



Community unity

Sociological Online Survey Report

This research was conducted by the Charitable organization “Community Foundation of Kherson “Zakhyst” as a part of it's project implemented under the USAID/ENGAGE activity, which is funded by the United States Agency for International Development (USAID) and implemented by Pact. The contents of this research are the sole responsibility of Pact and it's implementing partners and do not necessary reflect the views of USAID or the United States Government

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November

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 nature and dynamics of the Kherson residents' unity in wartime.

Sample scope: 400 respondents.

Field stage period: September 20 – 30, 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

Interviewed Kherson residents mostly believe that “50-50” best describes the unity of the Kherson community. The percentage of those who believe unity exists between Kherson residents is higher than that of those who think the opposite – 32% to 23%. Moreover, those who have stayed in Kherson have a lower sense of unity (26% in total) than those residing outside the community (43%). Respondents also believe that since the start of the full-scale war, community cohesion has increased by 7% compared to the period before February 24, 2022.

Middle-aged people (36-60) and older Kherson residents are the most united. According to respondents, gender and age are significantly contributing factors to community unity.

The top three main indicators of unity are continuous support (noted by 69% of respondents), participation in volunteer activities (57%), and protest campaigns (56%).

Participation in volunteering and protest campaigns in 2022 likely increased the assessment of community unity as compared to before Russia's full-scale invasion, when the main activities of interest for Kherson residents were celebrations of city holidays (71%) and participation in cultural events (49%).

Residents themselves at the level of grassroots initiatives (72%), volunteers (57%), and social media (56%) **contribute the most to creating unity**, while the Kherson City Military Administration (51%) and again the residents themselves (25%) hinder it, according to the respondents.

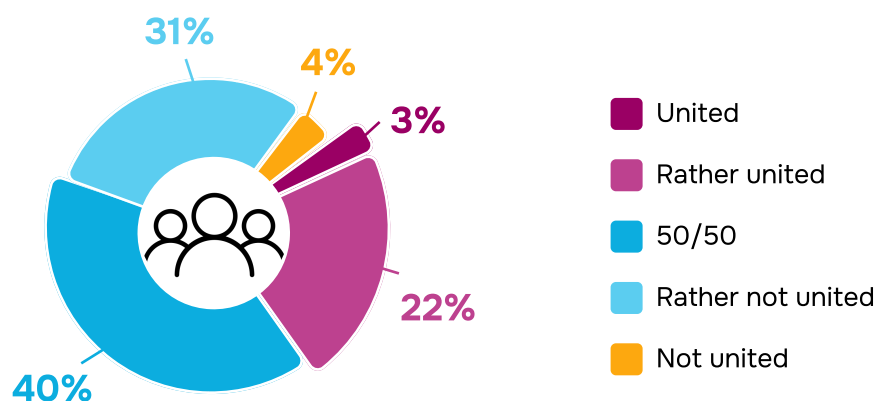
There are certain factors hindering community unity, the most notable being distrust of authorities (72%), lack of understanding of the city's development strategy (55%), the “see no evil, hear no evil” mentality (46%), and lack of leaders (45%).

Answer Breakdown

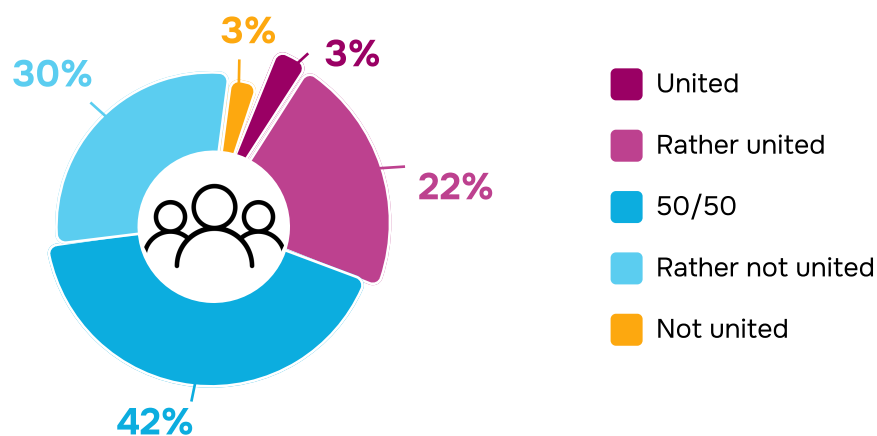
Assessment of community unity in the past (N=400), %

Q.: To what extent was the Kherson community united before February 24, 2022?

