



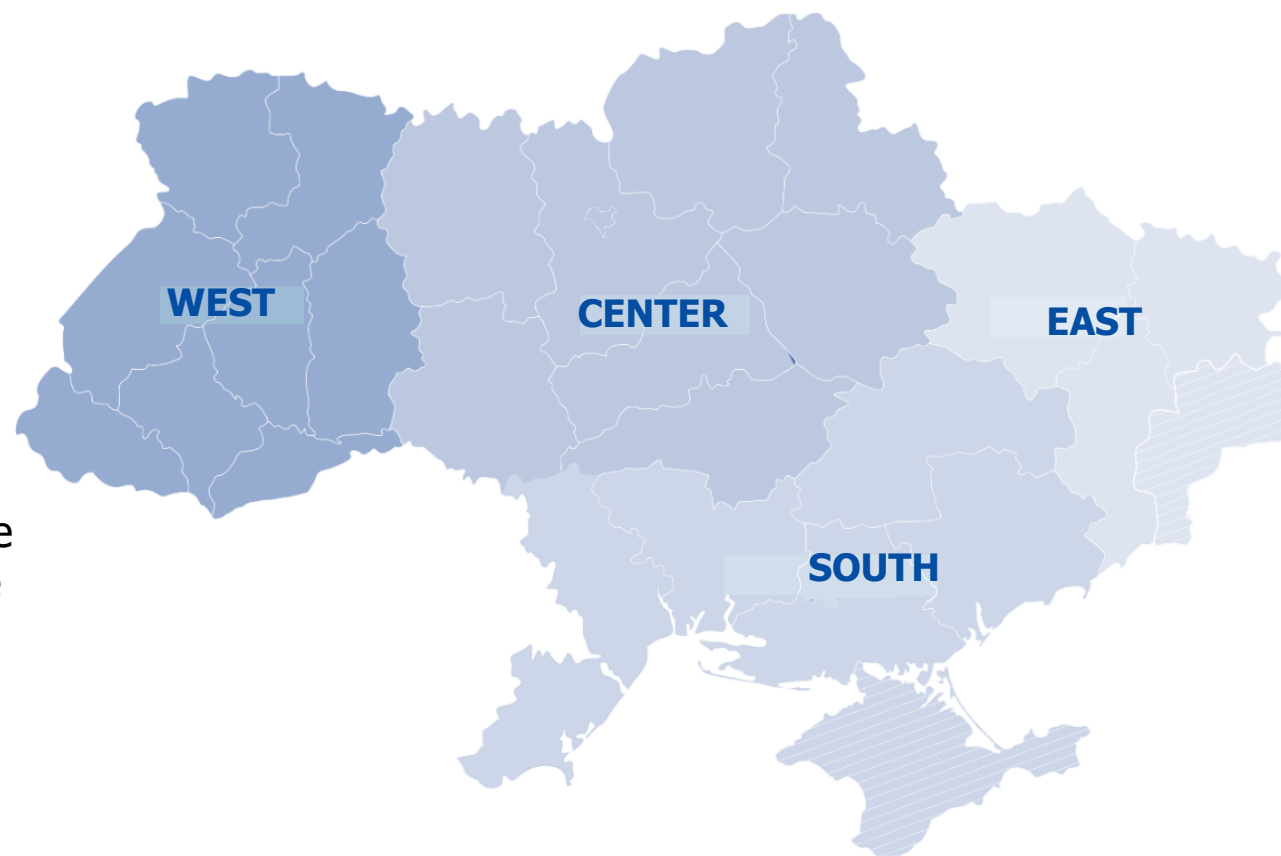
соціологічна група

РЕЙТИНГ

PUBLIC OPINION SURVEY *for* *the* EU ADVISORY MISSION UKRAINE

METHODOLOGY

- Audience: population of Ukraine aged 18 and older in all oblasts, except for the temporarily occupied territories of Crimea and Donbas, as well as areas where Ukrainian mobile communication was not available at the time of the survey. The results are weighted using the latest data from the State Statistics Service of Ukraine.
- The sample is representative in terms of age, gender, and settlement type
- Sample population: **2000 respondents**
- Survey method: CATI (Computer Assisted Telephone Interviewing). Based on a random sample of mobile phone numbers
- Error of representativeness of the survey with a confidence level of 0.95: no more than **2.2%**.
- Dates of the survey: **September 24-29, 2024.**





соціологічна група

РЕЙТИНГ

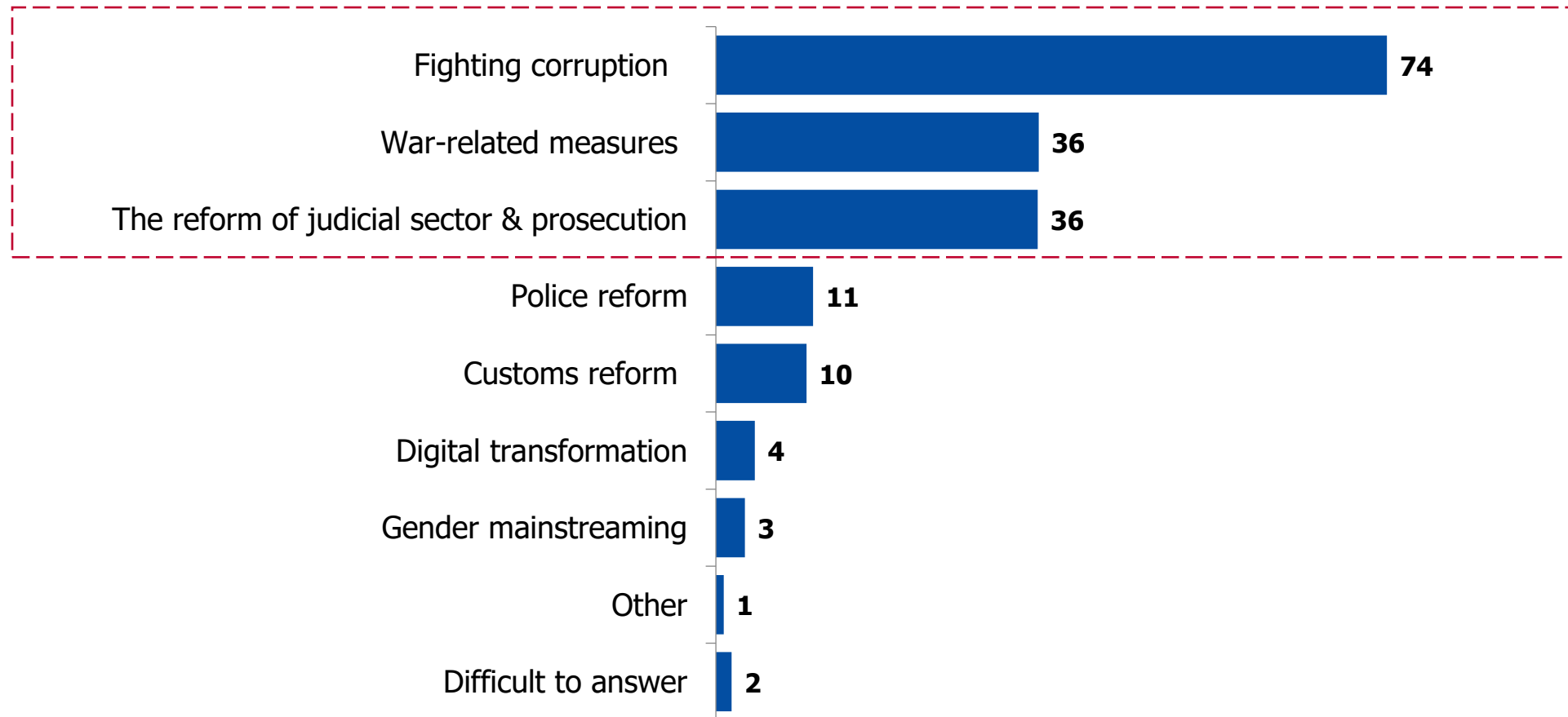
ASSESSMENTS *and* ATTITUDES *towards* REFORMS

ASSESSMENTS *and* ATTITUDES *towards* REFORMS

- Among the listed reforms, 74% of respondents consider **the fight against corruption** the most important. Reforms in national security and defense, as well as the judicial system and prosecution, are viewed as crucial by 36% each. Reforms of the police and customs system are priorities for around 10%, while digital transformation and gender equality initiatives are important for 4% and 3% of respondents, respectively.
- **The digital transformation reform** received the highest approval from respondents, with 66% saying they are completely or mostly satisfied, 20% expressing dissatisfaction, and 13% finding it difficult to respond.
- Half of the respondents are satisfied with efforts to promote **gender equality**, while about 30% are dissatisfied, and 21% remain undecided.
- Regarding **the national security reform**, 46% of respondents are satisfied with its implementation, while 47% are dissatisfied, and 7% had difficulty answering.
- **The police reform** left 57% of respondents dissatisfied, with about 40% expressing satisfaction, and 4% undecided.
- **Customs reform** saw 56% of respondents expressing dissatisfaction, nearly 30% satisfied, and 15% unable to respond.
- **The judicial system and prosecution reform** received the lowest satisfaction ratings, with 73% of respondents dissatisfied, 21% satisfied, and 7% uncertain.
- **The fight against corruption** was rated the worst, with only 15% of respondents satisfied with the reform, while 84% expressed dissatisfaction.
- Younger respondents and those with higher incomes were generally more satisfied with the progress of all the reforms.

Which of these reforms are the most important for Ukraine?

UP TO 2 ANSWERS



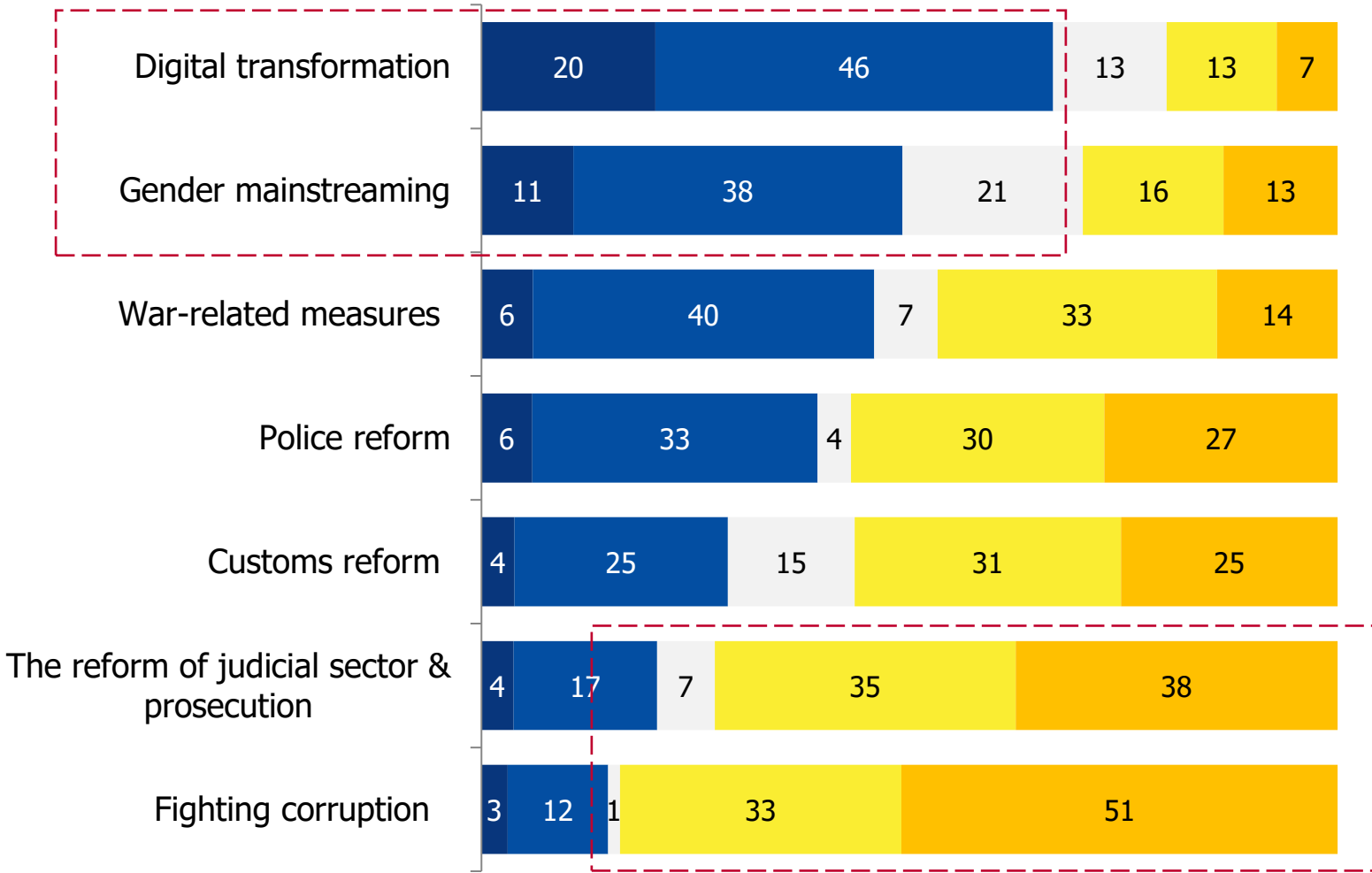
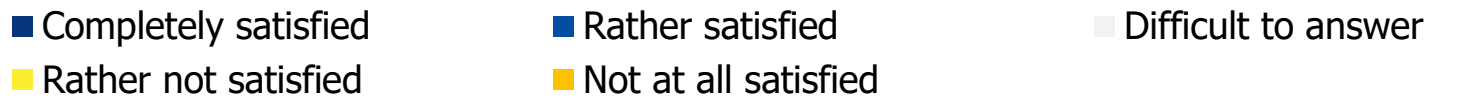
The most important reforms are the fight against corruption (**74%**), national security and defense reform (**36%**), and the reform of the judicial system and prosecution (**36%**).

