

Ipsos Global Advisor

in Ukraine

July 2020

Wave 143.2



IPSOS GLOBAL ADVISOR: RESEARCH DESIGN



	в Україні	в Світі
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 Representative by gender, age, region, type of settlement It is weighted according to the latest data of the State Statistics Service of Ukraine	1000/500* /wave It is weighted according to the latest census
Sampling error	Does not exceed 3.4%	Does not exceed 4.4%
Wave	4 waves per year	monthly
Periodicity	18-74 years old, except temporarily occupied territories	16/18*-74 y.o.

ASSESSMENT OF THE COUNTRIES AND INTERNATIONAL ORGANIZATIONS IMPACT ON WORD AFFAIRS IN THE NEXT DECADE

CONCLUSIONS - 1

In the new wave of the international study Global Advisor, conducted by Ipsos in Ukraine and 28 other countries in June-July this year, in addition to basic economic and socio-political issues, the people's attitude to a sample of 16 countries and international organizations was also assessed. In particular:

- Among the countries: Canada, Germany, France, China, India, USA, Russia, Israel, Iran, Great Britain, Saudi Arabia
- Among international organizations: the UN, the European Union, the International Monetary Fund, the World Bank

We asked respondents how these countries / organizations will affect world affairs in the next decade - positively or negatively.

Interviewed Ukrainians tend to evaluate European democracies most positively together with Canada: 82% are confident in the positive influence of **Germany**, 81% of **Canada**, 78% of **Great Britain**, and 76% of **France**. It is noteworthy that **Iran** has the lowest positive expectations on a par with **Russia** - 21% and 24%, respectively.

CONCLUSIONS - 2

As expected, there are clear differences in this issue depending on the region of residence: in the West and in the North, in general, the representatives of the "Euro-Atlantic bloc" of countries and organizations are treated more positive.

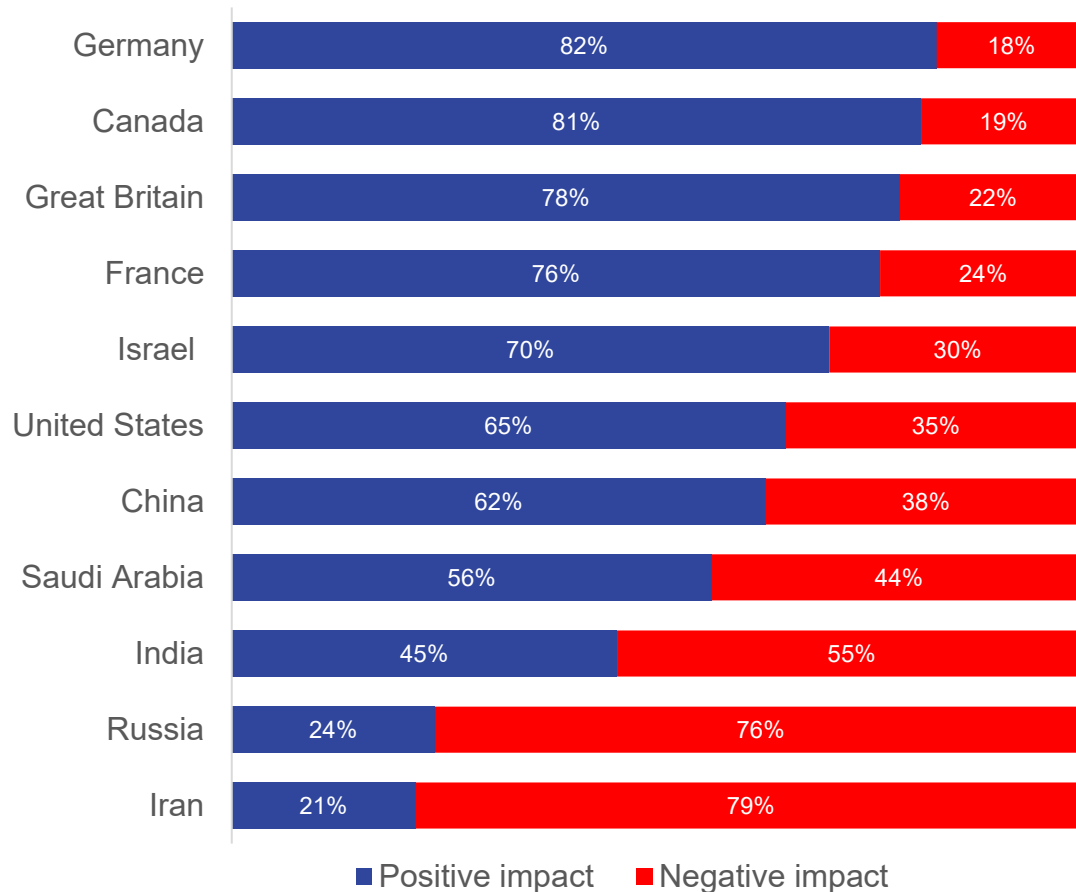
In particular, among the countries there is a significantly more positive attitude to **Canada** (87% in the West with 81% in general), **the United States** (77% in the West and North vs. 65% in total), the **United Kingdom** (89% in the North vs. 78% in total). In the East, significantly fewer people have positive expectations of **Canada** (73%), **France** (70%), and the **United States** (53%).

