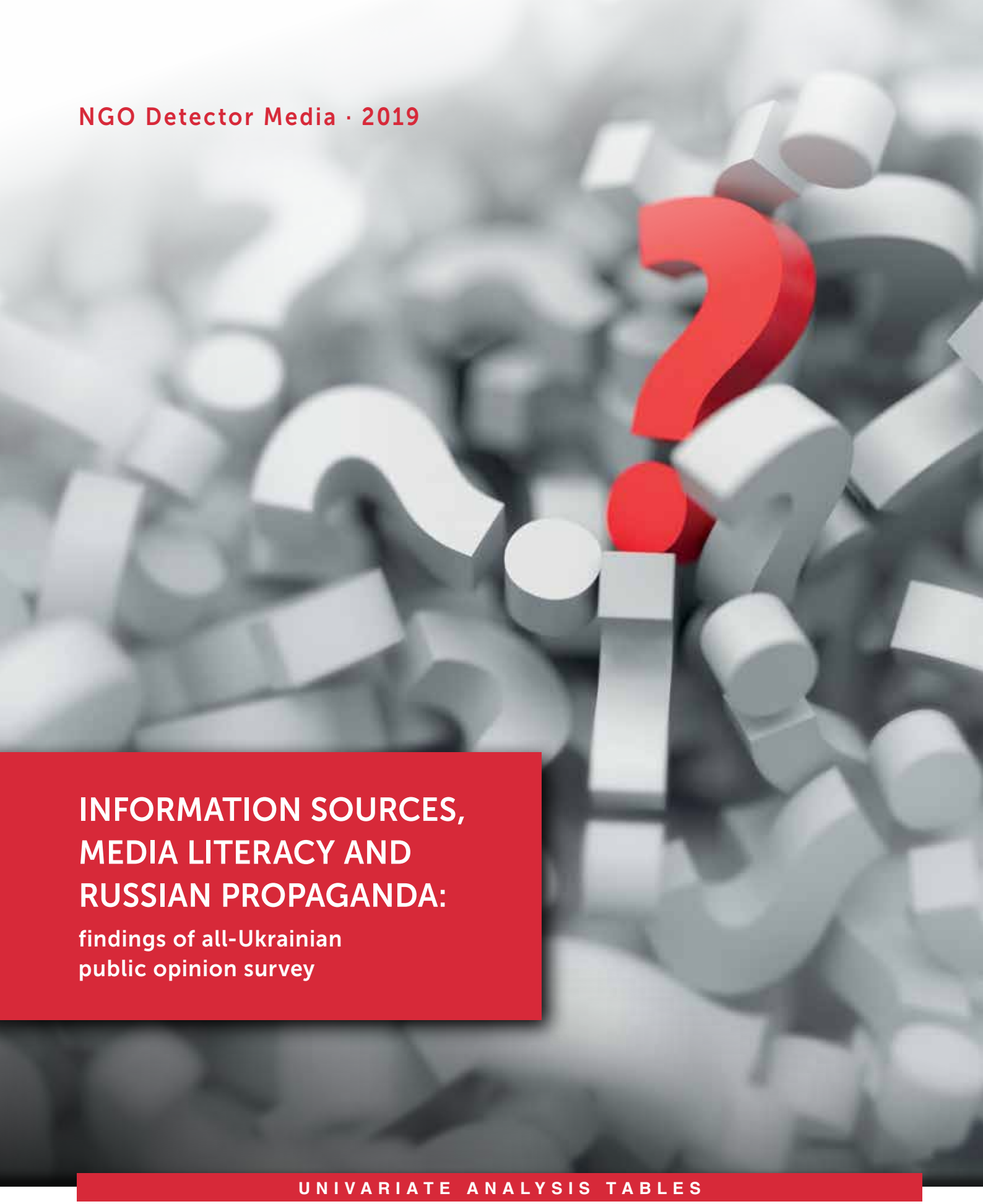
NGO Detector Media · 2019



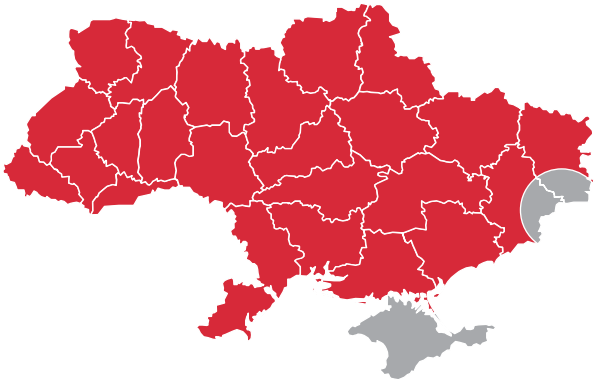
INFORMATION SOURCES, MEDIA LITERACY AND RUSSIAN PROPAGANDA:

findings of all-Ukrainian public opinion survey

UNIVARIATE ANALYSIS TABLES

DETECTOR MEDIA
KIIS
MINISTRY OF FOREIGN AFFAIRS OF DENMARK
Danida
Швеція
Sverige

NGO Detector Media
Kyiv · 2019



The survey was held by the Kiev International Institute of Sociology from 1 to 25 of February 2019. The field study was conducted between 9 and 20 February 2019. The survey took place in 110 populated areas (PSU) across all the regions of Ukraine except the Autonomous Republic of Crimea. In Donetsk and Luhansk regions the survey was held only on the territories that are currently controlled by Ukraine. As a result of the field study, 2042 survey forms were collected.

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SOCIOLOGICAL RESEARCH

SURVEY METHODOLOGY

SURVEY METHODOLOGY

The nationwide survey 'Thoughts and Opinions of Ukraine's Population (Omnibus)' was held by the Kyiv International Institute of Sociology in February 2019 on the request of NGO "Detector Media" with the financial support of the Danish Ministry of Foreign Affairs. The survey considered the public opinion of adult residents of Ukraine (18 y.o. and plus). Main stages of survey included the construction of questionnaire and auxiliary tools, sampling, holding interviews with respondents, quality control of performed activities, data input and check for logical errors, preparation of final data package, univariate frequency tables.

For the purposes of the survey, a stratified four-step random sampling was developed, random at each level. The sample is representative of adult population permanently residing in Ukraine, not at the military service and not in prisons or health-care institutions (hospitals, medical residential facility). Initially, the population of Ukraine was stratified by region (24 oblasts and Kyiv), then the population of each region was further stratified to urban (cities and urban-type settlements) and rural population (except for Kyiv where the population is all urban). That is, in general, the population of Ukraine was divided into 49 strata. Each stratum, in proportion to the adult population, had a set number of interviews to be conducted and a set number of settlements where the survey should be conducted.

The stratification was followed by selection of specific locations where interviewers were to work. At the first stage, settlements were selected within each stratum. Urban settlements were selected with a probability proportional to the adult population in a settlement. For the rural population stratum, the districts (rayon) were initially selected (with a probability proportional to the adult rural population in a district), then villages were randomly selected within the already selected district. At the second stage, voting stations were selected within each settlement. At the third stage, at each polling station, the starting address was chosen – street, number of house and, in case of multistory buildings, the number of apartment from which the interviewers started the survey. At the fourth stage, the respondents were selected and surveyed with the modified route sampling method.

The sample is representative for Ukraine as a whole and for 4 macro-regions separately:

- **West:** Volynska, Zakarpatska, Ivano-Frankivska, Lvivska, Rivnenska, Ternopilska, Khmelnytska and Chernivetska oblasts;
- **Center:** Vinnytska, Zhytomyrska, Kirovohradska, Kyivska, Poltavska, Sumska, Chernihivska oblasts and city of Kyiv;
- **South:** Dnipropetrovska, Zaporizska, Mykolaivska, Odeska and Khersonska oblasts;
- **East:** Donetska, Luhanska and Kharkivska oblasts.

The surveys in Luhanska and Donetska oblasts were held only on the territories controlled by the Ukrainian government. The survey was not conducted in the Autonomous Republic of Crimea.

The field stage was on 9-20 February 2019. In total, the survey had 2 042 interviews with respondents residing in 110 settlements in Ukraine.

The survey was conducted by means of face-to-face interviews with the use of tablets at the respondents' locations (CAPI).

