



## **PROJECT REPORT**

# **EFFICIENCY OF AWARENESS CAMPAIGN**

**NOVEMBER, 2012**



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## BASES

During September-October 2012, OSCE Project Co-ordinator in Ukraine altogether with Central Election Commission (CEC), also commercial partners companies and non-governmental institutions (NGI) implemented voter-awareness campaign supported by Canadian International Development Agency and Norwegian Government.

The **aim** of the campaign was to teach voters the legal innovations connected with the elections to Verkhovna Rada of Ukraine and certain electoral procedures.

**Target group** of the campaign included all citizens reached the age of 18 and having constituent power.

**Methodology** of the campaign embraced three main components:

- Application of audio-visual products (namely TV and audio commercials, banners and web-site);
- Distribution of hard materials (posters, leaflets)
- Awareness raising among the population by non-governmental institutions.

Educational materials demonstrated and explained the voters following items:

- voting procedure;
- prevention of pressure on the voters and votes purchasing;
- voter's registers;
- voting by location;
- ways of voting rights protection.

**AIM OF INVESTIGATION:** to evaluate the efficiency of the implemented Awareness Campaign.

## **TASKS OF INVESTIGATION:**

- ⇒ Ascertainment of knowledge level of advertising and commercials broadcasted and distributed during the Awareness Campaign;
- ⇒ Ascertainment of share of voters:
  - ⇒ Who know that money, goods provision or services rendered the voters as an instrument of campaign are classified as a breach of the law resulted administrative and criminal responsibility;
  - ⇒ Who understand the mechanism of checking their data within the voter's registers. Numbers of respondents who learned this procedure thanks to Awareness Campaign;
  - ⇒ Who know the order of arrangement of voting at home and who learned this procedure thanks to Awareness Campaign;
  - ⇒ Who know the ways of their voting rights protection and who learned this information thanks to Awareness Campaign.

**TARGET GROUP:** citizens as at 28 October 2012 have reached the age of 18 and had constituent power.

**INVESTIGATION METHOD:** interview face-to-face at respondents domicile.

**GEOGRAPHY OF INVESTIGATION:** Ukraine.

**SAMPLE SIZE:** 4000 Ukrainian voters, representing population of the state which had constituent power according to the sex, age, location (urban/rural) etc.



# GENERAL CONCLUSIONS

**DYNAMICS OF AWARENESS LEVEL OF THE POPULATION AT HE ELECTORAL PROCESS**

- In November 2012 comparing to May-June 2012, the number of voters realizing the agitation of voters through the money, goods provision or services rendering (free of charge or at a discount) by candidate/party is a breach of law resulted administrative and criminal responsibility, increased by 13%.
- One observes raising of awareness level as to certain possibilities of conduct and citizens' rights connected to the electoral process. Namely,
  - Electors began to understand better how to provide them possibility to vote at home or at hospital. Comparing to June 2012 when one-third of Ukrainian citizens knew to vote by location it is necessary to put written application to local election commission, also statement from medical institute (personally, per post or with trustees), there were 36,2% of such persons in November;
  - The number of electors know that to check whether the voter's register is correct, it is necessary to apply to local election commission by location, has increased from 48,5% in June 2012 to 51,7% in November 2012.
  - Approximately by 4% has increased the number of citizens believing it is necessary to apply to the court in case of their voting right breach.
- At the same time one should draw attention to the fact that the share of citizens who could hardly answer the questions about these procedures has increased by 9,4%, 3,0% and 6,4% accordingly including the by reducing the percentage of wrong answers.

**NOVEMBER 2012: LEVEL OF POPULATION'S AWARENESS WITHIN THE ELECTIONAL PROCESS**

- Voters of Ukraine have significantly high awareness level of the electoral process procedure and in general didn't meet personally breaking of law during electoral campaign and voting. It is testified by:
  - The main share of respondents believe money, goods provision or services rendered (free of charge or at discount) are classified as breach of law (76,2%);
  - Overwhelming majority of Ukrainians did not personally meet the situation of "bribery" during the electoral campaign (70,2%);
  - About one-third of citizens know how to secure themselves possibility to vote at home or at hospital (36,2%).
  - More than half of respondents know to check whether the data in voter's register were correct one should apply to the local election commission by location.
  - Almost all respondents (96,7%) did not address their complaints on breaking their voting rights personally.
- However it should be mentioned there are following problematic items in the field of citizens informing about legitimate electoral process:
  - There is still a significant part of people believing "bribery" of voters to be legitimate and widespread way of agitation – 12,5%;
  - 25% think to vote at home or at hospital it is enough to put written application and 10,9% believe the phone call or mutual notice to be enough. About one-third of respondents could not answer this question at all;
  - Citizens get the main information concerning rules of implementing the electoral process through their friends;
  - There are no sole advertising means effective for all strata of society. In general, about one-third of electors got the information of electoral process via advertising means;
  - 85,1% Ukrainians decided not to check whether their data are correct in the voter's register. Only 13,1% citizens used this possibility.
  - Concerning the actions connected with breaking of voting rights, the opinions of respondents were divided into following categories: 30% thinks it is necessary to go to the court, 16% - apply to the Central Election Commission, 12,5% - to the representatives of public organizations observing the elections.

**NOVEMBER 2012: AWARENESS OF EDUCATIONAL PROGRAM**

Regarding the awareness and efficiency of advertising tools of the Educational campaign following conclusions were obtained:

- TV advertising informing about the election procedure and other important items of transparent electoral process was seen by less than half of citizens - 42,1%;
- The biggest number of citizens has seen the advertising video "Make your choice" (25%) and video "Your voting rights protection" (20,9%). However more than half of respondents stated they have not seen these advertising videos. The most often advertising videos were broadcasted on TV channels "1+1" (37,2%) and Inter (34,4%);
- Advertising radio information is not effective for a half of respondents as they do not listen to the radio. Among those who listened to the radio, only 16,6% heard the advertising of Educational program, 25,5% - have not heard it;
- Internet advertising could remember only 9,8% of respondents. It should be also mentioned more than half of respondents who have right to take part in elections, do not use Internet (53,7%). Among those who use Internet, the overwhelming majority – 75,5% - did not see banners of the Educational campaign. However, each fifth has seen this advertising, substantially on such sites as Vkontakte (21,5%), Facebook (14,7%), Google Plus (14,4%);
- The overwhelming majority of citizens declared they have not seen informational posters about electoral process (70,7%). Only each fifth Ukrainian could remember the advertising posters of the Educational campaign;
- Among those who could remember the advertising of Educational campaign, 12,6% of respondents have seen the poster "Provide possibility to vote by location or at hospital", 12% - "Check yourself in the voter's register".
- Advertising leaflets of the Educational campaign could remember only 11,6 % of citizens;
- 84,4% of respondents stated they have not seen the leaflet "Provide possibility to vote by location or at hospital". Among those who saw this leaflet, about half of respondents could not remember the area of its distribution.



**NOVEMBER 2012: PARTICIPATION IN ELECTIONS TO VERKHOVNA RADA IN OCTOBER 2012 AND SOCIAL-DEMOGRAPHIC PROFILE OF VOTERS**

- 77,9% of respondents took part in elections and voted in two separate ballot papers (97,7%). Only 0,3% informed they were given only one ballot.
- Among the respondents – Ukrainian citizens – 44,4% - men, 55,6% are women. According to the age distribution – the biggest part belongs to the persons over 55 years old (32,9%), more than a third – young people – from 18 to 35. More than half of respondents are married. Almost each third has general special education (35,7%), about one third – uncompleted higher/higher education.
- Material state of the main part of respondents could be estimated as middle, for 40% of respondents the purchase of durable goods is problematic, and for 36,3% of respondents face financial difficulties even by purchasing clothes. The main part of respondents covers specialists (27,9%) and pensioners (30,7%).

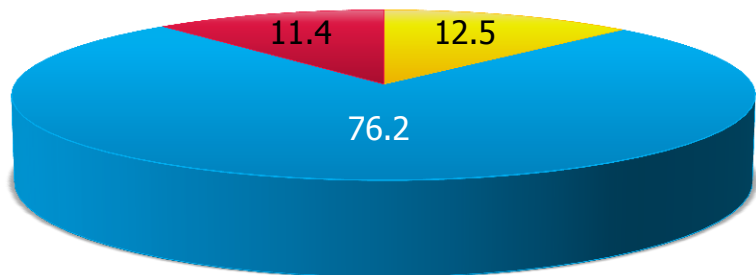


# **BLOCK 1. LEVEL OF POPULATION'S AWARENESS WITHIN THE ELECTORAL PROCESS**

# ASSESSMENT OF MONEY, GOODS PROVISION OR SERVICE RENDERING BY THE CANDIDATE/PARTY

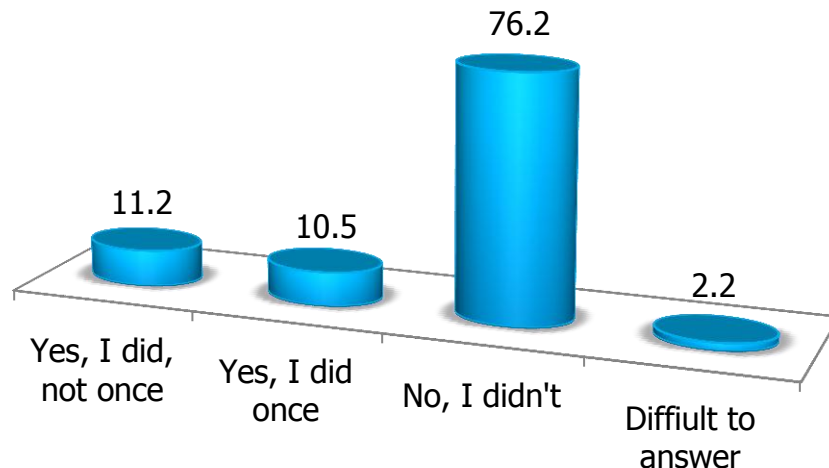
1. What do you think is agitation accompanied by money, goods provision or services rendering (free of charge or at discount) to the voters by candidate/party?, (%)
2. Did you personally meet such kind of agitation (appliance of money, goods or services by candidate/party) during this electoral campaign to Verkhovna Rada?, (%)

## Assessment of the situation money, goods provision or service rendering to the voters by candidate/party



- Accepted by the law and widespread way of agitational process
- Breaking of law, resulted in administrative and criminal responsibility
- Difficult to answer

## Did you personally meet the situation of voter's "bribery" during the electoral campaign to VR?

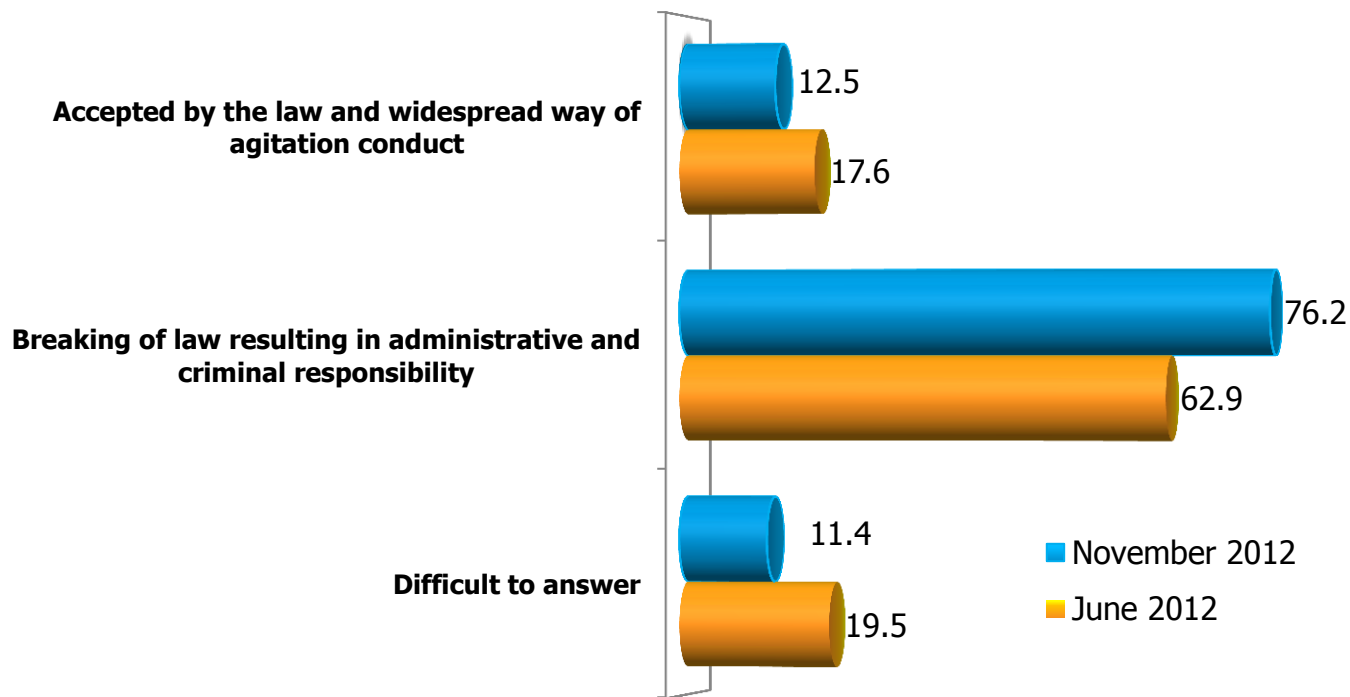


- The main part of respondents thinks the money, goods provision or service rendering to the voters by the participants of electoral process to be breaking of law (76,2%). However almost each eighth believes such kind of agitation to be widespread and legitimate.
- The overwhelming majority of Ukrainians did not personally meet the situation of "bribery" during the electoral campaign (70,2%).

# ASSESSMENT OF THE SITUATION OF MONEY, GOODS PROVISION OR SERVICE RENDERING TO THE VOTERS BY CANDIDATE/PARTY/ DYNAMICS

1. What do you think is agitation accompanied by money, goods provision or services rendering (free of charge or at discount) to the voters by candidate/party?, (%)

## Assessment of the situation of money, goods provision or service rendering to the voters by candidate/party in dynamics

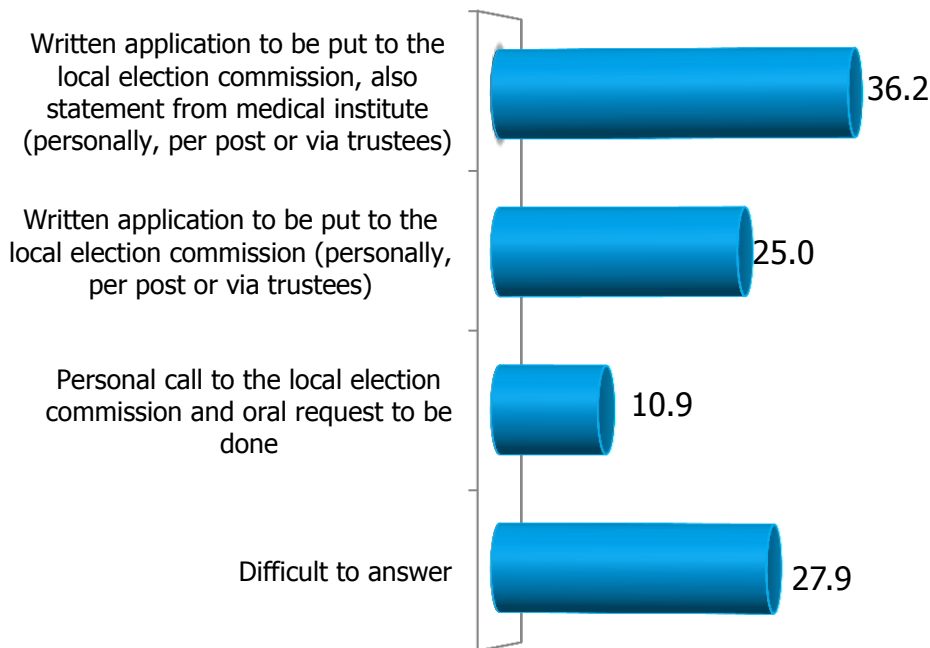


- Comparing to June 2012, there is a raising of awareness level in the field that agitation of voters through money, goods provision or service rendering (free of charge or at discount) by candidate/party is breaking of law, resulting in administrative or criminal legislation. Number of voters realizing this fact increased by 13,3%.

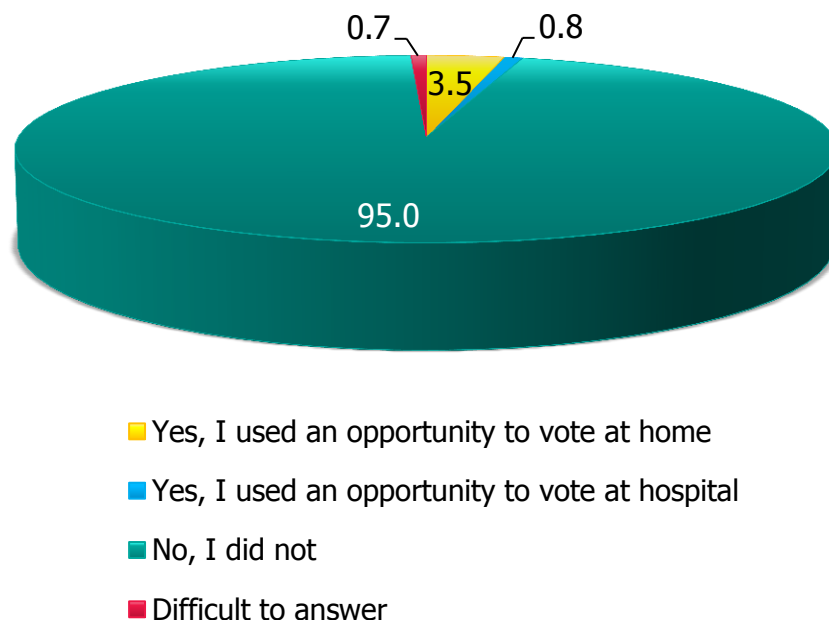
# AWARENESS LEVEL OF POSSIBILITY TO VOTE AT HOME OR AT HOSPITAL IN CASE OF DISEASE

3. How do you think one can ensure the possibility to vote at home or at hospital in case of disease if you temporary lose ability to move?, (%)  
5. Did you personally use such an opportunity during these elections to Verkhovna Rada?, (%)

## How one can secure possibility to vote at home or at hospital



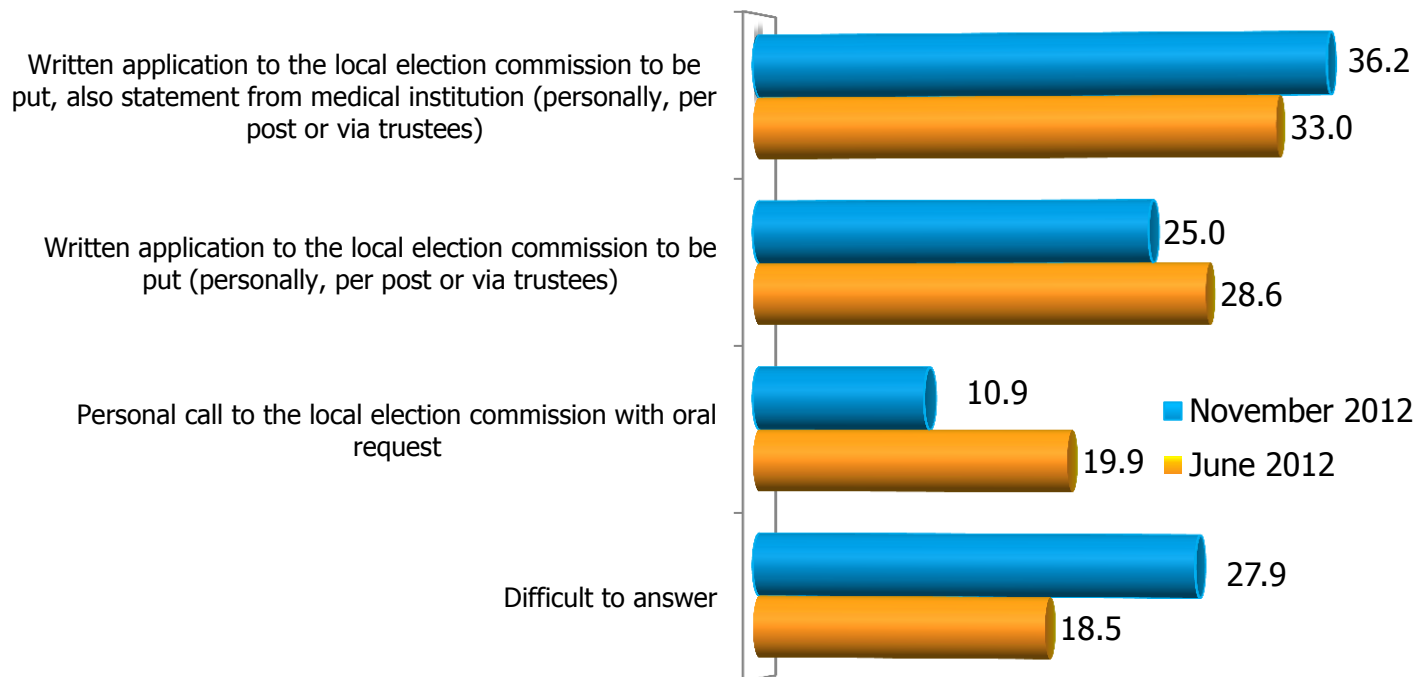
## Did you personally use an opportunity to vote at home or at hospital



- More than a third of Ukrainian citizens (36,2%) know the procedure how to ensure the possibility to vote at home or at hospital. A quarter of Ukrainian believe to vote at home or at hospital is enough to put written application. Almost a third of respondents could not answer this question.
- About 5% of citizens used an opportunity to vote at home or at hospital.

