

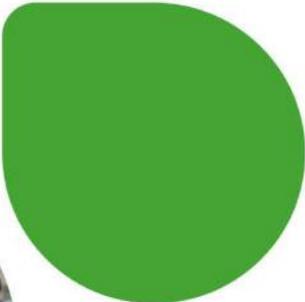
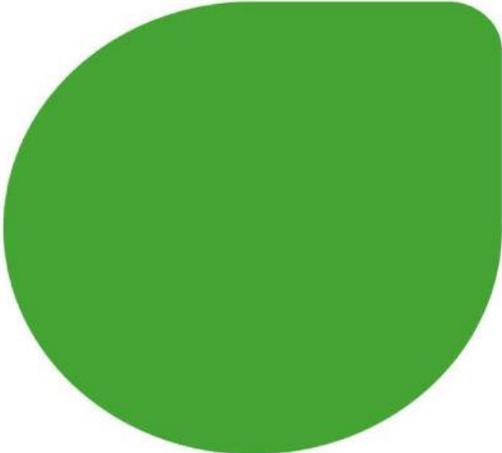


**ANNUAL SURVEY REPORT:**  
**UKRAINE**

4<sup>th</sup> Wave (Spring 2019)

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

**MAY 2019**



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**act**

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

# 1. Background

Between February and March 2019, a fourth 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 European Union (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 public diplomacy, 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 2020.

This document presents the results of the **4<sup>rd</sup> wave of annual surveys** (spring 2019) conducted in **Ukraine**<sup>1</sup> and is organized around four main sections:

- **General perceptions of the EU**  
This section looks at how citizens perceive the EU's image, the relationship between their country and the EU, their awareness of the EU's financial support and their opinion of its benefits, as well as their level of trust towards the EU, when compared with other international organisations and institutions. During the third wave, a new set of questions that touched upon perceived myths about the EU, was also added, in order to gather greater insights on how the EU is perceived by citizens.
- **Sources of information**  
This section looks at the main sources of information in the country, both in the national language and other foreign languages. Specific focus is placed on EU-related information, programmes financed by the EU and its institutional communication instruments.
- **Country evaluation and future expectations**  
This section provides an assessment of how citizens view their country's and their personal future. Specific focus is placed on current functioning of democracy and most pressing concerns.
- **Profiling attitudes towards the EU**  
This section is dedicated to profiling citizens with a positive and a neutral stance towards the EU. Attitudes are profiled against a comprehensive set of indicators, such as the main socio-demographic characteristics, passive and active exposure to EU-related information, awareness and effectiveness of EU's financial support, level of trust towards the EU and other foreign institutions, perceptions of the country's and personal future and main concerns, and common beliefs about the EU.

All sections, together with an analysis of the results of the 4<sup>th</sup> wave of the survey, also provide comparisons between the findings of the 2018, 2017 and 2016 surveys where relevant.

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<sup>1</sup> A similar report has been produced for each Eastern partner country. In addition, a macro-area/regional overview report that compares the results across the region is available.

## 2. Research methodology in brief

The survey was conducted in February - March 2019, following the same methodology adopted in the previous rounds of data collection (spring 2018, 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, religion and mother tongue).

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<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*

- Over half of Ukrainian citizens (56%) have a positive image of the EU, around one third (29%) feel 'neutral' about it and one tenth hold a negative view (12%). **Compared to 2018, positive perceptions have increased by 7 percentage points**, in line with the historical upward trend, reflecting the depth of political dialogue with the EU and the continued progress towards closer integration. **Only 3% of citizens have 'no opinion' or 'have never heard of the EU'**.
- **'Peace, security and stability' continues to be the most important personal value for as much as 71% of Ukrainians.** At the same time, nearly 80% of citizens 'strongly' link their primary value with the EU (77%), confirming the acknowledgement of the EU's support for the territorial integrity of Ukraine.
- Overall Ukrainians have a very positive opinion of the EU and over 70% 'strongly' link it with all values – and particularly 'human rights' (83%, up 9%) and 'economic prosperity' (81%, up 5%), which are respectively second (41%) and third (37%) front runners as personal values. Around one third of citizens also mentioned 'honesty and transparency' (32%) and 'absence of corruption' (27%) among the main personal values, confirming the demand for tackling the issue in the country.
- The EU continues to be the most trusted foreign institution and the **only one trusted by the majority of the population (63%)**. The EEU has the lowest level of trust (22%), while trust in the United Nations currently matches that in NATO (45%).

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

- **Over 60% of Ukrainians describe the relations between their country and the EU as 'fairly good' (51%) or 'very good' (12%); 57% of citizens are also aware that the EU financially supports Ukraine, and 46% of them consider it 'effective'.**
- **The knowledge of EU-funded programmes in Ukraine continues to increase and currently over half of those who are aware of the EU's financial support know about specific programmes (56%, up 8% since 2018 and up 24% since 2017).** The most well-known programmes relate to the field of 'education' (51%, up 8%), due to the positive exchanges in the areas of culture and science. Ukraine participates in/benefits from many EU programmes, such as 'Creative Europe' and 'Horizon 2020'.
- The main positive effects of the EU's support are the increase in 'tourism' – mentioned by 58% of the population – and 'trade' (54%), as well as the 'greater access to products and services' (58%). Conversely, 'corruption' and 'judicial reforms' remain the most problematic areas in the country – and those that, in the eyes of the citizens, have benefitted the least from EU's support (19% and 26% respectively).

### *Media usage as sources of information*

- **Television and 'word of mouth' continue to be the most popular sources of information in the country** – only 13% and 20% of Ukrainians respectively 'never' use them. However, the usage of new media – such as the Internet (57% of citizens use them) and social media (54%) – has now surpassed that of other traditional media, such as print press (52%) and the radio (36%). One in four citizens have also accessed the official EU website (20%).
- **The usage of national media in both Ukrainian and Russian is very common in the country:** nearly all citizens use the former (92%) and over three quarters the latter (77%). The usage of foreign media in Russian (44%) is more limited – due to the restrictions over Russian TV channels

and the decrease in popularity following the Donbas conflict. Only around one in four citizens rely on national (23%) and/or foreign media (19%) in other languages, although an increase of 5% was observed.

### *Sources of information about the EU*

- Nearly 60% of Ukrainians claim to have seen or heard information about the EU in the last three months (59%), and 55% felt that national media presented the EU positively (12% ‘very positively’, 43% ‘fairly positively’), with no significant change compared to 2018.
- **EU-related information was mainly disseminated by television (62%)** and Internet (34%). Compared to 2018, ‘passive’ exposure to these sources has slightly declined; whereas social ties have gained importance in sharing contents: around one third of citizens who heard or saw information about the EU did so through social media (30% up 8%) and ‘word of mouth’ (27%, up 6%).
- Compared to 2018, both frequent and sporadic access to information on the EU have seen a slight increase (17% and 38% respectively, up 2% both) in line with the upward historical trend. **Ukrainians prefer to search for information about the EU in Russian (55%) than in their national language (43%),** with no change compared to 2018. Only a tiny minority use English (2%).
- Around 40% of citizens who actively seek information on EU are engaged in ‘generic searches’ about the EU; around one third looked for ‘socio-political’ and/or ‘economic news’ (34% and 29% respectively), as well as ‘the relation between the EU and Ukraine’ (31%). Compared to last year, slightly more citizens searched for ‘opportunities offered by the EU’ (15%, up 2%) and ‘education and cultural programmes’ (17%, up 3%). Only 8% of individuals are interested in knowing more about Ukraine’s relations with other EaP countries’.
- As in previous waves, the **assessment of the quality of EU-related information is positive.** Over 80% of citizens who actively seek information on the EU, positively rated it with regard of all assessed elements, more specifically: 91% find it ‘accessible’, 88% ‘user-friendly’, 84% ‘reliable’; 83% ‘trustworthy’ and 82% ‘comprehensive’.

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

- **Ukrainians have the lowest confidence level in their government of all EaP countries (20%).** The current level of trust extends to other institutions, such as the Parliament (16%) and regional and local public institutions (36%), as well as political parties (13%). In fact, not even the religious authority is trusted by the majority of the population (45%, down 13% since 2018).
- Accordingly, only 29% of Ukrainians are satisfied with the way democracy works in their country, with only 2% ‘very satisfied’. In fact, most of the population is convinced that only ‘gender equality’ is guaranteed in Ukraine (60%). ‘Free and fair elections’, ‘independence of the judiciary’, ‘rule of law’, ‘good governance’ and, especially, ‘lack of corruption’ were assessed as much more problematic – between 68% and 88% of the population stated that they ‘do not really’ or ‘definitely do not apply’ to their country, with very little progress compared to 2018.
- Most Ukrainians continue to be ‘not optimistic’ towards the future of their country (52%), however expectations are slightly more positive each year (up 3% since 2018 and up 11% since 2016). Future personal prospects have also witnessed an improvement and currently most citizens are ‘optimistic’ (54%, up 3% since 2018 and up 12% since 2016).
- ‘Low living standards and poverty’ (46%) and ‘security and war’ (39%) continue to be the primary concerns of Ukrainians, together with ‘low salaries and pensions’ (37%). Ukraine is gradually emerging from the acute crisis of 2014–2015, but inflation impacts on incomes – and, in turn, on living standards of citizens. In fact, one third of the population mentioned unemployment (31%) and the economic crisis (30%); and one fourth ‘high prices and taxes’ (21%). Concerns were also raised with regard to ‘corruption’ (27% of citizens), though slightly less than in 2018 (down 6%).

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

- **Holders of a positive view of the EU represent the majority of Ukrainians – 56% of the total population (up 7% since 2018).** Compared to the overall population, they tend to be more concentrated among the young (39%) and middle-aged individuals (37%), native Ukrainian speakers (82%), highly educated (50%) and employed/self-employed (24%). They also live more frequently in big cities (39% live in settlements with more than 150,000 inhabitants) and in the west of the country (40%).
- **Ukrainians with a ‘neutral’ view of the EU account roughly for one third of the population (29%, down 7% compared to 2018).** Compare to EU supporters, they are more likely to be females (63%), elderly (39% are over 55 versus 24%), have a lower level of education (58% versus 50%) and live in smaller settlements (53% versus 47%). In addition, 28% are native Russian speakers and, as such, they are more easily found in areas with a higher concentration of ethnic Russian and native Russian speakers, such as the centre (41%) and the east (29%).
- Neutral citizens display lower levels of both ‘passive’ and ‘active’ exposure to EU-related information: 50% heard any information about the EU in the three months preceding the survey and 42% accessed any information on it (versus 70% and 68% respectively for EU supporters).
- EU supporters display a stronger preference for new media (60% frequently use the Internet and social media); while ‘neutral’ citizens tend to rely more on traditional media only (45%). The usage of national media in Ukrainian is common for both groups (around 60%); but ‘neutral’ citizens are less keen to rely on media in Russian (46%) and other foreign languages (6%) than EU supporters (respectively 50% and 17%). If searching for EU-related information, they target the same issues, with EU supporters only slightly more interested in ‘education and cultural programmes’ – which can be linked to the fact that they are, on average, a ‘younger’ population.
- **The greater exposure to EU-related information has a great impact on the acknowledgement of the EU role:** 83% of EU-supporters trust the EU and have a positive image of the relations between it and their country (versus 47% and 51% respectively for ‘neutral citizens’); nearly 70% know that the EU financially supports Ukraine (versus 50%) and 55% of those aware of the EU’s financial support consider it ‘effective’ (versus 33%). Lower exposure also translates into a lower level of confidence in answering the question: around one in four ‘neutral’ citizens could not rate its level of trust, nor evaluate the nature of relationship between the EU and their country and/or the extent of its financial support.
- With regard to common beliefs, EU supporters share the most positive views, with between 84% and 94% of individuals ‘strongly’ or ‘somewhat’ agreeing with all the proposed statements (versus between 43% and 65% for ‘neutral’ citizens).
- Neutral individuals are also more pessimistic regarding their country’s future (52% versus 47% for EU supporters) and particularly concerned about the current economic situation and all related issues such as ‘low living standards and poverty’ (49%), ‘low salaries and pensions’ (46%), ‘the economic crisis’ (35%) and ‘unemployment’ (34%).

## 3.2. Perceptions of the European Union

**Over half of Ukrainian citizens (56%) have a positive image of the EU, around one third (29%) feel ‘neutral’ about it and one tenth (12%) hold a negative view. Compared to 2018, positive perceptions have increased by 7 percentage points, in line with the historical upward trend, reflecting the depth of political dialogue with the EU and the continued progress towards closer integration. The EU continues to be the most trusted foreign institution and the only one trusted by the majority of the population (63%). Nearly 65% of Ukrainians describe the relations between their country and the EU as ‘good’; around 60% of citizens are also aware of the financial support provided by the EU to Ukraine and 46% of them consider it ‘effective’. The main positive effects of the EU’s support (and closer integration with it) are the increase in ‘tourism’ – mentioned by 58% of the population – and ‘trade’ (54%), as well as the ‘greater access to products and services’ (58%).**

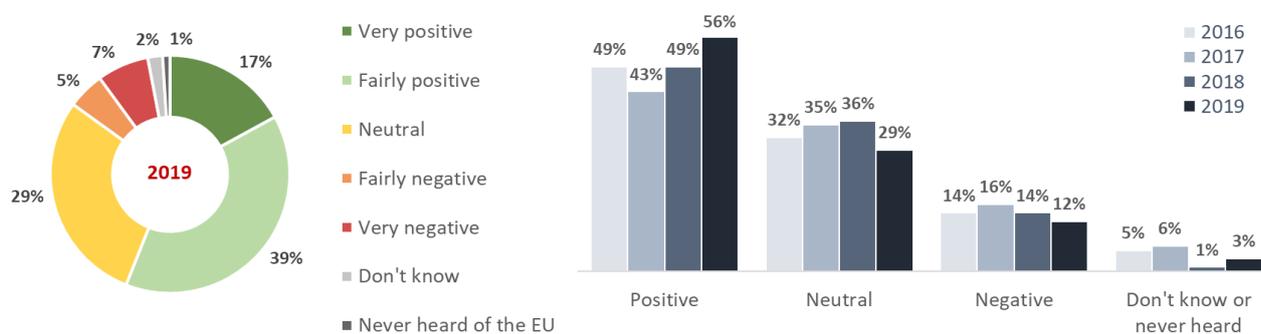
This section looks at how Ukrainian citizens perceive the EU’s image and their opinion of the benefits of the EU’s financial support, also compared with the role of other foreign institutions.

### 3.2.1. General perceptions of the EU

Over half of Ukrainian citizens (56%) have a positive image of the EU, around one third (29%) feel ‘neutral’ about it and one tenth (12%) hold a negative view. Compared to 2018, positive perceptions have increased by 7 percentage points, in line with the historical upward trend (up 13% since 2017), reflecting the depth of political dialogue with the EU and the continued progress towards closer integration. **Only 3% of Ukrainians have ‘no opinion’ or ‘have never heard of the EU’.**

Age, mother tongue and place of residence – in terms of both geographical area and size of settlement – are all strong characterising ‘factors’ for attitudes towards the EU. The younger the citizens, the more likely it is for them to be ‘positive’ about the EU (67% for those aged 15-34, 61% for those aged 35-54 versus 40% for those who are over 55). Native Ukrainian speakers are also much more positive (59%) than ethnic Russians and/or citizens who have Russian as mother tongue (44%). Accordingly the west – which is the area of the country hosting less Russian mother-tongue – collects higher shares of EU supporters (66% versus 52% in the centre and 50% in the east). Larger cities too (60%) tend to host greater percentages of citizens holding a positive stance towards the EU than medium (52%) or smaller settlements (54%)<sup>6</sup>.

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



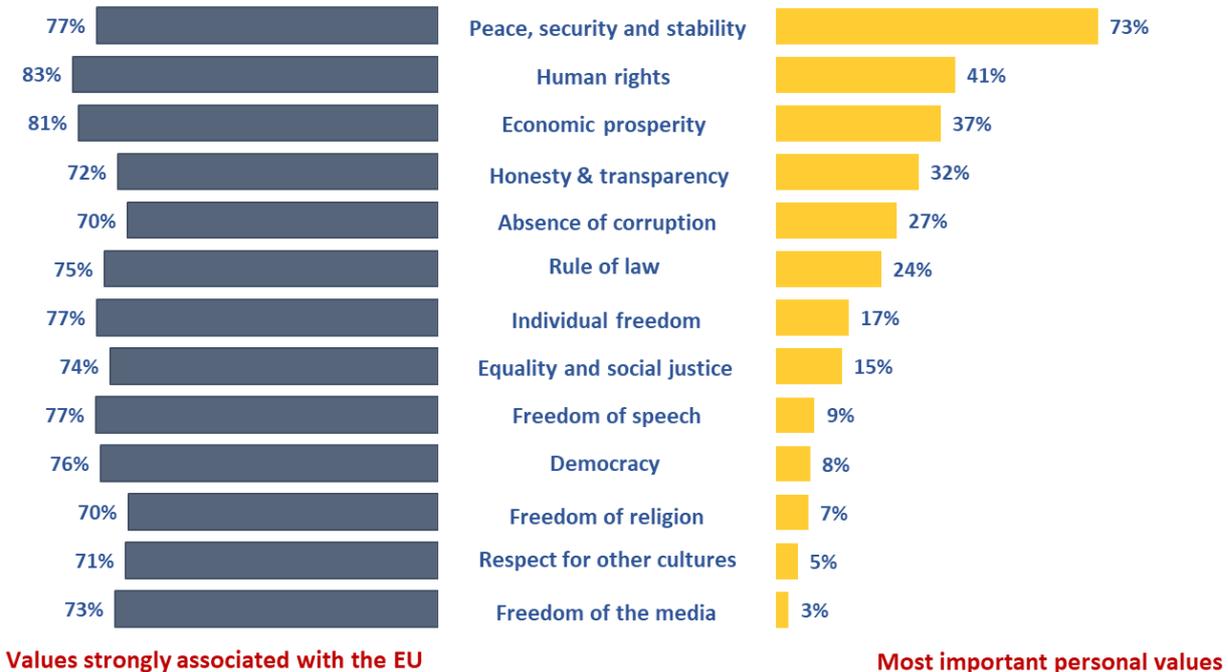
<sup>6</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 1.

