

EUKPAiHA

ANALYTICAL REPORT

**OPINIONS AND VIEWS OF
UKRAINE'S POPULATION ON
EUROPEAN INTEGRATION:**

DECEMBER 2020



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SURVEY METHODOLOGY

The nationwide survey “Opinions and Views of Ukraine’s Population on European Integration” was conducted by Kyiv International Institute of Sociology in **December 2020** as part of regular omnibus polling. The survey explored opinions and views of adult residents of Ukraine (aged 18 and above) on a range of topics related to European integration of Ukraine. Its main phases included the design and programming of a questionnaire (using OCA software for CATI), generation of mobile phone numbers, interviews with respondents, quality control, preparation of the final data array, weighting of data array, preparation of tables of unidimensional distributions and analytical report.

The survey was conducted via computer-assisted telephone interviews (CATI). As revealed by KIIS survey conducted through random-sample face-to-face interviews in **February 2020**, **96% of adult residents in Ukraine had personal mobile phones**. For the purpose of the survey, during the initial stage mobile phone numbers were generated by fully random method for all major mobile operators of Ukraine. The share of generated numbers for each mobile operator was approximately proportional to the general share of mobile phone numbers for each operator (according to KIIS survey). To clean up the generated database by removing invalid numbers, “hidden” text messages were sent to generated mobile phone numbers. Then, interviewers called generated numbers and invited respondents who answered the call to participate in the survey. The survey was conducted by engaging respondents of 18 years old and above and only those who live within the territory controlled by the Ukrainian authorities (excluding from the sample residents residing in areas that are temporarily outside the control of the Ukrainian authorities – Crimea, some areas of Donetsk and Luhansk oblasts). Interviews were conducted in the Ukrainian or Russian language following respondents’ choice.

Having reached the targeted number of efficient (full) interviews, the distribution of respondents obtained in the sample based on macro-region of dwelling (West, Centre, South, East – see details

below), type of settlement (urban versus rural), gender and age was compared against the official statistics. Distribution of the entire adult population by macro-regions and types of settlement was determined relying on the Central Election Commission data from the 2019 parliamentary election (number of registered voters). Age and gender structures were determined on the basis of data from the State Statistics Service as of 1 January 2019. Special statistical weights were designed to align the sample structure with the structure of Ukraine’s population in general. The designed weights also take into consideration different probability with which different respondents would get into the sample (depending on how many mobile numbers respondents have).

Macro-regions had the following composition: Western macro-region included Volyn, Rivne, Lviv, Ivano-Frankivsk, Ternopil, Zakarpattia, Kmelnytsky and Chernivtsi oblasts; Central macro-region included Vinnytsia, Zhytomyr, Sumy, Chernihiv, Poltava, Kirovohrad, Cherkasy, Kyiv oblast and Kyiv city; Southern macro-region included Dnipropetrovsk, Zaporizhzhia, Mykolaiv, Kherson and Odesa oblasts; and Eastern macro-region included Donetsk, Luhansk and Kharkiv oblasts.

Fieldwork phase lasted **from 8 to 15 February 2020**. On the whole, **2,000 interviews** were conducted within the survey.

The sampling error (with probability of 0.95 and design effect of 1.1) does not exceed:

- **2.4%** for values close to **50%**,
- **2.1%** for values close to **25 or 75%**,
- **1.5%** for values close to **10 or 90%**,
- **1.1%** for values close to **5 or 95%**,
- **0.5%** for values close to **1 or 99%**.

KEY SURVEY FINDINGS

MEANING OF EUROPEAN INTEGRATION

- Among the nine statements about European integration read out to respondents (who were asked to choose three key statements), the majority or 46% chose positive change in the quality of state's performance. A slightly smaller share – 38% – chose the statement about life according to EU standards. A quarter also selected higher responsibility of citizens (27%), the country's development strategy (26%), and opening of borders (22.5%).
- At the same time, considerably fewer respondents chose statements describing European integration in negative light: statements referring to attack on traditional family values and cheap labour were chosen by 6% of respondents; and statements referring to closing down of plants and factories and submission to somebody else's rules were chosen by 3%.
- On the whole, 83% selected at least one positive statement, whereas 13% selected at least one negative statement.

VOICE / FACE OF EUROPEAN INTEGRATION

- For 42% of respondents, the voice / face of the European integration is the President of Ukraine. 21% referred to students and young people, and 18% mentioned the Verkhovna Rada. Other options were chosen by fewer respondents (not more than 10%).

COMMUNICATION ABOUT EUROPEAN INTEGRATION FROM THE STATE

- 53% of respondents can recall any communication / information from the state on European integration. Most frequently (22% of all respondents) they referred to advertising in mass media, information found in social networks / websites (18%), speeches and statements by Ukrainian politicians (17%). At the same time, only 5% mentioned opinions of experts and civil society organizations.

