



YASNO

Research
& Consulting
Group

UKRAINIANS IN TIME OF WAR

Sociological study report

March 2022

STATISTICS OF THE WAR IN UKRAINE

EXCLUDING TEMPORARY OCCUPIED TERRITORIES

	UKRAINE	KHARKIV
Number of dead		
Civilians*	>1500	425
Of which children	165	21
Damage		
Residential buildings	4431	1292
Medical institutions	135	15
Educational institutions**	844	155

*According to UN estimates, excluding data on the number of deaths in the occupied territories. Data for Ukraine are given as of April 5, 2022, for Kharkiv - as of March 31, 2022.

**According to the Ministry of Education and Science of Ukraine. Source: interactive map <https://saveschools.in.ua>. Data for Kharkiv are given according to the statistics of the Department of Education of the Kharkiv City Council dated April 4, 2022 <http://www.kharkivosvita.net.ua/news/9038>

All data is not final as the war continues and access to data collection is limited

CONTENT

- 3 Introduction
- 4 Study design
- 5 Summary
- 9 From the first minutes of the war
- 12 Safety assessment
- 18 Urgent needs
- 21 Hopes and expectations
- 24 Population resistance
- 30 Socio-demographic profile of respondents



A house on Saltovka, Kharkiv, burned as a result of Russian shelling. Photo: "UP"

INTRODUCTION

When we decided to conduct this study, a part of our team was in Kharkiv, a city that was shelled and destroyed every second.

The main task at this time was one thing: to survive and save their loved ones. As soon as our team was able to move to safer places, the “how are you?” phase began.

And then we thought that we should ask those Ukrainians who are able to get in touch and have the strength to tell what they feel – from the first terrible minutes of the war to what they need now.

This project was attended mainly by the residents of Kharkiv and Kyiv, the residents of regional centers and several people from other cities of Ukraine.

Our questionnaire was distributed through social networks and personal connections. We present the results of our own volunteer project, carried out exclusively by our company's specialists to inform people who care about the fate of Ukraine.

In total, we received and processed responses from 225 respondents. Since most of them are residents of Kharkiv, we decided to highlight their opinions and views.

The main purpose of this report is to inform residents and non-residents of Ukraine, national and international organizations about the situation that has developed in our country due to the invasion of the Russian Federation.

STUDY DESIGN

Geography: Ukraine. The study involved Kharkiv region residents, Kyiv region residents, as well as the residents of Odesa, Lviv, Dnipro, Vinnytsia, Poltava and other settlements of Ukraine.

Sample: 225 respondents

Fieldwork: 03/15/2022 - 03/22/2022

Method: online survey (CAWI)

Supplier: The research was conducted by the marketing research agency Yasno Research & Consulting Group /www.yasno-group.com/

Study goals

Safety and needs of Ukrainians during the war

Study tasks

1. Assess the current level of security.
2. Identify the reasons why they could not or did not want to leave for a safer place.
3. Identify the difficulties faced in the early days of the war.
4. Find out urgent problems and needs.
5. Define hopes and expectations.
6. Find out about the lines of work that joined during the war.

SUMMARY

A safe place to live - one's own or family members - is the main problem for all Ukrainians, regardless of whether they managed to evacuate or not

57.8% of respondents indicate that the greatest need is a safe place to live

44.4% were able to travel to a safer place

28.0% faced the problem of family separation and were able to partially evacuate

39.0% cannot leave their family members

25.7% cannot imagine themselves as refugees, it is difficult for them to go “forward”

21.9% of Ukrainians who did not leave their homes believe that it is dangerous everywhere

SUMMARY

Panic, fear and stress are the dominant emotions that Ukrainians point to as the first reaction to a military invasion. Urgent problems include financial difficulties and medication problems, and limited access to health care

38.2% talk about fear, panic, stress, anxiety in their stories about the first days of the war

42.2% are worried about losing their jobs and opportunities to earn for living for themselves and their families

29.6% indicate a lack of finances

31.1% faced the lack or inability to purchase the necessary medications

25.7% indicate limited access to medical services

25.3% of Kharkiv residents are concerned about constant bombing

SUMMARY

Despite the difficulties, the vast majority of Ukrainians believe in victory, express great gratitude to the military and volunteers, help the front financially and wish each other endurance and unity.

83.1% hope for victory and the end of hostilities

32.4% do not leave their homes because they believe that they can be more useful in their locality

55.4% provide financial support to the Armed Forces of Ukraine, the area defence organizations and volunteers

52.0% express gratitude to the Armed Forces of Ukraine and the area defence organizations

43.8% wish each other endurance, courage and patience

37.1% wish not to lose faith, hope and optimism



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FROM THE FIRST MINUTES OF WAR...

Difficulties faced at the beginning of the war

With the outbreak of the war, what was the first hardship you and your family faced? (Open question).

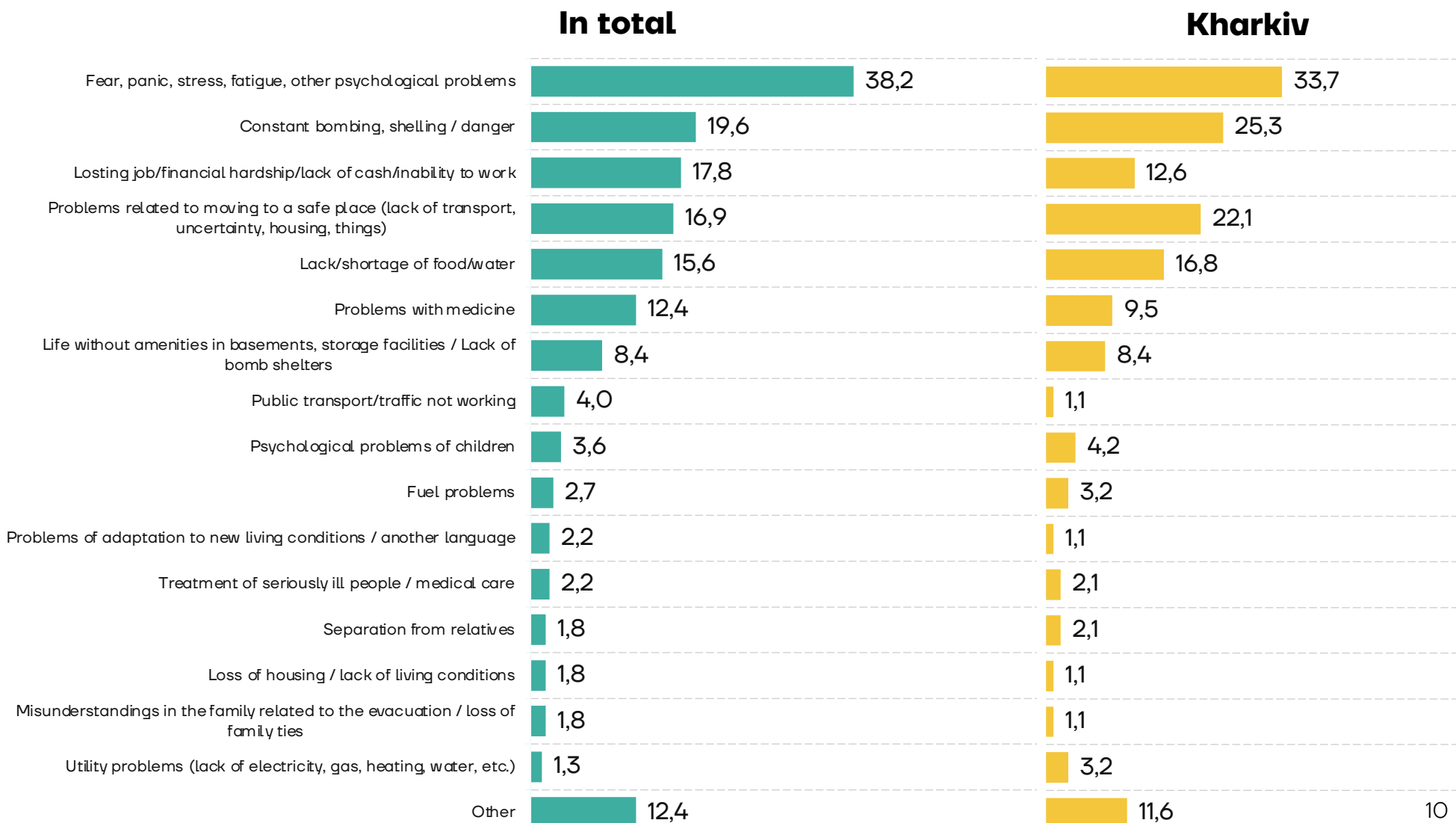
The data were processed based on text responses

Naturally, the main reaction to the outbreak of hostilities was fear, panic, stress – these are the emotions indicated by 38.2% of citizens.

