USAID-Internews 2020 Media Consumption Survey

The 2020 Media Consumption Survey was conducted by InMind at the request of Internews, an international media development organization that is implementing the Media Program in Ukraine with financial support from the U.S. Agency for International Development (USAID).

August 2020

NATIONAL SURVEY

Audience: general public

InMind

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AIMS AND OBJECTIVES OF THE SURVEY:

- To find out the attitude of the general public to the media
- To assess the level of satisfaction with regional, national, and Russian media of all types
- To estimate consumer preferences for different types of media
- To measure the consumption of different types of media
- To rate the level of trust in different types of media
- To estimate the level of media literacy of the public
- To assess the level of awareness and understanding of media coverage of reforms
- To assess the impact of Covid-19-related disinformation on the general public
- To assess the level of interest in the news related to different topics

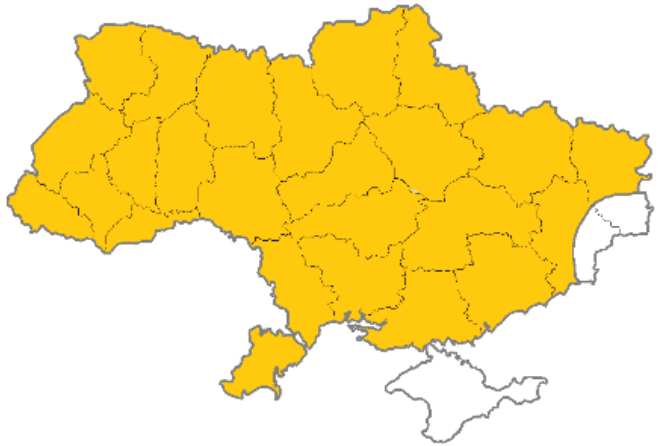
STUDY DESIGN. Quantitative part

Method
F2F survey

Target audience
Men/Women 18-65

Field work dates
Wave 2015: May – June
Wave 2016: May – June
Wave 2017: May – June
Wave 2018: May – June
Wave 2019: June – July
Wave 2020: July – August

Geography
Ukraine, cities 50K+
The Crimea and ATO area excluded



Sample size
General sample ~4,000 interviews/wave, out of which 300 interviews in 12 regions: Kyiv, Vinnytsia, Dnipro, Donetsk, Zaporizhzhia, Lviv, Mykolayiv, Odesa, Poltava, Sumy, Kharkiv, Kherson.

Representative part ~ 1,630 interviews/wave. To ensure representation special statistical scales have been built that brought the structure of massive data in correspondence with the data of the State Statistical Service according to the following parameters: region, settlement type, gender, age.

Sampling error with probability 0.95 does not exceed 2.5%.

STUDY DESIGN. Quantitative part

Representative sample

Region/ Macroregion	2015	2016	2017	2018	2019	2020	Average part
Total sample	**1643**	**1638**	**1650**	**1643**	**1618**	**1582**	**100%**
West	**276**	**275**	**277**	**276**	**256**	**267**	**17%**
Volyn	32	31	32	32	32	30	2%
Transcarpathian	19	19	19	19	-	18	1%
Iivano-Frankivsk	33	33	34	33	33	33	2%
Lviv	89	89	89	89	88	86	5%
Rivne	24	24	24	24	24	22	1%
Ternopil	21	21	21	21	20	20	1%
Khmelnytsk	35	35	35	35	35	34	2%
Chernivtsi	24	24	24	24	24	24	2%
North	**428**	**424**	**431**	**428**	**426**	**417**	**26%**
Kyiv	301	301	302	301	300	300	19%
Zhytomyr	45	45	45	45	45	41	3%
Sumy	41	41	42	41	41	39	2%
Chernihiv	41	37	42	41	40	37	2%

Region/ Macroregion	2015	2016	2017	2018	2019	2020	Average part
Center	**162**	**162**	**162**	**162**	**161**	**154**	**9%**
Vinnytsia	35	35	35	35	35	33	2%
Kirovohrad	30	30	30	30	30	32	2%
Poltava	54	54	55	54	54	50	3%
Cherkasy	42	42	42	42	42	39	2%
South	**299**	**299**	**300**	**299**	**298**	**277**	**18%**
Zaporizhzhia	104	104	105	104	104	93	6%
Mykolayiv	53	53	54	53	53	49	3%
Odesa	113	113	113	113	112	105	7%
Kherson	28	28	29	28	28	31	2%
East	**479**	**479**	**480**	**479**	**477**	**468**	**30%**
Dnipropetrovsk	209	209	209	209	208	187	12%
Donetsk	97	97	98	97	97	113	7%
Luhansk	26	26	26	26	26	25	2%
Kharkiv	147	147	147	147	146	142	9%

STUDY DESIGN. Qualitative part

Method
Focus group discussions (FGDs)

Target audience
Men/women aged 18-65

Field work dates
Wave 2017: August
Wave 2018: August
Wave 2019: May-June, August
Wave 2020: July, September

Geography 2020
Kyiv (2 FGDs)
Lviv (2 FGDs)
Odesa(2 FGDs)
Melitopol (1 FGD)
Zhytomyr (1 FGD)
Mariupol (1 FGD)
Sutysky (Vinnytsia region) (1 FGD)

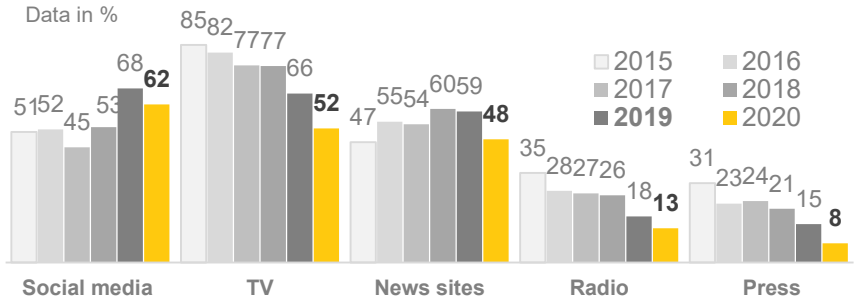
Sample size and composition
In 2017-2018 focus groups discussions were organized at the end of the quantitative stage of the survey for additional interpretation of data obtained in the research. There were 8 FGDs every year.
In 2019-2020 qualitative part had 2 stages: 4 FGDs before the beginning of the quantitative stage of the research to specify and finalize the tools and 6 FGDs – after the survey to obtain additional data interpretation.

Key results (1)

MEDIA USE

2020 saw a decrease of news consumption across all platforms. TV continues to lose its pole position for the second year running, with audiences turning to social media and news websites. The percentage of those who prefer other traditional media, such as radio and press, is also becoming significantly lower.

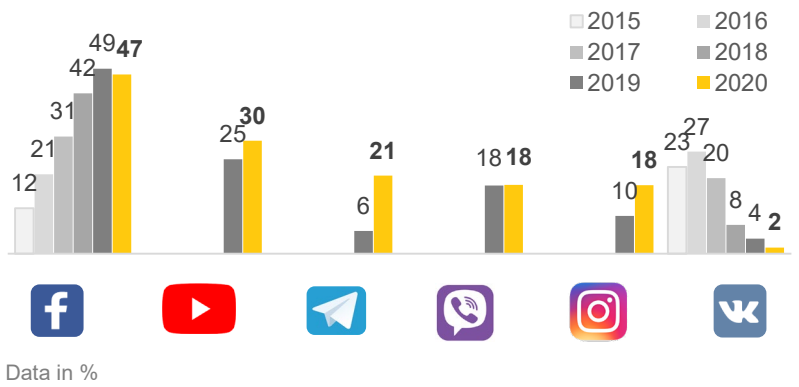
What media have you used in the past 30 days to receive news?



The survey revealed that the share of Ukrainian internet users has risen from 71% in 2015 to 90% of Ukrainians in 2020.
For the younger demographic group aged 18-35, that figure rises to 100%.
Respectively online media and social media are more popular among Ukrainians aged 18-35, while Ukrainians aged 46+ prefer TV.

To read news the consumers give preference to internet-services and news services - Google News, ukr.net – the respondents find brief headlines and presence of all the news in one news feed as extremely convenient.
"1+1" is both the most popular TV channel (63%) and the most popular website (20%) for news.
Among social networks as news sources Facebook has topped the list for several years in a row. Ukrainians became more active users of YouTube - as an alternative to TV.
Telegram is most often used to get news in brief to make sense of events.

What social network do you mainly use to get news?



TRUST IN THE MEDIA

The biggest drop in 2020 was in the level of trust in TV - the main reasons for the lack of trust are unreliable information and political bias in the news. At the same time regional online media and radio strengthened their positions – respondents said they liked their presentation of more points of view.

To what extent do you trust the news?
(showing the share of those who fully trust it / tend to trust it)

	2015	2016	2017	2018	2019	2020
Trust in national media						
Internet	47%	52%	48%	58%	51%	48%
TV	61%	58%	54%	61%	49%	41%
Radio	39%	36%	33%	39%	22%	21%
Press	34%	31%	28%	33%	19%	19%
Trust in regional media						
Internet	40%	45%	42%	52%	44%	48%
TV	51%	52%	46%	56%	41%	38%
Radio	35%	32%	30%	34%	19%	22%
Press	36%	33%	31%	35%	20%	22%

Key results (2)

For all types of media, except print media, respondents prefer national media to regional ones, however in 2020 their audience is getting smaller.

TV AUDIENCE

Which TV channels have you watched in the past 30 days? (among TV consumers)

	2015	2016	2017	2018	2019	2020
TV usage						
National	99%	99%	99%	99%	99%	95%
Regional	43%	44%	39%	45%	30%	28%
Foreign					4%	10%

National TV: National TV channels are most popular among the residents of central Ukraine (99%). "1+1" and "ICTV" are leaders among news channels.

Regional TV: Regional TV channels are most popular among the residents of western Ukraine (42%).
Local channels covering news are less popular among the residents of Kherson region (10%).

AUDIENCE OF ONLINE MEDIA

What news site have you visited in the past 30 days? (among online media consumers)

	2015	2016	2017	2018	2019	2020
Internet usage						
National	93%	91%	90%	92%	89%	84%
Regional	28%	31%	31%	42%	33%	29%
Foreign					11%	19%

National Internet media: The most popular sites for news after internet-services and news-services are "1+1 (1plus1.ua)" and "UNIAN (unian.net)".
Regional Internet media: Local news sites are preferred by the residents of cities with the population 500K+ (46%). South (43%) and East (40%) are the regions with the largest interest to local Internet media.

AUDIENCE OF PRINT MEDIA

What print sources have you read in the past 30 days? (among print media consumers)

	2015	2016	2017	2018	2019	2020
Using printed media						
National	61%	55%	50%	58%	56%	45%
Regional	63%	70%	68%	69%	65%	67%
Foreign					2%	7%

National print media: Most popular are newspapers "Arhumenty I Fakty" ("Arguments and Facts") and "Syohodni".("Today")
Regional print medial: Residents of the South (86%) and the Center (82%) trust the regional print media most.

RADIO AUDIENCE

What radio stations have you listened to in the past 30 days? (among radio consumers)

	2015	2016	2017	2018	2019	2020
Radio Usage						
National	87%	90%	93%	92%	91%	82%
Regional	27%	28%	25%	27%	22%	27%
Foreign					2%	6%

The main type of radio preferred is national stations, the most popular among listeners being "Luks FM" and "Avtoradio Ukraina".
Regional radio stations enjoy greater popularity in the Western region (58%).

Key results (3)

MEDIA LITERACY

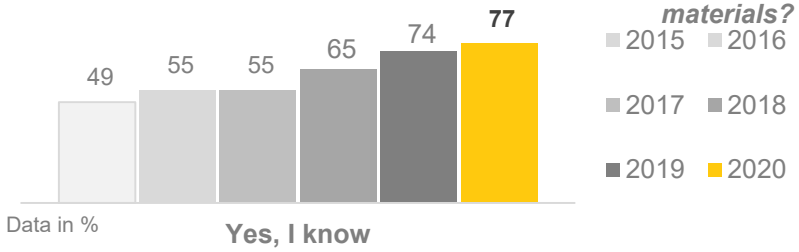
In 2020, the public started paying more attention to the source of news (35%) and the representation of different viewpoints (32%). Consumers are less likely to trust their "favorite" media (20%) – the one they mostly prefer.
Reliability and completeness are the main requirements respondents named. Comparing with the previous year, the number of people thinking that accuracy is the most important requirement increased considerably.

What general requirements should the news meet? (TOP six most important)

	2019	2020
Reliability	22%	27%
Completeness	22%	22%
Accuracy	11%	17%
Efficiency	11%	9%
Respect for private life of citizens	6%	7%
Independence of mass media	10%	7%

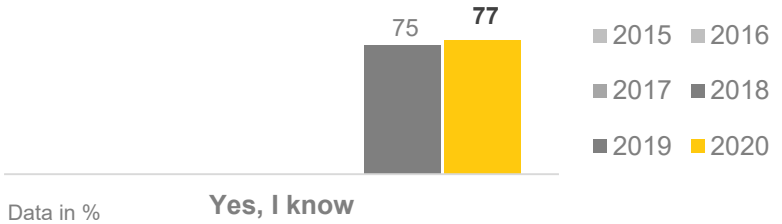
Every year there is a growing awareness of hidden advertising, however - taking into consideration the abundance of such information - it is more and more difficult for the audience to identify it.

Do you know that sometimes the media publish paid / sponsored content, covert advertising presented as ordinary materials?



77% of the respondents are aware that disinformation exists. The majority of those who are aware - 58% - do not think that this is an urgent problem.

Do you know that the media sometimes publish untrue/false stories ?



CORONAVIRUS DISINFORMATION

Between 81% (a biological weapon made in Chinese or US labs) to 38% (global electronic concentration camp) of the respondents had heard coronavirus narratives.
The most believed story is that the real number of people infected is being concealed (37%), while the least believed is that coronavirus is caused by 5G.

Most frequently the respondents shared the information that coronavirus is just the same as the normal flu (46%). Among the reasons as to why they decided to share disinformation about coronavirus, respondents most often said they were interested in knowing what others thought on the issue.

REFORMS AWARENESS

In 2020 respondents less frequently came across information on the reform of the local government and the changes in pensions than in the past, while the information on land reform appeared more frequently. Despite the fact that the publications on medical reform were the most frequently covered, the audience feels the lack of information in the sphere of health protection.

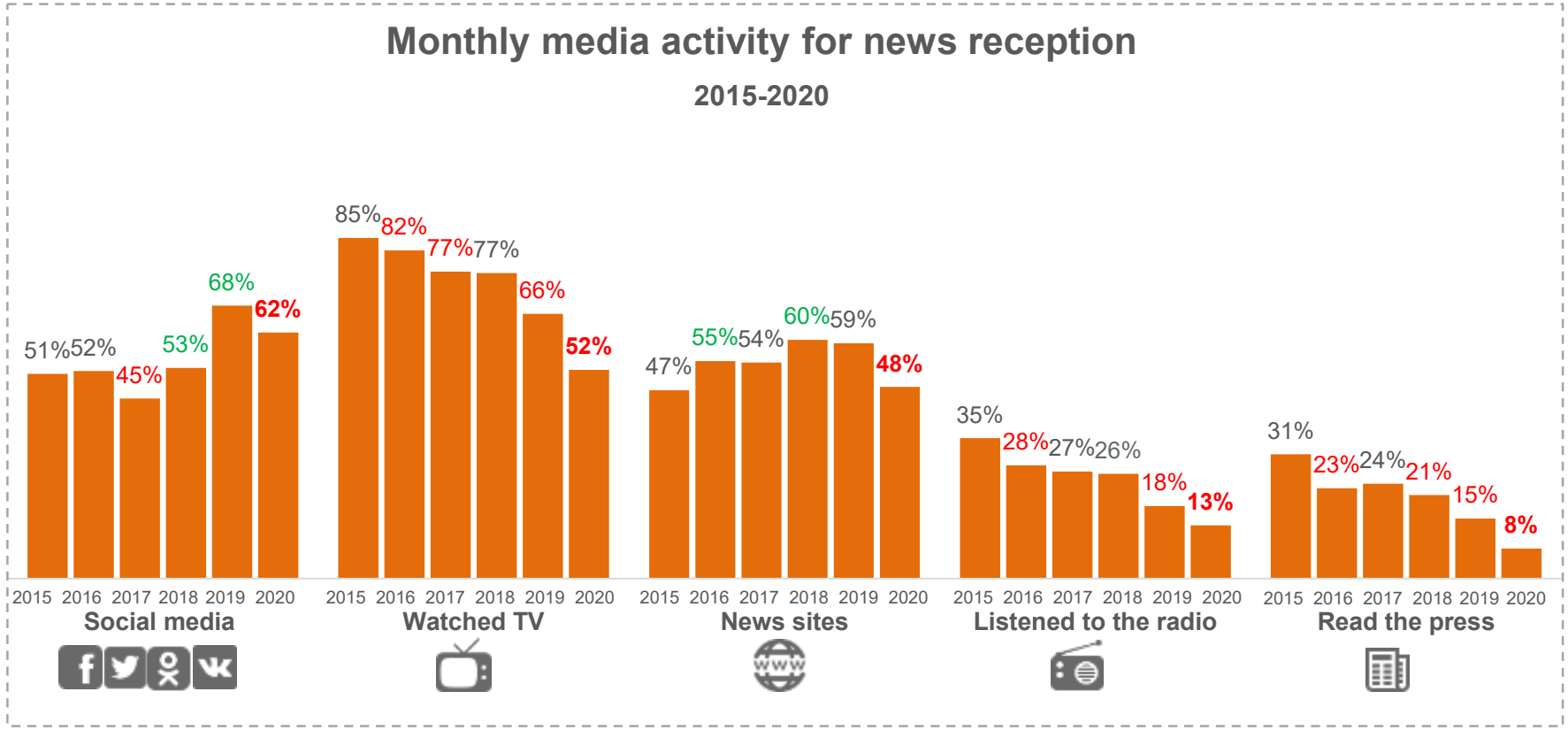
RUSSIAN MEDIA

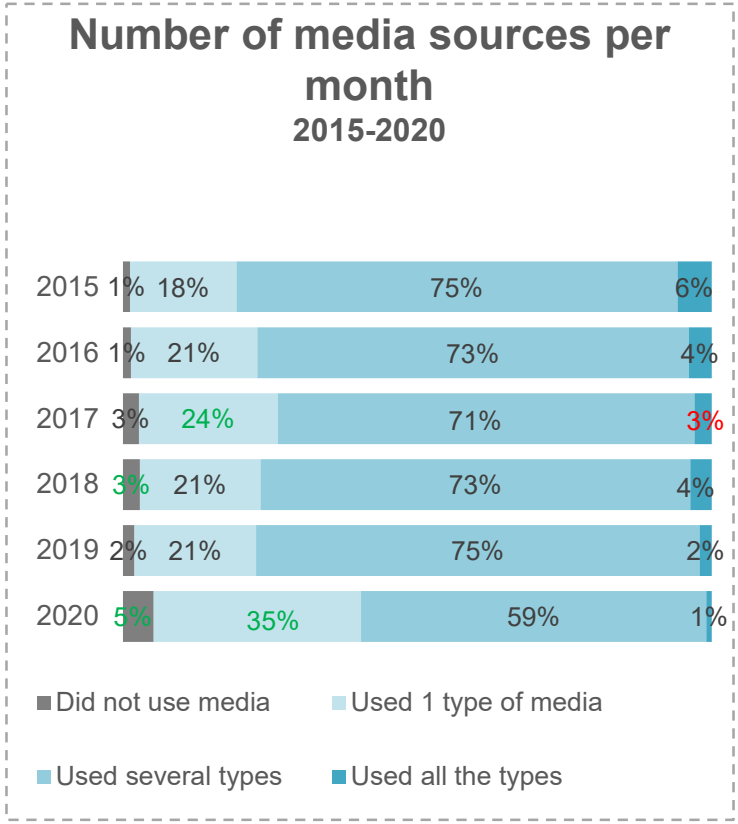
Among the acquaintances of every third respondent there are those who use the Russian media as a source of news, while every sixth respondent is using Russian media personally. The audience wants to find out what Russian media say about Ukraine, and what is happening in Russia. Ukrainians who consume Russian sources most often prefer online media and TV.
Even though people turn to them as a source of information, the level of trust tends to be low. However we noticed an increase in trust between 2019 and 2020.

MEDIA CONSUMPTION

Media activity

2020 saw a decrease of news consumption across all platforms. TV continued to lose its pole position for the second year running, with audiences turning to social media and news websites. The percentage of those who prefer other traditional media, such as radio and press, is also becoming significantly lower.
The majority of Ukrainians still use several types of media to get news. However, in 2020 the number of those using one source increased, and most often this source was social media.



