



Georgia Information Integrity Program

ინფორმაციის სანდოობის ხელშეწყობის პროგრამა

Audience Research Results

May 11, 2022



Research goals

Assessing
societal vulnerability to
disinformation

Observing changes in
societal vulnerability to
disinformation over time
(annual research)

Supporting research-based
interventions

Selecting topics for further
research

This material is prepared within the framework of the Georgia Information Integrity Program.

The survey was commissioned by Zinc Network and carried out by CRRC Georgia.

The research is made possible with the support from the American people through the United States Agency for International Development (USAID),

The content of this document may not necessarily reflect the views of USAID or the US Government.

The majority of respondents are in favor of joining the EU, main motivation of which is economic prosperity. The main reasons of the EU opponents are the fear of losing traditions and the deterioration of relations with Russia.

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Most of the respondents want Georgia to join NATO for security reasons, but many think that territorial integrity issues make this difficult.

Most people think that disinformation is a significant problem in Georgia today, but they do not know how it is created and spread, nor can they verify it

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Research results

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The majority of the population believes that the best way to preserve traditions and values is to integrate with the West. At the same time, 20% of the population think that traditions will be better preserved if Georgia partners with Russia

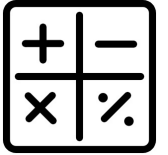
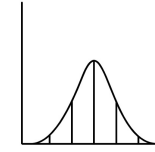
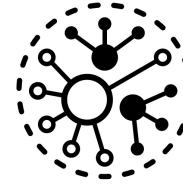
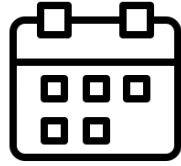
Most of the respondents remember the Soviet Union with nostalgia, but at the same time acknowledge it had its flaws. Similarly, most are proud of Stalin, but admit that he was a tyrant, responsible for the deaths of many innocent people

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Russia is considered to be the main threat to Georgia's territorial integrity. At the same time, many think that it is necessary to refrain from upsetting Russia in order to maintain the flow of trade and tourists

Research methodology



CRRC Georgia conducted 3,024 face-to-face interviews in Georgian, Armenian and Azerbaijani languages. (CAPI, response rate of 33%)

Fieldwork took place between November 16th and December 14th, therefore the results reflect public opinions before the war in Ukraine

The poll is representative of the population of Georgia (excluding occupied territories)

The poll is also representative of the capital, other urban areas, rural settlements, and predominantly ethnic minority settlements separately

Average margin of error: $\pm 1.7\%$
(May be different for certain questions)

In some cases the answers do not round up to 100%, due to rounding

'refuse to answer' option is never more than 1%, so it is added to 'don't know' options

Attitudes to disinformation and information consumption habits



The majority of population thinks they come across disinformation frequently and that they cannot identify it

How often do you come across news or information that you believe misrepresents reality or is even false?

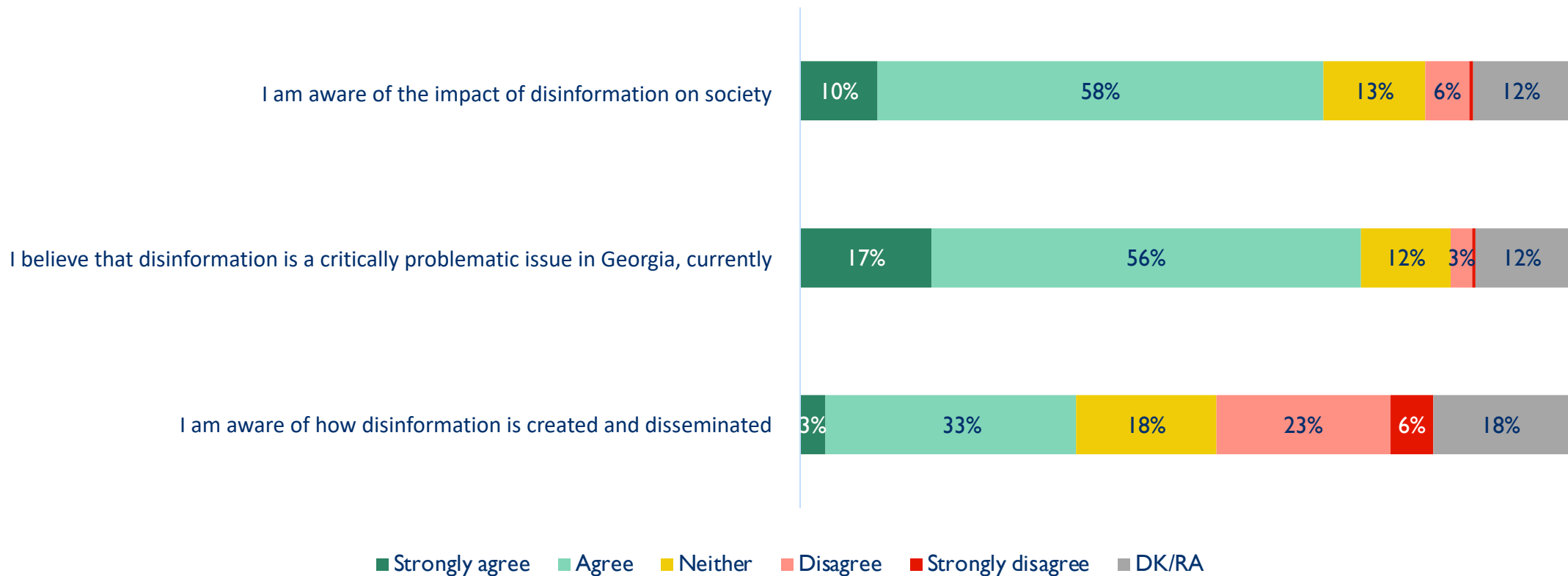


How confident are you in your ability to identify disinformation?



Majority of population believes disinformation is a critical problem in Georgia, but is not aware how it is created and disseminated

Please tell me how much you agree or disagree with the following statements:



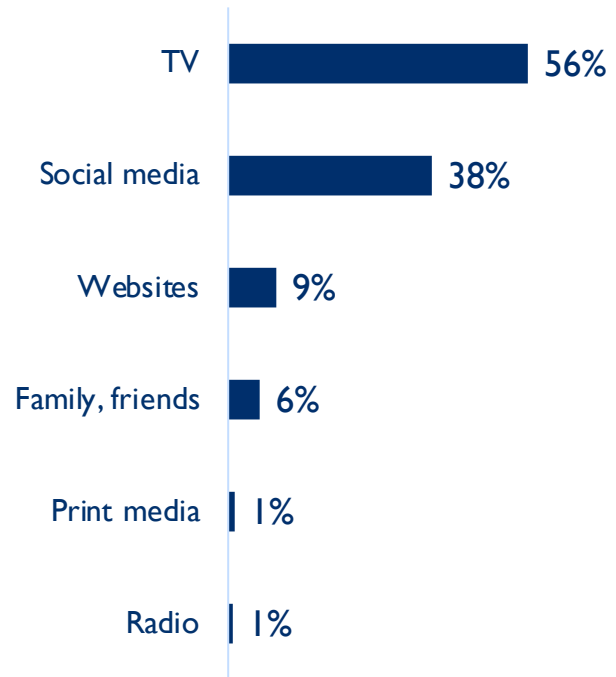
A large portion of the population says they would not verify the allegedly false information

Imagine that you come across a piece of important or surprising news that you think might be fake and you want to figure out if the information is real. **What steps would you take to verify this information?**

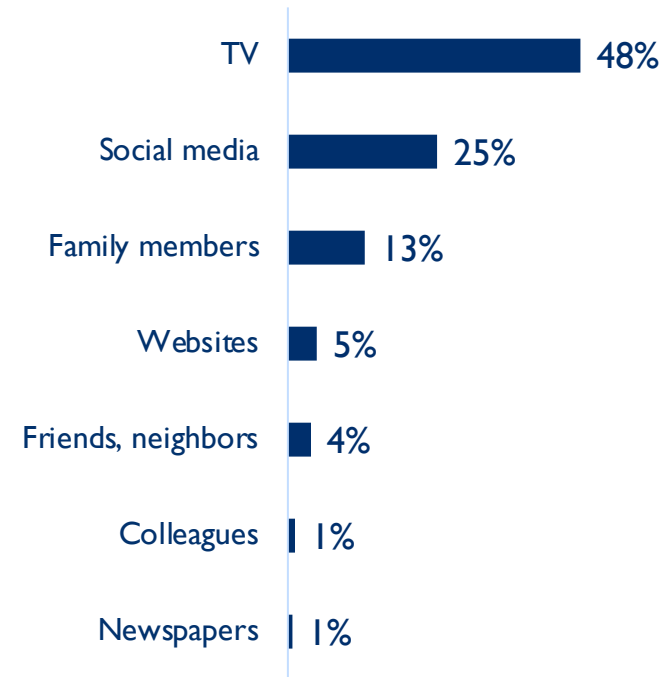


TV and social media are believed to be the biggest sources of disinformation

Where do you see most of this type [fake, misrepresents reality] of news and information?



What are your main sources of information for receiving news?



Media consumption



TV is the most popular media platform

Thinking about the past month, on average, how often have you accessed the following media platforms?



85%

watches TV at least once a week



71%

uses social media at least once a week



56%

uses online media at least once a week



8%

reads print media at least once a week

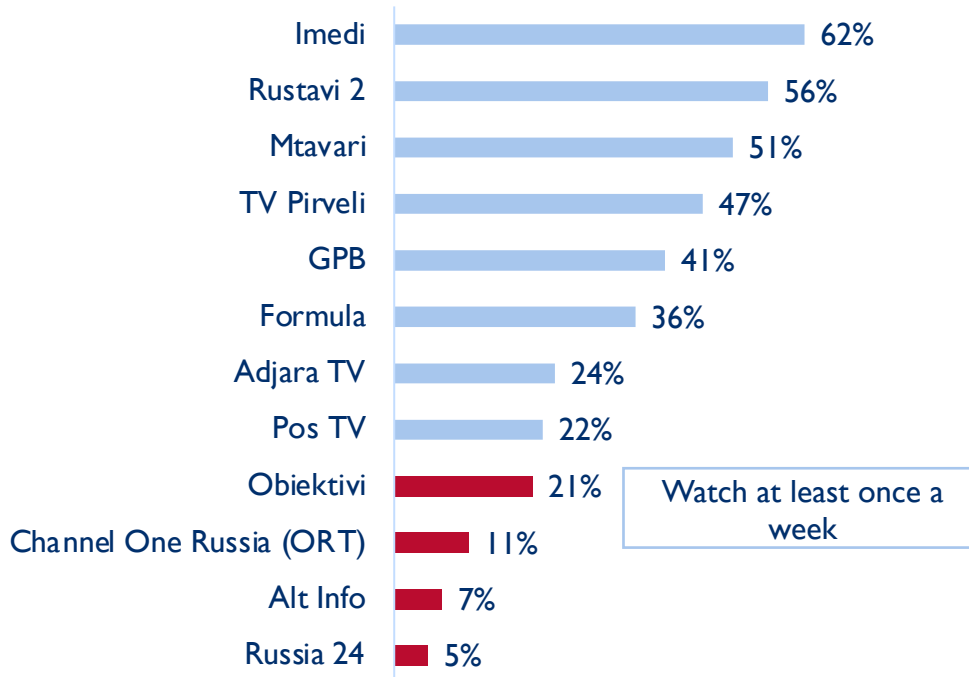


7%

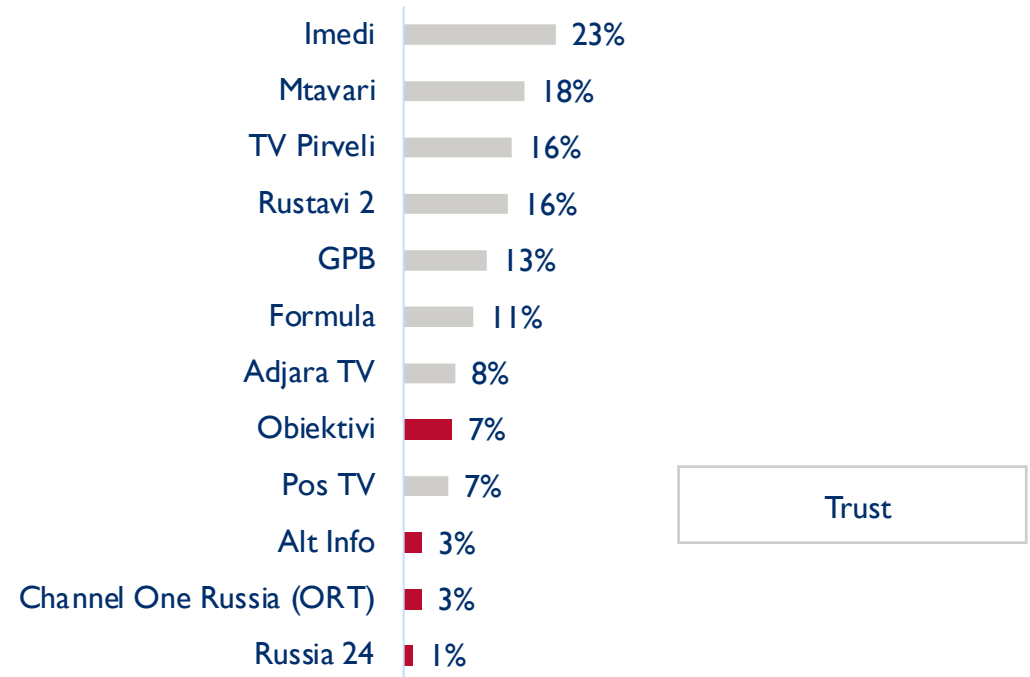
listens to radio at least once a week

Russian and Pro-Russian TV channels are the least popular

How often do you watch the following TV channels?



How much do you trust or distrust each station for news and information about current events.



