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MEDIA CONSUMPTION AND POLITICAL PREFERENCES IN 8 OBLAST

Prepared by GfK Ukraine for UCBI



Inna Volosevych, Tetiana Kostiuchenko, Dmytro Savchuk. Social and Political Research Department, January-March 2017

Methodology and sample



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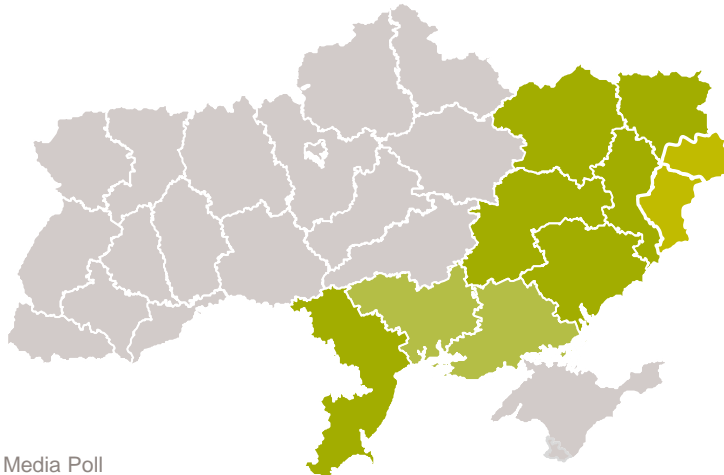
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About 1500 face-to-face interviews at respondent's home were conducted in each oblast of government-controlled territories not including booster samples (the data for the areas and settlements where booster samples were conducted is provided in separate presentation for each oblast). Also 426 interview method mobile CATI were conducted on non-government controlled areas (NGCA) in Donetsk and Lugansk regions.

The Sample represents the population of each oblast by age/gender/settlement size according to the data of State Statistics Service of Ukraine as of 1/01/2015 for the 1st wave and 1/01/2016 for the 2nd wave, 1/01/2014 for NGCA.

The sample error does not exceed 1% for the total sample and 2,5% for each oblast with probability 0.95.



Objective: To study media preferences and political orientations of the population of 8 oblasts in Ukraine.

Geography: Dnipropetrovska, Donetska (GCA), Donetska (NGCA), Zaporizka, Luhanska (GCA), Luhanska (NGCA), Mykolaivska*, Odeska, Kharkivska, Khersonska* oblasts

Fieldwork:

1st wave 13 830 respondents

November 27, 2015 – January 10, 2016

2nd wave 15 103 respondents

January 20 – March 5, 2017

*The survey wasn't conducted in Mykolaivska and Khersonska oblasts during the first wave.



Television: media usage



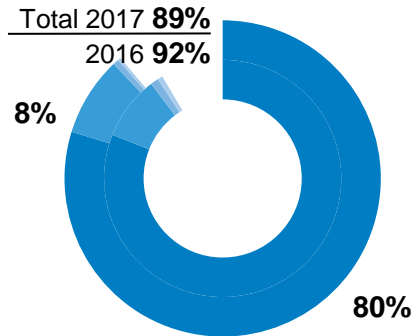
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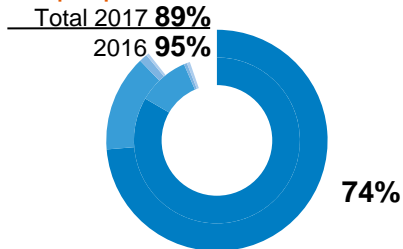


6 oblasts in total*

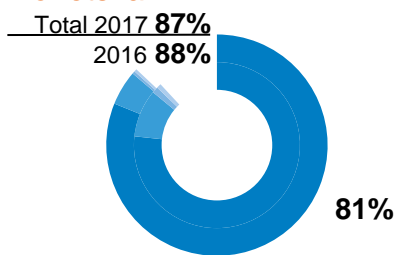


- Every day or almost every day
- At least once a week
- At least once a month
- Less often than once a month

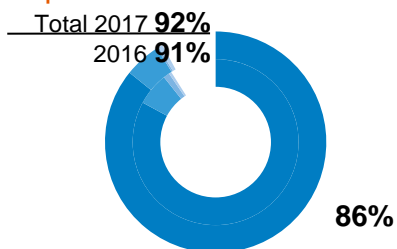
Dnipropetrovska



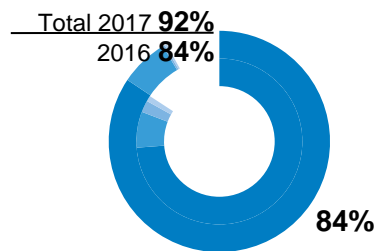
Donetska



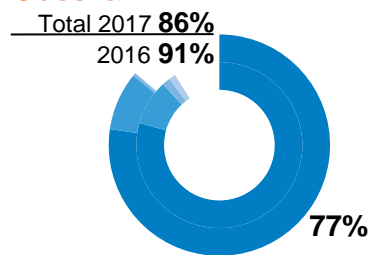
Zaporizka



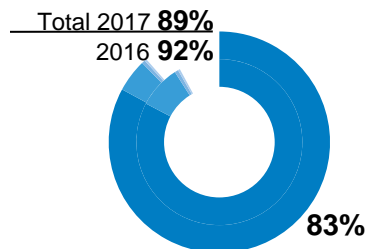
Luhanska



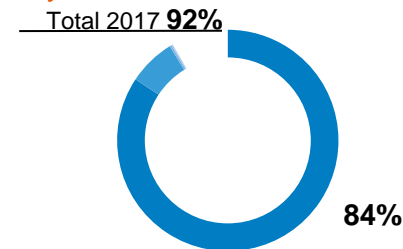
Odeska



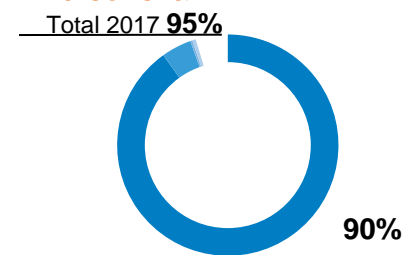
Kharkivska



Mykolaivska



Khersonska



6 oblasts in total: 2017 n=11610, 2016 n=13280.
 Dnipropetrovska oblast: 2017 n=1717, 2016 n=2216.
 Donetska oblast: 2017 n=2625, 2016 n=2666.
 Zaporizka oblast: 2017 n=1511, 2016 n=2122,
 Luhanska oblast: 2017 n=1823, 2016 n=1908.
 Odeska oblast: 2017 n=2314, 2016 n=1895.
 Kharkivska oblast: 2017 n=1620, 2016 n=2473.
 Mykolaivska oblast*: 2017 n=1529.
 Khersonska oblast*: 2017 n=1538.

