



# **GRADUS OF UKRAINIAN SOCIETY**

## **Digest of open research for November**

*Kyiv, 2021*

# OPEN RESEARCH BY GRADUS



*November 2021*



**Top events in November:**  
a thousand for vaccination



**Vaccination against COVID-19:**  
more than half of approval



**Intimate life of society:**  
sex before marriage is acceptable



**Retirement income:**  
about half rely on the state



**Reading books:**  
read more for fun



**Level of subjective stress:**  
in November, Ukrainians were worried  
about financial issues

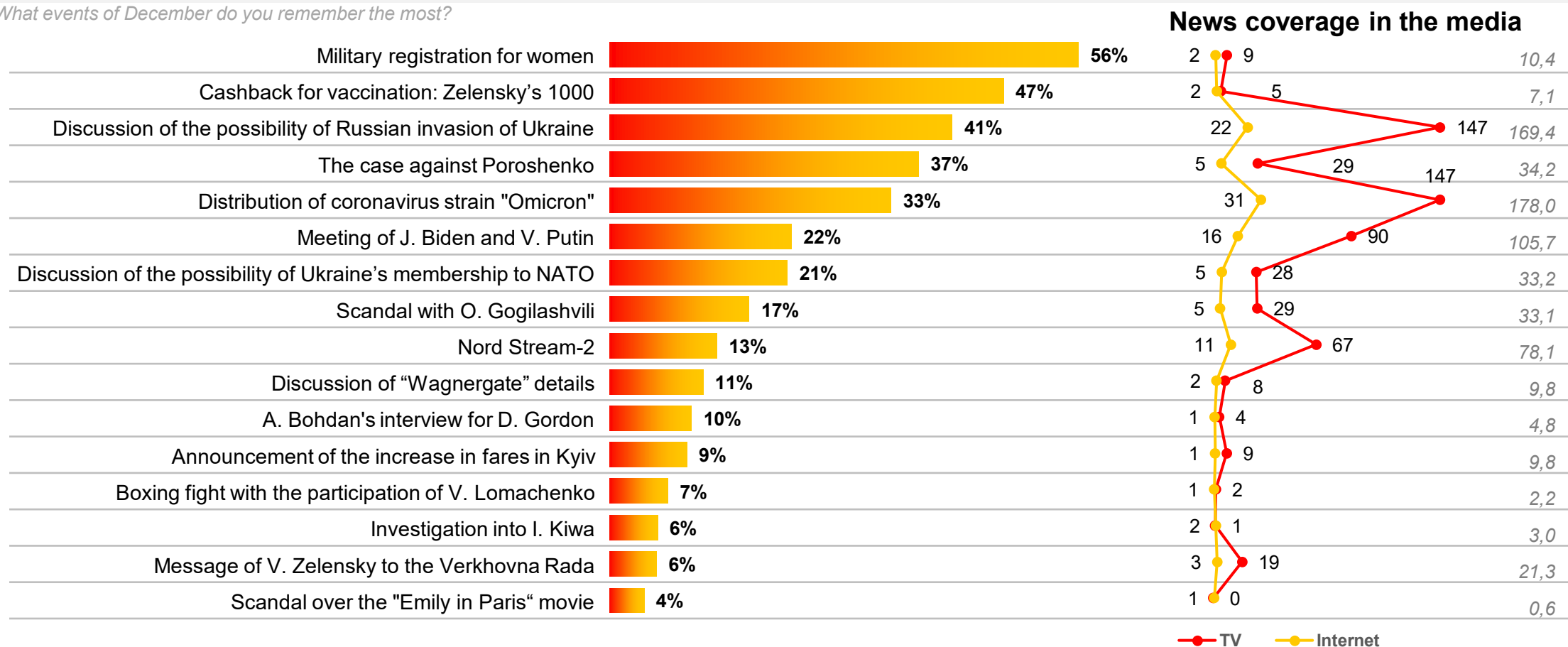


**The main event of  
November is 'a  
thousand' for vaccination**

# THE MAIN EVENTS OF DECEMBER

Among the list of the main events of November, the respondents remembered the most a thousand UAH promised by V. Zelensky for vaccination (48%), and the new strain of COVID-19 "Omicron" (46%). Events related to the migration crisis in Belarus and the possibility of Russian invasion were selected by respondents somewhat less frequently. Although they had the highest coverage on TV and the Internet.

What events of December do you remember the most?

