



PULSE OF THE WEEK

#1

Researching public opinion on the most important events of the week

January 06-12, 2024



RESEARCHING PUBLIC OPINION SINCE 2011



ECONOMICAL DEVELOPMENT

As the sociologists of “Active Group” had been carrying out monitoring of opinions about economic well-being earlier, for the purposes of comparison, a number of estimates were added to the results of a survey, which was conducted just before the start of the full-scale invasion of the Russian Federation.

In February 2022, there were 47% of those who believed that the well-being of Ukraine as a whole has significantly worsened, and in February 2023 this percentage grew to 67.9%. After February 2023, the percentage of those who see a significant deterioration actually returned to the “pre-war” level and in January 2024 it was 45.2%. And currently there are even more of those who believe that well-being has slightly improved - 7.5% against 3.7% in February 2022.

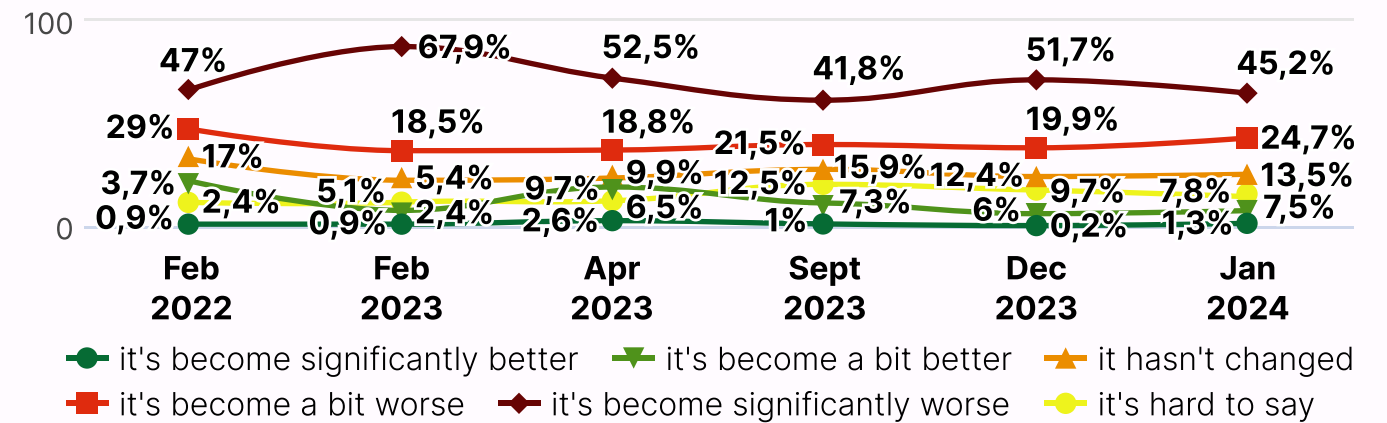
Among the factors that worsen Ukraine’s well-being, after February 2022, the first place is, by a significant margin, consistently taken by russian aggression (it is mentioned by no less than 82% of respondents). The second and third places are occupied by the increase in tariffs and taxes and unsuccessful reforms: these factors are important in the opinion of no less than 51% of respondents. There was a certain decrease in the importance of these factors (to 41.6% and 32.3%, respectively) only in February 2023. The impact of factors related to the COVID-19 pandemic decreased sharply: from 61.7% in February 2022 to 2.3% in January 2024.

The top three who, according to Ukrainians, made the greatest contribution to supporting the economy remained unchanged during the observation period (from April 2023). The greatest support is felt from Western partners (at least 70%), Ukrainian volunteers (at least 45%) and Ukrainian businesses (at least 38%).

