

Research for Ukraine's Independence Day 2025

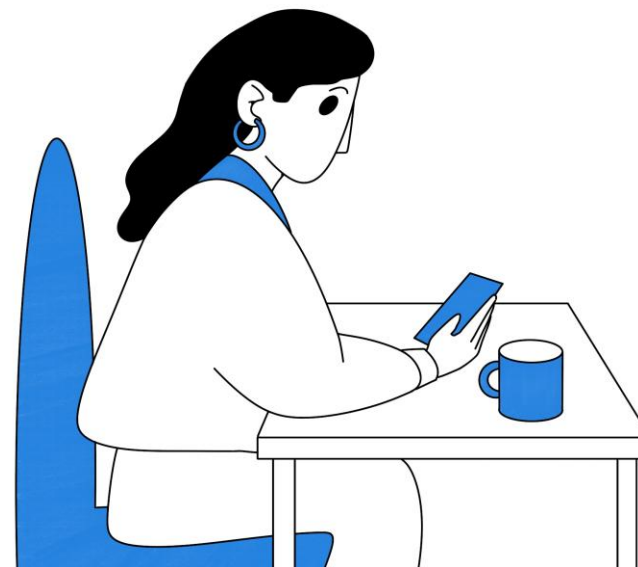
What do Ukrainians want and how can this be achieved?

July 30 – August 6, 2025



Methodology

- *Audience:* 1) Ukrainian citizens aged 18 and older in all regions, except for the temporarily occupied territories of Crimea and Donbas, as well as territories where Ukrainian mobile communications were unavailable at the time of the survey;
2) Ukrainians aged 18 and older who found temporary refuge in European countries after 24 February 2022. Geography: 27 countries.
Data weighted using current data from the State Statistics Service of Ukraine and the UNHC (United Nations High Commissioner for Refugees, indicator of Ukrainians who have applied for asylum, temporary protection or similar national protection programmes)
- *Sample population:*
 - 1) 1,600 respondents in Ukraine
 - 2) 500 respondents in Europe
- *Fieldwork dates:* July 30 – August 6, 2025



Survey method: CAWI
(Computer-Assisted Web Interviewing) – online survey on the **Rating Online** platform. Respondents receive a questionnaire and fill it out independently.

Methodology

- The list of values is taken from Milton Rokeach's values questionnaire.

It includes two blocks:

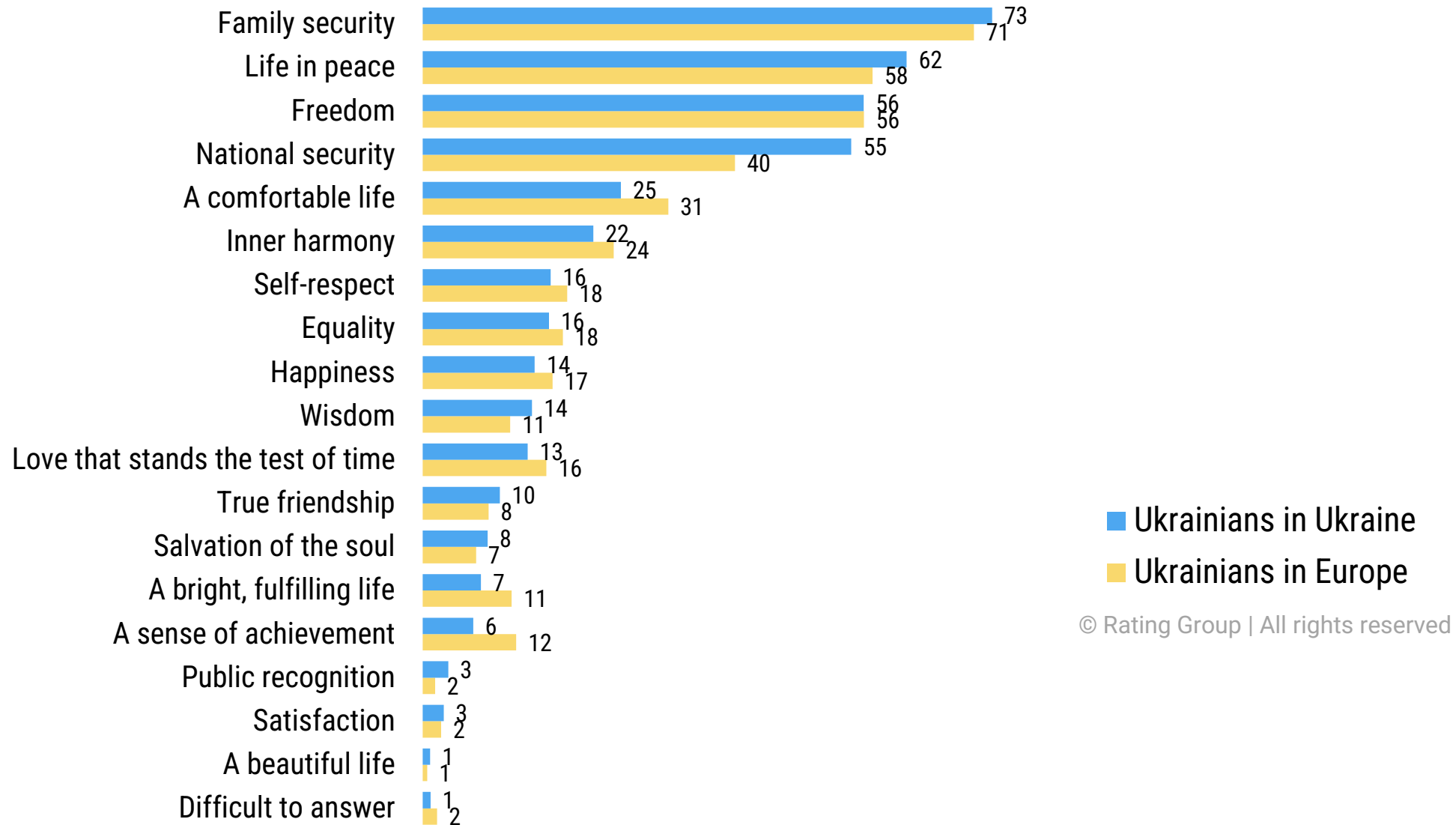
- **Terminal values** are a person's large-scale life goals.
 - **Instrumental values** are 'tools,' approaches to achieving goals.
- First, respondents were asked to select **up to five terminal values** that were most important to them (without prioritising them).
- Next, respondents had the opportunity to select **up to five instrumental values** for achieving each selected terminal value.