Among international organizations, the biggest differences between the regions can be seen in the attitude towards **NATO** - it is expected to have a positive impact on significantly more people in the North, West and Kyiv (77%, 77% and 76% respectively against 68% overall), significantly less in the East and South (56% and 53%). **The IMF** is more positive treated in the West (66% vs. 58%) and least positive in the South (46%).

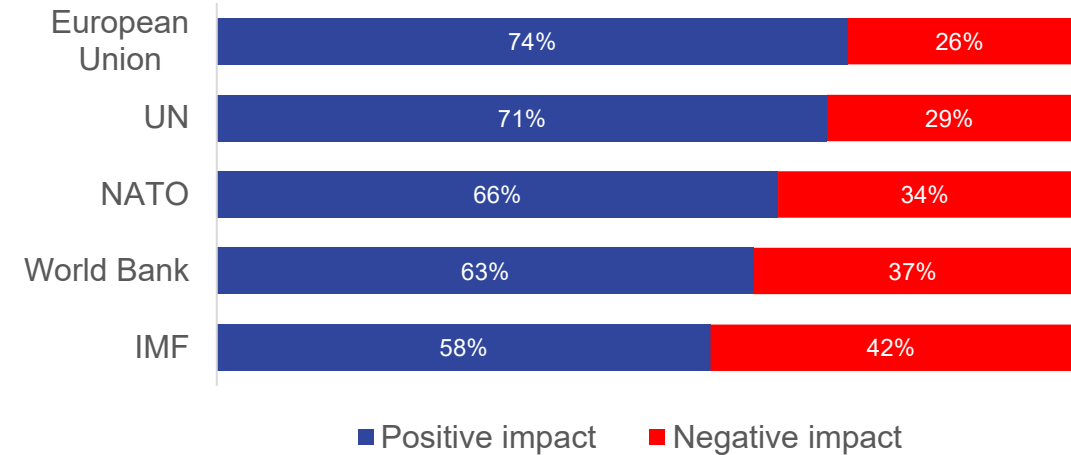
Among the differences in socio-demographic groups is the fact that women tend to have more positive expectations of **the IMF** than men - 64% vs. 50%. Also, more affluent people (middle-income and above-average income) respond better to the International Monetary Fund - 64% vs. 55% among people with below-average incomes.

EXPECTATIONS OF THE COUNTRIES/INTERNATIONAL ORGANIZATIONS IMPACT ON WORD AFFAIRS IN THE NEXT DECADE

Countries



International organizations



DH2. Thinking about the next decade, would you say the following countries or organizations will have an overall positive or a negative influence on world affairs?