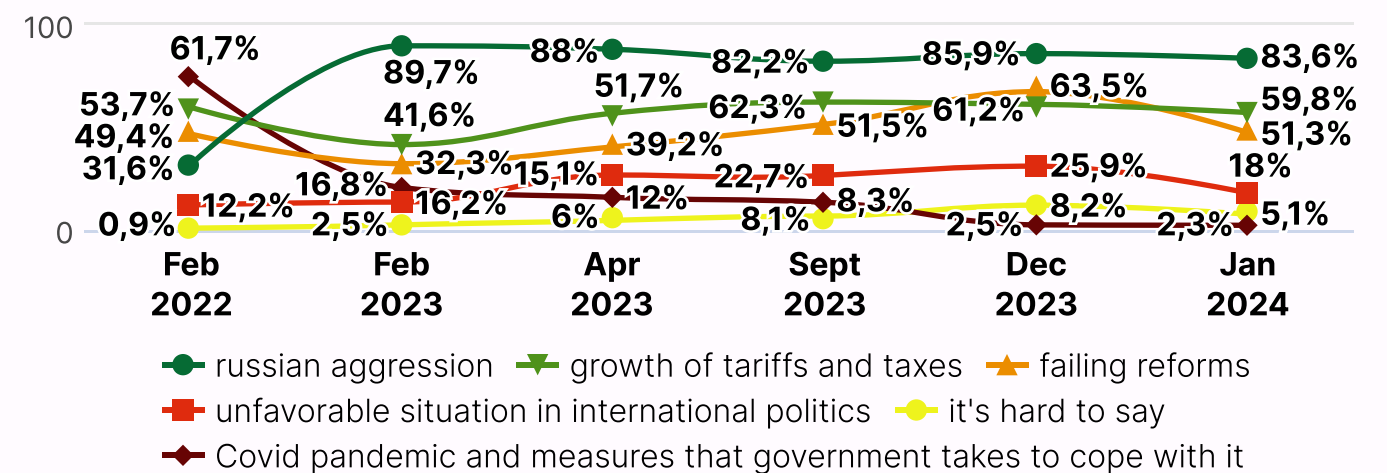


Public opinion

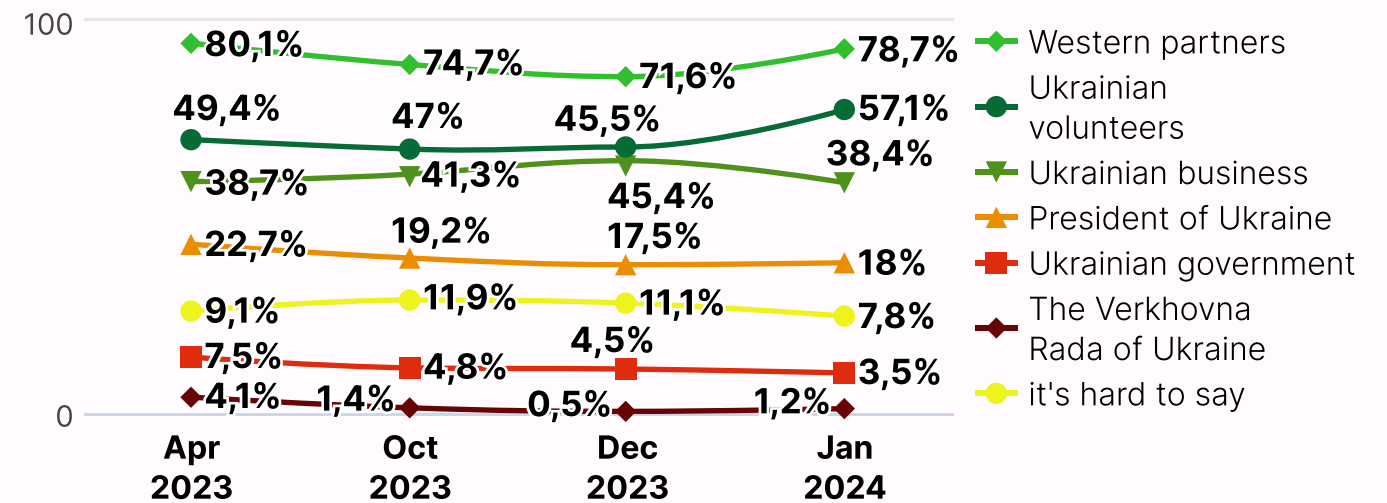
In your opinion, how has the overall well-being of Ukraine changed over the past year?



What is worsening the well-being in Ukraine the most?



In your opinion, who contributed the most to support the Ukrainian economy since the beginning of the full-scale invasion?



CORRUPTION AND CORRUPTION SCANDALS

The topic of corruption and corruption scandals, according to the observations of the “Pulse of the Week” team, was present in the mass media more often in 2023 than in 2022. This probably had a significant impact on Ukrainians’ assessments of the level of corruption in the state.