More than a quarter of Kharkiv residents in their stories point to constant bombing and shelling. Every fifth resident of Kharkiv spoke about the difficulties associated with moving to a safe place.

17.8% of respondents faced the problem of job loss due to financial difficulties. 15.6% – with the problem of lack of food.

Note that the answers were given at the time of the outbreak of hostilities.



Stories of Ukrainians...



Fear! Run by myself with two small children. Man on the defensive. The children are very frightened, they cannot sleep at all. Moving to another country, no job, different language...

Female, 35-44, Kyiv



Almost constant stay in a damp basement, the terrible sound of bombardments, like on the roof of our own house, artillery shelling around the house in which we live on the first floor. Life without sleep, fear of moving through the streets, a neighbor was shot in the leg while walking to the pharmacy. Feeling of constant horror, weariness and despair.

Female, 35-44, Kharkiv



The house of my elderly parents was damaged by shelling, it became impossible to stay there. I took them to my apartment. Then there was no electricity and heat in my residential building. Every day it became more dangerous to stay there, the shelling intensified.

Male, 45-54



Since the beginning of the war, Kharkiv has been shelled with rockets, bombarded from aircraft, there are no places in the city where it is safe. It is impossible to work or be useful to the country.

Female, 45-54, Kharkiv

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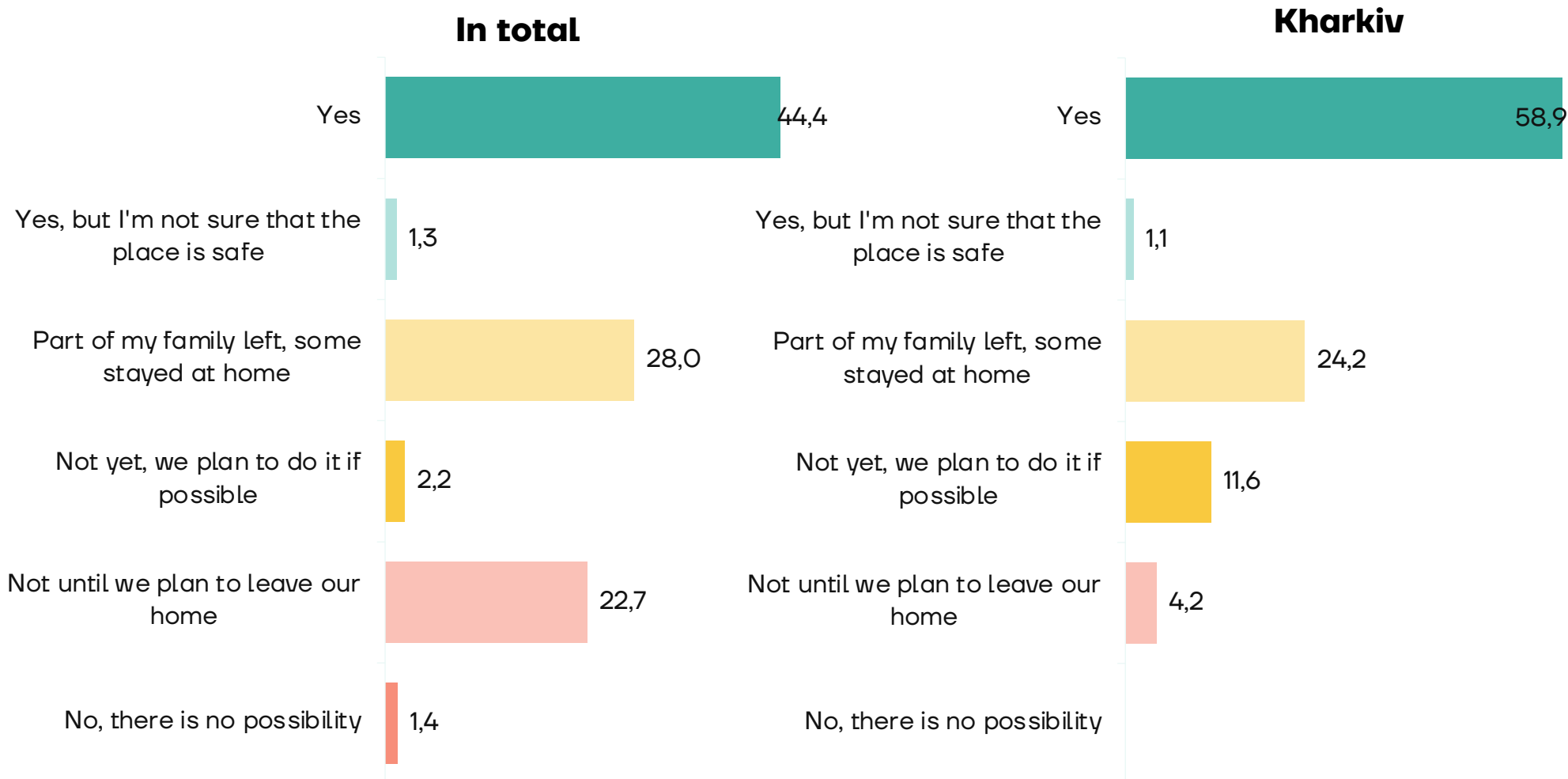
SAFETY ASSESSMENT

Safety: did you manage to drive to a safe place

Did you manage to drive to a safe place?

Among those who took part in the survey, 44.4% managed to move to a safer place (58.9% of Kharkiv residents answered this way). At the same time, it should be noted that about a third of Ukrainian families faced the problem of separation – 28.0% of families were able to partially evacuate.

22.7% of respondents did not plan to leave their homes at the time of the survey.

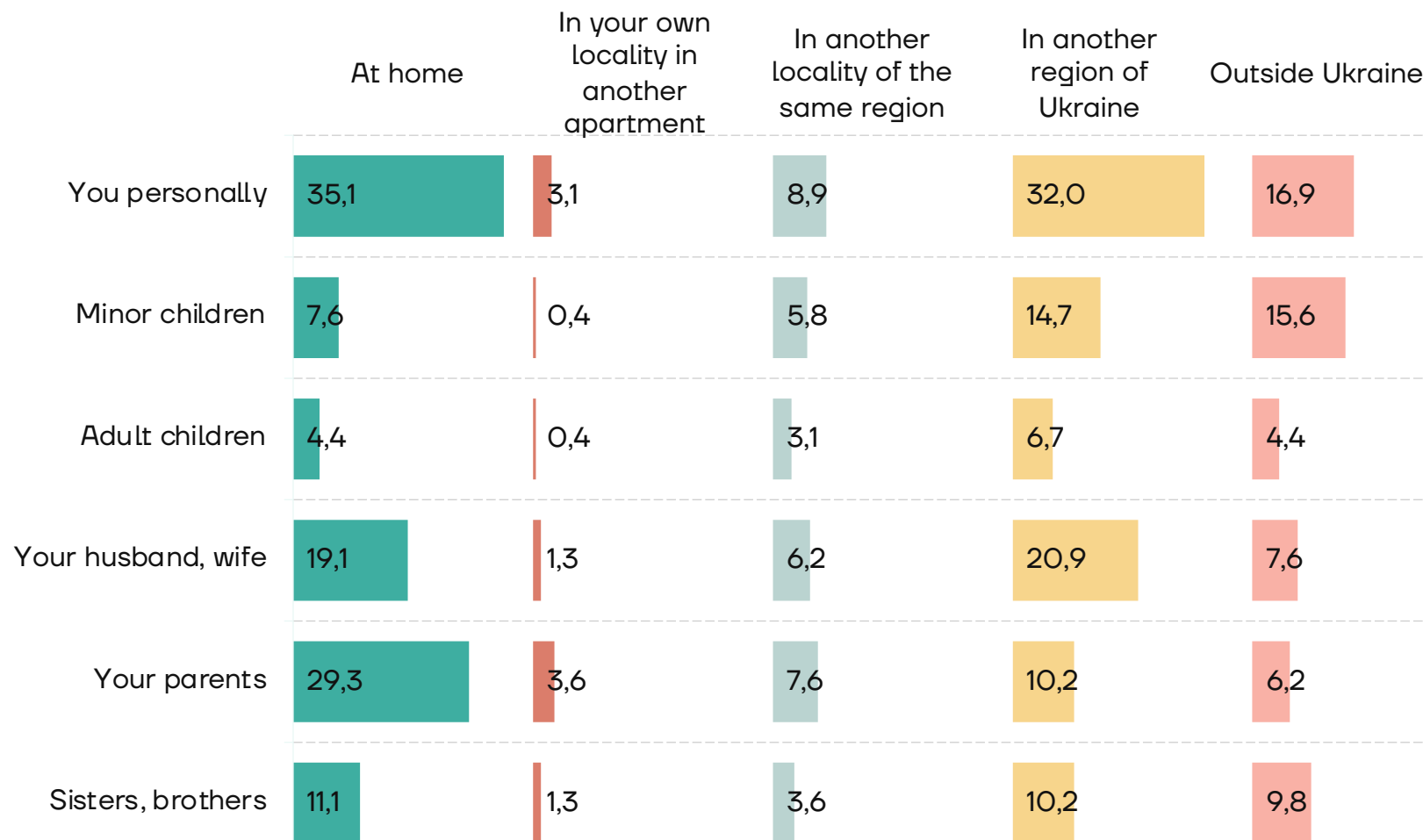


Current location

Where are you and your closest family members now?

