



Pre-Election Environment Survey: Residents of 24 Ukrainian Cities

National: September 16-18, 2020

Round 1: September 12-October 1, 2020

Round 2: October 6-18, 2020



Detailed Methodology

- The survey was conducted by Sociological Group “Rating” (Rating Group Ukraine) on behalf of the International Republican Institute’s Center for Insights in Survey Research.
- The survey was conducted throughout Ukraine (except for in the occupied territories of Crimea and Donbas) between September 16 and September 18, 2020 using a CATI (computer-assisted telephone interview) method based on a random sample of mobile phone numbers.
- Mobile numbers were generated randomly using 12 codes of the three largest mobile number operators in Ukraine: KYIVSTAR, VODAFONE Ukraine and LIFECCELL. Each randomly generated number package includes an equal quantity of each code (050, 063, 066, 067, 068, 073, 093, 095, 096, 097, 098, 099).
- The total sample consists of 2,445 residents of Ukraine aged 18 and older. For some questions, the total sample was divided into two subsamples of n=1,231 (Sample A) and of n=1,214 (Sample B).
- The results were weighted according to regional, age and gender distribution based on data from the State Statistics Committee of Ukraine as of January 1, 2018.
- The margin of error does not exceed ± 2 percent.
- The response rate was 14 percent.
- Charts and graphs may not add up to 100 percent due to rounding.
- The survey was funded by the U.S. Agency for International Development (USAID).

Detailed Methodology

- The survey was conducted by [Info Sapiens](#) on behalf of the [International Republican Institute's Center for Insights in Survey Research](#).
- The survey was conducted in 24 cities: 22 *oblast* centers and Kramatorsk and Kryvyi Rih. The survey was conducted in two rounds. The first round was conducted from September 12 to October 1, while the second round was conducted from October 6 to October 18. Both rounds used a CATI (computer-assisted telephone interview) method based on a list-based simple random sampling of mobile phone numbers.
- The sampling frame consisted of a database of potential respondents previously recruited from face-to-face surveys conducted on the basis of a multi-stage proportionate stratified sample with a quota at the last stage.
- The total sample consisted of 14,400 permanent residents, or 600 respondents per city, aged 18 years and older. The samples are representative of the population by age and gender.
- The results were weighted according to age and gender distribution based on data from the State Statistics Committee of Ukraine as of January 01, 2019.
- The margin of error does not exceed ± 4 percent for each city.
- The response rate averaged 9.4 percent for the city-level sample. While this response rate is lower than the International Republican Institute's standard requirements, additional data vetting did not reveal any particular bias associated with the low response rate.
- Charts and graphs may not add up to 100 percent due to rounding.
- The survey was funded by the [U.S. Agency for International Development \(USAID\)](#).

Frequently Cited Disaggregates*

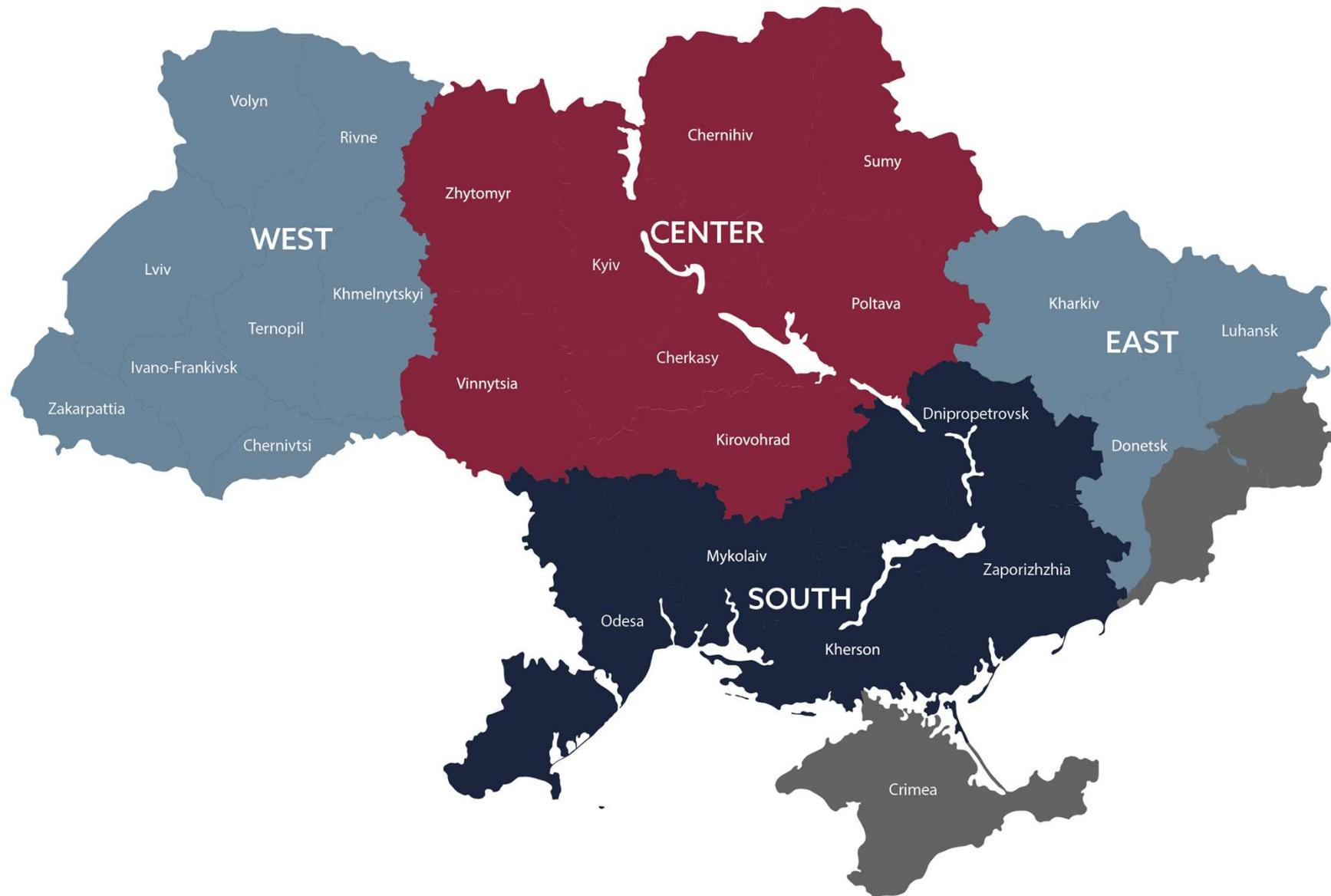
Disaggregate	Disaggregation Category	Full Sample*	Sample A	Sample B
Region	Center	n=858	n=441	n=417
	East	n=318	n=165	n=153
	West	n=660	n=322	n=338
	South	n=609	n=303	n=307
Gender	Men	n=1,107	n=558	n=549
	Women	n=1,339	n=647	n=665
Age	18-35	n=710	n=363	n=347
	36-50	n=684	n=350	n=334
	51+	n=1,051	n=518	n=533
Economic Status†	Food insecure income	n=372	n=184	n=188
	Subsistence income	n=716	n=369	n=347
	Adequate income	n=875	n=429	n=446
	Secure income	n=457	n=235	n=222

*Cited bases are weighted.

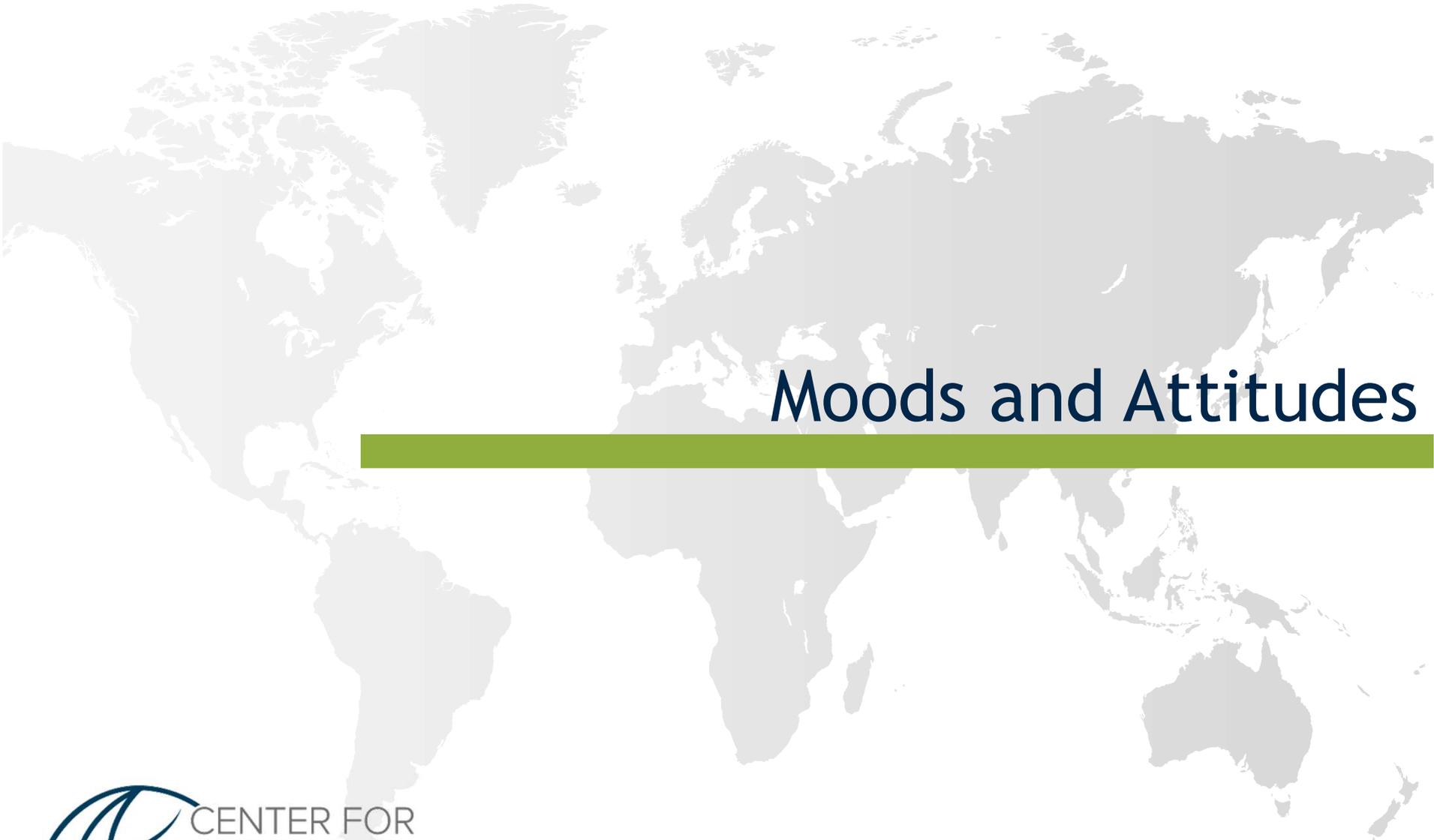
**Margin of error will vary with sample size n.

†Respondents were asked “Which of the following best describes your financial situation?” The possible answers presented were 1. “There isn’t enough money even for food” (“food insecure income”); 2. “There is enough for everyday expenses, but it is already difficult to buy clothes” (“Subsistence income”); 3. “Basically enough, but not enough to buy expensive items” (“Adequate income”); 4. “Almost everything is enough, but buying an apartment, a house is not available” (“secure income”).

Geographical Key



*Due to the Russian occupation of Crimea and ongoing conflict in the East of Ukraine, citizens of Crimea and parts of Donetsk and Luhansk oblasts controlled by the separatists did not participate in the survey.



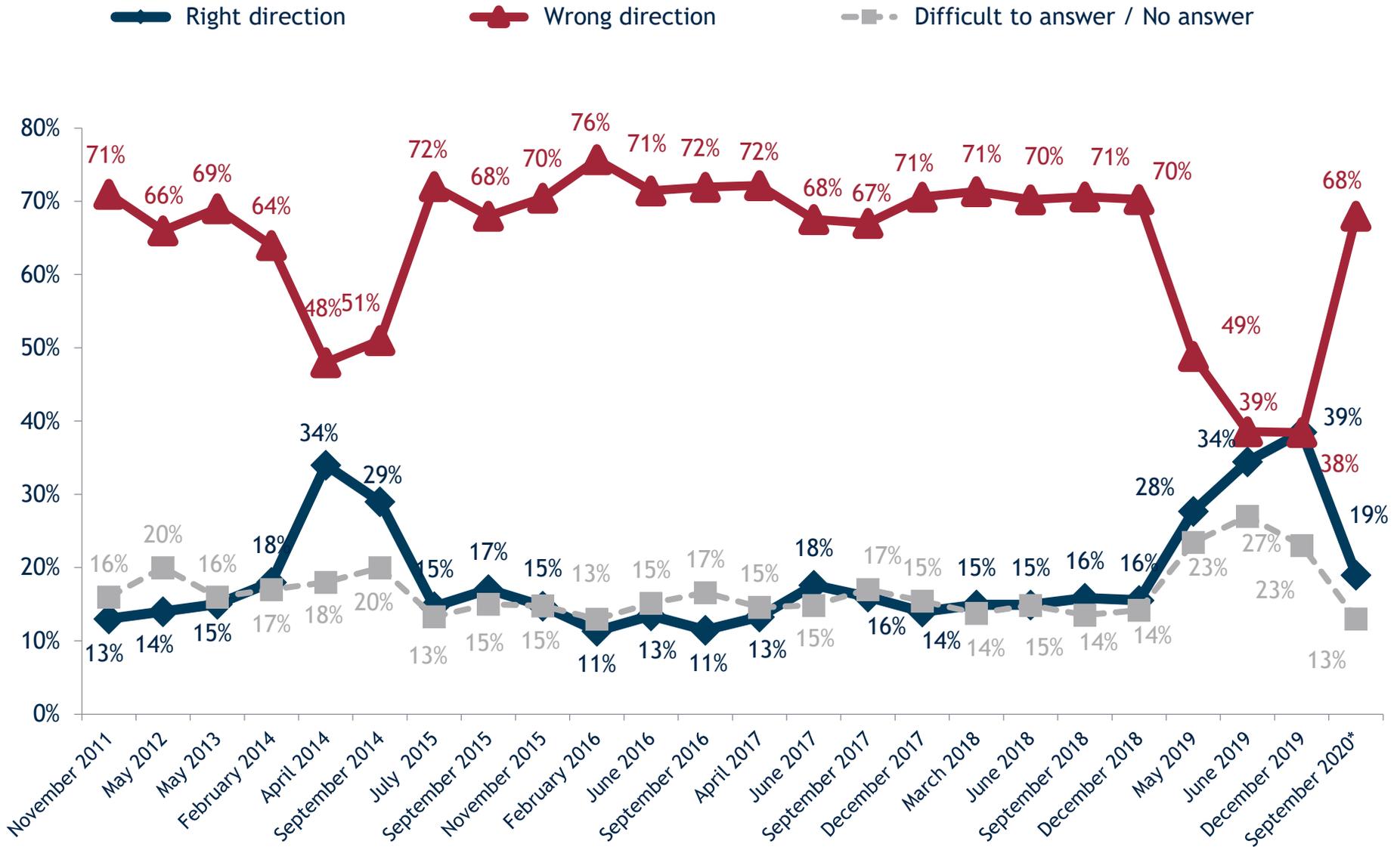
Moods and Attitudes



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National

In general, would you say that Ukraine is heading in the right direction or in the wrong direction?

