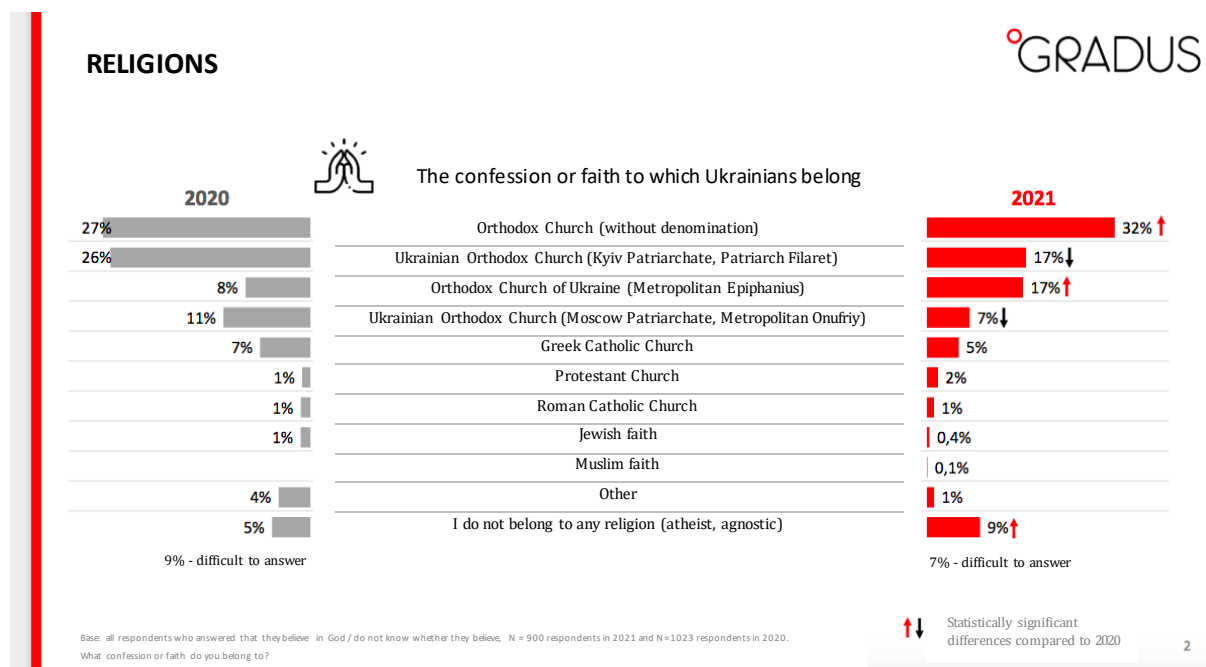


## GRADUS RESUME OF 2021

**In 2021, Ukrainians dreamed, bought online, had sex, read books, had COVID-19, and believed in miracles. Gradus Research recalls its most striking research that made up the past year.**

**Believe. In miracles, too.** At least once a year. Because where would 91% of respondents who claimed they celebrate Easter, come from? However, at the same time, 70% believe in the Almighty. In general, not bad, and the 'heavenly office' should be satisfied with such indicators. The newly formed Orthodox Church of Ukraine chaired by Metropolitan Epiphanius, should also be in a good mood because they've got 17% of the parishioners (compared to only 8% in 2020).



**Eco will be everything.** The idea of planting a tree, as part of a well-known saying, is now gaining new meaning and is apparently losing its gender. If yesterday it was fashionable to take part in planting trees, today it is a necessity that Ukrainians are aware of. This is the opinion

of every second respondent. In total, 93% are ready to change their habits in favor of an ecological lifestyle. At greater length, for example, 59% are ready to dispose of household waste - just give them a chance and create infrastructure. In general, 94% of respondents believe that today Ukrainians do not pay enough attention to environmental issues. So, we have to understand that this topic will be one of the most relevant in the future. 48% agree to use electricity more wisely and economically, and more than a third of Ukrainians (36%) are ready to support social initiatives aimed at expanding forest area of the planet.



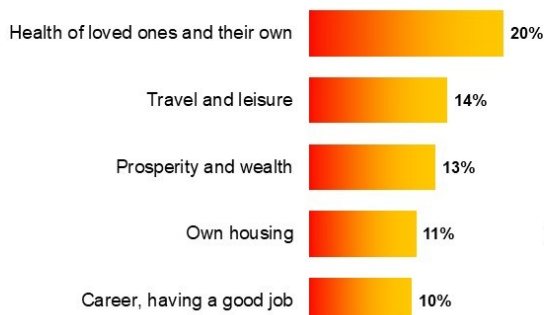
**Tell me your dreams and I'll tell you who you are.** One of the studies of Gradus Research showed that 70% of Ukrainians dreamed during their lifetime. At the same time, 73% said that it would hardly be correct to call them dreamers. Probably because a dreamer is considered to be something frivolous and irresponsible. However, 45% say they raise their children as dreamers and 89% are willing to give up their benefits for the sake of materializing their children's dreams. That is, Ukrainians do not allow themselves to dream to the fullest. However, their children are allowed to do so.

