
USAID U-Media Project
15 Ryz'ka, Kyiv, 04112 Ukraine
www.umediamedia.kiev.ua
facebook.com/umedia.internews

Internews Annual Survey: Media Consumption in Ukraine 2016

Ukrainian online news media show a spike in popularity, while trust and use of Russian media continue to decline

Press release

The Internews annual media consumption survey shows more Ukrainians searching for news online and fewer getting their news from television. Trust in Ukrainian online media is also up, matching the trend in greater consumption. The survey also shows that Ukrainians are consuming Russian media far less than they did last year, and that trust in Russian media continues to decline.

Internet use in general, including news sites and social networks, is up. Around 67% of respondents said they use the web to get news, compared to 64% in 2015. Television is still the main source of news for Ukrainians, but it is continuing a downward slide in popularity. The number of Ukrainians reporting they watch TV news has declined from 89% in 2014, to 81% in 2015, and 79% in 2016. Nevertheless, television remains the most popular means for people to get information, chiefly due to its traditional hold over audiences older than 35. Ukrainians' favorite three TV channels are 1+1, Inter and STB.

As news consumption via the internet grows, Ukrainians under 35 are increasingly getting their news not from news websites, but from news aggregators (like ukr.net) and social networks (like Facebook and Vkontakte). The percentage of respondents who use Facebook and prefer Facebook for news over other social media sites has grown dramatically over the past year, from 27% to 36% (use in general) and from 12% to 21% (preferred means of getting news) from 2015 to 2016.

Ukrainians are using Russian media much less than they did in 2014 and 2015. Russian TV news consumption has declined from 27% in 2014 to 6% in 2016, while online news consumption has declined from 21% to 11% during this time, and newspapers and radio stations remain unpopular. Fewer people trust Russian media than they did at the beginning of the conflict in the east; trust in Russian TV has fallen from 20% to 4% in the last two years, while trust in online news has fallen from 16% to 5%; trust levels for radio and newspapers languish at 2%. There are different trends in different parts of the country, and it is important to note that trust in Russian television news went up slightly in Kharkiv, Luhansk, and Zaporizhzhia in 2016. However, trust declined in every other surveyed region. Trust in Russian online sources declined everywhere except Mykolaiv, where the increase was slight.

The share of people who are aware of *jeansa* (media content written for or placed by special interests and displayed as news) has increased (from 49% to 55%), but at the same time, the number of respondents who say they can distinguish such content from real news has decreased (from 57% to

47%). Less than half of those surveyed consider *jeansa* to be a serious problem, and the majority of those surveyed say they can put up with a certain amount of hidden advertising in the media.

More Ukrainians than ever before are aware of who owns their local and national media – the number of people responding that they know who owns the local and national media has jumped up 5% around the country to 35% (local) and 50% (national). Around 40% of respondents think that transparency around media ownership is important.

The complete Internews/InMind survey in English can be in attachment.

The poll was conducted in May-June 2016 for Internews by the InMind market research company, with a sample size of 4,048, including 300 respondents or more in each of 12 oblasts – Kyiv, Lviv, Vinnytsia, Poltava, Sumy, Odesa, Mykolaiv, Kherson, Zaporizhzhia, Dnipropetrovsk, Donetsk, and Kharkiv. A smaller number of respondents in the remaining regions were added to provide a national picture. Donetsk and Luhansk interviews were held in areas under the control of the Ukrainian government.

The comparisons of 2014 with 2015 and 2016 results are restricted to the 10 control regions surveyed in all years - Kyiv, Vinnytsa, Donetsk (under control of Ukrainian government), Lviv, Mikolaiv, Odesa, Zakarpattya, Sumy, Kharkov, and Cherkasy.

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