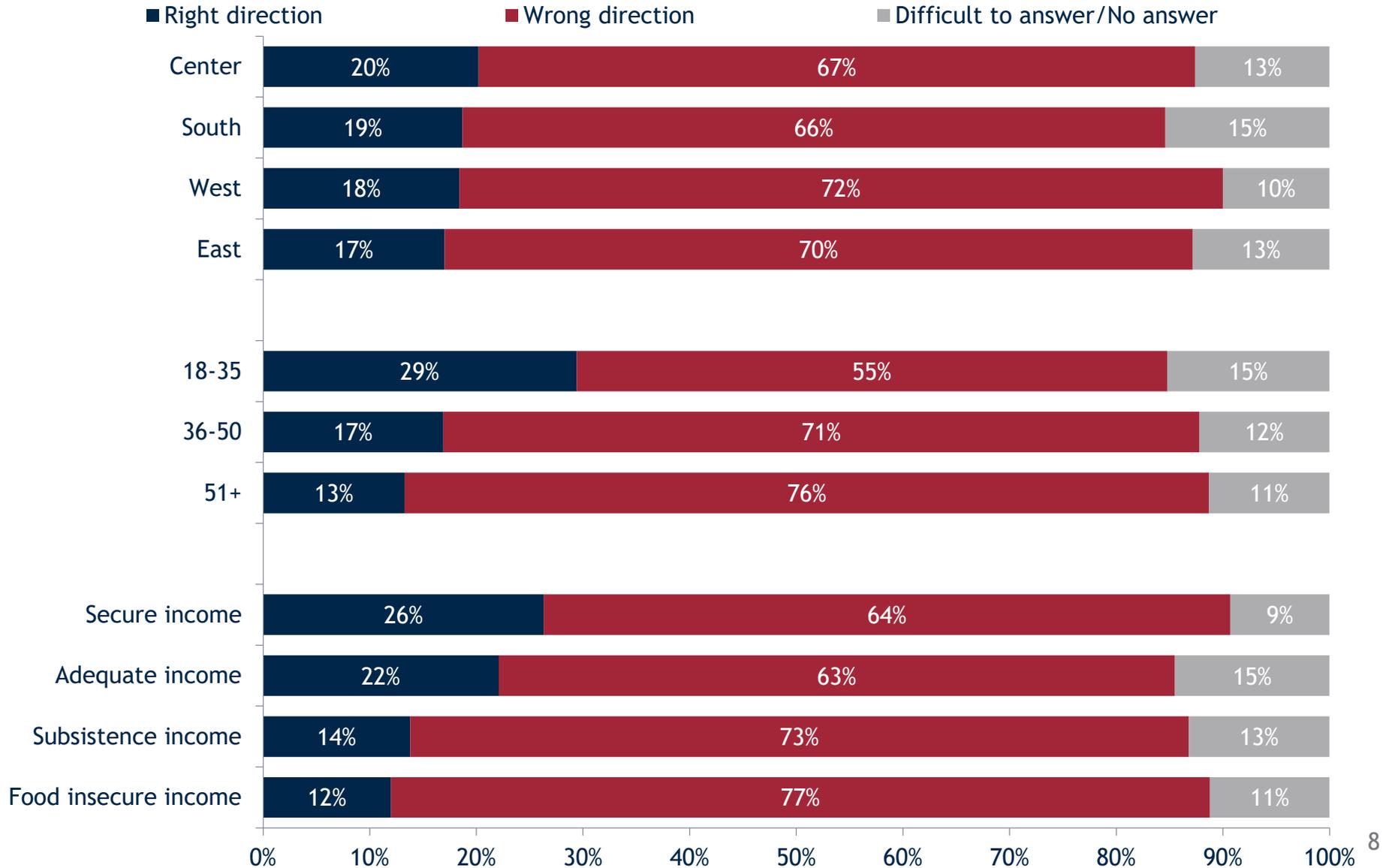


*Interviews for the September 2020 survey were done via computer-assisted phone interviews (CATI). All previous polls were conducted through face-to-face interviews.

National

In general, would you say that Ukraine is heading in the right direction or in the wrong direction?

Region, Age, Income

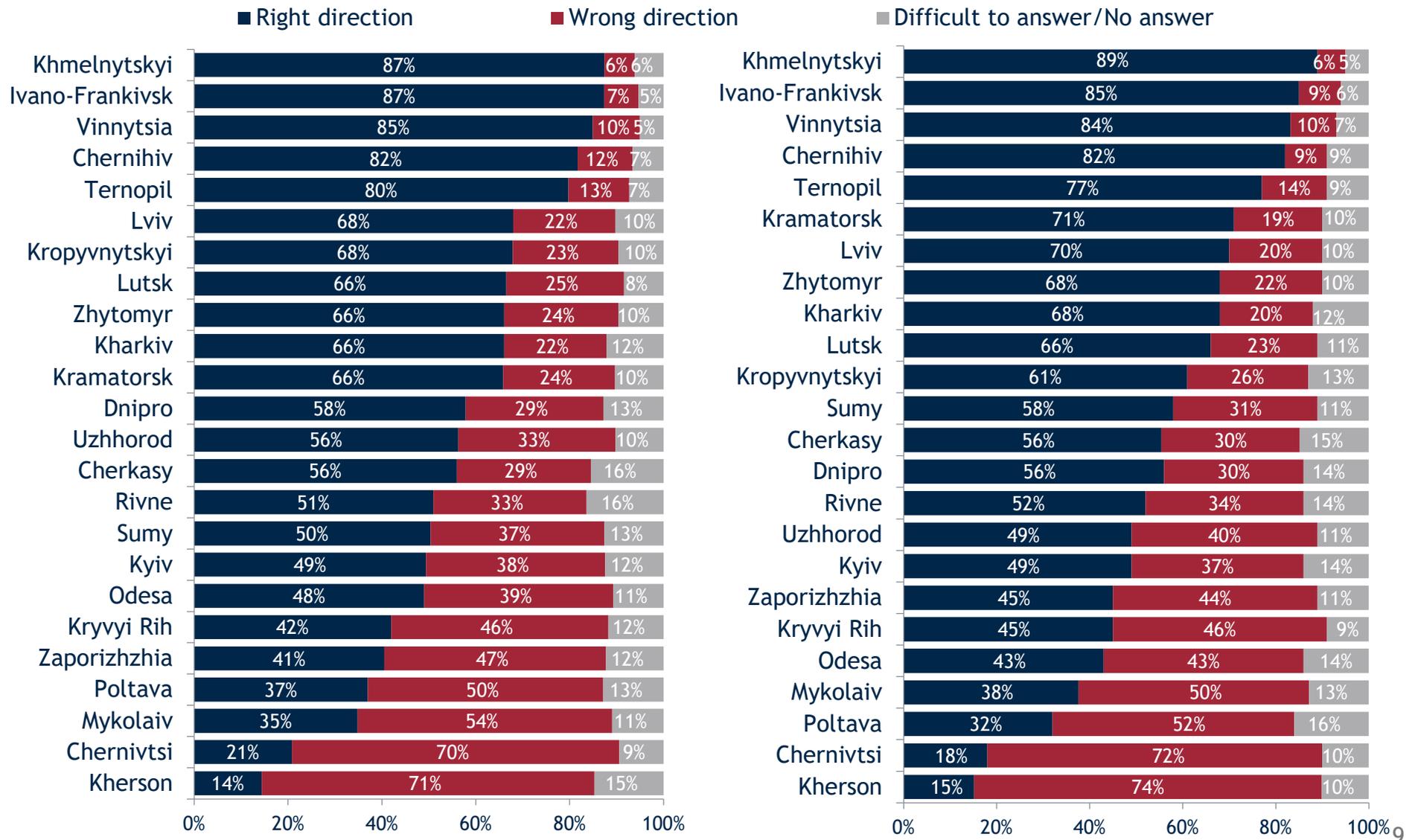


Cities

Generally speaking, do you think that things in your city are going in the right direction or in the wrong direction?

Round 1

Round 2

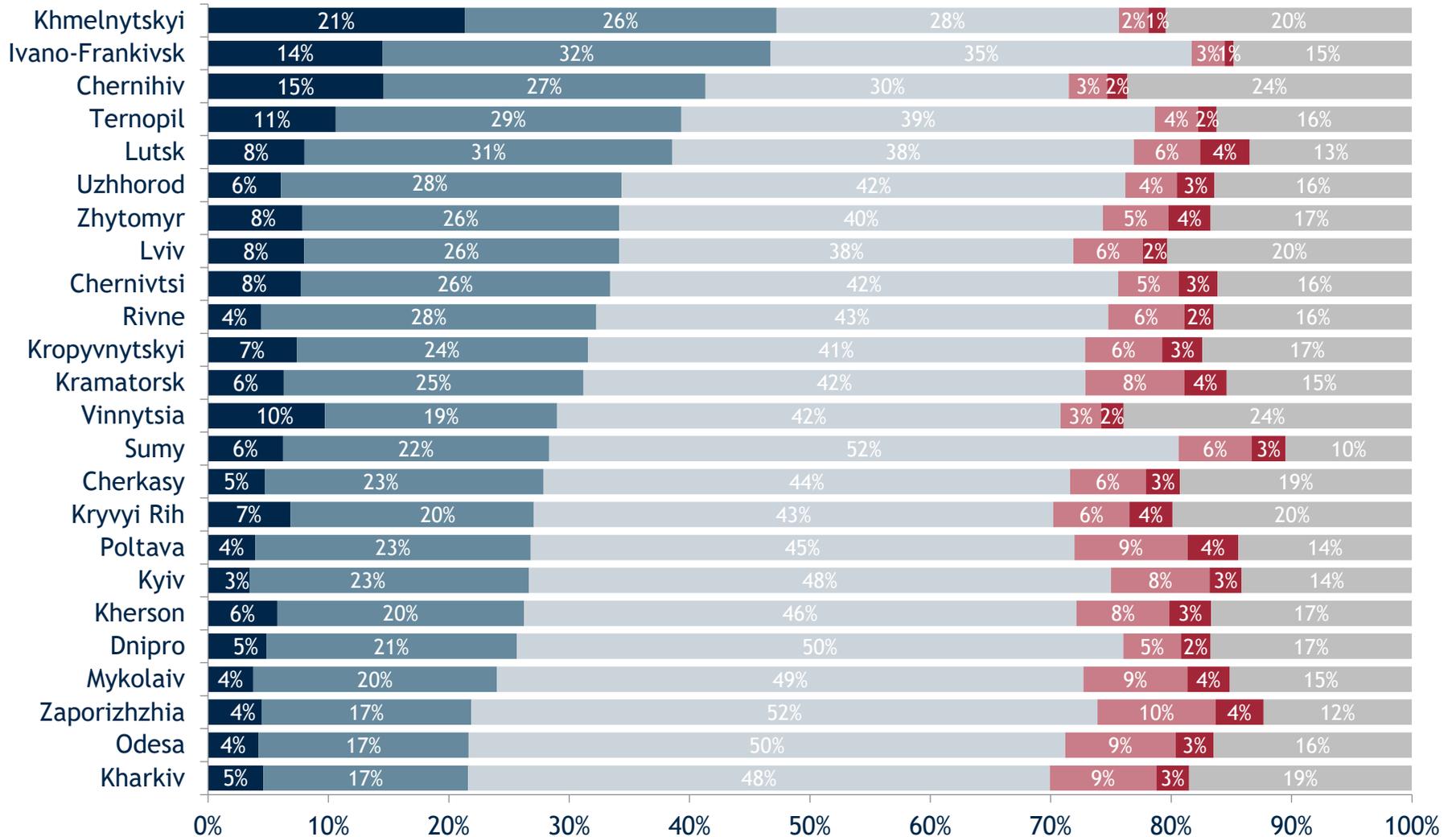


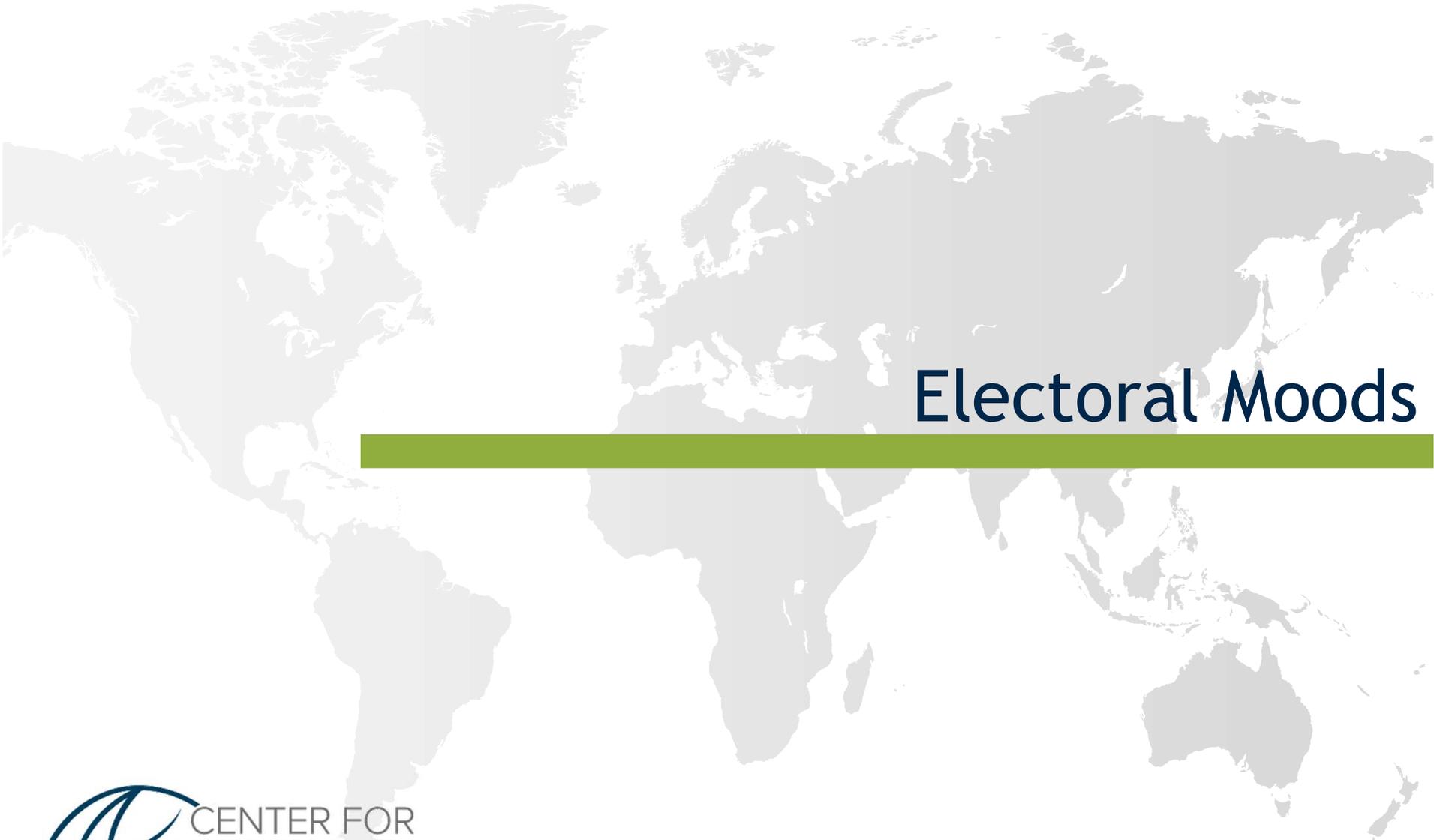
Cities

How do you expect the situation in your city to change after the local elections in October?

