



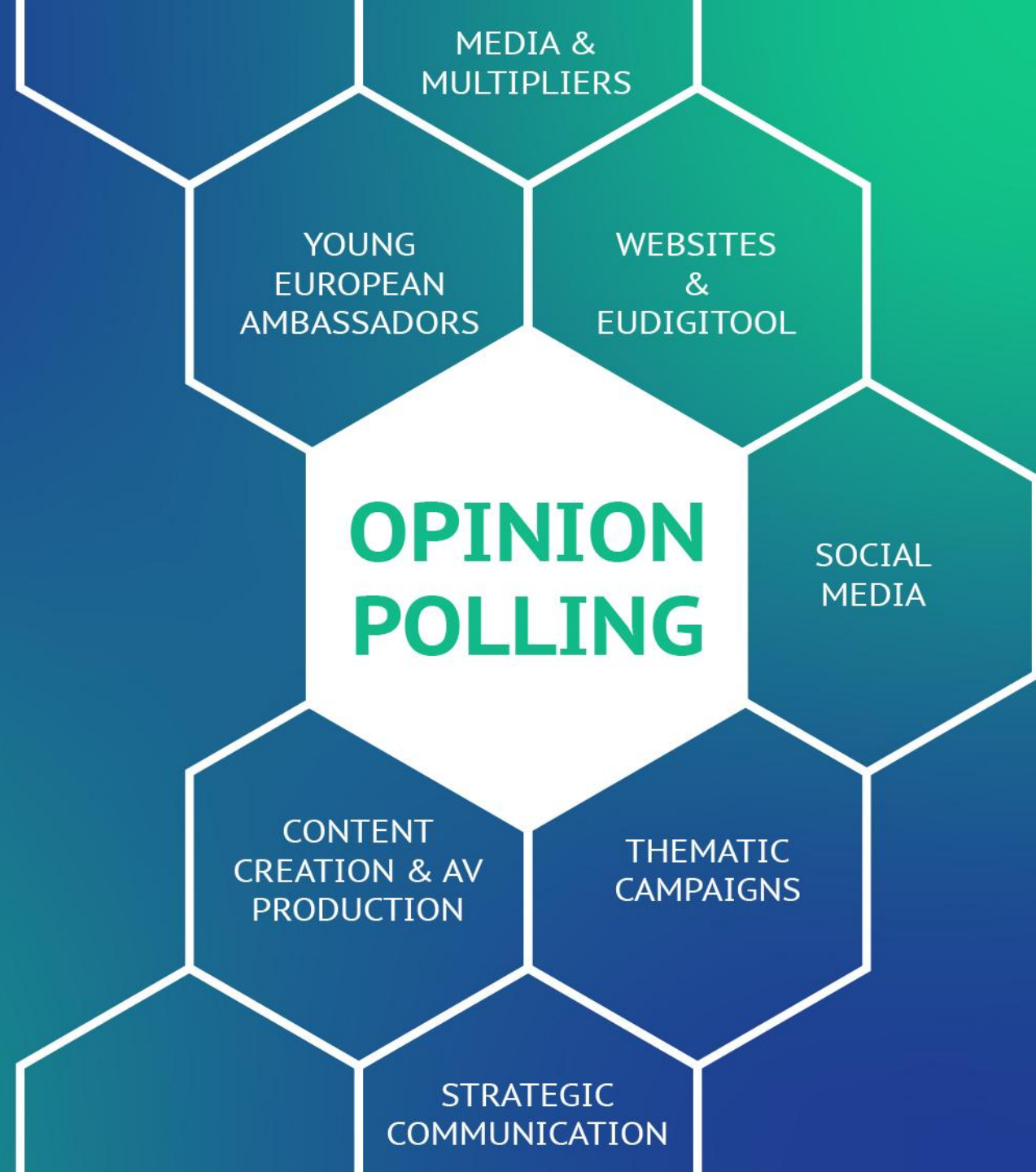
Funded by
the European Union

EU NEIGHBOURSEAST

ANNUAL SURVEY

Spring 2026

UKRAINE



Methodology

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

1,042 respondents randomly selected through a two-stage stratified sampling design with settlements as Primary Sampling Units (PSUs) & individuals as Secondary Sampling Units (SSUs).

Face-to-face interviews (fieldwork) conducted in end-**January/February 2026** and covering the following topics:

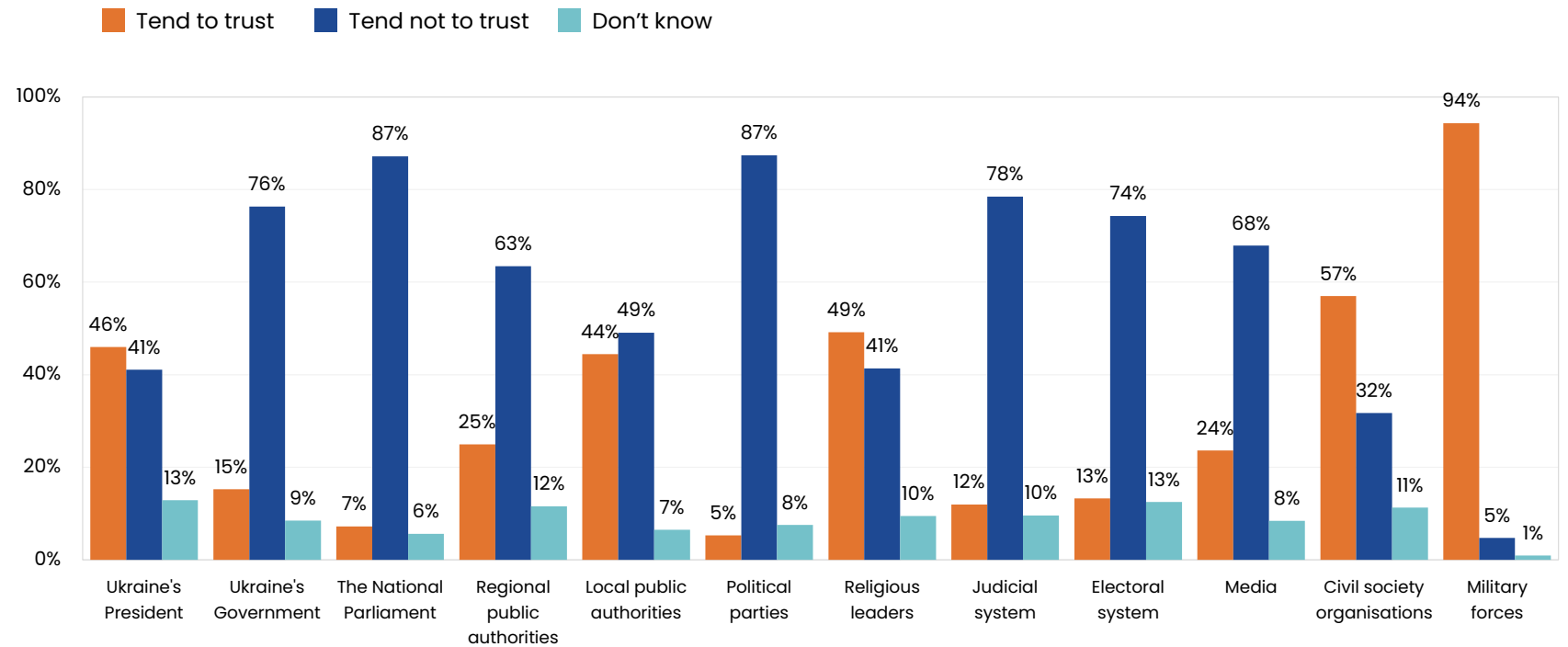
- Information, awareness and perceptions of the EU
- EU relations with Ukraine and awareness of EU's financial support
- Disinformation and agreement on common narratives
- Public perceptions of EU accession: support, expectations and concerns
- Institutional trust and national challenges
- Source of news and information

1.

