

UKRAINE POLITICAL, SOCIAL AND RELIGIOUS LANDSCAPE

The Current Situation.

What Ukrainians Want.

Who They Support.

January 2026



DÉTENTE CENTER
FOR PEACE AND FREEDOM

ABOUT THE SURVEY.



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Sampling Methodology

Overview

Sampling Methodology outlines the sampling methodology employed for the national representative survey conducted in Ukraine during November 2025. The methodology was specifically designed to ensure robust population coverage while addressing the unique challenges of conducting research in a wartime context, including accessibility constraints near frontline areas, population displacement, and infrastructure disruptions.

Sample Design

Target Population

The target population comprises all Ukrainian citizens of voting age (18 years and older) residing in government-controlled territories of Ukraine.

Sample Size and Precision

Parameter	Value
Total Sample Size	N = 2,000 completed interviews
Margin of Error	Max $\pm 2.2\%$ at 95% confidence level
Fieldwork Period	November 14 – November 28, 2025

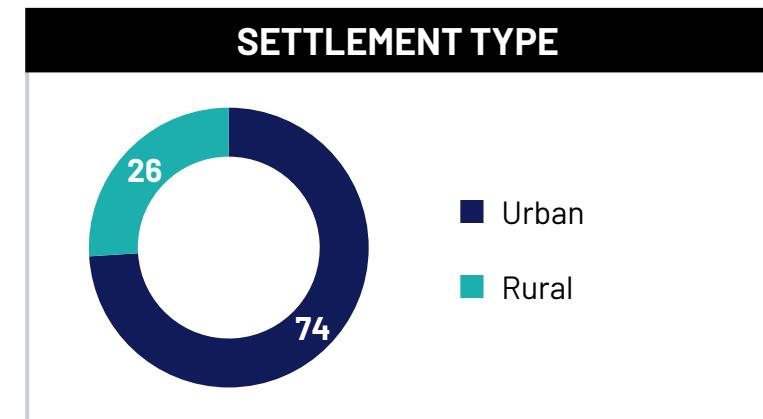
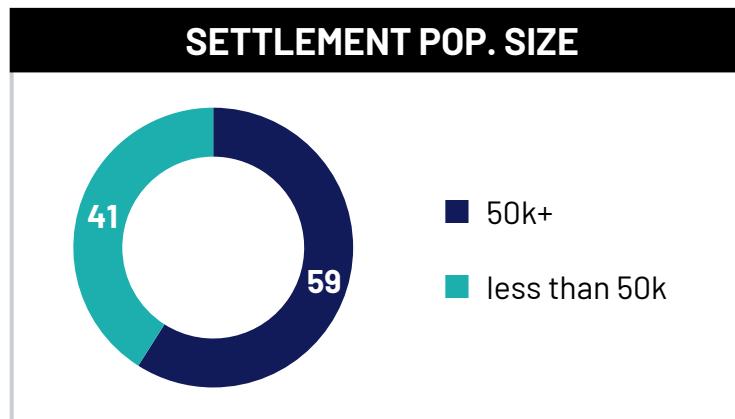
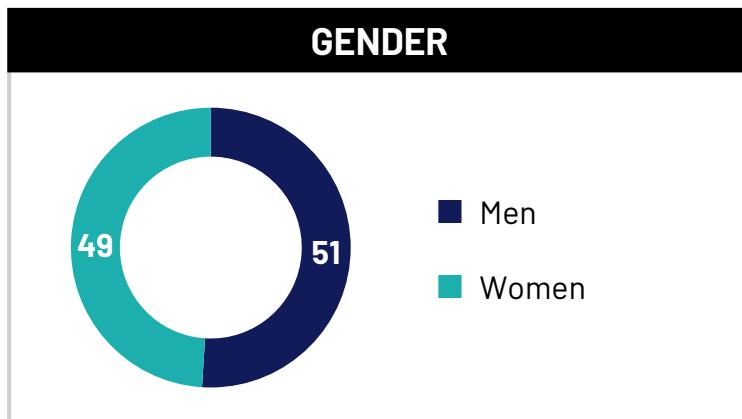
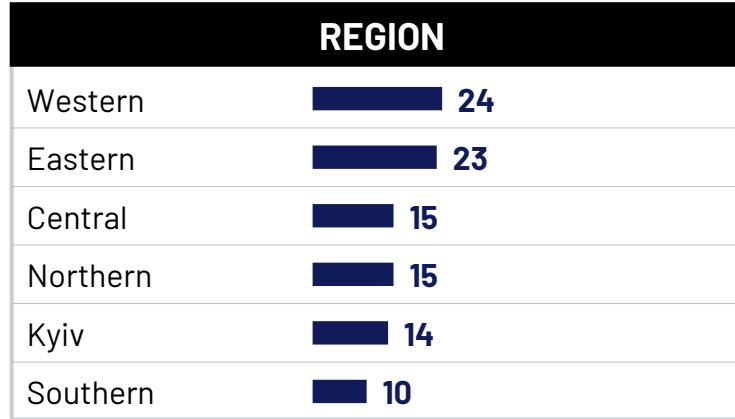
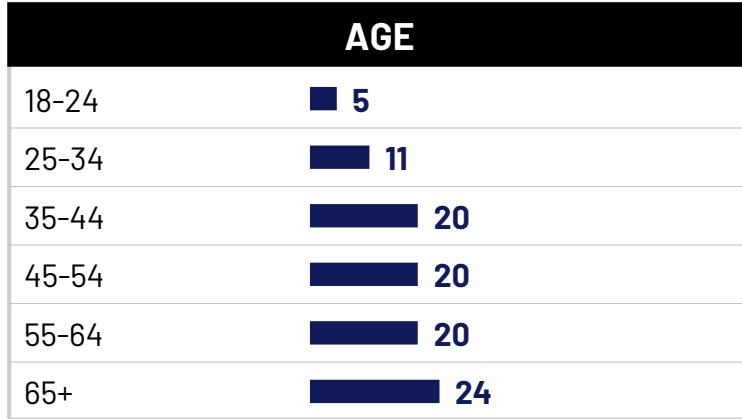
A mixed-mode methodology combining telephone and face-to-face interviews was employed to maximize population coverage while maintaining probability sampling principles. This approach was specifically designed to address the accessibility constraints imposed by the ongoing conflict.

Method	Sample Size
Random Route CAPI (Face-to-Face)	N = 1,500
RDD CATI (Telephone)	N = 500

Quota application: No quotas were applied during data collection to preserve the probabilistic nature of the sample. All adjustments were made post-hoc through weighting.