Statistical error of sampling (with 0.95 probability and 1.5 design effect) is within:

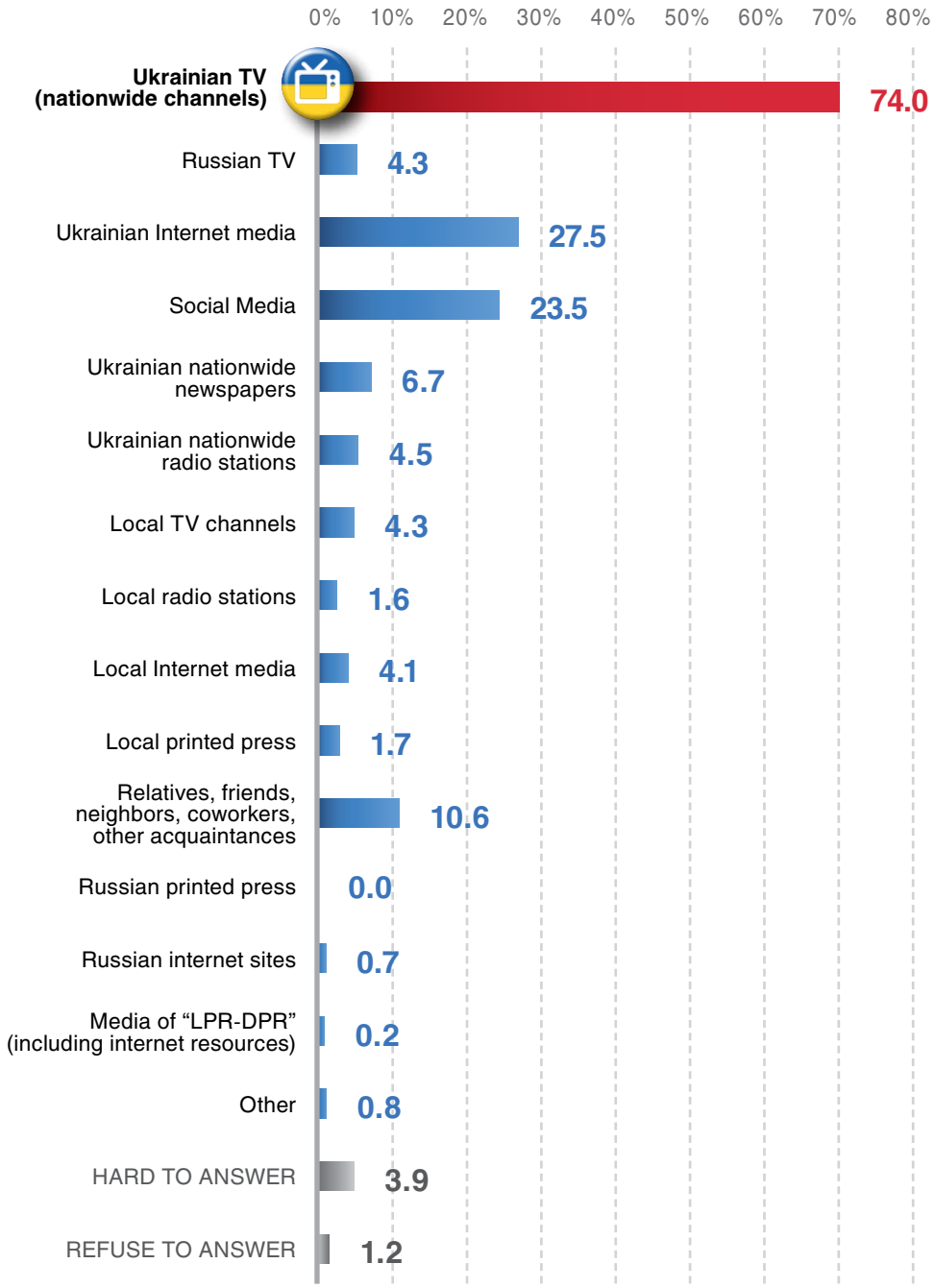
- **3.3% for indicators close to 50%,**
- **2.8% for indicators close to 25 or 75%,**
- **2.0% for indicators close to 12 or 88%,**
- **1.4% for indicators close to 5 or 95%,**
- **0.7% for indicators close to 1 or 99%.**

BLOCK M. MASS MEDIA.

M1

What sources do you usually use to get information about Ukraine and the rest of the world? Select no more than three options.

(THREE OPTIONS MAXIMUM)

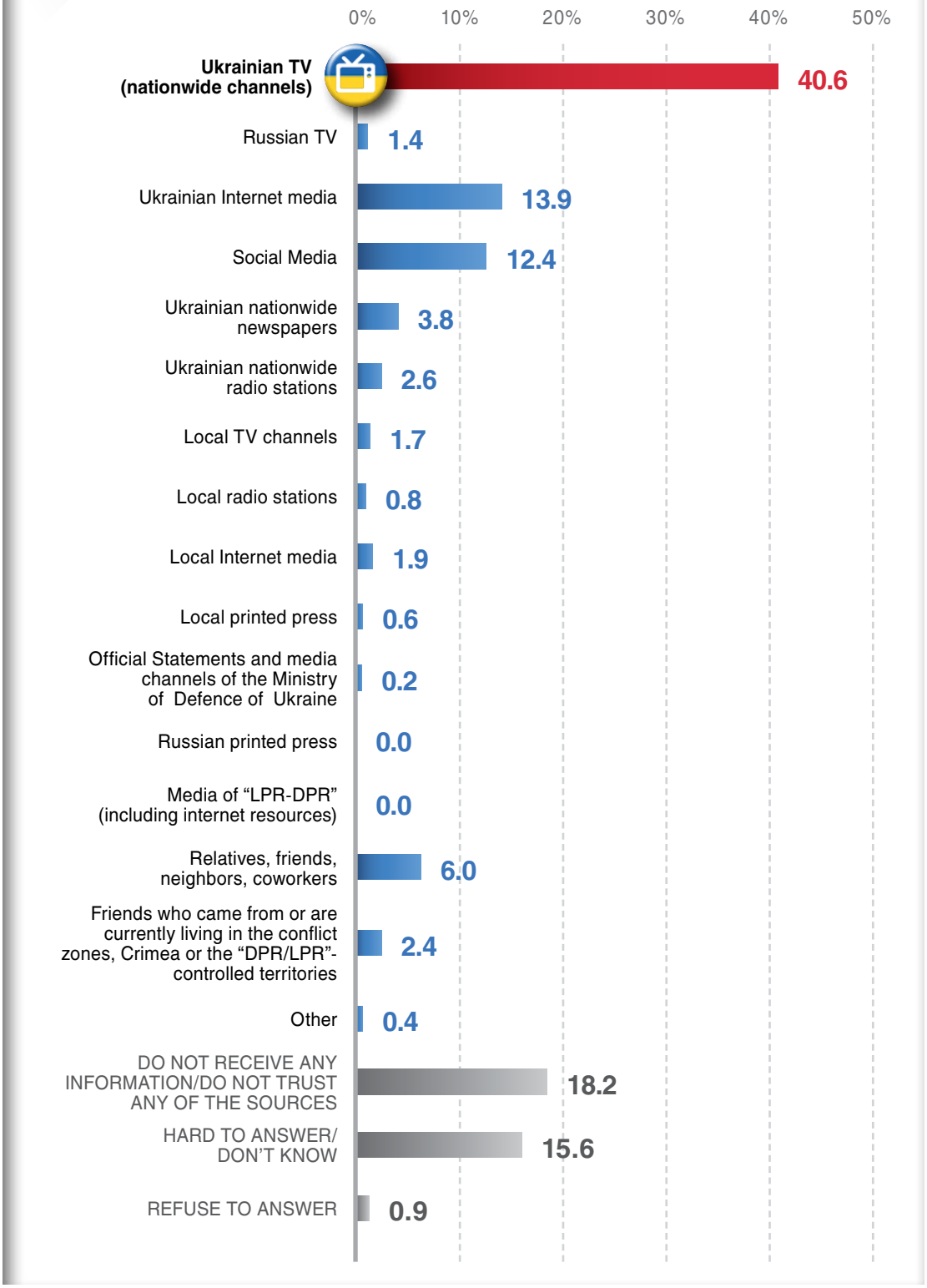


M2

Which of the below information sources do you trust?