Currently, 35.1% of respondents are at home in their locality; 32.0% in a locality in another region of Ukraine.

15.6% of respondents noted that their minor children are outside the country.



Safety assessment

On a scale of 1 to 10, where 1 is very dangerous and 10 is completely safe, estimate your location now

Respondents were asked to rate the level of safety.

An extremely low level of safety (1, 2, 3 points) is estimated by 10.8% (residents of Kharkiv - 14.1%).

44.6% (10, 9, 8 points) feel safe.

Average safety ratings (4-7 points) were given by 44.6% of respondents.

10

9

8

7

6

5

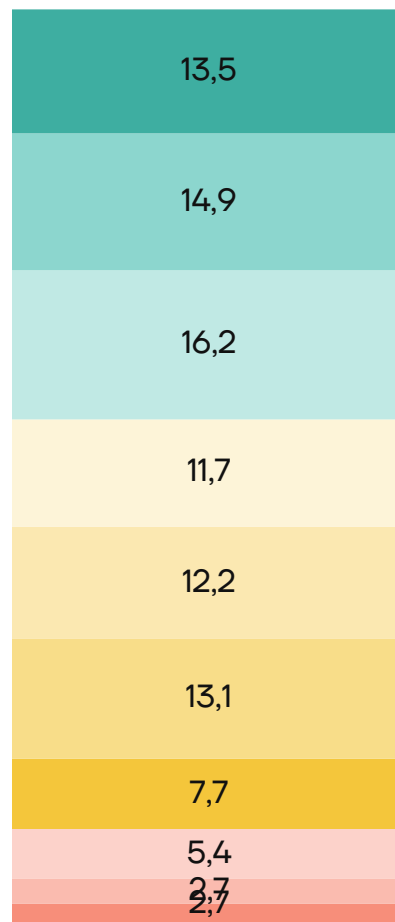
4

3

2

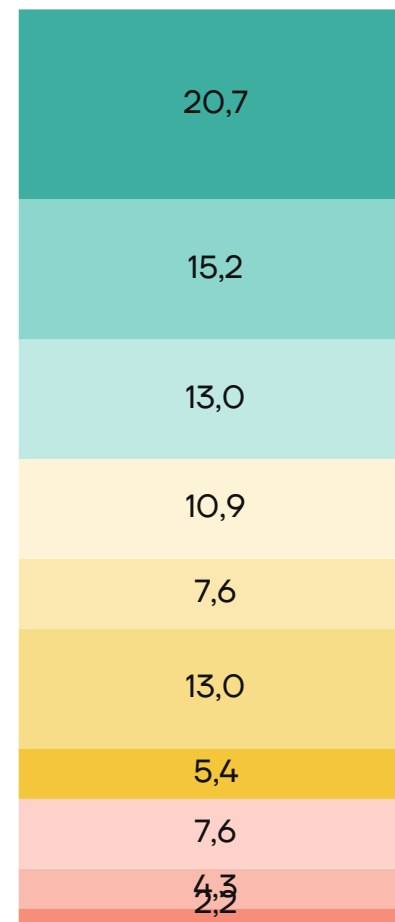
1

In total



Base: 225

Kharkiv

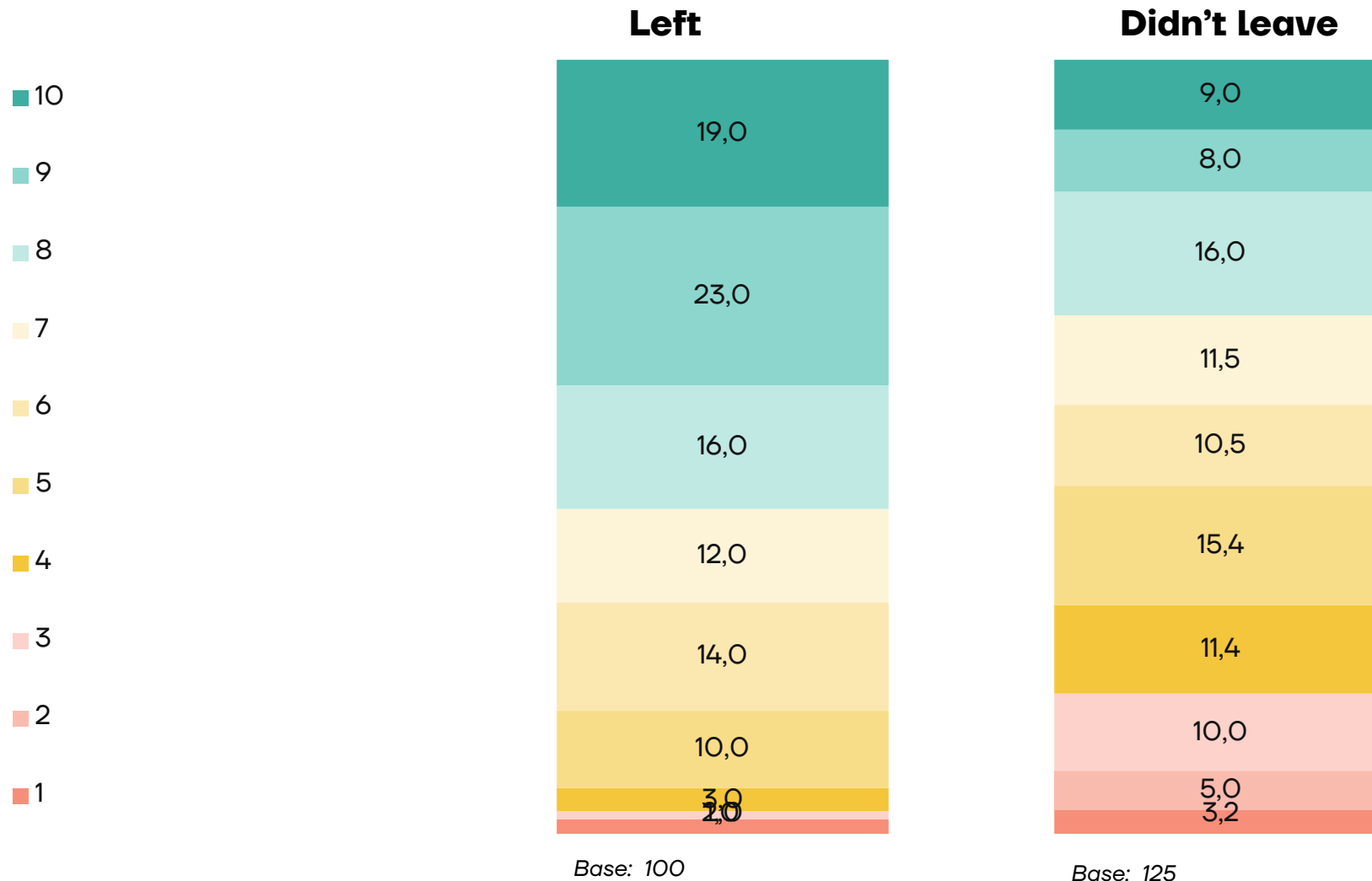


Base: 95

Safety assessment among those who left and those who didn't leave homes

On a scale of 1 to 10, where 1 is very dangerous and 10 is completely safe, estimate your location now

Among Ukrainians who were able to leave, the proportion of those who feel safe is much higher (8, 9, 10 points): 58% versus 33% of those who did not leave.



