



# Ukrainian media use and trust in 2023

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InMind carried out this study at the request of the international non-governmental organization Internews, implementing the Media Program in Ukraine with the financial support of the United States Agency for International Development (USAID).

November 2023

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## Annual survey using quantitative and qualitative methods of information collection

### Stage 1

Baseline focus group discussions, N=4

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Identifying new trends in media consumption

Drafting recommendations concerning changes to be introduced in the quantitative stage questionnaire, accounting for potential trends

### Stage 2

Main stage involving a nationwide survey at interviewees' homes in cities of 50K+, N~3,250

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Measuring key indicators of media consumption, trust in the media, and media literacy

### Stage 3

Interpretive focus group discussions, N=6

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Discussing the results of the quantitative stage to enrich potential analytical interpretations

### Stage 4

Focus group discussions (FGD) and in-depth interviews with special population groups:

- Rural inhabitants (2 FGD)
- Internally Displaced Persons (3 FGD)
- Refugees temporarily living abroad (refugees) (36 interviews)
- Service members located in areas of hostilities and in other field positions (20 interviews)
- Residents of territories that are under temporary occupation, besieged, and/or where there are hostilities (15 interviews)

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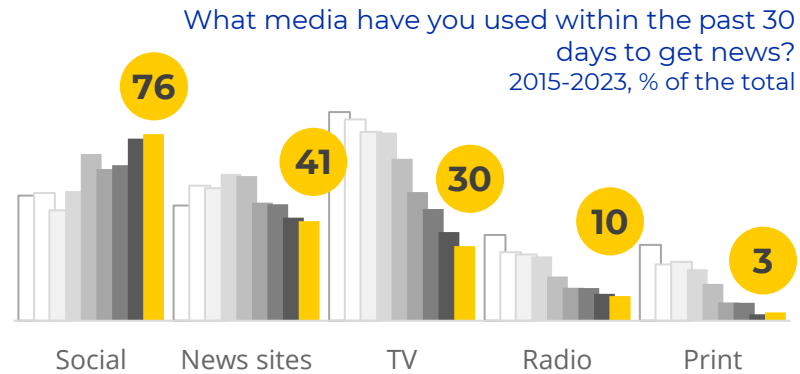
Determine the specificities of media consumption, trust in the media, and media literacy for special population groups

## Key Findings (1)

### Use of the Media

In 2023, news consumption remains at the same level as last year for all media types - except for TV consumption, which continues to decrease.

47% of Ukrainians use several types of media to get news; if they use only one source, it is usually a social network.

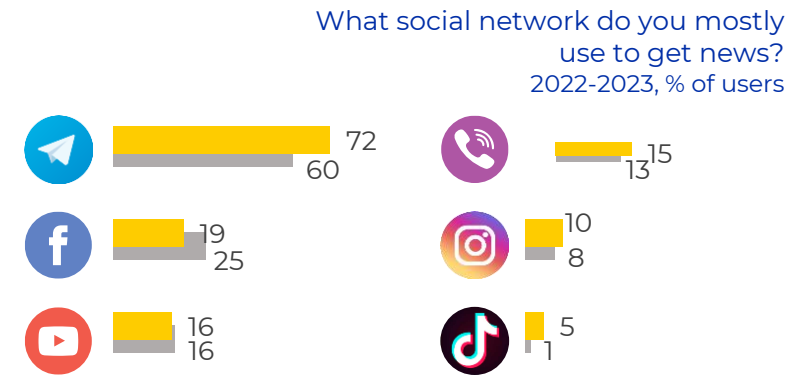


Social networks are the most popular news source among Ukrainians aged 18-35, while Ukrainians over 46 make up the majority of TV, radio, and print media news consumers.

Of the 80% of interviewees who know about the United News telethon, 45% of them watch it weekly.

1+1 / TSN is the most popular TV channel for news, and one of the popular news pages and channels on Facebook and YouTube.

In 2023, Telegram remains the main social network for communication and news consumption, showing considerable growth in both categories. In contrast, Facebook has seen a decline in audience reach and news consumption. Viber shows increased audience reach, but news consumption statistics remains unchanged from 2022. TikTok has increased both in terms of communication and news.



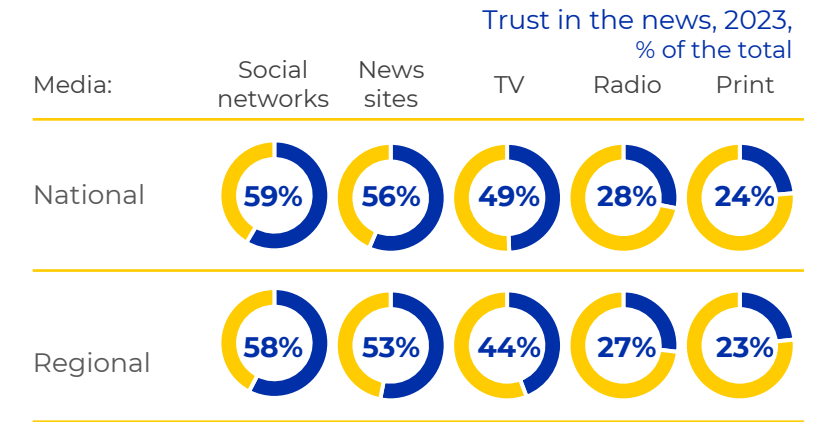
The number of those who use the internet every day increases every year. In 2023 the figure was 89%, with 98% of young people aged 18-35 reporting that they use the internet every day.

87% of the audience use smartphones to consume news, while among young people aged 18-35 this figure is 97%.

### Trust in the Media

The most trusted news sources are the most popular – 59% of interviewees trust news on social networks, 56% trust national news online, and 49% trust national television news.

In 2023, the level of trust in both national and regional radio increased, as did trust in print media. The main reasons for growing trust in radio were the disappearance of pro-Russian radio stations, the absence of Russian music, and increased presence of the news content on music stations.



(share of those who fully trust or mostly trust them)



## Key findings (2)

National news consumption decreased significantly for all types of media this year, most of all for print media.

## Social networks audience - 76% of the total

What social networking news pages/channels have you read/watched within the past 30 days? (among consumers of social networks)

Social networks	2015	2016	2017	2018	2019	2020	2021	2022	2023
National								77%	63%
Regional								62%	61%
International								20%	16%

The most popular news outlets on social networks:

- Telegram – Trukha Ukrainyina, Ukrayina Seichas, Lechen pyshe, TSN news;
- Facebook – TSN, Ukrayinska Pravda, Suspilne Novyny;
- YouTube – STERNENKO, 24<sup>th</sup> Channel, TSN, Ukrayinska Pravda;
- Viber – Blyskavka, Krayina.Info.

Ukrainians mostly follow bloggers and opinion leaders such as Serhii Sternenko, Serhii Prytula, Volodymyr Zelenskyy.

## News sites audience - 41% of the total

What news sites have you visited in the past 30 days? (among online media consumers)

News sites	2015	2016	2017	2018	2019	2020	2021	2022	2023
National	93%	91%	90%	92%	89%	84%	85%	83%	69%
Regional	28%	31%	31%	42%	33%	29%	27%	55%	54%
International					11%	19%	24%	24%	19%

The most popular sites for getting the news are Ukr.net, UNIAN (unian.net), 1+1/TSN (1plus1.ua, tsn.ua) and Ukrayinska Pravda (pravda.com.ua).

Regional news sites are more popular among the residents of eastern regions.

## Television audience - 30% of the total

Which TV channels have you watched for news over the past 30 days? (among TV consumers)

TV	2015	2016	2017	2018	2019	2020	2021	2022	2023
National	99%	99%	99%	99%	99%	95%	94%	89%	78%
Regional	43%	44%	39%	45%	30%	28%	27%	44%	45%
International					4%	10%	8%	11%	7%

The leaders in national news broadcasting are 1+1, ICTV, STB, and Inter. Residents of westerns regions get the news from national television channels more often than those living in other regions.

## Radio audience - 10% of the total

What radio stations have you listened to in the past 30 days? (among radio consumers)

Radio	2015	2016	2017	2018	2019	2020	2021	2022	2023
National	87%	90%	93%	92%	91%	82%	76%	69%	58%
Regional	27%	28%	25%	27%	22%	27%	31%	56%	58%
International					2%	6%	6%	8%	6%

Radio news consumers listen to both national and regional radio stations. The most popular national radio stations for news are Lux FM, HIT FM, and Ukrayinske Radio.

## Print media audience – 3% of the total

What print media have you used to read the news within the past 30 days?(among print media consumers)

Print	2015	2016	2017	2018	2019	2020	2021	2022	2023
National	61%	55%	50%	58%	56%	45%	54%	42%	22%
Regional	63%	70%	68%	69%	65%	67%	57%	71%	81%
International					2%	7%	7%	11%	5%

Print media's audience is small, consisting mostly of Ukrainians over 56 years old.

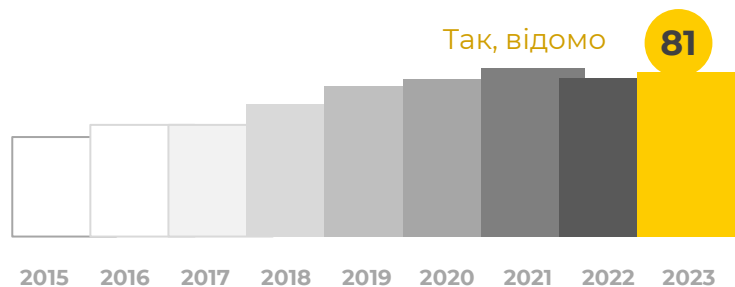
## Key findings (3)

### Media literacy

In 2023, interviewees' awareness of hidden advertising remained at the same level as in 2022, but the share of interviewees who believe they can identify such content decreased from 72% to 67%.

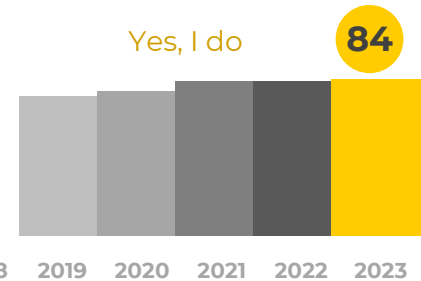
According to interviewees, one of the most frequent signs of news authenticity is the reliability of the source – 37% of the interviewees pay attention to this. However, 42% of interviewees trust their favorite media “by default” or use their gut senses to assess the news.

Do you know that media sometimes publish hidden advertising presented as regular content? 2015-2023, % of the total



84% of interviewees are aware disinformation exists and most believe that they can identify it. At the same time, 57% of the audience thinks disinformation is not a critical problem.

Do you know that media sometimes publish disinformation? 2019-2023, % of the total



### Disinformation

The share of people who had heard prevalent false narratives ranged from 56% (“Western sanctions have no effect”) to 26% (“Ukrainian authorities provoked a divide in the Christian church”).

According to interviewees, the most believable narratives were: “Western sanctions have no effect,” “Western weapons and assistance are not used for their intended purpose,” and “Corrupt Ukrainian authorities want the war to go on for personal gain.”

The least believable narrative is about the impossibility of Ukraine’s victory over Russia because it is a very large and powerful country.

About 40% of interviewees discussed those narratives with their friends and families.

They shared similar narratives most frequently to find out what others think about such information.

### War coverage in the news

Most interviewees – 74% – believe that they get enough or even too much content about the war.

65% of the audience trusts news about the war, believing it to be timely, reliable information and it adequately analyzes the events of the war.

Despite the ongoing war, people say that they are not tired of the news about it – in 2023 this figure reached 58%.

### Russian media

Personal consumption of Russian media continues to decline – only 8% of the interviewees used Russian media in 2023.

The share of Russian media consumers in respondents’ personal networks has also decreased significantly – down to 16%.

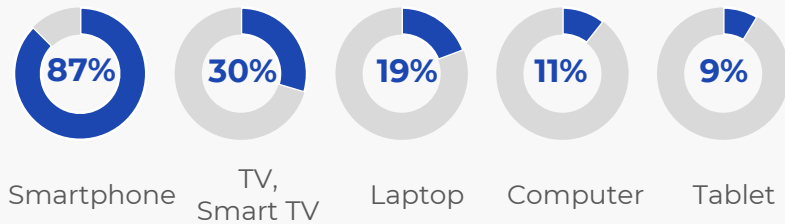
The main reason for using Russian media is to find out what they say about Ukraine.

Ukrainians still use Russian social networks (5%) and news sites (3%) to get the news, but the level of trust in those media is quite low.

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# Media Consumption

## Devices used to get news

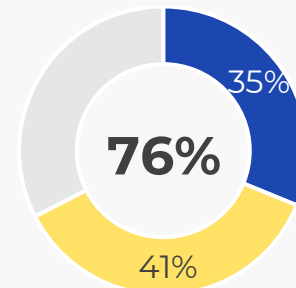


In 2023, the majority of interviewees (76%) gets the news from social networks and one in three Ukrainians only turns to social networks for news.

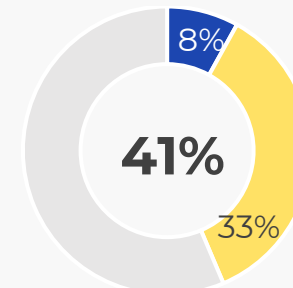
About 40% of the audience gets the news from news websites, 30% - from TV. Radio and print media are hardly ever used as the main source of news.

Most interviewees use their smartphones to get the news.

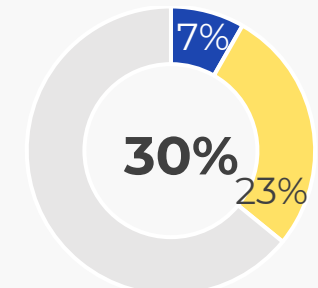
## Monthly use of media for getting news



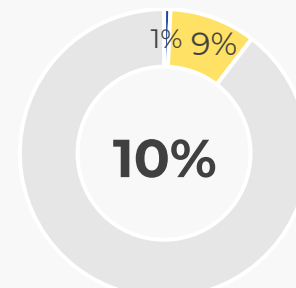
**Social media**



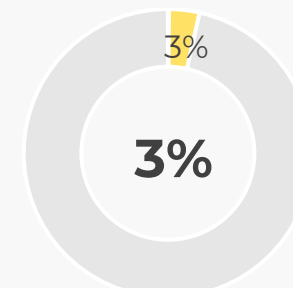
**News sites**



**Television**



**Radio**



**Print media**

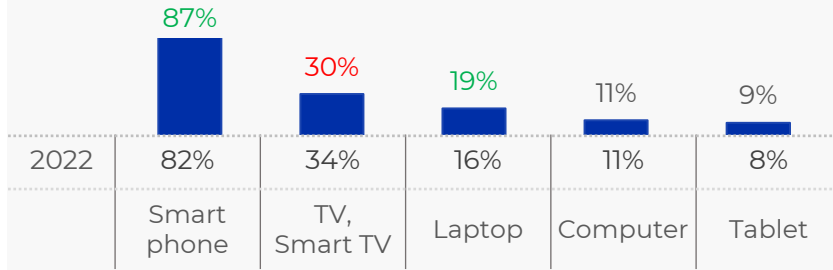
- Only this source
- Together with other news sources
- Not used at all

**Questions:** What media have you used in the past 30 days to receive the news?  
 Which of the following devices have you used in the past 30 days to receive the news?

**Base:**  
 Total sample, N=1,534



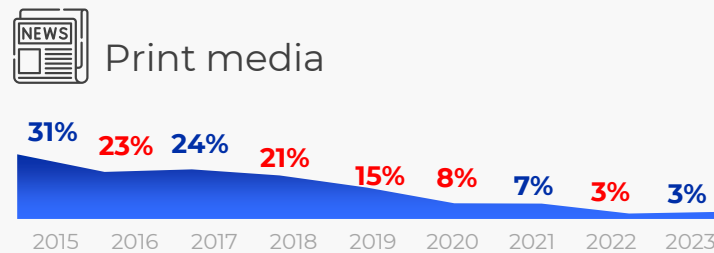
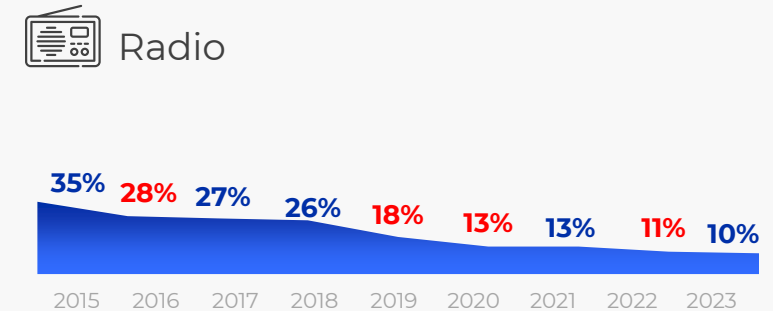
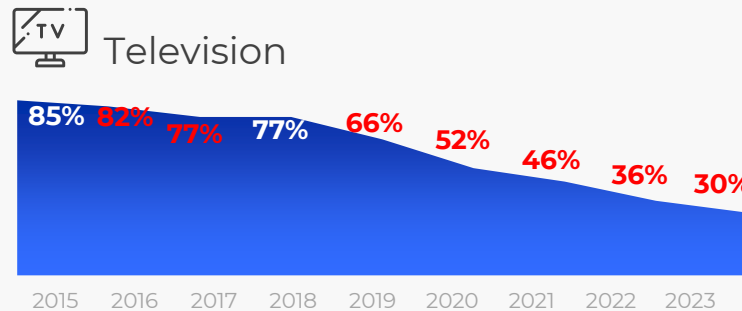
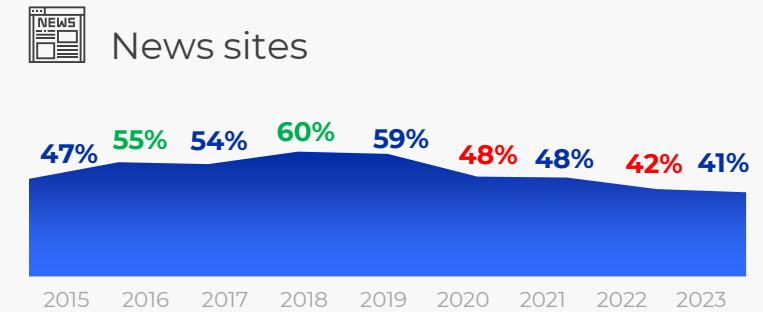
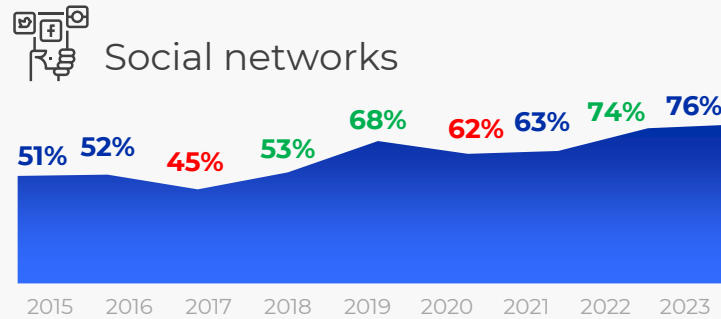
## Devices used to get news



News consumption by types of media remained at the same level as last year for all media except TV, which continued to decrease.

The main trend, as in recent years, continues to be getting news from social networks via smartphone.

## Monthly use of media in 2015-2023 to get news



### Questions:

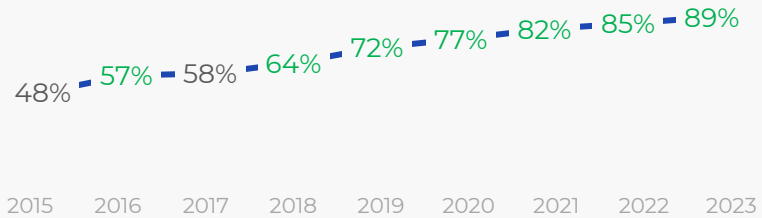
What media have you used in the past 30 days to get news?

### Base:

Total sample, 2015-2021 N~1,600/wave  
 2022 N~1,450  
 2023 N=1,534

x / x – significantly more/ less at 95% as compared to the previous wave

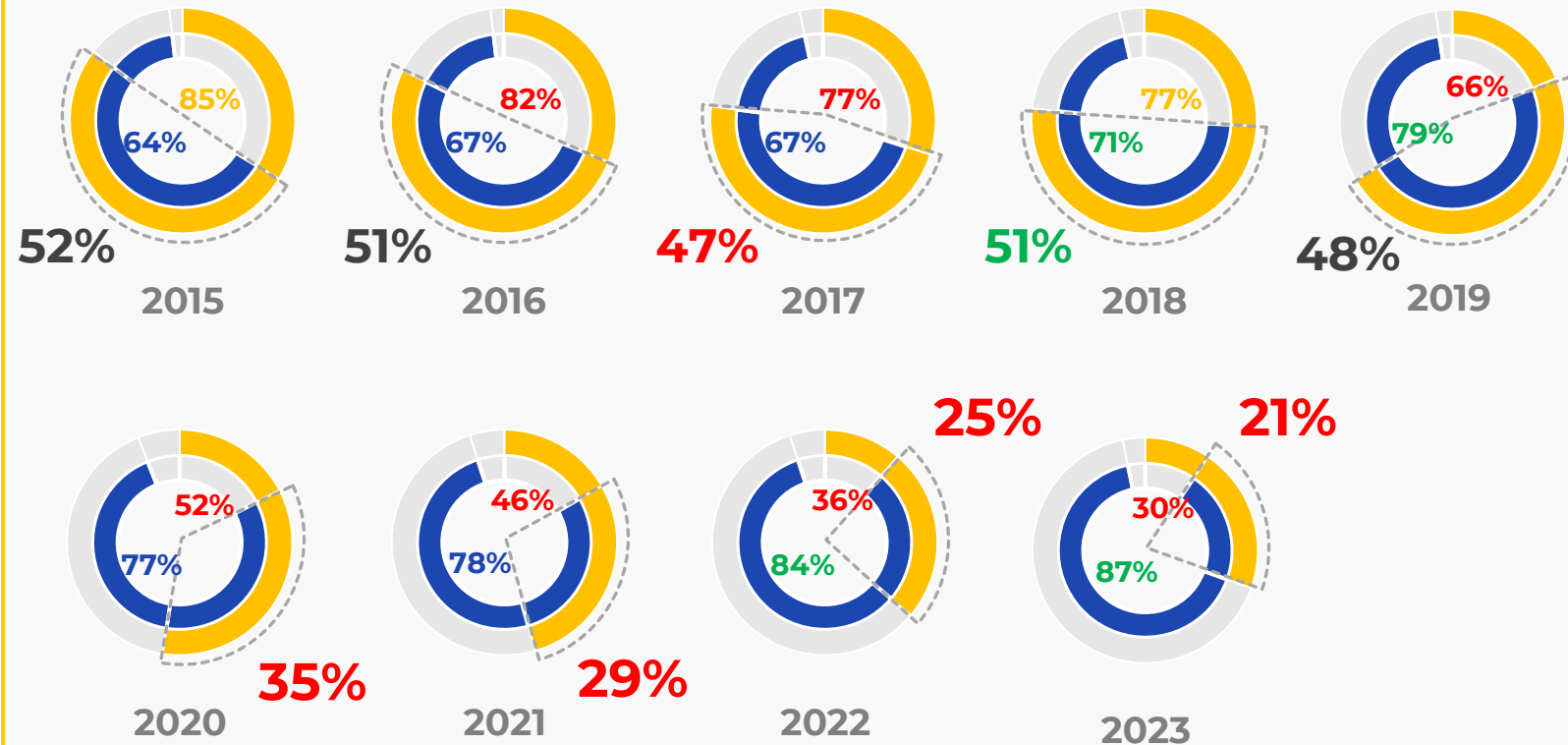
## Daily internet use



The number of daily internet users continues to grow from year to year. In 2023, this figure reached 89%, and among people aged 18-35, 98% reported daily internet use.

Internet (news sites and social networks) news consumers who do not watch the news on TV make up 66% of the audience.

## Monthly use of media to get news



■ Television ■ News sites, social networks - - - TV, news sites, social networks in total

### Questions:

How often do you generally use the internet? - % of daily users  
What media have you used in the past 30 days to get news?

### Base:

Total sample, 2015-2021 N~1,600/wave  
2022 N~1,450  
2023 N=1,534

x / x – considerably more/ less at 95% as compared to the previous wave

(by focus groups results)



There is a significant decrease in news consumption among focus group participants, compared to the beginning of the war when they followed the news 24/7. Interviewees are gradually returning to every day concerns related to their personal lives and to the permanent jobs they might have lost when the war began. The situation at the frontline has stabilized and there is finally confidence that *“Ukraine will win.”* On average, interviewees spend 2-3 hours a day getting the news.



Focus group participants primarily use their smartphones to get news and their main news source is Telegram channels. Additionally, they use other social networks, different sources on YouTube (various TV channels, opinion leaders’ and experts’ personal channels), and online news sites.



Older Ukrainians watch TV to get the news. The number of older Ukrainians also using Telegram channels for the news is on the rise. Middle-aged interviewees consume TV news in certain situations - at breakfast, dinner, or on the weekend. The youngest interviewees reported rarely watching TV or not having one at all.

In terms of usage, laptops and tablets are in third place used by interviewees for work or study.

Radio takes last place. It is used primarily in transport (personal cars, taxis, minibus). Interest in radio grew considerably during blackouts when it was the only source of information.

(specificities of special population groups during focus group discussions and in-depth interviews)



## INTERNALLY DISPLACED PERSONS IN UKRAINE

Internally displaced persons have adapted to their new places of residence, found jobs, are able to pay rent on their own, and have all the same devices that they used in their houses prior to the war and relocation. Their media consumption today is almost indistinguishable from the media consumption of area residents.



## INHABITANTS OF OCCUPIED TERRITORIES and/or WHERE THERE ARE HOSTILITIES

Interviewees get necessary and important information through Telegram news channels. Residents of occupied territories don't have access to Ukrainian television but are able to watch Ukrainians news on YouTube. They also have no access to Ukrainian radio, but according to the interviewees, it is not a relevant source for getting news.

The main device for consuming news is still a cell phone. This is due to a sense of security because in critical circumstances, a cell phone is easy to "clean" - in a few clicks one can remove dangerous applications, information channels, clear the search history, and protect themselves. Some interviewees have a separate phone for getting news. Convenience also plays an important role – a cell phone is always at hand and can be easily charged with a power bank and taken to the shelter in case of missile attacks.

(specificities of special population groups during focus group discussions and in-depth interviews)



## REFUGEES ABROAD

The vast majority of interviewees prefer Ukrainian news sources and completely or partially ignore news from their current countries of residence (except for news about refugees, rallies, and gatherings of Ukrainians). The language barrier often prevents people from consuming local news. In addition, interviewees are largely not interested in their host country's internal politics, and the war in Ukraine is covered less and less by the news abroad and it becomes more generalized over time.

The most popular device for the news is a smartphone, in particular, because of its accessibility, as a significant number of refugees do not have a TV in their place of residence or own other devices. Only those who live with “hosts” (local residents) watch host country television.



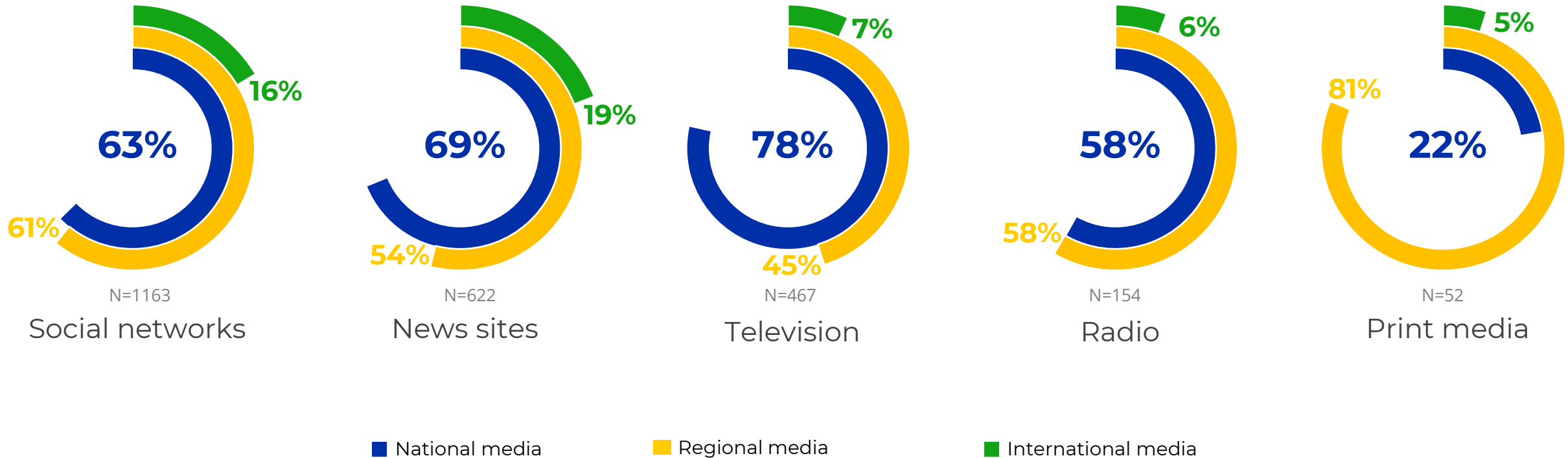
## SERVICE MEMBERS

Soldiers on the front line do not have the opportunity to consume news on a daily basis because they perform combat missions and keep their devices turned off. In these cases, they get news only after they return (after 1-8 days). Soldiers in the rear have consistent access to news and consume it every day.