3. On your opinion how one could ensure himself possibility to vote at home or at hospital in case of disease if you temporary lost ability to move?, (%)

## How one could ensure himself possibility to vote at home or at hospital

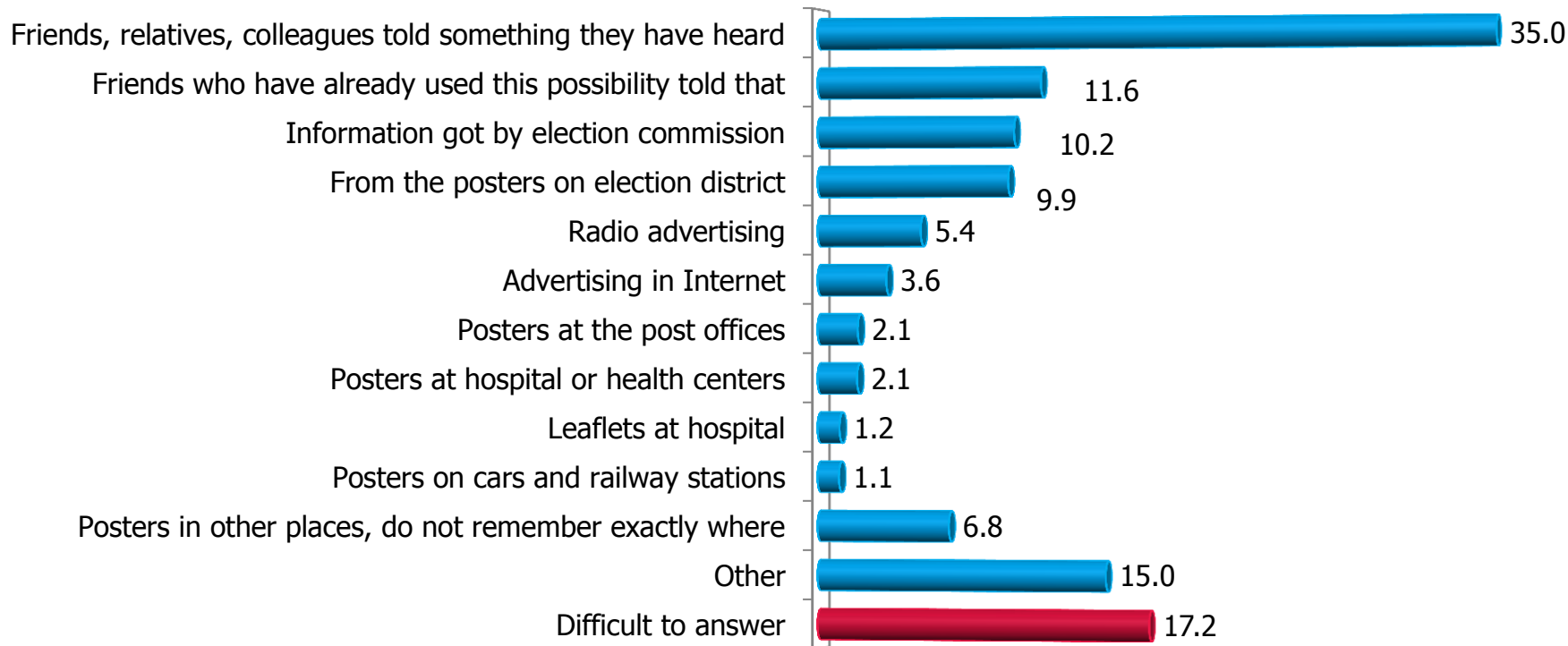


- Awareness level of the procedure to ensure possibility to vote at home or at hospital within June-November 2012 increased: the voters began to understand better how to ensure the possibility to vote at home or at hospital. If in June 2012 a third of Ukrainians had such understanding, are eligible to vote, in November 2012 – there was 36,2%

# AWARENESS SOURCES ABOUT POSSIBILITY TO VOTE AT HOME OR AT HOSPITAL IN CASE OF DISEASE

4. Tell, please how did you get information what exactly to do in case of necessity to vote at home or at hospital?, (%)

## Awareness sources about possibility to vote at home or at hospital

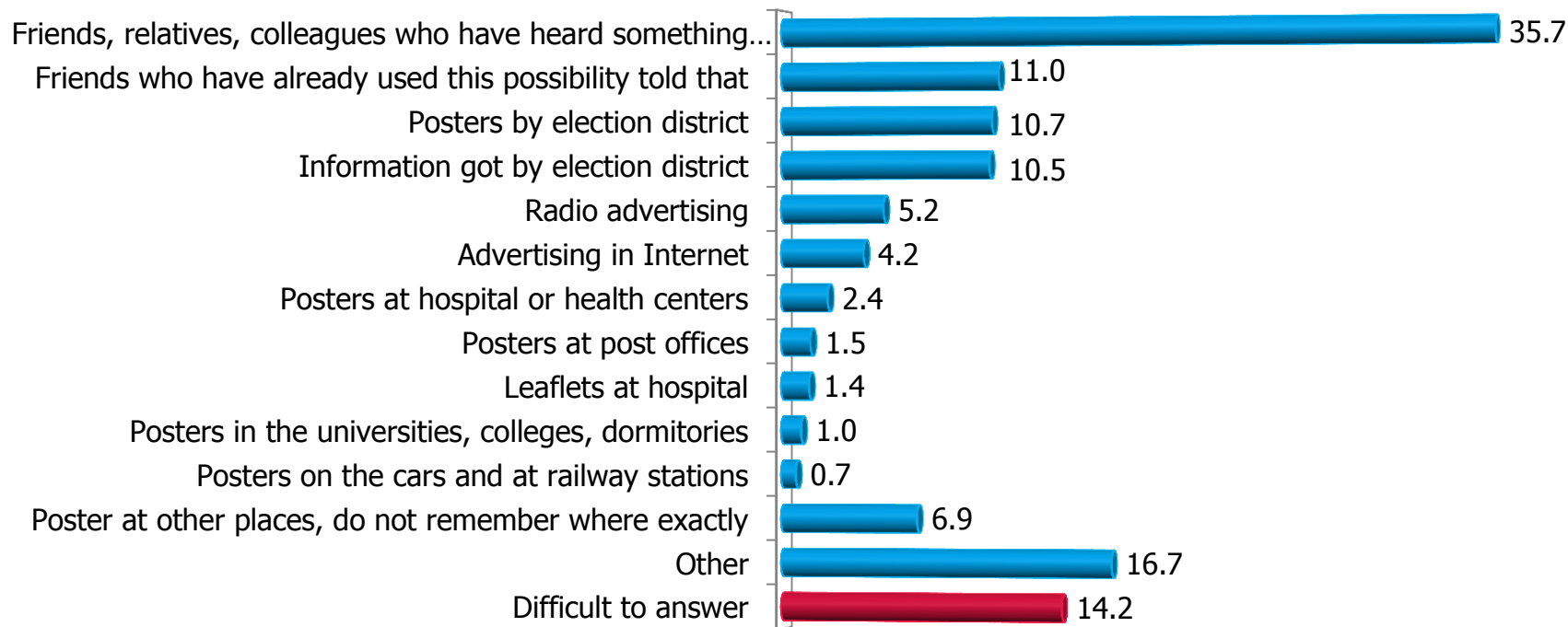


- How to vote at home or at hospital the main part of respondents found out from relatives, friends (35%), about 12% found out from friends who have already had such an experience, 10,2% got the information by election district. Advertising mass media (radio, Internet, posters by election district, post offices etc.) are not the main source of information, however with their support about one third of respondents found out the possibility to vote not be election district.
- Almost each sixth of respondents could not name the sources of awareness (17,2%).

# AWARENESS SOURCES ABOUT POSSIBILITY TO VOTE AT HOME OR AT HOSPITAL IN CASE OF DISEASE

3. On your opinion how one could ensure himself possibility to vote at home or at hospital in case of disease if you temporary lost ability to move?, (%)  
4. Tell, please, how did you get information of what exactly to do in case of necessity to vote at home or at hospital?, (%)

## Awareness sources about possibility to vote at home or at hospital among the voters who know how correctly to ensure themselves such possibility

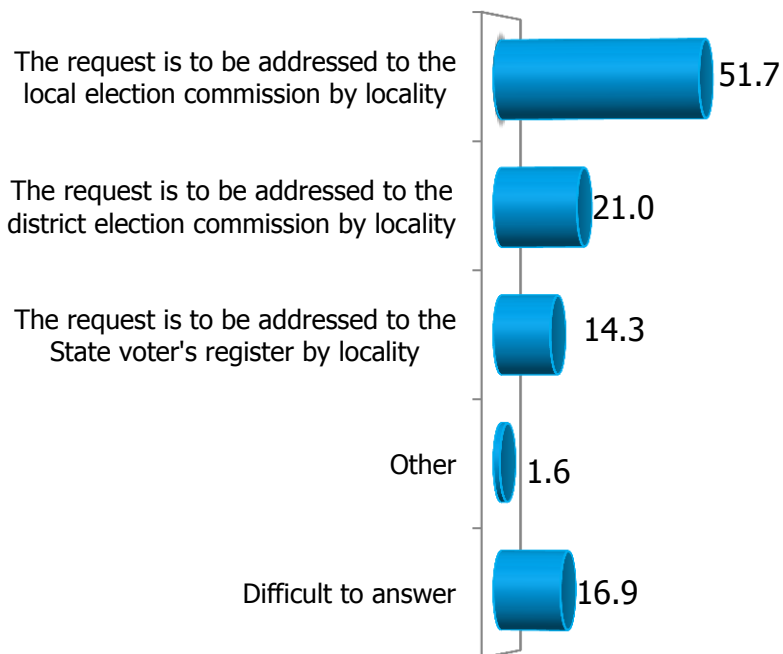


- The main awareness sources for the voters who know how to ensure the possibility to vote by location (answer it was necessary to put written application to the local election commission, also statement from medical institute (personally, per post or via trustees)), were: friends, relatives, colleagues who have heard something about it – 35,7%; friends who have already used this possibility – 11,0%; posters by election district – 10,7%; information got by the employees of election district – 10,5%. Different advertising tools (posters, leaflets, radio advertising and Internet) became awareness sources for 0,7%-5,2% of voters aware of mechanisms to ensure voting at home or at hospital. 14,2% could not answer the question about information sources

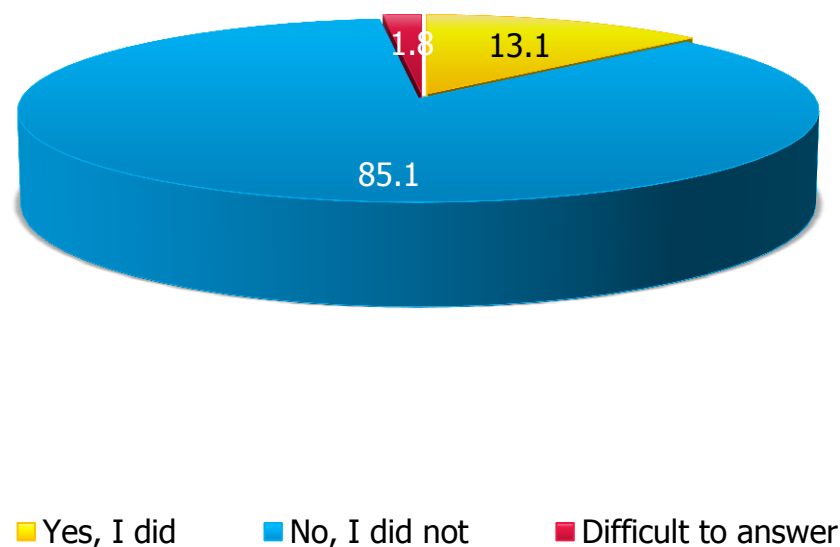


6. How do you think one could check the correct registration in the voter's register? (%)  
8. Did you personally specify before elections to Verkhovna Rada whether you were registered correctly?, (%)

## How one could check the correct registration in the voter's register



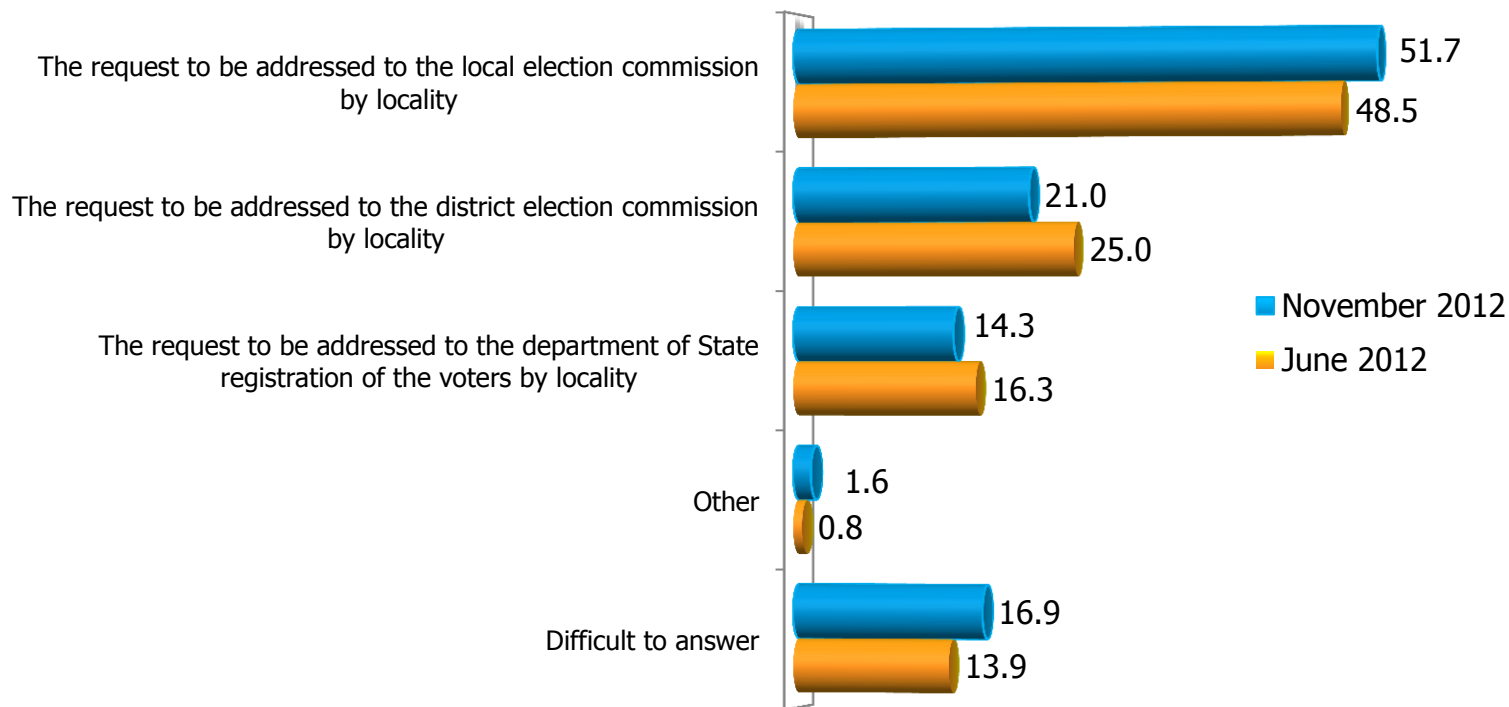
## Did you personally specify your correct registration in the voter's register



- A bit more than half of respondents agree with statement one could check the correct registration in the voter's register, addressing a request to the local election commission by locality. 21% believe it was necessary to address the request to the district election commission.
- 85,1% of Ukrainians did not check their correct registration in the voter's register. Only 13,1% of citizens used this possibility.

6. How do you think one could check the correct registration in the voter's register? (%)

## How one could check your correct registration in the voter's register

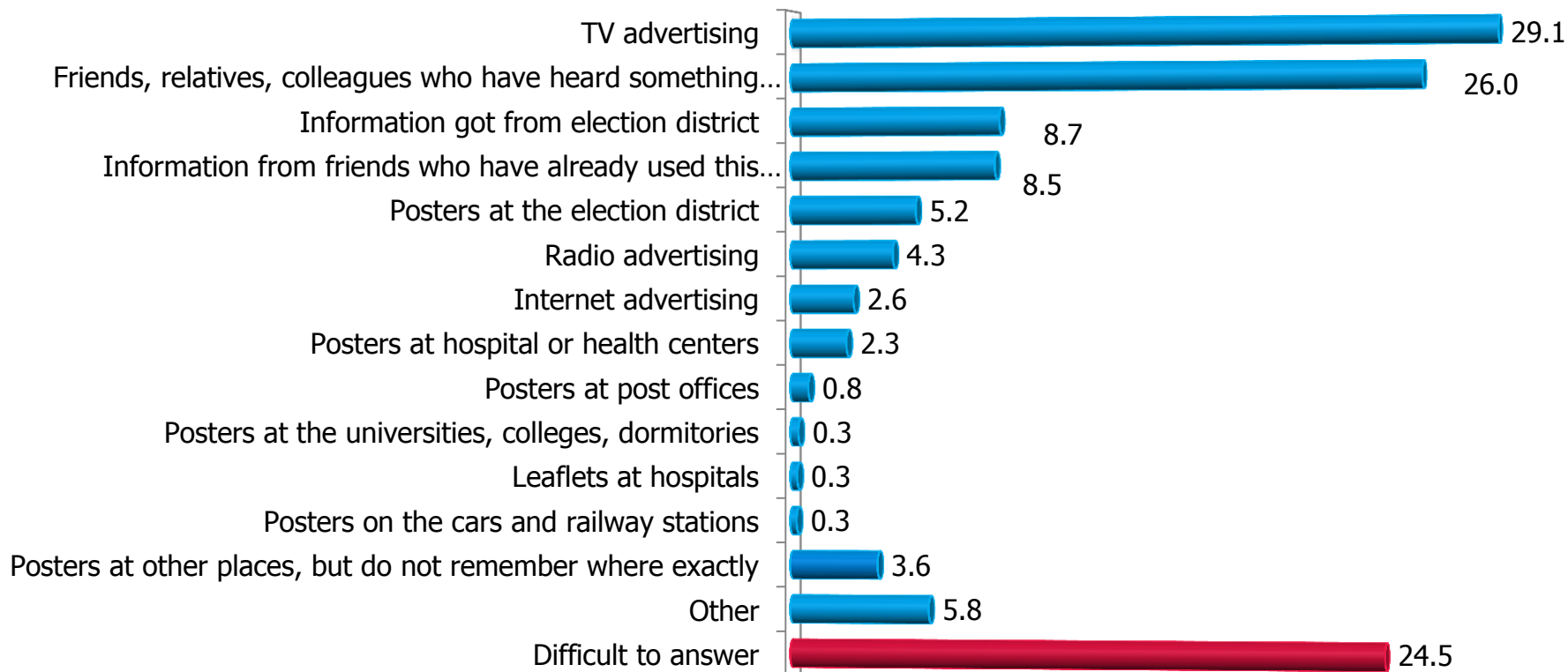


- The part of voters aware of how to find out their correct registration in the voter's register by request addressed to the local election commission by locality has increased from 48,5% in June 2012 to 51,7% in November 2012.

# AWARENESS SOURCES ABOUT POSSIBILITY TO CHECK THE CORRECT REGISTRATION IN THE VOTER'S REGISTER

7. Tell me please, from where do you know what to be done to check your correct registration in the voter's register? , (%)

## Awareness sources about possibility to check the correct registration in the voter's register



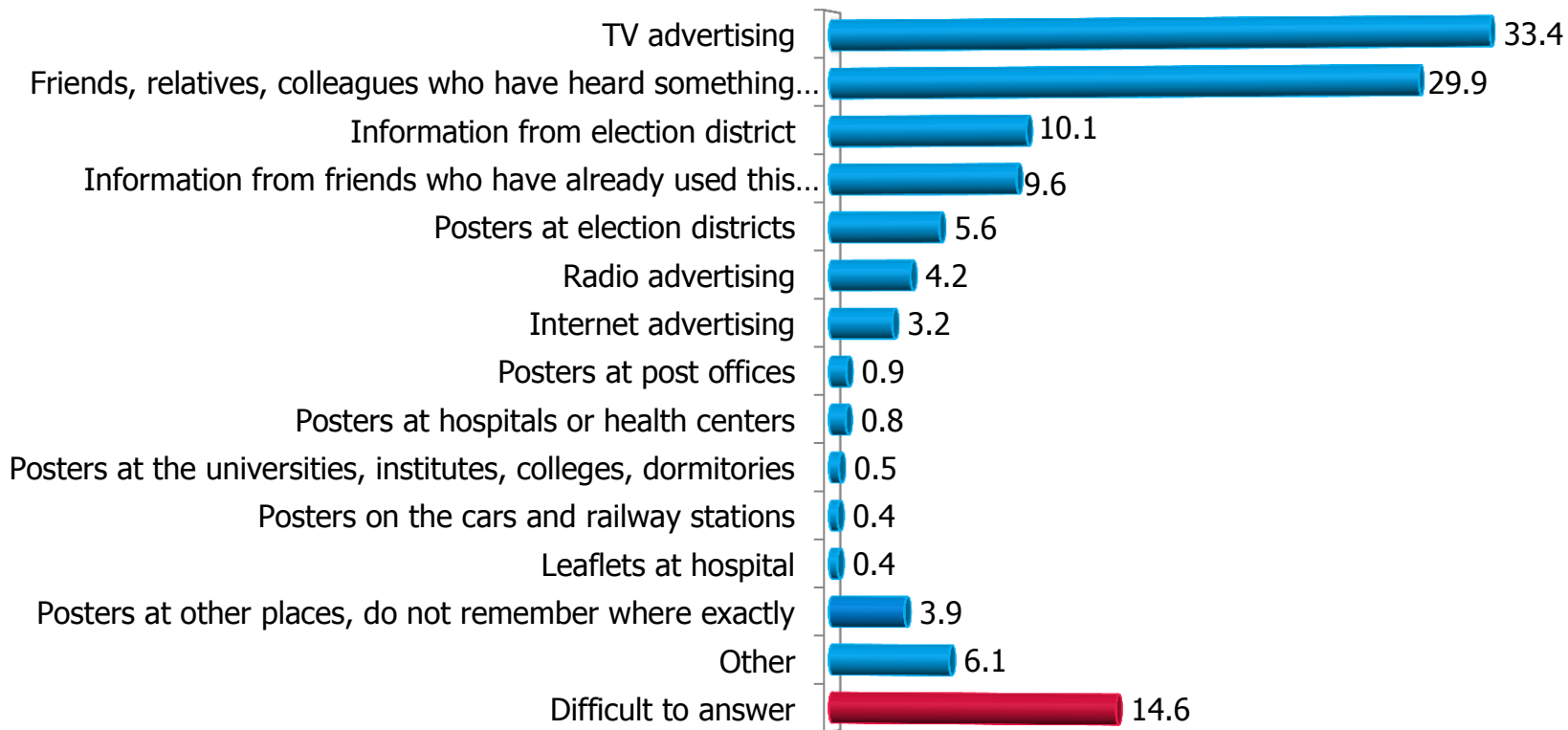
- The main awareness sources of the possibility to check your correct registration in the voter's register are: TV advertising (29,1%) and information from friends and relatives (26%).

