MONITORING SURVEY

February 2025

LOCAL WELL-BEING INDEX: RATING UKRAINIAN REGIONS & MIGRATION ATTITUDES (2024)





About the project

- • This project continues the LWBI regional rating research, which started in 2023.
- ✓ The project was organized and funded by the Rating Lab.
- • The research team observed how the well-being in the regions of Ukraine changed in 2024 and introduced a new section of the research migration attitudes.
- Field stage dates: November 24, 2024 December 8, 2024.
- √ The research team:
 - Igor Tyshchenko, Founder of Rating Group, Rating Lab, and Rating Online
 - Marianna Tkalych, CEO of Rating Lab, Doctor of Psychological Sciences, Prof.
- Tetiana Skrypchenko, Deputy Director of Rating Group
 - Eugene Krotevych, Rating Group analyst & Rating Lab expert
 - Hlib Kuzmenko, Rating Group analyst & Rating Lab expert
- Artem Shevchenko, Rating Group analyst & Rating Lab expert

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	Numb	per of	respond	lents (b	y region)
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Region (oblast)	Number of respondents
Vinnytsia	388
Volyn	354
Dnipropetrovsk	689
Zhytomyr	354
Zakarpattia	379
Zaporizhzhia	387
Ivano-Frankivsk	364
Kyiv region	488
Kirovohrad	370
Lviv	548
Mykolaiv	397
Odesa	419
Poltava	430
Rivne	387
Sumy	391
Ternopil	362
Kharkiv	512
Kherson	383
Khmelnytskyi	359
Cherkasy	437
Chernivtsi	372
Chernihiv	441
Kyiv city	470
OVERALL	9681

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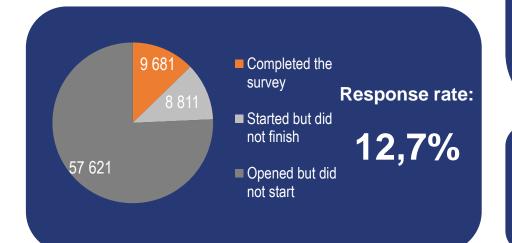


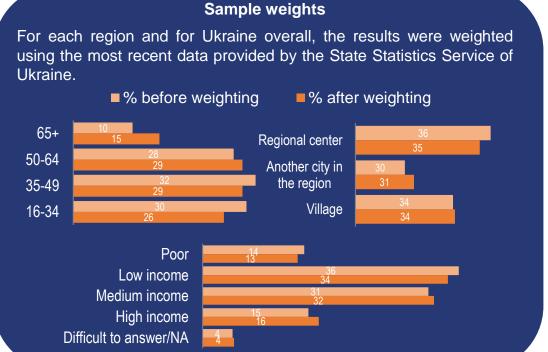
SURVEY METHODOLOGY

Sample format

Population of Ukraine aged 18 and older in 22 regions and the city of Kyiv who have Internet access and use a smartphone (over 80% of adult population). The survey was not conducted on the temporarily occupied territories within the Kherson, Zaporizhzhia, Donetsk, and Luhansk regions as well as AR Crimea.

Sample size: **9681 respondents**, or at least **354** in each region (the respondent's place of residence in the time of survey completion).





Online survey (CAWI) via messengers and social media

To achieve random selection and maximum outreach, **3,152M** contact attempts were made. Consequently, 76113 respondents were reached.

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CHAPTER 1

Local Well-Being Index



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Rating Lab presents the second annual top of regions of Ukraine ranked by the Local Well-Being Index! 2024's data is compared with the <u>first regional ranking</u> (2023).

LWBI (Local Well-Being Index) is an original product developed by the Rating Lab and powered by the Rating Online (online surveying platform). The data is based on the survey of 9681 respondents in the 22 regions (oblasts) and Kyiv.

Respondents rated their cities and villages based on 22 criteria. These criteria were unified into the 5 Index components:

1. Emotional perception.

Strength, beauty, liveliness, interestingness, progressiveness, uniqueness, brightness of the city/village.

2. Civil security.

Safety of children and pedestrians, safety at night.

3. Quality of education and medical services.

Evaluation of preschool, school facilities and medical services.

4. Orderliness.

Architecture, cleanliness, cultural life, recreation areas, public transport, quality of roads.

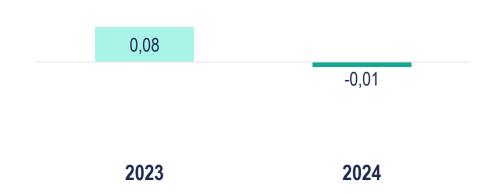
5. Economic opportunities.

Ease of finding a job, doing business, income levels.



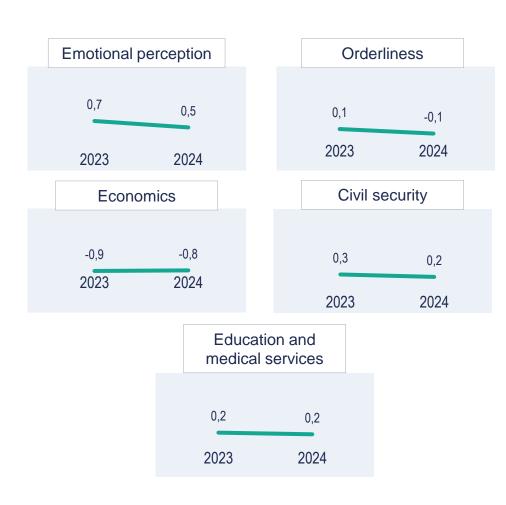
Local Well-Being Index

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.



The general LWBI decreased slightly compared to 2023: from 0,08 to -0,01 on a scale from -3 to +3. Hence, probable, LWBI now has a negative value. And overall, the tendency is evident in the majority of regions (except Kharkiv, Rivne, Volyn and Mykolaiv). Kyiv city still tops the regional rankings (0,7 points on a scale from -3 to +3). Next are Kharkiv (0,4), Lviv (0,3) and Volyn (0,3) regions. And the lowest level of IMI is in Kherson (-1,1), Zaporizhzhia (-0,6), Sumy (-0,4), Mykolaiv (-0,4), and Kirovohrad (-1,0) regions.

Mean estimates by criteria:



Local Well-Being Index

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.

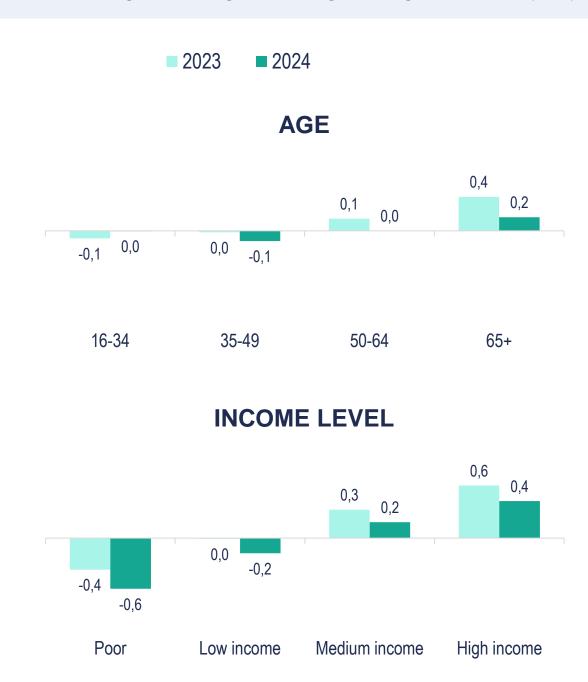
SETTLEMENT TYPE



The average level of well-being has decreased in all types of settlements. But regional centers still have a positive index on average (0,4). On the other hand, other cities (-0,2) and villages (-0,3) have noticeably worse, negative index values.

Compared to 2023, the scores for the indicators of emotional perception, orderliness, and civil security have decreased slightly. However, the perception of the economic situation has somewhat improved, whereas the assessment of the education and medical facilities generally has not changed.

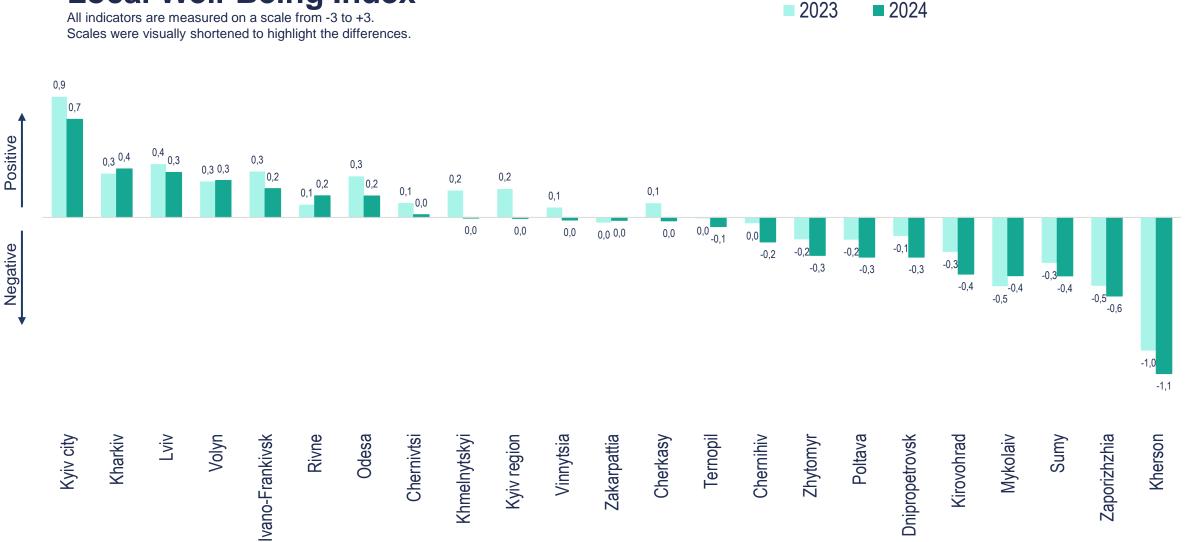
Emotional perception still has the highest level among the indicators (0,5). Civil security (0,2) and education/medicine (0,2) also have a positive value. However, the economy (-0,8) and orderliness (-0,1) have the lowest grades from the respondents.



