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# Media consumption and political preferences in Mykolaivska oblast

Prepared by GfK Ukraine for UCBI



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January-March 2017

# Methodology and sample



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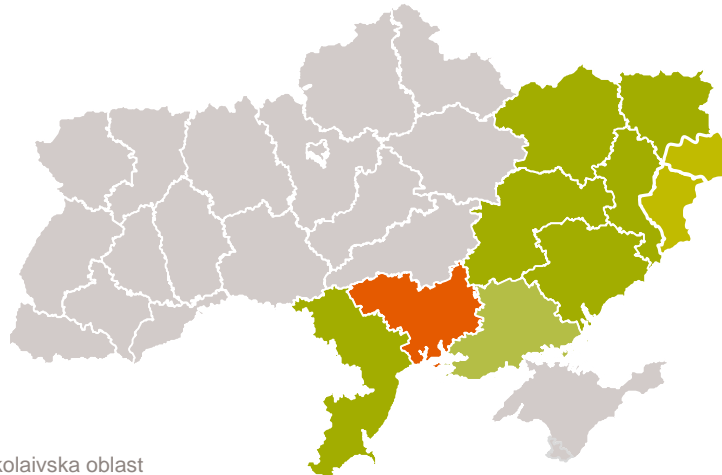
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About 1500 face-to-face interviews at respondent's home were conducted in each oblast of government-controlled territories not including booster samples (the data for the areas and settlements where booster samples were conducted is provided in separate 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 1<sup>st</sup> wave and 1/01/2016 for the 2<sup>nd</sup> 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.



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

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

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## **Fieldwork:**

**1<sup>st</sup> wave 13 830 respondents**

November 27, 2015 – January 10, 2016

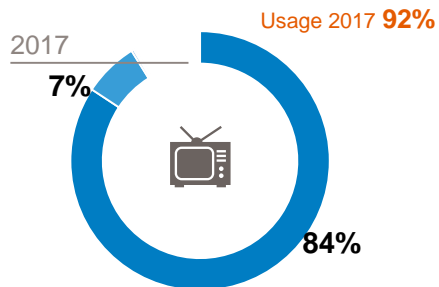
**2<sup>nd</sup> wave 15 103 respondents**

January 20 – March 5, 2017

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

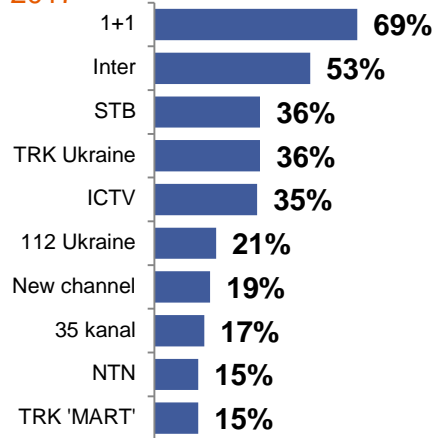
# Mykolaivska oblast: Media usage and top resources used in last 7 days