THE GOALS OF UKRAINIANS

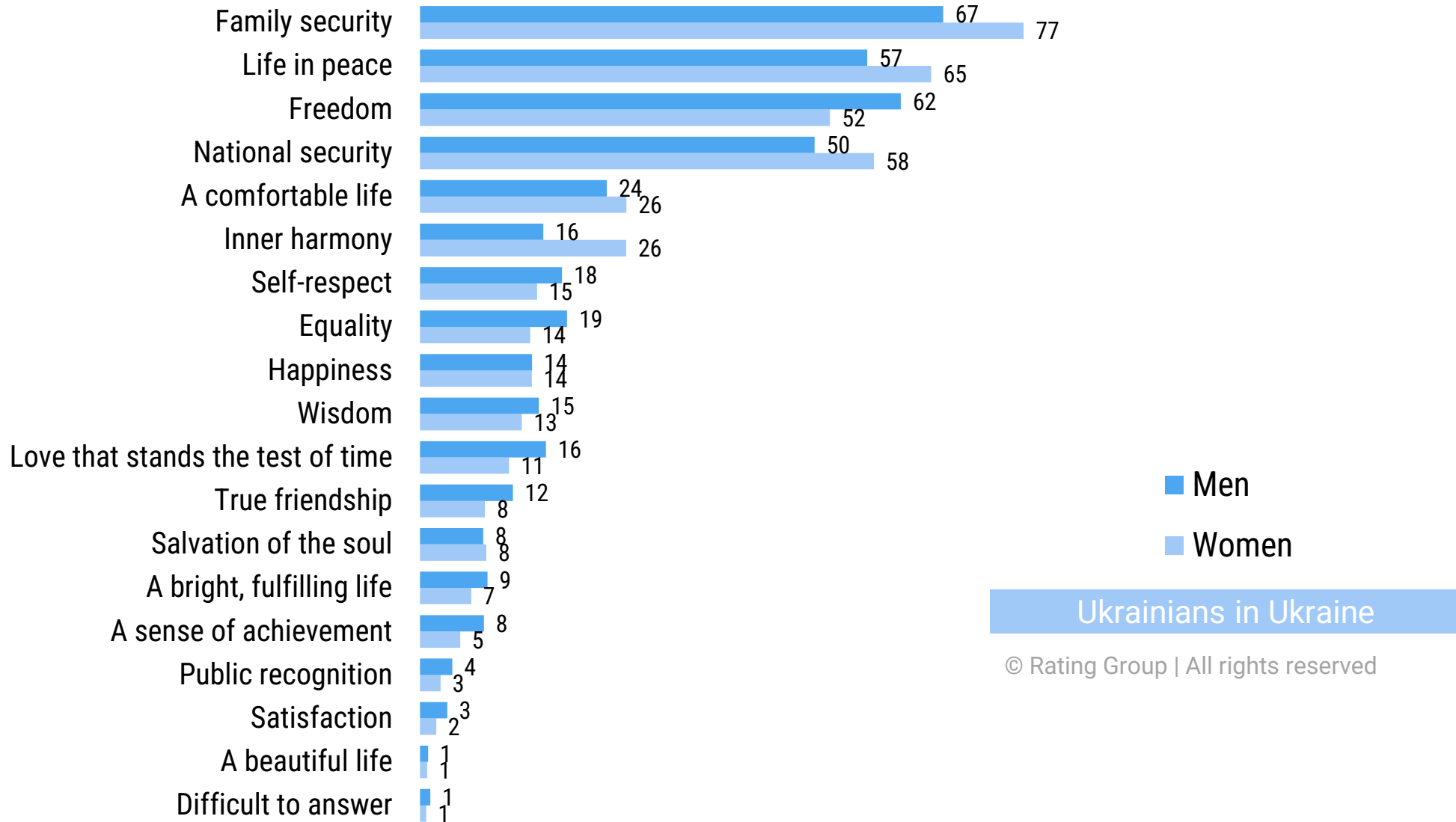
What is most important to you personally right now?