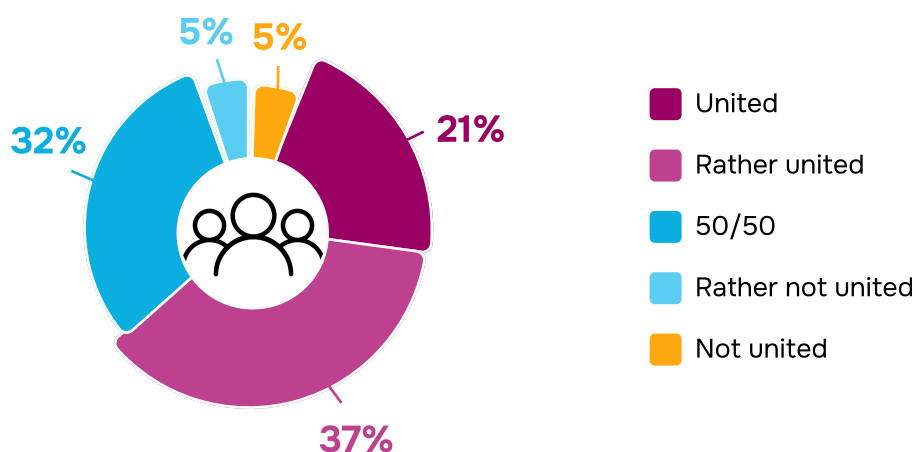
All respondents



Residing in Kherson



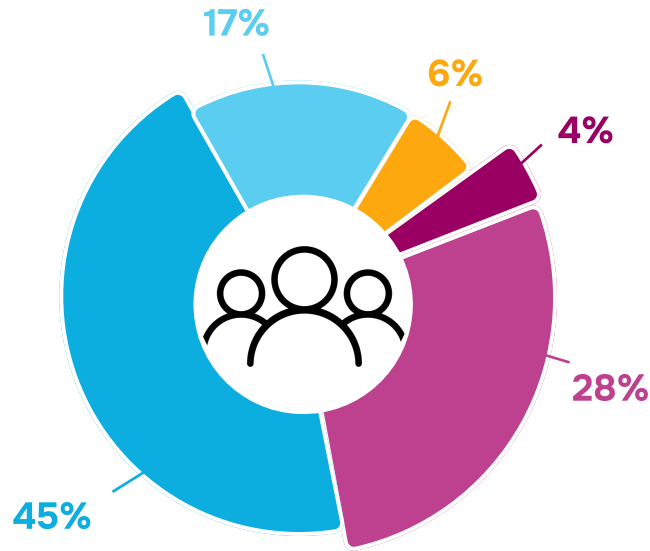
Not residing in Kherson



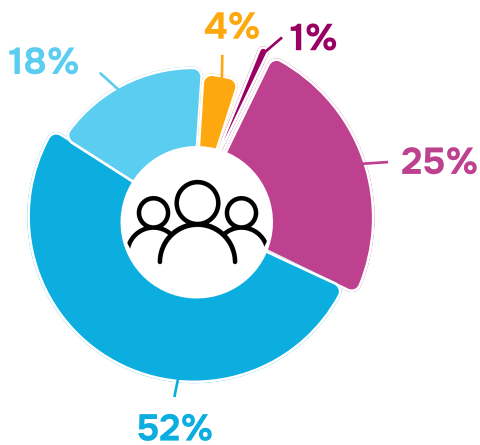
Assessment of current community unity (N=400), %

Q.: In your opinion, to what extent is the Kherson community united today?

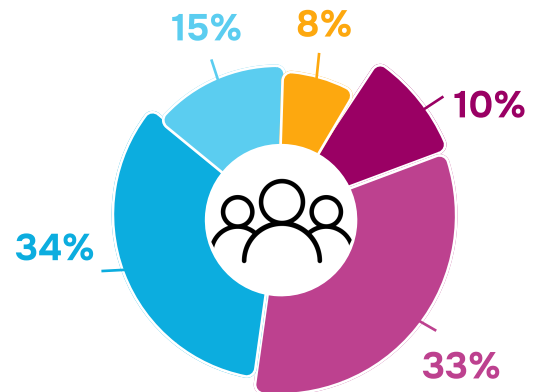
All respondents



Residing in Kherson



Not residing in Kherson



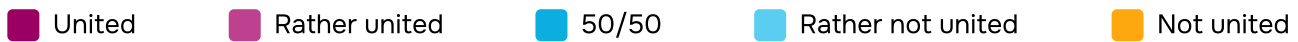
■ United
 ■ Rather united
 ■ 50/50
 ■ Rather not united
 ■ Not united

