



Values, awareness, identity

Report on the Sociological Online Survey

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September

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Research Background

Methodology: An online survey using an interactive structured questionnaire; links to the survey were sent to potential respondents from the database (online research panel of the Kherson community). The sample was based on demographic indicators as of January 1, 2022. Given the indicators, the research margin of error does not exceed 5%, with a probability of 0.95. The sample included Kherson residents both currently residing within the community and those who left Kherson after February 24, 2022, to other regions of Ukraine or abroad. Currently, there is no official data on the migration of Kherson's residents, thus making it impossible to assess the given respondent sample's representativity. However, there are reasons to believe that the ratio of those reporting themselves still residing within the community presented is greater than the actual ratio, which may affect the research results.

Research objective: find out the self-esteem, identity, and values held by Kherson's residents.

Sample scope: 400 respondents.

Field stage period: August 20 – September 10, 2024.

Research client: Community Foundation of Kherson "Zakhyst."

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The research group carries on activities on increasing and improving the online panel of Kherson city community to align it with the general population indicators and invites all Kherson residents to join the panel. This can be done at: <https://lemur.ua/sign-up>



For approximately half (46%) of Kherson residents, their primary identity is as a local ('Kherson') from among the given set of regional-political-ethnic identities. For the other half (45%), their main identity is as a 'Ukrainian,' either being an ethnic Ukrainian by nationality (30%) or politically Ukrainian by citizenship (15%). These identities (local and national) are not in competition with one another but on the contrary complementary, as Kherson residents are about equally proud to be Kherson residents (89%) as to be citizens of Ukraine (87%). Additionally, for the majority of respondents, Kherson is now associated with the already-historic events of 2022. **The key words defining Kherson's current image are 'hero city,' 'indomitability,' 'Kherson is Ukraine,' and 'resilience.'**

Only 22% of respondents stated that they are happy (20% – rather happy, 2% – very happy). Most respondents stated that they were unhappy (59%) or did not answer the question (19%).

Kherson residents assessed their health to be quite poor. Only 14% stated that their health is very good (1%) or good (13%). 56% placed their health status at average. 24% of respondents said they have poor health, and 5% reported having very poor health.

More than half of Kherson residents follow news about military operations. Half of the respondents check news from the front several times each day (50%), and 26% tune in every hour. The percentage of those who check the news less often than daily is 9%.

Less attention has been being paid to other news sources by the respondents. 9% check news every hour, 29% several times each day, and 26% once or twice each day. 29% of respondents answered tuning in either less often or never (7%).

The next question was about Kherson residents' **opinions of democracy in Ukraine.** Overall, respondents (74%) rated it with an average or high level. The middle option (5/10 points) was the most popular answer, chosen by 23% of respondents.

However, the respondents showed a more negative attitude toward corruption in Ukraine. 39% rated it at the highest level (10/10 points). 7, 8, and 9 points were chosen by 10%, 16%, and 14%, respectively. Only 7% believe corruption to be low (below 5 points).

Most respondents prefer step-by-step and balanced reforms of Ukrainian society (59%). A radical path of change is acceptable to 24% of respondents. 17% believe that priority should be given to protecting society from any threats.

The next question was framed similarly to the previous one but related specifically to the vision of Kherson's restoration. Even more respondents answered as believing it should be balanced and transparent (74%), while 22% think Kherson should undergo fundamental changes in the future.

Respondents mainly claimed to be Kherson residents when answering the question about self-identification (46%). 30% identify themselves primarily as Ukrainians by nationality, and then 15% as Ukrainians by citizenship. Having compared this with the answers to the question of respondents' secondary self-identification, we found an even distribution (22–23%) between identifying as a Kherson resident, a Ukrainian by nationality, or a Ukrainian by citizenship. Overall, regional identity was shown to be marginally prevailing over national identity among Kherson residents.