*In 2016 survey wasn't conducted in Mykolaivska and Khersonska oblasts

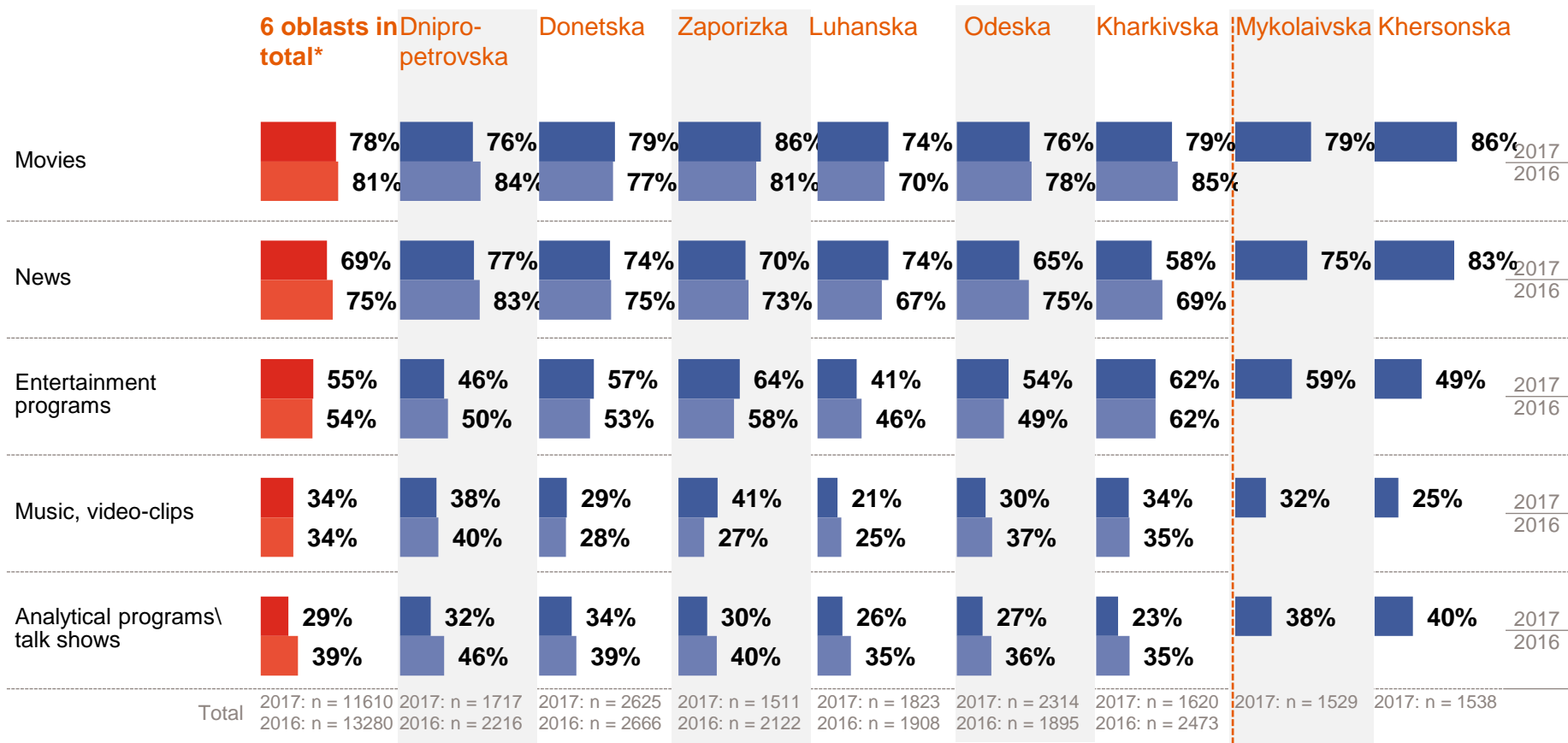
Television: used for



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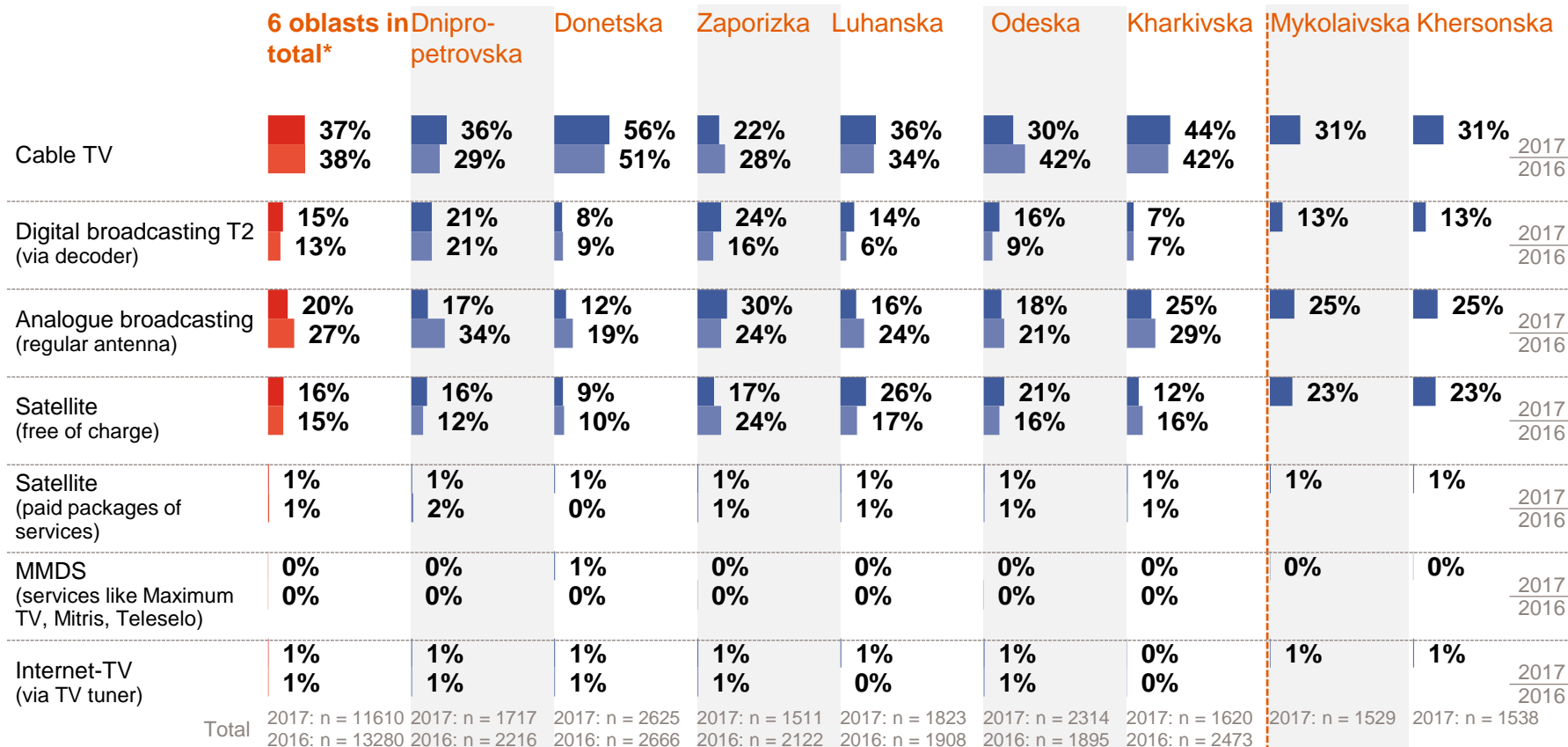
Television: how people get TV



