



ON THE PECULIARITIES OF RUSSIAN CULTURAL CONTENT CONSUMPTION (NATIONWIDE SURVEY)

*The following six questions were included **with the financial support of PONARS-Eurasia** into the survey conducted by Ilko Kucheriv Democratic Initiatives Foundation together with the Razumkov Center Sociological Service from December 13 to December 21, 2022, under support of MATRA Program.*

The survey was conducted using face-to-face method in the following regions:

- Volyn, Zakarpattia, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Chernivtsi regions (Western macro region);
- Vinnytsia, Zhytomyr, Kyiv, Kirovohrad, Poltava, Sumy, Khmelnytskyi, Cherkasy, Chernihiv regions and in Kyiv city (Central macro region);
- Mykolaiv, Kherson and Odesa regions (Southern macro region);
- Dnipropetrovsk, Zaporizhzhia, Kharkiv regions (Eastern macro region).

The survey was conducted using a stratified multi-stage sample. The structure of the sample reflects the demographic structure of the adult population on the territories where the survey was conducted, as of the beginning of 2022 (by age, gender, type of settlement).

2018 respondents of the age of 18 and older have been interviewed. The theoretical sampling error does not exceed 2.3%. However, additional systematic deviations of the sample can be caused by the consequences of Russian aggression, in particular forced evacuation of millions of citizens.

- Prior to the full-scale Russian invasion, a significant proportion of Ukrainians actively engaged with Russian cultural content. More than 40% of respondents engaged with this content often or very often. Almost 30% engaged with such content rarely, and 17% - very rarely. Only 10% of respondents reported never or almost never engaging with Russian cultural content. Russian-speaking Ukrainians (54%) tend to consume such content more frequently than the Ukrainian-speaking ones (35%).
- 45% of respondents believe that the main reason why Ukrainians continue to engage with Russian cultural content is habit (they just “are used to it”). Another 21% of respondents believe that Ukrainians who continue to engage with the Russian content just like it. A similar proportion of respondents, 21%, believe that it is easier for some Ukrainians to engage with Russian content. 18.5% of respondents believe that Ukrainians who engage with the Russian content cannot find a Ukrainian alternative they enjoy.
- The opinion of respondents on the matter of schools covering literature by Russian authors is split. 38% of respondents believe that this literature should not be covered by schools. More than 27% of respondents believe that only the literature by Russian authors considered classic should be covered by schools. Almost 11%

of respondents believe that schools should only cover the literature by those authors who are in one way or the other related to Ukraine. Another 10% of respondents believe that the literature by Russian authors should only be covered by schools if these authors did not hold anti-Ukrainian beliefs. 7% of respondents believe that literature by Russian authors should continue to be studied the way it has been. The distribution of responses varied strongly depending on the region of respondents. Indeed, in the West of Ukraine, 60% of respondents believe schools should not cover any kind of literature by Russian authors, while in the South of Ukraine, only 10% of respondents did.

- There is no uniform opinion on the matter of assessment of Ukrainian cultural creators who continue to produce content in Russian. 29% of respondents believe that after Russia’s full-scale invasion broke out it is not appropriate to create such content. 23% of respondents believe that cultural creators who produce content in Russian should no longer be considered Ukrainian. The rest of the respondents are more reserved. 10% believe that culture and politics must be discussed separately, which justifies cultural creators producing content in Russian. A similar proportion of respondents (circa 10%) believe that the content in Russian is justified if there is popular demand for it. There are those respondents who cite freedom of creation (circa 8%) and considerations for those who consider Russian their native language (8%) as reasons that justify the content in Russian. Almost 10% of respondents found it hard to answer this question.
- The responses show more commonality when it comes to the discussion of the measure of state financing and support for Ukrainian cultural creators who produce cultural content in Russian. Indeed, almost 60% of respondents oppose the measure. 37% of respondents believe that the support is not appropriate after the Russian full-scale invasion broke out, and 22.5% of respondents are against the measure because it is not conducive to the development of the Ukrainian language and culture. Those who believe the measure is justified cite popular demand for such cultural content (8%), the cultural impact of such content on Russians and Russian-speaking Ukrainians (7%), and freedom of creation (6%). Almost 10% of respondents found it hard to answer this question.
- Since the start of the full-scale invasion, there is a broad consensus in Ukrainian society that banning Russian cultural products (in the form of performances by Russian artists and broadcasts of Russian films) is a necessary step to protect Ukraine. This opinion prevails in all regions (from 53% in the East to 75% in the West), with only the South showing roughly equal shares of those who agree and disagree.