Which of these reforms are the most important for Ukraine?

UP TO 2 ANSWERS

| REGIONS. TYPE OF SETTLEMENT. AGE. INCOME | West | Center | South | East | Kyiv | Regional center | Other cities | Villages | 18-29 | 30-39 | 40-49 | 50-59 | 60+ | Poor | Low-income | Middle income | High Income |
|---|------|--------|-------|------|------|-----------------|--------------|----------|-------|-------|-------|-------|-----|------|------------|---------------|-------------|
| Fighting corruption | 78 | 73 | 74 | 73 | 69 | 72 | 74 | 78 | 70 | 77 | 74 | 77 | 73 | 75 | 75 | 76 | 71 |
| War-related measures | 36 | 32 | 39 | 37 | 41 | 35 | 34 | 38 | 39 | 37 | 35 | 35 | 34 | 32 | 36 | 37 | 35 |
| The reform of judicial sector & prosecution | 34 | 35 | 35 | 33 | 47 | 41 | 36 | 30 | 34 | 38 | 40 | 34 | 34 | 32 | 31 | 39 | 40 |
| Police reform | 10 | 13 | 11 | 13 | 4 | 8 | 13 | 12 | 16 | 9 | 10 | 11 | 10 | 12 | 12 | 9 | 12 |
| Customs reform | 13 | 10 | 7 | 8 | 10 | 11 | 9 | 10 | 9 | 11 | 9 | 11 | 10 | 2 | 4 | 5 | 5 |
| Digital transformation | 3 | 5 | 5 | 6 | 5 | 6 | 5 | 2 | 8 | 4 | 4 | 4 | 3 | 6 | 10 | 11 | 11 |
| Gender mainstreaming | 3 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 9 | 3 | 3 | 2 | 2 | 4 | 3 | 3 | 4 |
| Other | 1 | 1 | | 1 | 1 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | 2 | 1 | |
| Difficult to answer | 2 | 1 | 2 | 1 | 3 | 3 | 1 | 1 | 1 | 2 | 1 | 1 | 3 | 3 | 2 | 1 | 2 |

How satisfied are you with the reform progress in these areas:



Ukrainians are most satisfied with digital transformation and the support for gender equality.

The reforms that respondents are least satisfied with are those of the judicial system and prosecution, along with efforts to combat corruption.

How satisfied are you with the reform progress in these areas:

Sum 'Completely satisfied', 'Rather satisfied' %

| REGIONS. TYPE OF SETTLEMENT. AGE. INCOME | West | Center | South | East | Kyiv | Regional center | Other cities | Villages | 18-29 | 30-39 | 40-49 | 50-59 | 60+ | Poor | Low-income | Middle income | High Income | Men | Women |
|---|------|--------|-------|------|------|-----------------|--------------|----------|-------|-------|-------|-------|-----|------|------------|---------------|-------------|-----|-------|
| Digital transformation | 65 | 67 | 65 | 65 | 79 | 74 | 64 | 62 | 78 | 71 | 70 | 63 | 57 | 45 | 63 | 74 | 75 | 68 | 66 |
| Gender mainstreaming | 49 | 50 | 49 | 45 | 49 | 49 | 49 | 50 | 57 | 51 | 50 | 49 | 43 | 34 | 51 | 54 | 48 | 46 | 52 |
| War-related measures | 45 | 47 | 46 | 41 | 48 | 47 | 45 | 46 | 58 | 48 | 35 | 44 | 46 | 41 | 47 | 47 | 47 | 48 | 44 |
| Police reform | 41 | 37 | 38 | 39 | 43 | 41 | 39 | 38 | 56 | 47 | 35 | 30 | 34 | 30 | 36 | 43 | 44 | 40 | 39 |
| Customs reform | 31 | 28 | 29 | 29 | 23 | 23 | 30 | 34 | 46 | 33 | 28 | 25 | 19 | 26 | 30 | 29 | 29 | 20 | 35 |
| The reform of judicial sector & prosecution | 19 | 23 | 21 | 21 | 15 | 16 | 23 | 23 | 36 | 26 | 15 | 15 | 15 | 16 | 21 | 21 | 22 | 18 | 22 |
| Fighting corruption | 13 | 18 | 14 | 16 | 13 | 12 | 15 | 18 | 31 | 17 | 9 | 10 | 11 | 14 | 15 | 14 | 17 | 14 | 16 |



соціологічна група

РЕЙТИНГ

TRUST *in* LAW ENFORCEMENT SECTOR *and* JUDICIAL

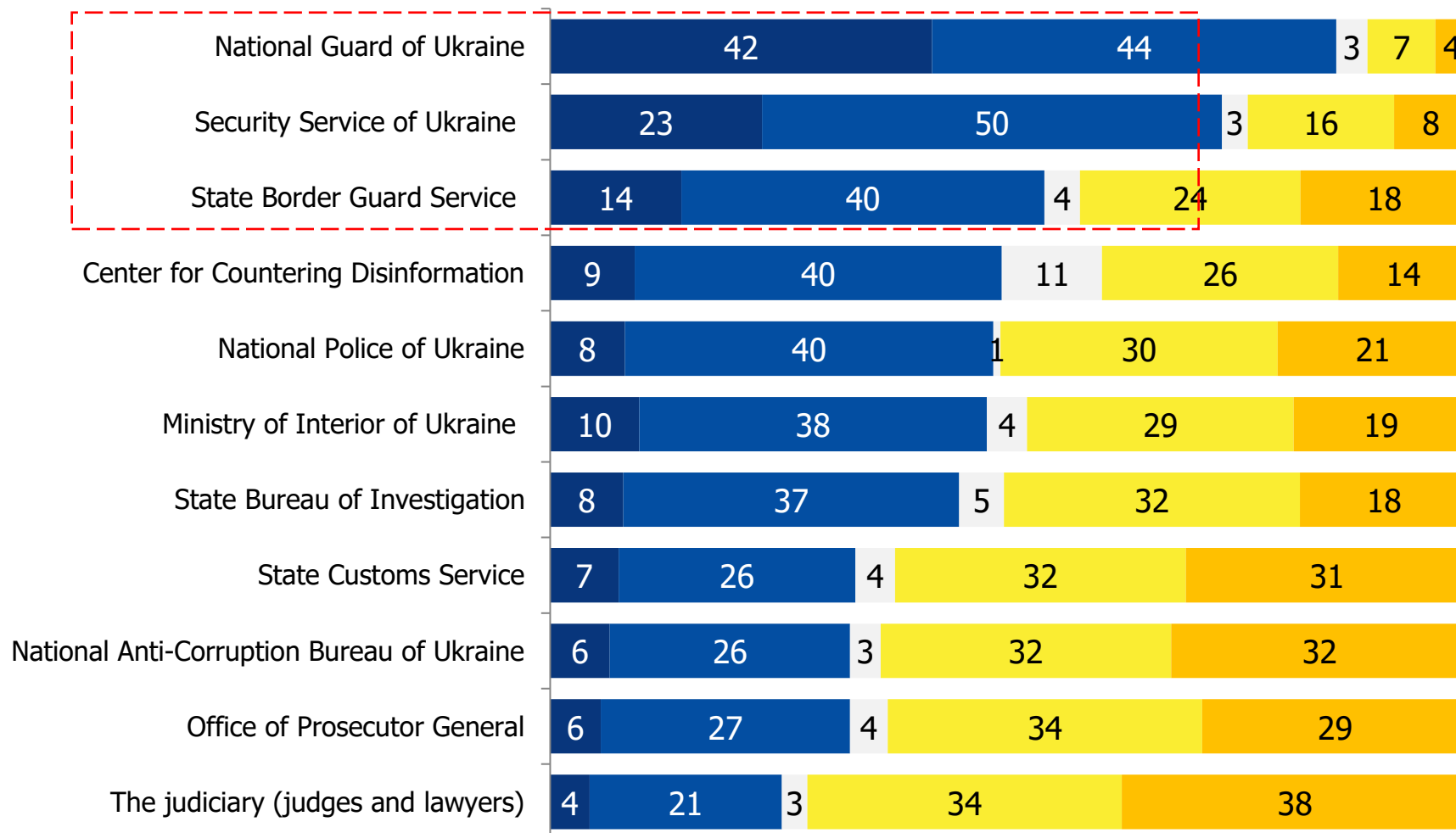


TRUST *in* LAW ENFORCEMENT SECTOR *and* JUDICIAL

- **The National Guard of Ukraine** is trusted by 86% of respondents, while 11% express distrust. Trust in this institution has grown over time: in 2023, 72% reported trust in the National Guard.
- **The Security Service of Ukraine** is trusted by 73% of respondents, though 24% express distrust. This year, the number of those who trust the SBU has increased by 14%.
- **The State Border Guard Service** is trusted by 54% of respondents, while 42% express some level of distrust toward it.
- Nearly half of respondents trust the **Center for Countering Disinformation**, while 40% express distrust in the institution.
- Both the **National Police** and the **Ministry of Internal Affairs** are trusted by almost half of the respondents (48% each), with 51% distrusting the National Police and 38% distrusting the Ministry of Internal Affairs. Trust in the National Police has slightly decreased, as in 2023, 56% expressed trust in this institution.
- **The State Bureau of Investigation** is trusted by 45% of respondents, while 50% do not trust it.
- **The National Anti-Corruption Bureau, the Prosecutor General's Office, and the State Customs Service** have similar figures: about one-third of respondents express trust in them, while over 60% do not trust these institutions.
- **The judiciary** has the lowest level of trust among the selected institutions, with only 25% of respondents expressing trust, while 72% do not trust it.
- Younger respondents, those with higher incomes and residents of smaller towns and villages are generally more inclined to trust institutions.

How much do you trust such institutions?

