

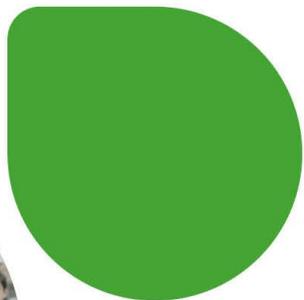
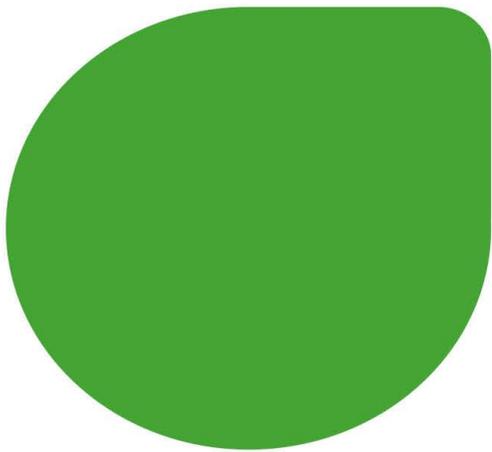
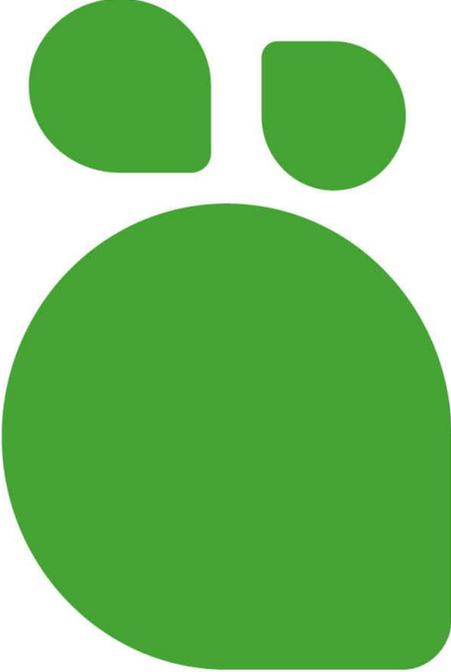
**ANNUAL SURVEY REPORT: UKRAINE**

3<sup>rd</sup> Wave (Spring 2018)

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

June 2018

**#  
STRONGER  
TOGETHER**



# TABLE OF CONTENTS

<b>1. Background</b> .....	<b>3</b>
<b>2. Research methodology in brief</b> .....	<b>4</b>
<b>3. Survey findings</b> .....	<b>5</b>
<b>3.1. Executive summary</b> .....	<b>5</b>
<b>3.2. Perceptions of the European Union</b> .....	<b>8</b>
3.2.1. General perceptions of the EU .....	8
3.2.2. EU relations with Ukraine and awareness of EU financial support.....	11
<b>3.3. Sources of information on the EU</b> .....	<b>18</b>
3.3.1. Media usage as sources of information .....	18
3.3.2. Sources of information about the EU.....	20
<b>3.4. View of Ukraine’s current situation and future expectations</b> .....	<b>25</b>
3.4.1. View of Ukraine’s current situation.....	25
3.4.2. Future expectations.....	27
<b>3.5. Profiling attitudes towards the EU: positive versus neutral</b> .....	<b>29</b>
3.5.1. Positive attitudes.....	29
3.5.2. Neutral attitudes .....	34
<b>5. Annex</b> .....	<b>38</b>



**act**

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

# 1. Background

Between March and April 2018, a third wave of annual surveys was carried out across the six Eastern Partner countries (Armenia, Azerbaijan, Belarus, Georgia, the Republic of 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 '**EU NEIGHBOURS east**' project aims to increase the understanding of EU support in the Eastern Partner (EaP) countries through improved communication. The **overall objective** of the project is to contribute to the improvement of public perception of the EU, as well as to a better understanding of European policies and their impact through the regional and bilateral EU support and cooperation programmes in the EaP countries.

The project develops information and communication materials, carries out awareness-raising and information campaigns, and assesses the perception of the EU and its support through opinion polling and media monitoring.

The purpose of the annual surveys is to investigate the opinion and the level of information that citizens of the EaP countries have on the EU in general and, in particular, on EU-funded cooperation and development programmes/projects. In order to monitor changes over time, the surveys are being carried out annually from 2016 until 2019.

This document presents the results of the **3<sup>rd</sup> wave of annual surveys** (spring 2018) conducted in **Ukraine**<sup>1</sup> and covers the following broad topics:

- General perceptions of 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 structure of the report is as follows: the **first section** is dedicated to the perception of citizens of the EU (including their assessment of the relationship between their country and the EU, their awareness of the EU's financial support and perception of its effectiveness, and their level of trust towards the EU and other foreign institutions); the **second section** is devoted to the analysis of media sources in terms of EU-related general information, both in the national language and other foreign languages; and the **third section** provides an assessment of how citizens view their country's and their personal future, as well as their main concerns. In order to gather a more comprehensive view, a **fourth section** was also included, which is dedicated to profiling citizens with a positive attitude and citizens with a neutral stance towards the EU. Attitudes were profiled in socio-demographic terms and against selected indicators from previous sections.

The third wave also saw the introduction of a new set of questions, targeted at gaining greater insights into how the EU is perceived by citizens. Respondents were asked to rate their agreement with a set of statements that touched upon perceived myths about the EU.

This document is an analysis of the results of the 3<sup>rd</sup> wave of the survey, which also provides comparisons between the findings of the 2018, 2017 and 2016 surveys where relevant.

---

<sup>1</sup> A similar report has been produced for each EaP country. Additionally, a macro-area report is available which compares the results across the region.

## 2. Research methodology in brief

The survey was conducted in March 2018, following the same methodology adopted in the previous rounds of data collection (spring 2017 and 2016): 1,000 face-to-face 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 and living in the country), the sampling weights were calculated by applying a specifically designed estimation procedure.

### ***Sampling strategy***

The survey used a two-stage sample design, with settlements as primary sampling units (PSUs) and individuals as secondary units.

In the first stage, the sample was composed of 30 units (cities/towns) and stratified by unit size, expressed in terms of population, level of urbanisation and geographical area. Three groups of settlements<sup>2</sup> and three areas<sup>3</sup> were used for a total of nine strata. Within each stratum, three or four sample units were randomly selected, with the probability of their selection proportional to their size. 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 were carried out. The additional interviews that were carried out were distributed proportionally to the PSU's size.

The second-stage sample was also stratified. In this case, gender and age<sup>4</sup> were considered for a total of six strata. In each selected settlement, secondary sampling units were distributed proportionally among strata.

The individuals to be interviewed were selected randomly, according to the random walk<sup>5</sup> principle.

### ***Estimation phase***

An estimation procedure was carried out in order to estimate the characteristics of the target population 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 was built based on the general category of model-assisted estimators (Deville and Särndal 1992). 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 individuals) and the calibration of the sampling design weights to known population totals. The calibration variables were the same as those used in the previous wave (settlement size, gender, age, employment status, geographical area, education level, religious faith and mother tongue).

---

<sup>2</sup> Groups of settlements: 1) Small settlements (less than 20,000 inhabitants); 2) Medium-sized settlements (20,000-150,000 inhabitants); 3) Large settlements (above 150,000 inhabitants) / Capital.

<sup>3</sup> Geographical areas: 1) Centre (Sumy, Mykolaiv, Kyiv, Kosiv, Odesa, Kropyvnytskyi, Cherkasy); 2) East (Dnipro, Zaporizhia, Donetsk, Kherson); 3) West (Volynsk, Lviv, Khmelnytskyi, Zakarpatska, Zhytomyr, Ivano-Frankivsk, Vinnytsia).

<sup>4</sup> Age groups: 1) 15-34 years; 2) 35-54 years; 3) 55 or more years.

<sup>5</sup> This technique is based on very precise instructions for the interviewers. First, a starting point should be selected for each cluster. Second, it is necessary to define a step. A step can be defined according to the size of the cluster. The third important consideration is the movement route. Each interviewer should have detailed instructions on how to follow the route in rural settlements and urban areas. Each interviewer should begin from the starting point, according to the predefined step size and route, and contact a total predefined number of households.

# 3. Survey findings

## 3.1. Executive summary

### *General perceptions of the EU*

- Nearly half of Ukrainian citizens (49%) have a positive image of the European Union (EU), 36% feel neutral about it and 14% hold a negative view. Compared to 2017, positive perceptions have increased by 6 percentage points and the share of Ukrainians who have no opinion or have never heard of the EU is negligible (1%) and at its lowest level since 2016.
- At a personal level, peace, security and stability is the first priority for Ukrainians: 71% of the population placed it among the three most important values, a finding that may well be explained by the recent conflict and situation in Ukraine. Most of the population see the EU as a safeguard in this regard: 69% of citizens link peace, security and stability with the European Union.
- All other elements have a relatively lower ranking at a personal level, with 41% of Ukrainians citing human rights, 40% economic prosperity and 34% honesty and transparency among the top three personal values. Positive associations with the EU appear consistent with 2017 and over 70% of Ukrainians associate the EU with most values. Absence of corruption is the least associated (58%).
- The EU is the most trusted foreign institution, with 66% of the population tending to trust it – an increase of 8 percentage points since 2017. The Eurasian Economic Union (EEU) has the lowest level of trust, with only 29% of Ukrainians trusting it.

### *EU relations with Ukraine and awareness of EU financial support*

- Trust towards the EU is mirrored by the appreciation of the relations between Ukraine and the EU. Over 60% of Ukrainians (up 4% since 2017) describe them as ‘fairly good’ (51%) or ‘very good’ (11%).
- 60% of citizens are also well-aware of the financial support provided by the EU to Ukraine (up 4% since 2017) and only 15% of citizens (**down 11% compared to 2017**) do not know that the EU supports Ukraine. The share of people who consider the EU’s financial support effective has also increased by 7 percentage points and is currently at 43%.
- The most well-known EU-financed programmes in Ukraine relate to the fields of education (43%). Around 30% of the population are aware of programmes in the fields of health and medicine (34%), economic reform/business promotion (31%) and justice/policy reforms (28%).
- Ukrainian citizens believe that tourism (53%), access to more products and services (47%) and trade (44%) are among the largest benefits received from the EU and their appreciation is overall more positive than in 2017 (37%, 37% and 33% respectively). Fighting corruption is again among the areas that have benefitted least from EU support (15%), and it is important to note that 45% of citizens would expect a greater involvement of the European Union to tackle the issue.

### *Media usage as sources of information*

- As in 2017, television and ‘word of mouth’ are the most popular sources of information in Ukraine – only 9% and 12% respectively never use them. Print media and the Internet are used by two thirds of citizens and social media and the radio by one in two. The official EU website is hardly ever used – only 15% of Ukrainians access it for information.
- Over half of Ukrainians frequently access the Internet or social media (55%), 35% traditional media only (this notably includes television), whereas 10% of the population do not rely frequently on any media. Compared to 2017, the habit of relying on media in Ukrainian has seen a decrease of 8

percentage points from 65% to 57% – although it is still more prevalent than relying on media in Russian (50%).

### *Sources of information about the EU*

- Nearly 60% of Ukrainians say they have seen or heard information about the EU in the last three months (57%). This indicator has largely decreased since 2016 (by 21%). However nearly 60% of the population feel that the EU is presented positively in national media (59%, up 4% since 2017).
- Passive exposure stems mostly from television (74%). Over 40% of Ukrainians who heard or saw information about the EU did so through the Internet (43%) and 22% through social media. ‘Word of mouth’ as a source of information was cited by 21% of the population.
- Both frequent and sporadic access to information on the EU have increased since 2017 (from 11% to 15% for frequent access and from 28% to 36% for sporadic access). Ukrainians prefer to search for information about the EU in Russian (55%) than in their national language (43%). Only a tiny minority use English (2%).
- No change has been recorded since 2017 regarding the most searched topics and general information about the EU (39%), economic news (37%), EU relations with Ukraine (34%) and social and political news (32%) are the target of the most enquiries. Nearly 15% of citizens search for education and cultural programmes and/or opportunities offered by the European Union (14%).
- The assessment of the quality of information is more positive than in 2017. Nearly all active users rate it ‘very’ or ‘quite positively’ in terms of its accessibility (92%) and user-friendliness (92%), and over 80% find it comprehensive (83%), reliable (81%) and trustworthy (81%).

### *View of Ukraine’s current situation*

- The share of Ukrainians who tend to trust national, regional and local institutions is extremely low and around the same level across the last three years. The only institution trusted by the majority of the population is religious authority (58% of the population). Nearly 40% of the population trust the regional and local public authorities, whereas a little more than one in ten citizens trust the Government, the Parliament and country’s political parties (16%, 12% and 11% respectively).
- Accordingly, 69% of Ukrainians are dissatisfied with the way democracy works in their country (71% in 2017), of which 28% are absolutely dissatisfied. However, it should be noted that a greater share of satisfied citizens was found compared to last year (24%, up from 15%).
- No significant change was recorded in the path towards democratic governance and the hierarchy of elements that Ukrainians believe to apply to their country is consistent with 2017. Half of the population feel that gender equality applies in their country, and around a third believe that freedom of media, freedom of speech, and protection of the rights of minorities exist in Ukraine.
- Like in 2017, most Ukrainians are not optimistic towards the future of their country (42%). A more significant improvement in attitudes towards personal futures was recorded (up 5% since 2017) and currently over half of citizens are ‘very’ (22%) or ‘fairly’ (29%) optimistic.
- Compared to 2017, Ukrainians are more concerned about low living standards and poverty (45%, up 8%) than security and war (37%, as in 2017). Ukrainians are also less concerned about territorial conflicts than they were in 2017 (7%, down 4%). Other pressing problems in the country are the economic crisis (34%), corruption (33%) and unemployment (32%).

## *Profiling attitudes towards the EU: positive versus neutral*

- EU supporters – 49% of Ukrainians – tend to be slightly more concentrated among the youngest generation (38% are aged 15–34), highly educated individuals (50%), native Ukrainian speakers (81%) and western residents (41%). Neutral citizens – who account for 36% of the population – are more likely to be female (59%), slightly older (68% are more than 34 years old) and have a low level of education (63%). They are also less likely to live in the centre (41%) and in the east (35%) of the country, and in smaller or larger settlements (45% and 41% respectively).
- EU supporters are more likely to be actively and passively exposed to information about the EU. In fact, 65% of them had seen or heard information about the EU in the three months preceding the survey and 61% look for/access information on the EU ‘frequently’ or ‘very frequently’ – the corresponding figures in the neutral population stand respectively at 53% and 50%.
- EU supporters are keener users of new media – 64% frequently use the Internet and social media (compared to 47% of the neutral population) and less frequent users of traditional media only (29% versus 40% of the neutral population).
- A positive image of the EU is linked to a higher level of confidence in the EU and in all foreign institutions: 89% trust the EU, 74% trust the United Nations, 63% trust NATO and 33% trust the EEU, versus only 56%, 41%, 22% and 25% respectively among the neutral population.
- Nearly 80% of positively oriented individuals hold a good image of the relations between Ukraine and the EU (79%), 73% acknowledge the EU’s financial support and 50% rate it as effective, versus 60%, 54% and 40% respectively among neutral citizens. Neutral citizens are also less familiar with these issues – with 23%, 21% and 7% respectively answering ‘don’t know’.
- When it comes to the assessment of common beliefs, individuals holding a positive image of the EU are again much more positive than neutral individuals. In fact, around 90% of EU supporters ‘strongly’ or ‘somewhat’ agree that ‘integration with the EU increases the country’s security and stability’ (61% for neutral individuals), ‘the EU is committed to fighting corruption’ (versus 73% for neutral) and ‘it is an independent actor in foreign relations’ (versus 64%), and around 80% that ‘the EU fosters the preservation of traditional values in our society’ (versus 52%) and ‘it provides tangible benefits to citizens in their everyday lives’ (versus 54%).
- A more optimistic attitude, both at personal level and regarding the country’s future, is linked with a positive image of the EU. In fact, 58% of EU supporters feel positively about Ukraine’s future and 65% about their own prospects. Nevertheless, over 40% are worried about security issues and war (their most pressing concern) and 9% about territorial conflicts. Corruption is another specific source of concern for EU supporters (40%).
- Neutral individuals are less optimistic than EU supporters, with 66% openly pessimistic towards Ukraine’s future and 53% about their personal future. They are also more concerned about low living standards and poverty (45%), employment (37%), low salaries and pensions (32%), high prices and taxes (30%) and unaffordability of healthcare (14%). These issues, which seem to have a more immediate effect on the everyday lives of individuals, may well reflect real difficulties rather than hypothetical concerns, thus accounting for both their greater pessimism and their more indifferent view towards the EU.

## 3.2. Perceptions of the European Union

Nearly half of Ukrainians have a positive image of the EU (49%), 36% feel neutral about it and 14% hold a negative view. Compared to 2017, positive perceptions have increased by 6 percentage points and the awareness of the EU (only 1% of the population have never heard of the Union) is at its maximum since 2016. The levels of trust in the EU (66%) are also at their highest since 2016, as well as the awareness of EU-funded programmes (48%, up 16% since 2017). Ukrainian citizens believe that tourism (53%), access to more products and services (47%) and trade (44%) have all benefitted from the EU and more so compared to 2017 (37%, 37% and 33% respectively). Fighting corruption is again among the areas that have least benefitted from EU's support, and 45% of citizens would expect a greater involvement of the EU to tackle the issue.

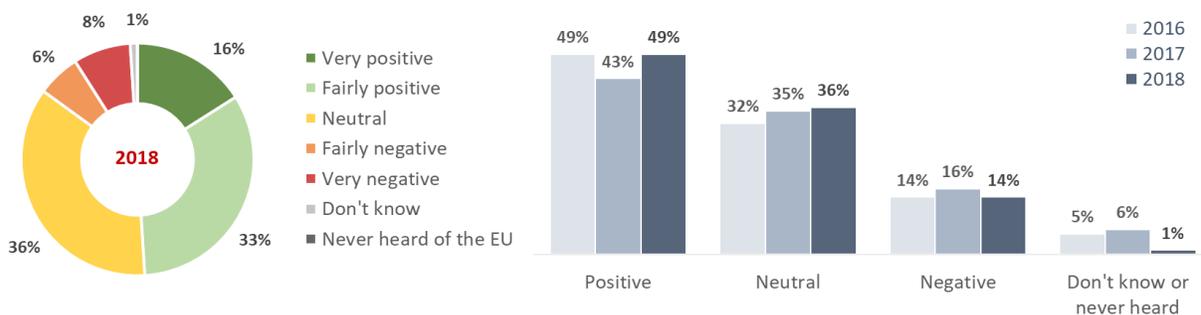
This section looks at how Ukrainian citizens perceive the EU's image and their opinion of the benefits of the EU's financial support, also compared with the role of other foreign institutions.

