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National Identity and Economic Activity of Ukrainian Population: Relationship and Differences in the Regions

Ievhen Ovcharenko and Inna Semenenko

ABSTRACT

This research examines the relation between the levels of national identity of Ukrainians in different regions of the country and the current state of their economic activity. The study explores whether the changes in economic activity of Ukrainian population are related to the changes in the level of its national identity. We used the results of the national poll, conducted by the sociological agency in Ukraine, together with data from State Statistics Service in Ukraine. The indicators of linguistic, civic and cultural identity were compared to regional human development indices, and indicators of socio-demographic status and economic activity of population in five aggregative regions in Ukraine. The results showed how differently people within the same country perceive social and economic standards of living and have various perceptions of the basis of their own national identity. This affects the processes of national identification and establishment of emphasis in regional development paths, as well as contributes to definition of the most relevant to a particular region levers of economic influence on the processes of national identification.

KEY WORDS: National identity, identification, economic activity, human development.

JEL Classification: A13, Z13, R10, O52.

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1. Introduction

Today the Ukrainian state stands another test of strength and power. Once again, the reason for this is the imperial geopolitics of the closest neighbors, as it has already happened in the history of Ukraine. The annexation of Crimea and military aggression in the Eastern Ukraine rest upon the attempts to redistribute the spheres of political influence and local destabilization in the Eastern Europe. The internal conflict is presented as the one based on the national basis, as the conflict between the Ukrainian citizens, who have different origin and historical background: Ukrainian and Russian. The precondi-

tions for artificial national confrontation originated starting from Ukraine's independence in 1991. Unfortunately, starting from that time Ukraine has done almost no efforts for identifying and structuring the generally accepted national idea and forming non-conflicting attributes of the national state. The recent events significantly actualized the necessity of research in this sphere.

The national idea provides not only the essence of nation's existence and the direction of its development at a certain historical stage, but plays a significant role in forming the national identity. According to (Mehdiyev, 2016) national identity is an "internal main line" of the national idea: in a very broad sense, the national idea serves as a dominant for development of a nation, while identity represents belonging, perceived by an individual, to a

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certain group of people. Representation of national identity through belonging to a certain group is characteristic to a lot of studies performed for analysis of Post-Soviet domain, including Ukraine (Kulyk, 2019; Lisovsky, 2020; Pratiwi, 2019). At the same time, national identity is indeed a broader and more complex notion, which reveals at individual and collective levels (Kulyk, 2019).

The factors, which define the national identity and have impact on personal identification issues, may produce different political choices and lead to fundamental differences and conflicts, known as cleavages (Rokkan, 1973), between the regions even within one country. These cleavages can arise for various reasons: class, religious, racial, social etc.

These cleavages laid the foundation for the situation in Ukraine, which happened in 2014, as origination of these cleavages took a long period of time, starting long before Ukraine obtained its independence in 1991. The cleavages in Ukraine became the result of the existing in the Ukrainian society contradictions and even conflicts between the aggregated regions, based on language issues, industrial development difference, religious affiliation, social conditions, cultural characteristics etc. Analysis of the cleavages origination requires investigation of the long period of Ukrainian history and is worth of a separate research for Ukrainian case, as it may reveal certain aspects of the national identification issues.

Globalization trends create the new kinds of social problems, which include the national identification problem. This is an undulating problem, as at certain periods of time globalization dominates the nationalist aspirations, and later these periods are followed by actualization of national identity movements, which significantly slow down the globalization process. Then the humanity has to find the new recipes of balancing between globalization and nationalist sentiments, using new ethnoconsolidating adjusting levers and "correcting" national identity. Humanity does not always manage to establish a balanced nationalism. The inappropriate reaction of specific peoples or ethnic groups to certain demonstration of nationalist movements may lead not only to globalization slowdown, but to bloody conflicts as well. Therefore, issues related to national identity and its authentication are very relevant today.

2. Literature Review

The issues of Ukrainian national identity and economic activity as its factor are not well-discussed in the Ukrainian research literature, even today. However, from the theoretical perspective and other countries' experience, the concept of national identity itself is thoroughly examined in (Triandafyllidou, 1998; Smith, 1991; Smith, 1994; Parekh, 1995), and the factors that influence it remain under constant attention of researchers (Esses et al., 2001). Economic factors have significant impact on the nature and level of national identity. There are already studies, which examine relationship between the level of national identity and economic activity of the population, business activity of companies etc. (Kong, 2007; Zhuojun, & Hualing, 2014; Akerlof, & Kranton, 2000; Carey, 2002; Huntington, 2004; Hatzopoulos, 2017). The result of such research is development of economic levers of influence on national issues. It is important, as it is easier to create and operate the economic impact leverage rather than political, cultural, linguistic, religious, etc. In addition, political, cultural, linguistic and religious factors often possess such contradictions and challenges, which cannot be solved. For example, for Ukraine, this contradiction is the different interpretations of the nature and role of the past in connection with the aspects of World War II for population from the Eastern and Western Ukraine. It cannot be removed but only softened until the remains of these memories are erased from memory of the population. On the contrary, understanding the levers of economic influence is versatile, equally understandable to all regions, nationalities, religions, social groups etc. Therefore, the development and application of these instruments are easier, faster and cheaper.

