

Emotional connection with Europe

Comparison of Ukraine with
EU member states and other
European states

Common Contours

#6

04/2026

A survey about Ukraine in the European Context



About the study and methodology

«**Common Contours**» – is a special research project by Rating Group about Ukraine in the European context. Its **goal** is to help the Ukrainian public, experts, and partners identify the shared sociocultural and political contours between Ukraine and the EU.

This means supporting a more conscious European integration process, understanding Ukraine's strengths as well as its challenges. To achieve this, we mirror survey questions and compare data from our own public opinion polls in Ukraine with findings from surveys conducted in EU member states, EU candidate countries, and other European countries.

In this edition, we compare data from our own study with findings from Eurobarometer – the series of official EU public opinion surveys conducted by the European Commission and the European Parliament. Eurobarometer data belong directly to the EU, and we are grateful for the open access provided to them.

- *Methodology:* **CATI** (Computer-Assisted Telephone Interviewing) – telephone interviews conducted with the use of computer-assisted software, based on a random sample of mobile phone numbers.
- *Target audience:* the population of Ukraine aged 18 and older in all regions of the country, except for temporarily occupied territories and territories where Ukrainian mobile communication was unavailable at the time of the survey. The results were weighted using the latest data from the State Statistics Service of Ukraine.
- *Sample size:* 1,000 respondents
- *Margin of error with a confidence level of 0.95:* not exceeding 3.1%
- *Fieldwork period:* April 15–17, 2026
- The survey data collected in Ukraine (Rating Group) are compared with data from the 27 EU member states, EU candidate countries, and other European countries from the Standard Eurobarometer 105 (March–April 2026). The questionnaire mirrors the questions used in these surveys.



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**EMOTIONAL
CONNECTION:
HOMETOWN/VILLAGE,
COUNTRY, EU, EUROPE**

Note on measuring emotional connection

In the English version of the Eurobarometer questionnaire, the question was worded as follows: «*Please tell how attached you feel to...*» [town / city / village; country; our country; the European Union; Europe]

- Very attached
- Fairly attached
- Not very attached
- Not attached at all
- Don't know

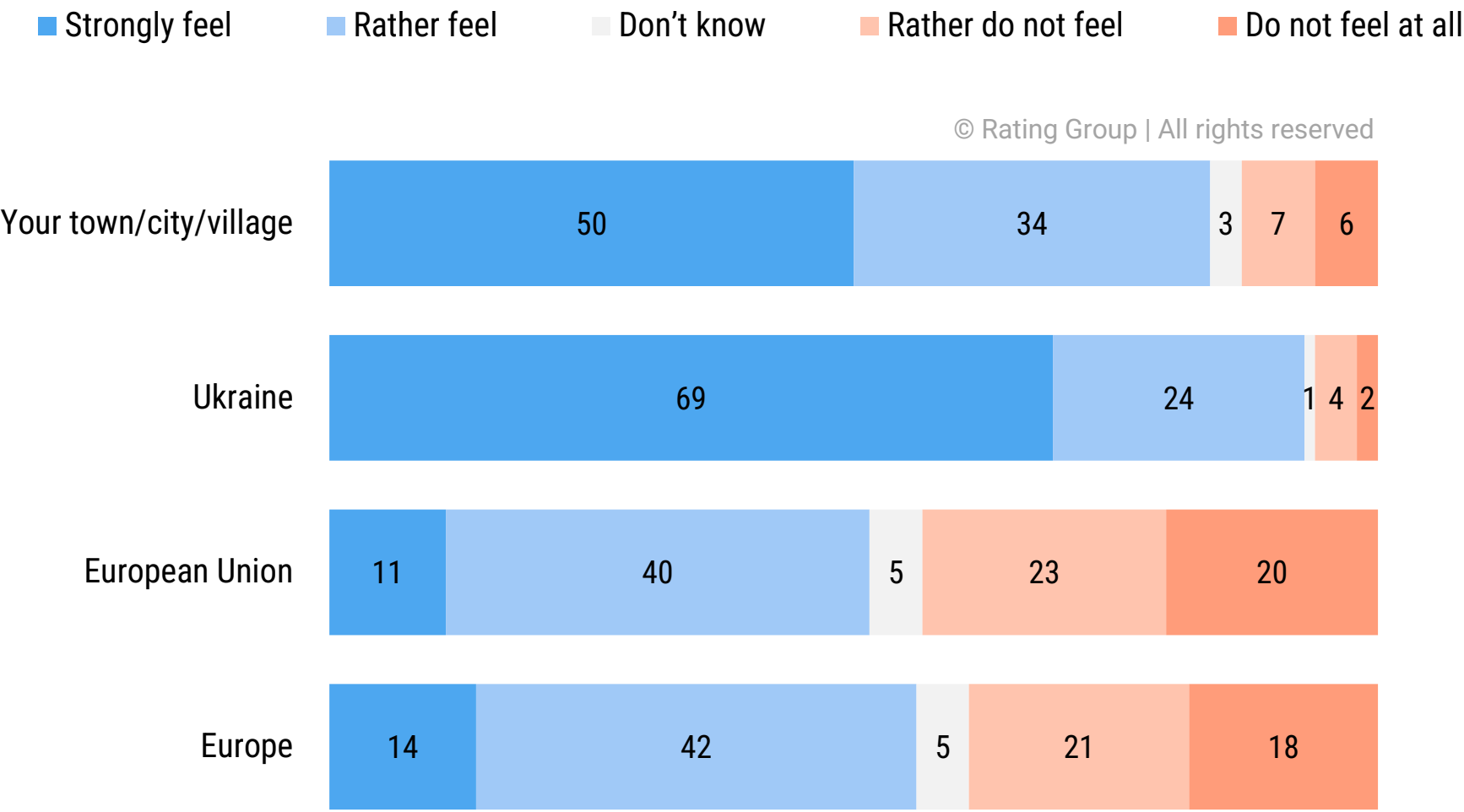
Considering translation specifics, in Ukraine the question was worded as follows: “To what extent do you feel an emotional connection, closeness to...”.