Select no more than three options

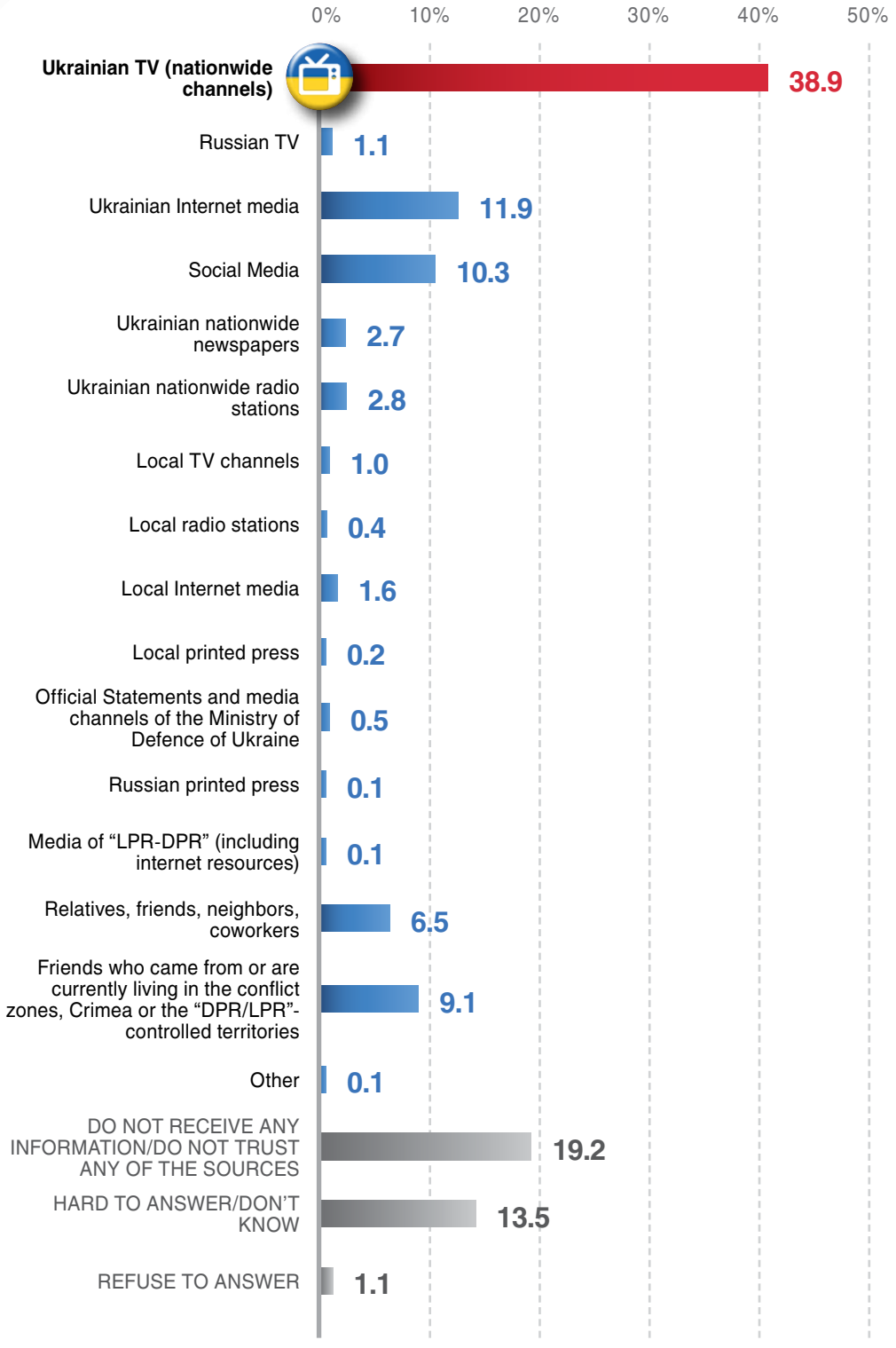
(THREE OPTIONS MAXIMUM)



M3

Which of the below information sources do you trust regarding the reports on military confrontations in Donbass? Select no more than three options

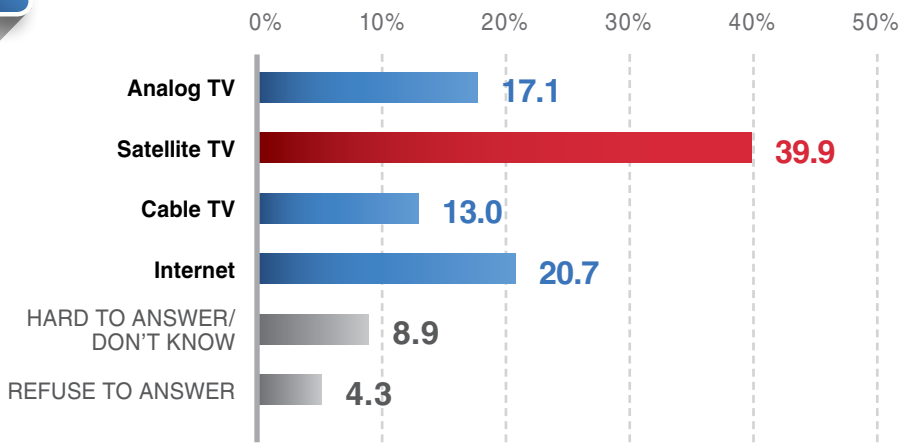
(THREE OPTIONS MAXIMUM)



M4

How do you access Russian TV channels?

(MORE THAN ONE OPTION POSSIBLE)

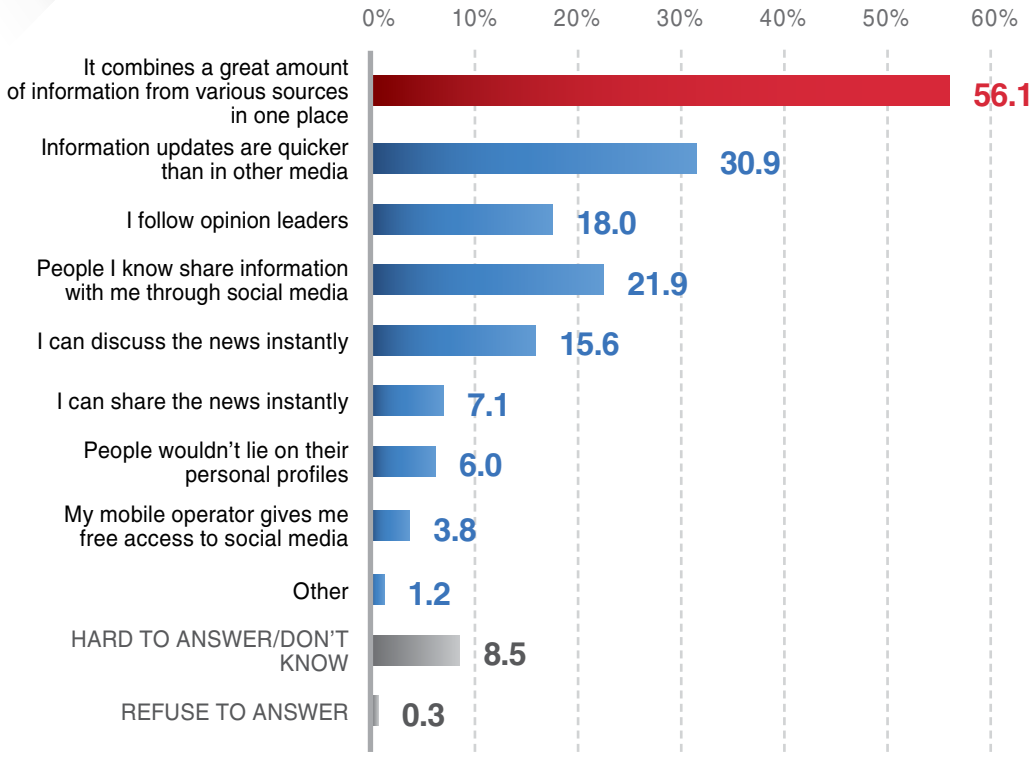


M5

Why do you use social media to get information about Ukraine and the rest of the world?

Select no more than three options

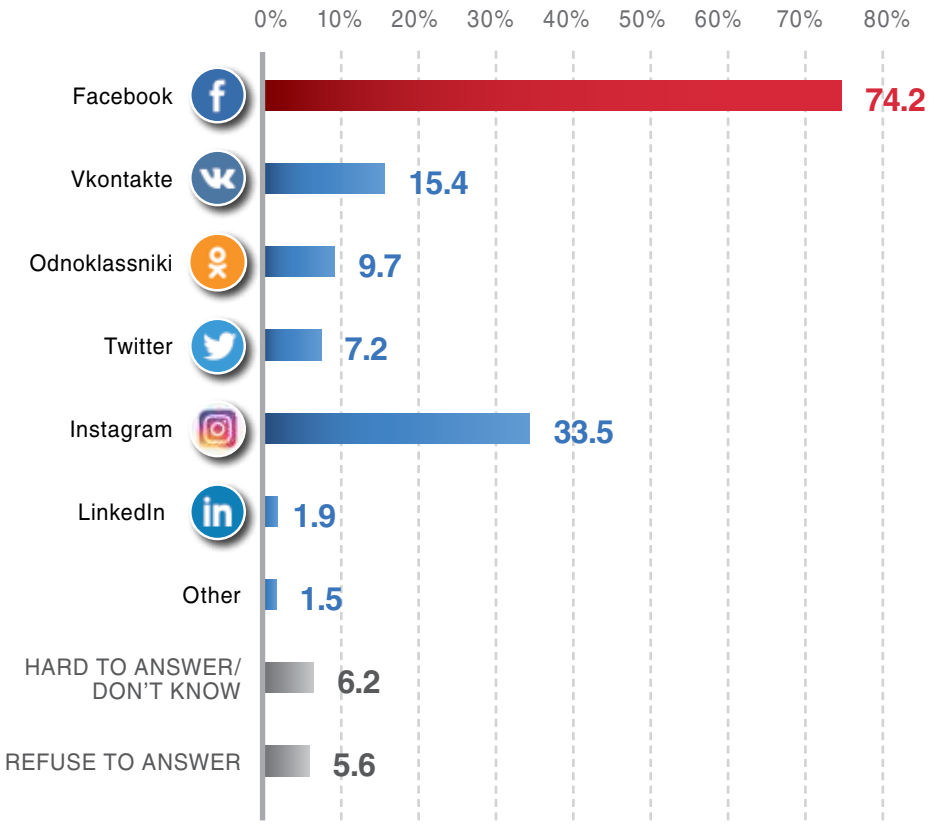
(THREE OPTIONS MAXIMUM)



