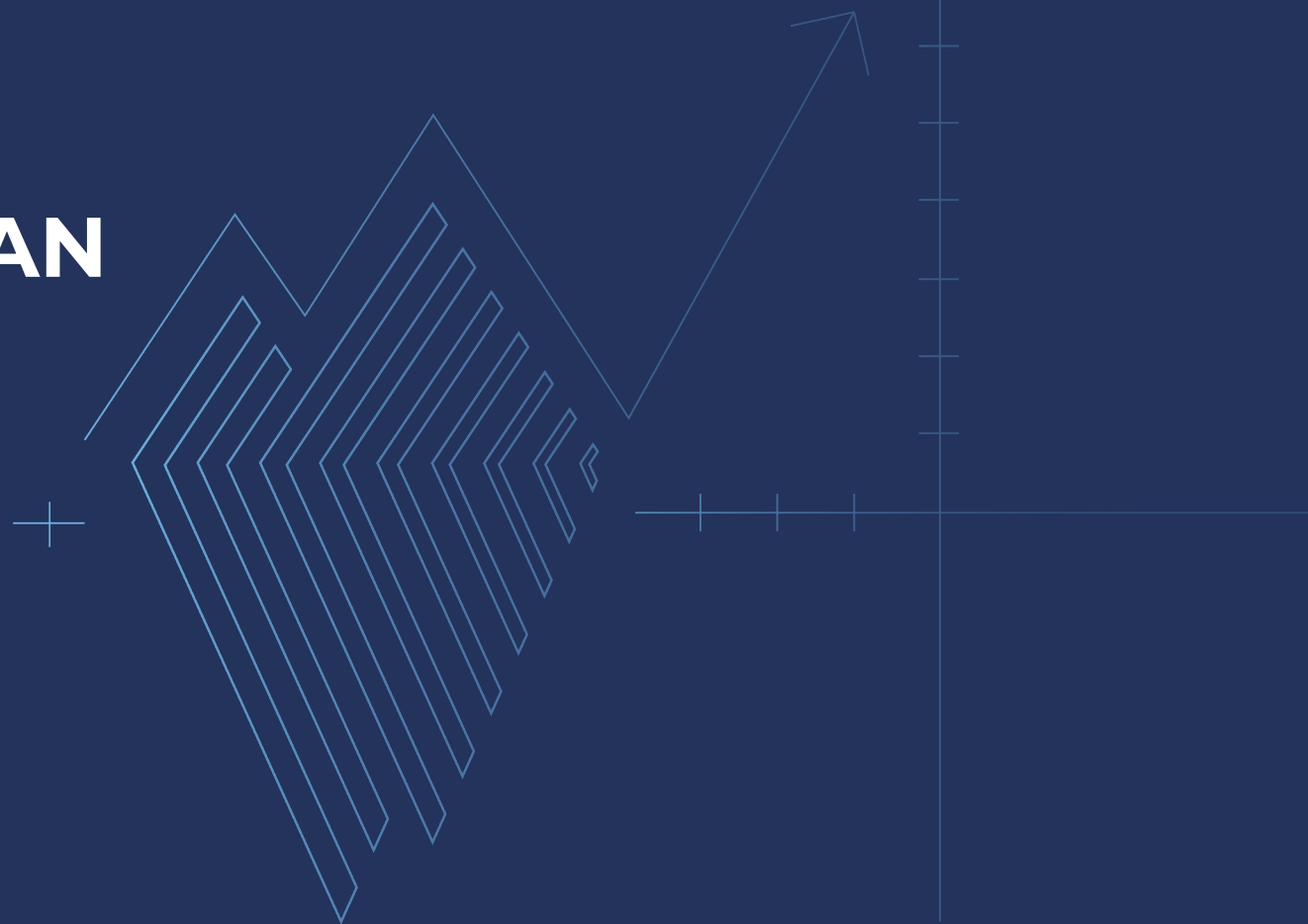


SOCIOLOGICAL STUDY

RATING OF UKRAINIAN REGIONS BY LOCAL WELL-BEING INDEX



RATING LAB
December 2023





METHODOLOGY

- • •
- • • ✓ **Audience:** The population of Ukraine aged 18 years and older in 22 regions and Kyiv city, who have access to the Internet and use a smartphone (over 80% of the adult population).
- • •
- • • ✓ **Sample population:** 8572 respondents, or at least 350 respondents per region (respondent`s residence at the time of the survey).
- • •
- • • ✓ **Survey method:** online survey (CAWI, Computer Assisted Web Interviewing) via messengers and social media on **Rating Online** platform. The survey is anonymous, respondents had received an invitation via messengers and social media.
- • •
- • • ✓ **The margin of error** at the region level is no more than 5%. The results are weighted for each region and for Ukraine as a whole, using the latest data from the State Statistics Service of Ukraine
- • •
- • • ✓ To achieve random selection and maximum coverage, **2 287 million contact attempts were made**, reaching 69 250 respondents, of which:
 - • • ✓ opened and did not complete the survey – 45170
 - • • ✓ opened and did not start it– 15508
 - • • ✓ completed the survey – 8572 respondents
- • • ✓ **Survey timing:** November 22 - December 2, 2023
- • •
- • • • • • • •
- • • • • • • •
- • • • • • • •



Research developers: **Marianna Tkalych**,
Doctor of psychological sciences, professor, founder and director of the research laboratory Rating Lab



Tetiana Skrypchenko,
Head of Projects at the Sociological Rating Group. Deputy Director of Rating Online



Eugene Krotevych,
MA in Sociology, Rating Lab analyst, Rating Group

ABOUT THE LABORATORY



Marianna Tkalych

Doctor of psychological sciences, professor, founder and director of the research laboratory Rating Lab.

tkalych@ratinggroup.ua

The Rating Lab research laboratory was founded in March 2021 and is part of a larger team, which also includes the Rating Sociological Group and the Rating Online platform. The Lab has taken over the research baton from the Rating Pro Analytical Centre by merging with it.

