

# SOCIETAL RESPONSE STUDY IN UKRAINE

April 2020

Ipsos In Ukraine



# Research Design

**Target Audience:** The urban population of Ukraine aged 18-55 years (except temporarily occupied territories of Ukraine)

**Geography:** Cities with population of 50 000 and more

**Sample:** Representative by gender, age, region and size of settlement

**Sample Size:** 2003 Interviews

**Fieldwork dates:** 17-19 April 2020

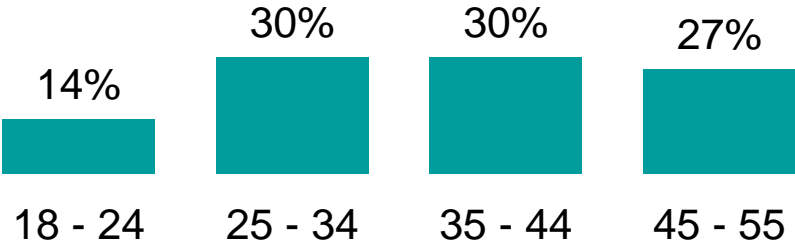
**Data Collection Method:** Online

# Respondents' Profile

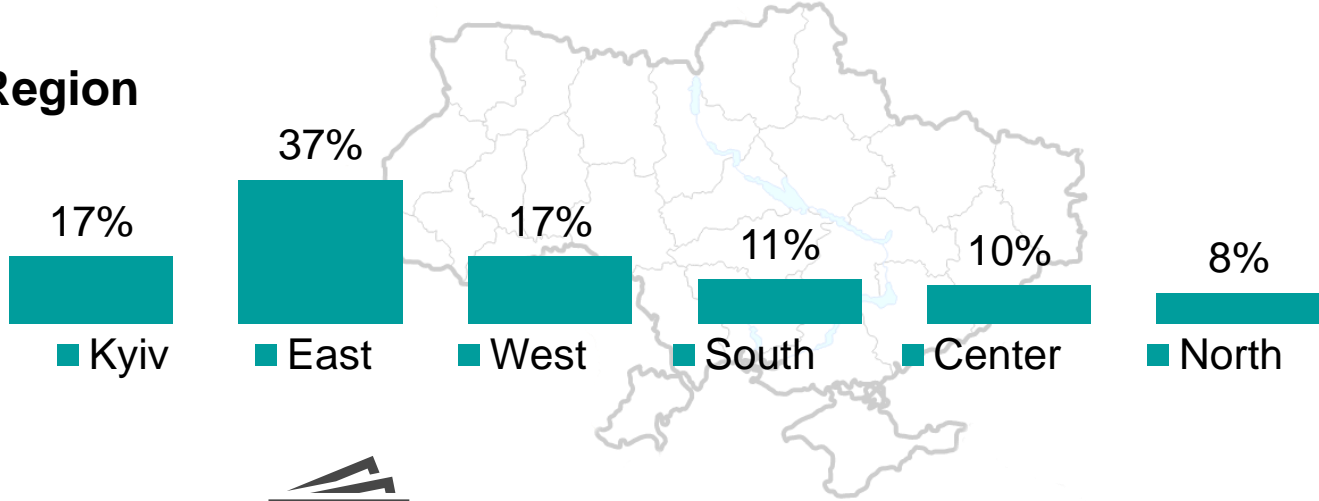
## Gender



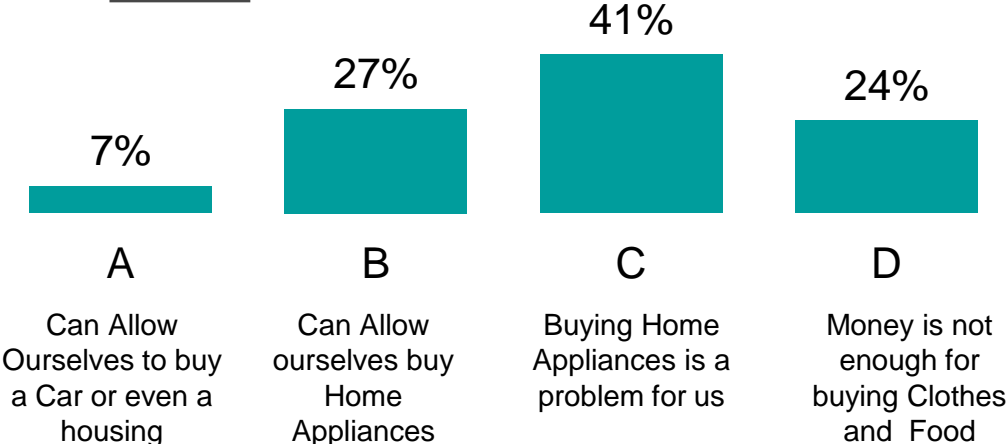
## Age



## Region



## Income



# OVERALL ATTITUDES TOWARDS COVID-19

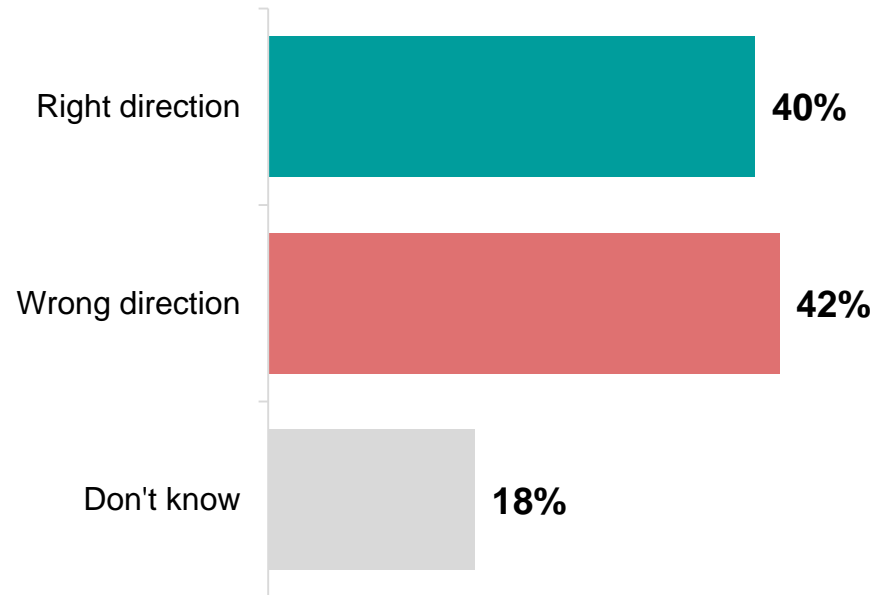
- The rightness of the direction of developments in the country
- Assessment of the effectiveness of the government's response to the coronavirus
- Emotional phases of COVID19 perception

# RIGHT DIRECTION OF DEVELOPMENT OF THE COUNTRY AND EFFECTIVENESS OF COUNTERING CORONAVIRUS

## RIGHT DIRECTION OF DEVELOPMENT OF THE COUNTRY

B2. Do you think Ukraine as a whole, is moving in the right or wrong direction?