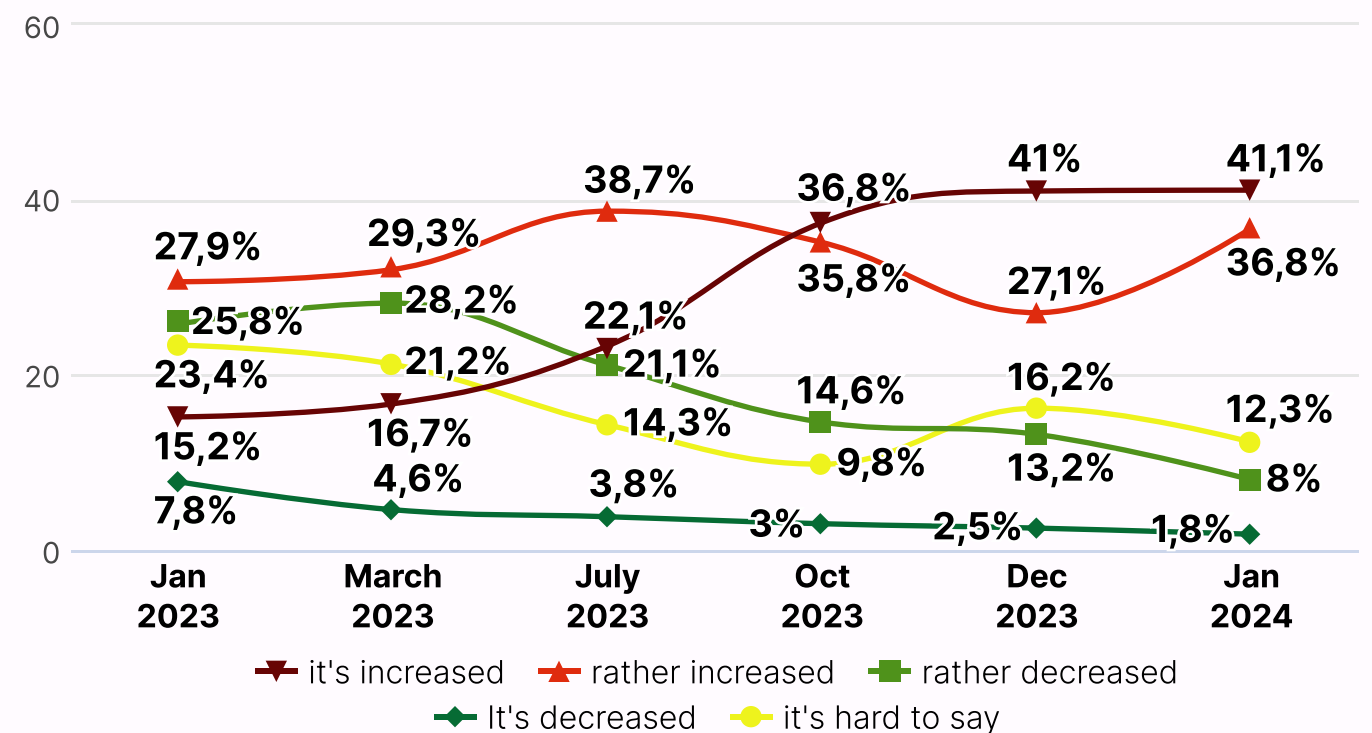
No less than a quarter of respondents consistently mentioned that the level of corruption in Ukraine has rather increased. The percentage of such estimates was increasing almost constantly: from 27.9% in January 2023 to 36.8% in January 2024. The percentage of those who believe that the level of corruption has definitely increased grew even more: in January 2023, there were 15.2% of such respondents, and in January 2024 - 41.1%. In July-August 2023 there was a significant “jump” of this indicator (increase from 22.1% to 38.1%). Those who saw a decrease in corruption slumped from 33.6% to 9.8% over the year.

Starting January 2023, Ukrainians were also being asked whether the level of corruption had changed after scandals surrounding procurement in the Armed Forces and the Ministry of Defense. Besides the fact that this question appeared to be difficult to answer for the respondents (the percentage of those who still find it difficult to answer, despite a steady decrease, is 28.8%), it turned out that most of the respondents see an increase in corruption. In January 2023, there were 12.9% of those who believed that corruption had become a little more or much more persistent after the scandals. Then, this indicator grew almost constantly, and in January 2024, the percentage of those who see an increase in the level of corruption was 44%. The number of those who believe that corruption has become significantly less or a little less - decreased accordingly: from 32.8% in January 2023 to 27.2% in January 2024.