Round 2

■ Improve a lot ■ Improve a little ■ Stay the same ■ Decline a little ■ Decline a lot ■ Difficult to answer/No answer





Electoral Moods

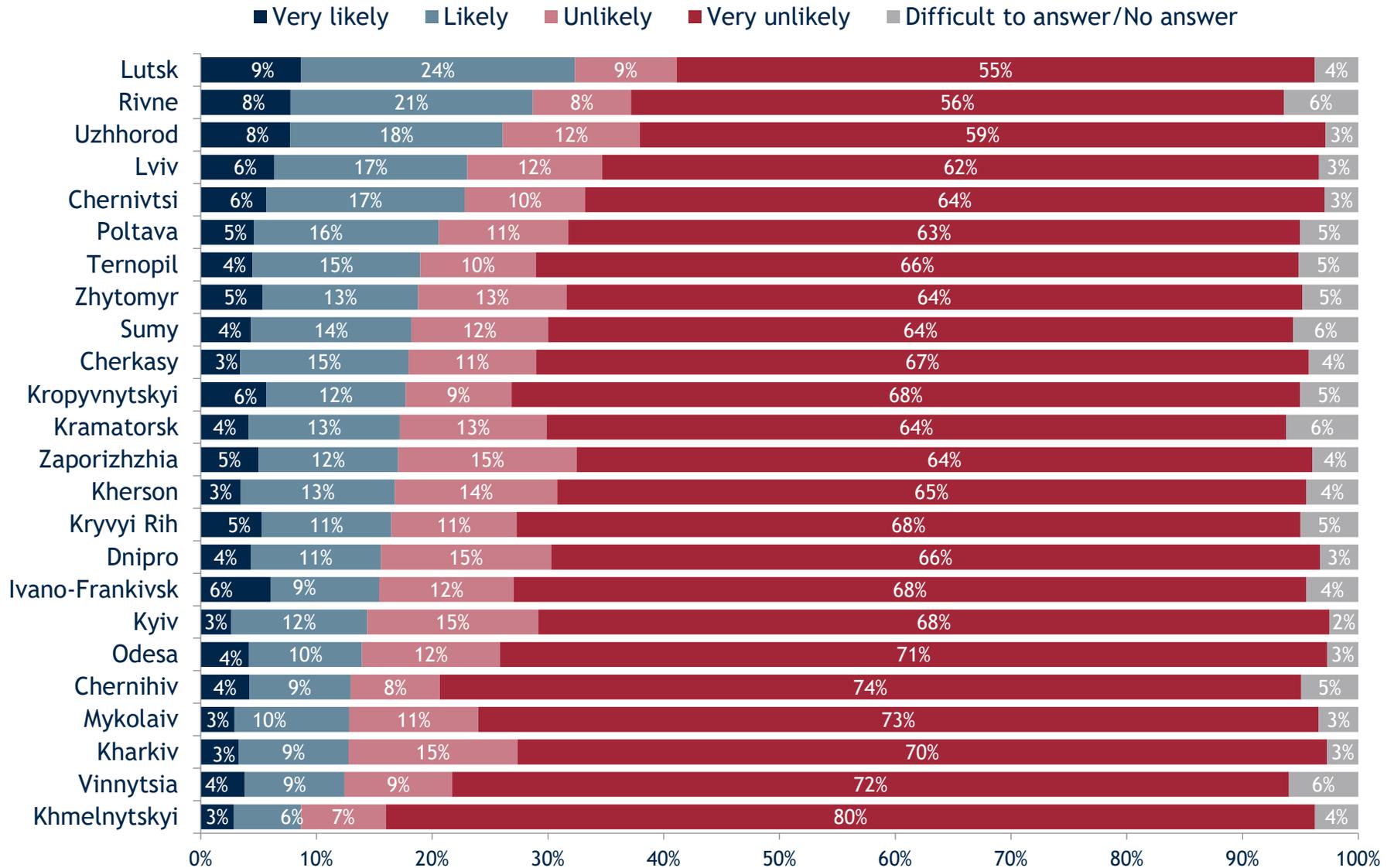


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Cities

Once you have decided on a candidate to vote for, how likely are you to change your mind leading up to the October 25, 2020 local election?

Round 2





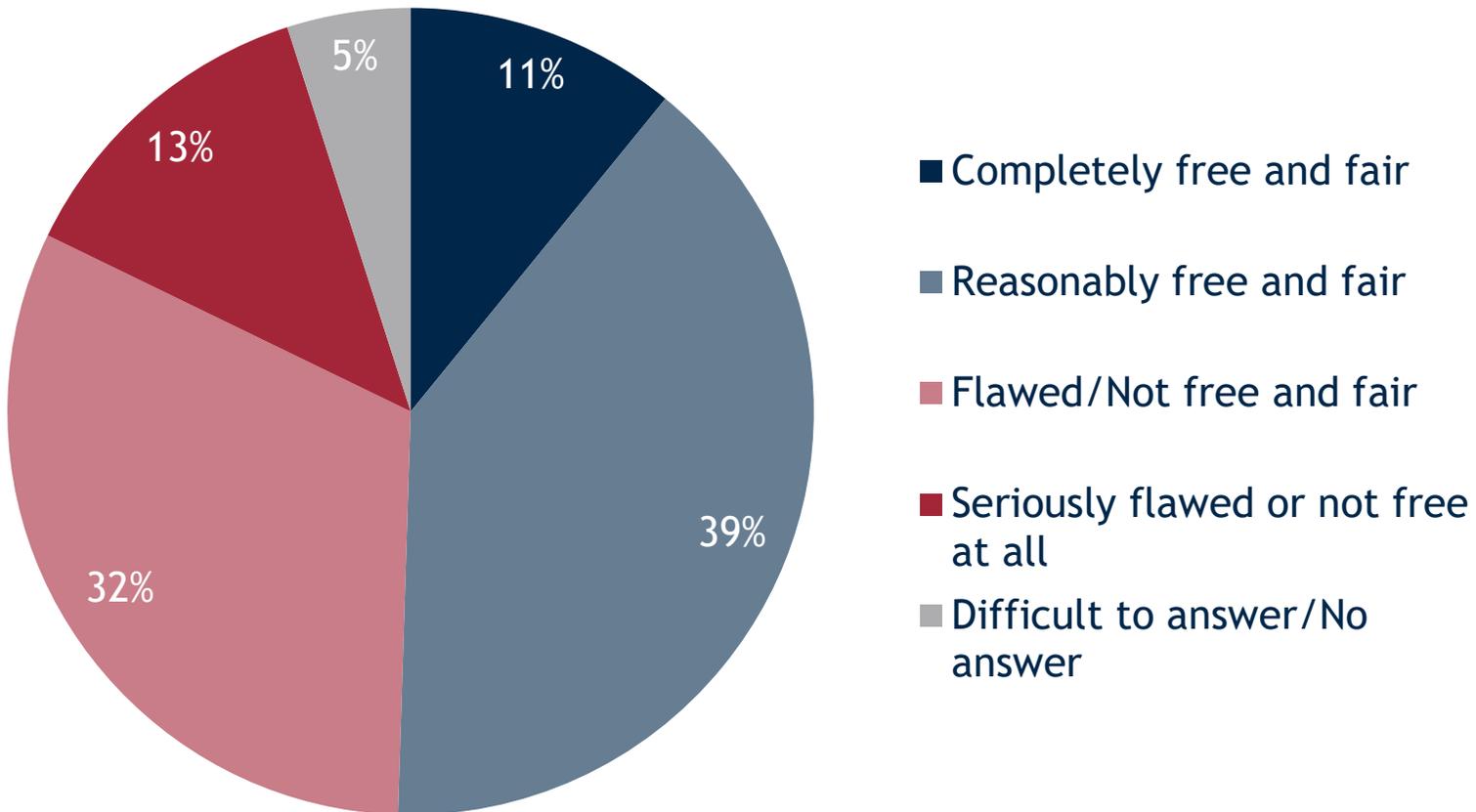
Perceptions of Election Environment



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National Sample A

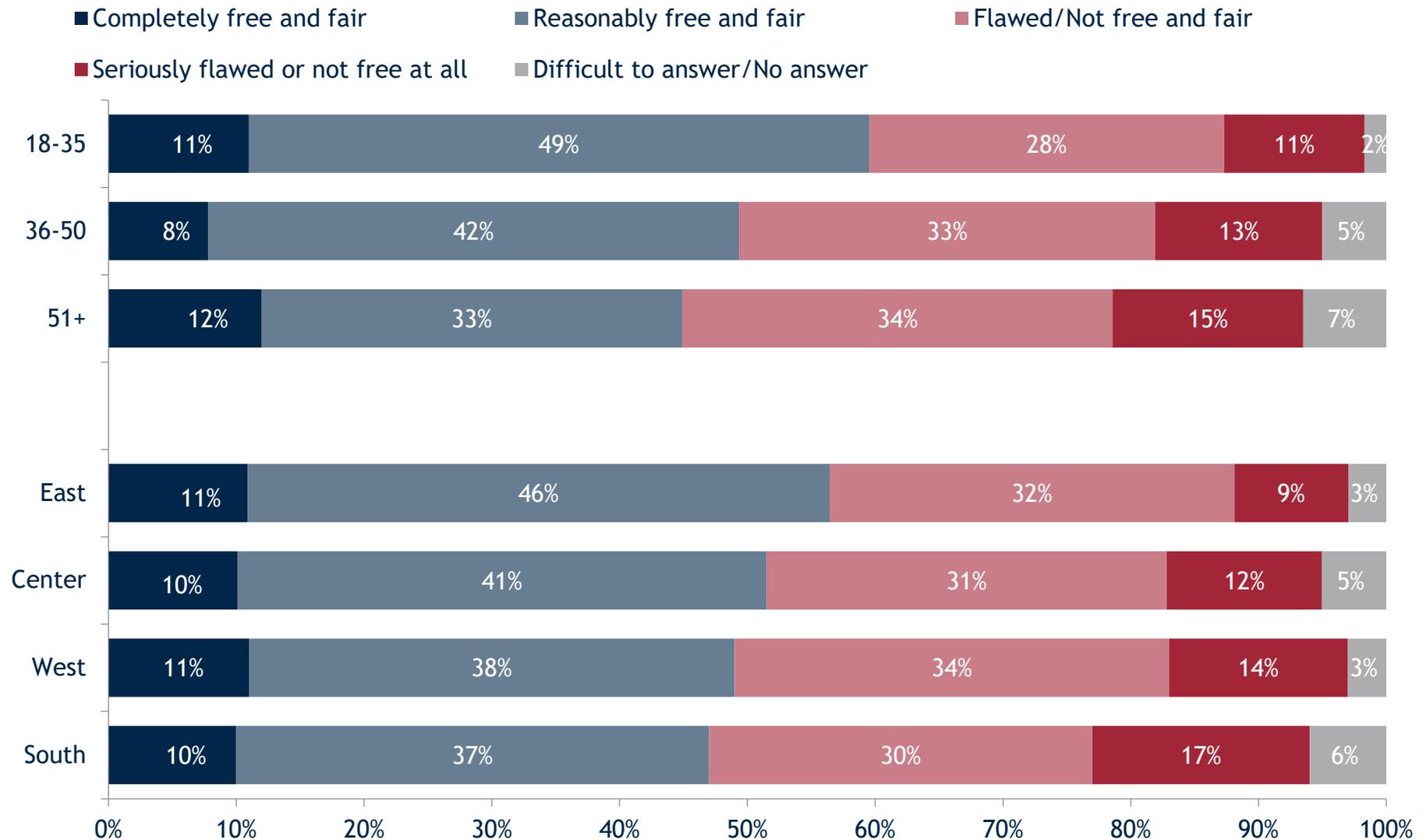
Do you expect the upcoming local elections in Ukraine to be ...?



National Sample A

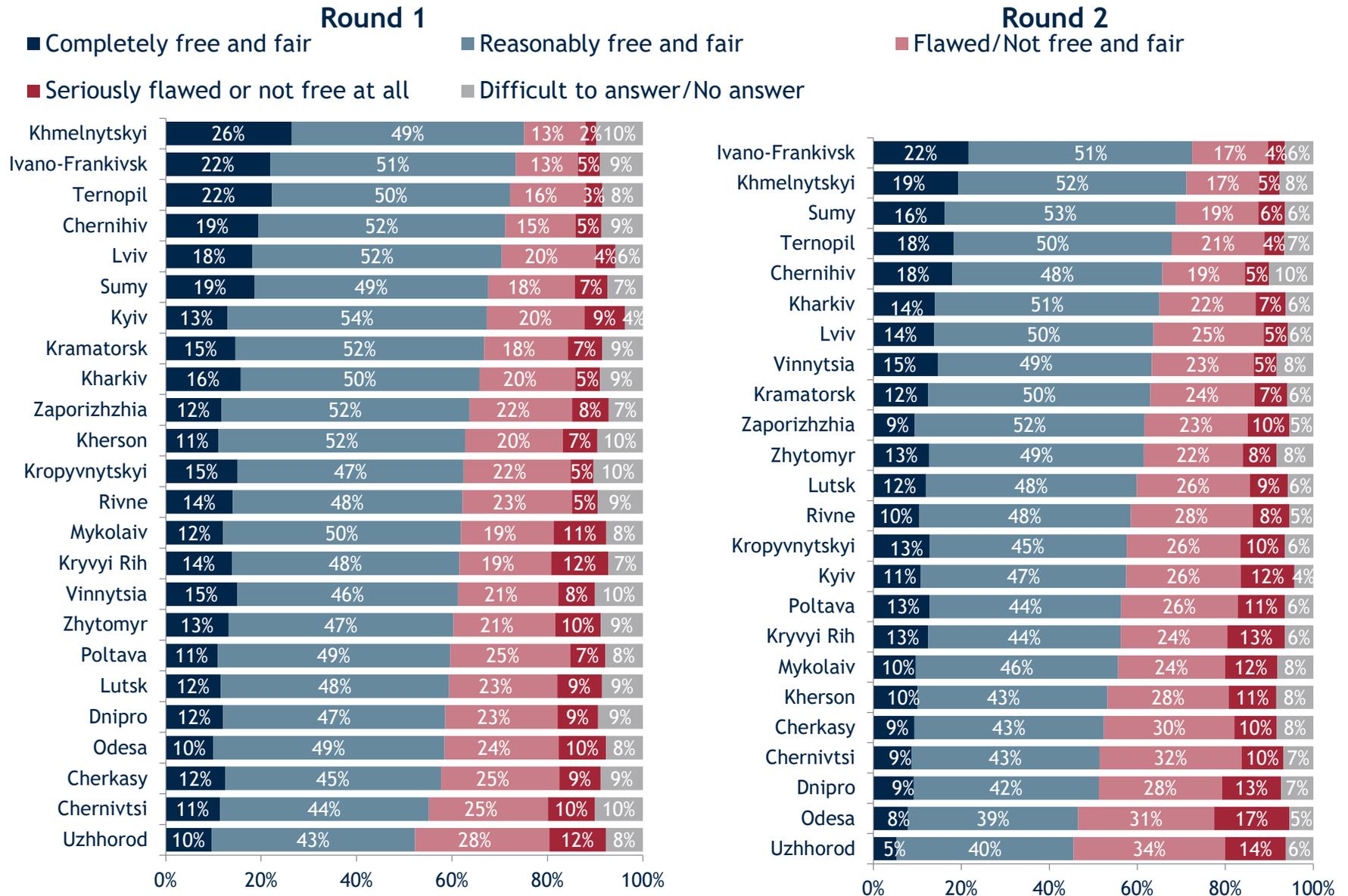
Do you expect the upcoming local elections in Ukraine to be ...?