## Television

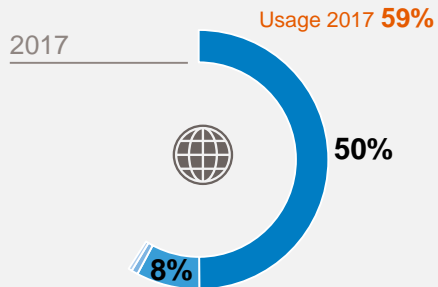


2017

■ Every day or almost every day ■ At least once a week

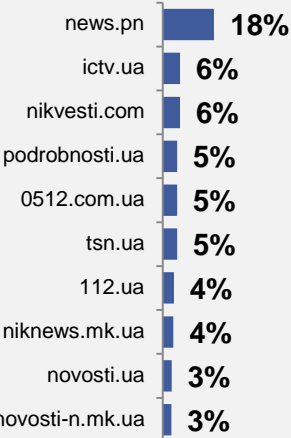


## Internet

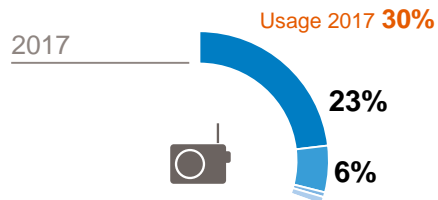


2017

■ Every day or almost every day ■ At least once a week

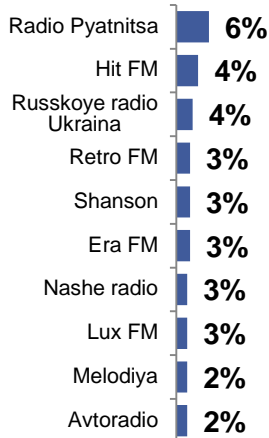


## Radio

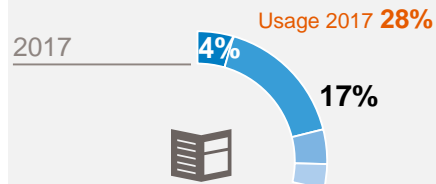


2017

■ At least once a month



## Print media



2017

■ Less often than once a month



Mykolaivska oblast, total: 2017 n = 1529, 2016 – the survey wasn't conducted

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



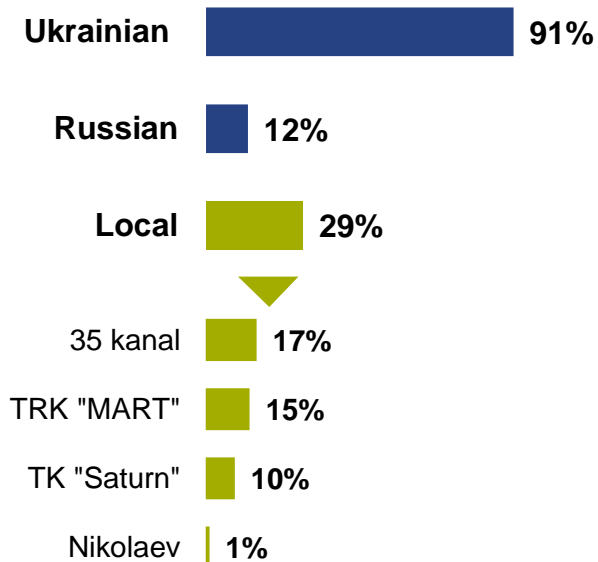
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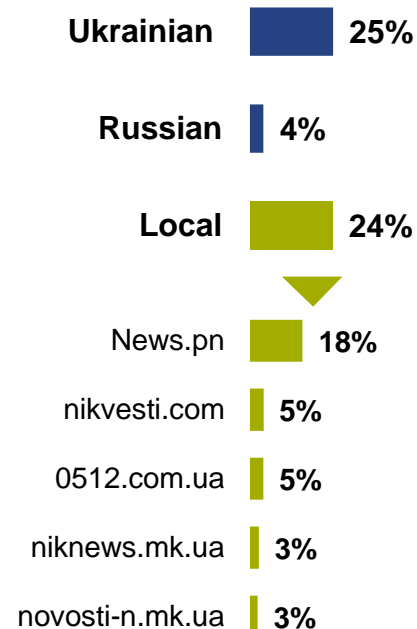
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### Television