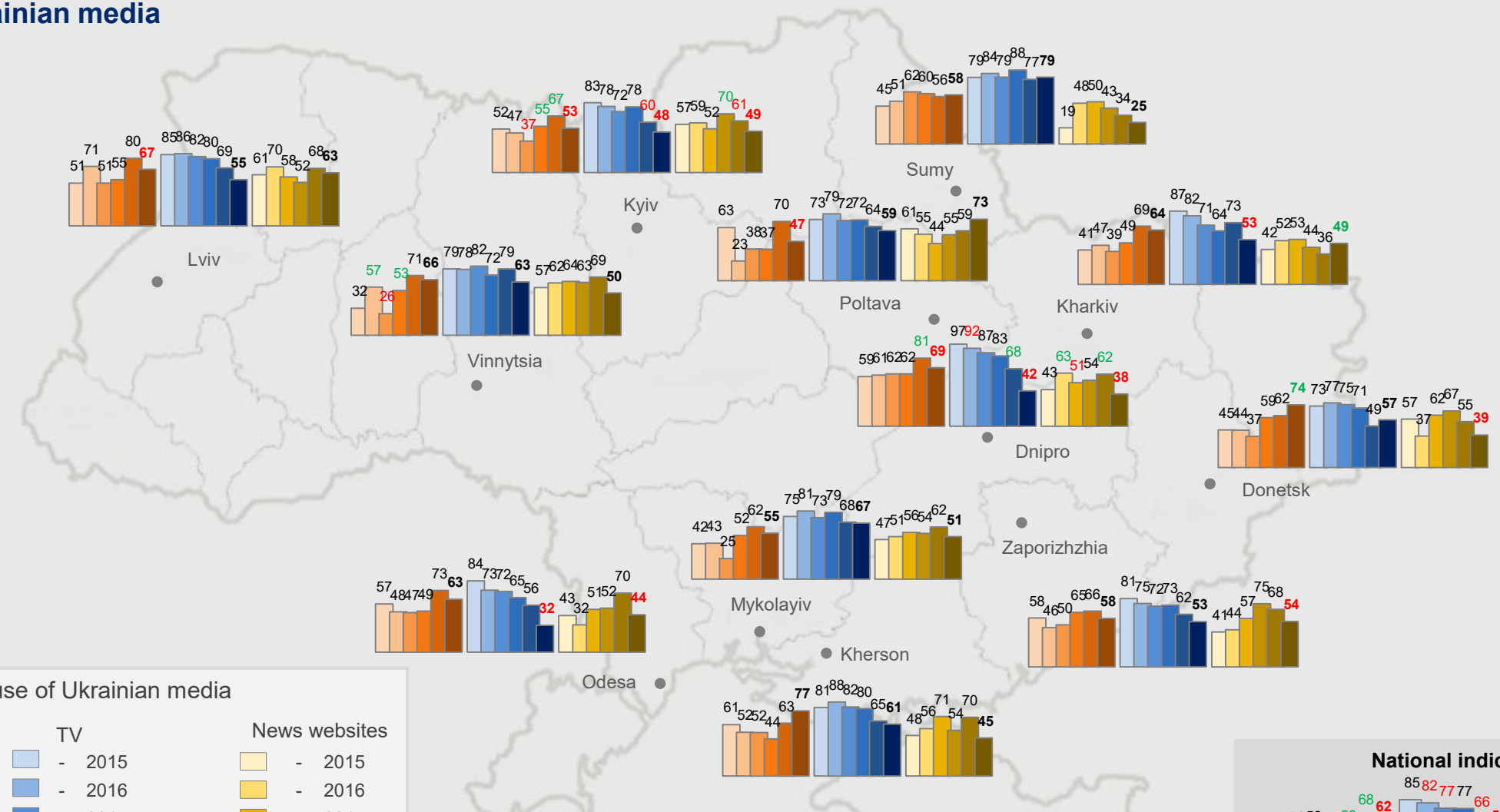


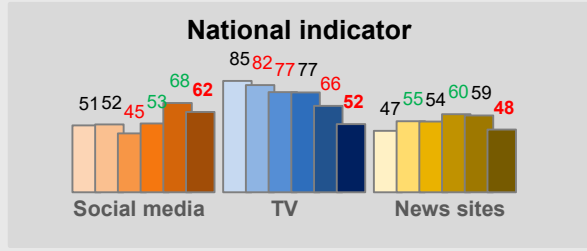
Question: *Please, tell us what media you have used in the past 30 days to receive news.*

Basis: *Total sample, N~1630/wave*

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Monthly use of Ukrainian media

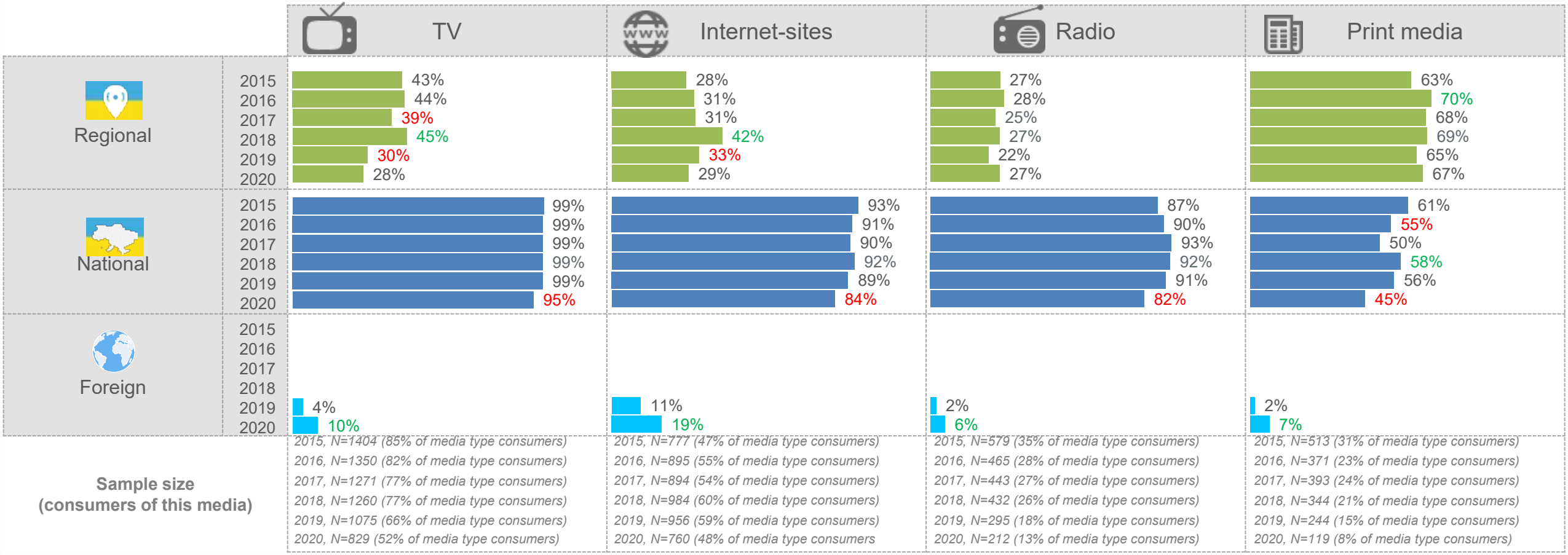




Media types: Regional vs. National

When asked which type of media they used for news in the last month, the majority of respondents say they've watched the news on national TV channels, online media and radio. However regional print media are preferred to national print media.

What channels did you watch for news during the month?



Sample size (consumers of this media)	TV	Internet-sites	Radio	Print media
2015	2015, N=1404 (85% of media type consumers)	2015, N=777 (47% of media type consumers)	2015, N=579 (35% of media type consumers)	2015, N=513 (31% of media type consumers)
2016	2016, N=1350 (82% of media type consumers)	2016, N=895 (55% of media type consumers)	2016, N=465 (28% of media type consumers)	2016, N=371 (23% of media type consumers)
2017	2017, N=1271 (77% of media type consumers)	2017, N=894 (54% of media type consumers)	2017, N=443 (27% of media type consumers)	2017, N=393 (24% of media type consumers)
2018	2018, N=1260 (77% of media type consumers)	2018, N=984 (60% of media type consumers)	2018, N=432 (26% of media type consumers)	2018, N=344 (21% of media type consumers)
2019	2019, N=1075 (66% of media type consumers)	2019, N=956 (59% of media type consumers)	2019, N=295 (18% of media type consumers)	2019, N=244 (15% of media type consumers)
2020	2020, N=829 (52% of media type consumers)	2020, N=760 (48% of media type consumers	2020, N=212 (13% of media type consumers)	2020, N=119 (8% of media type consumers)

Question: *Look at the card and tell us what channels you have used for news in the past 30 days* (FOR ONLINE, RADIO and PRINT MEDIA – THE SAME QUESTION)

Basis: *Consumers of this media*

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Media Preferences (the results of focus group discussions)

- Focus Groups said that, on average, they had a keen interest in news, however they felt negative information prevailed in the news.
- News consumption dynamics were affected by the restrictions introduced by the government (quarantine) – the pandemic caused a spike in news consumption during lockdown, as people spent more time watching TV and surfing the internet.
- Once the public saw lockdown measures lifted, they spoke of having news fatigue, especially related to pandemic updates and the necessity of having to continuously control their news feeds.
- The launch of local election political campaigning led to a rise in the public's interest in the news, though the tendency is less evident in comparison with quite strong immersion in the news during the 2019 political campaigns.
- There is a tendency of growing interest in regional media due to the development of local Telegram channels and local social media groups.
- People are interested in the regional specifics related to coronavirus, so they pay more attention to quarantine restrictions and news at the regional level.

RATINGS OF NATIONAL MEDIA

TV

	2015	2016	2017	2018	2019	2020
1+1	63%	62%	57%	59%	63%	63%
ICTV	31%	28%	33%	33%	32%	43%
Inter	56%	47%	43%	41%	41%	32%
STB	34%	38%	36%	33%	26%	25%
Ukraina TRK	18%	22%	27%	28%	28%	20%
112 Ukraina	14%	15%	15%	18%	20%	19%
Novyi	12%	18%	15%	15%	13%	13%
2+2	6%	4%	4%	6%	4%	9%
5 Channel	13%	8%	7%	8%	4%	9%
24 Channel	6%	4%	5%	3%	3%	7%
NTN	5%	6%	7%	5%	4%	4%
Pershyi Natshionalnyi /UA Pershyi	3%	4%	2%	3%	2%	4%
Espresso TV	1%	1%	1%	2%	2%	3%
TET	3%	3%	2%	2%	2%	3%
Mega	0%	0%	0%	0%	2%	2%
NewsOne	0%	0%	2%	3%	4%	2%
K-1	1%	1%	2%	2%	1%	2%

What national TV channels do you watch most often? Indicate up to three channels.

Internet

		2015	2016	2017	2018	2019	2020
News services	Google	0%	0%	14%	3%	38%	40%
	Ukr net	28%	34%	35%	28%	19%	24%
	UNIAN (unian.net)	7%	6%	4%	7%	6%	10%
	Yandex	16%	19%	16%	8%	4%	5%
Websites	1+1 (1plus1.ua)	9%	6%	7%	10%	12%	20%
	Fakty (fakty.ua)	6%	5%	5%	8%	7%	8%
	Obozrevatel (obozrevatel.com)	4%	3%	3%	6%	6%	6%
	Ukrainskaya pravda (pravda.com.ua)	6%	6%	9%	4%	5%	7%
	Novosti Ukrainy (mediaua.com.ua)	6%	3%	5%	9%	5%	6%
	Korrespondent (korrespondent.net)	10%	6%	8%	7%	5%	8%
	Vesti (vesti-ukr.com)	4%	3%	4%	4%	5%	6%
	Segodnya (Segodnya.net)	3%	3%	4%	5%	5%	3%
	Novosti.ua (novosti.ua)	4%	4%	3%	7%	4%	6%
	Sobytia (sobytiya.ua)	4%	3%	3%	5%	4%	2%
	Podrobnosti (podrobnosti.ua)	3%	3%	3%	4%	4%	4%
	Liga.net (liga.net)	5%	3%	4%	3%	4%	4%
	Hromadske TV (online)	4%	2%	3%	2%	3%	5%
	Telegraf (telegraf.com.ua)	0%	1%	0%	3%	2%	2%
	Espresso TV (Online)	3%	1%	2%	2%	2%	2%
	Kommentariyi (comments.ua)	0%	0%	0%	0%	2%	2%
	Gazeta.UA (gazeta.ua)	0%	0%	0%	0%	0%	4%
	Apostrof (apostrophe.com.ua)	0%	0%	0%	0%	0%	2%
	Levyi bereh (lb.ua)	0%	0%	0%	0%	0%	2%

What national websites do you visit most often? Indicate up to three sites.

Basis:
N=1393 / 1333 / 1256 / 1244 / 1057 / 788
Consumers of the national media TV

N=722 / 812 / 805 / 901 / 766 / 641
Consumers of the national Internet media

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

RATINGS OF NATIONAL MEDIA

Print Media

	2015	2016	2017	2018	2019	2020
Argumenty I fakty (Ukraine)	20%	21%	17%	16%	16%	45%
Segodnia	28%	22%	30%	20%	20%	21%
Holos Ukrainy (newspaper of the VRU)	2%	2%	3%	3%	2%	13%
Bulvar	9%	7%	6%	12%	7%	13%
Zerkalo nedeli	4%	4%	4%	7%	3%	9%
Den	3%	3%	2%	4%	4%	9%
Vesti	36%	13%	22%	19%	17%	6%
Fakty I kommentariyi	14%	14%	15%	17%	18%	6%
Uriadovyi kuryer	6%	1%	3%	4%	5%	5%
Silski visti	2%	2%	0%	2%	5%	5%
Vecherniy Kiev	2%	3%	2%	2%	5%	5%
Ekspress	7%	14%	12%	9%	10%	5%
Komasomolskaya pravda (Ukraina)	6%	8%	4%	4%	6%	3%
Korrespondent (mazazine)	2%	2%	2%	3%	2%	3%

What national periodicals do you read most often? Indicate up to three periodicals?

Radio

	2015	2016	2017	2018	2019	2020
Luks FM	15%	15%	19%	16%	18%	28%
Avtoradio Ukraina	12%	13%	12%	17%	9%	28%
Hit FM	21%	21%	25%	27%	26%	21%
Nashe Radio	19%	16%	13%	13%	16%	20%
Piatnitsa	3%	8%	12%	13%	15%	16%
Shanson	17%	18%	17%	19%	17%	16%
Russkoe radio Ukraina	11%	10%	11%	12%	12%	12%
Melodia	11%	12%	8%	6%	7%	11%
Europa Plus	7%	5%	4%	4%	5%	11%
Kiss FM	10%	6%	10%	8%	9%	9%
Ukrayinske radio	14%	11%	9%	15%	10%	9%
Retro FM	10%	10%	9%	9%	11%	8%
24 Radio	4%	2%	2%	2%	1%	5%
Prosto radio	2%	2%	2%	3%	3%	5%
Radio NV (ex. Era FM)	10%	9%	10%	4%	9%	4%
Klasne radio	0%	0%	0%	0%	0%	4%
Perets FM	0%	0%	0%	0%	2%	4%
Radio Roks	4%	5%	5%	5%	7%	2%
Best FM	0%	1%	1%	2%	1%	2%

On what national radio stations do you listen to the news most often? Indicate up to three stations

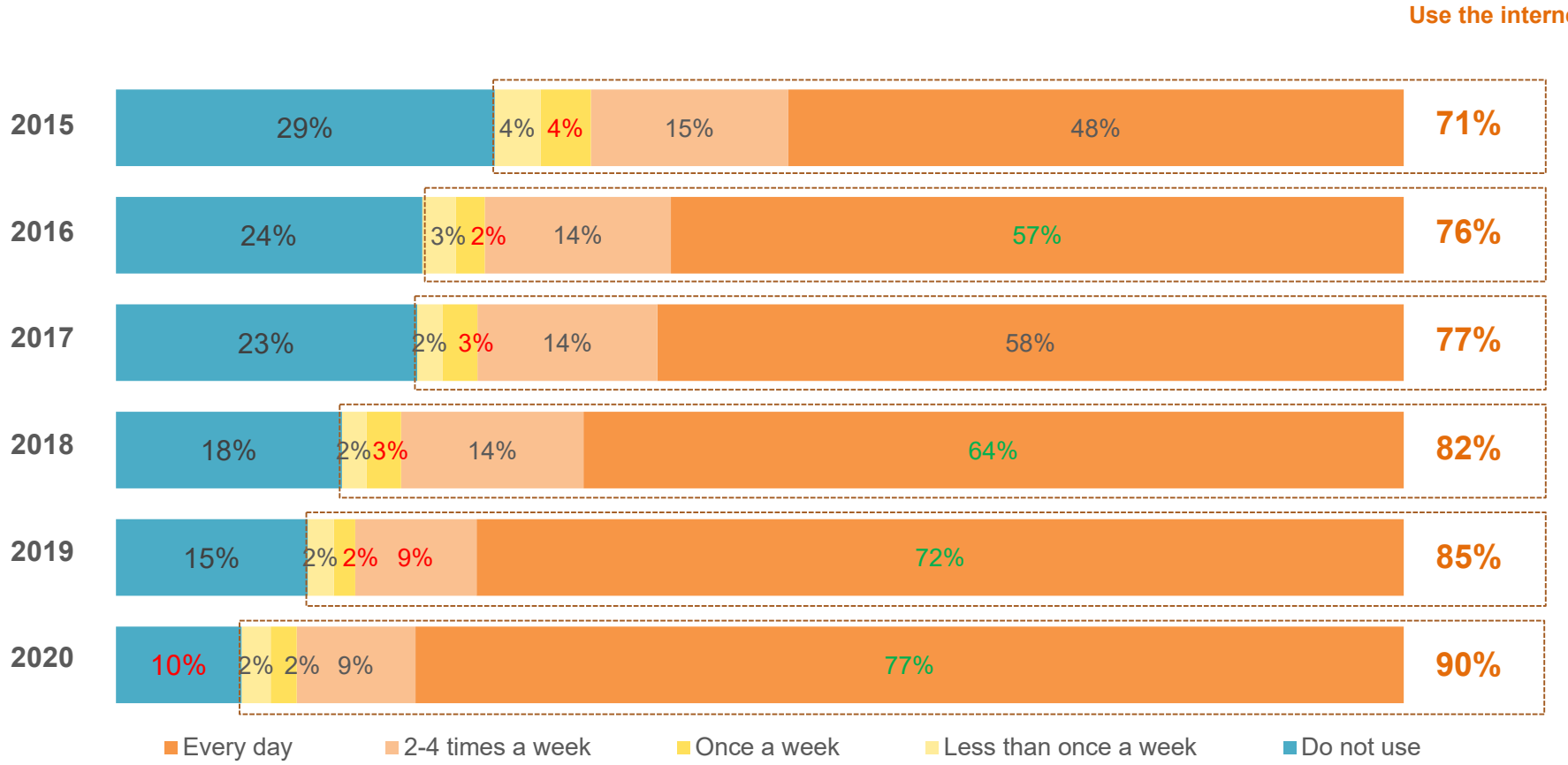
Basis:
N= 315 / 203 / 198 / 201 / 127 / 53
Consumers of national print media

N=506 / 418 / 412 / 400 / 262 / 175
Consumers of national radio stations

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Frequency of internet use

Every year, the share of active internet users is increasing – in 2020 about 90% of respondents used the internet; among young people aged 18-35 this share is 100%.



Internet use goals

Similar to previous years, the social function of the internet is important – mostly Ukrainians use it to communicate on social media platforms and through messengers, or to search for information they need.

	2015	2016	2017	2018	2019	2020
I use instant messaging	35%	40%	38%	45%	77%	71%
I search for necessary information	48%	53%	55%	64%	71%	69%
Visiting/communicating in social networks	47%	51%	48%	46%	61%	57%
Reading/watching news	41%	46%	46%	51%	56%	49%
I check emails	39%	48%	44%	47%	58%	45%
I watch/download video	30%	34%	38%	43%	53%	45%
I shop online	18%	20%	27%	31%	39%	40%
I make online payments	14%	21%	23%	32%	39%	37%
I listen to/download audio-files	16%	18%	21%	22%	28%	26%
I play online games	14%	18%	18%	18%	24%	20%
I watch internet TV	16%	18%	17%	21%	26%	19%
I create and post my own content	6%	7%	8%	9%	17%	13%
I listen to the radio	7%	6%	8%	7%	11%	5%

Question: *What for do you use internet regularly?*

Basis: *National indicator N~1630/wave*

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Internet as news sources (the results of focus group discussions)

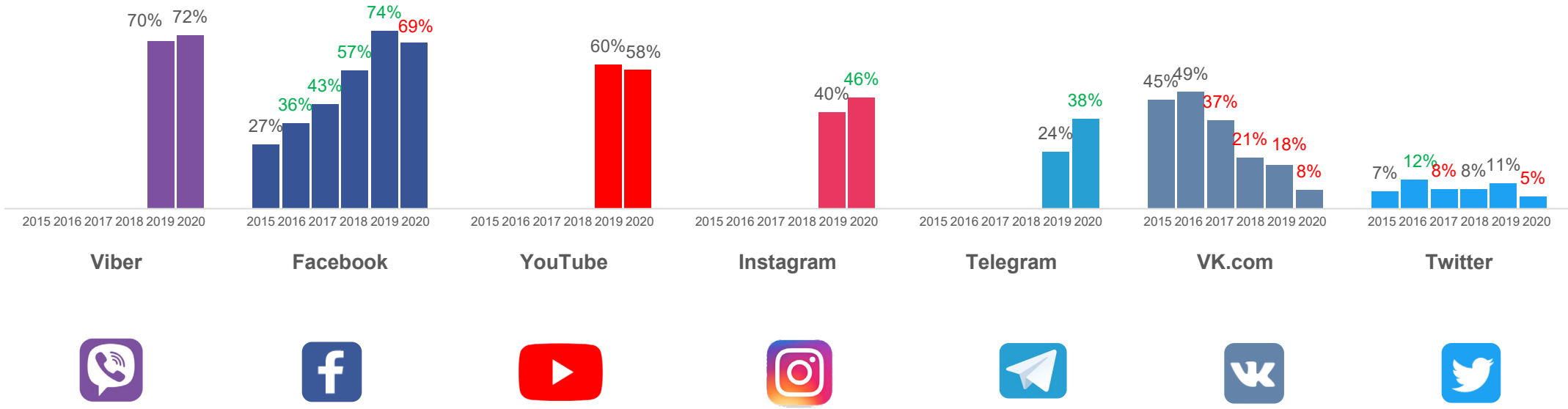
- The basic ways for Ukrainians to explore the web are:
  - ✓ Reading news aggregators (like ukr.net, UNIAN): the audience attributes this to the convenience of viewing these websites and the design of their sections – the audience reads the headings and after the first impression they decide whether to go to the relevant website or not; at the same time consumers seldom pay attention to the information source.
  - ✓ Searching for news through a search engine entering keywords and/or by categories (“latest news” etc.) – often used when they want to check on a specific news item in the media.
  - ✓ Viewing favorite websites through “bookmarks” in the browser – more typically used by habitual internet users.

