PUBLIC OPINION SURVEY · SEPTEMBER 2026

Public Opinion Survey for European Union Advisory Mission Ukraine

Survey conducted by Rating Group

Methodology

SURVEY DESIGN

2,000
respondents

≤ 2.2%
margin of error (95% confidence)

CATI
telephone interviews, random sample of mobile numbers

18–23 Sep
fieldwork, 2026



- Audience: Ukrainian citizens aged 18 and older in all regions except for the temporarily occupied territories of Ukraine, as well as territories where Ukrainian mobile communications were unavailable at the time of the survey. The results were weighted using current data from the State Statistics Service of Ukraine.
- The sample is representative in terms of age, gender and type of settlement.

01

SECTION

Trust in organisations and institutions

Public opinion survey · Rating Group · September 2026

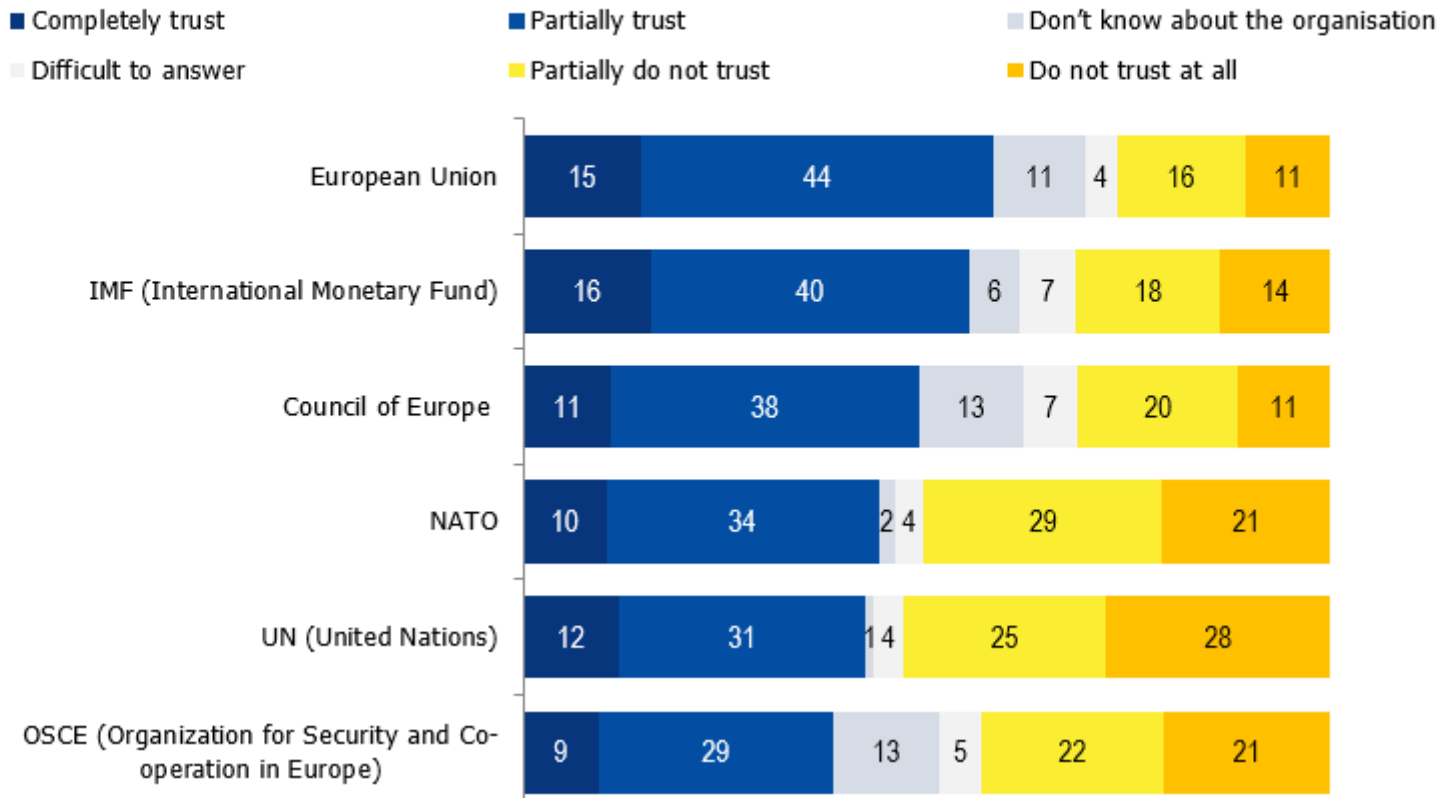
Trust in organisations and institutions

KEY FINDINGS

- The **European Union** enjoys the highest level of trust among Ukrainians (59%), followed by the **IMF** (International Monetary Fund, 56%) and the **Council of Europe** (49%). **NATO** is trusted by 44% of respondents, the UN by 43%, and the OSCE by 38%.
- Trust in NATO has declined significantly compared with 2025, falling from 55% to 44%. Trust in the Council of Europe has also decreased, from 53% to 49%, as has trust in the EU (from 63% to 59%).
- Among Ukrainian institutions, respondents expressed the highest levels of **trust in the State Emergency Service of Ukraine** (96%), the **National Guard of Ukraine** (83%) and the **Security Service of Ukraine** (73%). The highest levels of distrust were recorded for the **Office of the Prosecutor General** (76%) and the courts (the judiciary as a whole, 70%).
- Compared with 2025, there has been a significant **increase in trust** in the **National Anti-Corruption Bureau of Ukraine** (NABU), from 48% to 52%. At the same time, trust in the **Office of the Prosecutor General** declined from 28% to 19%, while trust in the **National Police of Ukraine** fell from 48% to 42%. Trust in the other institutions remained largely unchanged.

Trust in organisations and institutions

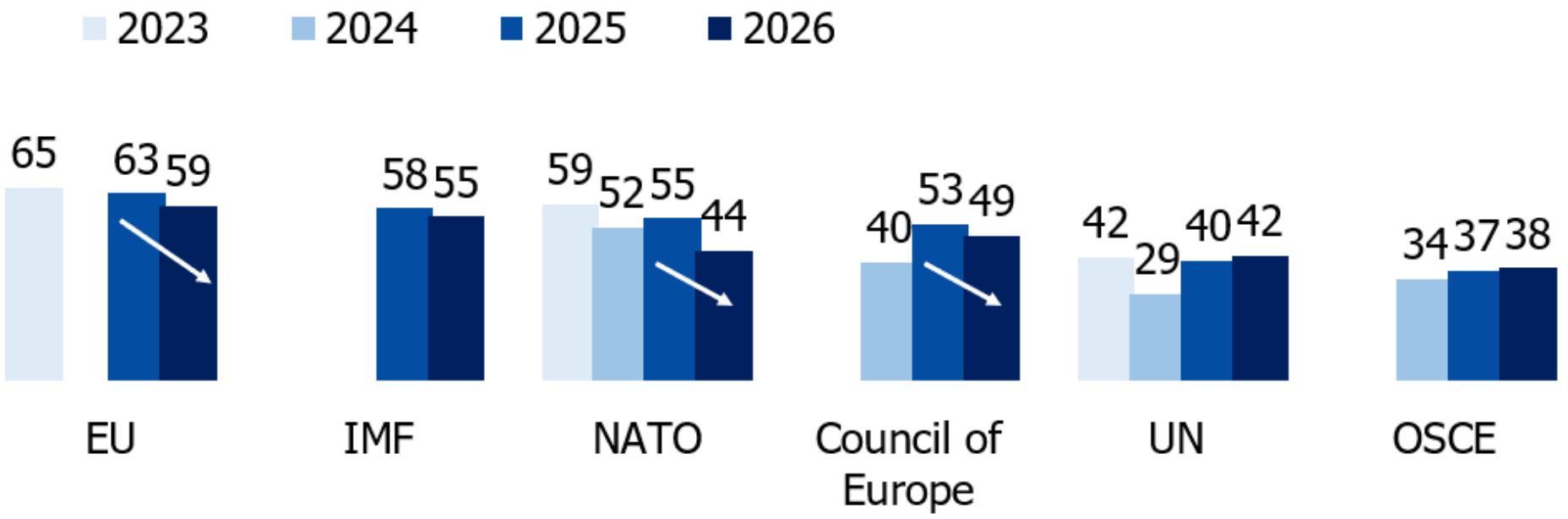
How much do you trust these organisations?



Trust in organisations and institutions

How much do you trust these organisations?

Sum of 'Completely trust' and 'Somewhat trust' %



Trust in organisations and institutions

How much do you trust these organisations?

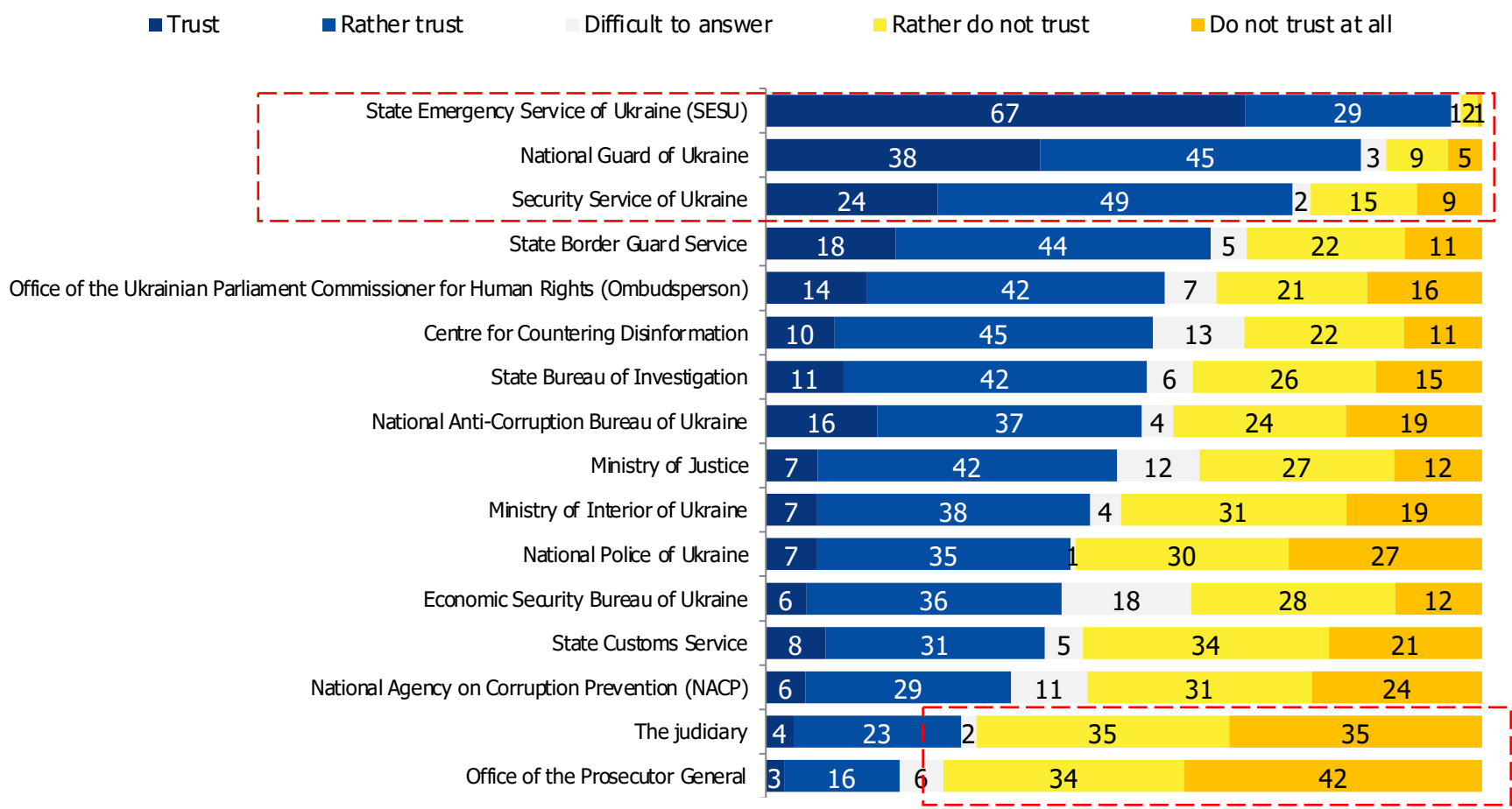
Sum of 'Completely trust' and 'Somewhat trust' %

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv		Regional centre	Other cities	Villages		18 – 29	30 – 39	40 – 49	50 – 59	60+		Poor	Low income	Middle income	High income
European Union	63	59	53	47	65		61	58	55		63	52	56	59	60		46	53	61	65
IMF (International Monetary Fund)	60	57	48	43	65		57	50	57		60	56	54	55	53		40	53	59	61
Council of Europe	56	48	42	43	56		50	46	50		53	42	48	49	52		40	43	54	52
NATO	50	44	38	33	50		43	42	47		50	42	45	39	43		36	42	48	45
UN (United Nations)	43	42	44	46	34		38	44	47		57	42	44	33	38		41	47	40	42
OSCE (Organization for Security and Co-operation in Europe)	42	39	37	30	38		37	37	42		41	32	40	37	40		32	38	40	39

