



# **SOCIO-POLITICAL MOODS DURING THE FULL-SCALE INVASION OF THE RUSSIAN FEDERATION'S TROOPS ON THE TERRITORY OF UKRAINE**

Analytical report

March 2022



**Collecting information method:** self-filling of questionnaires with the mobile application.



**Target group of the study:** male and female, aged 18 to 60, living in cities of Ukraine with a population of 50 thousand and more.



**Amount of successful interviews:** 2144



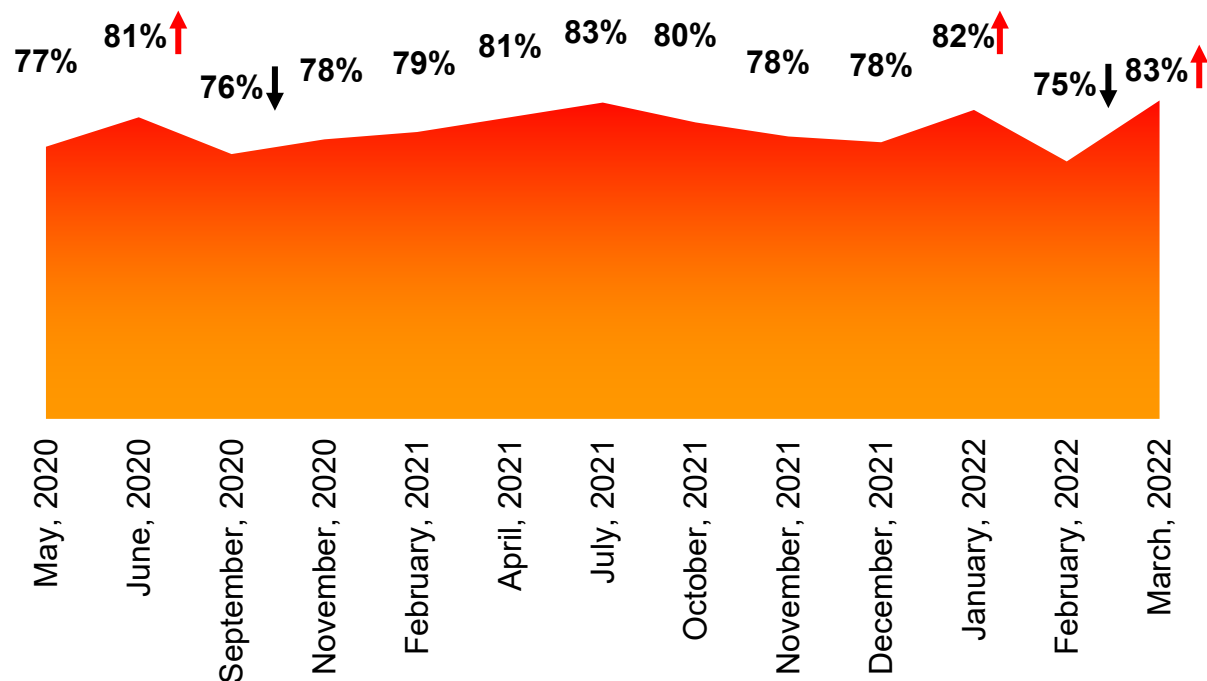
**Poll period:** February 28<sup>th</sup> 2022, 19:45 – March 1<sup>st</sup> 2022, 14:45.



# **LEVEL OF STRESS AND ITS CAUSES**

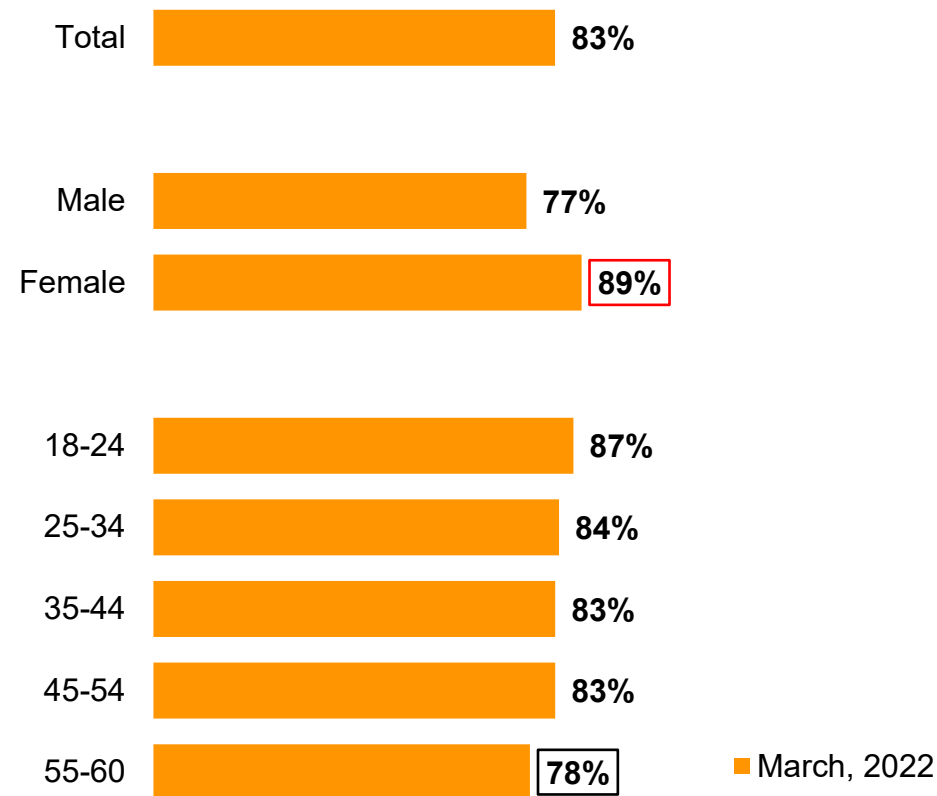
# GENERAL LEVEL OF SUBJECTIVE STRESS

## Dynamic of general level of subjective stress



↑ ↓ Statistically significant differences **higher** / **lower**, compared to the previous period

