

# Common Contours

A survey about Ukraine  
in the European context

**Summary Report #1**

**03-06/2026**



# 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.
- *Margin of error* with a confidence level of 0.95: not exceeding 3.1% (2.8% for June 2026 sample)
- *Fieldwork period:* March 11-12, 2026 – 1,000 respondents; April 15-17, 2026 – 1,000 respondents; June 23-24, 2026 – 1,200 respondents
- 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 Standard Eurobarometer 104 (October-November 2025), 105 (March-April 2026), EP Autumn 2025 Survey (November 2025), and Special Eurobarometer 552. Justice, Rights, and Values (March-April 2024). The questionnaire mirrors the questions used in these surveys.

## Research project team

- Ihor Tyshchenko, Rating Group Founder & CEO
- Tetiana Skrypchenko, Rating Group Deputy Director

### Research analysts

- Hlib Kuzmenko, “Common Contours” coordinator, Research Expert & Head of Communications, Rating Group
- Yevhen Krotevych, Head of Analytics, Rating Group
- Artem Shevchenko, Analyst, Rating Group
- Daryna Narolska, Analyst, Rating Group
- Lina Mukhina, Analyst, Rating Group

### Data collection and processing

- Bohdan Suliatytskyi, Call Center Director
- Vitaliy Strelchenko, Head of CATI/CAWI Projects Department
- Dmytro Ponochovnyi, Data Processing Specialist



# **EMOTIONAL ATTACHMENT**

## 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
- Do not feel at all
- Don't know

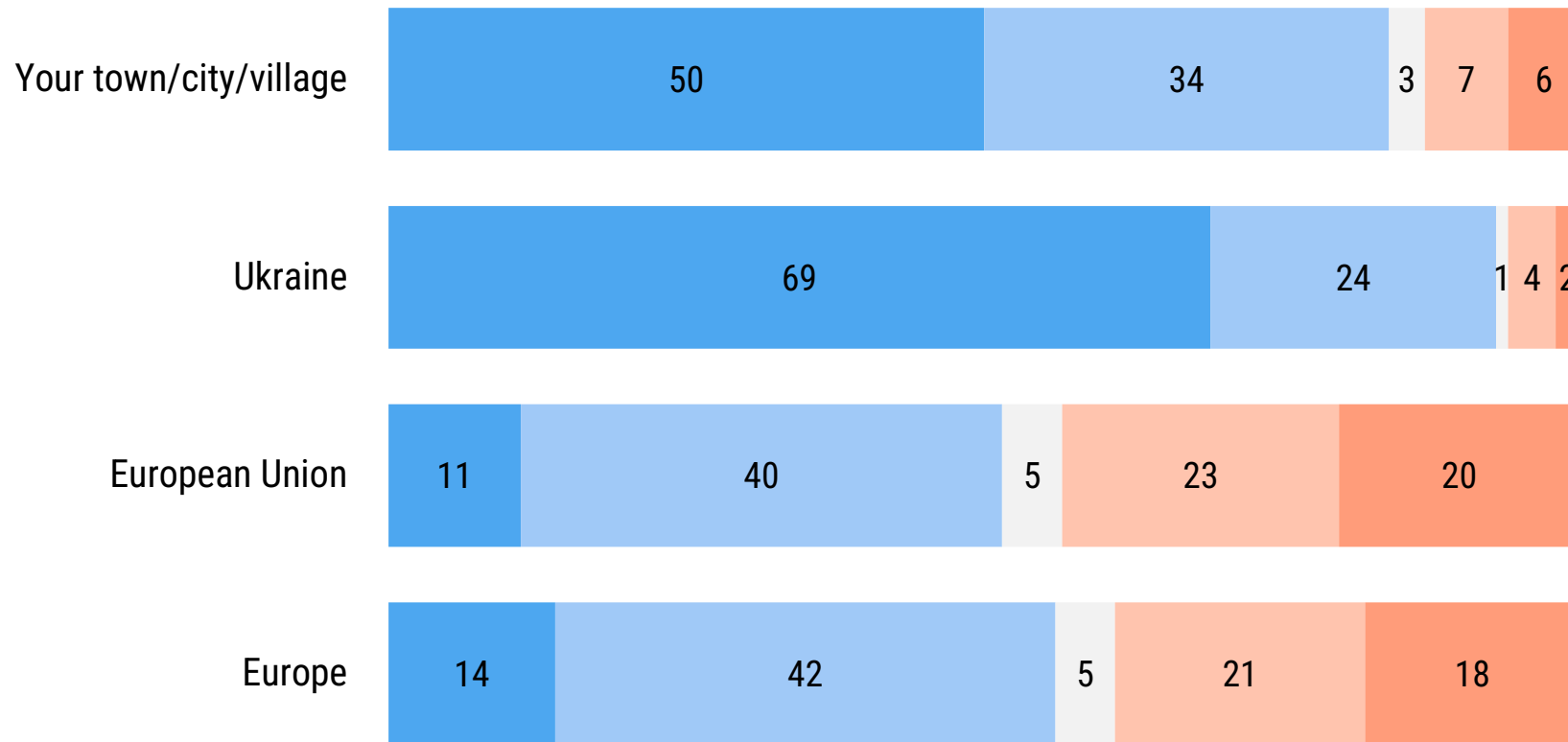
Therefore, for country comparisons in a unified format, the following **4 levels of emotional connection** are used:

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

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

■ Strongly feel    
 ■ Rather feel    
 ■ Don't know    
 ■ Rather do not feel    
 ■ Do not feel at all

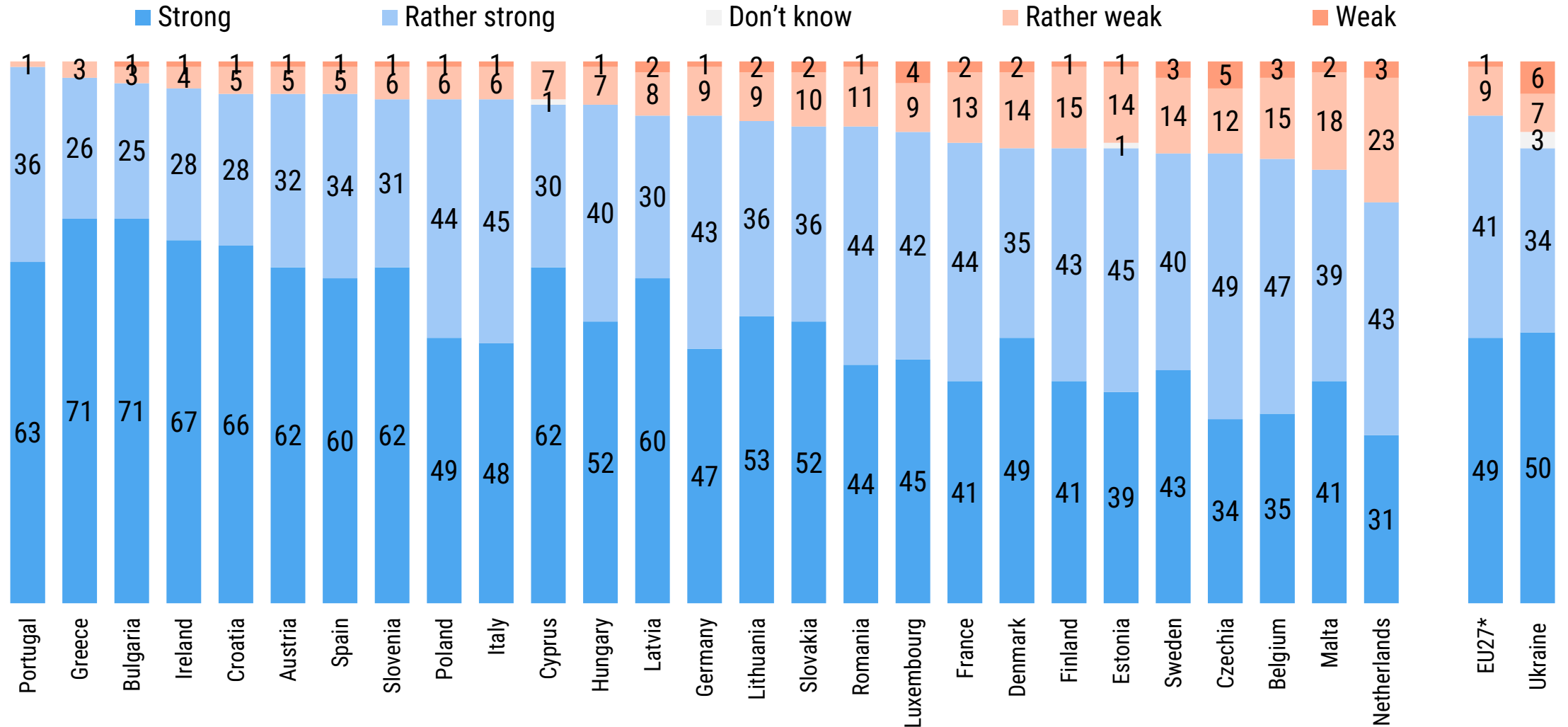
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# Emotional connection with town/city/village

Comparison with EU countries, Standard Eurobarometer 105

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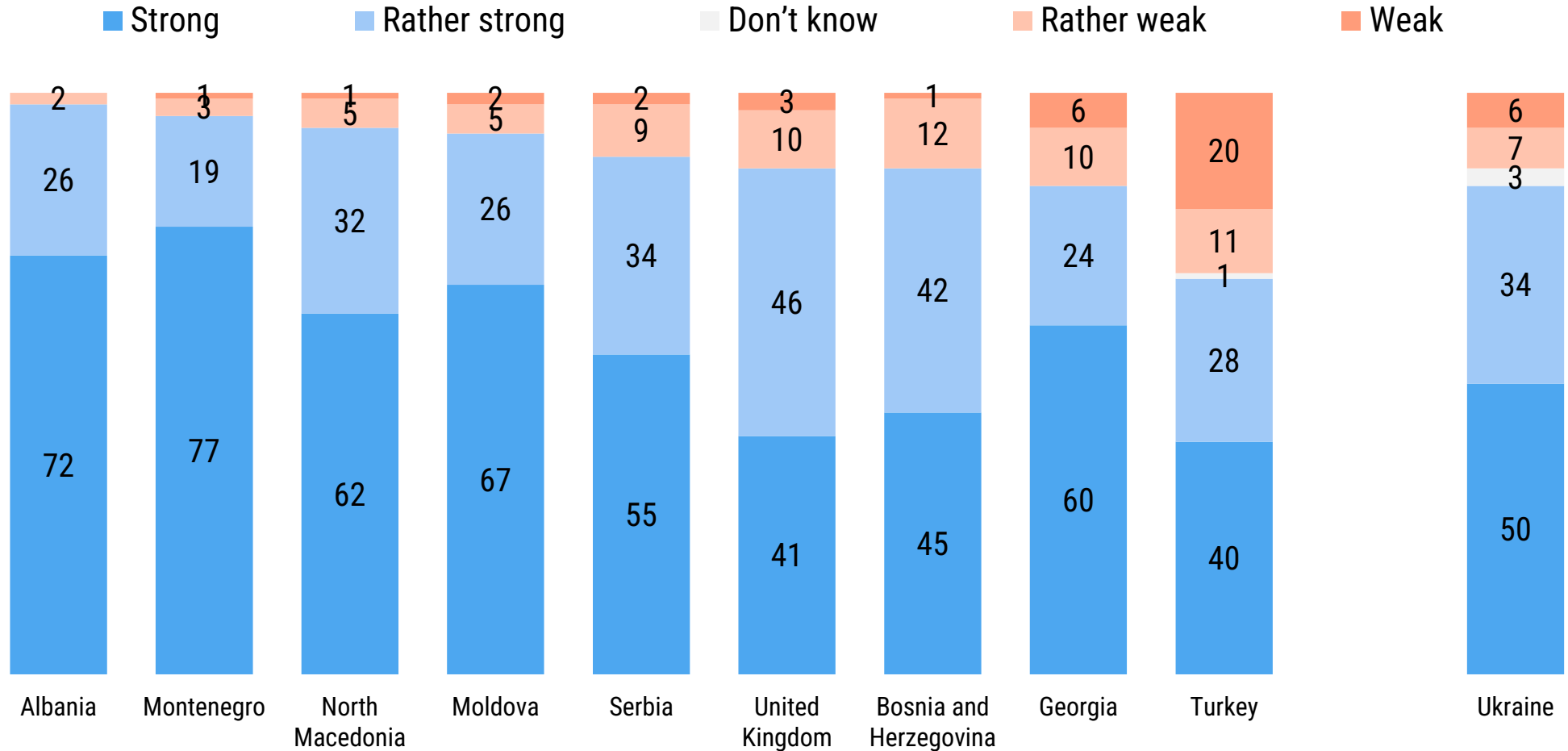


\*Average among 27 EU countries

# Emotional connection with town/city/village

Comparison with other European countries, Standard Eurobarometer 105

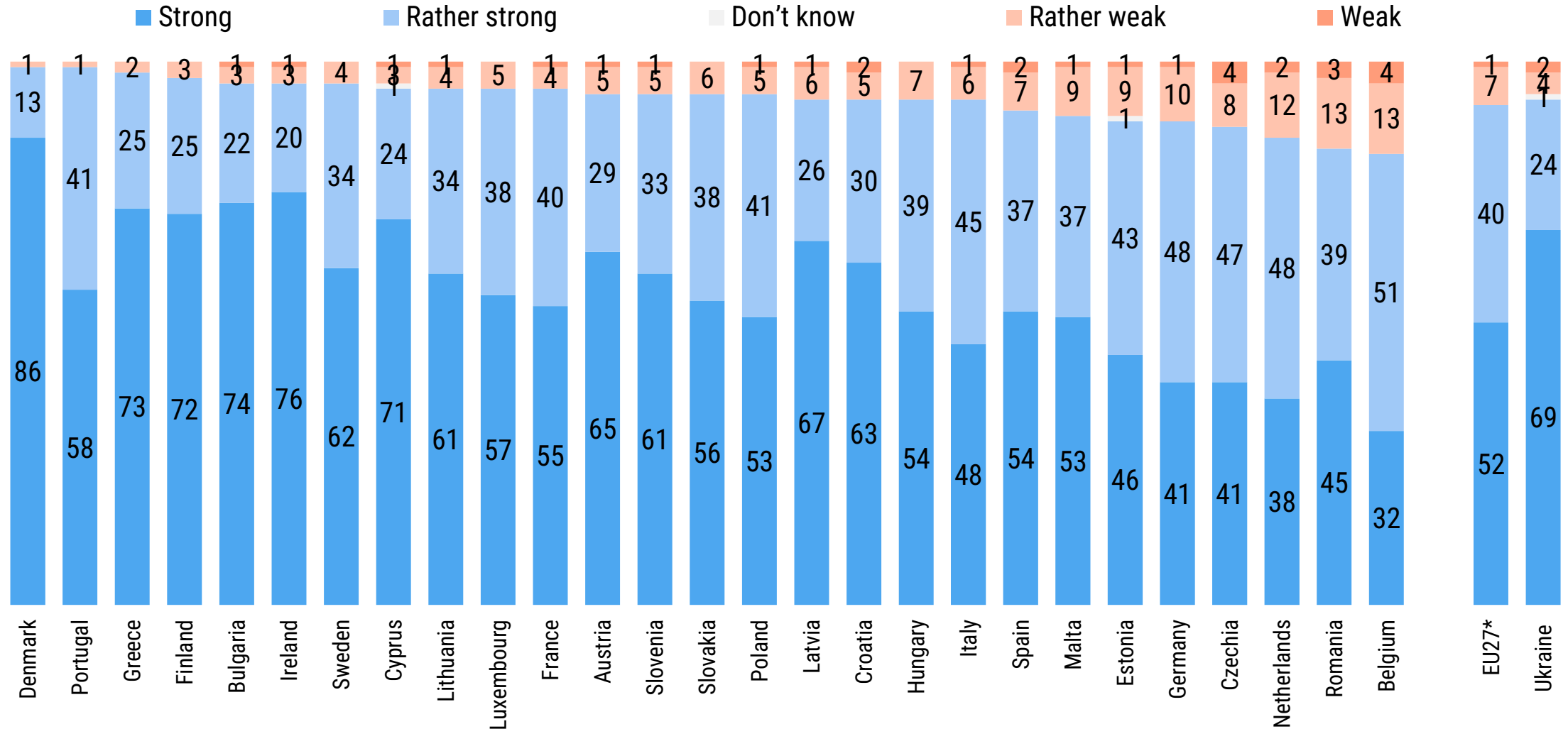
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# Emotional connection with country

Comparison with EU countries, Standard Eurobarometer 105

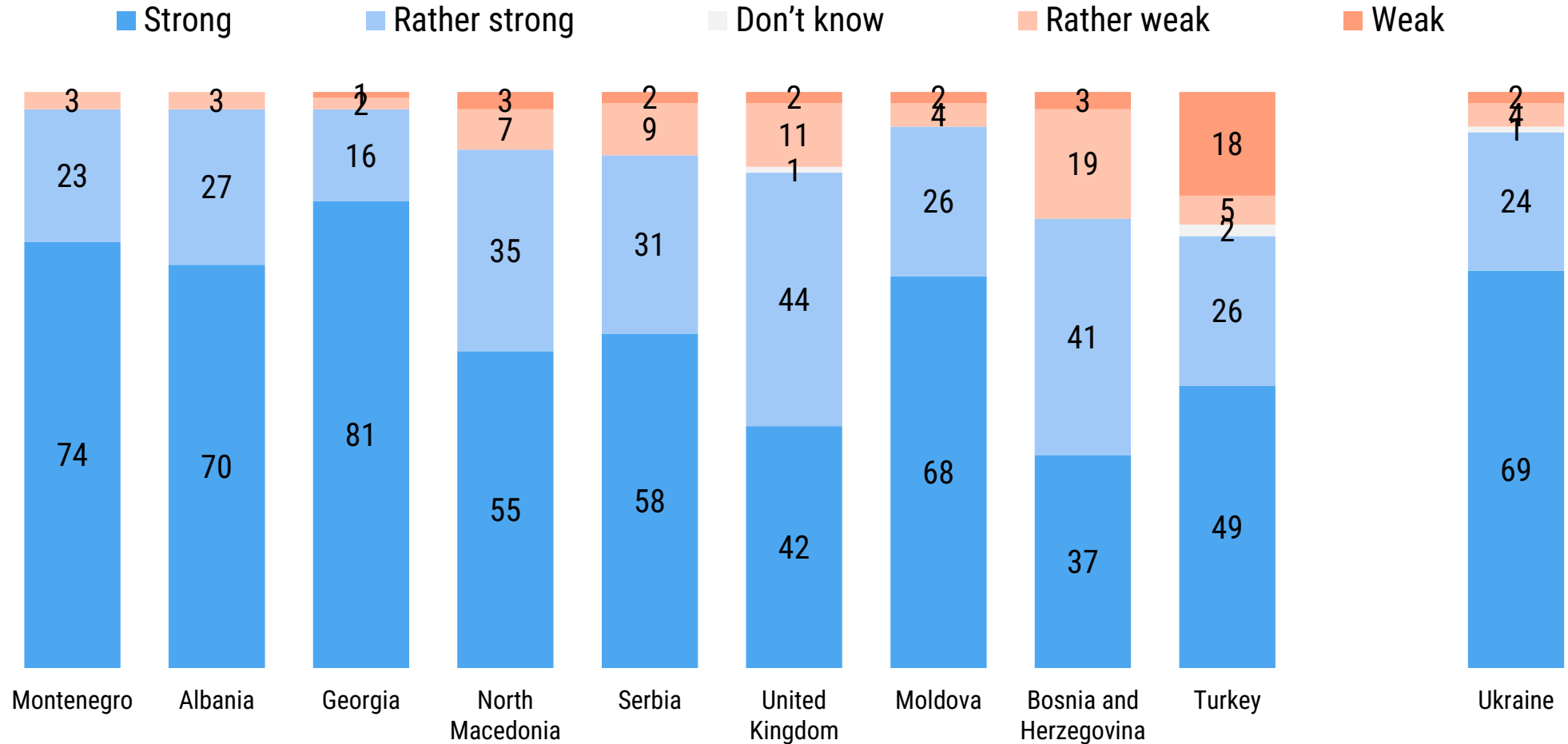
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# Emotional connection with country

Comparison with other European countries, Standard Eurobarometer 105

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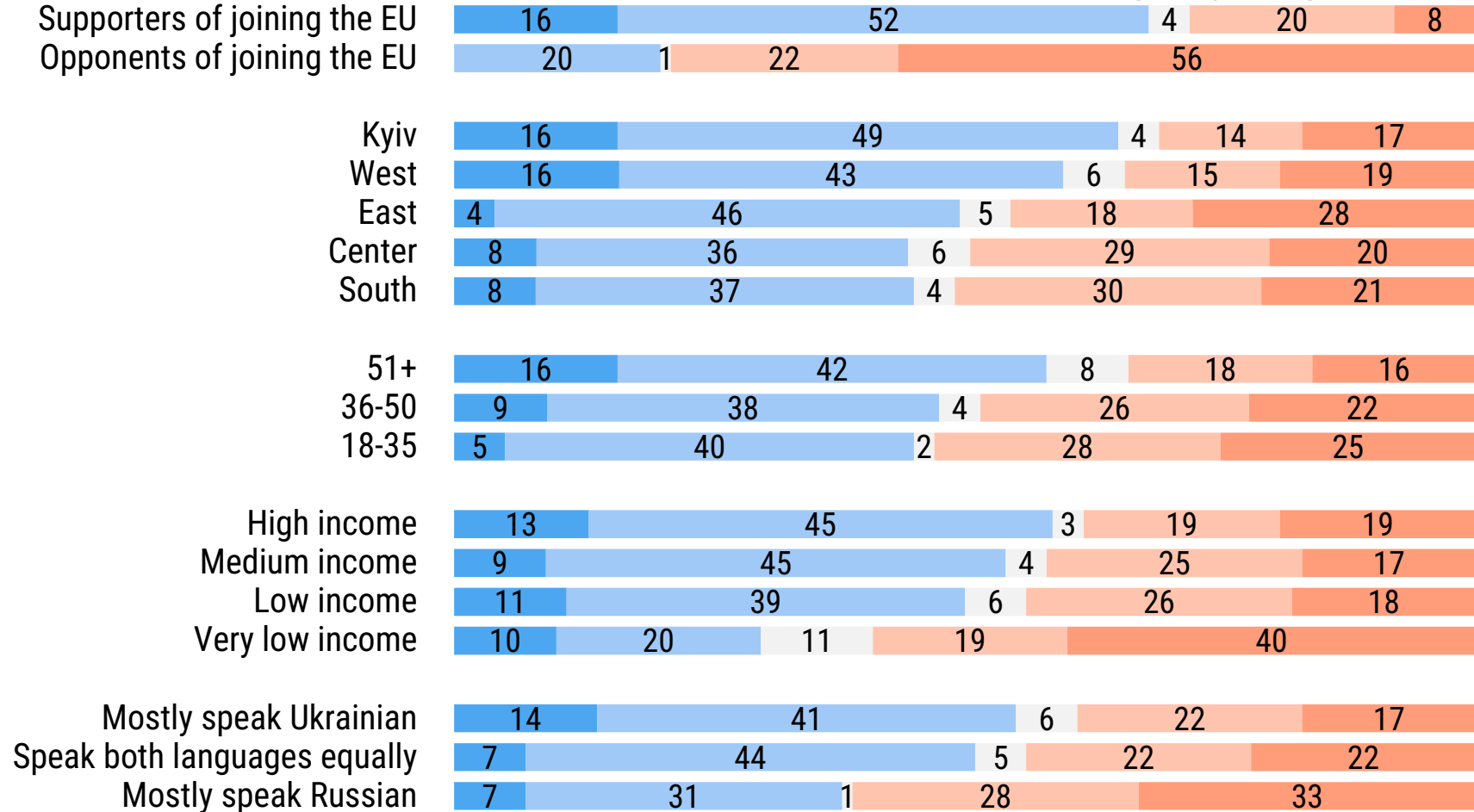


# Emotional connection with the EU

Distribution of responses among different categories of respondents in Ukraine

■ Strongly feel    
 ■ Rather feel    
 ■ Don't know    
 ■ Rather do not feel    
 ■ Do not feel at all

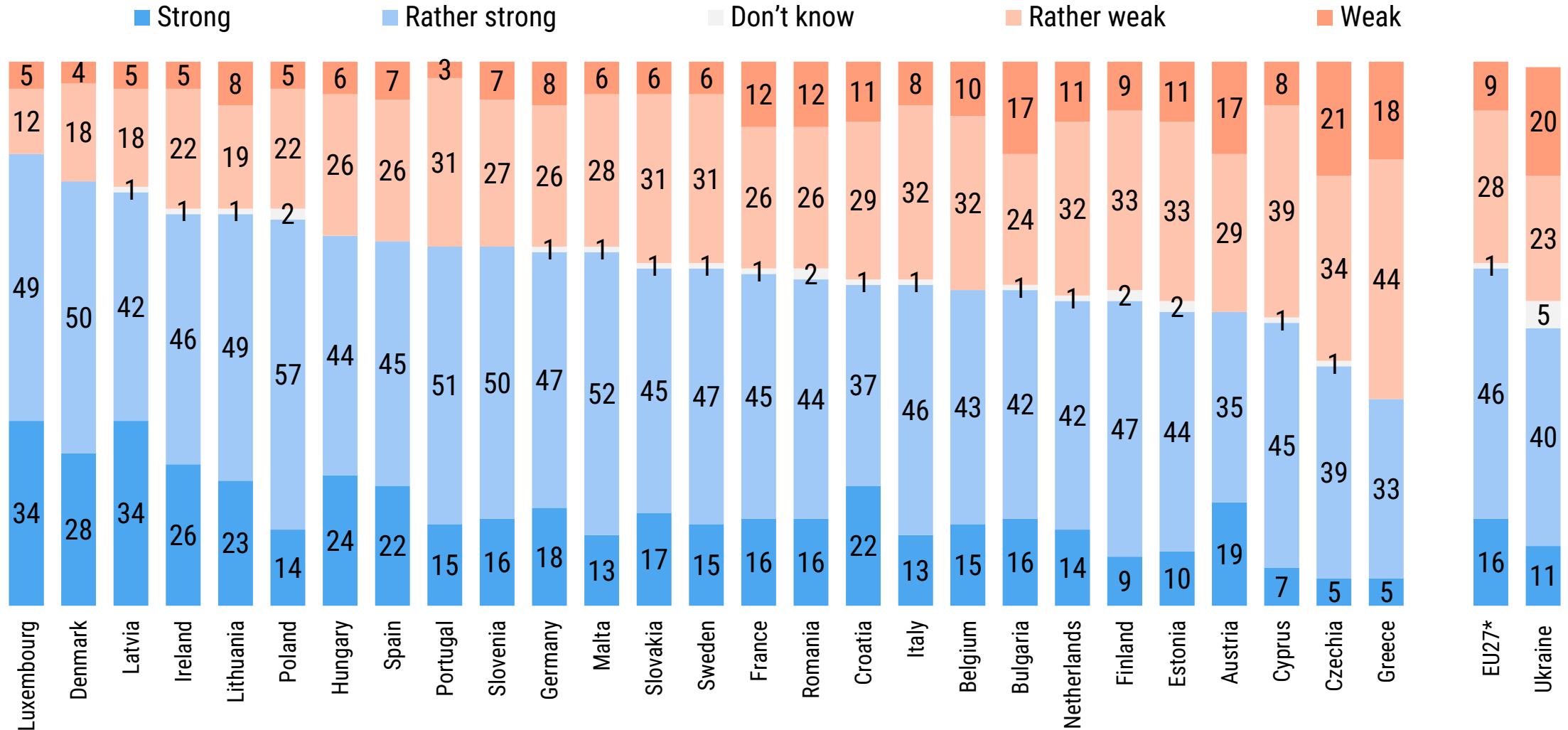
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# Emotional connection with the EU