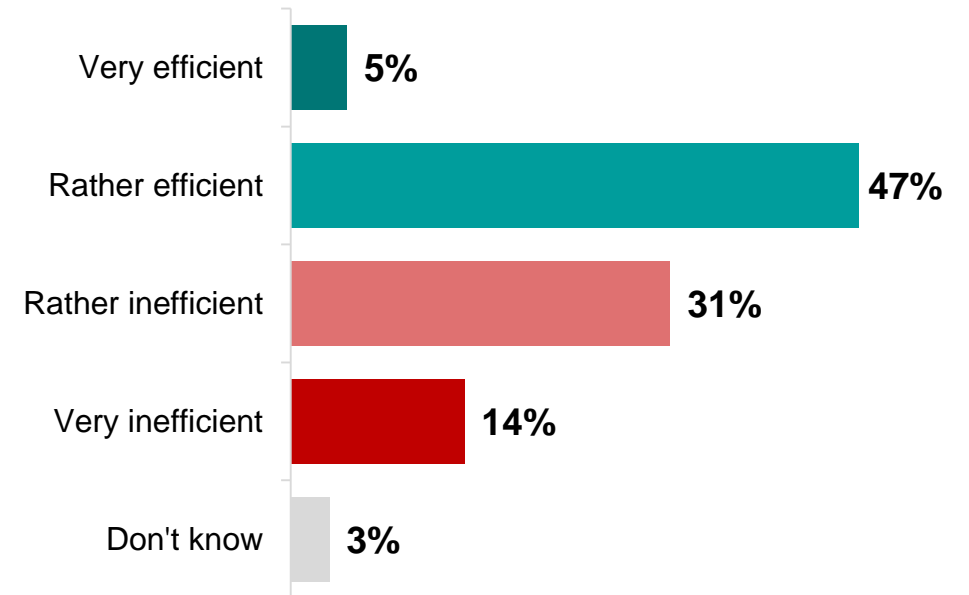
**40%** believe that Ukraine is moving in the right direction



## EFFICIENCY OF STATE AUTHORITIES AGAINST CORONAVIRUS

B3. How effectively does government counteract the coronavirus as a whole?

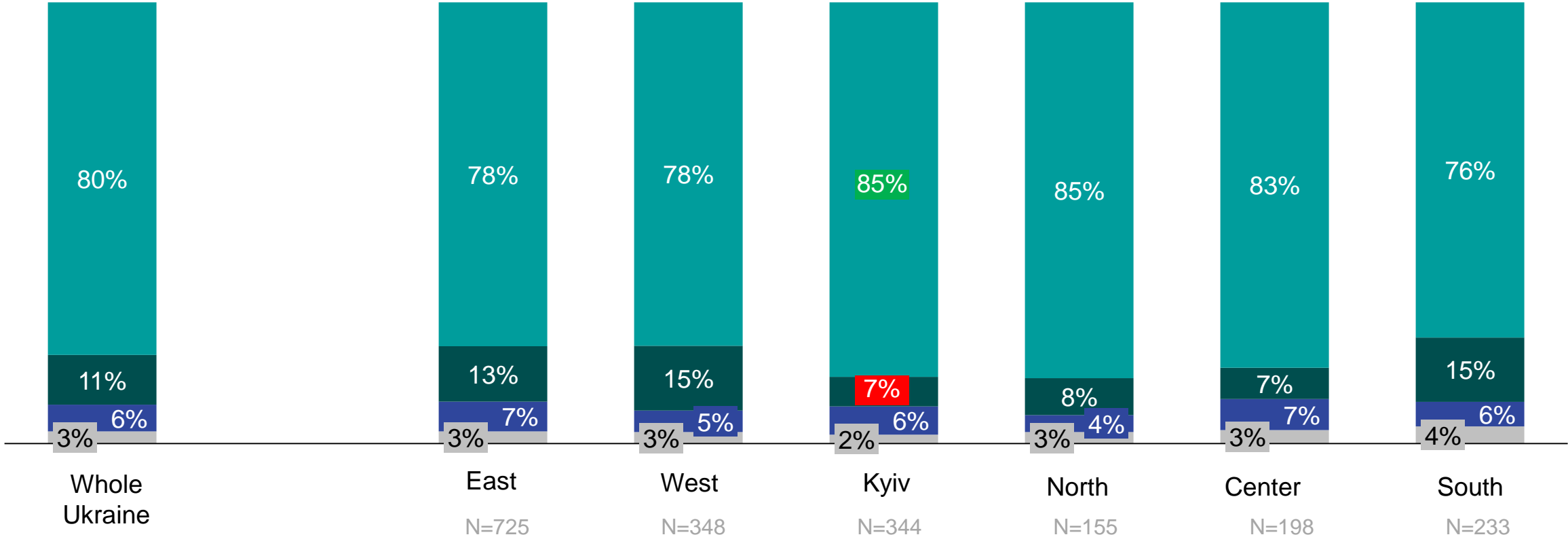
**52%** consider that authorities effectively counteracts coronavirus



# CLOSING CHURCH DURING QUARANTINE

B5. Do you think it is necessary to close churches for visiting during the period of quarantine measures?

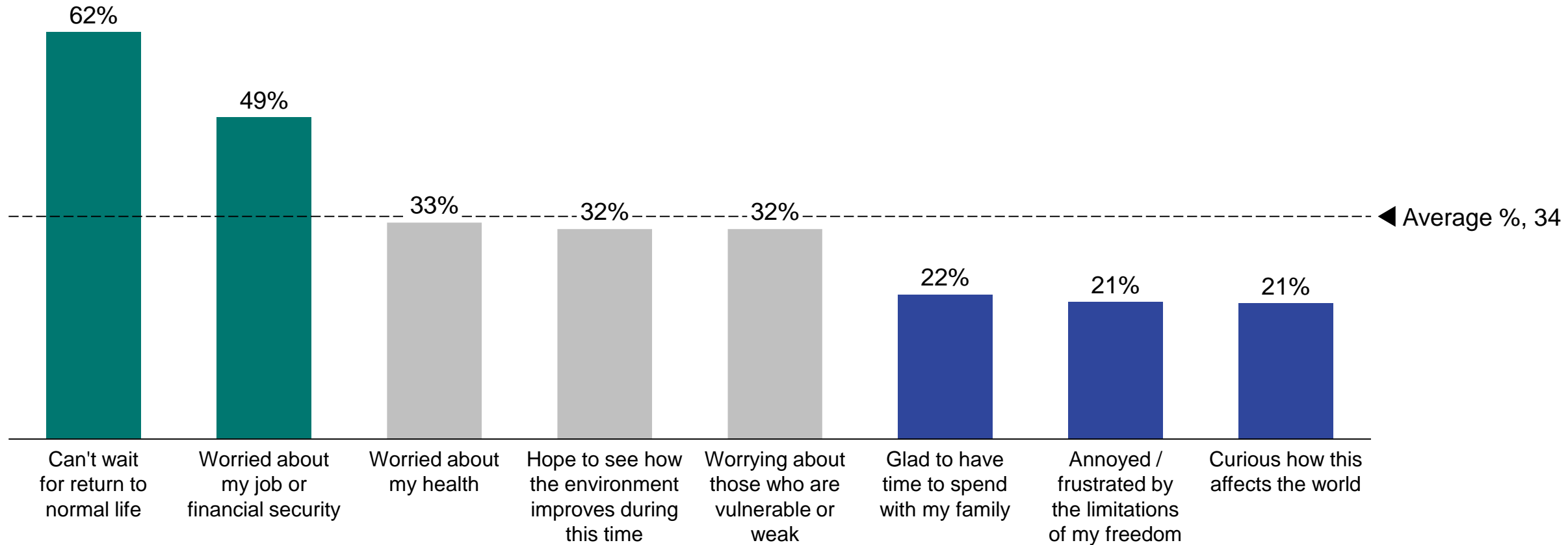
- Yes, the church needs to be completely closed for quarantine time.
- The church needs to close for worship but give the opportunity to leave Easter basket
- No, churches should function as usual
- Don't Know



