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EU NEIGHBOURSEAST

StrongerTogether

ANNUAL SURVEY 2023 UKRAINE

YOUNG
EUROPEAN
AMBASSADORS

MEDIA &
MULTIPLIERS

OPINION
POLLING

CONTENT
CREATION & AV
PRODUCTION

THEMATIC
CAMPAIGNS

SOCIAL
MEDIA

WEBSITES
& EUDIGITool

STRATEGIC
COMMUNICATION



METHODOLOGY

Quantitative survey targeting the general population in Ukraine aged 15+ and living in the country

1000 respondents selected through quota sampling technique - quotas were defined considering gender and age for a total of 6 groups

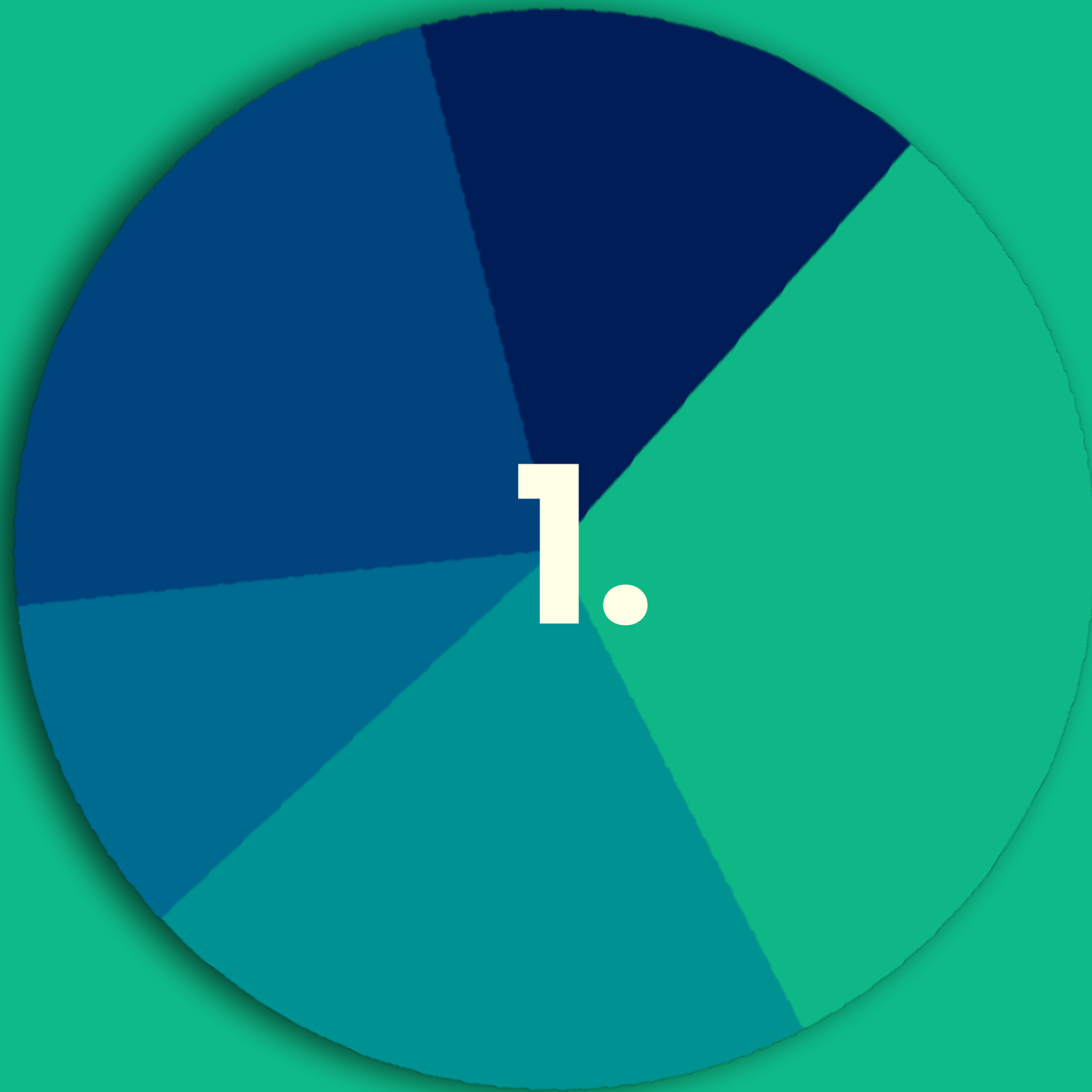
Computer Assisted Telephone Interviews conducted in **February 2023** and covering the following topics:

- General perceptions of the EU
- EU relations with Ukraine
- Awareness of EU's support
- Citizens' view on the EU response to Russia's invasion of Ukraine
- Media usage and sources of information about the EU

Due to differences in methodology, comparisons with previous waves should be made with caution. The 2021 results come from a CATI survey which was carried out in substitution of the annual survey – *the differences in applied methodology could also affect the comparisons.*

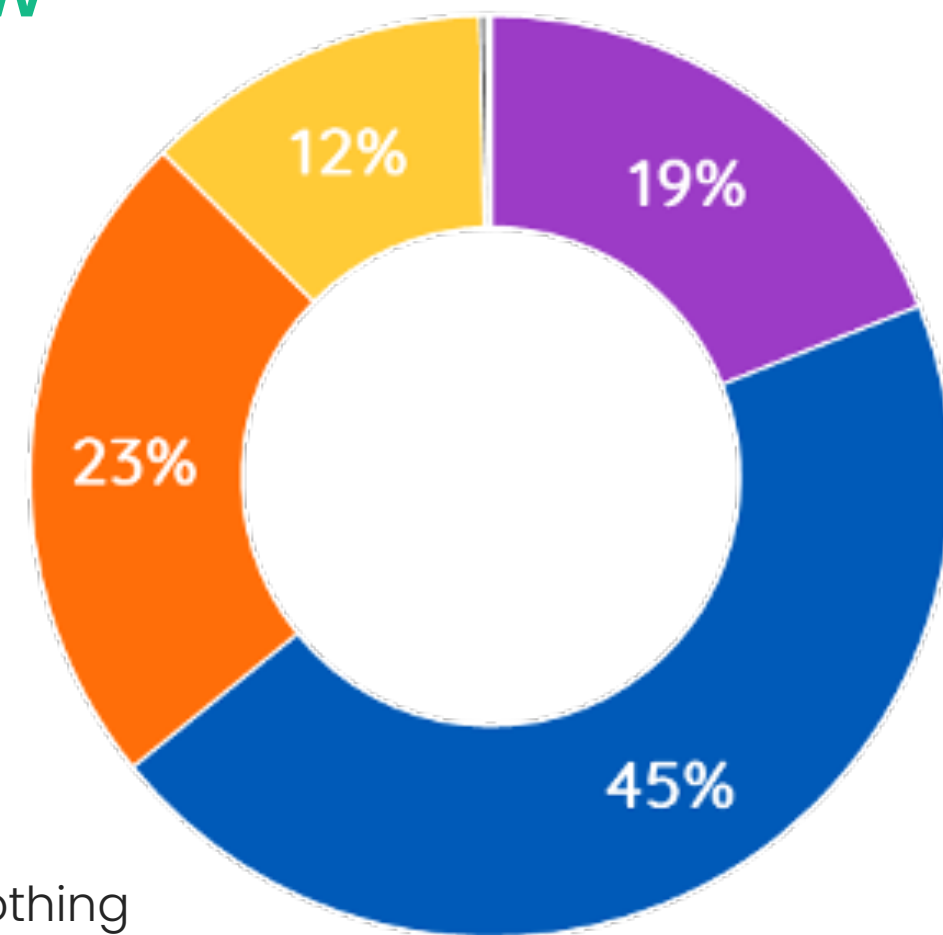
GENERAL PERCEPTIONS OF THE EU

- Knowledge of the EU
- Positive, neutral or negative image of the EU
- Trust towards the EU and other international institutions



To what extent do you know what the European Union is all about?

- I know very well what the EU is all about
- I know rather well what the EU is all about
- I don't know much about the EU
- I have heard about the EU but know almost nothing what the EU is about
- Don't know
- Never heard about the EU

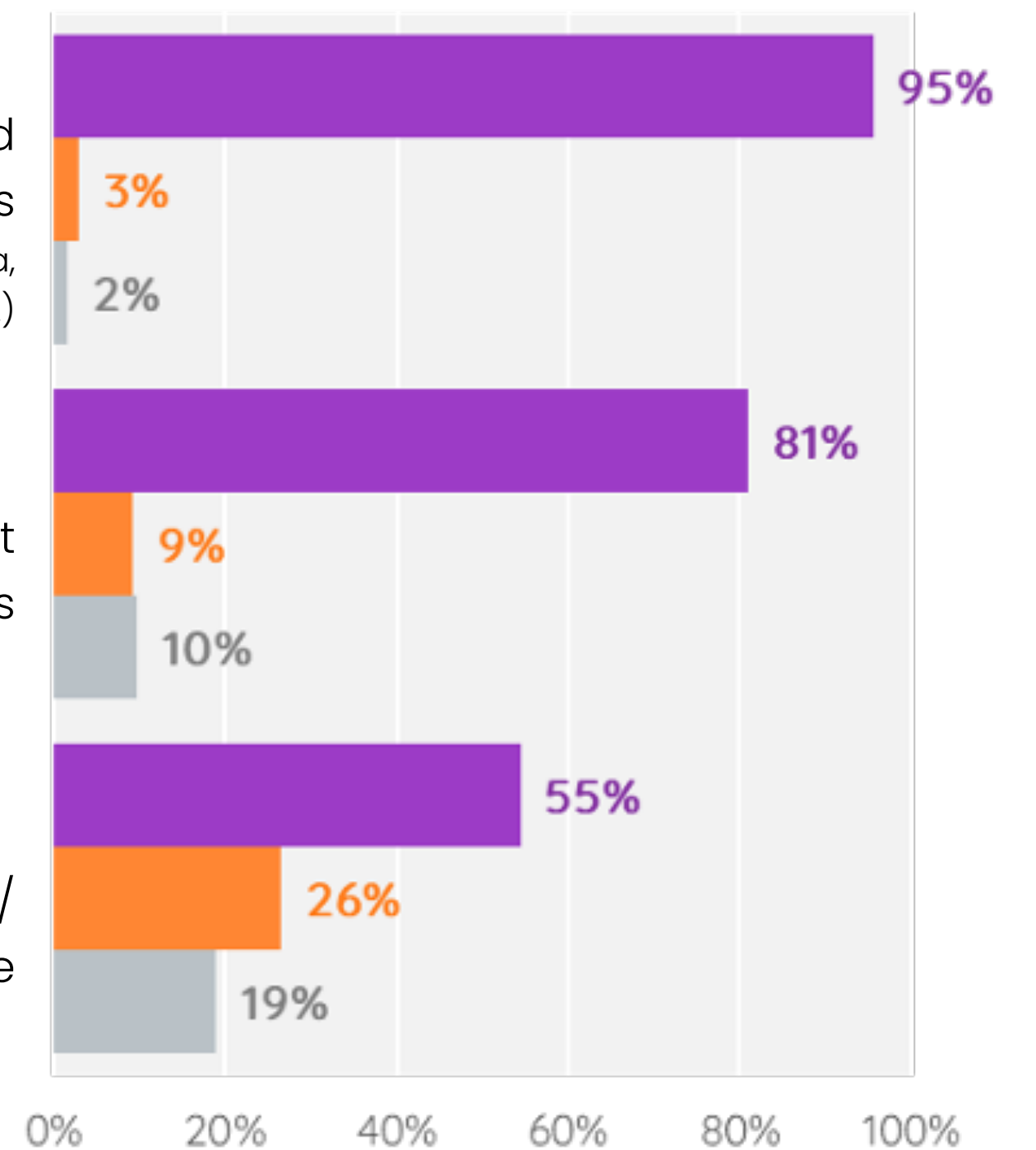


For each of the following statements about the European Union could you please tell me whether you think it is true or false?

The European Union is an economic and political union of 27 European countries (e.g Germany, France, Italy, Poland, Bulgaria, Estonia, Greece, etc.)

The European Union has a Parliament directly elected by its citizens

The European Union has a Delegation/Representation office in Ukraine



True False Don't know

AWARENESS OF THE EU

Do you have a very positive, fairly positive, neutral, fairly negative or very negative image of the European Union?