Comparison with EU countries, Standard Eurobarometer 105

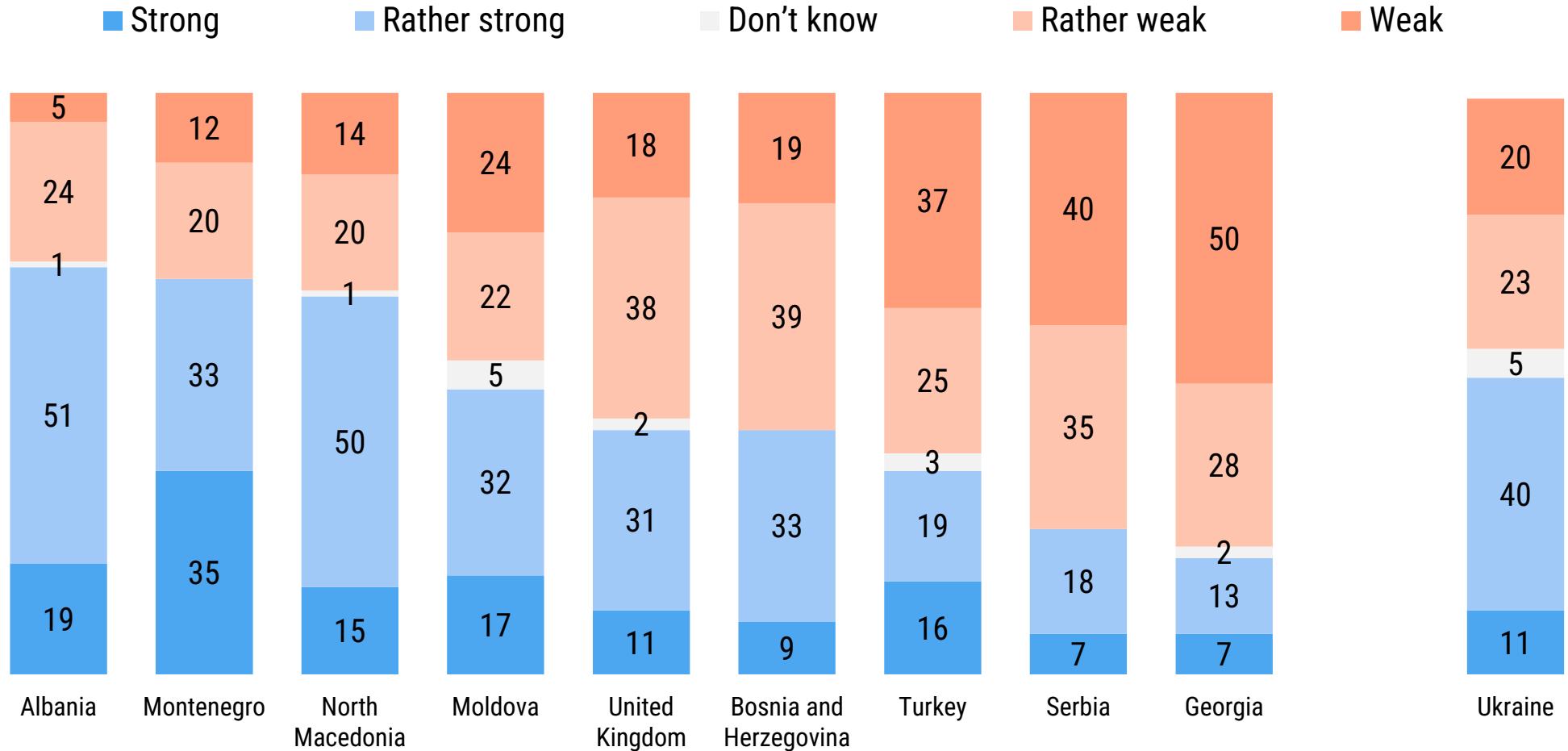
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# Emotional connection with the EU

Comparison with other European countries, Standard Eurobarometer 105

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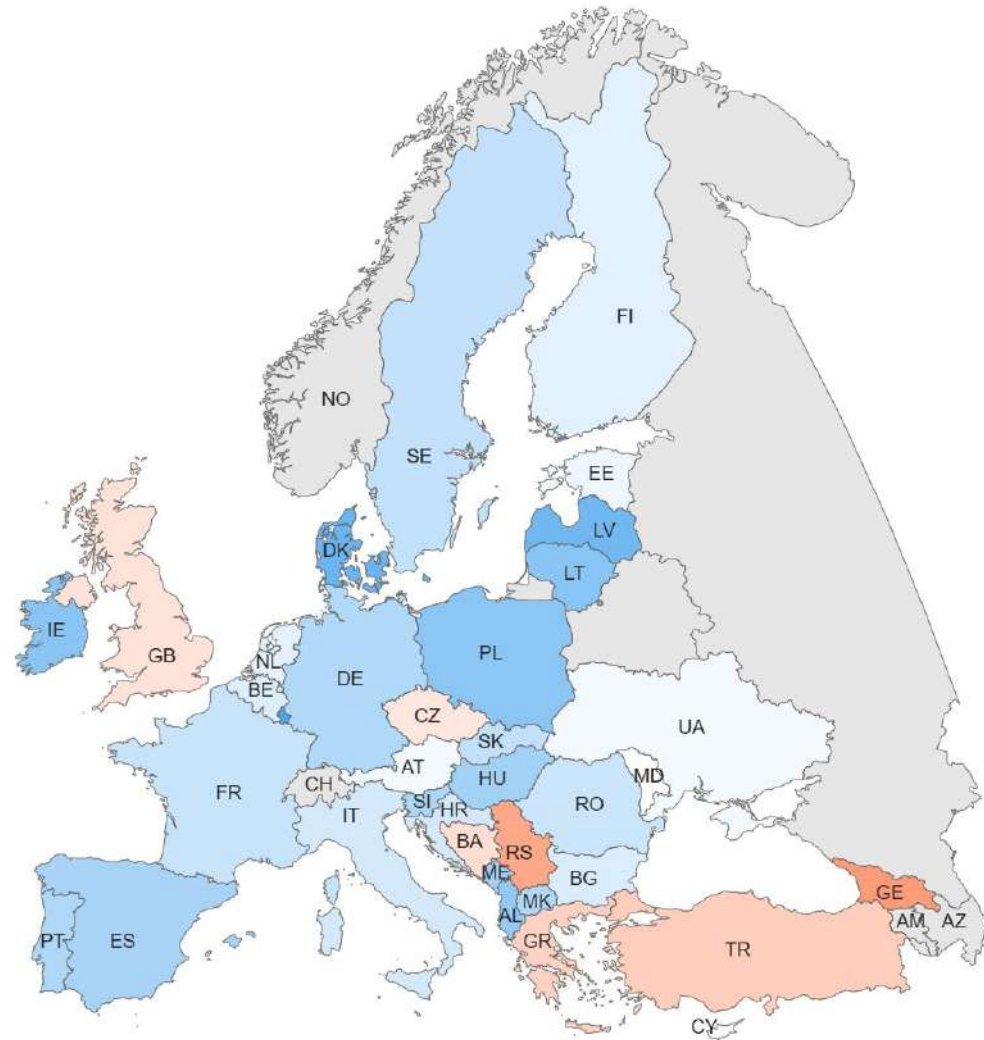
# Emotional connection with the EU: balance of those who feel connection vs. do not feel

Comparison with other European countries, Standard Eurobarometer 105

Tend to feel



Tend not to feel

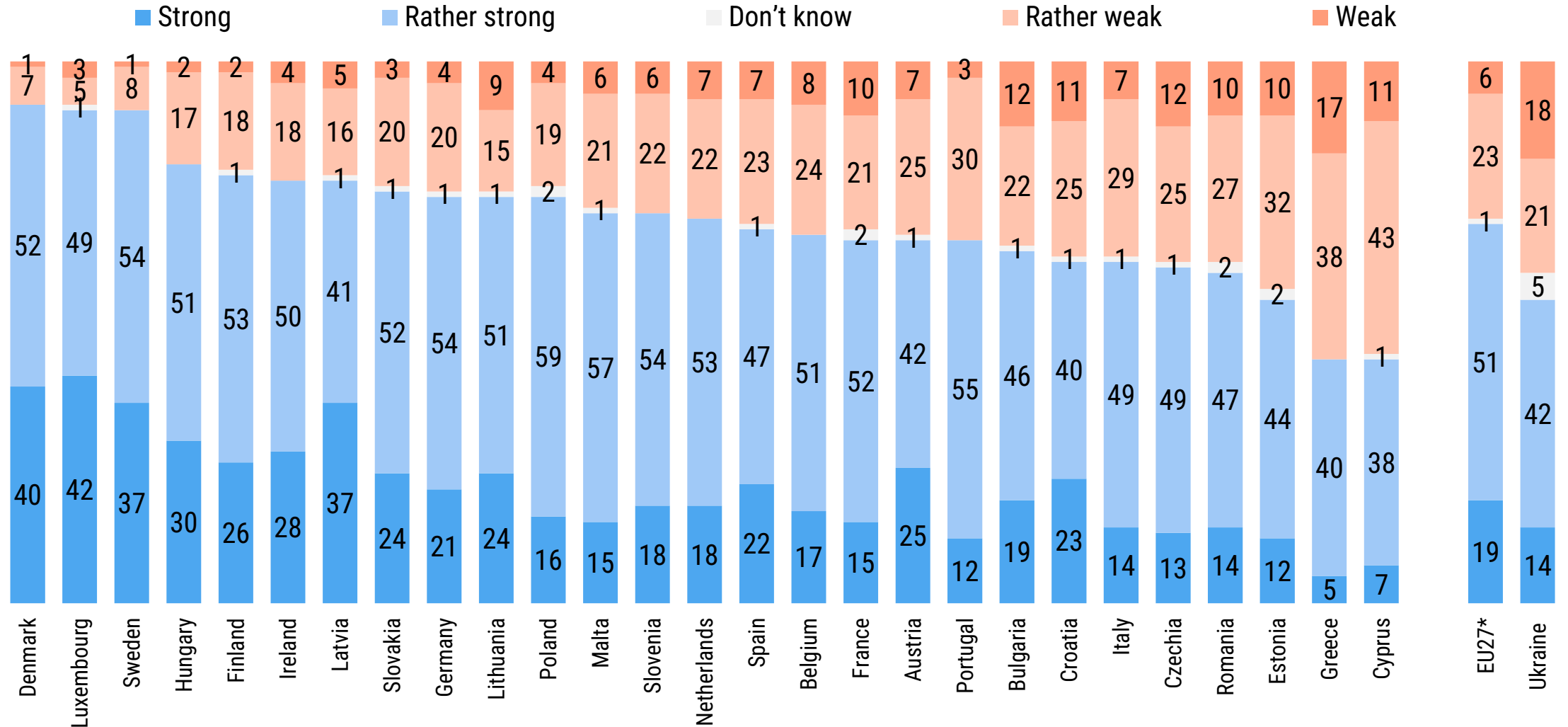


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# Emotional connection with Europe

Comparison with EU countries, Standard Eurobarometer 105

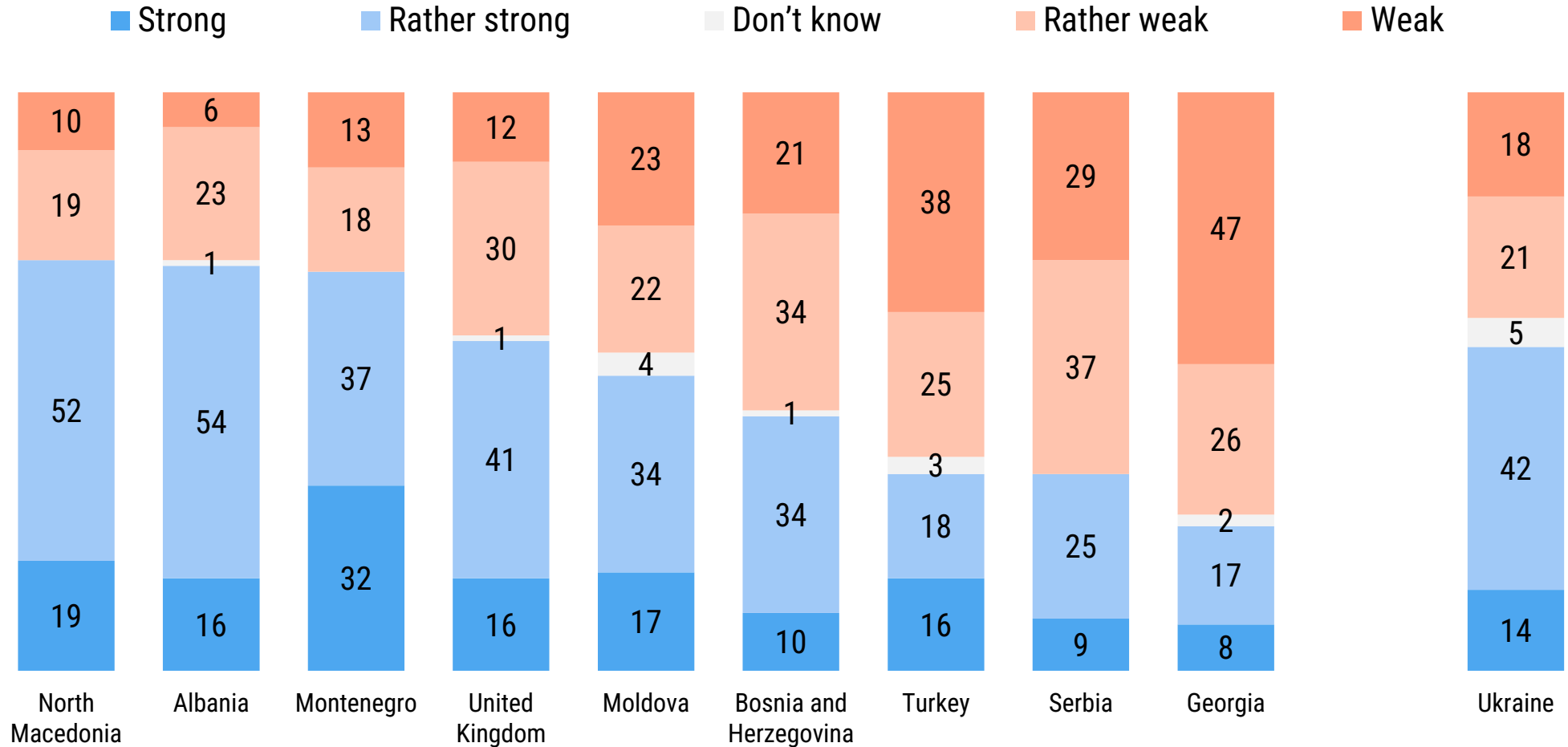
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# Emotional connection with Europe

Comparison with other European countries, Standard Eurobarometer 105

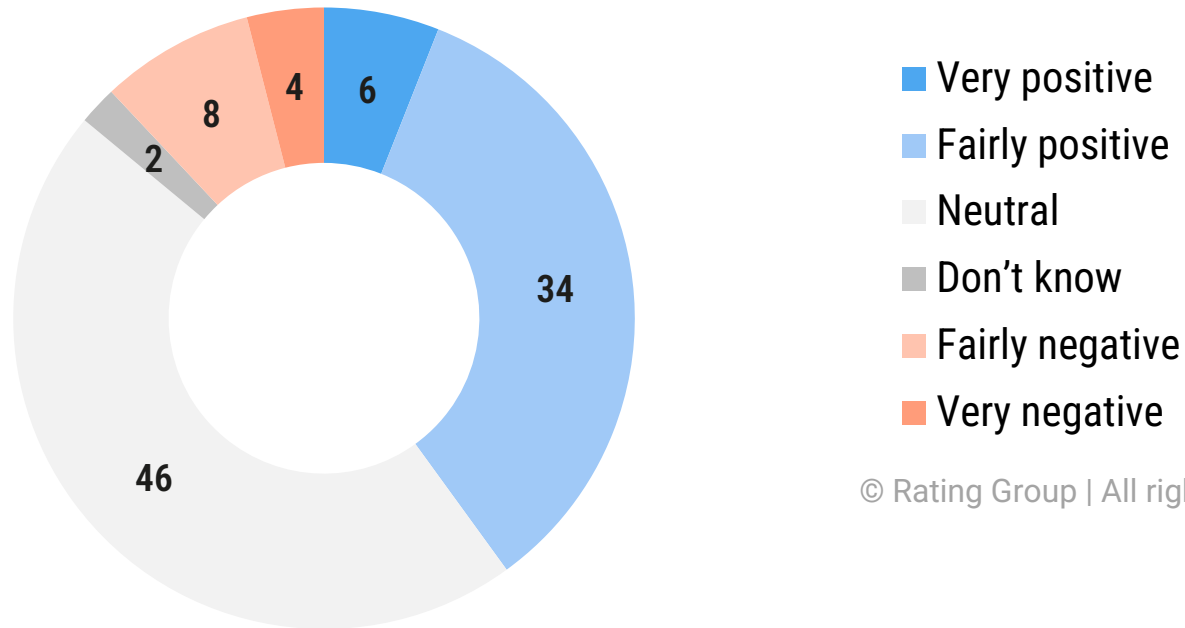
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# **OVERALL PERCEPTION OF THE EU**

# In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?

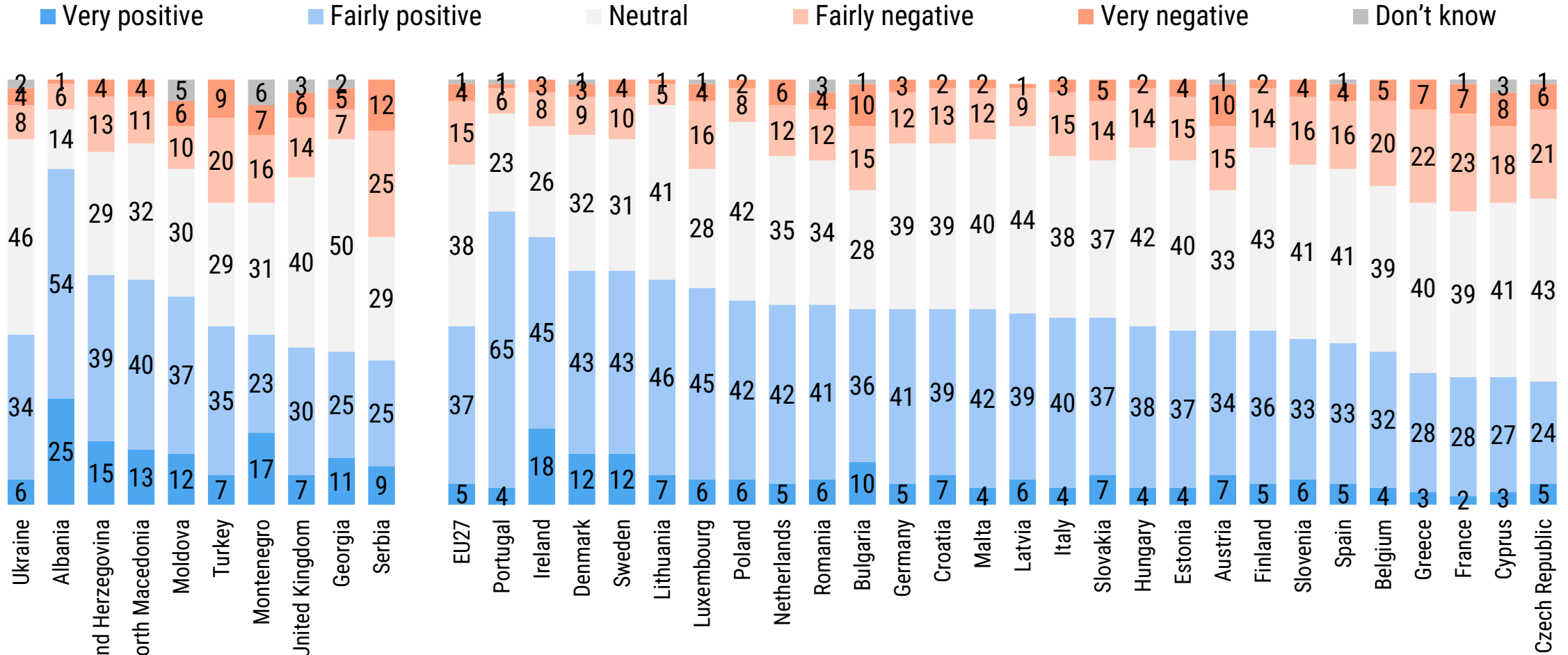


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# In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?

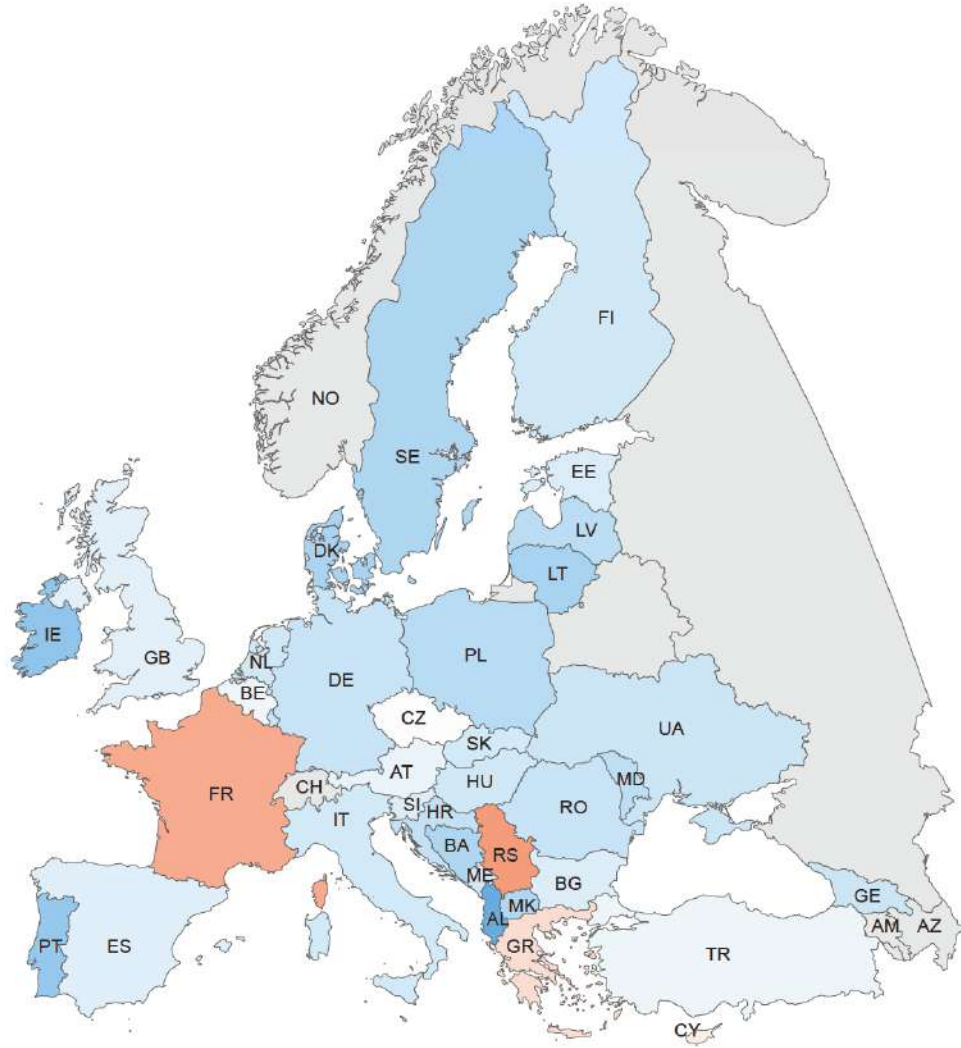
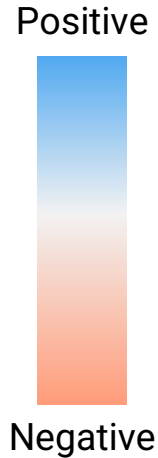
Comparison with Standard Eurobarometer 104 (October-November 2025)

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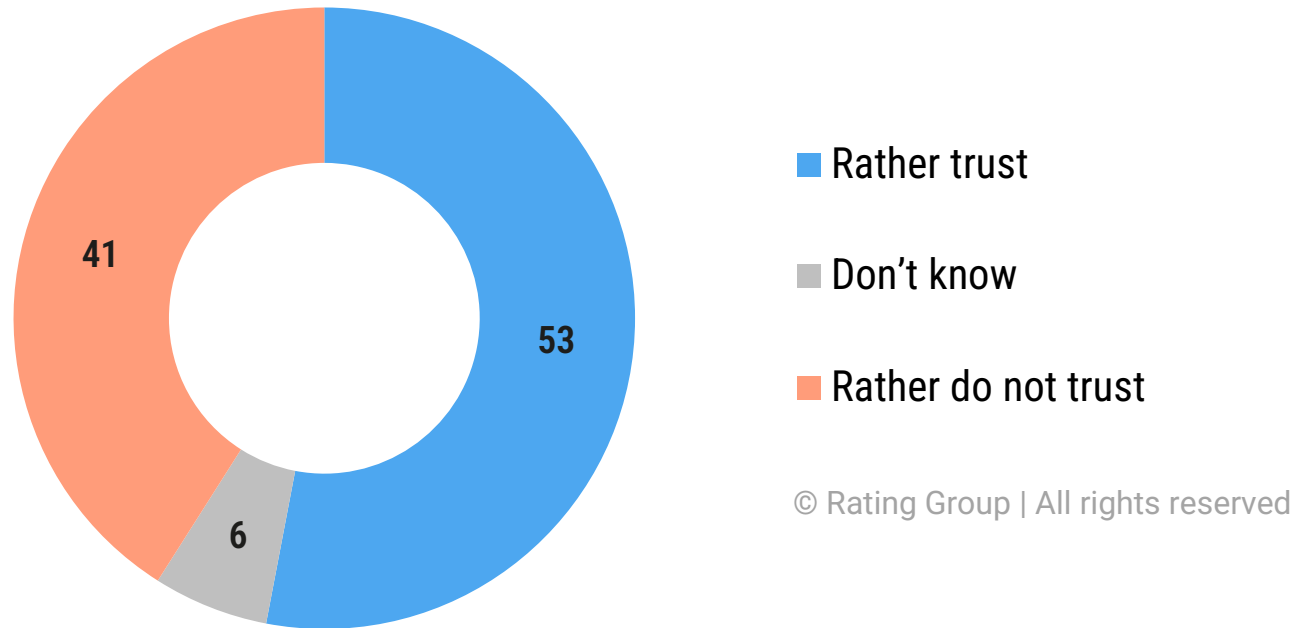
# In general, does the EU conjure up for you a very positive, fairly positive, neutral, fairly negative or very negative image?

Comparison with Standard Eurobarometer 104 (October-November 2025)



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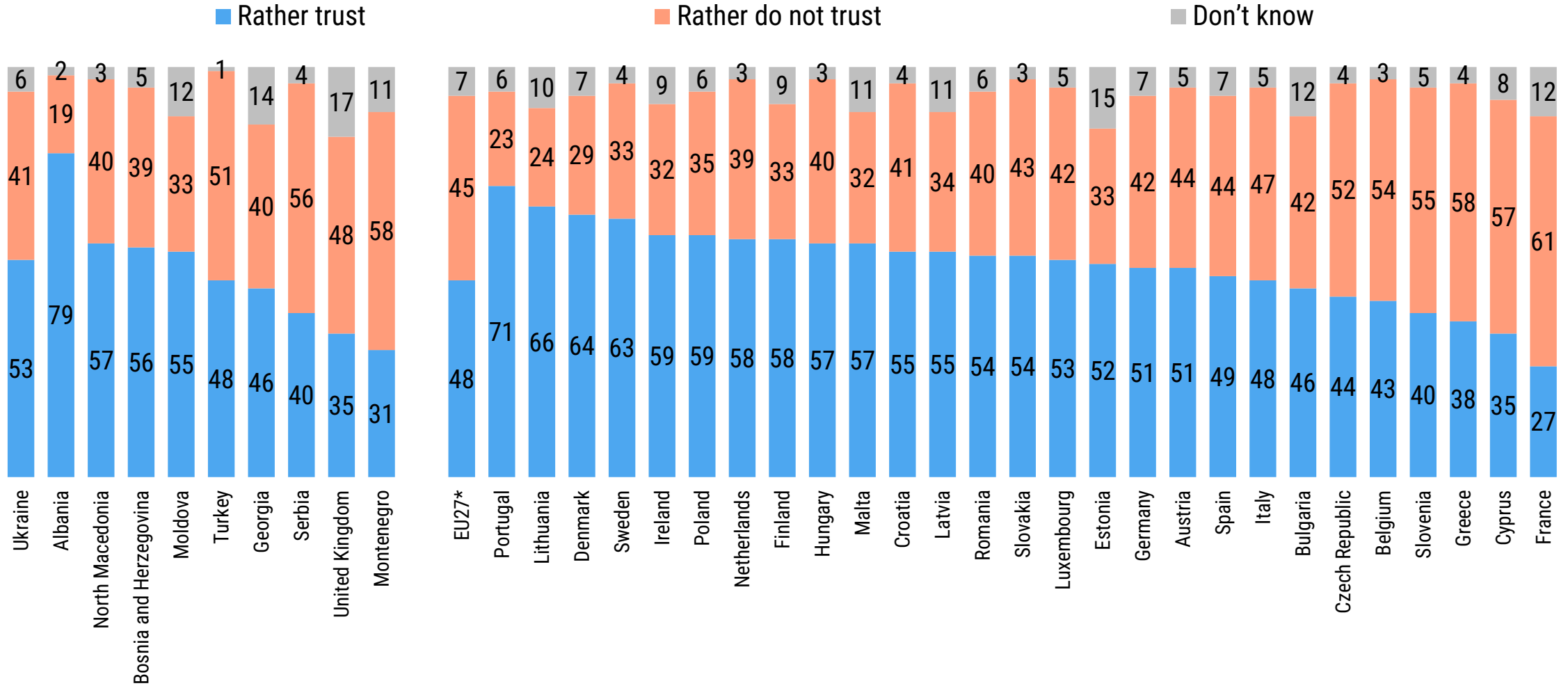
# How much do you trust the European Union?