M6

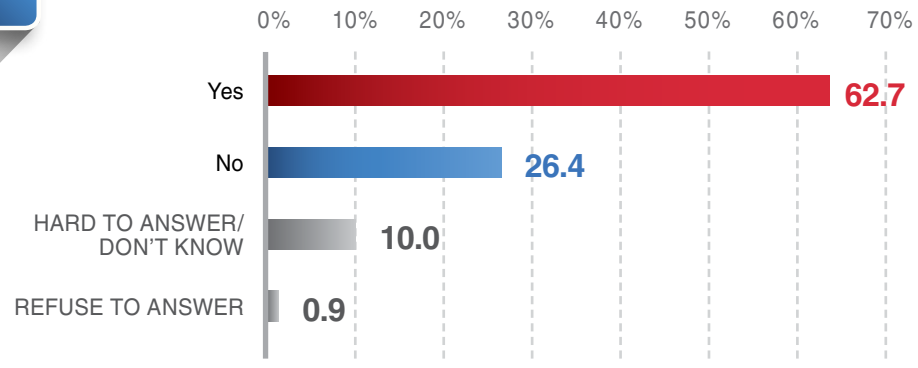
Which of social media platforms do you use to get information about the events in Ukraine and the rest of the world?

(MORE THAN ONE OPTION POSSIBLE)



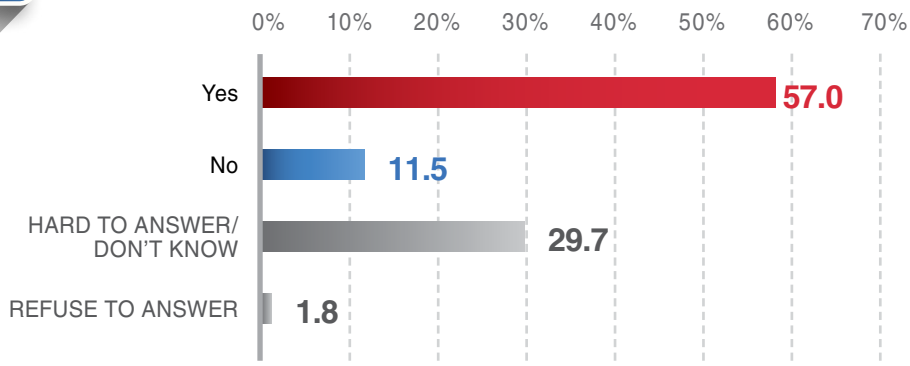
M7

Have you seen any political advertisements on social media throughout the last month?



M9

Do you think there are a lot of disinformation and fake materials on social media?

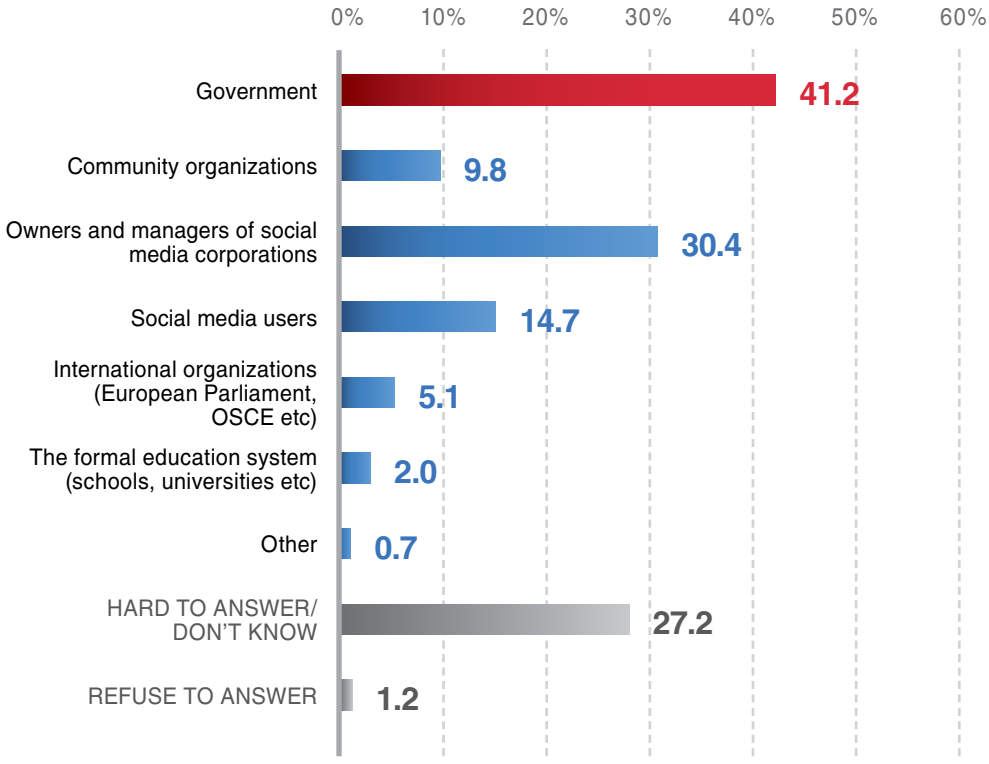


M10

Who should be tackling the issue of the spreading of disinformation and fakes on social media?

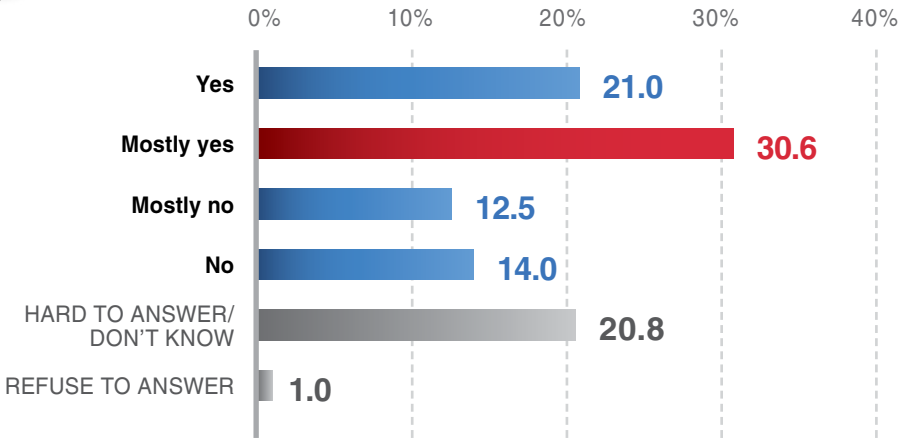
Select no more than three options.

(THREE OPTIONS MAXIMUM)



M11

Do you think you are capable of distinguishing credible information from fakes and disinformation?

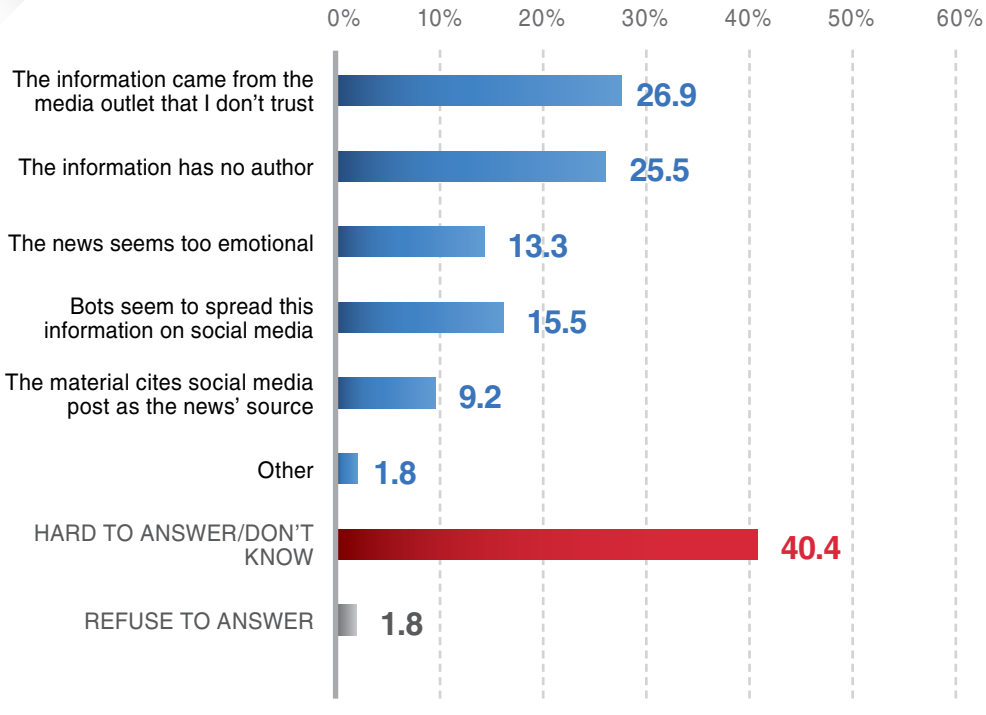


M12

What are the criteria that you use while identifying fake information?