Trust in organisations and institutions

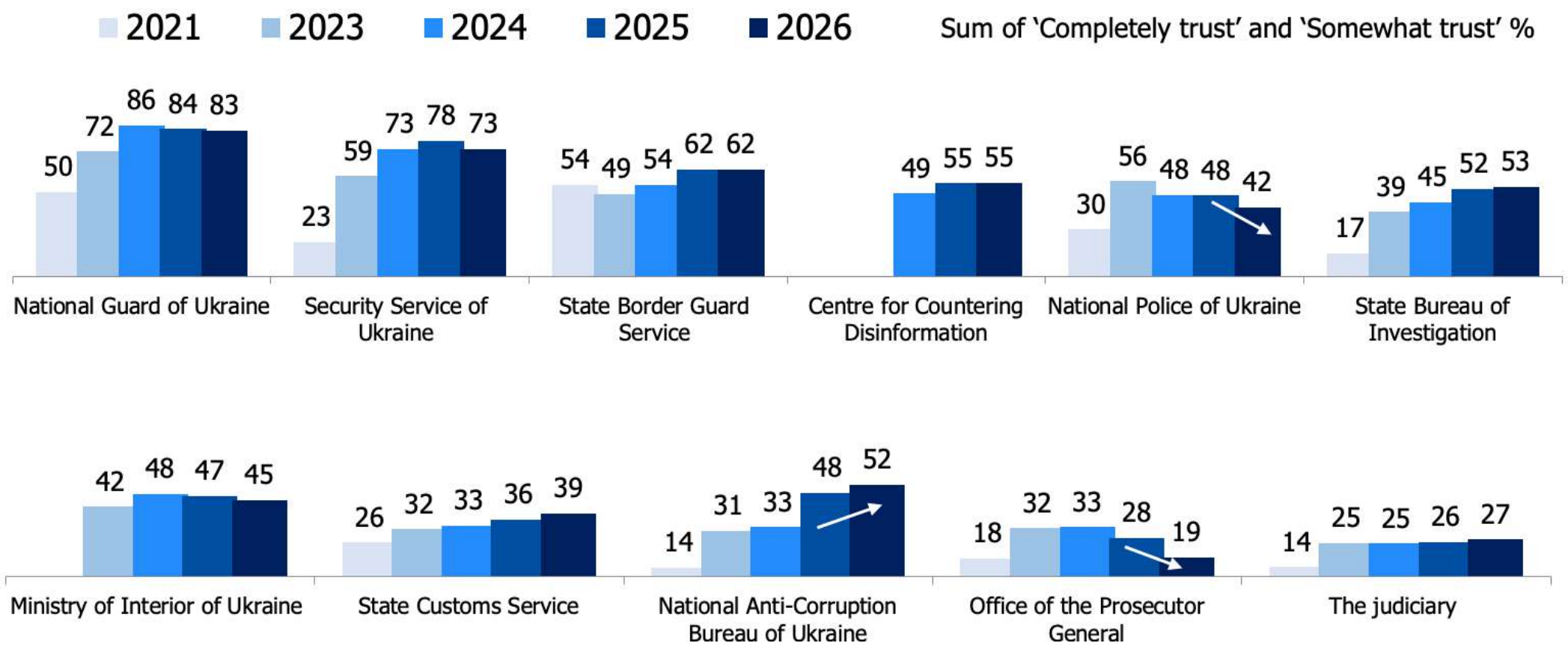
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How much do you trust these institutions



Trust in organisations and institutions

How much do you trust these institutions



Trust in organisations and institutions

How much do you trust these institutions

Sum of 'Completely trust' and 'Somewhat trust' %

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv		Regional centre	Other cities	Villages		18 – 29	30 – 39	40 – 49	50 – 59	60+		Poor	Low income	Middle income	High income
State Emergency Service of Ukraine (SESU)	95	97	95	94	96		95	97	95		97	98	96	97	93		90	94	97	98
National Guard of Ukraine	83	84	82	83	83		82	81	86		82	86	82	82	83		76	82	84	87
Security Service of Ukraine	72	74	76	74	69		73	72	75		84	77	67	72	70		66	71	75	77
State Border Guard Service	64	62	65	60	49		59	64	64		70	63	63	53	61		59	61	65	61
Office of the Ukrainian Parliament Commissioner for Human Rights (Ombudsperson)	59	58	53	49	52		57	54	56		58	53	55	57	56		41	56	59	57
Centre for Countering Disinformation	55	55	50	55	57		56	52	53		72	58	54	52	42		29	51	60	61
State Bureau of Investigation	57	53	52	48	51		51	54	54		70	53	49	49	48		44	48	55	59
National Anti-Corruption Bureau of Ukraine	58	51	48	45	61		55	52	50		64	50	51	52	48		38	48	53	63
Ministry of Justice	50	51	49	46	43		46	51	52		69	55	50	43	37		34	46	52	55
Ministry of Interior of Ukraine	45	46	48	44	39		45	46	45		59	49	39	40	41		31	46	48	48
National Police of Ukraine	45	41	39	43	48		46	40	40		53	47	44	36	36		24	39	47	48
Economic Security Bureau of Ukraine	43	42	40	41	37		40	44	41		57	46	41	38	31		28	39	43	48
State Customs Service	37	38	44	45	28		36	40	41		58	39	38	33	32		31	42	40	38
National Agency on Corruption Prevention (NACP)	35	35	34	29	37		34	34	35		49	33	35	32	27		25	32	36	39
The judiciary	27	28	30	34	16		24	31	28		46	31	30	18	17		17	26	30	30
Office of the Prosecutor General	19	20	18	20	16		16	21	20		33	20	20	15	10		13	17	21	20

02

SECTION

Perception of support from the EU

Public opinion survey · Rating Group · September 2026

Perception of support from the EU

KEY FINDINGS

- According to 46% of respondents, the most relevant area of support from the **European Union** is **combating corruption**. 36% consider **support for liberated territories** to be a priority, while a further 36% point to assistance with the **investigation of war crimes**. 31% identify support for **Ukraine's accession to the EU**, and 22% cite the **reintegration of veterans**.
- **Combating corruption** was rated as the least effective area of support, with 62% of respondents describing such assistance as ineffective. Compared with 2025, perceived effectiveness declined slightly for support in the investigation of international crimes, from 45% to 40%, while it increased for assistance aimed at improving the efficiency of state border crossing points, from 39% to 43%.
- 55% of respondents consider EU support in the area of **strategic communication** to be the most **effective**, while 46% highlight **advisory support for Ukraine's accession to the EU**. Respondents rated several other areas of support as somewhat less effective, including assistance in improving the efficiency of **state border crossing points** (43%), support for the investigation of **international crimes** (40%), assistance to **liberated territories** (40%), and support for the **rule of law** (39%).

Perception of support from the EU

Which EU support out of this list is the most relevant to Ukraine now? UP TO THREE ANSWERS



Perception of support from the EU

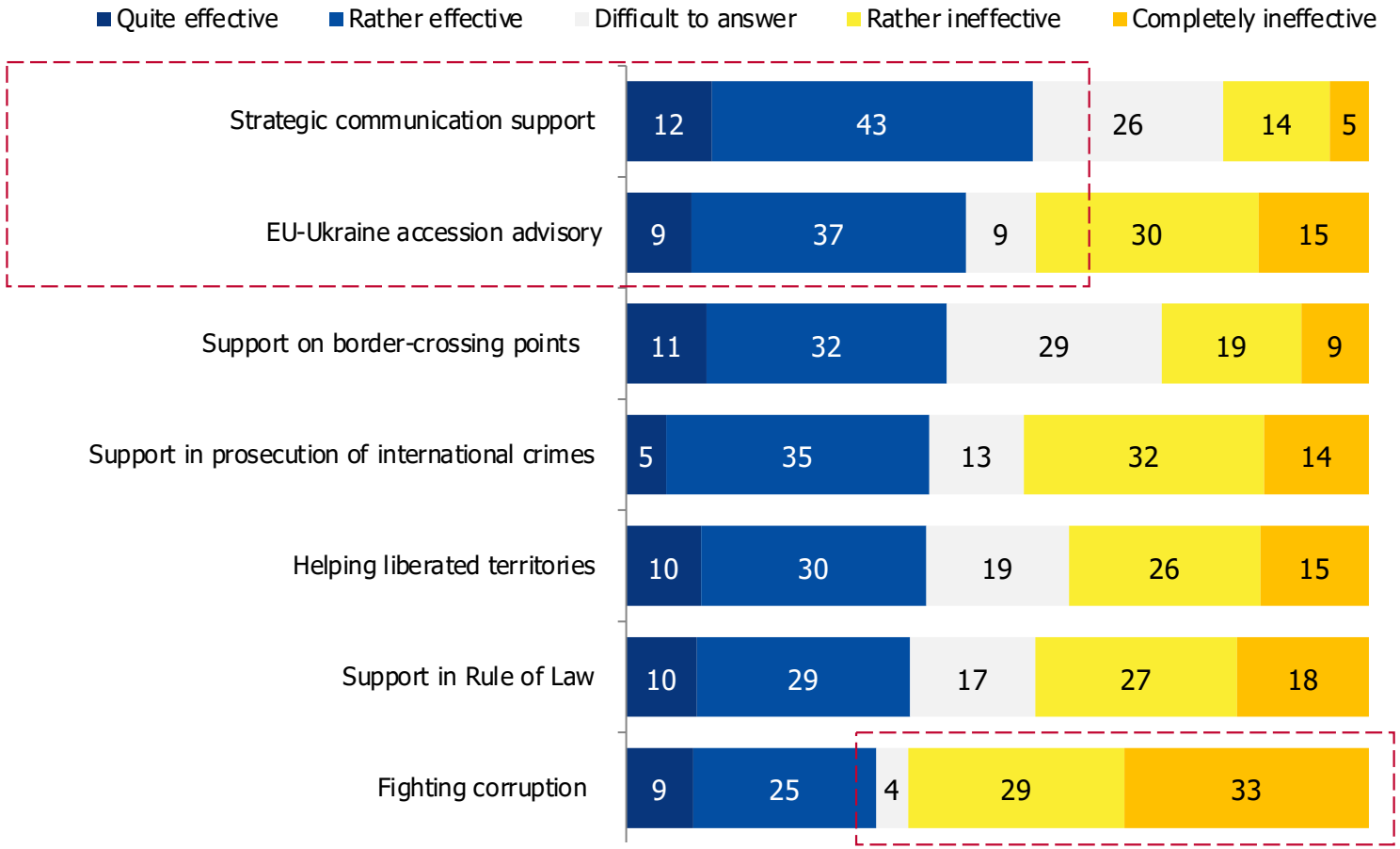
Which EU support out of this list is the most relevant to Ukraine now?

UP TO 3 ANSWERS

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv		Regional centre	Other cities	Villages		18–29	30–39	40–49	50–59	60+		Poor	Low income	Middle income	High income
Fighting corruption	46	46	45	50	45		46	48	44		46	47	42	46	47		44	45	47	47
Helping liberated territories	34	36	40	42	29		34	40	37		46	34	41	35	30		29	37	39	36
Support in prosecution of war crimes	36	34	37	33	43		37	36	35		40	41	37	39	30		30	38	37	36
Support for Ukraine joining the EU	34	29	30	18	36		33	28	29		36	28	31	30	28		23	28	31	37
Military Veterans Reintegration	21	22	21	24	26		22	22	22		27	26	22	21	17		18	23	22	23
Hybrid Threats (disinformation, cyberattacks, sabotage, etc.)	12	10	11	10	18		13	14	8		15	11	12	15	7		4	10	14	12
Support to law enforcement and justice	11	11	7	12	17		15	8	8		14	13	11	9	8		7	8	11	14
Compliance with EU border management standards	10	9	12	11	11		13	10	7		13	10	14	9	8		5	9	12	12
Other	6	7	5	5	8		7	6	6		4	7	4	7	8		8	5	7	5
Difficult to answer	4	6	6	6	3		4	6	6		3	7	4	3	8		11	3	5	5

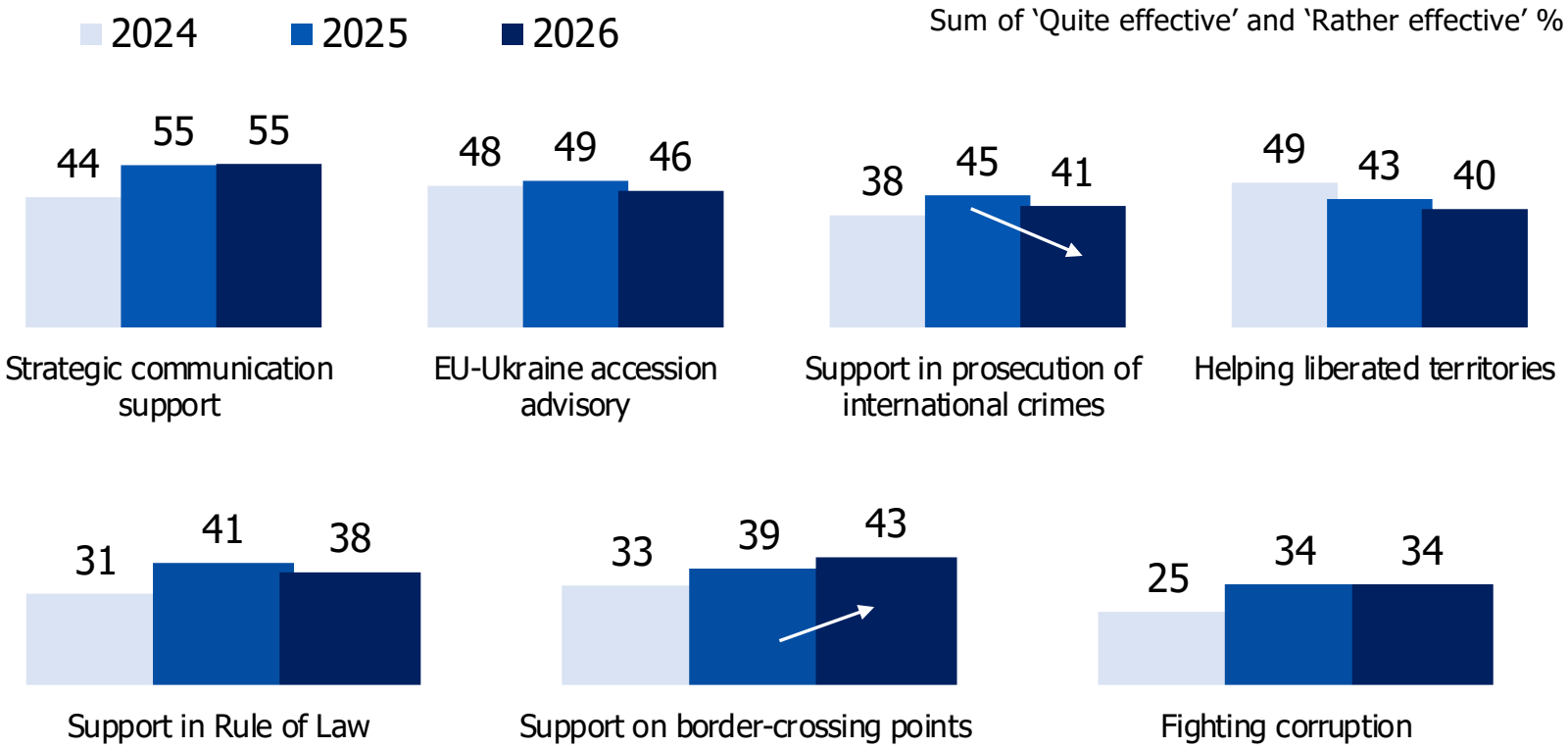
Perception of support from the EU

How effective is the assistance to Ukraine from the European Union in such areas now?