When discussing the national identity, each country is unique in its case. The Ukrainian case is also unique compared to the cases of other countries. Using experience of other countries can only be fragmentary and reduced mainly to the examples of the reactions of society and the government to the identified problems. The problems themselves and the methods of their assessment from other countries are not indicative of the Ukrainian case. The comparison of Ukrainian and other countries' experience is interesting; however, it is the issue for

a separate research. In this article we try to underline the uniqueness for Ukraine, comparing the national identity and the economic activity in the regions.

Economic factors together with the language, culture, territory, sovereignty, etc. take part in shaping national identity (Hester, & Housley, 2017; Barrett, & Vershinina, 2017; Sasse, & Lackner, 2019). However, influence of these factors on shaping are different from socio-political, cultural and linguistic. The analysis of other countries' experience and research papers proves that there is a relationship between economic activity and national identity, but such relationship in each country is unique. This research examines the relation of the level of national identity of Ukrainians and the current state of economic activity in Ukraine. The main question is if the changes in economic activity of Ukrainian population are related to the changes in the level of its national identity. The results and observed trends can serve as the basis for the better understanding of national identity in the regions of the country and provide an idea of the real needs in development and intensification of economic levers usage.

3. Methodology

In this research, data collection and data mining concepts were used. The sources of information for the analysis include: information from State Statistics Service of Ukraine (grouped primary data; statistical compilations, processed data); results of the nationwide poll conducted in 2015 by the sociological agency of Alexandr Razumkov Ukrainian Centre of Economic and Political Research (sample error is less than 1%). The main research methods are comparison and logic synthesis.

In Ukraine, the research of the national identity components is not systematic. Various research institutions and institutions studying public opinion perform sample statistical observations. However, the methodologies of such studies are different, which makes it impossible to multiuse and continuously present data, which can be used for further calculations (e.g., chain-line changes, indices etc.). The used research of the Razumkov Centre regarding the factors of national identity is non-systematic and is carried out on average every five years. It takes a lot of time to process the results, therefore, given the Covid-19 pandemic, the

results of the next cycle of the surveys will not appear earlier than in a couple of years. The investigated phenomena are of a very inertial nature, and the situation practically does not change for 3-5 years.

At the same time, individual observations also have research value. This article presents and uses the results of the national poll, conducted by the sociological agency of Alexandr Razumkov Ukrainian Centre of Economic and Political Research during December 2015 in all regions of Ukraine except Crimea and the occupied territories of Donetsk and Luhansk regions. The poll belonged to the project Identity of citizens of Ukraine: trends, challenges and prospective for national unity (Razumkov Centre, 2016). 10071 respondents aged 18 years and more took part in the survey. The regions of Ukraine were grouped as follows:

The West: Volyn, Uzhgorod, Ivano-Frankivsk, Lviv, Rivne, Ternopil, Chernivtsi regions;

The Center: Kyiv, Vinnytsia, Zhytomyr, Kirovohrad, Poltava, Sumy, Khmelnytsky, Cherkasy, Chernihiv regions, the city of Kyiv;

The South: Mykolaiv, Odesa, Kherson regions;

The East: Dnipropetrovsk, Zaporizhzhia, Kharkiv regions;

Donbas: Donetsk, Luhansk regions.

We performed specific analysis of the results of this study. To do this, we generated two sample surveys, which logically formed two separate groups: indicators of civic and cultural identity, and indicators of linguistic identity.

The samples include only answers to the questions, which are the most common at the national level. At the level of individual regions, these questions may have different answers. This allows making the results of the analysis dynamic, and answering the question how thoughts, which dominate at the national level, are presented in particular regions.

The research of the economic activity factors is based on official statistics from the State Statistics Service of Ukraine. Therefore, the methodology for obtaining the results is different, and our contribution consists

in identifying the similarities, differences and causal relationships between the two fundamentally different groups of data.