  During the period of quarantine traffic on online media significantly increased, but not only due to news search, as respondents actively used other resources for job-related tasks, self-development and entertainment.
- TV channels’ website traffic numbers are growing, because they make it possible to get news at a convenient time. Websites are seen as providing more information with more details.
- Respondents actively use online news but pay no attention to the name of the outlet, except for those people who consistently use the same resources.

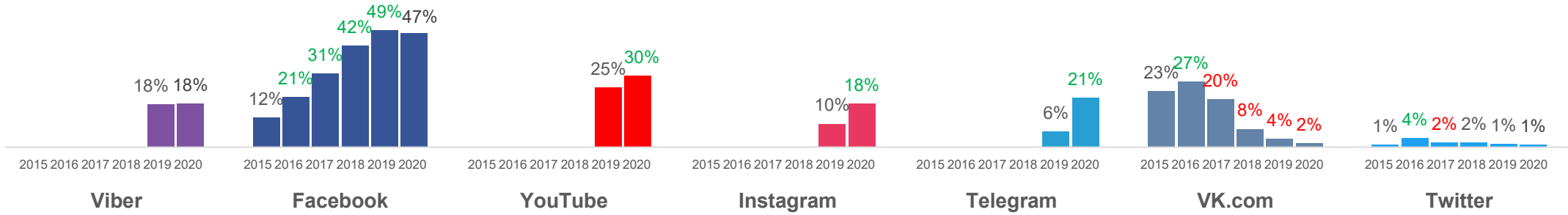
Use of social networks

For several years running Facebook is in first place as a news source among social media.
However in comparison with last year the respondents started using other media more actively: YouTube - as an alternative to TV, Instagram – for entertainment news, and Telegram - for news briefs, as an opportunity to keep track of events.

Use of social networks 2015-2020



Getting news on social networks 2015-2020



Question: *What social networks do you use at least once a month? What social network do you use to get news?*

Basis: *National indicator N~1630/wave*

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Social media networks as news sources (the results of focus group discussions)

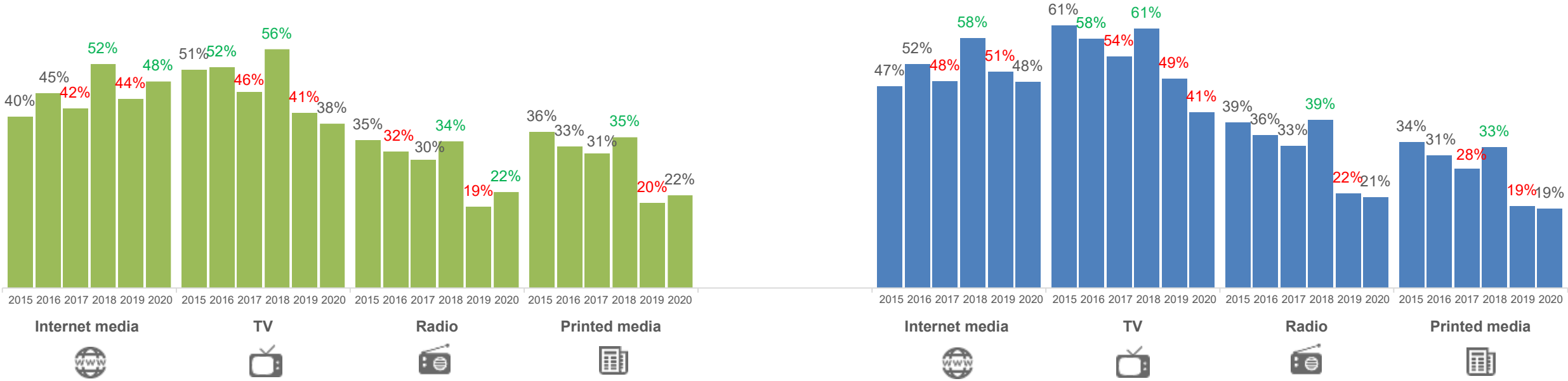
- Overall, respondents confirmed the current trend in social networks and digital media taking over traditional media.
  - ✓ Facebook is used as a primary news feed. An important feature of Facebook is the comments – both for the possibility to find out additional information and estimate the general atmosphere of the comments; it is also a tool to check whether a piece of news is objective.
  - ✓ Instagram is still a social media popular with young people, however people aged 30-40 years old also become active users of Instagram. This social network is more about entertainment content, but is also used to get local news.
  - ✓ YouTube is not the primary channel for finding information, but it is recognized as a platform to watch TV news at a convenient time and to find video content for news of interest to the audience.
  - ✓ Telegram is the main messenger channel for getting news. It is mainly used for short forms of news, providing the possibility of keeping track of events. City/local telegram-channels are also gaining popularity. They offer news that can be verified independently and include news stories that are more relatable to local consumers.

TRUST IN THE MEDIA

Trust in the media

The biggest drop in 2020 was in the level of trust in TV - the main reasons for the lack of trust are unreliable information and political bias in the news.
At the same time regional online media and radio strengthened their positions – respondents said they liked their presentation of more points of view.

Trust in the media*
2015-2020



Question: *To what extent do you trust the news in...?*
**Media are rated - from the most trusted media to the least trusted media.*

Basis: *The total sample, N~1630/wave*

x x / x – significantly higher / lower at the level 95% in comparison with the previous wave

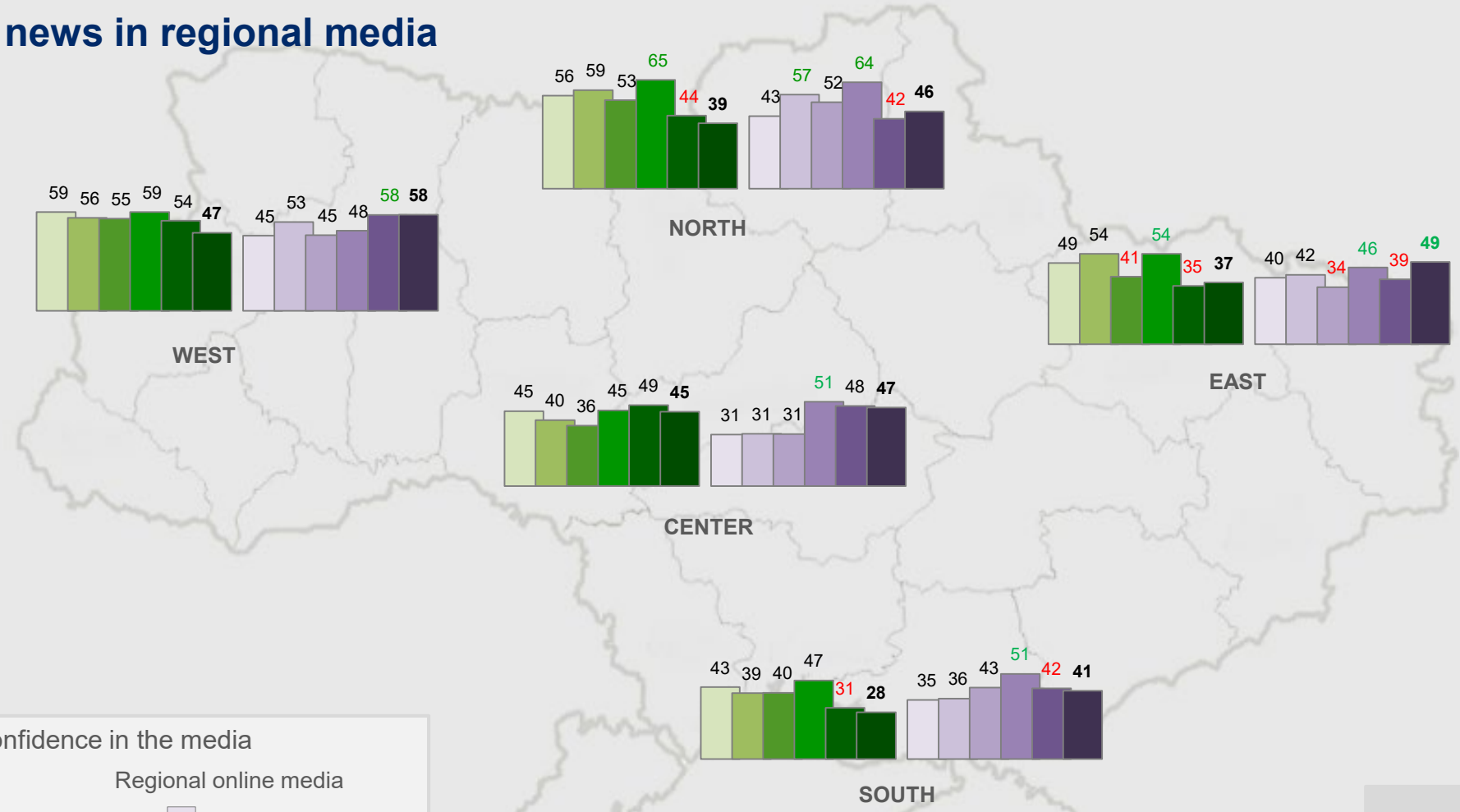
Reliability and trust in the media (the results of focus group discussions)

- Overall, respondents said that they were more skeptical about the news stories they received from their news feeds, as many stories about coronavirus were contradictory and required additional efforts to be checked.
- Main factors in checking the reliability of media and news:
  - ✓ Searching for a story on search engines – if many media outlets reported the story, then it is reliable.
  - ✓ Availability of the primary source of information.
  - ✓ Subjective evaluation of the headline/ news format.
  - ✓ Comments review, search for the story's denial in the comments.

- Key factors leading to the lack of trust in the media include:
  - ✓ Multifaceted, often contradicting information reported on the channels that respondents tend to trust: adding alternative opinions is perceived as providing unreliable information resulting in the lack of trust.
  - ✓ Refuting information, adding new details to a story that are reported/ revealed later – all this is seen as attempts at manipulations and reduces trust in the source.
  - ✓ Lack of references to the facts presented in the story, the story does not seem to be objective.

Level of trust in news in regional media

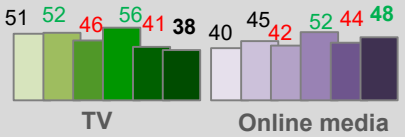
Split by macroregions



Level of confidence in the media

Regional TV	Regional online media
- 2015	- 2015
- 2016	- 2016
- 2017	- 2017
- 2018	- 2018
- 2019	- 2019
- 2020	- 2020

General indicator

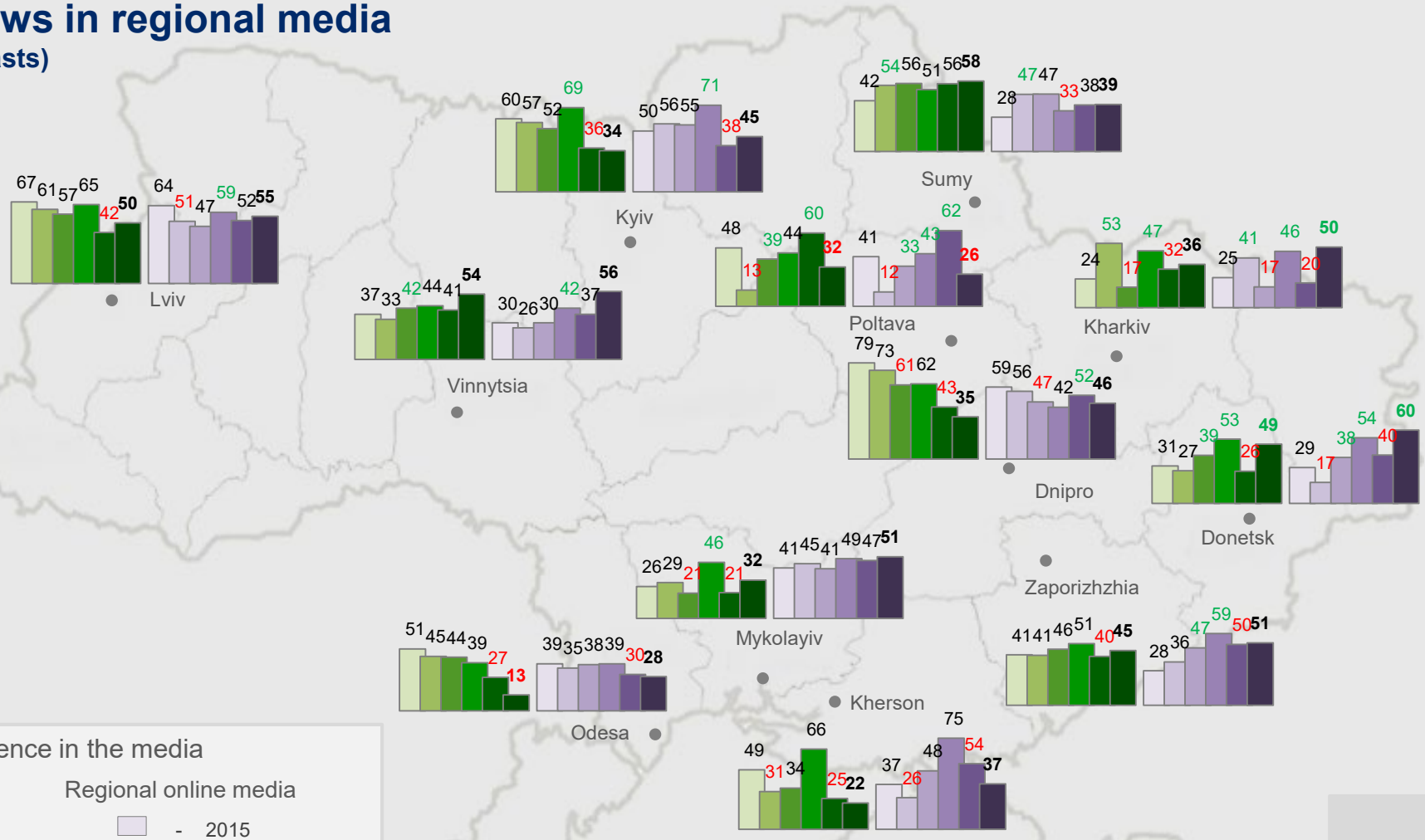


Basis:
West N= 276 / 275 / 277 / 276 / 256 / 267
North N= 428 / 424 / 431 / 428 / 426 / 417
Center N= 162 / 162 / 162 / 162 / 161 / 154
South N= 299 / 299 / 300/ 299 / 298 / 277
East N= 479 / 479 / 480 / 479 / 477 / 468

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Level of trust in news in regional media

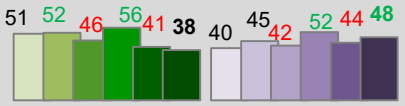
Breakdown by regions (oblasts)



Level of confidence in the media

Regional TV	Regional online media
- 2015	- 2015
- 2016	- 2016
- 2017	- 2017
- 2018	- 2018
- 2019	- 2019
- 2020	- 2020

General indicator

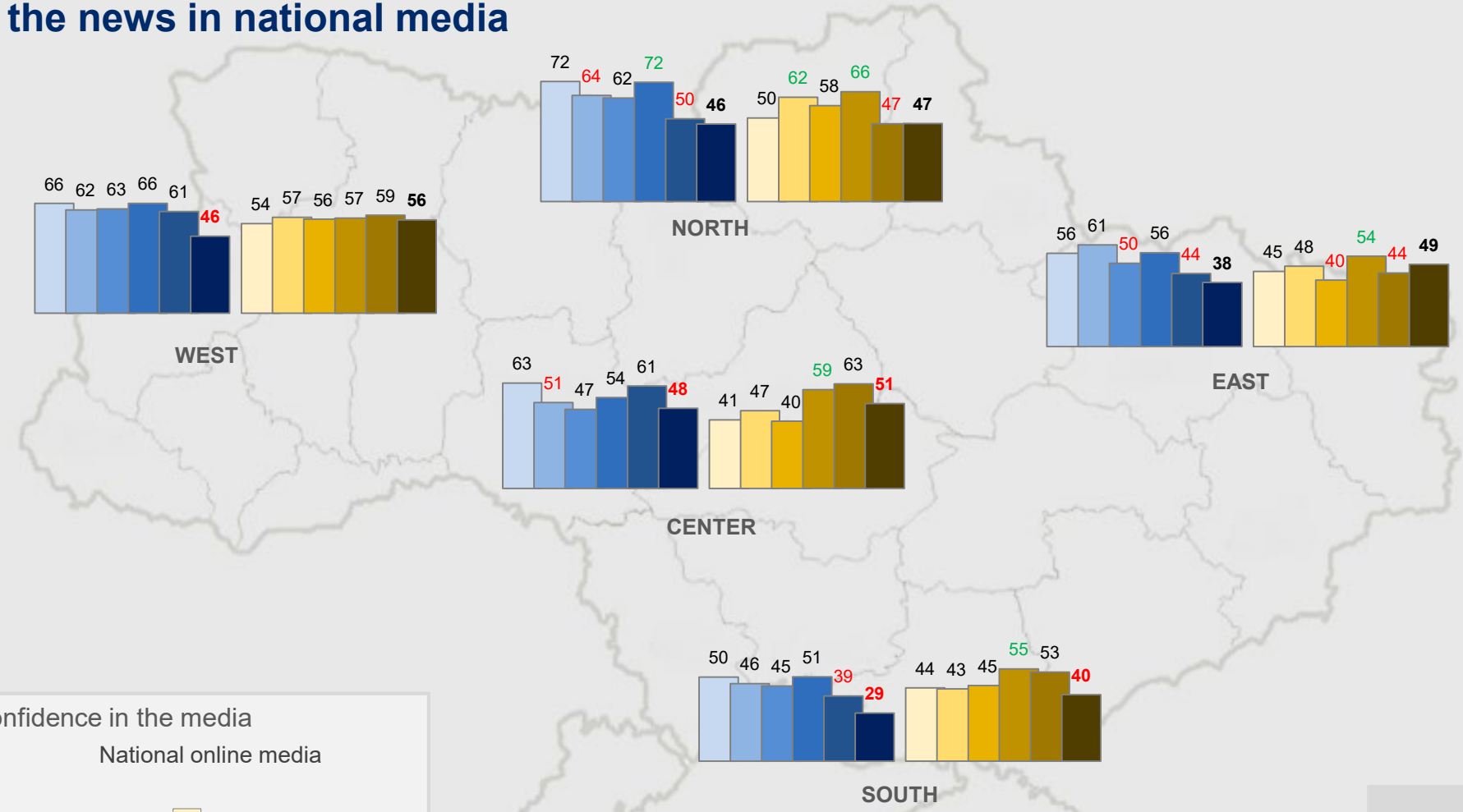


Basis: *Every region, N~300/wave*

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Level of trust in the news in national media

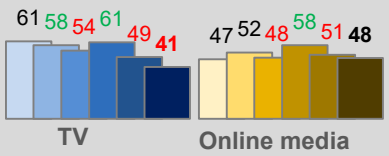
Split by macroregions



Level of confidence in the media

National TV		National online media
- 2015		- 2015
- 2016		- 2016
- 2017		- 2017
- 2018		- 2018
- 2019		- 2019
- 2020		- 2020