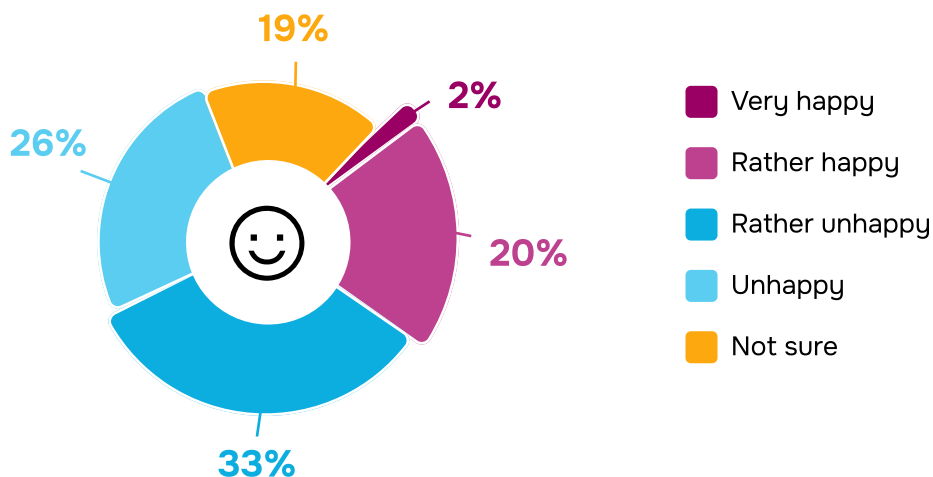
The preliminary conclusion allows us to cautiously state that the respondents are a bit more proud of being Kherson residents (61% – “very proud” and 28% – “rather proud”) than being Ukrainians (53% – “very proud” and 34% – “rather proud”). That said, pride in belonging to both regional and national communities has prevailed – 89% and 87%, respectively.

The respondents feel their involvement in the future development of Ukraine and Kherson equally. 20% and 21% feel very involved and 54% and 56% feel rather involved in the future of Ukraine and Kherson, respectively. It should be noted that among those not currently residing in Kherson, the share of those feeling “very involved” in the future of Ukraine is a bit higher – 24%, as compared to 17% of Kherson residents.

Answer Breakdown

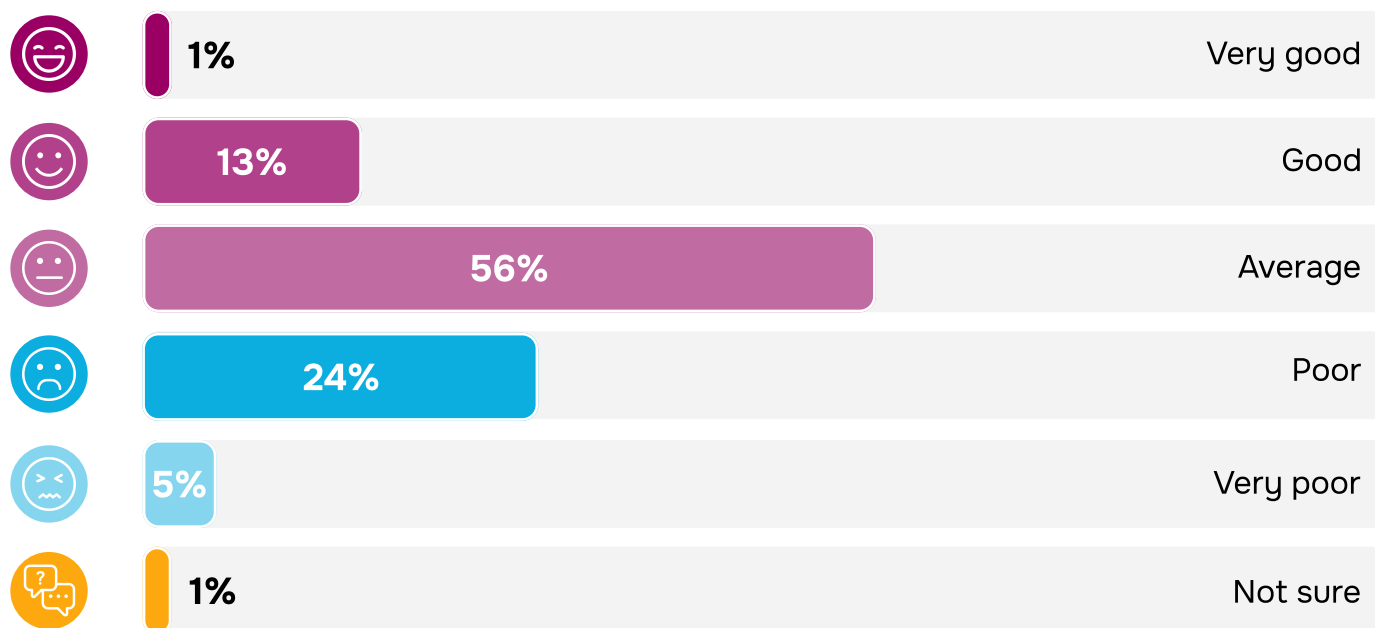
Level of happiness (N=400), %.

Q.: How happy are you with your life nowadays?