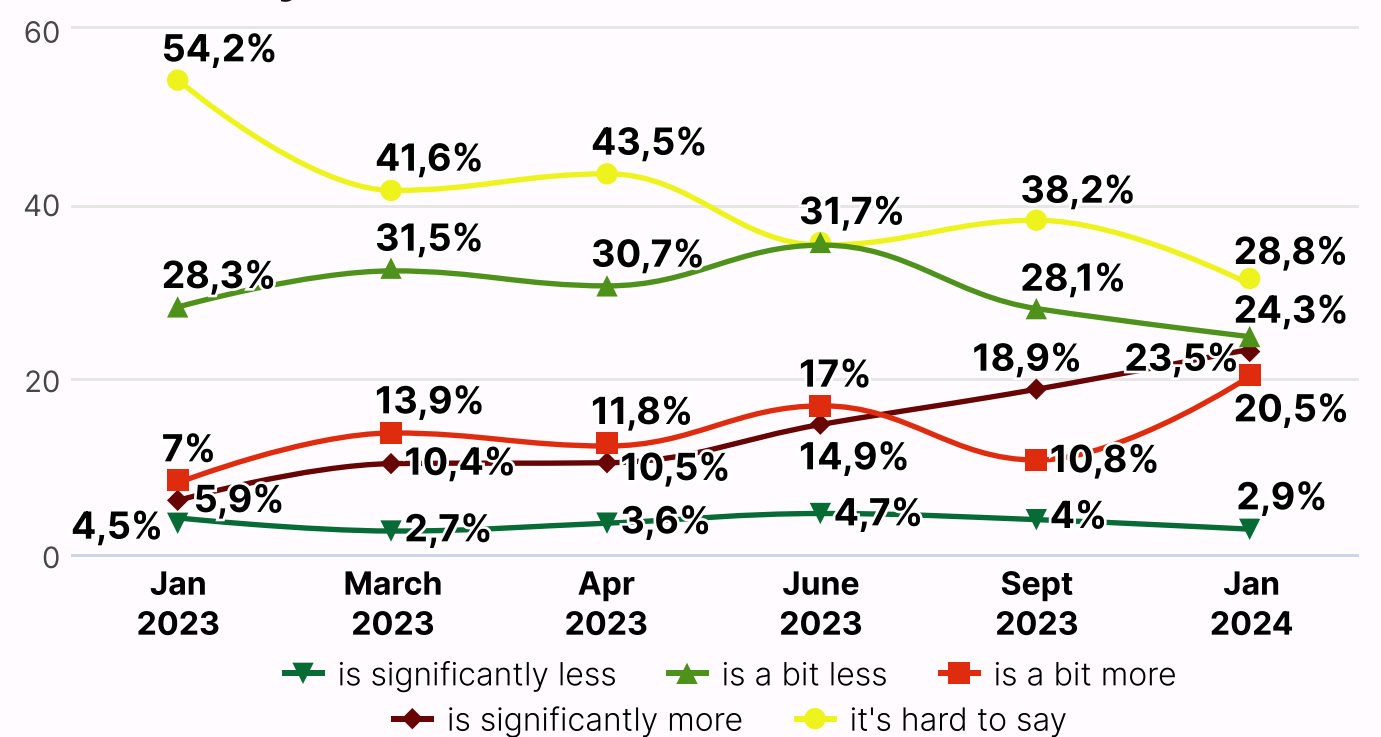


Public opinion

In your opinion, has the level of corruption changed in Ukraine beginning Feb 24, 2022?



In your opinion, is there more or less corruption after the scandals around procurement in the Armed Forces and the Ministry of Defense?



EUROOPTIMISM AND INTERNATIONAL SUPPORT

During 2023, international support for Ukraine and the integration of our country into the European Union and NATO were discussed a lot.

From February 2023 to January 2024, the European integration sentiments of Ukrainians were getting weaker: if at the beginning of the observations, those who believed that Ukraine should become a member of the EU comprised 85%, now the number of “Eurooptimists” is already 76.3%.

The number of those who believe that the European Union needs Ukraine has also decreased. This year, for the first time ever, there were less than 50% (47.9%) of them counted. Whereas in February 2023, there were two-thirds (66.7%) of those who believed that Ukraine’s “necessary” for the EU. Those who believe that Ukraine is not needed in the EU are still fewer in number than “Euro-optimists”, although their percentage has increased from 21.3% (at the beginning of the observations) to 37.8% (today’s level).