- Strongly feel
- Rather feel
- Rather do not feel
- Strongly feel
- Don't know

Therefore, for country comparisons in a unified format, the following **4 levels of emotional connection** are used:

- **Strong**
- **Rather strong**
- **Rather weak**
- **Weak**
- **Don't know**

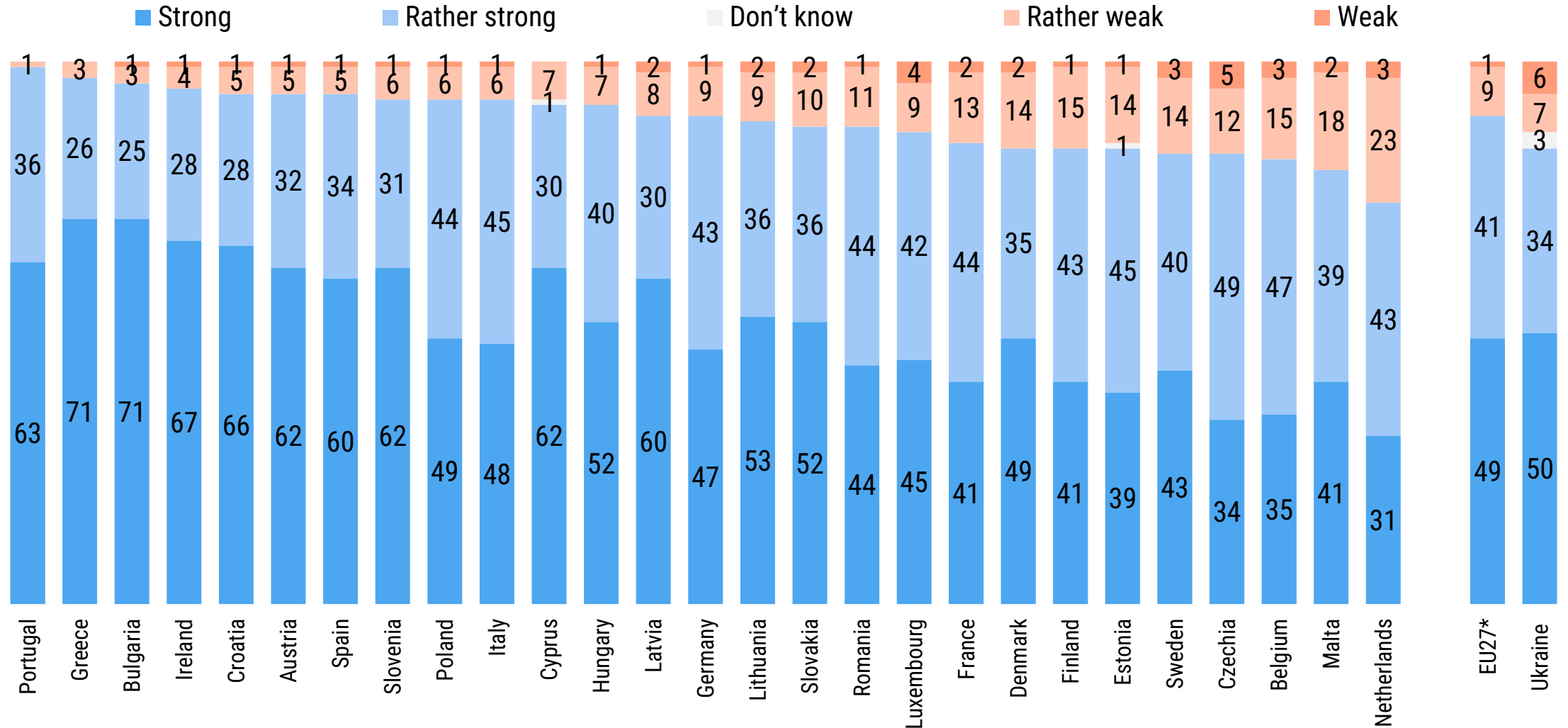
To what extent do you feel an emotional connection, closeness to...



Emotional connection with town/city/village

Comparison with EU countries, Standard Eurobarometer 105

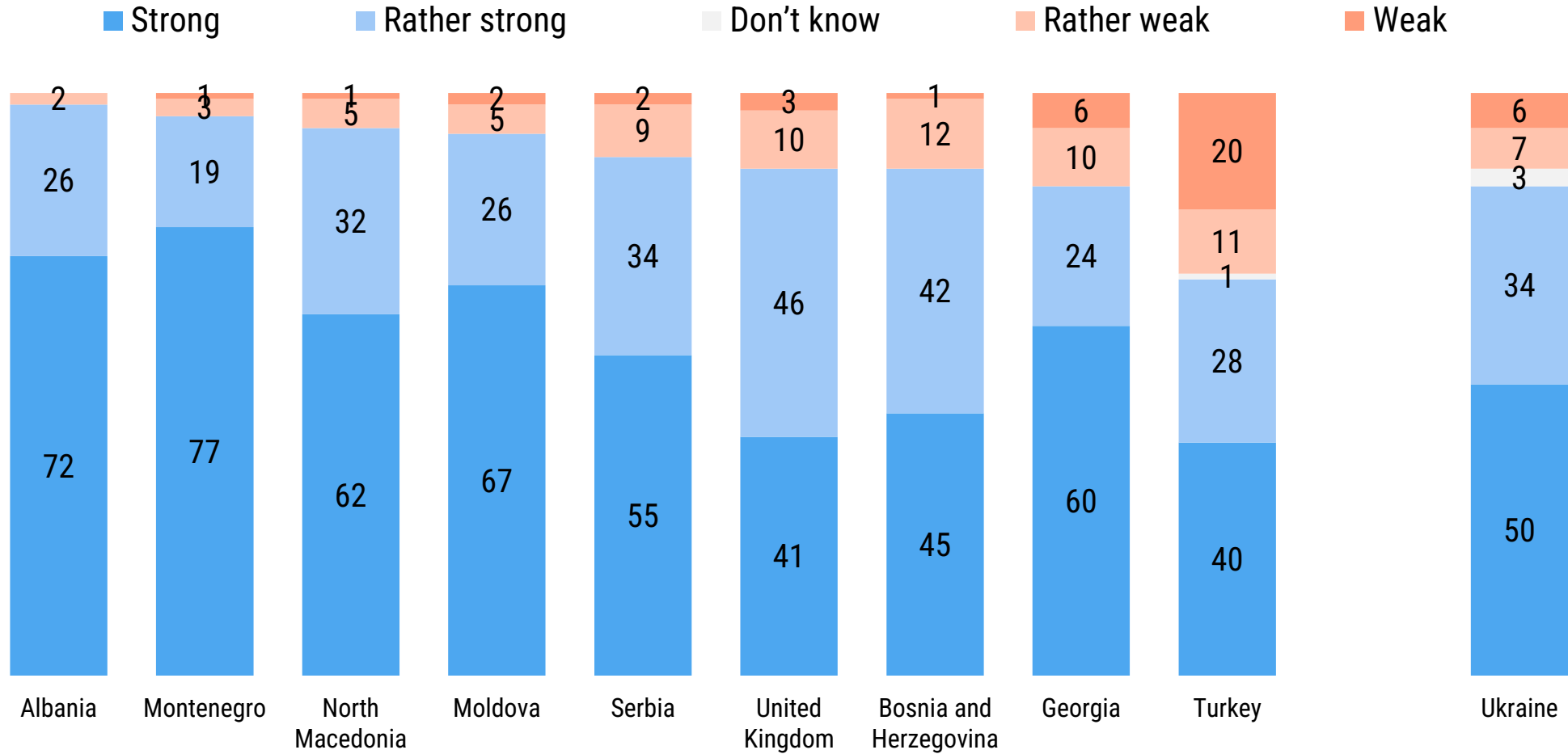
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Emotional connection with town/city/village