National Indicator

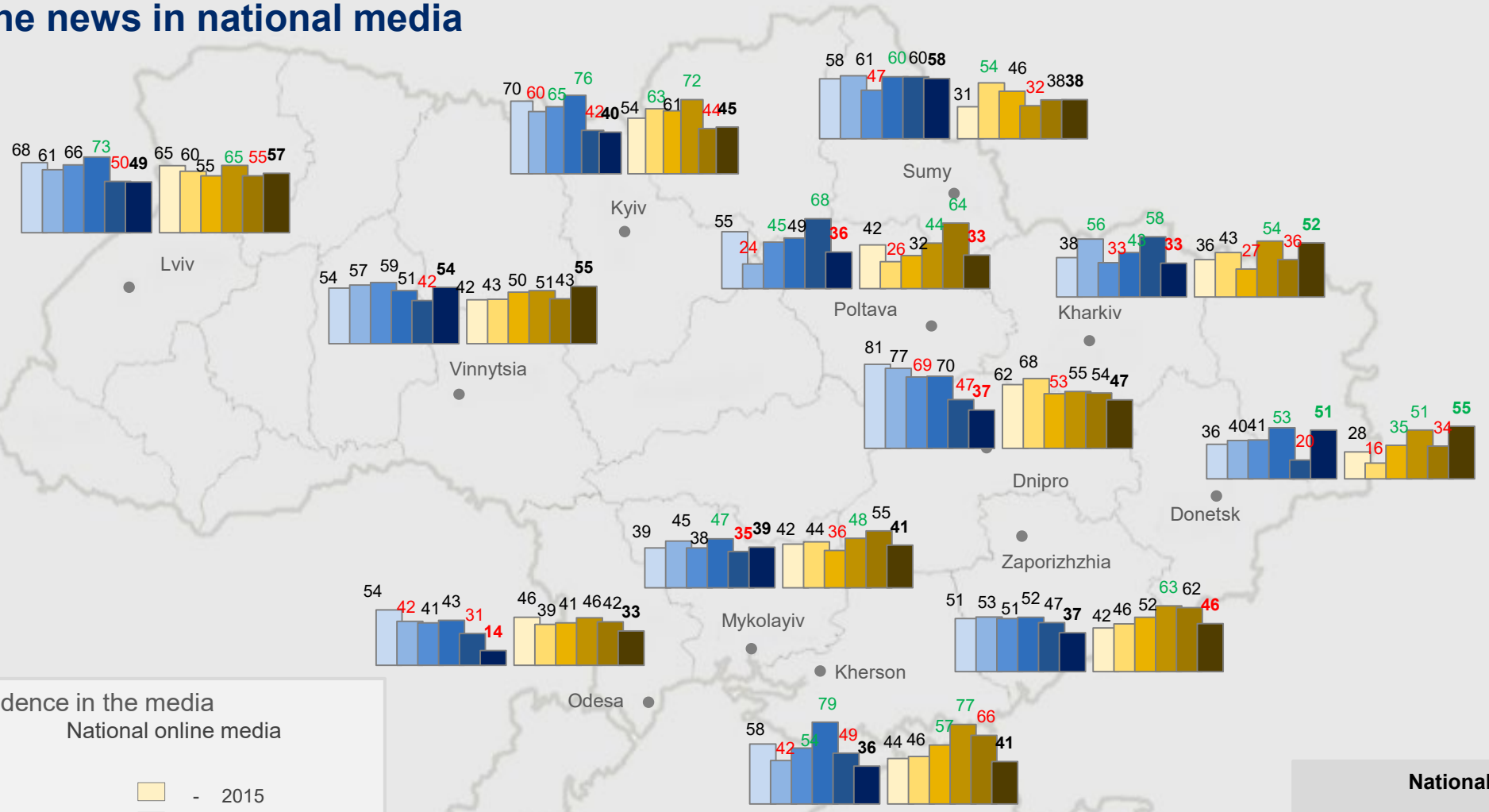


Basis: West N= 276 / 275 / 277 / 276 / 256 / 267 Centre N= 162 / 162 / 162 / 162 / 161 / 154 East N= 479 / 479 / 480 / 479 / 477 / 468
North N= 428 / 424 / 431 / 428 / 426 / 417 South N= 299 / 299 / 300/ 299 / 298 / 277

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Level of trust in the news in national media

Split by regions (oblasts)



Level of confidence in the media

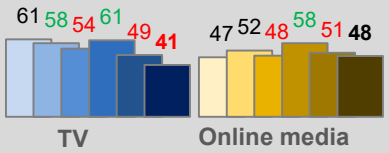
National TV

- 2015
- 2016
- 2017
- 2018
- 2019
- 2020

National online media

- 2015
- 2016
- 2017
- 2018
- 2019
- 2020

National indicator

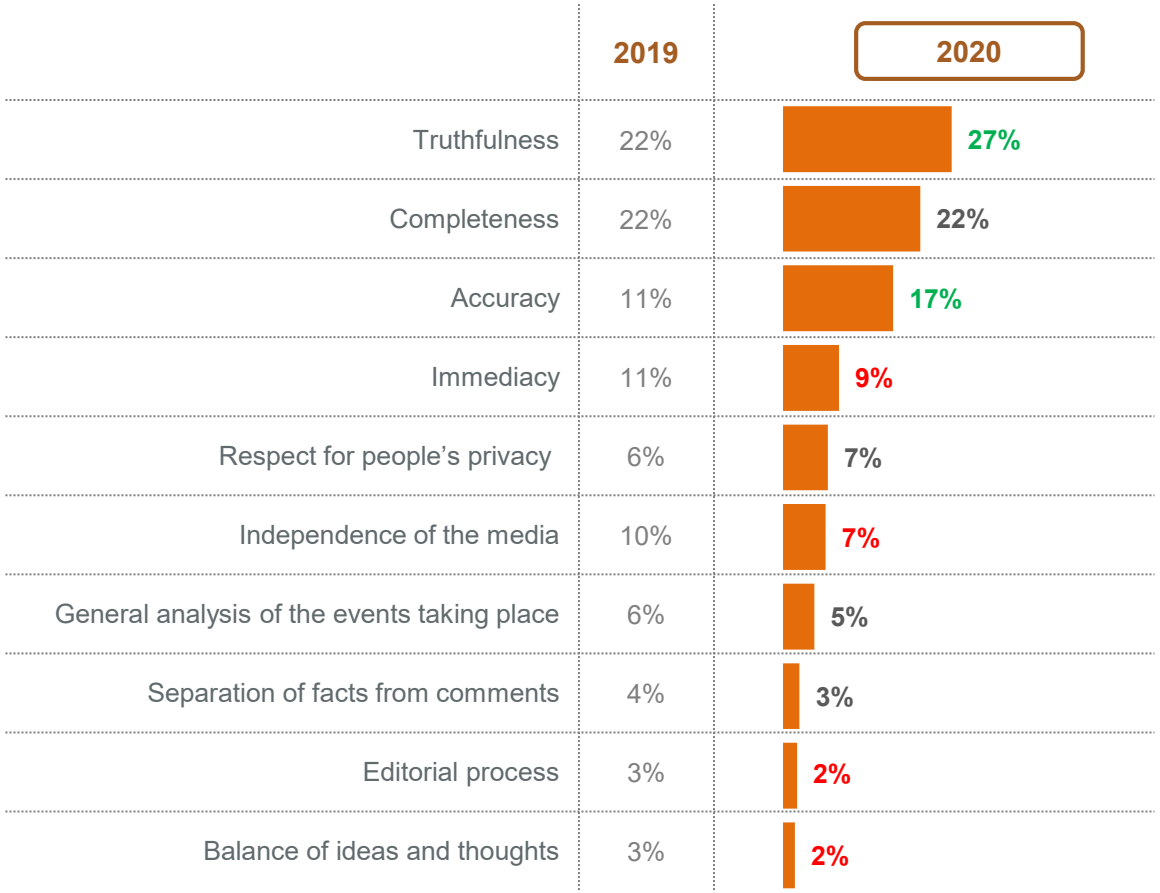


Media literacy

Requirements for news

The main requirements that the audience have for the news are completeness and truthfulness.
The least important for news consumers is the editorial process and balance.

Key requirements for news



Question: *What general requirements should the news meet? Ranking by position. Showing the most important ones (first places)*

basis: *Total sample, N~1630/wave*

Media quality assessment (the results of focus group discussions)

- In general, the most important features are:
  - ✓ Reliability/truthfulness – absence of lies and disinformation.
  - ✓ Completeness – news should include maximum details.
  - ✓ Timeliness/promptness – news should be delivered as soon as possible after the event.
  - ✓ Relevance to the consumer's interests – people said they choose the news they find personally interesting.
- Further, less relevant criteria include: respect for people's privacy, separating facts from comments, editorial handling of materials).

- Key factors for LACK of confidence in the media are:
  - ✓ Subjective assessment of the presentation style – "boring ways of writing / conveying."
  - ✓ Lack of references to facts presented in the news / sources do not seem to be objective ("someone's words").
  - ✓ News headlines do not match the content of the news – "the title is for the tabloid press," "the title arouses emotions rather than provides facts," etc.
  - ✓ Insufficient amount of details in news.
  - ✓ Sponsored news / biased news.

Attributes of reliable information

In 2020 the audience started paying more attention to the source of the news and presentation of different viewpoints, respondents tend to have less trust in their own preferred media.

On what grounds do you determine whether you can trust information in the media?

2015-2020

	2015	2016	2017	2018	2019	2020
I pay attention to the news source/news origin	24%	25%	23%	28%	27%	35%
I pay attention to the fact whether different perspectives are presented	28%	28%	26%	29%	26%	32%
I pay attention to who owns the channel/ newspaper / radio station	13%	11%	12%	14%	13%	13%
I have no clear-cut attributes, intuitively	29%	19%	21%	26%	24%	22%
I trust my favorite mass media, the ones I know and got used to	24%	28%	27%	26%	33%	20%
I don't know how to identify the information I can trust	12%	11%	11%	9%	7%	7%
Hard to say	6%	6%	7%	5%	7%	7%

Question: *On what grounds do you decide whether you can trust news / information in the media?*

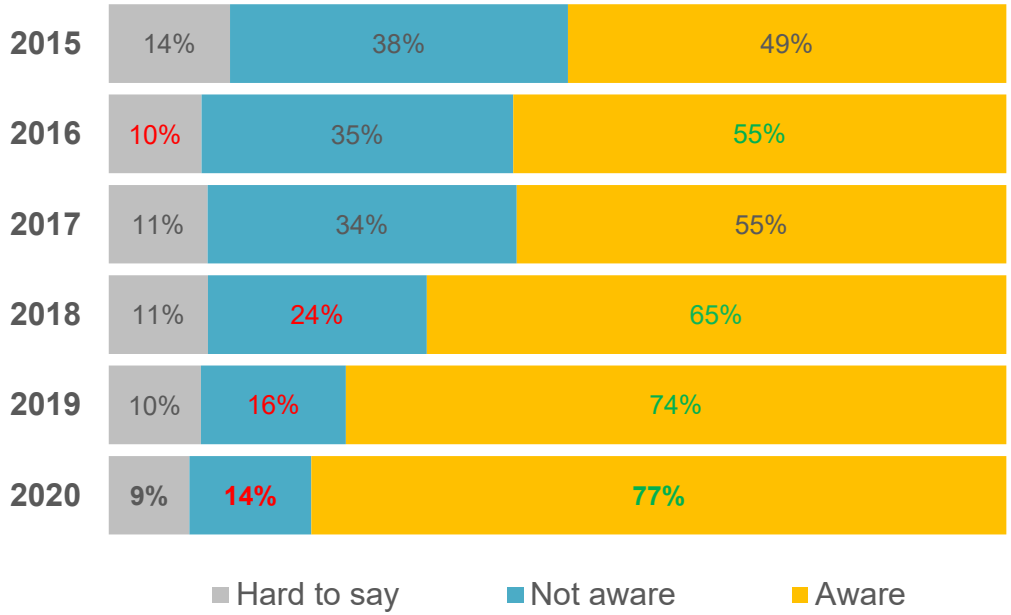
Basis: *Total sample, N~1630/wave*

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Sponsored content. Awareness, ability to distinguish

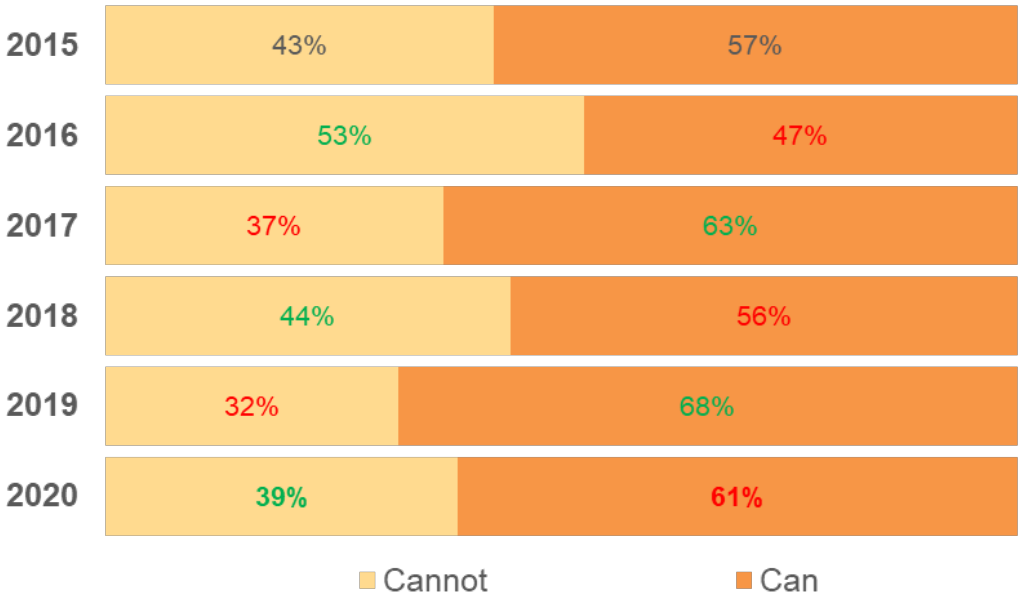
Every year there is a growing awareness of the existence of unmarked advertising, however it is more and more difficult for the audience to identify it.

Awareness of unmarked advertising / 'jeansa'



Among the aware respondents

Ability to distinguish (self-evaluation)



Question: *Do you know that sometimes the media publish paid / sponsored content, covert advertising presented as ordinary materials? In your opinion, can you distinguish such materials from ordinary ones?*

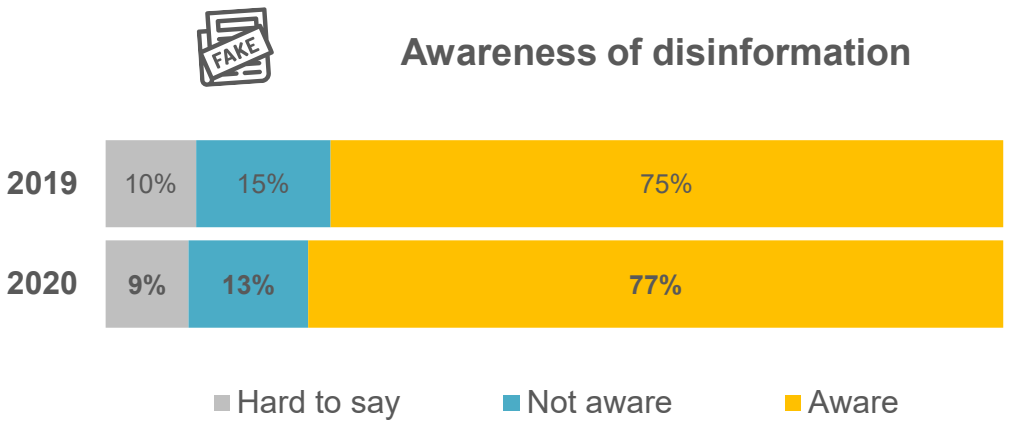
Basis: *Total sample, N~1630/wave*
Aware, N=802 / 900 / 900 / 1061 / 1191 / 1225

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Disinformation. Awareness, ability to distinguish - 2020

77% of the respondents are aware that disinformation exists.
Among those who know about it, 62% think that they can distinguish questionable content from true content. The majority of those who are aware - 58% - do not think that this is an urgent problem.

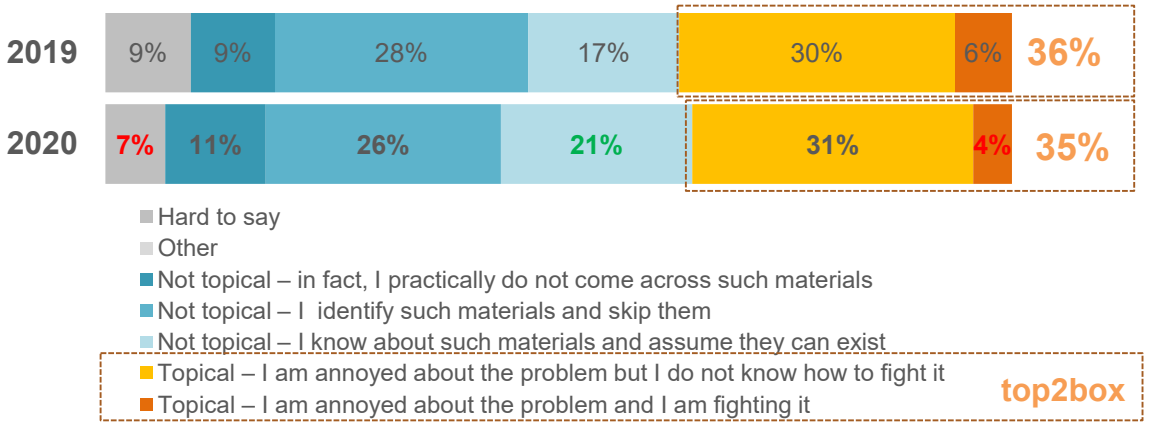
Awareness of disinformation



Among the aware respondents

Ability to distinguish (self-evaluation)

Urgency of the problem



Question *Do you know that the media sometimes publish disinformation / false stories presenting them as ordinary ones?*
Can you distinguish disinformation from ordinary content?
To what extent do you find the issue of disinformation pressing?

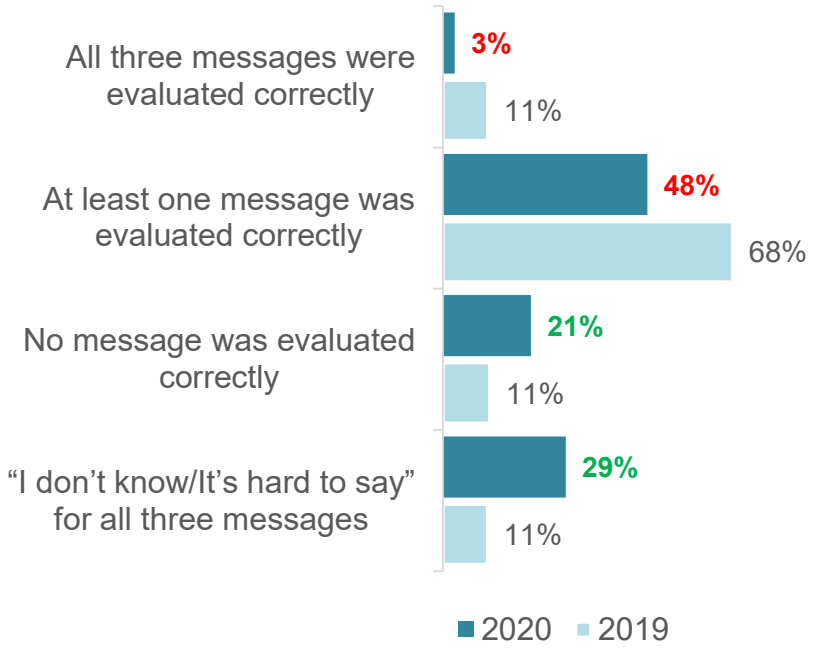
Basis: *Total sample, N~1600/wave*
Aware, N = 1213 / 1225

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Disinformation. Ability to distinguish.

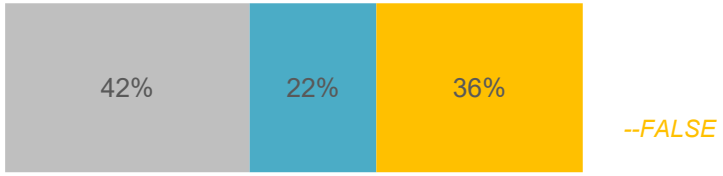
About 48% of respondents correctly identified at least one out of the three options, but this year one third refused to pick an answer.

Ability to distinguish (actual assessment)

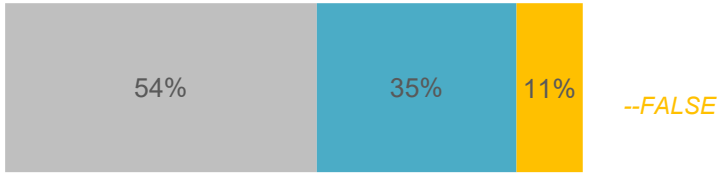


News for respondents' evaluation

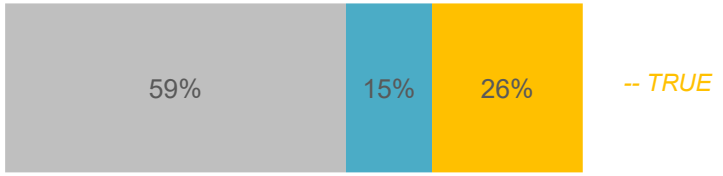
Covid-19 mostly affected those countries that are dependent on the International Monetary Fund and its lending. Whoever did not support the terms and conditions of the scam would be left without funding and most certainly would lose power, because today the denial of Covid-19 by any country brings it into conflict with the World Organization that controls all media and will do everything to sink this country into a swamp of fake information as they are doing to Belarus and some other countries. Well-known blogger Andrii Kozak tells all about it on his page.