SURVEY RESULTS

1. Prior to the Russian full-scale invasion, how often did you engage with Russian cultural content (books by Russian authors, music by Russian artists, films, or series of Russian production)?

1. Very often	10,6
2. Often	30,2
3. Rarely	29,2
4. Very rarely	16,7
5. Never or almost never	9,9

6. Hard to answer	3,5
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2. Why do you believe some Ukrainians continue to engage with Russian cultural content? (multiple choice)

1. They just like it	21,1
2. It is easier to find than the Ukrainian one	15,1
3. They cannot find a Ukrainian alternative they enjoy	18,5
4. They are just used to it	44,9
5. Content in Russian is easier for them to engage with	20,6
6. This is a non-issue: culture and politics must be discussed separately	12,5
7. Hard to answer	12,2

3. Do you believe that literature by Russian authors should be covered in Ukrainian schools? (choose one)

1. Yes, literature by Russian authors should continue to be studied the way it has been in schools	7,0
2. Yes, but schools should only cover the literature by those authors who are in one way or the other related to Ukraine.	10,7
3. Yes, but schools should only cover the literature by authors who did not hold anti-Ukrainian beliefs.	9,8
4. Yes, but schools should only cover the literature that is considered classic	27,5
5. No	38,1
6. Hard to answer	6,9

4. In what cases, do you believe, are the Ukrainian cultural creators (musicians, writers, producers, etc.) justified to produce cultural content in Russian? (choose one)

1. In all cases because culture and politics must be discussed separately	9,9
2. In all cases due to freedom of creation	7,8
3. If there is a popular demand for such content	9,7
4. If they consider Russian their native language	7,6
5. Never – otherwise, they should not be considered Ukrainian authors	23,8
6. There should be no such cases after the Russian full-scale invasion broke out	29,4
7. Other	1,1
8. Hard to answer	10,6

5. Can the Ukrainian state support (for instance, finance or advertise) Ukrainian authors (books, movies, exhibitions, etc.) who produce cultural content in Russian? (choose one)

1. Yes, because this activity culturally impacts Russians and Russian-speaking Ukrainians	7,6
2. Yes, due to freedom of creation	6,1
3. Yes, because culture and politics must be discussed separately	7,0
4. Yes, if there is a popular demand for such content	8,9
5. No, this is not appropriate after the Russian full-scale invasion broke out	37,1
6. No, because this is not conducive to the development of the Ukrainian language and culture	22,5

7. Hard to answer	10,8
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6. Please select from two opposing interpretations of events or government actions the one that best reflects your personal opinion

1. Banning Russian artists and films in Ukraine is a necessary step to ensure the national security	63,4
2. Banning Russian artists and films in Ukraine is a mistake that violates citizens' rights	13,9
3. I disagree with both options, difficult to answer	22,8

BREAKDOWN OF RESULTS

By gender

1. Prior to the Russian full-scale invasion, how often did you engage with Russian cultural content (books by Russian authors, music by Russian artists, films or series of Russian production)?

	Men	Women
Very often	10,1%	11,0%
Often	29,6%	30,7%
Rarely	30,2%	28,4%
Very rarely	17,3%	16,1%
Never or almost never	9,4%	10,3%
Hard to answer	3,5%	3,4%

2. Why do you believe some Ukrainians continue to engage with Russian cultural content? (multiple choice)

	Men	Women
They just like it	18,5%	23,2%
It is easier to find than the Ukrainian one	15,2%	15,0%
They cannot find a Ukrainian alternative they enjoy	18,8%	18,3%
They are just used to it	44,7%	45,1%
Content in Russian is easier for them to engage with	21,4%	19,9%
This is a non-issue: culture and politics must be discussed separately	10,5%	14,2%
Hard to answer	12,0%	12,4%

3. Do you believe that literature by Russian authors should be covered in Ukrainian schools? (choose one)

	Men	Women
Yes, literature by Russian authors should continue to be studied the way it has been in schools	7,2%	6,9%

Yes, but schools should only cover the literature by those authors who are in one way or the other related to Ukraine.	10,9%	10,5%
Yes, but schools should only cover the literature by authors who did not hold anti-Ukrainian beliefs.	9,2%	10,3%
Yes, but schools should only cover the literature that is considered classic	26,6%	28,1%
No	39,6%	36,8%
Hard to answer	6,4%	7,3%

4. In what cases, do you believe, are the Ukrainian cultural creators (musicians, writers, producers, etc.) justified to produce cultural content in Russian? (choose one)