'Peace, security and stability' continues to be the most important personal value for as much as 73% of Ukrainians: despite negotiations, no real breakthrough in the Donbas conflict has in fact taken place<sup>7</sup>. At the same time, nearly 80% of citizens 'strongly' or 'very strongly' link their primary value with the EU (77%), confirming the acknowledgement of the EU's support for the territorial integrity of Ukraine.

In general, Ukrainians have a very positive opinion of the EU and over 70% of them link it 'strongly' or 'very strongly' with all proposed values – and particularly 'human rights' (83%, up 9%) and 'economic prosperity' (81%, up 8%), which are respectively second (41%) and third (37%) front runners as personal values. Around one third of Ukrainians also mentioned 'honesty and transparency' (32%) and 'absence of corruption' (27%) among the main personal values, confirming the demand for combating the issue in the country<sup>8</sup>.

**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)*



Most Ukrainians (65%) are also largely confident that 'the EU fosters the preservation of traditional values in their society', with only one fifth 'not really' (20%) or 'not at all' (7%) agreeing with the statement<sup>9</sup>. Compared to 2018, their opinions are slightly less negative (27%, down 4 percentage points).

<sup>7</sup> According to a recent poll conducted nationwide by the International Republican Institute's (IRI) Centre for Insights in Survey Research, more than half of all respondents cited the 'war/expansion of the conflict in Ukraine' as the greatest threat to their way of life and their children's future. The percentage who view the conflict as one of the three most important issues facing the country rose from 41 percent in March 2018 to 53 percent in August. A clear majority (71%) of respondents believe that state authorities should 'end the war in the Donbas' to increase trust in the government. <https://www.iri.org/resource/new-ukraine-poll-reveals-increased-concern-over-military-conflict-donbas>.

<sup>8</sup> More details are provided in Annex – Table 2.

<sup>9</sup> The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the European 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)*



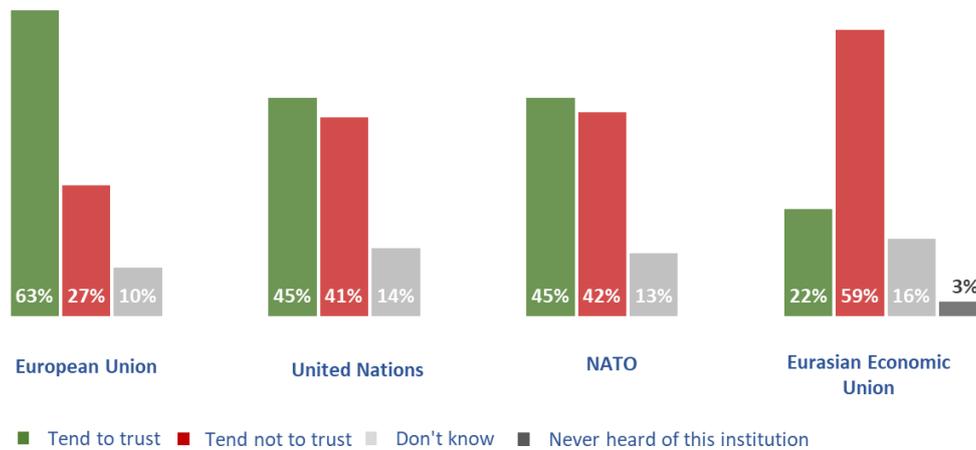
Perceptions of the EU were also assessed through an open-ended question, whereby respondents were asked to name the first issues that came to their mind when thinking of the EU. As last year, positive associations were widely recorded, the most common being ‘economic prosperity/high standards of living’ (27%) and ‘rule of law/human rights and equality’ (11%). Around one in ten citizens also linked the EU with ‘confidence in the future/optimism’ (10%) and/or ‘development and progress’ (10%); around one in twenty citizens mentioned ‘great opportunities for personal growth/development’ (5%), ‘peace and stability’ (5%), ‘visa liberalisation’ (4%) and travelling/tourism (4%). Only 3% of Ukrainians openly ‘do not trust the EU’, whereas 1% of citizens are afraid of ‘not being accepted into the EU’. Around 15% of Ukrainians did not answer the question, because it was ‘too hard to answer’.

Ukraine is a member of 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 continues to be the most trusted foreign institution and the only one trusted by the majority of the population (63%). Conversely, the EEU has the lowest level of trust (22%), with 59% of Ukrainians oriented towards not trusting it and more so compared to last year (up 11%). Compared to 2018, less citizens trust the United Nations too (45%, down 9%) and their level of trust currently matches that towards the NATO (45%).

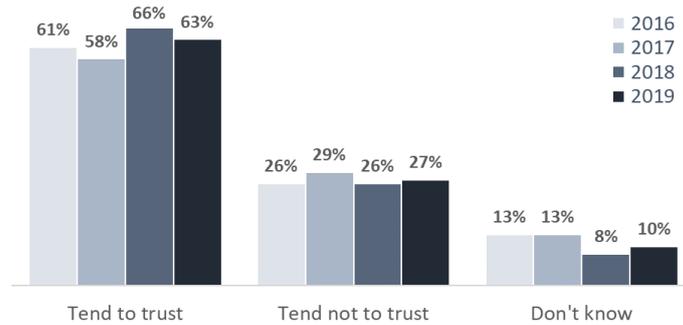
Trust in the EU is widespread in all socio-demographic groups. Age, mother tongue and place of residence are the variables most likely to influence trust – just like in the case of attitudes. The younger the citizens, the more likely it is for them to ‘trust the EU’ (70% for those aged 15-34, 64% for those aged 35-54 versus 53% for those who are over 55). Native Ukrainian speakers are also more confident in the EU (64%) than citizens who have Russian as mother tongue (58%). Accordingly the west – the area of the country hosting fewer citizens with Russian as their mother-tongue – collects higher levels of trust in the EU (73% versus 54% in the centre and 61% in the east). Citizens living in larger cities too (65%) tend to hold slightly more trust in the EU than residents of medium (60%) or smaller settlements (61%)<sup>10</sup>.

<sup>10</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)*



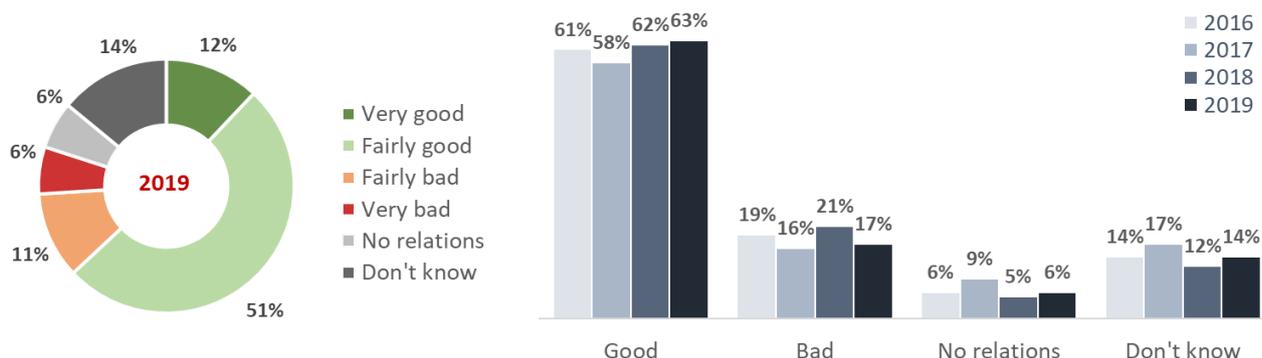
### 3.2.2. EU relations with Ukraine and awareness of EU financial support

Over 60% of Ukrainians describe the relations between their country and the EU as ‘fairly good’ (51%) or ‘very good’ (12%), with no change compared to last year. Again, younger citizens (75%) and native Ukrainian speakers (67%) are much more positive in their opinions than middle-aged (61%) and elder citizens (55%), as well as those who have Russian as their mother tongue (54%). As for geographical residence, 66-67% of eastern and western residents consider the relations between Ukraine and the EU as ‘good’ versus 59% of individuals living in the centre of the country<sup>11</sup>.

<sup>11</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)**

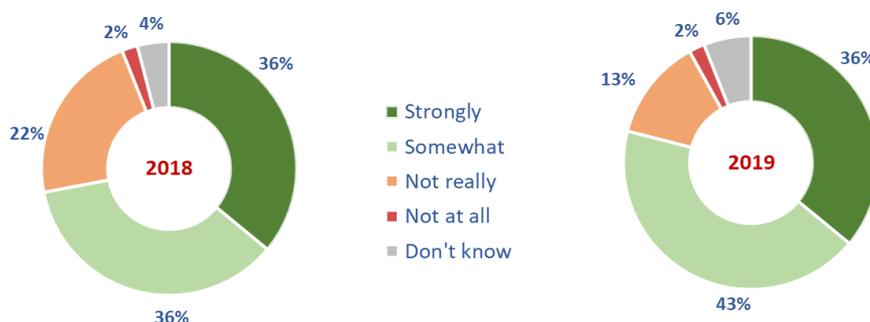
(Percentages refer to Ukrainians who have heard of the EU)



Nearly 80% of Ukrainians perceive ‘the EU as an independent actor in foreign relations’ (79%), with an increase in positive opinions of 7 percentage points since 2018<sup>12</sup>. As previously observed, this figure could be linked to the increased acknowledgement of the EU’s support for the territorial integrity of Ukraine.

**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 around 60% of citizens are well-aware of the financial support provided by the EU to Ukraine, with no significant change since 2018. However there has been a slight increase in the share of Ukrainians who ‘do not know’ whether the EU supports their country – one in five citizens (20%, up 5%).

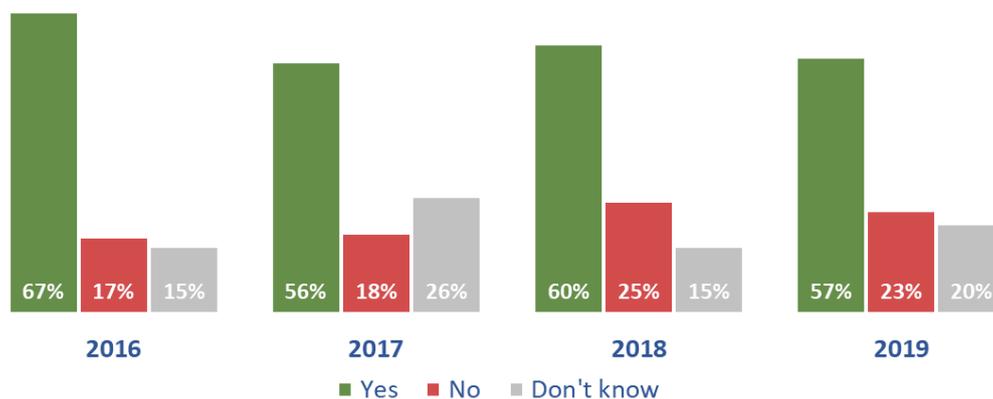
A higher share of ‘negative’ responses were recorded among the elderly (50% versus 60% and 62% respectively for younger and middle-aged individuals), citizens with a lower level of education (53% versus 63% for highly educated citizens) and females (55% versus 60% of males). It should also be noted that nearly 30% of females answered ‘don’t know’ to the question (27%)<sup>13</sup>.

<sup>12</sup> The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the European 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’.

<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)**

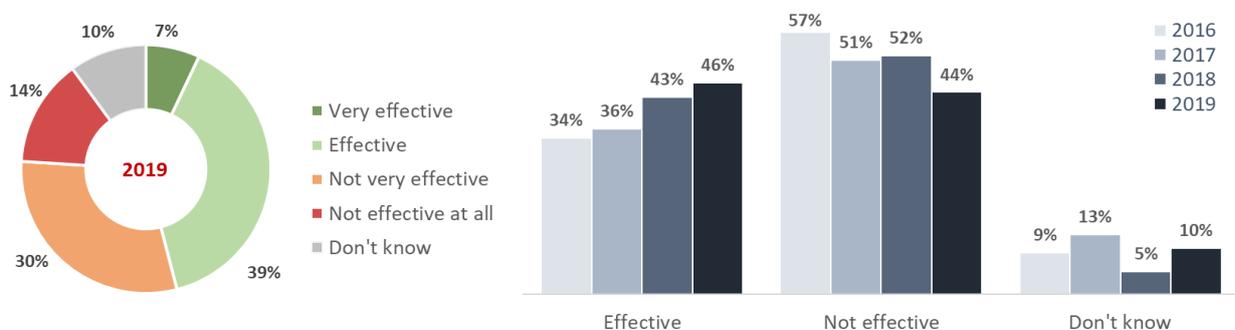
*(Percentages refer to Ukrainians who have heard of the EU)*



Around one in two Ukrainians who are aware of EU’s support consider it ‘effective’. Compared to 2018, there has been an increase of 3 percentage points, in line with the historical upward trend (up 12% since 2016). Most younger individuals (60%), residents of larger settlements (59%) and the east of the country (53%), and employed/self-employed citizens (53%) are positive about it; whereas this is not the case for their socio-demographic counterparts, who mostly rated it as ‘ineffective’ or answered ‘don’t know’. More specifically 62% of native Russian speakers, 53% of residents of the centre and around half of middle-aged (50%) and elder citizens (51%) consider EU’s support ‘ineffective’. The highest share of ‘don’t know’ responses was recorded among western residents: around one in five answered ‘don’t know’ (18%)<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 continues to increase and currently over half of those who are aware of the EU’s financial support know about specific programmes (56%, up 8% since 2018 and up 24% since 2017). Residents of large and middle-sized settlements (63% and 62% respectively), younger and middle-aged generations (58% both), highly educated (61%) and employed/self-employed citizens (65%) are much more informed than their socio-demographic counterparts. In addition, the knowledge of EU-funded programmes is particularly common among native Ukrainian speakers (51%)<sup>15</sup>; while more than two third of native Russian speakers do not know any

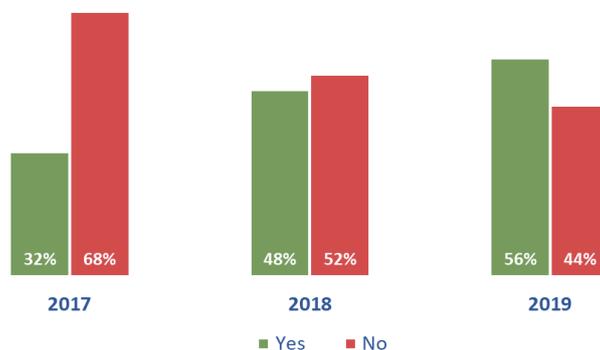
<sup>14</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 6.

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

programme (71%). As for geographical area, 65% of the residents of the centre and 59% of those of the east know of specific programmes versus 42% of western residents.

**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)*

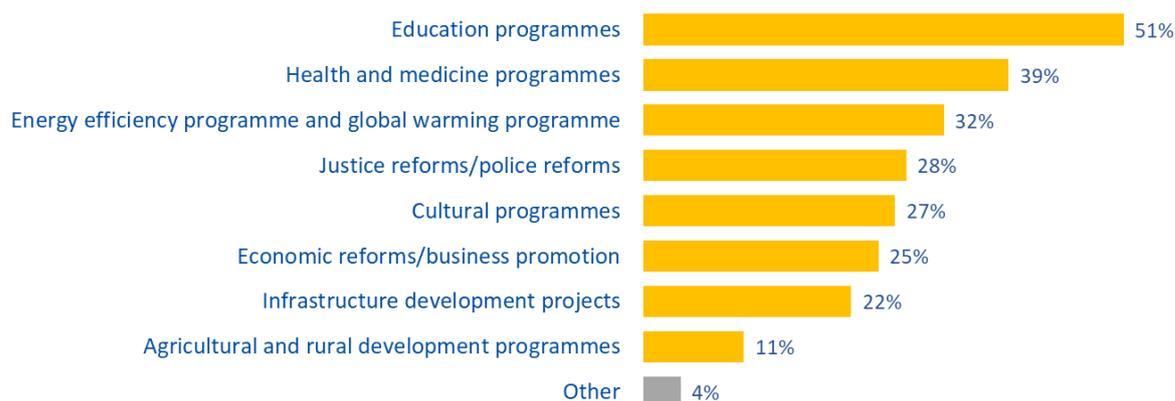


As in 2018, the most well-known EU-financed programmes in Ukraine relate to the field of ‘education’ (51%, up 8%). In fact, exchanges between the EU and Ukraine continued to flourish in areas of culture and science, and Ukraine participates in/benefits from many EU programmes, such as ‘Creative Europe’ and ‘Horizon 2020’<sup>16</sup>. Around 40% of the population are aware of programmes in the fields of ‘health and medicine’ (39%), and between one fourth and one third of programmes in the areas of ‘infrastructure development’ (22%), ‘economic reform/business promotion’ (25%), ‘culture’ (27%), ‘justice and reforms’ (28%) and ‘energy efficiency/global warming’ (32%). It should be noted that, in 2018, not only Ukraine signed two energy efficiency deals with the EU and the European Investment Bank, but also Ukrainian companies have been selected for the Climate Innovation Vouchers Program funded by the EU and the European Bank of Reconstruction and Development.