THE LINK BETWEEN REFORMS AND EU MEMBERSHIP ASPIRATIONS

- Half of respondents (49%) link certain reforms with the EU membership aspirations (although not more than 19% referred to specific reforms as part of the country's direction towards joining the EU). The other half, on the other hand, either did not see such link, or did not see any reforms, or could not answer.

SECTION I. MEANING OF EUROPEAN INTEGRATION

During interviews respondents were offered nine statements about the meaning of European integration and asked to choose three key statements reflecting their views. Among the nine statements, five describe European integration in positive light and the remaining four – in negative light. Figure 1.1 below shows percentages of respondents who selected at least one positive statement and those who selected at least one negative statement.

The absolute majority or 83% selected at least one positive statement about European integration, whereas only 13% selected at least one negative statement. In all regions, at least 73% of respondents selected positive statements about European integration, and not more than 18% selected negative statements. However, there is an observed tendency of decrease from the West to the East in the share of those who selected at least one positive statement (from 90% in the West to 73% in the East), and increase in the share of those who selected at least one negative statement (from 8% in the West to 18% in the East).

What does European integration means to you? Choose 3 key responses

(% among all respondents)

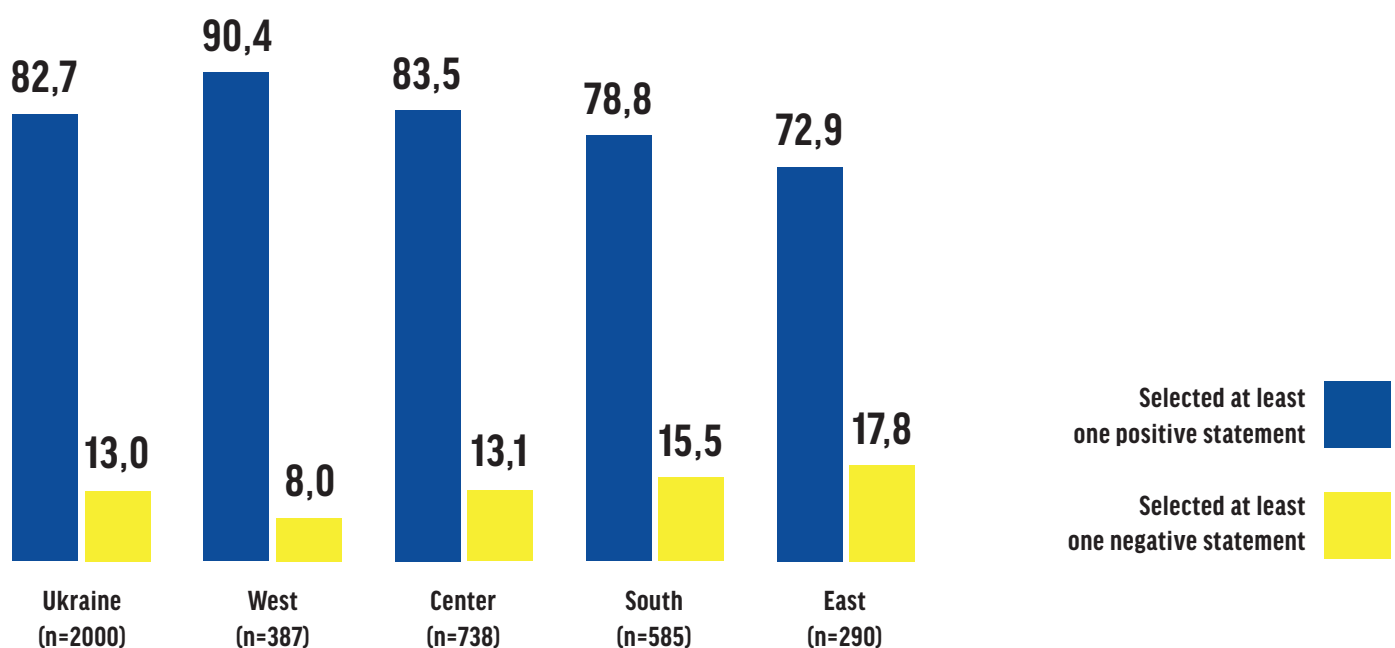


Figure 1.1

Table 1.1 below provides further details about percentages of respondents who selected each of the proposed statements. Among individual statements, the **most frequently selected statements were about positive change in the performance of the state** (46% believe that it is what European integration means) and **life according to the EU standards** (38%). Slightly

less frequently selected statements referred to higher responsibility of citizens (27%), the country's development strategy (26%), and opening of borders (22.5%). Individual negative statements were chosen by not more than 6% (statements referring to the attack on traditional family values and cheap labour were chosen by 6% of respondents).

What does European integration means to you? Choose 3 key responses.