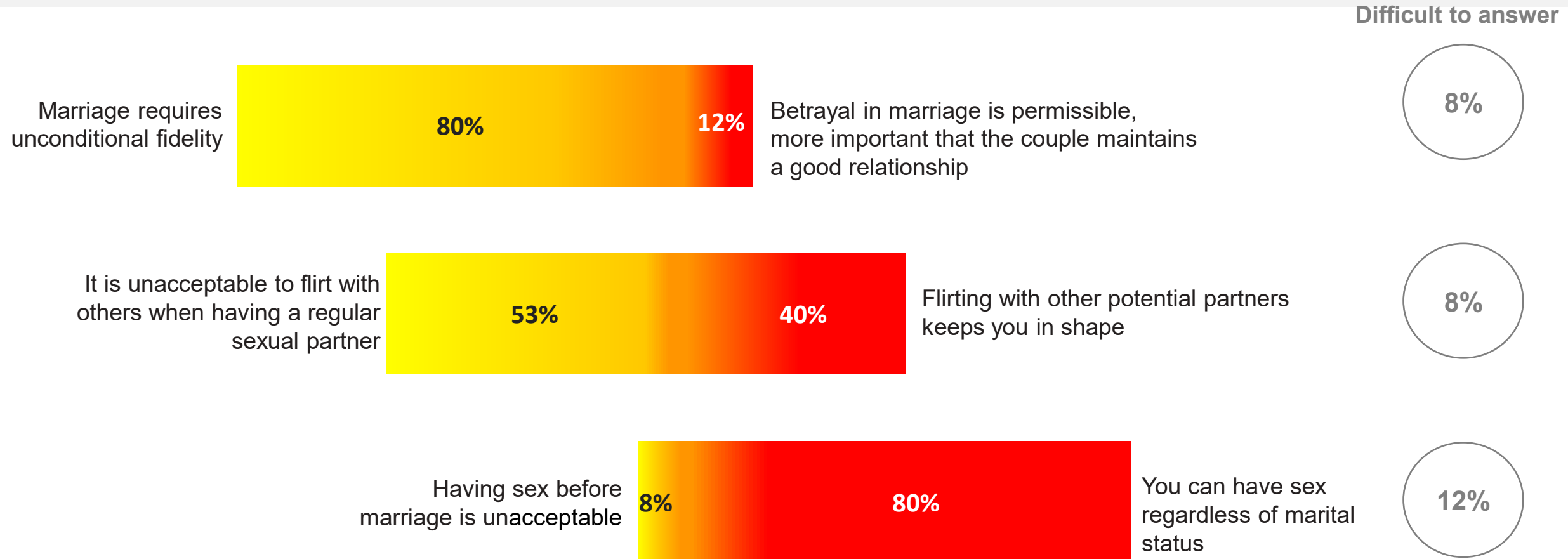




**Intimate life of  
society:** sex outside of  
marriage and fidelity

# SEX, MARRIAGE AND FIDELITY

Sex before marriage is acceptable: the vast majority of respondents (80%) believe that sex is acceptable regardless of marital status. Marriage is perceived as a tool for regulating sexual relations: 80% declare that marriage requires unconditional fidelity. But for 40% of respondents flirting with others in the presence of a permanent sexual partner is perceived positively.



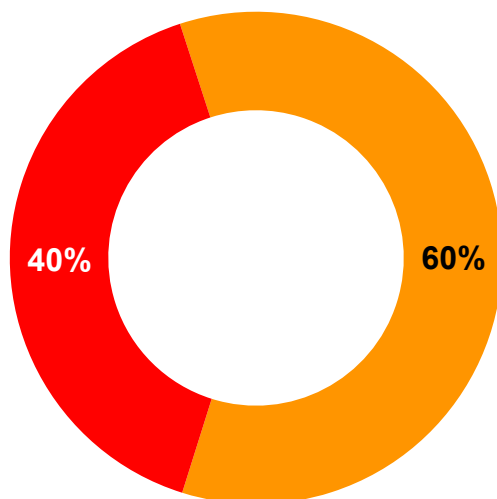


## **Books:** who reads what and why?

# BOOK READERS FOR THE LAST 3 MONTHS

More than half (60%) of the audience at least once in the last 3 months devoted time to reading.  
Respondents most often read printed (72%) or electronic books (61%).

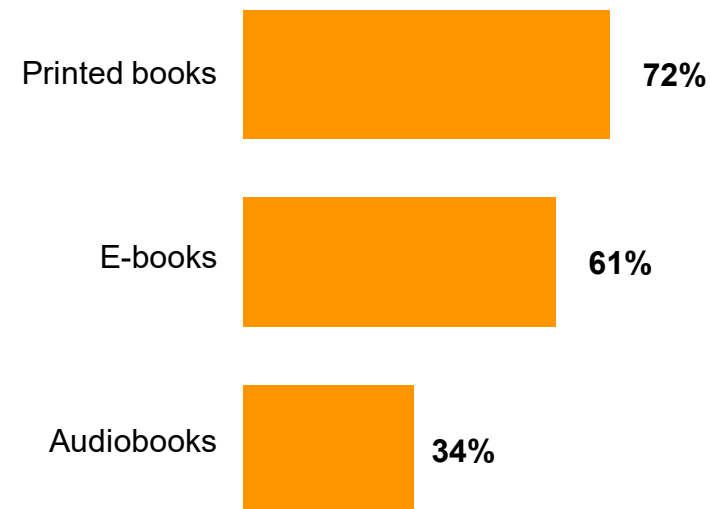
Reading / listening to books for  
the last 3 months