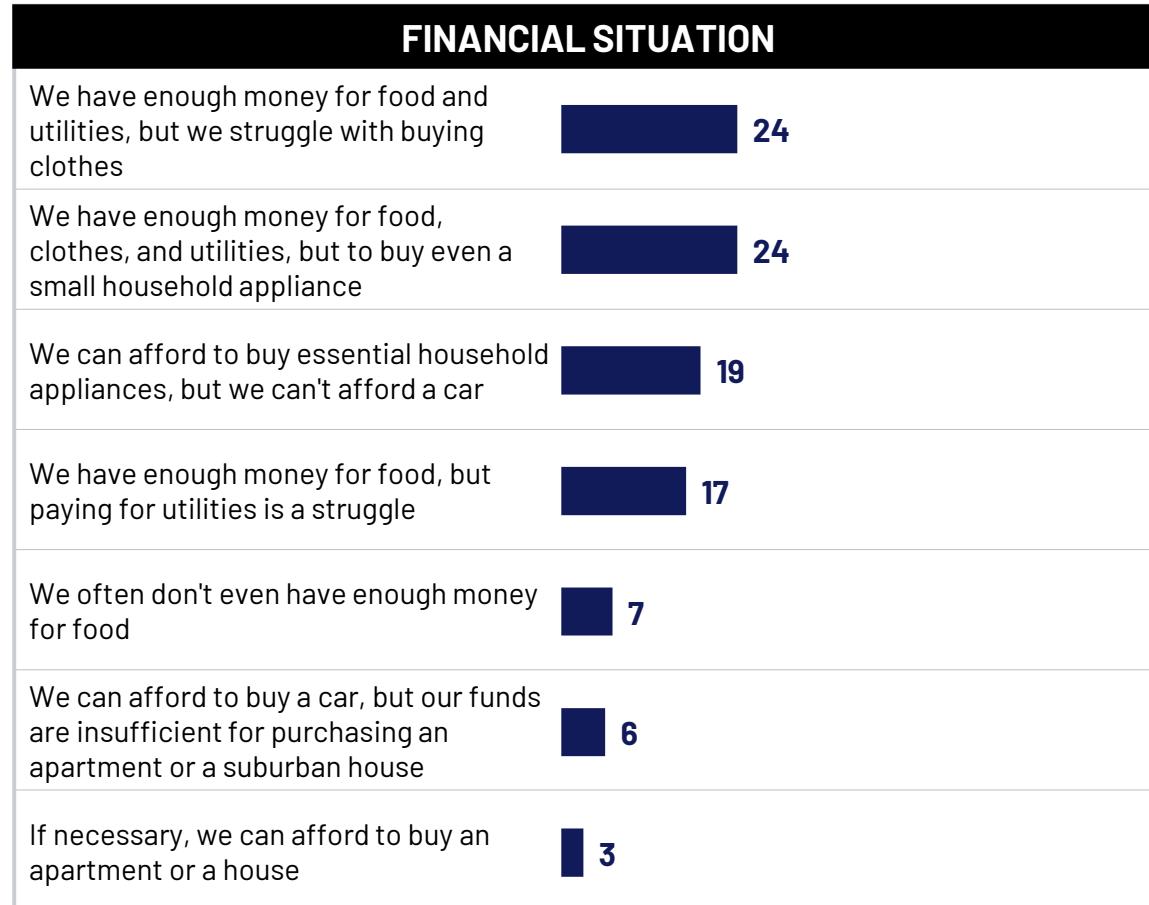
Raked weighting: FTF CAPI data was weighted using iterative proportional fitting (raking) to align with population distributions. Critically, **distributions achieved in RDD CATI served as the benchmark for weighting CAPI data**, rather than relying solely on pre-war census data or theoretical population parameters.

General Voters' Demographics 1/3



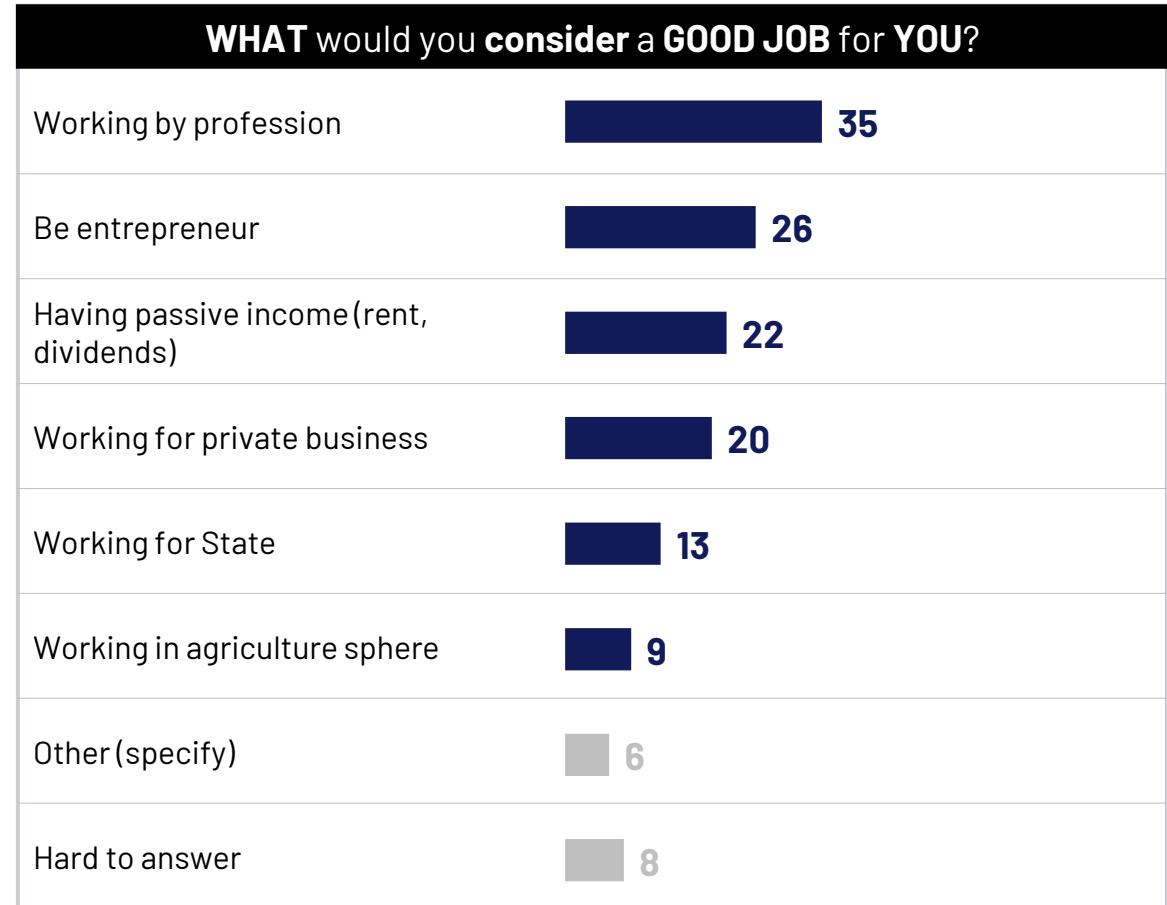
Base: Total sample (n=2000)
Question: Q1a.AGE group; Q2.Gender; Region; Strata; Settlement size; Settlement type

General Voters' Financial Status & Employment Aspirations 2/3



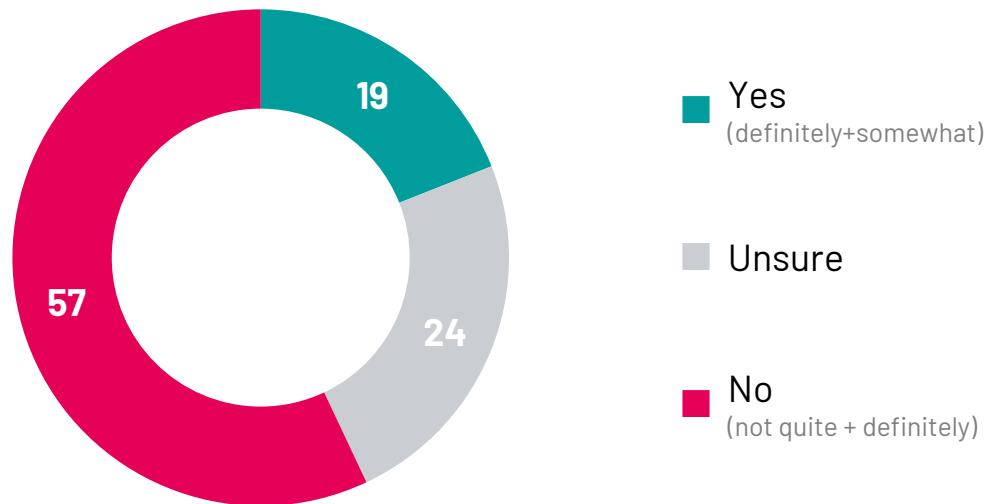
Base: Total sample (n=2000)

Question: Q5. How would you assess the financial situation of your family?