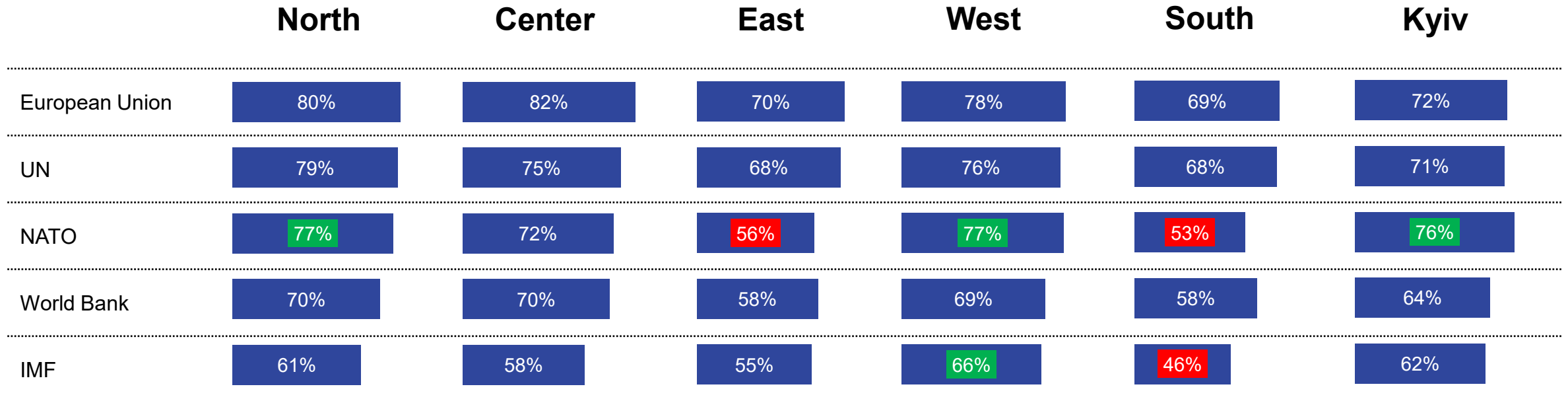
EXPECTATIONS OF POSITIVE IMPACT: REGIONS - 1

DH2. Thinking about the next decade, would you say the following countries or organizations will have an overall positive or a negative influence on world affairs?

	North	Center	East	West	South	Kyiv
Germany	84%	86%	78%	86%	78%	88%
Canada	84%	88%	73%	87%	80%	87%
Great Britain	89%	85%	73%	80%	71%	83%
France	83%	81%	70%	81%	75%	78%
Israel	71%	74%	64%	68%	73%	79%
USA	77%	71%	53%	77%	63%	71%
China	64%	68%	63%	59%	65%	59%
Saudi Arabia	67%	59%	51%	54%	58%	61%
India	49%	44%	43%	48%	49%	43%
Russia	19%	28%	30%	11%	31%	17%
Iran	19%	32%	20%	21%	29%	15%

EXPECTATIONS OF POSITIVE IMPACT: REGIONS - 2

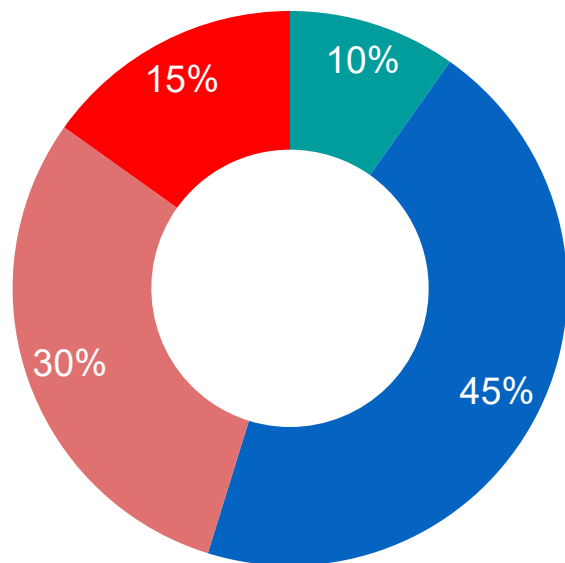
DH2. Thinking about the next decade, would you say the following countries or organizations will have an overall positive or a negative influence on world affairs?



