



НАЦІОНАЛЬНА МЕРЕЖА
РОЗВИТКУ ЛОКАЛЬНОЇ
ФІЛАНТРОПІЇ



GlobalGiving



ФОНД
ГРОМАДИ
ХЕРСОНА

Changes in the Lives of Kherson Residents Since the 2022 Full-Scale Invasion

Sociological Online Survey Report

January

2025

The research was conducted by the Community Foundation of Kherson «Zakhyst» with the support of the National Network of Local Philanthropy Development and GlobalGiving.

The research was prepared by the Community Foundation of Kherson «Zakhyst» as part of its 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 its implementing partners and do not necessarily reflect the views of USAID or the United States Government.



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 presented ratio of those reporting themselves still residing within the community is greater than the actual ratio, which may affect the research results.

Purpose of the Study: to elucidate the changes in the everyday lives of Kherson residents since Russia's 2022 full-scale invasion.

Sample scope: 435 respondents.

Field stage period: December 5 – 28, 2024.

Research client: Community Foundation of Kherson “Zakhyst”.

Research prepared by:

- Mykola Homaniuk (Kherson regional branch of the Sociological Association of Ukraine, Chairman),
- Oleh Sinaiuk (New Image Marketing Group LLC, Director), and
- Ihor Danylenko (New Image Marketing Group LLC, Analyst).

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

The war and subsequent evacuations have profoundly reshaped the lives of Kherson residents, with most changes occurring in the first two years of the conflict. By 2024, the situation had stabilized, reflecting the circumstances that residents had already adapted to. A comparison between the results of the 2024 survey and a similar survey conducted in December 2023 reveals that most figures fall within the margin of error. Using a medical metaphor, **if the state of the community in 2023 was 'difficult,' it remained 'consistently difficult' in 2024.** Nonetheless, Kherson residents have not only adapted to the conditions of war, displacement, and emigration, but also revived elements of their pre-war lives, such as holidays, career pursuits, education, and celebrating the New Year with a Christmas tree.

By early 2025, nearly half of the respondents (49%) had changed jobs, while 66% had switched professions. Compared to early 2022, the unemployment rate rose from 5% to 19%, although it decreased from 28% in December 2023. For many, these professional shifts resulted in downward social mobility, with 56% of employed residents experiencing a career setback. However, 10% managed to improve their social status and discovered new life prospects, more prominently among those who left the city.

Compared to early 2022, the incomes of most Kherson respondents have declined: slightly for 20% of respondents and significantly for 48%. These figures have also increased compared to the 2023 survey, where the drops were 19% and 35%, respectively.

In 2024, 17% of working Kherson residents were able to take a holiday break.

Language proficiency trends remained unchanged, with 21% of residents studying English, 3% for both Polish and German, 2% for Spanish, and 1% for French, predominantly through self-study.

Regarding demographics, 13% of Kherson residents have changed their marital status since early 2022, a rise from 8% in 2023. Only 7% of families have had children during the war, with a higher incidence among families no longer residing in Kherson.

The issue of living conditions is acute for Kherson residents, with over half (53%) living in rented housing. This figure increased from 44% in December 2023 and represents a significant rise from the pre-invasion period, when only 9% of residents rented homes. As anticipated, the proportion of renters is higher among those who left the city (85%).

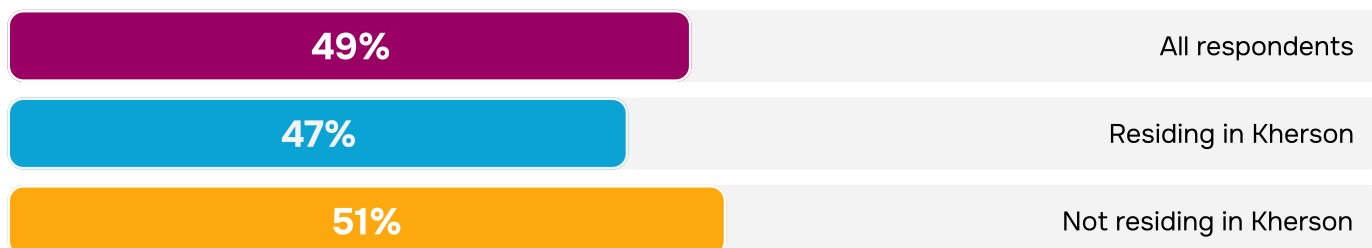
Before the full-scale invasion, 79% of Kherson residents **set up a Christmas tree for the New Year**. In 2024, this number dwindled to 39%, remaining nearly the same as in 2023.

Answer Breakdown

General Changes in Employment of Kherson Residents (N=435), %

Q.: Have you changed your profession or area of employment since the full-scale invasion?