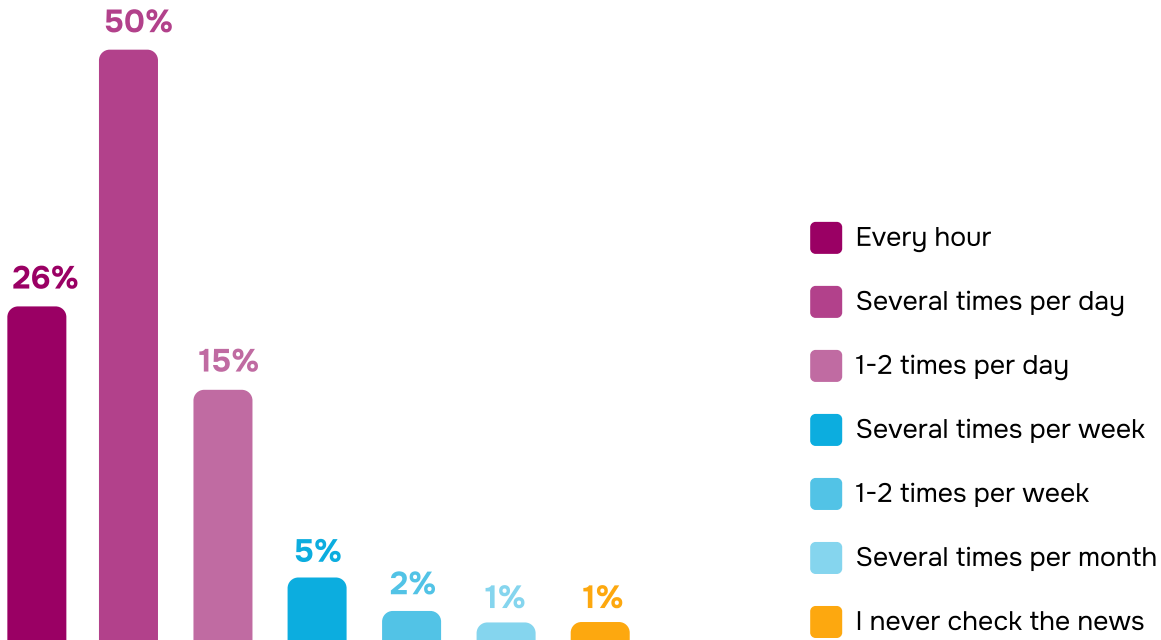
Health status (N=400), %

Q.: How would you rate your current health status?



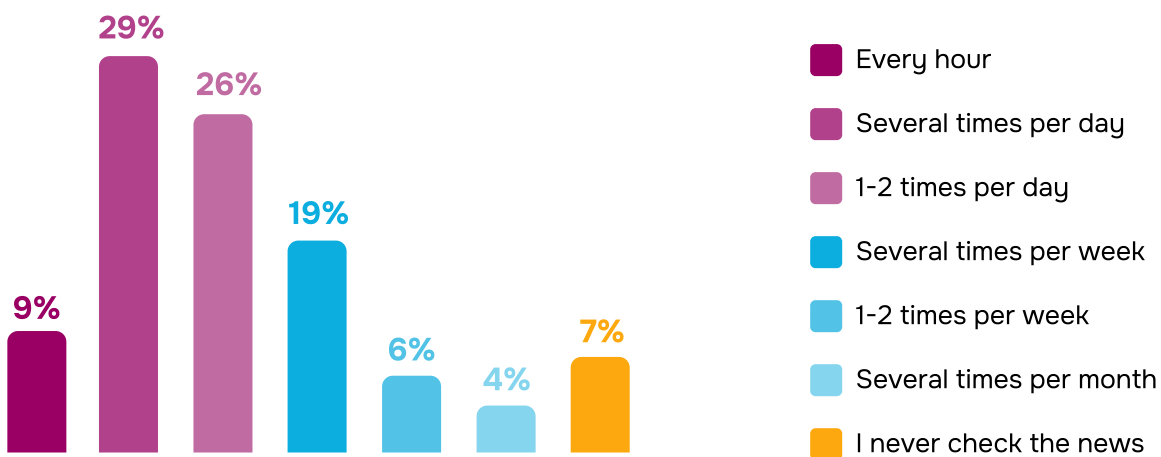
Following news from the front (N=400), %

Q.: How often do you check the news about the events on the front?