EXPECTATIONS OF POSITIVE IMPACT FROM THE IMF BASED ON INCOME LEVEL

DH2. Thinking about the next decade, would you say the following countries or organizations will have an overall positive or a negative influence on world affairs?

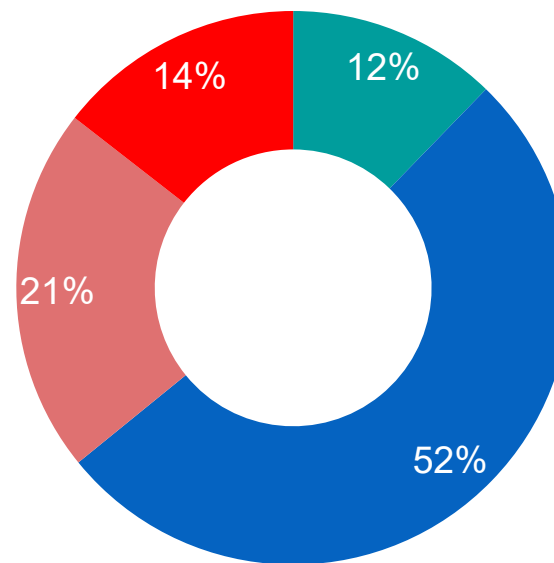
Bottom three categories based on income level*



55% Expect positive impact of the IMF on world affairs

45% Expect negative impact of the IMF on world affairs

Top three categories based on income level **



64% Expect positive impact of the IMF on world affairs

36% Expect negative impact of the IMF on world affairs

- Strongly positive
- Somewhat positive
- Somewhat negative
- Strongly negative

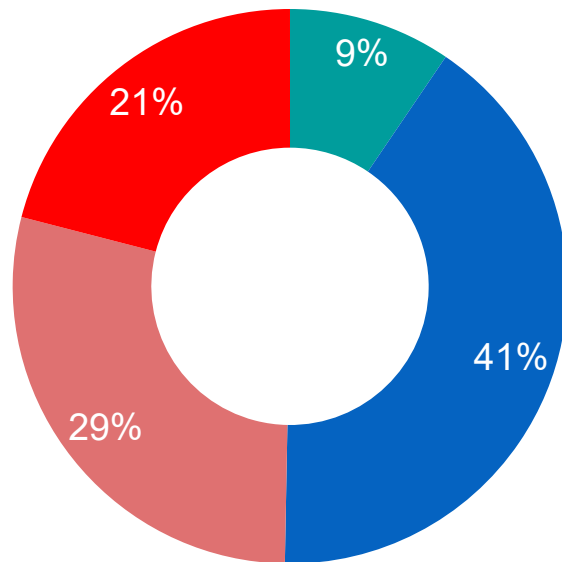
* - We do not have enough money for food
 - We have enough money for food, but we cannot afford clothes
 - We have enough money for food and clothing, but we cannot afford to buy a TV, fridge or washing machine

** - We have enough money to buy equipment, but we cannot afford a car
 - We have enough money, but we cannot afford to buy an apartment or a country house
 - If necessary, we can buy an apartment or a country house

EXPECTATIONS OF POSITIVE IMPACT FROM THE IMF BASED ON GENDER

DH2. Thinking about the next decade, would you say the following countries or organizations will have an overall positive or a negative influence on world affairs?