## General level of subjective stress according to sex and age

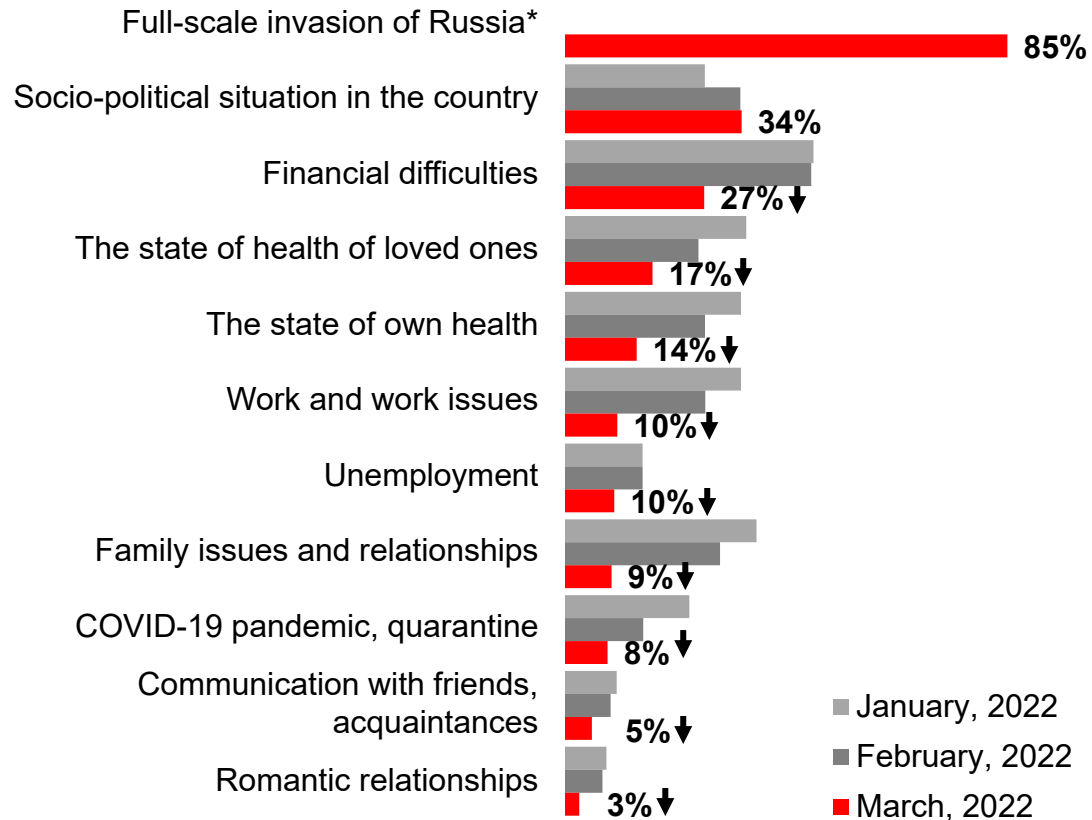


□ □ Statistically significant differences **higher** / **lower** for the group, compared to the sample as a whole; female compared to male.

# CAUSES OF NERVOUSNESS AND STRESS

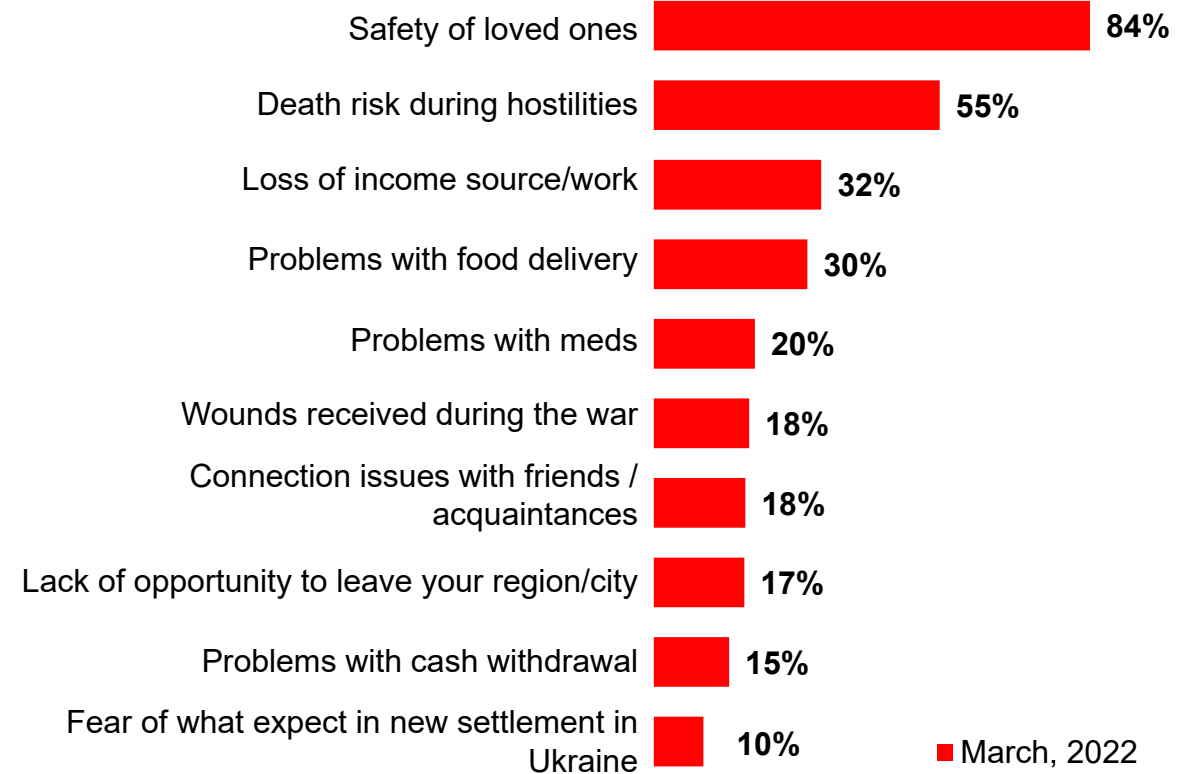
## General reasons of nervousness or stress

Base: respondents who have experienced stress or nervousness in the last few weeks, N = 1730



## TOP-10 aspects of full-scale invasion of Russia, that caused nervousness or stress

Base: respondents who has been nervous about the full-scale war with Russia, N = 1478



↓ ↑ Statistically significant differences **higher** / **lower**, compared to the previous period

\*Alternative has been added in last wave

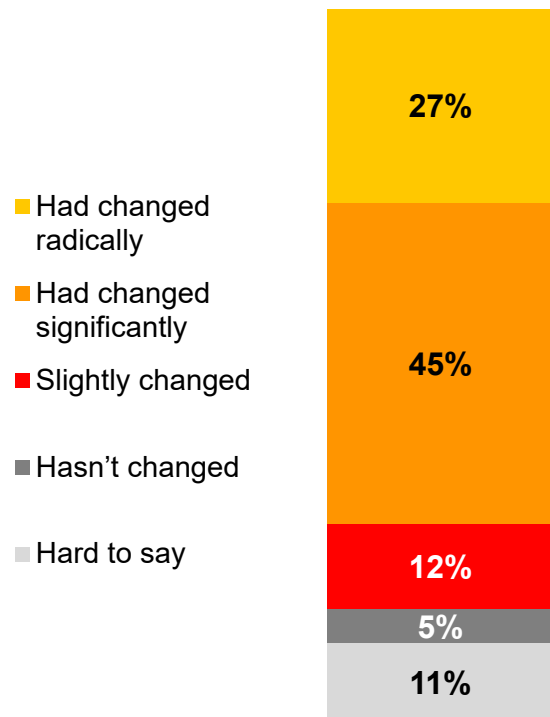
The survey has been conducted by the research company Gradus Research with the method of self-filling of the questionnaire in the mobile application. Online panel Gradus displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the city and region. Field period: February 28, 2022 (19:45) - March 1, 2022 (14:45). Sample size: 2144 respondents