Around 4% of Ukrainians have personally been (or know someone who has been) involved in recent EU-funded projects, with no change compared to 2018.

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

*(Percentages refer to Ukrainians who know about specific programmes financed by the EU)*



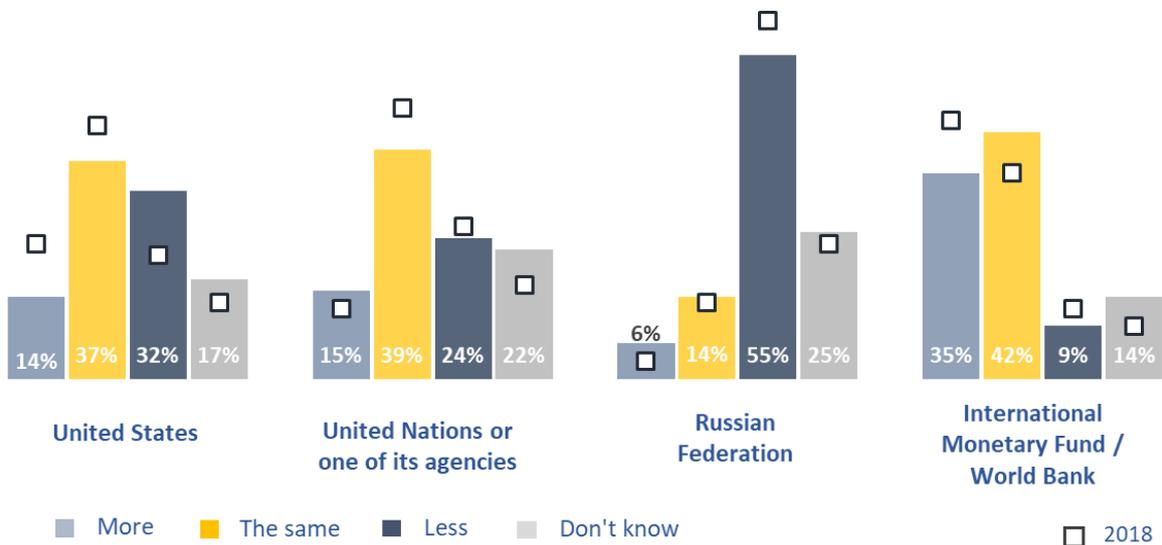
The EU is perceived as an important donor to Ukraine. In fact, most Ukrainians are convinced that it financially supports their country to ‘the same’ extent or ‘more’ than the Russian Federation (69%), the United States of America (69%), the United Nations and its agencies (63%) and the International

<sup>16</sup> See Eastern Partnership Index 2017, Charting Progress in European Integration, Democratic Reforms, and Sustainable Development Eastern Partnership Civil Society Forum, 2018, <https://eap-csf.eu/eastern-partnership-index/>

Monetary Fund/World Bank (51%). However, it should be noted that the level of confidence in answering this question is not so high – the proportion of those who responded ‘don’t know’ was between 14% and 25%, with more uncertainty in the case of the Russian Federation and the UN (or one of its agencies).

**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)**

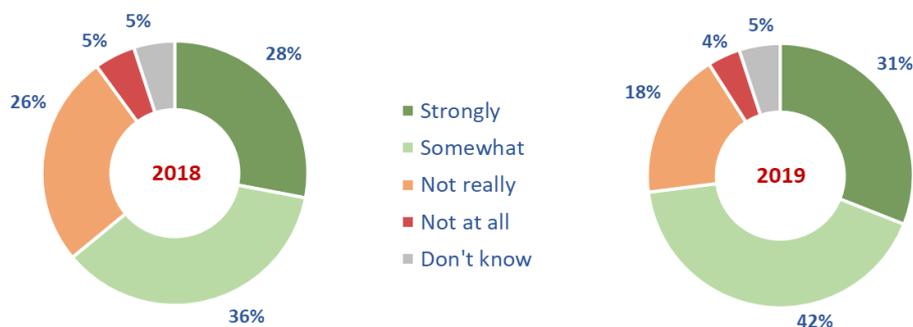
*(Percentages refer to Ukrainians who have heard of the EU)*



Ukrainians are also largely confident that ‘the EU provides tangible benefits to citizens in everyday life’. Nearly three quarters ‘strongly’ (31%) or ‘somewhat’ (42%) agree with the above statement – with an increase of 9 percentage points since 2018<sup>17</sup>. Very negative reactions were recorded for only around 4% of the population; 5% 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)*



The main positive effects of the EU’s support (and closer integration with it) are the increase in ‘tourism’ – mentioned by 58% of the population – and ‘trade’ (54%), as well as the enlargement of consumer market, meant as ‘greater access to products and services’ (58%). Compared to previous years, perceptions are gradually more positive with regards to all three areas (recording an increase between 5 and 11 percentage points since 2018). More citizens also acknowledged the positive effects on

<sup>17</sup> The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the European Union is perceived by 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’.

'employment opportunities' (44%, up 7%), 'law enforcement' (37%, up 7%), 'education' (36%, up 5%), 'democracy' (31%, up 5%), 'infrastructure' (30%, up 4%) and 'agricultural production' (30%, up 4%).

Conversely, 'corruption' and 'judicial reforms' remain the most problematic areas in the country – and those that, in the eyes of the citizens, have benefitted the least from EU's support (19% and 26% respectively). It should be noted that, despite the progress made towards closer integration with the EU since signing the Association Agreement in 2017, both areas are longstanding concerns for international partners too<sup>18</sup>. At the same time, it is worth noting that many more citizens (40%) would favour a greater involvement of the EU to fight corruption – rather than improve the quality of the judiciary (8%)<sup>19</sup>. Nearly 60% of Ukrainians would also favour more support from the EU to sustain economic development (57%) and around one third to strengthen employment opportunities (31%)<sup>20</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)*



In fact, when directly asked if 'the EU is committed to fighting corruption'<sup>21</sup>, three quarters of Ukrainians are 'strongly' (30%) or 'fairly' (45%) convinced that this is the case. This question also received a very low level of 'don't know' responses, with only 6% of citizens not answering the question.

<sup>18</sup> See Eastern Partnership Index 2017, Charting Progress in European Integration, Democratic Reforms, and Sustainable Development Eastern Partnership Civil Society Forum, 2018, <https://eap-csf.eu/eastern-partnership-index/>

<sup>19</sup> Respondents were asked to name and rank the three most important areas in which the EU should play a greater role.

<sup>20</sup> More details are provided in Annex – Tables 8 and 9.

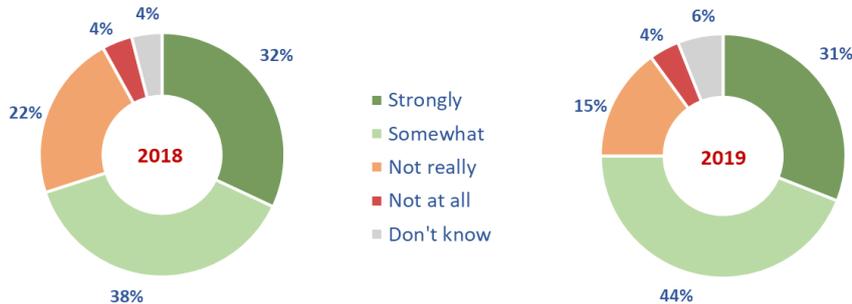
<sup>21</sup> The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the European Union is perceived by citizens. Respondents were asked to rate their agreement with the following set of statements according to a five-grade scale ('strongly', 'somewhat', '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 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)*



Three quarters of Ukrainians are also convinced that integration with the EU will increase the country’s security and stability (75%, up 5% since 2018)<sup>22</sup>- Again, this a very important finding considering that ‘peace, security and stability’ is considered the most important personal value by 73% of citizens.

**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)*



<sup>22</sup> The third wave saw the introduction of a new set of questions, targeted at gaining greater insights into how the European Union is perceived by 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’.

### 3.3. Sources of information on the EU

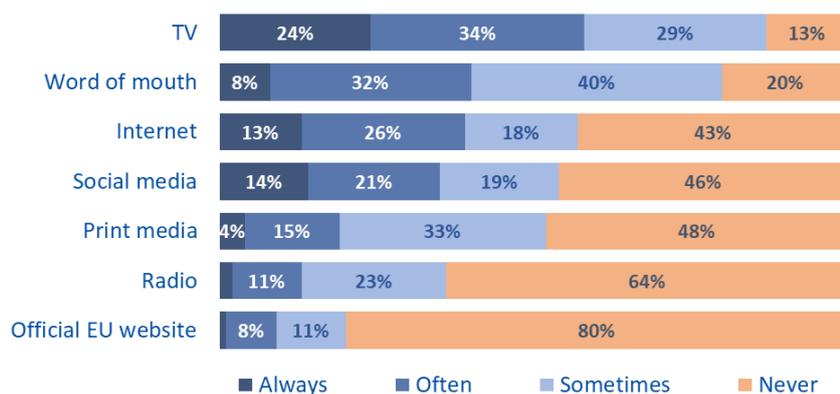
Nearly 60% of Ukrainians claim to have seen or heard information about the EU in the last three months (59%), and native Russian speakers have been slightly more exposed than citizens who have Ukrainian as mother tongue. Information was mainly disseminated by television (62%) and the Internet (34%), but social ties have also gained importance in sharing contents: around one third of citizens who heard or saw information about the EU did so through social media (30% up 8%) and ‘word of mouth’ (27%, up 6%). In addition, 55% of citizens have ‘actively’ searched or looked for EU-related information – in Russian (55%) more than in Ukrainian (43%). Only 2% searched in English. Around one in four ‘active’ citizens have used EU informational websites at least once (up 5% since 2018), with the EU Facebook page recording most accesses. **The quality of the information on the EU was rated positively by over 80% 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 channels.

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

As in previous waves, television and ‘word of mouth’ continue to be the most popular sources of information in the country – only 13% and 20% of Ukrainians respectively ‘never’ use them. However, the usage of new media – such as Internet (57% of citizens use them) and social media (54%) – has now surpassed that of other traditional media, such as print press (52%) and the radio (36%). One in four citizens also use the official EU website (20%) – although only 1% of individuals access it ‘always’, still an increase of 5 percentage points was recorded compared to last year.

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

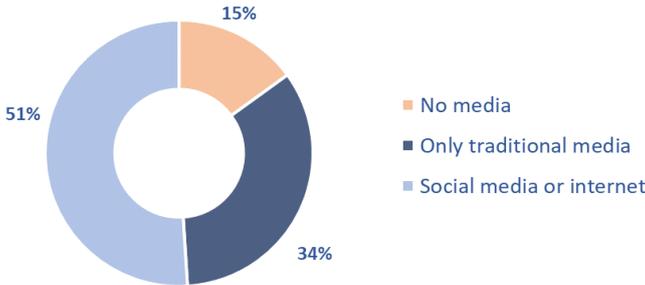


The breakdown of frequent users of traditional media only, new media and no media is shown in Figure 18<sup>23</sup>. Compared to 2018 no significant change was recorded with respect to both the number and the specific socio-demographic profile of media users: around half of Ukrainians access the Internet or social media frequently (51%), one third use traditional media only (34%), and 15% do not rely on any media at all.

<sup>23</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.

Frequent usage of new media is more common among younger (79% for those aged 15-34 versus 57% for the middle age group and 17% for elderly), highly-educated (62% versus 41% for those with a low level of education) and employed individuals (71% versus 45% for those who are unemployed). Males (55%) are also more likely to rely frequently on new media than females (47%) – so as larger cities ‘residents (58%) compared to residents of small or medium-sized settlements (47% for both). Conversely, the greatest ‘frequent’ and ‘exclusive’ users of traditional media are the elderly (71%). As for language, native Ukrainian speakers tend to have a preference for new media (53%) versus traditional media only (32%), whereas this is not the case for Russian speakers (43% and 42% respectively). Nearly one in four citizens living in the west of the country do not rely on any media at all (22%)<sup>24</sup>.

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



The usage of national media in both Ukrainian and Russian is very common in the country: nearly all citizens use Ukrainian – 23% ‘always’, 37% ‘often’ and 32% ‘sometimes’ – and over three quarters Russian – 16% ‘always’, 29% ‘often’ and 32% ‘sometimes’. The usage of foreign media in Russian (44%) is more limited – due to the restrictions over Russian TV channels and the decrease in popularity following the Donbas conflict<sup>25</sup>. Only around one in four citizens rely on national and/or foreign media in other languages (23% and 19% respectively), although an increase of 5% in their usage was observed compared to 2018.

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

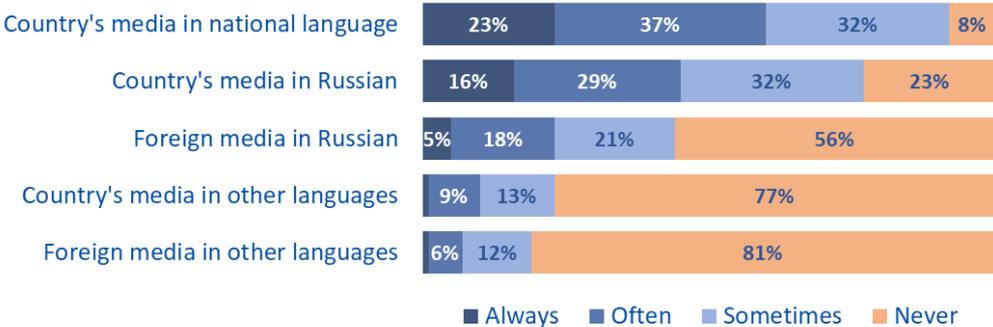
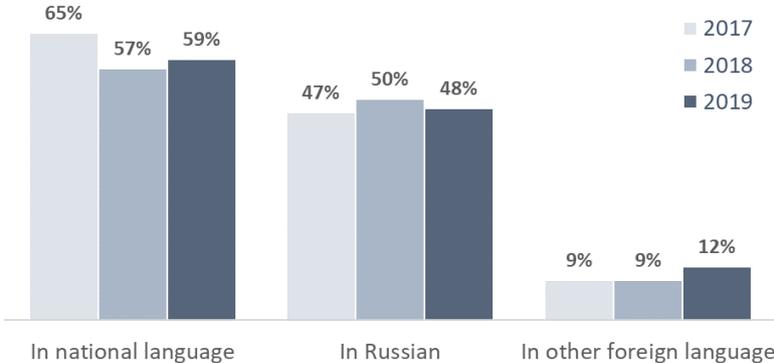


Figure 20 shows how frequently media in Ukrainian, Russian and other foreign languages are used, regardless of whether the media is national or foreign, among the population<sup>26</sup>. Compared to 2018, no significant change can be observed aside from a slight increase in the habit of relying on media in Ukrainian (59%, up 2%) and/or in other foreign languages (12%, up 3%) at the expenses of Russian media

<sup>24</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 10.  
<sup>25</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>26</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.

usage (48%, down 2%). As expected, over 60% of native Ukrainian speakers (62%) and native Russian speakers (68%) rely on media in their respective mother tongues. The usage of Russian media is more common among residents of larger cities (66%) and in the centre and the east of the country (60% for both) as opposed to the west (23%) – this is an expected finding considering that ethnic Russian and/or native Russian speakers are more likely found in these areas, as well as the larger cities. While older citizens are the most likely to rely on media in Ukrainian (76%), the usage of media in other foreign languages is more common among employed and highly educated individuals, as well as in larger cities and the centre of the country (around 20% all)<sup>27</sup>.