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Local Well-Being Index

All indicators are measured on a scale from -3 to +3.





Emotional perception

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.



Since 2023, the emotional perception index has decreased from 0,68 to 0,45. A decline is evident by all criteria, except for uniqueness (0,4 as before).

The emotional perception indicator has the highest values in Kyiv city (1,5), Kharkiv (1,1), Lviv (0,8), Odesa (0,7), Volyn (0,6), and Ivano-Frankivsk (0,6) regions. Yet Kherson (-0,5), Kirovohrad (-0,3), Mykolaiv (-0,1), Zhytomyr (-0,1), Poltava (0,0), and Zaporizhzhia (0,0) regions have the worst score.

Mean estimates by criteria:



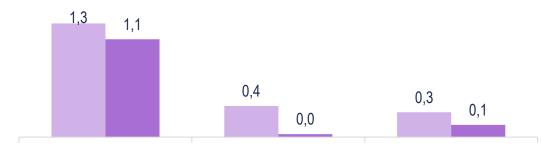
2023

2024

Emotional perception

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.

SETTLEMENT TYPE



Regional center Another city Village

Overall, emotional perception scores decreased among all sociodemographic groups. The most positive emotional perception of their settlement was among respondents from regional centers (1,1) and people aged 65+ (0,6). In contrast, the lowest scores were given by respondents aged 35-49 (0,3). There is a linear relationship between income and emotional perception of one's city/village: the higher the income, the higher the score.

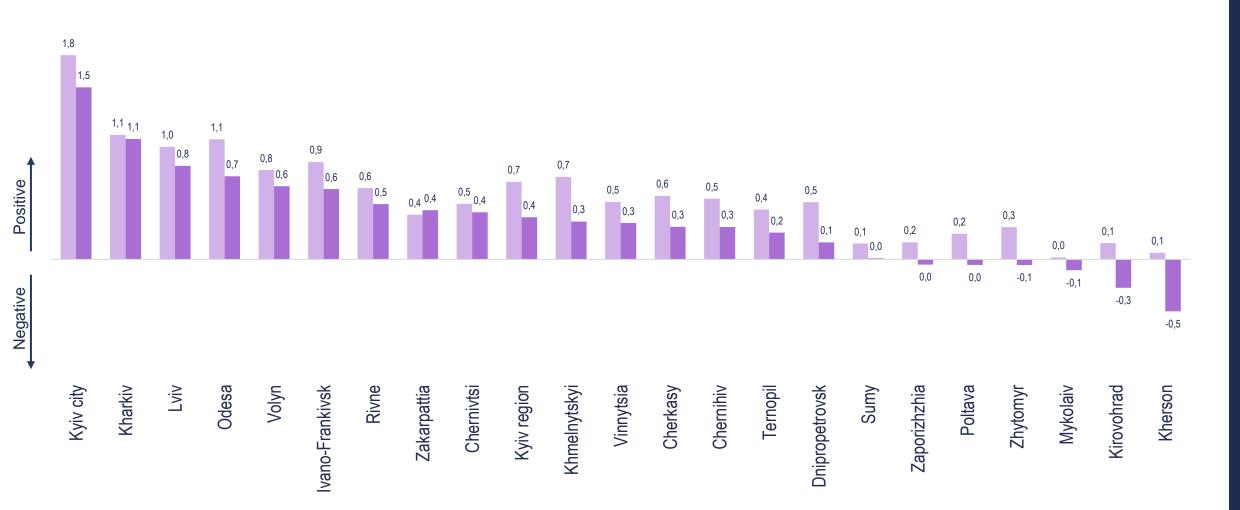


Emotional perception

All indicators are measured on a scale from -3 to +3.

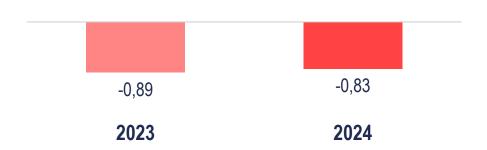
Scales were visually shortened to highlight the differences.





Economic opportunities

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.



In 2024, the economic index is still negative. But it has increased slightly compared to the last year (from -0,89 to -0,83) due to the improvement of the urban/rural income evaluation (from -0.9 to -0.8), the ease of finding a job (from -1,1 to -0,9). Meanwhile, the ease of doing business has not changed (-0,7).

Kyiv city remains the only region with a positive value of the economic opportunity indicator (0,4). The remaining 22 regions have negative scores (-0,5 and below). In general, Odesa (-0,6), Kyiv (-0,6), Rivne (-0,6), Kharkiv (-0,6),Lviv (-0,6),and Kharkiv (-0,7) regions have relatively better scores among the regions.

The lowest values are in Kherson (-2.0), Sumy (-1,4), Kirovohrad (-1,3), Chernihiv (-1,3), Poltava (-1,2), Mykolaiv (-1,2), Ternopil (-1,2), Zaporizhzhia (-1,1), Zhytomyr (-1,1), and Chernivtsi (-1,1) regions.

Mean estimates by criteria:





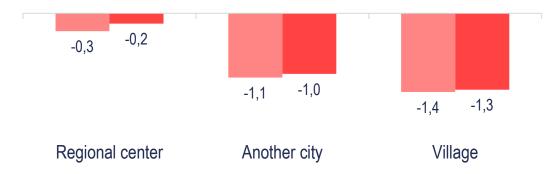


Economic opportunities

All indicators are measured on a scale from -3 to +3.

Scales were visually shortened to highlight the differences.

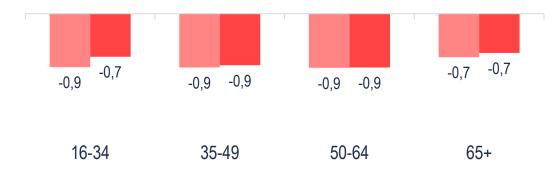
SETTLEMENT TYPE



Residents of regional centers have more positive perception of the economic situation in their settlement (-0,2) than other respondents. Among the age categories, the scores have not changed substantially: only among young people aged 16-34 we observe a noticeable positive change of 0,2 points. There is also a linear relationship between income and the assessment of the economy in their city/village: the higher the income, the higher is this indicator.



AGE



INCOME LEVEL

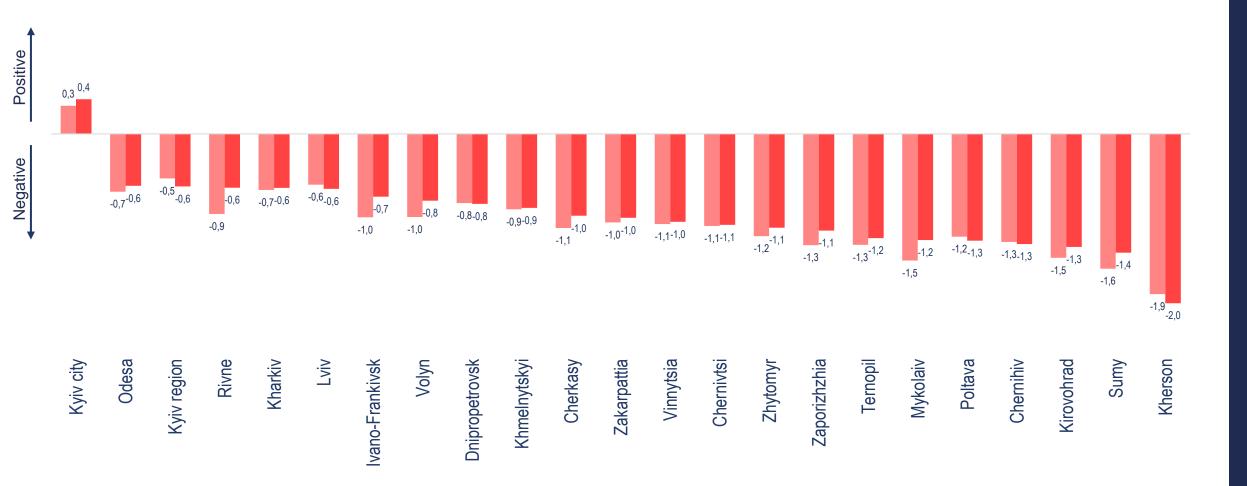


Economic opportunities

All indicators are measured on a scale from -3 to +3.

Scales were visually shortened to highlight the differences.







Orderliness

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.