### Internet

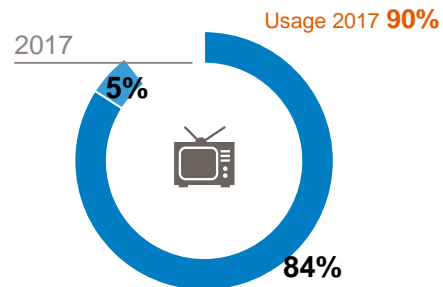


Mykolaivska oblast, total: 2017 n = 1529, 2016 – the survey wasn't conducted

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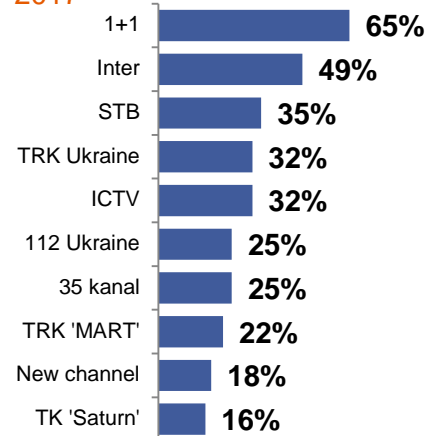
# Mykolaiv : Media usage and top resources used in last 7 days

## Television

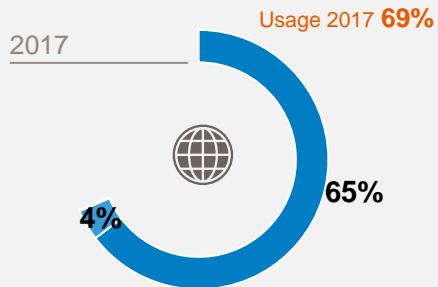


2017

■ Every day or almost every day ■ At least once a week

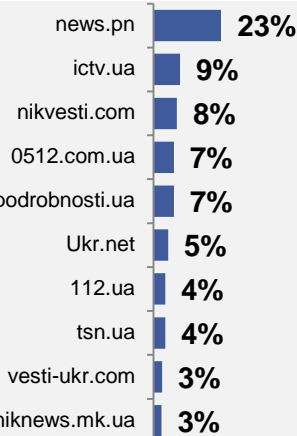


## Internet

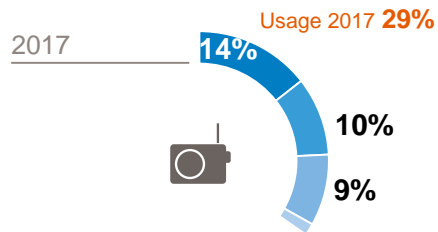


2017

■ Every day or almost every day ■ At least once a week

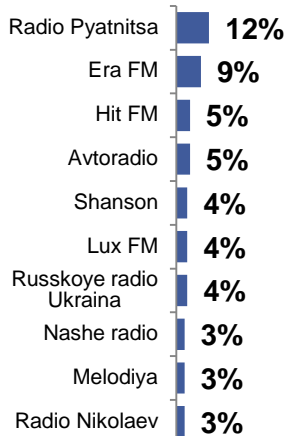


## Radio

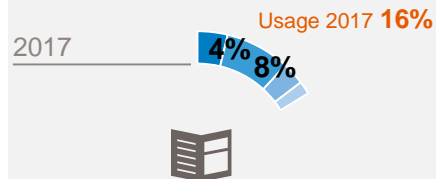


2017

■ At least once a month ■ Less often than once a month



## Print media



2017

■ At least once a month ■ Less often than once a month



