

ANONYMOUS ONLINE RESEARCH SURVEY

After two decades of Armenia's independence, it's time for a fresh look at how the Diaspora can best engage with their homeland.



Facts before feelings
Insights instead of assumptions
Clarity over confusion

Background



Over the past two years, various forums have been organized in the Armenian-American community to break the proverbial ice and have a long overdue conversation about challenges facing Armenia and the Diaspora.

From issues concerning Rule of Law and human rights, Diaspora-Armenia relations, democracy building, election results and the environment, the people in Armenia and those in the Diaspora are realizing that love of homeland need not be blind.

These conversations have prompted audiences to ask what they, individually or collectively, can do to act upon such issues and make a positive impact on the future of the homeland. While the question is simple, the answers are complex.

It's Time For a Reality Check

Based on these community forums, it's fair to say that unless the Diaspora and the people of Armenia are unified behind a common goal or set of core values, the chances for a continued productive engagement and successful re-engagement of the two are diminished.

But how we can successfully address these issues depends, in large part, on how realistic we are about the dynamics and differences at play. This means supplementing our personal experiences and perspectives with objective, more scientific inquiry.



The Profiles & Perspectives 2014 Research Project



To learn more about what today's Diaspora thinks, believes and feels about related Armenian issues, we have developed an anonymous survey entitled **Profiles & Perspectives 2014: Armenia and the Diaspora**. A text-only draft of the questionnaire is available for your review in the Exhibits section at the end of this proposal.

The Survey Seeks to Answer Four Core Questions:

1. How does the Diaspora currently engage with Armenia and vice versa?
2. What are the Diaspora's perception of the current and most urgent needs of the homeland after 22 years of independence.
3. How much do the Diaspora's concerns for the homeland align with the concerns of the citizens of Armenia.
4. Who is today's Diasporan Armenian?
 - How assimilated
 - How up-to-date on Armenian affairs
 - How active in the Armenian community
 - How they gather news and information
 - How they spend their donation dollars
 - How they perceive Armenian community institutions and organizations



Other Issues the Survey Seeks to Address

- How much interest there really is in the wider Armenian community to re-engage with the homeland?
- Have priorities shifted, over time, from humanitarian and economic to social and political?
- How does the younger generation think and feel about the Diaspora-Armenia relations?
- How do we approach the detached segments of the Diaspora so that they are once again excited about their homeland and positive about its future?

Theories/Claims the Survey Seeks to Confirm/Reject

- There is a growing sense of detachment and apathy on the part of the wider Diaspora toward Armenia's internal affairs.
- There is a mutual sense of alienation between the Diaspora and the local citizens of Armenia.
- There is a growing cynicism toward Armenia's leadership by certain segments of the Diaspora.



How Armenian Institutions/ Organizations Stand to Benefit From the Survey

As an Armenian community organization and institution, you can benefit from the insights revealed by this study.

- You can see larger patterns and trends in their most empirical and unbiased light.
- You can better understand the sentiments and beliefs of your current and future donors toward your mission and about your organization's performance.
- The findings in this study can help you strengthen your efforts, identify areas of opportunity and challenge, and better manage the expectations of donors and clients.

Project Management

The survey was designed by a group of marketing professionals with extensive experience working with the Armenian community, along with input from academicians specializing in research work of this kind.

The American Marketing Association has also provided guidance on the formulation and positioning of questions to keep it as unbiased as possible.

For the survey to be taken seriously, an independent marketing research/public relations company from the mainstream will manage all aspects of the study from dissemination to fulfillment.

Sample Universe



- Ideally, we would like as many Armenian across the U.S., Canada and other regions of the Diaspora to participate in the survey.
- Practically speaking, however, our goal is to disseminate a minimum of 10,000-15,000 surveys to individuals via email blasts. Nevertheless, a response rate of 10%, resulting in 1,000 returned surveys, qualifies as an acceptable sample size by which to extrapolate findings.

