

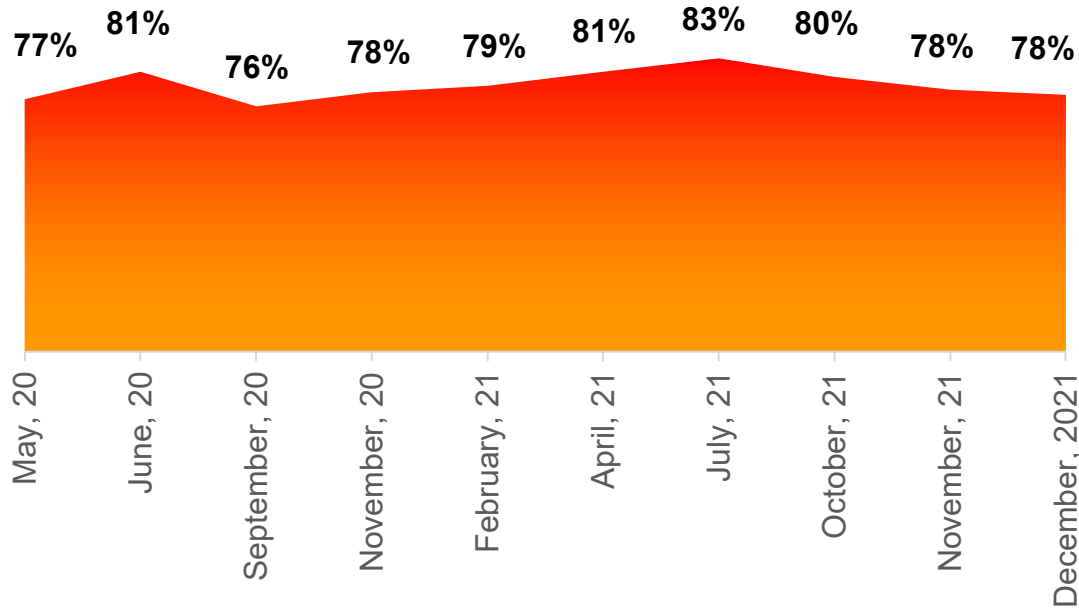


TRENDS OF 2021

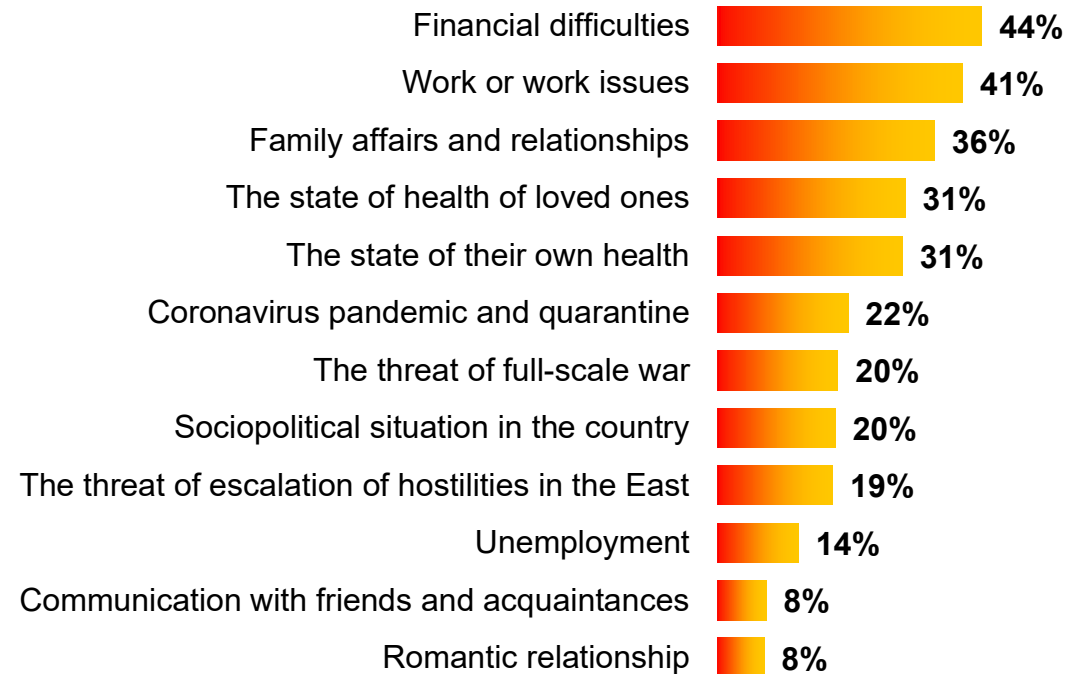
LEVEL OF SUBJECTIVE STRESS



Overall level of subjective stress



Causes of nervousness or stress



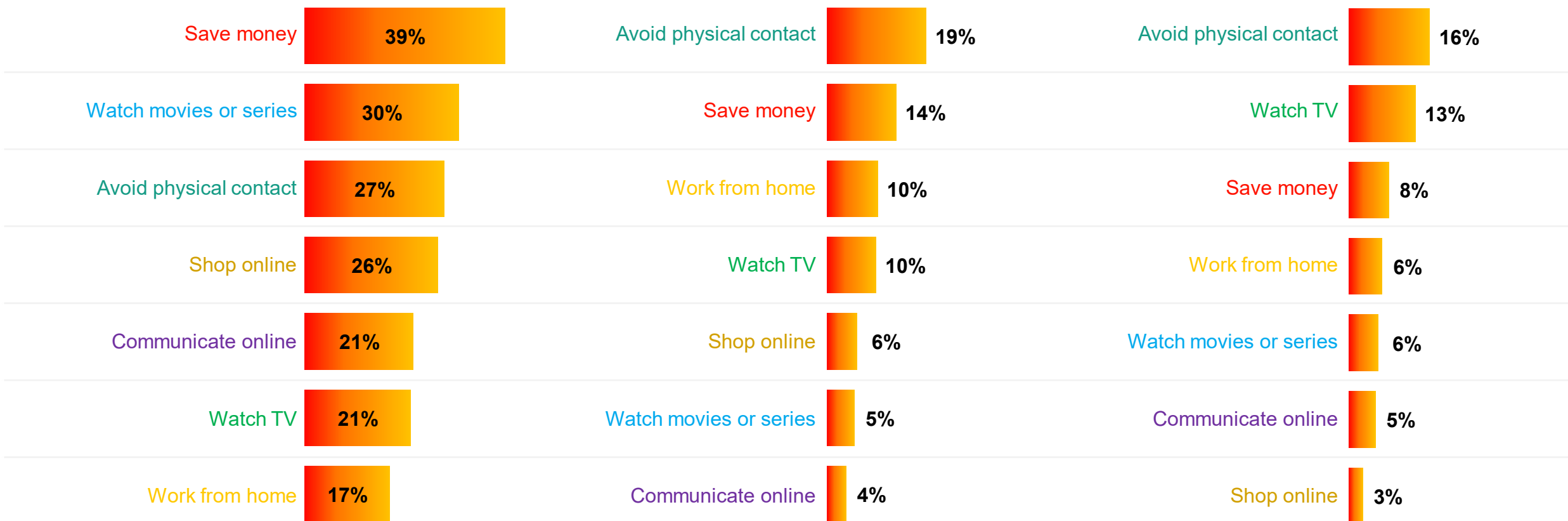
The study was conducted by the research company Gradus Research by self-completing the questionnaire in a mobile application. The Gradus online panel displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by gender, age, size of settlement and region. Field period: December 21-22, 2021, sample size: 1000 respondents.

