



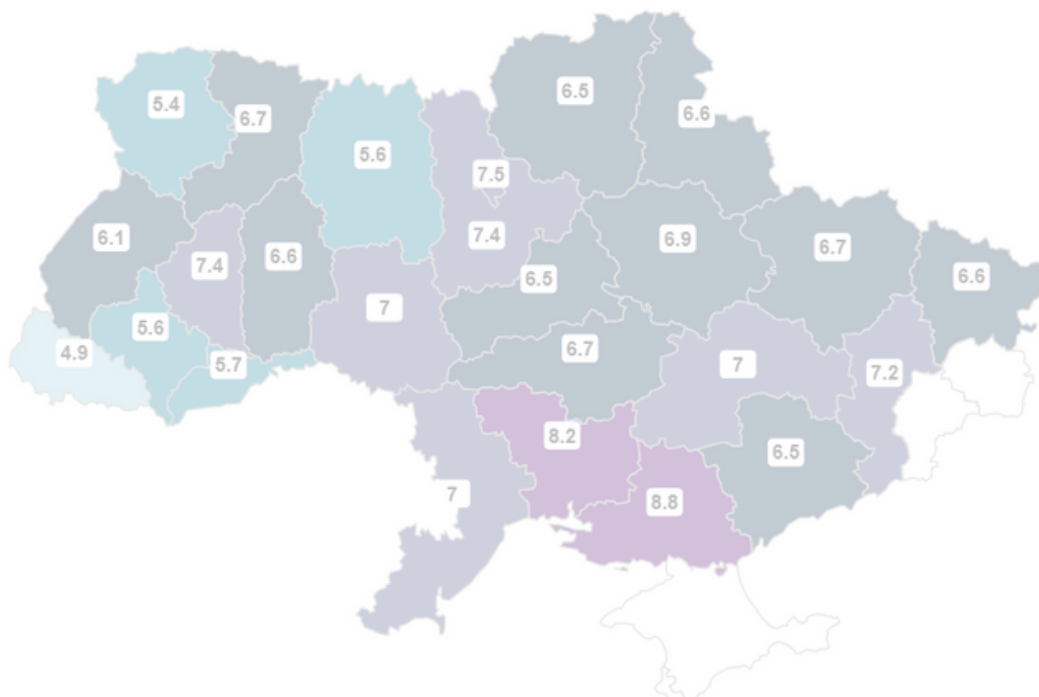
USAID
FROM THE AMERICAN PEOPLE



SCORE UKRAINE: TRACKING TRENDS

SELECTED INDICATORS: Trust in Local Authorities, Support for Health Reform & Decentralization Reform, Pro-EU Orientation, Civic Optimism, Pluralistic Ukrainian Identity, Negative Stereotypes, Infrastructure Services

Based on the Social Cohesion Index (SCORE)
2016-2018



INTRODUCTION

Democratic Governance East Activity (DG East) is a five-year programme supported by **USAID** and implemented by **Chemonics** that aims to strengthen the connection and trust between citizens and their government in eastern Ukraine by promoting good governance, accelerating economic growth, advancing anti-corruption efforts, and strengthening an inclusive civic identity.

In partnership with the **Centre for Sustainable Peace and Democratic Development (SeeD)**, DG East relies on SCORE methodology to assess Ukraine's societal trends and dynamics. In this booklet we present in greater detail SCORE indicators that most relate to the DG East aims and activities.

Information provided here is based on the two Ukraine national SCORE surveys with over 18,350 respondents across 2 waves. The analysis covers national trends, with the focus on the East of Ukraine, Donetska and Luhanska oblasts in particular (*all charts % are for Donetska and Luhanska oblasts, unless specified otherwise*).

All policy suggestions in this booklet are based on SCORE findings, using robust data analysis methodologies (e.g. cluster analysis, modeling).

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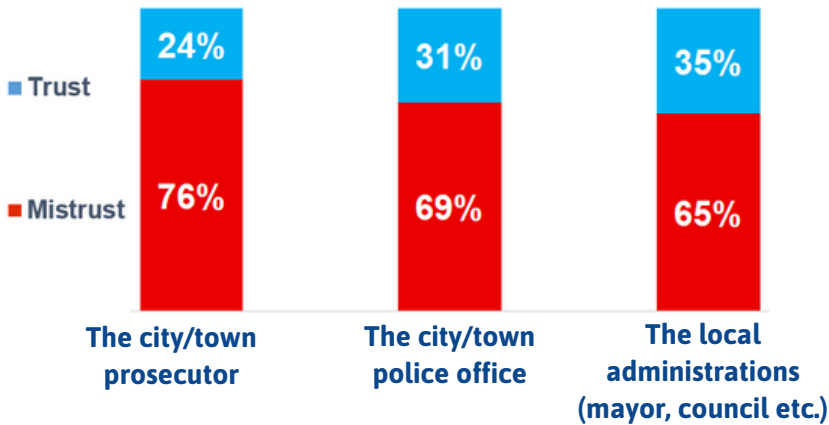
1. Trust in Local Authorities
2. Support for Health Reform & Decentralization Reform
3. Civic Optimism
4. Pluralistic Ukrainian Identity
5. Infrastructure Services
6. Pro-EU Orientation
7. Negative Stereotypes

TRUST IN LOCAL AUTHORITIES

Donetsk
2.9

Luhansk
3.9

To what extent do you trust each of these persons or institutions?