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



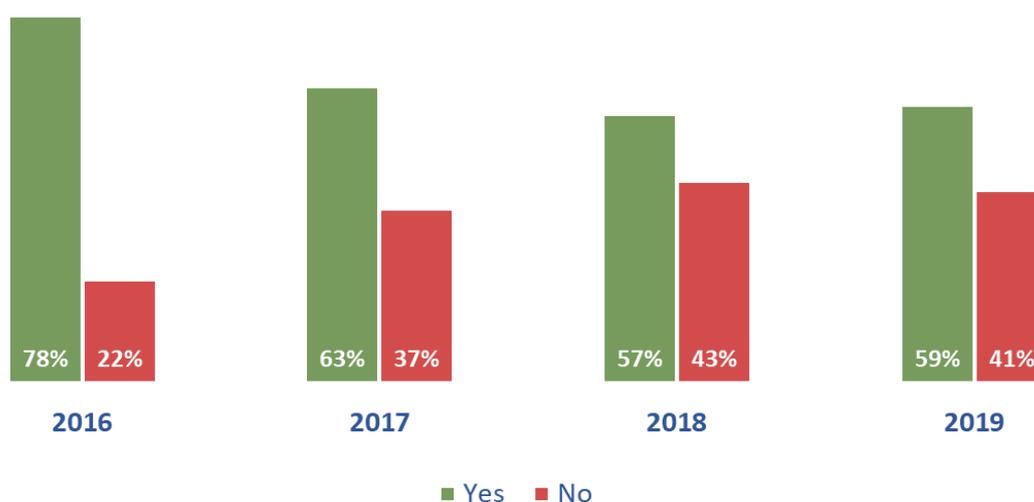
The main sources of information in Ukraine do not collect a great deal of trust from citizens – ‘word of mouth’ (59%, down 9%), national media in Ukrainian (52%, up 2%), Internet (49%, down 2%), television (47%, down 9%), social media (41%, down 2%) and national media in Russian (38%, stable), with all other sources scoring below 35%. These findings can be partly explained by the fact that many of these sources are not used by all population groups, hence a lot of people do not know how to rate them (for the latter the share of ‘don’t know’ responses varies between 31% and 46%). In particular, around one out of three individuals trust the official EU website (30%, down 6%), with 44% of citizens unable to rate their credibility in such source<sup>28</sup>.

**3.3.2. Sources of information about the EU**

Nearly 60% of Ukrainians claim to have seen or heard information about the EU in the last three months (59%), with no significant change compared to 2018. Native Russian speakers (66%) are the most likely to have been exposed to EU-related information – with a gap of 9 percentage points compared to native Ukrainian speakers (57%). The place of residence – both in terms of settlement’s size and geographical location – seems also linked to ‘passive’ exposure: the larger the settlement, the more likely the residents have seen or heard about the EU (65% versus 61% for residents of middle-sized settlements and 54% for those living in smaller settlements). Ukrainians living in the west and the east of the country have also been more exposed compared to residents of the centre (64% and 61% respectively versus 52%)<sup>29</sup>.

<sup>27</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 11.  
<sup>28</sup> More details are provided in Annex – Table 12.  
<sup>29</sup> More details on exposure to information about the EU and socio-demographic characteristics are provided in Annex – Table 13.

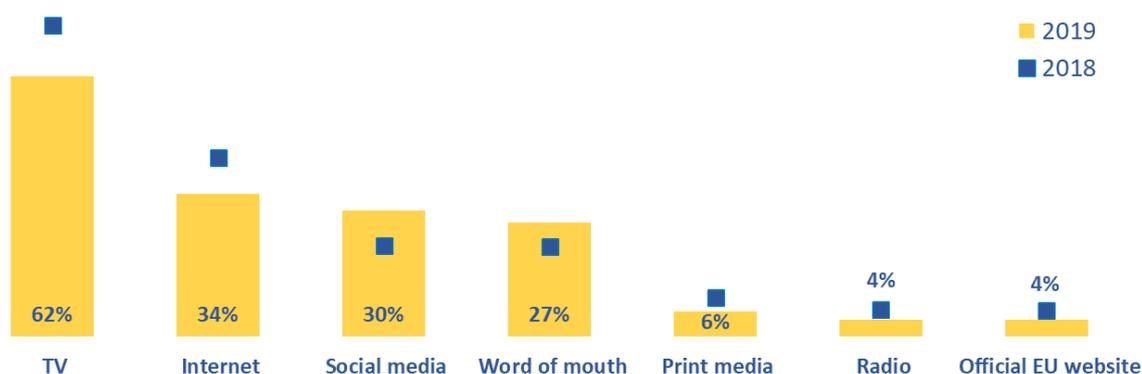
**FIGURE 21 – Have you seen or heard any information about the EU in the last three months? (Q3.2)**  
*(Percentages refer to Ukrainians who have heard of the EU)*



EU-related information was mainly disseminated by television (62%). However, compared to 2018, ‘passive’ exposure from the TV has seen a decrease of 12 percentage points. The diffusion of EU-related information through the Internet – which reached 34% of Ukrainians – has also witnessed a slight drop (6%); whereas social ties have gained importance in sharing contents about the EU: around one third of citizens who heard or saw information about the EU did so through social media (30% up 8%) and ‘word of mouth’ (27%, up 6%). Only around 5% of citizens mentioned print media (6%), radio (4%) and the official EU website (4%).

**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)*

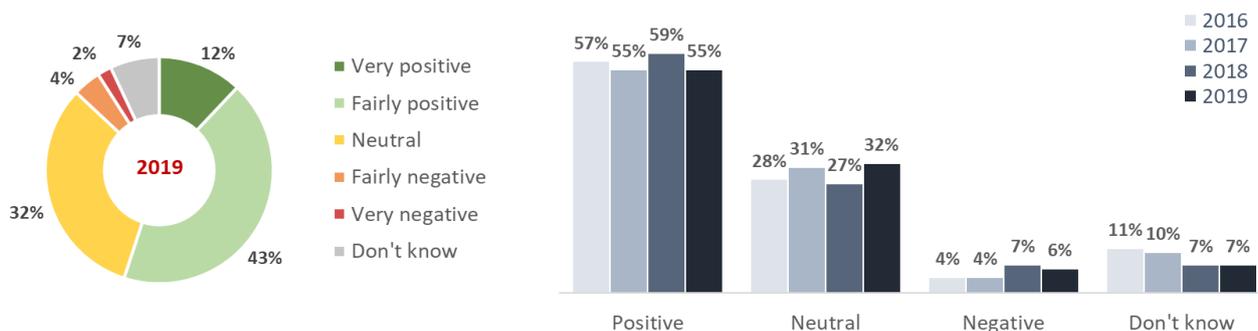


Among those who had heard about the EU, 55% felt that national media presented the EU positively (12% ‘very positively’, 43% ‘fairly positively’), with a slight decrease to 2018 (down 4%). Groups who are more likely to use national media sources – such as native Ukrainian speakers (60%), western residents (63%), younger (62%) and highly educated individuals (61%) - generally give a more positive evaluation than their socio-demographic counterparts<sup>30</sup>.

<sup>30</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)*



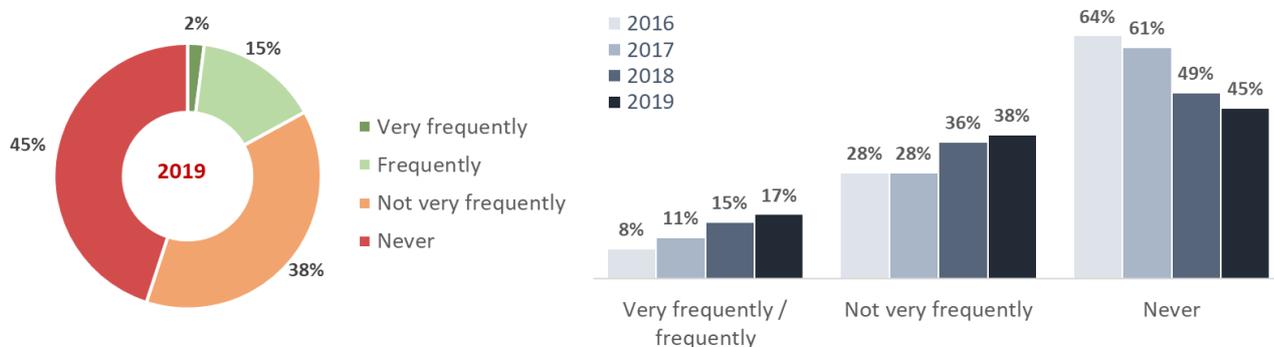
According to 57% of the population, the information which they read, watched or accessed online helps them to have a better understanding of the EU, either ‘fairly’ (45%) or ‘very much’ (12%). No change was observed compared to 2018.

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 2018, both frequent and sporadic access to information on the EU has seen a slight increase (from 15% to 17% for ‘frequent access’ or ‘very frequent’ and from 36% to 38% for ‘not very frequent’ access) in line with the upward historical trend. Frequent access is more common among younger citizens (24%), employed individuals (23%), residents of the centre (23%), males (20%) and individuals living in larger cities (20%). The highest share of people who never look for information on the EU can be found in the west of the country, 69% of citizens never search for EU-related information<sup>31</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)*



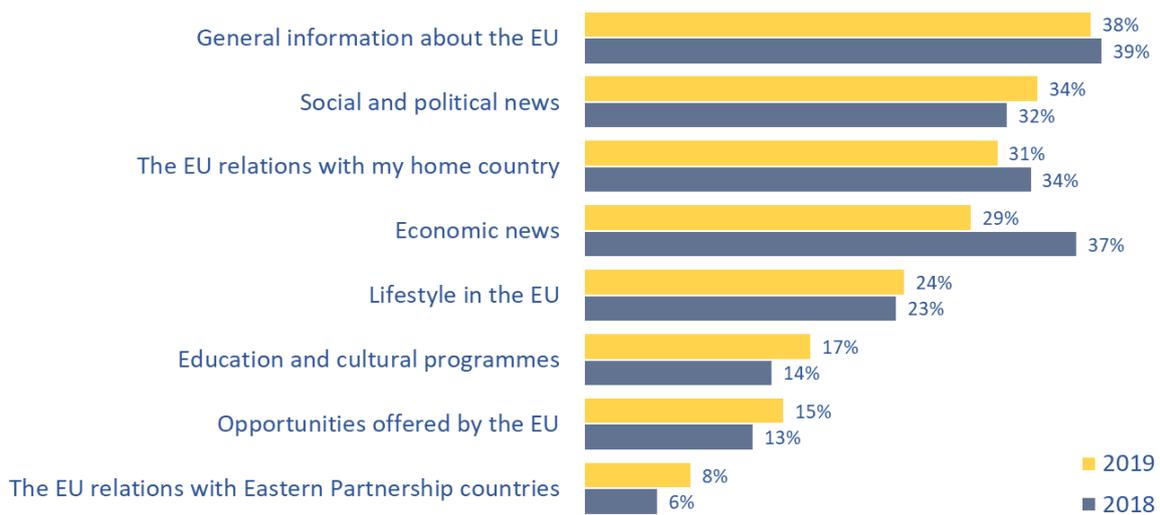
Ukrainians prefer to search for information about the EU in Russian (55%) than in their national language (43%), with no change compared to 2018. Only a tiny minority use English (2%).

Around 40% of citizens who actively seek information on the EU are engaged in ‘generic searches’ about the EU; around one third looked for ‘social and political news’ or ‘economic news’ (34% and 29%), as well as the ‘relation between the EU and Ukraine’ (31%). Compared to last year, slightly more citizens searched for ‘opportunities offered by the EU’ (15%, up 2%) and ‘education and cultural programmes’ (17%, up 3%).

Only 8% 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 2018.

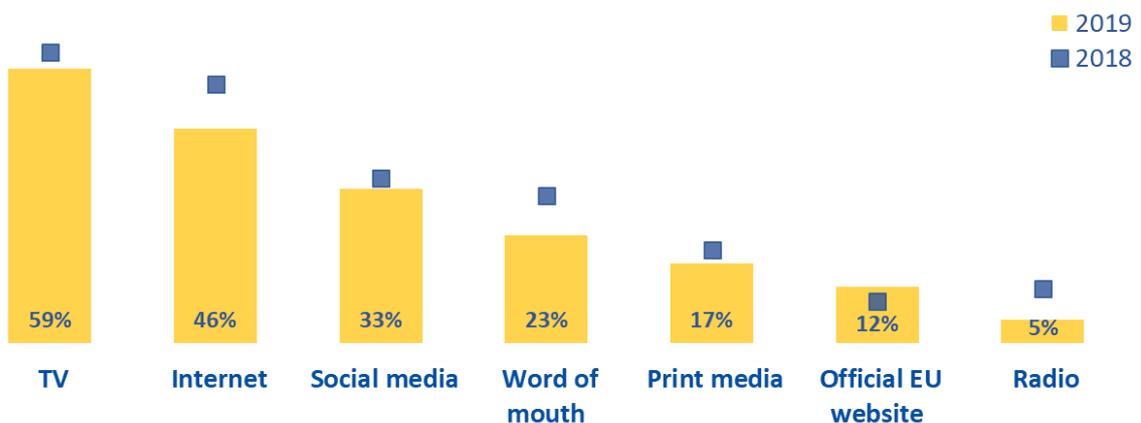
<sup>31</sup> More details on the distribution according to the main socio-demographic characteristics are provided in Annex – Table 15.

**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)*



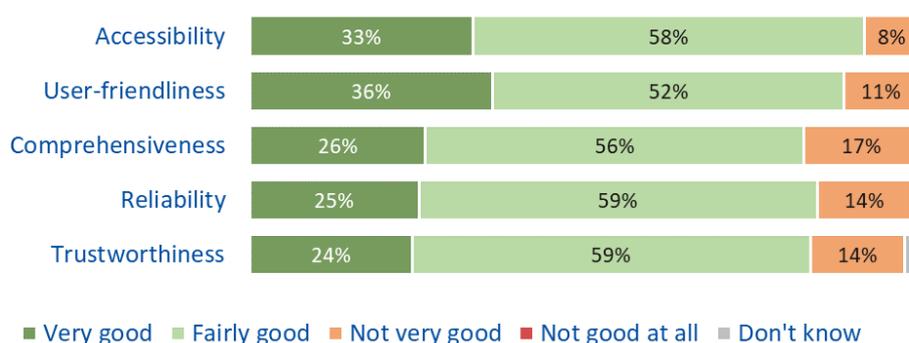
Television remains the main provider of information about the EU (59%); nevertheless, its influence slightly decrease from year to year (down 4% since 2018). The usage of new media – especially the Internet – has also declined compared to 2018, however it is important to note that ‘social media’ (33%) have definitely surpassed ‘word of mouth’ (23%, down 9%) as a main provider of EU-related information. Roughly one in ten ‘active’ citizens accessed the official EU website while searching for information (12%, up 3% since 2018).

**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)*



As in previous waves, the assessment of the quality of EU-related information is very positive. **Over 80% of ‘active users’ provided a ‘very’ or ‘quite positive’ rating in terms of all assessed items: more specifically 91% find it ‘accessible’, 88% ‘user-friendly’, 84% ‘reliable’, 83% ‘trustworthy’ and 82% ‘comprehensive’.**

**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)*



Around one in four Ukrainians have used EU informational websites<sup>32</sup> at least once (23% up 6 percentage points since 2018). The Facebook page of the EU is the one most accessed (17% of ‘active’ users), followed by the EU institution website (7%), the EU Twitter pages (7%), the EU projects’ website (6%), the EU Delegation website (6%) and the ‘EU NEIGHBOURS’ (2%).

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

*Ukrainians have the lowest confidence level in their Government of all EaP countries (20%) – and this lack of trust extends to other institutions, such as the Parliament (16%) and regional and local public institutions (36%), as well as political parties (13%). In fact, not even the religious authority is trusted by the majority of the population (45%). Accordingly, only 29% of Ukrainians are satisfied with the way democracy works in their country, with only 2% ‘very satisfied’. In fact, most of the population is convinced that only ‘gender equality’ is guaranteed in Ukraine (60%). ‘Free and fair elections’, ‘independence of the judiciary’, ‘rule of law’, ‘good governance’ and, especially, ‘lack of corruption’ were assessed as the most problematic areas, with very little progress compared to 2018. Most citizens continue to be ‘not optimistic’ towards the future of their country (52%), however expectations are slightly more positive each year. ‘Low living standards and poverty’ (46%) and ‘security and war’ (39%) continue to be the primary concerns of Ukrainians, together with ‘low salaries and pensions’ (37%).*

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

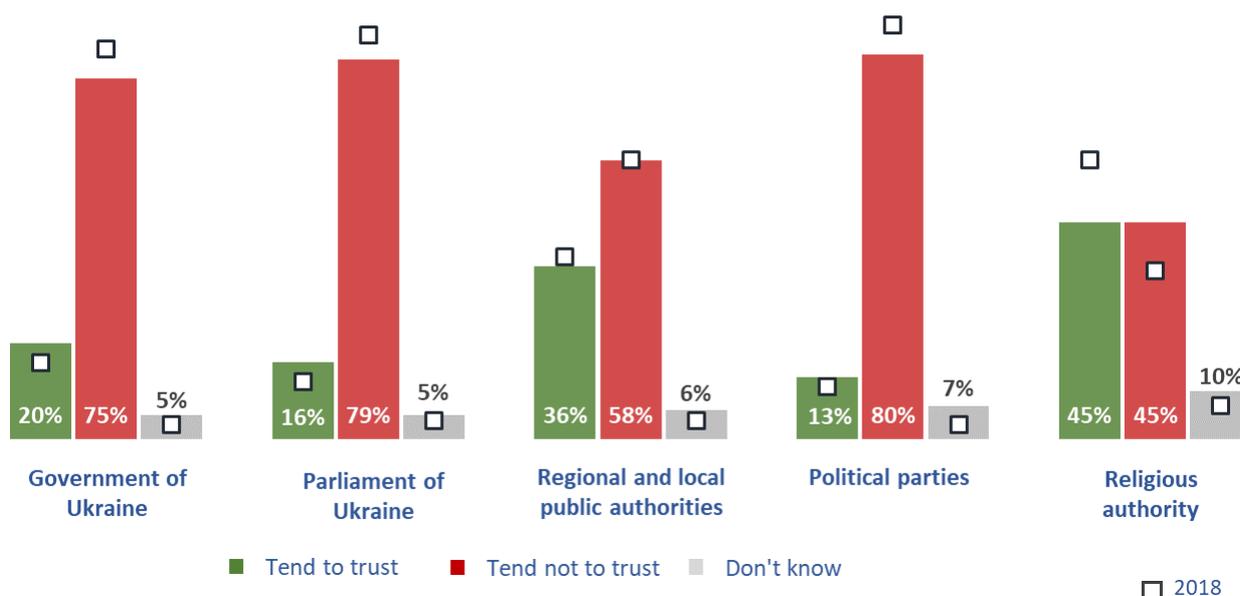
Ukrainians have the lowest confidence level in their Government of all EaP countries (20%) – and one of the lowest in the world<sup>33</sup>. The current level of trust extends to other institutions, such as the Parliament (16%) and regional and local public institutions (36%), as well as political parties (13%). In fact, not even the religious authority is trusted by the majority of the population (45%, down 13 percentage points since 2018).

