Information behavior of Kherson residents

Report on the Sociological Online Survey

September

2024

Research background

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

Research objective: to find out the peculiar behavior of Kherson residents in the information field.

Sample size: 401 respondents.

Field stage period: August 8 – 24, 2024.

Research client: Community Foundation of Kherson "Zakhyst."

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

Key Findings

More than half of the respondents **read the news** several times per day (53%). Almost a quarter (26%) read it every hour, and 17% chose the answer "1-2 times per day."

94% of respondents opted for Telegram channels as the main source of information about the community. Communication with relatives and friends was in second place at 57%. Respondents browse YouTube channels, Facebook, and other websites with similar frequency – 36%, 35%, and 34%, respectively. Viber groups (25%) and TV (17%) were other major sources. Kherson residents living outside the community get information about Kherson mostly through personal contacts (66%), while current community residents choose Viber (30%) and TV (24%) most often.

The top three most popular Telegram channels were Khuyoviy Kherson (77%), Kherson: War without fakes (61%), and Nikolaevsky Vanyok (57%) (by share compared to others). Such Telegram channels as Suspilne Kherson (31%), Kostiantyn Ryzhenko (28%), Most (23%), and Vhoru.Kherson (20%) are also quite popular among surveyed Kherson residents. About 20% of respondents read the Telegram channels of the local authorities.

Respondents read official Telegram channels most frequently. 21% of respondents read the RSA-RMA (military administration at the regional/ oblast level) channel daily, and 22% read the city's military administration channel. The official websites are in second place. 13% (Oblast level RSA-RMA) and 14% (city military administration) of respondents browse them daily. Facebook pages of military administrations are less popular (10% and 9% of daily views, respectively).

Surveyed Kherson residents claimed a higher frequency of using official sources. Thus, 26% and 31% of respondents read the Telegram channels of the RSA-RMA and city military administration daily, their official websites – 20% and 19%, respectively, and Facebook pages – 14% and 13%. Those living outside Kherson use official information resources less. 14% of respondents read the RSA-RMA Telegram channel, and 7% or less – all other resources.

Most often, respondents are looking for information about bombing (82%), community life (71%), air raid alerts (41%), social services (34%), recovery and reconstruction (33%), options to receive humanitarian aid (33%), and contact data of various institutions (29%). Kherson residents living outside the city look for information about bombing (88% to 78% of city residents) and community life (84% to 62%), as well as about recovery and reconstruction (38% to 30%) even more often.

The information the respondents lack most is related to options to obtain humanitarian aid (35%), social services (34%), and recovery (29%). Kherson residents living outside the city mostly lack information about recovery (37% to 23% of city residents) and compensation options (32% to 24%), while city residents more often lack information about the options to receive humanitarian aid (44% to 23%), free counseling (26% to 19%), and transportation (22% to 14%).

When comparing the information respondents searched for on official channels versus the one they had, we found that respondents had obtained sufficient information on almost all the listed topics before they even started searching for it. This proved that most information was already known, or that it had been successfully shared via other sources other than official channels. There was a lack of information about humanitarian aid, with only 39% of respondents indicating that it was sufficient (although only 33% searched for it). Also, only 47% found sufficient information about compensation for damaged housing (with 25% actively searching for it).

Answer Breakdown

Reading news (N=401), %

Q.: How often do you usually read the news?

- Every hour — 26%
- Several times a day — 53%
- 1-2 times a day — 17%
- Several times a week — 1%
- 1-2 times a week — 1%
- Several times a month — 2%
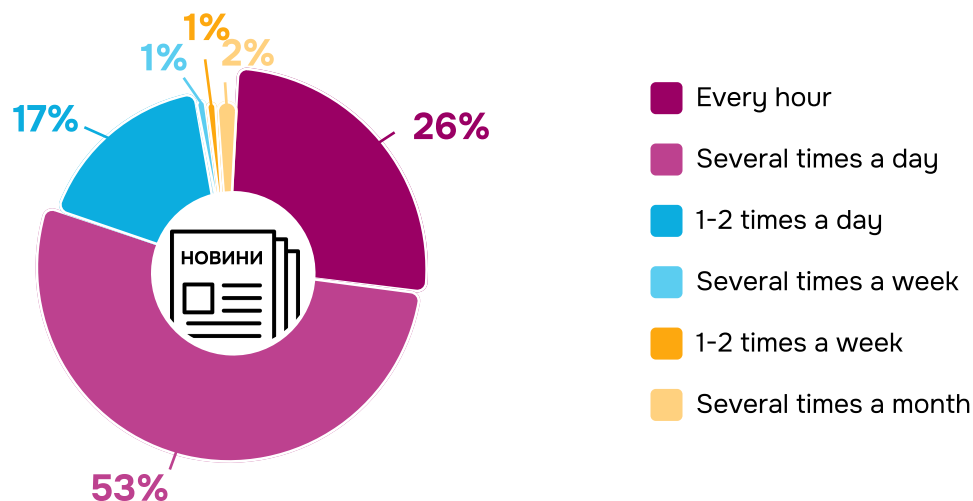
Information about the Kherson community (N=401), %

Q.: From what sources do you obtain information about life in the Kherson community?