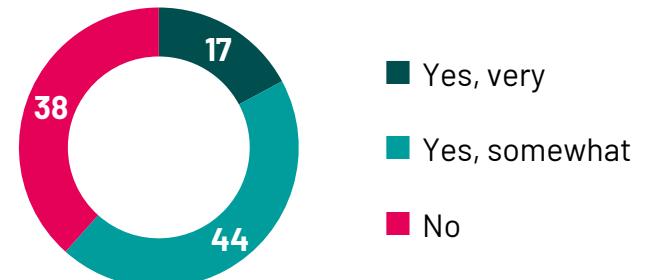
Religious Influence on General Voters' 3/3

Would follow the **ADVICE** of **RELIGIOUS LEADER** for **VOTING** decision

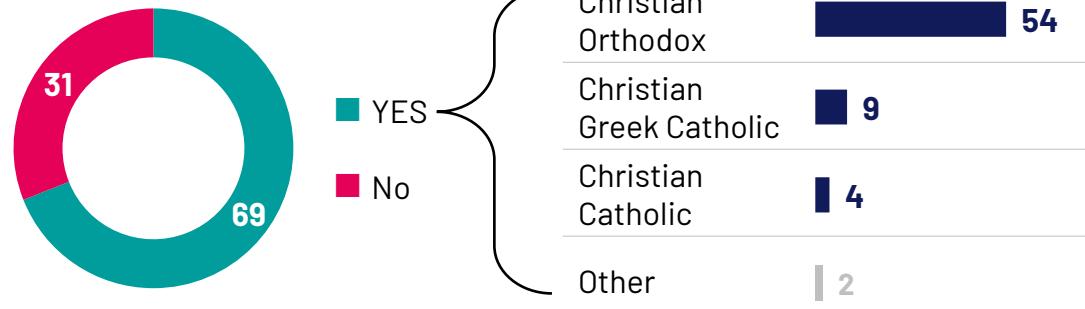


Base: Total sample (n=2000)

RELIGIOUS/SPIRITUAL



RELIGIOUS OR SPIRITUAL COMMUNITY



Qualitative Methodology

Overview

10 focus group discussions (FGDs) were conducted to complement the quantitative survey with in-depth exploration of voter perceptions, candidate assessments, and attitudes toward political leaders. The qualitative phase provides rich context for understanding the “why” behind the survey numbers.

Focus Group Design

Objectives

- Describe the current political climate and the most important qualities for a Ukrainian political leader today
- Assess and compare strengths and weaknesses of four politicians: Zelenskyy, Zaluzhnyi, Budanov, Poroshenko
- Conduct SWOT analyses of each politician
- Projection exercises to understand deeper perceptions

FGD Profile

FGD	Target Audience	Geography	Composition
FGD #1	Zelenskyy Supporters	Urban	Mix of genders and ages
FGD #2	Zelenskyy Supporters	Rural	Mix of genders and ages
FGD #3	Zaluzhnyi Supporters	Urban	Mix of genders and ages
FGD #4	Zaluzhnyi Supporters	Rural	Mix of genders and ages
FGD #5	Poroshenko Supporters	Urban	Mix of genders and ages
FGD #6	Poroshenko Supporters	Rural	Mix of genders and ages
FGD #7	Budanov Supporters	Urban	Mix of genders and ages
FGD #8	Budanov Supporters	Rural	Mix of genders and ages
FGD #9	Undecided Voters	Urban	Mix of genders and ages
FGD #10	Undecided Voters	Rural	Mix of genders and ages

Fieldwork Period: December 2025 – January 2026

THE CURRENT SITUATION.



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Country Direction: Prevailing Pessimism with Pockets of Optimism

Is the **SITUATION** in the country **MOVING** in the **RIGHT DIRECTION?**

Opaque Governance & Institutions

Non-transparent governance; key institutions (Rada, Cabinet) lack agency; cronyism

"No institution works the way it should according to the Constitution."

Communication Failures

Lack of explanation on frontline situation, negotiations, scandals; causes confusion and distrust

"It is unclear what is happening and what is being done to stabilize the situation."

Corruption

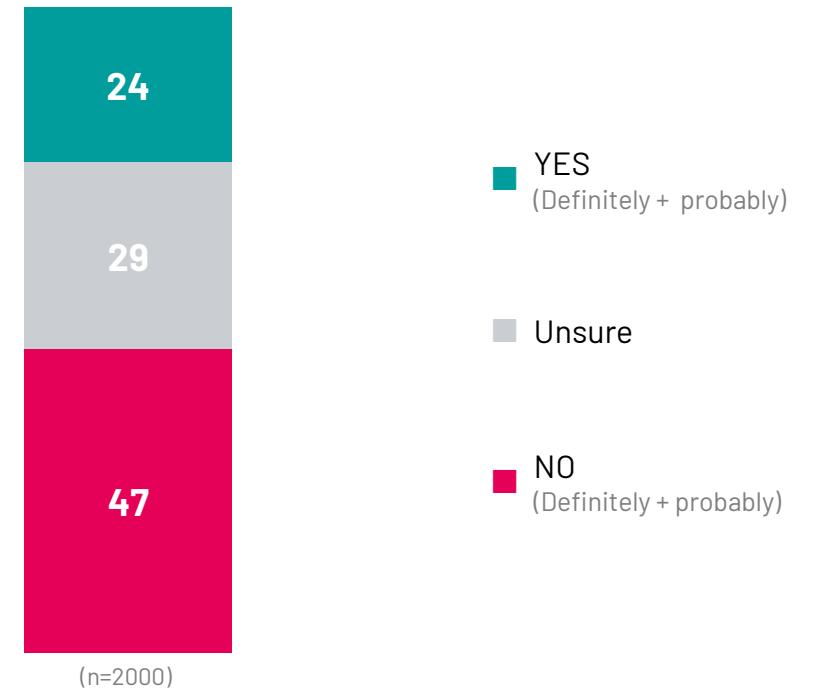
Weakens military potential and national resilience; scandals in energy and military sectors involving President's inner circle

"Everything that should go to the war is being plundered and stolen."

Economic & Military setbacks

Rising prices with stagnant wages; mobilization problems; Russian territorial advances

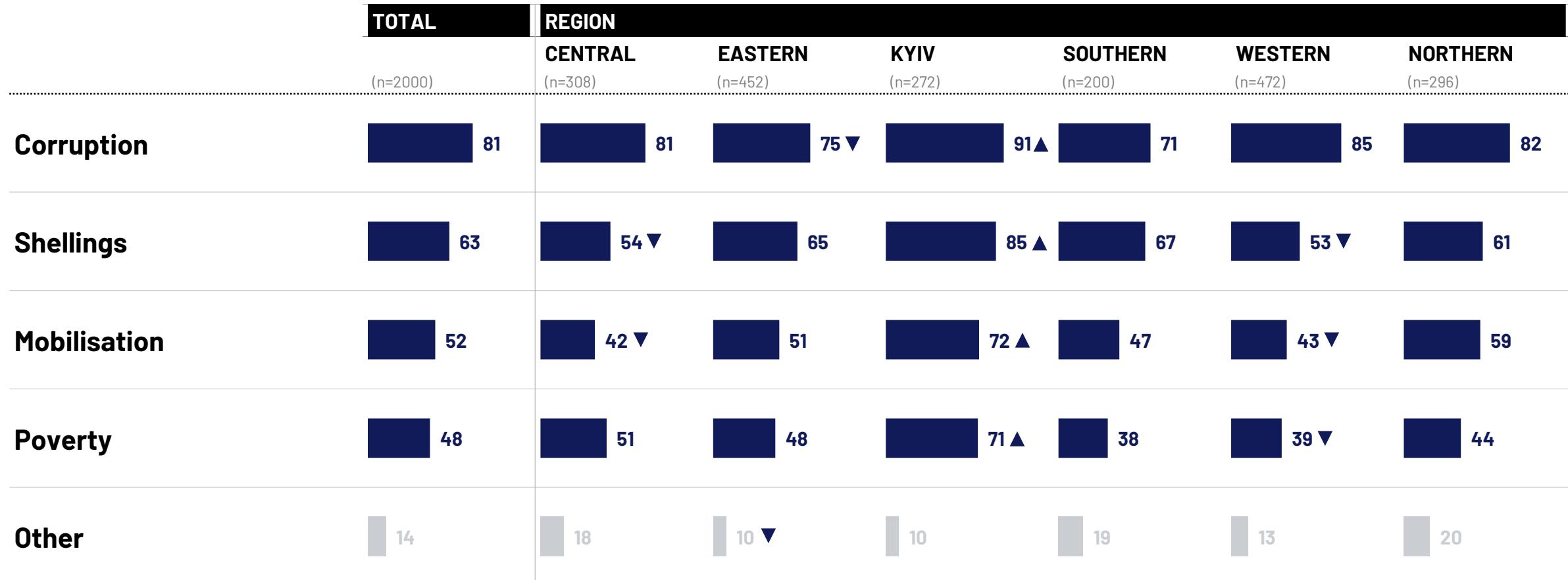
"Wastefulness makes no sense. Everything should go to supporting the military."