Comparison of Kherson community unity in the past and present

Before 24 February 2022



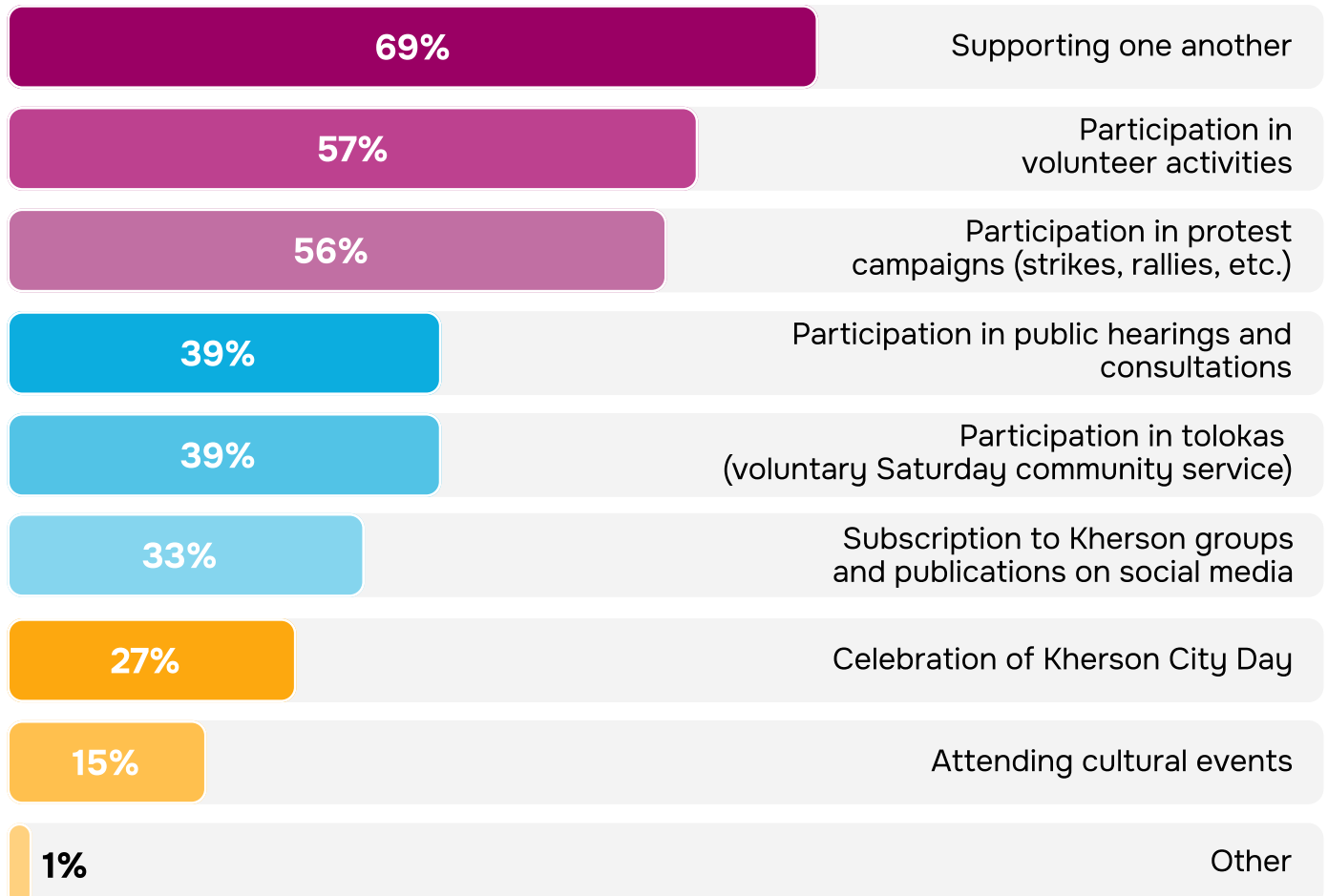
Now



Criteria of community unity (N=400), %

Q.: In your opinion, what is evidence of community unity?

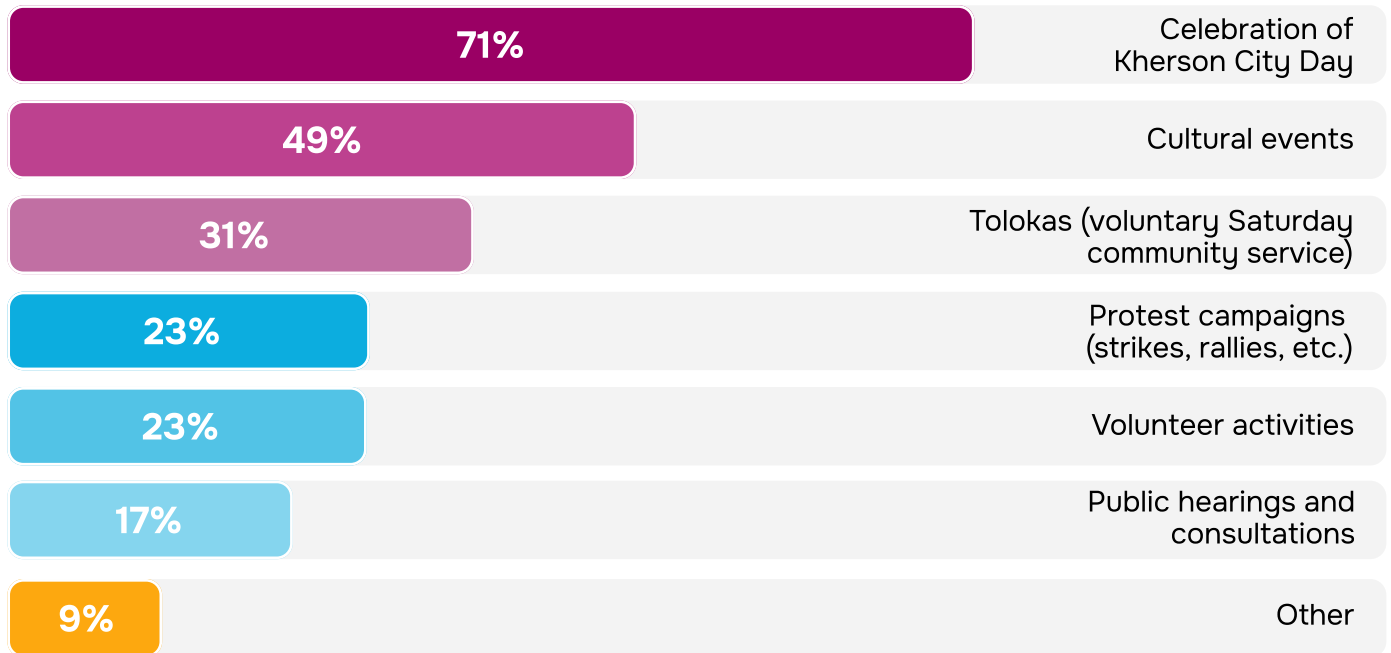
Multiple choice



Experience of participation in public campaigns before February, 24, 2022 (N=400), %

Q.: Which public events did you personally participate in before February 24, 2022?