Multiple choice

- Telegram channels — 94%
- Conversations with family and friends — 57%
- YouTube channels — 36%
- Facebook — 35%
- Websites — 34%
- Viber groups — 25%
- TV — 17%
- FM radio — 4%
- Notifications on the streets, by the buildings, in the apartment foyer, etc. — 3%
- Paper newspapers — 1%
- Other — 1%
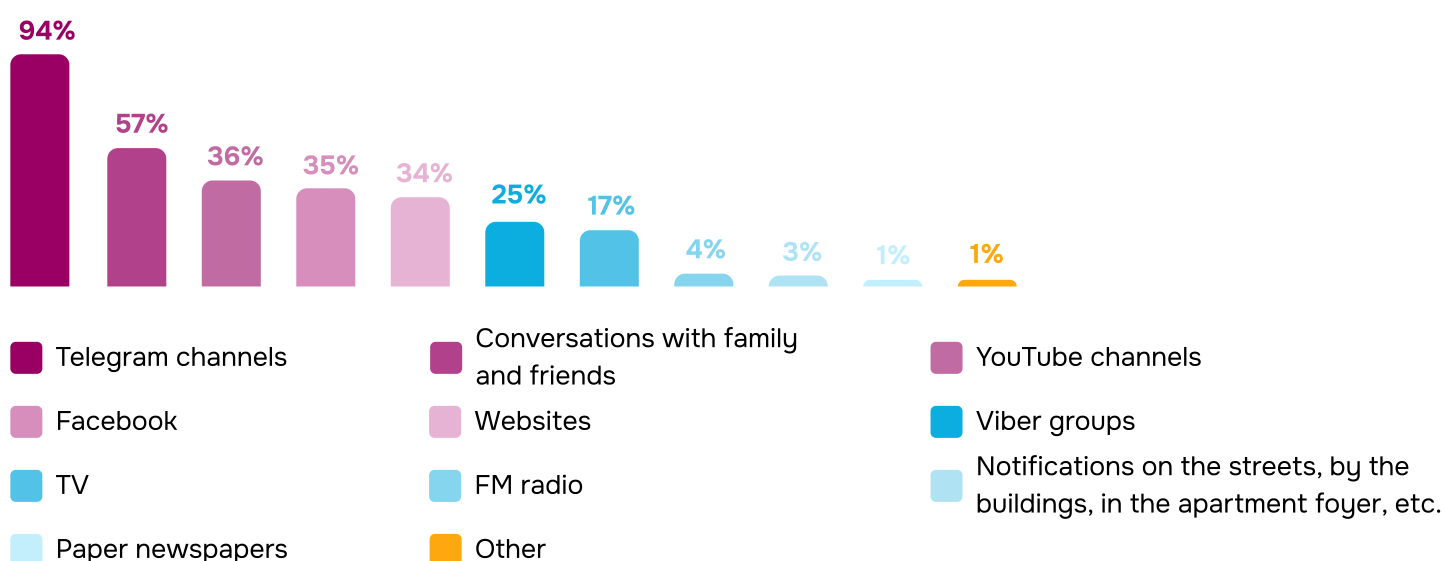
Other answers:
- instagram;
- chats in the messengers of condominium associations and with neighbors;
- personal observations.

Sources of information about the Kherson community in various groups of Kherson residents

- ■ Telegram channels
- ■ Facebook
- ■ TV
- ■ Paper newspapers
- ■ Conversations with family and friends
- ■ Websites
- ■ FM radio
- ■ Other
- ■ YouTube channels
- ■ Viber groups
- ■ Notifications on the streets, by the buildings, in the apartment foyer, etc.

Residing in Kherson

92% 51% 38% 32% 37% 30% 24% 6% 5% 1% 1%

Not residing in Kherson

97% 66% 32% 38% 30% 17% 8% 2% 1% 0% 2%
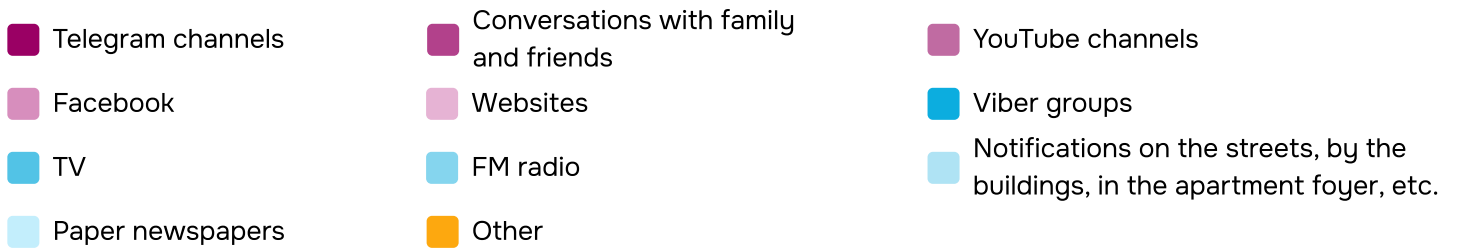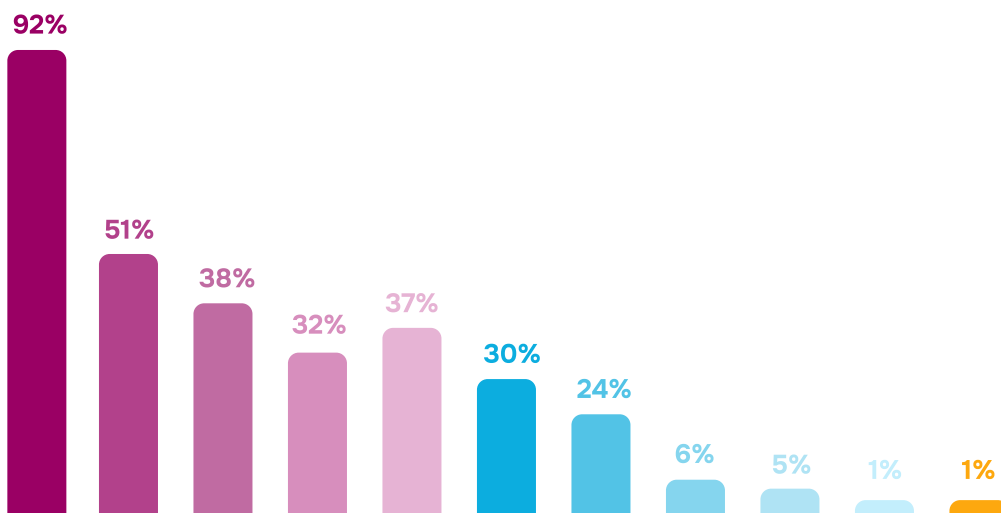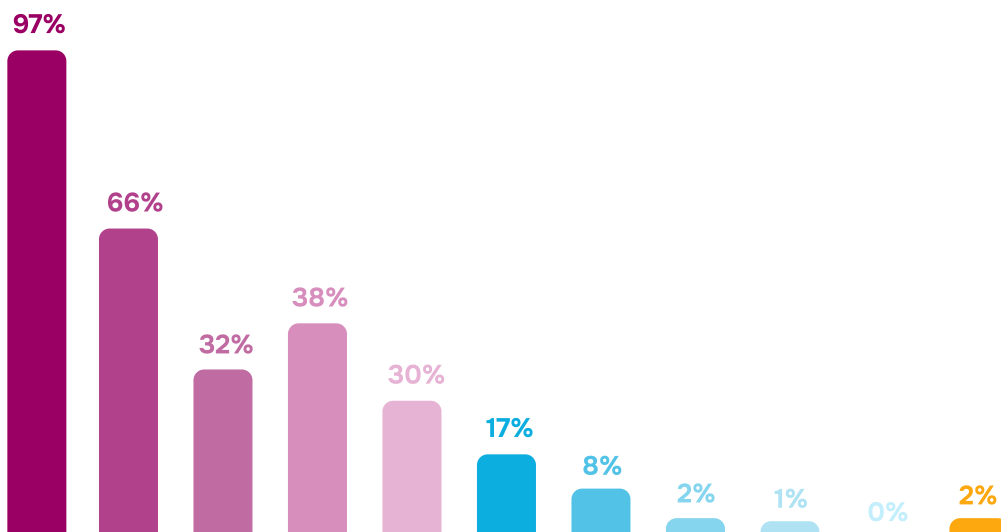
Reading Telegram channels (N=401), %

