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Media consumption and political preferences in Kharkivska oblast

Prepared by GfK Ukraine for UCBI



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January-March 2017

Methodology and sample



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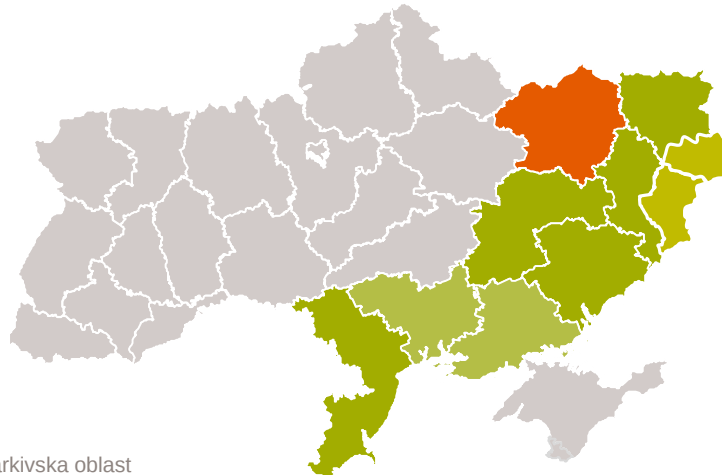
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ІНФОРМАЦІЇ



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

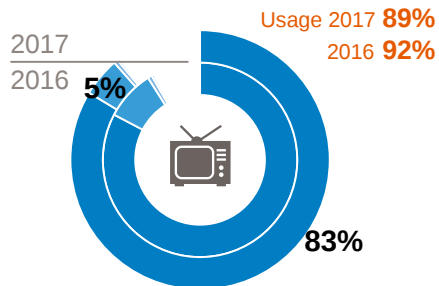
2nd wave 15 103 respondents

January 20 – March 5, 2017

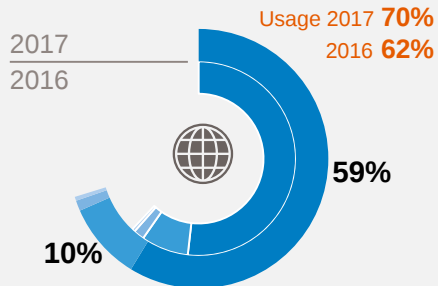
*The survey wasn't conducted in Mykolaivska and Khersonska oblasts during the first wave.

Kharkivska oblast: Media usage and top resources used in last 7 days

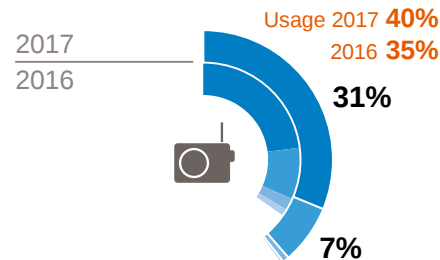
Television



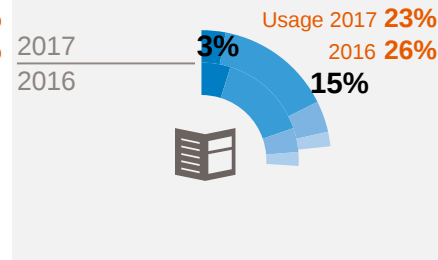
Internet



Radio



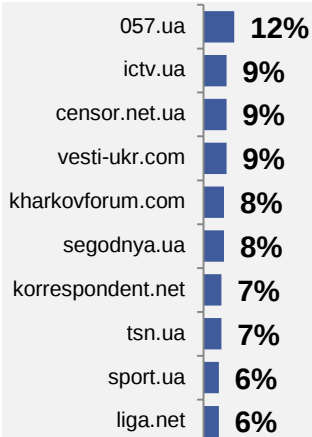
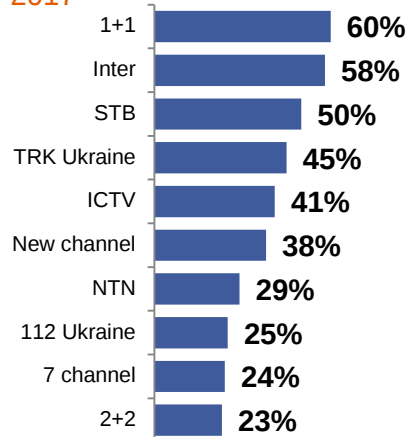
Print media