- Base: Total sample (n=2000)
- Question: Q6. Is the situation in the country moving in the right direction?

Dominant Concerns: Corruption Ranks First

In your **OPINION**, what **MOST NEGATIVELY** affects the **SITUATION** in the country?

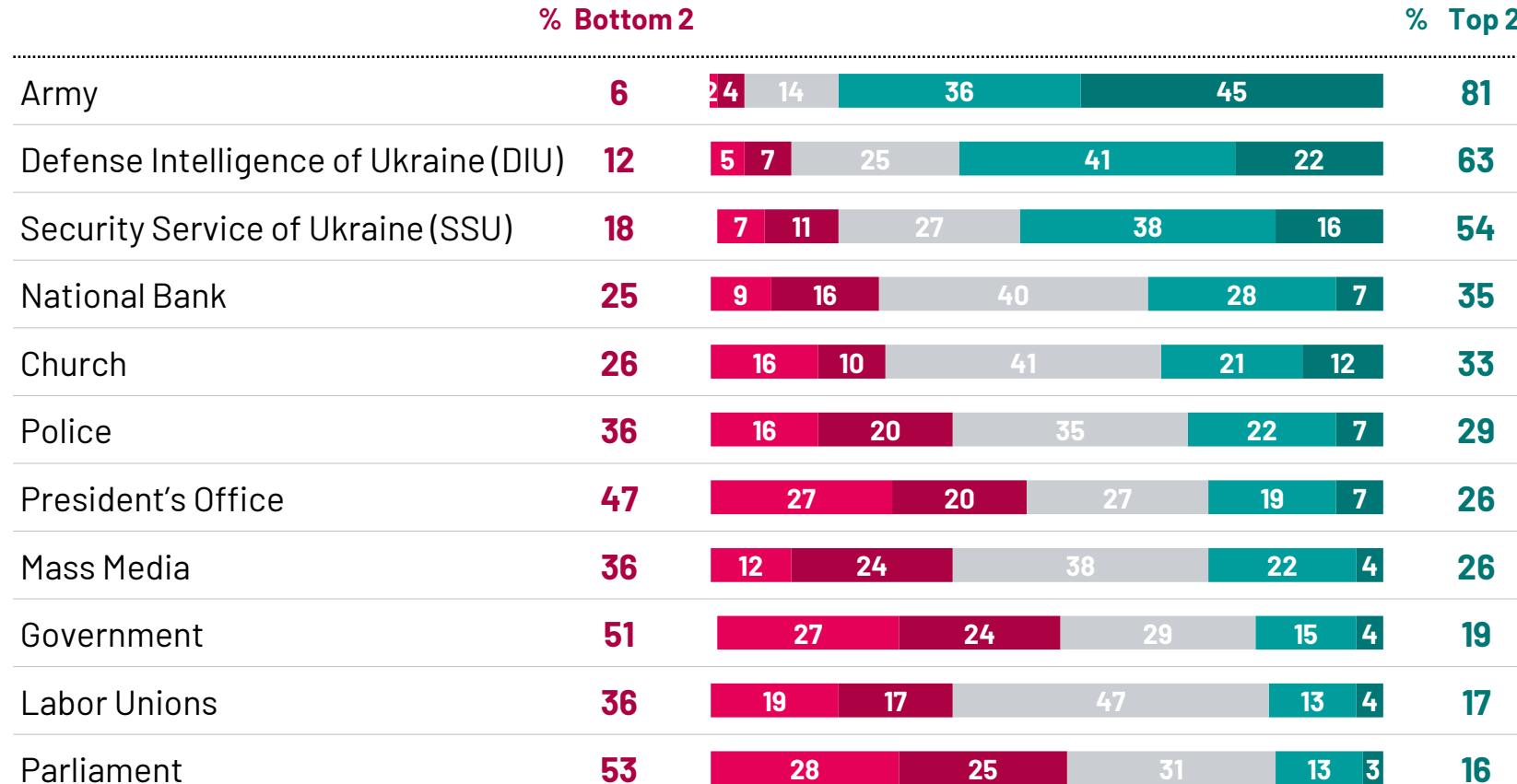


Base: Total sample (n=2000)

Question: Q7. In your opinion, what most negatively affects the situation in the country (corruption, shellings, mobilisation, poverty, etc.)?

Military Institutions Score Higher Trust Than Civilian Institutions

Do you **TRUST OR DISTRUST** the following **INSTITUTIONS?**



% Top 2

- Trust completely
- Trust somewhat
- Neutral
- Distrust somewhat
- Distrust completely