### 3.2.1. General perceptions of the EU

Nearly half of Ukrainian citizens (49%) have a positive image of the EU, 36% feel neutral about it and 14% hold a negative view. Compared to 2017, positive perceptions have increased by 6 percentage points and the share of Ukrainians who have no opinion or have never heard of the EU is negligible (1%) and at its minimum since 2016.<sup>6</sup>

Significant differences were found in all socio-demographic groups; men (52%), citizens living in small or medium-sized settlements (51% and 52% respectively), younger (56%), highly educated (54%) and employed individuals (54%), and, particularly, western residents (59%) are all more positive towards the EU than their socio-demographic counterparts. Native Ukrainian speakers<sup>7</sup> are also more positive (52%) than citizens who have Russian as mother tongue, who are equally split between positive and neutral views (39% and 41%).<sup>8</sup>

**FIGURE 1 – Do you have a 'very positive', 'fairly positive', 'neutral', 'fairly negative' or 'very negative' image of the European Union? (Q2.1)**



At a personal level, peace, security and stability is the first and mutual priority of Belarusians: 71% of the population placed it among the three most important values, a finding that may well be explained by the recent conflict and the situation in Ukraine. Concerns over security and stability have not decreased since 2017, reflecting continuous tension in the country. Most of the population see the EU as a safeguard in this

<sup>6</sup> Passive exposure to EU-related issues has largely decreased in 2018 (44%) after the peak recorded in 2017 (65%). In addition, when asked to spontaneously name the first issues that came to their mind when thinking of the EU, around 10% of citizens cited visa liberalisation or European integration. See below paragraph and also Section 3.

<sup>7</sup> According to a poll, Ukrainian is the mother tongue of 65 per cent, compared to 33 percent for Russian. The Research & Branding Group, 2010.

<sup>8</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 1.

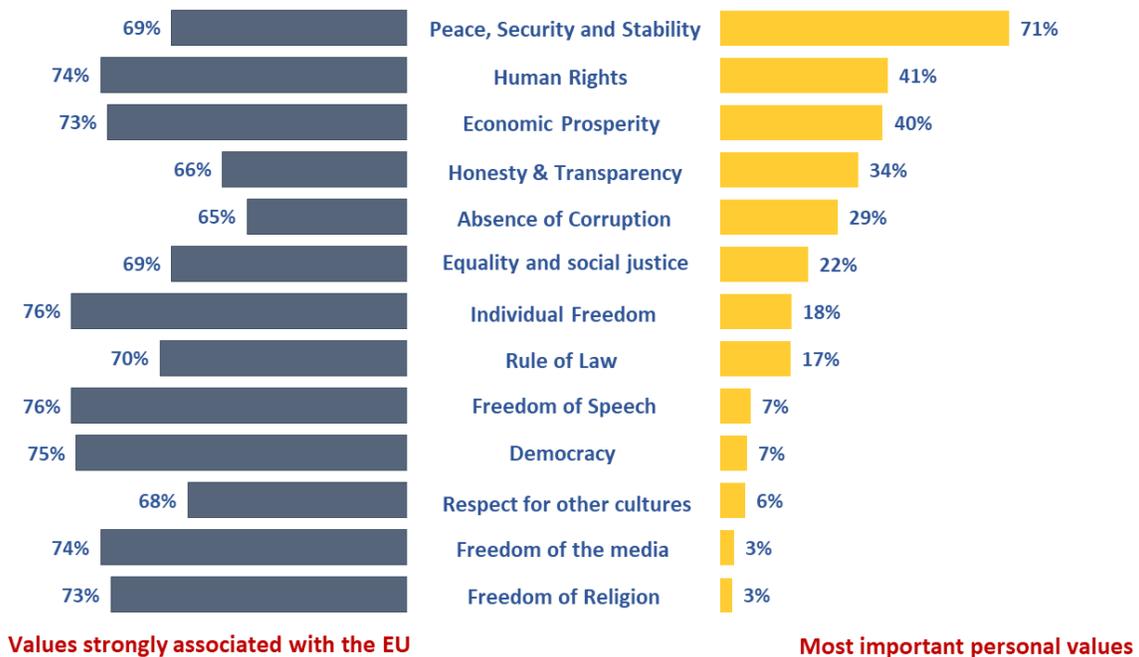
regard – 69% of citizens strongly link it with the European Union – although it is not one of the most associated aspects.

All other elements have a relatively lower ranking at a personal level, with 41% of Ukrainians citing human rights, 40% economic prosperity and 34% honesty and transparency among the top three personal values.<sup>9</sup>

Positive associations with the EU appear consistent with the 2017 findings and over 70% of Ukrainians associate the Union with individual freedom (76%), freedom of speech (76%), democracy (75%), human rights (74%), freedom of the media (74%), freedom of religion (73%), economic prosperity (73%) and rule of law (70%). Absence of corruption (65%) is least associated with the EU; at a personal level, it is important for nearly one in three Ukrainians (29%).

**FIGURE 2 – Values ‘strongly’ or ‘very strongly’ associated with the EU (Q2.3) & three most important personal values (Q4.7)**

*(Percentages refer to Ukrainians who have heard of the EU)*



Ukrainians are also largely confident that ‘the EU fosters the preservation of traditional values in their society’.<sup>10</sup> Nearly two thirds of Ukrainians ‘strongly’ (27%) or ‘somewhat’ (37%) agree with the above statement, almost a third are ‘not really’ (26%) or ‘not at all’ (5%) convinced by it and only 5% do not have a definite opinion on the issue.

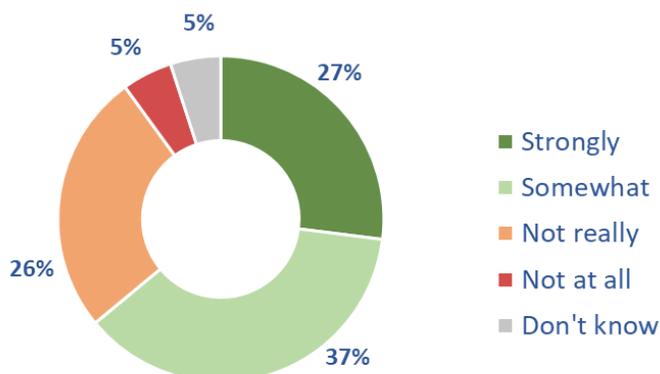
<sup>9</sup> More details are provided in Annex – Table 2.

<sup>10</sup> The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the Union is perceived by the citizens. Respondents were asked to rate their agreement with the following set of statements according to a five-grade scale (‘strongly’, ‘somewhat’, ‘not really’, ‘not at all’, or ‘don’t know’): ‘the EU fosters the preservation of traditional values in our society’, ‘the EU provides tangible benefits to citizens in their everyday lives’, ‘the EU is committed to fighting corruption’, ‘the EU is an independent actor in foreign relations’ and ‘integration with the EU increases the country’s security and stability’.

**FIGURE 3 – ‘The EU fosters the preservation of traditional values in our society’.**

**To what extent do you agree with this statement about the EU?**

*(Percentages refer to Ukrainians who have heard of the EU)*



Perceptions of the EU were also assessed through an open-ended question, whereby respondents were asked to name the first issues that came to their mind when thinking of the EU. One out of five Ukrainians did not answer the question, because it was too hard to answer. Positive opinions were widely recorded and touched upon many aspects, the most common being economic prosperity/high standards of living (20%), rule of law/human rights and equality (10%), peace and stability (8%) and visa liberalisation (7%). The concept of the EU was also linked to a general feeling of confidence in the future/optimism by 7% of the population, with 5% also mentioning development and progress. As for negative perceptions, 4% felt they could not trust the EU, 2% said that Ukraine will not have benefited from the EU/does not need the EU and 1% cited ‘moral decline’.

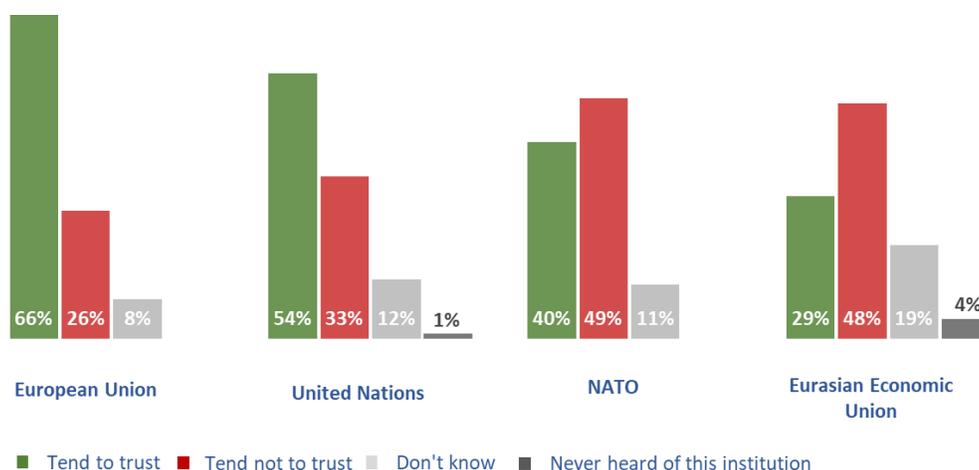
Ukraine is part to several international organisations, including the United Nations (UN). It has concluded an Association Agreement with the EU, aspires to be a member of the North Atlantic Treaty Organization (NATO) and is an observer to the EEU. Among these, the EU is the most trusted foreign institution, with two thirds (66%) of the population tending to trust it – an increase of 8 percentage points since 2017. The EEU has the lowest level of trust, with 29% of Ukrainians oriented towards trusting it.

Scepticism towards the EU is geographically concentrated: in fact, 38% of residents of the centre of the country openly distrust the EU compared to 21% and 19% respectively for eastern and western residents. Distrust also increases with age, with 33% of older citizens oriented towards not trusting the Union (it is 18% for younger citizens and 28% for individuals in the middle age group). Native Russian speakers are also more negative (41%) than citizens who have Russian as their mother tongue (21%).<sup>11</sup>

<sup>11</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 3.

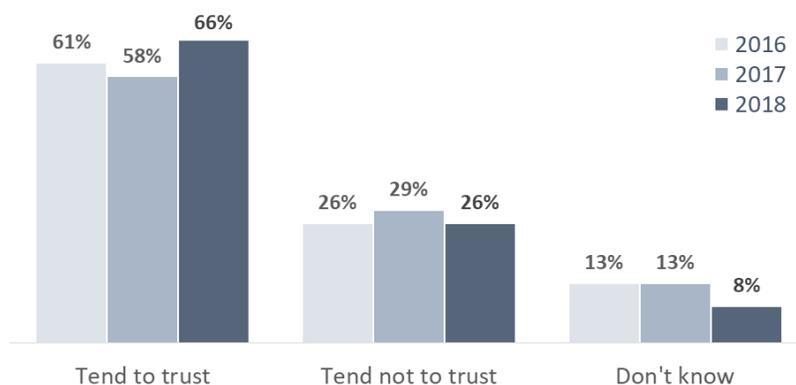
**FIGURE 4 – Trust towards different institutions (Q2.11)**

*(Percentages refer to Ukrainians who have heard of the EU)*



**FIGURE 5 – Trust towards the EU (Q2.11)**

*(Percentages refer to Ukrainians who have heard of the EU)*



### 3.2.2. EU relations with Ukraine and awareness of EU financial support

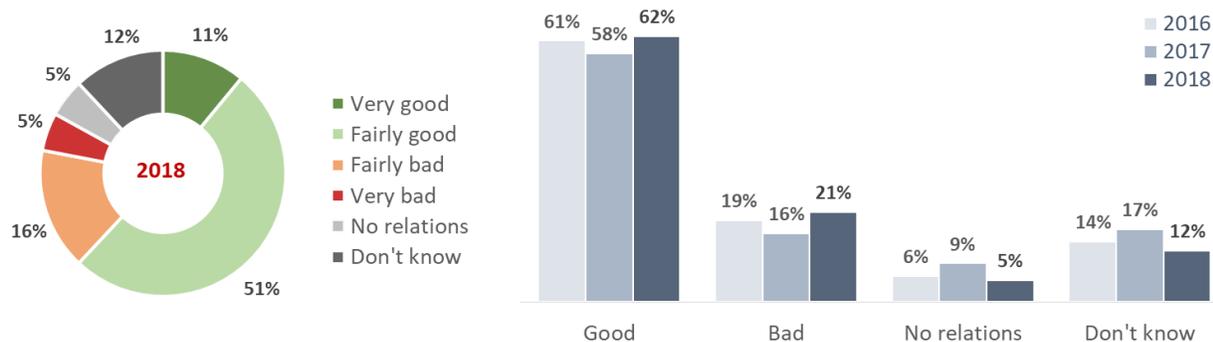
Trust towards the EU is mirrored by the appreciation of the relations between Ukraine and the EU. Over 60% of Ukrainians (up 4 percentage points since 2017) describe them as ‘fairly good’ (51%) or ‘very good’ (11%). A slight shift from uncertain to negative opinions was also recorded and 21% of individuals rate the relations as bad (16% last year); 17% answered don’t know or ascertained no relations between Ukraine and the EU.

Most critics were found among western residents (35%), who on average are more likely to have a positive image of the EU. Citizens living in smaller settlements (26%), older individuals (26%), the highly educated (25%) and unemployed (22%) are also more likely to consider negatively the relations between the EU and their country than their socio-demographic counterparts. Again, native Ukrainian speakers are more positive (67%) than citizens who have Russian as their mother tongue, who are equally split between appreciation (46%) and dissatisfaction (44%).<sup>12</sup>

<sup>12</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 4.

**FIGURE 6 – In general, how would you describe the relations that the European Union has with your country? (Q2.4)**

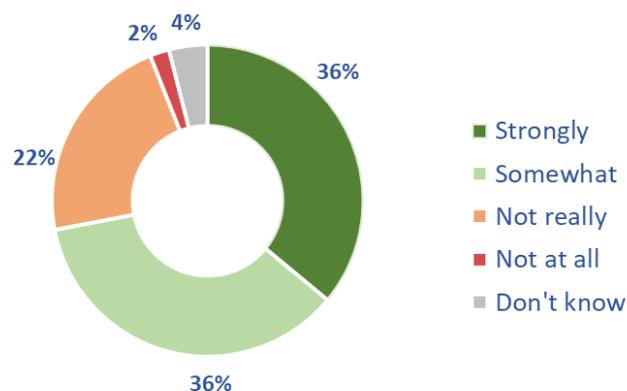
*(Percentages refer to Ukrainians who have heard of the EU)*



Over 70% of Ukrainians (72%) perceive the EU as an independent actor in foreign relations, with only 24% ‘not really’ (22%) or ‘not at all’ (2%) agreeing with the statement. It should also be noted how, among the newly introduced questions, this scored a very low level of ‘don’t know’ responses, with only 4% of citizens not answering the question.

**FIGURE 7 – ‘The EU is an independent actor in foreign relations’. To what extent do you agree with this statement about the EU?**

*(Percentages refer to Ukrainians who have heard of the EU)*

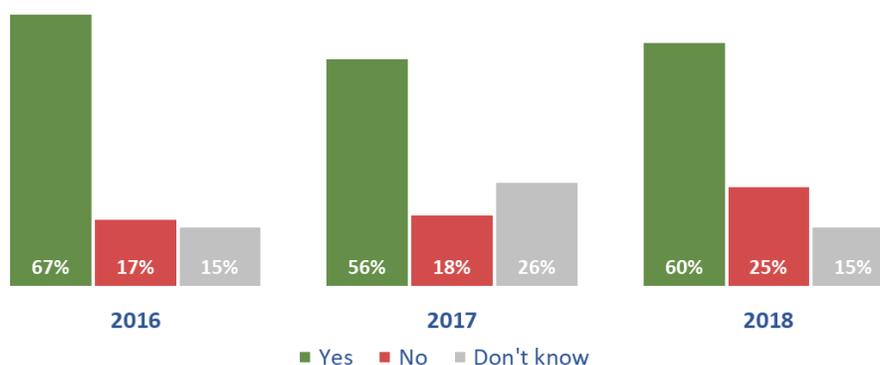


Currently, 60% of citizens are well-aware of the financial support provided by the EU to Ukraine (up 4% since 2017). The share of Ukrainians who do not know whether the EU supports their country is small: only 15% of citizens (down 11% compared to 2017). Lower levels of awareness are concentrated among females (17%), younger individuals and citizens with a lower level of education (17% and 18% respectively) and residents of larger cities (22%). Residents of the centre (17%) and the west of the country (19%) are also less informed than eastern residents (7%). Individuals living in medium-sized settlements (37%) and in the west of country (34%) are most likely to assume that the EU does not provide Ukraine with any kind of financial support. On average, native Ukrainian speakers tend to be more aware (only 12% answered ‘don’t know’ to the question) or negative (27%) than citizens who have Russian as their mother tongue (22% and 18% respectively).<sup>13</sup>

<sup>13</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 5.

**FIGURE 8 – As far as you know, does the European Union provide Ukraine with financial support? (Q2.5)**

*(Percentages refer to Ukrainians who have heard of the EU)*

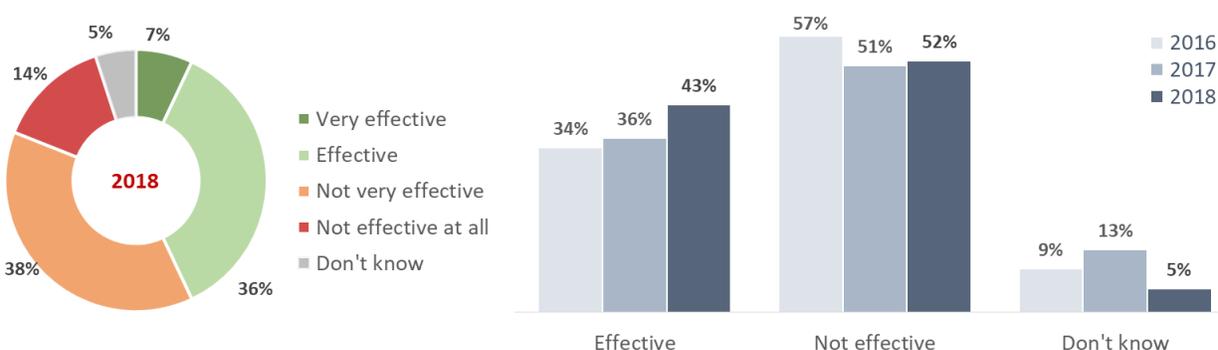


Compared to 2017, there has been an increase of 7 percentage points in the share of people who consider the EU's financial support effective, which is currently at 43%. Around half of citizens (52%) believe that the support is not effective and only 5% of citizens did not provide a definite answer (down 8% compared to 2017).