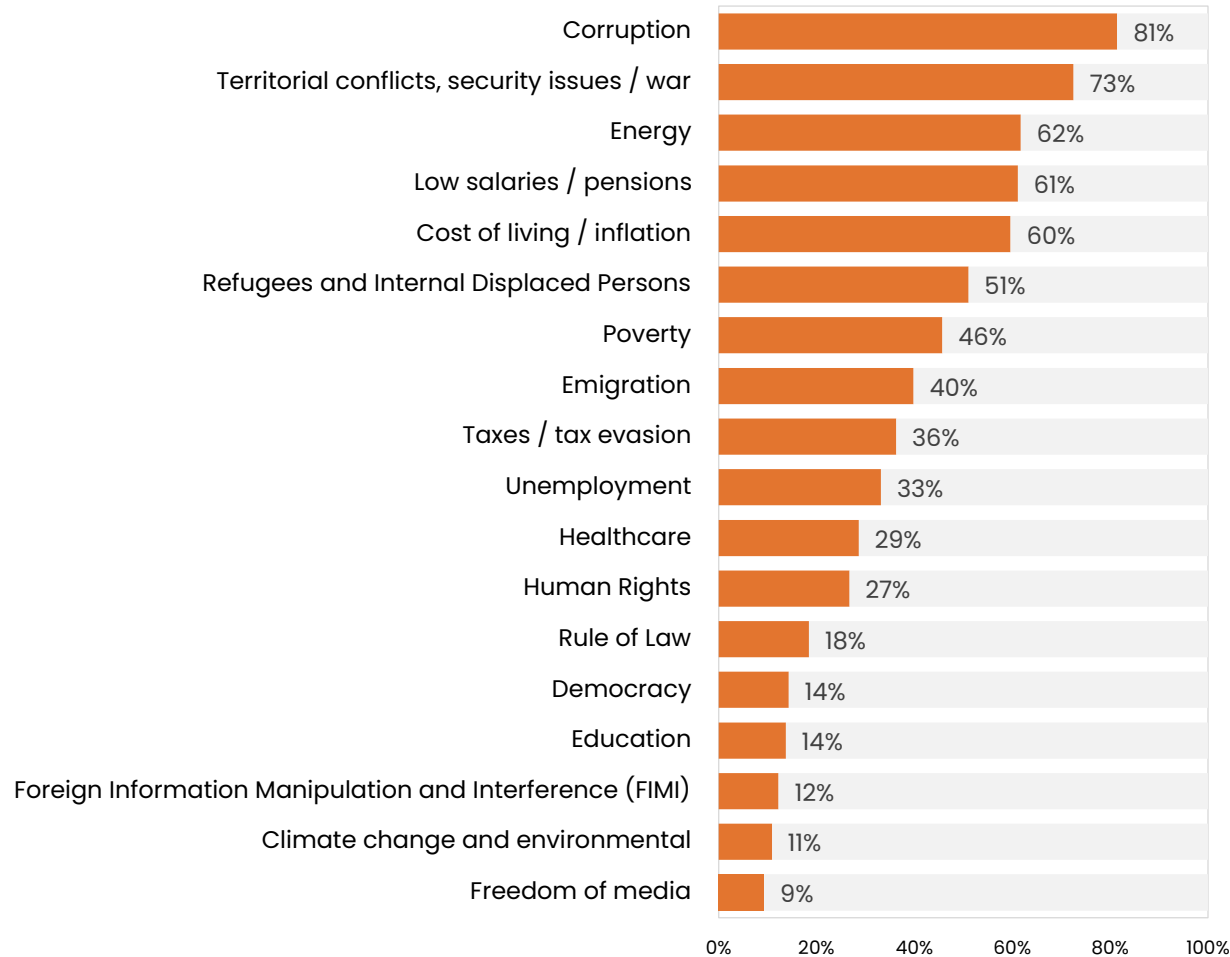
CONTEXT & INSTITUTIONAL LANDSCAPE

Trust levels across key institutions and systems

Please tell us which is your level of trust for the following institutions, organisations and systems



What do you consider to be the most pressing problems facing Ukraine?



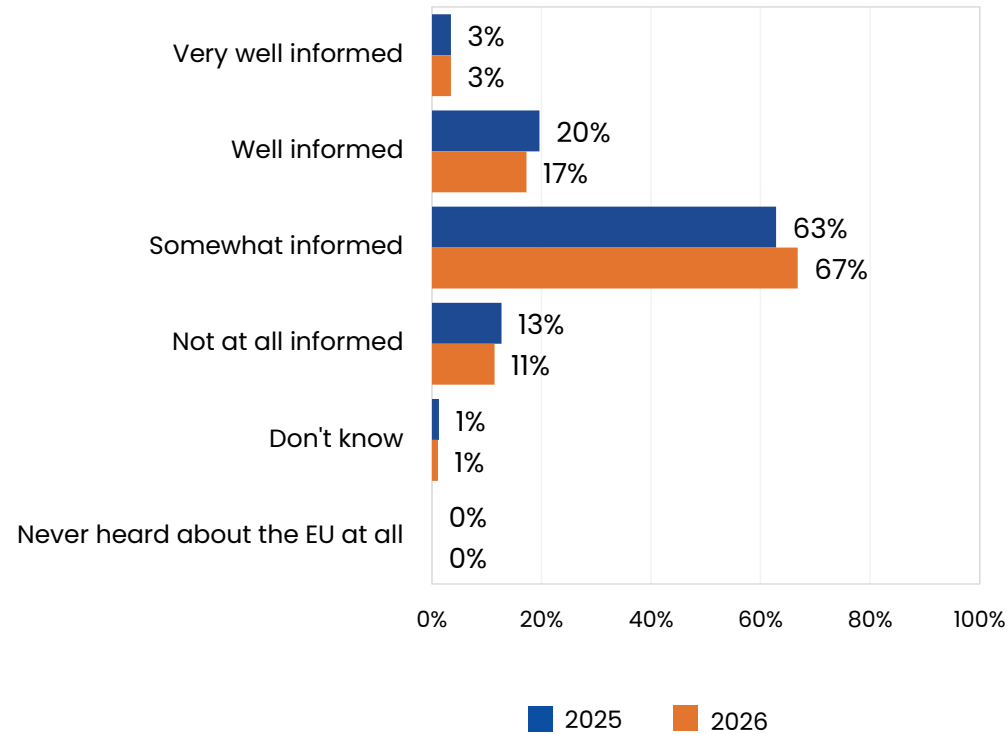
Most pressing problems in Ukraine

2.

THE EU IN UKRAINE: IMAGE, TRUST & VISIBILITY

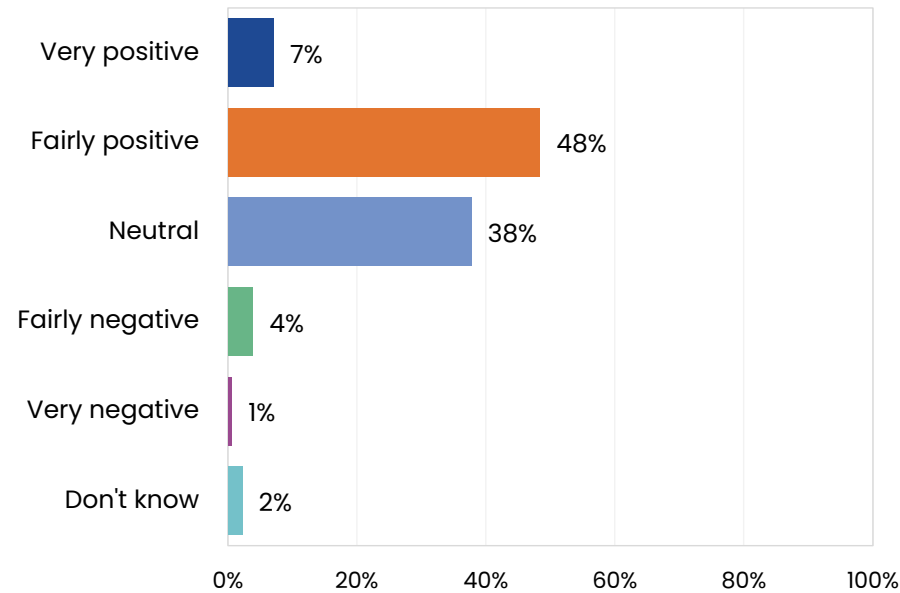
Awareness of the EU

To what extent are you informed about the European Union?



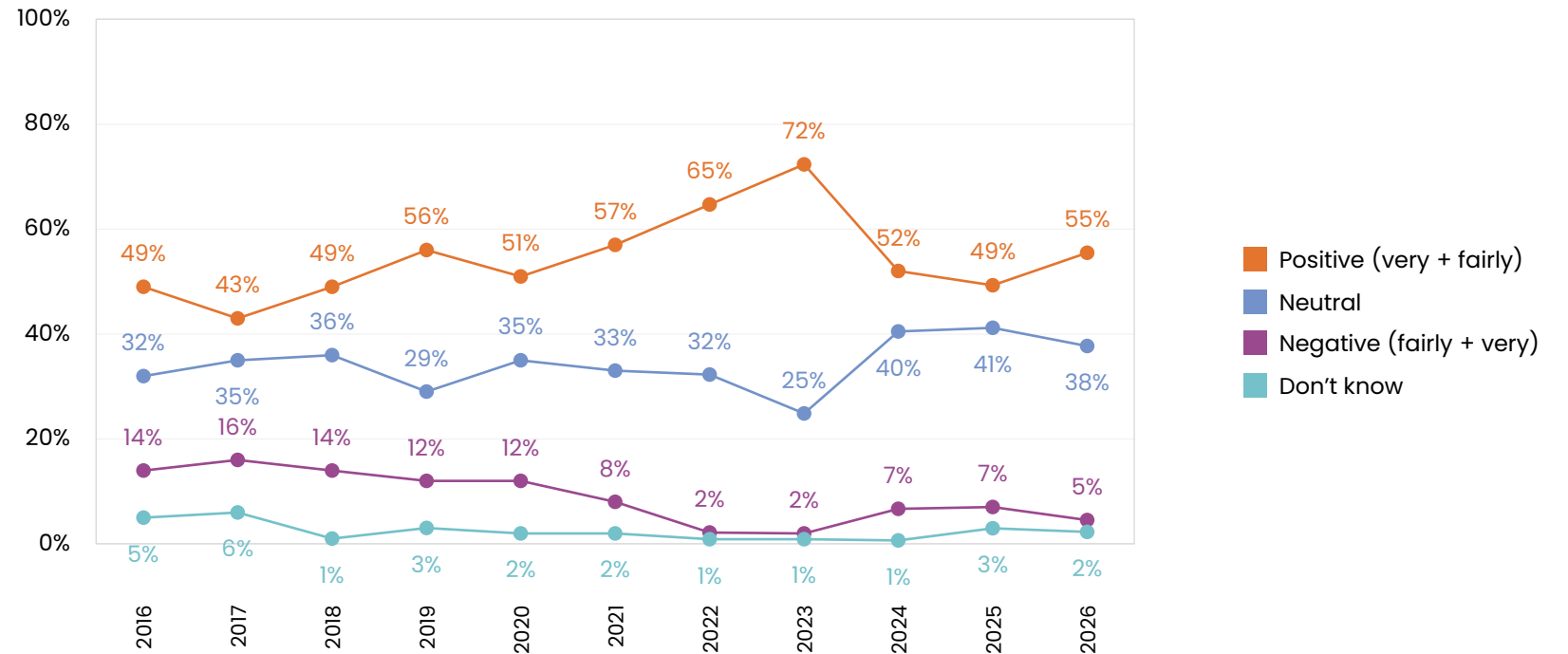
20%
of citizens say they are **well or very well informed** about the EU.

