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ANNUAL SURVEY REPORT: UKRAINE – 1st Wave (Spring 2016)

OPEN Neighbourhood — Communicating for a stronger partnership: connecting with citizens across the Eastern Neighbourhood

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Table of Contents

1. Background	3
2. Research Methodology in Brief	4
3. Survey Findings	6
3.1 Executive Summary	6
3.2. Perceptions about the European Union	10
3.2.1 General Perceptions about the EU	10
3.2.2 Values Associated with the EU	11
3.3. EU Relations with Ukraine	13
3.3.1. Awareness and Effectiveness of EU Financial Support	14
3.3.3. Trust Towards Organisations	19
3.4 Sources of Information	21
3.4.1. Internet & Social Media Usage	21
3.4.2. Sources of Information for Political News	24
3.4.3. Sources of Information about the EU	27
3.4.4. Russian Media Channels	31
3.5. Country Evaluation and Future Expectations	33
Annex 1	37



act

*The surveys have been carried out in the six Eastern Partnership countries by ACT
LLC and their network partners*

1. Background

Between April and June 2016, annual surveys were carried out across six Eastern Partnership countries (Armenia, Azerbaijan, Moldova, Georgia, Moldova and Ukraine). The research was conducted within the framework of the EU-funded “OPEN Neighbourhood - Communicating for a stronger partnership: connecting with citizens across the Eastern Neighbourhood” (EU Neighbours East) project.

The OPEN Neighbourhood “EU Neighbours East” project **aims** to increase the understanding of the EU support in the Eastern Partnership (EaP) countries through improved communication. The **overall objective** of the project is to contribute to the improvement of the public perception of the EU, as well as to a better understanding of the European policies and their impacts through the regional and bilateral EU support and cooperation programmes in Eastern Partnership countries.

The project will develop information and communication materials, carry out awareness-raising and information campaigns, and assess the perception of the EU and its support through opinion polling and media monitoring.

As part of the opinion polling strategy, the purpose of the annual surveys is to investigate the opinion and the level of information that the citizens of the EaP countries have, in general, about the EU and, in particular, about EU-funded cooperation and development programmes/projects. In order to monitor changes over time, the surveys will be carried out annually for the next 3 years.

This document represents the results of the **Annual survey - 1st wave** conducted in **Ukraine¹** and covers the following broad topics:

- General perceptions about the EU
- Values associated with the EU
- Assessment of EU relations with Ukraine
- Awareness of Financial support provided by the EU and assessment of its effectiveness
- Sources of information
- Country evaluation and future expectations

The first wave of the surveys places particular emphasis on collecting data about sources of information used by citizens in order to support the implementation of effective awareness-raising and information campaigns. For this purpose, the surveys address the access, usage, level of trust and influence capacity of different sources of information in general and in relation to the EU.

¹ A similar report has been produced for each EaP country. In addition, a macro-area report has been prepared, which provides comparisons between countries.

2. Research Methodology in Brief

The survey was conducted in the second half of May 2016 and data was collected through face-to-face interviews using a structured questionnaire. One thousand completed interviews were carried out and respondents were randomly selected according to the sampling strategy described below. In order to estimate the characteristics of the target population (i.e. general population aged 15 and over living in the country), the sampling weights were calculated applying a specifically designed estimation procedure.

Sampling strategy

The survey used a two-stage stratified sample design with settlements as primary sampling units and individuals as secondary units.

In the first stage, the sample was composed of 30 units (cities/towns) and it was stratified by unit size, expressed in terms of population and level of urbanization, and the geographical area. Three groups of settlements² and three areas³ were used for a total of 9 strata. Within each stratum, 3-4 sample units were randomly selected with a proportional-to-size probability. A compromise between an equal allocation and a proportional allocation was applied in order to distribute the secondary sampling units (1,000 individuals) by strata. In each selected settlement, a minimum of 20 interviews was carried out. Exceeding interviews were distributed proportionally to PSU's size.

The second-stage sample was stratified as well. In this case, gender and age⁴ were considered for a total of 6 strata. In each selected settlement, secondary sampling units were distributed among strata using a proportional allocation.

The individuals to be interviewed were selected randomly according to the random walk principle.

Estimation phase

An estimation procedure was carried out in order to estimate the characteristics of the target population (parameters of interest) from the survey respondents. The technique used for the construction of the survey estimator (i.e. sampling weights) was based on the predictive approach to regression estimator. In particular, a calibration estimator based on the general category of model-assisted estimators was built (Deville and Särndal 1992)⁵. The procedure included the computation of a sampling design weight for each sampled respondent by calculating the inclusion probability of both primary and secondary sampling units (i.e. settlements and

² Groups of settlements: 1) Small settlements (less than 20,000 inhabitants); 2) Middle size settlements (20,000-150,000 inhabitants); 3) Large settlements (above 150,000 inhabitants)

³ Geographic areas: 1) Centre (Kiev, included the city Kiev, Cherkasy, Chernihiv, Kirovohrad, Mykolaiv, Odessa, Poltava and Sumy regions); 2) East (Kharkiv, Kherson, Dnipropetrovsk, Donetsk, Luhansk, Zaporizhia regions) and 3) West (Chernivtsi, Khmelnytskyi, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Vinnytsia, Volhynia, Transcarpathia, Zhytomyr regions) * Sevastopol City and Arep of Crimea, part of Donetsk and Luhansk excluded

⁴ Age groups: 1) 15-34 years; 2) 35-54 years; 3) 55 or more years

⁵ DEVILLE JC, SARNDAL, C.-E. (1992). Calibration Estimators in Survey Sampling. Journal of the American Statistical Association, Vol. 87, No. 418, June 1992, pp. 376-382.

individuals) and the calibration of the sampling design weights to known population totals. The aim of the calibration weight adjustment was to bring weighted sums of the sample data into line with the corresponding counts in the target population. More specifically, the calibration procedure allowed computing calibrated weights as close as possible, according to a given distance measure⁶, to the sampling design weights under a certain set of constraints (the calibration equations) linked to the auxiliary information. When auxiliary information is available, the calibration technique ensures high efficiency of estimates and produces an accurate representation of the phenomena of interest. The calibration variables used to produce calibrated weights were settlement size, gender, age, employment status and geographic area. The concatenation of the calibration variables and number of calibration equations are reported in Annex 1 as well. The input data for the calibration procedure came from the national official statistics on the population of each country. The known population totals used in the calibration procedure are reported in Annex 1.

⁶ The logarithmic distance was applied.

3. Survey Findings

3.1 Executive Summary

General Perceptions about the EU

- Almost all Ukrainians are familiar with the European Union – 98% of the population had heard of it. The European Union in Ukraine also conjures up a fairly positive or neutral image: nearly half of the population feels positive about the Union, while 32% has a neutral opinion. Only 14% has a fairly or very negative image of it.
- The living conditions and high per capita income in the EU are the leading factors for a positive evaluation – cited by 38% of those who had a positive image of the EU. Other key factors mentioned are democracy, freedom, peace & security (20%), stability & order (13%), and economic opportunities (work places, open borders, free trade opportunities) in the EU (13%).
- The majority of residents who have neutral position do not have any specific reason – 57% claimed they “don’t know”. Other reasons for a neutral stance mostly stem from false promises (10%), a bad situation in the EU (6%), and the fact that the EU should not intervene in their country's policy and affairs (4%).
- Almost a fifth of the Ukrainians who expressed unfavourable opinions about the EU did not provide a further explanation (18% stated they did not know), while almost 30% disliked the relationship between the EU and Ukraine. A significant share also mentioned the inappropriateness of EU cultural values – 12% deem EU cultural values/behaviour inappropriate, and 7% do not like the EU’s decisions about minorities (including same-sex marriages).

Values Associated with the EU

- The most frequently and spontaneously mentioned values, cited by about a quarter of people in Ukraine, were: rule of law/protection of human rights (27%), economic development & prosperity/financial stability (26%), and peace, security & stability, independence (23%). Among other spontaneously mentioned perceptions were democracy (15%), freedom of speech/freedom of expression (12%) and absence of corruption (10%). Another 16% of the population had no opinion in this regard.
- The majority of associations related to the EU are positive. Negative associations were recorded only in 4% of cases, and related to perceived immoral behaviours (same-sex marriages, prostitution, soft drugs).
- While evaluating the extent to which the European Union represents certain values, Ukrainians attributed a very high score to 12 of the 13 values that the EU stands for. The most strongly linked with the EU appeared to be economic prosperity (84%) and the least, the absence of corruption (68%).
- For Ukrainians themselves, the top five values are peace, security & stability (26% named this as the most important value), and economic prosperity (23%), human rights (12%) and the rule of law (8%), and honesty & transparency (8%).

EU relations with Ukraine

- The majority of the Ukrainian population (61%) feels that the EU's relations with Ukraine are good, while only one fifth (19%) describe them as bad, and 6% do not know.

Awareness and Effectiveness of EU Financial Support

- Awareness of EU financial support is quite high in Ukraine – seven out of ten Ukrainians (67%) stated that the EU provides their country with financial support. However, almost a fifth of the population (17%) claimed that the EU does not provide any financial support to cooperation programmes in Ukraine, and a similar share (15%) refrained from giving a definitive answer
- It is noteworthy that the majority of Ukrainians (57%), who are aware of the EU's financial support for cooperation programmes, find this support ineffective. Only one third of residents are satisfied.
- Only one out of five citizens is familiar with the details of support programmes financed by the EU and when asked to name them specifically, cited the Energy Efficiency Programme (15%), justice reforms/police reforms (10%), economic reforms /business promotion (10%), education & cultural programmes (9%), political programmes (9%) and infrastructure projects (8%).
- Ukrainians were critical in assessing the EU's contribution in nearly all fields. Among the most positive aspect of the EU support were: increased access to products and services (32%), increased tourism (29%), improved trade (25%) and improved democracy (21%). Corruption (6%), justice system (6%), and health-care system (7%) were seen as the least-affected areas.
- Ukrainians felt that the European Union should play a greater role in economic processes, business development and investment issues (29%). Residents also saw a greater role for the EU in anti-corruption initiatives (14%), health and medicine (12%), and the political sector, more precisely that the EU should pay more attention to the Russian–Ukrainian conflict (12%).
- When asked to compare the support provided by different International donors with the support provided by the EU, a great share of the population said they did not have enough information (28%-30% in the case of the United States and International Monetary Fund/World Bank and 41% for the United Nations and the Russian Federation). Half of the Ukrainian population believe that the Russian Federation provides less financial support than the EU, 35% thinks that the International Monetary Fund/World Bank's financial support is higher than the EU's and more than one third of population thinks that support provided by the EU and by the US is equal.

Trust towards Organisations

- Three out of five Ukrainians tend to trust the European Union (61%), while the United Nations (45%) and NATO (42%) share a lower level of trust with the population. Trust towards the Eurasian Economic Union is very low (16%).

