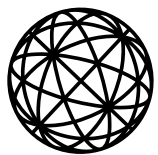


Public opinion in times of war: political preferences, trust and ideological orientations of Ukrainians

January, 2026

Comprehensive research report



WFD

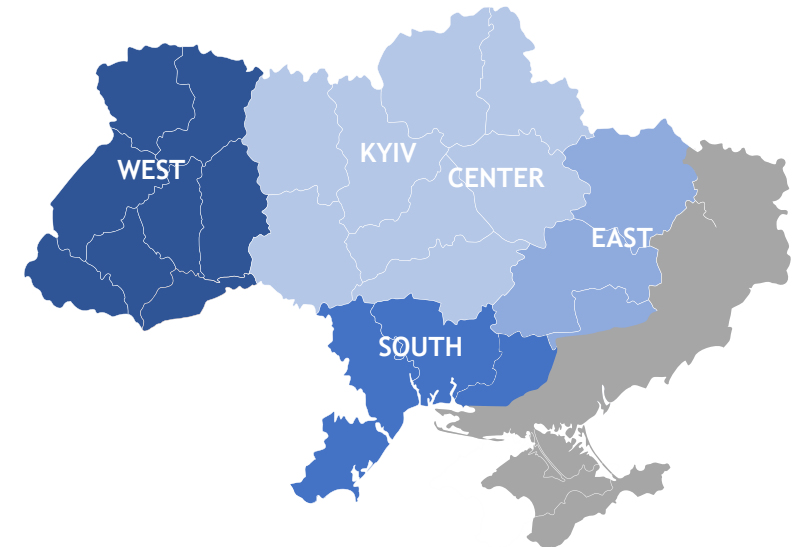


Foreign, Commonwealth
& Development Office

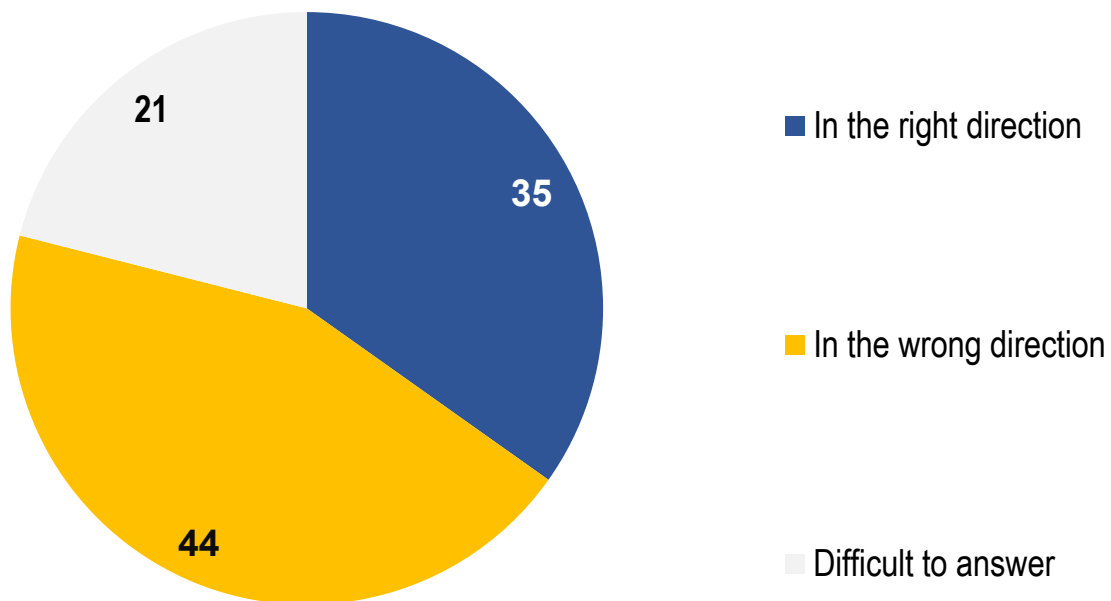
IR rating
group

Quantitative stage methodology

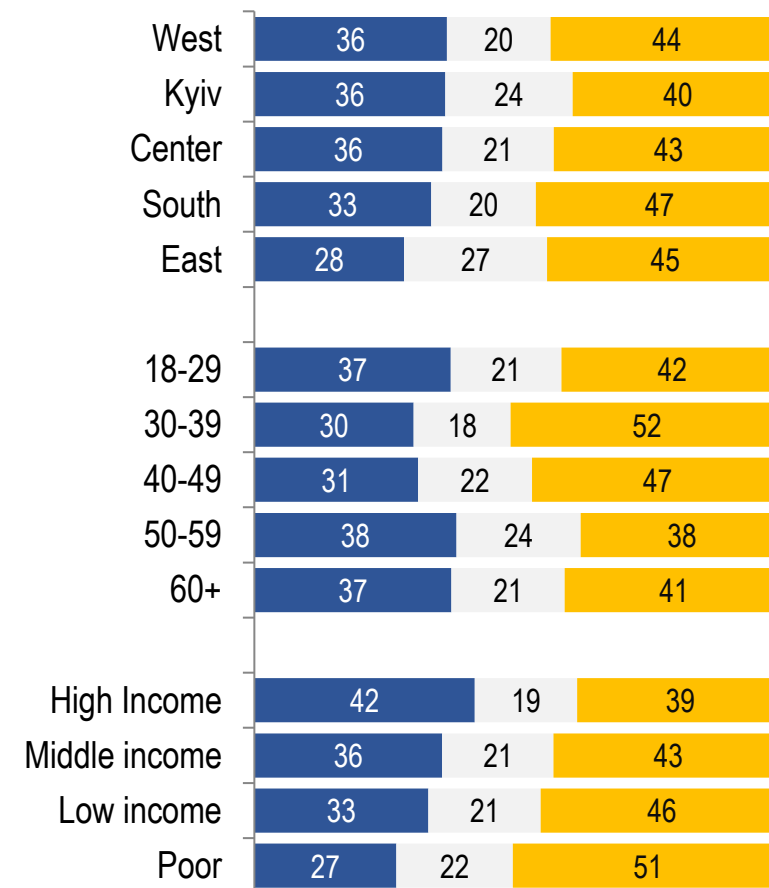
- Audience: Ukrainian population aged 18 and older in all regions, except for the temporarily occupied territories of Crimea and Donbas, as well as territories where there is no Ukrainian mobile communication at the time of the survey.
- Results are weighted using current data from the State Statistics Service of Ukraine
- The sample is representative by age, gender and type of settlement
- Sample population: **2100 respondents**
- Survey method: CATI (Computer Assisted Telephone Interviewing). Based on a random sample of mobile phone numbers
- Representativeness error of the survey with a confidence probability of 0.95: **no more than 2.1%**
- Date of conduct: **January 11-15, 2026**
- **Two focus groups** with 16 respondents took place on January 17-18, 2026



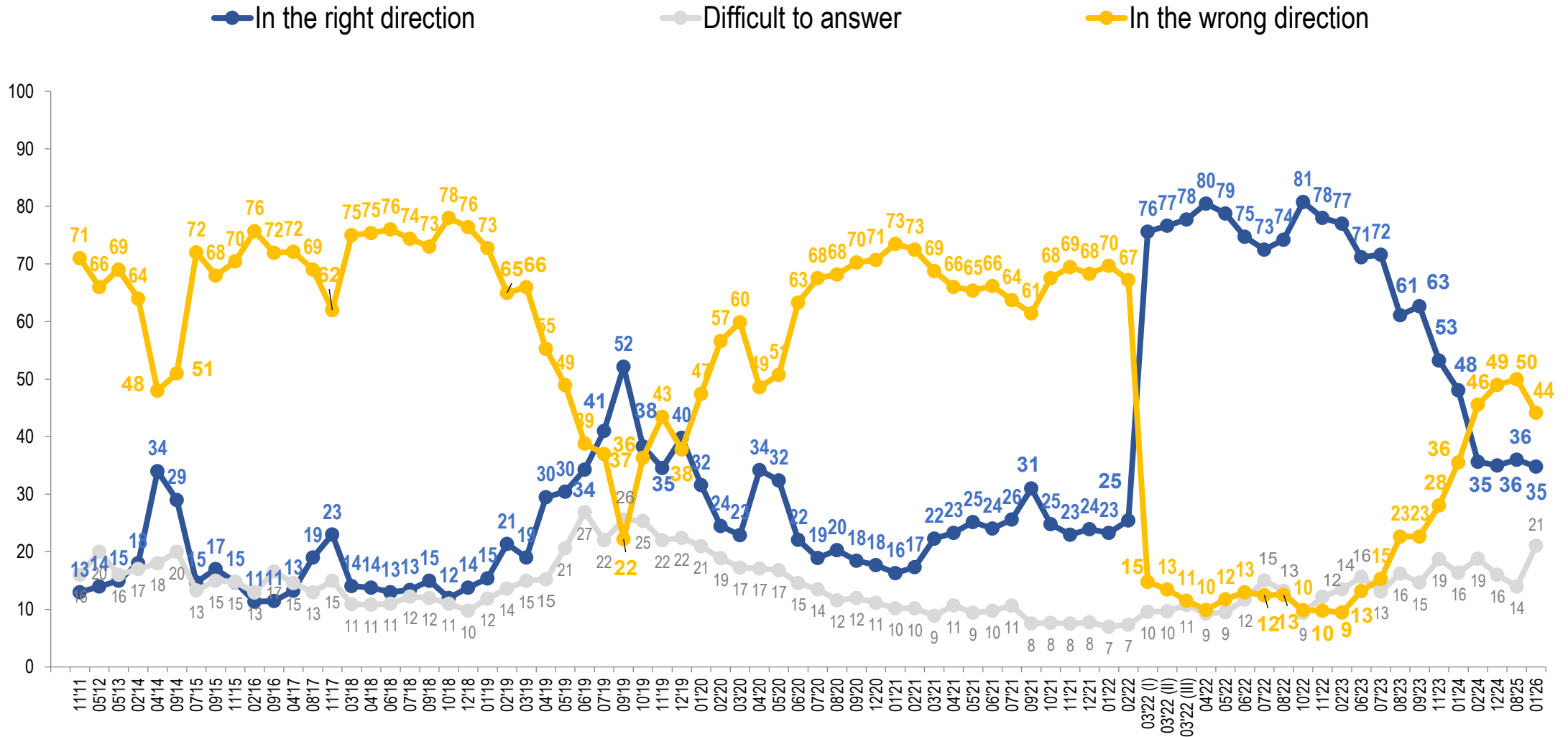
Speaking generally, do you think that events in Ukraine are developing in the right or wrong direction?



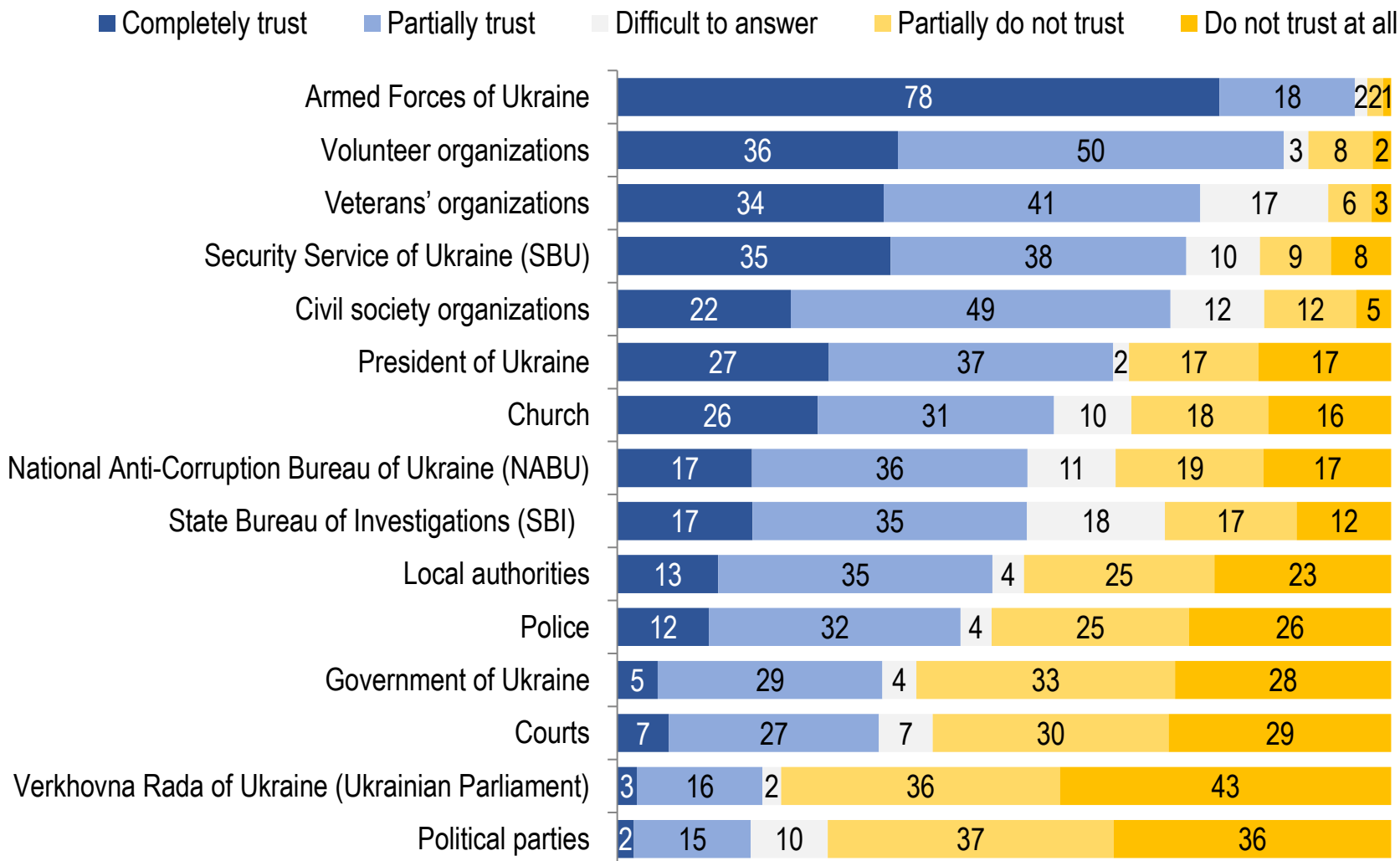
Region. Age. Income



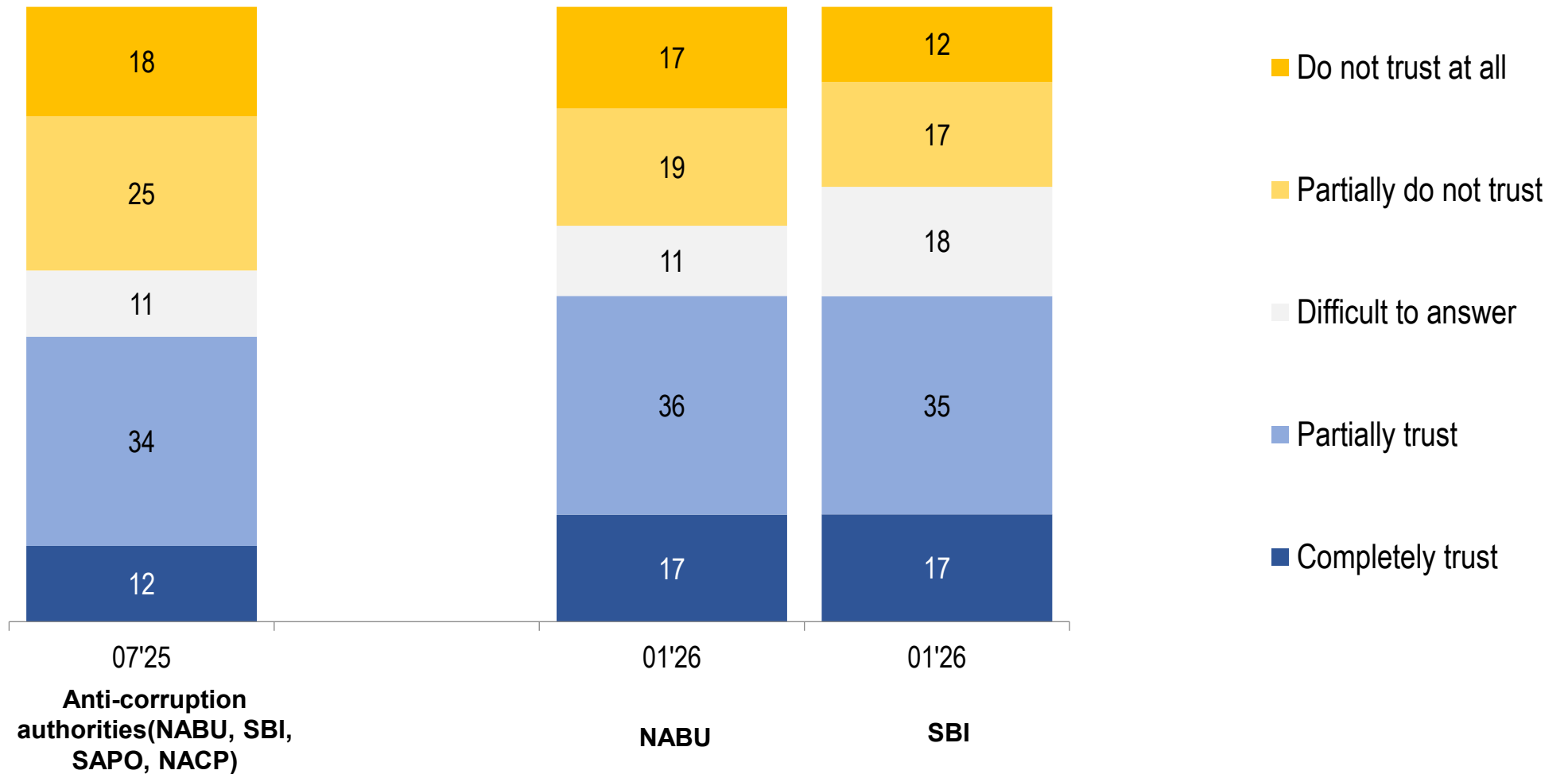
Speaking generally, do you think that events in Ukraine are developing in the right or wrong direction?