Reasons in which Ukrainians were not able or didn't want to leave for a safer place

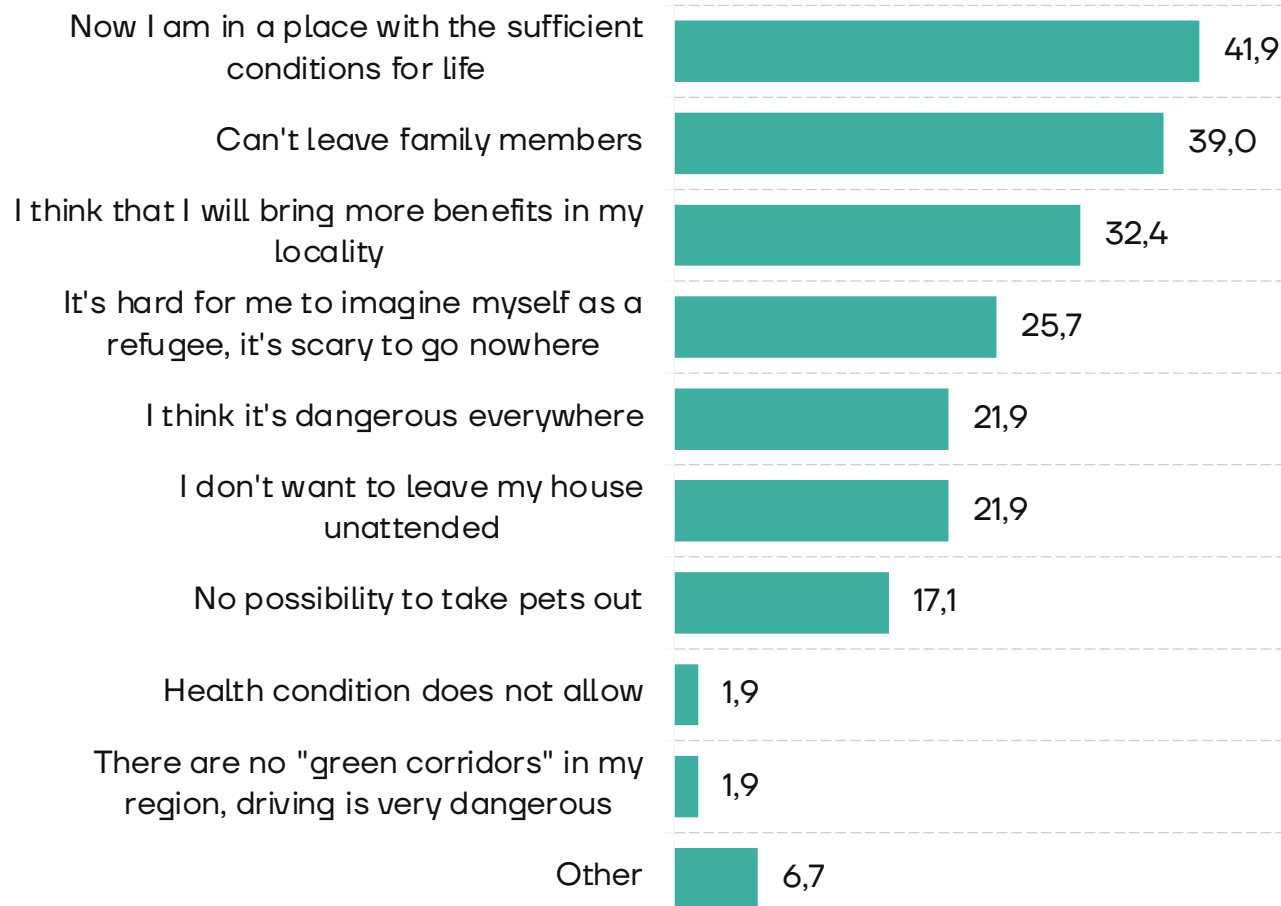
If you are staying at home, what are the reasons why you could not or did not want to move to a safer place?

Among the respondents who stayed at home under certain circumstances, 41.9% noted that they are in a place where there are sufficient conditions for life. Among Kharkiv residents, 34.4% answered.

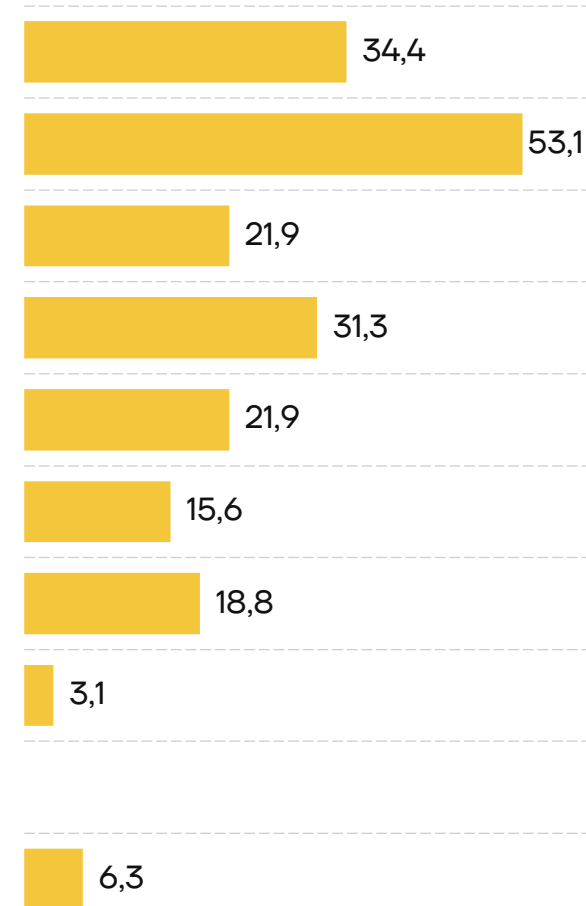
Among the main reasons that do not allow moving to a safer place, 39.0% of respondents name the inability to leave family members (in Kharkiv – 53.1%). It is difficult to imagine yourself as a refugee – a total of 25.7%, in Kharkiv – 31.3 %.

About a third of the respondents stay at home, because they believe that they can be more useful in their locality.

In total



Kharkiv



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URGENT NEEDS

Urgent needs and problems of Ukrainians

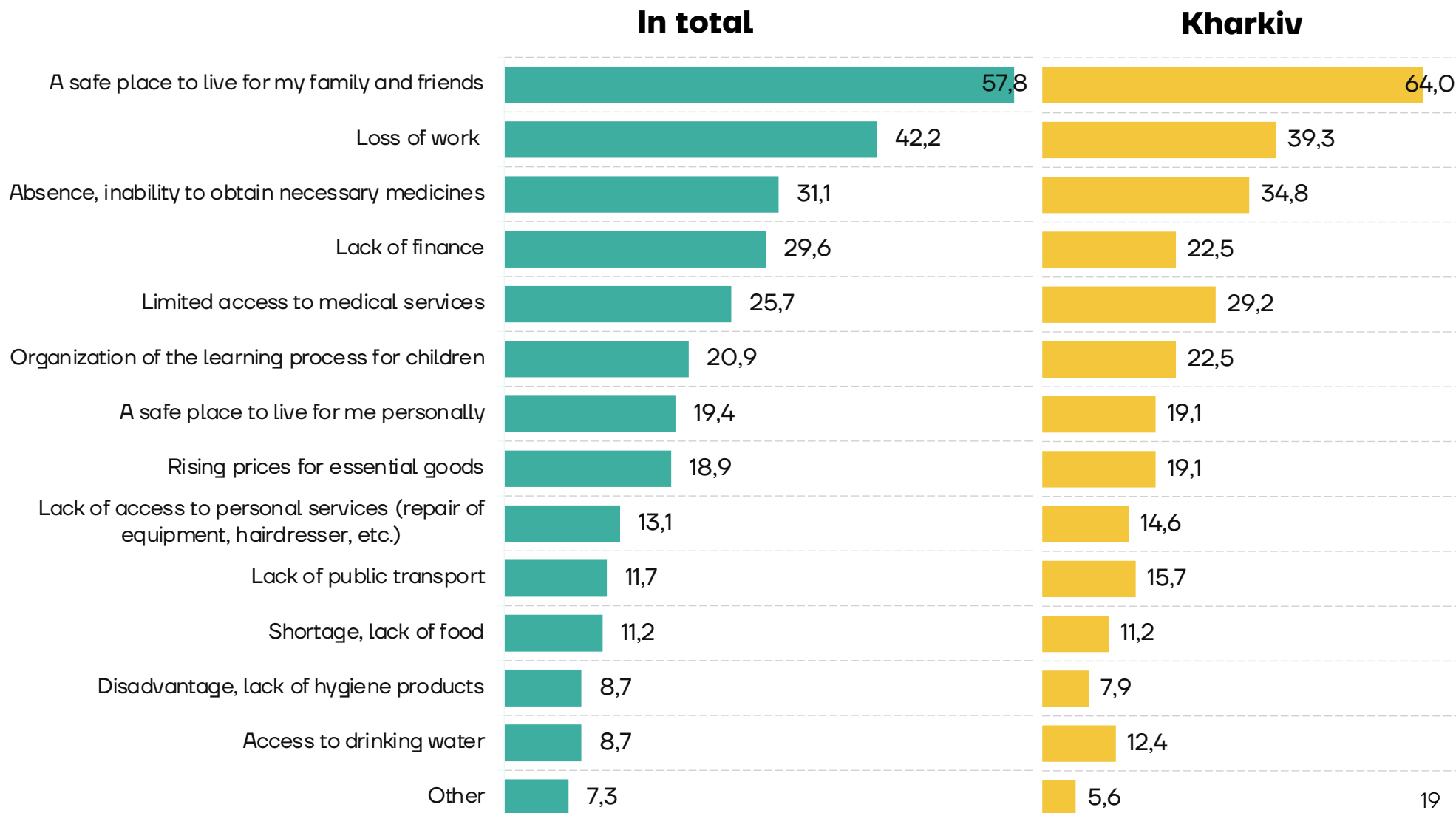
Please mark all the needs and problems that are most relevant to you now (all responses)

A safe place to live is the main need of Ukrainians as indicated by 57.8% of respondents.