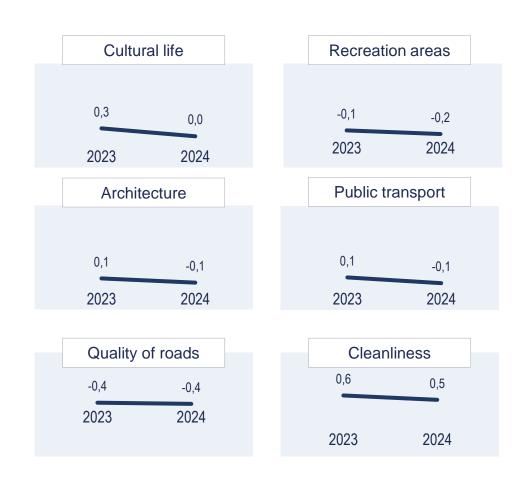


The orderliness score decreased from +0,1 in 2023 to -0,1 (negative value) in 2024. The decline is observed for almost all criteria, but the assessment of the cultural life development has worsened the most (from 0,3 to 0). The negative assessment of the condition of roads (-0,4) has not changed.

The leaders in terms of the settlement's orderliness scores are Kharkiv region (0,8) and Kyiv city (0,7). They are followed by Lviv (0,3), Volyn (0,2) and Odesa (0,1) regions, while other regions received a score of 0 or lower.

The worst scores are in Kherson, Kirovohrad, Sumy, Mykolaiv, Zhytomyr, and Poltava regions (-0,5 for each).

Mean estimates by criteria:



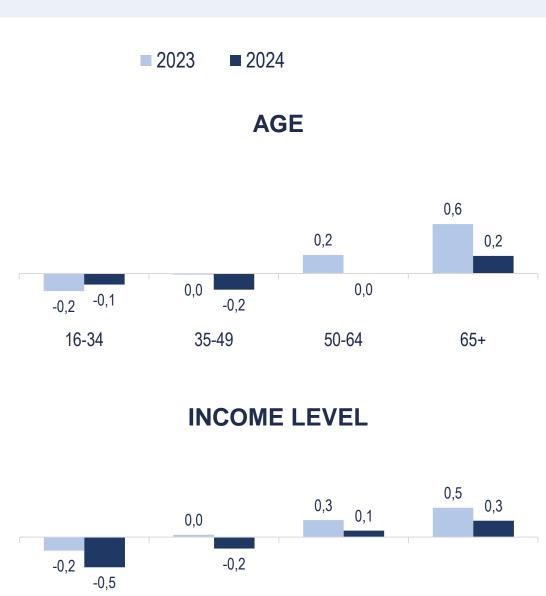
Orderliness

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.

SETTLEMENT TYPE



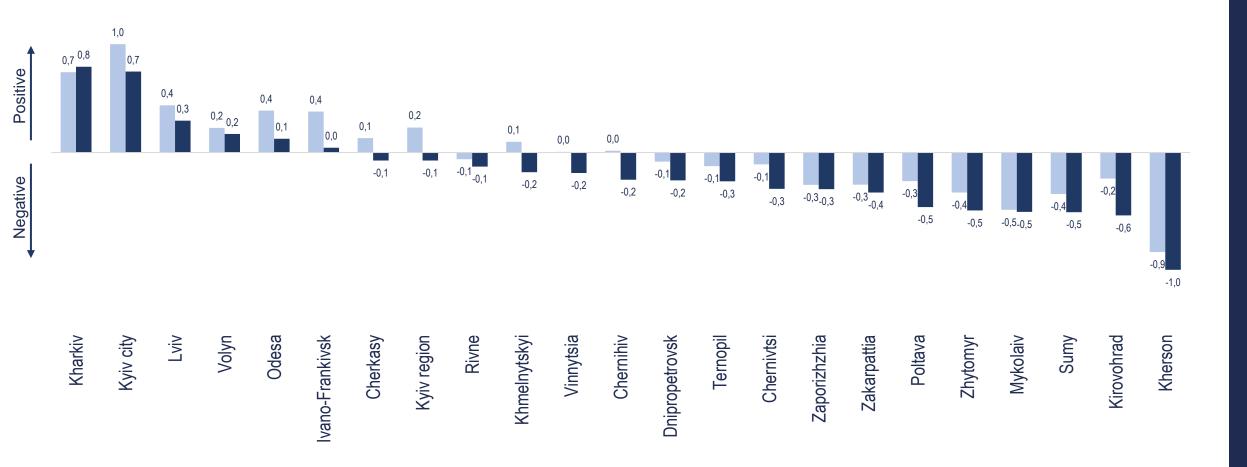
Orderliness was best rated regional centers (0,6), whereas other cities (-0,3) and villages (-0,5) received negative scores. Respondents who belong to the 65+ age category rate orderliness higher than representatives of younger age categories. Income level also affects the assessment of orderliness. The higher the income of the respondents, the higher they rate orderliness in the settlement.



Orderliness

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.







Civil security

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.



Since 2023, the civil security component has decreased slightly: from 0,3 to 0,2. The scores have decreased for all three indicators (safety of pedestrians, children, and safety at night).

The best situation is in the western regions – in particular, Volyn (0,9), Ternopil (0,8), Lviv (0,8), Ivano-Frankivsk (0,7), Rivne (0,7), Chernivtsi (0,7), Vinnytsia (0,6), Zakarpattia (0,6), and Khmelnytskyi (0,5) regions.

The worst situation is in Kherson (-1,2), Zaporizhzhia (-1,0), Dnipropetrovsk (-0,5), Sumy (-0,2), and Mykolaiv (-0,1) regions. In addition, the sixth from the bottom is Kyiv city (0,1).

Mean estimates by criteria:



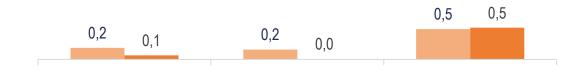
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Civil security

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.

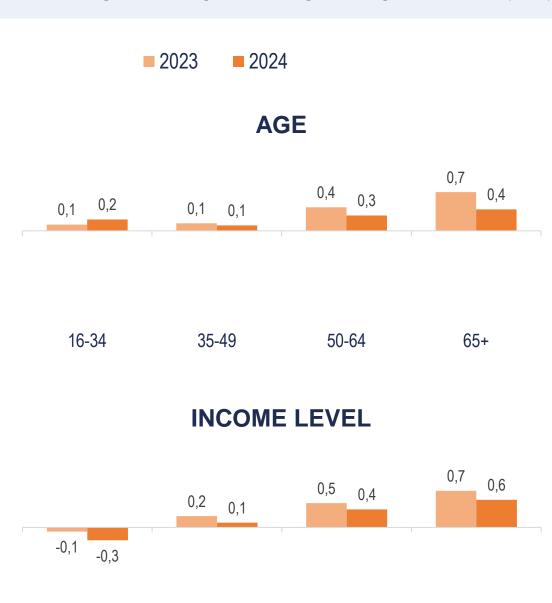
SETTLEMENT TYPE



Regional center Another city Village

Compared to other settlement types, villages have the highest average level of civil security (0,5). The score in regional centers and other cities has decreased compared to 2023.

Respondents with higher income feel safer in their settlements, while civil security evaluation among the poorest category has decreased the most – by 0,2 points.

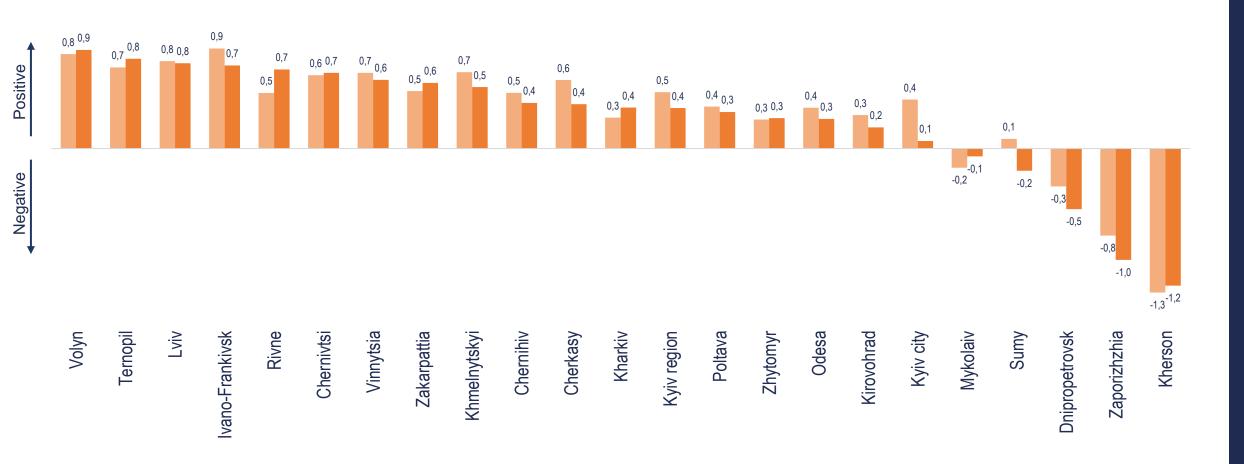


Civil security

All indicators are measured on a scale from -3 to +3.

Scales were visually shortened to highlight the differences.





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Education and medical services

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.



The score of education and medicine in 2024 remains at 0,2, and the level of medical services is estimated at -0,1 like before. But the score decreased slightly for school (from 0,5 to 0,4) and preschool (from 0,3 to 0,2) facilities.

The undisputed leader in the assessment of education and medicine is Kyiv city (0,9). Relatively high scores are shown by Volyn (0,5) as well as Lviv, Chernivtsi, Ivano-Frankivsk and Rivne regions (0,4 for each).

