

UKRAINE SUPPORT RADAR

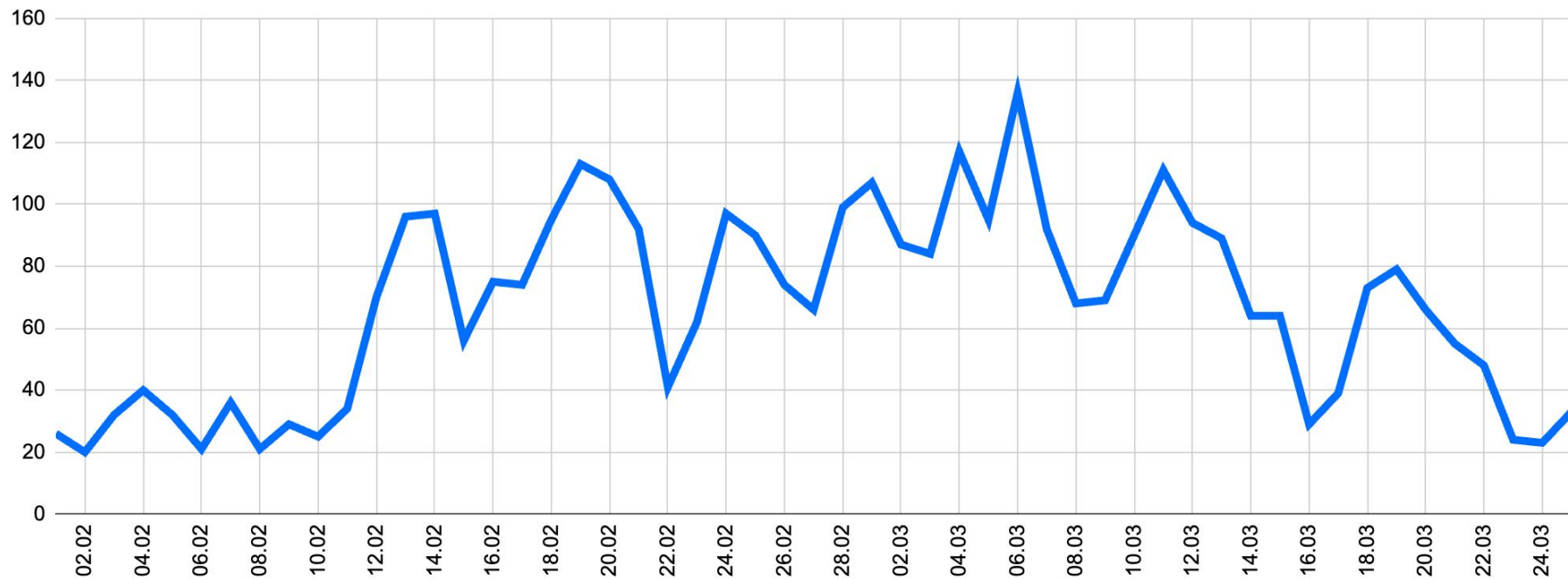
A deep dive into international media coverage and Google searches on the topic of peace and U.S.-Ukraine relations

METHODOLOGY

- Analysis period: **28 February – 5 March**
- List of media sources: **BBC, The New York Times, The Guardian, Fox News, The Washington Post, CNN, The New York Post, Bild, Le Monde, El Mundo**
- Number of analysed publications: **over 530 articles**
- Estimated number of views (including reprints): **30 million views**

The database of news media publications was provided by the **media monitoring company LOOQME**.

DAILY DYNAMICS OF PUBLICATIONS ABOUT UKRAINE AND KEY NEWS DRIVERS, 1 FEBRUARY – 25 MARCH 2025



Confrontation with Donald Trump has weakened Kyiv's position, and now Ukraine is losing military support

used for political statements

symbolic gesture

not showing commitment

Europe must take greater responsibility for supporting Ukraine

Ukraine remains a key ally of the U.S., the UK, and the EU in deterring Russia

courageous

national resilience

resilient

fought very bravely

Defending Ukraine is a strategic interest of NATO and the EU

defending our freedom

hostile in negotiations

Volodymyr Zelenskyy missed the opportunity to secure a favourable deal for Ukraine

needs to meaningfully engage

committed to peace

heroic

Suspending military aid could lead to increased Russian aggression

extensively invested

fighting for just peace

no path to Ukrainian victory short of direct

Ukraine has received enough aid and should be more flexible in negotiations with the U.S. and Russia