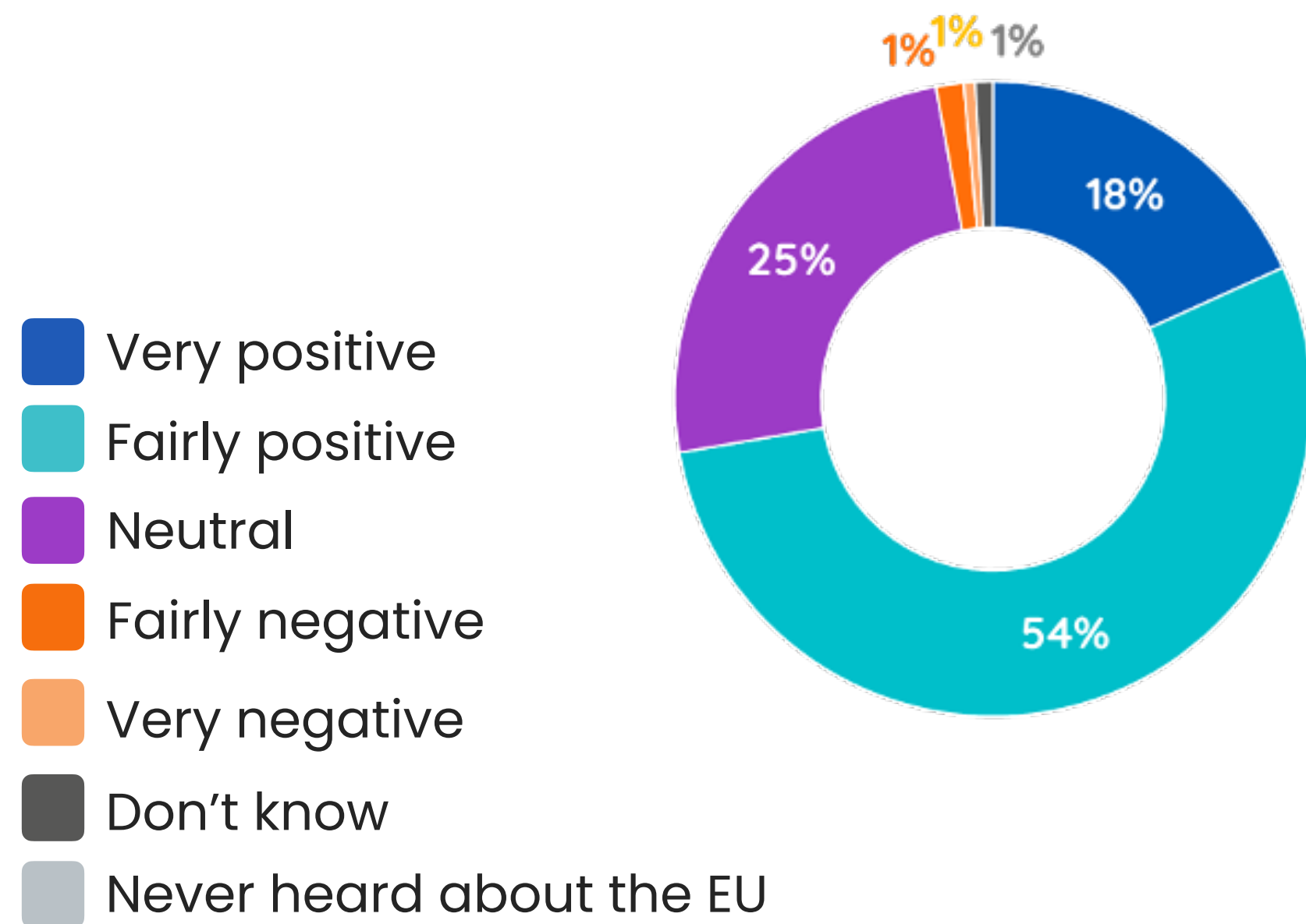
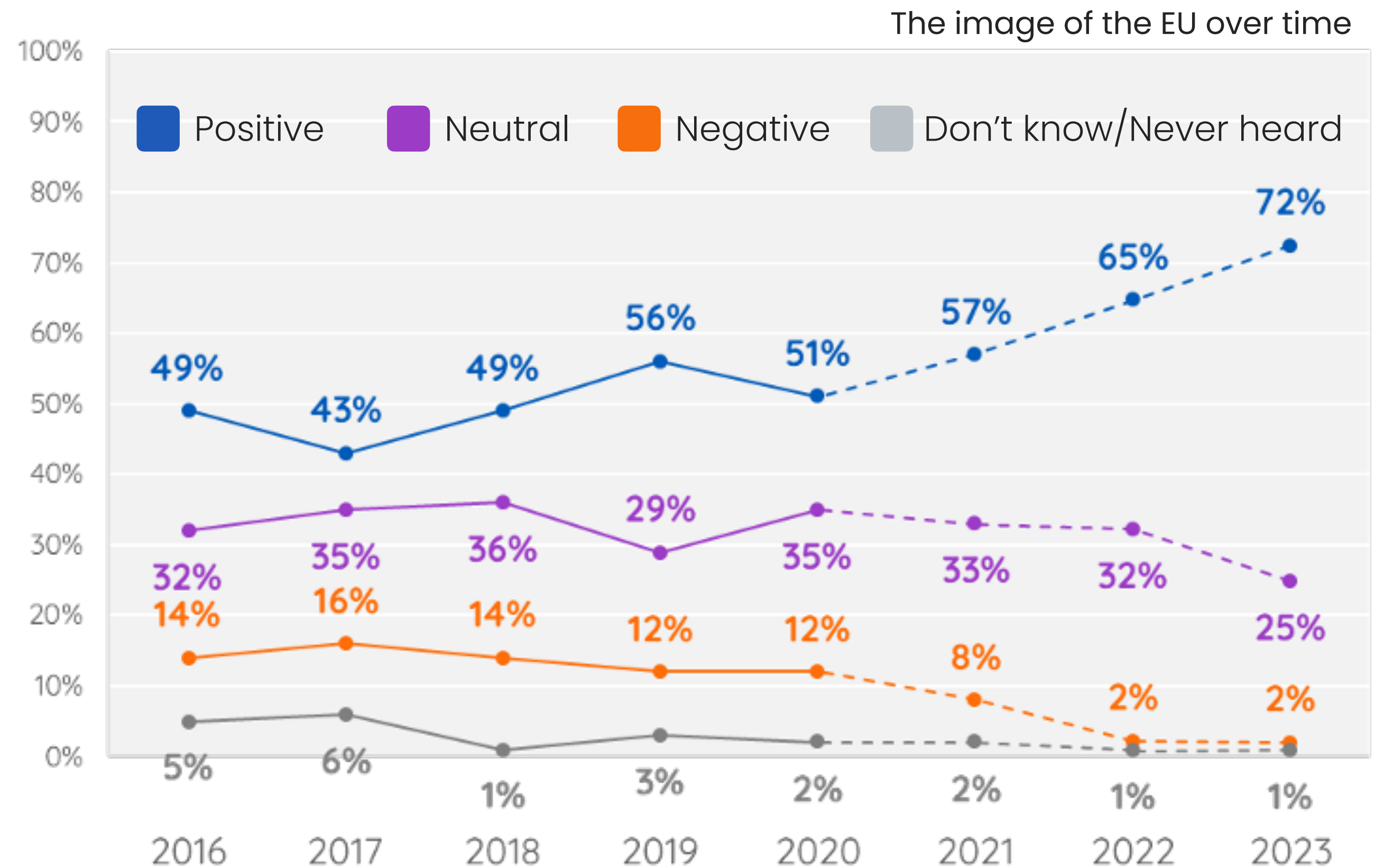
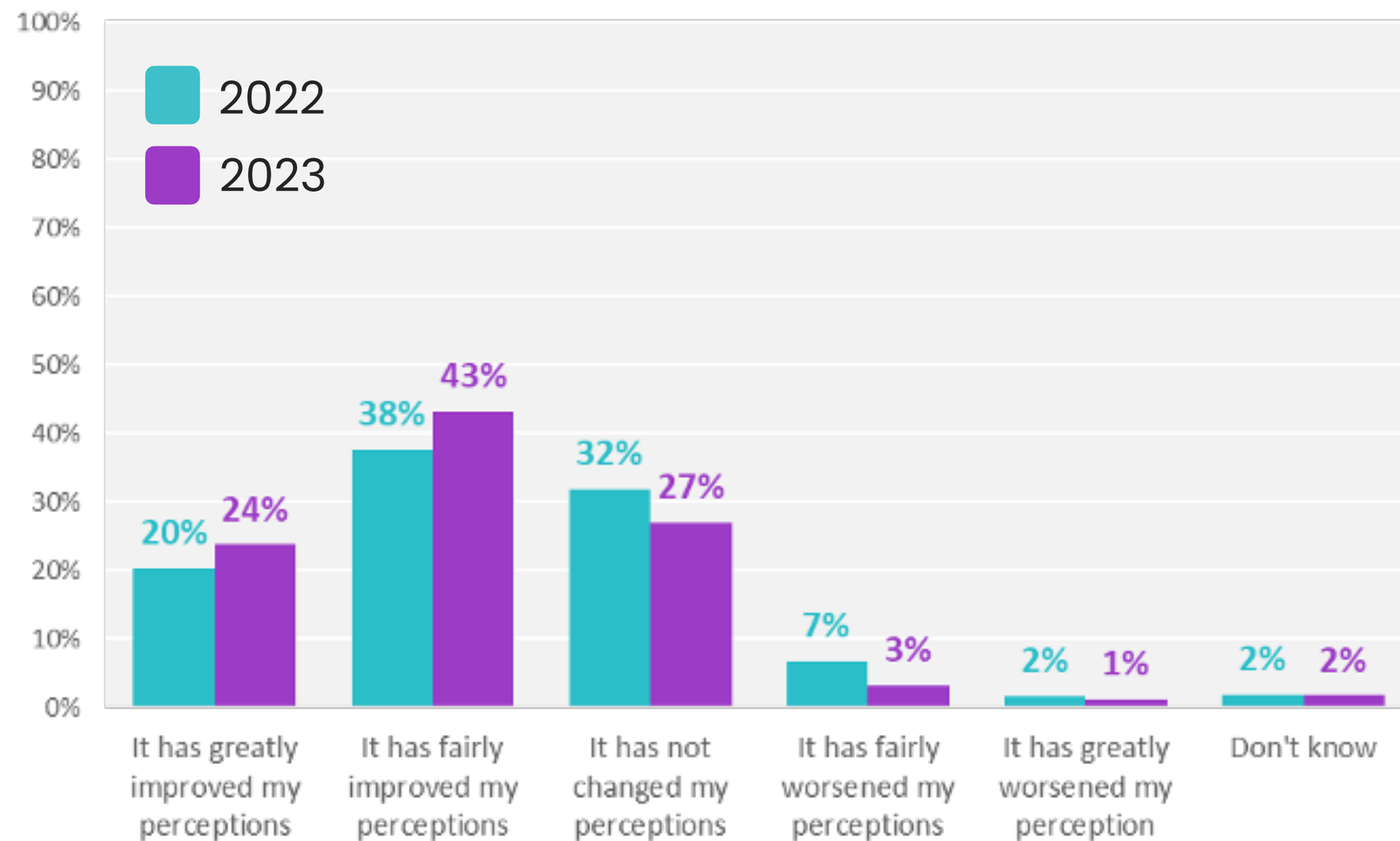


IMAGE OF THE EU

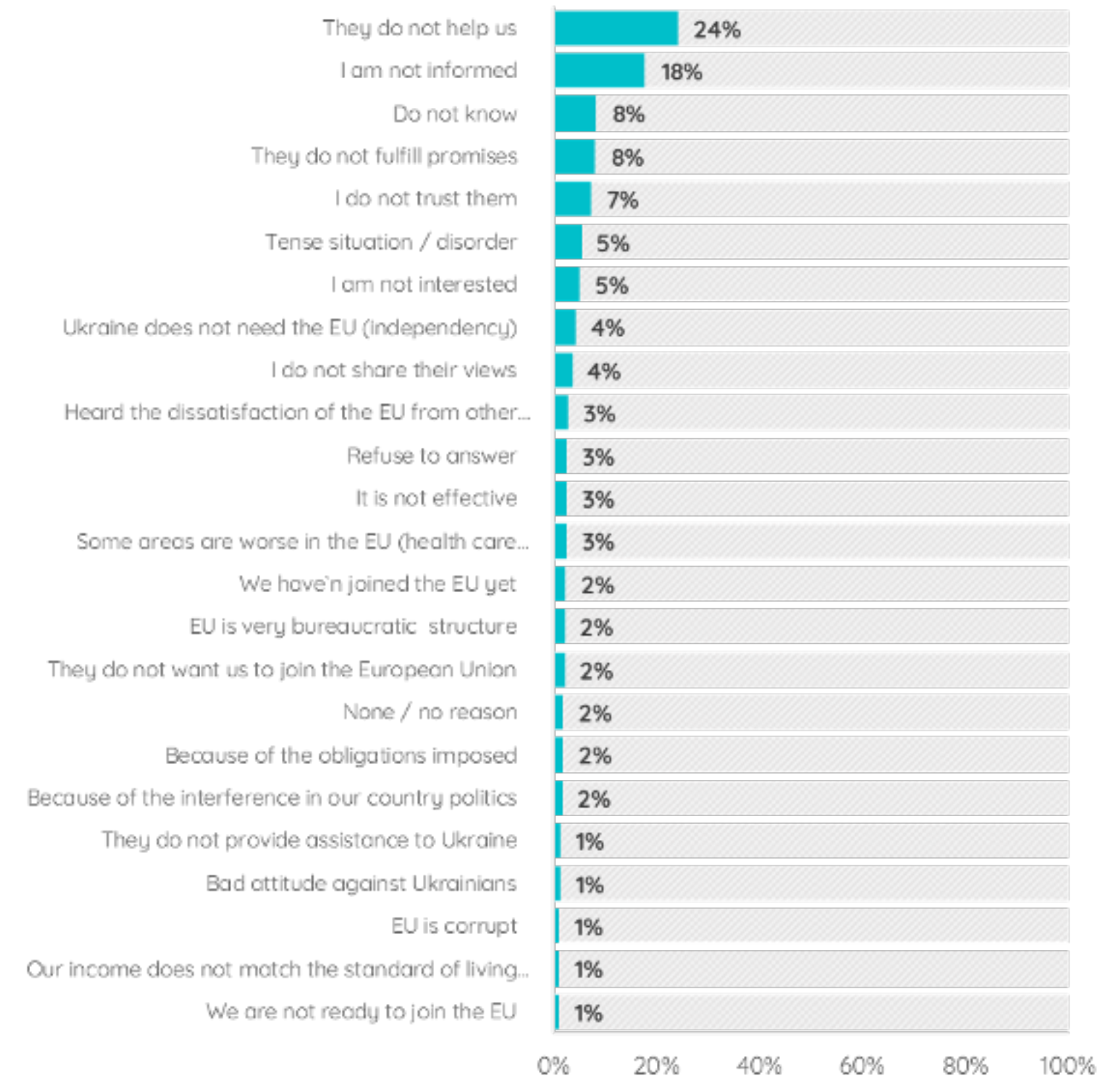


Has the EU's response to the war in Ukraine changed your perceptions of the EU?