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

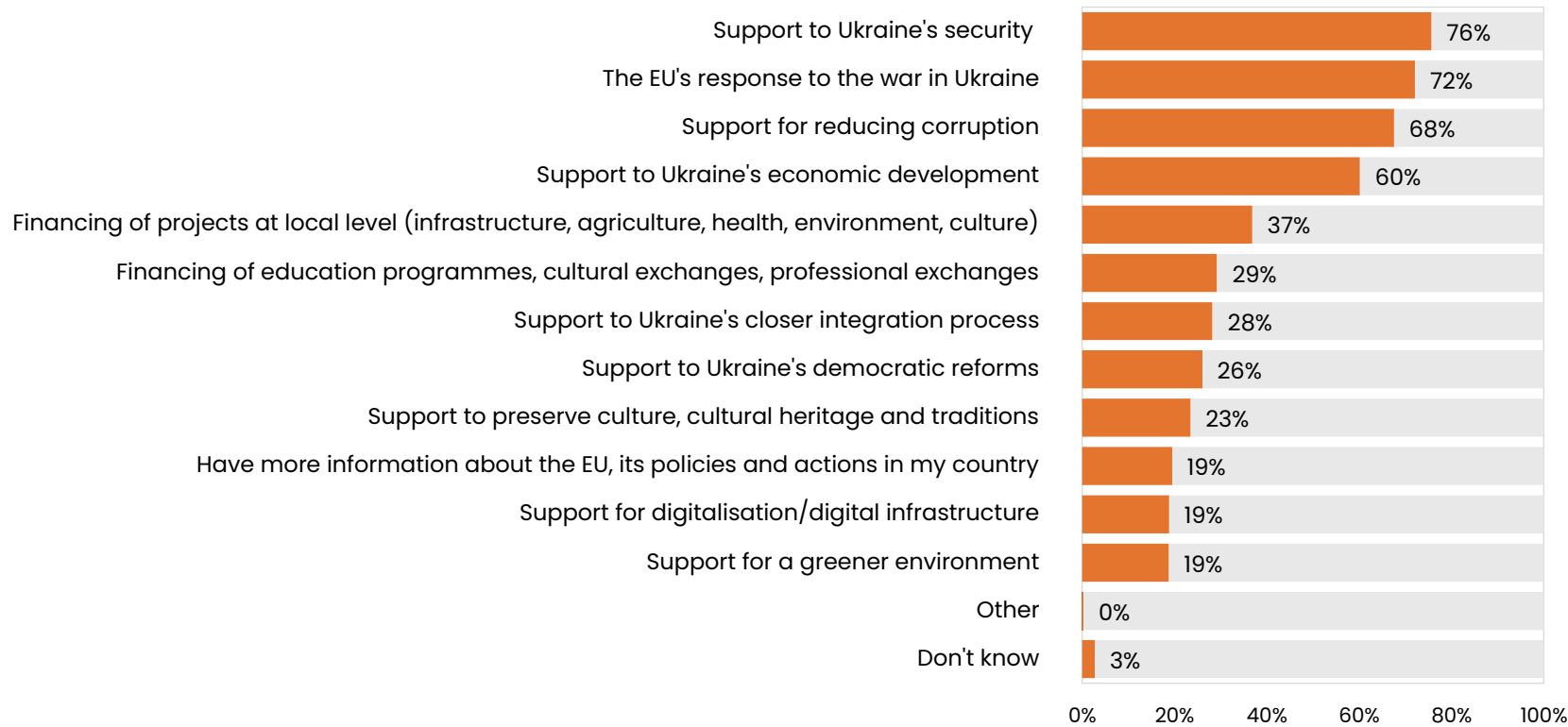


55%
of citizens have a **positive image** of the EU in 2026.

Image of the EU over time



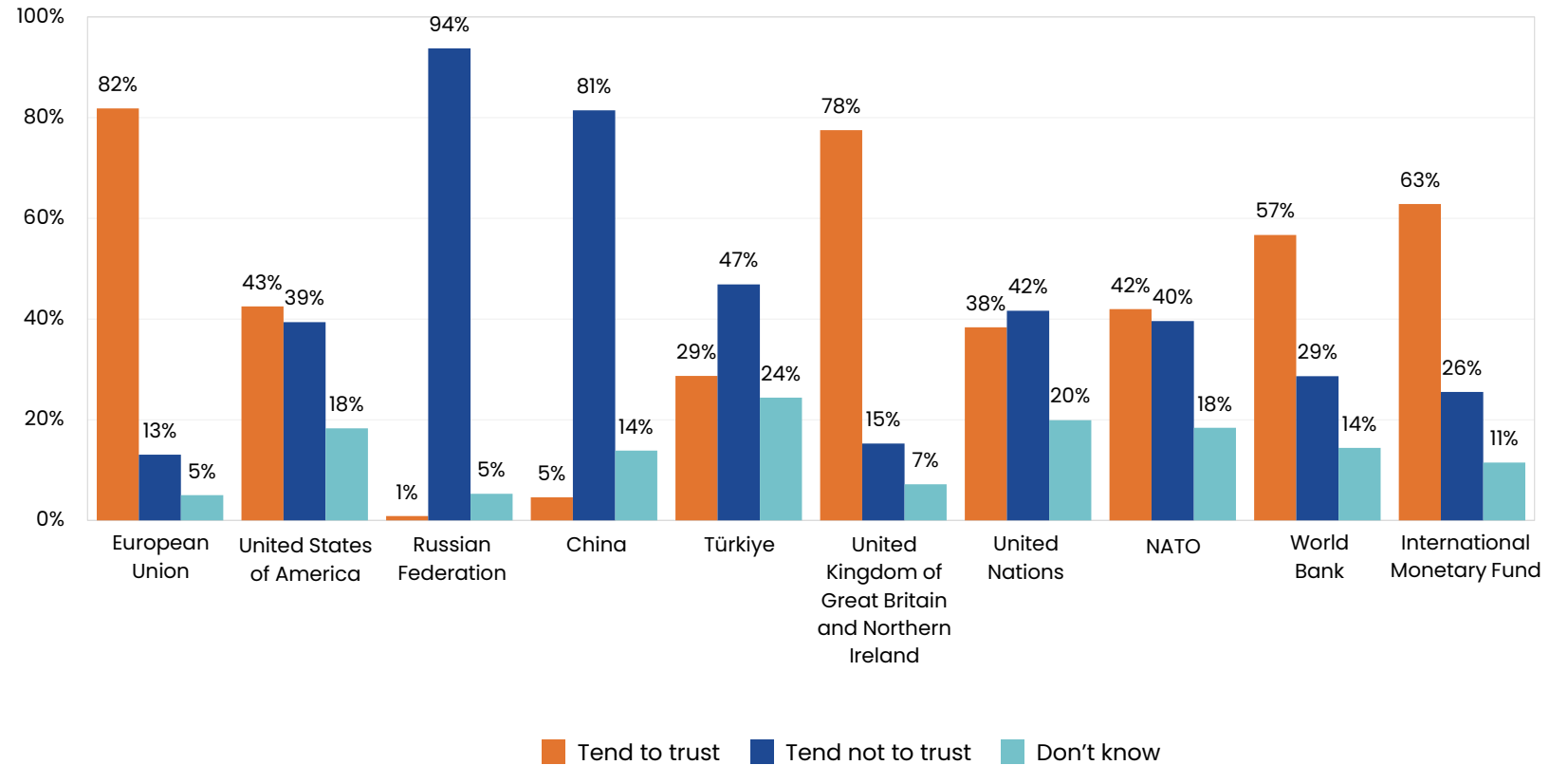
In your opinion, which factors could make Ukrainians more positively disposed towards the EU?



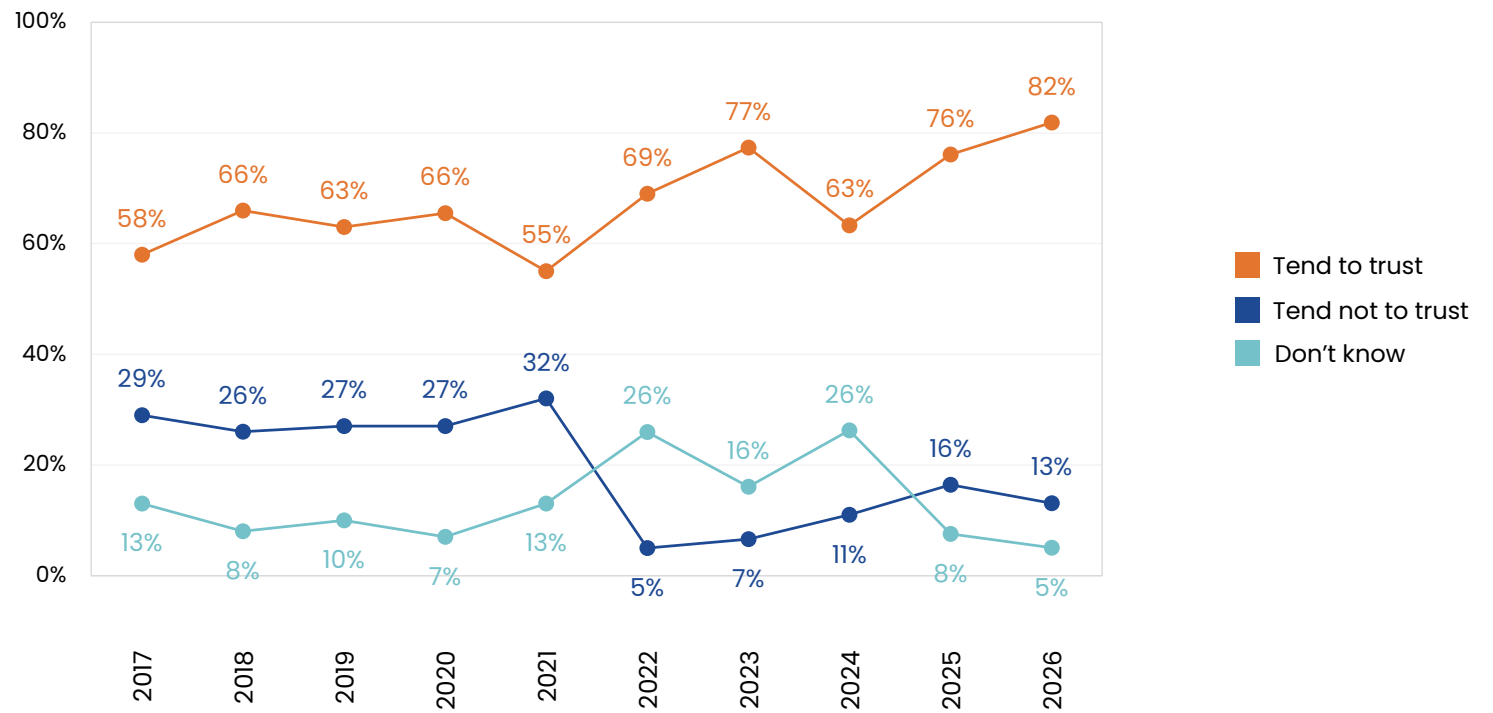
Levers to increase positive perceptions of the EU