# **UKRAINIANS ACTIONS DURING THE WAR**

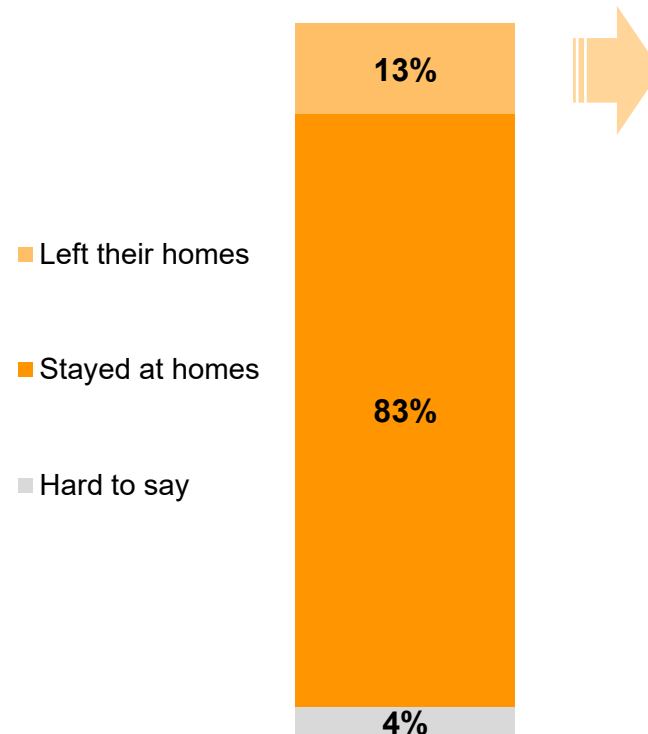
# INFLUENCE OF WAR RUSSIA WITH UKRAINE ON UKRAINIANS\* LIVES

## Life change due to war

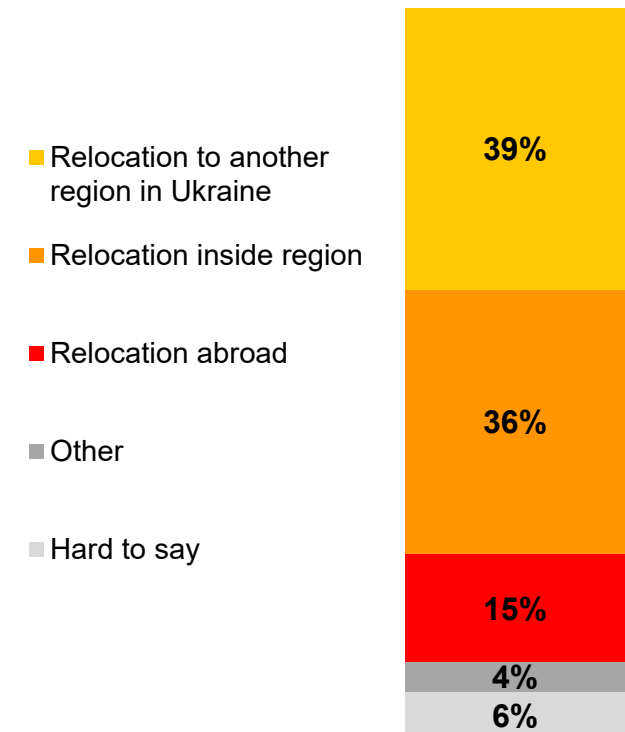


**72% life has changed (radically + significantly)**

## Location change due to war



## Relocation, moving



Base: all respondents, N = 2144

Base: respondents whose lives have changed significantly or radically due to Russia's war against Ukraine, N = 1551

Base: respondents who relocate, N = 197

\*Ukrainians - residents of cities with population 50 thousand and more, aged 18-60 years, who use smartphones

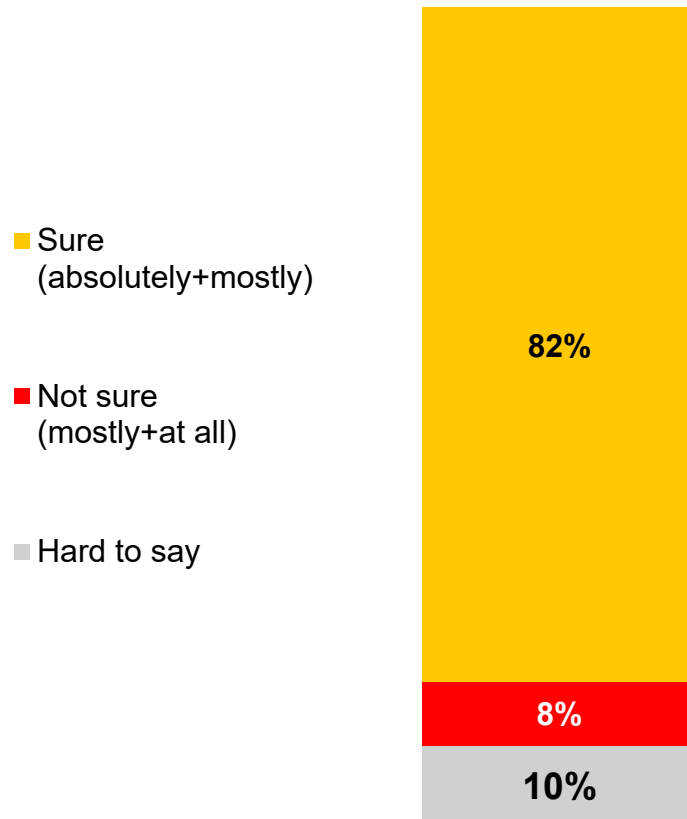
The survey has been conducted by the research company Gradus Research with the method of self-filling of the questionnaire in the mobile application. Online panel Gradus displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the city and region. Field period: February 28, 2022 (19:45) - March 1, 2022 (14:45). Sample size: 2144 respondents