Most soldiers use smartphones to get news. On the front line, there are no difficulties accessing news thanks to Starlink and mobile internet, which is available even in destroyed villages. Laptops and tablets are in second place – they are often used for military tasks and then after work for consuming news. Only a few interviewees mentioned TV, which they watched ad hoc during vacations. For many soldiers, the commander or press service of their unit/battalion, if available, is considered an important source of information.

Interviewees who get their news from social networks and radio rely on national and regional sources equally. Interviewees who prefer television and news sites turn to national sources more often than regional ones, while those who consume print media largely use regional sources.

## Breakdown of media types used by news consumers



**Questions:**

What social media news pages/channels have you visited in the past 30 days?  
(SIMILAR QUESTION FOR SITES/ONLINE SOURCES, TV RADIO AND PRINT MEDIA)

**Base:**

Consumers of news from this type of media

## 2015-2023



Social networks



News sites



Television

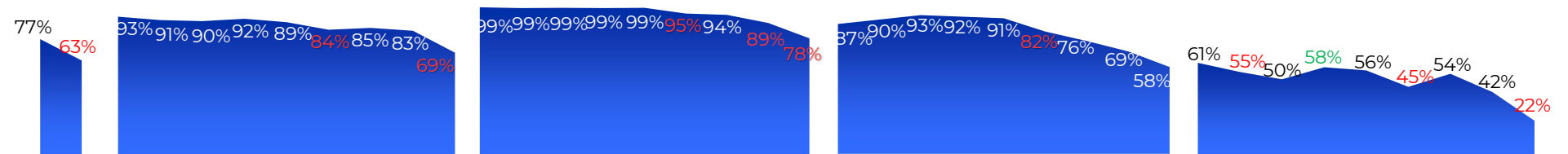


Radio

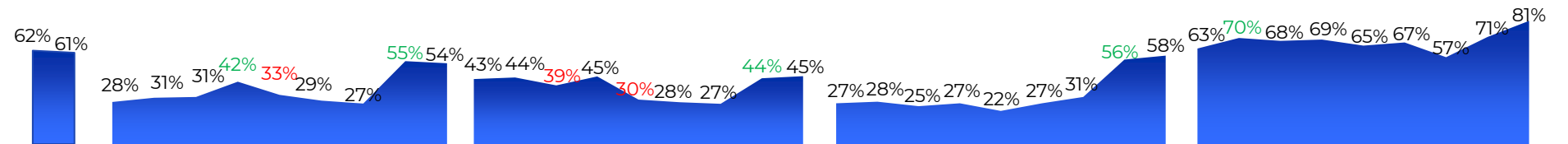


Print media

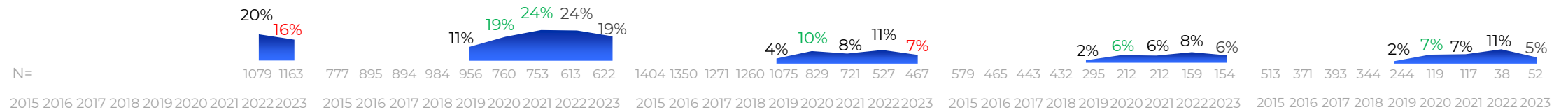
### National



### Regional



### International



N=

1079 1163 777 895 894 984 956 760 753 613 622 1404 1350 1271 1260 1075 829 721 527 467 579 465 443 432 295 212 212 159 154 513 371 393 344 244 119 117 38 52

#### Questions:

What social media news pages/channels have you visited in the past 30 days?  
(SIMILAR QUESTION FOR SITES/ONLINE SOURCES, TV RADIO AND PRINT MEDIA)

#### Base:

Consumers of news from this type of media

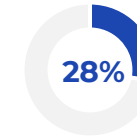
x / x – significantly more/ less at 95% as compared to the previous wave



## News sites

What national websites do you visit most often? Indicate up to three sites.

	2022	2023
<b>News services</b>		
Ukr.net / (Ukr.net)	14%	12%
UNIAN (unian.net)	10%	7%
Google	33%	5%
<b>Websites</b>		
TSN (tsn.ua) / 1+1 (1plus1.ua)	21%	12%
Ukrainska pravda (pravda.com.ua)	8%	8%
24th channel (24tv.ua)	2%	5%
Censor.net (censor.net)	2%	5%
Korrespondent (korrespondent.net)	4%	3%
Obozrevatel (obozrevatel.com)	2%	3%
Ukrinform (ukrinform.ua)	0,3%	2%
RBK-Ukrayina (rbc.ua)	1%	2%
Novyny Ukrayiny (mediaua.com.ua)	5%	2%
Suspilne (suspilne.media)	0,1%	2%
Fakty (fakty.ua)	3%	1%
Liha.net (liga.net)	3%	1%
Hromadske. TV (online)	5%	1%



Consumption of news on national websites

**Question:**  
 What national websites do you visit most often? Indicate up to three sites.

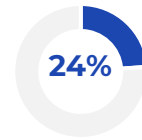
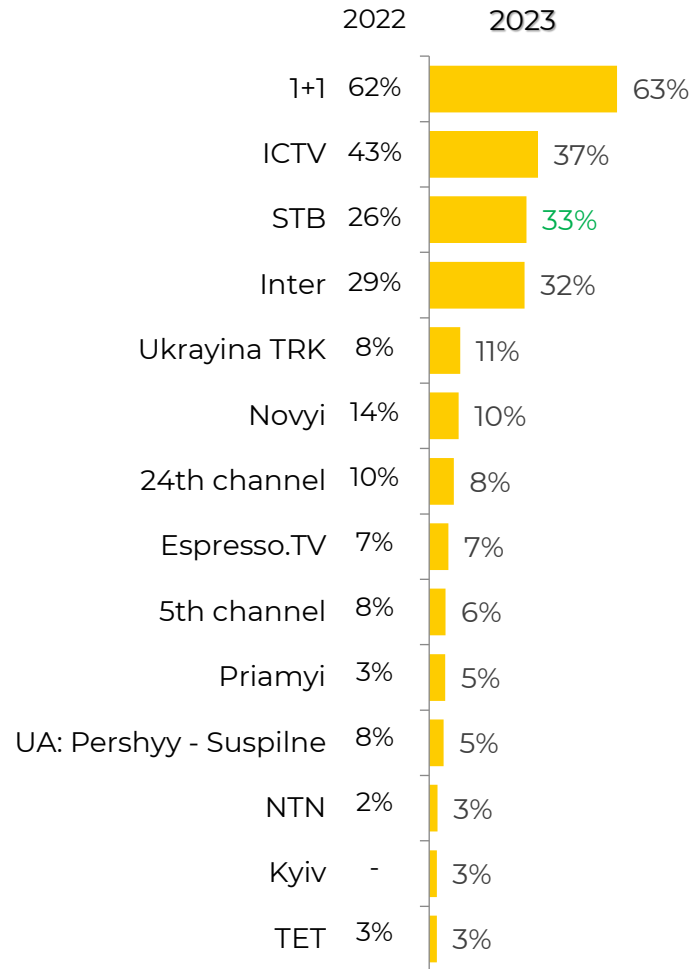
**Base:**  
 Consumers of news from this type of media  
 2022 N=511, 2023 N=428

x / x – significantly more / less at 95% as compared to the previous wave





What national TV channels do you watch most often for news?  
Indicate up to three channels.

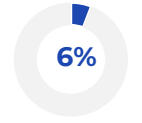
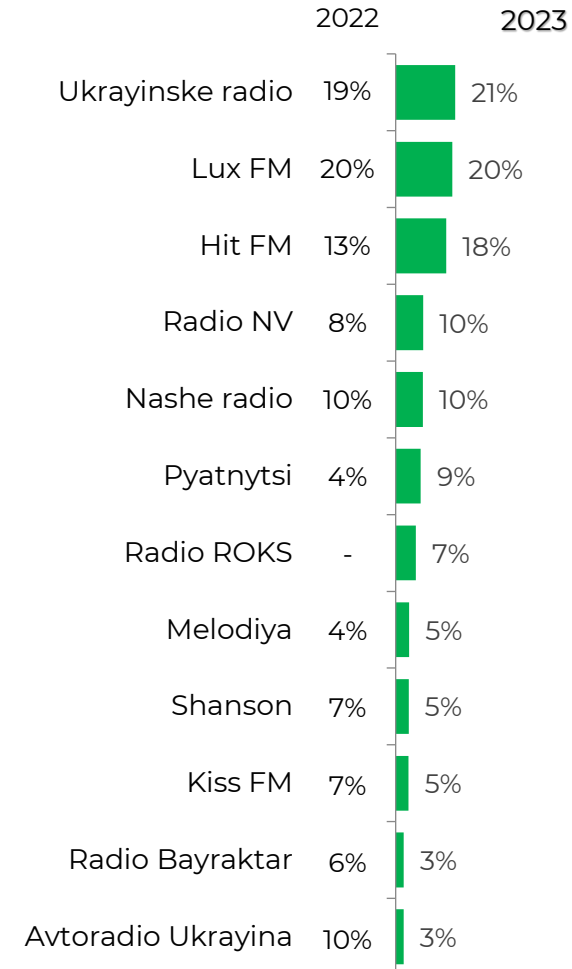


Consumption of news on national TV



## Radio

On what national radio stations do you listen to the news most often? Indicate up to three stations.



Consumption of news on national radio

### Questions:

Name up to three national TV channels on which you watch the news most often.  
Name up to three national radio stations the news on which you listen to most often.

### Base:

Consumers of news from this type of media  
Television, 2022 N=468, 2023 N=367  
Radio, 2022 N=109, 2023 N=90

x / x – significantly more/ less at 95% as compared to the previous wave **17**

(by focus group results)



Before the war, interviewees generally were not interested in the news and spent very little time consuming it – most of their time was spent on entertainment content. After the start of the full-scale invasion, Ukrainians completely changed and began regularly consuming information about the war from various sources.

After a year and a half of war, interviewees feel addicted to war-related news, but report reacting more calmly to news of tragic events. Most have reduced their consumption of news about the war, are more careful in selecting information, and refuse to use sources that duplicate information (“*I no longer read everything in a row, as I used to, but filter the news.*”) Interviewees said that since the war began, the quantity of false news in the media space increased (most notably on Telegram channels), and in response they unsubscribed and unfollowed sources of such content. Interviewees gradually have begun to return to entertainment content, which they say helps to distract them from negative news.

Overall interest in the news remains at a high level compared to the pre-war period.

Interviewees recognize and appreciate quality information and most participants note that all media censor some information. Interviewees view this with understanding as they believe it necessary to avoid helping the enemy and inciting panic among the civilian population.

(specificities of special population groups during focus group discussions and in-depth interviews)



## INTERNALLY DISPLACED PERSONS

Internally displaced persons have adapted to their new places of residence and follow both the news of their current areas and national news. Interviewees who moved from government-controlled areas closely follow the news about their hometowns, as they plan to return home. They have no difficulties finding such news, as they subscribe to relevant regional Telegram channels or receive information from their friends and acquaintances who stayed there. People who moved from non-government-controlled areas most often do not have access to the news of their cities or villages.



## INHABITANTS OF OCCUPIED TERRITORIES and/or WHERE THERE ARE HOSTILITIES

After the full-scale invasion, getting the news has become a mandatory ritual for those living in the occupied territories as information directly affects their safety and quality of life. Most interviewees are interested in their local and regional news as well as news from the frontline.

Today, there are no problems obtaining information; everyone has access to the information they need. People feel overwhelmed by the news and say that there is no need for additional news sources. Additionally, over the past year and a half, people have adapted to using VPN services, and it has become a normal routine for to use them.

Interviewees living near the frontline spend less time on national news and are more focused on consuming news related to specific areas of the frontline in order to monitor the contact line's movement.

(specificities of special population groups during focus group discussions and in-depth interviews)



## REFUGEES ABROAD

Many interviewees report their news consumption has decreased due to a lack of time from starting new jobs, enrolling children in school, and other activities. However, interviewees say staying up to date with news about Ukraine is important for staying in the “Ukrainian context” and maintaining one’s national identity. Limiting consumption most often takes the form of reducing the number of sources to two or three. At the same time, using personal contacts as sources of news (receiving information from friends and acquaintances who remain in Ukraine) has become more important.



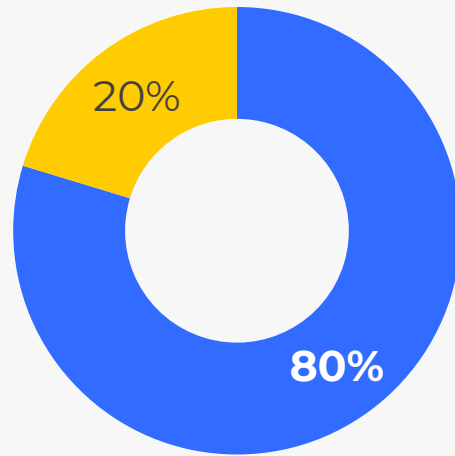
## SERVICE MEMBERS

Before mobilization, interviewees’ news consumption was diverse, but after mobilization, it sharply decreased due to the lack of free time. Military personnel devote limited time to news consumption - no more than one hour (maximum two) per day - and use a limited number of sources (usually one main source plus one additional source).

Military personnel on the front line say that after several days without communication, the getting the news is like a breath of fresh air. When there is no access to the news for several days, they feel anxiety. (*“When we return from the front line, we immediately turn on our phones and read the news.”*)

Among the 80% of interviewees who know about the United News telethon, 45% of them are weekly viewers and 10% watch it several times a month.

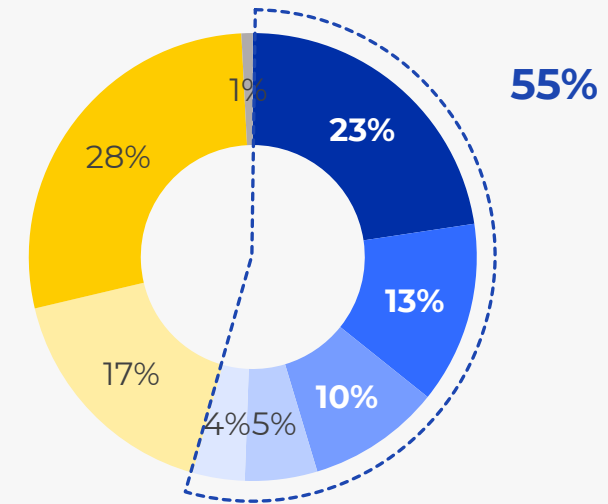
## Awareness of the United News telethon



■ Aware ■ Unaware

Among those aware

## Viewing frequency of the United News telethon



■ It is difficult to answer ■ Every day  
■ I did not watch it before, and I don't watch it now ■ 2-4 times a week  
■ I used to watch it, but I don't watch it now ■ Once a week  
■ Several times a month  
■ Once a month or less

### Questions:

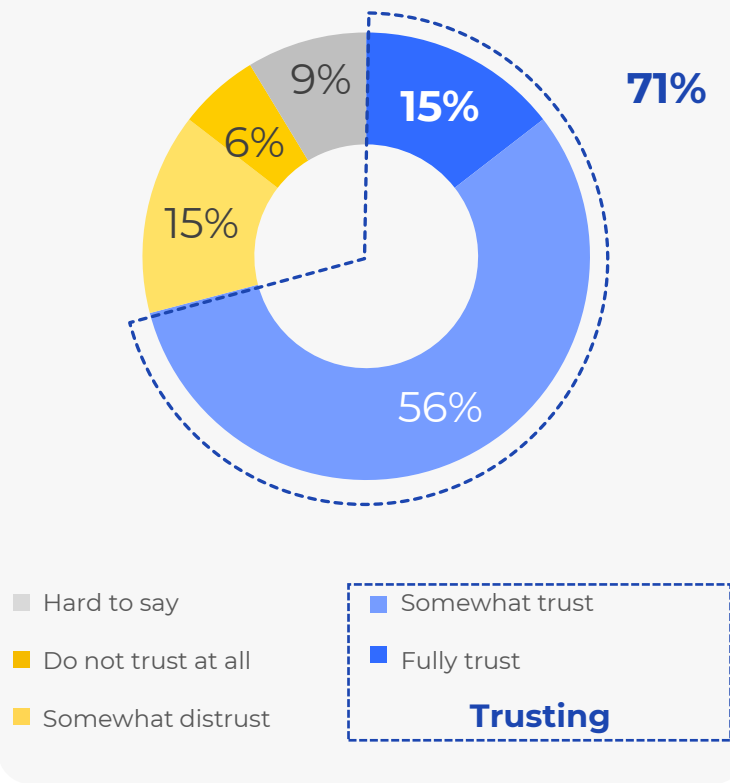
Did you know that with the beginning of Russia's full-scale invasion of Ukraine, Ukrainian TV channels united and launched a joint information telethon United News #UA Together?  
Do you watch the United News #UA Together information telethon?

### Base:

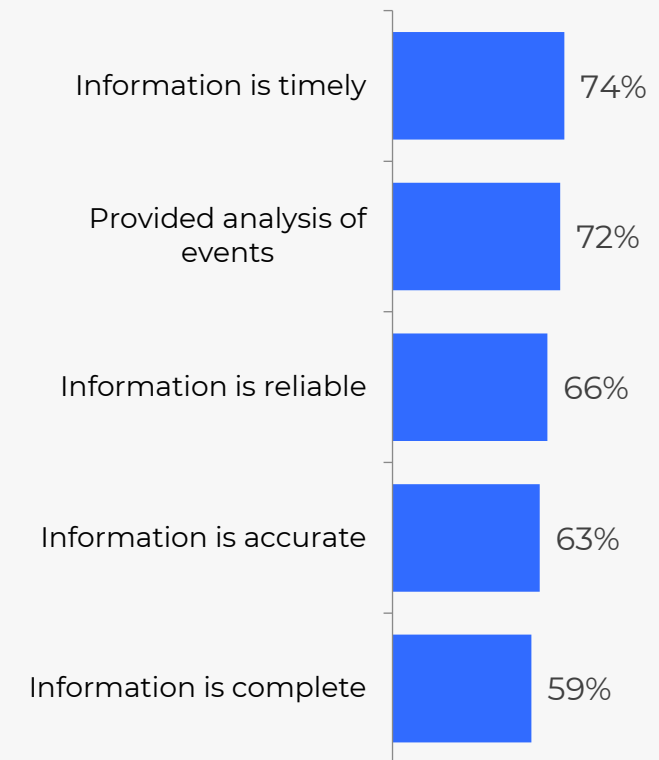
Total sample, N=1,534  
Those aware of the telethon, N=1,223

Telethon viewers indicate that they have a high level of trust in the news it provides. They praise the telethon’s timeliness, information reliability, and the quality of its analysis of events.

## Trust in the United News telethon



## Assessment of the quality of news on the United News telethon



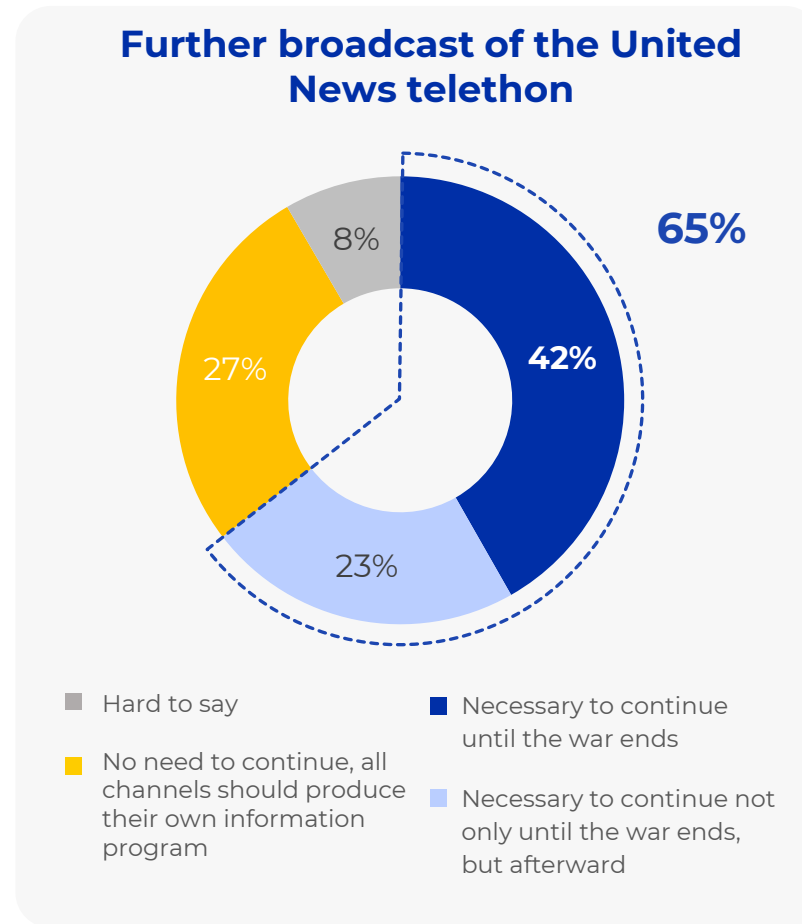
**Questions:**

To what extent do you trust the news provided in the United News telethon?  
Please, rate whether the news reports provided in the United News telethon meet the following criteria? - % of those who agree completely or in part

**Base:**

Telethon viewers  
(those who watch it now and those who used to watch it in the past) N=872

65% of telethon viewers say it is necessary to continue broadcasting the telethon.



**Question:**  
What is your attitude to further broadcast of the United News telethon?

**Base:**  
Telethon viewers  
(those who watch it now and those who used to watch it in the past) N=872

(by focus group results)



The national telethon is a source of information for middle-aged and older interviewees, while younger interviewees either do not know about it or do not watch the telethon at all. Viewers have a positive attitude towards the telethon and trust it for the following reasons: it is an official source of information, live broadcasts are made on scene, information is presented concisely, a variety of experts are invited to participate, it is available 24/7, hosts and TV channels are regularly changed, the news is unified and there is no influence of channel owners on the coverage of events, the telethon raises Ukrainians' spirits and unites society.

At the same time, interest in the telethon is declining because, according to interviewees, it lacks efficiency (compared to Telegram channels), information is censored, embellished, or presented in an overly patriotic way, content is repeated throughout the day, and there is a lack of more positive news not related to the war (such as about history, culture, education, and art).



As for the need to continue the telethon, interviewees were divided. Those who want the telethon to keep broadcasting at least until the end of the war say that for many people (especially older people) it is the only continuous source of information. They also appreciate that journalists united for the sake of one goal within the telethon, while before the war, TV channels were hostile to each other. Those who want channels to return to their own broadcasting grids believe that the telethon has already done its job and discontinuation of the telethon is necessary to ensure diversity of opinion and competition.



(specificities of special population groups during focus group discussions and in-depth interviews)



## ❑ INHABITANTS OF OCCUPIED TERRITORIES and/or WHERE THERE ARE HOSTILITIES

Few people had time to watch the telethon before losing access to Ukrainian television, and currently interviewees only watch videos of individual stories on YouTube. Residents of the occupied territories say the telethon's disadvantages include repeating content and information that is either inaccurate or inconsistent with the real situation.



## ❑ REFUGEES ABROAD

Some interviewees say they watched the telethon while in Ukraine, but do not watch it while abroad. Only a few interviewees say they watch the live broadcast on YouTube or videos with experts. In general, the telethon is not relevant for refugees abroad, as a television itself and Ukrainian channels are often unavailable.

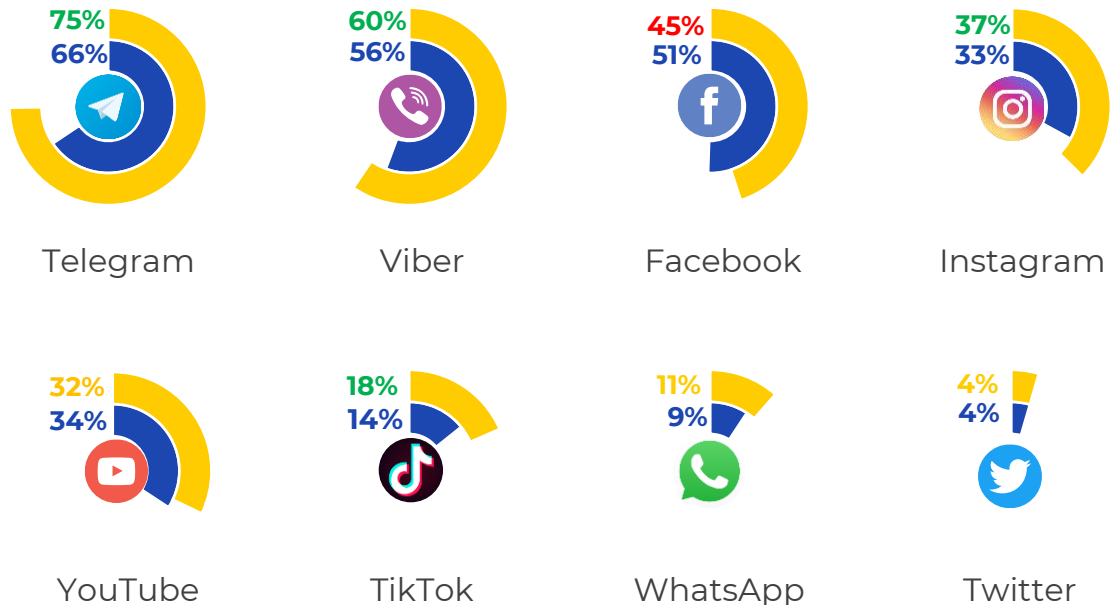


## ❑ SERVICE MEMBERS

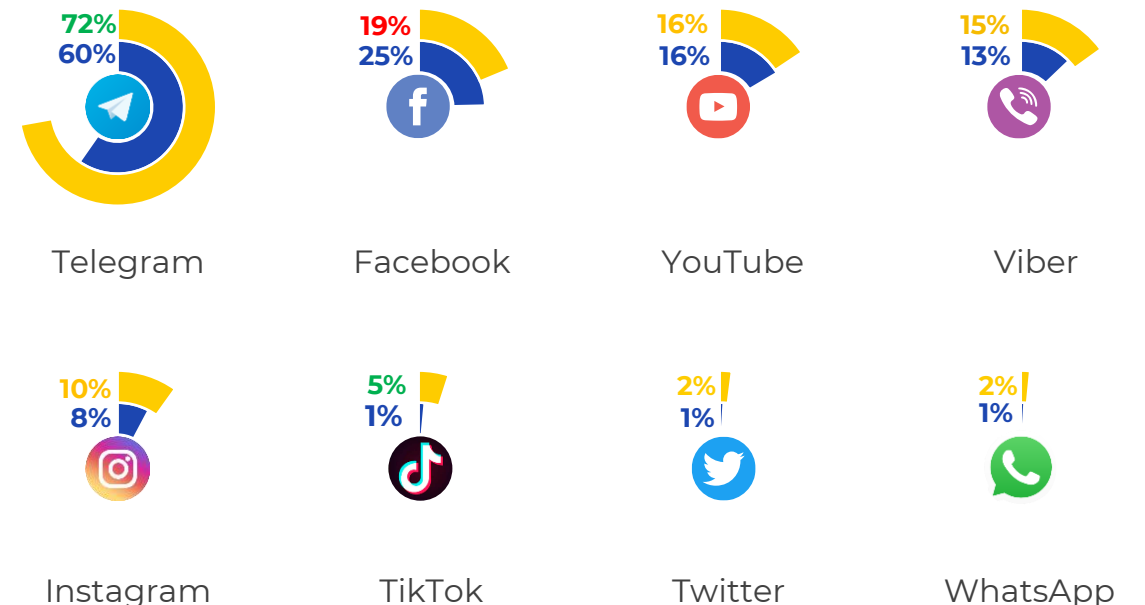
The military do not watch the telethon due to the lack of television at the front and lack of time. Those interviewees who watched the telethon before mobilization or during home leave are critical of it, saying the telethon lacks accurate information, criticism of the government, content from the front line, interviews with soldiers and stories about Ukrainian heroes, and information about the future of Ukraine after the war (reforms, political life).

