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Media consumption and political preferences in 8 oblasts of East and South of Ukraine

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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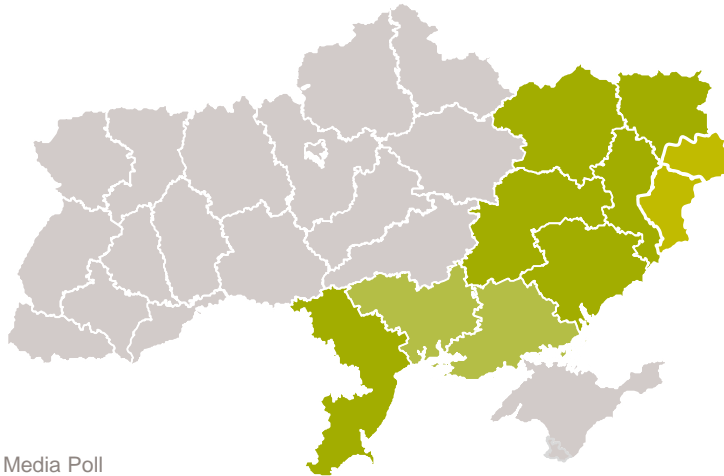
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About 1500 face-to-face interviews at respondent's home were conducted in each oblast of government-controlled territories not including booster samples (the data for the areas and settlements where booster samples were conducted is provided in separate 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.

Media usage by oblast



Television: media usage



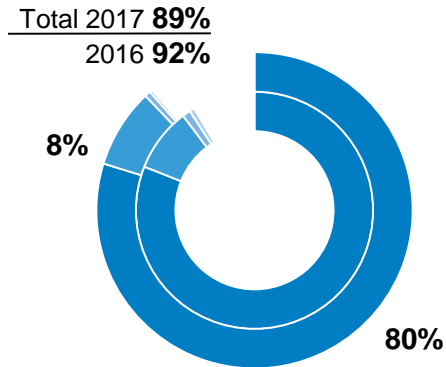
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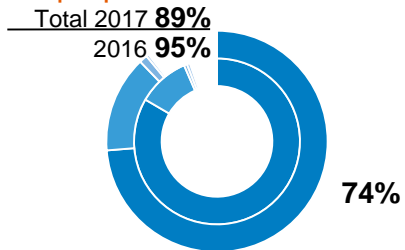


6 oblasts in total*

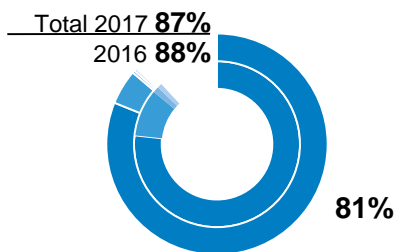


- Every day or almost every day
- At least once a week
- At least once a month
- Less often than once a month

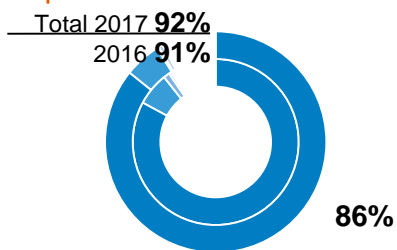
Dnipropetrovska



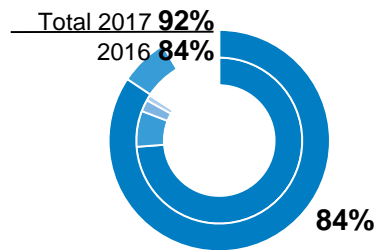
Donetska



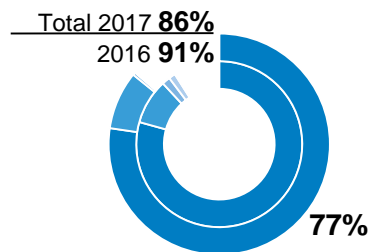
Zaporizka



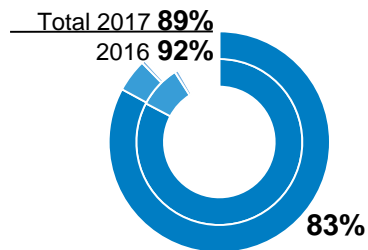
Luhanska



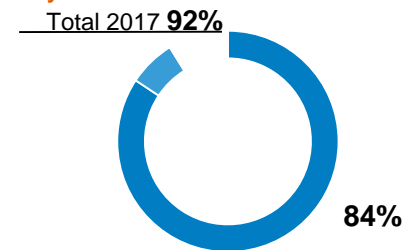
Odeska



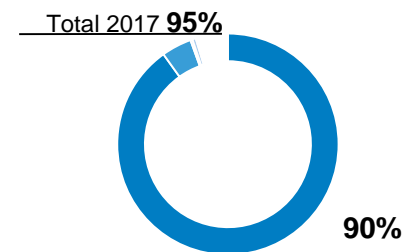
Kharkivska



Mykolaivska



Khersonska



6 oblasts in total: 2017 n=11610, 2016 n=13280.
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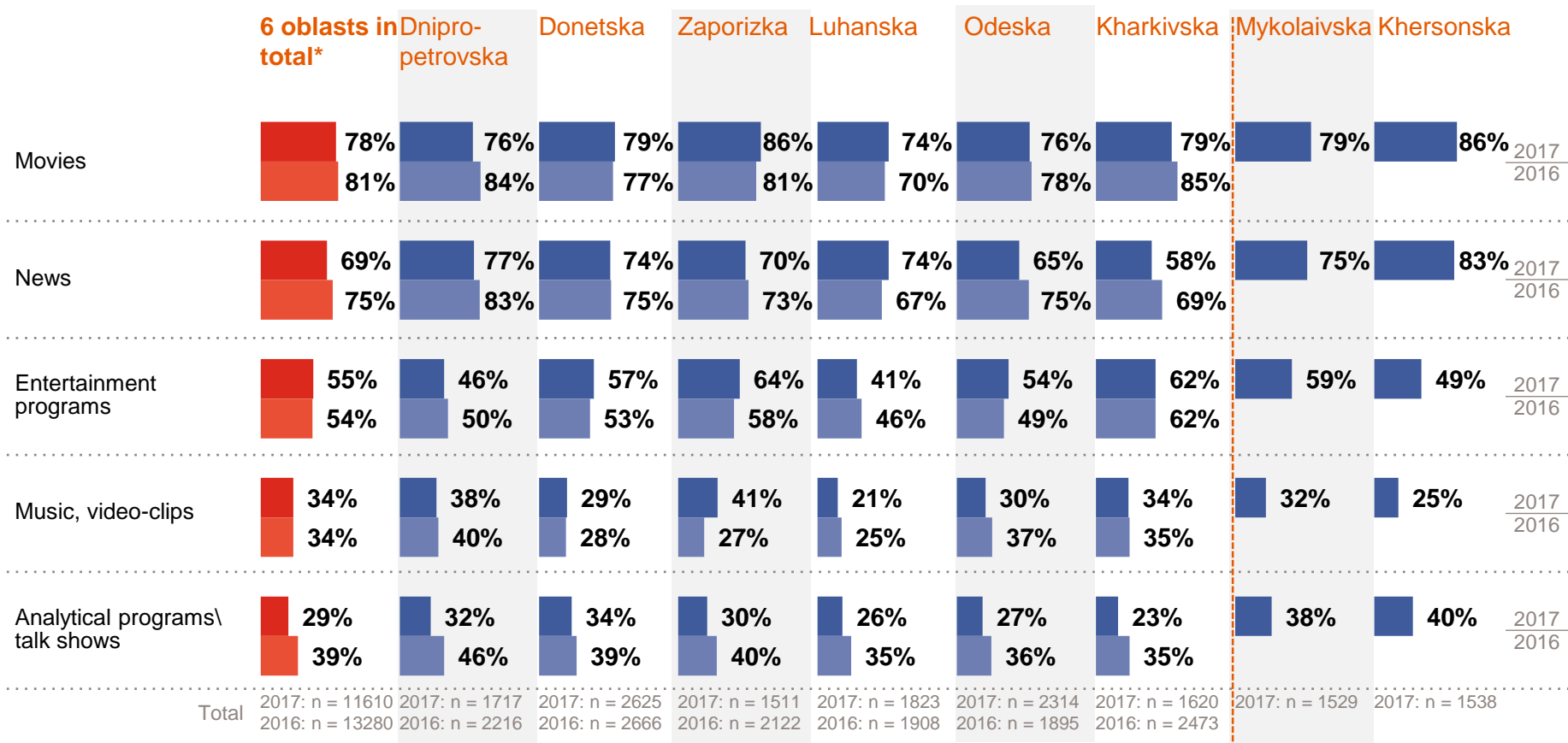
Television: used for