# AWARENESS SOURCES ABOUT POSSIBILITY TO CHECK THE CORRECT REGISTRATION TO THE VOTER'S REGISTER

6. How do you think one could check his correct registration in the voter's register? (%)

7. From where did you get information what to do to check your correct registration in the voter's register? , (%)

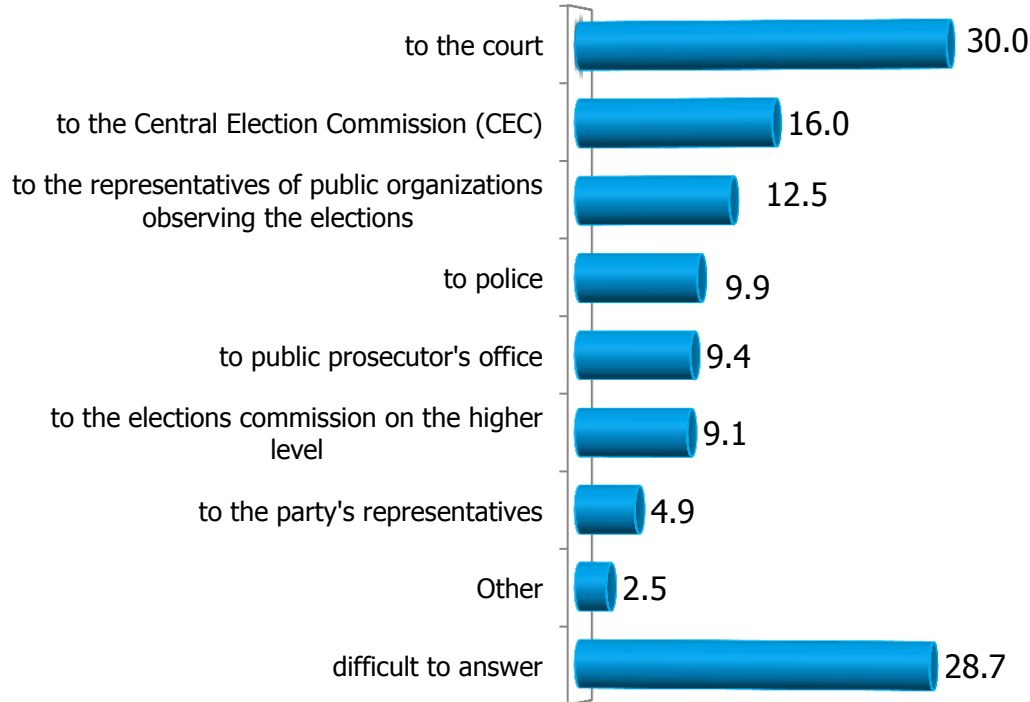
## Awareness sources about possibility to check the registration the voter's register among those who know what to be done



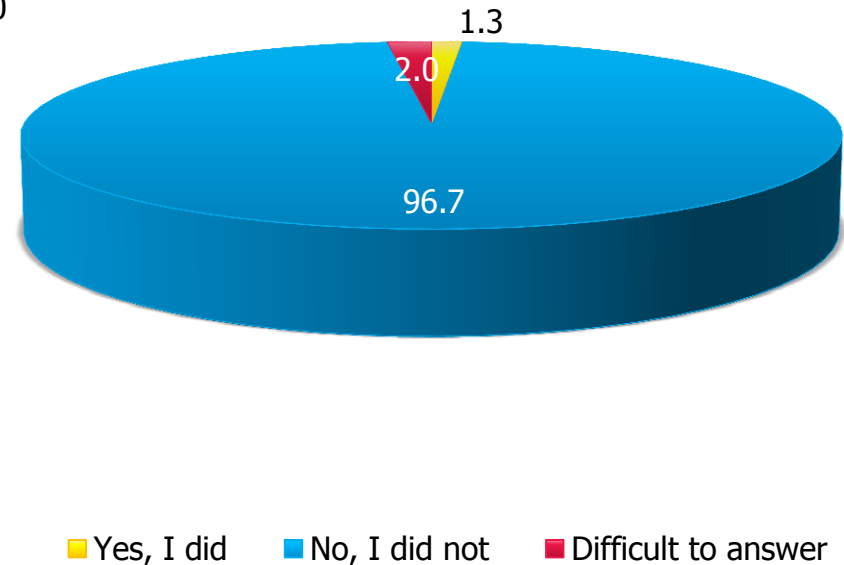
- Distribution of voters who correctly answered the question regarding the means of checking the registration in the voter's register: TV advertising – 33,4%, friend, relatives who have heard about it – 29,9%; at the election district – 10,1%; from friends who have already used this possibility – 9,6%, from posters at election district – 5,6%, radio advertising – 4,2%, Internet advertising – 3,2%. Other sources of information were useful for less than 1,0% of voters. 14,6% of the citizens aware mentioned it is difficult for them to answer the question regarding information sources.

9. Tell me please, whom one should address the claim in case of voting rights breaking?, (%)  
11. Did you personally address any claims regarding your voting rights breaking during these elections to Verkhovna Rada?, (%)

### Whom one should address the claim in case of voting rights breaking



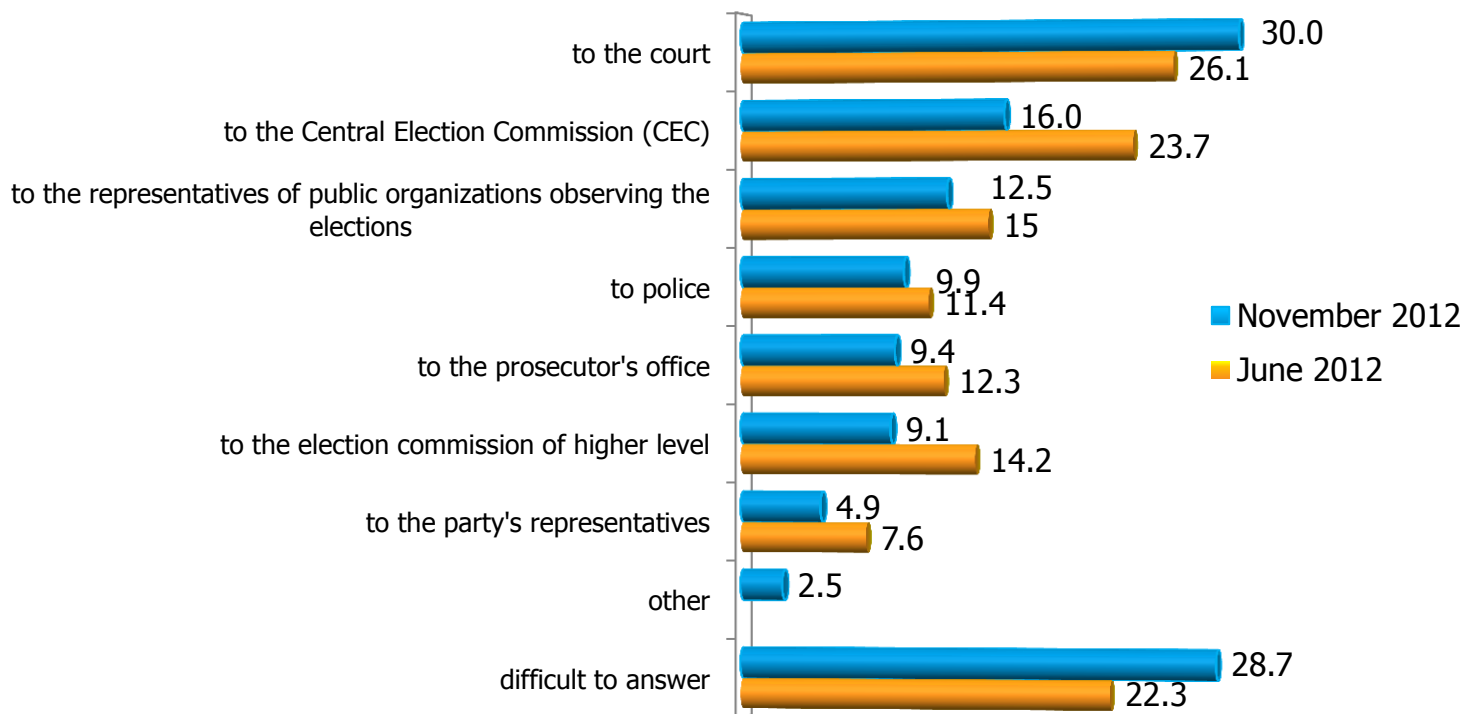
### Did you personally address any claims regarding your voting rights breaking during these elections to Verkhovna Rada



- 30% of citizens believe in case of voting rights breaking claim to be addressed to the court, 16% - to CEC, 12,5% - to the representatives of public organizations observing the elections. Less than 10% of citizens mentioned police (9,9%), prosecutor's office (9,4%) and election commission of the higher level (9,1%).
- Almost all respondents (96,7%) did not personally address any claims regarding their voting rights breaking.

9. Tell me please whom one should address the claim in case of voting rights breaking?, (%)

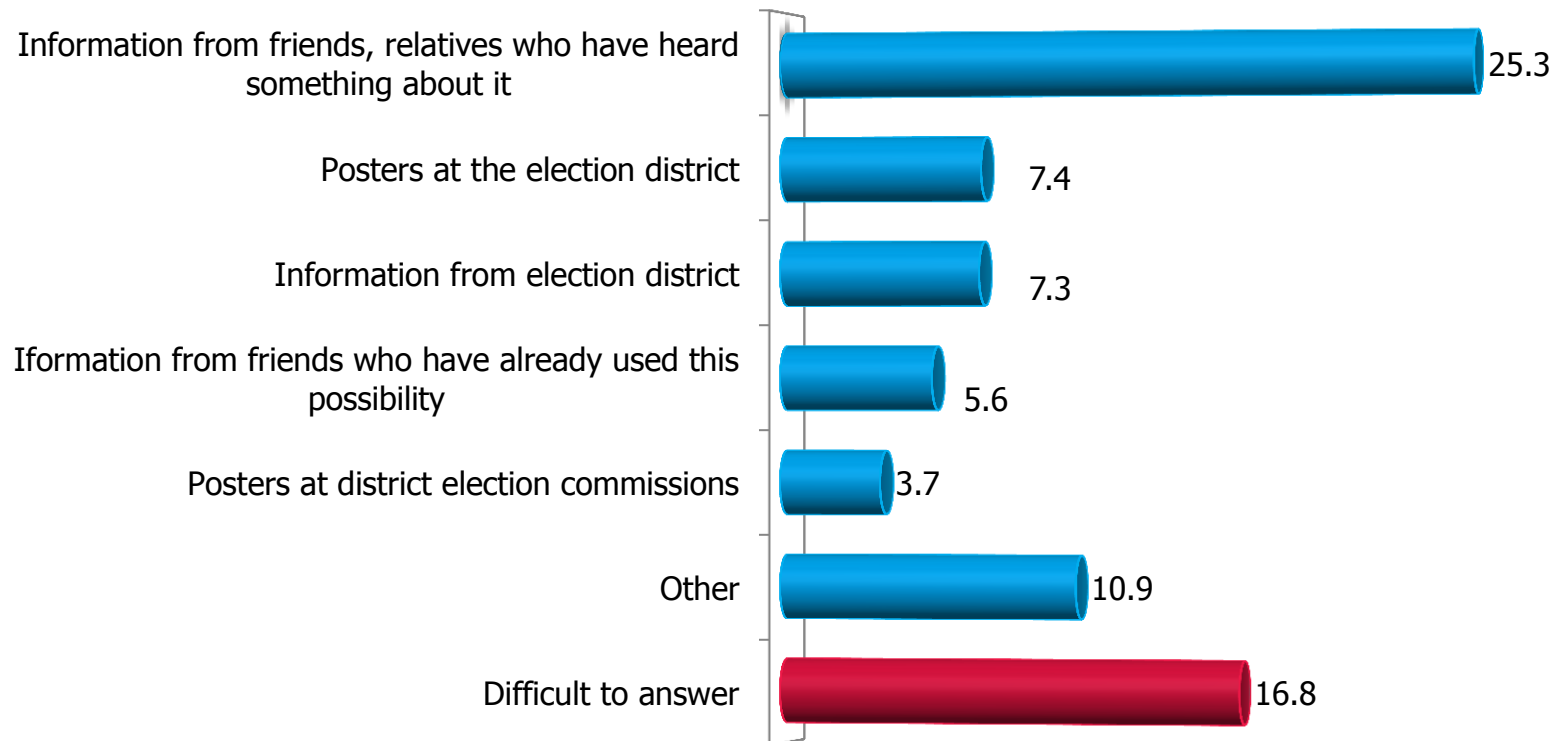
## Whom one should address the claim in case of voting rights breaking



- The awareness level about correct ways of own voting rights protection has increased from June 2012: the number of citizens who are believing it is necessary to address the claim to the court in case of breaking their rights has increased by almost 4%.

10. From where do you know to whom the claim to be addressed in case of your voting rights breaking?, (%)

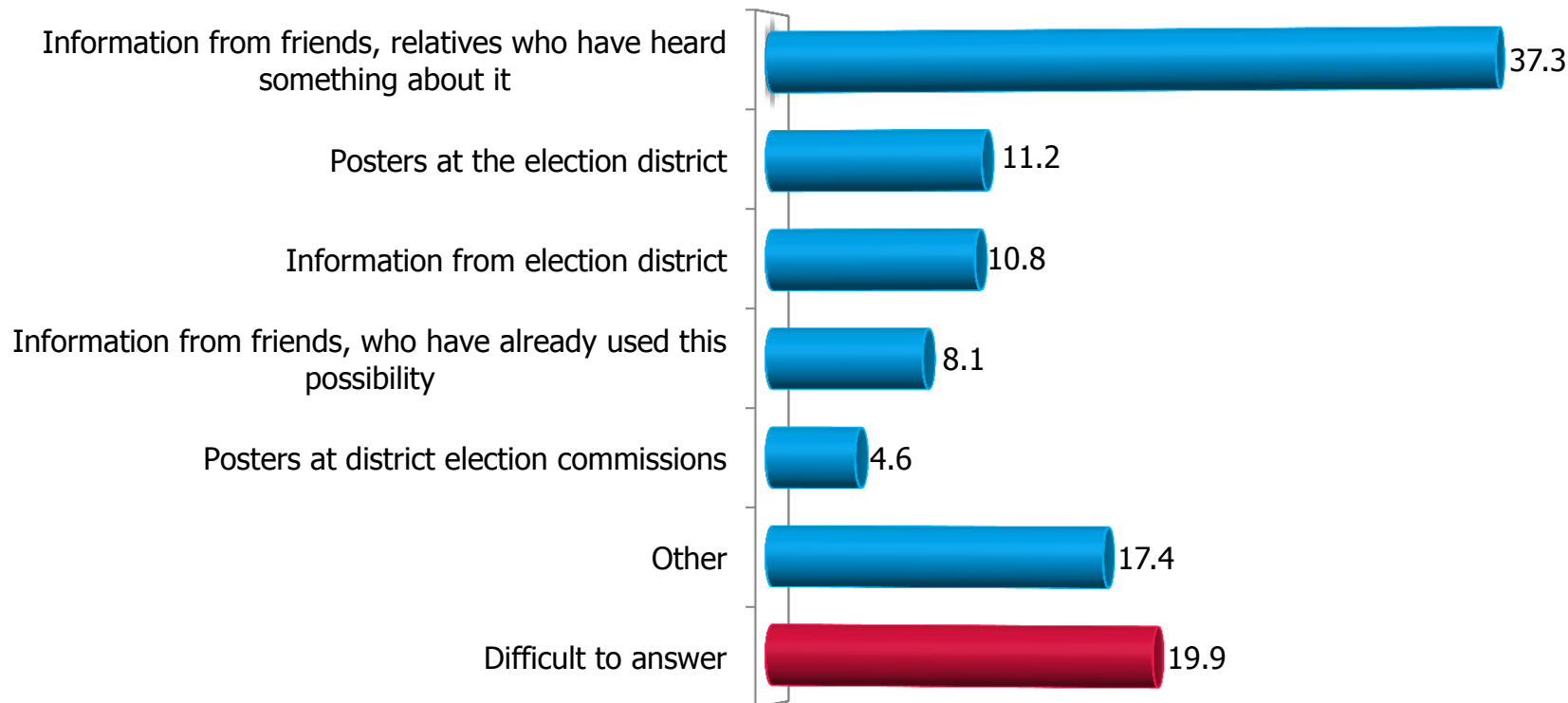
## Awareness sources about ways of own voting rights protection



- Information from friends, relatives is the basic source of awareness about the ways of whom to address the claim in case of voting rights breaking (25,3%). Information from visual informative means – posters – was useful for about 10% of citizens. It should be also mentioned this question caused difficulty in replying by each sixth citizen.

9. Tell me please whom one should address the claim to in case of your voting rights breaking?, (%)  
 10. From where did you get the information whom to address the claim to in case of voting rights breaking?, (%)

## Awareness sources about ways of own voting rights protection among the voters who know whom to address the claim to in case of rights breaking



- Citizens of Ukraine with constituent power who know whom to address the claim to in case of their voting rights breaking got this information mostly from their friends, relatives who have heard something about it (37,3%), from posters at the election station (11,2%), from employees of election commission (10,8%). Information from friends who have already used this possibility and posters at district election stations was the source of awareness for 8,1% and 4,6% of voters respectively. Almost each fifth respondent could not name the sources of his awareness.

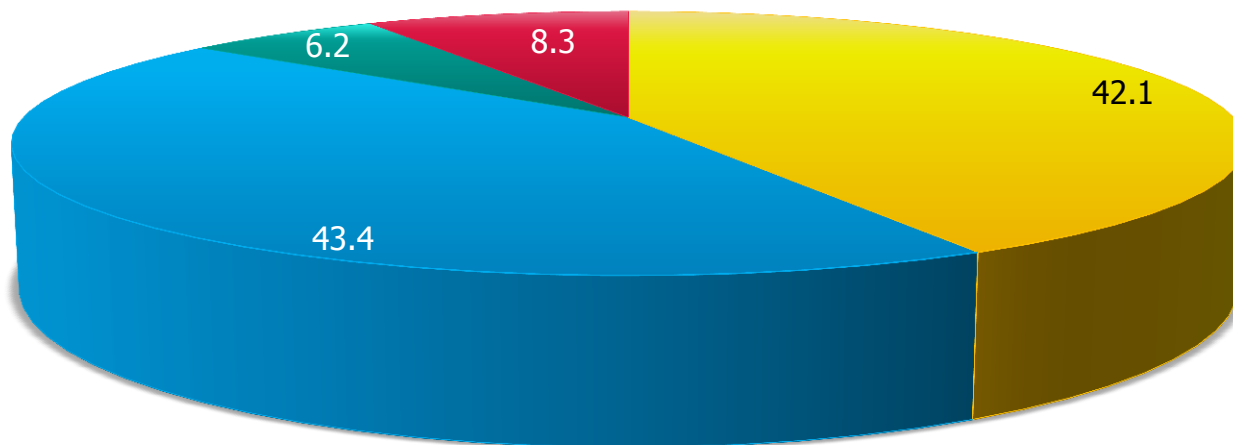




## **BLOCK 2. AWARENESS OF EDUCATIONAL PROGRAM**

12. Tell me please, if you have seen TV advertising about implementing voting procedure, how not to yield to the pressure and bribery of voters, how to check your registration in the voter's register?, (%)

## Have you seen the TV advertising of the Educational Campaign?



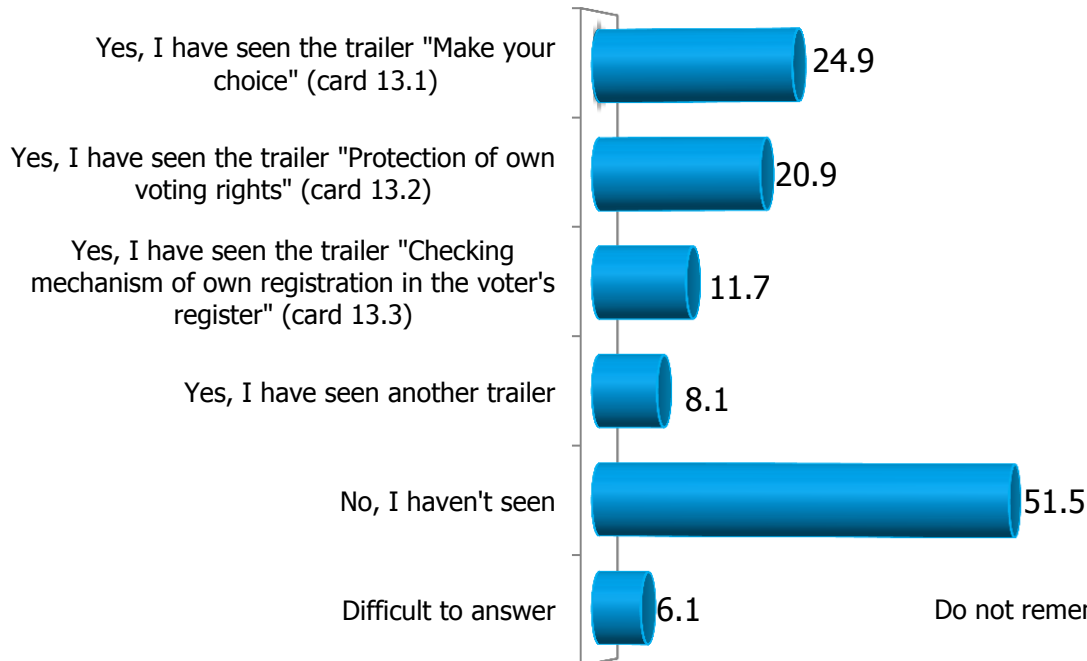
■ Yes, I have     
 ■ No, I have not     
 ■ I do not watch TV     
 ■ Difficult to answer

- TV advertising informing about voting procedure and other important facts of transparent electoral process was and wasn't seen by approximately the same number of Ukrainians: seen by 42,1%, not seen by – 43,4%.

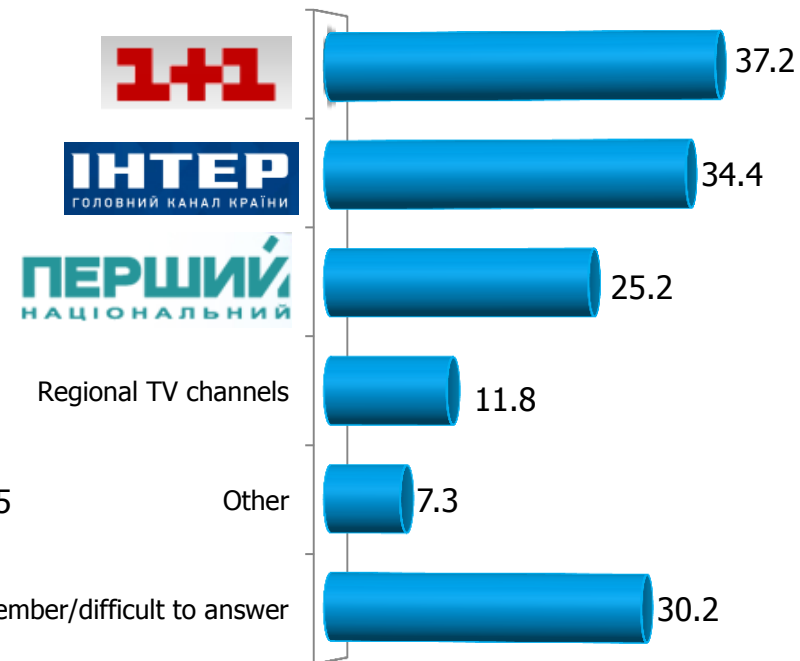
13. Please recollect, if you saw such a TV advertising?, (%)

14. What channel broadcasted this advertising?, (%)

## Have you seen this TV advertising



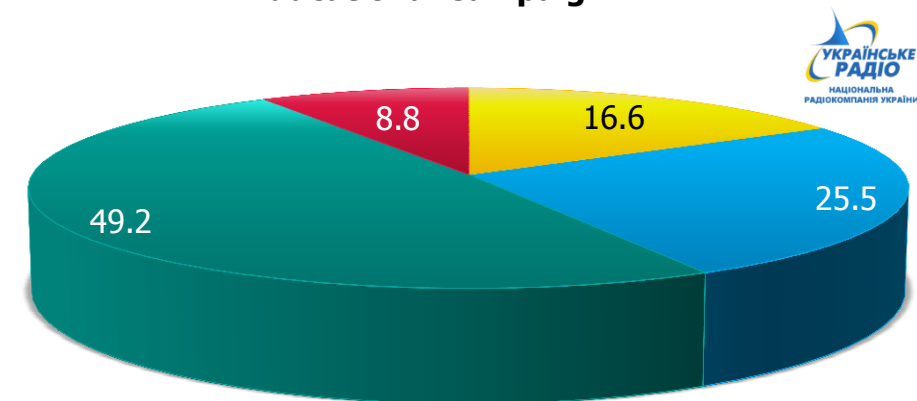
## On what channels did you see these trailers



- The majority of respondents has seen the trailer "Make your choice" – about 25% of respondents. The second place belongs to the trailer "Protection of own voting rights" (20,9%). Ads "Checking mechanism of own registration in voter's register" is known by 11,7% of respondents. More than half of citizens mentioned they had not seen these TV advertising.
- The most often mentioned channel regarding abovementioned TV advertising were "1+1" (37,2%) and Inter (34,4%). Pershyi Natsionalnyi (First national) introduced the trailers to quarter of citizens.