■ Trust
 ■ Rather trust
 ■ Difficult to answer
 ■ Rather do not trust
 ■ Do not trust at all

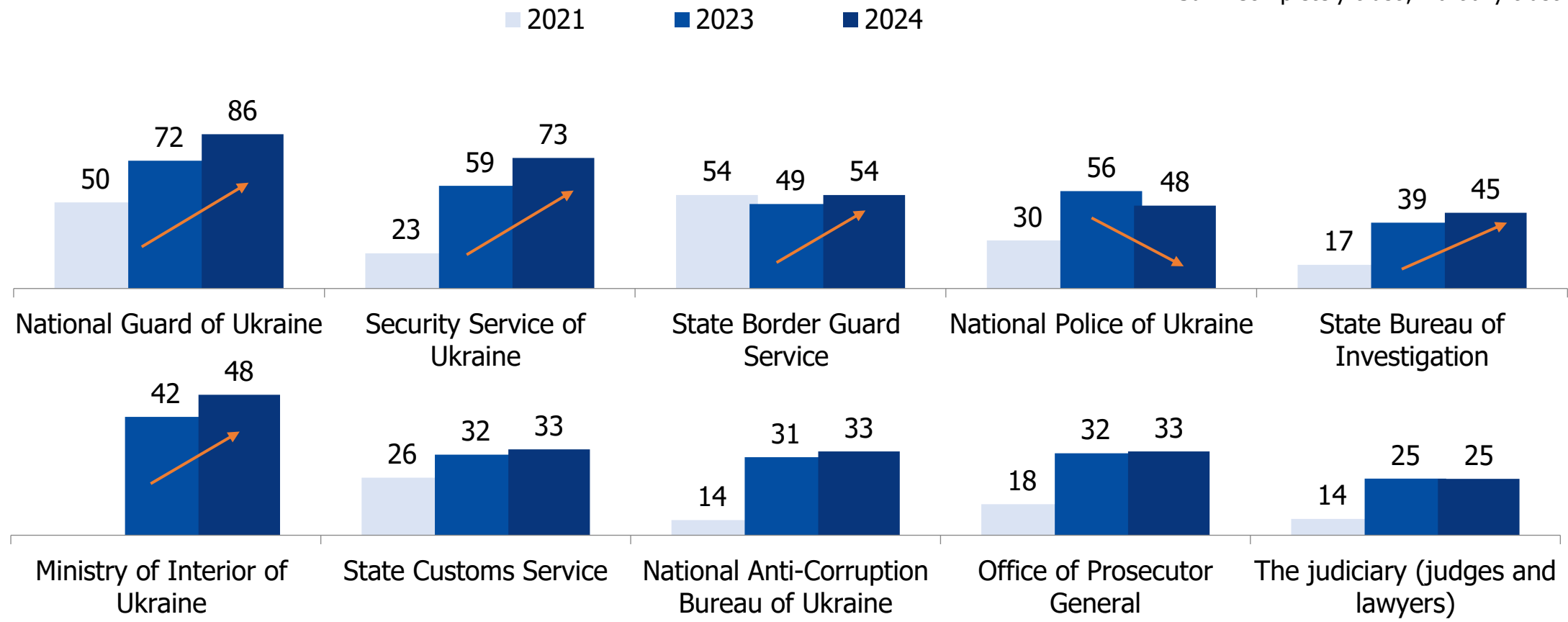


Respondents place the most trust in institutions related to defense and security, such as the National Guard, the Security Service of Ukraine, and the State Border Guard Service.

The lowest of trust are held by the State Customs Service, the National Anti-Corruption Bureau, the Prosecutor General's Office, and the judiciary as a whole.

How much do you trust such institutions?

Sum 'Completely trust', 'Partially trust' %



Compared to last year, trust has increased in the National Guard, the Security Service of Ukraine, the State Border Guard Service, the State Bureau of Investigation, and the Ministry of Internal Affairs. However, trust in the National Police in 2024 is lower than last year's results.

How much do you trust such institutions?

Sum 'Completely trust', 'Partially trust' %

| REGIONS. TYPE OF SETTLEMENT. AGE. INCOME | West | Center | South | East | Kyiv | Regional center | Other cities | Villages | 18-29 | 30-39 | 40-49 | 50-59 | 60+ | Poor | Low-income | Middle income | High Income |
|--|------|--------|-------|------|------|-----------------|--------------|----------|-------|-------|-------|-------|-----|------|------------|---------------|-------------|
| National Guard of Ukraine | 85 | 85 | 87 | 82 | 87 | 86 | 84 | 87 | 84 | 87 | 85 | 86 | 85 | 81 | 85 | 88 | 86 |
| Security Service of Ukraine | 72 | 73 | 75 | 68 | 75 | 75 | 72 | 73 | 83 | 76 | 68 | 69 | 71 | 61 | 73 | 77 | 75 |
| State Border Guard Service | 55 | 54 | 54 | 53 | 50 | 51 | 52 | 58 | 58 | 51 | 54 | 52 | 54 | 54 | 53 | 55 | 52 |
| Center for Countering Disinformation | 50 | 49 | 45 | 49 | 56 | 51 | 47 | 49 | 58 | 53 | 49 | 49 | 42 | 37 | 48 | 53 | 53 |
| National Police of Ukraine | 49 | 47 | 48 | 44 | 55 | 52 | 47 | 45 | 54 | 55 | 45 | 44 | 44 | 37 | 46 | 52 | 52 |
| Ministry of Interior of Ukraine | 46 | 51 | 48 | 46 | 42 | 44 | 50 | 48 | 61 | 53 | 46 | 39 | 43 | 36 | 48 | 50 | 52 |
| State Bureau of Investigation | 43 | 47 | 44 | 46 | 41 | 42 | 45 | 47 | 61 | 48 | 38 | 37 | 42 | 44 | 43 | 44 | 48 |
| State Customs Service | 29 | 37 | 36 | 35 | 27 | 29 | 34 | 37 | 50 | 37 | 34 | 29 | 24 | 32 | 35 | 33 | 33 |
| National Anti-Corruption Bureau of Ukraine | 34 | 36 | 30 | 28 | 29 | 28 | 34 | 36 | 37 | 32 | 30 | 33 | 32 | 29 | 33 | 31 | 37 |
| Office of Prosecutor General | 31 | 36 | 32 | 37 | 27 | 28 | 33 | 37 | 48 | 41 | 26 | 27 | 26 | 26 | 34 | 33 | 36 |
| The judiciary (judges and lawyers) | 22 | 26 | 28 | 31 | 17 | 22 | 26 | 28 | 36 | 29 | 25 | 19 | 21 | 23 | 27 | 25 | 25 |



соціологічна група

РЕЙТИНГ

PERCEPTION *of* EU SUPPORT

PERCEPTION *of* EU SUPPORT

- The most relevant areas of support for Ukraine from the EU, according to respondents, include **fighting corruption** (62%), **assistance to liberated territories** (43%), **support in investigating war crimes** (38%), and **ensuring fair justice** (31%). Consultations on Ukraine's EU accession are considered relevant by 21% of respondents. Assistance at border checkpoints and help with public communication are seen as relevant areas by 9% and 7%, respectively.
- **The most effective EU assistance**, according to Ukrainians, **is aid to liberated territories** - 48% rated it as effective, while 37% considered it ineffective, and 14% found it difficult to respond. **Consultations on Ukraine's EU accession** were seen as effective by 48%, with 43% deeming them ineffective, and 10% unsure. **Public communication support** was positively assessed by 44%, while 32% found it ineffective, and nearly a quarter struggled to give a response. **Support in investigating war crimes** was considered effective by 38%, though a larger portion (46%) deemed it ineffective, with around 15% unsure. **Assistance at border checkpoints** was rated as effective by 34% of respondents, 27% considered it ineffective, and 39% could not provide an answer. **Support for fair justice** and the rule of law, according to respondents, is **the fight against corruption**: only 24% consider it effective, while 70% see it as ineffective, with 6% unable to respond.
- Young people, rural residents, and wealthier respondents gave relatively better assessments of the effectiveness of EU assistance.

Which EU support out of this list is the most relevant to Ukraine now?

UP TO 3 ANSWERS



Respondents consider the most relevant areas of support for Ukraine from the EU to be the fight against corruption (**62%**), assistance to liberated territories (**43%**), support in the investigation of war crimes (38%), and ensuring fair justice (**31%**).

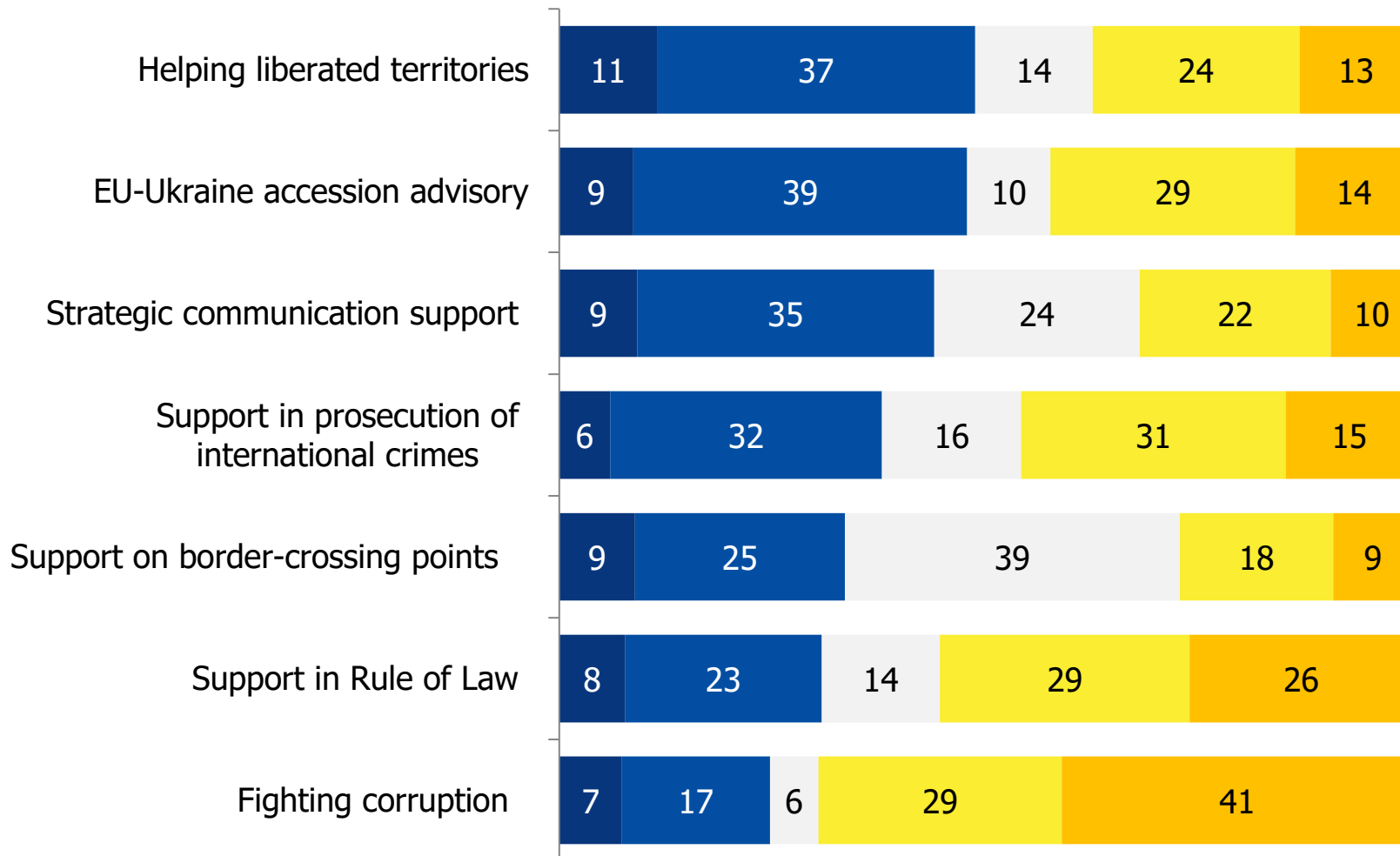
Which EU support out of this list is the most relevant to Ukraine now?