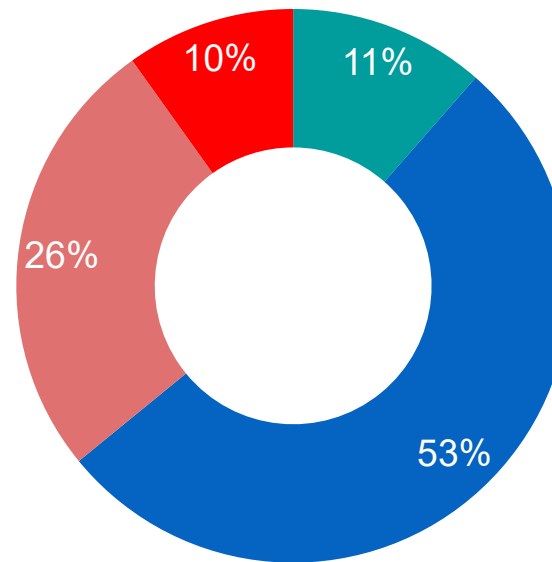
Male



50% Expect positive impact of the IMF on world affairs

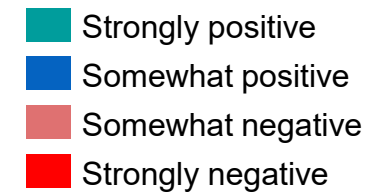
50% Expect negative impact of the IMF on world affairs

Female



64% Expect positive impact of the IMF on world affairs

36% Expect negative impact of the IMF on world affairs



ATTITUDE TOWARDS THE UNITED STATES

КОРОТКО. ВИСНОВКИ

In the survey, we also asked people to compare the United States with other countries in a number of statements that concerned the economy, human rights, institutions, the United States' relations with other countries, and so on.

First of all, Ukrainians rate the US economy higher than the economies of other countries - 76% rated the United States "much above average" or "slightly above average" on this indicator. In general, respondents