The results of the calculation of the regional human development index (RHDI) in Ukraine in 2015 can logically complement the data of poll, performed by Alexandr Razumkov Ukrainian Centre of Economic and Political Research. The summary of the data is published in the statistical bulletin of the State Statistics Service of Ukraine "Regional Human Development" (Derzhavna Sluzhba Statystyky Ukrainy [State Statistics Service of Ukraine], 2016b), however the author and the performer of calculations is the M. Ptukha Institute of Demography and Social Studies of National Academy of Science in Ukraine. Unlike world-known Human Development Index (United Nations Development Programs, 2016), the RHDI includes more than 4 indicators in 3 dimensions. The RHDI includes six separate blocks (constituents), which explain different conditions and circumstances of human development. They are reproduction of population, social environment, comfortable life, well-being, decent work, and education. These blocks represent three conditional dimensions of existence: the opportunity to live long and comfortably, the ability to raise awareness, and the ability to provide themselves with means of subsistence.

4. Regional Trends in National Identity Compared to Human Development

The problem of modern national identity, without exaggeration, is one of the most determinative at this stage of Ukraine's development. The logical chain, which links national identity and national security, is very short: between these concepts lies only the concept of the nation state. While studying public relations in Ukraine, it is quite difficult to determine what model of the national state it used in the country. Since Ukraine became independent, national identity in Ukraine was believed to be built on universalistic constitutional principles and did not require intervention of governmental social and political institutions. Subsequently the so-called civic model of the national state took shape, the national identity of which was associated primarily with a certain territory. According to this approach, the national idea becomes attached to a specific territory, which should become the native land for everyone.

However, the social realities, including regional, contradict survival of the "civil" model concept. Population of the regions perceive regional cultural and linguistic characteristics as more important than national. The political leaders ignored the fact that the Ukrainians from different regions had different cultural characteristics and no common national culture. This fact and no activities to change it contributed to the development of the conflict in the East of Ukraine.

Table 1 presents the values of selected indicators, which deal with civic and cultural identity, and Table 2 presents the values of selected indicators, which deal with linguistic identity. The information for Tables 1 and 2 was generalized using the research of Alexandr Razumkov Ukrainian Centre of Economic and Political Research (Razumkov Centre, 2016)

The assessment of the data in Table 1 without regard to other comparable ranges shows stable declining nature of the most common responses by regions in the direction from the West to the East. Almost all indicators, presented in the South, East and Donbas, are less than those in the Center and the West. Some of them are less than average in Ukraine. Taking into account the fact that questions and limited number of choices were formulated in such a way, that a respondent had to express their position directly, without amphiboly, such difference in indicators' values attracts attention. The survey was conducted in late 2015, when the society had already become aware of and discussed the causes and circumstances of the armed conflict in the East of Ukraine. However, public opinion in the East and Donbas continues to stand out significantly among other regions.

Unlike the answers to the first block of questions, related to the native land, the answers to the questions in the second block, concerning the directions of the foreign development of Ukraine, are more pessimistic. Only half of the respondents perceive the development of Ukraine towards integration to EU positively. The majority of respondents do not perceive themselves as Europeans and thus do not see this integration prospect as the national idea. Respondents from the West and the Center of Ukraine are again the exception, as they are more positive towards integration of Ukraine into the EU. In contrast, almost all regions agree with the statement on recognition of the low level of welfare as the main reason that prevents Ukrainians perceive themselves as Europeans.

Table 1*Indicators of Civic and Cultural Identity*

Question	The most common response*	% of respondents					
		Ukraine	Regions				
			West	Center	South	East	Donbas
How proud are You to be a citizen of Ukraine?	Very proud or Rather proud	68,4	82,6	76,3	66,4	60,1	43,4
With what do You identify yourself in a first place?	With Ukraine	40,1	49,0	44,2	31,1	42,5	22,6
	With the city or village where you live	39,6	32,0	41,2	50,2	34,9	44,3
Do You perceive Ukraine as Your Motherland?	Yes	93,3	98,4	97,3	93,6	88,7	83,3
To be happy, is it necessary to be proud of your own country or is personal well-being enough?	It is necessary to be proud of own country	47,6	60,5	51,2	38,2	38,3	39,9
Do You consider yourself a patriot of Ukraine?	Yes or Rather yes	74,1	84,6	81,2	67,9	68,3	55,7
To what cultural tradition do You initially belong?	Ukrainian	70,0	84,9	80,7	64,2	63,9	38,4
How proud are You for Ukraine in the aspect of the national character of the Ukrainians, the ability to fight for their country and their rights?	Very proud	27,7	38,8	31,0	29,0	16,8	17,9
What direction of the foreign policy should be the priority for Ukraine?	EU countries	51,1	78,3	58,3	36,3	35,8	27,3
Can integration to EU become the national idea, which would unite all regions of Ukraine?	No	41,4	24,7	38,4	53,9	57,6	42,7
If Ukraine held a referendum concerning joining NATO, what would be Your vote?	Yes	46,3	70,0	49,1	30,1	30,8	21,1
Do You perceive yourself as the European?	No	32,6	18,1	33,1	35,9	36,5	43,8
What prevents You from perceiving yourself as the European?	The low level of well-being	72,7	70,6	77,2	79,7	79,5	52,6

* - the most common response for the whole range of respondents in Ukraine without response "it is difficult to answer".

