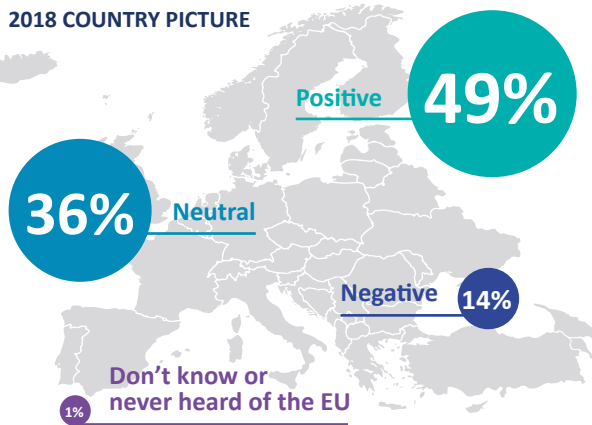


PERCEPTIONS OF THE EUROPEAN UNION

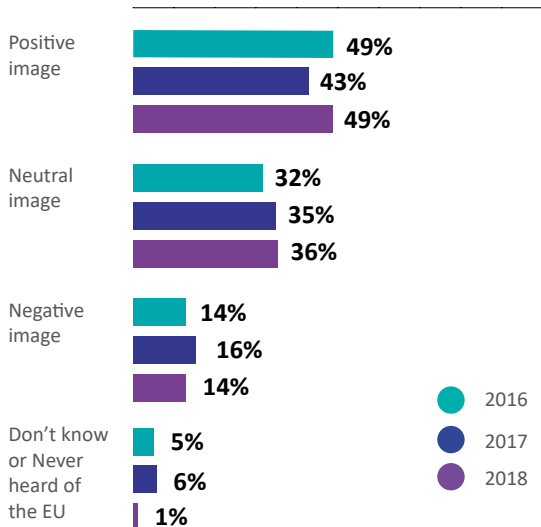
Public Opinion in Ukraine

Do you have a positive, neutral or negative image of the EU?

2018 COUNTRY PICTURE



CHANGE OVER TIME: FROM 2016 TO 2018



VALUES ASSOCIATED WITH THE EU

Top 3 values

- Individual freedom (76%)
- Freedom of speech (76%)
- Democracy (75%)

Lowest 3 values

- Respect for other cultures (68%)
- Honesty and transparency (66%)
- Absence of corruption (65%)

PERSONAL VALUES

Top 3 values

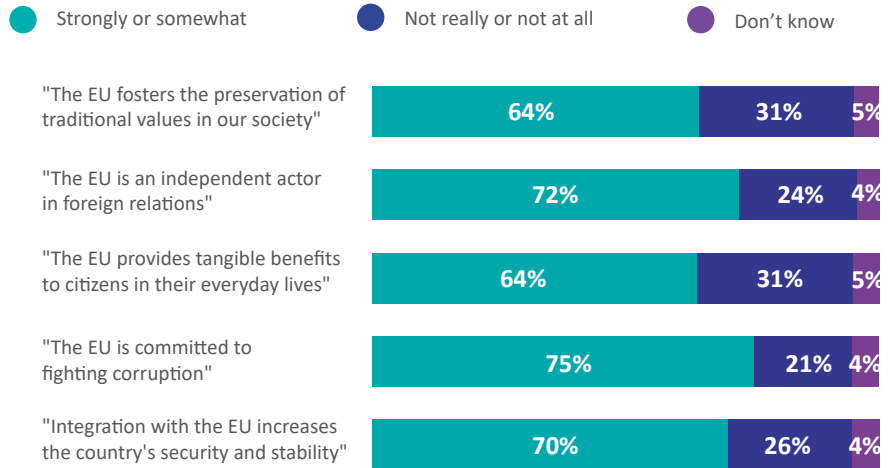
- Peace, security and stability (71%)
- Human rights (41%)
- Economic prosperity (40%)

Lowest 3 values

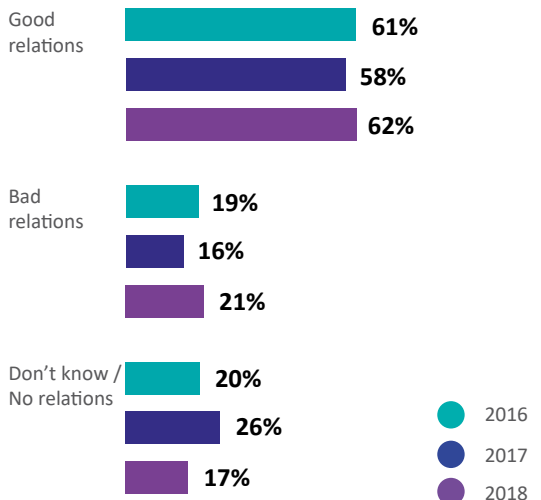
- Respect for other cultures, minorities (6%)
- Freedom of the media (3%)
- Freedom of religion (3%)

Respondents were asked to choose and rank the three most important values from a list of 13 items.