TOP 10 THINGS THAT HAVE CHANGED DUE TO THE PANDEMIC

Started doing sth new or started doing more often

Haven't done before the pandemic

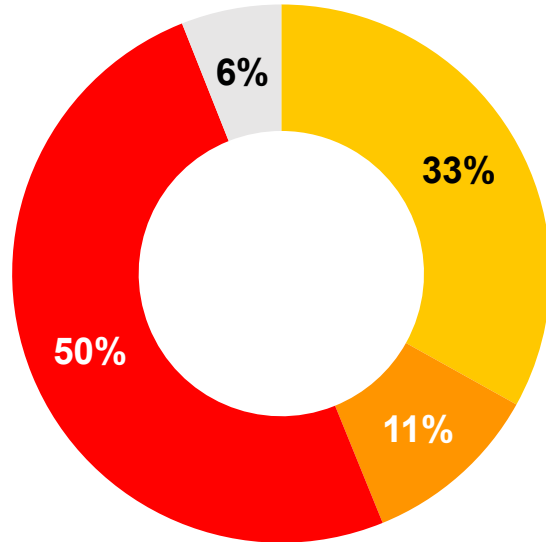
Will stop doing sth or will do it less



The survey was conducted by the research company Gradus Research by the method of self-completion of the questionnaire in the mobile application. The online panel of Gradus displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the settlement, and the region. Field period: May 21, 2021, during 17:00-22:00. Sample size: 1000 respondents.