Mistrust towards national authorities is stronger compared to local authorities. 86% of Ukrainians do not trust national authorities.

***Other relevant indicators:**

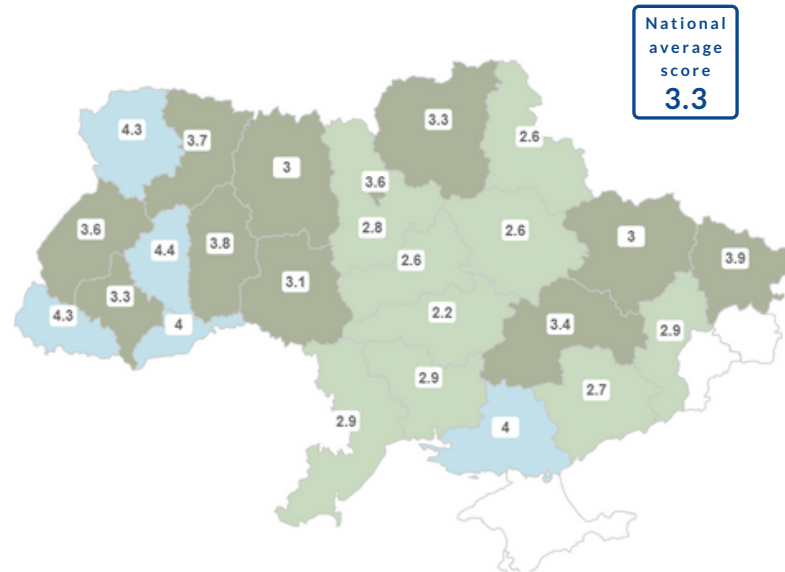
- Trust in national authorities
- Service delivery
- Soviet nostalgia
- Political security

How to improve trust in local authorities?

- Improve delivery of services and communication about their availability;
- Strengthen civic optimism and encourage culture of civic responsibility;
- Develop social skills and community cooperation;
- Communicate successes of authorities, so people feel that the government cares.

35% of people in Donetsk and Luhansk oblasts do not believe local authorities improve the wellbeing of people in their community/locality.

Trust in Local Authorities



*This section advises which indicators can be taken into account when working with a MEL indicator

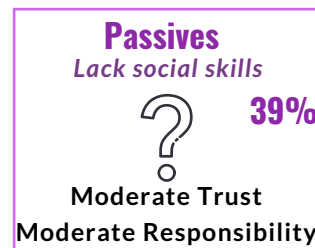
TRUST IN LOCAL AUTHORITIES

Donetsk
2.9

Luhansk
3.9

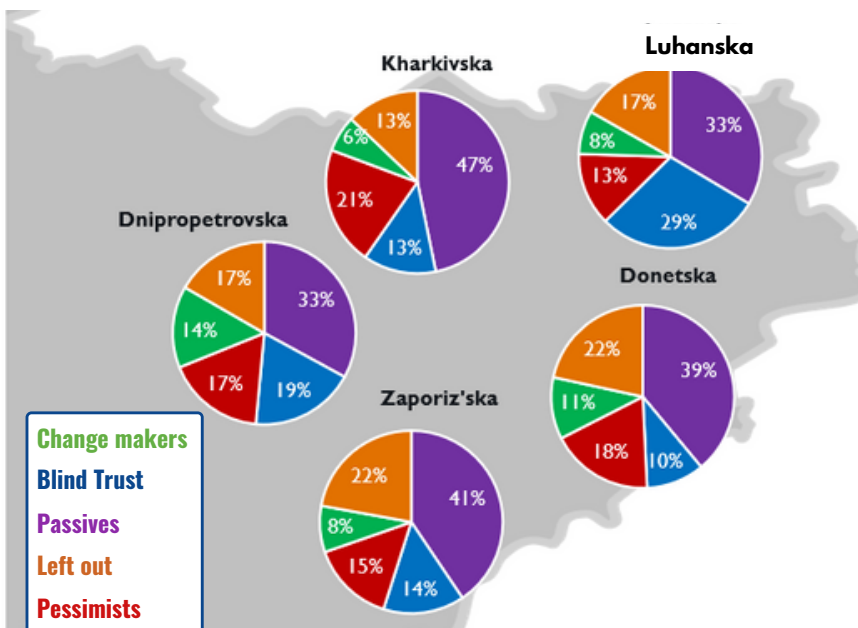
A healthy amount of **trust** in authorities should be combined with **civic responsibility**

Groups of citizens in Eastern Ukraine



Providing ways to engage could activate majority of Ukrainians in the East.