Internet & Social Media Usage

- Access to the Internet is quite high in Ukraine, with 67% having a computer connected to the Internet at home. Only a quarter of the population (25%) uses a computer connected to the Internet at work.
- Among social media, Russian social networks are the most popular – 40% of Ukrainians use Vkontakte, 36% Odnoklassniki, while 29% use Facebook. Altogether, Instagram, Twitter and LinkedIn are not used by more than 20% of the population.
- Television is the most popular media channel in Ukraine – seven out of ten (71%) Ukrainians watch it every day and 17% 2-3 times a week. Watching television is popular only on a TV set and more than half (52%) never watches TV channels via internet and one quarter (24%) has no access to this source. The second most popular media sources in Ukraine are the Internet and social media – two out of five use the Internet and social media at least several times a week (44% and 45% respectively).

Sources of Information for Political News

- Asked about the most important sources of information for national news, Ukrainians cited private TV channels (75%), followed by the Internet (29%), online social media (26%) and public TV channels (23%).
- Private TV channels (43%), the Internet (17%) and social media (9%) also share the podium as the most reliable media sources on political matters.
- Nine out of ten (88%) Ukrainians believe that TV forms public opinion. Other influential media channels are printed public press (63%), Internet websites (59%), social media (60%) and to a lesser extent radio (48%).
- Almost all of the population (98%) relies primarily on local media to get news on national and international matters; foreign media in Russian (9%) and other foreign media (6%) are less popular in Ukraine.

Sources of Information about the EU

- The vast majority of Ukrainians who have heard about the EU admitted that they never look for information on the EU, while a further three out of ten (28%) stated that they do so only occasionally. Only 8% of the population frequently searches for information regarding the EU.
- Despite such a limited share of the population searching for information, a large majority (78%) of individuals in all group levels had seen or heard information about the EU in the last three months. Television was the most frequently mentioned source of information (81%) followed by social networks (25%) and conversations with friends (22%).

- Use of EU information websites is very low in Ukraine (between 1% and 3%). One out of two Ukrainians also stated that they are not interested in getting information about the EU (25%) or do not know (25%).
- Asked about their topics of interest concerning the EU, one out of two Ukrainians stated that they are not interested in getting information about the EU (25%) or do not know (25%). Joining the Union and the relationships between Ukraine and the EU (15%), everyday life and living conditions in EU countries (7%) and EU activities in general, benefits of the EU's membership (5%) all seemed issues of concern for Ukrainian residents.
- Six out of ten citizens think that the EU is presented in a positive way (57%) in the national media. Three out of ten (28%) residents felt that the national media presented the European Union neutrally. Only a small proportion of residents (4%) think that the EU is presented in a negative way.
- However, half the population (47%) is not satisfied with the level of information provided by their government on EU-related topics and 16% has no opinion in this regard.

Russian Media Channels

- Russian TV channels, newspapers and news portals are not popular among the population of Ukraine. Eight out of ten residents (79%) claimed that they never follow Russian media and 14% said that they only sometimes follow this media source. Only a small part of the population (7%) claimed that they often or always do.
- Among those who watch Russian TV, NTV (46%), RTR (41%) and ORT (40%) top the list of Russian channels watched in Ukraine.
- Followers of Russian media are nearly equally split between those who watch mostly entertainment programmes (37%), documentaries and films (31%), and news and current affairs (26%).

Country Evaluation and Future Expectations

- Ukrainians share a fairly low level of trust in national, regional and local institution. Four out of five (81%-85%) Ukrainians do not trust the government, the parliament or political parties, and three out of five (60%) do not trust the regional and local authorities.
- Nearly eight out of ten Ukrainians (78%) are dissatisfied with the current level of democracy in their home country, only 14% are fairly satisfied and less than 1% is very satisfied
- In general, from among 10 elements of democracy, only gender equality was perceived as characteristic of Ukraine by the majority of the population (54%). More work is needed to bring Ukraine on the road towards democracy, especially in terms of absence of corruption (94% of the population stated that this did not apply to their country), good governance (92%), independence of the judiciary (89%), rule of law (88%) and respect for human rights (84%).
- Overall, Ukrainians are not particularly optimistic about the future of their country, and the majority (59%) does not feel confident in their country's future. Ukrainians feel slightly more confident about their personal future, but negative expectations (53%) still outweigh the positive (41%).

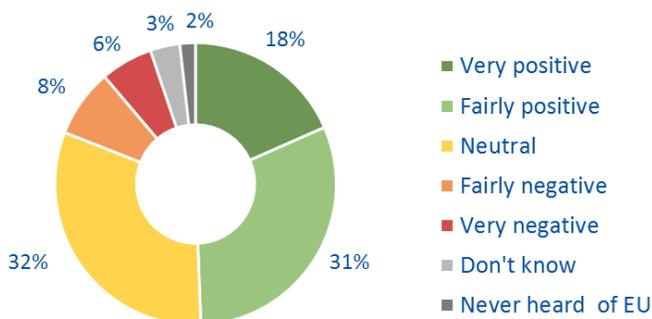
- According to 45% of the population, peace, stability and war are the most pressing issues for the future. One out of four Ukrainians also mentioned corruption (27%), and economic problems such as the economic crisis, rate of exchange and lack of stability (23%).

3.2. Perceptions about the European Union

3.2.1 General Perceptions about the EU

The European Union in Ukraine mostly conjures up a fairly positive or neutral image: every second Ukrainian (49%) feels positive about the EU (18% - very positive; 31% - fairly positive), while 3 out of 10 Ukrainians (32%) express a neutral opinion. Only about one tenth of population had a fairly negative (8%) or very negative (6%) image of the EU. Almost all Ukrainians are familiar with the EU – 98% of population declared that they had heard of the EU.

Q2.1 - Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the



The positive perception about the EU tends to decrease as age increases: the younger the respondent, the more positive they tend to be (54% of 15-34s, as compared to 44% of 55 and over). The trend is confirmed by the share of those who have a negative image (19% of over 55s versus 9% among younger groups). The older population also account for a significant share of the unaware population (10% said they don't know/never heard of EU).

Geographical differences are even more pronounced. Residents of western Ukraine display the highest positive indicator (60%), followed by residents of

central part of the country (48%), while residents of eastern part are the least positively disposed towards the EU (39% have positive attitude and 23% negative).

The living conditions and high per capita income in the EU are the leading factor for a **positive** evaluation – about a quarter of those who had a positive image of the EU (38%) consider the living conditions and income per capita to be particularly attractive in the EU. Other key factors mentioned are democracy, freedom, peace & security (20%) and stability & order (13%), economic benefits, such as opportunities (work places, open borders, free trade opportunities) in the EU (13%) and developed economy and economic prosperity (9%). Ukrainians also spontaneously mentioned factors related to social-cultural aspects, such as human rights being respected (11%) and the rule of law (10%) and acceptable mind-set/mentality (6%).

The majority of residents who have a neutral position do not have any specific reason – 57% claimed they “don't know”. When mentioned, negative opinions mostly address issues such as false promises (10%), the bad

situation in the EU (6%), and the fact that they feel the EU should not intervene in their country's policy and affairs (4%).

Almost a fifth of the Ukrainians who expressed unfavourable opinions about the EU, did not provide a further explanation (18% stated they did not know), while almost 30% disliked the relationship between the EU and Ukraine – 15% tended to feel that the EU does not need Ukraine, it operates based only on self-interest, it is selfish (6%), while 8% thinks that Ukraine is not ready to join the EU. A significant share also mentioned the inappropriateness of the cultural values of the EU – 12% deems EU cultural values/behaviour inappropriate, and 7% does not like the EUs decisions about minorities (including same-sex marriages).

TABLE 1. Perception of EU

Q2.1 - Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?						
		Positive	Neutral	Negative	DK / Never heard	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	47%	32%	13%	8%	100%
	Between 20,000 - 150,000 inhabitants	52%	30%	15%	3%	100%
	Equal or more than 150,000 inhabitants	52%	31%	14%	3%	100%
GENDER	Male	54%	27%	15%	4%	100%
	Female	46%	35%	13%	6%	100%
AGE	15 - 34 years	54%	34%	9%	3%	100%
	35 - 54 years	51%	33%	13%	3%	100%
	55 years and over	44%	27%	19%	10%	100%
EDUCATION LEVEL ⁷	Low level	47%	39%	10%	4%	100%
	High level	53%	30%	13%	3%	100%
EMPLOYMENT STATUS	Employed	53%	32%	13%	2%	100%
	Unemployed /non active	46%	31%	14%	9%	100%
GEOGRAPHIC AREA	Centre	48%	30%	14%	9%	100%
	East	39%	34%	23%	5%	100%
	West	60%	31%	6%	2%	100%
TOTAL		49%	32%	14%	5%	100%

Note: Row percentages may not total 100 due to rounding

3.2.2 Values Associated with the EU

This section looks at the values that Ukrainians mostly associated with the European Union. Results refer to those who have heard about the EU (98% of target population).

Respondents were asked to name those values spontaneously. The most frequently mentioned values, cited by about a quarter of people in Ukraine, were: rule of law/protection of human rights (27%), economic

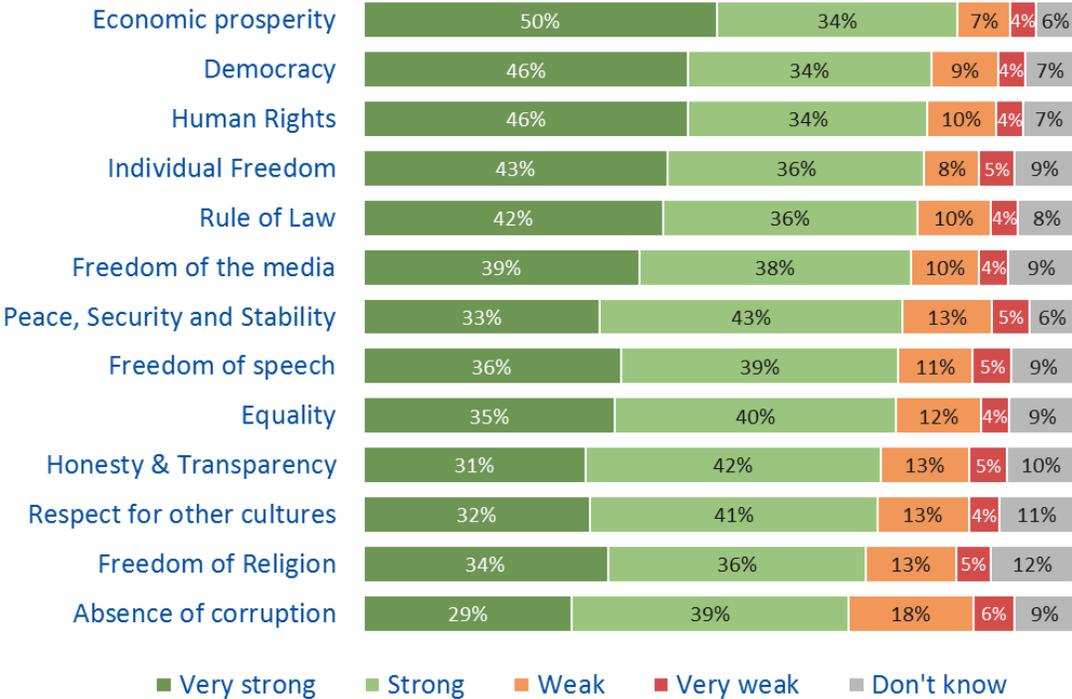
⁷ Low level: fewer or equal to 11 years of education; High level: more than 11 years of education.

development & prosperity/financial stability (26%), and peace, security & stability, independence (23%). Other frequently spontaneously mentioned perceptions were democracy (15%), freedom of speech/freedom of expression (12%) and absence of corruption (10%). 16% of the population had no opinion in this regard.