■ Yes, read / listened  
■ No, did not read / did not listen

Base: all respondents, N=2039

The format of books they read



Base: respondents who have read / listened to  
books in the last 3 months, N=1220

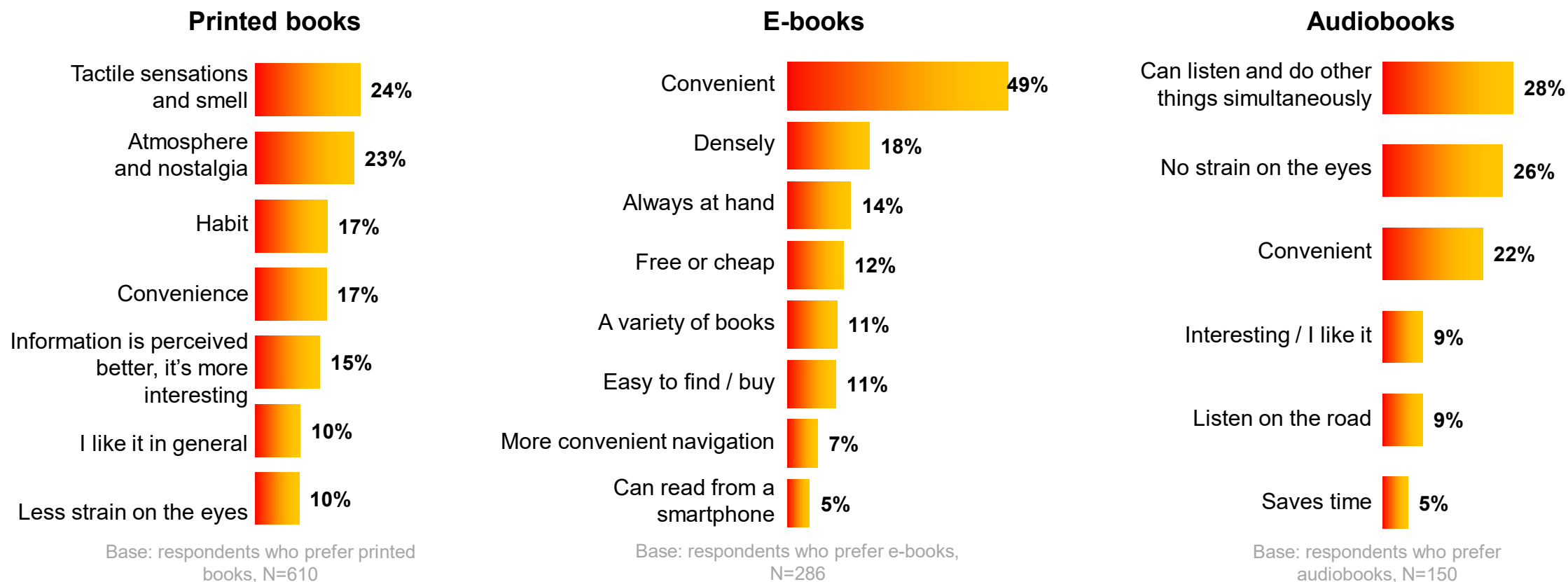
Which of the following have you done at least once in the last 3 months?  
What format of books do you read?

The survey was conducted by the research company Gradus Research by the method of self-completion of the questionnaire in the mobile application. The Gradus online panel displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the settlement, and region. Field period: October 29 - 31, 2021. Sample size: 2039 respondents



# REASONS FOR PREFERENCE FOR THE FORMAT

Printed books compared to other formats are preferred due to tactile sensations, smell (24%), as well as atmosphere and nostalgia (23%). Convenience is the main reason for preferring e-books for 49% of readers, while the advantage of audiobooks is the ability to listen and do other things simultaneously (28%), no strain on the eyes (26%) and convenience (22%).