15. Have you heard radio advertising about implementing of voting procedure, how not to yield the pressure and bribery of voters, how to check your registration in the voter's register and to vote at home if needed?, (%)

## Have you heard radio advertising of the Educational Campaign?



- Yes, I have
- No, I have not
- I do not listened to the radio
- Difficult to answer

Database: all respondents, N= 4101

16. What radio stations broadcasted this advertising?, (%)

## On what radio stations have you heard this advertising?

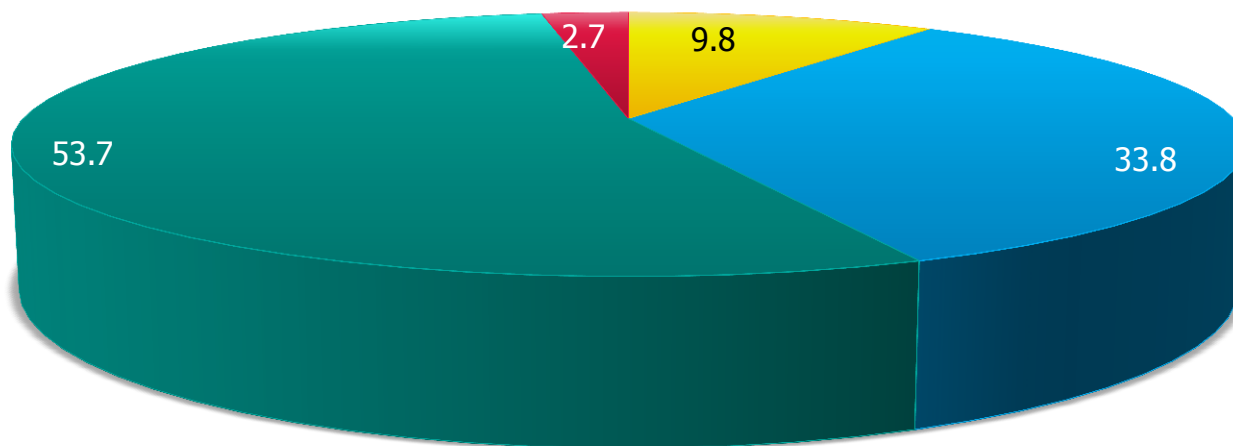


- About half of respondents declared they do not listen to the radio (49,2%). Among those who listen to the radio, advertising of the Educational Campaign was heard by 16,6%, not heard – by 25,5% of respondents.
- The most effective channels of the Educational Campaign became radio stations UR-1, First channel of the State radiocompany of Ukraine and "Russkoe Radio", 44,1% and 16,6% respectively stated they have heard the advertising about voting procedure and mechanisms supporting transparent electoral process.

Database: respondents who have heard radio advertising of the Educational Campaign, N= 680

17. Have you seen Internet advertising (banners) about implementing of voting procedure , how not to yield the pressure and bribery of voters, how to check your registration in the voter's register and to vote at home if needed?, also Webinars for voters?, (%)

## Have you seen Internet advertising of the Educational Campaign?

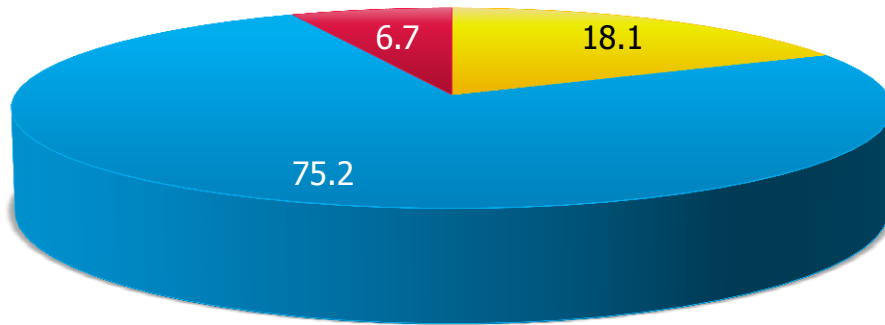


■ Yes, I have     
 ■ No, I have not     
 ■ I do not use Internet     
 ■ Difficult to answer

- Internet advertising directed to raise awareness level about voting procedure was seen only by 9,8% of respondents. More than third of citizens declared they have not seen this advertising.
- It should be mentioned more than half of respondents having constituent power, does not use Internet (53,7%).

18. Please, remember if you have seen this advertising?, (%)  
19. On what web sites have you seen this advertising? , (%)

## Have you seen banners of the Educational Campaign on the Internet sites?



■ Yes, I have    
 ■ No, I have not    
 ■ Difficult to answer

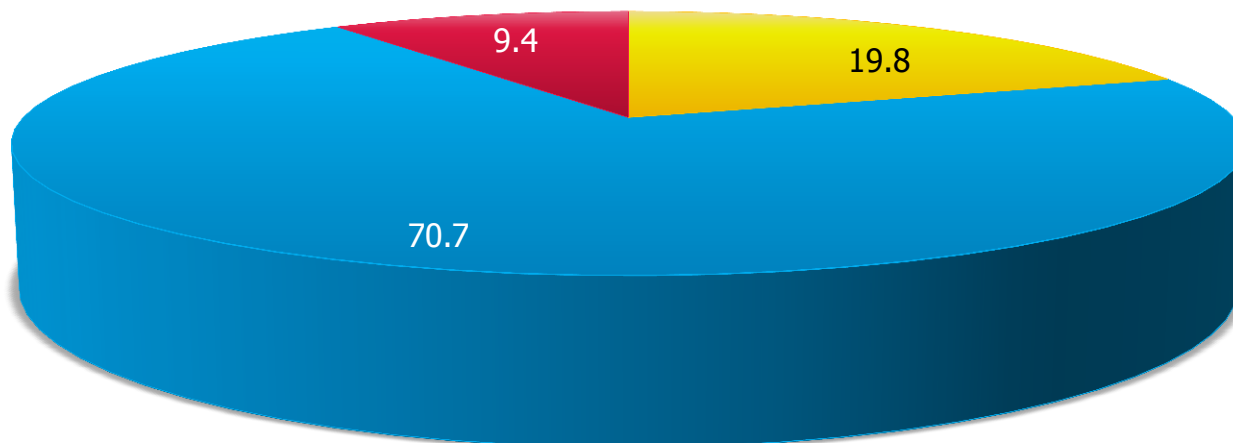
## On what sites have you seen the advertising?



- Among Internet users the overwhelming majority – 75,5% - has not seen banners of the Educational Campaign. However, each fifth has seen this advertising, mostly on following websites: Vkontakte, Facebook, Google Plus, 21,5%, 14,7%, 14,4% respectively. But the main part of respondents cannot remember whether they had seen such information (42,1%).

20. Tell me, please, have you anywhere seen the posters regarding how to check yourself in the voter's register, how to vote at home or at hospital if needed and how to protect your voting rights? , (%)

## Have you seen advertising posters of the Education Campaign?



■ Yes, I have

■ No, I have not

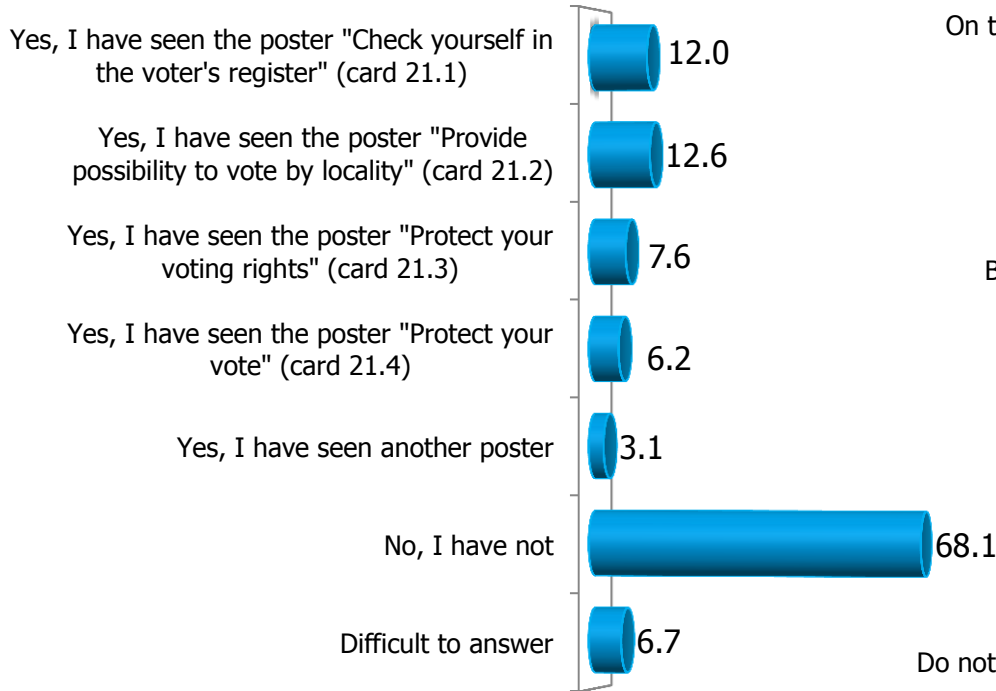
■ Difficult to answer

- The overwhelming majority of citizens declared they have not seen informative posters about electoral process (70,7%). Each fifth Ukrainian remembers about advertising posters of the Educational campaign.

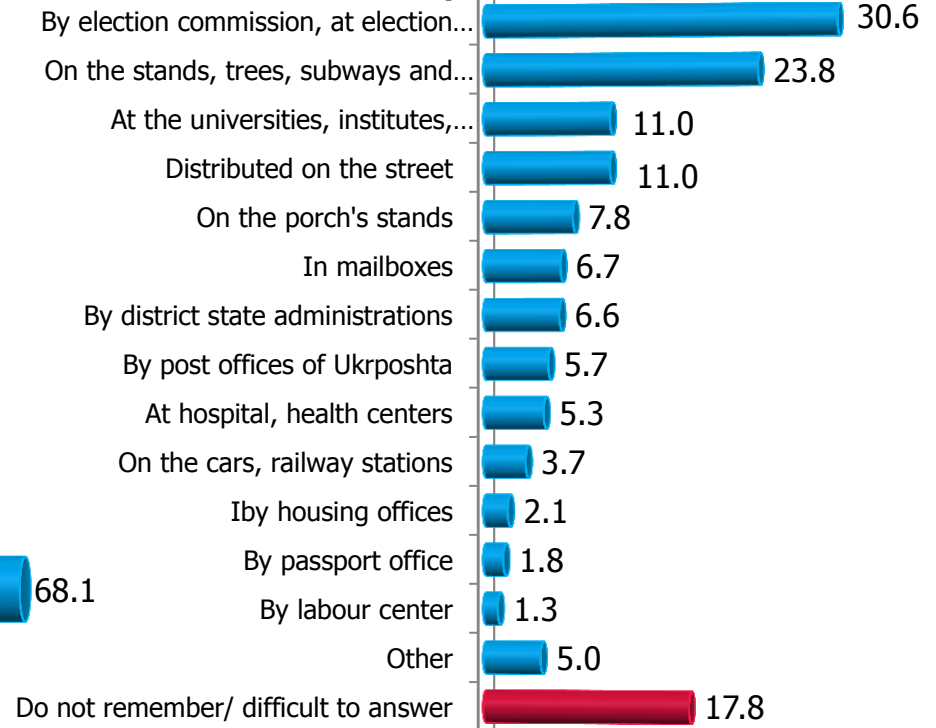
21. Please, recollect if you have seen exactly these posters?, (%)

22. Where exactly have you seen these posters?, (%)

## Have you seen the posters of the Educational Campaign?



## In what places have you seen advertising posters?

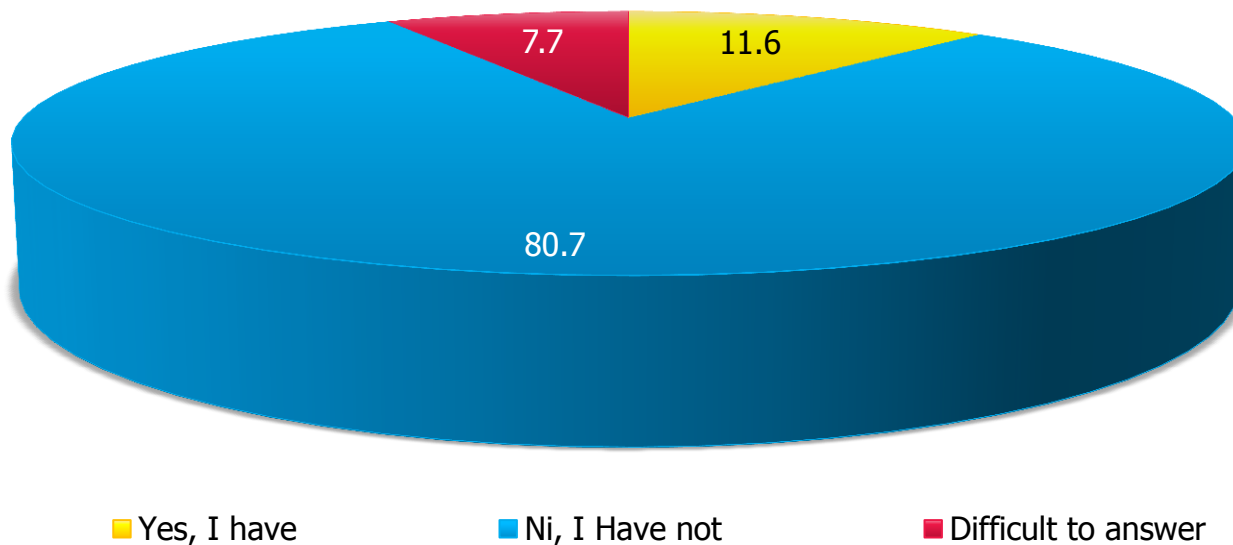


- In general more than half of respondents have not seen the posters of the Educational Campaign (68,1%). Among those who have seen printed advertising of the campaign, 12,6% have seen the poster "Provide possibility to vote by location or at hospital", 12% - "Check yourself in the voter's register". Another posters were seen by less than 8% of citizens.
- About a third of citizens have seen the posters by election commission and election district, 23,8% - on the stands, trees, subways, etc.



23. Tell me, please, have you anywhere seen the leaflets regarding how to vote at home or at hospital if needed? , (%)

## Have you seen advertising leaflets of the Educational Campaign?

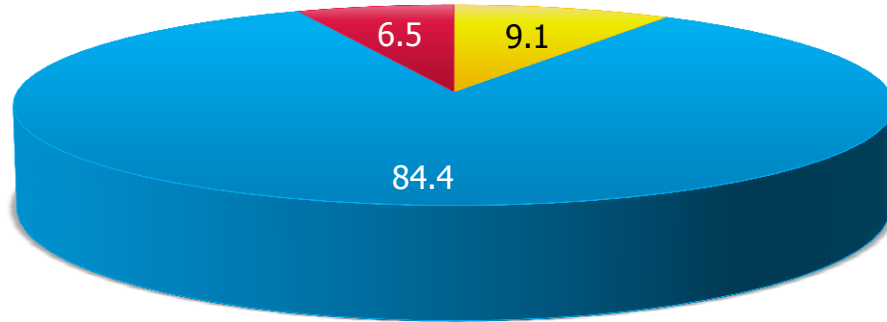


- Advertising leaflets of the Educational Campaign were seen by only 11,6 % of citizens.

24 Please, recollect, if you have you seen such leaflets?, (%)

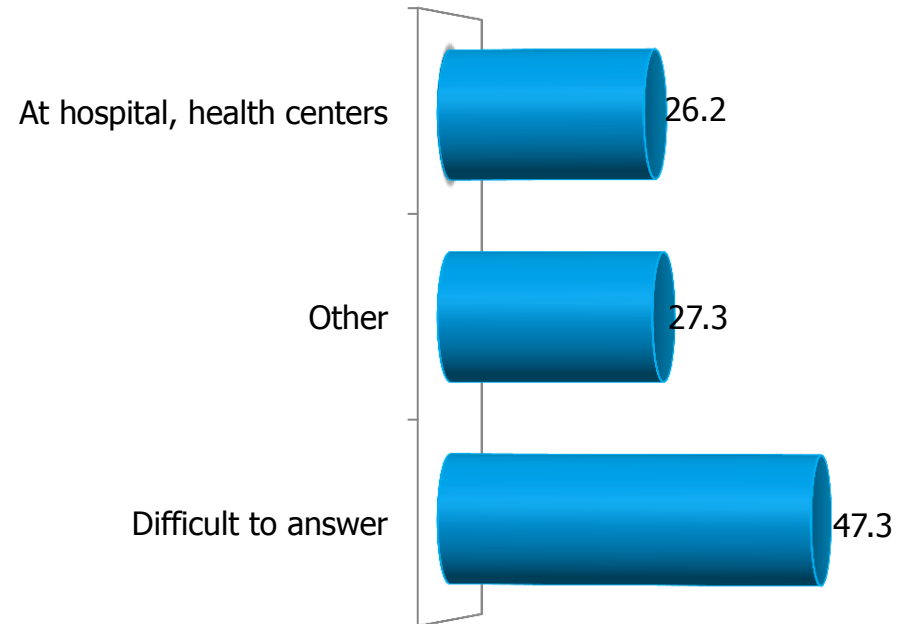
25. Where exactly have you seen these leaflets?, (%)

## Have you seen the leaflets of the Educational Campaign?



■ Yes, I have    
 ■ No, I have not    
 ■ Difficult to answer

## Where have you seen the leaflets?



- 84,4% of respondents declared they have not seen the leaflet "Provide possibility to vote by location or at hospital". Among those who have seen such a leaflet (9,1%) the majority has seen it at hospital, health centers (26,2%) and in other places. About half of respondents could not recollect where exactly they have seen such a leaflet.

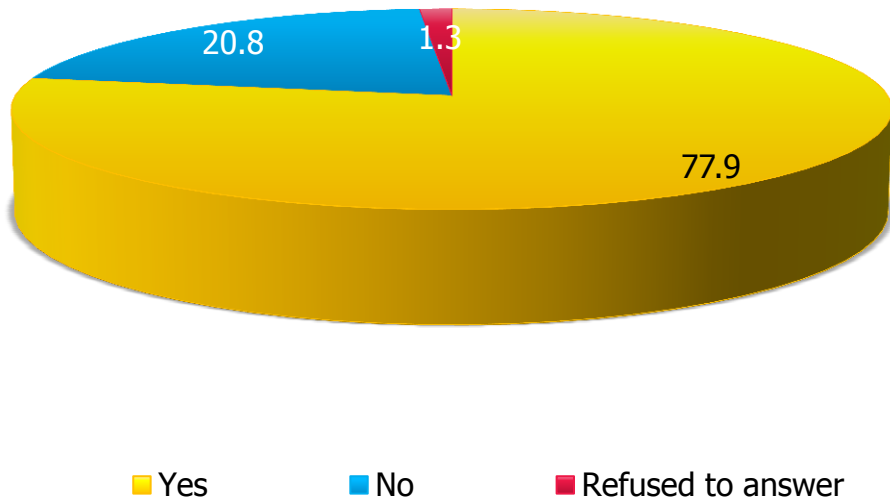


# **PARTICIPATION IN ELECTIONS TO VERKHOVNA RADA OF UKRAINE IN OCTOBER 2012**

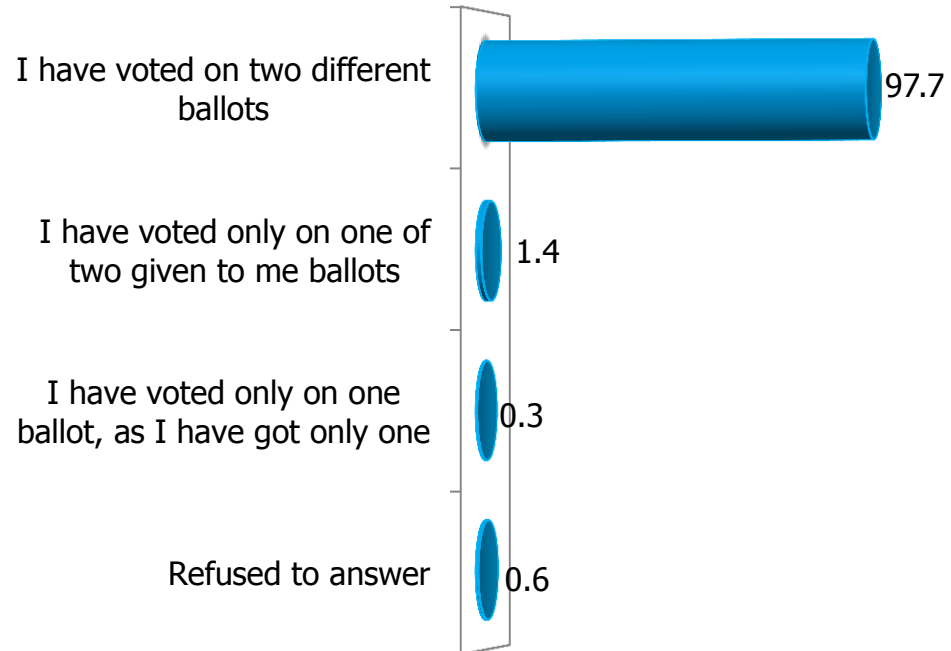
D5. Have you taken part in voting in elections to Verkhovna Rada on 28 October 2012?, (%)

D6. Please, tell, have you voted in two different ballots? For the party and for the candidate in the majoritarian district?, (%)

## Have you taken part in elections to VR on 28 October 2012?



## On how many ballots have you voted?



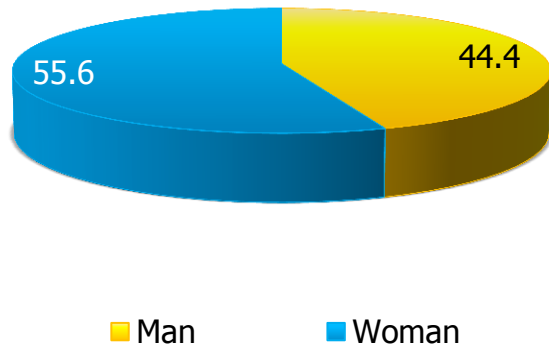
- 77,9% of respondents stated they have taken part in elections and voted on two different ballots (97,7%). Insignificant part of respondents – 0,3% - declared they were given only one ballot.