Comparison with other European countries, Standard Eurobarometer 105

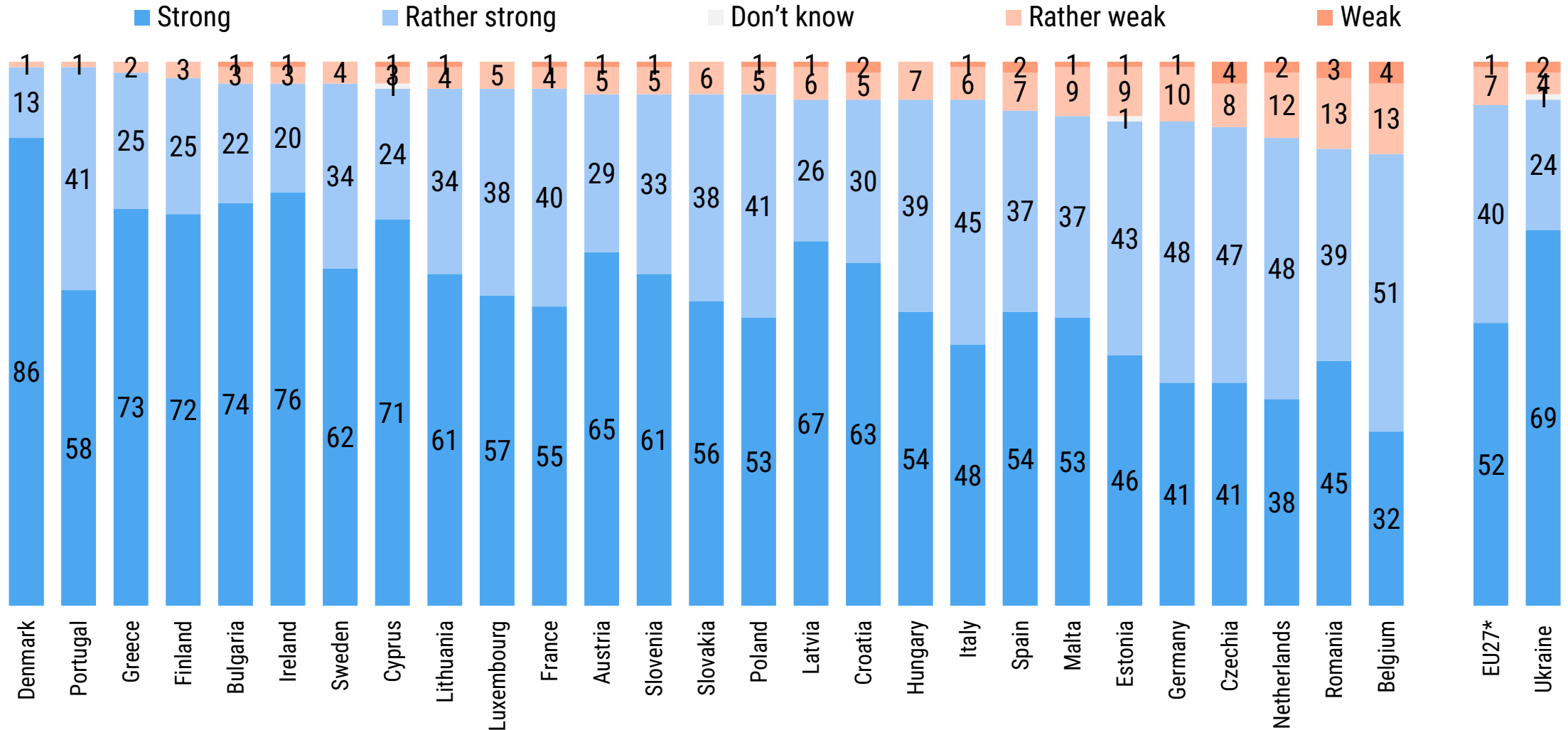
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Emotional connection with country

