



Ipsos Global Advisor

In Ukraine

March-April 2020

**Omnibus
& Public Opinion Tracker**

Ipsos in Ukraine



IPSOS GLOBAL ADVISOR

- Ipsos Global Advisor has been fielding since 2017.
 - A 28 country, online research service used to generate information for our media partners and clients.
- In march 2020 Ukraine has joined this international survey. What it means:
 - Ipsos in Ukraine conducts public polling in Ukraine, analyses data, prepares reporting and consults.
 - Ipsos in Ukraine has global data to enrich conclusions and insights about the situation in Ukraine given the global trends.
 - Ipsos in Ukraine uses global data as a benchmark to better understanding and interoperate Ukrainian data.
 - Ukrainian data will be included in global standard deliverables - releases, What Worries the World (WWW), and the Global Consumer Confidence Index.
- Ipsos Global Advisor can be used to monitor social situation, citizen sentiments, consumer confidence, to launch an initiative, build a brand, and support media plans.



IPSOS GLOBAL ADVISOR: IN UKRAINE AND IN THE WORLD



	in Ukraine	in the World
Target audience:	18-74 years old	16/18*-74 y.o.
Method:	online panel	online panel
Geography:	total Ukraine	28 countries
Sample:	1000 / wave	1000/500* /wave
	to be are weighted to the latest Census information of the general population, is more urban/educated than fellow citizens	To be are weighted to the latest Census information of the general population, in 16 countries - nationally representative, in other - more urban/educated than their fellow citizens
Questionnaire	up to 20 min	up to 20 min
Periodicity:	4 waves per year	monthly

GLOBAL ADVISOR IN UKRAINE: QUESTIONNAIRE STRUCTURE

Unchangeable sections

Section A. Satisfaction with living in Ukraine

Satisfaction
Right direction
Actual problems

Reporting on Ukraine and all countries-participants of Global Advisor

Section B. Economic situation in Ukraine

Overall evaluation
Positive/ negative changes in economic
Positive/ negative changes in personal finances
Consumer confident, Economic optimism

Reporting on Ukraine and all countries-participants of Global Advisor

Changeable sections

Section C. Global changeable section*

For March-Apr`2020:

World War 2 perception
Social institutions responsibilities
Purchasing positive and negative brands

Reporting on Ukraine and all countries-participants of Global Advisor

** Wave subject to change, based on world news events*

Section D. Ukrainian local section** (changeable)

Ukrainian Local Syndicate Questions
For March-Apr`2020: Coronavirus outbreak

Clients` questions – you can add questions according to your needs

Reporting on Ukraine only

*** Section D is changeable from wave to wave and is formed by questions, based on Ukrainian news events and clients questions*

28 COUNTRIES SURVEYED MONTHLY & 2 QUARTERLY

Europe	Asia-Pacific	North America	South America	Middle East/Africa
Belgium	Australia	Canada	Argentina	Saudi Arabia
France	China	Mexico	Brazil	South Africa
Great Britain	India	United States	Chile	
Germany	Japan		Colombia*	
Italy	Malaysia		Peru	
Hungary	Russia			
Israel**	South Korea			
Netherlands				
Poland				
Spain				
Sweden				
Turkey				
Ukraine**				

1000 completes
500 completes

** Fielding quarterly
* Fielding only on the Global Confidence Index

SECTION A. SATISFACTION WITH LIVING IN UKRAINE

Questions

- Satisfaction or dissatisfaction with the way things are going in the country today
- Are things heading in the right/wrong direction in this country
- The most worrying topics in the country:

Unemployment and jobs, education, taxes, crime and violence, threats against the environment, rise of extremism, terrorism, immigration control, maintaining social programs, corruption and financial or political scandals, poverty and social inequality, health care, Climate change, moral decline, access to credit, childhood obesity, inflation, **coronavirus**

Usage and benefits

- Overall evaluation and monitoring the support of Ukraine development direction
- Identifying the main problems of society
- Monitoring and evaluation of each issue separately (could be useful for monitoring, evaluation and learning practices)
- Monitoring of social health, potential social tensions

Examples of application

Could be useful for monitoring, evaluation and learning practices of programs/ projects that support and different public spheres

For the government, this may be a sign of social feeling and citizens` support.

