

Sturdy and dignified, like a lion

Poll finds Moldovans share the same values as the EU

Strong and authoritative, like a lion: this was one of the recurring associations made by opinion leaders in Moldova, when asked which animal the European Union could be compared to, and why – “*the king of animals*,” said a number of respondents. The next most frequent associations were the horse, the elephant and the dog.

The question – which uses a projective association technique aimed at revealing the true feelings of the respondent – was part of an **EU-funded survey of attitudes** towards the EU, carried out across the Neighbourhood partners.

The survey – a baseline study of 103 opinion leaders, followed up by an opinion poll questioning 400 members of the general public – found a **strong affinity of values with the European Union, and an overwhelming desire from greater EU involvement across a range of sectors.**

Good relations

While **opinion leaders** in Moldova are generally positive about their country’s relations with the EU, this is below the high average for the ENPI East countries: 58% say that Moldova has good or fairly good relations with the EU (vs. 83% for ENPI East average), a situation apparently attributed to their government’s attitude, with only 33% saying the Moldovan government is facilitating the action of the EU in the country.

The **general public** is more upbeat. A large majority of respondents (71%) feel that Moldova and the EU have a good relationship, with only 12% saying that relations between the two are fairly bad (11%) or very bad (1%).

EU involvement in Moldova

Perceptions of the EU’s involvement in Moldova are similar across both groups. Both opinion leaders (83%) and the general public (81%) feel the EU **helps the promotion of democracy** in Moldova through its cooperation activities, while both groups overwhelmingly feel the EU can help promote peace and stability in the country (79% of the general public and 83% of opinion leaders, above the ENPI East average of 73%), and the region (71% of the general public and 86% of opinion leaders).

While opinion leaders feel the EU does not have the appropriate level of involvement in the country (only 41% agree), what they clearly want is **more EU cooperation**, not less. Both groups would like the EU to play a greater economic role (89% of the general public and 90% of opinion leaders), with trade, regional cooperation and the promotion of democracy also high on the list of priorities.

Knowledge of the EU

While a large proportion of **opinion leaders** claim to be familiar or very familiar with the EU (77%), those actually having the knowledge they claim is significantly lower (60%). On the positive side, 4% overestimated the range of EU financial support, indicating potentially a generally positive predisposition towards EU and its actions in the country.

Within the **general public**, more than half (51%) say that they are familiar with the EU.

About the project

The results are part of the **EU-funded Opinion Polling and Research (OPPOL)** project carried out across the countries benefiting from the [European Neighbourhood and Partnership Instrument \(ENPI\)](#) – the main financial mechanism through which assistance is given to the [European Neighbourhood Policy \(ENP\)](#) Partner Countries, as well as Russia.

The project aims to generate better information about awareness, understanding and perception of the European Union and the role it plays in the partner countries. The first phase of the project was a **baseline study**, which interviewed **103 opinion leaders** to evaluate their perception, knowledge and appraisal of the EU, and start to understand their way of getting information. It was followed up by an **opinion poll** questioning **400 members of the general public**. Two more opinion polls will follow.

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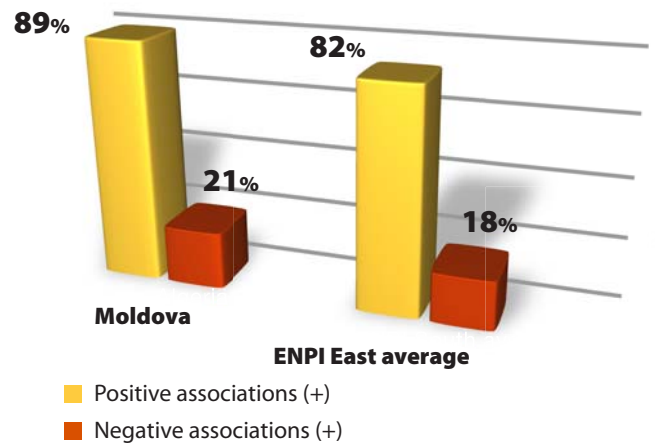


Moldova

Series: Perceptions of the EU in Neighbourhood Partner countries

Projective association of the EU

Opinion leaders were asked to reply to an open-ended question that used a projective associations technique to uncover the image of the EU, aimed to reveal the true thoughts and feelings of the respondent. Among the questions was which animal the EU could be compared to, and why. The most frequent response was the **lion**, followed by the **horse**, the **elephant** and the **dog**.