**PERCEPTION OF THE  
SITUATION OF  
A FULL-SCALE WAR  
WITH RUSSIA**

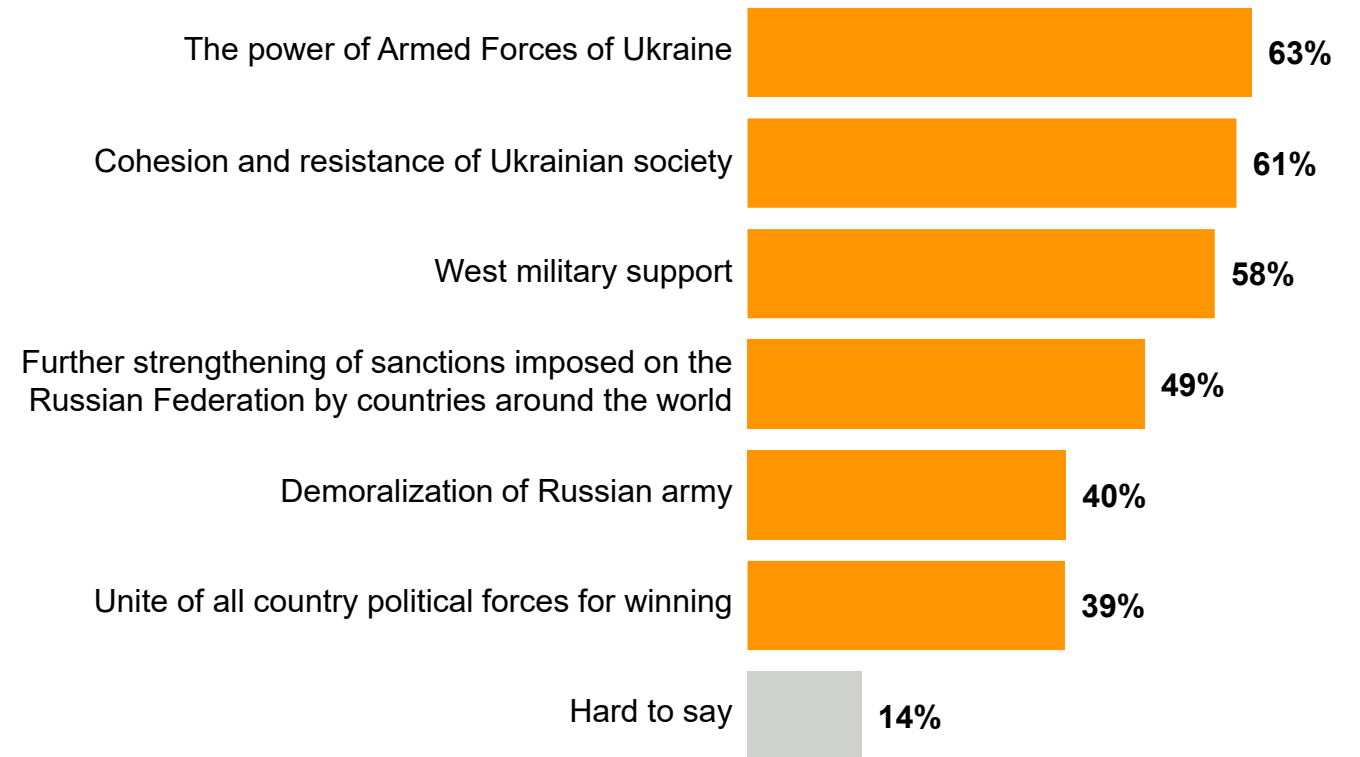


# VICTORY OF UKRAINE

## Confidence in Ukraine's ability to repel Russia's invasion:

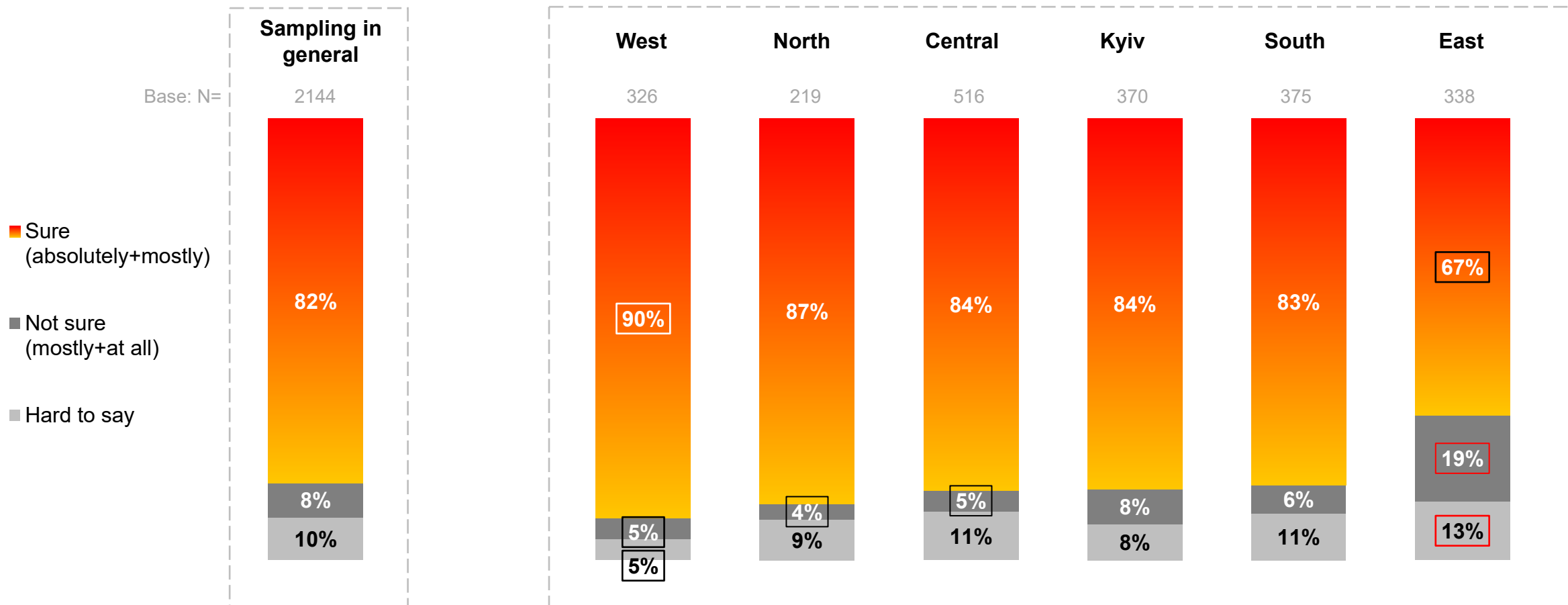


## Guarantees of Ukraine's victory:



# CONFIDENCE IN UKRAINE'S ABILITY TO REPEL RUSSIA'S INVASION

by region

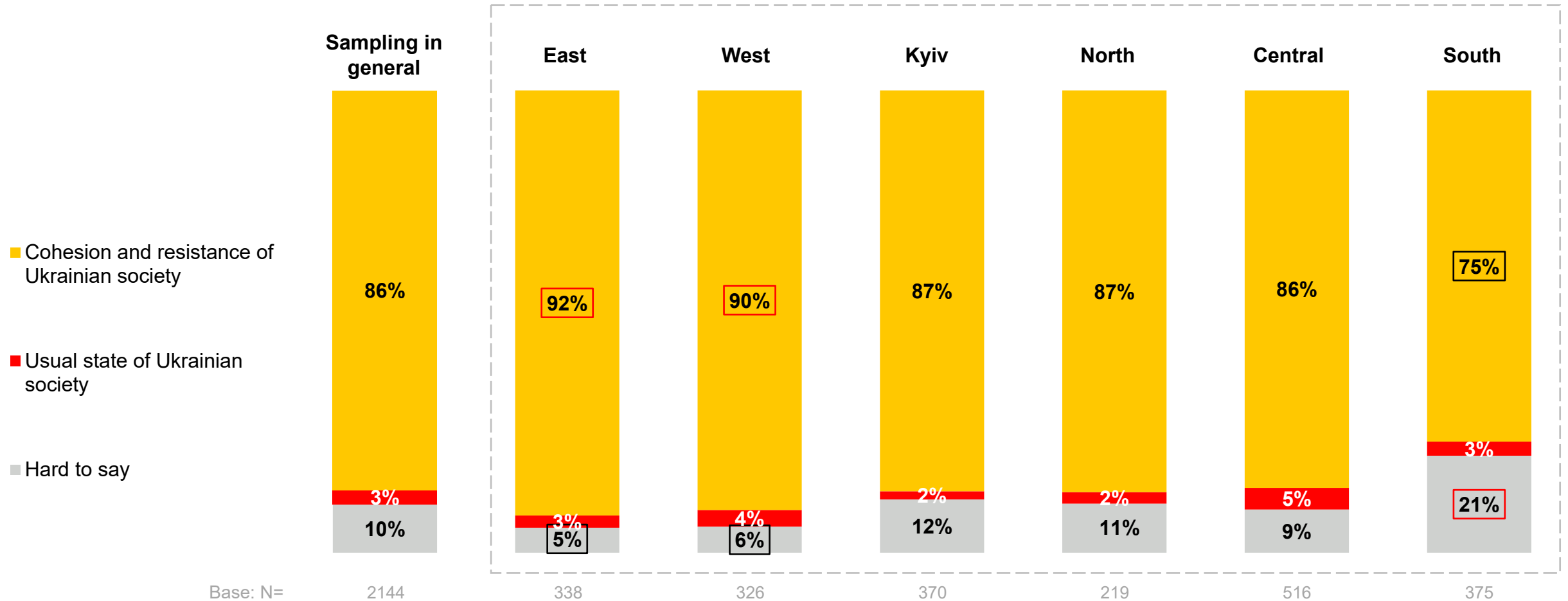


Statistically significant differences **higher** / **lower** for the group, compared to indicator in total.