Now I will name some social institutions. To what extent do you trust them?

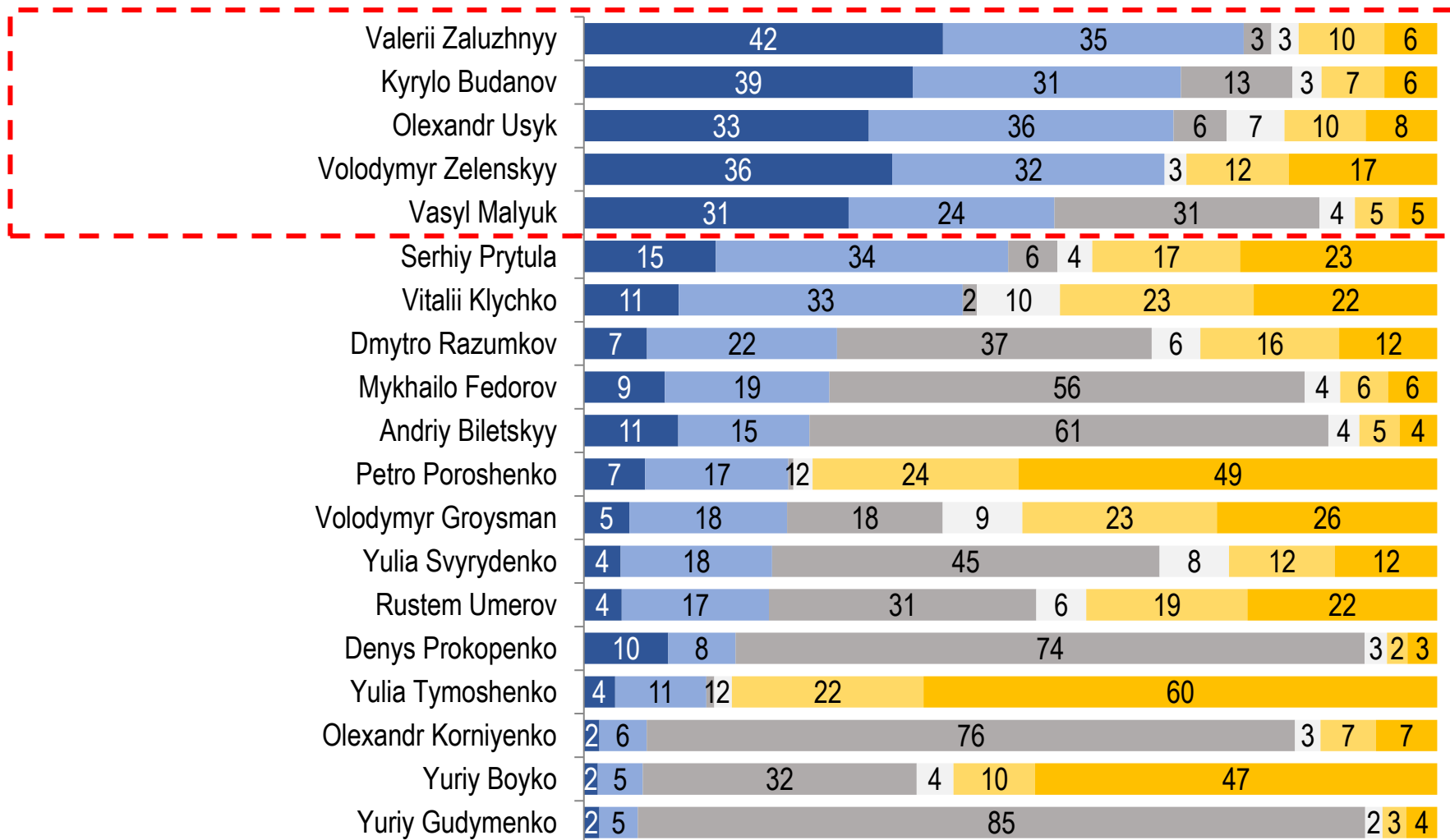


To what extent do you trust following social institutions?

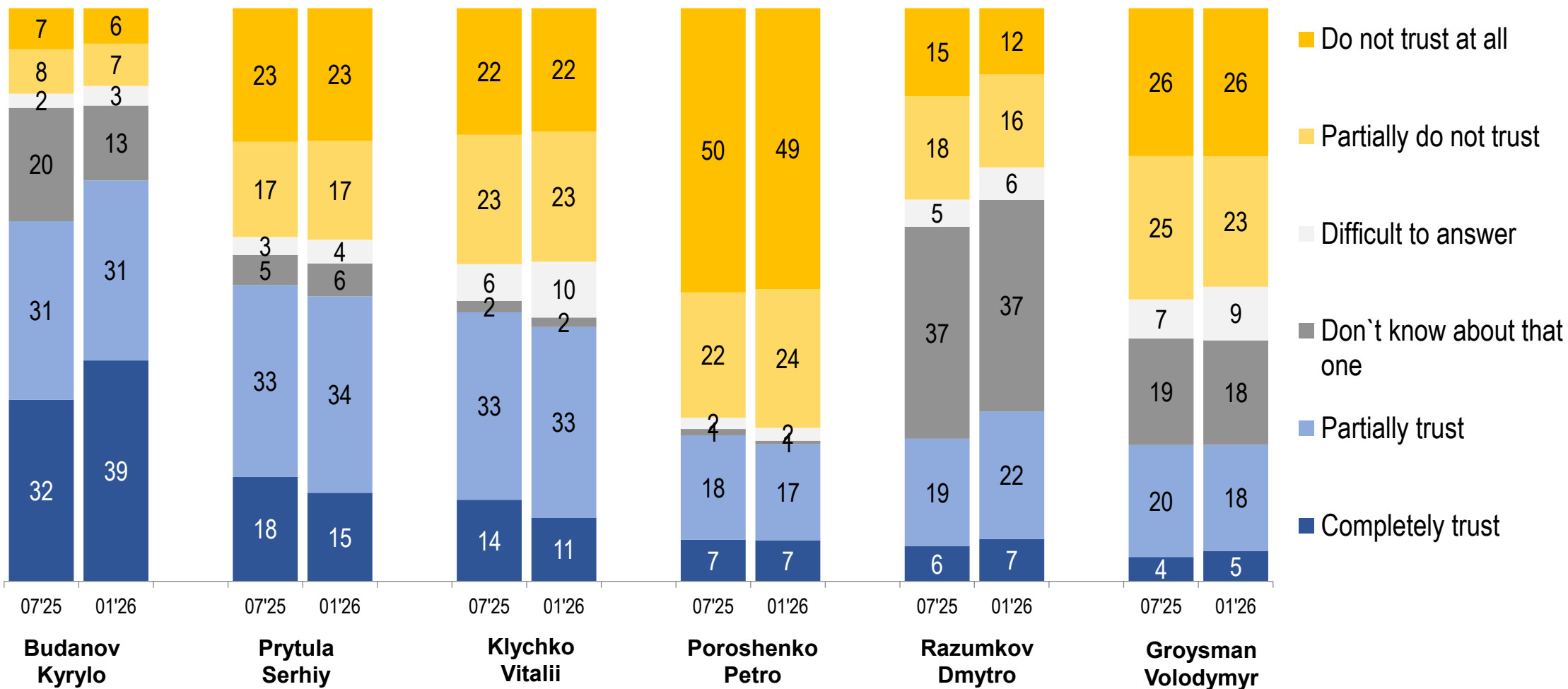


To what extent do you trust the following politicians, public officials, and public figures?

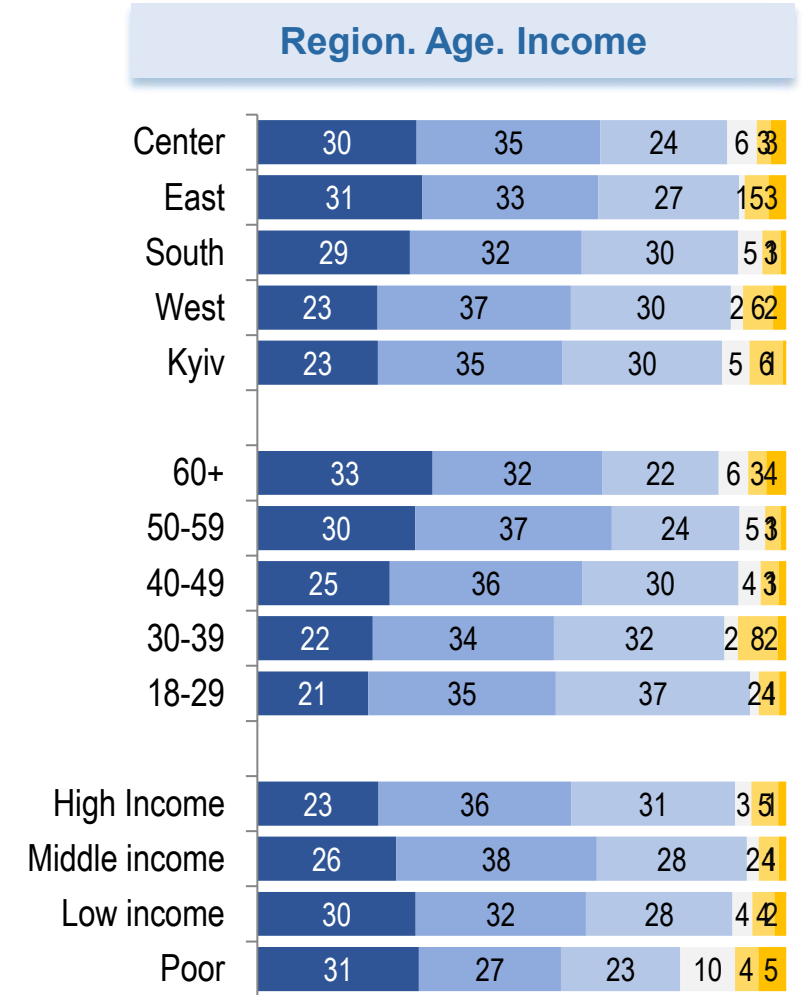
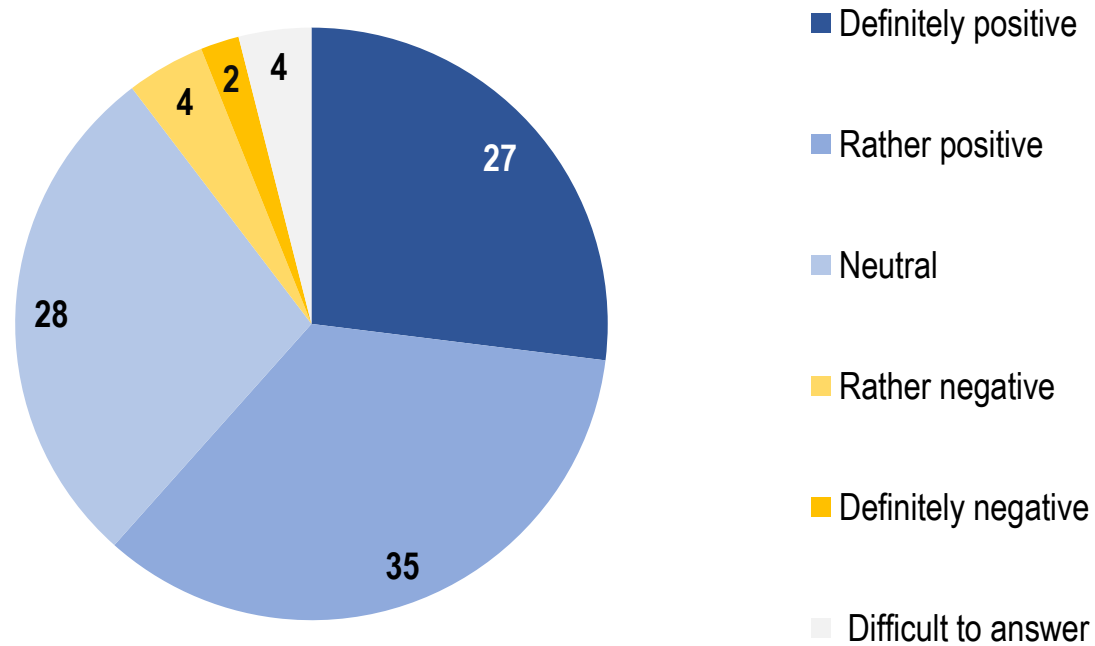
■ Completely trust ■ Partially trust ■ Don't know about that one
■ Difficult to answer ■ Partially do not trust ■ Do not trust at all



To what extent do you trust the following politicians, public officials, and public figures?



What is the attitude of the local indigenous population in your community towards internally displaced persons living there?



If the presidential election in Ukraine were held in the near future, which of the following candidates would you vote for?

	Among all %	Among those who intend to vote and have decided, %
Volodymyr Zelenskyy	30,6	35,8
Valerii Zaluzhnyy	24,1	28,1
Olexandr Usyk	6,1	7,1
Petro Poroshenko	4,9	5,7
Dmytro Razumkov	4,6	5,4
Andriy Biletskyy	3,3	3,8
Serhiy Prytula	2,5	2,9
Yulia Tymoshenko	2,2	2,6
Denys Prokopenko	1,2	1,4
Yuriy Boyko	0,9	1,1
Vitalii Klychko	0,6	0,7
Another candidate	4,6	5,4
I will not vote	3,8	
Difficult to answer	10,7	

If the presidential election in Ukraine were held in the near future, which of the following candidates would you vote for?

Among all %

	07'2025	01'2026
Volodymyr Zelenskyy	25,2	30,6
Valerii Zaluzhnyy	29,5	24,1
Olexandr Usyk	4,7	6,1
Petro Poroshenko	5,7	4,9
Dmytro Razumkov	3,8	4,6
Andriy Biletsky	3,0	3,3
Serhiy Prytula	2,8	2,5
Yulia Tymoshenko	2,7	2,2
Yuriy Boyko	1,0	0,9
Vitalii Klychko	1,1	0,6
Kyrylo Budanov	5,1	-
Denys Prokopenko	-	1,2
Another candidate	3,8	4,6
I will not vote	3,7	3,8
Difficult to answer	7,9	10,7

If the presidential election in Ukraine were held in the near future, which of the following candidates would you vote for?