In total, 30% of the population watches at least 1 pro-Russian channel every week

30%

Of population watches at least one pro-Russian* TV channel at least once a week

*Obiektivi, Alt Info, Channel One Russia, Russia 24

11%

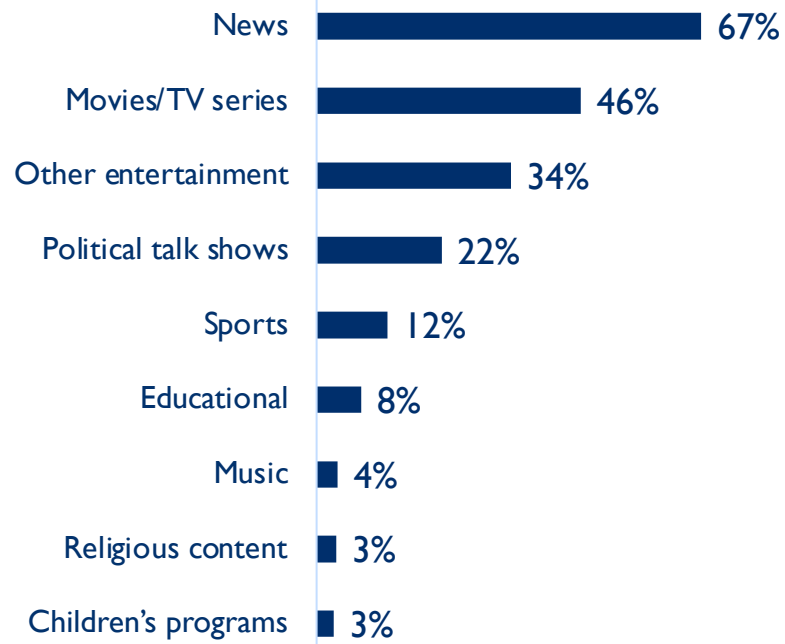
of population says they trust at least one pro-Russian* TV channel

*Obiektivi, Alt Info, Channel One Russia, Russia 24

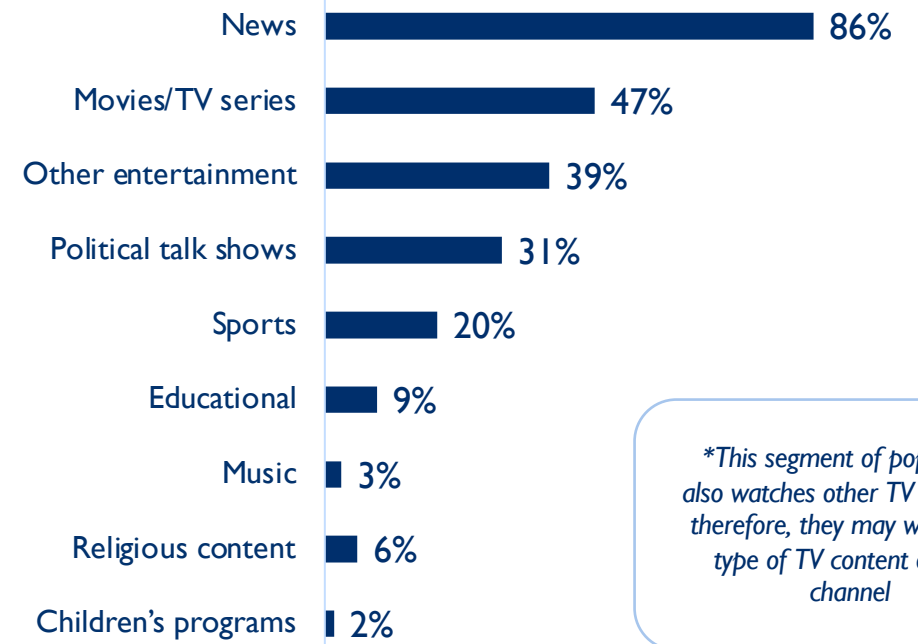
The segment of population that watches pro-Russian channels every week are more interested in news

Please select the main type of TV show you watch on TV

Whole population (100%), excluding occupied territories

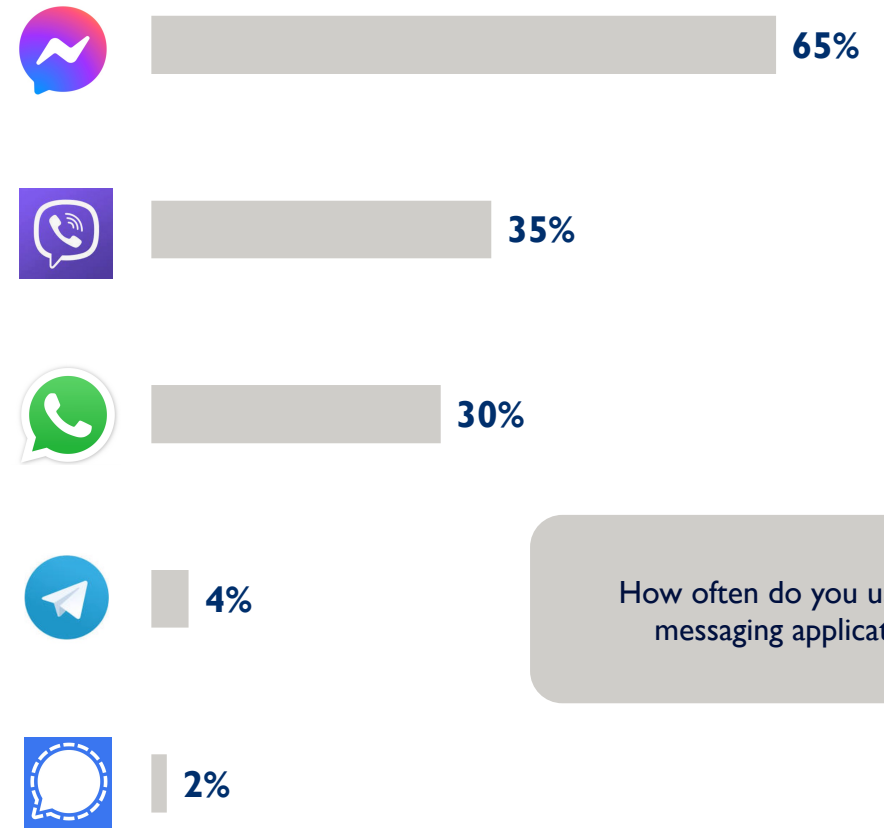
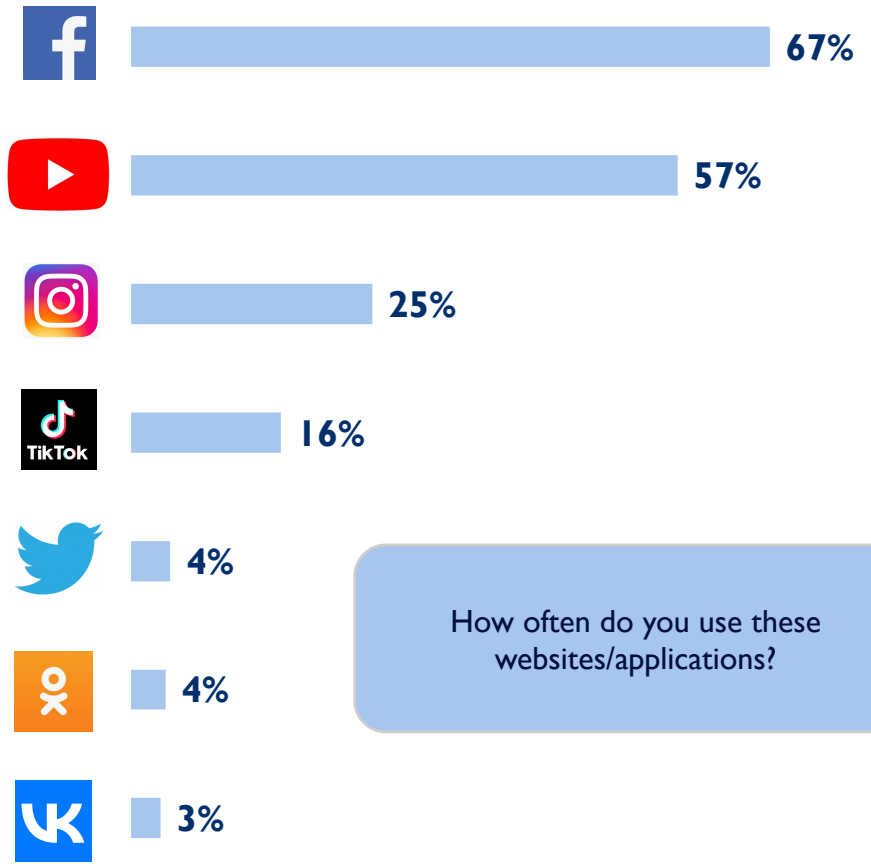


30% of population, which watches pro-Russian TV channels (Obiektivi, Alt Info Channel One Russia, Russia 24) at least once a week



**This segment of population also watches other TV channels, therefore, they may watch any type of TV content on any channel*

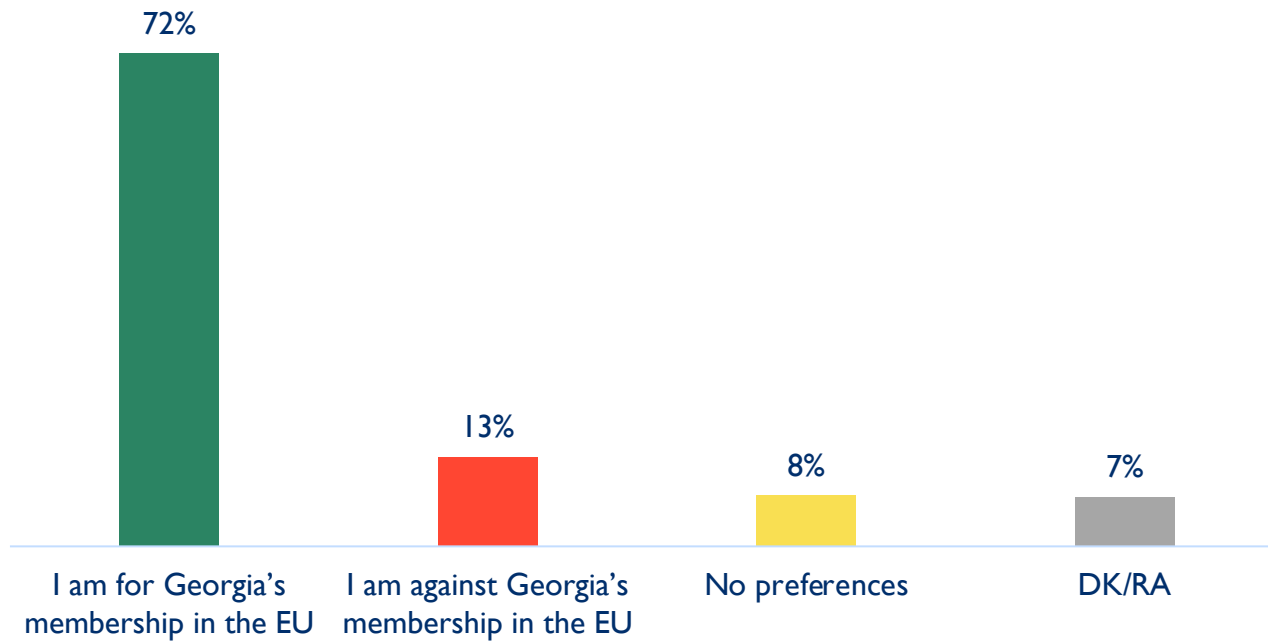
Consumption of social media and instant messaging applications – at least once a week



Attitudes towards Western integration



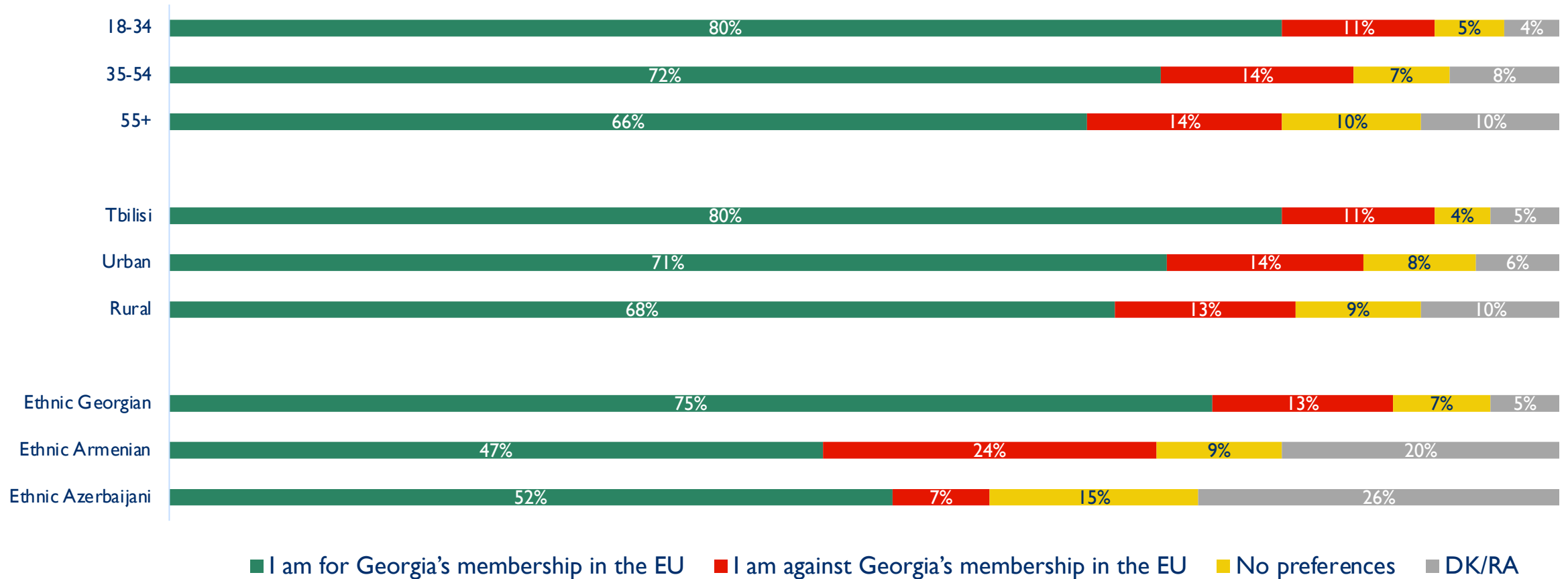
The majority of population wants Georgia to join the EU