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Internet: media usage



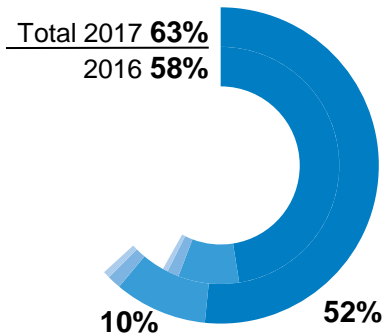
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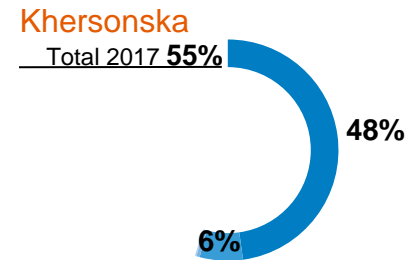
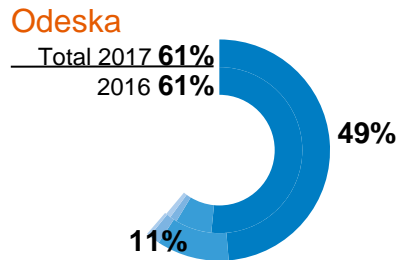
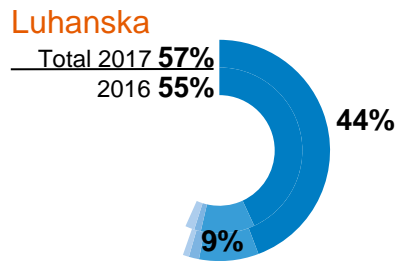
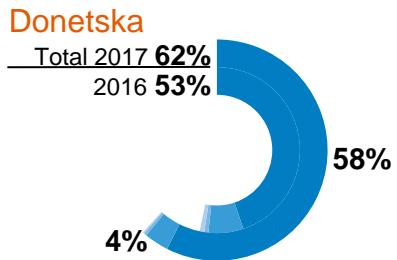
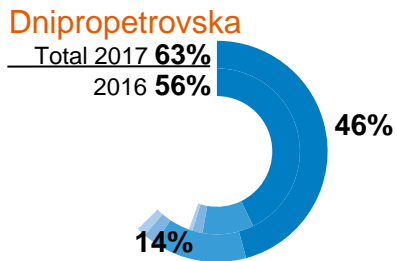
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6 oblasts in total*