(% among all respondents)

% in column	Across Ukraine (n=2000)	West (n=387)	Centre (n=738)	South (n=585)	East (n=290)
Those who selected at least one positive statement:	82.7	90.4	83.5	78.8	72.9
Change in the quality of State performance: convenient services, respect of citizens, ensuring diverse conditions for decent life and work	46.4	49.7	49.3	42.4	39.7
Life according to the standards of the European Union: social, economic, legal	38.1	44.9	42.9	30.5	27.1
Increased responsibility of citizens: respectful, tolerant attitude to each other and to societal rules	26.6	27.8	28.6	23.9	24.3
The country's development strategy for the long-term perspective until acquiring full EU membership	25.8	28.7	25.1	25.4	22.6
Opening of borders, possibility to travel easily to Europe for study or work	22.5	28.7	18.0	22.6	21.6
Those who selected at least one negative statement:	13.0	8.0	13.1	15.5	17.8
Destruction / attack on traditional family values: family is woman and man + children	6.2	4.7	5.7	6.7	9.0
Cheap labour force for Europe	5.8	2.9	6.0	7.6	7.7
Closing down of own plants and factories, we will be buying only European goods	3.4	0.8	4.2	4.1	5.4
Submission to somebody else's rules: to live as someone tells you, to restrict oneself, not to have one's own opinion	3.4	1.5	3.6	4.3	4.7
Other	4.9	3.2	4.4	6.5	6.9
Difficult to say / Refuse to respond	7.2	4.6	6.9	7.8	11.7

Table 1.1

Table 1.2 provides data by individual socio-demographic groups.

What does European integration means to you? Choose 3 key responses.

(% of respondents in respective socio-demographic group)

% in row	Those who selected at least one positive statement:	Change in the quality of State performance	Life according to the EU standards	Increased responsibility of citizens	The country's development strategy	Opening of borders	Those who selected at least one negative statement:	Attack on traditional family values	Cheap labour force for Europe	Closing down of own plants	Submission to somebody else's rules	Other	Difficult to say / Refuse to respond
Gender													
Men (n=901)	78.8	40.0	39.4	21.2	26.9	19.6	13.4	6.2	6.7	4.2	3.8	6.2	8.2
Women (n=1099)	85.9	51.6	37.1	31.1	24.9	25.0	12.7	6.1	5.1	2.8	2.9	3.9	6.3
Age													
18-29 (n=326)	91.5	48.6	42.0	30.3	30.6	30.2	10.7	4.7	5.1	1.1	1.5	2.7	3.9
30-39 (n=389)	87.7	45.8	40.0	28.1	27.4	28.2	13.6	6.5	7.1	3.9	3.3	2.7	4.2
40-49 (n=329)	82.8	47.5	41.4	28.2	24.2	18.1	13.9	7.6	5.9	3.3	4.3	4.0	6.3
50-59 (n=365)	81.7	51.3	37.4	24.4	26.3	19.7	10.8	5.1	4.0	2.4	2.1	6.1	8.3
60-69 (n=379)	73.5	43.5	34.1	20.3	20.9	17.1	15.5	7.1	8.0	4.3	4.2	6.6	10.7
70+ (n=212)	74.9	39.6	31.3	27.6	24.1	19.5	13.8	5.8	4.3	6.3	5.1	9.2	11.6
Type of settlement													
Rural (n=398)	83.1	45.7	37.0	28.4	20.3	27.8	12.5	7.1	4.4	2.5	1.6	5.1	8.1
Urban up to 20 thousand (n=301)	80.4	47.0	30.4	25.2	24.6	21.3	14.9	8.6	5.7	3.3	2.8	6.4	7.7
Urban 20-99 thousand (n=242)	83.5	51.0	37.6	30.2	25.5	18.9	14.3	6.8	6.6	3.2	3.1	2.9	5.4
Urban 100 thousand and above (n=1059)	82.8	45.7	41.4	24.9	30.2	19.7	12.6	4.6	6.7	4.2	4.9	4.9	6.7
Education													
Basic secondary and below (n=76)	67.5	39.0	24.1	11.2	15.6	23.0	10.8	6.0	6.4	3.4	1.0	11.4	15.9
Upper secondary (n=429)	81.8	45.5	30.6	27.0	22.6	24.3	12.4	6.2	4.0	2.1	2.5	3.5	9.5
Secondary vocational (n=589)	79.2	44.8	30.7	23.6	21.4	24.0	16.4	7.6	6.8	4.0	4.5	5.6	8.9
Higher (n=899)	88.0	49.0	49.4	30.7	32.0	20.6	11.3	5.2	6.0	3.8	3.3	4.4	3.1

Table 1.2

SECTION II. COMMUNICATION ABOUT EUROPEAN INTEGRATION FROM THE STATE

Half of respondents (53%) state that they have seen communication / information from the state on European integration (Figure 2.1). Most frequently (22% of all respondents) they referred to advertising in mass media, information found in social networks / websites (18%), speeches and statements by Ukrainian politicians (17%). At the same time, only 5% mentioned opinions of experts and civil society organizations.

