



Example. Political question

For example, we are interested in the electoral moods of the Ukrainian population on the next Presidential elections. Here we can ask the following question:

Please, tell me if the Presidential elections would take place next Sunday, would you participate in voting? And what would be your choice?

C1	1
C2	2
C3	3
C4	4
C5	5
C6	6
C7	7
C8	8
Other candidate	9
Would vote against all	10
WOULD NOT PARTICIPATE IN VOTING	11
DIFFICULT TO SAY	22

This is a simple close-ended question in which a respondent can select only one option: to name a candidate, to speak against all, express an intention not to vote or to answer "difficult to say / do not know / have not decided."

By asking just this one one question, we can obtain at least the following information.

1. Overall picture

According to the distribution of respondents' answers, by the time of the survey around 60% of Ukrainian citizens over 18 years old were ready to support one or another candidate for president. The rest had not decided yet (12%), directly answered that they would not participate in the voting (16%) or would vote against all candidates (12%).

If the elections would be taking place by the time of the survey, the best chance of winning would have candidate C7 with 22% of voters. The second place in terms of support would be occupied by the candidate C5 (supported by 15% of population). Significant support also has the candidate C8 (9%, third place).

If 60% of adult residents of Ukraine (those in the survey who did not refuse directly to participate in the voting and decided which candidate they will support) vote, none of the candidates in the first round is gaining an absolute majority of votes, so the election of the President of Ukraine, will most likely have to take place in two rounds. The balance of power in the second round can vary depending on the voting of those who in the first round supported the candidates that have not passed to the second round. Therefore, to analyze the possible outcome of the election it is important to assess the electoral base of the main candidates to determine which of the leaders in the second round most likely can withdraw the voices of those candidates who do not enter the second round.

2. Social-demographic characteristics of electorates

The basic social-demographic characteristics, that are included in Omnibus and provided to customers free of charge, are sex, age, education, ethnicity, place of residence and type of settlement (rural or urban). These characteristics are enough to make a tentative social-demographic profile of the main electoral groups.

2.1. Sex

The intention to vote for one or another candidate practically does not depend upon the sex (*table 1*).

Practically all candidates have similar level of support among the respondents of different sexes. The only exception is that the candidate C2 is somewhat more supported by men (5%), than by women (3%).

The share of those, who have not made their decision yet, is somewhat higher among women (14%), than among men (10%).

Table 1

Electoral moods: distribution by sex

	Sex	
	Male	Female
C7	23%	22%
C5	15%	15%
C8	8%	9%
C4	4%	4%
C2	5%	3%
C6	2%	3%
C3	1%	1%
C1	1%	1%
Other candidate	1%	1%
Would vote against all	13%	11%
WOULD NOT PARTICIPATE IN VOTING	16%	16%
DIFFICULT TO SAY	10%	14%

2.2. Age

Electoral sympathies rather insignificantly vary depending on age (Table 2).

Leaders of the electoral race (candidates C7, C5 and C8) have almost the same level of support in various age categories.

Candidate C4 has significantly higher support among older people, while among the category of those aged 18-29 his support is about 1%, among people over 70 years old the level of support grows to 13%.

It should also be noted that the models of protest voting ("against all") or lack of intent to vote are most often by people of middle age (30-49 years old) - that is the part that has to be the most socially and economically adaptable. As one can assume this segment of the population is most disappointed in all the available candidates, and does not see any candidates worthy of support in Ukrainian politics.

Table 2

Electoral moods: distribution by age

	Age (6 age groups)					
	18-29 y.o.	30-39 y.o.	40-49 y.o.	50-59 y.o.	60-69 y.o.	70 + y.o.
C7	29%	19%	18%	21%	21%	24%
C5	17%	12%	12%	17%	17%	14%
C8	7%	6%	9%	10%	10%	10%
C4	1%	2%	4%	3%	6%	13%
C2	3%	2%	5%	6%	5%	2%
C6	3%	2%	3%	1%	2%	3%
C3	1%	2%	1%	1%	2%	3%
C1	0%	1%	1%	1%	1%	1%
Other candidate	1%	1%	2%	2%	2%	1%
Would vote against all	12%	19%	15%	14%	9%	4%
WOULD NOT PARTICIPATE IN VOTING	16%	20%	19%	14%	12%	12%
DIFFICULT TO SAY	11%	14%	13%	10%	13%	14%

Presented ranges of age groups are not rigidly fixed, because the age of the respondent is entered into the body of data as a metric characteristic. This means that we can make a breakdown of age groups by any range within 18 years and older, according to the research objectives and customer needs

2.3. Education

As one could see (Table 3), with the increase of educational level is decreasing the support of candidates C7 and C4. People with higher education more often expressed intention to vote against all or not to participate in the voting.