UP TO 3 ANSWERS

| REGIONS. TYPE OF SETTLEMENT. AGE. INCOME | West | Center | South | East | Kyiv | Regional center | Other cities | Villages | 18-29 | 30-39 | 40-49 | 50-59 | 60+ | Poor | Low-income | Middle income | High Income |
|--|---------------------|--------|-------|------|------|-----------------|--------------|----------|-------|-------|-------|-------|-----|------|------------|---------------|-------------|
| | Fighting corruption | 63 | 64 | 64 | 60 | 53 | 59 | 65 | 63 | 64 | 64 | 62 | 60 | 62 | 64 | 61 | 63 |
| Helping liberated territories | 42 | 45 | 42 | 42 | 48 | 46 | 40 | 44 | 51 | 49 | 43 | 42 | 36 | 38 | 41 | 46 | 46 |
| Support in prosecution of international crimes | 42 | 38 | 36 | 32 | 38 | 39 | 40 | 36 | 40 | 39 | 39 | 41 | 34 | 29 | 36 | 42 | 42 |
| Support in Rule of Law | 35 | 30 | 29 | 24 | 32 | 32 | 30 | 30 | 30 | 32 | 37 | 30 | 27 | 25 | 27 | 36 | 31 |
| EU-Ukraine accession advisory | 23 | 20 | 15 | 21 | 29 | 23 | 19 | 19 | 20 | 20 | 18 | 21 | 23 | 15 | 20 | 22 | 24 |
| Support on border-crossing points | 9 | 8 | 9 | 8 | 8 | 8 | 8 | 10 | 13 | 12 | 7 | 8 | 5 | 8 | 7 | 10 | 11 |
| Strategic communication support | 6 | 6 | 8 | 8 | 5 | 7 | 7 | 6 | 9 | 6 | 8 | 6 | 5 | 7 | 7 | 6 | 5 |
| Other | 3 | 3 | 4 | 7 | 5 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 5 | 5 | 5 | 3 | 2 |
| Difficult to answer | 3 | 4 | 4 | 7 | 6 | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 5 | 4 | 7 | 2 | 3 |

How effective is the assistance to Ukraine from the European Union in such areas now?

■ Quite effective
 ■ Rather effective
 ■ Difficult to answer
 ■ Rather ineffective
 ■ Completely ineffective



Respondents consider the most effective EU assistance to be support for liberated territories, consultations on EU accession, and help with public communications.

The least effective areas of support, according to respondents, were justice reform and the fight against corruption.

How effective is the assistance to Ukraine from the European Union in such areas now?

Sum `Quite effective', `Rather effective' %

| REGIONS. TYPE OF SETTLEMENT. AGE. INCOME | West | Center | South | East | Kyiv | Regional center | Other cities | Villages | 18-29 | 30-39 | 40-49 | 50-59 | 60+ | Poor | Low-income | Middle income | High Income |
|--|------|--------|-------|------|------|-----------------|--------------|----------|-------|-------|-------|-------|-----|------|------------|---------------|-------------|
| Helping liberated territories | 47 | 50 | 48 | 54 | 45 | 46 | 45 | 55 | 52 | 52 | 45 | 46 | 49 | 50 | 49 | 50 | 47 |
| EU-Ukraine accession advisory | 52 | 49 | 43 | 38 | 51 | 47 | 47 | 50 | 52 | 44 | 40 | 48 | 53 | 45 | 47 | 48 | 50 |
| Strategic communication support | 44 | 45 | 44 | 45 | 42 | 39 | 47 | 46 | 52 | 49 | 42 | 45 | 36 | 37 | 43 | 46 | 46 |
| Support in prosecution of international crimes | 41 | 43 | 31 | 34 | 34 | 34 | 39 | 41 | 44 | 30 | 33 | 36 | 45 | 34 | 38 | 39 | 37 |
| Support on border-crossing points | 33 | 34 | 35 | 30 | 31 | 33 | 34 | 34 | 43 | 37 | 27 | 35 | 29 | 35 | 29 | 35 | 36 |
| Support in Rule of Law | 32 | 34 | 26 | 30 | 29 | 27 | 28 | 37 | 36 | 32 | 26 | 29 | 30 | 30 | 31 | 31 | 32 |
| Fighting corruption | 26 | 25 | 21 | 23 | 27 | 25 | 21 | 28 | 28 | 30 | 21 | 24 | 22 | 26 | 23 | 24 | 28 |



соціологічна група

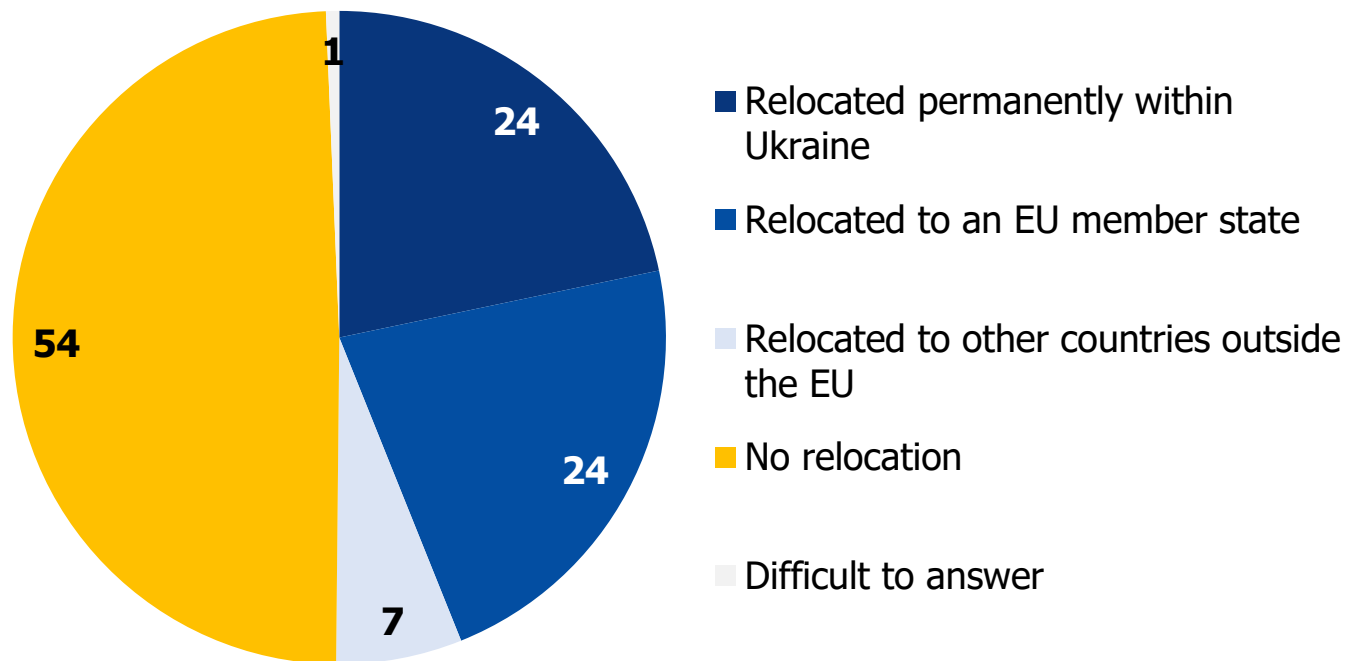
РЕЙТИНГ

ATTITUDES *towards* MIGRATION

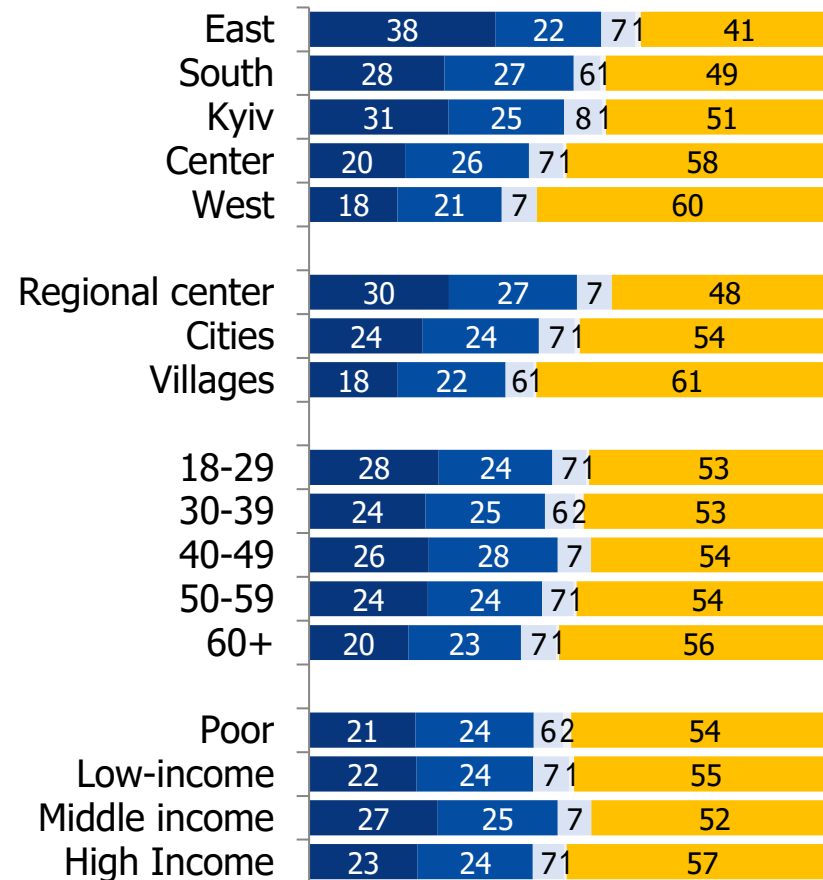
ATTITUDES TOWARDS MIGRATION

- **More than half of the surveyed Ukrainians (55%) have relatives who were forced to relocate** due to the full-scale invasion. Within the country, 24% of respondents have family members who have moved to a different region, while another 24% have relatives who have relocated to EU countries, and 7% have close ones who moved to non-EU countries. The highest proportion of respondents with relatives who have gone abroad is found among residents of East and South of Ukraine, as well as those living in regional centers.
- **A large majority (91%) of respondents do not plan to move to EU countries in the coming years**, while 7% do. The intention to relocate is most common among young people (15%).

Do you have close relatives that have relocated due to the full-scale invasion?



Region. Type of settlement. Age. Income



More than half of surveyed Ukrainians (**55%**) have relatives who relocated due to the full-scale invasion. The highest number of respondents with family members who have moved abroad is among residents of the East (**70%**) and the South, as well as those in regional centers (**57%**).



