

Political orientations and support for reforms in Ukraine

UASCORE 2018
SAMPLE SIZE: 9018



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To explore how political attitudes correlate with support for reforms, UASCOPE cluster analysis (population segmentation) and identified 4 Groups based on ‘Policy Preferences’ using the following indicators:

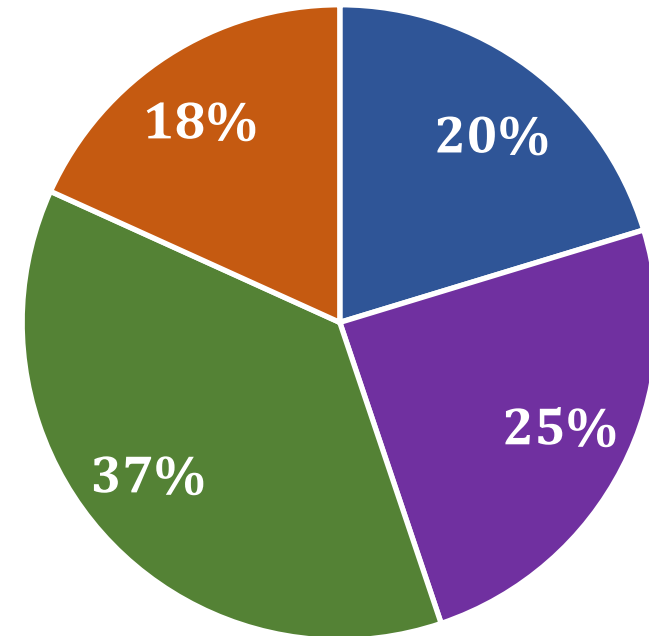
Pro-EU Orientation, Pro-Russia Orientation, Civic Optimism, Support for Anti-corruption and Support for Decentralization & Deregulation

Group 1: Pro Russia - Pro Reforms

Group 2: Pro EU - Pro Reforms

Group 3: Politically Ambivalent - Anti Reforms

Group 4: Politically Ambivalent - Pro Reforms



*UA SCORE Phase Two Sample
9018 respondents*

Group1: Pro Russia – Pro Reforms

This group do not perceive EU integration as potentially beneficial for Ukraine and do not support NATO membership. They very low nationalist feelings and the highest support for cooperation (political, cultural, economic etc.) with Russia.

They blame Ukraine and the West for the conflict and do not support military operations, no matter which side is involved. They show lowest readiness for violence.

Members of this group is older, share conservative values and report high soviet nostalgia. They are also more likely to be unemployed.

This group do not trust authorities, have low satisfaction with state service delivery and perceive institutions as very corrupt. As a result, they are also very sceptical about effective implementation of the reform packages.

They have high family support and family coherence but experience low personal and economic security. They do not believe ordinary people can change things in their society but they have one of the highest levels of social tolerance.

Group2 : Pro EU – Pro Reforms

This group is convinced that EU integration is beneficial for Ukraine and also support NATO membership. They believe that Donbas is and should be an integral part of Ukraine.

This group blames Russia and rebels for the conflict and have high support for Ukrainian army operations. They show high levels of nationalism, but believe that family ties with Russia should be maintained.

With low free market orientation, they show high social tolerance and express strong commitment to human rights. They score low in soviet nostalgia, conservative values and do not tolerate corruption.

They express more trust in national authorities, community and media compared to other groups. They also believe that ordinary people can change things in their community.

This group report high human security overall. They are optimistic and come from very supportive families. They also show high social and executive functioning skills, report least marginalization. Demographically they are younger, with higher economic security.

Group 3: Politically Ambivalent - Anti Reforms

This group have lowest levels of social tolerance and human rights ethos. They do not support pluralist Ukrainian identity. They have higher than other groups readiness for violence.

They support Russian operations and Donbas separation. Do not approve of supporting family ties with Russia;

They also have higher trust in national authorities and are satisfied with service delivery. They perceive corruption as low and tolerate it a lot. They are positive that authorities can effectively implement reforms.

