

GfK Roper Reports

International study of values
and lifestyles

GfK UKRAINE
2009





GfK Roper Reports

General information

GfK Roper Reports: General information

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People differ too much – some of them believe that tradition, morality and order are the most important for a happy society, others value freedom and individuality, some care about environment, some are interested and some may prefer just not to involve into politics. All of them have their personal lifestyle, values, concerns and political preferences.

Within the groups with a similar socio-demographic structure one can find out people with very differing value orientations which determine different political orientations. Understanding of these basic values is the pillar for successful mobilization of political support and establishing a stable connection with a voter.

IF YOU WANT:

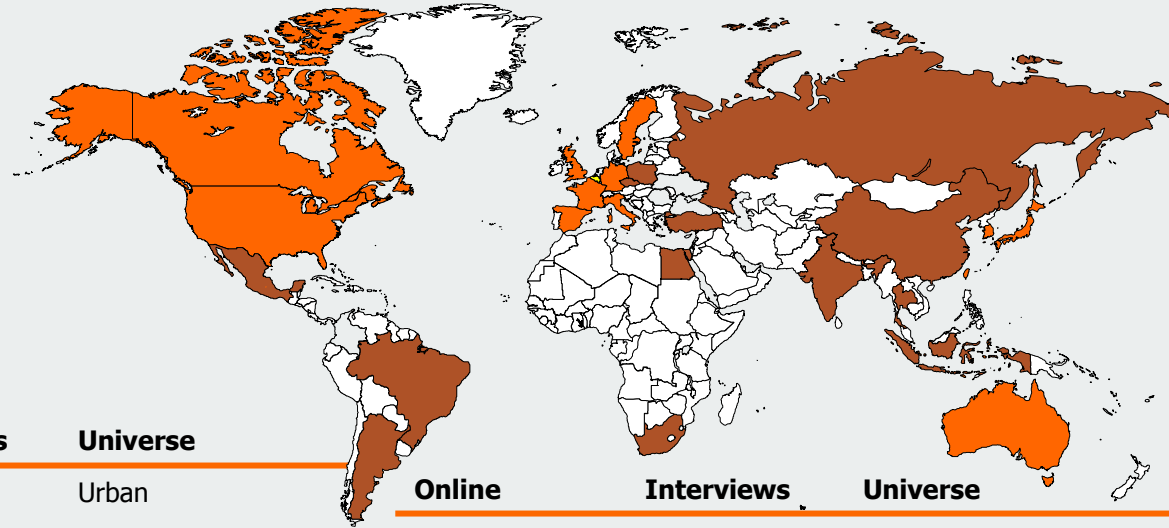
- To better understand a Ukrainian voter: values, beliefs, problems and concerns
- To understand the link between value orientations and political preferences
- To find the optimum communication strategy with your voter

THEN THIS RESEARCH IS FOR YOU!

RRW 2009 Core Study Methodology: 30,000+ Interviews with Consumers Age 15+ in 25 Countries

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- In-person (urban population)
- Online (regular Internet users)



In-person	Interviews	Universe	Online	Interviews	Universe
Czech Republic	1000	Urban	Canada	1500	National – Regular Internet users
Poland	1000	Urban	France	1500	National – Regular Internet users
Russia	1500	Urban	Germany	1500	National – Regular Internet users
South Africa	1000	Urban	Italy	1500	National – Regular Internet users
Turkey	1000	Urban	Spain	1500	National – Regular Internet users
Argentina	1000	Urban - SES exclusion	Sweden	1500	National – Regular Internet users
Brazil	1500	Urban - SES exclusion	UK	1500	National – Regular Internet users
China	1500	Urban - SES exclusion	USA	1500	National – Regular Internet users
Egypt	1250	Urban - SES exclusion	Australia	1500	National – Regular Internet users
India	1500	Urban - SES exclusion	Japan	1500	National – Regular Internet users
Indonesia	1250	Urban - SES exclusion	South Korea	1500	National – Regular Internet users
Mexico	1000	Urban - SES exclusion	Taiwan	2000	Urban – Regular Internet users
Thailand	1000	Urban - SES exclusion			