соціологічна група

РЕЙТИНГ

ACCESSION *to the* EU

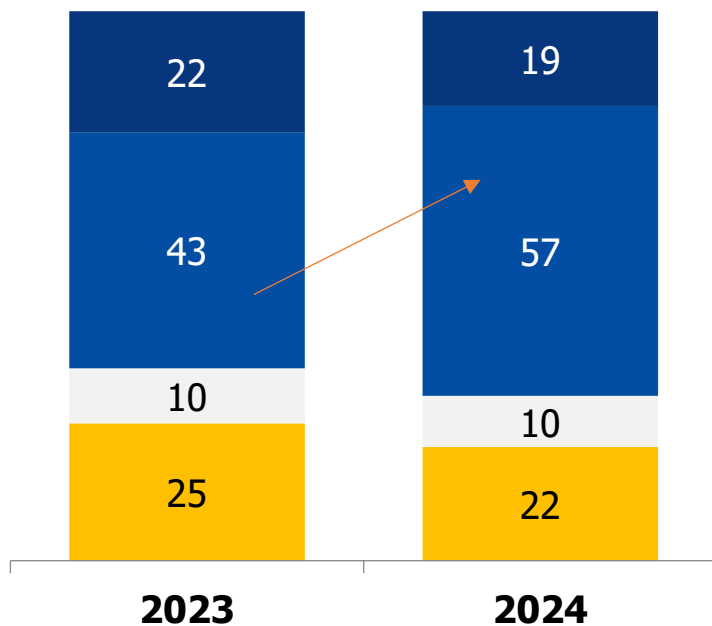
ACCESSION *to the* EU

- Nearly 20% of respondents believe that Ukraine is fully ready to join the EU, but the majority (57%) think that **further reforms are still needed for EU membership**. 22% of respondents feel that Ukraine is not ready for EU accession at all. The percentage of those who see the need for additional reforms has grown by 14% over the past year, with this view being more common among residents of Kyiv and Western Ukraine.
- Respondents have varying opinions on the timeline for Ukraine's EU membership. 15% believe it will happen within the next 1-2 years, while the most common estimate is within 5 years, chosen by 28%. A quarter of respondents think it will take 5-10 years, 12% believe it will occur within 10 to 20 years, and 14% think Ukraine will never become part of the European Union. There is a decreasing number of people who expect rapid EU accession, with the share of those believing in membership within 1-2 years dropping from 66% in 2022 to 15% in 2024.
- A total of **43% of respondents agree that Ukraine must join the EU**, with this view being more prevalent among residents of Kyiv and the West, as well as older respondents. Meanwhile, **48%** tend to agree with the position that Ukraine may not join the EU, but **should strengthen its economic ties with it**. Only 7% believe that Ukraine should not integrate into the European Union at all, a viewpoint more common among lower-income groups.

ACCESSION *to the* EU

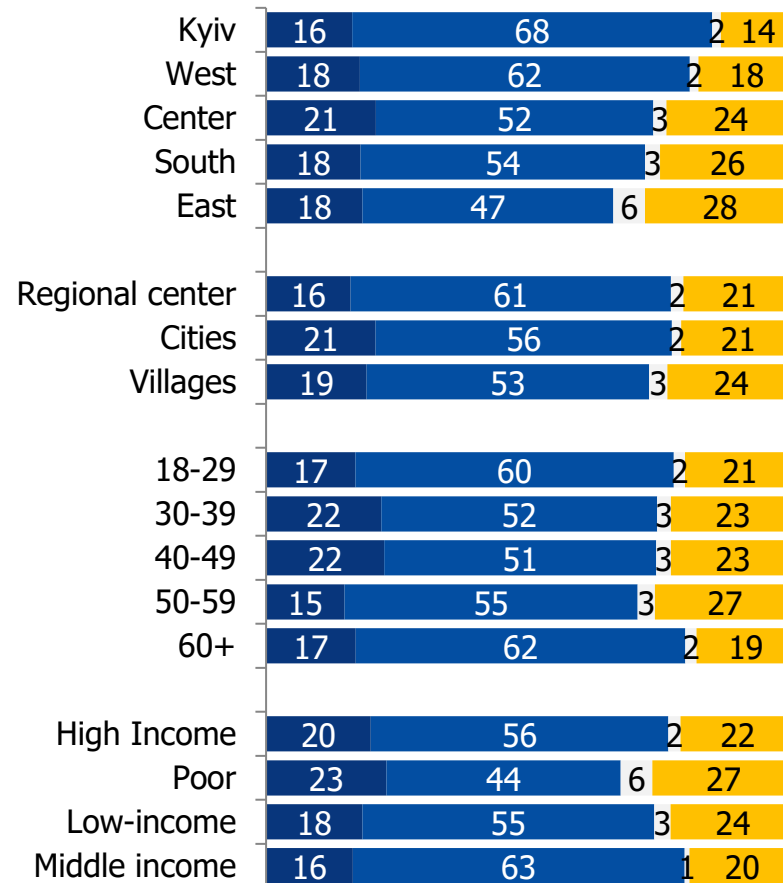
- When asked about what they expect from Ukraine's accession to the European Union, respondents most frequently mentioned **the fight against corruption** (41%), **cooperation in the areas of security and defense** (36%), and **security guarantees** (35%). Other anticipated outcomes include economic cooperation (27%), financial support (26%), reform of the judiciary and law enforcement systems (21%), the protection of rights and freedoms, and improvements to the economic situation (19% each). Access to education and legal employment abroad is expected by 15% and 12% of respondents, respectively. The least anticipated outcome is increased civic engagement (2%).
- Opinions on the EU's interest in Ukraine joining are divided: 48% believe the EU is interested, while 50% disagree.
- **Additionally, 68% of respondents think Ukraine should defend its interests and not agree to certain EU demands**, even if it delays full membership. In contrast, 28% believe that Ukraine should pass all necessary laws and meet the EU's requirements to become a member as quickly as possible. The opinion in favor of rapid EU accession is more common among respondents from regional centers, younger individuals, and more affluent groups.

How do you assess Ukraine's readiness to access EU?



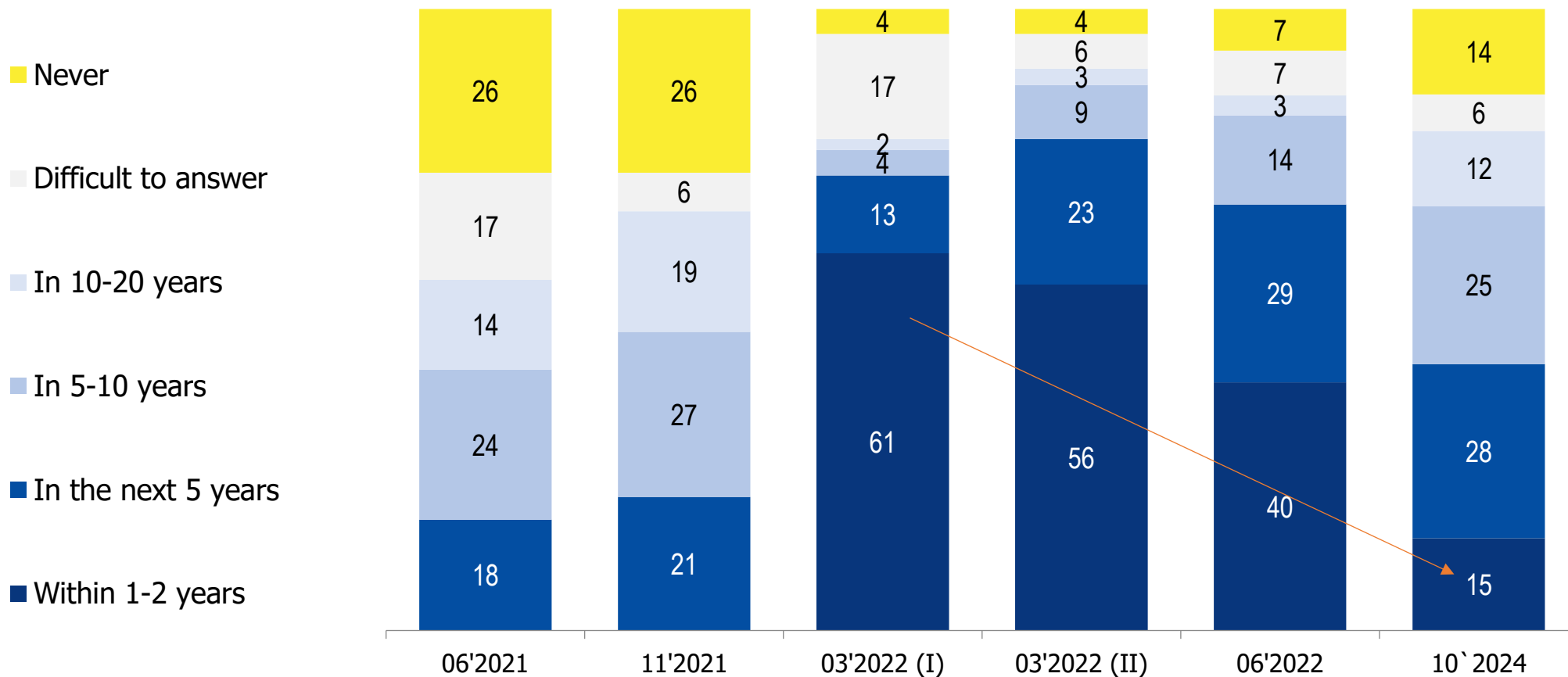
- Ukraine is ready to join the EU
- In order to join the EU, Ukraine needs further reforms
- Difficult to answer
- Ukraine is not at all ready to join the EU

Region. Type of settlement. Age. Income



The majority of respondents (**57%**) believe that Ukraine still needs further reforms to join the EU. The proportion of those who see the need for additional reforms has increased by **14%** since last year.

When do you think Ukraine will become a member of the European Union?



The number of people who believe in Ukraine's rapid accession to the EU is decreasing over time. Most respondents now think that Ukraine will become a member of the European Union within the next 5 years (**28%**), while another **25%** believe it will happen within 5 to 10 years.

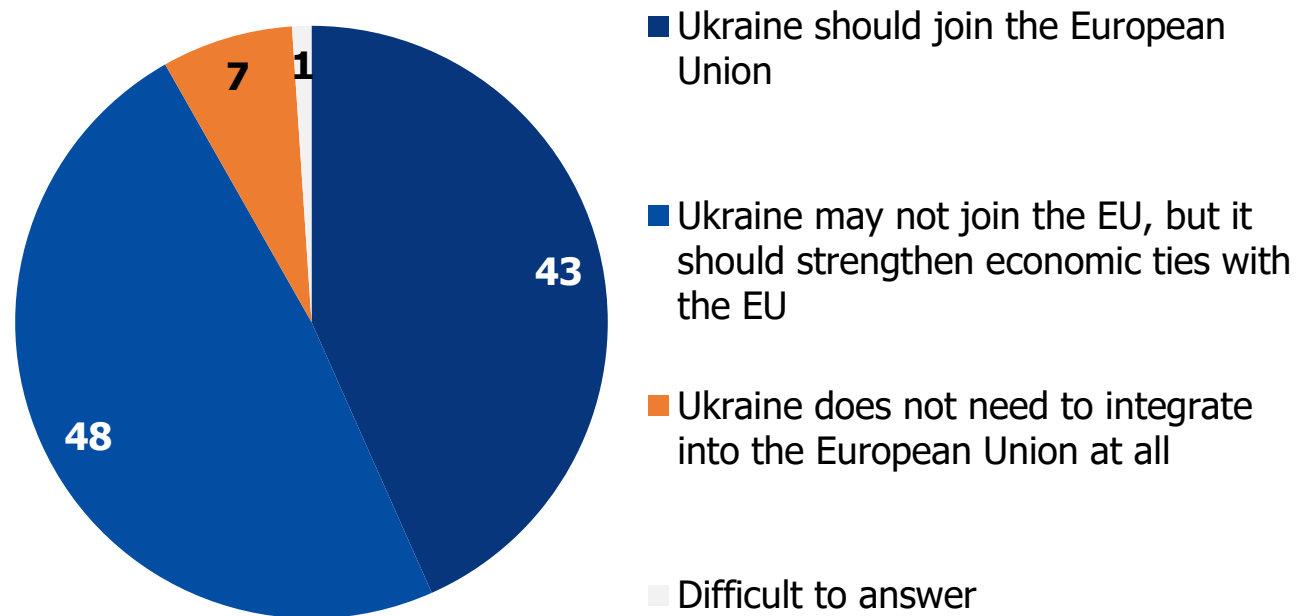
When do you think Ukraine will become a member of the European Union?