42.2% pay attention to the fact that they are worried about the loss of a job and the opportunity to earn for living for themselves and their families. Another third (29.6%) indicate a lack of money.

31.1% faced the problem of lack or inability to purchase the necessary medicines and 25.7% - limited access to medical services.

Every fifth respondent noted the problems associated with the organization of the learning for children.



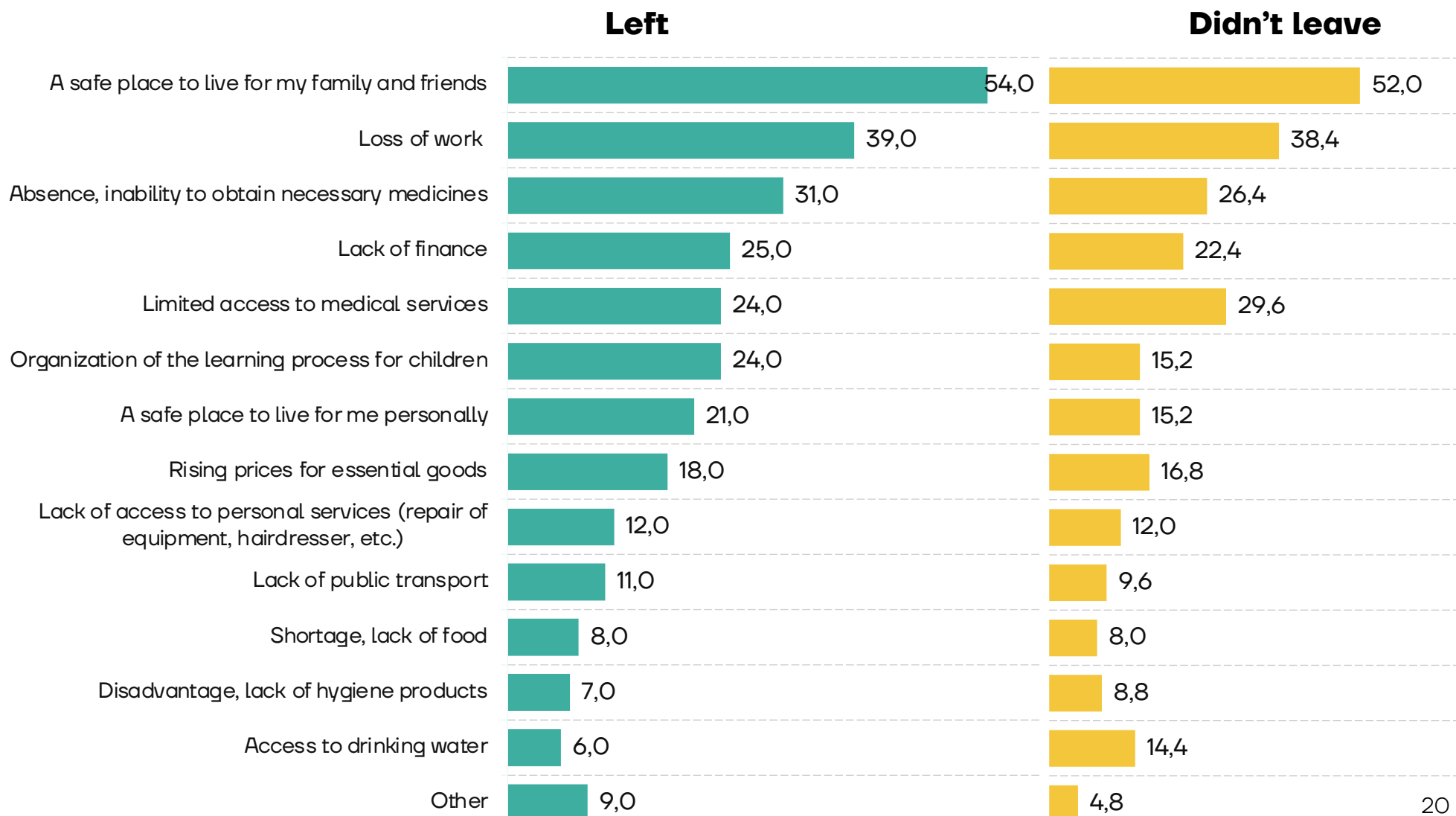
Urgent needs and problems of Ukrainians which left homes and stayed home

Please mark all the needs and problems that are most relevant to you now (all responses)

Among the respondents, regardless of whether they left or not, the main problem remains – it is safety.

Those who left their homes are more concerned about the organization of the educational process for children (24.0%).

About 63.0% faced financial difficulties (the total share of those who lost their jobs – 39.0% and indicated that there was no finance – 24.0%).



A woman with dark hair tied back is holding a young child with light brown hair. The woman is looking down at the child with a gentle expression. The child is looking off to the side with a curious expression. They are in a room with a wall covered in colorful paint splatters. The lighting is soft and warm.

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HOPES AND EXPECTATIONS

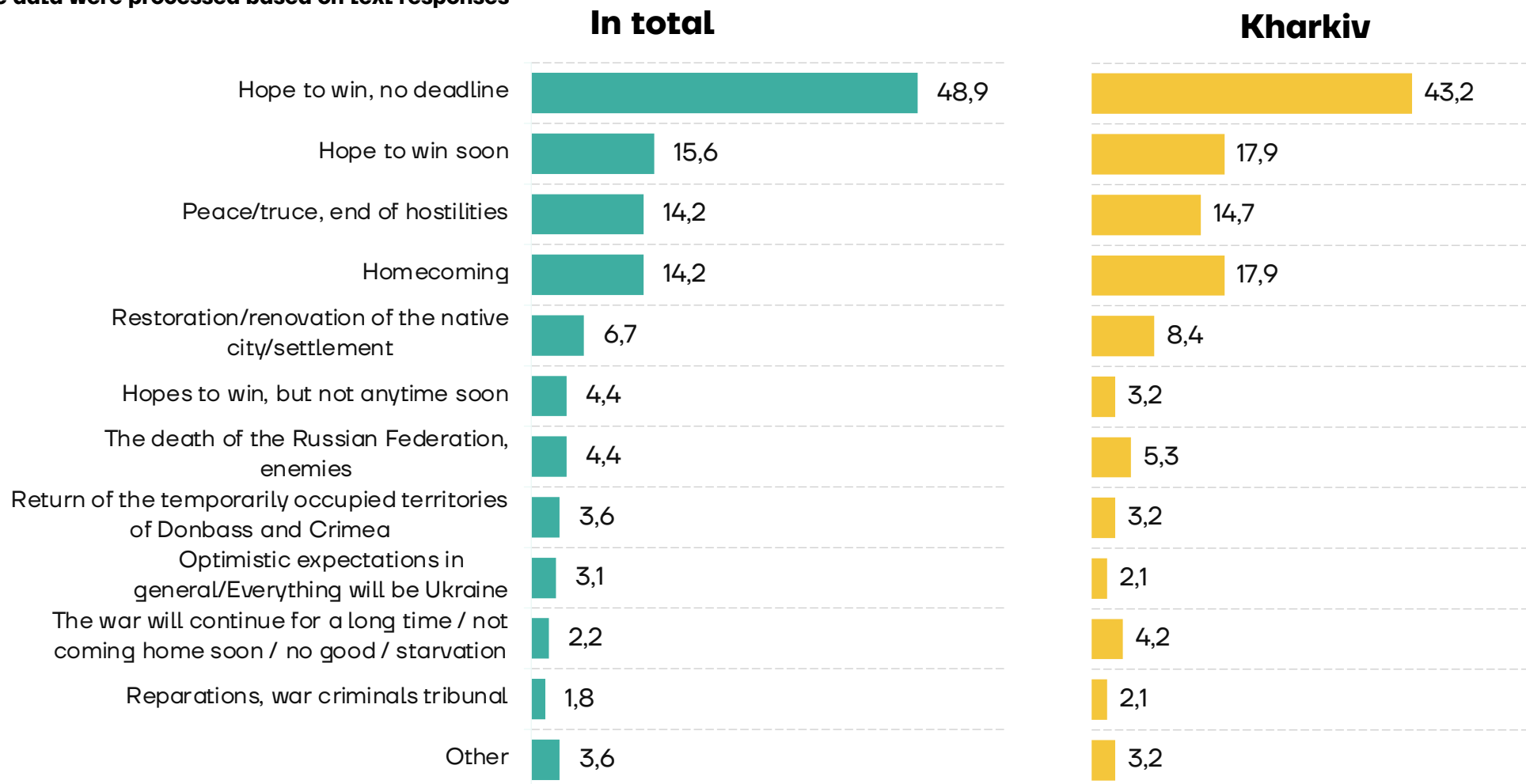
Hopes and expectations

What are your hopes and expectations in the further development of events? (open question)

The data were processed based on text responses

Answering an open question about what hopes and expectations from the further course of events, at least 83.1% hope for victory and the end of hostilities.