SECTION B. ECONOMIC SITUATION IN UKRAINE

Questions

- Overall evaluation - the current state of the economy in your local area
- The expectation of changes in the economy within ahead 6 months - to be stronger or weaker
- Evaluation of the personal financial situation.
- The expectation of changes in the personal financial situation within ahead 6 months - to be stronger or weaker
- Changes in confidence in making major purchases, household purchases, ability to invest in the future
- Job security: confidence, experience, the likelihood of job losing
- Economic optimism

Consumer Confidence is the main outcome

Ipsos National Index - measuring consumer sentiment overall

Ipsos Current Index - perception of current economic climate, ability to make household purchase, job security and investment confidence

Ipsos Expectation Index - attitudes regarding the future local economy, future financial situation, and job loss expectations

Ipsos Investment Index - perception of current and future financial situation, major purchase comfort, household purchase confidence and investment confidence

Ipsos Jobs Index - perceptions regarding job security, job loss experience, and job loss expectation

SECTION B. ECONOMIC SITUATION IN UKRAINE:

Indicators

- Ipsos National Index
- Ipsos Current Index
- Ipsos Expectation Index
- Ipsos Investment Index
- Ipsos Jobs Index

Benefits

It provides insight into how consumers feel about current and future economic conditions, intentions, and expectations.

Monitoring of changes in consumer confidence as an additional piece of information may be factored in decision-making processes and may reduce the degree of gut instinct.

As an additional piece of information data may be used in forecasting and strategic planning, choosing a direction for business growth, help in identifying the threats and advantage of the opportunities

Monitoring of overall trends in society, social health, potential social tensions, conditions for business development.

Examples of application

NEGATIVE CHANGES in consumer confidence may suggest: consumers will avoid big purchases that require financing, loans.

For **business**, it may indicate the necessity of down inventories, reducing overhead and/ or delay investing in new projects and facilities.

Financial organizations can anticipate a decrease in lending activity, mortgage applications, and credit card use.

For **the government**, this may be a sign of needed fiscal or monetary action to stimulate the economy.

POSITIVE CHANGES in consumer confidence indicate: improvements in consumer buying patterns and increased demand for credit

For **business and financial organization** this may be a background for increasing production and hiring.

The government can anticipate improved tax revenues based on the increase in consumer spending.

SECTION C. GLOBAL CHANGEABLE SECTION

Wave subject changes from wave to wave based on world news events

Questions

■ World War II perception

- Importance of holding ceremonies in remembrance of World War II
- Pride of the role of Ukraine during World War II
- Influence of the events and the outcomes of World War II on political life in Ukraine
- Awareness of relatives or ancestors who served in the armed forces, died fighting, died under other circumstances during World War II

Questions

■ Social institutions responsibilities

- Protecting religious freedom
- Ensuring that products are environmentally sustainable
- Creating local jobs
- Assuring access to fair mortgages and loans
- Recycling and reducing waste
- Assuring that working conditions are safe
- Treating LGBTQ people equally
- Treating women and men equally
- Treating people of different ethnic group or background equally
- Preventing poverty

■ Purchasing positive and negative brands

Usage and benefits

It provides insight into trends in the development of society

Attitudes towards democratic values,

Attitudes towards World War II

Gender equity perception

Expectations from civil society, social institutes

Changes in civic culture

SECTION D. LOCAL SECTION. CORONAVIRUS IN UKRAINE

Wave subject changes from wave to wave based on Ukrainian news events

Questions

- Awareness
- Threat level perception
- Confidence in the social institutions in dealing with coronavirus
- Trust in different sources of information
- The expectation on time of coronavirus containing when coronavirus will be contained
- The expectation on development of vaccine or treatment for the coronavirus
- Readiness to actions to protect yourself from the coronavirus
- Support of measures provided by the government

Benefits

- Tracking public perceptions and behavioral responses
- Understanding how citizen and consumer opinions and behaviors are evolving that is crucial for managing effectively and understanding the appropriate response.