REGIONS. AGE. INCOME. GENDER	REGIONS					AGE					INCOME				GENDER	
	West	Center	South	East	Kyiv	18-29	30-39	40-49	50-59	60+	Poor	Low income	Middle income	High Income	Men	Women
Volodymyr Zelenskyy	28	30	36	32	24	28	24	31	34	35	32	34	29	30	25	36
Valerii Zaluzhnyy	27	26	17	19	28	17	20	20	27	32	26	24	24	24	24	24
Olexandr Usyk	7	6	7	5	4	13	10	6	4	2	7	8	5	5	8	5
Petro Poroshenko	6	5	2	2	12	2	5	6	6	5	2	3	5	9	6	4
Dmytro Razumkov	3	5	5	9	4	2	3	5	4	7	5	4	5	4	6	4
Andriy Biletsky	3	3	2	6	4	5	5	2	2	3	3	2	3	6	5	2
Serhiy Prytula	4	1	2	1	2	5	4	3	1	1	2	1	4	3	3	2
Yulia Tymoshenko	1	2	4	3	1		3	3	3	2	2	3	2	1	2	2
Denys Prokopenko	1	1	1	2	2	3	3	1					2	2	1	1
Yuriy Boyko	1		2	1				1	1	2	2	1	1	1	1	1
Vitalii Klychko		1	1		1	1	1	1			1	1		1	1	1
Another candidate	5	4	5	8	2	4	5	6	6	3	4	5	5	3	5	4
I will not vote	2	3	5	7	4	6	5	4	4	2	6	4	3	3	3	4
Difficult to answer	10	12	10	6	13	14	14	14	10	5	9	11	12	8	10	12

Which party (currently existing or potential) would you vote for in the elections to the Verkhovna Rada of Ukraine if they were held in the near future?

	Among all %	Among those who intend to vote and have decided, %
Party of Zaluzhnyy	23,1	29,4
Bloc of Zelenskyy	12,7	16,2
Azov Party	8,6	10,9
EU Solidarity	6,3	8,1
Party of Tretii Armiiskyi Korpus	4,9	6,2
Party of Razumkov	4,8	6,0
Party of Prytula	4,1	5,2
Batkivshchyna	2,7	3,4
UDAR of Klychko	1,6	2,0
Platform of Boiko Za Myr	1,4	1,8
Svoboda	1,3	1,6
Holos	1,1	1,4
Demokratychna Sokyra	1,1	1,4
Ukrainska Stratehiya of Hroisman	1,0	1,3
Other party	4,0	5,1
Will not vote	5,9	
Difficult to answer	15,5	

Which party (currently existing or potential) would you vote for in the elections to the Verkhovna Rada of Ukraine if they were held in the near future? Among all %

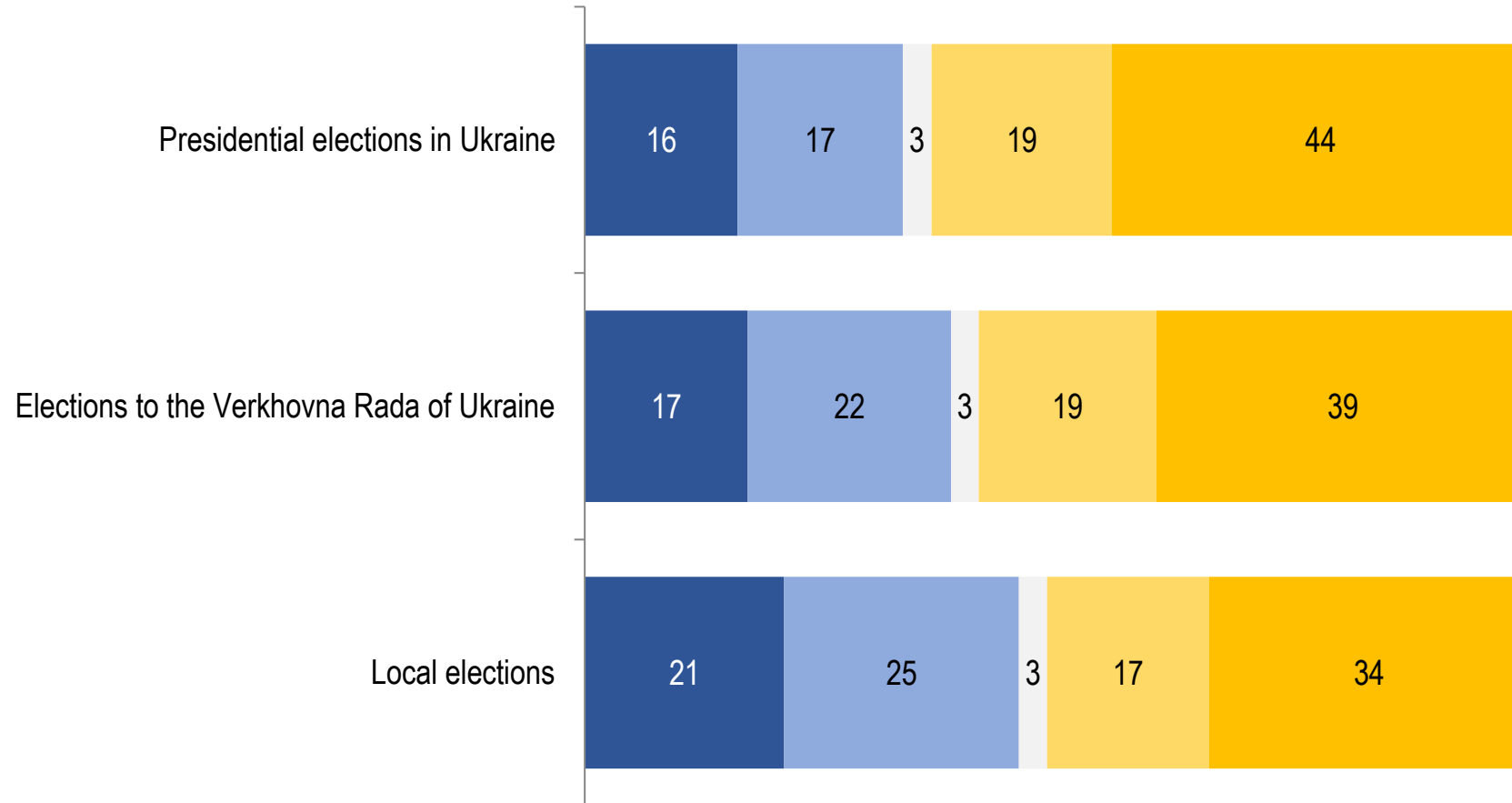
	07'2025	01'2026
Party of Zaluzhnyy	26,6	23,1
Bloc of Zelenskyy	-	12,7
Azov Party	9,0	8,6
EU Solidarity	7,6	6,3
Party of Tretii Armiiskyi Korpus	-	4,9
Party of Razumkov	4,2	4,8
Party of Prytula	4,8	4,1
Batkivshchyna	3,4	2,7
UDAR of Klychko	1,9	1,6
Platform of Boiko Za Myr	2,0	1,4
Svoboda	2,0	1,3
Holos	1,3	1,1
Demokratychna Sokyra	1,0	1,1
Ukrainska Stratehiya of Hroisman	1,0	1,0
Party of Budanov	7,7	-
Sluha Narodu	7,2	-
Other party	3,2	4,0
Will not vote	5,3	5,9
Hard to answer	11,7	15,5

Which party (currently existing or potential) would you vote for in the elections to the Verkhovna Rada of Ukraine if they were held in the near future?

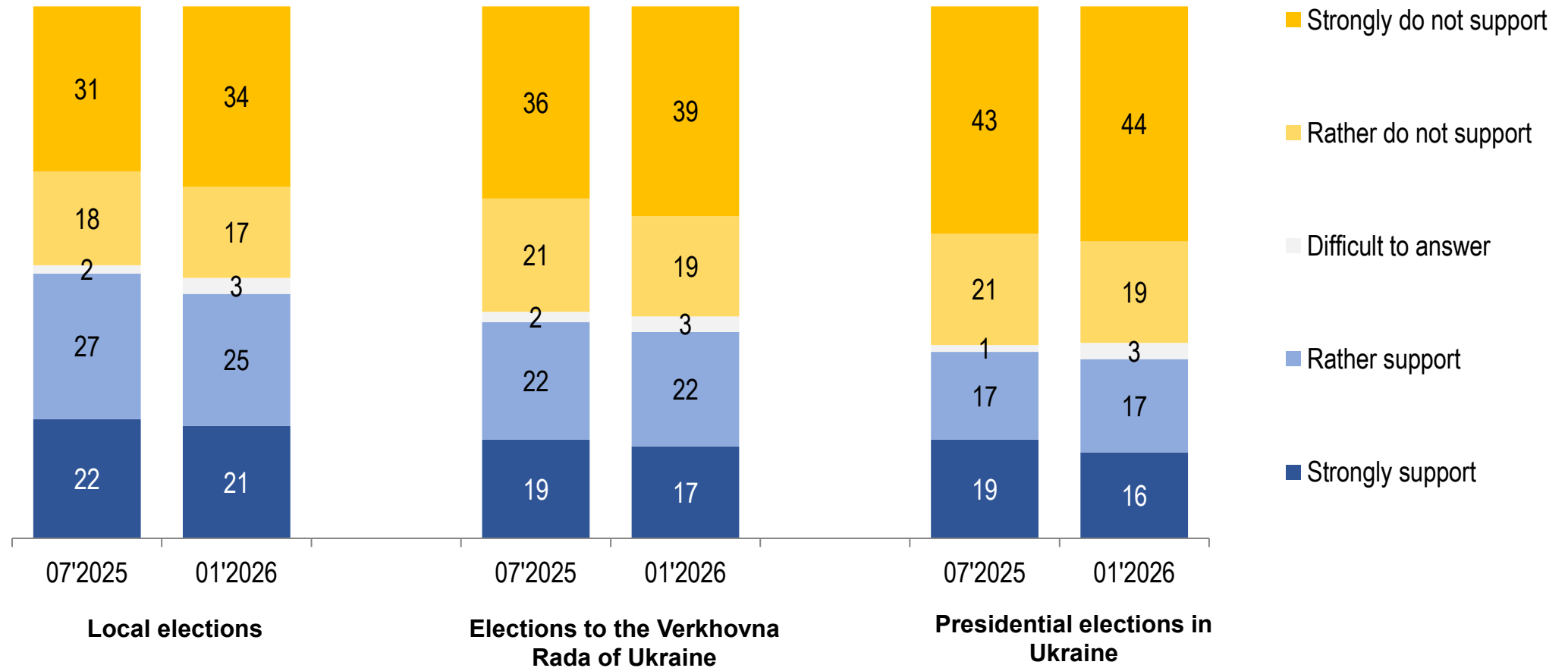
REGIONS. AGE. INCOME. GENDER	West	Center	South	East	Kyiv	18-29	30-39	40-49	50-59	60+	Poor	Low income	Middle income	High income	Men	Women
Party of Zaluzhnyy	26	25	19	22	21	15	21	22	25	28	24	26	22	21	21	25
Bloc of Zelenskyy	13	11	16	11	10	8	10	11	15	17	18	15	11	11	11	14
Azov Party	8	9	7	11	8	20	8	6	6	6	8	6	10	10	8	9
EU Solidarity	7	6	4	3	13	4	4	8	7	8	3	5	6	9	7	5
Party of Tretii Armiyskiy Korpus	4	7	4	5	4	5	7	4	6	4	3	5	5	6	7	3
Party of Razumkov	4	5	6	8	4	2	3	4	5	8	6	4	5	4	6	4
Party of Prytula	6	4	3	3	1	7	6	4	2	2	3	3	6	3	3	5
Batkivshchyna	2	3	4	2	1	2	3	2	3	3	4	4	2	1	2	3
UDAR of Klychko	2	1	1	1	3	4	1	1	1	1		2	2	2	2	1
Platform of Boiko Za Myr	1	1	2	3	1	1		1	1	2	2	2	1	1	1	1
Svoboda	2	1		1	2	1	1	1	2	1	1	1	1	2	2	1
Holos	1	1	2		1	3	1	1		1	1	1	1	1	1	1
Demokratychna Sokyra	1	1	1		4		3	1	1			1	1	3	2	1
Ukrainska Stratehiya of Hroisman	1	2		1	2		1	2		1	1	1	1	2	1	1
Other party	5	5	3	4	2	3	5	5	5	3	5	3	4	5	4	4
Will not vote	4	5	9	7	5	8	8	7	5	3	8	6	5	6	7	5
Difficult to answer	15	14	17	17	16	15	18	19	16	12	13	17	17	12	14	17

Do you support holding the following elections during the war...?

■ Strongly support ■ Rather support ■ Difficult to answer ■ Rather do not support ■ Strongly do not support



Do you support holding the following elections during the war...?



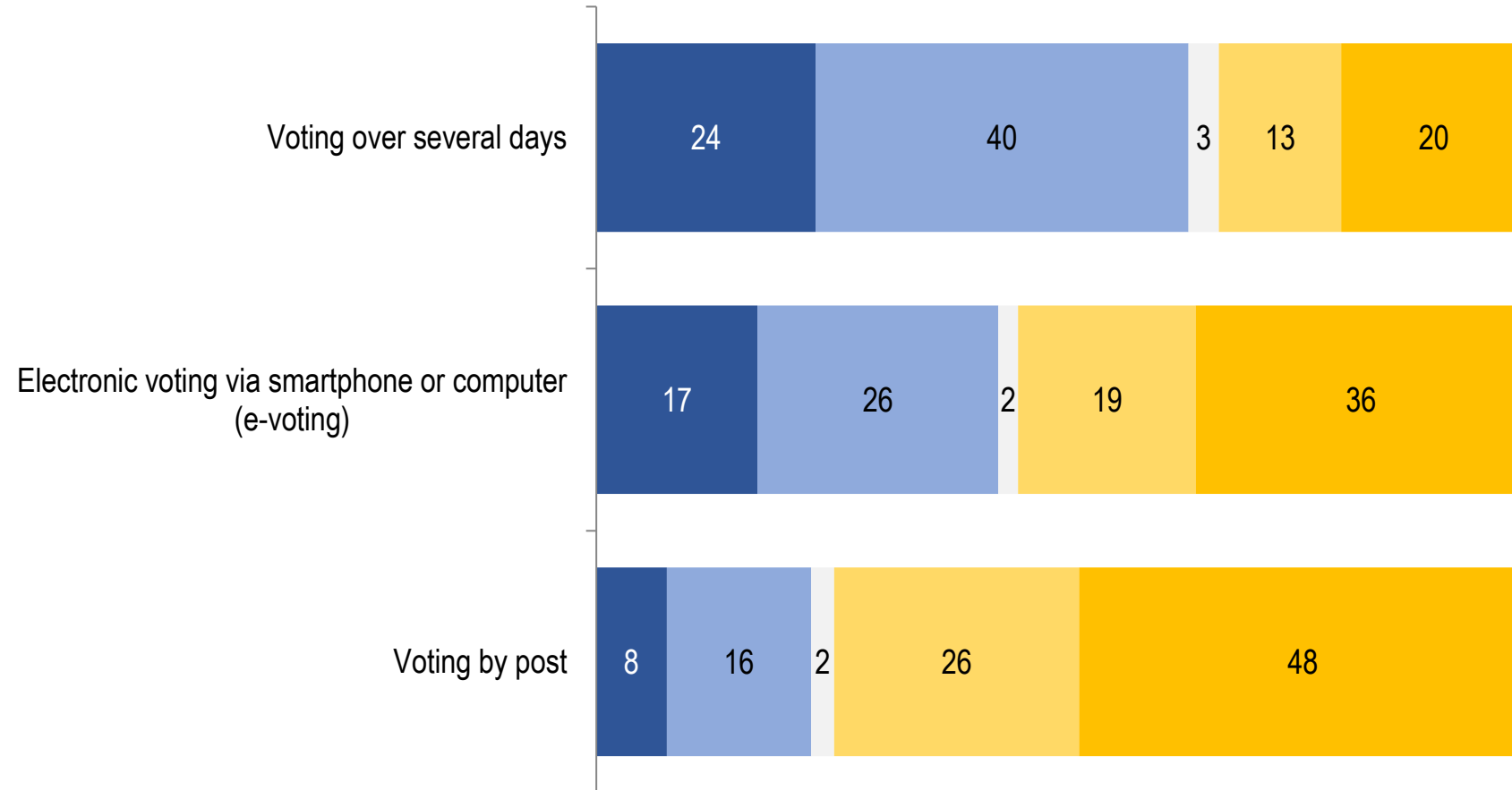
Do you support holding the following elections during the war...?