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



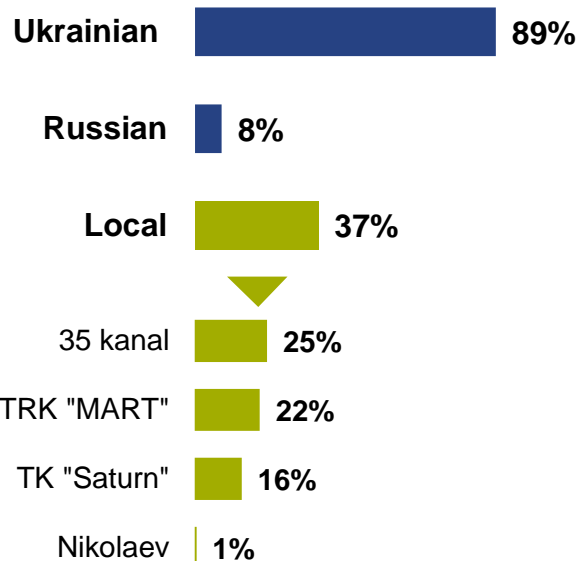
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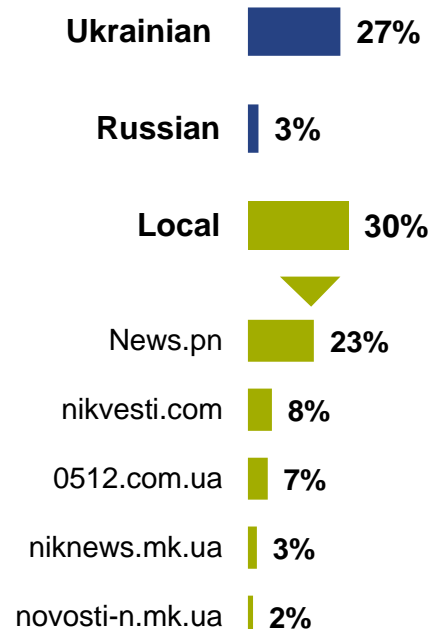
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### Television



### Internet



# Social media usage



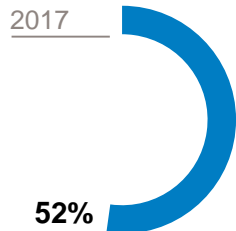
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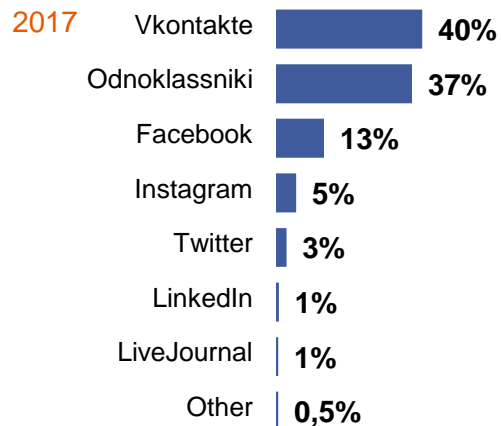
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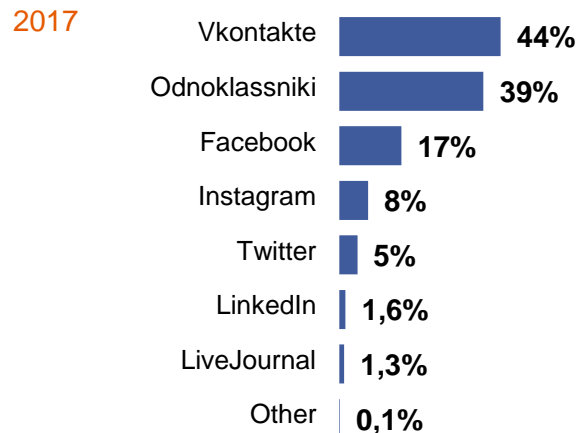
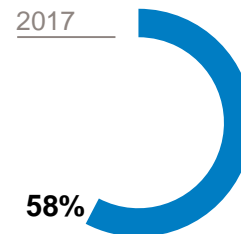
## Mykolaivska oblast



■ Have at least one account at social media sites



## Mykolaiv

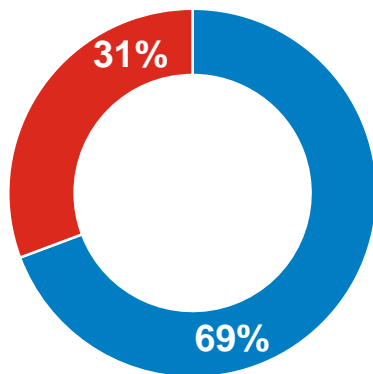


Mykolaivska oblast, total: 2017 n = 1529; Mykolaiv, total: 2017 n = 672, 2016 – the survey wasn't conducted