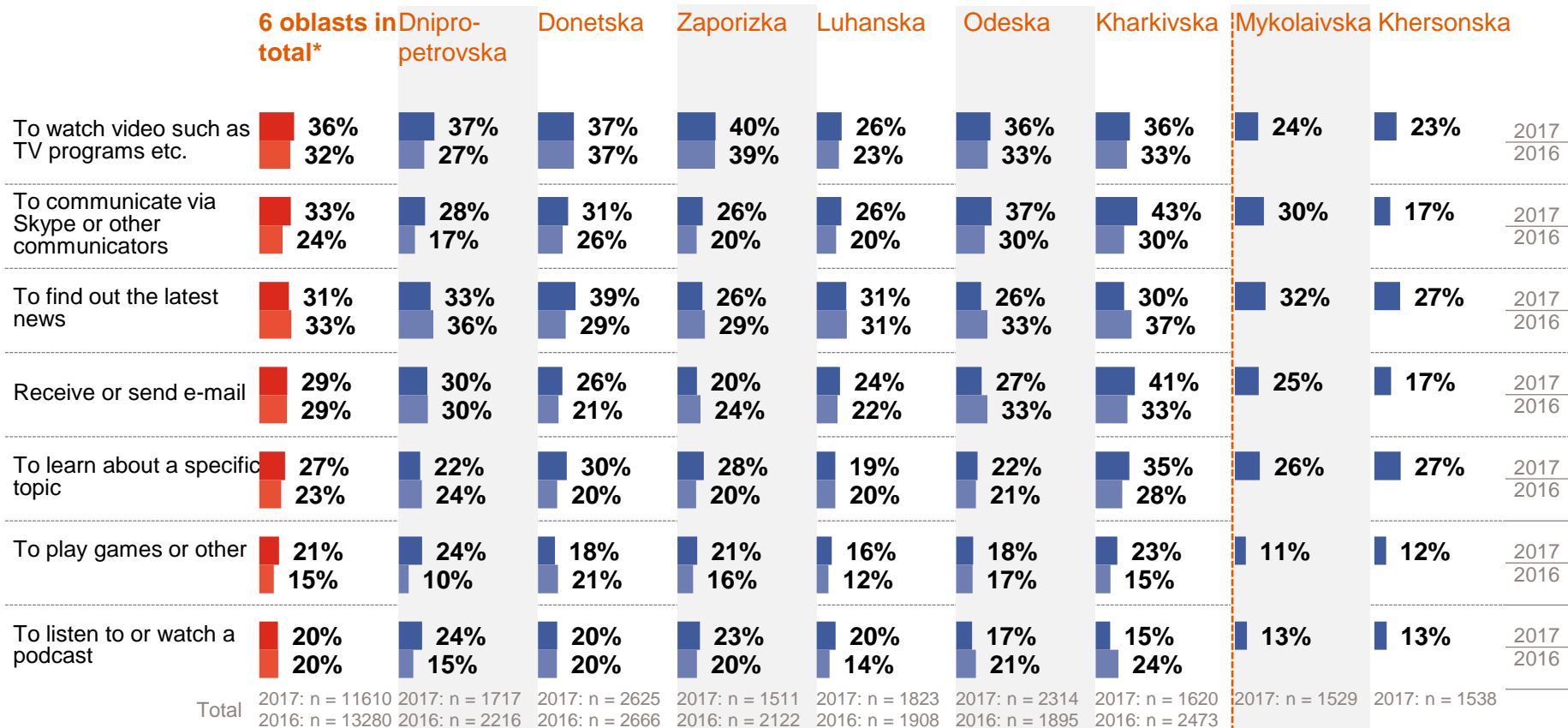


- Every day or almost every day
- At least once a week
- At least once a month
- Less often than once a month



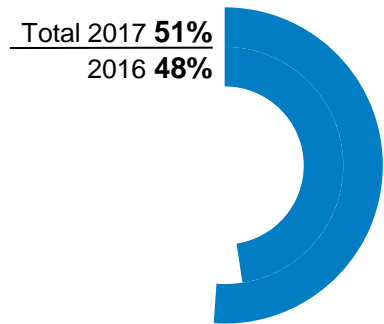
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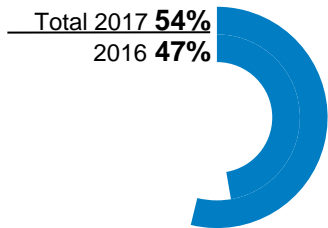
Social media: media usage

6 oblasts in total*

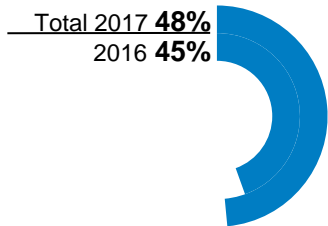


■ Have at least one account at social media sites

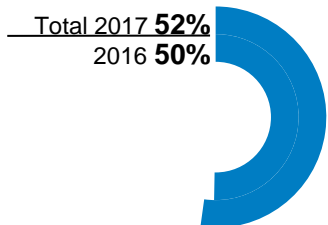
Dnipropetrovska



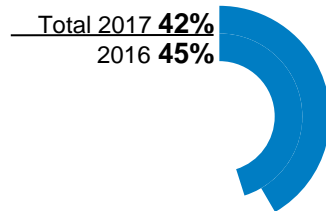
Donetska



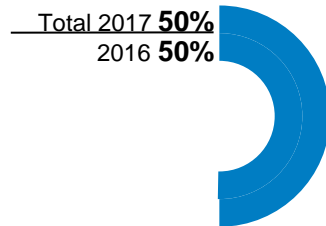
Zaporizka



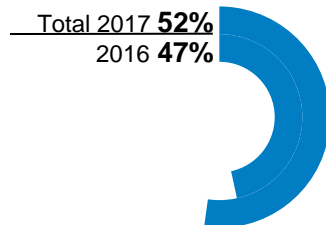
Luhanska



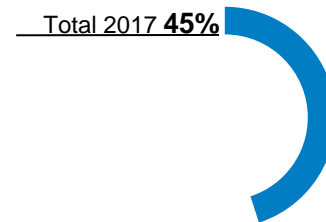
Odeska



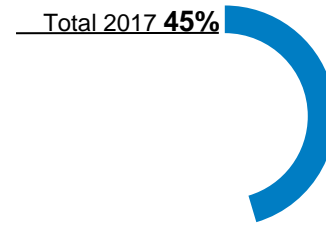
Kharkivska



Mykolaivska



Khersonska



6 oblasts in total: 2017 n=11610, 2016 n=13280.
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 Mykolaivska oblast*: 2017 n=1529.
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*In 2016 survey wasn't conducted in Mykolaivska and Khersonska oblasts

Social media: accounts at social media sites



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	6 oblasts in total*	Dnipropetrovska	Donetska	Zaporizka	Luhanska	Odeska	Kharkivska	Mykolaivska	Khersonska	
Vkontakte	39% 37%	43% 38%	35% 33%	40% 39%	27% 32%	39% 39%	39% 36%	32%	32%	2017 2016
Odnoklassniki	32% 33%	38% 35%	35% 31%	37% 40%	30% 26%	30% 33%	24% 30%	30%	28%	2017 2016
Facebook	19% 14%	23% 14%	15% 12%	13% 11%	11% 8%	18% 16%	24% 15%	13%	10%	2017 2016
Instagram	8% 4%	9% 3%	5% 3%	5% 6%	2% 2%	10% 6%	10% 2%	2%	3%	2017 2016
Twitter	5% 4%	6% 5%	5% 5%	3% 2%	1% 2%	6% 5%	4% 3%	2%	3%	2017 2016
LinkedIn	0,6% 0,6%	0,4% 0,5%	0,2% 0,2%	0,7% 0,9%	0,1% 0,7%	1,5% 0,7%	0,6% 0,6%	0,2%	0,0%	2017 2016
LiveJournal	0,5% 0,4%	0,3% 0,2%	0,2% 0,1%	0,6% 0,4%	0,0% 0,7%	1,1% 0,5%	0,6% 0,8%	0,2%	0,5%	2017 2016
Total	2017: n = 11610 2016: n = 13280	2017: n = 1717 2016: n = 2216	2017: n = 2625 2016: n = 2666	2017: n = 1511 2016: n = 2122	2017: n = 1823 2016: n = 1908	2017: n = 2314 2016: n = 1895	2017: n = 1620 2016: n = 2473	2017: n = 1529	2017: n = 1538	