Perception of support from the EU

How effective is the assistance to Ukraine from the European Union in such areas now?



Perception of support from the EU

How effective is the assistance to Ukraine from the European Union in such areas now?

Sum of 'Quite effective' and 'Rather effective' %

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv		Regional centre	Other cities	Villages		18 – 29	30 – 39	40 – 49	50 – 59	60+		Poor	Low income	Middle income	High income
Strategic communication support	60	53	53	44	59		56	53	54		69	63	57	54	40		35	51	59	62
EU-Ukraine accession advisory	55	42	43	34	47		45	44	49		47	49	45	43	45		43	44	44	52
Support on border-crossing points	50	42	41	36	35		40	40	49		51	43	43	40	40		33	40	46	48
Support in prosecution of international crimes	45	41	38	36	40		39	43	41		48	39	41	39	39		34	40	41	45
Helping liberated territories	42	42	40	43	28		38	38	45		50	42	42	37	35		37	41	41	40
Support in Rule of Law	45	33	35	32	44		40	33	40		44	42	40	36	33		26	34	42	44
Fighting corruption	40	31	31	26	34		34	32	35		40	34	31	34	31		32	31	35	35

03

SECTION

EU accession

Public opinion survey · Rating Group · September 2026

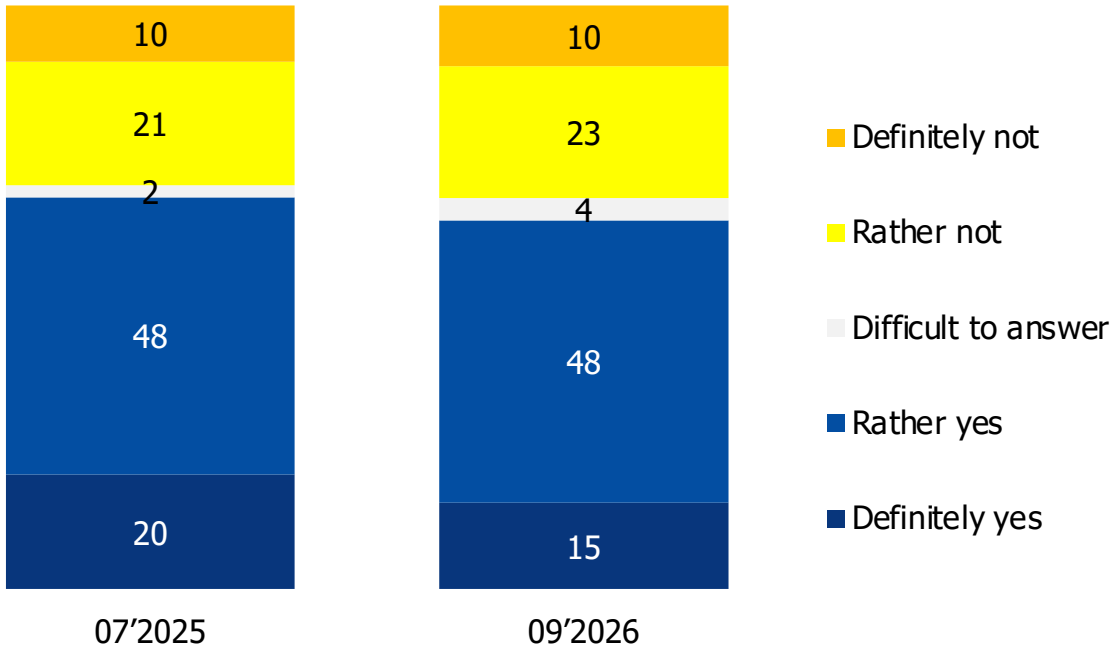
EU accession

KEY FINDINGS

- 63% of Ukrainians believe that Ukraine will be able to implement the reforms required to join the **European Union**, 5 percentage points lower than in 2025, while 33% disagree. Since March 2022, the share of respondents who believe that Ukraine will become an EU member within **one to two years** has steadily declined, from 61% to 6%, while the proportion expecting accession within **five to ten years** has risen from 4% to 32%.
- 33% of respondents believe that Ukraine should **definitely join the European Union**. 56% think that Ukraine may not necessarily join the EU but should strengthen its economic ties with it, while 9% believe that Ukraine should not pursue integration with the European Union. Compared with 2025, there has been a significant decline in the share of respondents who believe that Ukraine should definitely join the EU, from 43% to 33%.
- According to 35% of Ukrainians, joining the European Union would provide Ukraine with **financial support**. 33% identify **economic cooperation** as a key benefit, while 32% cite cooperation in **security and defence**, a further 32% point to **combating corruption**, and 27% mention **security guarantees**. Compared with 2025, there has been a slight decline in the perceived importance of such benefits as cooperation in security and defence, from 36% to 32%, and security guarantees, from 31% to 27%.
- 43% of respondents believe that the **European Union is interested in Ukraine joining the EU**. The share of respondents holding this view fell from 50% in 2025 to 43% in 2026. By contrast, 54% believe that the EU is **not interested in Ukraine's accession.**

EU accession

Do you think that Ukraine will be able to go through the reforms to join the EU?



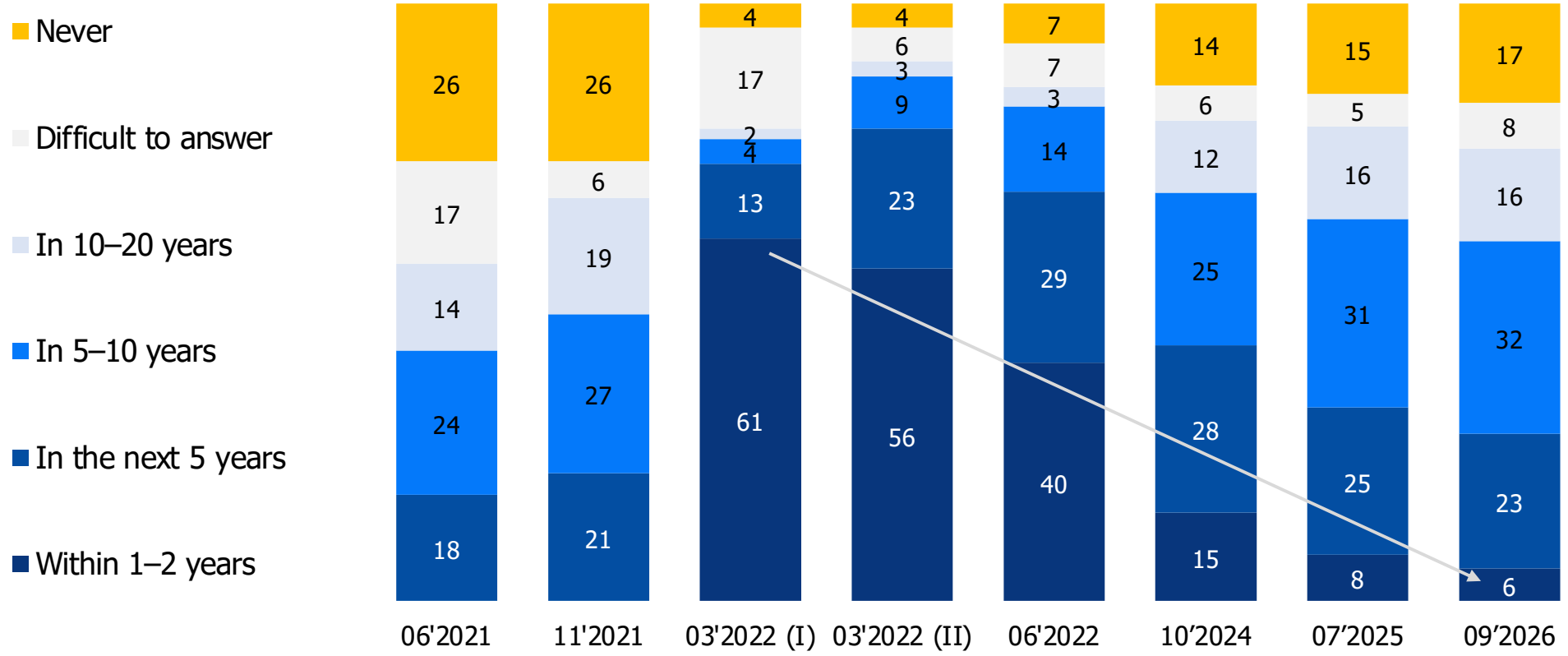
Region. Type of settlement. Age. Income

	Definitely not	Rather not	Difficult to answer	Rather yes	Definitely yes
West	18	53	3	19	7
Centre	15	47	3	23	12
South	10	50	5	23	11
Kyiv	16	44	3	25	13
East	15	36	4	30	14
Regional centre	15	47	4	24	11
Other cities	14	51	3	22	11
Villages	16	48	5	22	9
18–29	13	54	4	25	4
30–39	14	54	5	18	9
40–49	15	48	3	21	11
50–59	14	45	2	24	15
60+	17	43	4	24	12
High income	16	52	2	21	10
Middle income	15	52	3	22	8
Low income	12	46	5	26	11
Poor	18	35	7	21	19

EU accession

RATING GROUP · SEPTEMBER 2026

When do you think Ukraine will become a member of the European Union?



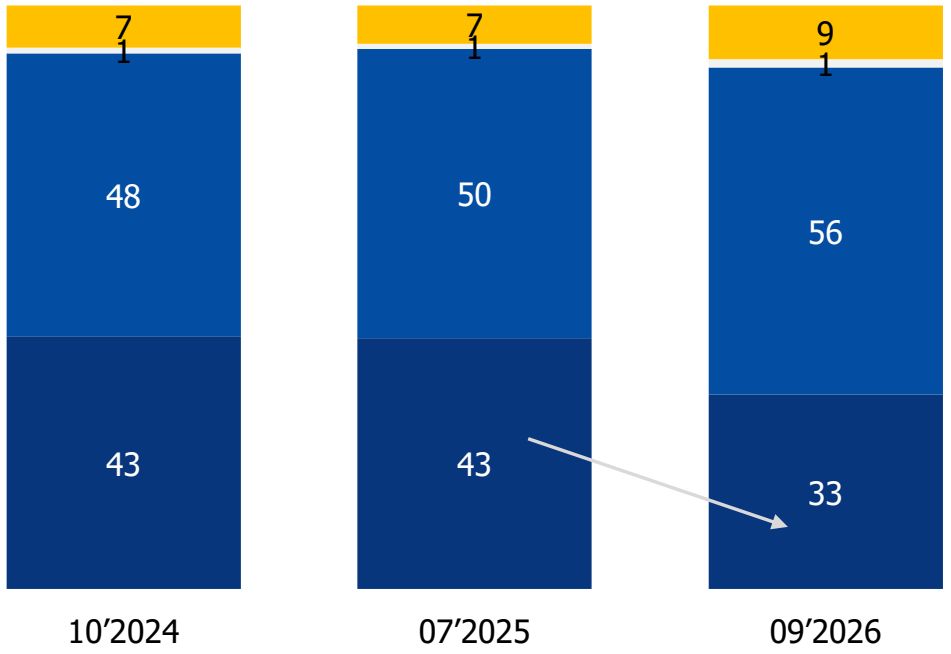
EU accession

When do you think Ukraine will become a member of the European Union? ONE ANSWER

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv	Regional centre	Other cities	Villages	18–29	30–39	40–49	50–59	60+	Poor	Low income	Middle income	High income
Within 1–2 years	7	4	4	7	6	4	5	7	5	2	6	4	8	9	7	4	5
In the next 5 years	26	21	22	16	22	22	22	23	29	21	22	16	24	21	21	25	23
In 5–10 years	34	33	30	26	34	33	31	32	34	37	31	33	28	21	28	35	37
In 10–20 years	14	17	15	12	20	18	15	12	19	15	15	19	12	14	17	15	15
Never	12	16	19	30	14	16	18	16	7	17	21	20	17	26	17	15	15
Difficult to answer	6	9	9	9	4	6	9	9	6	7	5	7	11	9	10	7	5

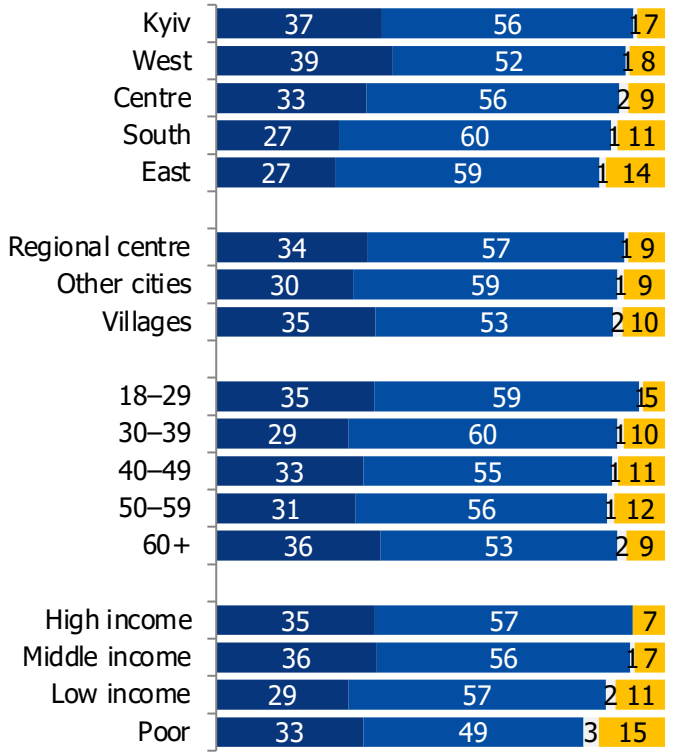
EU accession

With which of the following statements about joining the European Union do you agree more?