Dissemination of Surveys Online and Offline

In order to reach these numbers, we would arrange for participating co-sponsors to provide their email lists directly to the outside, non-Armenian independent market research firm. That firm will manage the lists in complete confidentiality.

Alternatively, co-sponsors may disseminate the survey to their constituents separately, at their own expense, via email or regular mail. Nonetheless, the responses must be returned to the outside research firm only, e.g., the return address on the business reply envelope will be the research firm, not the organization.

We also plan to promote and distribute the survey via social media, including Facebook and Twitter. Co-sponsors may do the same.

Estimated Costs

We have approached several market research firms for preliminary estimates and have determined that the cost of undertaking the project from start to finish will **cost an estimated \$15,000 USD**.

This figure reflects the following services:

- Survey questionnaire design
- Online distribution
- Tabulation of results
- Raw and topline results in a full report
- Data interpretation and recommendations
- Fulfillment of thank you rewards
- Project administration.

An additional **\$5000** USD would be added for foreign language translations should we decide to expand the survey to major Diaspora centers, such as Russia, France, and the Middle East.

Note: Estimated costs are subject to incremental change based on currency exchange rates and availability of service suppliers at the time of purchase. Multiple bids will be solicited whenever possible.

Release of Findings

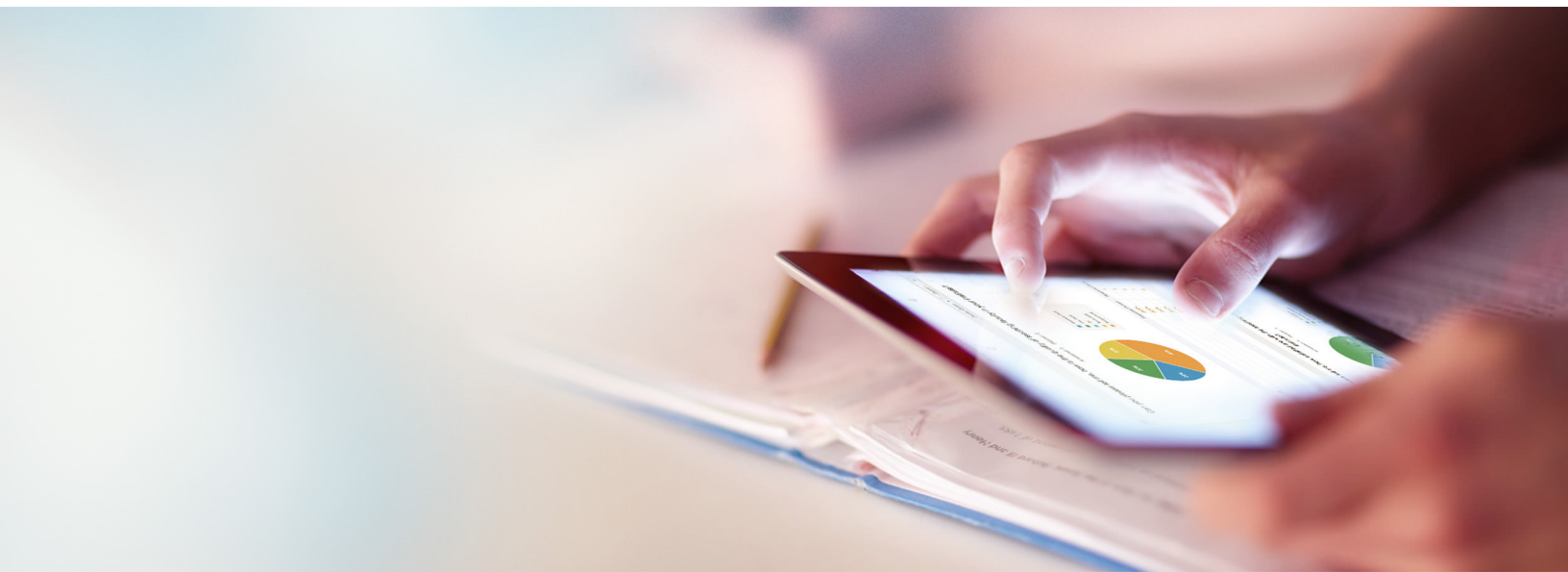
The report will NOT be published in its entirety through media or other public channels.