What do they dream about in Ukraine? 20% dream about health for themselves and their loved ones, 14% dream about traveling and relaxing, and 13% - about well-being and prosperity.

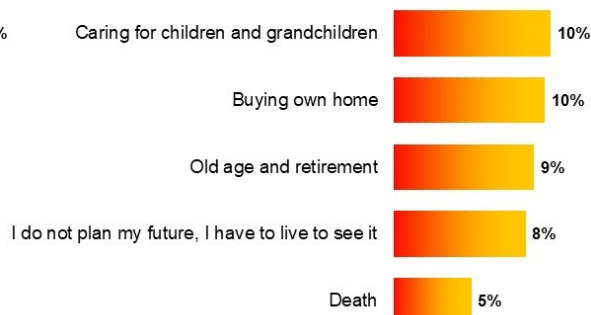
## Children and their own home - a plan for the future

Open questions

### What do you dream about for yourself?



### How do you see your future?



Field period: August 5, 2021, during 12:15-15:45.  
Sample size: 1022 respondents

Field period: August 10, 2021, during 11:45 - 21:00.  
Sample size: 1000 respondents

What do you dream about for yourself? (Open question)

How do you see your future? What accomplishments/achievements/events do you think will happen or should happen in your life by 2040? (Open question)

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 Gradus displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age and size of region.

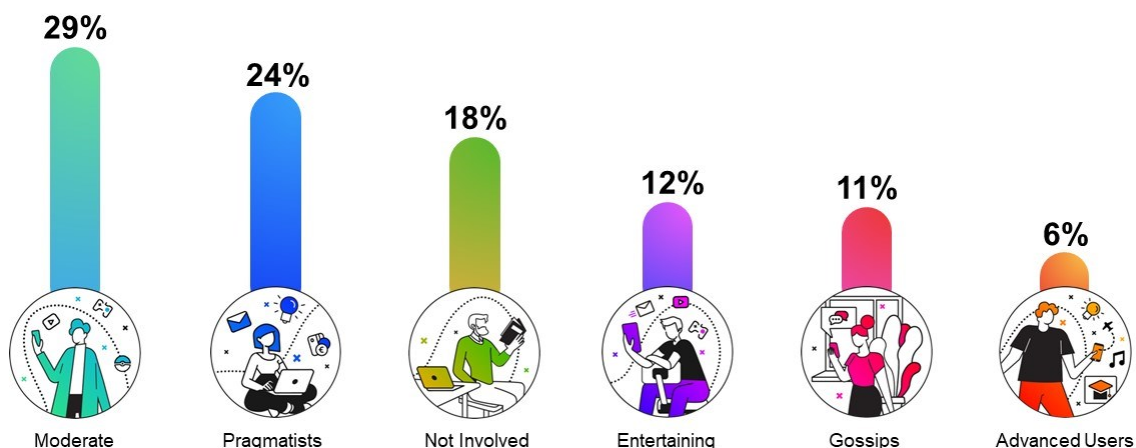
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**Reality online.** It is extremely interesting today to mention the research on the distribution of the main segments of the Ukrainian audience on the Internet. Probably, the most rapid changes are taking place in this area. To begin with, let's remember what the situation used to be as of February 2021 - and even at the level of our own feelings, it will become clear how much everything has changed. A couple of striking examples. So, then there were only 6% of so-called "advanced users" - mostly men (67%) aged 18-24 (18%) at that time. There were 24% of "pragmatists" - mostly women (72%) aged 25-44 (71%)/ They used the Internet primarily as a way to make money. Only these two examples make it clear how much the world and we ourselves have changed since then.