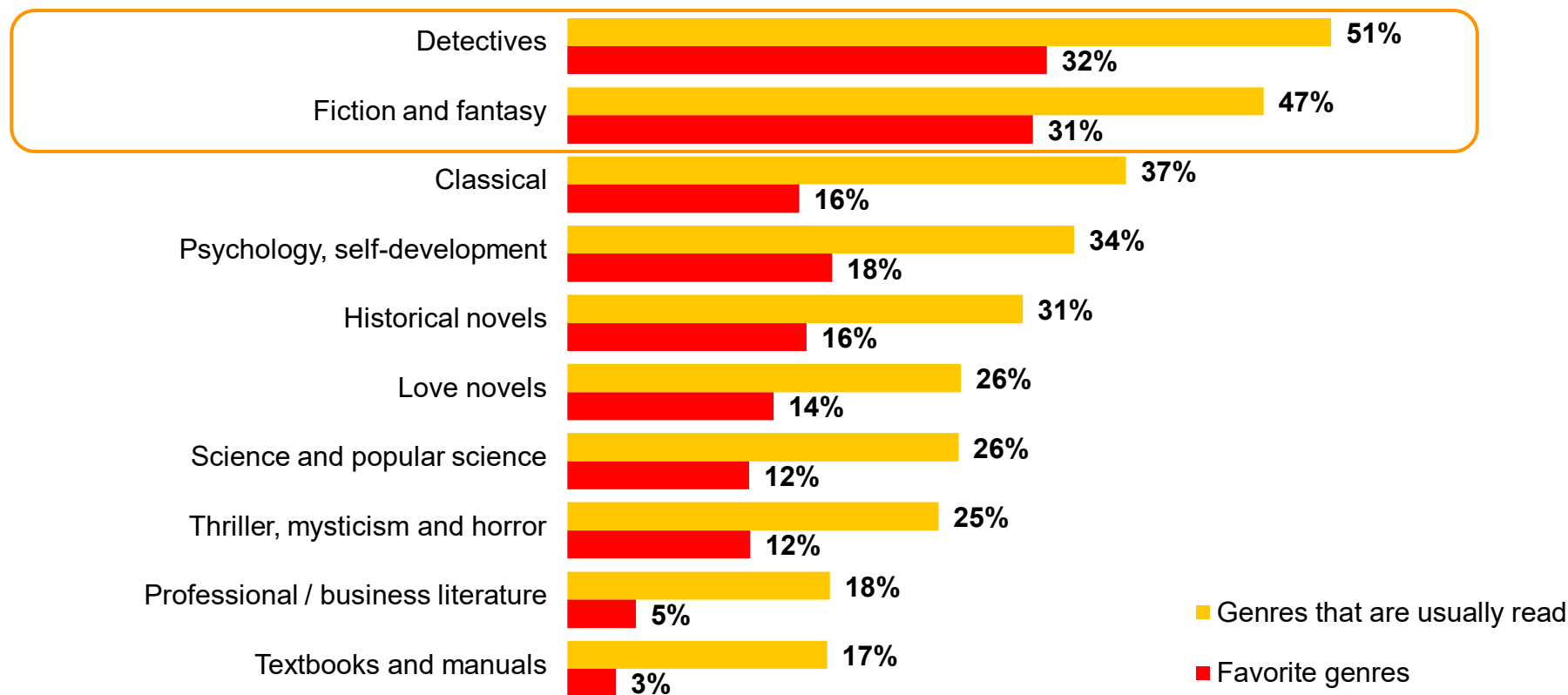


The slide shows the alternatives that were mentioned more than 5%  
Why do you prefer the following format? (open question)

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# TOP-10 GENRES OF BOOKS

Detectives along with science fiction and fantasy are the most popular book genres to read: about half of the readers read them (51% and 47%). These genres are also the most favorite for a third of respondents - 32% and 31%.



Sorted by genres that are usually read

Base: respondents who read / listened to books in the last 3 months, N = 1220

What genres of literature do you usually read / listen to? | And which of these genres are your favorites?

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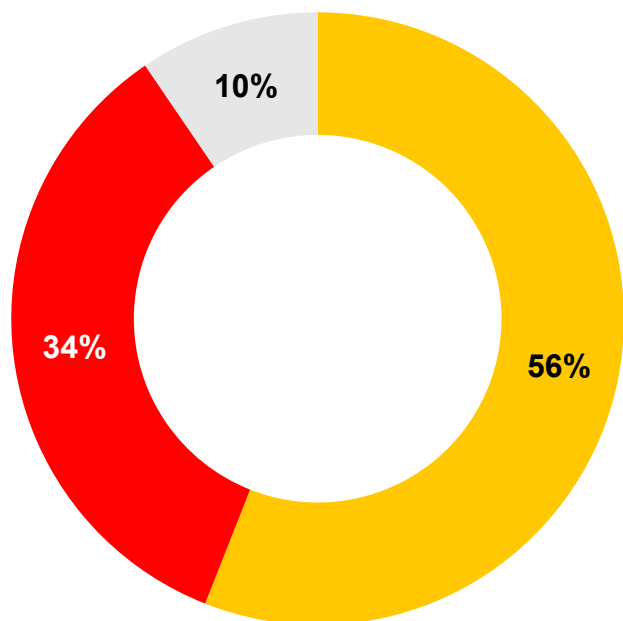