After the full-scale invasion of 2022, Rating Lab shifted its research focus to the psychological and social aspects of human and national life during the war.

Today the Laboratory develops and implements diagnostic tools to determine the dynamics of psychological and social processes at the level of the individual, community and society as a whole, both in Ukraine and abroad, in particular, only during 2023 a survey of Ukrainians in more than 4 countries of the world was conducted.

Rating Lab has in its asset both well-known measurement tools and unique developments, quantitative and qualitative analytical research.



Ihor Tyshchenko,

Founder of companies:
Sociological Group Rating,
Rating Online, Rating Lab

tyshchenko@ratinggroup.ua

Executive summary

The index is based on a survey of almost 9000 respondents in 22 regions and the city of Kyiv, who assessed their towns and villages according to 22 indicators. The indicators based on the results of factor analysis were combined into 5 components of the Local Wellbeing Index:

1. Emotional perception of settlement

Includes: strength, beauty, liveliness, interestingness, progressiveness, uniqueness of the city/village

2. Civil security level

Includes: safety of children, and pedestrians, safety in the dark, environmental safety

3. Level of education and medicine

Includes: level of preschool and school services, level of medical services

4. Settlement's orderliness level

Includes: architecture, cleanliness, development level of cultural life, recreation areas, public transport, quality of roads

5. Level of economic opportunities

Includes: ease of finding a job, doing business, income levels

In the overall analysis, emotional perception of one's locality received the best scores (0.7) and economic opportunities (-0.9) received the worst scores (values range from -3 to 3). Emotional perception is the only index where no area received a negative value. The country's civil security level was rated on average at 0.3 points, medicine and education at 0.2, and orderliness at 0.1.

Kyiv (0.9 points on a scale from -3 to +3) is the leader in the ranking of regions according to the Local Well-Being Index (LWBI). It is followed by several regions that have an overall positive value of the index: Lviv region (0.4), Ivano-Frankivsk (0.3), Kharkiv (0.3), Odesa (0.3), Volyn (0.3), Kyiv (0.2) and Khmelnytsk (0.2) regions. "Middle-ranking regions" with more neutral assessments (index value ranges from +0.1 to -0.1) are Chernivtsi, Cherkasy, Rivne, Vinnytsia, Ternopil, Zakarpattia, Chernihiv and Dnipropetrovsk regions. Another number of regions received negative index values from -0.2 to -0.3: Zhytomyr, Poltava, Kirovohrad and Sumy regions. Zaporizhzhia (-0.5), Mykolaiv (-0.5) and Kherson (-1.0) regions have the worst scores.

Kyiv was ranked first in four components of the Index, except for civil security, for which several western regions are in the lead, while the capital itself is only in the middle of the list. Kyiv is also the only region where the Economic Opportunity Index is positive, while the other 22 regions have negative values.

By type of settlement, people in villages rated local well-being significantly worse than urban residents. The only exception is civil security, where villages were ahead of cities. The older the respondents were, the better they assessed local well-being in their towns and villages, while young people gave more sceptical assessments. The affluent and "optimists" also gave the highest scores.