Roper Reports Worldwide in Ukraine

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**Ukraine was covered in 2007 and 2009:
Fieldwork was conducted in Jan-Feb 2007 and in Jan-Feb 2009
The second wave report: May 2009**



Sample size: 1,000 respondents
Interview duration: 1-hour+
2007
Respondents' age: 13+
Coverage: cities 500 000 +
(Kyiv, Kharkiv, Dnepropetrovsk, Odesa, Donetsk, Zaporizhzhya, Lviv, Kryvyy Rih, Mykolayiv).
2008
Respondents' age : 15+
Coverage: urban population of Ukraine

Understanding of trends

Questions answered by GfK Roper Reports

*In - d e p t h
understanding of
voters, their
values, lifestyle
and behaviour*

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1. Value Orientations

What values are the most important for voters? What changes in value orientations occur? We can understand the unique Ukrainian character particularly by comparison with the Russian and EU neighbours.

2. Voter Segmentation

What voter segments are there in Ukraine? What is their size? Who are they? What are their values and lifestyle? Political preferences?

3. Reaction to Crisis

What has been changed in 2009? What are the main problems facing Ukrainians nowadays?

4. Communication Strategies

Where do they get information from? What information sources do they trust? What are the messages they are likely to react on? How should they be communicated?

5. As well as ...

Attitude to politics, social problems, economy, ecology, etc.