# How much do you trust the European Union?

Comparison with Standard Eurobarometer 104 data (October–November 2025)

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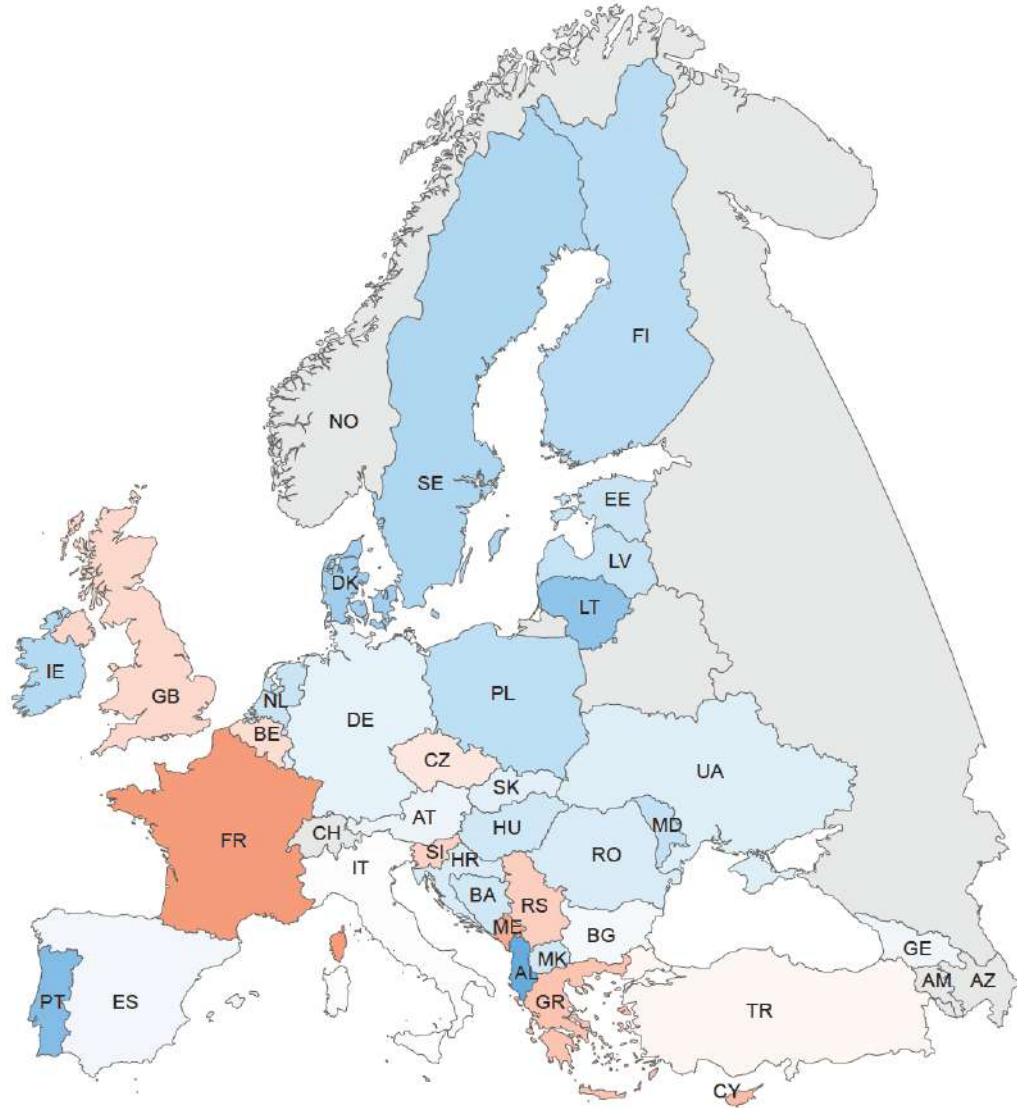
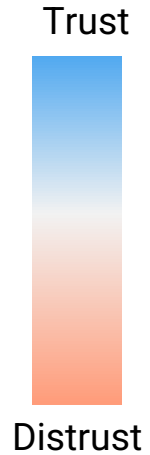


\*Average across the 27 EU countries

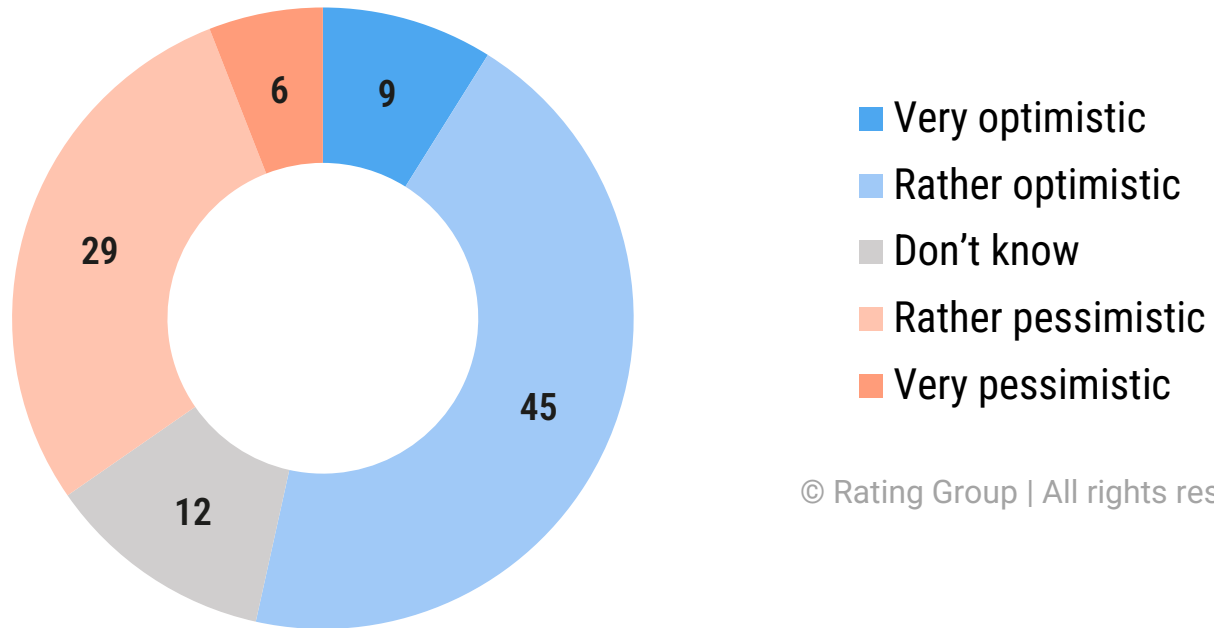
# How much do you trust the European Union?

Comparison with Standard Eurobarometer 104 data (October–November 2025)

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# How optimistic are you about the future of the European Union?

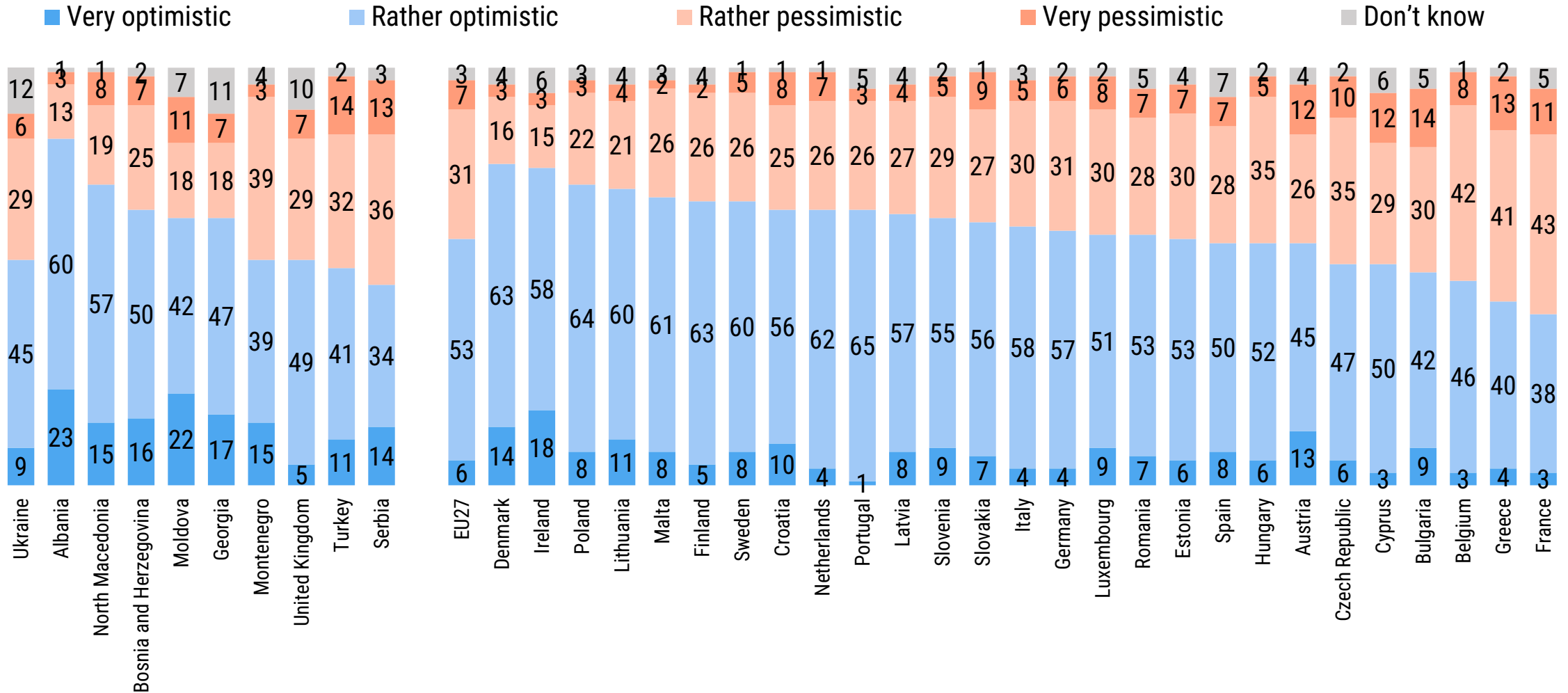


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# How optimistic are you about the future of the European Union?

Comparison with Standard Eurobarometer 104 data (October–November 2025)

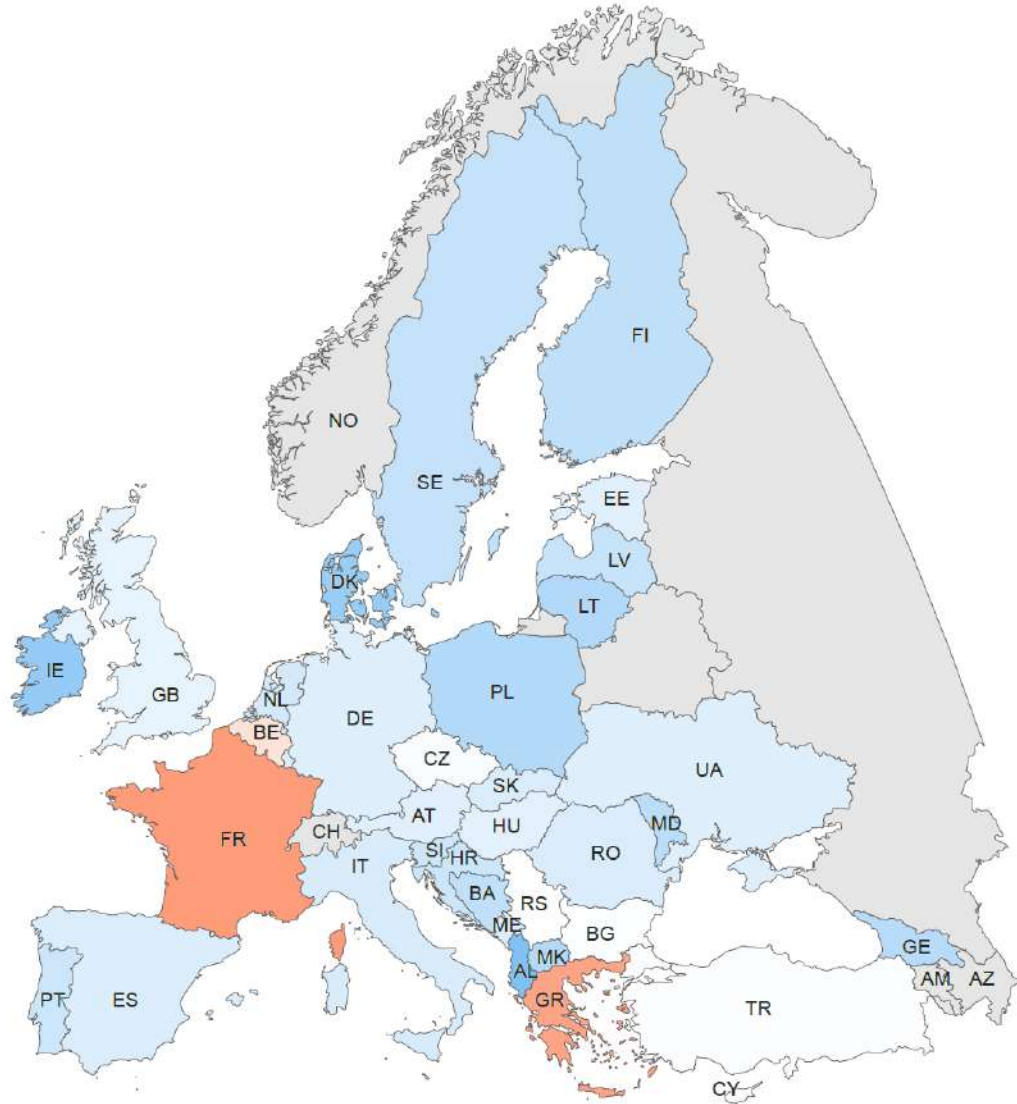
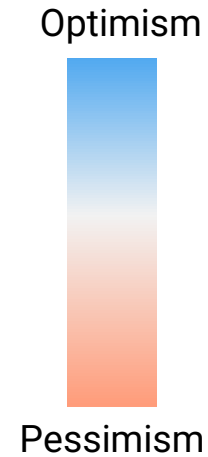
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# How optimistic are you about the future of the European Union?

Comparison with Standard Eurobarometer 104 data (October–November 2025)

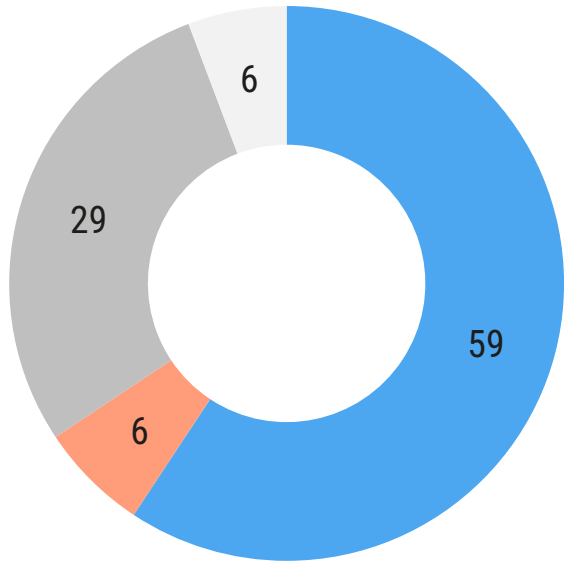
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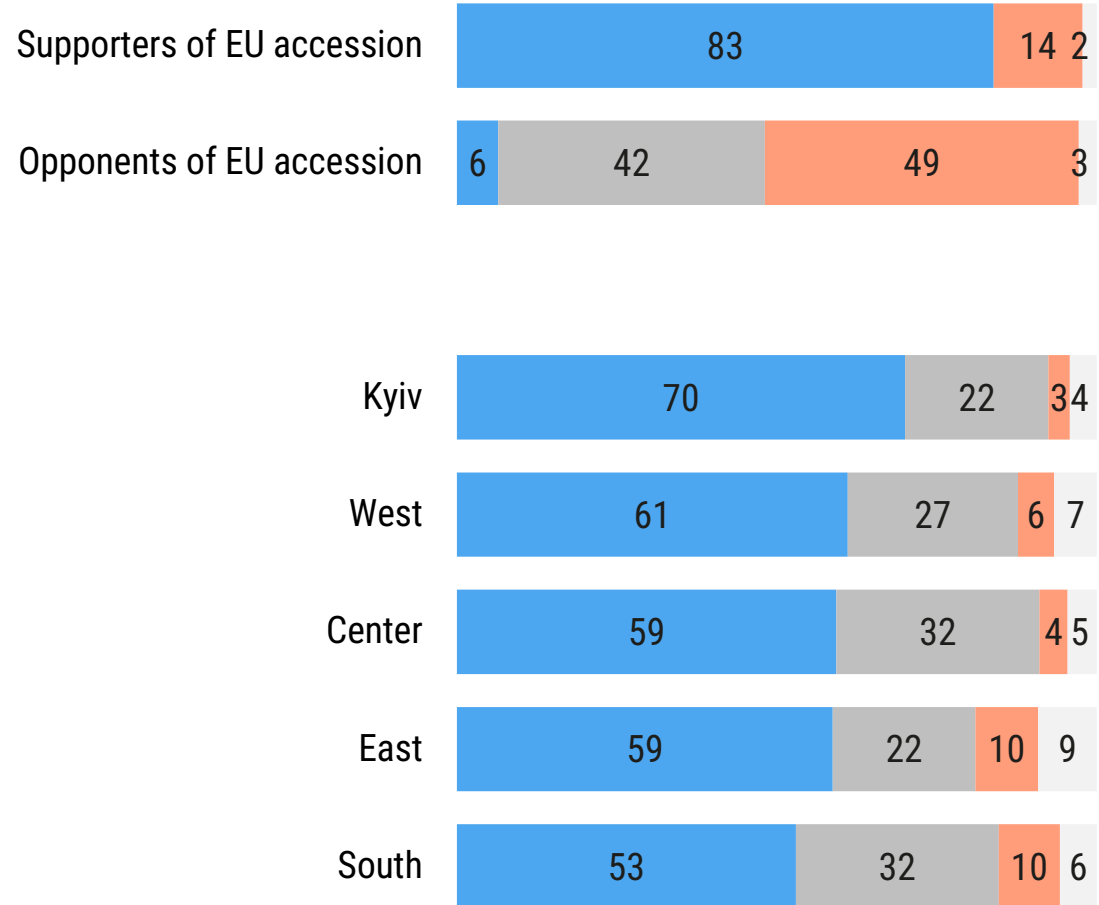
# PERCEPTION OF EU MEMBERSHIP

# Overall, in your opinion, Ukraine's membership in the European Union would be...



- A good thing
- A bad thing
- Neither good nor bad
- Don't know

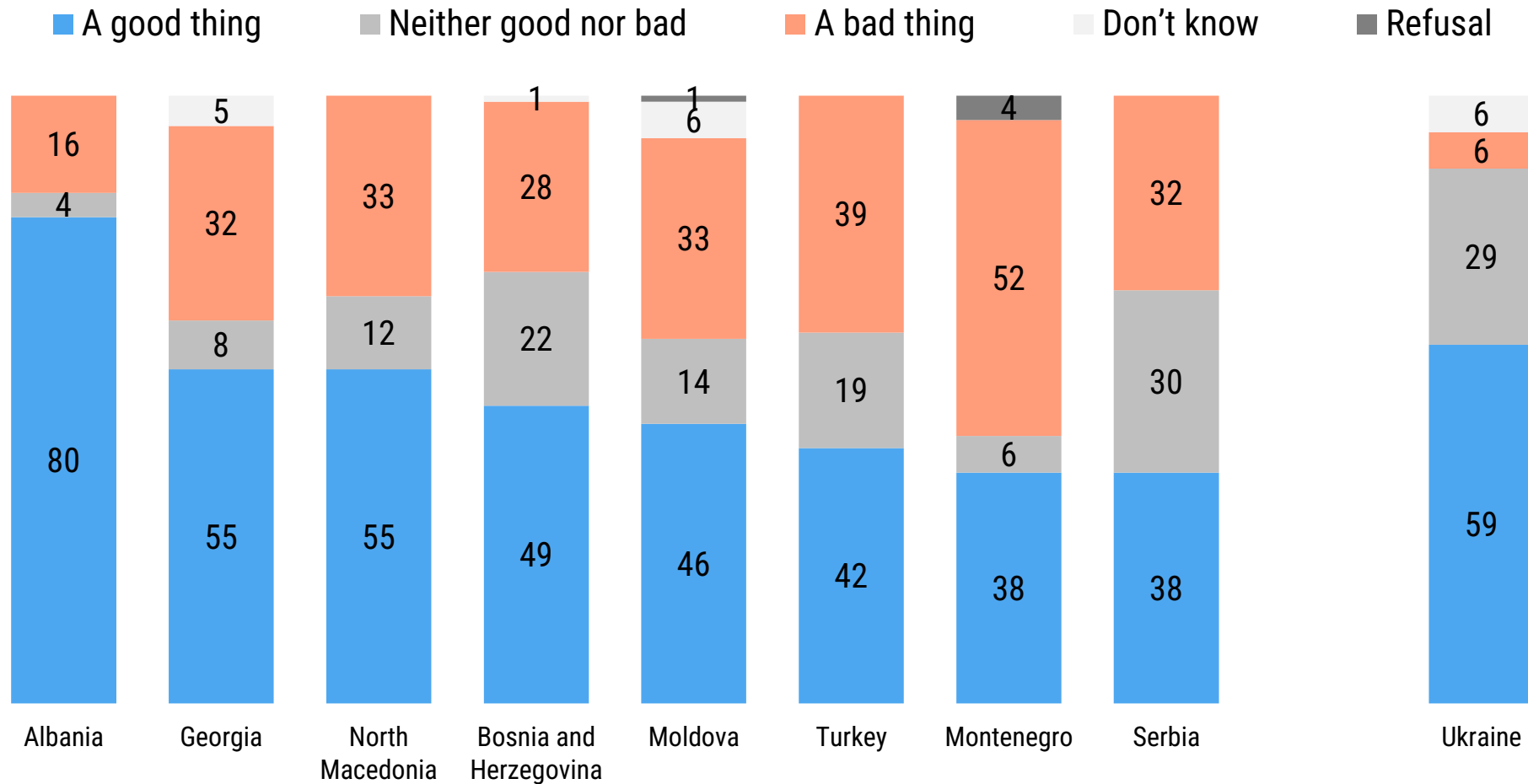
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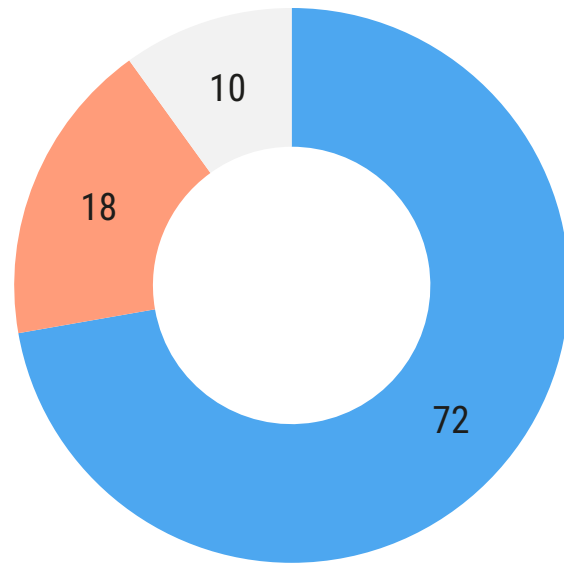
# Would EU membership be a good or bad thing for the country?

Comparison with Standard Eurobarometer 104 (October-November 2025)

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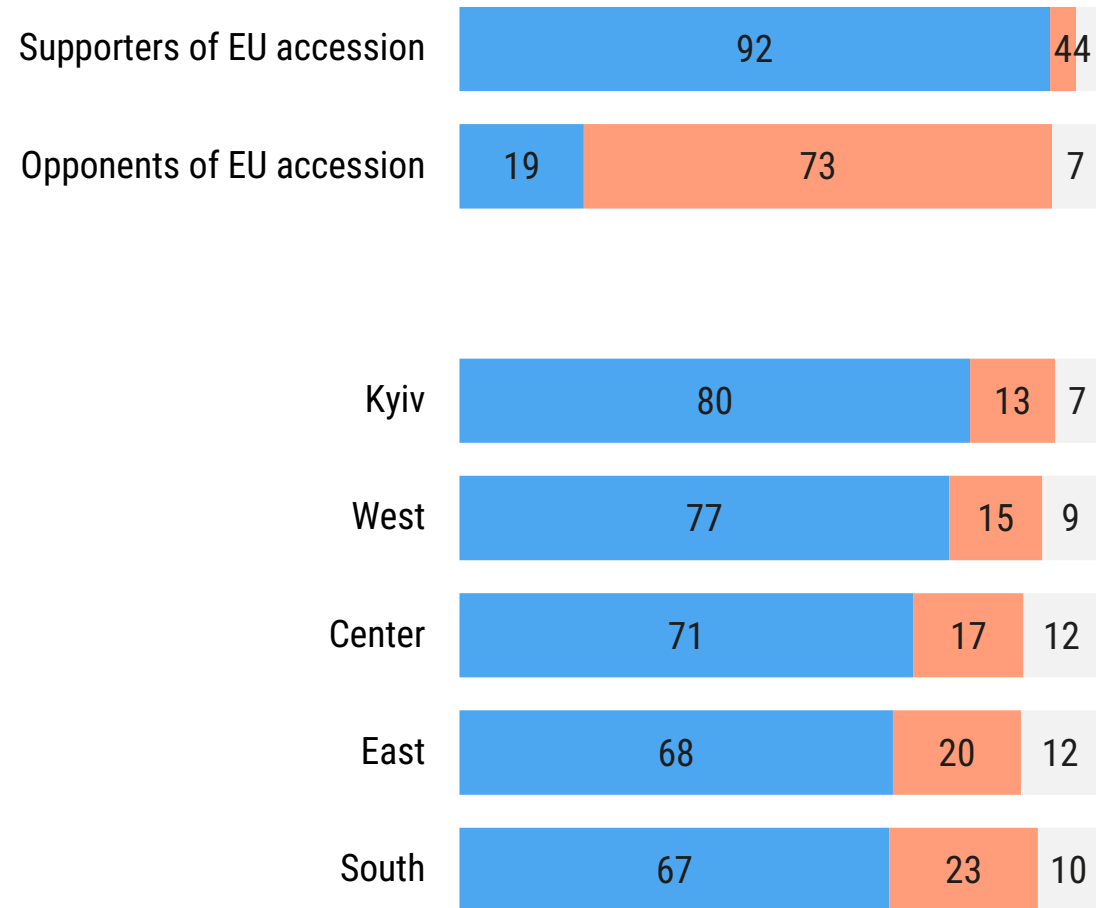


# Taking everything into account, would Ukraine overall benefit from membership in the European Union or not?



- Would benefit
- Would not benefit
- Don't know

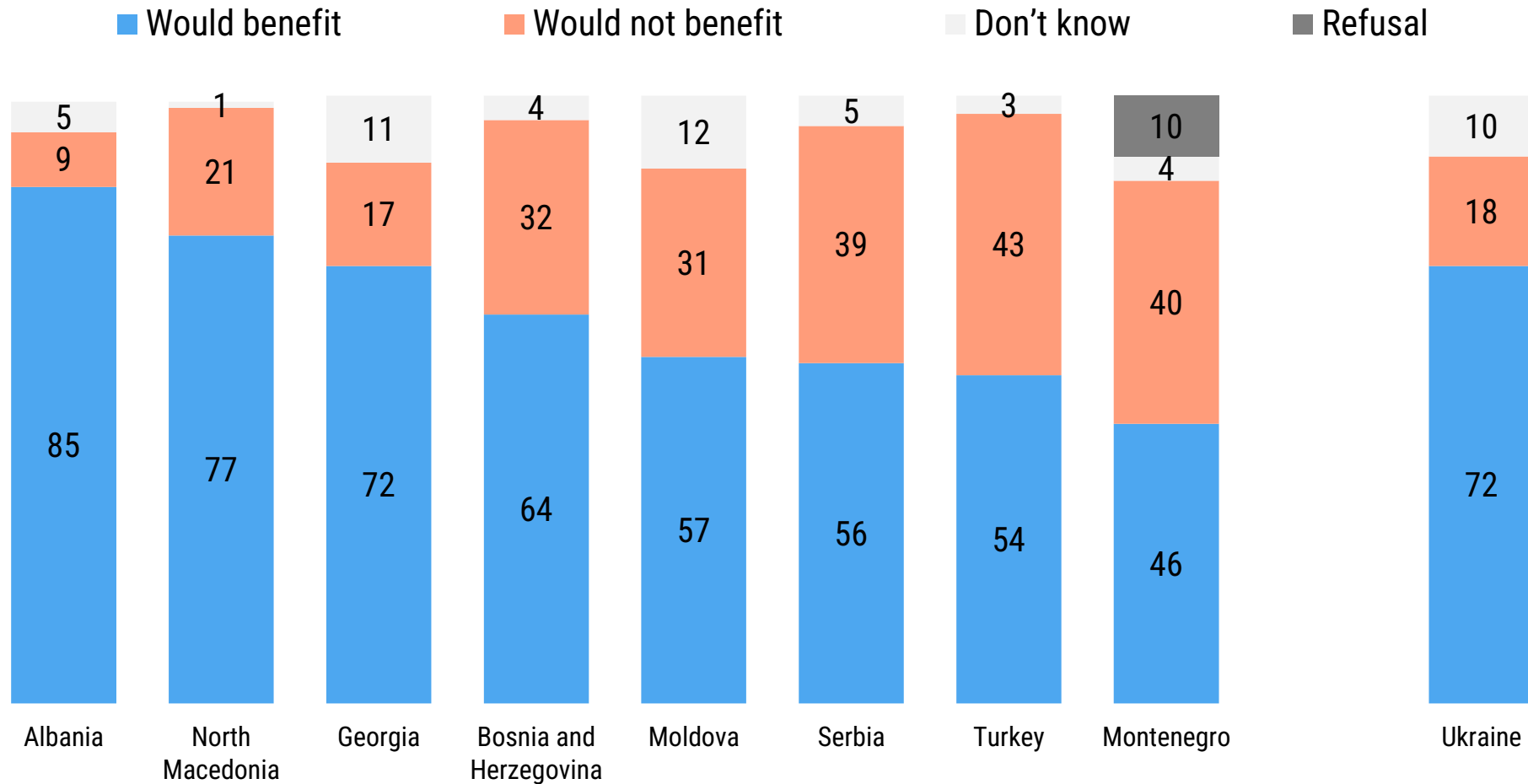
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# Would the country benefit from EU membership or not?