Women (56%) and those in the middle and upper age groups (59% and 56% respectively), highly educated citizens (58%) and residents of smaller and medium-sized settlements (54% and 64% respectively) are, on average, more critical than their socio-demographic counterparts.<sup>14</sup>

**FIGURE 9 – How effective do you think the support has been? (Q2.5.1)**

*(Percentages refer to Ukrainians who were aware of the EU's financial support)*



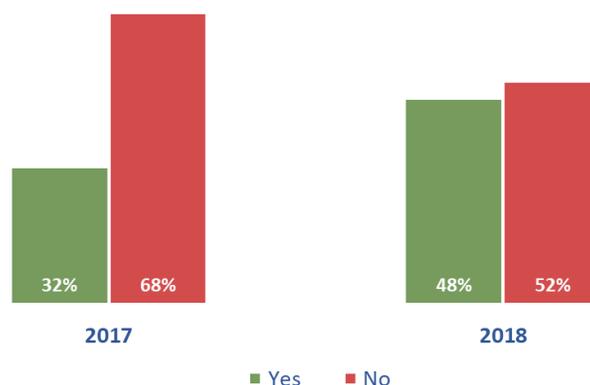
The knowledge of EU-funded programmes in Ukraine has largely increased since 2017 and currently nearly half of those who are aware of the EU's financial support know about specific programmes (48%, up 16% since 2017). Residents of larger settlements (55%), younger generations (55%), the highly educated (56%) and employed/self-employed citizens (53%) are more informed than their socio-demographic counterparts. Knowledge of EU-funded programmes is also prevalent among eastern residents (57%) and native Ukrainian speakers (51%).<sup>15</sup>

<sup>14</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 6.

<sup>15</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 7.

**FIGURE 10 – Do you know of any specific programmes financed by the European Union in Ukraine? (Q2.6)**

*(Percentages refer to Ukrainians who were aware of the EU's financial support)*

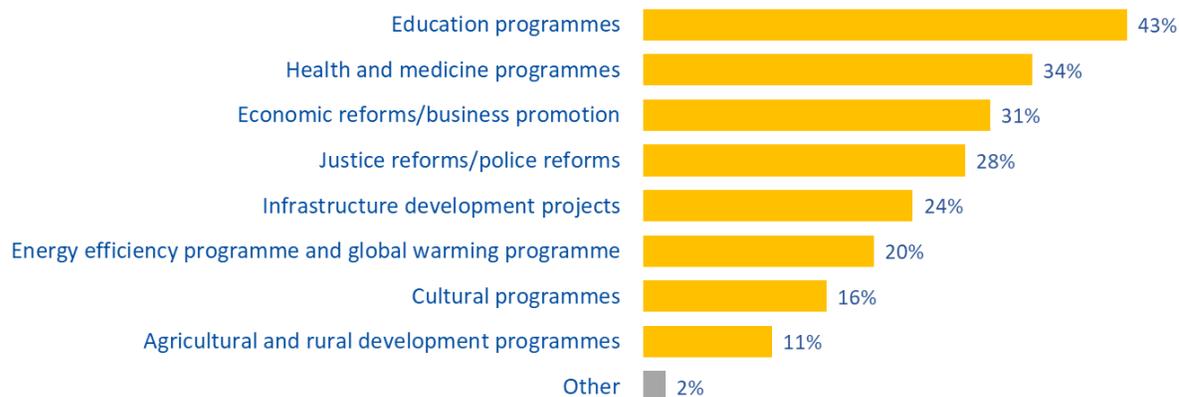


The most well-known EU-financed programmes in Ukraine relate to the field of education (43%). Around 30% of the population are aware of programmes in the fields of health and medicine (34%), economic reform/business promotion (31%) and justice and reforms (28%).

Around 4% of Ukrainians have personally been (or know someone who has been) involved in recent EU-funded projects (this figure was less than 2% in 2017).

**FIGURE 11 – Which specific programme(s) do you know? (Q2.6.1, multiple answers possible)**

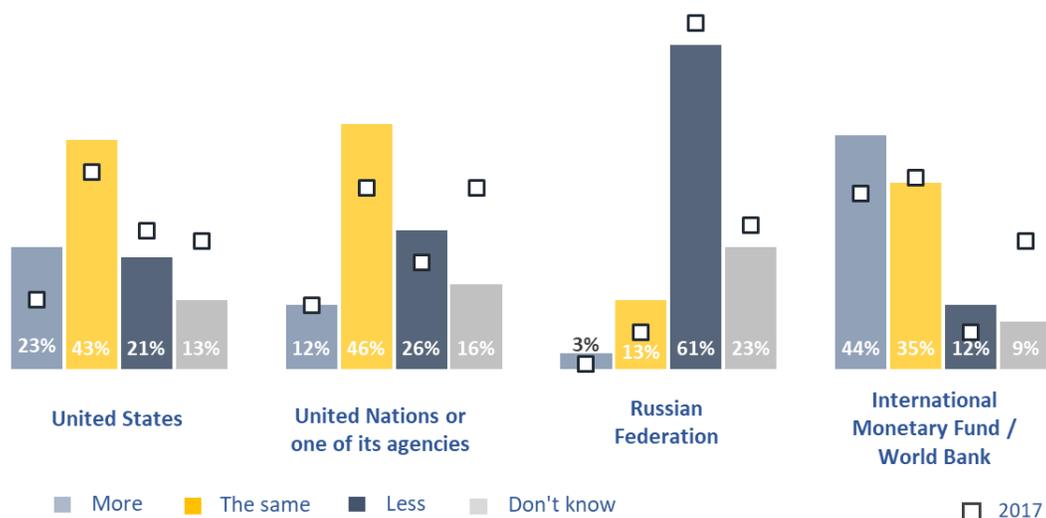
*(Percentages refer to Ukrainians who were aware of the EU's financial support)*



A majority of citizens are convinced that the European Union financially sustains their country to the same extent or more than the United Nations and its agencies (58%), the International Monetary Fund/World Bank (79%) and the United States of America (66%). Among the four institutions, the International Monetary Fund/World Bank is perceived as a bigger donor to Ukraine than the EU by 44% of citizens. Compared to 2017, Ukrainians answered these questions with a greater level of confidence; the proportion of those who responded 'don't know' was between 9% and 16%.

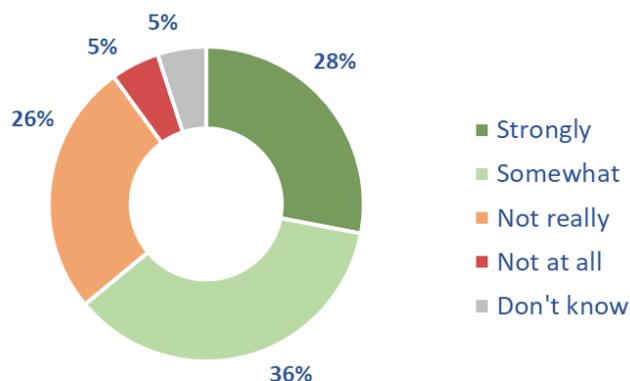
Over 60% of Ukrainians perceive the EU as a greater provider of financial support than the Russian Federation (61%). However, the level of confidence in answering this question was lower than for the aforementioned institutions and one in four Ukrainians had no definite opinion on the issue (23%).

**FIGURE 12 – 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? (Q2.7)**  
*(Percentages refer to Ukrainians who have heard of the EU)*



Accordingly, almost two thirds of Ukrainians ‘strongly’ (28%) or ‘somewhat’ (36%) agree that the EU provides tangible benefits to citizens in everyday life. Very negative reactions to the statement were recorded for only 5% of the population; the same percentage did not provide a definite answer to the question.

**FIGURE 13 – ‘The EU provides tangible benefits to citizens in their everyday lives’.**  
**To what extent do you agree with this statement about the EU?**  
*(Percentages refer to Ukrainians who have heard of the EU)*



Ukrainian citizens believe that tourism (53%), access to more products and services (47%) and trade (44%) are among the largest benefits received from the EU and their appreciation of these aspects is overall more positive than in 2017 (37%, 37% and 33% respectively). More citizens also acknowledged the positive effects on employment opportunities (37%, up 25%), education (31%, up 15%), law enforcement (30%, up 17%), democracy (26%, up 13%), infrastructure (26%, up 12%) and agricultural production (26%, up 15%).

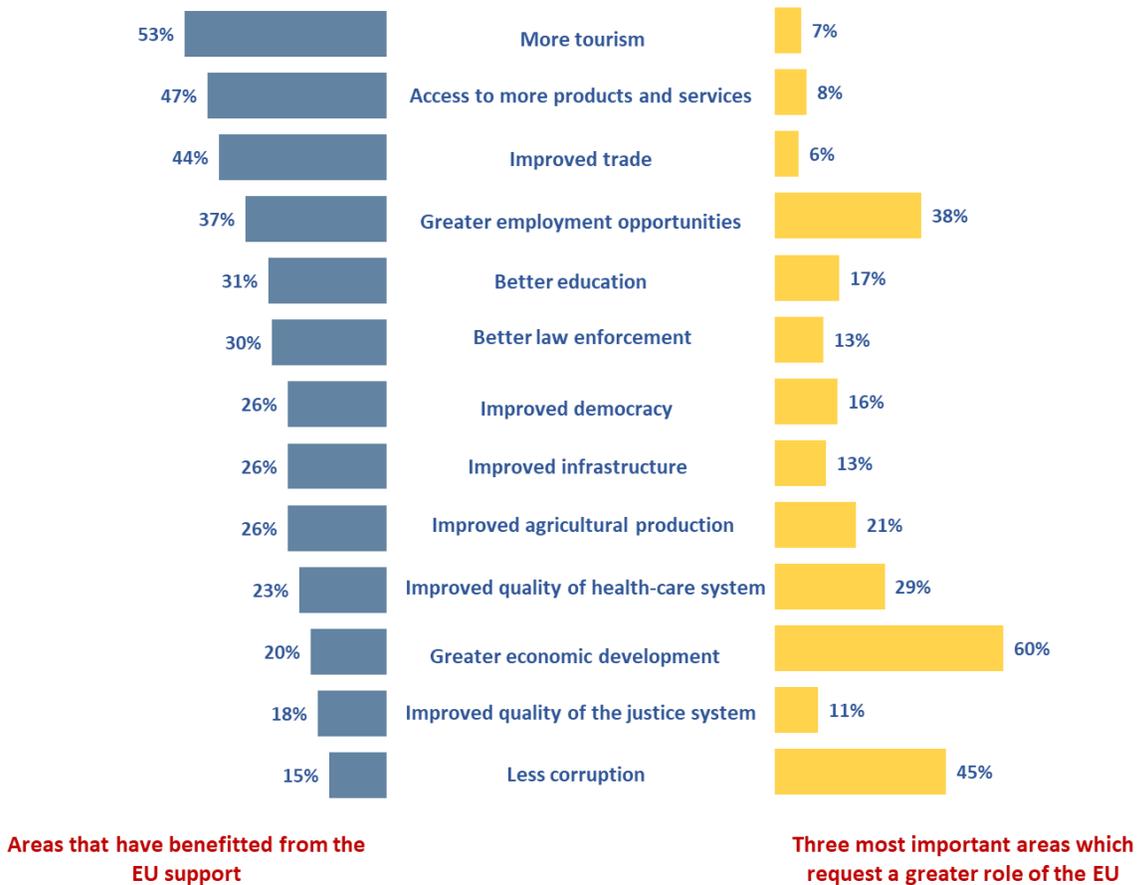
Fighting corruption was again among the areas deemed to have benefitted least from EU support (15%), and it is important to note that 45% of citizens would expect a greater involvement of the Union to tackle the issue.<sup>16</sup> High proportions of Ukrainians would also favour more support from the EU to sustain economic

<sup>16</sup> Respondents were asked to name and rank the three most important areas in which the EU should play a greater role.

development, employment opportunities and the quality of the healthcare system (60%, 38% and 29% respectively).<sup>17</sup>

**FIGURE 14 – Areas that have benefitted very much or fairly from EU support (Q2.8) & three most important areas in which Ukrainians request a greater role of the EU (Q2.9)**

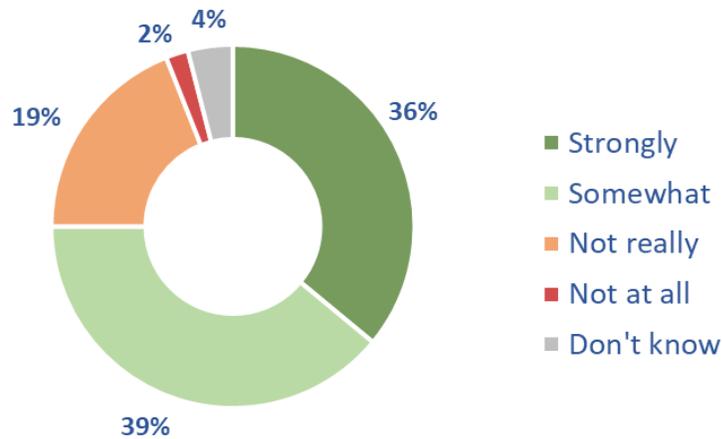
*(Percentages refer to Ukrainians who have heard of the EU)*



Nevertheless, when directly asked if the EU is committed to fighting corruption, one out of three Ukrainians ‘strongly’ (36%) or ‘fairly’ (39%) agreed, whereas only 21% did not support the statement. This finding suggests that, even if Ukrainians would favour more support from the EU in tackling corruption, they do acknowledge the EU’s commitment in this regard. This question also received a very low level of ‘don’t know’ responses, with only 4% of citizens not answering the question.

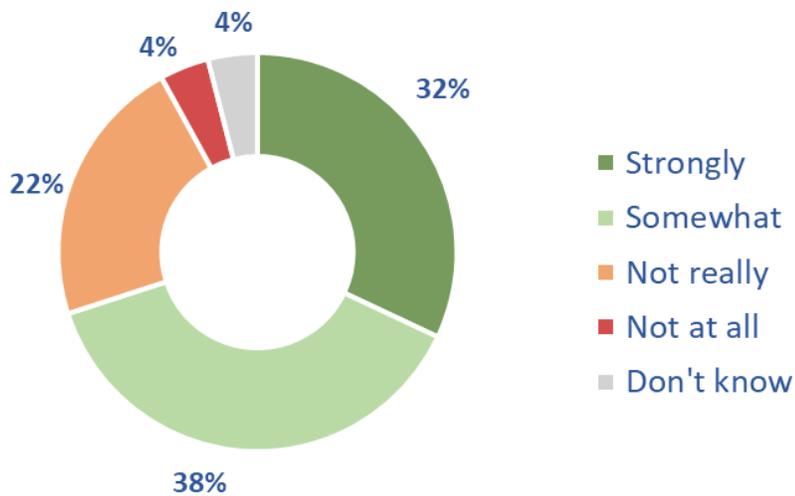
<sup>17</sup> More details are provided in Annex – Tables 8 and 9.

**FIGURE 15 – ‘The EU is committed to fighting corruption’.**  
**To what extent do you agree with this statement about the EU?**  
*(Percentages refer to Ukrainians who have heard of the EU)*



Seven out of ten Ukrainians are also convinced that integration with the EU will increase the country's security and stability (70%), which is a very important finding considering that security is their most important personal value.

**FIGURE 16 – ‘Integration with the EU increases the country's security and stability’.**  
**To what extent do you agree with this statement about the EU?**  
*(Percentages refer to Ukrainians who have heard of the EU)*



### 3.3. Sources of information on the EU

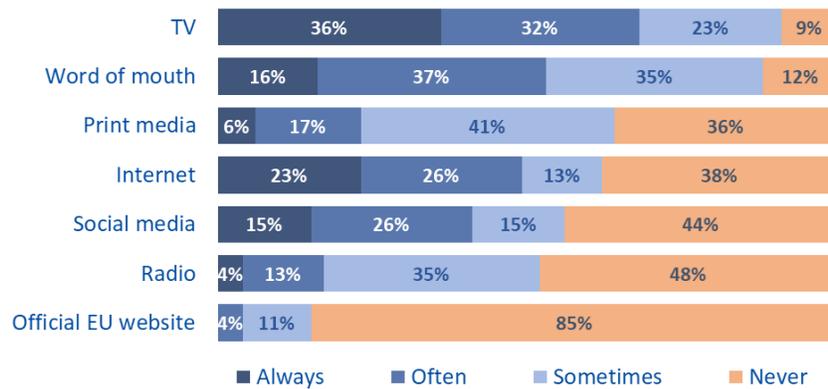
Nearly 60% of Ukrainians say they have seen or heard information about the EU in the last three months (57%). This indicator has largely decreased since 2016 (down 21%). However, the representation of the EU in national media is overall positive (59%). TV and ‘word of mouth’ continue to be the most popular (only one in ten citizens never rely on them) and the most trusted sources of information in the country (by 68% and 56% of the population respectively). However, 55% of Ukrainians frequently access the Internet or social media, and as much as 81% of younger individuals. Active searches for EU-related information is also more likely to happen via new media, such as the Internet (56%, up 6%) and social media (35%, up 7%). Nearly all active users rate the quality of information they access positively (between 81% and 92% of active users).

This section looks at the main sources of information in Ukraine, with a focus on specific information about the EU, its programmes and its institutional communication instruments.

#### 3.3.1. Media usage as sources of information

As in 2017, television and ‘word of mouth’ are the most popular sources of information in Ukraine – only one in ten citizens never rely on them (9% and 12% respectively). Print media and the Internet are used by roughly two thirds of citizens (36% and 38% respectively never use them) and social media and radio by around half (44% and 48% respectively never use them). The official EU website is hardly ever used – just 15% of Ukrainians access it for information (this is however an increase from the 14% who used it in 2017).

**FIGURE 17 – Type of media used as a source of information (Q3.7)**



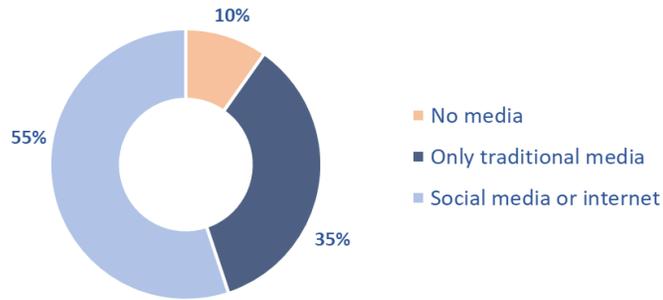
The breakdown of frequent users of traditional media only, new media and no media is shown in Figure 18.<sup>18</sup> Over half of Ukrainians access the Internet or social media frequently (55%) and 35% traditional media only (this notably includes television), whereas 10% of the population do not rely on any media.