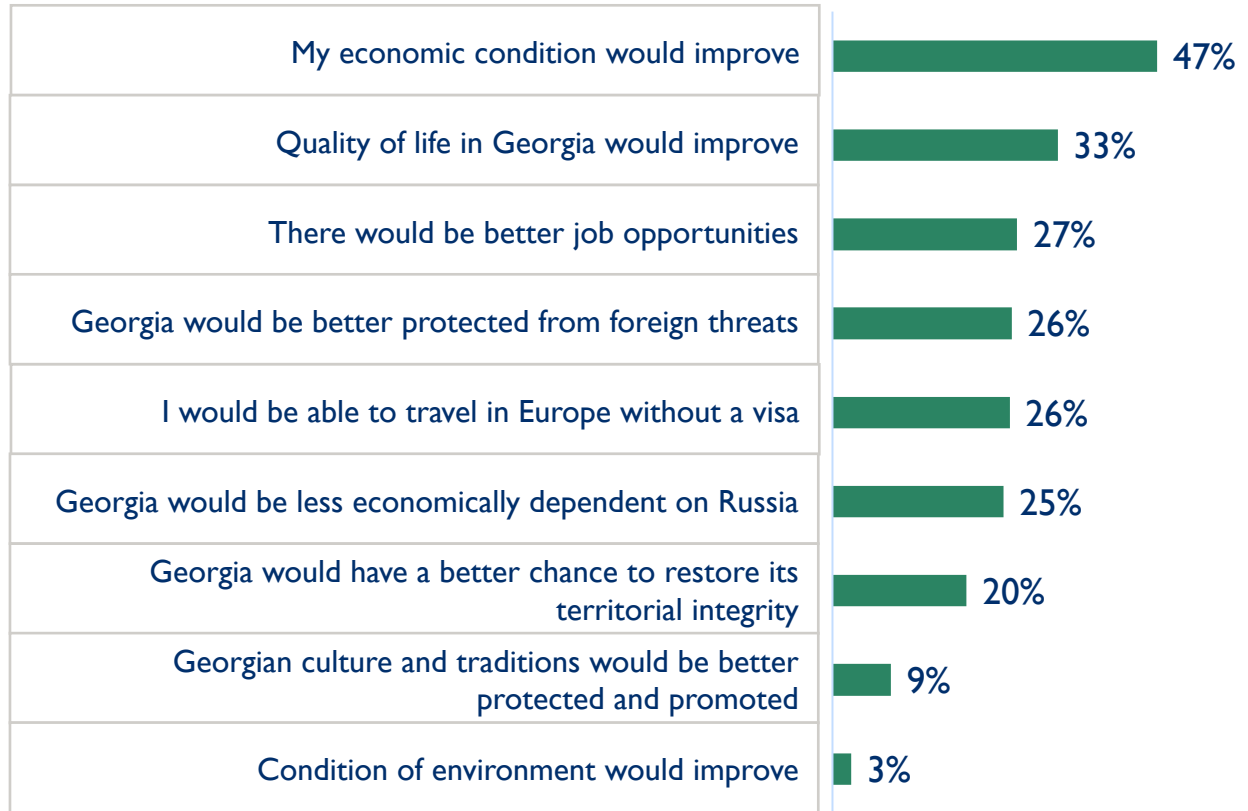
Please tell me whether you are for or against Georgia's membership in the European Union

Willingness to join the EU according to the demographic characteristics of the population

Please tell me whether you are for or against **Georgia's membership in the European Union**



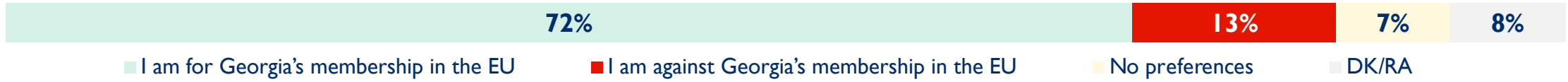
Better economic conditions are the main motivation for the population to join the EU



What are the main reasons why you are for Georgia's membership in the European Union? Please choose up to three reasons.

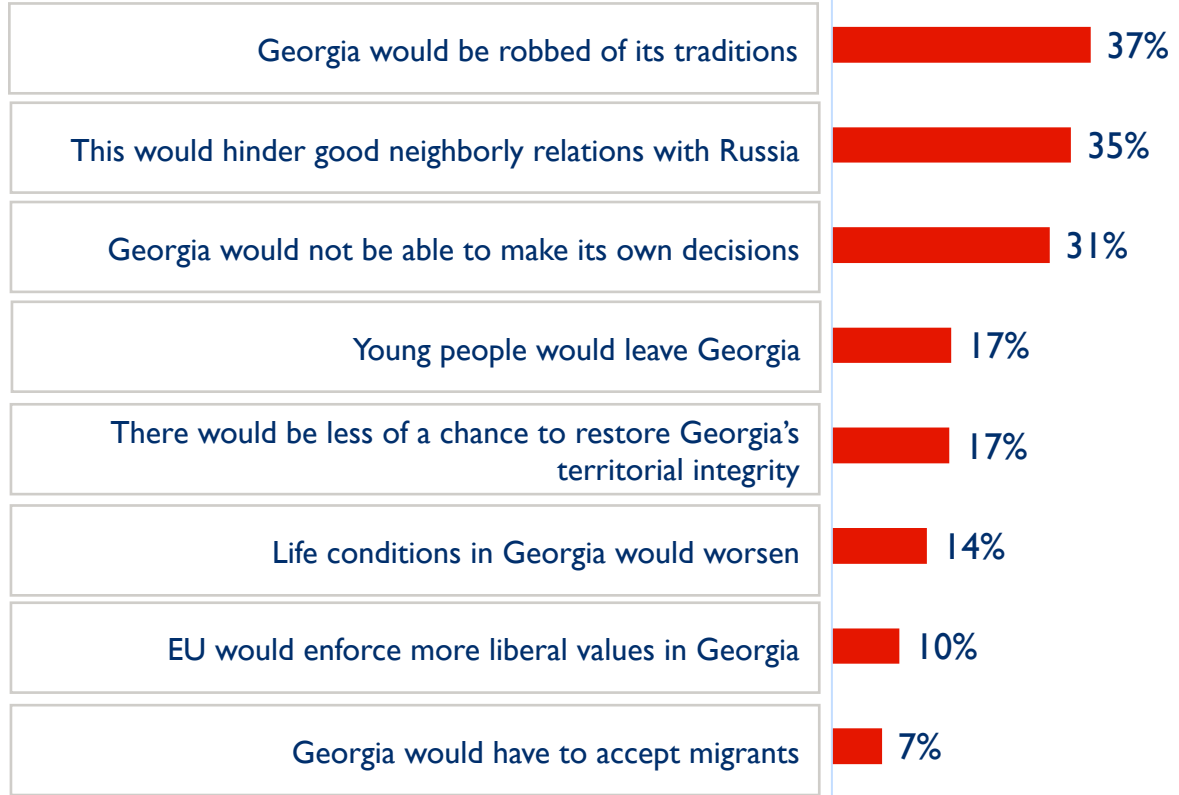
[Asked to the 72% of the sample who would like to join the EU]

The 13% of the population opposes EU membership mainly because of fear of losing traditions and independence

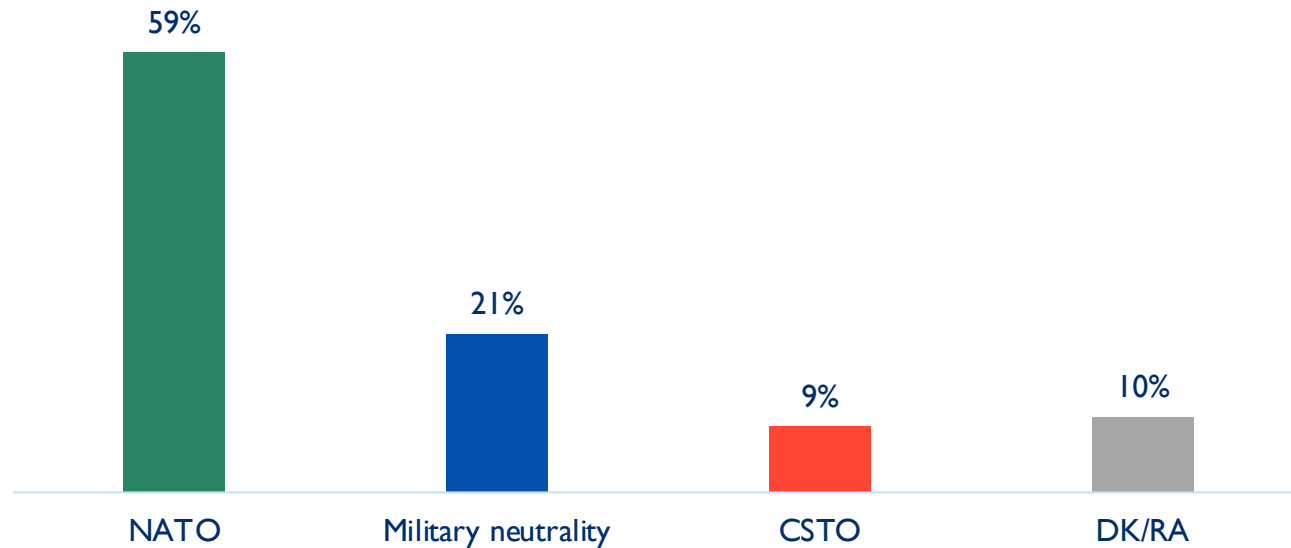


What are the main reasons why you are against Georgia's membership in the European Union? Please choose up to three reasons.

[Asked to the 13% of the sample who would not like to join the EU]



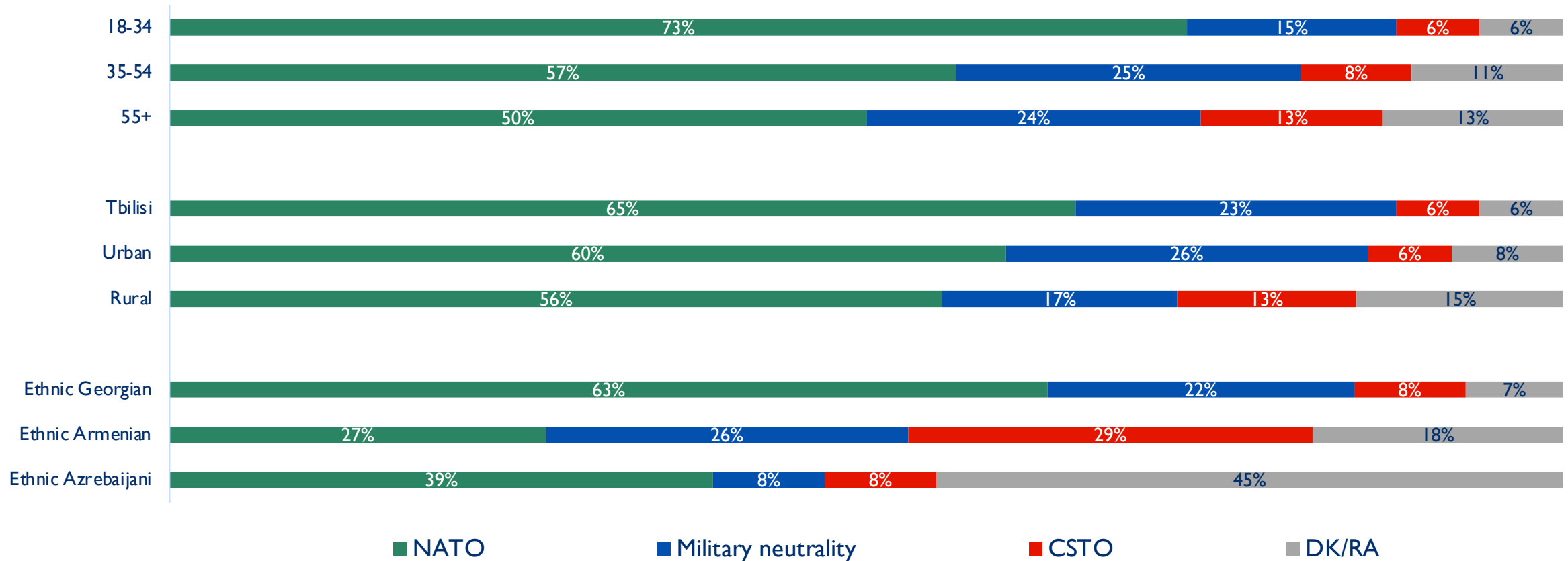
The majority of population wants Georgia to join NATO