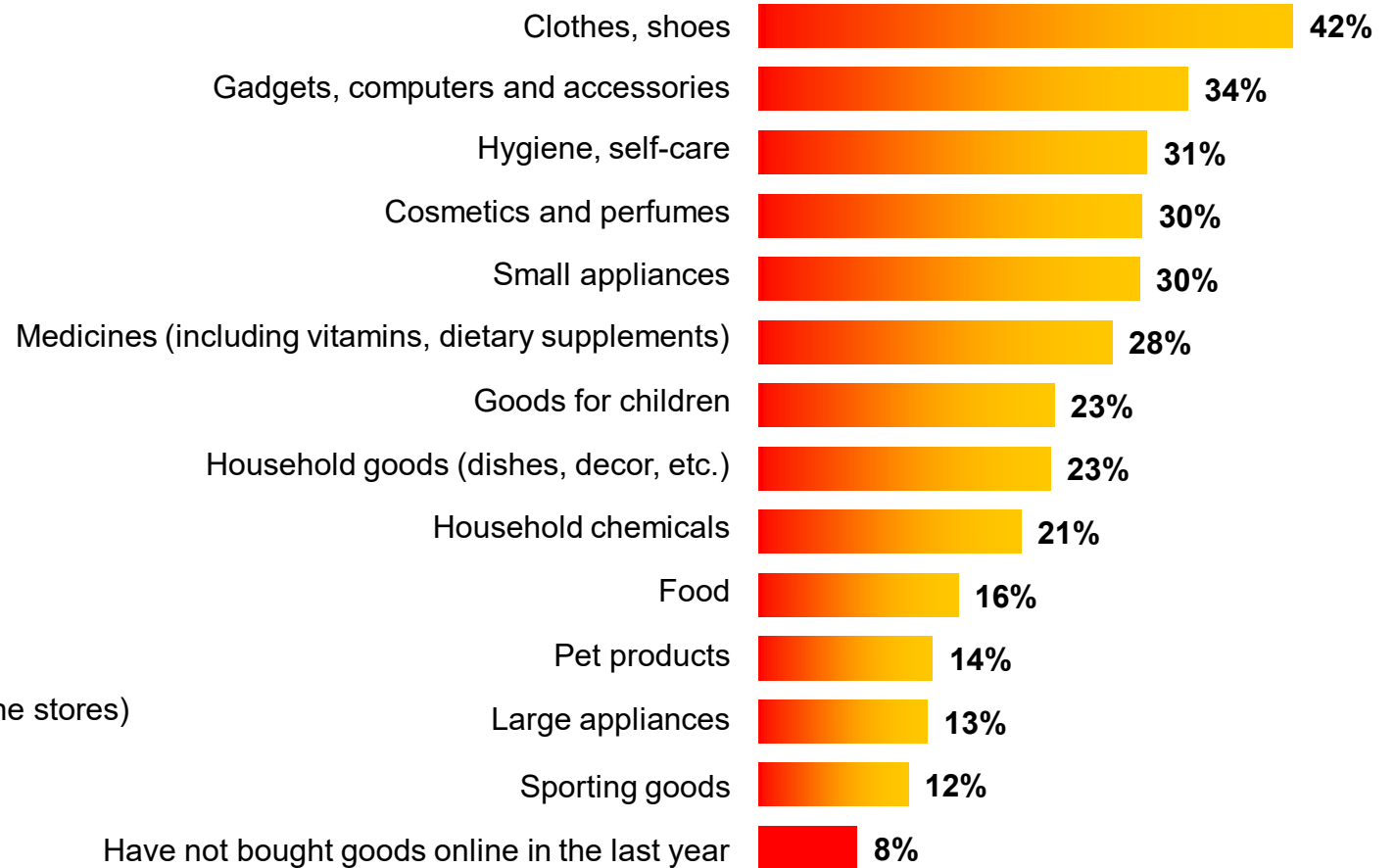
ONLINE SHOPPING

Buy where



- Prefer online shopping (online stores)
- Prefer offline shopping (in regular stores, not online stores)
- Buy equally online and offline
- Difficult to answer

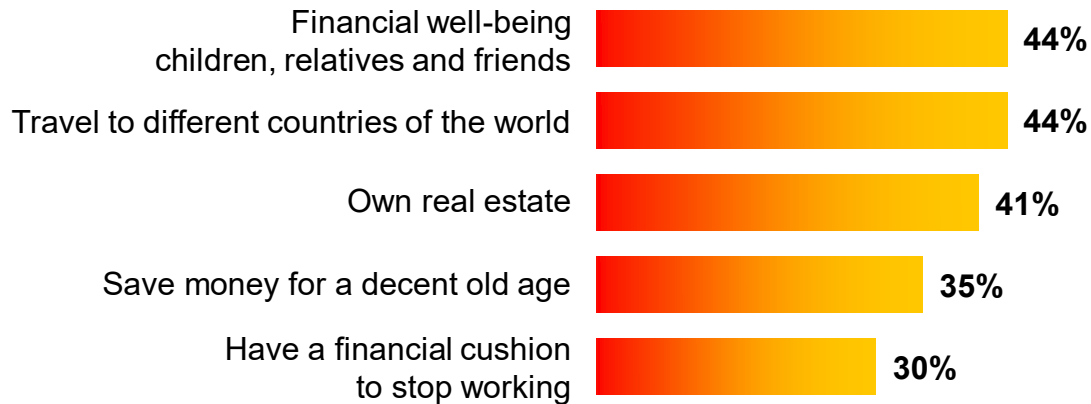
Buy what (online)



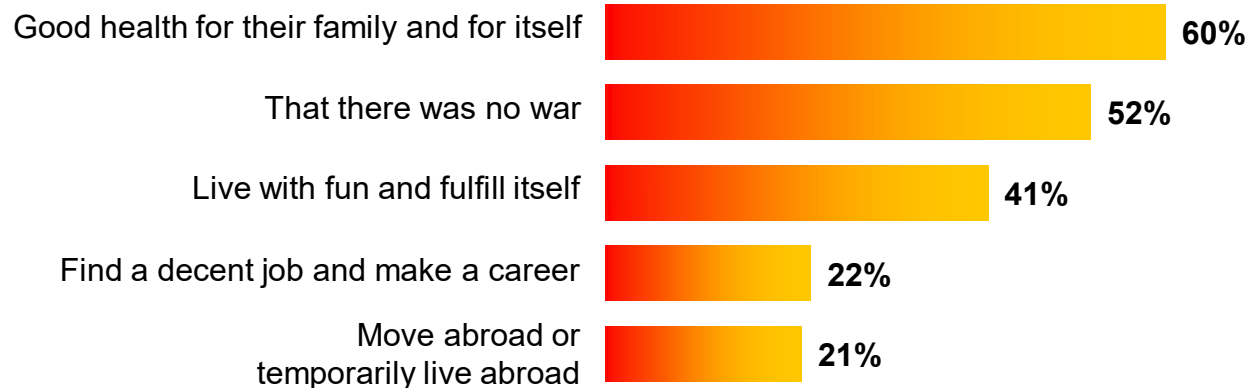
The survey was conducted by the research company Gradus Research by the method of self-completion of the questionnaire in the mobile application. The online panel of Gradus displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the settlement, and the region. Field period: September 28-29, 2021. Sample size: 1000 respondents.