Q.: Which of the following Telegram channels do you read regularly?

Multiple choice

■ Khuyoviy Kherson	■ Kherson: War without fakes	■ Nikolaevsky Vanyok	■ Trukha Kherson
■ Suspilne Kherson	■ Kostiantyn Ryzhenko	■ Most	■ Kherson City Military Admin
■ Vhoru. Kherson	■ Kherson Oblast RSA-RMA	■ Good evening, we are from Kherson	■ Kavun-city
■ Vitalii Kim	■ Kherson TUT	■ Other	
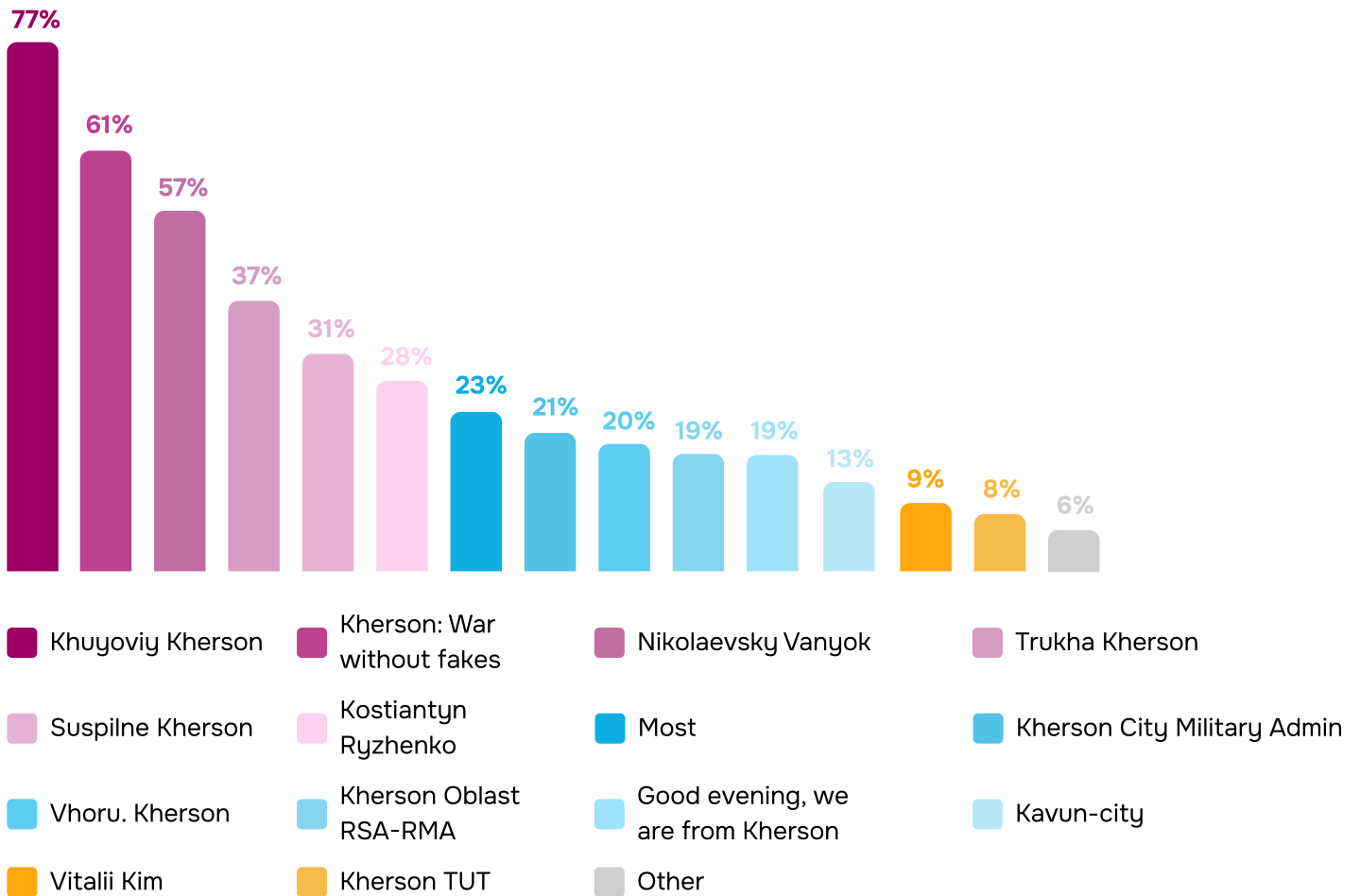
Other answers:

- Blyskavka;
- Ukraine Now;
- Kherson Sho Tam;
- Kherson Info;
- Khersoner;
- Kherson Monitoring;
- My Kherson;
- Real Kherson;
- Real Ukraine;
- Roman Mrochko;
- Khersonsky Sanyok;
- censor.net;
- assorted individual Kherson Telegram channels and chats (many);
- local neighborhood groups, etc.