Co-sponsoring organizations will receive part of the results pertaining to their organization only. Organizations reserve the right to release the findings about their own organization or may choose to keep it private.

As the organizers, however, we reserve the right to publish certain portions of the study that relate to the broader issues of interest to the Diaspora. This will also help raise awareness of the key issues that emerged from the study, while deepening their appreciation of the forces that impact the Armenian Nation overall.

Primarily, we are seeking partners with an interest in understanding their own constituencies across various demographics, such as age, national origin, community affiliation and experience with their organization or institution.

You may then correlate these sub-groups with their perceptions and attitudes toward Armenia and the Diaspora, thereby gaining a more complete picture of your prospective and existing base of support.



Co-Sponsorship Opportunities

There are three alternatives for co-sponsorship of the survey, each with different benefits.

Option 1: \$250

- Your organization will be listed in Section 4, in which specific questions are posed about Armenian community organizations and institutions. See sample questions in Section 4 of the attached survey.
- Your organization will be cited as a co-sponsor of the survey if desired. You may also remain anonymous.
- You will have access to the topline results that refer to your organization only. Topline results include rankings of responses to organization-specific questions by demographic segments.

Option 2: \$500

- You may add ONE (1) additional and specific question about your organization. This question will be directed only to those who responded definitively (other than “Do not know or no opinion”) to the general multiple-choice question in which your organization was listed.
- Your organization will be cited as co-sponsor of the survey if desired. You may also remain anonymous.
- You will have access to both the topline results and tabulated results from the questions referring to your organization as well as the results from other sections of the survey.

Option 3: \$1000

- You may add an entire branch of questions (up to 5) specific to your organization. These questions will be directed only to those who responded definitively (other than "Do not know or no opinion) to the general multiple-choice question in which your organization was listed.
- Your organization will be cited as one of the co-sponsors of the survey if desired. You may also remain anonymous.
- You will have access to the entire final report with raw, tabulated results and interpreted results, with the exception of the section on specific organizations.

We Look Forward to Partnering With You

These are extremely pivotal times in the history of the Armenian Nation. The insights that we gain through more scientific and objective approaches will serve us well into the future.

The sooner we begin, the smarter we can work, together and apart. The goal is to support the difficult work of sustaining an engaged Diaspora, a free and independent homeland and strengthening our Armenian identity in a 21st century world.



Exhibits

The following pages include the preliminary draft of the survey entitled **Profiles & Perspectives 2014: Armenia and the Diaspora**.

Please note that the survey has not yet been designed in a user-friendly format.

PROFILES & PERSPECTIVES 2014

An Independent, Anonymous Online Survey of Attitudes and Opinions about the Diaspora and Armenia

In an effort to learn more about how the Diaspora should or might engage with the Armenian homeland, [INSERT DATA COLLECTION COMPANY NAME] is conducting an online research study with a select group of invited respondents on behalf of a non-profit organization(s) working in this area. The sponsor(s) of the research will be revealed at the end of the survey.