DREAMS AND FEARS OF UKRAINIANS

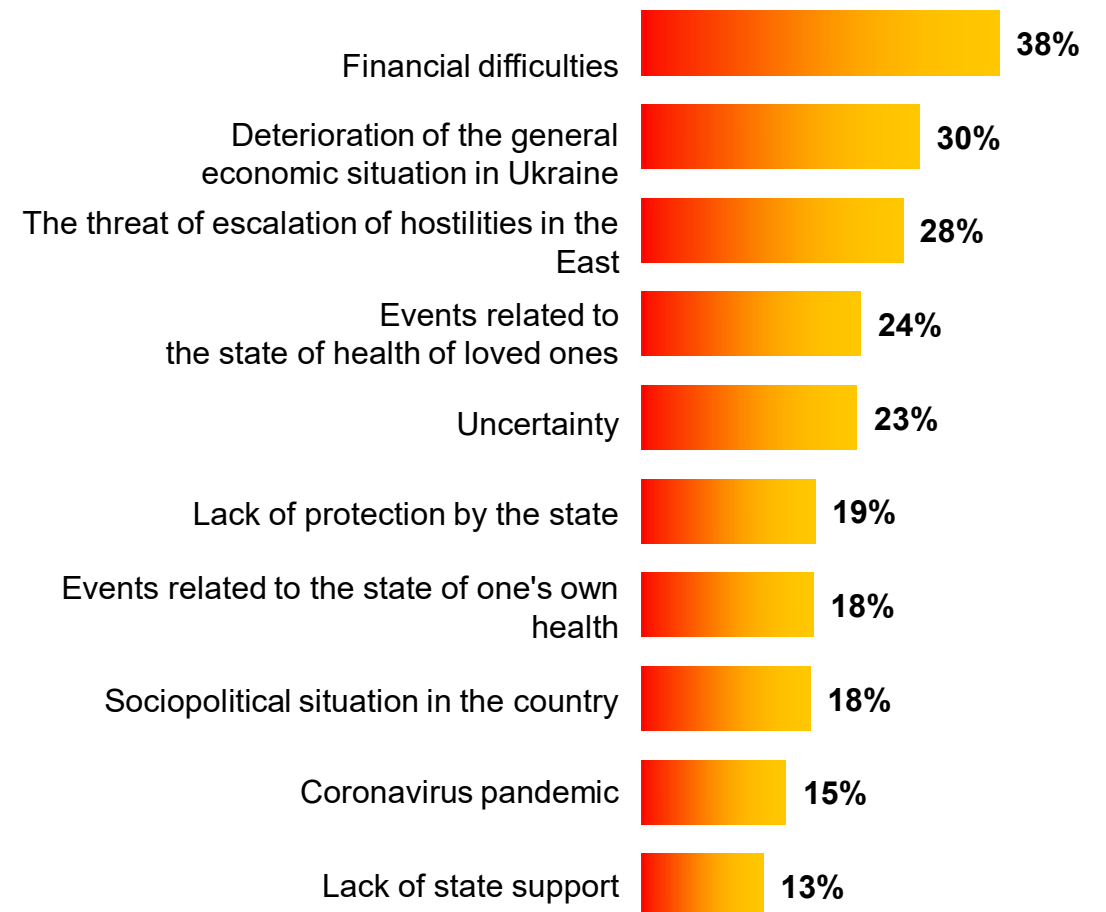
TOP-5 material dreams



TOP-5 intangible dreams



TOP-10 fears for the future



The survey was conducted by the research company Gradus Research by the method of self-completion of the questionnaire in the mobile application. The online panel of Gradus displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the settlement, and the region. Field period N1 (dreams of Ukrainians): April 22, 2021, during 16:40-18:40. Sample size: 1000 respondents.

Field period N2 (fears of Ukrainians): July 28, 2021 during 12:00-14:15. Sample size: 1000 respondents.