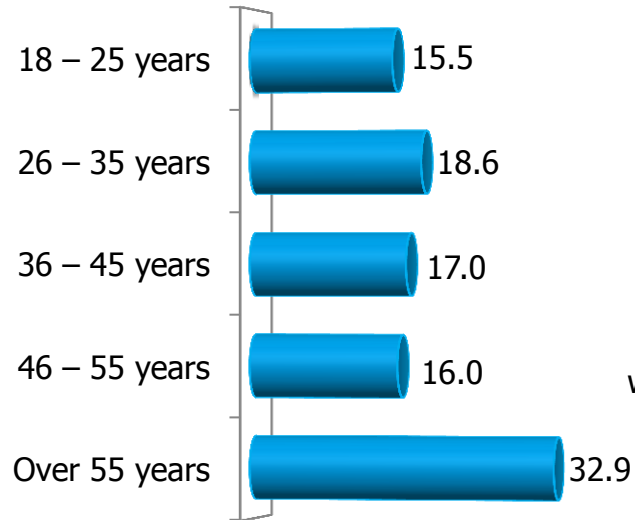
# **SOCIAL-DEMOGRAPHIC PROFILE OF VOTERS**

Q1. Sign sex without asking. (%)  
Q2. How old are you (full years)?, (%)  
D2. What is your marital status?, (%)

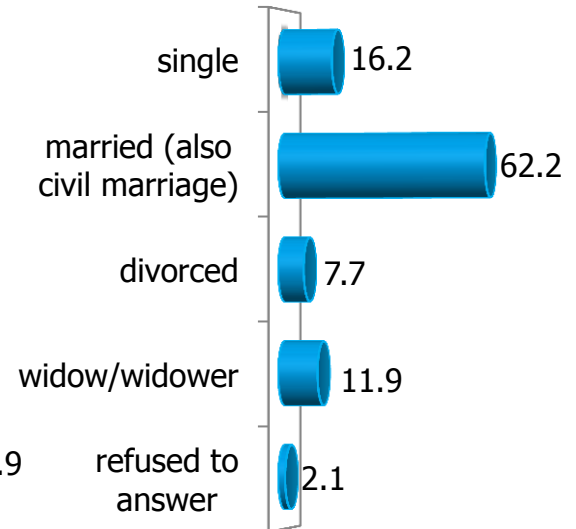
**Sex**



**Age**



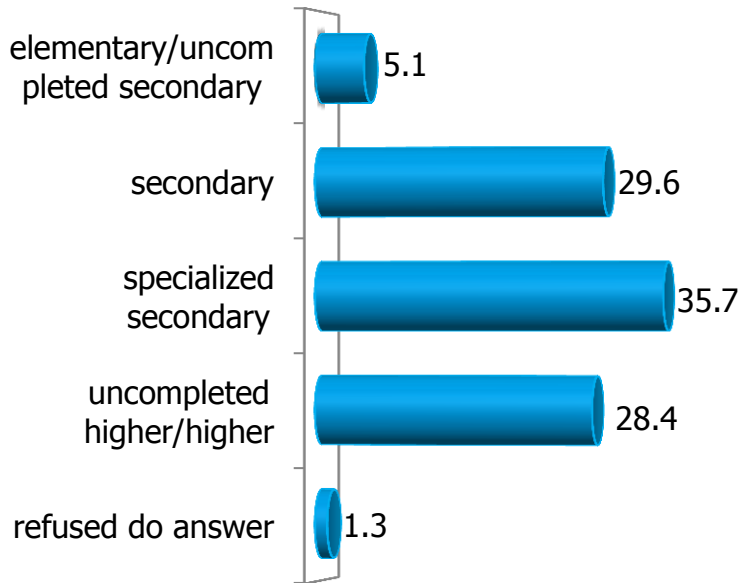
**Marital status**



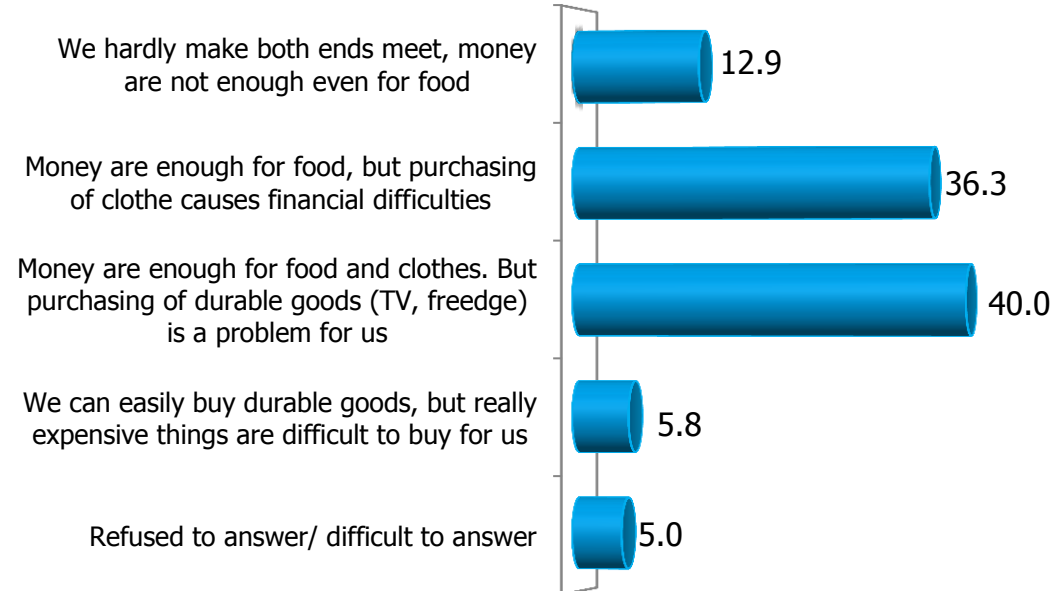
- Among the respondents – 44,4% are men, 55,6% - women. According to the age distribution – the biggest part of respondents covers persons over 55 years (32,9%), more than a third – young people from 18 to 35 years.
- More than half of respondents are married, also civil marriage – 62,2%, 16,2% - are single.

D1. Your education?, (%)  
D4. To what strata do you belong, your opinion?, (%)

## Education

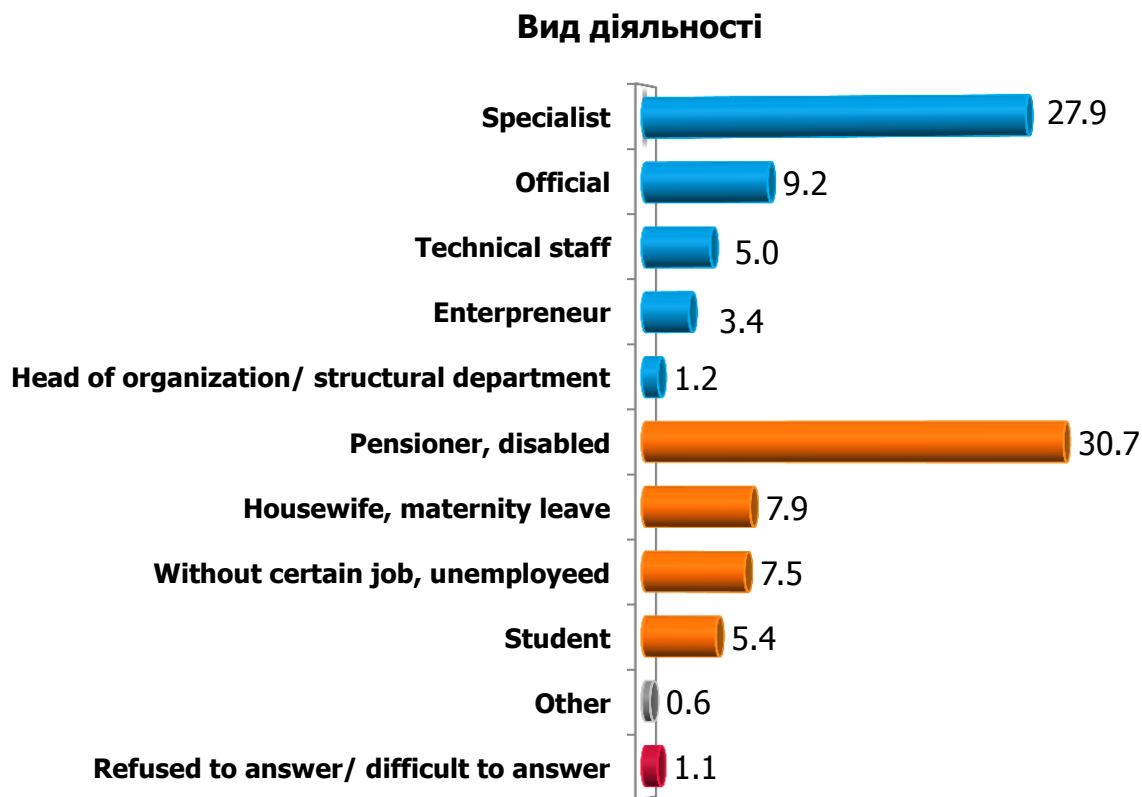


## Financial position



- Almost each third Ukrainian has specialized secondary education (35,7%), about one-third have uncompleted higher or higher education.
- Financial position of the majority of citizens could be evaluated as middle, for 40% of respondents purchase of durable goods is problematic and for 36,3% purchase of clothe is of financial difficulties. Only 5,8% of respondents evaluate their financial position as high.

D3. Please, name your basic career?, (%)



- Among the respondents the main part covers specialists (27,9%) and pensioners (30,7%). Above 9% are officials, about 8% housewives and unemployed.





# APPENDIXES



# APPENDIX TO BLOCK 1

**AWARENESS LEVEL OF THE POPULATION IN ELECTORAL PROCESS**

- Among the people sure that agitation accompanied by money, goods provision or service rendering is legitimate, the majority is single respondents of the middle financial level (purchase of durable goods causes difficulties). More often these citizens live in the Central regions of the state. Among those who are aware such way of agitation is forbidden, majority is married, their financial income is over the middle.
- The most defenseless group of people faced forbidden agitation more than once – unemployed and people without certain job living in western regions of the state. The majority of people mentioned they have never faced such kind of agitation is living in South-east regions of Ukraine.
- During investigation it was revealed head of organizations, officials, technical staff, also people of low and very low income are of the best aware about voting rules beyond election station. The most often they live in countryside, in the West of Ukraine. Among aware citizens major part took part in the parliamentary elections 2012. Among those who could not answer this question or the answer was not correct, the majority lives in the Central and South-east region of the state. This group also covers significant part of students, entrepreneurs and housewives.
- Information regarding voting beyond election station was mainly got by friends, relatives and colleagues. Thus, such kind of informing became the most effective almost for all strata. Information via posters on the election station was useful for people with specialized secondary and uncompleted higher/ higher education, income level less than middle. Internet advertising was remembered by young people with uncompleted higher/ higher education, also single people. Information from election station was useful mainly for people living in countryside. Radio advertising was the most effective for citizens of central regions of the state, posters on the election station – for respondents of western regions. Among those who used the possibility to vote at home were mainly elderly people with elementary/ uncompleted secondary education.



## **AWARENESS LEVEL OF THE POPULATION IN ELECTORAL PROCESS**

- According to the awareness level of how to check your correct registration in the voter's register, the highest awareness level showed young people, with specialized secondary and higher education, married. However, big part of young people found it difficult to answer this question. Citizens of western regions believe to check personal data one had to address request to registration department of the State voter's register by location, and citizens of central regions think this authority to be district election commissions. The biggest group of those who found it difficult to answer this question, lives in the Central regions of the state. This group also covers the biggest number of people who did not take part in the parliamentary elections 2012.
- Information of how to check personal data in voter's register was got by people over 36 years on the election station. The younger generation got this information from posters and Internet. An advice from friends was useful for people with secondary education, married or widow/widower, their financial position could be characterized as below the middle. TV advertising on this matter was the most effective in the South-east regions of Ukraine. Among the rural population information was mostly distributed by employees of election stations. The most difficult this question was for citizens of the Center of Ukraine.
- Urban respondents and voters taken part in elections to VR of Ukraine on 28 October 2012 more often than other citizens of Ukraine checked their correct registration in the voter's register.
- Voters in age 46-55, also respondents of the Central Ukraine more often comparing to the representatives of other age groups think in case of their voting right breaking to address a claim to the representatives of parties and public organizations observing the elections. Citizens of central macroregion comparing to citizens of other regions are more sure to address a claim in such cases to the election commission of higher level.
- Citizens of Ukraine having uncompleted higher and higher education, also divorced citizens are mostly sure in case of their voting rights breaking to appeal to the court. At the same time Ukrainians with lower income are sure in that not so much. Married Ukrainians would address a claim of voting rights breaking to police more often than single ones and those living in countryside and on the West of Ukraine.

## **AWARENESS LEVEL OF THE POPULATION IN ELECTORAL PROCESS**

- General characteristic of those who got the information about voting rights protection by friends and relatives who have heard something about it is: citizens over 55 years with uncompleted higher/ higher education, divorced or widow/widower living mostly on the West of Ukraine.
- Information from posters on the election station was useful for people 44-55 years old, middle income, living mostly in the cities in the western regions of the state. They have basically taken part in elections.
- Information from employees of the election commissions was useful for single people over 55 years with low income.

# ASSESSMENT OF THE SITUATION OF MONEY, GOODS PROVISION OR SERVICE RENDERING BY CANDIDATE/ PARTY

1. How could you characterize the agitation accompanied by money, goods provision or service rendering (free of charge or at discount) by candidate/ party, (%)

		Approved by legislation and widespread way of agitation	Breaking of legislation resulting administrative and criminal responsibility	Difficult to answer	Database
Marital status	Single	15,4	72,1	12,5	664
	Married, also civil marriage	12,1	78,0	9,9	2551
	Divorced	14,3	73,0	12,7	315
	Widow/ widower	9,9	74,3	15,8	486
	Refused to answer	9,4	72,9	17,6	85
Financial position	We hardly make both ends meet, money are not enough even to buy food	11,3	76,2	12,5	530
	Money are enough for food, but cloth purchase causes financial difficulties	10,6	77,2	12,2	1489
	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	14,3	75,7	10,0	1639
	We can easily buy durable goods, but to buy really expensive things is problematic	13,1	79,2	7,6	236
	Refused to answer/ difficult to answer	12,9	68,2	18,9	201
Region	West of Ukraine	11,0	78,3	10,7	954
	Center of Ukraine	15,6	71,7	12,7	1207
	South-East of Ukraine	11,2	77,8	10,9	1940

# ASSESSMENT OF THE SITUATION OF MONEY, GOODS PROVISION OR SERVICE RENDERING BY CANDIDATE/ PARTY

2. Did you personally meet such kind of agitation (money, goods, services rendered by candidate/ party) during this election campaign to VR, (%)

		Yes, I did, not once	Yes, I did once	No, I did not	Difficult to answer	Database
Main career	Head of organization/ structural department	6,3	10,4	81,3	2,1	<b>48</b>
	Entrepreneur	12,8	9,9	72,3	5,0	<b>141</b>
	Specialist	12,2	9,6	76,1	2,1	<b>1146</b>
	Official	10,3	11,9	75,1	2,7	<b>377</b>
	Technical staff	8,8	11,7	77,1	2,4	<b>205</b>
	Pensioner, disabled	10,3	10,3	77,5	1,9	<b>1257</b>
	Student	9,5	9,9	78,4	2,3	<b>222</b>
	Housewife, maternity leave	9,8	11,1	76,9	2,2	<b>325</b>
	Without certain job, unemployed	15,3	10,7	73,4	0,6	<b>308</b>
	Other	28,0	4,0	68,0	0,0	<b>25</b>
	Refused to answer/ Difficult to answer	8,5	19,1	59,6	12,8	<b>47</b>
Financial position	We hardly make both ends meet, money are not enough to buy food	11,7	8,1	77,7	2,5	<b>530</b>
	Money are enough for food, but cloth purchase causes financial difficulties	8,9	10,4	79,0	1,7	<b>1489</b>
	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	11,5	11,2	75,1	2,2	<b>1639</b>
	We can easily buy durable goods, but to buy really expensive things is problematic	20,8	9,7	67,8	1,7	<b>236</b>
	Refused to answer/ difficult to answer	13,4	11,4	69,2	6,0	<b>201</b>
Region	West of Ukraine	17,5	10,8	69,5	2,2	<b>954</b>
	Center of Ukraine	13,7	12,5	71,7	2,2	<b>1207</b>
	South-East of Ukraine	6,5	9,0	82,2	2,3	<b>1940</b>

# AWARENESS LEVEL OF POSSIBILITY TO VOTE AT HOME OR AT HOSPITAL IN CASE OF DISEASE

3. How do you think one can provide possibility to vote at home or at hospital in case of disease, if you temporary lost ability to move, (%)

	One had to call personally to the district election commission and make oral request	One had to address written request to the district election commission (personally, per post or by trustees)	One had to address written request to the district election commission, also statement from medical institute (personally, per post or by trustees)	Difficult to answer	Database	
Main career	Head of organization/ structural department	4,2	39,6	43,8	12,5	48
	Entrepreneur	12,1	19,1	36,2	32,6	141
	Specialist	8,2	25,7	35,3	30,8	1146
	Official	10,9	25,2	40,6	23,3	377
	Technical staff	11,7	31,7	32,7	23,9	205
	Pensioner, disabled	11,7	25,1	36,8	26,3	1257
	Student	9,5	23,9	34,7	32,0	222
	Housewife, maternity leave	12,3	22,5	34,8	30,5	325
	Without certain job, unemployed	16,9	22,1	33,4	27,6	308
	Refused to answer/ Difficult to answer	10,6	21,3	42,6	25,5	47
Financial position	We hardly make both ends meet, money are not enough even to buy food	11,7	8,1	77,7	2,5	530
	Money are enough for food, but cloth purchase causes financial difficulties	8,9	10,4	79,0	1,7	1489
	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	11,5	11,2	75,1	2,2	1639
	We can easily buy durable goods, but to buy really expensive things is problematic	20,8	9,7	67,8	1,7	236
	Refused to answer/ Difficult to answer	13,4	11,4	69,2	6,0	201



# AWARENESS LEVEL OF POSSIBILITY TO VOTE AT HOME OR AT HOSPITAL IN CASE OF DISEASE

3. How do you think one can provide possibility to vote at home or at hospital in case of disease, if you temporary lost ability to move?, (%)

		One had to call personally to the district election commission and make oral request	One had to address written request to the district election commission (personally, per post or by trustees)	One had to address written request to the district election commission, also statement from medical institute (personally, per post or by trustees)	Difficult to answer	Darabasa
Settlement status	Regional center	12,0	20,9	33,9	33,2	900
	City	11,7	26,5	32,3	29,6	1931
	Village	8,9	25,7	43,6	21,7	1270
Region	West of Ukraine	7,5	26,2	46,9	19,4	954
	Center of Ukraine	11,0	23,9	35,2	29,9	1207
	South-East of Ukraine	12,4	25,2	31,5	30,9	1940
Participation in elections to Verkhovna Rada on 28 October 2012	Yes	7,5	26,2	46,9	19,4	3194
	No	11,0	23,9	35,2	29,9	852
	Refused to answer	12,4	25,2	31,5	30,9	55

# AWARENESS SOURCES OF POSSIBILITY TO VOTE AT HOME OR AT HOSPITAL IN CASE OF DISEASE

4. Please, tell, how you have got information what to do in case of necessity to vote at home or at hospital?, (%)

	Age					Education					Marital status				
	18 - 25 years	26 - 35 years	36 - 45 years	46 - 55 years	Over 55 years	Elementary/ uncompleted secondary	Secondary	Specialized secondary	Uncompleted higher/ higher	Refused to answer	Single	Married, also civil marriage	Divorced	Widow/ widower	Refused to answer
From posters on election station	9,9	8,4	10,3	12,3	9,3	6,6	7,8	11,5	10,7	8,1	8,2	10,9	8,6	9,0	3,3
From posters at hospital, health centers	1,7	1,9	0,8	3,0	2,5	2,9	2,2	1,9	2,1	0,0	2,4	1,8	1,7	2,9	3,3
From posters in post offices	1,7	2,9	2,6	1,2	2,0	1,5	2,6	2,0	1,9	0,0	2,2	2,2	0,9	1,7	4,9
From posters at universities, colleges, dormitories	4,2	0,6	0,4	0,2	0,1	0,7	0,8	0,3	1,5	0,0	3,3	0,5	0,0	0,0	0,0
From posters on the cars, railway stations	1,0	1,5	1,0	1,2	1,0	0,7	1,6	0,9	1,0	0,0	1,3	1,1	0,9	0,9	1,6
From posters in other places, do not remember where exactly	7,7	6,9	7,7	6,3	6,2	3,6	6,4	7,1	7,5	8,1	8,0	7,2	5,6	4,1	8,2
From leaflets at hospital	0,7	1,0	1,0	1,2	1,5	0,7	0,9	1,4	1,2	0,0	0,7	1,1	1,3	1,7	3,3
Radio advertising	4,5	3,1	5,6	4,8	7,3	3,6	5,4	5,5	5,1	16,2	5,1	5,4	4,7	5,5	8,2
Internet advertising	10,7	5,0	4,0	2,4	0,5	1,5	2,0	2,5	7,0	2,7	7,1	3,4	2,6	0,9	3,3
Friend, relatives, who have already used this possibility told me	9,2	10,1	11,3	10,1	14,3	13,9	13,4	12,0	9,3	5,4	9,1	11,4	12,9	16,6	4,9
Friends, relatives who have heard something about it told me	35,2	36,5	31,2	33,3	36,9	38,0	37,1	36,3	30,7	32,4	33,1	34,7	37,3	36,3	41,0
Information from employees at election station	6,7	10,7	9,7	11,3	11,1	20,4	12,3	8,3	8,9	8,1	7,6	10,4	8,6	14,2	8,2
Other	11,9	10,1	18,5	14,9	14,5	10,2	10,7	14,3	18,2	13,5	11,1	14,5	17,2	14,8	11,5
Difficult to answer	16,6	21,4	19,2	18,5	13,5	13,1	17,6	16,9	18,1	13,5	19,1	17,5	17,2	12,5	19,7
<b>Database</b>	<b>403</b>	<b>523</b>	<b>504</b>	<b>504</b>	<b>1004</b>	<b>137</b>	<b>859</b>	<b>1078</b>	<b>841</b>	<b>37</b>	<b>450</b>	<b>1864</b>	<b>233</b>	<b>344</b>	<b>61</b>

# AWARENESS SOURCES OF POSSIBILITY TO VOTE AT HOME OR AT HOSPITAL IN CASE OF DISEASE

4. Please, tell, how you have got information what to do in case of necessity to vote at home or at hospital?, (%)

	Financial position					Settlement status			Region			Participation in elections to VR		
	We hardly make both ends meet, money are not enough even to buy food	Money are enough for food, but cloth purchase causes financial difficulties	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	We can easily buy durable goods, but to buy really expensive things is problematic	Refused to answer/ Difficult to answer	Regional center	City	Village	West of Ukraine	Center of Ukraine	South-East of Ukraine	Yes	No	Refused to answer
Posters on election station	6,2	9,5	11,3	10,9	11,2	9,3	10,3	9,8	11,8	9,0	9,4	10,8	5,8	10,3
Posters at hospital, health centers	1,8	1,9	2,2	1,1	4,7	2,5	1,7	2,3	3,3	1,4	1,8	2,2	1,4	5,1
Posters in post offices	2,1	1,9	2,3	1,7	2,8	1,3	2,4	2,1	2,3	2,5	1,7	2,0	2,0	10,3
Posters at universities, colleges, dormitories	0,5	0,2	1,3	1,7	1,9	1,5	0,8	0,4	0,9	0,4	1,0	0,7	0,8	5,1
Posters on the cars, railway stations	0,8	0,7	1,6	0,6	1,9	1,0	1,2	1,1	1,2	0,9	1,2	1,1	1,0	5,1
Posters in other places, do not remember where exactly	6,2	5,4	7,6	9,1	10,3	6,7	7,5	6,0	6,9	6,9	6,8	6,9	6,2	12,8
Leaflets at hospital	1,6	1,5	0,7	1,7	0,9	0,7	1,3	1,3	0,5	1,2	1,5	1,2	0,8	0,0
Radio advertising	5,5	5,1	5,5	8,0	2,8	6,8	5,0	5,0	5,5	6,9	4,4	5,6	4,4	7,7
Internet advertising	0,8	2,6	4,5	9,7	3,7	5,5	4,3	1,5	3,4	4,3	3,3	3,4	4,4	7,7
Friend, relatives, who have already used this possibility told me	13,2	11,8	10,7	12,6	12,1	12,2	11,3	11,8	9,0	11,6	13,1	11,6	11,1	17,9
Friends, relatives who have heard something about it told me	35,8	37,1	34,1	26,9	33,6	34,0	32,9	38,4	37,2	33,9	34,4	34,7	36,7	30,8
Employees at election station	11,7	11,2	9,7	8,6	4,7	7,3	8,7	14,1	9,9	10,7	10,2	10,6	8,7	7,7
Other	15,3	14,5	13,7	16,0	7,5	17,3	15,2	10,8	10,5	15,3	15,5	15,0	10,9	5,1
Difficult to answer	13,2	15,0	19,6	17,1	28,0	19,3	19,2	13,2	17,6	18,8	16,0	15,9	23,6	12,8
<b>Database</b>	<b>385</b>	<b>1089</b>	<b>1191</b>	<b>175</b>	<b>107</b>	<b>600</b>	<b>1360</b>	<b>992</b>	<b>769</b>	<b>844</b>	<b>1339</b>	<b>2409</b>	<b>504</b>	<b>39</b>