In brief, the vast majority of associations is very positive and touches upon various aspects of the EU, ranging from economics to cultural norms. Negative associations were recorded only in 4% of cases and were related to depravity, perversity, debauchery, immorality_(same-sex marriages, prostitution, soft drugs).

While evaluating the extent to which the European Union represents certain values, Ukrainians attributed a very high score to 12 of the 13 values that the EU stands for. The most strongly linked with the EU appeared to be economic prosperity (84%) and the least is the absence of corruption (68%).

Q2.3 - To what extent does the European Union represent the following values for you?



*Percentages refer to Ukrainians who have heard about the EU

Respondents were also asked to name their own three most important values. The top answers were peace, security and stability (26% named it as most important values) and economic prosperity (23%). In addition one tenth of population spontaneously indicated as first value human rights (12%), honesty & transparency (8%) and rule of law (8%). freedom of the media (1%), respect for other cultures (1%) and freedom of religion (1%) seem to be consistently less important than other assessed values.

The five top priority values for Ukrainians are also strongly associated with the EU, namely peace, security & stability, economic prosperity, human rights and rule of law, and honesty & transparency. It should be noted

that one out of three Ukrainians chose the absence of corruption among their top values – which is conversely the least associated value with EU.

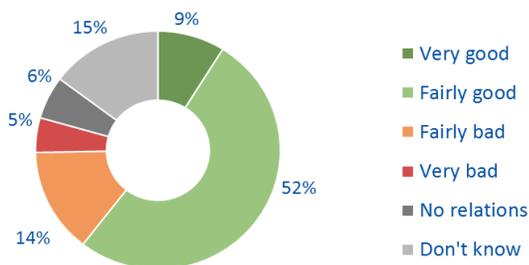
TABLE 2. The Most Important Values in Ukraine

Q2.4 - Which of the following values are most important to you? Indicate the 3 most important values.			
	First	Second	Third
Peace, Security and Stability	26%	21%	13%
Economic prosperity	23%	18%	18%
Human Rights	12%	12%	12%
Honesty & Transparency	8%	6%	11%
Rule of Law	8%	5%	8%
Absence of corruption	7%	16%	11%
Freedom of speech	4%	3%	2%
Individual Freedom	4%	5%	5%
Democracy	4%	6%	5%
Equality	2%	3%	6%
Freedom of Religion	1%	1%	3%
Respect for other cultures	1%	2%	1%
Freedom of the media	1%	1%	2%

3.3. EU Relations with Ukraine

Six out of ten Ukrainian citizens (61%) acknowledge that the EU’s relations with Ukraine are good (9% very good, 52% - fairly good). About one fifth of population think the relations are fairly bad (14%) or very bad (5%). 15% do not know whether the relations are good or bad. Only a very small share of citizens (6%) is not actually aware that Ukraine has relations with the EU.

Q2.5 - In general, how would you describe the relations that the European Union has with your



*Percentages refer to Ukrainians who have heard about the EU

Results showed that young people perceive the relationship more positively than middle aged and older people (66%, 59% and 56% respectively).

Also inhabitants of the west (67%) and central part (63%) of the country tend to consider the relationship in a more positive way, than those dwelling in the East (50%).

TABLE 3. The EU's Relations with Ukraine

Q2.5 - In general, how would you describe the relations that the European Union has with your country?					
		Good	Bad	DK / No relations	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	61%	16%	23%	100%
	Between 20,000 - 150,000 inhabitants	55%	28%	18%	100%
	Equal or more than 150,000 inhabitants	62%	19%	19%	100%
GENDER	Male	61%	20%	19%	100%
	Female	60%	19%	22%	100%
AGE	15 - 34 years	66%	15%	19%	100%
	35 - 54 years	59%	20%	21%	100%
	55 years and over	56%	23%	21%	100%
EDUCATION LEVEL	Low level	58%	16%	26%	100%
	High level	63%	18%	19%	100%
EMPLOYMENT STATUS	Employed	63%	20%	17%	100%
	Unemployed /non active	58%	18%	24%	100%
GEOGRAPHIC AREA	Centre	63%	18%	19%	100%
	East	50%	21%	28%	100%
	West	67%	18%	16%	100%
TOTAL		61%	19%	21%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Ukrainians who have heard about the EU

3.3.1. Awareness and Effectiveness of EU Financial Support

A majority of Ukrainians (67%) are well-aware of the financial support provided by the EU to their country. High awareness is displayed across all demographic segments. However, almost a fifth of the population (17%) claimed that the EU does not provide any financial support to cooperation programmes in Ukraine, and a similar share (15%) refrained from giving a definite answer, as they were not sure if the EU supported such programmes at all.

At a geographical level, western residents tend to be more aware than their eastern counterparts (76% versus 59%), while the level of awareness also tends to decrease as urbanisation increases: residents of small settlements (71%) were more aware than dwellers of larger cities (63%). Unemployed and less-educated people are slightly more uninformed (around 20% did not know about financial support provided by EU) and less aware (64% and 65% respectively compared to 71% of residents with higher education and employed people).

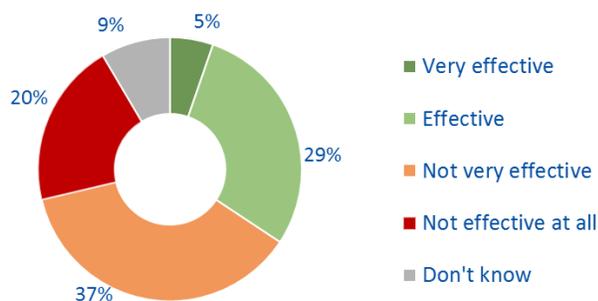
TABLE 4. European Union provides Ukraine with financial support for cooperation programmes

Q2.6 - As far as you know, does the European Union provide your country with financial support for cooperation programmes?		Yes	No	Don't Know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	71%	14%	15%	100%
	Between 20,000 - 150,000 inhabitants	67%	22%	11%	100%
	Equal or more than 150,000 inhabitants	63%	20%	17%	100%
GENDER	Male	69%	16%	15%	100%
	Female	66%	19%	15%	100%
AGE	15 - 34 years	69%	16%	15%	100%
	35 - 54 years	68%	18%	14%	100%
	55 years and over	66%	18%	17%	100%
EDUCATION LEVEL	Low level	65%	15%	20%	100%
	High level	71%	17%	13%	100%
EMPLOYMENT STATUS	Employed	71%	18%	12%	100%
	Unemployed /non active	64%	17%	19%	100%
GEOGRAPHIC AREA	Centre	66%	18%	16%	100%
	East	59%	27%	14%	100%
	West	76%	8%	15%	100%
TOTAL		67%	17%	15%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Ukrainians who have heard about the EU.

It is noteworthy that the majority of Ukrainians (57%), who are aware of the EU's financial support for cooperation programmes, find this support ineffective (37% not very effective and 20% not effective at all). Only one third of residents were found to be more satisfied (5% very effective and 29% effective).

Q2.6.1 - How effective do you think the support has been?



*Percentages refer to Ukrainians who are aware of the EU's financial support for cooperation programmes

Specifically, residents of larger settlements were the least satisfied – 66% took a negative stance – as compared to 61% of residents of medium-sized settlements and 50% of small settlements.

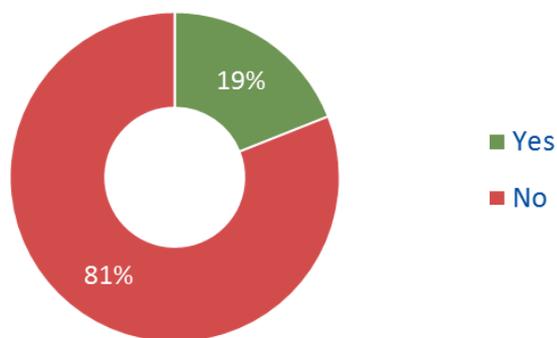
At a geographical level, eastern Ukrainians (61%) tend to be slightly more satisfied than their central and western counterparts (57% and 55% respectively).

TABLE 5 - Effectiveness of EU support

Q2.6.1 - How effective do you think the support has been?					
		Effective	Not effective	Don't Know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	39%	50%	11%	100%
	Between 20,000 - 150,000 inhabitants	34%	61%	5%	100%
	Equal or more than 150,000 inhabitants	28%	66%	7%	100%
GENDER	Male	37%	56%	7%	100%
	Female	32%	58%	10%	100%
AGE	15 - 34 years	36%	55%	9%	100%
	35 - 54 years	37%	57%	7%	100%
	55 years and over	30%	60%	10%	100%
EDUCATION LEVEL	Low level	31%	59%	10%	100%
	High level	35%	57%	8%	100%
EMPLOYMENT STATUS	Employed	36%	58%	7%	100%
	Unemployed /non active	33%	57%	10%	100%
GEOGRAPHIC AREA	Centre	32%	57%	11%	100%
	East	31%	61%	8%	100%
	West	38%	55%	6%	100%
TOTAL		34%	57%	9%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Ukrainians who are aware of the EU's financial support for cooperation programmes

Q2.8 - Do you know of any specific programmes financed by the European Union in your country?



*Percentages refer to Ukrainians who have heard about the EU

Awareness of particular programmes financed by the EU is not high in Ukraine – only one fifth (19%) of the population is aware of specific programmes.

When asked about which specific programmes they know, Ukrainians named: Energy Efficiency Programme (15%), justice reforms/police reforms (10%), economic reforms/business promotion (10%), education & cultural programmes (9%), political programmes (9%) and infrastructural projects (8%).

According to the survey findings, only 2% of Ukrainians have personally been (or know someone) involved in recent EU-funded projects.

Ukrainians were also asked to assess the current benefits for the country stemming from the EU's involvement. It is noteworthy that Ukrainians were critical in assessing the EU contribution in nearly all fields. The perceived benefit of EU support in any specific field does not exceed one third of the population. The most positive aspects of EU support for Ukrainians were: increased access to products and services (32%), increased tourism (29%), improved trade (25%) and improved democracy (21%).