rated the United States higher in the context of things that are more about the United States itself, such as the strength of the economy (76%), respect for citizens' rights (63%), democratic values (62%), and living standards (62%).), attractiveness for investment (62%). They are much less likely to evaluate the country positively in the international context - the least people agreed that the United States respects its neighbors and other countries better than other countries (37%).

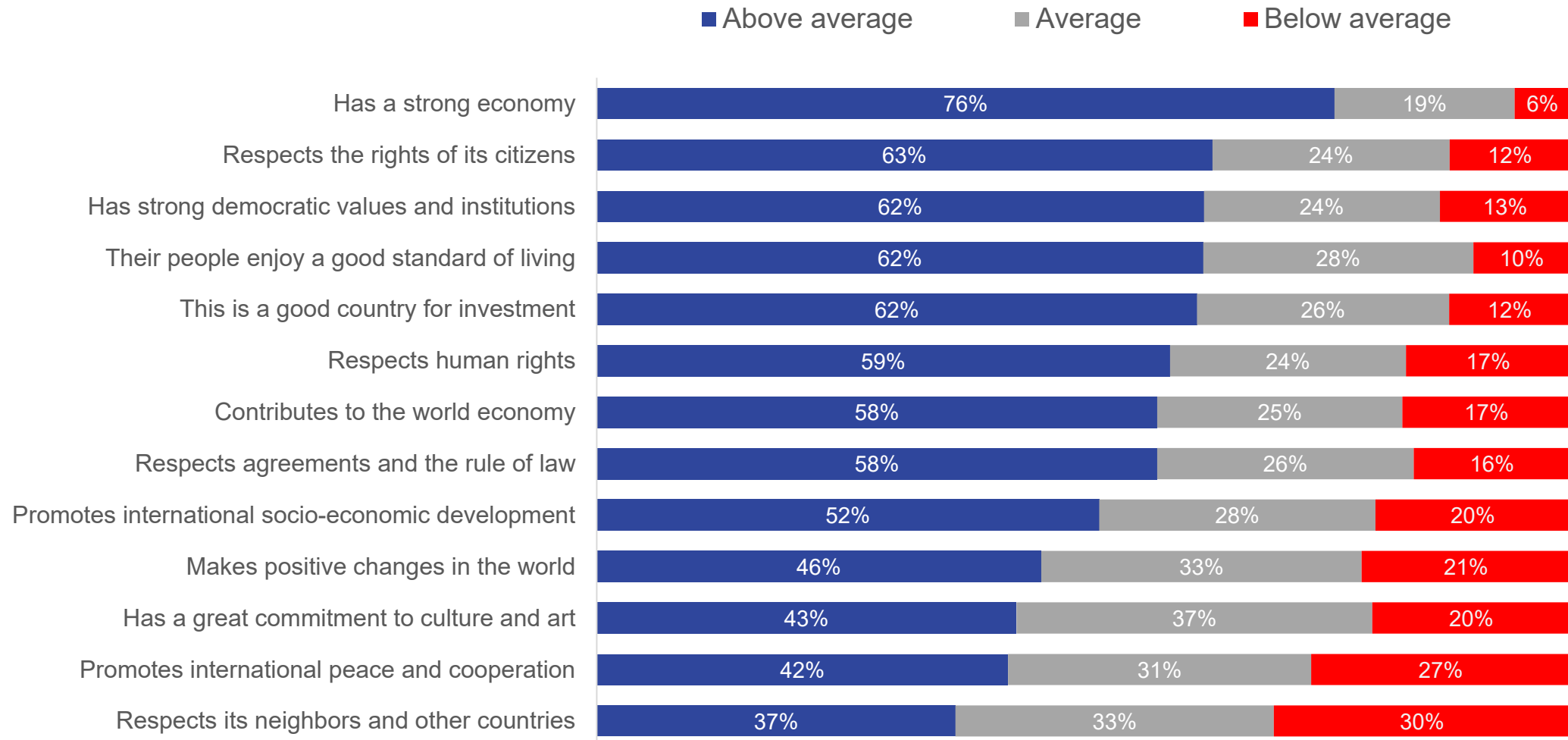
It is worth noting that, in general, the strength of democratic values / institutions and respect for the rights of citizens / human beings were highly valued by most people on a par with economic factors such as a strong economy, investment attractiveness and living standards.