Affirmative answers to the question

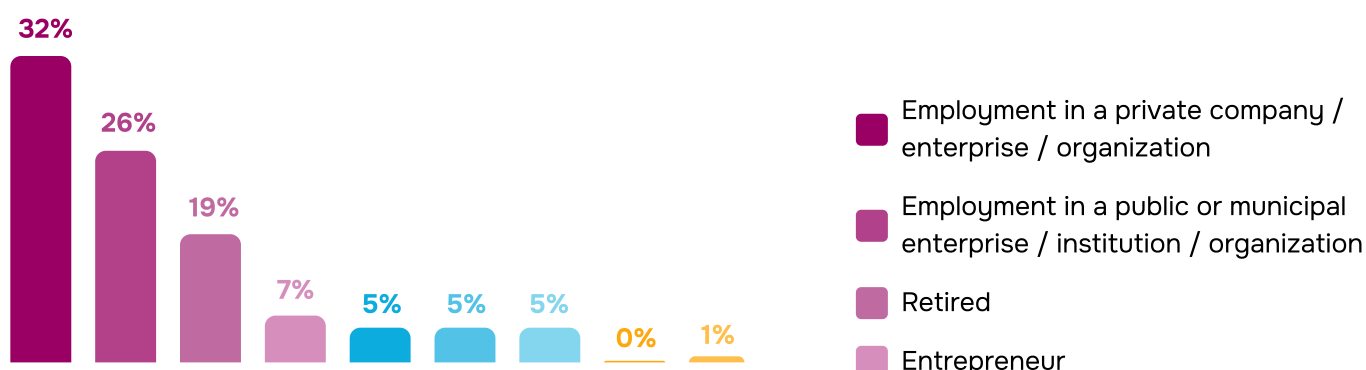


Comparison of Employment Nature Before and After the Full-Scale Invasion (N=435), %

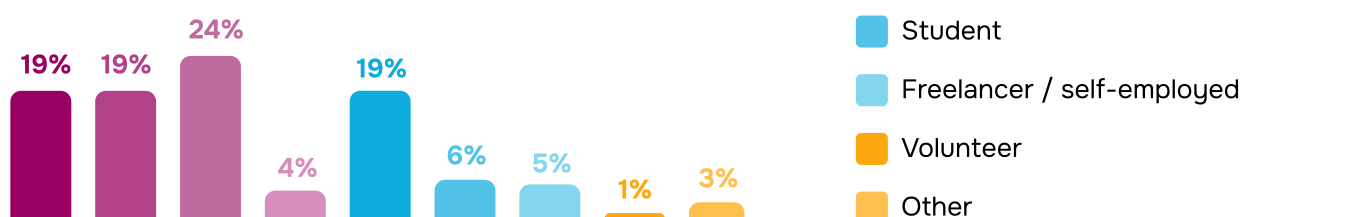
Q.: What was your main occupation before the full-scale invasion (before February 24, 2022)?

Q.: What is your main occupation now (after February 24, 2022)?

Before February 24, 2022



After February 24, 2022



Comparison of Employment Nature for Current Kherson Residents vs. Those Who Left

	Residing in Kherson		Not residing in Kherson	
	Before February 24	After February 24	Before February 24	After February 24
Employment in a private company / enterprise / organization	29	14	34	24
Employed in a public or municipal enterprise / institution / organization	27	17	24	22
Retired	22	28	16	20
Unemployed, homemaker, caring for child	6	24	5	14
Freelancer / self-employed	6	4	4	5
Entrepreneur	5	2	9	5
Student	4	5	7	6
Volunteer	0	3	0	1
Other	1	3	1	3

Change of Occupation (N=435), %

Q.: Has your profession changed since the full-scale invasion?

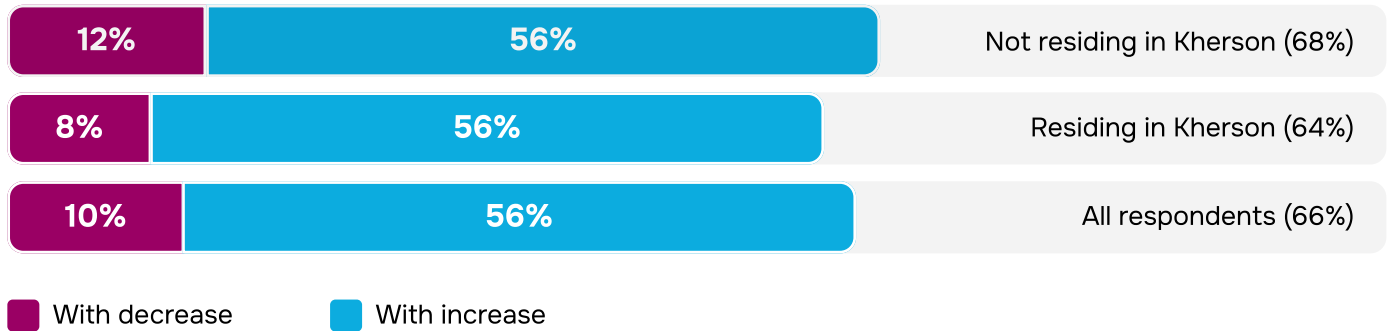
Affirmative answers to the question. N=214 (those currently employed)



Professional Social Mobility of Kherson Residents (N=435), %

Q.: Has your position changed since the full-scale invasion?

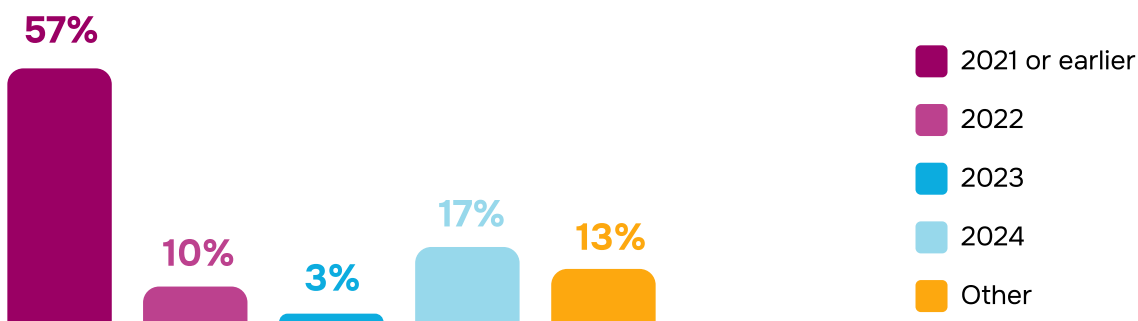
Affirmative answers to the question. N=214 (those currently employed)



Leisure Activities of Kherson Residents (N=435), %

Q.: When did you last take a vacation from work?