Respondents could choose up to five options



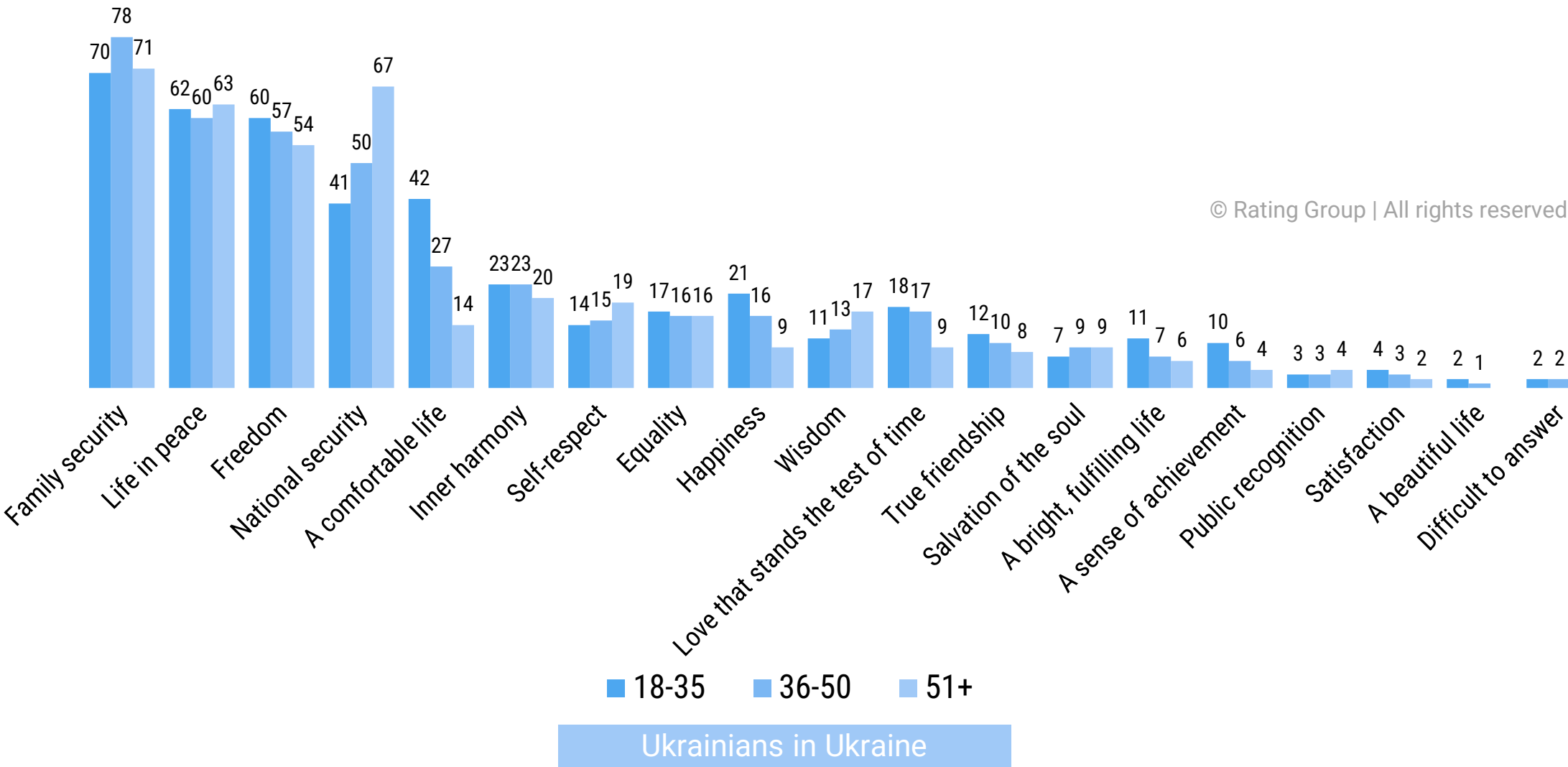
What is most important to you personally right now?