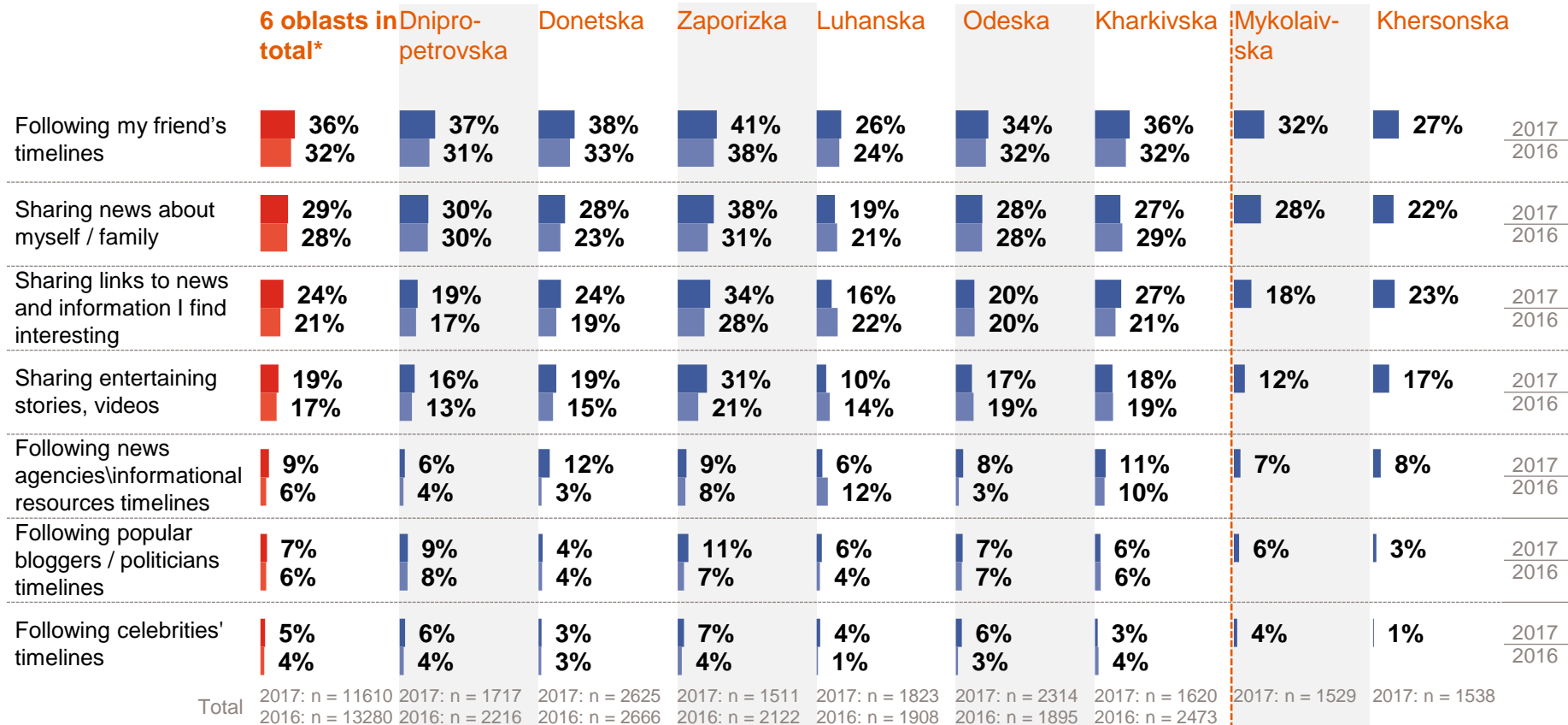
Social media: used for



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Primary sources of news



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What is your primary media source for receiving news?

	6 oblasts in total*		Dnipro- petrovka	Donetska	Zaporizka	Luhanska	Odeska	Kharkivska	Mykolaiv- ska	Khersonska	
All-Ukrainian television	56% 55%	59% 62%	49% 53%	69% 62%	64% 46%	61% 52%	41% 50%	69%	58%	2017 2016	
Ukrainian Internet sites	11% 13%	10% 14%	11% 11%	7% 10%	10% 10%	9% 14%	15% 13%	11%	6%	2017 2016	
Social networking sites	8% 7%	10% 5%	9% 8%	10% 8%	6% 13%	5% 4%	8% 8%	5%	5%	2017 2016	
Local television	4% 6%	6% 7%	5% 8%	4% 4%	3% 2%	2% 6%	4% 6%	3%	1%	2017 2016	
Radio	3% 2%	5% 1%	1% 1%	5% 3%	5% 2%	2% 4%	3% 2%	2%	1%	2017 2016	
Printed media	3% 3%	3% 3%	3% 2%	4% 4%	5% 4%	2% 4%	3% 2%	1%	5%	2017 2016	
Local Internet sites	3% 2%	3% 2%	3% 2%	1% 2%	3% 2%	4% 2%	1% 1%	3%	1%	2017 2016	
Friends and relatives, neighbors, colleagues	2% 1%	1% 1%	1% 2%	2% 0,2%	2% 4%	0,5% 2%	3% 1%	0,4%	1%	2017 2016	
Russian television	1% 1%	1% 0,3%	2% 3%	1% 1%	2% 3%	1% 2%	2% 1%	1%	2%	2017 2016	
Russian Internet sites	1% 1%	1% 1%	1% 0,3%	0,3% 0,4%	0,3% 2%	1% 1%	1% 1%	1%	0,3%	2017 2016	
Total	2017: n = 11610 2016: n = 13280	2017: n = 1717 2016: n = 2216	2017: n = 2625 2016: n = 2666	2017: n = 1511 2016: n = 2122	2017: n = 1823 2016: n = 1908	2017: n = 2314 2016: n = 1895	2017: n = 1620 2016: n = 2473	2017: n = 1529	2017: n = 1538		

Segments** using particular primary media source of news, by oblast



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What is your primary media source for receiving news?

What source do you use, to get news and information about events in your settlement, oblast or in the country in general?