The survey has been conducted by the research company Gradus Research with the method of self-filling of the questionnaire in the mobile application. Online panel Gradus displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the city and region. Field period: February 28, 2022 (19:45) - March 1, 2022 (14:45). Sample size: 2144 respondents

# PERCEPTION OF UKRAINIAN COHESION

by region

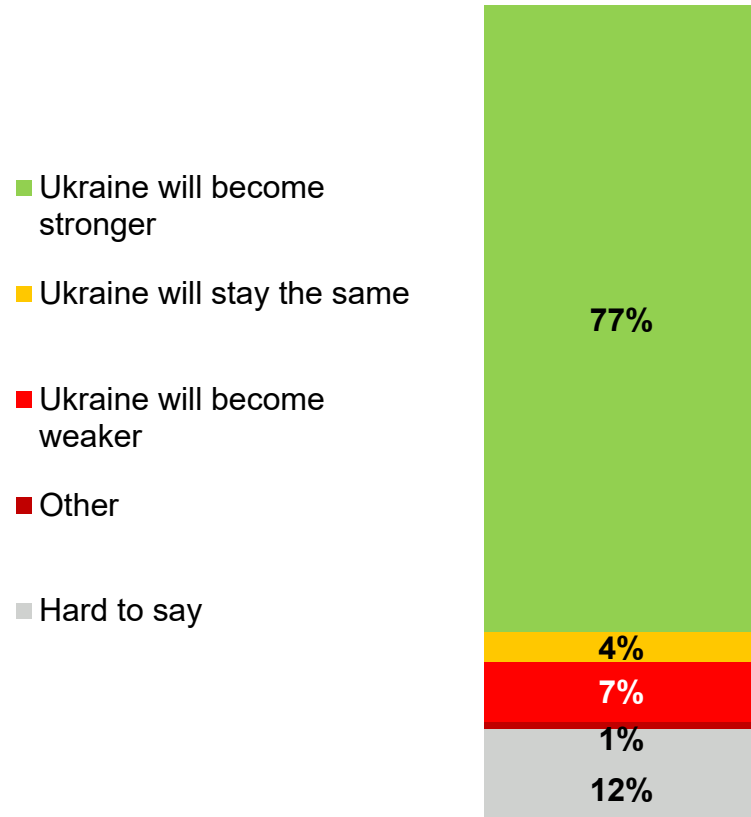


Statistically significant differences **higher** / **lower** for the group, compared to indicator in total.

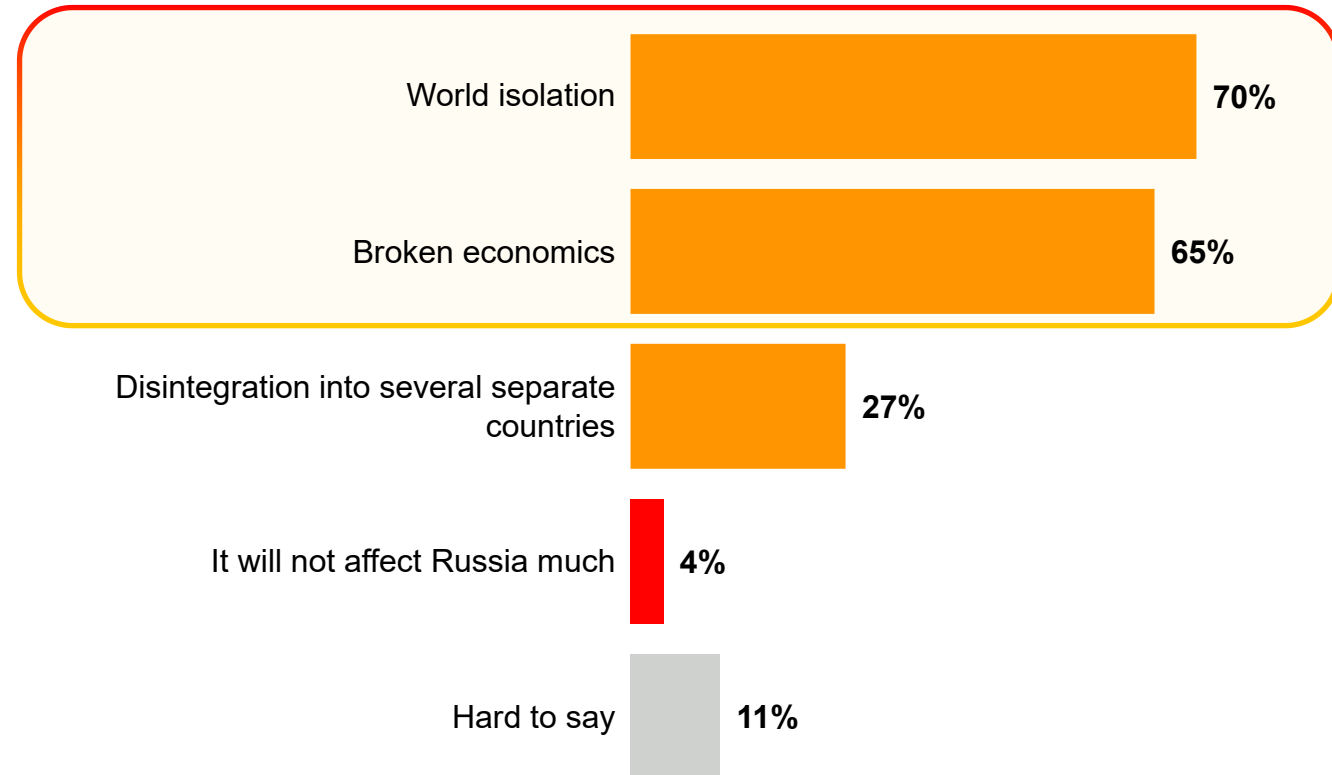
The survey has been conducted by the research company Gradus Research with the method of self-filling of the questionnaire in the mobile application. Online panel Gradus displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the city and region. Field period: February 28, 2022 (19:45) - March 1, 2022 (14:45). Sample size: 2144 respondents

# CONSEQUENCES OF THE WAR

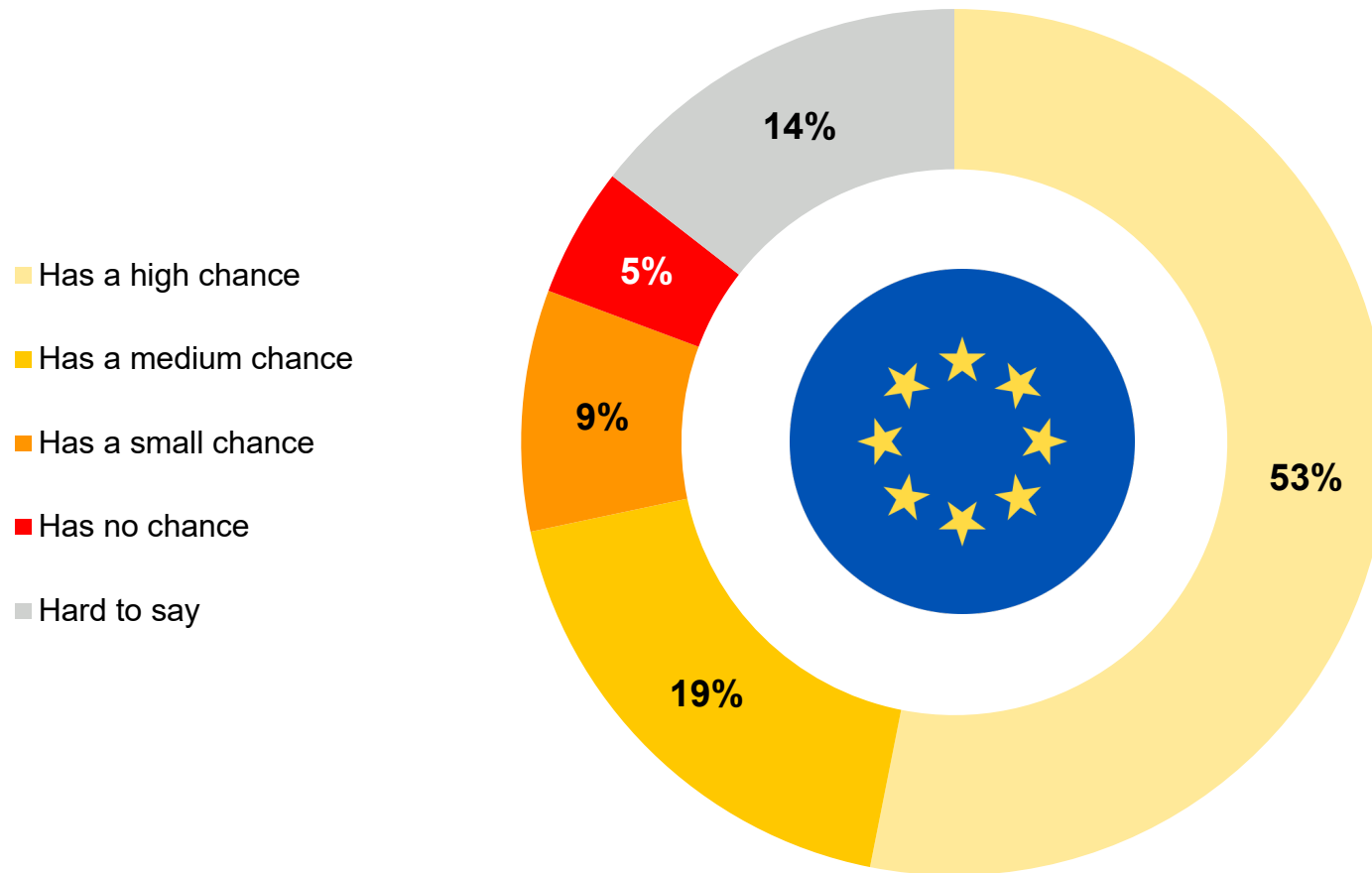
## For Ukraine:



## For Russia:

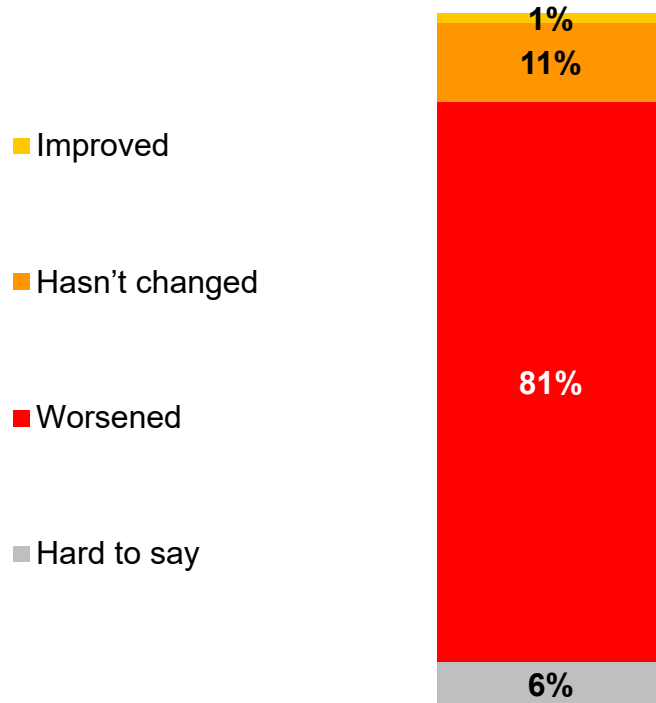


# CHANCES OF UKRAINE TO JOIN EUROPEAN UNION

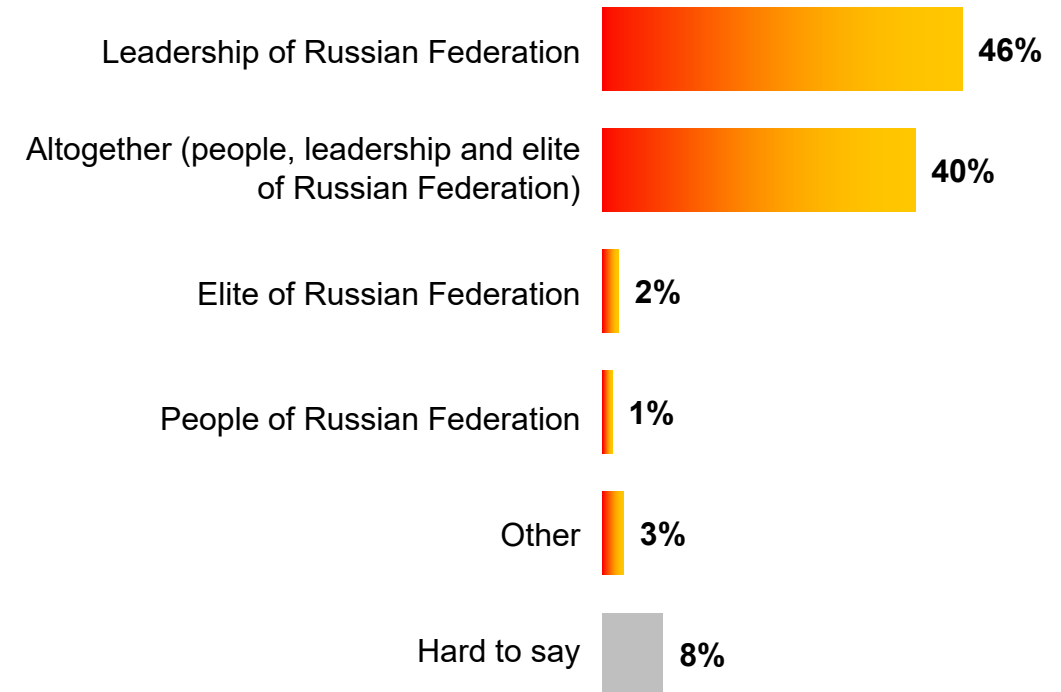


# CHANGE IN ATTITUDE TOWARDS RUSSIAN FEDERATION DURING LAST WEEK AND GUILTY OF WAR

## Change in attitude towards Russian Federation during last week



## Guilty of war Russian Federation against Ukraine



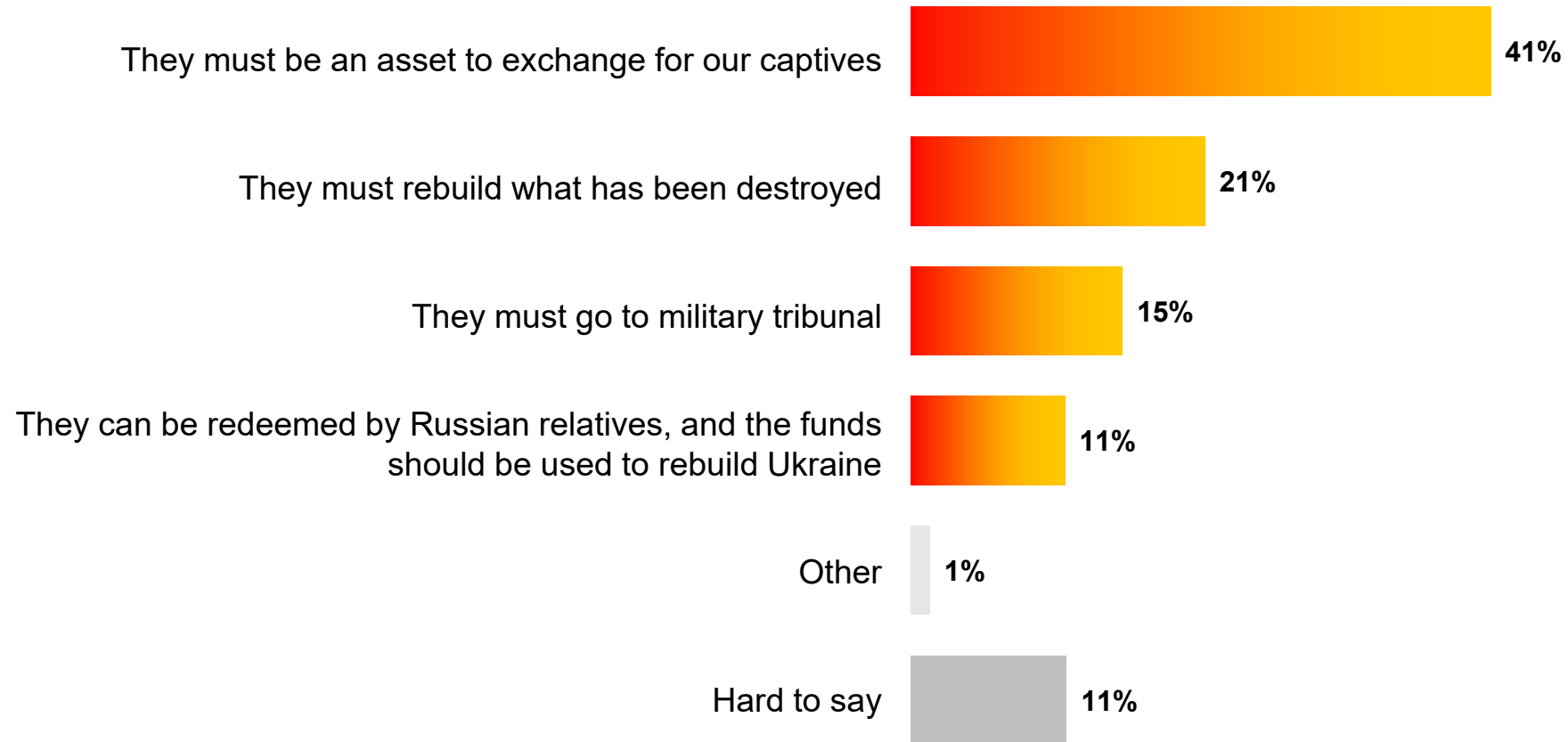
# NEGOTIATIONS

## The best outcome of negotiations



Base: respondents who know about the negotiations, N = 2040

# THE BEST SOLUTION FOR CAPTIVES





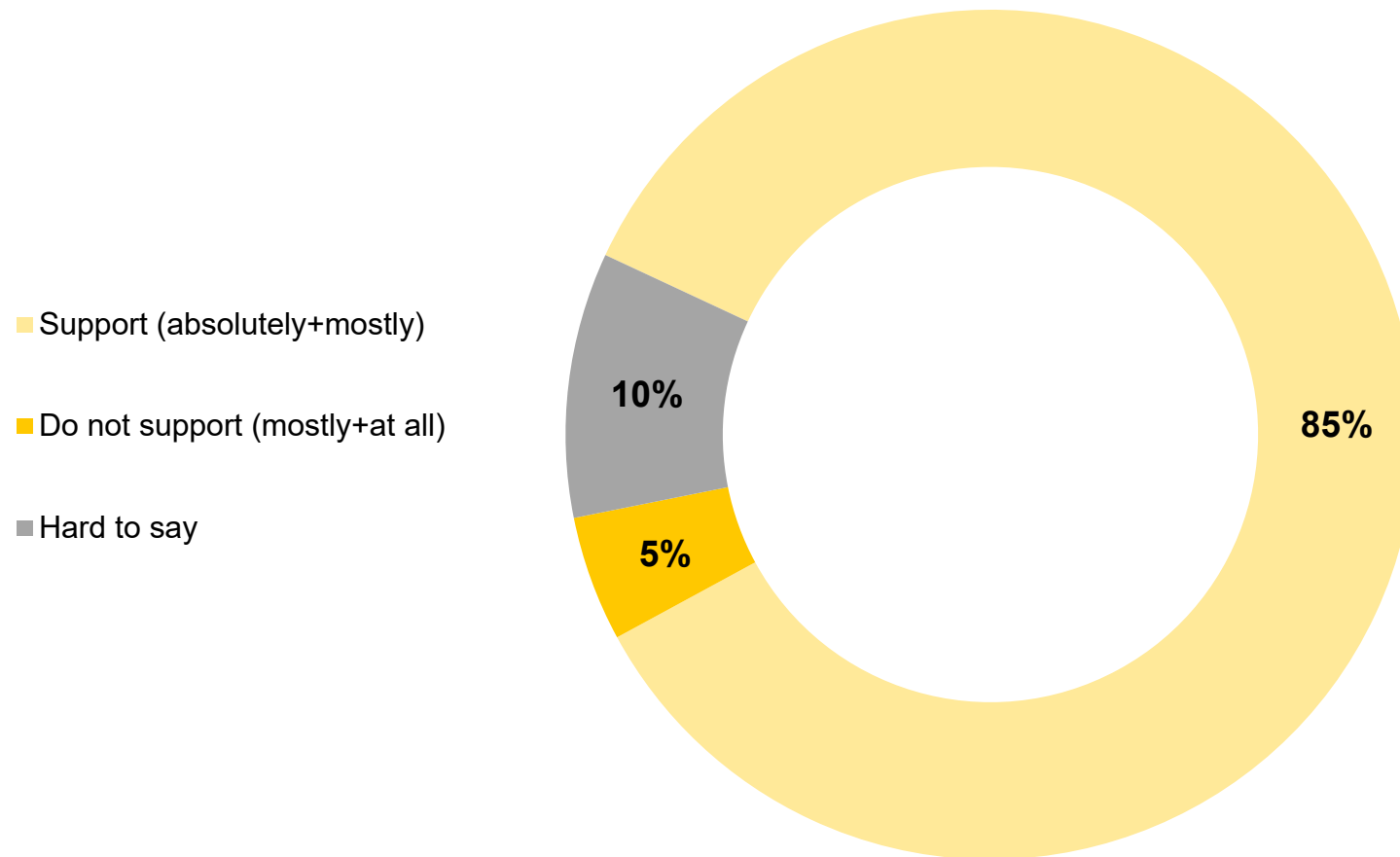


**TRUST IN INSTITUTIONS /  
STATESMEN AND  
ELECTORAL MOOD**

# TRUST IN INSTITUTIONS

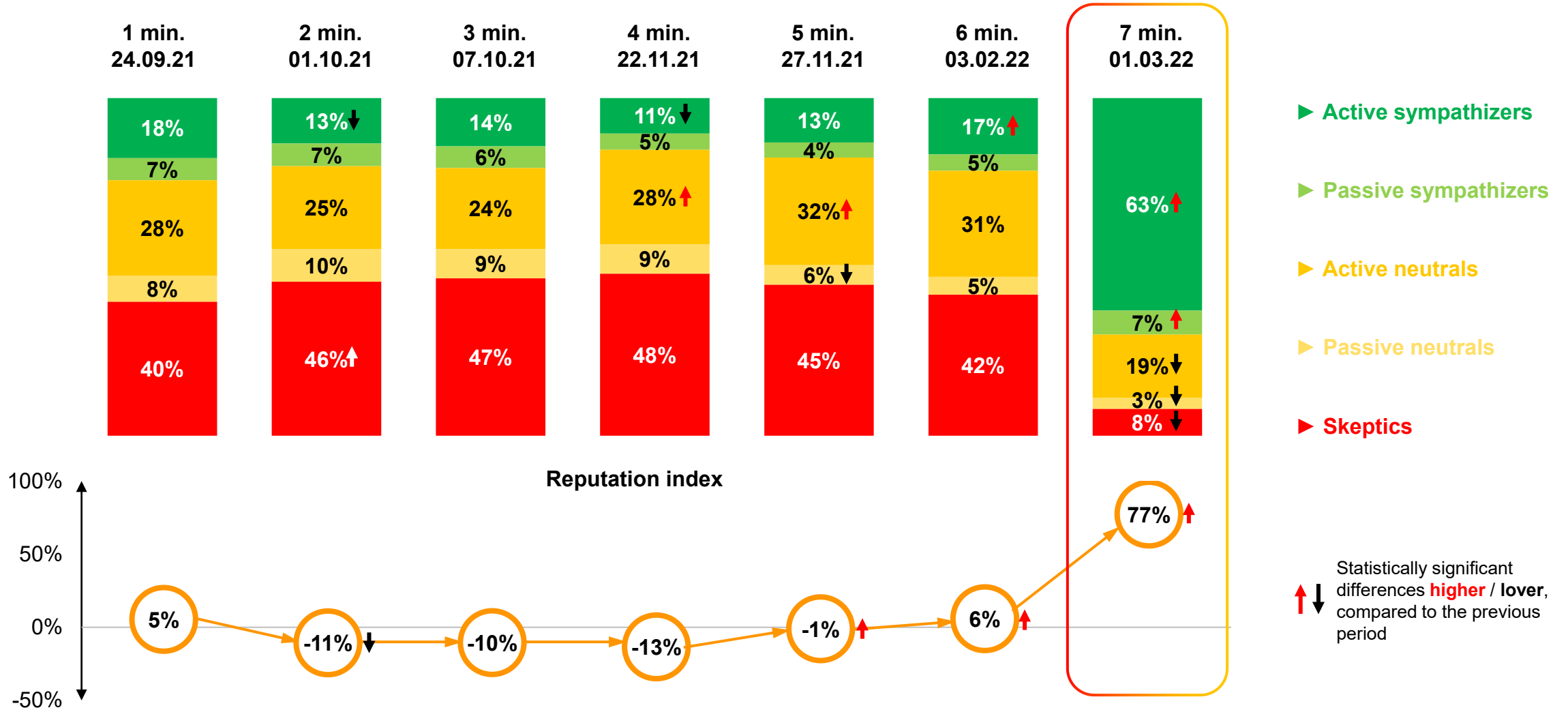


# SUPPORT OF THE ACTIONS OF THE PRESIDENT OF UKRAINE VOLODYMYR ZELENSKY





# REPUTATION INDEX OF VOLODYMYR ZELENSKY



- ▶ Active sympathizers
- ▶ Passive sympathizers
- ▶ Active neutrals
- ▶ Passive neutrals
- ▶ Skeptics

↑ ↓  
Statistically significant differences **higher** / **lower**, compared to the previous period