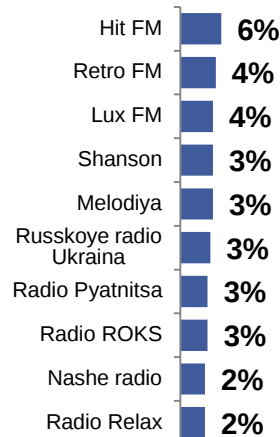
2017

■ Every day or almost every day

■ At least once a week



■ At least once a month



■ Less often than once a month



Kharkivska oblast, total: 2017 n = 2314; 2016 n = 2473

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Kharkivska oblast: Media usage and top local resources used in last 7 days



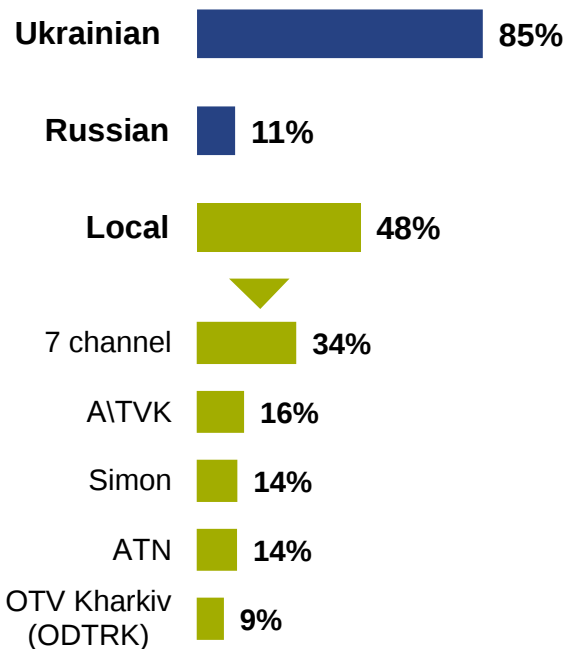
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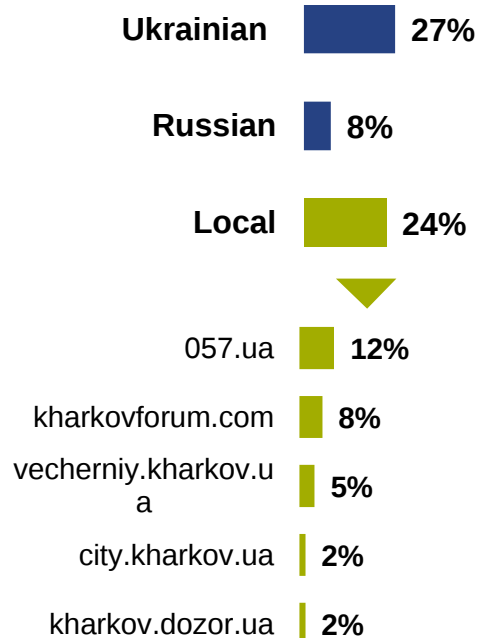
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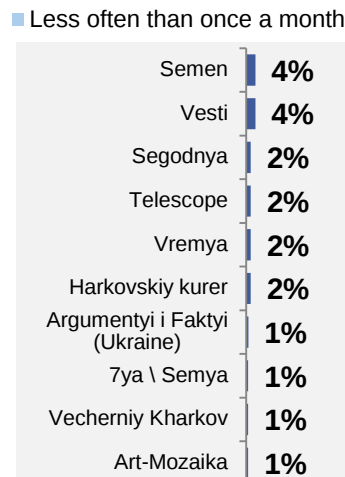
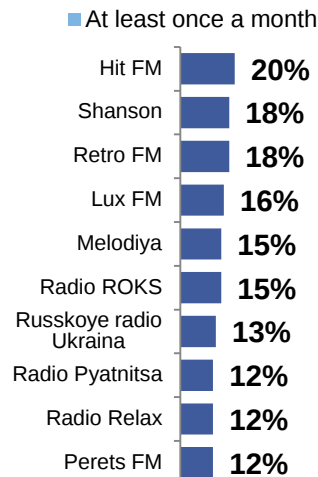
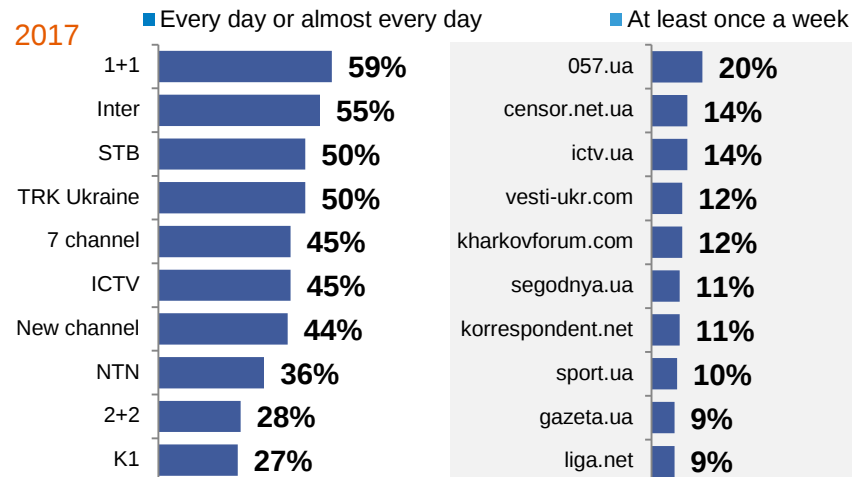
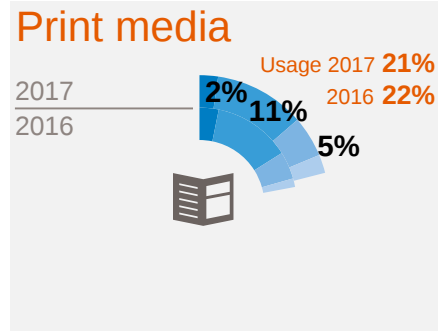
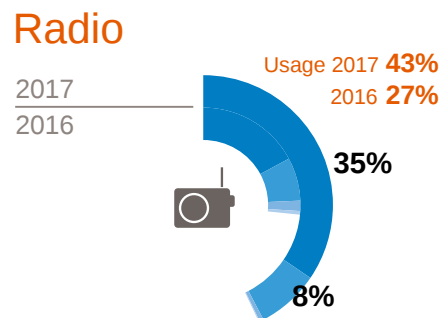
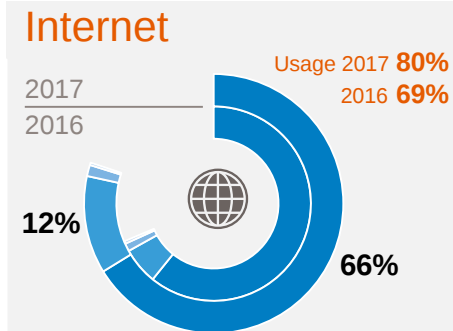
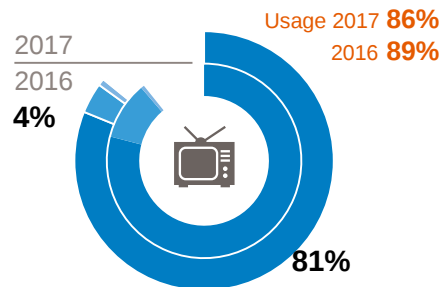
Television