In 2023, Telegram remains the main social network for communication and news consumption and shows considerable growth in both categories. Facebook is just the opposite - going down in terms of audience coverage and news consumption. Viber shows increased audience coverage, but news consumption statistics remains unchanged. TikTok has increased consumption both in terms of communication and news.

## Use of social networks for communication, 2022-2023



## Social networks preferred for getting news, 2022-2023



■ 2023 ■ 2022

### Questions:

What social media do you use for communication at least once a month?  
 What social media do you prefer for getting news?

### Base:

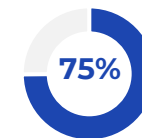
Internet users, 2022 N=1,319, 2023 N=1,435  
 Consumers of news from social media, 2022 N=1,079, 2023 N=1,163

x / x - significantly more/ less at 95% as compared to the previous wave

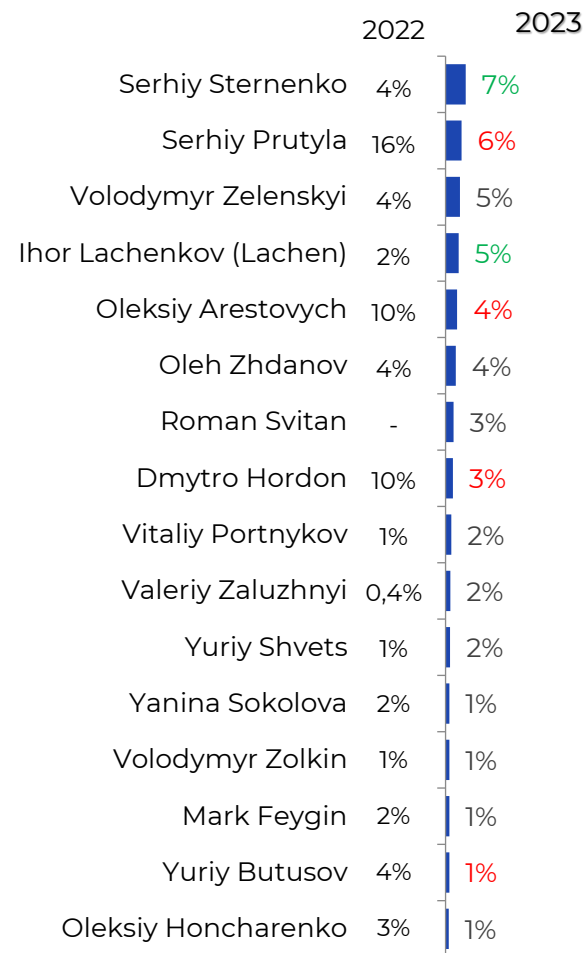


## Bloggers

Which of the bloggers do you read/watch on social networks most often?



Consumers of news  
from social  
networks



**Question:**

Which of the bloggers – public and political figures, activists, opinion leaders do you read/watch in social media more often, whom are you subscribed to?

**Base:**

Consumers of news from social media  
2022 N=1,059, 2023 N=1,149

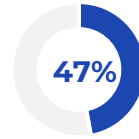
x / x – significantly more/ less at 95% as compared to the previous wave

## Telegram

Indicate up to three national **Telegram** channels which you most often use to read/watch the news?  
(among consumer of news from social networks who prefer Telegram)?



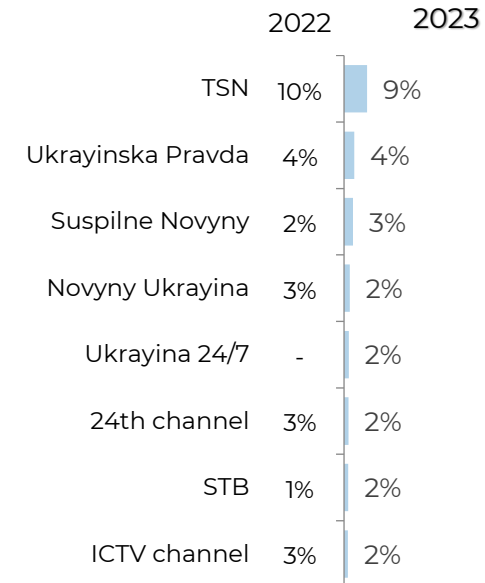
Consumers of news on social networks who prefer **Telegram**



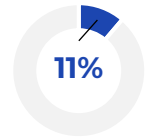
2022 N=506, 2023 N=548

## Facebook

Indicate up to three national **Facebook** pages which you most often use to read/watch the news?  
(among consumer of news from social networks who prefer Facebook)



Consumers of news on social networks who prefer **Facebook**



2022 N=198, 2023 N=131

**Question:**

Name up to three national Telegram pages/channels where you read/watch news most often?  
(similar question for Facebook/You Tube/Viber)

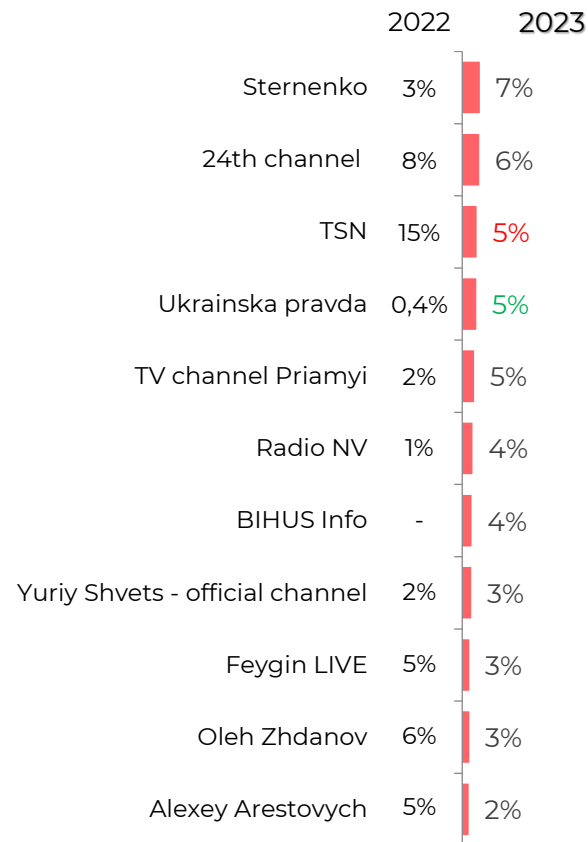
**Base:**

Consumers of national news channels in social media, who prefer the respective media for getting news

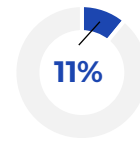


## YouTube

Indicate up to three national **YouTube** channels which you most often use to read/watch the news?  
*(among consumer of news from social networks who prefer YouTube)*



Consumers of news on social networks who prefer **YouTube**

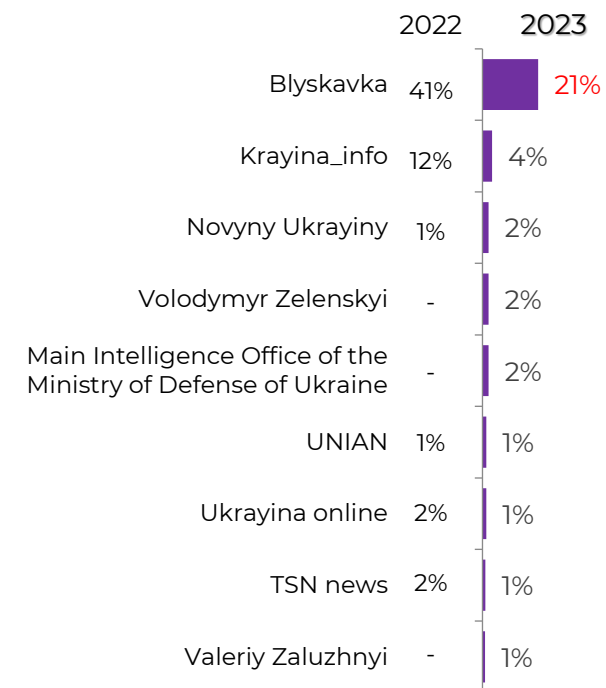


2022 N=142, 2023 N=127

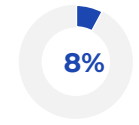


## Viber

Indicate up to three national **Viber** channels which you most often use to read/watch the news?  
*(among consumer of news from social networks who prefer Viber)*



Consumers of news on social networks who prefer **Viber**



2022 N=104, 2023 N=91

### Question:

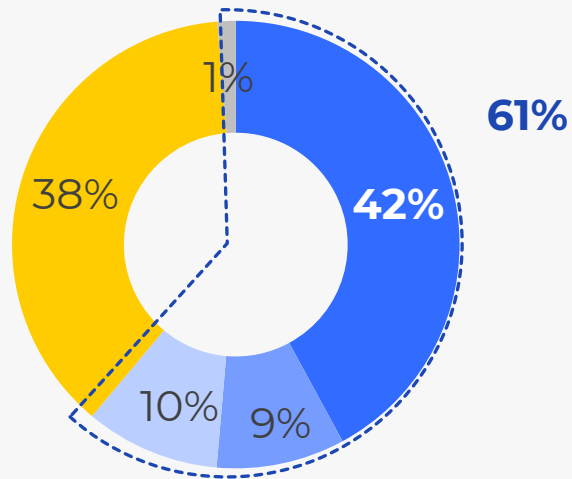
Name up to three national Telegram pages/channels where you read/watch news most often?  
*(similar question for Facebook/You Tube/Viber)*

### Base:

Consumers of national news channels in social media, who prefer the respective media for getting news

About 40% of social network users consume news shared by their friends and family in group chats. At the same time, only one in three personally shares news content with their friends and family in group chats.

**Consumption of news shared by personal network in group chats**  
(chats with friends and family)



■ Hard to say

■ No, I am not a participant of any group chat

■ Yes, I read/watch news in group chats

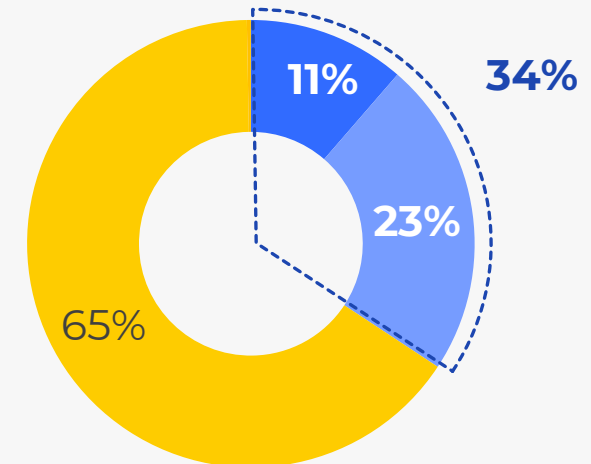
■ No, I scroll past the news I find in group chats

■ No, my friends and family do not share news in group chats

**Group chat participants**

Among group chat participants

**Personal posting of news in group chats**  
(chats with friends and family)



■ Hard to say

■ No, I don't share news in group chats

■ Yes, often – I actively share news with my friends and family

■ Yes, occasionally – I share only very important/urgent news

**Those who share news**

**Questions:**

Do you read/watch news shared by friends and family in group chats on social networks (chats of relatives, friends, neighbors, colleagues, fellow students)?

Do you personally post news in group chats, repost news channels/pages in such chats?

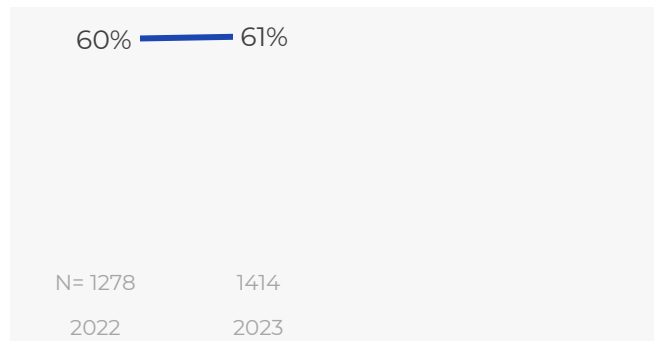
**Base:**

Those who use social media for communication, N=1,414

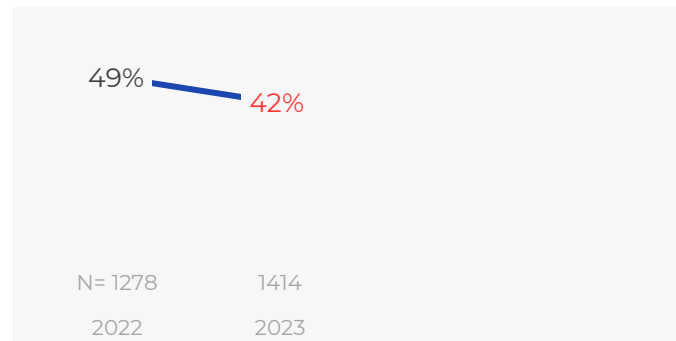
Group chat participants, N=864

Group chats

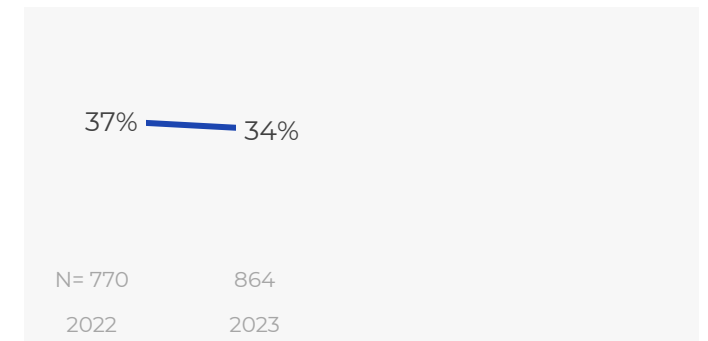
Participation in group chats



Read/watch news in group chats



Share/post news in group chats



**Question:**

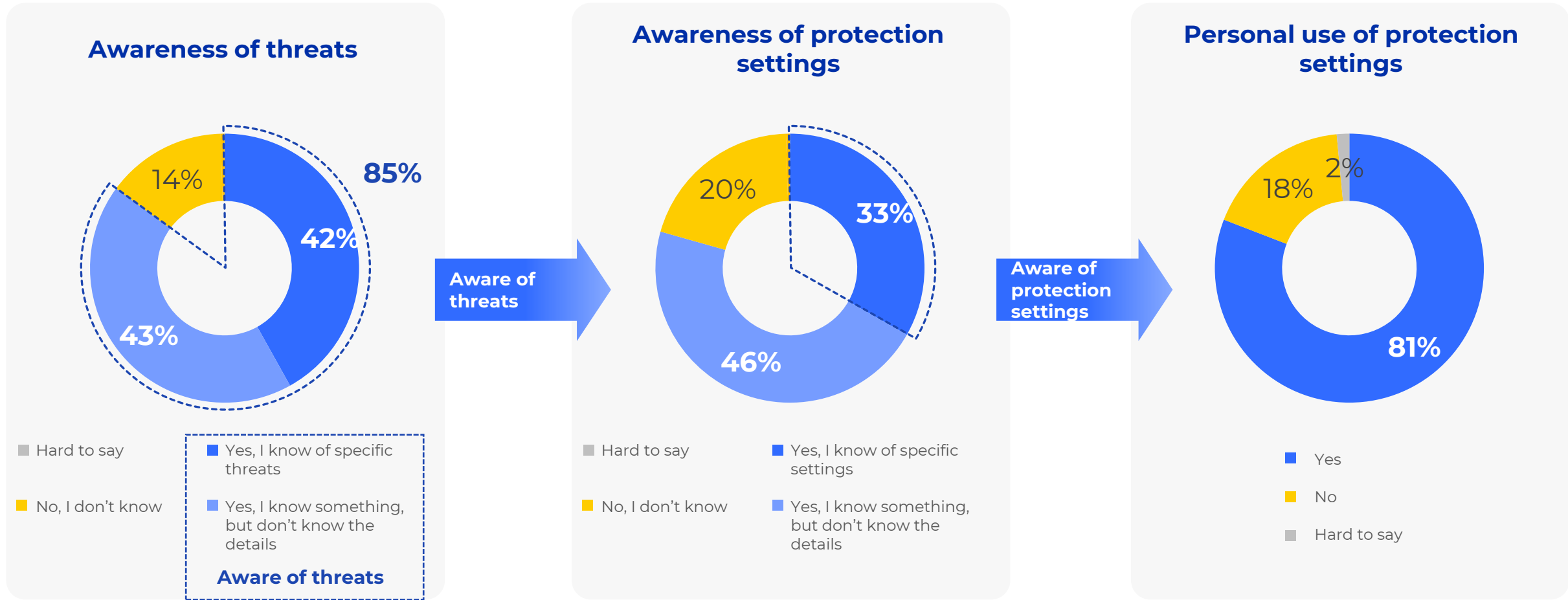
Do you read/watch news shared by friends and family in group chats on social networks (chats of relatives, friends, neighbors, colleagues, fellow students)?  
Do you personally post news in group chats, repost news channels/pages in such chats?

**Base:**

Participation and consumption – social media users for communication,  
Posting – group chat participants

x / x – significantly more/less at 95% as compared to the previous wave

A large majority of Ukrainians - 85% - are aware that using social networks can be dangerous, but only one third of interviewees know how to use specific settings to protect themselves.



**Questions:**

- Do you know about the threats in using social media and/or resources for message exchange?
- Do you know about the ways of protection against the threats available in using social media?
- Do you personally use such settings, ways to protect against the threats available in using social media?

**Base:**

Users of social media for communication, N=1,414  
 Aware of the threats, N=1,203  
 Aware of specific protection means, N=400



(by focus group results)



**Telegram** is interviewees' main social network for getting the news. They choose it because of access to timely news, its ease of use, a large selection of channels, and the speed of information. It does not take up a phone's memory (like Viber) and fulfills two functions at once: communicating with loved ones and receiving information.



**Facebook** is used more often by middle-aged and older interviewees for communicating with others. News consumption takes the form of viewing a feed with reposts from friends and relatives, so it is difficult for the audience to differentiate between specific sources they follow. Younger interviewees do not use Facebook because of the application's inconvenient interface.



**YouTube** serves as a substitute for TV news, a source of information from bloggers/experts/opinion leaders, and a place to watch entertainment content (movies, programs, music videos). It is popular due to the wide range of information, the representation of many points of view, and the impartiality and uncensored nature of the sources. Interviewees watch videos of experts speaking about the war and interviews with military, politicians, and volunteers.



**Viber** is rarely used for news and is becoming less and less popular for communication because it takes up phone memory, is slow to load, and works poorly. Also, the messenger is often called dangerous.



**Instagram and Tik Tok** are used more by younger and middle-aged interviewees for entertainment content. News consumption on Instagram takes the form of following influencers and friends, most of whom repost high-profile news and military gatherings.



**Tik Tok** is becoming more popular for news consumption. Interviewees are attracted by the fact that news clips are presented in an easy and understandable form; videos are short, but the content is concentrated.

(specificities of special population groups during focus group discussions and in-depth interviews)



## ❑ INHABITANTS OF OCCUPIED TERRITORIES and/or WHERE THERE ARE HOSTILITIES

Because **Facebook** and **Instagram** are blocked in the occupied territories and do not work properly even with a VPN, interviewees use these social networks exclusively to see posts from their close circles.

Viber also does not work in some areas. There is widespread information that Viber is being tapped, so its use is minimized.

## ❑ REFUGEES ABROAD



Most interviewees participate in groups or chats for refugees (“Ukrainians in Poland/Canada/etc.”) on **Telegram** and **Facebook**.

## ❑ SERVICE MEMBERS



**Signal** proved to be the most popular messenger among the military for exchanging messages. It is considered to be a “Ukrainian development,” and is the most secure app of its type. It is recommended for use during mobilization to communicate with the leadership or fellow soldiers on military issues. Units create groups to discuss current news and events.

In addition, the military often use **Facebook** to watch videos of real battles taken with video cameras on their comrades’ helmets.

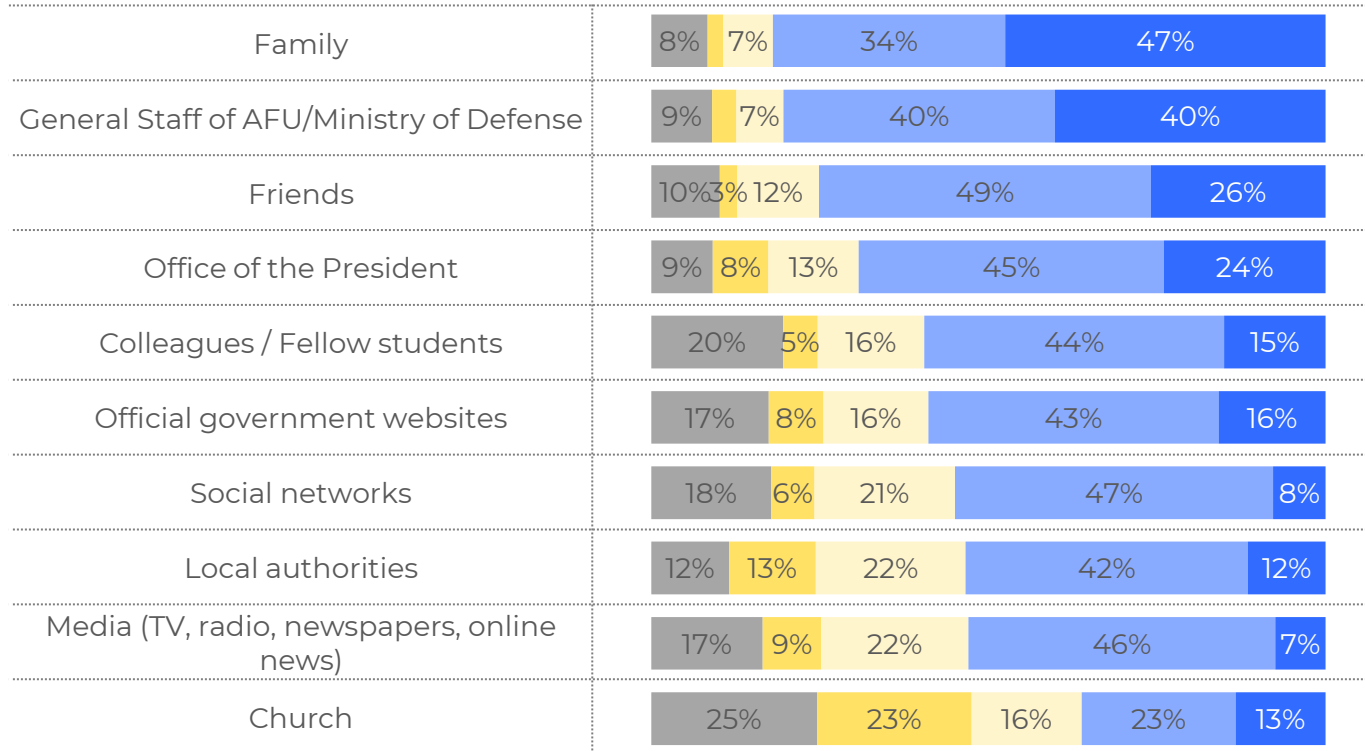
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# Trust in Information Sources

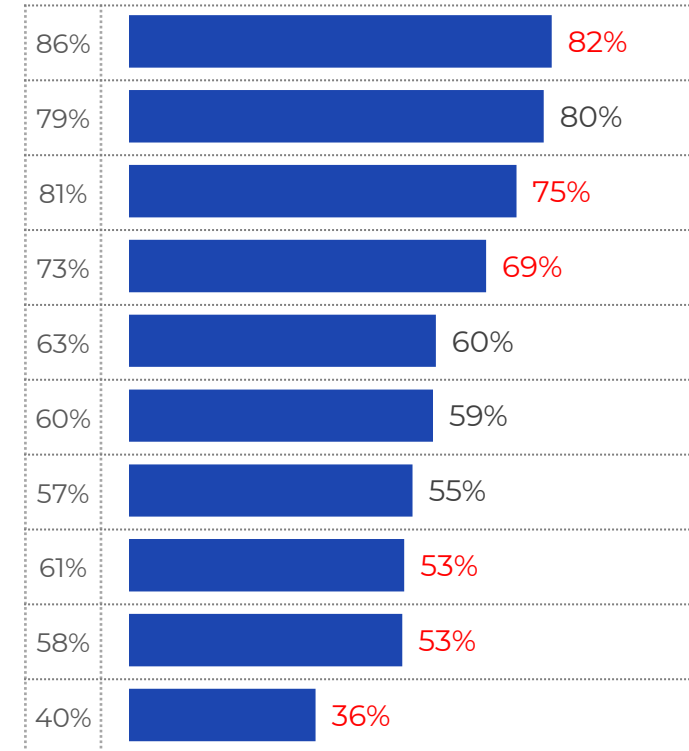
# Trust in information sources. 2022-2023

Interviewees' most reliable sources of are family and friends, although their trust in friends and family decreased compared to 2022. Among state authorities, the most trusted are the General Staff the Armed Forces of Ukraine and the Ministry of Defense. The Office of the President is also highly trusted but at slightly lower level than last year.

## Trust in sources, 2023



## 2022 % of those who trust, 2023



■ Hard to say

■ Do not trust at all

■ Somewhat distrust

■ Fully trust

■ Somewhat trust

**Trusted by interviewees**

### Questions:

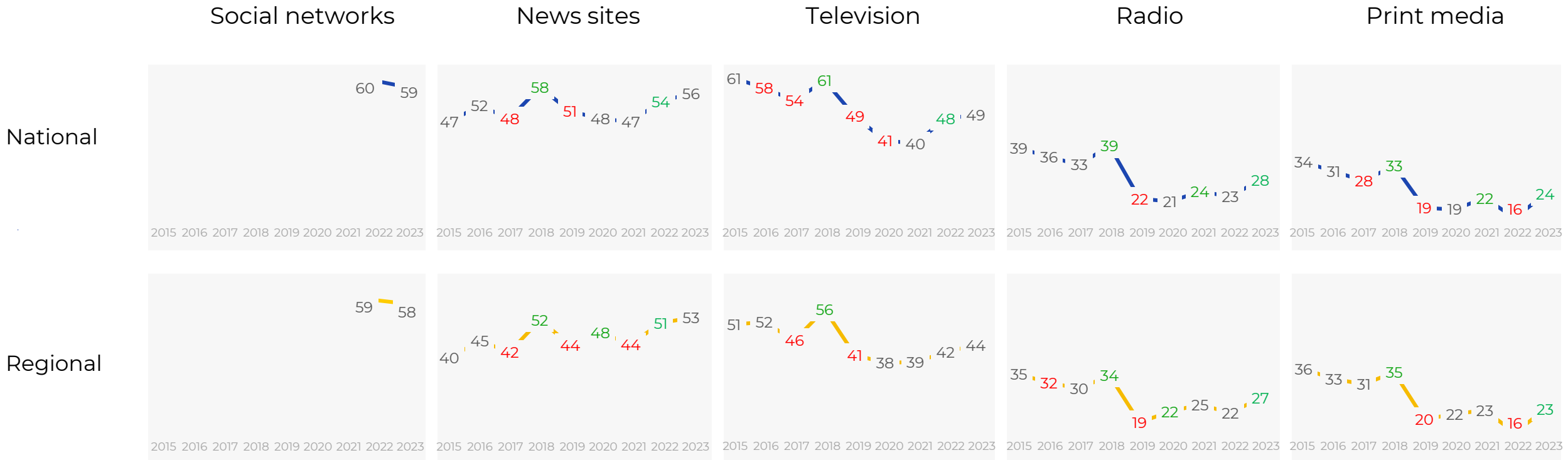
To what extent do you generally trust information from the following sources?  
% of those who trust completely or in part

### Base:

Total sample, 2022 N~1,450  
2023 N=1,534

x / x - significantly more/ less at 95% as compared to the previous wave

In 2023, the level of trust in both national and regional radio increased and trust in print media returned to 2021 levels. The main reasons for increased trust in radio are the disappearance of pro-Russian stations, absence of Russian music, and increased presence of news content on music stations.



**Questions:**

To what extent do you trust the news in...? % of those who trust completely or in part  
 \*Media are ranked by rating -from the media with the highest level of trust to the media with the lowest level of trust

**Base:**

Total sample, 2015-2021 N~1,600/wave  
 2022 N~1,450  
 2023 N=1,534

x / x - significantly more/ less at 95% as compared to the previous wave

(by focus group results)



In general, interviewees trust the media. Most interviewees trust those sources of information that have stood the test of time. Over the past year and a half, interviewees have “*purged*” which news channels they follow, subscribe to, or watch, and only consume those that broadcast truthful and accurate news. Telegram channels and websites have the highest level of trust. Interviewees deem sources especially trustworthy when they allow comments and live discussions – these are seen as signs of openness to criticism.