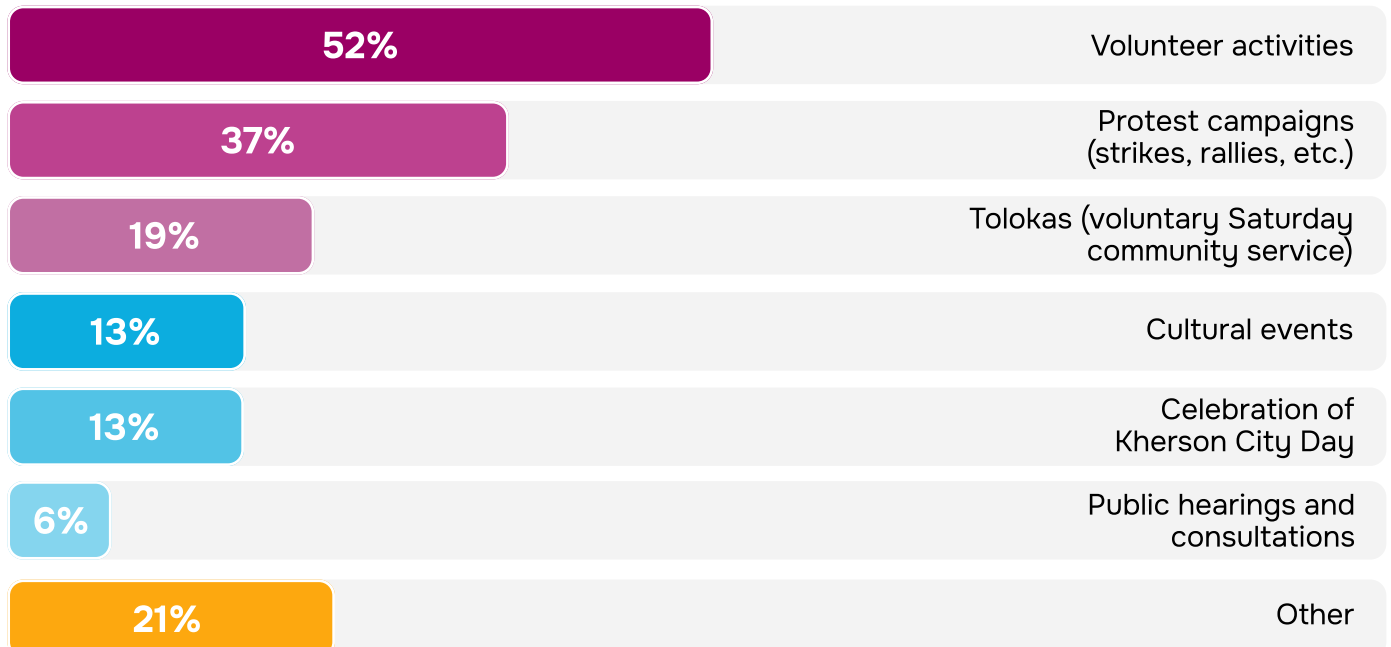
Multiple choice



Experience of participation in public campaigns since February 24, 2022 (N=400), %

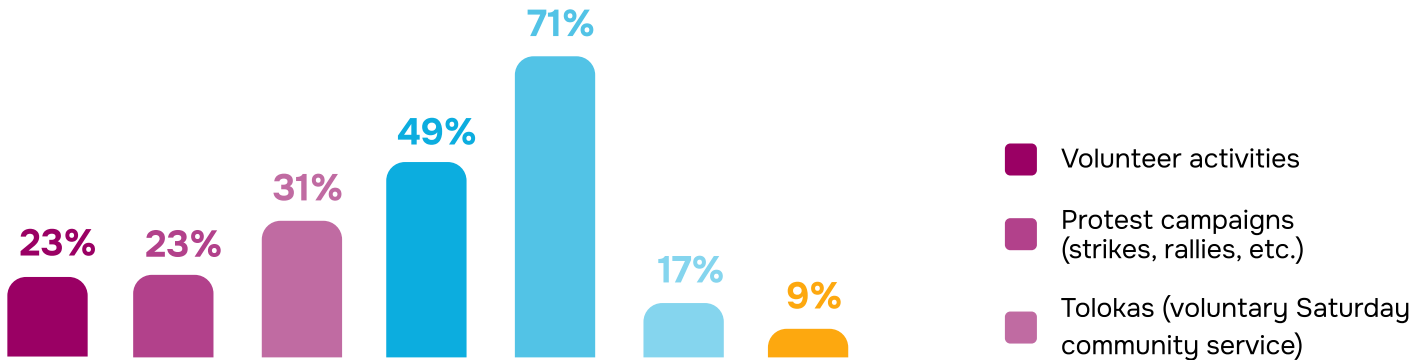
Q.: Which public events have you personally participated in since February 24, 2022?