# PERSONAL FEELINGS (1/3)

E2. What best describes how you felt yourself today?

Multiple choice

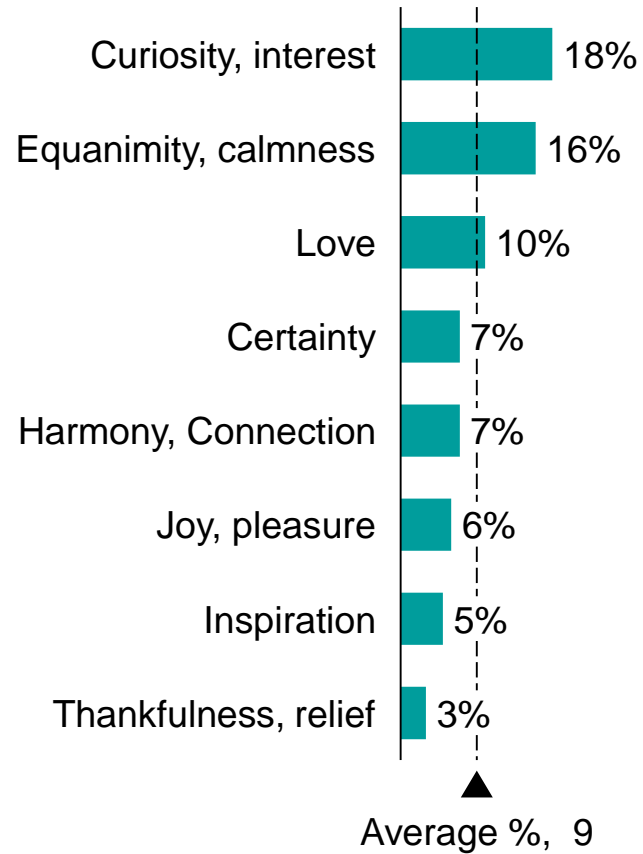


# PERSONAL FEELINGS (2/3)

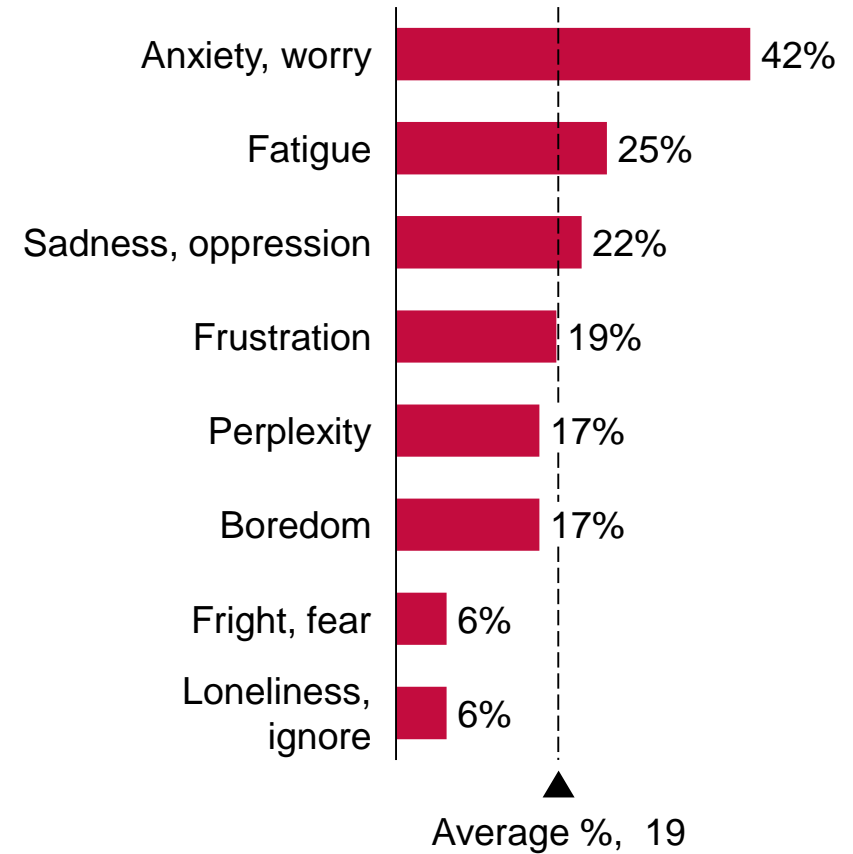
E3. Which 3 conditions best describe how you felt today?