Ukrainians were most critical in assessing the EU contribution to fighting corruption (6%) improving the quality of the justice system (6%), and also improving the quality of the health-care system (7%).

TABLE 6. Benefits from current EU support

Q2.9 – To what extent would you say that your country has benefitted from the current European Union support?						
	Very much	Fairly	Not very	Not at all	Don't know	Total
More tourism	4%	25%	36%	24%	11%	100%
Access to more products and services	3%	29%	33%	27%	9%	100%
Improved trade	3%	22%	34%	32%	9%	100%
Better education	2%	14%	31%	44%	10%	100%
Improved democracy	1%	20%	43%	28%	9%	100%
Improved infrastructure	1%	9%	39%	41%	9%	100%
Better law enforcement	1%	14%	37%	40%	8%	100%
Greater employment opportunities	1%	7%	31%	52%	10%	100%
Less corruption	1%	5%	30%	57%	8%	100%
Improved quality of the justice system	1%	5%	30%	55%	9%	100%
Greater economic development	1%	8%	39%	45%	7%	100%
Improved agricultural production	1%	7%	34%	46%	13%	100%
Improved quality of health-care system	0%	7%	32%	52%	9%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Ukrainians who have heard about the EU.

Ukrainians felt that the European Union should play a greater role in economic processes, business development and investment issues (29%). Other areas of greater support would preferably be anti-corruption initiatives (14%), health and medicine (12%), and the political sector – more precisely that the EU should pay more attention to the Russian–Ukrainian conflict (12%).

Residents of Ukraine were also asked to compare the support provided by different international donors with the support provided by the EU.

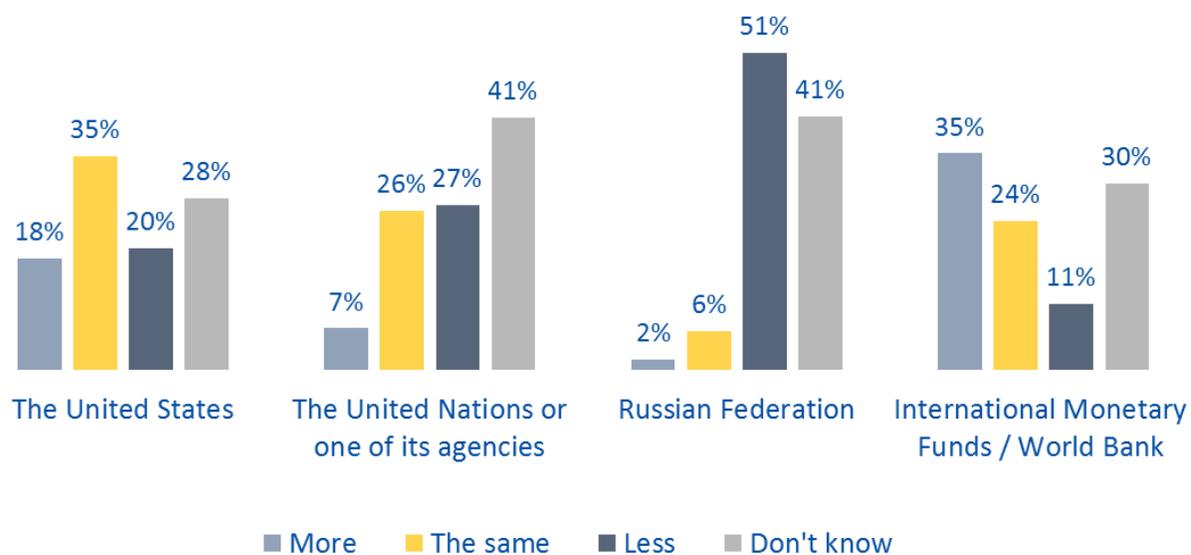
It is worth mentioning that a great share of the population feel they do not have enough information to evaluate and compare the volume of the support: 28%-30% in the case of the United States and International Monetary Fund/World Bank, and 41% for the United Nations and the Russian Federation.

The share of the population that thinks the support provided by the UN and the US is more than that provided by the EU (18 and 7% respectively) is quite a bit lower than the share that deems the support equal (35 and 26%) or less (20 and 27%).

Russia is more generally perceived as a smaller contributor than the EU: every second Ukrainian (51%) believes that Russia provides less support to the country than the EU, and only 8% believe that Russian support is equal or bigger.

On the other hand, the International Monetary Fund/World Bank is perceived as a more important provider of financial support: more than one third (35%) thinks that the International Monetary Fund/World Bank's financially supports Ukraine more than the EU and one quarter (24%) thinks it is similar.

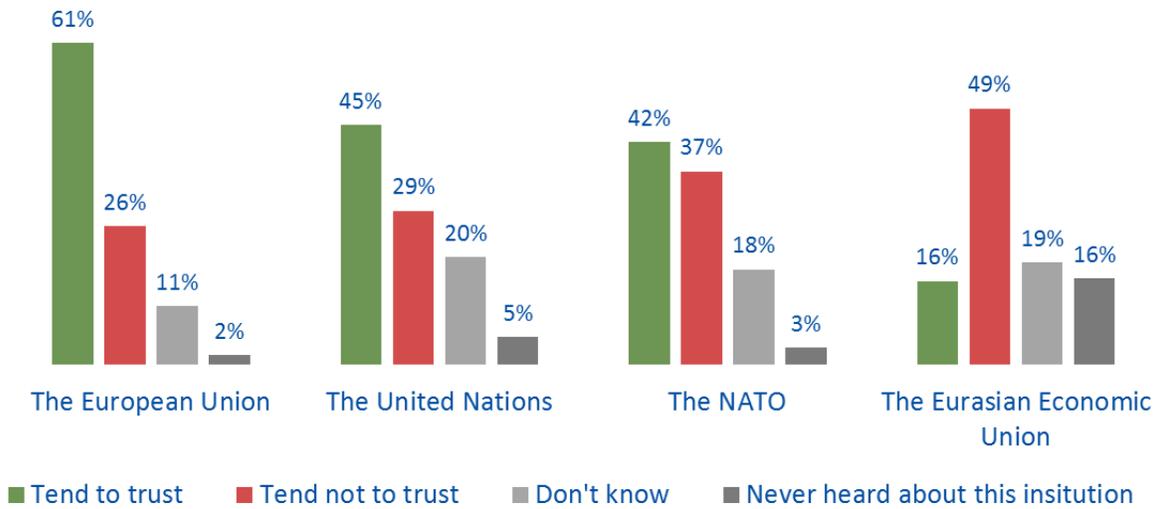
Q2.7 - As far as you know, for each of the following international institutions would you say that it provides more, the same, or less financial support to your country than the European Union?



3.3.3. Trust Towards Organisations

The EU is the most trusted international institution among Ukrainians – nearly three out of five Ukrainians trust the European Union (61%) – while the United Nations (45%), and NATO (42%) share a lower level of trust. As for the Eurasian Economic Union, trust towards this institution is very low in Ukraine, and only one tenth of population (16%) tends to trust this union. while almost half of residents (49%) are sceptical of it.

Q2.12 - I would like to ask you a question about how much trust you have in certain institutions



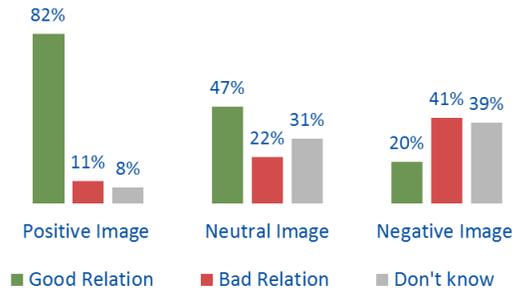
For the three institutions (EU, UN and NATO), levels of trust are higher among young Ukrainians, males and the employed population. At a geographical level, they are most trusted in western Ukraine than in the centre, and especially in eastern Ukraine (EU: 75%, 59% and 48%; UN: 54%, 46% and 35%; NATO: 61%, 39% and 27%).

Conversely, the most positive perception of the Eurasian Economic Union (EEU) was observed in the central and eastern parts of the country (13% and 27% respectively), while only 9% of the western population tends to trust the EEU.

Attitudes towards the EU: a snapshot

Ukrainian's self-perceived image about the EU has a clear relation to their consistency of opinion about the EU.

Image of EU and EU's Relation with Ukraine

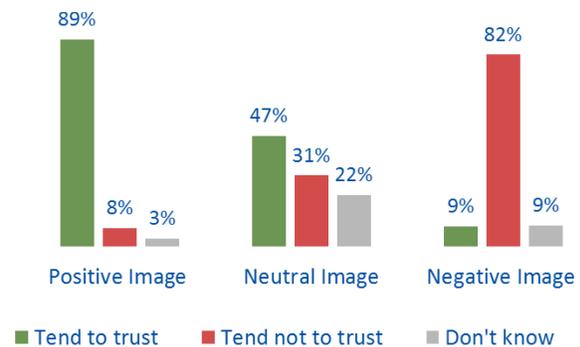


A cross-analysis of Ukrainians' image of the EU (positive, neutral and negative) with their perception of the relations between the EU and their country, the awareness of the EU financial provision and their trust in the EU, confirms that those with the most positive image of the EU are also those most likely to have the highest level of trust in the EU (89%), to value positively the relations between the EU and Ukraine (82%) and to be more informed about the support provided by

the EU (81%).

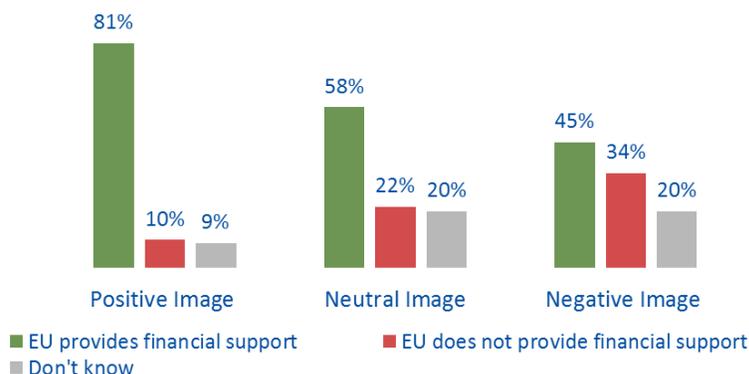
On the other hand those who have a negative image about the EU were more likely to have a consistently bad opinion about the EU's relations with Ukraine (41% rated the relationship as "bad" and 20% as "good"), and to have, especially, the lowest level of trust in the EU. Overall, 82% in this group tended not to trust the EU versus 9% of those who claimed they had a positive image of the EU.