Multiple choice

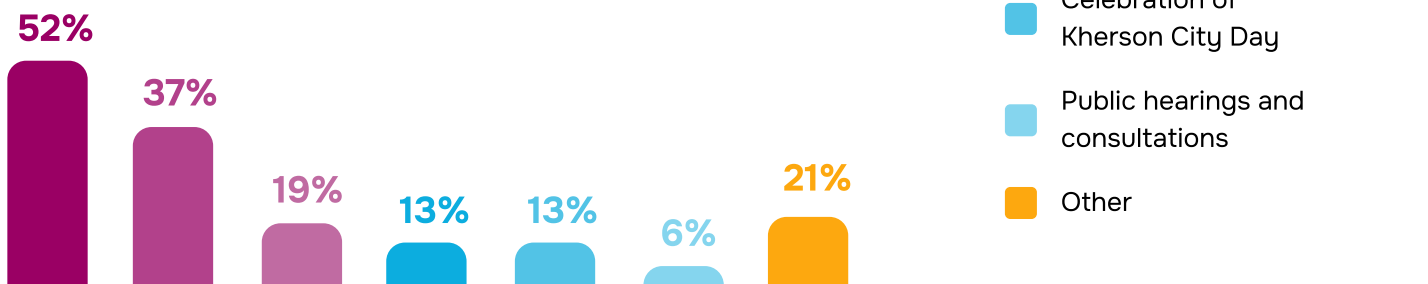


Comparing Kherson residents' experience of participation in public campaigns

Before 24 Feb 2022



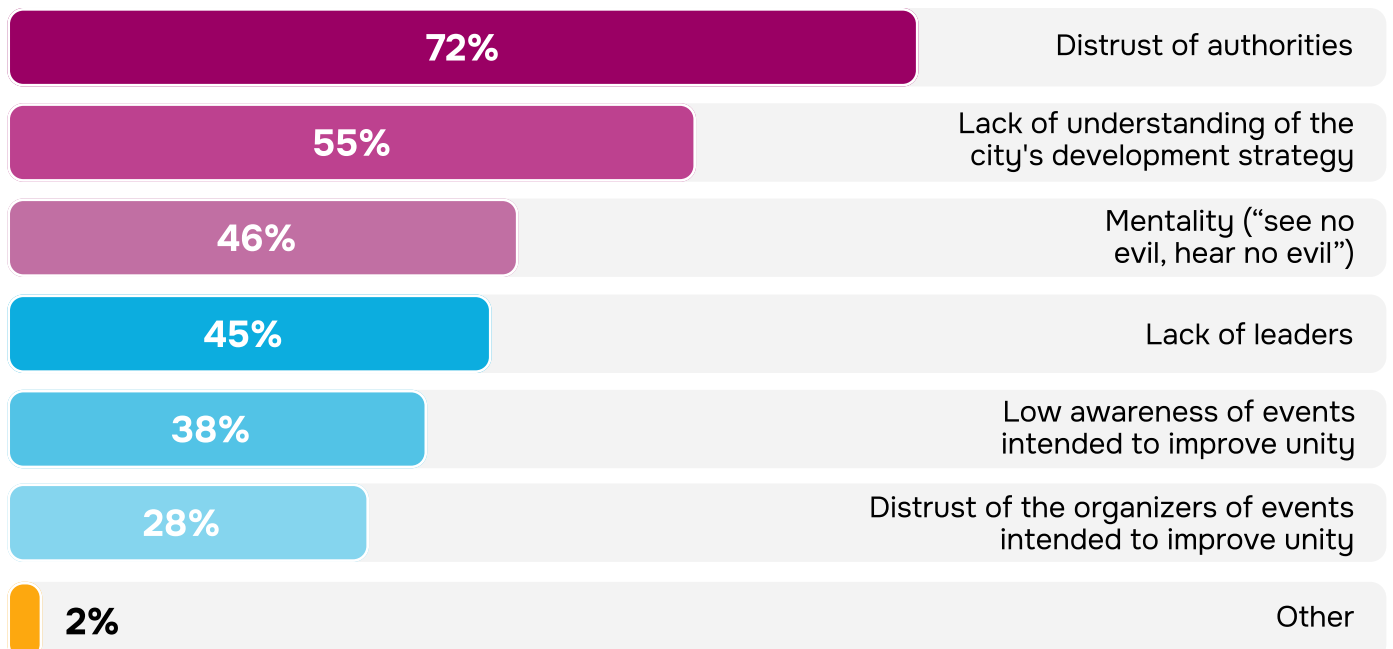
After 24 Feb 2022



Obstacles to community unity (N=400), %

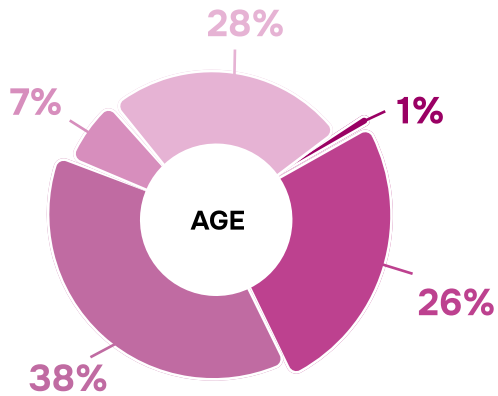
Q.: In your opinion, what is preventing the Kherson community from being more united (apart from the war)?

Multiple choice

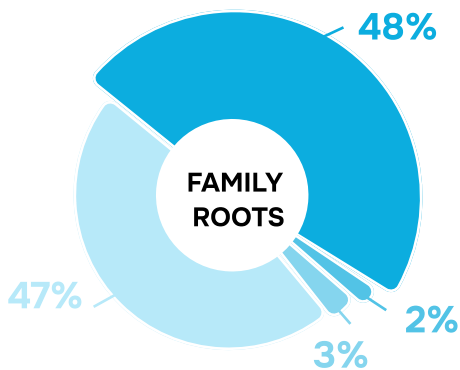


Unity in different groups (N=400), %

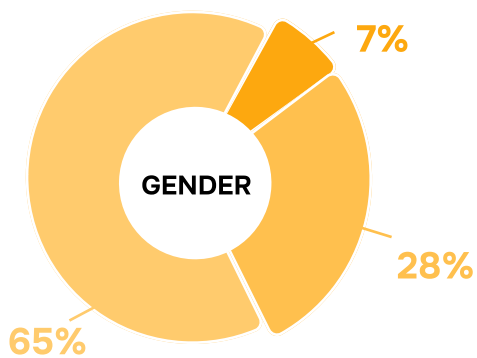
Q.: In your opinion, what groups of Kherson residents are most united?