Up to 3 responses

## POSITIVE FEELINGS



## NEGATIVE FEELINGS

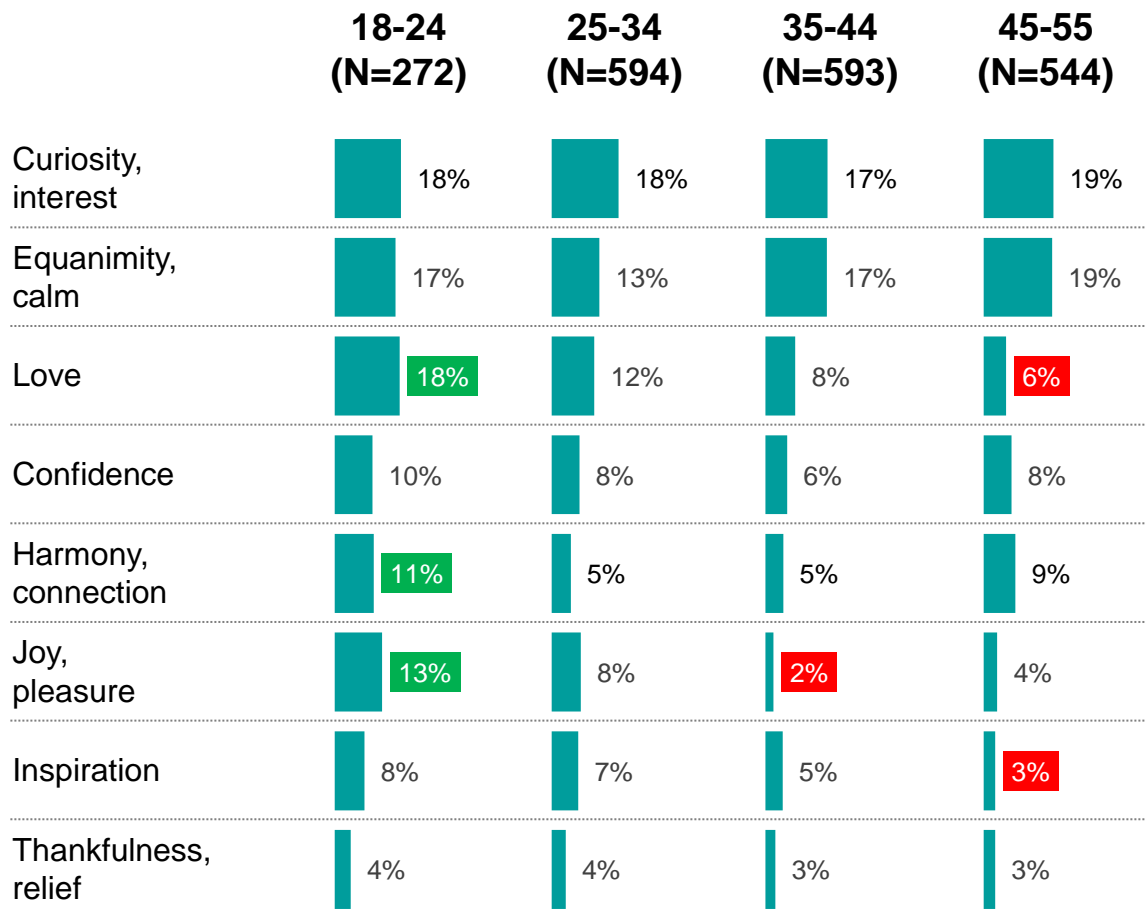


# PERSONAL FEELINGS BY AGE (3/3)

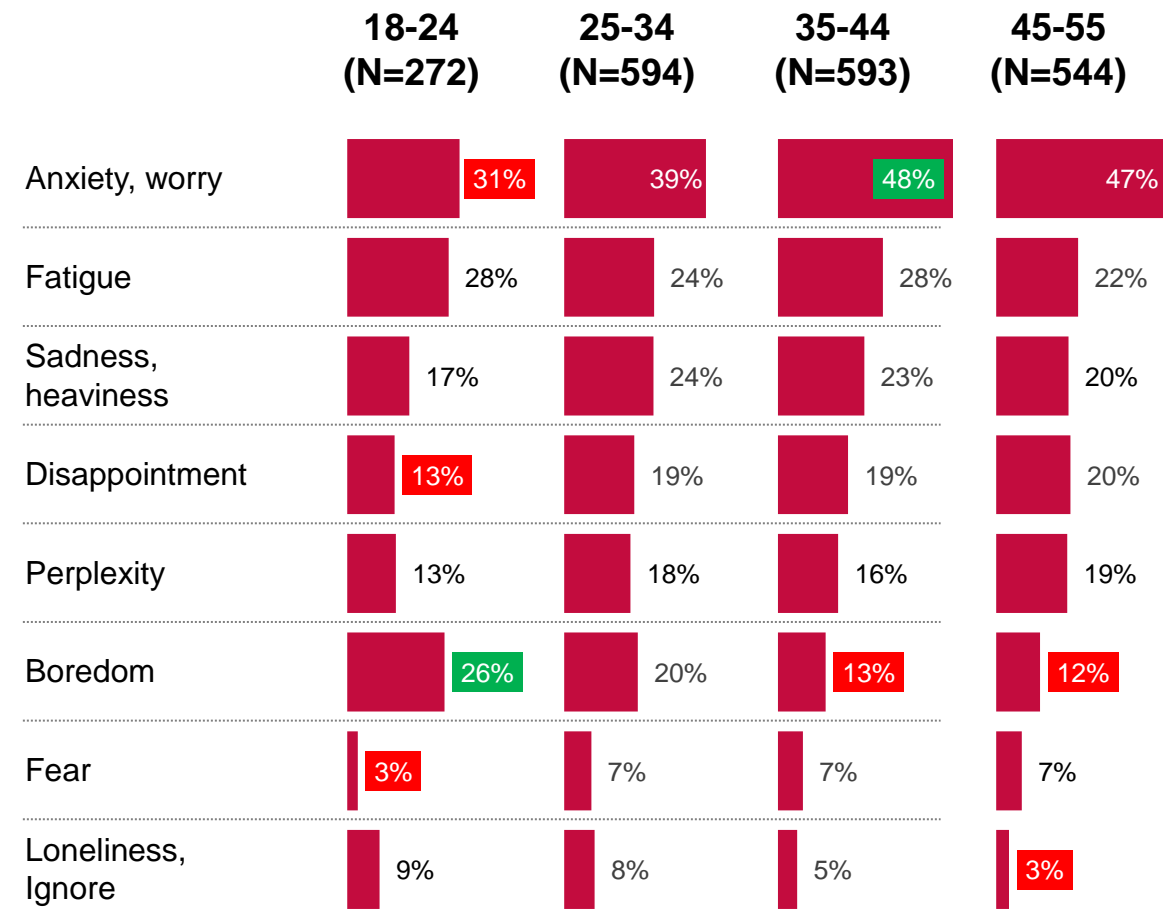
E3. Which 3 conditions best describe how you felt today?