N=214 (those currently employed)



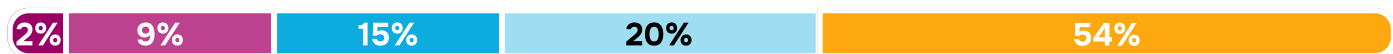
Income of Kherson Residents (N=435), %

Q.: How has your income changed compared to the pre-invasion period (adjusted for inflation)?

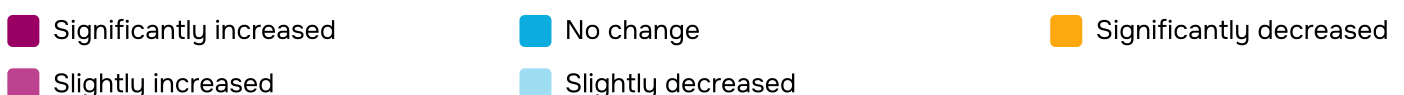
All respondents



Residing in Kherson



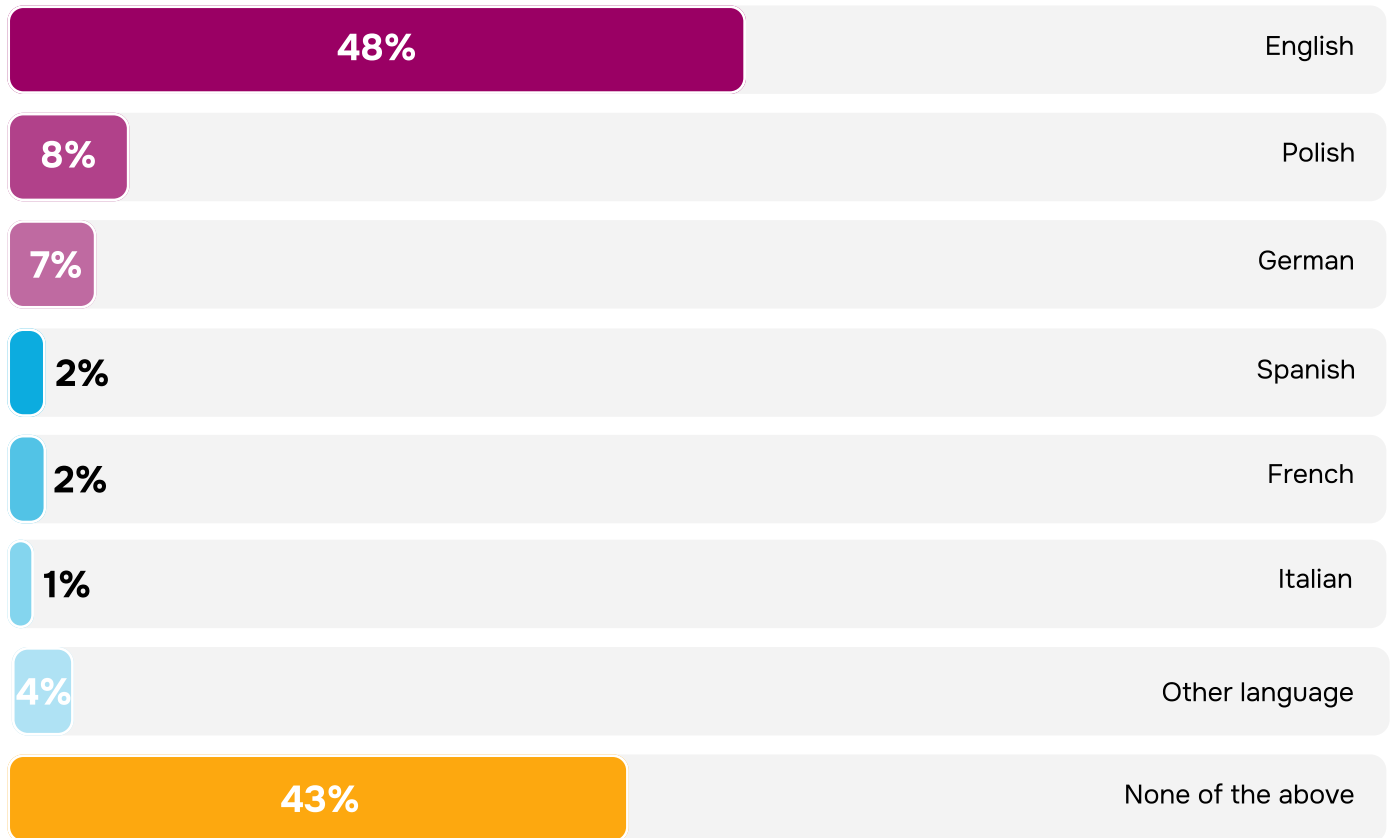
Not residing in Kherson



Declaration of Foreign Language Proficiency (N=435), %

Q.: Which foreign languages do you know well enough to communicate on everyday topics?