Frequent usage of new media decreases with age (81% for younger individuals, 58% for the middle age group and 28% for older individuals) and increases with the level of education and the employment status: 70% of highly educated and employed citizens frequently access the Internet or social media, versus 43% of citizens with low to medium levels of education and 51% of unemployed citizens. Men (61%) and native Russian speakers (65%) are also more likely to rely frequently on new media. Conversely, frequent users of traditional media only were mostly found among older individuals (63%), citizens with a lower level of education (45%), unemployed/inactive individuals (39%), women (38%) and native Ukrainian speakers (38%). Citizens living in

<sup>18</sup> The first includes all individuals who ‘always or often’ use only traditional media (such as television, radio and print media); the second group includes all individuals who ‘always or often’ use either the Internet (including the official EU website) or social media; while the last group includes all individuals who ‘do not always or often’ use any of the surveyed media.

the centre and in the west of the country are more likely 'not to frequently' use any media (10% and 12% respectively) compared to eastern residents (3%).<sup>19</sup>

**FIGURE 18 – Type of media frequently used as sources of information**



Nearly all Ukrainians – 27% 'always', 30% 'often' and 32% 'sometimes' – use national media in Ukrainian and the use of national media in Russian is also widespread (77%). Around 40% of Ukrainians also rely on foreign media in Russian (37%),<sup>20</sup> while both national and foreign media in other languages are rarely used (20% and 15% respectively).

**FIGURE 19 – Usage of media in Ukrainian, Russian and other languages (Q3.7)**

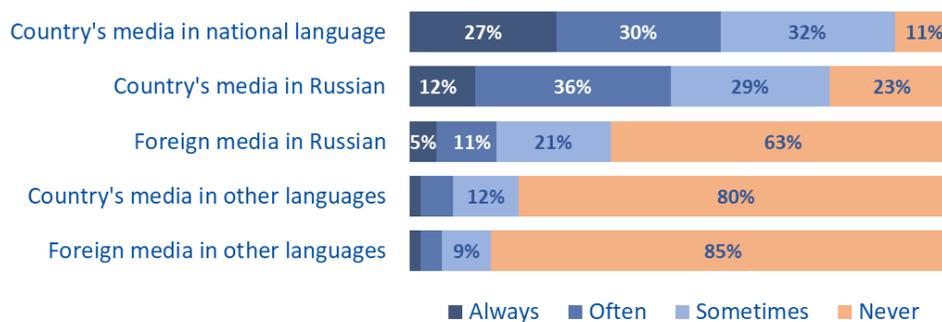


Figure 20 shows how frequently media in Ukrainian, Russian and other foreign languages are used, irrespective of whether the media is national or foreign, among the population.<sup>21</sup> Compared to 2017, the habit of relying on media in Ukrainian has seen a decrease of 8 percentage points from 65% to 57% – although it is still more prevalent than relying on media in Russian (50%). Residents of larger cities and highly educated citizens are the most likely to rely on media in Russian (66% and 62% respectively). Residents of the centre and the east of the country are also twice as likely to use them than citizens living in the west (57% and 62% respectively versus 30%). Around three fifths of native Ukrainian speakers (62%) and native Russian speakers (59%) rely on media in their respective mother tongues.<sup>22</sup>

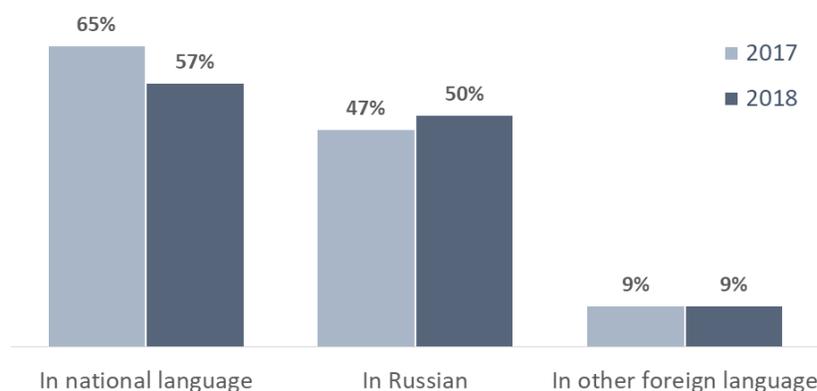
<sup>19</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 10.

<sup>20</sup> Compared to other EaP countries, the role of Russian TV channels in Ukraine is more limited. Measures to restrict Russian channels were implemented after 2014 and a number of Russian TV channels were banned from cable. In addition, their popularity in the country has been undermined due to the armed conflicts in 2014. See: Monitoring of Russian channels by MEMO 98, Final report, 2015. [http://www.csdialogue.eu/sites/default/files/monitoring\\_report\\_executive\\_summary.pdf](http://www.csdialogue.eu/sites/default/files/monitoring_report_executive_summary.pdf)

<sup>21</sup> Frequent users of media in Ukrainian are defined as all individuals who 'always or often' use media in the national language; those who 'always or often' use the country's or foreign media in Russian are seen as frequent users of media in Russian. Finally, frequent users of media in foreign languages are those who 'always or often' use the country's or foreign media in other languages. The frequent use of media in one language is not exclusive, in the sense that individuals might also access media in other languages.

<sup>22</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 11.

**FIGURE 20 – Frequent usage of media in Ukrainian, Russian and other languages**



‘Word of mouth’ and television appear to be the most trusted sources of information in Ukraine (68% and 56% respectively). Otherwise, trust levels towards different media sources differ from their usage patterns: only half of Ukrainian citizens trust the country’s media in the national language, while the vast majority (89%) use it. Similarly, 77% of the population reported that they use the country’s media in Russian, but only 38% tend to trust it. Foreign media in Russian have the lowest level of credibility, with only 23% of citizens trusting them and 50% openly distrusting them. National and foreign media in other languages also collect low levels of trust (23% and 24% respectively), but they are very rarely used and around 40% of citizens were undecided on whether to trust them or not. One out of three individuals trust the official EU website (36%), with 40% of citizens undecided about the credibility of such a source of information.<sup>23</sup>

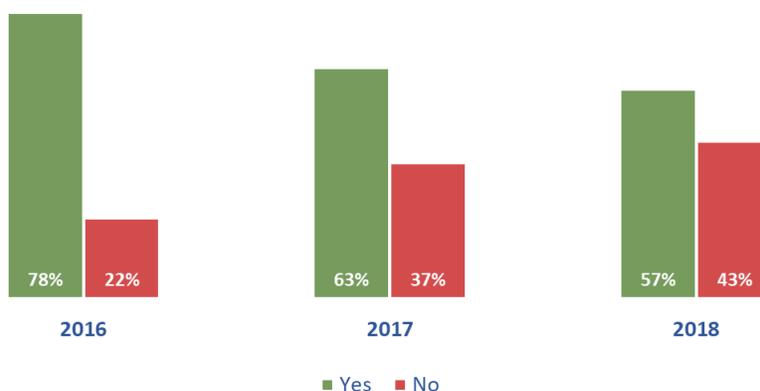
### 3.3.2. Sources of information about the EU

Nearly 60% of Ukrainians say they have seen or heard information about the EU in the last three months (57%). This indicator has significantly decreased since 2016 (by 21%). As in 2017, passive exposure to EU-related information is linked with gender, as men have been more exposed to it than women (61% versus 53%). Passive exposure also increases with age, from 50% of the younger generation to 64% of the older generations. Native Russian speakers (66%), employed citizens (66%) and highly educated people (64%) were more likely to have seen or heard information about the EU in the last three months, as well as residents of the centre and the east of the country compared to western residents (63% and 58% respectively versus 49%).<sup>24</sup>

<sup>23</sup> More details are provided in Annex – Table 12.

<sup>24</sup> More details on exposure to information about the EU and socio-demographic characteristics are provided in Annex – Table 13.

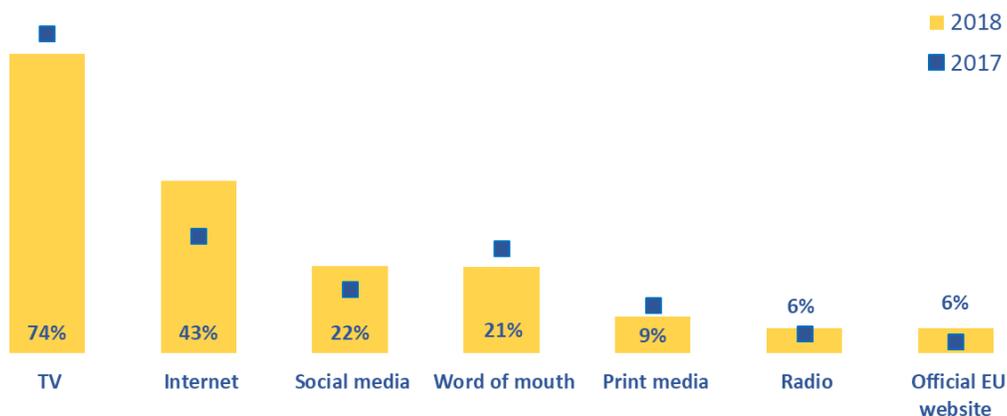
**FIGURE 21 – Have you seen or heard any information about the EU in the last three months? (Q3.2)**  
*(Percentages refer to Ukrainians who have heard of the EU)*



As expected, passive exposure stems mostly from television (74%). Over 40% of Ukrainians who heard or saw information about the EU did so through the Internet and 22% through social media. ‘Word of mouth’ as a source of information was cited by 21% of the population, while print media (9%), radio (6%) and the official EU website (6%) were hardly ever mentioned.

**FIGURE 22 – Where or from whom have you seen or heard information about the EU in the last three months? (Q3.2.1, multiple answers possible)**

*(Percentages refer to Ukrainians who have heard any information about the EU in the last three months)*

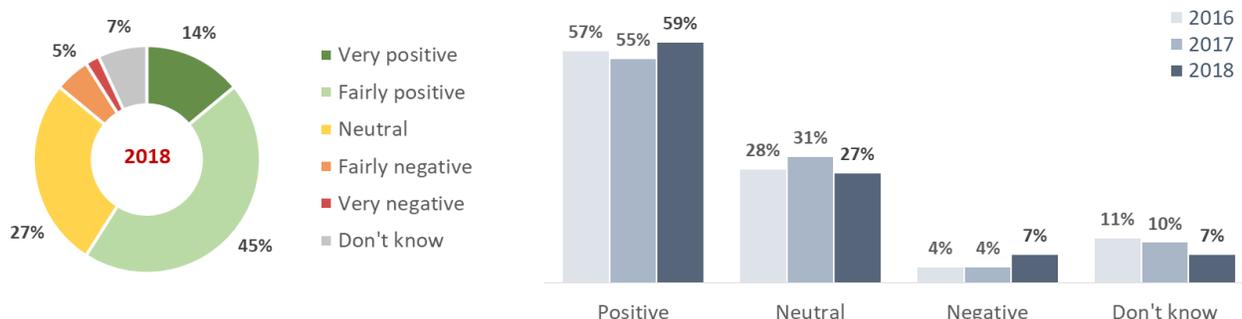


Among those who had heard about the EU, 59% felt that national media presented the EU positively (14% ‘very positively’, 45% ‘fairly positively’). Only a slight increase of 4 percentage points was recorded compared to last year, with no other substantial changes. The younger generation, highly educated individuals and western residents (all 64%) generally give a more positive evaluation than other socio-demographic groups.<sup>25</sup>

<sup>25</sup> For the distribution according to the main socio-demographic characteristics, see Table 14 in Annex.

**FIGURE 23 – In general, how would you say the EU was presented in the national media? (Q3.3)**

*(Percentages refer to Ukrainians who have heard about the EU)*



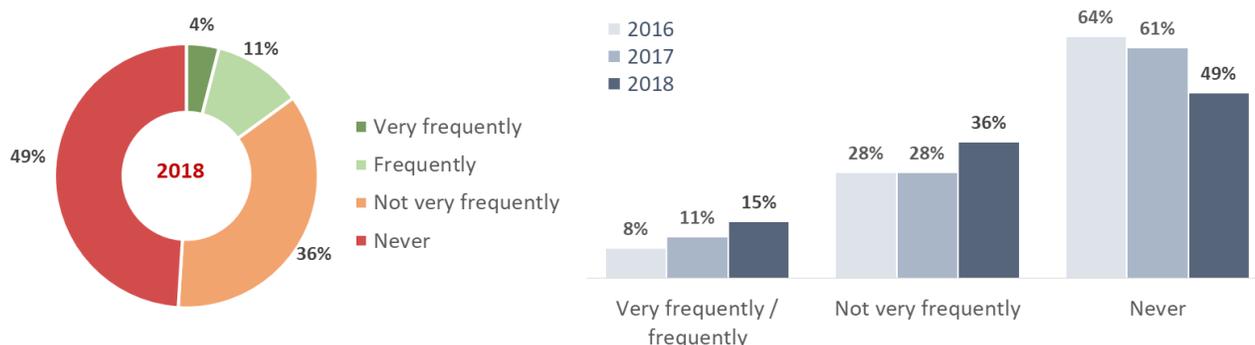
According to 57% of the population, the information which they read, watch or access online helps them to have a better understanding of the EU, either ‘fairly’ (44%) or ‘very much’ (13%). However, 21% find the information ‘not at all useful’ and 12% not ‘very useful’ (no change compared to 2017).

The following section looks specifically at sources of information about the EU, and therefore only refers to Ukrainians who actively look for/access information on the EU.

Compared to 2017, both frequent and sporadic access to information on the EU has seen an increase (from 11% to 15% for frequent access and from 28% to 36% for sporadic access). Frequent access is more common among men (21% versus 10% of women) and native Russian speakers (20% versus 13% of native Ukrainian speakers). Active exposure is more common among citizens living in the east of the country (69%), whereas the highest share of people who never look for information on the EU can be found in the west of the country, with three quarters of citizens never searching for EU-related information (72%).<sup>26</sup>

**FIGURE 24 – How often do you look for/access information on the EU? (Q3.1)**

*(Percentages refer to Ukrainians who have heard of the EU)*



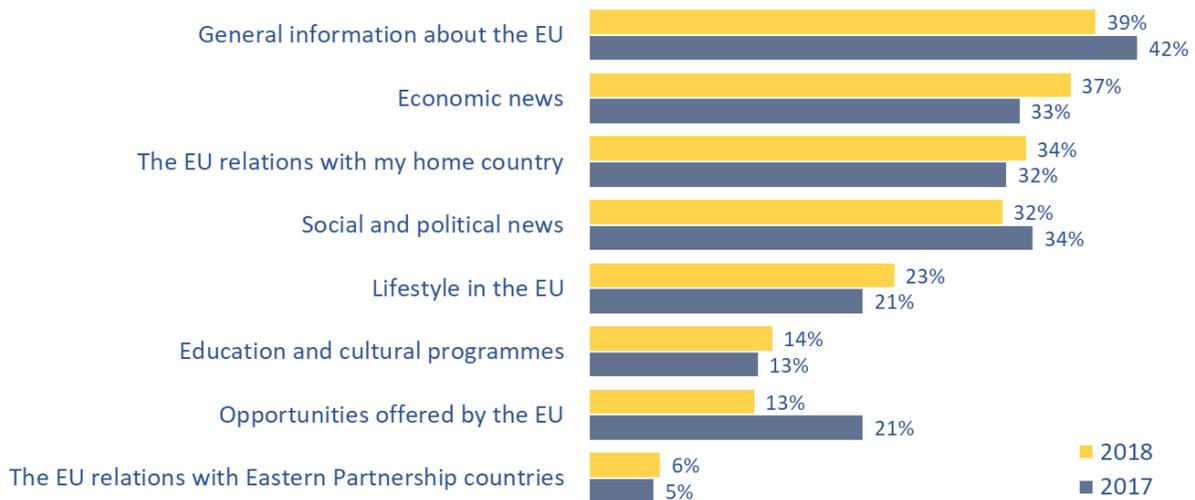
Ukrainians prefer to search for information about the EU in Russian (55%) than in their national language (43%). Only a tiny minority use English (2%).

The most searched topics are similar to those in 2017, with general information about the EU (39%), economic news (37%), EU relations with Ukraine (34%), social and political news (32%) and the lifestyle in EU Member States (23%) the targets of most enquiries. Compared to last year, though, only 13% of citizens searched for opportunities offered by the Union (it was 21% in 2017).

<sup>26</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 15.

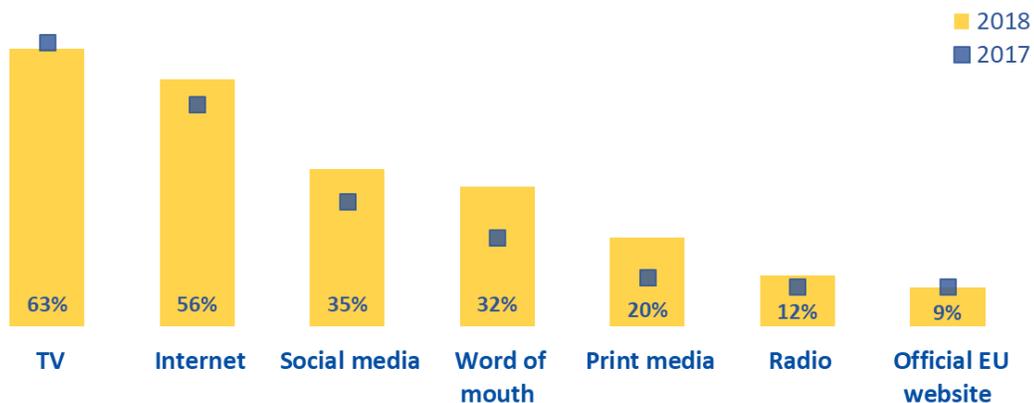
Only 5% of individuals actively searching for information about the EU are interested in knowing more about its relations with Eastern Partner countries. This finding is consistent with 2017.

**FIGURE 25 – What type of information do you normally look for? (Q3.1.2, multiple answers possible)**  
*(Percentages refer to Ukrainians who have looked for/accessed information on the EU)*



Television is still the main provider of information about the EU (63%); nevertheless, an increase was recorded in the share of those who use the Internet (56%, up 6% since 2017) and social media (35%, up 7% since 2017) to find information about the EU. One in three Ukrainians also rely on word of mouth (32%), one in five on print media (20%), and roughly one in ten on radio and/or the official EU website (12% and 9% respectively).

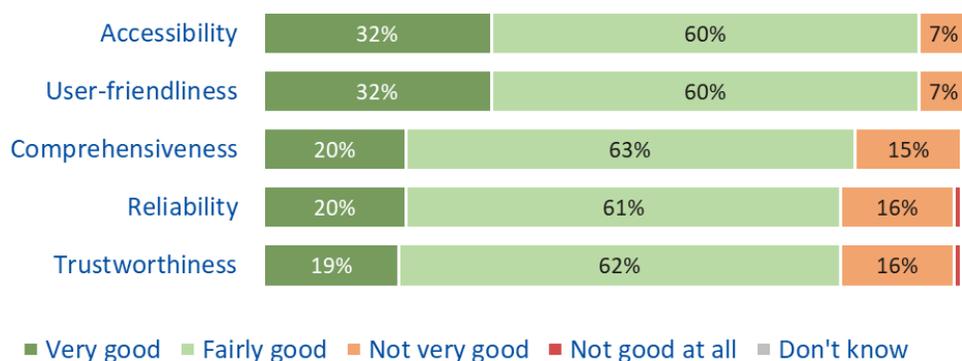
**FIGURE 26 – Where do you go to find information about the EU? (Q3.1.4, multiple answers possible)**  
*(Percentages refer to Ukrainians who have looked for/accessed information on the EU)*



The assessment of the quality of information was more positive than in 2017. Nearly all active users rated it ‘very’ or ‘quite’ positively in terms of its accessibility (92%) and user-friendliness (92%), and over 80% find it comprehensive (83%), reliable (81%) and trustworthy (81%).

