

# UKRAINE POLITICAL SENTIMENT

## DATA COLLECTED IN FEBRUARY 2026

Report provided in February 2026

# Sampling Methodology

## Overview

The methodology was 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 comprised all Ukrainian citizens of voting age (18 years and older) residing in government-controlled territories of Ukraine.

## Sample Size and Precision

Parameter	Value
<b>Total Sample Size</b>	N = 2,003 completed interviews
<b>Margin of Error</b>	Max ±2.2% at 95% confidence level
<b>Fieldwork Period</b>	February 13 – February 19, 2026

A random digit methodology combining telephone and SMS self-completion 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.

**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:** data was weighted using iterative proportional fitting (raking) to align with population distributions to November 2025 RDD CATI (n=2000) to remove the respondent accessibility bias caused by significant disruptions in electricity supply. Critically, **distributions achieved in the November 2025 RDD CATI served as the benchmark for weighting data**, rather than relying solely on pre-war census data or theoretical population parameters.

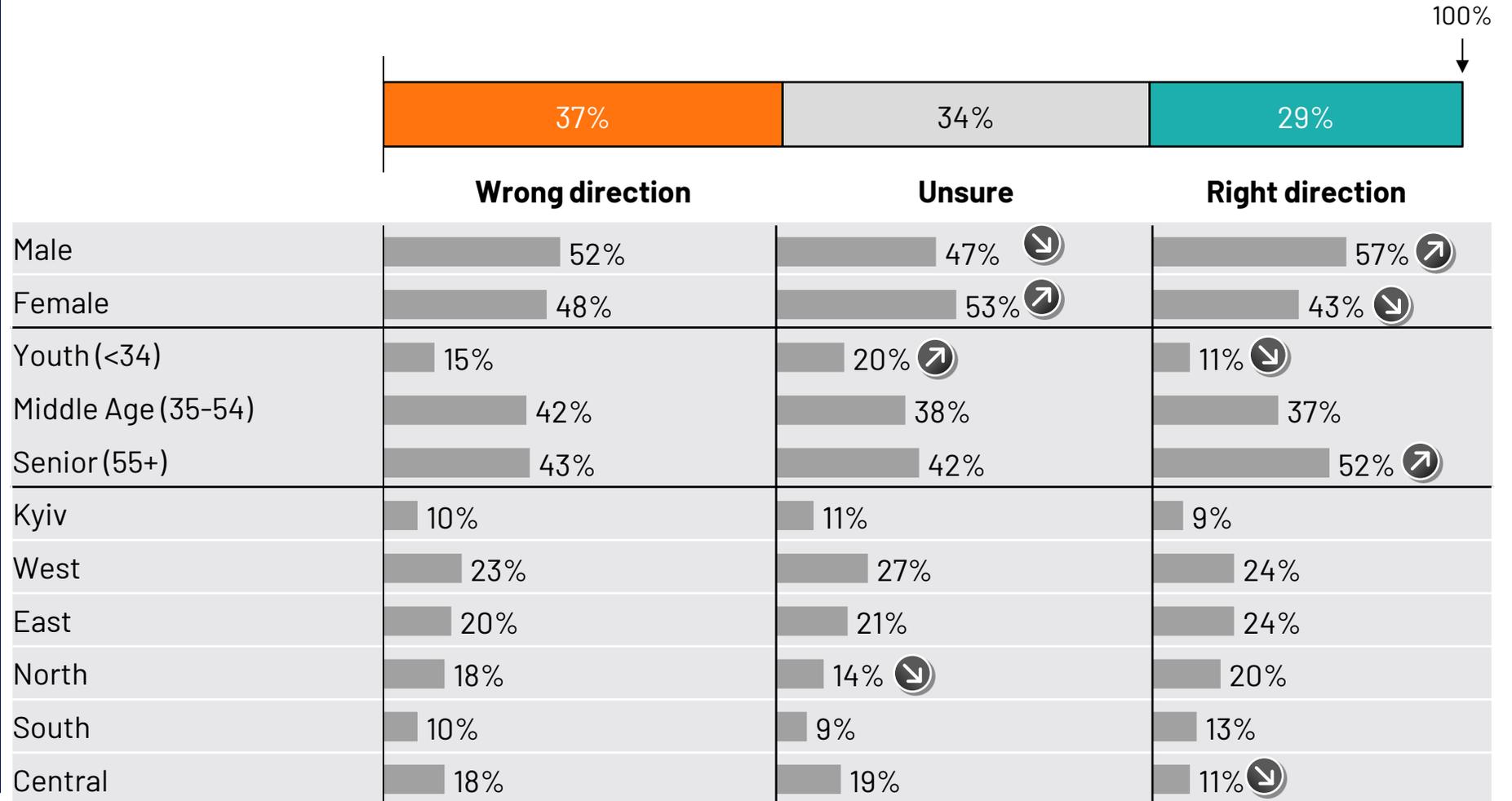
## More Ukrainians feel the country is heading the wrong way than the right way – but a third remain unsure