Regional distribution of the groups in society based on their trust in institutions and feeling of sense of civic responsibility



In Luhansk oblast campaigns targeting blind trust to authorities should be prioritized.

- Change makers
- Blind Trust
- Passives
- Left out
- Pessimists

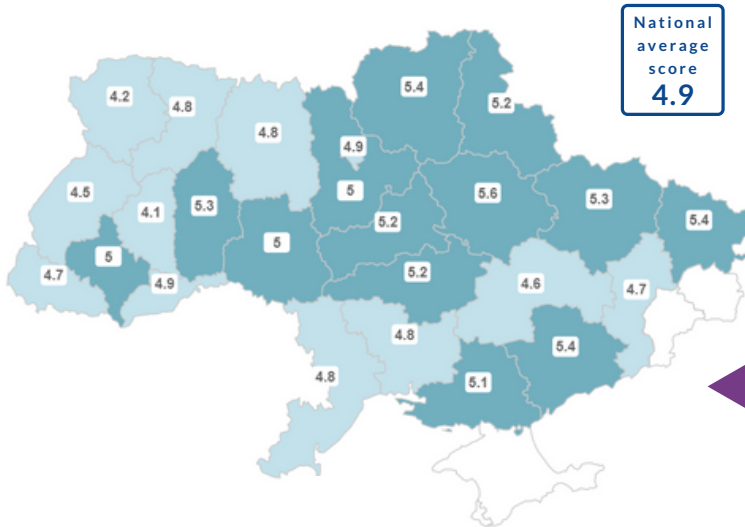
SUPPORT FOR HEALTH REFORM

DECENTRALIZATION REFORM

Donetsk	Luhansk
4.2	3.8

Donetsk	Luhansk
4.7	5.4

Decentralization Reform



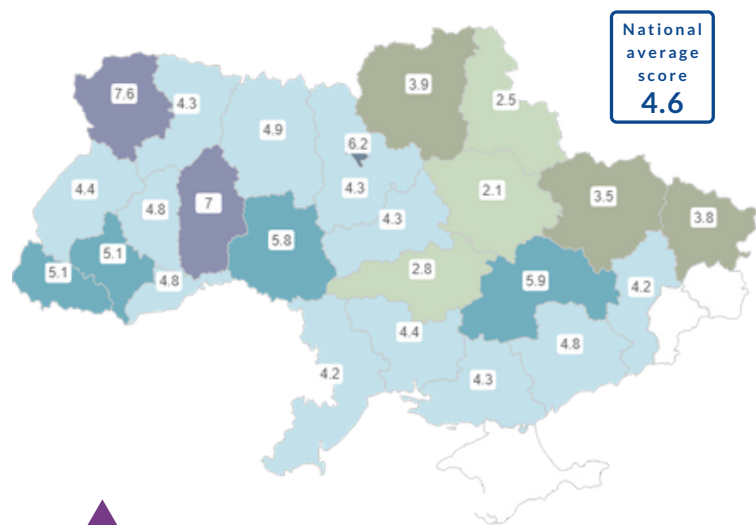
National average score
4.9

- Other relevant indicators:**
- Skepticism about reforms
 - Trust in authorities
 - Knowledge about reforms (*future indicator*)
 - Civic optimism

Decentralization reform is one of the most supported reforms across the country.

- How to increase support for reforms?**
- Building culture of human rights and social tolerance;
 - Strengthening civic optimism;
 - Campaigns developing intolerance of corruption.

Health Reform



National average score
4.6

Khmelnytskyi and Volynsk oblasts stand out as front runners of support for health reform. Explore how they can be used as examples for success.

SUPPORT FOR HEALTH REFORM

Donetsk	Luhansk
4.2	3.8

DECENTRALIZATION REFORM

Donetsk	Luhansk
4.7	5.4

Which of the following **policy reforms** would you **support** and which you **oppose**?

Health Reform

Health reform that allows the patients to choose their own family doctor and introduces citizens' financial contribution towards some health care services.

Such reform is highly desirable and I strongly support it



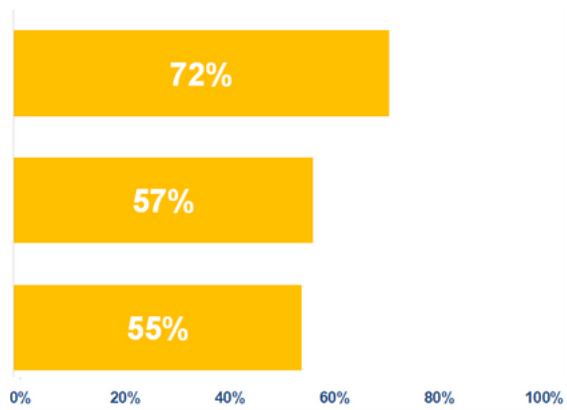
Decentralization Reform

Assigning more responsibility to local governance bodies will make them more efficient and accountable.

