

Abstract

This work aims to describe tendencies in development of Ukraine's electoral geography and characterize Ukrainian voters' behaviour during 2004-2010, with focus on presidential elections 2010. Electorate in Ukraine is regionally divided and this division proved its stability in time, which can be observed in Ukrainian elections since gaining independence. Orange revolution only deepened the division and made regionalism more evident. Presidential elections 2010, first presidential elections after Orange revolution, followed the structure of divided country between west and east and "their" candidates as well. Support of "Orange camp" is decreasing, Viktor Yanukovich, loser from 2004 and antihero came back. The paper provides the reader with explanation of these processes and factors that lead to Mr. Yanukovich's victory.

Key words: electoral geography, presidential elections, Ukraine, Yulya Tymoshenko, Viktor Yanukovich, electoral behaviour, Orange revolution, regionalism