Multiple answers possible

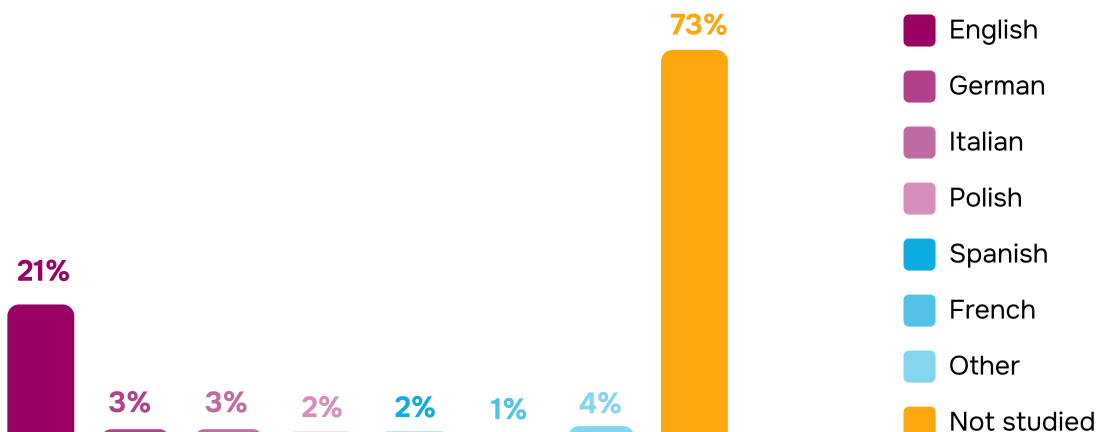


Improving Language Competence (N=435), %

Q.: Are you currently studying any foreign languages?

Q.: What foreign languages are you currently learning?

