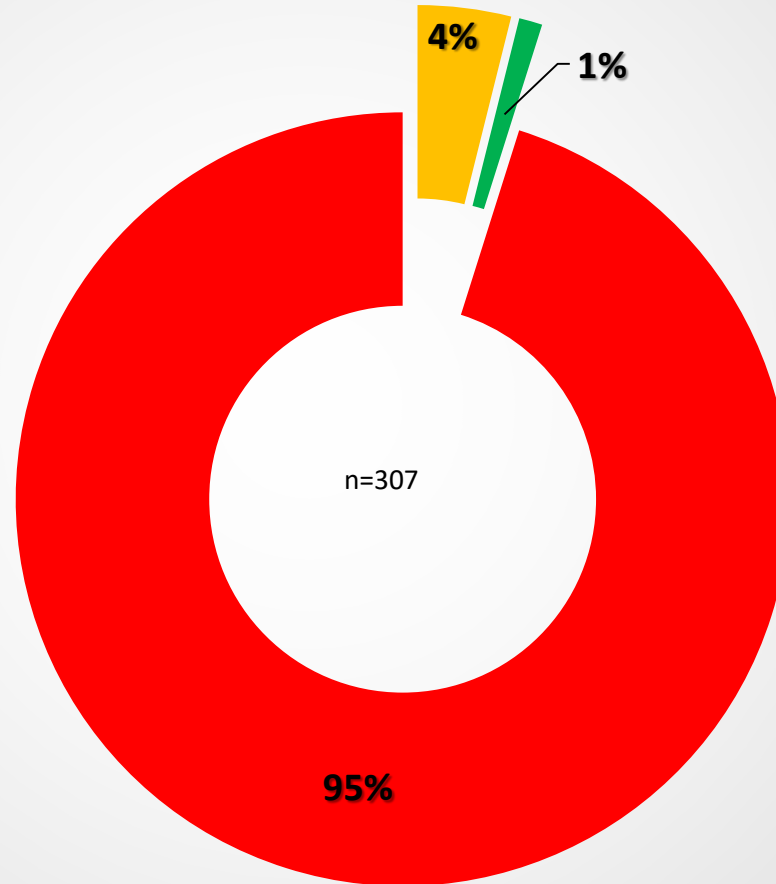
4%

1%

n=307

95%

To what extent do you agree with the following statements?

Legend: ■ Fully agree ■ Rather agree ■ Rather disagree ■ Don't agree at all ■ Not sure
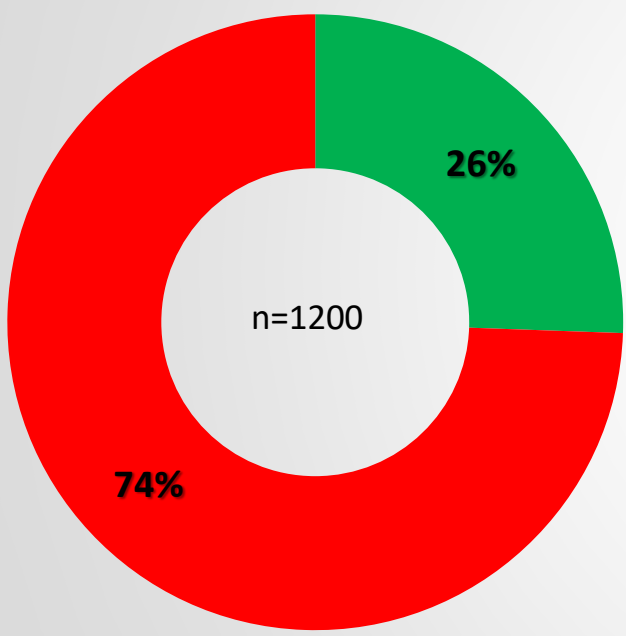
Statement	Fully agree	Rather agree	Rather disagree	Don't agree at all	Not sure
Radio is the most reliable source of information	22.1	48.9	17.9	9.1	2.0
Radio is an integral part of my everyday life	22.8	21.5	24.4	30.6	.7
Radio provides exciting entertainment	29.3	49.8	13.4	7.2	.3
Radio educates people	29.3	39.4	16.3	12.1	2.9
Radio wastes people's time	2.6	6.8	31.9	57.0	1.6
Radio distracts people from important issues	5.5	13.4	25.7	52.4	2.9
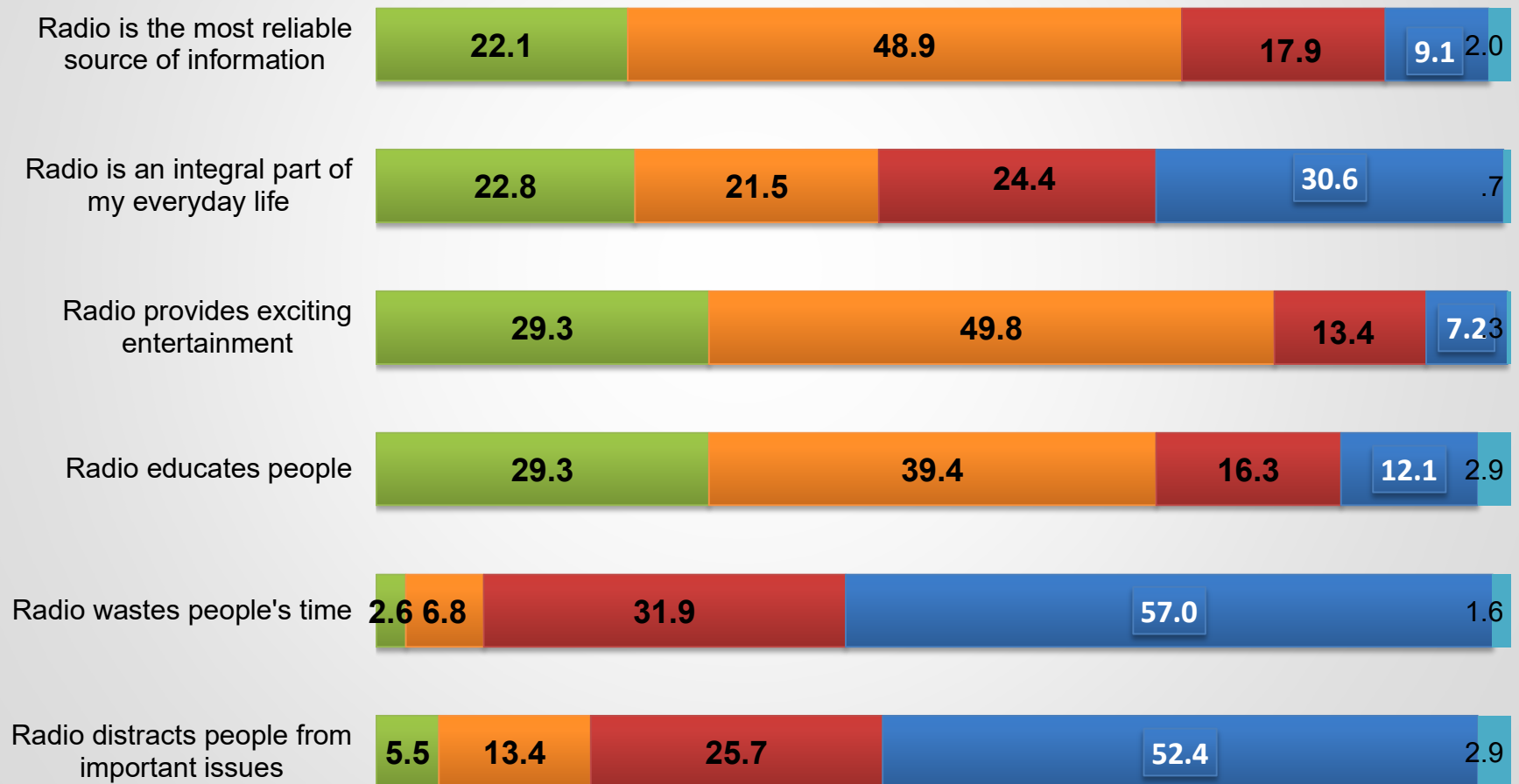
Print media

Do you read newspapers at all?

■ Yes ■ No

n=1200

15%

85%

On average how long do you read newspapers *on weekdays*?

■ Up to 1 hour ■ 1-3 hours

■ 3-5 hours ■ More than 5 hours

■ Don't read

n=180

1% 8% 4%

11%

76%

On average how long do you read newspapers *on weekends*?

■ Up to 1 hour

■ 1-3 hours

■ Don't read

■ Not sure (do not answer)

n=180

5%

23%

11%

61%

APR Group
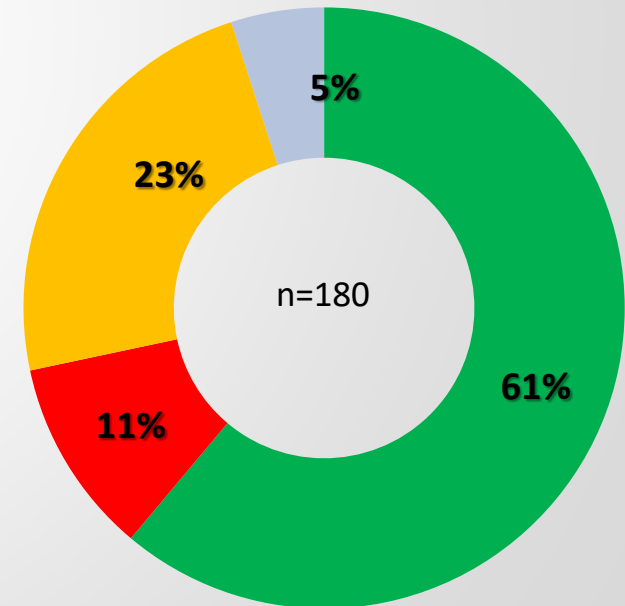
Which of the following newspapers do you mostly read?

Newspaper	Percentage
Haykakan Zhamanak	15.1%
Aravot	11.8%
Hraparak	7.5%
Iravunk	7.2%
Eter	6.9%
Local, regional	4.9%
Golos Armenii	4.3%
Azg	4.3%
Hayastani Hanrapetutiun	4.3%
Hingshabty	3.9%
Zhoghovurd	3.9%
168 hours	3.9%
Hard to answer	3.6%
Hayots Ashkhar	3.0%
Krtutium	2.6%
Argumenty i Fakty	2.3%
TV Mol	2.0%
Football+, Sport	1.6%
Chorrord ishkhanutyun	1.3%
Zinvor	1.0%
Shrjapat	1.0%
Past	1.0%

n=180

APR Group

Which newspaper do you trust most?

Newspaper	Percentage
Not sure	18.3%
Haykakan Zhamanak	11.2%
Iravunk	10.0%
Aravot	10.0%
Don't trust any of them	8.3%
Hraparak	5.4%
Hayastani Hanrapetutiun	5.0%
Local, regional	3.7%
Hingshabty	3.3%
Azg	3.3%
Eter	2.5%
Zhoghovurd	2.5%
Golos Armenii	2.5%
Education	2.1%
168 Hours	2.1%
TV Mol	1.2%
Football+, Sport	1.2%
Shrjapat	1.2%

n=180

Which newspaper do you trust least?

Newspaper	Percentage
There is no such newspaper	38.5%
Not sure	28.2%
I trust none	8.2%
Iravunk	3.6%
Chorrord Ishkhanutyun	3.1%
Aravot	3.1%
Hraparak	3.1%
Hayastani Hanrapetutiun	3.1%
168 Hours	2.6%
Haykakan Zhamanak	2.1%
Golos Armenii	1.5%
Past	1.5%
Hayots Ashkhar	1.0%
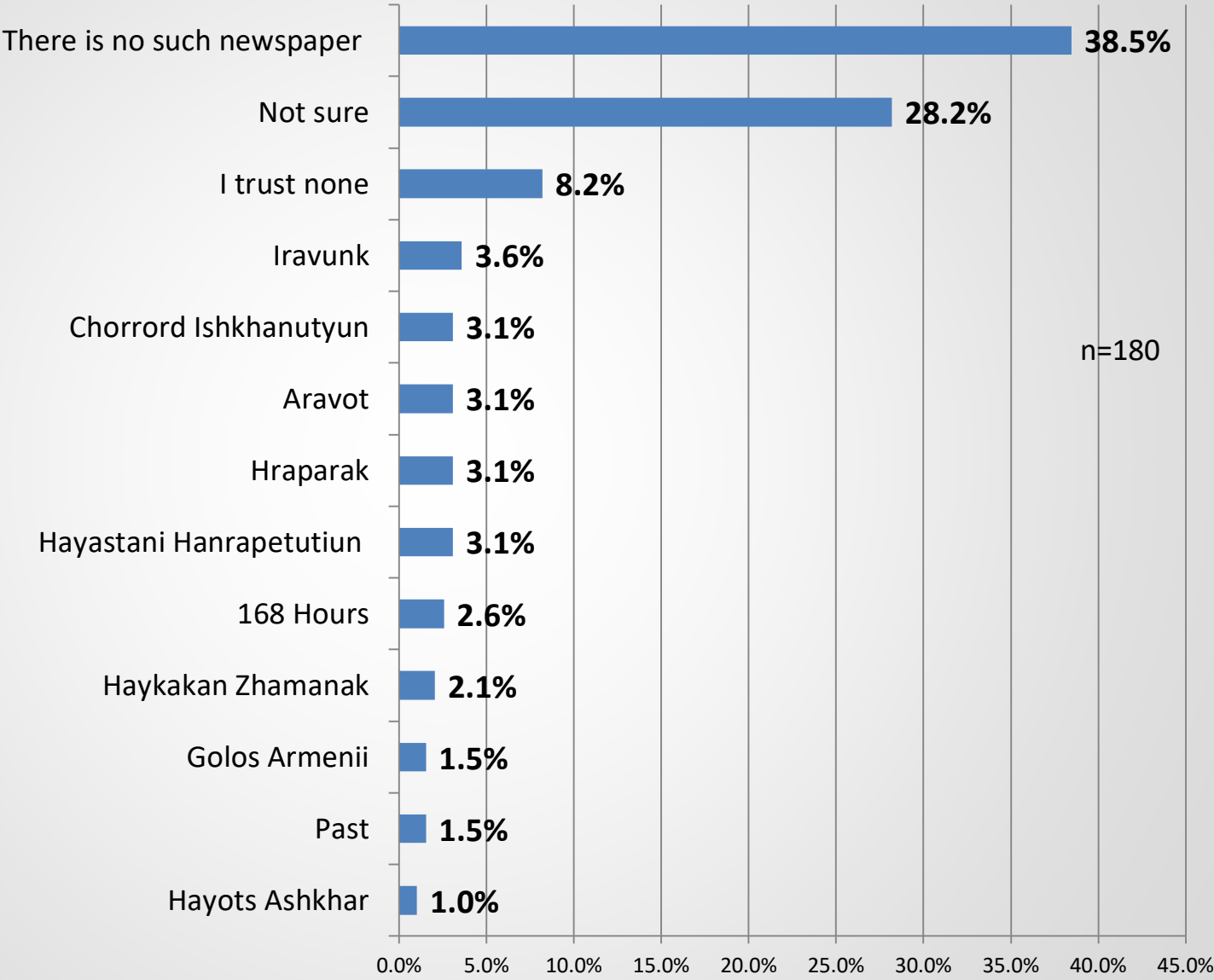
n=180

What kind of articles do you mainly read?

Category	Percentage
Analytical articles on domestic policy	20.2%
Analytical articles on foreign policy	16.5%
Cultural	15.7%
Educational	12.7%
Interviews on domestic policy	11.5%
Sports	9.5%
Interivews on foreing policy	8.5%
Other	5.5%

n=180
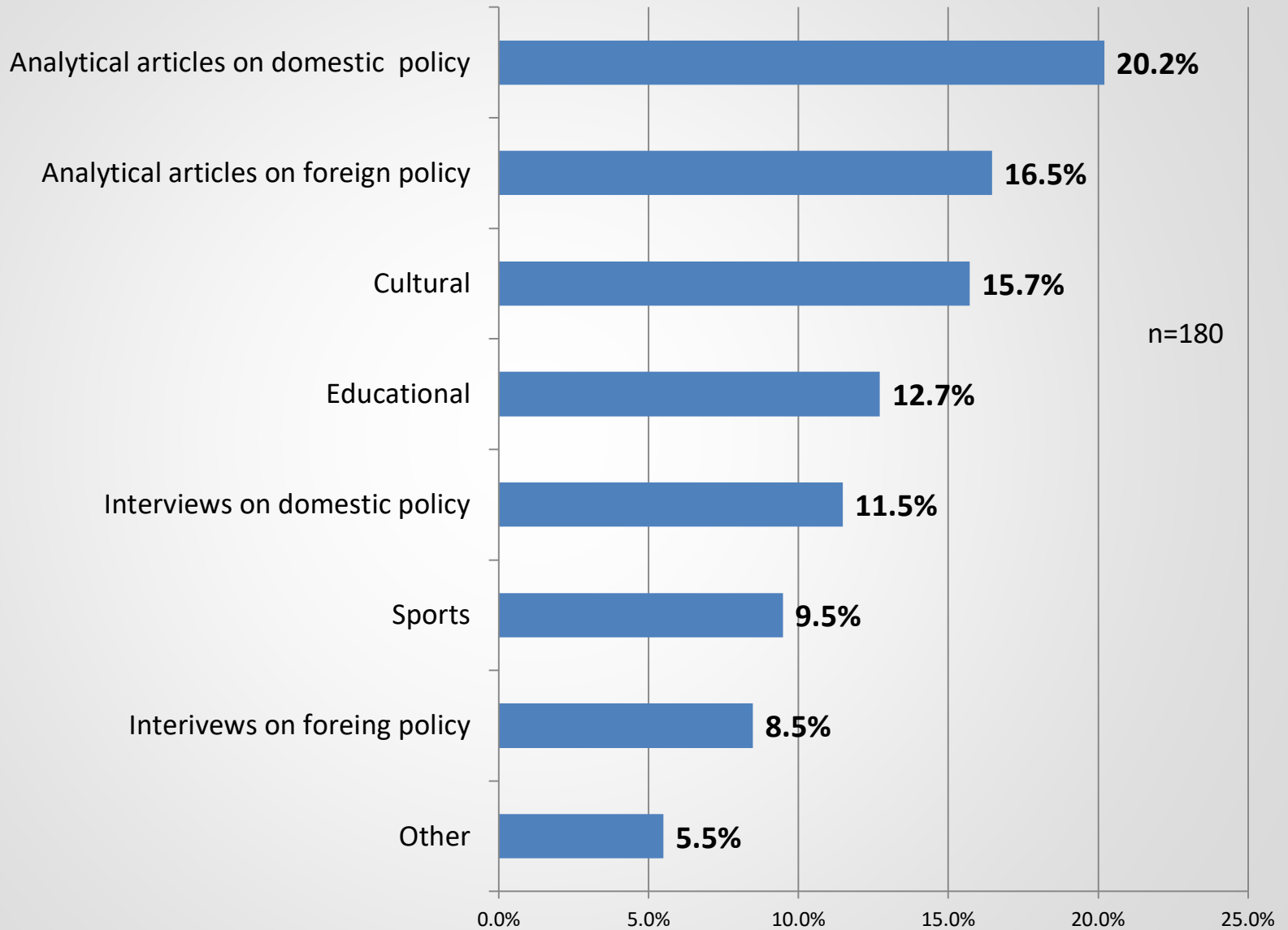
Have written or called / applied to any newsroom over the last 2 months?

■ No ■ Not sure (do not read)
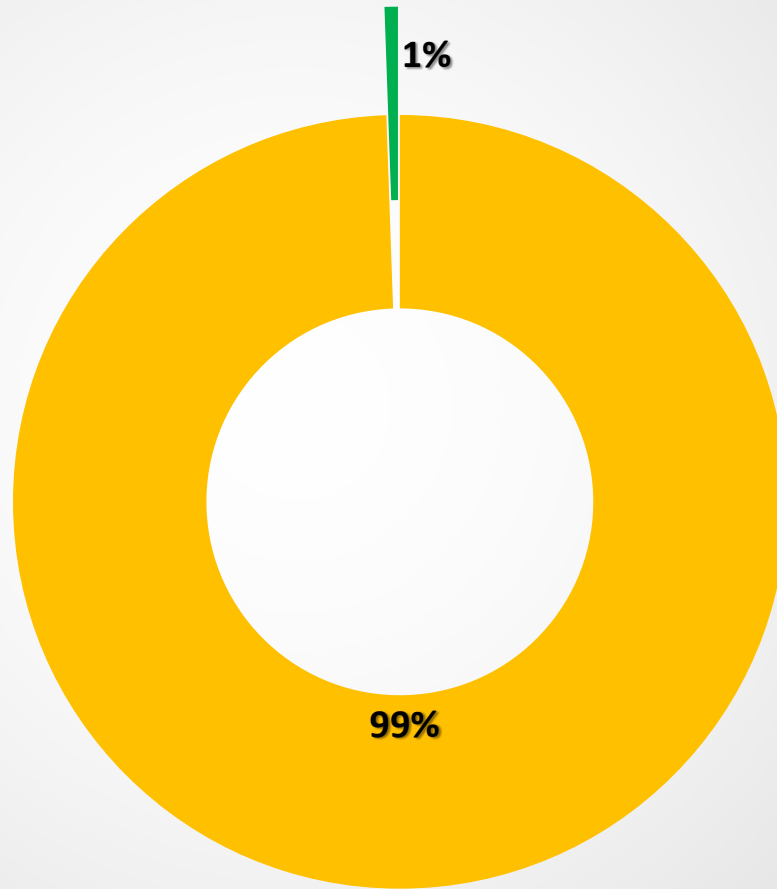
1%

99%

APR Group

To what extent do you agree with the following statements?

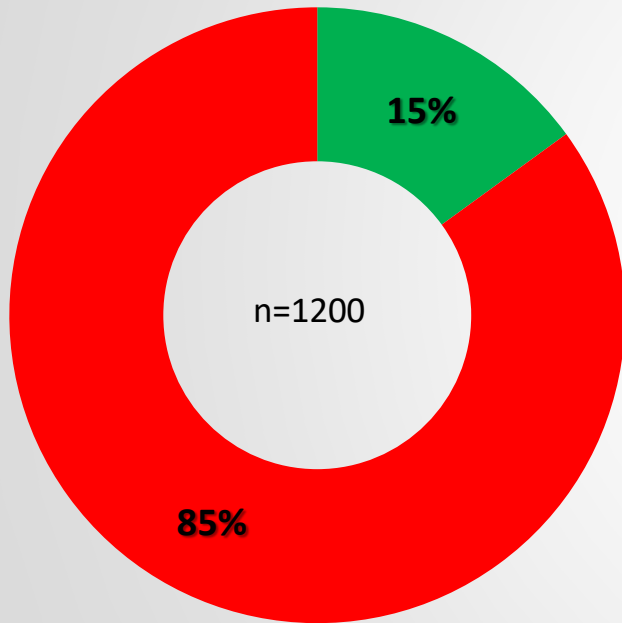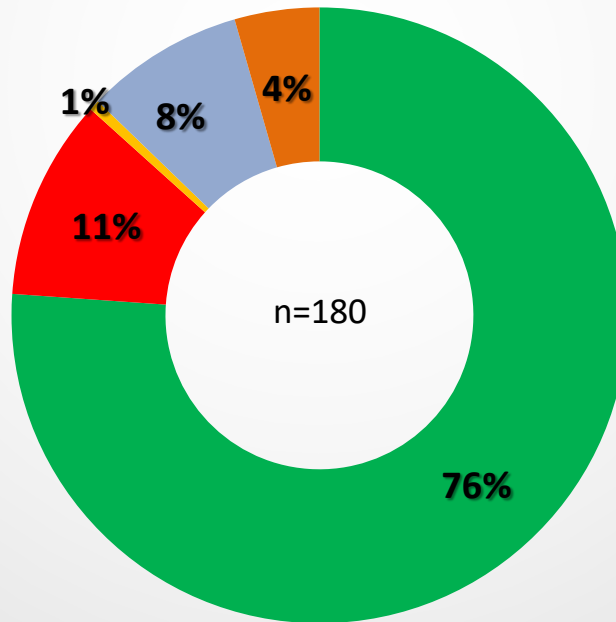**Legend:** ■ Fully agree ■ Rather agree ■ Rather disagree ■ Don't agree at all ■ Not sure (do not read)

Statement	Fully agree	Rather agree	Rather disagree	Don't agree at all	Not sure (do not read)
Print media is the most reliable source of information	21.1	38.3	18.3	17.2	5.0
Print media is an integral part of my everyday life	14.4	18.3	30.6	36.7	.0
Print media provides exciting entertainment	17.2	37.8	26.1	15.6	3.3
Print media educates people	28.9	44.4	12.8	11.1	2.8
Print media wastes people's time	5.0	11.1	29.4	51.1	3.3
Print media distracts people from important issues	8.3	10.6	20.6	56.1	4.4

Internet

Do you use the Internet?