	Men	Women
In all cases because culture and politics must be discussed separately	9,2%	10,6%
In all cases due to freedom of creation	7,9%	7,8%
If there is popular demand for such content	11,5%	8,2%
If they consider Russian their native language	7,5%	7,7%
Never – otherwise, they should not be considered Ukrainian authors	24,4%	23,3%
There should be no such cases after the Russian full-scale invasion broke out	28,6%	30,0%
Other	1,0%	1,2%
Hard to answer	9,9%	11,1%

5. Can the Ukrainian state support (for instance, finance or advertise) Ukrainian authors (books, movies, exhibitions, etc.) who produce cultural content in Russian? (choose one)

	Men	Women
Yes, because this activity culturally impacts Russians and Russian-speaking Ukrainians	7,5%	7,7%
Yes, due to freedom of creation	6,0%	6,2%
Yes, because culture and politics must be discussed separately	6,4%	7,4%
Yes, if there is popular demand for such content	11,0%	7,1%
No, this is not appropriate after the Russian full-scale invasion broke out	35,6%	38,3%
No, because this is not conducive to the development of the Ukrainian language and culture	23,8%	21,5%
Hard to answer	9,5%	11,8%

6. Please select from two opposing interpretations of events or government actions the one that best reflects your personal opinion

	Men	Women
Banning Russian artists and films in Ukraine is a necessary step to ensure the national security	66,5%	60,7%
Banning Russian artists and films in Ukraine is a mistake that violates citizens' rights	12,0%	15,4%

I disagree with both options, difficult to answer	21,5%	23,8%
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By educational attainment

1. Prior to the Russian full-scale invasion, how often did you engage with Russian cultural content (books by Russian authors, music by Russian artists, films or series of Russian production)?

	Secondary education	Specialized secondary education	Higher or unfinished higher education
Very often	9,6%	9,8%	12,2%
Often	29,6%	28,4%	32,5%
Rarely	28,0%	32,5%	26,9%
Very rarely	18,5%	15,5%	17,1%
Never or almost never	11,5%	10,6%	8,1%
Hard to answer	2,9%	3,3%	3,3%

2. Why do you believe some Ukrainians continue to engage with Russian cultural content? (multiple choice)

	Secondary education	Specialized secondary education	Higher or unfinished higher education
They just like it	24,9%	20,0%	20,9%
It is easier to find than the Ukrainian one	9,3%	16,1%	16,8%
They cannot find a Ukrainian alternative they enjoy	15,4%	17,9%	20,7%
They are just used to it	37,7%	44,3%	48,6%
Content in Russian is easier for them to engage with	19,2%	21,8%	20,4%
This is a non-issue: culture and politics must be discussed separately	10,2%	13,4%	12,9%
Hard to answer	18,2%	12,7%	8,2%

3. Do you believe that literature by Russian authors should be covered in Ukrainian schools? (choose one)

	Secondary education	Specialized secondary education	Higher or unfinished higher education
Yes, literature by Russian authors should continue to be studied the way it has been in schools	6,1%	6,4%	8,0%
Yes, but schools should only cover the literature by those authors who are in one way or the other related to Ukraine.	8,3%	11,9%	10,3%

Yes, but schools should only cover the literature by authors who did not hold anti-Ukrainian beliefs.	5,4%	11,9%	9,4%
Yes, but schools should only cover the literature that is considered classic	27,5%	23,3%	32,8%
No	44,1%	38,5%	34,1%
Hard to answer	8,6%	7,9%	5,4%

4. In what cases, do you believe, are the Ukrainian cultural creators (musicians, writers, producers, etc.) justified to produce cultural content in Russian? (choose one)

	Secondary education	Specialized secondary education	Higher or unfinished higher education
In all cases because culture and politics must be discussed separately	8,6%	10,4%	10,2%
In all cases due to freedom of creation	8,9%	7,1%	8,5%
If there is popular demand for such content	7,6%	8,9%	11,3%
If they consider Russian their native language	6,1%	7,2%	8,8%
Never – otherwise, they should not be considered Ukrainian authors	22,6%	26,3%	21,6%
There should be no such cases after the Russian full-scale invasion broke out	31,5%	27,9%	29,5%
Other	1,0%	1,3%	1,0%
Hard to answer	13,7%	10,9%	9,2%

5. Can the Ukrainian state support (for instance, finance or advertise) Ukrainian authors (books, movies, exhibitions, etc.) who produce cultural content in Russian? (choose one)