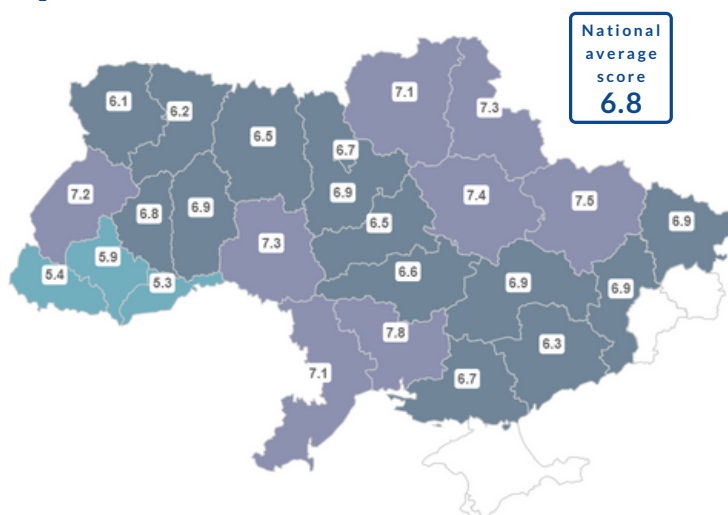
Lack of control of regional\oblast governance bodies by the state will lead to bigger corruption and neglect of community needs.

Effective implementation of decentralization reform is impossible under the current conditions.

Agree



Skepticism about Reforms



National average score
6.8

People in Ukraine may support specific policy or reform, but they are often skeptical about their implementation.

7 in 10 Ukrainians think reforms are publicity stunts and will only benefit the elite.

CIVIC OPTIMISM

Donetsk
4.5

Luhansk
3.8

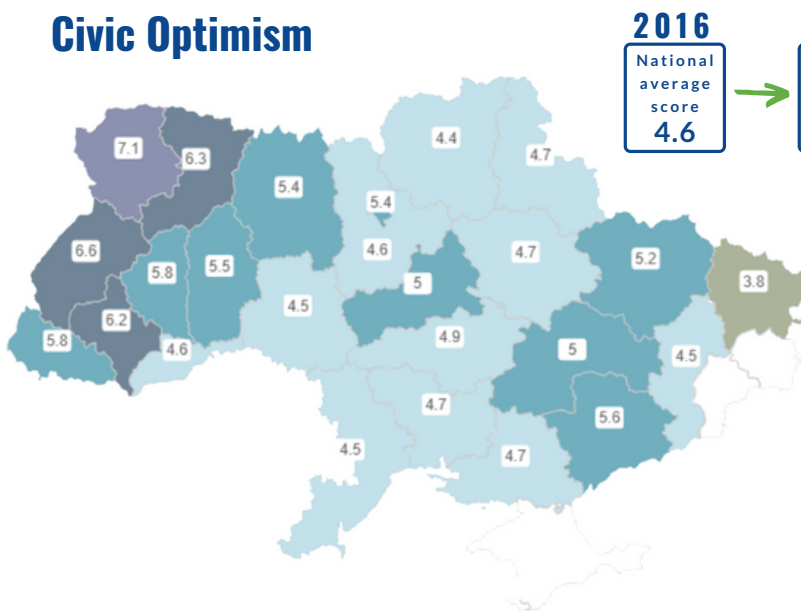
The extent to which the present generation is believed to be in a better or worse position compared to past or future generations.

In Luhansk and Donetsk oblasts more than 50% think the previous generation lived better.

Other relevant indicators:

- Human security
- Sense of agency
- Civic responsibility

Civic Optimism



How to improve civic optimism?

Being optimistic about country's future directly depends on the personal feelings of food security, personal safety and freedom to express political views.

People who are optimistic about Ukraine's future are bigger supporters of the reforms and European direction of the country