Sum of responses “Strongly support” and “Rather support” %

REGIONS. AGE. INCOME. GENDER	West	Center	South	East	Kyiv	18-29	30-39	40-49	50-59	60+	Poor	Low income	Middle income	Men	Women
Presidential elections in Ukraine	31	33	37	37	34	49	43	37	28	21	29	34	33	38	30
Elections to the Verkhovna Rada of Ukraine	36	38	40	42	41	59	51	41	30	24	34	36	40	43	35
Local elections	45	48	48	39	44	67	59	44	37	32	37	45	46	51	42

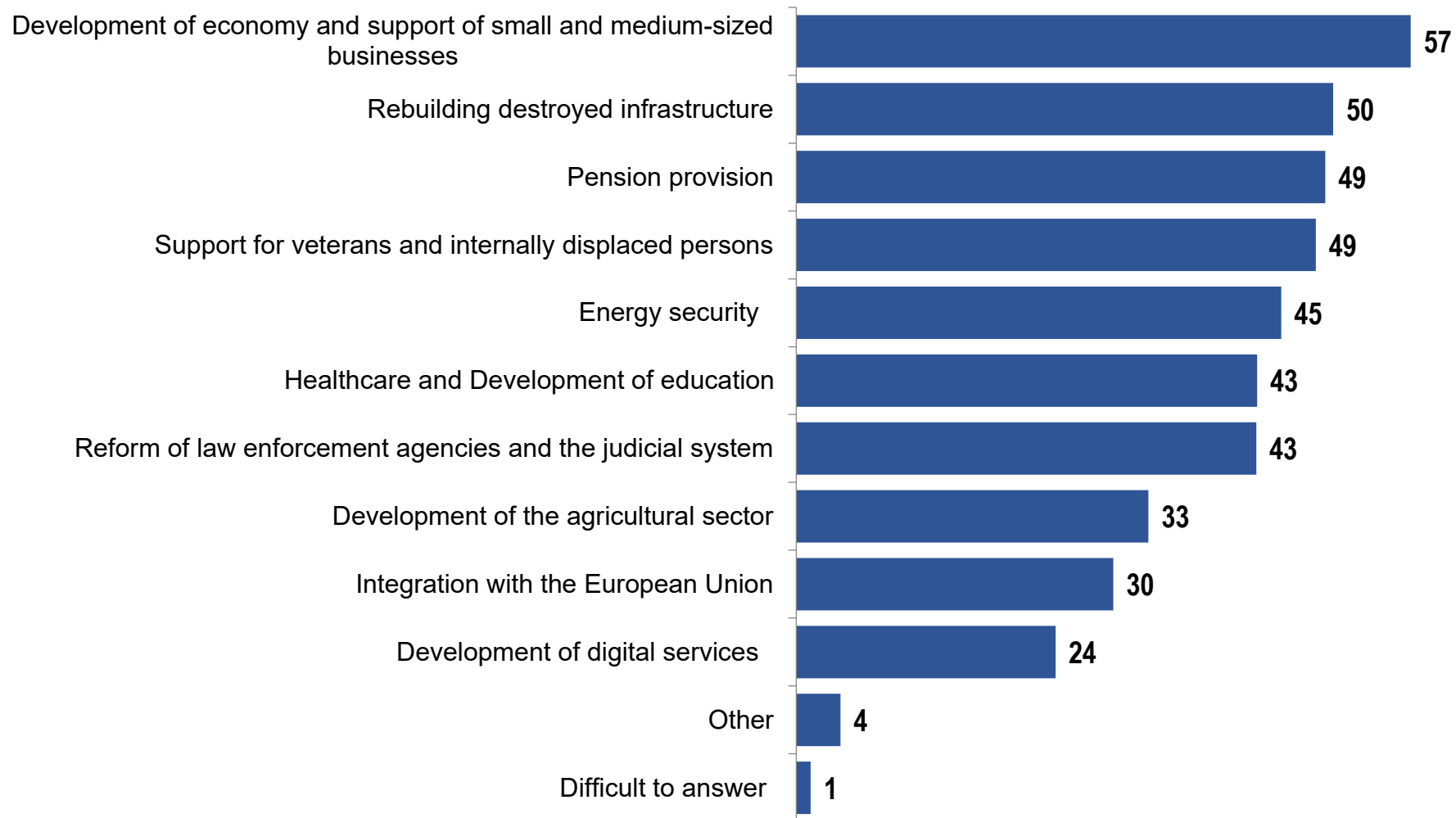
Do you support ...?

■ Strongly support ■ Rather support ■ Difficult to answer ■ Rather do not support ■ Strongly do not support

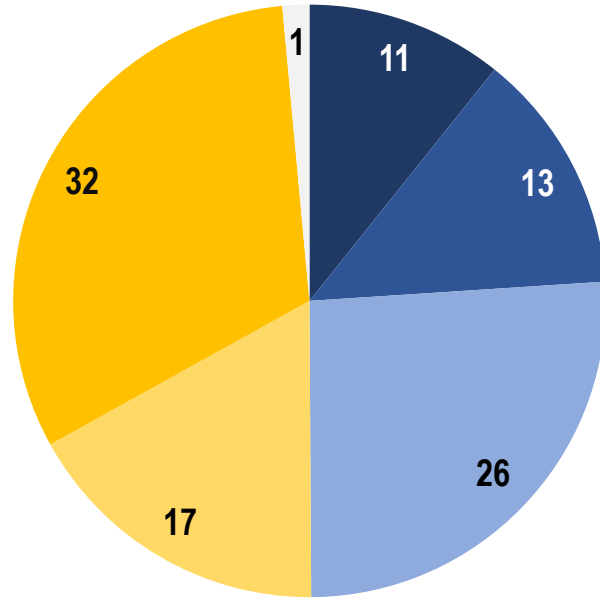


What are the most pressing issues that the government should focus on today, apart from the war and the fight against corruption?

MULTIPLE RESPONSES

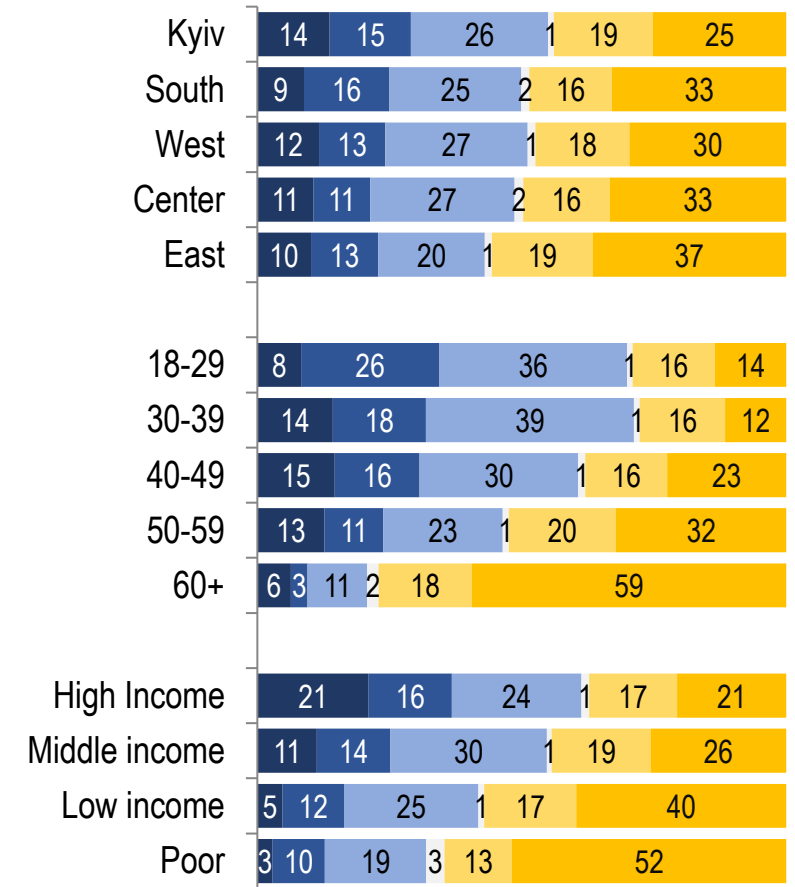


Would you like to start your own business?

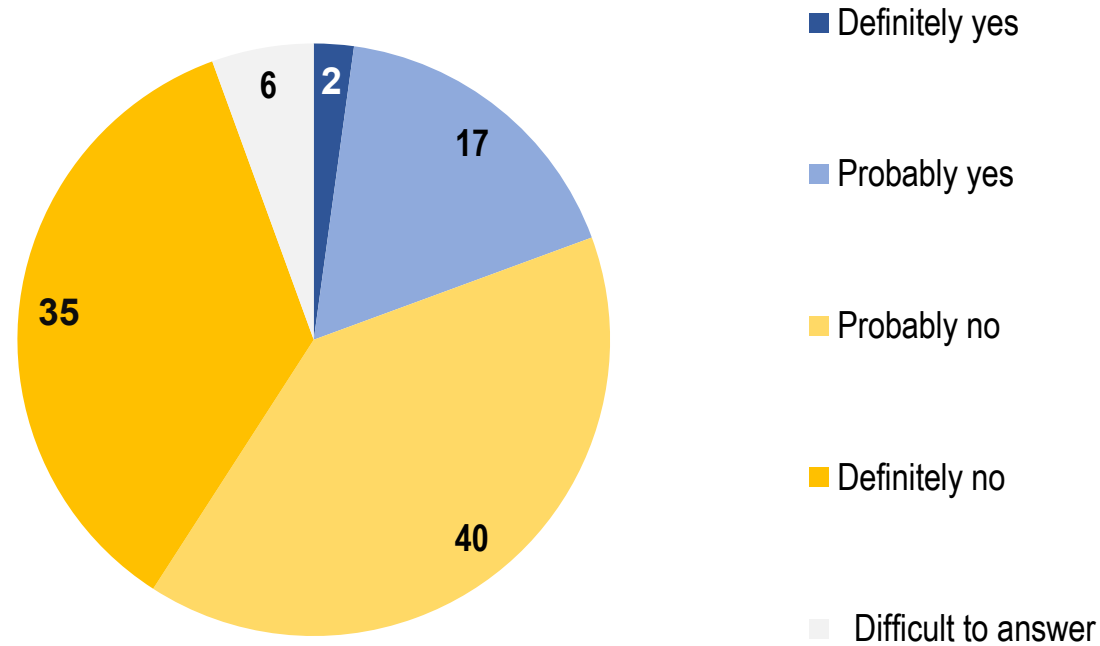


- I already have my own business
- Definitely yes
- Probably yes
- Probably no
- Definitely no
- Difficult to answer

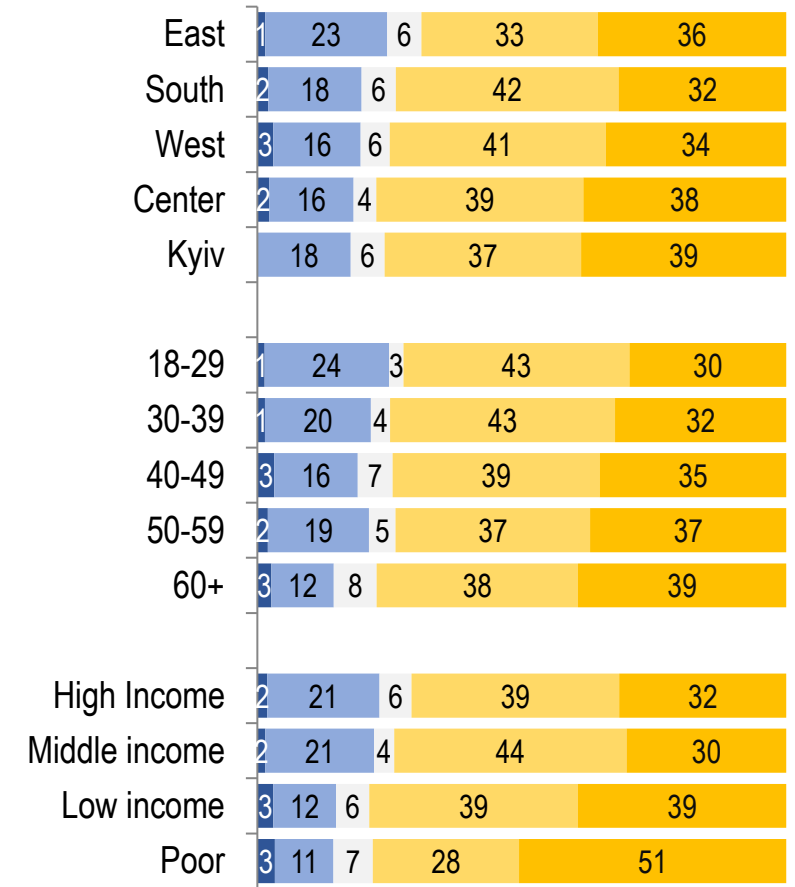
Region. Age. Income



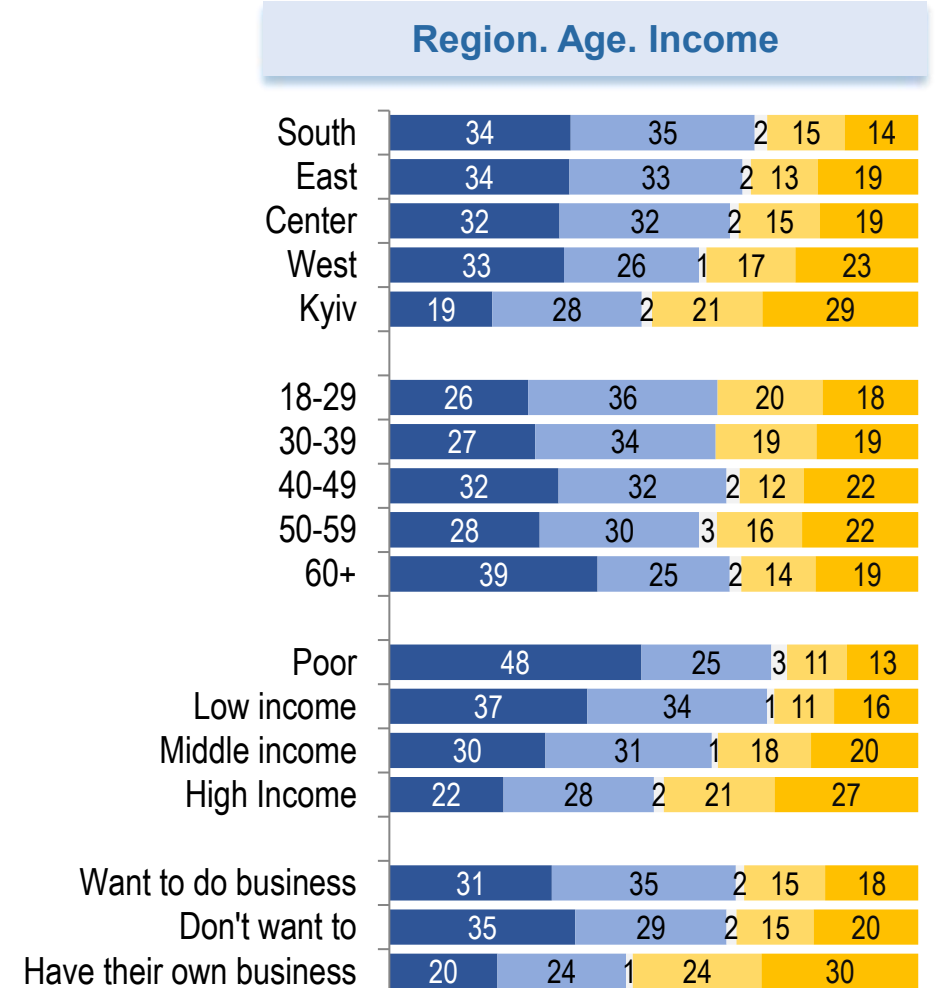
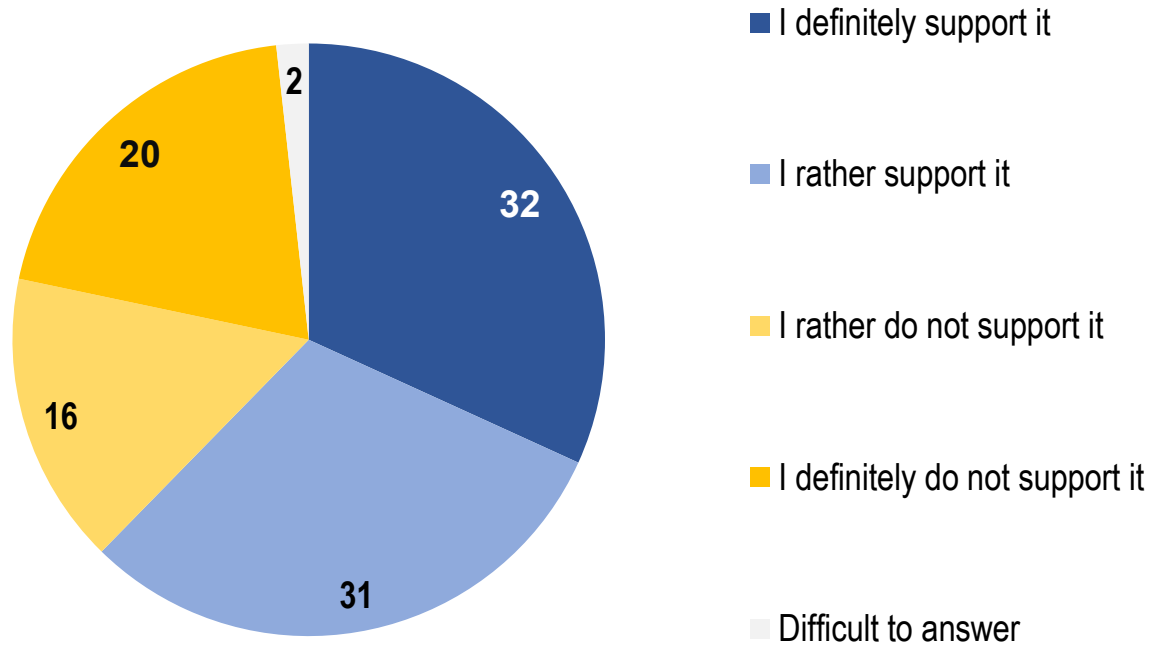
In your opinion, are state budget funds used effectively?