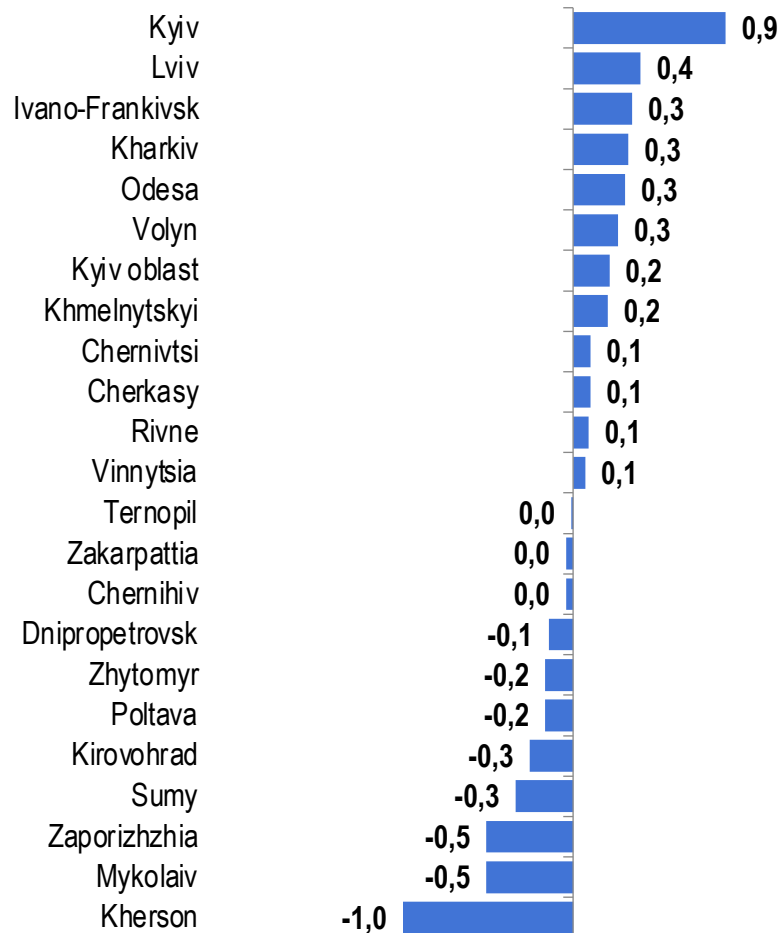
Block 1

Local Wellbeing Index



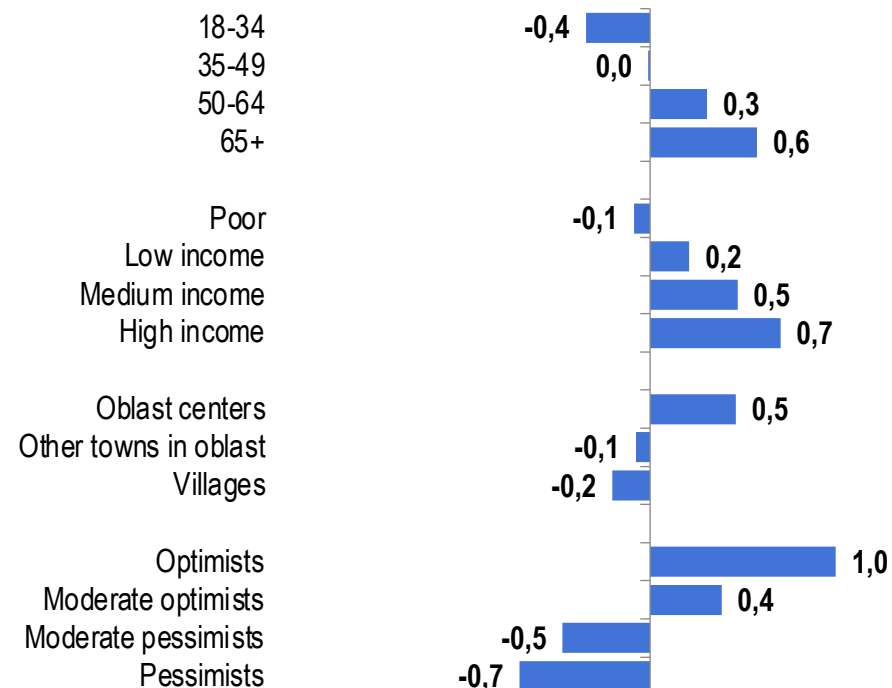
Local Wellbeing Index: general scores

Includes emotional perception, orderliness of a settlement, levels of education and medicine, civil security, economic opportunities



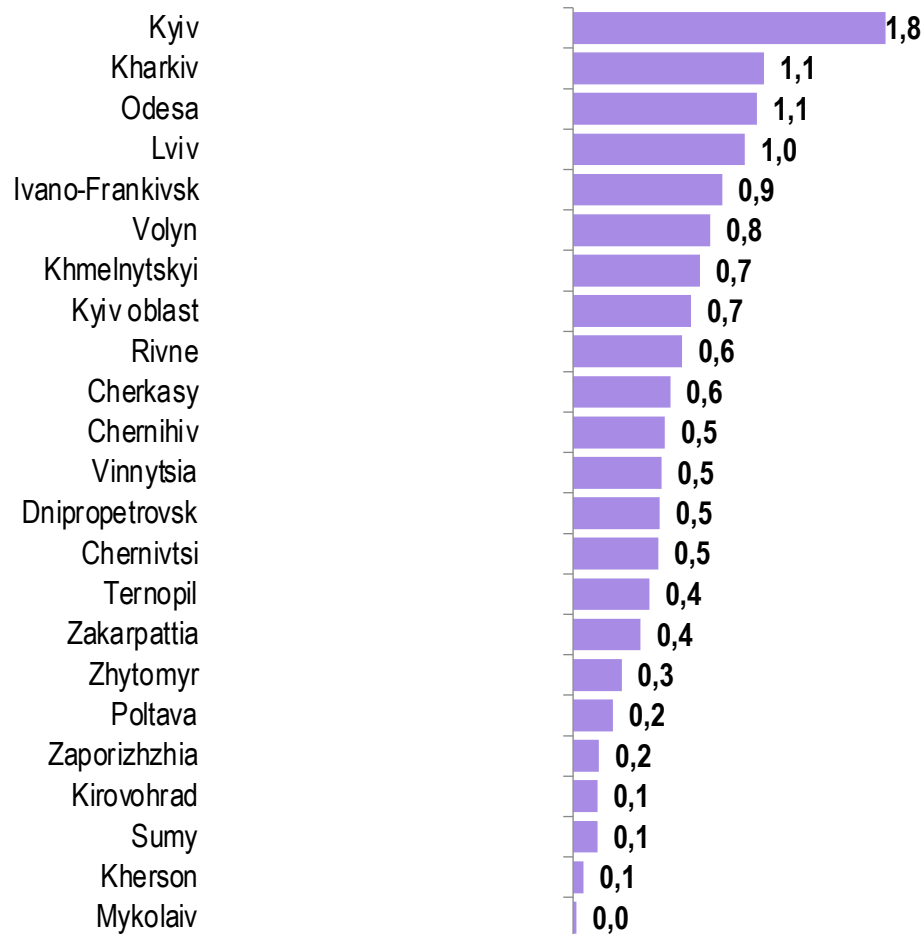
Kyiv (0.9 points on a scale from -3 to +3) is the leader in the ranking of regions according to the Local Well-Being Index (LWBI). It is followed by several regions that have an overall positive value of the index: Lviv region (0.4), Ivano-Frankivsk (0.3), Kharkiv (0.3), Odesa (0.3), Volyn (0.3), Kyiv (0.2) and Khmelnytsk (0.2) regions. "Middle-ranking regions" with more neutral assessments (index value ranges from +0.1 to -0.1) are Chernivtsi, Cherkasy, Rivne, Vinnytsia, Ternopil, Zakarpattia, Chernihiv and Dnipropetrovsk regions. Another number of regions received negative index values from -0.2 to -0.3: Zhytomyr, Poltava, Kirovohrad and Sumy regions. Zaporizhzhia (-0.5), Mykolaiv (-0.5) and Kherson (-1.0) regions have the worst scores.