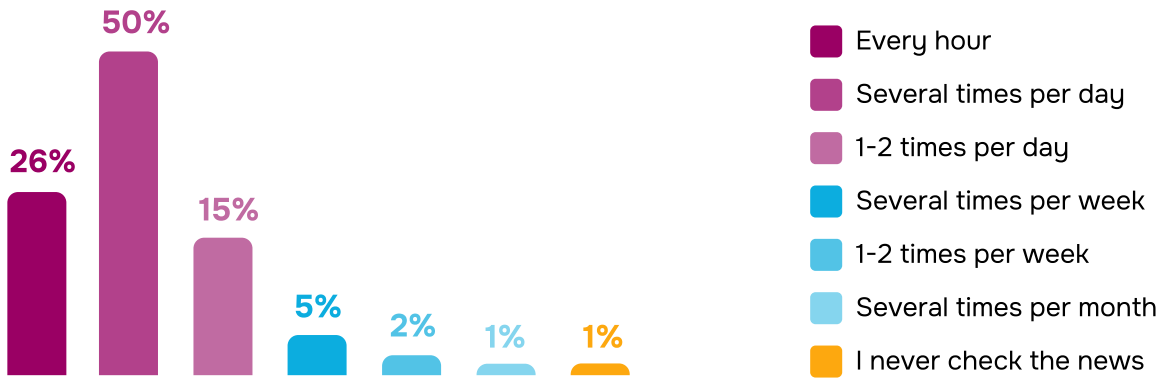


Reading other news (N=400), %

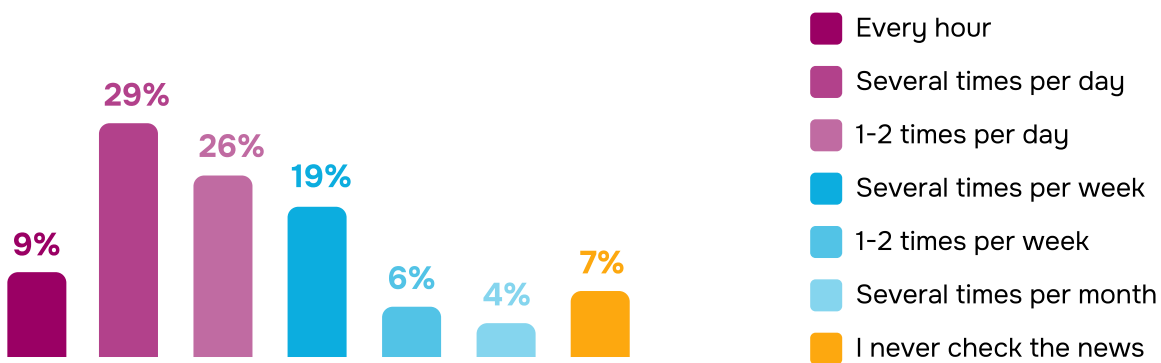
Q.: How often do you read Ukrainian news not directly related to the war and its consequences?