Civic Optimism



Support for Reforms



Progressive EU Orientation



PLURALISTIC UKRAINIAN IDENTITY

Donetsk
7.2

Luhansk
6.6

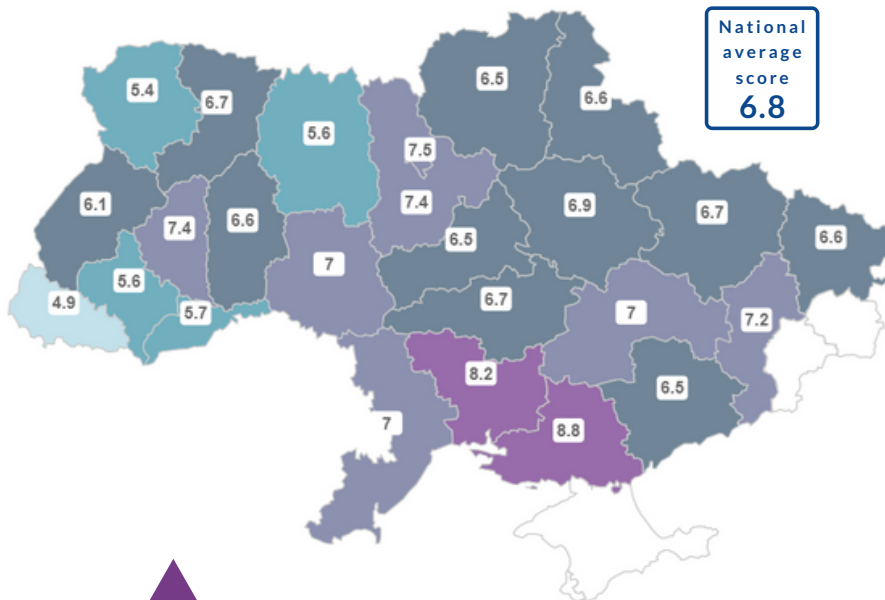
The belief that everyone despite their ethnic and cultural background who calls Ukraine home are an integral part of society.

55% of Luhansk and 29% of Donetsk oblast think only ethnic Ukrainians can hold high positions in the government.

8 out of 10 Ukrainians believe that:

- *In Ukraine, we have always been one people, despite all wars, conflicts and historic divisions.*
- *All people living in Ukraine can be Ukrainians no matter their ethnic/racial/religious backgrounds, geography of origin and/or language they speak.*

Pluralistic Ukrainian Identity



Other relevant indicators:

- Social tolerance
- Intergroup harmony
- Family coherence
- Social skills

Western oblasts should be prioritized when fostering pluralism.

What drives pluralism in Ukraine?

High levels of empathy, strong social skills and strong family bonds nurture pluralistic mindset of Ukrainians