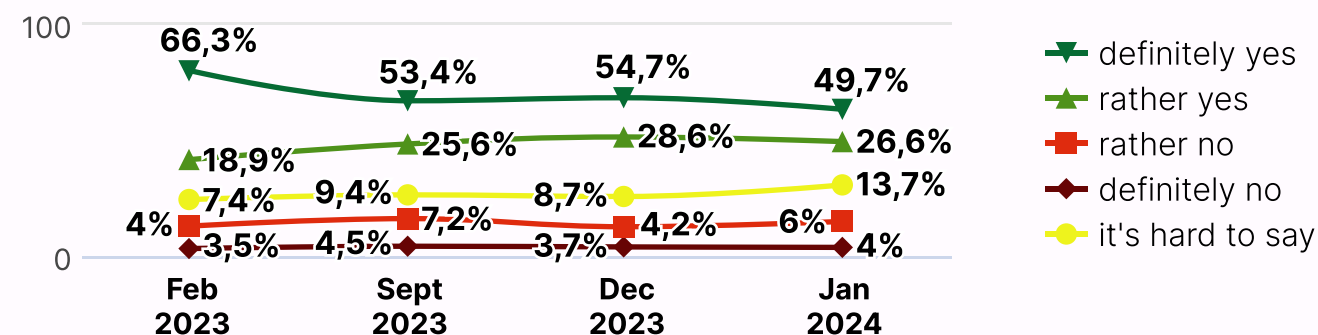
In 2023, Ukrainians’ perception of international support for our country underwent significant changes. In August-September, there were more people who considered that the aid of the international community had increased than those who said it had decreased. Beginning October, the picture started to change, and today there are 71.8% of those who believe that the aid of the international community has weakened, while 8% of Ukrainians see an increase.

At the same time, since July 2023, the percentage of Ukrainians who believe that the world’s support for Ukraine is categorically insufficient has been growing almost constantly: in the last two months, almost every second respondent held this opinion. But since the beginning of observations in March 2023, the percentage of those who consider the assistance insufficient has remained at a level not lower than 80%.

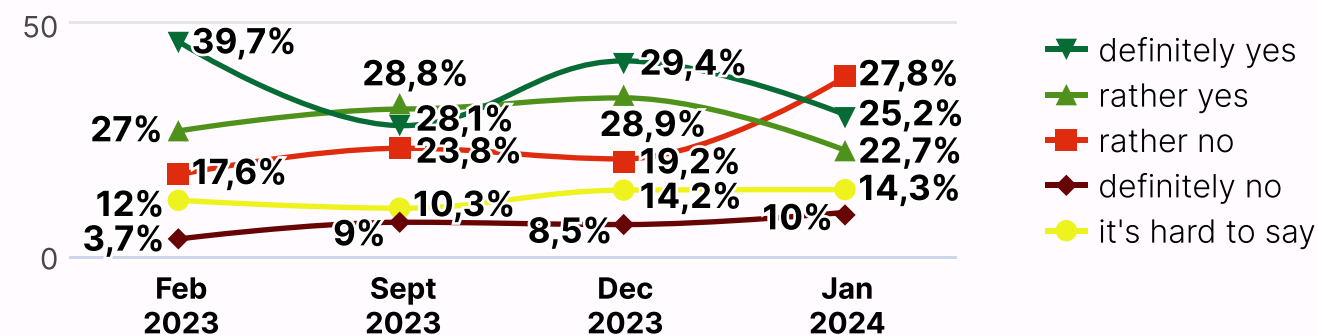


Public opinion

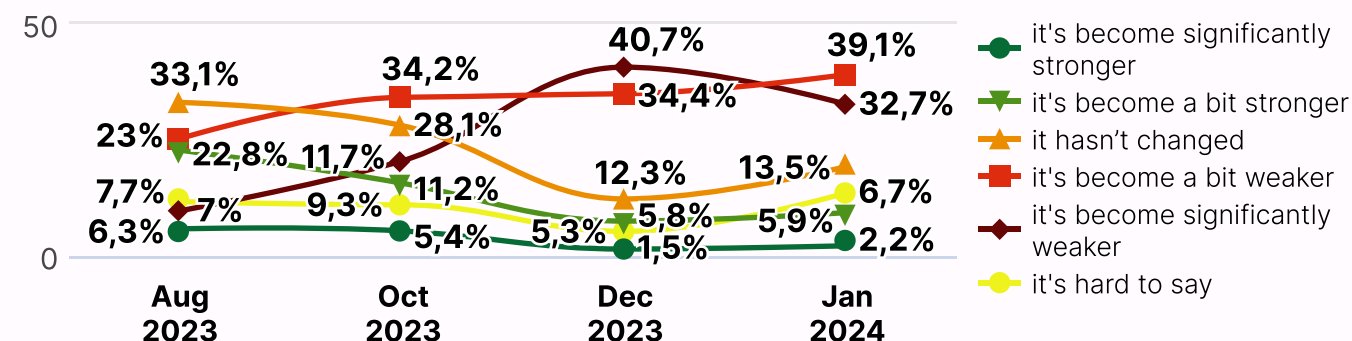
Does Ukraine need to become a member of the EU?