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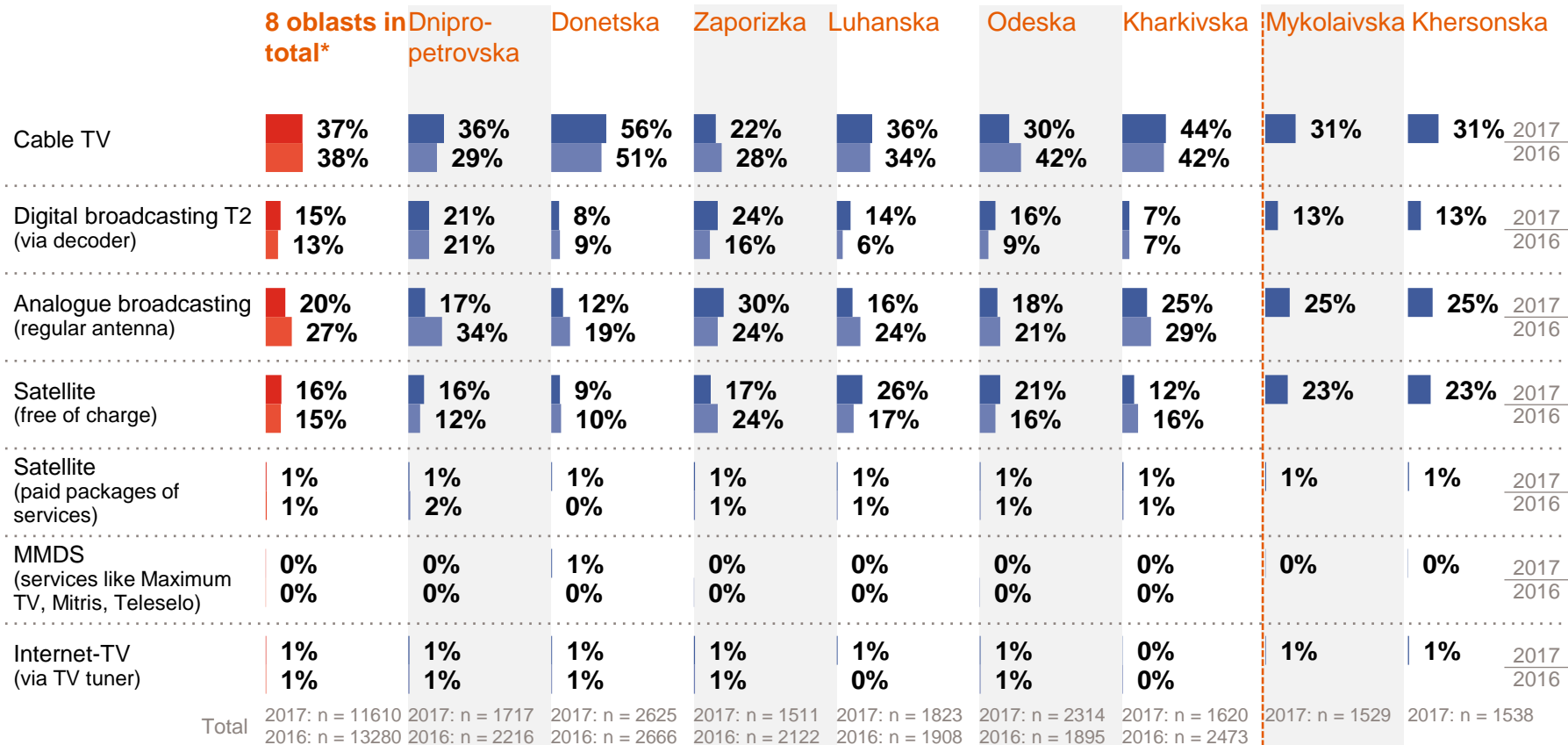
Television: how people get TV



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Internet: media usage



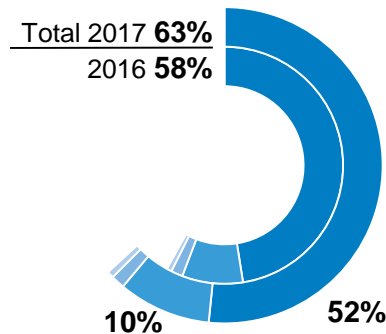
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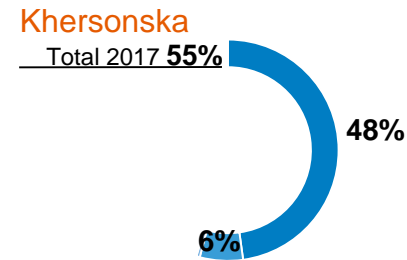
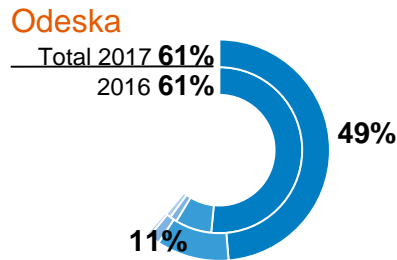
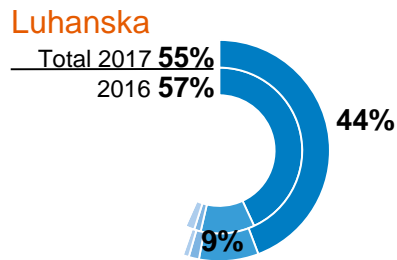
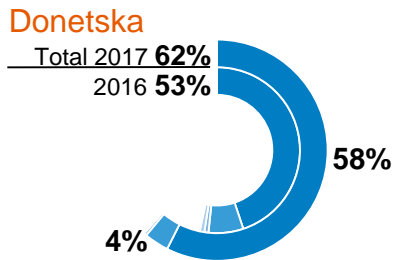
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6 oblasts in total*