■ Yes ■ No

n=1200

74%

26%
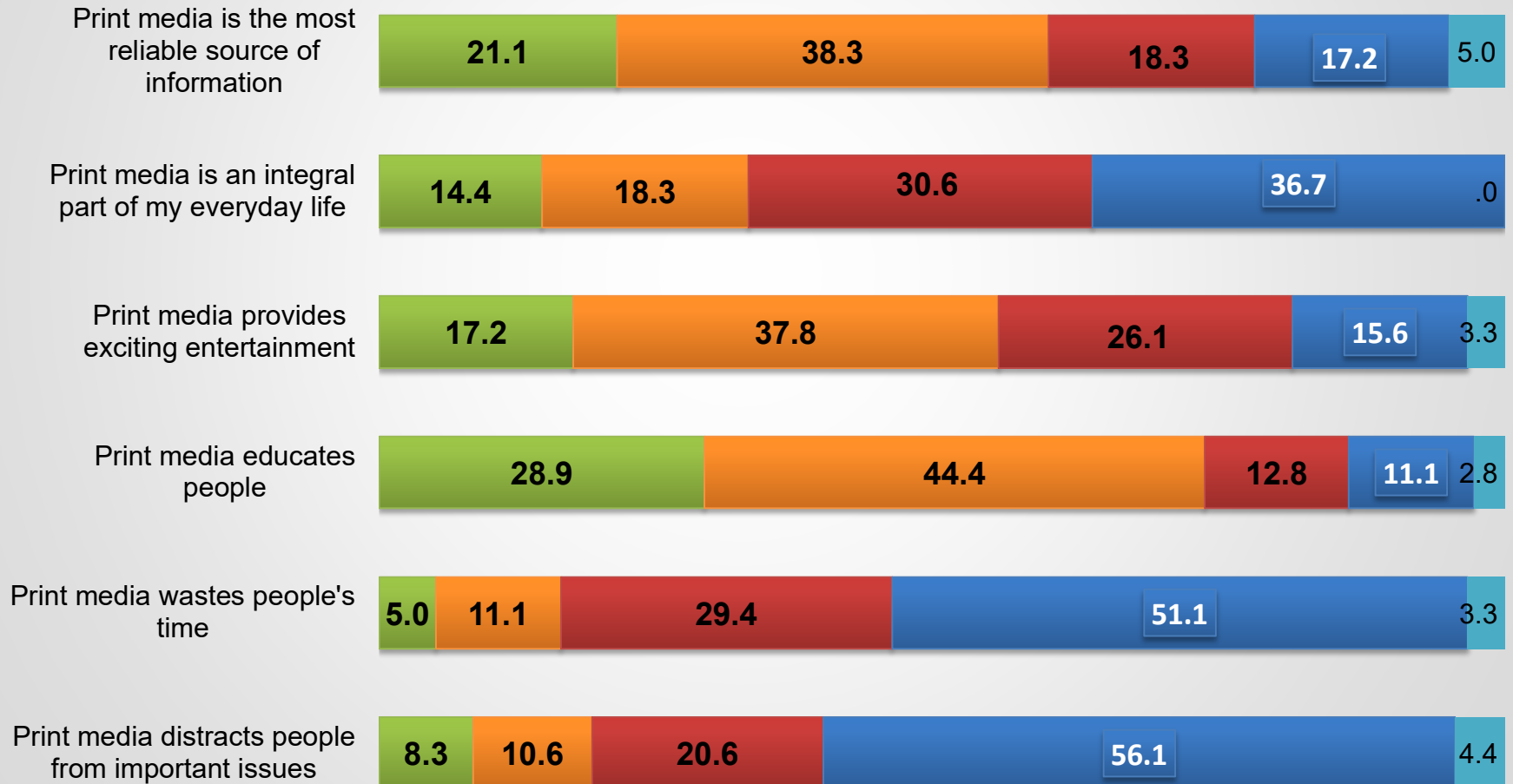
On average how much time do you spend on the Internet on *weekdays*

■ Up to 1 hour
■ 1-3 hours
■ 3-5 hours
■ more than 5 hours
■ Don't use
■ Hard to answer (do not read)

N=884

29%

35%

16%

16%

2%

2%

On average how much time do you spend on the Internet on *weekends*

■ Up to 1 hour
■ 1-3 hours
■ 3-5 hours
■ more than 5 hours
■ Don't use
■ Not sure (do not read)

n=884

24%

33%

17%

21%

4%

1%
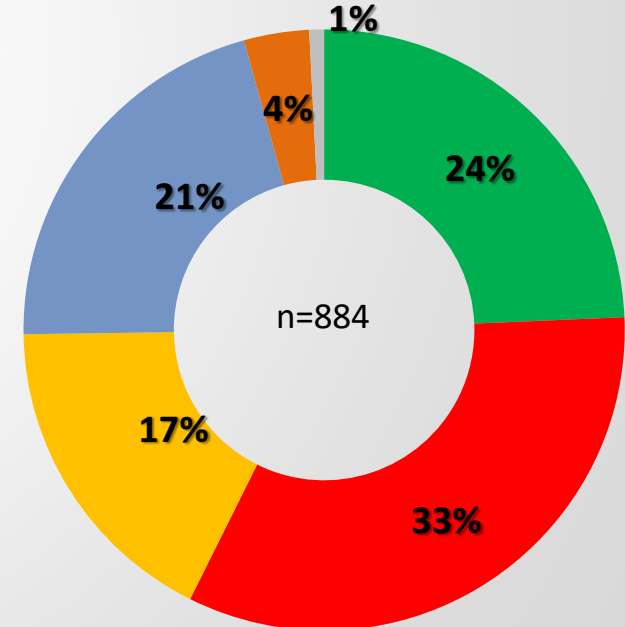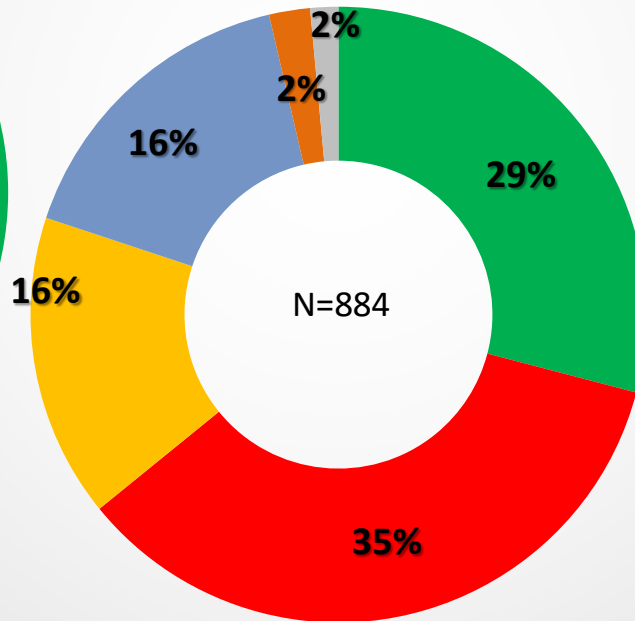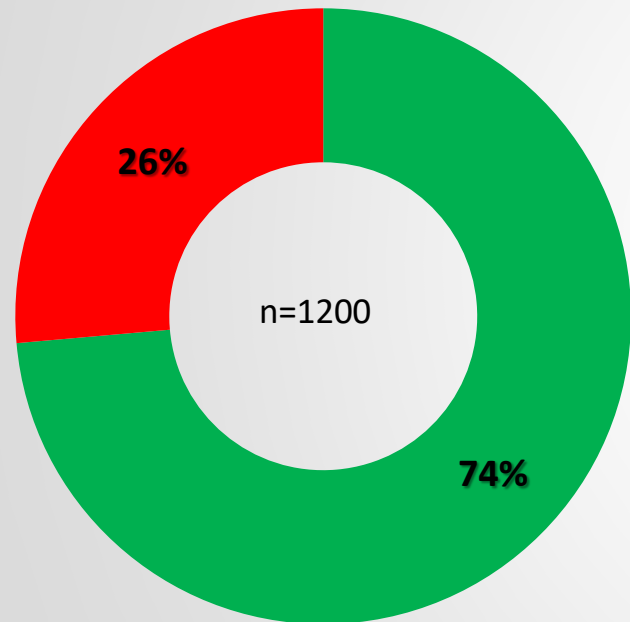
APR Group

Reasons for not using the Internet
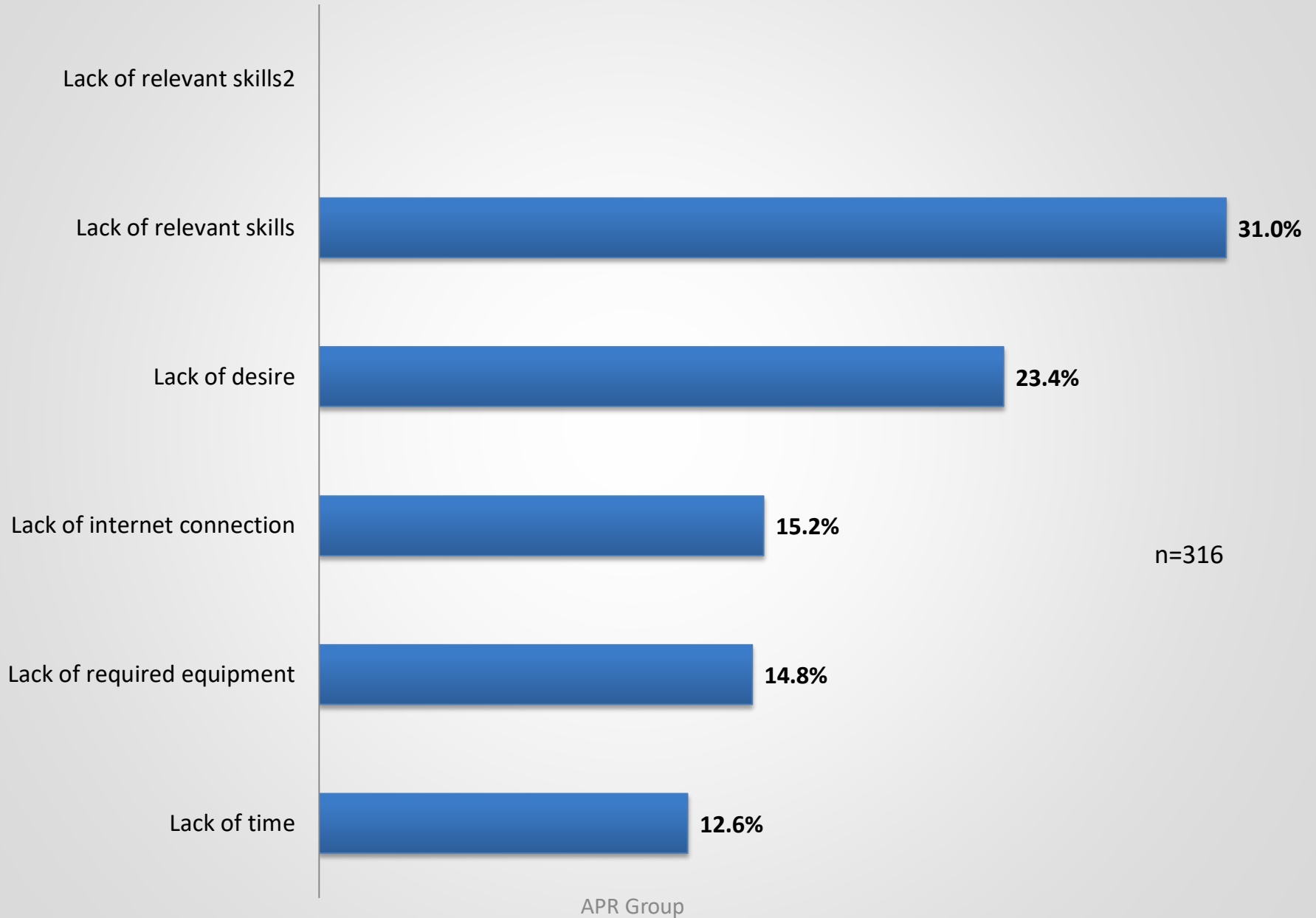
Reason	Percentage
Lack of relevant skills2	
Lack of relevant skills	31.0%
Lack of desire	23.4%
Lack of internet connection	15.2%
Lack of required equipment	14.8%
Lack of time	12.6%

n=316
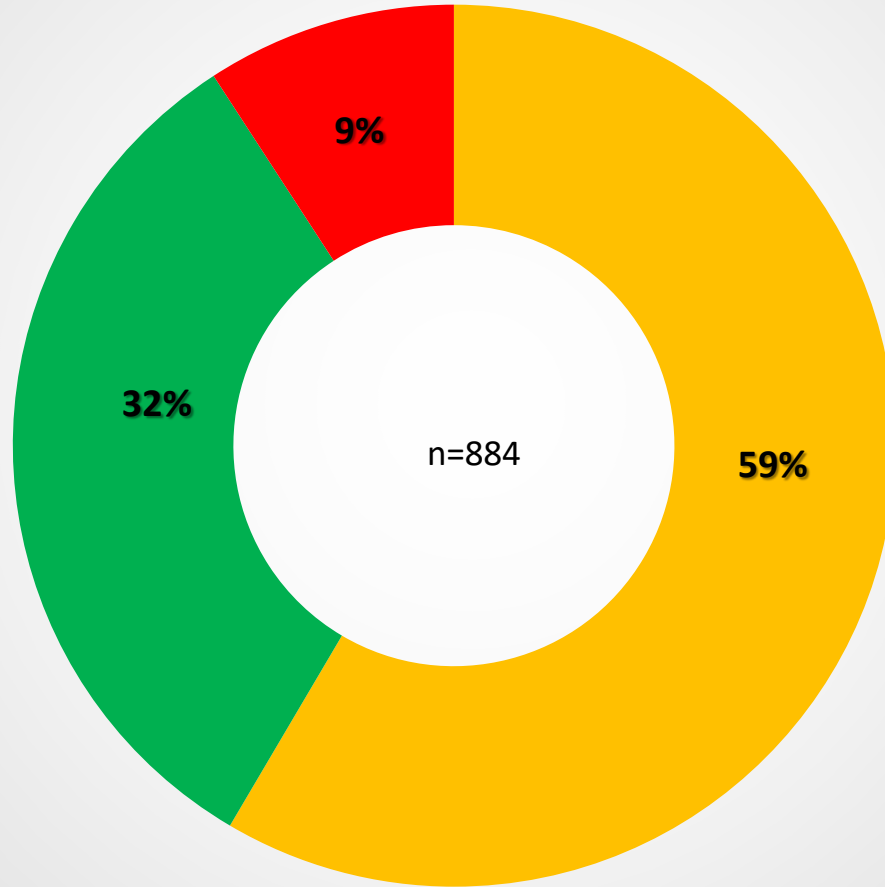
APR Group

Which social networks do you mainly use?

■ Twitter ■ VK ■ YouTube ■ None ■ Odnoklassniki ■ Instagram ■ Facebook

1%

2%

3%

7%

13%

n=884

19%

55%

APR Group
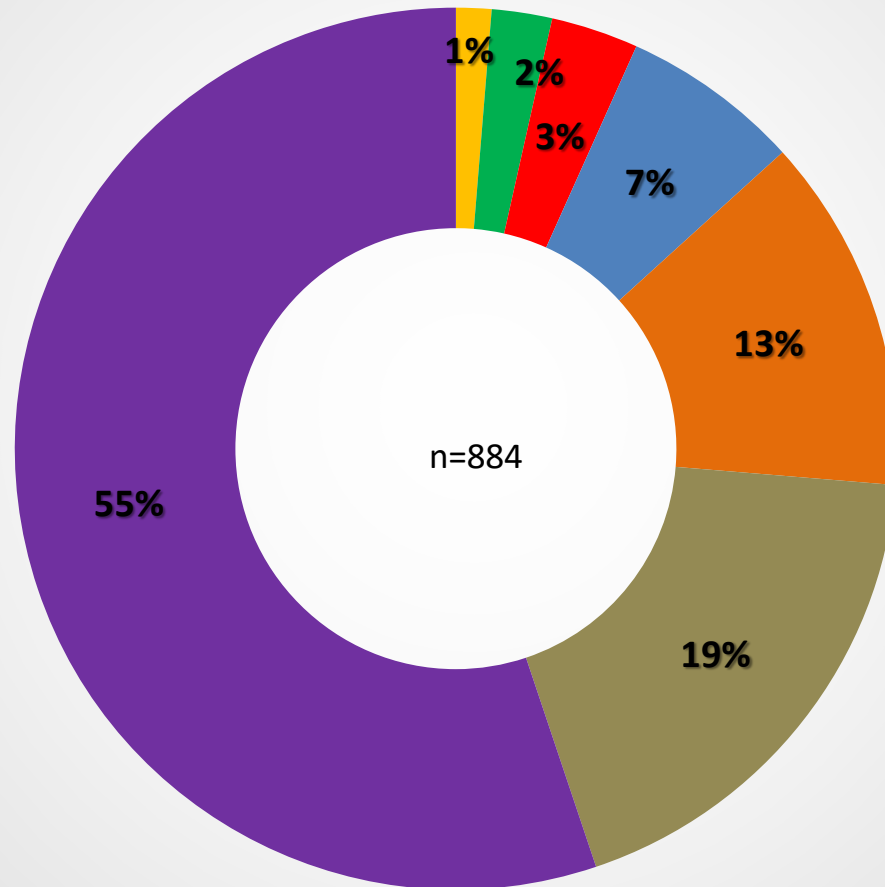
Which social network do you trust most?

Social Network	Percentage
Facebook	39.6%
None	35.3%
Not sure	12.2%
Instagram	6.9%
Odnoklassniki	2.7%
Twitter	1.3%
YouTube	1.0%

N=884
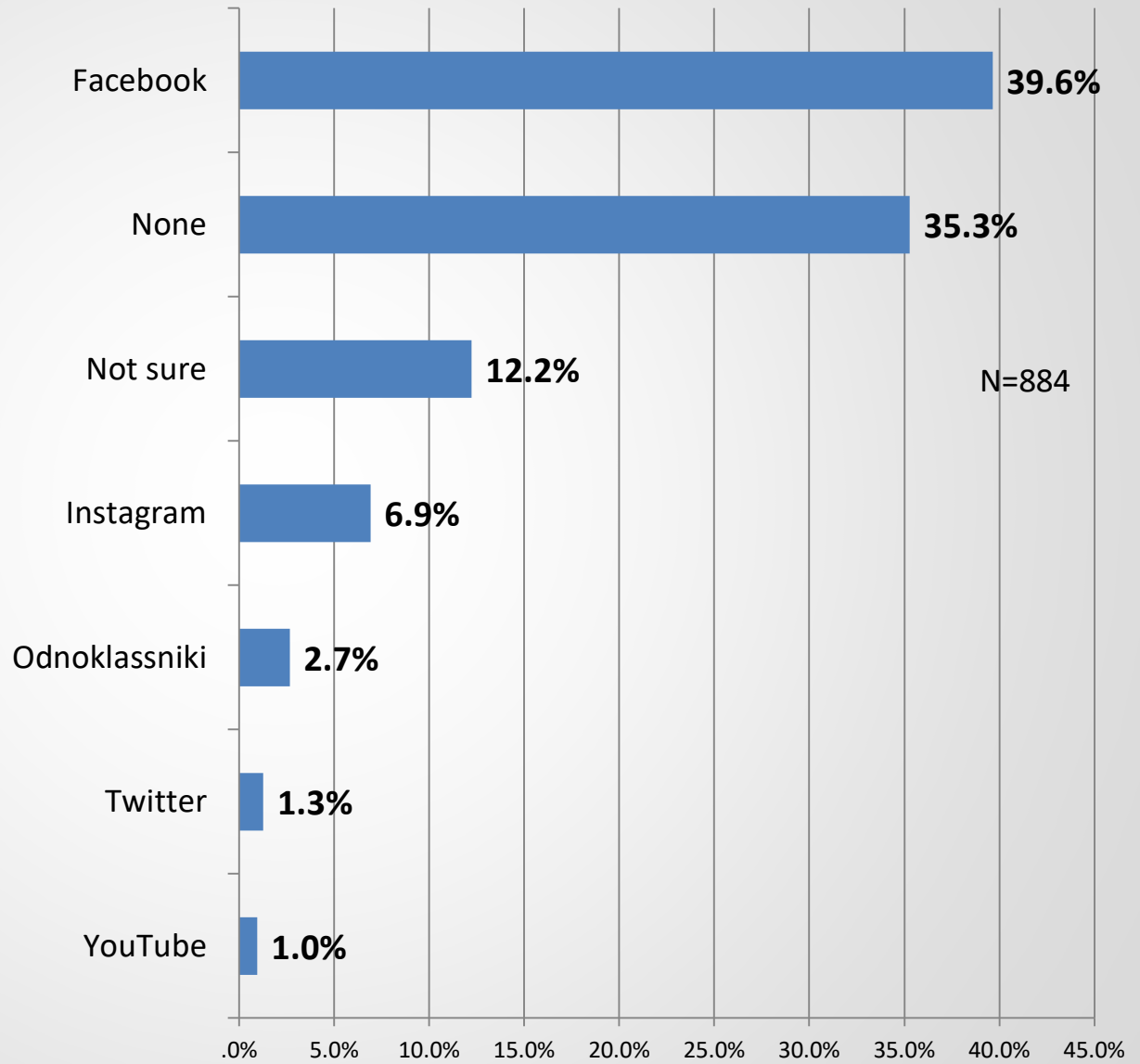
Online media

Which online media do you mostly prefer?

Media	Percentage
None	20.1%
Azatutyun.am	18.1%
News.am	10.7%
Not sure	9.4%
1in.am	6.1%
168.am	4.3%
Tert.am	3.4%
Aravot.am	3.2%
Armlur.am	2.3%
Blognews.am	2.1%
24news.am	1.6%
Civilnet.am	1.4%
Hetq.am	1.4%
Lragir.am	1.3%
Hraparak.am	1.3%
shamshyan.com	1.2%
Slaq.am	1.1%

N=884

APR Group

Which online media do you mostly trust

Media	Percentage
None	22.0%
Not sure	21.5%
Azatutyun.am	17.7%
News.am	7.8%
1in.am	4.3%
168.am	3.3%
Aravot.am	1.8%
shamshyan.com	1.7%
Tert.am	1.6%
Blognews.am	1.5%
Hetq.am	1.2%
Civilnet.am	1.2%
mamul.am	1.1%
Armlur.am	1.1%

Which Internet media do you distrust most?

Category	Percentage
Not sure	34.4%
There is none I distrust	30.2%
None	7.7%
Blognews.am	4.6%
News.am	2.7%
168.am	2.7%
Slaq.am	2.1%
7or.am	1.4%
Tert.am	1.3%
Hraparak.am	1.0%

APR Group
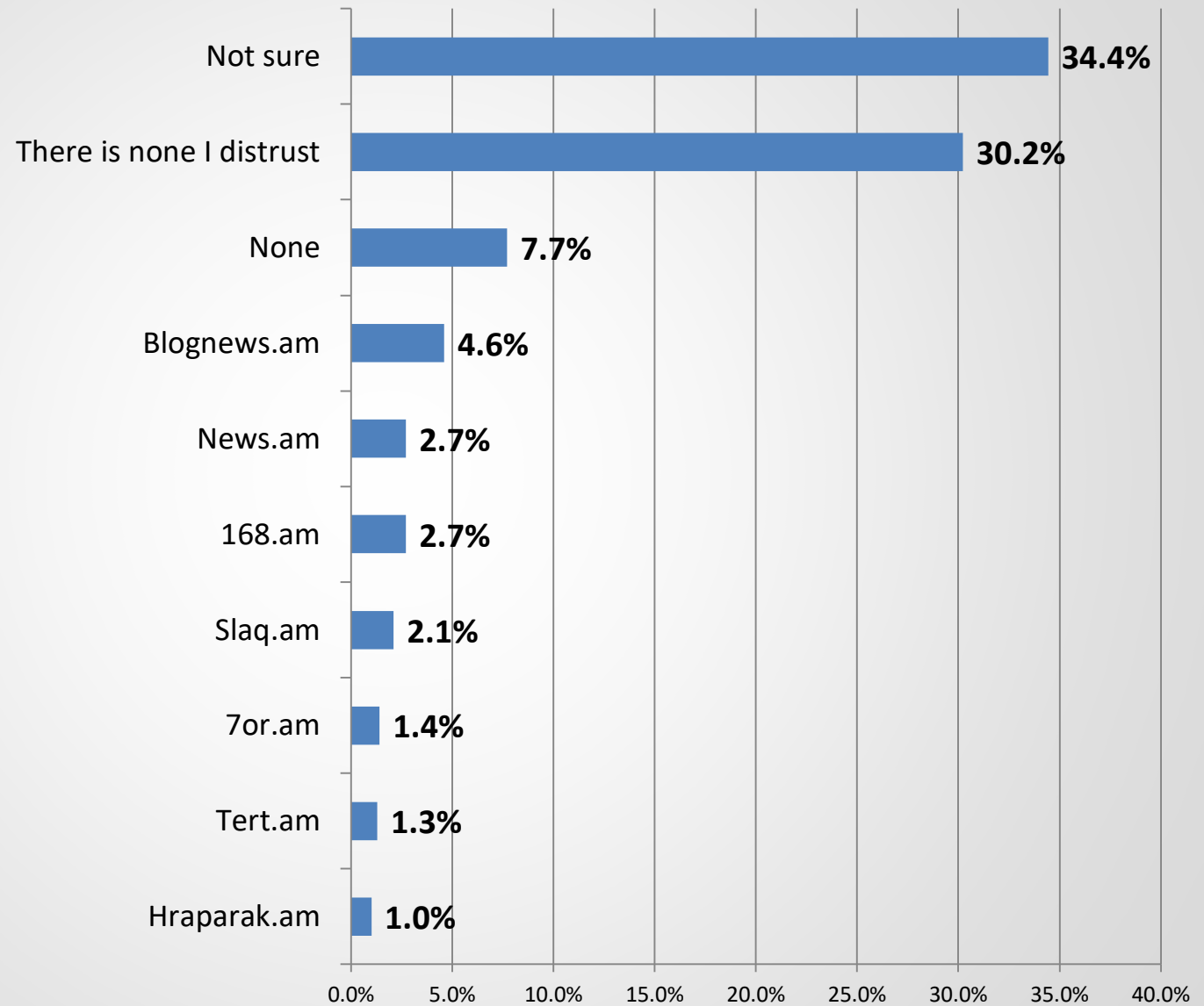
Which websites do you visit on a daily basis by typing the site address into the search engine?