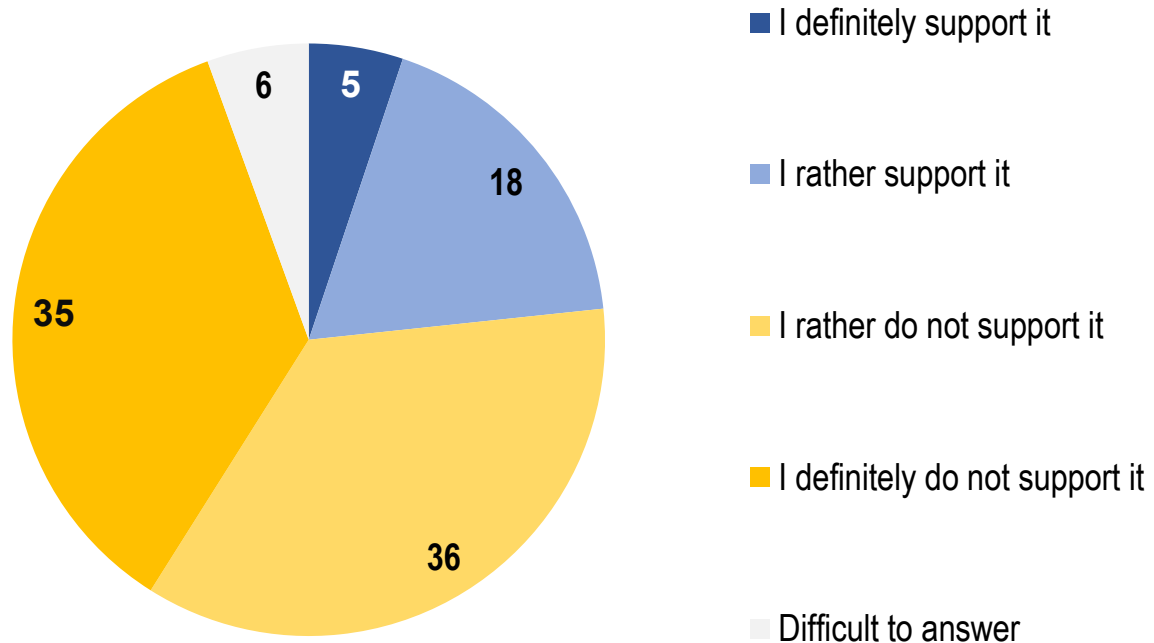
Region. Age. Income



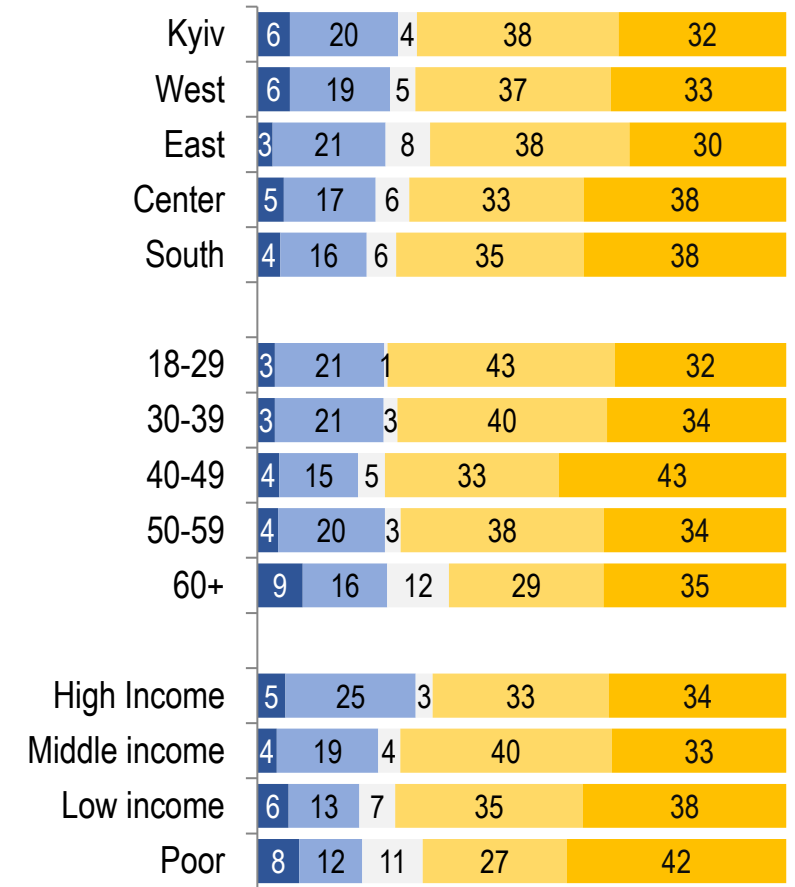
Do you support the introduction of the financial assistance program “Winter Thousand” for Ukrainian citizens?



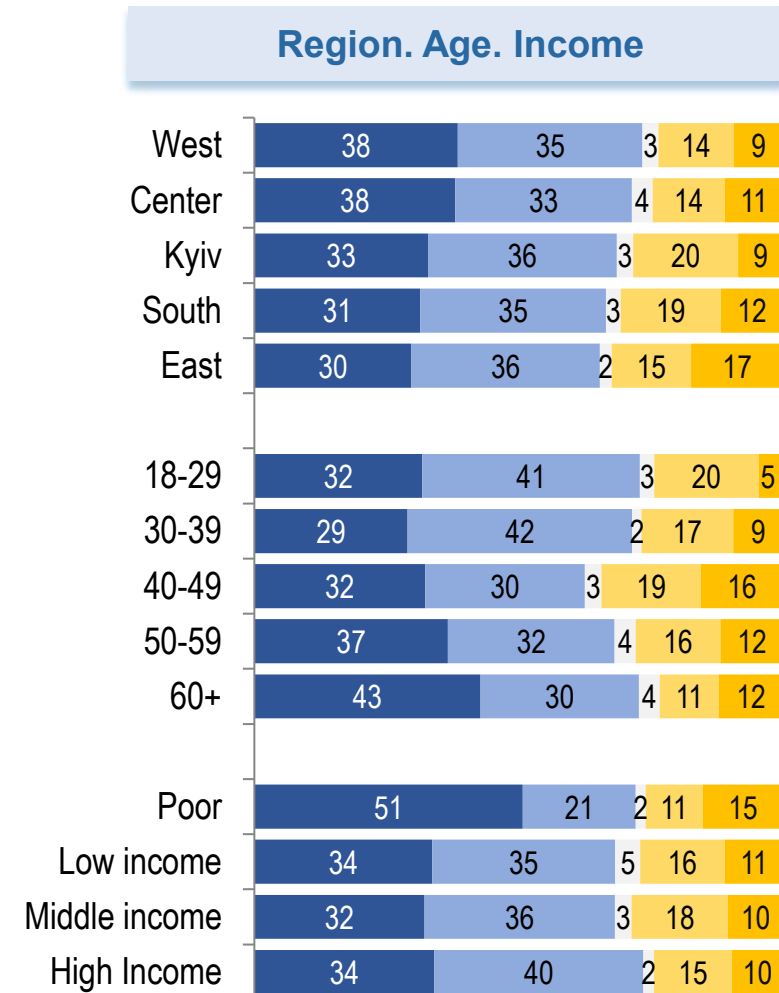
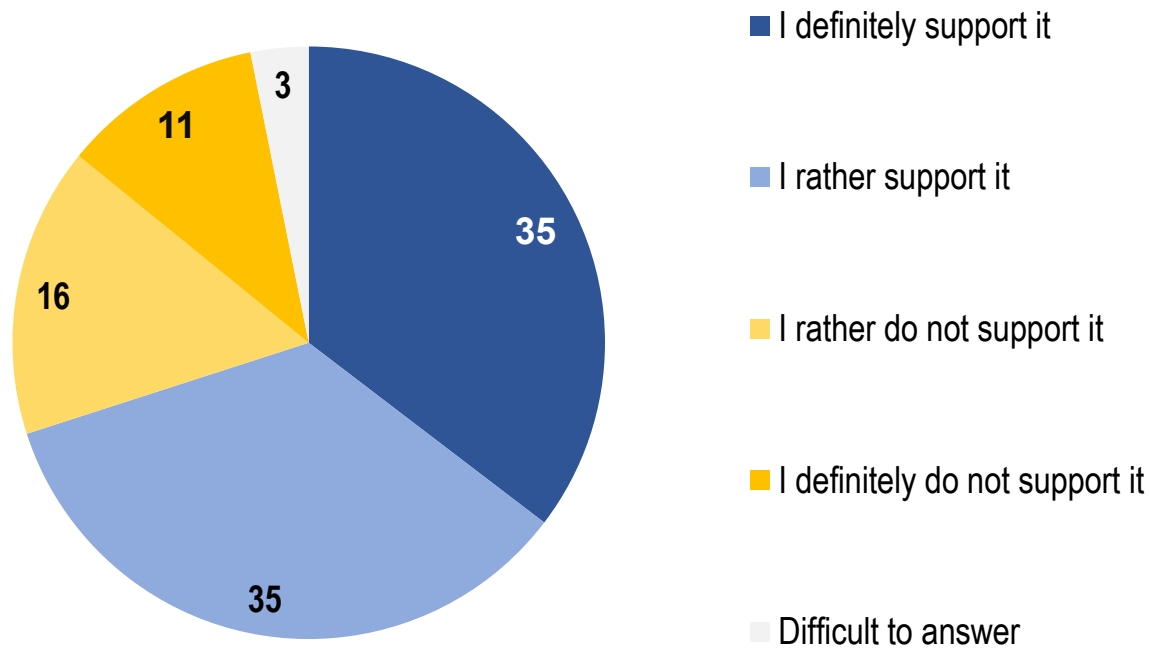
Would you support tax increases to cover state budget expenditures?



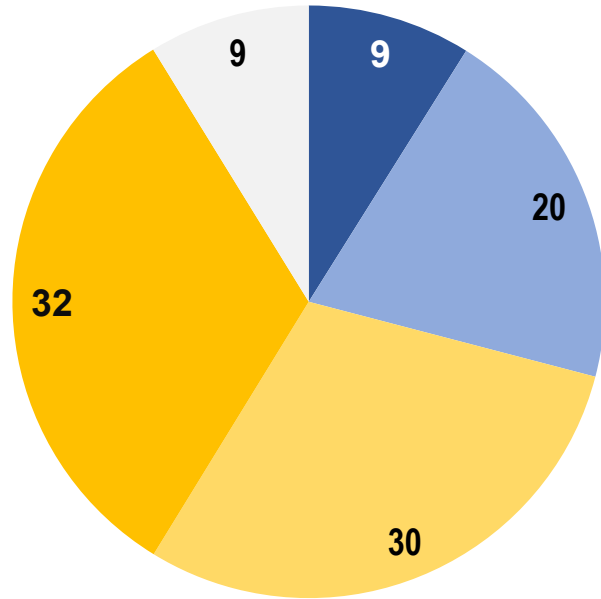
Region. Age. Income



Do you support raising taxes to raise military personnel salaries?



Do you support the introduction of a 20% VAT rate for small and medium-sized businesses?

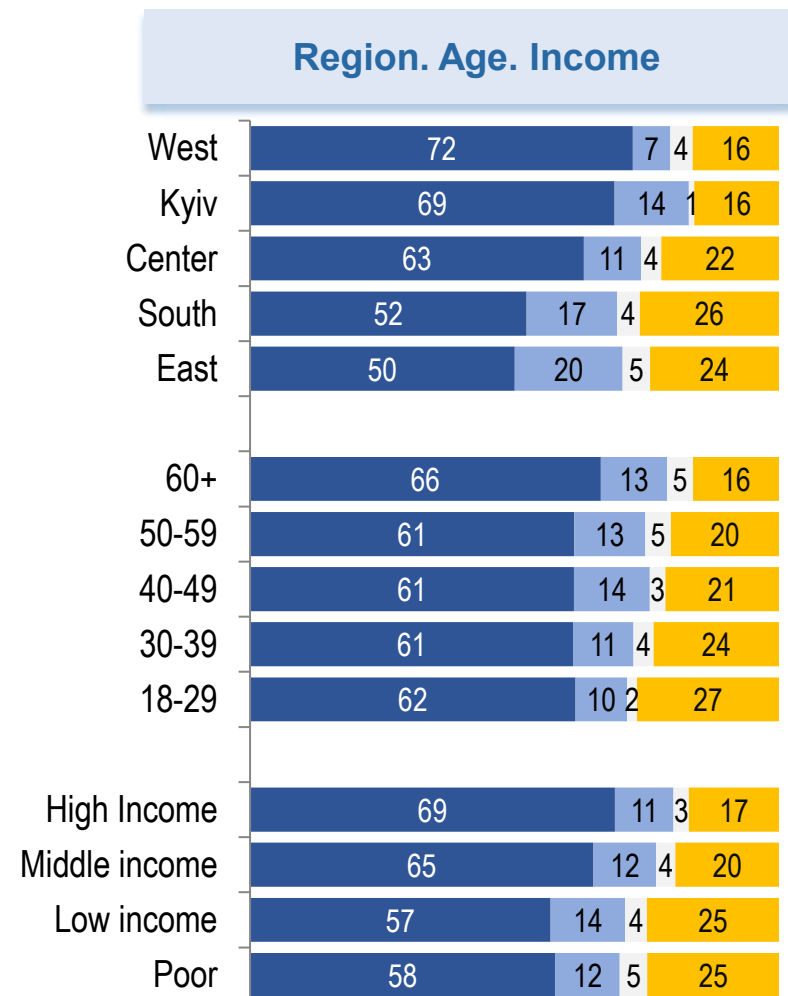
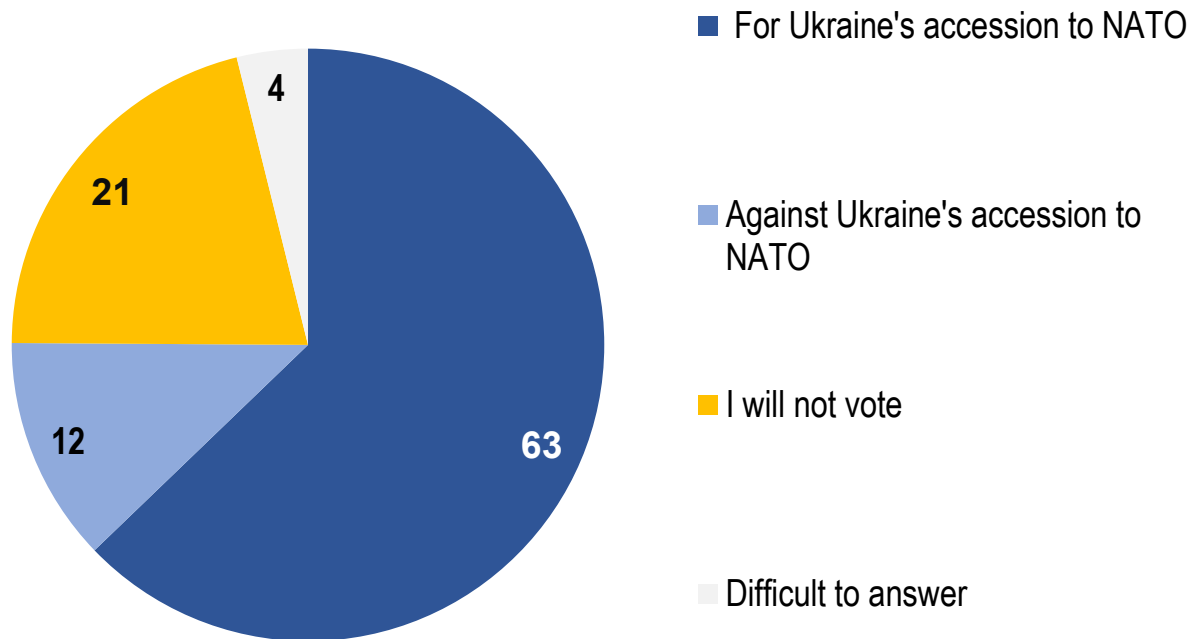