	All-Ukrainian television**	Internet**	Social Media**	Russian sources***
Total 8 oblast* (14677)	55%	13%	7%	12%
Dnipropetrovska (n=1717)	58%	13%	9%	13%
Donetska (n=2625)	49%	14%	9%	11%
Zaporizka (n=1511)	67%	6%	5%	5%
Luhanska (n=1823)	63%	11%	5%	10%
Odeska (n=2314)	61%	12%	5%	14%
Kharkivska (n=1620)	41%	17%	8%	14%
Mykolaivska (n=1529)	68%	14%	5%	10%
Khersonska (n=1538)	57%	8%	5%	16%

* Total for 8 oblasts covered in 2017

** Segments using particular primary media source of news were identified according to question F5 as those who are using:

- 1) National television, but not using Internet or social media
- 2) Internet, but not using TV or social media
- 3) Social media, but not using TV or Internet

*** Segment was identified according to question F1 and includes those who use any of the Russian media sources (even if not the primary one)

Segments** using particular primary media source of news, by age group



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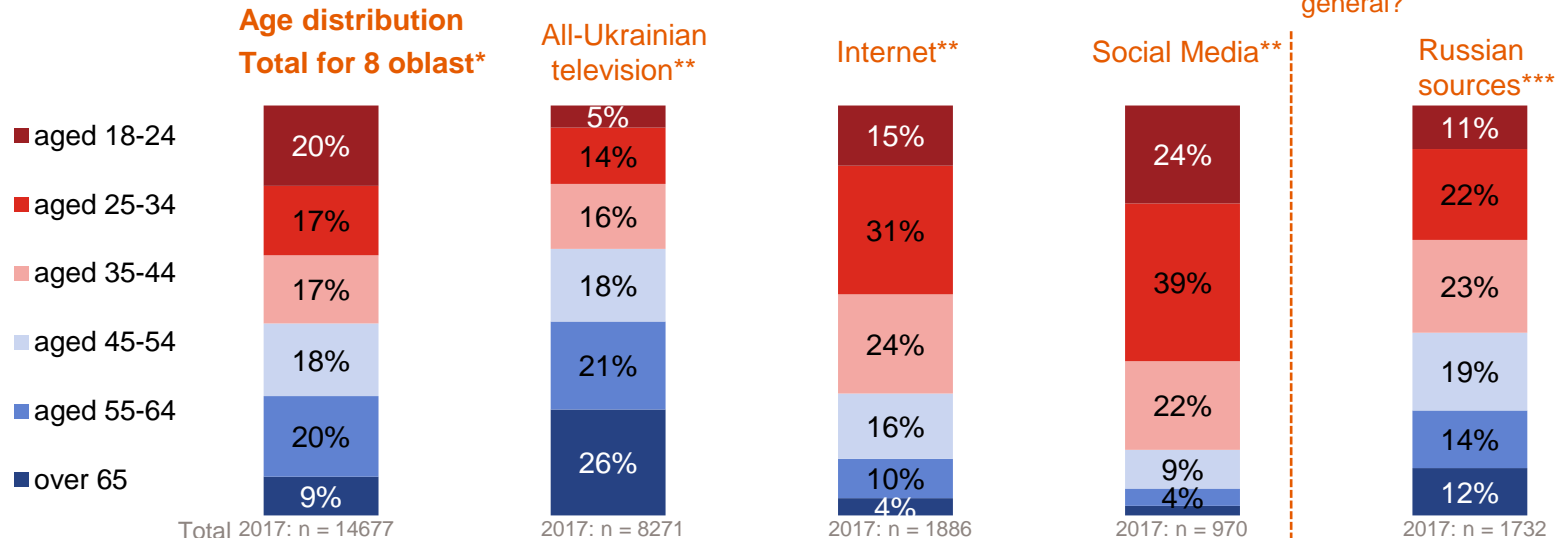


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What is your primary media source for receiving news?

What source do you use, to get news and information about events in your settlement, oblast or in the country in general?



* Total for 8 oblasts covered in 2017

** Segments using particular primary media source of news were identified according to question F5 as those who are using:

- 1) National television, but not using Internet or social media
- 2) Internet, but not using TV or social media
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*** Segment was identified according to question F1 and includes those who use any of the Russian media sources (even if not the primary one)

Segments** using particular primary media source of news, by foreign policy views



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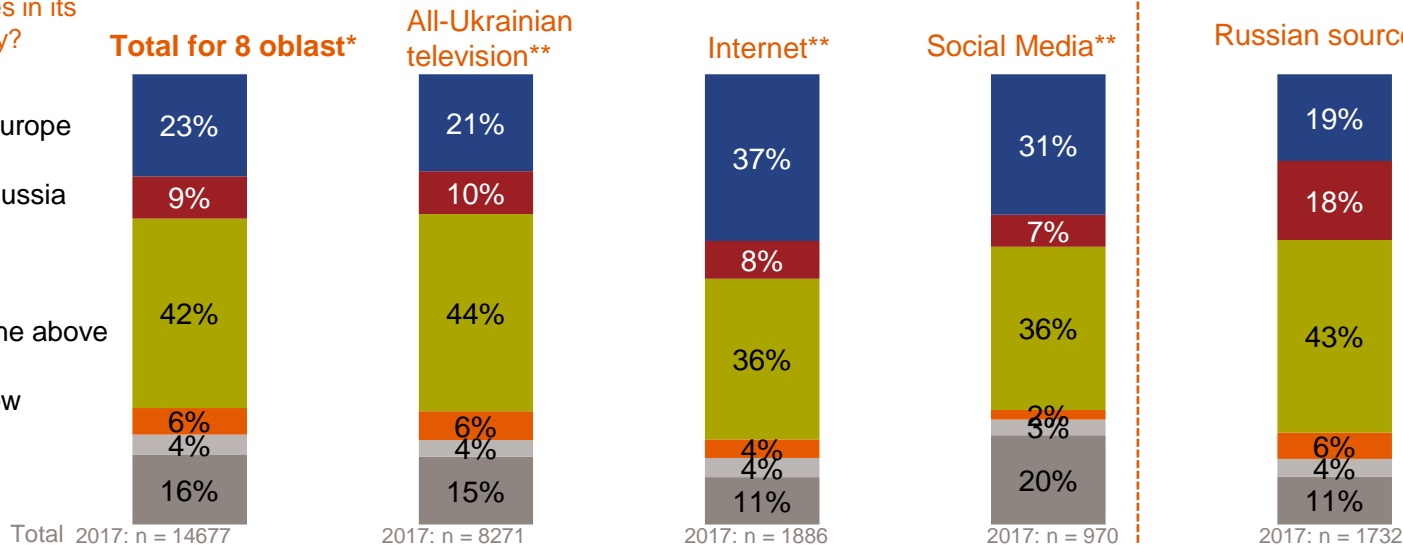


What should be the primary direction that Ukraine takes in its foreign policy?

What is your primary media source for receiving news?

What source do you use, to get news and information about events in your settlement, oblast or in the country in general?