Source: created by authors using information from (Razumkov Centre, 2016)

People from the West and the Center of Ukraine tend to identify themselves with Ukraine, while the residents from the South, the East and Donbas identify themselves with the cities/villages they live in. This indicator is the most important evidence that the inhabitants of the West and the East have various perceptions of the basis of their own national identity. In turn, this proves the disability of universal methods of forming the national idea, in particular based on cultural and linguistic values.

The nature of indicators of linguistic identity in general is similar to that of indicators of civic and cultural identity. The degree of positivity towards the Ukrainian language is also declining from the West to the East. It is interesting to note that the Ukrainian language proficiency of respondents in all regions is much higher than the degree of usage of this language at home and in everyday life. Even in the West, the percentage of people who are fluent in Ukrainian is higher than the percentage of those who use it everywhere and all the time. Only one third of the population in the South, the East and Donbas perceive the idea that the Ukrainian language should be the official and Russian – the language of everyday communication. It is also noteworthy that in the regions with poor perception of the Ukrainian language as the only language in the country, the level of proficiency of foreign languages is lower than in the regions where people considered studying the Ukrainian language by Russian-speaking citizens obligatory. That is, in the regions where efforts to learn the Ukrainian language are weak, the attempts to learn foreign languages are also weak.

The survey was compiled in such a way, so that it could prove or disprove the positive attitude of the respondents in the regions to the universalistic constitutional model of national identity (Verdugo & Milne, 2016). This model states that the national identity forms around basic constitutional values, and perceptions of these values by all citizens is approximately the same. Accordingly, the differences in the responses of the respondents from different regions may indicate either the quite different position, or the disagreement with the principles, which determine the level of the national identity, embodied in these specific questions. Nevertheless, the results of this poll are applicable for this research of

comparing the nature of national identity and economic activity of the regions.

It is reasonable to add the results of the calculation of the regional human development index (RHDI) to the results of evaluation of the national identity by regions, as the RHDI informatively characterizes the human conditions in a given region, that is the conditions in which a person with a certain level of national identity lives. The results of comparison of the RHDI with the level of the national identity allows to draw conclusions about whether the situation in the region is favorable for a person to feel the link between their national identity and the conditions of their existence and development.

Table 3 shows the regional human development indices, calculated by different constituents, and the overall index (State Statistics Service of Ukraine, 2016b). For comparability, the ranks of individual regions of Ukraine are grouped into bigger regions on the same principle as in Tables 1 and 2. The ranks are reverse, that is the region-leader has the lowest rank, and the region-outsider – the largest. Data from Donetsk and Luhansk regions was not included.

The values of the indices by blocks are different. The values of the first three blocks are decreasing from the West to the East, and the values of the last three blocks, in contrast, generally are decreasing from the East to the West. The overall index is nonlinear relatively to the line of the region. The changes of the indices by blocks together with some indicators of the national identity are presented in Figure 1. For more clear representation of the data the ranks of the regions are grouped into two blocks: social block (Reproduction of population, Social environment, Comfortable Life, and Education) and economic block (Well-being and Decent Work). Each of these blocks describes the various possibilities of human development support. Highlighting economic component enables understanding of material living standards in the regions, which describe the possible choice of human development, but not the result of this choice. That is the economic component represents potential opportunities, and not actually gained wealth.

The graphical representation of the data (Figure 1) provides the basis for comparison and enables

Table 2*Indicators of Linguistic Identity*

Question	The most common response*	% of respondents					
		Ukraine	Regions				
			West	Center	South	East	Donbas
What is Your attitude to the attribute of independence of the Ukrainian state – the state language?	Proud of this or Positive attitude	91,5	97,4	97,0	92,8	87,5	75,6
What language is native for You?	Ukrainian	59,9	92,6	78,2	35,3	37,4	19,9
What language do You speak at home?	Ukrainian or Mostly Ukrainian	49,8	92,0	62,9	20,2	26,6	12,5
What language is more prestigious to speak among Your friends or colleagues?	Ukrainian	42,3	87,7	51,1	16,2	21,2	11,0
How would You rate Your level of proficiency of the Ukrainian language?	Fluent	65,1	94,1	71,5	48,9	52,3	39,1
How should the Ukrainian and the Russian languages coexist in Ukraine?	The Ukrainian language is official, the Russian language is used at home and by national minorities	55,9	80,6	74,8	36,9	33,9	20,8
Which of these languages do You speak at the level sufficient for everyday communication?	English	20,0	22,0	19,9	17,8	21,1	17,9
Should every citizen of Ukraine, regardless of ethnic origin, have a good command of the state language and know the basics of Ukrainian history and culture?	Yes	73,3	86,4	78,2	63,2	67,9	58,7