With 37% saying "wrong direction" vs. 29% "right direction," pessimism outweighs optimism.

The largest group (34%) is undecided – a significant reservoir of persuadable opinions.

Seniors are the most optimistic (52% right direction), while youth are largely disengaged or uncertain (only 11% right direction). Males skew notably more optimistic (57%) than females (43%). Regionally, no single area drives the pessimism – it is broadly distributed.

## Is the situation in the country moving in the right direction?



Is the situation in the country moving in the right direction? . percentages Based on Total (qualified) N=2003

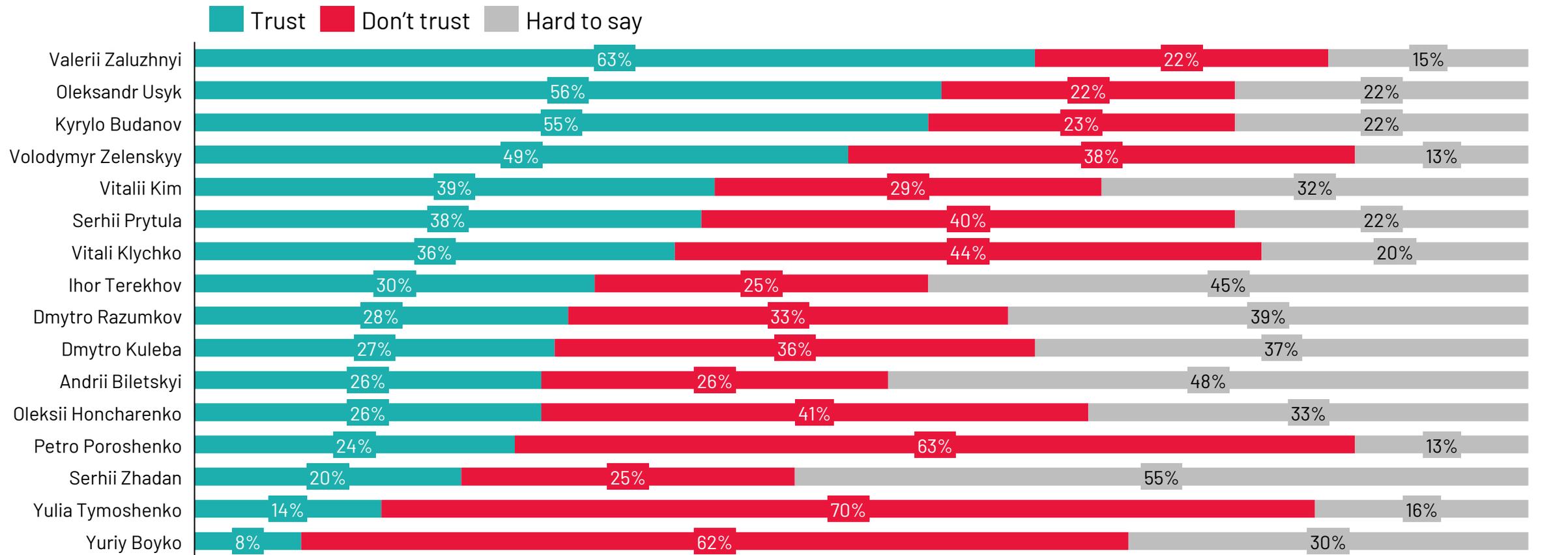


flags significant difference vs total population at CI 95%+

## Zaluzhnyi is the most trusted figure in Ukraine; Zelenskyy ranks fourth, behind Usyk and Budanov

Zaluzhnyi leads trust at 63%, ahead of Usyk (56%) and Budanov (55%). Zelenskyy sits at 49% trust but carries the highest distrust among the top four (38%) – a polarizing profile for an incumbent. At the bottom, Tymoshenko (14% trust, 70% distrust) and Boyko (8% trust, 62% distrust) face near-irreversible negative sentiment.