At the same time, 48.9% do not name the terms for the end of the war, 15.6% hope for victory in the near future.



Hopes and expectations



I really hope for victory and that there will be fewer victims – we pray for this, but I don't know how to do it.

Female, 35-44, Kharkiv



I would like those who are in control, from Ukraine and Russia, to agree on a ceasefire as soon as possible, I want people to stop dying, hide in basements and live in fear and anxiety.

Female, 25-34, Kyiv



I hope that in a month or two the active hostilities will end and we will be able to return home to rebuild our city.

Female, 35-44, Kharkiv



The victory of Ukraine within 2-3 months, the withdrawal of the aggressor troops, the return of the territorial integrity of Ukraine

Male, 45-54, Kozelets, Chernihiv Oblast



I hope Mariupol will be released. I hope for victory, and not for the signing of a peace agreement that will allow the enemy to accumulate forces for a subsequent attack.

Male, 35-44, Kyiv



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POPULATION RESISTANCE

Activities joined during the war

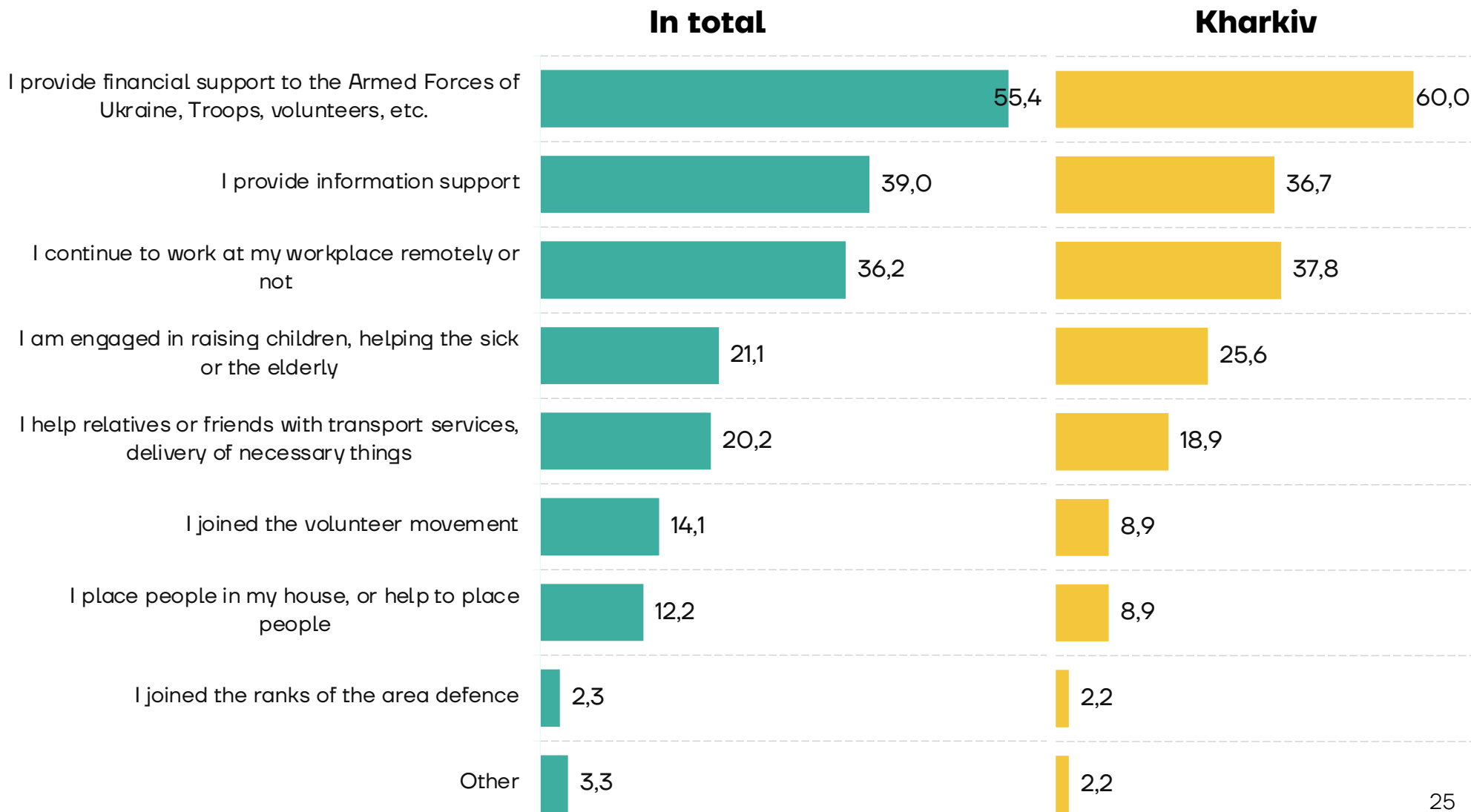
Which of the following activities did you join during the war?

About two-thirds of Ukrainians provide financial support to the Armed Forces of Ukraine, area defence organizations, and volunteers.

39.7% joined the information war.

36.2% continue to work at their workplace remotely or not.

One in five is engaged in raising children, helping the sick or the elderly.



Gratefulness

What and to whom are you grateful? (Open question)