Top spontaneous projective associations of the EU

Top 10	+/-	Moldova	ENPI East	+/-
1	+	Strong, powerful and big	Strong, powerful and big	+
2	+	Wise and intelligent	Friendly	+
3	+	Honesty, Trust	Wise and intelligent	+
4	+	Friendly	Work	+
5	+	Good, positive	Good, positive	+
6	+	Helpful and useful	Not to be trusted/cunning	-
7	+	Work	Helpful and useful	+
8	-	Distant	Slow	-
9	+	Reliability	Honesty, Trust	+
10	+	Goal orientated	Goal orientated	+

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How do personal values match up to the perceived values of the EU?

For the Moldovan **general public**, there is a remarkably close match between personal values and perceived EU values, with the top five almost identical

	Personal values	Perceived EU values
Human Rights	1	1
Economic Prosperity	2	3
Democracy	3	2
Peace and Security	4	4
Individual Freedom	5	5



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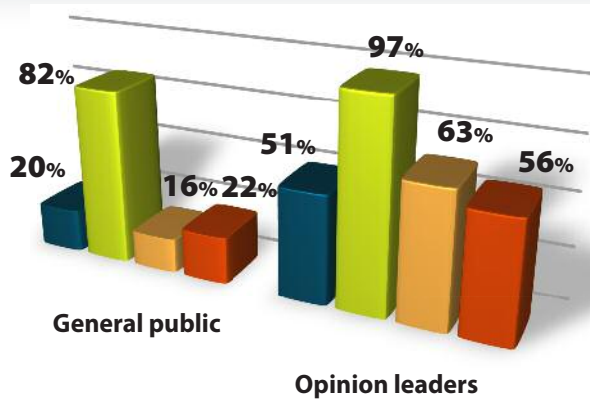
For **opinion leaders**, Honesty is the top personal value, which scores relatively low on the scale of perceived EU values. There is again a remarkable degree of convergence however. For example, Rule of Law is seen equally as the second most important personal value and perceived EU value, with Human Rights rated as the third most important personal value, but the most important perceived EU value

	Personal values	Perceived EU values
Honesty	1	12
Rule of Law Transparency	2	2
Human Rights	3	1
Individual Freedom	4	5
Peace and Security	5	7
Democracy	9	3

KNOWLEDGE OF THE EU

Percentage of respondents giving the **correct** answer to true/false questions about the EU

- The EU currently consists of 25 Member States (false)
- The EU has its own flag (true)
- UNICEF is a EU institution (false)
- The Euro is the common currency of all EU Member States (false)



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Awareness of the EU among opinion leaders

	Moldova	ENPI East average
Not Aware/Don't know of the EU Delegation in country	15%	12%
Know ENP, Eastern Partnership, TACIS	62%	87%
Know any other EU action	22%	16%
Did not travel to the EU	9%	13%

EU INVOLVEMENT IN THE COUNTRY

	Moldova (% Agree)		ENPI East average (% Agree) (Opinion leaders)
	General Public	Opinion Leaders	
The EU has the appropriate level of involvement in the country	72%	41%	57%
The EU helps the promotion of democracy in its countries of cooperation activity	81%	83%	76%
The EU can help bring peace and stability to the country	79%	83%	73%
The EU can help bring peace and stability in the region surrounding the country	71%	86%	68%
By helping the country the EU is ensuring its own prosperity	62%	61%	76%



Moldova

In which areas should the EU play a greater role?

	Opinion leaders	General public
Economic development	90%	89%
Environment and climate change	79%	41%
Energy security	79%	56%
Transport	81%	66%
Education	75%	74%
Culture	66%	55%
Democracy	81%	78%
Regional cooperation	85%	52%
Security and defence	61%	71%
Freedom of expression of the media	77%	65%
Migration	79%	68%
External policy and foreign affairs	76%	68%
Trade	85%	71%
Equality between men and women	66%	56%

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Trust in information sources for EU matters

	Opinion leaders (% 'Trust')	General public (% 'Trust')
Colleagues, friends and relatives	51%	Friends and relatives 70% Colleagues 27%
National journalists	29%	39%
International journalists	74%	56%
Politicians / government	9%	28%
Politicians / opposition	41%	19%
The EU	90%	62%

The ENPI Info Centre is an EU-funded Regional Information and Communication project highlighting the partnership between the EU and Neighbouring countries. The project is managed by [Action Global Communications](#).