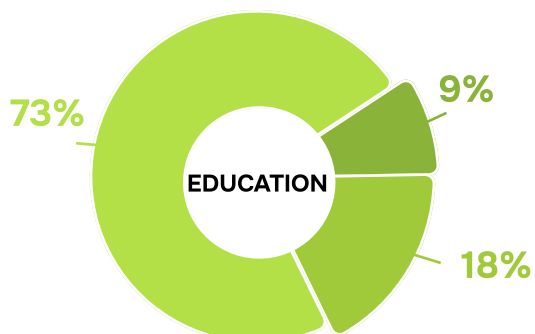
- Youth up to 18 years old
- Youth (18-35)
- Middle-aged people (36-60)
- Retired
- Age does not affect unity



- Native Kherson residents (born in Kherson)
- New Kherson residents
- IDPs
- Family roots do not affect unity



- Men
- Women
- Gender does not affect unity

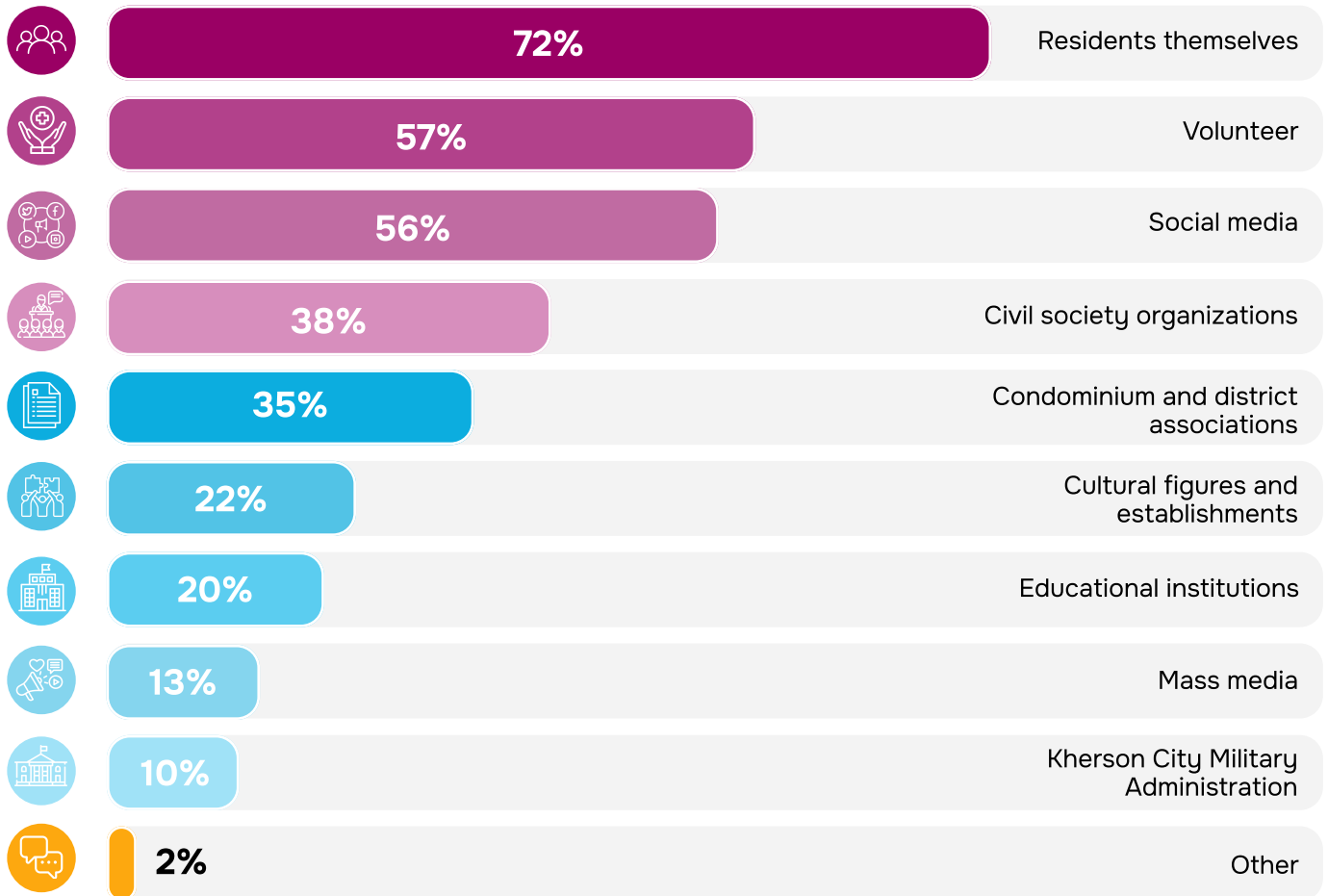


- People having no higher education
- People having higher education
- Education does not affect unity

Operators (agents) of community unity (N=400), %

Q.: What organizations, institutions, or establishments contribute to Kherson community unity?