Percentages refer to citizens who have heard of the EU.

Would you please indicate the main reasons for NOT holding a positive view of the EU?

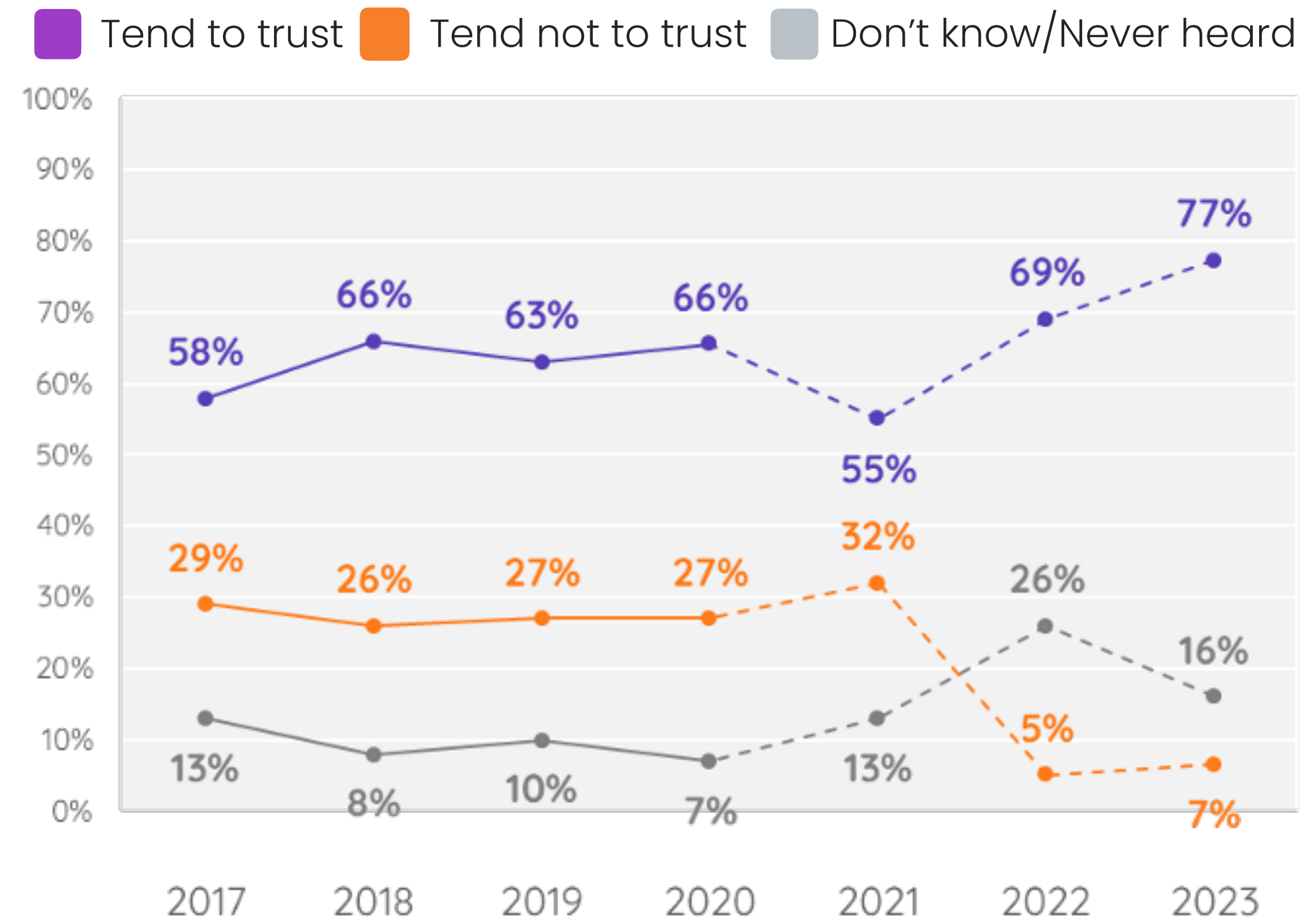
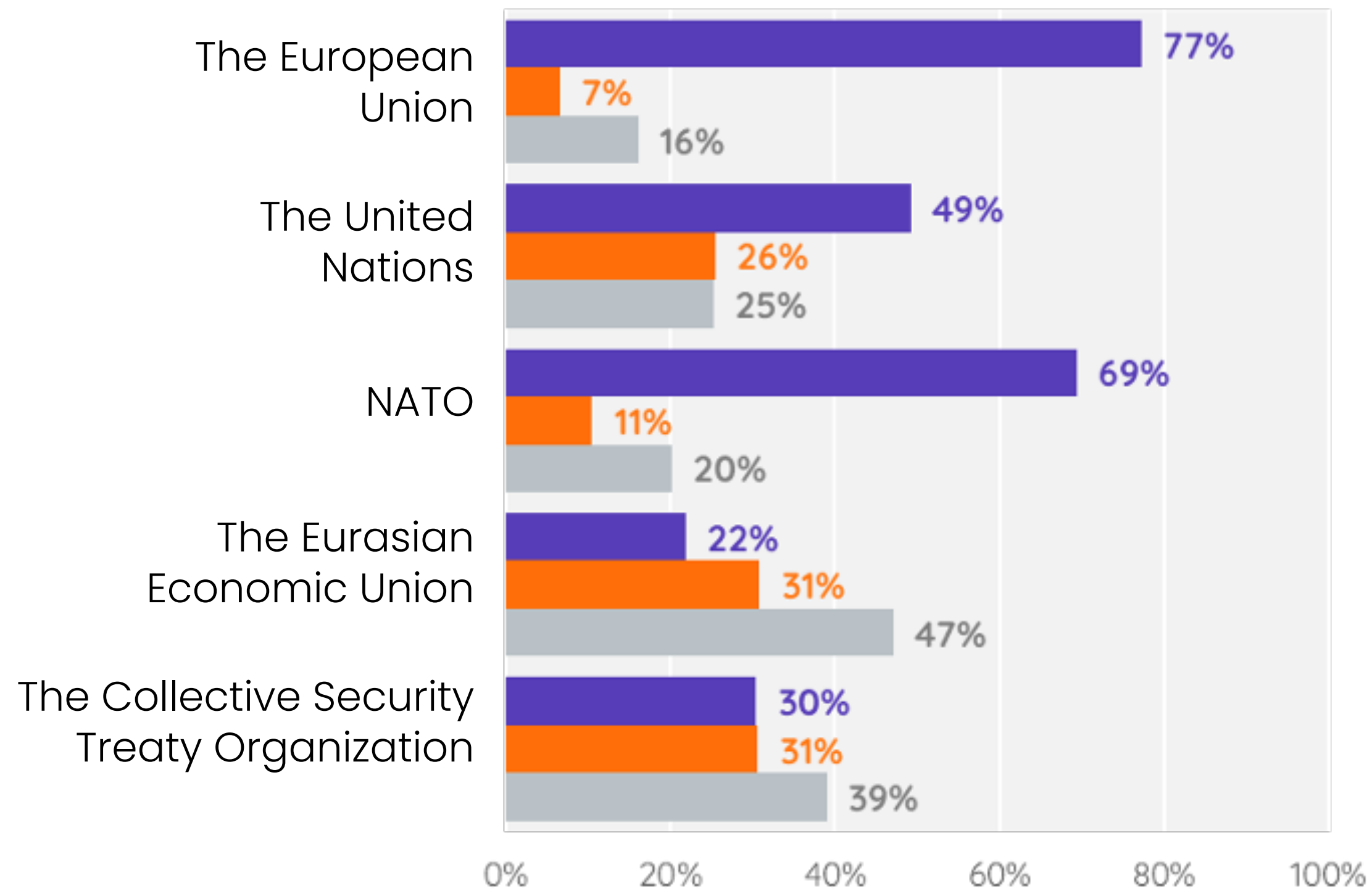


Percentages refer to citizens who did not have a positive image of the EU

IMAGE OF THE EU

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

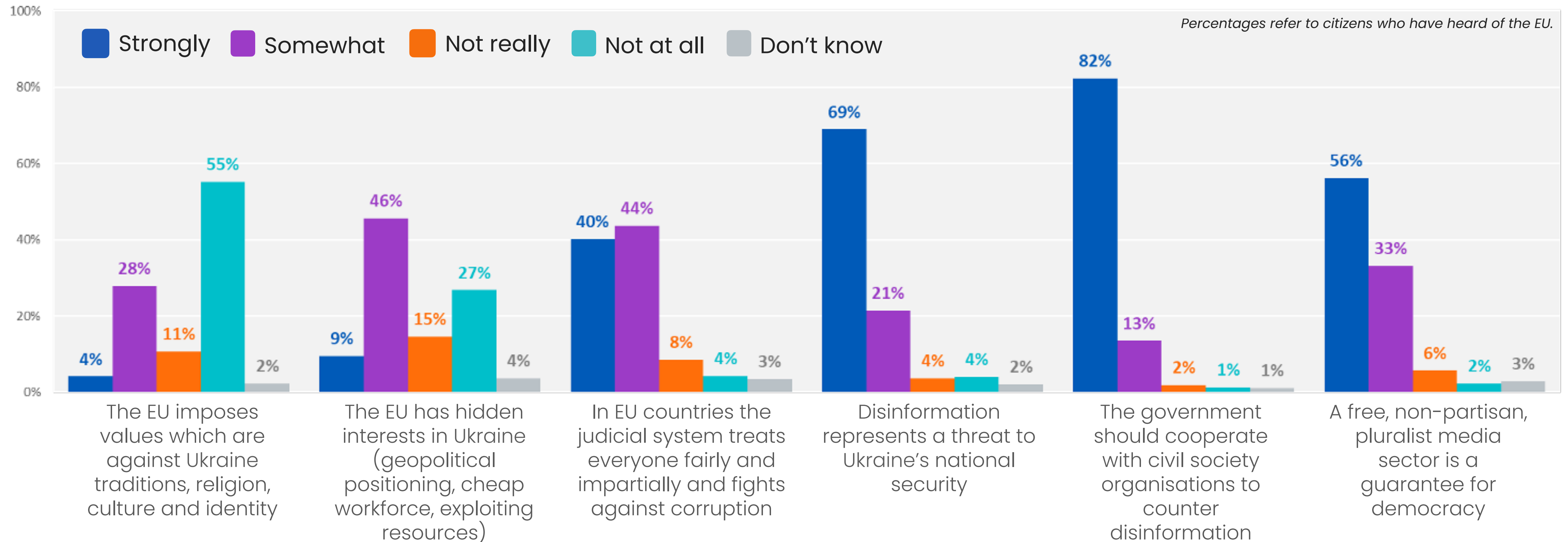
For each of the following institutions, please tell me if you tend to trust it or tend not to trust it



TRUST TOWARDS THE EU & other international institutions

Percentages refer to citizens who have heard of the EU. Due to differences in the methodology of data collection, comparisons with figures from previous years should be done with caution.