More than a third of respondents (33%) preferred online shopping, i.e., more than eighty percent of consumers are already in the e-commers space. The driver of online consumption is young people aged 18 to 34 years. No one will forbid them to live life to the fullest and value every

minute - everything is bought online: transport tickets (42%), tickets

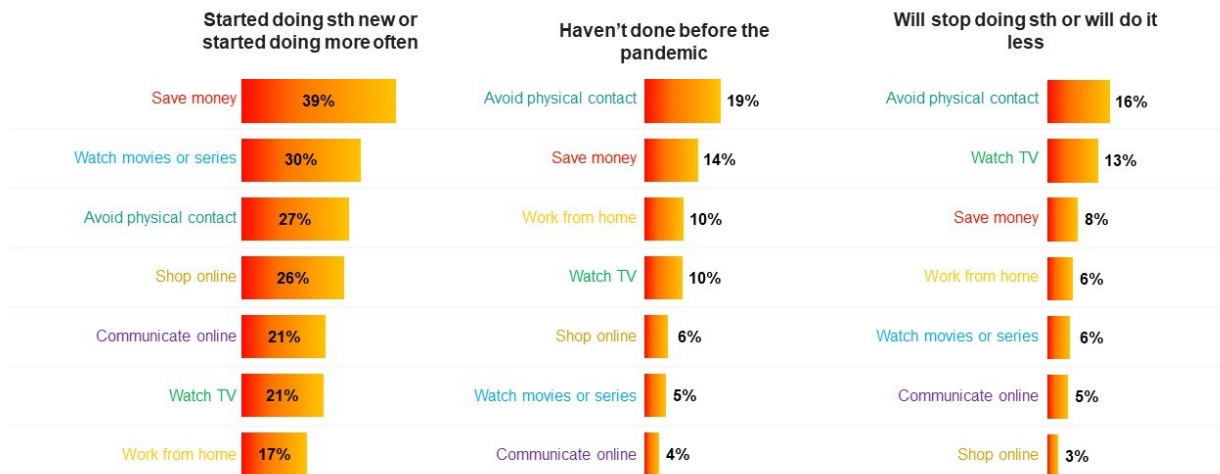
## Segments of Ukrainians on the Internet



for cultural and entertainment events (26%), subscriptions to paid video and music content services (24%), educational services (15%), etc.

**Covid that changed everything.** Sad to admit, but more and more often it seems that the covid used to and will always be with us. Just one pandemic will replace another, which will have a slightly different impact and geography of distribution – at least, 11% believe so. Yes or no, but 31% of us believe that the situation will not change dramatically in the next two or even three years. The concept of ‘lockdown’ is no longer associated with panic and ‘the end of the world’, we have learned to live in such conditions and instantly focus on the colors of the zones into which Ukraine and the world are divided. Every day we observe statistics of patients and those who have already been cured. We hope that the system of additional doses of vaccines and, in the near future, a booster will become widespread.

## TOP 10 THINGS THAT HAVE CHANGED DUE TO THE PANDEMIC



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.

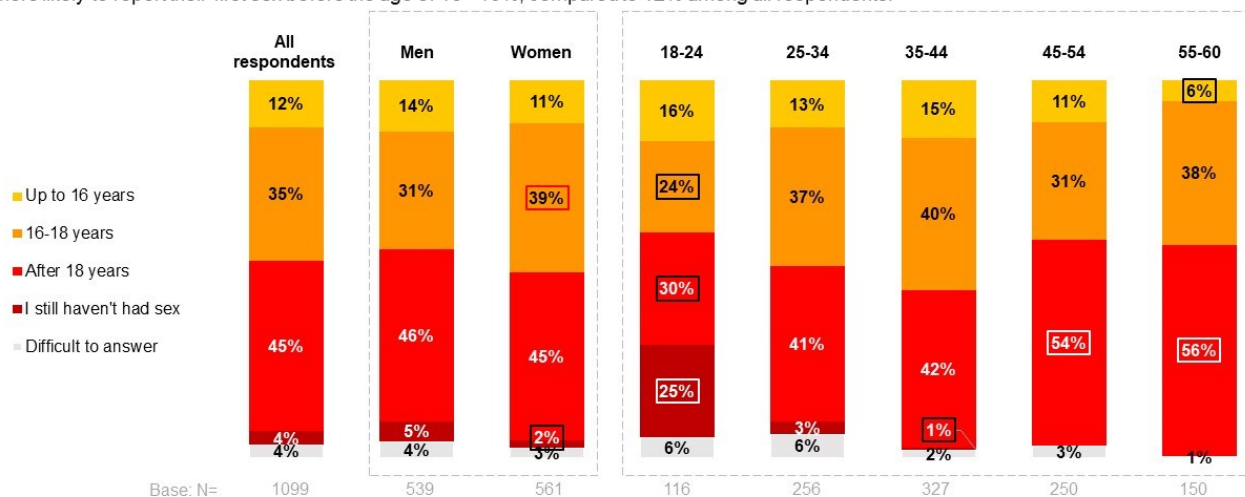
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**Make love, you bown-haired...** Gradus's research on sexual behavior and attitudes has shown that sex is an important part of our lives. We are gentle and often virgin. The figures for the first sexual experience nullify all fears of the conservative part of society about total openness and seemingly pernicious tolerance, which supposedly provokes and carries us all into the abyss of sin and moral impoverishment. Maybe everything works in reverse - we have 45% of respondents who have lost their virginity after the legal 18 years. Moreover, in the age group of 18-24 years 25% are virgins.