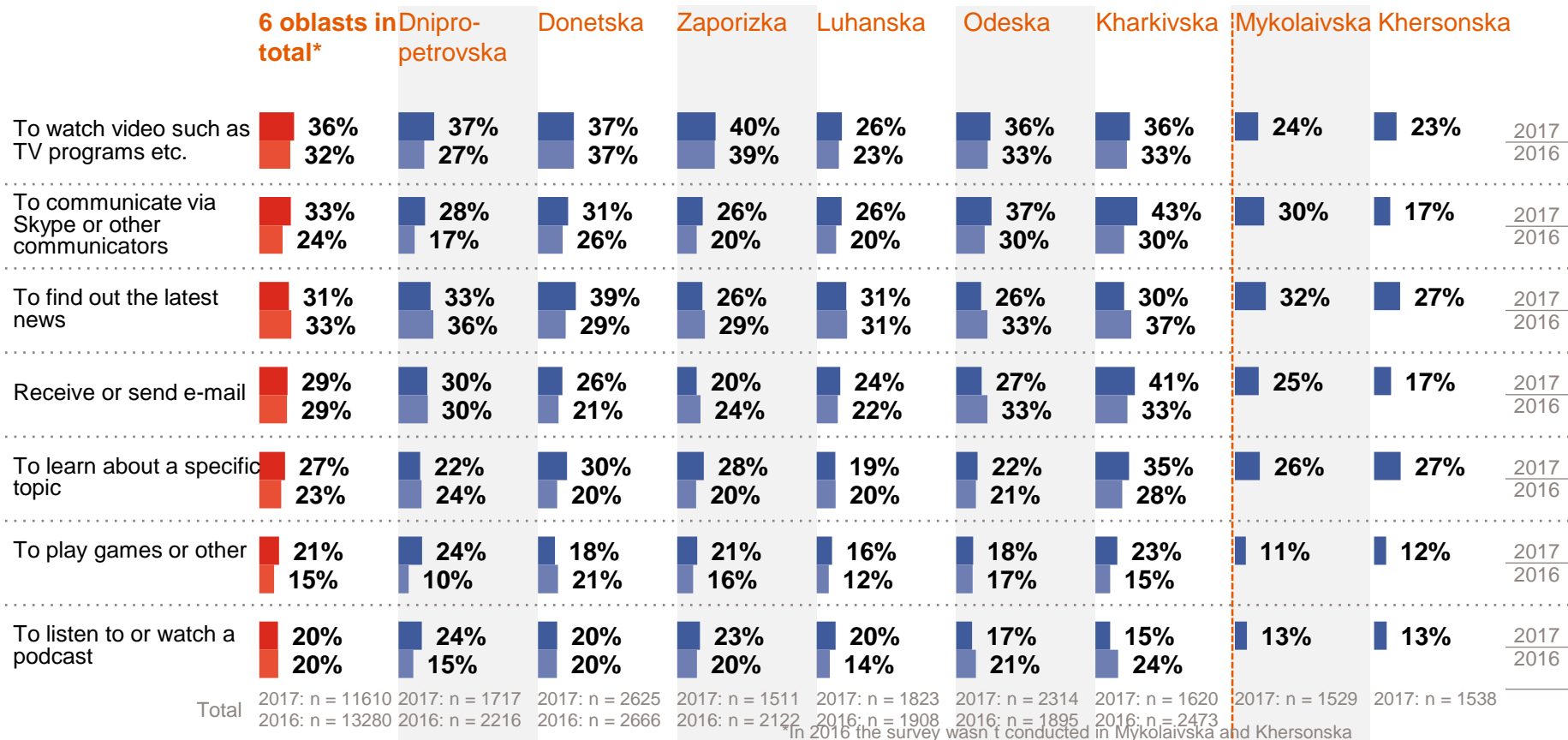


- Every day or almost every day
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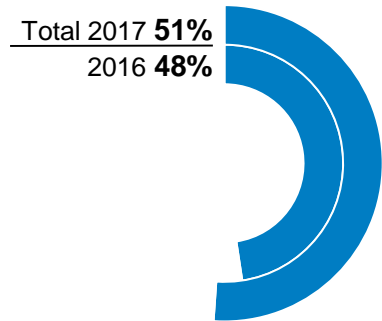
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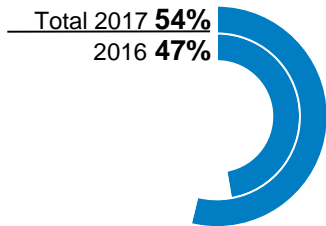
Social media: media usage

6 oblasts in total*

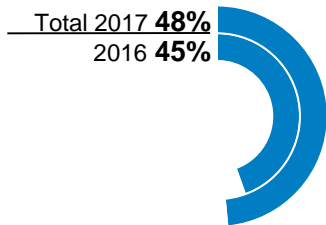


■ Have at least one account at social media sites

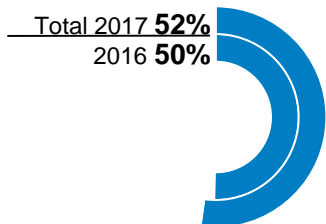
Dnipropetrovska



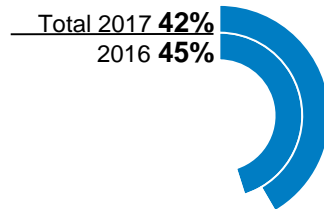
Donetska



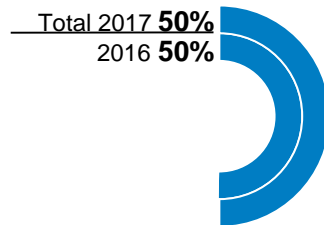
Zaporizka



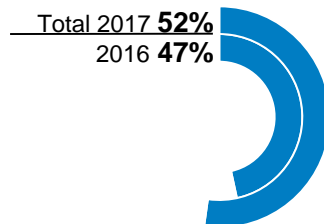
Luhanska



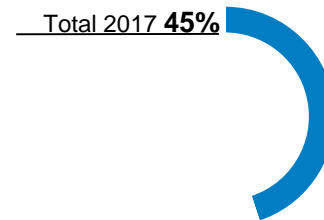
Odeska



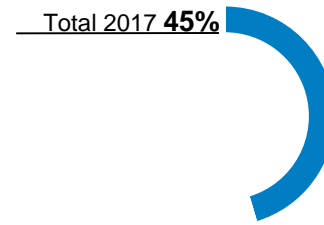
Kharkivska



Mykolaivska



Khersonska



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Social media: accounts at social media sites



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	6 oblasts in total*	Dnipro-petrovsk	Donetska	Zaporizka	Luhanska	Odeska	Kharkivska	Mykolaiv-ska	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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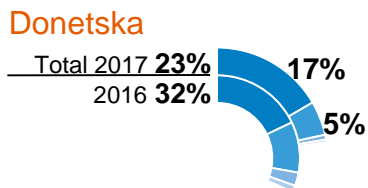
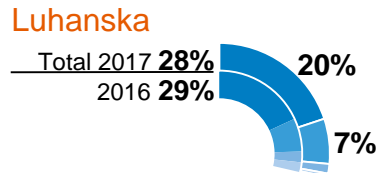
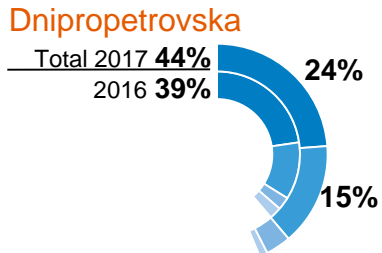
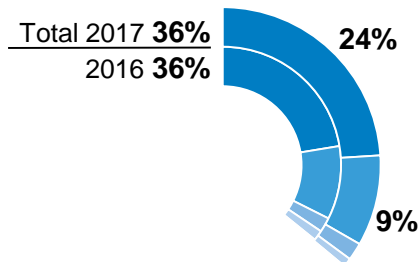
	6 oblasts in total*		Dnipro-petrovska	Donetska	Zaporizka	Luhanska	Odeska	Kharkivska	Mykolaiv-ska	Khersonska	
Following my friend's timelines	36% 32%	37% 31%	38% 33%	41% 38%	26% 24%	34% 32%	36% 32%	32%	27%	2017 2016	
Sharing news about myself / family	29% 28%	30% 30%	28% 23%	38% 31%	19% 21%	28% 28%	27% 29%	28%	22%	2017 2016	
Sharing links to news and information I find interesting	24% 21%	19% 17%	24% 19%	34% 28%	16% 22%	20% 20%	27% 21%	18%	23%	2017 2016	
Sharing entertaining stories, videos	19% 17%	16% 13%	19% 15%	31% 21%	10% 14%	17% 19%	18% 19%	12%	17%	2017 2016	
Following news agencies\informational resources timelines	9% 6%	6% 4%	12% 3%	9% 8%	6% 12%	8% 3%	11% 10%	7%	8%	2017 2016	
Following popular bloggers / politicians timelines	7% 6%	9% 8%	4% 4%	11% 7%	6% 4%	7% 7%	6% 6%	6%	3%	2017 2016	
Following celebrities' timelines	5% 4%	6% 4%	3% 3%	7% 4%	4% 1%	6% 3%	3% 4%	4%	1%	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		

