

yoUУкраїна

The anniversary of the full-scale war

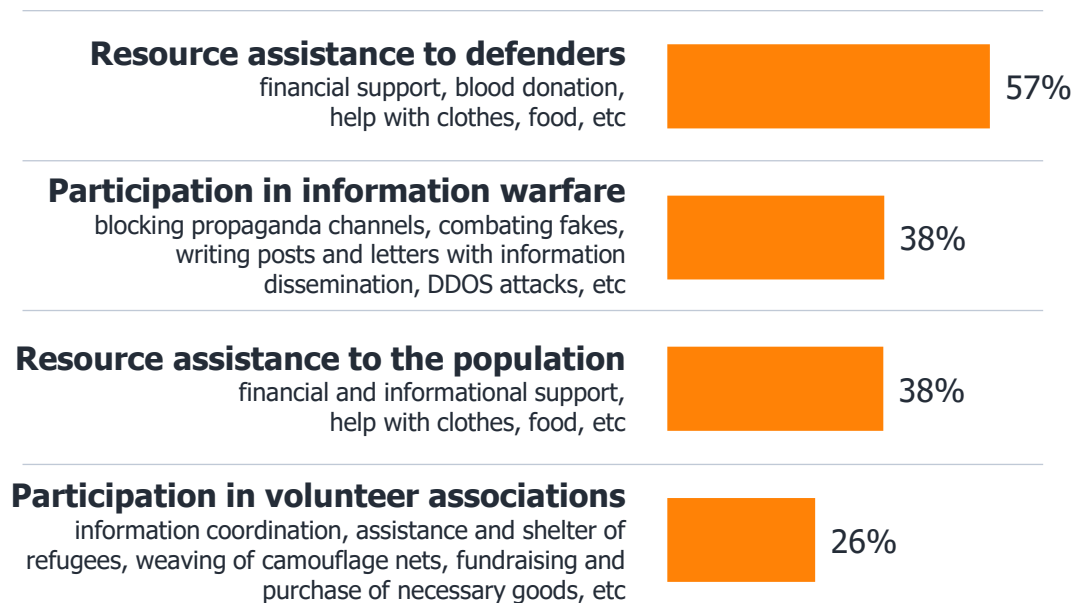


Help in the war from the population

84% have provided aid to defenders or victims of war at least once since the start of a full-scale invasion.

Most often, it is help with resources (donations, clothes, etc.).

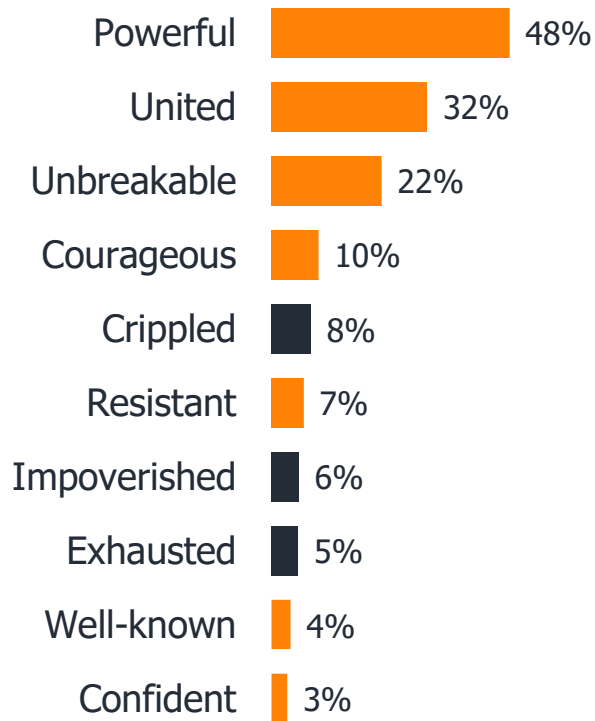
Every fourth respondent was involved in **volunteer associations**. **4 out of 10** interviewees were fighting on the **information front**



What has Ukraine become in the year since 02/24/22?

Strength, indomitability and cohesion characterize Ukraine for its citizens as they describe what the country has become in the year since the full-scale invasion.

The TOP-10 adjectives included:



What would you say to the Ukrainians

if you could address everyone
with a speech regarding the war anniversary?

33%

**Hold on,
don't give up**

“

"Fight - you will win, God helps us. Be tolerant of each other. No one is forgotten, we remember and miss! Let's hold on!"

"Hold on, my dears! A little more - and victory is ours! We must not give up, go forward and do not forget to do everything for the victory!"

30%

**We will win,
the victory is near**

“

"We will have victory. Glory to Ukraine!"

"Ukraine will win this war and join NATO and the European Union"

"Soon it will all be over, we will win. And a great future awaits Ukraine, which we must create together with you"

10%

**Gather together,
help each other**

“

"Ukrainians, we are one whole. Let's stand and help until the end"

"We are one big family, we have been through a lot this year! Together we are strong and invincible!"