Respondents could choose up to five options



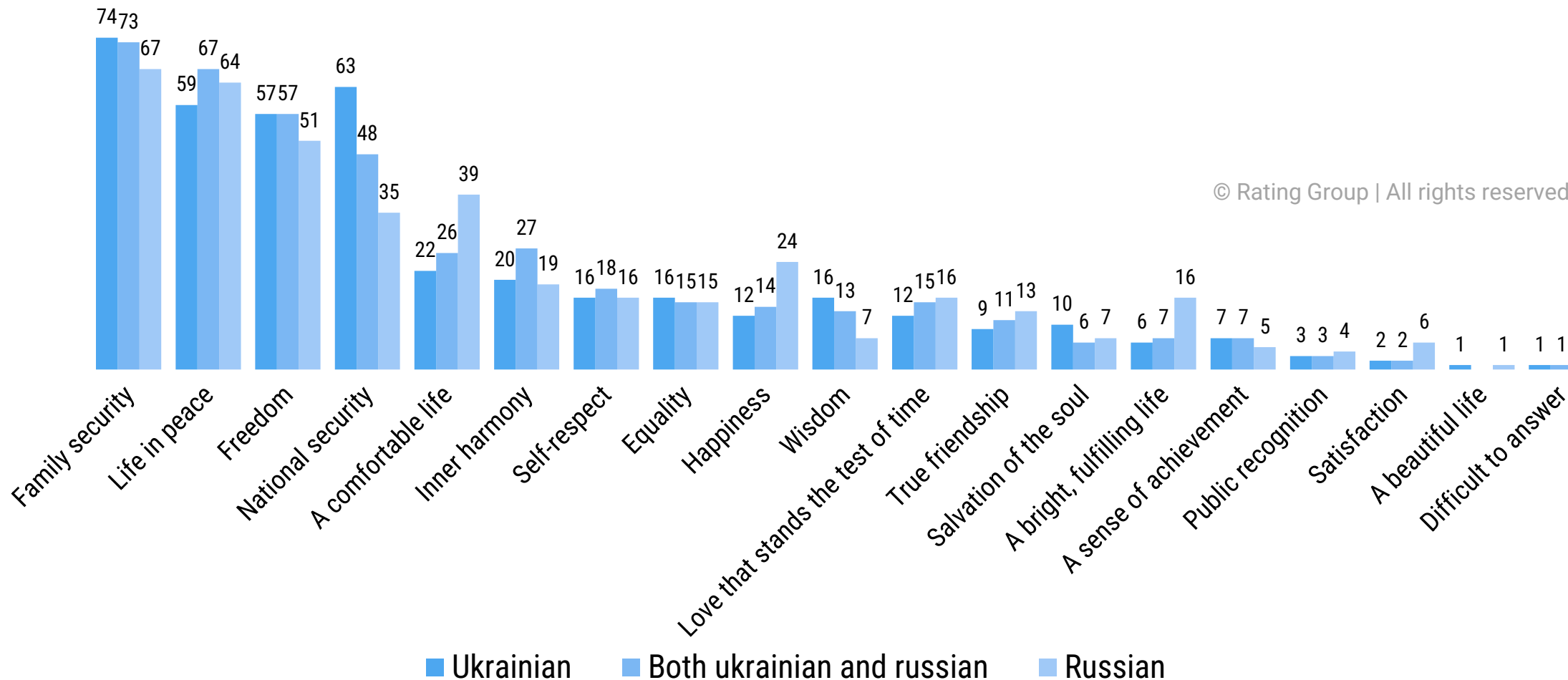
What is most important to you personally right now?

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What is most important to you personally right now?

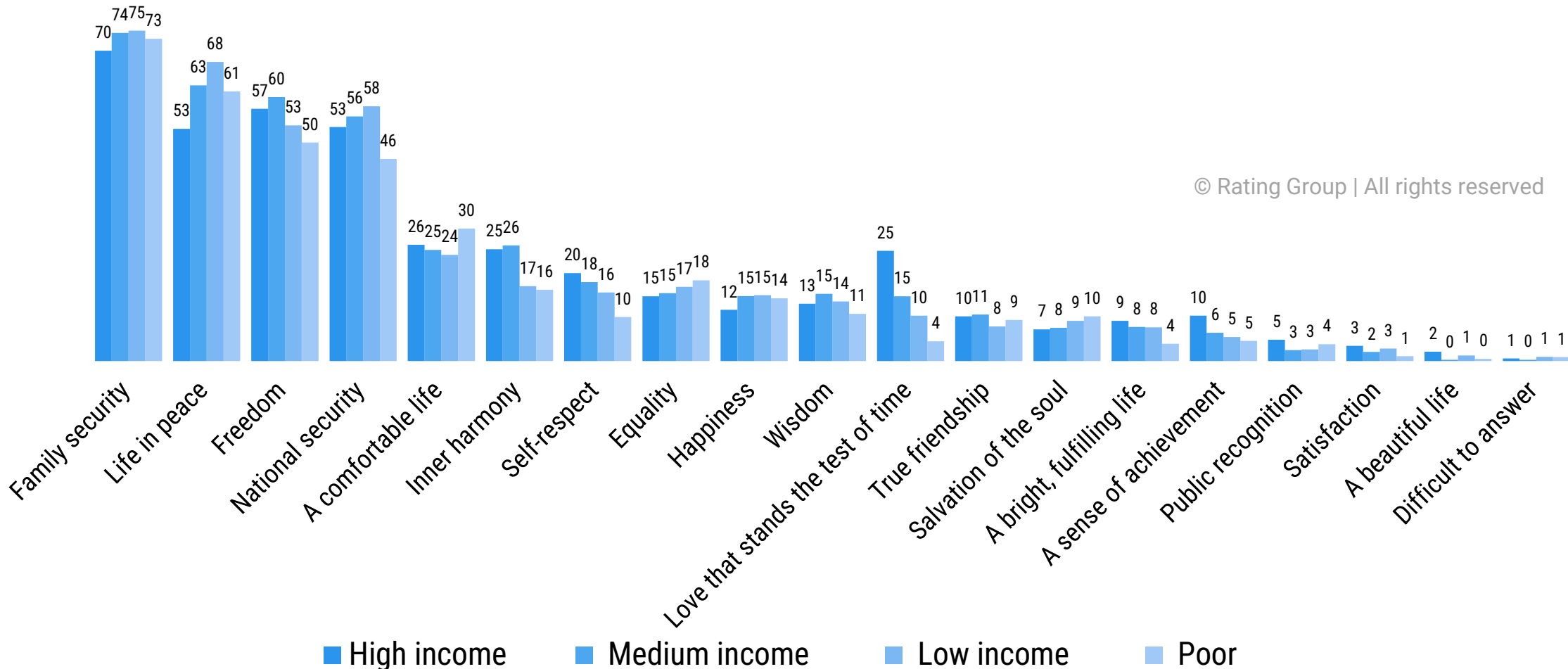
Respondents could choose up to five options



Ukrainians in Ukraine

What is most important to you personally right now?