Syndicate approach

- The subject of this section is developed by burning questions for Ukraine that society and clients are interested in (syndicate approach)
- Coronavirus perception and public reaction on authorities' actions are chosen as a topic for this and upcoming waves

SECTION D. LOCAL SECTION. CLIENTS' QUESTIONS

Wave subject changes from wave to wave based on our clients' questions

Questions

- This section is formed by clients' questions (omnibus approach)
- The questions on almost any subject can be asked in this section.
- Topics can included
 - entertainment, mobile phones, shopping, health, car ownership, gambling, climate change and many more subjects besides.

Usage and benefits

Ipsos Omnibus approach designed to help solve clients' business challenges and meet their research needs in terms of

- speed, representative samples, geographical coverage and price

Ipsos Omnibus allows fast answers to actual questions and to make decisions based on citizen, consumer input, rather than on guesstimates.

Examples of application

Omnibus is ideal for

- target profiling,
- market sizing,
- calibration,
- political polls,
- multi-waves,
- pre and post evaluation,
- alternatives screening,
- and for gauging quick reactions to topical issues or market events.

2020 SCHEDULE

Global Advisor survey is conducted 4 times per year in Ukraine and every month in other countries. At the same time, the monthly option can be provided on demand

Wave	Questions Due	In Field	Out of Field	Data Delivery	Participation of Ukraine
138	Mon, Jan 13, 2020	Fri, Jan 24, 2020	Fri, Feb 7, 2020	Fri, Feb 14, 2020	
139	Mon, Feb 10, 2020	Fri, Feb 21, 2020	Fri, Mar 6, 2020	Fri, Mar 13, 2020	
140	Mon, Mar 9, 2020	Fri, Mar 20, 2020	Fri, Apr 3, 2020	Fri, Apr 10, 2020	Ukraine is included
141	Tue, Apr 14, 2020	Fri, Apr 24, 2020	Fri, May 8, 2020	Fri, May 15, 2020	Ukraine can be included on demand
142	Mon, May 11, 2020	Fri, May 22, 2020	Fri, Jun 5, 2020	Fri, Jun 12, 2020	Ukraine can be included on demand
143	Mon, Jun 8, 2020	Fri, Jun 19, 2020	Fri, Jul 3, 2020	Fri, Jul 10, 2020	Ukraine is included
144	Mon, July 13, 2020	Fri, Jul 24, 2020	Fri, Aug 7, 2020	Fri, Aug 14, 2020	Ukraine can be included on demand
145	Mon, Aug 10, 2020	Fri, Aug 21, 2020	Fri, Sep 4, 2020	Fri, Sep 11, 2020	Ukraine can be included on demand
146	Mon, Sep 14, 2020	Fri, Sep 25, 2020	Fri, Oct 9, 2020	Fri, Oct 16, 2020	Ukraine is included
147	Tue, Oct 13, 2020	Fri, Oct 23, 2020	Fri, Nov 6, 2020	Fri, Nov 13, 2020	Ukraine can be included on demand
148	Mon, Nov 9, 2020	Fri, Nov 20, 2020	Fri, Dec 4, 2020	Fri, Dec 11, 2020	Ukraine can be included on demand
149	Mon, Dec 7, 2020	Fri, Dec 18, 2020	Fri, Jan 1, 2021	Fri, Jan 8, 2021	Ukraine is included

FOR MORE DETAILS PLEASE CONTACT US:

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