At the same time, this group has low trust in media and community and also reports high exposure to Pro-Russian media sources.

This group report low political security, but high economic security. They are least tired and burdened because of the conflict.

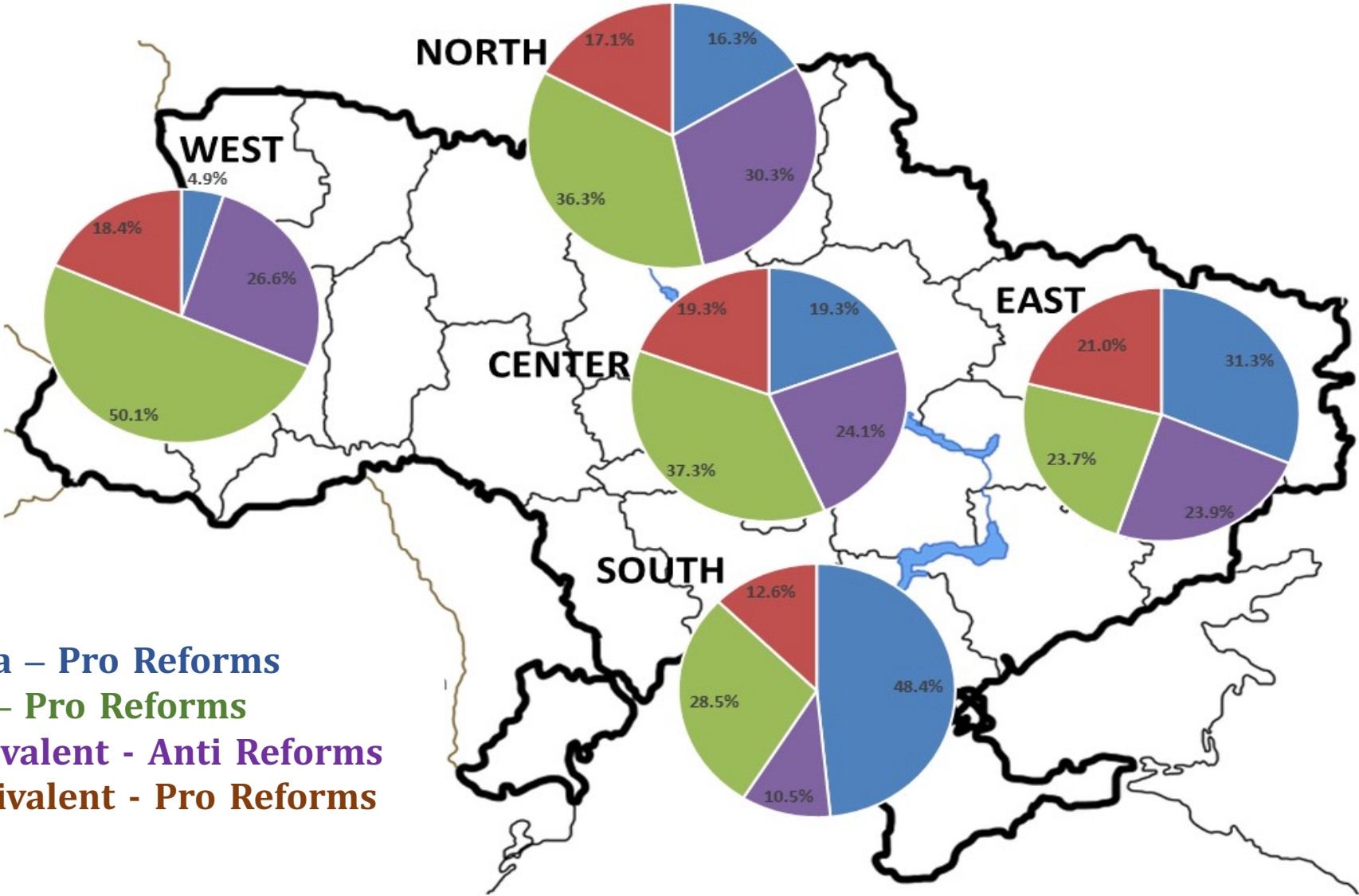
They have low family support and feel marginalized. They score higher than other groups in PTSD, aggression and depression. They report lower executive functioning and social skills. They lack optimism and have very low feeling of civic responsibility. This group has high free market orientation.