The lowest score is in Kherson region (-1,0). Also, the most negative assessments include indicators for Zaporizhzhia (-0,4), Mykolaiv (-0,4), Kirovohrad (-0,1), Kyiv (-0,1), and Chernivtsi (-0,1) regions.

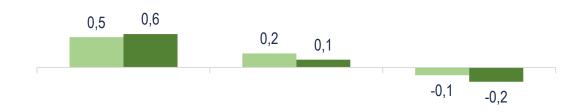
Mean estimates by criteria:



Education and medical services

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.

SETTLEMENT TYPE



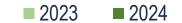
Regional center Another city Village

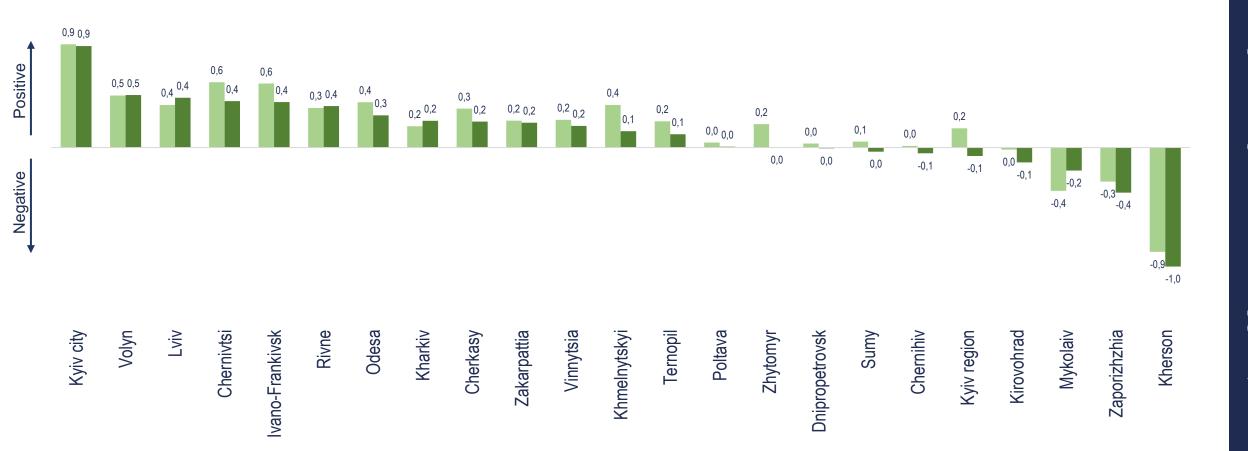
Regional centers remain leaders in terms of education and medical facilities scores (0,6). In those settlements, there is also a tendency for the assessment of this aspect of well-being to increase. At the same time, in other cities of the region (0,1) and villages (-0,2), this indicator has decreased compared to 2023. Like with all other aspects, there are substantial differences in the assessment of education and medical institutions depending on the income level of the respondents. Respondents with high or average income give rather positive assessment -0,5 and 0,4, accordingly. On the other hand, the low-income (0,0) and poor (-0,4) categories tend to give average or negative evaluation.



Education and medical services

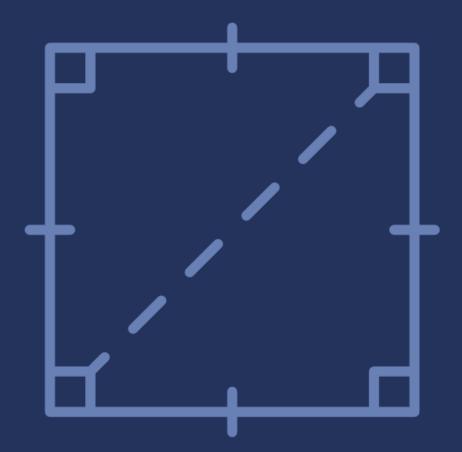
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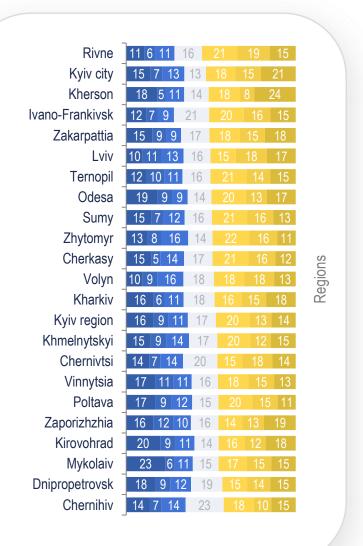
CHAPTER 2

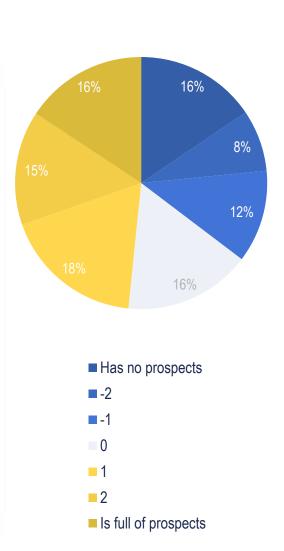
Future prospects





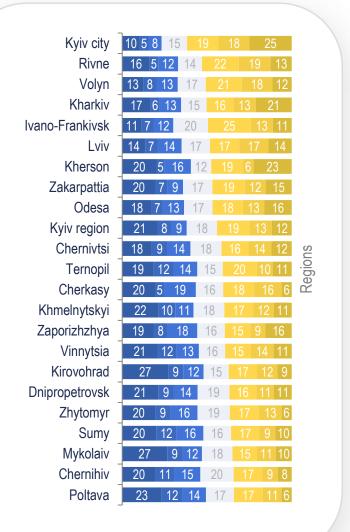
Future in UKRAINE:

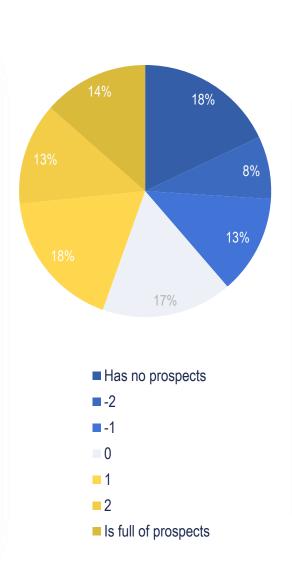


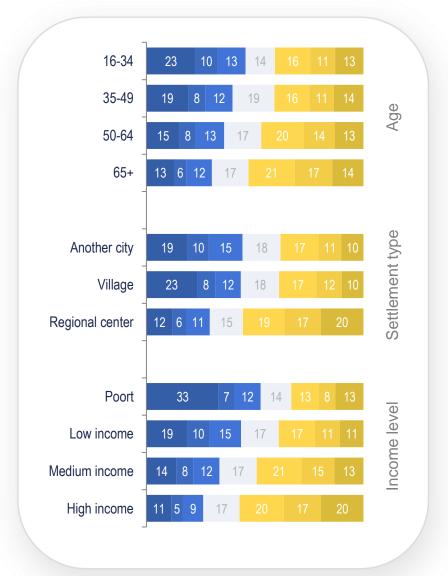




Future in my CITY/VILLAGE:





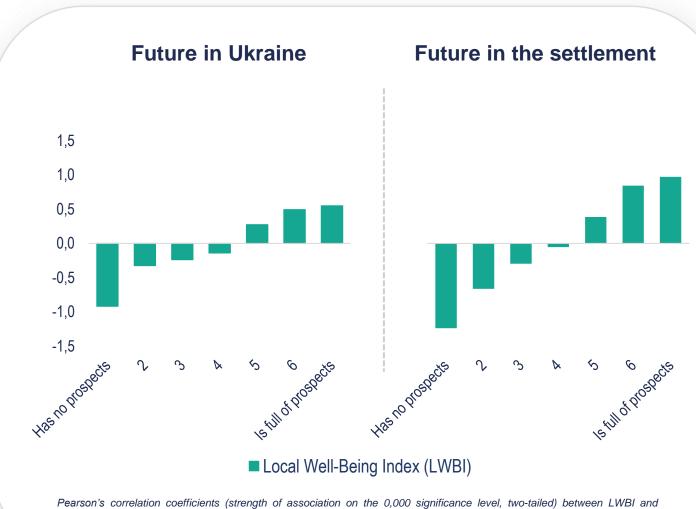


Relation between perception of prospects and the Local Well-Being Index (LWBI)

48% of Ukrainians believe that the future in Ukraine has prospects. The top-5 optimistic regions include Rivne region (55%), Kyiv city (53%), as well as Kherson (51%), Ivano-Frankivsk (51%), and Zakarpattia (51%) regions. Respondents with higher income have positive expectations. It is also noteworthy that older respondents have more positive expectations than the younger ones.

45% of respondents are convinced of the prospects of the future in their settlement. The leaders by this criteria are Kyiv city (62%), Rivne (54%), Volyn (51%), Kharkiv (50%), and Ivano-Frankivsk (49%) regions. Residents of regional centers and respondents with higher income have a more optimistic outlook on the future in their settlement. As in the assessment of the future in Ukraine, older respondents have more positive expectations than younger ones.

We observe a clear relationship between the assessment of local well-being (Local Well-being Index, LWBI) and perception of the future in both the settlement and the country.



Pearson's correlation coefficients (strength of association on the 0,000 significance level, two-tailed) between LWBI and perception of the future:

¹⁾ in Ukraine = 0,390;

²⁾ in the settlement = 0,605.