GfK Roper Reports: Could be applied at all stages of political activity

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IDENTIFICATION OF STRATEGIC TARGET GROUPS

POLITICAL POSITIONING

INCREASING VOTER LOYALTY

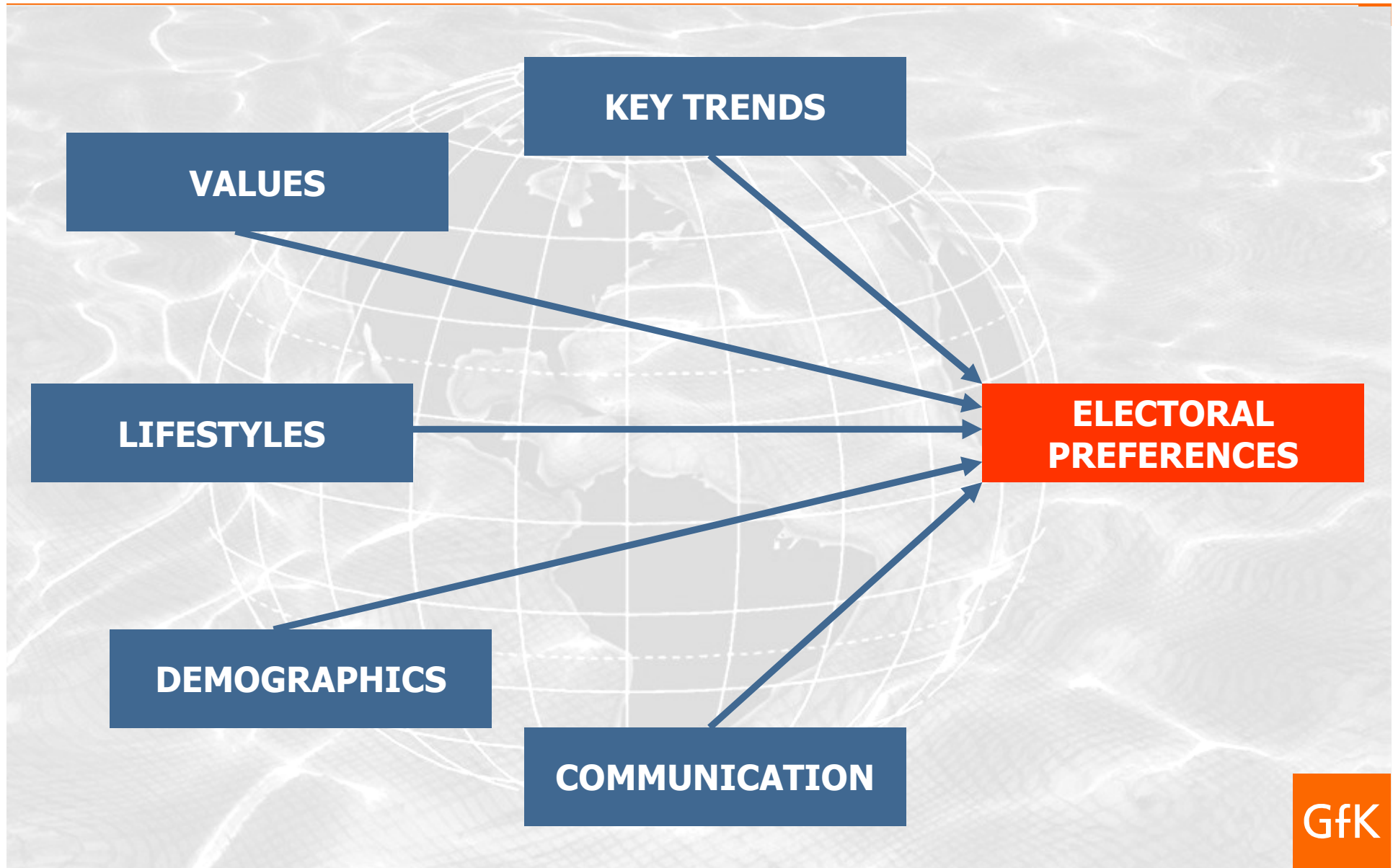
**DEVELOPMENT OF THE CONCEPT AND
PROGRAMM FOR A NEW POLITICAL PROJECT**

**DEVELOPMENT AND OPTIMIZATION OF
COMMUNICATION**

How do values determine electoral preferences?



GfK Roper Reports: values, lifestyle, demographics... and their influence on electoral preferences



How values define the dimensions/value types

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Achievement



Wealth
Status
Power
Ambition
Self-interest
Looking good

Tradition



Tradition
Traditional gender roles
Respecting ancestors
Faith
Cultural purity

Survival



Thrift
Modesty
Working hard
Simplicity

Nurturing



Stable relationships
Helpfulness
Protecting family
Friendship

Hedonism



Excitement
Being youthful
Having fun
Enjoying life

Social-Rational



Social responsibility
Social tolerance
Equality
Open-mindedness
Learning
Knowledge

Self-Direction



Freedom
Self-reliance
Authenticity

Creating the value space



Impact of values on political preferences will be shown on the example of one of the largest value type in Ukraine – “Traditionals”

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Traditionalists



THEIR KEY VALUES:

- Tradition
- Respecting ancestors
- Faith
- Cultural purity

WHAT ELECTORAL PREFERENCES ARE DETERMINED BY THESE VALUES?

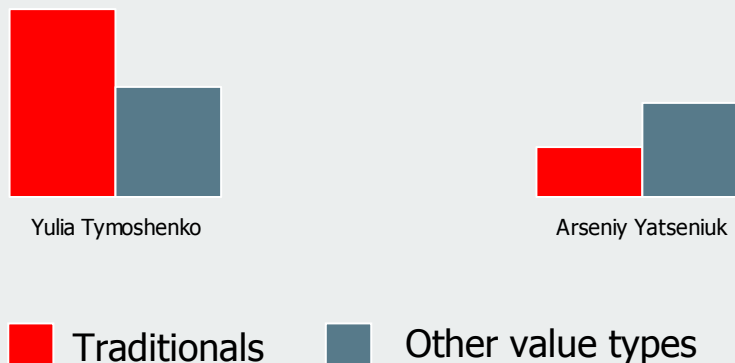
Tymoshenko is the choice of Traditionals

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Traditionals are mostly governed by religious beliefs and cultural traditions. They most of all value not rational, but emotional ties with their leaders. They prefer politicians, political forces and ideas with which they are familiar and trust – correspondently, they don't tend to choose new, less known politicians.