Internet



Television



Kharkiv: Media usage and top local resources used in last 7 days



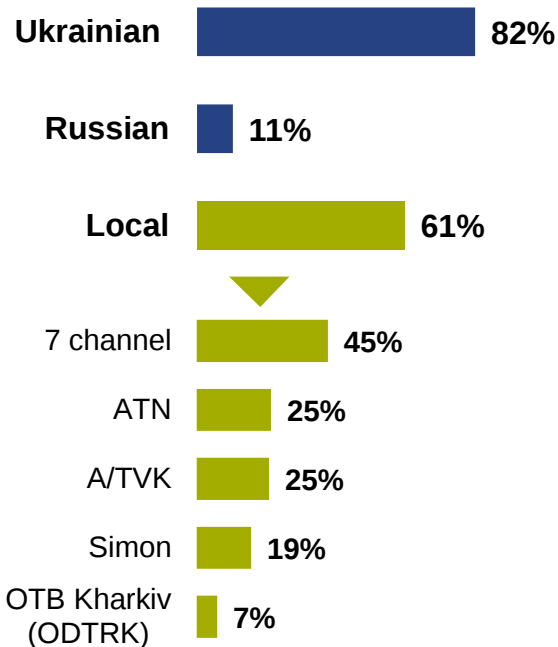
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Television