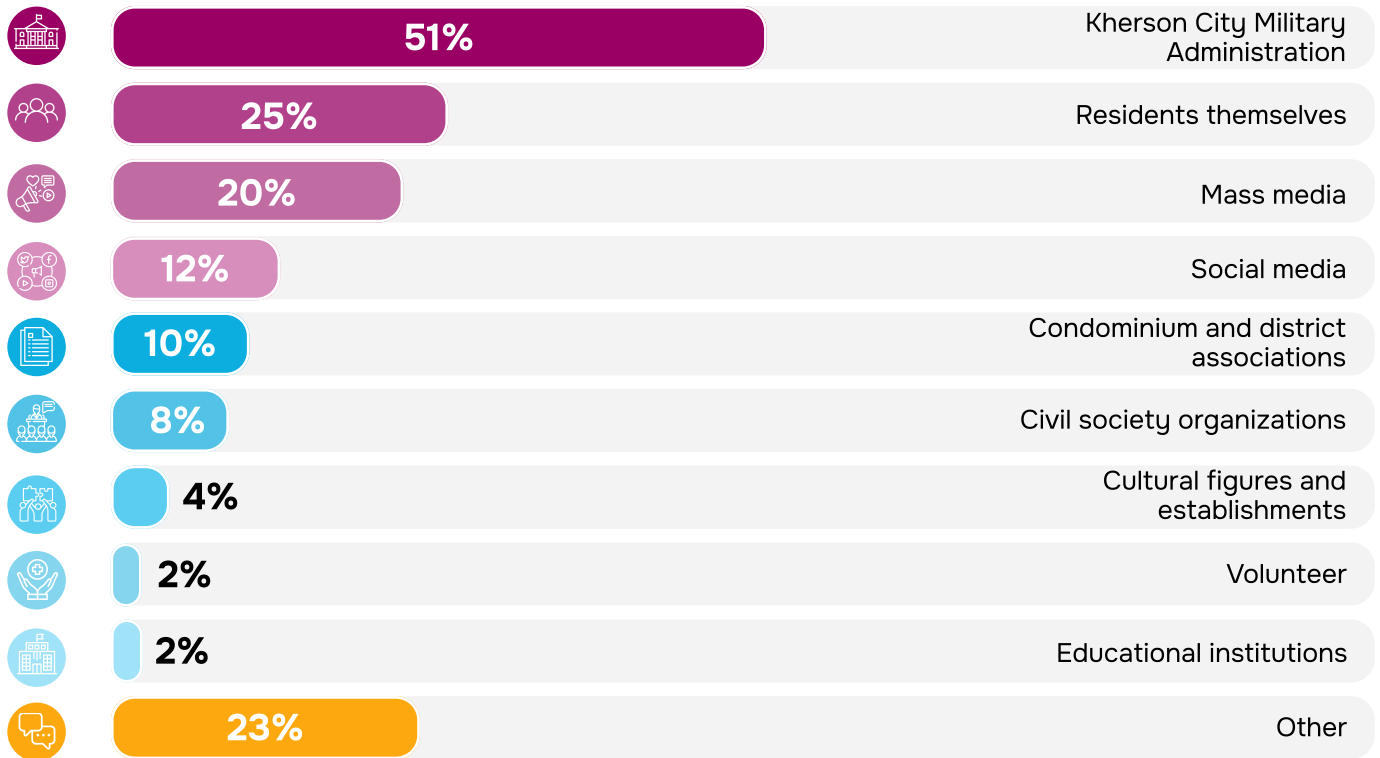
Multiple choice



“Anti-operators” (agents) of community unity (N=400), %

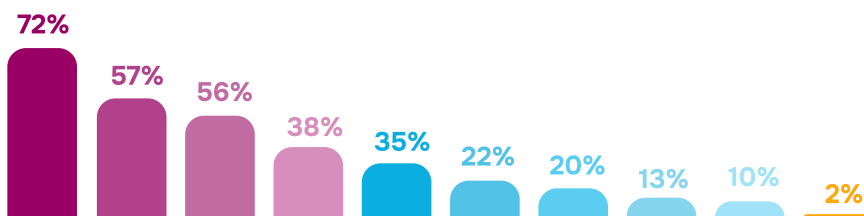
Q.: What organizations, institutions, or establishments do not contribute to Kherson community unity?

Multiple choice

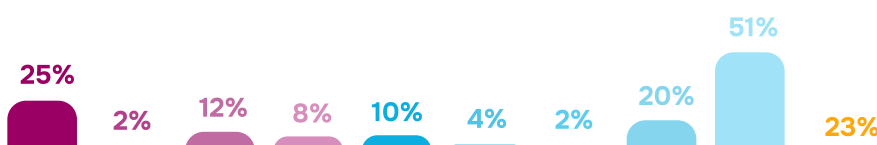


Comparing positive and negative influence of operators on community unity

Contribute to community unity



Hinder community unity



- Residents themselves
- Volunteer
- Social media
- Civil society organizations
- Condominium and district associations
- Cultural figures and establishments
- Educational institutions
- Mass media
- Kherson City Military Administration
- Other