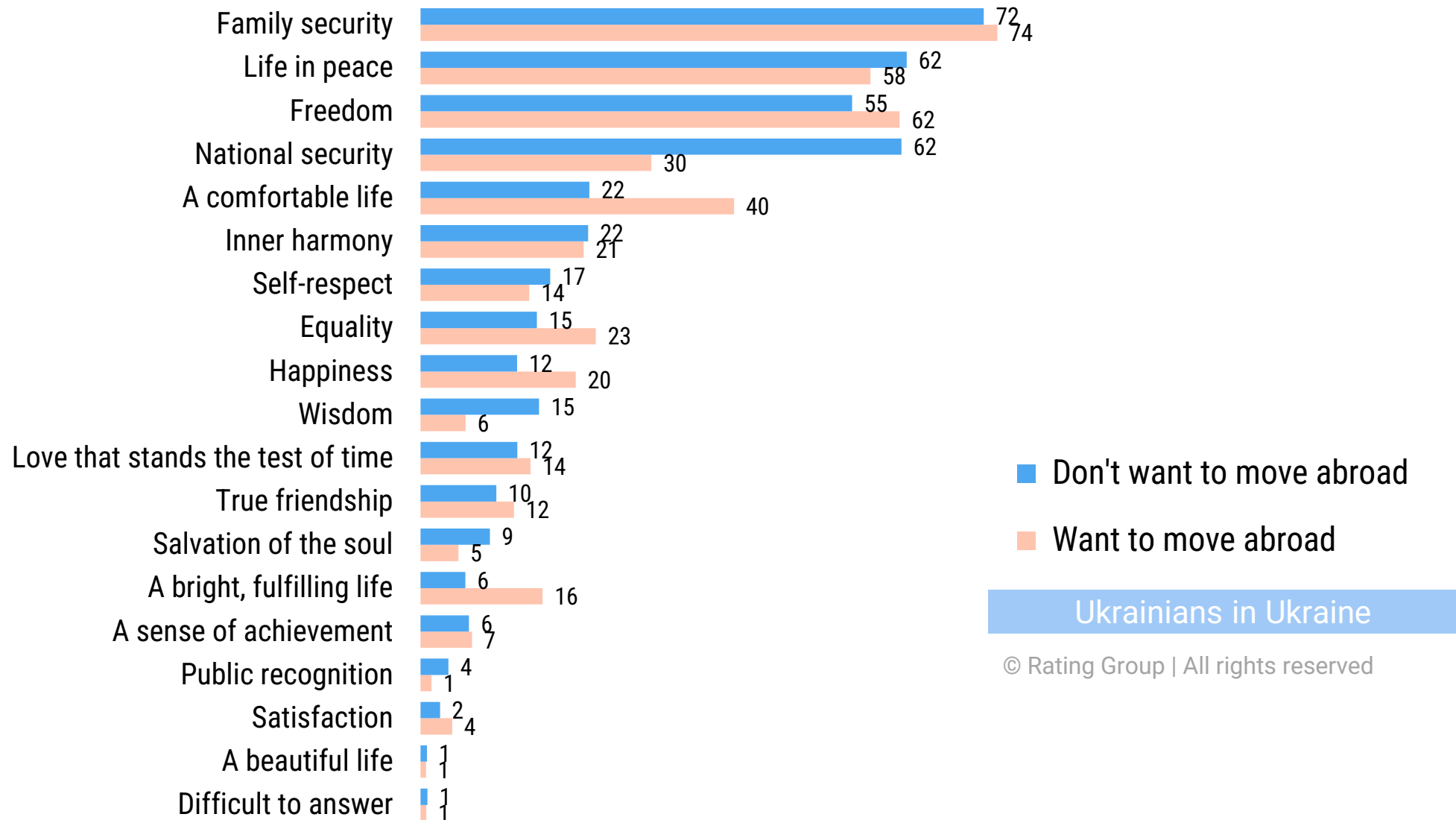
Respondents could choose up to five options