Comparison with Standard Eurobarometer 104 (October-November 2025)

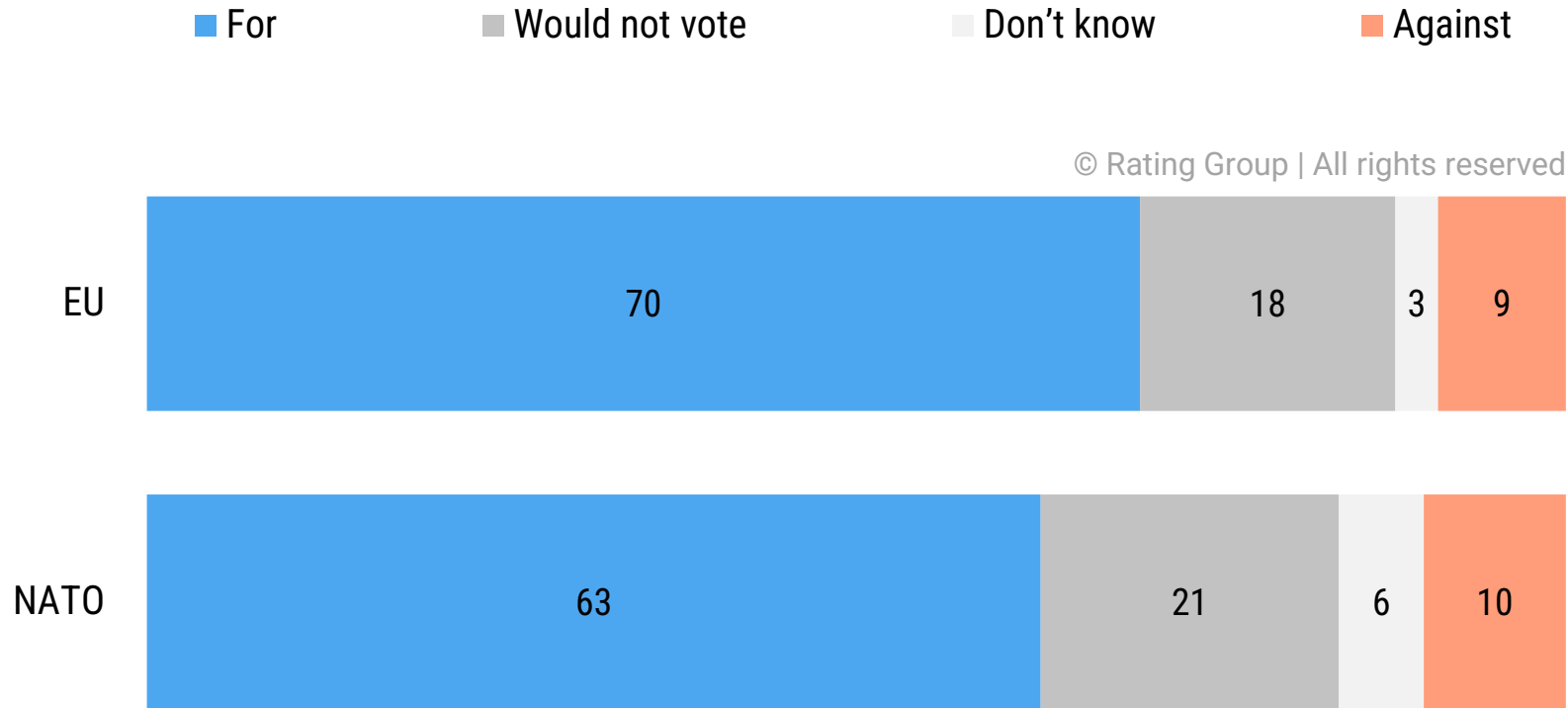
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# **SUPPORT FOR EU & NATO ACCESSION**

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

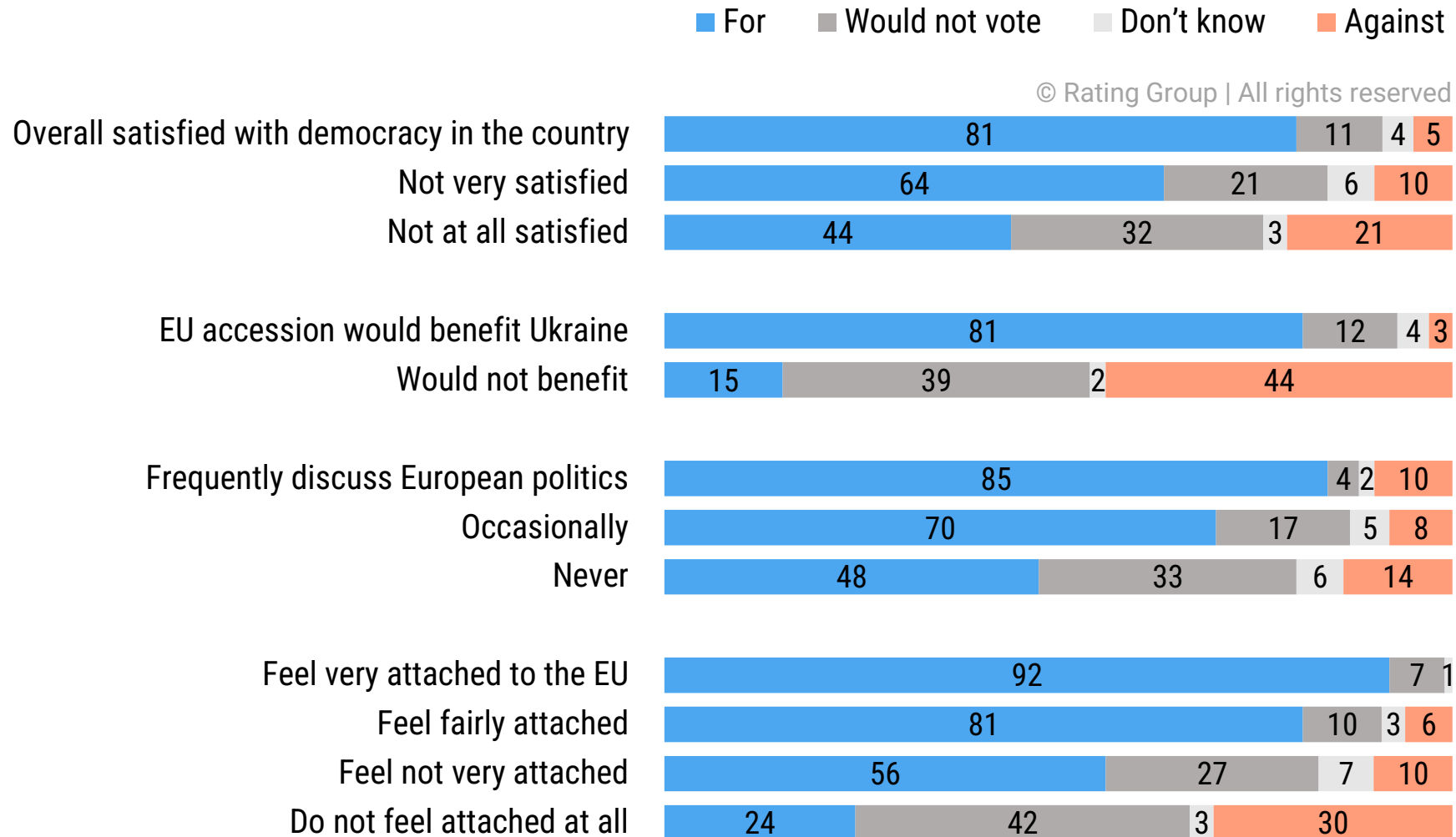


# Dynamics of support for accession to the EU and NATO (%)



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# How does support for EU accession depend on respondents' other views and perceptions?



(based on April 2026 data)

# The stronger the emotional attachment to the EU, the higher respondents' support for Ukraine's EU accession

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Among respondents with different levels of emotional attachment to the EU:	For EU accession	Against or would not vote
<i>Feel very attached</i>	<b>93%</b>	7%
<i>Feel fairly attached</i>	84%	16%
<i>Feel not very attached</i>	60%	41%
<i>Do not feel attached at all</i>	25%	<b>75%</b>

Conclusion	
Strong statistically significant association	
<i>Cramer's V</i>	0,517
<i>Sig (p)</i>	< 0,001

The "don't know" option is excluded from the analysis; the "against" and "would not vote" options are combined (if a respondent would not vote, this is conventionally treated as not expressing active support for EU accession). Substantively, the figures indicate the direction: the stronger the emotional attachment to the EU, the higher the support for accession.

# Perceived benefit is an important indicator of support for Ukraine's EU accession

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Among those who believe that EU accession would:	For EU accession	Against or would not vote
<i>Would benefit</i>	<b>85%</b>	15%
<i>Would not benefit</i>	15%	<b>85%</b>

Conclusion	
Strong statistically significant association	
<i>Cramer's V</i>	0,614
<i>Sig (p)</i>	< 0,001

The "don't know" option is excluded from the analysis; the "against" and "would not vote" options are combined (if a respondent would not vote, this is conventionally treated as not expressing active support for EU accession).

# Respondents who discuss European politics are more likely to support Ukraine’s EU accession

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Among those who:	For EU accession	Against or would not vote
<i>Frequently discuss European political matters</i>	<b>86%</b>	14%
<i>Occasionally discuss</i>	74%	26%
<i>Never discuss</i>	51%	49%

Conclusion	
Moderate statistically significant association	
<i>Cramer’s V</i>	0,292
<i>Sig (p)</i>	< 0,001

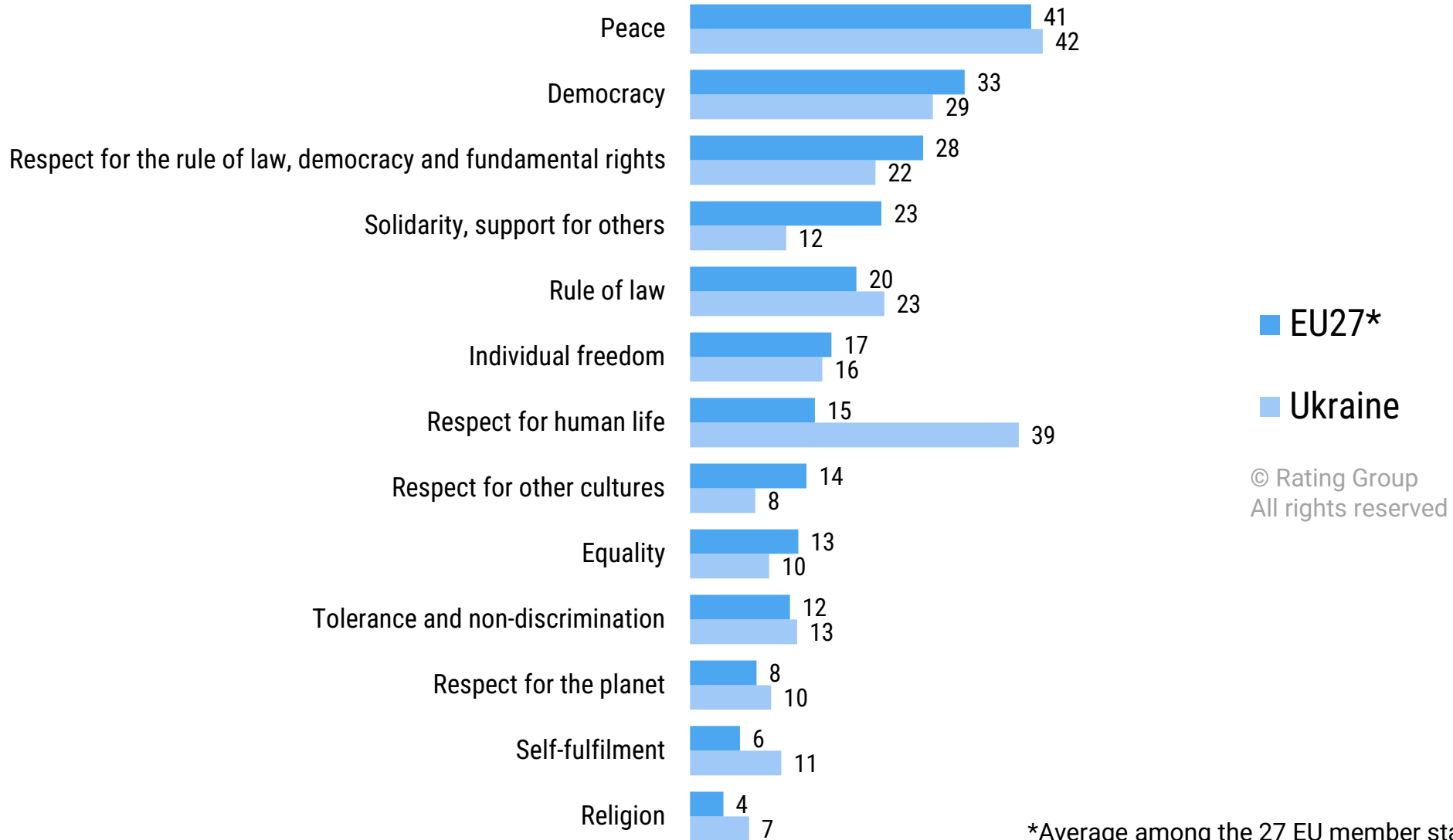
The “don’t know” option is excluded from the analysis; the “against” and “would not vote” options are combined (if a respondent would not vote, this is conventionally treated as not expressing active support for EU accession).



# EU VALUES

# Which of the following values best represent the EU?

Comparison with Standard Eurobarometer 103 (March-April 2025)



\*Average among the 27 EU member states

# Which of the following values best represent the EU?

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	Finland	Spain	Ireland	Luxembourg	Netherlands	Sweden	Germany	Portugal	Austria	Denmark	Belgium	Bulgaria	Czech Republic	Cyprus	France	Malta	Slovenia	Latvia	Greece	Estonia	Italy	Slovakia	Croatia	Romania	Lithuania	Poland	Hungary	EU27*	Ukraine
Peace	43	28	35	45	47	50	51	38	37	39	38	41	35	36	45	31	48	34	54	36	39	38	41	31	44	38	32	41	42
Democracy	44	31	31	35	39	48	37	33	31	49	39	28	29	31	28	32	30	29	35	29	34	28	21	26	33	35	26	33	29
Respect for the rule of law, democracy and fundamental rights	49	25	30	22	46	54	34	24	29	43	30	24	24	23	23	29	25	27	20	27	26	35	36	19	20	18	27	28	22
Solidarity, support for others	12	21	23	23	30	23	30	32	28	25	21	24	23	17	18	23	23	20	27	19	19	27	37	25	26	20	17	23	12
Rule of law	36	26	26	25	24	24	23	23	22	22	21	21	21	20	20	20	19	18	17	16	16	15	13	13	11	11	10	20	23
Individual freedom	14	14	17	18	12	16	16	10	24	9	18	19	18	23	14	17	17	22	23	14	24	17	22	15	25	15	28	17	16
Respect for human life	13	18	22	19	11	14	13	21	17	13	18	16	12	16	13	19	21	17	23	14	20	15	18	12	16	13	18	15	39
Respect for other cultures	9	15	17	15	12	7	15	17	12	13	15	14	12	13	16	14	13	13	12	16	17	11	17	12	17	8	17	14	8
Equality	17	15	17	15	15	7	7	20	14	17	15	6	10	19	12	20	15	13	11	9	13	9	16	17	7	20	16	13	10
Tolerance and non-discrimination	6	9	10	16	8	6	10	17	12	8	8	16	11	7	12	15	9	9	13	15	15	14	18	15	17	11	18	12	13
Respect for the planet	7	7	11	7	11	8	3	12	9	11	9	5	8	12	13	6	7	6	7	9	11	6	5	8	5	5	6	8	10
Self-fulfilment	4	3	5	4	3	3	5	8	8	1	6	9	5	3	5	5	2	5	8	6	9	9	7	12	4	4	8	6	11
Religion	2	3	4	5	5	1	3	2	6	2	5	7	3	11	4	5	3	3	6	4	6	6	7	12	4	2	5	4	7

# Which of the following values best represent the EU?

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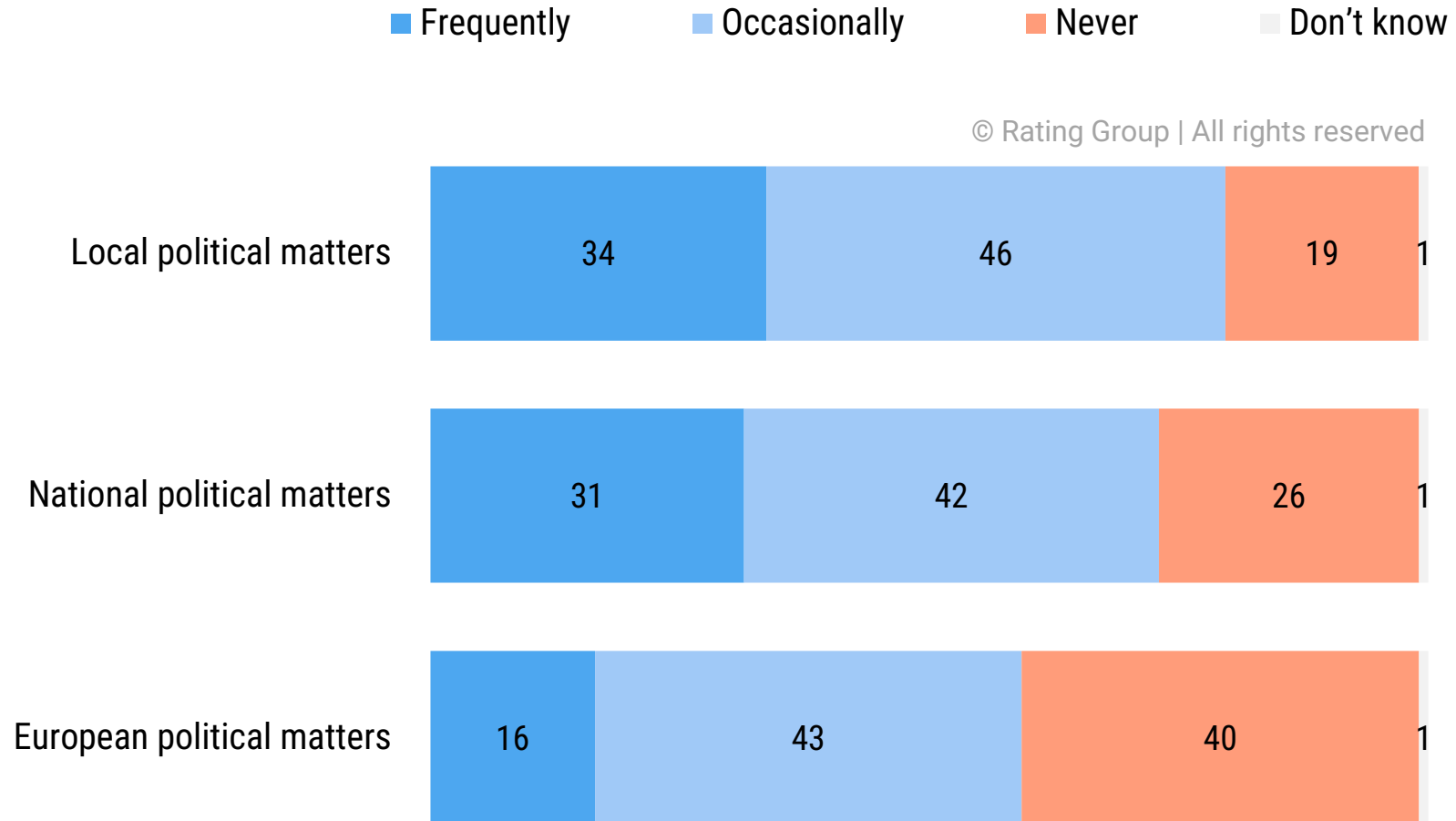
	Emotional attachment to the EU			
	Very attached	Fairly attached	Fairly not attached	Not at all not attached
Peace	50	42	40	40
Democracy	37	37	23	19
Rule of law	31	30	24	12
Respect for the rule of law, democracy and fundamental rights	31	24	24	12
Respect for human life	36	38	43	39
Individual freedom	11	18	17	14
Tolerance and non-discrimination	8	14	14	14
Solidarity, support for others	7	10	18	11
Self-fulfilment	8	12	15	8
Equality	5	13	9	6
Respect for the planet	10	11	8	8
Respect for other cultures	7	9	9	6
Religion	7	3	6	16
None of these	1	1	1	8
Don't know	1	2	4	5



# INTEREST IN POLITICS

Data in Ukraine collected in April 2026

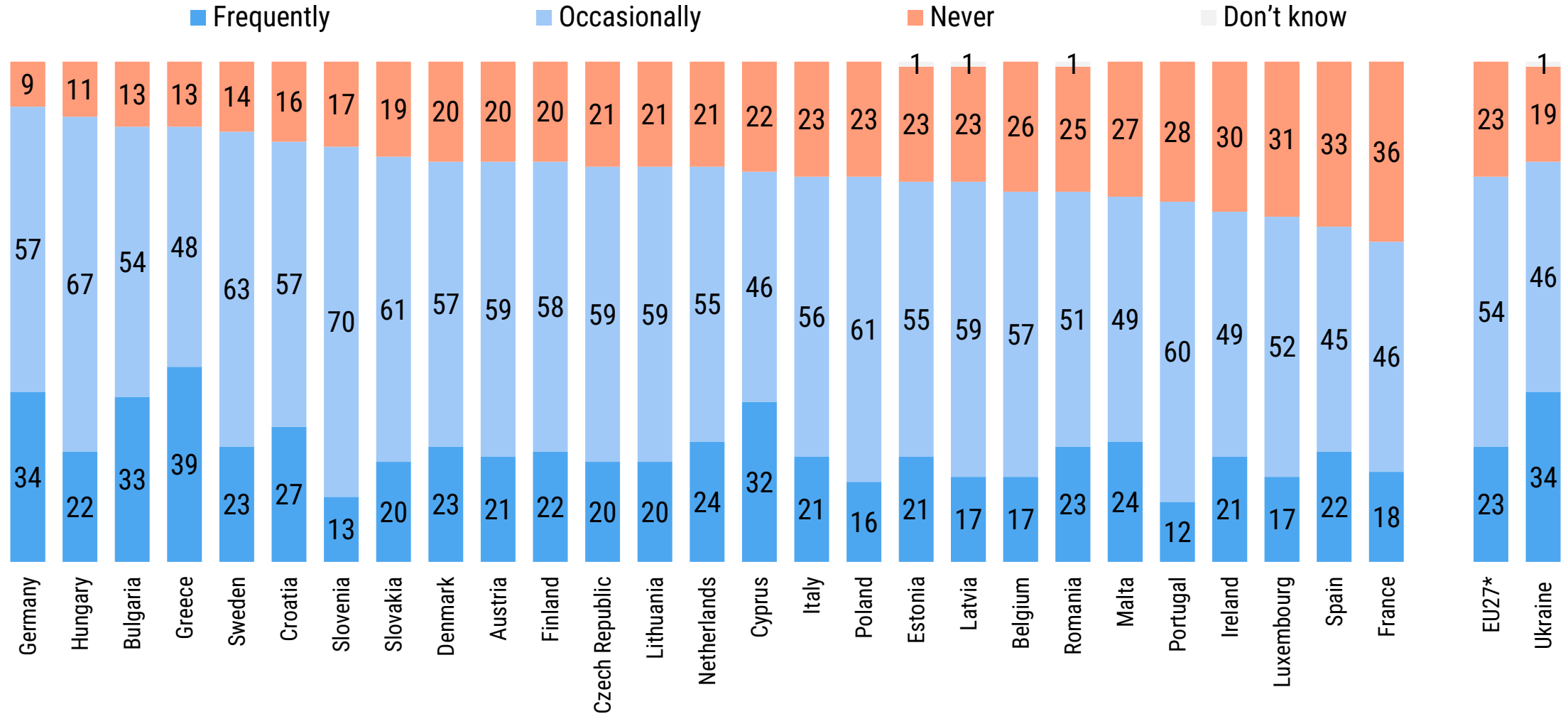
# When you get together with friends or relatives, would you say you discuss frequently, occasionally or never the following matters?