- **Participation is by invitation.** You have been identified as someone who may have knowledge of or interest in some of the issues addressed in this survey.
- **Your opinions are very important.** They will help us understand the current status of the Armenian Diaspora in relation to the Republic of Armenia.
- **The survey will take approximately 20 minutes** to complete.
- **Your participation in this survey is confidential.** Your responses will never be associated with you as an individual, but rather, will be used in combination with all responses to develop a comprehensive report of findings for the purposes of this research.
- **There are no right or wrong answers.** We are simply interested in your honest feedback regarding issues and specific situations that you might have thought about before, or that you've never considered before. It's important that you not overthink your answers or respond with what you think is the "right" response. The only correct response is your honest opinion.
- **Participants will have the opportunity to enter a prize drawing** for one of three \$100 gift certificates to [AMAZON.COM, ETC.]. [PER CAN-SPAM ACT LAWS, INCLUDE RULES FOR THE DRAWING.] Your support is appreciated.
- **To participate, simply click on the link below**, or cut and paste the entire URL into your browser to access the survey:

[SURVEY LINK]

We would appreciate your response by [SURVEY DEADLINE].

Many thanks for your time and interest.

[INDIVIDUAL NAME OR COMPANY NAME]

To be removed from this survey invitation, please reply to this message and enter "REMOVE" in the subject line.

PROFILES 2014: THE DIASPORA AND ARMENIA

SECTION 1: ELIGIBILITY

1. Which of the following categories includes your age?

- a. Under 18
- b. 18--24
- c. 25-34
- d. 35-44
- e. 45-54
- f. 55-64
- g. 65+

[IF UNDER 18, END SURVEY]

2. What is your ethnicity?

(Drop down menu)

[IF ARMENIAN IS NOT CHECKED, END SURVEY]

3. In what country do you currently reside?

(Drop down menus)

4. In what state do you reside?

(Drop down menu)

4B. In what country were you born?

(Drop down menus)

4C. Of what country are you a citizen?

(Drop down menus)

SECTION 2: STATE OF THE HOMELAND

5. The Republic of Armenia is moving in the right direction in the following areas:

Strongly disagree

Somewhat disagree

Neither disagree or agree (don't know/no opinion)

Somewhat agree

Strongly agree

- a. Economic development
- b. Democracy building

- c. Enforcing Rule of Law
- d. Foreign Relations
- e. Job Creation
- f. National Security
- g. Other [SPECIFY:_____]

**[IF STRONGLY OR SOMEWHAT DISAGREE AT R5b AND/OR R5c, ASK Q5B;
ALL OTHERS SKIP TO Q5C.]**

5B. At present, how influential are the following in helping Armenia build democratic institutions and Rule of Law?

Not at all influential
Somewhat uninfluential
Neither uninfluential or influential (don't know/no opinion)
Somewhat influential
Very influential

- a. Russia
- b. Europe
- c. United States
- d. The Citizens of Armenia
- e. The Armenian Diaspora
- f. The Armenian Government
- g. Other [SPECIFY:_____]

**[ASK THE FOLLOWING TO ALL WHO ANSWERED STRONGLY OR
SOMEWHAT DISAGREE AT R5a-5f. ALL OTHER OTHERS SKIP TO Q6.]**

5C. How much time is reasonable for Armenia to overcome its key challenges?

[CHECK ONLY ONE]

- a. Yesterday if not sooner
- b. Over the next two years
- c. Over the next five years
- d. Over the next 10 years
- e. However long it takes as long as it is being addressed

6. How serious are the following to Armenia's long-term survival?

No threat
Small threat
Neither a non-threat or threat (don't know/no opinion)
Moderate threat
Serious threat

- a. Emigration/depopulation
- b. Systemic corruption
- c. Hostile neighbors
- d. Oligarchical hold on economic resources, industries and Parliament
- e. Environmental safety
- f. Stagnant Economic Growth
- g. Geopolitics
- h. Other [SPECIFY: _____]

[IF MODERATE OR SERIOUS THREAT AT Q6a, ASK Q6B; ALL OTHERS SKIP TO Q6C.]

6B. What are the most effective ways to reverse continued depopulation in Armenia?

[CHECK ALL THAT APPLY.]