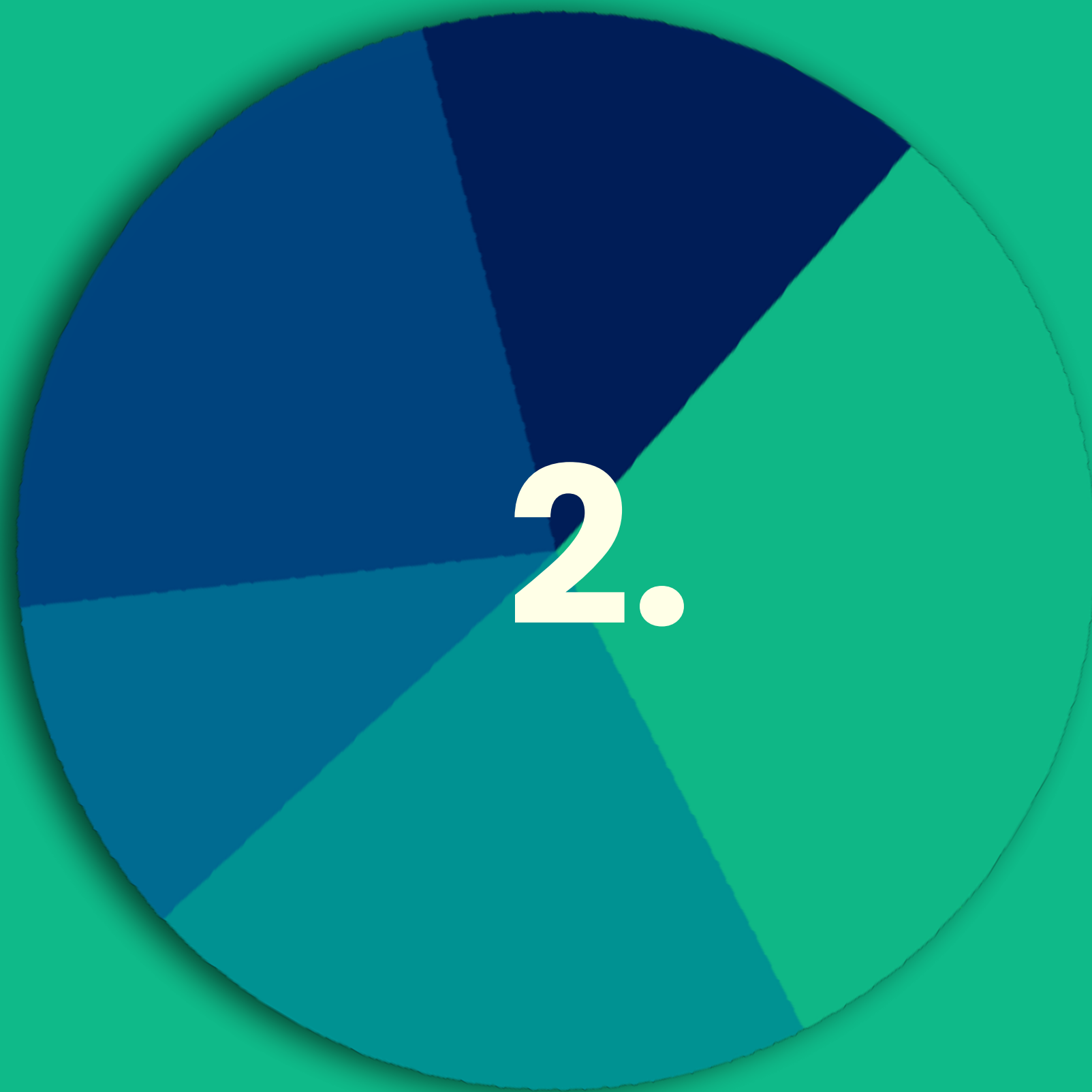
To what extent do you agree with the following statements about the EU?



AGREEMENT ON **DISINFO** STATEMENTS

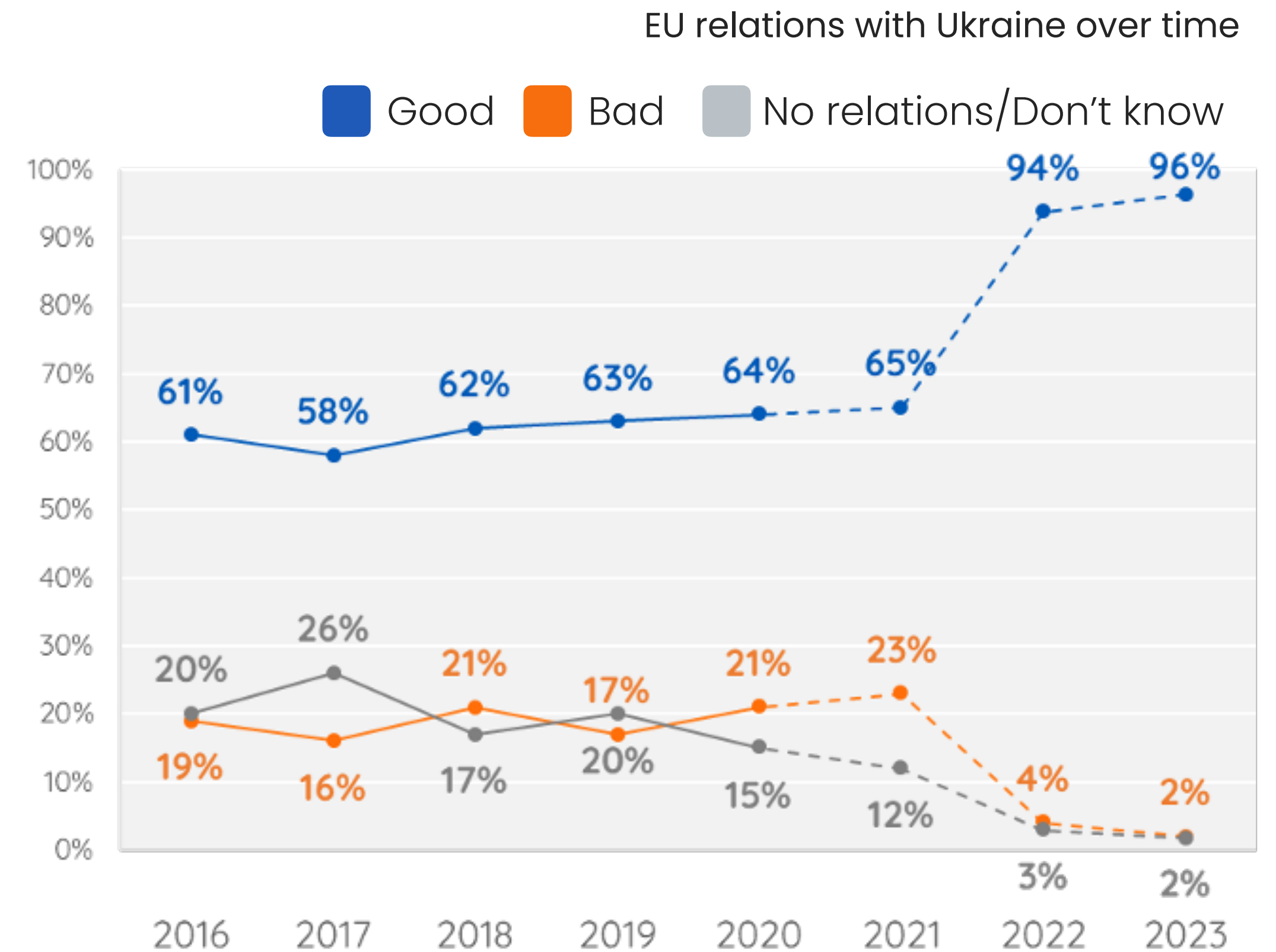
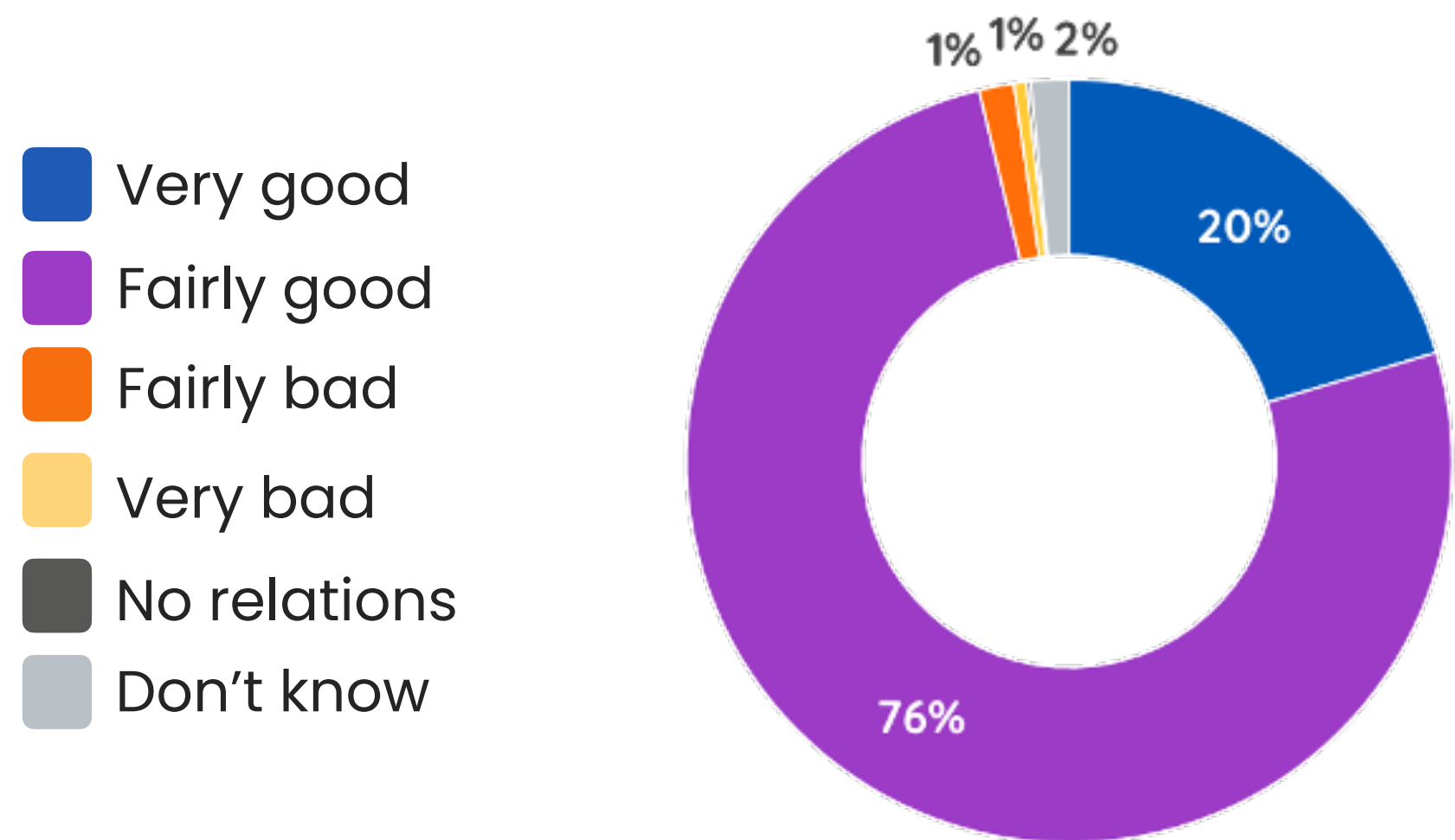
EU RELATIONS with Ukraine and awareness of EU's FINANCIAL SUPPORT

- EU relations with Ukraine
- Awareness of the EU's support
- Opinion on sanctions imposed on Russia



In general, how would you describe the relations that the European Union has with Ukraine?

Would you describe them as very good, fairly good, fairly bad or very bad?



Percentages refer to citizens who have heard of the EU. Due to differences in the methodology of data collection, comparisons with figures from previous years should be done with caution.