Select no more than three options

(THREE OPTIONS MAXIMUM)

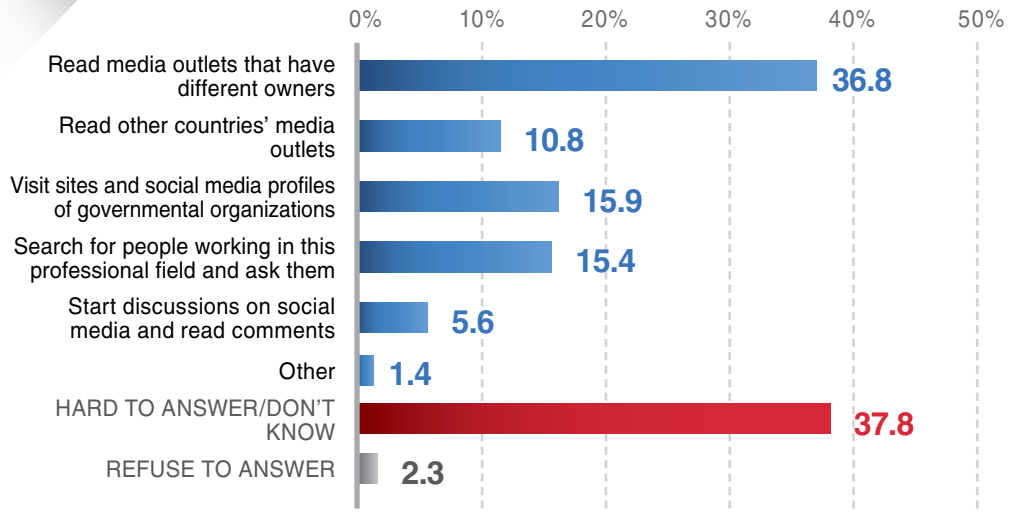


M13

How do you personally distinguish information from disinformation?

Select no more than three options

(THREE OPTIONS MAXIMUM)



M14

Which internet media outlets do you read the most? Name no more than five options

M15

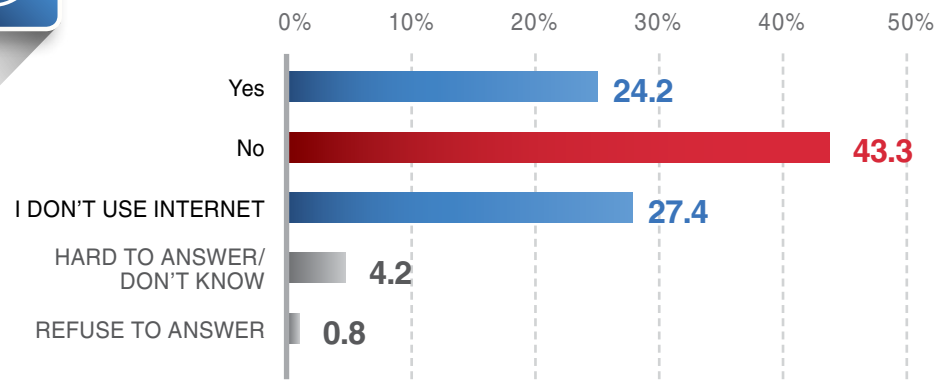
Which of the below internet platforms do you trust the most? Select no more than five internet platforms

(FIVE OPTIONS MAXIMUM)

	M14	M15
Obozrevatel.com	7.6	4.1
Segodnya.ua	7.0	4.4
Rbc.ua	0.7	0.5
Unian.net	6.2	4.1
Nv.ua	1.8	0.9
Strana.ua	2.7	1.3
Gordonua.com	3.1	1.9
Pravda.com.ua	4.1	2.3
Znaj.ua	2.3	1.5
Korrespondent.net	7.5	4.2
Apostrophe.ua	0.6	0.1
Censor.net	2.3	0.9
Liga.net	1.6	0.8
Glavcom.ua	0.7	0.3
Unn.com.ua	0.2	0.0
Politeka.net	3.3	1.6
Expres.ua	1.6	0.8
Hronika.info	0.4	0.0
Bagnet.org	0.0	0.0
Others	2.3	0.8
I DON'T READ/DON'T USE INTERNET MEDIA	51.0	51.0
HARD TO ANSWER/DON'T KNOW	17.7	24.6
REFUSE TO ANSWER	2.7	2.9

M16

Do you use tools that block advertisement on the internet?



M18

Which of the Ukrainian TV channels do you watch the most? Name no more than five channels.

M19

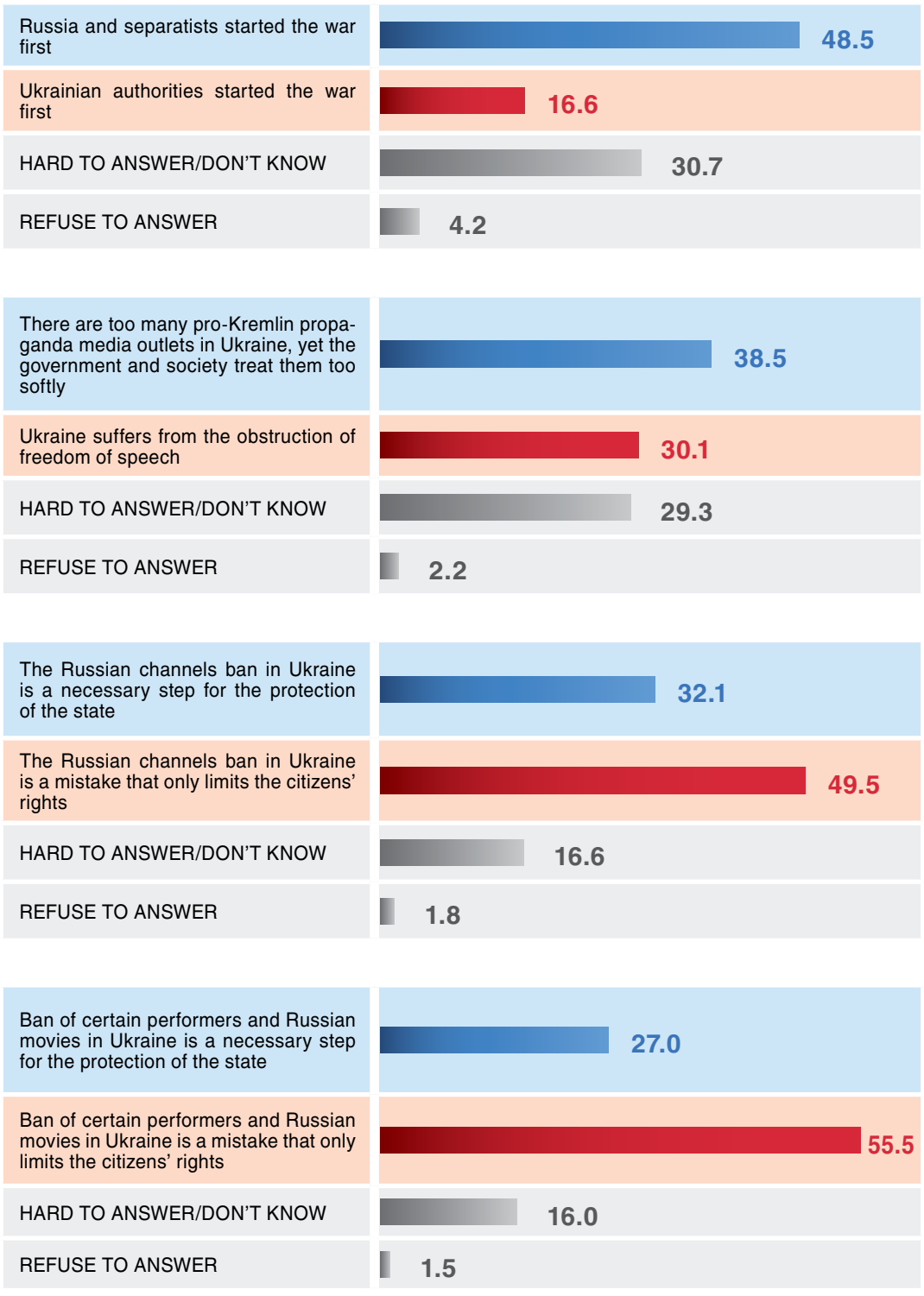
Which of the Ukrainian TV channels do you trust the most? Name no more than five channels