Age, Region



Cities

Do you expect the upcoming local elections in your city to be ...?

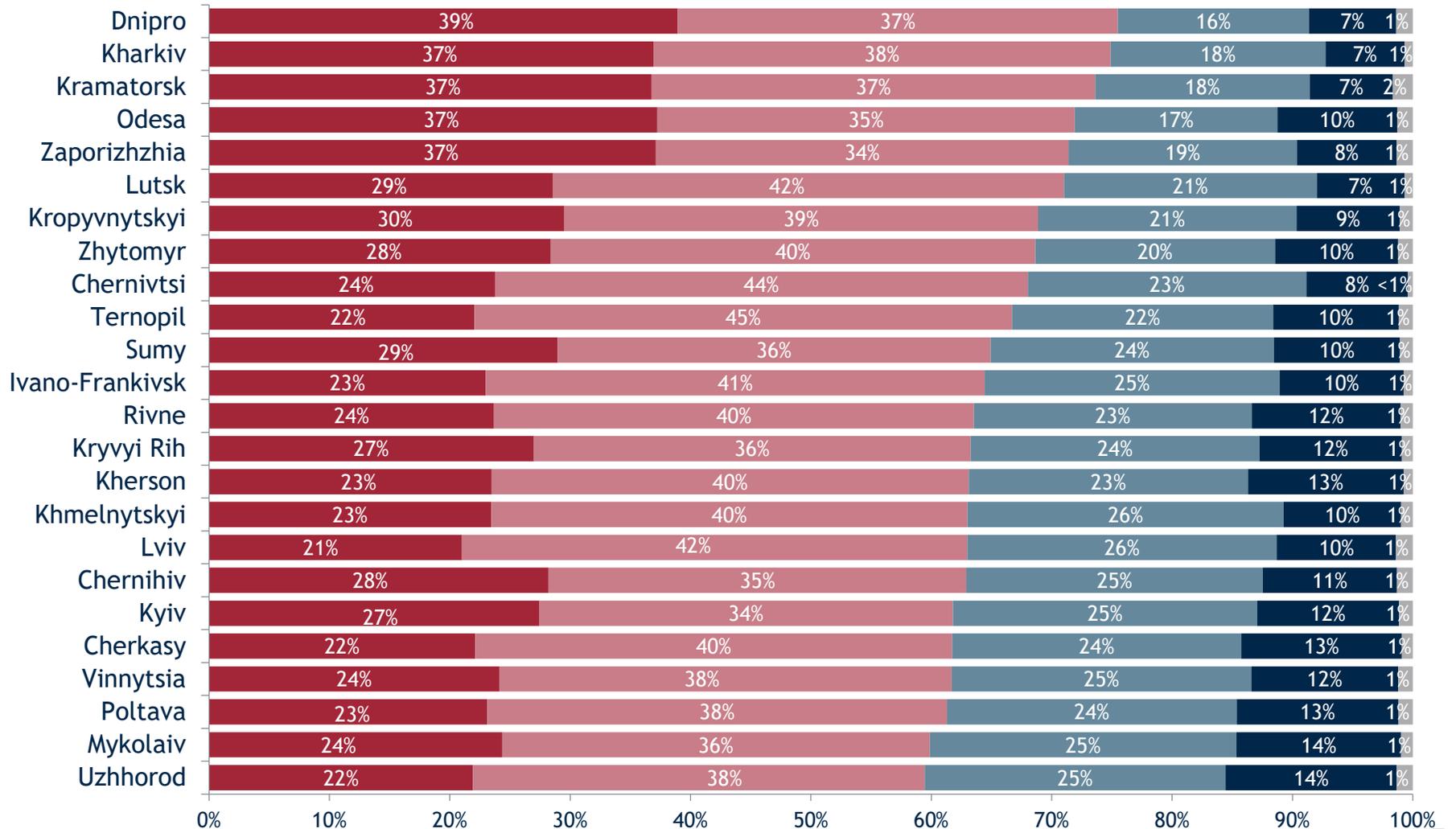


Cities

How would you rate your understanding of the new election rules and processes for the upcoming October local elections?

Round 2

- Not familiar - I know little to nothing about this
- Somewhat familiar - I vaguely remember reading or hearing about this
- Familiar - I understand the new election process
- Very familiar - I know about the new election process
- Difficult to answer/No answer

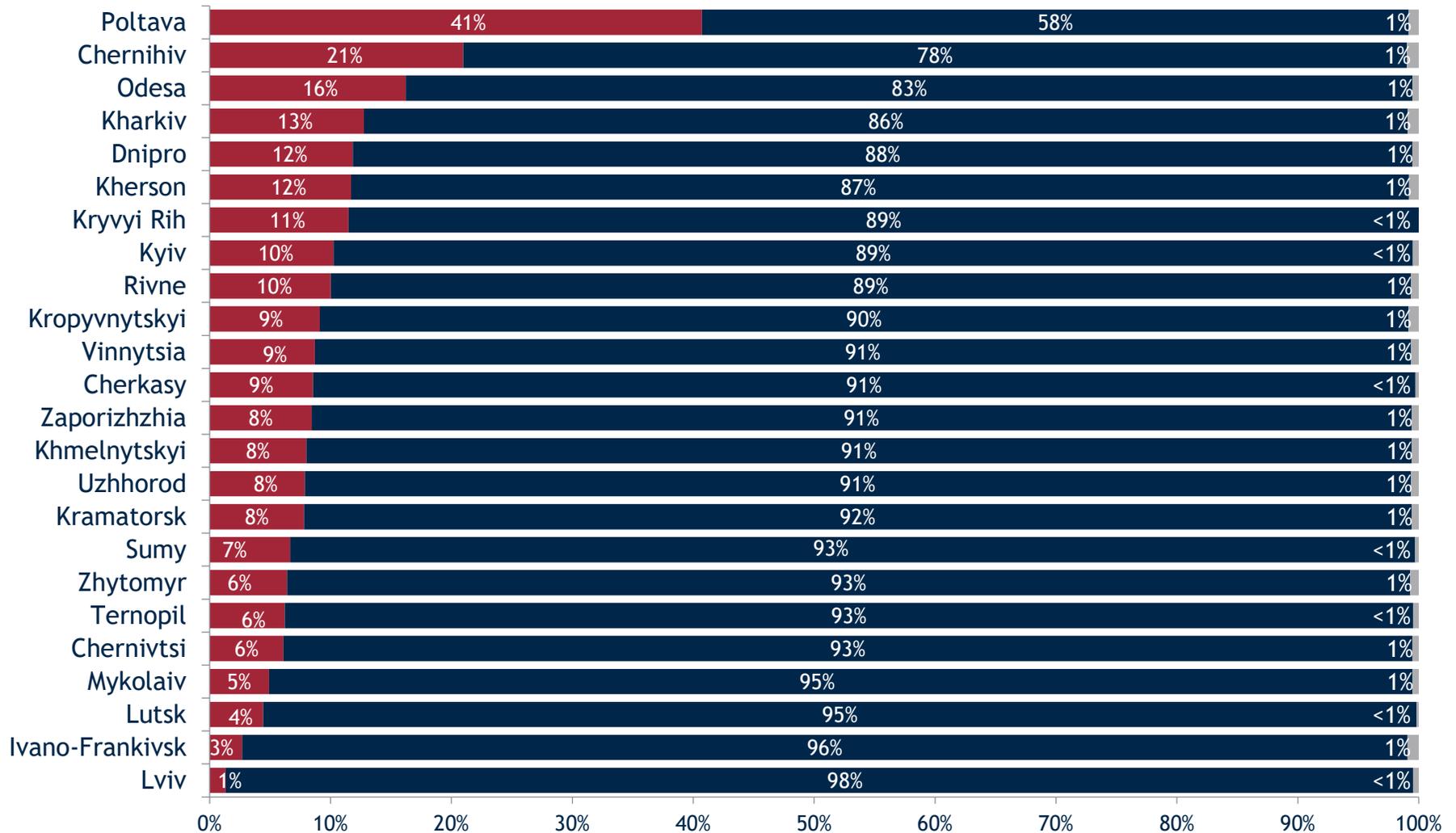


Cities

Have you, or someone you know personally, received gifts or payment from candidates or parties?

Round 2

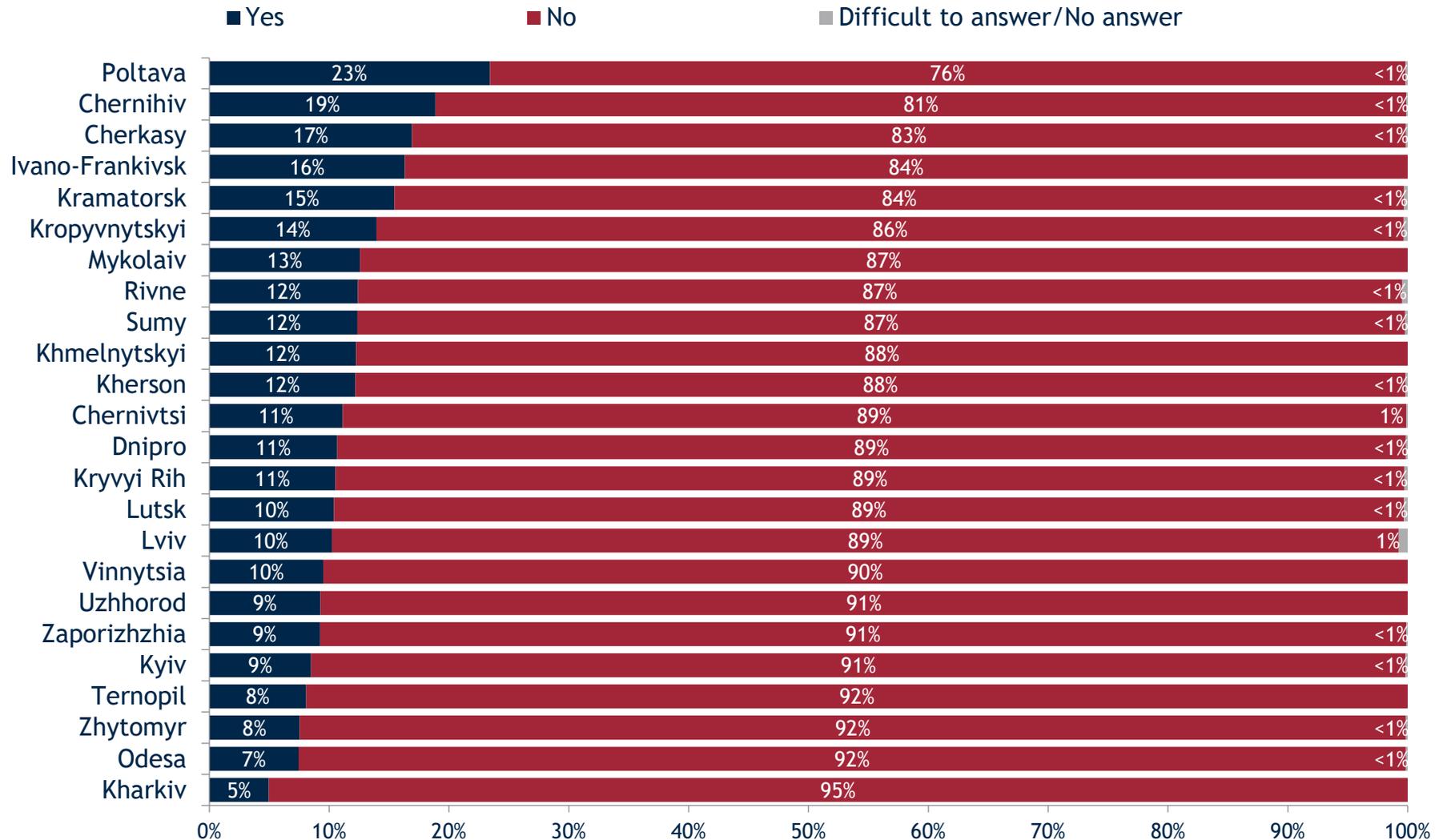
■ Yes ■ No ■ Difficult to answer/No answer



Cities

Since the beginning of the official campaign period ahead of Ukraine's 2020 local elections have you
Attended a campaign event or speech?

Round 2

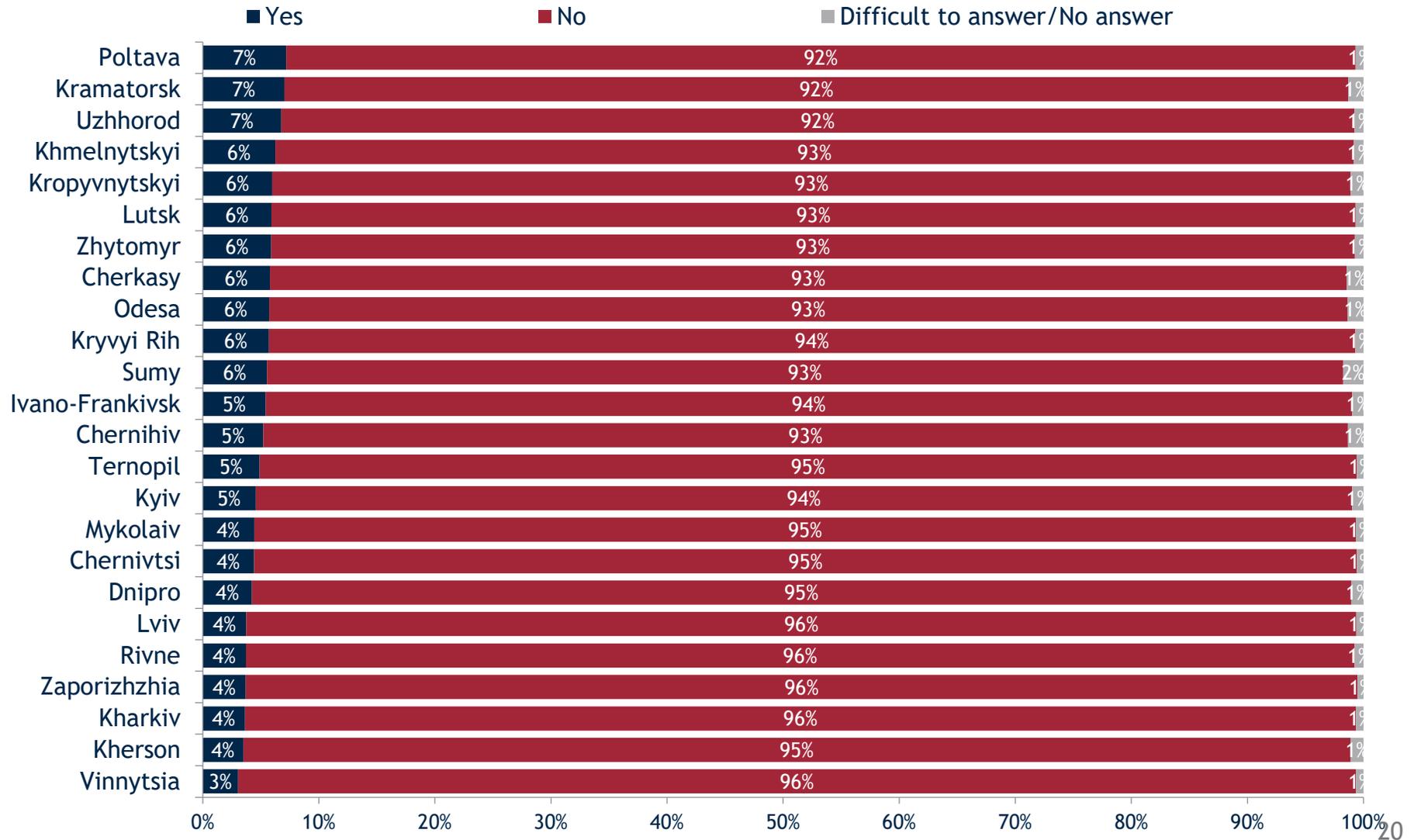


Cities

Since the beginning of the official campaign period ahead of Ukraine's 2020 local elections have you

Volunteered for a political cause, candidate or organization?