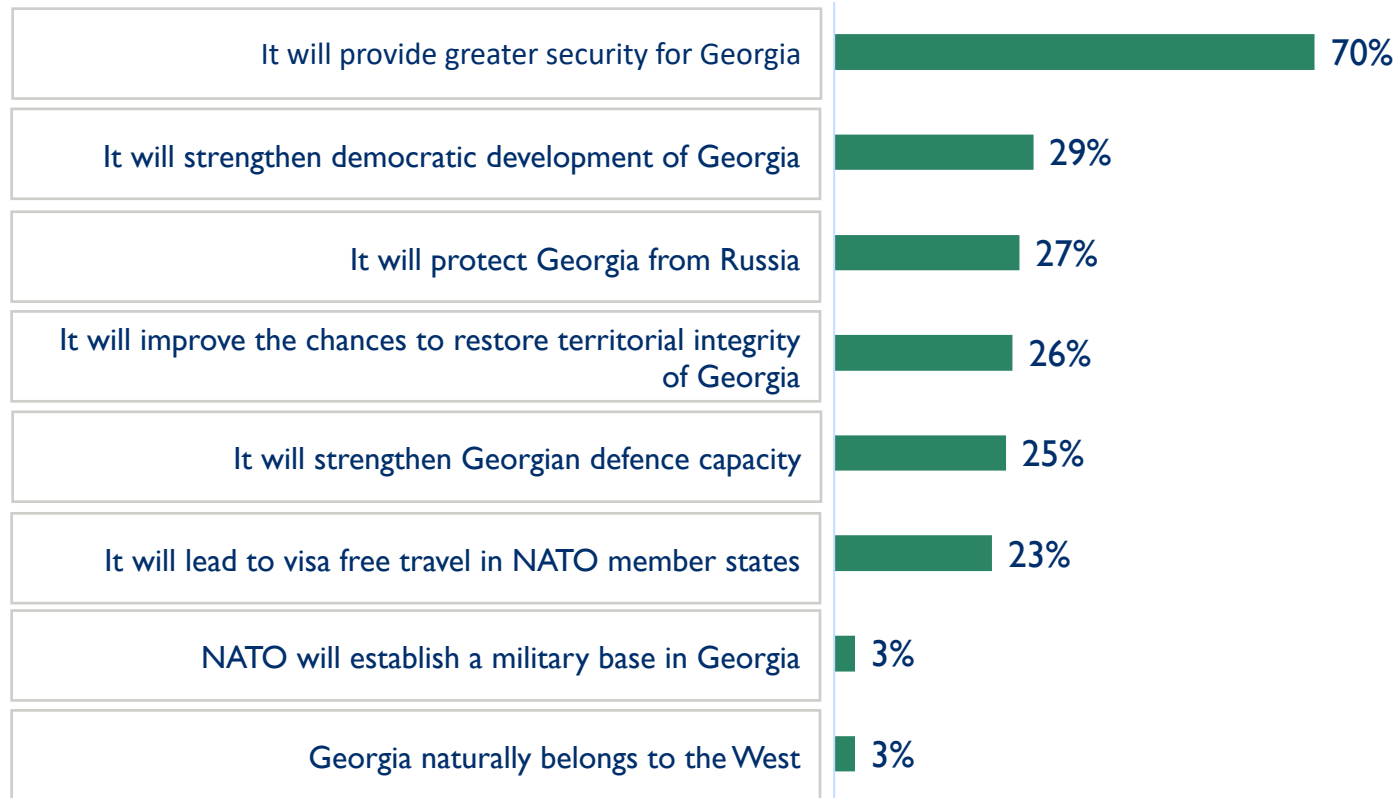
In your opinion, should Georgia **join NATO**, **declare military neutrality** meaning that it is not aligned with NATO or any other military alliance, or **join the Russian led Collective Security Treaty Organization (CSTO)**?

Willingness to join NATO according to the demographic characteristics of the population

In your opinion, should Georgia **join NATO**, declare **military neutrality** meaning that it is not aligned with NATO or any other military alliance, or **join the Russian led Collective Security Treaty Organization (CSTO)**?



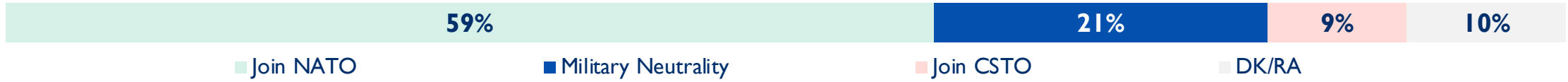
The main motivation for the population to join NATO is security



**What are the main reasons you think Georgia should join NATO?
Please choose up to three reasons.**

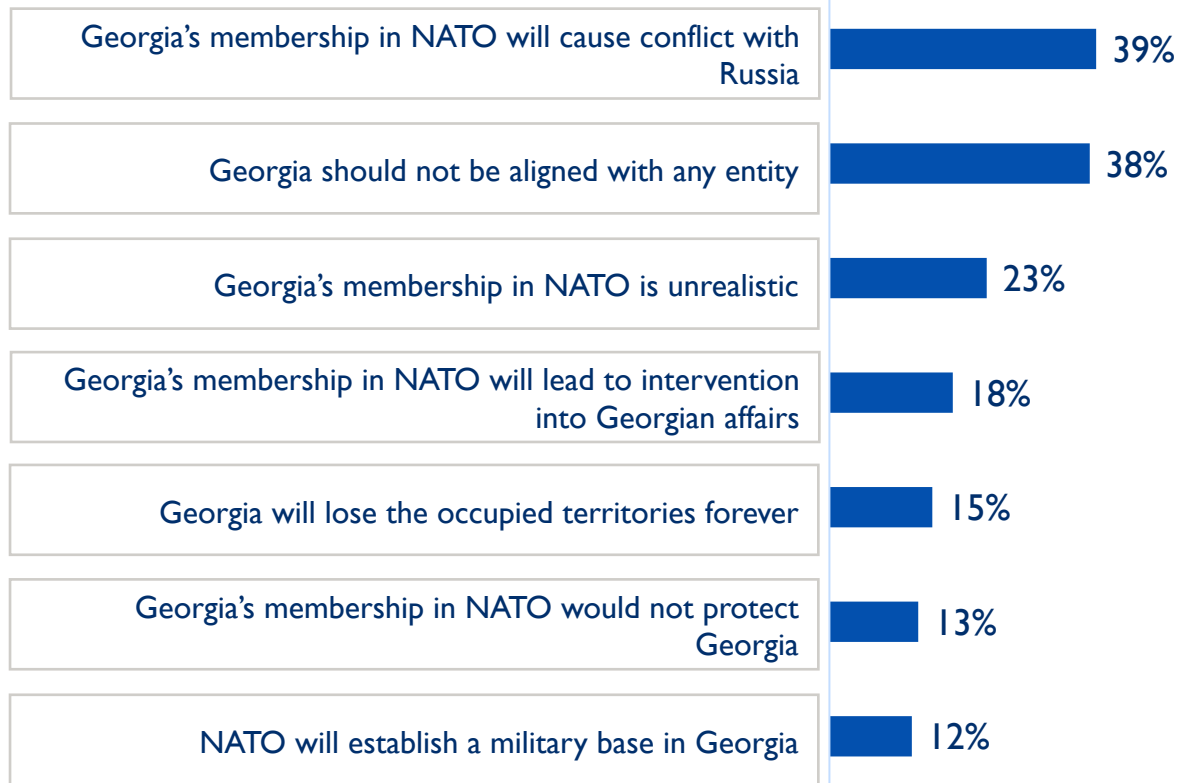
[Asked to the 59% of the sample who would like to join NATO]

Most of those who want to declare military neutrality, fear relations with Russia will deteriorate



What are the main reasons you would choose military neutrality over Georgia's membership of NATO? Please choose up to three reasons.

[Asked to the 21% of the sample who would like to declare military neutrality]

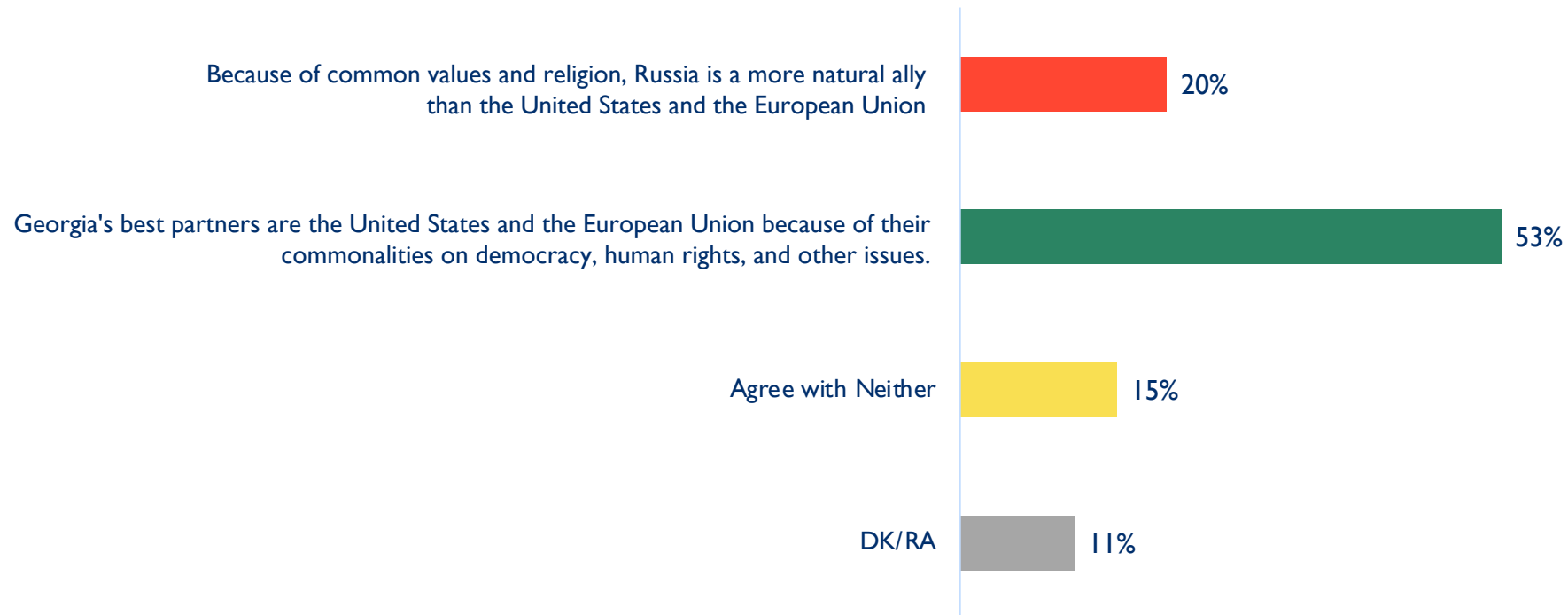


Choice between the West and Russia



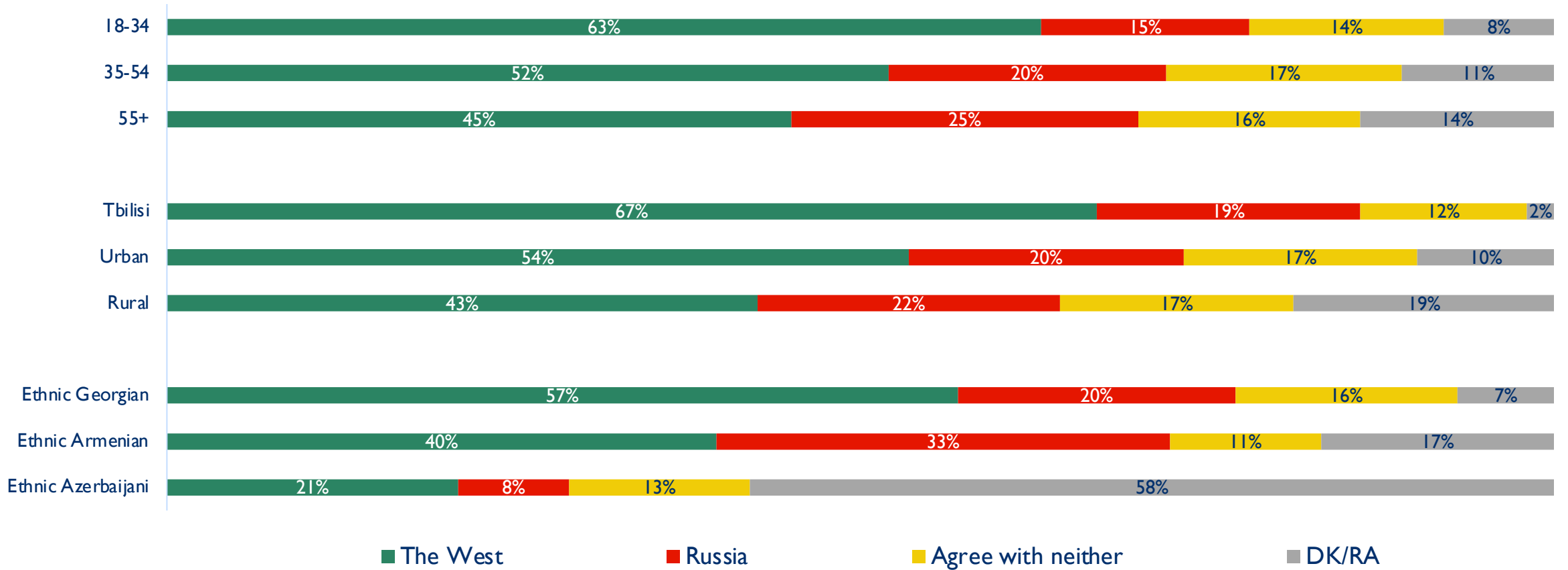
Most people think that the West is the best partner for Georgia

There are many views about whether Georgia should align itself with the EU and United States or with Russia. I will now show you two statements, please tell me which best represents your views