Group 4: Politically Ambivalent - Pro Reforms

With high free market orientation and higher trust in national authorities, this groups has low trust in media and community. They also report low personal security.

They show lower than other groups social skills, have low nationalist sentiments and have lower support of family ties with Russia.

Policy Preferences Clusters, Ukraine 2018



Pro Russia – Pro Reforms
Pro EU – Pro Reforms
Politically Ambivalent - Anti Reforms
Politically Ambivalent - Pro Reforms

NEWS CONSUMPTION & TRUST IN MEDIA

For political preference groups

UA SCORE 2018

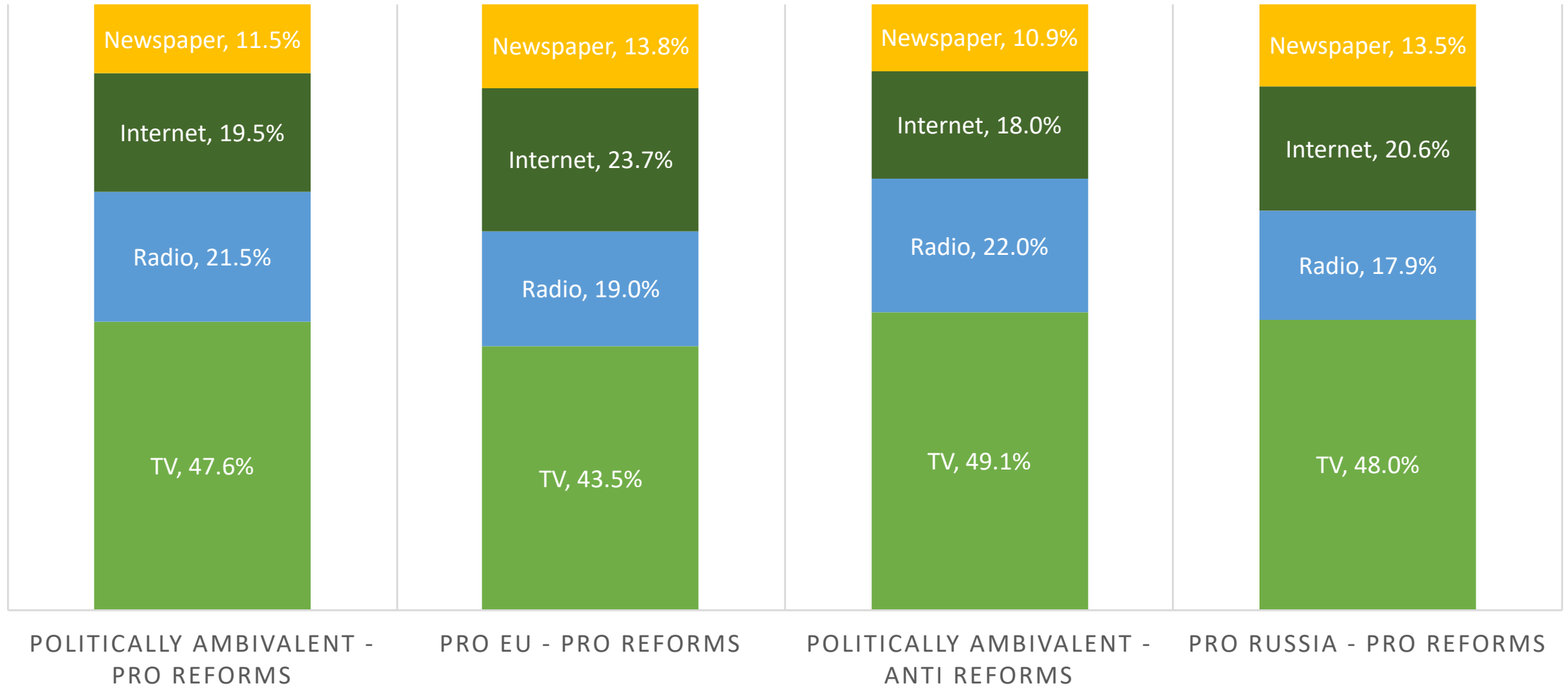


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NEWS SOURCES BY GROUPS

MORE THAN ONCE PER WEEK



NEWS CONSUMPTION BEHAVIOUR

FREQUENT

INFREQUENT

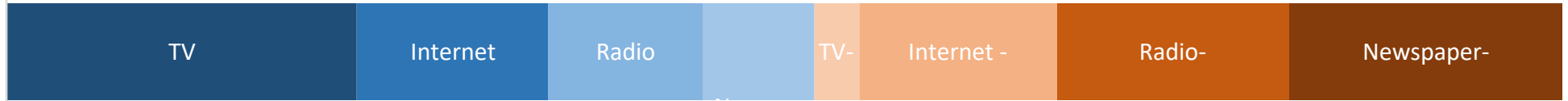
ONCE PER WEEK OR MORE

TWICE PER MONTH OR LESS

POLITICALLY AMBIVALENT
- PRO REFORMS



PRO EU - PRO REFORMS



POLITICALLY AMBIVALENT