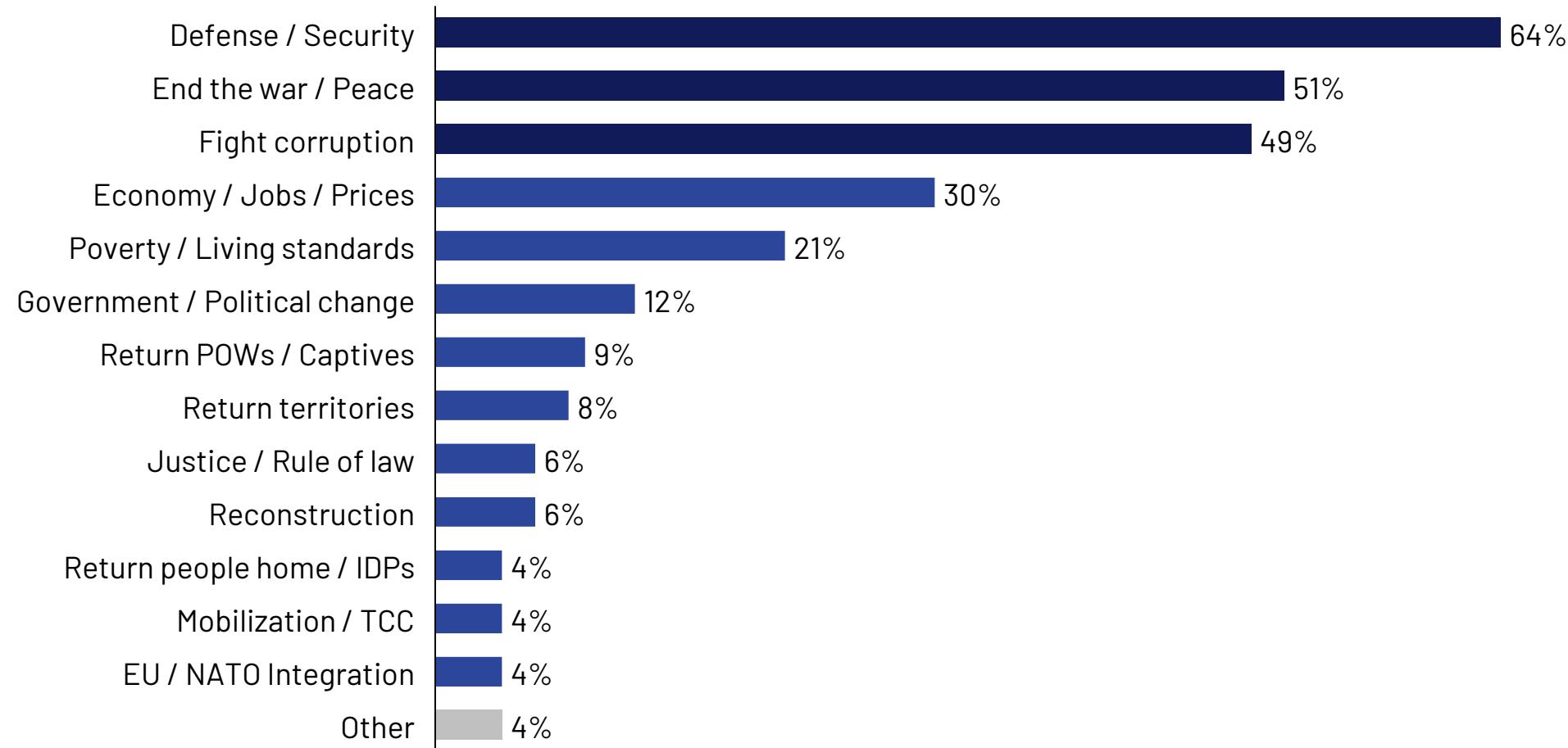
% Bottom 2

Base: Total sample (n=2000)

Question: Q55. Do you trust or distrust the following institutions?

Expectations from the President Zelenskyy: Defense, Peace, Fight Corruption

Which **THREE PROBLEMS** in Ukraine, in your **OPINION**, should the **PRESIDENT ADDRESS** as a **PRIORITY**?



Base: Total sample (n=2000)

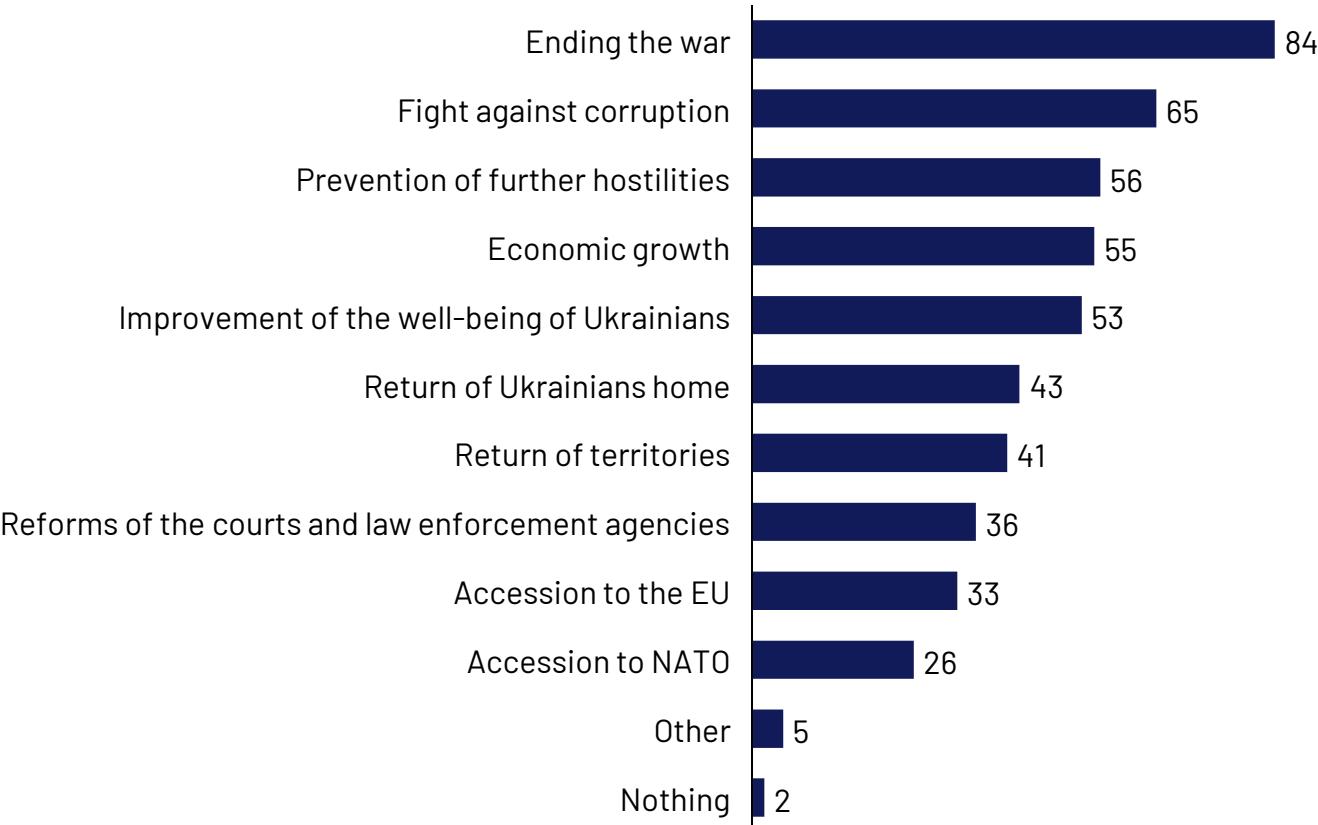
Question: Q52. Which three problems in Ukraine, in your opinion, should the president address as a priority?

WHAT UKRAINIANS WANT.



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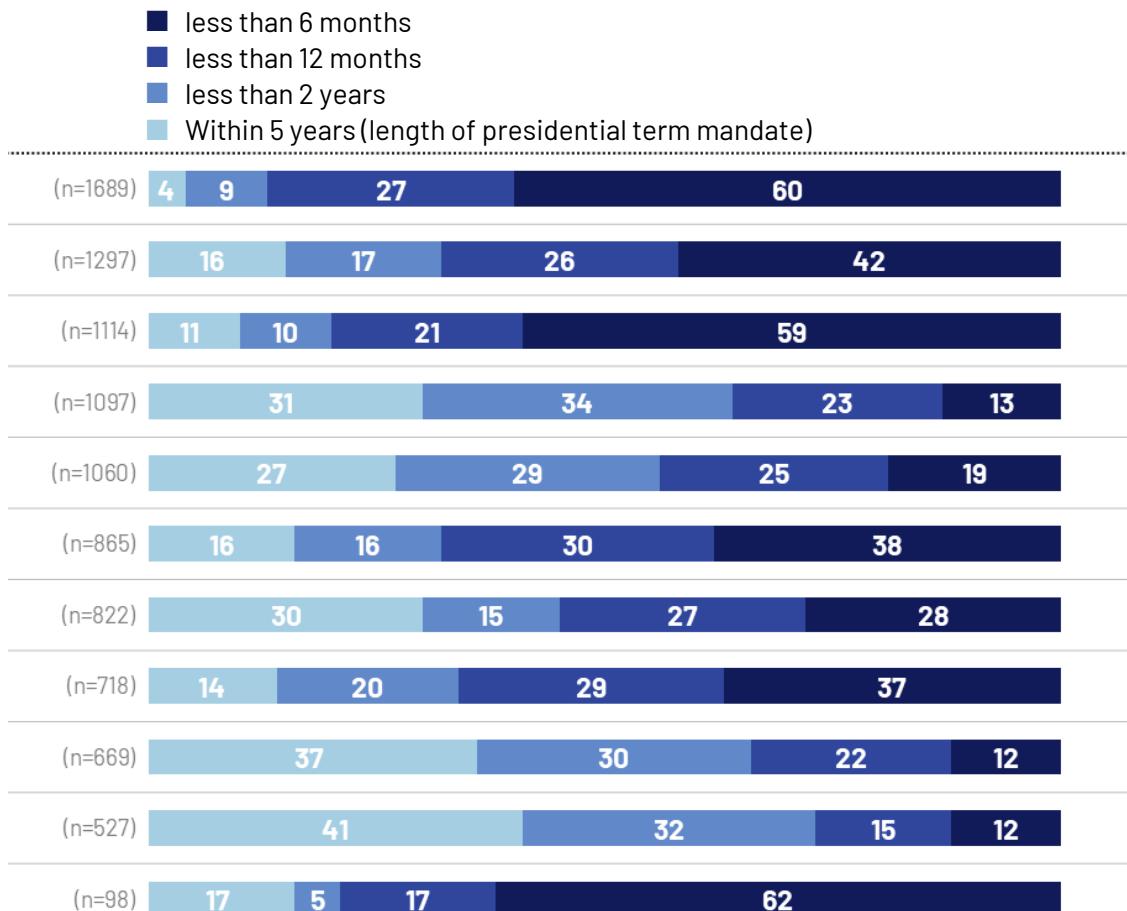
WHAT do you EXPECT from the CANDIDATE if elected?