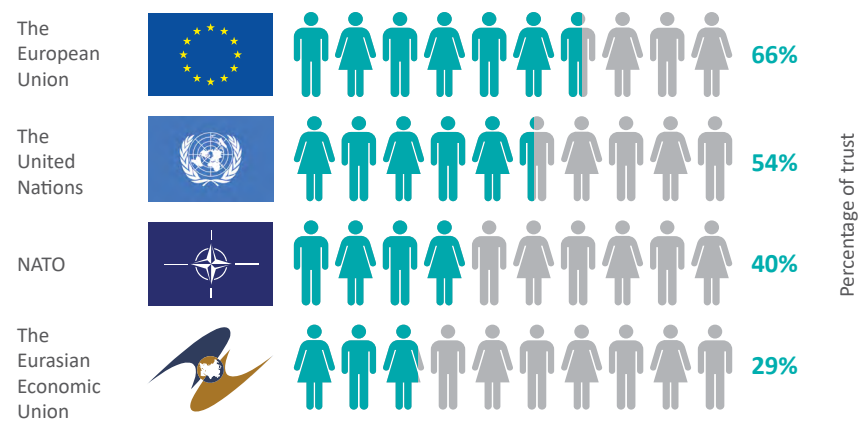
To what extent do you agree with the following statements about the EU?



How would you describe the relations between the EU and your country?



Trust towards the EU and other international institutions

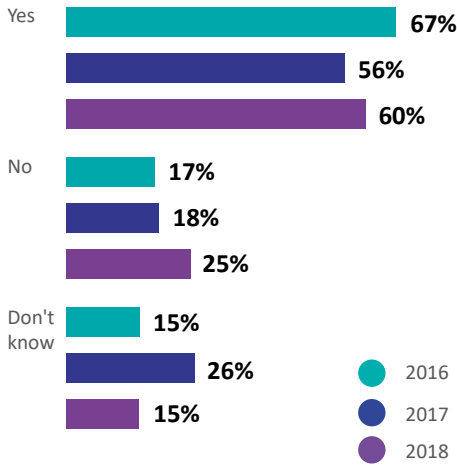


Compared to 2017, trust in the EU has increased by 8%.

AWARENESS AND EFFECTIVENESS OF EU SUPPORT

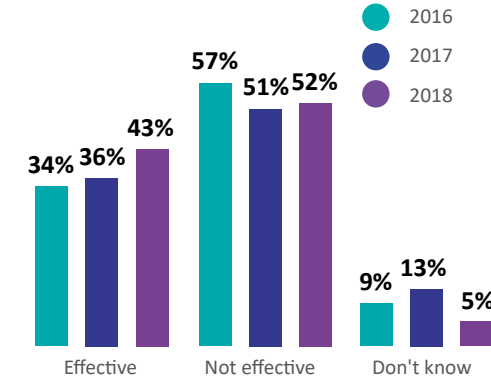
Public Opinion in Ukraine

Does the European Union provide your country with financial support?



Effectiveness of EU support & knowledge of specific programmes

How effective do you think the support has been?



Percentages based on citizens who are aware of EU support.