Comparison with EU countries, Standard Eurobarometer 105

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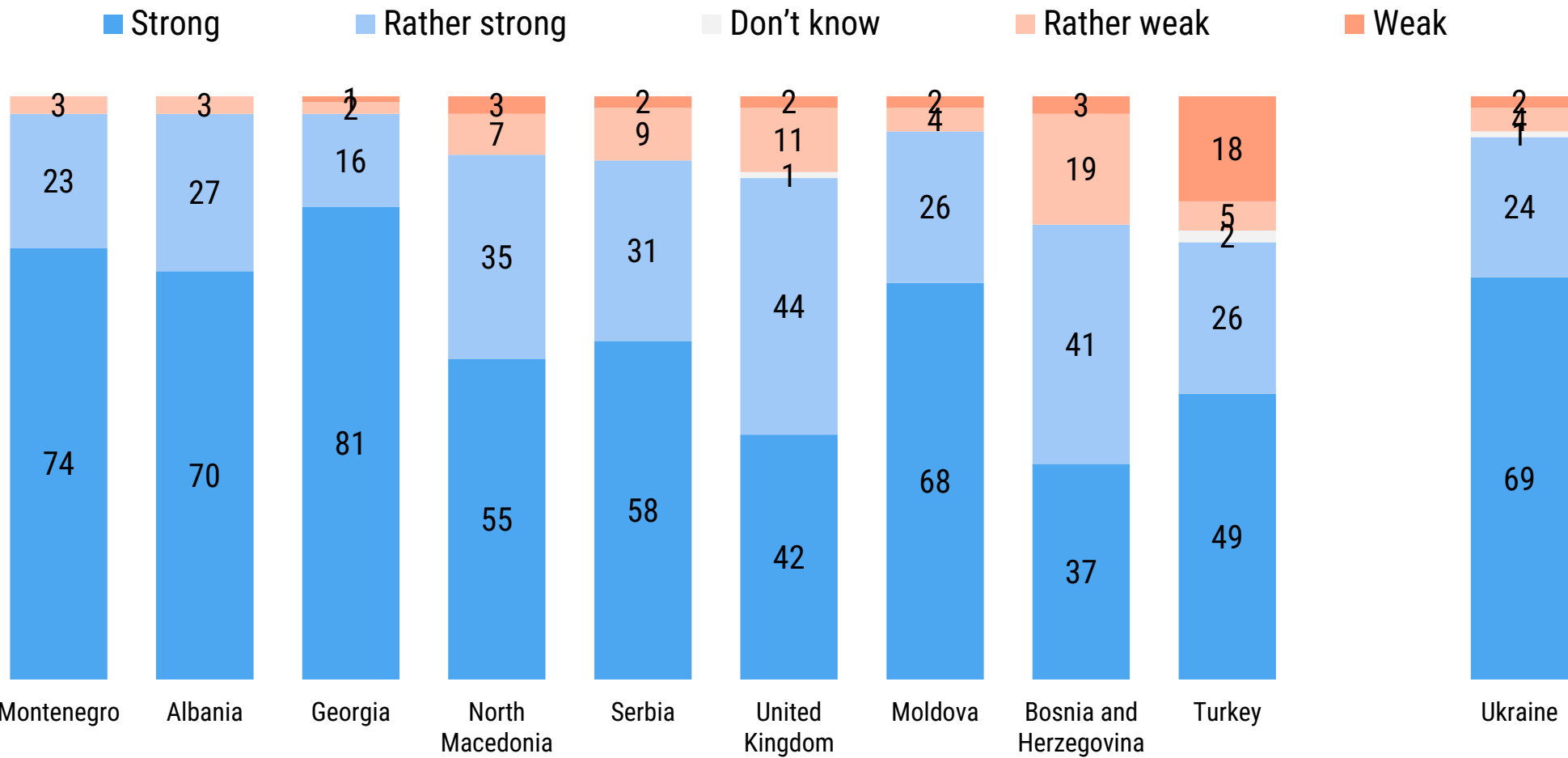


*Average among 27 EU countries

Emotional connection with country

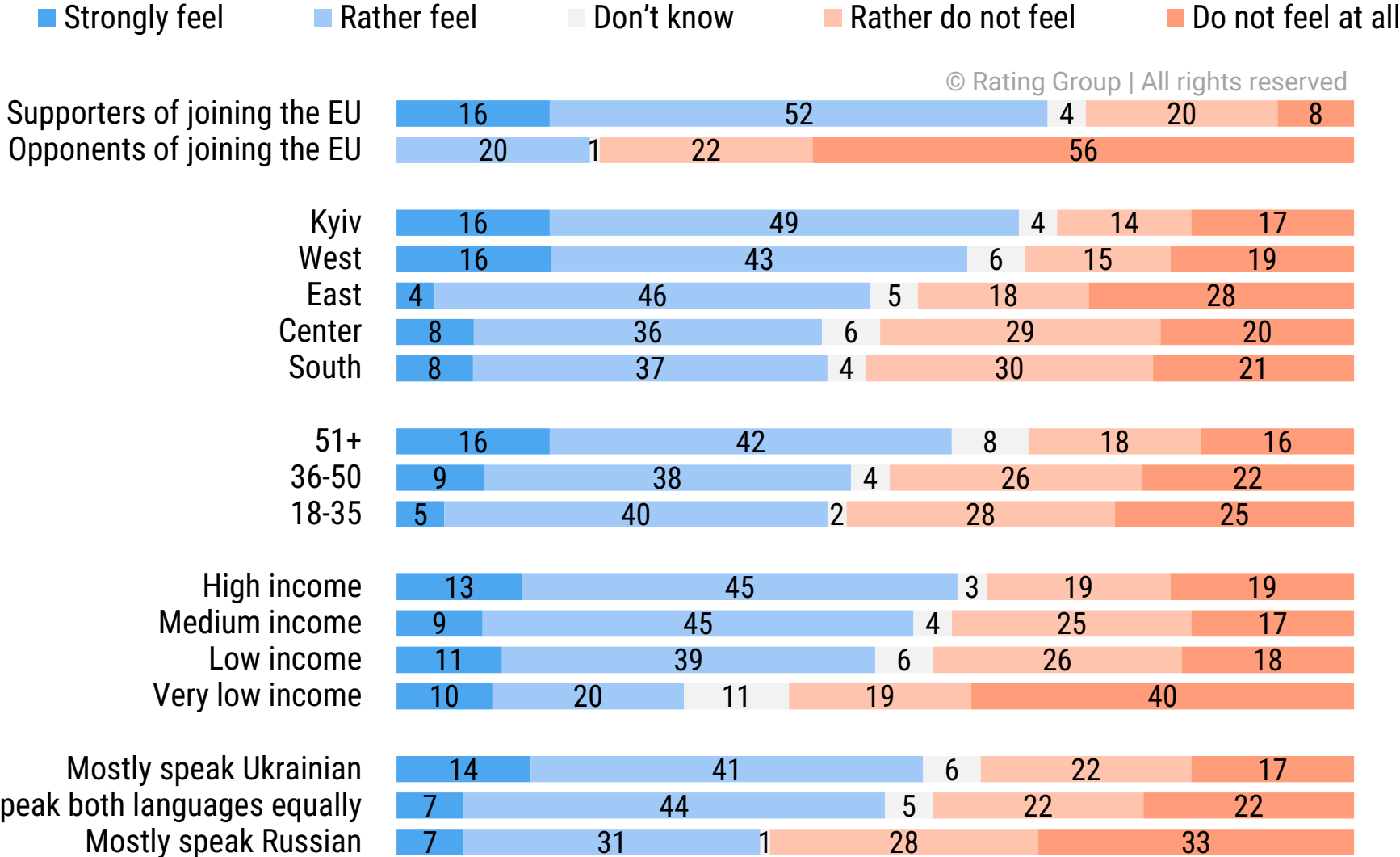
Comparison with other European countries, Standard Eurobarometer 105