Trust towards international institutions / countries

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

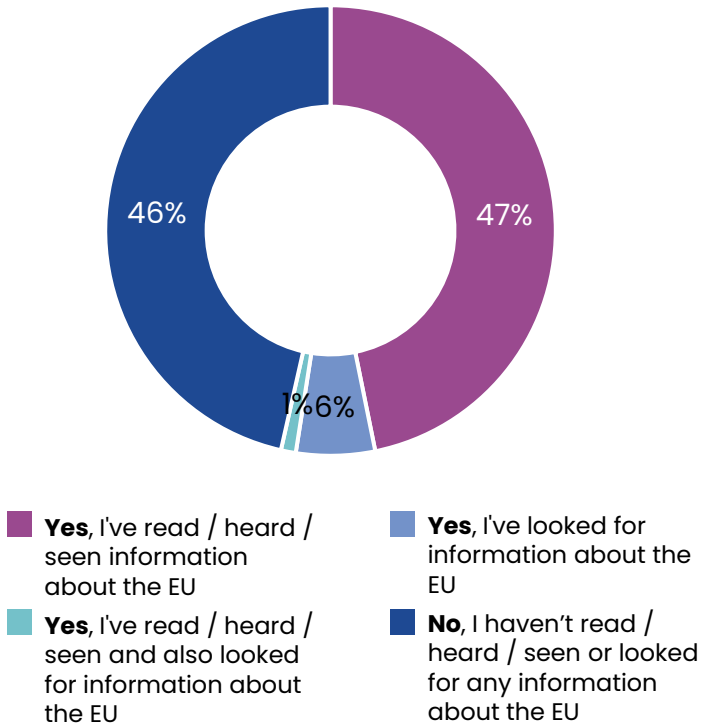


Trust towards the EU over time

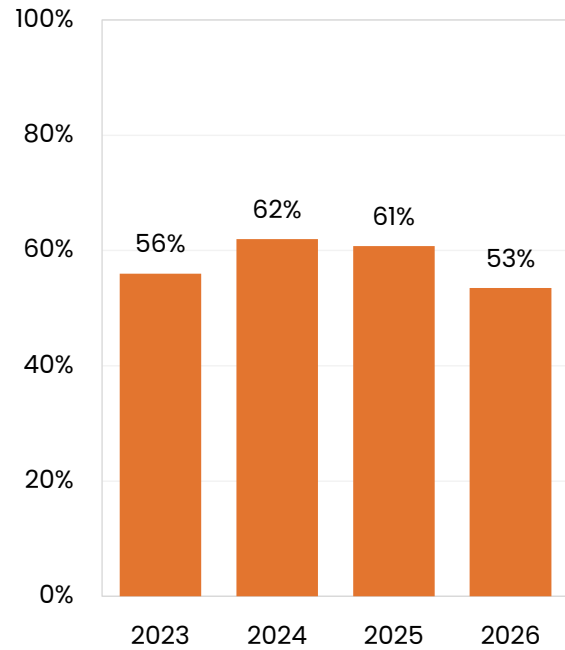


Have you read, seen or heard, or looked for any information about the EU in the last three months?

2026 level of exposure to information on EU – detailed breakdown



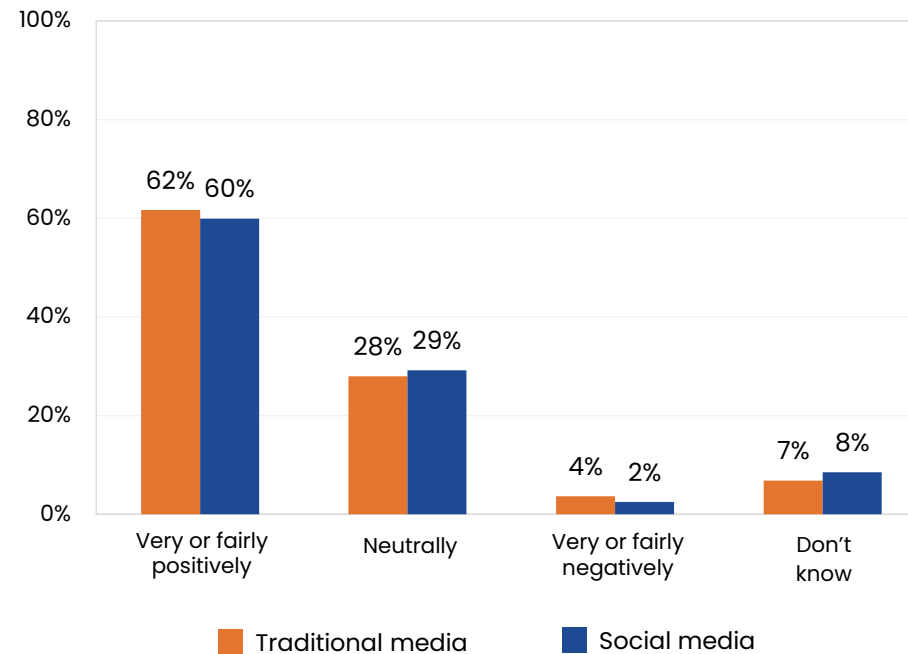
Level of exposure to information about the EU over time



Exposure to information about the EU

Media tone & access to euneighbourseast.eu website

In general, how would you say the EU was presented in traditional media (i.e., television, radio and or newspaper) and in social media?



Awareness of the euneighbourseast.eu website:

9%

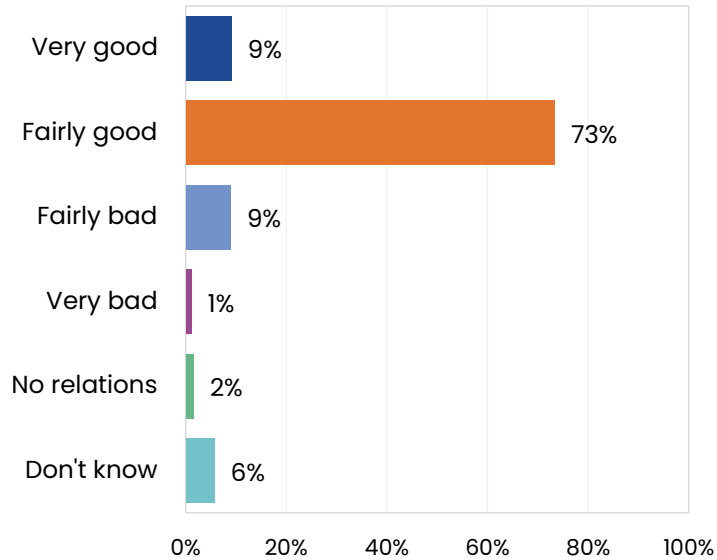
of citizens have accessed it (5%) or heard of it (4%)

3.

