

Ipsos Global Advisor in Ukraine

The impact of COVID-19 on the costs of Ukrainians

July 2020

wave 143.1



IPSOS GLOBAL ADVISOR: RESEARCH DESIGN



	in Ukraine	in the World
Target audience:	18-74 years old, except temporarily occupied territories	16/18*-74 y.o.
Method:	online panel	online panel
Geography:	Cities with a population of 50 thousand +	28 countries
Sample:	888 resp. per wave	1000/500* /wave
	Representative by gender, age, region, type of settlement	
	It is weighted according to the latest data of the State Statistics Committee of Ukraine	It is weighted according to the latest census
Sampling error:	Does not exceed 3.4%	Does not exceed 4.4%
Wave:	The second wave in Ukraine, July	Wave 143, July
Periodicity:	4 waves per year	monthly

CONCLUSIONS- 1

In the second wave of the Global Advisor survey, Ipsos continued to measure the impact of the COVID-19 pandemic on the lives of Ukrainians. In particular, the impact of the coronavirus on the costs of Ukrainian households - whether they have changed and, if so, how.

64% of respondents indicated that in general, since the beginning of the pandemic, their costs and the costs of their families have increased - 31% said that their costs have increased significantly, 33% - slightly increased.

Among the reasons for the increase in costs, half (51%) indicated that they incurred additional costs due to the fact that they currently spend more time at home (including work). Occasionally, according to our other Consumer Barometer * survey, in early April, 37% of Ukrainians worked part-time or part-time (72% of those working at the time).

In addition, a significant proportion of respondents (41%) were forced to make more expensive purchases (eg food, household goods, personal care products, etc.) or pay for the delivery of goods due to store closures.

CONCLUSIONS- 2

Every fifth respondent (21%) spent more on goods and services to relieve stress caused by quarantine / isolation, such as food, alcohol, furniture, electronics, books, toys

Probably as a result, spending on food and household goods (62% of respondents), utilities and telephone services, Internet services (49%), personal care and beauty (41%) increased. According to the Ipsos Consumer Barometer, at the beginning of quarantine measures (end of March) 69% of respondents were not going to save on food, 52% - on mobile communications and Internet services, 27% - on utilities.

Since the beginning of the coronavirus epidemic, 45% of respondents have increased spending on healthcare and medicines in general, and 4% of respondents have paid for medical care directly related to COVID-19.

In terms of cost reduction, since the beginning of the coronavirus, 30% have spent less on entertainment, 27% - on transport and the same - 27% - on clothing, shoes, accessories.

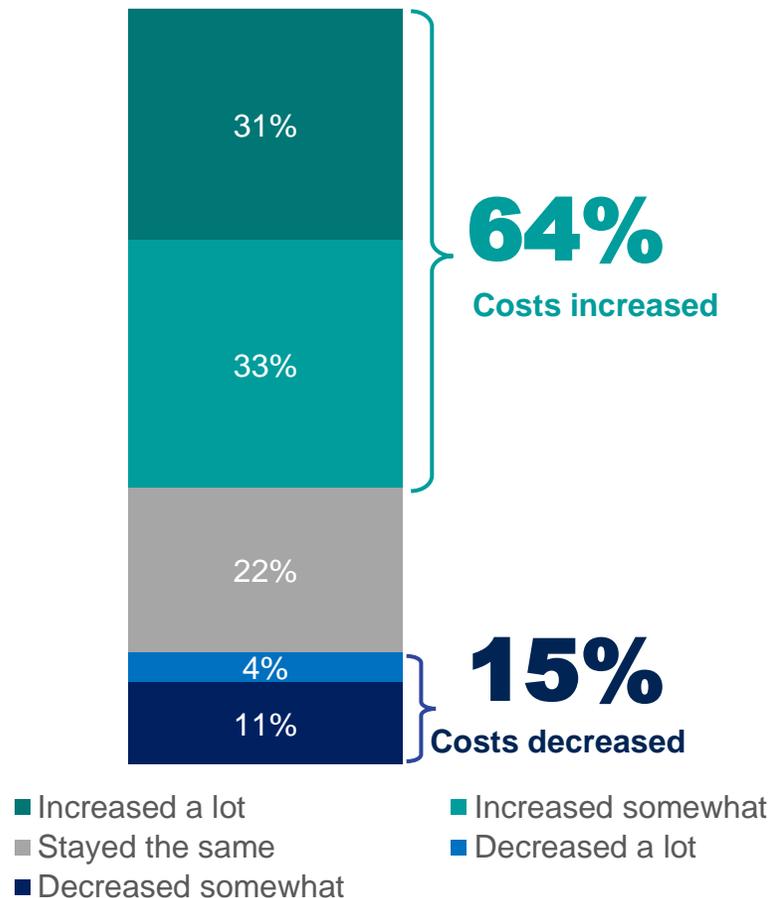
The impact of COVID-19 on the costs of Ukrainians, in addition to the short-term effect, also affected the changes in their attitudes to the future - most are willing to spend less.