Website	Percentage
None	55.5%
Other	11.3%
Azatutyun.am	11.0%
News.am	5.7%
Not sure	4.9%
1in.am	2.0%
Tert.am	1.6%
shamshyan.com	1.5%
Blognews.am	1.3%
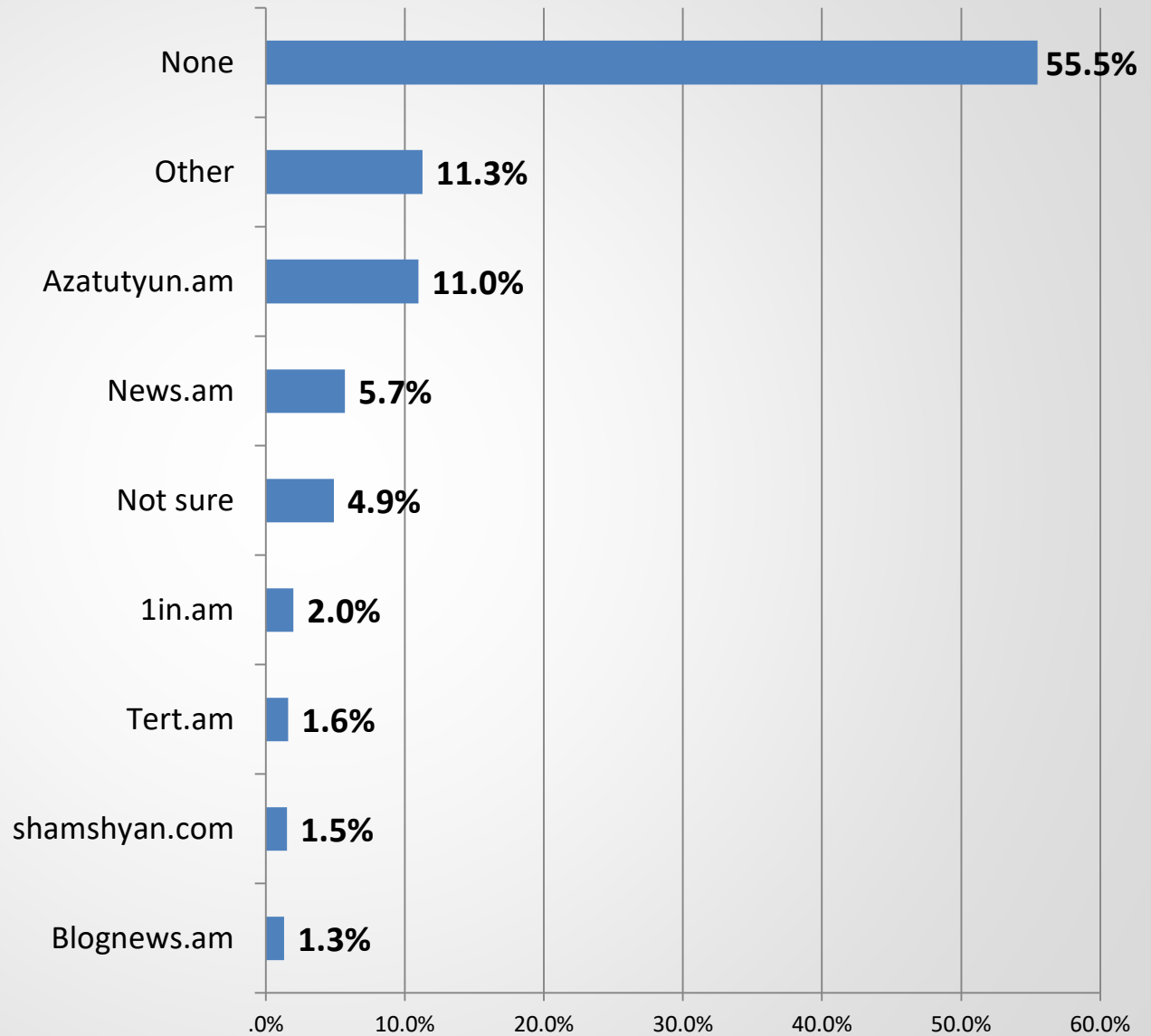
APR Group

Note your main activities on the Internet by priority

Activity	Percentage
Following news	29.6%
Communicating with friends through messages	21.6%
Reading materials on different topics	13.1%
Sharing news	7.9%
Playing games	6.0%
Liking different posts	4.9%
Participating in discussions by writing comments	3.4%
Completing different tests	3.1%
Looking for events	2.3%
Going live	1.4%
Writing posts on issues of public importance	1.2%
Writing posts on personal topics	1.2%

APR Group

What actions have you carried out on the Internet during the last 3 days?

Action	Percentage
Following news	34.0%
Communicating with friends through messages	24.2%
Making video/ audio calls	9.3%
Sharing news	6.7%
Playing games	4.5%
Liking different posts	3.9%
Participating in discussions by writing comments	1.8%
Looking for events	1.7%
Completing different tests	1.3%
I refuse to answer	1.0%
Going live	1.0%
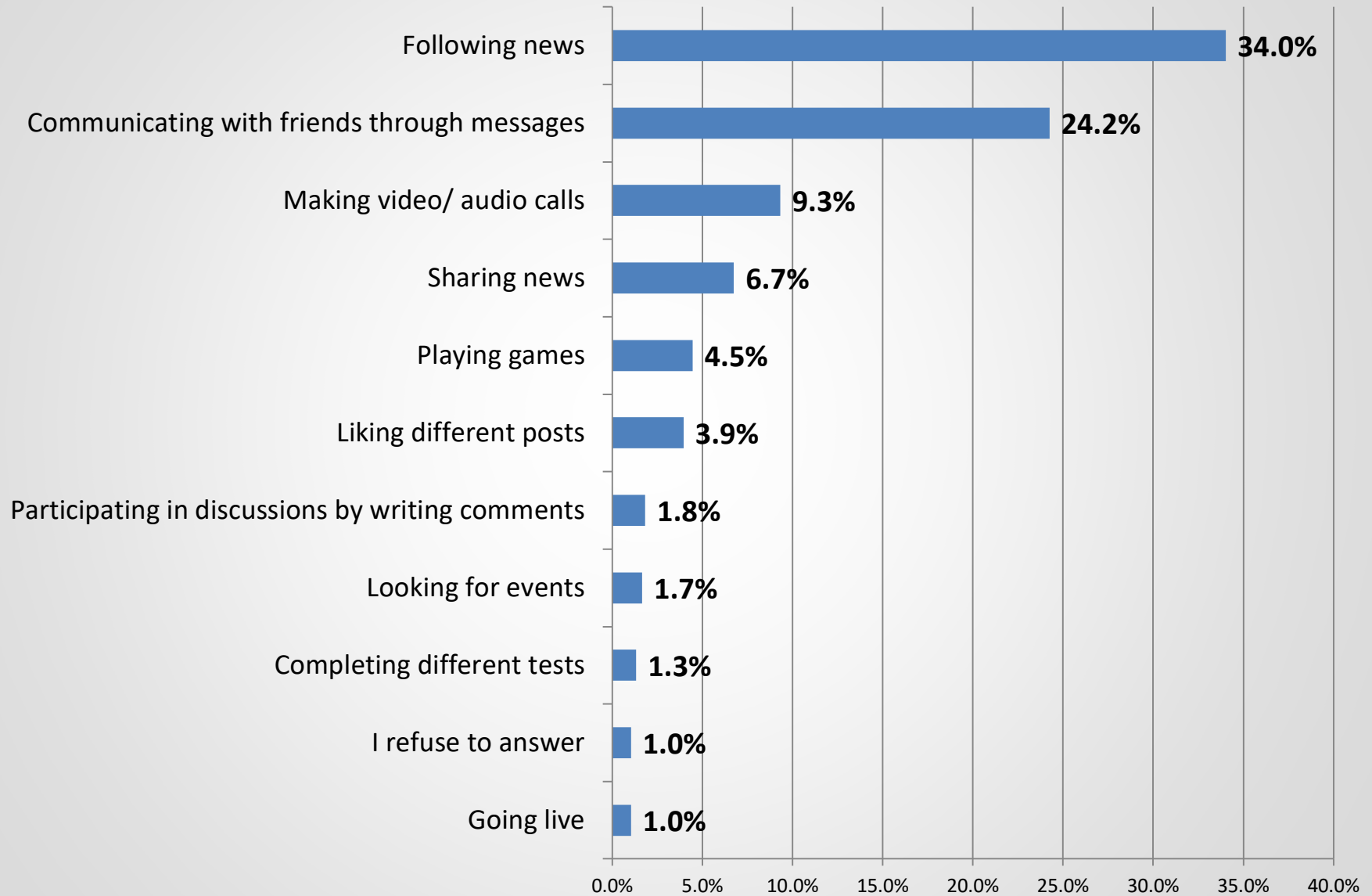
APR Group

Have you watched a live broadcast of any public/political figure in the last 6 months

■ Yes ■ No

44%

56%

n=884
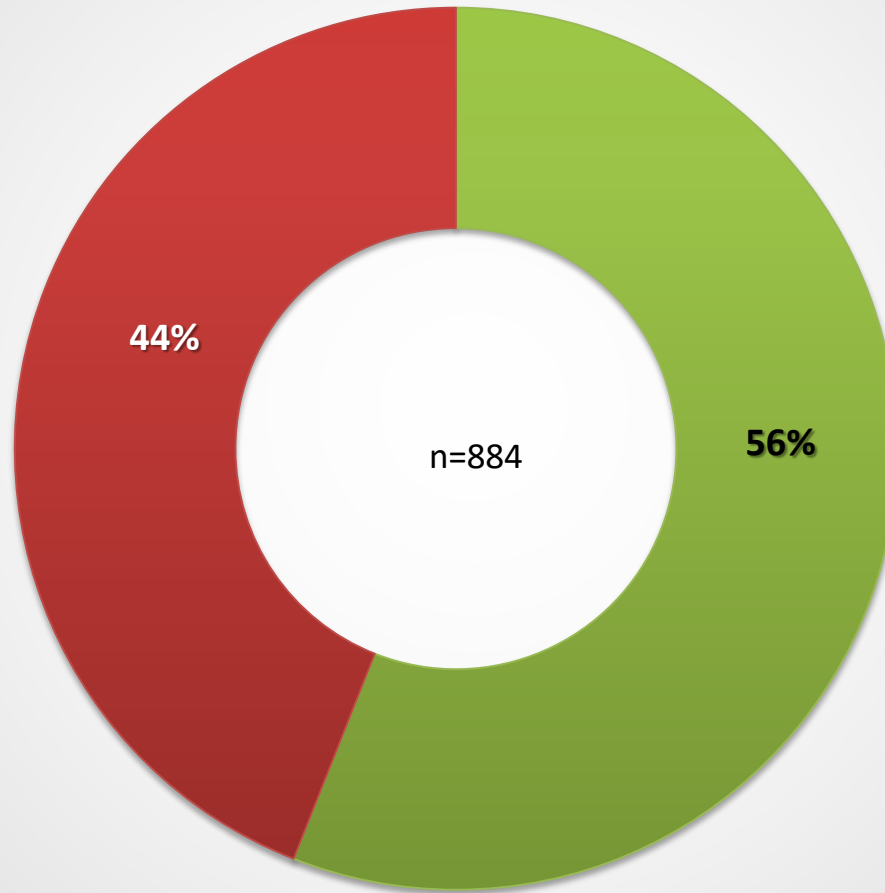
APR Group

Whose live broadcast have you watched in the last 6 months

Name	Percentage
Nikol Pashinyan	61.2%
Alen Simonyan	7.4%
Edmon Marukyan	6.7%
Arsen Torosyan	6.1%
Arayik Harutyunyan	5.1%
Armen Ashotyan	2.5%
Narek Malyan	1.0%

APR Group
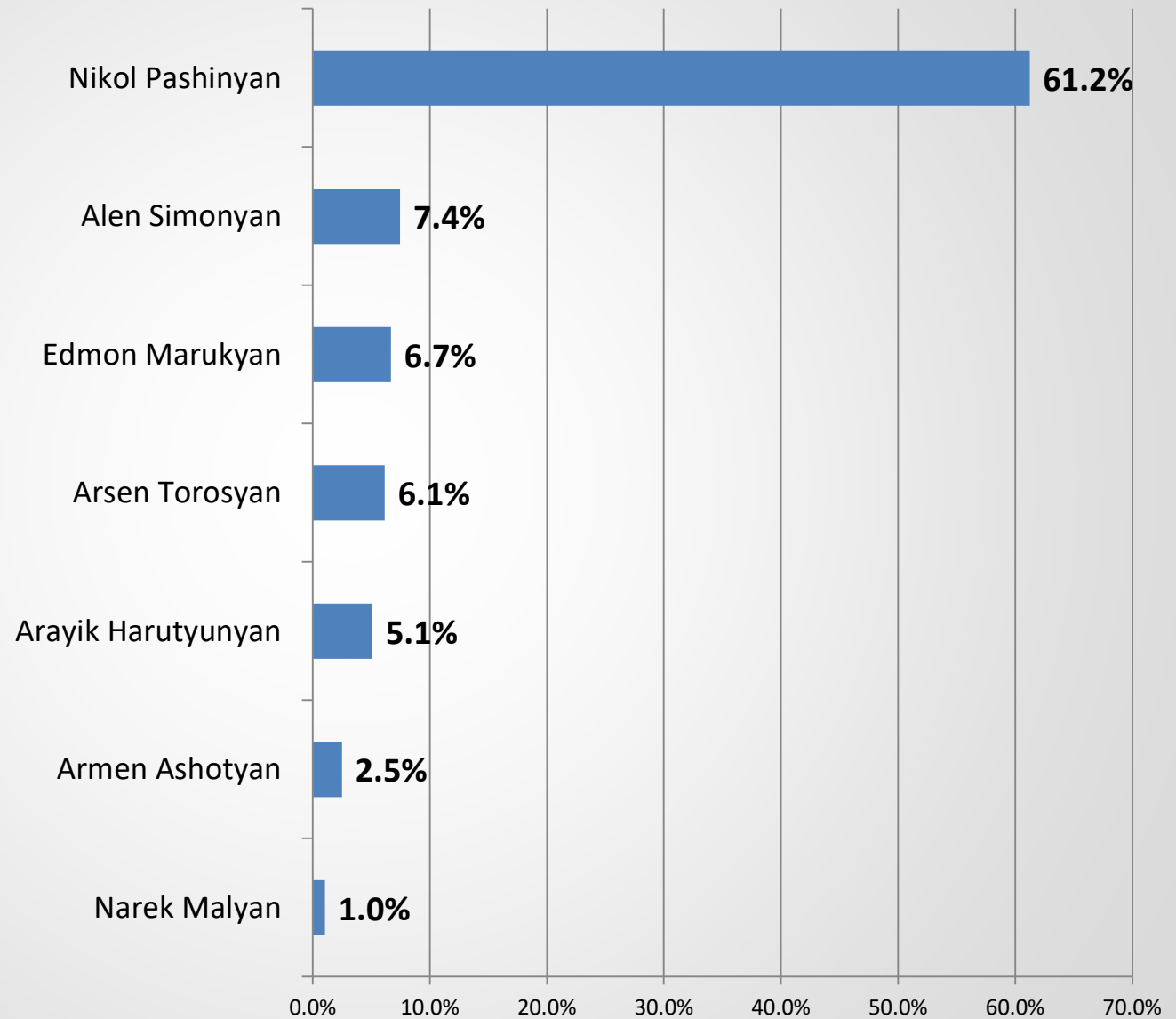
Whose live broadcast do you trust?

Nikol Pashinyan — 63.7%
None — 17.5%
Arsen Torosyan — 4.3%
Alen Simonyan — 3.1%
Arayik Harutyunyan — 2.9%
Edmon Marukyan — 2.1%

APR Group
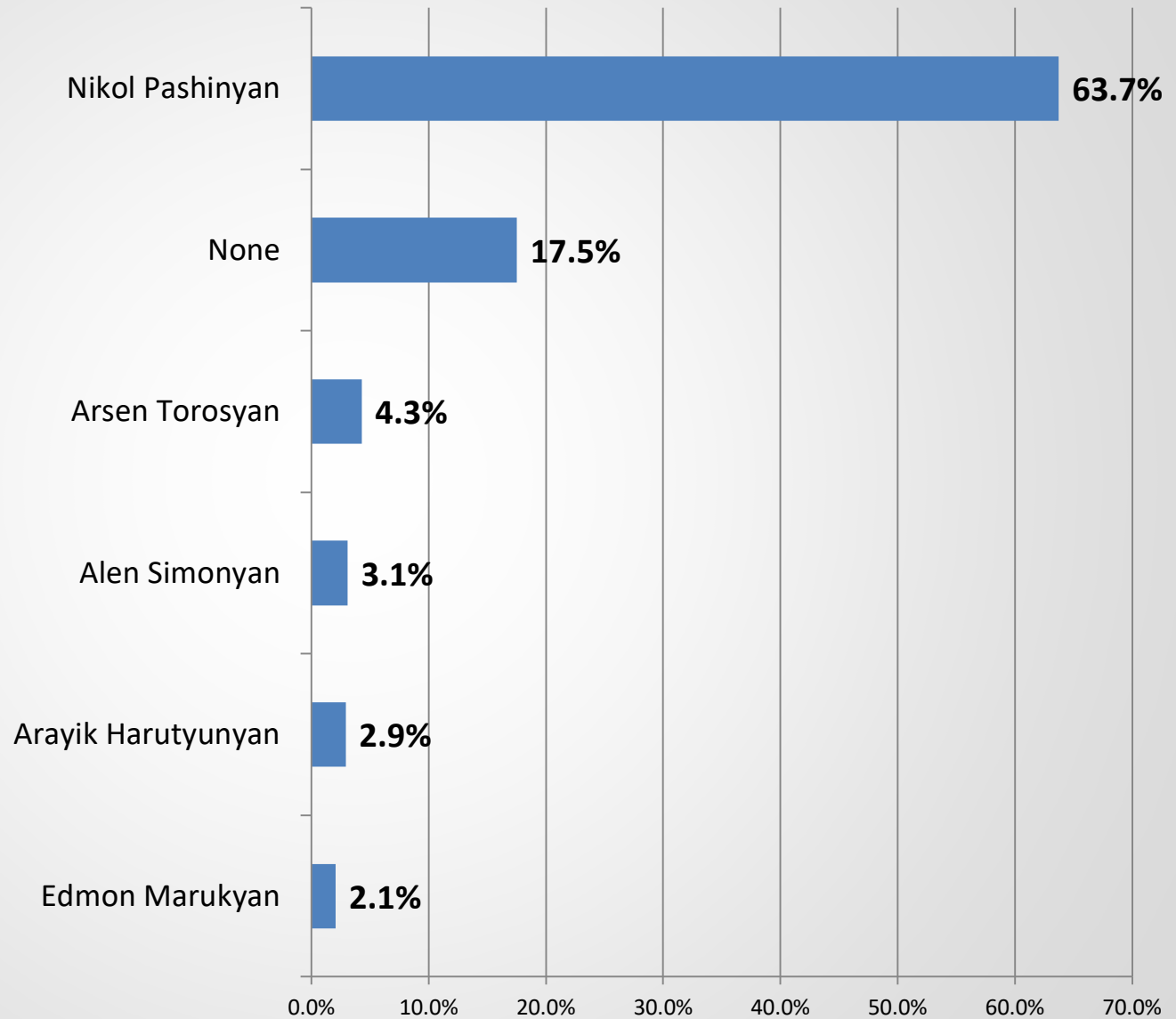
If the same material appears on the web both as text and video which one would you prefer?

■ Read the text   ■ Watch the videos   ■ Hard to answer

3%

37%

60%

n=884

APR Group
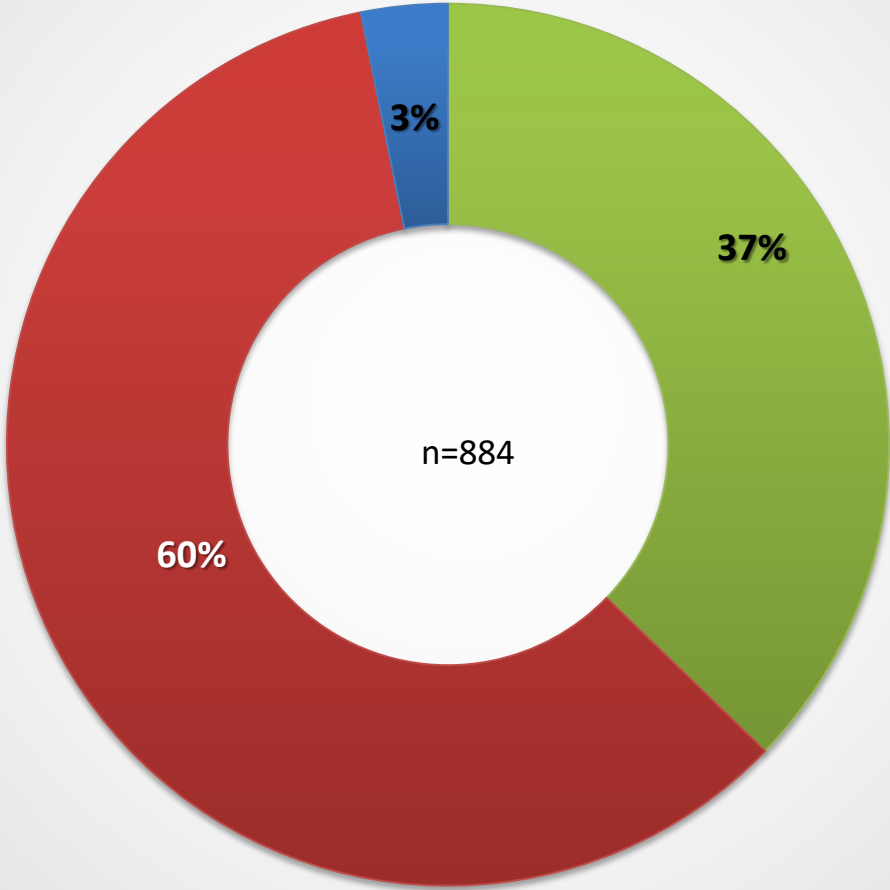
You have recently accessed (clicked) the item you watched / read online because:

Category	Percentage
The title was attractive	56.3%
The picture was attractive	12.9%
You know the person who shared the material in person/ the person is familiar to you	11.9%
you trust / support this information source / site	9.5%
Not sure	5.6%
Other	3.8%

APR Group
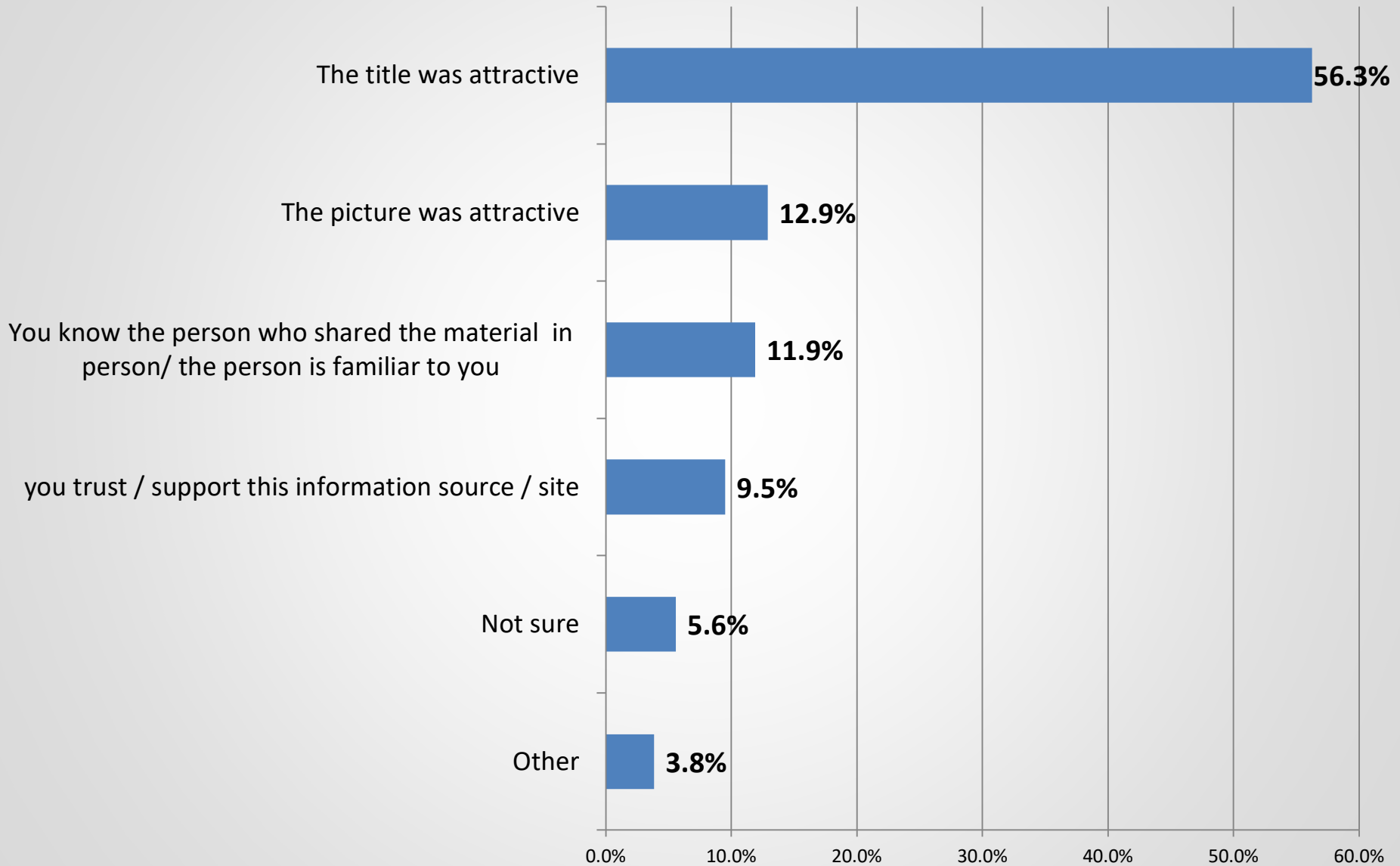
Before opening any material you generally look at:
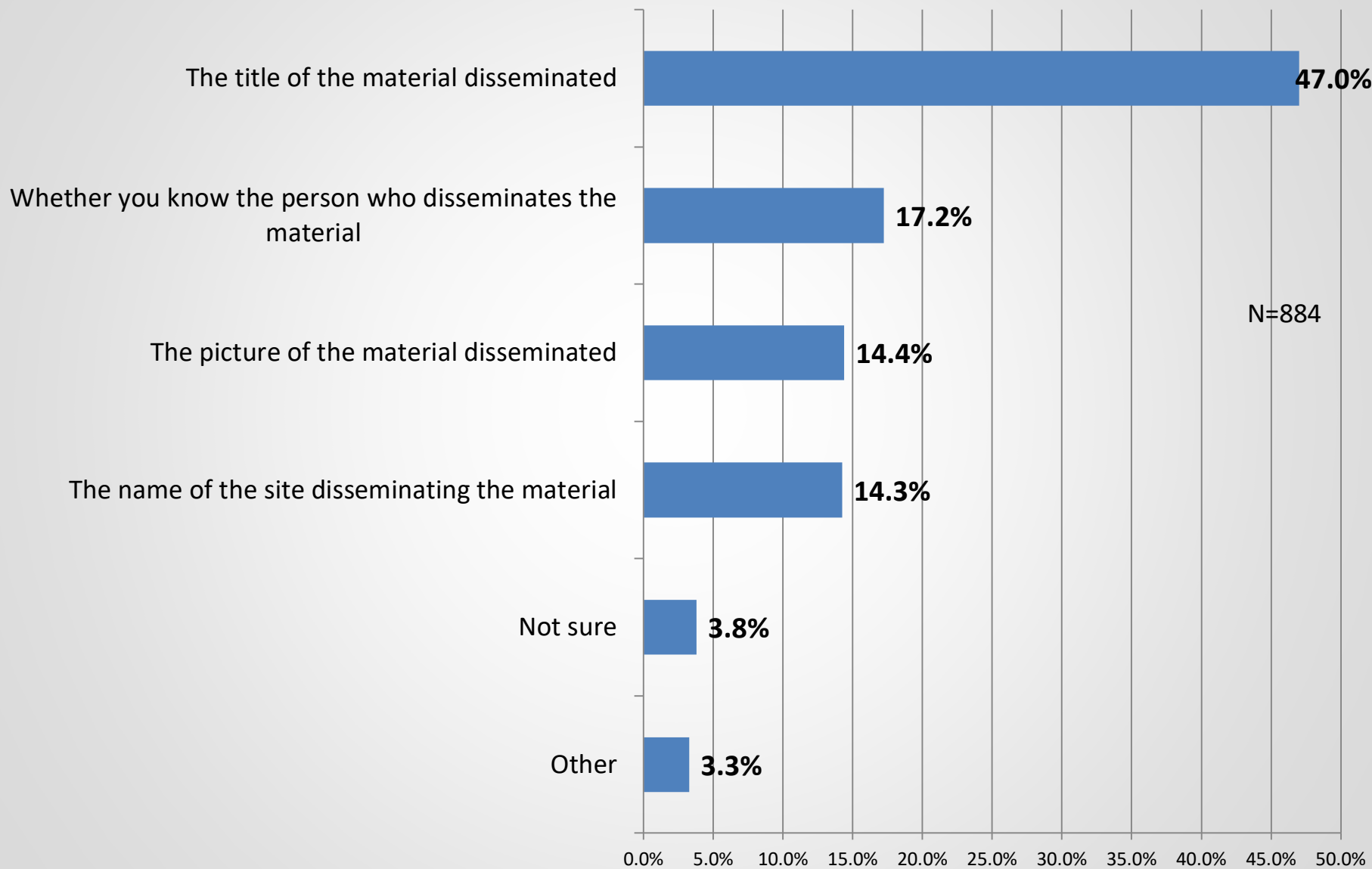
Category	Percentage
The title of the material disseminated	47.0%
Whether you know the person who disseminates the material	17.2%
The picture of the material disseminated	14.4%
The name of the site disseminating the material	14.3%
Not sure	3.8%
Other	3.3%