Have you seen any communication / information from the state on European integration? IF “YES”:

Where have you seen this information? It is possible to choose several responses.

(% among all respondents, n=2000)

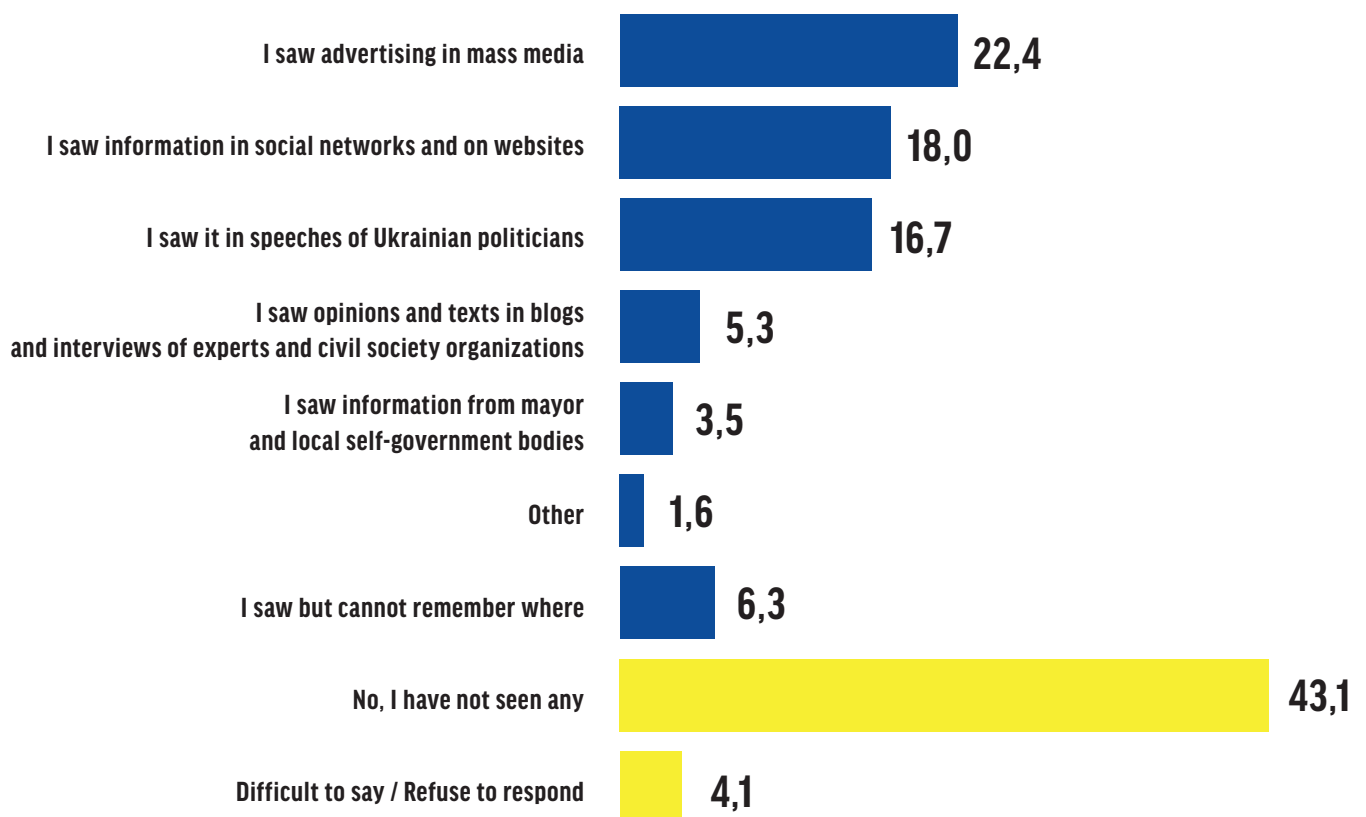


Figure 2.1

Table 2.1 presents the data by regions.

Have you seen any communication / information from the state on European integration? IF “YES”:

Where have you seen this information? It is possible to choose several responses.

(% among all respondents)

% in column	West (n=387)	Centre (n=738)	South (n=585)	East (n=290)
I saw advertising in mass media	21.7	24.2	20.4	22.6
I saw information in social networks and on websites	18.1	18.4	18.9	15.2
I saw it in speeches of Ukrainian politicians	17.7	16.9	15.9	16.1
I saw opinions and texts in blogs and interviews of experts and civil society organizations	6.9	4.9	5.2	3.3
I saw information from mayor and local self-government bodies	4.8	2.4	4.1	2.4
Other	1.8	2.1	0.8	1.5
I saw but cannot remember where	5.3	7.4	6.8	4.7
No, I have not seen any	44.9	40.8	41.0	48.9
Difficult to say / Refuse to respond	3.6	4.4	4.5	3.6

Table 2.1

Table 2.2 provides data by individual socio-demographic groups.