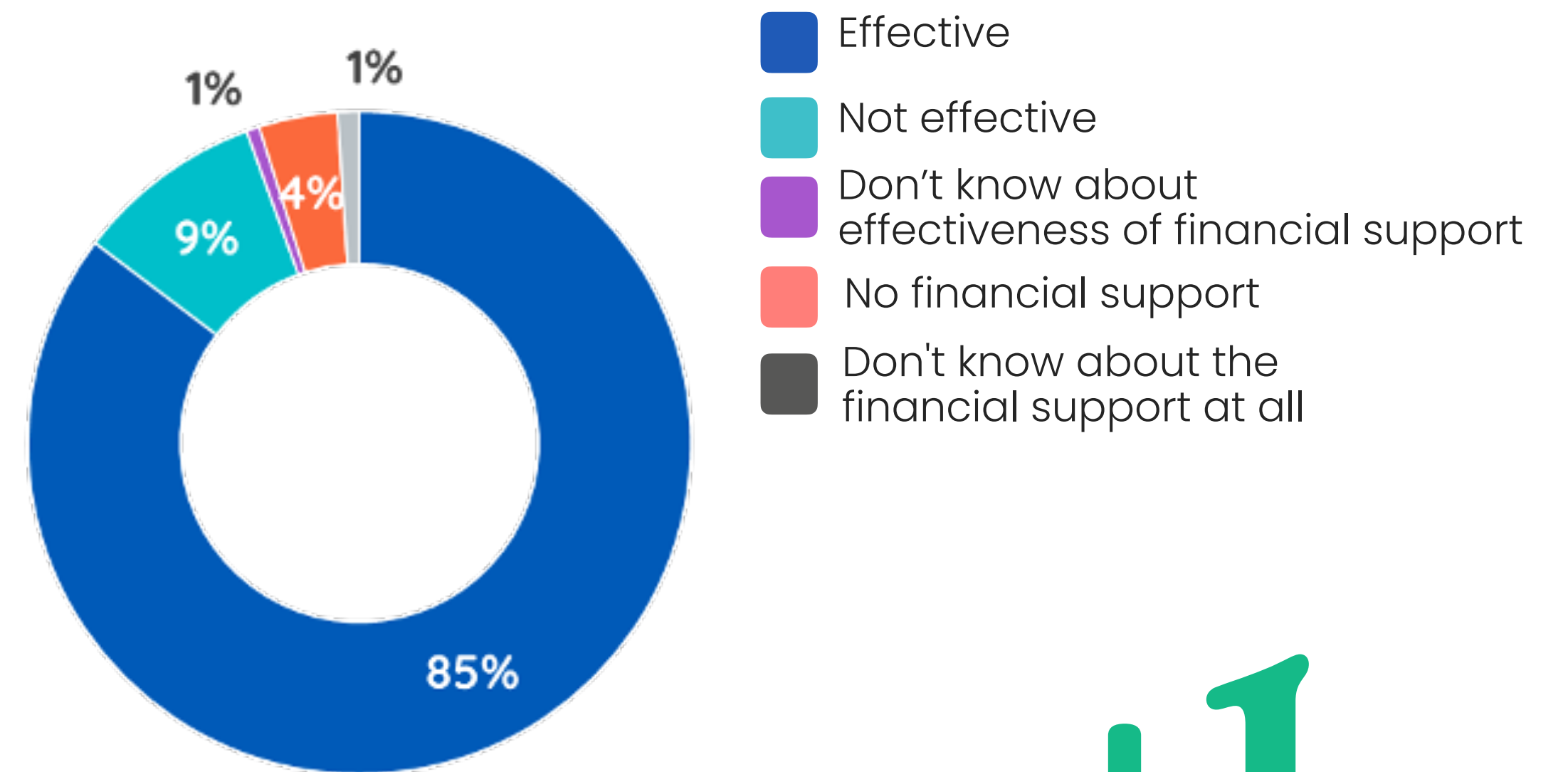
EU RELATIONS WITH UKRAINE

95% of citizens thought that the EU has been providing Ukraine with support since the beginning of the war

Only **4%** were not aware of the EU's support and **1%** was undecided.

EU SUPPORT since Russia's invasion of Ukraine

How effective do you think the support has been?

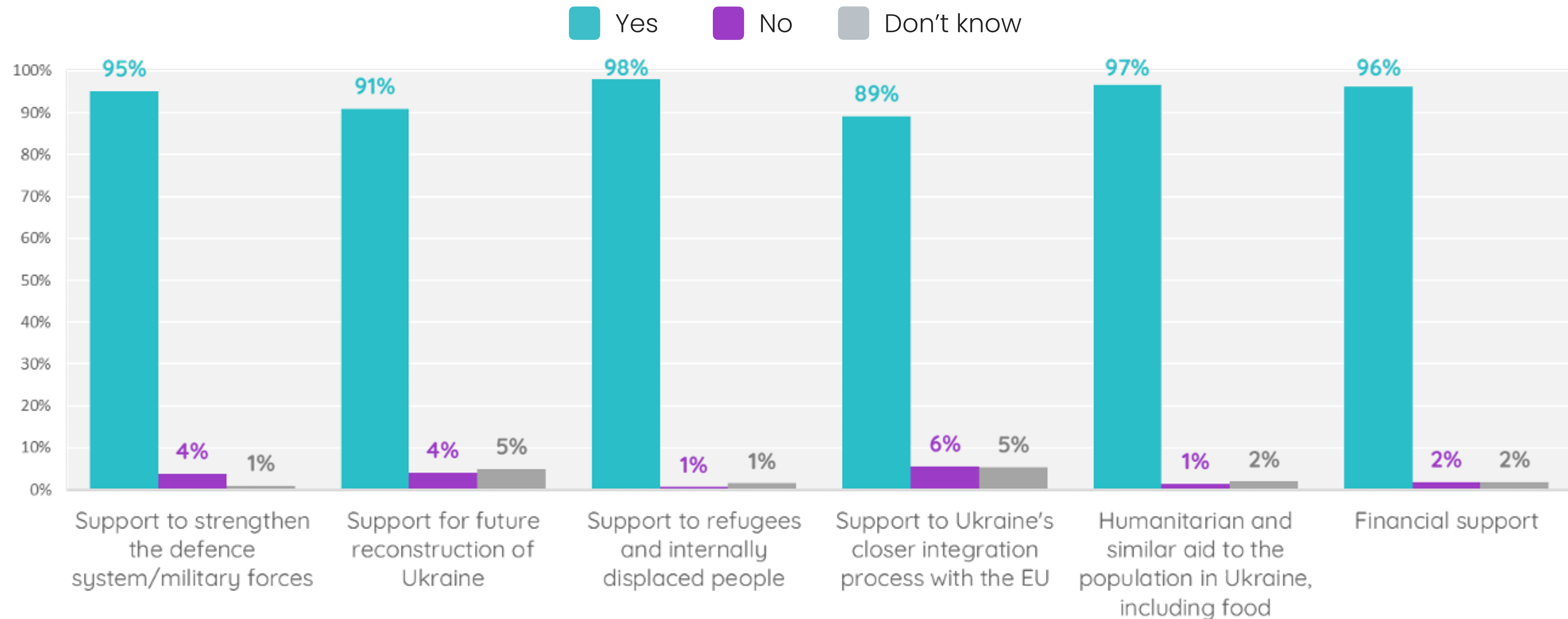


+1%

in effectiveness of the EU's financial support since 2022

Percentages refer to citizens who have heard of the EU.

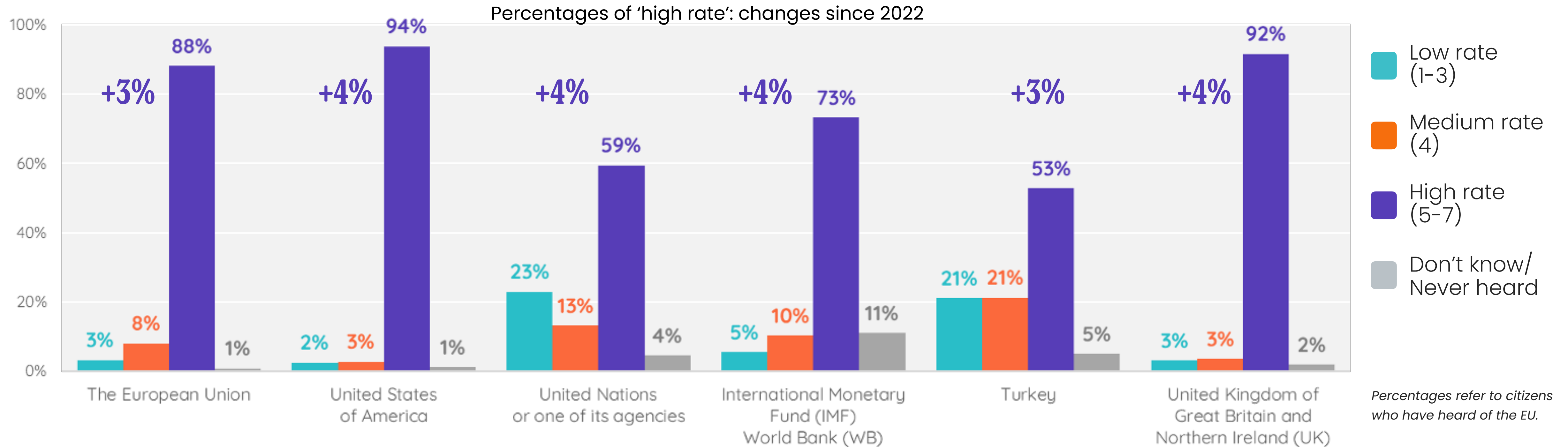
For each of the following areas, please tell me whether you think the European Union has been providing Ukraine with support since the beginning of the war.



EU SUPPORT since Russia's invasion of Ukraine

Percentages refer to citizens who were aware of the EU's support.

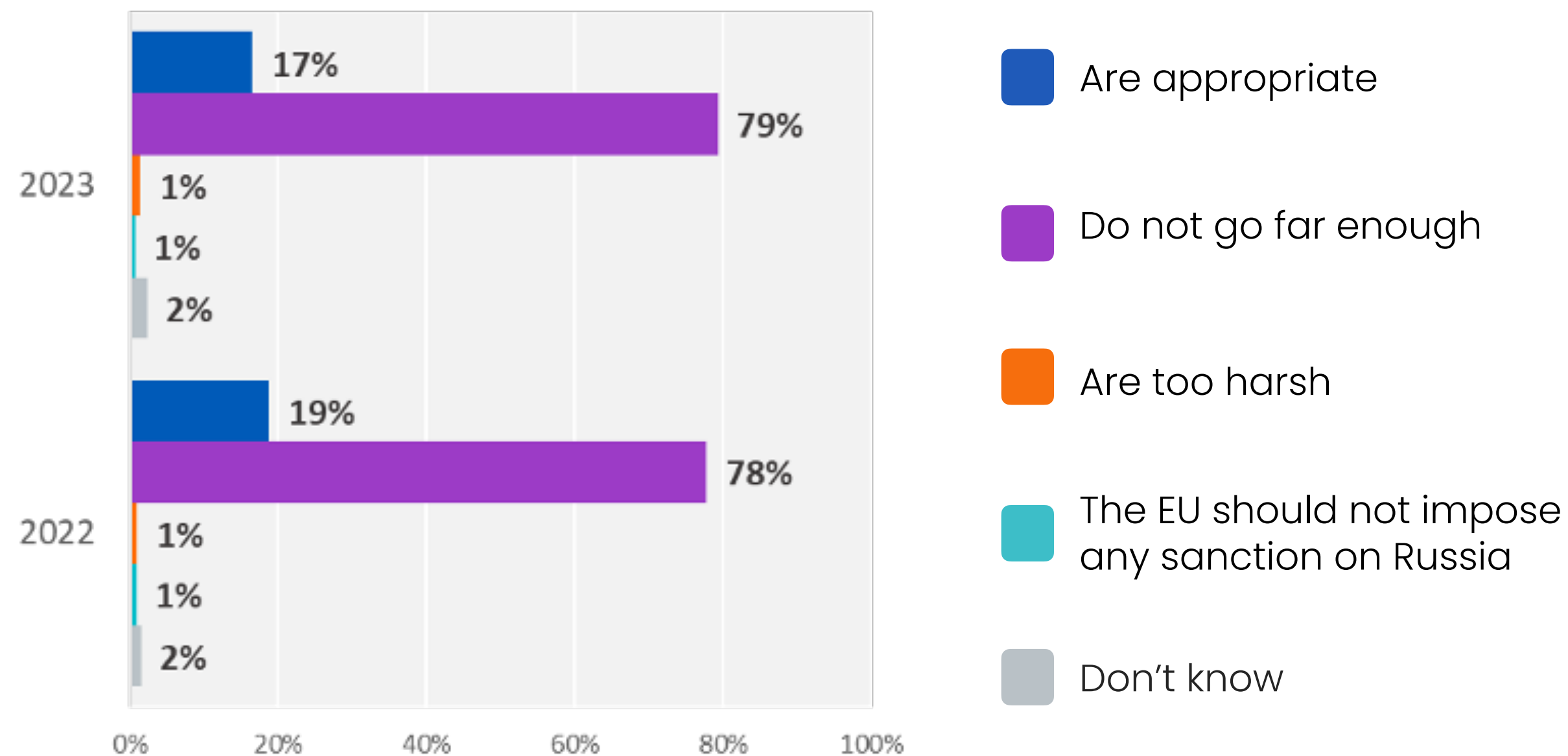
To what extent would you say that the following international institutions or countries provide financial support to Ukraine? Please rate from 1 to 7, where 1 stands for 'not at all' and 7 'very much'.



FINANCIAL SUPPORT

EU vs other international institutions/countries

Do you think the sanctions that the EU has imposed on Russia are appropriate, or are the sanctions too harsh, or do the sanctions not go far enough?



42% of citizens thought that sanctions may have unintended/negative consequences for the EU, while **51%** did not and **7%** were undecided.