"Anti-corruption nepotism." How Artem Sytnyk built a system of circular guarantees in the National Anti-Corruption Bureau of Ukraine (NABU). Sytnyk handed out key positions in NABU to his godparents and relations. Entire regional clans of detectives linked to Sytnyk's godfather's relations took up key positions in NABU. This means that Sytnyk created a controlled system of decision-making for his own people, that competitions for positions in NABU are compromised, and there are serious suspicions of bias in the investigations of high-profile cases.



Ukraine has terminated a memorandum with Russia on the fight against terrorism. The decision was made at a government meeting. The memorandum is terminated today, July 8, 2020. This memorandum between Russia and Ukraine was signed on July 12, 2012 in Yalta. Under the terms of the memorandum, Ukraine and Russia exchanged information on terrorist organizations whose activities threaten the security of the two countries, cooperated in security and protection of the population, and exchanged information and experience on the prevention of terrorist acts.



Hard to say
Evaluated incorrectly
Evaluated correctly

Question: *Please, read excerpts from several pieces of news. Read them and indicate, which one (ones) is false and which one (ones) is/are true.*

Samples of text news were provided by experts from the media community (Institute of Mass Information, Academy of Ukrainian Press, Texty, BezBrekhni). Internews and InMind selected samples to test in focus groups. For the nationwide survey three texts were selected on the basis of focus group results.

Basis: *Aware*
N = 1213 / 1225

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Attitude toward disinformation (the results of focus group discussions)

- Respondents note an increase in disinformation connected to political campaigns and news about coronavirus.
- The majority found it difficult to correctly identify the difference between true and false information in all three stories.

Analyzing the reaction of respondents to the need to read the news during the discussion, it was noticeable that there was some news fatigue, a reluctance to dive into the details, to understand the news and give an assessment. This may also explain some of the results of quantitative surveys (one third of respondents could not provide any assessment of examples of information materials).

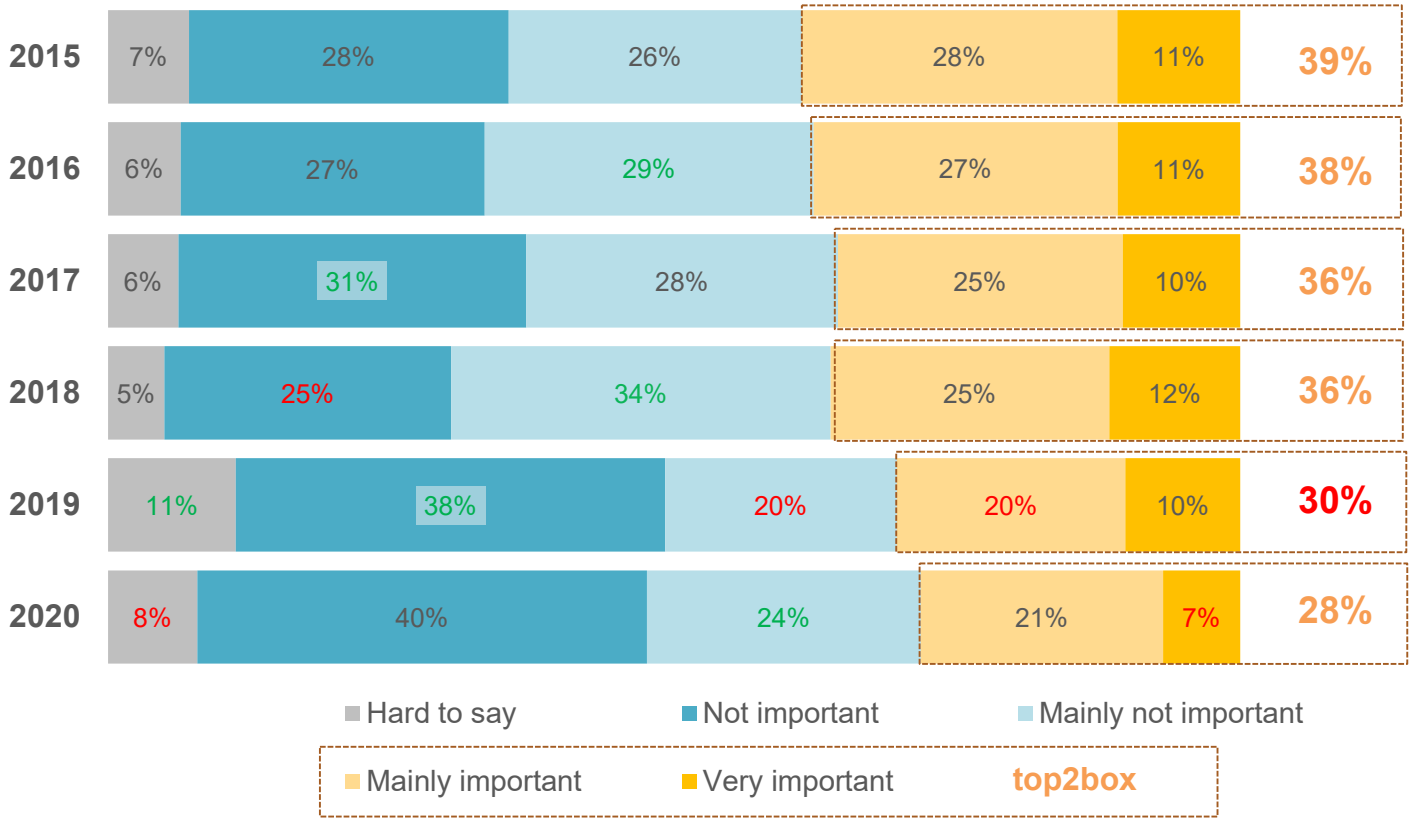
The main signs of disinformation for respondents include:
✓ Headlines aimed at emotions, shock, scandal
✓ Lack of references to sources; lack of official comments
✓ Checking the news through a search query – if the news has few mentions, it is most likely untrue
✓ Little-known source, use of vague language.

- Respondents appeared to have most difficulty to discern disinformation in a story related to the corruption in the government, this is due to:
  - ✓ General distrust and negative attitude to government institutions because people believe corruption is rife - due to this, respondents believed that even untrue news about corruption in the government make sense because this is considered to be typical.
  - ✓ News report taken from a more or less well-known resource adds confidence in the trustworthiness of the news.
  - ✓ Adding photos of some documents in the news. Although the respondents do not understand what these documents are about, their presence adds to the reliability of this news.
  - ✓ The respondents begin to recall other corruption cases in the government institutions. Although they are not related to this particular news story, it affects the general perception of the news as true.

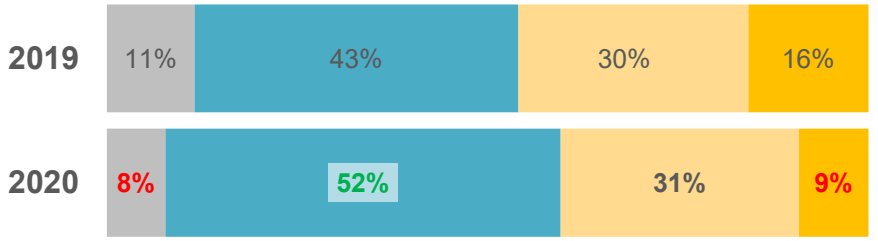
Attitude towards media owners

Every year we see a decrease in the share of respondents who think that knowing who owns the media is important for them. About half of respondents do not know the owners of national media, and the share of those who know the owners of regional media is only 7%.

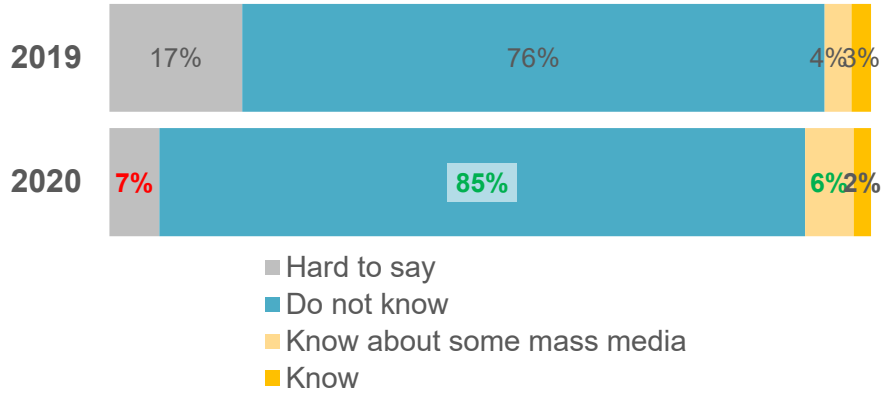
Importance of knowing who owns the media



Awareness of national TV channels owners



Awareness of regional media owners



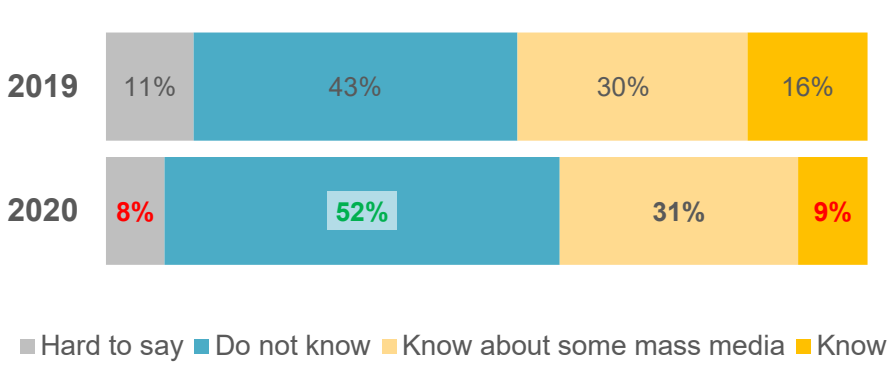
Question: *To what extent is it important for you to know who owns the media?*
Do you know who owns regional media?
Do you know who owns national TV channels?
Who owns 1+1?
Who owns Inter?
Who owns TRK Ukraina?

Basis *Total sample, N~1630/wave*

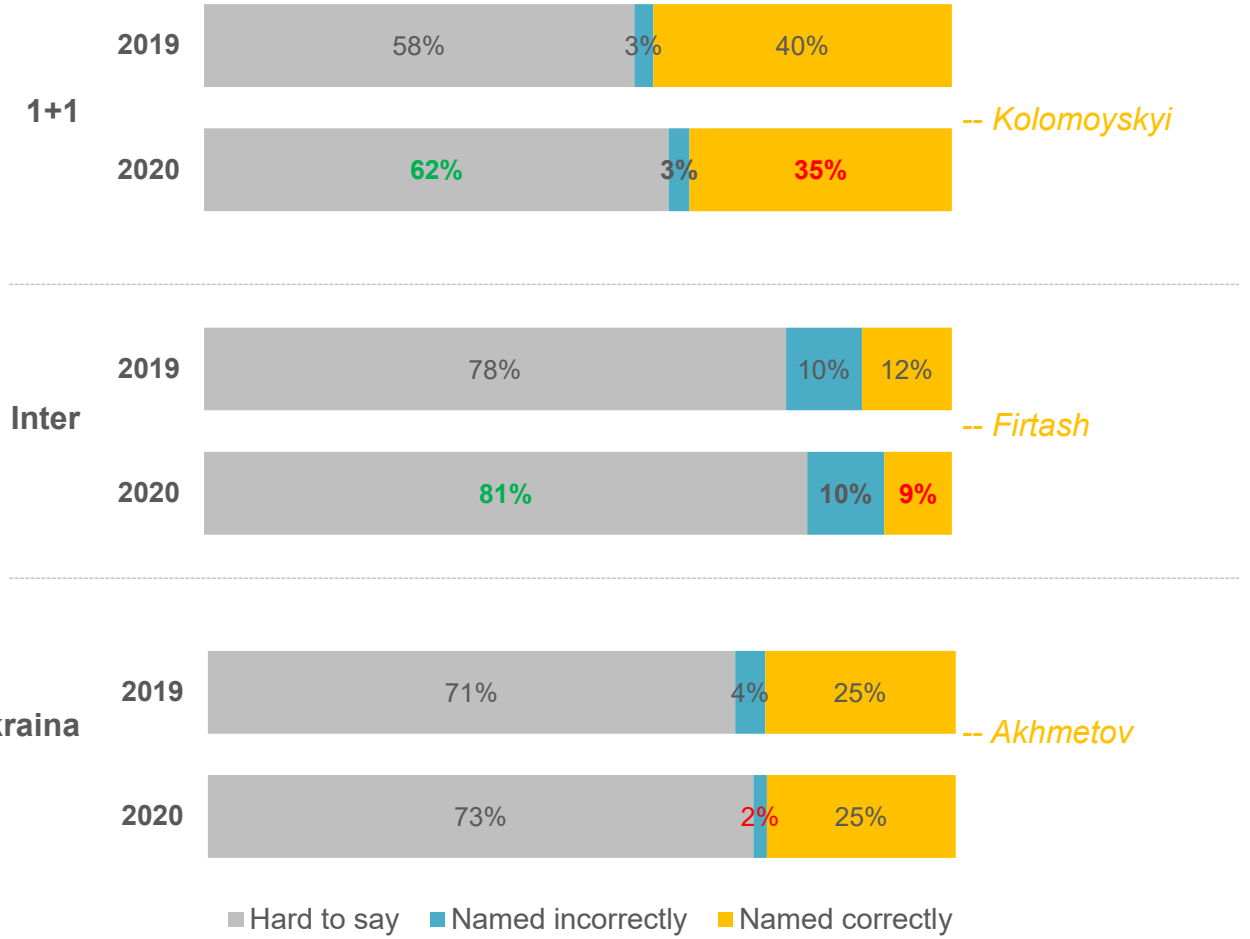
x / x – significantly higher / lower at the level 95% in comparison with the previous wave

Knowledge about media owners

About 30% know that TV channel “1+1” is owned by Ihor Kolomoyskyi, 25% of the respondents know that Rinat Akhmetov owns “TRK Ukrayina”. The audience is least aware of the fact that TV channel “Inter” is owned by Dmytro Firtash.



TV channels in details



Question: *Do you know who owns the national TV channels?* *Who is the owner/are the owners of 1+1?* *Who is the owner/are the owners of Inter?* *Who is the owner/are the owners of TRK Ukraina?*

Basis: *Total sample, N~1630/wave*

x / x – significantly higher / lower at the level 95% in comparison with the previous wave

CORONAVIRUS DISINFORMATION

CORONAVIRUS DISINFORMATION. 2020

From 81% (a biological weapon made in Chinese or US labs) to 38% (global electronic concentration camp) of respondents had heard false coronavirus narratives.
The most believed story is that the real number of people infected is being concealed (37%), while the least believed is that coronavirus is caused by 5G.

	Coronavirus is a biological weapon developed in Chinese and/or US labs	Coronavirus is just the same as the normal flu	The authorities are hiding the truth, and manipulate data on the number of coronavirus cases to make them lower	Coronavirus is caused by the launch of 5G Internet technology	Coronavirus was invented by media while in reality there is no threat at all	Coronavirus was designed in order to create a global electronic concentration camp
Have you come across the following statement since 2020?	81%	69%	55%	48%	45%	38%
In your opinion it is:	*Basis: Came across the statement*					
True	34%	34%	37%	22%	33%	24%
Untrue	33%	47%	41%	49%	47%	50%
Hard to say	33%	19%	22%	29%	20%	26%
Would you share this statement?	*Basis: Came across the statement*					
Yes	38%	46%	34%	34%	36%	33%
No	55%	48%	58%	60%	56%	59%
Hard to say	8%	6%	8%	7%	8%	8%
Why have you decided to share?	*Basis: Shared the statement*					
To know the opinion of other people	50%	47%	43%	41%	49%	45%
Just the topic for conversation	38%	46%	35%	32%	33%	30%
It is true and people should know about it	16%	17%	22%	7%	24%	17%
It is false and I wanted to warn others	6%	8%	5%	14%	7%	7%
This information is funny	7%	5%	6%	20%	4%	11%
To spread fake news	3%	3%	3%	4%	4%	3%

Question:
1. *Have you come across any of the following statements since 2020?*
2. *Which, in your opinion, were true or not true?*
3. *Have you shared these statements with others, discussed with relatives/ friends / colleagues? 4. Why have you decided to share?*

Basis: *Total sample, N= 1582*
Came across the statement: N = 1275, 1095, 878, 759, 705, 597
Shared the statement: N = 479, 504, 301, 257, 252, 195

Social and demographic profile of those who think that coronavirus disinformation is true. 2020

Education level does not make a big difference to belief in coronavirus disinformation. Younger people tend to underestimate the virus threat.

Came across materials in the last month	Total sample N=1582	Coronavirus is a biological weapon developed in Chinese and/or US labs	Coronavirus is just the same as the normal flu	The authorities are hiding the truth, and manipulate data on the number of coronavirus cases to make them lower	Coronavirus is caused by the launch of 5G Internet technology	Coronavirus was invented by media while in reality there is no threat at all	Coronavirus was designed in order to create a global electronic concentration camp
		34%	34%	37%	22%	33%	24%
		N=435 Basis: Those who think the statements are true	N=373	N=326	N=163	N=233	N=143
Gender							
Men	46%	42%	44%	45%	46%	51%	47%
Women	54%	58%	56%	55%	54%	49%	53%
Age							
18-25	19%	16%	22%	23%	20%	26%	24%
26-35	24%	24%	26%	24%	21%	25%	27%
36-45	23%	23%	25%	21%	21%	22%	19%
46-54	18%	18%	16%	16%	21%	14%	16%
55-65	17%	19%	12%	16%	17%	13%	14%
Education							
Secondary/ secondary vocational:	53%	58%	55%	58%	59%	57%	63%
• Incomplete secondary	3%	7%	7%	8%	15%	11%	17%
• Full secondary	12%	9%	12%	13%	8%	12%	9%
• Vocational secondary	38%	42%	36%	38%	35%	34%	36%
Full higher and incomplete:higher	47%	42%	45%	42%	41%	43%	37%
• Incomplete higher	7%	5%	8%	6%	7%	6%	4%
• Higher	40%	36%	37%	36%	34%	38%	33%

Question: *In your opinion, what statements are true or not true?*

Basis: *Those who consider the statements to be true, N = 435, 373, 326, 163, 233, 143*

Significantly higher / lower at the level of 95%
In comparison with the general sample distribution

Attitude toward coronavirus information (the results of focus group discussions)

- The majority of respondents described a surge of interest and increased consumption of news on coronavirus in the first months of quarantine.
- But by the time of the survey people were tired of coronavirus news, there is an accumulation of distrust and doubts in almost all sources and to any type of news related to this topic. The main reason for this is the large amount of information that the target audience cannot understand/verify, which leads to fatigue and doubts about the reliability of this news.
- Most people believe that the relevant news on coronavirus is only the official statistics on the number of patients, which is obtained from local media and less frequently from the official website of the Ministry of Health.
- In Lviv, there is increased attention to the official news on restrictive measures, as they are tougher in this region and people thought they might be relaxed. This led to more attention to this topic.
- The respondents had heard most disinformation stories about coronavirus and accurately identified them as untrue. Mostly such false news makes people laugh and discuss the general state of affairs, it is not taken seriously.

REFORMS

Awareness of the reforms

In 2020 the respondents came across information about local governance and pension reforms less frequently than in the previous year, while land reform was mentioned more frequently

Despite the fact that respondents reported seeing the most news about health reform reform, they felt there was not enough information about it.

	Decentralization of power				Reform of the healthcare system				Reform of the energy sector				Land reform				Pension reform			
	2017	2018	2019	2020	2017	2018	2019	2020	2017	2018	2019	2020	2017	2018	2019	2020	2017	2018	2019	2020
Have you read information about the reform during the past month?	40%	47%	46%	35%	49%	71%	55%	55%	28%	31%	34%	32%	43%	37%	35%	53%	61%	61%	48%	43%
Where have you got the information?	*Base: Those who encountered materials about the reform*																			
Regional mass media			20%	19%			17%	16%			17%	14%			18%	14%			18%	15%
National mass media			82%	84%			83%	83%			81%	86%			78%	83%			80%	83%
Hard to say			7%	11%			8%	13%			8%	10%			10%	13%			9%	12%
Does the reform get enough coverage in mass media?	*Base: Those who encountered materials about the reform*																			
Not enough	41%	35%	28%	39%	54%	44%	37%	47%	50%	45%	42%	40%	54%	50%	41%	42%	52%	44%	42%	45%
Enough materials about the reform	46%	55%	51%	46%	36%	45%	44%	36%	35%	44%	41%	44%	32%	40%	37%	37%	36%	43%	40%	35%
Too many materials	5%	4%	11%	6%	2%	5%	10%	7%	5%	3%	7%	5%	4%	2%	11%	9%	4%	5%	10%	7%
Hard to say	8%	6%	9%	10%	7%	5%	9%	11%	10%	8%	10%	12%	9%	7%	10%	13%	7%	7%	8%	13%

Question:
1. *Have you encountered any reports in periodicals or on TV about the implementation of these reforms in the past month?*
2. *Where did you encounter reports about the reform?*
3. *Do you think that there are enough reports in the media covering the essence of the reform... and the course of its implementation?*

Base: *Total sample, N~1630 / wave. Had materials on the reform: 2017, N = 661, 815, 457, 714, 1009; 2018, N = 771, 1169, 516, 604, 999; 2019, N = 741, 884, 556, 573, 779, 2020, N = 558, 864, 503, 833, 676*

Socio-demographic profile of those aware of the reforms. 2020

Young people remain the least informed about reforms, while the audience of older age more often come across materials about the reforms in different areas.