Internet



Kharkiv, total: 2017 n = 815; 2016 n = 1006

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Social media usage



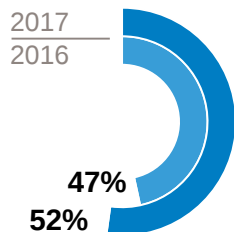
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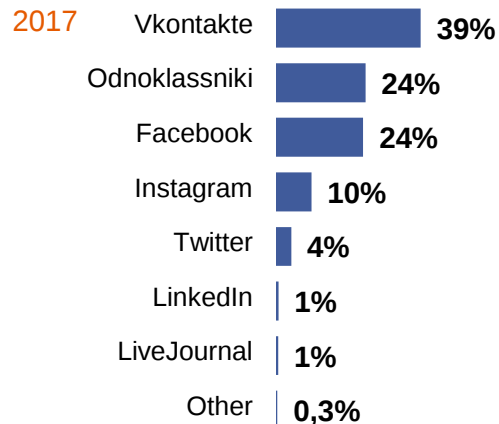
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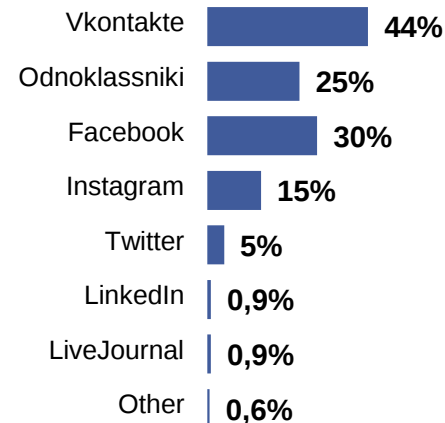
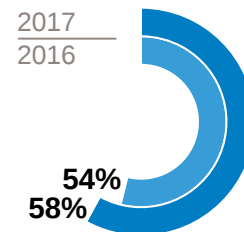
Kharkivska oblast



■ Have at least one account at social media sites

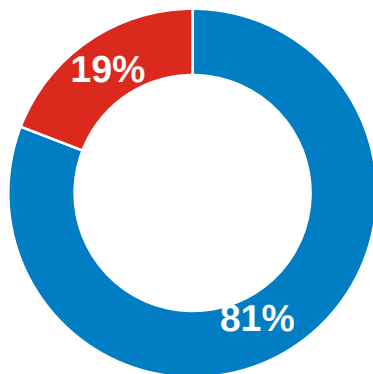


Kharkiv



Target groups

Settlement type



Urban – Towns and cities

Rural – Villages



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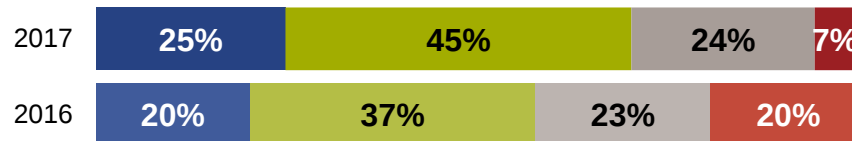


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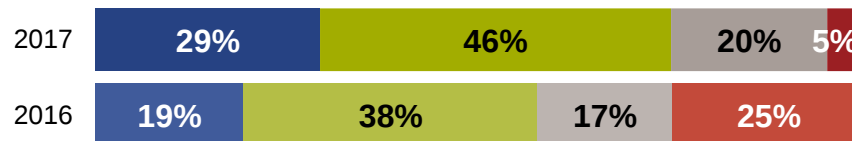


Geopolitical views

Kharkivska oblast



Kharkiv



The groups were defined according to answers to «What should be the primary direction that Ukraine takes in its foreign policy?» question:

Pro-European – Toward Europe

Pro-Russian – Toward Russia

Neutral – Become neutral / unaligned / balance between West and East

DK / Refuse – (do not read) None of the above / Refused / Don't know

Television: users* and TOP-5 channels watched in last 7 days by...