N=884

APR Group
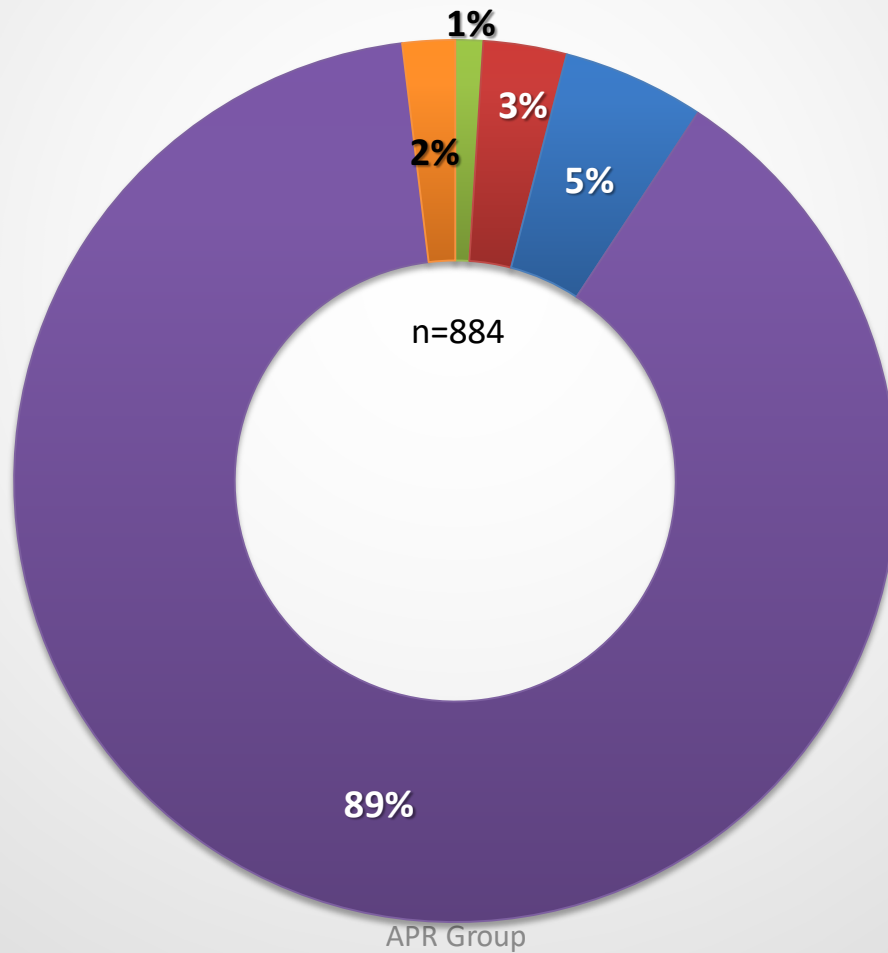
What kind of information do you mainly receive from the Internet?

Category	Percentage
Soap operas	3.2%
Other	4.2%
Interviews/ debates	4.7%
Cultural	5.4%
Movies	5.5%
Sports	7.1%
Educational	8.0%
Political	9.0%
Comedy	14.8%
Musical	15.9%
News	22.3%
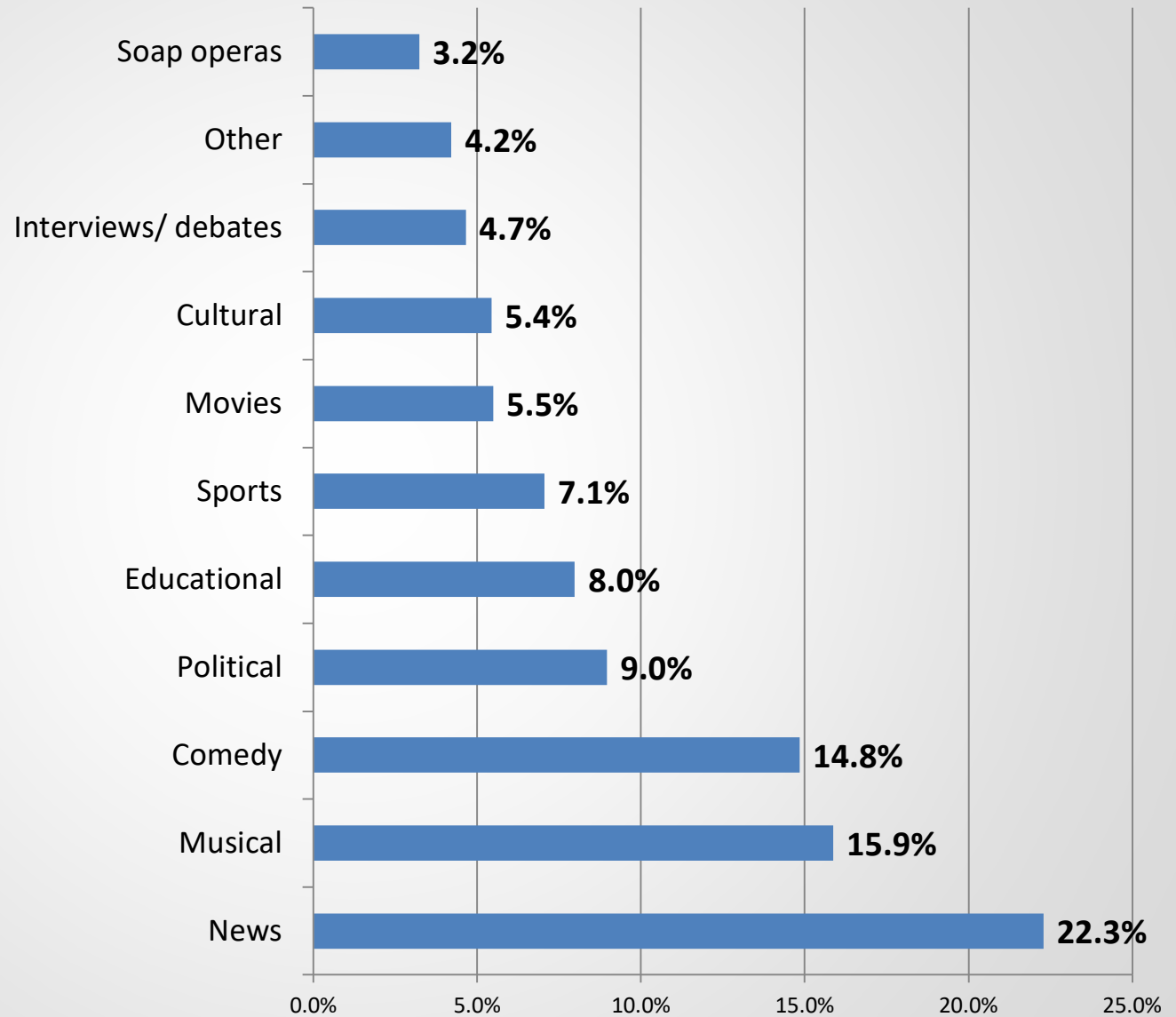
Why are you not using the Internet? Please mention the main reasons

- I don't trust — **2.7%**
- Other — **4.9%**
- I don't have time — **11.8%**
- I don't have the required equipment — **14.1%**
- I don't have Internet conneciton — **15.0%**
- I don't want — **21.3%**
- I don't have relevant skills — **30.2%**

Media Literacy
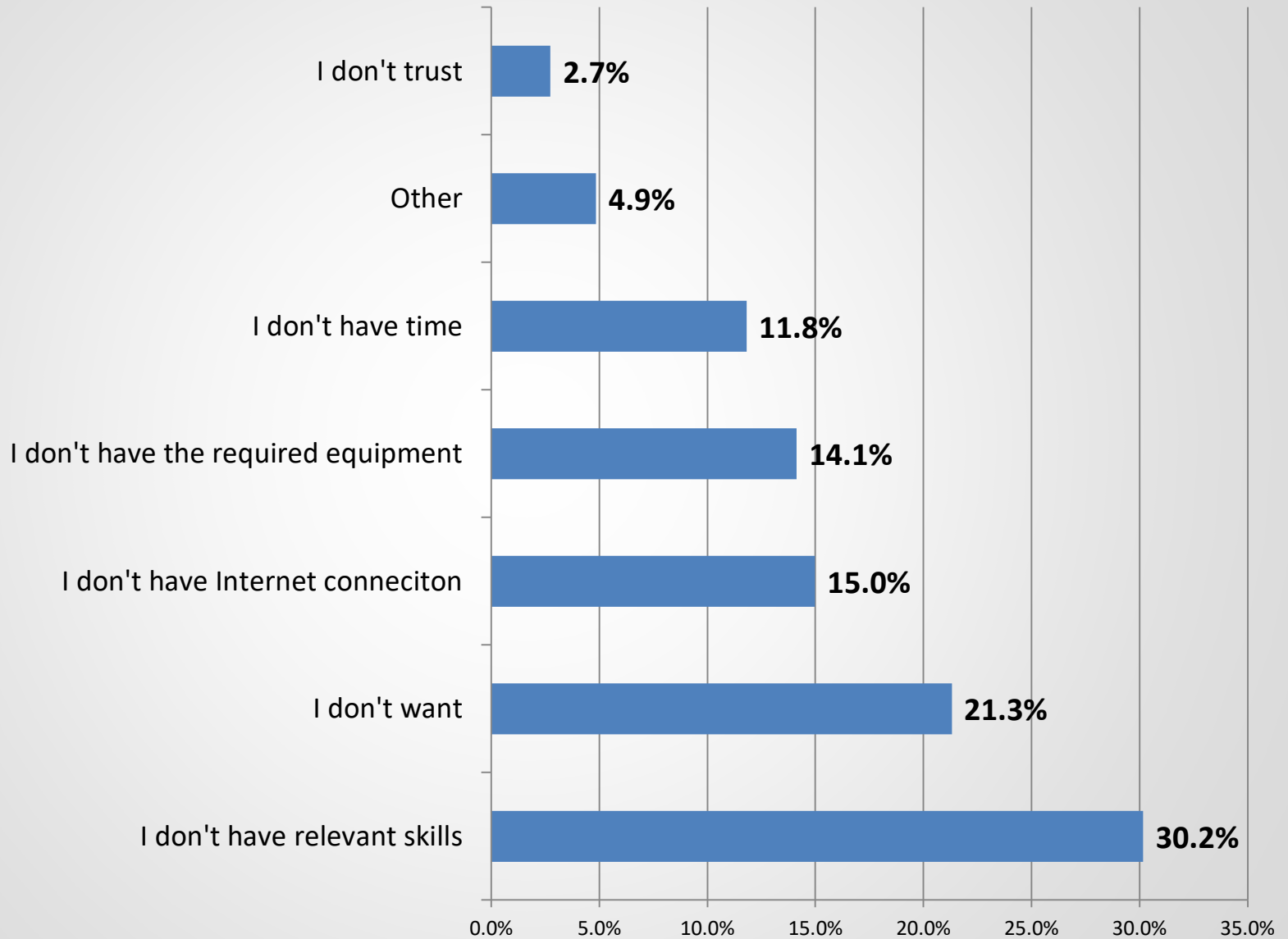
To what extent do you agree with the following statements?

■ Fully agree ■ Rather agree ■ Rather disagree ■ Don't agree at all ■ Difficult to answer

Statement	Fully agree	Rather agree	Rather disagree	Don't agree at all	Difficult to answer
Internet is the most reliable source of information	15.3	35.0	23.6	18.9	7.2
Internet is an integral part of my everyday life	20.6	19.2	16.9	40.5	2.7
Internet provides exciting entertainment	23.9	39.6	13.3	14.7	8.5
Internet educates people	17.2	36.9	20.0	18.2	7.7
Internet wastes people's time	24.1	26.1	24.5	18.7	6.5
Internet distracts people from important issues	31.4	30.6	14.8	16.4	6.8

If you need information on a recent domestic political event you will:

Category	Value
Access a particular official's page	1.5
Difficult to answer	2.0
Find the official website of a specific institution	3.2
Other	5.5
Log in to Facebook and search for your friends' pages	11.7
Access a particular news website	13.1
Log in to Facebook and search the news pages on Facebook	17.6
Turn on the TV so you can follow the news	45.4

N=1200

APR Group
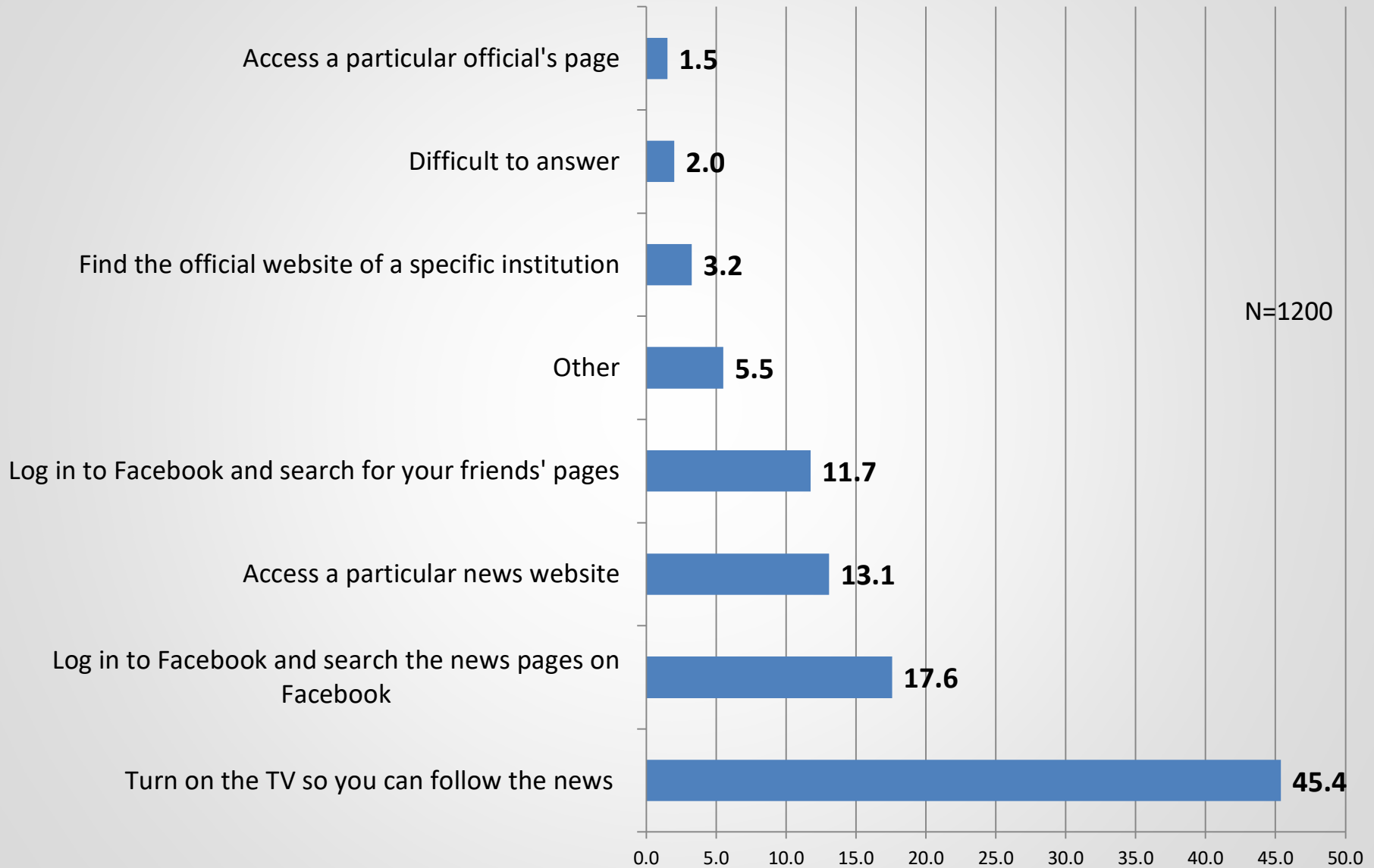
Which of the following statements best characterizes you?

- Difficult to answer — 1.7
- None of the listed — 3.2
- I often ask my relatives or acquaintances to find it — 22.5
- I can easily find the information I need — 34.0
- Usually I know where and from what sources I can find information that interests me — 38.6

N=1200

APR Group
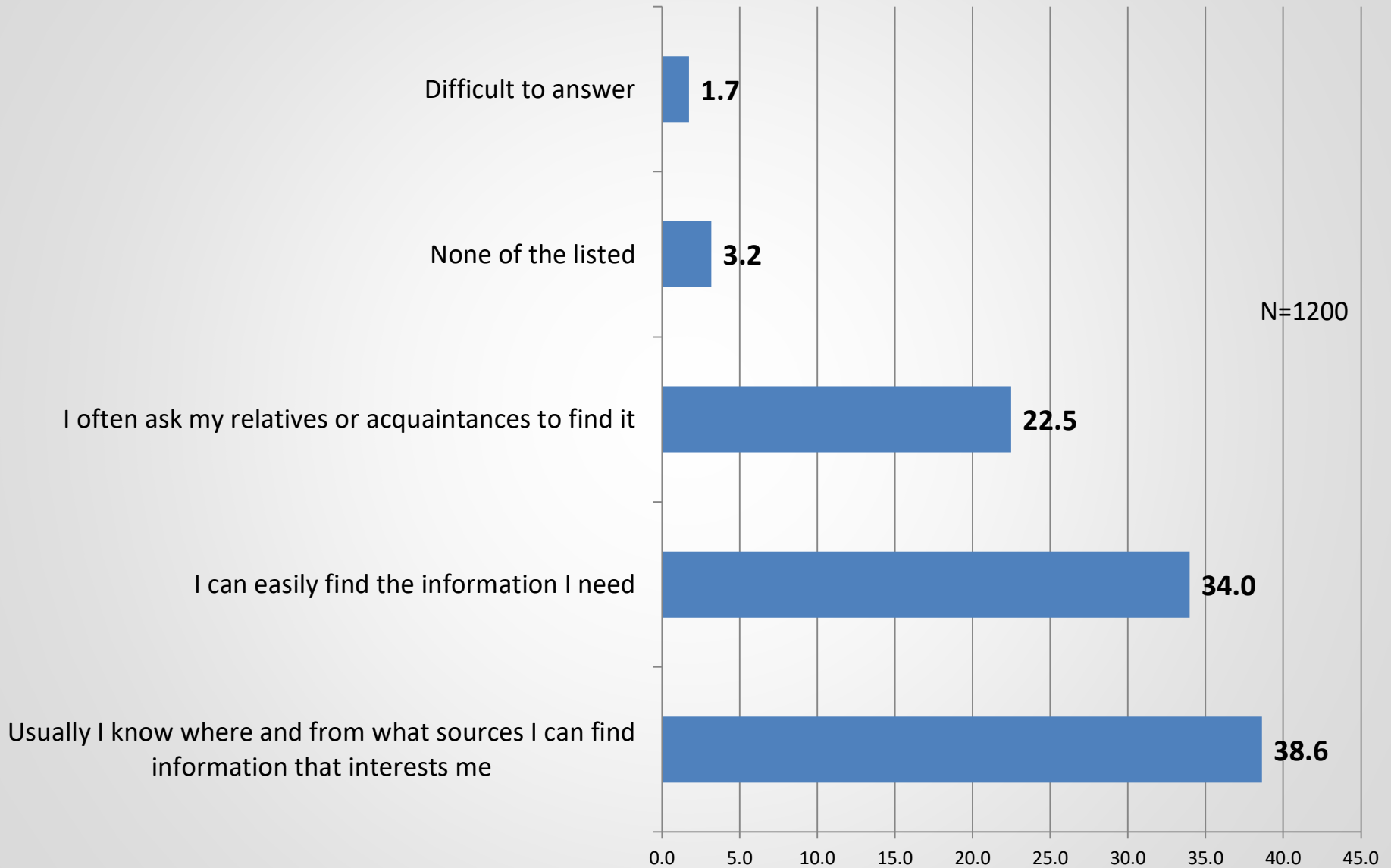
In what language do you usually search for information?:

- Armenian
- Russian
- English

6%

20%

74%

n=1200
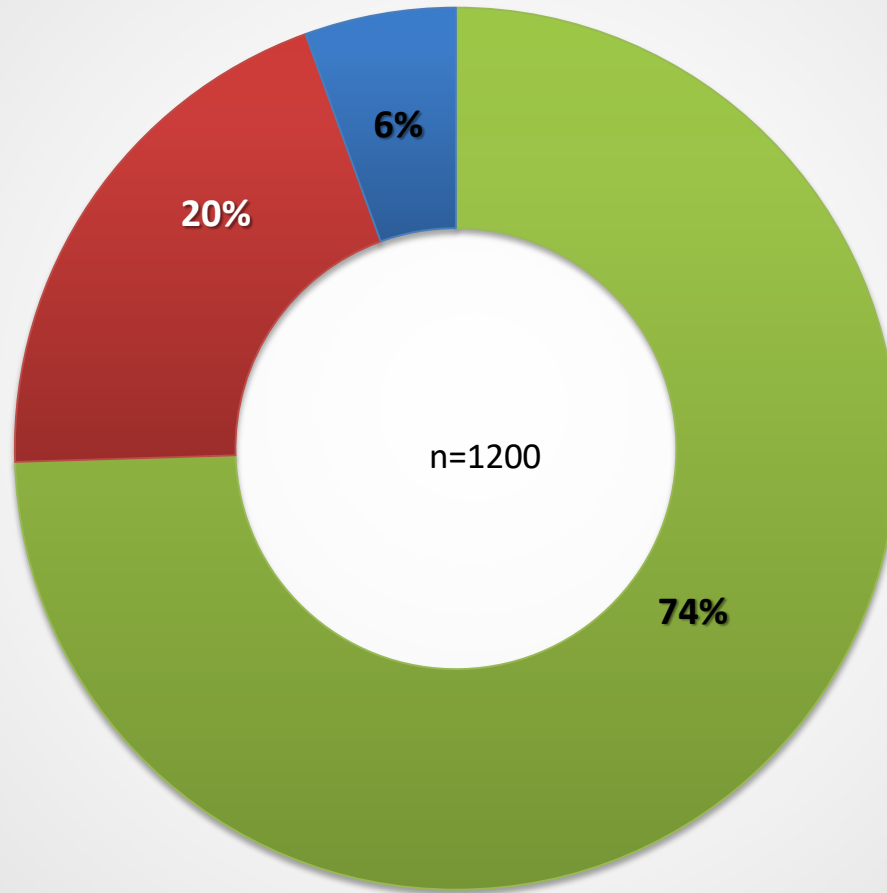
APR Group

Suppose you need to find out, for example, a university phone number (other information), you will give priority to the following

N=1200

Ask in Facebook groups/ among friends	2.2%
Other	4.5%
Search for it on the FB official page	7.2%
Try to find it online by visiting the official website of the university	13.2%
Call any directory	19.2%
Try searching the web (google, yandex or other internet search engines)	26.6%
Try to get it from acquaintances (without the Internet)	27.2%
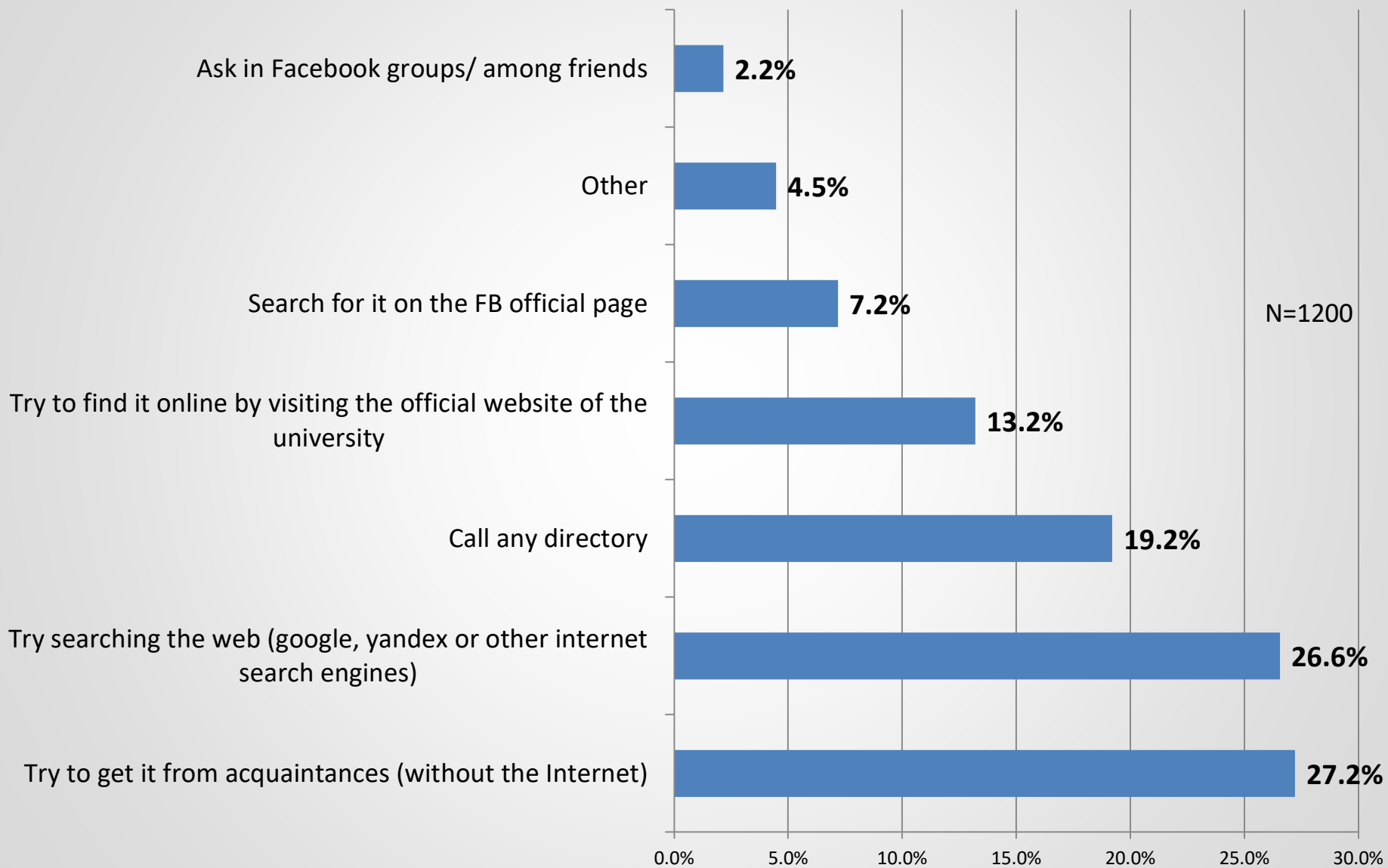
APR Group

Which of the following concepts are familiar to you?