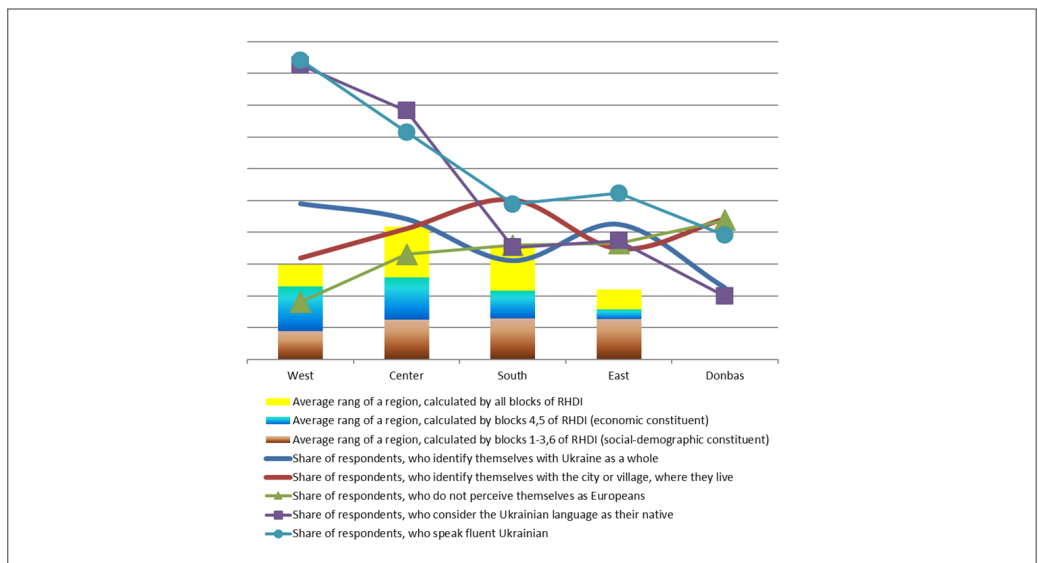
* - the most common response for the whole range of respondents in Ukraine without response "it is difficult to answer".

Source: created by authors using information from (Razumkov Centre, 2016)

Table 3*Integrated Regional Human Development Index (RHDI), Averaged Ranks of Regions*

Constituents of RHDI	Ranks				
	West	Center	South	East	Donbas
Block 1 "Reproduction of population"	6,6	12,2	14,3	18,0	-
Block 2 "Social environment"	4,6	14,0	19,0	12,7	-
Block 3 "Comfortable life"	7,6	14,7	6,3	16,3	-
Block 4 "Well-being"	15,0	11,0	13,7	2,7	-
Block 5 "Decent work"	13,1	15,6	3,7	3,3	-
Block 6 "Education"	17,3	9,2	12,0	4,3	-
Overall index	6,9	15,9	14,3	6,3	-

Source: created by authors using information from (Derzhavna Sluzhba Statystyky Ukrainy, 2016b)

Figure 1*Comparison of Behavior of National Identity Indicators and Regional Human Development Indices*

Source: created by authors using information from (Derzhavna Sluzhba Statystyky Ukrainy, 2016b; Razumkov Centre, 2016)

simplified comparative analysis of not connected functionally trends (State Statistics Service of Ukraine, 2016b; Razumkov Centre, 2016). Firstly, the behavior of the various constituents of RHDI is clearly opposite: value of the social constituent's indices gets worse along the direction from the West to the East, and value of the economic component improves in the same direction. This means that the most favorable social conditions for human development are in the Western Ukraine, and economic conditions – in the Eastern Ukraine. Accordingly, the ranks of the regions of the West and the East are the highest for overall RHDI. It is noteworthy that the Central region, which includes the city of Kyiv, has the lowest RHDI.

Language indicators are decreasing from the West to the East: share of the respondents, who consider the Ukrainian language their native and are fluent in it, decreases significantly from the West to the East. At the same time, the share of those who speak Ukrainian in the South, the East and Donbas is higher than the share of those who recognize Ukrainian as their native language. The lines that show the principle of Ukrainians' self-identity are different: the share of those who identify themselves with Ukraine decreases from the West to the East, and the share of those who identify themselves with a particular city is higher in the East than in the West. The share of respondents who do not consider themselves Europeans increases steadily from the West to the East.

As reflected by Figure 1, it is possible to distinguish two distinct similarities in behavior of the indicators. The first similarity refers to the social component of RHDI and linguistic indicators of national identity: they decline in the direction from the West to the East. Such behavior refers also to the indicator of Ukrainian citizens' identification with Ukraine as a whole. The second similarity refers to the economic component of RHDI, which improves from the West to the East. The share of respondents, who do not feel themselves Europeans, increases with this indicator. In addition, the share of respondents, who identify themselves as citizens with the particular place of residence and not the country as a whole, increases from the West to the East.