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

Radio: media usage



6 oblasts in total*



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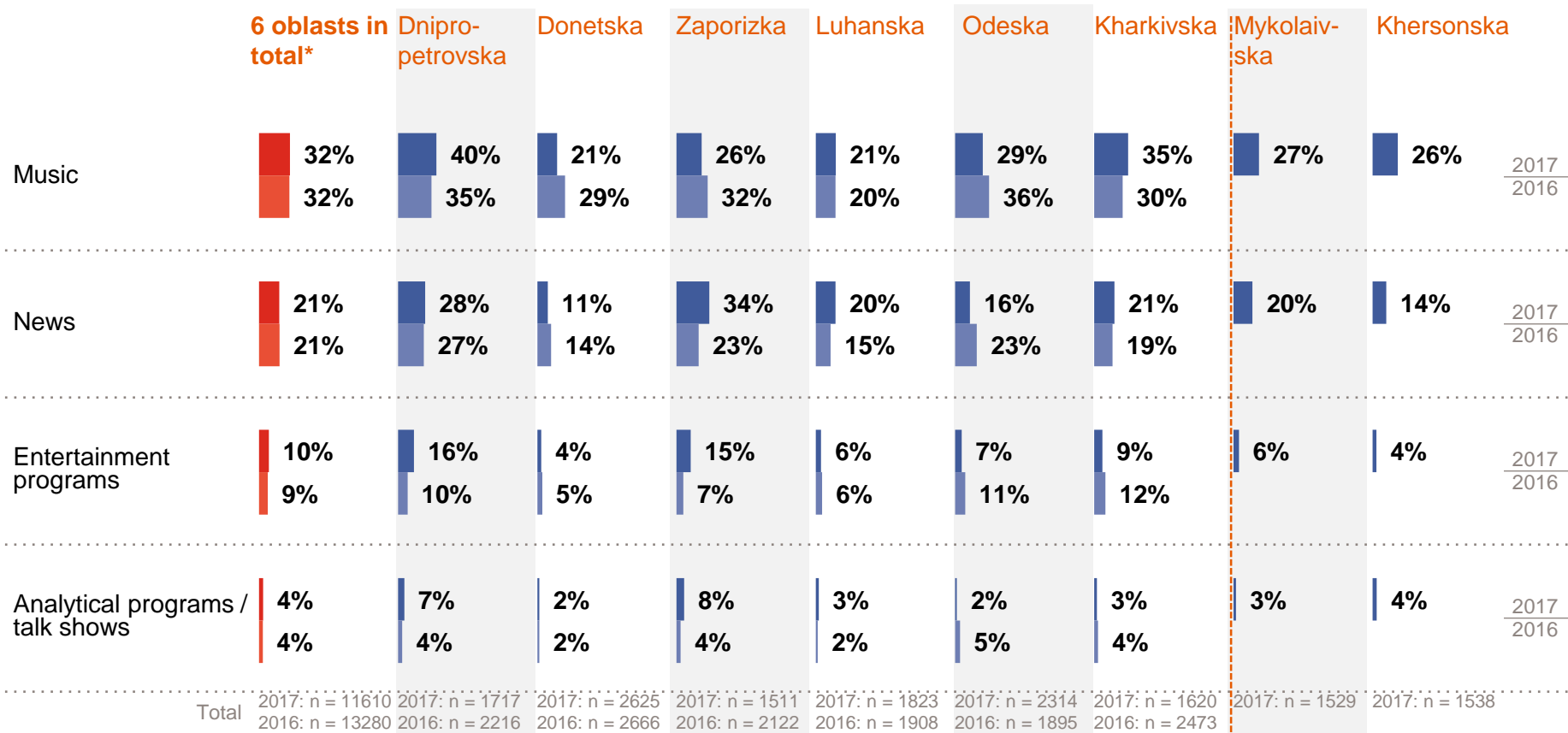
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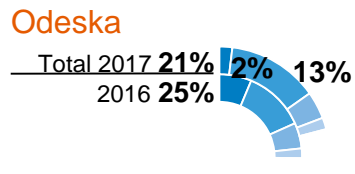
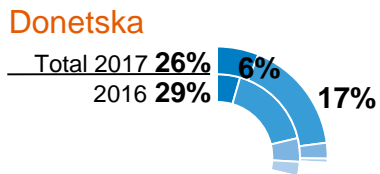
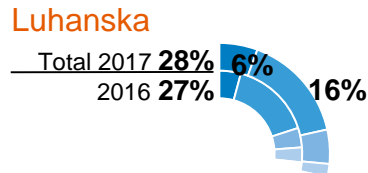
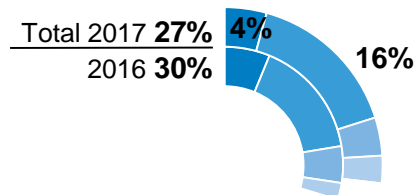
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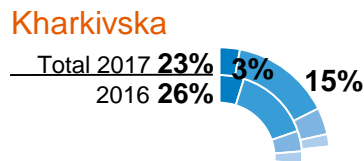
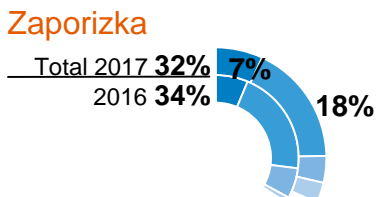
Printed media: media usage



6 oblasts in total*



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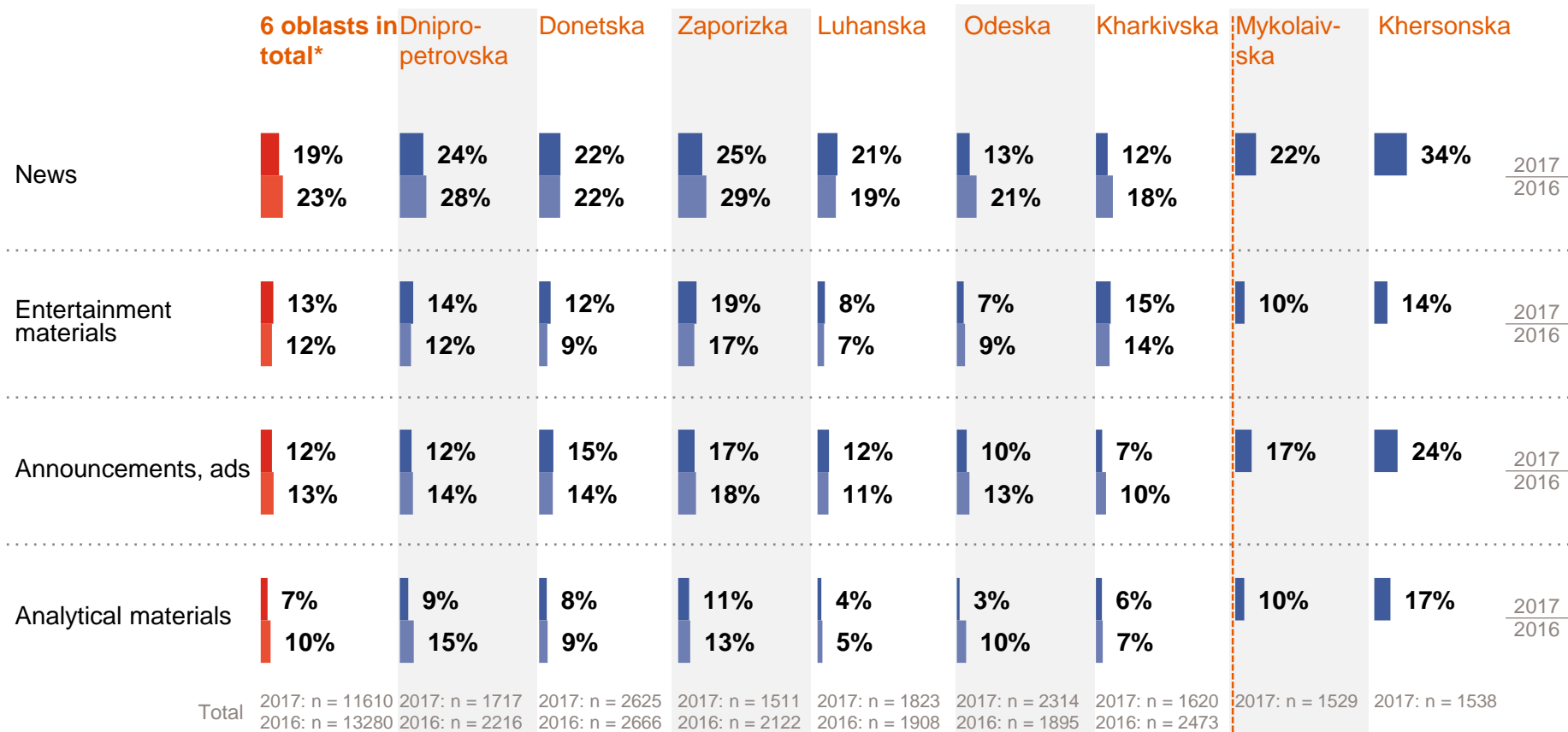
Printed media: used for



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Primary sources of news and topics of interest

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		

TOP-7* topics of interest



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What topic are you most interested in?