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Emotional connection with the EU

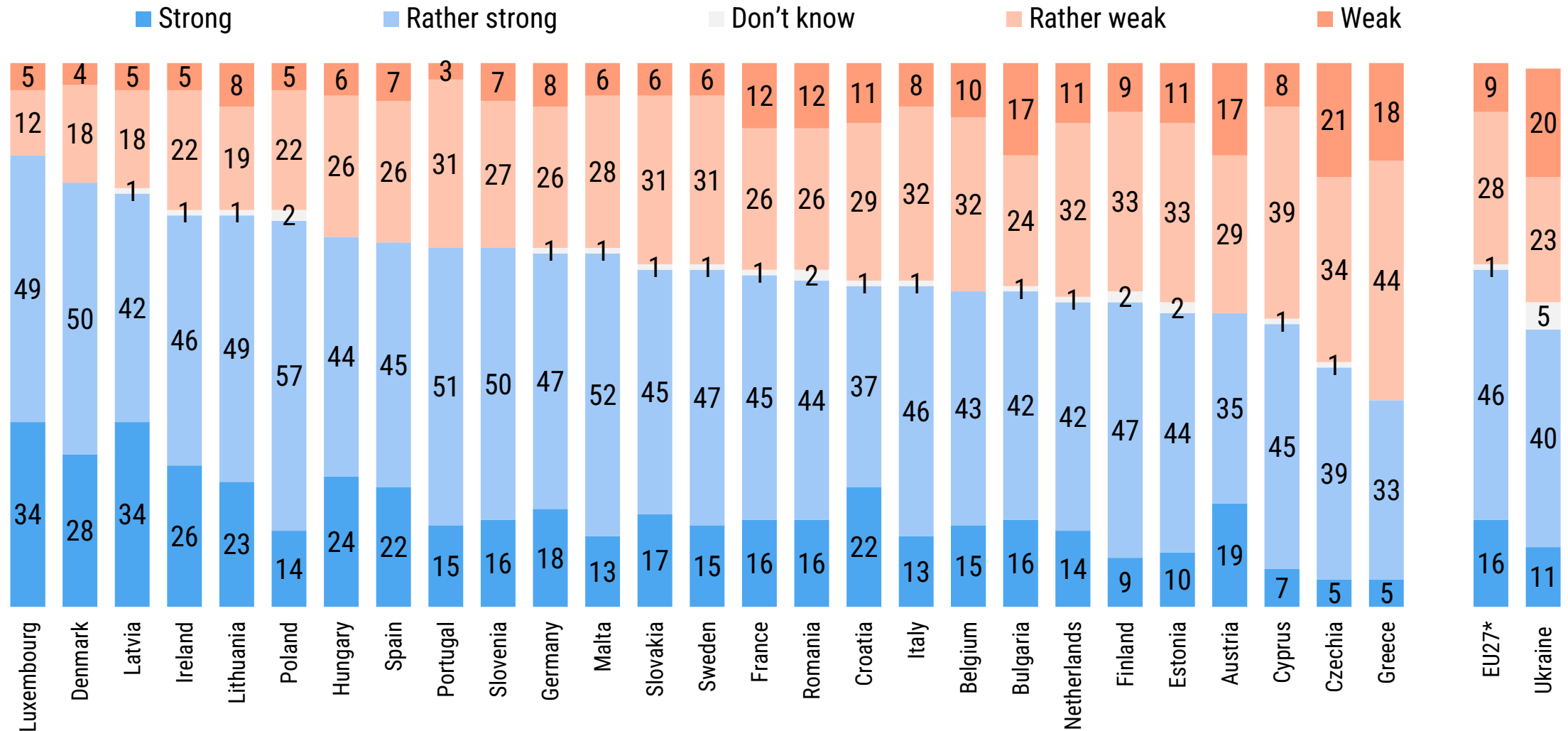
Distribution of responses among different categories of respondents in Ukraine