Up to 3 responses

## POSITIVE FEELINGS



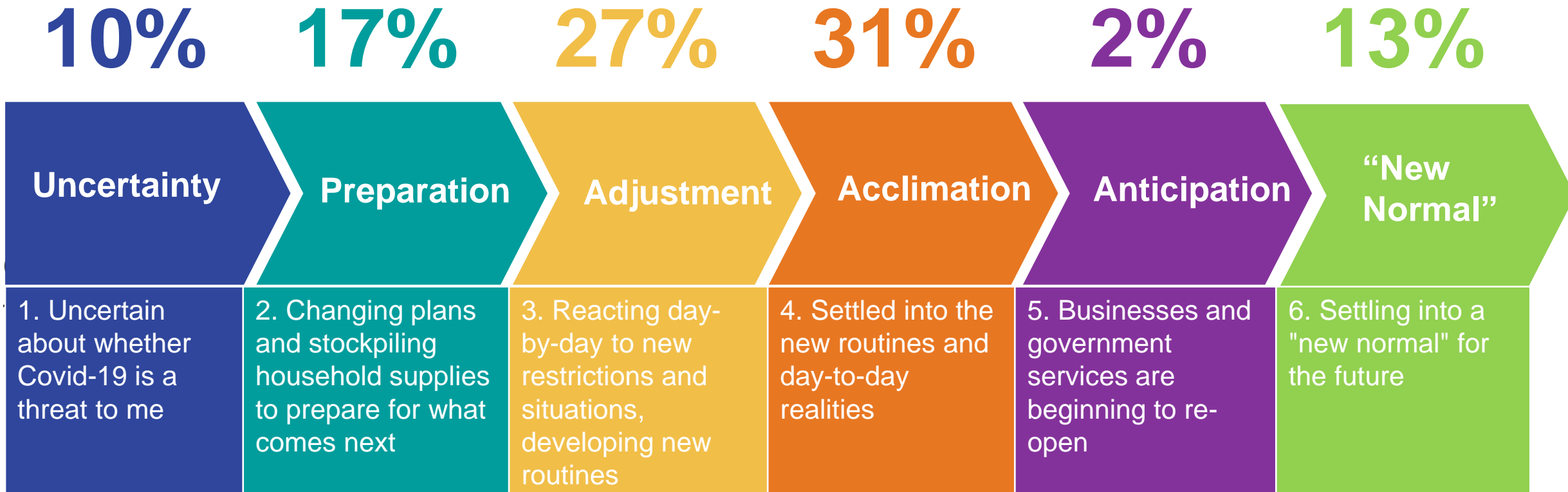
## NEGATIVE FEELINGS



# COVID-19 Phases and Feelings

Where people are on their journey through the pandemic and how they feel about it is critical context for your plans and strategies.

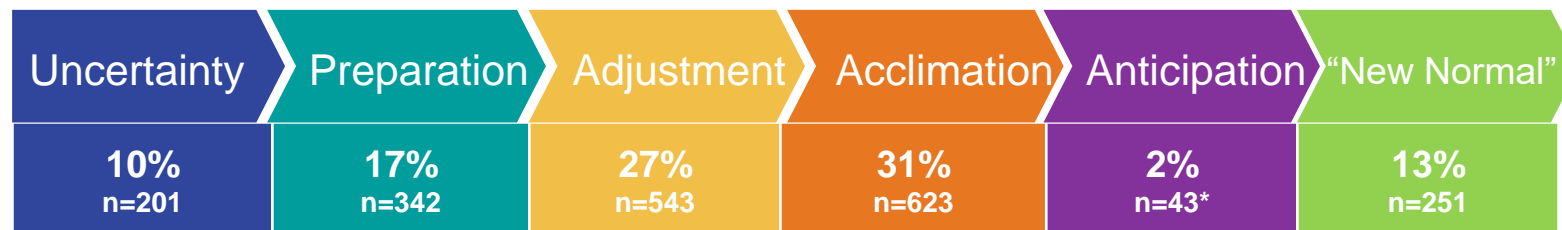
E1. Often in difficult times, people have to go through several periods or stages. Which of the following steps, in your opinion, best describes your current situation with the coronavirus pandemic



# COVID-19 Phases and Feelings

Sizing each phase and profiling the feelings people feel as they move through phases. Feelings will evolve throughout their emotional journey

E2. Which 3 conditions best describe how you feel today?



■ Significantly higher compared to total at 95%  
■ Significantly lower compared to total at 95%

Feeling	Uncertainty	Preparation	Adjustment	Acclimation	Anticipation	'New Normal'
Impatient to get back to normal life	55	68	68	59	65	57
Worried about my job or financial security	49	55	56	42	40	47
Anxious about my health	11	40	36	34	21	31
Hopeful to see how the environment is improving during this time	26	28	31	38	19	35
Concerned for those who are vulnerable or weak	21	34	34	32	23	34
Happy to have time to spend time with family	17	20	19	28	14	21
Angry/frustrated about the restrictions on my freedom	40	25	22	13	19	18
Curious about how this is impacting the world	20	15	16	26	9	27
Bored	15	10	10	11	9	9
Lonely	5	8	7	6	9	6
Inspired by how people are adapting	2	3	4	9	2	6
None	4	1	1	1	0	3

# ATTITUDES TOWARDS SOCIAL AND POLITICAL SITUATION

- Support of decentralization reform
- Attitudes towards local election rescheduling
- Attitudes towards the change of the Cabinet of Ministers
- The most effective Prime Minister and his tasks

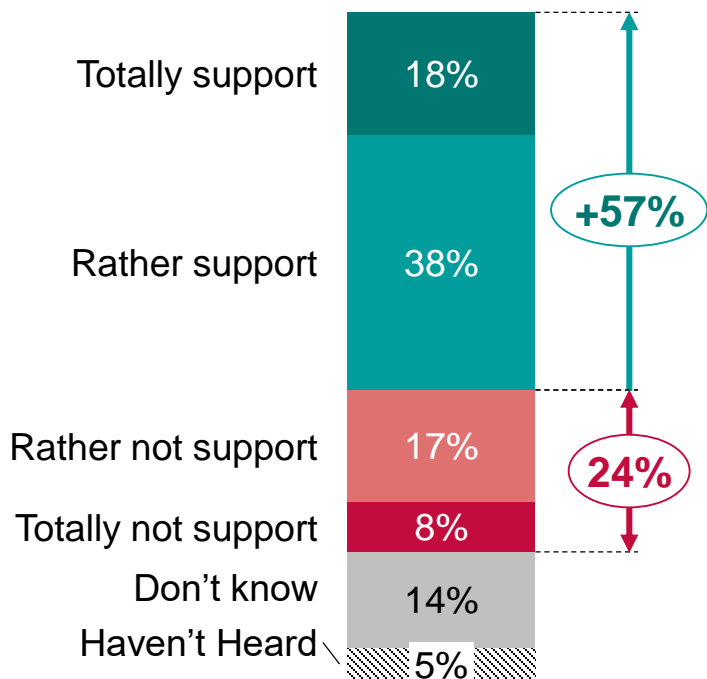
# 2

# ATTITUDE TOWARDS DECENTRALIZATION REFORM AND RE-SCHEDULE OF LOCAL ELECTIONS

## DECENTRALIZATION REFORM SUPPORT

B6. How much do you support or not support the following reforms that are currently underway in Ukraine - decentralization reform?

