

What the media talked about and what the audience remembered in October 2021

Not all information received by ordinary citizens from the media becomes a resonant topic.

The results of comparing media coverage by topic and their resonance among the urban population of Ukraine demonstrate that.

Top topics by media coverage were selected in October as part of the analysis by Corestone Group. This list of topics formed the basis of a survey conducted using the Gradus platform among residents of cities with a population of more than 50,000 aged 18-60.

High resonance in society with low media coverage

Mandatory vaccination has become a topic of attention coupled with personal fears and discussions. Instead, this narrative is considered close to toxic by the media and government officials. Society's fatigue from the coronavirus as a whole and from the necessity of vaccination of a certain part of the population is so high that any statement in this regard leads to lower ratings (political or media). So, it was quite still in the media on the topic of mandatory vaccination despite the high demand from the audience.

Low resonance in society with high media coverage: the topics of Nord Stream-2 and the death of MP A. Polyakov, received a fairly wide coverage, both in television and Internet news. However, among the general public, these topics were mentioned by 23% and 19% of respondents respectively, which indicates a low relevance.

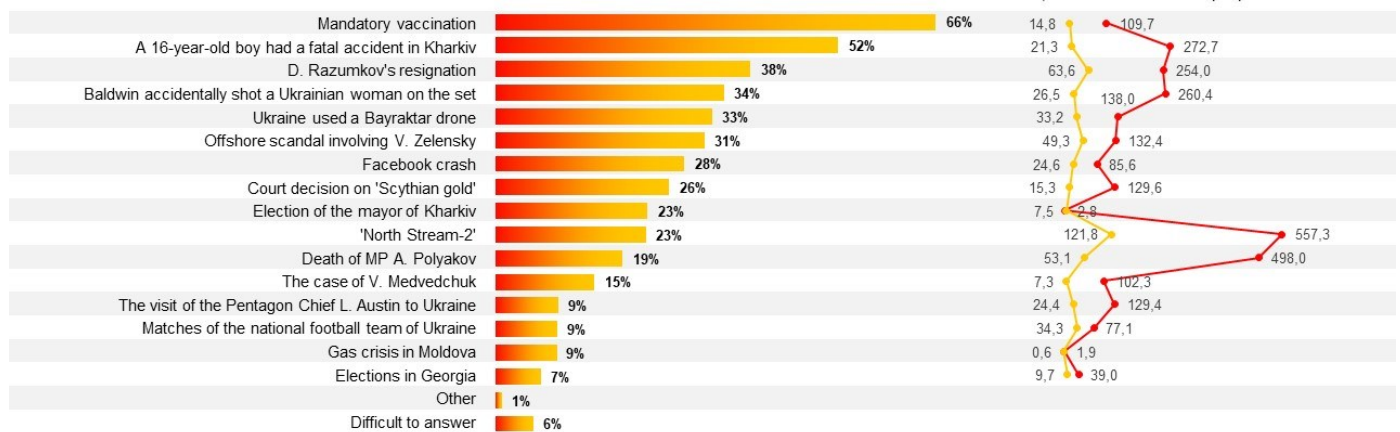
The visit of the Pentagon Chief L. Austin to Ukraine and the case of V. Medvedchuk can also be mentioned among the topics that received quite high coverage but did not arouse interest among the people.

The resignation of the Parliamentary Speaker D. Razumkov, and a number of criminal topics (an accident in Kharkiv committed by a teenager, an accident on the set involving Baldwin) were expected to have a high resonance in society and great media coverage.

The elections in Georgia, the gas crisis in Moldova and the matches of the Ukrainian national football team became the lowest in terms of public response and media coverage among the top topics in October.

The main events of October :
what media tell vs what the audience remembers.

What events of October this year do you remember the most?



Gradus. 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 gender, age, and size of region. Field period: November 3, 2021, at 5:20 pm - 11:10 pm. Sample size: 1000 respondents.

Corestone. The analysis covers news programs of Ukrainian TV channels and news of the Ukrainian segment of Internet media. Coverage for TV is based on data from the AC Nielsen Ukraine people panel (audience consists of the whole country aged 18+). Corestone's Internet reach is based on open audience contact with each publication.

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 study involved 1,000 adult citizens of Ukraine who filled out a questionnaire in the Gradus 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: November 3. Sample size: 1000 respondents.

About the companies:

Gradus Research 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.



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Corestone Group is an analytical group that specializes in the media and advertising field: from the analysis of actual information and advertising campaigns to the development of placement and buying strategies.

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