# Frequency of discussing local political matters

Comparison with EU countries, Standard Eurobarometer 105

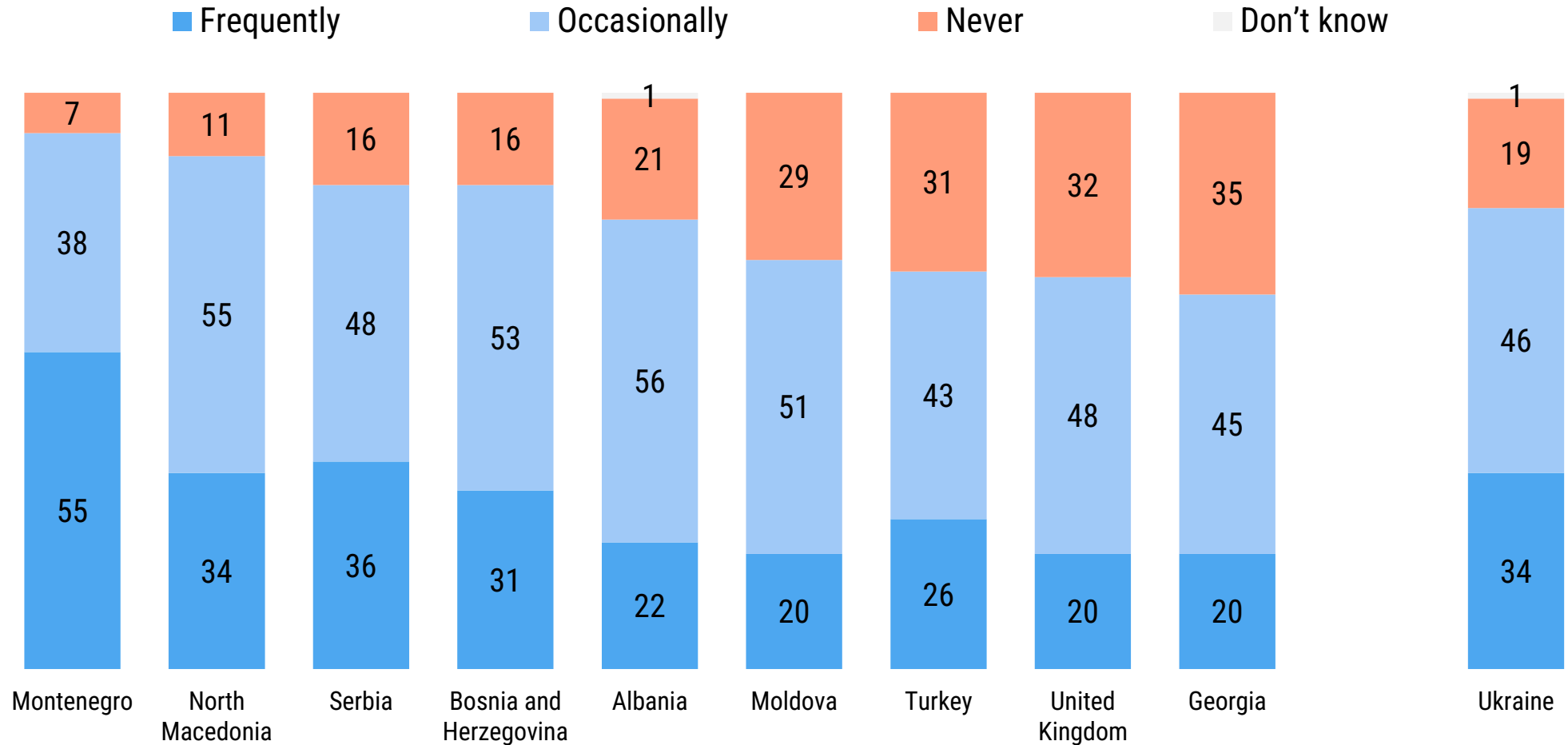
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# Frequency of discussing local political matters

Comparison with other European countries, Standard Eurobarometer 105

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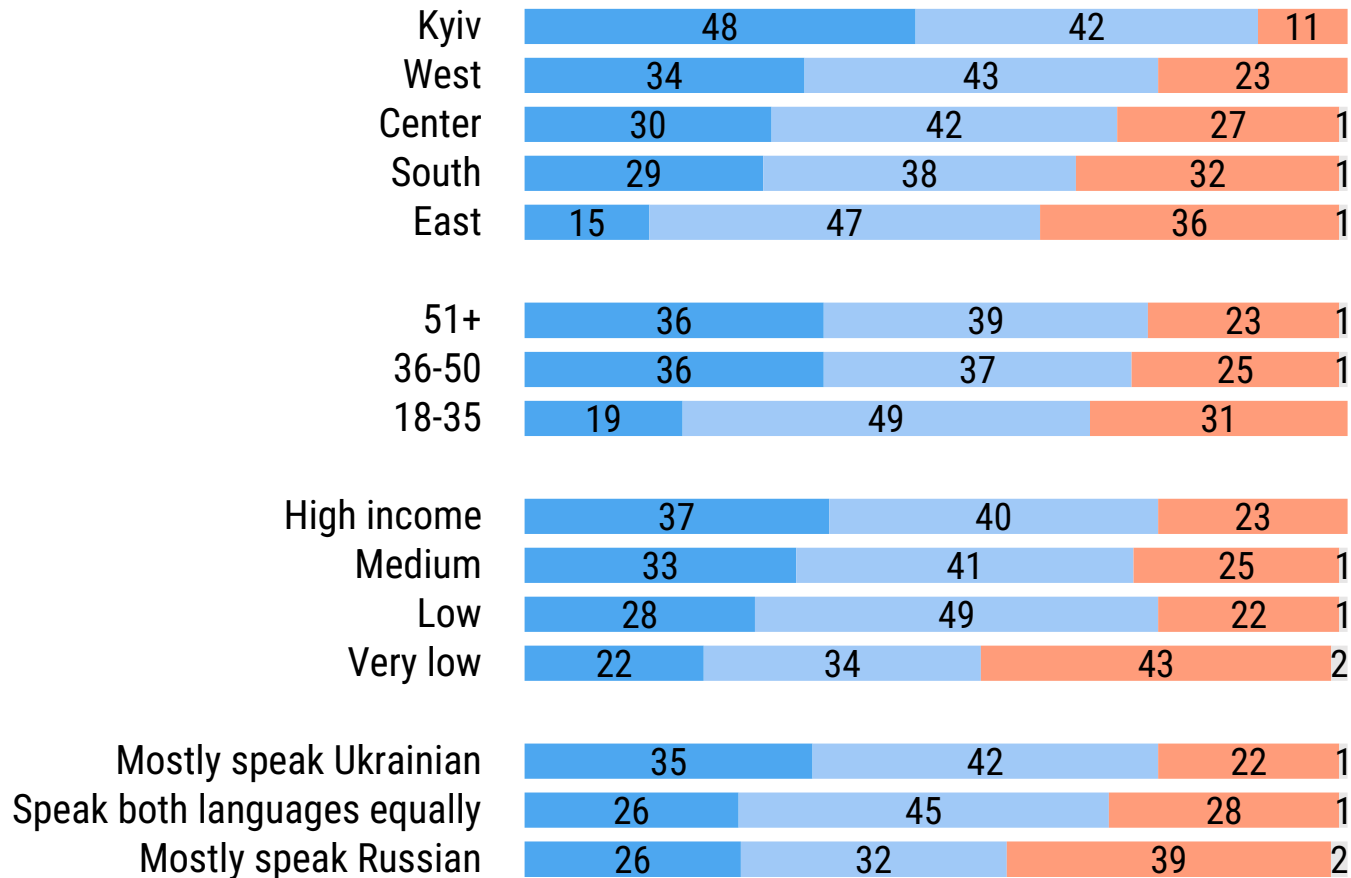


# Frequency of discussing Ukrainian political matters

Distribution of responses across different groups

■ Frequently ■ Occasionally ■ Never ■ Don't know

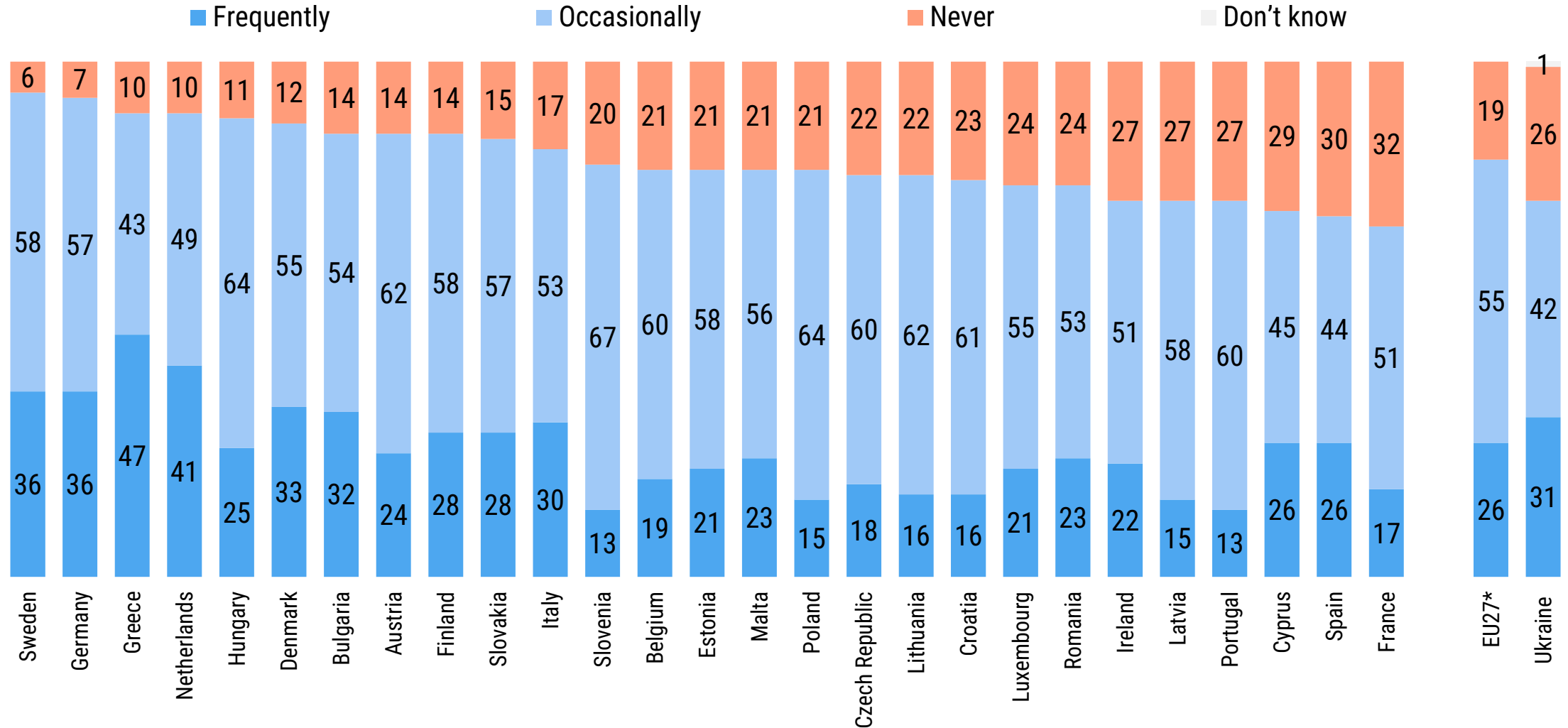
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# Frequency of discussing national political matters

Comparison with EU countries, Standard Eurobarometer 105

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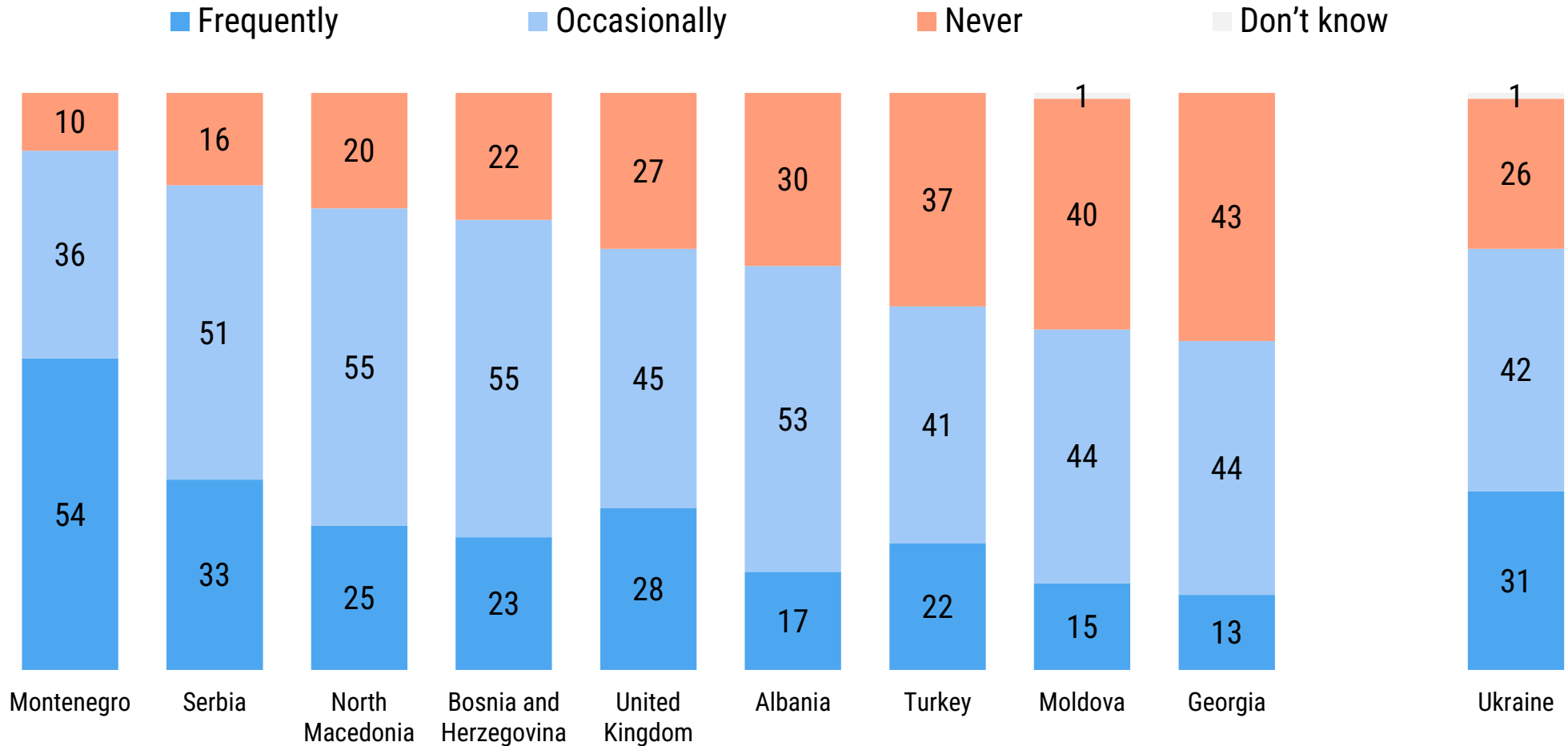


\*Average among the 27 EU member states

# Frequency of discussing national political matters

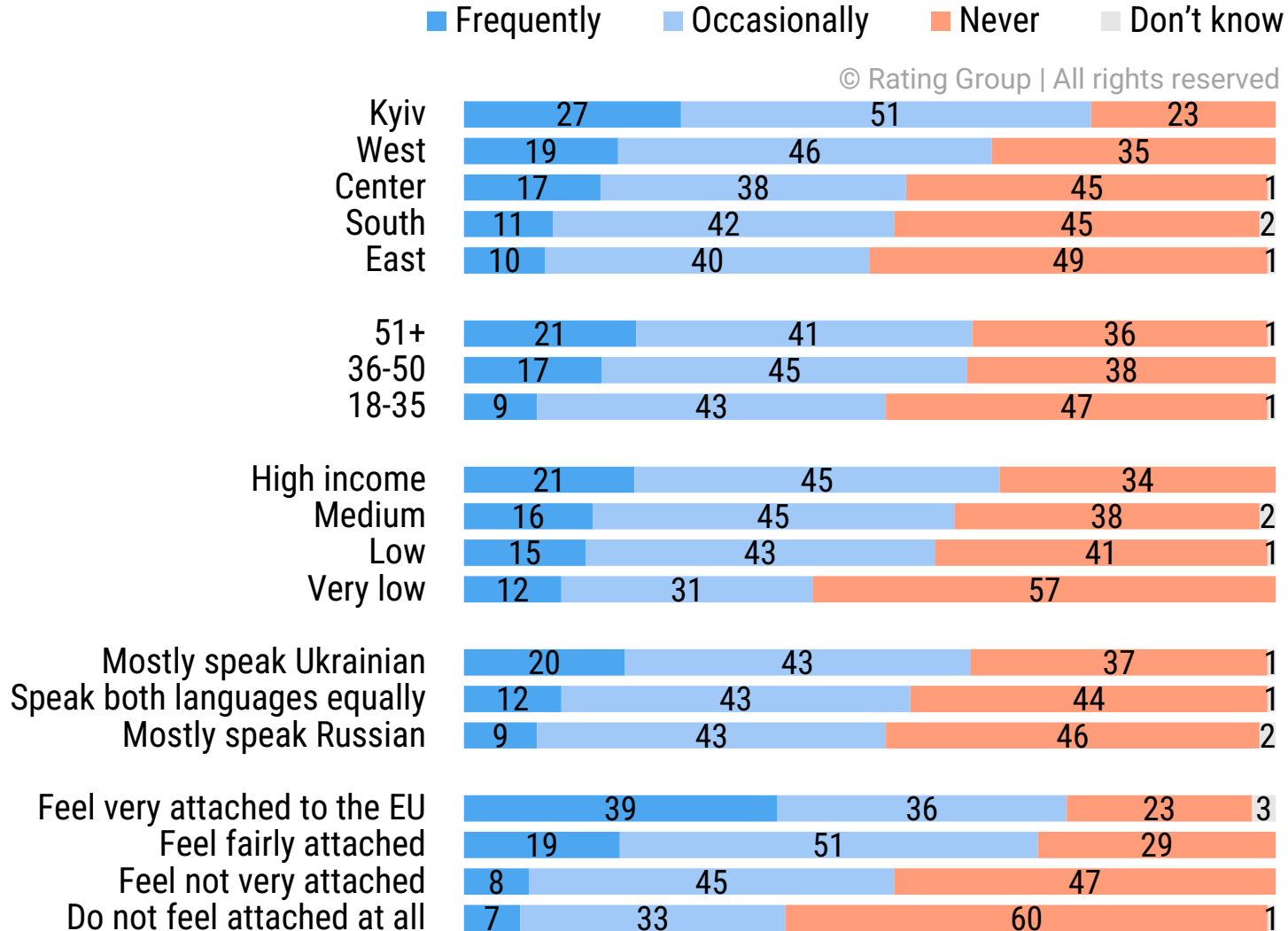
Comparison with other European countries, Standard Eurobarometer 105

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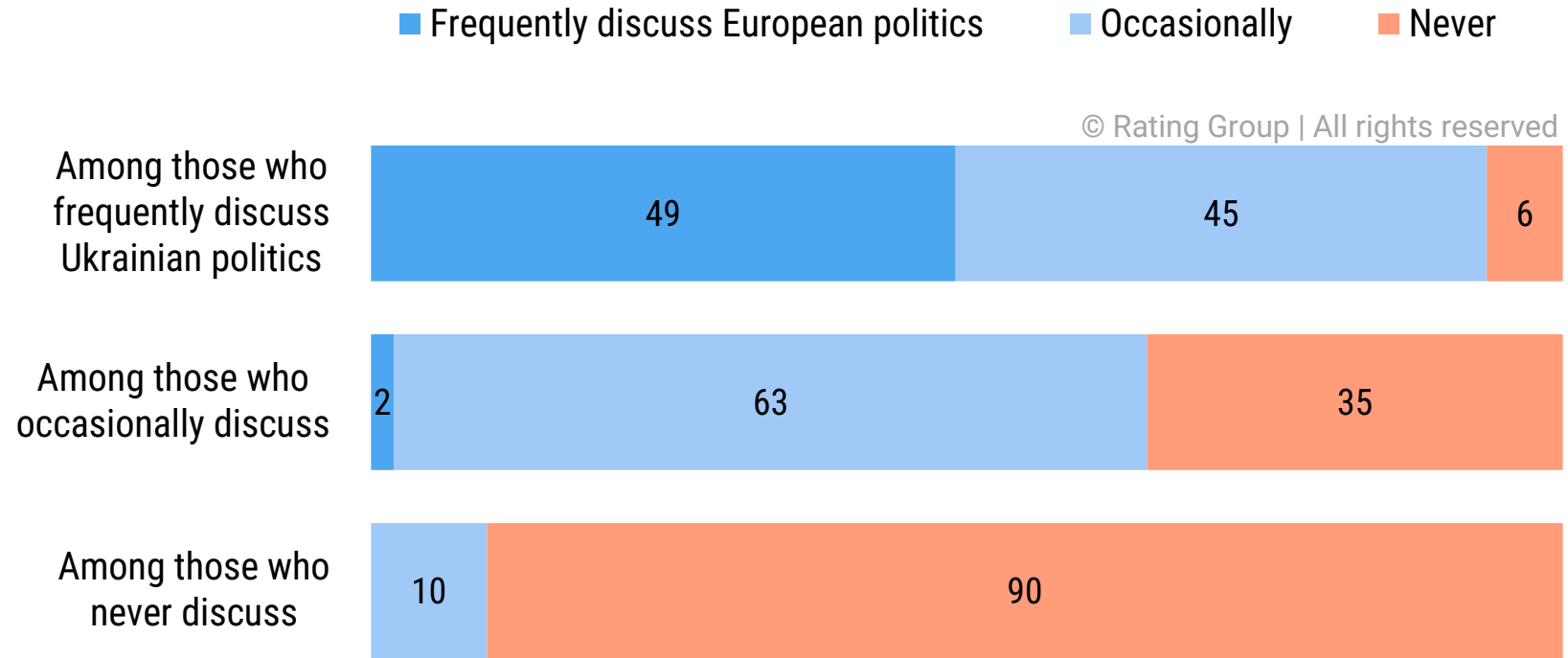


# Frequency of discussing European political matters

Distribution of responses across different groups



# The more often respondents discuss national political matters, the more often they also discuss European politics



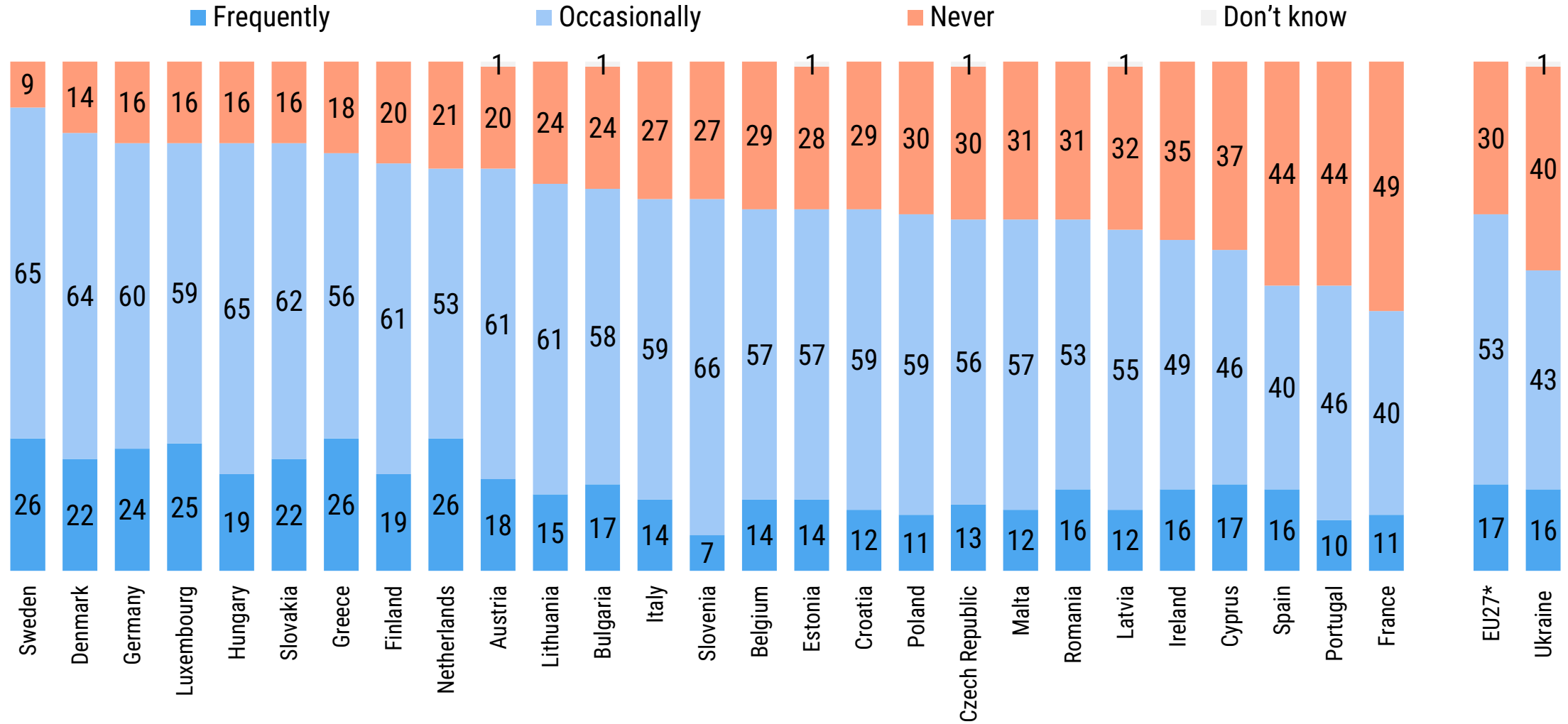
The “don’t know” option is excluded from the analysis. The statistical test indicates that discussion of national and European political issues is indeed associated.

Conclusion	
Strong statistically significant association	
<i>Cramer's V</i>	0,575
<i>Sig (p)</i>	< 0,001

# Frequency of discussing European political matters

Comparison with EU countries, Standard Eurobarometer 105

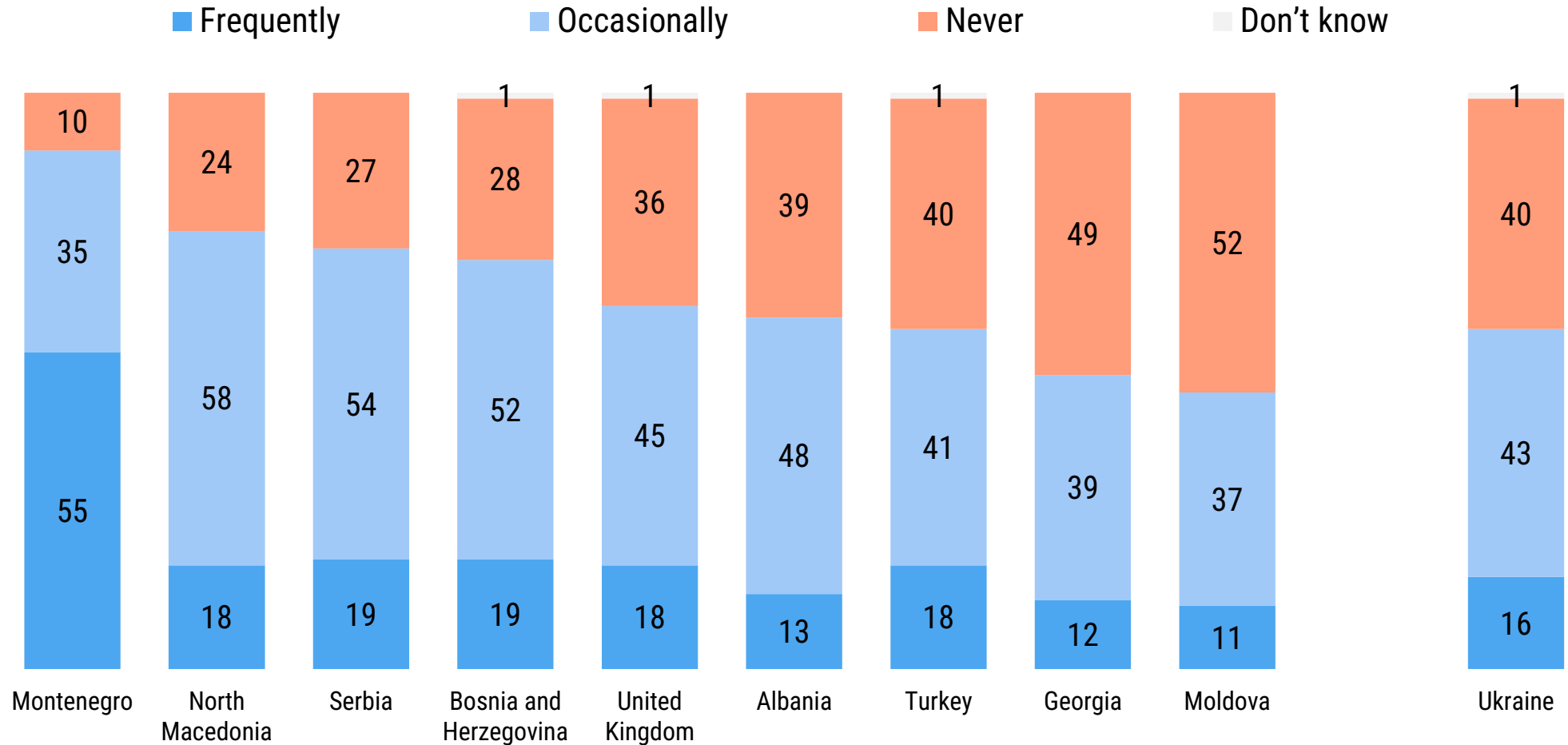
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# Frequency of discussing European political matters

Comparison with other European countries, Standard Eurobarometer 105

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## Note on the political interest index

The **political interest index** is calculated using the standard Eurobarometer methodology based on responses about respondents' interest in political matters:

Question: *"When you get together with friends or relatives, would you say you discuss frequently, occasionally or never the following matters...?"*

1. National political matters;
2. European political matters;
3. Local political matters.

Each response is assigned a score:

"Never" = 0;

"Occasionally" = 1;

"Frequently" = 2.

The political interest index is then calculated as the sum of scores across the three dimensions (national, European, and local).