The most reliable source of information for interviewees today is witnesses to the events. The majority of interviewees verify information they receive from the media and official sources by personally communicating with those who were potentially on the scene:

- Ordinary Ukrainians ask their relatives and friends who live in these cities or villages for news about the shelling or arrival;
- Displaced persons clarify information they hear in the news about their hometown or village with relatives, friends, and neighbors who stayed there;
- Military personnel check the news of advancement/retreat with their colleagues who are on the frontlines.

(specificities of some categories of residents by the results of focus groups and in-depth interviews)



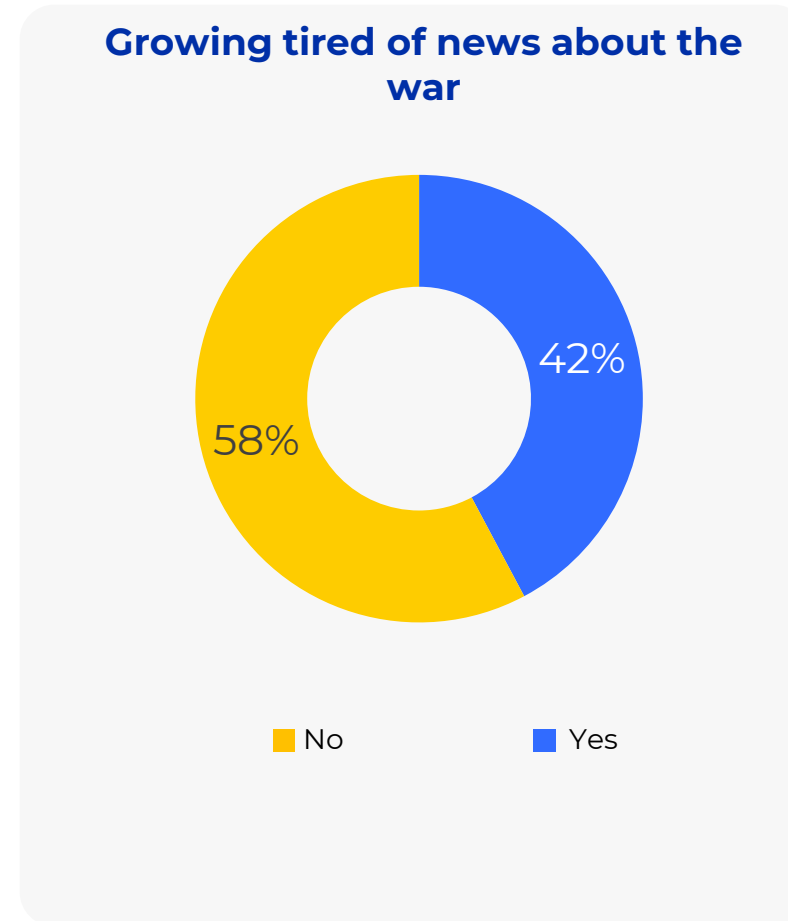
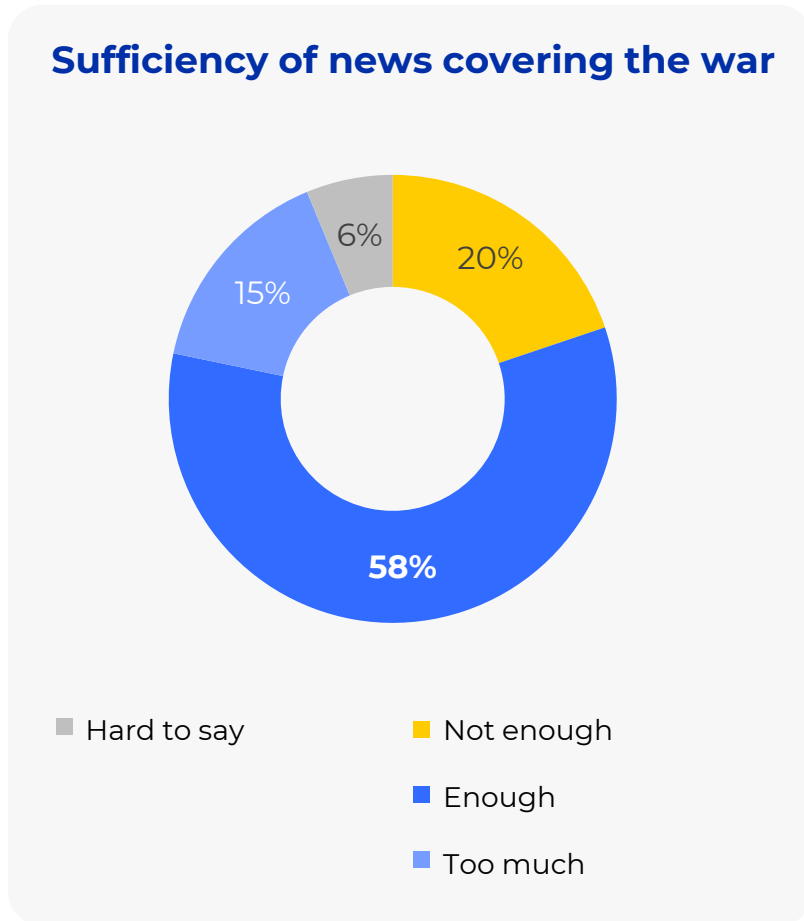
## ❑ INHABITANTS OF OCCUPIED TERRITORIES and/or WHERE THERE ARE HOSTILITIES

Interviewees’ trust in the media has dropped significantly since the full-scale invasion. After a year and a half of living under occupation, interviewees notice a discrepancy between what is presented in the news and the realities they see in their cities. The decrease in trust is also influenced by exaggerated optimism in the news - when situations are presented much more “*beautiful*” and victory is said to be imminent.

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# Assessment of News Covering the War in Ukraine

Most interviewees - 74% - say they get enough or even too much content about the war. Despite the ongoing war, interviewees report they have not become tired of war-related news. In 2023, the share of those who are not tired of news about the war reached 58%.



**Questions:**

Do you think there are enough reports in the media covering the war in Ukraine (the course of Russia's full-scale invasion of Ukraine)?

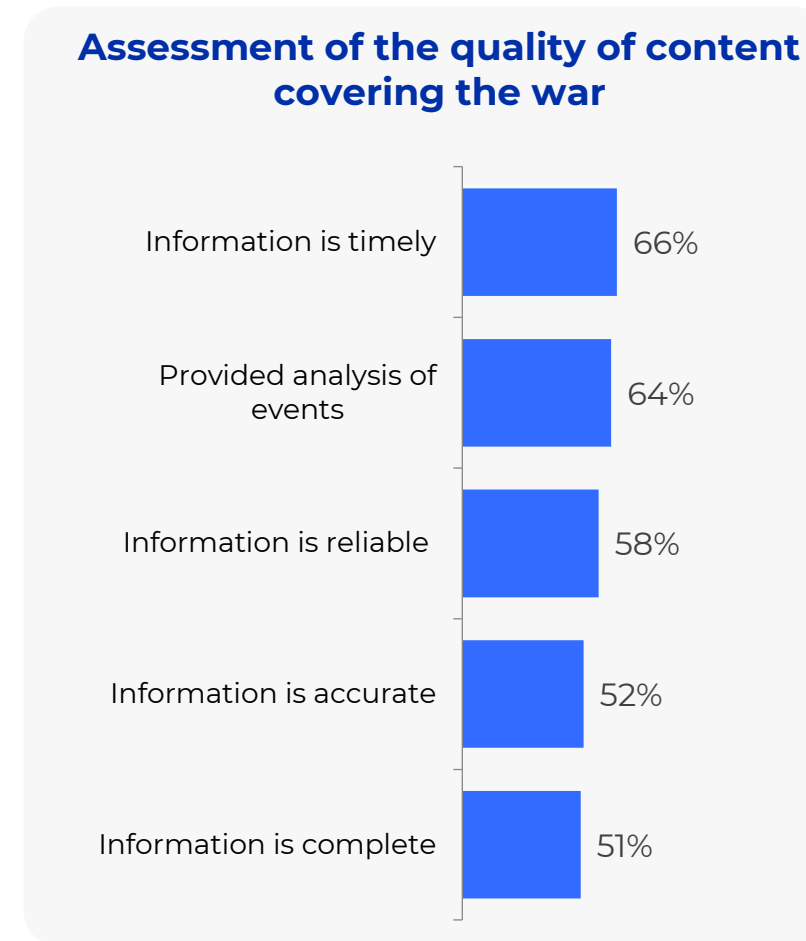
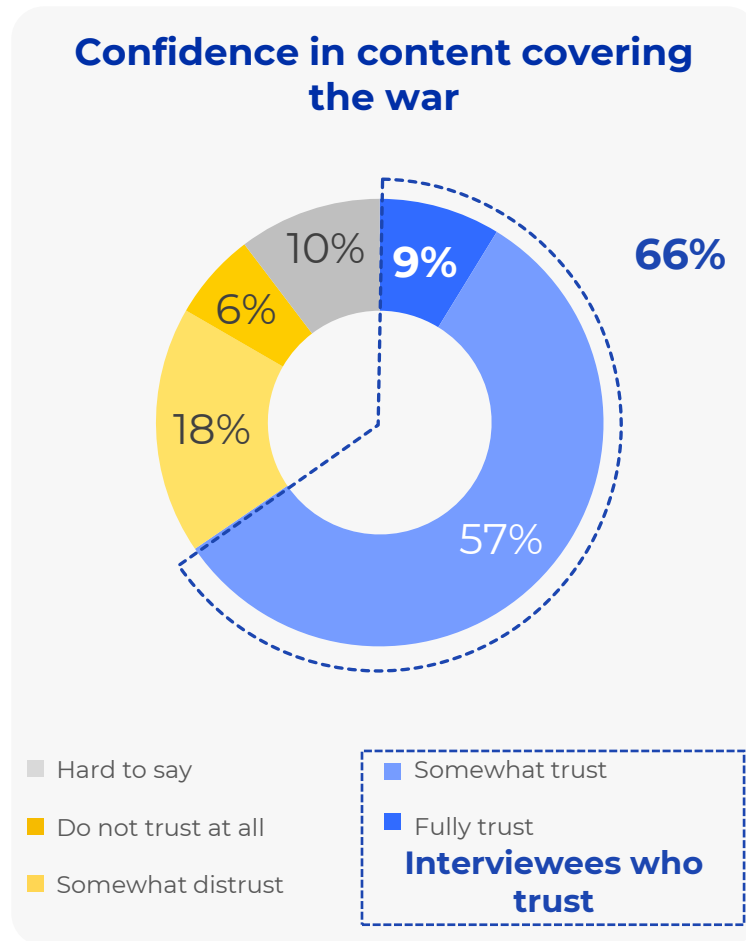
Do you feel tired of the media coverage of the war in Ukraine?

**Base:**

Total sample, N=1,534



Most interviewees trust content covering the course of the war and believe that media provides timely, reliable information and high-quality analyses of events.



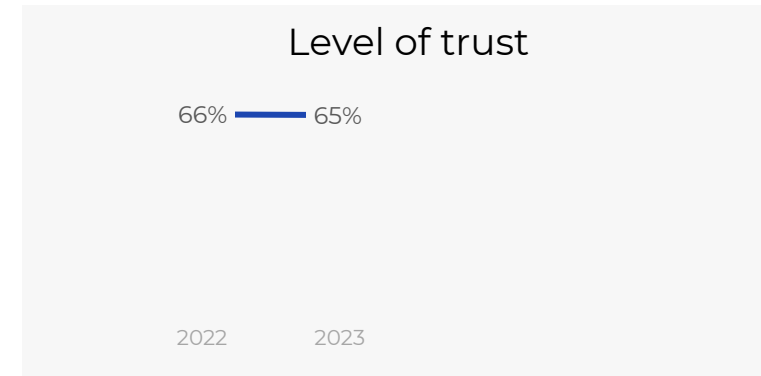
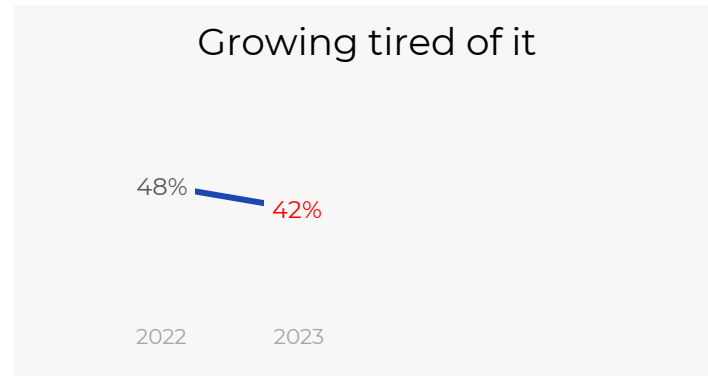
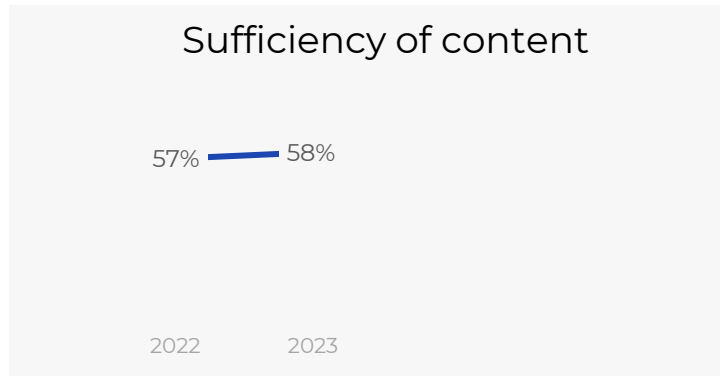
**Questions:**

To what extent do you trust the reports / content in the media that cover the war in Ukraine?  
 Please rate whether the media reports / content covering the war in Ukraine meet the following criteria?-% of those who agree completely or in part

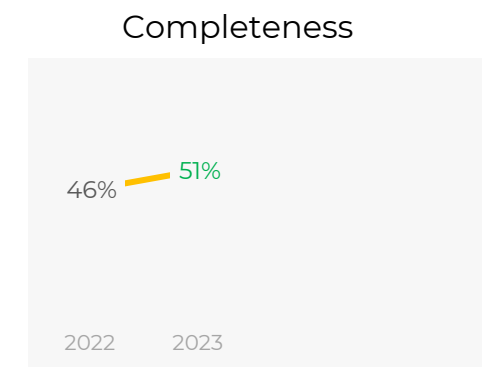
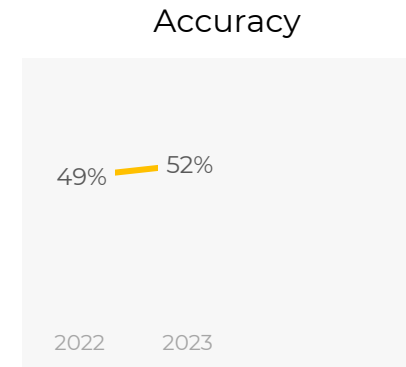
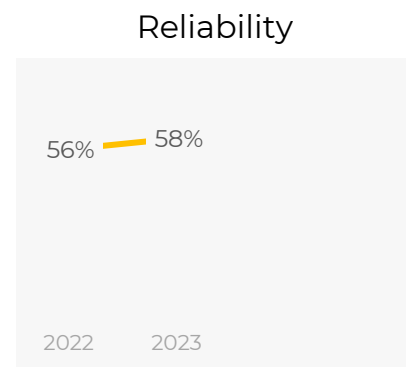
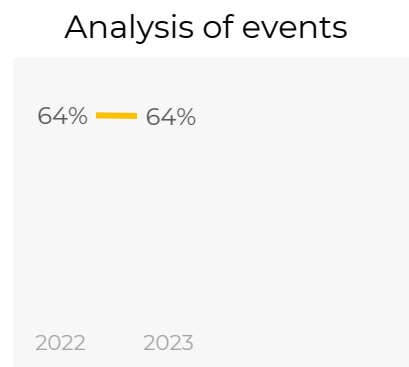
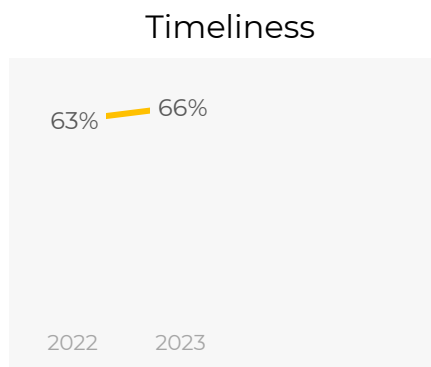
**Base:**

Total sample, N=1,543

News covering the war in Ukraine



Assessment of the quality of the content



**Questions:**

Do you consider that there are enough publications/materials in media dedicated to the coverage of the course of the war in Ukraine?  
 Do you feel fatigued from publications/materials highlighting the course of the war in Ukraine?  
 To what extent do you trust publications/materials in media that cover the course of the war?  
 Assess whether these publications/materials correspond to the following features - % of those who agree in full or in part

**Base:**

Total sample, 2022 N~1,450  
 2023 N=1,534

x / x – significantly more/ less than 95% as compared to the previous wave

(by focus group results)



Interviewees trust the information about war developments and understand restrictions imposed on information about events at the front ("Of course, it would be interesting to know, but it could harm the military.") Interviewees say such content is adequately complete, but some say certain information is not available to the general public due to secrecy, such as casualties and the number of weapons. Interviewees positively assess the timeliness of information, as the sources quickly cover events and live broadcast. Interviewees are generally satisfied with the accuracy and reliability of war-related information but agree there is a certain amount of secrecy to avoid aiding the enemy or inciting panic among the civilian population. They also feel positively about the analysis of war-related content, as a wide range of experts and opinion leaders are involved in discussions.



There is no fatigue from the news about the war, but rather an acclimatization to it - a calmer reaction to tragic events. Interviewees consume war-related content in limited doses from a limited number of sources.

Interviewees say they lack positive news related to Ukrainians' civilian life (culture, art, education) which is needed for the media space to be balanced and like what it was before the war. There is also a demand for information about real losses of Ukrainian troops, the supply of modern weapons, the number of captured weapons and Russian prisoners, volunteer work, and exposing corruption in the government.

(specificities of some categories of residents by the results of focus groups and in-depth interviews)



The media space lacks content about IDPs' needs and difficulties, the approximate timing of the end of the war needed to plan a return to hometowns, life in the occupied territories, plans to rebuild destroyed cities and villages, and Ukrainian university admissions.



Service members say they would like more media coverage about the real enemy intelligence, the lives of the military at the front, the fate of captured soldiers of the 'Azov' regiment, and motivation for mobilization - so that civilians are prepared for field conditions at the front, military rotation, and ways to evacuate the wounded.



# USAID-Internews Media Consumption Survey

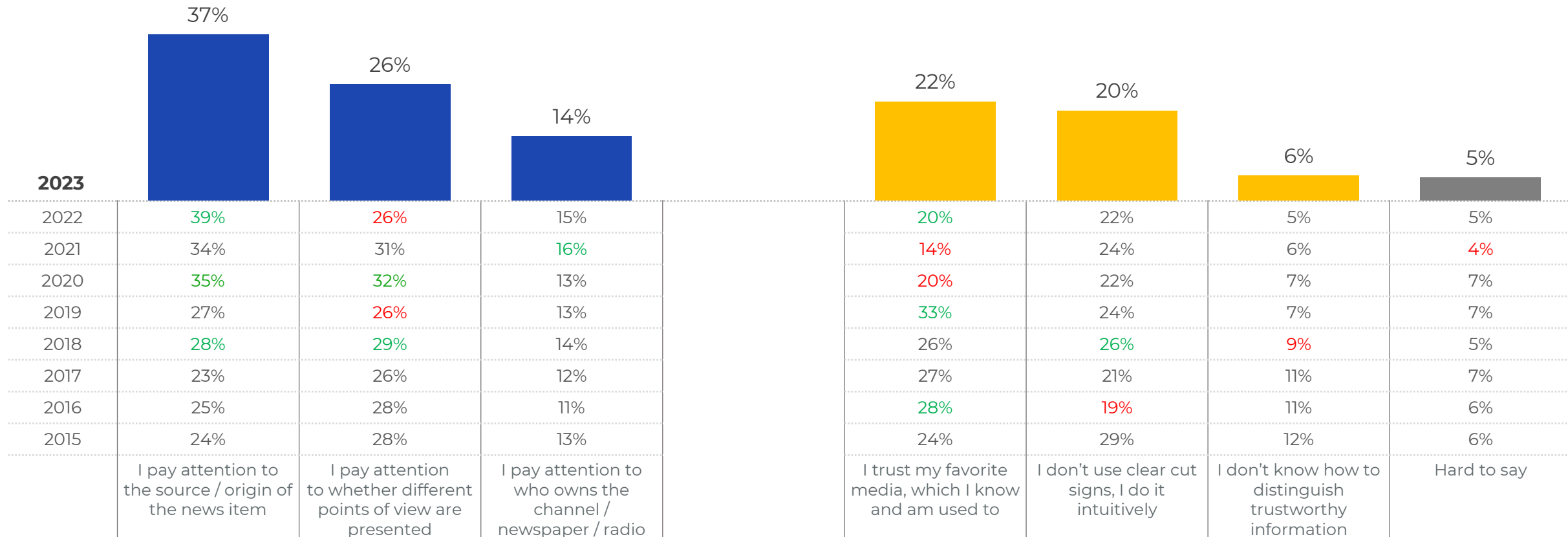


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# Media Literacy

According to interviewees, one of the most frequent signs of truthful news is the reliability of the information source of – 37% of interviewees pay attention to this. However, 42% of interviewees trust their favorite media “by default” or intuitively assess the truthfulness of news.

## How do you determine whether you can trust information in the media? 2015-2023



**Question:**  
On what grounds do you decide whether you can trust news / information in the media?

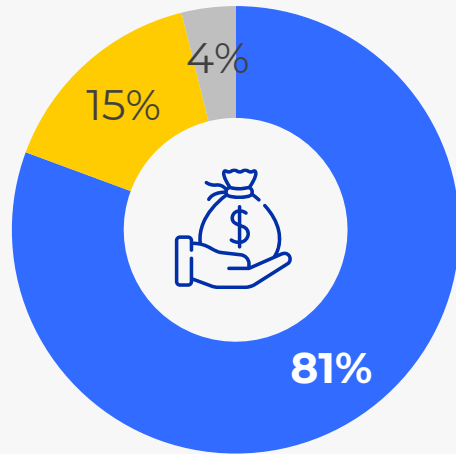
**Base:**  
Total sample, 2015-2021 N~1,600/wave  
2022 N~1,450  
2023 N=1,534

x / x – significantly more/ less at 95% as compared to the previous wave

## Awareness, ability to distinguish

81% of the interviewees know about the existence of hidden advertising. Of those who know about it, two thirds report being able to distinguish between hidden advertising and real news.

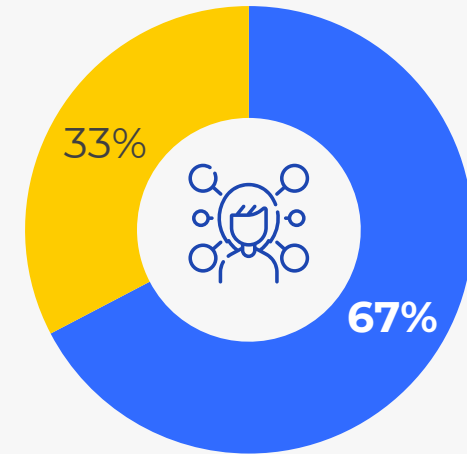
### Awareness of hidden advertising



■ Aware    ■ Not aware    ■ Hard to say

Of those who are aware

### Ability to distinguish (self-rated)



■ Can    ■ Cannot

#### Questions:

Do you know that sometimes the media publish paid / sponsored content, covert advertising presented as ordinary one?

In your opinion, can you distinguish such content from ordinary ones?

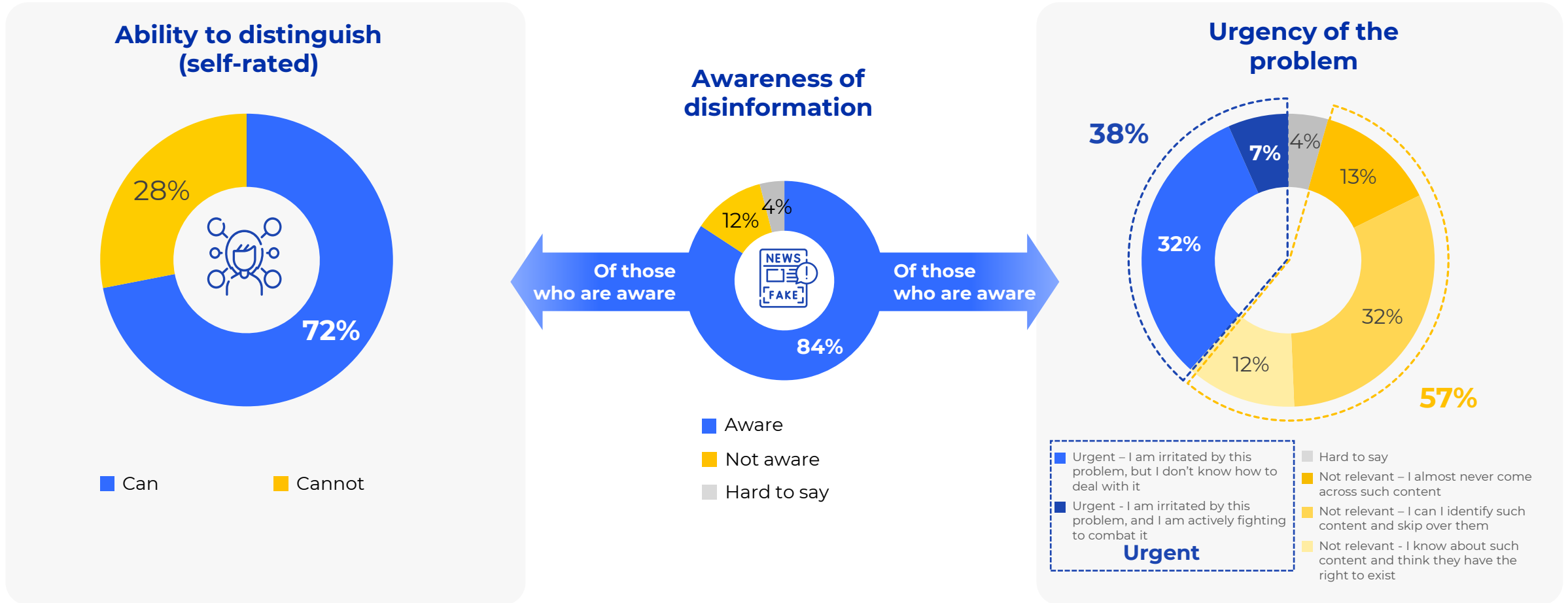
#### Base:

Awareness, all sample, N=1534

Ability to distinguish, only those aware, N=1,237

## Awareness, ability to distinguish

84% of interviewees know about the existence of disinformation, and most think that they can identify it. However, 57% of the audience do not see disinformation as an urgent problem.



**Questions:**

Do you know that the media sometimes publish disinformation presenting them as ordinary ones?  
 Can you distinguish disinformation from ordinary one?  
 How topical do you find the problem of disinformation in the media? ?

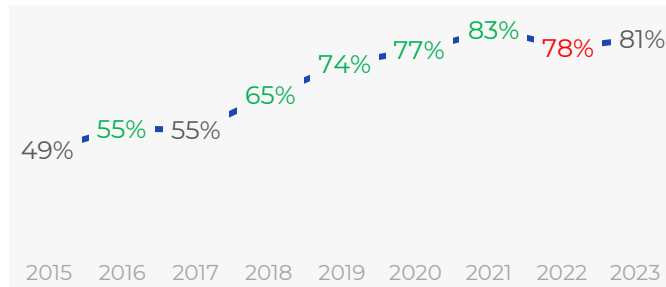
**Base:**

Awareness, total sample, N=1,534  
 Ability to decipher and relevance, only those aware, N=1,292

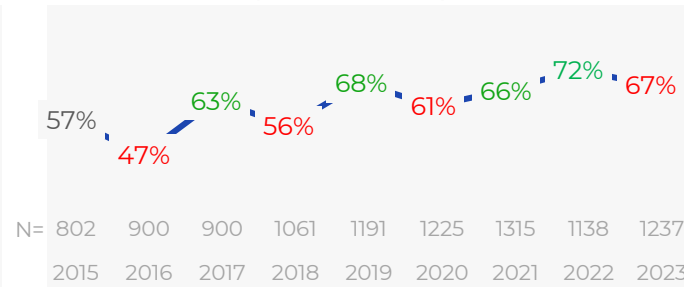
Interviewees' level of awareness about hidden advertising remained stable. However, the share of interviewees who believe they can distinguish hidden advertising has decreased considerably.