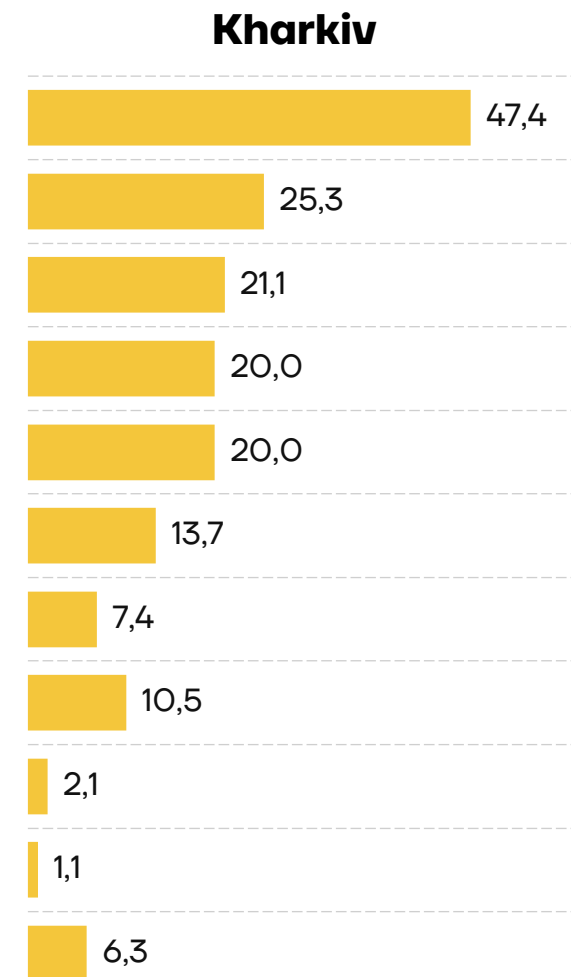
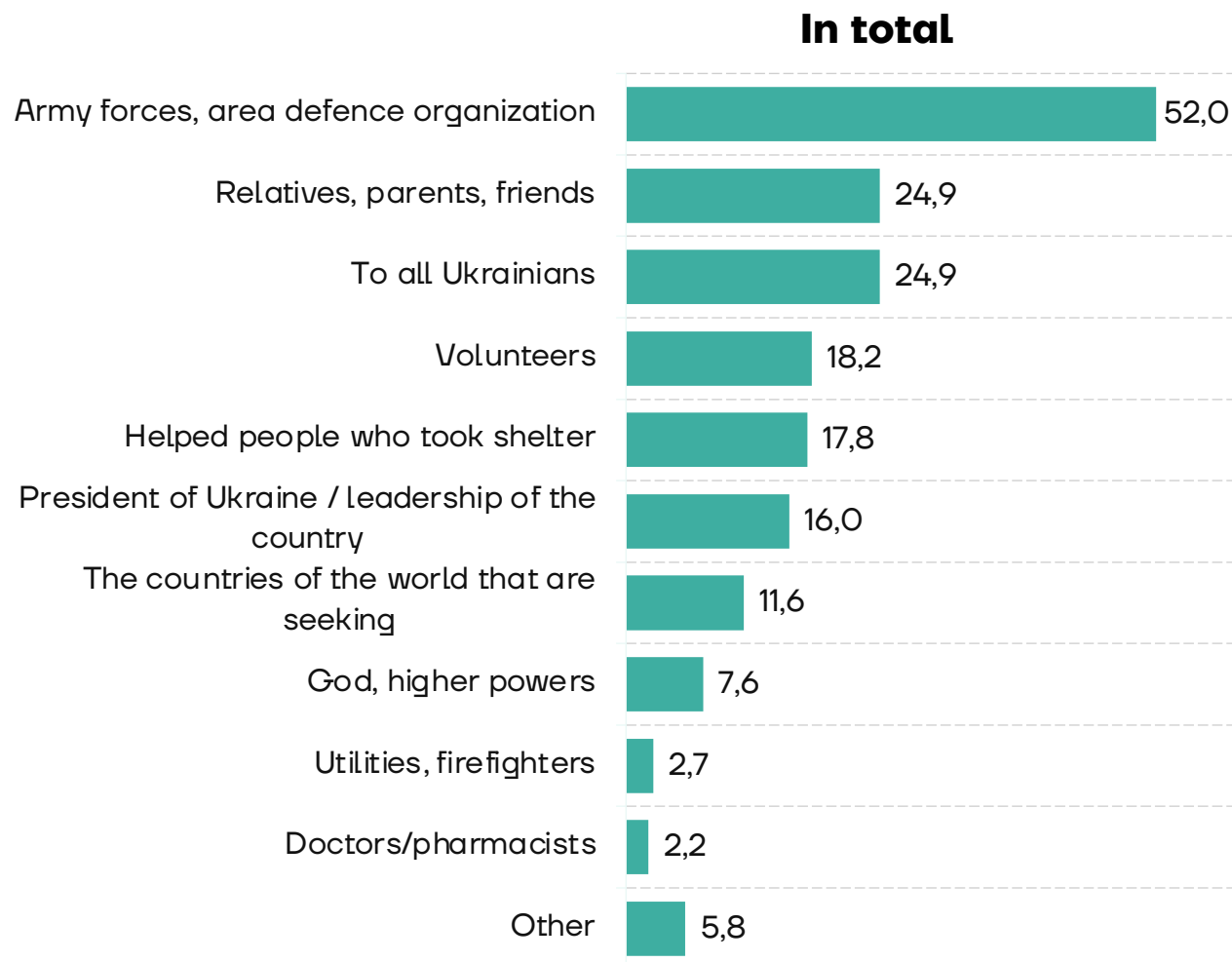
Data were processed based on text responses

More than half of the respondents, answering the question of what and to whom they are grateful, indicate the Armed Forces of Ukraine and the area defence organizations.

Every fourth is grateful to relatives and friends; the same number thank all Ukrainians for stability and unity.

Every fifth expresses sincere gratitude to the volunteers who help in difficult times.

16.0% are grateful to the President and the leadership of the country.



Words of gratitude



I am proud of the spirit of our country.
Together we are strong.

Female, 55-60, Kharkiv



The Armed Forces of Ukraine, the President, everyone who is now bringing our Victory closer. To my loved ones who invited me to live with them in a safer place. To their relatives, who remained in Kharkov and are constantly holding on. To all the people of the Earth who are now helping Ukraine.

Female, 45-54, Kyiv



To the Armed Forces of Ukraine for every new day, to God for the opportunity to be in a relatively safe place next to family and friends.

Female, 25-34, Kyiv



Armed forces – first of all for protection, victims. Huge gratitude! Area defence for protection. Employees of supermarkets, shops, pharmacies working in their places and supporting life in the war. Medical workers. Volunteers. Those who help the civilian population to the best of their ability, as well as helping the army. Personally to President Zelensky – he turned out to be the best President of Ukraine since independence. To all his team. European countries: Lithuania, Poland, Germany, Great Britain, Latvia, Austria, Slovakia. All their leaders and ordinary citizens who kidnap are collecting help for refugees and those who remain here. Special thanks to those citizens of Ukraine who did not leave their pets to the mercy of fate.

Female, 35-44, Kyiv

Wishes to Ukrainians

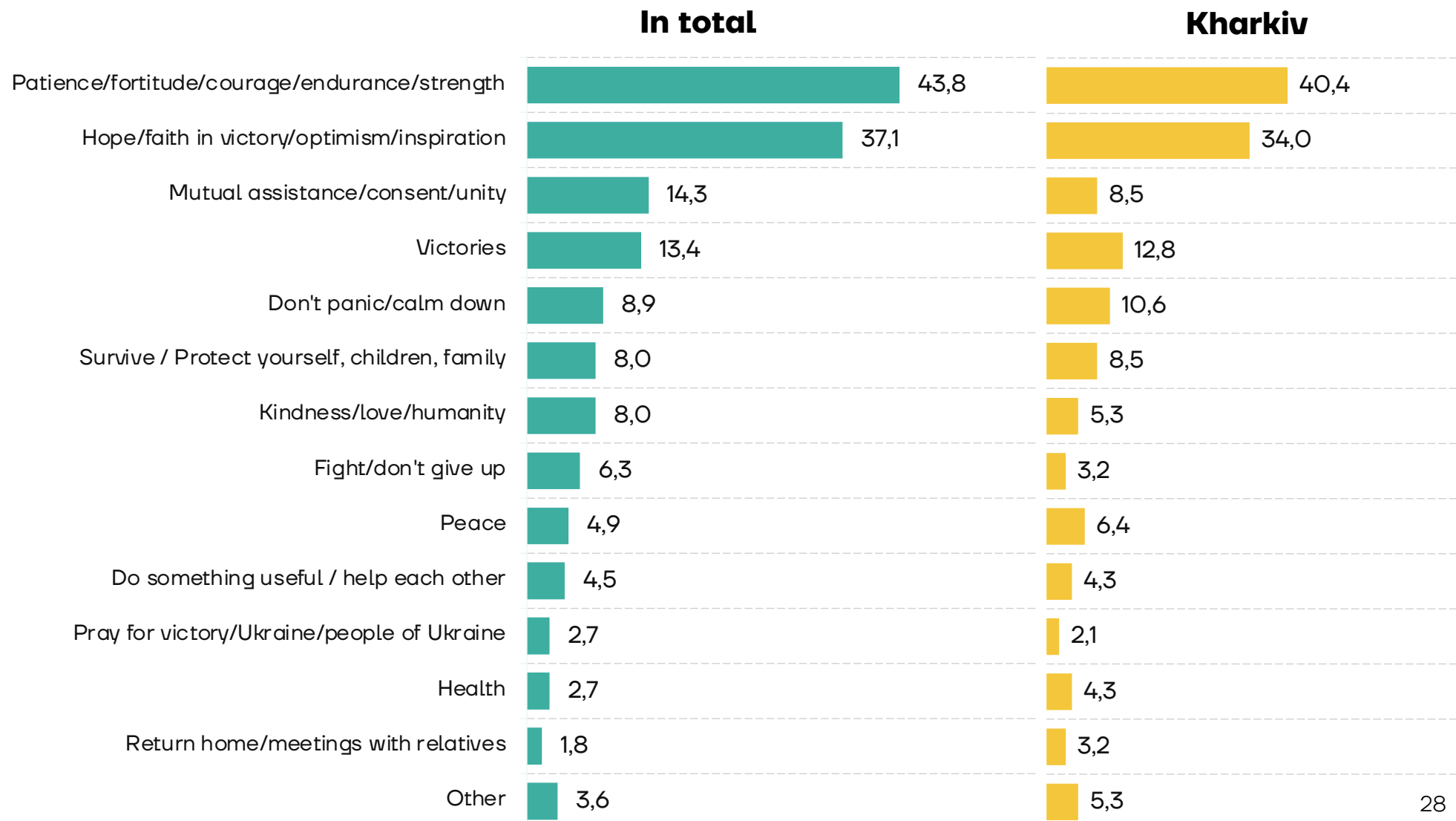
What would you like to wish Ukrainians in this difficult time? (Open question)

The data were processed based on text responses

Endurance, courage and patience wish Ukrainians each other (43.8%).