- ANTI REFORMS



PRO RUSSIA - PRO REFORMS



INFORMATION CONSUMPTION PER SOURCE

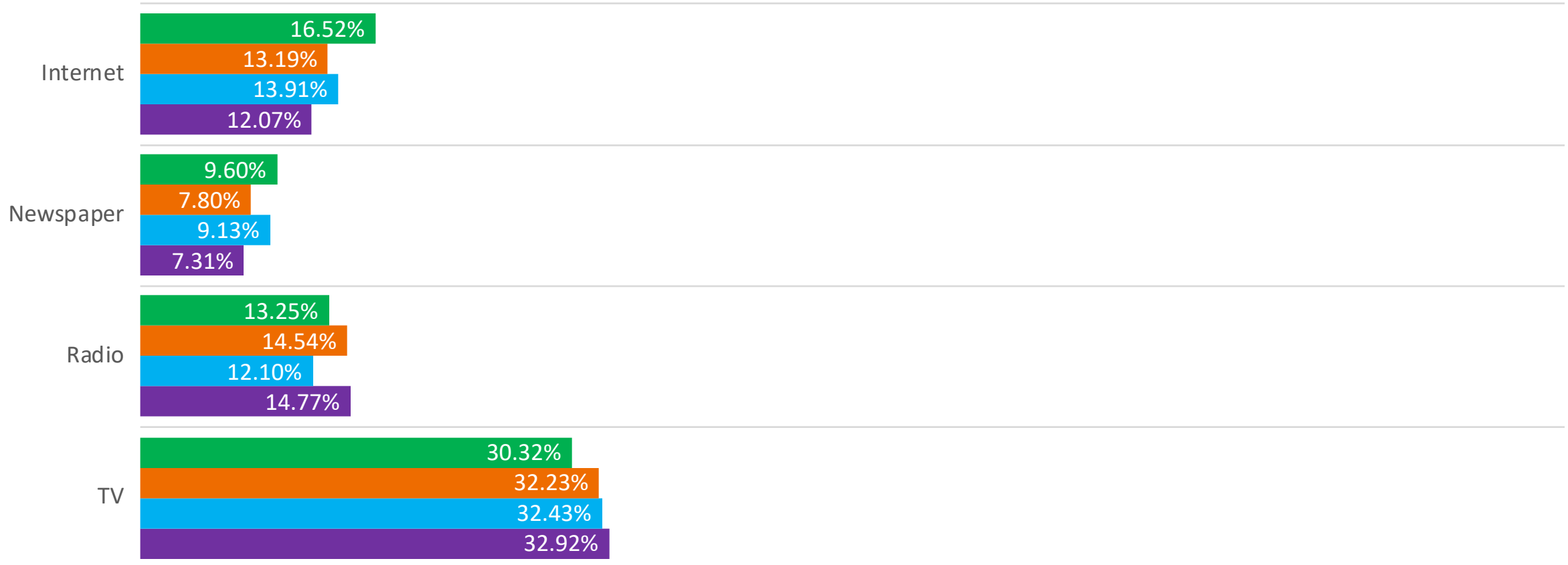
MORE THAN ONCE PER WEEK

■ Pro EU - Pro reforms

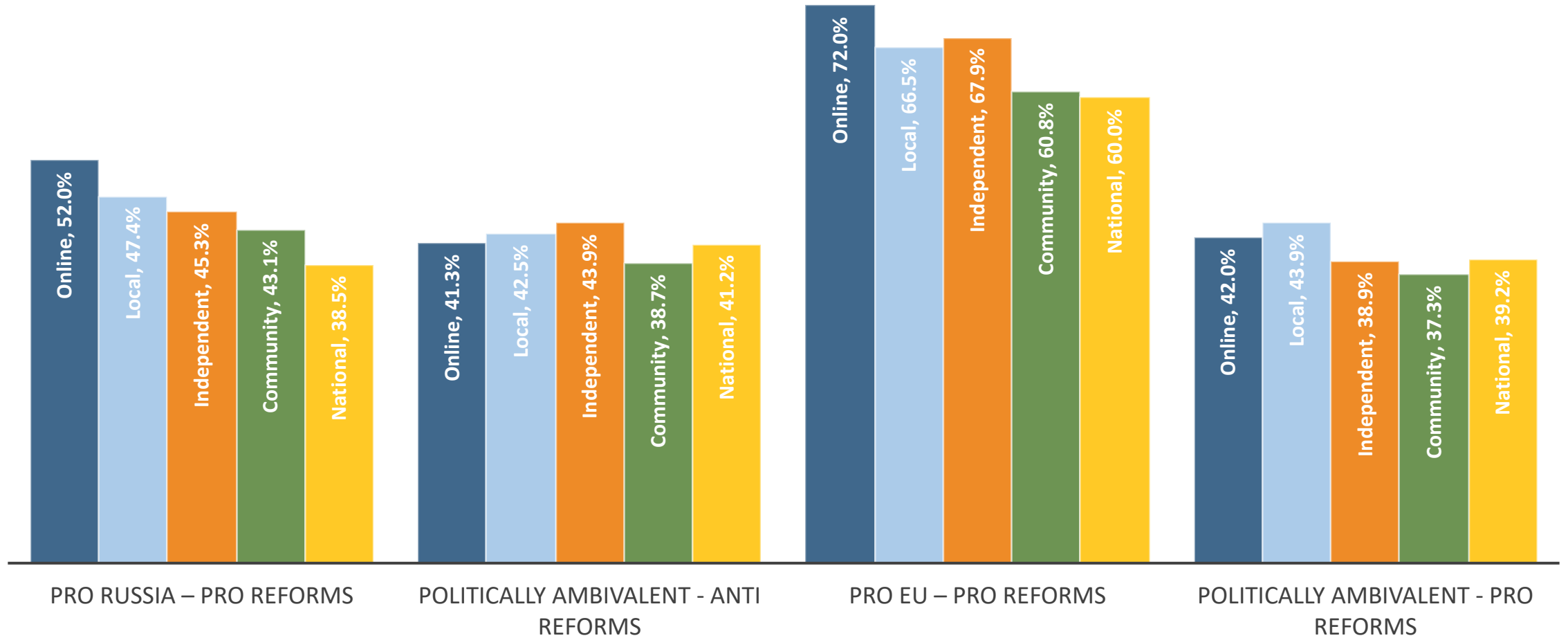
■ Politically Ambivalent - Pro Reforms

■ Pro Russia - Pro reforms

■ Politically Ambivalent - Anti Reforms



LEVEL OF TRUST IN MEDIA SOURCES



■ Online ■ Local ■ Independent ■ Community ■ National



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