Since 2016 – when these surveys started – confidence in the Government has been no higher than 20%. However it should be noted that the lowest figure (11%) was recorded during the first wave.

<sup>32</sup> This refers to EU institutions’ websites; the EU Delegation website; EU projects’ websites; the E’EU NEIGHBOURS’ WEBSITE; and EU Twitter and EU Facebook pages.

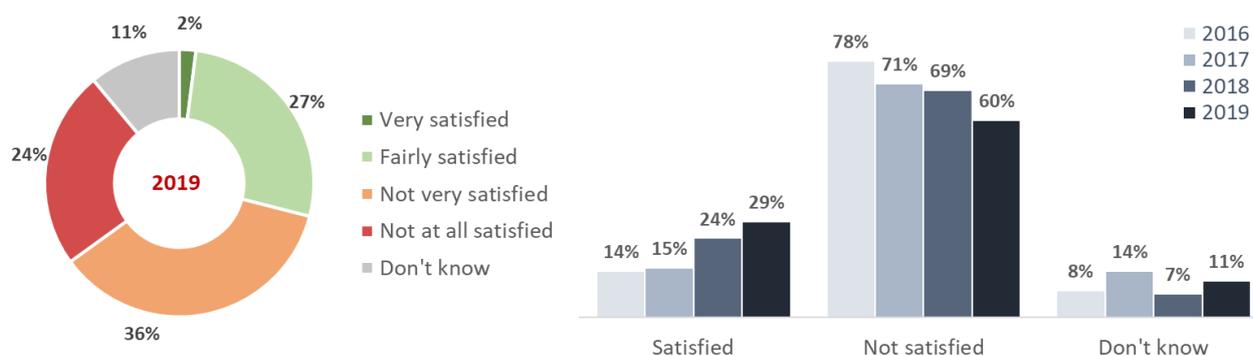
<sup>33</sup> According to a recent poll conducted by Gallup, confidence in the national government is even lower and stands at 9%: it is the lowest confidence level in the world for the second straight year. This is far below the regional median for former Soviet states (48%) as well as the global average (56%) in 2018. <https://news.gallup.com/poll/247976/world-low-ukrainians-confident-government.aspx>.

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



Accordingly, only 29% of Ukrainians are satisfied with the way democracy works in their country (24% in 2018); with only 2% 'very' satisfied. Levels of contentment are very low in all socio-demographic groups – younger citizens, native Ukrainian speakers and citizens living in the east of the country are generally more satisfied (34%, 31% and 37% respectively) than their respective counterparts (with percentages varying between 24% and 27%)<sup>34</sup>.

**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)**

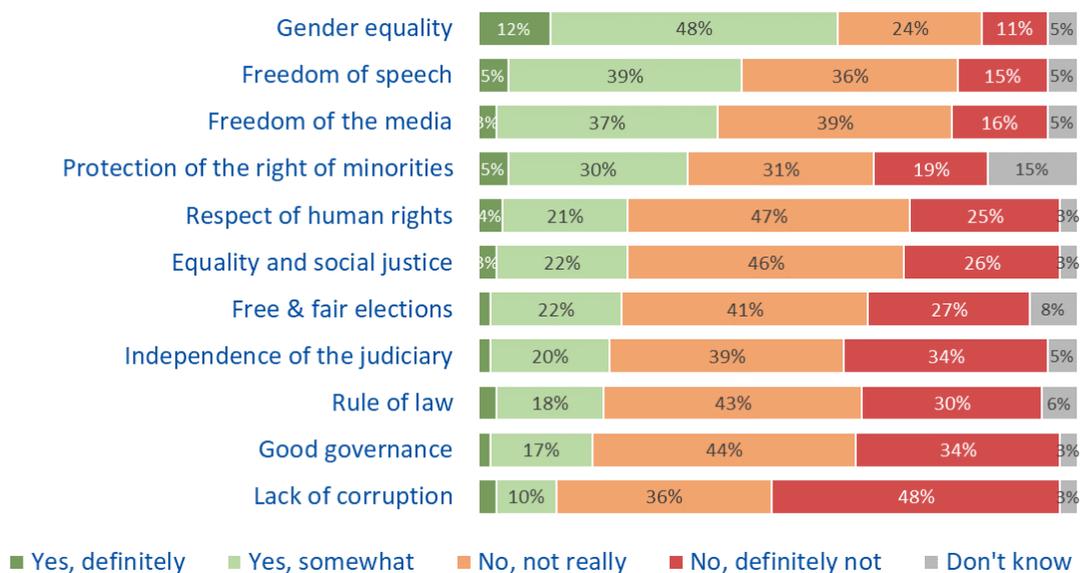


The ranking of the elements that Ukrainians believe to apply to their country is also consistent with last year's findings. In fact, most of the population is convinced that only 'gender equality' is guaranteed in Ukraine (60%). 'Free and fair elections', 'independence of the judiciary', 'rule of law', 'good governance' and, especially, 'lack of corruption' were assessed as much more problematic – between 68% and 88% of the population stated that they 'do not really' or 'definitely do not apply' to their country, with very little progress compared to 2018. Considering that data collection for the survey took place right before the

<sup>34</sup> More details on satisfaction with democracy and socio-demographic characteristics are provided in Annex – Table 16.

2019 elections, it appears that the level of distrust in the government extends also to the electoral system in the country.

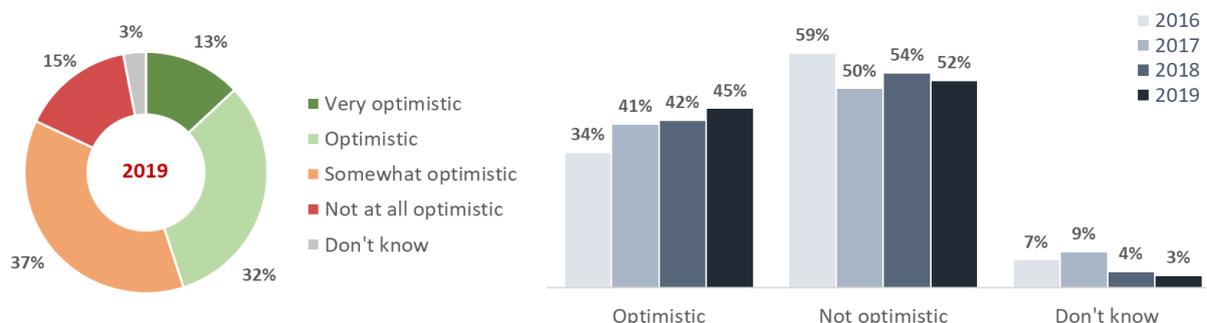
**FIGURE 30 – To what extent do you think that the following elements apply in Ukraine? (Q4.4)**



### 3.4.2. Future expectations

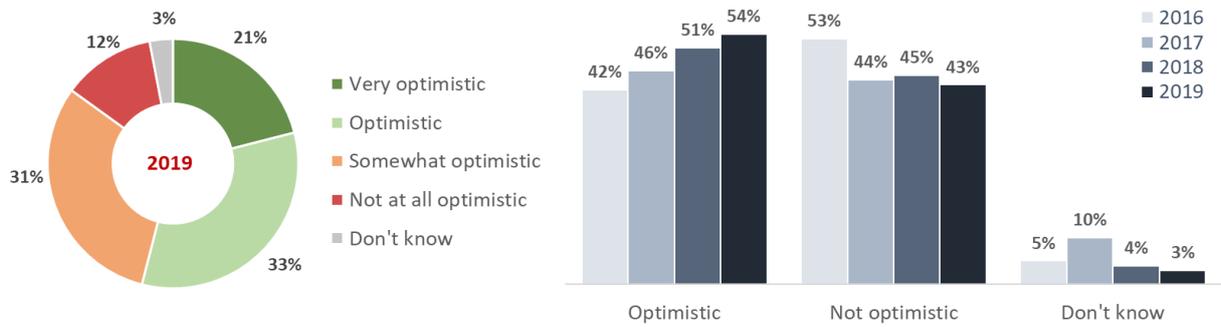
Most Ukrainians continue to be ‘not optimistic’ towards the future of their country (52%), however expectations are slightly more positive each year (up 3% since 2018 and up 11% since 2016). Future personal prospects have also witnessed an improvement and currently most citizens are ‘optimistic’ (54%, up 3% since 2018 and up 12% since 2016). Younger individuals, males, residents of smaller and middle-sized settlements are all more positive about their personal future – as well as the future of their country – than their socio-demographic counterparts. And the same goes for native Ukrainian speakers versus native Russian speakers: in particular, 49% of Ukrainian speakers feel positive about the future of their country versus 31% of Russian speakers<sup>35</sup>.

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



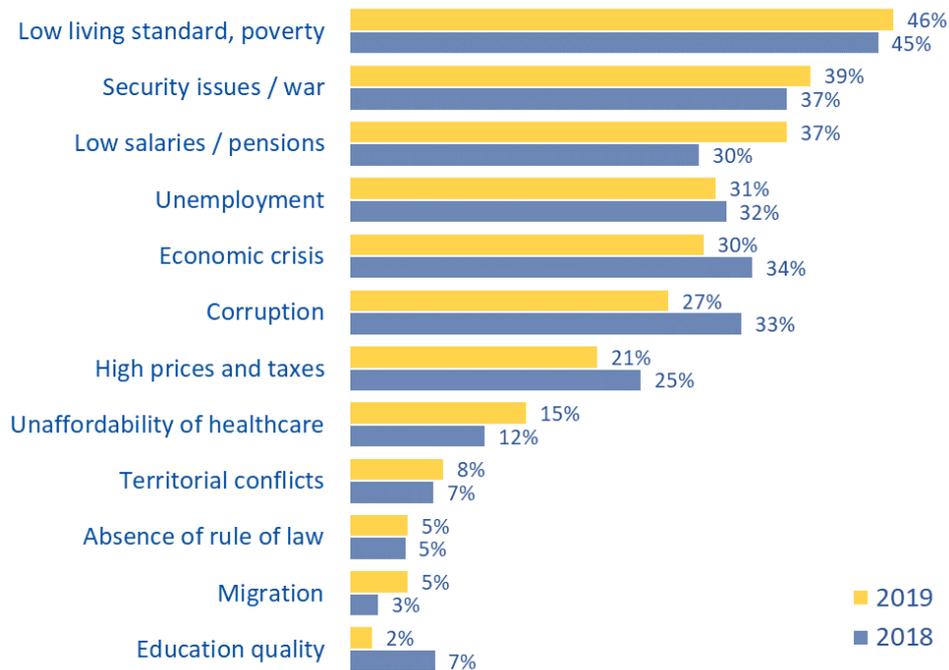
<sup>35</sup> More details on optimism regarding citizens’ personal future and the country’s future and socio-demographic characteristics are provided in Annex – Tables 17 and 18.

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



'Low living standards and poverty' (46%) and 'security and war' (39%) continue to be the primary concerns of Ukrainians, together with 'low salaries and pensions' (37%, up 7 percentage points since 2018). In fact, one third of the population mentioned 'unemployment' (31%) and the 'economic crisis' (30%); and one fifth 'high prices and taxes' (21%). Concerns were also raised with regard to 'corruption' (27% of citizens), though slightly less than in 2018 (down 6%).

**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 (56% of Ukrainians, up 7% since 2018) tend to be slightly more concentrated among the young (39%) and middle-aged individuals (37%), native Ukrainian speakers (82%) and highly educated (50%) professionals (24%). They also live more frequently in big cities (39%) and in the west of the country (40%). **‘Neutral’ citizens account for 29% of the population (down 7% since 2018) and are more likely to be females (63%), elderly (39% are over 55), have a lower level of education (58%) and be living in smaller settlements (53%). 28% are native Russian speakers and, as such, they are more easily found in areas with a higher concentration of ethnic Russian and native Russian speakers, such as the centre (41%) and the east (29%).** ‘Neutral’ citizens display lower levels of both ‘passive’ (50% versus 70% for EU supporters) and ‘active’ (42% versus 68%), exposure to EU-related information, both of which impact on their acknowledgement of the EU’s role and its financial support. 47% of neutrally oriented people trust the EU (versus 83% for EU supporters); 50% know that the EU financially supports Ukraine (versus 69%) and 33% of aware citizens consider its support ‘effective’ (versus 55%). ‘Neutral’ individuals are also more pessimistic regarding their country’s future (52% versus 47% for EU supporters) and particularly concerned about the current economic situation and all related issues, such as ‘low living standards and poverty’ (49%), ‘low salaries and pensions’ (46%), ‘the economic crisis’ (35%) and ‘unemployment’ (34%).*

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>36</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.

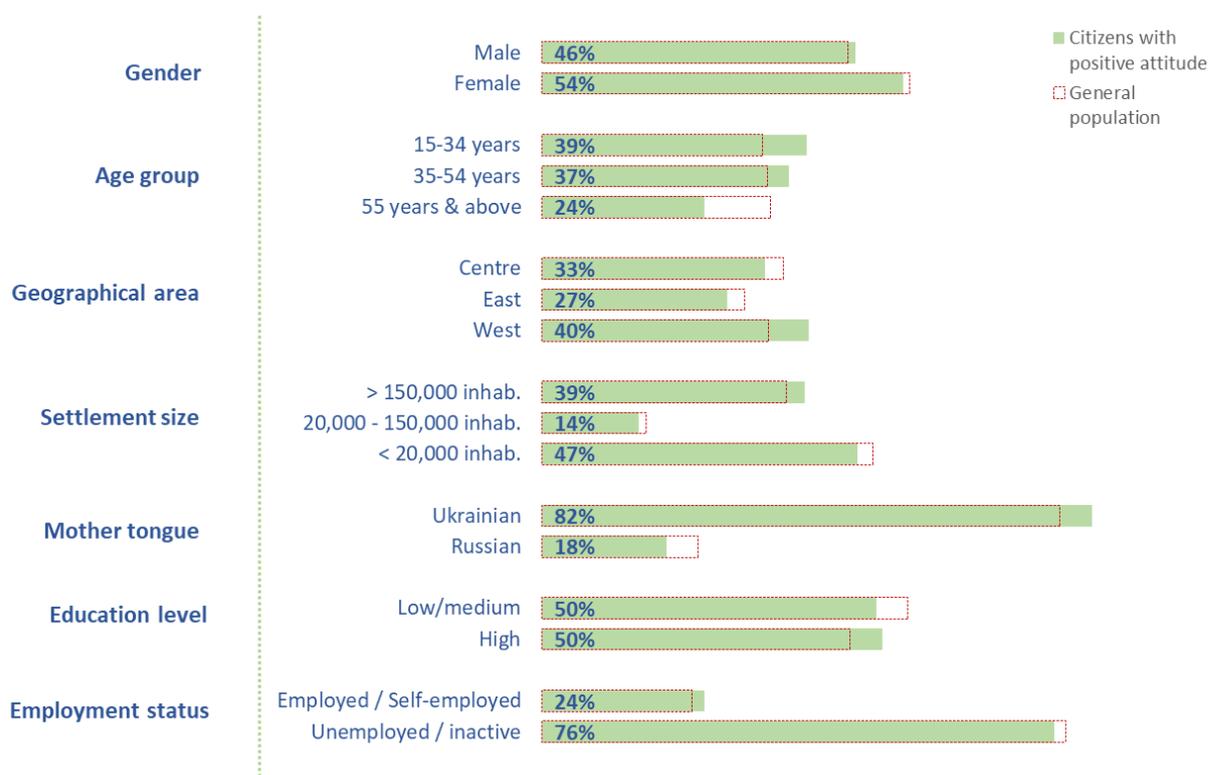
#### 3.5.1. Positive attitudes

Holders of a positive view of the EU represent the majority of Ukrainians – 56% of the total population (up 7% since 2018). Compared to the overall population, they tend to be more concentrated among the young and middle-aged generations: in fact three quarters are less than 54 years old (39% are aged 15–34 and 37% are aged 35–54). In addition, over 80% are native Ukrainian speakers (82%), one in two is highly educated (50%) and one in four is employed/self-employed (24%). They also live more frequently in big cities (39% live in settlements with more than 150,000 inhabitants) and in the west of the country (40%).