	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

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TOP-7* information which is lacking



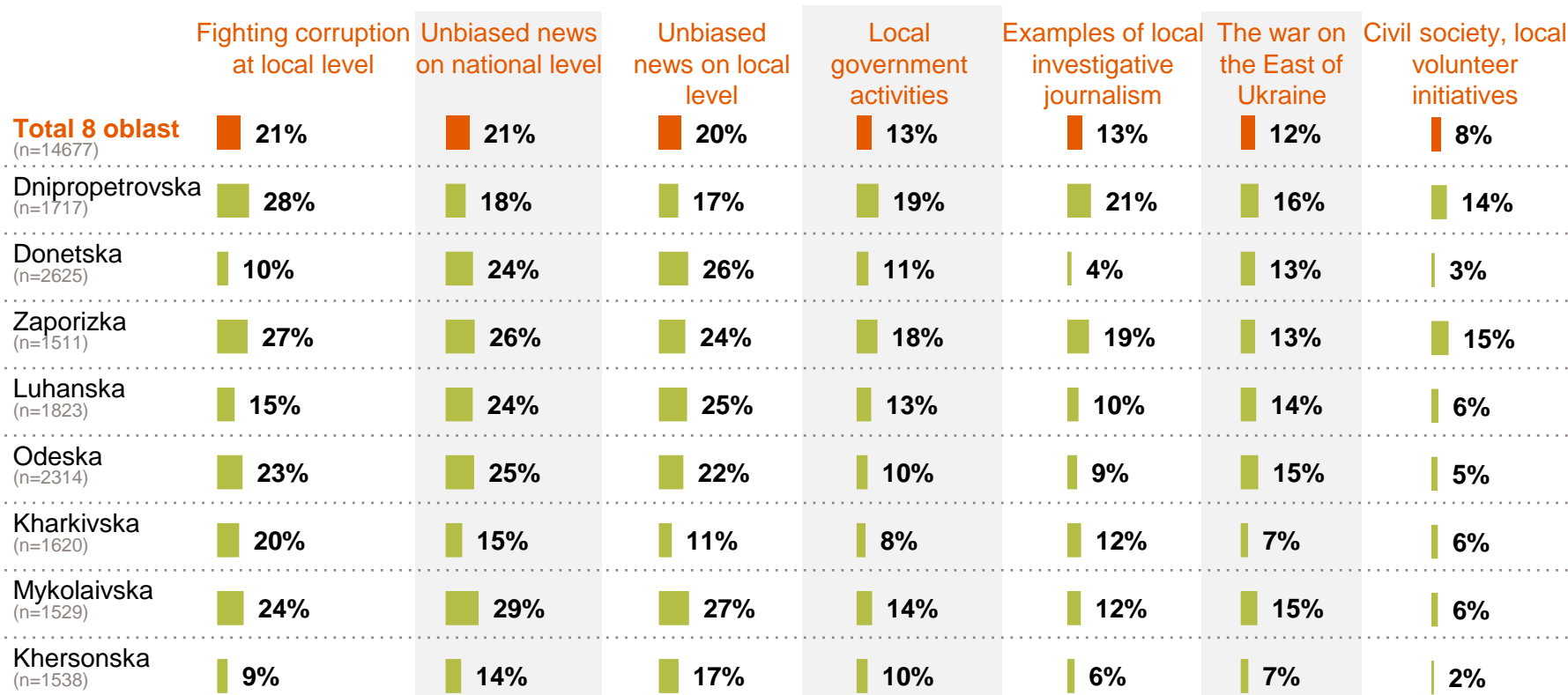
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What kinds of information are you lacking?



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

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



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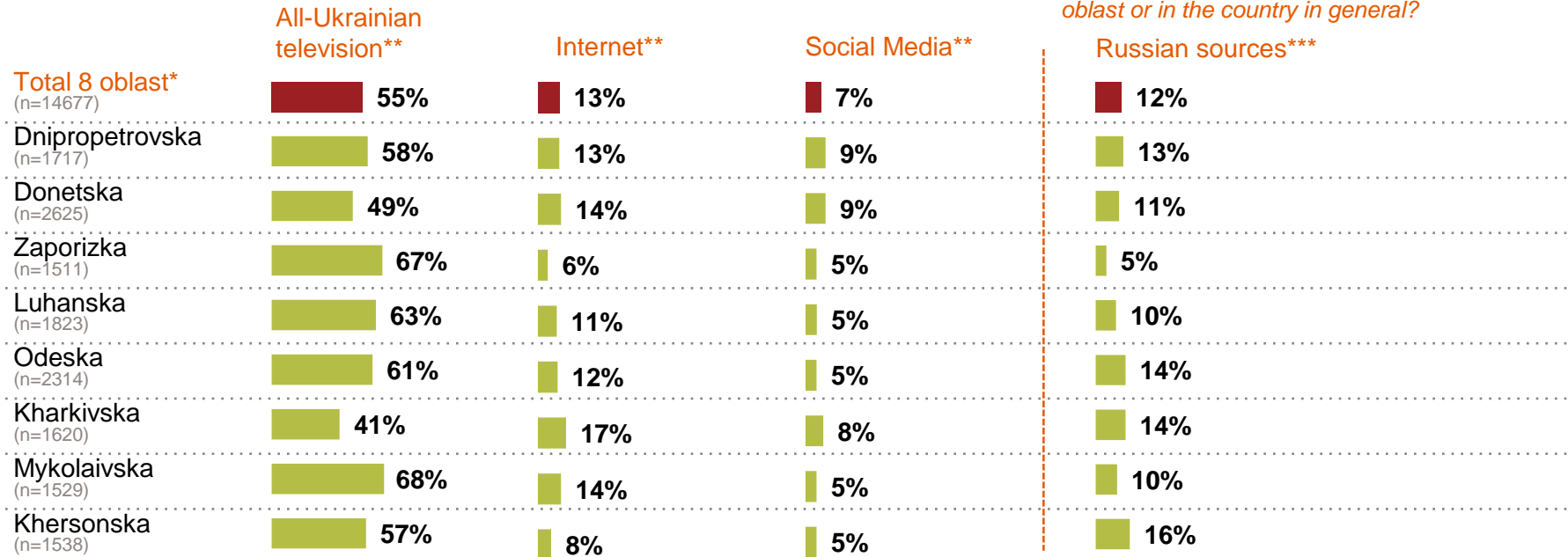


ІНСТИТУТ МАСОВОЇ
ІНФОРМАЦІЇ



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
- 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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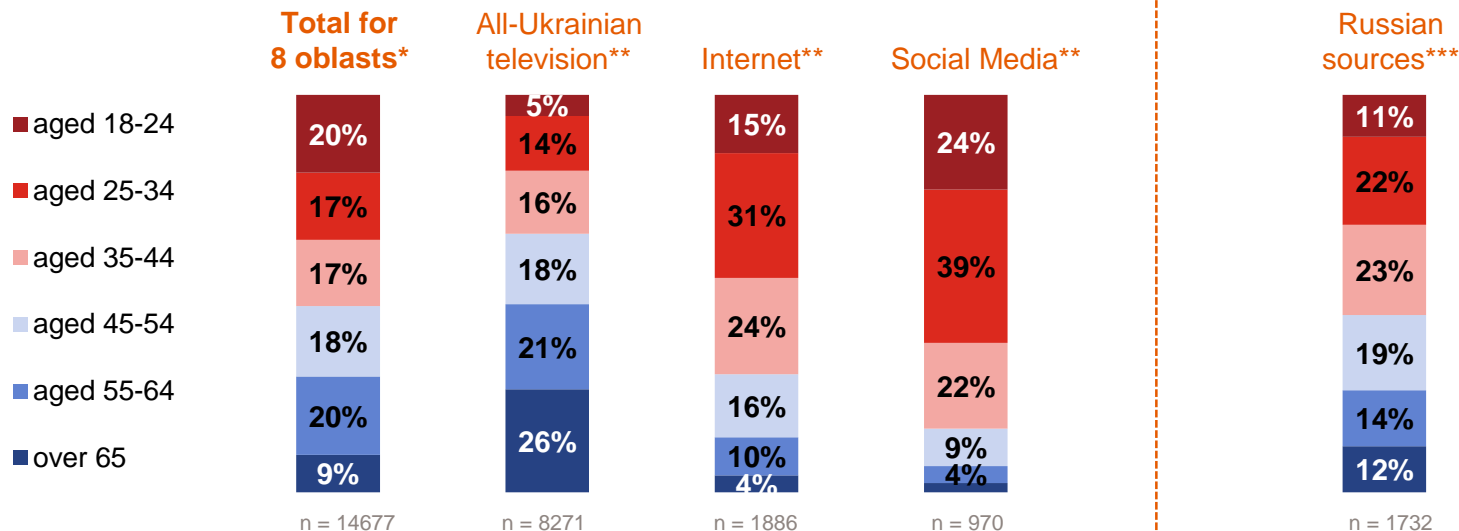
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Age distribution