1 ANSWER

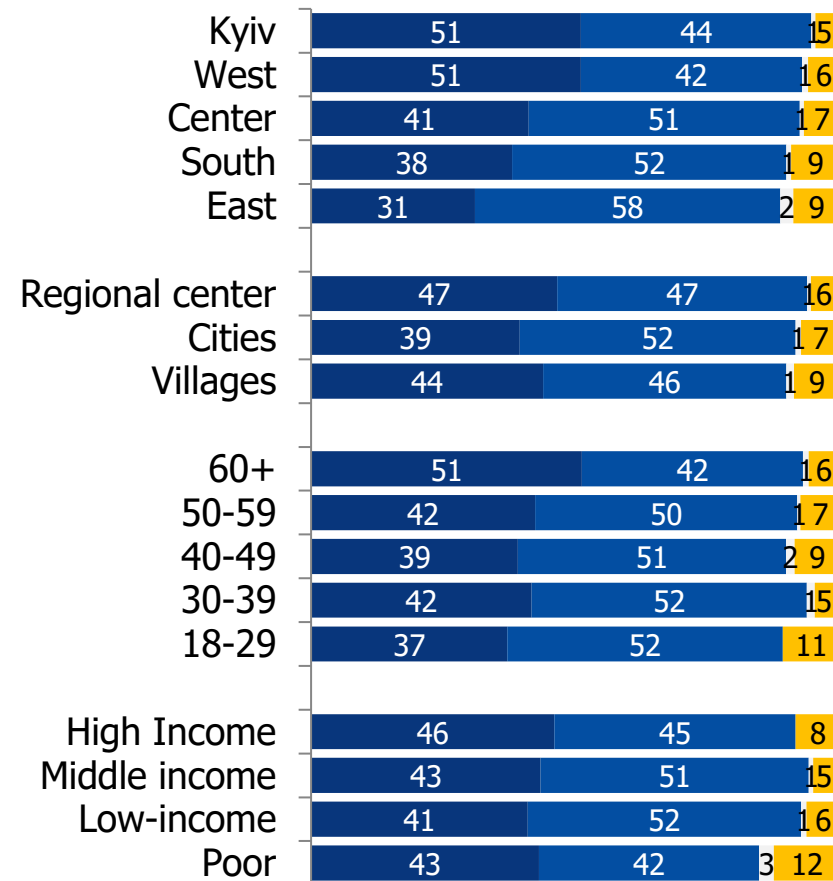
| REGIONS. TYPE OF SETTLEMENT. AGE. INCOME | West | Center | South | East | Kyiv | Regional center | Other cities | Villages | 18-29 | 30-39 | 40-49 | 50-59 | 60+ | Poor | Low-income | Middle income | High Income |
|--|------|--------|-------|------|------|-----------------|--------------|----------|-------|-------|-------|-------|-----|------|------------|---------------|-------------|
| Within 1-2 years | 16 | 17 | 13 | 15 | 8 | 10 | 16 | 18 | 14 | 12 | 11 | 14 | 20 | 23 | 18 | 11 | 12 |
| In the next 5 years | 31 | 27 | 25 | 24 | 33 | 29 | 24 | 31 | 30 | 30 | 26 | 26 | 28 | 23 | 27 | 30 | 29 |
| In 5-10 years | 25 | 24 | 27 | 22 | 31 | 28 | 26 | 22 | 30 | 26 | 27 | 24 | 23 | 15 | 22 | 32 | 27 |
| In 10-20 years | 11 | 12 | 12 | 12 | 14 | 14 | 12 | 10 | 16 | 12 | 14 | 12 | 9 | 11 | 11 | 12 | 14 |
| Never | 10 | 15 | 16 | 18 | 11 | 13 | 14 | 14 | 9 | 14 | 16 | 16 | 13 | 17 | 15 | 11 | 14 |
| Difficult to answer | 6 | 4 | 7 | 8 | 4 | 5 | 7 | 5 | 1 | 5 | 5 | 8 | 8 | 10 | 7 | 5 | 3 |

Respondents from small towns and villages are more likely to choose shorter timelines for Ukraine's EU accession. Those with lower income levels tend to be more skeptical about the likelihood of Ukraine joining the EU.

With which of the following statements about joining the European Union do you agree more?



Region. Type of settlement. Age. Income



The majority of respondents agree with positions favoring closer ties with the EU: 43% see membership as essential, while 48% believe in strengthening at least economic ties. This view is more commonly expressed by residents of Central, Southern, and Eastern Ukraine.

What do you expect for Ukraine from joining the European Union?

UP TO 3 ANSWERS



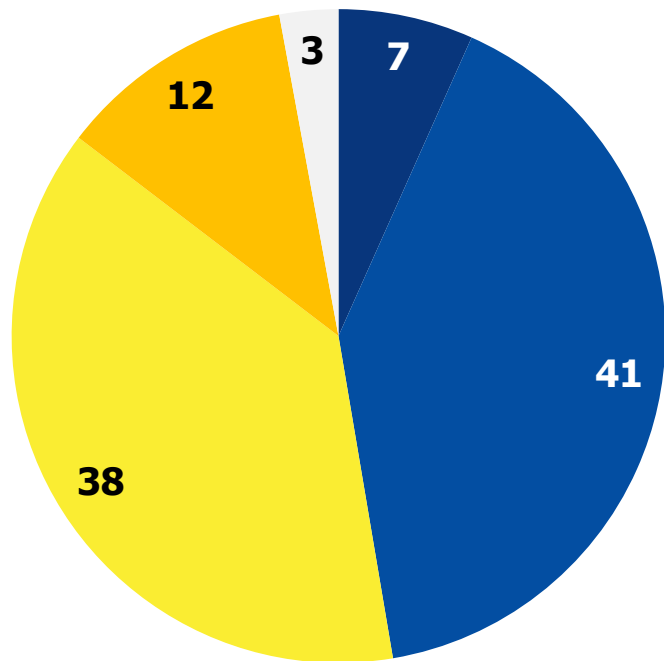
Respondents most frequently expect Ukraine's accession to the European Union to result in stronger anti-corruption efforts (**41%**), enhanced cooperation in security and defense (**36%**), and the provision of security guarantees (**35%**).

What do you expect for Ukraine from joining the European Union?

UP TO 3 ANSWERS

| REGIONS. TYPE OF SETTLEMENT. AGE. INCOME | West | Center | South | East | Kyiv | Regional center | Other cities | Villages | 18-29 | 30-39 | 40-49 | 50-59 | 60+ | Poor | Low-income | Middle income | High Income |
|--|---------------------|--------|-------|------|------|-----------------|--------------|----------|-------|-------|-------|-------|-----|------|------------|---------------|-------------|
| | Fighting corruption | 44 | 42 | 39 | 35 | 33 | 39 | 39 | 44 | 41 | 40 | 39 | 42 | 40 | 40 | 38 | 42 |
| Cooperation in the field of security and defense | 36 | 35 | 36 | 32 | 35 | 35 | 35 | 36 | 37 | 36 | 37 | 34 | 34 | 31 | 36 | 37 | 34 |
| Safety guarantees | 32 | 36 | 35 | 34 | 38 | 34 | 37 | 34 | 38 | 34 | 34 | 35 | 34 | 25 | 37 | 38 | 34 |
| Economic cooperation | 26 | 24 | 29 | 30 | 33 | 32 | 27 | 22 | 23 | 26 | 30 | 31 | 25 | 20 | 28 | 28 | 28 |
| Financial support | 28 | 23 | 22 | 28 | 24 | 23 | 24 | 27 | 34 | 22 | 23 | 20 | 25 | 34 | 25 | 22 | 23 |
| Reforming the justice and law enforcement system | 23 | 20 | 20 | 16 | 26 | 25 | 21 | 17 | 21 | 23 | 22 | 21 | 19 | 15 | 17 | 24 | 26 |
| Guarantees of observance of rights and freedoms | 20 | 15 | 22 | 18 | 22 | 20 | 18 | 19 | 16 | 25 | 22 | 20 | 15 | 14 | 17 | 21 | 23 |
| Improvement of the economic situation | 18 | 20 | 18 | 23 | 16 | 19 | 17 | 20 | 18 | 24 | 18 | 17 | 17 | 15 | 20 | 19 | 18 |
| Access to education abroad | 14 | 15 | 16 | 13 | 15 | 14 | 14 | 17 | 19 | 17 | 17 | 13 | 10 | 15 | 12 | 17 | 16 |
| Legal employment abroad | 14 | 13 | 10 | 8 | 11 | 11 | 12 | 12 | 16 | 16 | 12 | 12 | 6 | 11 | 12 | 11 | 14 |
| Increase of civic activity | 2 | 2 | 3 | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 2 | 1 | 2 | 3 | 1 | 3 | 2 |
| Other | 2 | 1 | 1 | | | 1 | 1 | 1 | 1 | 1 | 1 | | 1 | 1 | 1 | 1 | 1 |
| I do not expect anything | 1 | 1 | 2 | 7 | 2 | 2 | 2 | 1 | | 1 | 2 | 2 | 2 | 2 | 2 | 1 | 1 |
| Difficult to answer | 1 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 1 | 1 | |

Do you think EU is interested in Ukraine's joining the EU?



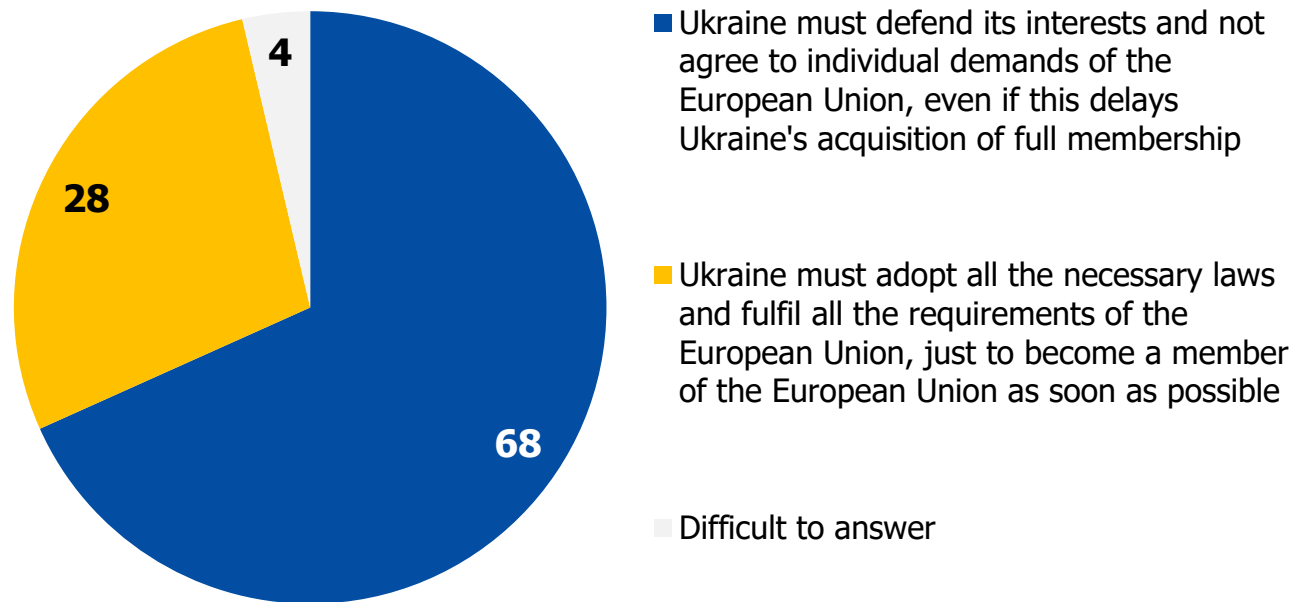
- Very interested
- Rather interested
- Rather not interested
- Not interested at all
- Difficult to answer