Image of EU and Trust Towards EU



As for those sharing a neutral image, one half of those belonging to this group deemed positively the EU's relations with Ukraine (47%), the equal amount (47%) tended to trust the EU, while a majority (58%) was aware of the financial support provided by the EU.

Image of EU and Financial Support Provision Awareness



3.4 Sources of Information

3.4.1. Internet & Social Media Usage

Internet access is quite high in Ukraine, with 67% having a computer connected to the Internet at home. Ownership is very high among the youth (15-34 years old), as well as employed Ukrainians (89% and 84% respectively). Older generations are least likely to have access to the Internet at home (36%). PC ownership is most prevalent in large cities (76%); nevertheless, six out of ten residents of small settlements (61%) also claimed to have a computer at home. Employed (84%) and higher educated people (73%) are also more likely to have a computer connected to the Internet at home than unemployed and less-educated people (51% and 57% respectively).

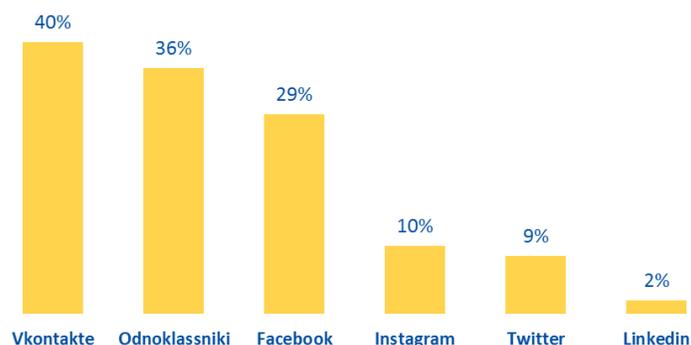
Internet connection at work is not as common – only one quarter (25%) has a computer connected to the Internet at work.

TABLE 7. Percentage of population who have a computer with Internet at home or work

		Q3.1.1 - Do you have a computer at home connected to the internet?	Q3.1.2 - Do you have a computer at work connected to the internet?
		Computer at home	Computer at work
SETTLEMENT SIZE	Less than 20,000 inhabitants	61%	17%
	Between 20,000 - 150,000 inhabitants	64%	34%
	Equal or more than 150,000 inhabitants	76%	32%
GENDER	Male	72%	27%
	Female	63%	23%
AGE	15 - 34 years	89%	30%
	35 - 54 years	76%	36%
	55 years and over	36%	9%
EDUCATION LEVEL	Low level	57%	8%
	High level	73%	30%
EMPLOYMENT STATUS	Employed	84%	51%
	Unemployed /non active	51%	0%
GEOGRAPHIC AREA	Central	65%	22%
	East	68%	29%
	West	68%	24%
TOTAL		67%	25%

Among social media, Russian social networks are the most popular in Ukraine – two out of five Ukrainians uses Vkontakte (40%) and 36% have an account on Odnoklassniki. Facebook is only in third place with 29%. Altogether, the popularity of the other main social networks – i.e. Instagram, Twitter and LinkedIn – does not exceed one tenth of the population (10%, 9% and 2%, respectively)

Q3.1.3 - Do you have accounts with any of the following?
People with a Social Media account



An interesting trend is observed when linking social media usage with age: unsurprisingly the practice tends to decrease as age increases and the over 55 are the least likely to use Odnoklassniki (17%), Vkontakte (9%) and Facebook (9%). 15-34-year-olds are conversely the most frequent users of all social networks, with the highest Vkontakte usage (75%), followed by Odnoklassniki (51%), Facebook (46%), Instagram (21%), Twitter (16%) and LinkedIn (5%). More educated people are also more frequent users than less educated segments (Odnoklassniki: 40% vs. 26%; Vkontakte: 44% vs 32%; Facebook: 34% vs. 17%), as well as employed people as compared to the unemployed. Inhabitants of eastern Ukraine are more likely to use Russian social media (Vkontakte: 49%; Odnoklassniki: 49%) than residents of central and western Ukraine (Vkontakte: 39% and 32% respectively; Odnoklassniki: 31% and 29%).

TABLE 8. People with Social Media account

Q3.1.3 - Do you have accounts with any of the following?							
		Facebook	Twitter	Instagram	LinkedIn	Vkontakte	Odnoklassniki
SETTLEMENT SIZE	Less than 20,000 inhabitants	23%	5%	6%	2%	33%	30%
	Between 20,000 - 150,000 inhabitants	40%	13%	14%	2%	40%	31%
	Equal or more than 150,000 inhabitants	32%	12%	13%	3%	49%	46%
GENDER	Male	33%	9%	9%	2%	42%	35%
	Female	26%	8%	11%	2%	37%	36%
AGE	15 - 34 years	46%	16%	21%	5%	75%	51%
	35 - 54 years	33%	9%	8%	1%	36%	40%
	55 years and over	9%	1%	1%	0%	9%	17%
EDUCATION LEVEL	Low level	17%	5%	8%	0%	32%	26%
	High level	34%	10%	11%	3%	44%	40%
EMPLOYMENT STATUS	Employed	40%	10%	12%	2%	47%	45%
	Unemployed /non active	19%	7%	8%	2%	32%	27%
GEOGRAPHIC AREA	Central	30%	9%	8%	1%	39%	31%
	East	26%	11%	12%	3%	49%	49%
	West	31%	6%	10%	3%	32%	29%
TOTAL		29%	9%	10%	2%	40%	36%

Note: Row percentages may not total 100 due to rounding

Television is still the leading medium for keeping the population up to date: 71% of Ukrainians watch TV on a daily basis and 17% 2-3 times in a week. It is noteworthy that watching television is popular only on TV set, while watching Television online is much rarer for Ukrainian residents – more than half (52%) never watches TV channels via the Internet and one quarter (24%) has no access to this source.

The second most popular sources in Ukraine are Internet and social media – two out of five residents use Internet and social media at least several times a week (45% each).

More traditional media, such as radio (every day -14%, 2-3 times a week -18%) and printed press (every day -4%, 2-3 times a week -12%) are less popular among the Ukrainian population.

TABLE 9. Frequency of Media Usage

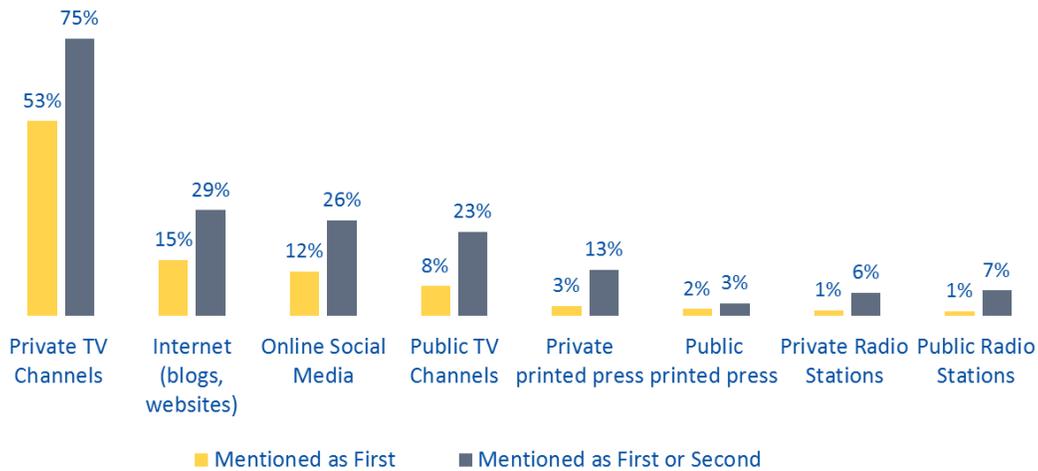
Q3.2 – Could you tell me to what extent you ...?								
	Everyday/ Almost everyday	2-3 times a week	About once a week	2-3 times a month	Less often	Never	No access	Total
Watch television on a TV set	71%	17%	7%	2%	1%	2%	0%	100%
Use the Internet (websites, blogs)	32%	13%	8%	3%	4%	24%	16%	100%
Use online social networks	33%	12%	7%	3%	2%	27%	16%	100%
Listen to the radio	14%	18%	14%	10%	9%	24%	10%	100%
Watch television via the Internet	2%	4%	6%	6%	5%	52%	24%	100%
Read the printed press	4%	12%	25%	14%	13%	25%	5%	100%

Note: Row percentages may not total 100 due to rounding

3.4.2. Sources of Information for Political News

Asked about their two most important sources of information for national news, Ukrainians indicate private TV channels (75%), followed by the Internet (29%), online social media (26%) and public TV Channels (23%).

Q3.3 - Where do you get most of your news on national political matters? Firstly? Secondly?



Overall, television is the most frequently used source of information for national political matters, but this is not the case for the younger generation. Almost half the people aged between 15 and 34 (48%) follow the news on the Internet and on social media (41%, compared to 6-10% among the oldest generation). On the contrary, private and public TV are crucial for reaching people aged 55 years and over (88% and 37% respectively).

At geographical level, residents of the central part of the country seem the least likely to access the Internet for political news and most likely to refer to online social media, compared to citizens living in other parts of the country (Internet: 23% Central, 31% East, 31% West; Social Media: 33% Central, 24% East, 21% West).

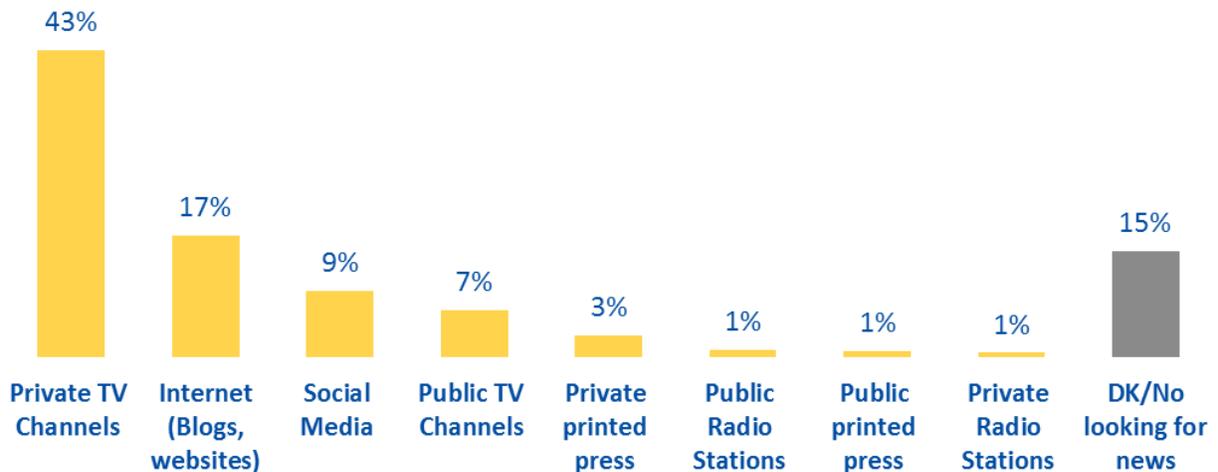
As for private TV channels, these are less popular in the eastern part of the country (80% Central, 62% East, 80% West).