### FIGURE 27 – How would you rate the information in terms of...? (Q3.1.5)

(Percentages refer to Ukrainians who have looked for/accessed information on the EU)



Overall, 17% of Ukrainians have used EU informational websites<sup>27</sup> at least once. As in 2017, the Facebook page of the EU is the most accessed among all EU websites (14% of the population), followed by websites of EU projects (5%), Twitter pages (5%), the EU Delegation website and the 'EU NEIGHBOURS east' website (both 3%).

<sup>27</sup> This refers to EU institutions' websites; the EU Delegation website; EU projects' websites; the 'EU NEIGHBOURS east'; and EU Twitter and EU Facebook pages.

### 3.4. View of Ukraine’s current situation and future expectations

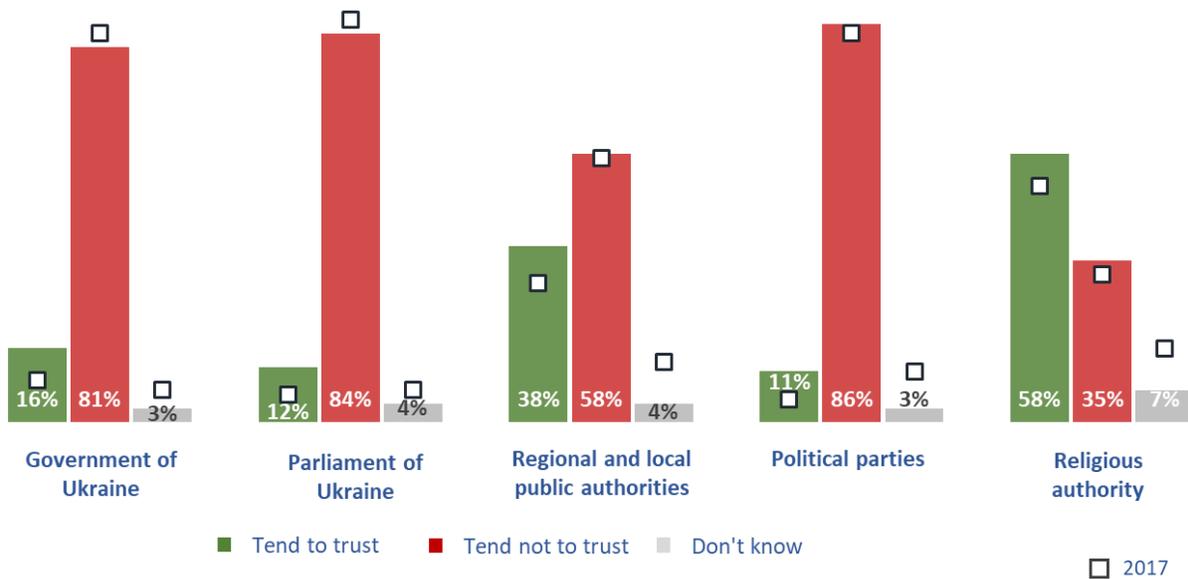
Only one in four citizens are satisfied with the functioning of democracy in the country and the only institution trusted by the majority of the population is religious authority (58%). Nearly 40% of citizens trust the regional and local public authorities, and a little more than one in ten trust the Government, the Parliament and the country’s political parties (16%, 12% and 11% respectively). Free and fair elections, respect for human rights, equality and social justice, good governance, independence of the judiciary system, rule of law and lack of corruption were all assessed as problematic by over three quarters of the population. Accordingly, 54% of Ukrainians are openly pessimistic about their country’s future.

This section presents an assessment of Ukraine’s current and future situation, with regard to the current functioning of democracy and the most pressing problems.

#### 3.4.1. View of Ukraine’s current situation

The share of Ukrainians who tend to trust national, regional and local institutions is extremely low and around the same level across the three years. The only institution trusted by the majority of the population is religious authority (58% of the population). Nearly 40% of the population also trust the regional and local public authorities, whereas a little more than one in ten citizens trust the Government, the Parliament and the country’s political parties (16%, 12% and 11% respectively).

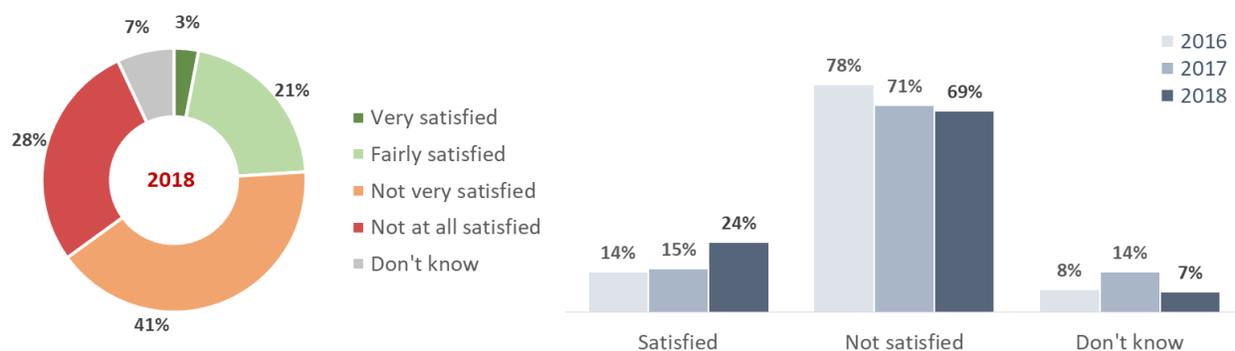
**FIGURE 28 – Please tell us your level of trust in the following institutions (Q4.1)**



Accordingly, 69% of Ukrainians are dissatisfied with the way democracy works in their country (71% in 2017), of which 28% are absolutely dissatisfied. Nevertheless, it should be noted that a greater share of satisfied citizens was found compared to last year (24%, up from 15%). Younger citizens, individuals with a low to medium level of education and native Ukrainian speakers are on average much more satisfied (31%, 28% and 28% respectively) than all other socio-demographic groups, whereas individuals in the middle age group (79%), residents of medium-sized settlements (77%), citizens with a high level of education (77%) and eastern residents (77%) are more likely to be dissatisfied with the functioning of democracy.<sup>28</sup>

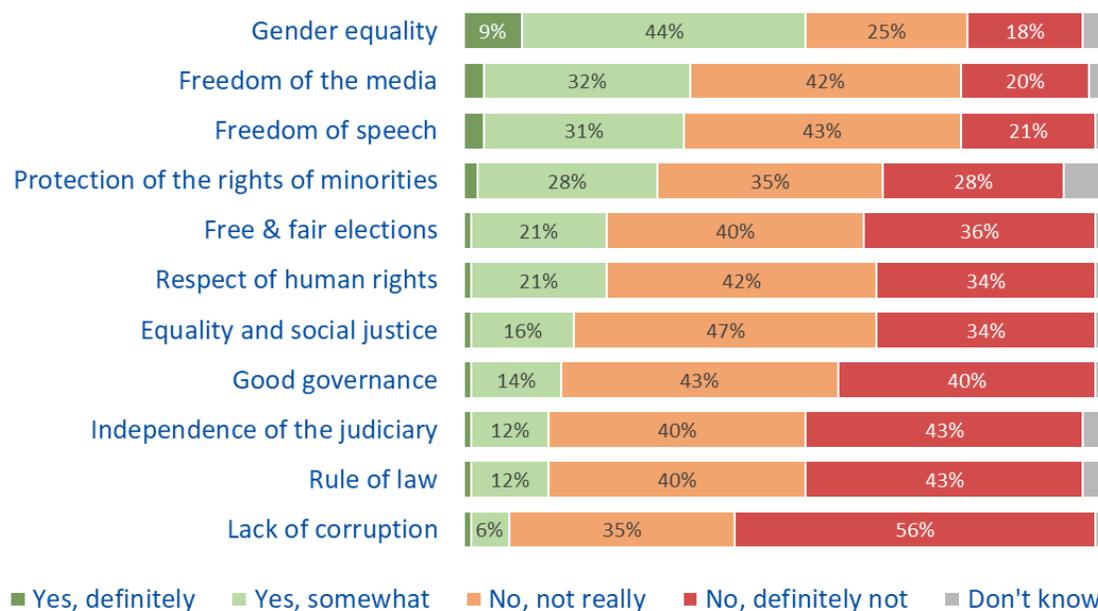
<sup>28</sup> More details on satisfaction with democracy and socio-demographic characteristics are provided in Annex – Table 16.

**FIGURE 29 – On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in Ukraine? (Q4.3)**



No significant change was assessed in the path towards democratic governance, and the ranking of elements that Ukrainians believe to apply to their country is consistent with last year’s findings. Around half of the population in Ukraine feel that gender equality applies in their country (53%), and around a third believe that freedom of media (35%) freedom of speech (34%) and protection of the rights of minorities (30%) exist in their country. Free and fair elections, respect for human rights, equality and social justice, good governance, independence of the judiciary, rule of law and lack of corruption were assessed as more problematic (between 76% and 91% of the population stated that they ‘do not really’ or ‘definitely do not apply’ to Ukraine).

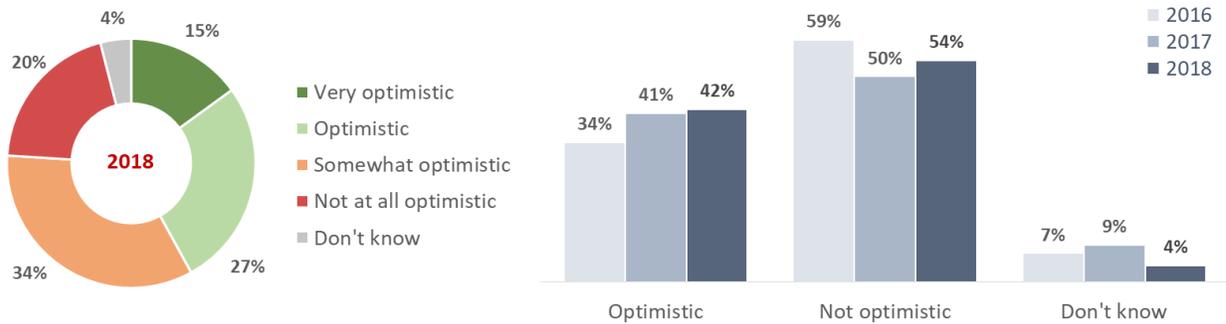
**FIGURE 30 – To what extent do you think that the following elements apply in Ukraine? (Q4.4)**



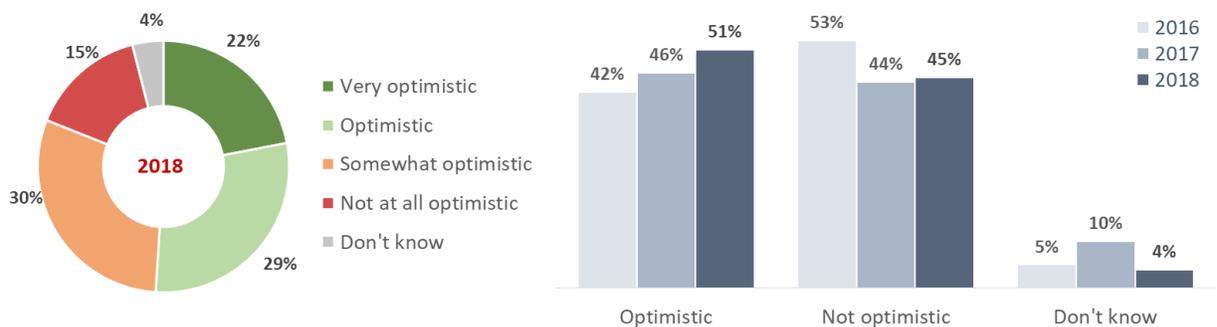
### 3.4.2. Future expectations

As in 2017, most Ukrainians are not optimistic towards the future of their country (only 42% are optimistic). A more significant improvement in attitudes towards personal futures was recorded, and currently over half of citizens are 'very' (22%) or 'fairly' (29%) optimistic. Men, younger individuals and residents of small settlements are more optimistic both about Ukraine's future and their personal futures than other socio-demographic groups. Native Ukrainian speakers (46%) are also more positively disposed towards Ukraine's future than native Russian speakers (28%).<sup>29</sup>

**FIGURE 31 – How optimistic are you about the future of your country? (Q4.5)**



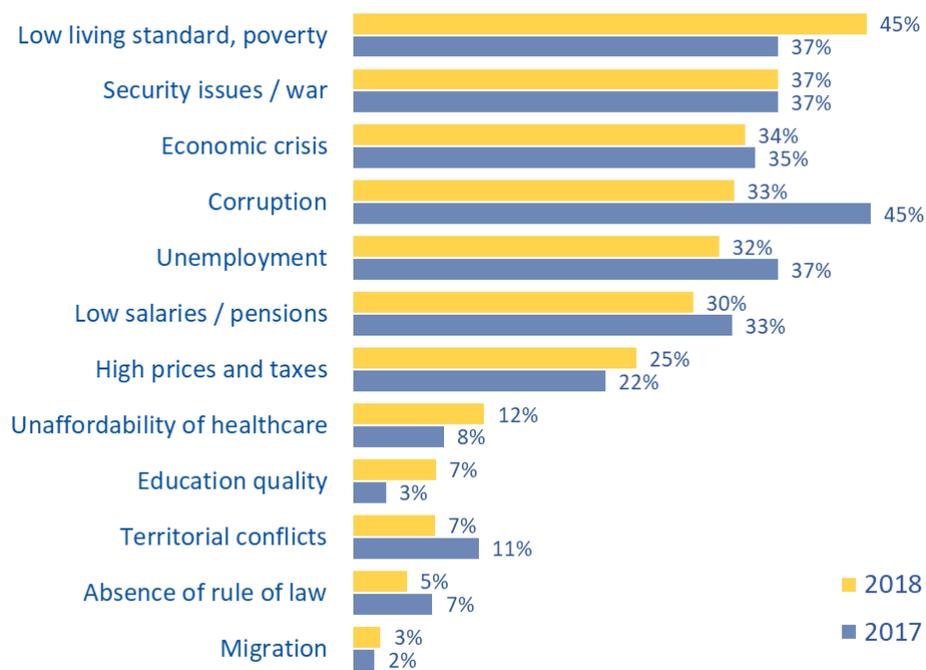
**FIGURE 32 – How optimistic are you about your personal future? (Q4.6)**



Compared to 2017, Ukrainians are more concerned about low living standards and poverty (45%, up 8%) than security and war (37%, as in 2017). Ukrainians are also less concerned about corruption (33%, down 12%) than they were in 2017. Other pressing problems in the country are the economic crisis (34%), unemployment (32%), and low salaries and pensions (30%). A quarter of Ukrainians also mentioned high prices and taxes among the most pressing problems currently faced by their country (25%).

<sup>29</sup> More details on optimism regarding citizens' personal future and the country's future and socio-demographic characteristics are provided in Annex – Tables 17 and 18.

**FIGURE 33– What do you consider to be the most pressing problems facing your country?  
(Q4.2, multiple answers possible)**



### 3.5. Profiling attitudes towards the EU: positive versus neutral

*EU supporters (49% of Ukrainians) tend to be slightly more concentrated among the younger generation (38% are aged 15–34), native Ukrainian speakers (81%) and highly educated individuals (50%). Neutral citizens (36% of the population) are more likely to be female (59%), slightly older (68% are over 34) and have a low level of education (63%). EU supporters are also more likely to be actively (65%) and passively (61%) exposed to information about the EU (versus 50% and 53% for the neutral population). EU supporters are keener users of new media – 64% frequently use the Internet and social media (compared to 47% of the neutral population) and less frequent users of traditional media only (29% versus 40% of the neutral population). A geographical distinction was also found, as 50% of EU supporters live in the west of the country, whereas only 24% of neutral respondents live in the same area. Finally, EU supporters tend to share a much stronger and more positive vision of their country and of the EU than neutrally oriented citizens.*

In this section, the attitude of Ukrainians towards the EU has been analysed according to two main profiles: individuals who have a positive image of the EU and those who are neutral towards it.<sup>30</sup>

Attitudes were profiled against a comprehensive set of indicators, starting with the main socio-demographic characteristics, followed by passive and active exposure to EU-related information (including main language used and subjects of interest), assessment of the relationship between Ukraine and the EU, awareness and effectiveness of its financial support and level of trust towards the EU and other foreign institutions, and finally the perception of the country's and respondents' personal future and main concerns.

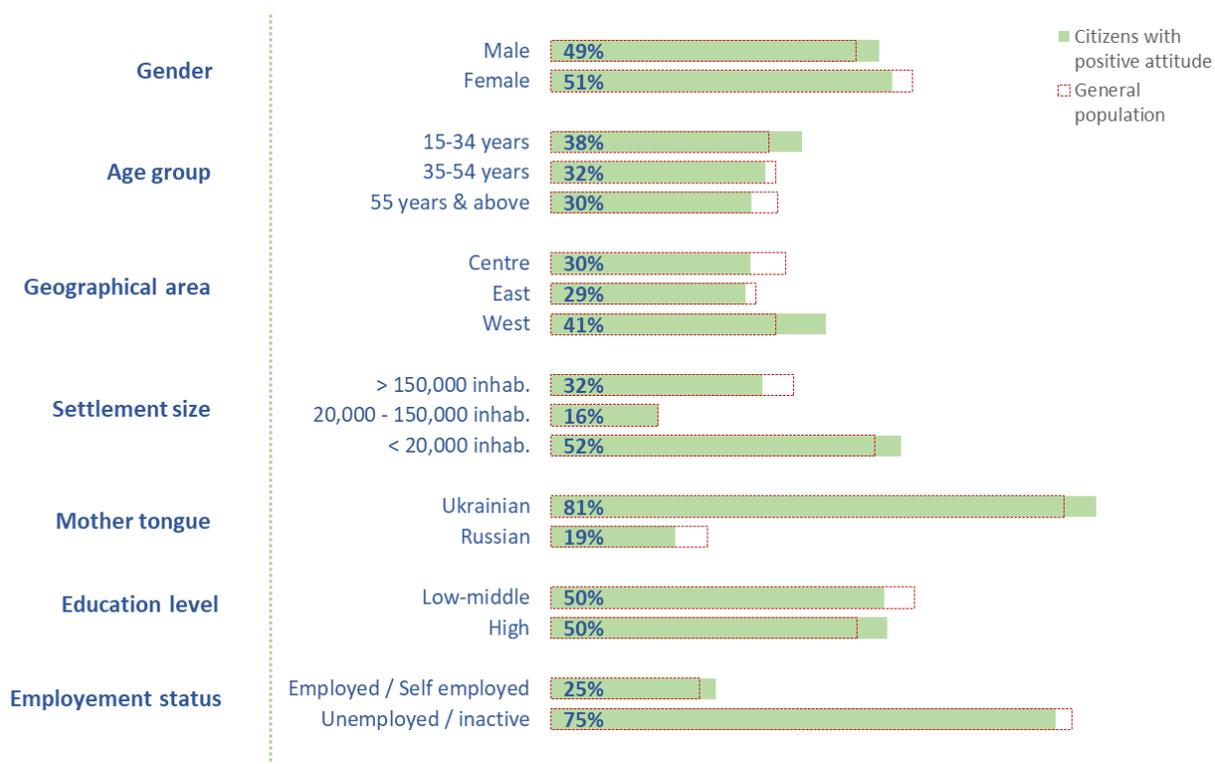
#### 3.5.1. Positive attitudes

In terms of socio-demographic characteristics, holders of a positive view of the EU – who represent 49% of Ukrainians – have a similar profile to that of the overall population. Around half are male (49%) and residing in small settlements (52%) and one in four are currently employed (25%). Compared to the overall population, they tend to be slightly more concentrated among the younger generation (38% are aged 15–34), highly educated individuals (50%), native Ukrainian speakers (81%) and western residents (41%).