- I definitely support it
- I somewhat support it
- I somewhat do not support it
- I definitely do not support it
- Difficult to answer

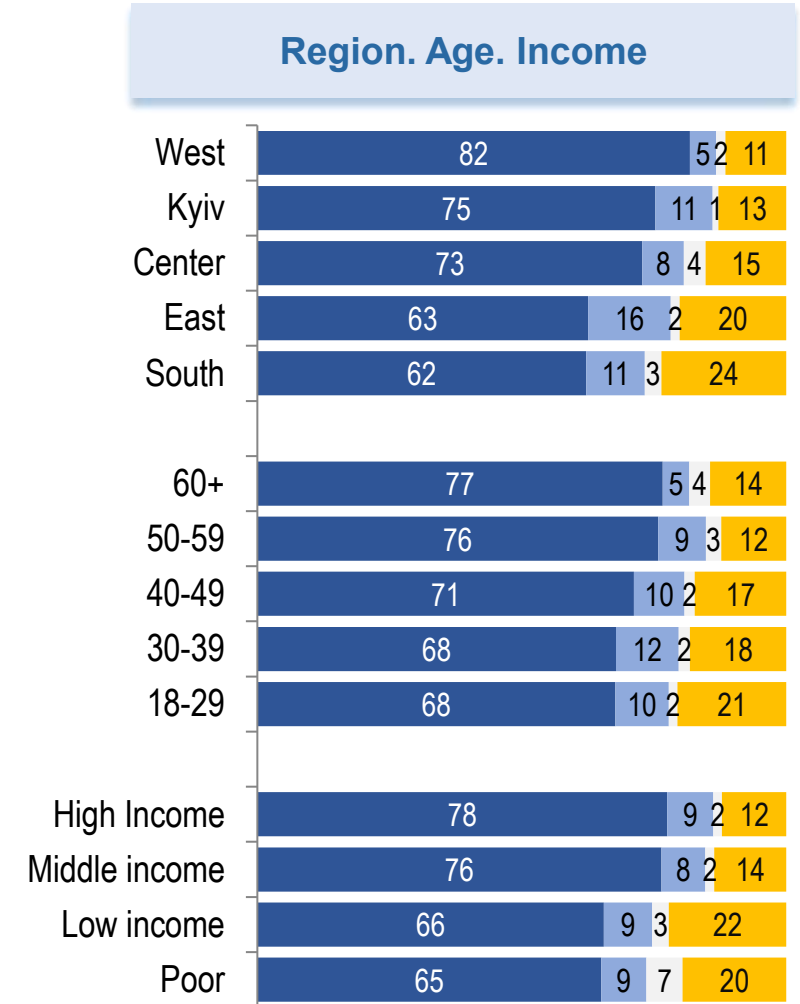
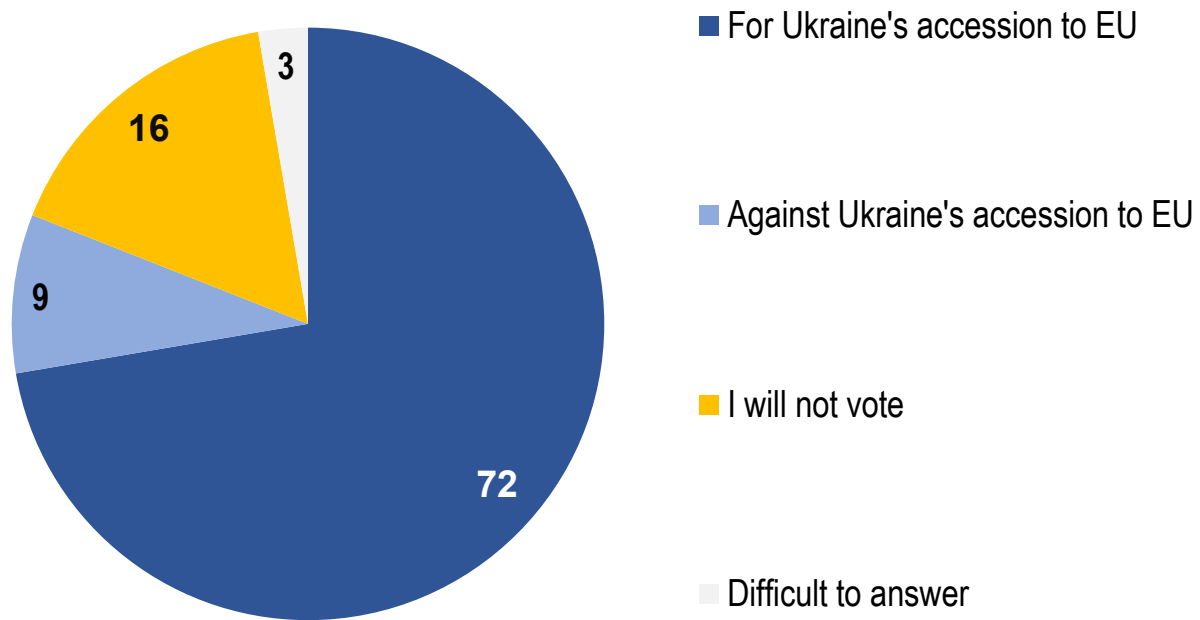
Region. Age. Income

West	9	22	8	33	28
South	8	22	9	29	32
East	9	21	12	26	34
Center	11	18	9	28	34
Kyiv	6	16	6	30	42
18-29	4	27	3	36	30
30-39	8	22	4	32	34
40-49	10	17	6	31	36
50-59	10	17	10	30	33
60+	11	19	16	24	30
Poor	16	19	15	19	32
Low income	9	21	10	29	31
Middle income	7	19	7	34	32
High Income	8	22	6	28	35
Want to do business	8	22	6	34	31
Don't want to	11	20	12	29	29
Have their own business	3	17	3	20	58

If a referendum on Ukraine's accession to NATO were held today, how would you vote?

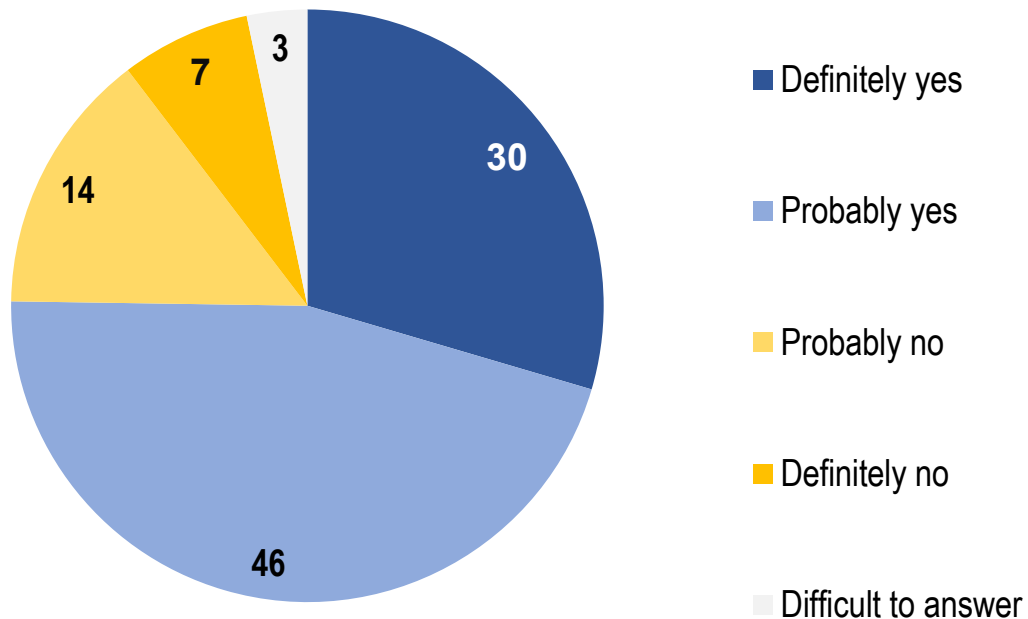


If a referendum on Ukraine's accession to EU were held today, how would you vote?

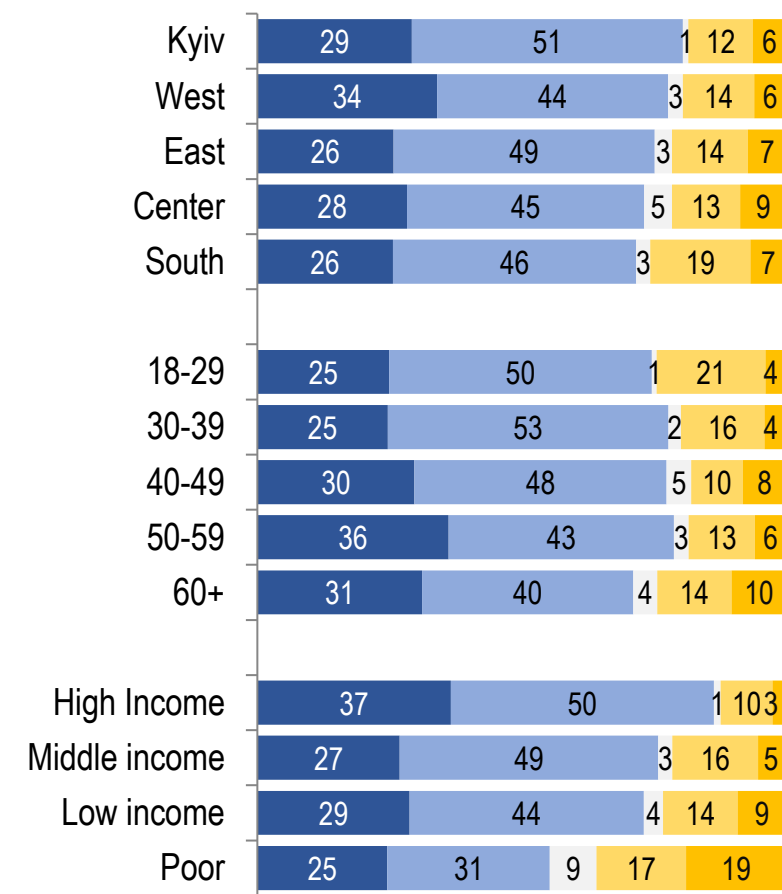


Are you ready to support Ukraine's accession to the European Union if reforms are implemented that could temporarily worsen your socio-economic situation?

Among those who support EU accession



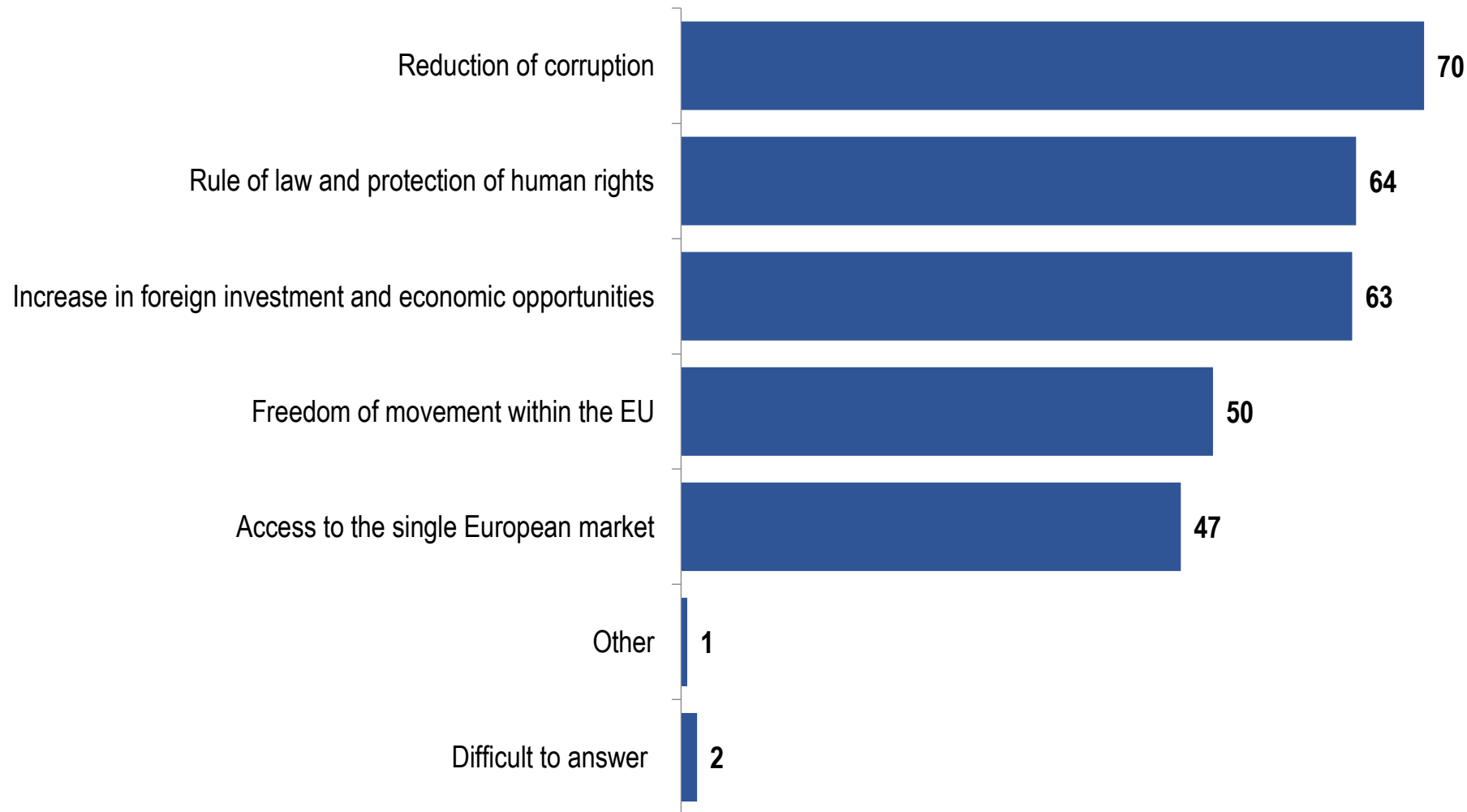
Region. Age. Income



What, in your opinion, are the main advantages of Ukraine's accession to the European Union?