CHANGES IN COSTS BECAUSE OF COVID-19

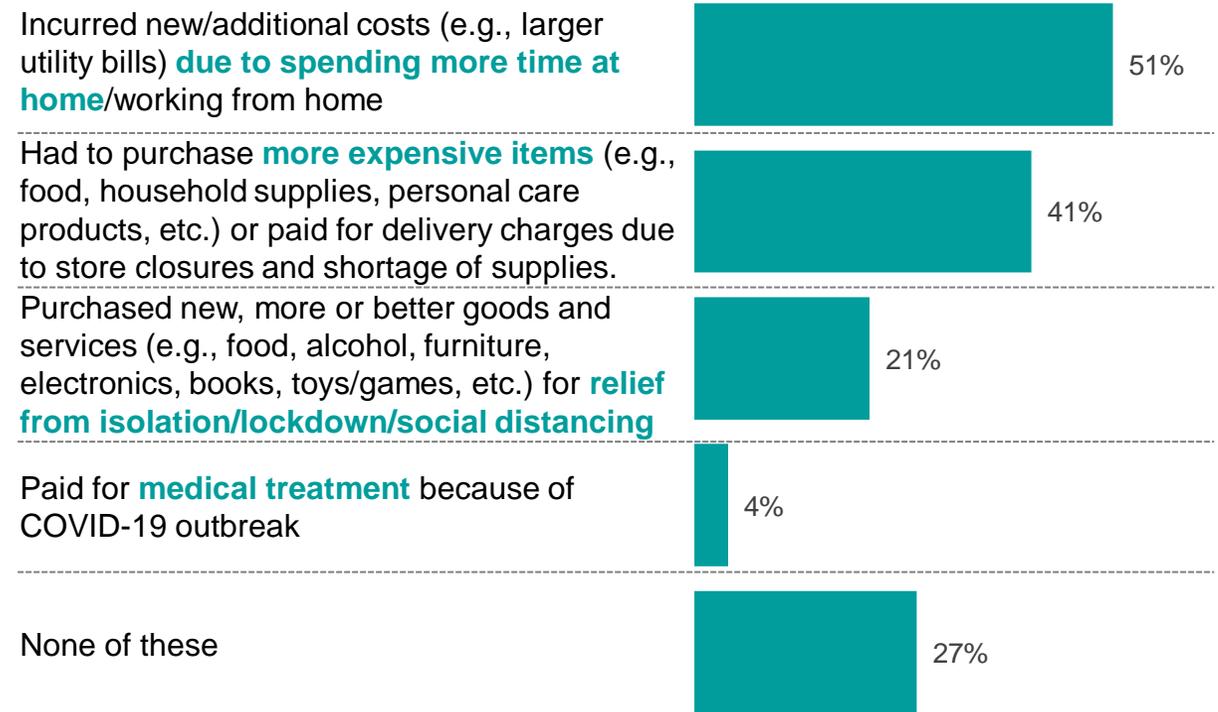
U1. Overall, has the cost of food, goods and services for you and your family increased or decreased since the coronavirus outbreak began?

U3. Did you do or experience any of the following when it comes to the cost of food, goods and services for you and your family since the coronavirus outbreak?