**Vaccination against  
COVID-19:**  
more than half of  
approval

# COVID-19 VACCINATION APPROVAL

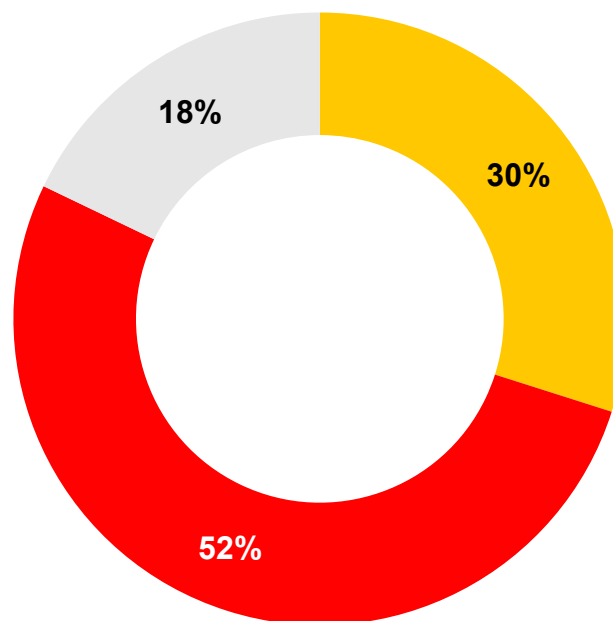
More than half (56%) of citizens generally support vaccination and have a negative attitude towards the fact that government officials are not vaccinated (59%). At the same time, 52% have a negative attitude towards child vaccination.