	Secondary education	Specialized secondary education	Higher or unfinished higher education
Yes, because this activity culturally impacts Russians and Russian-speaking Ukrainians	7,6%	7,0%	8,5%
Yes, due to freedom of creation	6,7%	6,3%	5,8%
Yes, because culture and politics must be discussed separately	7,0%	7,6%	6,7%
Yes, if there is popular demand for such content	7,0%	7,6%	11,2%
No, this is not appropriate after the Russian full-scale invasion broke out	40,4%	38,0%	34,8%
No, because this is not conducive to the development of the Ukrainian language and culture	18,5%	22,7%	23,5%
Hard to answer	12,7%	10,9%	9,5%

6. Please select from two opposing interpretations of events or government actions the one that best reflects your personal opinion

	Secondary education	Specialized secondary education	Higher or unfinished higher education
Banning Russian artists and films in Ukraine is a necessary step to ensure the national security	62,9%	63,4%	63,2%
Banning Russian artists and films in Ukraine is a mistake that violates citizens' rights	12,8%	13,6%	15,2%
I disagree with both options, difficult to answer	24,3%	22,9%	21,6%

By language spoken at home

1. Prior to the Russian full-scale invasion, how often did you engage with Russian cultural content (books by Russian authors, music by Russian artists, films or series of Russian production)?

	Russian	Ukrainian
Very often	17,9%	7,4%
Often	35,9%	27,8%
Rarely	27,8%	30,6%
Very rarely	10,0%	19,5%
Never or almost never	7,1%	10,8%
Hard to answer	1,3%	4,0%

2. Why do you believe some Ukrainians continue to engage with Russian cultural content? (multiple choice)

	Russian	Ukrainian
They just like it	30,3%	17,4%
It is easier to find than the Ukrainian one	19,2%	14,4%
They cannot find a Ukrainian alternative they enjoy	23,5%	16,1%
They are just used to it	39,1%	46,8%
Content in Russian is easier for them to engage with	26,0%	17,9%
This is a non-issue: culture and politics must be discussed separately	20,9%	7,8%
Hard to answer	6,2%	14,4%

3. Do you believe that literature by Russian authors should be covered in Ukrainian schools? (choose one)

	Russian	Ukrainian
Yes, literature by Russian authors should continue to be studied the way it has been in schools	17,5%	2,6%
Yes, but schools should only cover the literature by those authors who are in one way or the other related to Ukraine.	15,4%	9,2%

Yes, but schools should only cover the literature by authors who did not hold anti-Ukrainian beliefs.	13,0%	8,3%
Yes, but schools should only cover the literature that is considered classic	32,6%	25,6%
No	15,4%	46,9%
Hard to answer	6,2%	7,4%

4. In what cases, do you believe, are the Ukrainian cultural creators (musicians, writers, producers, etc.) justified to produce cultural content in Russian? (choose one)

	Russian	Ukrainian
In all cases because culture and politics must be discussed separately	19,4%	5,5%
In all cases due to freedom of creation	14,5%	5,5%
If there is popular demand for such content	16,6%	7,3%
If they consider Russian their native language	10,9%	6,8%
Never – otherwise, they should not be considered Ukrainian authors	15,4%	27,4%
There should be no such cases after the Russian full-scale invasion broke out	13,9%	34,9%
Other	1,1%	1,2%
Hard to answer	8,3%	11,5%

5. Can the Ukrainian state support (for instance, finance or advertise) Ukrainian authors (books, movies, exhibitions, etc.) who produce cultural content in Russian? (choose one)

	Russian	Ukrainian
Yes, because this activity culturally impacts Russians and Russian-speaking Ukrainians	13,2%	5,7%
Yes, due to freedom of creation	11,5%	4,1%
Yes, because culture and politics must be discussed separately	12,6%	4,6%
Yes, if there is popular demand for such content	14,5%	6,7%
No, this is not appropriate after the Russian full-scale invasion broke out	20,9%	43,7%
No, because this is not conducive to the development of the Ukrainian language and culture	16,7%	24,2%
Hard to answer	10,5%	11,1%

6. Please select from two opposing interpretations of events or government actions the one that best reflects your personal opinion

	Russian	Ukrainian
Banning Russian artists and films in Ukraine is a necessary step to ensure the national security	44,2%	71,0%
Banning Russian artists and films in Ukraine is a mistake that violates citizens' rights	29,3%	7,7%
I disagree with both options, difficult to answer	26,5%	21,3%

By income

1. Prior to the Russian full-scale invasion, how often did you engage with Russian cultural content (books by Russian authors, music by Russian artists, films or series of Russian production)?