Popularity of channels about the Kherson community in various groups of Kherson residents

■ Khuyoviy Kherson	■ Kherson: War without fakes	■ Nikolaevsky Vanyok	■ Trukha Kherson
■ Suspilne Kherson	■ Kostiantyn Ryzhenko	■ Most	■ Kherson City Military Admin
■ Vhoru. Kherson	■ Kherson Oblast RSA-RMA	■ Good evening, we are from Kherson	■ Kavun-city
■ Vitalii Kim	■ Kherson TUT	■ Other	

Residing in Kherson

75% 71% 55% 38% 34% 30% 21% 25% 25% 27% 21% 13% 9% 10% 7%

Not residing in Kherson

79% 48% 60% 35% 29% 26% 26% 14% 14% 10% 15% 12% 8% 5% 6%
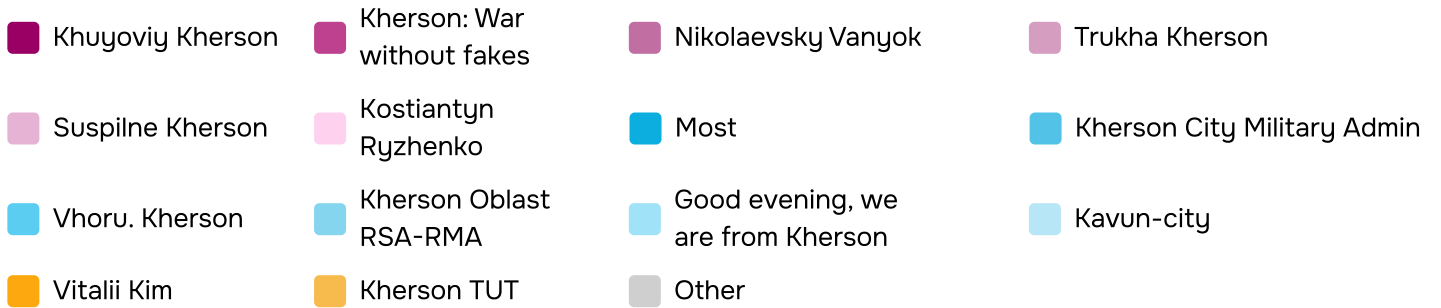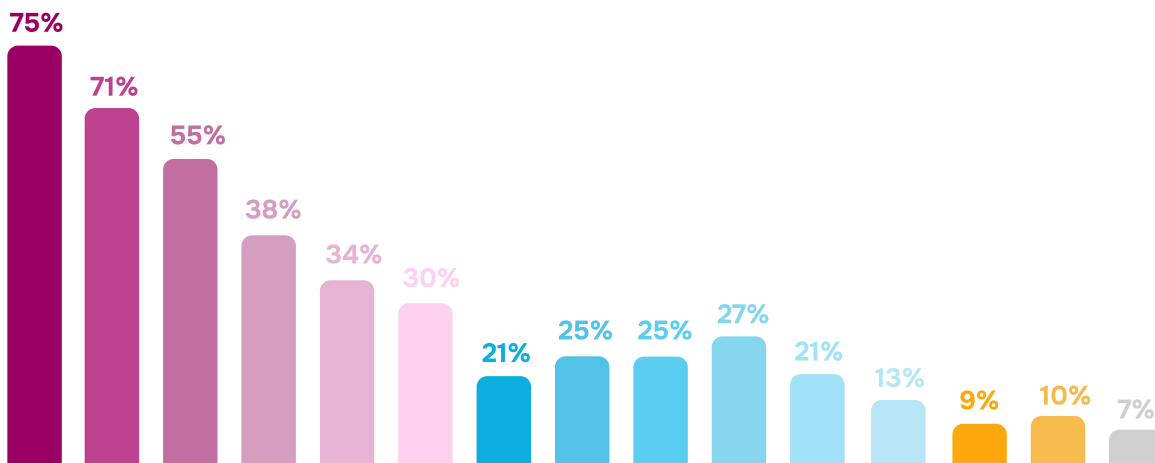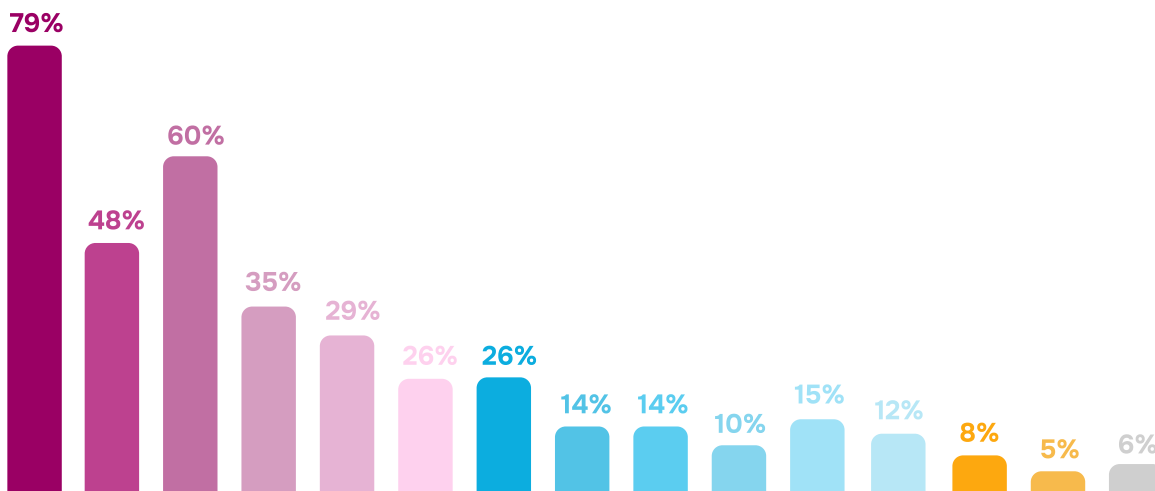
Using official resources (N=401), %

Q.: How often do you use the following official information resources?