Region. Type of settlement. Age. Income

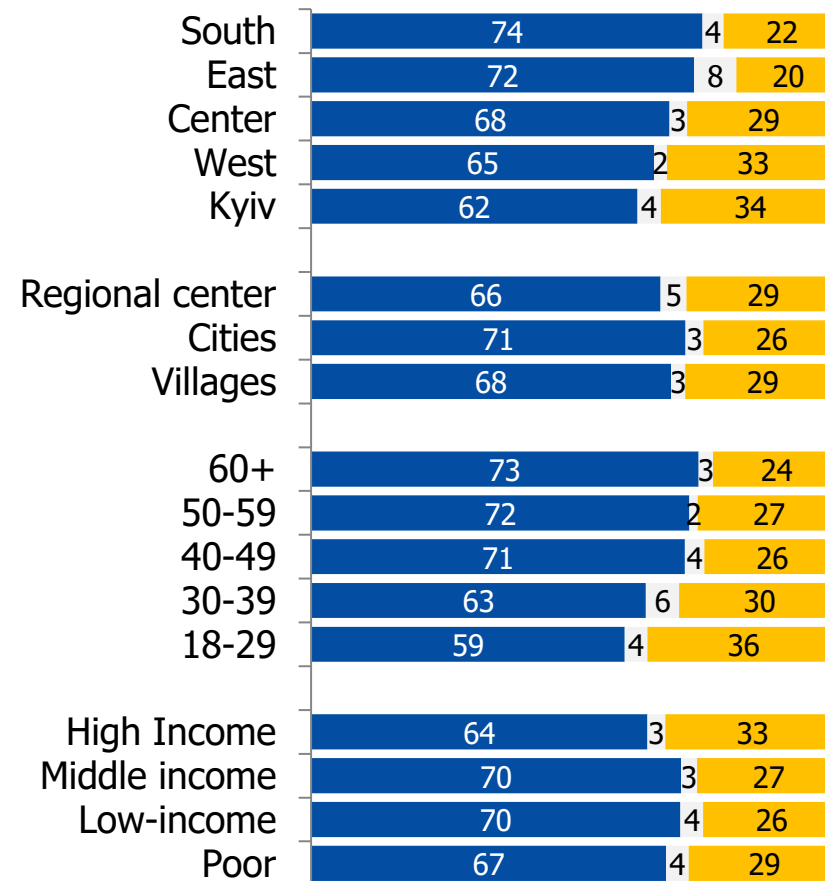
| | | | | | |
|-----------------|----|----|---|----|----|
| Kyiv | 5 | 46 | 2 | 35 | 13 |
| South | 8 | 41 | 3 | 35 | 13 |
| West | 7 | 41 | 2 | 39 | 10 |
| Center | 7 | 40 | 3 | 40 | 11 |
| East | 5 | 33 | 5 | 41 | 16 |
| Regional center | 4 | 46 | 2 | 35 | 12 |
| Cities | 7 | 38 | 3 | 40 | 12 |
| Villages | 9 | 37 | 3 | 39 | 11 |
| 18-29 | 9 | 41 | 3 | 37 | 10 |
| 30-39 | 8 | 39 | 2 | 40 | 11 |
| 40-49 | 7 | 38 | 3 | 41 | 12 |
| 50-59 | 6 | 42 | 2 | 36 | 13 |
| 60+ | 5 | 42 | 4 | 37 | 12 |
| Poor | 10 | 39 | 5 | 33 | 13 |
| Low-income | 5 | 40 | 3 | 39 | 13 |
| Middle income | 6 | 42 | 2 | 40 | 10 |
| High Income | 8 | 41 | 3 | 36 | 12 |

Opinions on whether the EU is interested in Ukraine's accession are split: 48% think the EU is interested, while 50% believe otherwise.

With which point of view do you agree with to a greater extent?



Region. Type of settlement. Age. Income



A total of **68%** of respondents believe that Ukraine should prioritize its own interests and resist certain EU demands, even if this delays full membership. In contrast, **28%** support meeting all of the EU's requirements. The push for a faster path to EU membership has more support among respondents from regional centers and younger individuals.



соціологічна група

РЕЙТИНГ

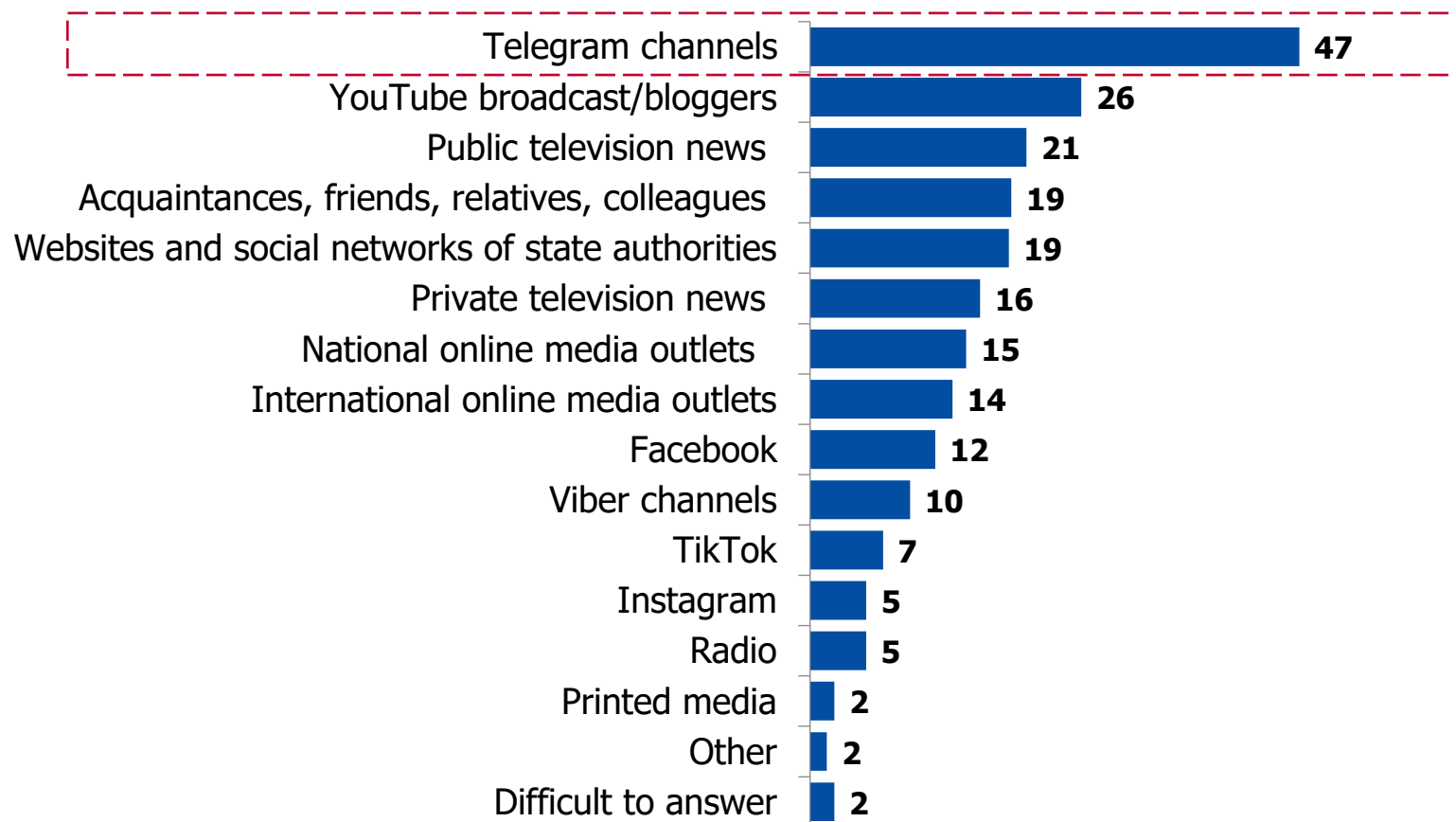
INFORMATION SOURCES

INFORMATION SOURCES

- The most common source respondents turn to for reliable and verified information about events in Ukraine is **Telegram channels** (47%). Other sources include YouTube videos (26%), the Telethon (21%), eyewitness accounts or stories from acquaintances (19%), and the official pages and social media of government agencies (19%). Sixteen percent of respondents get their information from television channels not part of the Telethon; 15% rely on Ukrainian online media, and 14% on international media. News and posts on Facebook serve as a trusted source for 12%, while Viber and TikTok are sources for 10% and 7% respectively. Instagram and radio are mentioned by 5% of respondents, and newspapers/magazines by 2%.
- Younger respondents are more likely to turn to Telegram channels, stories from acquaintances, official government resources, and international online media, while older respondents prefer YouTube videos and television.
- According to respondents, fake news and disinformation are most common on **social media** (53%), **messenger channels** (35%), **and television** (32%). Twenty percent believe online media contains the most fake news, and 15% think personal conversations are a major source of misinformation. Newspapers and radio are seen as containing the most disinformation by around 9%.
- A vast majority of respondents (89%) view the issue of disinformation and fake news in Ukraine as a significant problem, with 56% considering it very serious and 33% seeing it as somewhat serious. Only 10% do not view the problem of disinformation and fake news as serious.

Where do you normally go to get trusted information and media updates from?

UP TO 3 ANSWERS



The most common source respondents rely on for verified information about events in Ukraine is Telegram channels (**47%**).

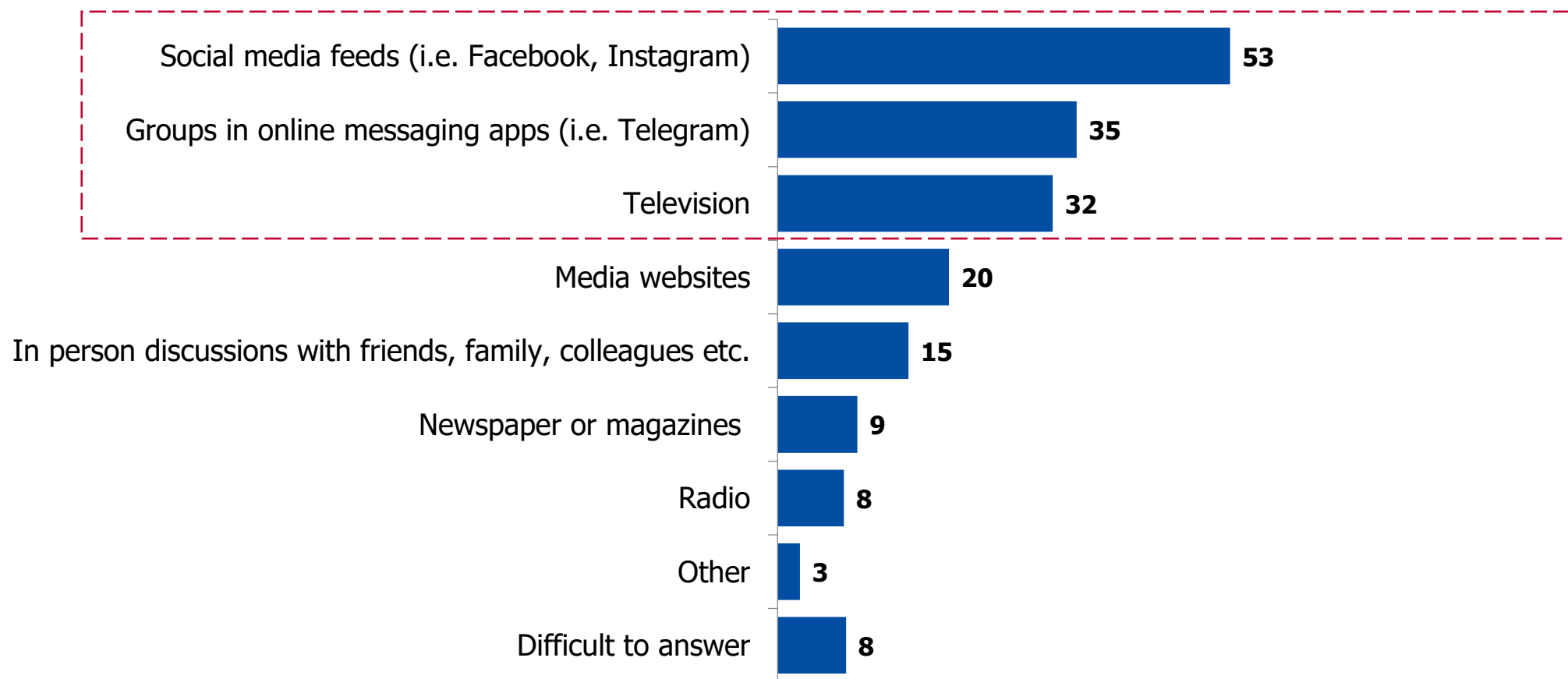
Where do you normally go to get trusted information and media updates from?