---

<sup>30</sup> Individuals that were mostly negatively oriented were excluded from the comparison, as their number was too small for the results to be statistically significant.

**FIGURE 34 – Socio-economic characteristics and geographical location of Ukrainians with a positive image of the EU**

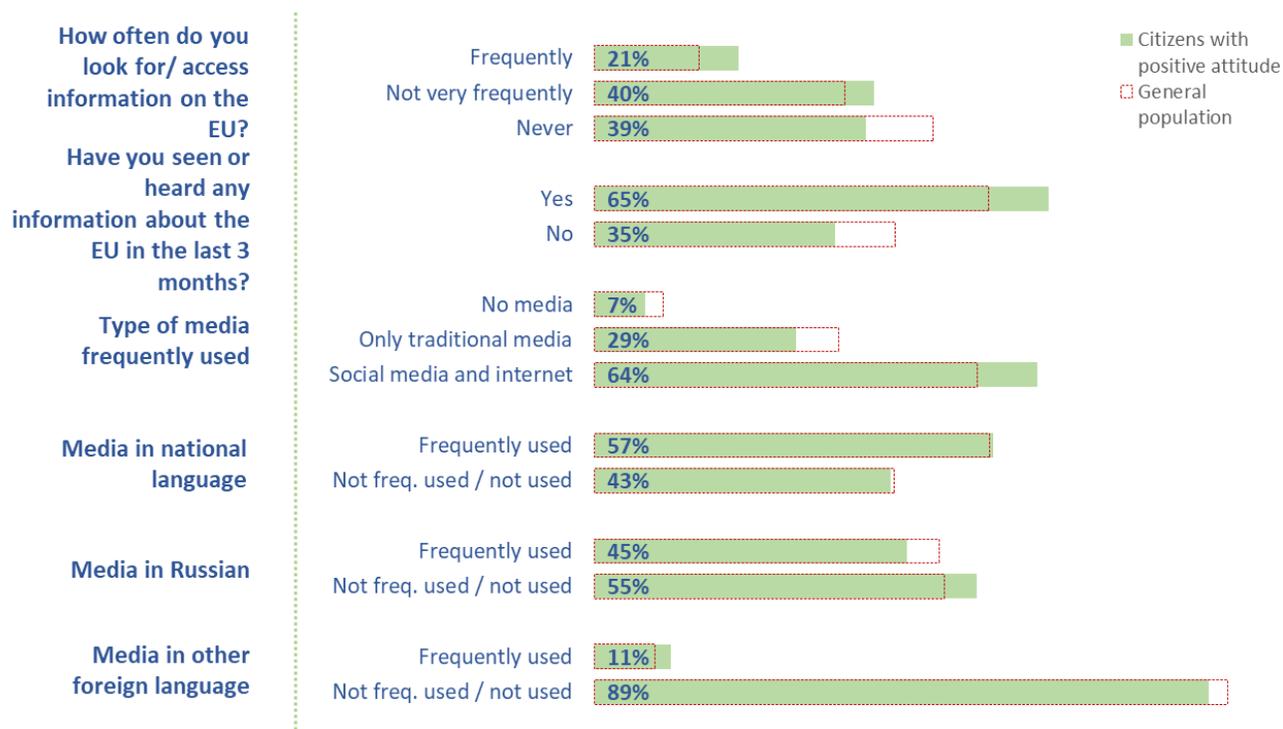


EU supporters are more likely to be actively and passively exposed to information about the EU. In fact, 65% of them had seen or heard information about the EU in the three months preceding the survey and 61% look for/access information on the EU frequently or very frequently. The corresponding figures of passive and active exposure among the general population stand at 57% and 51% respectively.

If searching for EU-related information, EU supporters behave like the overall population: 51% prefer to do so in Russian, 46% in Ukrainian and 3% in English. They also share the same interests, with most of them searching for general information on the EU (39%), economic news (35%) and EU relations with Ukraine (35%). In fact, EU supporters seem more interested only in education and cultural programmes (22%).

EU supporters are keener users of new media – 64% frequently use the Internet and social media (compared to 55% of the general population), showing a higher penetration rate. Ukrainians with a positive attitude towards the EU are less frequent users of Russian media (45% versus 50% of the overall population), with no difference in the usage of media in other languages.

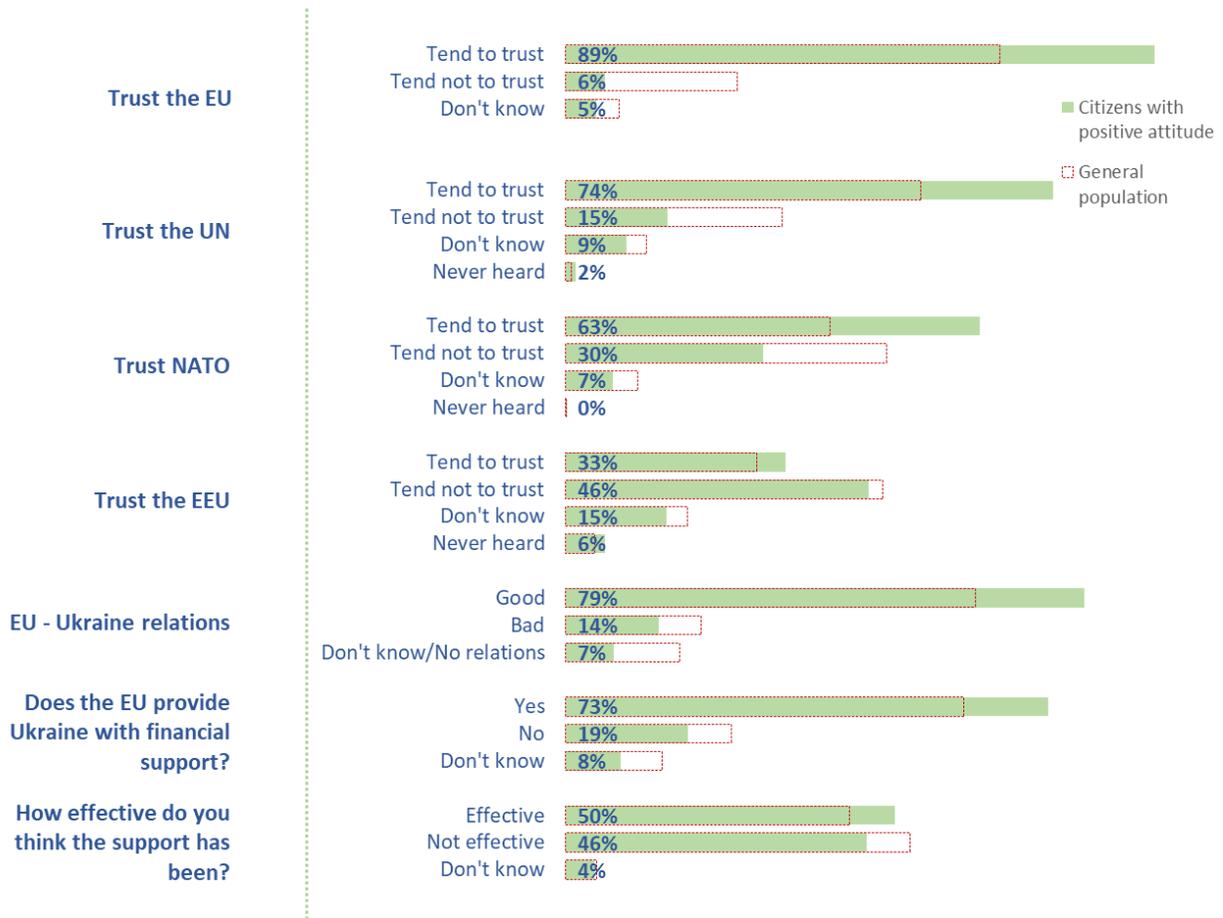
**FIGURE 35 – Exposure to information about the EU and media usage among Ukrainians with a positive image of the EU**



A positive image of the EU is linked to a higher level of confidence in the EU and in all foreign institutions. Nearly 90% trust the EU (89%), 74% trust the UN, 63% trust NATO and 33% trust the EEU.

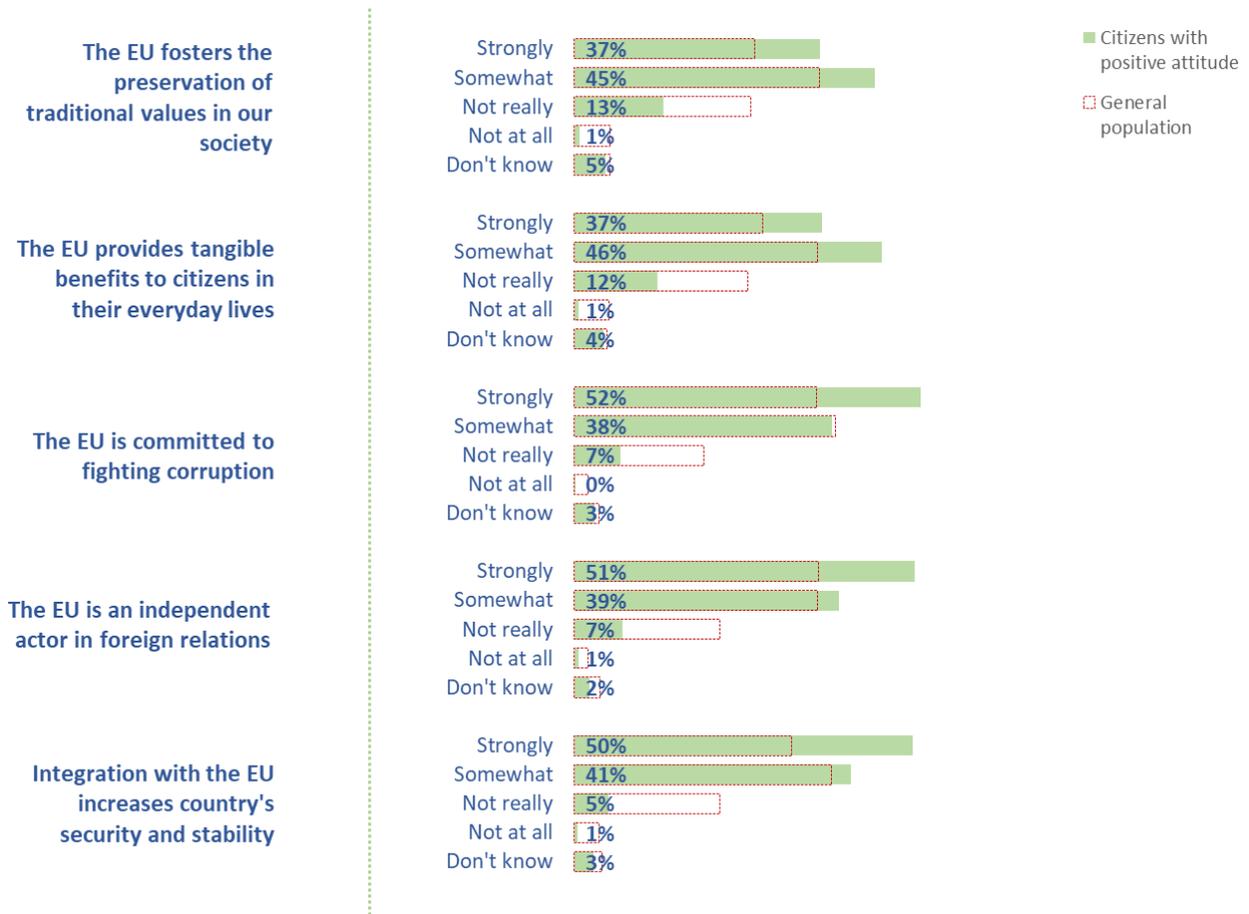
In addition, nearly 80% of all positively oriented individuals have a positive image of the relations between Ukraine and the EU (79%), 73% acknowledge the EU's financial support and 50% rate it as effective.

**FIGURE 36 – Attitudes towards the EU among Ukrainians with a positive image of the EU**



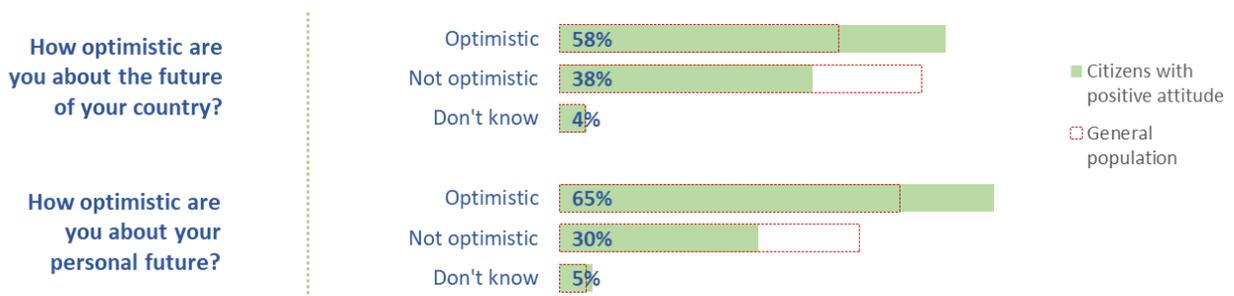
When it comes to the assessment of common beliefs, EU supporters tend to share a much stronger and positive vision of the EU than the general population. In fact, around 90% of individuals with a positive image of the EU ‘strongly’ or ‘somewhat’ agree that ‘integration with the EU increases the country’s security and stability’, ‘the EU is committed to fighting corruption’ and ‘it is an independent actor in foreign relations’ (versus around 70% of the overall population). Over 80% of EU supporters also strongly or somewhat support the following two statements: ‘the EU fosters the preservation of traditional values in our society’ and ‘it provides tangible benefits to citizens in their everyday lives’ – again versus around 65% of the overall population.

**FIGURE 37 – Common beliefs of Ukrainians with a positive image of the EU**



A more optimistic attitude, both at a personal level and regarding the country’s future, is clearly linked with a positive image of the EU. In fact, 58% of EU supporters feel positive about Ukraine’s future and 65% about their own prospects. Nevertheless, over 40% are worried about security issues and war (their most pressing concern) and 9% about territorial conflicts. Corruption is another specific source of concern for EU supporters (40% versus 33% of the overall population).

**FIGURE 38 – View of the future among Ukrainians with a positive image of the EU**

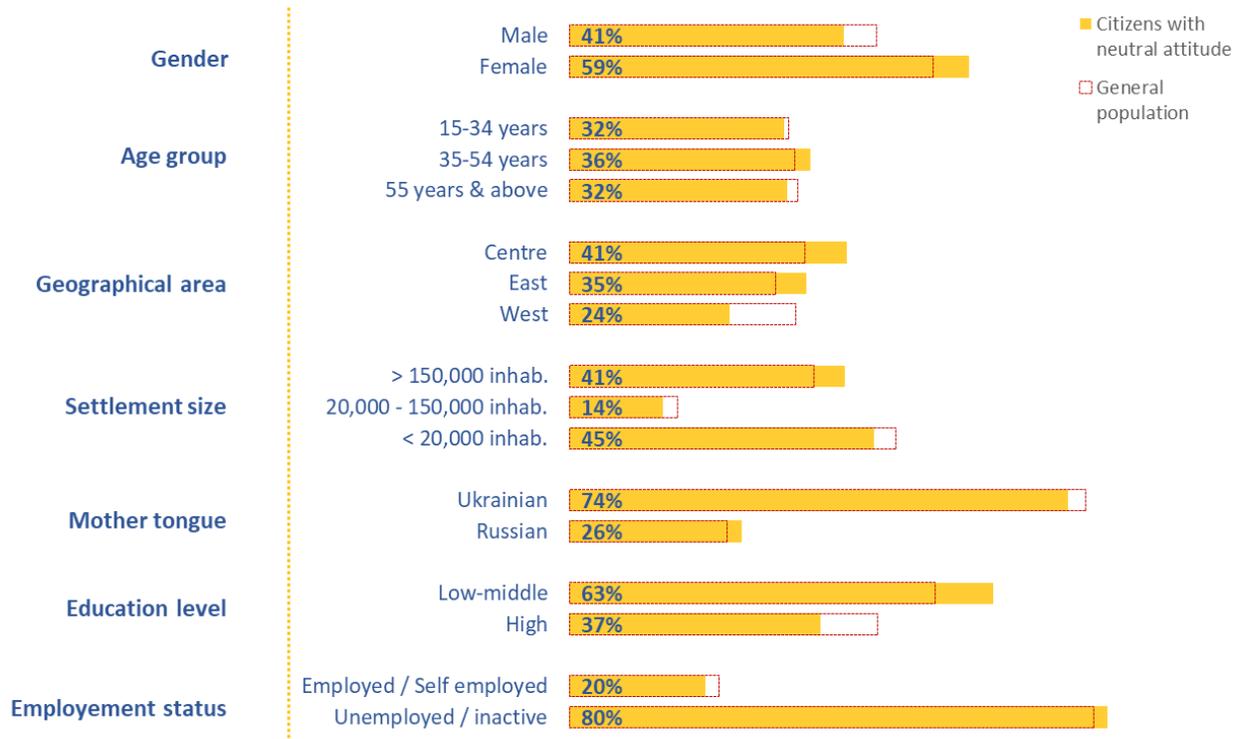


### 3.5.2. Neutral attitudes

Ukrainians with a neutral view of the EU account for 36% of the population. Compared to EU supporters, they are more likely to be female (59%), slightly older (68% are over 34) and have a low level of education (63%).

As for residence, neutrally oriented people tend to be more likely to live in the centre (41%) and in the east of the country (35%). In addition, 45% of Ukrainians with a neutral image of the EU live in settlements with less than 20,000 inhabitants and another 41% in larger settlements.