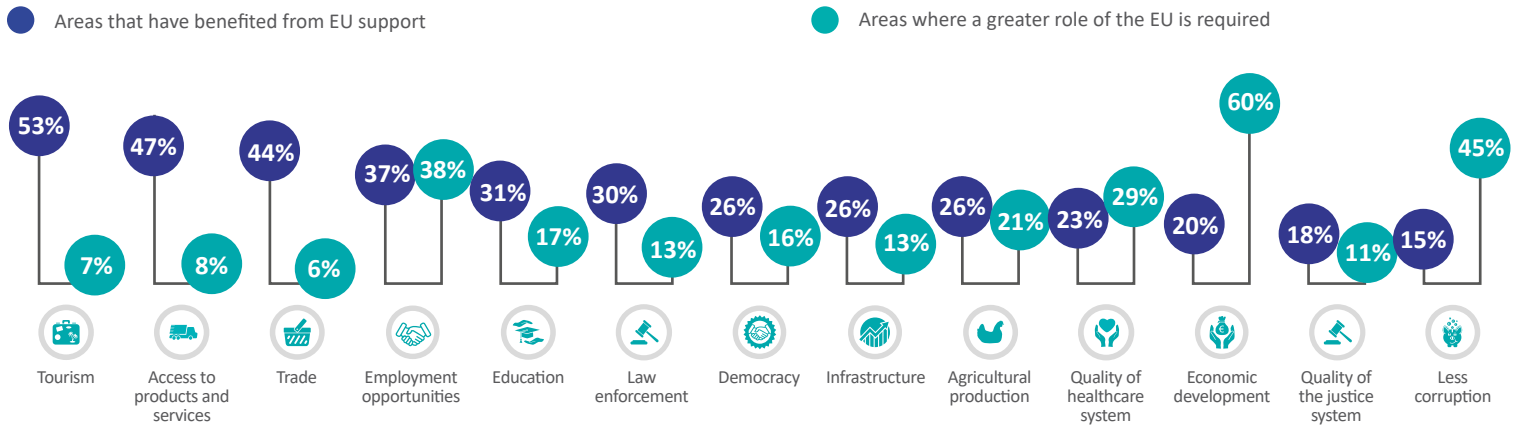
48%

are aware of specific programmes financed by the EU

The most well-known programmes are in the fields of:

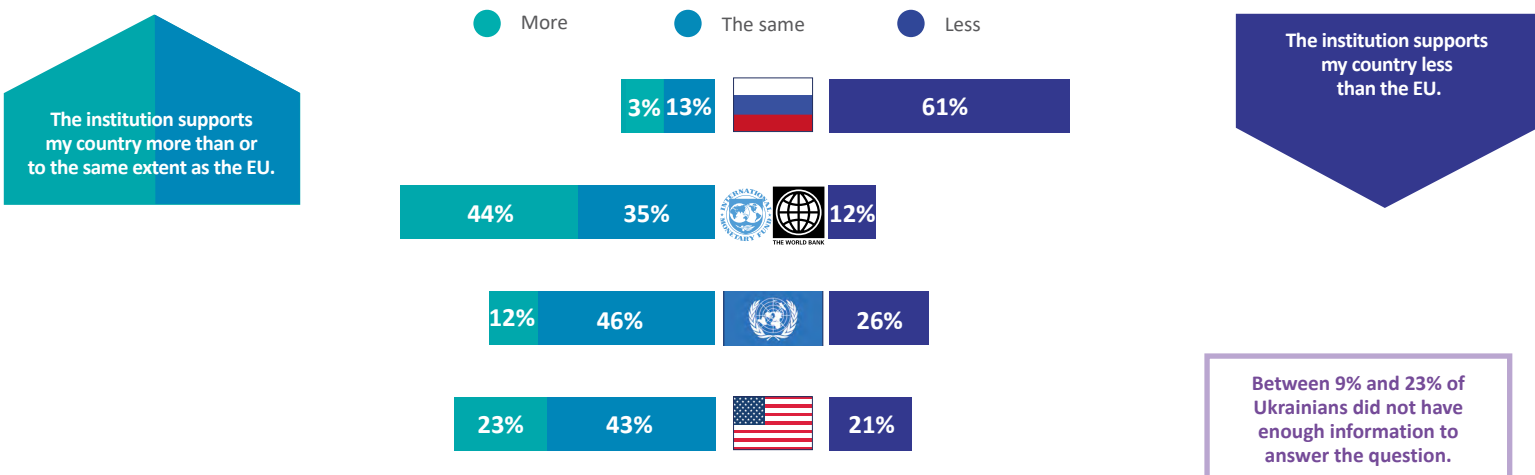
- Education
- Health and medicine
- Economic reforms/business promotion

EU support to Ukraine: areas that have benefited 'very much' or 'fairly' versus areas where a greater role of the EU is required



Respondents were asked to choose and rank the three most important areas from a list of 13.

Would you say that the following institutions provide more, the same, or less financial support to Ukraine than the European Union?