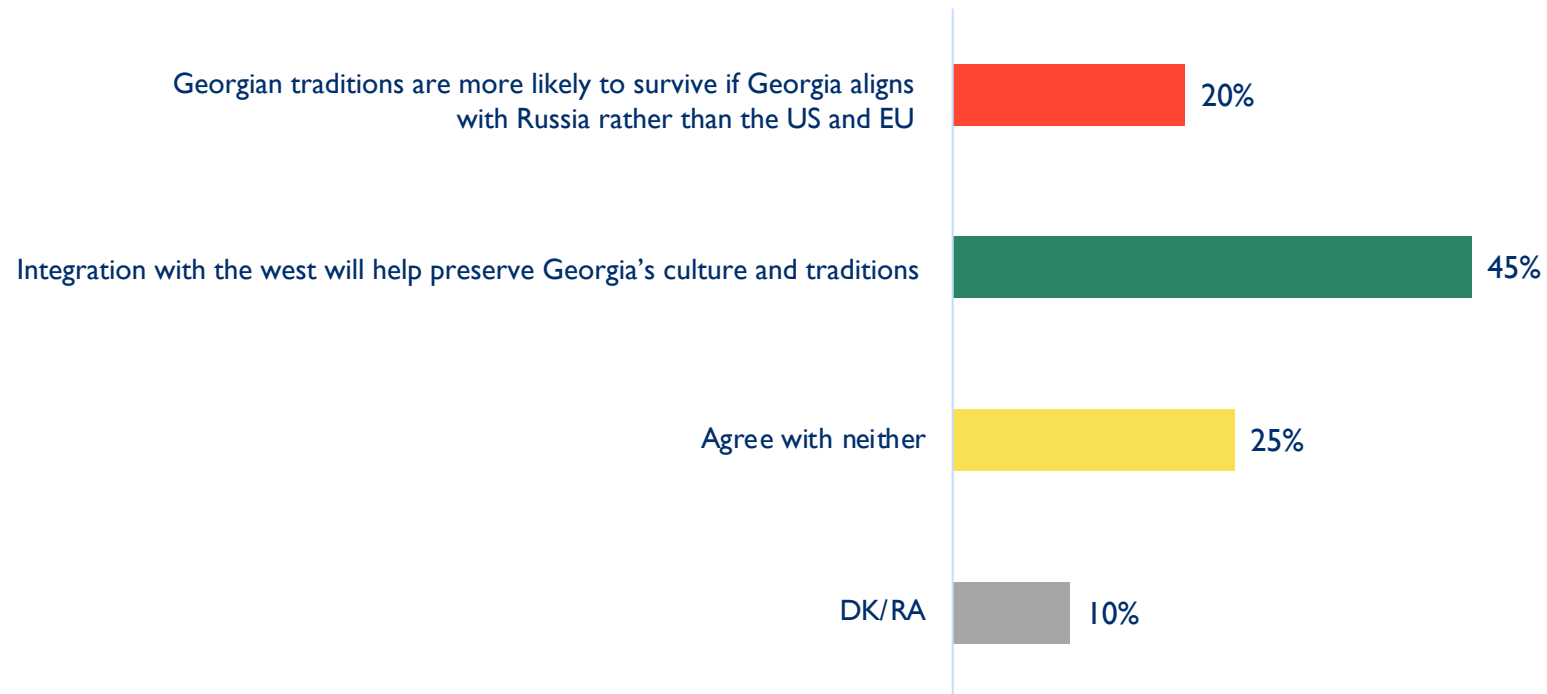
The West vs Russia - by demographic characteristics of the population

There are many views about whether Georgia should align itself with the EU and United States or with Russia.
I will now show you two statements, please tell me which best represents your views



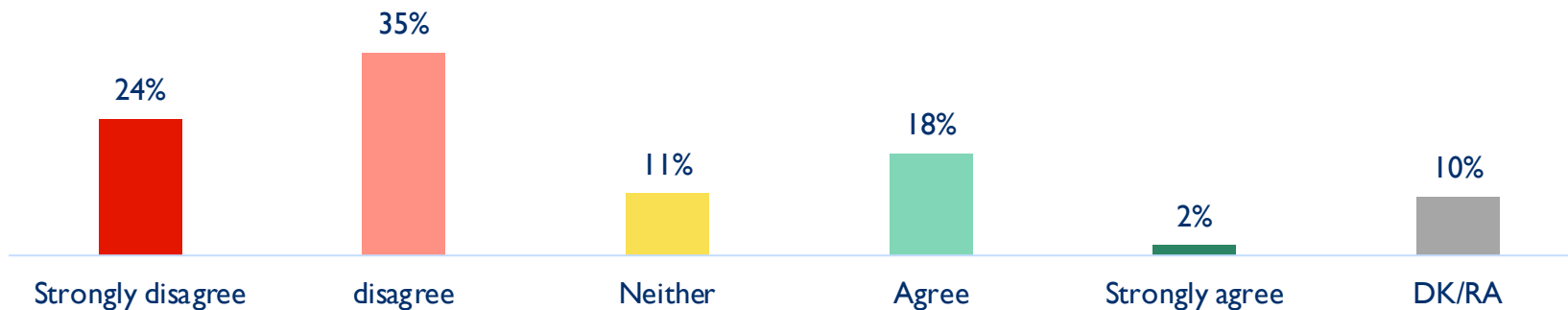
A large part of the population thinks that the best way to preserve traditions is to integrate with the West

There has been a large amount of conversation in society about Georgia's values and traditions as relates the West and Russia. I will now show you two statements, please tell me which best represents your views



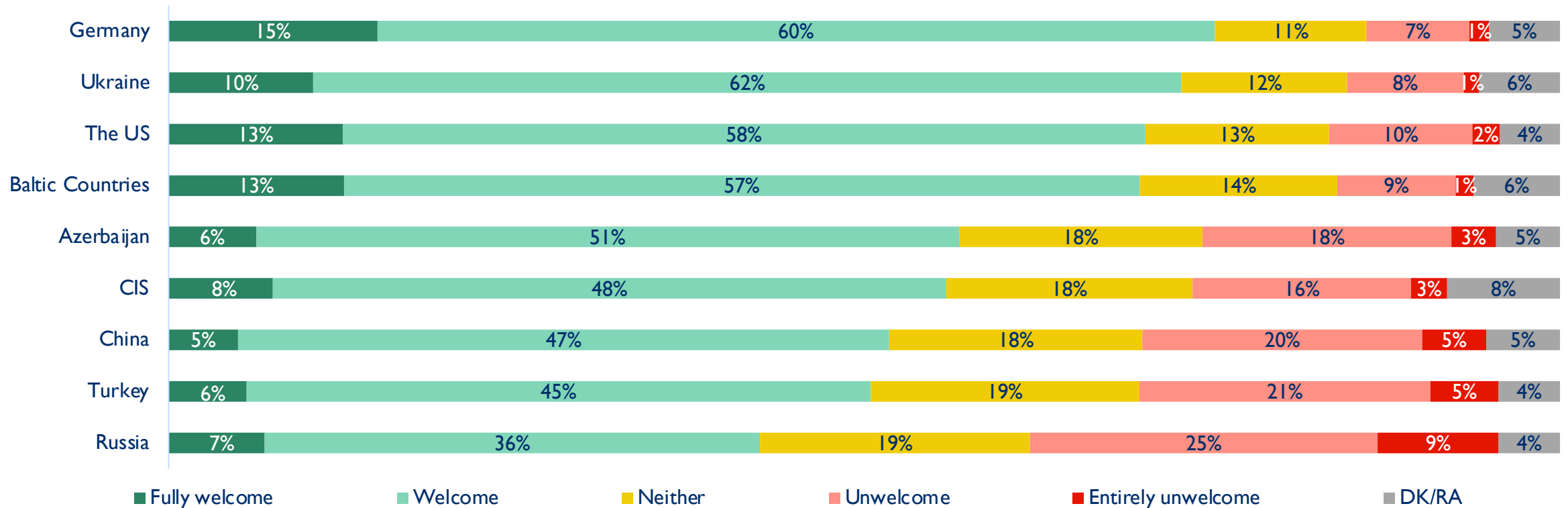
Majority of population thinks that Russia has no right to be annoyed by Georgia's attempts to join the EU and NATO

Please tell me how much you agree or disagree with the following statement:
Russia has the right to be angry about Georgia trying to join the EU and NATO



Western investments are most welcome by Georgian population

There are many views about foreign investments in Georgia. Please tell me on a five point scale, where 5 means fully welcome in all cases, and 1 means fully unwelcome in all cases, how acceptable foreign investment from the following countries in Georgia is to you

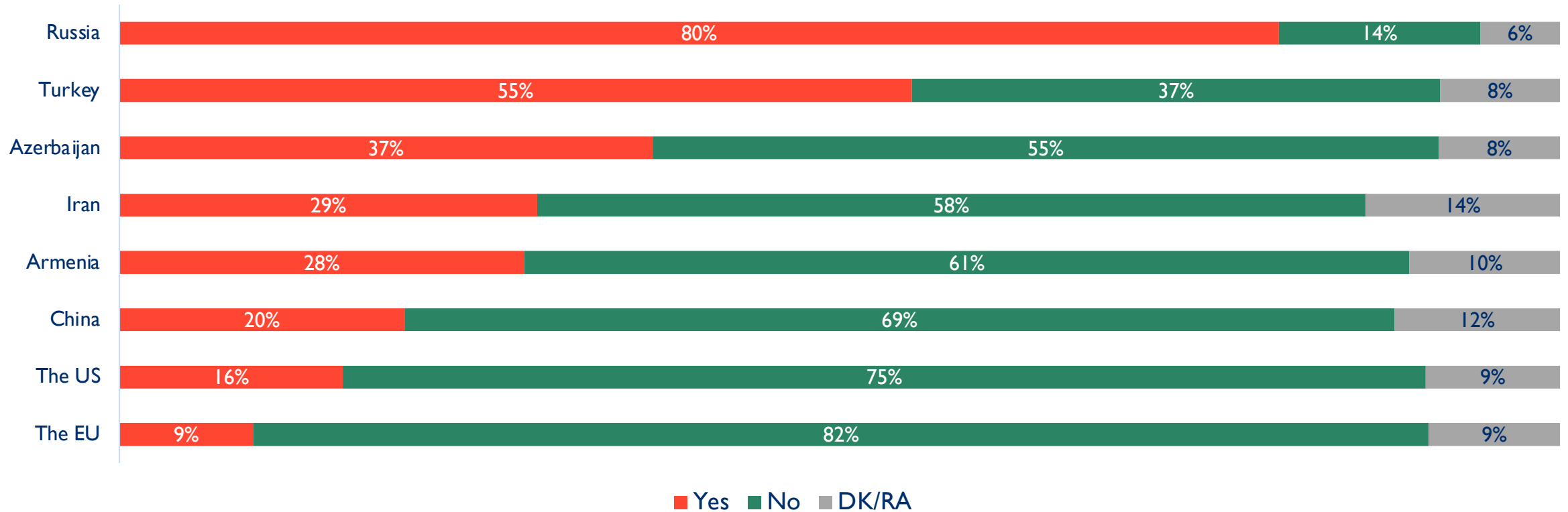


Attitudes towards Russia



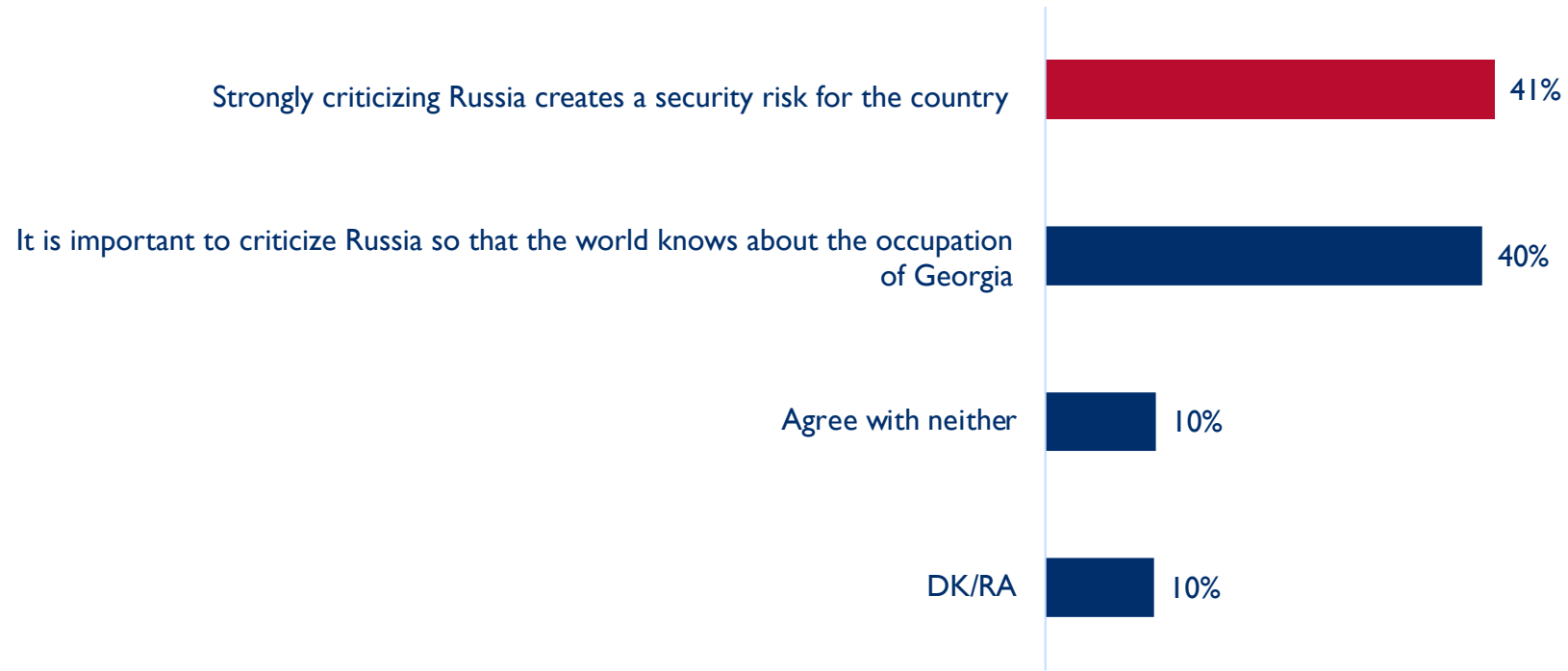
80% of the population considers Russia a threat to Georgia's territorial integrity

Do you consider the following to be a threat to Georgia's territorial integrity?