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# Target groups

## Settlement type



**Urban** – Towns and cities

**Rural** – Villages



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## Geopolitical views

Mykolaivska oblast

2017

23%

45%

25%

8%

Mykolaiv

2017

20%

50%

21%

9%

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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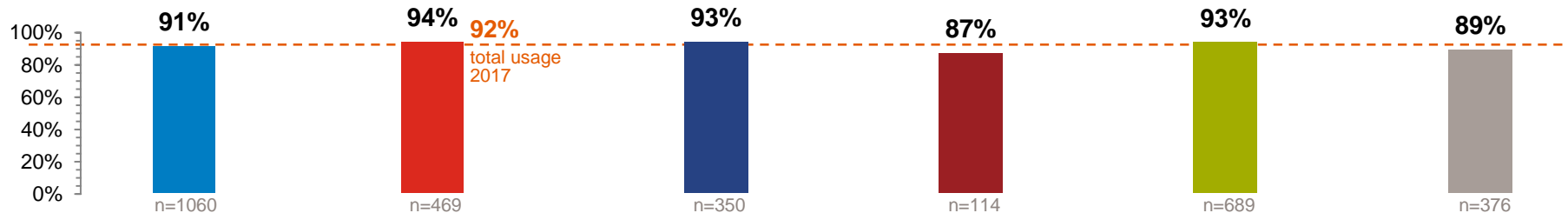


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## Settlement type

## Geopolitical views



2017

Urban

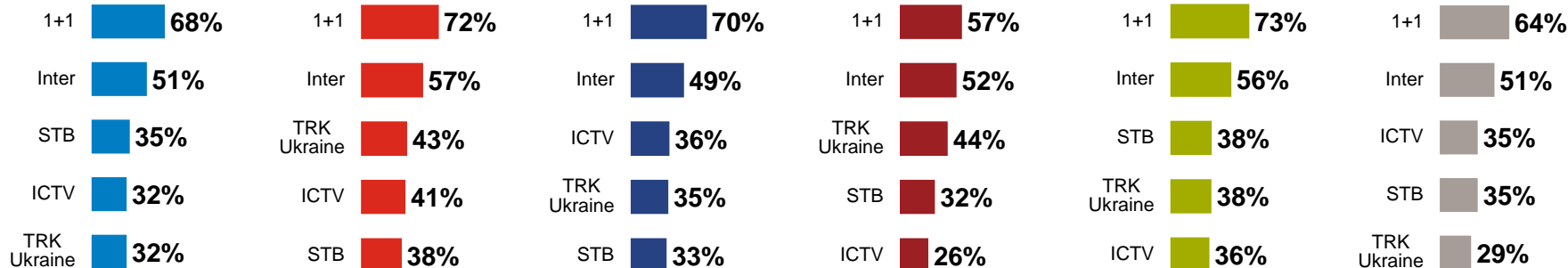
Rural

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'