**General attitude towards vaccination**



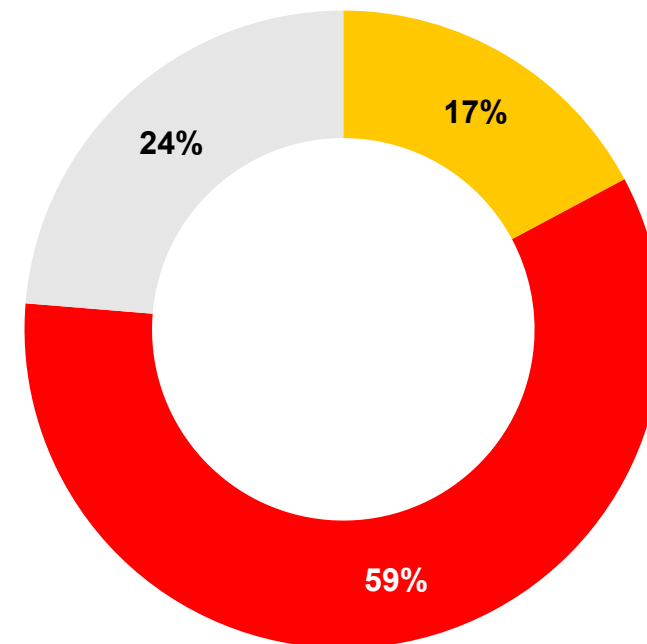
Approve

**Attitude towards vaccination of children**



Do not approve

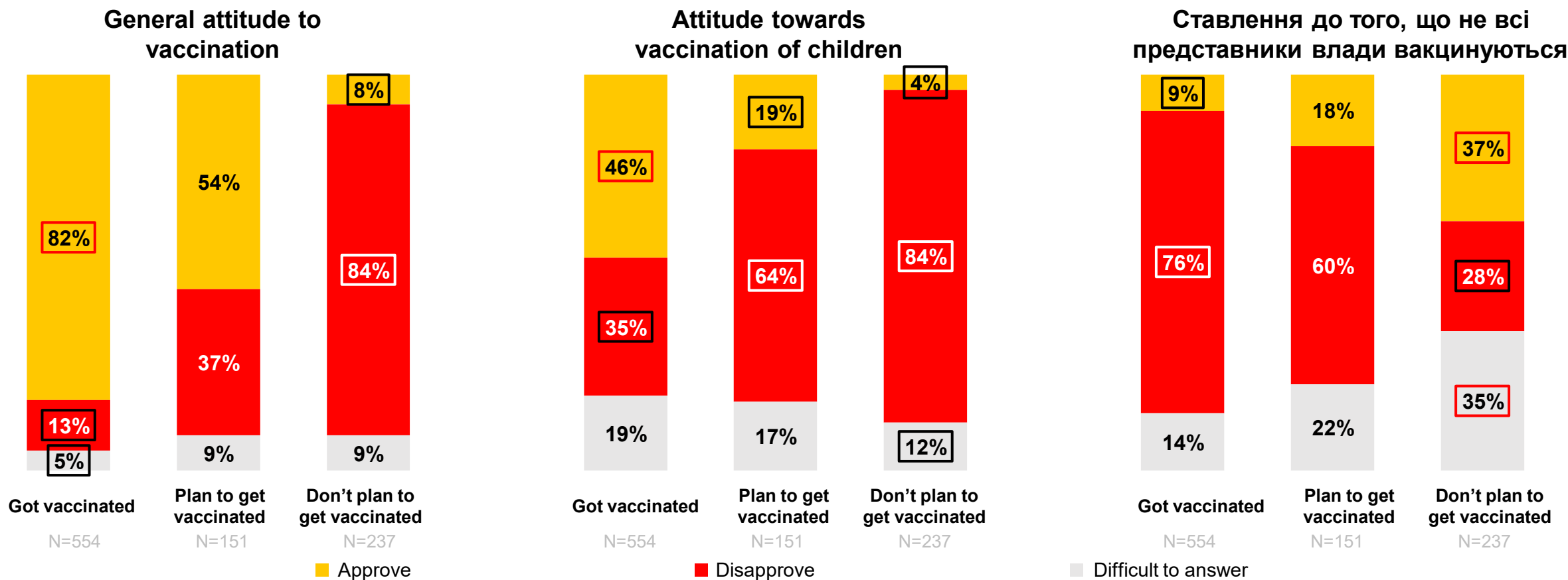
**Attitude towards the fact that not all government officials are vaccinated**



Difficult to answer

# COVID-19 VACCINATION APPROVAL

The majority of those vaccinated against COVID-19 generally approve vaccination (82%) while among those who plan to be vaccinated, more than a third of respondents (37%) disapprove vaccination.



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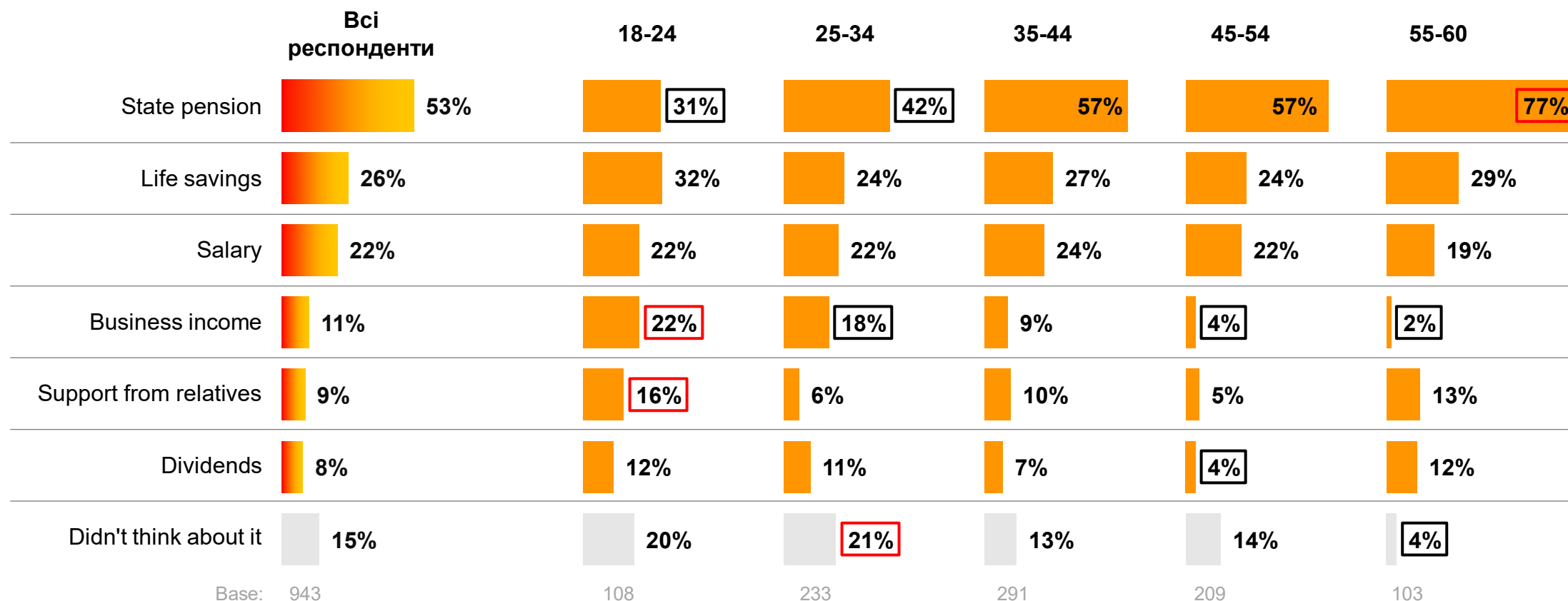
Statistically significant differences **above** / **below** for the group compared with the indicator as a whole.