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<sup>36</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-demographic characteristics and geographical location of Ukrainians with a positive image of the EU**

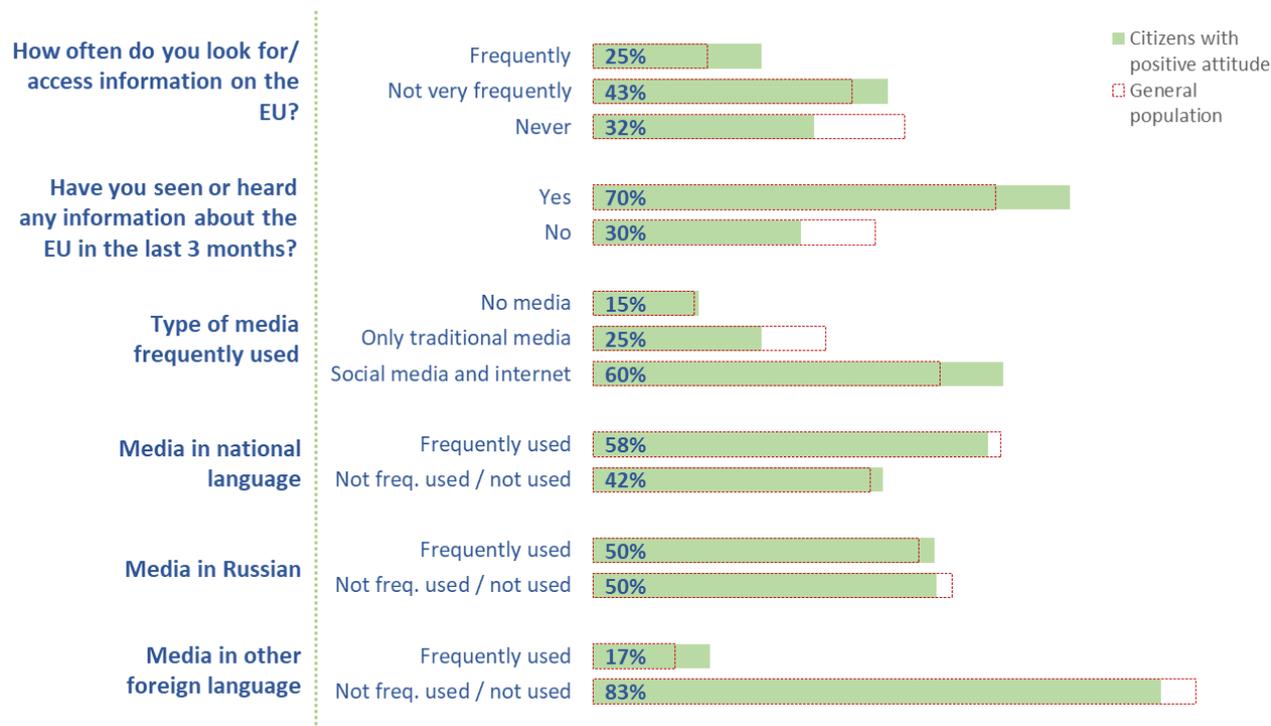


EU supporters are more likely to have been ‘passively’ exposed to information about the EU. In fact, only 30% of them have not seen or heard information about the EU in the three months preceding the survey (versus 41% in the general population). Higher rates of ‘passive’ exposure match higher rates of ‘active’ engagement: 68% of them look for/access information on the EU ‘frequently’ (25%) or ‘sporadically’ (43%) – with an increase of 7 percentage points compared to 2018. The corresponding figures among the general population stand at 17% and 38% respectively.

In general, EU supporters tend to rely more on new media – 60% ‘frequently’ use the Internet and social media – and foreign media – 50% on Russian media and 17% on other foreign media – than the general population (51%, 48% and 12% respectively).

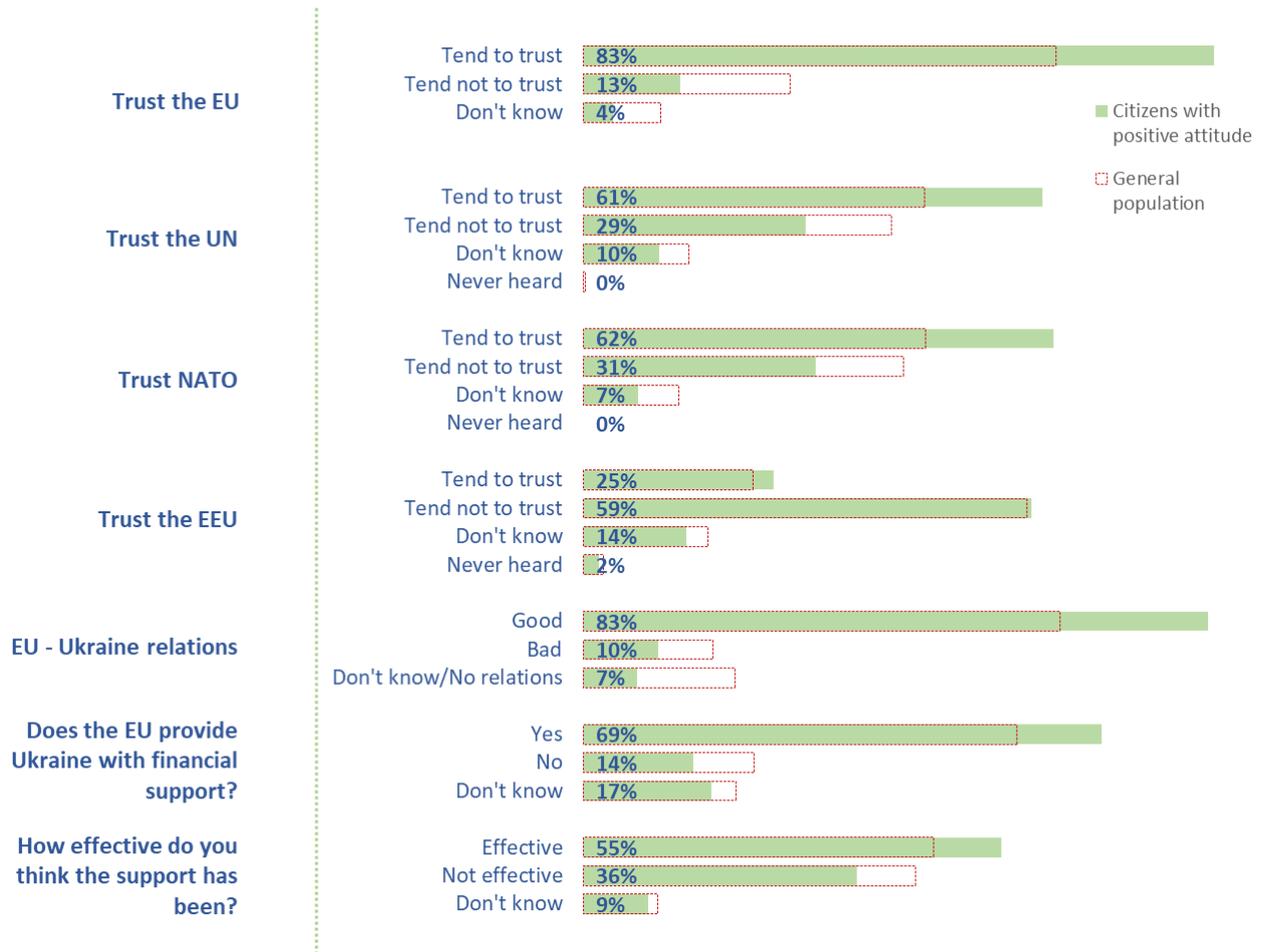
If searching for EU-related information, EU supporters share the same interests with the general population as regards ‘general information on the EU’ (39%) and ‘socio-political news’ (34%); while they seem slightly more interested in the ‘EU relations with Ukraine’ (35%) and ‘economic news’ (34%). A greater interest is also recorded for ‘lifestyle in the EU’ (27%) and ‘education and cultural programmes’ (20%) – which can be also linked to the fact that they are, on average, a ‘younger’ population.

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



The greater exposure to EU-related information has a greater impact on acknowledgement of the EU role: over 80% of EU-supporters trust the EU and have a positive image of the relations between it and their country (83% both); nearly 70% know that the EU financially supports Ukraine and 55% of those aware of the EU’s financial support consider it as ‘effective’. In fact, EU supporters display a higher level of confidence in all foreign institutions – except for the EEU. Over 60% trust the UN and the NATO, but only 25% (down 8% since 2018) trust the EEU.

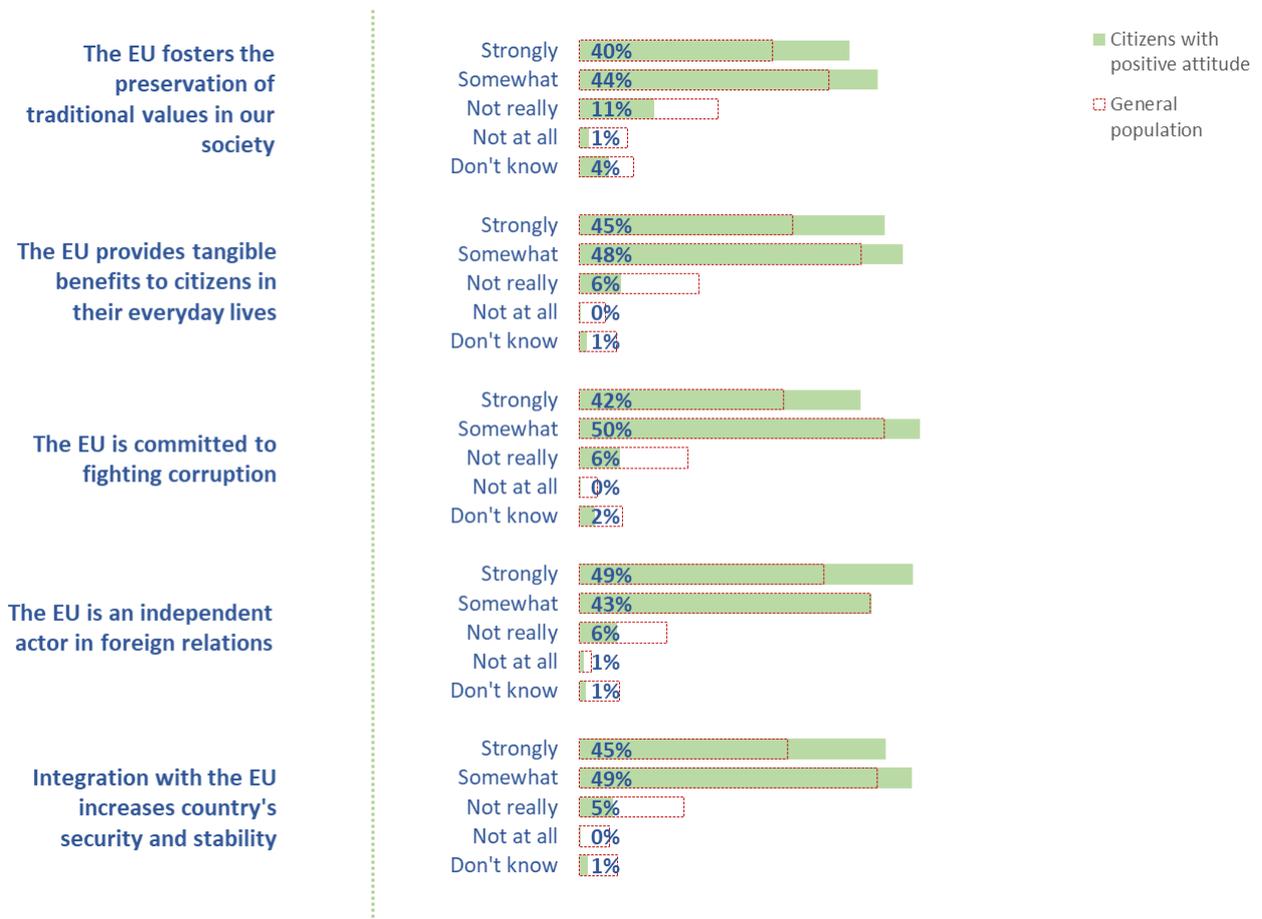
**FIGURE 36 – Attitudes towards the EU among Ukrainians with a positive image of the EU**



Over 90% of EU supporters ‘strongly’ or ‘somewhat’ agree with four (out of five) statements on common beliefs regarding the EU – reaching a peak of 94% when it comes to the rating of the effects of closer integration with the EU on country’s ‘security and stability’. As previously noted, Ukraine has strengthened the depth of political dialogue with the EU, and acknowledges its support for the territorial integrity of the country<sup>37</sup>. In fact the only statement that collected a slightly lower level of ‘agreement’ is ‘the EU fosters the preservation of traditional values in our society’ – still 84% of EU supporters substantially agreed with it.

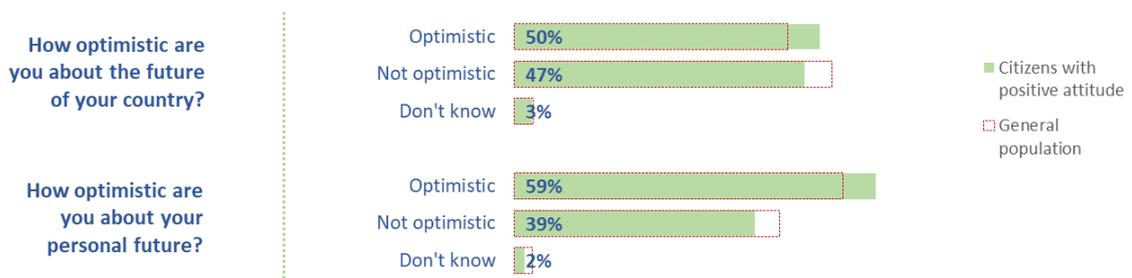
<sup>37</sup> On October 2018, the European Parliament adopted a resolution, in which it condemned Russia’s militarisation of the Azov and Black Seas. The European Parliament also proposed the appointment of a Special EU Representative for Crimea and Donbass, whose mandate would extend to the Azov Sea. See Joint Motion for a Resolution on the Situation in the Sea of Azov (2018/2870(RSP)), European Parliament, 24 October 2018 and also Eastern Partnership Index 2017, Charting Progress in European Integration, Democratic Reforms, and Sustainable Development Eastern Partnership Civil Society Forum, 2018, <https://eap-csf.eu/eastern-partnership-index/>

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



EU supporters are more positive than the general population with regard to their personal future (59% portrayed themselves as 'optimistic' versus 54%) and their country's future (50% versus 45%). In general they seem to be slightly less worried about the economic situation – and all related issues ('salaries and pensions', 'living standards', 'unemployment', 'high taxes and prices' and 'costs of healthcare') – and slightly more about 'corruption' and 'territorial conflicts' – although the difference is really small (around 2 percentage points).

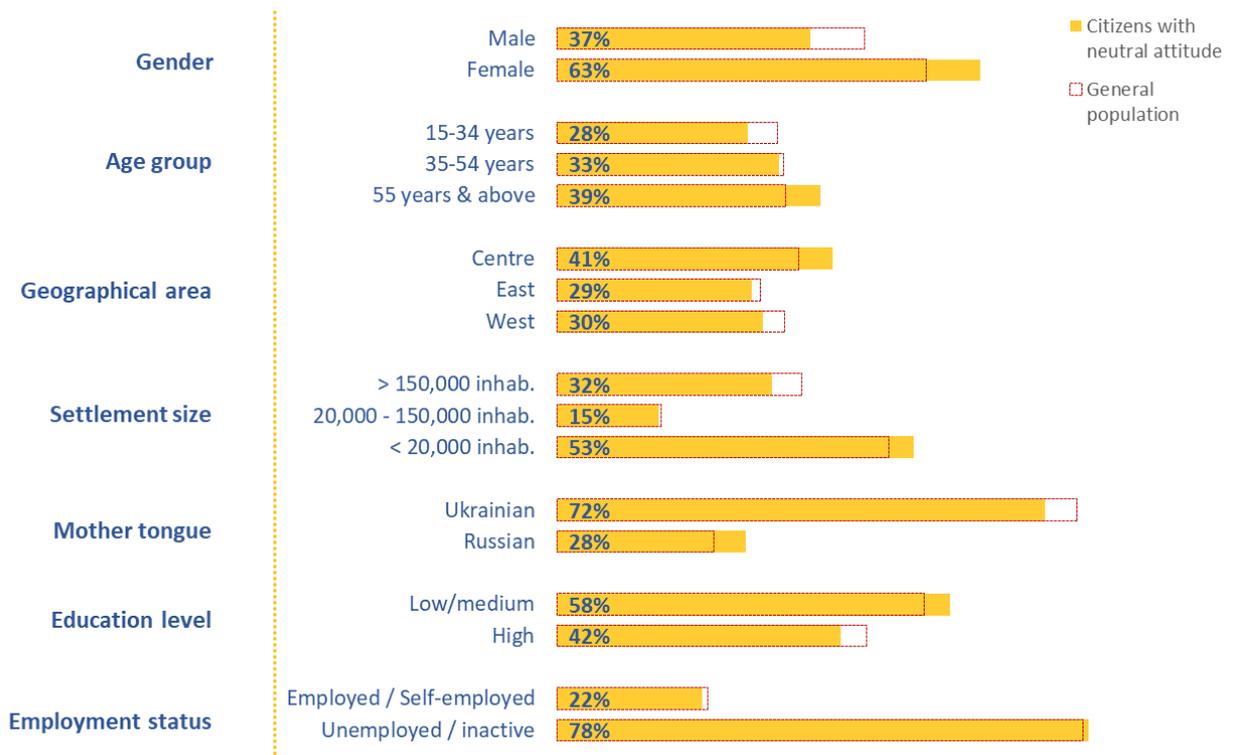
**FIGURE 38 – View of the future among Ukrainians with a positive image of the EU**



### 3.5.2. Neutral attitudes

Ukrainians with a neutral view of the EU account roughly for one third of the population (29%, down 7% compared to 2018). Compared to EU supporters, they are more likely to be females (63% versus 54%), elderly (39% are over 55 versus 24%), have a lower level of education (58% versus 50%) and living in smaller settlements (53% versus 47%). In addition, 28% are native Russian speakers (18% among EU supporters); accordingly they are more likely to be found in the areas with higher concentration of ethnic Russian and native Russian speakers, such as the centre (41%) and the east (29%).