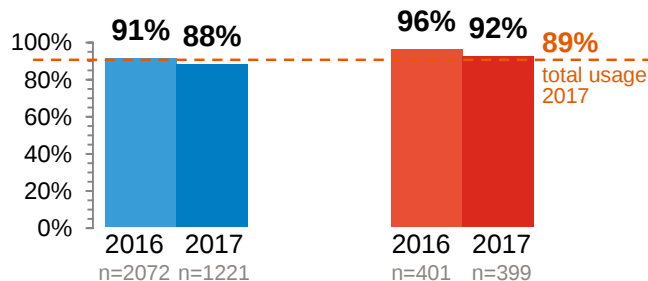
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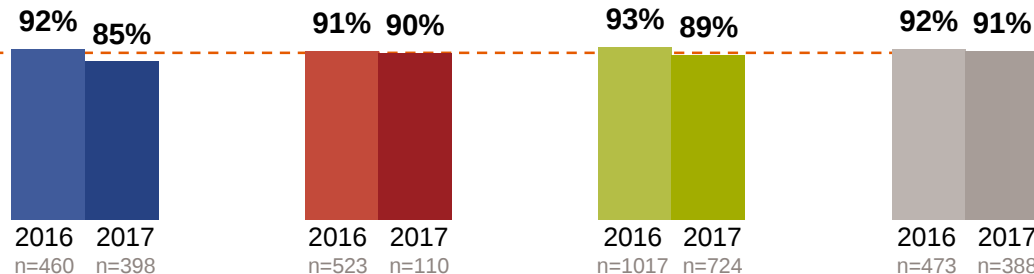
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Settlement type



Geopolitical views



2017

Urban

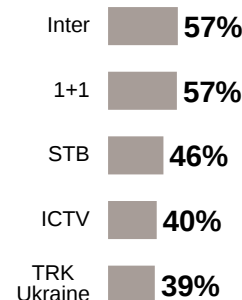
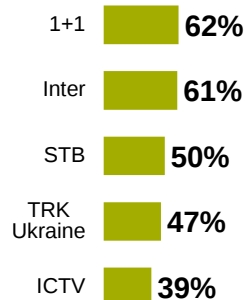
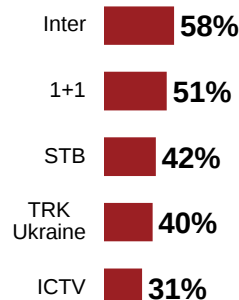
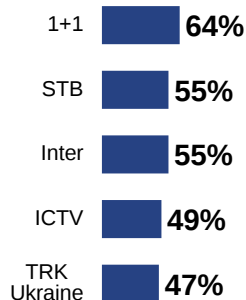
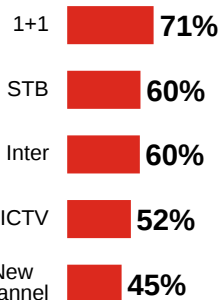
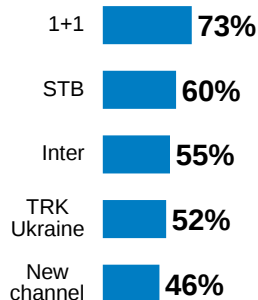
Rural

Pro-European

Pro-Russian

Neutral

DK / Refuse



*Those who watch TV 'every day or almost every day' or 'at least once a week' or 'at least once a month' or 'less often than once a month'

Kharkivska oblast, total: 2017 n = 1620; 2016 n = 2473;