- Toward Europe
- Toward Russia
- Neutral
- None of the above
- Don't know
- Refused



* Total for 8 oblasts covered in 2017

** Segments using particular primary media source of news were identified according to question F5 as those who are using:

- 1) National television, but not using Internet or social media
- 2) Internet, but not using TV or social media
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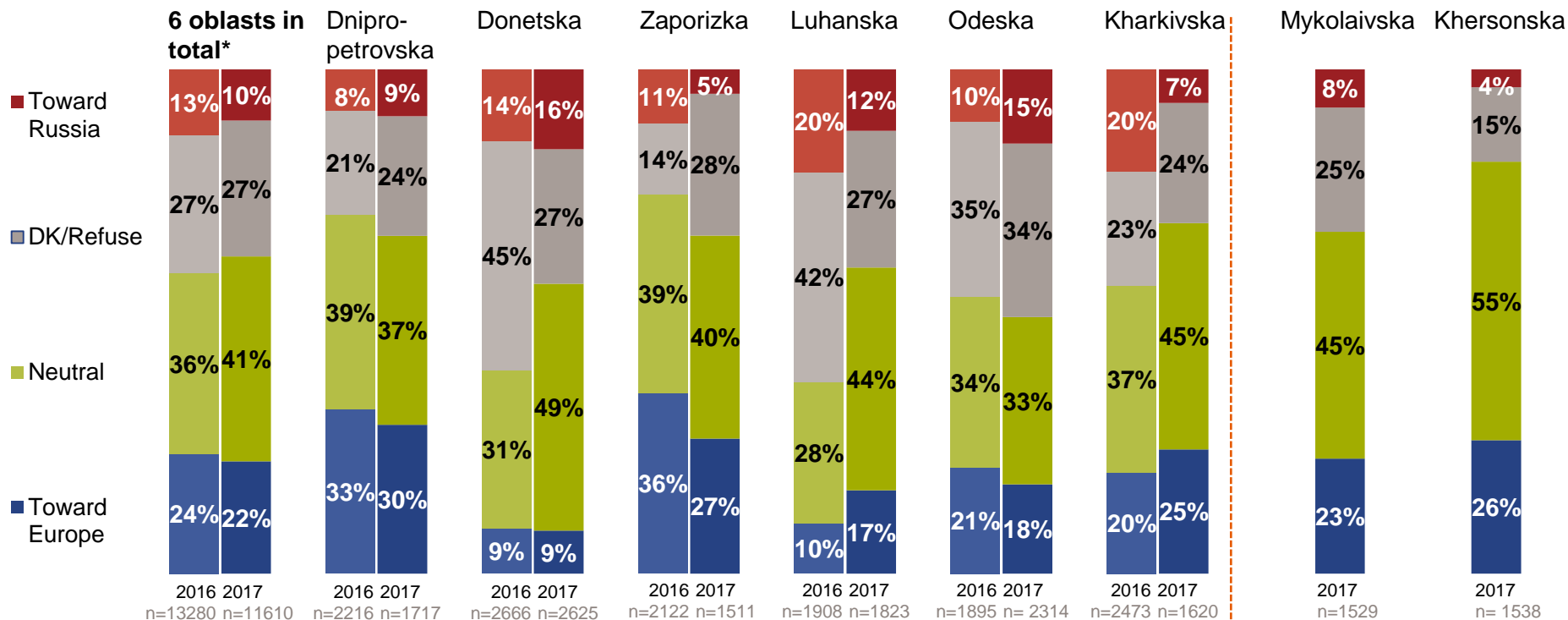


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The foreign policy views

What should be the primary direction that Ukraine takes in its foreign policy?



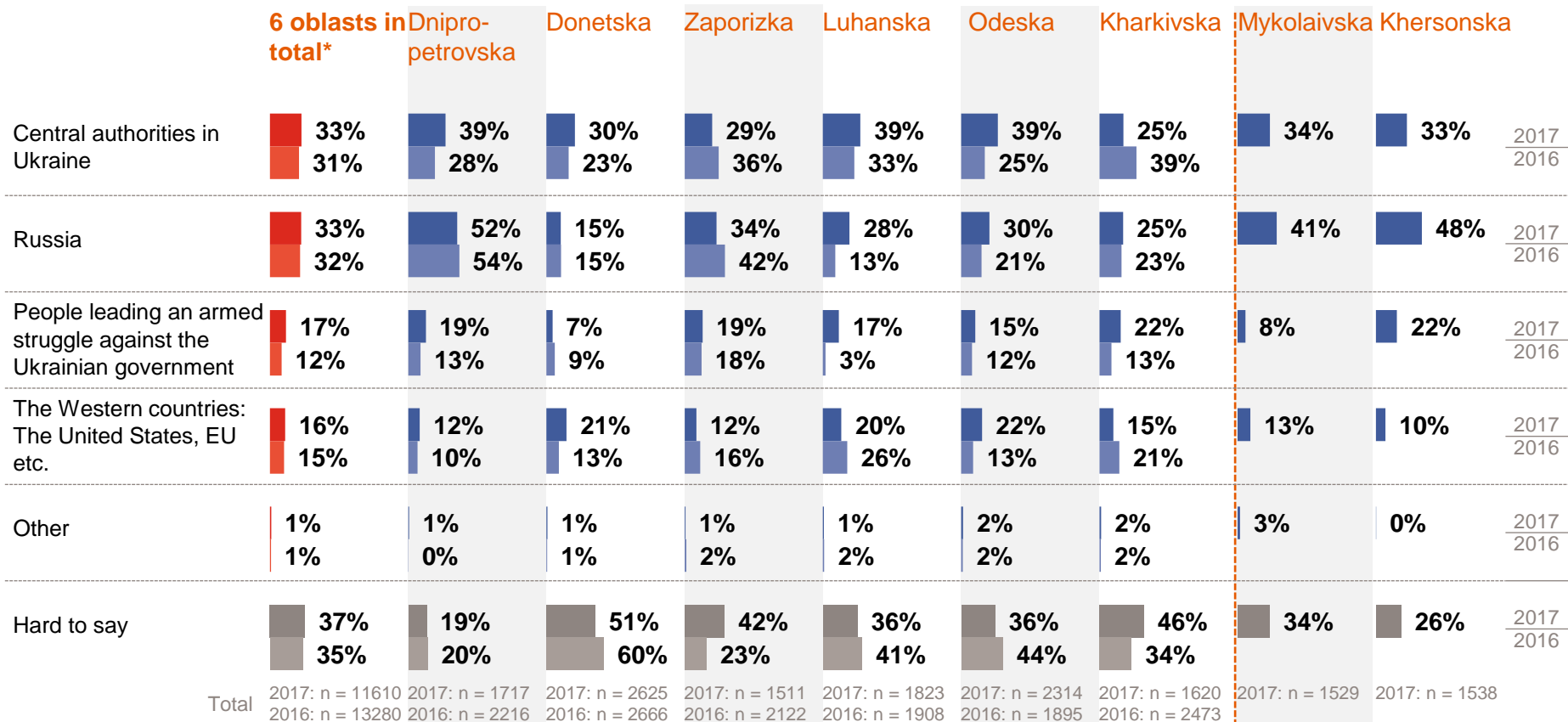
Blame for the military conflict in Donetsk and Luhansk oblasts...