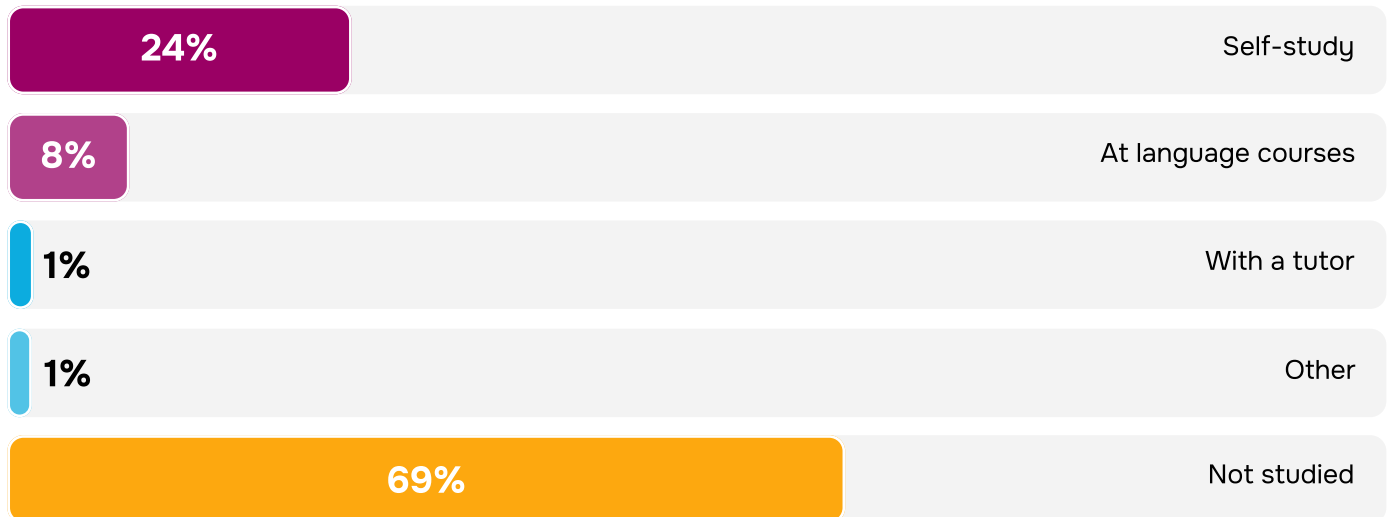
Multiple answers possible



Forms of Improving Language Competence (N=435), %

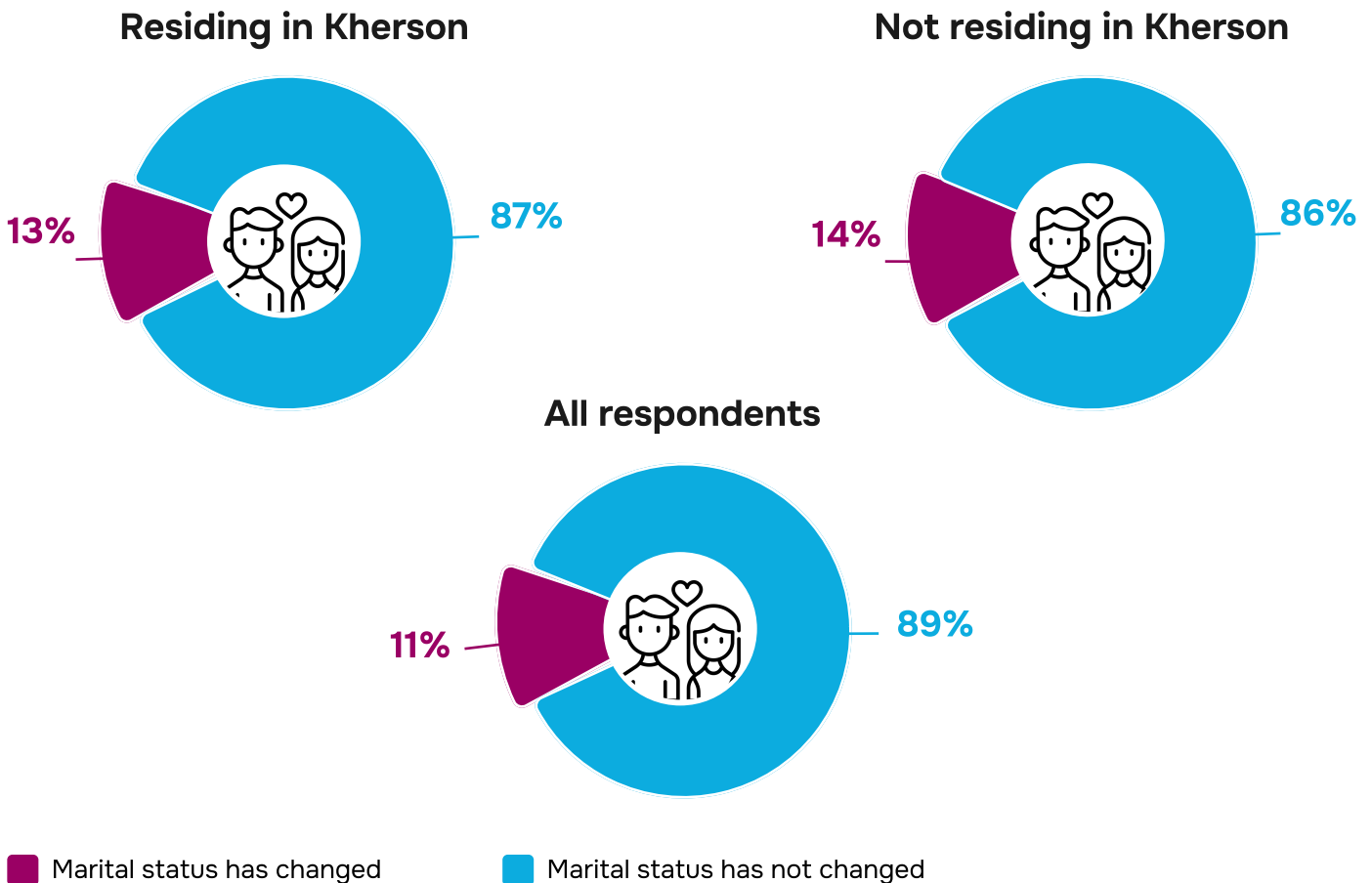
Q.: How do you study languages?

Multiple answers possible



General Changes in Marital Status (N=435), %

Q.: What was your marital status before February 24, 2022?

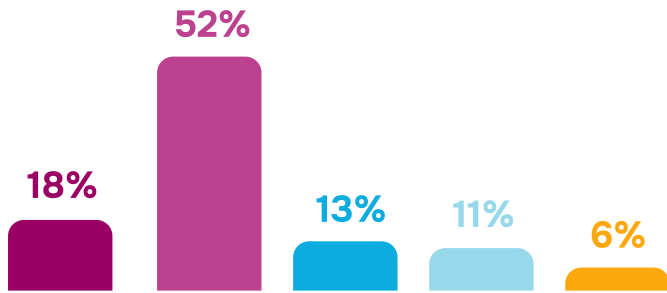


Type of Change in Marital Status (N=435), %

Q.: Has your marital status changed since the full-scale invasion?

Q.: What is your current marital status?

Before February 24, 2022



Single (and have not previously married)

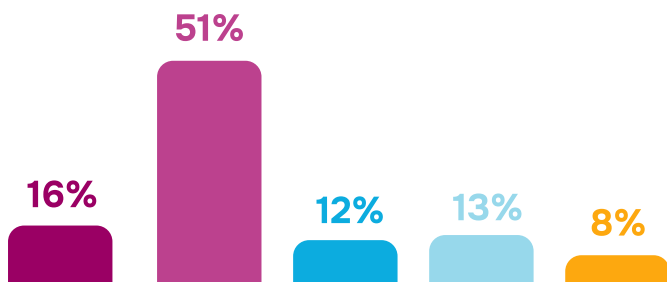
Married

In a common-law marriage

Divorced

Widower/widow

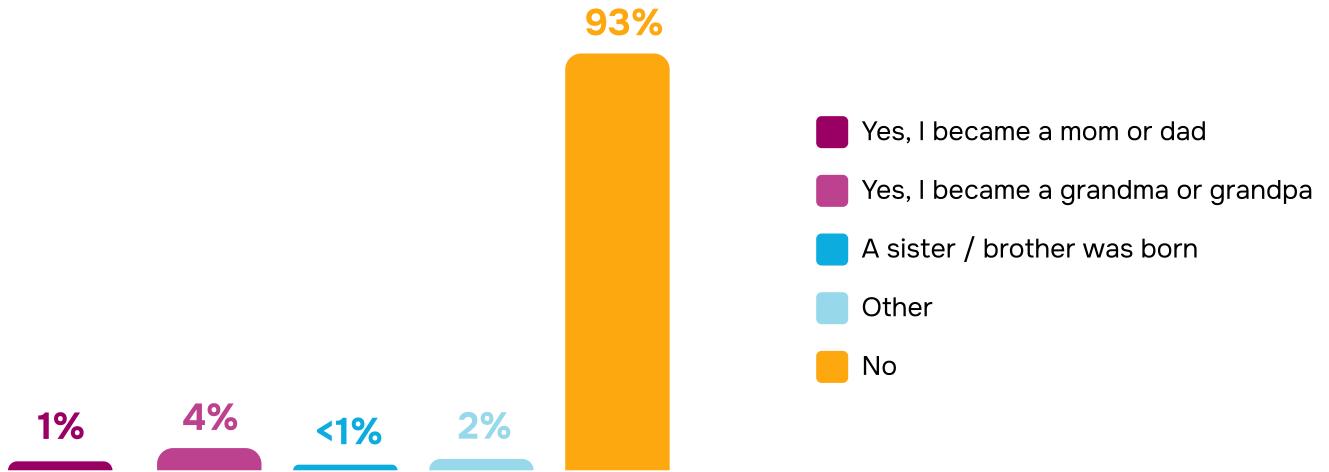
After February 24, 2022



	Residing in Kherson		Not residing in Kherson	
	Before February 24	After February 24	Before February 24	After February 24
Unmarried (and have not previously married)	14	12	21	19
Married	48	46	56	56
In a common-law marriage	16	17	9	8
Divorced	15	16	9	11
Widower/widow	7	9	5	6