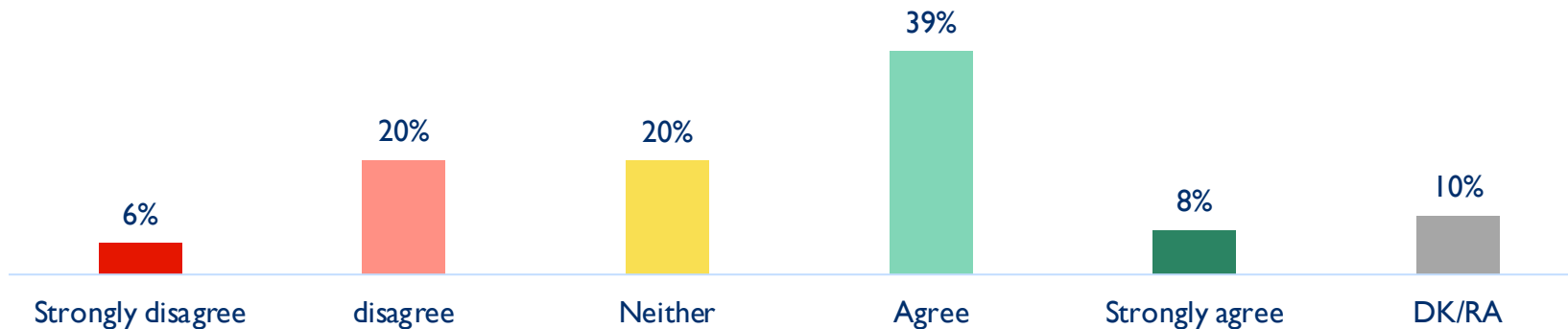
Public opinion is divided on what the state rhetoric towards Russia should be

There are many views in society about what type of attitude/approach Georgia should have towards Russia.
I will now show you two statements, please tell me which best represents your views on this issue



The position of cautious rhetoric towards Russia is largely determined by economic factors

Please tell me how much you agree or disagree with the following statement:
Georgia should avoid upsetting Russia in order to keep the flow of trade and tourists open

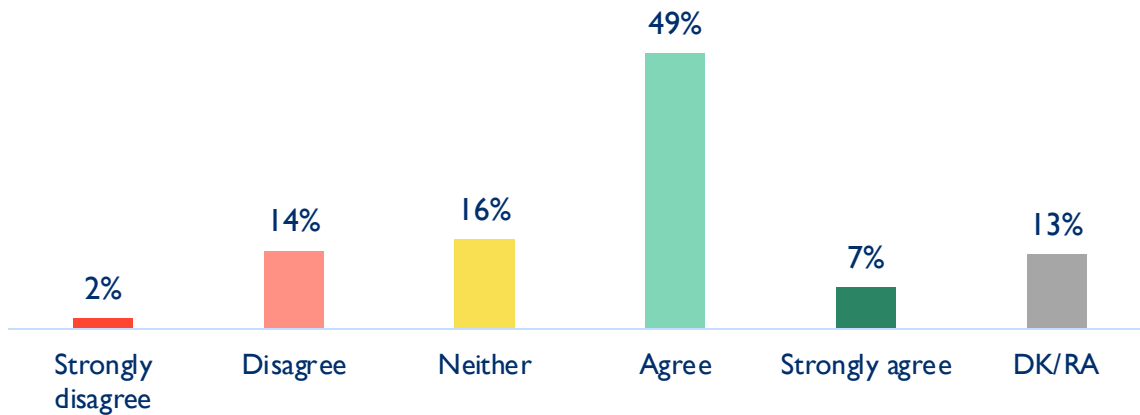


Attitudes towards propagandistic and disinformation narratives

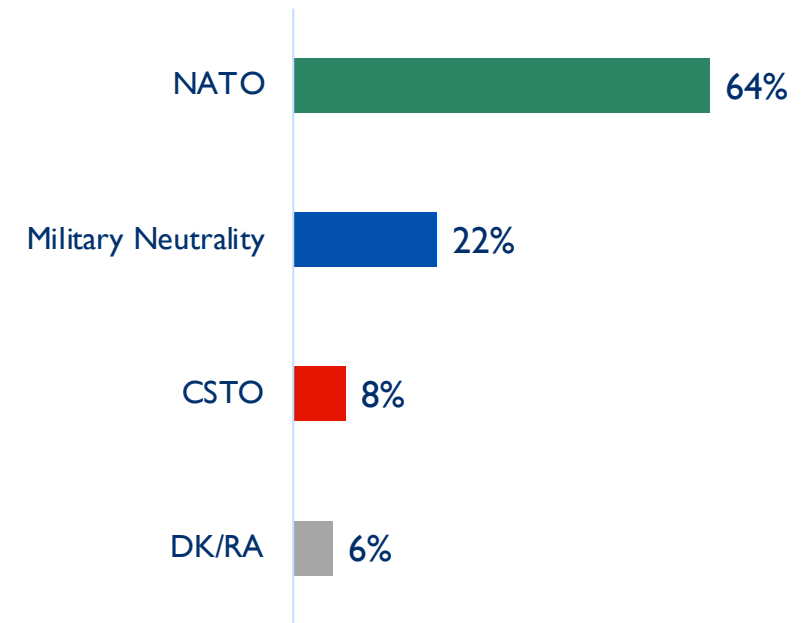


Although the majority of the population wants to join NATO, a large part sees the problem of territorial integrity as a hindering factor

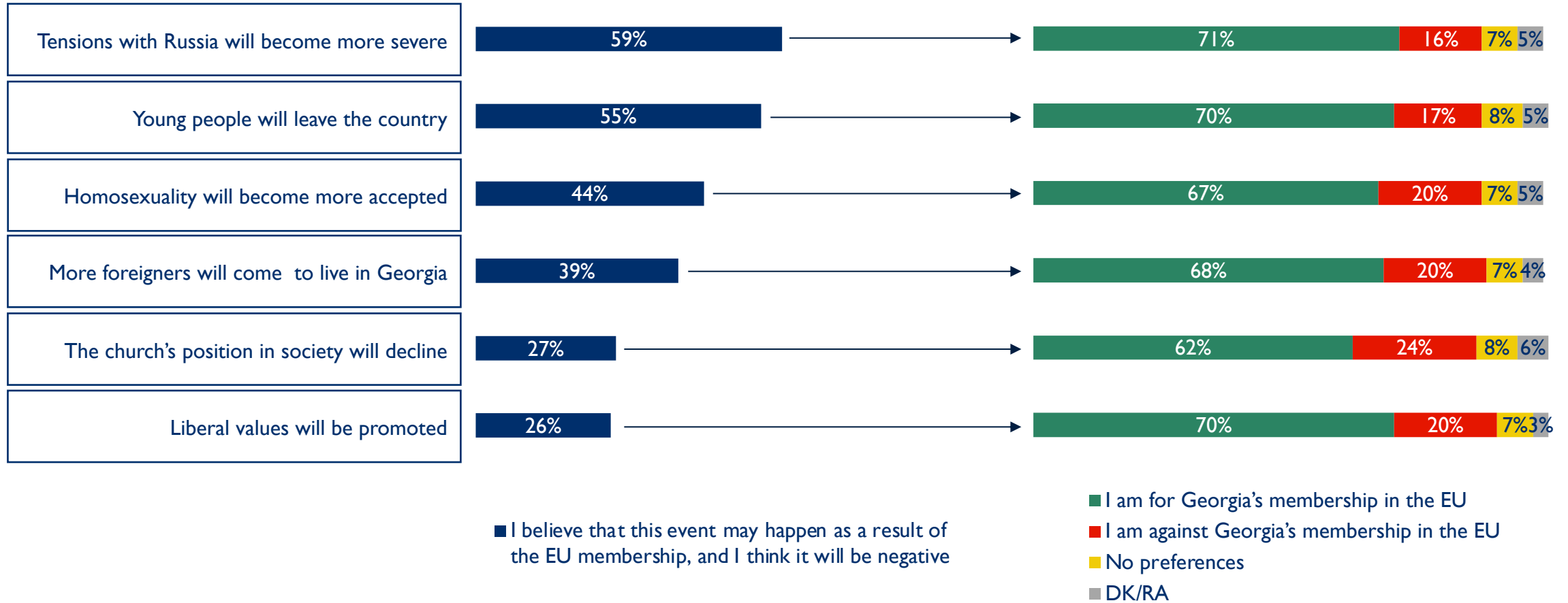
Please tell me whether you agree or disagree with the following statement:
Georgia's territorial problems make NATO integration impossible



Out of the 56% of population, which considers joining NATO unrealistic, **64% thinks that Georgia should join NATO**



Anti-Western propaganda presents various hypothetical consequences of EU integration to weaken EU support. Some of the consequences are a cause of concern to the population, but nonetheless, EU support is unwavering



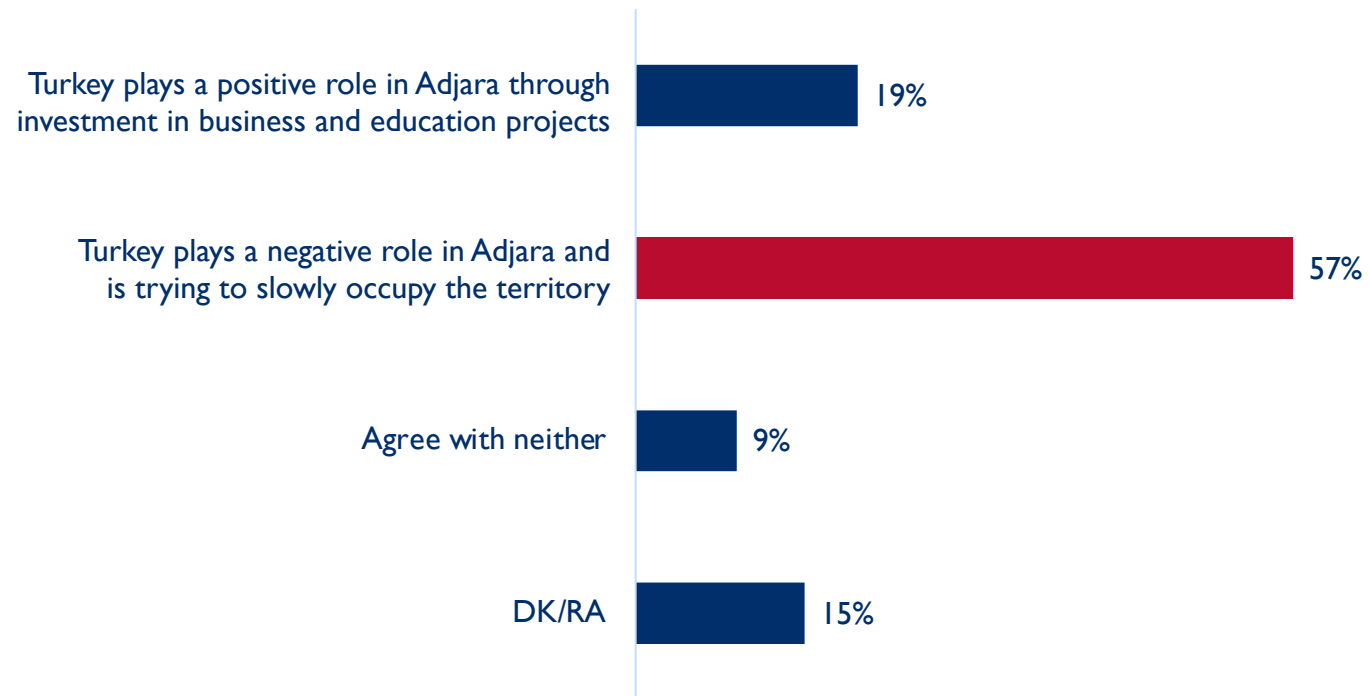
One third of the population is vulnerable to anti-US disinformation narratives

There are many views about the US-Georgia relationship. I will now show you two statements, please tell me which best represents your views



The majority of the population is vulnerable to anti-Turkish disinformation messages

There are many views about Turkey's role in Adjara. I will now show you two statements, please tell me which best represents your views



Soviet Union legacy



Most Georgians positively assess the Soviet period and believe that they were looked after better than today

How would you assess the period of the Soviet Union in Georgia's history? Would you say it was...