5. Have you personally used possibility to vote at home or at hospital during these elections to Verkhovna Rada?, (%)

		Yes, I have used possibility to vote at home	Yes, I have used possibility to vote at hospital	No, I have not	Difficult to answer	Database
Age	18 - 25 years	1,0	1,2	96,3	1,5	<b>610</b>
	26 - 35 years	0,8	1,0	97,7	0,6	<b>764</b>
	36 - 45 years	1,0	0,4	98,2	0,4	<b>696</b>
	46 - 55 years	1,4	0,0	98,0	0,6	<b>658</b>
	over 55 years	8,1	1,2	90,1	0,6	<b>1349</b>
Education	Elementary/ uncompleted secondary	18,2	1,5	79,6	0,7	<b>208</b>
	Secondary	4,9	1,3	93,3	0,6	<b>1212</b>
	Specialized secondary	2,3	0,8	96,0	0,8	<b>1463</b>
	Uncompleted higher / higher	0,8	0,4	98,3	0,5	<b>1166</b>
	Refused to answer	8,1	0,0	89,2	2,7	<b>52</b>
Marital status	Single/ неодружений	2,2	1,3	95,1	1,3	<b>664</b>
	Married, also civil marriage	2,1	0,7	96,6	0,5	<b>2551</b>
	Divorced	1,7	1,3	97,0	0,0	<b>315</b>
	Widow / widower	12,5	0,9	86,4	0,3	<b>486</b>
	Refused to answer	8,2	0,0	86,9	4,9	<b>85</b>
Financial position	We hardly make both ends meet, money are not enough even to buy food	8,0	1,3	90,4	0,3	<b>530</b>
	Money are enough for food, but cloth purchase causes financial difficulties	4,7	1,3	93,4	0,6	<b>1489</b>
	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	1,0	0,4	97,6	0,9	<b>1639</b>
	We can easily buy durable goods, but to buy really expensive things is problematic	0,6	0,0	99,4	0,0	<b>236</b>
	Refused to answer / Difficult to answer	5,6	0,9	92,5	0,9	<b>201</b>

# AWARENESS LEVEL OF POSSIBILITY TO CHECK CORRECT REGISTRATION IN VOTER'S REGISTER

6. How do you think one could check his correct registration in voter's register? (%)

	Age					Education					Marital status				
	18 - 25 years	26 - 35 years	36 - 45 years	46 - 55 years	over 55 years	Elementary/ uncompleted secondary	Secondary	Specialized secondary	Uncompleted higher/ higher	Refused to answer	Single	Married, also civil marriage	Divorced	Widow / widower	Refused to answer
One had to address a request to the district election commission by location	21,3	20,6	19,8	20,2	22,0	20,7	20,6	20,8	21,4	30,8	23,3	19,9	20,6	23,9	21,2
One had to address a request to the election commission by location	45,6	51,0	52,4	55,2	52,7	48,1	49,0	54,1	52,3	50,0	45,8	53,6	52,7	49,8	49,4
One had to address a request to the department of the State registration of voters by location	16,3	13,9	17,4	14,9	12,1	8,2	13,5	14,8	15,5	17,3	14,2	15,1	13,0	10,9	15,3
Other	1,0	1,4	1,1	0,9	2,5	1,0	2,1	1,4	1,5	0,0	1,2	1,6	1,0	2,3	1,2
Difficult to answer	20,5	18,0	16,1	14,6	16,2	24,5	18,2	15,4	16,2	15,4	19,6	15,6	16,2	19,8	22,4
<b>Database</b>	<b>609</b>	<b>763</b>	<b>696</b>	<b>658</b>	<b>1348</b>	<b>208</b>	<b>1211</b>	<b>1461</b>	<b>1166</b>	<b>52</b>	<b>664</b>	<b>2548</b>	<b>315</b>	<b>486</b>	<b>85</b>

# AWARENESS LEVEL OF POSSIBILITY TO CHECK CORRECT REGISTRATION IN VOTER'S REGISTER

6. How do you think one could check his correct registration in voter's register? (%)

	Financial state					Settlement status			Region			Participation in the elections to VR		
	We hardly make both ends meet, money are not enough even to buy food	Money are enough for food, but cloth purchase causes financial difficulties	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	We can easily buy durable goods, but to buy really expensive things is problematic	Difficult to answer / refused to answer	Regional center	City	Village	West of Ukraine	Center of Ukraine	South-East of Ukraine	Yes	No	Refused to answer
One had to address a request to the district election commission by location	25,0	18,0	22,5	27,7	13,4	25,7	18,6	21,5	16,1	27,4	19,5	21,1	20,0	32,7
One had to address a request to the election commission by location	47,3	57,1	50,5	42,6	44,3	50,1	51,9	52,6	54,0	44,7	54,9	54,4	42,5	38,2
One had to address a request to the department of the State registration of voters by location	9,8	13,5	16,1	18,7	12,9	12,8	14,3	15,4	21,9	13,6	11,0	14,9	12,4	7,3
Other	3,4	1,7	1	0,9	1,5	2,1	1,3	1,7	0,5	1,4	2,2	1,6	1,2	5,5
Difficult to answer	19,8	15,4	15,3	17,4	32,5	16,4	19,0	14,2	12,9	21,2	16,2	14,4	26,2	18,2
<b>Database</b>	<b>529</b>	<b>1489</b>	<b>1638</b>	<b>235</b>	<b>201</b>	<b>899</b>	<b>1931</b>	<b>1268</b>	<b>953</b>	<b>1206</b>	<b>1939</b>	<b>3191</b>	<b>852</b>	<b>55</b>

# AWARENESS SOURCES OF POSSIBILITY TO CHECK CORRECT REGISTRATION IN VOTER'S REGISTER

7. Please, tell, from where have you got information what to do to check your correct registration in voter's register? , (%)

	Age					Education					Marital status				
	18 - 25 years	26 - 35 years	36 - 45 years	46 - 55 years	over 55 years	Elementary/ uncompleted secondary	Secondary	Specialized secondary	Uncompleted higher/ higher	Refused to answer	Single	Married, also civil marriage	Divorced	Widow / widower	Refused to answer
TV advertising	28,9	28,9	27,9	30,7	29,1	20,8	29,7	29,1	29,5	50,0	28,6	29,1	34,1	26,8	34,1
Posters at election station	5,0	4,6	5,9	6,0	5,1	3,9	3,8	6,3	5,8	3,8	4,8	5,7	5,1	4,4	1,2
Posters at hospital, health centers	2,1	2,1	2,3	2,3	2,7	3,4	2,7	2,5	1,5	1,9	2,4	1,9	3,5	3,5	3,5
Posters at post offices	0,5	0,3	0,9	1,4	0,8	0,0	0,7	1,0	0,8	0,0	0,2	0,9	1,0	0,6	1,2
Posters in institutes, colleges, dormitories	1,7	0,4	0,0	0,0	0,1	0,0	0,3	0,1	0,7	0,0	1,5	0,2	0,0	0,0	0,0
Posters on the cars, railway stations	0,0	0,3	0,0	0,5	0,4	0,0	0,3	0,2	0,3	0,0	0,0	0,4	0,0	0,0	0,0
Posters in other places, do not remember where exactly	4,0	3,6	4,3	3,8	3,2	0,0	3,5	3,9	4,3	1,9	3,2	3,9	3,8	2,9	3,5
Leaflets at hospital	0,0	0,0	0,3	0,5	0,5	1,4	0,1	0,4	0,2	0,0	0,0	0,2	0,3	1,0	0,0
Radio advertising	4,0	3,0	3,9	4,0	5,6	2,4	4,5	4,6	4,0	5,8	3,2	4,6	4,5	4,4	1,2
Internet advertising	6,3	3,4	2,7	2,0	0,9	0,5	1,4	1,9	5,2	1,9	4,8	2,4	2,9	0,8	3,5
Friend, relatives, who have already used this possibility told me	6,1	6,7	9,9	8,6	10,1	8,2	10,5	8,7	6,7	1,9	6,4	9,4	6,4	9,1	4,7
Friends, relatives who have heard something about it told me	27,4	28,1	25,6	25,1	25,4	26,1	28,4	26,4	23,5	23,1	25,3	26,3	25,8	26,8	24,7
Employees at election station	5,3	7,8	9,4	8,9	10,5	14,0	9,1	9,4	6,9	3,8	5,1	9,6	8,3	9,8	7,1
Other	5,0	5,0	7,1	7,0	5,3	2,4	3,7	5,6	8,9	0,0	5,0	6,2	5,4	5,0	4,7
Difficult to answer	28,3	26,4	23,0	23,4	23,3	30,4	25,3	22,4	26,0	15,4	29,2	23,9	22,3	24,3	20,0
Database	605	759	695	654	1342	207	1203	1453	1164	52	661	2538	314	481	85

# AWARENESS SOURCES OF POSSIBILITY TO CHECK CORRECT REGISTRATION IN VOTER'S REGISTER

7. Please, tell, from where have you got information what to do to check your correct registration in voter's register? , (%)

	Financial status					Settlement status			Region			Participation in the elections to VR		
	We hardly make both ends meet, money are not enough even to buy food	Money are enough for food, but cloth purchase causes financial difficulties	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	We can easily buy durable goods, but to buy really expensive things is problematic	Refused to answer / Difficult to answer	Regional center	City	Village	West of Ukraine	Center of Ukraine	South-East of Ukraine	Yes	No	Refused to answer
TV advertising	29,9	29,2	29,2	32,2	24,9	31,0	30,4	26,2	27,1	24,7	33,1	30,6	23,2	43,6
Posters at election station	4,6	4,5	5,9	9,3	3,0	4,0	6,5	4,3	5,1	5,8	5,0	5,9	3,0	1,8
Posters at hospital, health centers	2,9	2,1	2,3	2,5	3,0	2,0	2,7	2,1	2,5	2,5	2,2	1,9	3,8	7,3
Posters at post offices	0,8	0,5	1,0	0,8	0,5	0,9	0,8	0,6	1,0	0,6	0,7	0,8	0,7	0,0
Posters in institutes, colleges, dormitories	0,0	0,1	0,5	1,7	0,5	0,2	0,3	0,5	0,6	0,2	0,3	0,3	0,4	1,8
Posters on the cars, railway stations	0,2	0,1	0,5	0,0	0,0	0,1	0,2	0,5	0,6	0,1	0,2	0,3	0,2	0,0
Posters in other places, do not remember where exactly	2,5	3,2	4,6	3,0	3,5	3,0	3,4	4,5	4,0	5,9	2,1	3,9	2,8	3,6
Leaflets at hospital	0,2	0,2	0,4	0,4	0,0	0,4	0,3	0,2	0,6	0,1	0,3	0,3	0,2	0,0
Radio advertising	3,6	4,2	4,8	5,9	0,5	3,6	4,1	5,1	5,4	6,6	2,3	4,8	2,4	1,8
Internet advertising	0,8	1,6	3,5	7,6	2,5	3,7	3,4	0,8	2,6	2,8	2,6	2,6	2,4	7,3
Friend, relatives, who have already used this possibility told me	9,9	9,1	8,2	5,1	7,0	7,9	8,6	8,8	5,4	8,0	10,5	9,1	6,4	7,3
Friends, relatives who have heard something about it told me	21,7	28,8	27,4	19,1	16,9	24,9	23,9	30,4	27,9	26,1	25,3	25,9	27,8	14,5
Employees at election station	8,6	10,3	8,3	6,8	3,5	6,2	7,6	12,3	9,3	9,4	8,0	9,8	5,0	5,5
Other	5,1	5,6	5,9	8,5	5,0	7,0	6,3	4,2	4,3	7,0	5,8	6,4	3,7	5,5
Difficult to answer	26,1	22,1	23,9	24,2	45,3	25,5	25,8	22,2	22,0	27,9	23,8	22,3	33,8	18,2
<b>Database</b>	<b>525</b>	<b>1478</b>	<b>1633</b>	<b>236</b>	<b>201</b>	<b>898</b>	<b>1920</b>	<b>1261</b>	<b>953</b>	<b>1193</b>	<b>1933</b>	<b>3179</b>	<b>845</b>	<b>55</b>



# AWARENESS LEVEL OF POSSIBILITY TO CHECK CORRECT REGISTRATION IN VOTER'S REGISTER

8. Have you personally checked your correct registration in voter's register before the elections to Verkhovna Rada?, (%)

	Settlement status			Participation in the elections to VR		
	Regional center	City	Village	Yes	No	Refused to answer
Yes, I have	13,0	9,6	15,3	15,1	5,9	7,3
No, I have not	86,1	88,7	82,5	83,6	90,6	89,1
Difficult to answer	0,9	1,7	2,3	1,3	3,5	3,6
Database	<b>900</b>	<b>1931</b>	<b>1270</b>	<b>3194</b>	<b>852</b>	<b>55</b>

# AWARENESS LEVEL OF WAYS OF OWN VOTING RIGHTS PROTECTION

9. Please, specify where one had to address a claim in case of his voting rights breaking?, (%)

	Age					Education					Marital status				
	18 - 25 years	26 - 35 years	36 - 45 years	46 - 55 years	over 55 years	Elementary/ uncompleted secondary	Secondary	Specialized secondary	Uncompleted higher/ higher	Refused to answer	Single	Married, also civil marriage	Divorced	Widow / widower	Refused to answer
To prosecutor's office	8,9	9,0	10,9	10,6	8,2	9,1	8,6	9,2	10,4	9,6	8,7	9,8	11,4	7,2	5,9
To police	12,0	9,9	10,6	9,3	8,8	9,1	11,0	10,6	8,3	3,8	11,3	10,4	7,0	7,8	8,2
To the court	29,0	29,1	30,9	32,5	29,3	19,2	27,7	30,7	33,6	26,9	28,8	30,4	35,2	26,5	28,2
To the Central Election Commission (CEC)	14,3	16,6	16,5	16,7	15,7	8,2	14,9	16,8	17,5	13,5	14,5	16,5	15,6	16,0	14,1
To the election commission of higher level	7,2	10,1	10,1	9,7	8,5	3,4	9,4	8,8	10,2	7,7	8,9	9,3	9,2	8,8	4,7
To representatives of the party	4,3	3,9	4,3	6,2	5,3	3,8	4,1	4,9	5,8	3,8	3,9	5,1	5,4	5,1	2,4
To representatives of public organizations observing the elections	10,3	12,4	12,1	15,0	12,6	12,0	10,8	14,8	11,2	19,2	11,3	12,8	11,7	12,8	14,1
Other	2,3	2,0	2,3	2,6	3,0	3,4	3,1	2,6	1,7	1,9	1,4	2,9	2,2	2,7	2,4
Difficult to answer	32,8	29,6	26,3	23,7	30,0	46,2	30,1	26,6	26,4	32,7	31,8	26,7	28,6	32,9	38,8
<b>Database</b>	<b>610</b>	<b>764</b>	<b>695</b>	<b>658</b>	<b>1348</b>	<b>208</b>	<b>1212</b>	<b>1462</b>	<b>1165</b>	<b>52</b>	<b>664</b>	<b>2549</b>	<b>315</b>	<b>486</b>	<b>85</b>

# AWARENESS LEVEL OF WAYS OF OWN VOTING RIGHTS PROTECTION

9. Please, specify where one had to address a claim in case of his voting rights breaking?, (%)

	Financial status					Settlement status			Region			Participation in the elections to VR		
	We hardly make both ends meet, money are not enough even to buy food	Money are enough for food, but cloth purchase causes financial difficulties	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	We can easily buy durable goods, but to buy really expensive things is problematic	Refused to answer / Difficult to answer	Regional center	City	Village	West of Ukraine	Center of Ukraine	South-East of Ukraine	Yes	No	Refused to answer
To prosecutor's office	9,6	8,7	10,1	11,4	6,0	8,3	9,6	9,8	9,9	10,9	8,1	8,9	10,7	14,5
To police	9,5	9,3	10,8	13,1	4,5	8,8	8,3	13,2	17,6	7,2	7,8	10,2	9,3	5,5
To the court	23,8	30,4	31,5	34,7	27,4	30,9	31,2	27,7	32,6	31,2	28,0	31,8	23,6	29,1
To the Central Election Commission (CEC)	15,9	15,2	16,3	18,6	15,9	14,6	16,0	17,0	14,1	16,5	16,6	16,7	13,0	21,8
To the election commission of higher level	6,8	9,3	9,8	13,1	3,0	7,7	8,7	10,7	9,1	12,3	7,1	9,5	7,2	14,5
To representatives of the party	6,0	4,5	5,1	5,1	2,0	2,6	5,3	5,8	1,7	8,0	4,4	5,5	2,7	1,8
To representatives of public organizations observing the elections	12,7	13,0	13,1	9,7	7,5	9,7	13,8	12,5	9,3	17,0	11,3	13,5	8,8	12,7
Other	2,8	3,2	2,0	2,5	1,0	2,3	1,5	4,3	2,4	3,3	2,1	2,5	2,5	5,5
Difficult to answer	31,8	29,1	26,1	22,0	45,8	31,8	29,4	25,3	23,2	28,6	31,4	26,5	37,1	21,8
Database	<b>529</b>	<b>1489</b>	<b>1638</b>	<b>236</b>	<b>201</b>	<b>900</b>	<b>1930</b>	<b>1269</b>	<b>953</b>	<b>1207</b>	<b>1939</b>	<b>3192</b>	<b>852</b>	<b>55</b>

# AWARENESS SOURCES OF WAYS OF OWN VOTING RIGHTS PROTECTION

10. Please, specify from where have you got information where to address a claim in case of his voting rights breaking?, (%)

	Age					D1. Education					Marital status				
	18 - 25 years	26 - 35 years	36 - 45 years	46 - 55 years	over 55 years	Elementary/ uncompleted secondary	Secondary	Specialized secondary	Uncompleted higher/ higher	Refused to answer	Single	Married, also civil marriage	Divorced	Widow / widower	Refused to answer
Posters at election station	9,8	10,1	9,2	13,2	10,0	8	9,3	10,7 b	11,2	11,4	10,8	10,5	9,3	10,2	7,7
Posters by district election commissions	3,9	4,3	6,5	5,6	5,1	2,7	5,1	6,0	4,4	8,6	5,1	5,2	4,9	4,9	5,8
Friend, relatives, who have already used this possibility told me	8,0	8,0	7,8	6,6	8,3	8,0	9,7	7,9	6,1	2,9	8 c	8,1 c	5,3	8,0	5,8
Friends, relatives who have heard something about it told me	36,6	35,2	32,9	32,7	38,2	39,3	40,0	36,1	29,9	28,6	36,3	34,5	37,3	37,8	38,5
Employees at election station	7,8	10,1	11	9,6	11,5a	14,3	10,0	9,6	11,0	5,7	7,7	10,1	12,9	13,5	7,7
Other SPECIFY	13,9	14,9	18,0	16,0	14,0	8,0	11,5	14,6	20,6	17,1	13,3	15,5	17,3	14,5	19,2
Difficult to answer	25,4	24,0	23,7	24,8	21,8	24,1	23,0	22,7	25,0	25,7	23,9	24,5	21,3	20	19,2
Database	<b>410</b>	<b>537</b>	<b>511</b>	<b>501</b>	<b>944</b>	<b>112</b>	<b>846</b>	<b>1074</b>	<b>855</b>	<b>35</b>	<b>452</b>	<b>1868</b>	<b>225</b>	<b>325</b>	<b>52</b>

10. Please, specify from where have you got information where to address a claim in case of his voting rights breaking?, (%)

	Financial status					Settlement status			Region			Participation in the elections to VR		
	We hardly make both ends meet, money are not enough even to buy food	Money are enough for food, but cloth purchase causes financial difficulties	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	We can easily buy durable goods, but to buy really expensive things is problematic	Refused to answer / Difficult to answer	Regional center	City	Village	West of Ukraine	Center of Ukraine	South-East of Ukraine	Yes	No	Refused to answer
Posters at election station	9,4	8,8	12,1	11,3	8,4	8,0	11,8	9,9	13,3	8,5	10	11,5	5,8	7,0
Posters by district election commissions	6,1	4,4	5,0	8,1	6,5	5,4	5,0	5,3	4,9	4,4	5,8	5,0	5,6	7,0
Friend, relatives, who have already used this possibility told me	6,9	7,8	7,9	8,6	8,4	6,2	8,7	7,6	4,1	9,4	8,9	8,0	7,1	7,0
Friends, relatives who have heard something about it told me	32,6	38,5	35,6	26,3	29,0	34,4	33,0	39,7	36,3	35,3	35,1	35,3	37,4	20,9
Employees at election station	15,2	10,8	8,4	10,8	9,3	9,6	10,0	11,1	10,4	11	9,7	11,1	6,7	11,6
Other	13,3	14,2	16,0	20,4	15,0	22,2	14,2	12,2	14,2	19,5	13	15,3	13,8	27,9
Difficult to answer	22,4	23,4	23,3	24,2	30,8	22,7	25,3	21,6	22,3	23,2	24,5	22,1	30,0	25,6
<b>Database</b>	<b>362</b>	<b>1054</b>	<b>1209</b>	<b>186</b>	<b>107</b>	<b>613</b>	<b>1361</b>	<b>948</b>	<b>732</b>	<b>861</b>	<b>1329</b>	<b>2342</b>	<b>537</b>	<b>43</b>



## **APPENDIX TO BLOCK 2**

## **AWARENESS OF THE EDUCATIONAL PROGRAM**

### **TV advertising**

- Main characteristics of Ukrainian seen TV advertising of the Educational campaign is: a middle age person (46-55 years), married or divorced, living mostly in south-eastern regions of the state.
- Among those who declared not to see this advertising, majority covers people with elementary/ uncompleted secondary education who more often than other did not take part in voting. They mostly live in the West of Ukraine.
- The trailer «Make your choice» was mostly memorable for young Ukrainians (18-25 years), also people of the middle age (46-55 years), married. Share of people with elementary education in this group is smaller than among people of another educational level. They mostly live in cities and villages, they are also more likely to take part in the elections to VR on 28 October 2012.
- Trailer «Protection of your voting rights» was predominantly seen by young people of 18-25 years, who refused to answer the question about their education and marital status. For the most part they live in countryside.
- Trailer «Checking mechanisms of correct registration in voter's register» was also mostly mentioned by younger age groups, single or married.
- The most difficulties to recollect abovementioned trailers caused by elderly people – over 55 years with elementary/ uncompleted secondary education and low income. Among those who have not seen TV advertising, the majority belongs to young and middle-aged people – from 26 to 45 years, living in the West of Ukraine.

### **Audience of TV channels**

- According to TV channels broadcasted abovementioned advertising, one should mention the audience of Pershyi Natsionalnyi channel consists of people of the middle and elderly age – over 46 years who mostly live in villages of the western regions of the state.
- TV advertising on the channel «1+1» was mostly seen by young respondents (18-25 years) and people over 55. Inter is being watched by citizens of middle income (purchase of durable things is difficult), living in south-eastern regions.
- Advertising on regional TV channels was mentioned by single young people, living in the central and south-eastern regions.

**AWARENESS OF THE EDUCATIONAL PROGRAM****Radio advertising**

- Radio advertising of the Educational campaign was mostly listened by elderly people – over 55 years living in the countryside, more often in the West and Center of Ukraine. Among those who have not heard radio advertising, significant part is people with uncompleted higher and higher education, married or single. Those told they do not listen to the radio, live mostly in the south-eastern regions of the state.