Have you seen any communication / information from the state on European integration? IF “YES”:

Where have you seen this information? It is possible to choose several responses.

(% of respondents in respective socio-demographic group)

% in row	I saw advertising in mass media	I saw information in social networks and on websites	I saw it in speeches of Ukrainian politicians	I saw opinions and texts in blogs and interviews of experts and civil society organizations	I saw information from mayor and local self-government bodies	Other	I saw but cannot remember where	No, I have not seen any	Difficult to say / Refuse to respond
Gender									
Men (n=901)	21.6	19.9	16.3	5.3	3.7	2.4	6.4	44.2	3.6
Women (n=1099)	23.0	16.4	17.1	5.3	3.3	0.9	6.2	42.2	4.5
Age									
18-29 (n=326)	12.9	25.0	12.3	4.3	4.2	1.2	9.5	48.0	1.0
30-39 (n=389)	19.2	21.1	16.1	7.3	4.2	1.3	7.6	46.5	1.7
40-49 (n=329)	23.4	20.2	13.8	4.7	3.9	2.9	5.2	45.8	2.1
50-59 (n=365)	26.0	15.8	18.6	3.5	3.1	0.9	7.2	38.8	7.2
60-69 (n=379)	27.9	13.9	21.5	5.4	3.2	2.5	3.4	36.4	5.2
70+ (n=212)	27.3	8.5	19.8	6.2	1.6	0.7	3.6	41.2	9.4
Type of settlement									
Rural (n=398)	19.5	17.8	13.3	3.6	3.6	2.6	5.6	48.6	3.8
Urban up to 20 thousand (n=301)	21.7	16.6	18.5	4.5	2.6	1.5	5.7	43.8	3.9
Urban 20-99 thousand (n=242)	21.5	13.8	14.1	3.5	1.8	1.3	6.8	51.3	3.9
Urban 100 thousand and above (n=1059)	24.9	19.5	19.4	7.1	4.0	0.9	6.9	37.0	4.5
Education									
Basic secondary and below (n=76)	16.0	6.6	5.0	0.8	4.0	3.9	2.6	58.7	7.5
Upper secondary (n=429)	15.5	15.6	13.4	1.3	1.9	1.2	8.2	49.6	3.9
Secondary vocational (n=589)	24.6	14.2	13.2	3.8	3.1	1.2	6.0	45.6	5.5
Higher (n=899)	25.4	23.4	22.4	8.9	4.4	1.8	6.0	35.6	2.9

Table 2.2

SECTION III. THE LINK BETWEEN REFORMS AND EU MEMBERSHIP ASPIRATIONS

49% of respondents link certain reforms with the EU membership aspirations (the rest either do not see such link, or do not see any reforms, or could not answer) (Figure 3.1). However, not more than 19% referred to specific reforms: 19% of respondents link both

anti-corruption and healthcare reforms with the EU membership aspirations, 18% name the police reform, 14% - decentralization reform, 12.5% - education reform, 11% - electronic services reform, 9% - reforms related to improved environment.

In your view, is there a link between specific reforms that are being implemented in Ukraine with Ukraine’s EU membership aspirations? IF “YES”: Which reforms do you link with European integration? It is possible to choose several responses.

(% among all respondents, n=2000)