- Ukraine does not need to integrate into the European Union at all
- Difficult to answer
- Ukraine may not join the EU, but it should strengthen economic ties with the EU
- Ukraine should join the EU

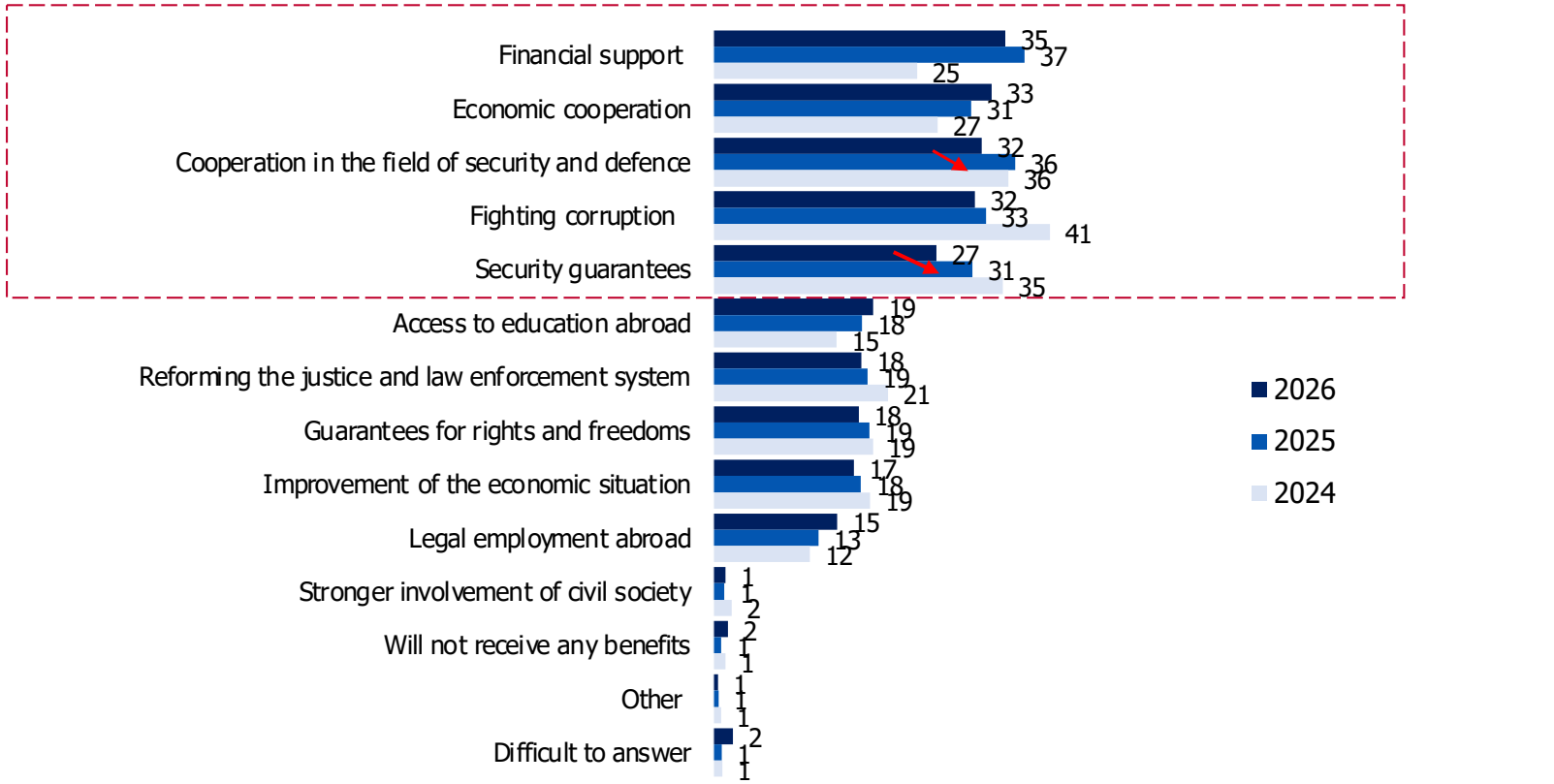
Region. Type of settlement. Age. Income



EU accession

How can Ukraine benefit from joining the European Union?

UP TO THREE ANSWERS



EU accession

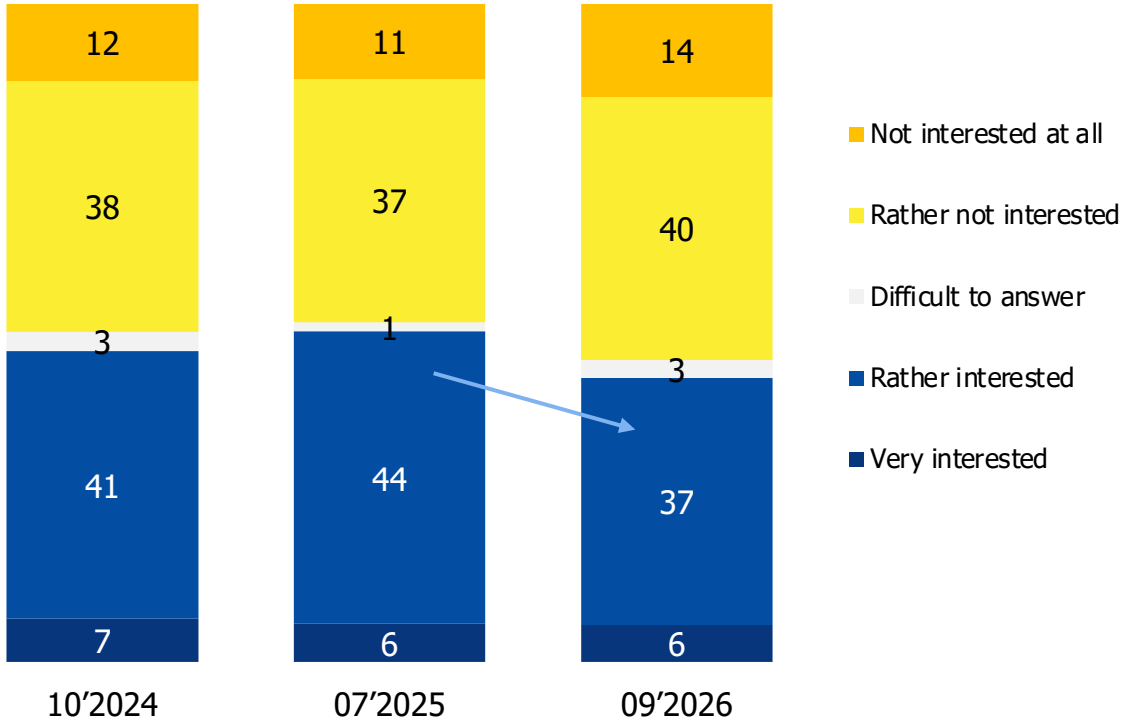
How can Ukraine benefit from joining the European Union?

UP TO 3 ANSWERS

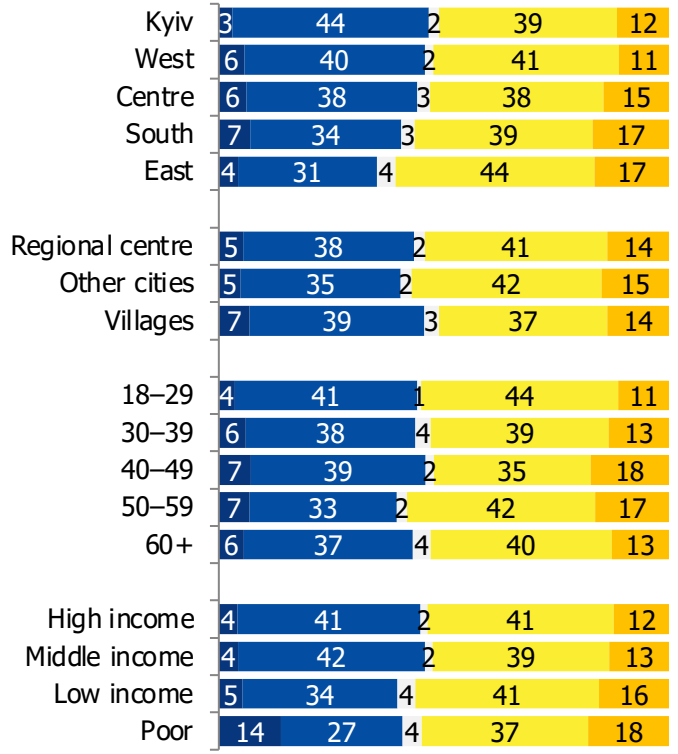
REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv	Regional centre	Other cities	Villages	18 – 29	30 – 39	40 – 49	50 – 59	60+	Poor	Low income	Middle income	High income
Financial support	36	34	30	36	48	38	35	32	42	35	30	31	36	33	36	36	34
Economic cooperation	34	32	33	34	38	37	34	29	33	41	33	35	29	22	27	36	43
Cooperation in the field of security and defence	30	31	35	29	38	35	32	30	34	28	33	34	33	28	32	34	32
Fighting corruption	37	29	29	32	29	29	29	36	29	29	30	34	34	34	30	31	33
Security guarantees	25	29	27	24	27	26	29	26	31	25	26	24	28	31	27	26	26
Access to education abroad	17	20	22	23	16	19	21	18	20	24	18	17	18	15	20	22	17
Reforming the justice and law enforcement system	21	14	14	16	30	22	16	15	17	21	21	19	14	12	14	19	23
Guarantees for rights and freedoms	16	18	18	19	15	18	18	16	16	18	20	18	16	17	19	18	16
Improvement of the economic situation	16	17	18	19	16	18	17	16	25	22	18	10	13	16	15	18	18
Legal employment abroad	14	14	17	17	14	15	15	15	18	20	16	16	9	12	16	15	15
Stronger involvement of civil society	2	1	1	2	3	2	1	1	2	2	2	1	1	1	1	2	2
Will not receive any benefits	1	2	3	2		1	2	2		1	3	4	2	4	2	1	1
Other		1	1	1		1	1				1	1		1		1	
Difficult to answer	3	2	2	1	1	2	2	4	1	3	2	2	3	5	4	1	2

EU accession

Do you think the EU is interested in Ukraine joining the EU?



Region. Type of settlement. Age. Income



04

SECTION

Assessments and attitudes towards reforms

Public opinion survey · Rating Group · September 2026

Assessments and attitudes towards reforms

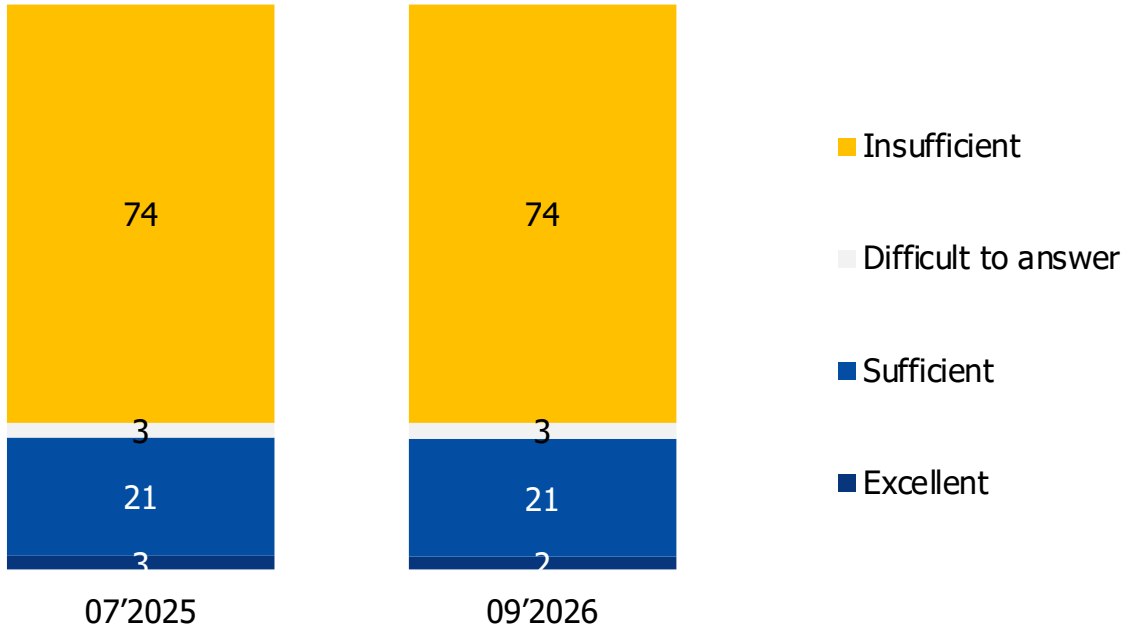
KEY FINDINGS

- **74% of respondents** consider the **Ukrainian authorities' efforts to implement reforms** in Ukraine to be **insufficient**, while 21% regard them as sufficient and 2% as excellent. Respondents are most satisfied with the pace of **digital transformation** (68%) and progress in **promoting gender equality** (51%). Lower levels of satisfaction were recorded for reform of the **Security Service of Ukraine** (44%), the **customs system** (33%), and the **police** (30%). The lowest ratings were given to **combating corruption**, with 83% expressing dissatisfaction, and to reform of the **judiciary and prosecution service**, with 71% dissatisfied. Compared with 2025, satisfaction declined in relation to **promoting gender equality**, from 60% to 51%, and **police reform**, from 34% to 30%.

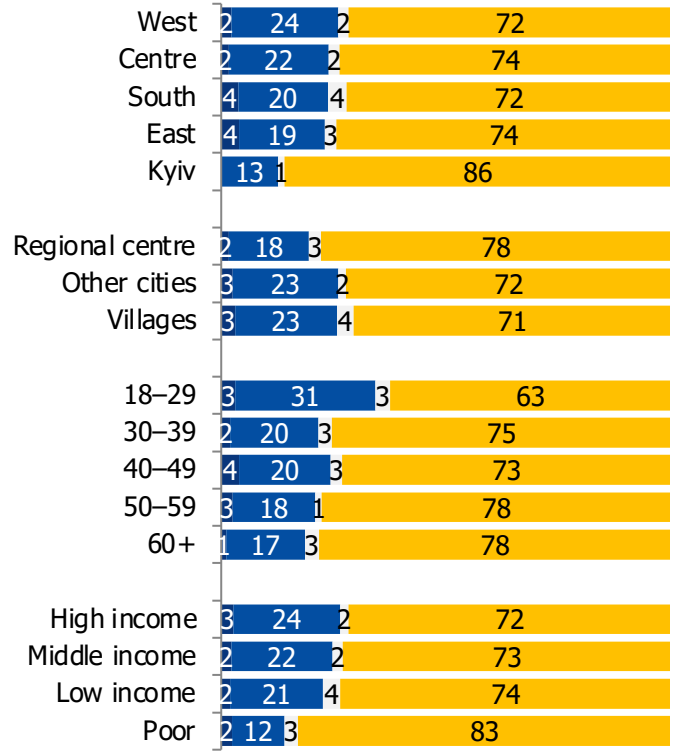
- Respondents consider **combating corruption** (78%) and **reform of the judiciary and prosecution service** (46%) to be the most important priorities for Ukraine. Other areas are viewed as less important, including **police reform** (19%), reform of the **Security Service of Ukraine** (14%), reform of the **customs system** (8%), **digital transformation** (7%), and **promoting gender equality** (4%).