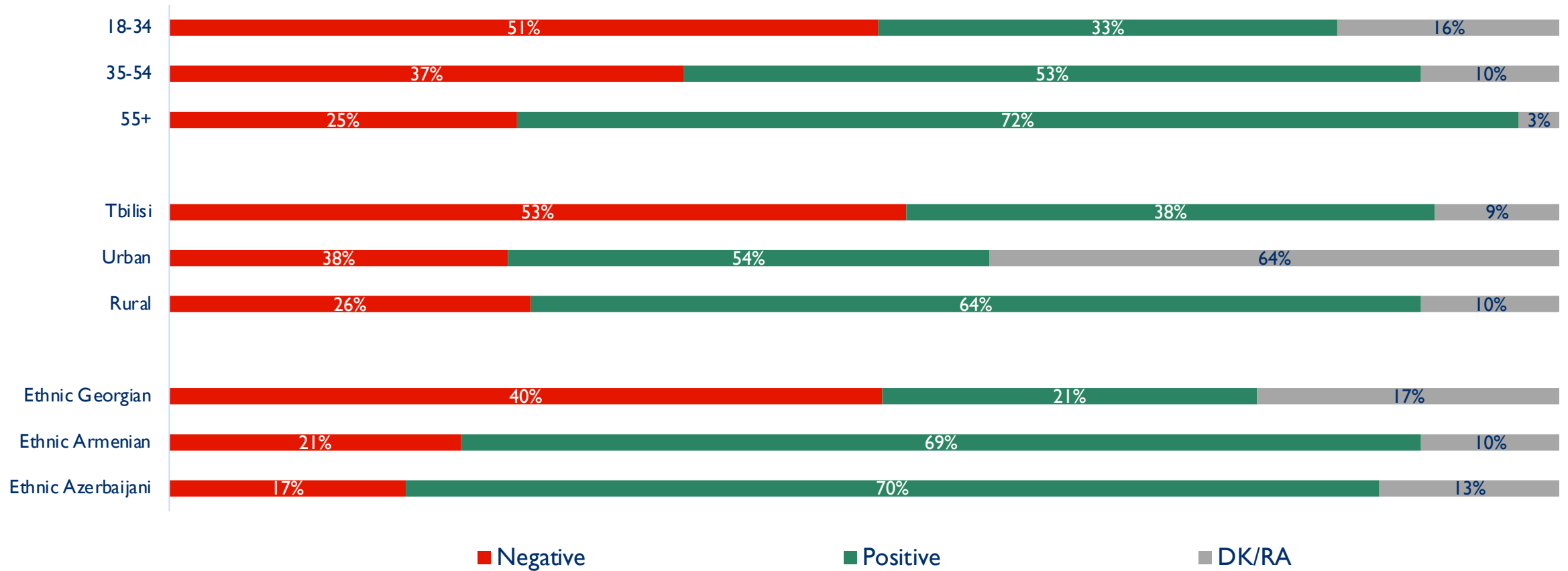


Please tell me how much you agree or disagree with the following statement:
In the Soviet Union people like me were looked after better than today



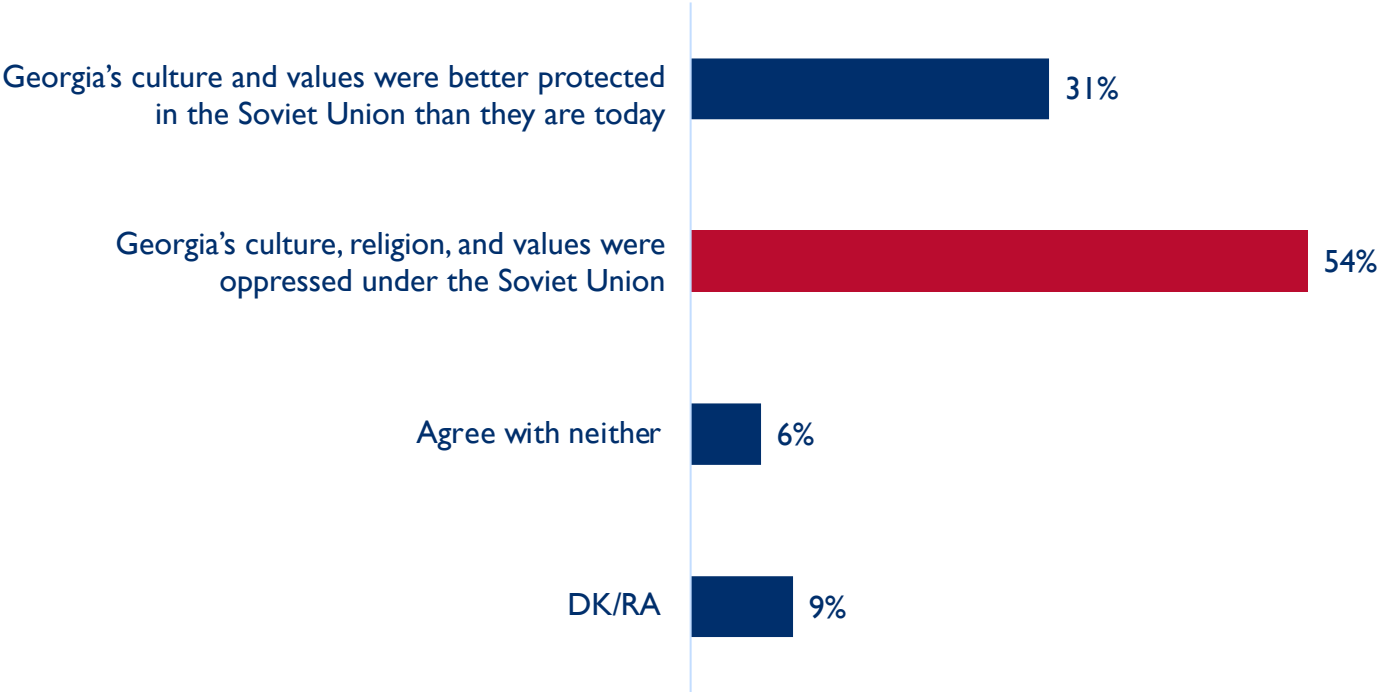
Assessment of the Soviet period according to demographic characteristics

How would you assess the period of the Soviet Union in Georgia's history? Would you say it was...



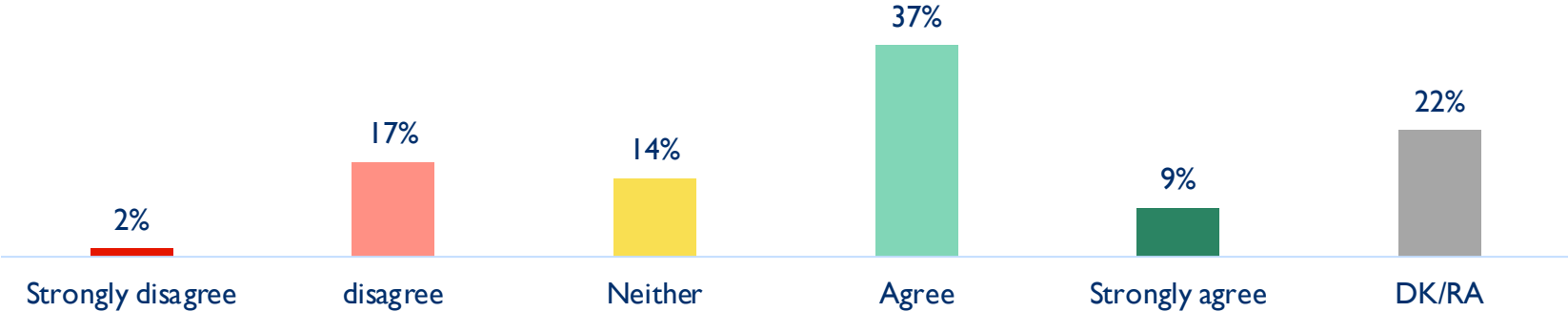
Majority of population thinks that Georgian culture, religion and values were oppressed in the Soviet Union

There has been a large amount of conversation in society about the Soviet Union. I will now show you two statements, please tell me which best represents your views.



The majority of the population believed that people in the West had better opportunities than in the Soviet Union

Please tell me how much you agree or disagree with the following statement:
People like me had better opportunities in the west than in the Soviet Union



Assessment of Stalin are conflicting

Please tell me how much you agree or disagree with the following statements:

A Georgian patriot should be proud that Stalin was Georgian



It's hard to assess the legacy of Stalin, there were pluses and minuses to his rule



Stalin was a wise leader, who brought the Soviet Union to might and prosperity



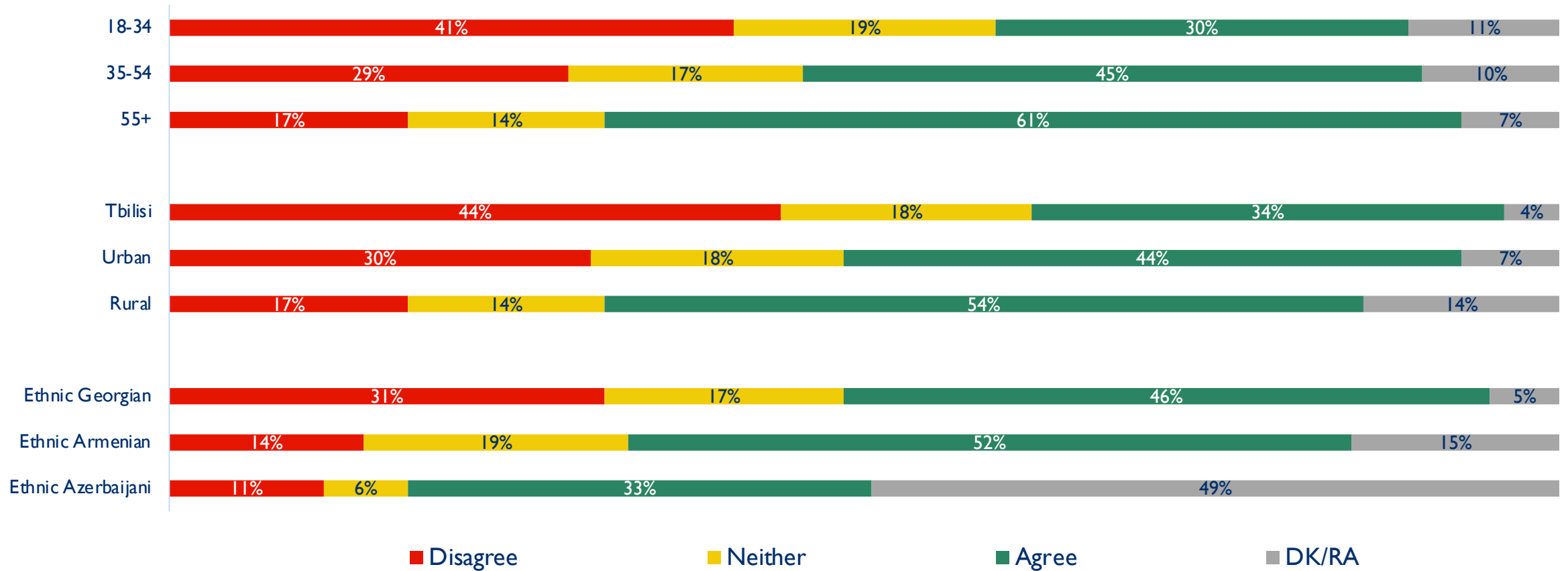
Stalin was a tyrant, who is responsible for the deaths of millions of innocent people



■ Strongly disagree
 ■ disagree
 ■ Neither
 ■ Agree
 ■ Strongly agree
 ■ DK/RA

Assessment of Stalin legacy according to demographic characteristics

Please tell me how much you agree or disagree with the following statement:
A Georgian patriot should be proud that Stalin was Georgian

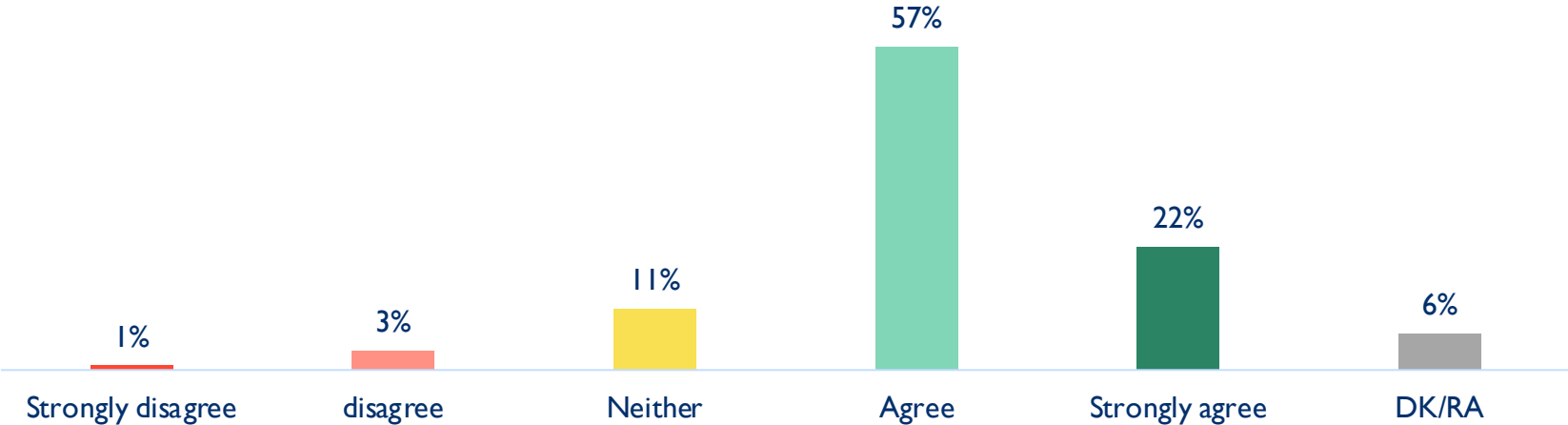


Attitudes towards domestic political processes



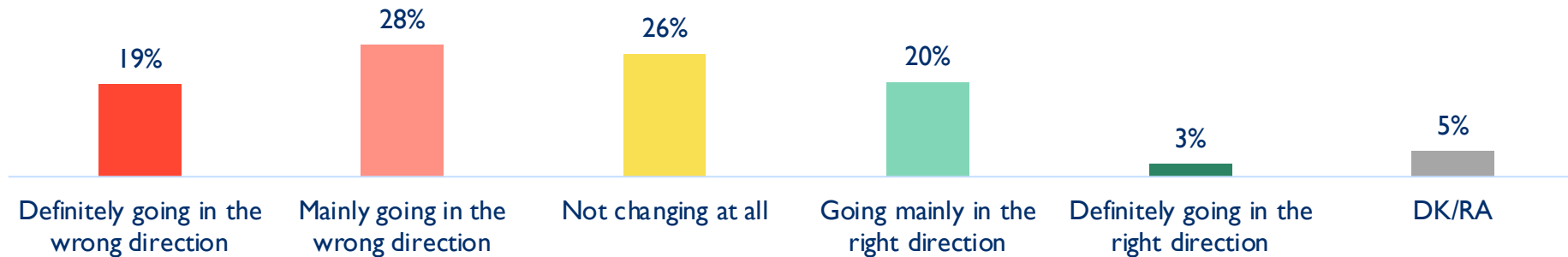
According to the majority of the population, democracy is the best choice for Georgia

Please tell me how much you agree or disagree with the following statement:
Democracy is the best choice for Georgia



47% believe that Georgia is going in the wrong direction

There are different opinions regarding the **direction in which Georgia is going**.
Which one do you agree with? Georgia is...