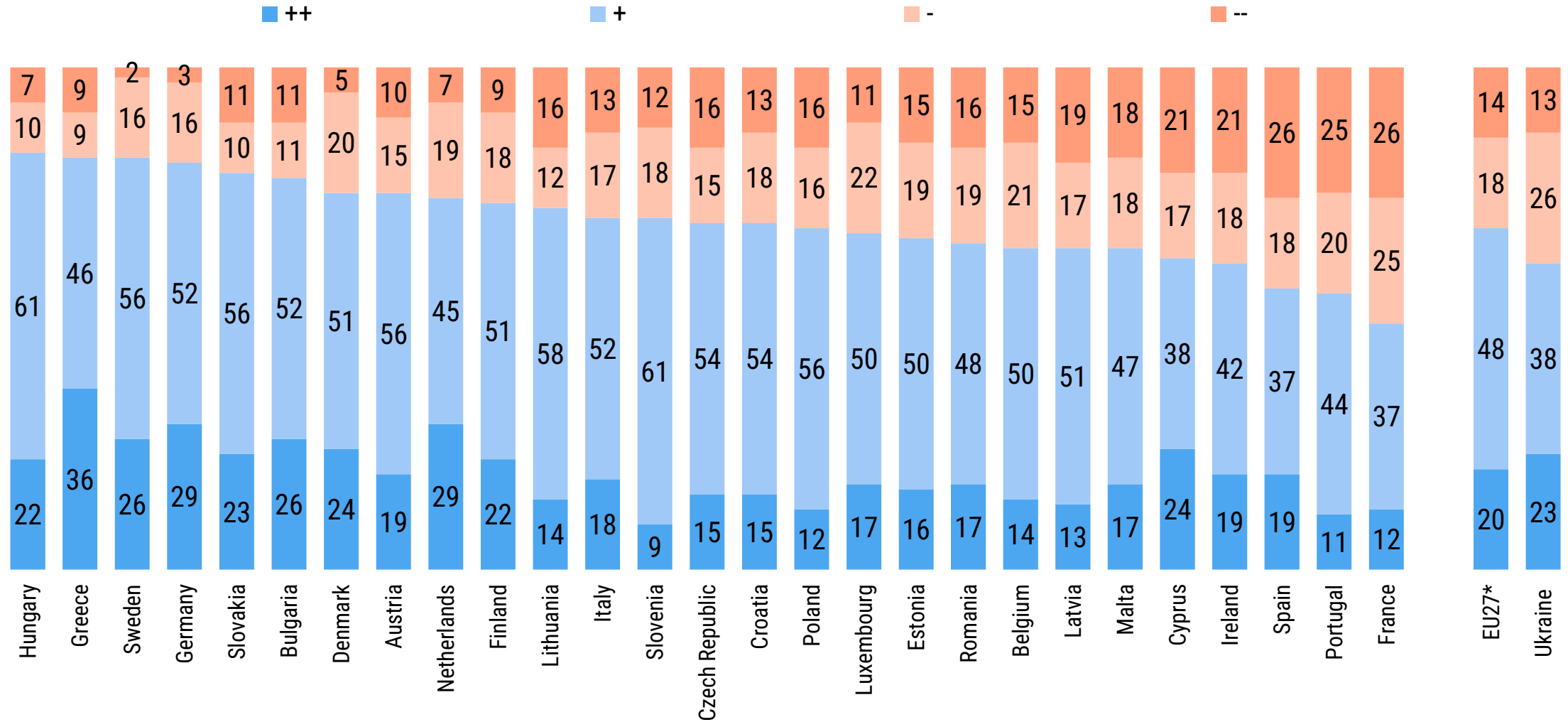
This produces a **level of interest in politics**:

- "Not at all interested in politics" (--) = 0;
- "Slightly interested" (-) = 1-2;
- "Moderately interested" (+) = 3-4;
- "Very interested" (++) = 5-6.

# Political interest index

Comparison with EU countries, Standard Eurobarometer 105

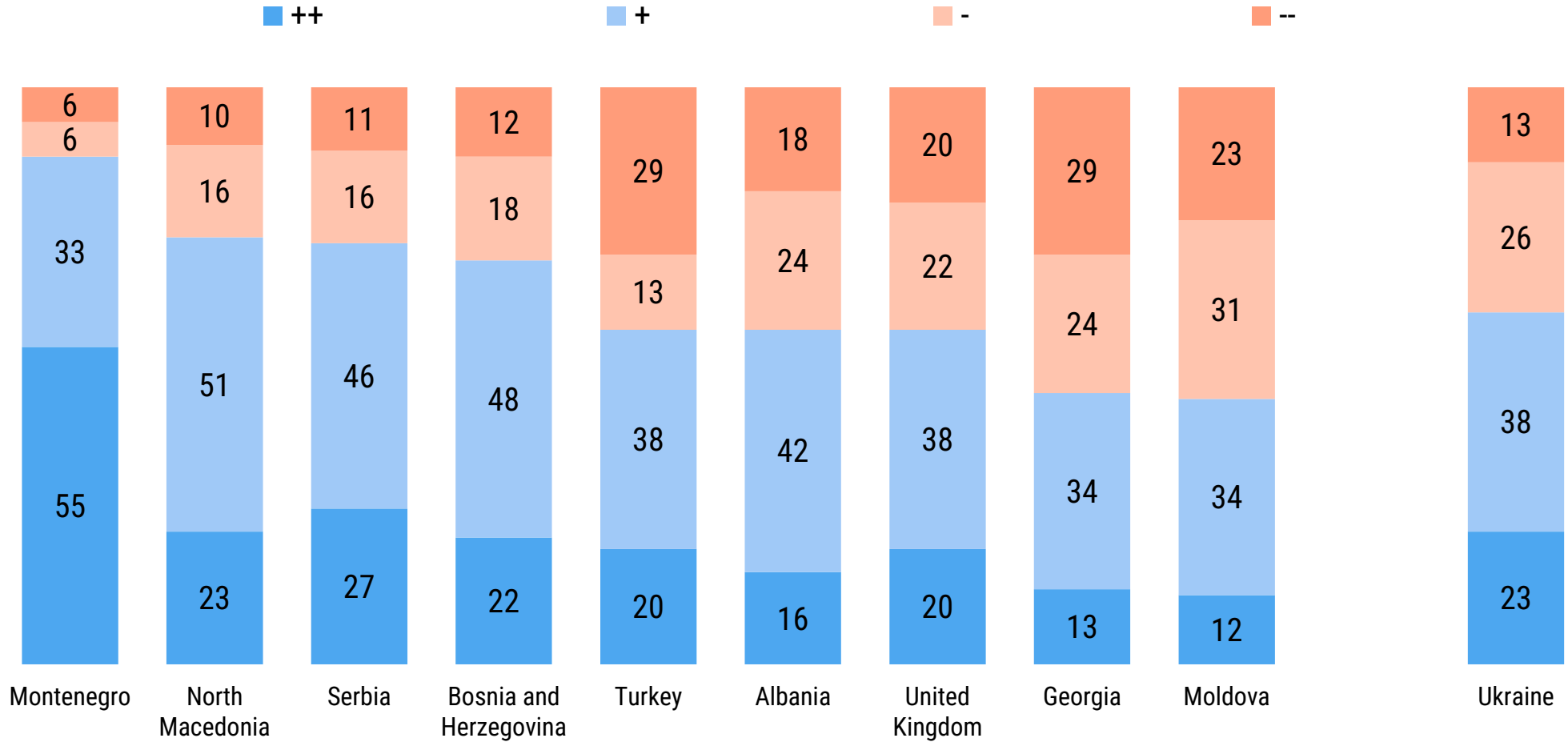
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# Political interest index

Comparison with other European countries, Standard Eurobarometer 105

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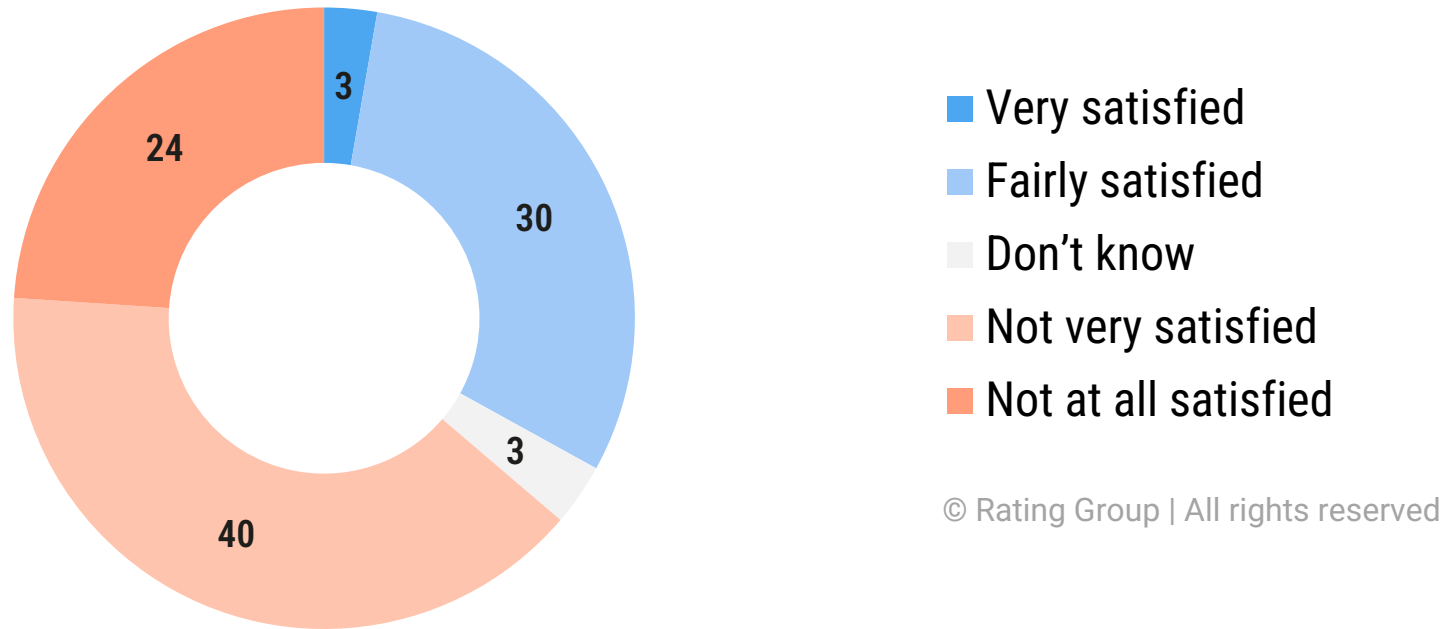




# **PERCEPTION OF DEMOCRACY IN THE COUNTRY**

Data in Ukraine collected in April 2026

# On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in Ukraine?

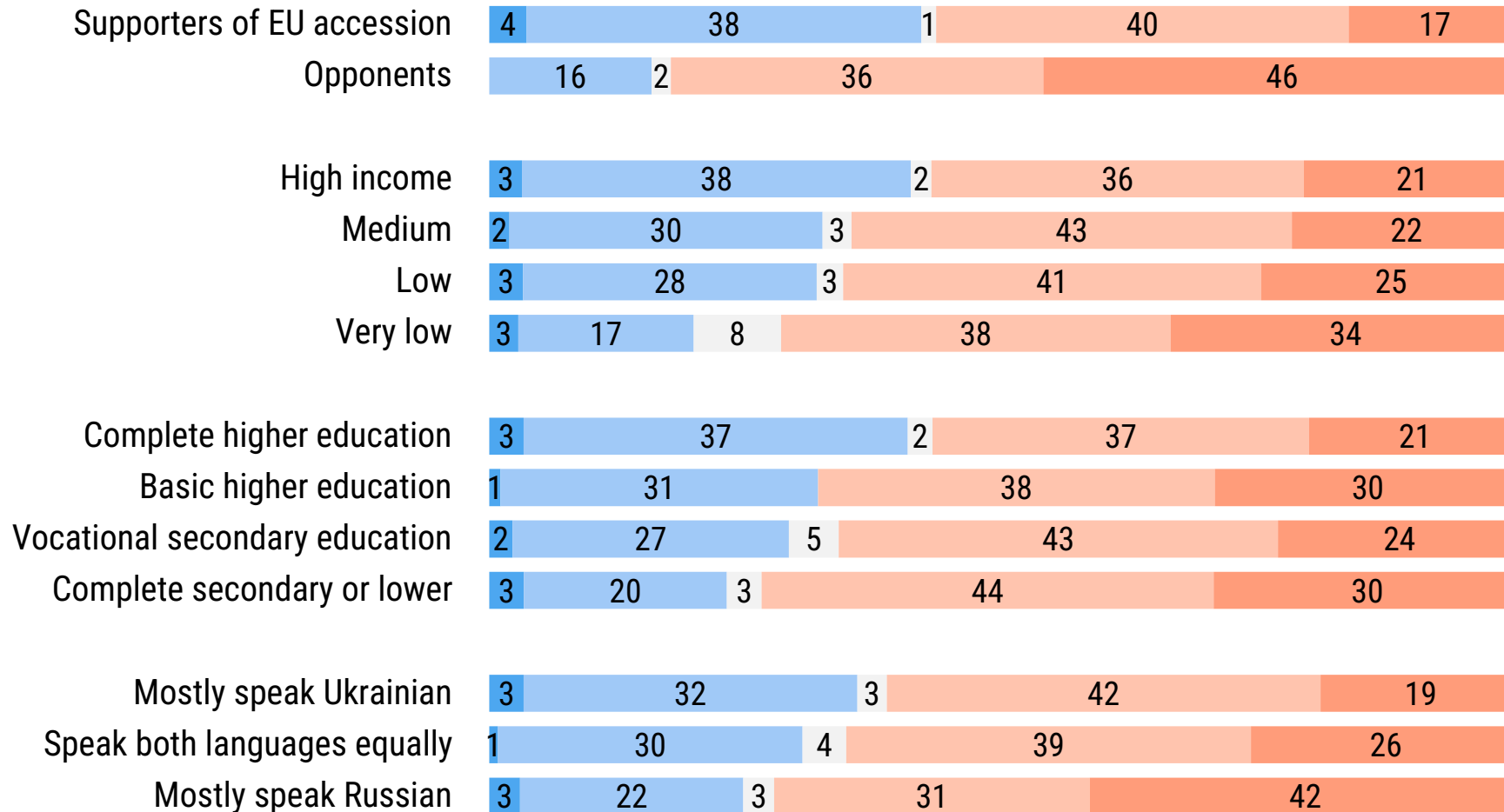


# Satisfaction with the way democracy works in Ukraine

Distribution of responses across different groups of respondents in Ukraine

■ Very satisfied   
 ■ Fairly satisfied   
 ■ Don't know   
 ■ Not very satisfied   
 ■ Not at all satisfied

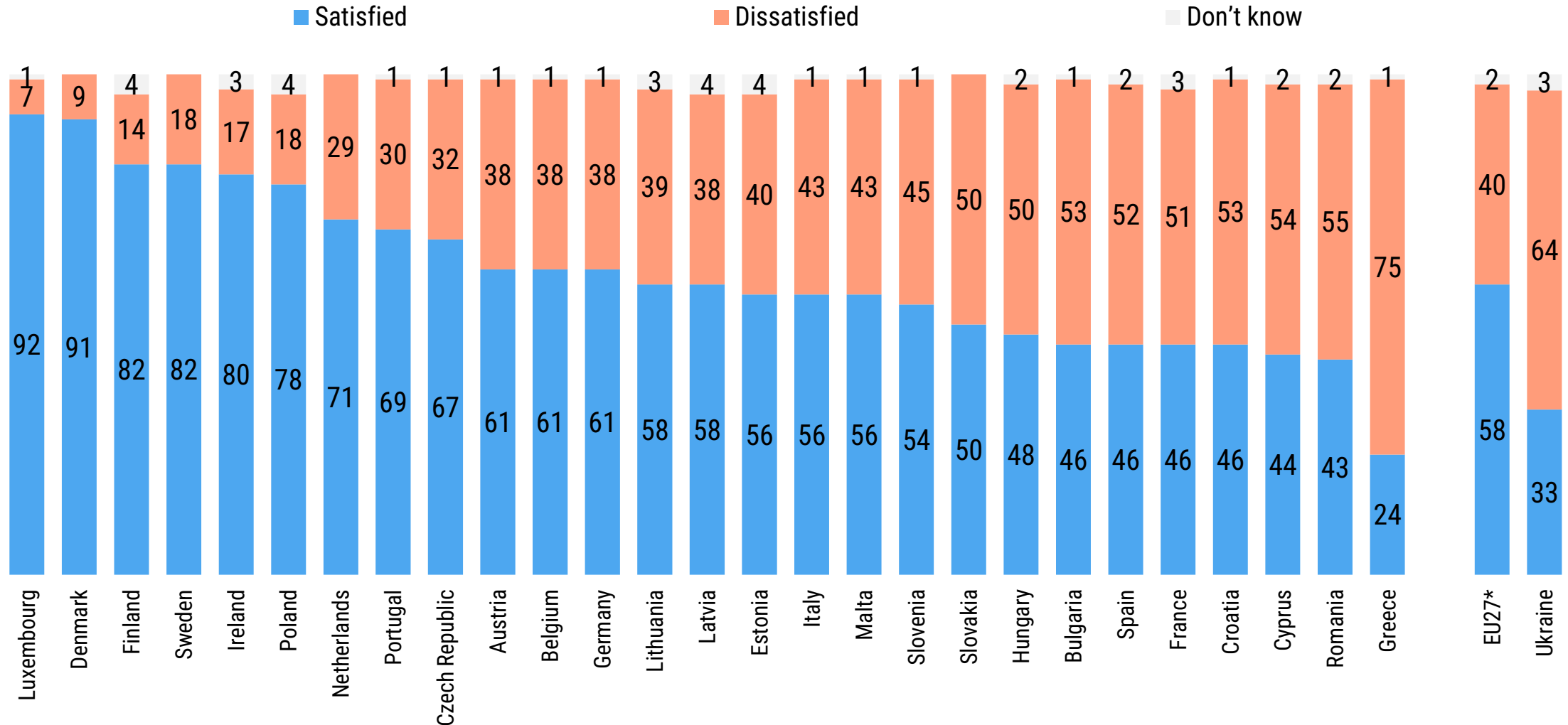
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# Satisfaction with the way democracy works in the country

Comparison with EU countries, EP 2025 Autumn Survey

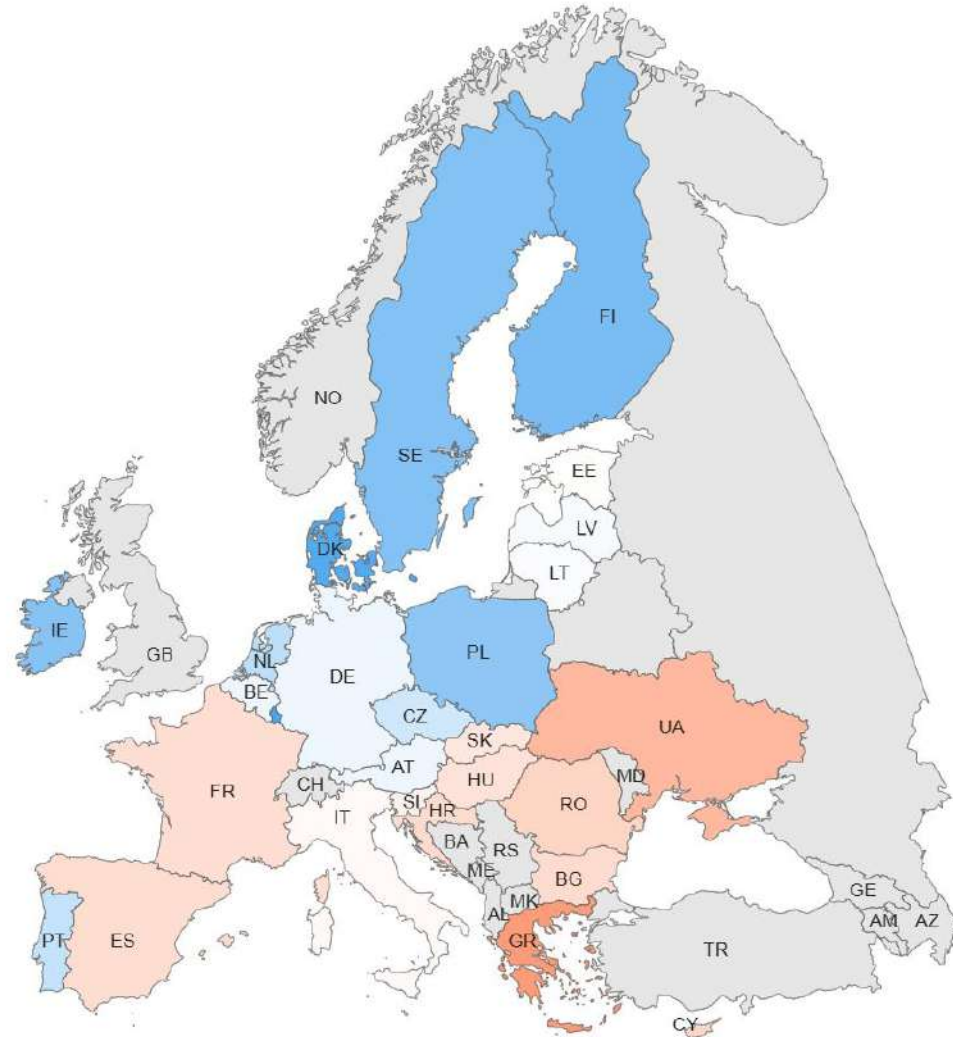
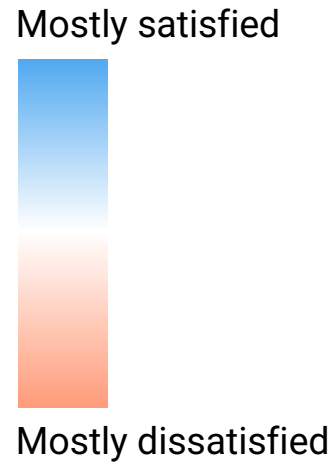
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\*Average among the 27 EU member states

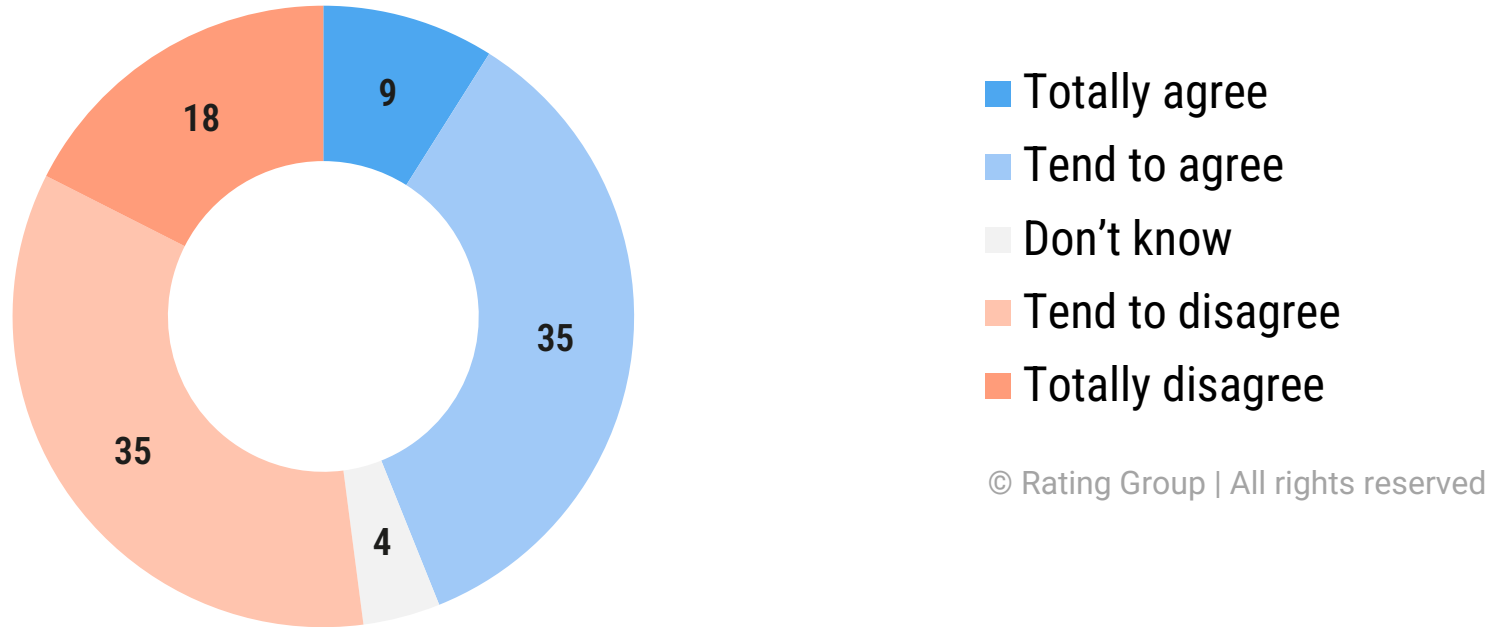
# Satisfaction with the way democracy works in the country: difference between those satisfied and dissatisfied (%)

Comparison with other European countries, Standard Eurobarometer 105



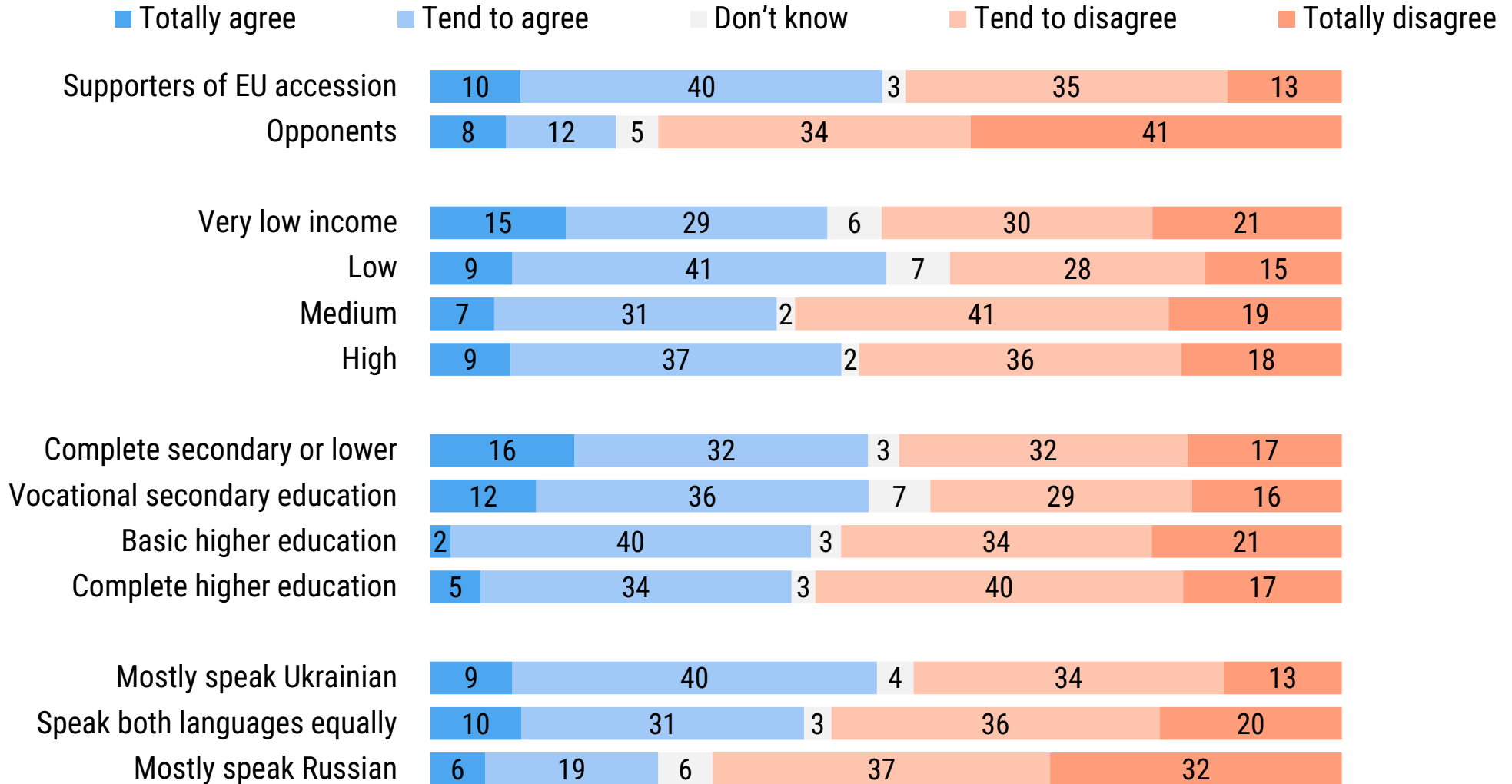
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# “In Ukraine, core EU values, such as fundamental rights, democracy and the rule of law, are properly protected”