0

first line of defence for Europe

-0.5

0.5

sacrificing for freedom

void left by US retreat

The U.S. cannot fund the war indefinitely, so Kyiv should make concessions to Moscow

requiring immediate military support

Ukraine needs real security guarantees, not just economic agreements

defenders of freedom

Ukraine must accept peace on Donald Trump's terms

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1

grateful for US support

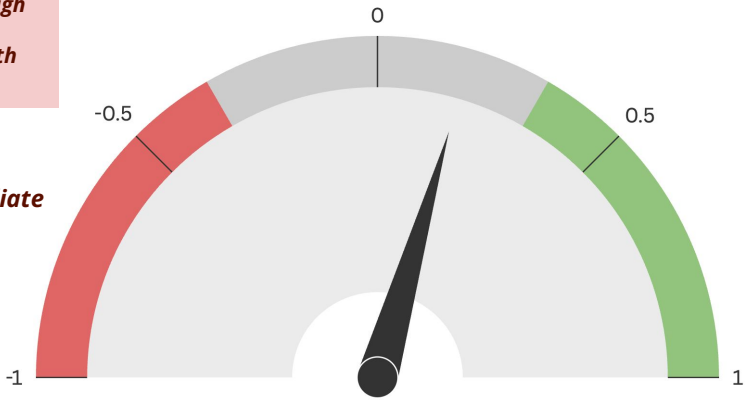
threatening further losses on the battlefield

**CRITICISM OF UKRAINE
NEGATIVE NARRATIVES**

0,18

**SUPPORT FOR UKRAINE
POSITIVE NARRATIVES**

Investing in Ukraine's security is an investment in global stability



Ukraine needs real security guarantees, not just economic agreements

- Europe demonstrates firm support for Ukraine, insisting on security guarantees
- Volodymyr Zelenskyy emphasizes the need for coordination with the U.S. position
- The United Kingdom reaffirms unwavering support for Ukraine by signing defence agreements

Donald Trump's policies play into Russia's hands

- Trump adopts a pro-Russian stance, pressuring Ukraine
- The U.S. has halted offensive cyberattacks against Russia, signalling alignment with the Kremlin
- Russian media celebrate the conflict between Trump and Zelenskyy, seeing it as a victory

Europe must take the initiative into its own hands

- European leaders are preparing a new defence fund to support Ukraine
- France and the UK ramp up military assistance to Ukraine
- Europe needs to strengthen its military capabilities as the U.S. becomes an unreliable partner

Volodymyr Zelenskyy has been unconstructive and should agree to negotiations

- The conflict between Zelenskyy and Trump has led to strained relations
- Republicans criticise Zelenskyy for his tough stance in negotiations
- Zelenskyy is missing the opportunity to reach a compromise with Washington

Ukraine must accept peace on Donald Trump's terms

- Trump offers Ukraine a "favourable peace," but Zelenskyy refuses
- A rift between the U.S. and Europe emerges over Zelenskyy's refusal to make concessions
- Europe must persuade Ukraine to be more flexible in negotiations

Trump defends U.S. interests by demanding gratitude from Ukraine

- Zelenskyy did not show appreciation for U.S. support, angering Trump
- The Trump administration insists that Ukraine must better consider U.S. interests
- Conservative American media support Trump's tough rhetoric toward Ukraine

A rift between the U.S. and Europe emerges over Ukraine support

- Trump's administration shifts its NATO stance, weakening transatlantic unity
- The UK and EU increase support for Ukraine after the Trump-Zelenskyy crisis
- The EU is trying to take greater responsibility for Ukraine's security

Ukraine finds itself in a difficult diplomatic situation

- Zelenskyy is seeking ways to restore relations with the U.S.
- European leaders are working to resolve the crisis between Kyiv and Washington
- The Trump-Zelenskyy conflict poses risks to continued support for Ukraine