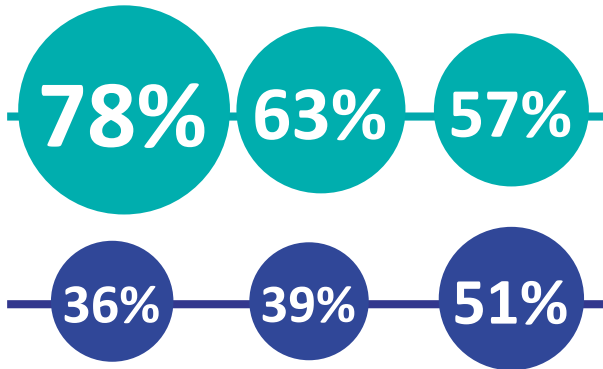


SOURCES OF INFORMATION ON THE EU

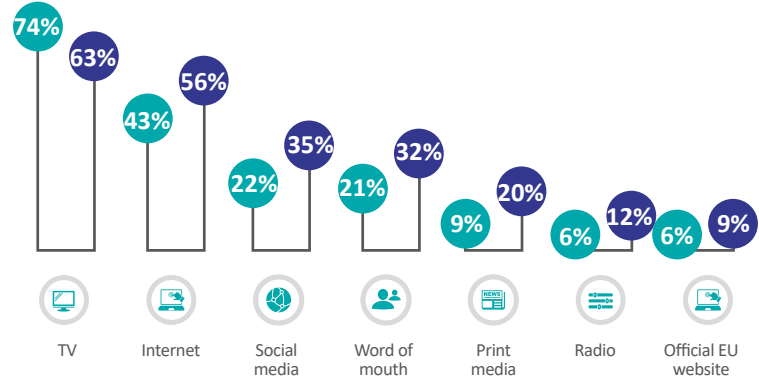
Public Opinion in Ukraine

Passive and active exposure to information on the EU

Ukrainians who have seen/heard information on the EU in the last 3 months



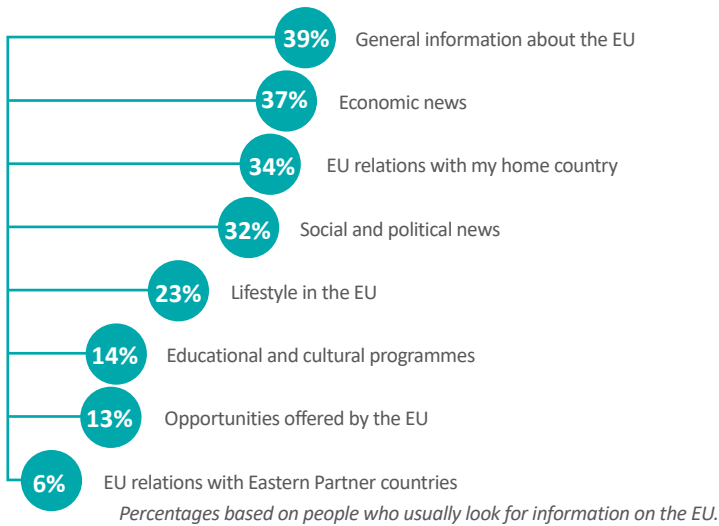
Ukrainians who usually look for information on the EU



15% of citizens frequently searched for information on the EU in 2018.

Source of information

Most searched topics



Quality of information



55% of citizens look at EU-related news in Russian, 43% in their native language and 2% in English

Percentages based on people who usually look for information on the EU.

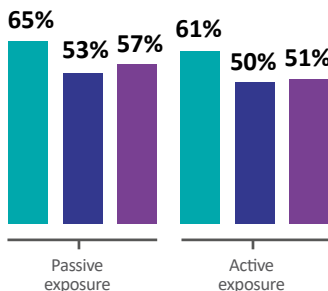
Media usage and attitudes towards the EU

Citizens with a positive image of the EU

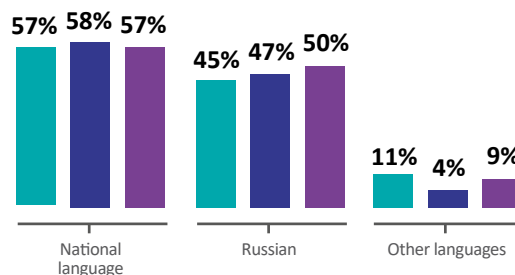
Citizens with a neutral image of the EU

Overall population

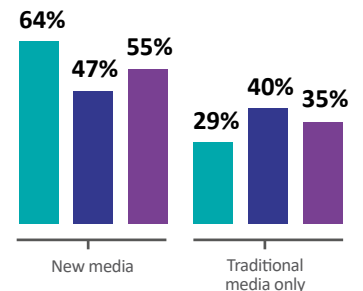
Citizens exposed to information on the EU*



Frequent users of media in national language



Frequent users of traditional and new media



*Passive: Citizens who have seen/heard information on the EU in the last three months – Active: Citizens who usually look for information on the EU.