Encountered materials within the month	Total sample	Decentralization of power	Reform of the healthcare system	Reform of the energy sector	Land reform	Pension reform
		35%	55%	32%	53%	43%
Gender	N=1582	N=558	N=864	N=503	N=833	N=676
		Base: Those who encountered materials about the reform				
Men	46%	49%	44%	51%	47%	44%
Women	54%	51%	56%	49%	53%	56%
Age						
18-25	19%	12%	13%	9%	13%	13%
26-35	24%	23%	23%	21%	22%	20%
36-45	23%	22%	22%	22%	23%	21%
46-54	18%	20%	20%	24%	20%	22%
55-65	17%	22%	21%	24%	21%	24%
Education						
Incomplete secondary	3%	1%	2%	2%	1%	1%
Full secondary	12%	12%	10%	12%	11%	12%
Vocational secondary	38%	34%	38%	36%	38%	40%
Incomplete higher	7%	5%	7%	4%	6%	6%
Higher	40%	48%	43%	46%	43%	41%

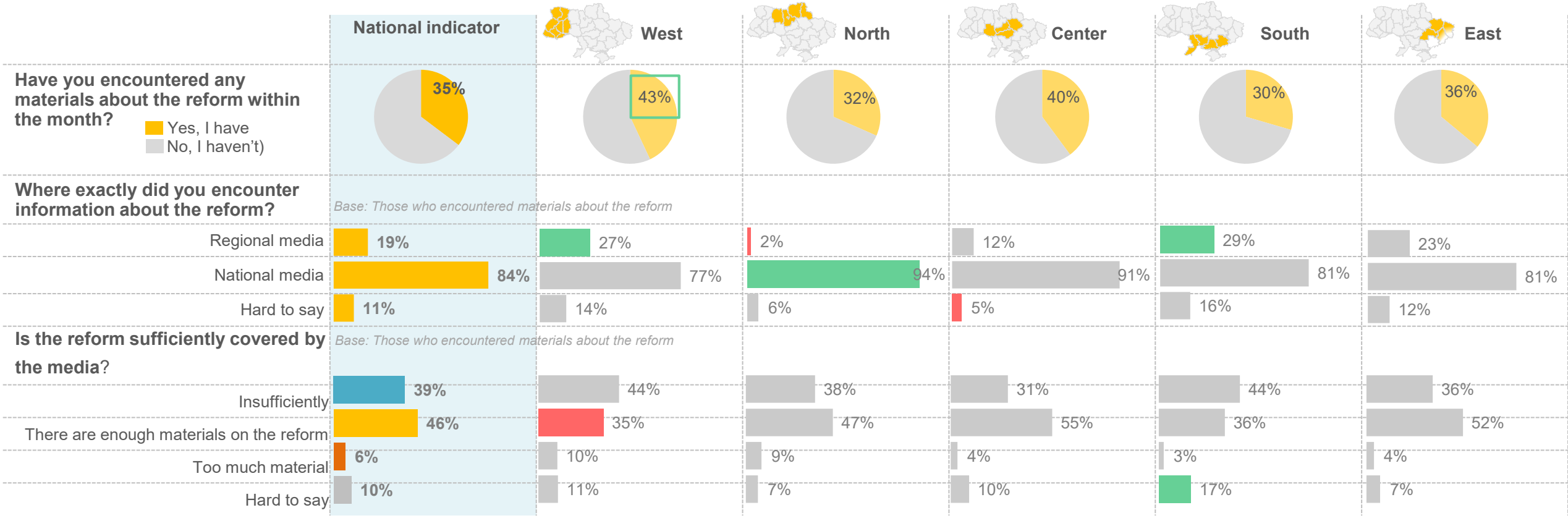
Significantly more / less at the level of 95% in comparison with the general sample distribution

Question: *Have you encountered any reports in periodicals or on TV about the implementation of these reforms in the past month?*

Base: *Those who come across information on the reform in question during a month*
N = 558, 864, 503, 833, 676

Decentralization of power. Regional differences. 2020

Residents of the Western region are more informed about decentralization reform. At the same time despite higher awareness level than in Ukraine in general, residents of the Western region think that there are insufficient materials on the reform .



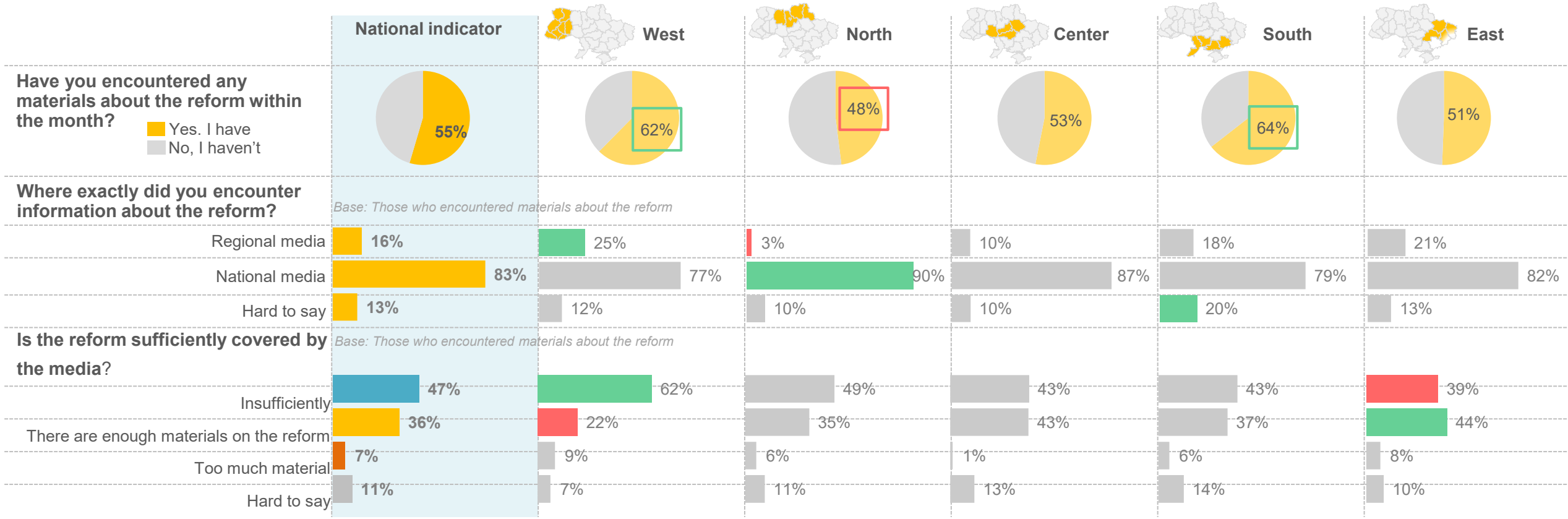
Significantly more / less at the level of 95% in comparison with the general sample distribution

Question:
1. *Have you encountered any reports in periodicals or on TV about the implementation of these reforms in the past month?*
2. *Where did you encounter reports about the reform?*
3. *Do you think that there are enough reports in the media covering the essence of the reform... and the course of its implementation?*

Base: *Total sample, N=1582*
Those who encountered materials about the reform, N = National 558, West 115, North 132, Centre 61, South 82, East 168

Healthcare reform. Regional differences. 2020

Residents of the Western and Southern regions know about the reform more than others, in the North the awareness level is lower.
Residents of the Western region mainly stressed the lack of information about the changes in healthcare system, while the residents of the Eastern region think they get enough information.



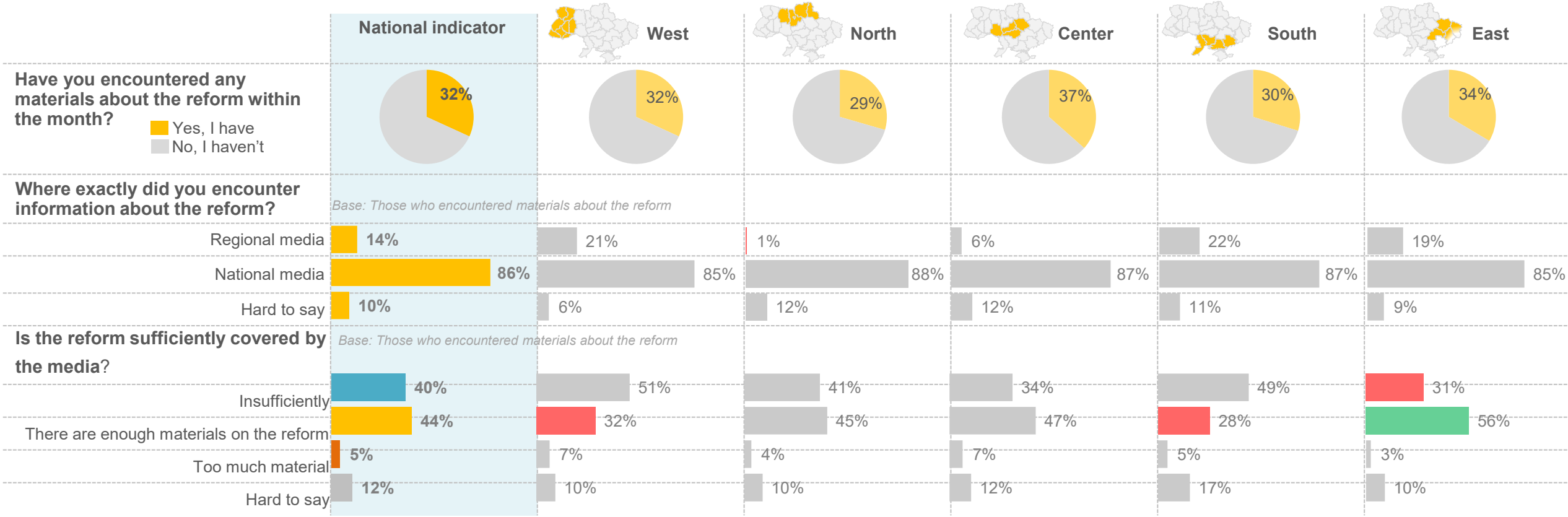
Significantly more / less at the level of 95% in comparison with the general sample distribution

Question:
1. *Have you encountered any reports in periodicals or on TV about the implementation of these reforms in the past month?*
2. *Where did you encounter reports about the reform?*
3. *Do you think that there are enough reports in the media covering the essence of the reform... and the course of its implementation?*

Base: *Total sample, N=1582*
Those who encountered materials about the reform, N = National 864, West 167, North 200, Centre 82, South 179, East 237

Reform of the energy sector. Regional differences. 2020

All the regions show almost the same awareness level about the reform.
Residents of the Western region would like to get more information about the transformations in the energy sector , while the residents of the Eastern region think that reform gets enough coverage



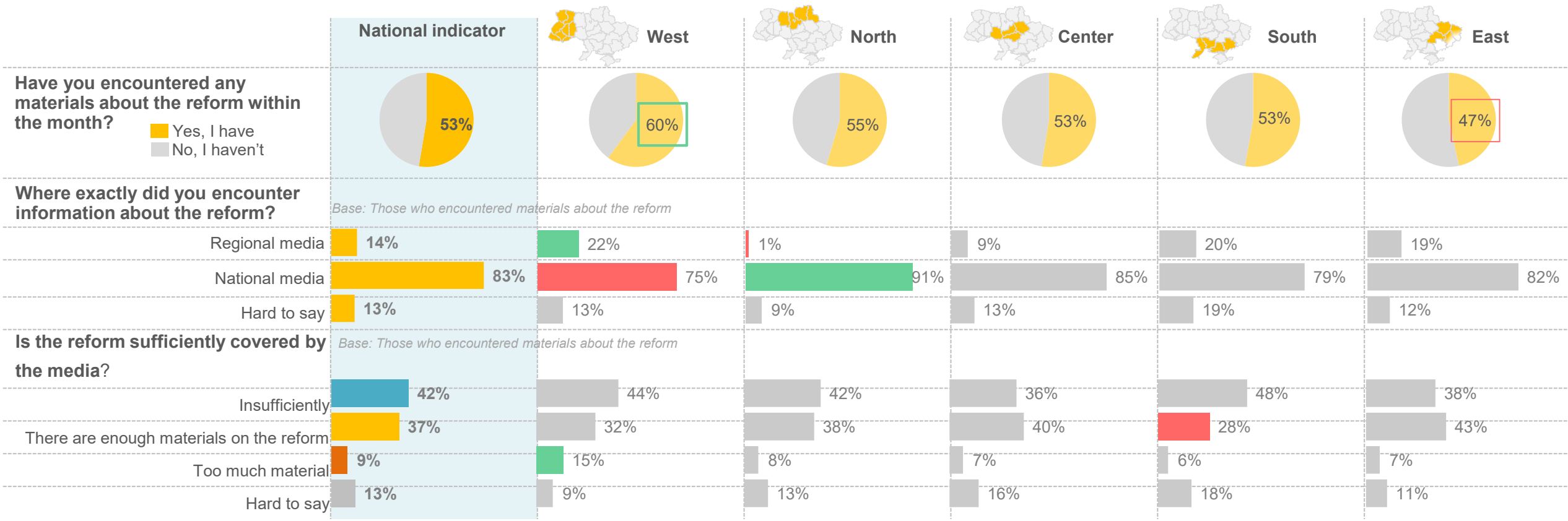
Significantly more / less at the level of 95% in comparison with the general sample distribution

Question:
1. *Have you encountered any reports in periodicals or on TV about the implementation of these reforms in the past month?*
2. *Where did you encounter reports about the reform?*
3. *Do you think that there are enough reports in the media covering the essence of the reform... and the course of its implementation?*

Base: *Total sample, N=1582*
Those who encountered materials about the reform, N = National 503, West 85, North 123, Centre 56, South 83, East 157

Land reform. Regional differences. 2020

The Western region is characterized by the highest level of knowledge about the reform, in this region local media are more active about publishing information about the transformations in the agrarian sector. Residents of the eastern part of Ukraine have less information about the reform.



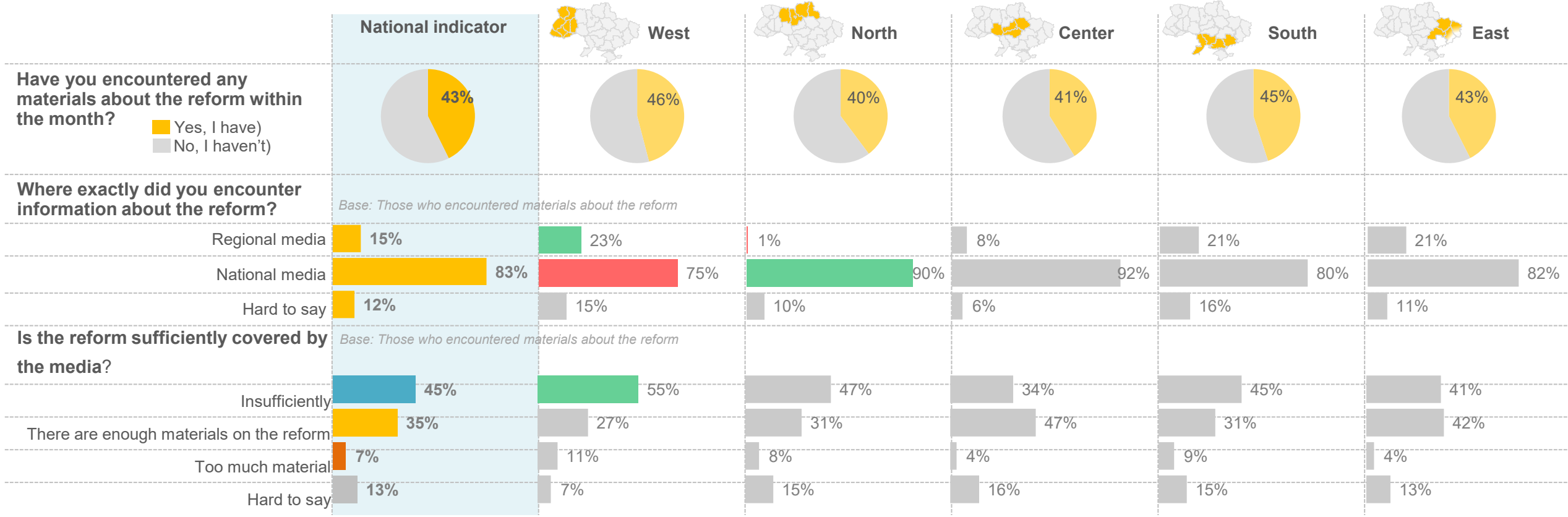
Significantly more / less at the level of 95% in comparison with the general sample distribution

Question:
1. *Have you encountered any reports in periodicals or on TV about the implementation of these reforms in the past month?*
2. *Where did you encounter reports about the reform?*
3. *Do you think that there are enough reports in the media covering the essence of the reform... and the course of its implementation?*

Base: *Total sample, N=1582*
Those who encountered materials about the reform,, N = National 833, West 160, North 227, Centre 81, South 146, East 218

Pension reform. Regional differences. 2020

All the regions show almost the same awareness level about the reform.
In the Western region local media publish information about changes in the pension area more frequently than media in the other regions, however, the residents of this region believe that such coverage should be better.



Significantly more / less at the level of 95% in comparison with the general sample distribution

Question:
1. *Have you come across publications or TV episodes on these reforms during the past month?*
2. *Where have you come across the publications/ TV episodes about the reforms?*
3. *Do you think that there are enough publications/ materials in media that cover the content of the reform…and its implementation process?*

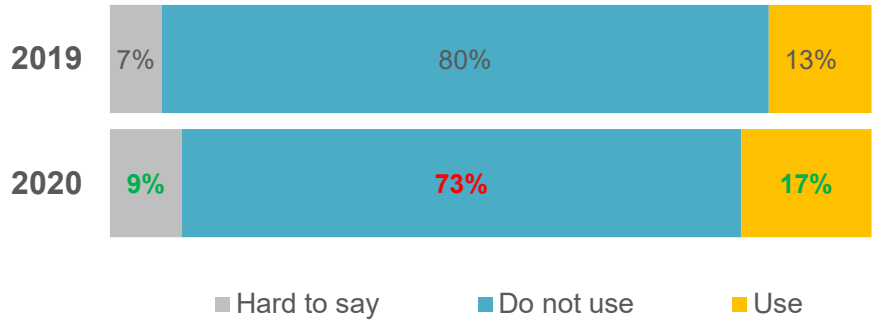
Base: *Total sample, N=1582*
Came across materials about the reform, N = National 676, West 123, North 166, Centre 63, South 125, East 199

Russian media

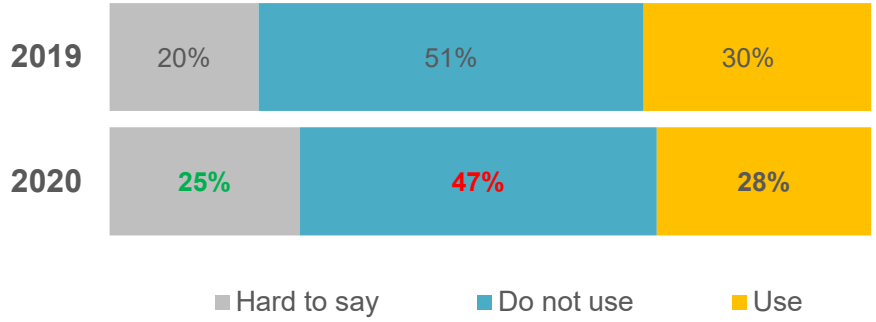
Use of Russian media.

Among the acquaintances of every third respondent there are those who use Russian media as a source of news, while every sixth respondent uses Russian media personally. The audience wants to find out what Russian media say about Ukraine, and what is happening in Russia.