**Sources of pension  
income: about half rely  
on the state**

# PLANNED SOURCES OF RETIREMENT INCOME

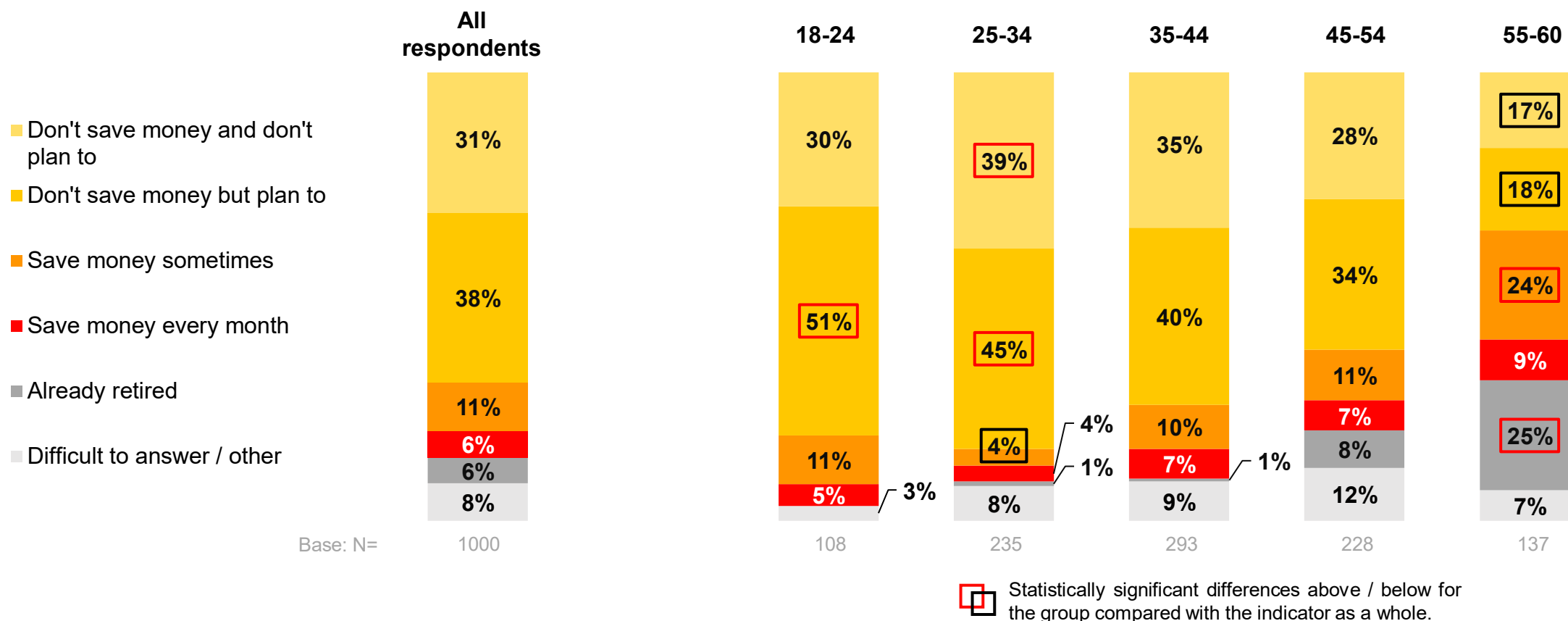
About half of the citizens plan to live on the state pension (53%). At the same time, the older group of 55-60 years relies significantly more on the state (77%), and the youth 18-24 years rely more on business income (22% vs. 11% of all respondents) and the support from relatives (16% vs. 9%) among all respondents).



 Statistically significant differences above / below for the group compared with the indicator as a whole.

# SAVING MONEY FOR RETIREMENT

17% of citizens save money for retirement. Among the older age group of 55-60, the share of those who save money is much higher - 33%, which composes about half of those who have not yet retired.