**PERCEPTIONS OF EU ENGAGEMENT
WITH UKRAINE:
RELATIONS & FINANCIAL SUPPORT**

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

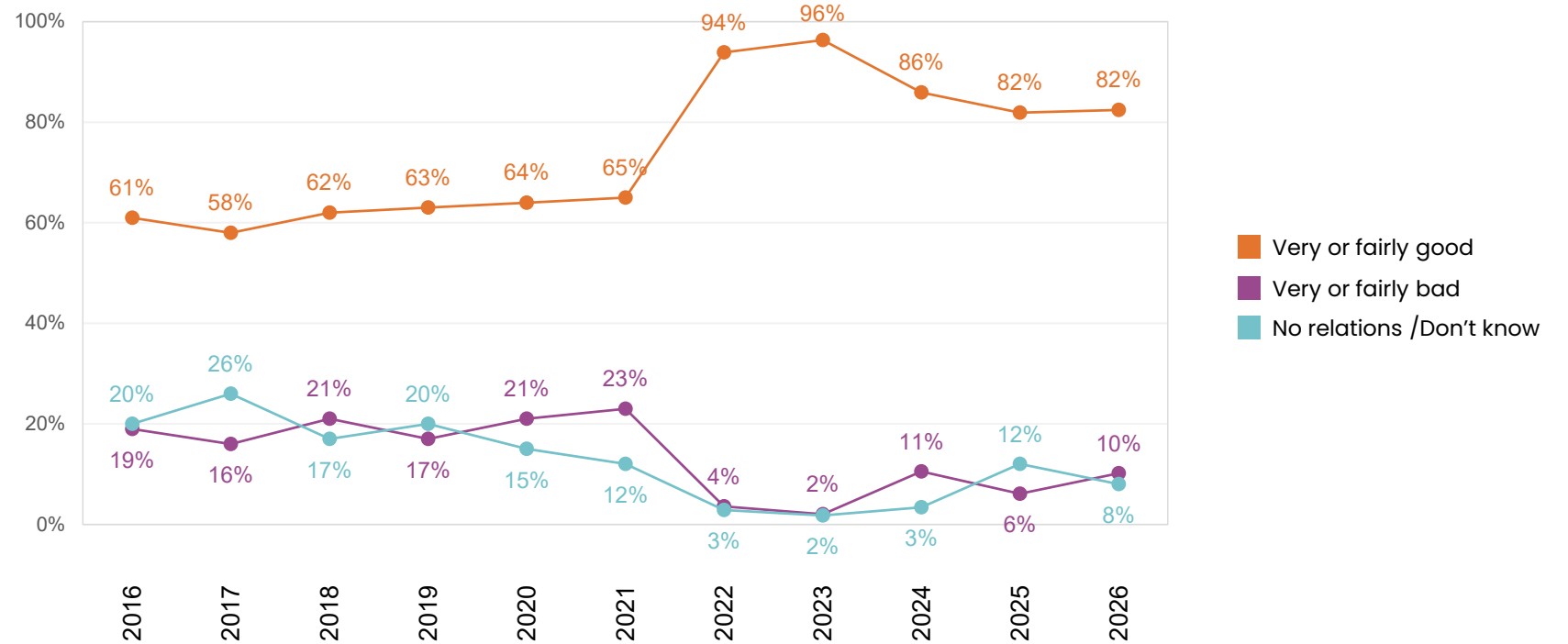
EU relations with Ukraine



82%

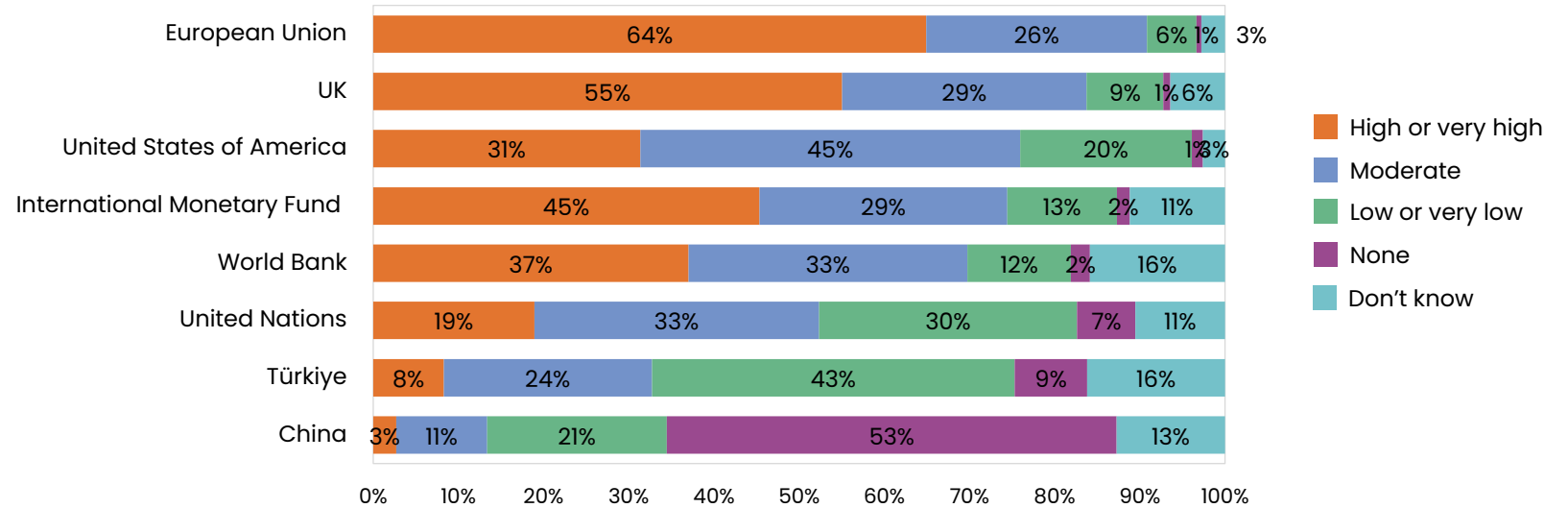
of citizens believe Ukraine has good relations
with the EU in 2026.

EU relations with Ukraine over time



In your opinion, what is the level of financial support to Ukraine from each of the following international actors?

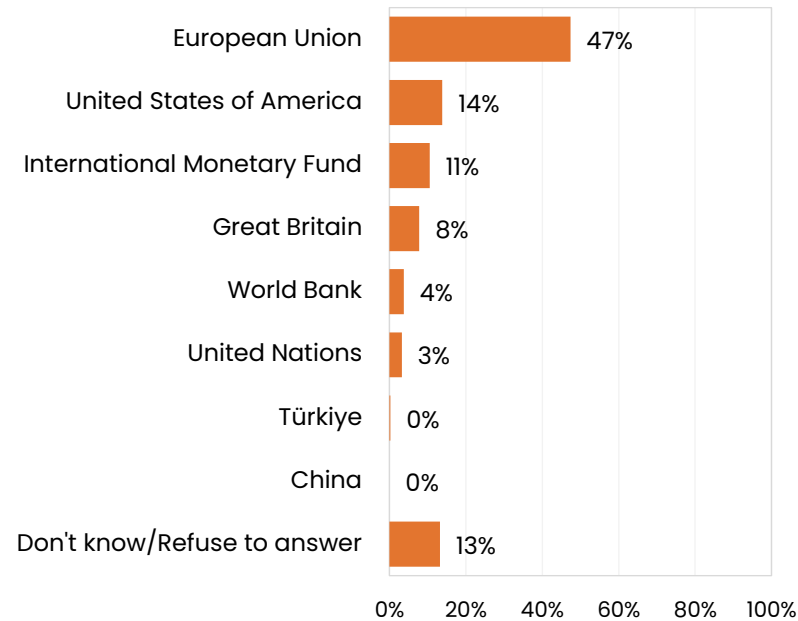
Perceptions of financial support to Ukraine from international actors



90%

of citizens believe that the level of the EU's financial support to Ukraine is high or moderate.

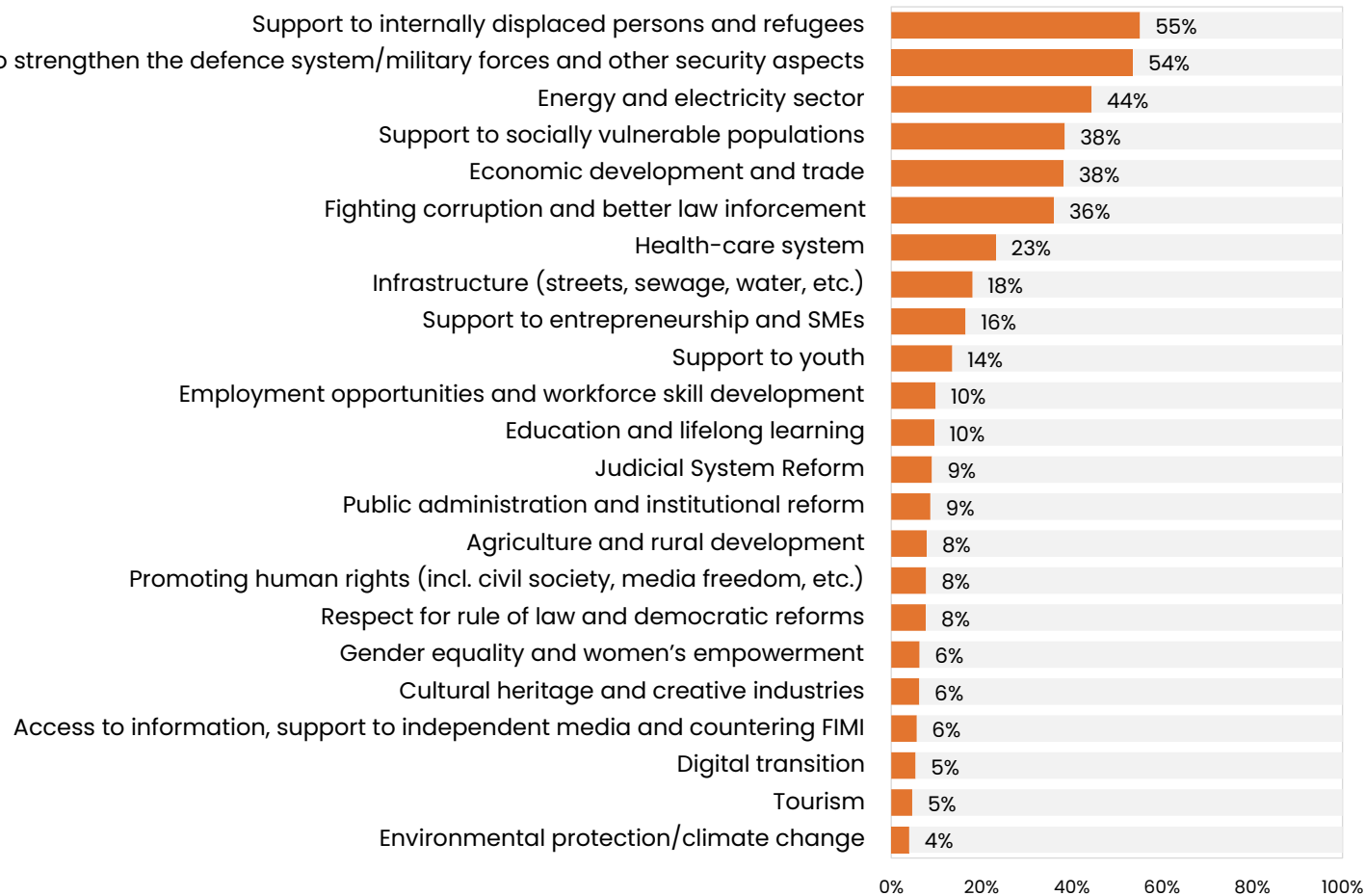
Which of these international actors do you believe is the largest financial contributor to Ukraine?