## Hidden advertising

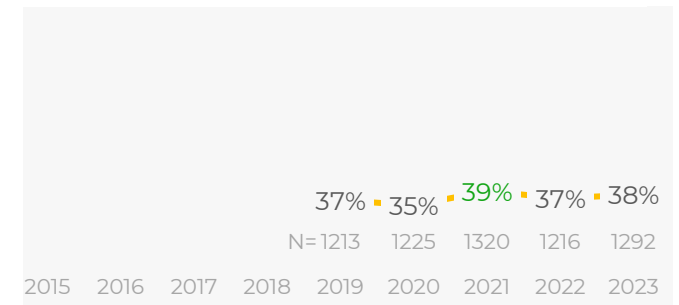
### Awareness



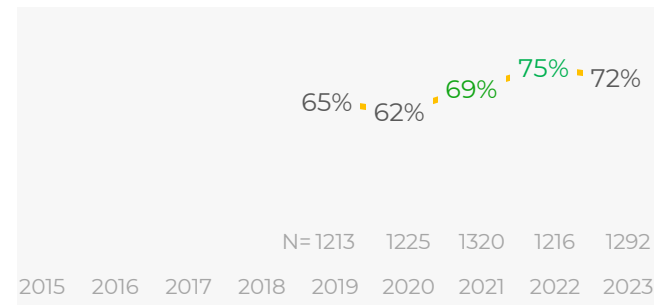
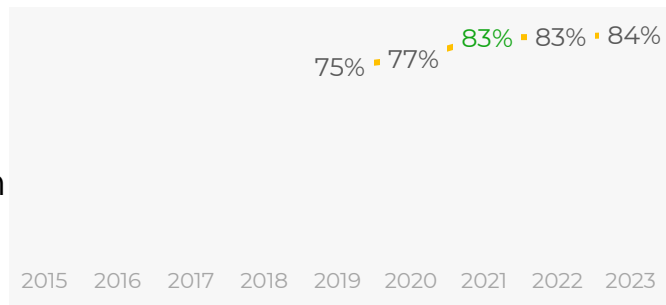
### Ability to distinguish (self-rated)



### Relevance or Urgency



## Disinformation



### Questions:

Did you know that the media sometimes publish... as ordinary content? **-% of those who know**  
 In your opinion, can you distinguish such content from ordinary ones? **-% of those who think they can**  
 How relevant is the problem of disinformation in the media for you? **- % of those for whom the problem is relevant**

### Base:

Awareness – total sample, 2015-2022 N~1,450-1,600/wave  
 2023 N=1,534  
 Ability to distinguish, relevance – only those aware

x / x – significantly more/ less at 95% as compared to the previous wave



(by focus group results)



Interviewees often come across hidden advertising and disinformation. Their attitude toward such content is negative because it distorts the perception of the current situation.



Interviewees said they can distinguish disinformation by the following criteria:

- Absurd or illogical news
- Scandalous headlines and emotionally charged text
- Absence of facts, specific details, photo or video evidence collected at the scene
- Presence of only one source, lack of official source confirmation



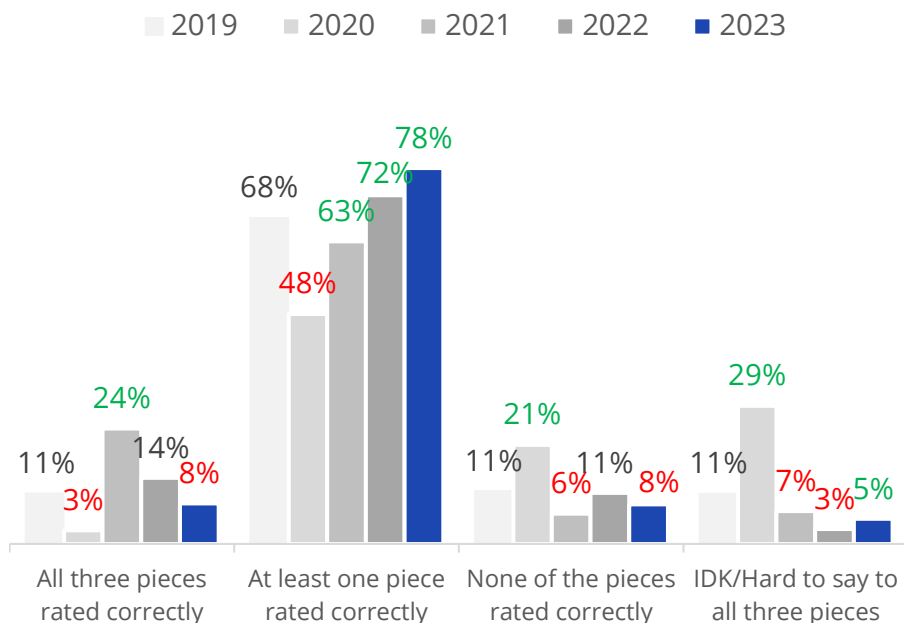
Most interviewees report not having difficulties recognizing false news, but they say authors of such content disguise it better and better all the time.

Important: Focus group participants rely on their own understanding and intuition in consuming the news. They select news and information sources based on personal considerations and not objective criteria.

Among those who were aware of the existence of disinformation, 78% of interviewees were able to correctly identify at least one news item, but only 8% correctly identified all news items. Interviewees made the fewest mistakes when assessing the news about the seizure of children from Ukrainian refugees - 70% correct answers. The news about the attitude to the Moscow Patriarchate Church was correctly assessed by about half of the survey participants, the fewest correct answers were observed when assessing the news about the number of registered individual entrepreneurs.



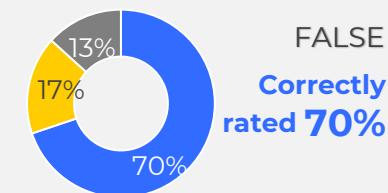
## Ability to distinguish (actual assessment)



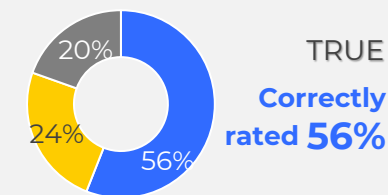
## News assessed by interviewees in 2023

In EU countries, juvenile prevention agencies are massively removing children from Ukrainian refugee women. The reasons being that a mother loudly scolds a child, demands they do their homework, or goes to the store (this is prohibited abroad). Children are also taken away from mothers who cannot collect and register all necessary documents for the child in time. In addition, EU countries stop paying benefits, and there are no places for Ukrainian children in schools. This was reported by a well-known blogger, former host of 112 and NewsOne TV channels, and now a YouTube channel host.

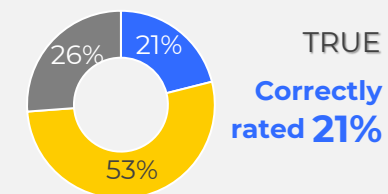
- Correctly assessed
- Incorrectly assessed
- Hard to say



66% of Ukrainians believe that the Ukrainian Orthodox Church of the Moscow Patriarchate should be banned in Ukraine, and 85% believe that the government should intervene in its activities. These are the results of a poll conducted by the Kyiv International Institute of Sociology from May 26-June 5. These figures are growing, because in December 2022, the results showed 54% of those who were in favor of the ban and 78% who wanted the state to intervene in the activities of the UOC-MP to some extent.



As of the beginning of April this year, the number of registered individual entrepreneurs in Ukraine was almost 2 million, and the number of companies was over 1.2 million. Businesses that ceased operations were fully compensated by newly opened businesses. And the number of newly registered companies is 5.6 times higher than the number of businesses that have ceased operations. This is reported by the open data platform Opendatabot, citing data from the Unified State Register (USR).



### Question:

Next, please read excerpts of some news stories. Read them and indicate which one(s) is (are) false and which are true.  
 The test news pieces were prepared by media community experts (Detector Media, Institute of media, Internews Ukraine, Academy of Ukrainian Press, Pylyp Orlyk Institute for Democracy, Texty and Bez Brekhni). Internews and InMind selected samples for pre-testing in focus groups. Based on the pre-testing results, three pieces were selected for the national study.

### Base:

Those aware of the false materials,  
 2019 N=1,213, 2020 N=1,225, 2021 N=1,320,  
 2022 N=1,216, 2023 N=1,292

x / x - significantly more/less at 95% as compared to the previous wave

(by focus group results)



The news about children being taken away from Ukrainian refugees was most identified as false, as its source was not trustworthy (a former host of 112 and NewsOne TV channels). Interviewees also relied on their own experiences communicating with many acquaintances abroad (*"No one else's children have been taken away from them"*) and view the word "massively" as absurd.

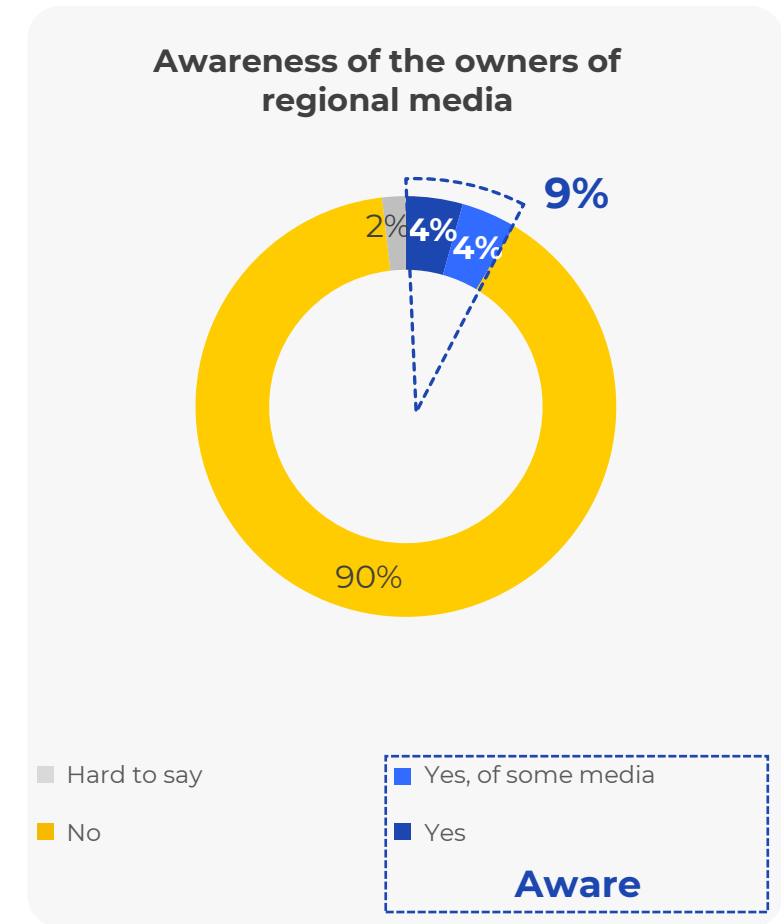
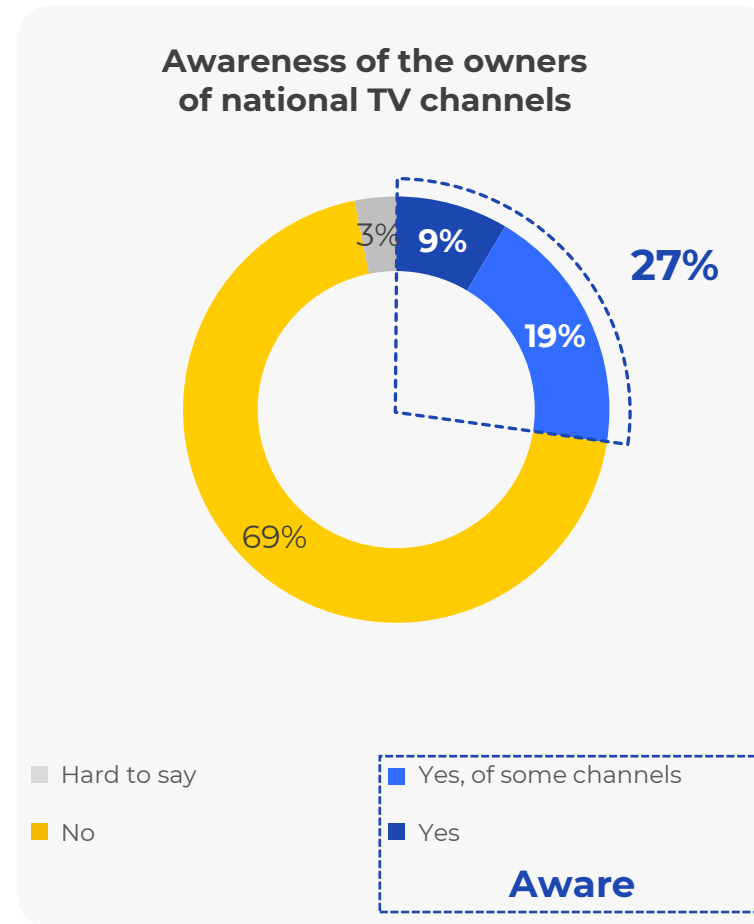
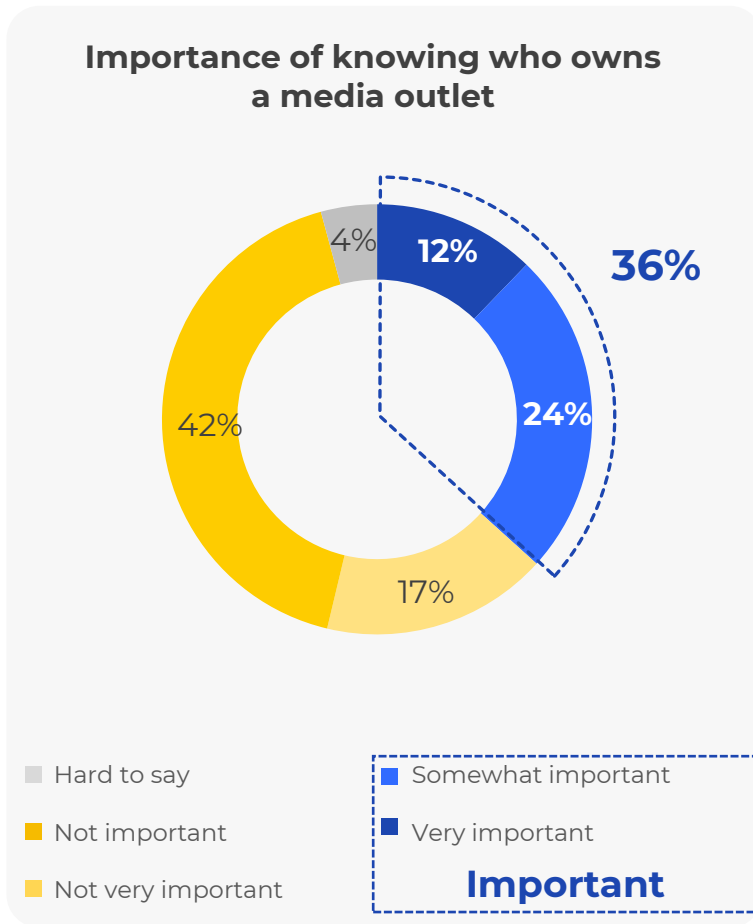


The news about the Ukrainian Orthodox Church of the Moscow Patriarchate in Ukraine was perceived by some interviewees as true because the source can be trusted (the website of the Public Broadcaster, KIIS), the information is true, and the numbers are credible (*"Ukrainians have long wanted to separate from the Russian Church", "The figures are not approximate, I believe them."*) Others believed the news story to be false saying that sociological surveys should not be trusted, especially in wartime, and the numbers are not trustworthy because they are very large (*"Maybe they interviewed 200 people in total," "I do not believe any surveys are conducted in wartime."*)



Some interviewees perceived the news about the number of registered entrepreneurs to be true, because the source (Unified State Register) is trustworthy and the news itself is common sense (*"It is really easy and convenient to open a sole proprietorship now."*) Others believed this news to be false, as the large numbers cause distrust (*"5.6 times is a lot. It's unrealistic during the war, because many people have closed their businesses and gone abroad," "It's impossible to open so many sole proprietorships during the war"*) and they distrust the source "Opendatabot" (*"I don't trust bots at all."*) Interviewees also relied on their own experience communicating with many acquaintances who have closed their businesses (*"I know many people who have closed their businesses and did not reopen them."*)

One in three interviewees considers it necessary to know who owns the media. The share of interviewees who actually know the owners of at least some national TV channels is decreasing, now 27%.



**Question:**  
 To what extent is it important for you to know who owns the media?  
 Do you know who owns national TV channels?  
 Do you know who owns regional media?

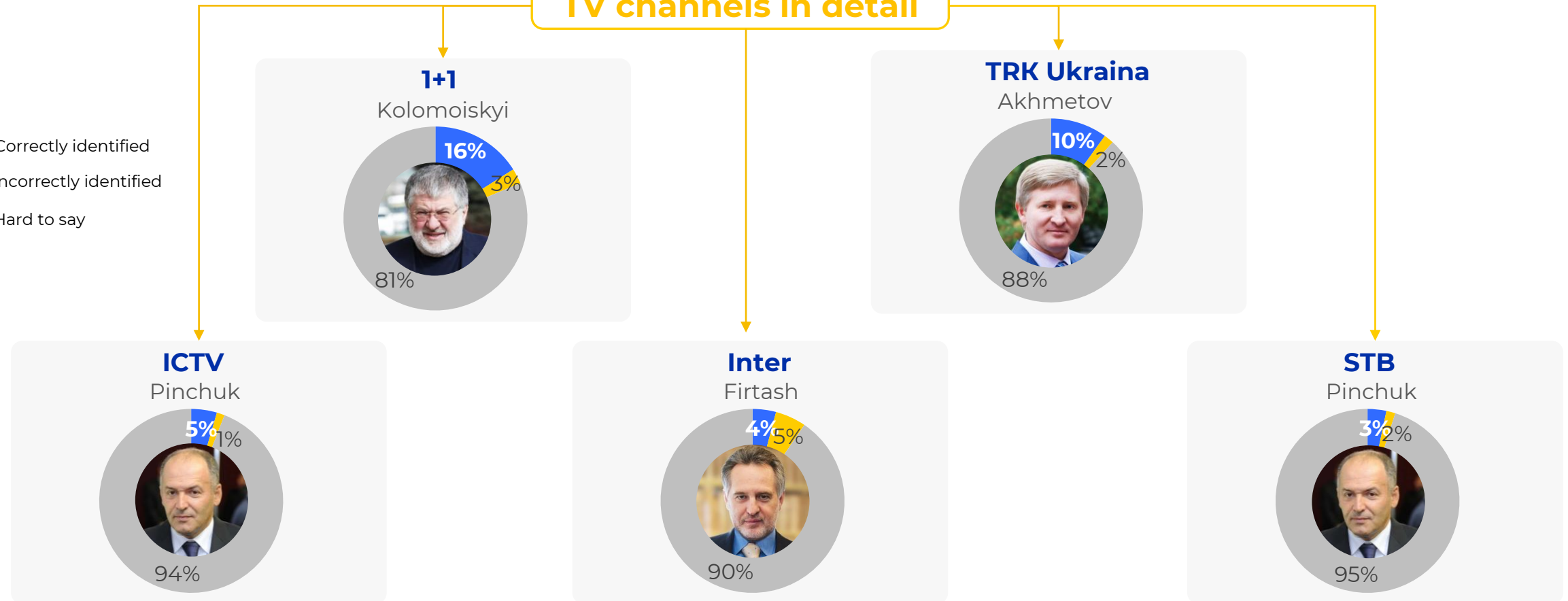
**Base:**  
 Total sample, N=1534

Though some interviewees know the owners of the mainstream media – they mention Kolomoiskyi, Akhmetov, Pinchuk – they say the owners' influence on editorial policy is decreasing due to the war or a complete rejection of their media business.

## Awareness of national TV channel owners

### TV channels in detail

- Correctly identified
- Incorrectly identified
- Hard to say

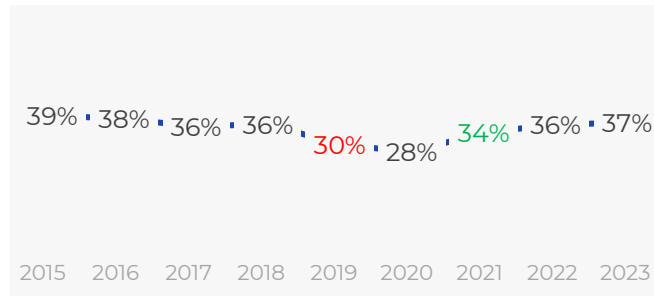


**Question:**  
Do you know who owns national TV channels such as 1+1, TRK Ukraina, Inter, ICTV, STB?

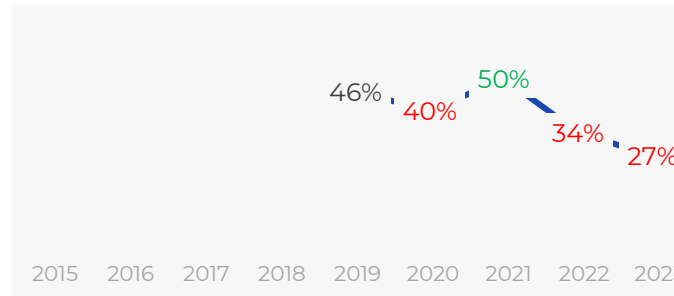
**Base:**  
Total sample, N=1534

Awareness of media owners

Importance of awareness of who owns the media



Owners of national television channels



Owners of regional media



**Question:**

To what extent is it important for you to know who owns the media? -% of those to whom it is important  
 Do you know who owns national TV channels? -% of those who know (including some)  
 Do you know who owns regional media? -% of those who know (including some)

**Base:**

Total sample, 2015-2021 N~1,600/wave  
 2022 N~1,450  
 2023 N=1,534

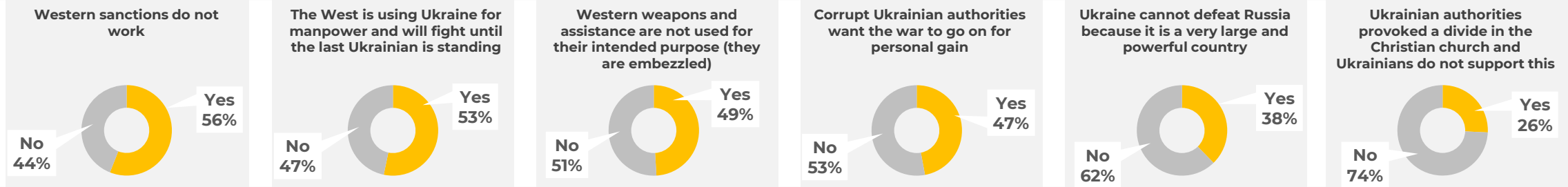
x / x - significantly more/ less at 95% as compared to the previous wave

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# Debunking False Narratives

In interviewees' opinions, the most credible narratives are that Western sanctions do not work, that Western weapons and assistance are not used for their intended purposes (they are embezzled), and that the authorities are corrupt and want the war to go on for personal gain. The least credible narrative is that Ukraine cannot beat Russia because it is a very large and powerful country.

## Since the beginning of 2023, have you come across the following statements?



### In your opinion, these are:

True (Blue) False (Yellow) Hard to say (Grey)

Base: came across the statement



### Did you share this statement?

Yes (Blue) No (Yellow) Hard to say (Grey)

Base: came across the statement



### In what ways did you share and discuss it?

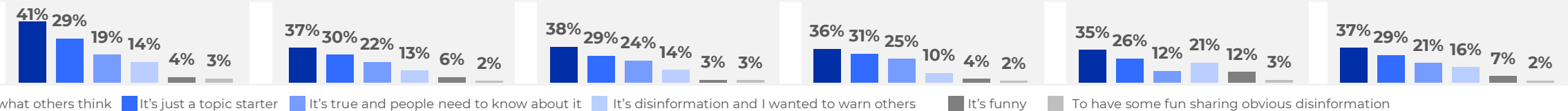
Discussed in a personal conversation (Blue) Reposted on social networks (Light Blue) Discussed online (Grey)

Base: shared the statement



### Why did you decide to share it?

Base: shared the statement



### Question:

Since the beginning of 2023, have you come across any of these statements? Which of them, in your opinion, were true or false?

Did you share or discuss these statements with others?

In what ways did you share these statements / discuss the news?

Why did you decide to share these statements or discuss them?

### Base:

Total sample, N=1 534

Came across the statement, N=859/817/753/722/579/395

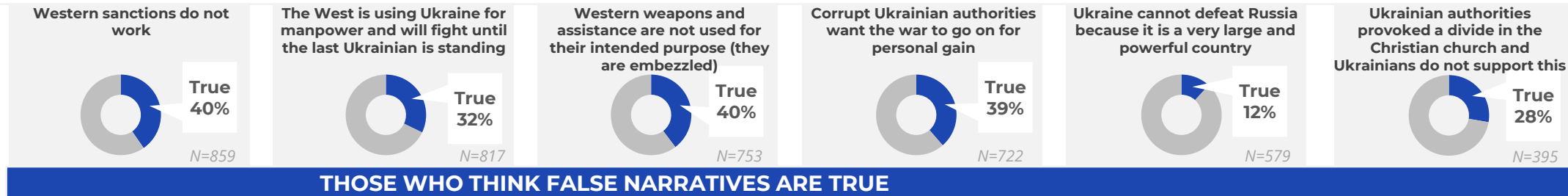
Shared the statement, N=317/308/316/294/224/148



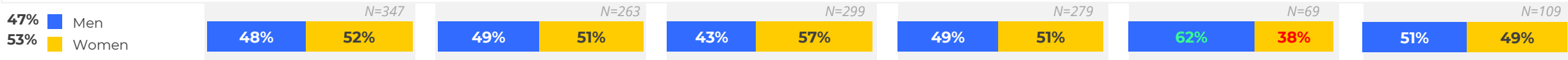
# Sociodemographic profiles of those who believe false narratives to be true. 2023

There are no considerable demographic differences between who do and do not believe disinformation. Women and men are distributed almost equally – except for the narrative saying it is impossible to defeat Russia. Older interviewees tended to believe the narrative about the impossibility of victory and authorities provoking the division of the Christian church.

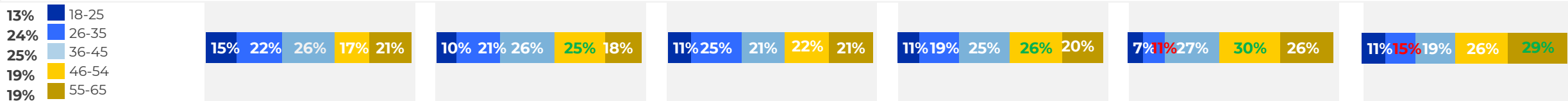
In your opinion, the following statements are:



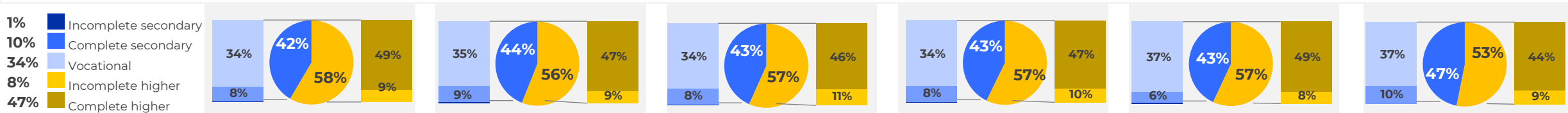
## Gender



## Age



## Education



## Question:


Which of these statements do you think were true or false?


x / x – significantly more/ less at 95% as compared to the total sample

(by focus group results)

 Interviewees knew most of the narratives - they had seen them in the media and identified them as Russian propaganda.