Assessments and attitudes towards reforms

How do you evaluate the efforts of the Ukrainian political leadership in running reforms in Ukraine?

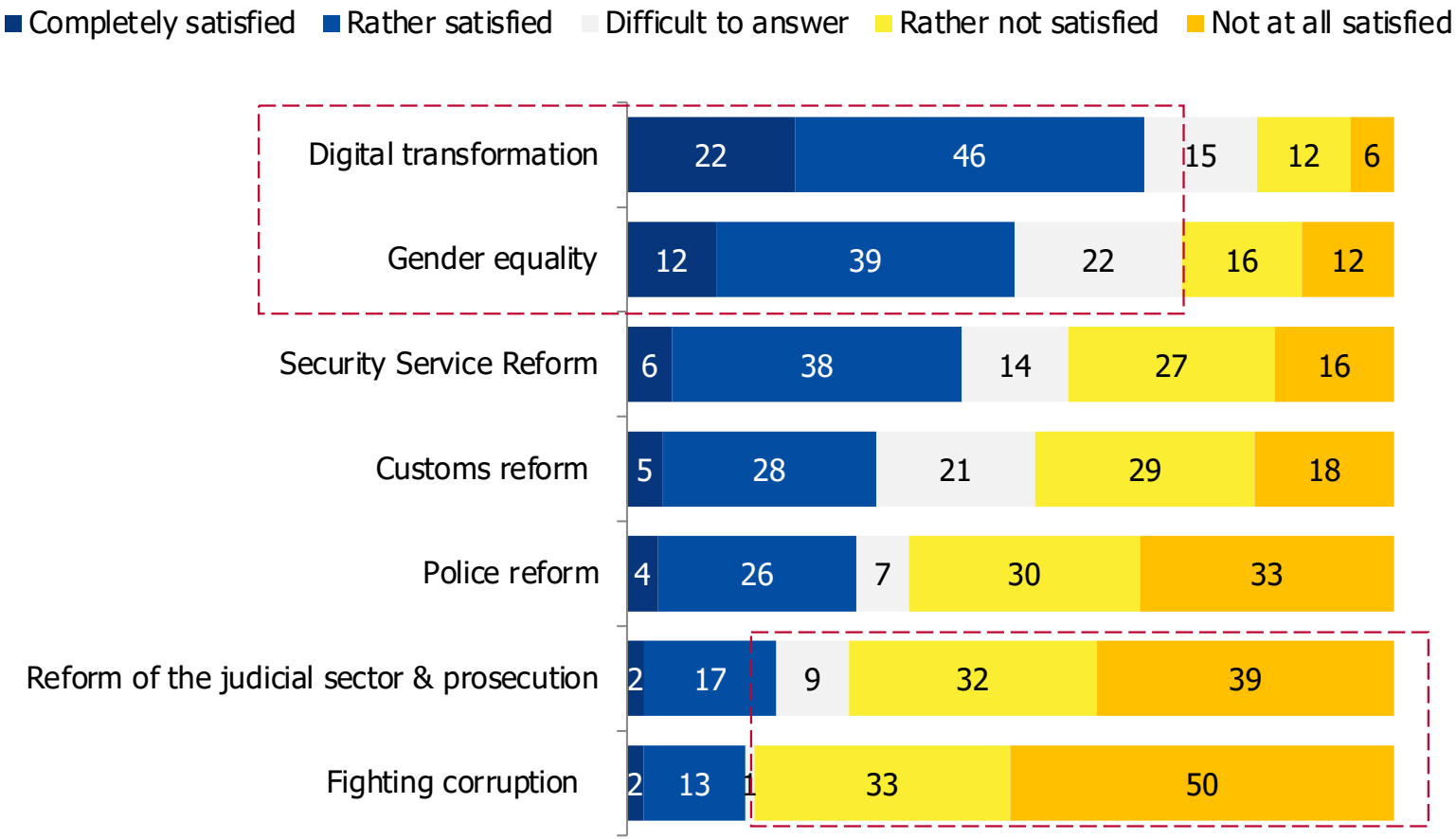


Region. Type of settlement. Age. Income



Assessments and attitudes towards reforms

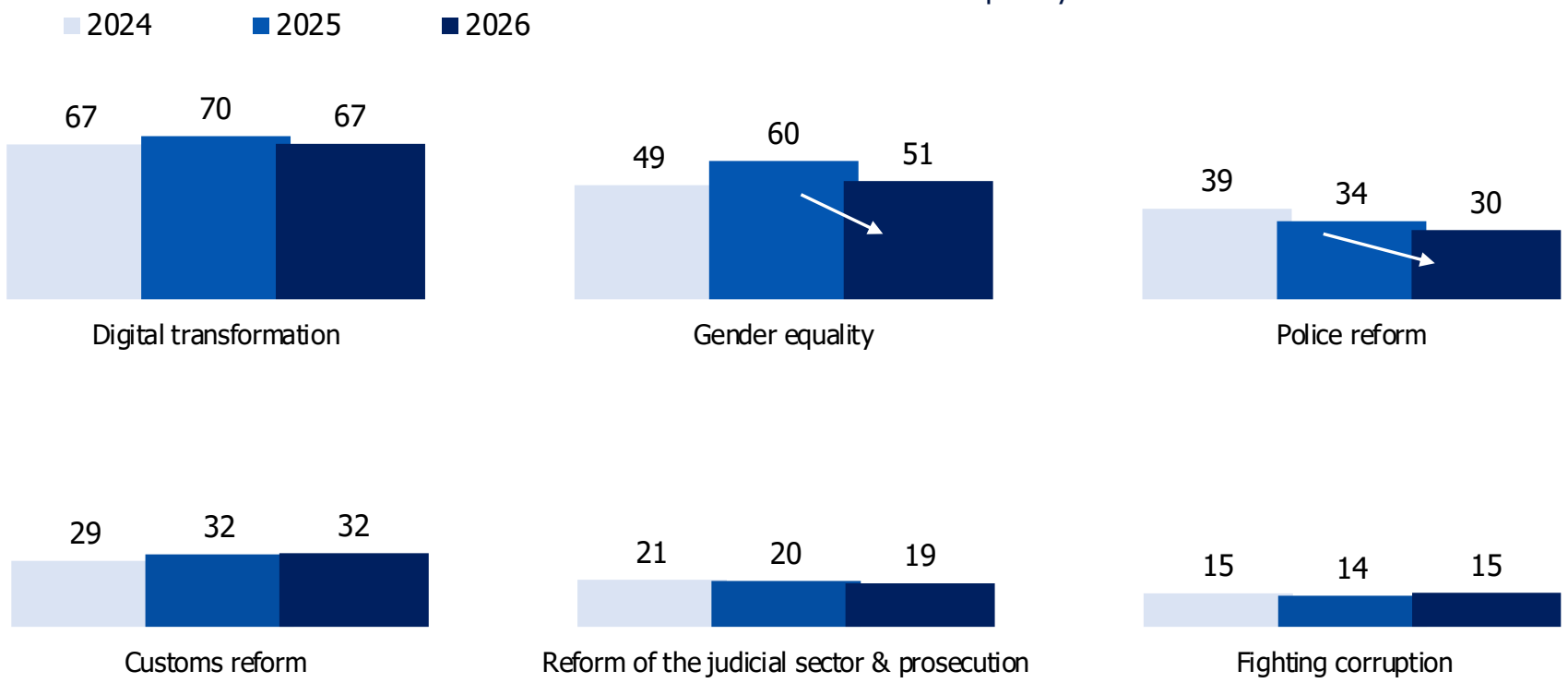
How satisfied are you with the reform progress in these areas:



Assessments and attitudes towards reforms

How satisfied are you with the reform progress in these areas:

Sum of 'Completely satisfied' and 'Rather satisfied' %



Assessments and attitudes towards reforms

How satisfied are you with the reform progress in these areas

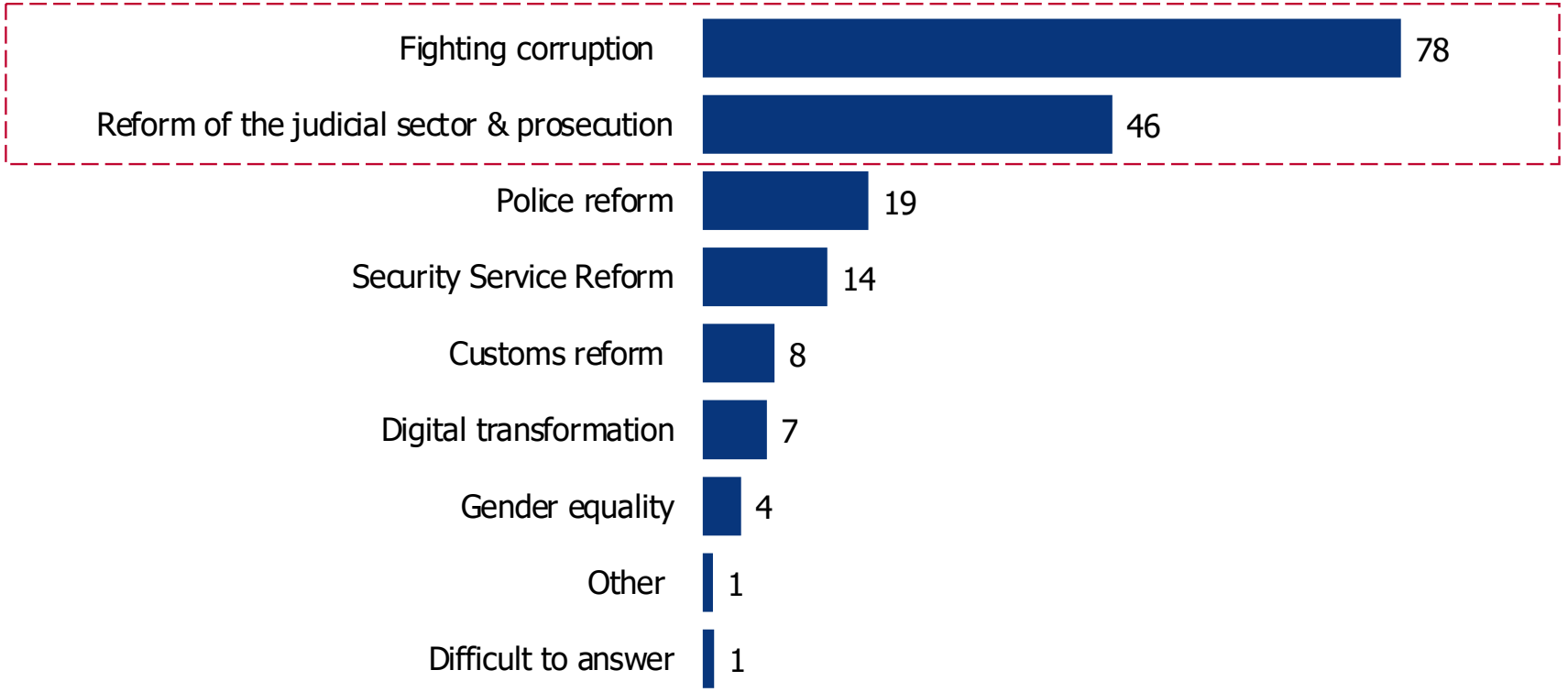
Sum of 'Completely satisfied' and 'Rather satisfied' %

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv		Regional centre	Other cities	Villages		18 – 29	30 – 39	40 – 49	50 – 59	60+		Poor	Low income	Middle income	High income
Digital transformation	68	67	65	64	76		72	67	62		81	75	71	70	52		45	56	75	79
Gender equality	53	49	47	46	60		53	51	48		63	53	54	54	38		35	44	56	57
Security Service Reform	48	44	43	38	37		39	45	48		57	48	41	35	39		38	41	46	46
Customs reform	37	31	34	32	20		28	33	37		53	34	34	24	23		29	31	34	34
Police reform	32	27	30	31	31		30	33	27		46	32	30	23	23		16	28	33	34
Reform of the judicial sector & prosecution	21	19	22	18	10		18	21	20		39	23	22	9	9		15	18	20	24
Fighting corruption	19	15	15	14	8		13	17	18		26	14	17	10	12		10	16	17	16

Assessments and attitudes towards reforms

Which of these reforms are the most important for Ukraine?

TWO ANSWERS



Assessments and attitudes towards reforms

Which of these reforms are the most important for Ukraine?