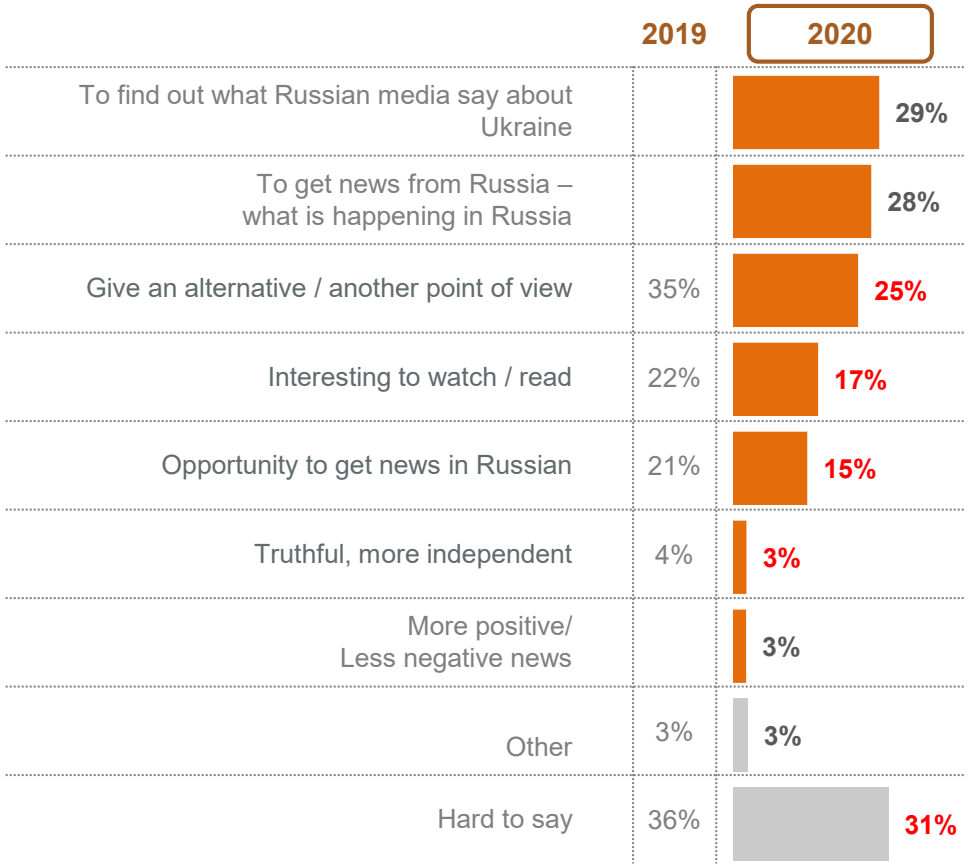
Personal use of Russian media



Use of Russian media by people I know



Reasons for using Russian media



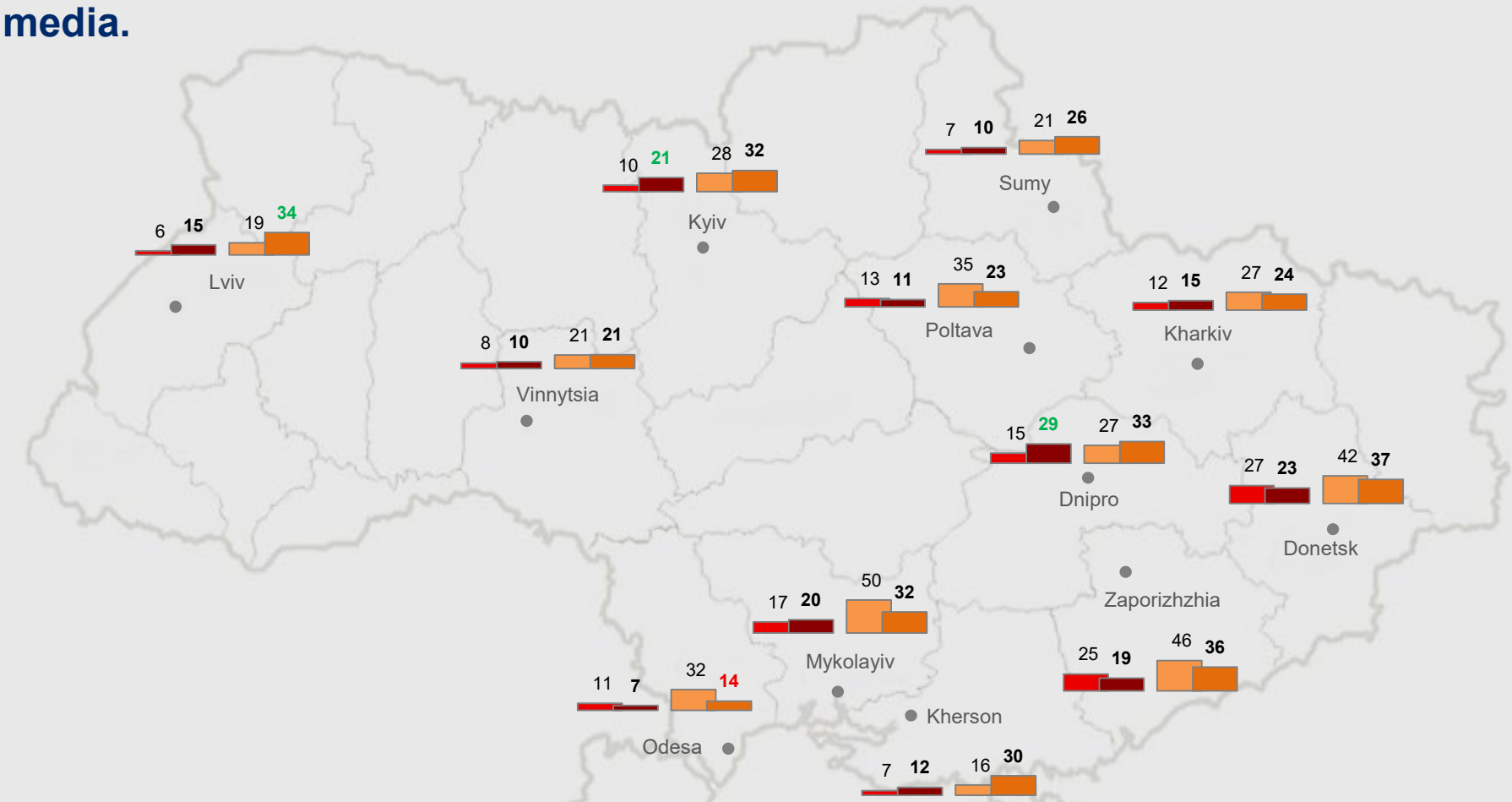
Question: *Are there people around you who use Russian media to get news?*
Have you used any Russian media within the past 30 days to receive news?
Why do you think people use Russian media?

Base: *Total sample, N~1600/wave*

x / x – significantly higher / lower at the level of 95% in comparison with the previous wave

Use of Russian media.

Split by regions



Use of Russian media

Personal	Environment (others around)
- 2019	- 2019
- 2020	- 2020

National indicator

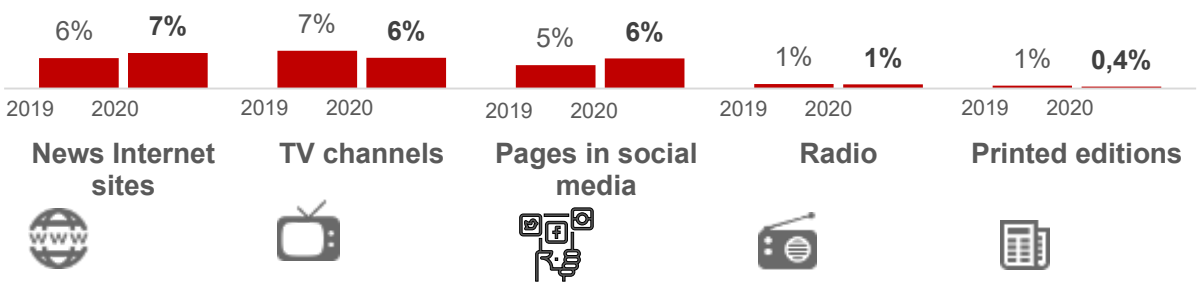
13 17 — Personal

30 28 — Environment

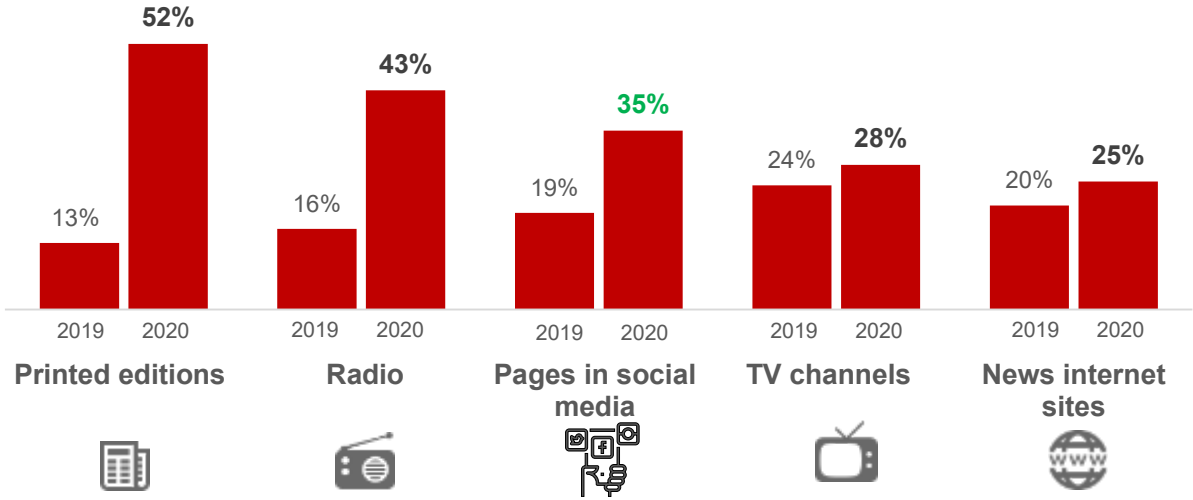
Trust in Russian media.

Ukrainians who consume Russian sources most often prefer online media and TV.
Even though people turn to them as a source of information, the level of trust tends to be low. However we noticed an increase in trust between 2019 and 2020.

Consumption of Russian media during the month



The level of trust in Russian media among users



Question: *What kind of Russian media have you used to receive news in the past 30 days?*
To what extent do you trust the news in...?
** Mass media are ranked- from the media with the highest trust in the media with the lowest level of consumption/ trust*

Basis: *Usage: total sample N~1600/wave*
Trust: those who use mass media type,
2019, N = 9, 14, 75, 121, 97, 2020, N = 8, 13, 94, 96, 111

x / x – significantly higher / lower at the level of 95% in comparison with the previous wave

Ratings of Russian media.

TV

	2015	2016	2017	2018	2019	2020
NTV (NTV-Mir)	27%	24%	21%	24%	24%	36%
Rossia 24	27%	27%	24%	16%	26%	32%
RTR-Planeta	25%	19%	27%	24%	20%	32%
Pervyi kanal (ORT)	13%	22%	26%	12%	17%	29%
Rossia 1	13%	26%	19%	19%	29%	21%
TNT	0%	0%	2%	4%	6%	13%
STS	9%	9%	16%	12%	13%	9%
REN TV	16%	8%	3%	11%	5%	5%
Dozhd	13%	11%	10%	4%	5%	1%

Which Russian TV channels do you watch most often?

Internet

	2015	2016	2017	2018	2019	2020*
Vesti.ru	9%	14%	10%	13%	14%	2%
Tvrain.ru	0%	0%	0%	0%	0%	2%
Gazeta.ru	5%	2%	3%	4%	16%	2%
Lenta.ru	8%	17%	19%	16%	14%	1%
Kommersant.ru	3%	4%	3%	4%	1%	1%
Echo.msk.ru	0%	0%	0%	0%	6%	1%
Yandex.ru	0%	0%	0%	6%	1%	1%
Izvestia.ru	2%	1%	4%	2%	3%	1%

** In 2020 77% respondents indicated that it's difficult for them to remember the name of the Internet-site*

What Russian news websites do you visit most often?

Basis:
N= 162 / 92 / 69 / 78 / 110 / 68
Consumers of Russian TV channels

N= 198 / 122 / 104 / 133 / 51 / 110
Consumers of Russian Internet-sites

x / x – significantly higher / lower at the level of 95% in comparison with the previous wave

Use of Russian media (the results of focus group discussions)

- Focus Groups noted a decline in the popularity of Russian media both in their own experience and among others.
- The target audience does not name Russian sources as foreign ones, it is a special category of media, as foreign media are characterized as reliable, which is not stated about Russian media.
- Key sources of access to Russian media are satellite TV and YouTube channels.
- Among the advantages and reasons for viewing Russian media, they mention:
  - ✓ An alternative viewpoint (“understand what the enemy is interested in”).
  - ✓ More high-quality news delivery, more interesting (“it’s interesting to watch”).
  - ✓ Russian media “tend to focus more on positives” – this was mentioned even by those who do not consume this content regularly. Ukrainian media are perceived as “highly negative” and do not satisfy the need for positive news.
  - ✓ There is greater prevalence of getting news in Russian language in the South and East.

NEWS TOPICS
AUDIENCE ENGAGEMENT

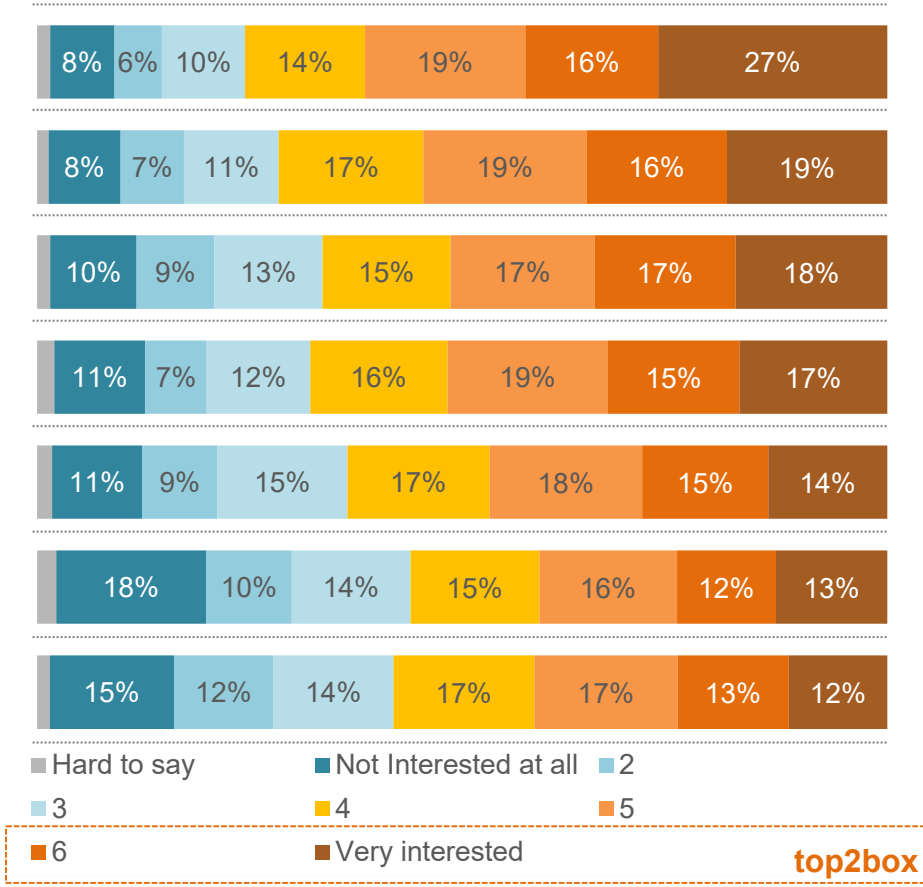
News topics. 2020.

Most of all, respondents are interested in healthcare. In comparison with the previous year people were less interested in politics- both foreign and domestic, while education and economics news have become more topical.

Interest in news topics

TOP2BOX	2019	2020
Healthcare	40%	43%
Foreign affairs/ international news	43%	35%
Domestic policies	42%	34%
Education	28%	33%
Economy / entrepreneurship / business news	24%	29%
Sport	27%	25%
Art /culture / celebrities' life	25%	25%

Detailed evaluation. 2020



Question: *To what extent are you interested in the following news topics? Rate on a scale of 1 (not interested at all) to 7 (very much interested)*
Evaluation Top2box (6-7)

Basis: *Total sample, N~1600/wave*

News topics. Socio-demographic and regional differences. 2020

Young people are less interested in health care and politics, while for the older audience these topics are much more interesting.
Women say they are more interested in medical news, education and art, men – politics, economy and sport.

Interest in the topic of the news	Healthcare	Foreign affairs/ international news	Domestic politics	Education	Economy / entrepreneurship / business news	Sport	Art/ culture / Celebrity life
National indicator	**43%**	**35%**	**34%**	**33%**	**29%**	**25%**	**25%**
Gender							
Men	36%	43%	41%	28%	34%	36%	19%
Women	48%	29%	29%	37%	24%	15%	30%
Age							
18-25	27%	22%	21%	34%	20%	28%	26%
26-35	42%	32%	30%	36%	31%	29%	26%
36-45	43%	37%	34%	36%	30%	26%	24%
46-54	47%	42%	42%	29%	29%	18%	25%
55-65	56%	47%	48%	26%	34%	20%	22%
Region							
West	41%	37%	32%	30%	29%	19%	16%
North	48%	32%	35%	39%	30%	30%	26%
Centre	45%	45%	41%	42%	37%	34%	38%
South	50%	41%	38%	34%	34%	28%	29%
East	33%	31%	31%	25%	22%	19%	22%

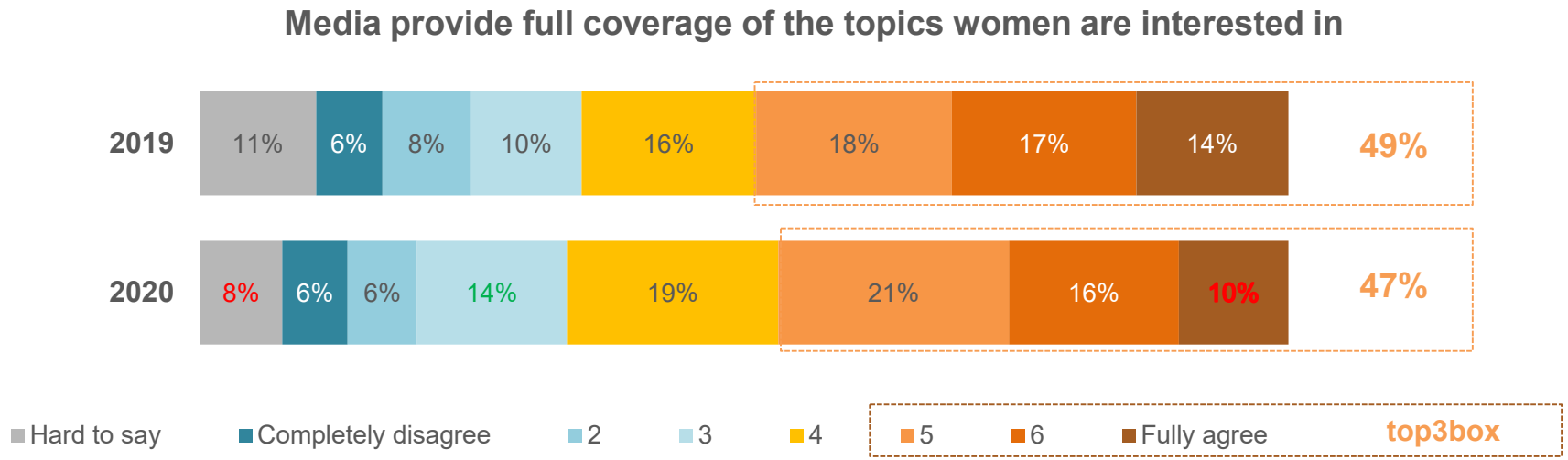
Question: *To what extent are you interested in the following topics of the news? Evaluation Top2box (6-7) on the scale from 1 (not interested) to 7 (very interested)*

Basis: *Total sample, N = 1582*
735 / 847 300 / 376 / 358 / 278 / 270
267 / 417 / 154 / 277 / 468

Significantly more/ less at the level of 95% in comparison with general sample distribution

Media coverage of topics interesting for women.

Almost half of women respondents consider that the topics they are interested in are covered sufficiently by the media.



Question: *To what extent do you agree with the following statement: 'The media fully cover topics of interest to women'. Rating on a scale of 1 (strongly disagree) to 7 (strongly agree)*

Basis: *Sample (only women), N~855/wave*

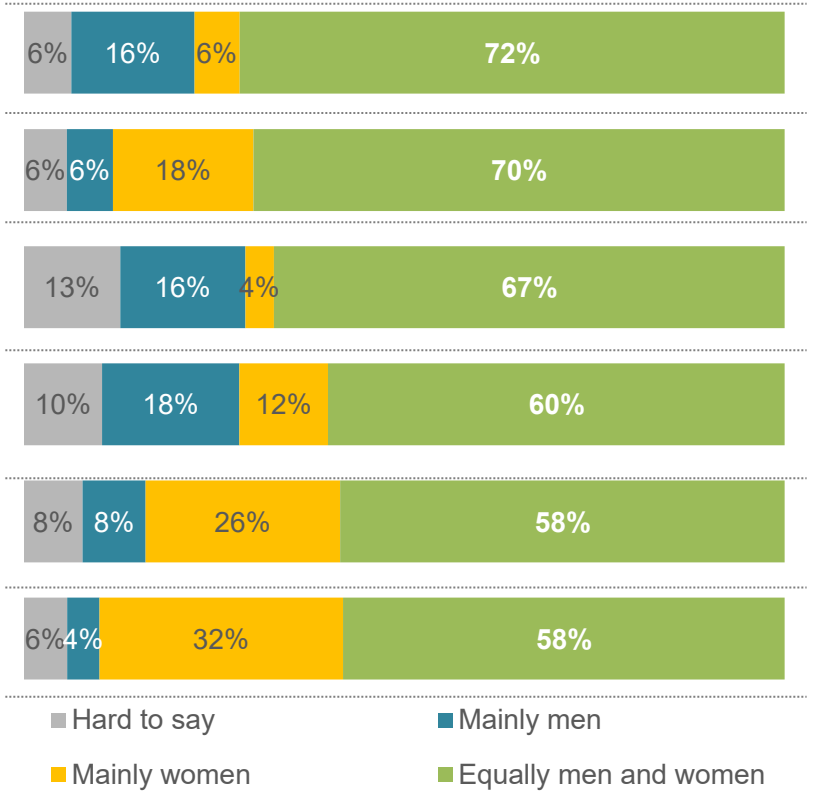
Decision-making in the households. 2020.