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



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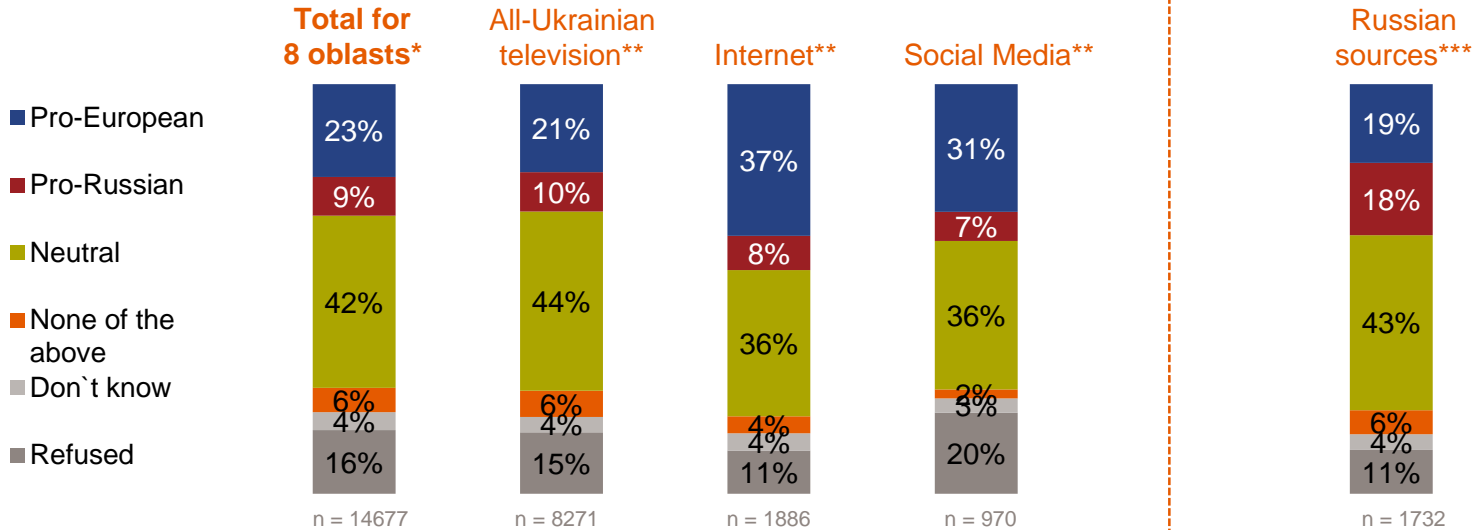
ІНСТИТУТ МАСОВОЇ
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Foreign policy views



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Political views, national and language identities

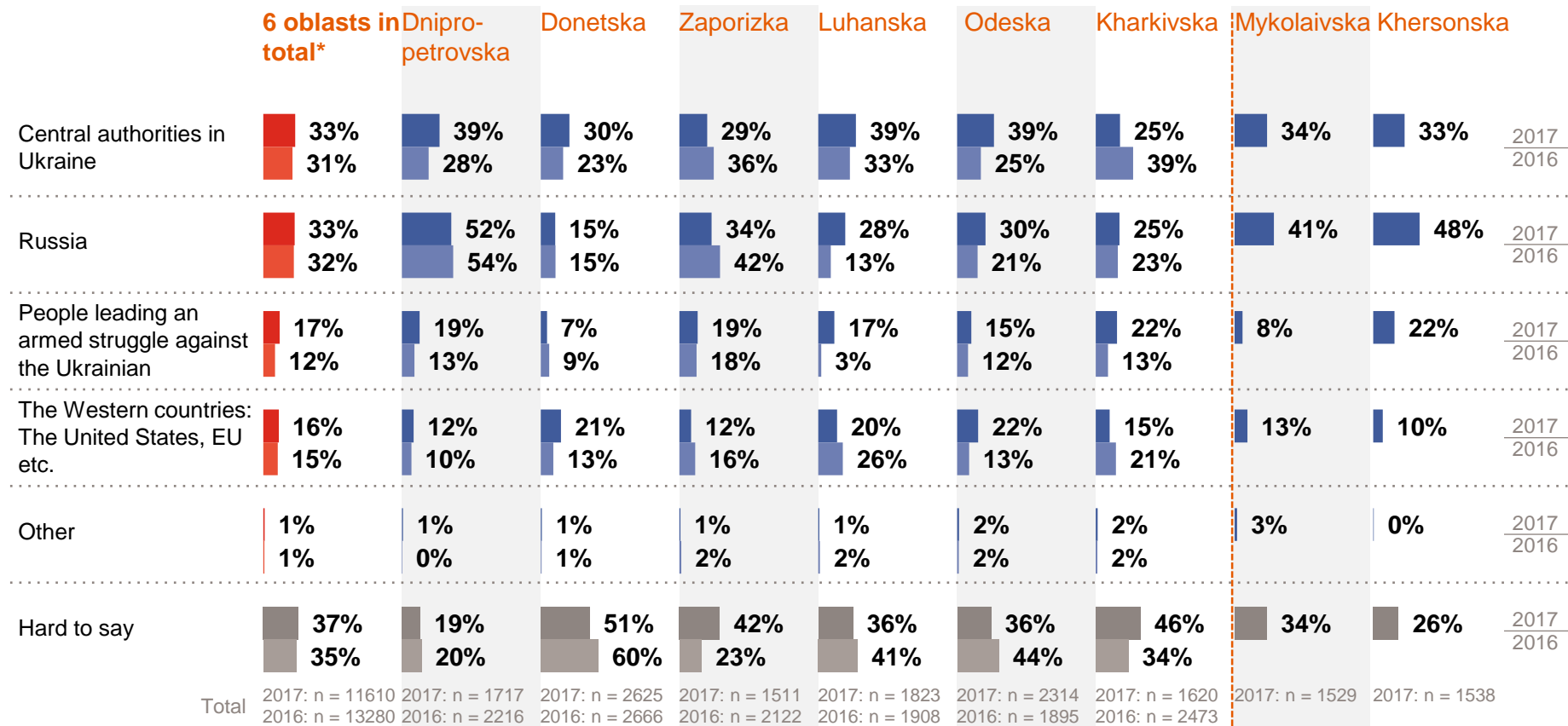
Blame for the military conflict in Donetsk and Luhansk oblasts...



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Attitude towards the return of Donbass and Crimea



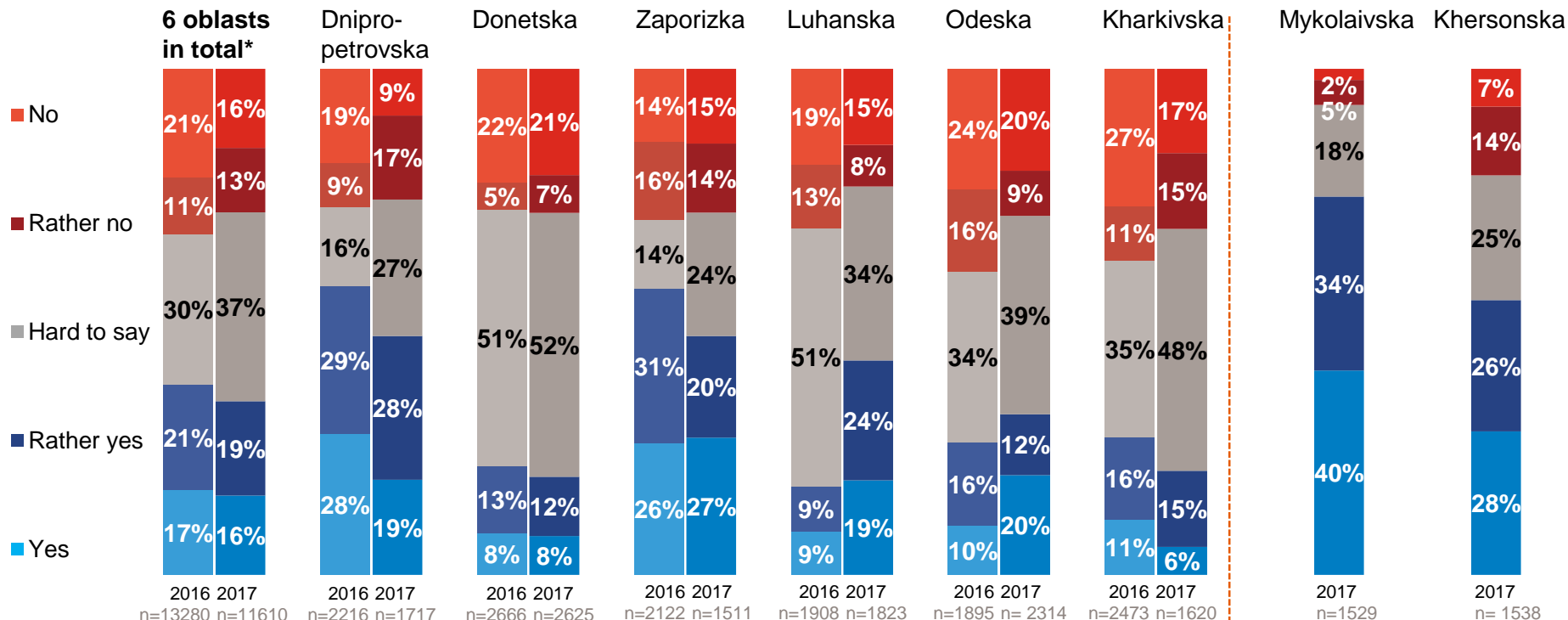
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The extent of agreement with the statement «Donbas and Crimea must be returned to Ukraine - we shouldn't agree with any compromises with Russia regarding these issues»