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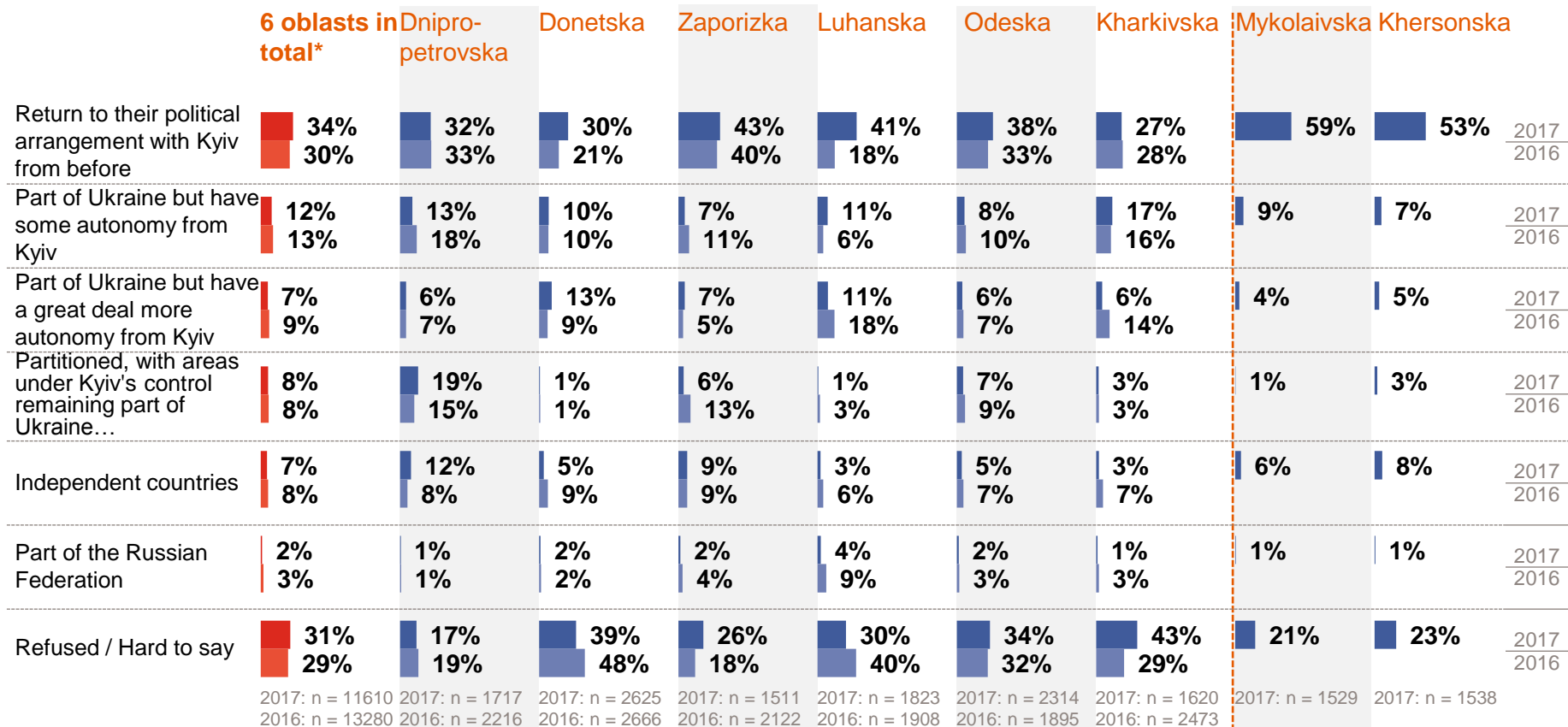
Most preferable scenario for Donbas: the occupied regions...



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TOP-7* topics of interest

What topic are you most interested in?



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	Weather	National politics	News about your city/ oblast	The war on the East of Ukraine	Health & healthcare	Lifestyle and entertainment	Local politics
Total 8 oblast (n=14677)	35%	32%	31%	31%	29%	27%	27%
Dnipropetrovska (n=1717)	31%	37%	37%	37%	24%	23%	29%
Donetska (n=2625)	28%	28%	36%	36%	24%	23%	27%
Zaporizka (n=1511)	43%	31%	35%	23%	28%	26%	27%
Luhanska (n=1823)	31%	33%	27%	29%	29%	20%	26%
Odeska (n=2314)	32%	26%	28%	28%	32%	29%	23%
Kharkivska (n=1620)	39%	27%	24%	22%	30%	29%	26%
Mykolaivska (n=1529)	41%	36%	32%	41%	37%	31%	25%
Khersonska (n=1538)	35%	44%	24%	32%	38%	33%	30%

* Top-7 topics are sorted by Total 8 as displayed in the first row of the chart

TOP-7* information which is lacking

What kinds of information are you lacking?



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	Fighting corruption at local level	Unbiased news on national level	Unbiased news on local level	Local government activities	Examples of local investigative journalism	The war on the East of Ukraine	Civil society, local volunteer initiatives
Total 8 oblast (14677)	21%	21%	20%	13%	13%	12%	8%
Dnipropetrovska (n=1717)	28%	18%	17%	19%	21%	16%	14%
Donetska (n=2625)	10%	24%	26%	11%	4%	13%	3%
Zaporizka (n=1511)	27%	26%	24%	18%	19%	13%	15%
Luhanska (n=1823)	15%	24%	25%	13%	10%	14%	6%
Odeska (n=2314)	23%	25%	22%	10%	9%	15%	5%
Kharkivska (n=1620)	20%	15%	11%	8%	12%	7%	6%
Mykolaivska (n=1529)	24%	29%	27%	14%	12%	15%	6%
Khersonska (n=1538)	9%	14%	17%	10%	6%	7%	2%

* Top-7 topics of lacking information are sorted by Total 8 as displayed in the first row of the chart