TABLE 10. Source for News on National Political Matters

Q3.3 - Where do you get most of your news on national political matters? Firstly? Secondly?					
Sources of information mentioned as first or second					
		Public TV Channels	Private TV Channels	Internet	Online social media
SETTLEMENT SIZE	Less than 20,000 inhabitants	21%	83%	27%	21%
	Between 20,000 - 150,000 inhabitants	27%	64%	31%	29%
	Equal or more than 150,000 inhabitants	23%	69%	29%	32%
GENDER	Male	21%	72%	33%	27%
	Female	24%	77%	25%	25%
AGE	15 - 34 years	10%	62%	41%	48%
	35 - 54 years	21%	74%	36%	24%
	55 years and over	37%	88%	10%	6%
EDUCATION LEVEL	Low level	27%	78%	24%	16%
	High level	21%	75%	31%	30%
EMPLOYMENT STATUS	Employed	18%	72%	36%	32%
	Unemployed /non active	27%	78%	22%	20%
GEOGRAPHIC AREA	Central	17%	80%	23%	33%
	East	27%	62%	31%	24%
	West	25%	80%	31%	21%
TOTAL		23%	75%	29%	26%

The survey also asked which media sources are the most trusted among Ukrainians. Results showed that again, private TV channels (43%), the Internet (17%), social media (9%) and public TV channels (7%) share the leading positions.

Q3.4 - Which source of information do you trust the most when looking for news on political matters?



While older people consider the TV – and especially private TV (59%) – as the most trusted source of information, younger people also choose the Internet and social media (24% and 19% respectively), along with private TV (32%).

TABLE 11. Most Reliable Sources for News on Political Matters

Q3.4 - Which source of information do you trust the most when looking for news on political matters?								
		Private TV Channels	Public TV Channels	Internet	Social Media	Other	DK/No looking for news	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	51%	5%	17%	8%	7%	13%	100%
	Between 20,000 - 150,000 inhabitants	40%	9%	18%	6%	8%	19%	100%
	Equal or more than 150,000 inhabitants	35%	8%	17%	13%	10%	16%	100%
GENDER	Male	38%	6%	20%	9%	10%	16%	100%
	Female	48%	7%	15%	10%	7%	14%	100%
AGE	15 - 34 years	32%	4%	24%	19%	6%	16%	100%
	35 - 54 years	39%	5%	23%	9%	8%	17%	100%
	55 years and over	59%	12%	5%	1%	11%	12%	100%
EDUCATION LEVEL	Low level	35%	6%	24%	11%	7%	16%	100%
	High level	51%	7%	11%	8%	10%	14%	100%
EMPLOYMENT STATUS	Employed	47%	3%	12%	13%	6%	19%	100%
	Unemployed /non active	32%	11%	20%	7%	11%	19%	100%
GEOGRAPHIC AREA	Central	49%	7%	20%	8%	9%	7%	100%
	East	43%	7%	17%	9%	9%	15%	100%
	West	51%	5%	17%	8%	8%	13%	100%
TOTAL		43%	7%	17%	9%	9%	15%	100%

Note: Row percentages may not total 100 due to rounding

The influence of the mass media on public opinion is confirmed by the survey. Almost nine out of ten (88%) Ukrainians believe that TV forms public opinion (very much - 48%, fairly much - 40%). Other influential media channels are printed public press (63%), Internet websites (59%) and social media (60%). The radio is perceived as the least effective media in this regard by 48% of the population.

TABLE 12. Mass Media influence on Public opinion

Q3.5 – In your opinion, to what extent does your country’s mass media influence public opinion?						
	Very much	Fairly much	Not very much	Not much at all	Don't know	Total
Television	48%	40%	6%	3%	3%	100%
Websites	26%	33%	12%	5%	24%	100%
Printed press	19%	44%	24%	6%	7%	100%
Radio	14%	34%	34%	8%	9%	100%
Social media	30%	29%	11%	5%	24%	100%

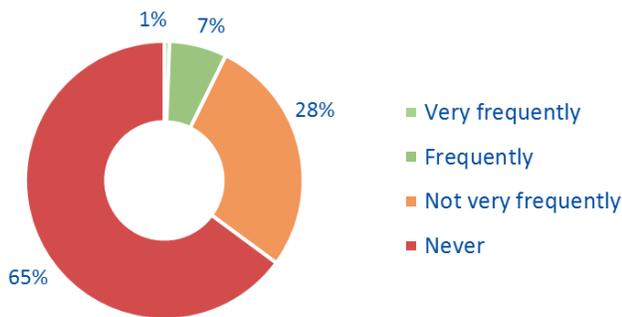
Note: Row percentages may not total 100 due to rounding

An absolute majority of the population (98%) uses the local media as a source of information. Usage of foreign media does not exceed one tenth, with 9% consuming Russian media, and 6% other international media.

3.4.3. Sources of Information about the EU

This section looks at sources of information about the European Union. The results refer to the share of Ukrainians who have heard about European Union (98% of the target population).

Q3.7 - How often do you look for/ access information on the EU?



*Percentages refer to Ukrainians who have heard about the EU

When asked about how often they search for information about the EU, most of the population (65%) admitted that they never look for information on the EU, and three out of ten (28%) stated that they do so only occasionally. Only one tenth (8%) searches for information frequently or very frequently.

Among those who do not look for information about the EU very frequently or at all, half (49%) claimed that if they were to do so, they would use the Internet.

Despite such a limited share of the population searching for information, a large majority (78%) of individuals in all group levels (percentages varying from 68% to 83%) had seen or heard information about the EU in the last three months. People living in the eastern part of the country have been relatively less exposed to information about the EU than other sub-groups (68%).

TABLE 13 – Heard any information about the EU in the Last Three Months

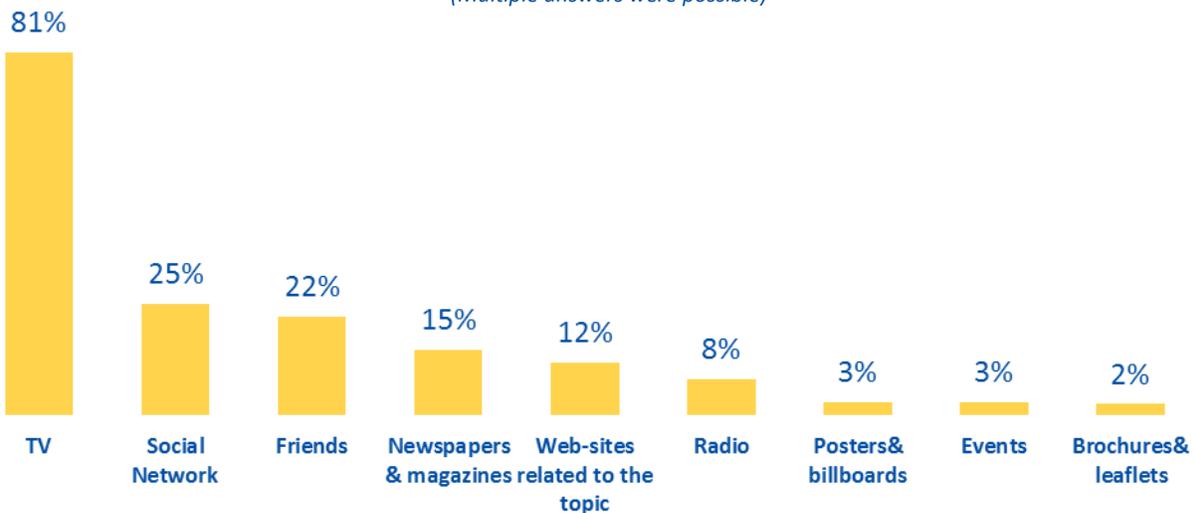
Q3.10 - Have you seen or heard any information about the EU in the last three months?				
		Yes	No	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	83%	18%	100%
	Between 20,000 - 150,000 inhabitants	76%	24%	100%
	Equal or more than 150,000 inhabitants	74%	26%	100%
GENDER	Male	79%	21%	100%
	Female	78%	23%	100%
AGE	15 - 34 years	79%	22%	100%
	35 - 54 years	81%	19%	100%
	55 years and over	75%	25%	100%
EDUCATION LEVEL	Low level	72%	28%	100%
	High level	81%	19%	100%
EMPLOYMENT	Employed	79%	21%	100%
	Unemployed /non active	77%	23%	100%
GEOGRAPHIC AREA	Central	83%	17%	100%
	East	68%	32%	100%
	West	83%	17%	100%
TOTAL		78%	22%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Ukrainians who have heard about the EU

TV was found to be the leading source on EU-related information for all groups (81%), while social media (25%) and conversations with friends (22%) were also cited as sources of information. Newspapers & magazines (15%), websites (12%) and radio (8%) were less effective, as they were only recalled by 10% of Ukrainians.

Q3.10.1 - People who have seen or heard any information about the EU in the last three months: Where or from whom?

(Multiple answers were possible)

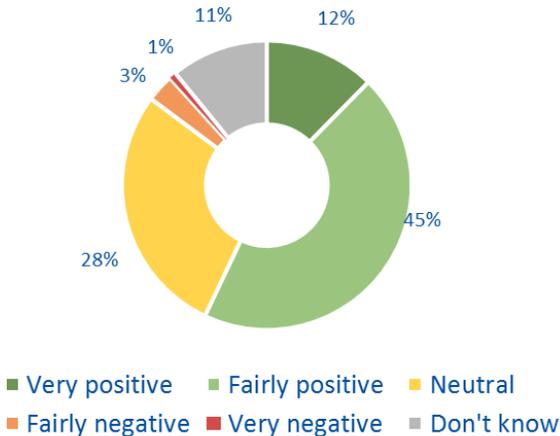


Usage of EU informational websites⁸ is quite low in Ukraine - the percentage of those relying on EU websites, portals and social media as a source of information varies between 1% and 3%.

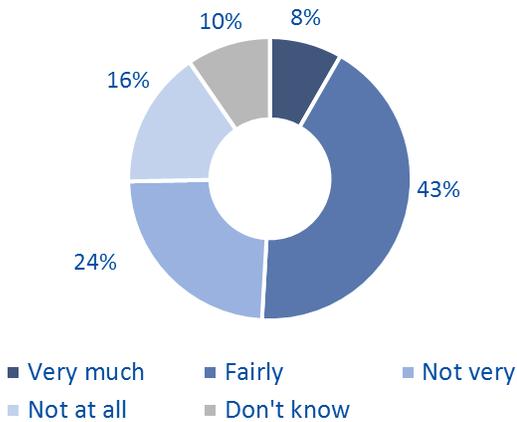
Respondents were also asked about their topics of interest concerning the EU. One out of two Ukrainians stated that they are not interested in getting information about the EU (25%) or do not know (25%). Joining the EU and the relationship between Ukraine and the EU (15%), everyday life and living conditions in EU countries (7%) and EU activities in general, the benefits of the EU's membership (5%) all seemed issues of interest for Ukrainian citizens. Among other areas of interest were the economy, government policies, democracy, law, legislation, culture, and work opportunities.