Base: Total sample (n=2000)

Question: Q50. What do you expect from the candidate if elected? Q51. And how much time do you give for this?

And HOW MUCH TIME do YOU GIVE for this?



WHO THEY SUPPORT.

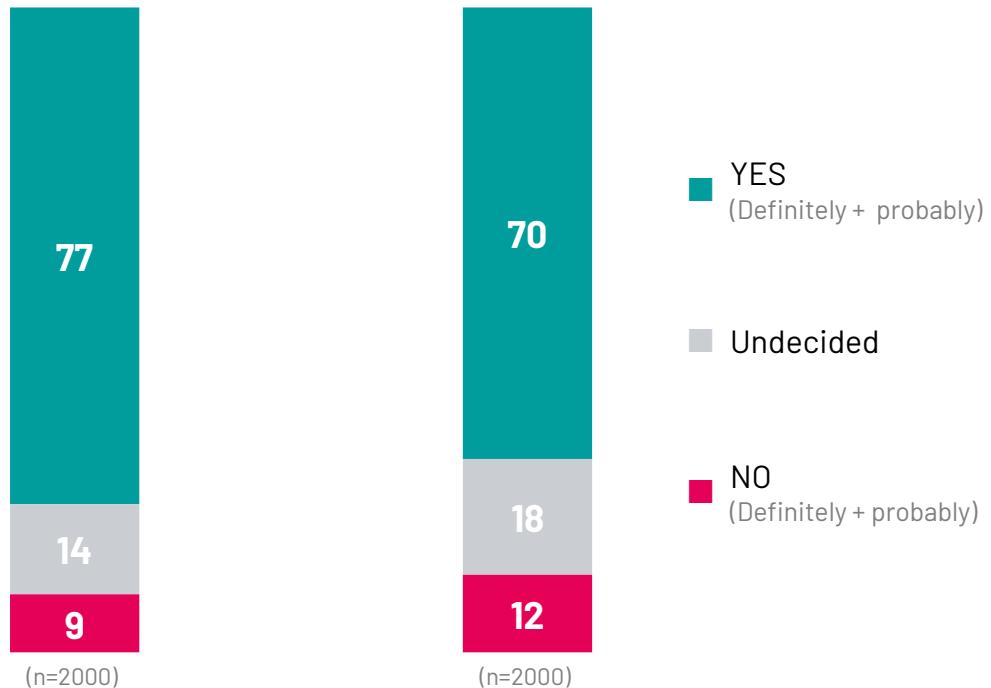


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Voting Intention: High

Do **YOU INTEND** to **VOTE**?

PRESIDENTIAL | PARLIAMENTAL

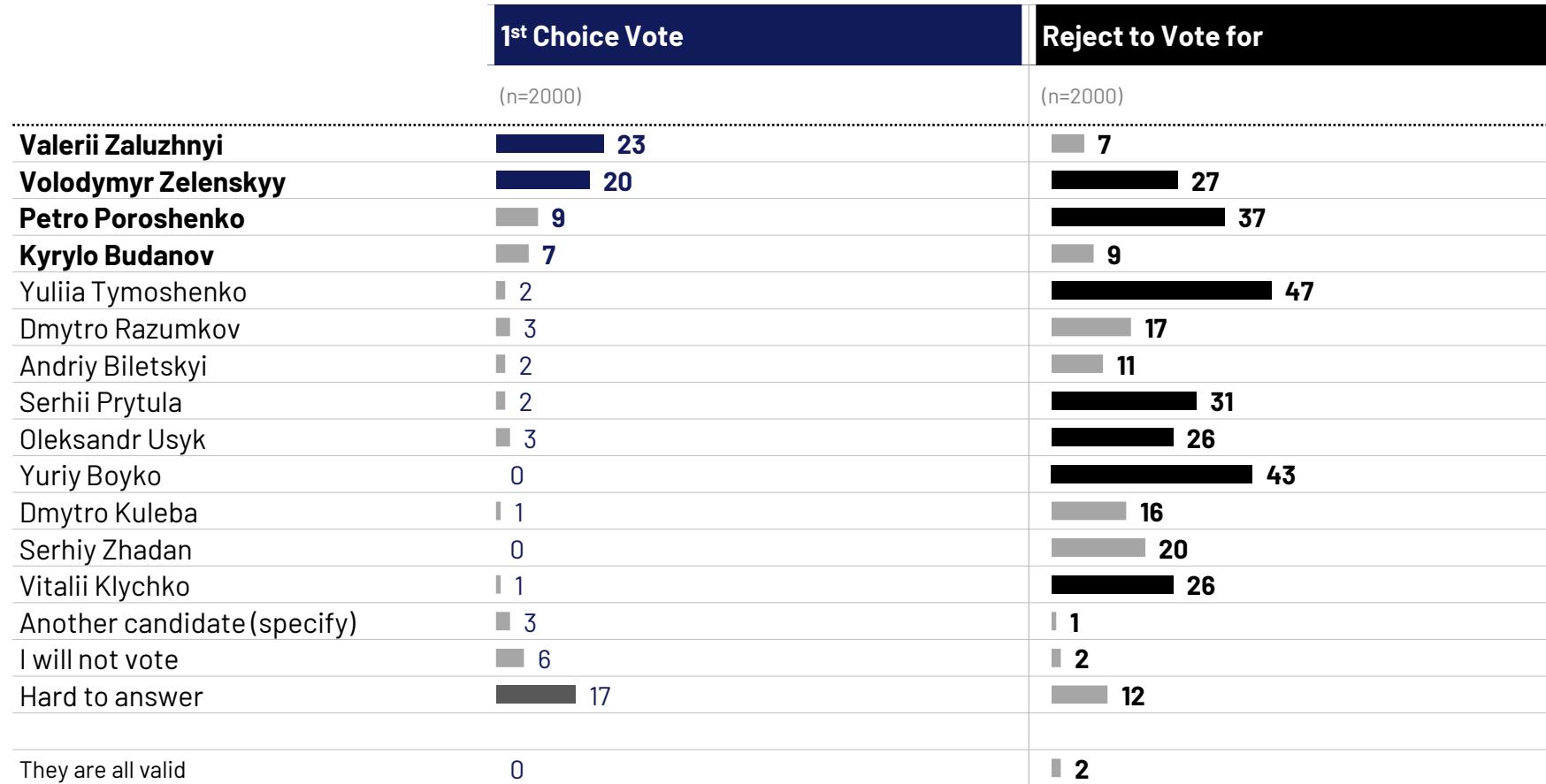


A strong majority intends to vote in presidential elections (77%), outpacing parliamentary intent (70%). This **7-point gap** suggests Ukrainians view presidential elections as more consequential.

Base: Total sample (n=2000)
Question: Q40 Do you intend to take part in the presidential elections? \ Q40a. Do you intend to take part in the parliamentary elections?

Presidential Race: Zaluzhnyi Leads. Zelenskyy Contests with High Rejection Rate.

IMAGINE that NEXT SUNDAY the ELECTIONS of the President of Ukraine are taking place.