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

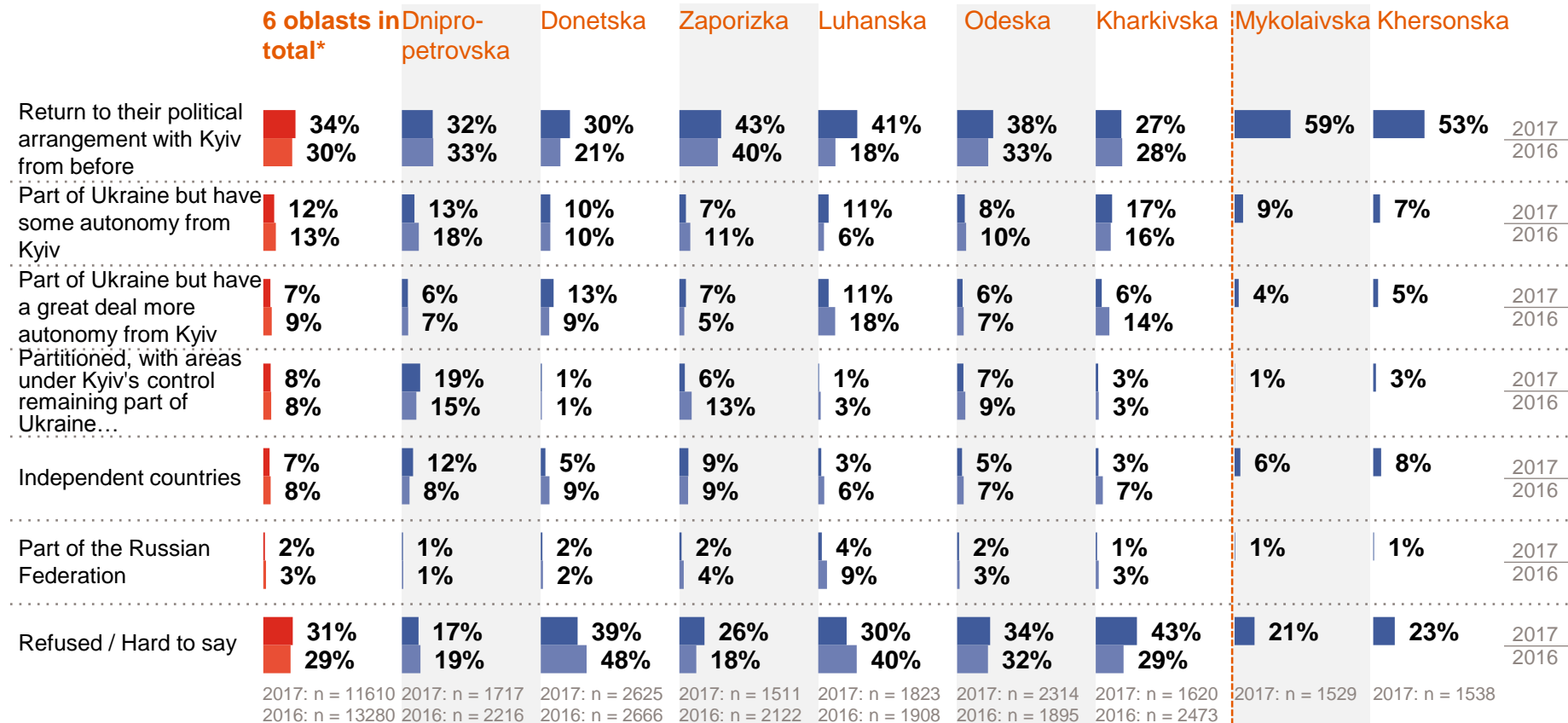
Most preferable scenario for Donbas: the occupied regions...



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

The foreign policy views



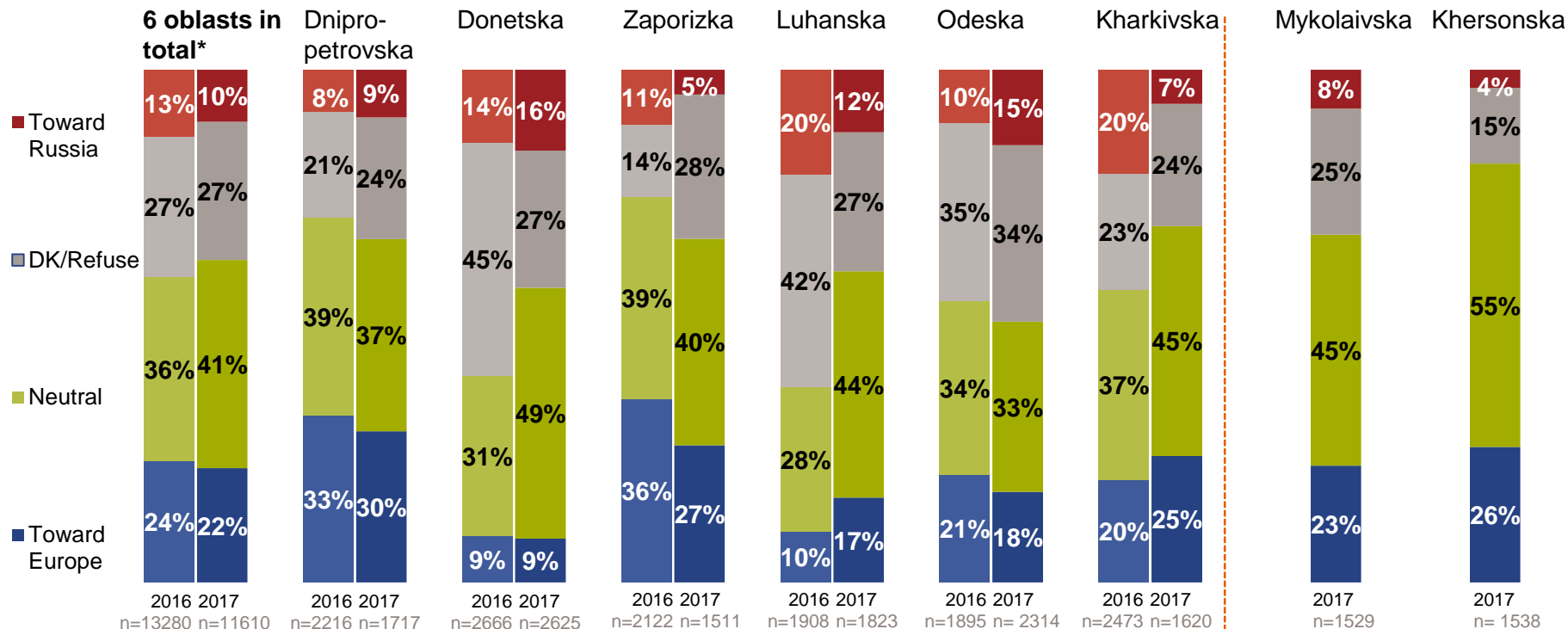
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What should be the primary direction that Ukraine takes in its foreign policy?