A notable pattern: the three most trusted figures are all wartime leaders or national symbols, not career politicians.



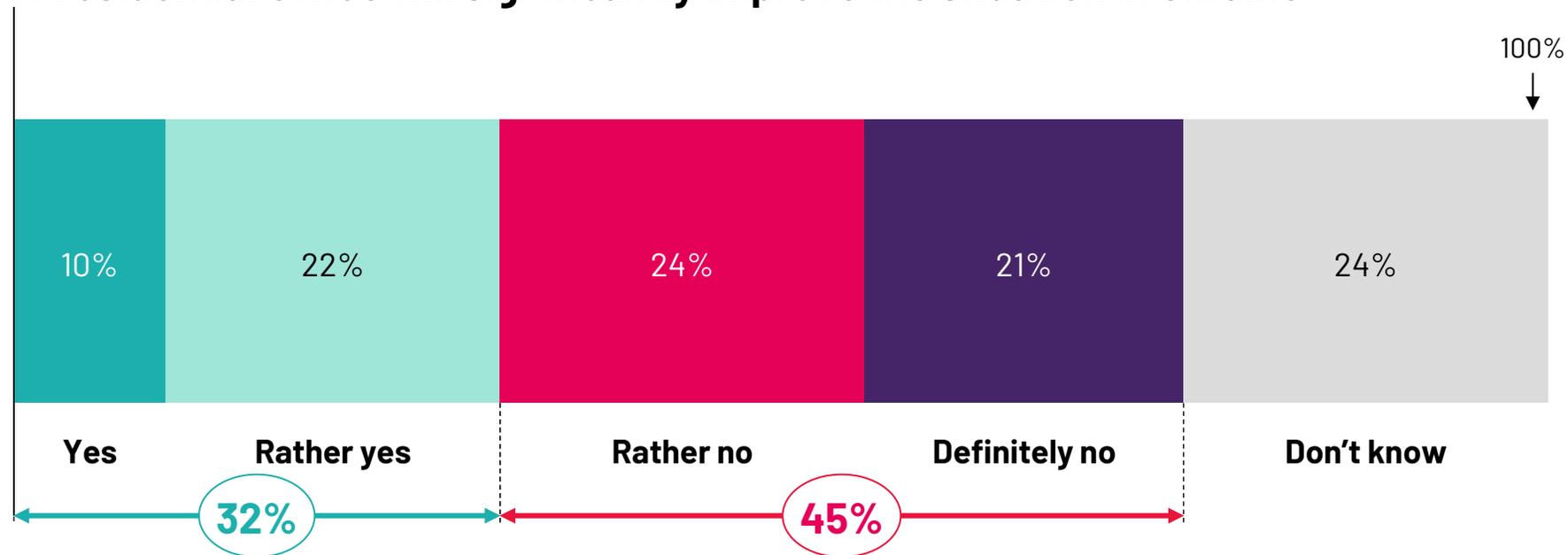
How much do you trust the following persons. percentages Based on Total (qualified) N=2003

## More Ukrainians are pessimistic than hopeful about the recent government reshuffling – 45% negative vs. 32% positive

Nearly a quarter (24%) don't know – suggesting the changes haven't been communicated effectively to the public or are taking a wait-and-see approach.

With 45% negative news, the reshuffle has not generated the hoped-for reset in public confidence.

### Do you believe that the recent personnel changes in the Government and Presidential Office will significantly improve the situation in Ukraine?



Do you believe that the recent personnel changes in the Government and Presidential Office will significantly improve the situation in Ukraine?. percentages Based on Total (qualified) N=2003



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