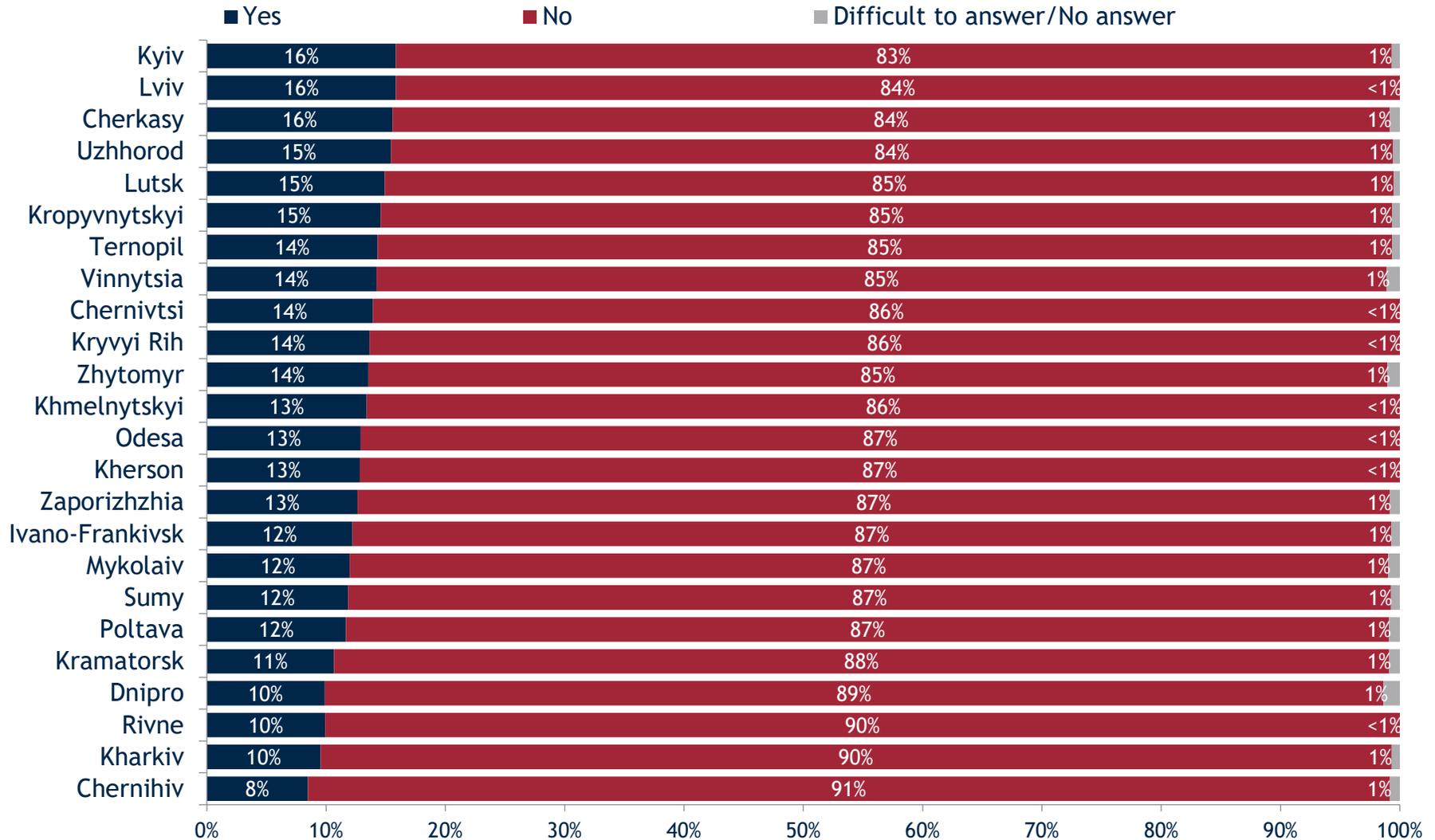
Round 2



Cities

Since the beginning of the official campaign period ahead of Ukraine's 2020 local elections have you Posted comments on political issues online?

Round 2

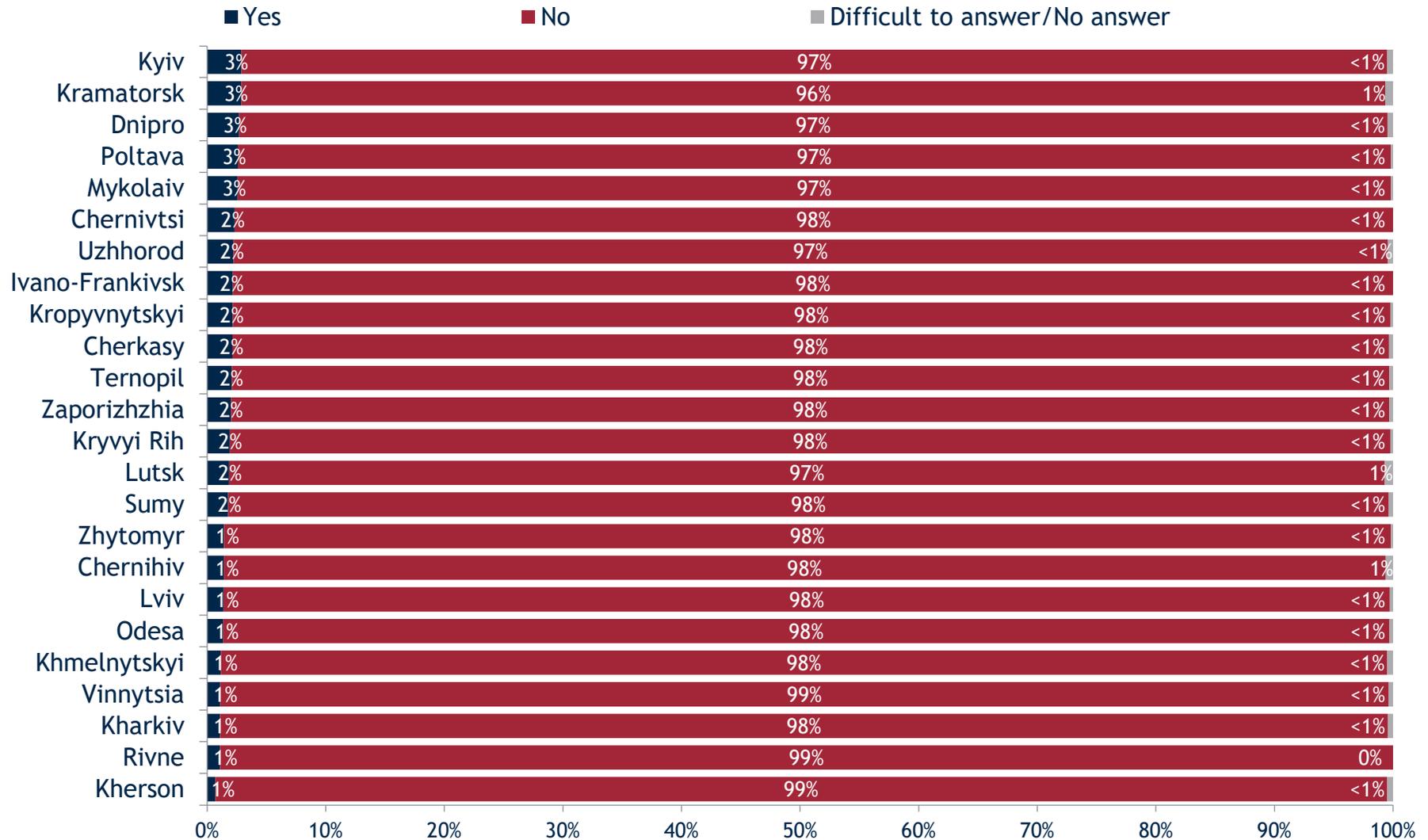


Cities

Since the beginning of the official campaign period ahead of Ukraine's 2020 local elections have you

Donated money to a political candidate, cause, party or organization?

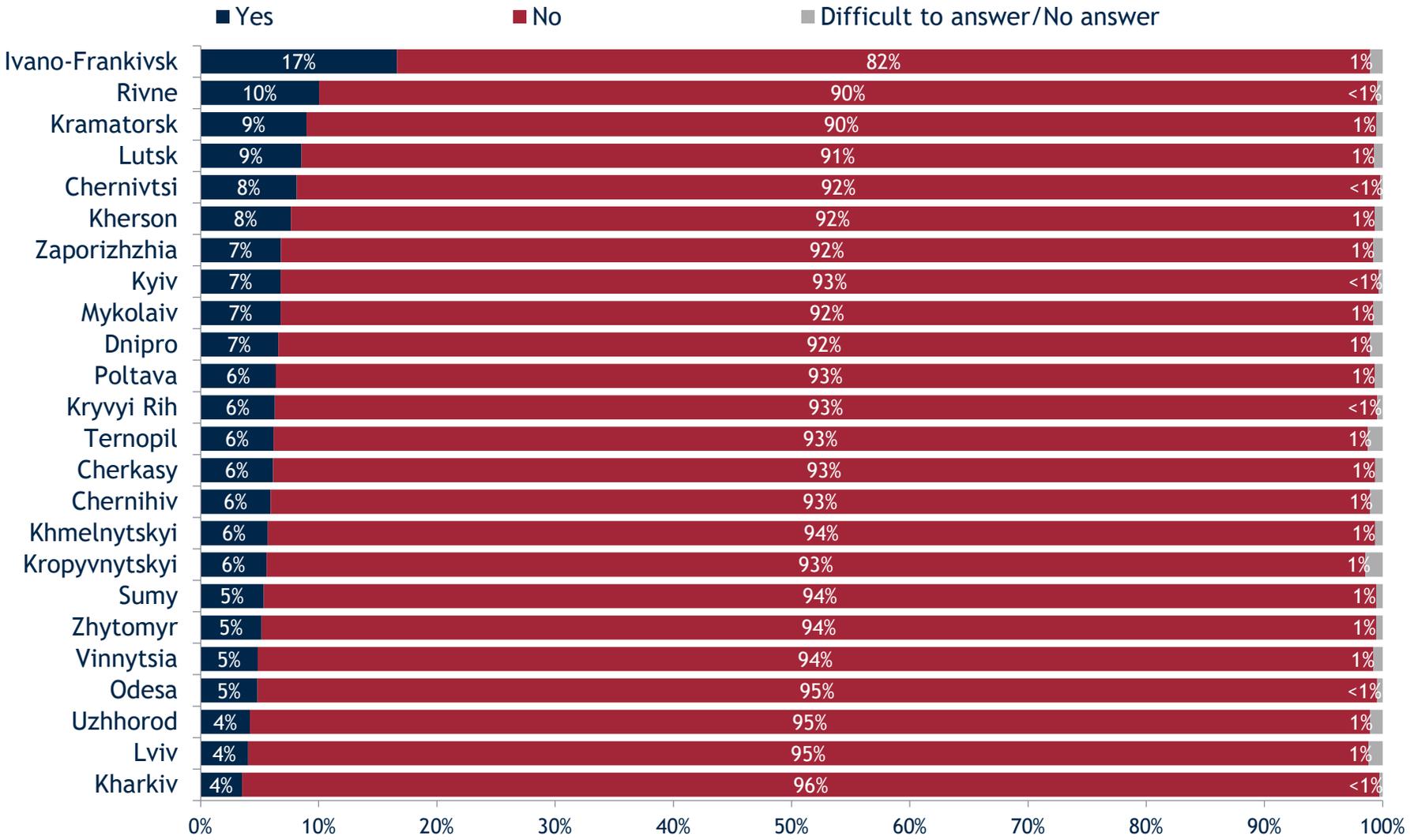
Round 2

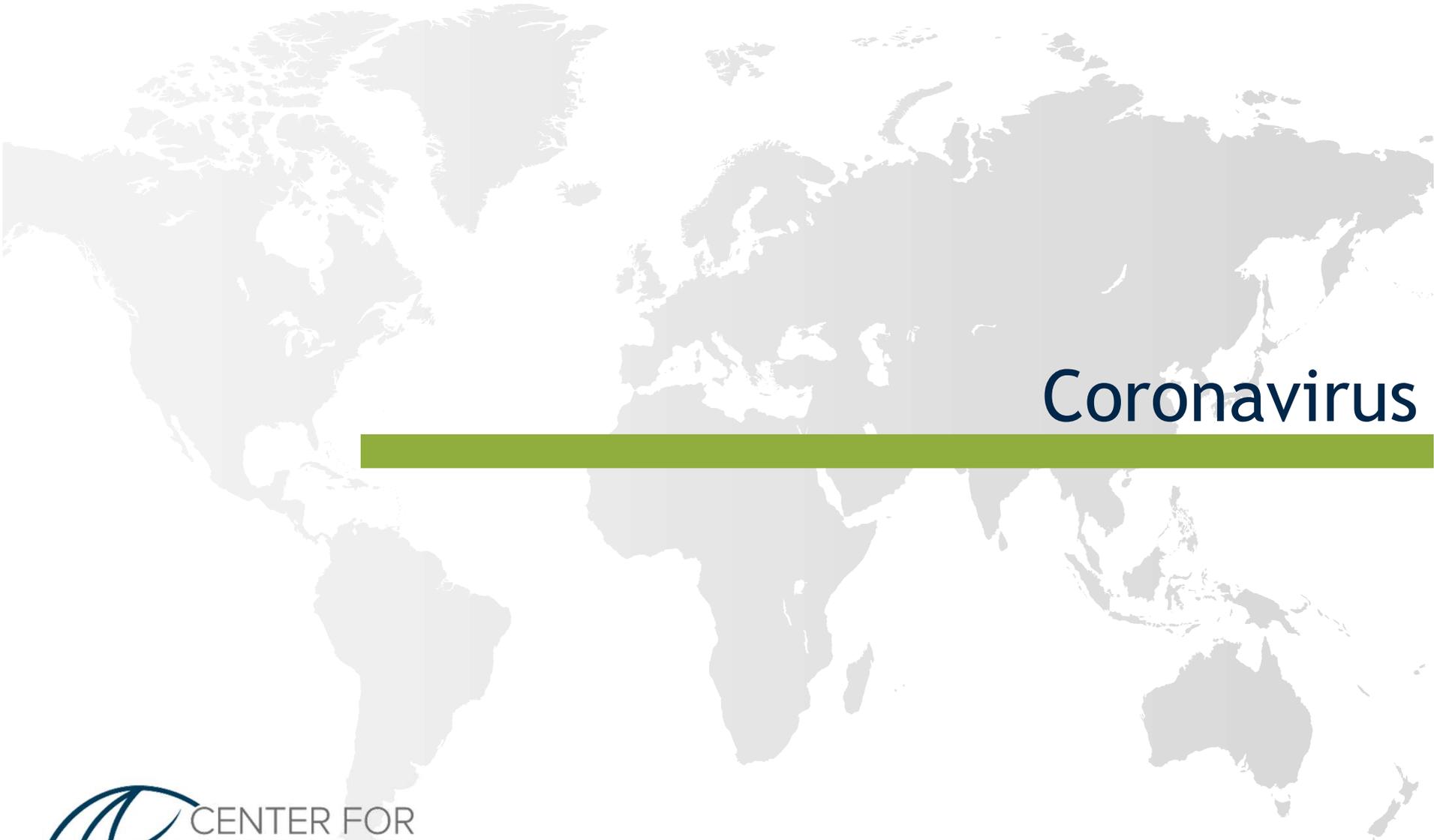


Cities

Since the beginning of the official campaign period ahead of Ukraine's 2020 local elections have you Signed an online or paper petition in support of a cause, candidate or party?