MEDIA CONSUMPTION IN UKRAINE

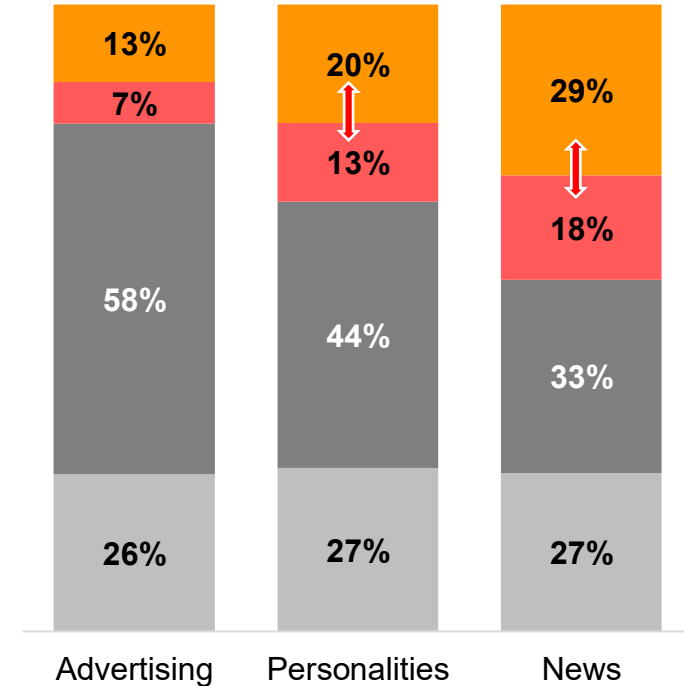
Where Ukrainians watch the news

- Only on the Internet
- More on the Internet than on TV
- More on TV than on the Internet
- Only on TV
- Hard to answer



Ukrainians trust more...

- On the Internet
- On TV
- Neither on the Internet nor on TV

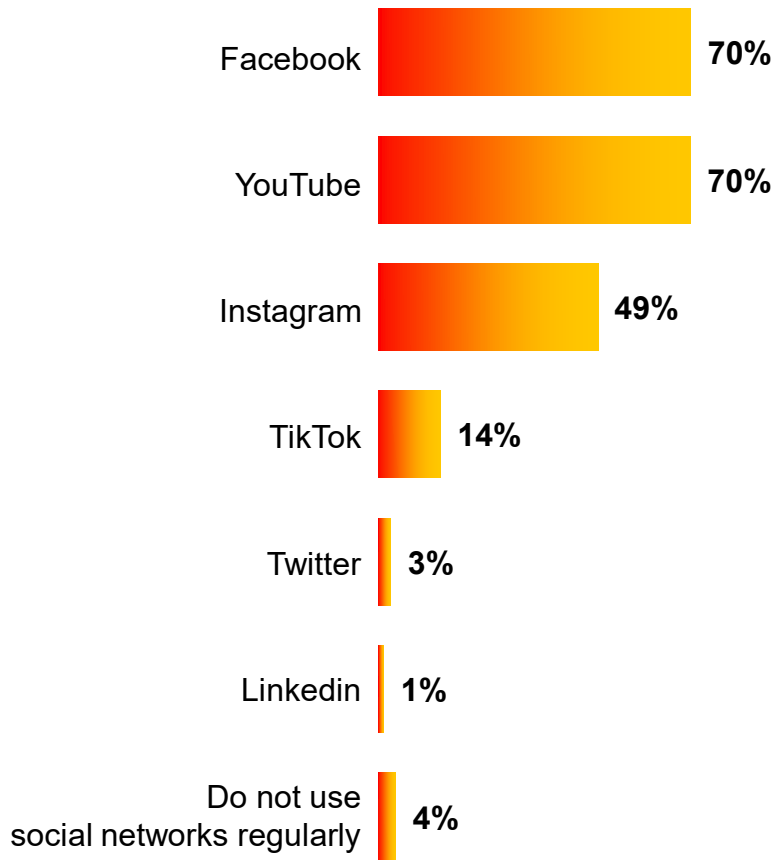


Statistically significant differences **above** / **below** for the group, compared with the sample of residents of Ukraine as a whole