PROVISION OF INFRASTRUCTURE SERVICES

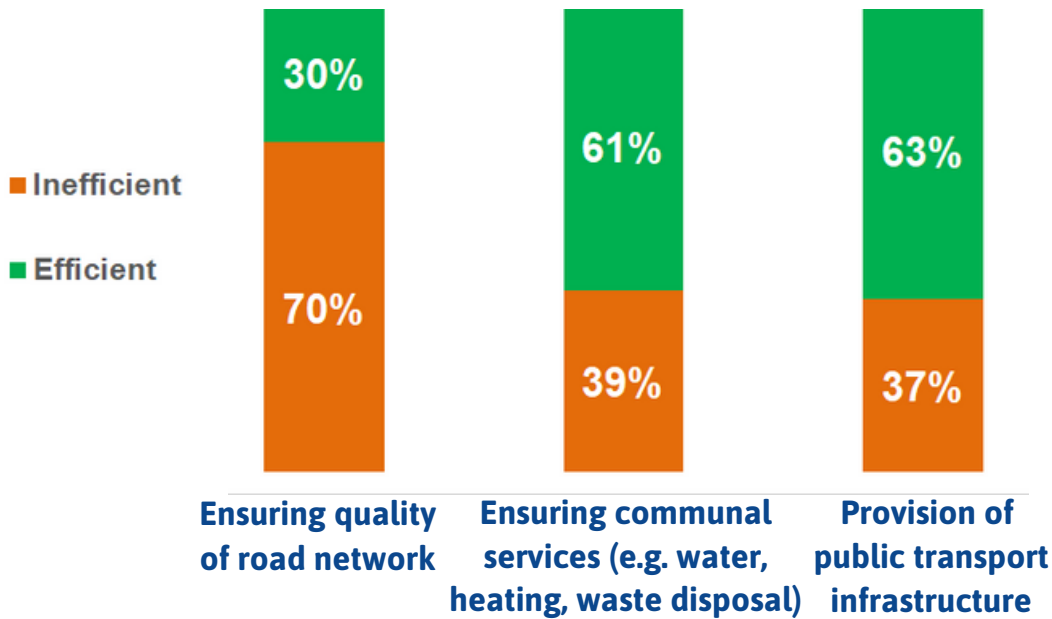
Donetsk

6.0

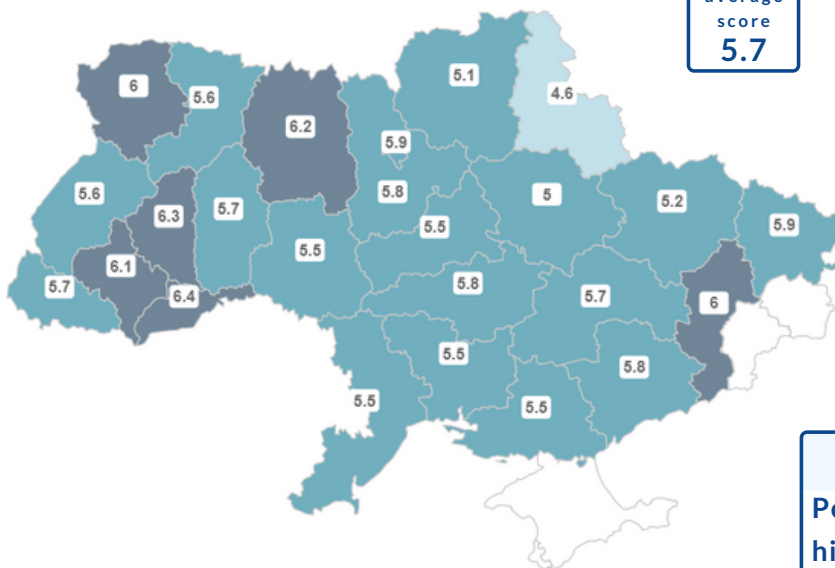
Luhansk

5.9

How efficient do you consider the provision of the following services, as experienced in your daily life?



Provision of Infrastructure Services



National average score
5.7

Other relevant indicators:

- Accountability of authorities
- State services
- Social services

Important to remember

Poorly developed areas report higher satisfaction with infrastructure even after slight improvements. Experiencing progress is crucial for satisfaction.

PRO-EU ORIENTATION

Donetsk
4.3

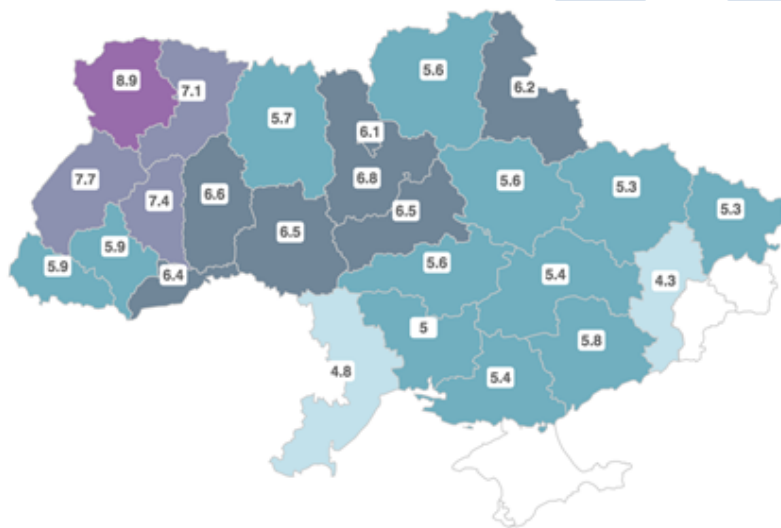
Luhansk
5.3



Pro-EU Orientation

2016
National average score
6.5

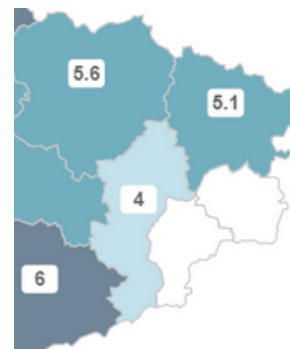
2018
National average score
5.9



Around 66% of Ukrainians think the EU is getting more unstable each day. This can explain the decline in EU-orientation.

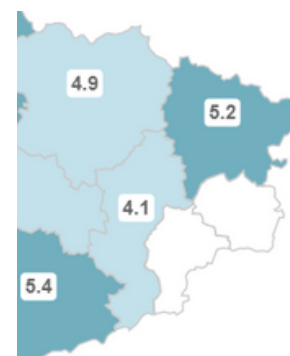
EU Vote

National average score
4.6

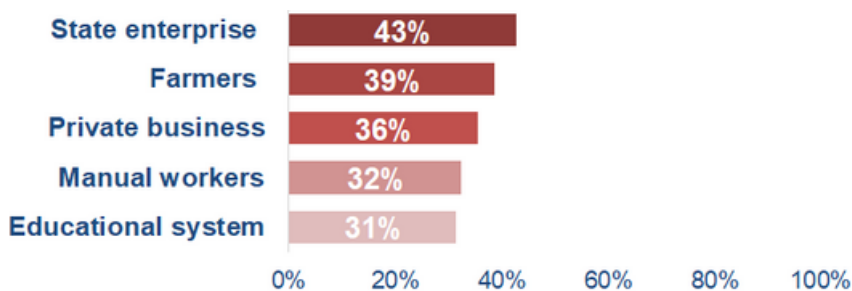


EU Benefit

National average score
4.5



This sector will lose out if Ukraine joins the EU



EU benefit campaigns should be prioritized around most 'red' sectors.

PRO-EU ORIENTATION

Donetsk
4.3

Luhansk
5.3

What influences the EU orientation in the East?