Telegram channel of Kherson
Oblast RSA-RMA

| 21% | 13% | 10% | 7% | 49% |

Official website of Kherson
Oblast RSA-RMA

| 13% | 14% | 14% | 9% | 50% |

Telegram channel of the Kherson City Military
Administration

| 22% | 14% | 8% | 6% | 50% |

Official website of the Kherson City Military
Administration

| 14% | 12% | 9% | 11% | 54% |

Facebook page of Kherson Oblast
RSA-RMA

| 10% | 13% | 10% | 5% | 62% |

Facebook page of the Kherson City
Military Administration

| 9% | 11% | 9% | 6% | 65% |

Legend:
- ■ Daily
- ■ Several times a week
- ■ Several times a month
- ■ Several times a year
- ■ Did not use at all
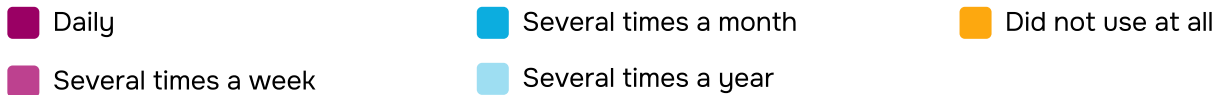
Use of official resources in various groups of Kherson residents

■ Daily   ■ Several times a month   ■ Did not use at all
■ Several times a week   ■ Several times a year

Residing in Kherson

Telegram channel of Kherson Oblast RSA-RMA

| 26% | 16% | 9% | 6% | 43% |

Telegram channel of the Kherson City Military Administration

| 31% | 15% | 6% | 4% | 44% |

Official website of Kherson Oblast RSA-RMA

| 20% | 14% | 12% | 7% | 47% |

Official website of the Kherson City Military Administration

| 19% | 14% | 9% | 9% | 48% |

Facebook page of Kherson Oblast RSA-RMA

| 14% | 13% | 10% | 5% | 58% |

Facebook page of the Kherson City Military Administration

| 13% | 12% | 9% | 4% | 62% |

Not residing in Kherson

Telegram channel of Kherson Oblast RSA-RMA

| 3% | 15% | 16% | 11% | 55% |

Telegram channel of the Kherson City Military Administration

| 14% | 9% | 11% | 8% | 57% |

Official website of Kherson Oblast RSA-RMA

| 7% | 14% | 11% | 10% | 58% |

Official website of the Kherson City Military Administration

| 7% | 10% | 9% | 13% | 61% |

Facebook page of Kherson Oblast RSA-RMA

| 3% | 13% | 9% | 6% | 68% |

Facebook page of the Kherson City Military Administration

| 4% | 10% | 9% | 9% | 69% |

Type of information searched (N=401), %

Q.: What information do you usually search for on community information resources?

Multiple choice

	%	Category
	82%	About bombings
	71%	News about community life
	41%	About air raid alerts
	34%	About social services
	33%	About recovery and reconstruction
	33%	About the options to receive humanitarian aid
	29%	Contact data of various institutions
	25%	Official documents
	25%	About the options to receive compensation for damaged housing
	22%	About utility companies
	22%	About transportation
	18%	About new street names
	17%	About mobilization
	14%	About the administration heads
	13%	About the options to get free counseling
	2%	Other

Other answers:

- all of the above;
- about the military and political situation in the country, about the war, Western military aid, etc.

The type of information Kherson residents search for in different groups

Residing in Kherson
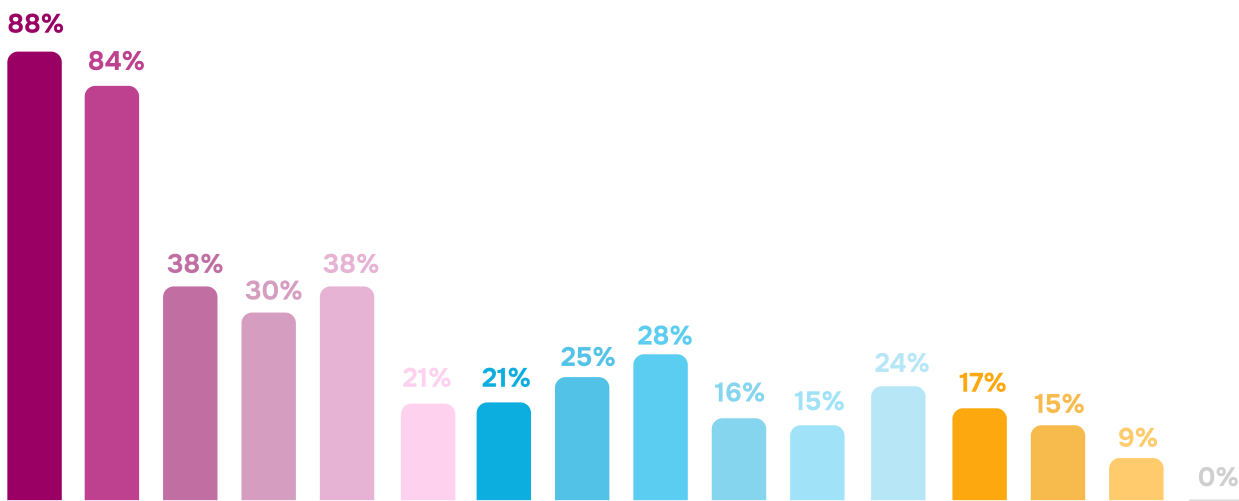
78% 62% 44% 36% 30% 42% 34% 24% 23% 26% 27% 14% 18% 13% 15% 4%
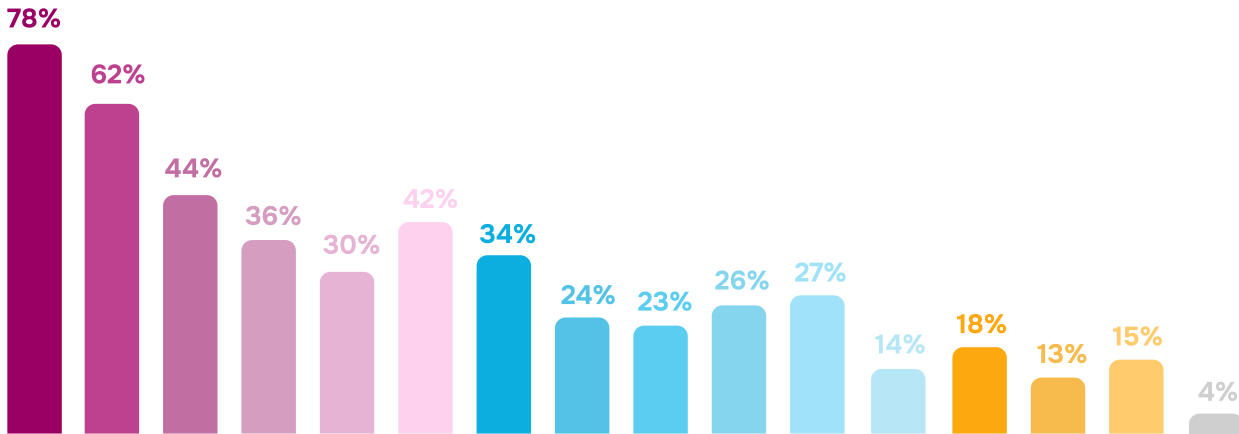
Not residing in Kherson