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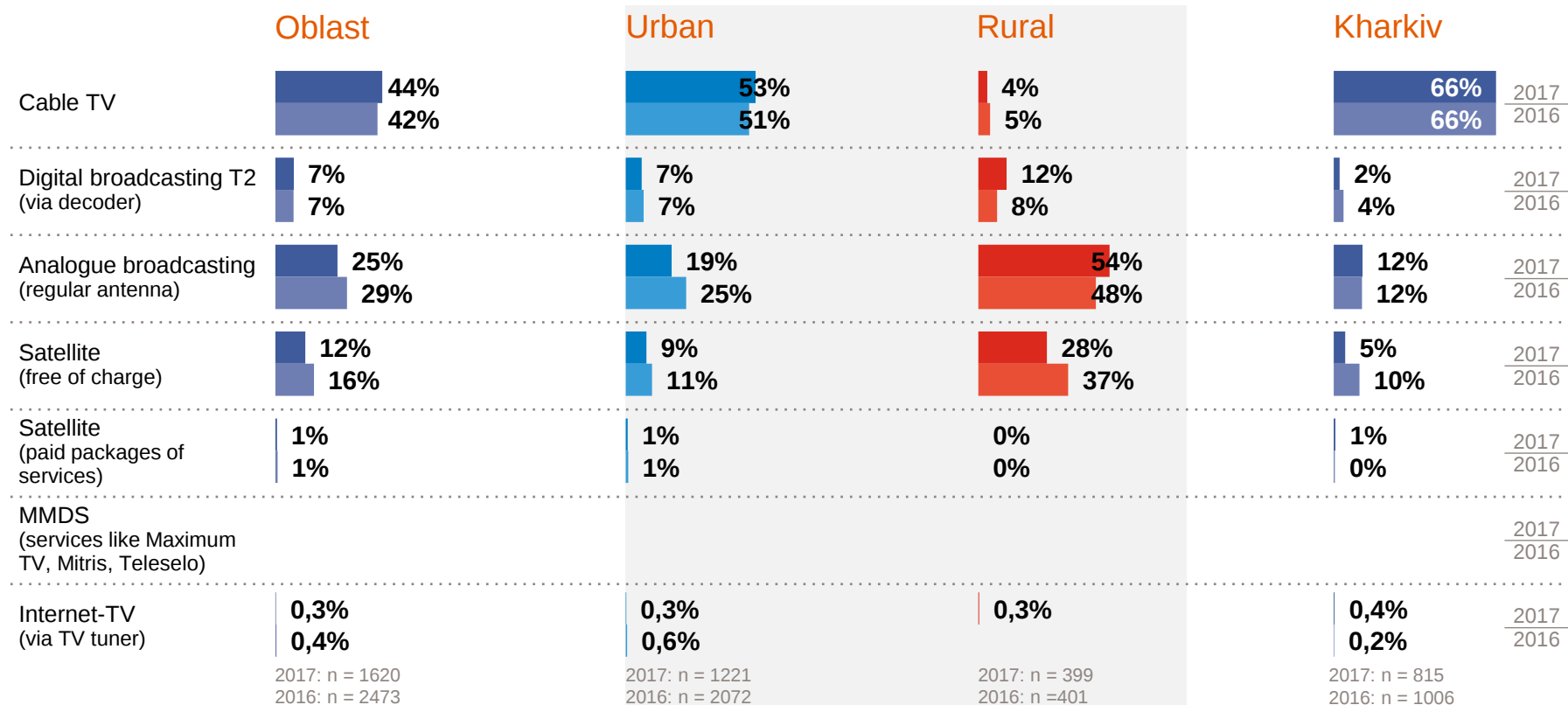
Television: how people get TV



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Internet: users* and TOP-5 media read in last 7 days by...



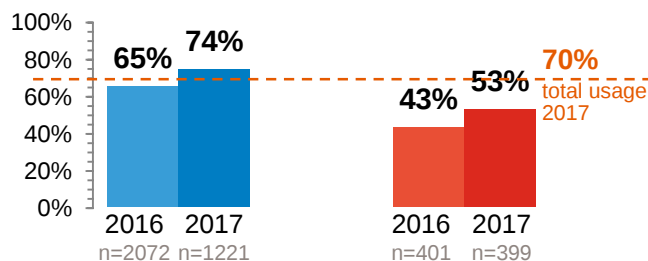
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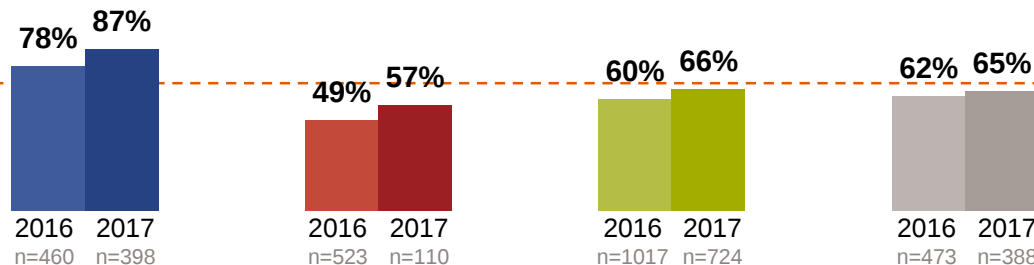
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Settlement type