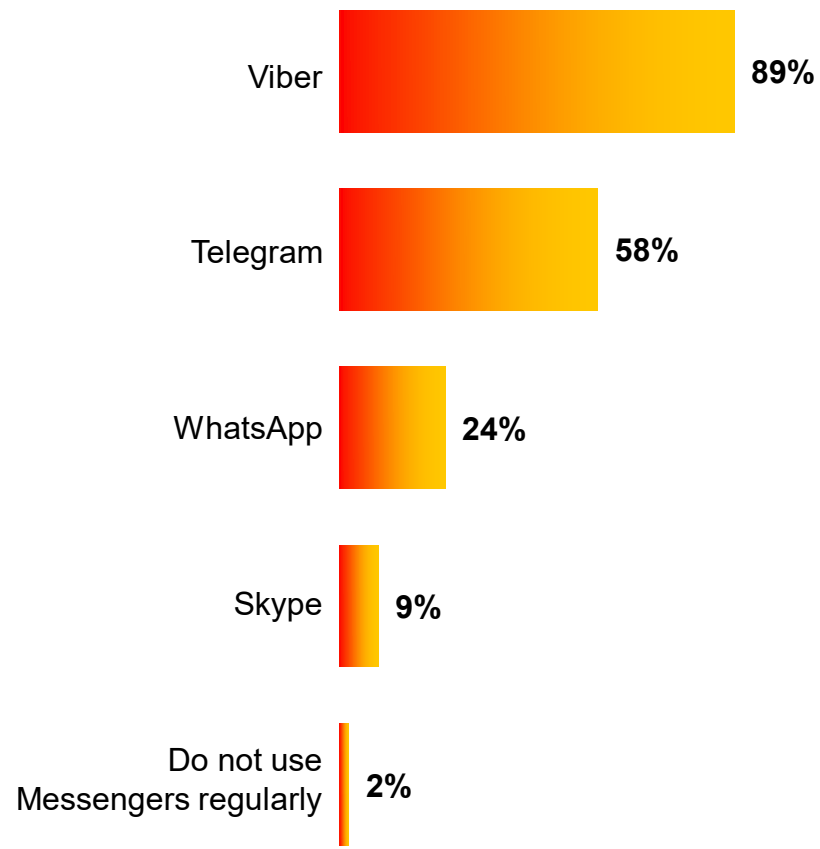
The survey was conducted by the research company Gradus Research by the method of self-completion of the questionnaire in the mobile application. The online panel of Gradus displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the settlement, and the region. Field period: September 28, 2021, during 19:00 and 23:00. Sample size: 1000 respondents.

SOCIAL NETWORKS, MESSAGERS, AND DEVICES FOR USING THE INTERNET

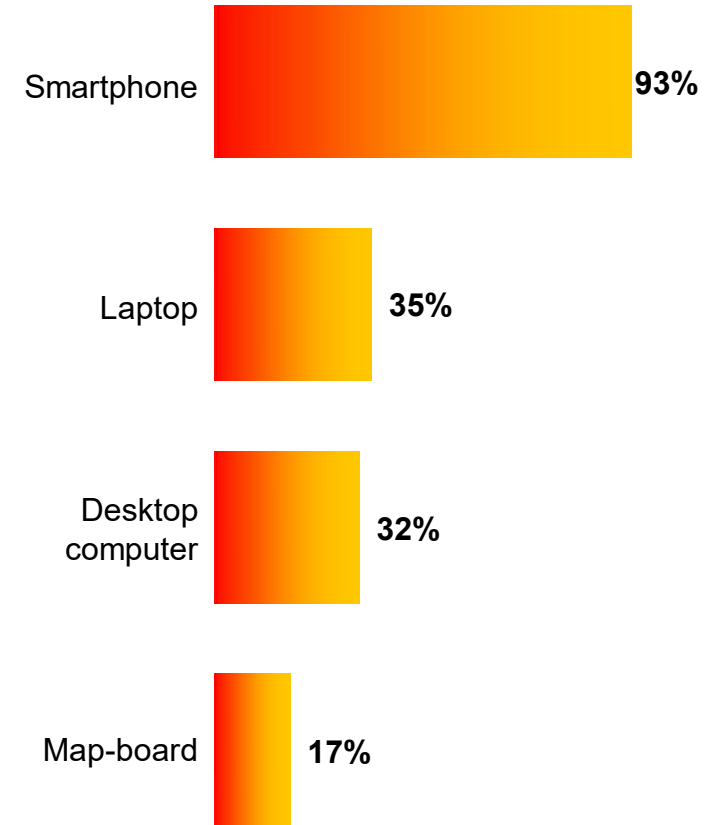
Social networks, used regularly



Messengers, used regularly



Devices, used to access the Internet



Gradus

Research
Company