 **“Western sanctions do not work.”** The majority of interviewees believe this narrative to be partially true, because despite sanctions, Russia manages to get necessary goods through third countries (*“They get everything for their weapons through Kazakhstan and Georgia,” “Russia gets computer chips through other countries.”*)

 **“The West is using Ukraine as manpower and will fight until the last Ukrainian is standing.”** The vast majority believe this narrative to be false because the West is interested in ending the war as soon as possible, and because foreigners are fighting on Ukraine’s side (*“Western countries allow their citizens to fight for Ukraine, so it is not true.”*) Those who believe this narrative to be true explain that Western countries provide weapons, but Ukrainians are fighting and dying in the war (*“They help us with weapons, but they themselves do not fight,” “Ukraine has been turned into a battlefield, and the United States supplies weapons.”*)

 **“Western weapons and assistance are not used for their intended purpose (they are embezzled).”** Interviewees were divided. One group believes the statement to be false as there is effective control by Western partners and relevant Ukrainian authorities (*“How can a tank be sold? It's unreal!” “I heard that the US conducted monitoring, but found no violations,” “HIMARS is a very large weapon, it is difficult to sell it without being noticed.”*) Another group believes this to be true, because there have been cases when Western humanitarian aid was resold (*“Indeed, many military officers say that the weapons we receive are often old, and the new ones are probably resold,” “Reznikov himself said that no one forbids us to sell surplus weapons.”*)

(by focus group results)



**“Corrupt Ukrainian authorities want the war to go on for personal gain.”** Interviewees see both possibilities. Some believe the narrative to be false because the war brings a lot of suffering to the Ukrainian people (*“There is no point in prolonging the war because missiles are flying all over Ukraine.”*) Others believe the narrative to be true because the government in Ukraine is actually corrupt (*“There are indeed people in power who are very corrupt,” “Yes, it is true, because they are already thinking about the elections.”*)



**“Ukraine cannot defeat Russia because it is a very large and powerful country.”** The majority identify this narrative as false - the whole world is helping Ukraine, so it is quite possible to defeat Russia (*“They said they would take Kyiv in 3 days, but they didn’t,” “We just need more time to win,” “We have a very high level of patriotism.”*)



**“The Ukrainian government provoked a divide in the Christian church and Ukrainians do not support this.”** The majority of interviewees believe this narrative to be false. Young interviewees ages 18-24 had not even heard of such narrative and considered it incomprehensible. The audience supported the ban on the Ukrainian Orthodox Church of the Moscow Patriarchate in Ukraine (*“It should have been done long ago, because there is no church there, it is a source of Russian propaganda and weapons.”*)

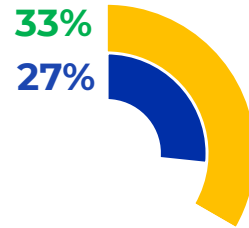
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## Fact-Checking

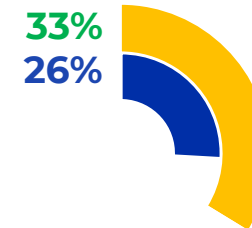
(verifying accuracy and correctness of media content)

Compared to last year, interviewees' awareness of services used to verify content is higher, as is the share of interviewees who report using such services. However, 65% of those aware of specific resources do not have any real experience of using them.

**Awareness of services for verifying accuracy and correctness of media content**



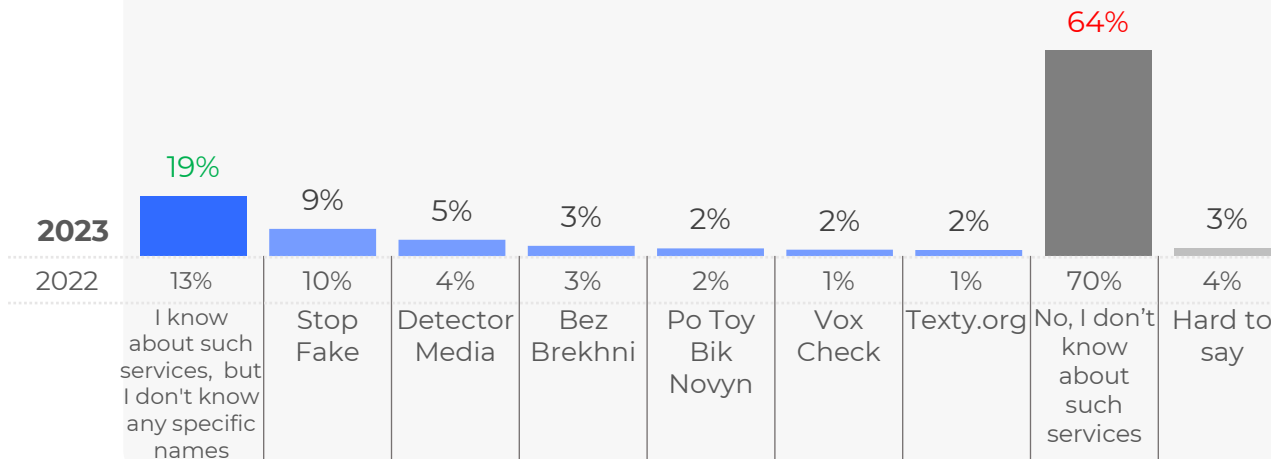
Of those who know the specific services



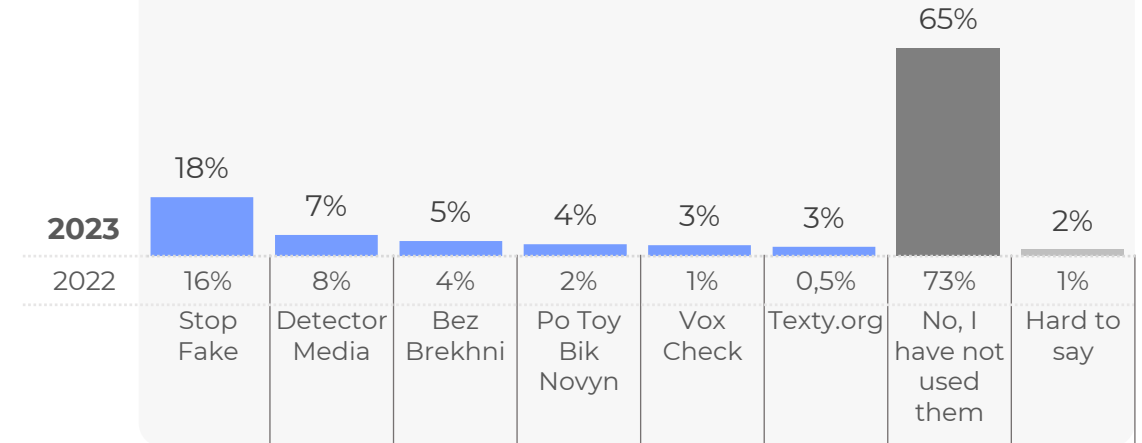
**Use of services for verifying accuracy and correctness of media content**

■ 2023 ■ 2022

**Awareness of services**



**Use of services**



**Question:**

Are you aware of special services or platforms that can be used to verify the accuracy and correctness of doubtful reports in the media?  
 Did you personally check any doubtful media reports with these services?

**Base:**

Total sample, 2022 N=1,456, 2023 N=1,534  
 Those aware of the services and their names, 2022 N=203, 2023 N=229

(by focus group results)



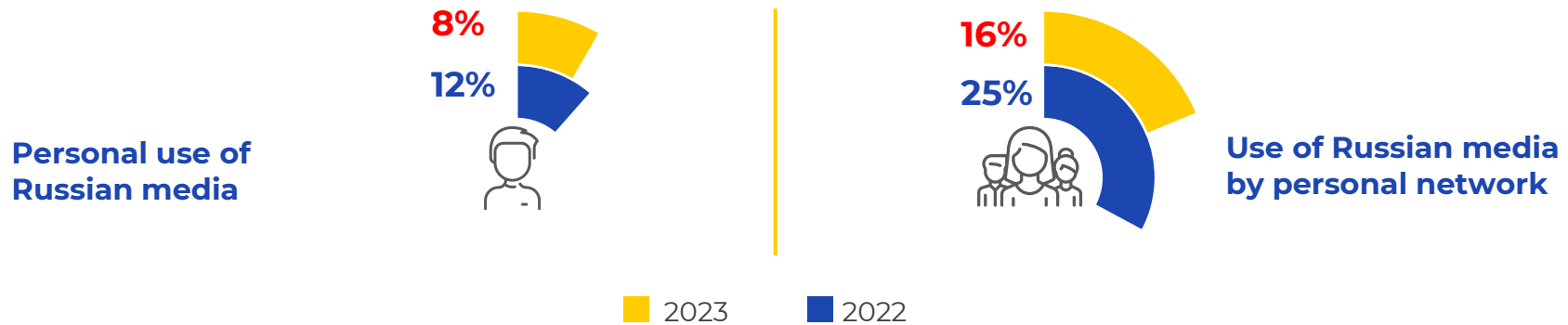
Some interviewees have heard of fact-checking services and tools. While their attitude toward such tools is positive, they rarely take advantage of them.

Most often, interviewees verify information on their own, either through other sources or by talking to those who witnessed the event (*"I call my friends who were somewhere near the event and ask if it is true."*)

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## Russian Media

Personal consumption of Russian media keeps decreasing – only 8% of interviewees used Russian media in 2023. The share of those who use Russian media within interviewees’ personal networks also decreased significantly to 16%. The main reason for using Russian media was to find out what they are saying about Ukraine.



Year	To find out what the Russian media are saying about Ukraine	To get an alternative/different point of view	To get news from Russia – about what's happening in Russia	They are interesting, interesting to watch/read	Opportunity to get news in Russian	They are truthful, more independent	Other	Hard to say
2023	44%	16%	14%	10%	4%	1%	6%	25%
2022	35%	20%	13%	13%	4%	2%	15%	24%
2021	26%	25%	19%	19%	12%	4%	8%	22%
2020	29%	25%	28%	17%	15%	3%	3%	31%
2019		35%		22%	21%	4%	3%	36%

**Question:**

In the past 30 days, have you used any Russian media to receive news, including those that describe themselves as liberal and/or in opposition to the official Russian government?  
 Are there people in your personal network who use Russian media to get news?  
 Why do you think people use Russian media?

**Base:**

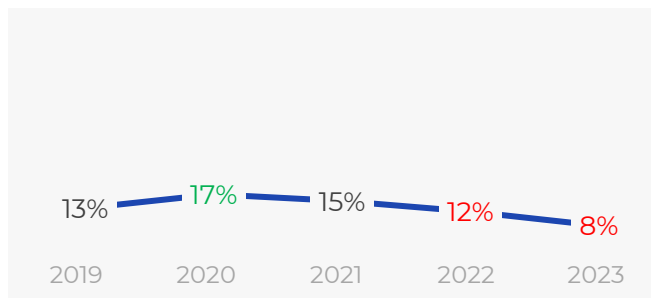
Total sample, 2015-2021 N~1,600/wave  
 2022 N~1,450  
 2023 N=1,534

x / x - significantly more/ less at 95% as compared to the previous wave

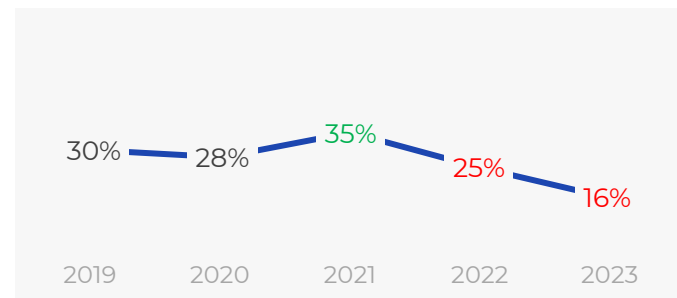


## Use of Russian media

Personal use



Use by people in personal network



**Question:**

Have you used any Russian media for news within the past 30 days?  
Are there people in your personal network who use Russian media to get news?

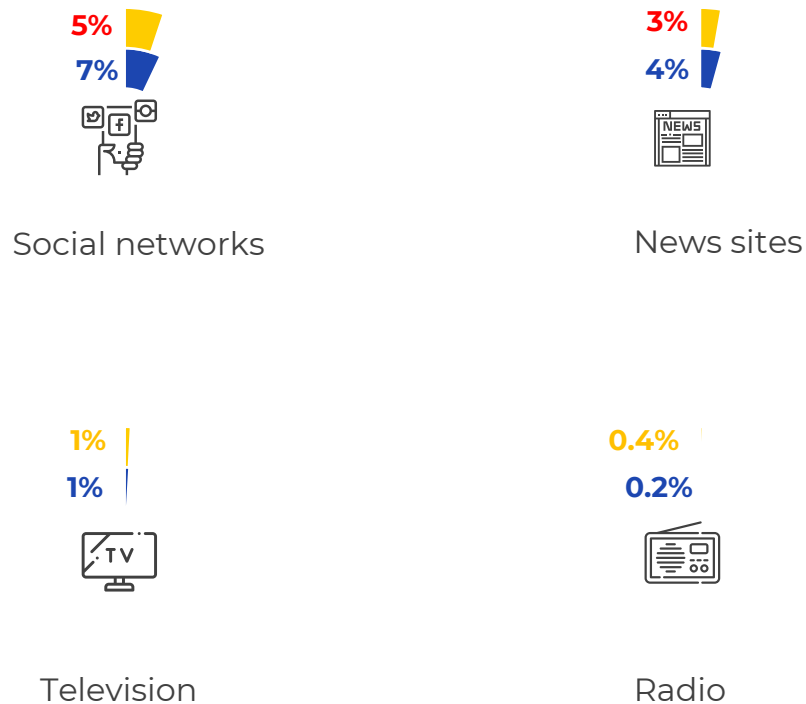
**Base:**

Total sample, 2019-2021 N~1,600/wave  
2022 N~1,450  
2023 N=1,534

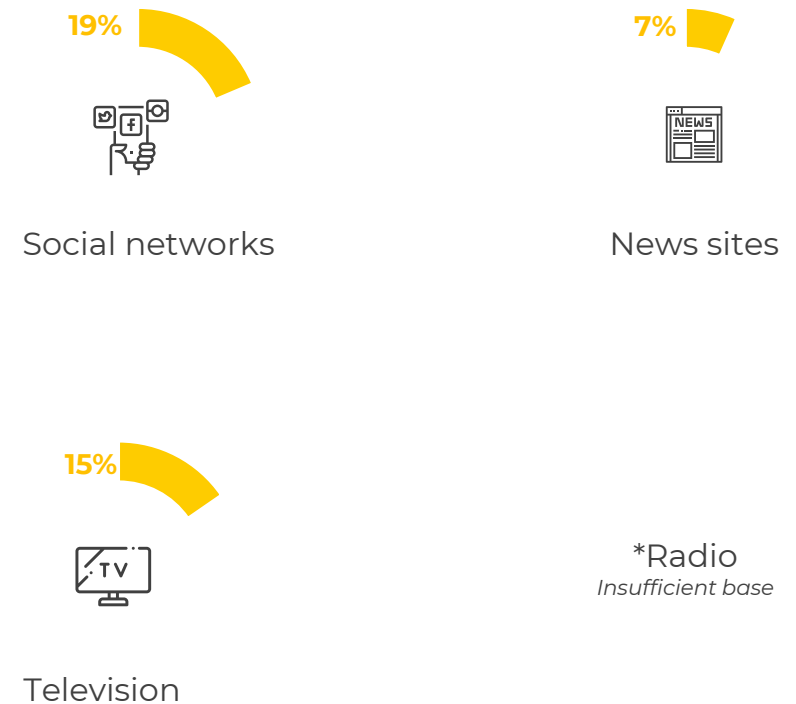
x / x – significantly more/ less at 95% as compared to the previous wave

Some Ukrainians still use Russian social networks (5%) and news sites (3%), but trust in Russian media is low.

## Consumption of Russian media within the month



## Level of trust in Russian media among their consumers



■ 2023 ■ 2022

**Question:**

What kind of Russian media have you used to receive news in the past 30 days?  
 To what extent do you trust the news in...?% of those who trust completely or in part

\* Media are ranked by rating –from the media with the highest level to the media with the lowest level of consumption/trust

**Base:**

Use, total sample, 2022 N~1,450  
 2023 N=1534  
 Trust: those who use this type of media  
 2023 N = 78, 42, 13

x / x – significantly more/ less at 95% as compared to the previous wave

(by focus group results)



Interest and trust in Russian media is low. Most interviewees do not show interest in “opposition” media either, considering them to be pseudo-opposition (“*There is no opposition there at all.*”) Some interviewees who did use such sources mentioned the news sites “Nastoyashchie Vremia” and “Meduza” as well as Russian bloggers: Mark Feygin, Mikhail Khodorkovsky, Alexander Nevzorov, Yulia Latynina, Viktor Shenderovich, Ruslan Leviev, Valery Solovey, Gennady Gudkov, and Yevgeny Chichvarkin.

(specificities of some population categories by the results of focus groups and in-depth interviews)



## ❑ INHABITANTS OF OCCUPIED TERRITORIES and/or WHERE THERE ARE HOSTILITIES

While last year there was a fundamental refusal to consume Russian media, the situation has changed. Interviewees say they have no trust in Russian television and other sources from the occupation authorities, but they are increasingly paying attention to such news. Their reasons include: fatigue from living under occupation/near hostilities, difficult living conditions, and lack of moral strength to search for reliable Ukrainian information and navigating blocked access. Additionally, it is through Russian sources that the population might be able to receive current, useful information about daily life and solving everyday issues.



## ❑ SERVICE MEMBERS

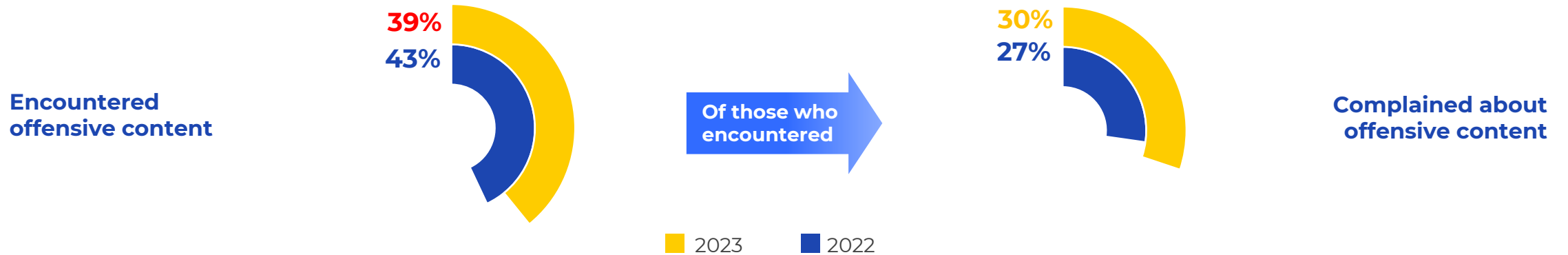
Some military personnel on the frontline use Telegram channels of Russian military commanders and bloggers to get information from the Russian perspective, as well as enter Russian chats under fake names and start conversations to obtain operational information.

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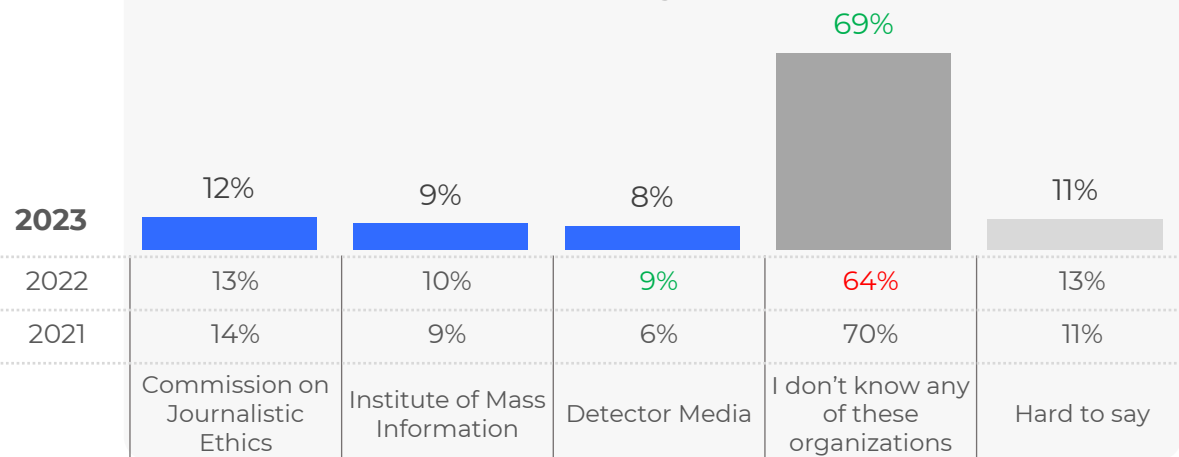
# Complaints about Media Content

# Complaints about media content

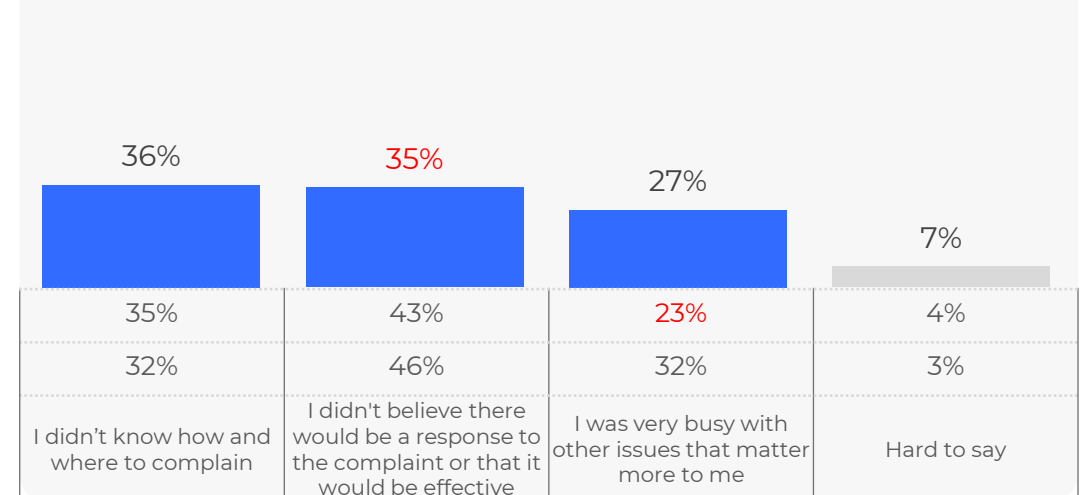
About 40% of interviewees encountered offensive media content and 30% of those interviewees reported such content. Those who did not complain are unaware of how this can be done and do not expect an effective response. In 2023, the percentage of those who believe complaining would not be effective decreased.



**Awareness of possibility to file a complaint with these organizations**



**Reasons for not filing complaints**



**Question:**

Have you ever come across content in the media that you think were so inaccurate or offensive that you wanted to complain about them? Have you complained about such content? Why not? Did you know that you can file a complaint about media content with the following public organizations?

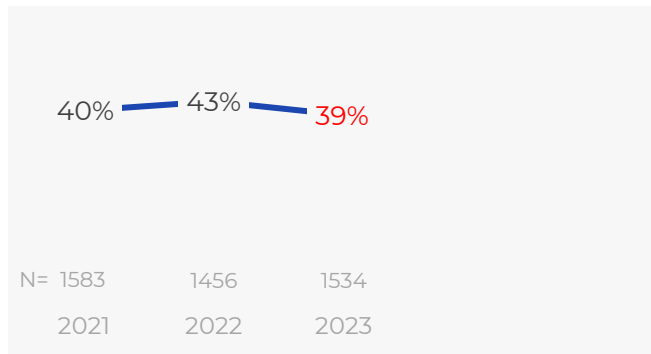
**Base:**

Total sample, 2022, N~1,450, 2023 N=1,534  
 Aware, 2022, N=626, 2023 N=601  
 Aware but did not complain, 2022, N=451, 2023 N=413

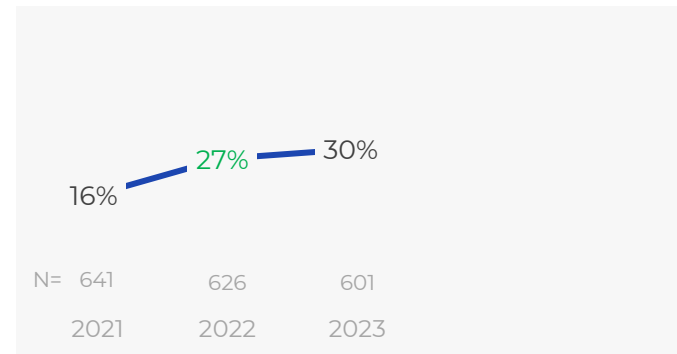
x / x - significantly more/ less at 95% as compared to the previous wave

## Offensive content in media

Encountered such content



Complained about the content



**Question:**

Have you ever come across content in the media that you think were so inaccurate or offensive that you wanted to complain about them?  
Have you complained about such content?

x / x – significantly more/ less at 95% as compared to the previous wave

(by focus group results)



The majority of interviewees have encountered offensive content on the Internet, but only a few have used the “complain” button on social networks (*“I complained about a group on Instagram that sends men abroad”, “I complained about videos of violence and suffering of Ukrainians”*).

Interviewees do not report or complain about offensive content because they say complaints are ineffective and inefficient (*“You cut off one head, but another grows”*) and they are not aware that special organizations which deal with complaints about media exist.

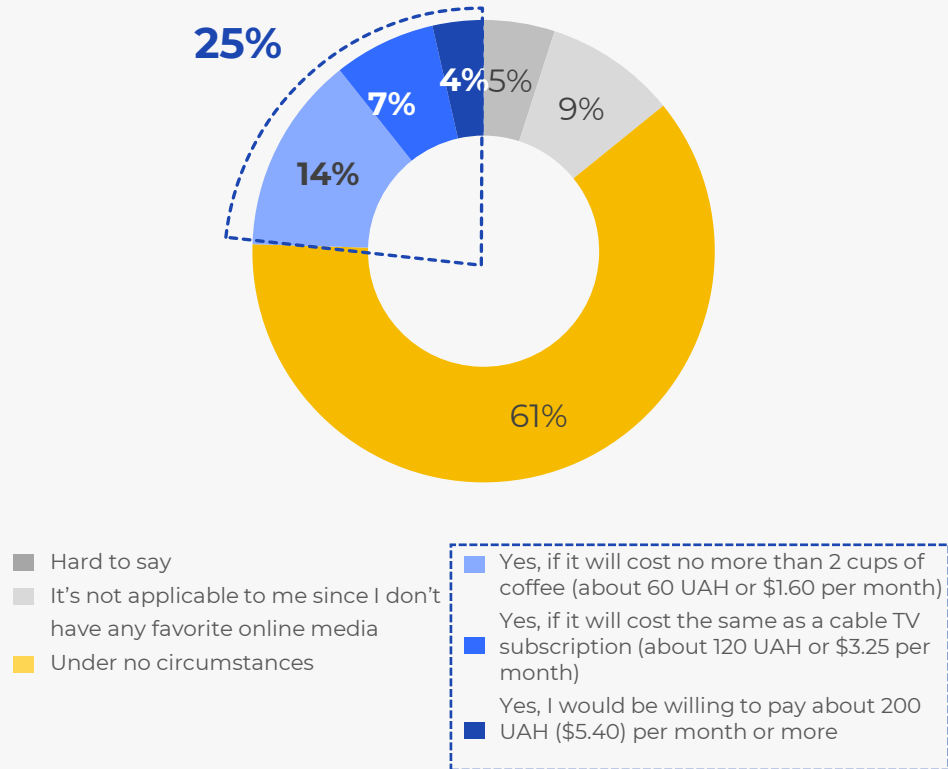


# Willingness to Pay for Access to Online Media

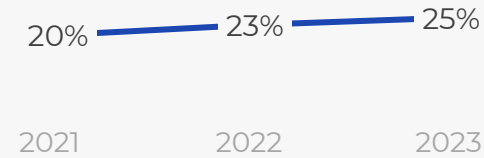


One in four news site users is willing to pay for access to their preferred online media. half of them – provided the cost of the service is no more than two cups of coffee (60 UAH or \$1.60). Those unwilling to pay for access say that all news stories, even exclusive ones, are available quickly from free news media.

### Willingness to pay for access to online media, 2023



### Change in willingness to pay for access to online media, 2021-2023



**Question:**  
 Would you consider paying for a subscription to access your favorite online news sites?

**Base:**  
 Users of news websites,  
 2021 N=753, 2022 N=613 2023 N=622

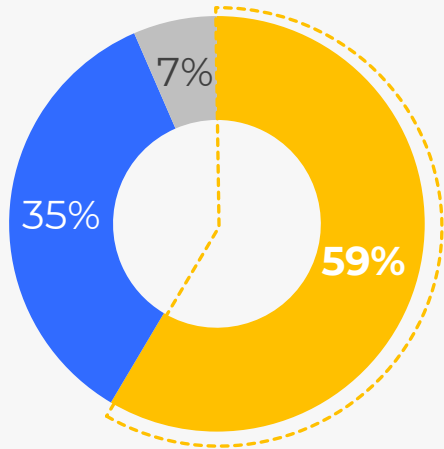
x / x - significantly more/ less at 95% as compared to the previous wave

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## Media Coverage of Equality-Related Topics

Almost 60% of interviewees have encountered stereotypes about men and women in media, more than half of them say media uses stereotype quite often. However, 54% of interviewees say that men and women in leadership and authority positions are represented fairly in the media.