Base: those who know Volodymyr Zelensky, N = 814 (1 wave), N = 749 (2 wave), N = 801 (3 wave), N = 1328 (4 wave), N = 911 (5 wave), N = 881 (6 waves), N = 1890 (7 waves)  
 The survey has been conducted by the research company Gradus Research with the method of self-filling of the questionnaire in the mobile application. Online panel Gradus displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the city and region. Field period: February 28, 2022 (19:45) - March 1, 2022 (14:45). Sample size: 2144 respondents

# REPUTATION INDEX

## PRINCIPLE OF SEGMENT CONSTRUCTION AND INDEX CALCULATION



The Index based on the electorate segmentation by the level of trust and interest in obtaining information about the statesmen.

Only those who know the statesmen are included in the calculation of segments

		Level of trust						
		1 Do not trust at all	2	3	4	5	6	7 Completely trust
How often tracking activity	Regularly	<b>Sceptics</b>	<b>Active neutrals</b>			<b>Active sympathizers</b>		
	Often		<b>Active neutrals</b>			<b>Active sympathizers</b>		
	Sometimes		<b>Active neutrals</b>			<b>Active sympathizers</b>		
	Rarely		<b>Passive neutrals</b>			<b>Passive sympathizers</b>		
	Not tracking		<b>Passive neutrals</b>			<b>Passive sympathizers</b>		

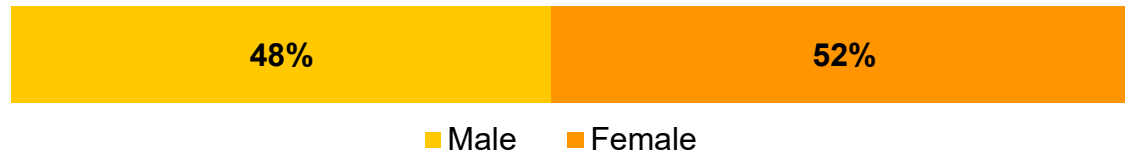
$$\text{Reputation Index (PI)} = (\text{Active sympathizers} + \text{Passive sympathizers} + \text{Active neutrals}) - (\text{Passive neutrals} + \text{Skeptics})$$



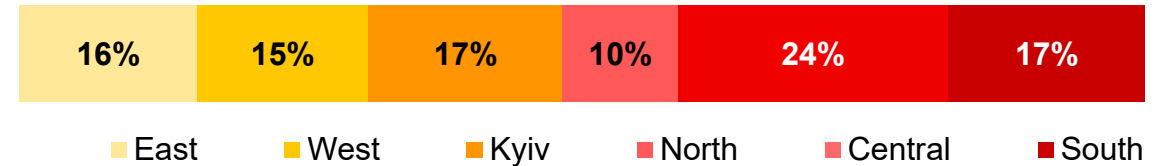
# **SAMPLE STRUCTURE**

# SAMPLE STRUCTURE

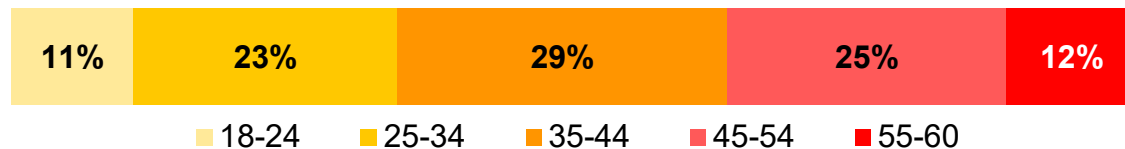
## Sex



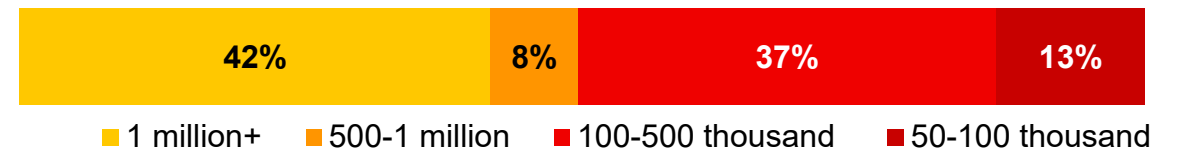
## Region



## Age



## Size of settlement



# Gradus

Research  
Company



CEO & Founder, Evgeniya Bliznyuk, [jb@gradus.app](mailto:jb@gradus.app), +380 68 455 32 23  
Sales & Development Director, Anna Ilyenko, [ai@gradus.app](mailto:ai@gradus.app), +380 67 691 62 82  
PR Head, Olga Vaganova, [v@gradus.app](mailto:v@gradus.app), +380 67 502 99 41