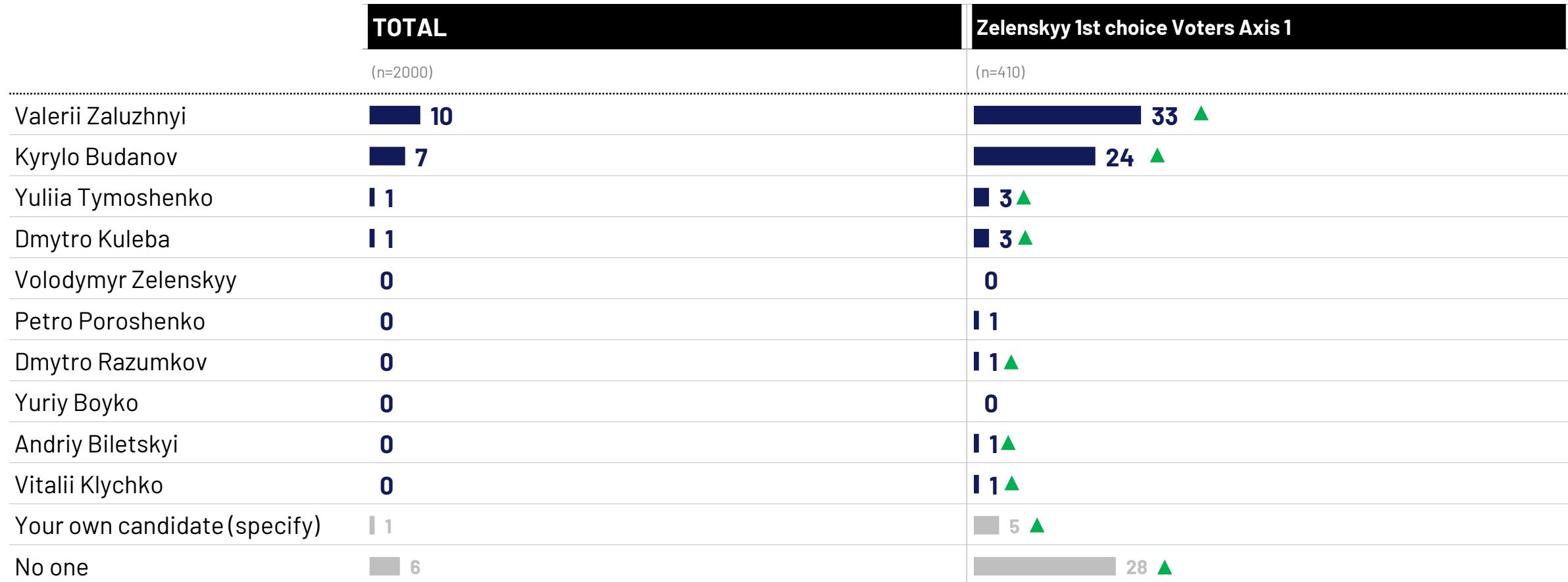


Base: Total sample (n=2000)

Question: Q41 Imagine that next Sunday elections to the Verkhovna Rada of Ukraine are taking place. Which of the parties would you vote for? Q26. And who would you definitely not vote for under any circumstances?

If Zelenskyy leads coalition: Zaluzhnyi and Budanov are strong contributors

WHOM do you SEE more as a **POTENTIAL POLITICAL PARTNER** of **ZELENSKYY**

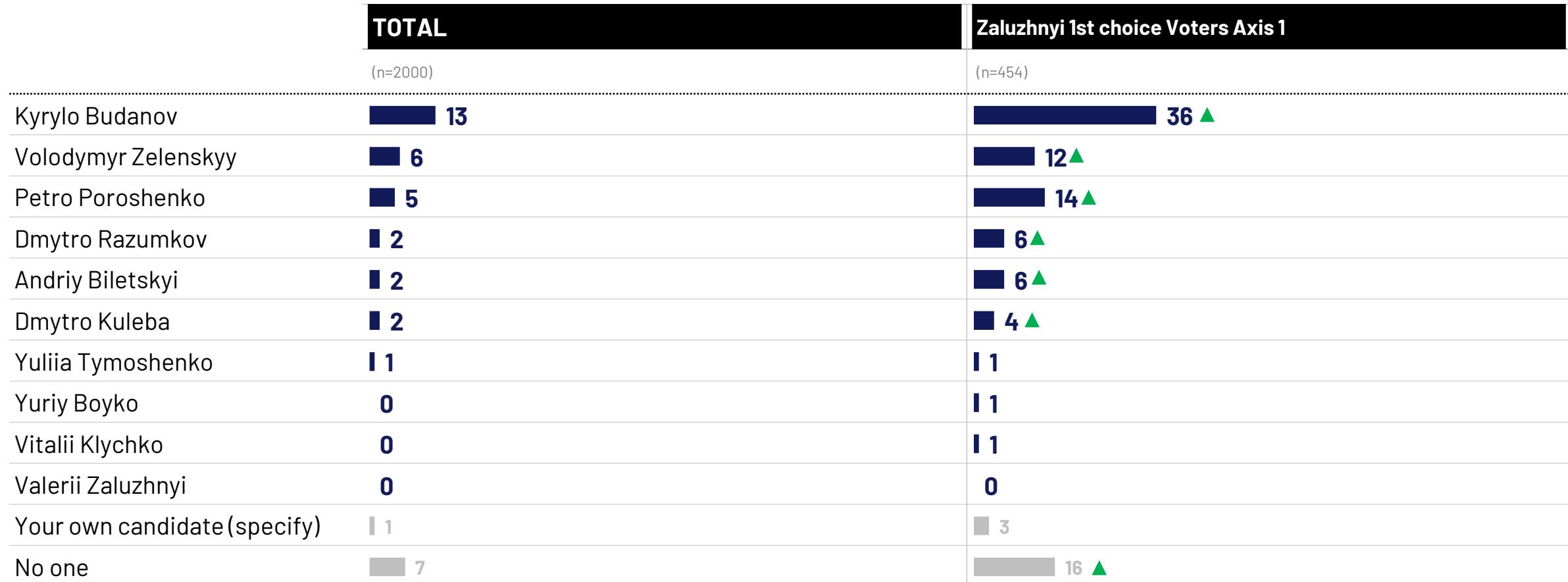


Base: Total sample (n=2000)