**Radio audience**

- Women, have heard radio advertising of the Educational campaign on UR-1, the First channel of the state radio company of Ukraine more often than men, also middle-aged and elderly people (over 46 years) with elementary education, very low income. They mostly live in the villages of the central and western regions. These people took part in parliamentary elections 2012.
- Audience of «Russkoe radio» - are people of specialized secondary and uncompleted higher/higher education, rather young and middle age, 13,8% of them live on the South and West of Ukraine.
- Audience of radio station «Europa Plus» consists more often of men, 18-25 years, with uncompleted higher/higher education, single. The significant part in this group did not take part in the elections.

**Internet advertising**

- Among Internet users, advertising of the Educational campaign could remember mostly young people (18-25 years) with uncompleted higher/higher education, single, living in regional centers of the western regions of the state. Men with higher education, single, living in the regional centers more often could not recollect any banners regarding voting procedure implementation, of how not to yield to the pressure and bribery of voters. According to the investigation was cleared they more often than others did not take part in the elections on 28 October 2012.
- Audience of those who are not Internet users consists of elderly women (over 55 years), with elementary and secondary education, living mostly in the countryside.
- By the demonstration of advertising banners of the Educational campaign, they were mostly recollected by young people (18-25 years), with higher education, single. Their financial status could be characterized as middle and. They mostly live on the West of the state, they also took part in the elections 2012.



## **AWARENESS OF THE EDUCATIONAL PROGRAM**

### **Internet advertising**

- Most often banners could not be recollected by Internet users of young and middle age (from 26 to 45 years), married, with low and very low income. Significant part of them did not take part in the elections.

### **Audience of Internet sites**

- Taking into account the fact, advertising of the Educational campaign was remembered for the best by the participants of the social «Vkontakte», it should be mentioned significant part of them are young people – 18-25 years with uncompleted higher/higher education who most probably live in the central and western regions of Ukraine. Audience of Facebook users mostly covers citizens of the central regions. Social net Google Plus is formed by people more often living in the countryside, with middle income.

### **Awareness level of advertising posters**

- Among those who have seen advertising posters of the Educational campaign prevail people of the middle and higher than middle income level, most often they live in the western regions and participated in parliamentary elections. Advertising posters were not seen by people of low and very low income, married, also single. They mostly live in the south-eastern regions and did not participate in the elections.
- Poster «Check yourself in the voter's register» was mostly remembered by people of middle income level, with specialized secondary education, married, mainly living in the villages of the western regions of Ukraine. Among them significant part belongs to students and officials. They mostly took part in the elections.
- The poster «Provide possibility to vote by location» drew attention of young people and people in the age of 46-55 years, middle income who also took part in the elections.
- Poster «Protect your voting rights» is known to married people with income level middle and more than middle. Significant part of this group belongs to the heads of organizations and officials, also to people living in the West.
- Poster «Protect your voice» was recollected by people at the moment married or single, of middle or higher than middle income, mostly specialists and officials. Most probably these people took part in the elections.
- The posters of the Educational campaign were not mentioned by people of elderly age group with not very high educational level. Significant part among them is pensioners, citizens of the central regions of the South and East of Ukraine. Among people declared they have not seen posters, significant part did not take part in the elections.

## **AWARENESS OF THE EDUCATIONAL PROGRAM**

### **Places where posters were seen**

- Regarding the places where people saw advertising posters of the Educational campaign, it should be mentioned, by election station, election commission where posters were seen by the majority of voters (30,6%), most often they were recollected by people with secondary special or uncompleted higher/ higher education, more often of middle and high income level. These were citizens of the western and central regions of Ukraine.
- On the stands, trees, subways and other places posters were mainly remembered by people with specialized secondary education, at the same time significant part of them belongs to housewives and people without certain job. They mostly live in the West of Ukraine.
- The posters in the institutions are logically known by the students, although interesting to mention among those who have seen posters significant part did not take part in the elections (16,9%).
- Posters, distributed on the streets drew attention of the young people with uncompleted higher / higher education, they mostly live in the central regions of the state.
- Posters stucked on the porches were recollected by Ukrainians of the regional centers of the South and the East of Ukraine, with high income level.

### **Advertising leaflets**

- Among those who have seen advertising leaflets of the Educational campaign, significant part belongs to the people of the middle income level, there are many entrepreneurs among them (15,6%), also inhabitants of the West of Ukraine.
- Advertising leaflets were not seen by the citizens of countryside who did not take part in the elections.
- Leaflet «Check yourself in voter's register» was recollected by the people with specialized secondary education, taken part in the elections, living mostly in the West or Center of Ukraine. People with not high level of education often did not see this leaflet.
- Among those who have seen the leaflet «Provide possibility to vote by location» at hospital, significant part belongs to the people over 55 years, widow / widower, living in the western regions of the state. At other places besides hospitals, this leaflet was seen by the citizens of the South and East of Ukraine.

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ TV ADVERTISING

12. Have you seen TV advertising of voting procedure implementation, how not to yield pressure and voter's bribery and how to check your correct registration in the voter's register?, (%)

		Yes, I have	No, I have not	I do not watch TV	Difficult to answer	Databas e
Age	18 - 25 years	43,0	43,1	7,5	6,4	<b>610</b>
	26 - 35 years	43,2	44,9	4,7	7,2	<b>764</b>
	36 - 45 years	40,4	46,8	5,7	7,0	<b>696</b>
	46 - 55 years	47,3	39,2	5,9	7,6	<b>658</b>
	Over 55 years	39,1	43,2	6,7	10,9	<b>1349</b>
Education	Elementary/ uncompleted secondary	24,5	51,9	9,6	13,9	<b>208</b>
	Secondary	41,7	42,8	7,2	8,3	<b>1212</b>
	Specialized secondary	43,2	44,0	5,1	7,7	<b>1463</b>
	Uncompleted higher/ higher	43,5	42,8	6,0	7,7	<b>1166</b>
	Refused to answer	55,8	21,2	3,8	19,2	<b>52</b>
Marital status	Single	37,0	46,2	8,3	8,4	<b>664</b>
	Married, also civil marriage	44,0	43,8	5,4	6,8	<b>2551</b>
	Divorced	44,4	41,6	4,8	9,2	<b>315</b>
	Widow / widower	37,2	40,7	8,8	13,2	<b>486</b>
	Refused to answer	42,4	31,8	4,7	21,2	<b>85</b>
Settlement status	Regional center	42,2	46,1	4,7	7,0	<b>900</b>
	City	42,8	40,6	6,7	9,9	<b>1931</b>
	Village	40,9	45,8	6,5	6,8	<b>1270</b>
Region	West of Ukraine	41,7	46,3	6,9	5,0	<b>954</b>
	Center of Ukraine	38,4	43,9	5,2	12,4	<b>1207</b>
	South-East of Ukraine	44,5	41,7	6,4	7,4	<b>1940</b>
Participation in elections to VR	Yes	45,1	41,3	5,6	8,0	<b>3194</b>
	No	29,8	52,5	8,7	9,0	<b>852</b>
	Refused to answer	58,2	29,1	0,0	12,7	<b>55</b>

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ TV ADVERTISING

13. Please, recollect, whether you have seen this TV advertising?, (%)

	Age					Education					Marital status				
	18 - 25 years	26 - 35 years	36 - 45 years	46 - 55 years	over 55 years	Elementary/ uncompleted secondary	Secondary	Specialized secondary	Uncompleted higher/ higher	Refused to answer	Single	Married, also civil marriage	Divorced	Widow / widower	Refused to answer
Yes, I have seen the trailer "Make your choice" (card13.1)	29,1	25,0	23,7	29,2	21,6	12,2	25,9	25,8	24,6	32,7	22,3	26,4	21,1	22,1	30,0
Yes, I have seen the trailer "Protect your voting rights" (card13.2)	25,0	22,8	21,5	17,5	19,5	17,6	22,7	20,8	19,0	38,8	21,2	20,6	21,7	19,2	35,0
Yes, I have seen the trailer "Checking mechanism of registration in voter's register" (card13.3)	13,8	12,7	11,6	9,9	11,1	7,4	12,5	12,1	10,8	18,4	12,0	12,2	9,0	9,0	20,0
Yes, I have seen another trailer	9,0	6,6	8,1	8,9	8,1	8,5	6,9	8,4	9,2	2,0	7,1	8,1	9,7	9,5	3,8
No, I have not seen	48,9	53,2	55,1	48,0	52,0	58,0	49,8	52,6	52,1	32,7	53,9	51,6	52,2	51,7	33,8
Difficult to answer	4,1	5,0	4,0	6,0	8,8	9,6	6,5	5,3	5,8	14,3	5,1	5,4	6,0	8,6	21,3
Database	564	725	655	617	1256	188	1124	1385	1093	49	609	2408	299	443	80

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ TV ADVERTISING

13. Please, recollect, whether you have seen this TV advertising?, (%)

	Financial status					Settlement status			Region			Participation in the elections to Verkhovna Rada		
	We hardly make both ends meet, money are not enough even to buy food	Money are enough for food, but cloth purchase causes financial difficulties	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	We can easily buy durable goods, but to buy really expensive things is problematic	Refused to answer / Difficult to answer	Regional center	City	Village	West of Ukraine	Center of Ukraine	South-East of Ukraine	Yes	No	Refused to answer
Yes, I have seen the trailer "Make your choice" (card13.1)	20,0	25,3	25,4	27,1	27,9	18,6	27,2	26,0	23,8	26,5	24,5	26,3	18,6	38,9
Yes, I have seen the trailer "Protect your voting rights" (card13.2)	17,5	21,4	21,3	19,0	25,3	16,9	21,9	22,4	20,5	19,4	22,1	21,4	18,6	27,8
Yes, I have seen the trailer "Checking mechanism of registration in voter's register" (card13.3)	8,5	12,0	13,0	10,4	9,5	9,5	12,0	12,9	13,1	10,8	11,7	12,0	9,7	24,1
Yes, I have seen another trailer	8,3	7,3	9,3	7,2	4,7	11,0	7,4	7,1	6,5	7,5	9,2	8,6	6,1	7,4
No, I have not seen	53,2	52,8	50,8	49,3	48,9	56,7	48,4	53,0	57,2	49,7	50,1	49,9	59,7	35,2
Difficult to answer	8,9	5,7	5,0	7,2	9,5	7,1	7,0	4,0	3,2	7,2	6,8	6,1	5,2	16,7
<b>Database</b>	<b>496</b>	<b>1395</b>	<b>1533</b>	<b>221</b>	<b>190</b>	<b>856</b>	<b>1802</b>	<b>1181</b>	<b>888</b>	<b>1140</b>	<b>1811</b>	<b>3010</b>	<b>775</b>	<b>54</b>

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ TV ADVERTISING

14. What channel broadcasted this advertising?, (%)

	Age					Education					Marital status				
	18 - 25 years	26 - 35 years	36 - 45 years	46 - 55 years	over 55 years	Elementary/ uncompleted secondary	Secondary	Specialized secondary	Uncompleted higher/ higher	Refused to answer	Single	Married, also civil marriage	Divorced	Widow / widower	Refused to answer
Pershyi Natsionalnyi (First National)	19,5	24,8	22,7	27,2	29,0	28,3	27,3	24,7	21,0	65,4	23,1	26 c	20	21,5	52,8
Channel 1+1	42,9	35,6	31,6	35,3	39,4	41,7	34,9	38,2	36,8	57,7	38,6	35,8	38,4	36,0	69,4
Inter	35,0	32,7	35,7	38,2	32,4	33,3	28,2	36,1	37,0	73,1	32,7	34,0	31,2	36,6	61,1
Regional TV-channels	15,0	12,5	11,5	11,7	9,7	5,0	8,4	13,1	12,3	50,0	16,3	10,4	9,6	8,1	44,4
Other SPECIFY	10,2	7,6	7,4	4,9	7,0	11,7	6,1	7,1	8,4	3,8	8,4	7,6	4,8	7,0	0,0
Do not remember /Difficult to answer	26,3	32,7	33,5	30,7	28,5	18,3	34,7	29	29,7	11,5	27,5	31,8	32,0	27,3	13,9
Database	<b>266</b>	<b>303</b>	<b>269</b>	<b>283</b>	<b>487</b>	<b>60</b>	<b>490</b>	<b>579</b>	<b>462</b>	<b>26</b>	<b>251</b>	<b>1033</b>	<b>125</b>	<b>172</b>	<b>36</b>

14. What channel broadcasted this advertising?, (%)

	Financial status					Settlement status			Region		
	We hardly make both ends meet, money are not enough even to buy food	Money are enough for food, but cloth purchase causes financial difficulties	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	We can easily buy durable goods, but to buy really expensive things is problematic	Refused to answer / Difficult to answer	Regional center	City	Village	West of Ukraine	Center of Ukraine	South-East of Ukraine
Pershyi Natsionalnyi (First National)	21,5	27,7	23,9	27,8	25,3	26,1	23,0	28,3	39,1	20,8	21,7
Channel 1+1	33,3	36,5	40,4	32	30,4	32,9	38,4	37,9	34,8	40,3	36,4
Inter	30,6	31,5	38,7	30,9	31,6	31,6	36,3	33,2	29,5	35,6	36,0
Regional TV-channels	12,4	10,9	12,3	6,2	19,0	12,4	12,3	10,5	7,6	11,9	13,5
Other SPECIFY	9,7	8,1	6,5	7,2	2,5	12,1	5,8	6,7	5,7	8,6	7,2
Do not remember /Difficult to answer	30,6	30,1	28,2	35,1	43,0	30	31,3	28,7	27,5	30,9	31,1
Database	<b>186</b>	<b>578</b>	<b>674</b>	<b>97</b>	<b>79</b>	<b>307</b>	<b>804</b>	<b>506</b>	<b>353</b>	<b>486</b>	<b>778</b>

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ RADIO ADVERTISING

15. Have you heard radio advertising about voting procedure implementation, how not to yield pressure and voter's bribery, how to check your correct registration in the voter's register at how to vote at home if needed?, (%)

		Yes, I have	No, I have not	I do not listen to the radio	Difficult to answer	Datab ase
Age	18 - 25 years	13,9	28,2	51	6,9	<b>610</b>
	26 - 35 years	14,9	28,5	47,5	9	<b>764</b>
	36 - 45 years	14,2	27,3	52,2	6,3	<b>696</b>
	46 - 55 years	15,5	25,8	49,5	9,1	<b>658</b>
	over 55 years	20,5	21,3	47,4	10,7	<b>1349</b>
Education	Elementary/ uncompleted secondary	16,3	15,9	55,3	12,5	<b>208</b>
	Secondary	18,6	25,5	46,9	8,9	<b>1212</b>
	Specialized secondary	17,6	24,2	50,3	7,9	<b>1463</b>
	Uncompleted higher/ higher	12,4	28,6	50,3	8,7	<b>1166</b>
	Refused to answer	34,6	28,8	21,2	15,4	<b>52</b>
Marital status	Single	14,0	28,8	49,2	8,0	<b>664</b>
	Married, also civil marriage	16,8	26,2	49,3	7,6	<b>2551</b>
	Divorced	16,5	22,5	53,3	7,6	<b>315</b>
	Widow / widower	17,3	19,3	48,6	14,8	<b>486</b>
	Refused to answer	25,9	23,5	32,9	17,6	<b>85</b>
Settlement status	Regional center	15,7	26,9	50,6	6,9	<b>900</b>
	City	15,2	26,1	48,3	10,4	<b>1931</b>
	Village	19,4	23,5	49,5	7,6	<b>1270</b>
Region	West of Ukraine	21,6	27,1	47,4	3,9	<b>954</b>
	Center of Ukraine	18,5	27,4	41,6	12,5	<b>1207</b>
	South-East of Ukraine	12,9	23,5	54,8	8,8	<b>1940</b>
Participation in the elections to VR	Yes	18,2	24,7	48,5	8,5	<b>3194</b>
	No	10,0	28,6	52,1	9,3	<b>852</b>
	Refused to answer	23,6	21,8	41,8	12,7	<b>55</b>



# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ RADIO ADVERTISING

16. What radiochannels broadcasted this advertising? , (%)

	Sex		Age					Education					Marital status				
	male	female	18 - 25 years	26 - 35 years	36 - 45 years	46 - 55 years	over 55 years	Elementary/ uncompleted secondary	Secondary	Specialized secondary	Uncompleted higher/ higher	Refused to answer	Single	Married, also civil marriage	Divorced	Widow / widower	Refused to answer
UR-1, the First channel of the state radiocompany of Ukraine, radioreciever (subscriber)	38,4	49,6	23,5	23,7	30,3	40,2	65,0	76,5	42,9	45,5	34,5	55,6	33,3	42,4	28,8	67,9	68,2
Europa Plus	9,3	4,6	18,8	10,5	8,1	3,9	2,5	2,9	5,3	6,2	12,4	0,0	16,1	6,3	5,8	1,2	4,5
Lux FM	19,5	13,8	36,5	28,9	19,2	11,8	5,8	2,9	14,2	17,5	23,4	5,6	29,0	16,6	17,3	4,8	9,1
Retro FM	8,4	7,5	14,1	5,3	12,1	9,8	4,7	0,0	6,2	11,7	6,9	0,0	9,7	8,6	5,8	4,8	4,5
Russkoe Radio	9,3	8,9	12,9	14,0	10,1	10,8	4,3	0,0	4,4	12,1	14,5	0,0	12,9	10,0	5,8	3,6	4,5
Chanson	7,5	4,9	5,9	9,6	6,1	9,8	3,6	2,9	7,5	5,8	6,2	0,0	7,5	7,2	7,7	0,0	0,0
Other SPECIFY	9,3	8,6	9,4	12,3	12,1	4,9	7,9	5,9	10,6	8,6	7,6	11,1	7,5	9,1	15,4	6,0	9,1
Do not remember / Difficult to answer	23,7	19,6	15,3	24,6	28,3	30,4	17,0	11,8	26,1	18,7	21,4	27,8	19,4	21,4	32,7	17,9	22,7
Database	<b>333</b>	<b>347</b>	<b>85</b>	<b>114</b>	<b>99</b>	<b>102</b>	<b>277</b>	<b>34</b>	<b>226</b>	<b>257</b>	<b>145</b>	<b>18</b>	<b>93</b>	<b>429</b>	<b>52</b>	<b>84</b>	<b>22</b>

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ RADIO ADVERTISING

16. What radiochannels broadcasted this advertising? , (%)

	Financial status					Settlement status			Region			Participation in the elections to VR	
	We hardly make both ends meet, money are not enough even to buy food	Money are enough for food, but cloth purchase causes financial difficulties	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	We can easily buy durable goods, but to buy really expensive things is problematic	Refused to answer / Difficult to answer	Regional center	City	Village	West of Ukraine	Center of Ukraine	South-East of Ukraine	Yes	No
UR-1, the First channel of the state radiocompany of Ukraine, radioreciever (subscriber)	53,4	48,3	39,8	39,5	41,4	46,1	37,5	50,8	48,1	55,6	30,7	46,9	22,4
Europa Plus	5,5	6,5	6,6	14,0	6,9	9,9	7,2	4,9	2,4	7,6	10,0	6,0	12,9
Lux FM	5,5	13,9	22,0	11,6	17,2	19,9	15,0	16,7	19,9	13,9	16,3	16,2	21,2
Retro FM	0,0	7,4	10,5	4,7	10,3	6,4	8,9	7,7	7,3	10,3	6,4	6,9	15,3
Russkoe Radio	8,2	7,8	9,2	14,0	13,8	5,7	11,3	8,5	3,9	9,0	13,5	8,2	14,1
Chanson	9,6	5,7	6,6	2,3	3,4	9,9	5,1	5,3	2,4	5,4	10,0	6,0	8,2
Other	6,8	6,5	11,5	11,6	3,4	9,2	8,2	9,8	12,6	4,5	10,0	8,9	9,4
Do not remember / Difficult to answer	20,5	23,0	20,1	18,6	31,0	22,7	25,9c	15,9	18,9	17,0	27,9	20,8	25,9
Database	<b>73</b>	<b>230</b>	<b>304</b>	<b>43</b>	<b>29</b>	<b>141</b>	<b>293</b>	<b>246</b>	<b>206</b>	<b>223</b>	<b>251</b>	<b>582</b>	<b>85</b>

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ INTERNET ADVERTISING

17. Have you seen Internet advertising (banners) about voting procedure implementation, how not to yield to the pressure and bribery of voters, how to check correct registration in voter's register, to vote at home if needed and Webinars for voters?, (%)

		Yes, I have	NI, I have not	I do not use Internet	Difficult to answer	Database
Sex	male	10,9	36,4	49,7	2,9	1820
	female	8,9	31,7	56,9	2,6	2281
Age	18 - 25 years	22,5	55,6	18,0	3,9	610
	26 - 35 years	11,6	52,5	31,9	3,9	764
	36 - 45 years	10,8	45,7	40,1	3,4	696
	46 - 55 years	7,1	27,7	62,8	2,4	658
	over 55 years	3,5	9,9	85,4	1,3	1349
Education	Elementary/ uncompleted secondary	2,4	10,1	85,6	1,9	208
	Secondary	5,9	26,1	66,3	1,7	1212
	Specialized secondary	8,5	31,5	57,3	2,7	1463
	Uncompleted higher/ higher	16,6	48,9	30,8	3,7	1166
	Refused to answer	11,5	32,7	46,2	9,6	52
Marital status	Single	19,4	50,6	26,5	3,5	664
	Married, also civil marriage	8,6	34,6	54,4	2,4	2551
	Divorced	8,9	32,1	56,5	2,5	315
	Widow / widower	4,5	9,1	84,2	2,3	486
	Refused to answer	3,5	25,9d	60,0	10,6	85
Settlement status	Regional center	14,0	43,0	40,8	2,2	900
	City	9,8	35,9	50,5	3,8	1931
	Village	6,8	24,0	67,7	1,5	1270
Region	West of Ukraine	12,4	34,6	51,8	1,3	954
	Center of Ukraine	9,5	30,7	55,3	4,6	1207
	South-East of Ukraine	8,7	35,3	53,7	2,3	1940
Participation in the elections to VR	Yes	10,4	30,7	56,6	2,4	3194
	No	7,4	46,2	42,7	3,6	852
	Refused to answer	12,7	21,8	58,2	7,3	55

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ INTERNET ADVERTISING

18. Please, recollect where in Internet have you seen this advertising?, (%)

		Yes, I have	No, I have not	Difficult to answer	Database
Age	18 - 25 years	24,0	71,0	5,0	496
	26 - 35 years	15,6	77,2	7,1	518
	36 - 45 years	14,1	79,1	6,8	412
	46 - 55 years	16,1	76,0	7,9	242
	over 55 years	18,4	73,7	7,9	190
	Education	Elementary/ uncompleted secondary	17,2	65,5	17,2
Secondary		15,3	77,7	6,9	404
Specialized secondary		16,5	77,3	6,2	617
Uncompleted higher/ higher		21,2	72,8	6,0	799
Marital status	Single	22,7	71,1	6,2	484
	Married, also civil marriage	16,1	77,8	6,1	1151
	Divorced	16,9	75,7	7,4	136
	Widow / widower	25,0	63,9	11,1	72
	Refused to answer	11,8	64,7	23,5	34
Financial status	We hardly make both ends meet, money are not enough even to buy food	10,2	78,8	10,9	137
	Money are enough for food, but cloth purchase causes financial difficulties	16,2	78,3	5,5	512
	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	20,3	73,2	6,5	937
	We can easily buy durable goods, but to buy really expensive things is problematic	20,5	76,1	3,4	176
	Refused to answer / Difficult to answer	14,9	71,1	14,0	114
Region	West of Ukraine	23,0	72,4	4,6	457
	Center of Ukraine	17,2	74,6	8,1	528
	South-East of Ukraine	16,1	76,9	7,0	892
Participation in elections to VR	Tak	20,7	73,2	6,1	1371
	Hi	10,4	82,2	7,5	483