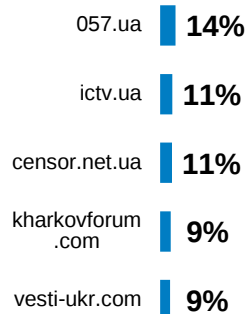


Geopolitical views

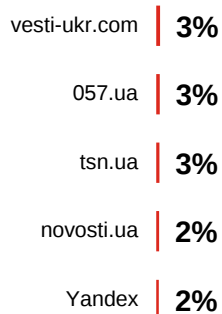


2017

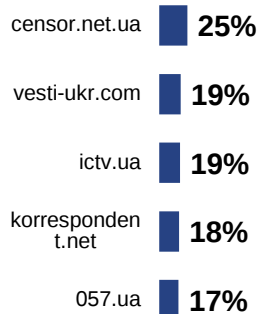
Urban



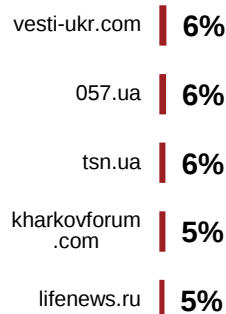
Rural



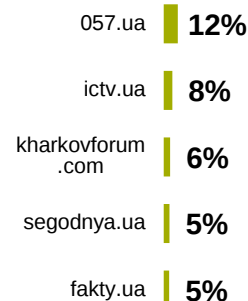
Pro-European



Pro-Russian



Neutral



DK / Refuse



*Those who use Internet 'every day or almost every day' or 'at least once a week' or 'at least once a month' or 'less often than once a month'

Radio: users* and TOP-5 media listened to in last 7 days by...



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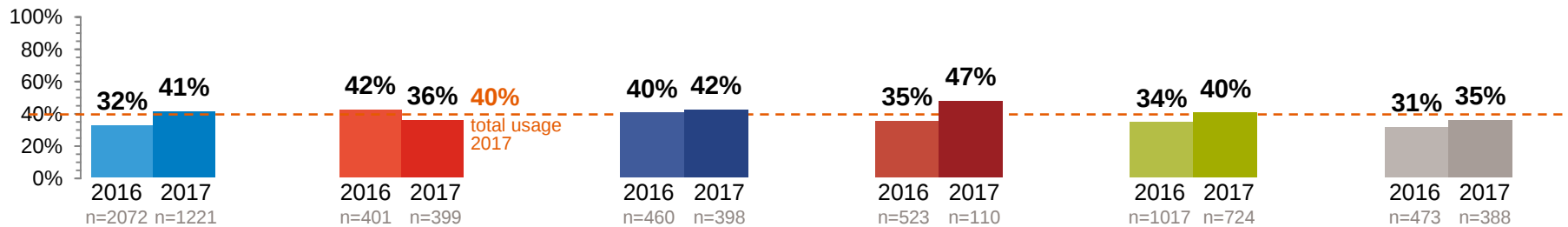


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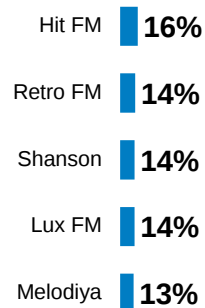
Settlement type

Geopolitical views

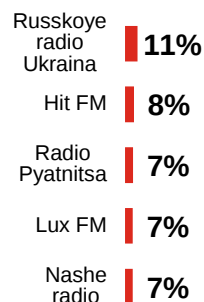


2017

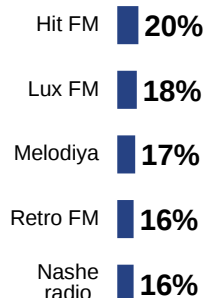
Urban



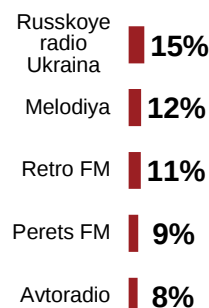
Rural



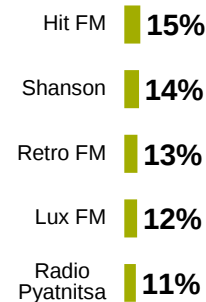
Pro-European



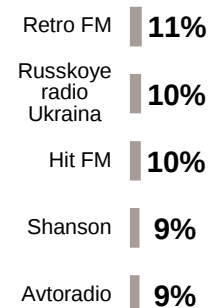
Pro-Russian



Neutral



DK / Refuse



*Those who listen to the radio 'every day or almost every day' or 'at least once a week' or 'at least once a month' or 'less often than once a month'

Kharkivska oblast, total: 2017 n = 1620; 2016 n = 2473;

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Printed media: users* and TOP-5 media read in last 7 days by...