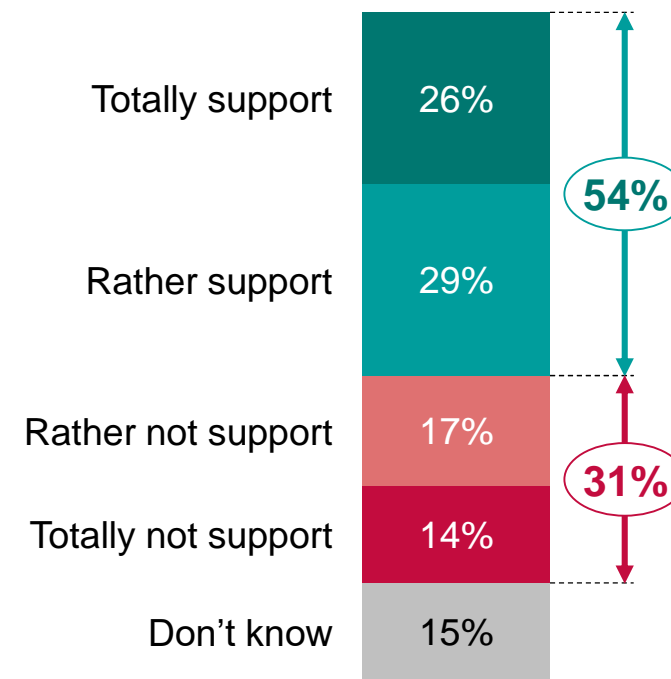
**57%** Support Reform of Decentralization



## LOCAL ELECTION RE-SCHEDULE SUPPORT

B8 Do you support the idea of postponing local elections from October 2020 to 2021?

**54%** Support the idea of postponing local elections to 2021

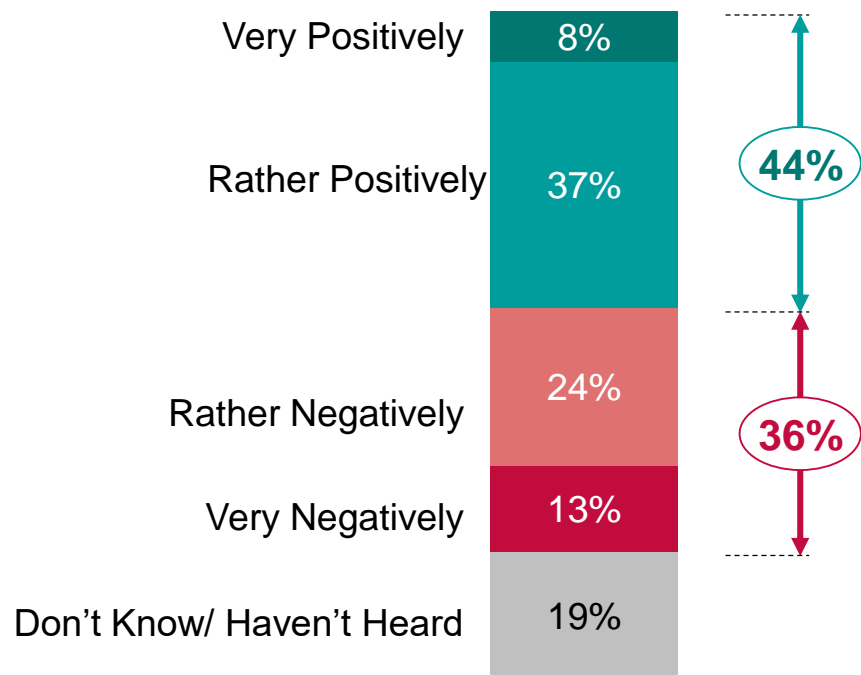


# EVALUATION OF THE CHANGE OF THE CABINET OF MINISTERS AND THE WORK OF THE PRIME MINISTER OF UKRAINE

## EVALUATION OF THE CHANGE OF THE CABINET OF MINISTERS

B10 How do you evaluate the change of the Cabinet of Ministers of Ukraine in early March?

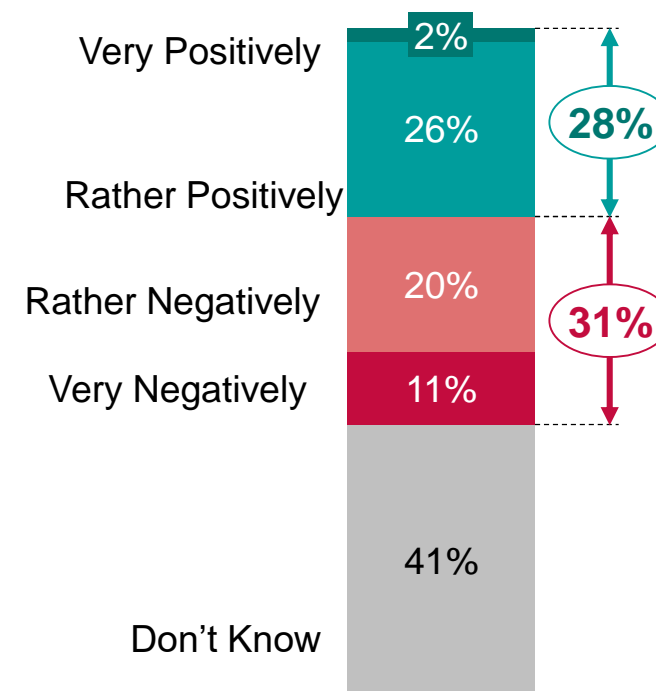
**44%** Support Cabinet change at the beginning of March 2020