5. Economic Activity of Population in the Regions and its Relationship with National Identity

Economic activity of population includes more than a simple human desire to provide oneself with employment in order to receive compensation for own work. In a broad sense economic activity is an attempt of a person to subordinate own life to obtain material benefits in any way, except illegal. Therefore, economic activity should be examined from both sides. First, this is activity of a person, aimed at improvement of his own economic value, so that this person could become more expensive in the labor market. This activity includes improvement of performance, education, health, gaining new competencies etc. Second, this activity is efforts of a person to find the way to realize his acquired skills in exchange for certain material goods. Therefore, the indicators of economic activity should include two separate groups: indicators, which determine the conditions of economic activity development in a certain region, and indicators, which address the results of economic aspirations of population.

The first group of indicators is closely related to human development conditions mentioned above, as it touches the aspects of values and economic incentives' generation in a certain region. The fact that the West of Ukraine deals more with social values, and the East – with economic values, explains how population of the regions understands and accepts factors which influence own economic activity.

Based on the data from the State Statistics Service of Ukraine it is possible to form two samples of indicators, the examination of which allows to define the level of economic activity of population in the regions. The first sample (Table 4) relates to socio-demographic conditions of economic activity performance (State Statistics Service of Ukraine, 2016c; 2016e; 2016f; 2016a). The second sample (Table 5) contains the commonly accepted indicators of economic activity (State Statistics Service of Ukraine, 2016a; 2016b; 2016d; 2016e; National Bank of Ukraine, 2017).

The indicators from the Table 4 broadly characterize the social and demographic conditions of population in the regions. The indicators, which characterize age and replacement of population, are considerably

Table 4*Indicators of Socio-demographic Status of the Regions*

Question	Total in Ukraine	Regions				
		West	Center	South	East	Donbas
Ratio of urban population, %	69,19	47,1	64,3	65,4	80,5	88,8
Ratio of population aged 60 years and older, %	22,1	18,7	23,12	21,5	22,9	25,4
Average age, years	40,9	38,4	41,4	40,3	41,6	43,5
The overall rate of population reproduction	0,72	0,93	0,65	0,71	0,60	-
The total birth rate (fertility rate)	1,506	1,637	1,474	1,537	1,386	-
The number of births per 1,000 households, persons	27,3	36,9	26,3	28,8	23,4	8,6
The number of doctors per 10,000 population, persons	43,7	49,7	45,6	39,1	51,0	-
The number of HIV-infected persons diagnosed per 100,000 population	32,7	15,2	37,0	74,5	46,8	-
The number of crimes reported in % of the total number of reported crimes in the country	100	16,15	39,45	11,48	23,51	8,35
The number of households with four or more members, % of the total number of households	21,3	35,5	18,8	20,8	16,0	12,0

Source: created by authors using information from (Derzhavna Sluzhba Statystyky Ukrainy, 2016c; Derzhavna Sluzhba Statystyky Ukrainy, 2016e; Derzhavna Sluzhba Statystyky Ukrainy, 2016f; State Statistics Service of Ukraine, 2016a)

better in the West compared to others: population is younger, fertility rates are higher, the highest proportion of households with two or more children is observed, and the shares of urban and rural population are approximately equal. Sufficiency of doctors is approximately the same in all regions, but the relative number of newly HIV-infected people in the West is three times less than in the East. The crime rate varies in the regions: the lowest is in Donbas and the South, the highest is in the Center, average is in the East and

the West. Altogether, the socio-demographic situation in the West is much better than in the South, the East and Donbas, which confirms the previous conclusions on more favorable conditions for human development in the West.

Analysis of the indicators of population economic activity allows to observe the following trends. According to the State Statistics Service of Ukraine (Derzhavna Sluzhba Statystyky Ukrainy, 2016a), the share of economically active population is approxi-