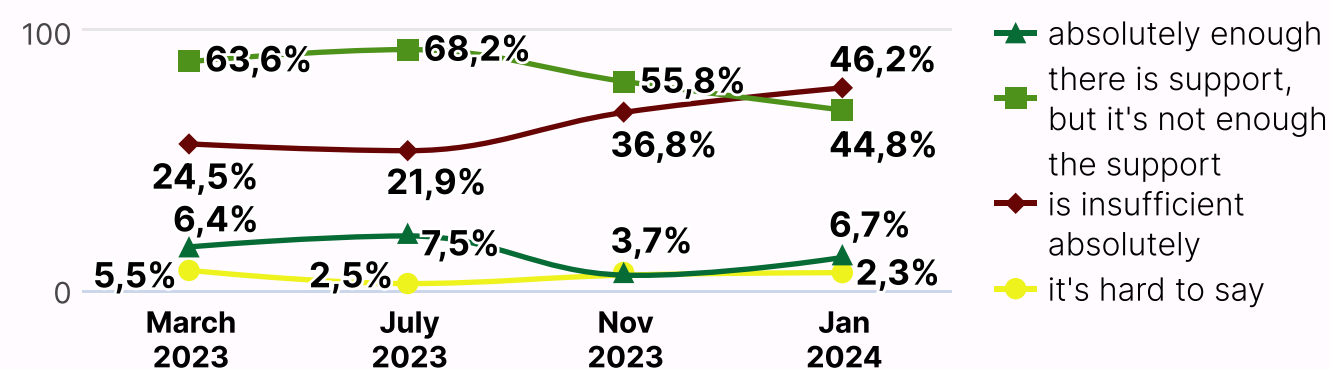
Does the European Union need Ukraine?



In your opinion, over the past months the international support of Ukraine has become stronger or weaker?



In your opinion, is the world providing enough military support to Ukraine?



WAR CRIMES OF RUSSIA

In 2023, the mass media reported less about the punishment of those responsible for starting the war in Ukraine, but more about attacks on Russian territory by the Ukrainian military.

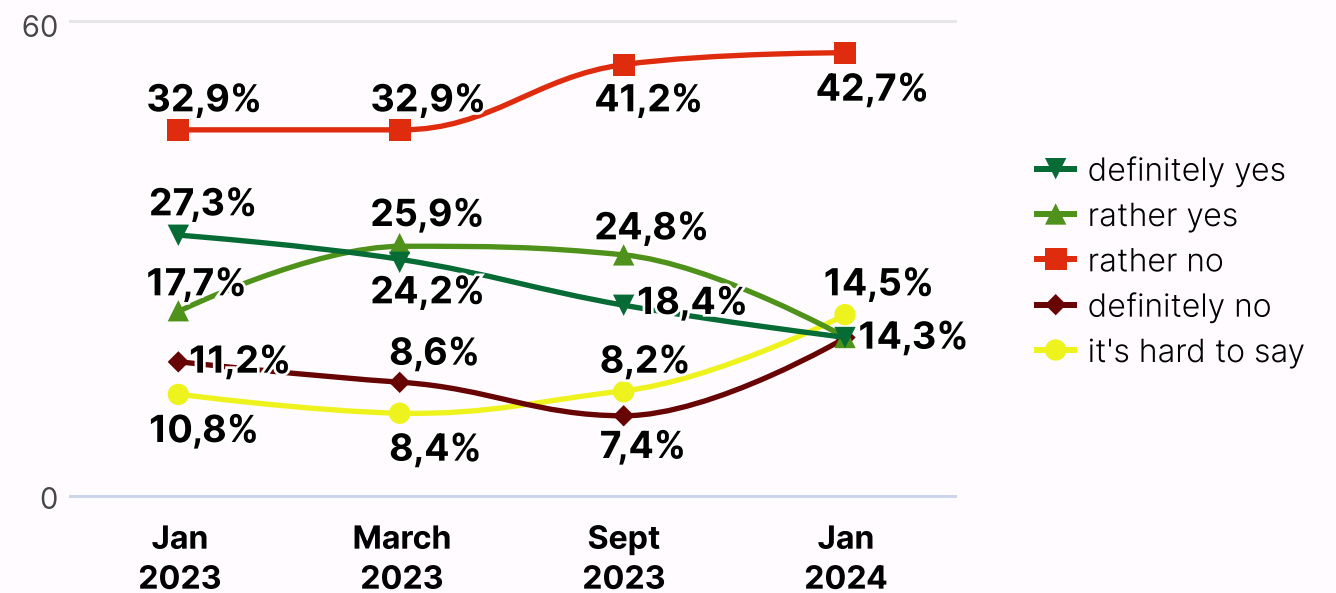
The “Pulse of the Week” team asked Ukrainians whether Ukraine should increase its attacks on the territory of the Russian Federation and found out that from April 2023 to January 2024, almost 90% of respondents consistently agreed with this statement. At the same time, as stable in their opinion are the two-thirds of Ukrainians who believe that attacks on the territory of the Russian Federation definitely need to be intensified. Not once did the percentage of those who speak against increasing attacks on the territory of the Russian Federation exceed 5% during the observation period.