TWO ANSWERS

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv	Regional centre	Other cities	Villages	18 – 29	30 – 39	40 – 49	50 – 59	60+	Poor	Low income	Middle income	High income
Fighting corruption	81	77	77	83	77	79	79	78	78	78	73	78	83	78	80	79	76
Reform of the judicial sector & prosecution	47	43	42	47	63	53	46	38	41	49	46	53	43	32	44	48	51
Police reform	17	21	19	16	19	18	18	21	28	23	22	12	12	21	17	19	19
Security Service Reform	14	16	15	9	9	10	15	18	12	12	17	14	15	16	13	16	12
Customs reform	8	7	8	10	9	8	8	8	10	12	6	8	6	6	6	9	10
Digital transformation	7	8	8	7	6	8	7	6	12	9	8	6	4	4	6	8	9
Gender equality	4	4	6	5	2	5	5	3	8	3	4	3	4	5	6	4	3
Other		2	1	2	2	1	1	1			1	2	2	1	2	1	1
Difficult to answer	2	1	1	1		1	1	2		1	2	1	2	2	2	1	2

05

SECTION

Threats and challenges

Public opinion survey · Rating Group · September 2026

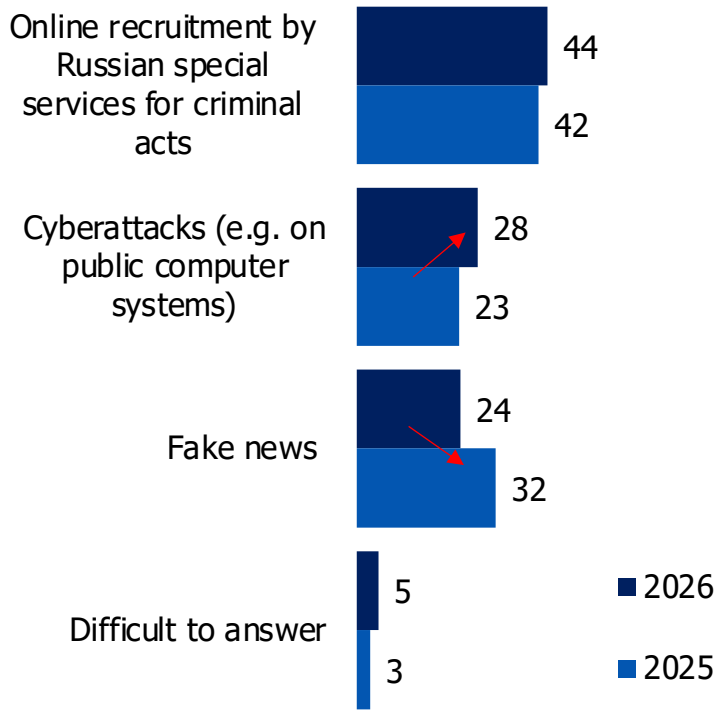
Threats and challenges

KEY FINDINGS

- Among Russian hybrid threats, respondents consider online recruitment by Russian intelligence services for the purpose of committing crimes to pose the greatest threat to Ukraine's security (44%). Other threats identified by respondents include cyberattacks (28%) and fake news (24%).
- 57% of respondents believe that the **hybrid threat posed by Russia is increasing**, 28% believe it remains unchanged, and 11% think it is decreasing. 68% assess the threat as high, 27% as moderate, and 3% as low. According to 64% of respondents, **Ukraine is moderately prepared** to counter Russia's hybrid warfare. 16% believe that Ukraine is well prepared, while 17% consider it unprepared.
- **Rehabilitation** is considered the best form of support for veterans by 62% of respondents. 44% identify **employment and job opportunities**, while a further 44% cite **access to healthcare**. 30% point to **support for veteran communities**, and 5% to **education and training**.
- Among the main **challenges facing veterans** as they return to civilian life, respondents most frequently cited **PTSD and stress** (63%), **disability** (62%), **health problems** (53%), **lack of employment opportunities** (47%), and **alcohol and drug addiction** (44%). The most notable change compared with 2025 concerns disability: 54% of respondents identified it as a challenge in 2025, rising to 62% in 2026. Challenges viewed as less significant include **lack of respect** (33%), **law-breaking and involvement in criminal activity** (29%), **domestic violence** (24%), and **lack of access to education and training** (14%).

Threats and challenges

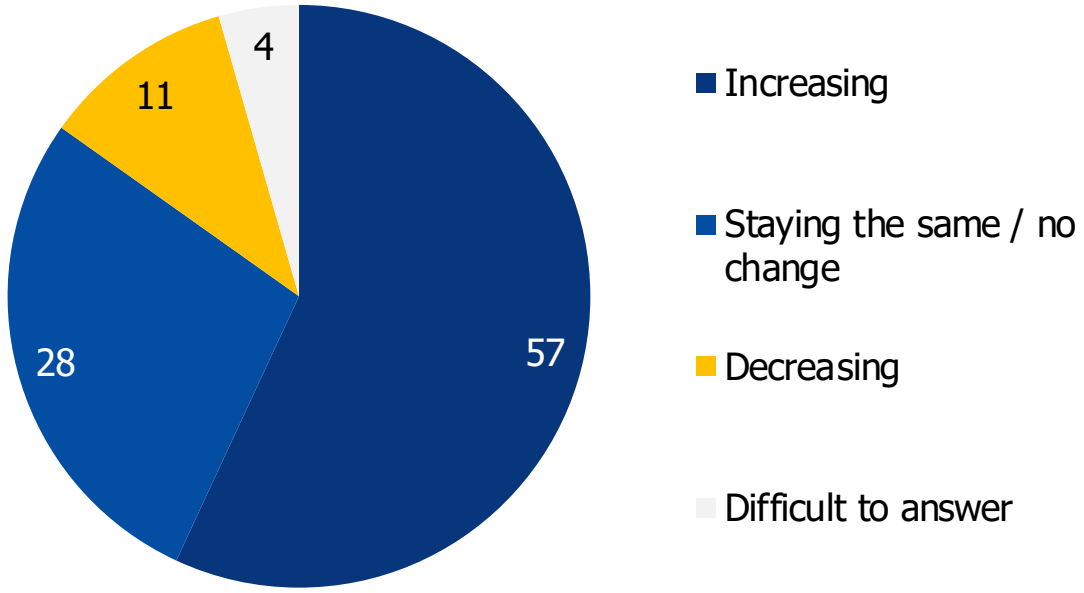
Which of the following Russian hybrid threats in your opinion are of the greatest concern to the safety and security of Ukraine?



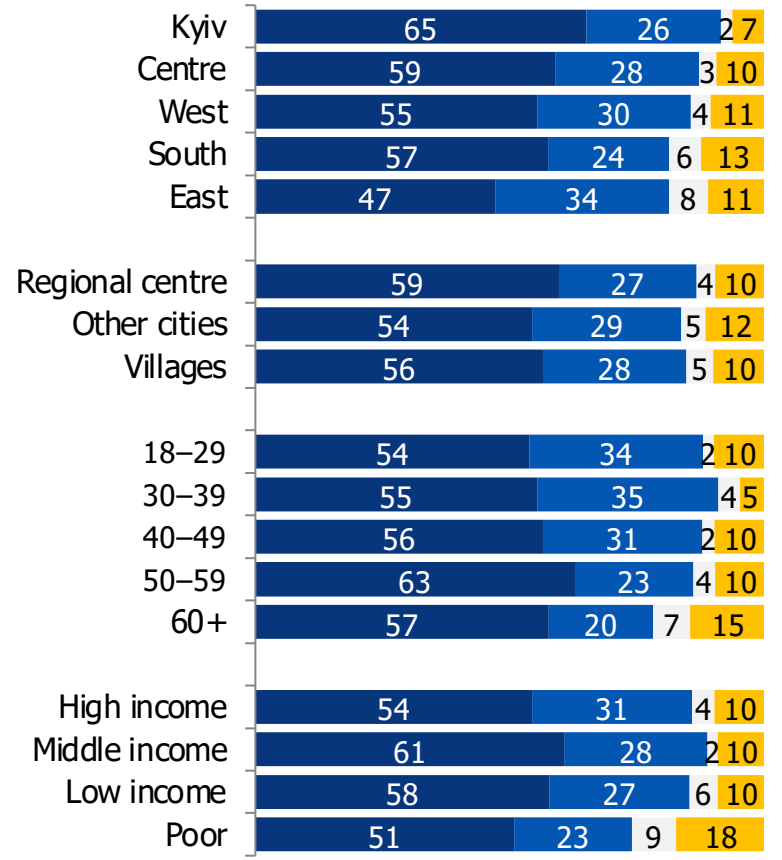
REGIONS. TYPE OF SETTLEMENT. AGE. INCOME	West	Centre	South	East	Kyiv	Regional centre	Other cities	Villages	18 – 29	30 – 39	40 – 49	50 – 59	60+	Poor	Low income	Middle income	High income
Online recruitment by Russian special services for criminal acts	42	45	44	38	44	44	43	43	52	48	43	37	40	40	40	46	46
Cyberattacks (e.g. on public computer systems)	28	28	28	27	23	26	31	27	26	26	29	27	29	31	29	26	27
Fake news	24	21	24	27	28	25	21	24	19	23	24	31	23	20	23	24	24
Difficult to answer	5	5	4	8	5	5	4	6	3	3	4	5	9	10	8	3	2

Threats and challenges

Do you see Russian hybrid warfare increasing or decreasing?

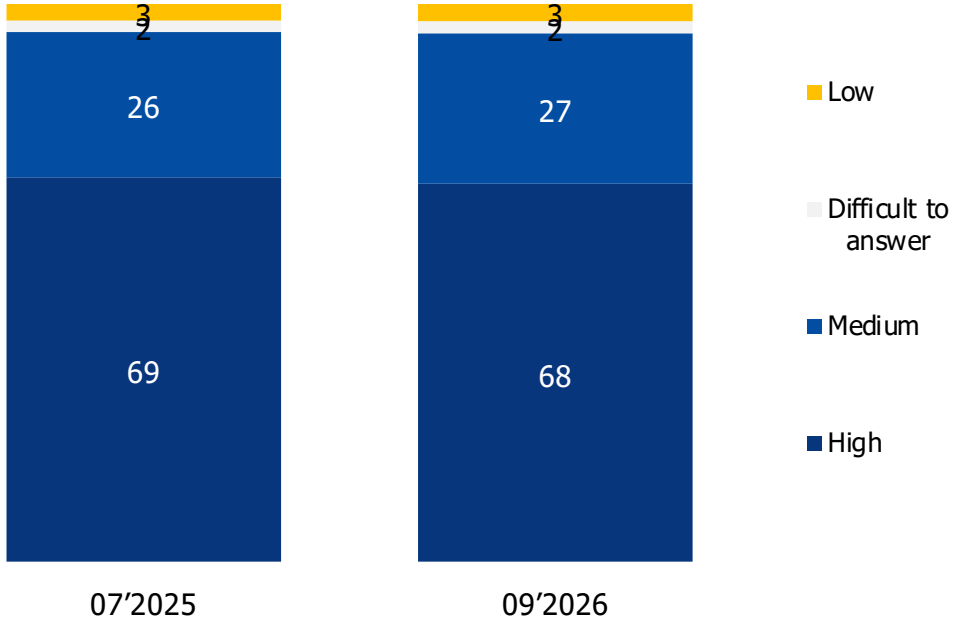


Region. Type of settlement. Age. Income

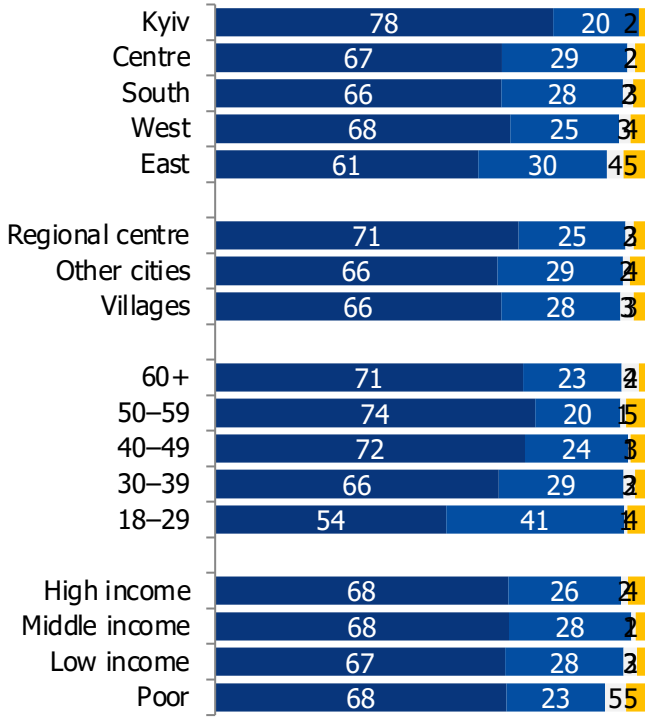


Threats and challenges

How do you see the Russian hybrid threat?

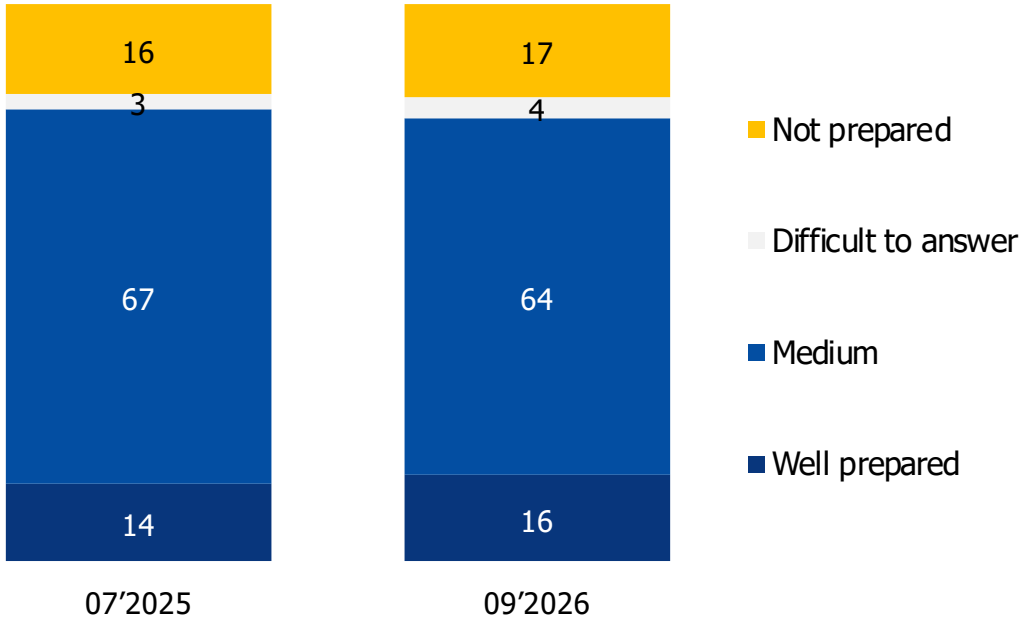


Region. Type of settlement. Age. Income

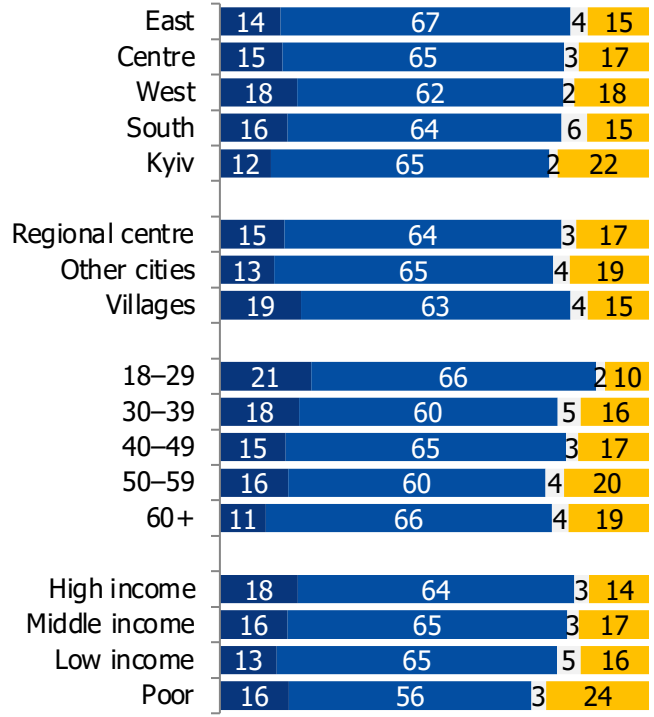


Threats and challenges

Do you think Ukraine is well prepared to counter Russian hybrid warfare?