	Extremely poor ¹	Poor ²	Somewhat well-off ³	Well-off ⁴
Very often	14,3%	10,1%	9,6%	11,1%
Often	27,6%	31,2%	32,0%	25,3%
Rarely	21,7%	28,0%	32,4%	29,6%
Very rarely	18,2%	18,0%	15,5%	14,8%
Never or almost never	17,2%	9,3%	7,7%	13,6%
Hard to answer	1,0%	3,4%	2,8%	5,6%

2. Why do you believe some Ukrainians continue to engage with Russian cultural content? (multiple choice)

	Extremely poor	Poor	Somewhat well-off	Well-off
They just like it	24,6%	21,4%	20,1%	20,9%
It is easier to find than the Ukrainian one	9,4%	15,9%	16,3%	12,9%
They cannot find a Ukrainian alternative they enjoy	11,8%	20,7%	20,7%	8,6%
They are just used to it	42,4%	45,1%	46,3%	39,9%
Content in Russian is easier for them to engage with	16,7%	21,2%	21,3%	21,6%
This is a non-issue: culture and politics must be discussed separately	12,8%	14,9%	10,7%	12,9%
Hard to answer	16,7%	12,9%	9,8%	8,6%

3. Do you believe that literature by Russian authors should be covered in Ukrainian schools? (choose one)

	Extremely poor	Poor	Somewhat well-off	Well-off
Yes, literature by Russian authors should continue to be studied the way it has been in schools	8,9%	8,6%	5,3%	5,5%
Yes, but schools should only cover the literature by those authors who	8,9%	10,8%	11,8%	9,8%

¹ This option corresponds to the response "We barely make ends meet and do not have money to purchase basic food goods" in the original questionnaire.

² "We can afford food and inexpensive consumer goods".

³ "Overall, we have enough to live a normal life, but affording consumer durable goods is difficult".

⁴ "We are well off but cannot afford certain goods".

are in one way or the other related to Ukraine.				
Yes, but schools should only cover the literature by authors who did not hold anti-Ukrainian beliefs.	5,9%	11,5%	9,6%	8,0%
Yes, but schools should only cover the literature that is considered classic	35,0%	27,6%	26,0%	26,4%
No	32,0%	34,1%	41,9%	41,7%
Hard to answer	9,4%	7,4%	5,3%	8,6%

4. In what cases, do you believe, are the Ukrainian cultural creators (musicians, writers, producers, etc.) justified to produce cultural content in Russian? (choose one)

	Extremely poor	Poor	Somewhat well-off	Well-off
In all cases because culture and politics must be discussed separately	13,7%	12,1%	6,6%	11,0%
In all cases due to freedom of creation	9,3%	7,8%	7,5%	9,8%
If there is popular demand for such content	6,4%	10,9%	10,9%	4,3%
If they consider Russian their native language	7,8%	8,9%	6,7%	6,7%
Never – otherwise, they should not be considered Ukrainian authors	21,1%	22,9%	26,3%	20,9%
There should be no such cases after the Russian full-scale invasion broke out	25,0%	26,4%	31,6%	33,1%
Other	1,5%	0,9%	1,4%	1,2%
Hard to answer	15,2%	10,1%	8,9%	12,9%

5. Can the Ukrainian state support (for instance, finance or advertise) Ukrainian authors (books, movies, exhibitions, etc.) who produce cultural content in Russian? (choose one)

	Extremely poor	Poor	Somewhat well-off	Well-off
Yes, because this activity culturally impacts Russians and Russian-speaking Ukrainians	3,4%	9,9%	7,4%	6,1%
Yes, due to freedom of creation	8,4%	7,5%	4,7%	4,9%
Yes, because culture and politics must be discussed separately	6,4%	8,6%	5,1%	11,0%
Yes, if there is popular demand for such content	7,9%	8,8%	10,5%	4,9%
No, this is not appropriate after the Russian full-scale invasion broke out	34,5%	34,5%	39,8%	39,9%

No, because this is not conducive to the development of the Ukrainian language and culture	24,1%	20,4%	23,5%	19,6%
Hard to answer	15,3%	10,4%	9,0%	13,5%

6. Please select from two opposing interpretations of events or government actions the one that best reflects your personal opinion

	Extremely poor	Poor	Somewhat well-off	Well-off
Banning Russian artists and films in Ukraine is a necessary step to ensure the national security	58,8%	59,3%	68,1%	64,4%
Banning Russian artists and films in Ukraine is a mistake that violates citizens' rights	16,7%	15,4%	11,7%	16,0%
I disagree with both options, difficult to answer	24,5%	25,4%	20,2%	19,6%

By macro regions (where respondents lived prior to Feb. 24, 2022)

1. Prior to the Russian full-scale invasion, how often did you engage with Russian cultural content (books by Russian authors, music by Russian artists, films or series of Russian production)?