“Who would vote for in presidential elections?”

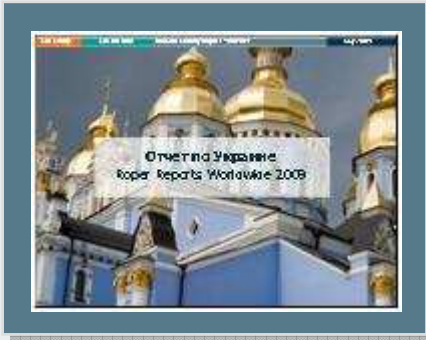




Opportunities of the analysis

GfK Roper Reports. Opportunities of the analysis

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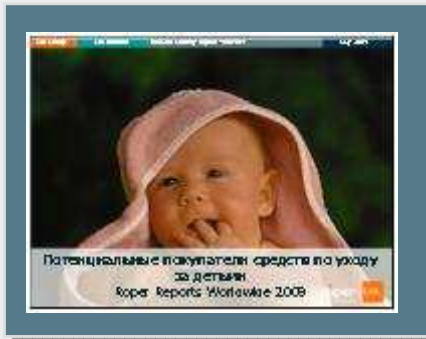
RRW 2009: UKRAINE COUNTRY OVERVIEW REPORT

Report structure – see Slide 17-18

Cost – 50 000 UAH (without VAT) or 6 500 EUR for non-residents

Timing – full report on Ukraine will be ready on June 20, 2009.

You can also subscribe for RRW 2010 (the survey will take place if we have enough subscriptions)



REPORTS ON SPECIFIC TARGET GROUPS

Cost – 1) in case of purchasing General report on Ukraine – 18 000 UAH (without VAT) or 2 300 EUR for non-residents

2) without purchasing General report on Ukraine – 35 000 UAH (without VAT) or 4 500 EUR for non-residents

Timing: 10 workdays after signing the project confirmation



USAGE IN INDIVIDUAL AD-HOC PROJECTS

To deeper understand consumers of your brand / category, the block of value questions can be added to an individual Ad-hoc study (for further segmentation by value orientation)

Levels of the analysis in RRW 2009: Ukraine Country Overview Report

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Global



Global – core 25 countries

Effective Sample size: 35,000

Regional/National



Europe

France, Germany, Italy, Spain, Sweden, UK, Czech Republic, Poland,

Effective Sample size: 7,496

Russia

Effective Sample size: 1,509

Ukraine

Effective Sample size: 999

Local



Regions of Ukraine: East, West, North, Centre, South, Kyiv

Report structure in Ukraine

(Report includes the data on Ukraine, Russia, Europe and the globe)

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1. Personal values and attitudes to life

- Key values
- Segmentation based on value orientations
- Satisfaction with different life aspects

2. Social mood and reaction to crisis

- Public and personal problems which disturb people most
- Crisis events and reactions
- Changes in value orientations and buying behaviour
- Cut backs and economy strategies

3. Consumer leisure & lifestyles

- Time use and leisure activities

4. Consumption and consumer behaviour

- Willingness to pay more for expensive brands (by different product categories)
- Behavioural patterns while choosing goods (e.g. focus on prestige, quality, brand, attitude to the process of choosing goods)

5. Using technology

- Consumption of technology products
- Perception and behavioural patterns when buying information sources

6. Advertisement perception

- Perception and trust in different information sources

7. Healthcare and green behaviour

- View of healthy lifestyle
- Attitudes towards environmental problems and green behavior

8. Summary: Ukrainians: who are they?

9. Ukrainian value types as strategic positioning tool – define and reach your target audience

Communication strategies

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!!! The communication strategies for all-Ukraine population and all the value types are developed within Ukraine Country Overview Report: what communication channels should be chosen and what to communicate for different positioning purposes.



Thank you for your attention!

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