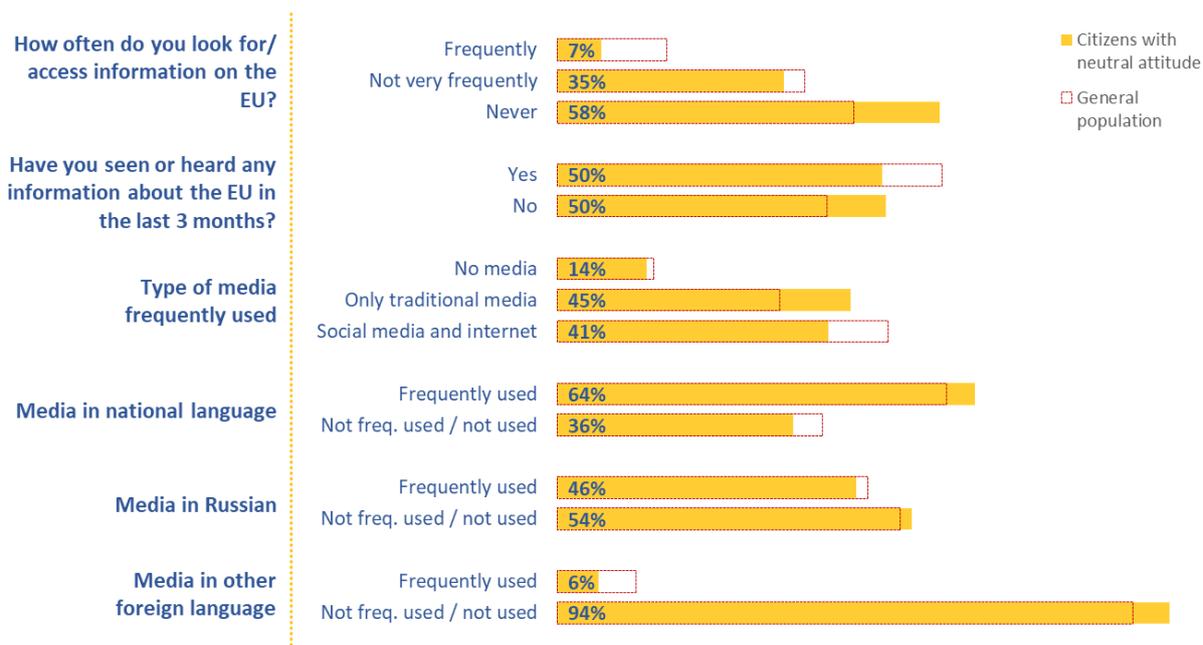
**FIGURE 39 – Socio-demographic characteristics and geographical location of Ukrainians with a neutral image of the EU**



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 42% respectively for ‘passive’ and ‘active’ exposure). Neutrally oriented citizens are also more likely to rely only on traditional media (45%) than EU supporters (25%) and less likely to be frequent users of new media (41% versus 60%).

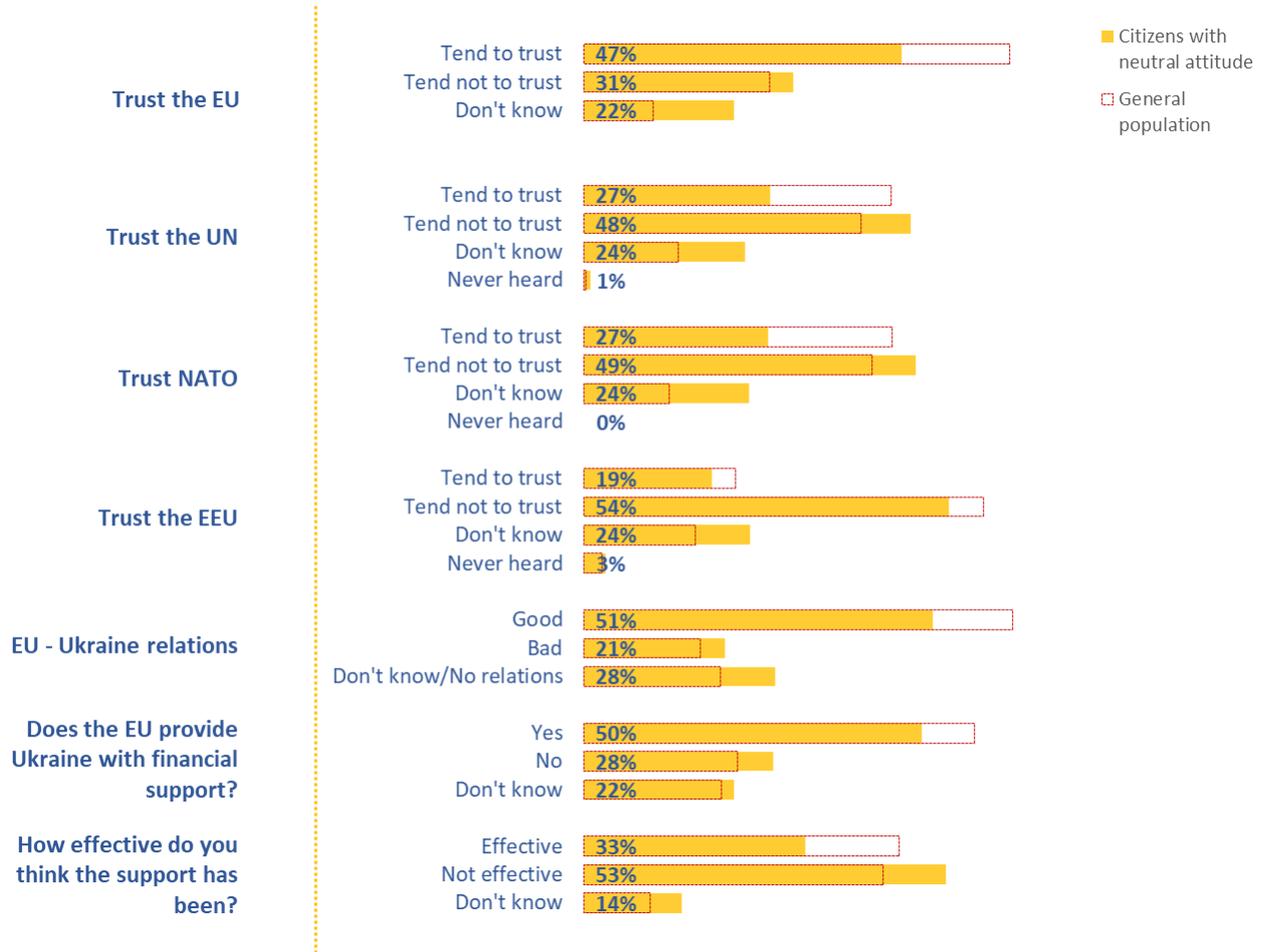
As for language, the majority of neutrally oriented citizens ‘frequently’ relies on media in Ukrainian (64%), 46% use media in Russian and only 6% media in other foreign languages. If searching, ‘neutral’ citizens mainly target ‘general information’ (40%) and/or ‘socio-political news’ (33%). Only 18% looked for information on the ‘relations between the EU and their country’ and only 2% looked for information on ‘Ukraine’s relationships with other EaP countries’.

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



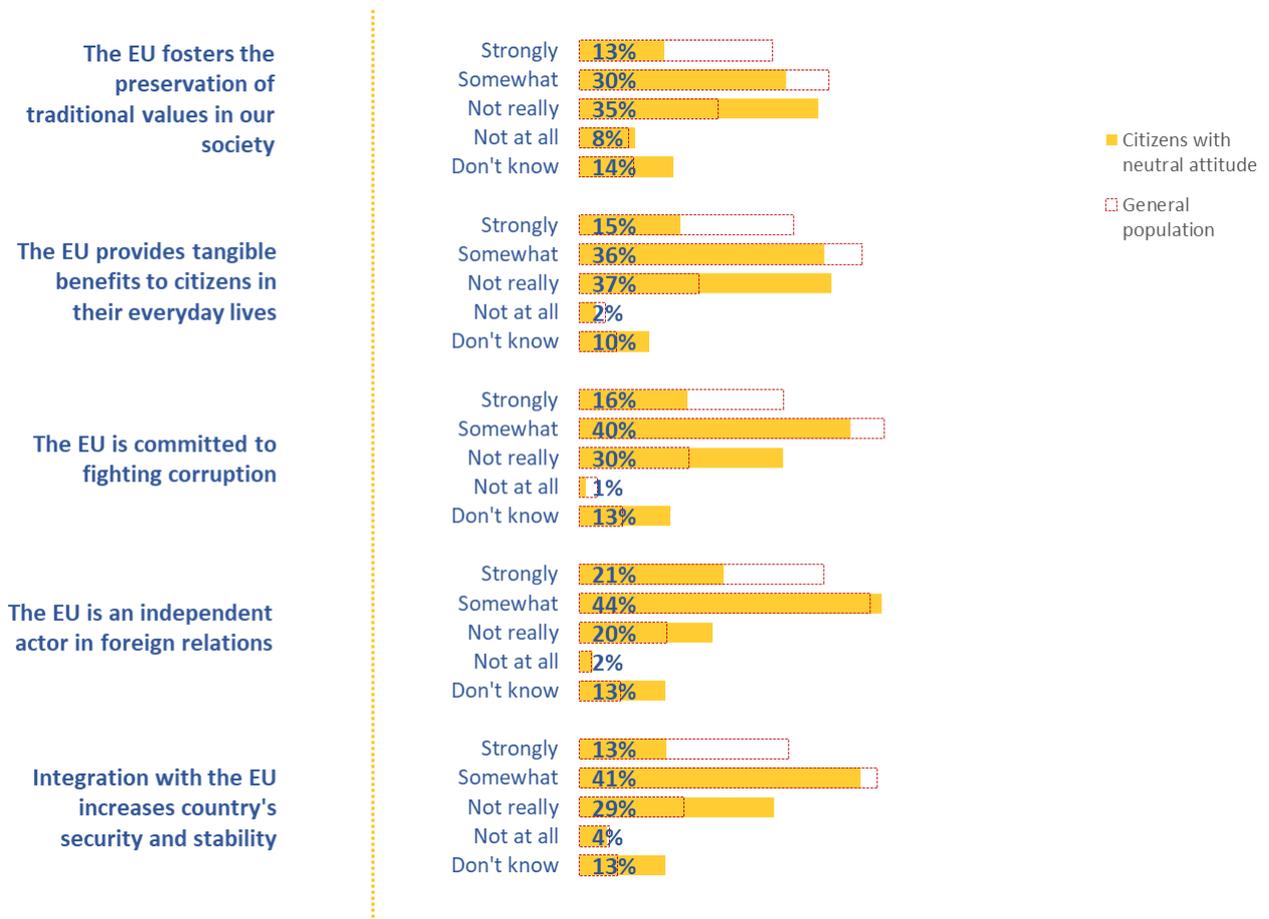
As opposed to EU supporters, ‘neutral’ citizens display a lower awareness of main foreign institutions: in fact around one in four could not rate its level of trust, nor evaluate the nature of relationship between the EU and their country and/or the extent of its financial support. Their disinterest in foreign affairs is linked to their lower exposure to EU-related information – which clearly extends to other foreign institutions. Among them, the EU gathers the higher level of trust (47%), the EEU the lowest (19%). Half of neutrally oriented citizens acknowledge EU’s financial support (50%), but only one third of citizens that are aware consider it effective (33%).

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



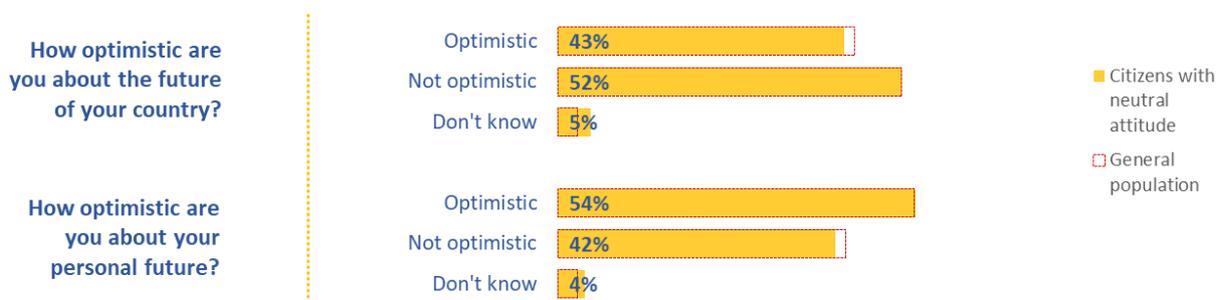
When it comes to common beliefs, individuals holding a neutral image of the EU are again less positive than EU supporters. The highest rate of approval was recorded for the statement that ‘the EU is an independent actor in foreign relations’ (66%); at the opposite end only 43% agreed with the fact that ‘the EU fosters the preservation of traditional values in our society’.

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



Levels of optimism are not so high among neutrally oriented citizens – and particularly with regard to the future of their country (52% are ‘not optimistic’). In fact, they seem much more concerned than EU supporters of the current economic situation and all related issues such as ‘low living standards and poverty’ (49%), ‘low salaries and pensions’ (46%), ‘the economic crisis’ (35%) and ‘unemployment’ (34%). Their concerns echo the increase in poverty levels due to the rise of inflation which has particularly impacted on low-income families.

**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
Settlement size	Equal to or more than 150,000 inhabitants	60%	26%	13%	1%	100%
	Between 20,000 and 150,000 inhabitants	52%	29%	14%	5%	100%
	Less than 20,000 inhabitants	54%	32%	11%	3%	100%
Gender	Male	57%	24%	16%	3%	100%
	Female	55%	33%	9%	3%	100%
Age group	15-34 years	67%	25%	7%	1%	100%
	35-54 years	61%	28%	10%	1%	100%
	55 years & above	40%	33%	21%	6%	100%
Education level	Low/medium level	51%	31%	14%	4%	100%
	High level	62%	27%	10%	1%	100%
Employment status	Employed / Self-employed	60%	28%	10%	2%	100%
	Unemployed or temporarily not working / inactive	55%	29%	13%	3%	100%
Mother tongue	Ukrainian	59%	27%	11%	3%	100%
	Russian	44%	35%	18%	3%	100%
Geographical area	Centre	52%	33%	13%	2%	100%
	East	50%	27%	19%	4%	100%
	West	66%	26%	6%	2%	100%
<b>Total</b>		<b>56%</b>	<b>29%</b>	<b>12%</b>	<b>3%</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
Human Rights	32%	51%	10%	4%	3%	100%
Economic prosperity	36%	45%	10%	5%	4%	100%
Freedom of speech	28%	49%	11%	7%	5%	100%
Individual Freedom	29%	48%	12%	6%	5%	100%
Peace, Security and Stability	34%	43%	14%	7%	2%	100%
Democracy	31%	45%	10%	6%	8%	100%
Rule of Law	30%	45%	11%	6%	8%	100%
Equality and social justice	27%	47%	11%	7%	8%	100%
Freedom of the media	25%	48%	13%	4%	10%	100%
Honesty & Transparency	31%	41%	15%	6%	7%	100%
Respect for other cultures, minorities	28%	43%	13%	7%	9%	100%
Absence of corruption	28%	42%	16%	7%	7%	100%
Freedom of Religion	27%	43%	11%	8%	11%	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	65%	28%	7%	100%
	Between 20,000 and 150,000 inhabitants	60%	25%	15%	100%
	Less than 20,000 inhabitants	61%	28%	11%	100%
Gender	Male	62%	27%	11%	100%
	Female	63%	27%	10%	100%
Age group	15-34 years	70%	22%	8%	100%
	35-54 years	64%	27%	9%	100%
	55 years & above	53%	33%	14%	100%
Education level	Low/medium level	62%	25%	13%	100%
	High level	63%	30%	7%	100%
Employment status	Employed / Self-employed	61%	29%	10%	100%
	Unemployed or temporarily not working / inactive	63%	27%	10%	100%
Mother tongue	Ukrainian	64%	26%	10%	100%
	Russian	58%	31%	11%	100%
Geographical area	Centre	54%	39%	7%	100%
	East	61%	30%	9%	100%
	West	73%	12%	15%	100%
<b>Total</b>		<b>63%</b>	<b>27%</b>	<b>10%</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	66%	16%	18%	100%
	Between 20,000 and 150,000 inhabitants	61%	23%	16%	100%
	Less than 20,000 inhabitants	63%	16%	21%	100%
Gender	Male	65%	20%	15%	100%
	Female	63%	15%	22%	100%
Age group	15-34 years	75%	12%	13%	100%
	35-54 years	61%	20%	19%	100%
	55 years & above	55%	19%	26%	100%
Education level	Low/medium level	66%	15%	19%	100%
	High level	61%	20%	19%	100%
Employment status	Employed / Self-employed	66%	20%	14%	100%
	Unemployed or temporarily not working / inactive	63%	16%	21%	100%
Mother tongue	Ukrainian	67%	16%	17%	100%
	Russian	54%	20%	26%	100%
Geographical area	Centre	59%	27%	14%	100%
	East	67%	14%	19%	100%
	West	66%	9%	25%	100%
<b>Total</b>		<b>63%</b>	<b>17%</b>	<b>20%</b>	<b>100%</b>