	West	Center	South	East
Very often	4,1%	11,0%	12,0%	17,6%
Often	25,5%	32,8%	31,6%	30,3%
Rarely	34,8%	27,6%	30,6%	24,4%
Very rarely	23,3%	15,4%	14,8%	11,5%
Never or almost never	9,4%	8,8%	8,1%	13,7%
Hard to answer	3,0%	4,3%	2,9%	2,4%

2. Why do you believe some Ukrainians continue to engage with Russian cultural content? (multiple choice)

	West	Center	South	East
They just like it	23,3%	16,6%	29,7%	23,0%
It is easier to find than the Ukrainian one	17,5%	12,0%	23,1%	14,7%
They cannot find a Ukrainian alternative they enjoy	16,1%	15,8%	26,0%	24,0%
They are just used to it	45,1%	50,1%	43,8%	34,1%
Content in Russian is easier for them to engage with	17,7%	18,6%	32,2%	22,5%
This is a non-issue: culture and politics must be discussed separately	5,7%	9,3%	42,3%	13,2%
Hard to answer	16,3%	10,8%	8,2%	11,7%

3. Do you believe that literature by Russian authors should be covered in Ukrainian schools? (choose one)

	West	Center	South	East
Yes, literature by Russian authors should continue to be studied the way it has been in schools	1,7%	5,8%	8,7%	15,9%
Yes, but schools should only cover the literature by those authors who are in one way or the other related to Ukraine.	6,8%	9,8%	15,5%	15,2%
Yes, but schools should only cover the literature by authors who did not hold anti-Ukrainian beliefs.	4,8%	8,6%	23,2%	12,3%
Yes, but schools should only cover the literature that is considered classic	21,0%	32,5%	36,7%	20,8%
No	60,0%	35,8%	10,1%	28,2%
Hard to answer	5,7%	7,5%	5,8%	7,6%

4. In what cases, do you believe, are the Ukrainian cultural creators (musicians, writers, producers, etc.) justified to produce cultural content in Russian? (choose one)

	West	Center	South	East
In all cases because culture and politics must be discussed separately	6,5%	6,7%	19,7%	16,2%
In all cases due to freedom of creation	3,1%	6,9%	9,6%	15,4%
If there is popular demand for such content	3,3%	10,5%	14,9%	13,7%
If they consider Russian their native language	6,3%	8,5%	8,7%	7,1%
Never – otherwise, they should not be considered Ukrainian authors	29,0%	25,0%	23,6%	14,5%
There should be no such cases after the Russian full-scale invasion broke out	42,1%	28,7%	10,1%	24,0%
Other	1,3%	0,9%	1,0%	1,5%
Hard to answer	8,5%	12,8%	12,5%	7,6%

5. Can the Ukrainian state support (for instance, finance or advertise) Ukrainian authors (books, movies, exhibitions, etc.) who produce cultural content in Russian? (choose one)

	West	Center	South	East
Yes, because this activity culturally impacts Russians and Russian-speaking Ukrainians	10,0%	4,2%	9,1%	11,2%
Yes, due to freedom of creation	1,3%	5,5%	6,3%	13,7%
Yes, because culture and politics must be discussed separately	2,8%	5,7%	16,8%	10,5%
Yes, if there is popular demand for such content	3,9%	12,2%	11,1%	7,3%
No, this is not appropriate after the Russian full-scale invasion broke out	53,0%	38,9%	21,6%	19,8%
No, because this is not conducive to the development of the Ukrainian language and culture	18,8%	22,4%	25,0%	26,7%

Hard to answer	10,3%	11,1%	10,1%	10,8%
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6. Please select from two opposing interpretations of events or government actions the one that best reflects your personal opinion

	West	Center	South	East
Banning Russian artists and films in Ukraine is a necessary step to ensure the national security	75,0%	69,2%	29,2%	53,1%
Banning Russian artists and films in Ukraine is a mistake that violates citizens' rights	6,7%	9,7%	35,4%	21,5%
I disagree with both options, difficult to answer	18,3%	21,2%	35,4%	25,4%

By macro regions (present)

1. Prior to the Russian full-scale invasion, how often did you engage with Russian cultural content (books by Russian authors, music by Russian artists, films or series of Russian production)?