Respondents were also asked to evaluate the image of the EU as portrayed on the national media. Six out of ten think that the EU is presented in a positive way (57%), three out of ten (28%) feel that the national media present the EU neutrally. Only very few (4%) think that the EU is presented in a negative way.

Q3.8 - In general how would you say the EU was presented in the national media?



Q3.9 - To what extent does what you read, watch or access on-line have an influence on your perception of the EU?



When asked about the influence on their own perception, only 8% feel that what they read or watch significantly influences their perception of the EU, while 43% admits it 'fairly' has an influence. Cross sectional analysis shows that residents living in western Ukraine (61%) are most likely to be influenced by what they hear or read about the EU in the media. Older people are on average slightly less influenced than younger people (46% versus 53%), as are less educated people (48% versus 54% of more educated Ukrainians).

⁸ EU institutions' websites; EU Delegation website; EU projects' website; EU Neighbourhood Info Centre portal; EU Twitter; EU Facebook.

TABLE 14 – Influence on perception about the EU

Q3.9 - To what extent does what you read, watch or access on-line have an influence on your perception of the EU?					
		Influenced	Not Influenced	Don't know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	52%	35%	13%	100%
	Between 20,000 - 150,000 inhabitants	47%	46%	7%	100%
	Equal or more than 150,000 inhabitants	50%	43%	7%	100%
GENDER	Male	50%	41%	9%	100%
	Female	52%	38%	10%	100%
AGE	15 - 34 years	53%	36%	10%	100%
	35 - 54 years	53%	38%	8%	100%
	55 years and over	46%	44%	10%	100%
EDUCATION LEVEL	Low level	48%	39%	13%	100%
	High level	54%	39%	8%	100%
EMPLOYMENT STATUS	Employed	52%	40%	8%	100%
	Unemployed /non active	50%	39%	11%	100%
GEOGRAPHIC AREA	Central	46%	47%	7%	100%
	East	45%	46%	10%	100%
	West	61%	27%	12%	100%
TOTAL		51%	40%	10%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Ukrainians who have heard about the EU.

According to the survey, half of the population (47%) is not satisfied with the level of information provided by their government on EU-related topics and 16% has no opinion in this regard. Cross analysis shows that the most dissatisfied are residents of large cities (56% vs. 40-42% of dwellers of smaller settlements) and people living in the eastern part of the country (56%), especially if compared with inhabitants of central (46%) and western (39%) areas.

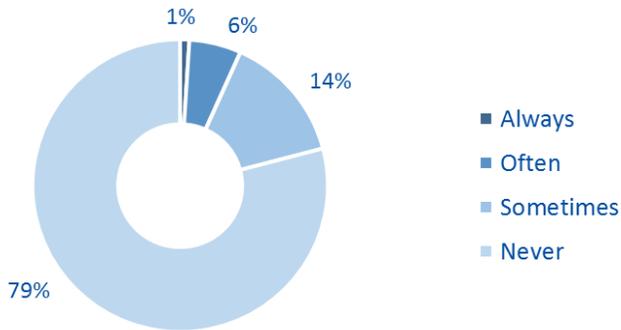
TABLE 15 – Government Informing the Public about Topics Related to the EU

Q3.14 - How well does your country government inform you about topics related to the EU?					
		Well	Not well	Don't know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	41%	42%	17%	100%
	Between 20,000 - 150,000 inhabitants	45%	40%	15%	100%
	Equal or more than 150,000 inhabitants	30%	56%	14%	100%
GENDER	Male	40%	48%	13%	100%
	Female	36%	46%	18%	100%
AGE	15 - 34 years	35%	48%	17%	100%
	35 - 54 years	38%	49%	13%	100%
	55 +	39%	44%	18%	100%
EDUCATION LEVEL	Low level	29%	50%	21%	100%
	High level	40%	47%	13%	100%
EMPLOYMENT STATUS	Employed	39%	49%	12%	100%
	Unemployed /non active	36%	45%	19%	100%
GEOGRAPHIC AREA	Central	38%	46%	16%	100%
	East	26%	56%	18%	100%
	West	47%	39%	13%	100%
TOTAL		38%	47%	16%	100%

Note: Row percentages may not total 100 due to rounding. Percentages refer to Ukrainians who have heard about the EU.

3.4.4. Russian Media Channels

Q3.15 - Do you watch Russian TV channels, read Russian newspapers or visit Russian newsportals online?



Russian TV channels, newspapers and news portals are not popular among Ukrainian residents. Eight out of ten (79%) claimed that they never follow Russian media and 14% said that they do so only sometimes. Only a small part of the population (7%) claimed that they often or always do so.

Russian media popularity is quite widespread among socio-demographic segments and geographical areas. Cross analysis does not outline significant differences.

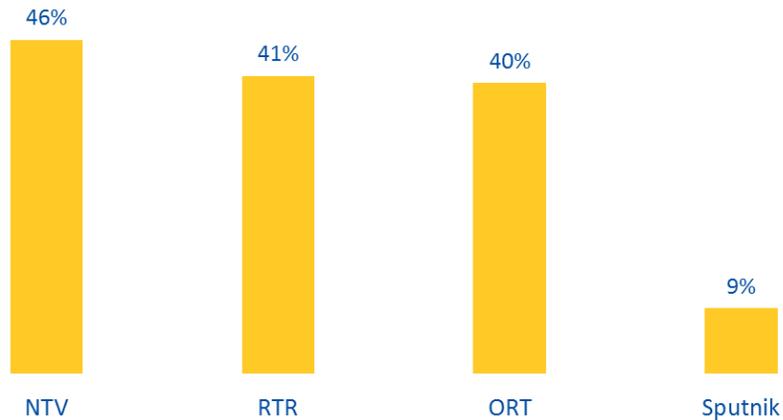
TABLE 16. Consuming Russian TV channels, Russian newspapers or Russian news portals online

Q3.15 - Do you watch Russian TV channels, read Russian newspapers or visit Russian news portals online?					
		Always/Often	Sometimes	Never	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	8%	17%	75%	100%
	Between 20,000 - 150,000 inhabitants	5%	15%	79%	100%
	Equal or more than 150,000 inhabitants	5%	11%	84%	100%
GENDER	Male	9%	15%	76%	100%
	Female	5%	13%	82%	100%
AGE	15 - 34 years	8%	14%	78%	100%
	35 - 54 years	8%	17%	75%	100%
	55 years and over	5%	11%	84%	100%
EDUCATION LEVEL	Low level	9%	9%	82%	100%
	High level	5%	15%	80%	100%
EMPLOYMENT STATUS	Employed	8%	16%	76%	100%
	Unemployed /non active	6%	12%	82%	100%
GEOGRAPHIC AREA	Centre	9%	12%	79%	100%
	East	7%	15%	78%	100%
	West	4%	16%	80%	100%
TOTAL		7%	14%	79%	100%

Note: Row percentages may not total 100 due to rounding.

Among those who watch Russian TV, NTV (46%), RTR (41%) and ORT (40%) are the most popular TV channels.

Q3.16 - If you watch Russian TV channels, which ones do you follow the most?
(Multiple answers were possible)

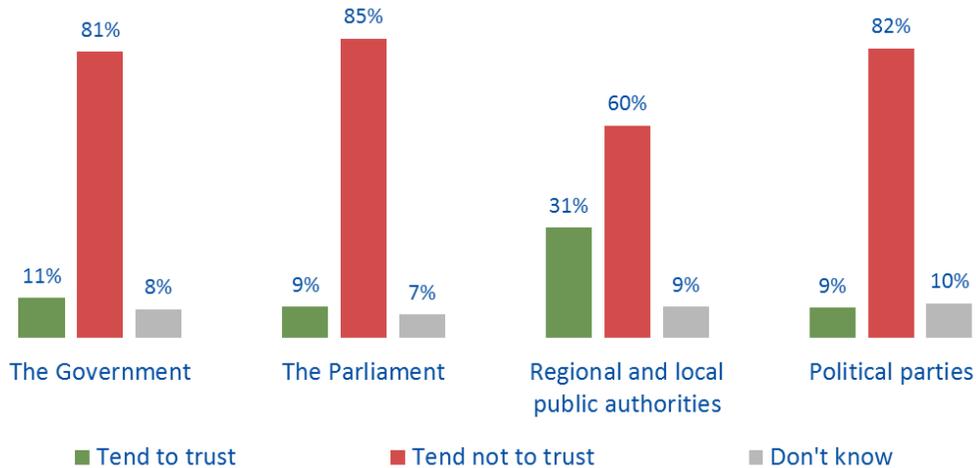


Ukrainians who follow Russian media channels are nearly equally split between those who watch mostly Entertainment programmes (37%), Documentaries and Films (31%) and News and current affairs (26%).

3.5. Country Evaluation and Future Expectations

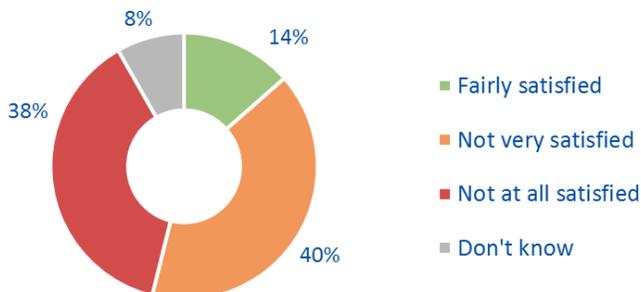
Overall, Ukrainians have a fairly low trust in national, regional and local institution. Four out of five (81%-85%) Ukrainians do not trust the government, parliament and political parties, and three out of five (60%) do not trust regional and local authorities.

Q4.1 - Please tell us which is your level of trust for following institutions?



Levels of distrust are quite high among all population segments. However, inhabitants of central Ukraine are slightly more sceptical than others. More specifically, 9 out of 10 people living in central Ukraine do not trust the Ukrainian parliament (91%), or the political parties (89%), 84% do not trust the Ukrainian government and 71% the local authorities.

Q4.3 - On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in your country?



Nearly eight out of ten Ukrainians (78%) are dissatisfied with the current level of democracy in their country, only 14% are fairly satisfied and less than 1% is very satisfied. Discontent is stronger in the eastern part of the country (87%).