CRITICISM OF UKRAINE

15%

SUPPORT FOR UKRAINE

35%

NEUTRAL COVERAGE OF EVENTS

50%

Distribution of articles by tone

MEDIA CHARACTERISTICS: POSITIVE AND NEGATIVE EPITHETS



**DONALD
TRUMP**

*strong leadership, bold and ambitious vision, firm leader, protecting US interests, decision-maker, seeking results, bringing peace closer, seeking peace, wants diplomacy, wants to end this war, **peacemaker**, realist on war, forcing Europe to take the lead, asserting Europe's role in Ukraine's defence*

*petulant child, bully, berated Zelenskyy, brutal, publicly hectoring world leaders, tends to characterize the war as a binary conflict, backstabbing, undermined central pillars, alienates America's oldest allies at alarming speed, shifting global stability, **aligned himself with the Kremlin**, restoring relations with Putin, an American president channelling the words of Putin, moves abruptly and erratically, **suspending aid seen as betrayal**, decision to withdraw aid, creating difficulties for Ukraine, semi-deranged standards, most mendacious vulgarian ever to inhabit the White House, wedded to his demented dream of a troika of strongmen, **hooligan who thinks he's a king***

**VOLODYMYR
ZELENSKYY**



*very brave, **heroic**, brave war leader, warrior for democracy, the courageous leader of the courageous Ukrainian people, **defending sovereignty**, wartime president, the leader of a war-torn ally, warmly received by the king, democratically elected leader fighting for his country's freedom against tyranny, was given a hero's welcome in London, Ukrainians are proud of Zelenskyy, **wartime leader**, a man whose name has become synonymous with wartime bravery*

*petulant White House display, naive, ignorance, **needs to show more gratitude, must show commitment to peace talks**, made unreasonable demands, not showing deference to the country he needs aid from, treated in a similar manner, clash with Trump, **brawling with Trump**, abused by Trump, regrettable meeting, Zelenskyy has allowed himself to be used as a Democrat political prop, Zelenskyy is no longer the international heartthrob with the glamorous entourage, **reluctant to negotiate**, resistant to peace deal, time to make things right*

MEDIA CHARACTERISTICS: POSITIVE AND NEGATIVE EPITHETS



UNITED STATES

*world leader, important partner, **essential for European security**, critical supplier, **key military supplier**, the closest partners on defence, material assistance, strategic partner, important ally, restoring American strength, rational policies, popular leadership*

*super unreliable, an increasingly fickle America, unpredictable ally, unreliable ally, unconsulted decision, backstabbing, falling into alignment with Russia, embraces the aggressor, reckless behaviour, **abandoning Ukraine**, suspension of American military assistance, rupture may be hard to repair, forcing Ukraine to negotiations, America can no longer be considered an ally of Europe major crisis looming between European members of NATO and the US, America's about-face on foreign policy, **betrayal**, losing credibility, sacrificing Ukraine for a deal, demanding submission*

UKRAINE



*fought very bravely, courageous, **heroic**, resilient, sacrificing for freedom, defenders of freedom, national resilience, defending our freedom, **first line of defence for Europe**, engaged in a patriotic defence, committed to peace fighting, for just peace, grateful for US support, beneficiary of frozen Russian assets*

*not showing commitment, hostile in negotiations, needs to meaningfully engage, symbolic gesture, used for political statements, **void left by US retreat**, foreign aid frozen, extensively invested, threatening further losses on the battlefield, no path to Ukrainian victory short of direct American intervention **requiring immediate military support***

QUOTES IN INTERNATIONAL MEDIA PUBLICATIONS

Emotional quotes:

"Across Ukraine, people said they wouldn't stop fighting, even if America walked away".

"The man who refused to surrender to Putin's invasion should not yield now to Trump's ultimatums and extortion".

"Hard decisions will need to be made, and quickly, in European capitals, not only on defence spending but in recognizing and in communicating to the public that a wider conflict with Russia – and without US support – is not unthinkable but must be actively prepared for".

Europe is forced to reassess its role:

"Europe must do the heavy lifting, but to support peace, and to succeed, this effort must have strong U.S. backing".

"EU member states are increasingly interested in 'coalitions of the willing', rather than seeking unanimity of all 27".

"The West is at a 'crossroads in history,' as the continent sought to wrestle control of negotiations over the Russia-Ukraine war away from the US and present a united front amid a meltdown in relations between Kyiv and Washington".