How often do you check the news about the events at the front line

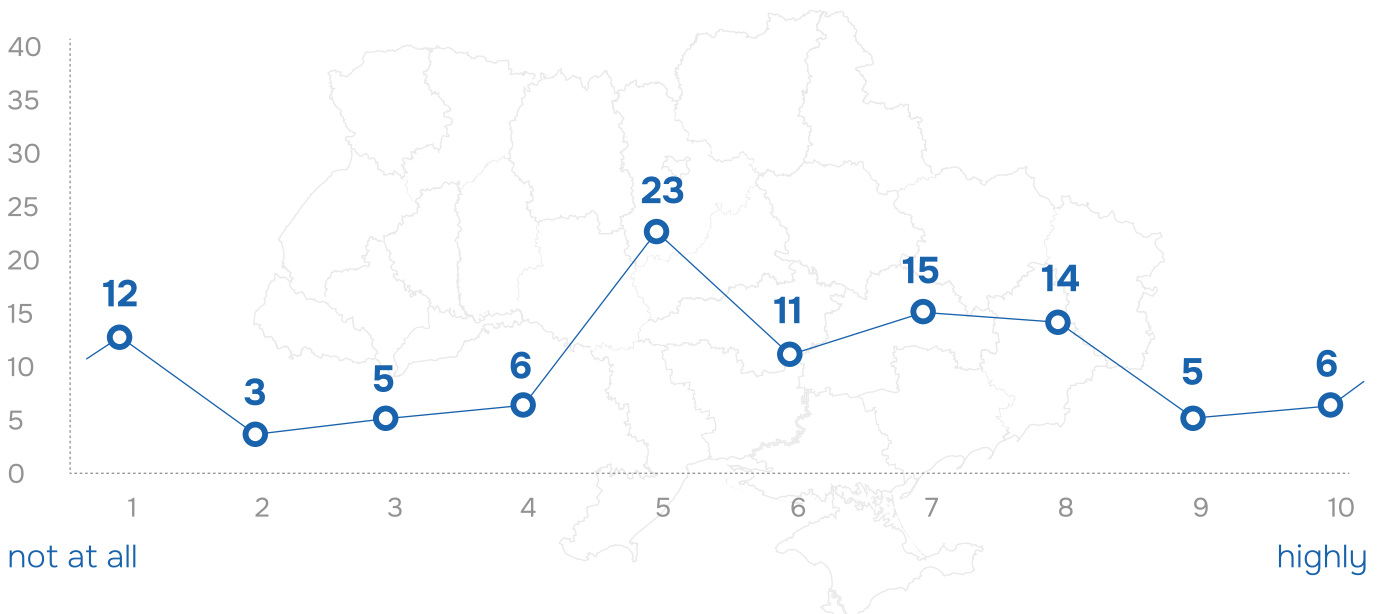


How often do you check other news sources



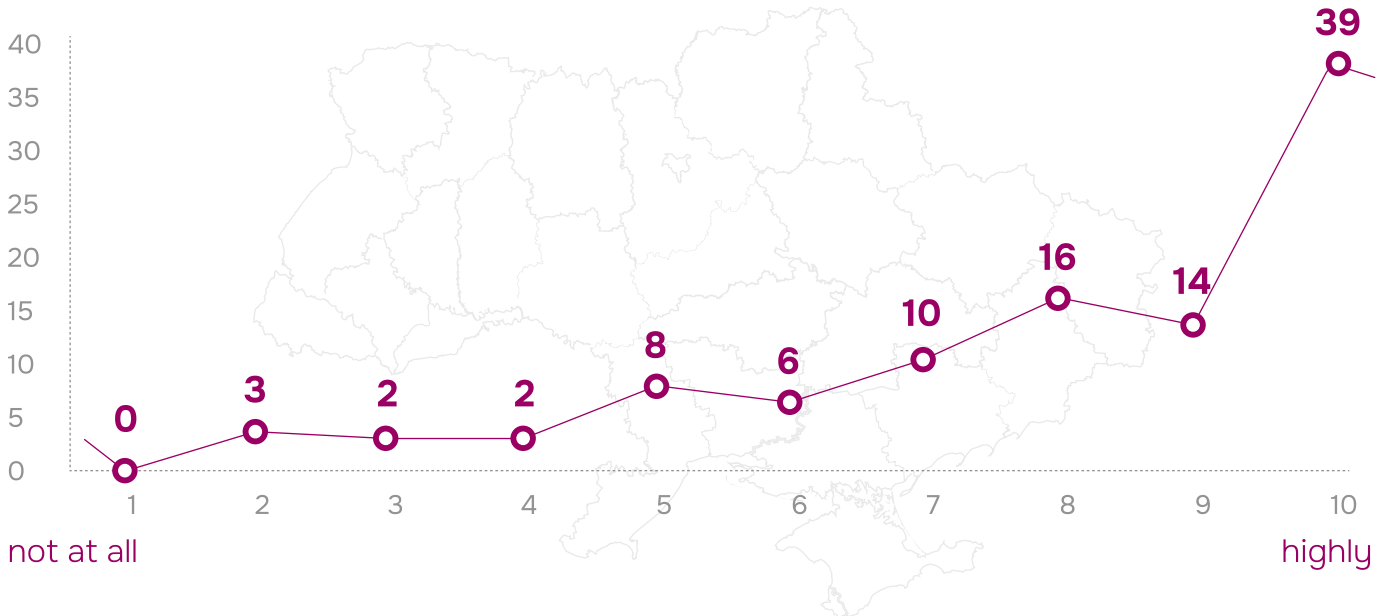
Assessing the level of democracy in Ukraine (N=400), %

Q.: In your opinion, to what extent is Ukraine a democratic country? (from 1 – not democratic at all, to 10 – highly democratic)?



Assessing the level of corruption in Ukraine (N=400), %

Q.: In your opinion, to what extent is Ukraine a corrupt country? (from 1 – not corrupt at all, to 10 – highly corrupt)?



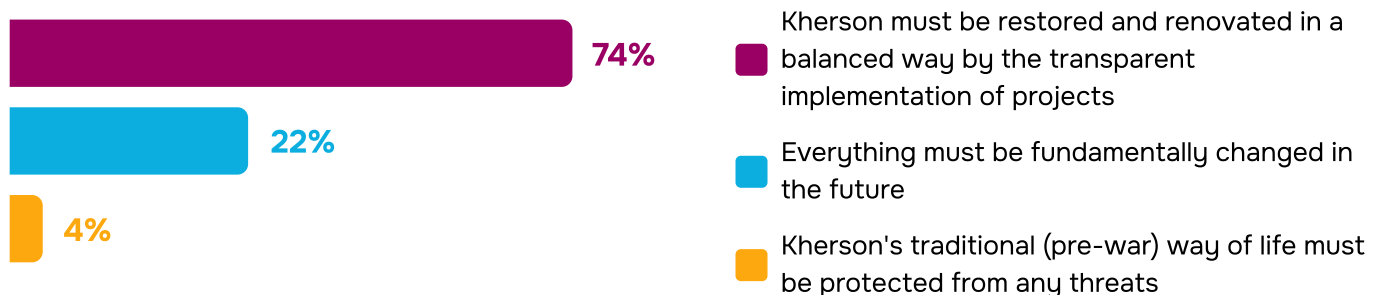
Vision of changes in Ukraine (N=400), %

Q.: Three different attitudes towards Ukrainian society are listed below. Please choose which attitude best matches your opinion.