AGE. INCOME. SETTLEMENT TYPE. ATTITUDES



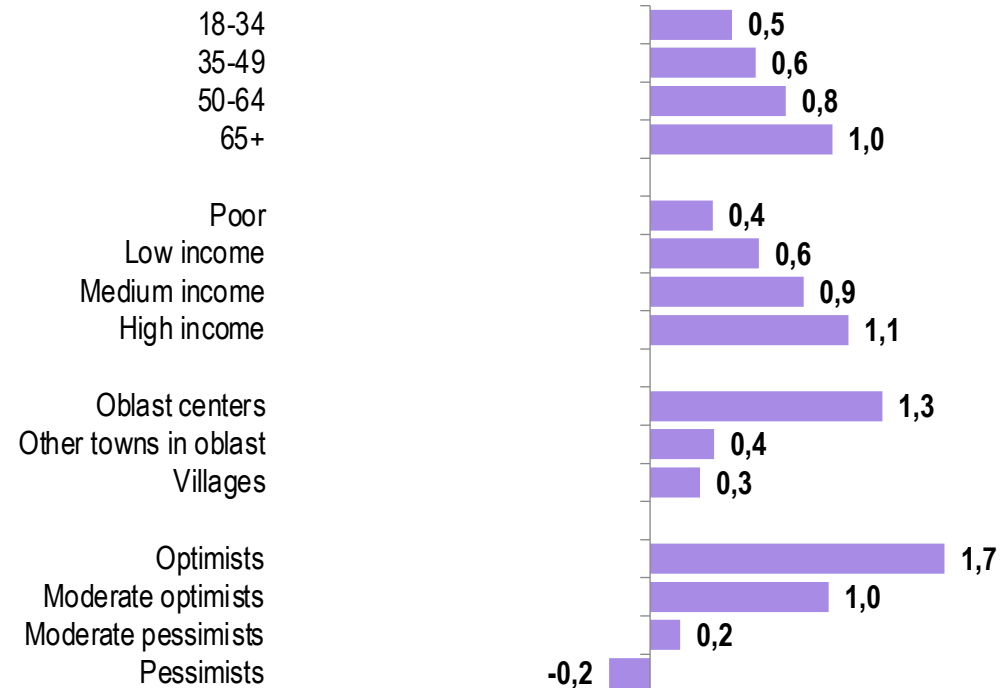
Emotional perception of settlement

Includes: strength, beauty, liveliness, interestingness, progressiveness, uniqueness of the city/village



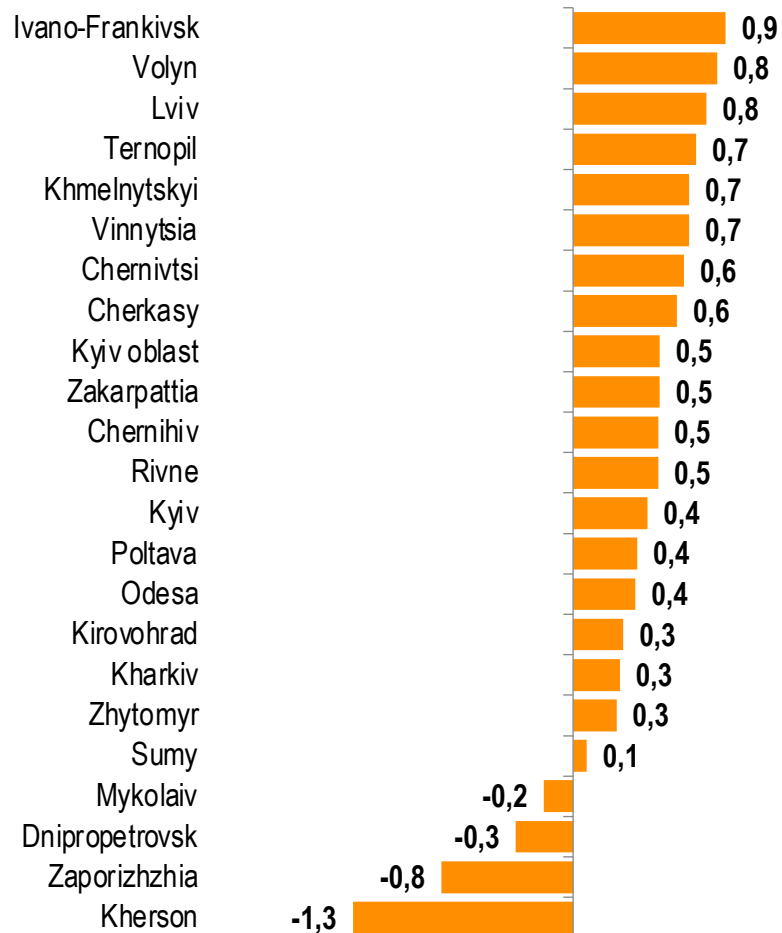
The leaders in terms of emotional perception of their regions were Kyiv (1.8), Kharkiv (1.1), Odesa (1.1), Lviv (1.0), Ivano-Frankivsk (0.9) and Volyn (0.8) regions. The worst scores were given to Mykolaiv (0.0), Kherson (0.1), Sumy (0.1) and Kirovohrad (0.1) regions.

AGE. INCOME. SETTLEMENT TYPE. ATTITUDES



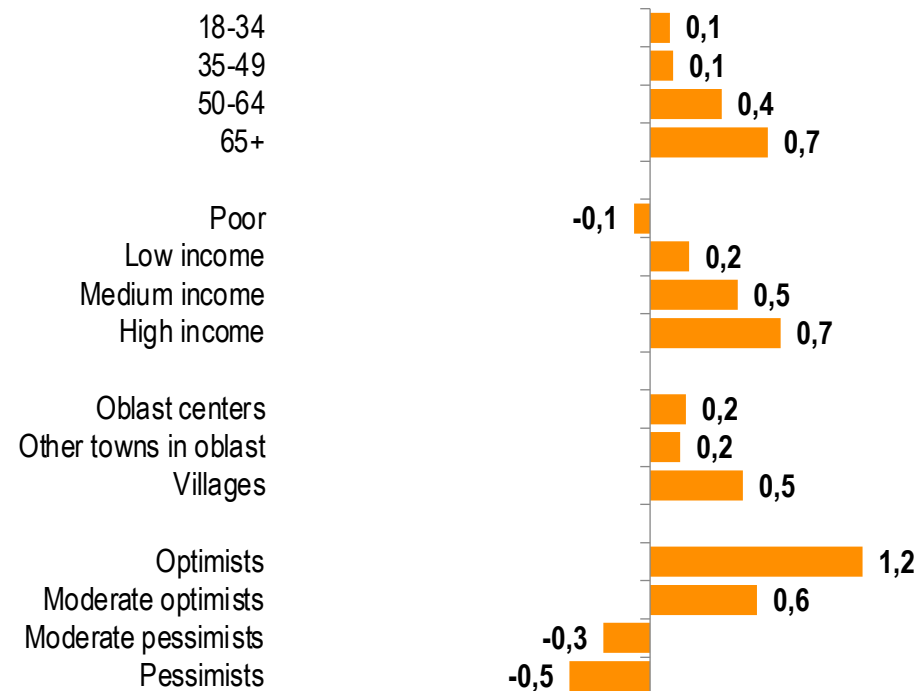
Civil security level

Includes: safety for children, and pedestrians, safety in the dark, environmental safety