Ukrainians in Ukraine

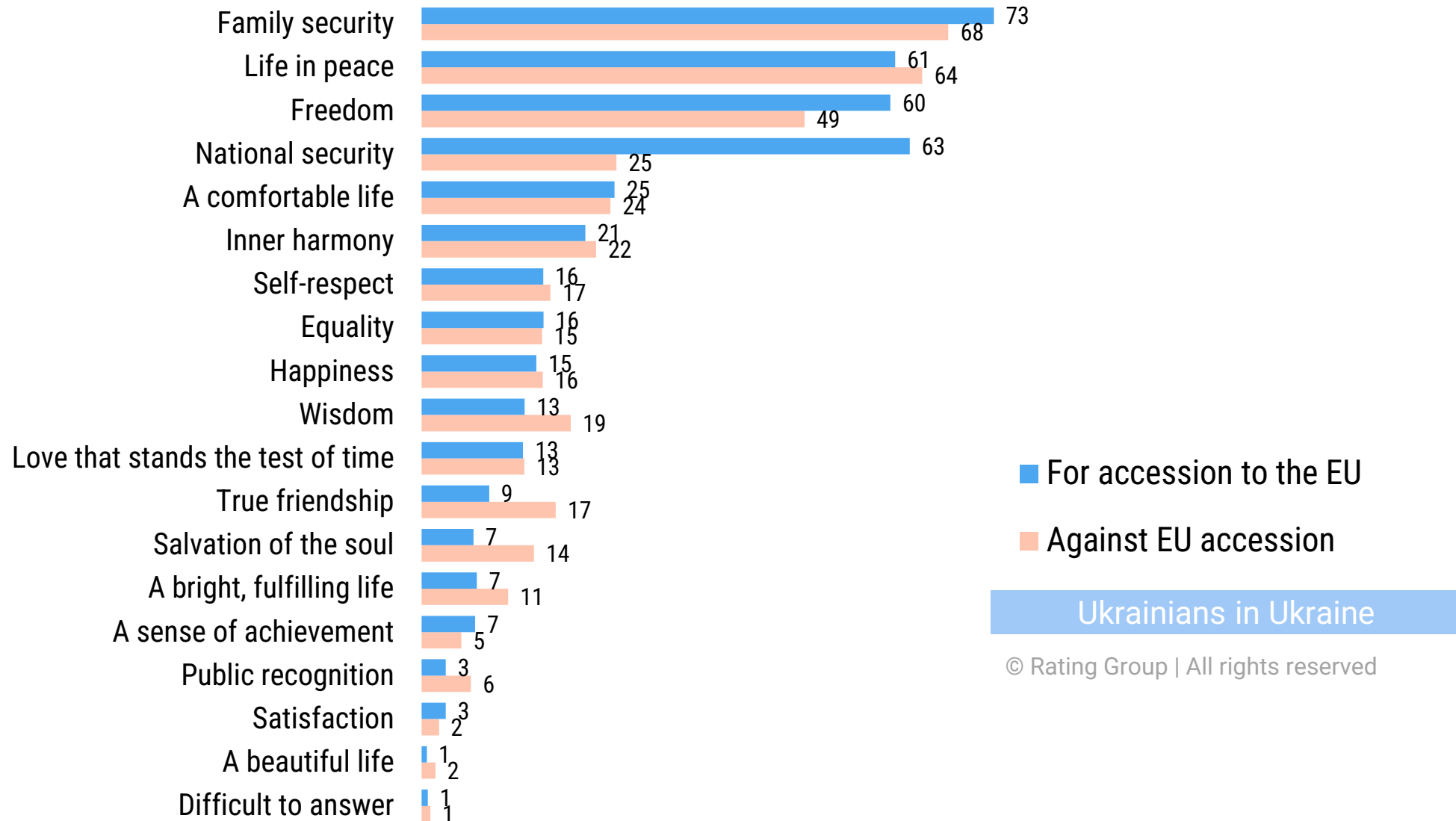
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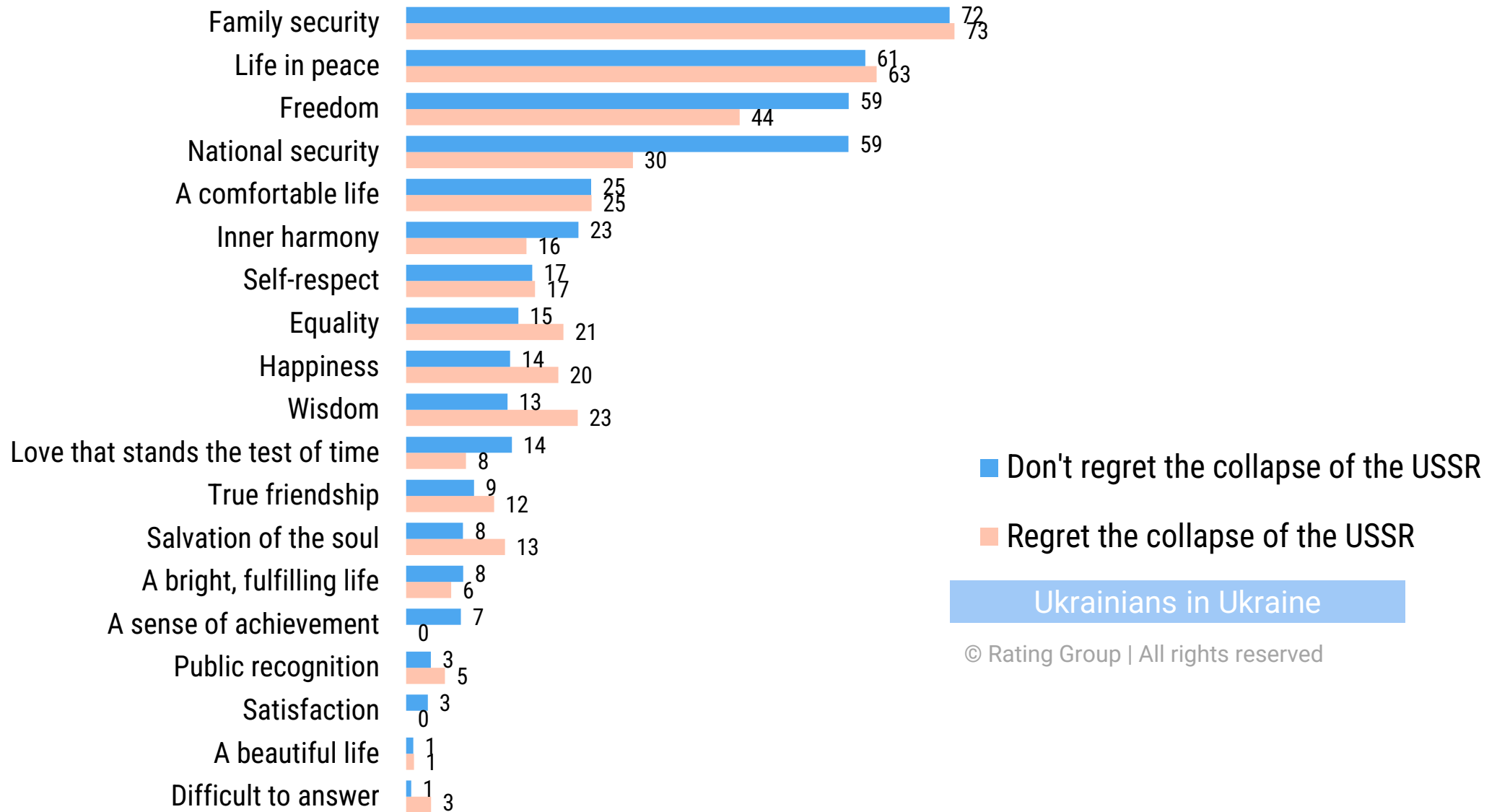
What is most important to you personally right now?