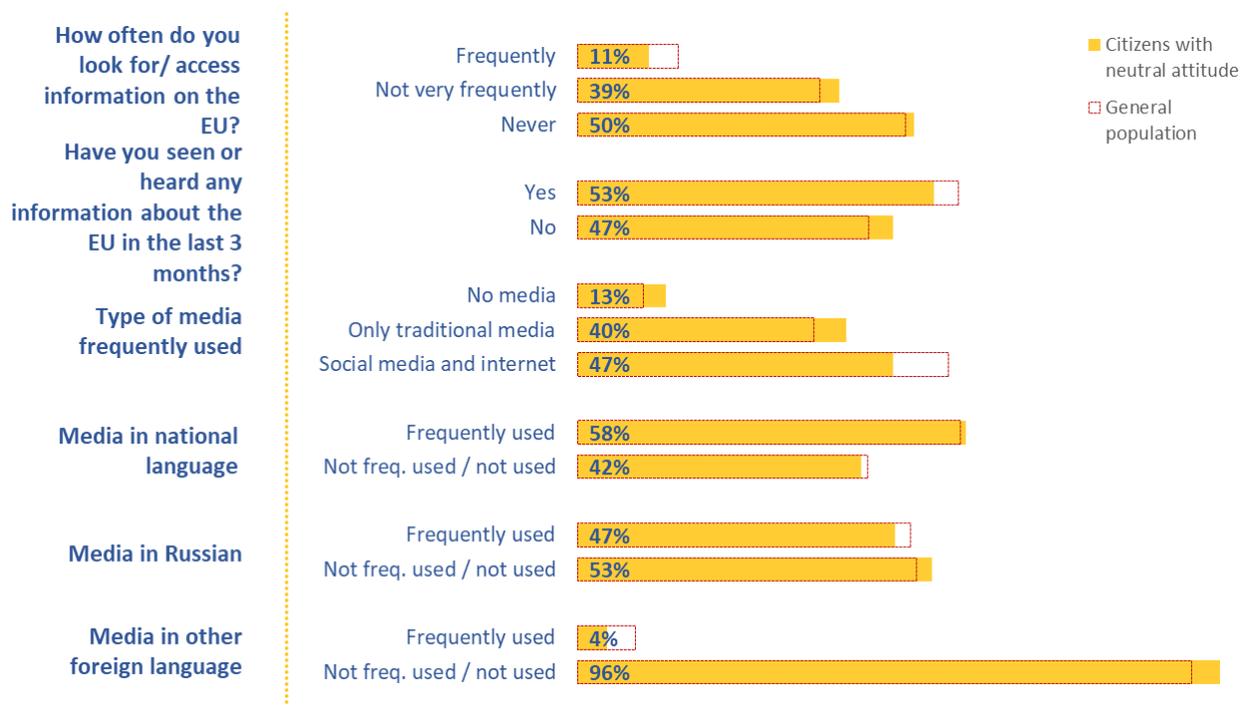
**FIGURE 39 – Socio-economic characteristics and geographical location of Ukrainians with a neutral image of the EU**



Neutrality is largely characterised by the exposure to EU-related information and the usage of media. Around half of those holding a neutral stance have not heard any information about the EU in the three months preceding the survey, nor have they accessed/searched for EU-related information (50% and 47% respectively for passive and active exposure). Holders of a neutral view are also more likely to rely only on traditional media (40%) or never use any media (13%) than EU supporters and less likely to be frequent users of new media (47%). As for language, they seem less likely to rely on media in other foreign languages (only 4% use them), whereas the usage of media in Ukrainian and Russian is mostly similar.

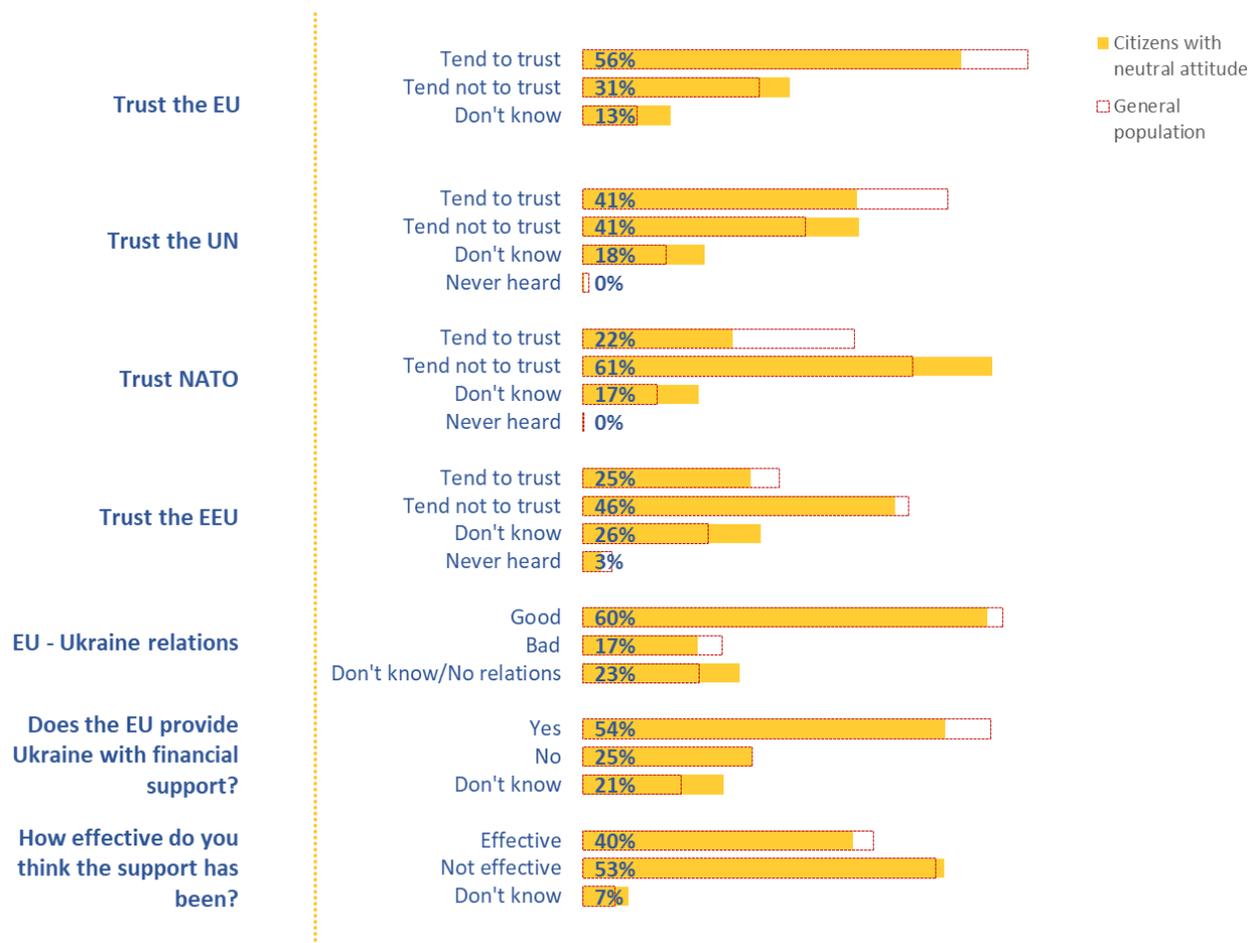
Compared to EU supporters, neutral citizens are more interested in social and political news (43%) or economic news (41%), whereas only 4% search for educational and cultural programmes.

**FIGURE 40 – Exposure to information about the EU and media usage among Ukrainians with a neutral image of the EU**



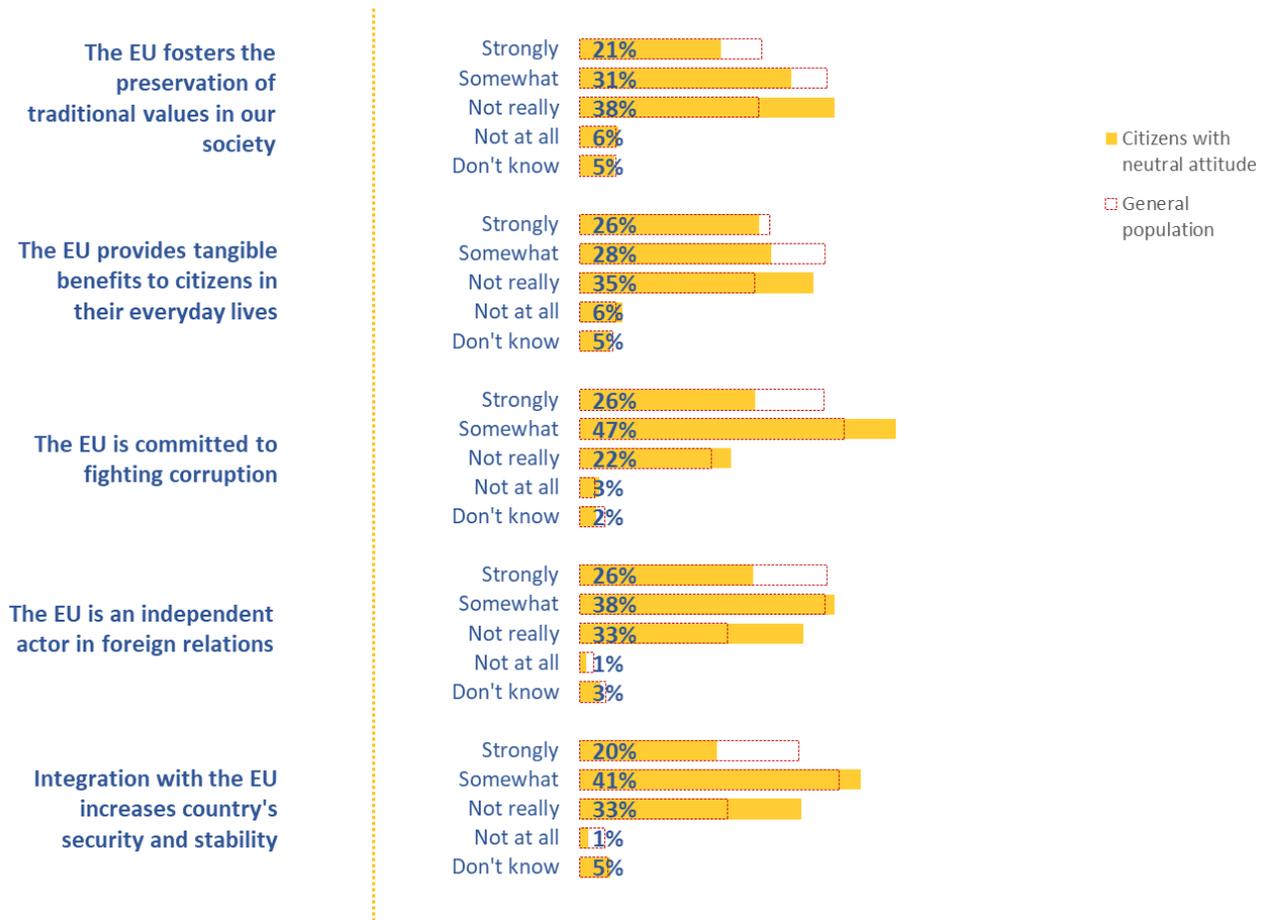
Neutrality is linked with lower levels of trust in all foreign institutions compared to the level of trust among EU supporters and among the overall population. Only 56% of neutral citizens trust the EU, 41% trust the UN, 22% NATO, and 25% the EEU. The assessment of EU-Ukraine relations and of the EU’s financial support is again less positive: 60% of neutral citizens would describe the relations between Ukraine and the EU as good, 54% acknowledge EU’s financial support and 40% consider it effective. In addition, neutral citizens seem less familiar with these last issues compared to EU supporters – 23%, 21% and 7% respectively answered ‘don’t know’.

**FIGURE 41 – Attitudes towards the EU among Ukrainians with a neutral image of the EU**



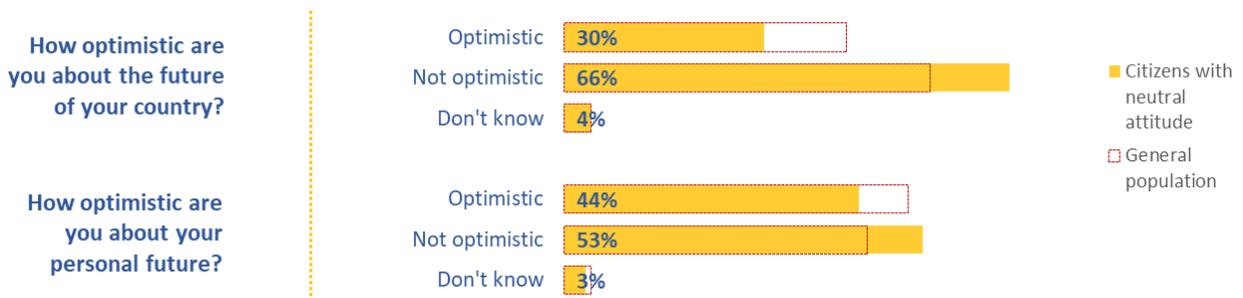
When it comes to the assessment of common beliefs, individuals holding a neutral image of the EU are again less positive than both EU supporters and the general population. The highest rate of approval was recorded for the statement that ‘the EU is committed to fighting corruption’ (73%), while around 60% agreed that ‘integration with the EU increases the country's security and stability’ and ‘the EU is an independent actor in foreign relations’, and around half that ‘the EU fosters the preservation of traditional values in our society’ (52%) and ‘provides tangible benefits to citizens in their everyday lives’ (54%).

**FIGURE 42 – Common beliefs by Ukrainians with a neutral image of the EU**



Neutral individuals are also less optimistic than EU supporters and the overall population, with 66% openly pessimistic about Ukraine’s future and 53% about their personal futures. In fact, they seem more concerned about low living standards and poverty (45%), employment (37%), low salaries and pensions (32%), high prices and taxes (30%), unaffordability of healthcare (14%) and the quality of education (10%) than citizens holding a positive stance towards the EU do. These issues, which seem to have a more immediate effect on the everyday lives of individuals, may well reflect real difficulties rather than hypothetical concerns, thus accounting for both their greater pessimism and their more indifferent view towards the EU. In addition, one in three are concerned about the economic crisis (33%) and one in four about corruption (26%).

**FIGURE 43 – View of the future among Ukrainians with a neutral image of the EU**



# 5. Annex

**TABLE 1 – Perceptions of the 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	Don't know / Never heard of the EU	Total
<b>Settlement size</b>	Equal to or more than 150,000 inhabitants	42%	41%	15%	2%	100%
	Between 20,000 and 150,000 inhabitants	51%	32%	17%	0%	100%
	Less than 20,000 inhabitants	52%	34%	12%	2%	100%
<b>Gender</b>	Male	52%	32%	14%	2%	100%
	Female	45%	39%	14%	2%	100%
<b>Age group</b>	15-34 years	56%	35%	7%	2%	100%
	35-54 years	46%	39%	15%	0%	100%
	55 years & above	44%	34%	20%	2%	100%
<b>Education level</b>	Low/medium level	44%	42%	12%	2%	100%
	High level	54%	29%	16%	1%	100%
<b>Employment status</b>	Employed / Self-employed	54%	33%	12%	1%	100%
	Unemployed or temporarily not working / inactive	47%	37%	14%	2%	100%
<b>Mother tongue</b>	Ukrainian	52%	35%	12%	1%	100%
	Russian	39%	41%	18%	2%	100%
<b>Geographical area</b>	Centre	41%	41%	18%	0%	100%
	East	46%	41%	11%	2%	100%
	West	59%	25%	13%	3%	100%
<b>Total</b>		<b>49%</b>	<b>36%</b>	<b>14%</b>	<b>1%</b>	<b>100%</b>

**TABLE 2 – Values associated with the EU**

Q2.3. To what extent does the European Union represent the following values for you?						
	Very strong	Strong	Weak	Very weak	Don't know	Total
<b>Freedom of speech</b>	32%	44%	14%	6%	4%	100%
<b>Individual freedom</b>	32%	44%	13%	6%	5%	100%
<b>Democracy</b>	36%	39%	15%	7%	3%	100%
<b>Human rights</b>	40%	34%	15%	7%	4%	100%
<b>Freedom of the media</b>	30%	44%	14%	7%	5%	100%
<b>Economic prosperity</b>	35%	38%	16%	8%	3%	100%
<b>Freedom of religion</b>	30%	43%	16%	6%	5%	100%
<b>Rule of law</b>	34%	36%	16%	8%	6%	100%
<b>Peace, security and stability</b>	33%	36%	17%	10%	4%	100%
<b>Equality and social justice</b>	34%	35%	19%	7%	5%	100%
<b>Respect for other cultures, minorities</b>	29%	39%	16%	9%	7%	100%
<b>Honesty &amp; transparency</b>	30%	36%	22%	9%	3%	100%
<b>Absence of corruption</b>	28%	37%	19%	10%	6%	100%

Percentages refer to Ukrainians who have heard of the EU

**TABLE 3 – Trust towards the European Union**

Q2.11. I would like to ask you a question about how much trust you have in the EU. Please tell me if you tend to trust it or tend not to trust it.		Tend to trust	Tend not to trust	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	63%	27%	10%	100%
	Between 20,000 and 150,000 inhabitants	67%	27%	6%	100%
	Less than 20,000 inhabitants	67%	25%	8%	100%
Gender	Male	63%	28%	9%	100%
	Female	69%	24%	7%	100%
Age group	15-34 years	74%	18%	8%	100%
	35-54 years	59%	28%	13%	100%
	55 years & above	64%	33%	3%	100%
Education level	Low/medium level	66%	25%	9%	100%
	High level	64%	28%	8%	100%
Employment status	Employed / Self-employed	66%	27%	7%	100%
	Unemployed or temporarily not working / inactive	66%	26%	8%	100%
Mother tongue	Ukrainian	70%	21%	9%	100%
	Russian	54%	41%	5%	100%
Geographical area	Centre	55%	38%	7%	100%
	East	71%	21%	8%	100%
	West	71%	19%	10%	100%
<b>Total</b>		<b>66%</b>	<b>26%</b>	<b>8%</b>	<b>100%</b>

Percentages refer to Ukrainians who have heard of the EU

**TABLE 4 – Relations between the EU and Ukraine**

Q2.4. In general, how would you describe the relations that the European Union has with Ukraine?		Good	Bad	Don't know/No relations	Total
Settlement size	Equal to or more than 150,000 inhabitants	61%	14%	25%	100%
	Between 20,000 and 150,000 inhabitants	66%	19%	15%	100%
	Less than 20,000 inhabitants	61%	26%	13%	100%
Gender	Male	62%	20%	18%	100%
	Female	62%	21%	17%	100%
Age group	15-34 years	71%	17%	12%	100%
	35-54 years	58%	19%	23%	100%
	55 years & above	58%	26%	16%	100%
Education level	Low/medium level	64%	17%	19%	100%
	High level	59%	25%	16%	100%
Employment status	Employed / Self-employed	70%	16%	14%	100%
	Unemployed or temporarily not working / inactive	60%	22%	18%	100%
Mother tongue	Ukrainian	67%	13%	20%	100%
	Russian	46%	44%	10%	100%
Geographical area	Centre	63%	16%	21%	100%
	East	76%	10%	14%	100%
	West	48%	35%	17%	100%
<b>Total</b>		<b>62%</b>	<b>21%</b>	<b>17%</b>	<b>100%</b>