■ Computer viruses   ■ Information manipulation   ■ None

16%

53%

31%

n=1200

APR Group

How often do you try to compare information from different sources?

Always Often Sometimes Never

12%

19%

29%

40%

n=1200
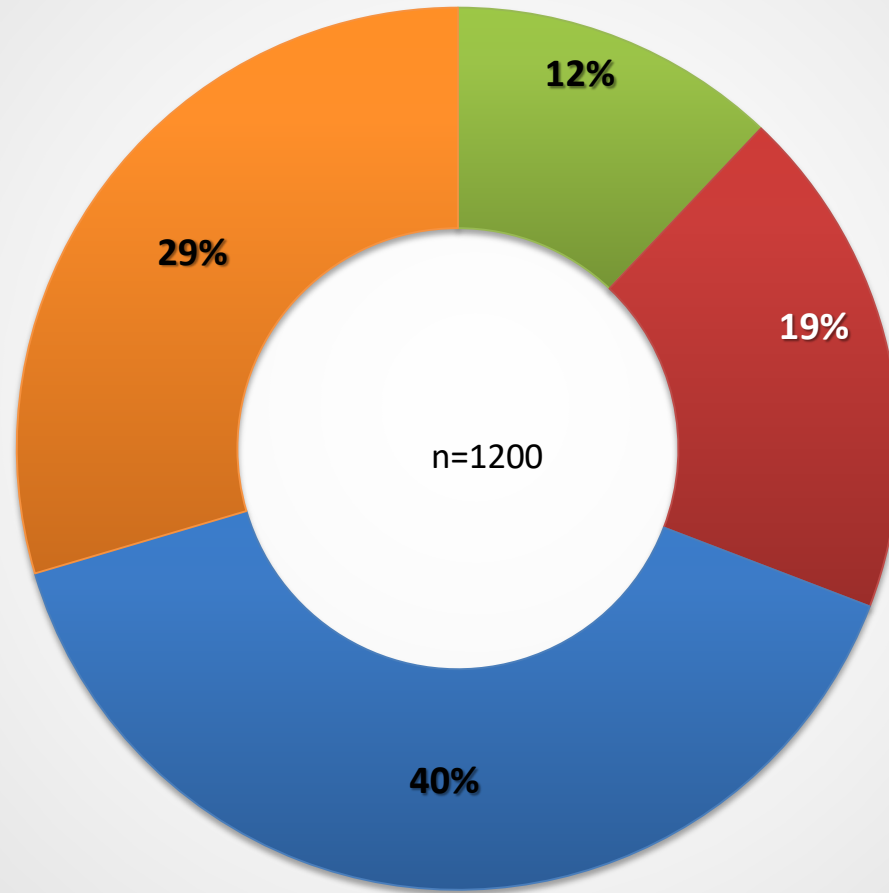
APR Group

In your opinion...

Legend:
- 🟩 Works for the benefit of the private sector / individuals
- 🟧 Works for the benefit of our state / society
- 🟥 Only transmits information
- 🟦 Works for the benefit of a foreign state / society
- 🟦 Difficult to answer

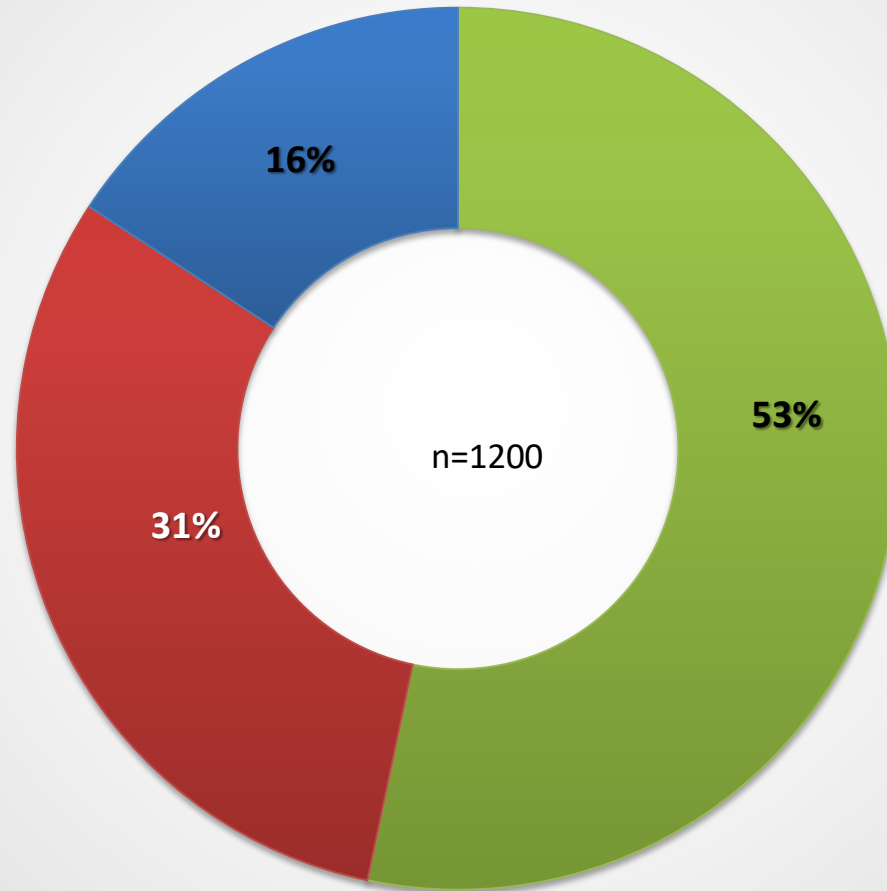|	Private sector / individuals	State / society	Only transmits information	Foreign state / society	Difficult to answer
Majority of TV channels	43.4	24.8	18.5	1.5	11.8
Majority of radio channels	15.9	17.1	13.2	.6	53.3
Majority of printed newspapers	19.8	13.1	9.7	.6	56.9
Majority of online media	33.1	14.9	16.9	1.7	33.4

Which of the following statements do you agree with?

Difficult to answer — **9.4**

The Internet is primarily a means of getting professional and educational information — **47.7**

The Internet is primarily a means of entertainment and communication — **42.9**

N=1200

0.0 10.0 20.0 30.0 40.0 50.0 60.0

APR Group

Which of these concepts is familiar to you?

N=1200

- None: 13.7%
- Compromising material (information damaging reputation/ rating: 16.3%
- Plagirism: 16.4%
- Information wars: 22.3%
- Internet addiction: 31.4%

APR Group
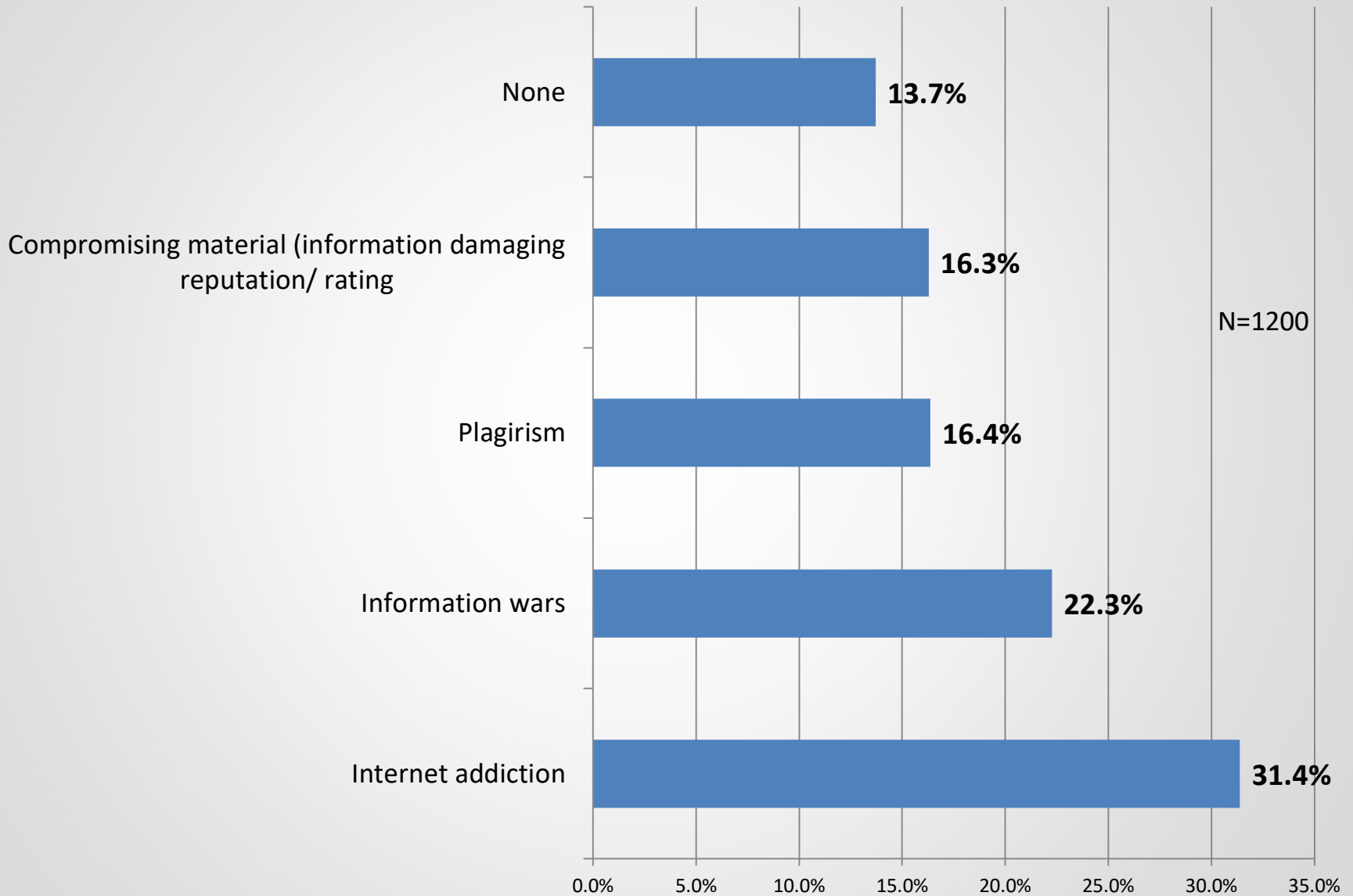
To what extent do the following statements characterize you:

- ■ Fully characterizes
- ■ Partly characterizes
- ■ Partly doesn't chracterize
- ■ Absolutely doesn't characterize
- ■ Difficult to answer

Statement	Fully characterizes	Partly characterizes	Partly doesn't characterize	Absolutely doesn't characterize	Difficult to answer
I can easily distinguish that information contains advertising	46.2	33.1	4.7	12.3	3.7
I am used to believing in what is said on television, radio or in newspapers	11.2	25.6	18.1	44.5	.7
There have been times when I have suffered from incorrect information from the mass media	5.4	10.4	3.4	79.4	1.3
I often feel tired of big volume of information	26.7	26.1	8.9	37.2	1.1

In your opinion as a result of using the Internet...

- User's personal information is not collected
- The personal information of the user is always collected
- Difficult to answer

22%

32%

n=1200

46%

APR Group

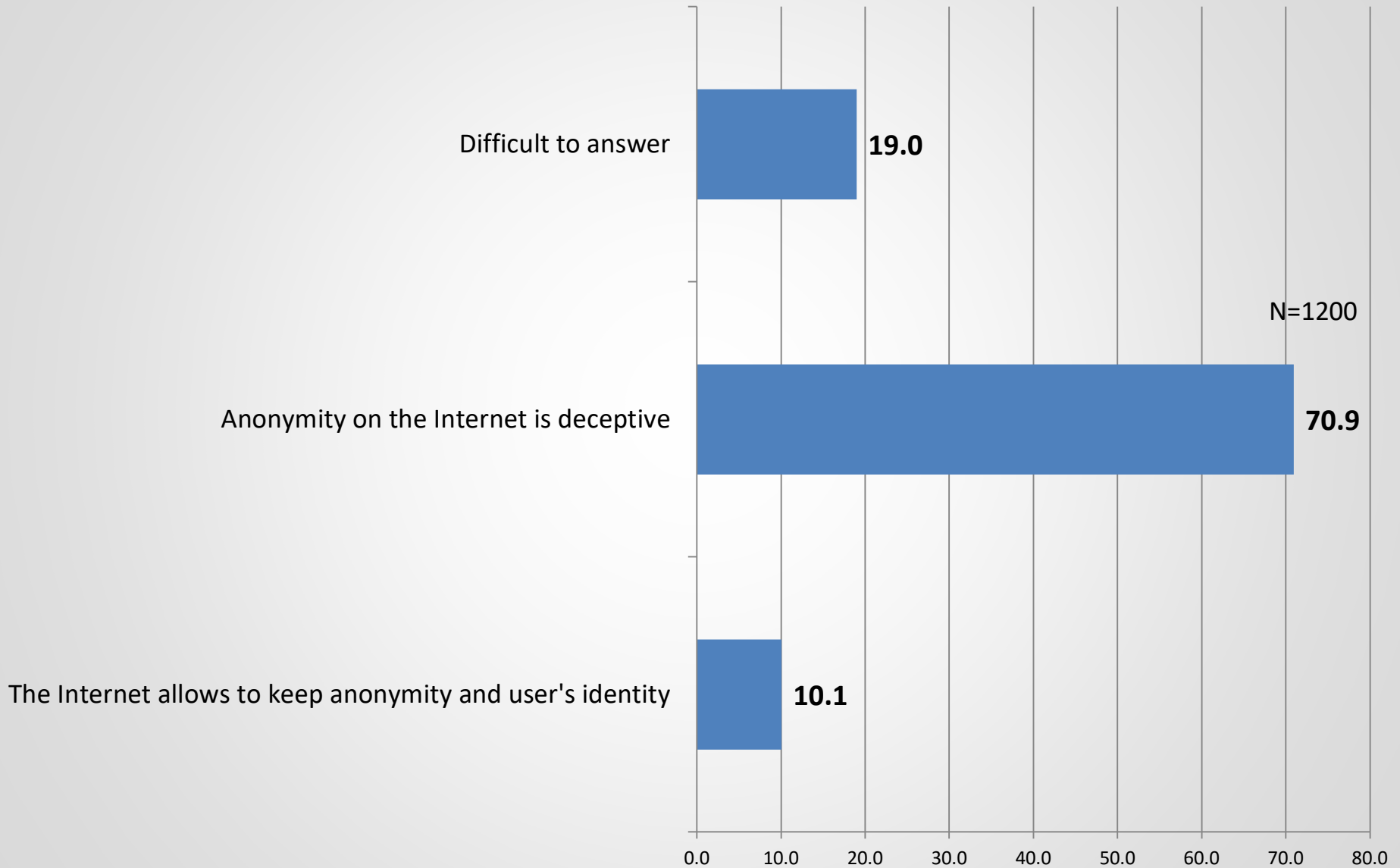**Which of the following statements do you agree with?**

Difficult to answer — 19.0

N=1200

Anonymity on the Internet is deceptive — 70.9

The Internet allows to keep anonymity and user's identity — 10.1

APR Group

Which of the following statements do you agree with?

- Difficult to answer — **13.4**
- Information posted by a person on the Internet cannot negatively affect him — **23.0**
- Information posted by a person on the web can affect him — **63.6**

N=1200

0.0   10.0   20.0   30.0   40.0   50.0   60.0   70.0

APR Group

Which of the following statements do you agree with?

- Difficult to answer — 8.4
- It is not permissible to provide your own passwords and codes to anyone — 89.4
- It is not risky to give your own passwords and codes to a third party — 2.2

N=1200

APR Group

Who or what groups do you talk to about the following topics?

■ Family members/ relatives   ■ Friends/ colleagues
■ Neighbours   ■ You don't talk/ argue about this topics
■ With people you don't know   □ Social networks

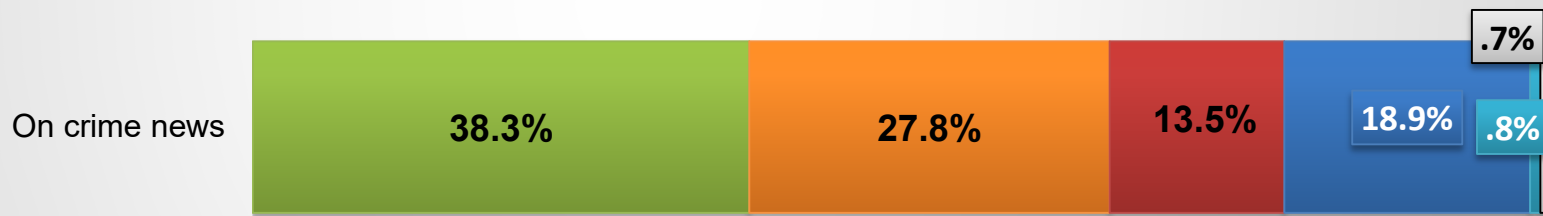**On the economic, social and legal issues of the country**
- Family members/ relatives: 43.8%
- Friends/ colleagues: 29.2%
- Neighbours: 13.3%
- You don't talk/ argue about this topics: 10.7%
- With people you don't know: 1.7%
- Social networks: 1.4%

On crime news
- Family members/ relatives: 38.3%
- Friends/ colleagues: 27.8%
- Neighbours: 13.5%
- You don't talk/ argue about this topics: 18.9%
- With people you don't know: .8%
- Social networks: .7%

On domestic political views
- Family members/ relatives: 40.2%
- Friends/ colleagues: 28.1%
- Neighbours: 12.2%
- You don't talk/ argue about this topics: 17.7%
- With people you don't know: .9%
- Social networks: 1.0%

Suppose you have to go a long way with a stranger, during a conversation you have found that he/she has an opinion / position contrary to your political preferences. You will…

- Start a discussion to know their opinion better
- Start a discussion to change their opinion
- Avoid discussion
- Difficult to answer

1%

22%

13%

64%

n=1200
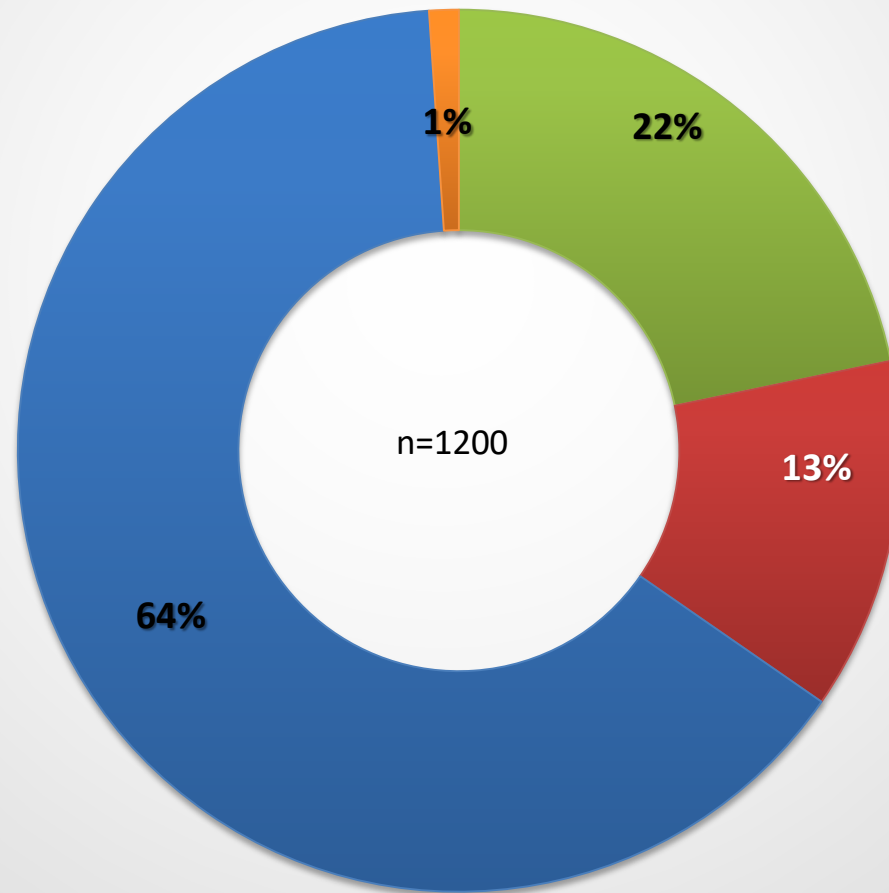
Can you please tell where you learned about the following events?

- Friends/ colleagues/ neighbours
- Family members
- Radio
- Television
- Print media (newspapers)
- Online media
- Social networks
- Rally participants / strangers, random people
- Difficult to answer

About the resignation of Serzh Sargsyan from the post of Prime Minister: 8.0 | 2.8 | 2.2 | 53.8 | 0.0 | 5.3 | 16.9 | 9.7 | 1.2

About the results of Manvel Grigoryan's house search: 5.4 | 1.8 | 1.2 | 57.0 | .2 | 7.8 | 23.4 | 2.3

About the arrest of Robert Kocharyan: 5.7 | 2.0 | 1.6 | 53.1 | .3 | 8.8 | 26.1 | 1.7

About wiretapping of conversation between SIS chief Sasun Khachatryan and NSS chief Artur Vanetsyan: 3.4 | 1.2 | 1.1 | 49.4 | .2 | 8.2 | 26.8 | .3 | 9.4
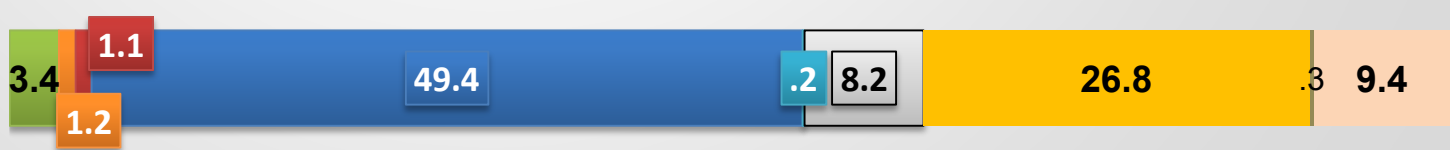
Do you try to find the source of the news you are interested in or check their authenticity for the following events?