Vision of changes in Kherson (N=400), %

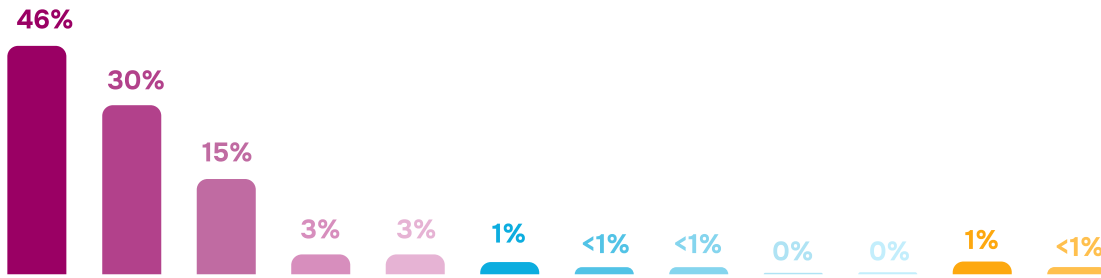
Q.: What option would you choose for Kherson and its further development?



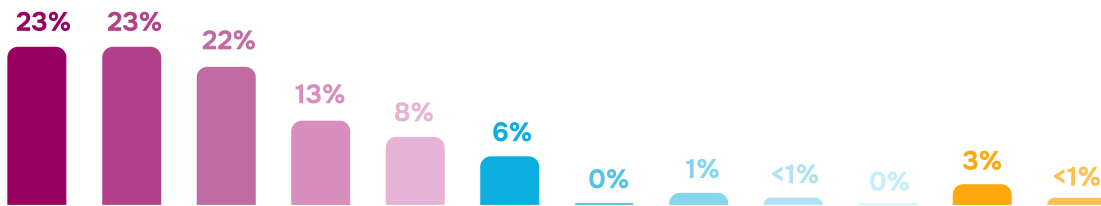
Self-identification (N=400), %

Q.: How do you identify yourself in the first, second, and third place (see the list below)?

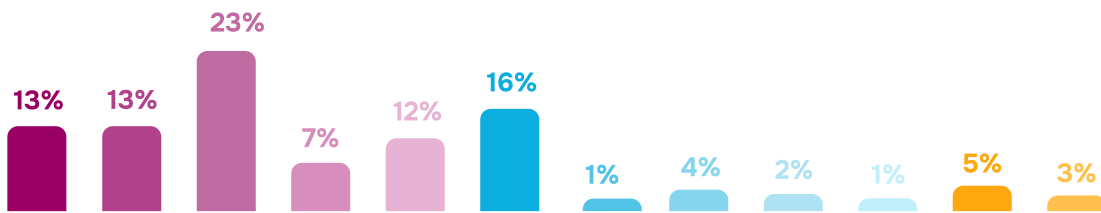
Self-identification in first place



Self-identification in second place



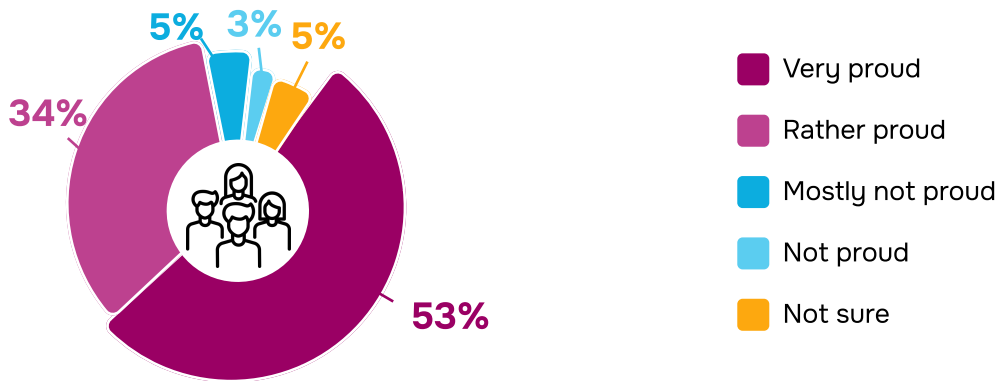
Self-identification in third place



- Kherson resident
- Ukrainian by nationality
- Citizen of Ukraine
- Resident of the Kherson region
- Southerner (resident of southern Ukraine)
- European
- Citizen of the former USSR, a Soviet person
- Resident of the world, a cosmopolitan
- Tauridia resident
- Representative of my nationality (ethnic group)
- Not sure
- None of these answers