Emotional connection with the EU

Comparison with EU countries, Standard Eurobarometer 105

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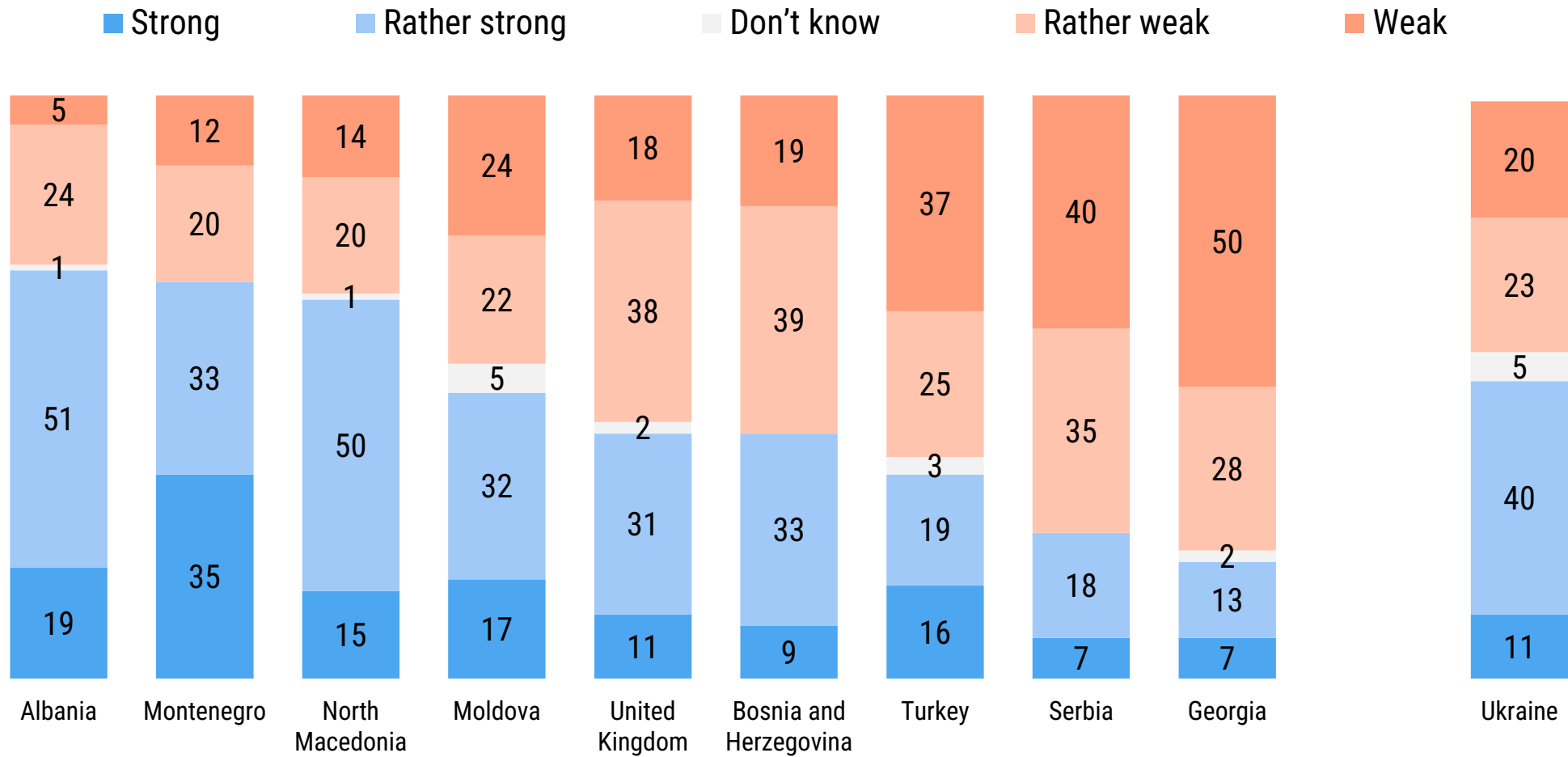


*Average among 27 EU countries

Emotional connection with the EU

Comparison with other European countries, Standard Eurobarometer 105

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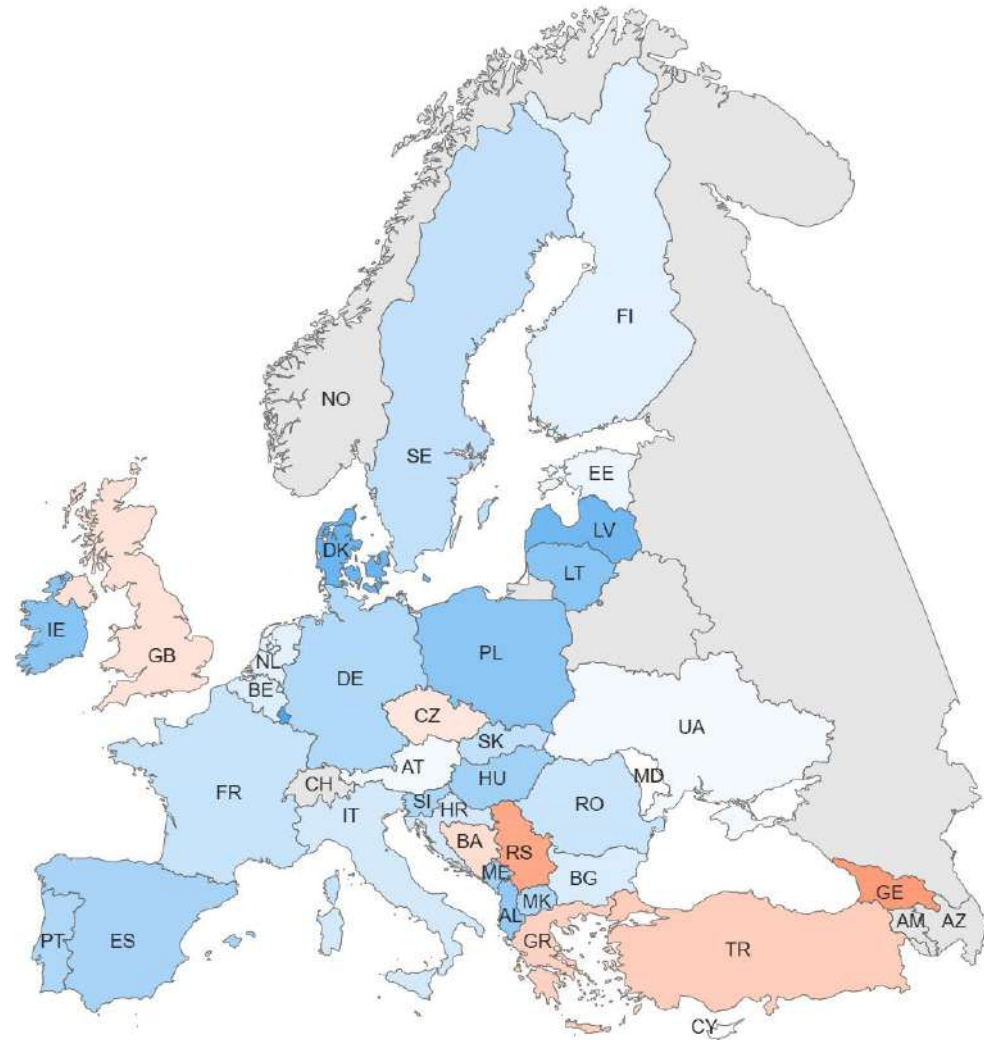
Emotional connection with the EU: balance of those who feel connection vs. do not feel