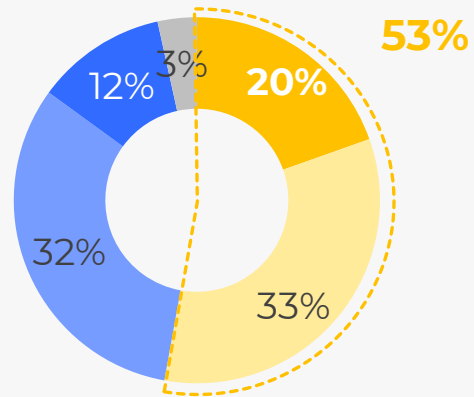
## Encountered stereotypes about men and women in media



- Yes
- No
- Hard to say

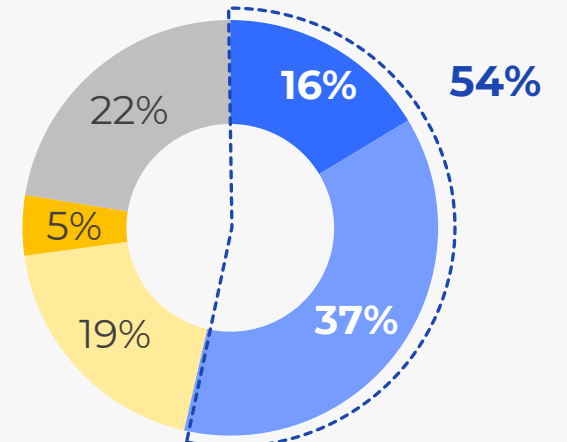
Of those who encountered

## How often have you encountered stereotypes



- Hard to say
- Very rarely
- Rarely
- Very often
- Often

## Fair representation in media of men and women holding top positions



- Hard to say
- Very unfair
- Unfair
- Very fair
- Fair

### Questions:

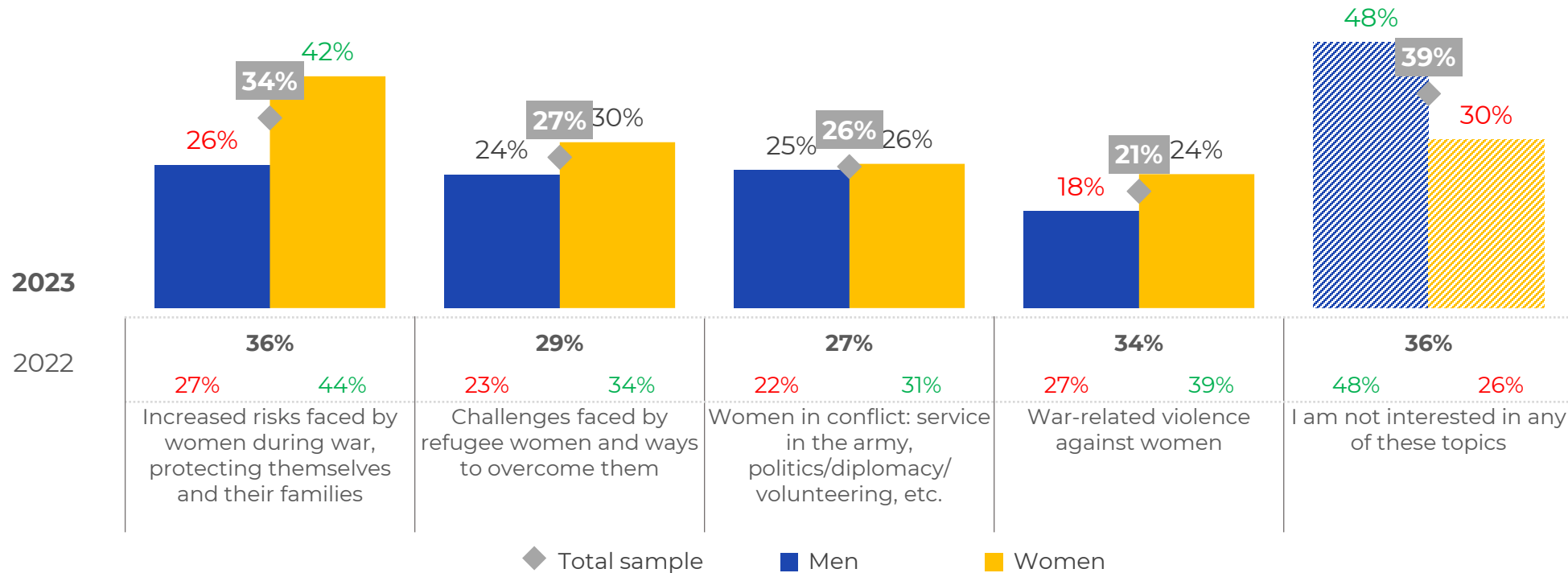
Have you encountered stereotypes about men and women in media – for example, a man is brave, and a woman is delicate and tender?  
 How often have you encountered such stereotypes about men and women in media?  
 Assess how fairly/equally are men and women holding top/authoritative positions represented in media?

### Base:

Total sample, N=1534  
 Encountered stereotypes, N=898

One in three interviewees wants to see more coverage of the problems women face in wartime (in terms of protecting themselves and their families) and one in four interviewees wants more information about displaced women and their struggles, and about women leaders, political figures, diplomats, and volunteers. As a whole, men are considerably less interested than women are in such topics.

## Topics related to gender equality, that interviewees would like to be better covered



### Question:

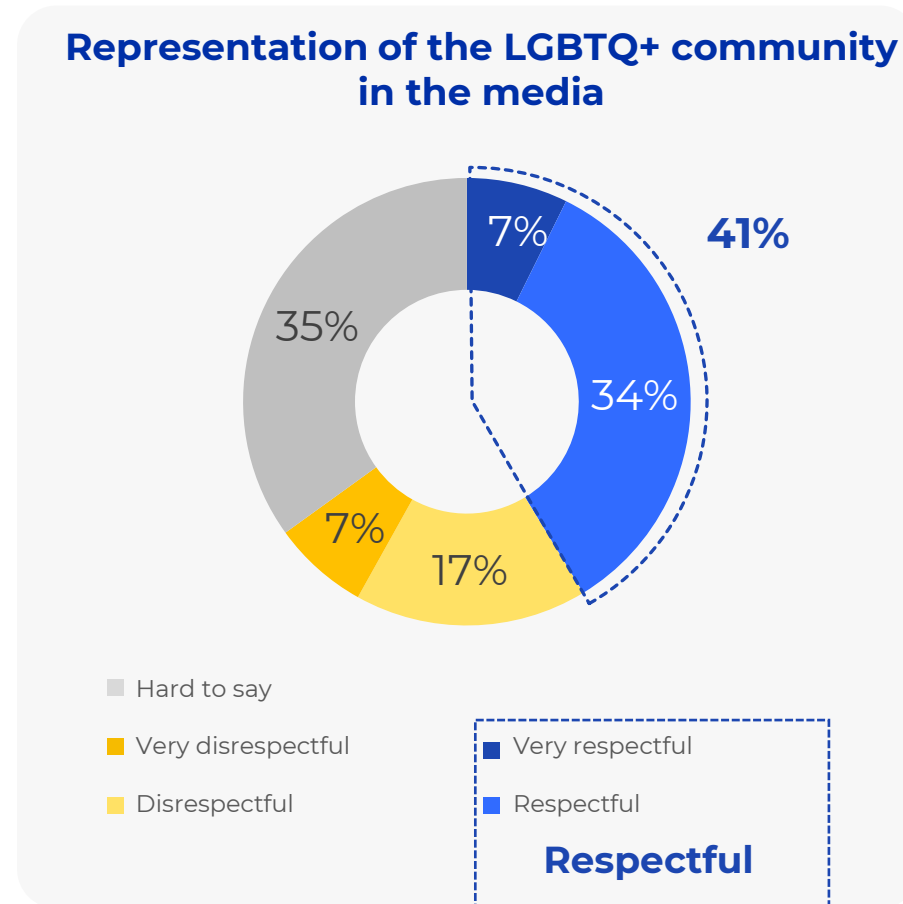
Select the most important topics related to gender equality on which you would like to receive more coverage in the near future?

### Base:

Total sample, 2022 N=1,456, 2023 N=1,534, men, 2022 N=680, 2023 N=721, women, 2022 N=776, 2023 N=814

x / x - significantly more/ less at 95% as compared to the previous wave

More than 40% of interviewees say that the LGBTQ+ community is represented respectfully in the media. At the same time, one in three interviewees was not able to say either way.



**Question:**

Assess how respectful is the representation of the LGBT+ community in the media?

**Base:**

Total sample, N=1534

(by focus group results)



The majority of interviewees reported significant changes in the media space regarding gender equality. They most frequently mentioned the President's addresses where he speaks about “male and female military defenders” and emphasizes women in certain professions - director, police officer, psychologist, member of parliament.

Interviewees note a gradual leveling of the situation regarding the equal representation of women and men (*“Now the focus is on talent, not gender.”*) They mentioned women in the army, police, supermarket security, and the appearance of a women's compartment.

At the same time, there has been a decrease in media attention to the issue of domestic violence, as the war has overwhelmed many topics.



Interviewees talked about an increase in media coverage of the LGBTQ+ community and believe that they are covered in a tolerant manner (*“The media have started to cover this topic,” “They are very tolerant and respectful of LGBTQ+ people.”*)

## Annex 1

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# Research Methodology

## QUALITATIVE STAGE. Focus Group Discussions

### Baseline and interpretative

#### Target audience

Men/Women 18-65

#### Dates of field work

07.07.2023 – 14.07.2023,  
18.09.2023 – 23.09.2023

#### Geography

Ukraine, cities and towns

Kyiv (2 FGDs)  
Lviv (2 FGDs)  
Odesa (2 FGDs)  
Dnipro (2 FGDs)  
Kharkiv (1 FGD)  
Lubny (1FGD)

### With rural residents

#### Target audience

Men/Women 30-60

#### Dates of field work

17.08.2023, 03.09.2023

#### Geography

Ukraine, urban villages  
Dnipropetrovsk region,  
urban village of Mezhova  
(1 FGD),  
Odesa region,  
urban village of Ovidiopol  
(1 FGD)

### With internally displaced persons

#### Target audience

Men/Women 20-60

#### Dates of field work

14.08.2022 – 16.08.2022

#### Geography

Ukraine, cities  
Kyiv (1 FGD)  
Dnipro (1 FGD)  
Ivano-Frankivsk (1 FGD)



## QUALITATIVE STAGE. In-Depth Interviews

### With service members

#### Target audience

Men/Women 20-60

#### Dates of field work

14.08.2023-28.08.2023

#### Geography

persons located in the areas of hostilities and in other field positions in Donetsk region, Kyiv region, Chernihiv region, the town of Yavoriv.

### With internally displaced persons temporarily living abroad (refugees)

#### Target audience

Men/Women 20-60

#### Dates of field work

14.08.2023 – 12.09.2023

#### Geography

Poland (6 interviews)  
Germany (6 interviews)  
Czechia (6 interviews)  
the UK (6 interviews)  
the Baltic States (6 interviews)  
Canada (6 interviews)

### With the inhabitants of temporarily occupied territories, blocked territories and/or territories where there are hostilities

#### Target audience

Men/Women 20-60

#### Dates of field work

14.08.2023 – 12.09.2023

#### Geography

Kharkiv region (3 interviews)  
- Bohodukhiv, Derhachi, Lozova  
Luhansk region (3 interviews)  
- Bilovodsk, Novopskov, Luhansk  
Donetsk region (3 interviews)  
- Donetsk, Mariupol  
Zaporizhzhia region (3 interviews)  
- Melitopol, Tokmak  
Kherson region (3 interviews)  
- Oleshky, Skadovsk, Chaplynka

## QUALITATIVE STAGE

### Face-to-face method:

#### Target audience

Men/Women 18-65

#### Dates of field work

28.07.2023 – 28.08.2023

#### Geography

Ukraine, cities of 50 thousand +,

The survey was conducted in the city of Kyiv, Vinnytsia, Volyn, Dnipropetrovsk, Zhytomyr, Zakarpattia, Ivano-Frankivsk, Kyiv, Kirovohrad, Lviv, Mykolayiv, Odesa, Poltava, Rivne, Sumy, Ternopil, Kharkiv, Khmelnytskyi, Cherkasy, Chernihiv, Chernivtsi regions (in Mykolayiv and Kharkiv regions – only in the city of Mykolayiv and the city of Kharkiv).

Persons who have gone abroad did not participate in the survey.

### Total sample 2023 = 3,250 interviews,

of which ~ 350 interviews in 8 regions:  
Kyiv (including the city of Kyiv), Vinnytsia, Dnipropetrovsk, Lviv, Poltava, Sumy, Kharkiv regions.

### Representative part 2023 = 1,534 interviews.

To ensure that the sample is representative, we have developed special statistical weights that brought the structure of the datasets in line with the data of the State Statistics Service with regard to such parameters as region, type of settlement, sex, and age as of the beginning of 2022.

The sampling error does not exceed 2.5% with a probability of 0.95.

Region (oblast)/ macroregion	2015	2016	2017	2018	2019	2020	2021	2022	2023	Share
<b>Total sample</b>	<b>1643</b>	<b>1638</b>	<b>1650</b>	<b>1643</b>	<b>1618</b>	<b>1582</b>	<b>1583</b>	<b>1456</b>	<b>1534</b>	<b>100%</b>
<b>West</b>	<b>276</b>	<b>275</b>	<b>277</b>	<b>276</b>	<b>256</b>	<b>267</b>	<b>267</b>	<b>298</b>	<b>314</b>	<b>20%</b>
Volyn	32	31	32	32	32	30	30	34	36	2%
Zakarpattia	19	19	19	19	-	18	18	20	21	1%
Ivano-Frankivsk	33	33	34	33	33	33	33	37	39	3%
Lviv	89	89	89	89	88	86	86	95	101	7%
Rivne	24	24	24	24	24	22	22	25	26	2%
Ternopil	21	21	21	21	20	20	20	22	23	2%
Khmelnyskyi	35	35	35	35	35	34	34	38	40	3%
Chernivtsi	24	24	24	24	24	24	24	27	29	2%
<b>North</b>	<b>428</b>	<b>424</b>	<b>431</b>	<b>428</b>	<b>426</b>	<b>417</b>	<b>417</b>	<b>465</b>	<b>490</b>	<b>32%</b>
Kyiv and Kyiv region	301	301	302	301	300	300	300	335	353	23%
Zhytomyr	45	45	45	45	45	41	41	46	48	3%
Sumy	41	41	42	41	41	39	39	43	46	3%
Chernihiv	41	37	42	41	40	37	37	41	43	3%

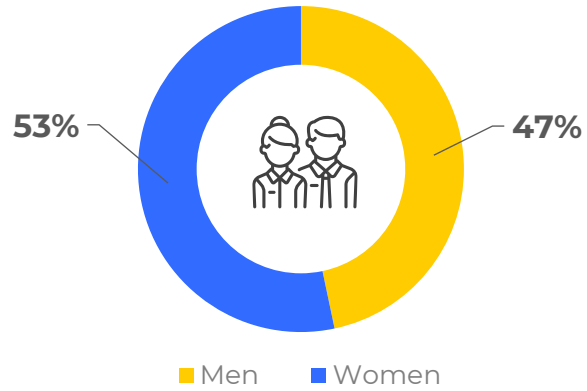
Region (oblast)/ macroregion	2015	2016	2017	2018	2019	2020	2021	2022	2023	Share
<b>Center</b>	<b>162</b>	<b>162</b>	<b>162</b>	<b>162</b>	<b>161</b>	<b>154</b>	<b>154</b>	<b>172</b>	<b>181</b>	<b>12%</b>
Vinnytsia	35	35	35	35	35	33	33	37	39	3%
Kirovohrad	30	30	30	30	30	32	32	36	38	2%
Poltava	54	54	55	54	54	50	50	56	59	4%
Cherkasy	42	42	42	42	42	39	39	43	45	3%
<b>South</b>	<b>299</b>	<b>299</b>	<b>300</b>	<b>299</b>	<b>298</b>	<b>277</b>	<b>278</b>	<b>165</b>	<b>174</b>	<b>11%</b>
Zaporizhzhia	104	104	105	104	104	93	93	-	-	-
Mykolayiv	53	53	54	53	53	49	49	48	50	3%
Odesa	113	113	113	113	112	105	105	117	123	8%
Kherson	28	28	29	28	28	31	31	-	-	-
<b>East</b>	<b>479</b>	<b>479</b>	<b>480</b>	<b>479</b>	<b>477</b>	<b>468</b>	<b>467</b>	<b>356</b>	<b>375</b>	<b>24%</b>
Dnipropetrovsk	209	209	209	209	208	187	187	209	220	14%
Donetsk	97	97	98	97	97	113	113	-	-	-
Luhansk	26	26	26	26	26	25	25	-	-	-
Kharkiv	147	147	147	147	146	142	142	147	154	10%