OPINION ON SANCTIONS that the EU has imposed on Russia

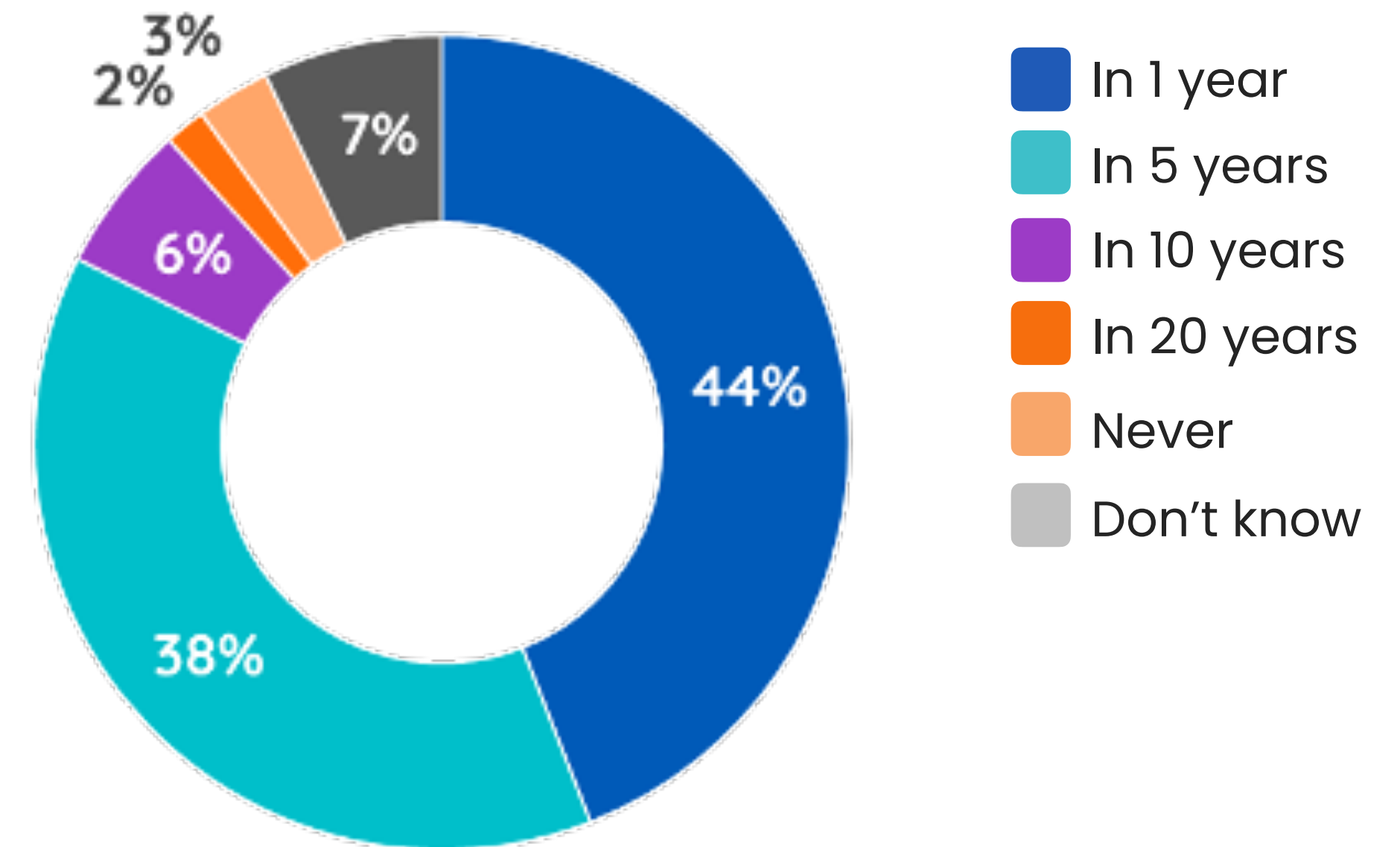
Percentages refer to citizens who have heard of the EU.

97% have heard that Ukraine has been granted EU candidate status

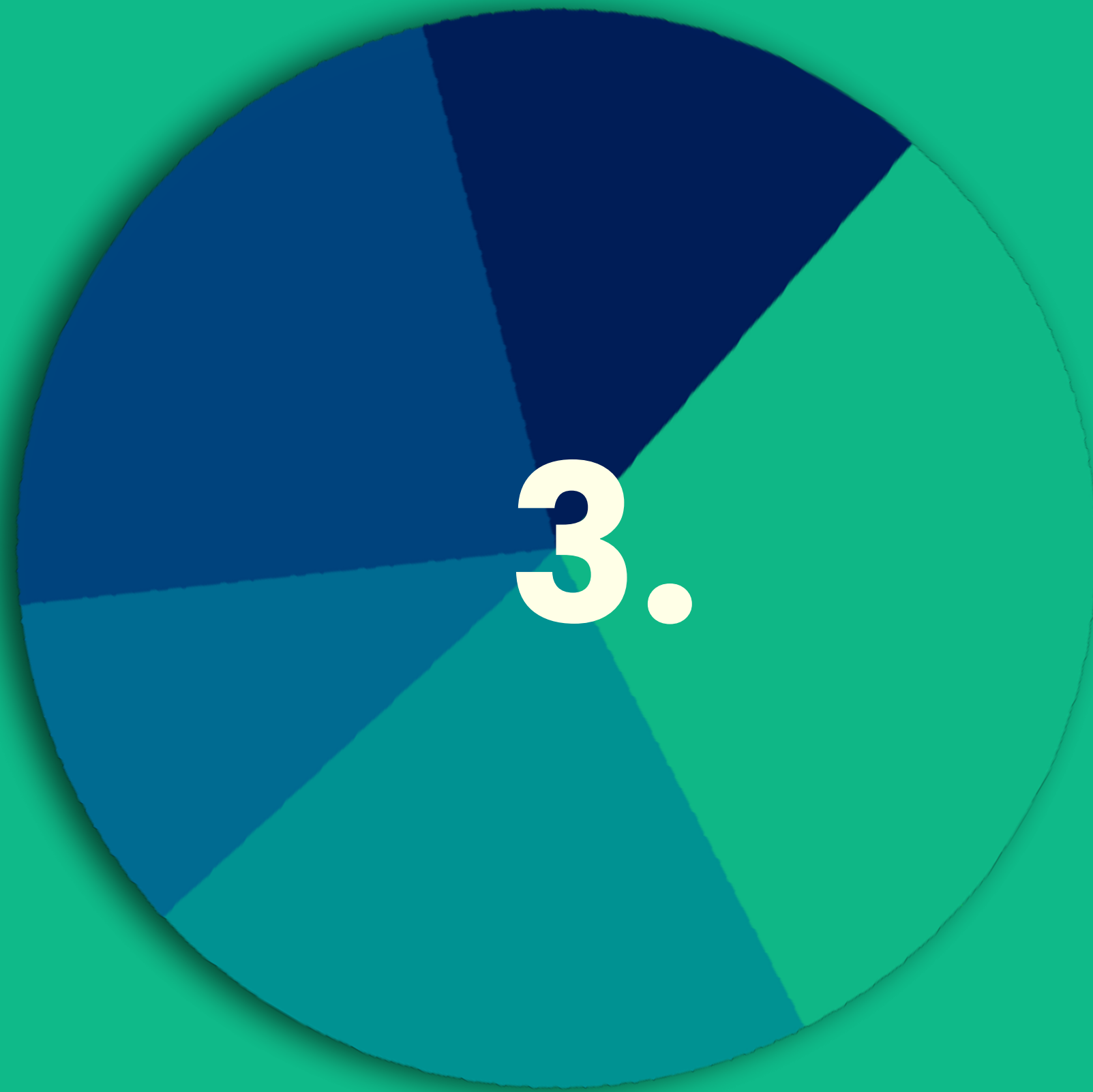
and **92%** think the candidate status to EU will help accelerate the reconstruction of Ukraine process

74% are aware of the seven steps roadmap to become an EU Member States and **61%** of them understand it well

When do you think Ukraine might become an EU Member State?

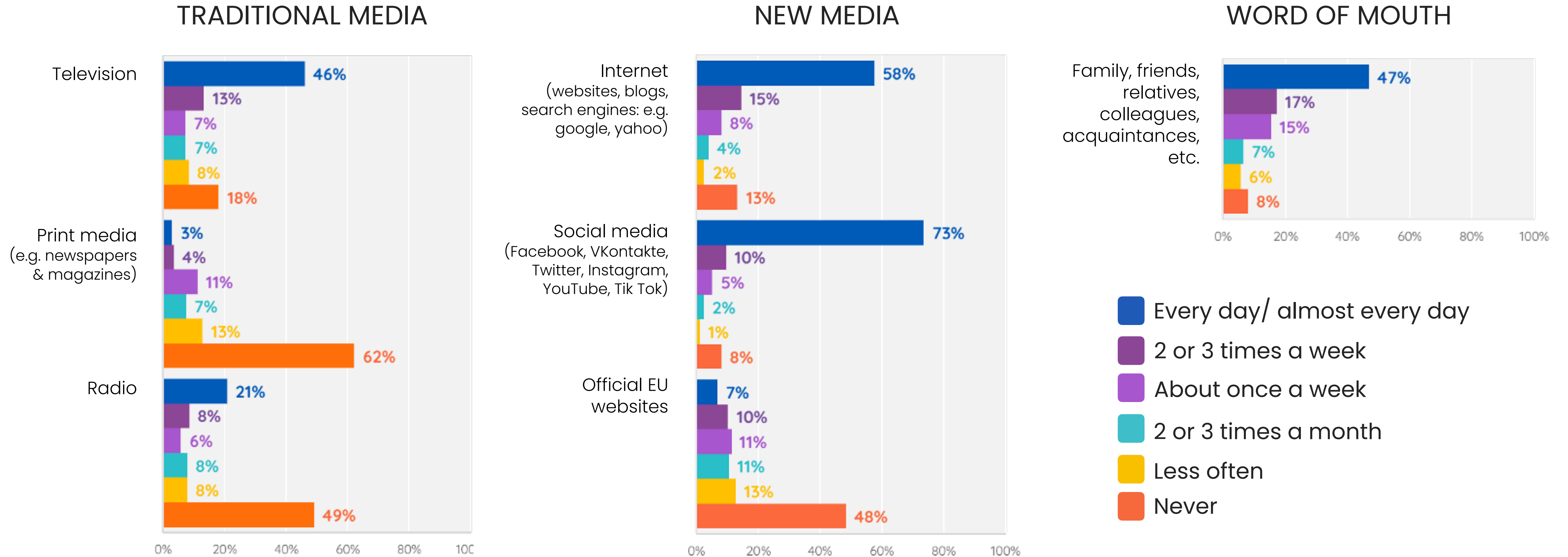


UKRAINE'S EU MEMBERSHIP



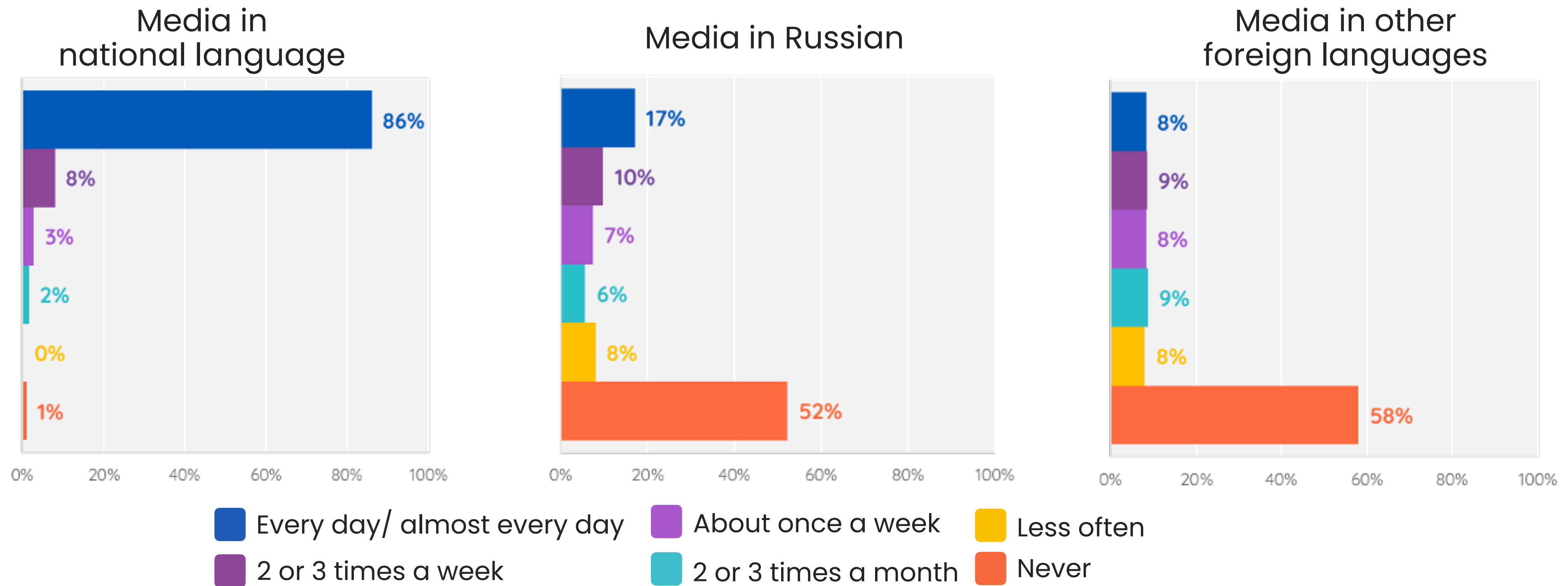
MEDIA USAGE & SOURCES OF INFORMATION ABOUT THE EU

Please think about news in general (not only in relation to the EU), how often do you use the following media as a source of information?