88% 84% 38% 30% 38% 21% 21% 25% 28% 16% 15% 24% 17% 15% 9% 0%

- ■ About bombings
- ■ News about community life
- ■ About air raid alerts
- ■ About social services
- ■ About recovery and reconstruction
- ■ About the options to receive humanitarian aid
- ■ Contact data of various institutions
- ■ Official documents
- ■ About the options to receive compensation for damaged housing
- ■ About utility companies
- ■ About transportation
- ■ About new street names
- ■ About mobilization
- ■ About the administration heads
- ■ About the options to receive free consultation
- ■ Other

The information Kherson residents lack (N=401), %

Q.: What information on the community's official information resources is lacking?

Multiple choice

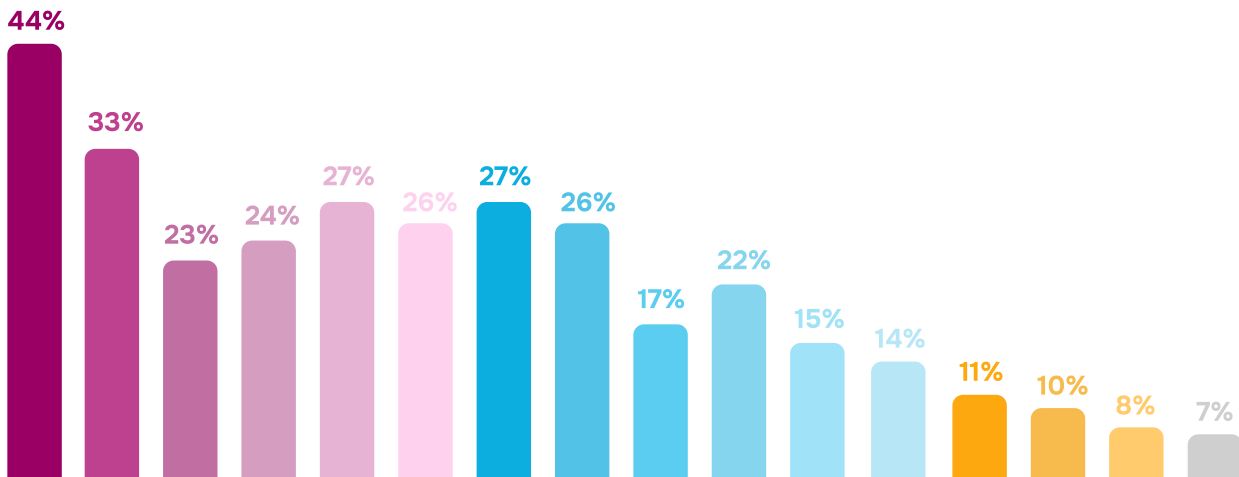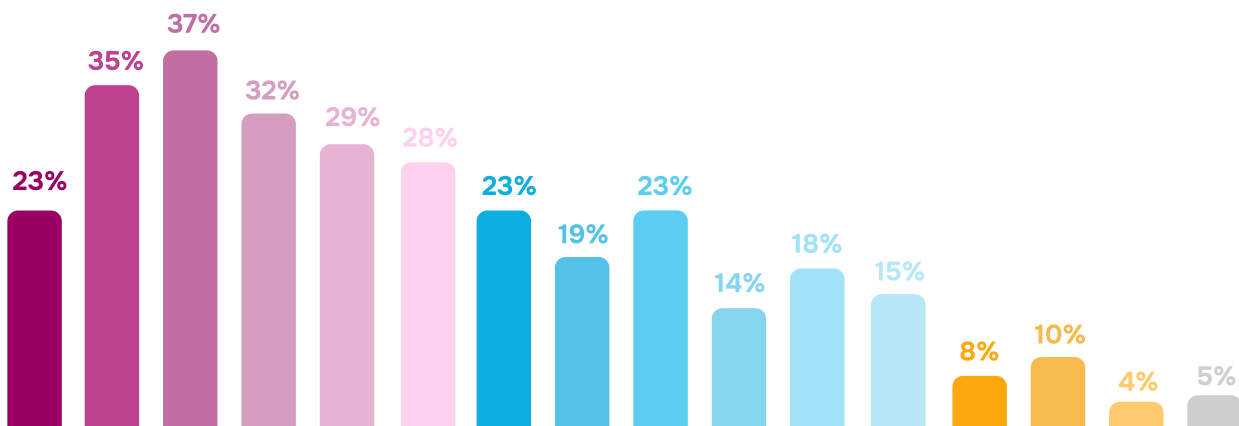|	
35%	About the options to receive humanitarian aid
34%	About social services
29%	About recovery
28%	About the options to receive compensation for damaged housing
28%	News about community life
27%	About bombings
25%	Contact data of various institutions
23%	About the options to get free counseling
20%	Official documents
18%	About transportation
16%	About the administration heads
15%	About utility companies
10%	About new street names
10%	About mobilization
6%	About air raid alerts
6%	Other

Other answers:

- sufficient information / enough news / I find whatever interests me;
- I don't follow official channels / I don't use the listed resources;
- the way administration allocated money and justification thereof;
- unbiased news, not PR by RMA, etc.