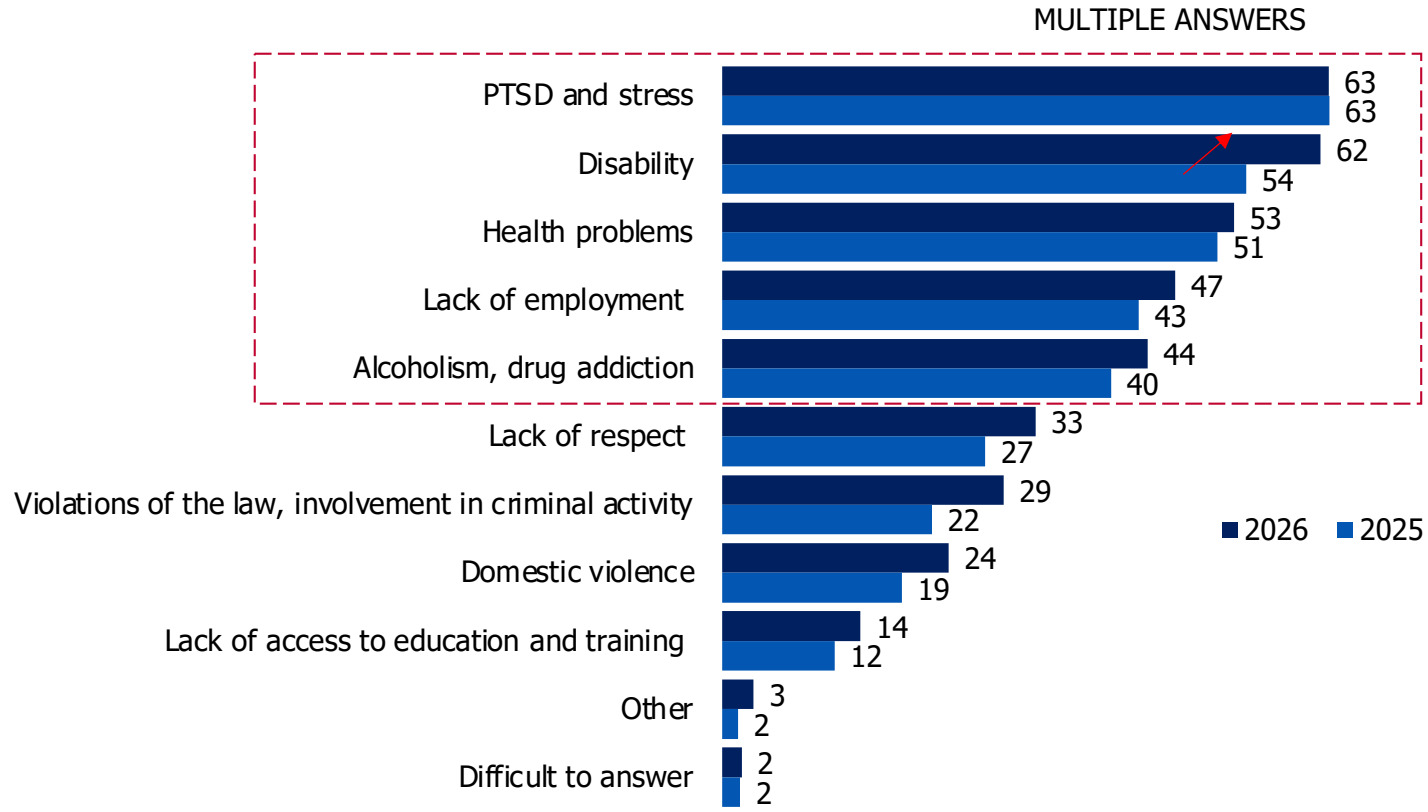


Region. Type of settlement. Age. Income



Threats and challenges

What are the biggest challenges veterans face in transitioning back into civilian roles?



Threats and challenges

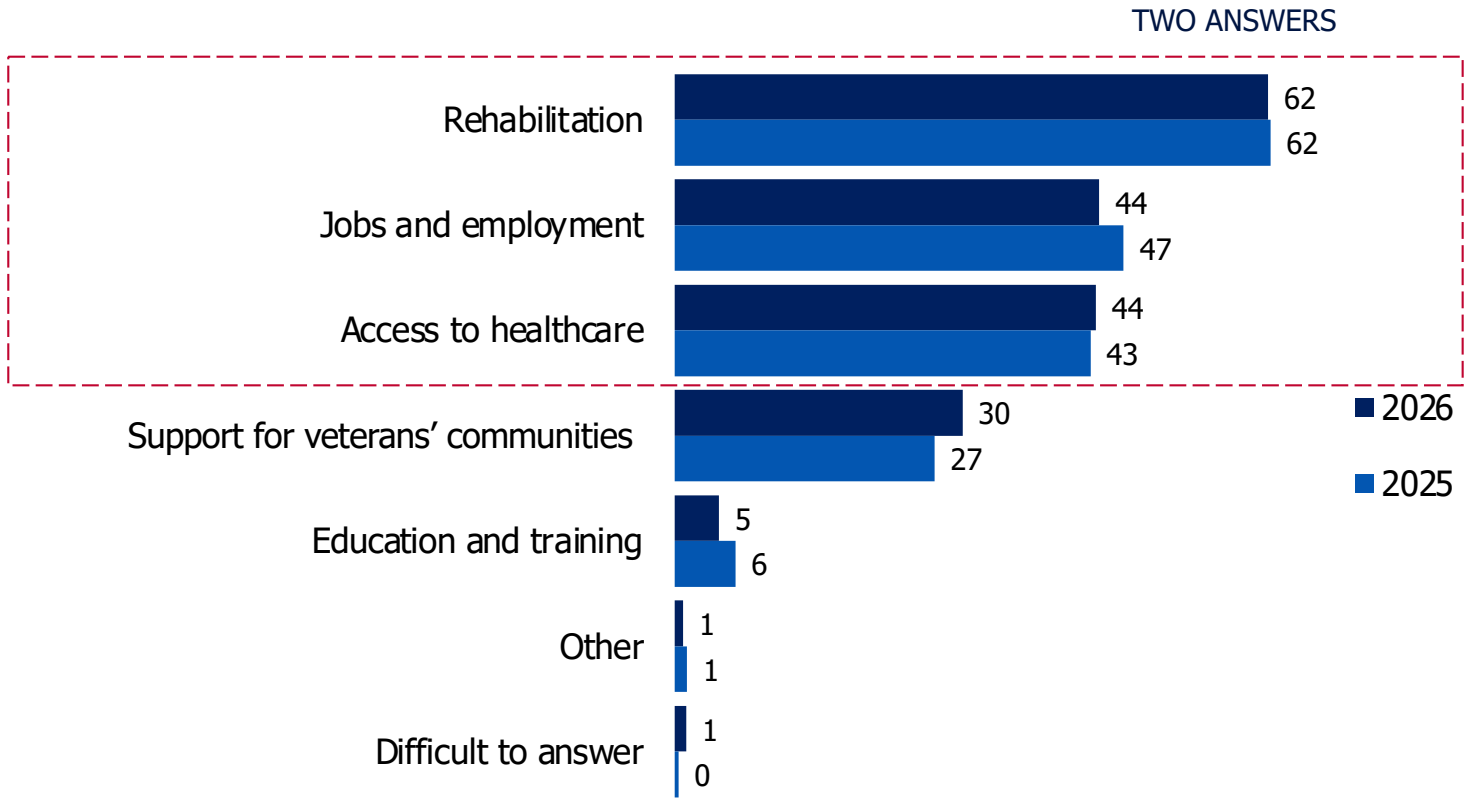
What are the biggest challenges veterans face in transitioning back into civilian roles?

MULTIPLE ANSWERS

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv	Regional centre	Other cities	Villages	18 – 29	30 – 39	40 – 49	50 – 59	60+	Poor	Low income	Middle income	High income
PTSD and stress	62	62	61	61	74	69	65	55	73	71	70	62	49	46	56	67	73
Disability	64	63	61	58	62	63	63	60	69	63	60	61	59	57	61	65	61
Health problems	55	52	52	51	56	51	57	53	44	53	53	56	56	58	52	55	50
Lack of employment	48	43	47	53	52	49	46	46	50	52	48	44	44	49	45	46	49
Alcoholism, drug addiction	46	42	41	47	51	49	45	38	50	48	43	46	38	45	40	45	48
Lack of respect	32	35	31	22	39	33	32	33	34	34	35	34	29	34	34	33	30
Violations of the law, involvement in criminal activity	32	28	26	26	36	30	32	26	33	30	28	31	26	30	27	31	30
Domestic violence	25	23	22	19	28	24	25	22	31	23	26	24	18	23	22	24	24
Lack of access to education and training	15	14	16	11	15	13	16	15	15	16	14	13	14	21	15	12	14
Other	3	3	4	5	3	3	4	2	4	4	2	2	4	5	4	2	4
Difficult to answer	2	3	2	3	1	1	2	3	2	2	2	1	3	3	2	1	2

Threats and challenges

What would be the best for veterans?



Threats and challenges

What would be the best for veterans?

TWO ANSWERS

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME	West	Centre	South	East	Kyiv		Regional centre	Other cities	Villages		18 – 29	30 – 39	40 – 49	50 – 59	60+		Poor	Low income	Middle income	High income
Rehabilitation	63	61	59	65	65		63	62	59		70	65	63	65	52		58	58	66	62
Jobs and employment	44	41	43	56	50		47	42	43		39	48	46	41	46		39	43	44	48
Access to healthcare	44	44	48	37	39		40	46	46		42	41	45	43	46		49	49	41	39
Support for veterans' communities	29	31	30	25	30		32	28	29		38	31	25	29	28		30	28	30	32
Education and training	4	5	4	5	7		6	6	3		4	3	6	5	5		3	4	5	5
Other	1	2	1				1	1	1			1	1	1	1		2	1	1	
Difficult to answer	1	1	1		2		1	1	1			1	1	2	2		1	1	1	2

06

SECTION

Sources of information

Public opinion survey · Rating Group · September 2026

Sources of information

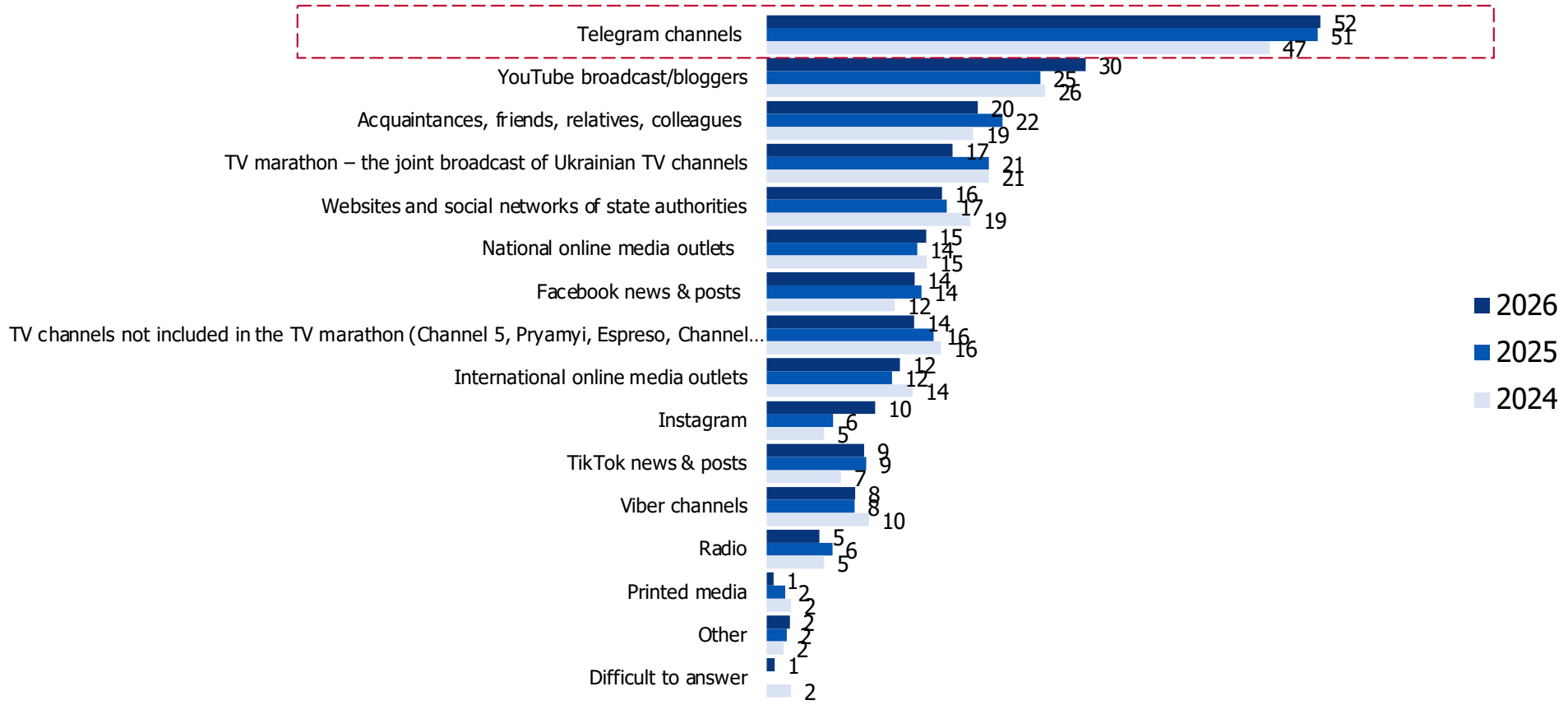
- The most common source of information about developments in Ukraine is **Telegram channels** (52%). **YouTube broadcasts and videos by bloggers** were also frequently cited (30%), which is 5 percentage points higher than in 2025. A further 20% of respondents said they receive information from **acquaintances, friends, relatives or colleagues**.
- According to respondents, **fake news and disinformation** are most commonly spread through **social media** (59%), **messaging channels** (46%), **YouTube** (26%), and **television** (25%). **Personal communication with friends, family members or colleagues** was identified as a channel for spreading false information by 18% of respondents, while 17% cited **online media**, 9% **radio**, and 8% **newspapers and magazines**.
- When it comes to **debunking disinformation and fake news**, respondents place the greatest trust in **independent journalists** (47%) and the **Centre for Countering Disinformation** (35%). However, the latter was cited by a larger share of respondents in 2025 (42%). Lower levels of trust were recorded for the **Office of the President of Ukraine** (20%), **international organisations** (19%), and **civil society organisations** (14%).