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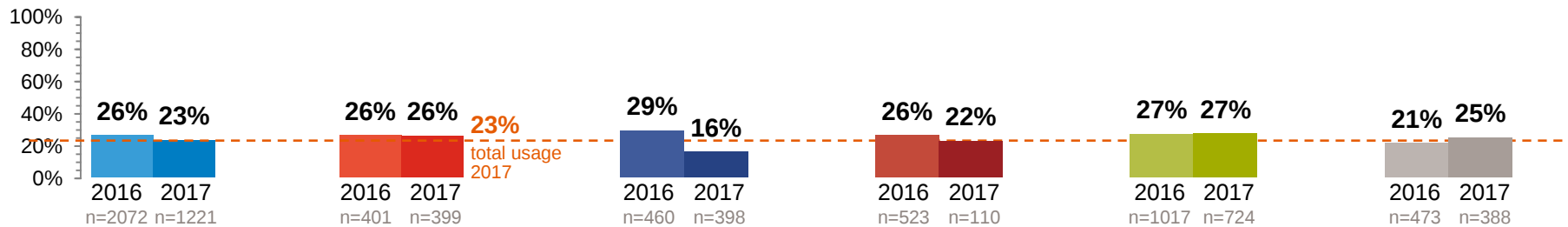


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Settlement type

Geopolitical views



2017

Urban

Rural

Pro-European

Pro-Russian

Neutral

DK / Refuse

Semen	4%	Semen	6%	Semen	4%	Semen	6%	Semen	4%	Semen	5%
Vesti	4%	Telescope	2%	Argumenty i Faktyi (Ukraine)	1%	Telescope	3%	Vesti	4%	Vesti	3%
Segodnya	2%	Telenedelya	2%	Vecherniy Kharkov	1%	Vremya	3%	Telescope	3%	Telenedelya	2%
Telescope	1%	Argumenty i Faktyi (Ukraine)	2%	Vesti	1%	Vesti	2%	Segodnya	2%	Vremya	2%
Argumenty i Faktyi (Ukraine)	1%	Zorya	2%	Bulvar Gordona	1%	Segodnya	2%	Zorya	2%	Harkovskiy kurer	1%

*Those who read print media 'every day or almost every day' or 'at least once a week' or 'at least once a month' or 'less often than once a month'

Kharkivska oblast, total: 2017 n = 1620; 2016 n = 2473;

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Informational preferences



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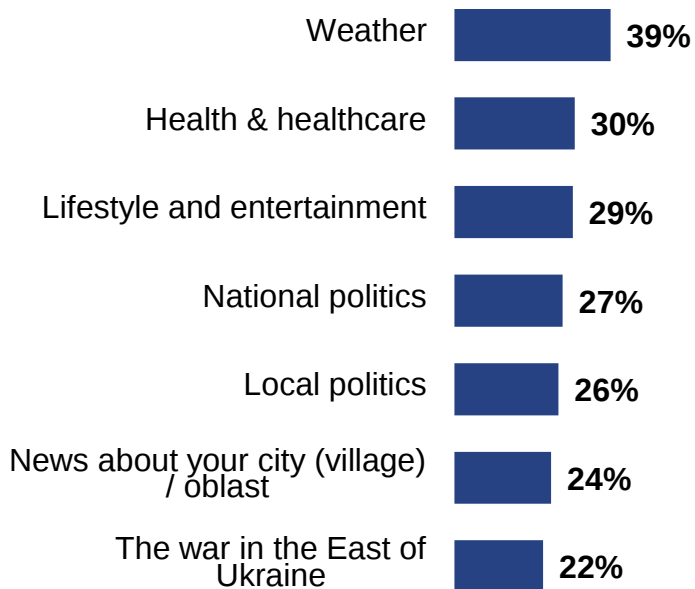


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Top-7 interesting topics

What topics are you most interested in?
(Multiple answers)



Top-7 lacking information

What kinds of information are you lacking?
(Multiple answers)