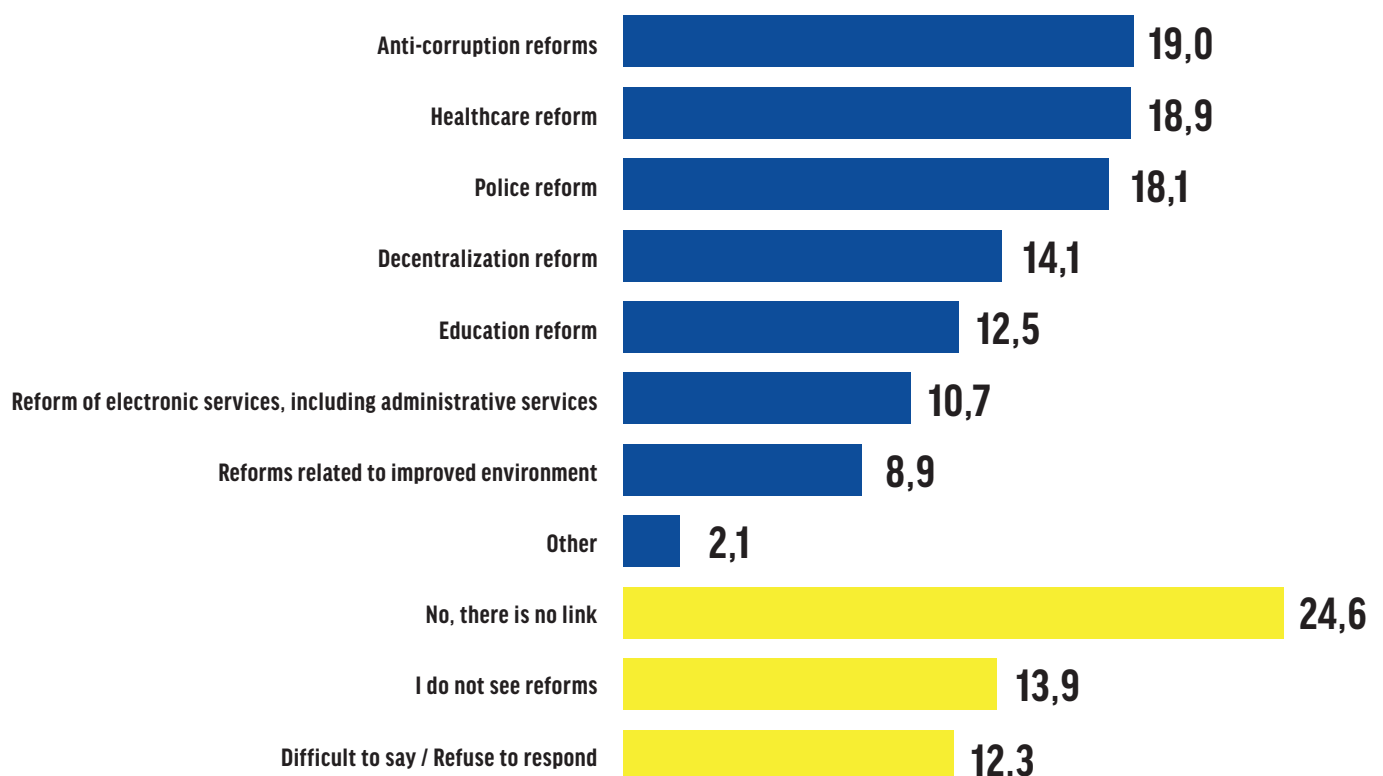


Figure 3.1

Table 3.1 presents the data by regions.

In your view, is there a link between specific reforms that are being implemented in Ukraine with Ukraine’s EU membership aspirations? IF “YES”: Which reforms do you link with European integration? It is possible to choose several responses.

(% among all respondents)

% in column	West (n=387)	Centre (n=738)	South (n=585)	East (n=290)
Anti-corruption reforms	20.7	20.6	17.8	14.0
Healthcare reform	17.8	19.3	19.1	19.4
Police reform	16.0	17.7	19.4	20.5
Decentralization reform	14.4	15.8	13.6	10.5
Education reform	13.7	11.3	12.5	13.2
Reform of electronic services, including administrative services	10.6	9.5	11.3	12.3
Reforms related to improved environment	10.6	7.6	10.3	6.5
Other	2.3	1.8	2.5	1.7
No, there is no link	23.6	24.5	24.7	26.8
I do not see reforms	11.9	15.1	13.8	14.7
Difficult to say / Refuse to respond	12.9	10.8	13.7	12.3

Table 3.1

Table 3.2 provides data by individual socio-demographic groups.

In your view, is there a link between specific reforms that are being implemented in Ukraine with Ukraine's EU membership aspirations? IF "YES": Which reforms do you link with European integration? It is possible to choose several responses.

(% of respondents in respective socio-demographic group)