Mykolaivska oblast, total: 2017 n = 1529, 2016 – the survey wasn't conducted

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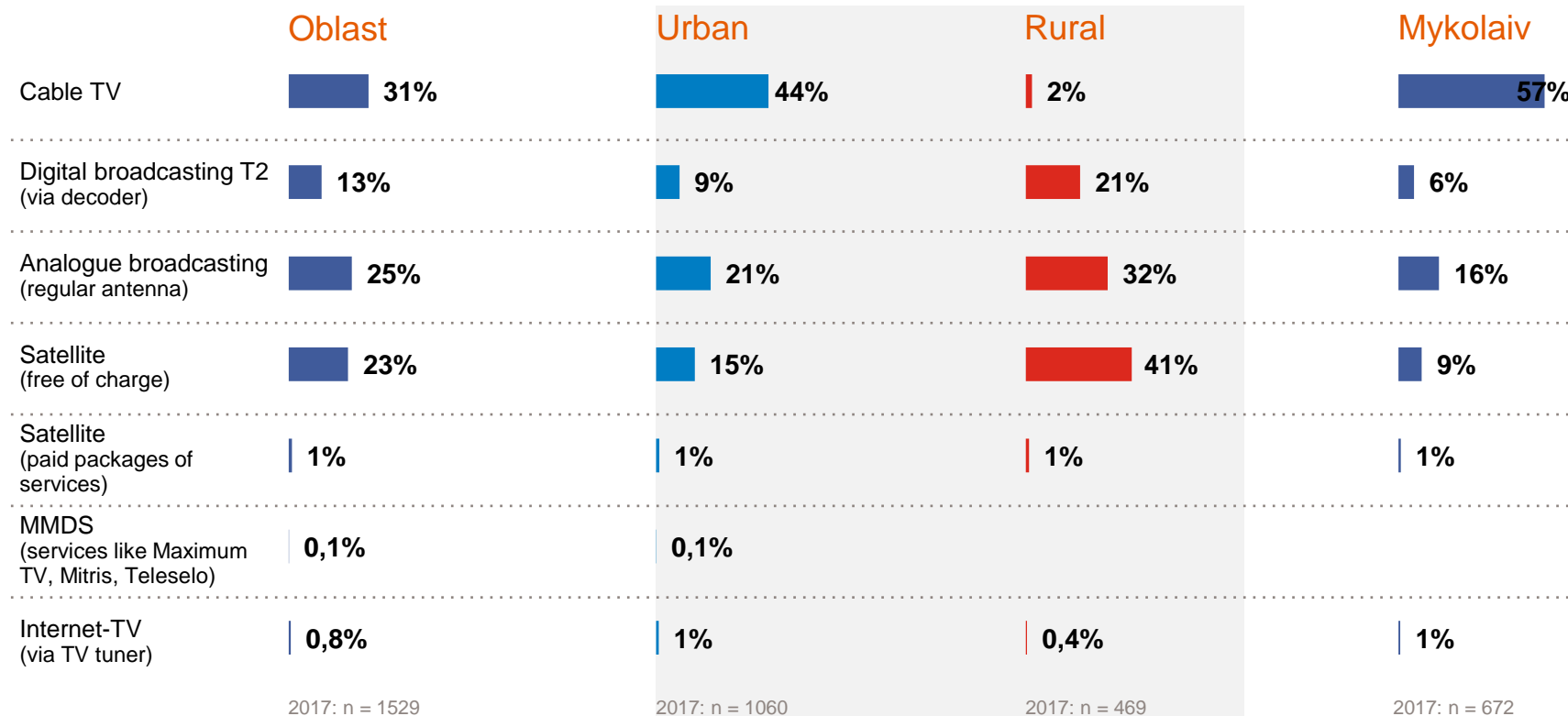
# Television: how people get TV



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2016 – the survey wasn't conducted

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



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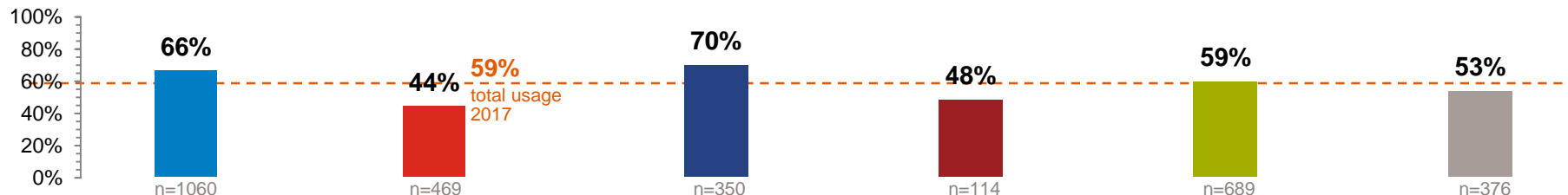