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WHAT WILL HELP ACHIEVE THE GOALS?

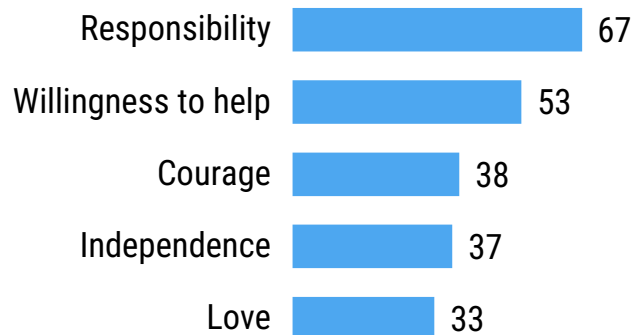
What will help achieve the goals?

Respondents could choose up to five options; TOP 5 for each of the goals

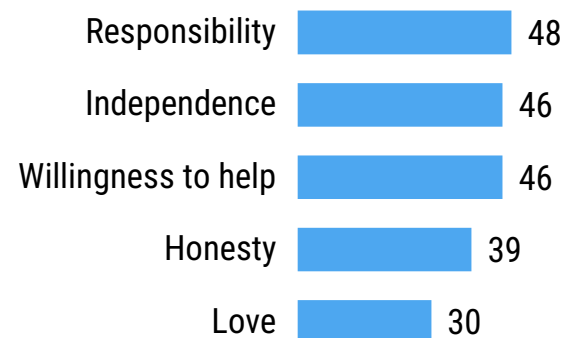
*among respondents who selected the specified goals

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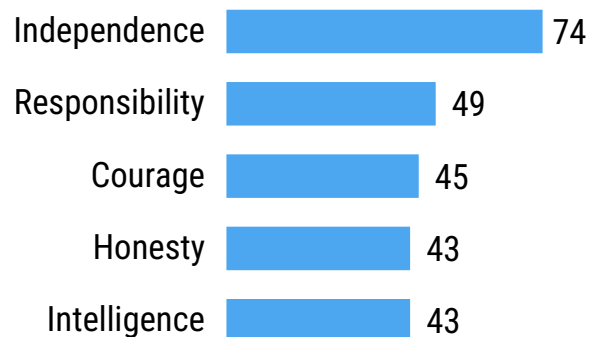
Family security