% in row	Anti-corruption reforms	Healthcare reform	Police reform	Decentralization reform	Education reform	Reform of electronic services	Reforms related to environment	Other	No, there is no link	I do not see reforms	Difficult to say / Refuse to respond
Gender											
Men (n=901)	20.4	14.1	18.3	16.1	9.6	11.2	9.4	2.5	26.5	15.2	11.1
Women (n=1099)	17.8	22.9	17.8	12.5	14.9	10.2	8.6	1.8	23.1	12.7	13.2
Age											
18-29 (n=326)	25.3	22.0	21.4	11.9	14.3	11.8	13.3	3.2	27.6	6.4	10.6
30-39 (n=389)	16.1	18.6	22.3	16.5	13.9	13.8	6.1	1.9	26.0	11.9	11.3
40-49 (n=329)	21.9	16.5	16.9	14.7	13.1	11.6	10.1	2.1	24.1	13.7	11.4
50-59 (n=365)	16.7	17.7	17.4	13.7	10.5	10.0	9.0	1.9	23.8	19.5	9.2
60-69 (n=379)	17.7	17.6	14.7	16.8	11.4	8.0	6.1	2.2	23.9	15.6	13.7
70+ (n=212)	15.9	21.5	13.4	10.0	11.2	7.0	9.2	1.2	21.3	17.6	19.4
Type of settlement											
Rural (n=398)	15.8	17.7	14.6	13.0	11.2	8.3	11.4	2.2	25.4	12.5	15.7
Urban up to 20 thousand (n=301)	22.3	21.1	15.6	19.1	14.3	12.2	9.8	2.5	22.8	14.7	13.0
Urban 20-99 thousand (n=242)	19.3	19.6	15.3	12.7	17.3	12.3	9.0	1.0	29.4	15.6	10.8
Urban 100 thousand and above (n=1059)	20.4	19.0	22.0	13.8	11.9	11.6	6.9	2.2	23.5	14.2	9.9
Basic secondary and below (n=76)											
Upper secondary (n=429)	22.1	19.1	17.9	8.1	7.5	7.7	13.4	0.0	19.6	11.5	26.5
Secondary vocational (n=589)	17.0	18.3	20.7	10.2	11.2	7.0	9.5	1.4	23.4	10.1	16.2
Higher (n=899)	16.7	17.4	15.4	9.3	11.1	7.6	9.0	1.6	26.6	17.7	11.0
Basic secondary and below (n=76)	21.6	20.3	18.7	20.4	15.0	15.3	8.1	3.1	24.3	13.5	9.2

Table 3.2

SECTION IV. VOICE / FACE OF EUROPEAN INTEGRATION

2 out of 5 respondents (42%) believe that the voice / face of the European integration is the President. The next most frequently chosen option refer to students and young people (21% of respondents consider them to be the voice / face of the European integration), and the Verkhovna Rada (18%). Other options were chosen by fewer respondents (not more than 10%).

Who for you is the voice / face of the European integration? Choose 3 key responses.

(% among all respondents, n=2000)

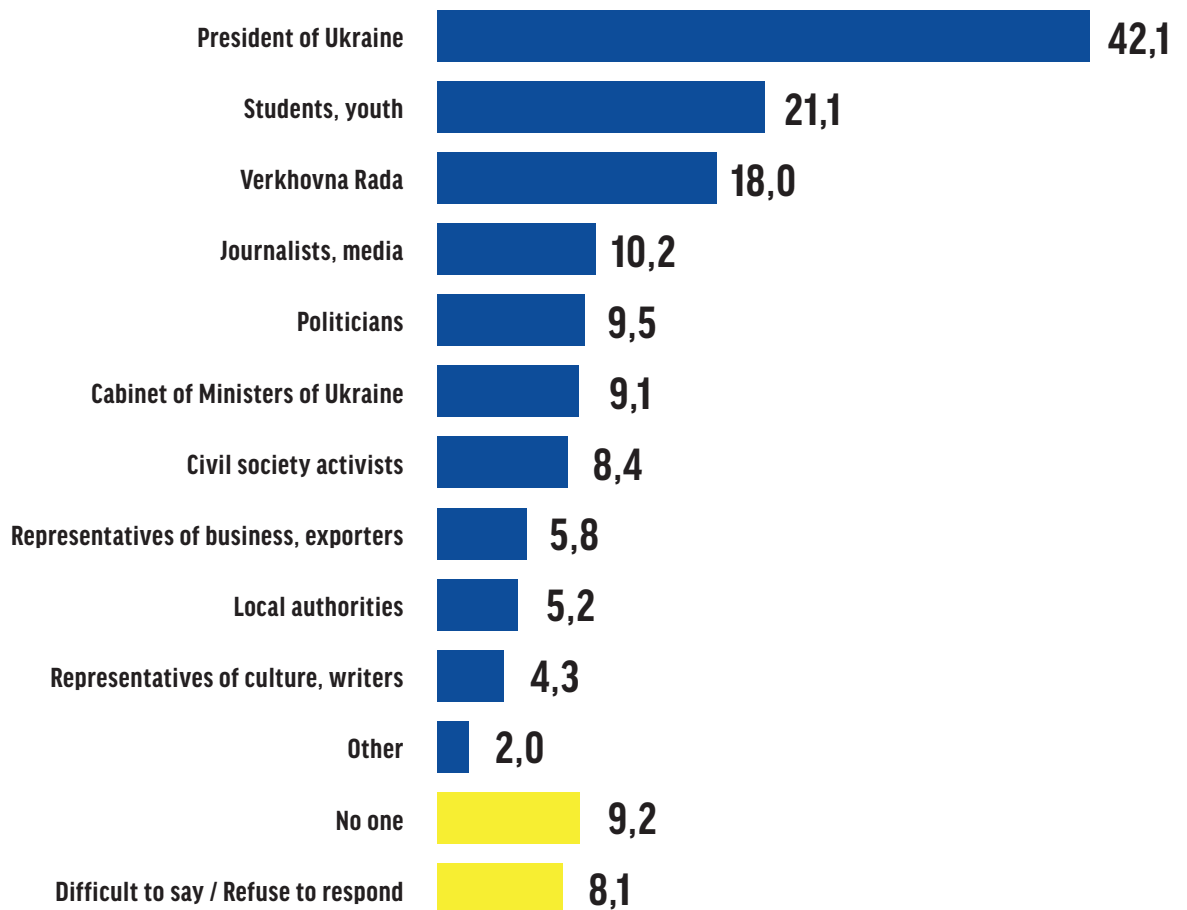


Figure 4.1

Table 4.1 presents the data by regions.