## EVALUATION OF DENIS SHMIGAL'S WORK

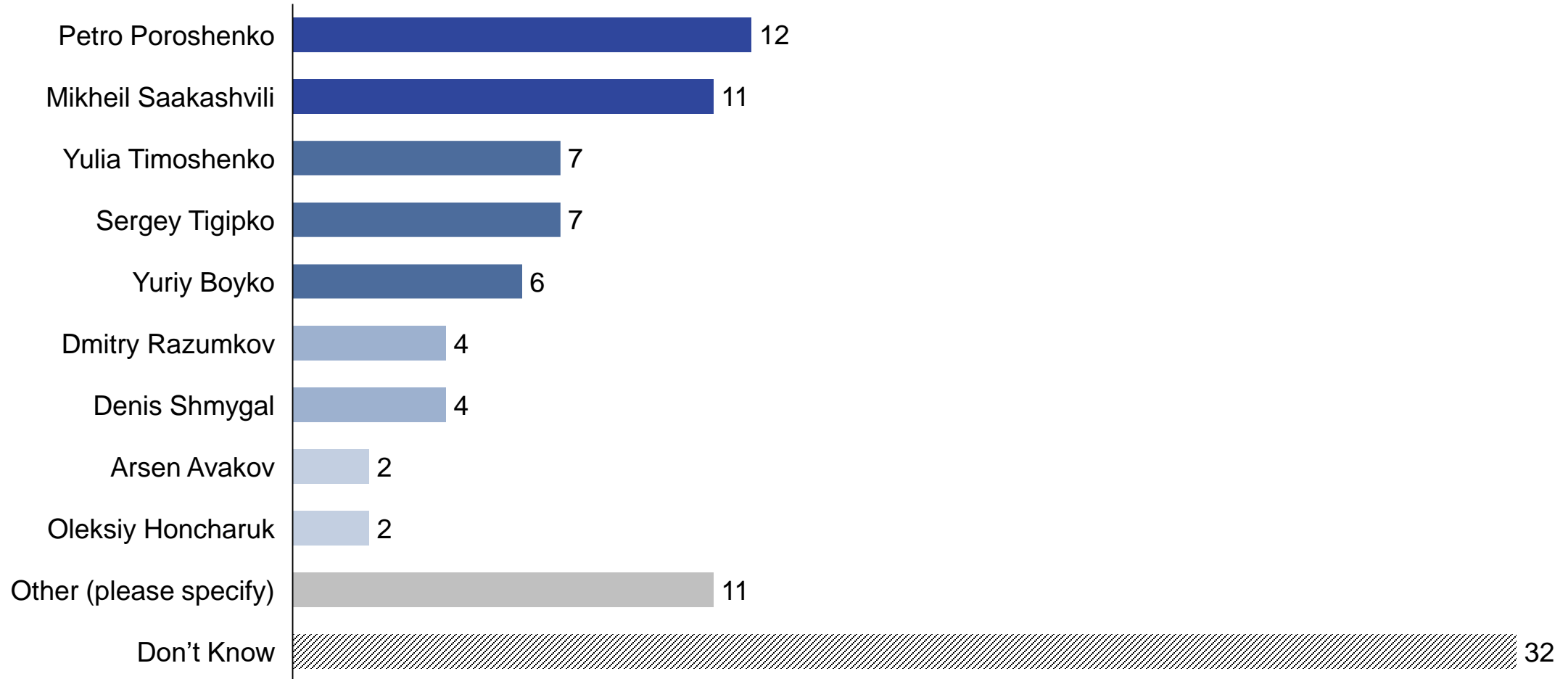
B12 How do you evaluate the work of Denis Shmygal as Prime Minister of Ukraine?

**28%** Rather positively evaluate the work of Denis Shmygal



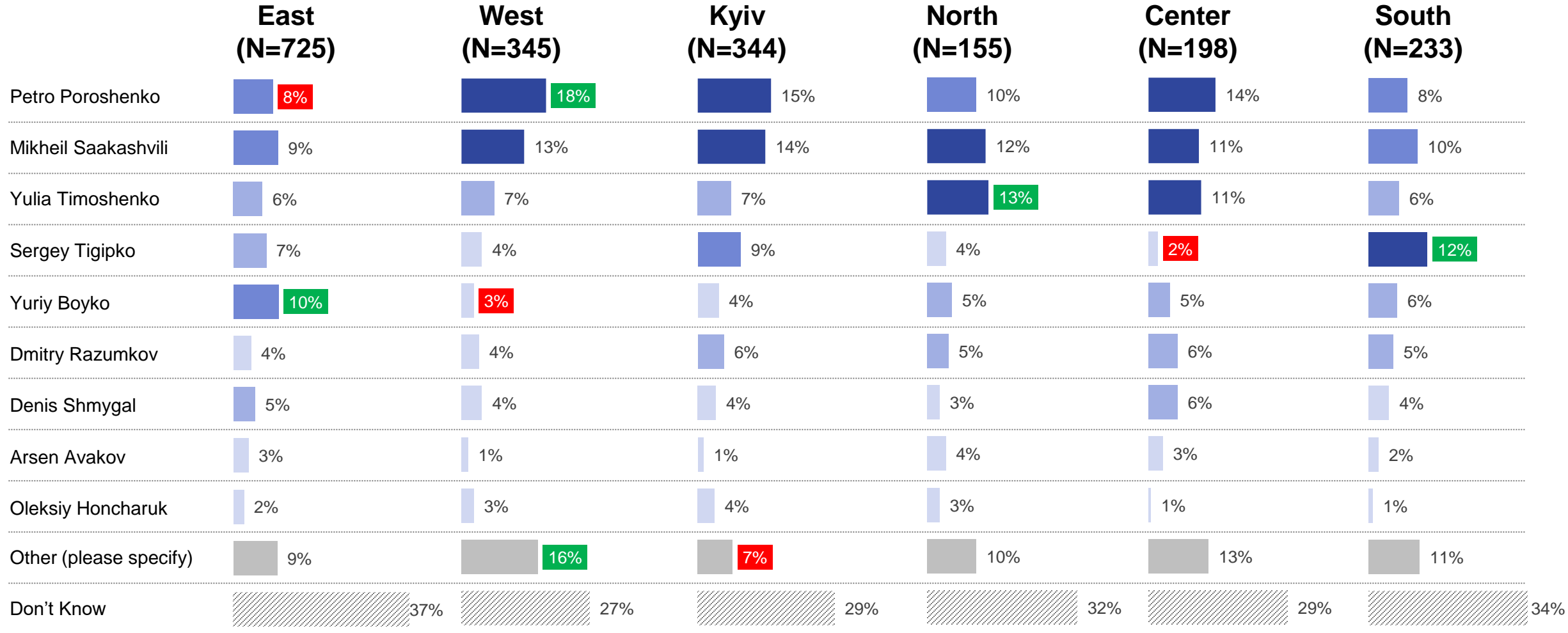
# WHO WOULD BE THE MOST EFFECTIVE PRIME MINISTER OF UKRAINE

B13. Who do you think would be the most effective Prime Minister of Ukraine from the persons listed?