- a. Enforce Rule of Law
- b. Improve quality of education
- c. Create good jobs for educated generations
- d. Reduce corruption at all levels of government and society
- e. Even the economic and political playing field
- f. Improve health care
- g. Improve infrastructure
- h. Hold free and fair elections
- i. Other [SPECIFY: _____]

[IF MODERATE OR SERIOUS THREAT AT Q6B, ASK Q6C; ALL OTHERS SKIP TO Q7.]

6C. What are the most effective ways to fight systemic corruption in Armenia?

[CHECK ALL THAT APPLY]

- a. Enforce Rule of Law
- b. Public Service Announcements and Campaigns
- c. Regime change
- d. Education starting in grade schools
- e. Independent investigations among government departments
- f. Higher wages and salaries for government employees
- g. Other [SPECIFY: _____]

[IF MODERATE OR SERIOUS THREAT AT Q6c AND/OR Q6h, ASK Q6D. ALL OTHERS SKIP TO Q6E.]

6D. How important are the following to Armenia's national security?

Not at all important

Not very important
Neither important or unimportant (don't know/no opinion)
Somewhat important
Very important

- a. Russia
- b. Europe
- c. United States
- d. Iran and the Middle East
- e. Armenia
- f. The Armenian Diaspora
- g. Relations with Turkey and Azerbaijan

[IF MODERATE OR SERIOUS THREAT AT Q6g, ASK Q6E. ALL OTHERS SKIP TO Q6F.]

6E. How important are the following to growing Armenia's free market economy?

Not at all important
Not very important
Neither unimportant or important (don't know/no opinion)
Somewhat important
Very important

- a. Manufacturing and Mining
- b. Foreign Investment
- c. Foreign Loans
- d. Foreign Aid
- e. Tax Revenues
- f. Rule of Law
- g. Ease of doing business
- h. Democratic institutions
- i. Target industries like High Tech and Tourism
- j. Positive population growth
- k. Other [SPECIFY: _____]

[IF MODERATE OR SERIOUS THREAT AT Q6E, ASK Q6F. ALL OTHERS SKIP TO Q7.]

6F. Since independence, the government of Armenia has made significant progress in the following areas:

Strongly disagree
Somewhat disagree
Neither disagree or agree (don't know/no opinion)

Somewhat agree
Strongly agree

- a. Building democratic institutions
- b. Improving civic infrastructure
- c. Enforcing Rule of Law
- d. Supporting an agricultural base
- e. Holding free and fair elections
- f. Creating sustainable jobs
- g. Improving health care
- h. Strengthening national security
- i. Cooperating with regional neighbors
- j. Fighting systemic corruption
- k. Creating a business-friendly environment for outside investors
- l. Developing target industries such as high tech, tourism

[ALL]

7. How likely is it that following scenarios will happen by the year 2020?

Very unlikely
Somewhat unlikely
Neither unlikely or likely (don't know/no opinion)
Somewhat likely
Very likely

- a. Armenia will be weak because of continued depopulation.
- b. Armenia will be economically stronger because of the growing high tech industry.
- c. Armenia will be a “subsidiary” of Russia with no real independence.
- d. Armenia will be more politically aligned with the West than with Russia.
- e. Armenia and Turkey will have open borders.
- f. Armenia will have an inclusive government with Diaspora representation.
- g. The Diaspora will have no influential role to play in Armenia.
- h. Armenia will be the “Switzerland of the Caucasus,” populated mostly by an intellectual and financial elite.
- i. Other **[SPECIFY: _____]**

SECTION 3: ROLE OF THE DIASPORA

8. What role(s) should the Armenian Diaspora play in addressing key challenges in Armenia:

[CHECK ALL THAT APPLY]

- a. Support the Armenian government and its policies
- b. Lobby for foreign aid to Armenia
- c. Pressure the Armenian government for greater reforms

- d. Support pro-democracy activist groups working for reforms
- e. Foster cultural/artistic exchange between Armenia and Diaspora
- f. Provide humanitarian aid to the neediest in Armenia
- g. Support diasporan organizations working in Armenia
- h. Invest in businesses in Armenia
- i. Participate in the political life of the republic and serve in government
- j. Live in Armenia for an extended period and contribute to its everyday economy and society
- k. Other [SPECIFY: _____]