■ Yes   ■ No   ■ Difficult to answer

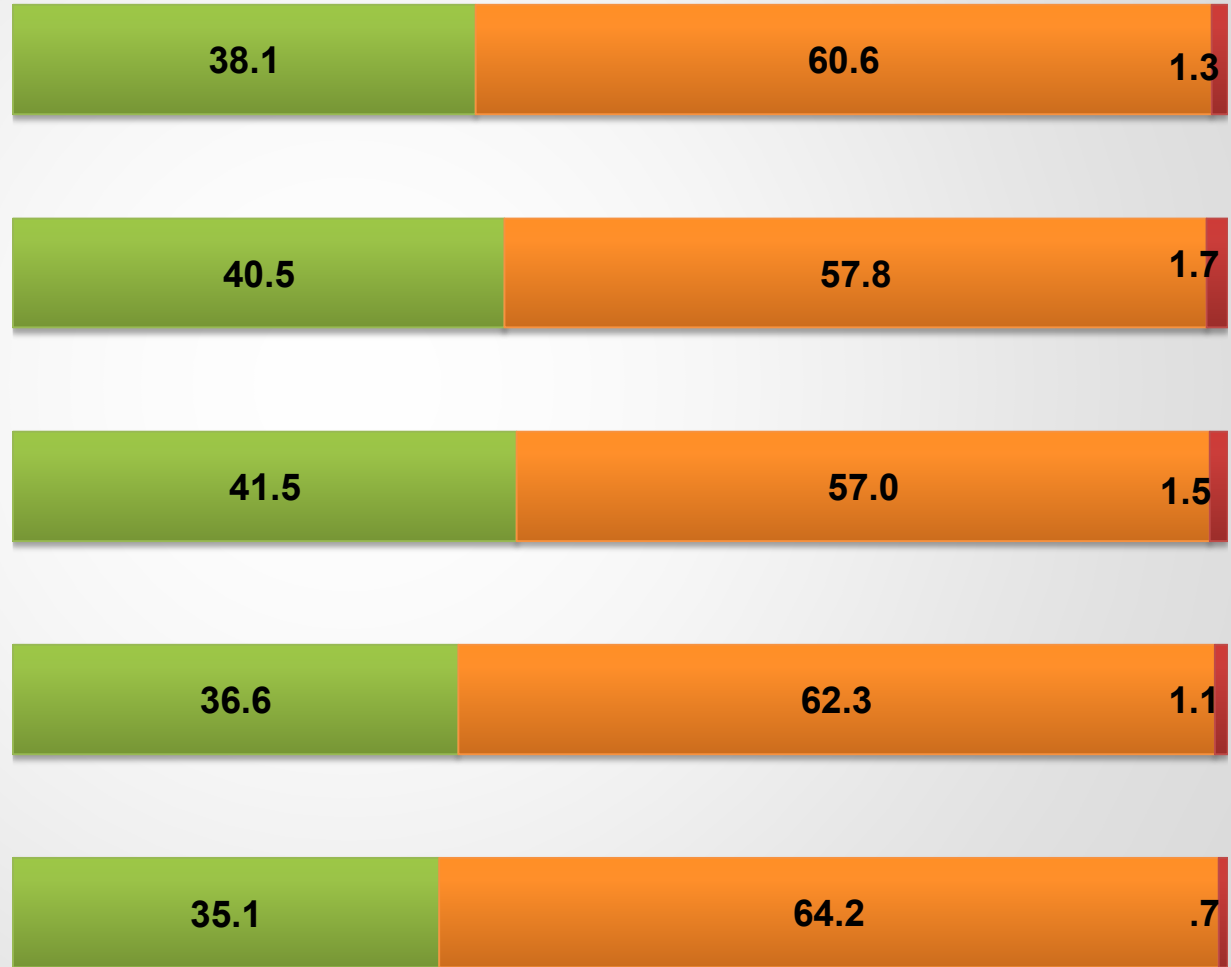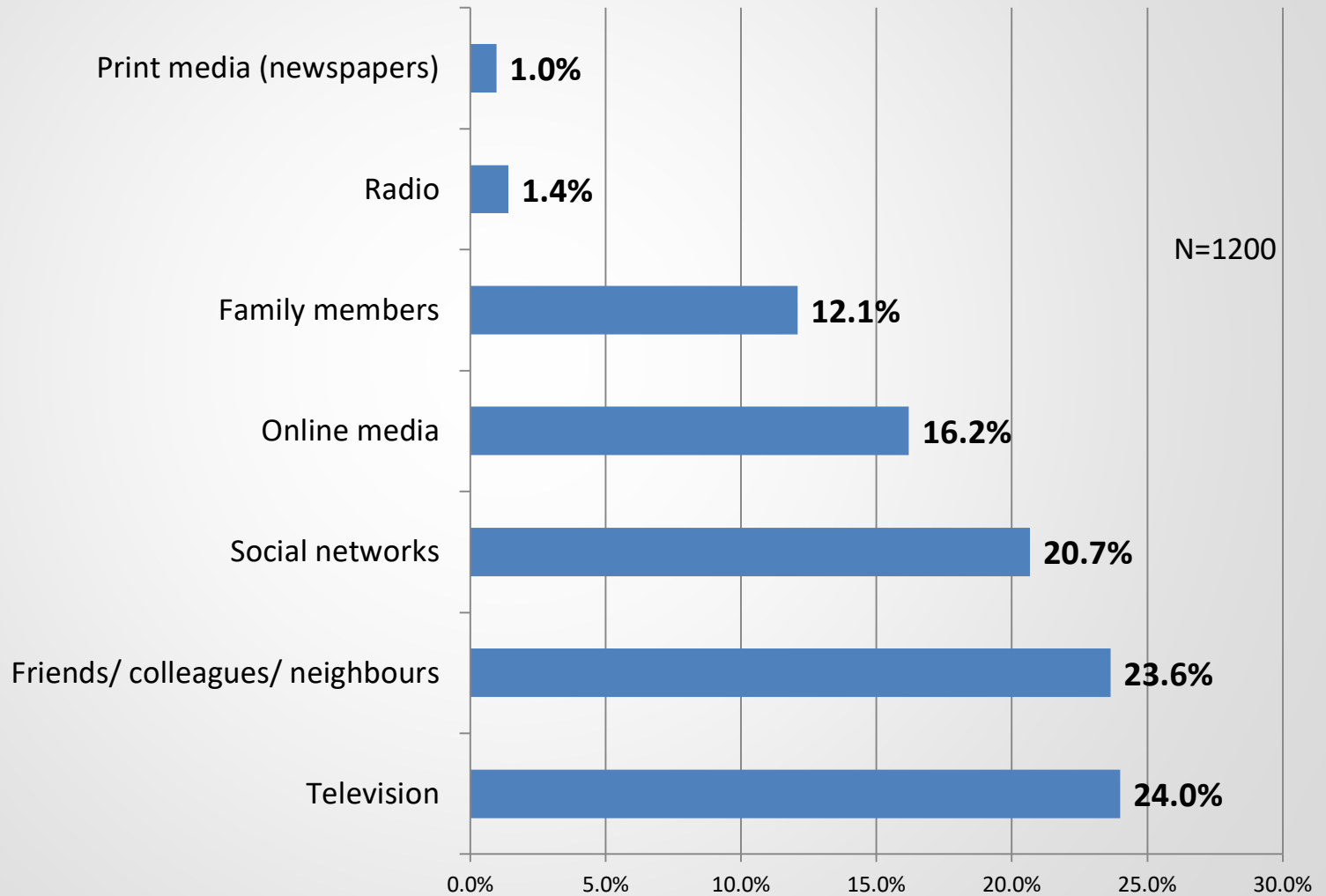|	Yes	No	Difficult to answer
Everyday life (about the lives of friends)	38.1	60.6	1.3
Social and economic situation of the country	40.5	57.8	1.7
Incidents / accidents / emergencies / crimes	41.5	57.0	1.5
Domestic political events	36.6	62.3	1.1
Foreign policy	35.1	64.2	.7

Can you please tell where or from whom you try to find the source or authenticity of the information you are interested in?

N=1200

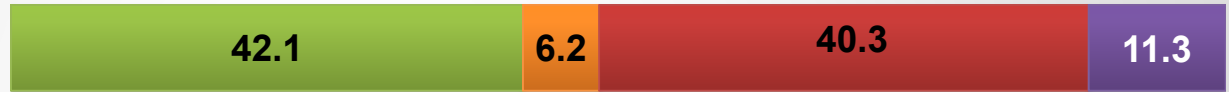| Source	Percentage
Print media (newspapers)	1.0%
Radio	1.4%
Family members	12.1%
Online media	16.2%
Social networks	20.7%
Friends/ colleagues/ neighbours	23.6%
Television	24.0%

APR Group

Which of the following statements do you think is true?

Legend: ■ It is true ■ It is untrue ■ Haven't heard such a statement ■ Difficult to answer

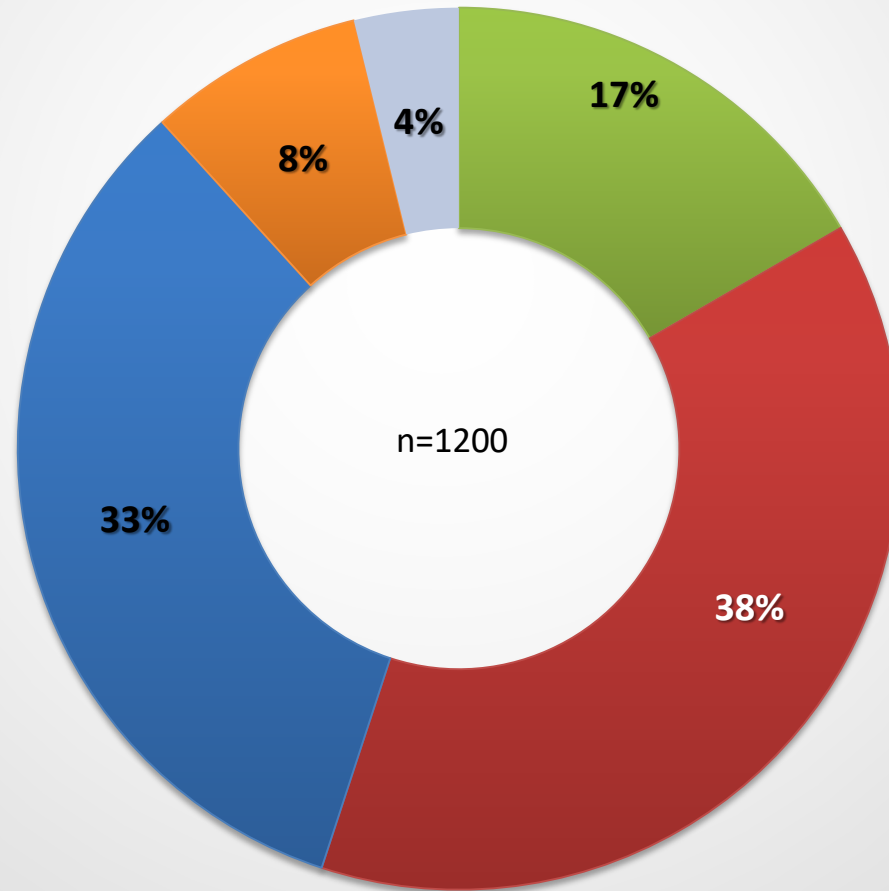| Statement	It is true	It is untrue	Haven't heard such a statement	Difficult to answer
Nikol Pashinyan's government receives grants from the George Soros Open Society Foundations.	7.9	18.4	60.7	13.1
Gagik Tsarukyan has been summoned to the Special Investigation Service	42.1	6.2	40.3	11.3
Manvel Grigoryan's deterrence has been changed and he is now free.	13.0	47.6	30.1	9.3
Gagik Harutyunyan has resigned as chairman of the Supreme Judicial Council.	53.4	2.4	37.3	6.9
Abovyan's newly elected mayor is Gagik Tsarukyan's son-in-law.	19.8	14.6	49.7	15.9
Vitaly Balasanyan has been dismissed from the post of Secretary of the Security Council of Artsakh Republic to run for president in the Artsakh presidential…	37.6	3.1	45.4	13.9

How likely is it that you will differentiate true news from false news?

Very likely ■ Likely ■ Lilltle likely ■ Not likely at all ■ Difficult to answer

17%

38%

33%

8%

4%

n=1200

APR Group

Which of the following statements do you agree with?

Refuse to answer — 1.2
Difficult to answer — 5.9
The activities of the former authorities should be left in the past — 11.9
Public punishment shall be applied to the former authorities — 20.8
The activities of the former authorities must be held legally accountable — 60.1

N=1200

APR Group

Level of media literacy

- Media literacy index — 16.60
- Information search capability component index — 35.60
- Media information security component index — 38.80
- Component index of the ability to verify information reliability — -6.87
- Misinformation component index — 19.18
- Component index of the ability to use and disseminate information properly — -3.79

1

(-100:100)

APR Group

Level of media literacy by regions and in Yerevan

Region	Value
Aragatsotn	2.5
Syunik	9.5
Ararat	12.5
Armavir	13.5
Shirak	14.6
Gegharkunik	16.2
Vayots Dzor	16.5
Tavush	18.3
Kotayk	18.9
Lori	19.3
Yerevan	19.6

Y-axis: [-100:100]
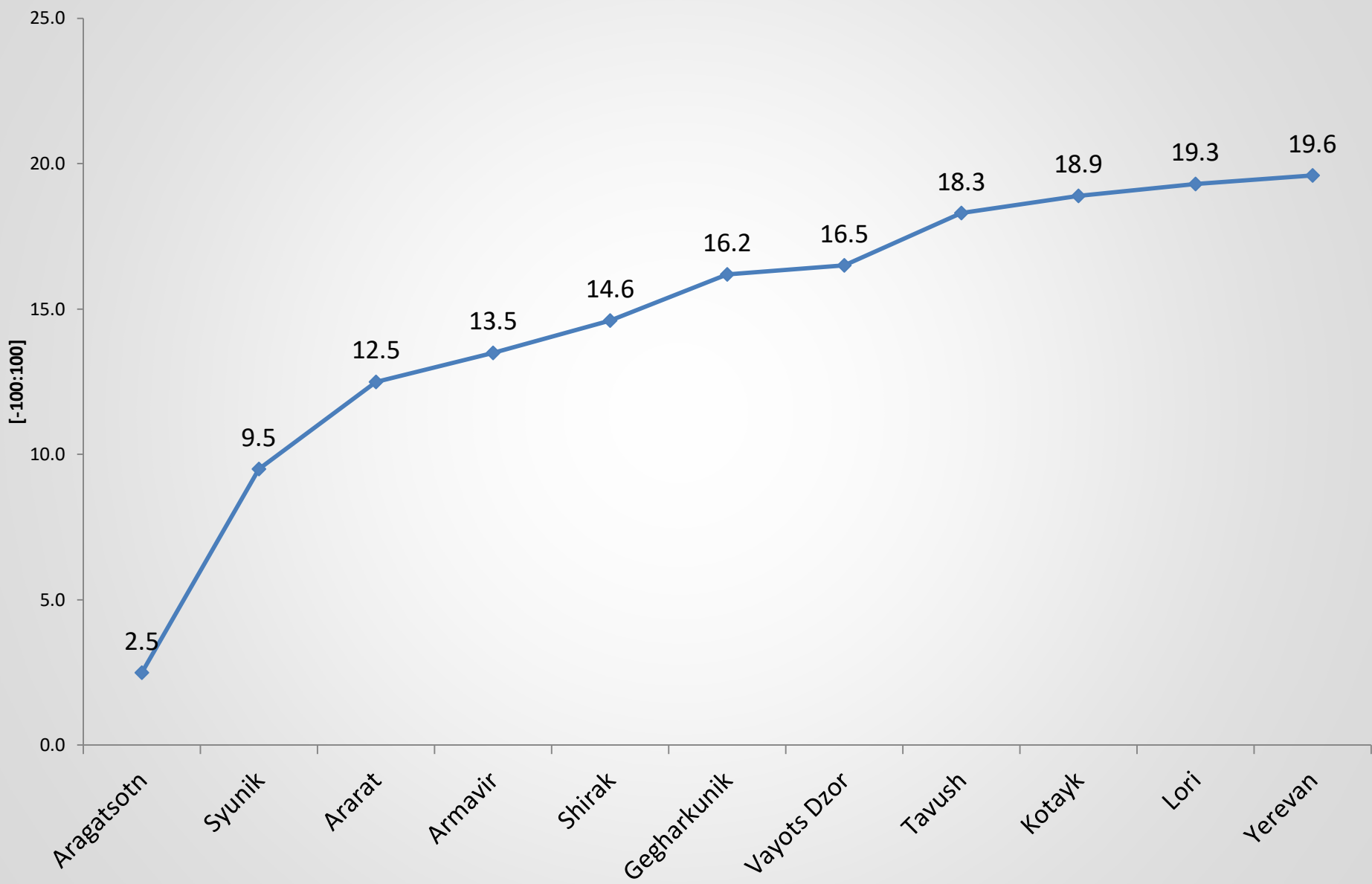
Media literacy level index by settlement and gender

Media literacy index by type of settlement

[-100:100]

18.5 — Urban
11.3 — Rural

Media literacy index by sex

[-100:100]

20.3 — Male
14.5 — Female
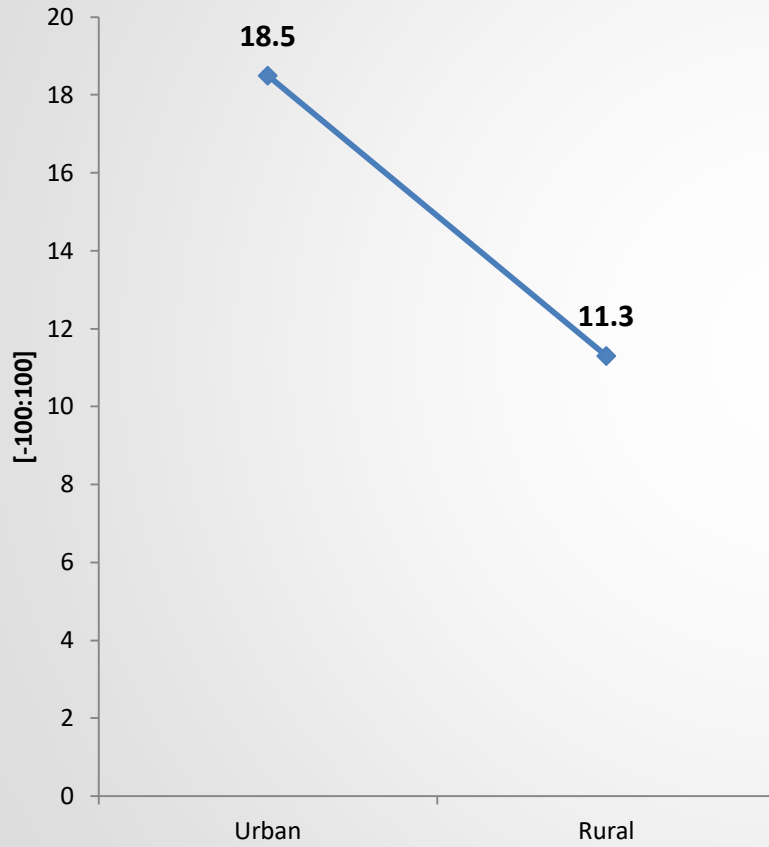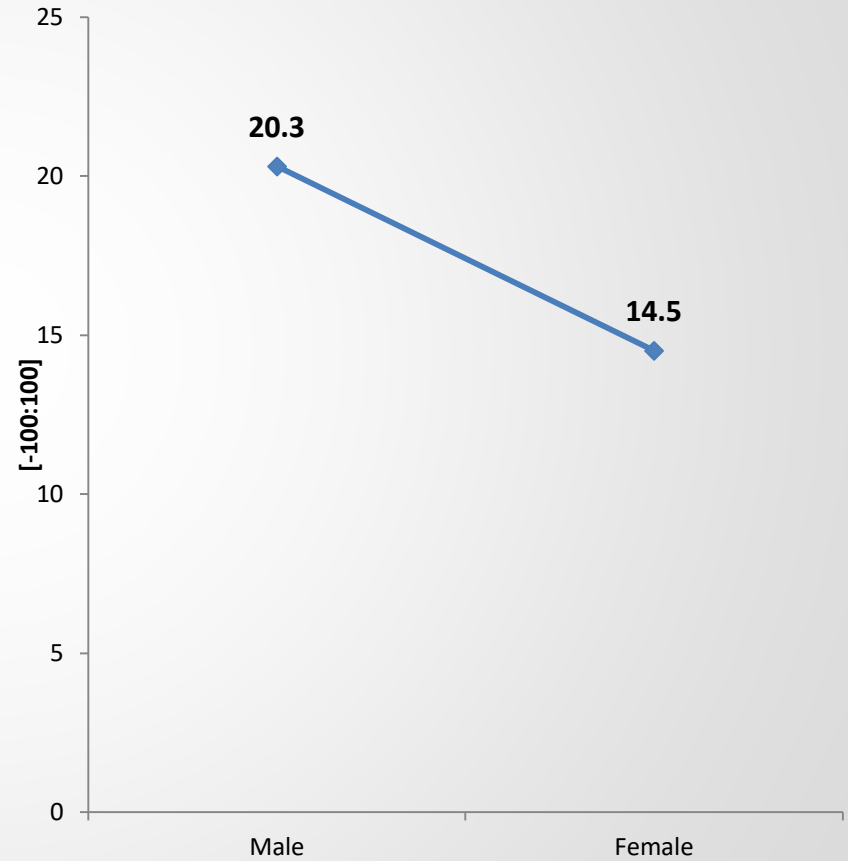
Media literacy index by age groups
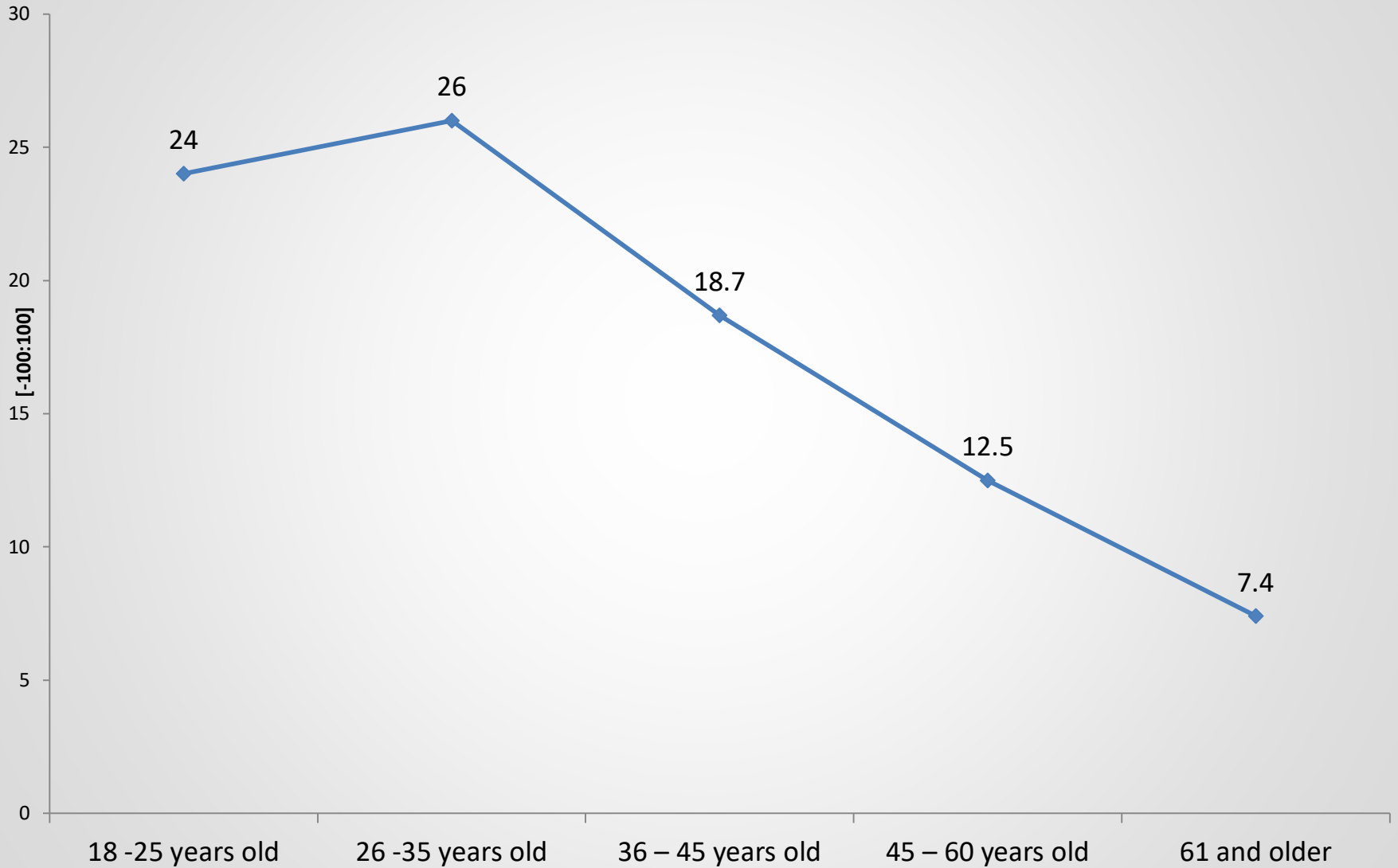
Media literacy index by education level

[-100:100]