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ INTERNET ADVERTISING

19. On what sites have you seen this advertising? , (%)

		Odnoklassniki	VKontakti/ vk.com	Facebook/ facebook.com	Google Plus / Google+	Bigmir.net	Yandex.ru / yandex.ua	Ukr.net	Gismeteo.ua	From-ua.com	Voter's committee of Ukraine/ cvu.org.ua	Elections in Ukraine / electioninfo.org.ua	Your local deputee	Do not remember/ Difficult to answer	Database
Sex	Male	7,7	22,5	16,6	16,0	1,8	10,1	15,4	3,0	1,8	4,1	3,6	1,8	42,6	<b>169</b>
	Female	8,2	20,5	12,9	12,9	4,7	5,8	10,5	1,8	2,3	7,0	11,7	1,8	41,5	<b>171</b>
Age	18 - 25 years	6,7	33,6	11,8	16,0	1,7	10,1	13,4	2,5	1,7	4,2	5,9	1,7	37,8	<b>119</b>
	26 - 35 years	8,6	18,5	19,8	13,6	2,5	8,6	16,0	2,5	0,0	6,2	2,5	1,2	44,4	<b>81</b>
	36 - 45 years	15,5	13,8	15,5	10,3	3,4	1,7	12,1	1,7	3,4	6,9	10,3	3,4	46,6	<b>58</b>
	46 - 55 years	5,1	20,5	10,3	10,3	5,1	7,7	7,7	0,0	7,7	12,8	15,4	0,0	46,2	<b>39</b>
	over 55 years	2,9	2,9	17,1	17,1	8,6a	8,6	14,3	5,7	0,0	0,0	11,4	0,0	40,0	<b>35</b>
Education	Secondary	6,5	11,3	14,5	17,7	8,1c	8,1	11,3	3,2	0,0	1,6	8,1	1,6	38,7	<b>62</b>
	Specialized secondary	12,7	19,6	10,8	12,7	2,9	10,8	9,8	2,0	3,9	3,9	5,9	3,9	43,1	<b>102</b>
	Uncompleted higher/ higher	5,9	26,0	16,6	14,8	1,8	6,5	16,0	2,4	1,8	8,3	8,3	0,6	42,0	<b>169</b>
Financial status	Money are enough for food, but cloth purchase causes financial difficulties	7,2	18,1	14,5	7,2	7,2	12,0	12,0	2,4	2,4	2,4	12,0	2,4	39,8	<b>83</b>
	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	9,5	22,6	14,2	16,3	1,6	7,9	11,6	2,1	2,1	7,4	6,3	0,5	42,6	<b>190</b>
	We can easily buy durable goods, but to buy really expensive things is problematic; We can afford ourselves really expensive things	2,8	30,6	19,4	16,7	2,8	0,0	25?0	5,6	2,8	5,6	8,3	5,6	38,9	<b>36</b>
Settlement status	Regional center	3,4	18,0	12,4	9,0	0,0	5,6	13,5	1,1	1,1	3,4	7,9	0,0	48,3	<b>89</b>
	City	11,7	23,3	18,3	14,4	4,4	8,3	13,3	3,3	2,2	7,2	6,7	1,7	41,1	<b>180</b>
	Village	4,2	21,1	8,5	21,1	4,2	9,9	11,3	1,4	2,8	4,2	9,9	4,2	36,6	<b>71</b>
Region	West of Ukraine	5,7	26,7	12,4	16,2	2,9	2,9	16,2	2,9	1,9	2,9	6,7	1,9	41,0	<b>105</b>
	Center of Ukraine	12,1	34,1	23,1	5,5	1,1	14,3	17,6	1,1	1,1	11,0	6,6	3,3	34,1	<b>91</b>
	South-East of Ukraine	6,9	9,7	11,1	18,8	4,9	7,6	7,6	2,8	2,8	4,2	9,0	0,7	47,9	<b>144</b>

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ ADVERTISING POSTERS

20. Have you anywhere seen posters of how to check your registration in voter's register, how to vote at home or at hospital if needed and how to protect your voting rights? , (%)

		Yes, I have	No, I have not	Difficult to answer	Database
Marital status	Single	19,7	71,7	8,6	<b>664</b>
	Married, also civil marriage	20,3	71,2	8,5	<b>2551</b>
	Divorced	20,3	65,7	14,0	<b>315</b>
	Widow / widower	15,6	73,0	11,3	<b>486</b>
	Refused to answer	29,4	55,3	15,3	<b>85</b>
Financial status	We hardly make both ends meet, money are not enough even to buy food	12,3	73,0	14,7	<b>530</b>
	Money are enough for food, but cloth purchase causes financial difficulties	17,5	73,2	9,3	<b>1489</b>
	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	24,0	68,3	7,7	<b>1639</b>
	We can easily buy durable goods, but to buy really expensive things is problematic	26,3	64,8	8,9	<b>236</b>
	Refused to answer / Difficult to answer	14,9	74,1	10,9	<b>201</b>
Region	West of Ukraine	26,8	67,9	5,2	<b>954</b>
	Center of Ukraine	18,7	68,9	12,3	<b>1207</b>
	South-East of Ukraine	17,1	73,2	9,7	<b>1940</b>
Participation in the elections to VR	Yes	21,9	68,6	9,5	<b>3194</b>
	No	11,9	79,7	8,5	<b>852</b>
	Refused to answer	23,6	54,5	21,8	<b>55</b>

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ ADVERTISING POSTERS

21. Please, recollect if you have seen these posters?, (%)

	Age					Education					Сімейний стан				Матеріальний стан					
	18 - 25 years	26 - 35 years	36 - 45 years	46 - 55 years	over 55 years	Elementary / uncompleted secondary	Secondary	Specialized secondary	Uncompleted higher/ higher	Refused to answer	Single	Married, also civil marriage	Divorced	Widow/ widower	Refused to answer	We hardly make both ends meet, money are not enough even to buy food	Money are enough for food, but cloth purchase causes financial difficulties	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	We can easily buy durable goods, but to buy really expensive things is problematic	Refused to answer / Difficult to answer
Yes, I have seen the poster "Check yourself in the voter's register" (card 21.1)	12,7	11,8	12,4	13,4	10,7	4,3	9,9	13,9	12,9	17,6	12,7	12,1	9,5	10,5	13,1	5,9	10,2	15,6	15,7	7,0
Yes, I have seen the poster "Provide possibility to vote by location" (card 21.2)	14,5	12,1	13,2	16,0	9,7	3,9	10,0	13,8	14,9	19,6	12,3	13,1	14,0	8,8	16,7	9,1	9,9	16,6	12,7	9,0
Yes, I have seen the poster "Protect your voting rights" (card 21.3)	8,1	7,9	7,8	9,3	6,3	2,9	5,9	8,3	9,0	13,7	7,1	8,1	6,3	6,-	10,7	4,9	5,6	10,4	9,3	4,0
Yes, I have seen the poster "Protect your vote" (card 21.4)	6,4	6,2	6,8	7,8	4,9	1,4	4,6	7,0	7,6	3,9	6,4	6,6	5,4	4,1	4,8	3,2	4,4	8,8	6,8	4,0
Yes, I have seen another poster	3,0	3,3	3,5	3,5	2,6	3,4	2,7	3	3,2	7,8	2,4	3,1	3,5	2,9	4,8	3,0	3,5	2,7	3,4	2,5
No, I have not seen	67,6	66,6	67,3	63,5	71,7	83,6	71,6	66,8	64,5	37,3	68,2	68,5	63,2	71,2	53,6	73,1	71,1	63,6	64,0	73,6
Difficult to answer	5,9	7,6	5,8	6,2	7,3	4,3	6,6	6,3	6,9	23,5	6,5	5,7	10,2	8,0	15,5	8,0	6,0	6,4	6,8	10,9
Database	608	763	695	658	1344	207	1207	1462	1165	51	661	2546	315	486	84	527	1487	1636	236	201

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ ADVERTISING POSTERS

21. Please, recollect if you have seen these posters?, (%)

	Main career										Settlement status			Region			Participation in the elections to VR		
	Head of organization / structural department	Entrepreneur	Specialist	Official	Technical staff	Pensioner, disabled	Student	Housewife, maternity leave	Without certain job, unemployed	Refused to answer / Difficult to answer	Regional center	City	Village	West of Ukraine	Center of Ukraine	South-East of Ukraine	Yes	No	Refused to answer
Yes, I have seen the poster "Check yourself in the voter's register" (card 21.1)	6,3	12,1	12,8	14,9	11,2	10,1	15,4	12,9	9,4	10,9	10,6	11,3	14,0	19,1	10,0	9,7	13,3	6,9	11,1
Yes, I have seen the poster "Provide possibility to vote by location" (card 21.2)	20,8	17,0	13,4	17,2	14,1	9,1	16,3	12,6	10,7	10,9	11,4	13,6	11,8	13,6	13,8	11,3	13,6	9,3	7,4
Yes, I have seen the poster "Protect your voting rights" (card 21.3)	14,6	5,0	8,0	12,5	6,8	5,7	7,7	8,0	7,5	10,9	8,2	7	8,1	10,9	7	6,3	8,3	4,5	13,0
Yes, I have seen the poster "Protect your vote" (card 21.4)	8,3	5,7	7,3	7,7	4,9	4,9	6,3	4,9	5,9	8,7	4,9	6,4	6,7	9,0	6,2	4,7	6,8	3,4	11,1
Yes, I have seen another poster	6,3	2,8	2,6	4,5	5,4	3,3	2,3	2,2	2	2,2c	3,2	3,2	2,7	2,0	3,0	3,6	3,2	2,5	3,7
No, I have not seen	50,0	63,8	68,0	59,9	65,9	72,1	64,7	69,5	70,0	67,4	70,7	66,2	69,0	63,9	66,9	70,8	66,2	76,1	53,7
Difficult to answer	8,3	8,5	5,6	9,3	5,9	7,0	6,8	4,9	6,5	13,0	7,0	7,4	5,4	4,3	9,2	6,2	6,4	6,6	22,2
Database	48	141	1144	377	205	1253	221	325	307	46	900	1926	1266	953	1201	1938	3186	852	54



# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ ADVERTISING POSTERS

22. Where exactly have you seen these posters?, (%)

	Sex		Age					Education			Marital status				Financial status				
	male	female	18 - 25 years	26 - 35 years	36 - 45 years	46 - 55 years	over 55 years	Secondary	Specialized secondary	Uncompleted higher / higher	Single	Married, also civil marriage	Divorced	Widow / widower	We hardly make both ends meet, money are not enough even to buy food	Money are enough for food, but cloth purchase causes financial difficulties	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	We can easily buy durable goods, but to buy really expensive things is problematic	Refused to answer / Difficult to answer
By election commission, at elections stations	27,9	32,6	28,8	28,7	26,3	31,7	34,4	22,1	34,2	34,1	28,6	32,4	23,8	34,0	28,3	25,8	33,5	41,2	22,6
At district state administrations	7,8	5,9	5,0	7,7	5,9	7,0	7,5	9,2	4,1	6,9	4,8	6,7	9,5	8,2	14,1	6,8	5,9	2,9	3,2
At passport office	1,8	1,7	1,9	1,0	1,6	2,0	2,2	1,9	1,8	1,8	1,8	1,5	4,8	1,0	0,0	1,2	2,0	2,9	6,5
At the department of migration service	0,2	0,7	0,0	0,5	1,1	0,0	0,7	0,8	0,3	0,3	0,6	0,5	1,2	0,0	0,6	0,4	0,0	0,0	3,2
At registry office	1,1	0,3	0,6	0,5	1,1	0,5	0,4	1,1	0,8	0,3	0,0	0,9	0,0	1,0	0,0	0,3	1,0	0,0	3,2
In universities, colleges and other educational institutes	12,4	9,9	16,9	9,7	9,1	12,1	9,3	14,5	9,5	10,6	13,1	11,2	11,9	6,2	15,2	11,3	10,6	8,8	6,5
In dormitories	0,4	0,5	0,6	0,0	1,6	0,5	0,0	0,4	0,3	0,6	0,6	0,5	0,0	0,0	2,0	0,0	0,4	0,0	3,2
In housing offices	2,2	2,1	0,0	3,6	1,1	2,5	2,9	2,7	1,3	2,7	2,4	2,0	2,4	3,1	1,0	2,7	2,2	1,5	0,0
In Bureau of Technical Inventory	0,2	0,2	0,0	0,0	0,5	0,5	0,0	0,8	0,0	0,0	0,0	0,3	0,0	0,0	0,0	0,0	0,4	0,0	0,0
In employment center	1,3	1,2	0,0	1,0	2,7	1,5	0,7	2,3	1,3	0,6	0,0	1,5	2,4	1,0	6,1	0,0	1,4	0,0	0,0
Yat hospital, health center	3,3	6,8	3,1	4,6	3,2	5,5	8,2	2,7	5,9	5,4	2,4	5,7	4,8	9,3	5,1	5,6	5,3	4,4	3,2
On the car, railway station	4,0	3,5	2,5	4,1	2,7	4,0	4,7	4,2	4,4	2,1	3,6	4,1	1,2	3,1	3,0	3,9	4,1	1,5	3,2
In post office of Ukrposhta	5,8	5,6	6,9	4,6	3,8	6,0	6,5	8,0	4,1	5,7	7,7	5,7	3,6	5,2	3,0	5,6	5,7	10,3	3,2
On the porch	7,3	8,2	10,0	8,7	6,5	8,5	6,5	5,0	8,0	9,7	7,7	7,7	9,5	7,2	6,1	6,2	8,8	13,2	3,2
Distributed on the street	10,6	11,3	16,9	11,3	6,5	11,6	9,7	8,0	9,5	15,7	14,3	11,3	6,0	10,3	8,1	12,8	11,2	8,8	3,2
On the stands, trees, subway and other places (were stuck)	23,1	24,3	25,0	24,1	23,1	22,6	23,7	19,1	27,0	24,2	22,2	25,2	20,2	20,6	16,2	24,0	25,3	22,1	22,6
In the mailbox	6,4	6,9	3,1	8,7	8,1	5,5	7,2	6,1	8,2	6,3	2,4	6,9	9,5	11,3	5,1	8,0	7,1	1,5	0,0
Other	3,1	3,1	1,9	1,5	4,8	4,0	2,9	1,5	3,1	3,3	3,6	2,6	2,4	2,1	3,0	2,1	3,7	1,5	9,7
Do not remember/ Difficult to answer	18,0	17,7	15,0	18,5	23,1	17,1	16,5	19,8	17,7	16,9	17,3	18,3	16,7	10,3	11,1	17,5	19,8	14,7	19,4

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ ADVERTISING POSTERS

22. Where exactly have you seen these posters? , (%)

	Main career								Settlement status			Region			Participation in elections to VR	
	Entrepreneur	Specialist	Official	Technical staff	Pensioner, disabled	Student	Housewife, maternity leave	Without certain job, unemployed	Обласний центр	Місто	Село	Захід України	Центр України	Південно-Схід України	Yes	No
By election commission, at elections stations	35,9	31,4	33,9	29,3	33,2	28,6	28,0	20,8	30,2	28,2	34,6	38,6	32,5	23,7	34,2	11,5
At district state administrations	17,9	9,0	2,6	5,2	4,6	6,3	6,1	1,4	8,0	7,3	5,0	5,0	3,8	9,8	6,5	8,1
At passport office	2,6	1,3	2,6	1,7	1,5	4,8	1,2	1,4	1,5	1,6	2,2	2,6	1,7	1,1	1,7	2,0
At the department of migration service	0,0	0,3	0,9	0,0	0,0	1,6	1,2	1,4	1,0	0,4	0,3	0,3	0,3	0,7	0,5	0,7
At registry office	0,0	0,3	0,9	1,7	0,8	1,6	0,0	0,0	0,5	0,8	0,6	1,7	0,0	0,5	0,7	0,7
In universities, colleges and other educational institutes	10,3	8,7	7,0	13,8	10,8	27,0	13,4	12,5	9,5	11,0	11,8	11,6	8,7	12,1	10,0	16,9
In dormitories	0,0	0,3	0,0	0,0	0,0	0,0	1,2	2,8	0,5	0,6	0,3	0,0	0,0	1,1	0,3	0,7
In housing offices	2,6	1,7	1,7	3,4	2,7	0,0	2,4	2,8	4,5	2,0	0,9	1,7	3,8	1,4	2,4	0,7
In Bureau of Technical Inventory	0,0	0,0	0,0	0,0	0,4	0,0	1,2	0,0	0,0	0,2	0,3	0,3	0,0	0,2	0,2	0,0
In employment center	0,0	1,3	0,9	0,0	0,8	0,0	3,7	4,2	2,0	1,2	0,9	1,0	0,3	2,1	0,9	2,0
Yat hospital, health center	2,6	2,0	8,7	1,7	8,9	4,8	4,9	6,9	7,5	3,4	6,9	9,9	3,1	3,4	5,2	6,1
On the car, railway station	7,7d	2,7	2,6	0,0	5,8	4,8	2,4	2,8	1,5	2,2	7,5	5,9c	4,2	1,8	3,9	2,0
In post office of Ukrposhta	10,3	5,0	9,6	3,4	6,2	6,3	4,9	2,8	5,5	4,1	8,1	8,3b	3,5	5,3	5,8	5,4
On the porch	10,3	6,7	14,8	10,3	5,8	9,5	2,4	8,3	15,6	9,1	0,9	5,6	5,6	10,7	7,7	8,1
Distributed on the street	17,9	13,0	12,2	8,6	10,0	14,3	3,7	8,3	5,0	13,8	10,3	7,9	16,4	9,6	11,8	6,8
On the stands, trees, subway and other places (were stuck)	10,3	22,1	18,3	29,3	23,6	19,0	34,1	34,7	24,6	24,7	21,8	31,4	16,4	23,3	23,9	22,3
In the mailbox	7,7	7,4	8,7	8,6	8,1	1,6	2,4	5,6	7,0	7,9	4,7	7,3	5,6	7,1	7,0	4,7
Other	2,6	4,3	2,6	3,4	1,9	1,6	0,0	4,2	3,0	3,7	2,2	2,0	5,9	2,1	3,2	2,0
Do not remember / Difficult to answer	12,8	20,4	18,3	22,4	17,0	14,3	17,1	11,1	23,6	15,0	18,7	11,6	25,9	16,9	16,9	23,0
<b>Database</b>	<b>39</b>	<b>299</b>	<b>115</b>	<b>58</b>	<b>259</b>	<b>63</b>	<b>82</b>	<b>72</b>	<b>199</b>	<b>507</b>	<b>321</b>	<b>303</b>	<b>286</b>	<b>438</b>	<b>866</b>	<b>148</b>

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ ADVERTISING LEAFLETS

23. Have you anywhere seen the leaflets of how to vote at home or at hospital if needed? , (%)

		Yes, I have	No, I have not	Difficult to answer	Database
Marital status	Single	11,1	81,9	6,9	<b>664</b>
	Married, also civil marriage	11,2	81,9	6,9	<b>2551</b>
	Divorced	13,3	77,8	8,9	<b>315</b>
	Widow / widower	13,4	76,5	10,1	<b>486</b>
	Refused to answer	9,4	72,9	17,6	<b>85</b>
Main career	Head of organization / structural department	10,4	66,7	22,9	<b>48</b>
	Entrepreneur	15,6	70,9	13,5	<b>141</b>
	Specialist	12,0	79,8	8,2	<b>1146</b>
	Official	11,4	80,4	8,2	<b>377</b>
	Technical staff	9,8	85,9	4,4	<b>205</b>
	Pensioner, disabled	11,5	81,3	7,2	<b>1257</b>
	Student	12,2	81,1	6,8	<b>222</b>
	Housewife, maternity leave	9,5	84,9	5,5	<b>325</b>
	Without certain job, unemployed	10,4	83,4	6,2	<b>308</b>
	Other	20,0	72,0	8,0	<b>25</b>
	Refused to answer / Difficult to answer	19,1	68,1	12,8	<b>47</b>
Financial status	We hardly make both ends meet, money are not enough even to buy food	7,7	82,8	9,4	<b>530</b>
	Money are enough for food, but cloth purchase causes financial difficulties	10,4	81,9	7,7	<b>1489</b>
	Money are enough to buy food and cloth, although purchase of durable goods (TV, fridge) is of problem	13,3	80,7	6,0	<b>1639</b>
	We can easily buy durable goods, but to buy really expensive things is problematic	14,0	79,2	6,8	<b>236</b>
	Refused to answer / Difficult to answer	13,4	68,7	17,9	<b>201</b>
Settlement status	Regional center	11,9	79,1	9,0	<b>900</b>
	City	11,4	79,8	8,9	<b>1931</b>
	Village	11,7	83,4	5,0	<b>1270</b>
Region	West of Ukraine	15,5	80,9	3,6	<b>954</b>
	Center of Ukraine	11,0	76,2	12,8	<b>1207</b>
	South-East of Ukraine	10,0	83,5	6,5	<b>1940</b>
Participation in the elections to VR	Yes	12,8	79,6	7,6	<b>3194</b>
	No	6,7	86,2	7,2	<b>852</b>
	Refused to answer	18,2	61,8	20,0	<b>55</b>

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ ADVERTISING LEAFLETS

24 Please, recollect, if you have seen exactly these leaflets?, (%)

		Yes, I have seen	No, I have not seen	Difficult to answer	Database
Education	Elementary / uncompleted secondary	5,8	90,9	3,4	208
	Secondary	7,3	86,0	6,8	1212
	Specialized secondary	10,6	82,9	6,5	1463
	Uncompleted higher/ higher	9,7	84,5	5,8	1166
	Refused to answer	9,6	59,6	30,8	52
Marital status	Single	9,6	84,6	5,7	664
	Married, also civil marriage	8,9	85,1	6,0	2551
	Divorced	8,6	84,8	6,7	315
	Widow / widower	10,1	82,3	7,6	486
	Refused to answer	5,9	71,8	22,4	85
Region	West of Ukraine	11,2	85,1	3,7	954
	Center of Ukraine	10,5	81,4	8,1	1207
	South-East of Ukraine	7,2	85,9	7,0	1940
Participation in the elections to VR	Yes	10,4	83,6	6,0	3194
	No	4,3	88,3	7,4	852
	Refused to answer	7,3	70,9	21,8	55

# AWARENESS LEVEL OF ADVERTISING OF THE EDUCATIONAL CAMPAIGN/ ADVERTISING LEAFLETS

25. Where exactly have you seen these leaflets?, (%)

		At hospital, health center	Other	Difficult to answer	Database
Age	18 - 25 years	18,5	32,3	49,2	<b>65</b>
	26 - 35 years	19,7	21,3	60,7	<b>61</b>
	36 - 45 years	16,7	38,3	45,0	<b>60</b>
	46 - 55 years	17,2	32,8	50,0	<b>64</b>
	over 55 years	<b>44,1</b>	<b>18,6</b>	39,0	<b>118</b>
Marital status	Single	27,0	27,0	46,0	<b>63</b>
	Married, also civil marriage	22,1	30,1	49,1	<b>226</b>
	Divorced	33,3	18,5	48,1	<b>27</b>
	Widow / widower	<b>40,8</b>	20,4	38,8	<b>49</b>
Region	West of Ukraine	<b>38,7</b>	18,9	42,5	<b>106</b>
	Center of Ukraine	18,9	29,9	53,5	<b>127</b>
	South-East of Ukraine	23,4	<b>31,4</b>	45,3	<b>137</b>