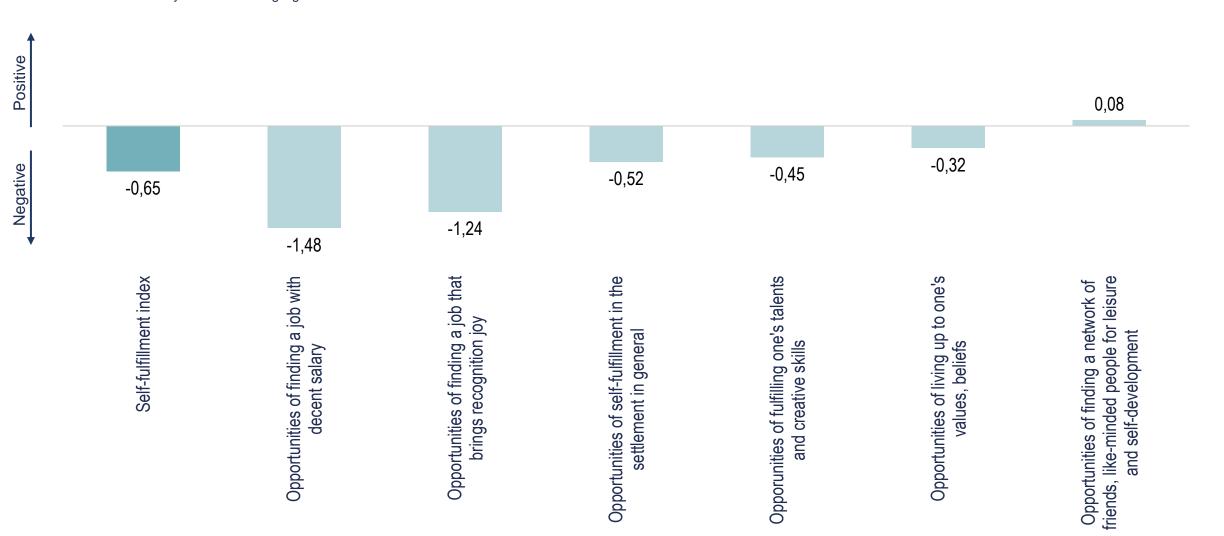
CHAPTER 3

Youth Self-Realization Index of the settlement



Level of opportunities for the youth's self-realization

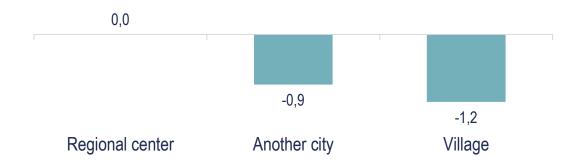
All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.





All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.

SETTLEMENT TYPE

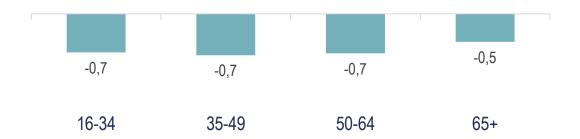


The Youth Self-Realization Index is an average score of various aspects of one's self-realization in a settlement, which estimates -0,65 on a scale from -3 to +3. Kyiv city is the only settlement where the index has a positive value (0,4). It if followed by Kharkiv (-0,2), Lviv (-0,5), and Odesa (-0,6) regions. The lowest score is in Kherson (-1,3) and Kirovohrad (-1,1) regions.

The least satisfied needs are access to a job with decent salary and job that brings recognition and satisfaction.

The best assessment of self-realization opportunities is in regional centers, as well as among more affluent categories of the population.

AGE



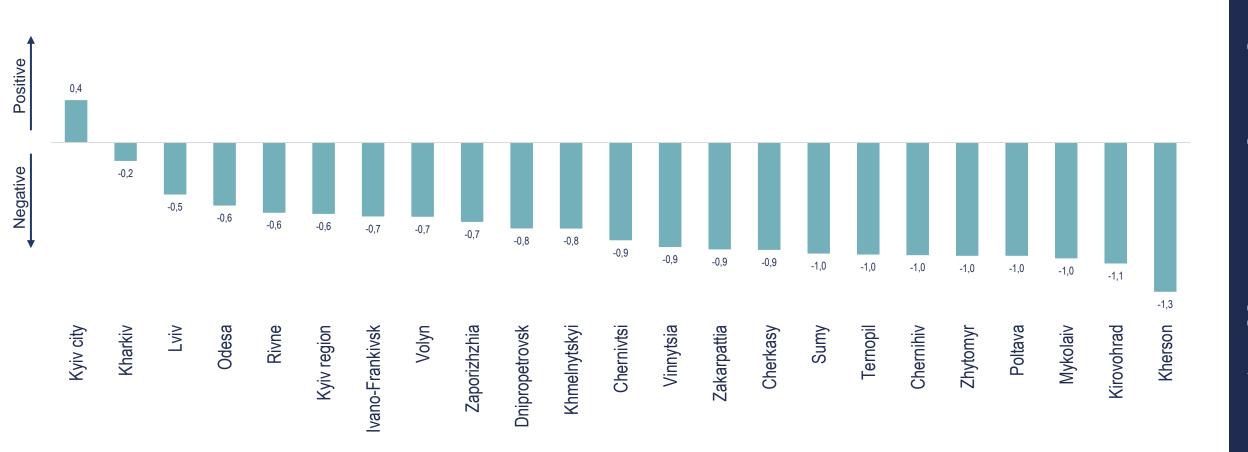
INCOME LEVEL



Level of Youth Self-Realization

All indicators are measured on a scale from -3 to +3.

Scales were visually shortened to highlight the differences.



CHAPTER 4

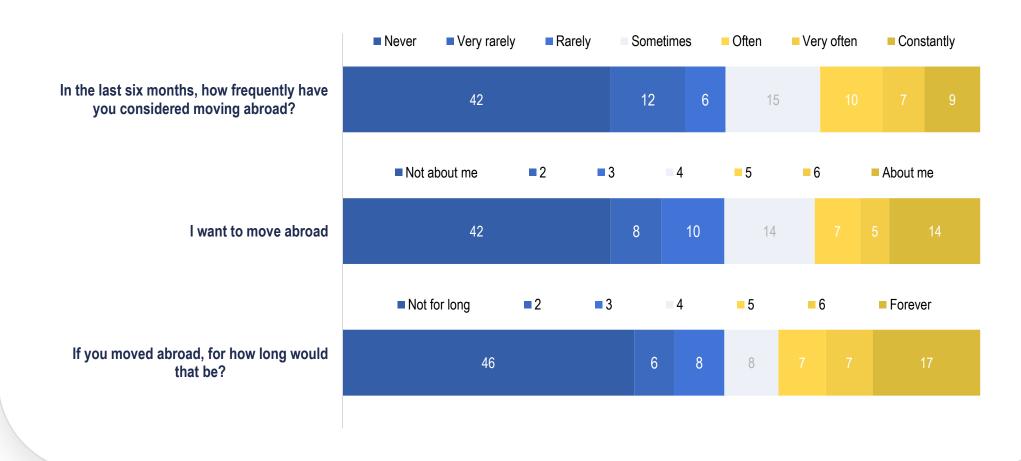
Migration Intentions Index





Migration Intentions Index

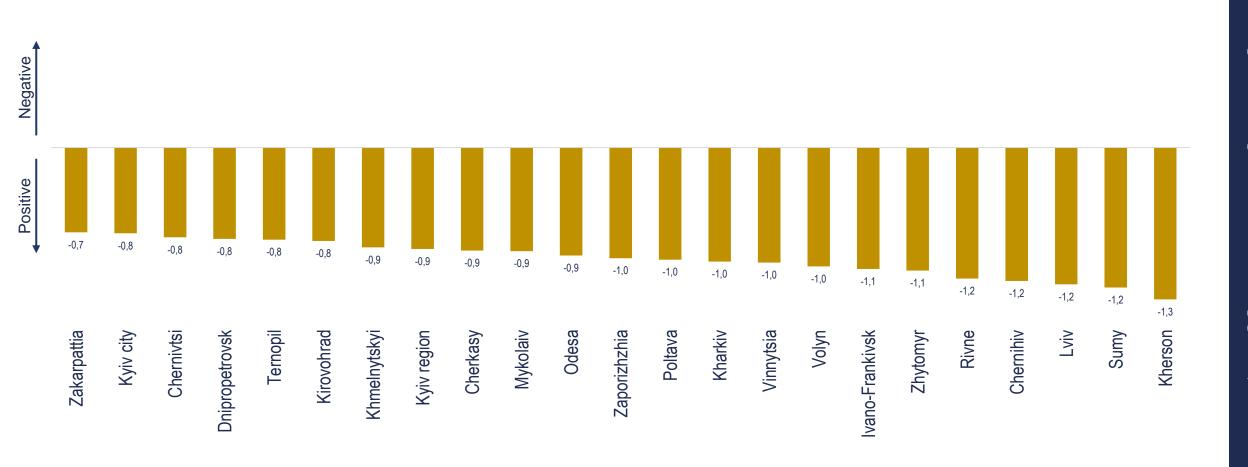
The Migration Intentions Index varies from -3 to 3. It is composed of the questions about how frequently one thought of moving abroad, general willingness to move abroad, and hypothetical term of moving abroad.



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Level of migration intentions

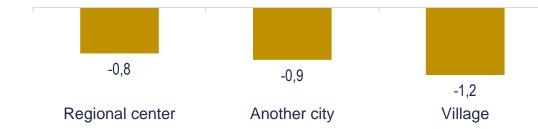
All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.



Migration Intentions Index

All indicators are measured on a scale from -3 to +3. Scales were visually shortened to highlight the differences.