Percentages refer to Ukrainians who have heard of the EU

**TABLE 5 – Provision of financial support by the EU**

<b>Q2.5. As far as you know, does the European Union provide Ukraine with financial support?</b>					
		<b>Yes</b>	<b>No</b>	<b>Don't know</b>	<b>Total</b>
<b>Settlement size</b>	Equal to or more than 150,000 inhabitants	59%	19%	22%	<b>100%</b>
	Between 20,000 and 150,000 inhabitants	54%	37%	9%	<b>100%</b>
	Less than 20,000 inhabitants	63%	26%	11%	<b>100%</b>
<b>Gender</b>	Male	65%	23%	12%	<b>100%</b>
	Female	56%	27%	17%	<b>100%</b>
<b>Age group</b>	15-34 years	60%	23%	17%	<b>100%</b>
	35-54 years	63%	25%	12%	<b>100%</b>
	55 years & above	58%	27%	15%	<b>100%</b>
<b>Education level</b>	Low/medium level	56%	26%	18%	<b>100%</b>
	High level	66%	24%	10%	<b>100%</b>
<b>Employment status</b>	Employed / Self-employed	64%	19%	17%	<b>100%</b>
	Unemployed or temporarily not working / inactive	59%	27%	14%	<b>100%</b>
<b>Mother tongue</b>	Ukrainian	61%	27%	12%	<b>100%</b>
	Russian	60%	18%	22%	<b>100%</b>
<b>Geographical area</b>	Centre	63%	18%	19%	<b>100%</b>
	East	69%	24%	7%	<b>100%</b>
	West	49%	34%	17%	<b>100%</b>
<b>Total</b>		<b>60%</b>	<b>25%</b>	<b>15%</b>	<b>100%</b>

Percentages refer to Ukrainians who have heard of the EU

**TABLE 6 – Effectiveness of the support**

<b>Q2.5.1. How effective do you think the support has been?</b>					
		<b>Effective</b>	<b>Not effective</b>	<b>Don't know</b>	<b>Total</b>
<b>Settlement size</b>	Equal to or more than 150,000 inhabitants	58%	34%	8%	<b>100%</b>
	Between 20,000 and 150,000 inhabitants	46%	54%	0%	<b>100%</b>
	Less than 20,000 inhabitants	32%	64%	4%	<b>100%</b>
<b>Gender</b>	Male	46%	49%	5%	<b>100%</b>
	Female	39%	56%	5%	<b>100%</b>
<b>Age group</b>	15-34 years	52%	42%	6%	<b>100%</b>
	35-54 years	38%	59%	3%	<b>100%</b>
	55 years & above	38%	56%	6%	<b>100%</b>
<b>Education level</b>	Low/medium level	49%	46%	5%	<b>100%</b>
	High level	38%	58%	4%	<b>100%</b>
<b>Employment status</b>	Employed / Self-employed	44%	49%	7%	<b>100%</b>
	Unemployed or temporarily not working / inactive	43%	53%	4%	<b>100%</b>
<b>Mother tongue</b>	Ukrainian	41%	53%	6%	<b>100%</b>
	Russian	47%	53%	0%	<b>100%</b>
<b>Geographical area</b>	Centre	46%	49%	5%	<b>100%</b>
	East	42%	54%	4%	<b>100%</b>
	West	41%	54%	5%	<b>100%</b>
<b>Total</b>		<b>43%</b>	<b>52%</b>	<b>5%</b>	<b>100%</b>

Percentages refer to Ukrainians who were aware of the EU's financial support

**TABLE 7 – Programmes financed by the EU**

<b>Q2.6. Do you know of any specific programmes financed by the European Union in Ukraine?</b>		<b>Yes</b>	<b>No</b>	<b>Total</b>
<b>Settlement size</b>	Equal to or more than 150,000 inhabitants	55%	45%	<b>100%</b>
	Between 20,000 and 150,000 inhabitants	47%	53%	<b>100%</b>
	Less than 20,000 inhabitants	43%	57%	<b>100%</b>
<b>Gender</b>	Male	48%	52%	<b>100%</b>
	Female	48%	52%	<b>100%</b>
<b>Age group</b>	15-34 years	55%	45%	<b>100%</b>
	35-54 years	46%	54%	<b>100%</b>
	55 years & above	43%	57%	<b>100%</b>
<b>Education level</b>	Low/medium level	39%	61%	<b>100%</b>
	High level	56%	44%	<b>100%</b>
<b>Employment status</b>	Employed / Self-employed	53%	47%	<b>100%</b>
	Unemployed or temporarily not working / inactive	46%	54%	<b>100%</b>
<b>Mother tongue</b>	Ukrainian	51%	49%	<b>100%</b>
	Russian	36%	64%	<b>100%</b>
<b>Geographical area</b>	Centre	40%	60%	<b>100%</b>
	East	57%	43%	<b>100%</b>
	West	45%	55%	<b>100%</b>
<b>Total</b>		<b>48%</b>	<b>52%</b>	<b>100%</b>

*Percentages refer to Ukrainians who were aware of the EU's financial support*

**TABLE 8 – Benefits from current EU support**

<b>2.8. To what extent would you say that Ukraine has benefitted from the current European Union support in the following areas?</b>						
	<b>Very much</b>	<b>Fairly</b>	<b>Not very much</b>	<b>Not at all</b>	<b>Don't know</b>	<b>Total</b>
<b>More tourism</b>	21%	32%	23%	19%	5%	<b>100%</b>
<b>Access to more products and services</b>	17%	30%	28%	20%	5%	<b>100%</b>
<b>Improved trade</b>	14%	30%	31%	21%	4%	<b>100%</b>
<b>Greater employment opportunities</b>	13%	24%	34%	26%	3%	<b>100%</b>
<b>Better education</b>	8%	23%	32%	30%	7%	<b>100%</b>
<b>Better law enforcement</b>	4%	26%	36%	29%	5%	<b>100%</b>
<b>Improved democracy</b>	3%	23%	37%	32%	5%	<b>100%</b>
<b>Improved infrastructure</b>	4%	22%	40%	29%	5%	<b>100%</b>
<b>Improved agricultural production</b>	8%	18%	36%	32%	6%	<b>100%</b>
<b>Improved quality of health-care system</b>	5%	18%	38%	35%	4%	<b>100%</b>
<b>Greater economic development</b>	3%	17%	40%	35%	5%	<b>100%</b>
<b>Improved quality of the justice system</b>	5%	13%	38%	38%	6%	<b>100%</b>
<b>Less corruption</b>	2%	13%	35%	45%	5%	<b>100%</b>

*Percentages refer to Ukrainians who have heard of the EU*

**TABLE 9 – Areas in which the EU should play a greater role**

Q2.9. Please tell us in which sectors you think the European Union should play a greater role		
	The specific item was selected as the first most important area	The specific item was selected as the first or second or third most important area
Promote economic development	27%	60%
Reduce corruption	17%	45%
Create greater employment opportunities	14%	38%
Improve quality of health-care system	6%	29%
Improve agricultural production	5%	21%
Promote a better education	6%	17%
Improve democracy	6%	16%
Improve infrastructure	4%	13%
Promote better law enforcement	2%	13%
Improve quality of the justice system	2%	11%
Promote access to more products and services	2%	8%
Increase tourism	2%	7%
Improve trade	3%	6%

Percentages refer to Ukrainians who have heard of the EU

**TABLE 10 – Type of media frequently used as source of information**

		Type of media frequently used as source of information (Q3.8)				Word of mouth used as source of information (Q3.8)
		No media	Only traditional media	Social media or the Internet	Total	
Settlement size	Equal to or more than 150,000 inhabitants	4%	32%	64%	100%	67%
	Between 20,000 and 150,000 inhabitants	17%	39%	44%	100%	28%
	Less than 20,000 inhabitants	12%	37%	51%	100%	51%
Gender	Male	7%	32%	61%	100%	55%
	Female	12%	38%	50%	100%	52%
Age group	15-34 years	7%	12%	81%	100%	55%
	35-54 years	13%	29%	58%	100%	49%
	55 years & above	9%	63%	28%	100%	56%
Education level	Low/medium level	12%	45%	43%	100%	51%
	High level	8%	22%	70%	100%	56%
Employment status	Employed/ Self-employed	9%	21%	70%	100%	59%
	Unemployed or temporarily not working / inactive	10%	39%	51%	100%	52%
Mother tongue	Ukrainian	9%	38%	53%	100%	51%
	Russian	11%	24%	65%	100%	61%
Geographical area	Centre	14%	31%	55%	100%	46%
	East	3%	45%	52%	100%	71%
	West	12%	31%	57%	100%	45%
<b>Total</b>		<b>10%</b>	<b>35%</b>	<b>55%</b>	<b>100%</b>	<b>53%</b>

**TABLE 11 – Frequent usage of media in Ukrainian, Russian and other languages**

		Individuals that always or often use media		
		In national language	In Russian	In other foreign language
<b>Settlement size</b>	Equal to or more than 150,000 inhabitants	70%	66%	11%
	Between 20,000 and 150,000 inhabitants	53%	55%	16%
	Less than 20,000 inhabitants	48%	35%	5%
<b>Gender</b>	Male	56%	47%	10%
	Female	58%	52%	7%
<b>Age group</b>	15-34 years	51%	45%	16%
	35-54 years	56%	49%	6%
	55 years & above	64%	55%	4%
<b>Education level</b>	Low/medium level	58%	39%	6%
	High level	56%	62%	11%
<b>Employment status</b>	Employed / Self-employed	60%	48%	11%
	Unemployed or temporarily not working / inactive	56%	50%	8%
<b>Mother tongue</b>	Ukrainian	62%	46%	9%
	Russian	38%	59%	7%
<b>Geographical area</b>	Centre	55%	57%	14%
	East	66%	62%	8%
	West	50%	30%	4%
<b>Total</b>		<b>57%</b>	<b>50%</b>	<b>9%</b>

**TABLE 12 – Trust towards different type of media**

Q3.9. & Q3.10. What is your level of trust in the following media as a source of information?				
	Tend to trust	Tend not to trust	Don't know	Total
Official EU website	36%	24%	40%	100%
Television	56%	37%	7%	100%
Radio	38%	42%	20%	100%
Print media	44%	39%	17%	100%
Social media	43%	30%	27%	100%
Internet	51%	26%	23%	100%
Word of mouth	68%	20%	12%	100%
Country's media in national language	50%	37%	13%	100%
Country's media in Russian	38%	47%	15%	100%
Country's media in other languages	23%	40%	37%	100%
Foreign media in Russian	23%	50%	27%	100%
Foreign media in other languages	24%	37%	39%	100%

**TABLE 13 – Exposure to information about the EU**

Q3.2. Have you seen or heard any information about the EU in the last three months?				
		Yes	No	Total
Settlement size	Equal to or more than 150,000 inhabitants	62%	38%	100%
	Between 20,000 and 150,000 inhabitants	37%	63%	100%
	Less than 20,000 inhabitants	59%	41%	100%
Gender	Male	61%	39%	100%
	Female	53%	47%	100%
Age group	15-34 years	50%	50%	100%
	35-54 years	55%	45%	100%
	55 years & above	64%	36%	100%
Education level	Low/medium level	50%	50%	100%
	High level	64%	36%	100%
Employment status	Employed / Self-employed	66%	34%	100%
	Unemployed or temporarily not working / inactive	54%	46%	100%
Mother tongue	Ukrainian	54%	46%	100%
	Russian	66%	34%	100%
Geographical area	Centre	63%	37%	100%
	East	58%	42%	100%
	West	49%	51%	100%
<b>Total</b>		<b>57%</b>	<b>43%</b>	<b>100%</b>

Percentages refer to Ukrainians who have heard of the EU

**TABLE 14 – Representation of the EU in the national media**

Q3.3. In general how would you say the EU was presented in the national media?						
		Positive	Neutral	Negative	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	61%	25%	7%	7%	100%
	Between 20,000 and 150,000 inhabitants	56%	27%	14%	3%	100%
	Less than 20,000 inhabitants	59%	28%	5%	8%	100%
Gender	Male	57%	29%	8%	6%	100%
	Female	62%	24%	6%	8%	100%
Age group	15-34 years	64%	24%	4%	8%	100%
	35-54 years	56%	31%	6%	7%	100%
	55 years & above	57%	25%	11%	7%	100%
Education level	Low/medium level	56%	30%	6%	8%	100%
	High level	64%	22%	8%	6%	100%
Employment status	Employed / Self-employed	60%	29%	5%	6%	100%
	Unemployed or temporarily not working / inactive	58%	26%	8%	8%	100%
Mother tongue	Ukrainian	60%	28%	5%	7%	100%
	Russian	58%	22%	10%	10%	100%
Geographical area	Centre	56%	24%	9%	11%	100%
	East	58%	33%	5%	4%	100%
	West	64%	23%	7%	6%	100%
<b>Total</b>		<b>59%</b>	<b>27%</b>	<b>7%</b>	<b>7%</b>	<b>100%</b>

Percentages refer to Ukrainians who have heard of the EU

**TABLE 15 – Accessing information about the EU**

Q3.1. How often do you look for/access information on the EU?					
		Frequently	Not very frequently	Never	Total
Settlement size	Equal to or more than 150,000 inhabitants	13%	36%	51%	100%
	Between 20,000 and 150,000 inhabitants	18%	33%	49%	100%
	Less than 20,000 inhabitants	16%	37%	47%	100%
Gender	Male	21%	32%	47%	100%
	Female	10%	40%	50%	100%
Age group	15-34 years	16%	37%	47%	100%
	35-54 years	15%	38%	47%	100%
	55 years & above	14%	34%	52%	100%
Education level	Low/medium level	15%	31%	54%	100%
	High level	15%	42%	43%	100%
Employment status	Employed / Self-employed	16%	43%	41%	100%
	Unemployed or temporarily not working / inactive	15%	34%	51%	100%
Mother tongue	Ukrainian	13%	54%	33%	100%
	Russian	20%	46%	34%	100%
Geographical area	Centre	21%	38%	41%	100%
	East	18%	51%	31%	100%
	West	7%	21%	72%	100%
<b>Total</b>		<b>15%</b>	<b>36%</b>	<b>49%</b>	<b>100%</b>

Percentages refer to Ukrainians who have heard of the EU

**TABLE 16 – Satisfaction with democracy in Ukraine**

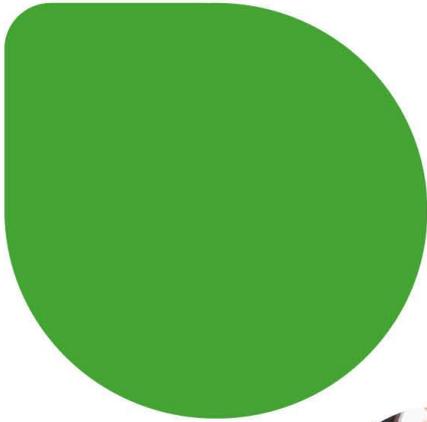
Q4.3. On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in Ukraine?					
		Satisfied	Not satisfied	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	22%	67%	11%	100%
	Between 20,000 and 150,000 inhabitants	20%	77%	3%	100%
	Less than 20,000 inhabitants	26%	69%	5%	100%
Gender	Male	25%	69%	6%	100%
	Female	23%	70%	7%	100%
Age group	15-34 years	31%	58%	11%	100%
	35-54 years	15%	79%	6%	100%
	55 years & above	25%	71%	4%	100%
Education level	Low/medium level	28%	62%	10%	100%
	High level	19%	77%	4%	100%
Employment status	Employed / Self-employed	26%	70%	4%	100%
	Unemployed or temporarily not working / inactive	23%	69%	8%	100%
Mother tongue	Ukrainian	28%	67%	5%	100%
	Russian	11%	76%	13%	100%
Geographical area	Centre	24%	69%	7%	100%
	East	21%	77%	2%	100%
	West	26%	62%	12%	100%
<b>Total</b>		<b>24%</b>	<b>69%</b>	<b>7%</b>	<b>100%</b>

**TABLE 17 – 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	Equal to or more than 150,000 inhabitants	38%	59%	3%	100%
	Between 20,000 and 150,000 inhabitants	39%	60%	1%	100%
	Less than 20,000 inhabitants	45%	50%	5%	100%
Gender	Male	47%	49%	4%	100%
	Female	37%	59%	4%	100%
Age group	15-34 years	53%	45%	2%	100%
	35-54 years	43%	53%	4%	100%
	55 years & above	29%	65%	6%	100%
Education level	Low/medium level	41%	53%	6%	100%
	High level	43%	55%	2%	100%
Employment status	Employed / Self-employed	45%	52%	3%	100%
	Unemployed or temporarily not working / inactive	41%	55%	4%	100%
Mother tongue	Ukrainian	46%	50%	4%	100%
	Russian	28%	71%	1%	100%
Geographical area	Centre	40%	56%	4%	100%
	East	45%	55%	0%	100%
	West	40%	53%	7%	100%
<b>Total</b>		<b>42%</b>	<b>54%</b>	<b>4%</b>	<b>100%</b>

**TABLE 18 – Optimism regarding personal future**

Q4.6. How optimistic are you about your personal future?					
		Optimistic	Pessimistic	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	49%	48%	3%	100%
	Between 20,000 and 150,000 inhabitants	45%	52%	3%	100%
	Less than 20,000 inhabitants	54%	40%	6%	100%
Gender	Male	55%	41%	4%	100%
	Female	49%	47%	4%	100%
Age group	15-34 years	63%	37%	0%	100%
	35-54 years	58%	34%	8%	100%
	55 years & above	35%	61%	4%	100%
Education level	Low/medium level	47%	48%	5%	100%
	High level	56%	41%	3%	100%
Employment status	Employed / Self-employed	57%	39%	4%	100%
	Unemployed or temporarily not working / inactive	50%	46%	4%	100%
Mother tongue	Ukrainian	51%	44%	5%	100%
	Russian	53%	46%	1	100%
Geographical area	Centre	57%	39%	4%	100%
	East	49%	51%	0%	100%
	West	47%	45%	8%	100%
<b>Total</b>		<b>51%</b>	<b>45%</b>	<b>4%</b>	<b>100%</b>



Albert House, Quay Place  
92-93 Edward Street  
Birmingham  
B1 2RA  
United Kingdom

T: +44 (0) 845 313 7455

F: +44 (0) 845 313 7454

[www.uk.ecorys.com](http://www.uk.ecorys.com)

Rue Belliard 12  
1040 Brussels  
Belgium

T +32 2 743 89 49

F +32 2 732 71 11