The information Kherson residents lack in their various groups

Residing in Kherson

44% — About the options to receive humanitarian aid
33% — About social services
23% — About recovery
24% — About the options to receive compensation for damaged housing
27% — News about community life
26% — About bombings
27% — Contact data of various institutions
26% — About the options to receive free counseling
17% — Official documents
22% — About transportation
15% — About the administration heads
14% — About utility companies
11% — About new street names
10% — About mobilization
8% — About air raid alerts
7% — Other

Not residing in Kherson

23% — About the options to receive humanitarian aid
35% — About social services
37% — About recovery
32% — About the options to receive compensation for damaged housing
29% — News about community life
28% — About bombings
23% — Contact data of various institutions
19% — About the options to receive free counseling
23% — Official documents
14% — About transportation
18% — About the administration heads
15% — About utility companies
8% — About new street names
10% — About mobilization
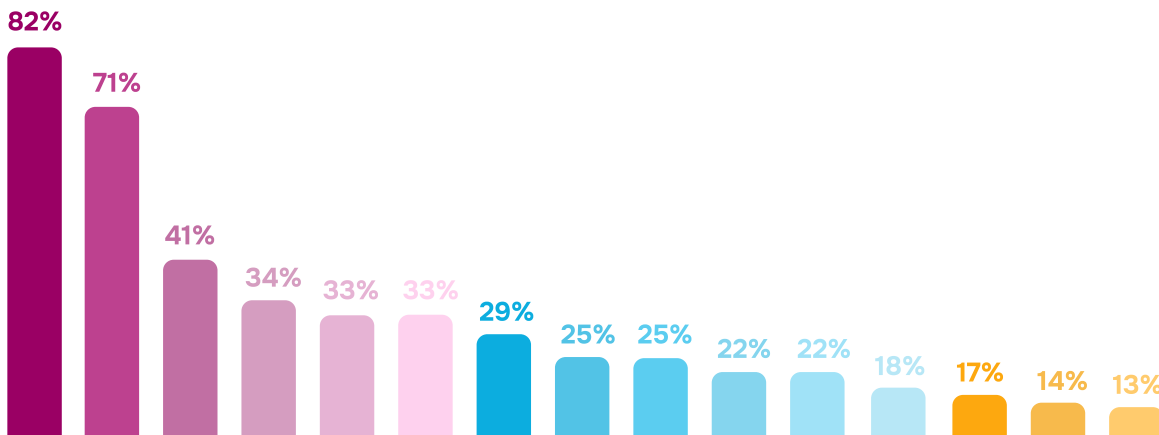4% — About air raid alerts
5% — Other

Legend:

- About the options to receive humanitarian aid
- About social services
- About recovery
- About the options to receive compensation for damaged housing
- News about community life
- About bombings
- Contact data of various institutions
- About the options to receive free counseling
- Official documents
- About transportation
- About the administration heads
- About utility companies
- About new street names
- About mobilization
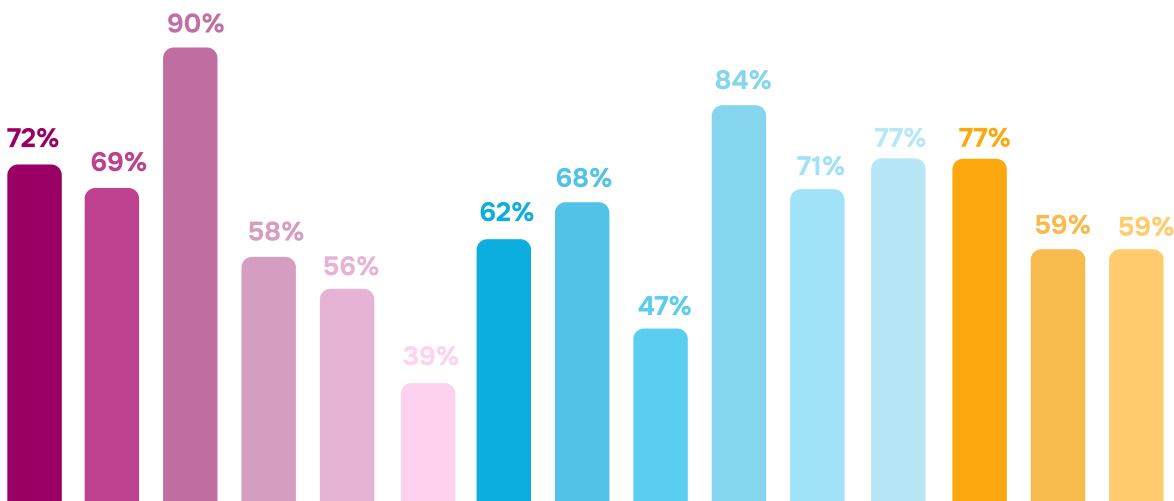- About air raid alerts
- Other

Ratio of information hits among those who searched for it, %

Multiple choice

Searching for information

There is sufficient information (among those who searched for it)

Legend:
- About bombings
- News about community life
- About air raid alerts
- About social services
- About recovery
- About the options to receive humanitarian aid
- Contact data of various institutions
- Official documents
- About the options to receive compensation for damaged housing
- About utility companies
- About transportation
- About new street names
- About mobilization
- About the administration heads
- About the options to receive free consultation
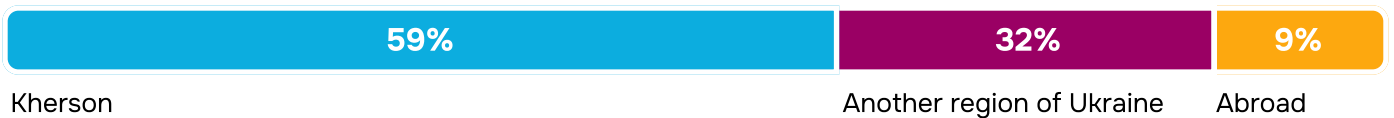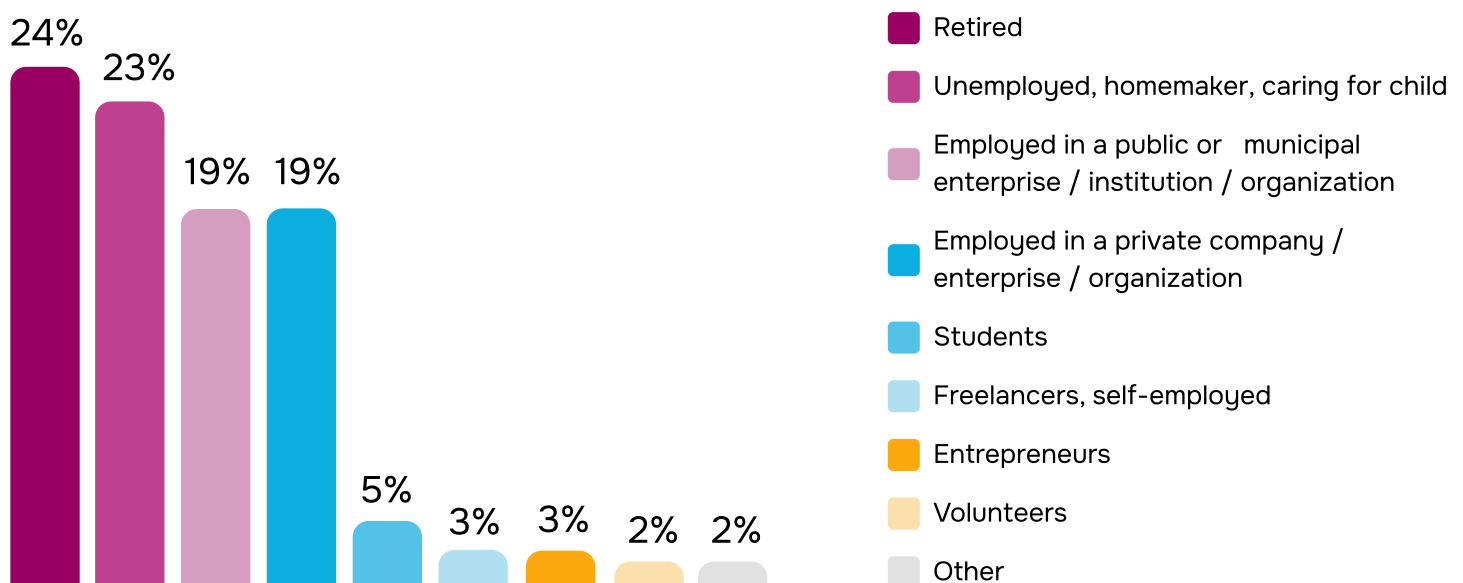
Respondents' profile