"We will win only by holding hands tightly"

7%

**Work for
the victory**

“

"Do not think that the war will somehow pass you by. Work for the victory of Ukraine personally! Who can do what he can and who can where he can, everyone in their place, under no circumstances should you relax"

"Continue to help the army, volunteer, work, pay taxes"

7%

**We are
powerful!**

“

"We have become stronger this year. This experience, skills and knowledge will help us in our future life after the victory"

"We are a strong nation, and we will withstand the russian invasion"

"I'm proud of you, I'm proud to be Ukrainian!"



And also...

From other relatively common appeals to the people:

- 4% It is necessary **to fight against internal enemies, corruption**
- 4% It is necessary **to respect the defenders**, believe in the army
- 4% We have gone through difficult times, we **have not broken down**
- 3% **Wishes for peace**
- 3% **Everything will be fine**, faith in a better future
- 2% It is necessary to **stop the war**
- 1% **Life goes on**, it is necessary to live, to appreciate life
- 1% **Do not be provoked**, filter information
- 1% It is necessary to be more careful, **to analyze mistakes**

“

Don't pay bribes, live honestly, the country starts with you, and donate to the Armed Forces

“

Don't read fake news, think with your own head and help others

“

Wishes for peace, tranquility and prosperity of our country

“

Be strong, help and support the Armed Forces

“

Ukrainians have united, but not all Ukrainians remember that there is a war in the country. Now is not the time for loud parties and expensive vacations

Question: If you could address all Ukrainians now with a speech regarding the anniversary of the war, what would you say to them? (open question)

Sample: 400 interviews. Target audience: urban population of Ukraine aged 18-55 (Internet users, cities with 50,000+). Survey period: February 23 - March 1, 2023

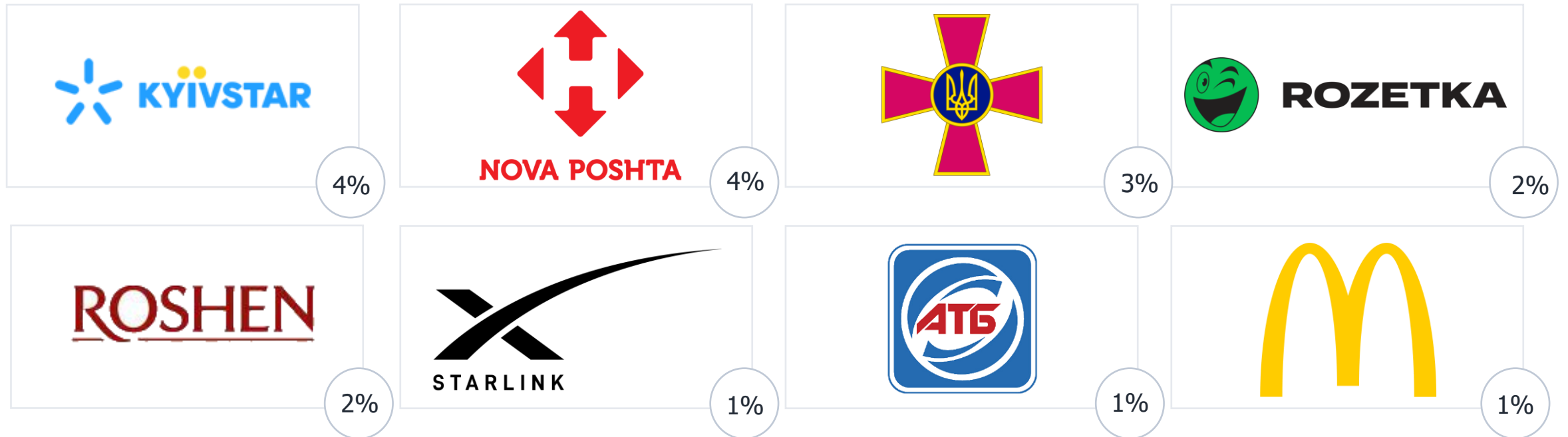
Which brand showed his best in wartime?

open question (without hint)

7 out of 10 respondents could not name a single brand that showed itself best during the war.

The leaders with at least 1% of spontaneous mentions included: **Kyivstar, Nova Poshta, Roshen, Rozetka, ATB-market, McDonald's and Starlink.**

Also, 3% indicated **the Armed Forces** when answering this question.



Expectations from brands

open question (without hint)

Price reduction is the biggest demand for brands from society. At the same time, the audience expects **high quality of goods and services**. Also, the population expects promotions, new products, environmental friendliness, honesty and social responsibility from brands.



Question: Imagine that all brands/companies present in Ukraine are focused not only on profit, but generally on the needs and expectations of their consumers/Ukrainians. What would you like or expect from your favorite brands in the future? Please write down up to 3 expectations from brands (open question)

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Priority areas of assistance from businesses and brands

The Armed Forces of Ukraine, unptotected children, the economy and medicine have the highest priority for aid from the listed list.