9. Which is MOST important to you personally?

[CHECK ONLY ONE]

- a. A free and independent Armenian homeland
- b. Karabagh becomes part of Armenia
- c. Karabagh is internationally recognized as an independent republic
- d. Turkey accepts responsibility for the 1915 Armenian Genocide
- e. Passing on the Armenian identity, language and values to next generation
- f. A democratic Armenian homeland under Rule of Law
- g. Other [SPECIFY: _____]

10. What do you currently do to help Armenia overcome challenges?

[CHECK ALL THAT APPLY]

- a. Raise issues with community organizations that are in a position to help.
- b. Hold diasporan organizations accountable for how they engage with the Armenian government.
- c. Contribute financially to various humanitarian groups and causes in and outside Armenia.
- d. Contact U.S. government representatives to pressure the Armenian government to address problems.
- e. Financially and morally support activists in Armenia working for reform.
- f. Financially support community groups in the Diaspora working for reform in Armenia.
- g. Volunteer for an organization involved in Armenia-related causes.
- h. Other [SPECIFY: _____]

11. How, if at all, do you express your Armenian identity?

[CHECK ALL THAT APPLY]

- a. Through the Armenian churches (Apostolic, Protestant, or Catholic)
- b. Through the Armenian language
- c. Through my Armenian ancestry
- d. Through the Armenian homeland
- e. Through Armenian music, food, dance and other cultural activities
- f. Through pursuing justice from Turkey for the 1915 Genocide
- g. None of the above/don't feel a strong Armenian identity

g. Other [SPECIFY: _____]

12. To what extent are you involved in diasporan community life?

Never

Rarely

Sometimes

Often

Always

- a. Belong to or attend an Armenian church (any denomination)
- b. Follow Armenian news on the Internet
- c. Follow Armenian news through print, radio, TV
- d. Socialize with Armenian friends or family
- e. Speak Armenian at home
- f. Participate in a diasporan community group, organization, or political party
- g. Attend Armenian cultural events such as concerts, lectures, performances
- h. Donate to my favorite Armenian charity/charities
- i. Send my kids to Armenian day school, after school or Sunday school program
- j. See other Armenians only at weddings, funerals and/or holidays
- k. Other [SPECIFY: _____]

SECTION 4: DIASPORAN ORGANIZATIONS/INSTITUTIONS

13. How effective have the following diasporan organizations/ institutions been in helping Armenia overcome challenges?

Not at all effective

Somewhat Effective

Neither ineffective or effective (no opinion/don't know)

Somewhat effective

Very effective

- a. AGBU
- b. Armenian Assembly of America
- c. Armenian Churches (all denominations)
- d. Armenia Fund
- e. Armenian National Committee of America (ANCA)
- f. Armenian Revolutionary Federation (ARF)
- g. Armenian Missionary Association of America (AMMA)
- h. Children of Armenia Fund (COAF)
- i. Fund for Armenian Relief (FAR)
- j. Knights of Vartan
- k. United Armenian Fund
- l. Other [SPECIFY: _____]

14. To which, if any, of these organizations have you ever donated?

Donated time
Donated money
Not applicable

- a. AGBU
- b. Armenian Assembly of America
- c. Armenian Churches (all denominations)
- d. Armenia Fund
- e. Armenian National Committee of America (ANCA)
- f. Armenian Revolutionary Federation (ARF)
- g. Armenian Missionary Association of America (AMMA)
- h. Children of Armenia Fund (COAF)
- i. Fund for Armenian Relief (FAR)
- j. Knights of Vartan
- k. United Armenian Fund
- l. Other [SPECIFY: _____]

15. How effective have the following diasporan foundations been in helping Armenia overcome challenges?

Not at all effective
Somewhat Effective
Neither ineffective or effective (no opinion/don't know)
Somewhat effective
Very effective

- a. Cafesjian Foundation
- b. Hovnanian Family Foundation
- c. Lincey Foundation
- d. Tufenkian Foundation
- e. Other [SPECIFY: _____]

16. How effective have the following single-focus diasporan organizations been in helping Armenia address specific issues?