QUOTES IN INTERNATIONAL MEDIA PUBLICATIONS

Criticism of Donald Trump's actions

"Never in the past few decades at least has an American president engaged in such an angry, scathing attack on a visiting foreign leader in the Oval Office".

"After Donald Trump's appalling treatment of Volodymyr Zelenskyy in full view of the watching world on Friday night, all agree that the US president's betrayal of Ukraine, sickening embrace of Russia and his blunt demand that Europe henceforth defend itself represent just such an extraordinary challenge".

"If Roosevelt had told Churchill to sue for peace on any terms with Adolf Hitler and to fork over Britain's coal reserves to the United States in exchange for no American security guarantees, it might have approximated what Trump did to Zelenskyy".

"The Biden administration saw the \$67 billion in military assistance it provided to Kyiv as essential. Trump sees any further aid as leverage".

Political divide in the U.S. over Ukraine

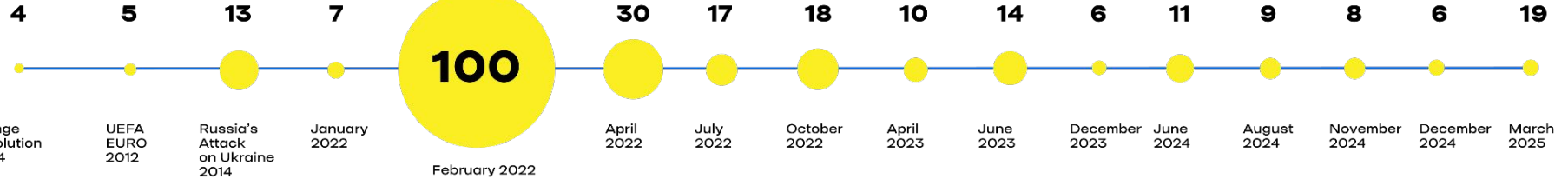
"By listening to the nakedly partisan advice of Dems instead of dealing forthrightly with the current president, Zelenskyy betrayed his countrymen and, for now at least, leaves them without the military and diplomatic protection that only America can provide".

"Trump has gone all in with his effort to strong-arm Kyiv into peace negotiations with Russia, suspending US military aid to Ukraine with immediate effect".

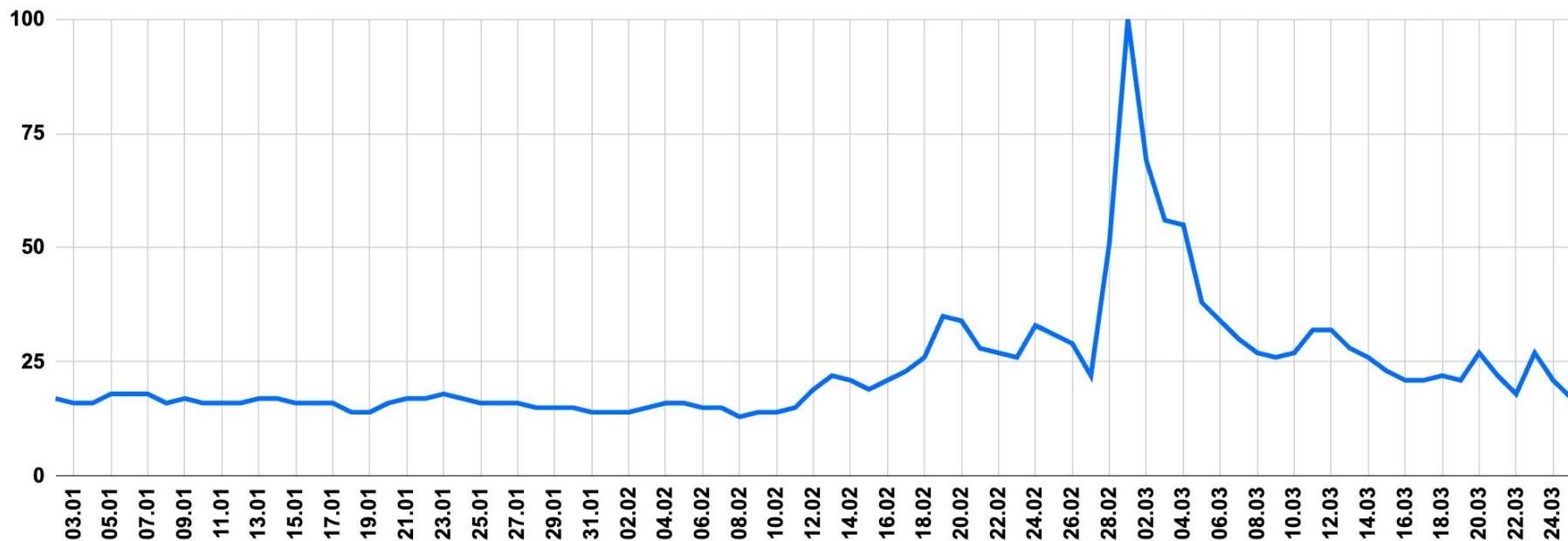
"Trump will let nothing and no one stand in the way of his strategic aim of restoring relations with Vladimir Putin".