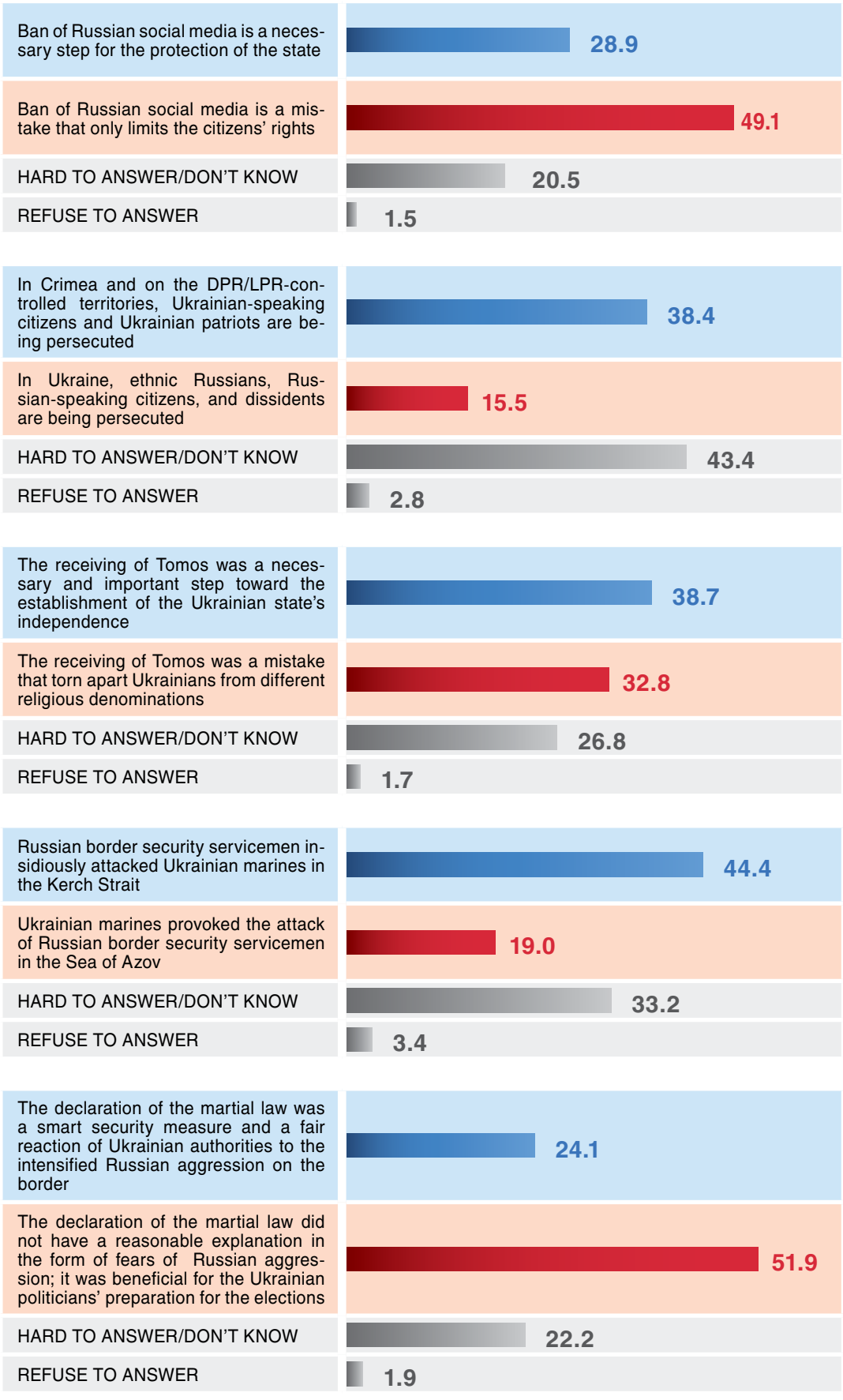
(FIVE OPTIONS MAXIMUM)

	M18	M19
STB	31.4	12.8
1+1	49.8	24.2
ICTV	32.5	15.2
Ukrayina	43.0	20.3
Inter	34.4	14.7
Novyi Kanal	15.4	6.4
112 Ukraine	16.1	8.2
NewsOne	6.3	3.1
Pryamiy kanal	4.1	2.1
ZIK	3.5	2.4
5 Kanal	5.4	2.3
Espreso TV	2.4	1.3
Channel 24	4.0	1.4
ATR	0.4	0.0
Hromadske TV	0.8	0.3
UA: Pershyi	3.0	1.2
NASH	0.6	0.3
Others	2.4	0.6
DO NOT WATCH UKRAINIAN TV CHANNELS	13.0	14.5
HARD TO ANSWER/DON'T KNOW	4.1	27.2
REFUSE TO ANSWER	0.3	1.1

M17

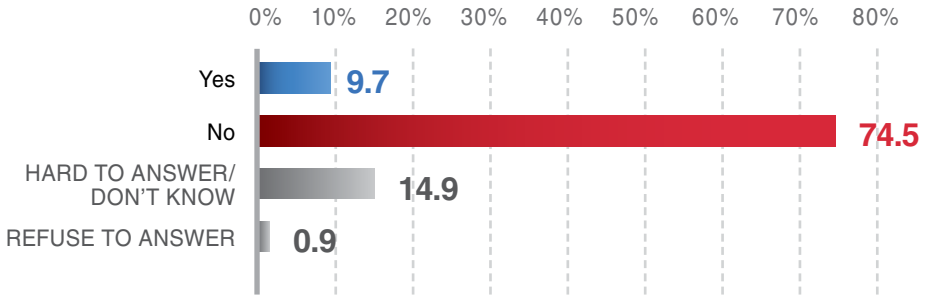
In each pair of the opposite statements, choose one statement about the events in Ukraine that reflects your personal opinion the most (choose one of the statements or either of the "Hard to answer/Don't know" or "Refuse to answer" options):




Ban of Russian social media is a necessary step for the protection of the state
28.9
Ban of Russian social media is a mistake that only limits the citizens' rights
49.1
HARD TO ANSWER/DON'T KNOW
20.5
REFUSE TO ANSWER
1.5
In Crimea and on the DPR/LPR-controlled territories, Ukrainian-speaking citizens and Ukrainian patriots are being persecuted
38.4
In Ukraine, ethnic Russians, Russian-speaking citizens, and dissidents are being persecuted
15.5
HARD TO ANSWER/DON'T KNOW
43.4
REFUSE TO ANSWER
2.8
The receiving of Tomos was a necessary and important step toward the establishment of the Ukrainian state's independence
38.7
The receiving of Tomos was a mistake that torn apart Ukrainians from different religious denominations
32.8
HARD TO ANSWER/DON'T KNOW
26.8
REFUSE TO ANSWER
1.7
Russian border security servicemen insidiously attacked Ukrainian marines in the Kerch Strait
44.4
Ukrainian marines provoked the attack of Russian border security servicemen in the Sea of Azov
19.0
HARD TO ANSWER/DON'T KNOW
33.2
REFUSE TO ANSWER
3.4
The declaration of the martial law was a smart security measure and a fair reaction of Ukrainian authorities to the intensified Russian aggression on the border
24.1
The declaration of the martial law did not have a reasonable explanation in the form of fears of Russian aggression; it was beneficial for the Ukrainian politicians' preparation for the elections
51.9
HARD TO ANSWER/DON'T KNOW
22.2
REFUSE TO ANSWER
1.9

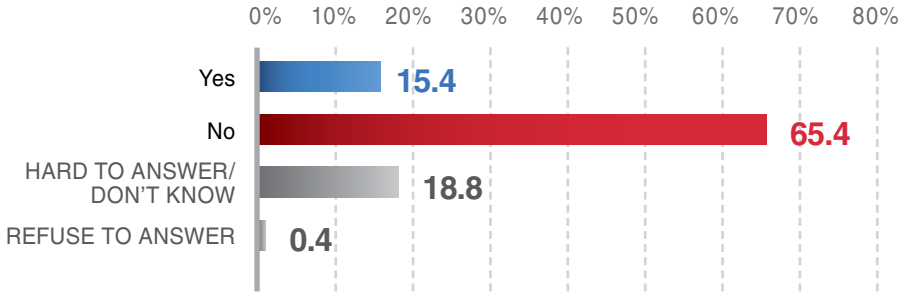
M20

Throughout the last month, have you watched any TV, radio or video blog materials that were aimed at tackling fakes, media manipulations, and Kremlin disinformation?