# “In Ukraine, core EU values, such as fundamental rights, democracy and the rule of law, are properly protected”

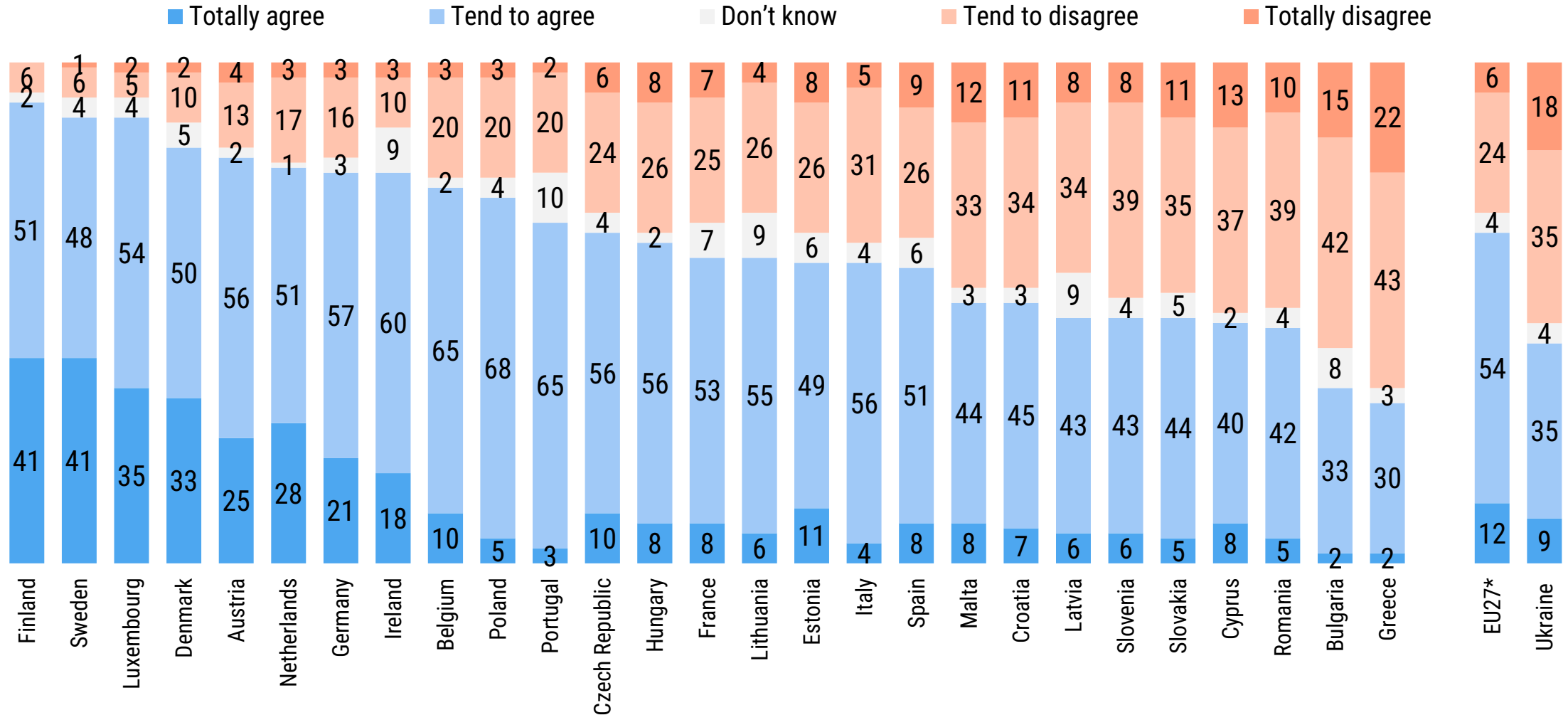
Distribution of responses across different groups of respondents in Ukraine © Rating Group | All rights reserved



# “In [country], core EU values, such as fundamental rights, democracy and the rule of law, are properly protected”

Comparison with EU countries, Special Eurobarometer 552

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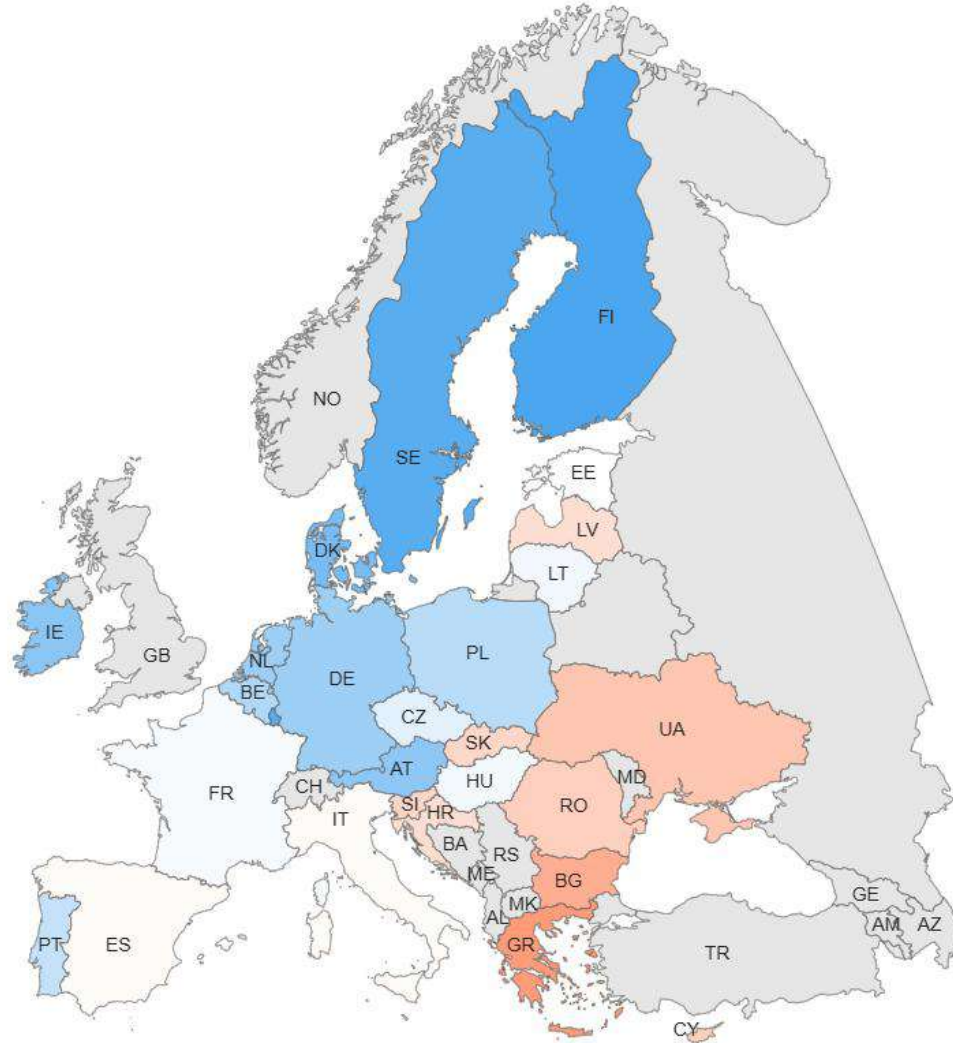
# “In [country], core EU values are properly protected...», difference between those who agree and disagree (%)

Comparison with other European countries, Standard Eurobarometer 105

More likely to agree



More likely to disagree



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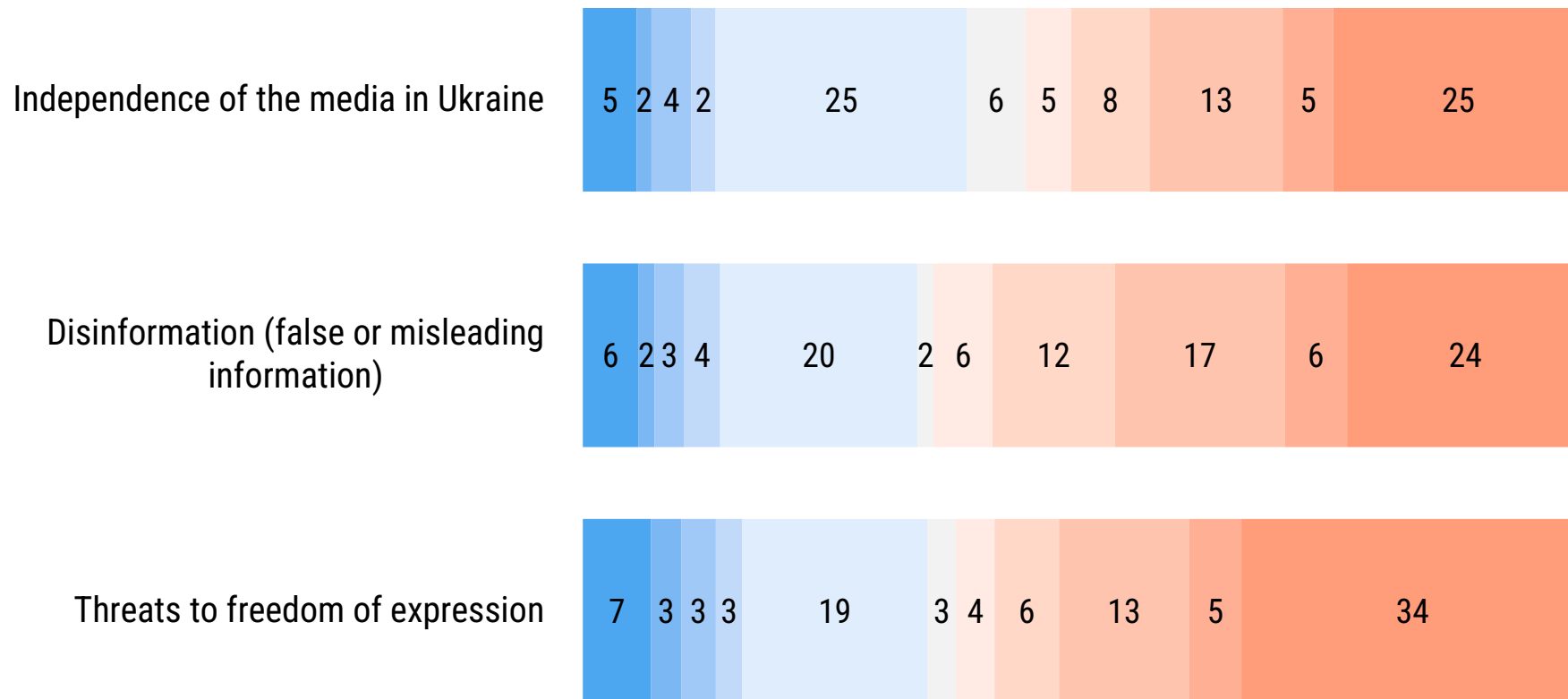


# **MEDIA, INFORMATION AND FREEDOM**

# How concerned are you about each of the following communication-related issues for society?

■ 1 - Not at all concerned ■ 2 ■ 3 ■ 4 ■ 5 ■ Don't know ■ 6 ■ 7 ■ 8 ■ 9 ■ 10 - Very concerned

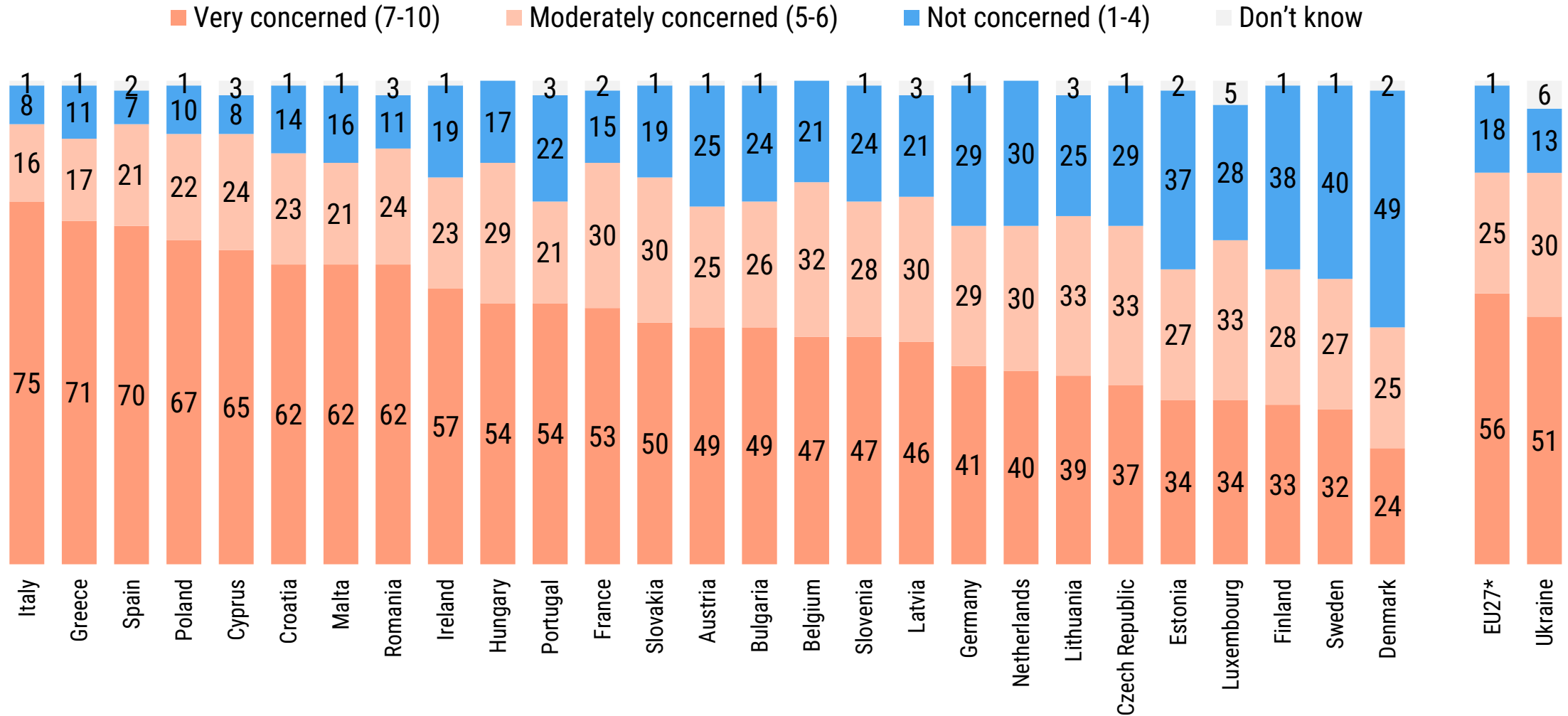
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# Concern about the independence of the media in the country

Comparison with EU countries, EP 2025 Autumn Survey

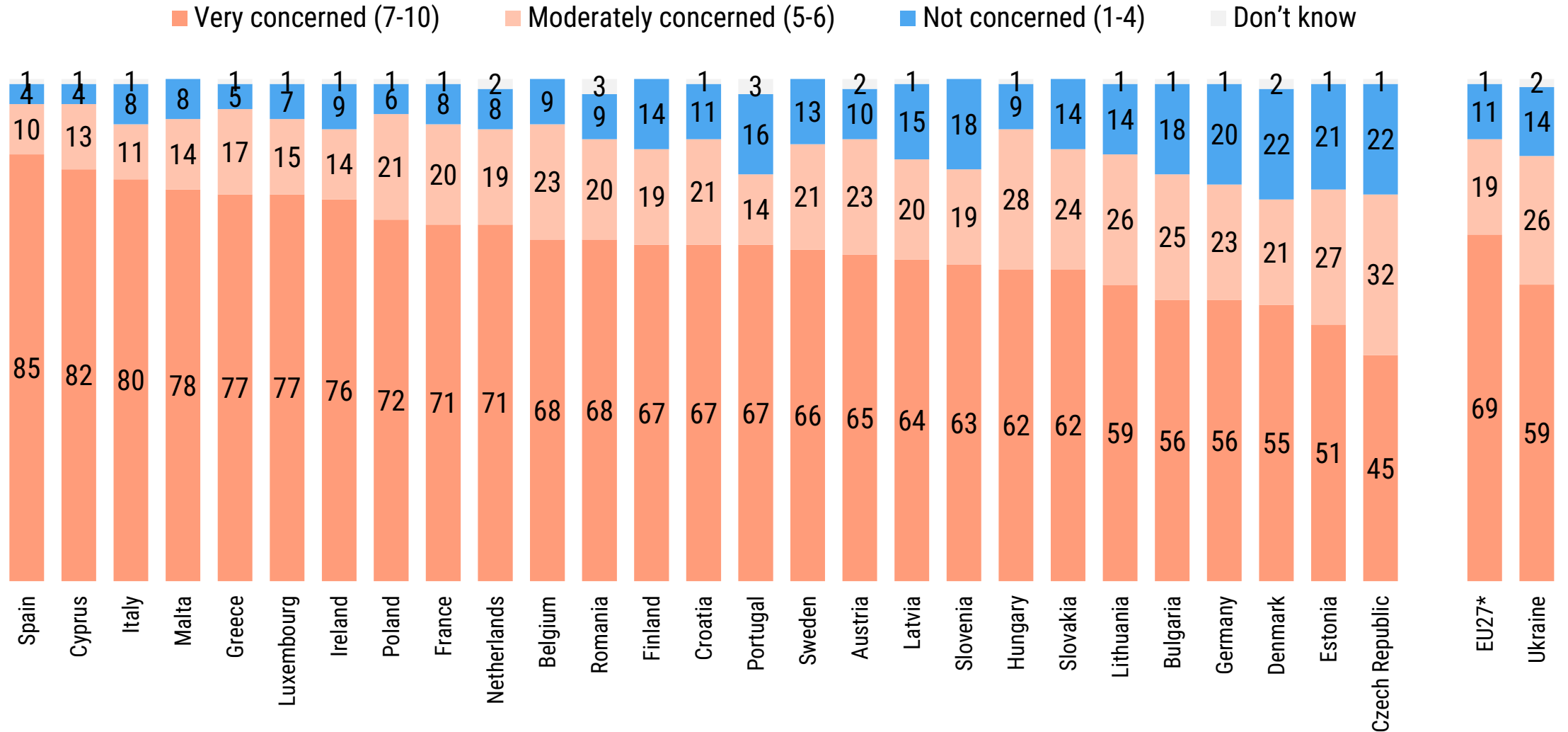
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# Concern about disinformation

Comparison with EU countries, EP 2025 Autumn Survey

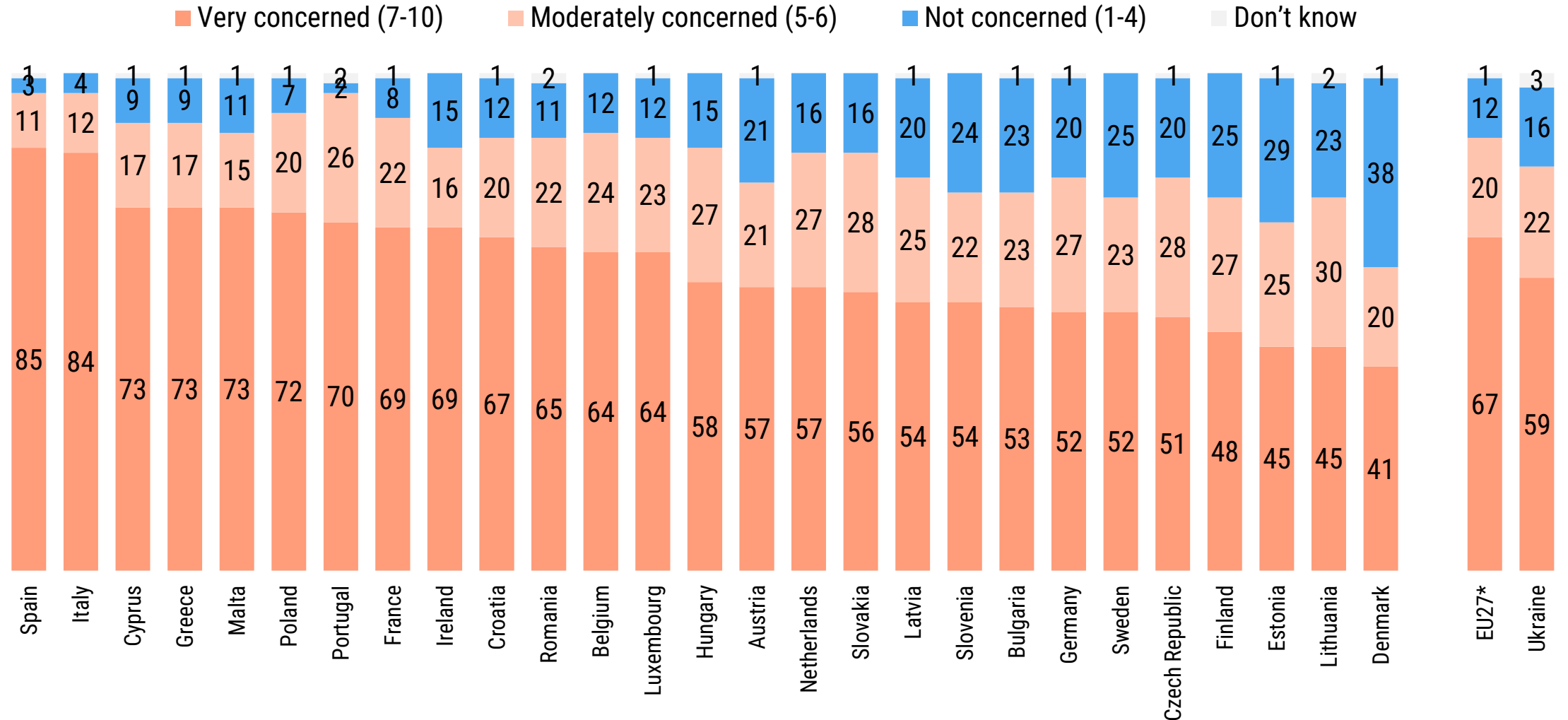
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# Concern about threats to freedom of expression

Comparison with EU countries, EP 2025 Autumn Survey

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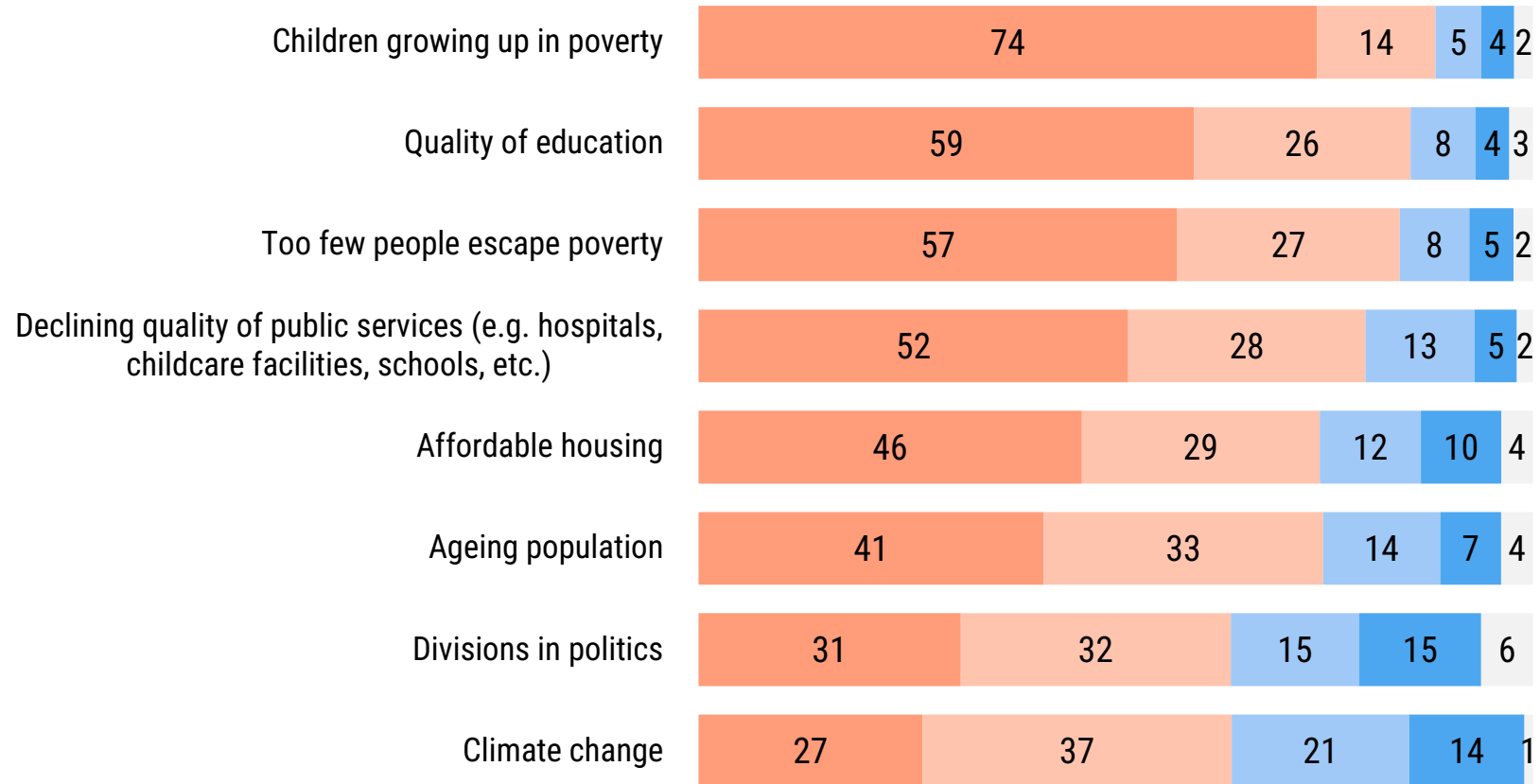
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# **THE COUNTRY'S FUTURE: ISSUES OF CONCERN**

# How concerned are you about the following issues regarding the future of Ukraine?

■ Very concerned    
 ■ Fairly concerned    
 ■ Not very concerned    
 ■ Not at all concerned    
 ■ Don't know

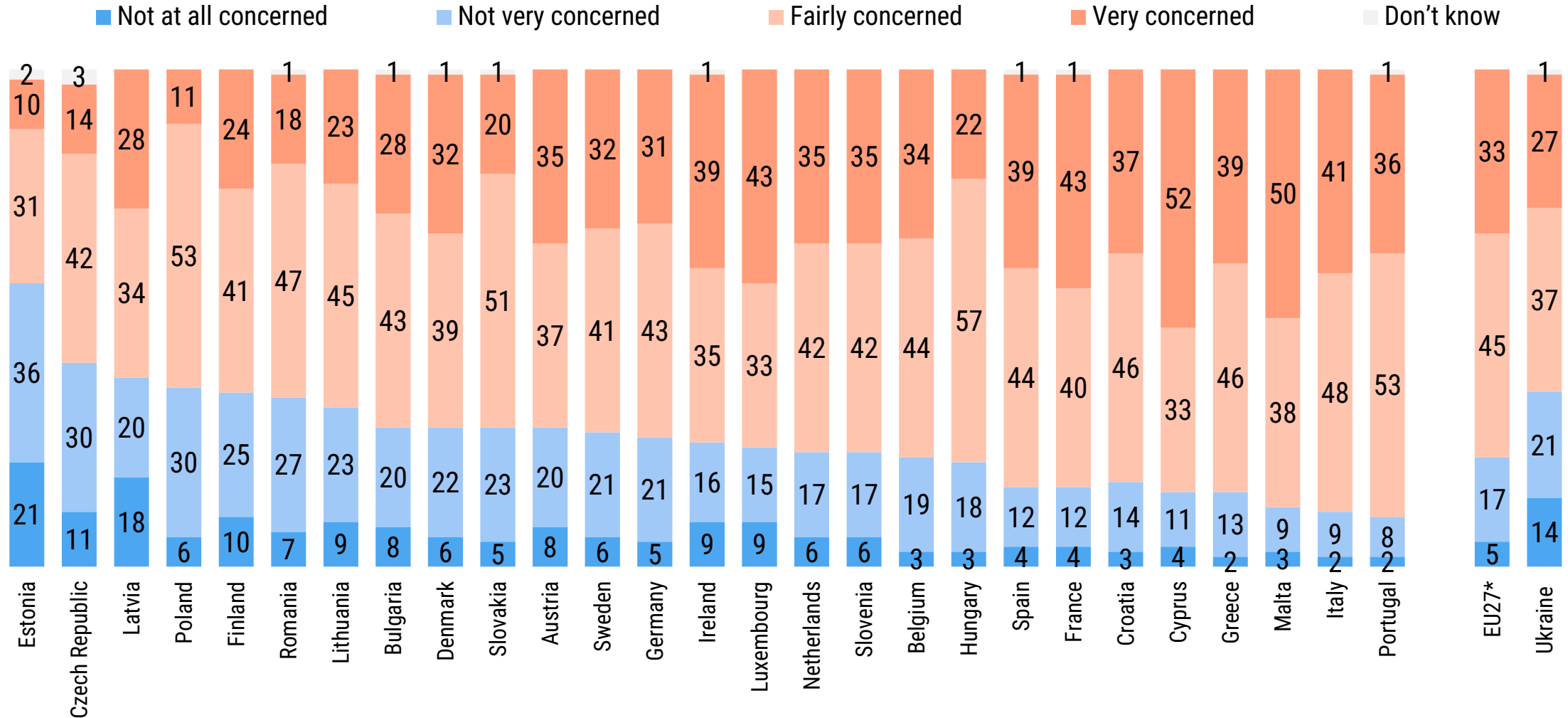
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# Concern about climate change

Comparison with Special Eurobarometer 559 (January-February 2025)