Round 2





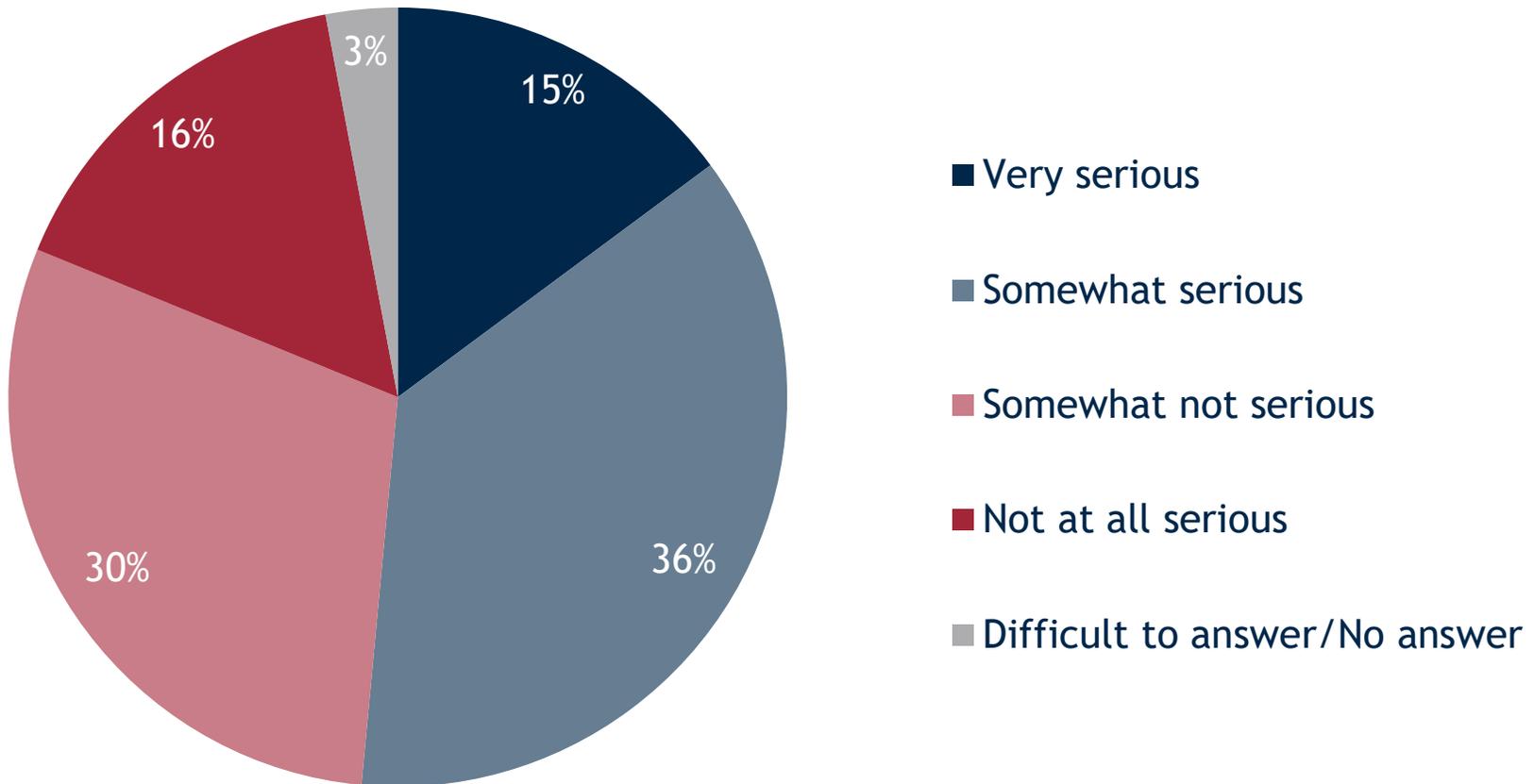
Coronavirus



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National Sample B

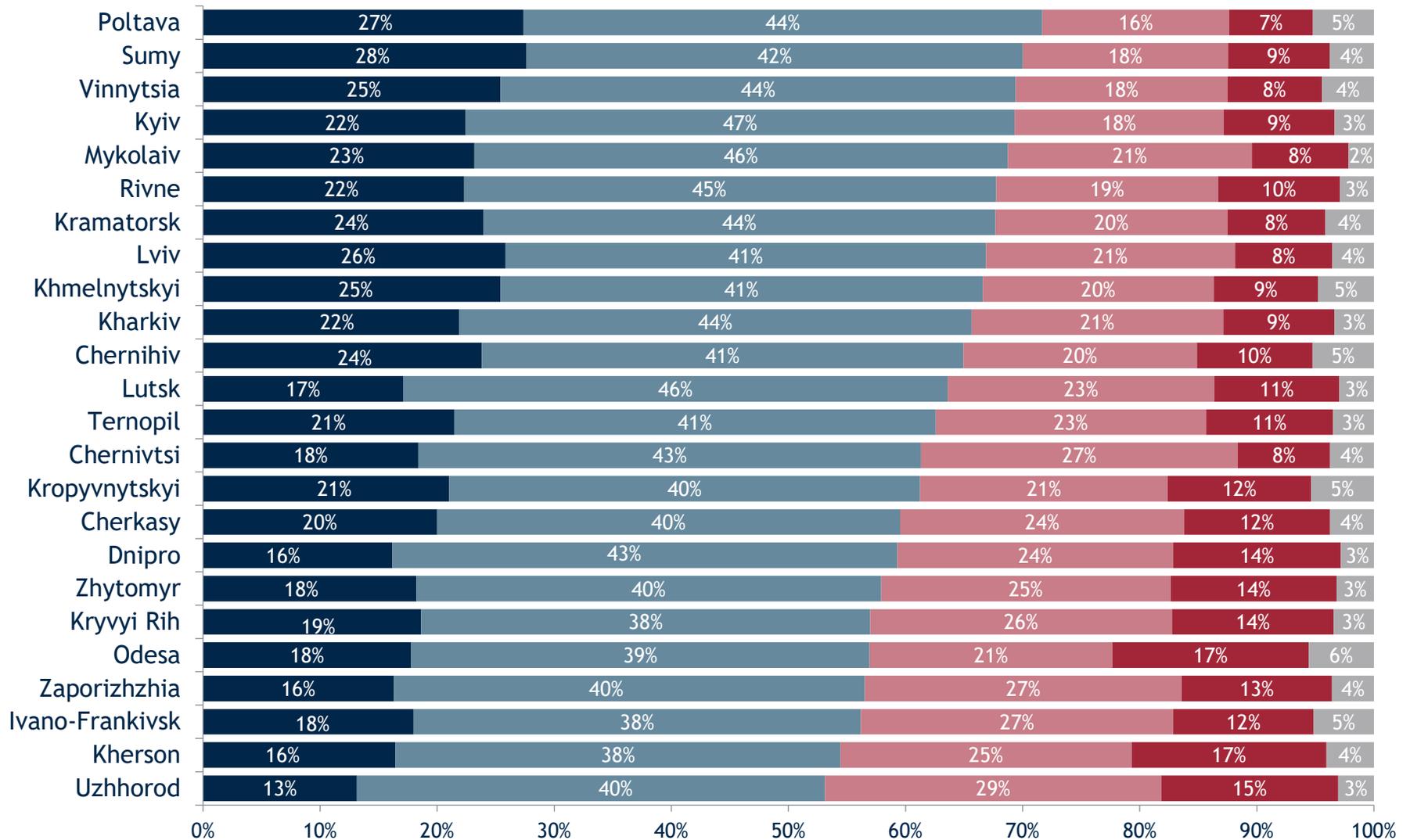
How serious is the coronavirus pandemic for you personally?



How serious is the coronavirus pandemic for you personally?

Round 2

■ Very serious
 ■ Somewhat serious
 ■ Somewhat not serious
 ■ Not at all serious
 ■ Difficult to answer/No answer





Information and Media Environment

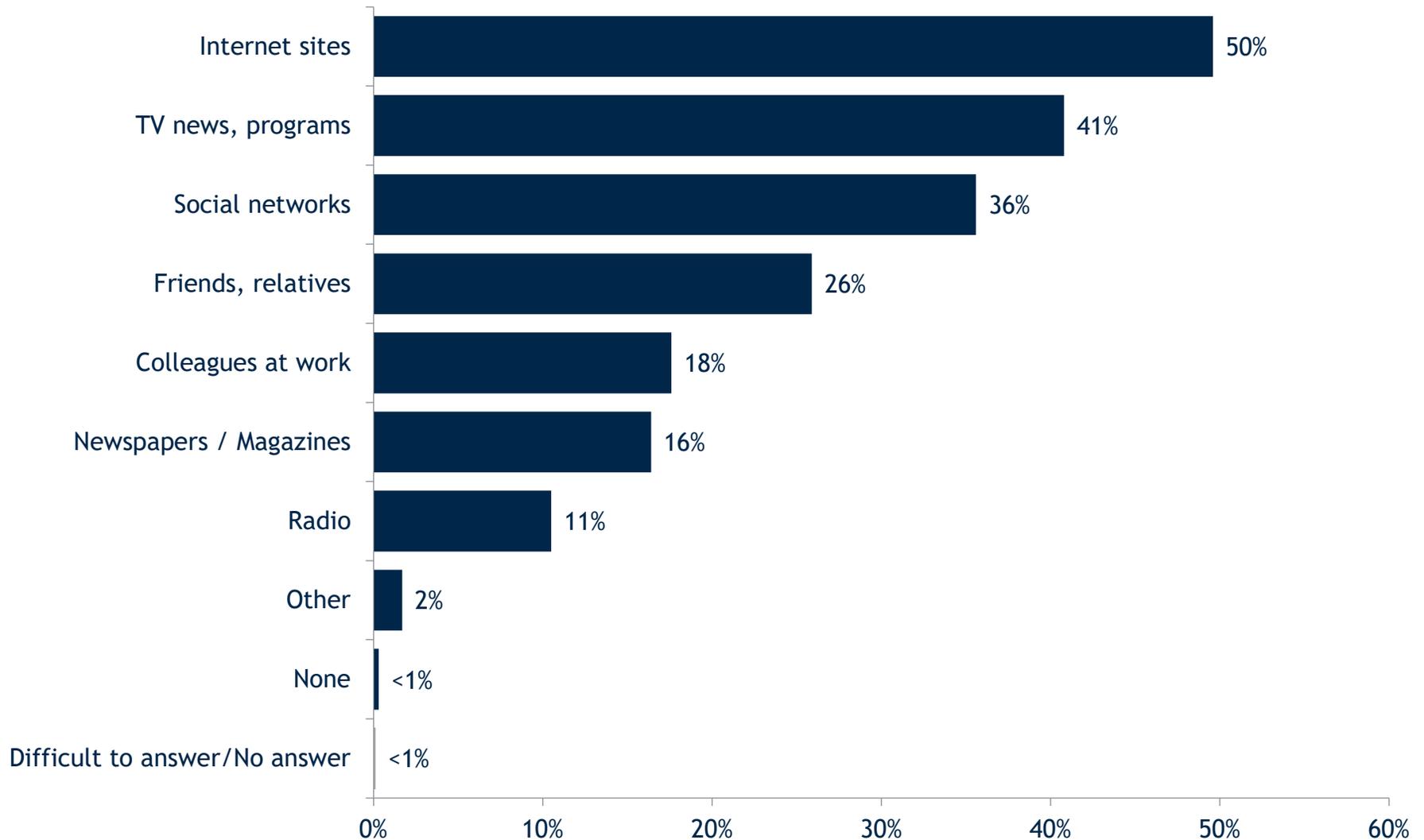


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National Sample A

What sources do you mainly use to receive information about the local authorities' activities and local affairs?

MULTIPLE RESPONSES ACCEPTED



National Sample A

What sources do you mainly use to receive information about the local authorities' activities and local affairs?

MULTIPLE RESPONSES ACCEPTED

	18-35	36-50	51+	West	Center	South	East
Internet sites	57%	61%	37%	48%	51%	52%	45%
TV news, programs	26%	31%	58%	39%	41%	43%	38%
Social networks	59%	38%	18%	34%	37%	34%	38%
Friends, relatives	30%	22%	26%	27%	25%	27%	24%
Colleagues at work	18%	20%	16%	18%	20%	19%	10%
Newspapers / Magazines	6%	12%	26%	17%	18%	16%	13%
Radio	5%	8%	16%	13%	10%	10%	9%
Other	2%	2%	2%	1%	2%	3%	2%
None	<1%	<1%	<1%	0%	<1%	1%	1%
Difficult to answer/No answer	0%	1%	0%	1%	0%	1%	2%

Cities

Which sources of information do you trust the most for information and updates about your preferred political candidate or party?