Sources of information

RATING GROUP · SEPTEMBER 2026

Where do you normally go to get trusted information and media updates from?

UP TO 3 ANSWERS



Sources of information

Where do you normally go to get trusted information and media updates from?

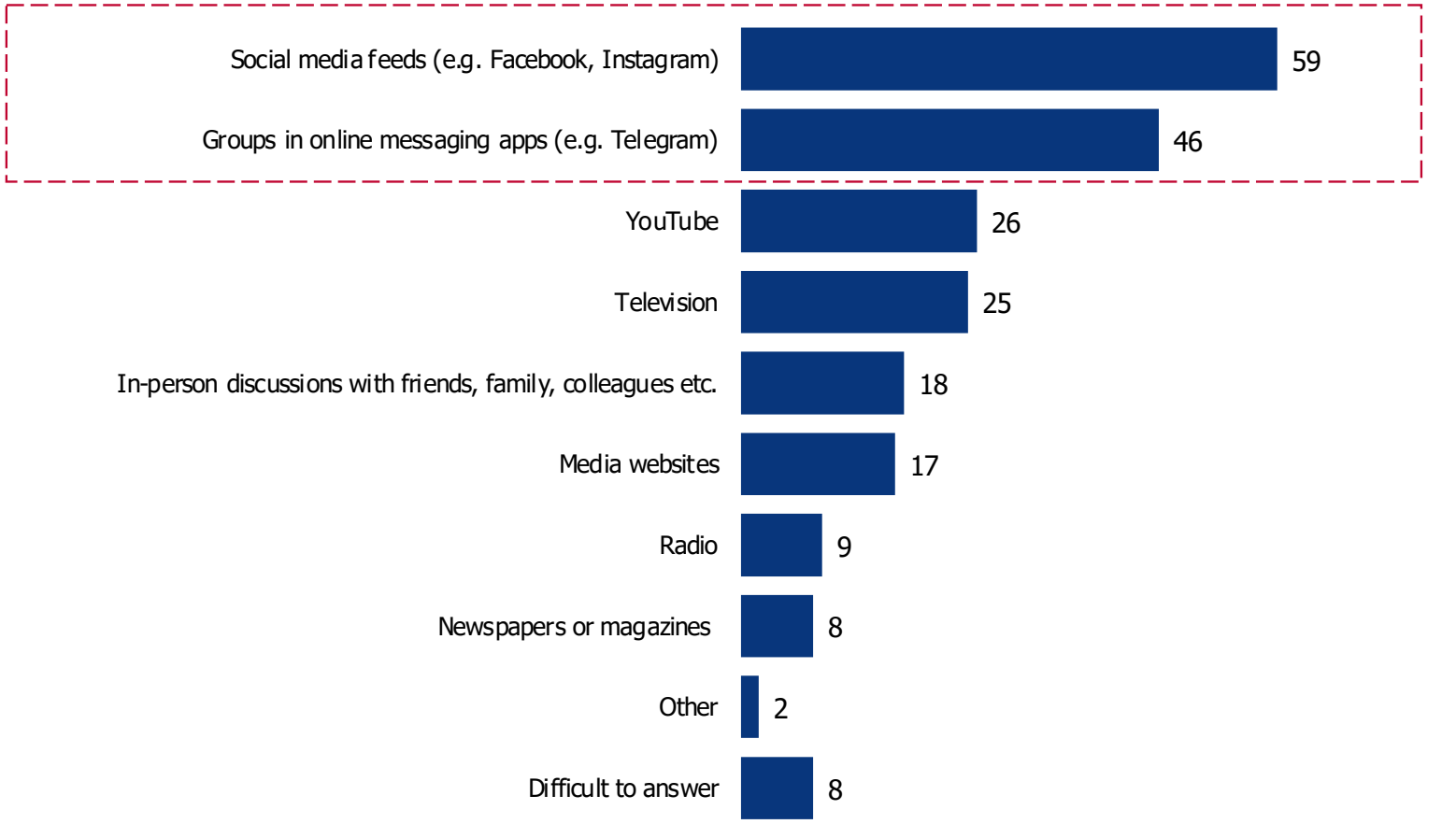
UP TO THREE ANSWERS

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv	Regional centre	Other cities	Villages	18 – 29	30 – 39	40 – 49	50 – 59	60+	Poor	Low income	Middle income	High income
Telegram channels	46	48	56	57	62	59	53	42	75	65	57	48	28	37	44	56	60
YouTube broadcast/bloggers	26	28	30	34	43	33	31	24	23	29	31	37	30	21	28	30	35
Acquaintances, friends, relatives, colleagues	18	18	22	21	21	20	19	20	25	23	18	17	17	24	19	20	18
TV marathon – the joint broadcast of Ukrainian TV channels	18	21	18	12	7	12	19	22	4	8	11	18	34	29	24	13	11
Websites and social networks of state authorities	17	15	17	17	17	16	18	15	28	24	17	13	7	6	13	19	21
National online media outlets	17	15	11	15	22	18	13	12	13	13	18	19	12	12	10	16	19
Facebook news & posts	17	13	11	15	13	11	15	16	3	14	17	19	15	15	15	13	12
TV channels not included in the TV marathon	16	14	12	8	15	12	15	15	4	4	10	16	26	20	17	13	10
International online media outlets	11	13	11	13	19	16	12	8	16	15	15	16	6	5	7	15	18
Instagram	13	8	9	9	10	10	9	12	25	13	7	6	4	11	9	10	11
TikTok news & posts	9	9	11	12	5	7	10	11	10	9	11	8	8	12	11	9	6
Viber channels	9	9	8	4	8	7	8	10	5	10	8	9	9	7	10	10	5
Radio	4	7	4	2	5	5	4	5		3	3	5	10	6	8	4	2
Printed media		1	1					1					2	1	1	1	1
Other	3	1	2	4	2	3	2	1	2	2	3	1	3	2	2	2	3
Difficult to answer	1	1	1	1			1	1	1	1	1		1	2	1	1	1

Sources of information

On which information sources do you think disinformation and "fake news" are most widespread?

MULTIPLE ANSWERS



Sources of information

On which information sources do you think disinformation and "fake news" are most widespread?

MULTIPLE ANSWERS

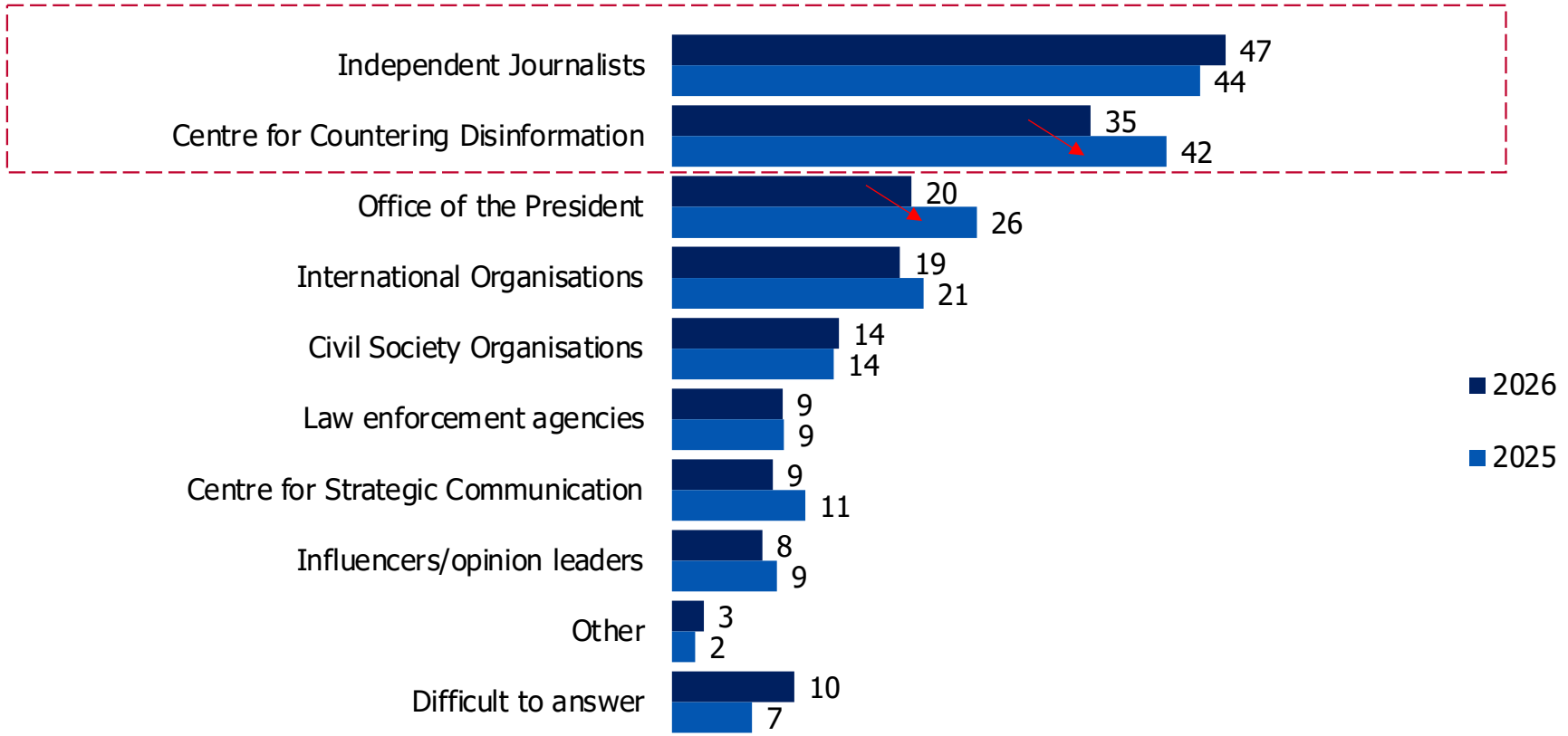
REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv	Regional centre	Other cities	Villages	18 – 29	30 – 39	40 – 49	50 – 59	60+	Poor	Low income	Middle income	High income
Social media feeds (e.g. Facebook, Instagram)	63	57	56	61	53	57	60	59	64	72	60	60	45	47	54	62	64
Groups in online messaging apps (e.g. Telegram)	48	45	42	38	57	51	44	41	61	54	52	42	30	24	39	52	53
YouTube	24	28	27	29	24	27	27	25	26	25	27	25	27	24	23	28	28
Television	26	24	24	26	30	27	26	23	26	28	31	23	21	23	23	26	29
In-person discussions with friends, family, colleagues etc.	16	19	18	18	23	20	18	16	27	18	18	15	15	13	16	20	21
Media websites	17	18	14	17	20	18	17	16	17	17	18	18	16	14	17	19	16
Radio	9	9	8	14	8	10	8	9	9	10	11	9	8	8	10	9	9
Newspapers or magazines	8	9	7	10	8	8	7	9	7	10	10	8	7	8	8	8	9
Other	2	2	3	2	1	2	2	3	1		3	2	3	3	2	2	1
Difficult to answer	7	10	7	6	5	7	7	10	1	3	4	7	18	18	12	5	4

Sources of information

RATING GROUP · SEPTEMBER 2026

Which entity would you trust the most to "debunk" disinformation or fake news?

UP TO THREE ANSWERS



Sources of information

Which entity would you trust the most to "debunk" disinformation or fake news?

UP TO THREE ANSWERS

REGIONS. TYPE OF SETTLEMENT. AGE. INCOME.	West	Centre	South	East	Kyiv	Regional centre	Other cities	Villages	18 – 29	30 – 39	40 – 49	50 – 59	60+	Poor	Low income	Middle income	High income
Independent Journalists	50	40	46	42	60	51	44	43	41	47	47	49	48	37	44	48	51
Centre for Countering Disinformation	35	39	31	27	44	37	34	34	41	40	35	38	28	20	29	40	41
Office of the President	18	22	23	18	16	19	22	19	26	19	23	18	17	15	20	21	22
International Organisations	22	17	16	22	24	20	22	15	20	23	19	20	15	12	17	21	24
Civil Society Organisations	15	14	13	13	15	13	12	17	13	14	18	15	12	13	13	16	13
Law enforcement agencies	10	9	10	10	9	10	9	8	17	12	11	6	4	6	7	11	12
Centre for Strategic Communication	9	10	7	8	6	8	7	10	14	8	8	9	5	5	8	10	8
Influencers/opinion leaders	7	7	7	9	11	9	9	5	6	11	7	9	6	4	6	8	11
Other	3	3	2	3	2	3	3	3	2		3	4	4	6	4	1	2
Difficult to answer	8	11	12	13	6	8	11	12	7	9	7	11	15	23	12	8	6



Thank you