Changes in costs

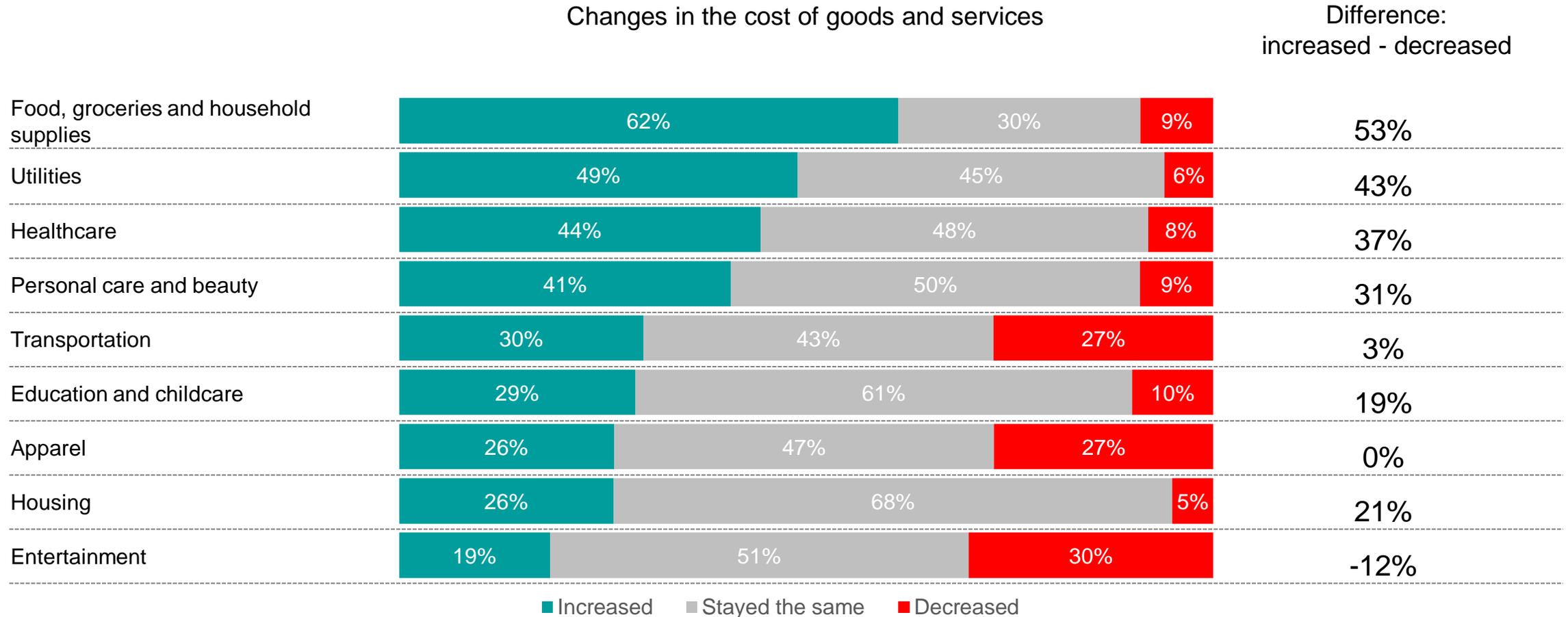


Reasons for changes in costs



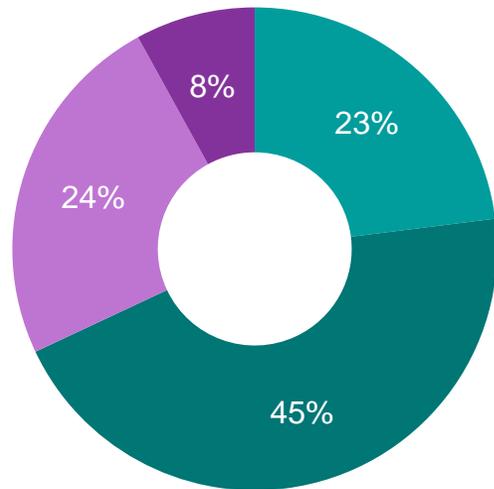
HOW CHANGED COSTS BECAUSE OF CORONAVIRUS

U2. More specifically, has the cost of each of the following products or services for you and your family increased, decreased or stayed the same since the coronavirus outbreak began?