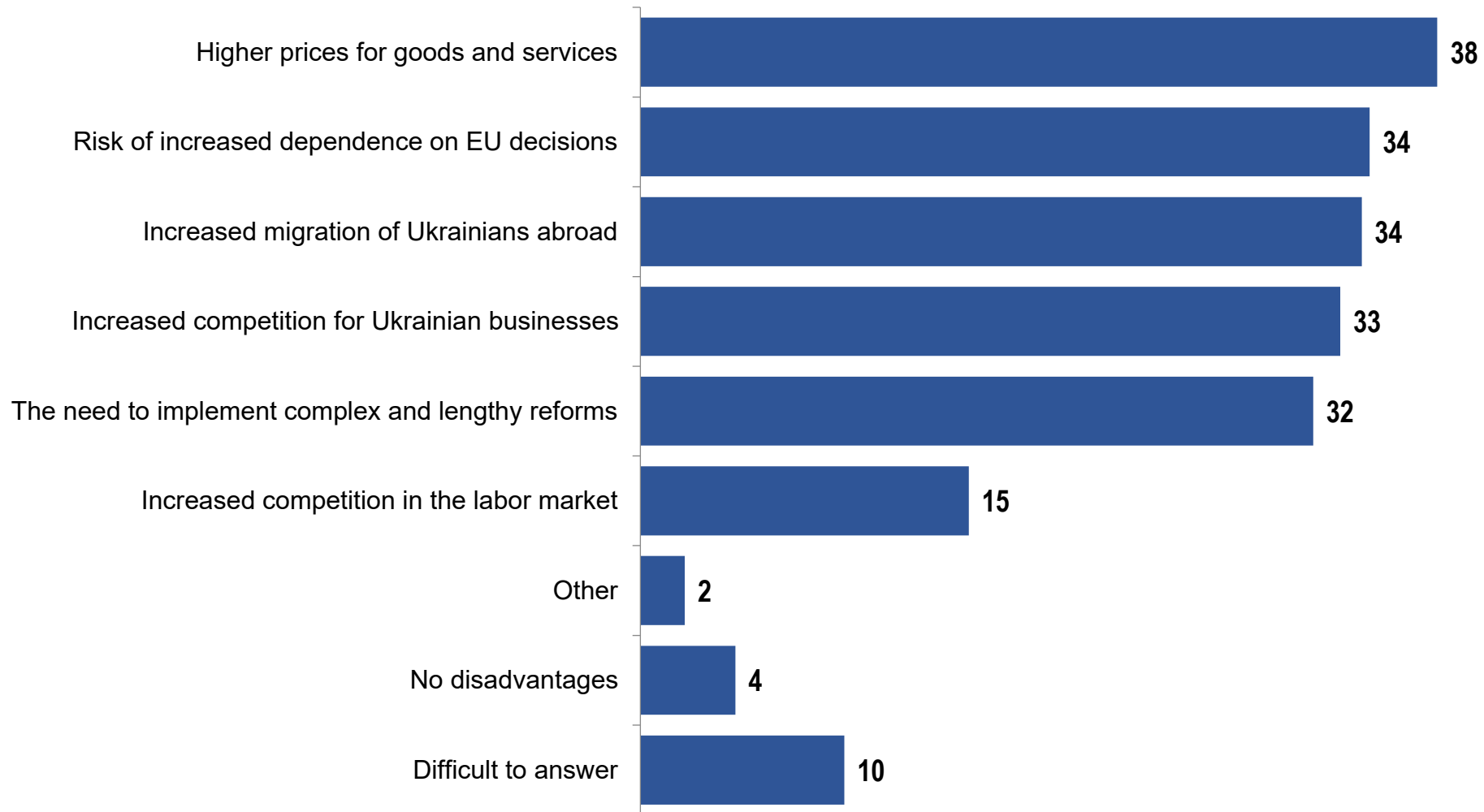
Among those who support EU accession

SEVERAL ANSWERS

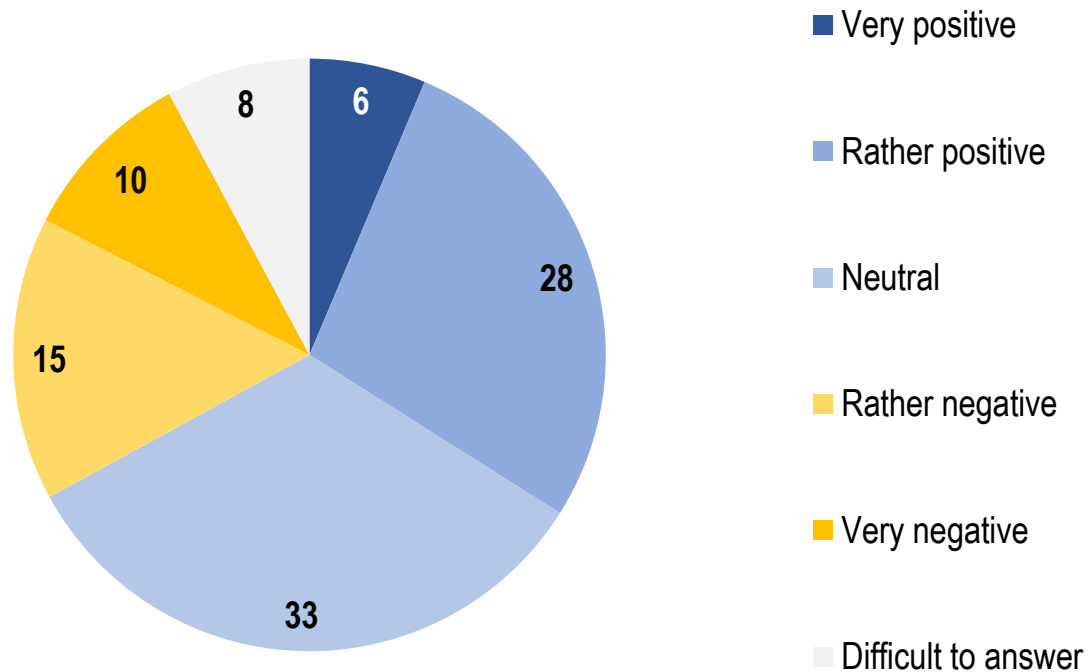


What, in your opinion, are the main disadvantages of Ukraine joining the European Union?

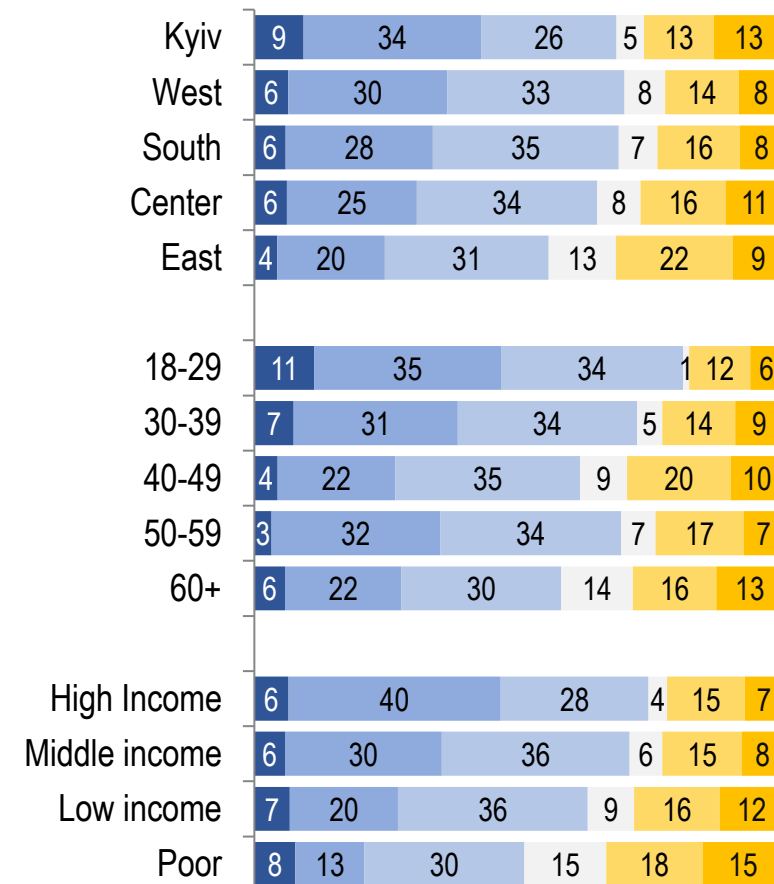
SEVERAL ANSWERS



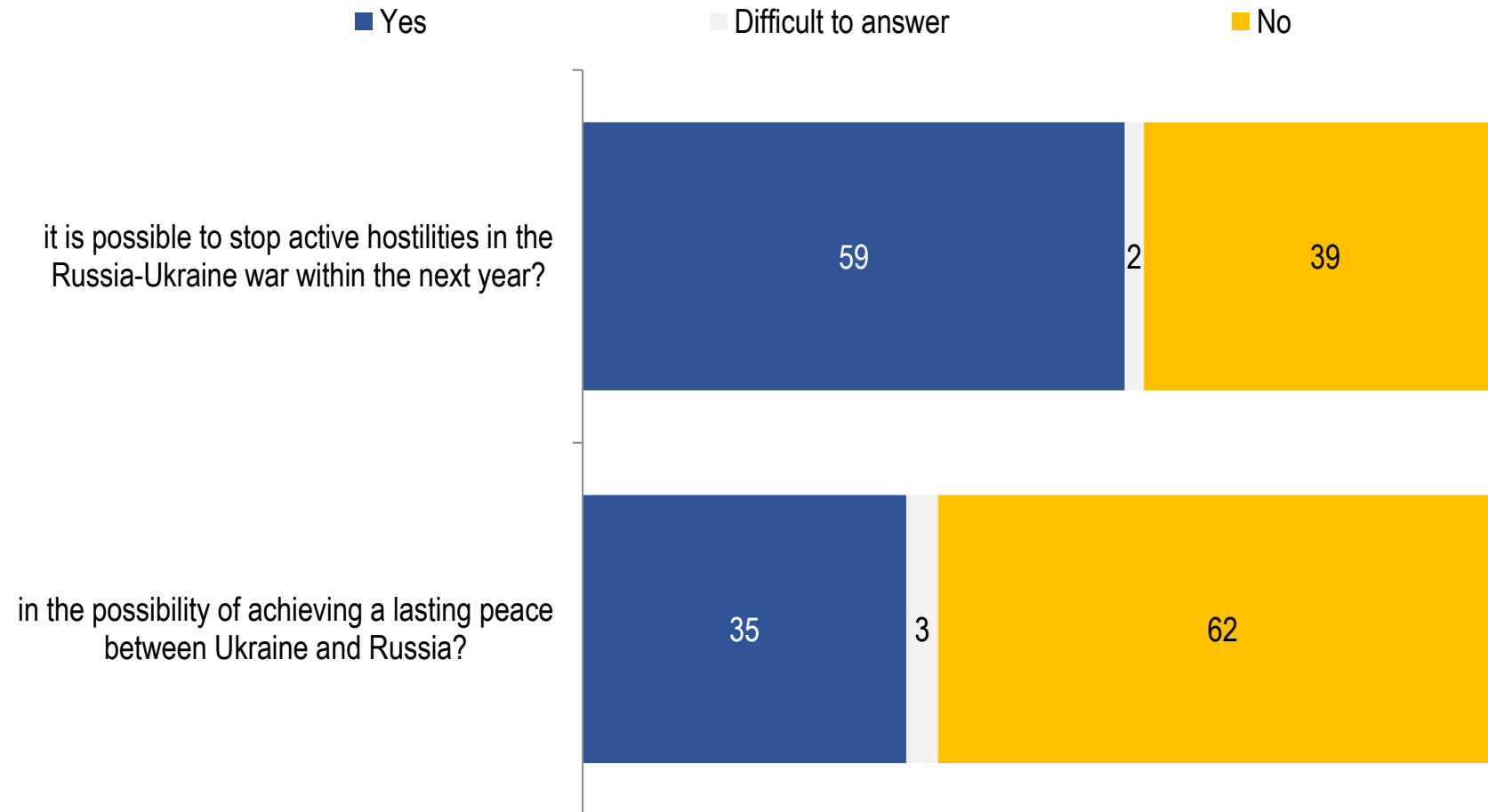
How do you assess the impact of anti-corruption agencies' activities on Ukraine's international image?



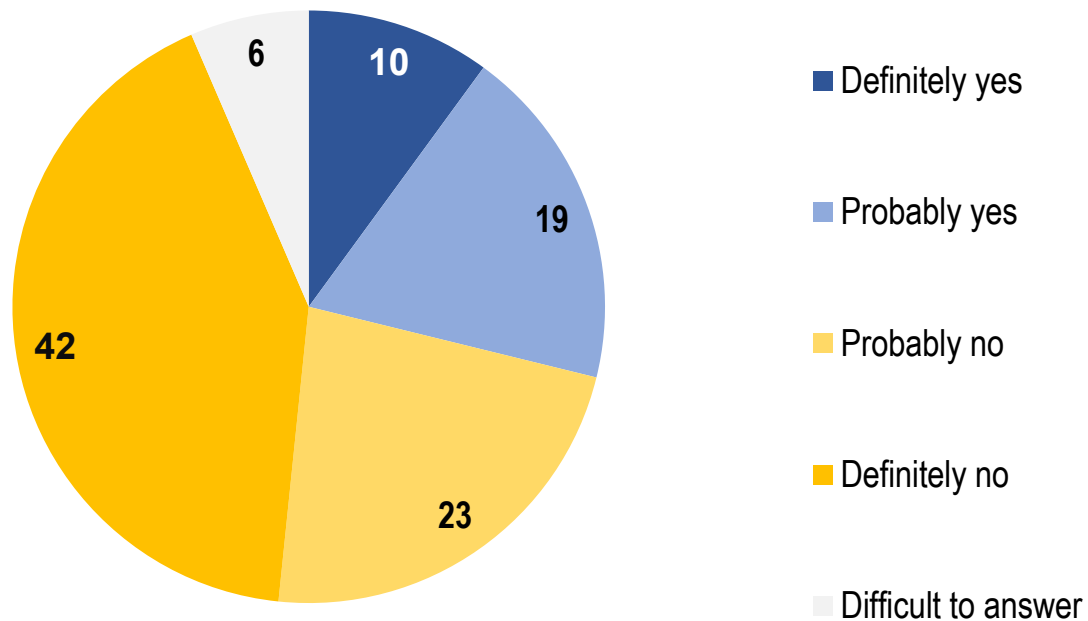
Region. Age. Income



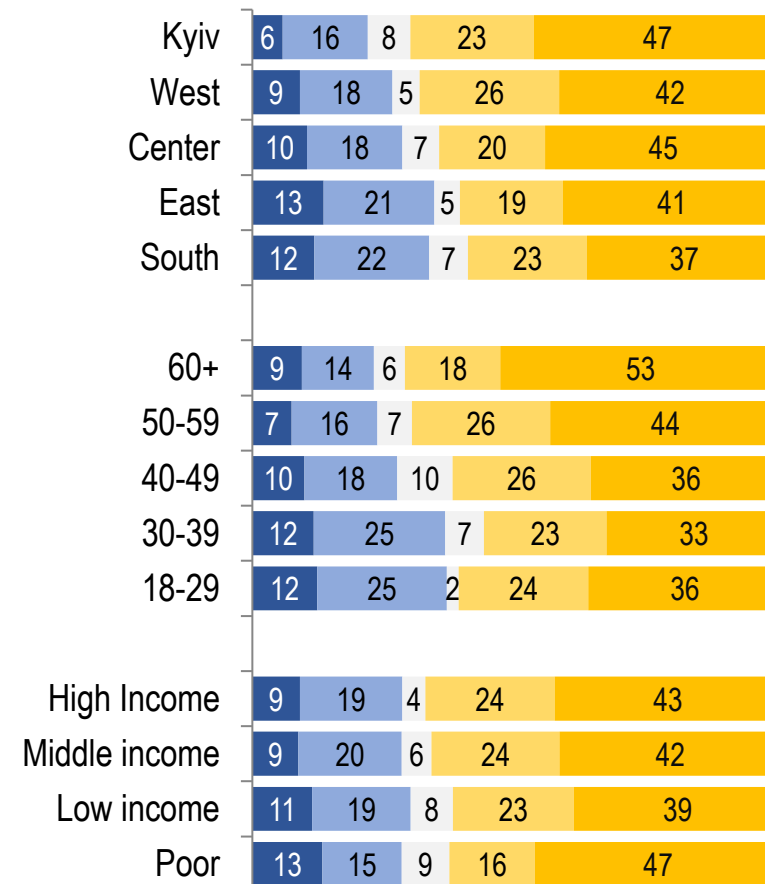
Do you believe...