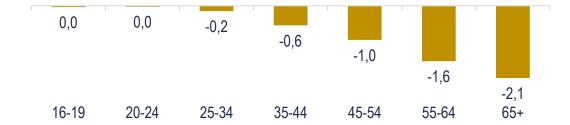
SETTLEMENT TYPE



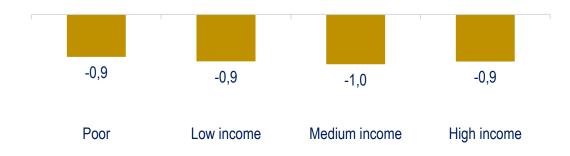
The leaders by the Migration Intentions Index (respondents want to move abroad the most) are Zakarpattia, Chernivtsi regions and Kyiv city. At the same time, in Kherson (-1,3), Sumy (-1,2), Lviv (-1,2), Chernihiv (-1,2), Rivne (-1,2), Zhytomyr (-1,1), and Ivano-Frankivsk (-1,1) regions respondents want to move abroad the least.

More explicit intentions to migrate are observed among urban residents and young people.

AGE



INCOME LEVEL



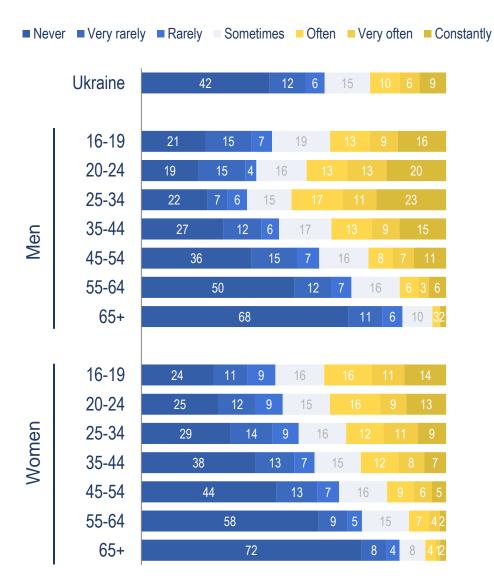
CHAPTER 5

Consideration of moving abroad and limitations





In the last six months, how frequently have you considered moving abroad?



Overall, 25% of respondents have often thought about moving abroad in the past six months: from about 40% among the youngest (16-34 years old) to 6% among the oldest. Men are somewhat more likely to think about moving than women.

The peak of migration intentions among men is observed in the age categories of 25-34 (51% often thought about moving abroad in the past six months) and 20-24 years old (46%). Among women, a linear trend is observed: the younger the respondents, the more frequently they thought about moving. The peak values occur in the category of 16-19 years old (40%).

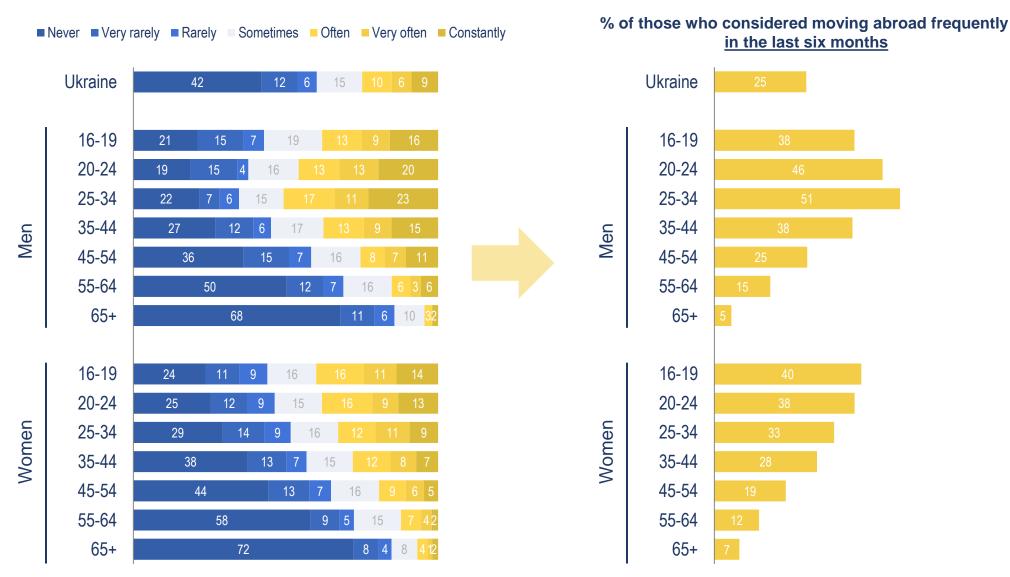
Most young men who have thought about moving abroad have economic opportunities to leave, while at the same time they do not have legal opportunities. The tendency among women is the opposite: the majority have legal opportunities, but do not have economic opportunities.

Compared to women, young men have fewer family-related restrictions, and at the same time, they have more contacts with friends and relatives abroad.

Men in general are more likely to consider moving abroad "forever". The largest share of such men is in the age categories of 25-34 (27%) and 35-44 (19%). On the other hand, among female respondents in these age categories, this figure is half as low.

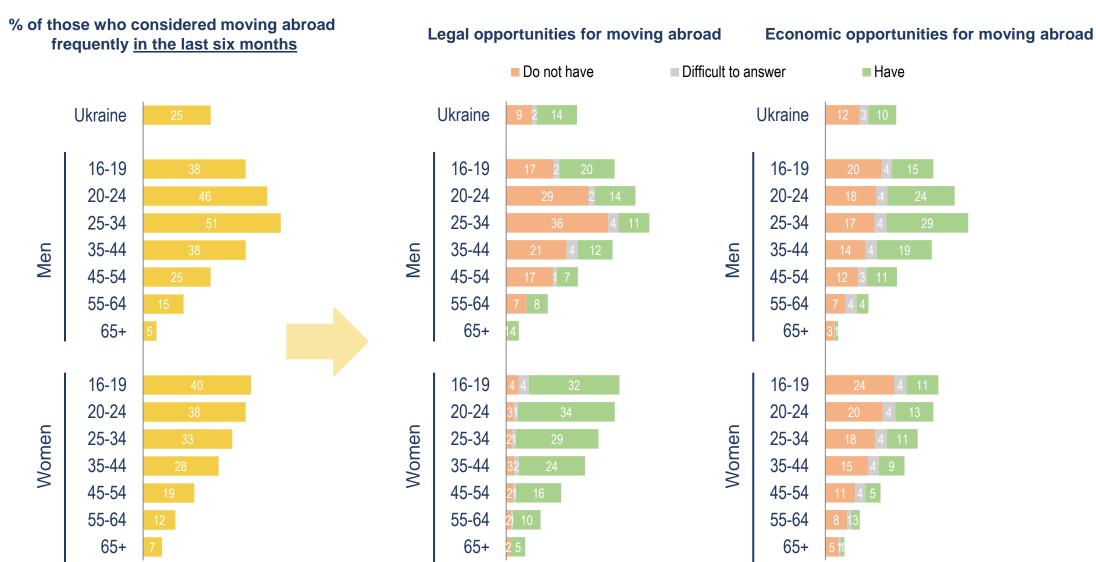
Overall, young men are the main risk group. They are motivated and have the resources to go abroad. But only about half of them actually make any preparatory steps before moving. In addition, most of them have legal restrictions.

In the last six months, how frequently have you considered moving abroad?





Consideration of moving abroad and opportunities of migration

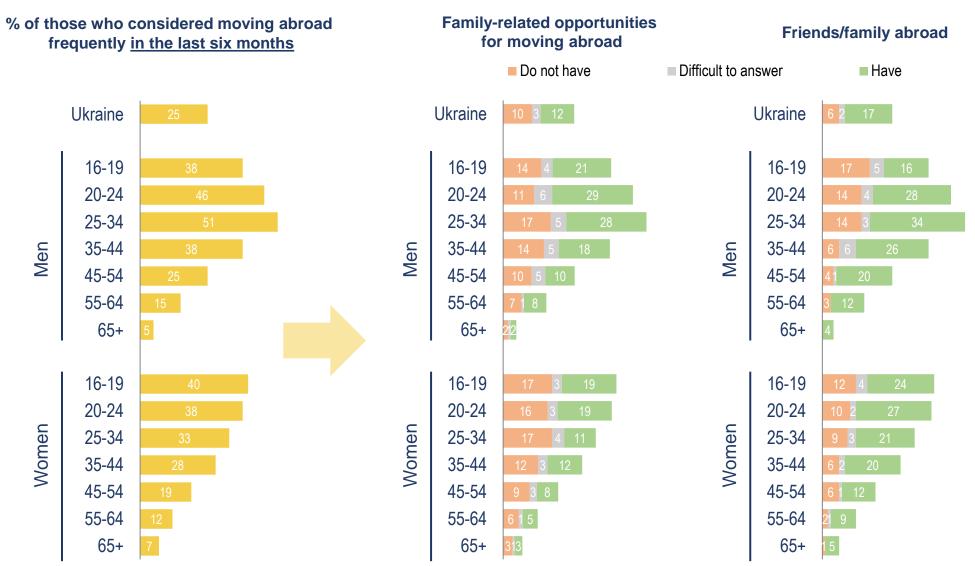


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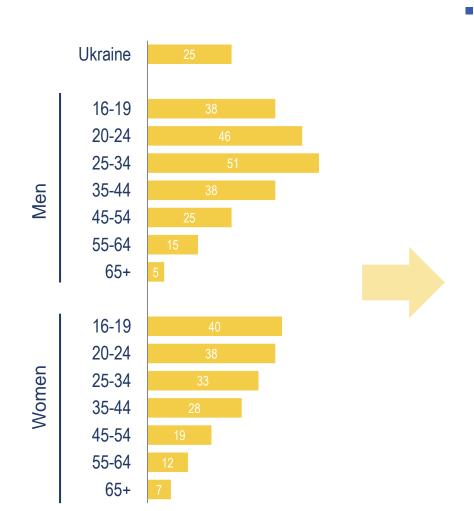
Consideration of moving abroad and family-related opportunities of migration