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## Settlement type

## Geopolitical views



2017

Urban

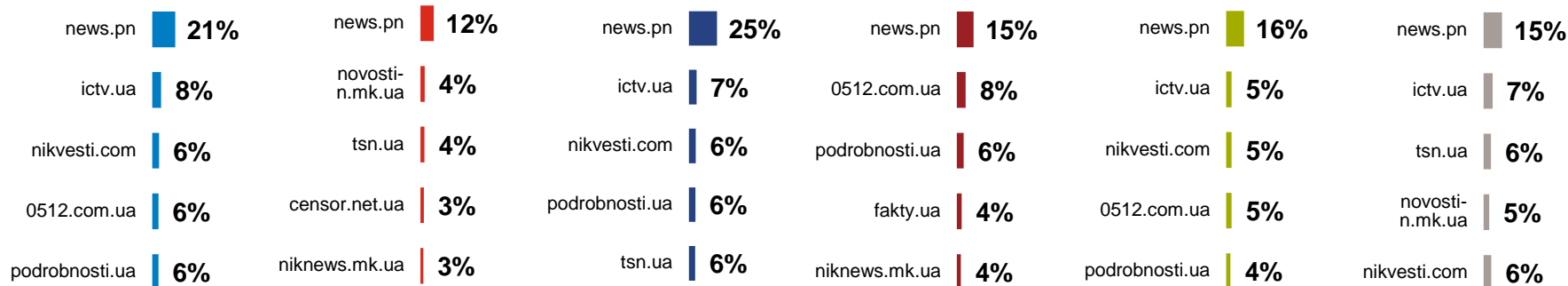
Rural

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'

Mykolaivska oblast, total: 2017 n = 1529, 2016 – the survey wasn't conducted

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



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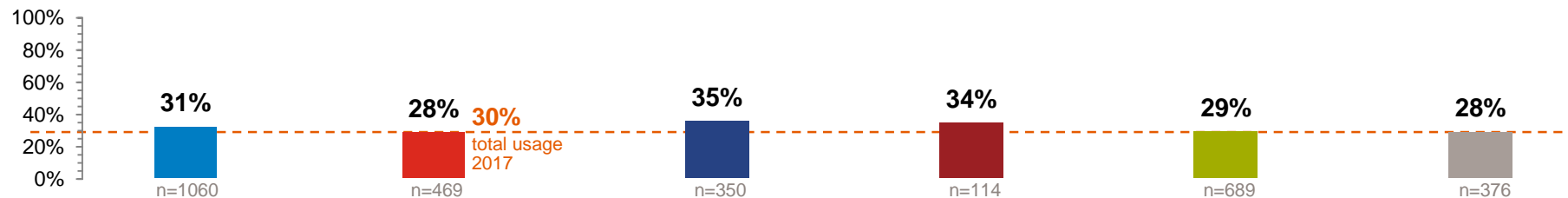


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## Settlement type

## Geopolitical views



2017	Urban	Rural	Pro-European	Pro-Russian	Neutral	DK / Refuse
Radio Pyatnitsa	12%	12%	12%	13%	12%	11%
Hit FM	7%	8%	10%	8%	7%	7%
Era FM	6%	8%	7%	7%	6%	7%
Russkoye radio Ukraine	6%	7%	7%	7%	6%	6%
Shanson	5%	6%	6%	6%	4%	5%

\*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'