Education level	Value
Elementary	-12.7
Incomplete secondary	3.6
Secondary	10.4
Secondary vocational school	14.9
Higher (without Master's degree)	25
Higher /Academic degree	29.3
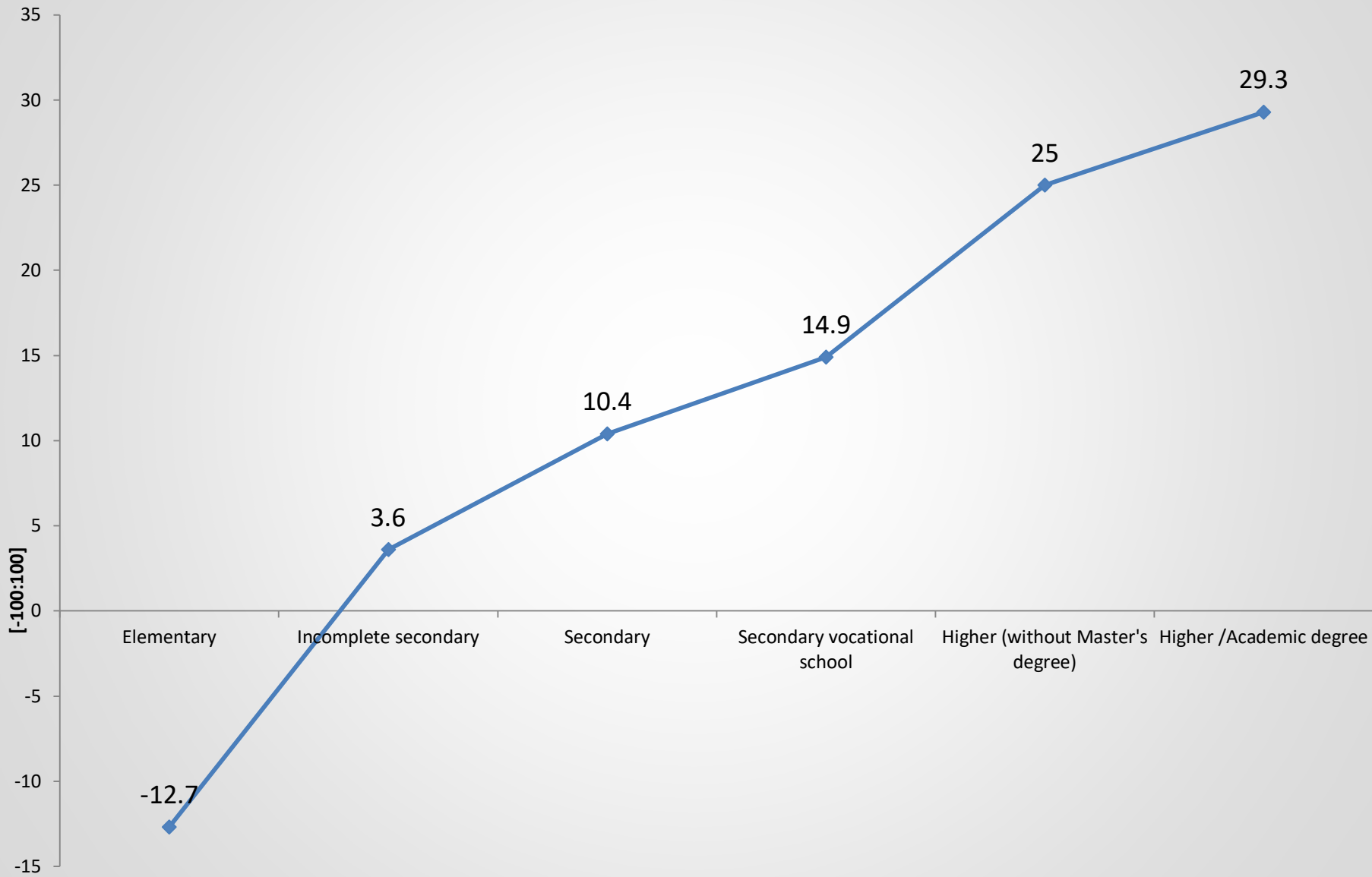
Media literacy index by average monthly income
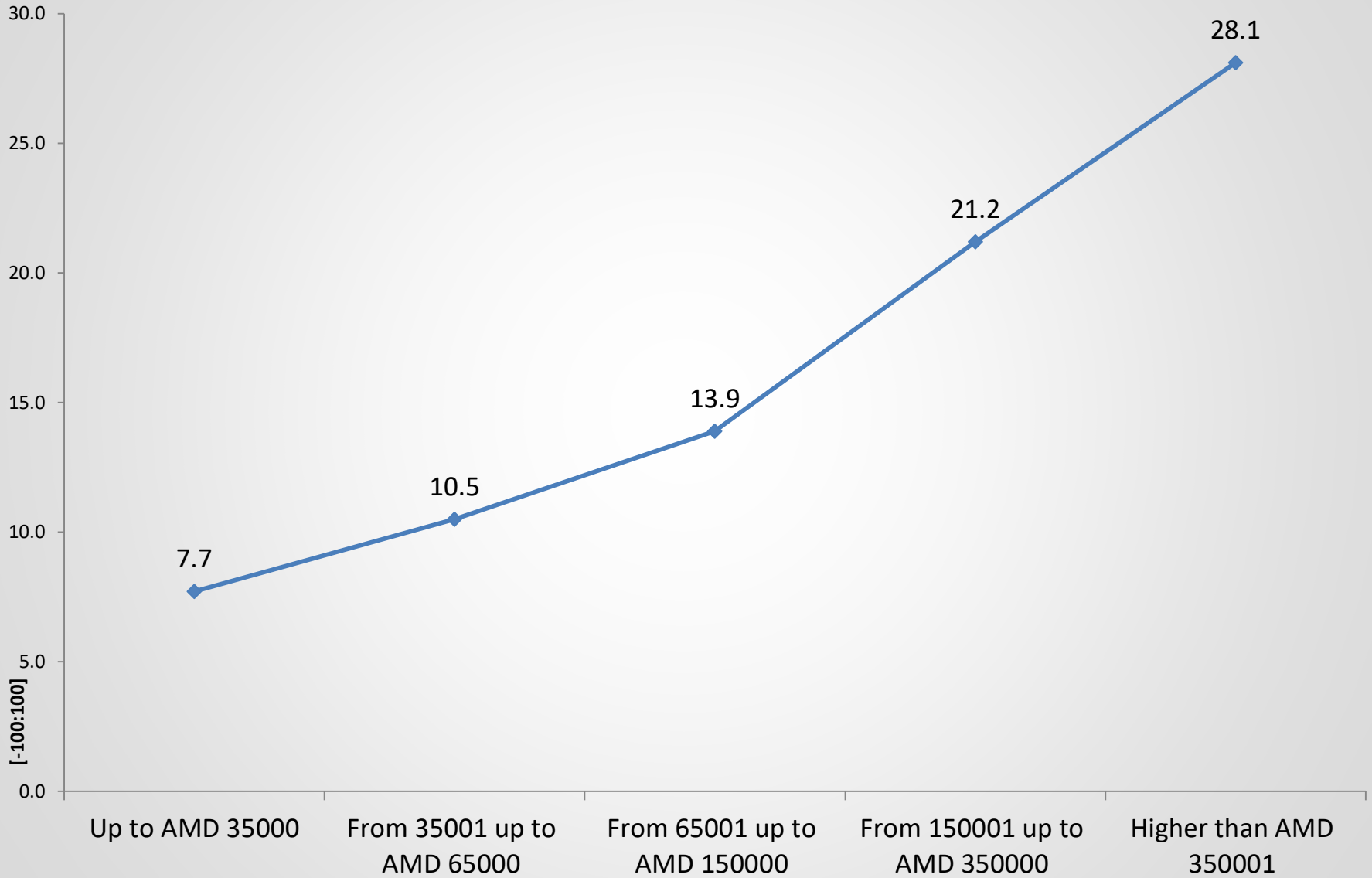
"Suppose you have to go a long way with a stranger, during a conversation you find out that he/she has a position contrary to your political preferences. You will…"
media literacy index
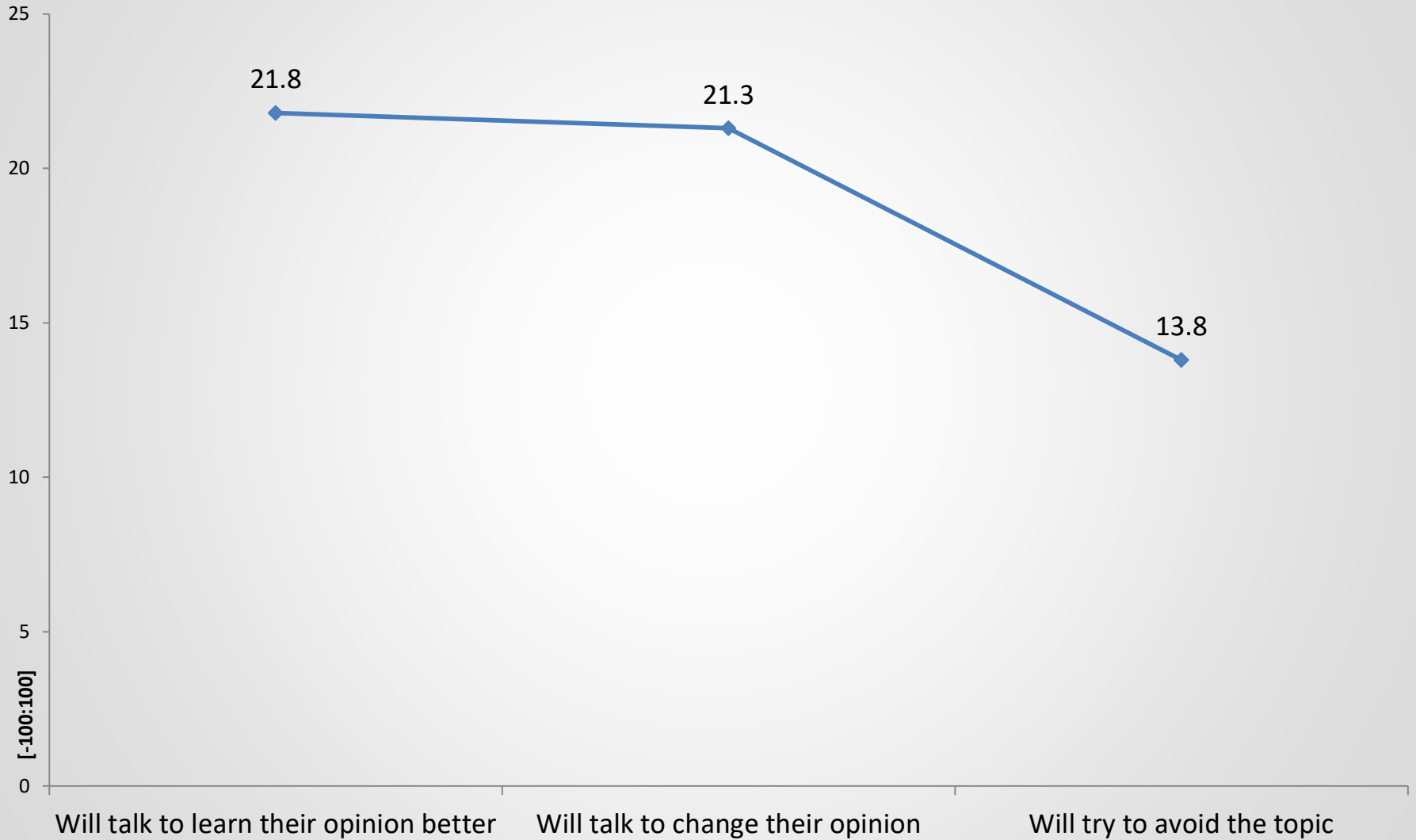
Media literacy index by 5 political parties and alliances

- Prosperous Armenia Party
- "My Step" political alliance
- Bright Armenia party
- Armenian Revolutionary Federation Dashnaktsutyun

13.40 13.70 17.10 24.30 36.10

[-100:100]

APR Group
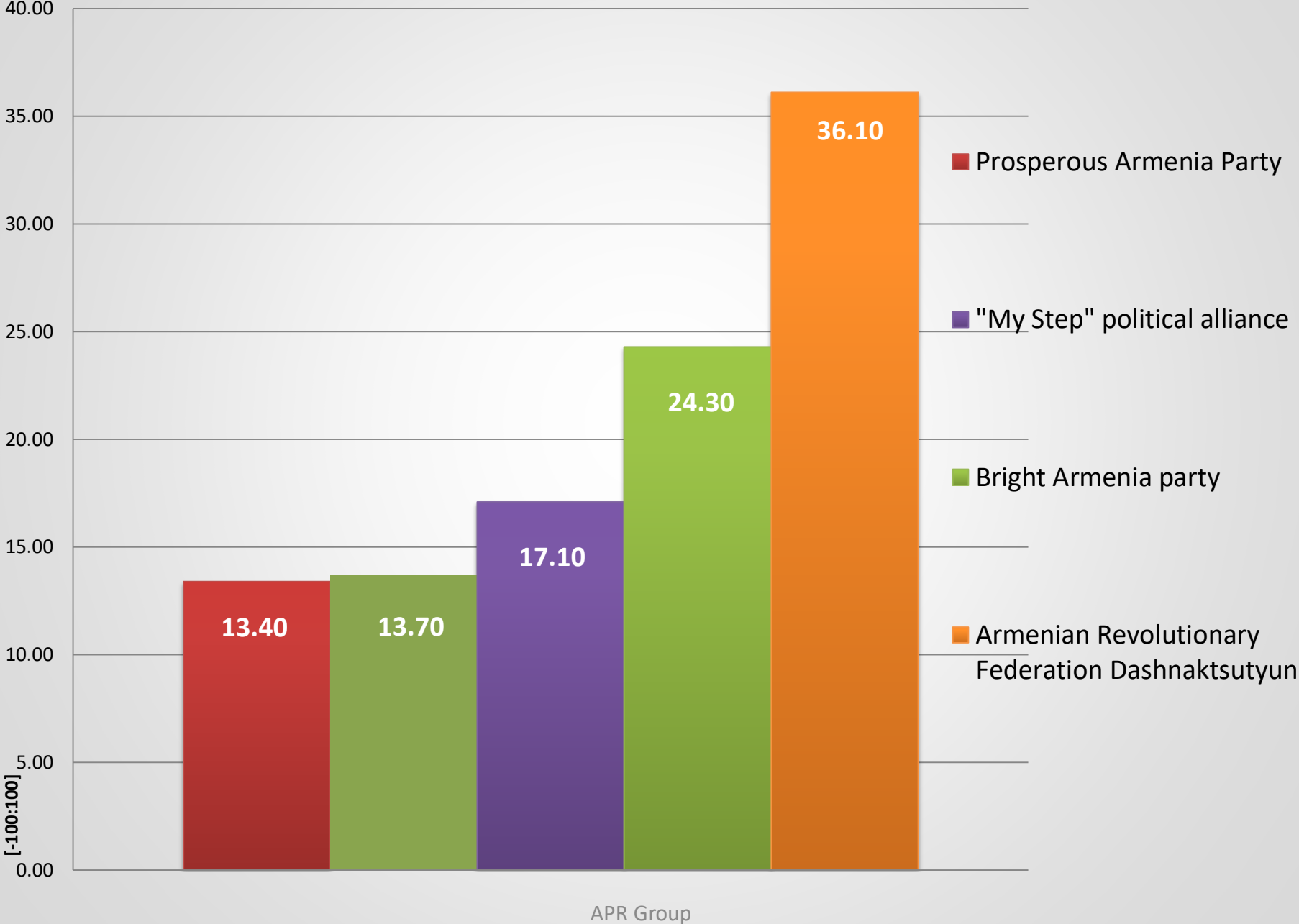
Political criteria

How do you think citizens of Armenia like you and me can influence politics?
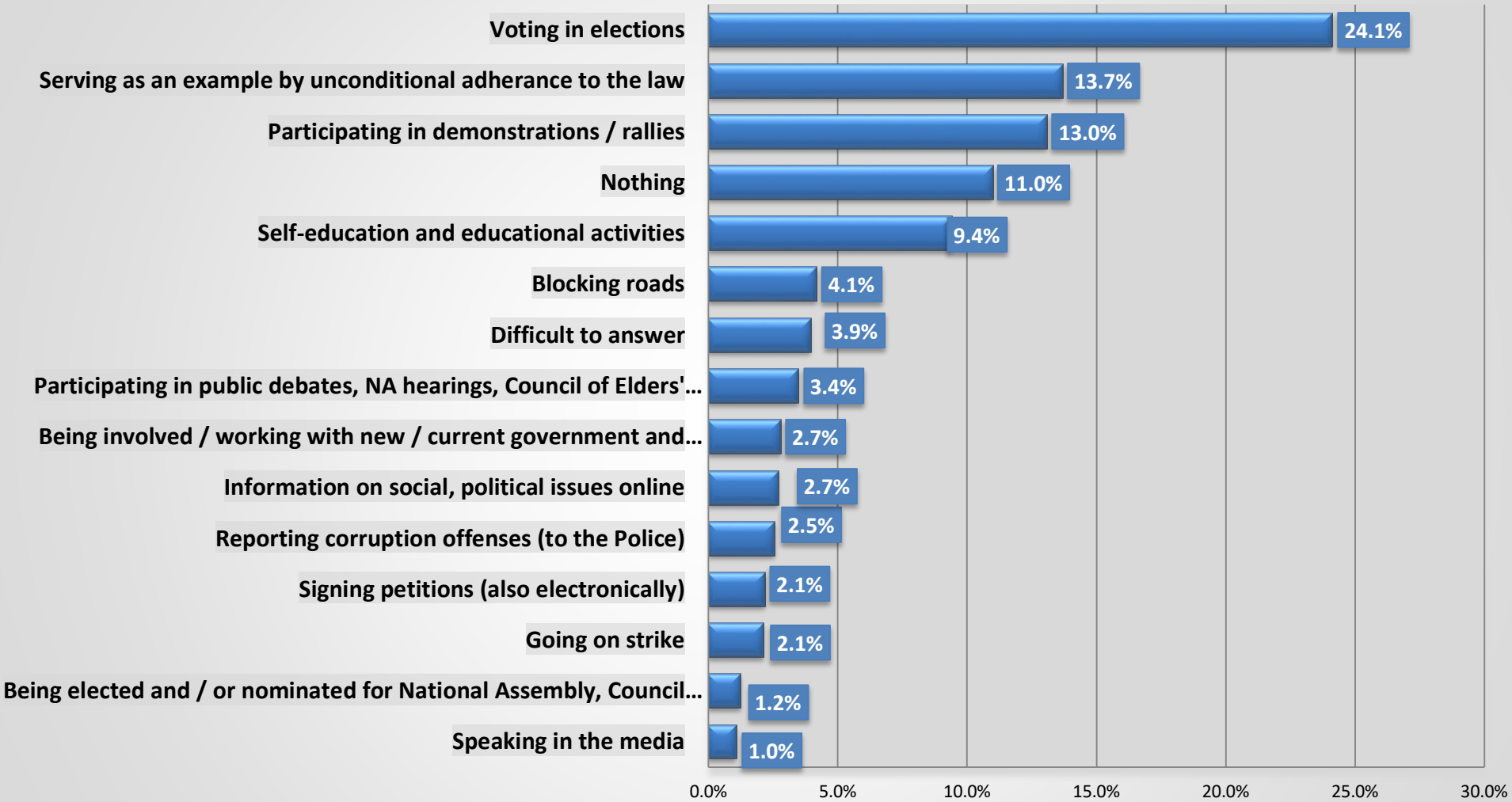
Category	Percentage
Voting in elections	24.1%
Serving as an example by unconditional adherance to the law	13.7%
Participating in demonstrations / rallies	13.0%
Nothing	11.0%
Self-education and educational activities	9.4%
Blocking roads	4.1%
Difficult to answer	3.9%
Participating in public debates, NA hearings, Council of Elders'...	3.4%
Being involved / working with new / current government and...	2.7%
Information on social, political issues online	2.7%
Reporting corruption offenses (to the Police)	2.5%
Signing petitions (also electronically)	2.1%
Going on strike	2.1%
Being elected and / or nominated for National Assembly, Council...	1.2%
Speaking in the media	1.0%

n=1200
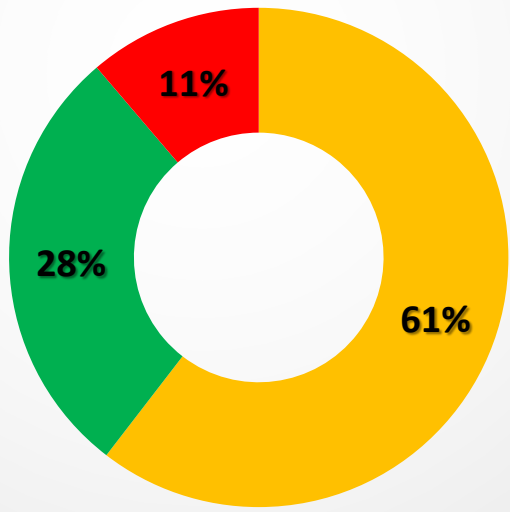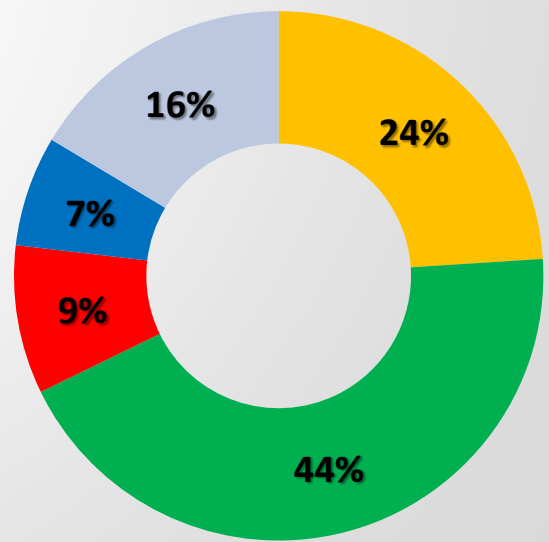
APR Group

How would you evaluate the socioeconomic status of your family?

Legend:
- **Very good**
- **Good**
- **Average**
- **Bad**
- **Very bad**

n=1200

1%

14%

7%

9%

69%
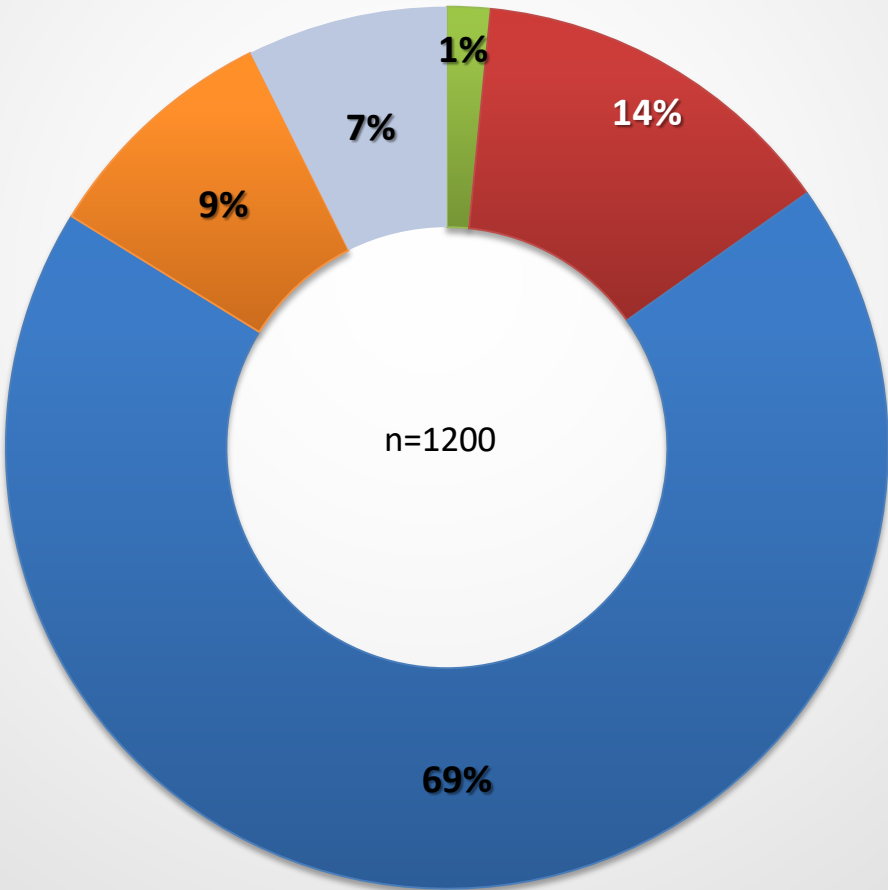
If you had the opportunity, would you leave for permanent residence abroad?

Definitely not	59.4
Definitely yes (I even take steps)	20.0
Probably yes	11.0
Probably not	8.6
Difficult to answer	1.1
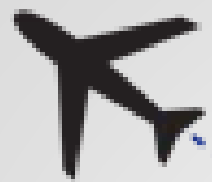
Name 3 political/ public figures you admire by priority

Figure	Percentage
Nikol Pashinyan (RA Prime Minister)	54.8%
None	21.9%
Armen Sargsyan (RA President)	19.5%
Gagik Tsarukyan	18.5%
Artur Vanetsyan (RA NSS Director)	11.3%
Ararat Mirzoyan	9.6%
Edmon Marukyan	5.0%
Alen Simonyan	4.9%
Davit Tonoyan (Ra Minister of Defense)	4.3%
Hayk Marutyan (Yerevan Mayor)	4.1%
Arsen Torosyan (RA Minister of Healthcare)	3.9%
Naira Zohrabyan	3.5%
Difficult to answer	3.3%
Artak Zeynalyan	3.2%
Mane Tandilyan	2.8%
Valeriy Osipyan (RA Head of Police)	2.5%
Karen Karapetyan (former RA prime minister)	2.0%
Robert Kocharyan	1.9%
Lilit Makunts	1.9%
Zaruhi Postanjyan	1.7%
Arayik Harutyunyan (RA Minister of Education and Science)	1.4%
Raffi Hovhannisyan	1.3%
Eduard Sharmazanov	1.1%
Arpine Hovhannisyan	1.1%
Armen Ashotyan	1.1%
Serzh Sargsyan	1.0%

APR Group

Mention 3 political/ public figures you dislike by priority

Figure	Percentage
None	27.3%
Serzh Sargsyan	26.1%
Armen Ashotyan	26.1%
Eduard Sharmazanov	22.3%
Robert Kocharyan	22.1%
Difficult to answer	9.8%
Levon Ter-Petrosyan	8.3%
Artur Baghdasaryan	6.5%
Arpine Hovhannisyan	5.9%
Gagik Tsarukyan	3.9%
Hovik Abrahamyan	3.5%
Zaruhi Postanjyan	3.1%
Nikol Pashinyan (RA Prime Minister)	2.5%
Naira Zohrabyan	2.5%
Ararat Mirzoyan	2.3%
Edmon Marukyan	2.3%
Refuse to answer	2.2%
Alen Simonyan	2.0%
Hayk Marutyan (Yerevan Mayor)	1.3%
Karen Karapetyan (former RA Prime Minister)	1.3%
Arayik Harutyunyan (RA Minister of Education and Science)	1.2%
Taron Margaryan	1.1%

APR Group

If Parliamentary elections were held this Sunday which political party or bloc would you vote for?

Party/Response	Value
"MY STEP" party alliance (Nikol Pashinyan)	60.9
I would not participate	10.7
Prosperous Armenia Party (Gagik Tsarukyan)	8.4
Difficult to answer	7.7
Will make my ballot paper invalid	2.7
Bright Armenia Party (Edmon Marukyan)	2.5
Refuse to answer	1.6
Republican Party of Armenia (RPA)	1.5
Armenian Revolutionary Federation (ARF)	1.2

APR Group

If Parliamentary elections were held this Sunday which political party or bloc would you vote for?

(only answers of the respondents having the right to vote)

Party/Answer	Percentage
"MY STEP" Party Alliance (Nikol Pashinyan)	68.1
Prosperous Armenia Party (Gagik Tsarukyan)	9.4
Difficult to answer	8.7
Will make my ballot paper invalid	3.0
Bright Armenia Party (Edmon Marukyan)	2.8
Refuse to answer	1.8
Republican Party of Armenia) (RPA)	1.7
Armenian Revolutionary Federation (ARF)	1.4

APR Group

In your opinion who would act like you?