Undermines

Soviet Nostalgia

Life was better before the collapse of Soviet Union



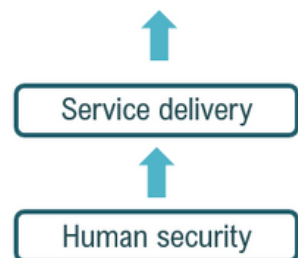
Ukrainians nostalgic of soviet times are convinced that current authorities do not care about ordinary people.

SCORE shows that trust in institutions in Ukraine is undermined by Russian propaganda.

Drives

Trust in Institutions

Trust in central and local institutions



How to increase support for the EU orientation in the East?

- Information campaigns connecting positive changes in community to governmental policies and actions;
- Communicating that family and community values are also part of the EU;
- Transparent communication of the EU integration benefits and challenges for specific sectors.

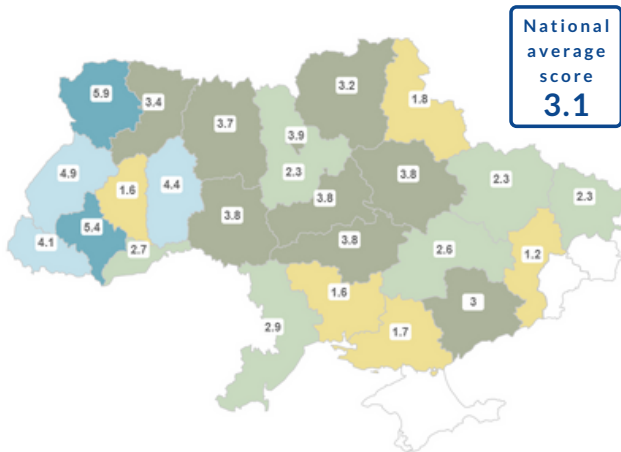
NEGATIVE STEREOTYPES

Donetsk
5.8

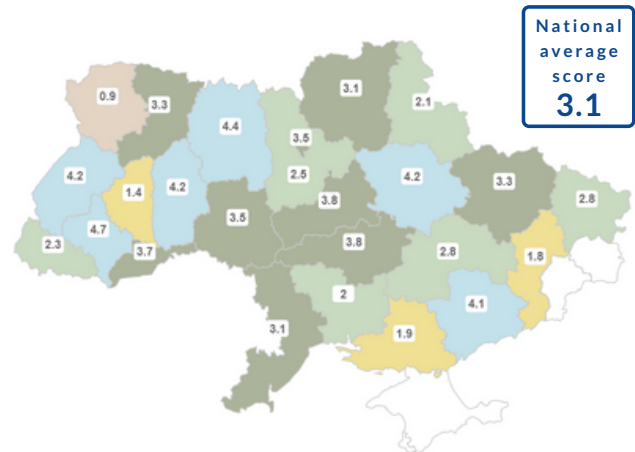
Luhansk
5.5

The degree to which one has negative stereotypes (e.g. aggressive, narrow-minded) towards different groups.

Negative Stereotypes towards People from Eastern Ukraine

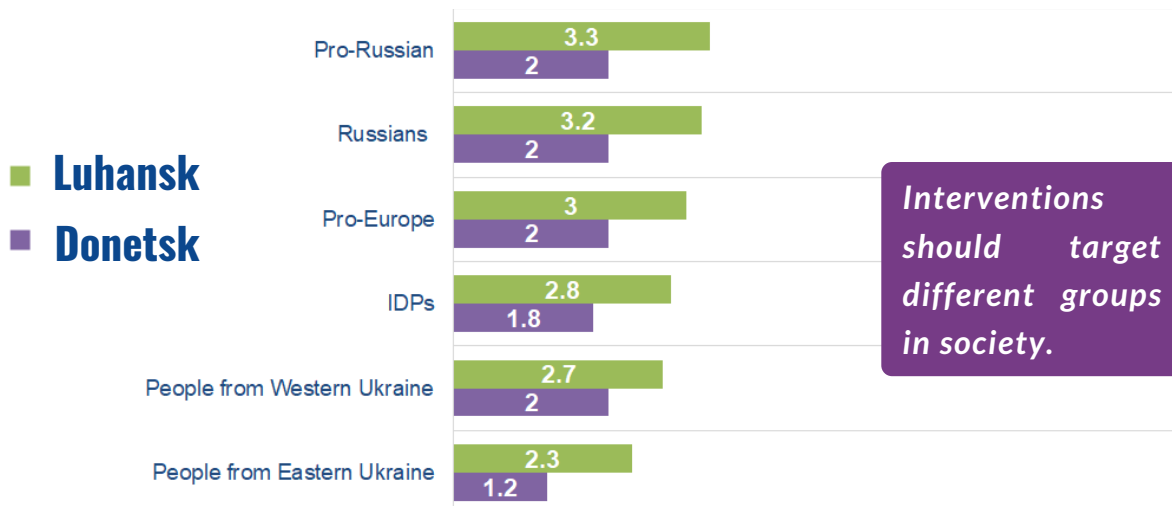


Negative Stereotypes towards Internally Displaced Persons



People in the West of Ukraine have the highest negative stereotypes towards people from the East. It mostly comes from the fear to lose economic stability and country's progressive orientation.