The largest differences in the assessment of the United States among those who expect a negative impact of the United States on world events, and among those who believe that this impact will be positive, is observed in the statements regarding the impact on international socio-economic development (26%. against 77% respectively) and respect for human rights (20% vs. 69% respectively).

As with the overall assessment of the country's role over the next 10 years, the United States rated more negatively in most statements in eastern Ukraine. Compared to the entire sample, views differed most on the fact that the United States contributes to the world economy (47% vs. 58% of the total population) and international peace and cooperation (32% vs. 42%).

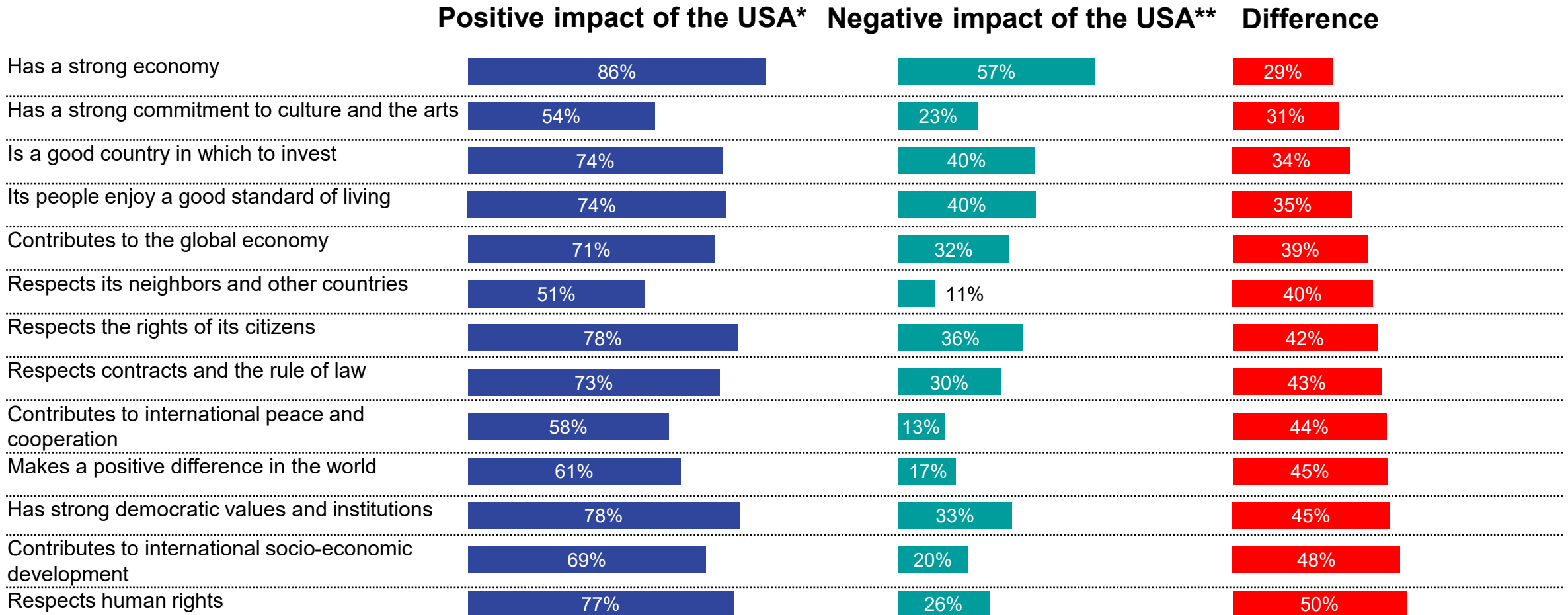
US RANK IN COMPARISON WITH OTHER COUNTRIES

G2. How does the United States compare with other countries, based on the following attributes?



US RANK IN COMPARISON WITH OTHER COUNTRIES BASED ON EXPECTED IMPACT IN THE NEXT TEN YEARS

DH2. Thinking about the next decade, would you say the following countries or organizations will have an overall positive or a negative influence on world affairs?
G2. How does the United States compare with other countries, based on the following attributes: - ...?:



US RANK IN COMPARISON WITH OTHER COUNTRIES: REGIONS

G2. How does the United States compare with other countries, based on the following attributes?

	North	Center	East	West	South	Kyiv
Has a strong economy	83%	78%	69%	80%	73%	84%
Respects the rights of its citizens	71%	59%	57%	71%	60%	71%
Has strong democratic values and institutions	71%	64%	54%	69%	62%	70%
Their people enjoy a good standard of living	70%	70%	55%	62%	63%	70%
This is a good country for investment	67%	65%	56%	66%	63%	65%
Respects human rights	69%	67%	50%	64%	57%	65%
Contributes to the world economy	56%	73%	47%	66%	56%	65%
Respects agreements and the rule of law	65%	62%	51%	65%	58%	60%
Promotes international socio-economic development	56%	55%	42%	62%	52%	59%
Makes positive changes in the world	43%	44%	41%	55%	45%	48%
Has a great commitment to culture and art	41%	50%	36%	49%	47%	47%
Promotes international peace and cooperation	45%	52%	32%	50%	44%	48%
Respects its neighbors and other countries	42%	37%	30%	48%	36%	40%

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-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

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 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

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

IPSOS GLOBAL ADVISOR. PLAN IN UKRAINE

No wave	Questions to	Beginning of field work	Completion of fieldwork	Results
140	Mon, March 9, 2020	Fri, March 25, 2020	Fri, April 10, 2020	Fri, April 15, 2020
143	Mon, June 8, 2020	Fri, June 19, 2020	Fri, July 3, 2020	Fri, July 10, 2020
146	Mon, Sept 14, 2020	Fri, Sep 25, 2020	Fri, Oct 9, 2020	Fri, Oct 16, 2020
149	Mon, Dec 7, 2020	Fri, Dec 18, 2020	Fri, Jan 1, 2020	Fri, Jan 8, 2020

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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
www.ipsos.com
www.ipsos.com/ua

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