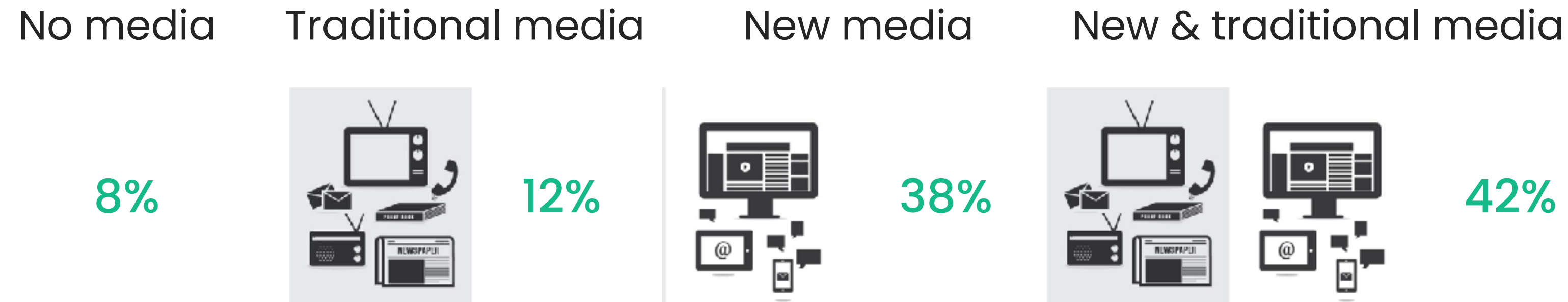
MEDIA USAGE as sources of information

Please think about news in general (not only in relation to the EU), how often do you use media in the national language? What about media in Russian? And in other foreign languages?



MEDIA USAGE as sources of information

Frequent usage by type of media



Percentages refer to citizens who used media every day or almost every day

Frequent usage by language

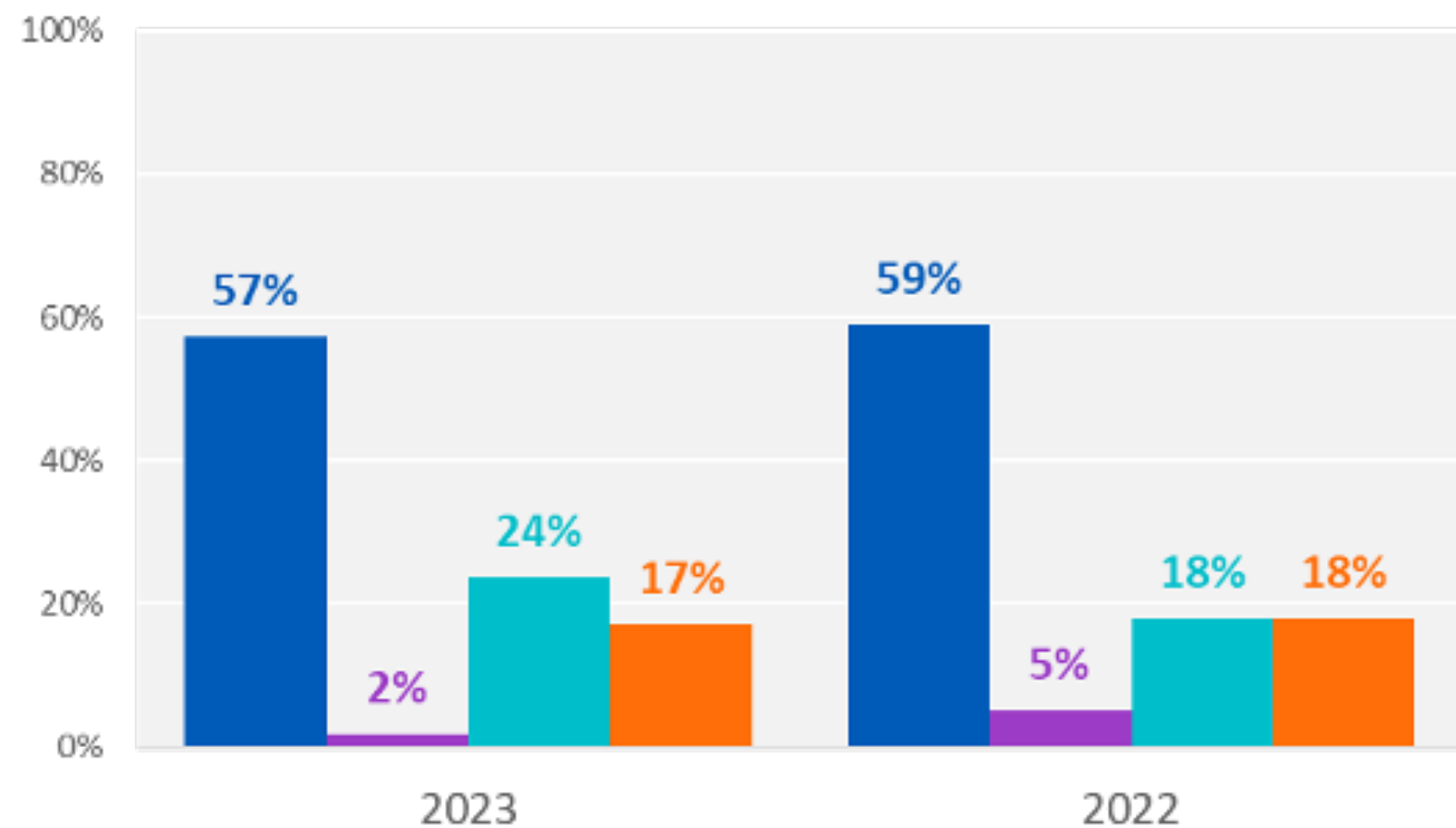


Percentages refer to citizens who used media at least two or three times a week.

MEDIA USAGE as sources of information

Have you read, seen or heard or looked for any information about the EU in the last three months?

- Yes, I've read/heard/seen information about the EU
- Yes, I've looked for information about the EU
- Yes, I've read/heard/seen and also looked for information about the EU
- No

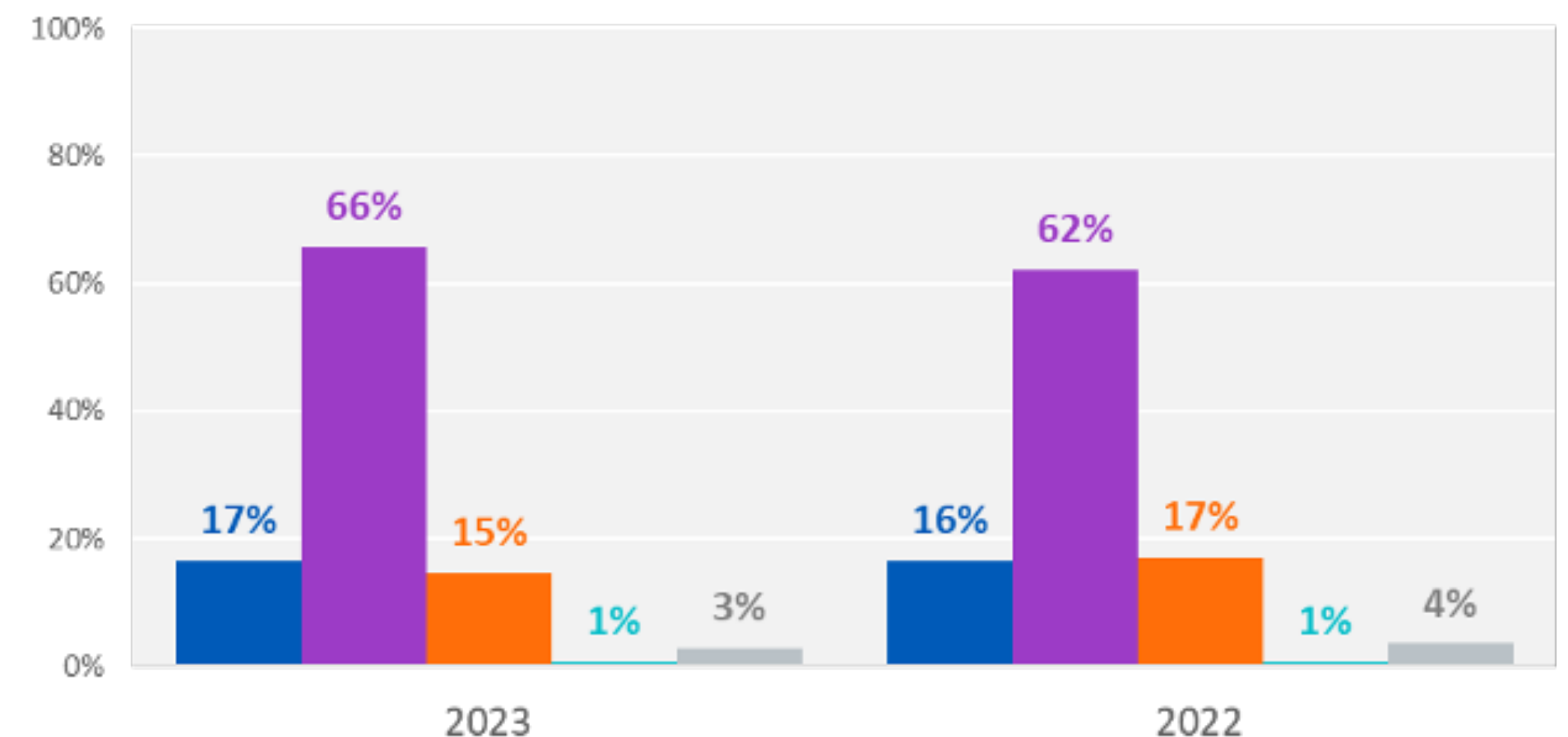


94%

would like to receive or access information about the EU in the national language; **4%** in Russian, **2%** in English

In general, how would you say the EU was presented in the national media?

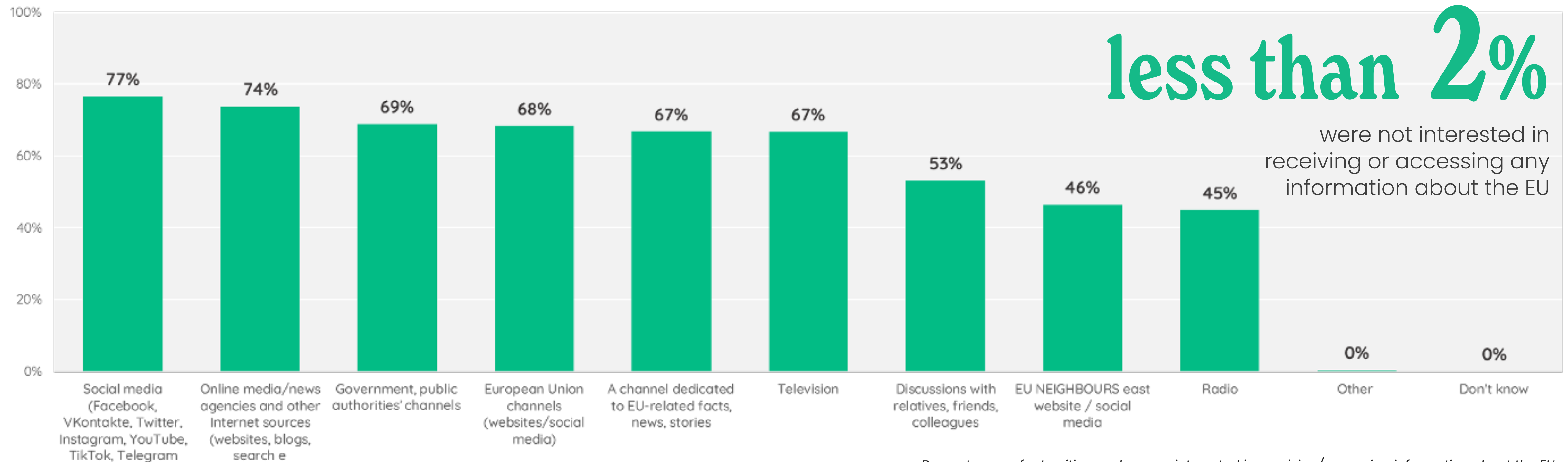
- Very positive
- Fairly positive
- Neutral
- Fairly/very negative
- Don't know



Percentages refer to citizens who have heard of the EU.