Respondents' profile

Gender



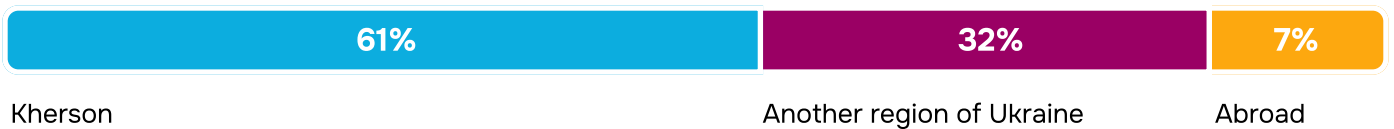
Age



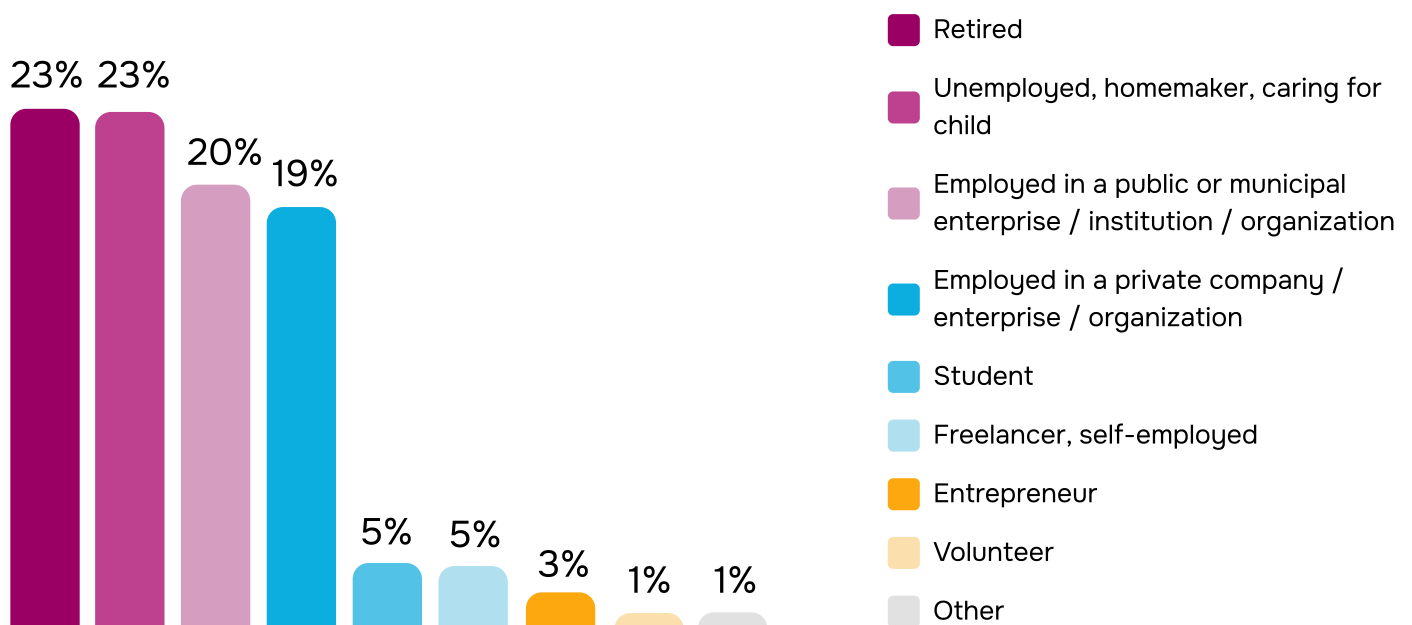
Place of residence before February 24, 2022



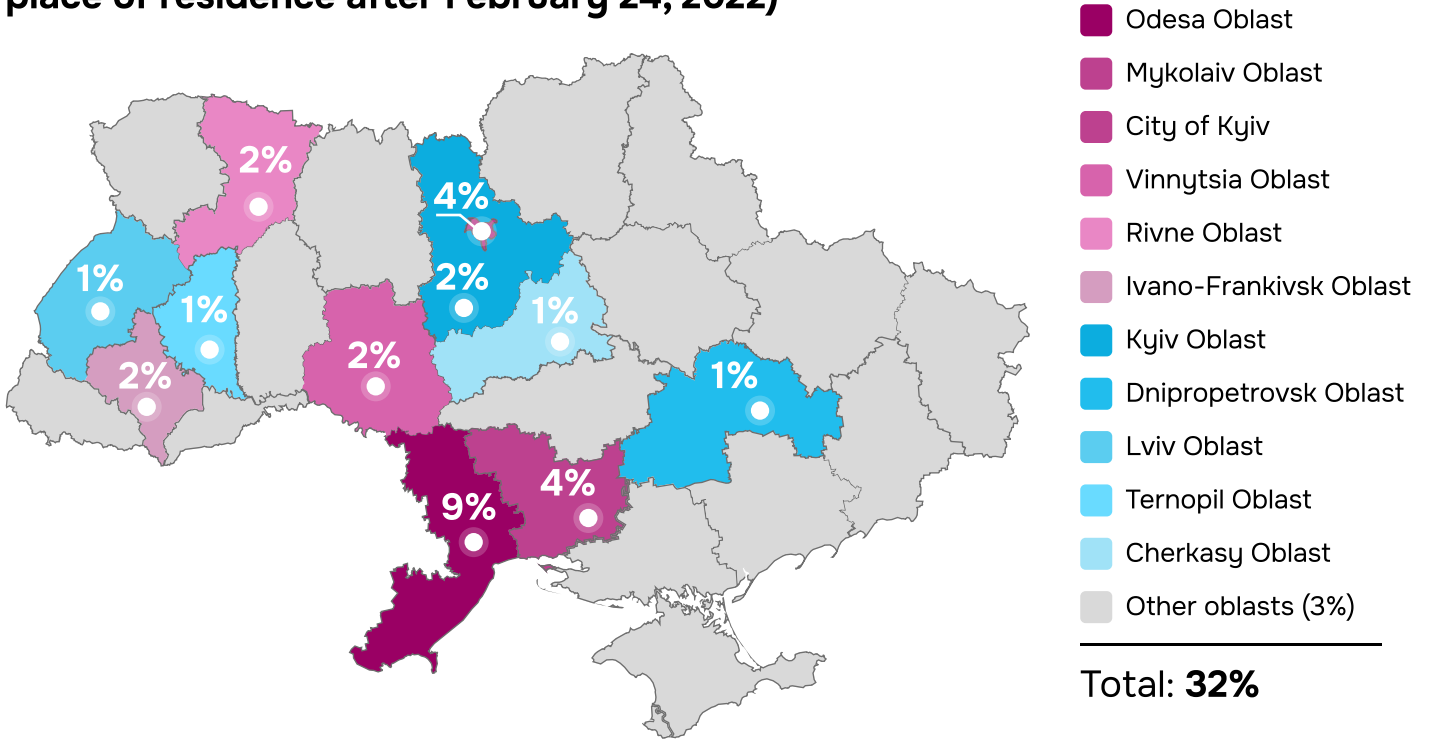
Current place of residence



Employment



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



Country of residence for people who changed their place of residence after February 24, 2022