Comparison with other European countries, Standard Eurobarometer 105

Tend to feel



Tend not to feel

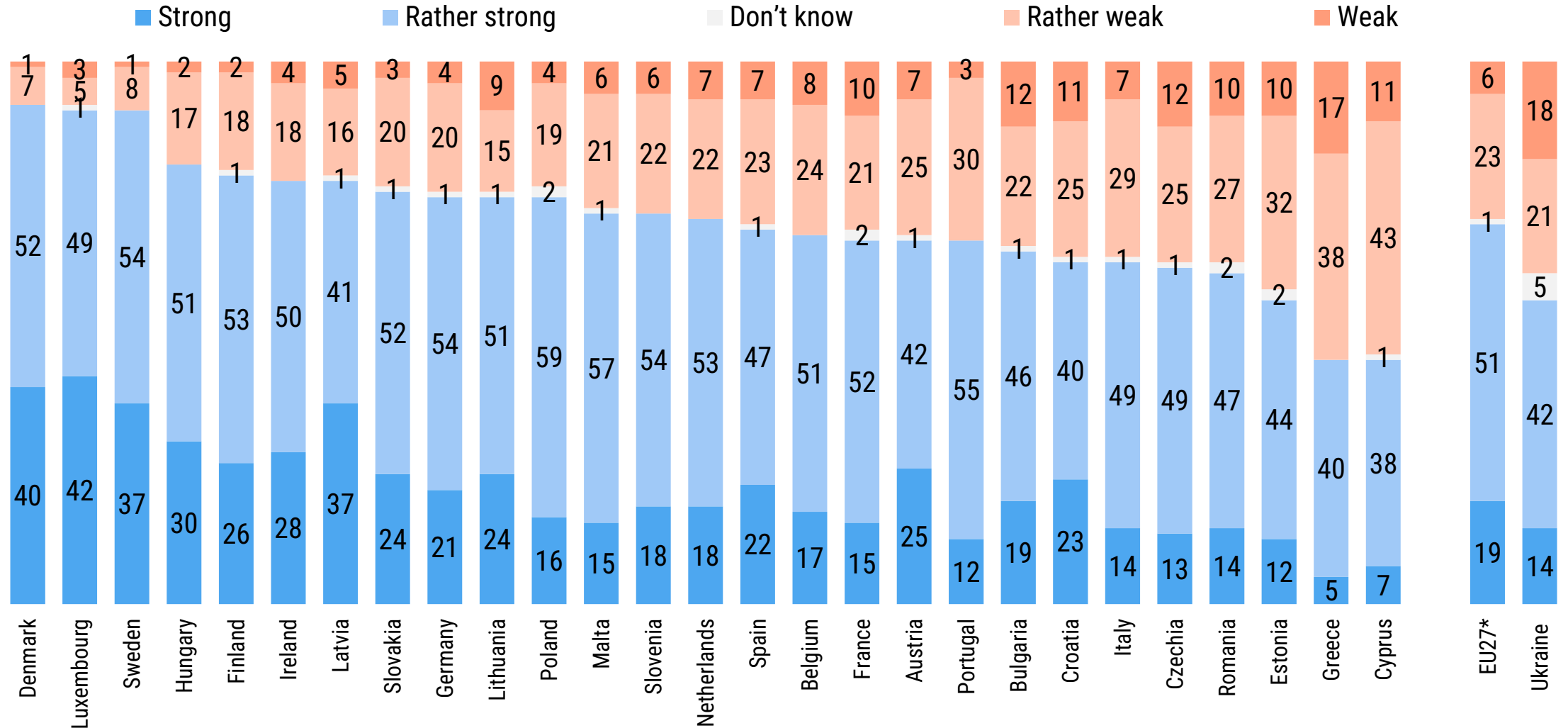


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Emotional connection with Europe