Another figure to the delight of all conservatives: 80% say that marriage requires unconditional fidelity, but when getting older, respondents are more likely to say that betrayal does not necessarily lead to a breakup. Still a marriage is seen as a tool for regulating sexual relations. The ability to talk about sex with a partner is related to sexual life satisfaction: among the sexually satisfied we see a much higher percentage of those who are free to talk about sex and sexual fantasies with their partner - 70%, compared to 50% among sexually dissatisfied.

## FIRST SEXUAL EXPERIENCE

The majority of respondents (45%) had their first sexual experience after 18 years. This percentage is significantly higher among the age groups 45-54 and 55-60. At the same time, a quarter of the 18-24 age group still had no sexual experience. Residents of Kyiv are much more likely to report their first sex before the age of 16 - 19%, compared to 12% among all respondents.



Base: all respondents, N= 1099  
At what age did you have your first sex?

Statistically significant differences **above / below** for the group, compared with the indicator as a whole. Women are compared to men

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**To read or not to read? ‘To read’,** Ukrainians say, ‘to read in spite of everything’. Gradus Research had conducted a survey on the typology of readers among the urban population in December 2021, up until Ukrainians received the well-known ‘thousand’ in exchange for vaccination. Everyone says one thing - it seems that people do not read at all, but, forgive me, then who creates the queues at the Book Arsenal? According to the results, only a third of the urban population of Ukraine actively reads books. However, about 60% of the adult population turn to books for fun and in a free mode. The participants of the book survey were divided into four main segments. Segmentation of respondents showed two large groups: readers (59%) and non-readers (41%). The group of readers includes three subgroups. Hedonists (19%) are those who cannot imagine their lives without literature. Fanlovers (25%) are those who have fun with books and improve their mood. Obligated (15%) are those who have to read through study or work, but do not enjoy it. The group of non-readers is also divided into three subgroups. Those who want to read (16%) - declare that they love to read, buy a lot of paper books, but do not have time to read them. Indifferent to reading



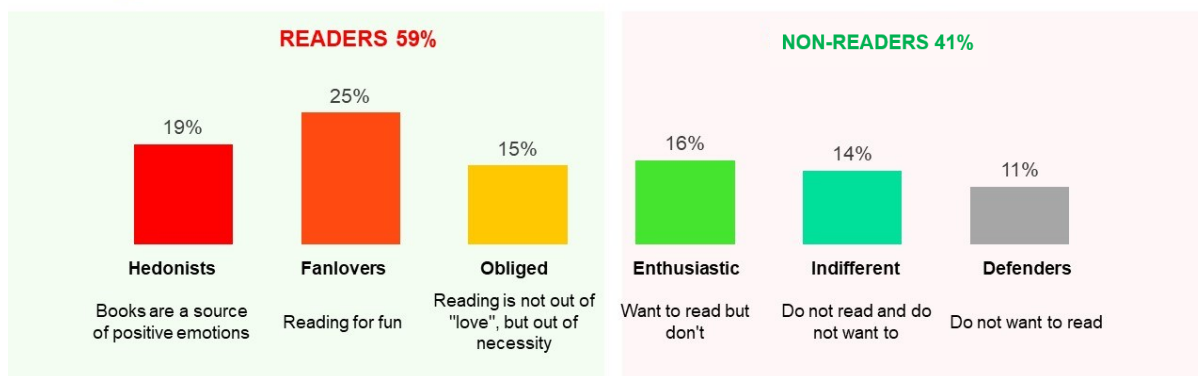
(14%) - those who recognize the value of books, but have no interest in them or need.

And only 11% admitted that they are completely indifferent to books as such - do not read or buy. That is, not all, but only eleven percent consider reading books a waste of time - and this is a pleasant surprise. We hope that there will be as many such surprises as possible next year.



## Attitude of Ukrainians toward reading Segmentation

Gradus



Base: all respondents, N = 2039  
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: October 29 - 31, 2021. Sample size: 2039 respondents

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**More figures and research results from Gradus Research at:**  
<https://gradus.app/uk/>

### *About the company:*

*Gradus Research. Sociology in your smartphone is a research company that specializes in opinion polls using a special mobile application. Surveys are conducted in accordance with sociological standards among verified respondents of the Gradus panel. Gradus Research is the first and only smartphone panel in Ukraine for marketing and sociological research*



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