GOOGLE SEARCH INTEREST FOR "UKRAINE" WORLDWIDE, 2004–2025

G Ukraine...



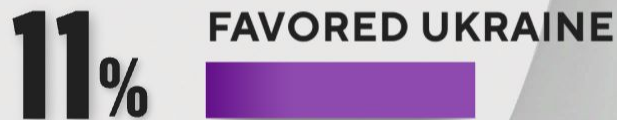
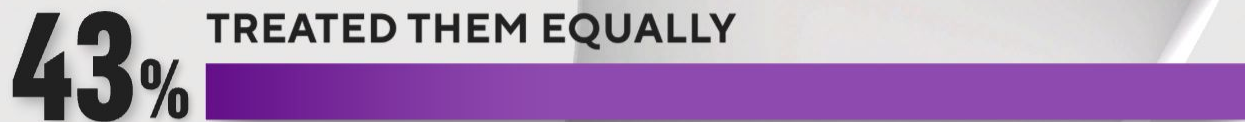
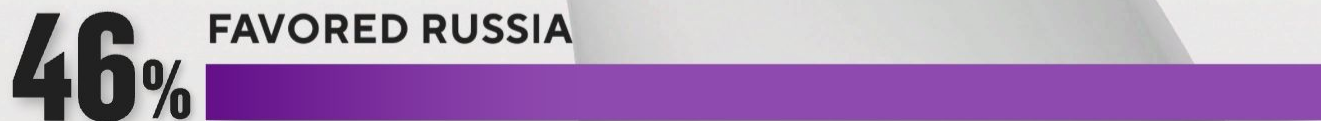
GOOGLE SEARCH INTEREST FOR "UKRAINE" WORLDWIDE, 1 FEBRUARY – 24 MARCH 2025



TRENDING GOOGLE SEARCH QUERIES RELATED TO UKRAINE WORLDWIDE



RUSSIA-UKRAINE CONFLICT: TRUMP'S ACTIONS AND STATEMENTS HAVE...



RUSSIA-UKRAINE CONFLICT: WHO DO YOU SUPPORT?



Most Americans disapprove of Donald Trump's approach to the war in Ukraine, viewing it as ineffective, harmful to U.S. interests, and unlikely to bring peace — highlighting growing public doubts about his broader foreign policy agenda.

1. Public skepticism of Trump's peace strategy

A majority of Americans are doubtful that Donald Trump's approach will bring long-term peace between Russia and Ukraine. **59%** believe his strategy is unlikely to lead to peace, and **50%** say it is bad for the U.S.

2. Negative perception of Trump's foreign policy

Trump's foreign policy continues to divide public opinion, with **54%** saying his decisions have harmed America's standing globally. **56%** believe his budget cuts to foreign programs will further damage the country's image.

3. Sharp partisan divide

There is a deep political split in how Americans assess U.S.-Ukraine policy. While **84% of Republicans** approve of Trump's handling of the war, **only 10% of Democrats** do. **63% of Republicans** view President Zelenskyy negatively, whereas **two-thirds of Democrats** see him positively.

4. Continued bipartisan support for Ukraine as a U.S. partner

72% of Americans view Ukraine as an ally or friendly nation. This sentiment has grown since Russia's annexation of Crimea in 2014. In contrast, **81%** view Russia as unfriendly or an enemy.

5. Uncertainty over U.S. aid levels

Americans remain divided on U.S. assistance to Ukraine: **38%** believe the U.S. is doing too little, **32%** say too much, and **30%** think it's the right amount. This balance has remained relatively stable since January 2024.