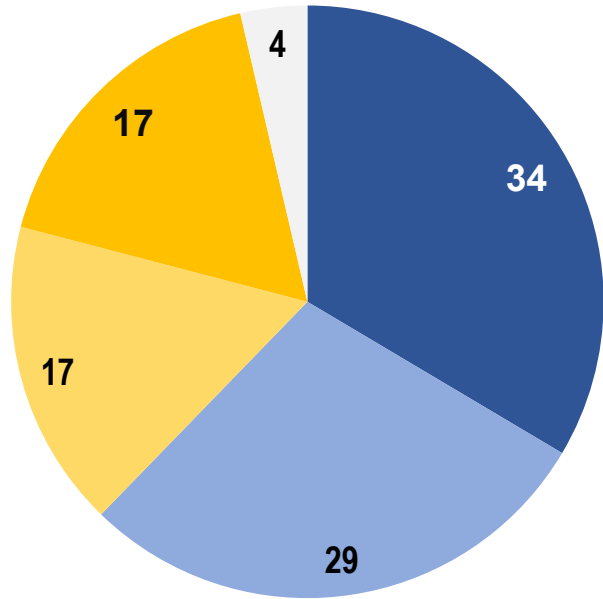
Do you support the complete withdrawal of Ukrainian army from the Donetsk and Luhansk regions in order to establish peace?



Region. Age. Income

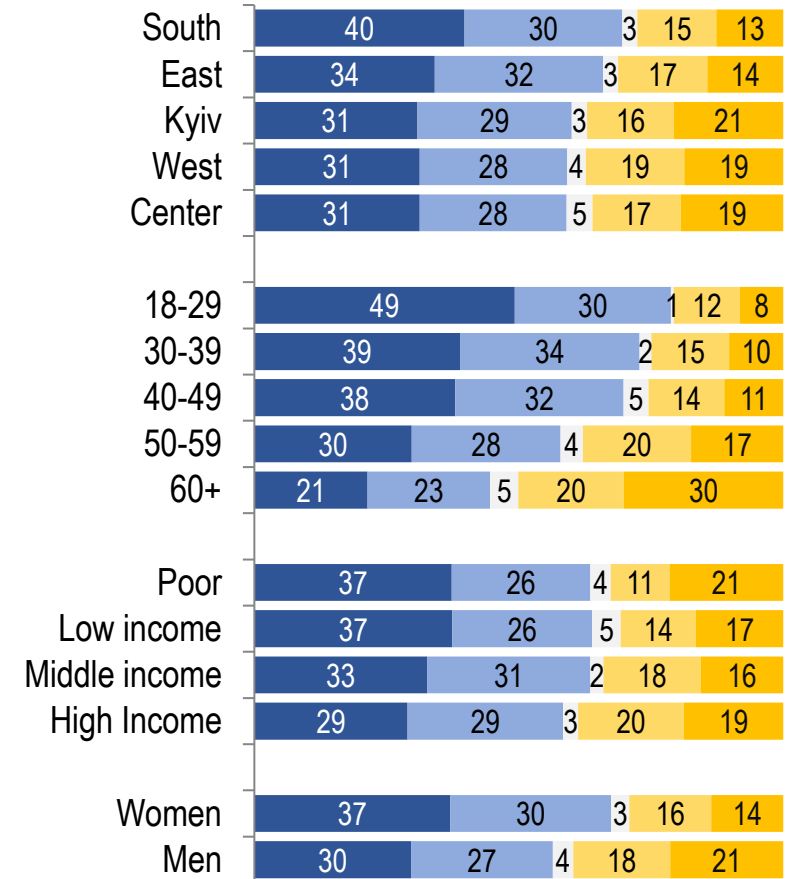


How do you feel about allowing young men aged 18-22 to travel abroad?

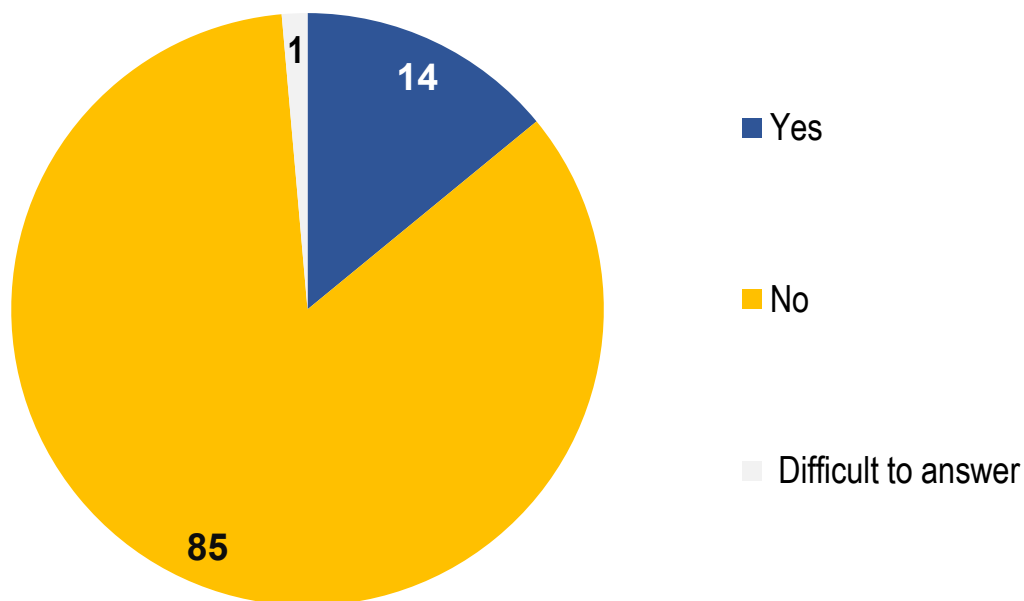


- I definitely support it
- I somewhat support it
- I somewhat oppose it
- I definitely oppose it
- Difficult to answer

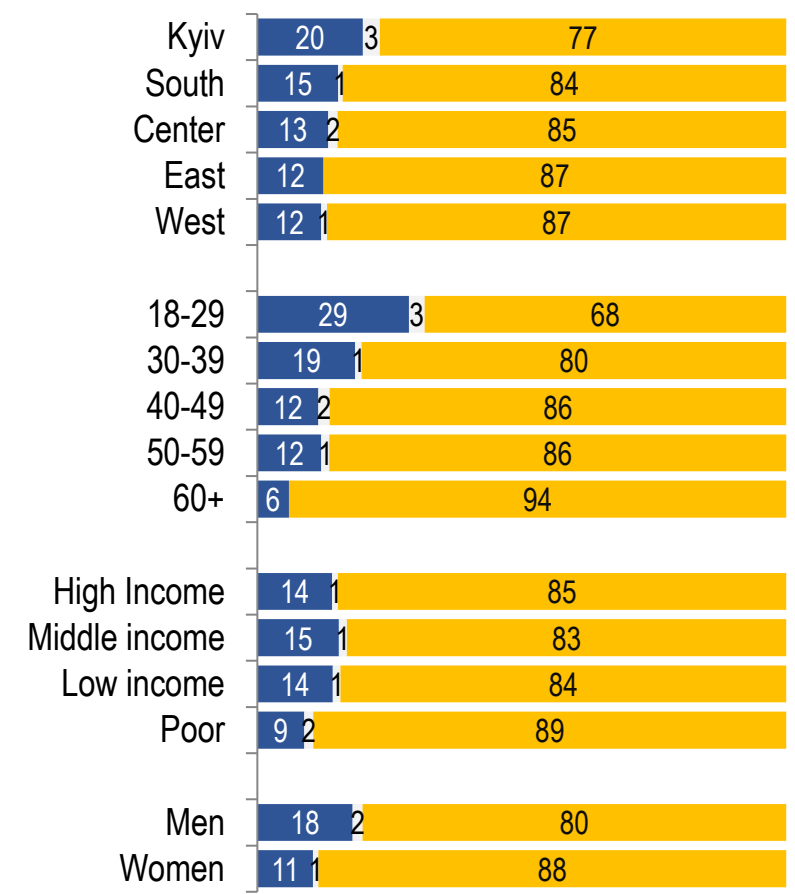
Region. Age. Income. Gender



Would you like to move to another country for permanent residence in the next few years if you had the opportunity?



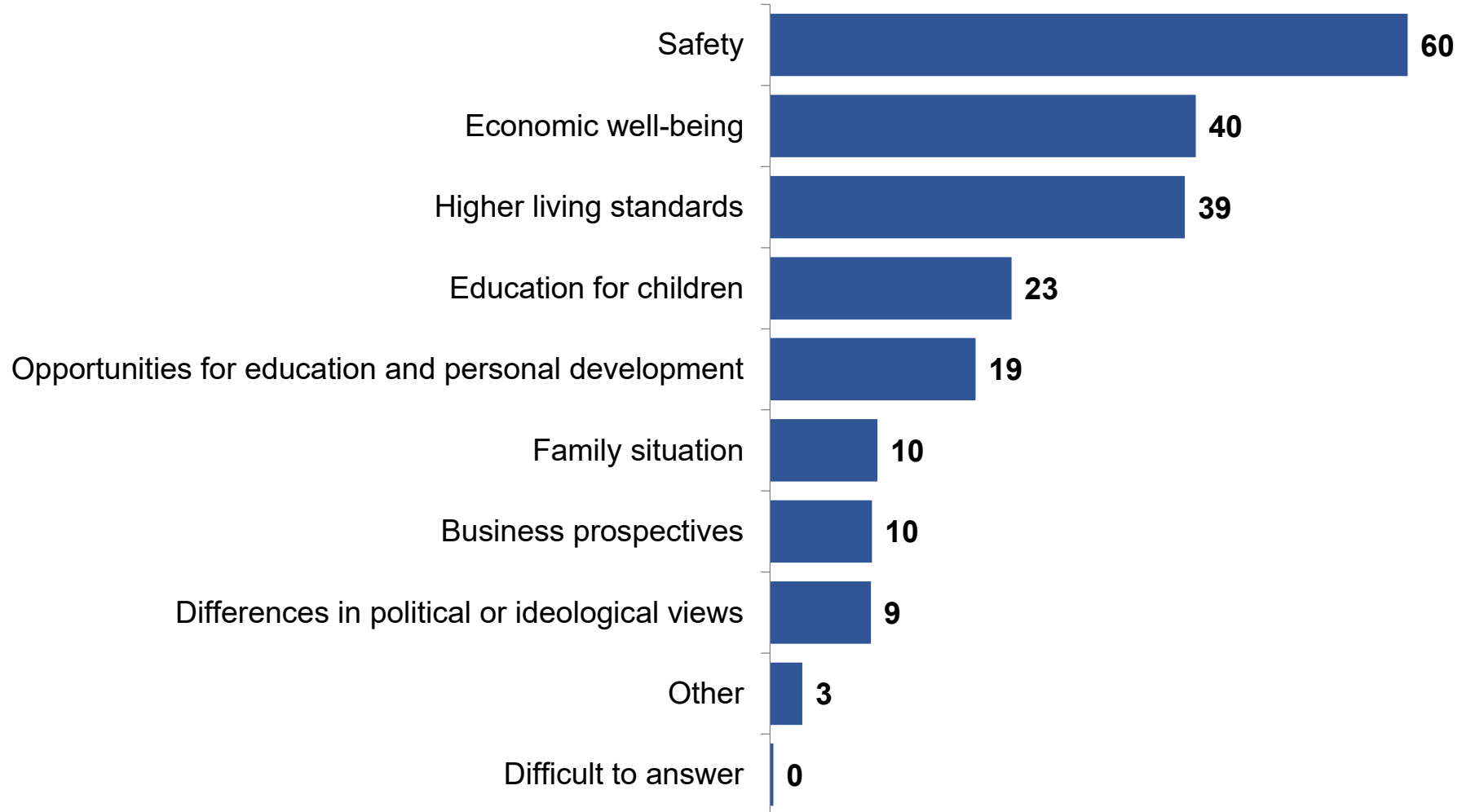
Region. Age. Income. Gender



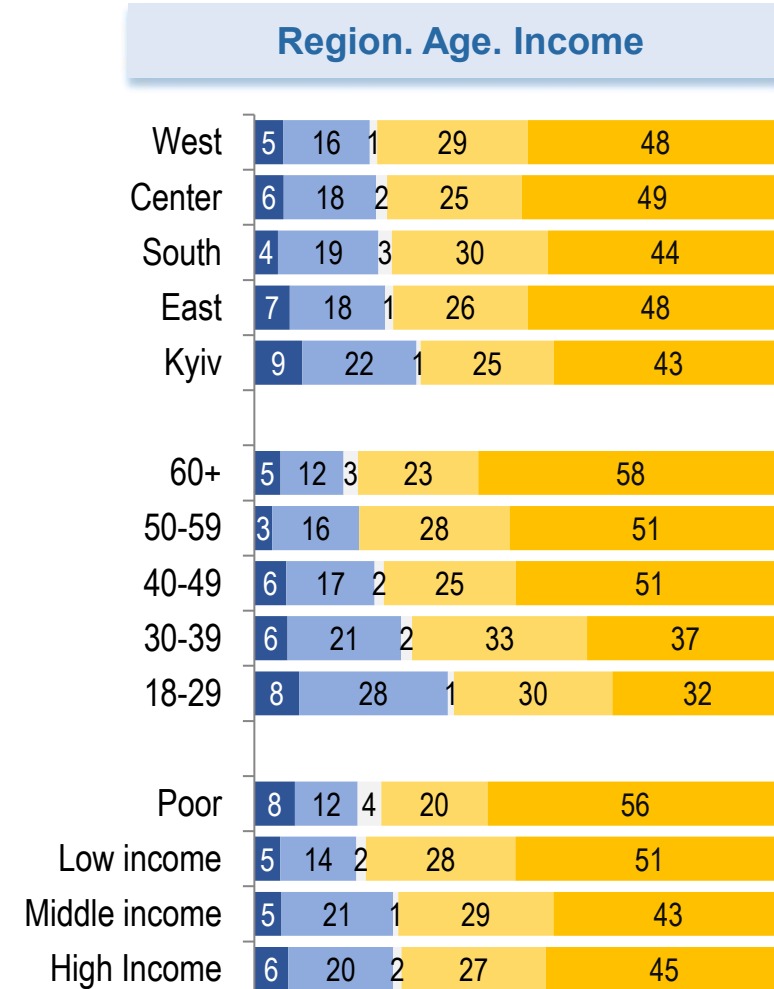
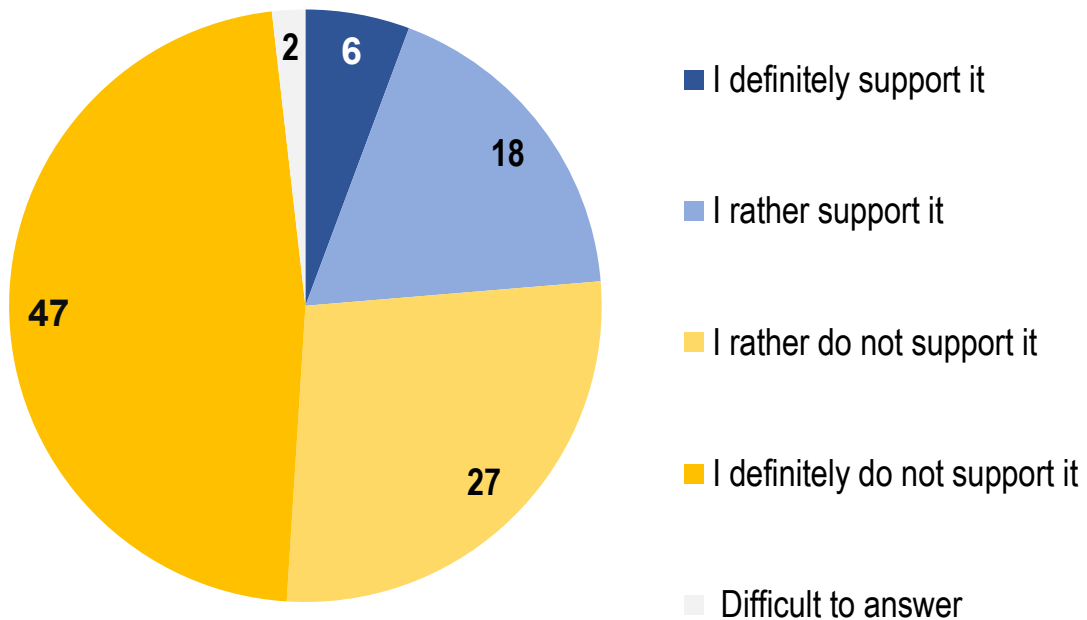
What is your main motivation for relocation?

Among those who would like to move to another country

UP TO THREE ANSWERS



Do you support the idea of attracting migrant workers from African and Asian countries to Ukraine to fill the labor shortage?



Westminster Foundation for Democracy (WFD) is the UK public body dedicated to supporting democracy around the world. Operating internationally, WFD works with parliaments, political parties, and civil society groups as well as on elections to help make countries' political systems fairer, more inclusive and accountable.

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