Not at all effective
Somewhat Effective
Neither ineffective or effective (no opinion/don't know)
Somewhat effective
Very effective

- a. Armenian Bar Association
- b. Armenian Eye Care Project
- c. Armenian Health Professionals Organization (AHPO)

- d. Armenian Technology Group (ATG)
- e. Armenia Tree Project
- f. Birthright Armenia
- g. Civilitas/CivilNet
- h. Naregatsi Art Institute
- i. Policy Forum Armenia
- j. Other [SPECIFY:_____]

17. To which, if any, of these organizations have you ever donated?

Donated time

Donated money

Not applicable

- a. Armenian Bar Association
- b. Armenian Eye Care Project (AECF)
- c. Armenian Health Professionals Organization (AHPO)
- d. Armenian Technology Group (ATG)
- e. Armenia Tree Project (ATP)
- f. Birthright Armenia
- g. Civilitas/CivilNet
- h. Naregatsi Art Institute
- i. Policy Forum Armenia (PFA)
- j. Other [SPECIFY:_____]

18. Which of the following non-Armenian agencies/institutions have been most effective in helping Armenia overcome challenges?

Not at all effective

Somewhat Effective

Neither ineffective or effective (no opinion/don't know)

Somewhat effective

Very effective

- a. USAID (an agency of the United States of America)
- b. UNDP (United Nations Development Project)
- c. World Bank
- d. International Monetary Fund
- e. Other [SPECIFY:_____]

SECTION 5: PERSONAL PERCEPTIONS

19. How strongly do you agree or disagree with each of the following statements?

Strongly disagree

Somewhat disagree

Neither disagree or agree (don't know/no opinion)
Somewhat agree
Strongly agree

19a. Armenia has successfully held fair elections over the last three regimes.

19b. Activists/reformers in Armenia would like to see an engaged Diaspora stand up for Rule of Law.

19c. Armenia's people only want the Diaspora to give money but to stay out of Armenia's affairs.

19d. Armenia's government does not want the Diaspora to influence Armenia's affairs.

19e. The Diaspora is too divided to be effective in helping Armenia overcome challenges.

19f. Armenia's people don't trust the Diaspora to follow through on promises.

19g. Funds donated from the Diaspora through organizations do not reach the people who need it most.

SECTION 6: FOR DEMOGRAPHIC PURPOSES ONLY

20. What is your gender?

- a. Male
- b. Female

21. Which of the following categories represents your total individual annual income? Please do not include the income of anyone else residing in your home.

- a. Less than \$25,000
- b. \$25,000-\$34,999
- c. \$35,000-\$49,999
- d. \$50,000-\$74,999
- e. \$75,000-\$99,000
- f. \$100,000-\$149,999
- g. \$150,000-\$174,999
- h. \$175,000-\$249,999
- i. \$250,000 or more
- j. Prefer not to say

22. What is the highest level of education that you had the opportunity to complete?

- a. Less than a high school diploma

- b. GED or equivalent
- c. High school diploma
- d. Some college (no degree)
- e. Some college (Associates)
- f. Undergraduate Degree
- g. Graduate studies
- h. Graduate or Professional Degree

You have reached the end of the survey. Thank you for your participation!

If your survey is complete, you will have the opportunity to enter your name in a Prize Drawing of 3 \$100 Gift Certificates to AMAZON.COM ETC, [INSERT INFO ABOUT ENTERING A DRAWING/RULES, ETC.]

Please click SUBMIT to end the survey and enter the prize drawing.