In January 2024, the picture of Ukrainians’ expectations regarding the prosecution of Putin and Lukashenko changed significantly. In January and March 2023, the percentage of those who believed in the possibility of such punishment exceeded the percentage of those who did not (although not much). In September 2023, for the first time, the pessimistic expectations for bringing criminals to justice exceeded the optimistic ones. However, the difference was at the level of 5%. In January 2024, there are 28.6% of those who believe that Putin and Lukashenko will be brought to justice, and 56.9% of those who do not believe in such a possibility. That is, there are half as many optimistic expectations as pessimistic ones. It is also worth noting that the most significant decrease occurred in the respondents who answered “definitely yes” to the question about the possibility of punishing criminals.

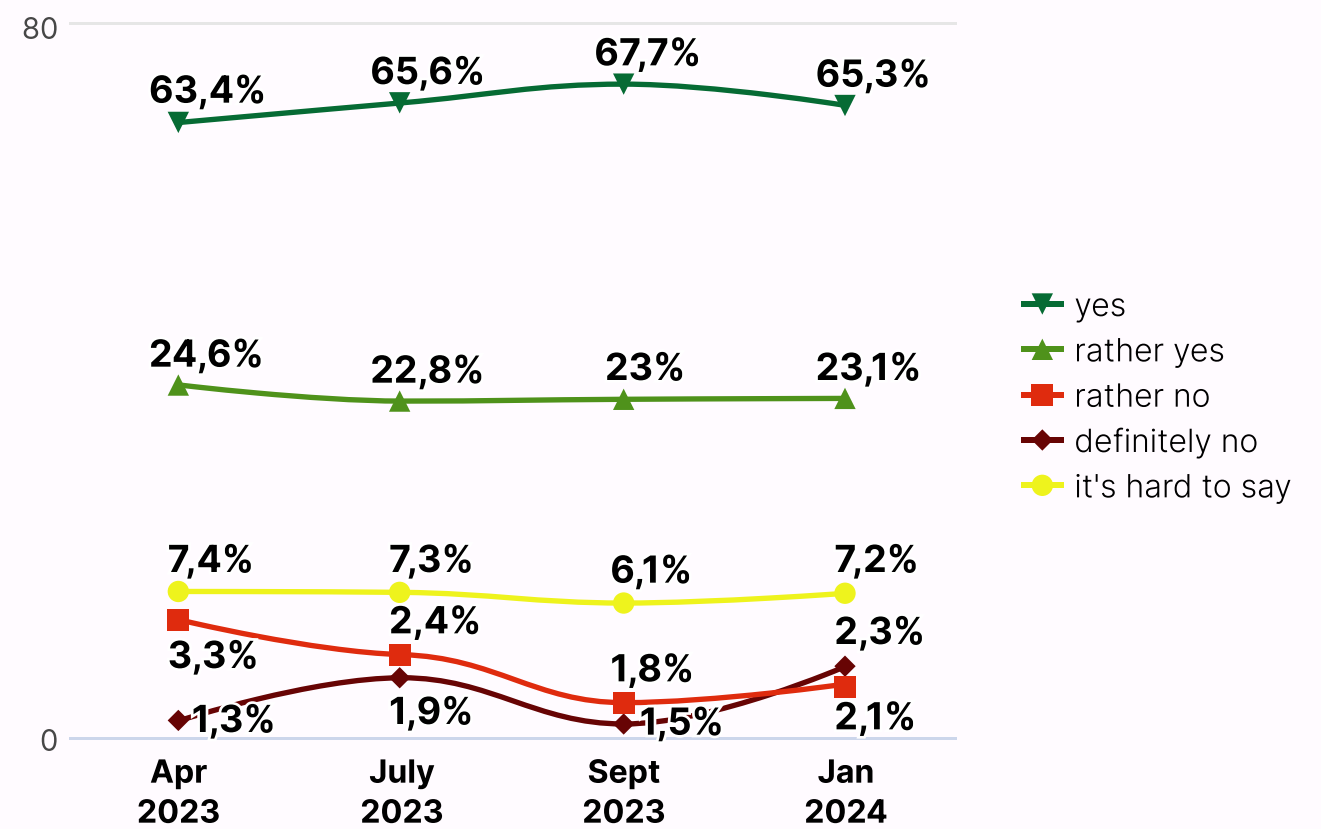


Public opinion

In your opinion, will Putin and Lukashenko be brought to justice?