UP TO 3 ANSWERS

| REGIONS. TYPE OF SETTLEMENT. AGE. INCOME | West | Center | South | East | Kyiv | Regional center | Other cities | Villages | 18-29 | 30-39 | 40-49 | 50-59 | 60+ | Poor | Low-income | Middle income | High Income | Men | Women |
|---|------|--------|-------|------|------|-----------------|--------------|----------|-------|-------|-------|-------|-----|------|------------|---------------|-------------|-----|-------|
| Telegram channels | 41 | 45 | 51 | 56 | 50 | 53 | 49 | 37 | 68 | 61 | 53 | 42 | 25 | 36 | 45 | 48 | 54 | 43 | 49 |
| YouTube broadcast/bloggers | 24 | 24 | 28 | 26 | 36 | 32 | 24 | 21 | 19 | 24 | 24 | 31 | 29 | 20 | 25 | 27 | 29 | 31 | 22 |
| Public television news | 21 | 23 | 19 | 24 | 14 | 15 | 20 | 27 | 12 | 13 | 13 | 20 | 36 | 28 | 27 | 18 | 12 | 16 | 24 |
| Acquaintances, friends, relatives, colleagues | 19 | 18 | 22 | 20 | 18 | 22 | 20 | 16 | 26 | 23 | 24 | 16 | 12 | 16 | 18 | 21 | 20 | 20 | 19 |
| Websites and social networks of state authorities | 21 | 17 | 18 | 17 | 23 | 23 | 17 | 18 | 34 | 25 | 23 | 15 | 7 | 11 | 15 | 23 | 23 | 15 | 22 |
| Private television news | 20 | 15 | 14 | 13 | 17 | 15 | 16 | 18 | 5 | 7 | 13 | 22 | 27 | 20 | 16 | 16 | 14 | 16 | 17 |
| National online media outlets | 15 | 15 | 12 | 15 | 22 | 17 | 15 | 13 | 14 | 16 | 18 | 18 | 11 | 8 | 12 | 20 | 16 | 16 | 14 |
| International online media outlets | 14 | 13 | 13 | 10 | 21 | 18 | 14 | 9 | 18 | 17 | 13 | 15 | 8 | 4 | 9 | 17 | 20 | 17 | 11 |
| Facebook | 16 | 13 | 10 | 6 | 7 | 8 | 11 | 17 | 8 | 15 | 11 | 15 | 11 | 15 | 14 | 10 | 10 | 9 | 14 |
| Viber channels | 9 | 11 | 9 | 9 | 8 | 8 | 12 | 9 | 6 | 12 | 10 | 9 | 10 | 10 | 9 | 10 | 9 | 8 | 11 |
| TikTok | 5 | 9 | 8 | 8 | 5 | 5 | 6 | 10 | 10 | 6 | 7 | 9 | 5 | 7 | 8 | 7 | 6 | 6 | 8 |
| Instagram | 6 | 4 | 6 | 9 | 2 | 4 | 5 | 7 | 12 | 8 | 5 | 3 | 2 | 4 | 5 | 5 | 7 | 6 | 5 |
| Radio | 7 | 6 | 4 | 4 | 6 | 4 | 5 | 7 | 2 | 2 | 4 | 5 | 11 | 7 | 6 | 5 | 3 | 5 | 6 |
| Printed media | 3 | 3 | 1 | | 2 | 1 | 1 | 5 | 1 | 1 | 1 | 3 | 4 | 3 | 2 | 2 | 3 | 2 | 3 |
| Other | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 1 |
| Difficult to answer | 1 | 4 | 3 | 3 | | 2 | 3 | 3 | 2 | 2 | 2 | 2 | 3 | 5 | 1 | 1 | 4 | 3 | 2 |

On which information sources do you think disinformation and “fake news” are most widespread?

1 ANSWER



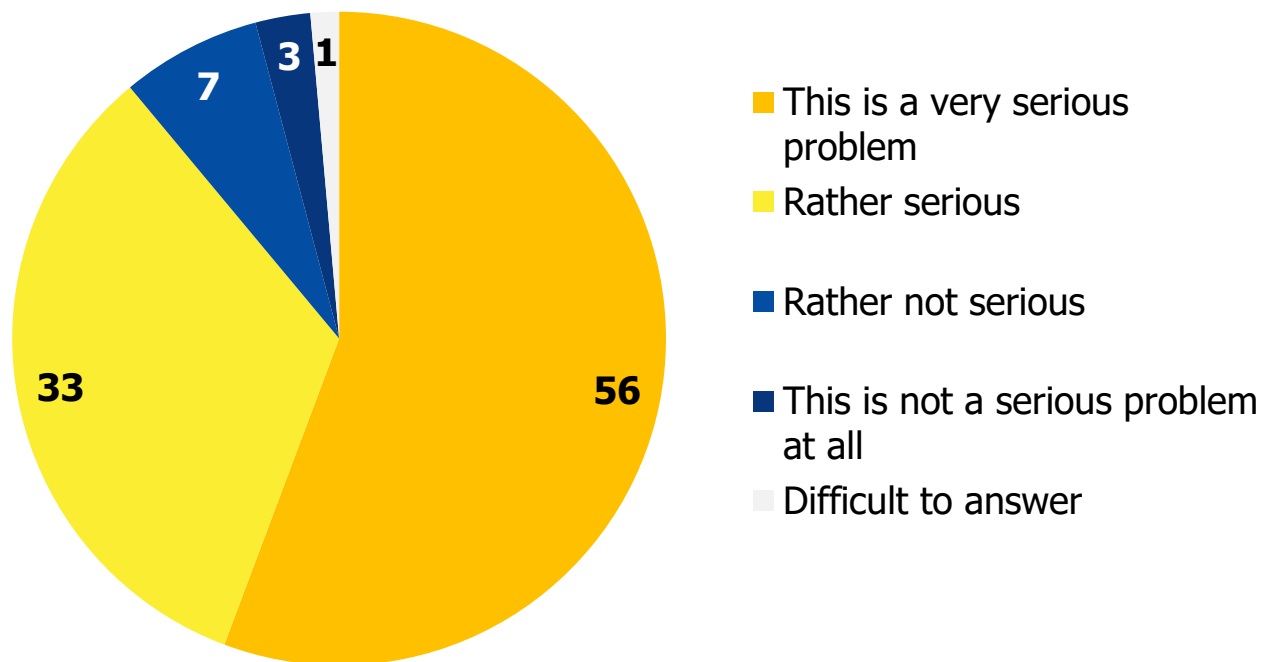
Fake news and disinformation are most prevalent on social media (**53%**), messenger channels (**35%**), and television (**32%**).

On which information sources do you think disinformation and “fake news” are most widespread?

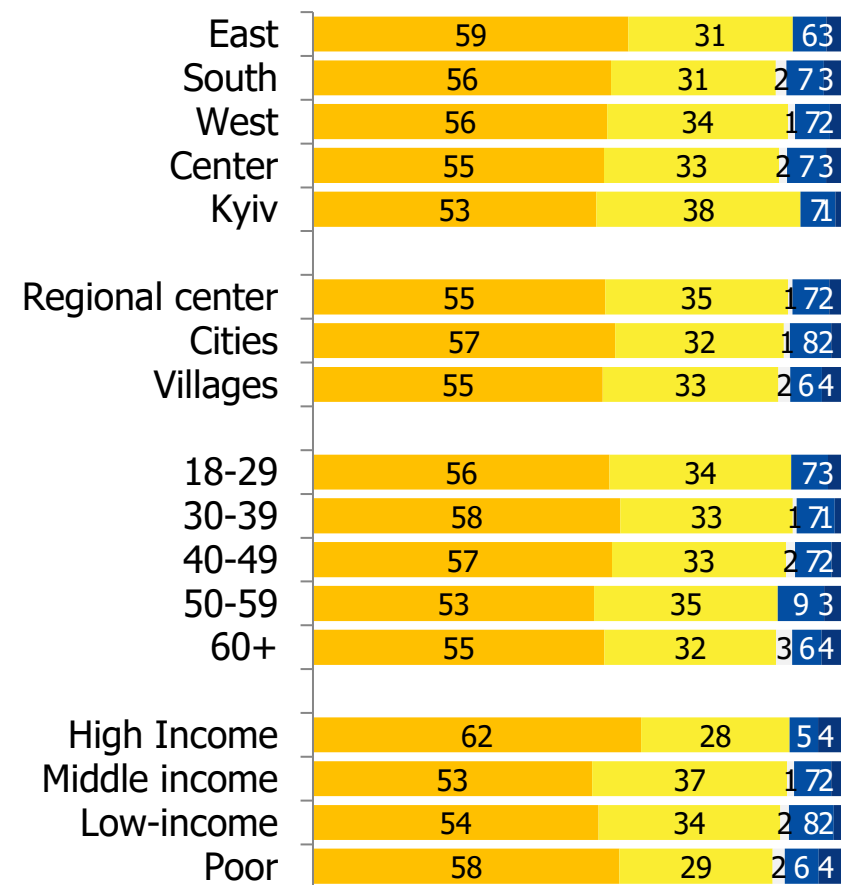
1 ANSWER

| REGIONS. TYPE OF SETTLEMENT. AGE. INCOME | West | Center | South | East | Kyiv | Regional center | Other cities | Villages | 18-29 | 30-39 | 40-49 | 50-59 | 60+ | Poor | Low-income | Middle income | High Income |
|---|---|--------|-------|------|------|-----------------|--------------|----------|-------|-------|-------|-------|-----|------|------------|---------------|-------------|
| | Social media feeds (i.e. Facebook, Instagram) | 58 | 50 | 48 | 48 | 56 | 53 | 51 | 55 | 57 | 57 | 56 | 53 | 44 | 42 | 55 | 58 |
| Groups in online messaging apps (i.e. Telegram) | 34 | 34 | 34 | 32 | 45 | 40 | 34 | 29 | 40 | 40 | 42 | 31 | 26 | 23 | 33 | 39 | 40 |
| Television | 30 | 28 | 35 | 35 | 40 | 36 | 32 | 28 | 45 | 37 | 35 | 25 | 24 | 23 | 31 | 32 | 38 |
| Media websites | 18 | 22 | 20 | 19 | 18 | 21 | 20 | 19 | 19 | 17 | 24 | 22 | 18 | 15 | 19 | 22 | 21 |
| In person discussions with friends, family, colleagues etc. | 12 | 16 | 15 | 22 | 16 | 18 | 15 | 13 | 19 | 16 | 15 | 13 | 14 | 14 | 15 | 16 | 15 |
| Newspaper or magazines | 10 | 10 | 9 | 7 | 8 | 8 | 8 | 12 | 12 | 12 | 8 | 10 | 6 | 9 | 8 | 9 | 12 |
| Radio | 8 | 8 | 7 | 12 | 5 | 7 | 7 | 10 | 13 | 6 | 8 | 8 | 5 | 9 | 7 | 7 | 9 |
| Other | 3 | 3 | 2 | 3 | 2 | 3 | 2 | 3 | | 2 | 3 | 2 | 4 | 3 | 3 | 2 | 3 |
| Difficult to answer | 7 | 8 | 9 | 8 | 6 | 7 | 9 | 9 | 4 | 5 | 4 | 10 | 13 | 17 | 7 | 5 | 7 |

In your opinion, how serious is the problem of disinformation and "fake" news in Ukraine?



Region. Type of settlement. Age. Income



The vast majority of respondents (**89%**) consider the issue of disinformation and fake news in Ukraine to be a significant problem.



соціологічна група

РЕЙТИНГ

THANK YOU!