	West	Center	South	East
Very often	4,6%	11,4%	11,7%	16,2%
Often	25,3%	32,6%	32,5%	30,6%
Rarely	34,3%	27,8%	30,1%	25,0%
Very rarely	23,4%	15,2%	15,0%	11,6%
Never or almost never	9,4%	8,8%	7,8%	14,1%
Hard to answer	3,0%	4,2%	2,9%	2,5%

2. Why do you believe some Ukrainians continue to engage with Russian cultural content? (multiple choice)

	West	Center	South	East
They just like it	23,4%	17,0%	29,6%	22,2%
It is easier to find than the Ukrainian one	17,7%	11,4%	24,8%	14,9%
They cannot find a Ukrainian alternative they enjoy	16,4%	15,7%	26,2%	24,0%
They are just used to it	45,1%	50,0%	43,7%	33,8%
Content in Russian is easier for them to engage with	17,5%	18,9%	32,2%	22,5%
This is a non-issue: culture and politics must be discussed separately	5,7%	9,5%	43,4%	12,4%
Hard to answer	16,6%	10,8%	7,3%	11,9%

3. Do you believe that literature by Russian authors should be covered in Ukrainian schools? (choose one)

	West	Center	South	East
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Yes, literature by Russian authors should continue to be studied the way it has been in schools	1,7%	6,3%	8,7%	15,2%
Yes, but schools should only cover the literature by those authors who are in one way or the other related to Ukraine.	6,8%	9,5%	16,5%	15,7%
Yes, but schools should only cover the literature by authors who did not hold anti-Ukrainian beliefs.	4,6%	8,5%	23,8%	12,4%
Yes, but schools should only cover the literature that is considered classic	20,9%	32,3%	36,4%	21,3%
No	60,1%	35,8%	8,7%	28,4%
Hard to answer	5,9%	7,7%	5,8%	7,1%

4. In what cases, do you believe, are the Ukrainian cultural creators (musicians, writers, producers, etc.) justified to produce cultural content in Russian? (choose one)

	West	Center	South	East
In all cases because culture and politics must be discussed separately	6,4%	7,4%	19,5%	15,4%
In all cases due to freedom of creation	3,3%	6,7%	9,8%	15,6%
If there is popular demand for such content	2,8%	10,7%	15,1%	13,9%
If they consider Russian their native language	6,4%	8,3%	8,8%	7,3%
Never – otherwise, they should not be considered Ukrainian authors	28,7%	24,8%	23,9%	14,9%
There should be no such cases after the Russian full-scale invasion broke out	42,4%	28,3%	9,8%	24,2%
Other	1,3%	1,0%	0,5%	1,5%
Hard to answer	8,7%	12,7%	12,7%	7,3%

5. Can the Ukrainian state support (for instance, finance or advertise) Ukrainian authors (books, movies, exhibitions, etc.) who produce cultural content in Russian? (choose one)

	West	Center	South	East
Yes, because this activity culturally impacts Russians and Russian-speaking Ukrainians	9,9%	4,6%	8,7%	10,9%
Yes, due to freedom of creation	1,5%	5,3%	6,3%	14,2%
Yes, because culture and politics must be discussed separately	2,8%	5,8%	17,0%	10,4%
Yes, if there is popular demand for such content	3,9%	12,2%	11,2%	7,1%
No, this is not appropriate after the Russian full-scale invasion broke out	52,6%	38,5%	22,3%	20,0%
No, because this is not conducive to the development of the Ukrainian language and culture	18,9%	22,5%	24,3%	26,8%
Hard to answer	10,5%	11,1%	10,2%	10,6%

6. Please select from two opposing interpretations of events or government actions the one that best reflects your personal opinion

	West	Center	South	East
1. Banning Russian artists and films in Ukraine is a necessary step to ensure the national security	75,0%	69,2%	29,2%	53,1%
2. Banning Russian artists and films in Ukraine is a mistake that violates citizens' rights	6,7%	9,7%	35,4%	21,5%
3. I disagree with both options, difficult to answer	18,3%	21,2%	35,4%	25,4%

By age

1. Prior to the Russian full-scale invasion, how often did you engage with Russian cultural content (books by Russian authors, music by Russian artists, films or series of Russian production)?