6. Broader doubts about U.S. global leadership

Just over half of Americans (**51%**) believe the U.S. should take a leading role in solving international problems—down from historical levels, with a noticeable shift among Republicans away from international engagement.

7. Changing views of U.S. allies

There is a measurable drop in how Americans view traditional allies. For example, only **58%** now consider the UK an ally (down from 66% in 2018), with similar declines for Germany and France. Perceptions of Canada and Mexico are also more negative than in the past.

8. Limited correlation between positive perceptions and support for aid

Warm views of Ukraine and Israel do not always translate into support for military aid. **25%** of those who view Ukraine as friendly still believe the U.S. is doing too much. Similarly, **29%** of those who see Israel as an ally say U.S. aid is excessive.

Despite President Trump's critical stance on Ukraine and overtures toward Russia, American public opinion remains firmly pro-Ukraine — suggesting that Trump's messaging is out of step with the broader public mood.

1. American sympathy for Ukraine remains high despite Trump's rhetoric

Despite President Trump's public criticism of President Volodymyr Zelenskyy and the suspension of U.S. military aid, **59% of Americans say they sympathize more with Ukraine**, nearly unchanged from 62% in August 2024. Only **2% sympathize more with Russia**.

2. Trump's aid suspension is unpopular with the broader public

Only **35% of Americans support the decision to suspend military aid to Ukraine**, while **48% oppose it**. Among Republicans, support stands at 67%, compared to just 7% among Democrats.

3. Most Americans want continued support for Ukraine "as long as it takes"

Among those who oppose or are unsure about the aid suspension, **62% say the U.S. should support Ukraine for as long as it takes**. Support for long-term aid is especially strong among Democrats (72%) and independents (60%).

4. The Trump-Zelenskyy-Vance Oval Office meeting shaped attitudes — mostly in Ukraine's favor

A plurality of Americans (**31%**) said the meeting made them feel more supportive of Ukraine, compared to **19%** who said less supportive. **57% of Democrats** became more sympathetic to Ukraine as a result, while **42% of Republicans** said it made them less supportive.

5. Public sees Trump and Vance's behavior as inappropriate, Zelenskyy's as appropriate

Only **35%** said Trump's behavior during the meeting was appropriate, compared to **53%** who said it was inappropriate. For Zelenskyy, **46%** said his behavior was appropriate and **38%** inappropriate — with a major partisan divide.

6. Americans find all three leaders ineffective — but Zelenskyy fared worst among Republicans

Overall, **41%** said Trump was effective in advancing U.S. interests, compared to **36%** for Vance and **31%** for Zelenskyy. Among Republicans, **70%** viewed Zelenskyy as ineffective, while **74%** rated Trump as effective.

7. Drop in Republican sympathy for Ukraine, but not a rise in sympathy for Russia

Republican sympathy for Ukraine dropped from **58% in August 2024 to 45% in March 2025**. However, **sympathy for Russia remained at just 5%**, indicating the shift went toward neutral or mixed positions, not toward pro-Russia views.

Poll conducted by SSRS for the University of Maryland Critical Issues Poll, March 7–9, 2025

A majority of Americans — including one in four Republicans — believe Donald Trump is too closely aligned with Russia, while his transactional approach to Ukraine and controversial expansionist proposals face limited public support.

1. A majority believe Trump is too close to Russia

According to the Reuters/Ipsos poll, **56% of Americans**, including **27% of Republicans** and **89% of Democrats**, believe President Trump is “*too closely aligned*” with Moscow.

2. Support for transactional aid to Ukraine

While Trump’s foreign policy shift alarms many, **44% of Americans** support the idea of *conditioning U.S. military aid to Ukraine on gaining access to Ukraine’s mineral wealth*. This includes **two-thirds of Republicans** and **one in five Democrats**.

3. Low public support for expansionist ambitions

Trump’s proposals to acquire territories like Greenland, annex Canada, and retake the Panama Canal receive **very limited public support**. Only **1% of Americans** believe expanding U.S. territory should be a priority. Just **17%** support the idea of absorbing Canada, and **21%** support the Gaza proposal.