Question: Q27. whom do you see more as a potential political partner of

If Zaluzhnyi leads coalition: Zelenskyy is a weak contributor

WHOM do you SEE more as a **POTENTIAL POLITICAL PARTNER** of **ZALUZHNYI**

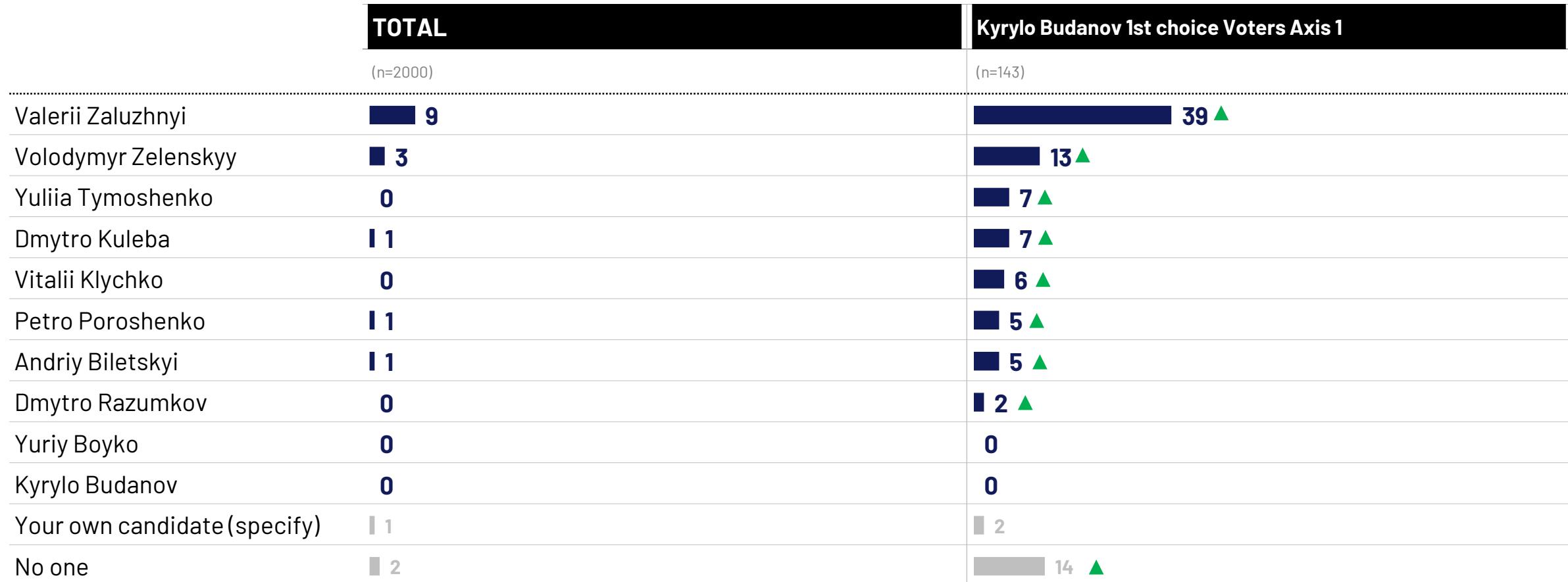


Base: Total sample

Question: Q27. whom do you see more as a potential political partner of

If Budanov leads coalition: Zelenskyy is a weak contributor

WHOM do you SEE more as a **POTENTIAL POLITICAL PARTNER** of **BUDANOV**

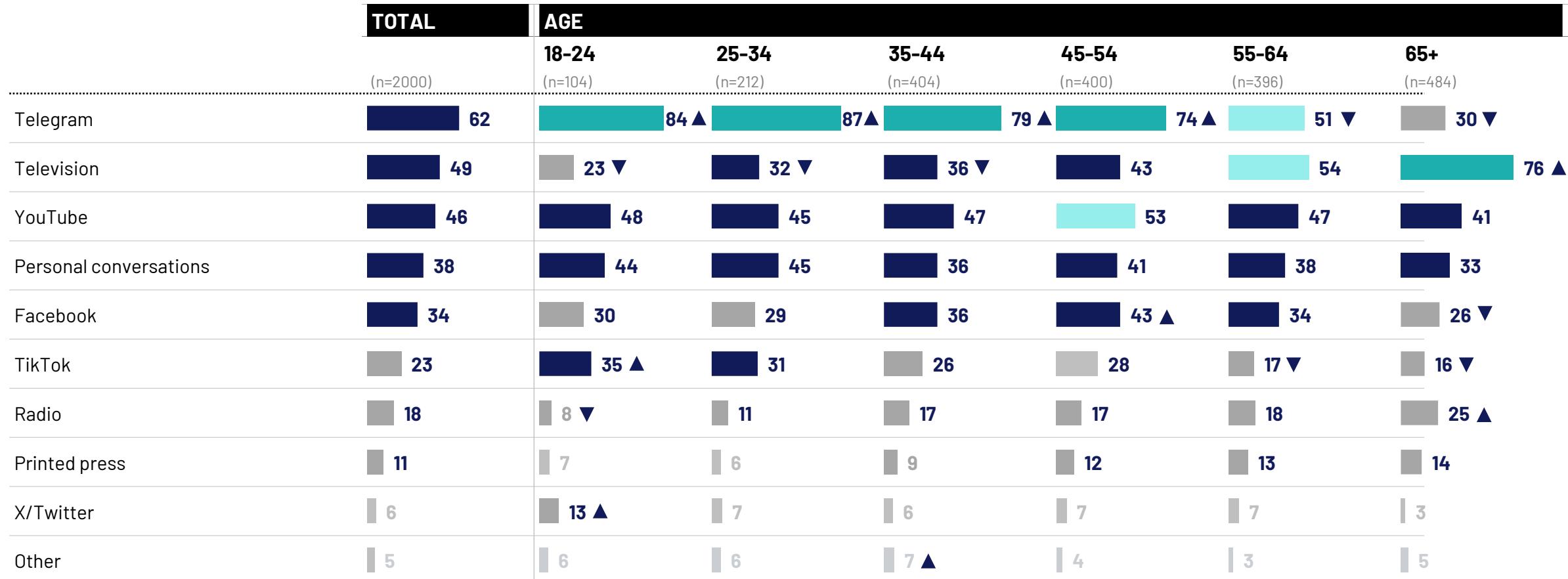


Base: Total sample

Question: Q27. whom do you see more as a potential political partner of

Two Media Worlds Telegram and TV: No single channel reaches all voters.

FROM which SOURCES do YOU GET NEWS and INFORMATION?

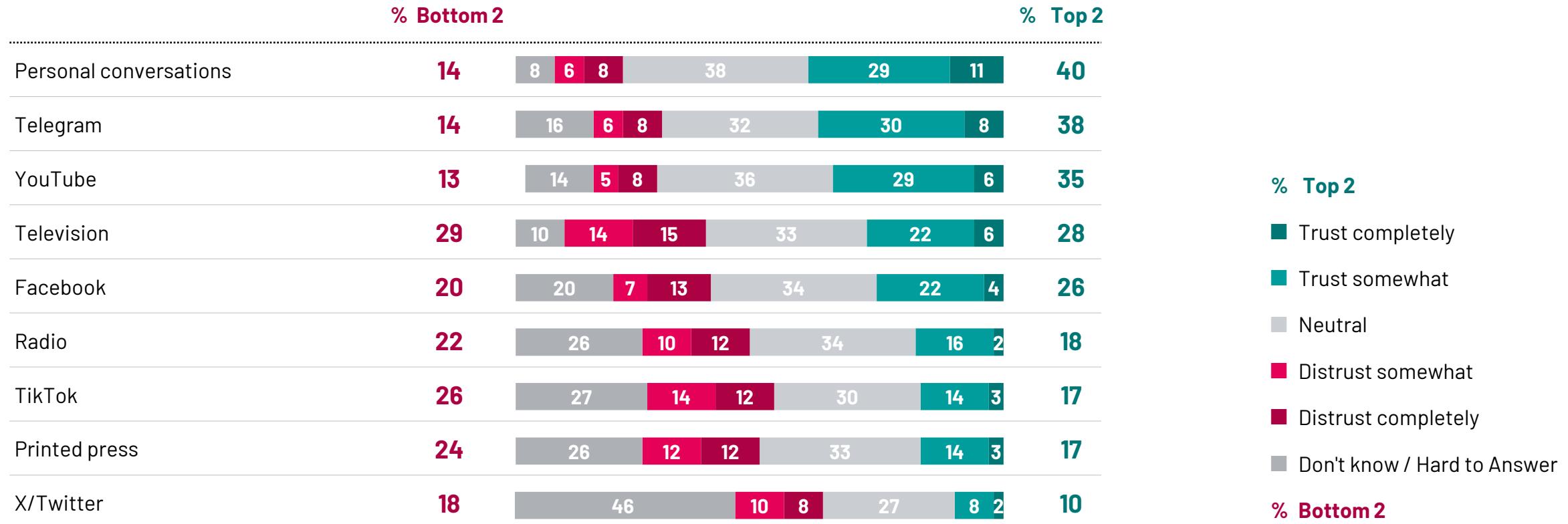


Base: Total sample

Question: Q54..From which sources do you get news and information?

Trust Deficit: No Platform scores over 40%

HOW much do you **TRUST** the **INFORMATION ABOUT YOUR CANDIDATE** that you receive from the following **SOURCES**



Base: Total sample (n=2000)

Question: Q55. How much do you trust the information about your candidate that you receive from the following sources: by Elements weighted by: Weight

THANK YOU



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