N=1200

Category	Value
My friends/ colleagues	2.8
My family members	8.3
Many residents of our community (district, village, city)	8.8
Few	9.7
Not sure	15.9
Majority of RA population	53.8

APR Group
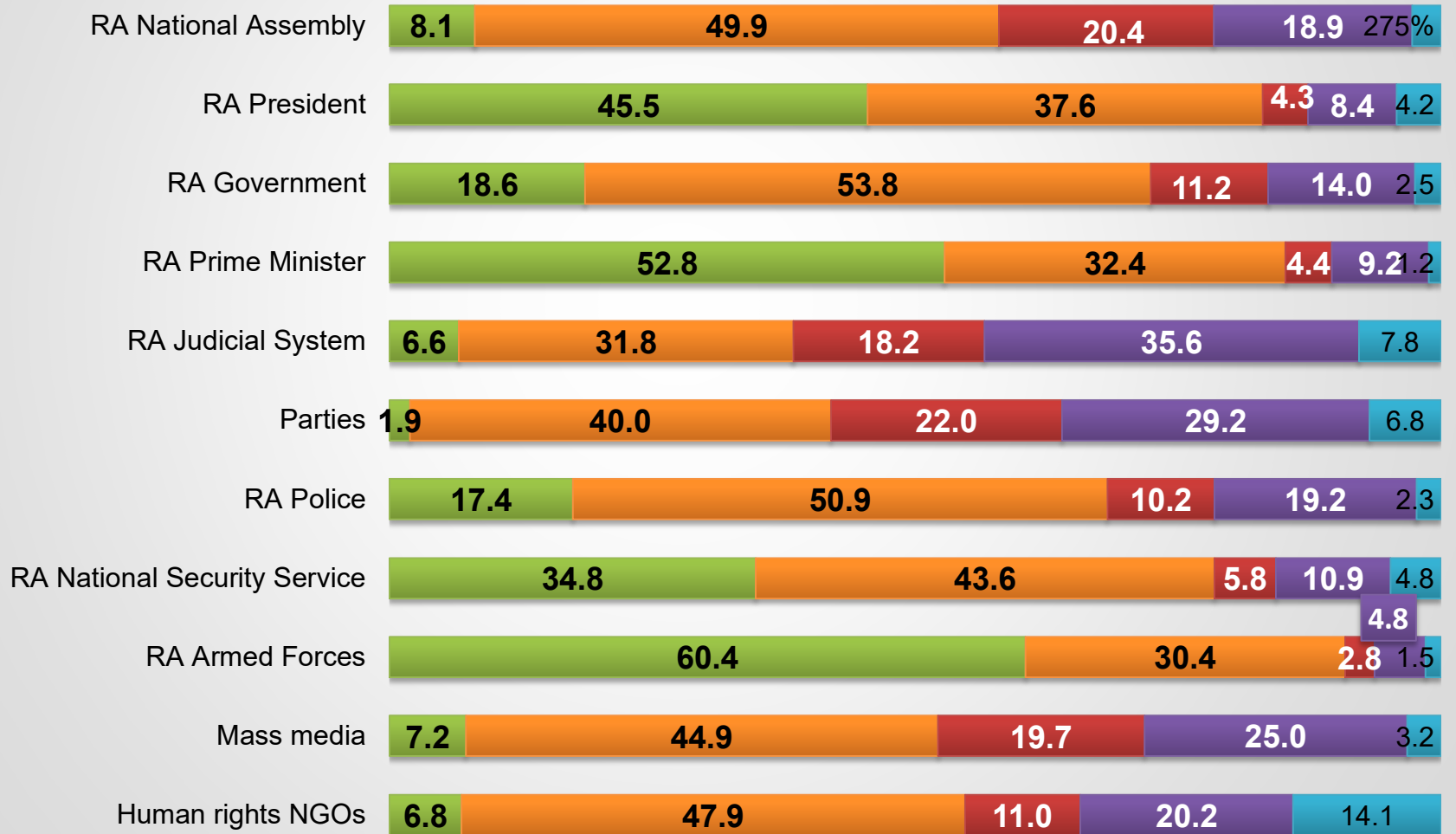
How much do you trust the following institutions?

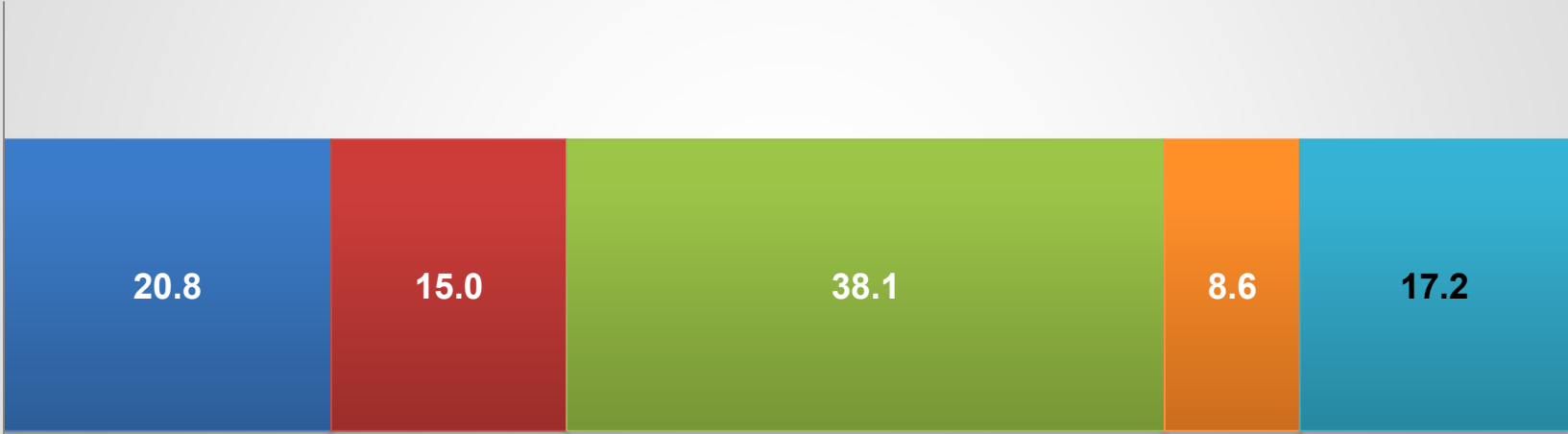■ Greatly trust ■ Somewhat trust ■ Don't really trust ■ Don't trust at all ■ Difficult to answer

Institution	Greatly trust	Somewhat trust	Don't really trust	Don't trust at all	Difficult to answer
RA National Assembly	8.1	49.9	20.4	18.9	275%
RA President	45.5	37.6	4.3	8.4	4.2
RA Government	18.6	53.8	11.2	14.0	2.5
RA Prime Minister	52.8	32.4	4.4	9.2	1.2
RA Judicial System	6.6	31.8	18.2	35.6	7.8
Parties	1.9	40.0	22.0	29.2	6.8
RA Police	17.4	50.9	10.2	19.2	2.3
RA National Security Service	34.8	43.6	5.8	10.9	4.8
RA Armed Forces	60.4	30.4	4.8	2.8	1.5
Mass media	7.2	44.9	19.7	25.0	3.2
Human rights NGOs	6.8	47.9	11.0	20.2	14.1

Positions on Foreign Policy

Do you think Armenia should be a member of…?

Suppose you have to go a long way with a stranger, during a conversation you have found out that he/she has an opinion / position contrary to your political preferences. You will… preferred international membership of the Republic of Armenia

talk to learn their opinion better | talk to change their opinion | try to avoid the topic

EU: 24.0%, 14.8%, 60.0%
EAEU: 25.0%, 10.6%, 63.9%
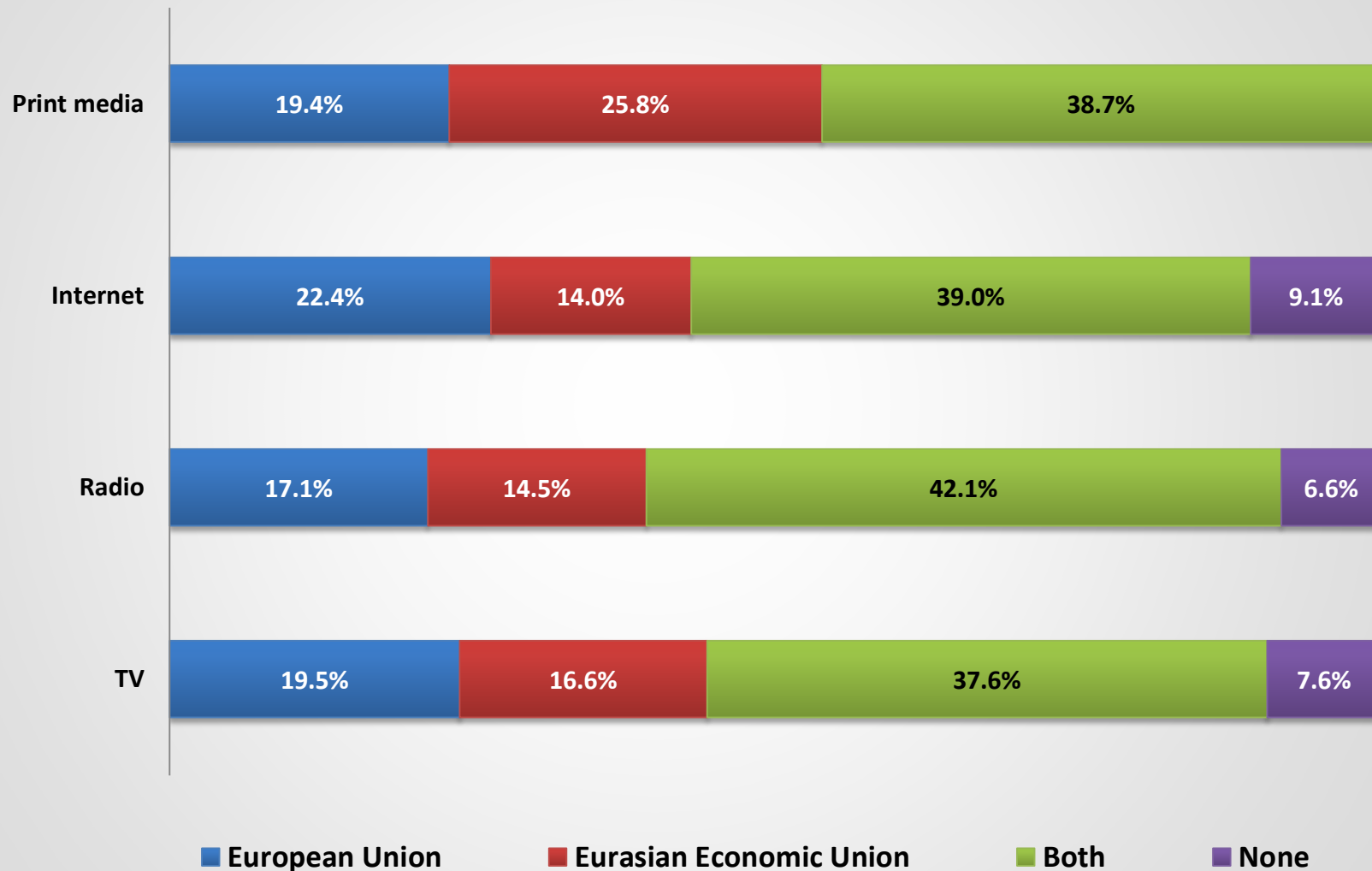Both: 21.7%, 13.8%, 63.8%
None: 19.4%, 14.6%, 66.0%
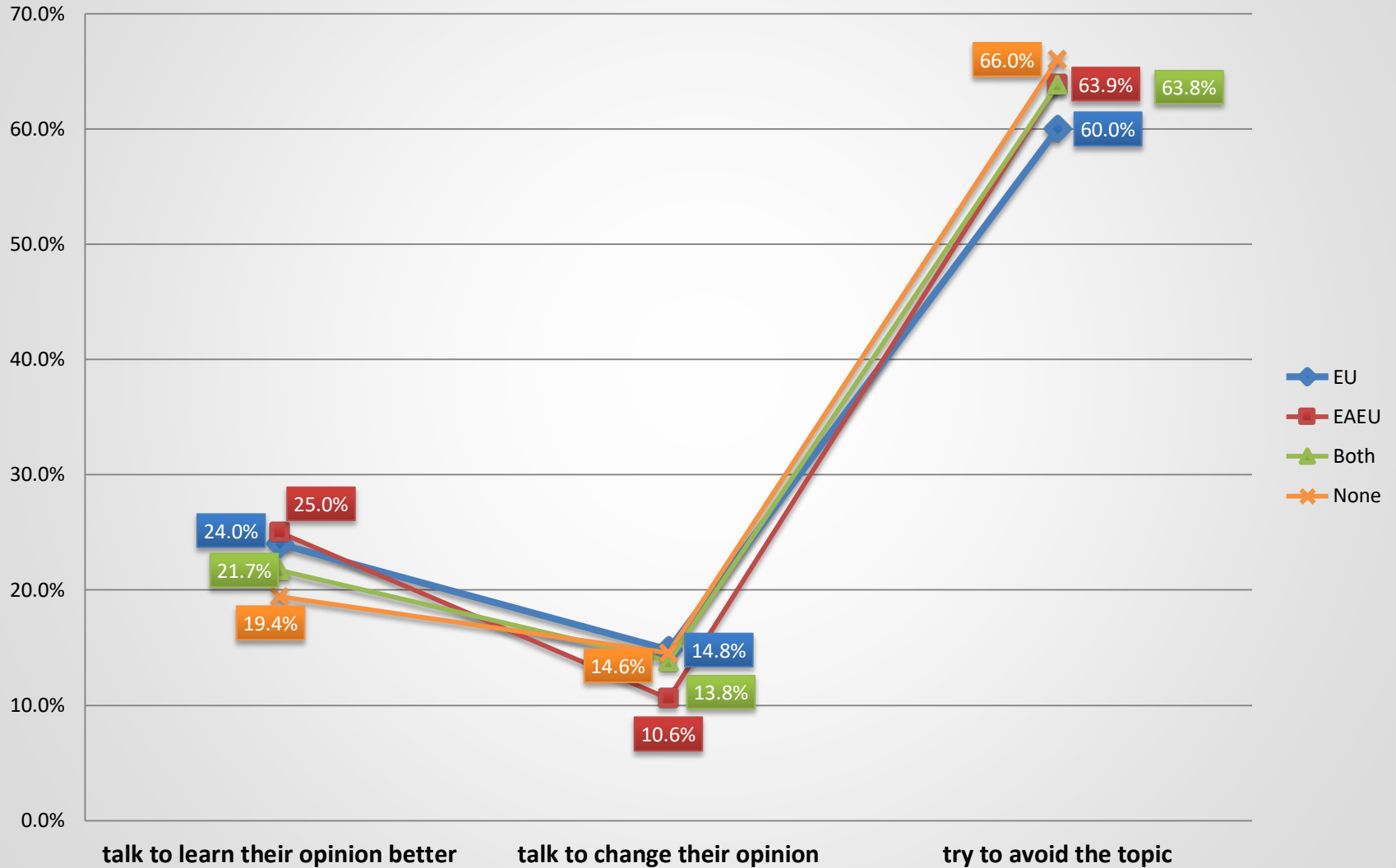
In your opinion, what is the attitude of the states mentioned below towards the Republic of Armenia?
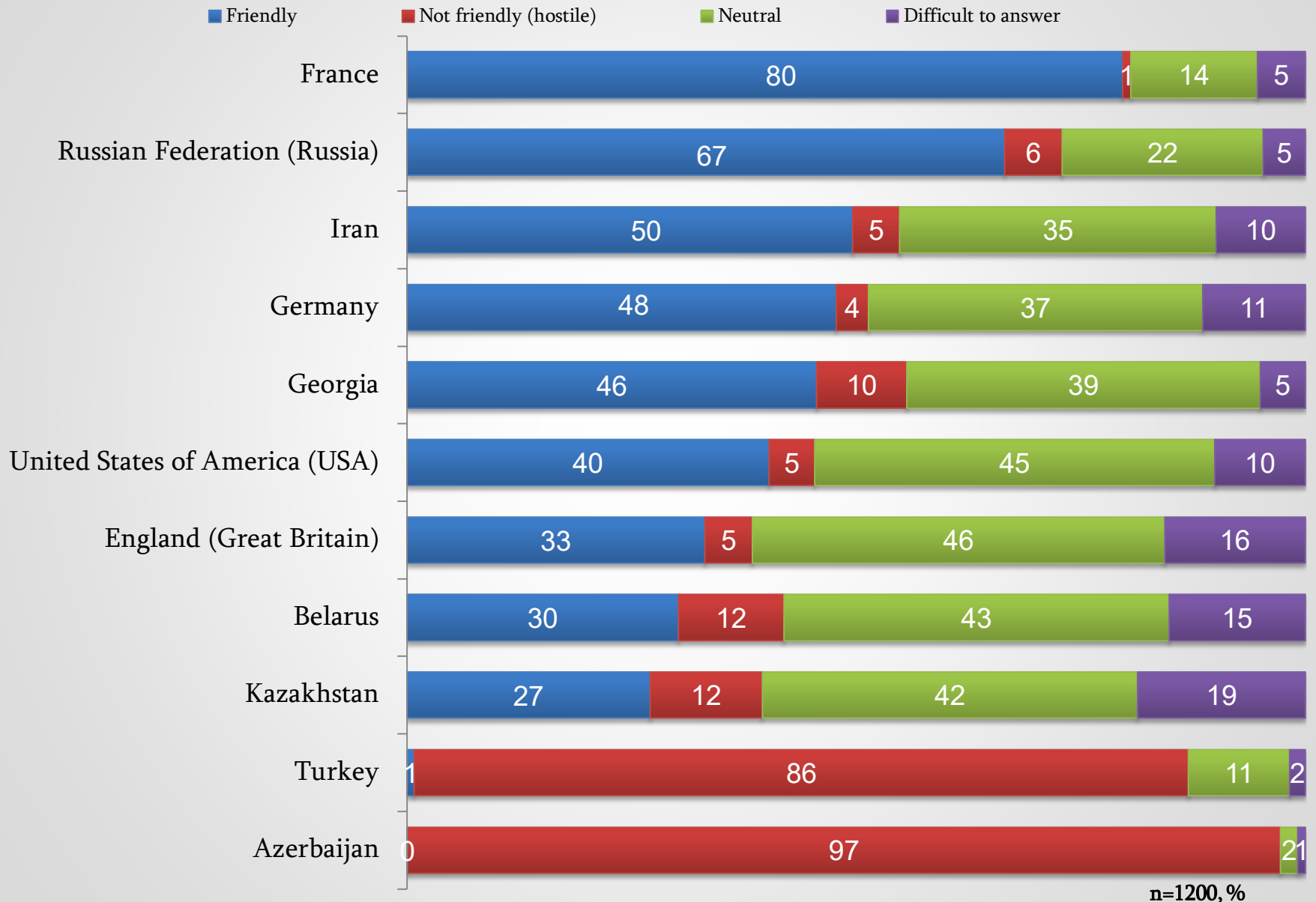
n=1200, %

Preferences to international organizations according to the main sources of information

	European Union	Eurasian Economic Union	Both	None
Print media	19.4%	25.8%	38.7%	
Internet	22.4%	14.0%	39.0%	9.1%
Radio	17.1%	14.5%	42.1%	6.6%
TV	19.5%	16.6%	37.6%	7.6%

Opinions of consumers of top rating TV channels, social networks and online media on joining international

Legend: ■ EU ■ EAEU ■ Both ■ None

Source	EU	EAEU	Both	None
Armenia TV	20.4%	15.9%	39.0%	7.2%
Shant	22.1%	15.5%	39.5%	6.0%
Public TV (H1)	19.5%	16.2%	44.8%	6.2%
RTR	27.1%	16.7%	47.9%	4.2%
ORT	20.4%	24.5%	30.6%	16.3%
Facebook	23.1%	16.1%	41.6%	7.5%
Instagram	36.9%	13.8%	33.8%	4.6%
Odnoklassniki	28.0%	16.0%	40.0%	4.0%
Azatutyun.am	20.0%	20.0%	20.0%	20.0%
News.am	51.9%	3.7%	40.7%	3.7%
1in.am	37.5%	12.5%	25.0%	12.5%
168.am	25.9%	11.1%	48.1%	11.1%
Tert.am	46.2%	15.4%	30.8%	7.7%
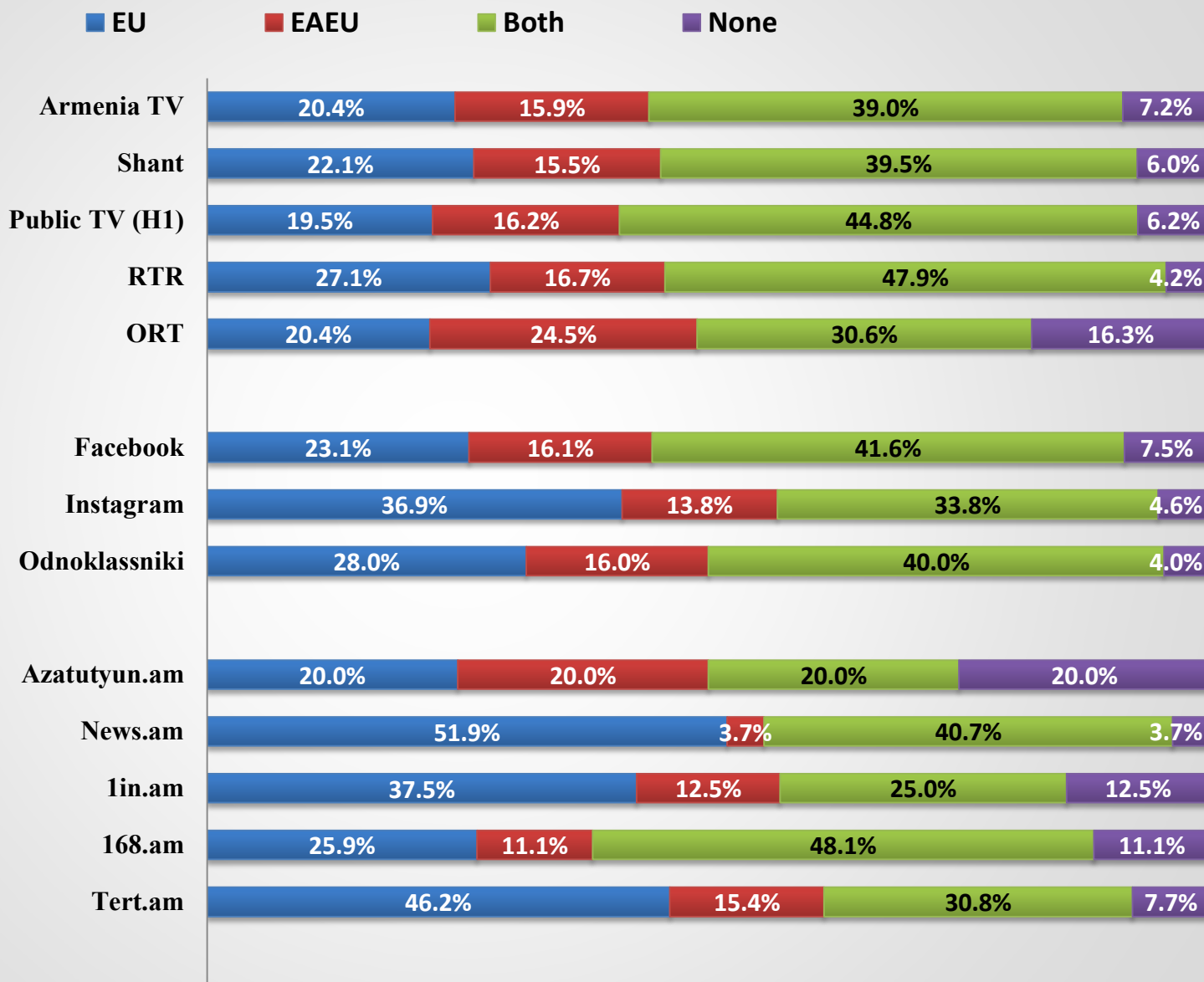
Linguistic preferences of those who opted for membership to this or that organization while using television and the Internet

	EU	EAEU	Both	Neither	Difficult to answer	Refuse to answer
Television						
Armenian	12.8%	9.4%	22.7%	5.3%	10.9%	0.2%
Russian	7.1%	5.3%	14.5%	3.1%	4.8%	0.0%
English	0.9%	0.3%	1.2%	0.3%	0.3%	0.0%
Doesn't matter	0.2%	0.1%	0.2%	0.1%	0.1%	0.1%
Other foreign language	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%
Internet						
Armenian	13.3%	7.4%	21.4%	5.0%	9.7%	0.3%
Russian	7.5%	5.2%	14.0%	3.2%	4.9%	0.0%
English	1.8%	1.1%	2.6%	0.6%	0.9%	0.0%
Doesn't matter	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%
Other foreign language	0.3%	0.1%	0.1%	0.0%	0.1%	0.1%

Socio-demographic data of those who opted for membership to this or that institution

Age				
	EU	EAEU	Both	Neither
18-25	14.4%	12.2%	11.6%	11.7%
26-35	23.6%	15.6%	20.0%	27.2%
36-45	15.2%	18.9%	18.2%	17.5%
46-55	14.4%	11.7%	11.8%	13.6%
56-65	16.8%	20.6%	19.7%	16.5%
Older than 65	15.6%	21.1%	18.6%	13.6%
Sex				
Male	35.2%	41.7%	37.5%	34.0%
Female	64.8%	58.3%	62.5%	66.0%
Type of settlement				
Urban	75.2%	62.8%	74.1%	72.8%
Rural	24.8%	37.2%	25.9%	27.2%

Summary

The main sources of interesting information are television and the Internet. The preferred language for receiving information is naturally Armenian, then Russian, and in relatively fewer cases English.

• Respondents use the information obtained differently. The users were conventionally divided into passive and active users based on the nature of use. People are more prone to passive consumption of information than active. Moreover, the higher the level of activity, the less likely is its application. Active use of information is more typical of women than men, more for middle-aged people, and for people leaving in urban settlements.

• The highest rated media are:

  o TV channels - Armenia TV, Shant, Public Television, RTR and ORT:

  o Radio channels – Public Radio of Armenia, Liberty / Radio Yerevan, Aurora, Van, Radio Hay;

  o Newspapers - Haykakan Zhamanak, Aravot, Hraparak, Iravunk, Eter;

  o Social networks– Facebook, Instagram, Odnoklassniki:

  o Online media- Azatutyun.am, News.am, 1in.am, 168.am, Tert.am:

The source of information has a certain influence on the respondents' opinion about the events taking place in the country. Thus, respondents who mention mass media as the main source of information are more optimistic about the future of the country, and respondents who receive information through daily communication (family members, friends, colleagues) are more pessimistic.

• The respondents who think that Armenia should join the EU are more prone to think that the state of the country is getting better. Although many among those who opted for membership to EAEU are also optimistic about the future of the country, however, the options "nothing changes" and "the situation is getting worse" are chosen more by those who opted for EAUE than EU.

• Media literacy index is 16.6 (from "-100" ("+100")), which is not a very good result in terms of media literacy. Media literacy components and their values are:

  o Ability to search information (35.6);

  o Level of media information security (38.8);

  o Ability to verify information reliability (-6.87)

  oLevel of misinformation (19.18);

  o Ability to use and disseminate information appropriately (-3.79).

•The level of media literacy is relatively higher in:

   o Yerevan, Lori, Kotayk, Tavush than in other regions,

   o in urban areas rather than rural,

   o among male users rather than female,

   o among the age group between 18-35 rather than over 35 years old,

   o among those with higher education than those with education below higher education,

   o those with a higher average monthly income (over AMD 150,000) who believe to have enough money to buy food, clothing, and other goods;

   o those who have political preferences and try to disseminate them.

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