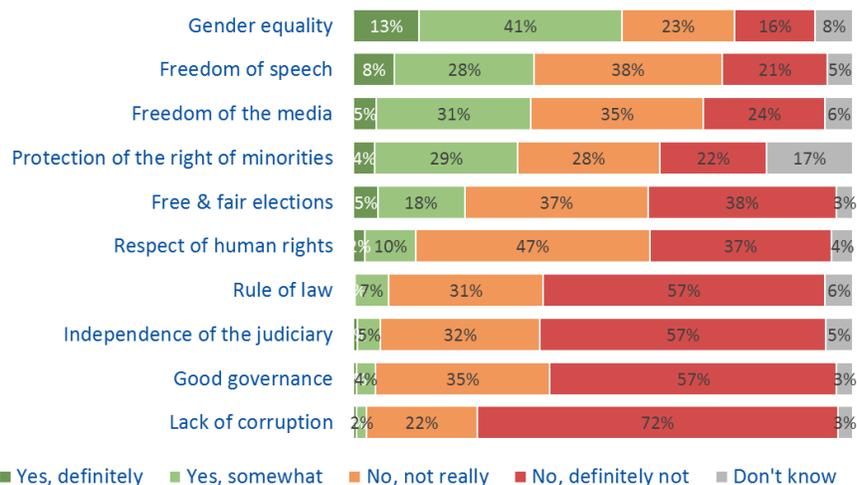
TABLE 17. Satisfaction with democracy

Q4.3 - On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in your country?					
		Satisfied	Not satisfied	Don't know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	15%	76%	10%	100%
	Between 20,000 - 150,000 inhabitants	18%	76%	5%	100%
	Equal or more than 150,000 inhabitants	11%	82%	7%	100%
GENDER	Male	13%	79%	8%	100%
	Female	14%	77%	9%	100%
AGE	15 - 34 years	16%	74%	10%	100%
	35 - 54 years	11%	82%	7%	100%
	55 years and over	15%	78%	8%	100%
EDUCATION LEVEL	Low level	18%	73%	9%	100%
	High level	15%	78%	7%	100%
EMPLOYMENT STATUS	Employed	11%	81%	8%	100%
	Unemployed /non active	17%	75%	9%	100%
GEOGRAPHIC AREA	Central	14%	74%	13%	100%
	East	9%	87%	5%	100%
	West	19%	75%	7%	100%
TOTAL		14%	78%	8%	100%

Note: Row percentages may not total 100 due to rounding

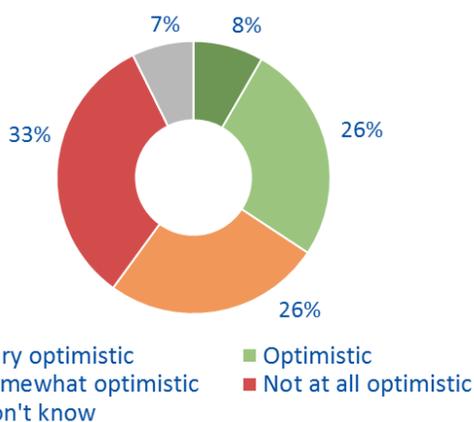
In general, most of the democratic elements listed below were not seen as applying to Ukraine, except for gender equality, seen as applying by just over half the population (54%). More work is needed to bring Ukraine on the road towards democracy, especially in terms of corruption (94% of the population stated it not apply to the country), good governance (92%), independence of the judiciary (89%), rule of law (88%) and respect for human rights (84%).

Q4.4 To what extent do you think that the following elements apply in your country?

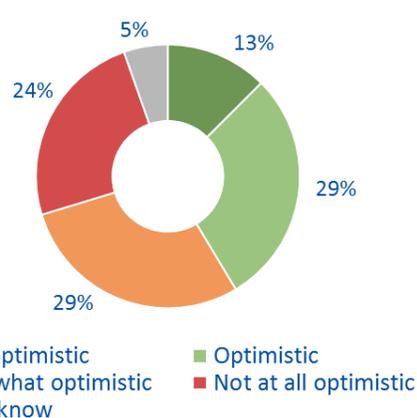


Overall, Ukrainians are not particularly optimistic about the future of their country, and the majority (59%) of the population does not feel confident in their country's future as compared to 34% who are optimistic. When asked about their personal future, Ukrainians feel slightly more confident, though negative expectations (53%) still outweigh positive beliefs (42%).

Q4.5 - How optimistic are you about the future of your country?



Q4.6 - How optimistic are you about your personal future?



Levels of optimism vary greatly among geographical areas. Optimism is stronger in western Ukraine (44%), whereas inhabitants of the eastern and central parts are definitely more pessimistic (63% and 60% respectively). Likewise, optimism about Ukraine's future is more widespread in medium size settlements (45%) than in larger cities (32%). Naturally, young people are more positive (44%) than older generations (31% 35-45; 28% 55+).

As for personal expectations of the future, the generational split is still evident and those aged 15 to 34 appear much more optimistic than those aged 55 years and over (56% versus 31%).

According to 45% of the population, peace, stability and war are the most pressing issues for the future. One out of four Ukrainians also mentioned corruption (27%) and economic problems such as the economic crisis, rate of

exchange and lack of stability (23%). 15% of the population is also worried about the lack of jobs/unemployment (15%), low salaries/pensions (14%), increase in prices (13%) and high utility charges (12%).

TABLE 18. Optimism Regarding Ukraine’s Future

Q4.5 - How optimistic are you about the future of your country?					
		Optimistic	Pessimistic	Don't know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	33%	58%	10%	100%
	Between 20,000 - 150,000 inhabitants	45%	53%	2%	100%
	Equal or more than 150,000 inhabitants	32%	62%	7%	100%
GENDER	Male	38%	57%	5%	100%
	Female	31%	60%	9%	100%
AGE	15 - 34 years	44%	52%	5%	100%
	35 - 54 years	31%	60%	9%	100%
	55 years and over	28%	64%	8%	100%
EDUCATION LEVEL	Low level	39%	49%	11%	100%
	High level	35%	59%	6%	100%
EMPLOYMENT STATUS	Employed	34%	61%	5%	100%
	Unemployed /non active	35%	56%	9%	100%
GEOGRAPHIC AREA	Central	29%	60%	12%	100%
	East	31%	63%	7%	100%
	West	44%	54%	3%	100%
TOTAL		34%	58%	7%	100%

Note: Row percentages may not total 100 due to rounding

TABLE 19. Optimism Regarding Personal Future

Q4.6 - How optimistic are you about your personal future?					
		Optimistic	Pessimistic	Don't know	Total
SETTLEMENT SIZE	Less than 20,000 inhabitants	38%	55%	7%	100%
	Between 20,000 - 150,000 inhabitants	51%	46%	3%	100%
	Equal or more than 150,000 inhabitants	41%	55%	4%	100%
GENDER	Male	46%	50%	4%	100%
	Female	37%	56%	7%	100%
AGE	15 - 34 years	56%	42%	2%	100%
	35 - 54 years	38%	54%	9%	100%
	55 years and over	31%	63%	6%	100%
EDUCATION LEVEL	Low level	36%	60%	5%	100%
	High level	44%	51%	5%	100%
EMPLOYMENT STATUS	Employed	45%	50%	5%	100%
	Unemployed /non active	37%	57%	6%	100%
GEOGRAPHIC AREA	Central	35%	59%	6%	100%
	East	45%	50%	5%	100%
	West	45%	50%	5%	100%
TOTAL		41%	53%	5%	100%

Note: Row percentages may not total 100 due to rounding

Annex 1

Table 20: Auxiliary information

Calibration Variables	
SETTLEMENT SIZE	Less than 20,000 inhabitants
	Between 20,000 - 150,000 inhabitants
	Equal or more than 150,000 inhabitants
GENDER	Male
	Female
AGE	15 - 34 years
	35 - 54 years
	55 years and over
EMPLOYMENT STATUS	Employed
	Unemployed /non active
GEOGRAPHIC AREA	Centre
	East
	West

Table 21: Concatenation of the calibration variables

Variable 1	Variable 2	Variable 3	No. constraints
Geographical area	Gender	Age group	18
Geographical area	City size		9
Geographical area	Employment status		6

Table 22: Distribution of target population by geographic area and settlements size. Year 2015

Geographic Area	Settlements size	Population
Centre	Less than 20,000 inhabitants	4,960,951
	Between 20,000 - 150,000 inhabitants	1,657,511
	Equal or more than 150,000 inhabitants	5,243,704
East	Less than 20,000 inhabitants	3,819,196
	Between 20,000 - 150,000 inhabitants	1,788,149
	Equal or more than 150,000 inhabitants	4,358,057
West	Less than 20,000 inhabitants	7,409,162
	Between 20,000 - 150,000 inhabitants	1,669,237
	Equal or more than 150,000 inhabitants	2,378,291
Total	Less than 20,000 inhabitants	16,189,309
	Between 20,000 - 150,000 inhabitants	5,114,897
	Equal or more than 150,000 inhabitants	11,980,052
Total Population		33,284,258

Source: State Statistics Committee of Ukraine

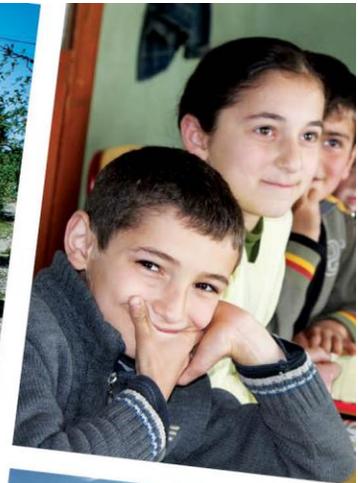
Table 23: Distribution of target population by geographic area, age and gender. Year 2015

Geographic Area	Age	Gender	Population
Centre	15 - 34 years	Male	1,975,665
		Female	1,895,120
	35 - 54 years	Male	1,903,063
		Female	2,070,740
	55 years and over	Male	1,512,745
		Female	2,504,833
East	15 - 34 years	Male	1,659,756
		Female	1,592,090
	35 - 54 years	Male	1,598,762
		Female	1,739,628
	55 years and over	Male	1,270,856
		Female	2,104,310
West	15 - 34 years	Male	1,908,133
		Female	1,830,341
	35 - 54 years	Male	1,838,011
		Female	1,999,957
	55 years and over	Male	1,461,036
		Female	2,419,212
Total	15 - 34 years	Male	5,543,554
		Female	5,317,551
	35 - 54 years	Male	5,339,836
		Female	5,810,325
	55 years and over	Male	4,244,637
		Female	7,028,355
Total Population			3,3284,258

Source: State Statistics Committee of Ukraine

Table 24: Distribution of target population by geographic area and employment status. Year 2015

Geographic Area	Employment status	Population
Centre	Employed	5,860,115
	Unemployed/Inactive	6,002,051
East	Employed	4,923,081
	Unemployed/Inactive	5,042,321
West	Employed	5,659,803
	Unemployed/Inactive	5,796,887
Total	Employed	16,442,999
	Unemployed/Inactive	16,841,259
Total Population		33,284,258



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