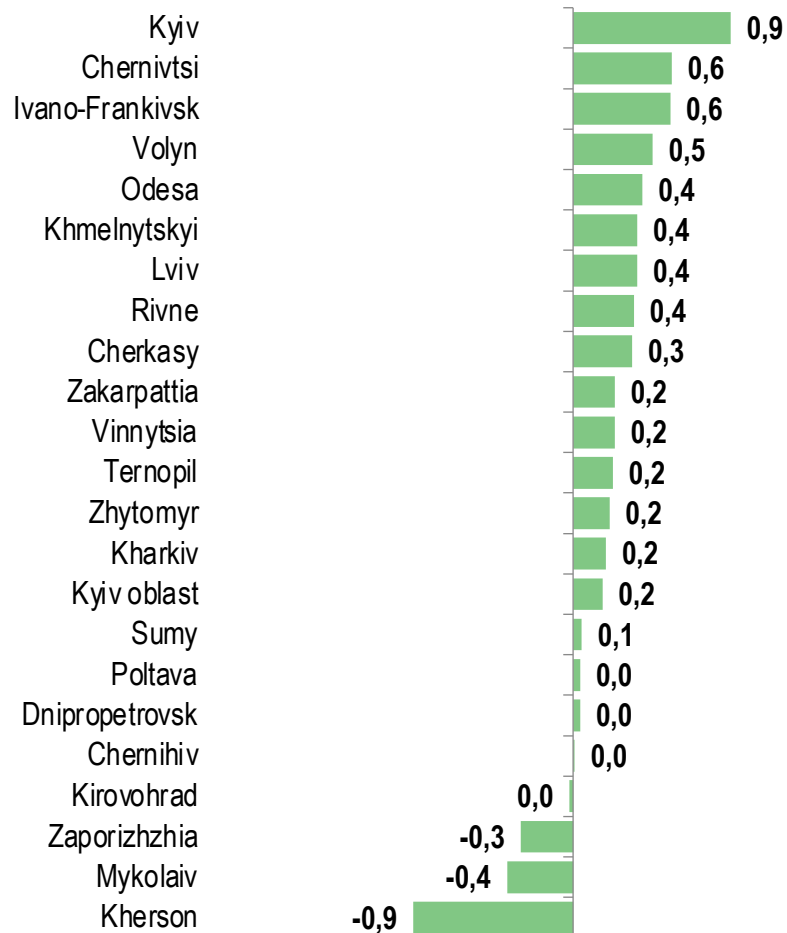
The leaders in terms of civil security level assessments are some western and central regions, namely Ivano-Frankivsk (0.9), Volyn (0.8), Lviv (0.8), Ternopil (0.7), Vinnytsia (0.7), Khmelnytskyi (0.7), Chernivtsi (0.6) and Cherkasy (0.6). Kyiv ranked only 13th in this indicator (0.4), and the worst scores were given to: Kherson (-1.3), Zaporizhzhia (-0.8), Dnipropetrovsk (-0.3) and Mykolaiv (-0.2) regions, where civil security assessments have negative values.