69%
of citizens perceive EU financial support as **effective** or **very effective**

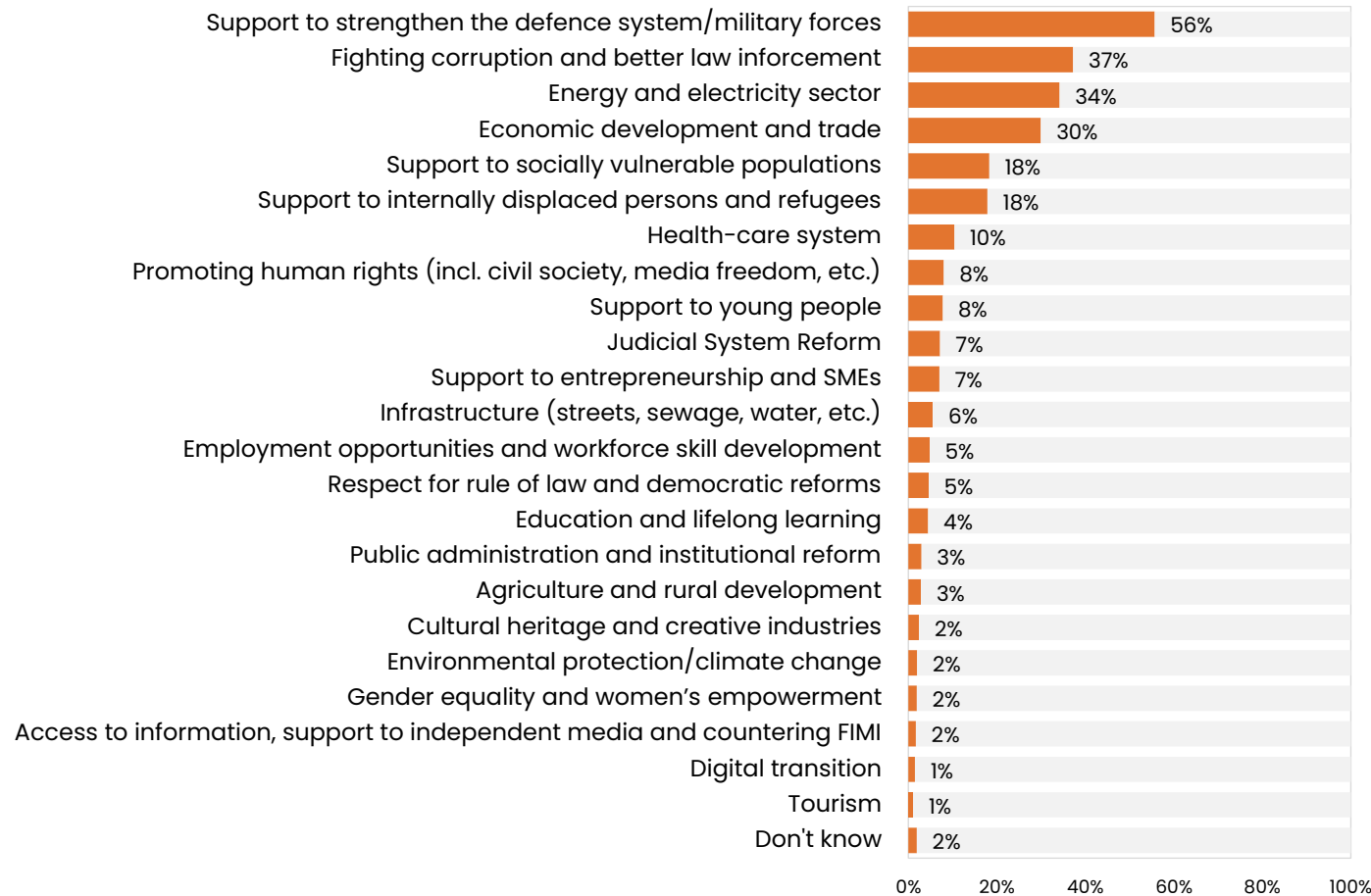
Largest financial contributor to Ukraine

Please tell us in which areas the European Union provides Ukraine with financial support:



Perceived areas of EU financial support

Please tell us in which areas you think the European Union should play a greater role in supporting Ukraine:



Top three priorities for EU support

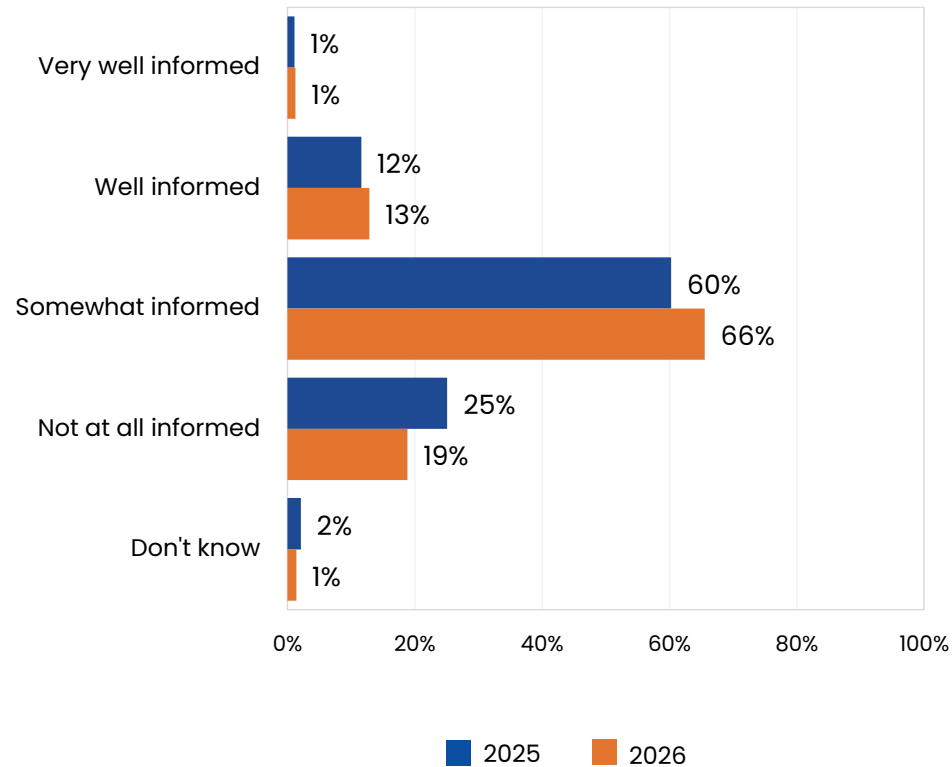


4.

EU ACCESSION: SUPPORT, EXPECTATIONS & OBSTACLES

To what extent do you consider yourself well informed about Ukraine's process of integration into the EU?

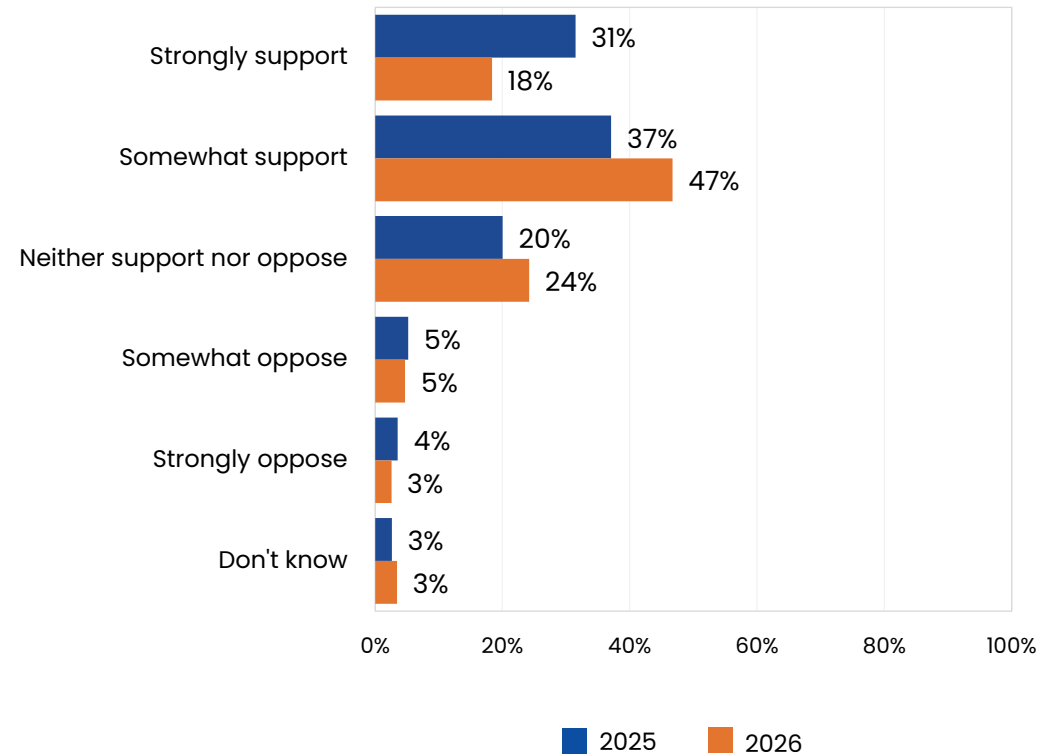
Awareness of Ukraine's EU integration process



14% of citizens say they are **well or very well informed** about Ukraine's EU integration process.

Overall, do you personally support or oppose Ukraine's accession to the EU?