Gender

57%	**43%**

♀ Woman ♂ Man

Age

14%	31%	26%	29%
18-29	30-44	45-59	60+

Place of residence before February 24, 2022

95%	**5%**

■ Kherson ■ Other areas of Kherson community

Current place of residence

59%	**32%**	**9%**
Kherson	Another region of Ukraine	Abroad

Employment

24% 23% 19% 19% 5% 3% 3% 2% 2%

■ Retired

■ Unemployed, homemaker, caring for child

■ Employed in a public or municipal enterprise / institution / organization

■ Employed in a private company / enterprise / organization

■ Students

■ Freelancers, self-employed

■ Entrepreneurs

■ Volunteers

■ Other

Region of residence (people who changed their place of residence after February 24, 2022)

- **Odesa Oblast**
- **City of Kyiv**
- **Mykolaiv Oblast**
- **Vinnytsia Oblast**
- **Ivano-Frankivsk Oblast**
- **Dnipropetrovsk Oblast**
- **Kyiv Oblast**
- **Rivne Oblast**
- **Ternopil Oblast**
- **Lviv Oblast**
- **Cherkasy Oblast**
- **Other oblasts (2%)**

Total: **32%**
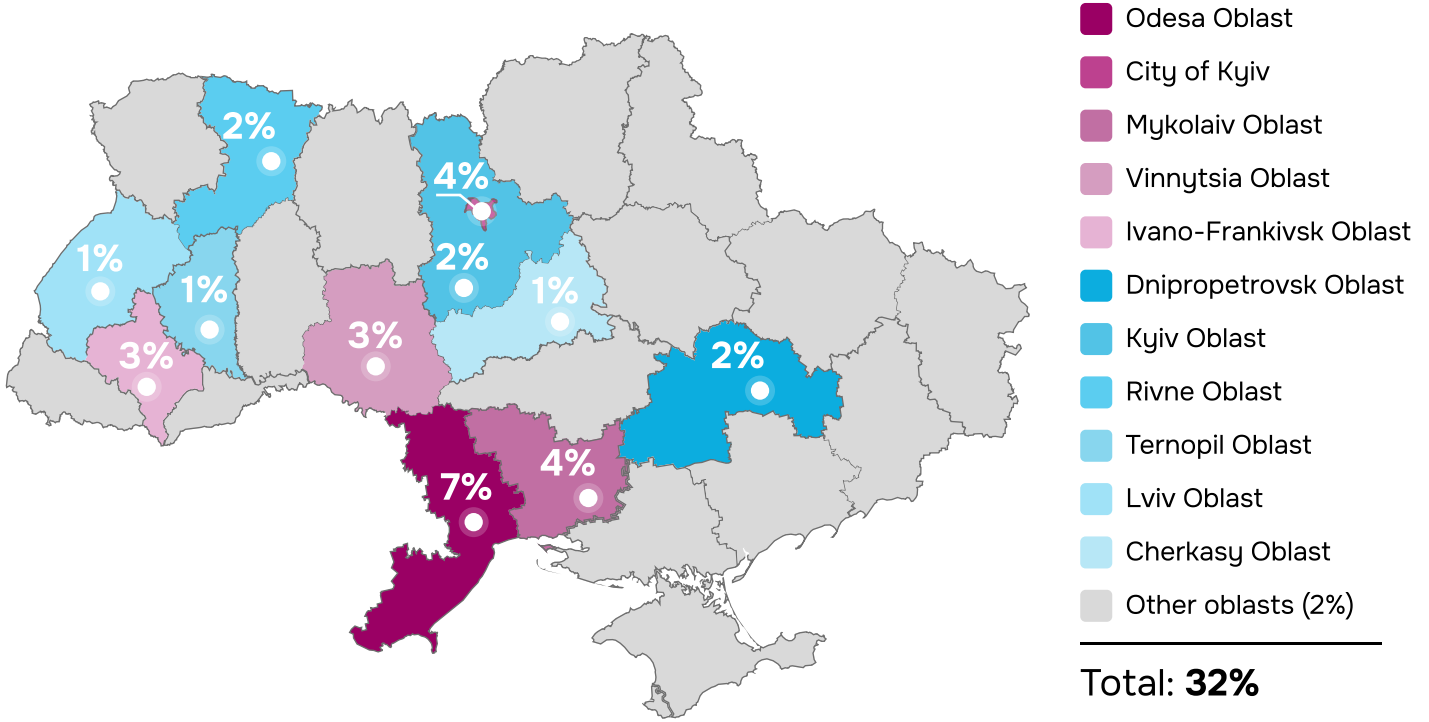
Country of residence (people who changed their place of residence after 24.02.2022)

- **Poland**
- **Germany**
- **United Kingdom**
- **Other countries (4%)**

Total: **9%**