UP TO THREE RESPONSES ACCEPTED
Round 2

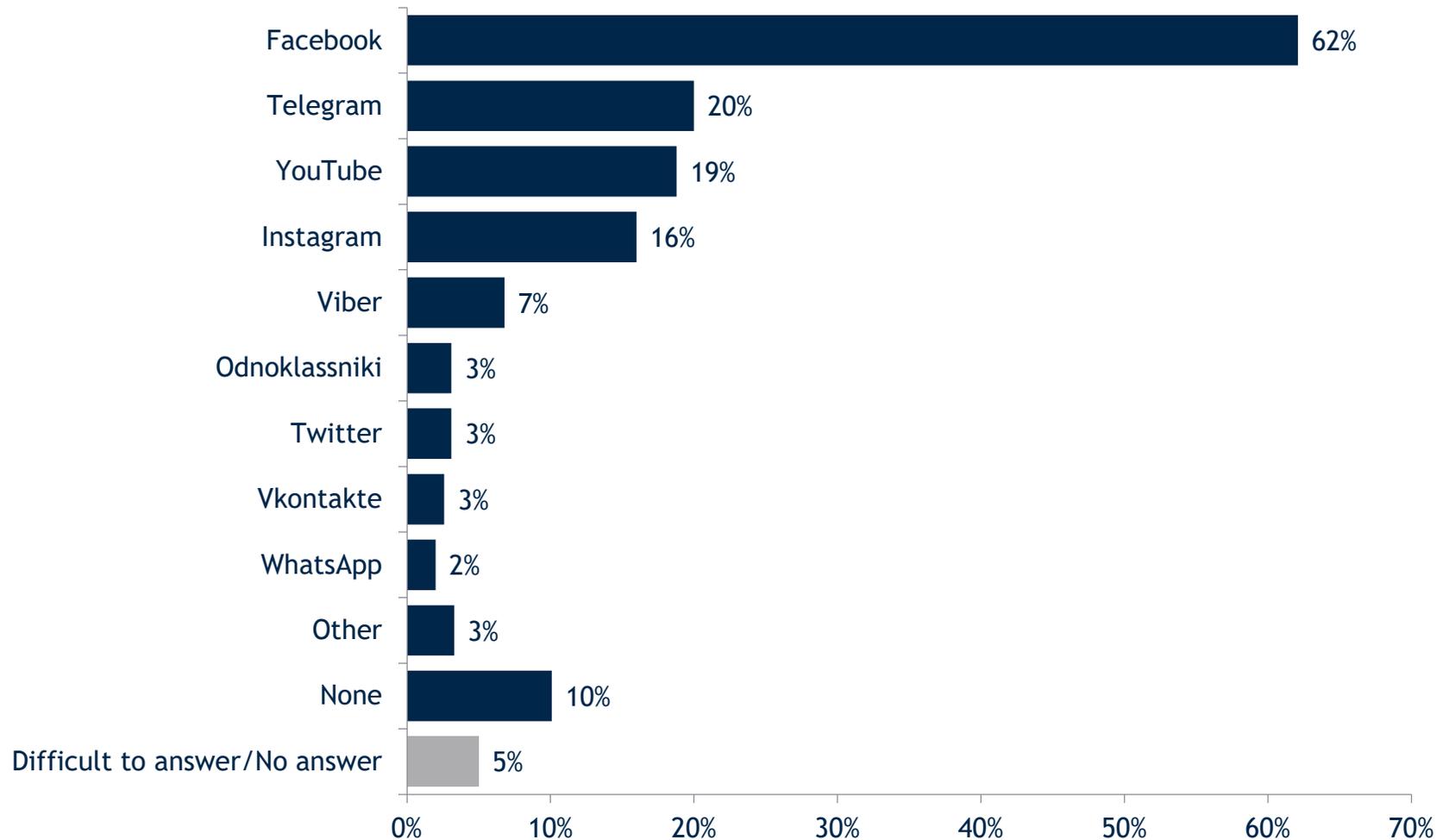
	Vinnytsia	Dnipro	Zhytomyr	Zaporizhzhia	Ivano-Frankivsk	Kyiv	Kramatorsk	Kropyvnytskyi	Lutsk	Lviv	Mykolaiv	Odesa	Poltava	Rivne	Sumy	Ternopil	Uzhhorod	Kharkiv	Kherson	Khmelnitskyi	Cherkasy	Chernivtsi	Chernihiv	Kyryi Rih
Internet - websites other than social media	41%	42%	40%	44%	34%	52%	40%	39%	47%	41%	51%	41%	42%	35%	37%	39%	38%	46%	38%	37%	37%	41%	30%	43%
Social media	37%	39%	38%	37%	41%	41%	34%	42%	40%	41%	40%	33%	35%	43%	39%	38%	45%	34%	41%	44%	45%	44%	36%	36%
National TV	30%	28%	28%	27%	24%	34%	25%	24%	31%	34%	24%	28%	28%	21%	29%	27%	23%	30%	24%	23%	26%	18%	25%	31%
Local TV	22%	24%	20%	22%	22%	16%	15%	13%	26%	23%	15%	25%	22%	25%	25%	23%	13%	21%	16%	20%	17%	19%	26%	25%
Newspapers and magazines	19%	14%	21%	20%	20%	11%	27%	16%	18%	21%	17%	13%	21%	26%	25%	19%	17%	14%	22%	15%	23%	13%	28%	21%
Relatives, friends	16%	15%	16%	16%	15%	17%	21%	17%	18%	18%	14%	16%	17%	19%	16%	20%	21%	13%	22%	21%	19%	21%	14%	11%
Coworkers	6%	7%	8%	7%	7%	7%	10%	7%	8%	7%	6%	5%	7%	6%	10%	8%	8%	8%	8%	8%	8%	9%	8%	7%
Radio	7%	6%	8%	4%	8%	6%	5%	7%	8%	11%	4%	6%	5%	6%	7%	9%	5%	4%	4%	5%	6%	4%	7%	6%
I don't have a preferred candidate or party	6%	6%	4%	7%	7%	3%	5%	5%	4%	4%	5%	5%	4%	5%	5%	6%	4%	4%	3%	3%	4%	4%	2%	5%
Other: Outdoor advertising (billboards), stands in the street, flyers	3%	4%	4%	4%	3%	3%	2%	3%	1%	4%	4%	3%	4%	6%	3%	3%	4%	2%	5%	3%	4%	5%	3%	4%
Other: Work of this candidate or party	3%	2%	2%	1%	1%	1%	1%	2%	1%	0%	1%	1%	1%	0%	1%	1%	0%	4%	3%	4%	1%	1%	5%	1%
Other: Meetings, personal contact with candidate	1%	1%	1%	0%	1%	1%	2%	2%	1%	0%	1%	1%	2%	0%	1%	1%	2%	0%	2%	1%	2%	3%	1%	1%
Other	1%	3%	4%	2%	1%	3%	2%	2%	2%	4%	3%	3%	1%	4%	2%	3%	3%	3%	2%	2%	3%	2%	3%	2%
Difficult to answer/No answer	1%	1%	1%	<1%	1%	1%	0%	1%	<1%	1%	<1%	1%	1%	1%	2%	1%	2%	1%	<1%	1%	2%	1%	2%	<1%

National Sample A

Which social networks that you receive political information from do you trust the most?

Spontaneous response, multiple responses accepted

Among those who have chosen social media networks as a political information resource, n=438

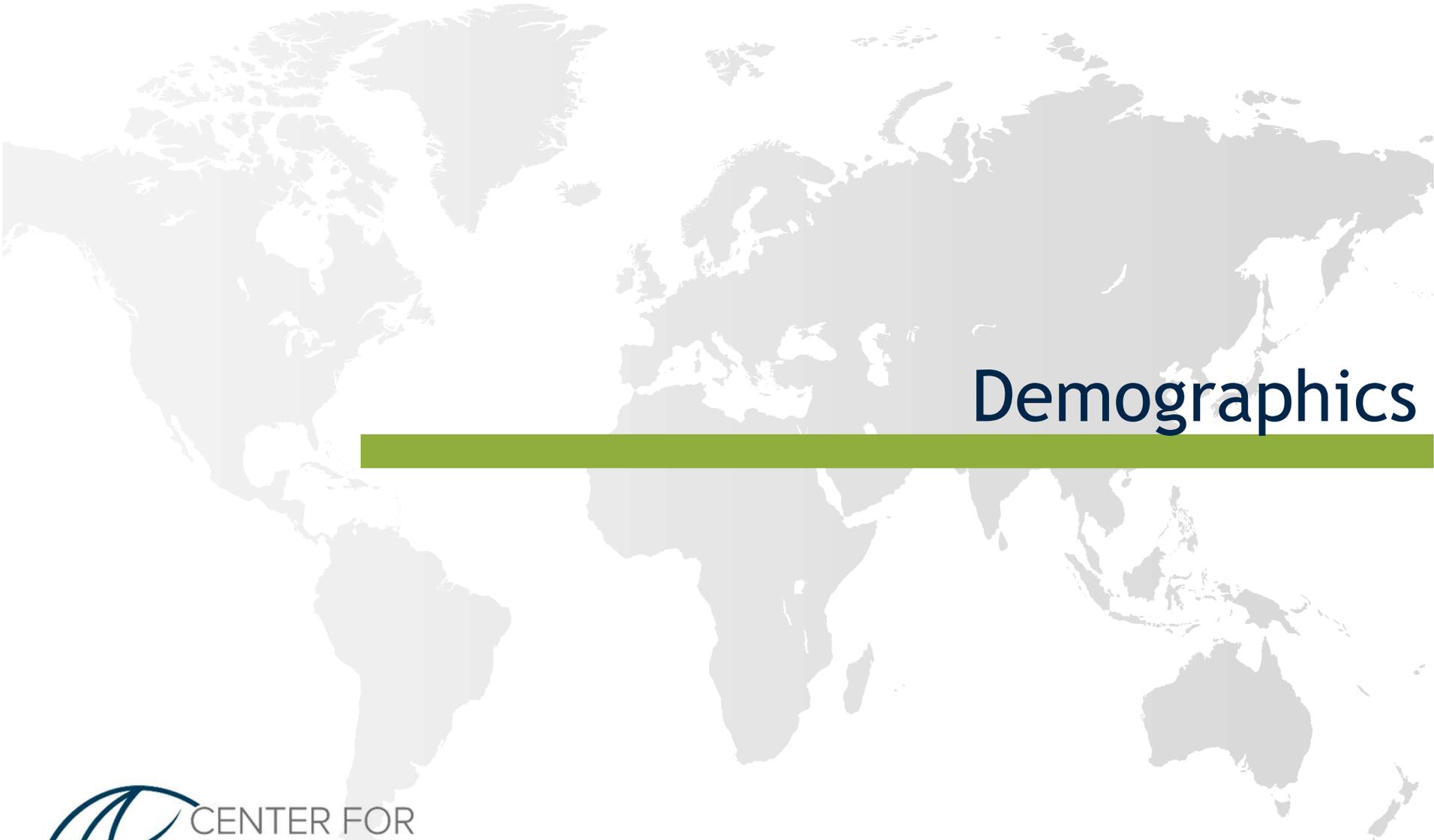


Cities

Of the social networks where you receive political information, which do you trust the most?

Among those who cited social media as the source they trust the most for information
SPONTANEOUS RESPONSE, MULTIPLE RESPONSES ACCEPTED
 Round 2

	Vinnytsia	Dnipro	Zhytomyr	Zaporizhzhia	Ivano-Frankivsk	Kyiv	Kramatorsk	Kropyvnytskyi	Lutsk	Lviv	Mykolaiv	Odesa	Poltava	Rivne	Sumy	Ternopil	Uzhhorod	Kharkiv	Kherson	Khmelnytskyi	Cherkasy	Chernivtsi	Chernihiv	Kryvyi Rih
n=	219	234	226	221	247	248	206	254	242	244	238	200	213	261	231	228	269	202	249	262	270	262	213	213
Facebook	60%	53%	64%	55%	68%	59%	62%	64%	63%	61%	56%	55%	60%	63%	64%	62%	65%	50%	54%	57%	58%	59%	62%	60%
Instagram	10%	15%	14%	18%	13%	7%	12%	10%	10%	8%	11%	17%	9%	13%	11%	10%	8%	21%	15%	16%	16%	14%	11%	9%
Telegram	7%	12%	10%	11%	9%	15%	7%	9%	7%	10%	9%	16%	10%	5%	7%	4%	8%	23%	9%	7%	6%	5%	9%	5%
YouTube	6%	13%	11%	11%	5%	16%	13%	8%	9%	8%	14%	16%	10%	5%	11%	4%	7%	9%	13%	8%	8%	9%	8%	12%
Twitter	2%	3%	2%	4%	2%	3%	3%	2%	4%	2%	3%	2%	1%	2%	2%	1%	5%	2%	3%	3%	3%	2%	1%	1%
Viber	2%	1%	1%	2%	2%	<1%	1%	1%	3%	1%	<1%	2%	3%	1%	1%	1%	1%	1%	1%	<1%	2%	2%	1%	1%
Vkontakte	0%	2%	1%	1%	0%	1%	4%	<1%	<1%	0%	<1%	2%	0%	0%	1%	0%	0%	2%	2%	1%	1%	<1%	1%	0%
Odnoklassniki	0%	1%	<1%	<1%	0%	1%	1%	1%	<1%	0%	0%	1%	0%	0%	1%	0%	0%	1%	0%	<1%	<1%	0%	0%	1%
WhatsApp	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	<1%	1%	0%	0%	1%	0%	1%	0%
None	14%	10%	12%	9%	14%	14%	9%	9%	16%	15%	8%	11%	10%	12%	8%	9%	11%	5%	8%	11%	12%	13%	6%	10%
Other	1%	1%	0%	1%	0%	0%	2%	1%	<1%	0%	2%	0%	3%	1%	0%	1%	<1%	0%	2%	<1%	2%	<1%	1%	1%
I do not trust any social media platform	4%	4%	4%	4%	4%	3%	3%	3%	3%	0%	3%	3%	0%	4%	0%	4%	6%	4%	5%	4%	4%	3%	2%	3%
Difficult to answer/No answer	15%	12%	10%	12%	8%	11%	11%	12%	8%	13%	16%	8%	16%	15%	12%	19%	7%	13%	12%	15%	16%	11%	18%	12%