# WHO WOULD BE THE MOST EFFECTIVE PRIME MINISTER OF UKRAINE BY REGIONS

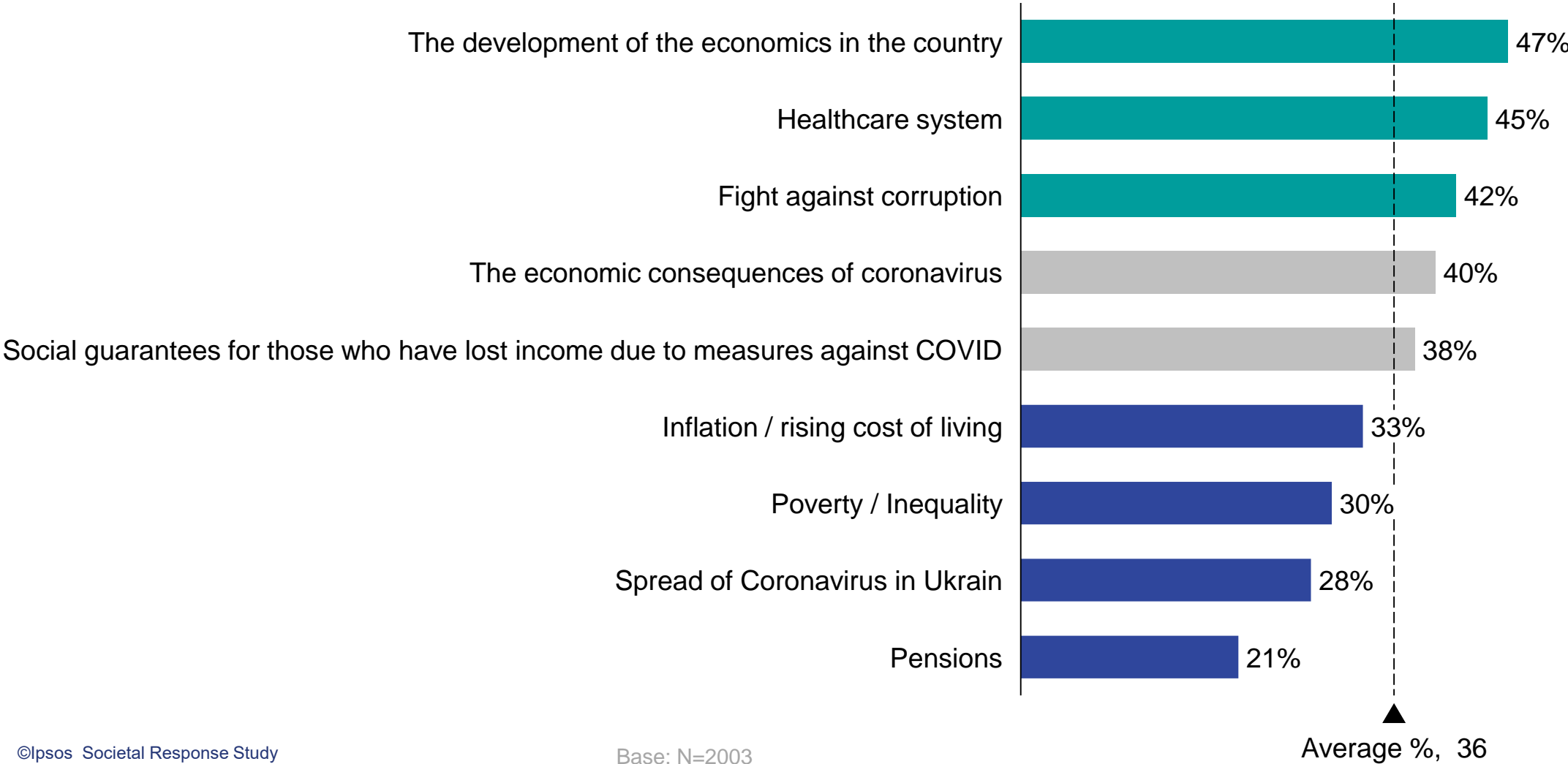
B13. Who do you think would be the most effective Prime Minister of Ukraine from the persons listed?



# MOST IMPORTANT PROBLEMS FOR PREMIER AND CABINET OF MINISTERS

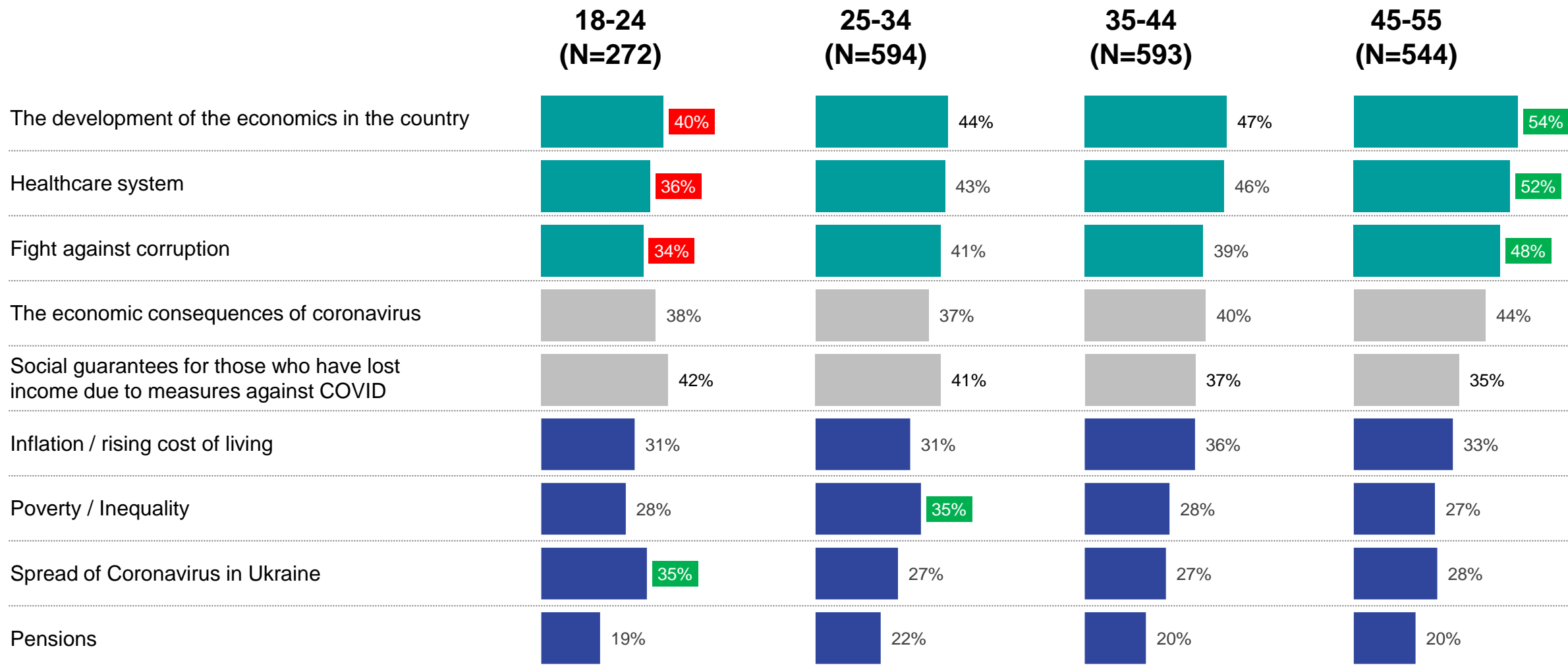
B14. Which problems, in your opinion, are most important for the Prime Minister and the Cabinet of Ministers in the current situation?

Up to 5 Responses



# MOST IMPORTANT PROBLEMS FOR PREMIER AND CABINET OF MINISTERS BY AGE GROUPS

B14. Which problems, in your opinion, are most important for the Prime Minister and the Cabinet of Ministers in the current situation?



# FOR MORE DETAILS PLEASE CONTACT US:

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**GAME CHANGERS**



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# GAME CHANGERS

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**BE  
SURE.  
MOVE  
FASTER.**

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**THANK**

**YOU**

**GAME CHANGERS**