AGE. INCOME. SETTLEMENT TYPE. ATTITUDES



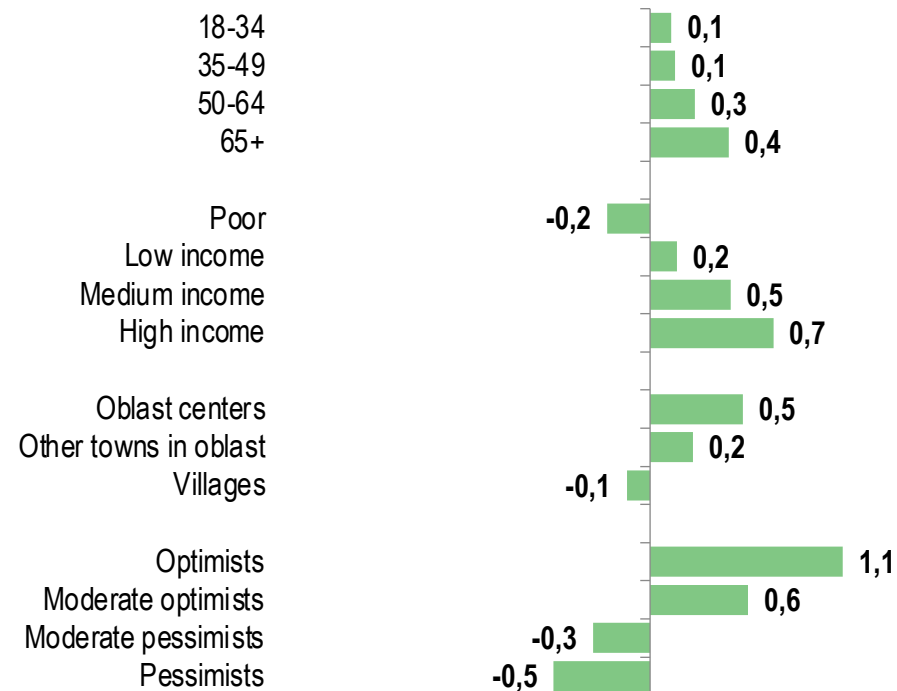
Level of education and medicine

Includes: level of preschool and school services, level of medical services



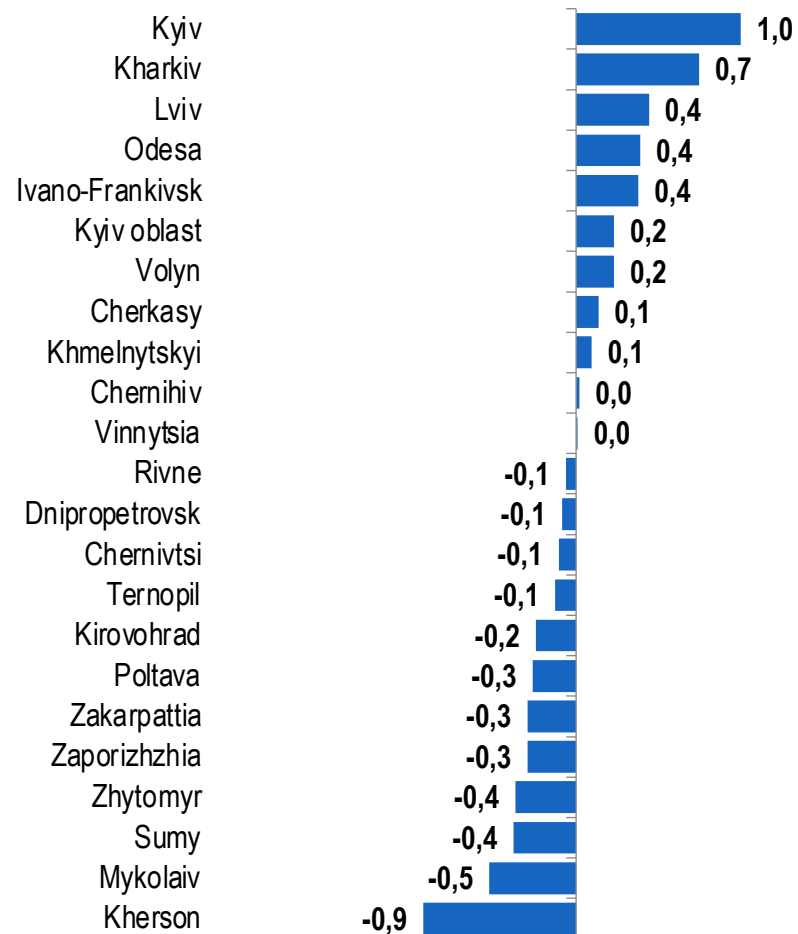
The leaders in terms of education and medicine are Kyiv (0.9), Chernivtsi (0.6), Ivano-Frankivsk (0.6), Volyn (0.5), Odesa (0.4), Khmelnytskyi (0.4), Lviv (0.4) and Rivne (0.4). The worst scores were given to: Kherson (-0.9), Mykolaiv (-0.4) and Zaporizhzhia (-0.3), where education and medicine scores have negative values.

AGE. INCOME. SETTLEMENT TYPE. ATTITUDES



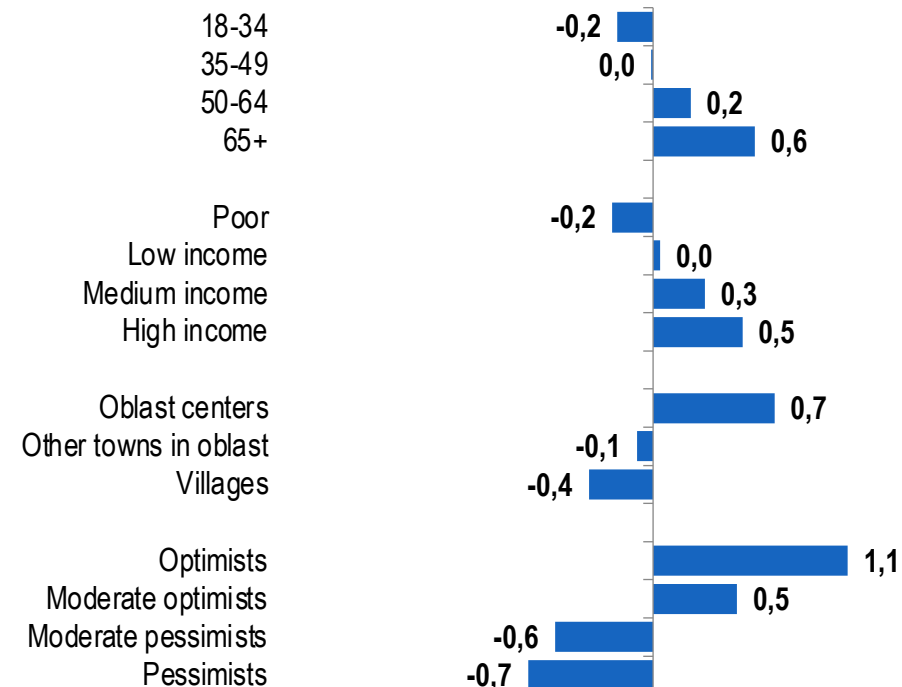
Level of settlement's orderliness

Includes: architecture, cleanliness, development levels of cultural life, recreation areas, and public transport, quality of roads