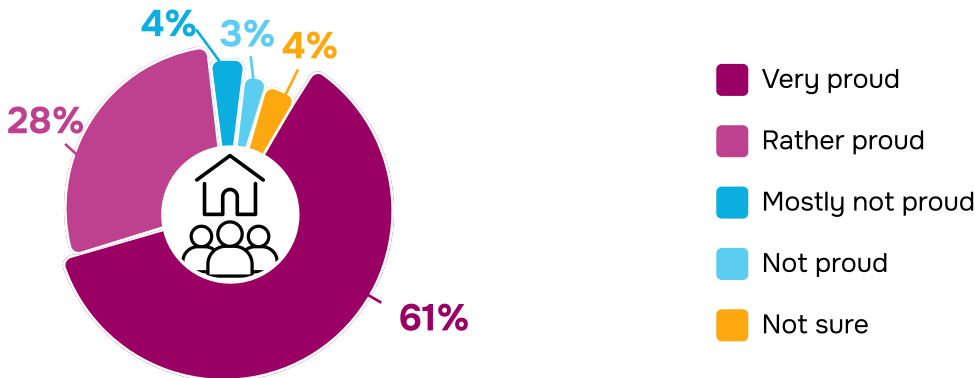
Self-identification as Ukrainian (N=400), %

Q.: How proud are you of being a citizen of Ukraine?



Self-identification as a Kherson resident (N=400), %

Q.: How proud are you of being a Kherson resident?



Involvement in the future of Ukraine and Kherson (N=400), %

Q.: In your opinion, to what extent are you involved in the future development of Ukraine?

A feeling of involvement in the future development of Ukraine



A feeling of involvement in the future development of Kherson



- Highly involved
- Rather not involved
- Not sure
- Rather involved
- Not involved

Respondents' profile

Gender



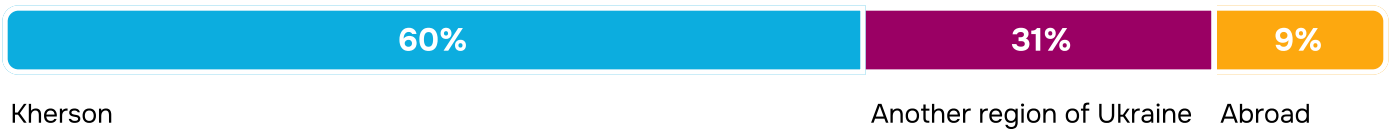
Age



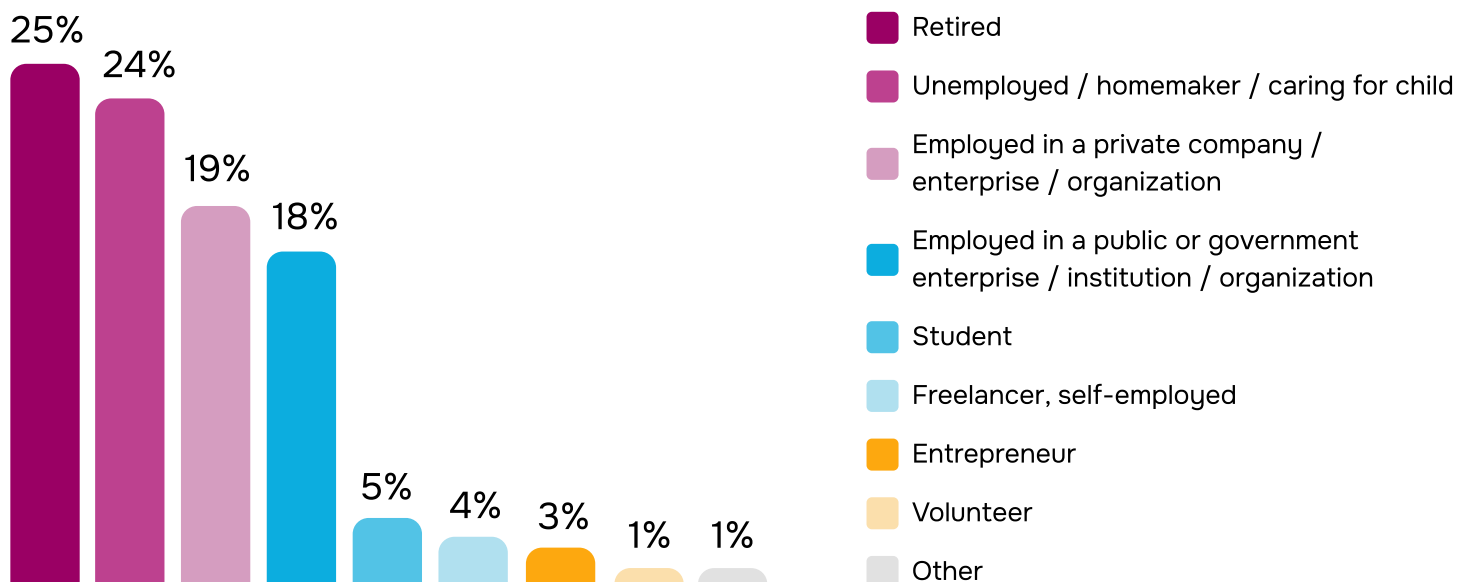
Place of residence before February 24, 2022