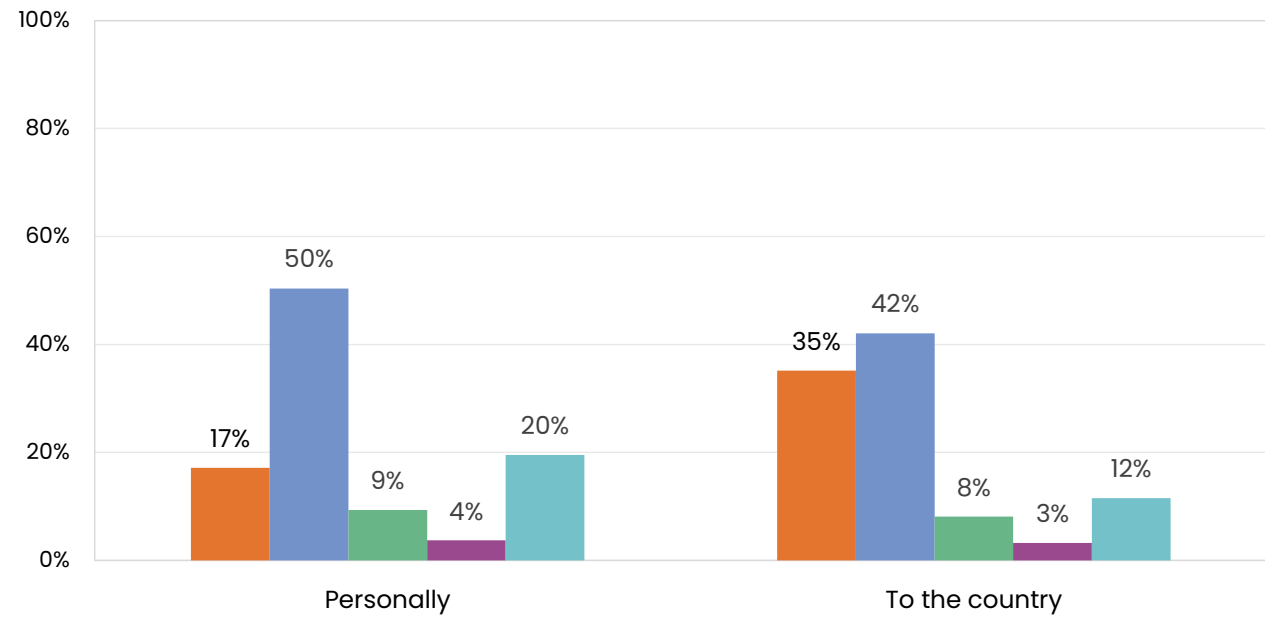
Support for Ukraine's EU accession



65%
of citizens **strongly or somewhat support** Ukraine's accession to the EU.

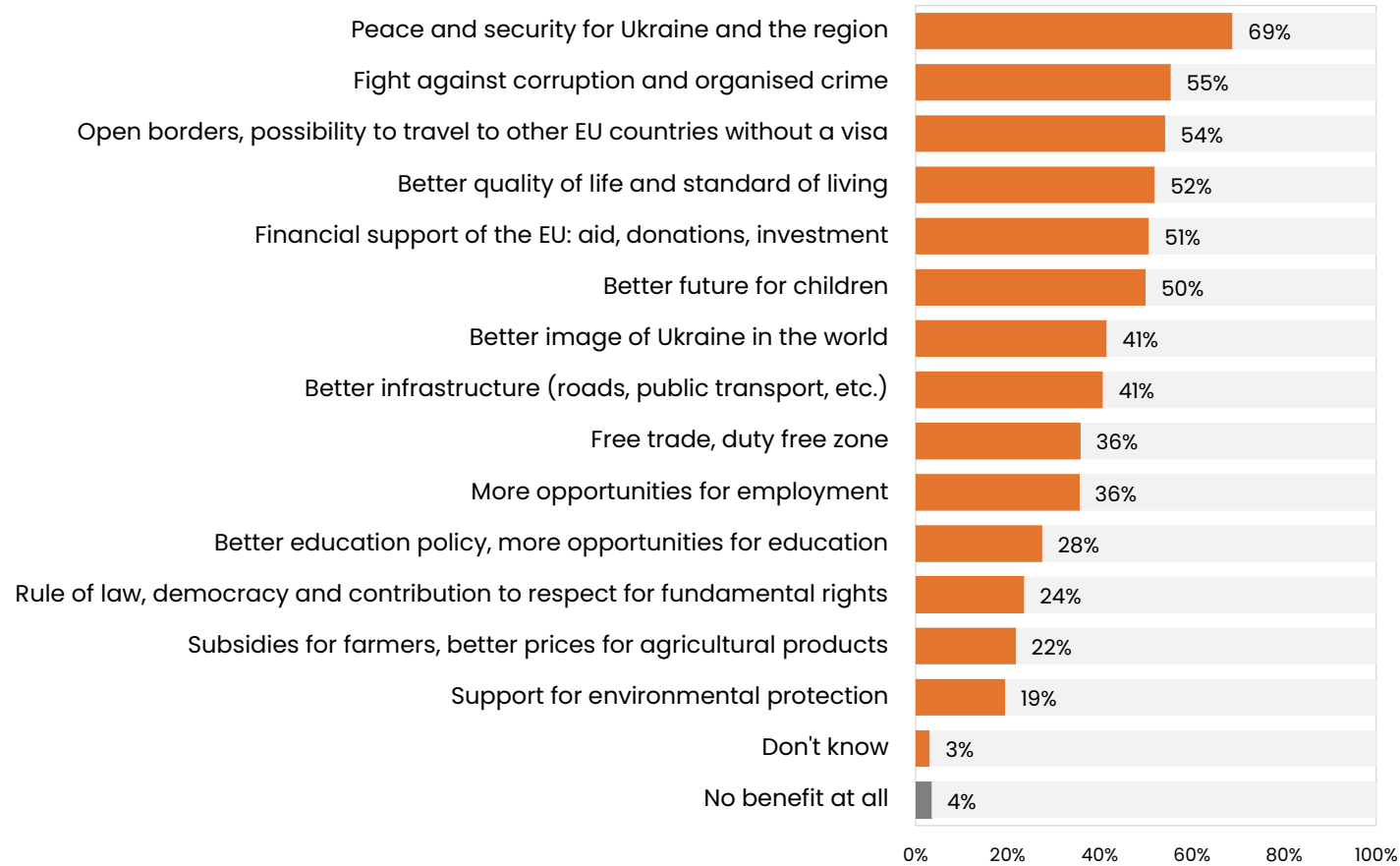
Perceptions of EU membership impact

Would you say that becoming a member of the EU would bring more advantages or more disadvantages to you personally? And Ukraine?

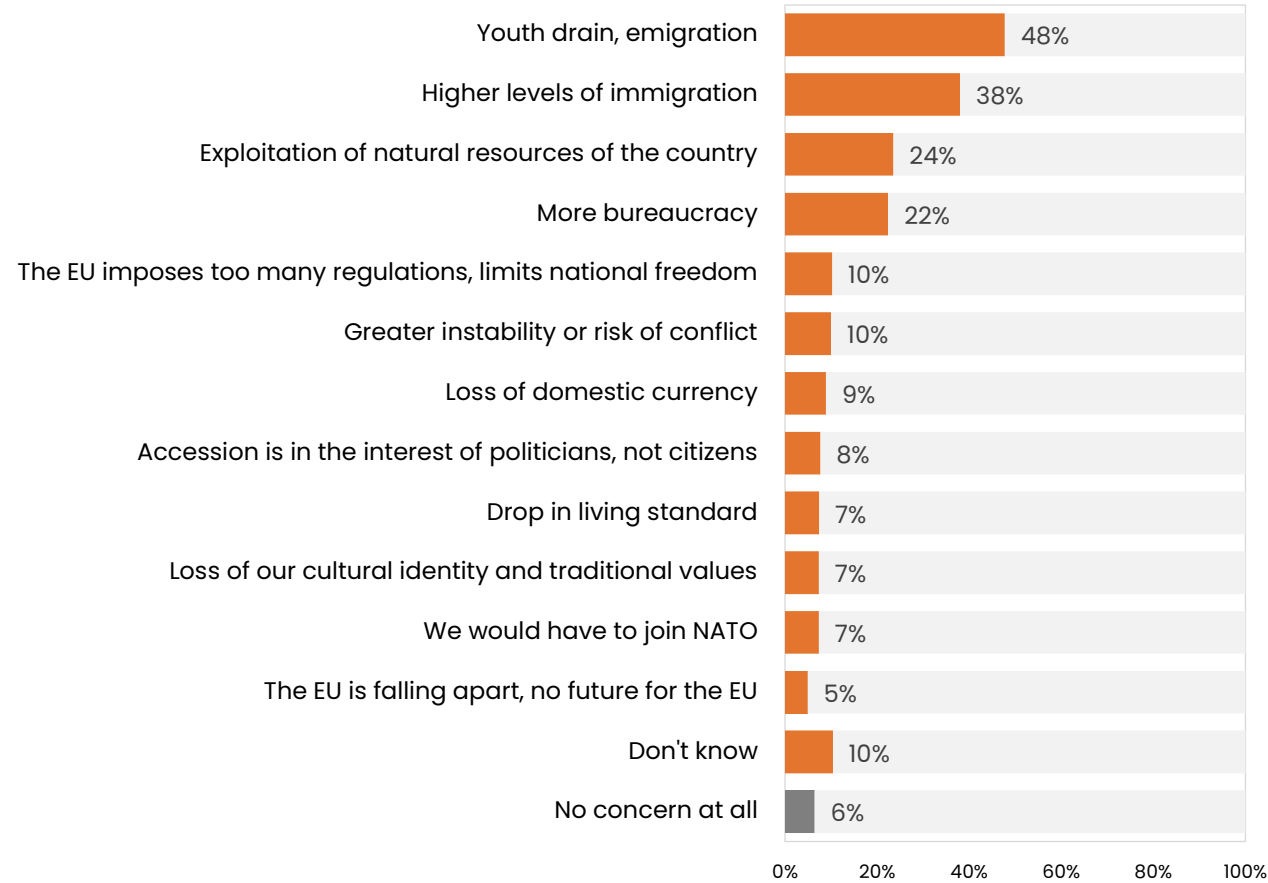


- Many more advantages than disadvantage
- Slightly more advantages than disadvantages
- Slightly more disadvantages than advantages
- Many more disadvantages than advantages
- Don't know

What do you think would be the main benefits of Ukraine becoming a member of the EU?