37.1% wish not to lose faith, hope and optimism.

13.4% wish Victory.



Wishes and words of support



Believe in Ukraine, in our armed forces.
Unite because together we are strong.
To help each other.

Female, 45-54, Kyiv



Resist, hold on, hope and bring closer
our victory over the enemy. Everything
will be Ukraine!

Female, 45-54, Odesa



Believe in our victory, as little loss as
possible, peace of mind.

Female, 61-65, Vinnytsia



Do not cry – the time for tears is over.

Do not be afraid – now is the time to hate the enemy.

Keep hope.

Believe in Victory.

Support those on the front lines.

Take care of your physical and mental health. It will still
be needed to restore the country

Female, 45-54, Kharkiv

A photograph of a crowded public transport vehicle, likely a bus or train, with many people looking out the windows. The image is used as a background for the slide.

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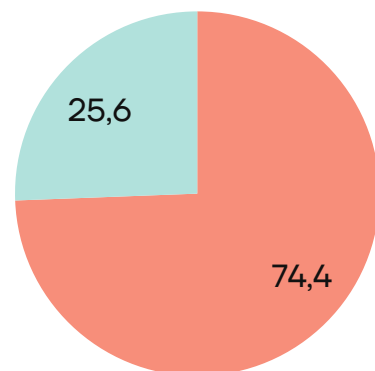
SOCIO-DEMOGRAPHIC PROFILE OF RESPONDENTS

Socio-demographic profile of respondents

Sex

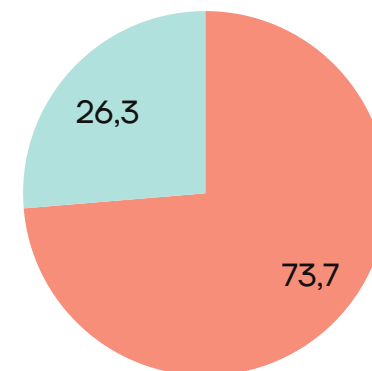
female
male

In total

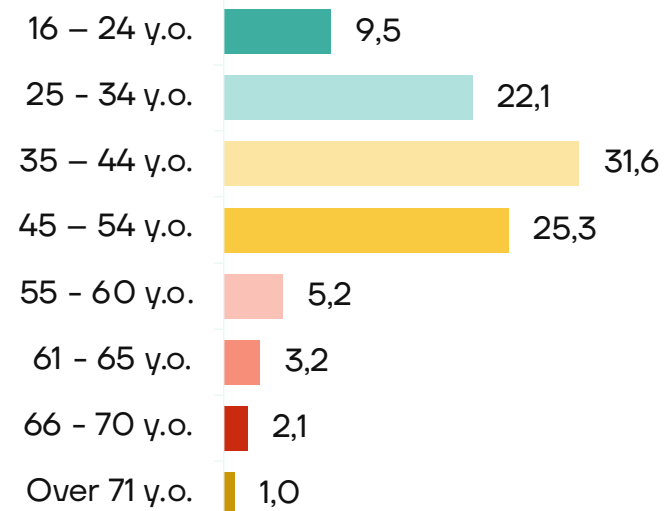
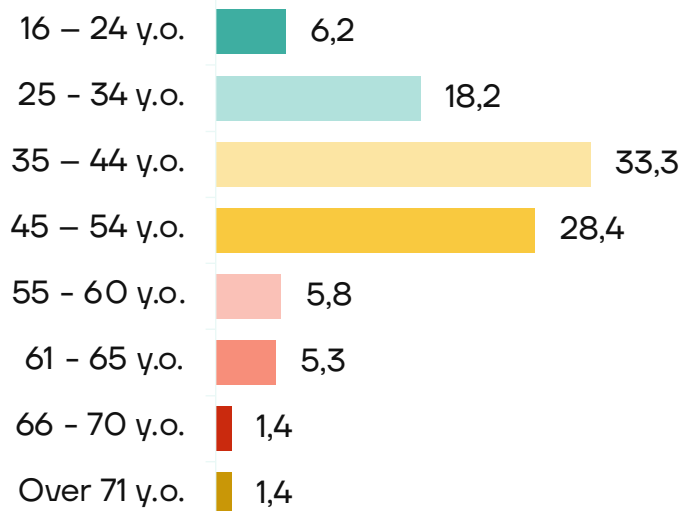


Kharkiv

female
male



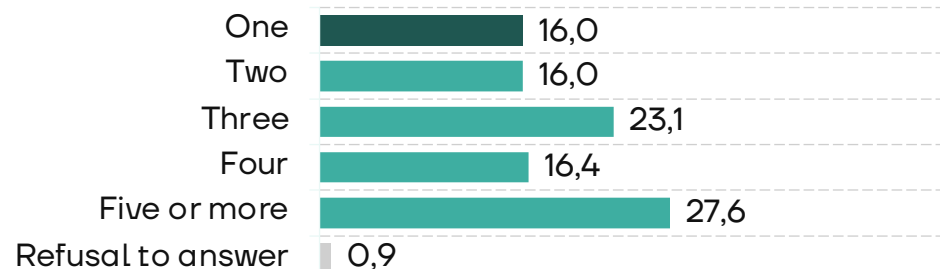
Age



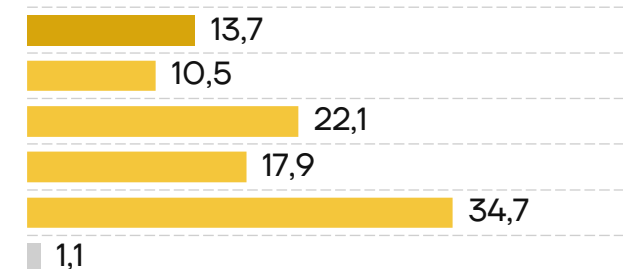
Socio-demographic profile of respondents

How many people live in one room

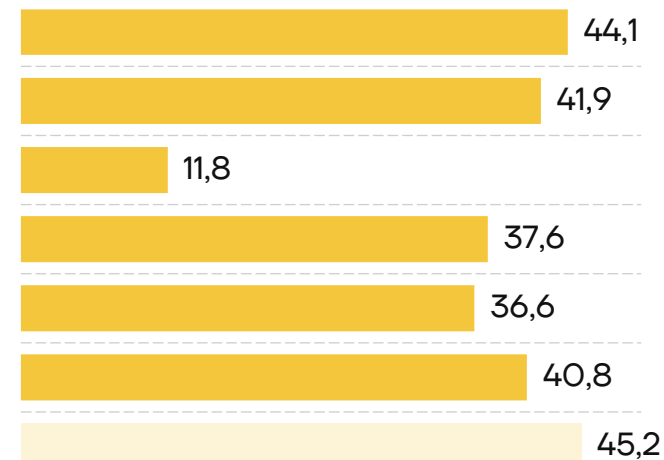
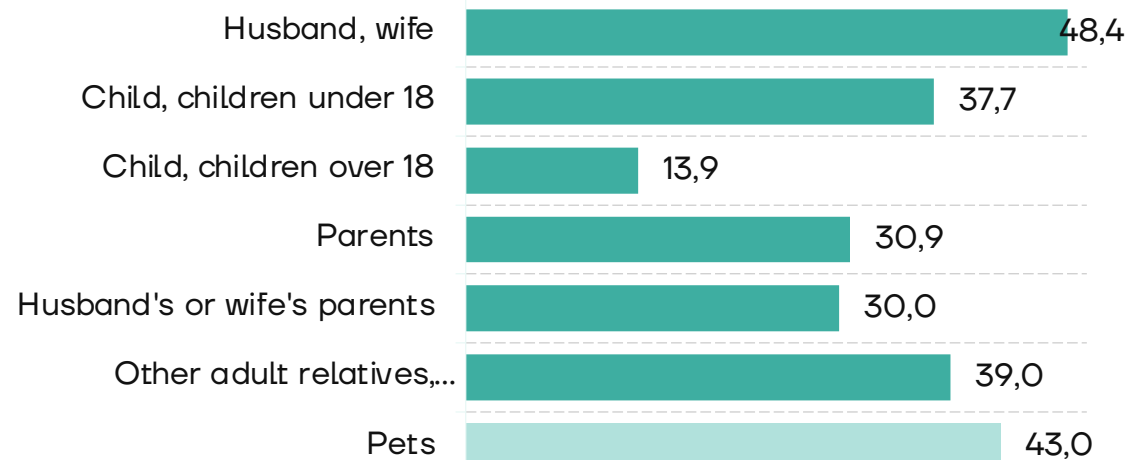
In total



Kharkiv



Family members currently living in the same room as the respondent



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