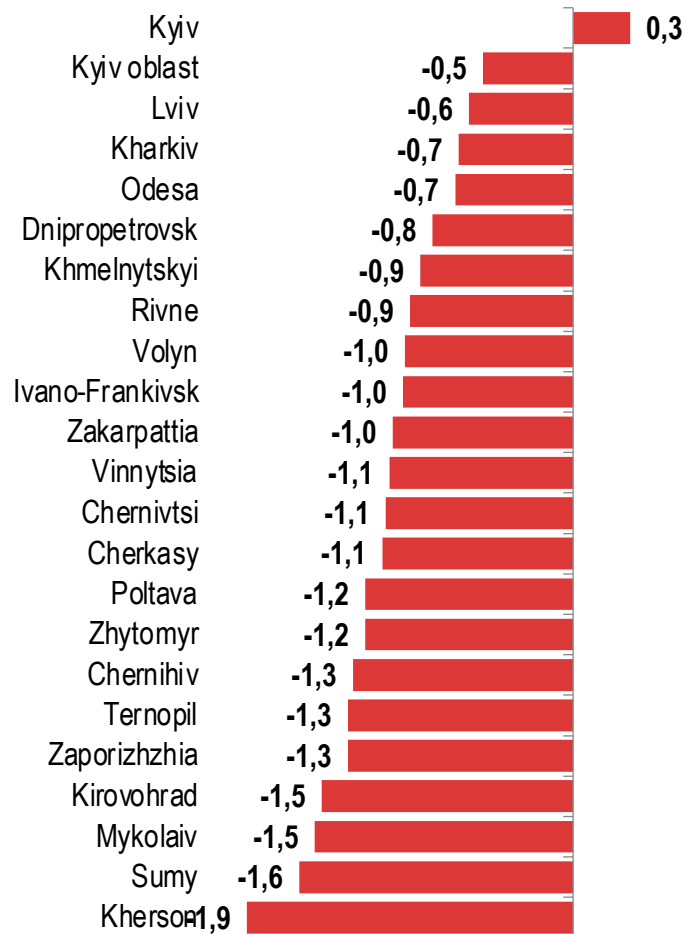
Kyiv (1.0) and Kharkiv (0.7) regions are the leaders in terms of assessments of settlements' livability. The Lviv, Odesa and Ivano-Frankivsk regions also received relatively high scores (0.4). At the same time, several regions received negative values of the Index, the worst of which are Kherson (-0.9), Mykolaiv (-0.5), Sumy (-0.4), Zhytomyr (-0.4), Zaporizhzhya (-0.3), Zakarpattia (-0.3) and Poltava (-0.3) regions.

AGE. INCOME. SETTLEMENT TYPE. ATTITUDES



Рівень економічних можливостей

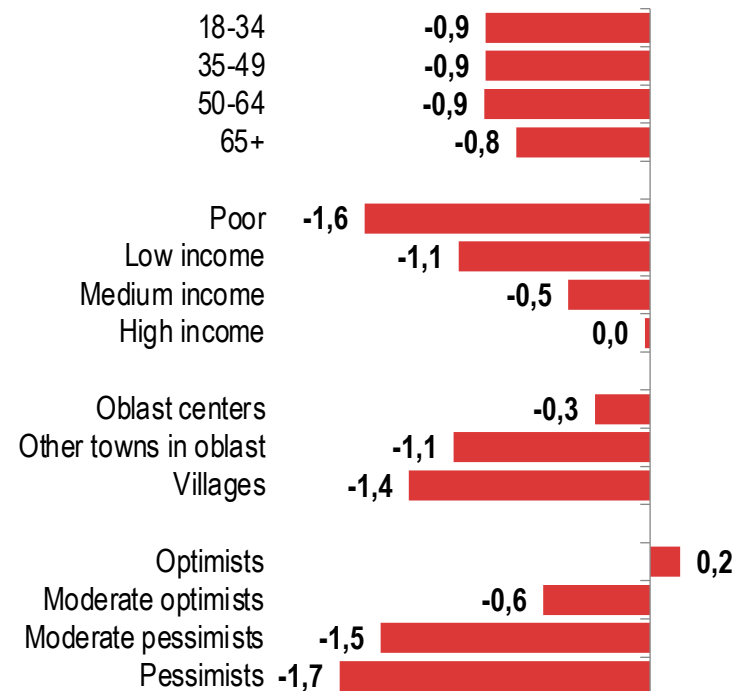
Includes: ease of finding a job, doing business, income levels



Kyiv is the only region where the Economic Opportunity Index is positive (0.3), while the other 22 regions have negative values. Thus, after the capital, Kyiv (-0.5), Lviv (-0.6), Kharkiv (-0.7), Odesa (-0.7) and Dnipropetrovsk (-0.8) regions have relatively better scores in terms of economic opportunities.

The worst indicators are in Kherson (-1.9), Sumy (-1.6), Mykolaiv (-1.5), Kirovohrad (-1.5), Zaporizhzhia (-1.3), Ternopil (-1.3), Chernihiv (-1.3), Zhytomyr (-1.2) and Poltava (-1.2).