SOURCES OF INFORMATION on the EU

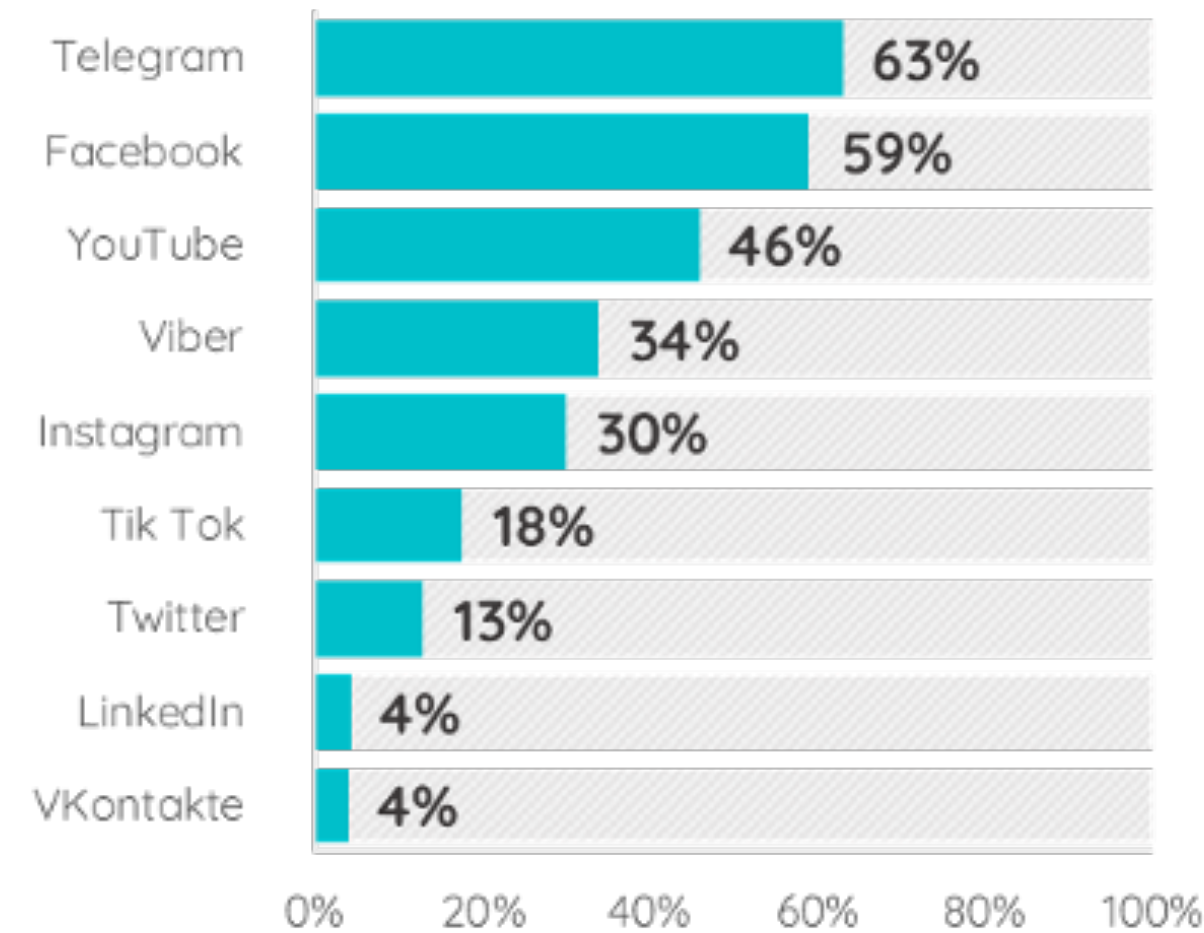
Please tell us through which of the following channels you would like to be informed about the EU?



SOURCES OF INFORMATION on the EU

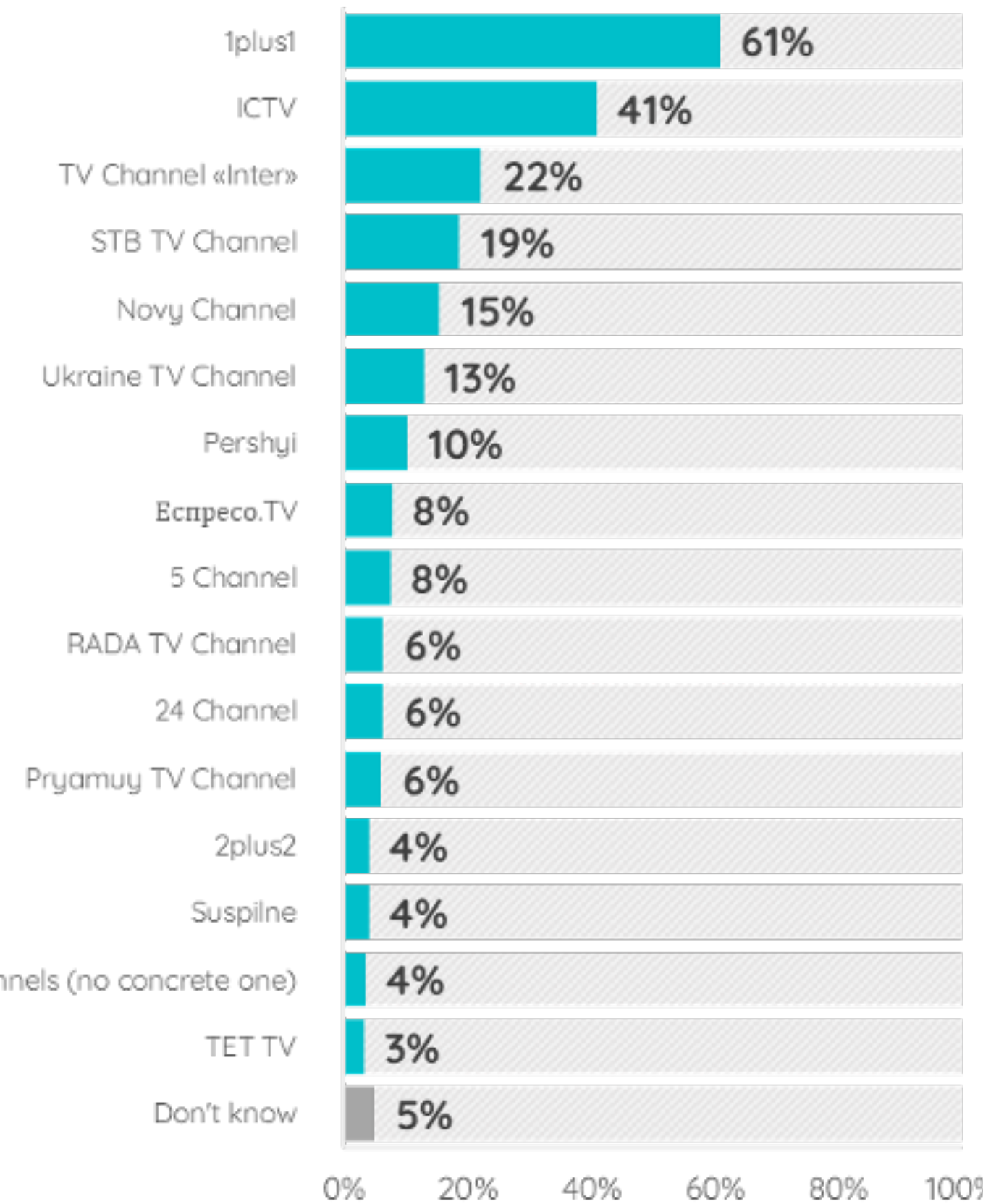
Most favourite channels through which citizens would like to receive/access information about the EU

Social media channels



Percentages refer to citizens who wanted to receive/access information about the EU through social media channels

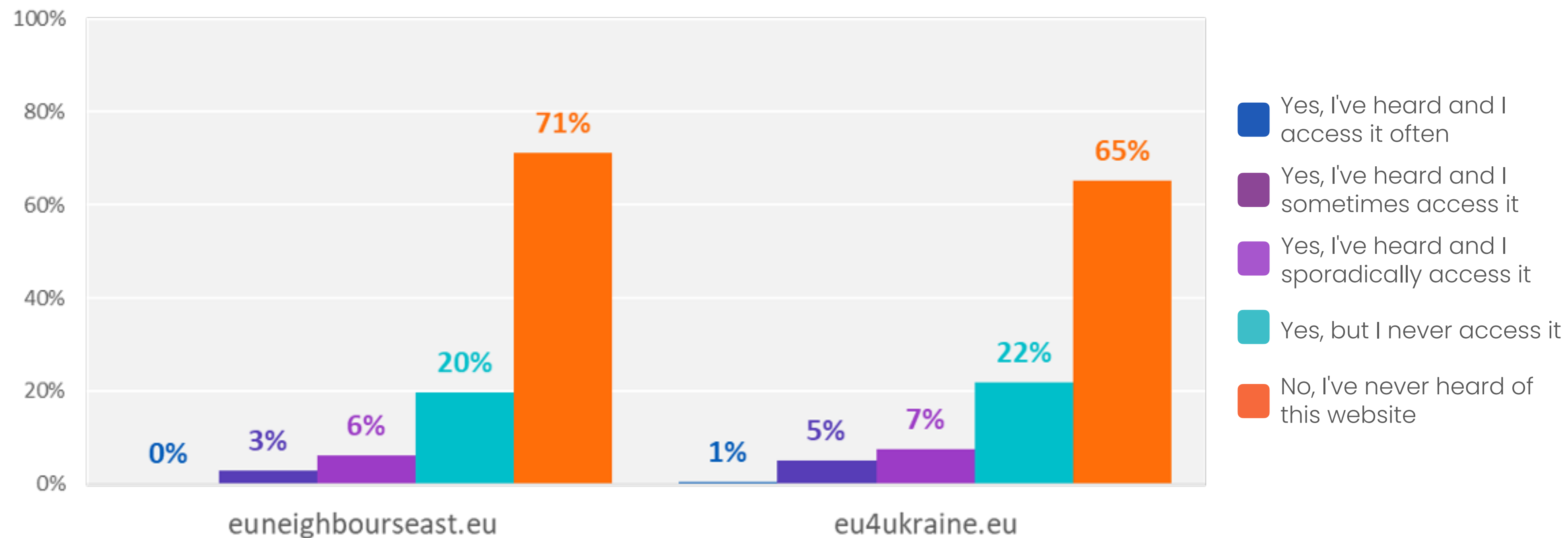
TV channels



Percentages refer to citizens who wanted to receive/access information about the EU through TV channels

SOURCES OF INFORMATION on the EU

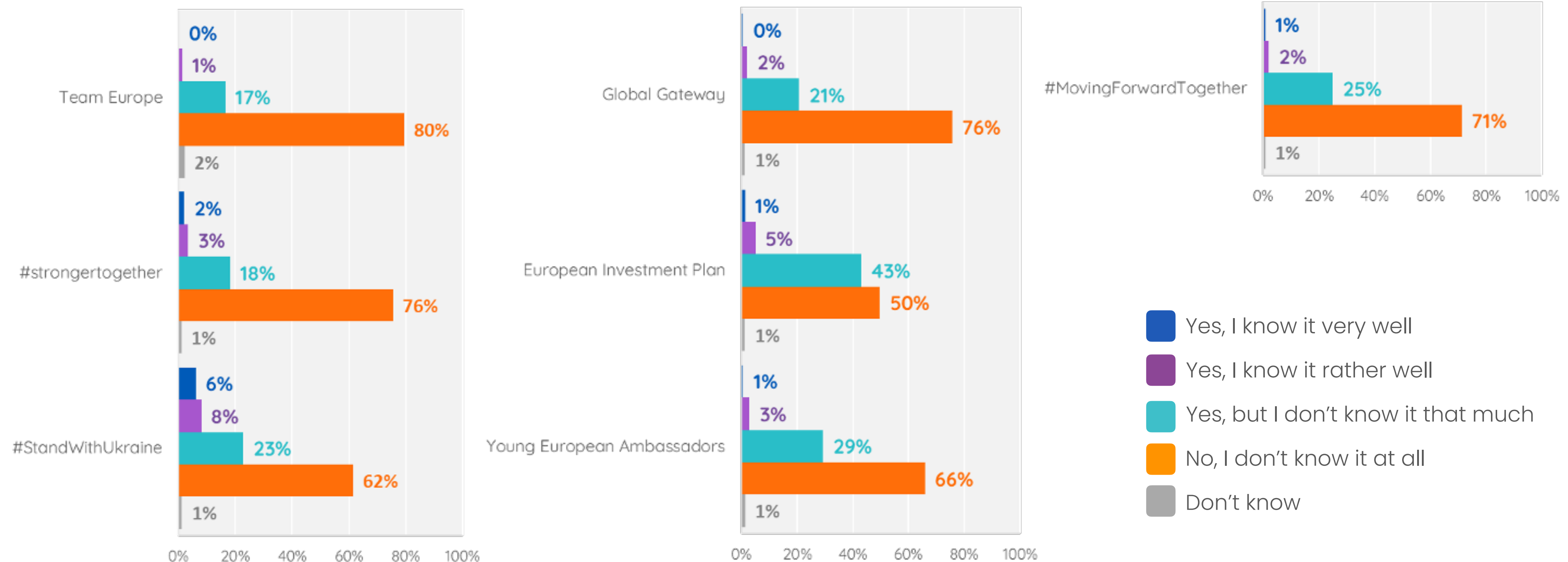
Have you ever heard about the euneighbourseast.eu / eu4ukraine.eu websites where you can get all the latest info on EU–your country relations & opportunities offered by the EU?



AWARENESS of euneighbourseast websites

Have you ever heard, seen or read anything about the following events/initiatives/campaigns?

Percentages refer to citizens who have heard of the EU.



AWARENESS of the EU's campaigns/initiatives

We look forward to
connecting with you again
however, whenever :