Table 5*Indicators of Economic Activity of Population in the Regions*

Question	Ukraine	Regions				
		West	Center	South	East	Donbas
Economic activity rate, %	62,4	60,7	62,3	62,6	64,0	61,5
Employment rate, %	56,7	54,9	56,2	57,3	58,9	52,5
Unemployment rate – total, %	9,1	9,5	9,8	8,5	8,0	14,7
Unemployment rate at the age of 20-30 years, %	11,6	12,8	11,4	10,3	11,4	10,2
Demand for labor force, thousand people	25,9	5,2	11,9	3,2	5,1	0,5
Load of unemployed population per one vacant position, persons	19,0	21,3	29,1	21,0	71,0	100,0
Monetary income of a household per month, UAH	4676,0	4930,0	4449,0	4597,0	4724,0	4021,0
(EUR, rate on Dec. 31, 2016)	164,52	173,45	156,53	161,74	166,21	141,47
Monetary expenditures of a household per month, UAH	4449,0	4865,0	4323,0	4217,0	4400,0	3550,0
(EUR, rate on Dec. 31, 2016)	156,53	171,17	152,10	148,37	154,81	124,90
Share of households with equivalent monetary income per capita per month below the subsistence minimum, % of the total number of households	9,4	11,8	9,7	11,3	6,4	13,9
Profit and mixed income of population, % of total amount	100	23,13	38,86	11,13	22,16	4,72
Share of profit and mixed income in the total income of population in the region, % of total income of population in the region	18,6	24,5	20,8	21,0	20,7	9,2
Gross regional product per capita, UAH	46413	28505	53451	37810	54107	18821
(EUR, rate on Dec. 31, 2016)	1632,96	1002,90	1880,58	1330,28	1903,66	662,18
Share of gross regional product in the aggregate total, %	100	14,2	48,2	9,0	21,6	7,0
Number of sole proprietors, % of total number of sole proprietors in Ukraine	100	22,5	38,7	12,2	22,0	4,6
Number of small enterprises, % of total number of small enterprises in Ukraine	100	15,3	48,5	12,5	19,4	4,3

Source: created by authors using information from (Derzhavna Sluzhba Statystyky Ukrayiny, 2016a; Derzhavna Sluzhba Statystyky Ukrayiny, 2016d; Derzhavna Sluzhba Statystyky Ukrayiny, 2016e; National Bank of Ukraine, 2017; State Statistics Service of Ukraine, 2016b)

mately the same in the regions: it varies from 60.7% in the West to 64.0% in the East. The level of economically active population in Ukraine as a whole is 62.4%. The same small differences are observed in total employment and total unemployment, the exclusion of which is the significantly higher unemployment rate in Donbas covered by war and migration. At the same time, the unemployment rate at the age of 20-30 years is the highest in the West - 12.8% while the same indicator for the whole country equals to 11.6%. The demand for labor is almost equal in the West and the East and quite high in the Center, considering that the data of the Central region includes the city of Kyiv, which provides almost half the jobs in the country. At the same time, the load of unemployed people per vacancy in the East and Donbas is several times higher than in other regions. Thus, it is difficult to draw the definite conclusions using only basic quantitative indicators of economic activity.

Bringing in the quality cost indicators allows differentiating the regions more clearly. Money income and expenditures of households are the highest in the West and the East compared to other regions and higher than the national average. However, the share of households with average incomes below the subsistence level is the highest in Donbas and the West, and the lowest in the East. The variability of income in the West is much greater than in the East. However, due to the greater population in general and urban population in particular, mostly employed in industry, the massive average numbers absorb extreme low or high income.

Profit and mixed income of a household includes income that individuals receive in the result of certain operations. The Center has the highest ratio also due to the fact that the region includes the city of Kyiv. The second highest indicator is in the West. The share of profit and mixed income in the total income is even more informative. The West is the leader among other regions upon this indicator, while such indicator in Donbas is 2.5 times lower. Overall, this indicates that income of population from the East, the South and the Center originates from wages and social transfers, and from the West – from income from own independent activity.

Structure of gross regional product reflects the level of economy concentration in the regions. Gross re-

gional product per capita is traditionally the highest in the East, which is the industrial zone of Ukraine, and the Center, which includes the capital, where many enterprises are registered. At the same time, the share of gross regional product is the lowest in Donbas and the South. The quantities of entrepreneurs and small businesses in the regions more or less confirm the previous trend. The most of them operate in the Center; the numbers in the East and the West are approximately the same. Moreover, if the low number of entrepreneurs and small businesses in Donbas is expected, the value of the same indicator in the South is unexpectedly low.

Thus, in quantitative terms economic activity of the East and the West is similar. Situation in the South and Donbas is slightly worse. The Center, with account of Kyiv, is difficult to compare with other regions because of excessive concentration of economic entities and companies in its territory. As for the cost indicators of economic activity, the absolute economic efficiency of the population is the highest in the East. At the same time, the income of population depends on the industrial sector. The economic efficiency of population in the West yields to the East and the Center, but has a promising structure: nearly a quarter of household's income is connected with independent activity. In addition, the West yields to the East and the Center by the level of economy concentration. Thus, one should not interpret negatively the low average GRP of the West. The economy of the Western region has a much lighter structure than the East, accordingly alternative employment and mobility of economically active population of the West are more likely to develop.