	18-29 y.o.	30-39 y.o.	40-49 y.o.	50-59 y.o.	Over 60 y.o.
Very often	11,5%	10,2%	9,5%	11,5%	10,3%
Often	30,5%	32,8%	29,3%	32,3%	27,6%
Rarely	29,9%	30,9%	30,6%	30,5%	26,0%
Very rarely	16,8%	13,9%	17,1%	15,4%	19,2%
Never or almost never	6,9%	9,2%	9,5%	7,6%	13,5%
Hard to answer	4,4%	2,9%	4,1%	2,7%	3,4%

2. Why do you believe some Ukrainians continue to engage with Russian cultural content? (multiple choice)

	18-29 y.o.	30-39 y.o.	40-49 y.o.	50-59 y.o.	Over 60 y.o.
They just like it	25,5%	19,5%	20,3%	19,3%	21,3%
It is easier to find than the Ukrainian one	16,8%	18,5%	16,5%	14,1%	11,5%
They cannot find a Ukrainian alternative they enjoy	22,4%	21,9%	15,9%	19,5%	15,1%
They are just used to it	41,9%	47,0%	46,9%	42,5%	45,1%
Content in Russian is easier for them to engage with	20,5%	21,2%	19,5%	19,8%	21,4%
This is a non-issue: culture and politics must be discussed separately	12,1%	11,7%	12,4%	15,1%	11,8%
Hard to answer	11,2%	9,2%	11,9%	9,9%	16,3%

3. Do you believe that literature by Russian authors should be covered in Ukrainian schools? (choose one)

	18-29 y.o.	30-39 y.o.	40-49 y.o.	50-59 y.o.	Over 60 y.o.
Yes, literature by Russian authors should continue to be studied the way it has been in schools	4,0%	5,4%	5,7%	8,7%	9,9%

Yes, but schools should only cover the literature by those authors who are in one way or the other related to Ukraine.	12,7%	9,2%	10,0%	12,3%	10,1%
Yes, but schools should only cover the literature by authors who did not hold anti-Ukrainian beliefs.	6,8%	12,7%	10,0%	10,2%	9,1%
Yes, but schools should only cover the literature that is considered classic	23,5%	27,3%	25,9%	27,9%	30,4%
No	45,8%	39,4%	40,8%	34,5%	33,3%
Hard to answer	7,1%	6,1%	7,6%	6,3%	7,2%

4. In what cases, do you believe, are the Ukrainian cultural creators (musicians, writers, producers, etc.) justified to produce cultural content in Russian? (choose one)

	18-29 y.o.	30-39 y.o.	40-49 y.o.	50-59 y.o.	Over 60 y.o.
In all cases because culture and politics must be discussed separately	7,2%	8,0%	8,4%	11,5%	12,9%
In all cases due to freedom of creation	9,7%	7,3%	6,2%	8,5%	7,9%
If there is popular demand for such content	9,3%	8,7%	9,2%	11,8%	9,6%
If they consider Russian their native language	7,8%	7,3%	8,7%	6,6%	7,7%
Never – otherwise, they should not be considered Ukrainian authors	19,6%	23,3%	24,7%	25,1%	25,2%
There should be no such cases after the Russian full-scale invasion broke out	33,6%	34,7%	29,5%	27,8%	24,4%
Other	1,2%	1,5%	0,5%	1,2%	1,0%
Hard to answer	11,5%	9,2%	12,7%	7,6%	11,3%

5. Can the Ukrainian state support (for instance, finance or advertise) Ukrainian authors (books, movies, exhibitions, etc.) who produce cultural content in Russian? (choose one)

	18-29 y.o.	30-39 y.o.	40-49 y.o.	50-59 y.o.	Over 60 y.o.
Yes, because this activity culturally impacts Russians and Russian-speaking Ukrainians	5,9%	5,6%	8,6%	6,6%	9,9%
Yes, due to freedom of creation	6,5%	5,8%	5,4%	6,9%	6,2%
Yes, because culture and politics must be discussed separately	5,9%	6,3%	6,8%	8,7%	7,4%
Yes, if there is popular demand for such content	9,3%	9,7%	7,3%	9,3%	8,7%
No, this is not appropriate after the Russian full-scale invasion broke out	38,5%	39,3%	37,8%	33,4%	36,2%
No, because this is not conducive to the development of the Ukrainian language and culture	22,0%	25,0%	21,4%	25,3%	20,2%
Hard to answer	11,8%	8,3%	12,7%	9,6%	11,3%

6. Please select from two opposing interpretations of events or government actions the one that best reflects your personal opinion

	18-29 y.o.	30-39 y.o.	40-49 y.o.	50-59 y.o.	Over 60 y.o.
Banning Russian artists and films in Ukraine is a necessary step to ensure the national security	63,9%	67,6%	65,7%	64,0%	58,1%
Banning Russian artists and films in Ukraine is a mistake that violates citizens' rights	14,6%	9,2%	11,9%	15,3%	17,2%
I disagree with both options, difficult to answer	21,5%	23,1%	22,4%	20,7%	24,7%