Should Ukraine intensify its attacks on the territory of Russian Federation?



ELECTIONS DURING MARTIAL LAW

The topic of elections during martial law in Ukraine was raised both by representatives of the domestic political community and foreign partners. In general, there were no radical changes in trends in public opinion regarding this issue.

In the period from June 2023 to January 2024, the percentage of respondents who unequivocally support the idea of holding elections increased from 5.9% to 12.5%. Those who are more favorable to this idea consistently amounted to no less than 7.5% and no more than 11.9%.

Opponents of holding elections during martial law remain in the majority. Those who absolutely do not support this idea comprise 43-46% during the entire observation period. The “rather no” group waned from 28.7% to 22.5%. Nevertheless, in general, more than two-thirds of Ukrainians do not want elections during martial law.

At the same time, since June 2023, the number of Ukrainians who wish to re-elect the President and the Verkhovna Rada in the near future is gradually increasing. And if there are 20.3% of those who want to re-elect the President, even taking into account the steady growth, then more than half of those polled are already in favor of re-electing the VRU (59.2% as of January 2024).

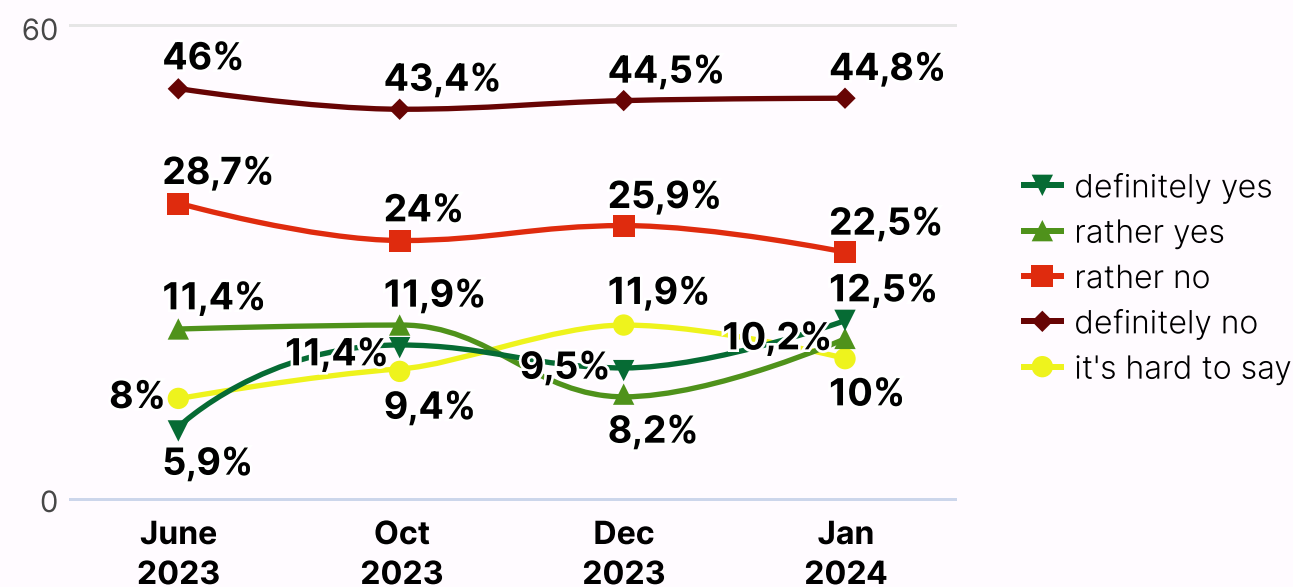
As for the re-election of local authorities, the trends are opposite. The percentage of those wishing to re-elect local councils shrank from 43.7% to 36.8%. When it is possible, 45.5% wanted to re-elect their mayors in June 2023, and 38.6% in January 2024.

A decrease in the number of those who do not see the need for re-election of at least some government bodies has been recorded. However, the change is not significant - from 18.6% to 14.7%.



Public opinion

In your opinion, is it appropriate to have elections in Ukraine during martial law?



Which bodies of authority would be good to re-elect in the near future?