LONG-TERM EFFECT OF COVID-19 ON THE INTENTION TO ECONOMIZE

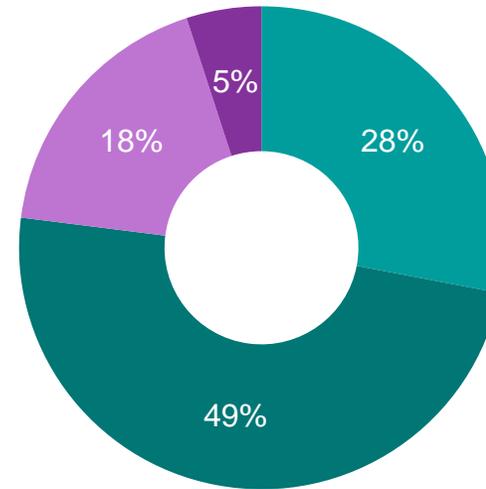
Q17. To what extent do you agree or disagree with each of the following regarding the long-term impact of the virus:



68%

will spend less and save more for times of emergency

- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree



77%

understand that they will save and reuse rather than buy a new one every time

IPSOS

**About the company
and the project briefly**

IPSOS – AN INTERNATIONAL MARKETING AND SOCIO-POLITICAL RESEARCH COMPANY. IT IS RANKED THIRD IN THE WORLD

YEAR OF FOUNDATION

1975 2004

FRANCE,
PARIS

UKRAINE,
KIEV

89

COUNTRIES

75

TYPES OF RESEARCH

Among them in the socio-political sphere :

- Improving public policy
- International social studies
- Opinion polls / political polls
- Global Advisor
- Research on socio-political trends

OVER

18,000 60

EMPLOYEES
IN WORLD

EMPLOYEES
IN UKRAINE

16

YEARS IN UKRAINE

IPSOS GLOBAL ADVISOR

- Ipsos Global Advisor - international monitoring of public opinion, sentiment of citizens of different countries.
- Ipsos Global Advisor has been launched in 2017 in 28 countries worldwide.
- Data is included in the following global analytics reports:
 - Global Consumer Confidence Index
 - What Worries the World (WWW)

In March 2020, Ukraine joined this international research.



<https://www.ipsos.com/ua-ua/global-advisor>

<https://www.ipsos.com/en/global-advisor>

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-participators 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-participators of Global Advisor

Changeable sections

Section C. Global changeable section*

Wave: June-July 2020

The cost of living
Perception of disinformation in the news
Attitude to different countries
Perception of the role of the UN, NATO, World Bank, IMF, USA, Canada, Germany, France, Great Britain, Russia, China, India
Reporting on Ukraine and all countries-participators of Global Advisor

Section D. Ukrainian local section** (changeable)

Questions are asked only for Ukraine.

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

Reporting on Ukraine only

Section A and B Questions are constant, they are given every wave of respondents in each of the 28 countries participating in the survey.

Section C Questions change from wave to wave, their subject matter is determined by the events of the world. These questions, as well as the questions of sections A and B, are asked to the respondents in each of the 28 countries participating in the survey.

Section D Questions are given to respondents only in Ukraine. Some of them are repeated from wave to wave, their theme is determined by the events of Ukrainian society. The second part is questions from our clients that we put on demand

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ABOUT IPSOS

Ipsos is the third largest player in the global market for market research. The company has offices in 90 countries with 18,000 employees. There are 500 employees in the Russian office of Ipsos.

Ipsos researchers, analysts and scientists have created unique tools that give you a true understanding of the behavior, thoughts and motivations of people as citizens, consumers, patients, clients and employees. We help you find powerful business insights. Ipsos today has 75 business solutions and 5,000 customers worldwide.

The company was founded in 1975 in France. Since July 1, 1999, Ipsos shares have been quoted on the Paris Stock Exchange Euronext. The company is part of the SBF 120 and Mid-60 Stock Index and is eligible for Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS: FP
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GAME CHANGERS

In today's changing world, the need for reliable information to make informed decisions is more urgent than ever.

We at Ipsos believe that our customers need more than just a data provider, they need a partner who is able to provide accurate and relevant information and extract practically applicable information from it.

That is why our tireless inquiring experts not only conduct the most reliable research, but also prepare reports based on them so as to provide a genuine understanding of society, markets and people.

To do this, we use the best of science, technology and know-how, applying 4S (security, simplicity, speed and substance) principles to everything we do.

All of this is to enable our clients to act faster, more intellectually and more decisively.

After all, success comes when you rely on the principle:

YOU DO BETTER WHEN YOU ARE SURE.

**BE
SURE.
GO
FURTHER.**

GAME CHANGERS



THANK

YOU

GAME CHANGERS