M22

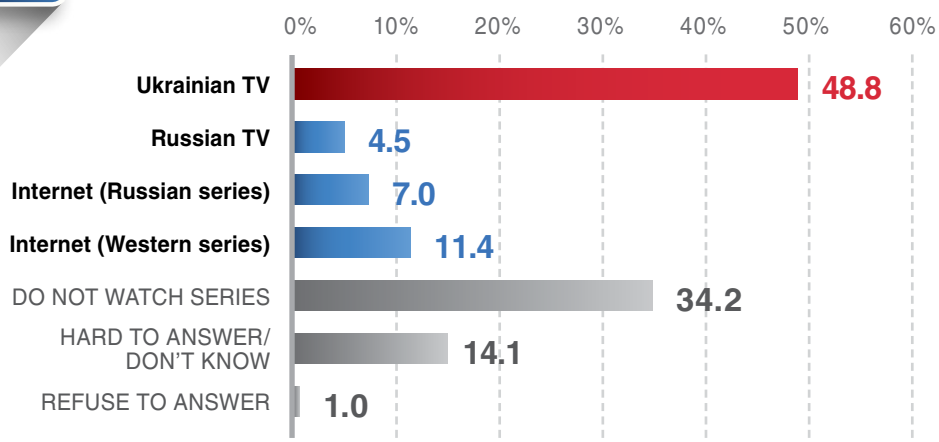
Would you like to watch/listen to any TV, radio or video blog materials that are aimed at tackling fakes, media manipulations, and Kremlin disinformation?



M23

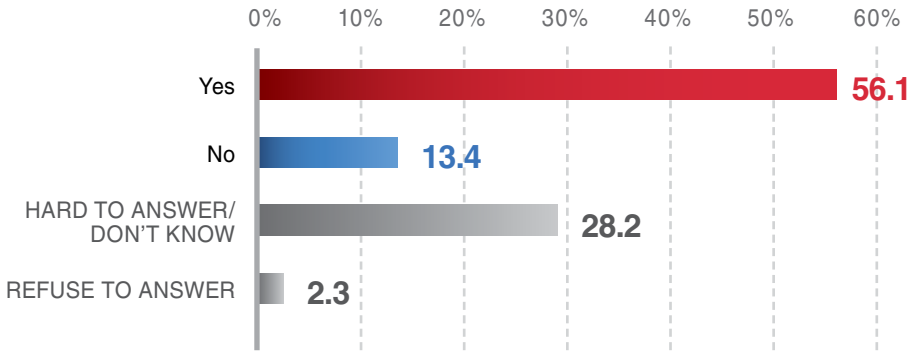
Where do you usually watch TV series? Name no more than three options

(THREE OPTIONS MAXIMUM)



M24

Do you agree that there have been more Ukrainian TV series broadcasted on Ukrainian television throughout the last three years?



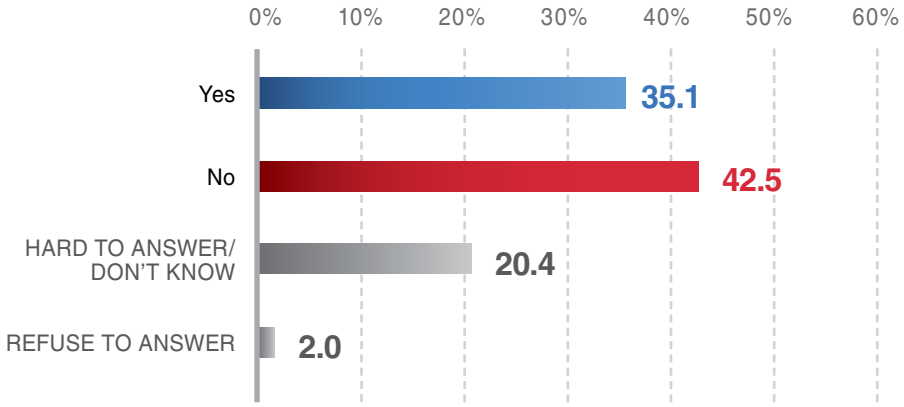
M25

How would you rate contemporary Ukrainian TV series?

	Strongly agree	Somewhat agree	Hard to answer	Disagree	Strongly disagree	DON'T KNOW	REFUSE TO ANSWER
They depict compelling stories	18.8	27.0	15.2	6.0	3.2	27.8	2.1
They are of high quality, European level	14.4	24.1	17.7	8.6	3.7	29.1	2.4
They are less compelling than Russian series	6.5	10.3	18.4	23.7	8.4	30.3	2.4
They are less compelling than European and American series	6.8	12.4	19.6	20.6	7.0	31.4	2.2
They have too few interesting and famous actors	5.6	15.1	18.2	22.7	6.3	29.8	2.4
I like that there are primarily Ukrainian actors in these series	18.2	24.6	17.1	7.5	1.8	28.4	2.5
I don't like that there are too few famous Russian actors starring in them	5.3	13.1	21.6	20.0	5.8	31.1	3.0

M26

Have you seen at least one Ukrainian feature film (or cartoon) throughout the last year?

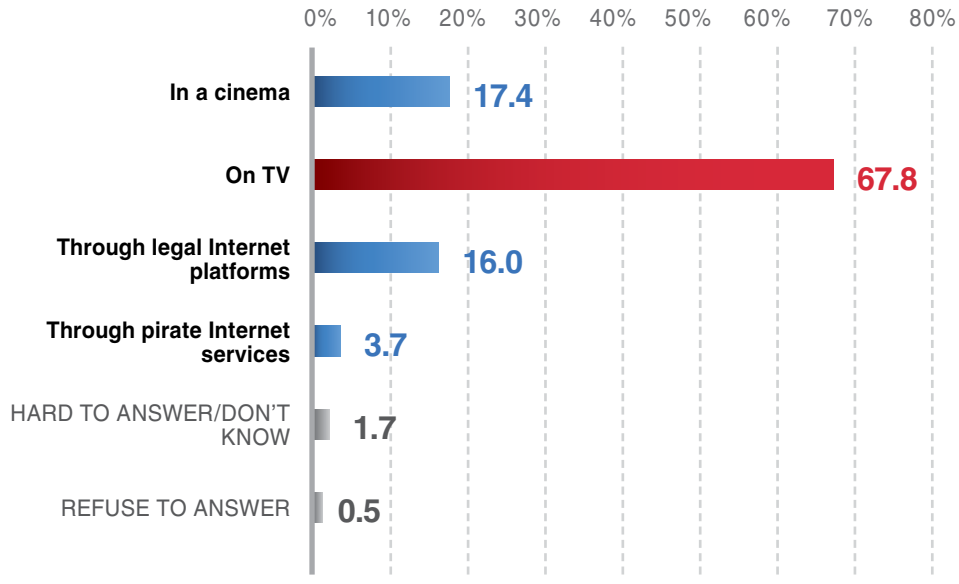


M28

Where have you watched the Ukrainian feature films (or cartoons) throughout the last year?

Name no more than three options

(THREE OPTIONS MAXIMUM)



M29

What politicians, in your opinion, do TV channels promote?

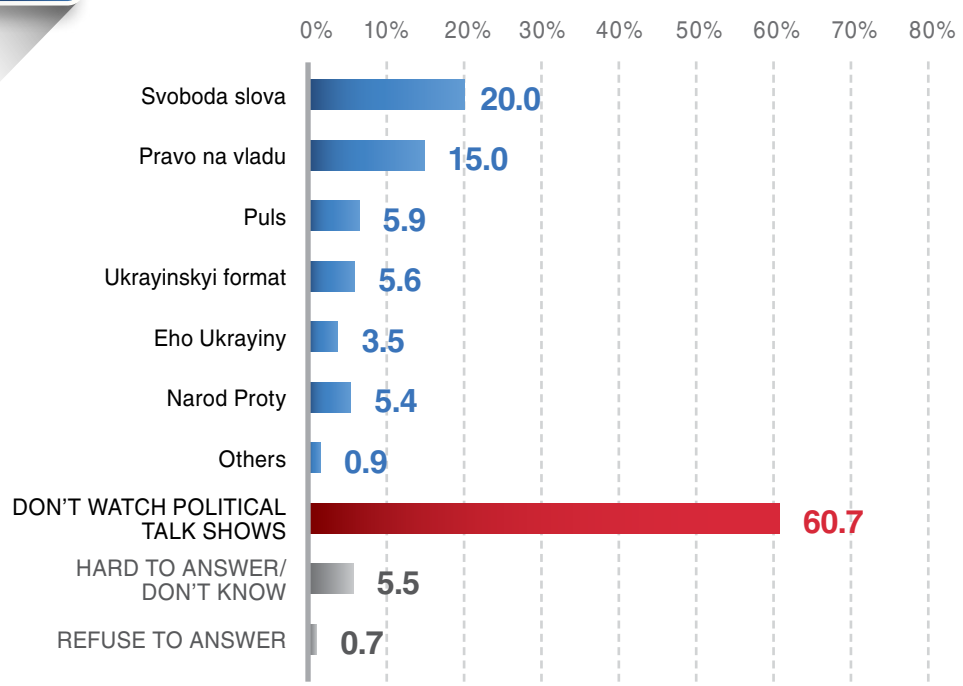
(MORE THAN ONE OPTION POSSIBLE)