Life in peace



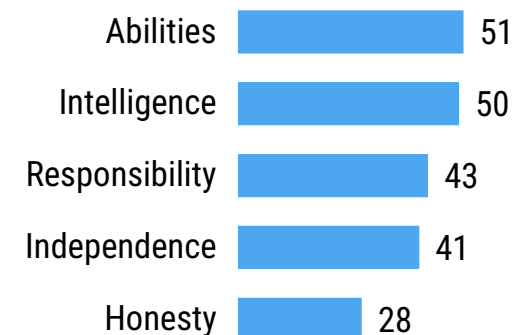
Freedom



National security



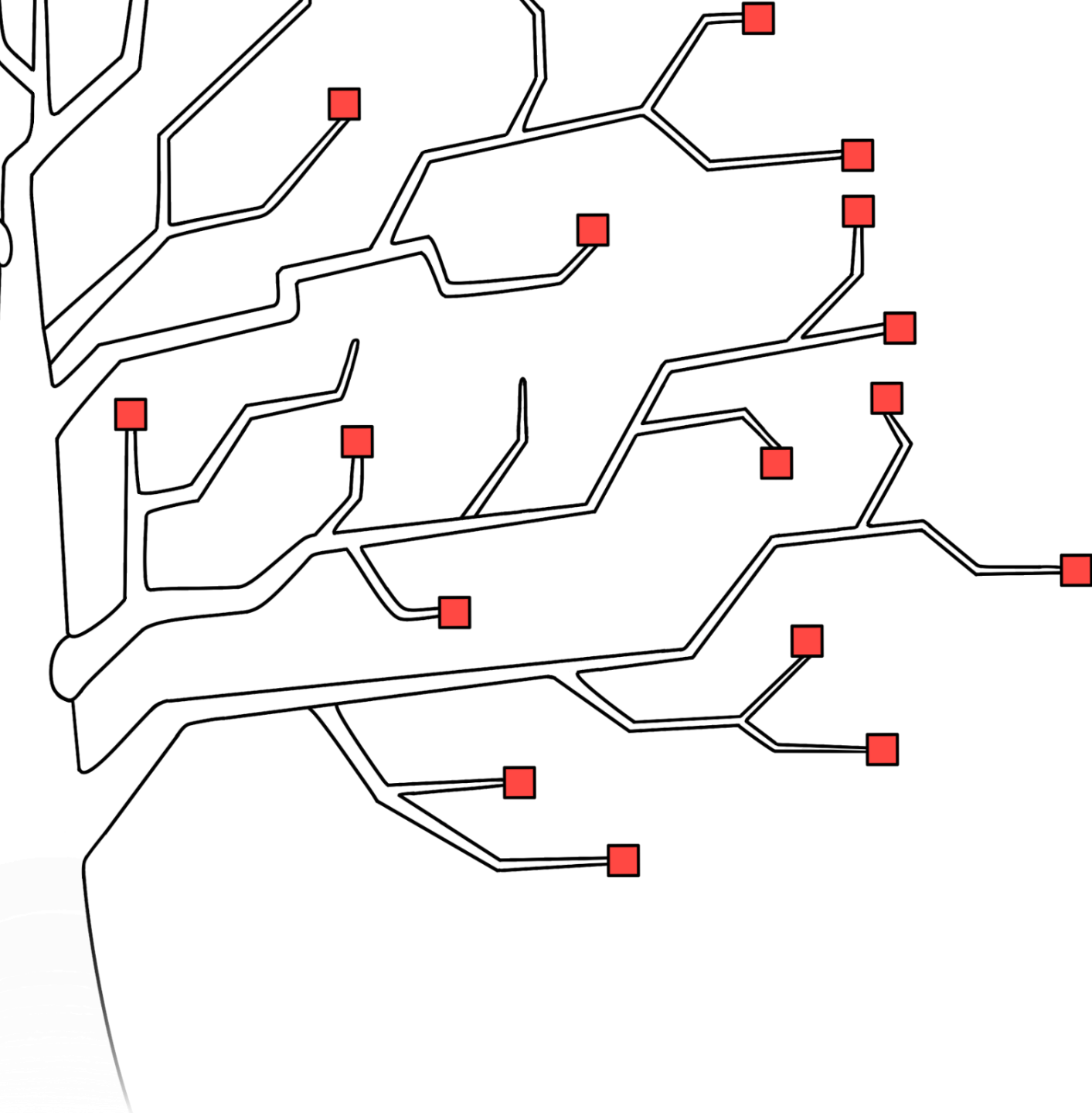
A comfortable life



What tools will help achieve these goals?

*among respondents who selected the relevant goals

	Family security	Life in peace	Freedom	National security	A comfortable life	Inner harmony	Self-respect	Equality	Happiness	Wisdom	Love that stands the test of time	True friendship	Salvation of the soul	A bright, fulfilling life	A sense of achievement	Public recognition	Satisfaction	A beautiful life
<i>Cheerfulness</i>	10	12	11	2	24	37	13	4	44	7	19	19	14	67	12	5	44	59
<i>Ambition</i>	4	3	11	8	26	3	10	3	15	2	5	2	1	17	40	25	18	3
<i>Love</i>	33	30	12	7	17	41	13	12	60	25	76	21	63	34	7	5	48	38
<i>Purity</i>	3	7	5	2	9	14	4	6	7	6	11	7	42	3	3	11	11	42
<i>Self-control</i>	31	20	21	18	27	39	30	24	17	36	24	13	22	11	30	24	7	18
<i>Ability</i>	21	17	21	23	51	21	27	15	21	26	6	5	5	37	51	44	31	20
<i>Courage</i>	38	27	45	49	21	22	26	23	26	21	11	7	3	32	39	24	34	24
<i>Politeness</i>	7	20	7	5	11	12	17	26	15	14	13	29	17	4	5	22	6	14
<i>Honesty</i>	25	39	43	45	28	42	61	65	37	47	64	80	55	17	24	41	24	22
<i>Imagination</i>	1	2	3	1	7	7	2	4	6	5	1	5	1	31	12	8	22	27
<i>Independence</i>	37	46	74	61	41	39	54	52	47	22	17	16	11	41	27	25	37	32
<i>Intelligence</i>	27	24	43	37	50	44	54	34	40	57	25	30	14	34	65	46	24	13
<i>Open-mindedness</i>	11	20	28	20	16	29	31	30	20	36	15	37	12	39	25	34	30	47
<i>Logic</i>	18	13	18	18	21	22	18	27	14	43	4	9	5	6	27	14	15	-
<i>Humility</i>	2	3	1	1	-	-	-	-	1	4	6	3	14	2	-	3	-	-
<i>Willingness to help</i>	53	46	22	45	14	24	36	38	26	21	41	71	36	11	16	28	10	-
<i>Responsibility</i>	67	48	49	70	43	30	52	68	33	45	58	52	26	12	39	62	32	9
<i>Forgiveness</i>	10	21	8	5	4	22	12	12	12	20	28	38	61	1	1	12	5	11



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