Comparison with EU countries, Standard Eurobarometer 105

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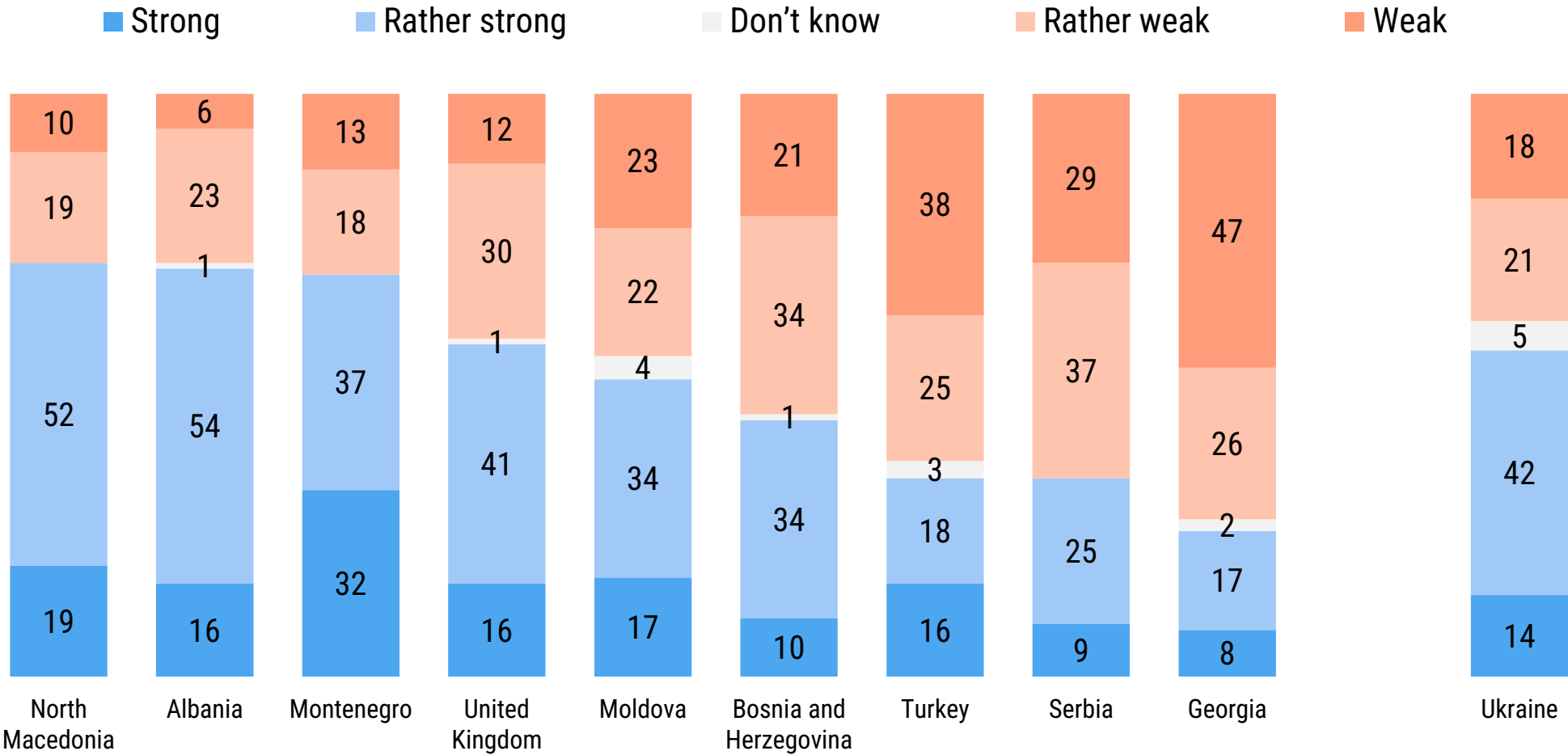


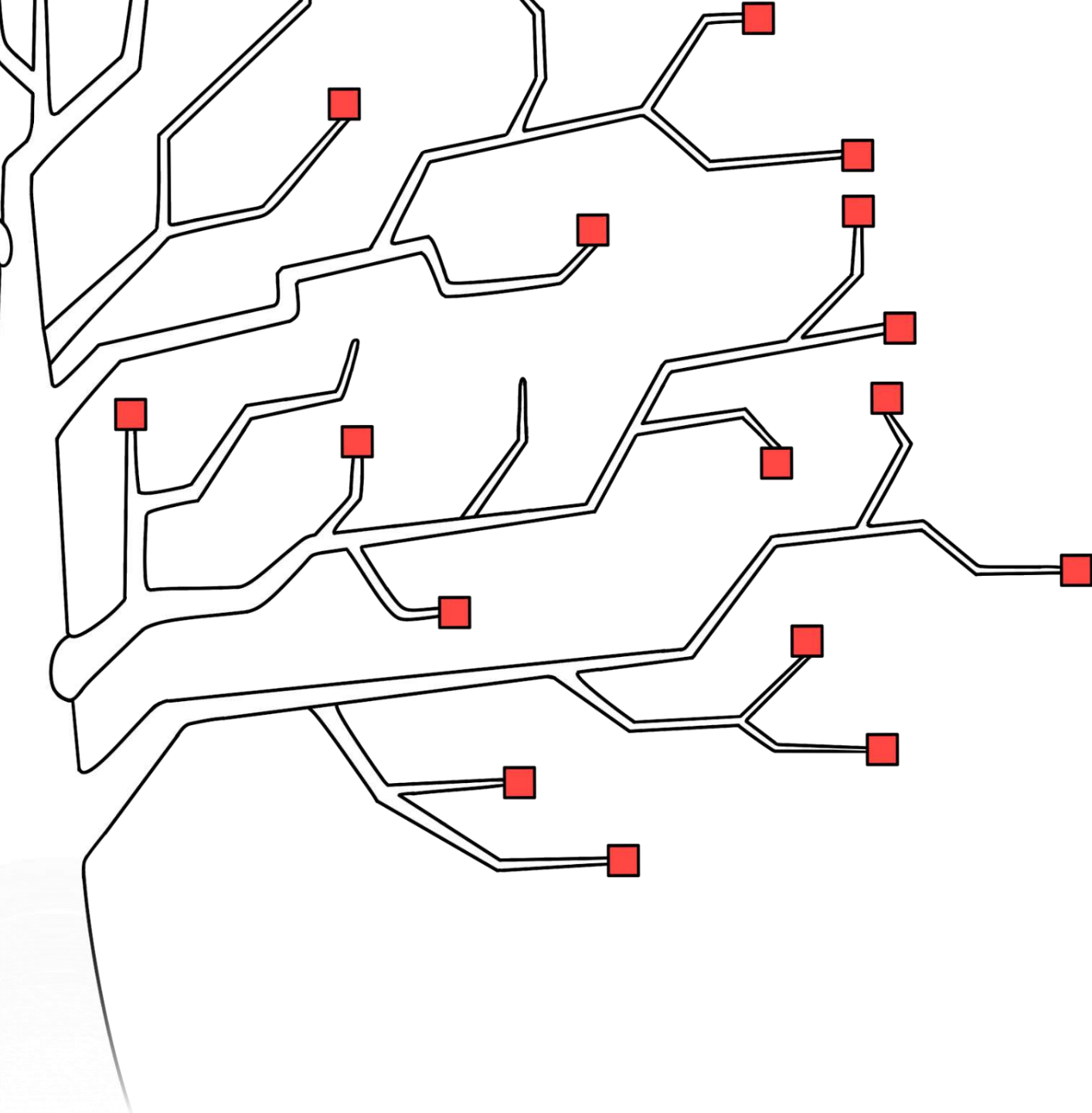
*Average among 27 EU countries

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Comparison with other European countries, Standard Eurobarometer 105

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