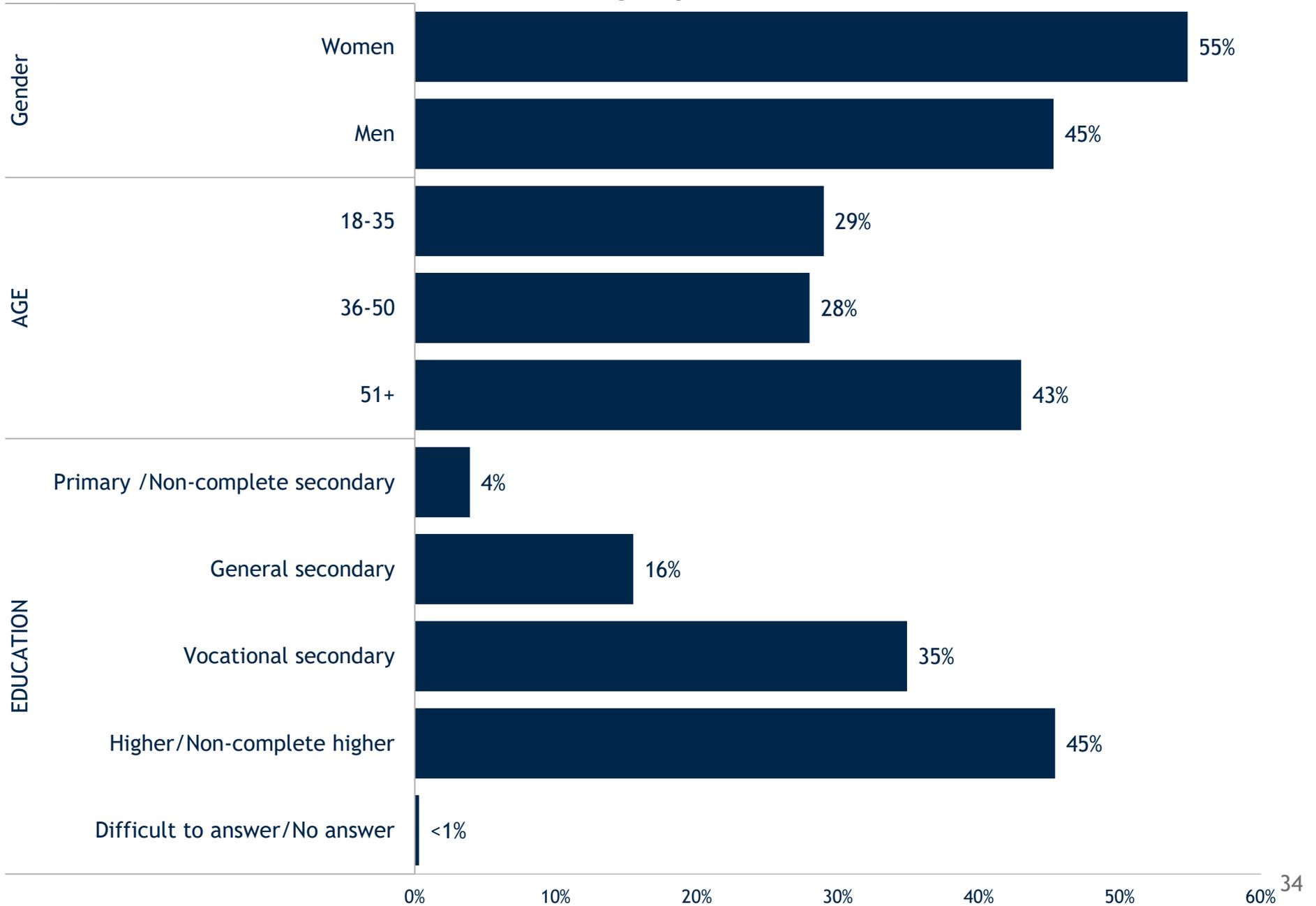


Demographics

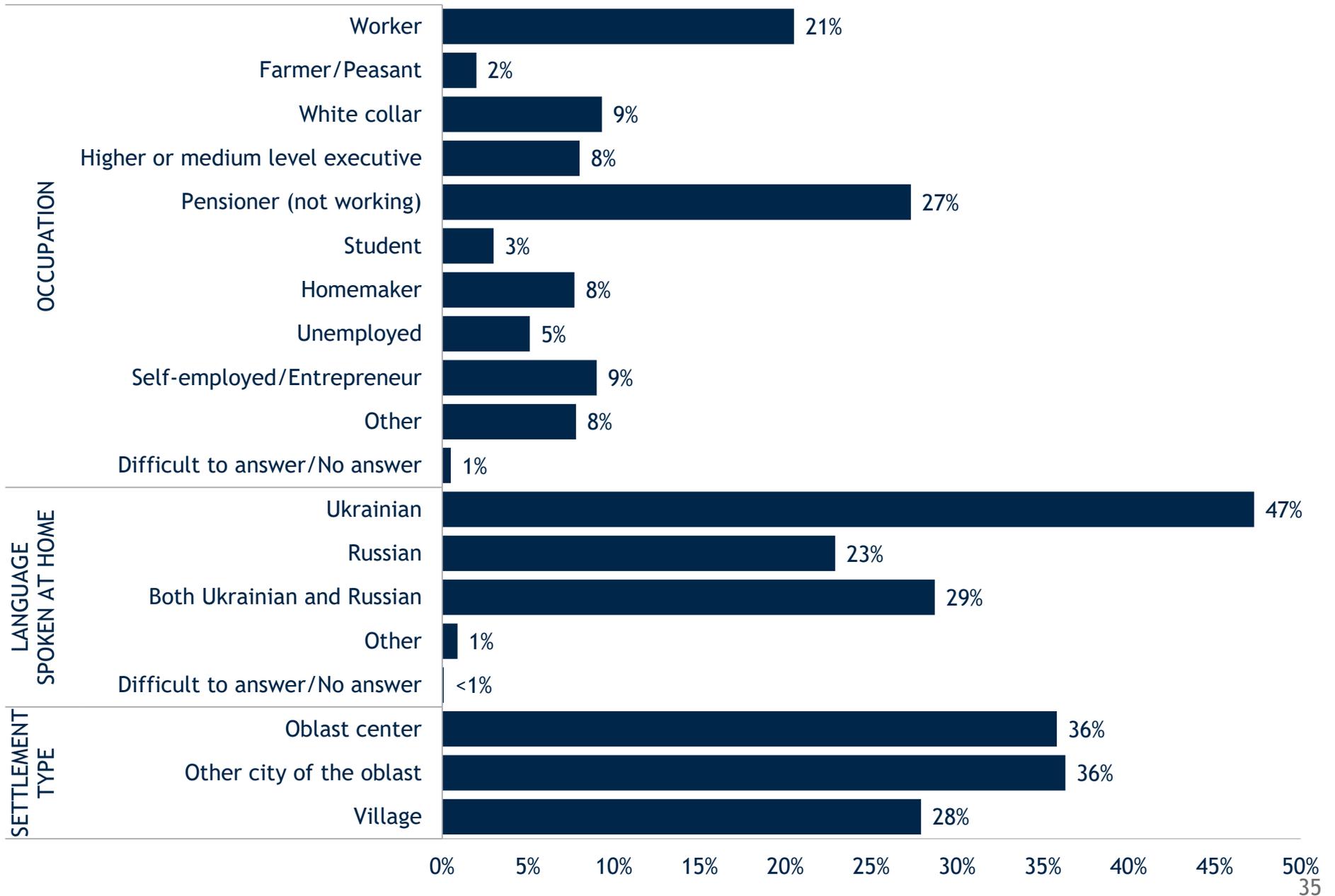


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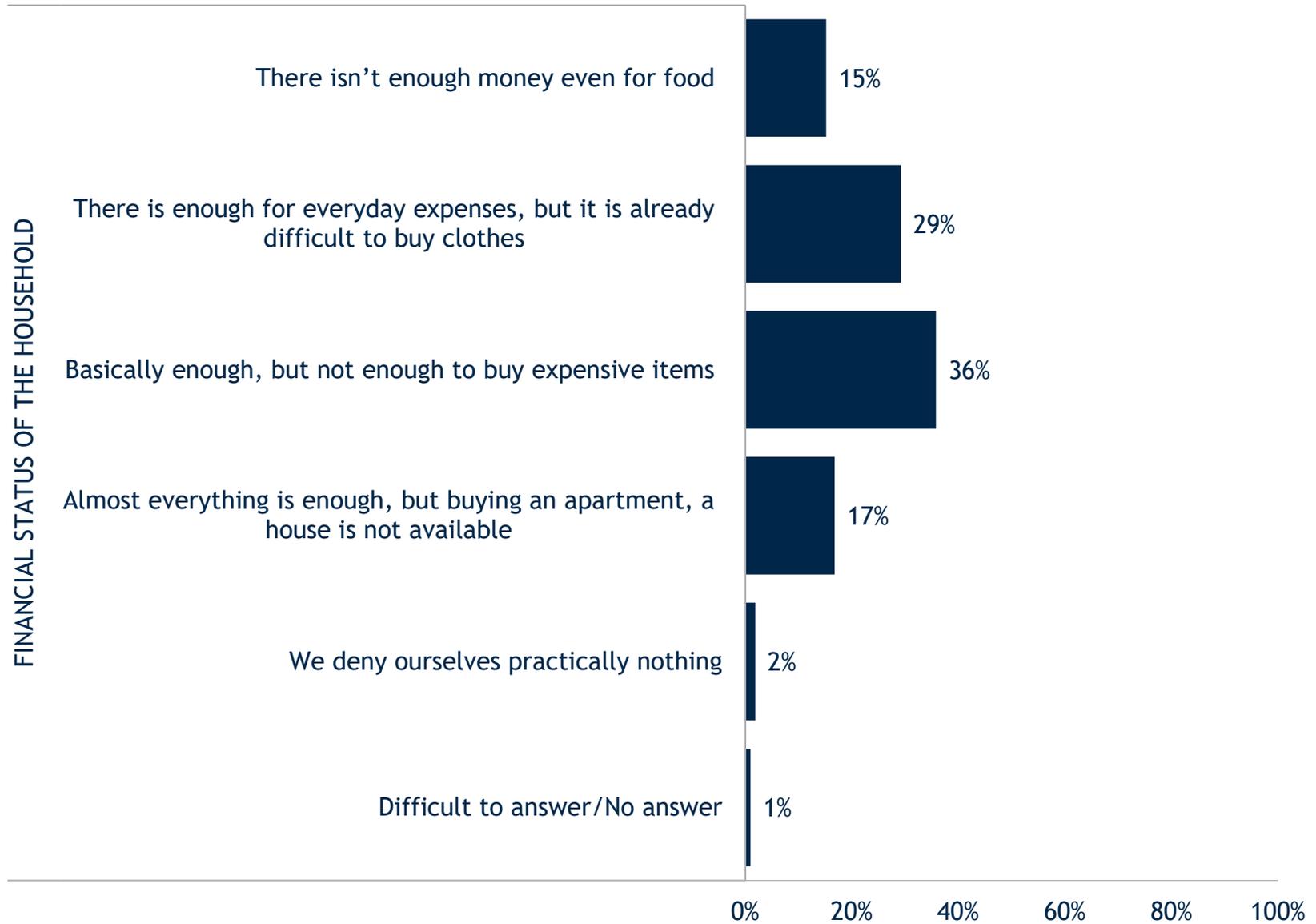
Demographics



Demographics



Demographics



Demographics

		Vinnytsia	Dnipro	Zhytomyr	Zaporizhzhia	Ivano-Frankivsk	Kyiv	Kramatorsk	Kropyvnytskyi	Lutsk	Lviv	Mykolaiv	Odesa	Poltava	Rivne	Sumy	Ternopil	Uzhhorod	Kharkiv	Kherson	Khmelnitskyi	Cherkasy	Chernivtsi	Chernihiv	Kyryvi Rih
SEX	Male	44%	44%	45%	44%	45%	45%	44%	44%	43%	46%	44%	46%	45%	44%	44%	45%	45%	45%	43%	45%	44%	45%	45%	43%
	Female	56%	56%	55%	56%	55%	55%	56%	56%	57%	54%	56%	54%	55%	56%	56%	55%	55%	55%	57%	55%	56%	55%	55%	57%
AGE	18-29	18%	16%	18%	15%	20%	17%	14%	17%	18%	19%	15%	17%	17%	19%	16%	18%	20%	18%	16%	17%	15%	20%	14%	16%
	30-39	22%	21%	23%	20%	25%	23%	20%	22%	23%	21%	22%	21%	23%	24%	21%	24%	23%	21%	22%	24%	22%	24%	24%	21%
	40-49	18%	18%	17%	18%	16%	19%	17%	18%	18%	17%	18%	18%	18%	17%	17%	17%	18%	18%	17%	18%	18%	18%	18%	18%
	50-59	16%	16%	17%	17%	16%	15%	17%	17%	17%	17%	16%	16%	16%	17%	18%	17%	16%	16%	17%	17%	17%	16%	16%	17%
	60+	25%	29%	25%	30%	22%	26%	33%	27%	23%	26%	29%	28%	26%	23%	26%	23%	23%	27%	28%	24%	27%	24%	28%	28%
EDUCATION	Primary	<1%	<1%	<1%	0%	<1%	0%	0%	0%	<1%	<1%	0%	<1%	0%	0%	<1%	<1%	0%	0%	0%	0%	<1%	<1%	<1%	<1%
	Non-complete secondary	1%	1%	1%	1%	1%	1%	<1%	<1%	1%	<1%	0%	2%	1%	1%	1%	<1%	<1%	1%	1%	1%	1%	1%	1%	<1%
	General secondary	6%	6%	5%	8%	4%	4%	8%	5%	7%	4%	6%	7%	7%	5%	5%	5%	4%	7%	8%	7%	6%	8%	8%	7%
	Vocational secondary	13%	23%	26%	20%	22%	12%	25%	24%	20%	15%	16%	21%	15%	19%	21%	20%	16%	16%	20%	19%	22%	17%	27%	22%
	Non-complete higher	12%	11%	10%	11%	10%	8%	13%	10%	9%	9%	12%	10%	6%	10%	9%	7%	7%	9%	9%	14%	8%	13%	13%	19%
	Higher	68%	58%	57%	61%	63%	76%	54%	59%	63%	71%	66%	59%	71%	66%	64%	67%	73%	67%	62%	59%	62%	61%	52%	52%

Demographics

		Vinnitsia	Dnipro	Zhytomyr	Zaporizhzhia	Ivano-Frankivsk	Kyiv	Kramatorsk	Kropyvnytskyi	Lutsk	Lviv	Mykolaiv	Odesa	Poltava	Rivne	Sumy	Ternopil	Uzhhorod	Kharkiv	Kherson	Khmelnitskyi	Cherkasy	Chernivtsi	Chernihiv	Kryvyi Rih
SECTOR OF WORK	I do not work	30%	35%	35%	39%	34%	30%	38%	30%	32%	33%	28%	38%	38%	32%	40%	36%	23%	34%	38%	28%	31%	24%	38%	37%
	Private	58%	43%	42%	40%	35%	49%	43%	51%	42%	45%	57%	40%	36%	42%	33%	42%	56%	42%	39%	57%	53%	63%	37%	43%
	State	9%	17%	19%	15%	26%	16%	16%	15%	21%	20%	12%	15%	21%	20%	22%	20%	18%	19%	16%	12%	11%	10%	21%	16%
	Public, nongovernmental	2%	4%	3%	4%	3%	3%	3%	3%	3%	1%	3%	5%	4%	3%	3%	2%	3%	4%	5%	1%	4%	2%	3%	3%
LANGUAGE	Ukrainian	61%	12%	56%	5%	91%	27%	5%	29%	89%	82%	10%	5%	39%	82%	21%	95%	66%	4%	9%	70%	48%	65%	16%	16%
	Russian	22%	69%	26%	79%	5%	56%	78%	43%	5%	11%	76%	81%	34%	9%	44%	2%	15%	86%	73%	15%	30%	21%	59%	55%
	Ukrainian and Russian	16%	16%	17%	14%	4%	17%	16%	24%	5%	6%	13%	12%	22%	8%	31%	3%	12%	9%	15%	12%	20%	11%	21%	23%
	Other	1%	1%	1%	0%	0%	1%	1%	<1%	<1%	1%	2%	2%	<1%	1%	<1%	<1%	1%	1%	0%	2%	<1%	1%	1%	<1%
	Other: Mixed Ukrainian-Russian language (surzhyk)	0%	1%	0%	1%	0%	0%	0%	4%	0%	0%	0%	0%	4%	0%	3%	0%	0%	0%	1%	0%	1%	0%	3%	6%

Demographics

	Vinnytsia	Dnipro	Zhytomyr	Zaporizhzhia	Ivano-Frankivsk	Kyiv	Kramatorsk	Kropyvnytskyi	Lutsk	Lviv	Mykolaiv	Odesa	Poltava	Rivne	Sumy	Ternopil	Uzhhorod	Kharkiv	Kherson	Khmelnyskyi	Cherkasy	Chernivtsi	Chernihiv	Kyryi Rih	
FINANCIAL SITUATION	There isn't enough money even for food	7%	10%	8%	8%	8%	5%	11%	13%	6%	7%	7%	10%	11%	7%	10%	9%	6%	10%	11%	8%	9%	7%	11%	12%
	There is enough for everyday expenses, but it is already difficult to buy clothes	25%	32%	25%	31%	27%	23%	34%	24%	25%	23%	25%	29%	32%	26%	32%	22%	24%	28%	28%	23%	27%	25%	32%	31%
	Basically enough, but not enough to buy expensive items	31%	32%	34%	36%	31%	31%	29%	31%	35%	39%	34%	31%	31%	33%	33%	37%	33%	33%	32%	34%	33%	32%	31%	35%
	Almost everything is enough, but buying an apartment, a house is not available	28%	18%	24%	18%	28%	32%	19%	25%	25%	26%	26%	22%	21%	27%	18%	24%	30%	23%	23%	26%	22%	26%	20%	18%
	We deny ourselves practically nothing	7%	4%	5%	5%	4%	5%	4%	5%	6%	4%	6%	4%	3%	5%	4%	4%	5%	3%	5%	7%	5%	7%	4%	3%
	Difficult to answer	2%	2%	2%	2%	1%	2%	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%	2%	2%	2%	1%
	No Answer	1%	3%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	1%	2%	1%	1%	1%

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