Negative Stereotypes towards...

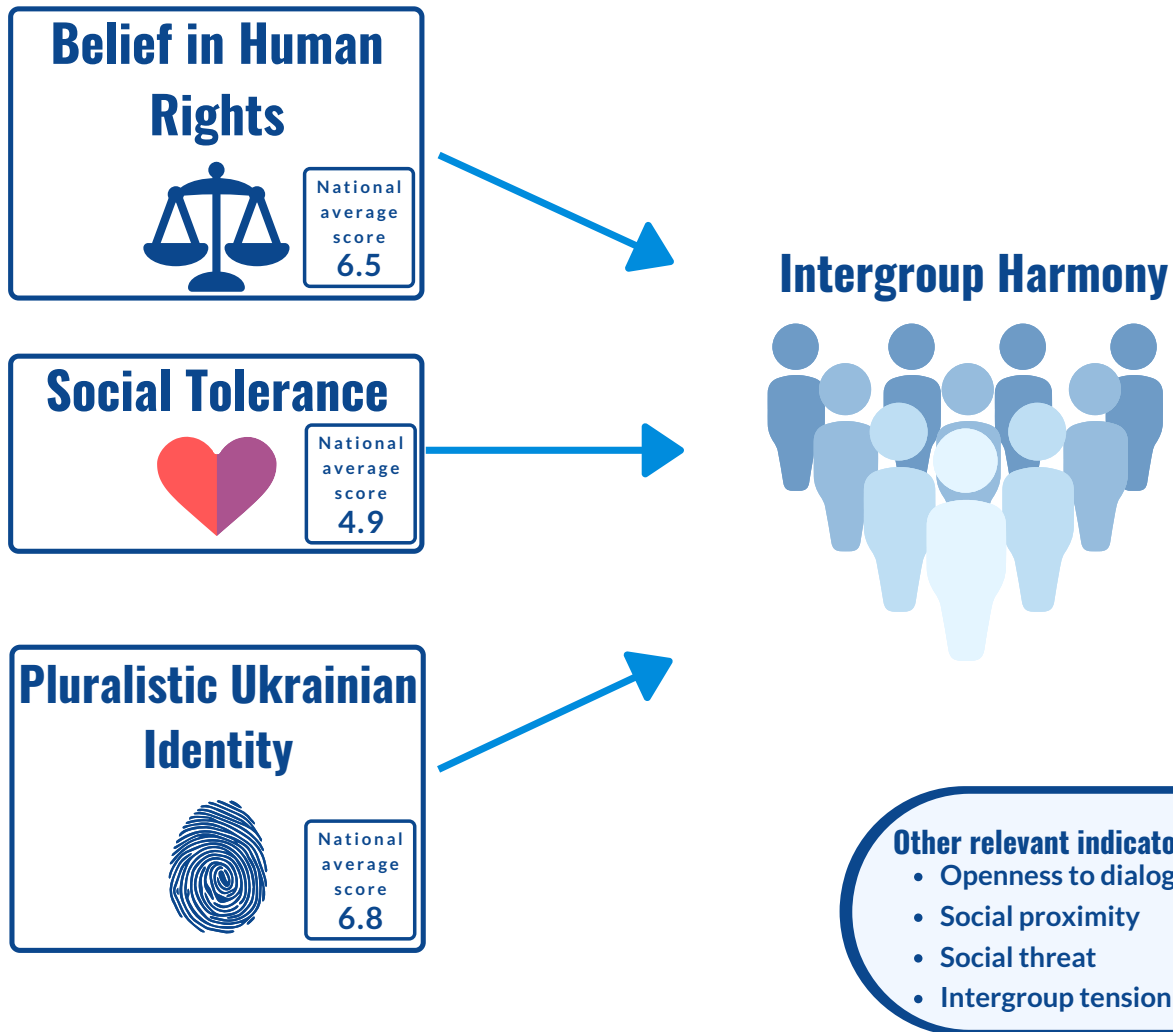


NEGATIVE STEREOTYPES

Donetsk
5.8

Luhansk
5.5

Drivers of Intergroup Harmony



Drivers of Intergroup Harmony

- Meaningful contact between different groups in Ukraine breaks stereotypes and leads to cooperation and harmony;
- Improving personal well-being of citizens helps intergroup relations. It is often negative personal economic and psychosocial challenges that stay in the way of accepting 'the other';
- Campaigns targeting support for human rights and social tolerance nurture cooperative and open mindset, and enhance an ethos of pluralism.



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