National identity and language



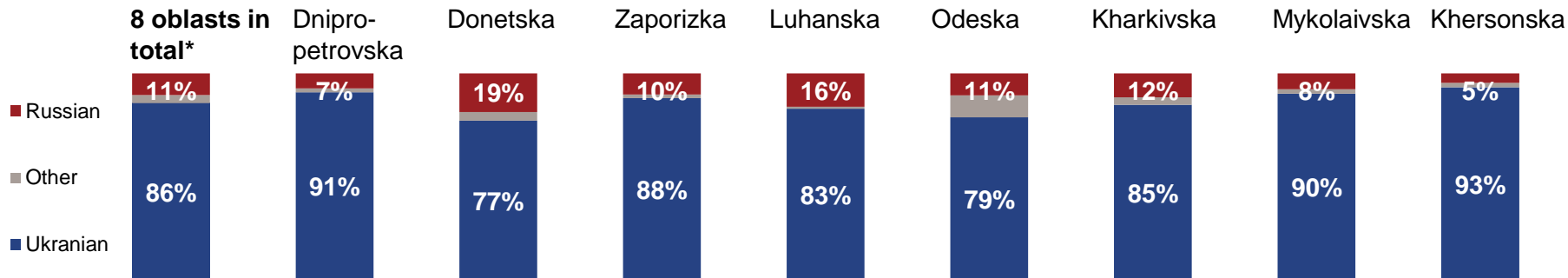
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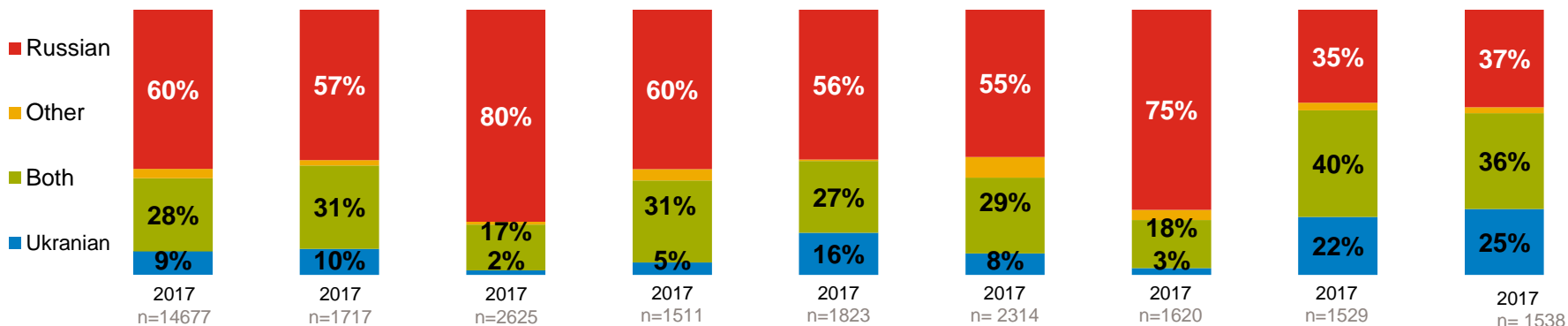
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What nationality do you consider yourself?



What language do you speak at home?



Problems and values

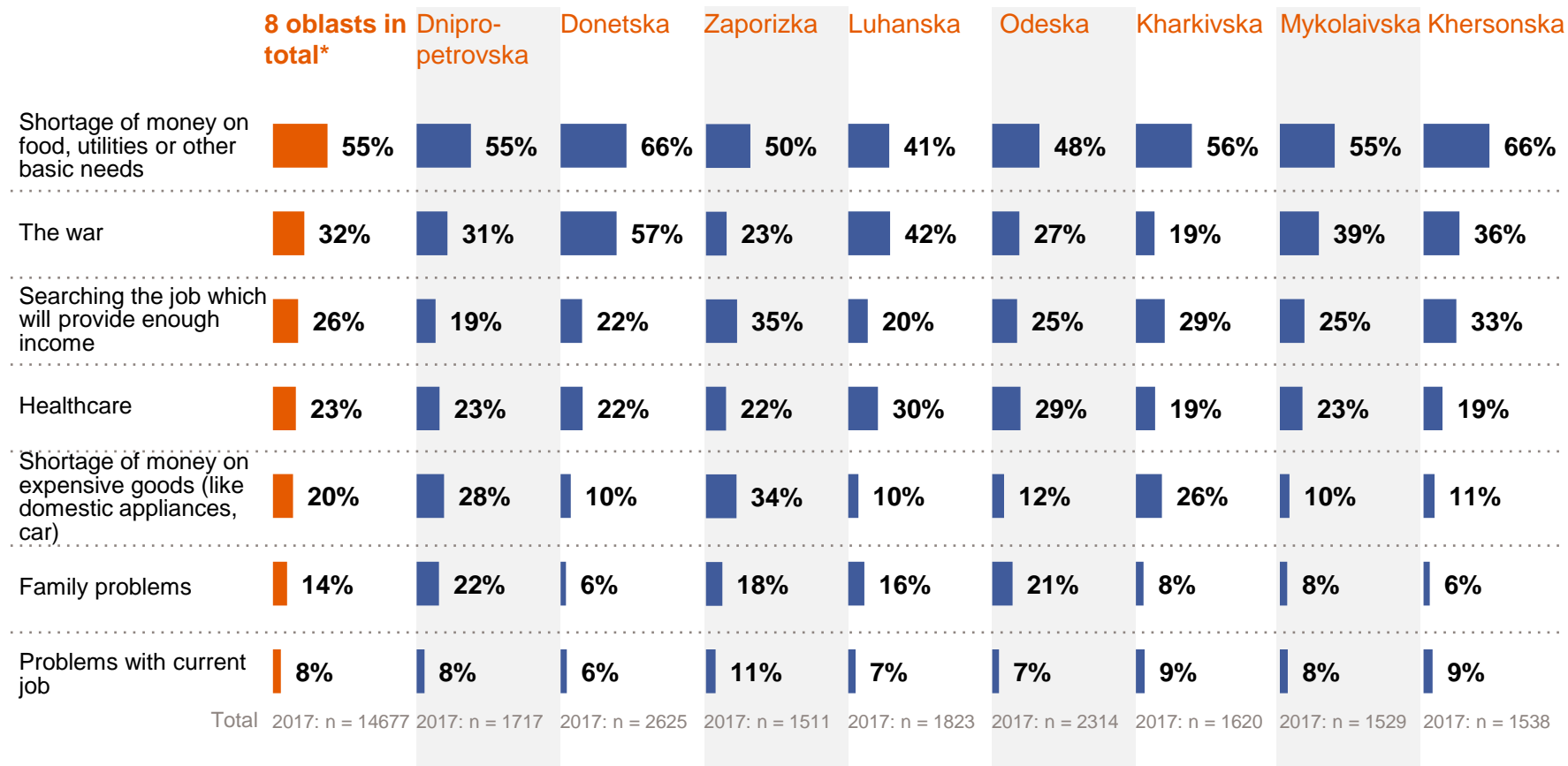
TOP-7 the most pressing problems



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Willingness to sacrifice freedom for better security and well-being



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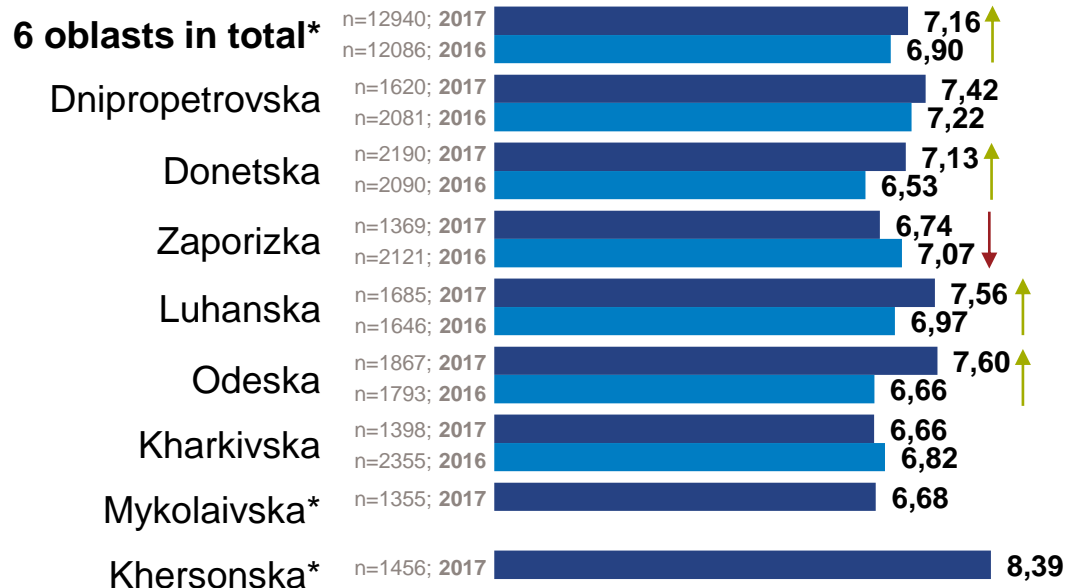
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Как бы вы расположили свои убеждения на этой шкале, where 1 means you strongly agree with the statement on the left, and 10 is strongly agree with the statement on the right :

1 – For better security and well-being it is ok to sacrifice some freedom

10 – You can't sacrifice your freedom for better security and well-being



↑ ↓ – the mean is higher/lower statistically significantly with a probability of 0.95 in 2017 than the mean in 2016 (t-test).

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