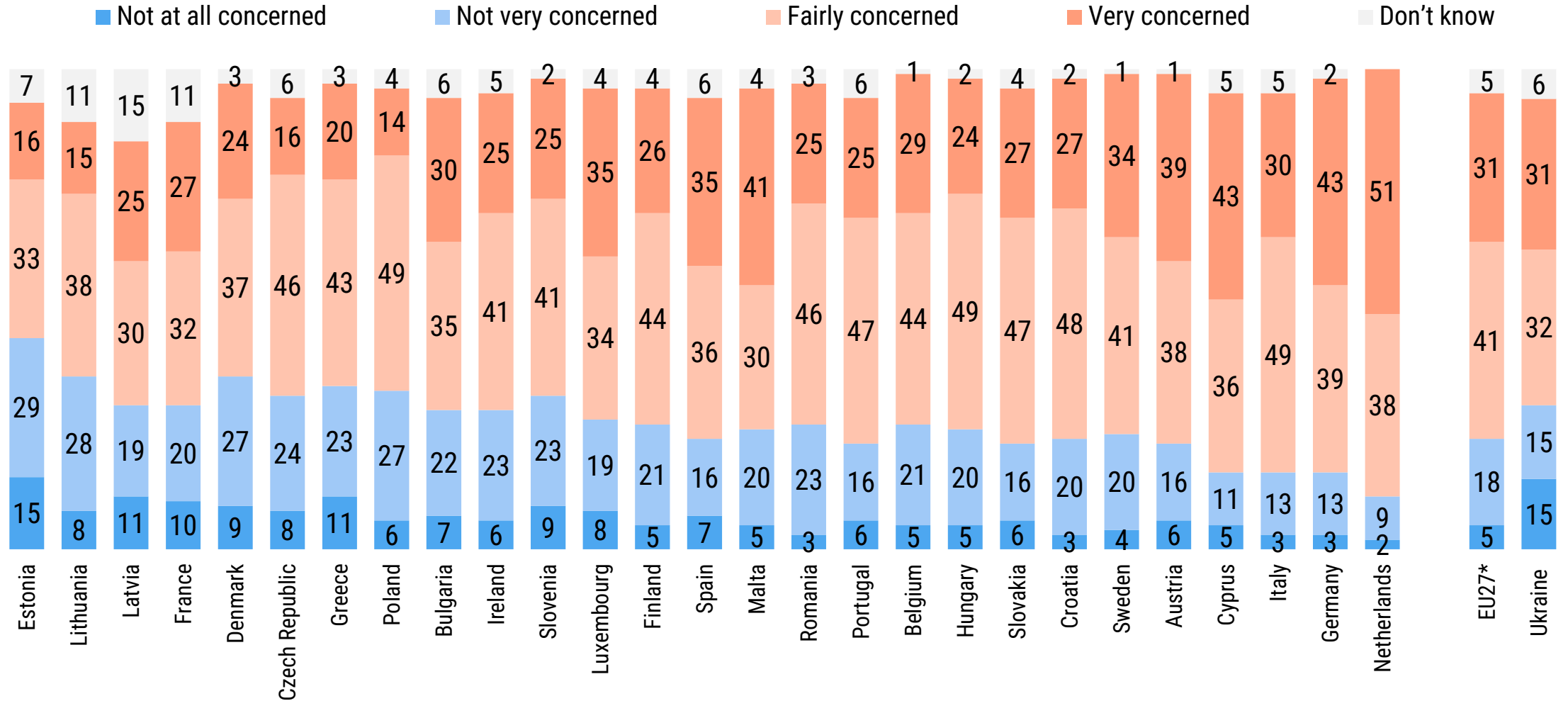
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# Concern about divisions in politics

Comparison with Special Eurobarometer 559 (January-February 2025)

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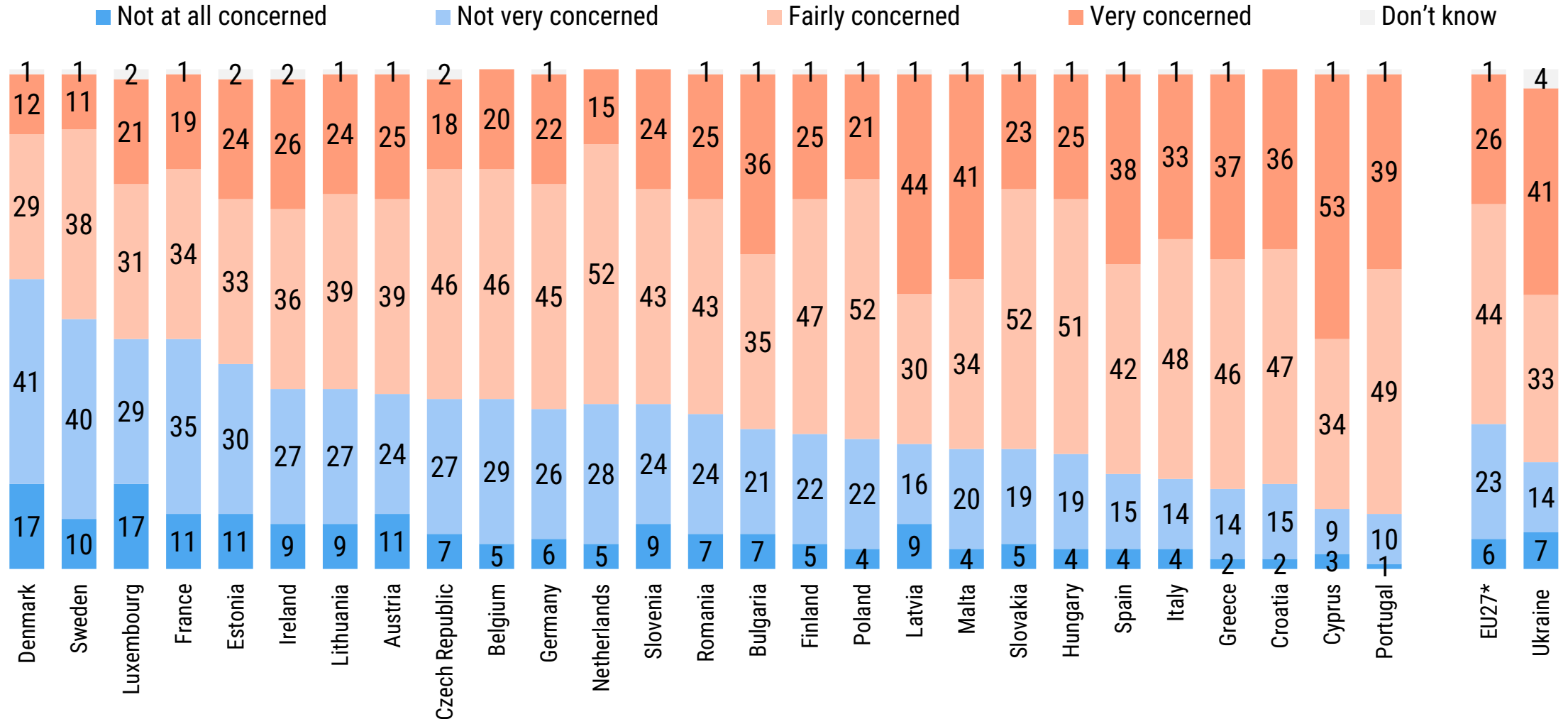


\*Average among the 27 EU member states

# Concern about the ageing population

Comparison with Special Eurobarometer 559 (January-February 2025)

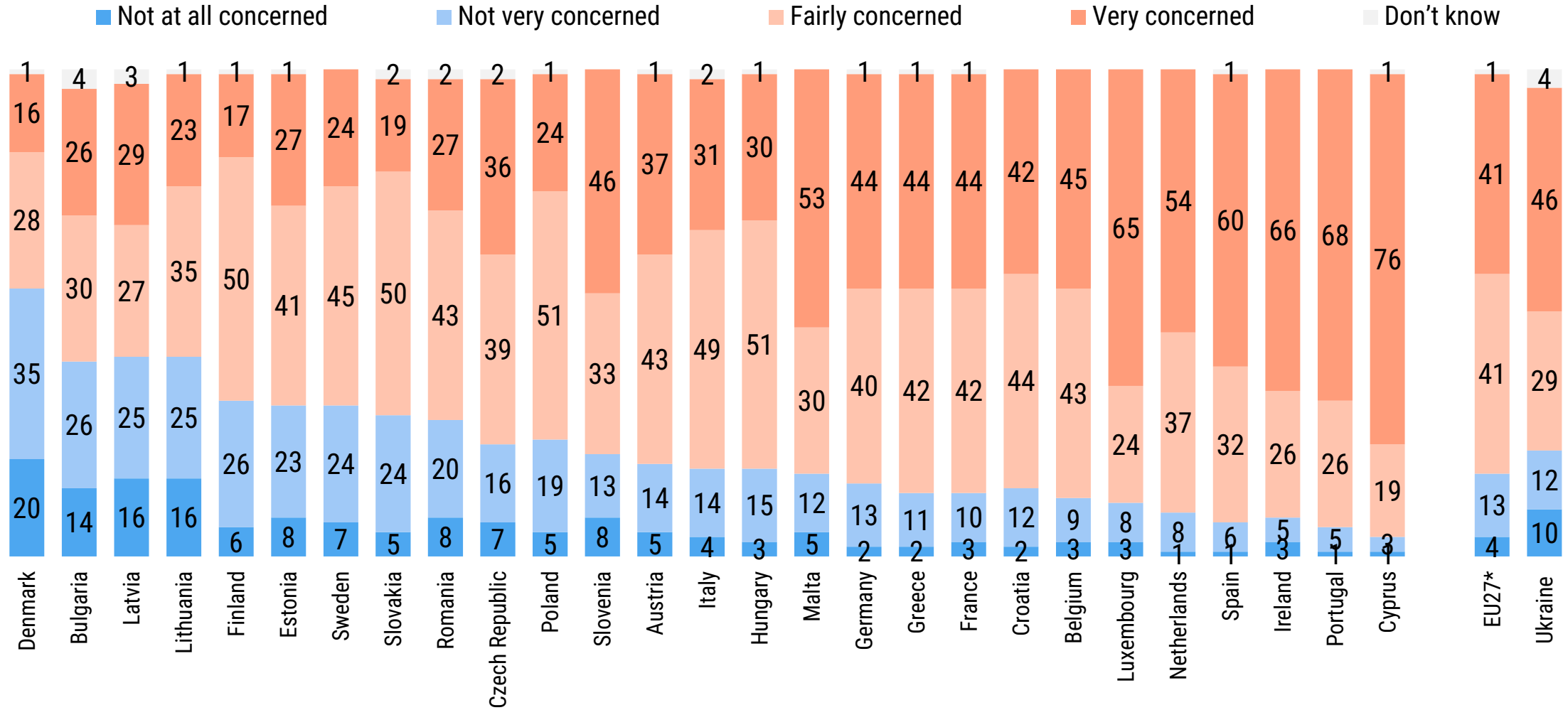
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# Concern about affordable housing

Comparison with Special Eurobarometer 559 (January-February 2025)

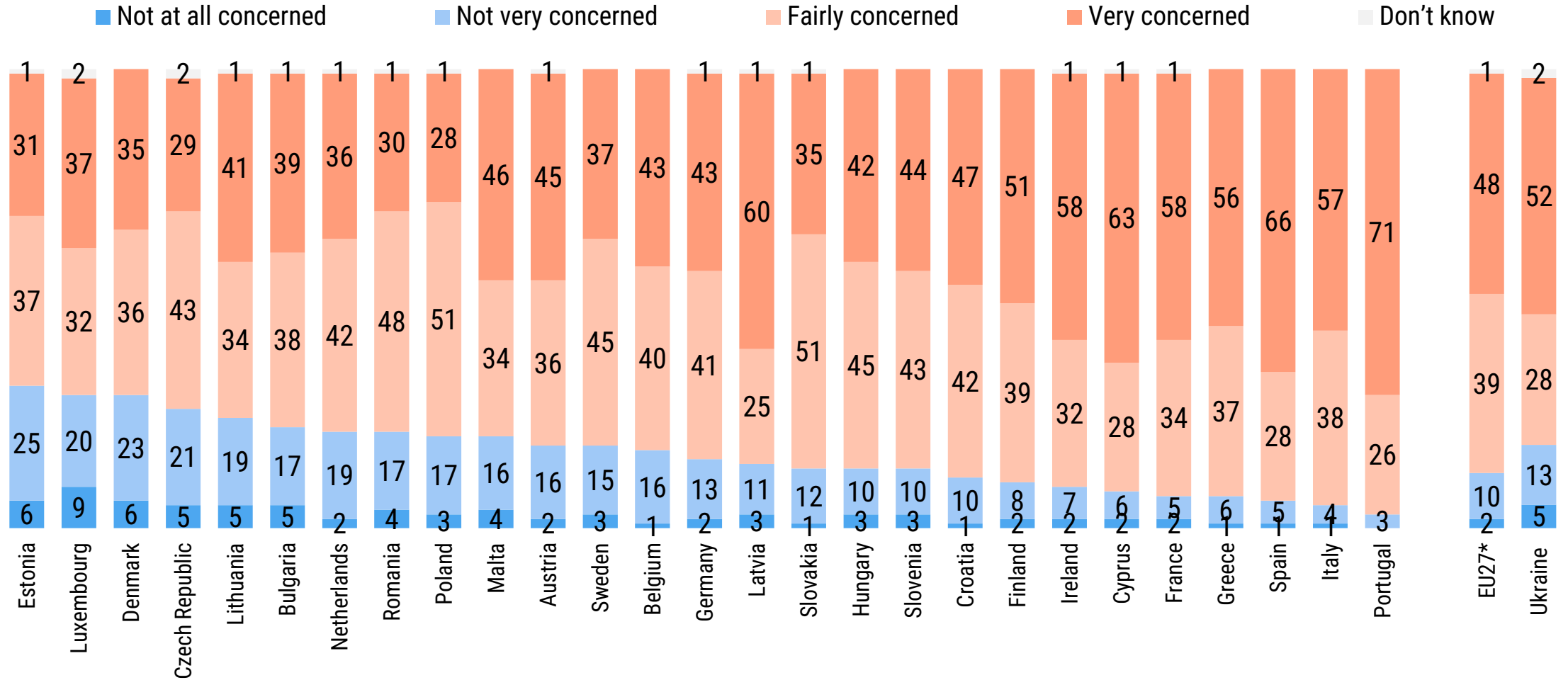
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# Concern about declining quality of public services

Comparison with Special Eurobarometer 559 (January-February 2025)

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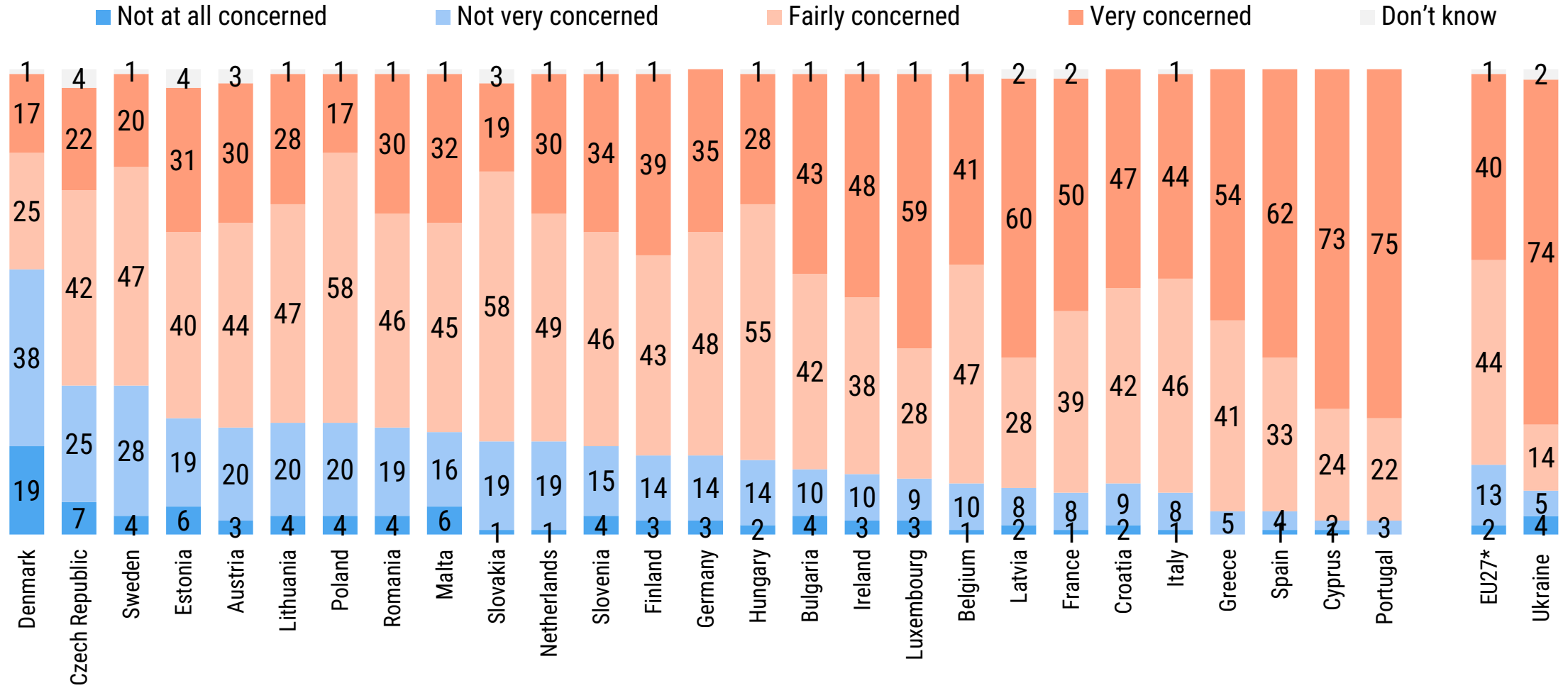


\*Average among the 27 EU member states

# Concern that children in the country will grow up in poverty

Comparison with Special Eurobarometer 559 (January-February 2025)

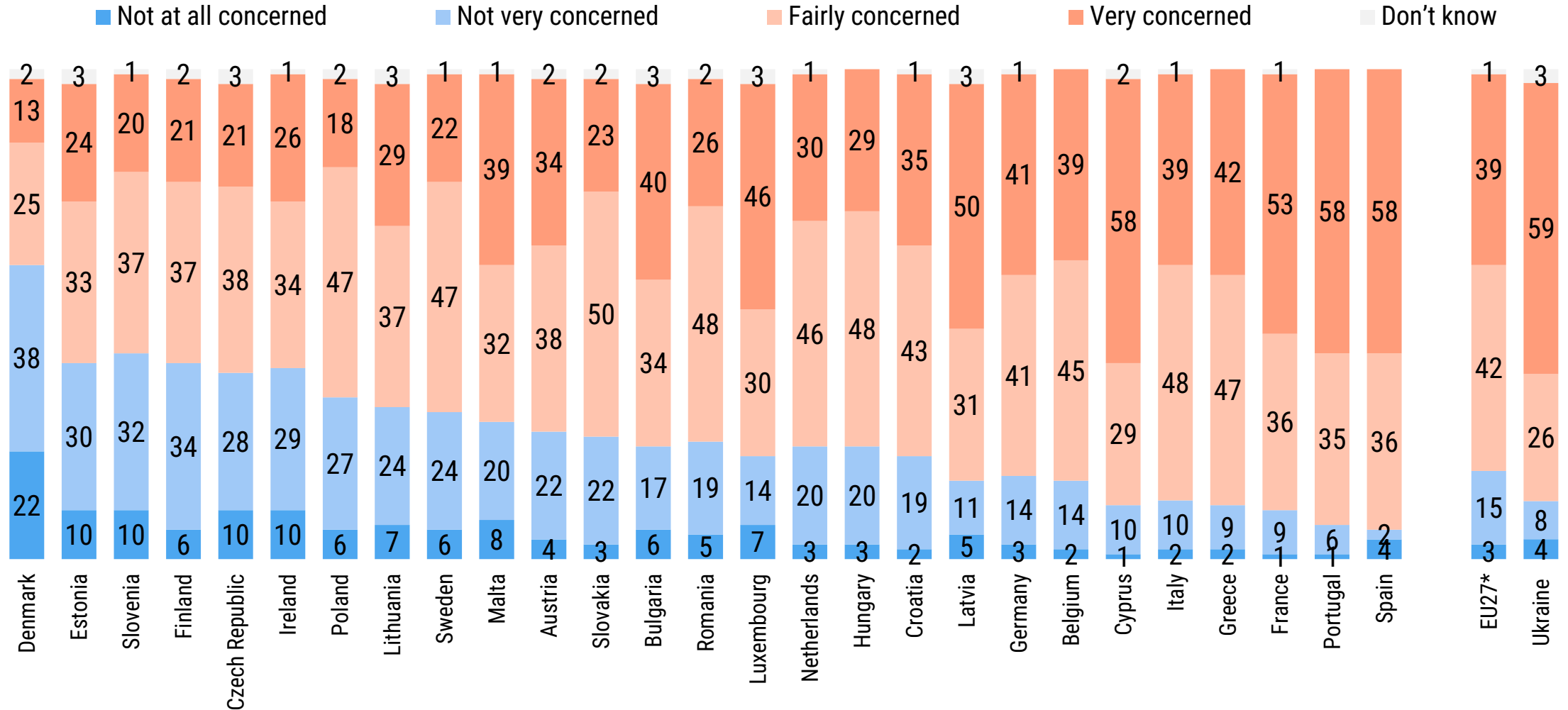
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# Concern about the quality of education

Comparison with Special Eurobarometer 559 (January-February 2025)

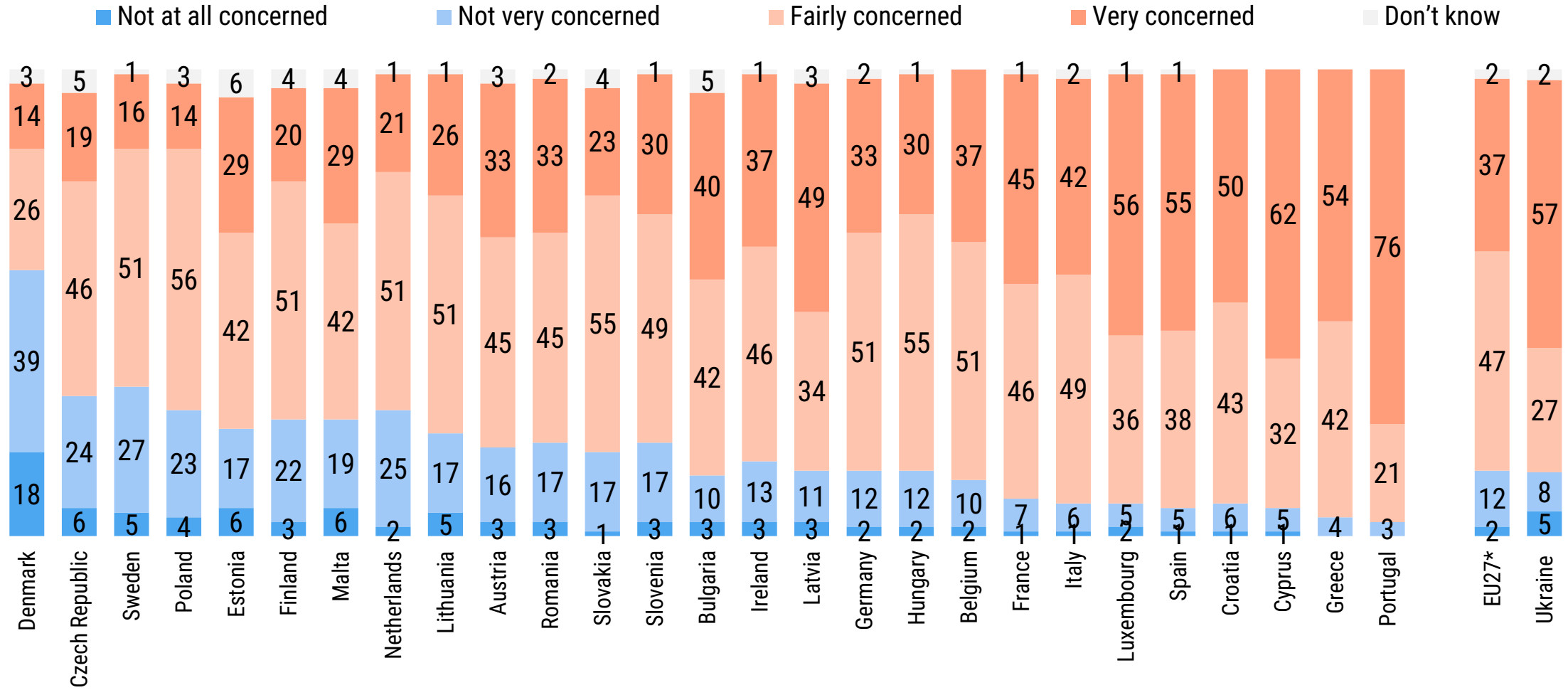
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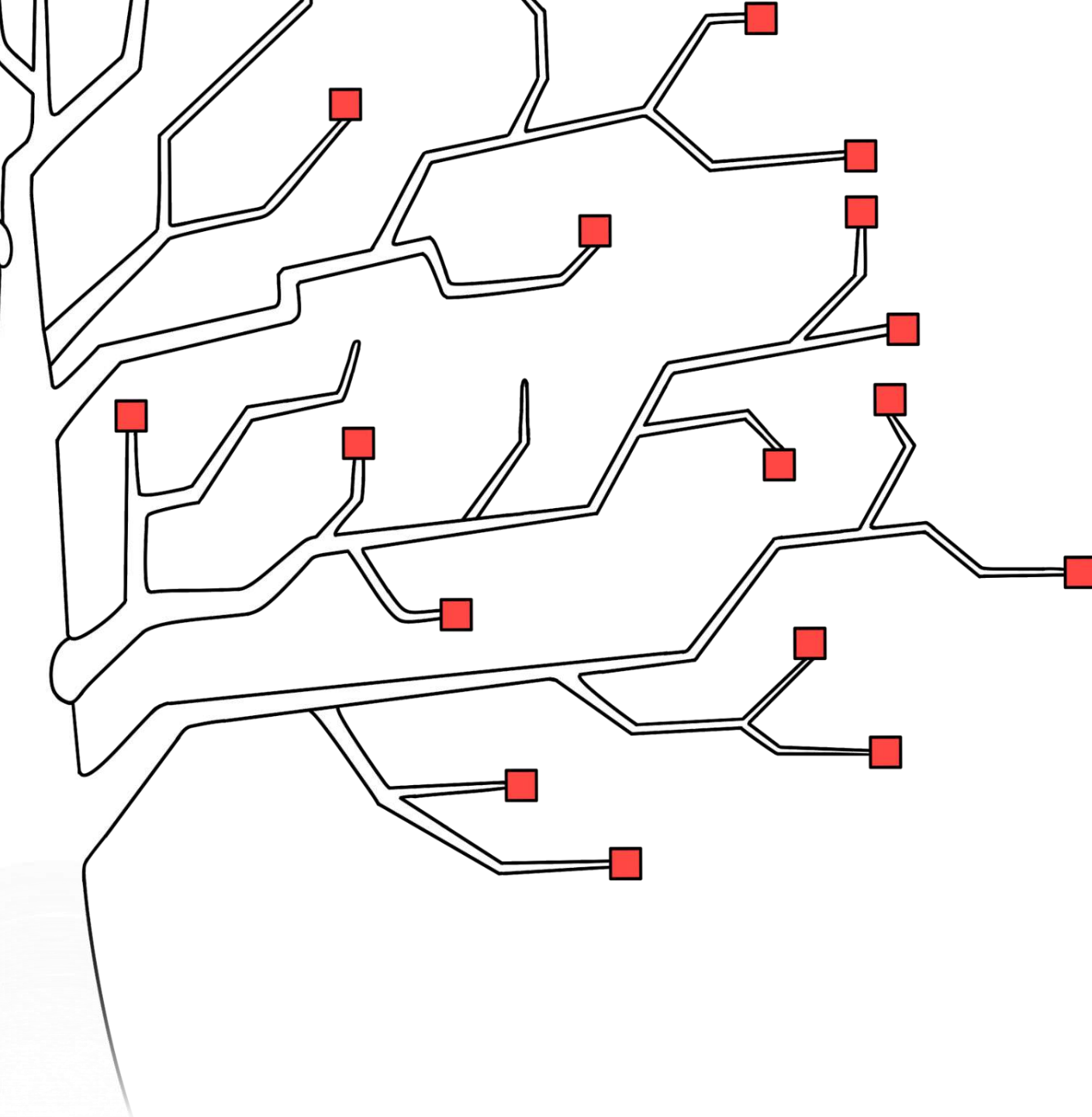


# Concern that too few people escape poverty

Comparison with Special Eurobarometer 559 (January-February 2025)

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