Childbearing Among Kherson Residents (N=435), %

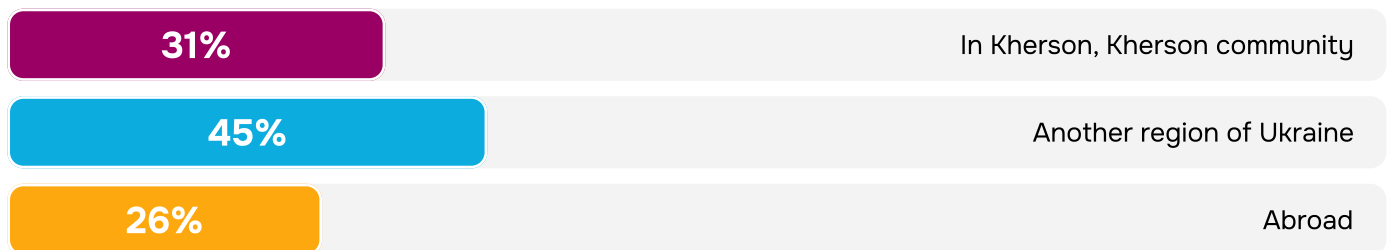
Q.: Were any children or grandchildren born in your family in 2024?



Rating of Topical Issues of the Community (N=435), %

Q.: Where were they born?

Answers from respondents whose families had children in 2024 (N=27)



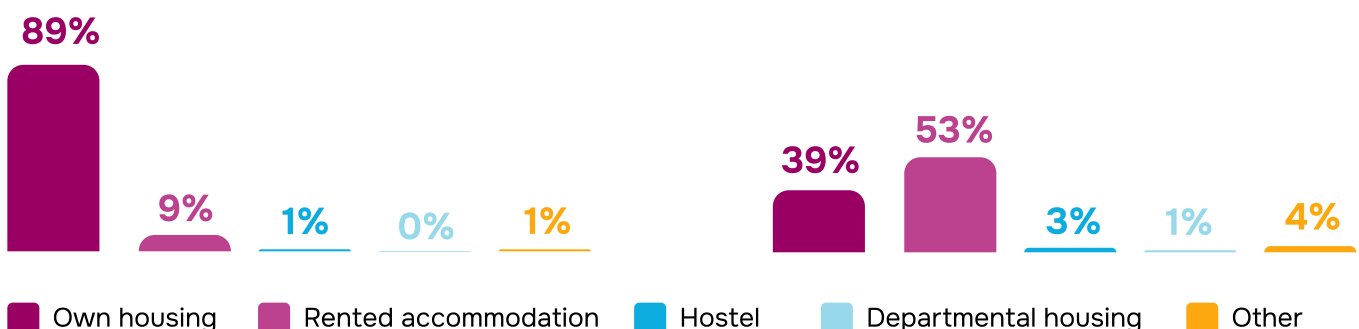
Living Conditions of Kherson Residents Before and Since the Invasion (N=435), %

Q.: What type of housing did you live in before the full-scale invasion?

Q.: And what type of housing do you live in now?

Before February 24, 2022

After February 24, 2022

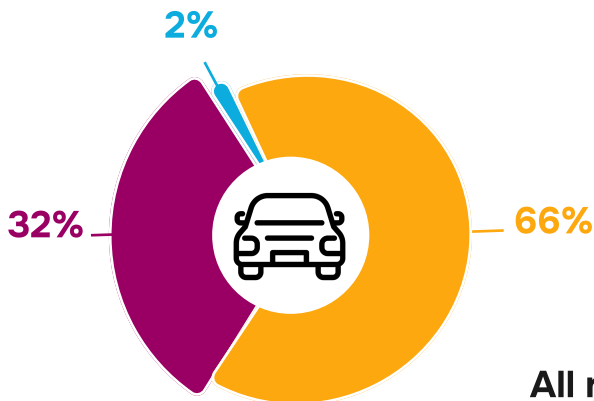


	Residing in Kherson		Not residing in Kherson	
	Before February 24	After February 24	Before February 24	After February 24
Own housing	88	74	90	6
Rented accommodation	9	19	9	85
Hostel	1	1	0	4
Departmental housing	<1	2	1	0
Other	2	4	<1	5

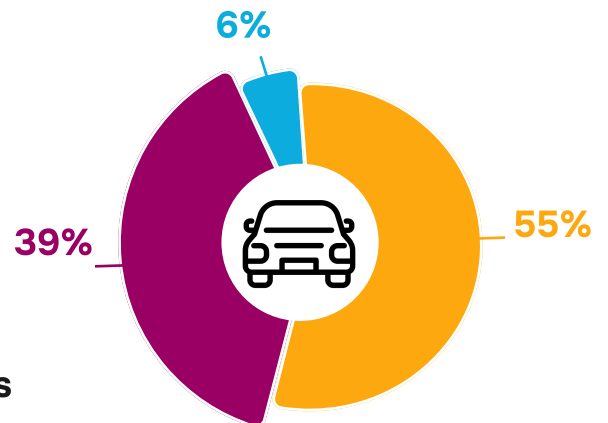
Car Ownership (N=435), %

Q.: Do you (or your family) currently own a personal car?