Who for you is the voice / face of the European integration? Choose 3 key responses.

(% among all respondents)

% in column	West (n=387)	Centre (n=738)	South (n=585)	East (n=290)
President of Ukraine	38.3	43.0	43.6	44.4
Students, youth	27.7	21.7	15.9	16.3
Verkhovna Rada	17.5	17.7	18.2	19.3
Journalists, media	12.4	9.7	9.1	9.5
Politicians	9.0	10.9	8.0	9.5
Cabinet of Ministers of Ukraine	6.6	9.3	10.5	10.5
Civil society activists	11.5	8.1	7.4	5.2
Representatives of business, exporters	5.2	6.3	5.1	7.4
Local authorities	5.2	5.7	5.2	4.3
Representatives of culture, writers	3.8	5.9	3.7	2.9
Other	1.1	2.8	2.1	1.8
No one	5.3	9.1	10.9	13.9
Difficult to say / Refuse to respond	7.3	5.8	10.2	11.7

Table 4.1

Table 4.2 provides data by individual socio-demographic groups.

Who for you is the voice / face of the European integration? Choose 3 key responses.

(% of respondents in respective socio-demographic group)

% in row	President of Ukraine	Students, youth	Verkhovna Rada	Journalists, media	Politicians	Cabinet of Ministers of Ukraine	Civil society activists	Representatives of business, exporters	Local authorities	Representatives of culture, writers	Other	No one	Difficult to say / Refuse to respond
Gender													
Men (n=901)	40.1	21.4	15.2	10.3	8.8	8.5	9.9	6.2	3.8	4.3	2.8	11.0	6.3
Women (n=1099)	43.8	20.9	20.3	10.1	10.0	9.5	7.2	5.6	6.4	4.4	1.4	7.7	9.6
Age													
18-29 (n=326)	50.6	24.4	26.1	8.0	4.1	15.3	9.6	7.2	8.4	5.2	1.7	4.8	5.4
30-39 (n=389)	44.0	19.3	18.4	8.0	7.6	9.9	9.0	7.4	5.2	3.3	3.6	11.2	7.1
40-49 (n=329)	44.8	24.5	16.5	9.1	10.5	9.8	8.6	7.2	4.1	5.2	2.1	8.4	5.3
50-59 (n=365)	34.1	21.0	13.2	12.2	12.0	7.5	8.3	4.7	4.2	4.3	1.3	10.7	9.8
60-69 (n=379)	40.4	18.2	14.8	14.6	9.7	6.0	7.2	4.8	3.8	4.8	2.1	11.8	7.5
70+ (n=212)	36.7	18.6	18.8	10.3	14.5	3.9	7.1	2.5	5.5	3.2	0.9	8.2	15.8
Type of settlement													
Rural (n=398)	42.8	22.6	16.8	11.1	8.8	7.4	7.2	3.6	5.0	5.0	2.1	7.4	9.7
Urban up to 20 thousand (n=301)	41.6	20.7	19.7	10.6	11.3	7.9	11.7	4.4	6.6	3.5	2.4	10.6	7.2
Urban 20-99 thousand (n=242)	38.6	22.2	14.3	11.2	11.6	7.0	8.2	5.5	2.7	4.5	3.9	10.0	7.0
Urban 100 thousand and above (n=1059)	42.5	19.9	19.3	9.2	9.0	11.1	8.5	8.0	5.6	4.1	1.5	10.0	7.5
Education													
Basic secondary and below (n=76)	38.4	19.3	11.8	5.6	10.3	6.5	4.7	2.3	3.3	2.4	3.4	9.0	17.0
Upper secondary (n=429)	43.5	16.2	21.3	9.2	5.7	5.9	4.8	4.6	6.3	2.2	0.5	10.8	9.5
Secondary vocational (n=589)	40.9	21.3	15.9	10.5	9.9	9.7	7.5	5.2	4.7	3.5	2.6	7.9	9.8
Higher (n=899)	42.7	24.1	18.5	11.2	11.3	10.6	11.5	7.4	5.3	6.4	2.4	8.8	5.2

Table 4.2

EUКРАЇНА

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