Percentages refer to Ukrainians who have heard of the EU

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

Q2.5. As far as you know, does the European Union provide Ukraine with financial support?					
		Yes	No	Don't know	Total
<b>Settlement size</b>	Equal to or more than 150,000 inhabitants	60%	25%	15%	100%
	Between 20,000 and 150,000 inhabitants	59%	22%	19%	100%
	Less than 20,000 inhabitants	55%	21%	24%	100%
<b>Gender</b>	Male	60%	28%	12%	100%
	Female	55%	18%	27%	100%
<b>Age group</b>	15-34 years	60%	18%	22%	100%
	35-54 years	62%	20%	18%	100%
	55 years & above	50%	29%	21%	100%
<b>Education level</b>	Low/medium level	53%	24%	23%	100%
	High level	63%	21%	16%	100%
<b>Employment status</b>	Employed / Self-employed	59%	24%	17%	100%
	Unemployed or temporarily not working / inactive	57%	22%	21%	100%
<b>Mother tongue</b>	Ukrainian	58%	21%	21%	100%
	Russian	55%	27%	18%	100%
<b>Geographical area</b>	Centre	56%	23%	21%	100%
	East	59%	25%	16%	100%
	West	57%	20%	23%	100%
<b>Total</b>		<b>57%</b>	<b>23%</b>	<b>20%</b>	<b>100%</b>

Percentages refer to Ukrainians who have heard of the EU

**TABLE 6 – Effectiveness of the support**

Q2.5.1. How effective do you think the support has been?					
		Effective	Not effective	Don't know	Total
<b>Settlement size</b>	Equal to or more than 150,000 inhabitants	59%	37%	4%	100%
	Between 20,000 and 150,000 inhabitants	47%	48%	5%	100%
	Less than 20,000 inhabitants	35%	49%	16%	100%
<b>Gender</b>	Male	47%	47%	6%	100%
	Female	46%	41%	13%	100%
<b>Age group</b>	15-34 years	60%	31%	9%	100%
	35-54 years	40%	50%	10%	100%
	55 years & above	38%	51%	11%	100%
<b>Education level</b>	Low/medium level	45%	43%	12%	100%
	High level	48%	44%	8%	100%
<b>Employment status</b>	Employed / Self-employed	53%	43%	4%	100%
	Unemployed or temporarily not working / inactive	44%	44%	12%	100%
<b>Mother tongue</b>	Ukrainian	49%	39%	12%	100%
	Russian	37%	62%	1%	100%
<b>Geographical area</b>	Centre	45%	53%	2%	100%
	East	53%	38%	9%	100%
	West	42%	40%	18%	100%
<b>Total</b>		<b>46%</b>	<b>44%</b>	<b>10%</b>	<b>100%</b>

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

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

Q2.6. Do you know of any specific programmes financed by the European Union in Ukraine?				
		Yes	No	Total
Settlement size	Equal to or more than 150,000 inhabitants	63%	37%	100%
	Between 20,000 and 150,000 inhabitants	62%	38%	100%
	Less than 20,000 inhabitants	47%	53%	100%
Gender	Male	55%	45%	100%
	Female	56%	44%	100%
Age group	15-34 years	58%	42%	100%
	35-54 years	58%	42%	100%
	55 years & above	50%	50%	100%
Education level	Low/medium level	51%	49%	100%
	High level	61%	39%	100%
Employment status	Employed / Self-employed	65%	35%	100%
	Unemployed or temporarily not working / inactive	53%	47%	100%
Mother tongue	Ukrainian	51%	49%	100%
	Russian	71%	29%	100%
Geographical area	Centre	65%	35%	100%
	East	59%	41%	100%
	West	42%	58%	100%
<b>Total</b>		<b>56%</b>	<b>44%</b>	<b>100%</b>

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

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

2.8. To what extent would you say that Ukraine has benefitted from the current European Union support in the following areas?						
	Very much	Fairly	Not very much	Not at all	Don't know	Total
More tourism	18%	40%	23%	13%	6%	100%
Access to more products and services	14%	44%	27%	13%	2%	100%
Improved trade	13%	41%	30%	12%	4%	100%
Greater employment opportunities	10%	34%	35%	19%	2%	100%
Better law enforcement	6%	31%	37%	21%	5%	100%
Better education	7%	29%	37%	19%	8%	100%
Improved democracy	6%	25%	37%	25%	7%	100%
Improved infrastructure	6%	24%	39%	28%	3%	100%
Improved quality of health-care system	7%	23%	41%	26%	3%	100%
Improved agricultural production	8%	22%	37%	26%	7%	100%
Greater economic development	5%	21%	40%	32%	2%	100%
Improved quality of the justice system	4%	22%	39%	28%	7%	100%
Less corruption	3%	16%	39%	38%	4%	100%

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
Greater economic development	20%	57%
Less corruption	13%	40%
Greater employment opportunities	14%	31%
Improved quality of health-care system	9%	27%
Improved agricultural production	8%	22%
Improved infrastructure	5%	19%
Better education	8%	18%
Improved democracy	4%	16%
Better law enforcement	6%	15%
Access to more products and services	3%	11%
Improved trade	1%	10%
More tourism	2%	10%
Improved quality of the justice system	2%	8%

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	
<b>Settlement size</b>	Equal to or more than 150,000 inhabitants	14%	28%	58%	100%	<b>55%</b>
	Between 20,000 and 150,000 inhabitants	11%	42%	47%	100%	<b>37%</b>
	Less than 20,000 inhabitants	16%	37%	47%	100%	<b>31%</b>
<b>Gender</b>	Male	14%	31%	55%	100%	<b>40%</b>
	Female	15%	38%	47%	100%	<b>41%</b>
<b>Age group</b>	15-34 years	15%	6%	79%	100%	<b>42%</b>
	35-54 years	17%	26%	57%	100%	<b>40%</b>
	55 years & above	12%	71%	17%	100%	<b>39%</b>
<b>Education level</b>	Low/medium level	15%	44%	41%	100%	<b>37%</b>
	High level	15%	23%	62%	100%	<b>44%</b>
<b>Employment status</b>	Employed/ Self-employed	12%	17%	71%	100%	<b>49%</b>
	Unemployed or temporarily not working / inactive	16%	39%	45%	100%	<b>38%</b>
<b>Mother tongue</b>	Ukrainian	15%	32%	53%	100%	<b>41%</b>
	Russian	15%	42%	43%	100%	<b>40%</b>
<b>Geographical area</b>	Centre	12%	32%	56%	100%	<b>38%</b>
	East	10%	36%	54%	100%	<b>45%</b>
	West	22%	36%	42%	100%	<b>38%</b>
<b>Total</b>		<b>15%</b>	<b>34%</b>	<b>51%</b>	<b>100%</b>	<b>40%</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	56%	66%	21%
	Between 20,000 and 150,000 inhabitants	57%	42%	4%
	Less than 20,000 inhabitants	63%	35%	8%
<b>Gender</b>	Male	58%	47%	10%
	Female	61%	48%	14%
<b>Age group</b>	15-34 years	49%	43%	12%
	35-54 years	54%	54%	15%
	55 years & above	76%	46%	8%
<b>Education level</b>	Low/medium level	60%	39%	6%
	High level	59%	57%	20%
<b>Employment status</b>	Employed / Self-employed	59%	53%	21%
	Unemployed or temporarily not working / inactive	60%	46%	10%
<b>Mother tongue</b>	Ukrainian	62%	42%	12%
	Russian	51%	68%	13%
<b>Geographical area</b>	Centre	65%	60%	21%
	East	54%	60%	9%
	West	58%	23%	5%
<b>Total</b>		<b>59%</b>	<b>48%</b>	<b>12%</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 websites	30%	26%	44%	100%
Television	47%	44%	9%	100%
Radio	24%	37%	39%	100%
Print media	32%	37%	31%	100%
Social media	41%	25%	34%	100%
Internet	49%	21%	30%	100%
Word of mouth	59%	23%	18%	100%
<b>Country's media in national language</b>	52%	38%	10%	100%
<b>Country's media in Russian</b>	38%	43%	19%	100%
<b>Country's media in other languages</b>	20%	35%	45%	100%
<b>Foreign media in Russian</b>	29%	39%	32%	100%
<b>Foreign media in other languages</b>	18%	36%	46%	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	65%	35%	100%
	Between 20,000 and 150,000 inhabitants	61%	39%	100%
	Less than 20,000 inhabitants	54%	46%	100%
Gender	Male	57%	43%	100%
	Female	60%	40%	100%
Age group	15-34 years	62%	38%	100%
	35-54 years	55%	45%	100%
	55 years & above	60%	40%	100%
Education level	Low/medium level	60%	40%	100%
	High level	58%	42%	100%
Employment status	Employed / Self-employed	62%	38%	100%
	Unemployed or temporarily not working / inactive	58%	42%	100%
Mother tongue	Ukrainian	57%	43%	100%
	Russian	66%	34%	100%
Geographical area	Centre	52%	48%	100%
	East	61%	39%	100%
	West	64%	36%	100%
<b>Total</b>		<b>59%</b>	<b>41%</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	58%	31%	7%	4%	100%
	Between 20,000 and 150,000 inhabitants	46%	33%	11%	10%	100%
	Less than 20,000 inhabitants	56%	32%	4%	8%	100%
Gender	Male	52%	36%	7%	5%	100%
	Female	58%	28%	5%	9%	100%
Age group	15-34 years	62%	26%	6%	6%	100%
	35-54 years	54%	37%	4%	5%	100%
	55 years & above	50%	32%	8%	10%	100%
Education level	Low/medium level	51%	32%	7%	10%	100%
	High level	61%	31%	4%	4%	100%
Employment status	Employed / Self-employed	51%	38%	7%	4%	100%
	Unemployed or temporarily not working / inactive	56%	30%	6%	8%	100%
Mother tongue	Ukrainian	60%	28%	4%	8%	100%
	Russian	40%	45%	11%	4%	100%
Geographical area	Centre	50%	34%	10%	6%	100%
	East	52%	32%	8%	8%	100%
	West	63%	29%	1%	7%	100%
<b>Total</b>		<b>55%</b>	<b>32%</b>	<b>6%</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	20%	45%	35%	100%
	Between 20,000 and 150,000 inhabitants	16%	44%	40%	100%
	Less than 20,000 inhabitants	15%	30%	55%	100%
Gender	Male	20%	35%	45%	100%
	Female	14%	40%	46%	100%
Age group	15-34 years	24%	38%	38%	100%
	35-54 years	16%	44%	40%	100%
	55 years & above	11%	31%	58%	100%
Education level	Low/medium level	16%	30%	54%	100%
	High level	18%	47%	35%	100%
Employment status	Employed / Self-employed	23%	41%	36%	100%
	Unemployed or temporarily not working / inactive	15%	37%	48%	100%
Mother tongue	Ukrainian	18%	37%	45%	100%
	Russian	13%	41%	46%	100%
Geographical area	Centre	23%	46%	31%	100%
	East	16%	47%	37%	100%
	West	10%	21%	69%	100%
<b>Total</b>		<b>17%</b>	<b>38%</b>	<b>45%</b>	<b>100%</b>

Percentages refer to Ukrainians who have heard of the EU

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

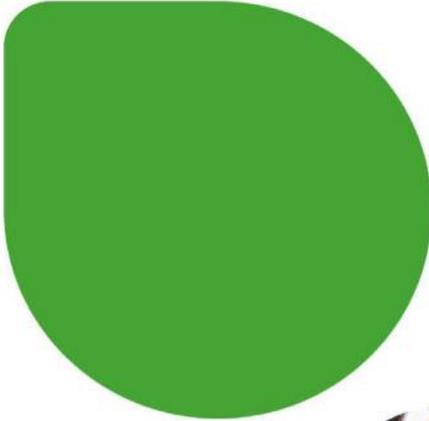
Q4.3. On the whole, are you 'very satisfied', 'fairly satisfied', 'not very satisfied' or 'not at all satisfied' with the way democracy works in Ukraine?		Satisfied	Not satisfied	Don't know	Total
Settlement size	Equal to or more than 150,000 inhabitants	30%	65%	5%	100%
	Between 20,000 and 150,000 inhabitants	30%	55%	15%	100%
	Less than 20,000 inhabitants	28%	58%	14%	100%
Gender	Male	31%	61%	8%	100%
	Female	28%	59%	13%	100%
Age group	15-34 years	34%	52%	14%	100%
	35-54 years	27%	67%	6%	100%
	55 years & above	26%	61%	13%	100%
Education level	Low/medium level	28%	59%	13%	100%
	High level	30%	61%	9%	100%
Employment status	Employed / Self-employed	31%	63%	6%	100%
	Unemployed or temporarily not working / inactive	29%	59%	12%	100%
Mother tongue	Ukrainian	31%	57%	12%	100%
	Russian	24%	69%	7%	100%
Geographical area	Centre	26%	65%	9%	100%
	East	37%	56%	7%	100%
	West	25%	58%	17%	100%
<b>Total</b>		<b>29%</b>	<b>60%</b>	<b>11%</b>	<b>100%</b>

**TABLE 17 – Optimism regarding Ukraine’s future**

<b>Q4.5. How optimistic are you about the future of your country?</b>					
		<b>Optimistic</b>	<b>Pessimistic</b>	<b>Don't know</b>	<b>Total</b>
<b>Settlement size</b>	Equal to or more than 150,000 inhabitants	38%	61%	1%	<b>100%</b>
	Between 20,000 and 150,000 inhabitants	46%	52%	2%	<b>100%</b>
	Less than 20,000 inhabitants	49%	45%	6%	<b>100%</b>
<b>Gender</b>	Male	49%	48%	3%	<b>100%</b>
	Female	41%	55%	4%	<b>100%</b>
<b>Age group</b>	15-34 years	56%	42%	2%	<b>100%</b>
	35-54 years	41%	56%	3%	<b>100%</b>
	55 years & above	38%	57%	5%	<b>100%</b>
<b>Education level</b>	Low/medium level	47%	49%	4%	<b>100%</b>
	High level	42%	55%	3%	<b>100%</b>
<b>Employment status</b>	Employed / Self-employed	44%	53%	3%	<b>100%</b>
	Unemployed or temporarily not working / inactive	45%	51%	4%	<b>100%</b>
<b>Mother tongue</b>	Ukrainian	49%	47%	4%	<b>100%</b>
	Russian	31%	69%	0%	<b>100%</b>
<b>Geographical area</b>	Centre	45%	51%	4%	<b>100%</b>
	East	50%	49%	1%	<b>100%</b>
	West	40%	55%	5%	<b>100%</b>
<b>Total</b>		<b>45%</b>	<b>52%</b>	<b>3%</b>	<b>100%</b>

**TABLE 18 – Optimism regarding personal future**

<b>Q4.6. How optimistic are you about your personal future?</b>					
		<b>Optimistic</b>	<b>Pessimistic</b>	<b>Don't know</b>	<b>Total</b>
<b>Settlement size</b>	Equal to or more than 150,000 inhabitants	43%	54%	3%	<b>100%</b>
	Between 20,000 and 150,000 inhabitants	59%	39%	2%	<b>100%</b>
	Less than 20,000 inhabitants	60%	37%	3%	<b>100%</b>
<b>Gender</b>	Male	57%	40%	3%	<b>100%</b>
	Female	51%	46%	3%	<b>100%</b>
<b>Age group</b>	15-34 years	74%	25%	1%	<b>100%</b>
	35-54 years	53%	45%	2%	<b>100%</b>
	55 years & above	36%	59%	5%	<b>100%</b>
<b>Education level</b>	Low/medium level	54%	42%	4%	<b>100%</b>
	High level	54%	45%	1%	<b>100%</b>
<b>Employment status</b>	Employed / Self-employed	53%	44%	3%	<b>100%</b>
	Unemployed or temporarily not working / inactive	54%	43%	3%	<b>100%</b>
<b>Mother tongue</b>	Ukrainian	59%	38%	3%	<b>100%</b>
	Russian	38%	60%	2%	<b>100%</b>
<b>Geographical area</b>	Centre	52%	46%	2%	<b>100%</b>
	East	57%	40%	3%	<b>100%</b>
	West	53%	44%	3%	<b>100%</b>
<b>Total</b>		<b>54%</b>	<b>43%</b>	<b>3%</b>	<b>100%</b>



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