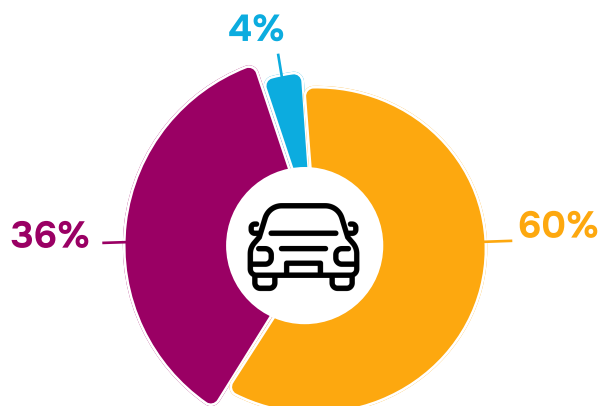
Residing in Kherson



Not residing in Kherson



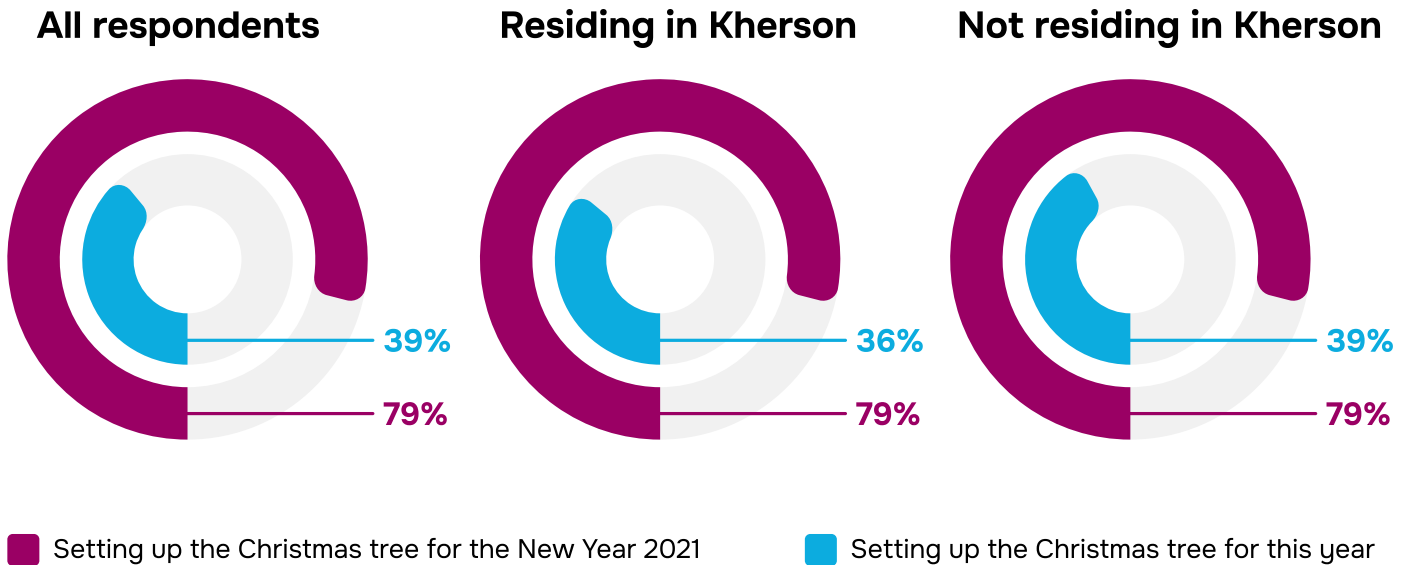
All respondents



Peculiarities of New Year Celebrations (N=435), %

Q.: Did you set up a Christmas tree for Christmas / New Year's Eve in 2021?

Q.: Did you (or do you plan to) set up a Christmas tree for this Christmas / New Year?