AGE. INCOME. SETTLEMENT TYPE. ATTITUDES

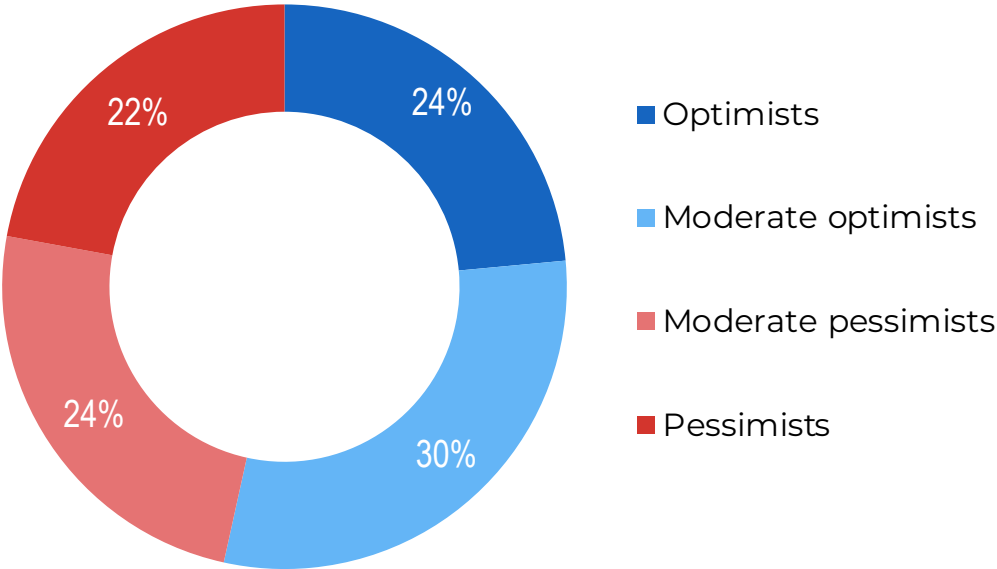


Block 2

Population's attitudes

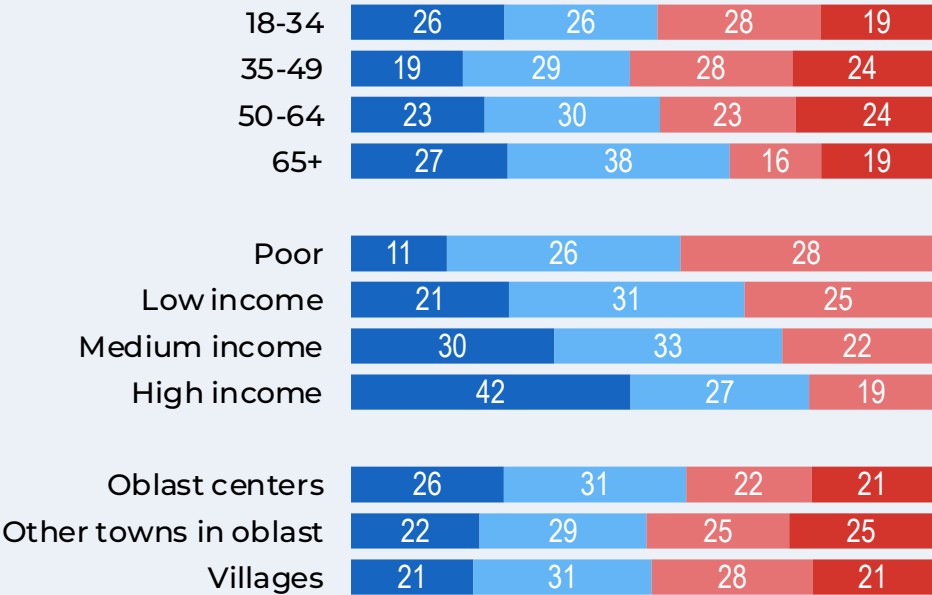


Population’s attitudes



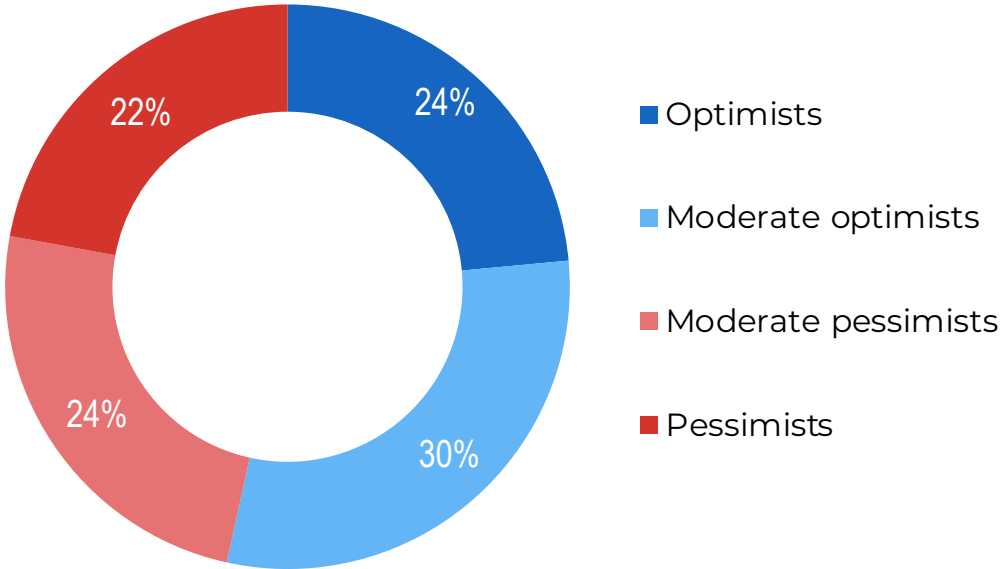
Based on the results of cluster analysis, respondents were divided into four groups: **“optimists” (24%)**, **“moderate optimists” (30%)**, **“moderate pessimists” (24%)** and **“pessimists” (22%)**. The following criteria were taken as a basis for distribution: assessment of the state of affairs in Ukraine, region, settlement; assessment of changes in their own lives; assessment of expected changes shortly.

AGE. INCOME. SETTLEMENT TYPE. ATTITUDES



Population’s attitudes

Relatively more “optimists” turned out to be in Kyiv (68%), Ivano-Frankivsk (63%), Lviv (62%), Khmelnytskyi (61%) and Kyiv (60%) regions. Whereas the least number of “optimists” is in the frontline Kherson (27%) and Zaporizhzhia (31%) regions. Against this background, the Kharkiv region stands out, where the level of optimism (54%) is higher than in the neighbouring Sumy Region (41%); and in the Dnipropetrovsk region, where the level of optimism (51%) is higher than in neighbouring Mykolaiv region (46%) and Poltava region (45%).



Region	Optimists	Moderate optimists	Moderate pessimists	Pessimists
Kyiv city	33	35	15	17
Khmelnytskyi	29	32	24	15
Kyiv oblast	28	32	19	22
Lviv	27	35	19	19
Ivano-Frankivsk	27	36	23	14
Rivne	26	32	25	18
Zhytomyr	26	21	31	23
Kirovohrad	25	24	27	24
Ternopil	25	26	34	16
Kharkiv	25	29	20	26
Chernihiv	24	27	27	21
Volyn	24	33	26	18
Cherkasy	23	34	22	21
Odesa	23	34	19	25
Zakarpattia	23	35	26	16
Vinnytsia	21	34	25	20
Dnipropetrovsk	21	30	25	24
Chernivtsi	21	33	28	18
Mykolaiv	18	27	29	25
Sumy	16	24	33	27
Poltava	16	29	26	29
Zaporizhzhia	14	17	34	35
Kherson	12	15	42	31



Rating Lab

01010, Kyiv city, str. Ivan Mazepa 3

+38 (050) 322-09-25

info@ratinglab.org

info@rating.online

info@ratinggroup.ua