Mykolaivska oblast, total: 2017 n = 1529, 2016 – the survey wasn't conducted

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



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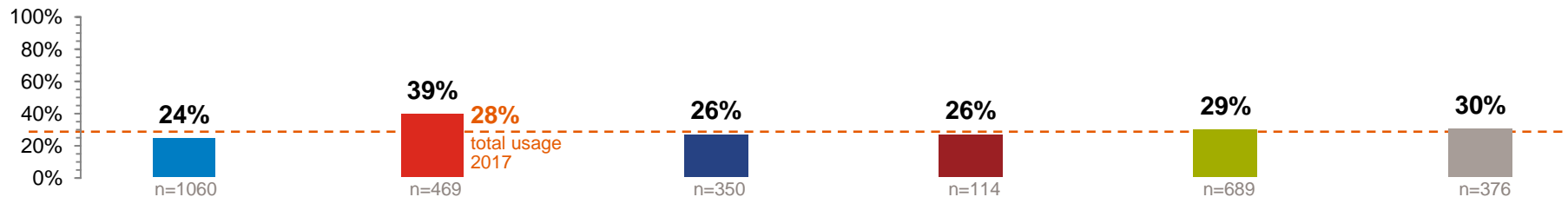


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## Settlement type

## Geopolitical views



2017

Urban

Rural

Pro-European

Pro-Russian

Neutral

DK / Refuse

Vecherniy Nikolaev | 3%  
Nikolaevskie novosti | 3%  
Ridne pribuzhzhya | 2%  
Yuzhnaya pravda | 2%  
Argumenty i Faktyi (Ukraine) | 2%

Yuzhnaya pravda | 6%  
Den za Dnyom | 4%  
Vestnik Pribuzhha | 3%  
Ridne pribuzhzhya | 2%  
Poradnitsya | 2%

Yuzhnaya pravda | 4%  
Ridne pribuzhzhya | 4%  
Vecherniy Nikolaev | 3%  
Vestnik Pribuzhha | 3%  
Nikolaevskie novosti | 2%

Visti Snigurivschini | 4%  
Yuzhnaya pravda | 3%  
Den za DnYom | 3%  
Vecherniy Nikolaev | 2%  
Poradnitsya | 2%

Vecherniy Nikolaev | 3%  
Nikolaevskie novosti | 3%  
Den za DnYom | 3%  
Yuzhnaya pravda | 2%  
Argumenty i Faktyi (Ukraine) | 2%

Yuzhnaya pravda | 3%  
Ridne pribuzhzhya | 2%  
Lyublyu gotovit | 2%  
Poradnitsya | 2%  
Vestnik Pribuzhha | 2%

\*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'

Mykolaivska oblast, total: 2017 n = 1529, 2016 – the survey wasn't conducted

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# Informational preferences



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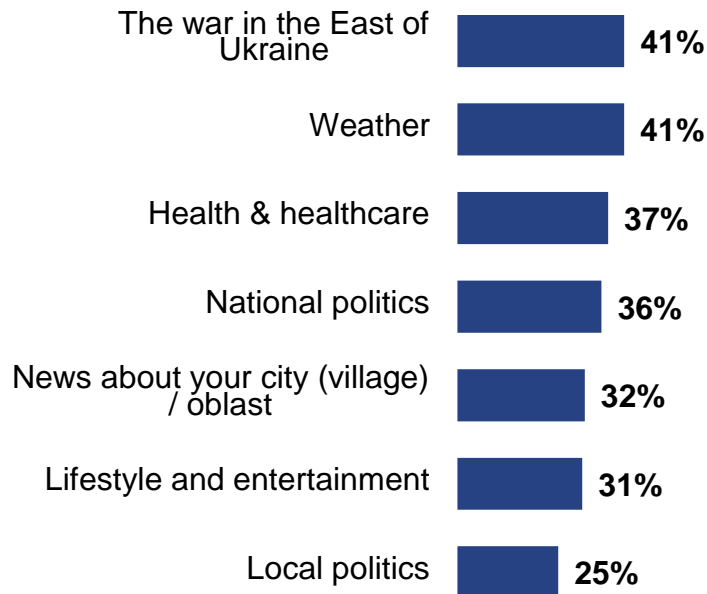


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## Top-7 interesting topics

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



## Top-7 lacking information

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