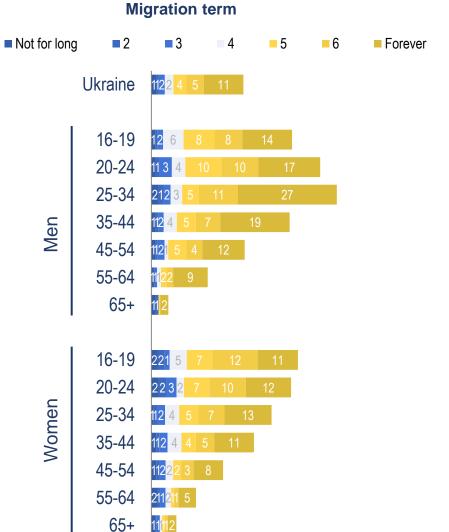




Consideration of moving abroad and migration term





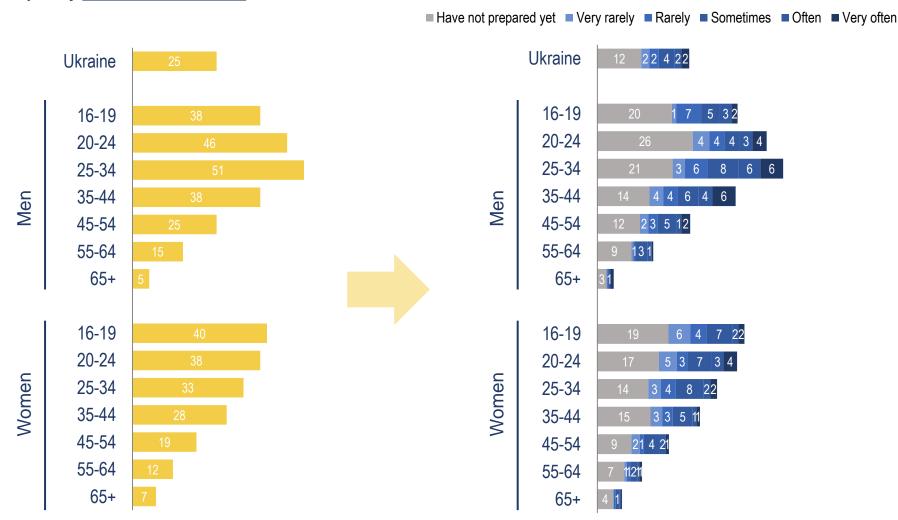




Consideration of moving abroad and frequency of preparation

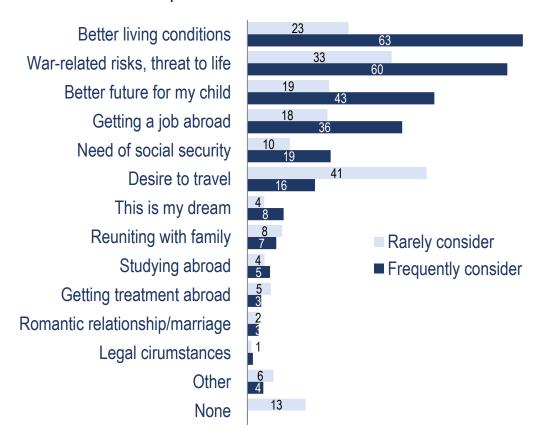


Frequency of preparation to moving (going) abroad



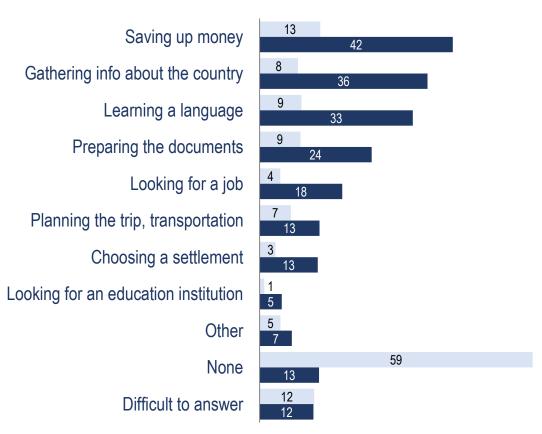
Why do you intend to move abroad?

Up to 3 answers



Which preparatory steps are you taking?

Up to 3 answers



Among people who thought about moving abroad frequently, the main motives are better living conditions (63%), war-related risks and threat to life in Ukraine (60%), better future for the child (43%), and employment (36%). Meanwhile, for those who thought about it less often, the main motive is the desire to travel (41%).

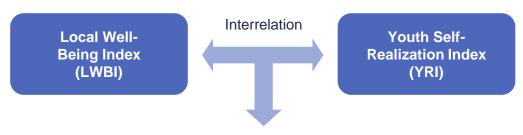
Among those who often think about moving, 42% save money, a third gather information about the country and learn a language, while a quarter prepare the documents. Again, the majority of those who rarely think of moving abroad are not taking any preparatory steps.

APPENDIX A

Correlation of migration intentions with perception of future, well-being, and self-realization



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Influence on the Life Prospects Index



Influence in the Migration Intentions Index

Migration **Intentions Index (MII)**

Index correlation matrix*

Index name	Youth Self-Realization Index (YRI)	Life Prospects in Ukraine Index (LPI)	Migration Intentions Index (MII)	
Local Well-Being Index (LWBI)	0,756	0,53	-0,198	

Using linear regression, the research team created an analytical model that explains the causal relationships between local well-being, self-realization opportunities, the prospects of life in the settlement, and as a result - in Ukraine, and migration intentions.

Hence, the initial factors in the model are the local well-being and youth self-realization opportunities, which influence each other:

- Model LWBI \rightarrow YRI, R2 = 0.57, BLWBI = 0.92 with Sig. = 0.000,
- Model YRI \rightarrow LWBI, $R^2 = 0.57$, $B_{YRI} = 0.62$ with Sig.= 0.000,

Since a close relationship was observed between the assessment of the prospects of life in the settlement and in Ukraine, an integrated index of the Life Prospects in Ukraine (LPI) was computed.

It was found that when LWBI and YRI interact, these factors affect the Life Prospects in Ukraine Index (LPI):

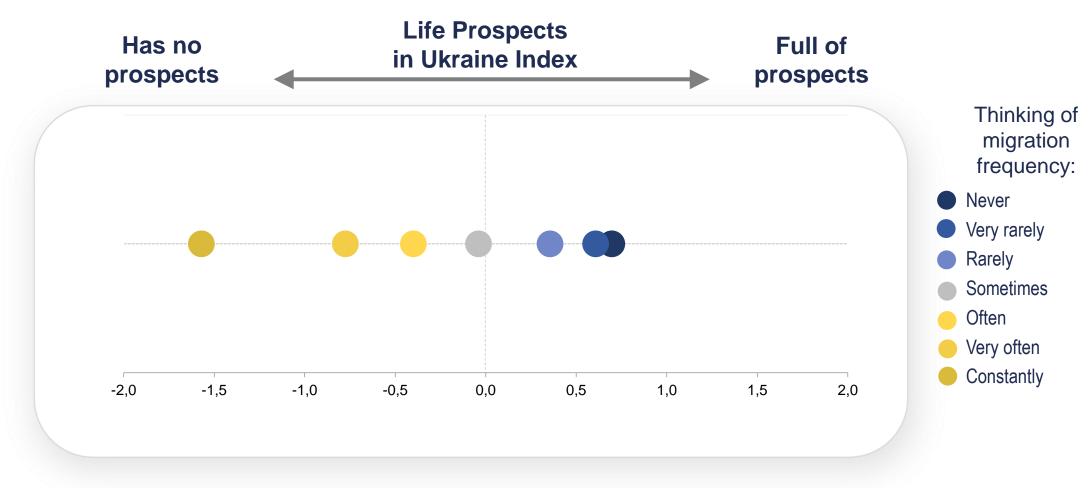
• YRI, LWBI \rightarrow LPI, R2 = 0.37, BYRI = 0.57 (Sig. = <0.001), BLWBI = 0.28 (Sig. = <0.001).