A large part of the population thinks that political parties do not represent their interests properly and elections are not held fairly

Please tell me how much you agree or disagree with the following statement:

Political parties and leaders represent people like me



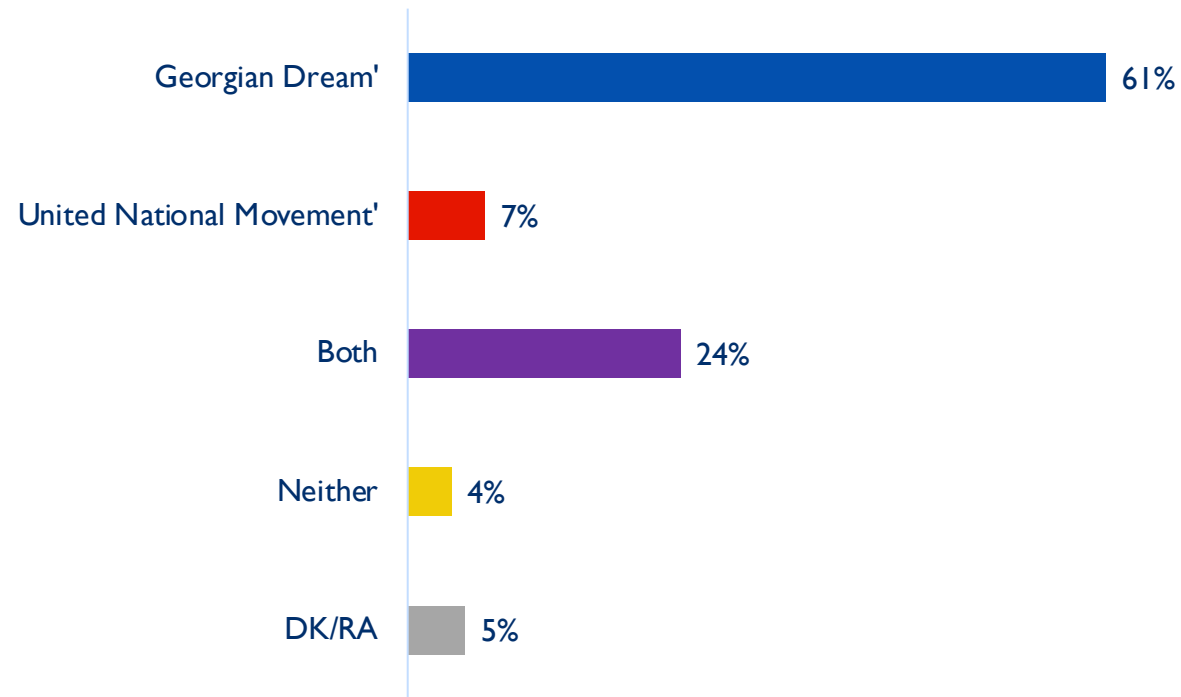
Elections in Georgia are fair



■ Strongly disagree ■ disagree ■ Neither ■ Agree ■ Strongly agree ■ DK/RA

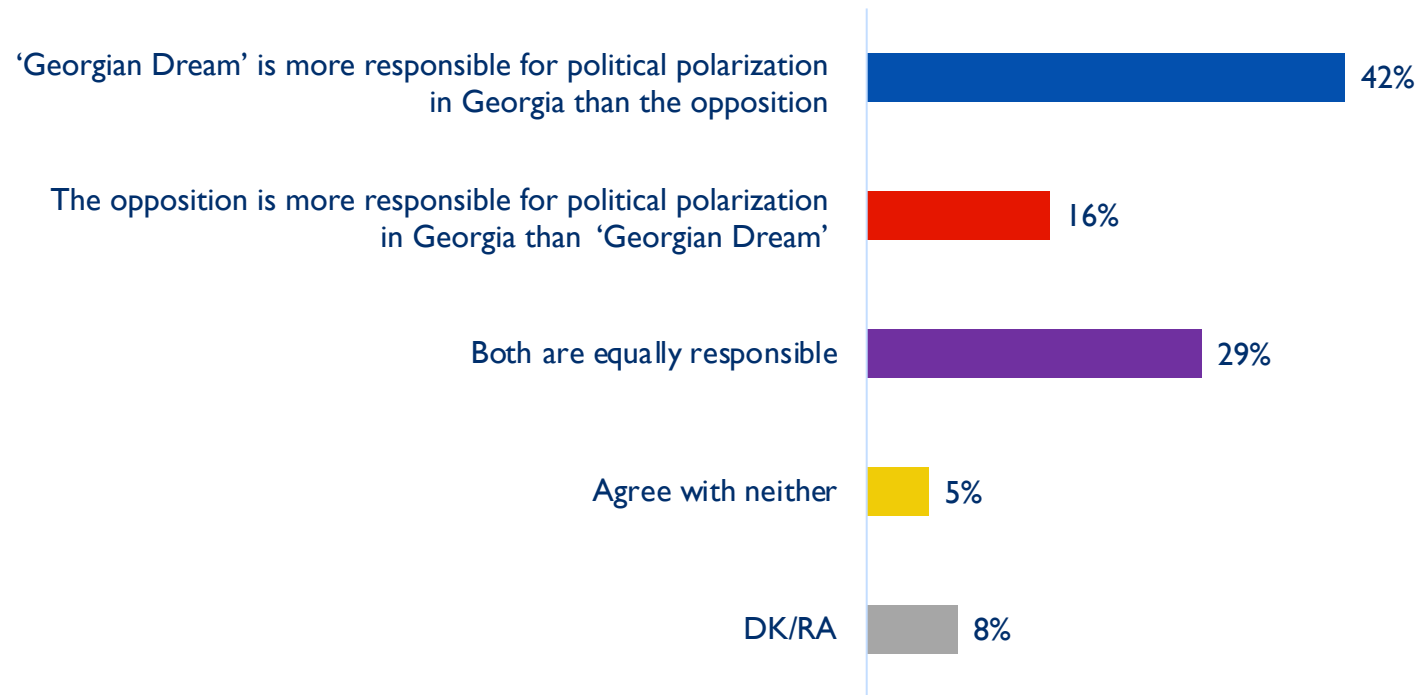
Majority of the population blames the problems on 'Georgian Dream' more than 'United National Movement'

Georgia has many social and economic problems currently. Do you think that the Georgian Dream or the United National movement is more responsible for today's **social and economic problems**?



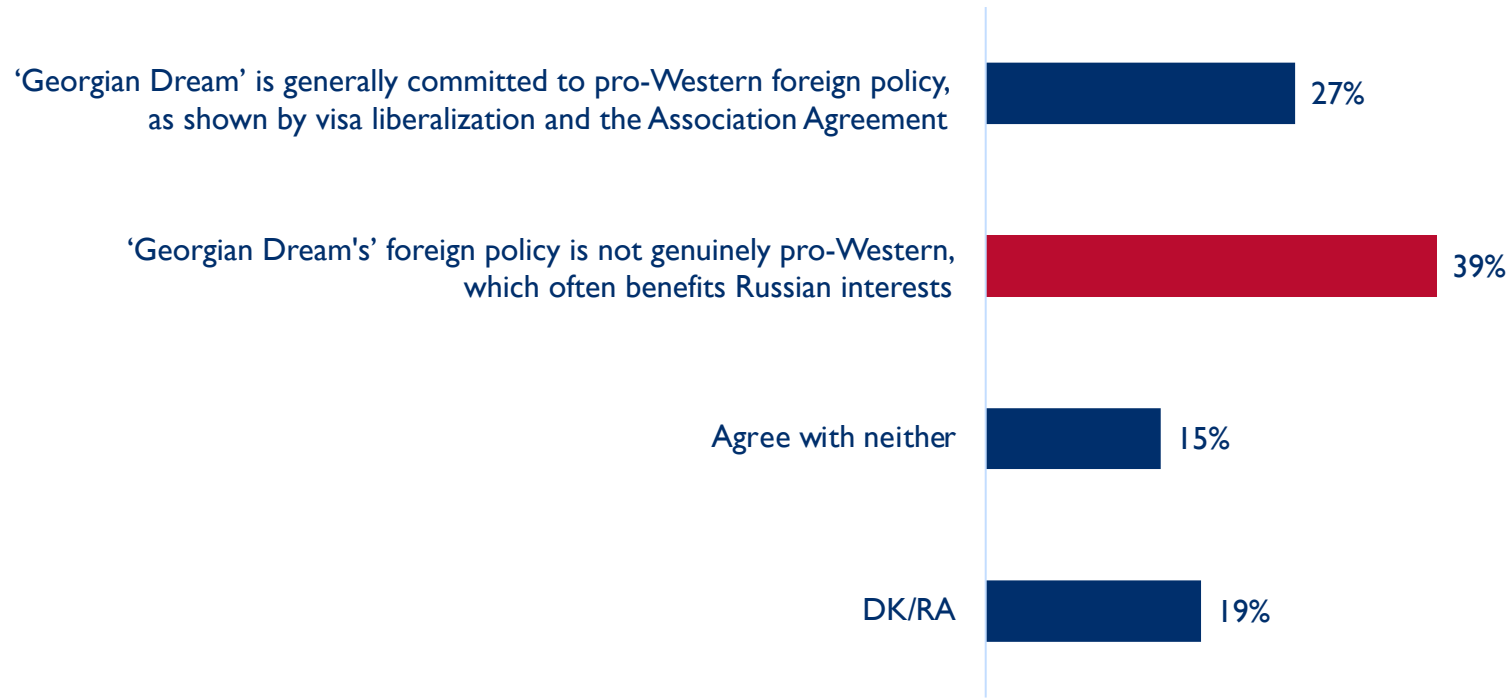
Larger part of the population blames 'Georgian Dream' for the political polarization more than the opposition, 29% believe that both sides are equally responsible

I will now show you two statements about **political polarization**, please tell me which best represents your views



A large part of the population thinks that the foreign policy of 'Georgian Dream' often benefits Russian interests

There are many views in society about Georgian Dream's Foreign Policy. I will now show you two statements, please tell me which best represents your views on this issue.



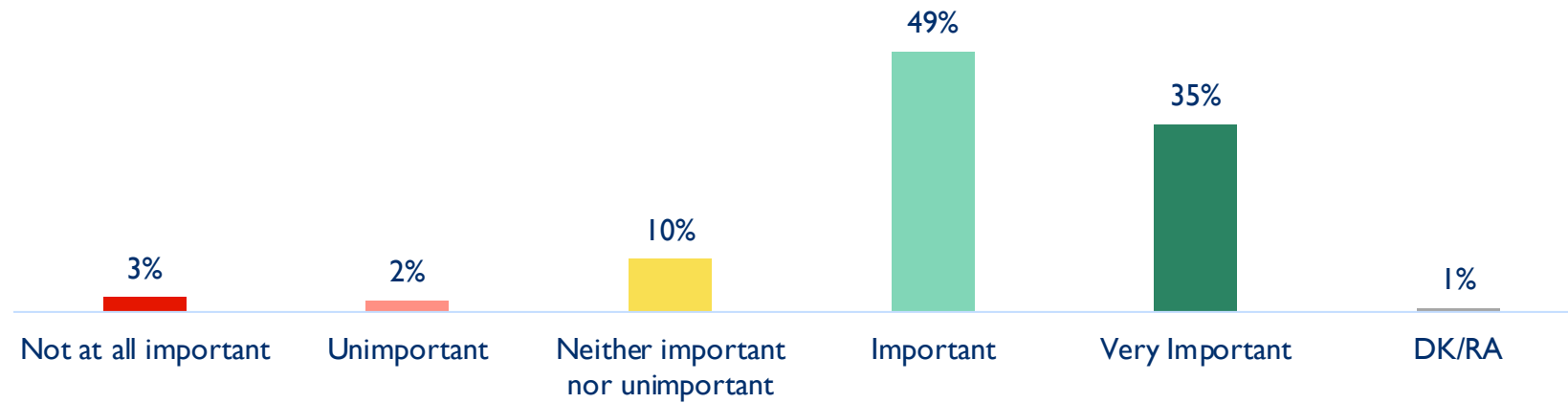
Religiosity



Most Georgians say that religion is important to them

How important or unimportant is religion in your life?

**The question was asked by 99% of respondents who answered that they have a religion*



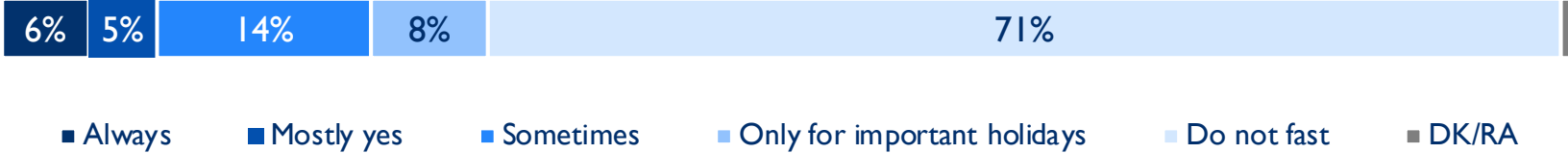
The majority of the population has no religious leader, does not attend religious services and does not fast

* These questions were asked by 93% of respondents who answered that religion is neither important nor unimportant/important/very important to them.

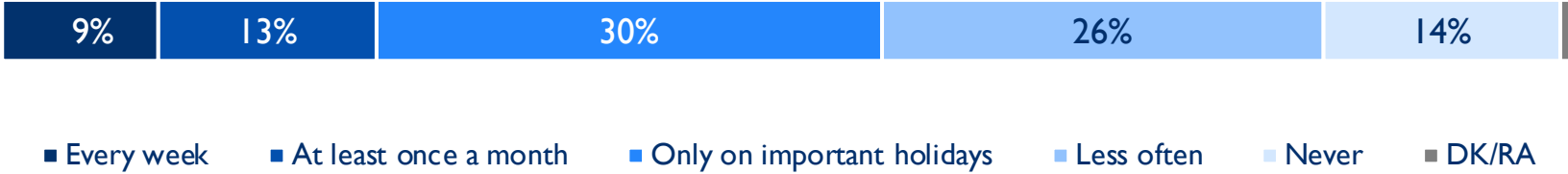
Do you have a religious leader?



How often do you fast for religious reasons?



How often do you go to church?



Thank you!