The majority of Ukrainians think that women and men are equally ready to make important decisions in different fields of life.
It was noticeable that in 2020 gender equality is declared by a significantly higher number of respondents than in the previous year.

Preparedness to making decisions

EQUALLY MEN AND WOMEN	2019	2020
Employment issues	63%	72%
Organizing family free time	59%	70%
Which political party should be supported	61%	67%
District / residence place amenities, shortage of kindergartens	55%	60%
How to save on utility bills	48%	58%
How to choose a doctor or school	45%	58%

Detailed answers. 2020



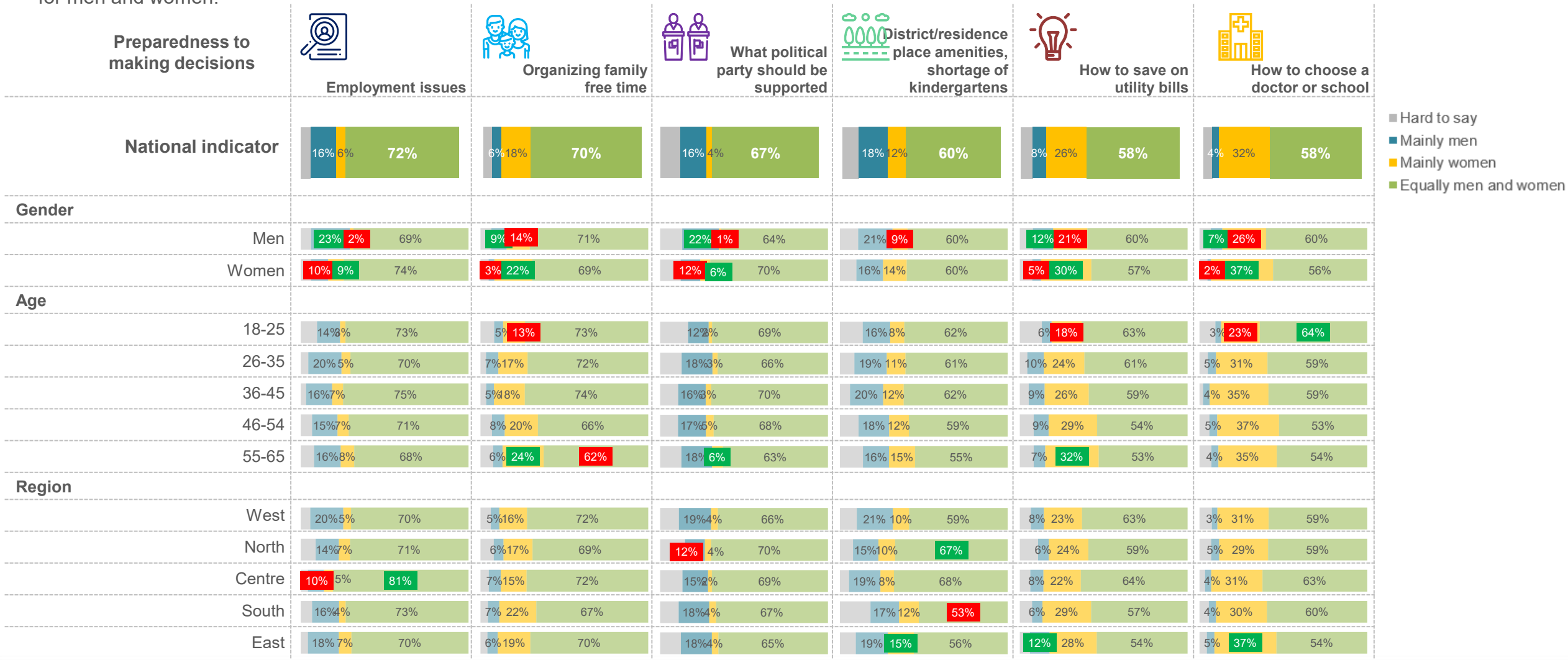
Question: *In your opinion, who is more confident (better prepared) to make the following decisions?*

Basis: *Total sample, N~1600/wave*

x / x – significantly higher / lower at the level of 95% in comparison with the previous wave

Decision-making process in households. Socio-demographic and regional differences. 2020

Young people more often declare ideas of gender equality in the process of important decision-making, while older generations tend to establish “areas of responsibility” for men and women.



Question: *In you opinion, who is more confident (better prepared) for making the following decisions?*

Basis: *Total sample, N = 1582*
735 / 847 300 / 376 / 358 / 278 / 270
267 / 417 / 154 / 277 / 468

x / x – significantly higher / lower at the level of 95% in comparison with the previous wave

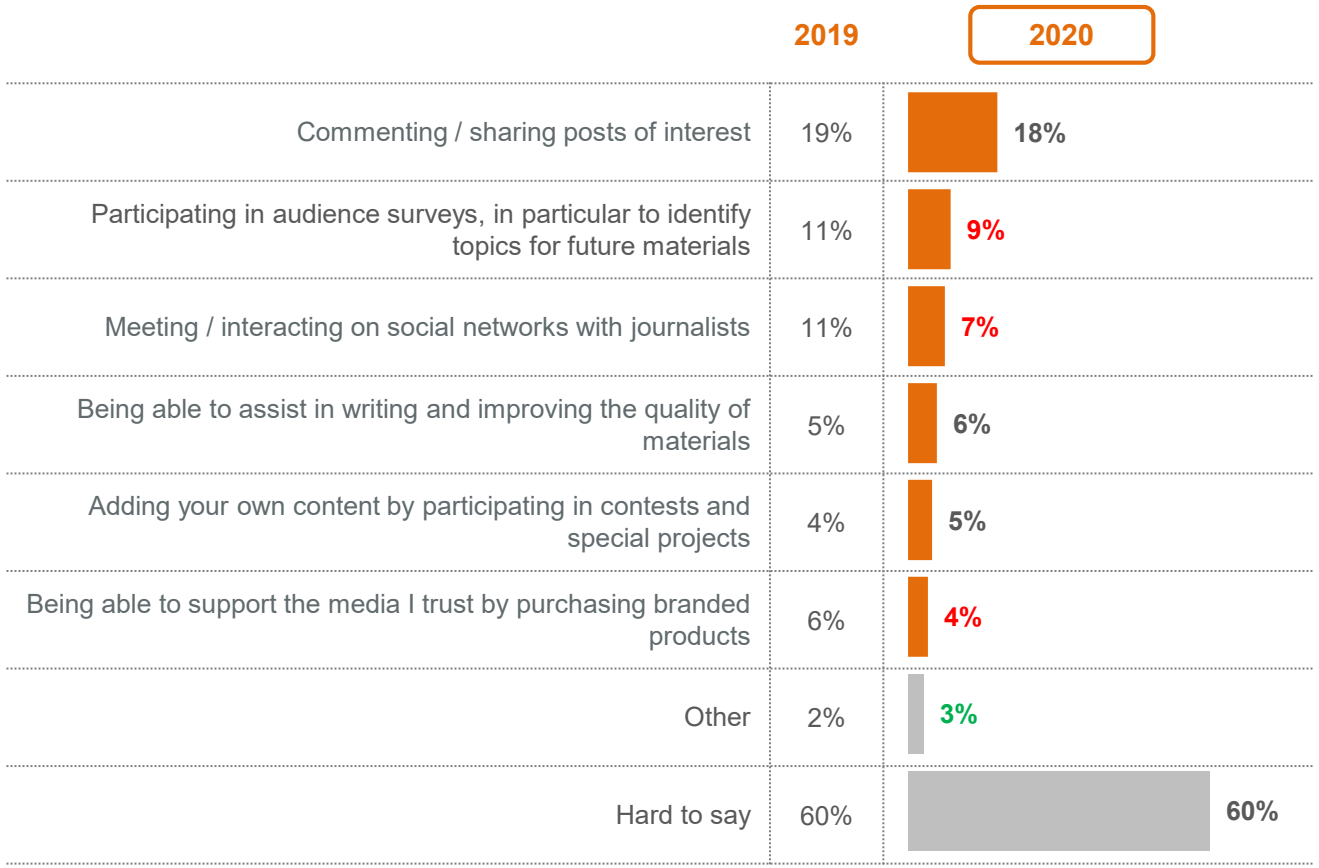
Perception of gender issues by women (the results of focus group discussions)

- Women said that there are now more female experts and political analysts in the media than previously, but they are still very few, especially among political experts. They felt the presence of more women in the media space would have a positive effect on women's confidence.
- The respondents in FGs agree that women are more active in addressing many issues, so they see the representation of women in lower government institutions (at the level of rayon, village council, etc.), but in higher positions there are not enough women.
- Women also said that they are more active in consuming news, more frequently follow the news and are more knowledgeable about the political situation.
- The request for specific topics for women is not frequent, the focus groups said it is possible to obtain information regardless of gender.

Interaction with the media. 2020.

Similarly to the previous year the majority of respondents could not ,answer the question about how they would prefer to engage with media. The respondents willing to communicate with media are those who most want to comment and share interesting publications.

Preferred channels of interaction with the media



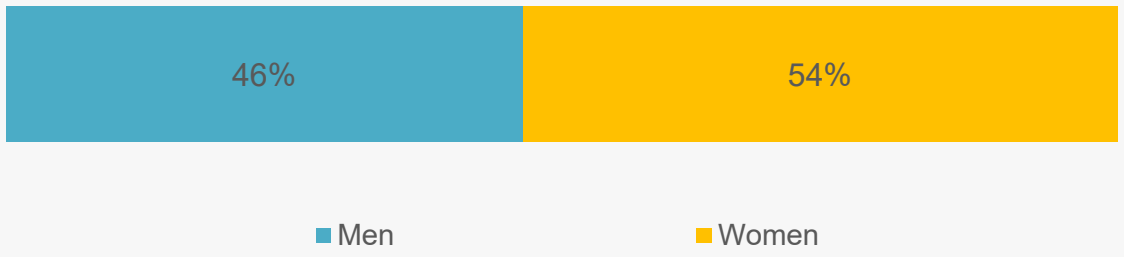
Question: *How would you like to interact with the media you use?*

Basis: *Total sample, N~1600/wave*

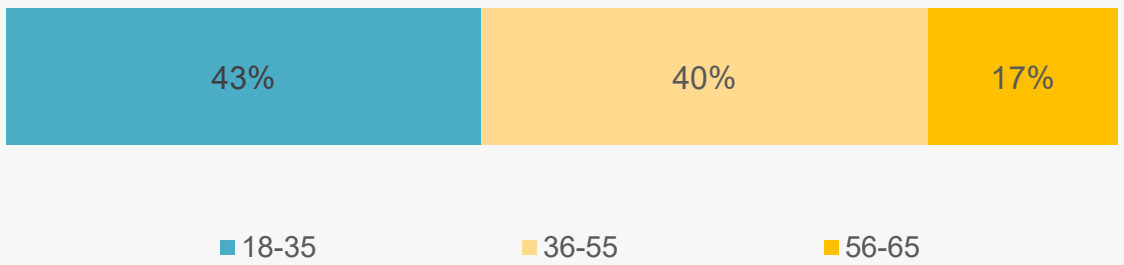
SOCIO-DEMOGRAPHIC PROFILE

Socio-demographic profile. 2020.

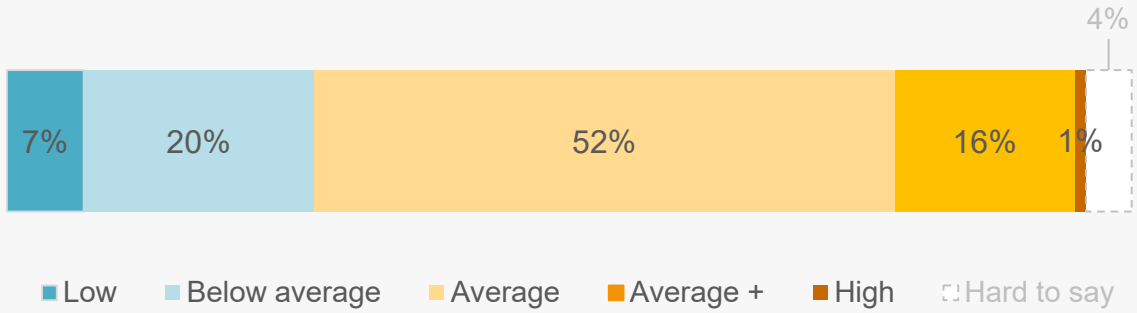
Gender



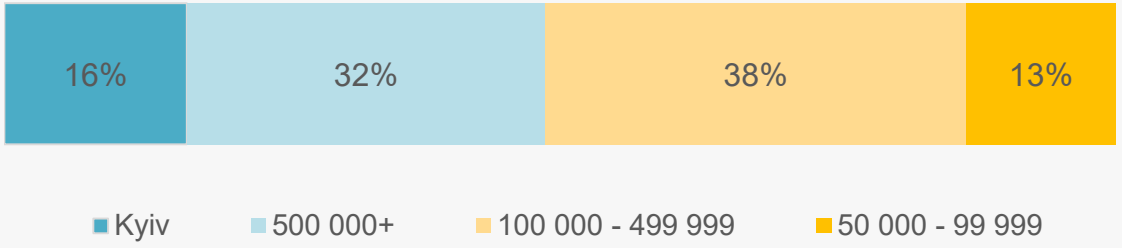
Age



Income levels

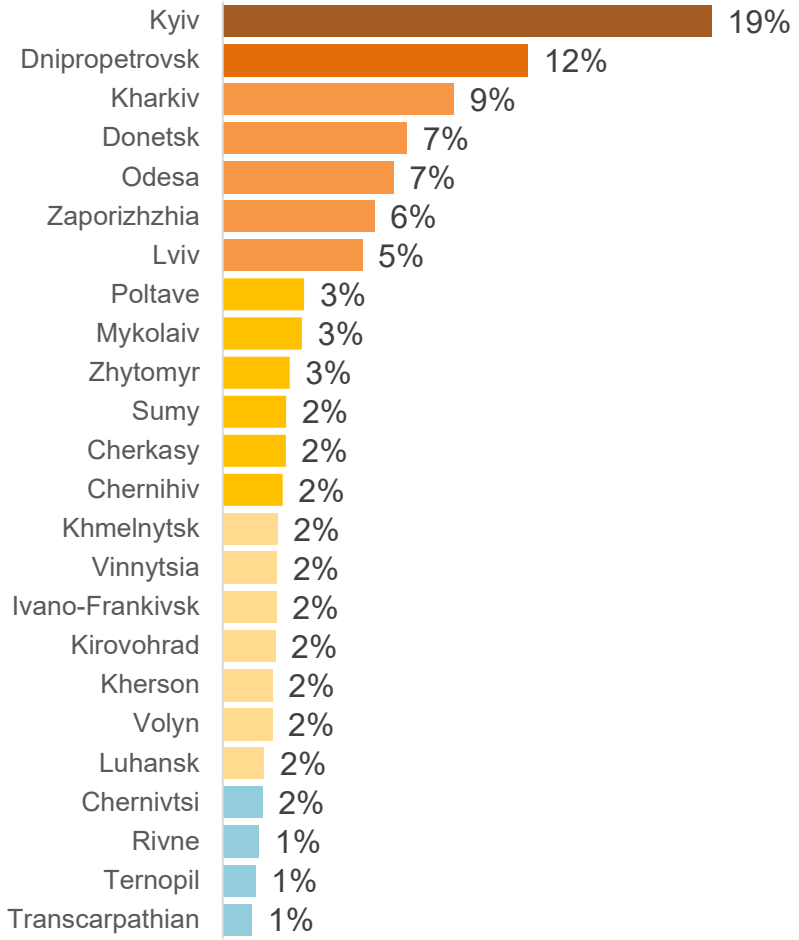


Settlement type



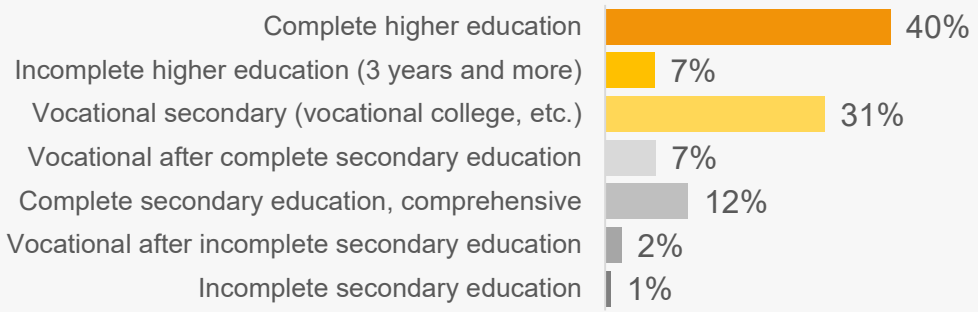
Socio-demographic profile. 2020.

Regions

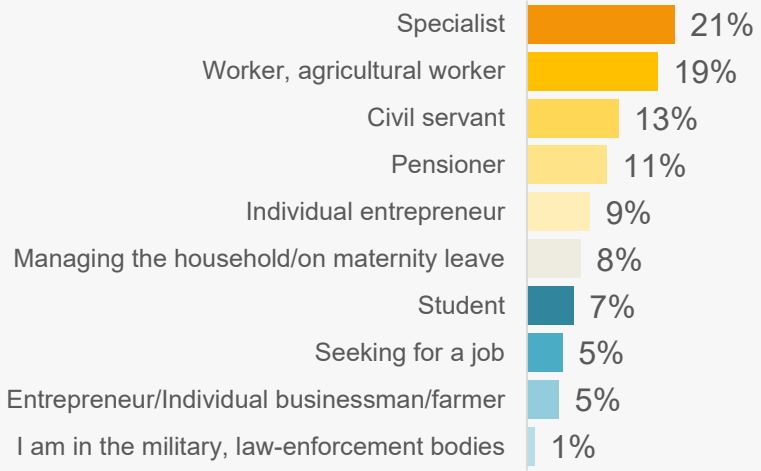


Socio-demographic profile. 2020.

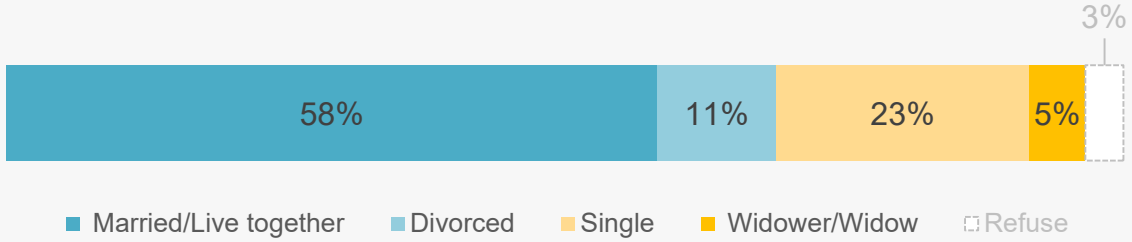
Education



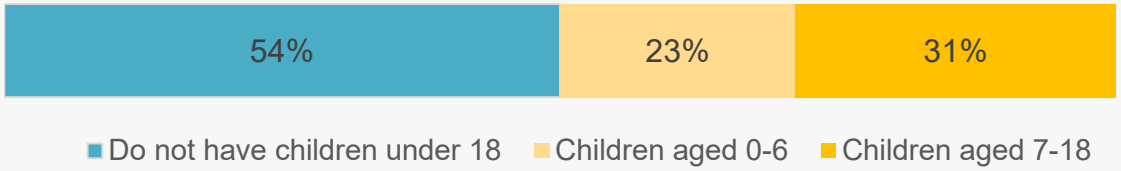
Employment



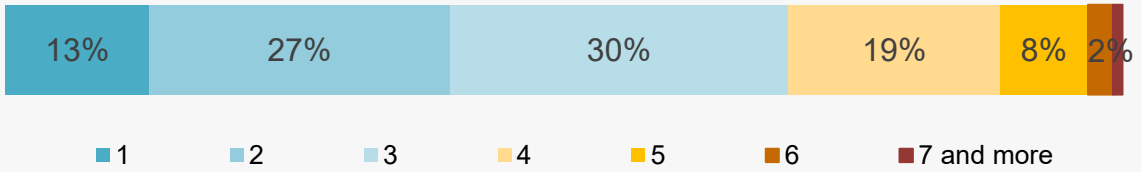
Marital status



Children



Household size



Basis: *2020 - N=1582*