Respondents' profile

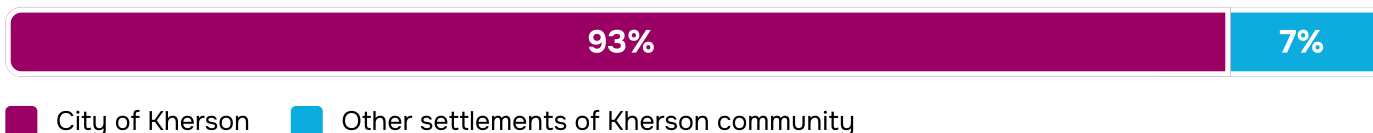
Gender



Age



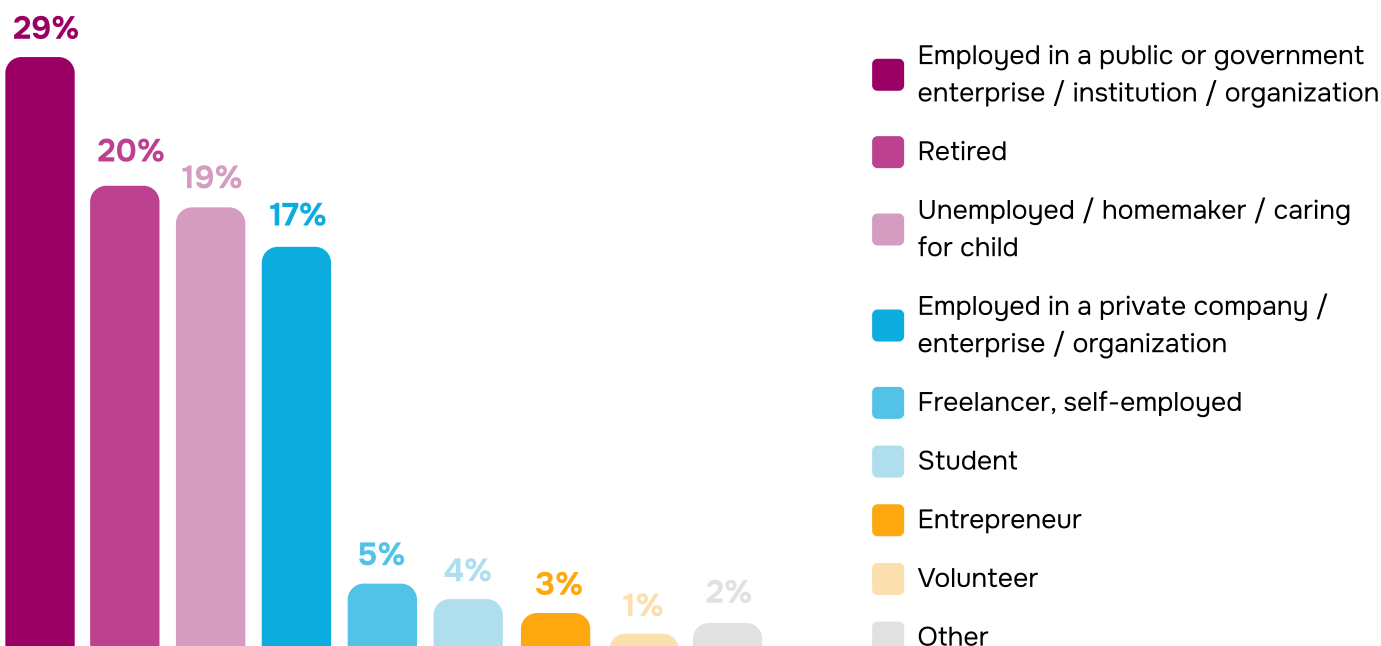
Place of residence before February 24, 2022



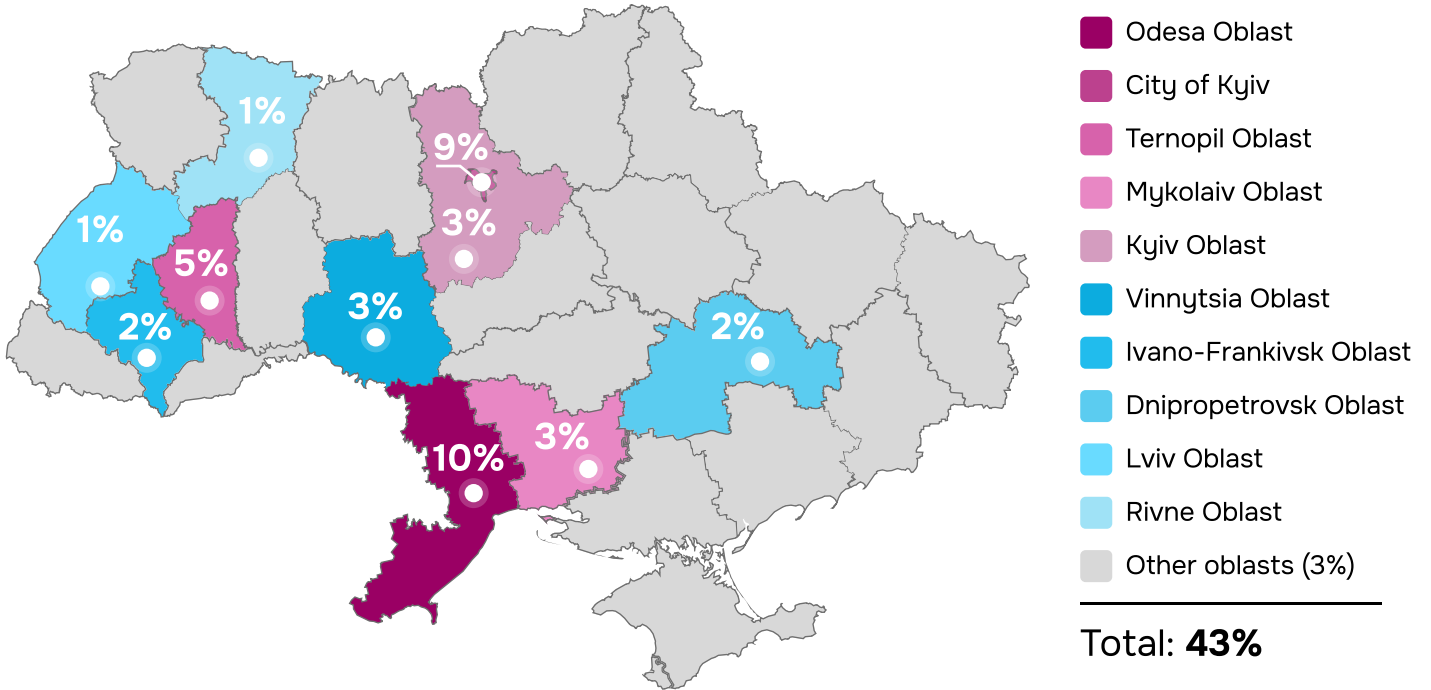
Current place of residence



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