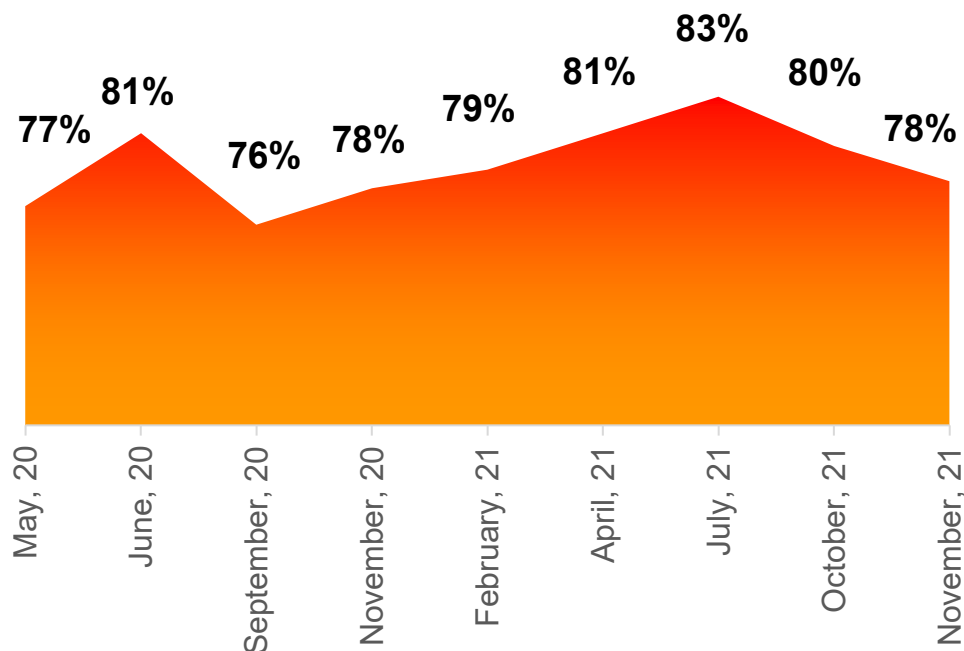
**Subjective stress  
levels:** financial issues  
are the source of stress  
in November



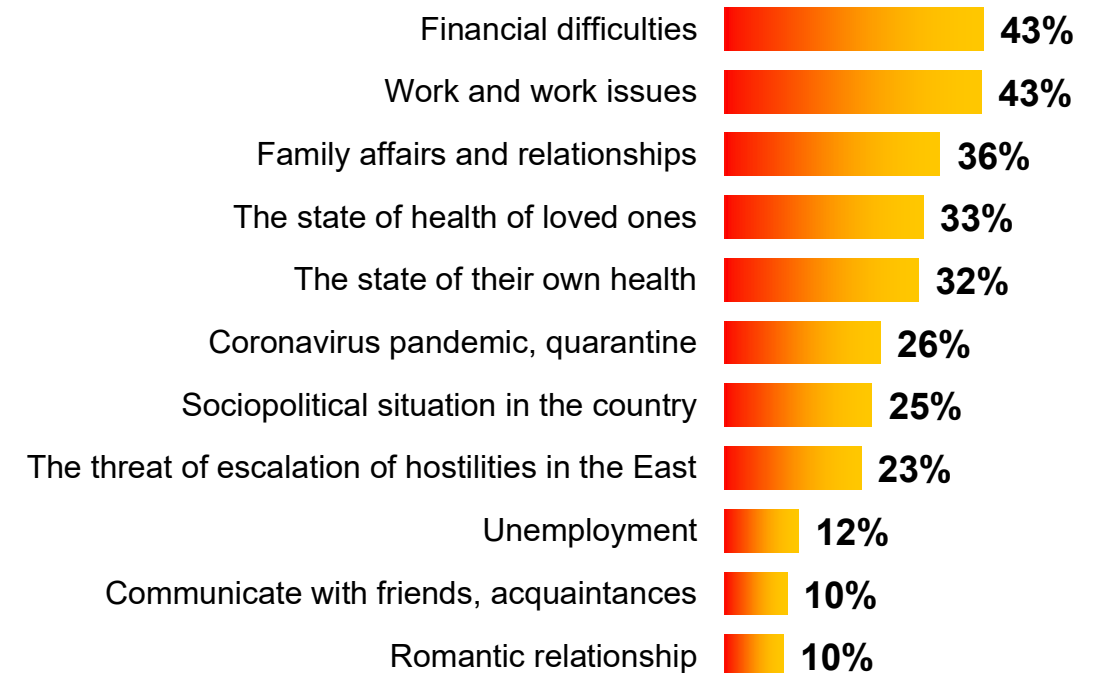
# LEVEL OF SUBJECTIVE STRESS

In November, more than a quarter of respondents cited financial difficulties, work issues, family affairs and relationships, health (own and one of loved ones), and the coronavirus pandemic as reasons for their nervousness.

Overall level of subjective stress



Causes of nervousness or stress





- ✓ **Gradus Research** – marketing and sociological surveys via the mobile application.
- ✓ **The mobile application Gradus** is installed by panel members – respondents, who have agreed to take part in surveys and receive motivational bonuses for it to their mobile account.
- ✓ **Speed and accuracy of results** are two benefits of Gradus' research.

**National survey results in 24 hours are now reality!**

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°Gradus Research  
Company