Then, to explain migration intentions, a regression model was constructed using all three factors (LWBI, YRI, LPI):

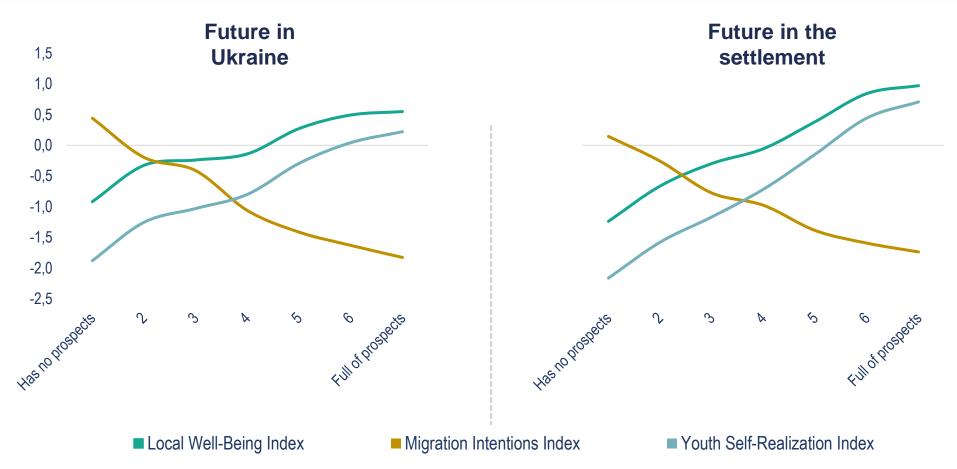
• YRI, LWBI, LPI \rightarrow MII, $R^2 = 0.15$, $B_{YRI} = 0.08$ (Sig. = <0.001), $B_{IWRI} = -$ 0.05 (Sig. = 0.033), $B_{IDI} = -0.42$ (Sig. = <0.001).

Overall, these models imply that Life Prospects in Ukraine perception influences migration intentions the most. At the same time, the level of local well-being and opportunities for self-realization of youth affect perception of the future. It is worth noting that the statistical indicators of the model are satisfactory, but they also indicate the need for further research to identify additional factors that influence migration attitudes.

Relation between perception of prospects of life in Ukraine and migration intentions



Relation between perception of life prospects and the Local Well-Being Index (LWBI)

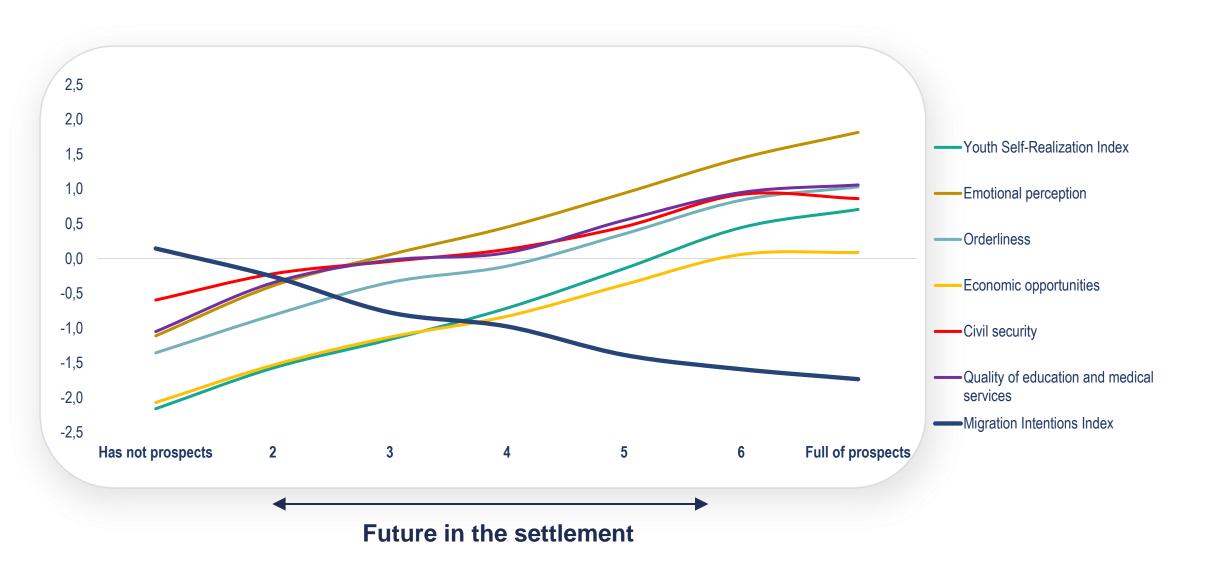




The project research team found that migration intention is strongly related to the Local Well-Being Index. Hence, the worse the assessment of local well-being, opportunities for self-realization, and, accordingly, prospects, the stronger is the migration intention.

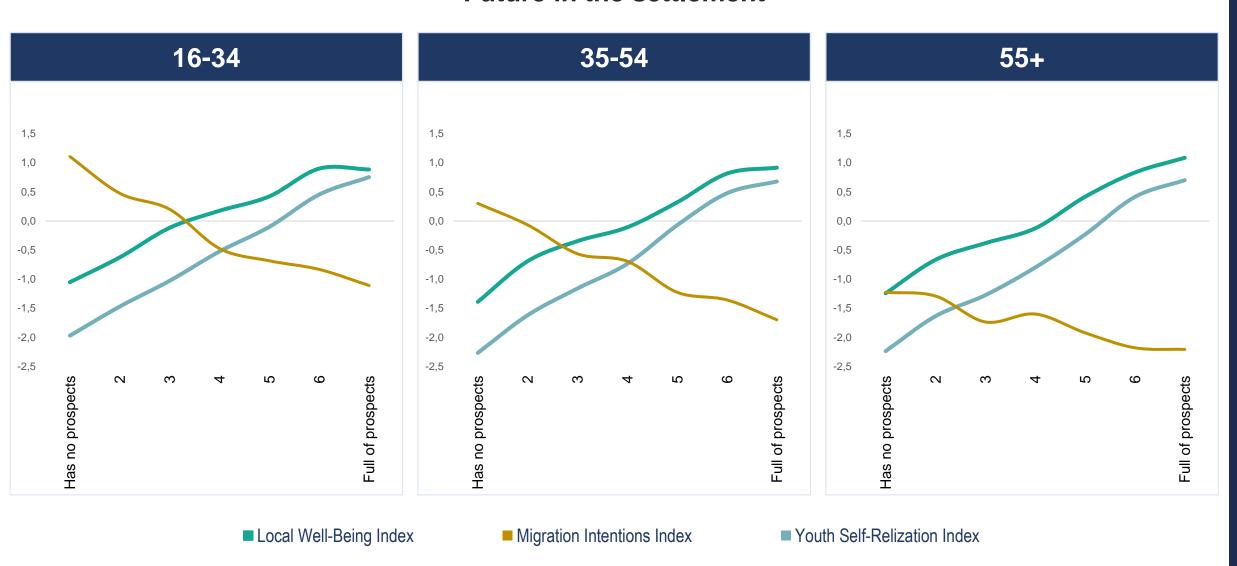
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Relation between perception of life prospects and the Local Well-Being Index (LWBI)

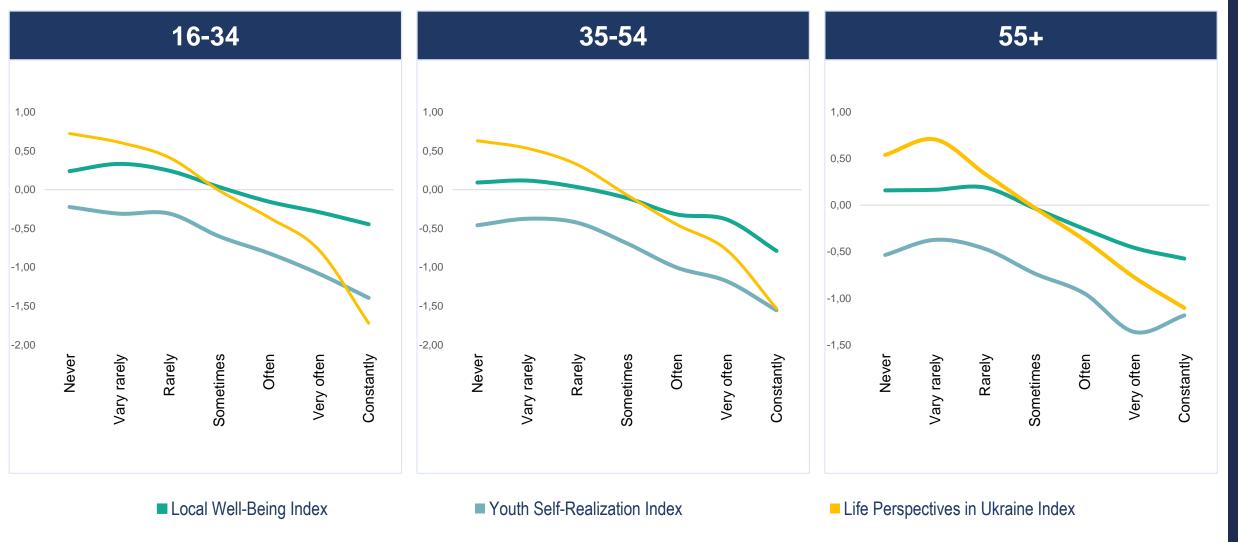




Future in the settlement



In the last six months, how frequently have you considered moving abroad?





ABOUT THE LABORATORY



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The Rating Lab research laboratory was founded in March 2021 and is a part of a large team that also includes the Rating Sociological Group and the Rating Online Platform.

The laboratory took over the research baton from the Rating Pro Analytical Center, merging with it.

Since the beginning of Russia's full-scale invasion of Ukraine in 2022, Rating Lab shifted its research to the psychological and social aspects of human life and life of the country during the war. Today, the Laboratory develops and implements diagnostic instruments to determine the dynamics of psychological and social processes on the individual level, community level, and level of society overall – both in Ukraine and abroad. In 2023 alone, a survey of Ukrainians was conducted in more than 40 countries around the world.

Within its capabilities, Rating Lab has both well-known measurement tools and unique developments, quantitative and qualitative analytical studies.



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