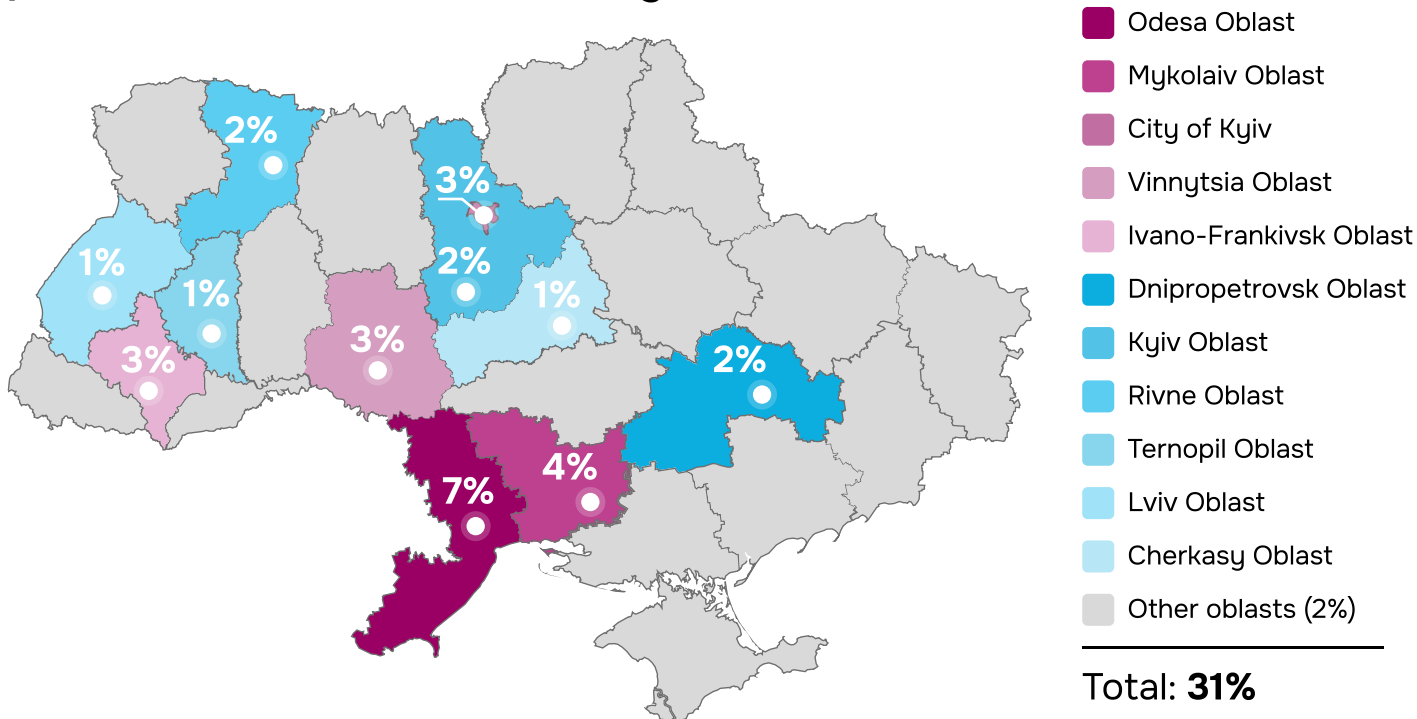
Current place of residence



Employment



Region of residence for people who changed their place of residence after 24 February 2022



Country of residence for people who changed their place of residence after February 24, 2022