4. Foreign policy shift raises alarm among U.S. allies

Trump’s approach — including his public rebuke of President Zelenskyy and praise for President Putin — has sparked concerns among U.S. allies, especially in Europe, about having to bolster their own defenses without relying on the U.S.

5. Trump’s approval remains stable

Despite controversy, Trump’s **overall approval rating stands at 44%**, reportedly higher than either his or Biden’s typical ratings during their previous terms.

Amid growing economic pessimism, more Americans support reducing than increasing aid to Ukraine, and a majority see Trump's behaviour toward Volodymyr Zelenskyy as disrespectful — yet Republican loyalty to Trump remains strong despite some dissent on his more extreme proposals.

1. More Americans want to reduce or end military aid to Ukraine than to increase it

35% of Americans favour reducing or stopping U.S. military assistance to Ukraine, while **24%** support increasing it.

Among them, **21%** favour stopping all aid altogether — including **33% of Republicans** and **6% of Democrats**.

2. Trump viewed as disrespectful toward Zelenskyy

A **majority (51%)** of Americans believe Donald Trump was *disrespectful* during his recent meeting with Ukrainian President Volodymyr Zelenskyy, compared to **32%** who think Zelenskyy was disrespectful toward Trump.

Partisan divide is stark: Democrats overwhelmingly say Trump was disrespectful and Zelenskyy was not, while Republicans lean in the opposite direction.

3. Zelenskyy remains politically polarizing in the U.S.

Zelenskyy continues to receive **favourable ratings from a majority of Democrats**, and **unfavourable views from a large share of Republicans**, confirming persistent partisan attitudes toward Ukraine's leadership.

Despite sustained public sympathy for Ukraine, Donald Trump's rhetoric and actions are reshaping Republican attitudes, fostering a growing disconnect between his political base and broader American support for Ukraine.

1. Clear public support for Ukraine, not Russia

61% of registered voters say their sympathies lie more with Ukraine, while only **2%** support Russia. **35%** choose neither side.

2. Sharp partisan divides

- **88% of Democrats, 59% of independents**, and only **23% of Republicans** sympathize with Ukraine.
- Among Republicans, **57%** say they sympathize with neither side, though **college-educated Republicans** are more likely to favor Ukraine (**53%**).

3. Nearly half of voters think Trump favors Russia

49% of registered voters say Donald Trump sympathizes more with Russia, while **40%** think he favors neither side, and **8%** believe he favors Ukraine.

4. Disapproval of Trump's handling of the war

55% disapprove of Trump's approach to the Russia-Ukraine war, while **42%** approve. **41%** say he is bringing the *right kind of change*, while **34%** believe it's the wrong kind.

5. Declining Republican support for Ukraine

- Republican net favorability toward Ukraine dropped from **-10 in Nov 2023** to **-27 in March 2025**.
- Positive views of Zelenskyy among Republicans have also declined, while negative views of Russia and Putin have softened — though not reversed.

6. Foreign policy divide: "focus at home" vs. global leadership

A **51% majority** say the U.S. should "*focus more at home*", while **43%** believe "*America has not been strong enough internationally*". Among Republicans, **61%** support focusing inward, up from **47%** in 2022.

CONCLUSIONS

1 Ukraine's strategy must be grounded in its own long-term interests, while remaining aware of the context

Political shifts around the world — including changes in U.S. administrations or public sentiment in Europe — may affect the implementation of Ukraine's strategy but should not define its content. It is crucial not only to have a clear direction, but also to integrate a communications component and analyse objective data. This enables Ukraine to anticipate external risks and seize opportunities without compromising its core priorities.

2 The information environment is shifting, but fundamental values remain unchanged

Ukraine continues to face both support and criticism in international media. However, temporary waves of negative or positive coverage do not change the key fact: Ukraine is fighting for its independence, and this struggle shapes the future security architecture of Europe — and, by extension, the global order. This should remain the foundation of Ukraine's communication, regardless of changes in the media landscape.

3 Global attention is a resource that must be continuously renewed

The Western world rapidly shifts focus to new challenges and crises. It is important for Ukraine not only to respond to information threats, but also to generate its own narratives — ones that remain relevant even as global priorities evolve.

READ THE FULL REPORT

Discover key insights, findings, and recommendations in our latest report.



Ukraine's Global
Perception Report — 2024



Ukraine Support Radar