6. Conclusions

The research, related to identification of national identity, is rather complex, as it usually lacks continuous assessment and thus is unable to build the series of dynamic data. However, this is not the major problem of such research. Creating polls and surveys is the more important issue. A certain survey program always bears a certain approach to the national identity, which leads not only to the list of issues, but also imposing certain stereotypes to interpretation of the survey results. That is, any survey bears its author's hypothesis, which the survey

results will either confirm or refute. The Razumkov Center's poll is no exception. The list of questions and answers in this interview intends to ascertain the perception of respondents in different regions of the generally accepted national values. The survey comes out from the constitutional-universalistic perception of the national state model. The answers of the respondents cannot refute this perception. On the contrary, respondents had to show their position on certain other issues as if they agreed with the constitutional-universalistic perception. This may be problematic, as in such a way the results of the survey do not take into account that a significant number of respondents giving answers to specific questions do not reveal their attitude to this particular question, but try to convey the general understanding of the problems raised through their answers. For example, it could be more relevant and interesting to ask not all respondents if "they perceiving themselves as the Europeans", but only those who consider themselves Ukrainians.

Therefore, comparison of national identity and economic activity of the region must include two interrelated phases. The first preparatory phase assumes exposure of general peculiarities of national identification in some regions, that is determination of what population in a specific region considers being the most important components of the national idea. In its turn, this will provide the basis for understanding the relationship of national identity and economic activity in certain regions, taking into account the most influential factors, which should determine the indicators. The second phase of comparison of national identity and economic activity in the regions is comparison itself, which depends on the outcome of the first phase.

Three cornerstones are of primary importance for comparison and analysis. They are social standards, economic standards and the language issue. This research is an illustration of how differently people within the same country perceive social and economic standards of living. The situation in the regions is fundamentally different, as populations perceive conditions and values differently. This affects the processes of national identification and the establishment of emphasis in regional development paths. The West of Ukraine focuses more on social

aspects, and not least due to close examples from Europe, where social standards are high. Dominating thoughts on social standards entail attention to cultural and language issues as their integral component. The East of the country mainly focuses on ensuring economic standards of living, again, not least due to the nearby examples. In the minds of the population, improving quality of life in the East is associated with access to material goods and the broaden options for decent earnings. In this regard, cultural and linguistic aspects of national identity turn out to be less important, therefore, the strength of identity is lower. Thus, multinationality and pluralism assimilated to the East, and there is no even a hint for common culture even at the regional level. Therefore, it is extremely difficult to compare national identity of citizens in different regions, and in many cases this is possible only in limited circumstances.

On the other hand, while assessing the level of economic activity of regions in Ukraine, one should take into account different perception of economic activity by population in the regions, as different situation and economic structure in the regions influence this. The economy of the East and the Center is large-scale and concentrated. Population of these regions is mainly urban. Economic activity of population is associated primarily with finding high-paying jobs. The economy of the West includes mainly consumer goods manufacturing and agriculture. Economic activity is connected with both: employment and self-employment. Accordingly, the economic activity of population should be characterized qualitatively, but not quantitatively. Economic activity based on the desire to realize own individual skills, opportunities and mobility is higher in the Western Ukraine, and lower – in the Southern. By contrast, economic activity, based on best efforts to utilize the economic infrastructure of the region and labor market conditions, created by the state, is higher in the Eastern and Central Ukraine. Economic activity of population in Donbas is the lowest, due to the current situation in the region.

Thus, based on the results of the research and comparison of national identity and level of economic activity in the regions, we can assume that two basic characteristics exist. On the one hand, ac-

According to the Razumkov Center's poll the level of national identity in the West and Center of Ukraine is higher than in the South, the East and Donbas. At the same time, the level of economic activity of population (based on aspirations of realizing own strengths and capabilities) and the RHDI (by socio-demographic constituents) are also higher in the West and the Center. On the other hand, the lower level of the national identity (including cultural and linguistic components) in the South, the East and Donbas is accompanied by the higher RHDI (by economic constituents) and higher level of economic activity associated with finding profitable employment.

These characteristics can be used in two ways. First, this can contribute to definition of the new principles for forming the national idea and national beliefs, values and aspirations among population. Obviously, the population of the Western and Central regions believe that social, cultural and linguistic standards are such values. Instead, the population of the South and the East favors rather economic standards, multiculturalism and multilingualism. Accordingly, different regions have different ways to form the model of the nation state. Second, this can contribute to definition of the most relevant to a particular region levers of economic influence on the processes of national identification. For the West and the Center such levers are liberalization of economic relations, promotion of small business and self-employment, simplified cross-border economic relations. For the South and the East such levers are development of big business, highly mobile labor market, creation and promotion of mature consumer market, measures for prevention of highly skilled workers migration. Such vision is somewhat simplistic, but it fully reflects patterns of this phenomenon.

The attempt to resolve the issue of the difference of values in different regions of Ukraine through federalization will be unsuccessful, as federalization is perceived negatively by the Ukrainian society and would likely result in aggravation of the problem rather than in its resolution. There is a possibility to combine and share the values of society in a unitary state, but in this case, there is a necessity to adopt and conduct the appropriate national identity politics.

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