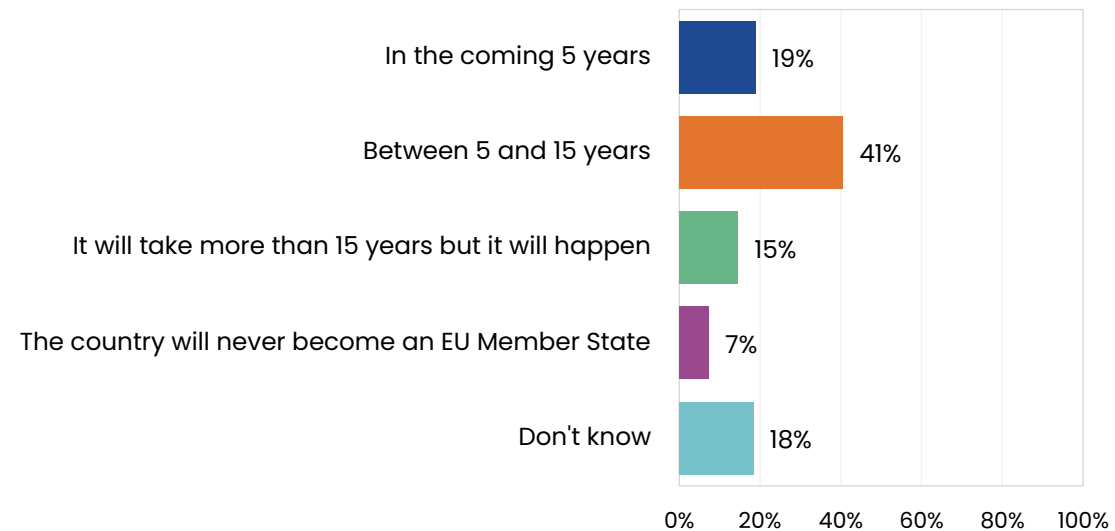
What do you think would be the main concerns of Ukraine becoming a member of the EU?



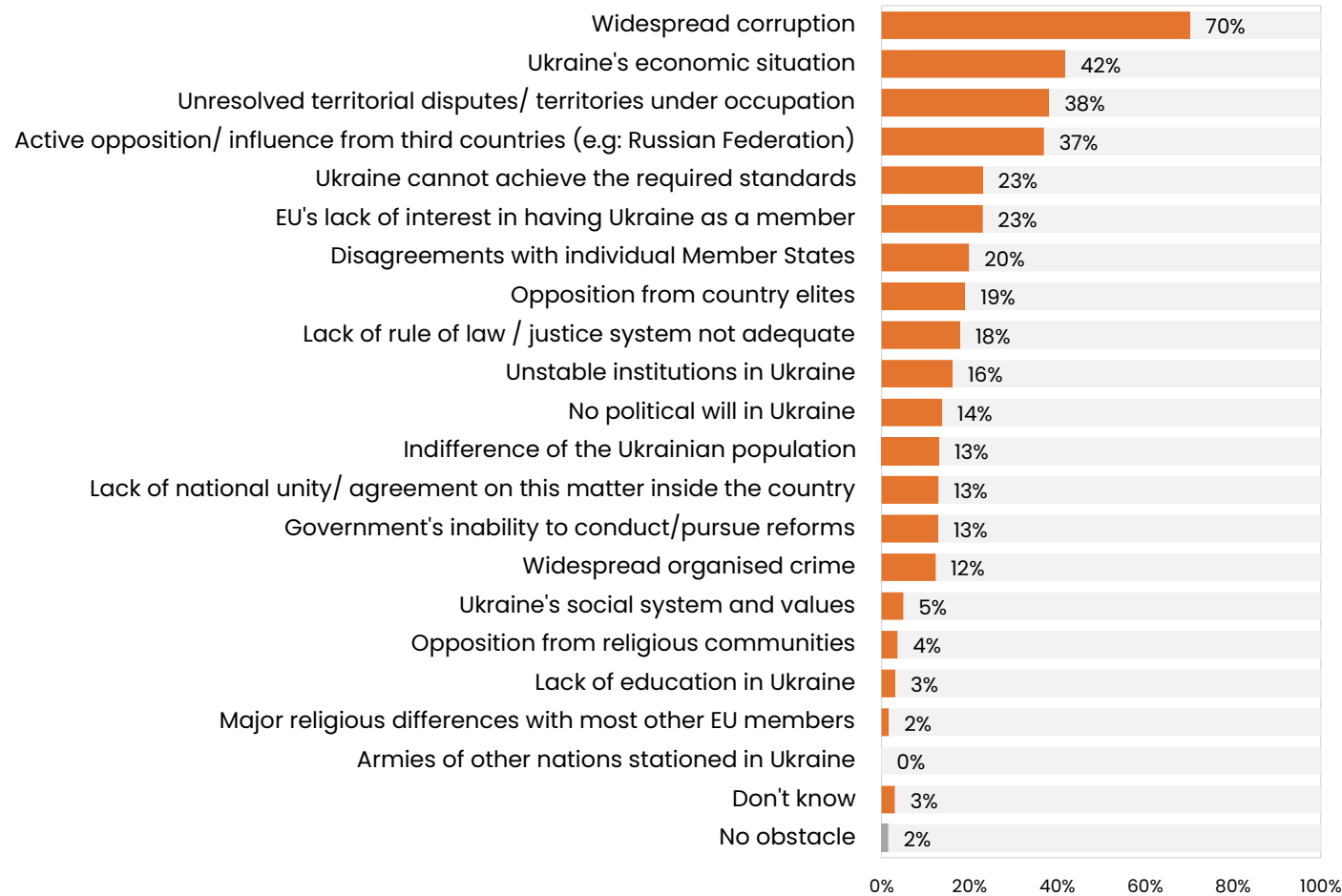
Perceived concerns of EU membership

Perceived
timeline of EU
membership

When do you personally think Ukraine will fulfil the accession criteria and become an EU Member State?



In your opinion, what are the main obstacles currently preventing Ukraine from becoming a member of the EU?



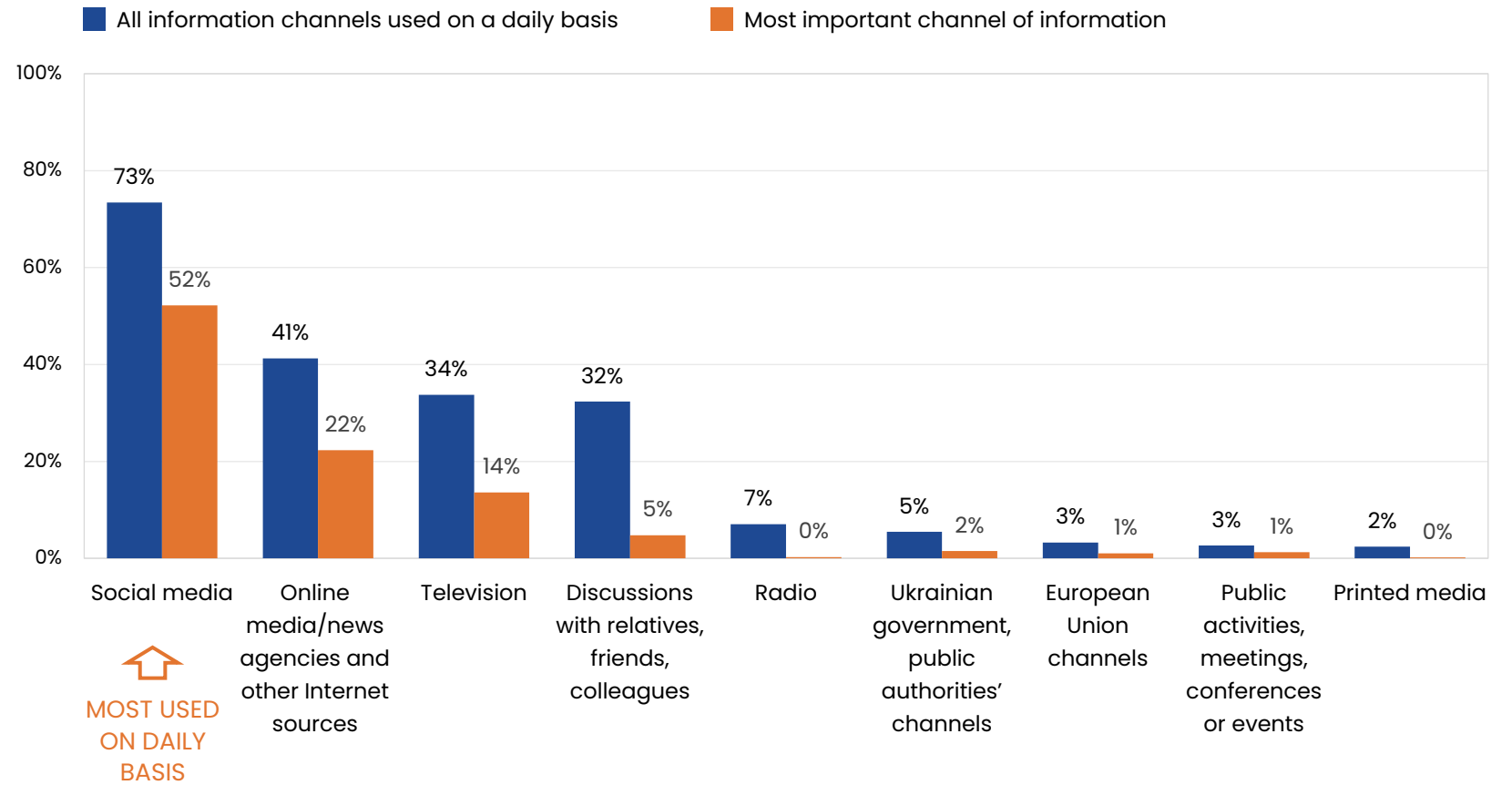
Perceived barriers to EU accession

5.

SOURCES OF INFORMATION

Which of the following information channels do you use on a daily basis to inform yourself or to follow the news?

Main sources of news and information



Stay in touch & keep informed

<https://euneighbourseast.eu>