## Annex 2

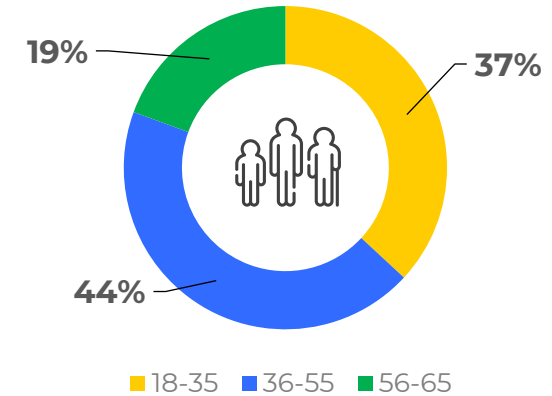


# Sociodemographic Profile

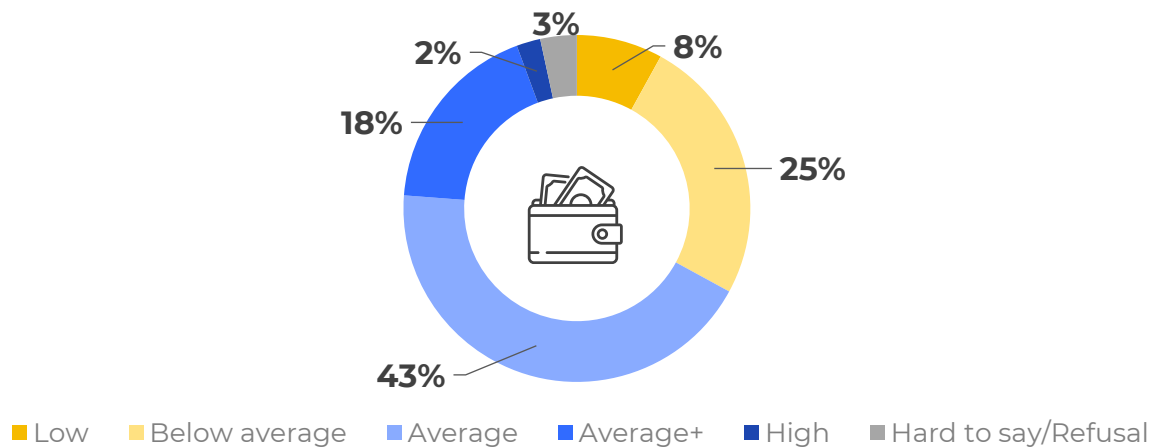
## Gender



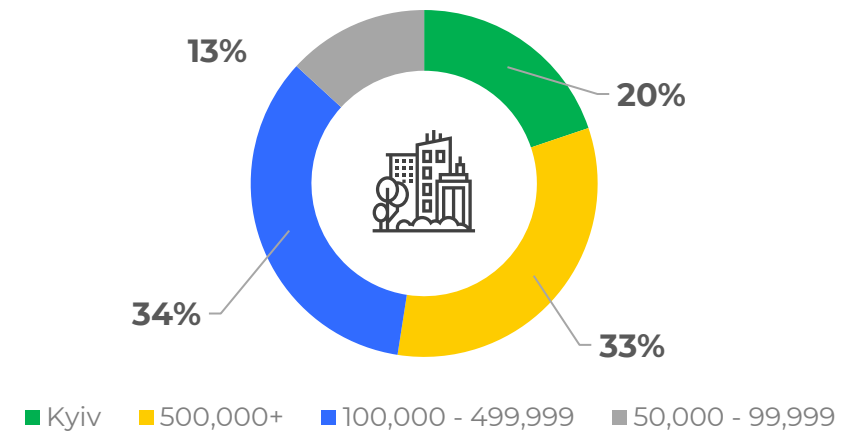
## Age



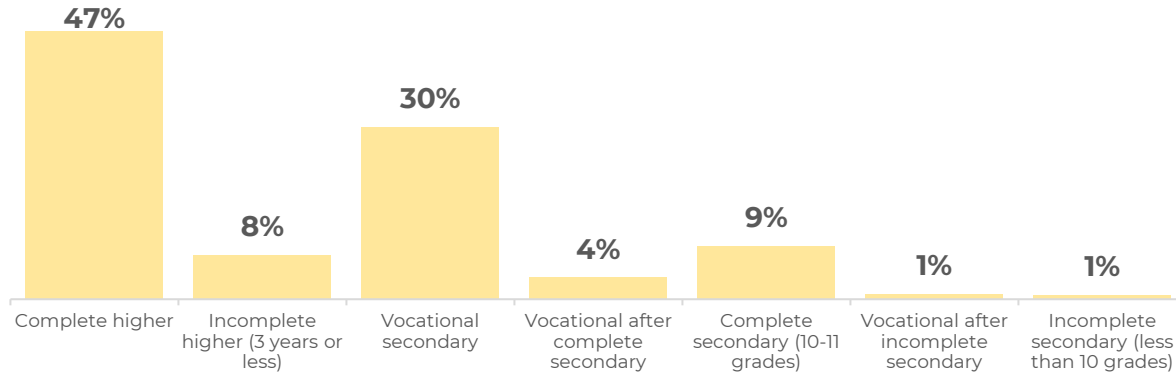
## Level of income



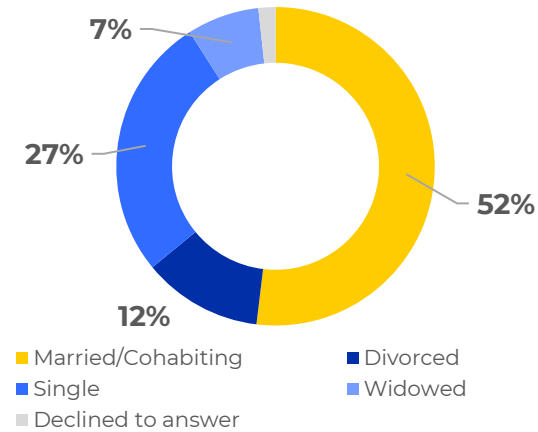
## Type of settlement



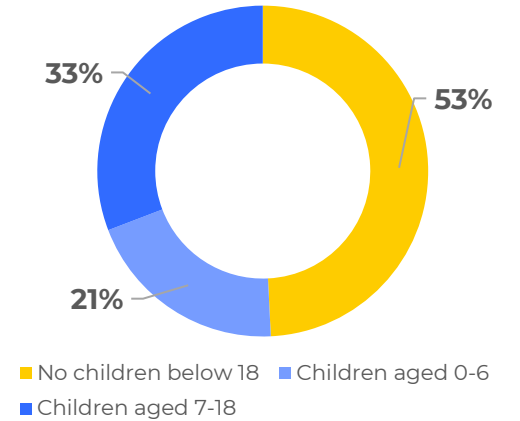
## Education



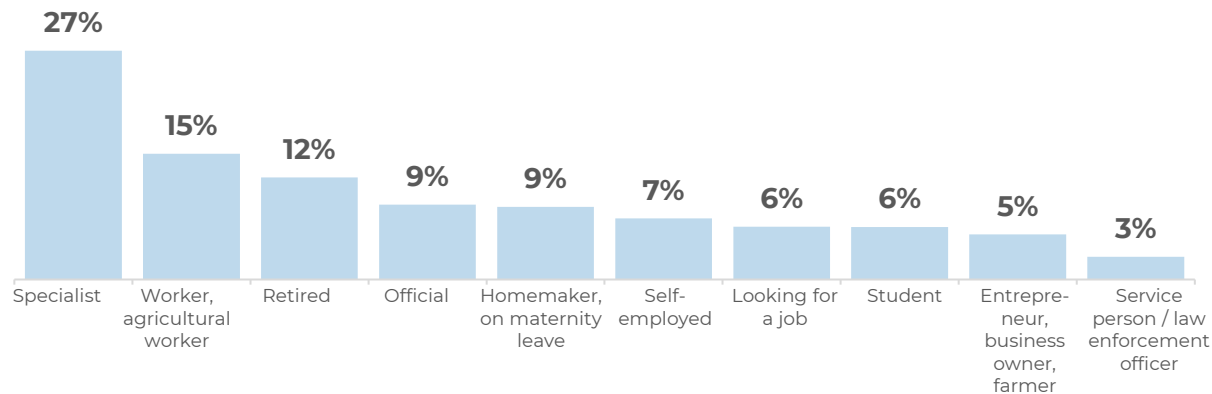
## Family status



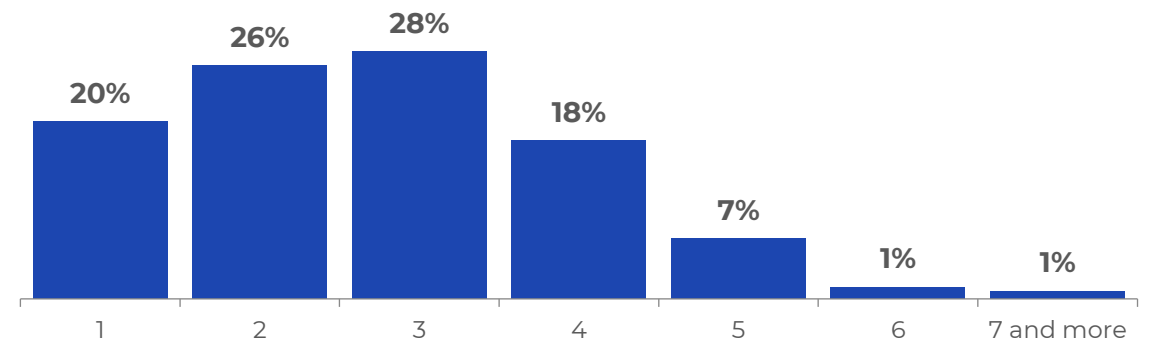
## Children



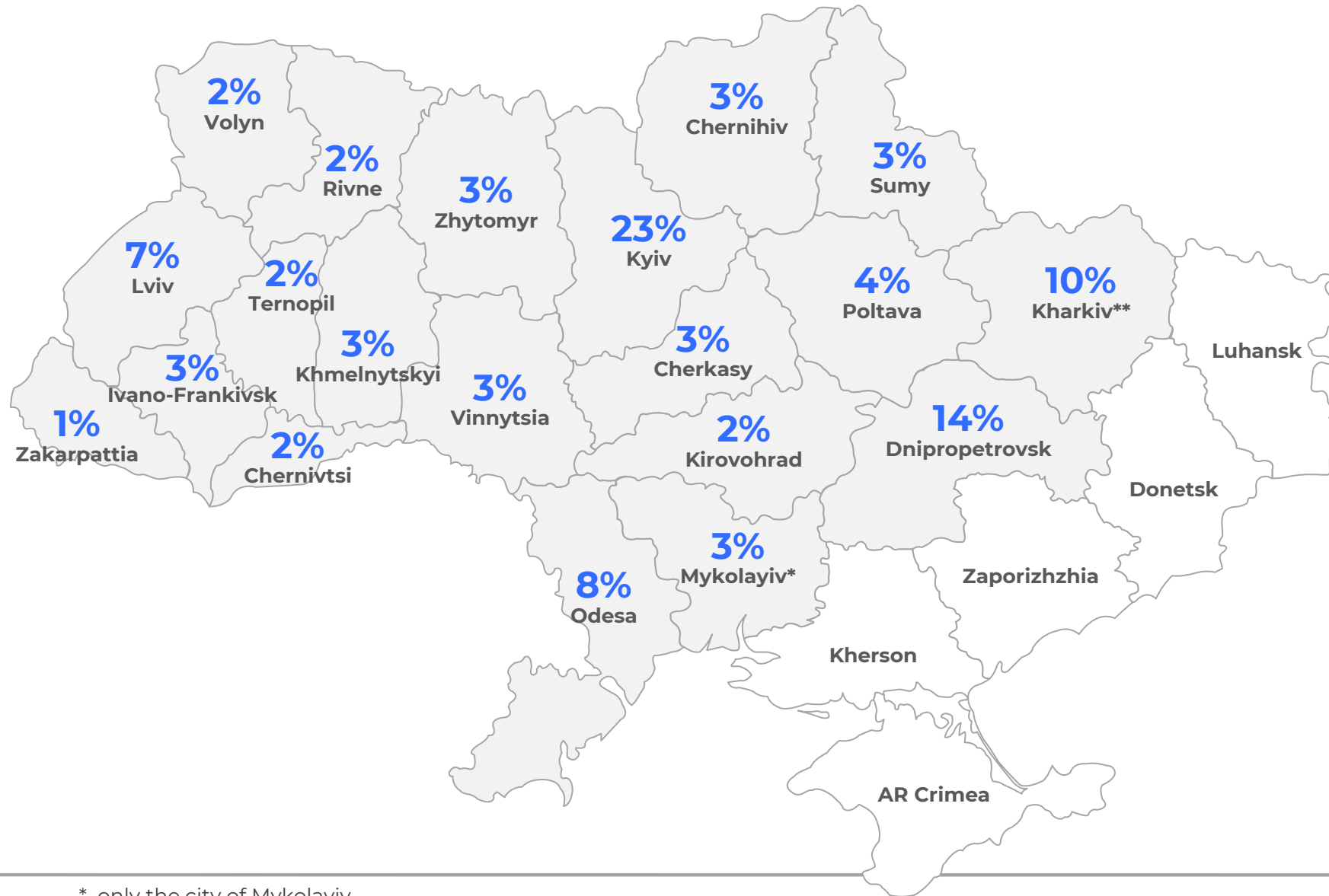
## Employment



## Household size



## Regions



**Base:**  
Total sample, N=1,534

\* only the city of Mykolayiv  
\*\* only the city of Kharkiv

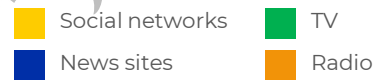
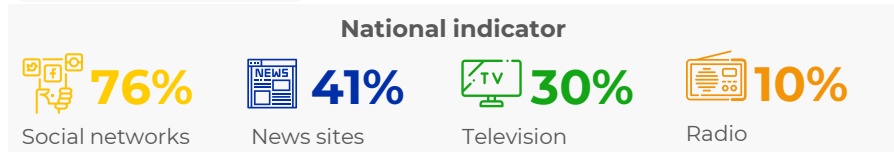
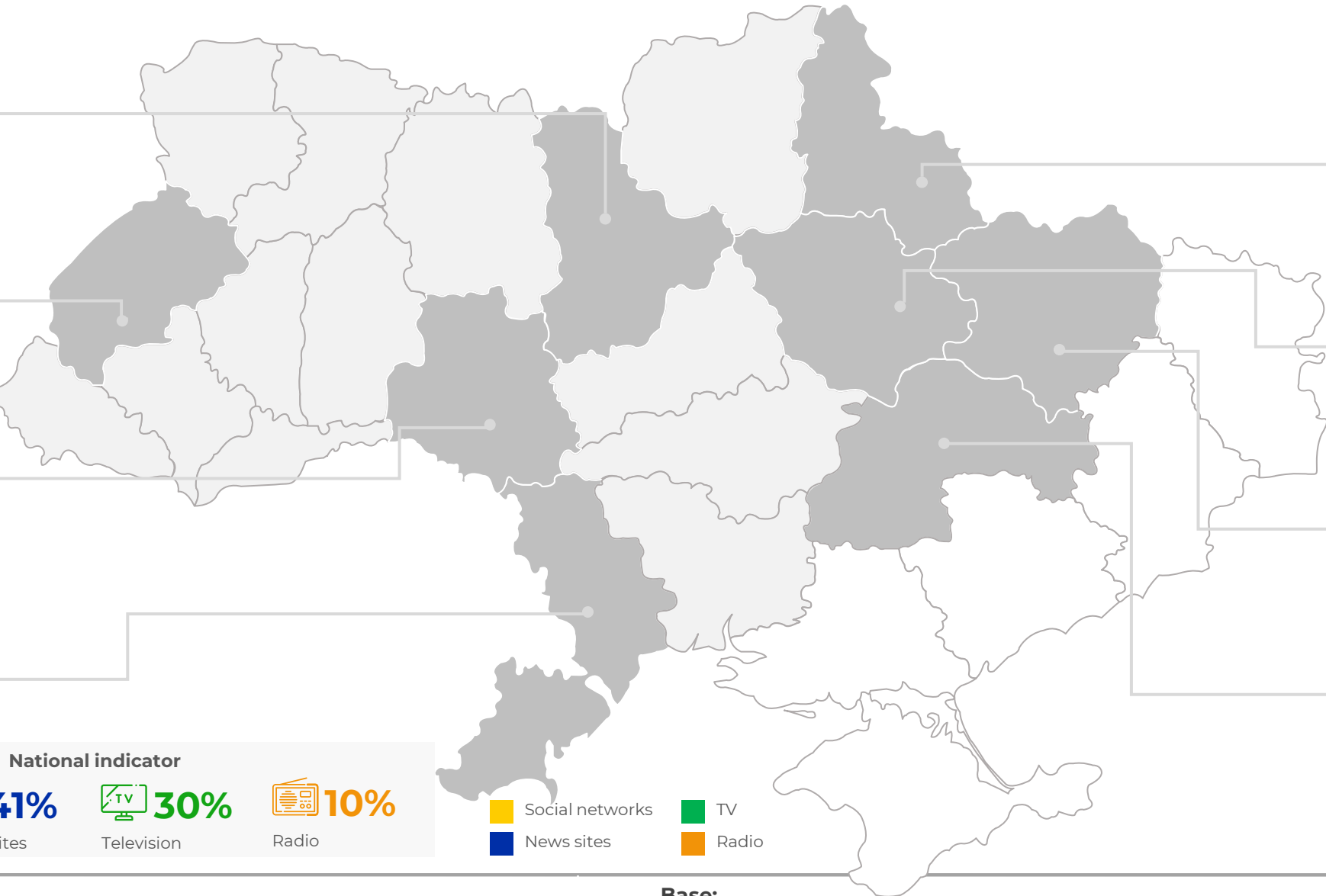
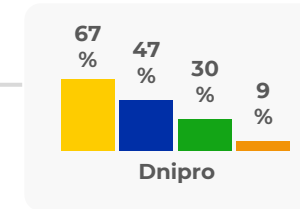
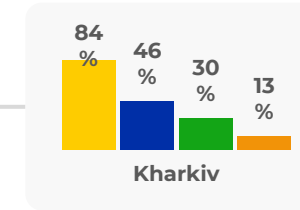
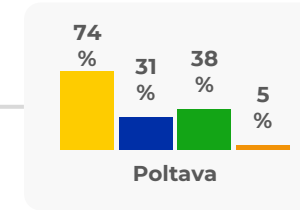
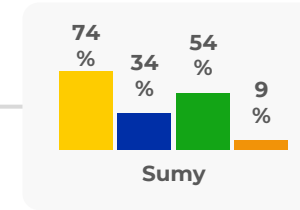
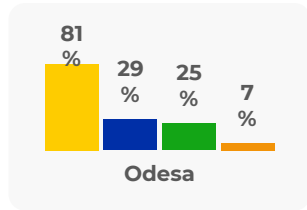
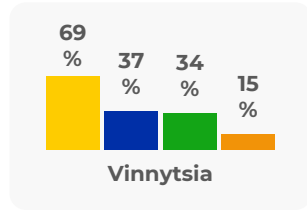
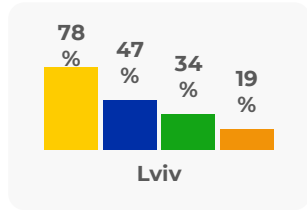
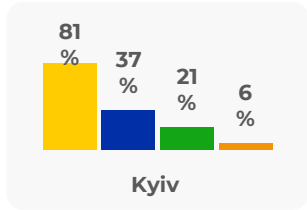
## Annex 3

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# Regional Indicators



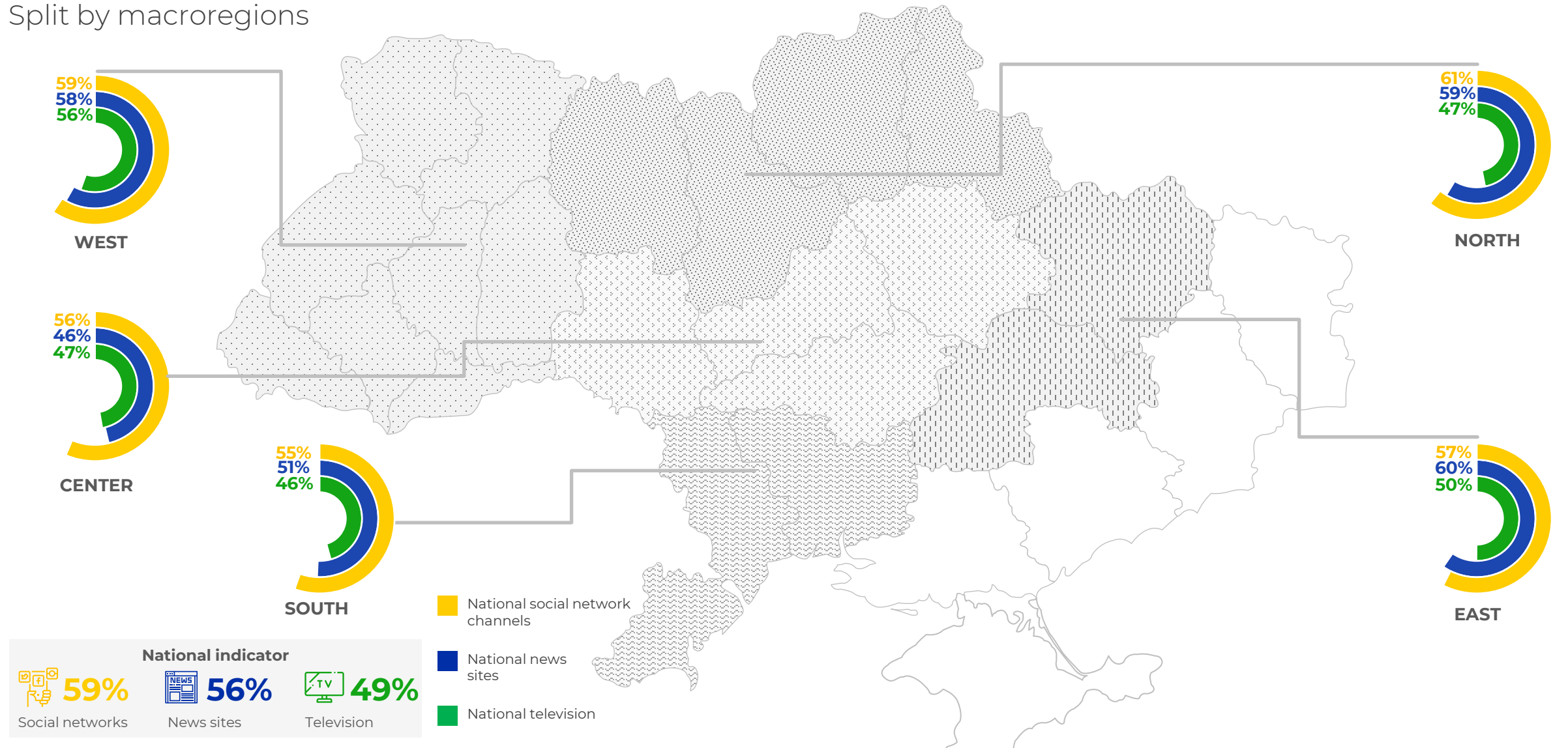
# Media activity by regions. 2023



**Question:**  
Please tell us what media you have used within the past 30 days to get news?

**Base:**  
Each region, N~350

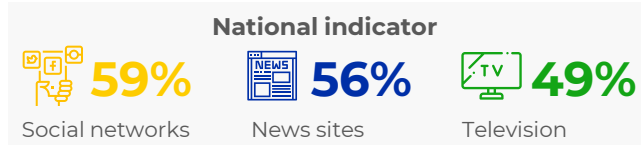
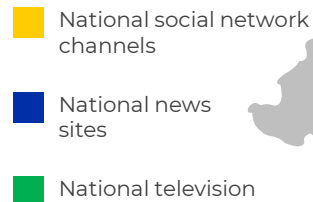
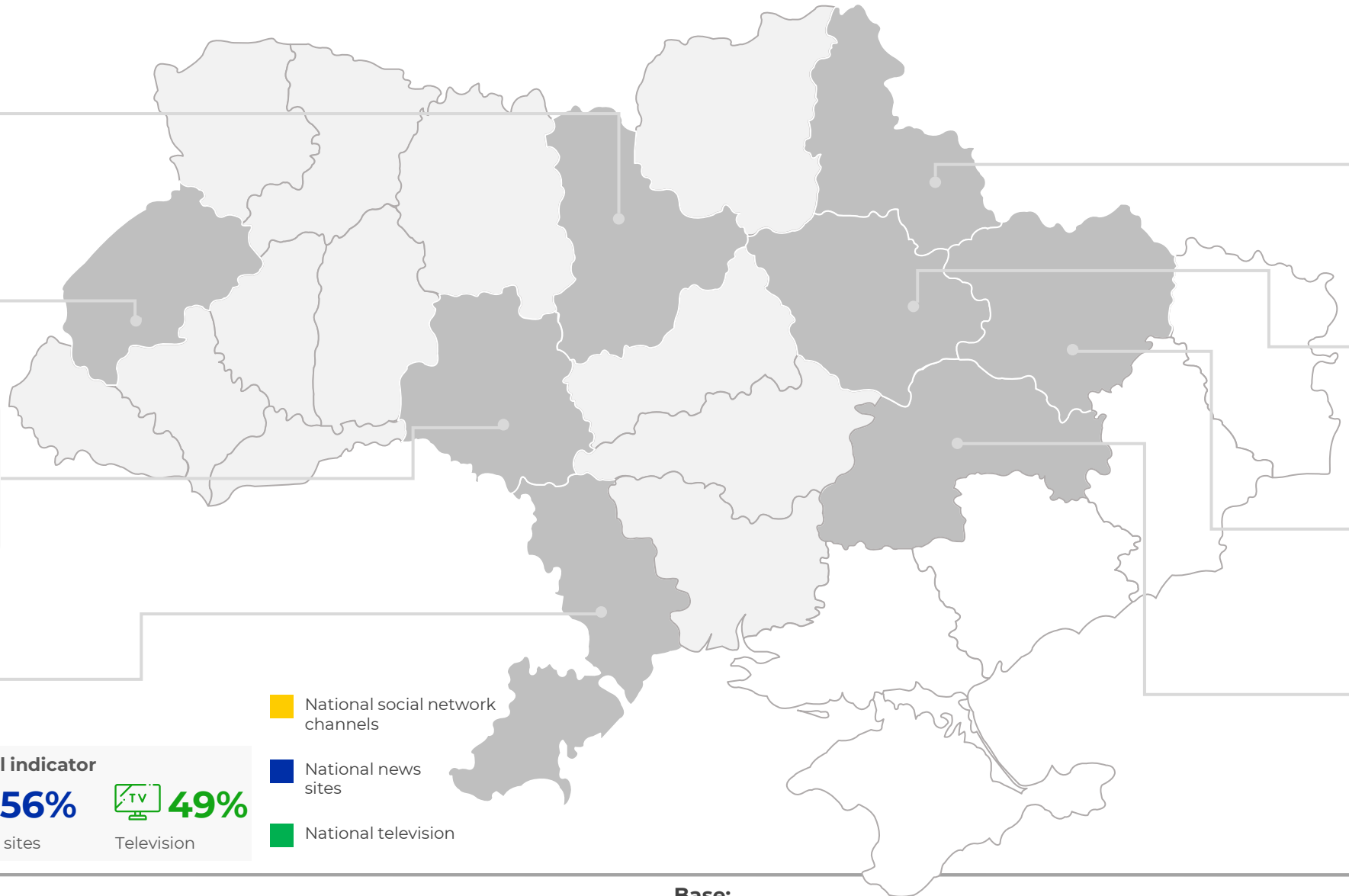
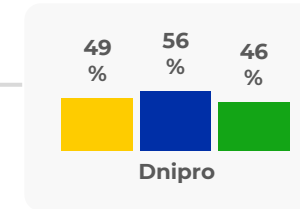
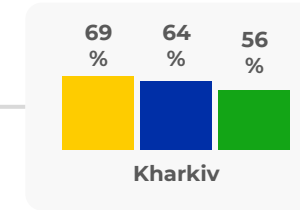
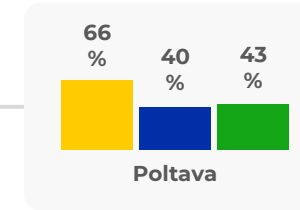
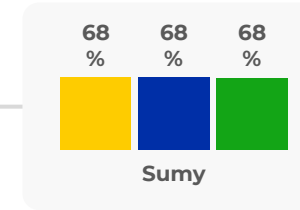
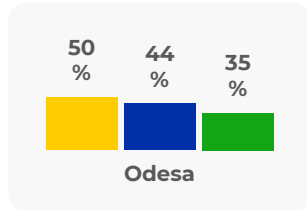
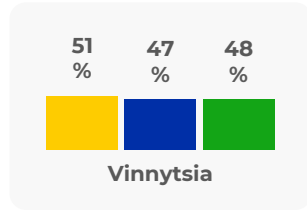
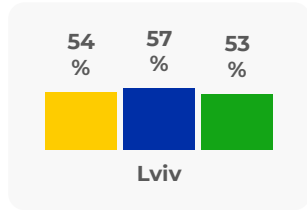
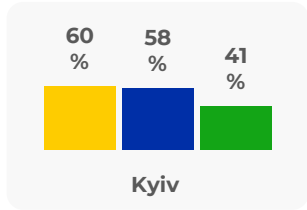
Split by macroregions



**Question:**  
To what extent do you trust the news in national...?  
% of those who trust completely or in part

**Base:**  
West N= 314    Center N= 181  
East N= 375    North N= 490  
South N= 174

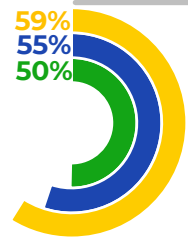
# Level of trust in the news provided by national media. 2023



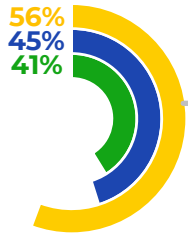
**Question:**  
To what extent do you trust the news in national...?  
**% of those who trust completely or in part**

**Base:**  
Each region, N~350

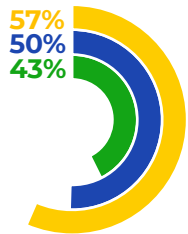
Split by macroregions



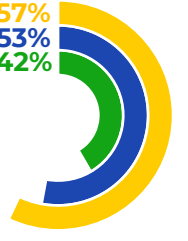
WEST



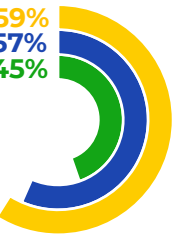
CENTER



SOUTH



NORTH

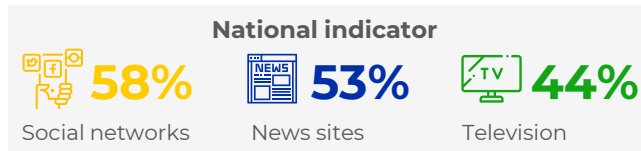
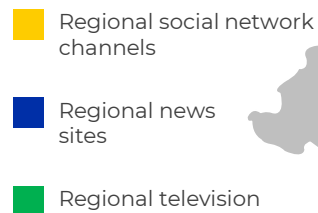
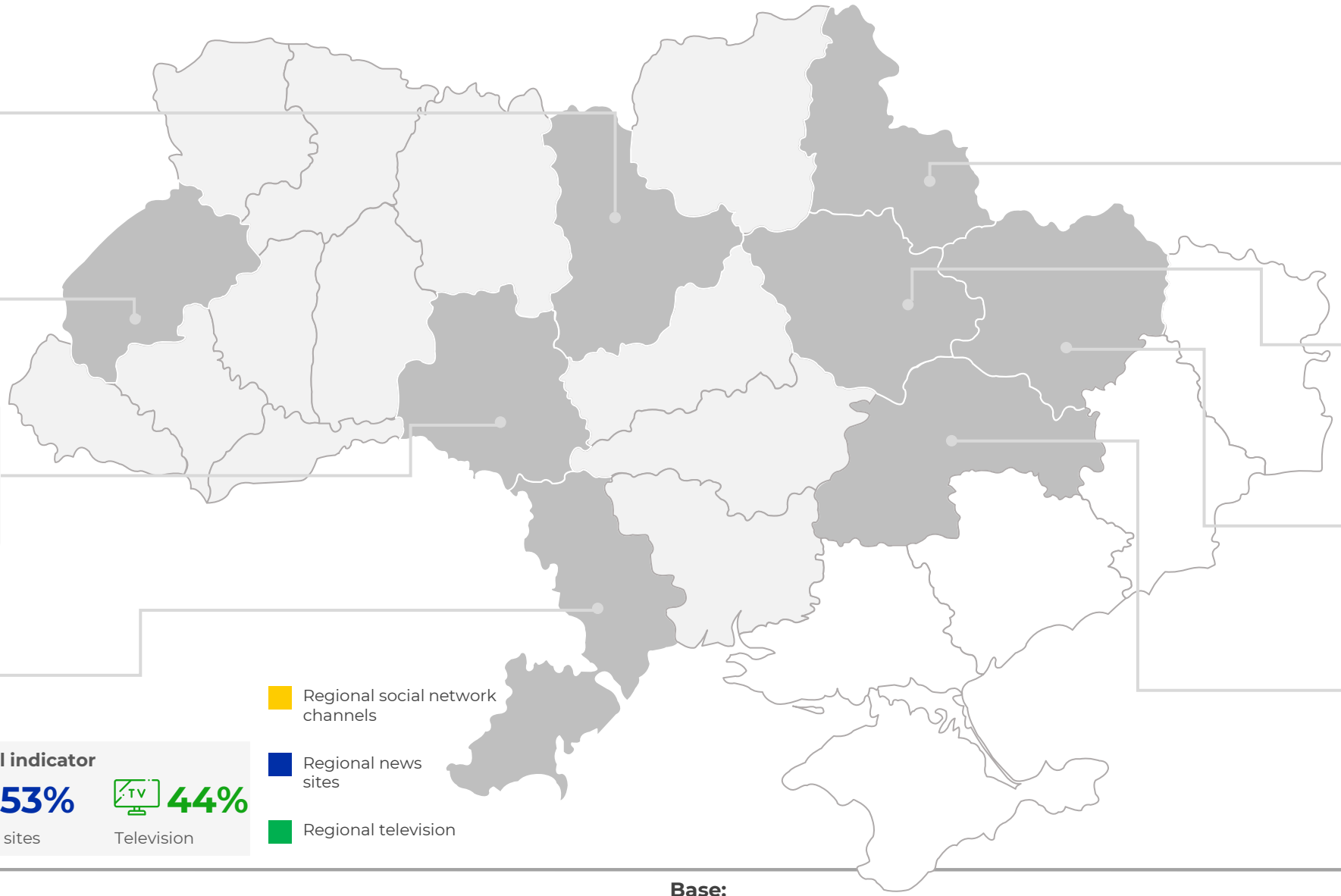
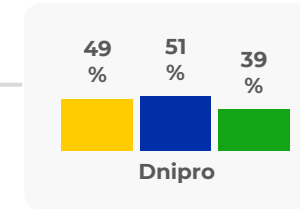
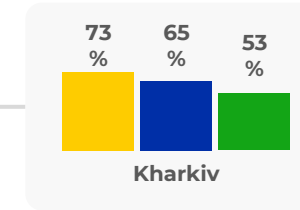
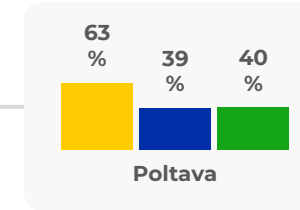
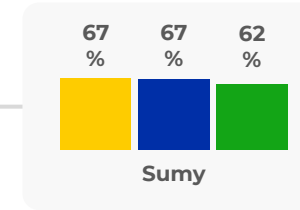
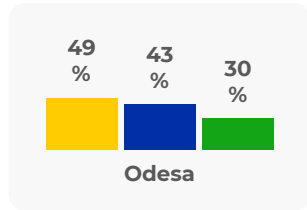
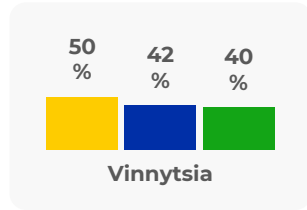
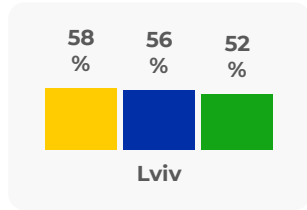
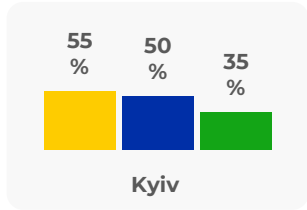


EAST



**Question:**  
To what extent do you trust the news in regional...?  
**% of those who trust completely or in part**

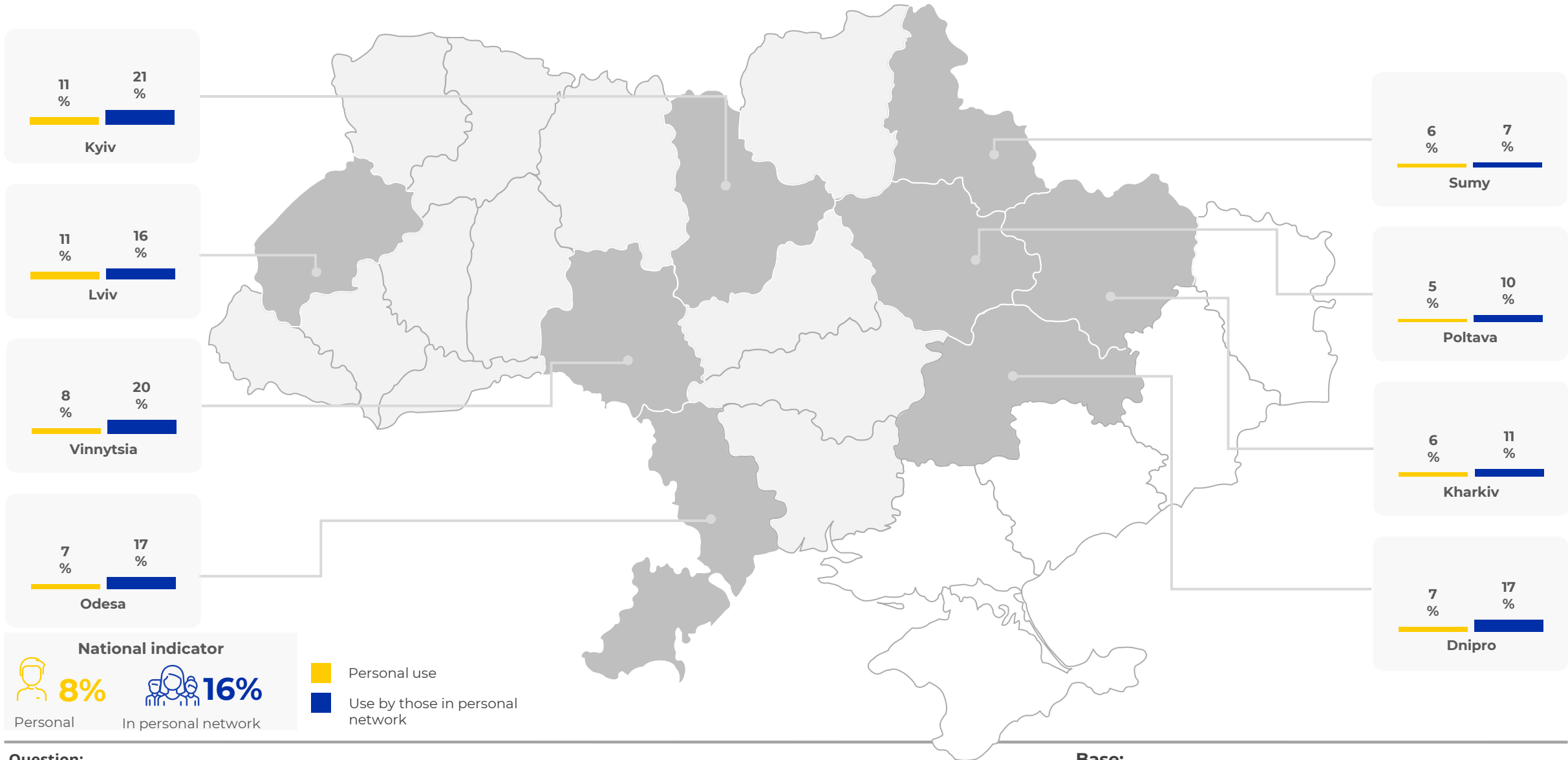
**Base:**  
West N= 314    Center N= 181  
East N= 375    North N= 490  
South N= 174



**Question:**  
To what extent do you trust the news in regional...?  
% of those who trust completely or in part

**Base:**  
Each region, N~350

# Use of Russian media by regions. 2023



**Question:**  
 Have you used any Russian media for news within the past 30 days?  
 Are there people in your personal network who use Russian media to get news?

**Base:**  
 Each region, N~350



# USAID-Internews Media Consumption Survey



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This survey was made possible by the support of the American people through the United States Agency for International Development (USAID).

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