	STB	1+1	ICTV	Ukrayina	Inter	Novyi Kanal	112 Ukraine	NewsOne	Pryamiy kanal	ZIK	5 Kanal	Espreso TV	Channel 24	ATR	Hromadske TV	UA: Pershyi	NASH
Arsen Avakov	0.5	0.6	0.2	0.4	0.5	0.3	0.3	0.2	0.3	0.2	0.3	0.3	0.2	0.0	0.1	0.1	0.0
Yuriy Boyko	2.9	2.4	2.2	6.8	11.4	0.9	3.6	3.7	0.4	0.5	0.2	0.3	0.3	0.2	0.2	0.4	0.1
Oleksandr Vilkul	2.0	1.9	1.4	5.6	5.9	0.8	2.4	1.6	0.2	0.3	0.2	0.1	0.3	0.1	0.1	0.0	0.0
Anatoliy Hrytsenko	2.7	2.1	1.9	3.0	2.4	1.4	1.6	0.7	0.4	0.4	0.8	0.4	1.0	0.2	0.2	0.6	0.2
Volodymyr Groysman	0.9	1.4	0.7	1.3	1.0	0.7	1.1	0.2	0.9	0.2	1.3	0.2	0.4	0.1	0.2	0.7	0.1
Volodymyr Zelensky	3.5	24.4	2.0	2.0	2.9	1.5	2.3	2.0	0.7	0.4	0.7	0.2	0.5	0.1	0.4	0.4	0.1
Serhiy Kaplin	0.7	0.5	0.5	0.6	0.5	0.3	0.3	0.3	0.1	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2
Vitali Klitschko	0.3	0.9	0.4	0.6	0.4	0.4	0.4	0.5	0.5	0.3	0.6	0.2	0.2	0.1	0.2	0.2	0.1
Oleh Lyashko	2.2	2.3	2.4	6.6	3.2	1.6	1.8	0.7	0.4	0.3	0.7	0.2	0.4	0.1	0.4	0.7	0.1
Viktor Medvedchuk	1.5	0.7	0.9	1.4	2.4	0.5	3.7	2.5	0.2	0.5	0.2	0.1	0.5	0.1	0.2	0.6	0.1
Yevheniy Murayev	0.8	0.8	0.8	1.2	1.7	0.5	1.6	3.7	0.3	0.5	0.2	0.3	0.3	0.1	0.2	0.4	4.5
Andriy Parubiy	0.4	0.2	0.6	0.5	0.5	0.3	0.6	0.4	0.5	0.3	1.6	0.2	0.2	0.3	0.1	0.5	0.1
Petro Poroshenko	5.3	5.0	5.3	8.8	5.7	2.8	5.1	2.3	7.7	1.1	21.3	1.9	2.0	1.1	1.5	6.2	0.5
Vadym Rabinovich	0.9	0.6	0.5	1.4	1.9	0.3	1.9	4.2	0.4	0.4	0.4	0.3	0.3	0.2	0.3	0.3	0.2
Andriy Sadovyi	0.9	0.8	1.0	1.5	1.7	0.8	0.7	0.3	0.5	1.9	0.5	0.5	2.3	0.1	0.3	0.4	0.0
Yulia Tymoshenko	4.9	5.2	3.9	6.3	4.8	2.5	2.0	0.7	1.1	0.8	1.0	0.8	1.0	0.3	0.6	1.3	0.1
Oleksandr Shevchenko	0.9	2.3	0.8	1.3	0.8	0.6	0.4	0.0	0.2	0.6	0.4	0.2	0.1	0.1	0.4	0.6	0.2
NONE OF THEM	3.1	2.5	4.1	2.7	2.5	3.9	3.1	2.2	3.0	2.8	1.3	2.6	2.2	2.0	2.1	3.2	2.1
HARD TO ANSWER/ DON'T KNOW	75.7	60.6	78.1	69.7	71.4	83.3	77.8	81.8	82.1	86.9	70.6	88.4	87.3	90.9	89.8	83.5	87.1
REFUSE TO ANSWER	4.2	3.4	3.6	3.4	3.5	3.5	4.0	3.8	4.0	4.0	4.1	4.5	4.4	4.7	4.5	4.6	4.8

M30

Which political talk-shows do you watch? You can choose more than oe option

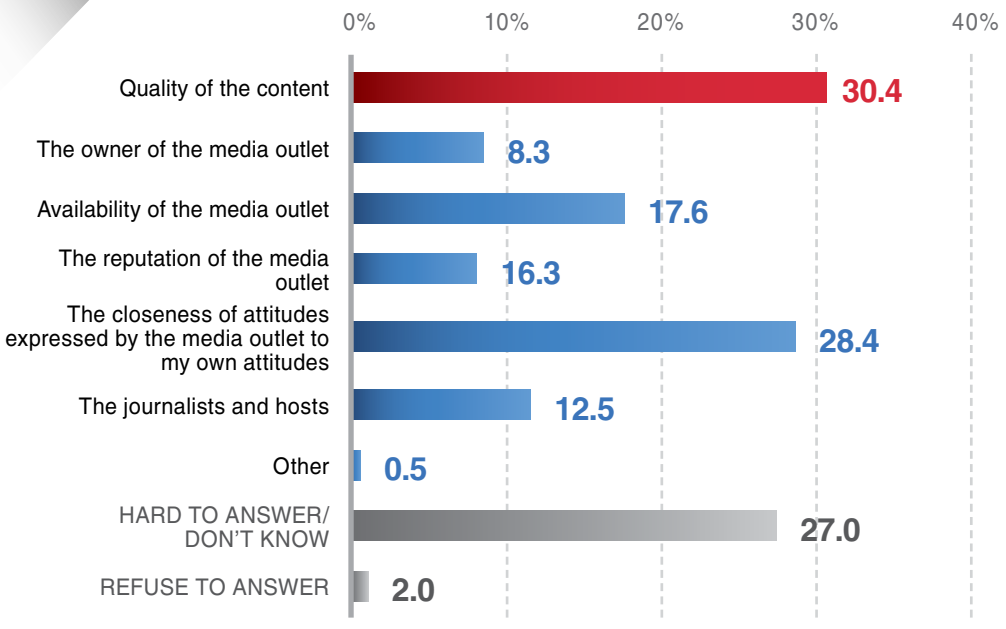
(MORE THAN ONE OPTION POSSIBLE)



M32

Which features are important for you when choosing a media outlet as your source of information? You can choose as many options as you think is appropriate.

(MORE THAN ONE OPTION POSSIBLE)



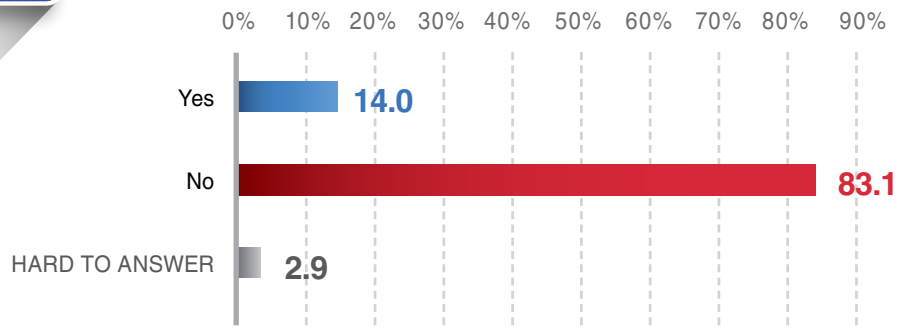
M33

Would you use information from a media outlet that regularly:

	Yes	No	HARD TO ANSWER/ DON'T KNOW	REFUSE TO ANSWER
Promotes anti-democratic messages (which contradict the principles of democracy and the interests of the people)	3.5	73.2	21.2	2.0
Promotes xenophobic claims (those that perceive the unfamiliar as the unpleasant)	3.2	70.2	23.4	3.2
Supports censorship	22.0	47.9	26.3	3.8
Supports the limitation of access to Russian media and sites	19.3	50.5	27.9	2.4
Openly supports LGBT	4.3	54.6	36.0	5.2
Openly supports migrants	24.9	34.1	36.6	4.3
Openly supports the legalization of soft drugs, prostitution	6.2	76.0	15.7	2.1

M34

Have you visited any European Union countries throughout the last two years?



NOTES

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INFORMATION SOURCES, MEDIA LITERACY AND RUSSIAN PROPAGANDA:

findings of all-Ukrainian public opinion survey

UNIVARIATE ANALYSIS TABLES