Table 3

Electoral moods: distribution by the level of education

	Education (4 groups)			
	Incomplete secondary education (and lower)	Secondary	Vocational high education	High
C7	26%	24%	22%	18%
C5	14%	17%	14%	14%
C8	9%	8%	8%	10%
C4	9%	3%	4%	3%
C2	2%	3%	4%	5%
C6	3%	3%	2%	2%
C3	1%	1%	2%	1%
C1	1%	0%	1%	1%
Other candidate	1%	1%	2%	1%
Would vote against all	7%	12%	12%	16%
WOULD NOT PARTICIPATE IN VOTING	14%	15%	17%	16%
DIFFICULT TO SAY	14%	12%	12%	13%

2.4. Ethnicity

Ethnicity of a respondent has a significant impact on the support of one or another candidate (Table 4).

Russians, that live in Ukraine are mostly inclined to support candidate C7. Candidate C5 on the contrary has stronger support among Ukrainians and bietnors (people, who affiliate themselves with two ethnic groups - both Ukrainian, and Russian).

Table 4

Electoral moods: distribution by ethnicity

	Whom respondents consider themselves by ethnic origin			
	Ukrainian	Russian	Both Ukrainian and Russian (if this is how the respondents describes it)	Other nationality
C7	18%	38%	18%	31%
C5	17%	6%	19%	5%
C8	9%	4%	4%	9%
C4	4%	5%	4%	8%
C2	4%	3%	0%	4%
C6	3%	0%	0%	2%
C3	1%	1%	2%	1%
C1	1%	1%	3%	0%
Other candidate	1%	1%	6%	2%
Would vote against all	12%	16%	15%	8%
WOULD NOT PARTICIPATE IN VOTING	15%	16%	16%	22%
DIFFICULT TO SAY	13%	8%	13%	8%

2.5. Territorial distribution

Most noticeably electoral sympathies of citizens of Ukraine vary by the region of residence (Table 5). Candidate C7 is supported by most residents in the Eastern and Southern regions. Candidate C5 has a greater level of support in the West and Center, candidate C8 – at the West.

Overall, electorates of candidates C7 (22%) and C4 (4%), C5 (15%) and C8 (9%) are similar by its characteristics. Of course, this does not mean an automatic imitation of electorates of such candidates in the second round, but assuming that in the event of a second round C7 will get the votes of all supporters of candidate C4, and the candidate C5 – of all supporters of C8, the ratio is 26% : 24%. That means that in case of the second round between candidates C7 and C5, each of them will have similar chances of winning.

Table 5

Electoral moods: distribution by macro-regions

	4 regions			
	West	Center	South	East
C7	7%	11%	31%	41%
C5	20%	24%	9%	4%
C8	17%	10%	4%	4%
C4	1%	3%	6%	8%
C2	6%	4%	4%	2%
C6	7%	2%	1%	1%
C3	0%	2%	1%	2%
C1	1%	1%	0%	0%
Other candidate	2%	1%	1%	1%
Would vote against all	7%	12%	14%	15%
WOULD NOT PARTICIPATE IN VOTING	18%	14%	17%	15%
DIFFICULT TO SAY	14%	13%	12%	9%

Western Region - Volyn, Rivne, Ivano-Frankivsk, Lviv, Ternopil, Zakarpattia, Chernivtsi and Khmelnytsky regions (21% of voters).

Central Region - Zhitomir, Vinnitsa, Kiev, Chernigov, Sumy, Poltava, Kirovohrad regions and Kyiv (30% of voters).

Southern Region - Dnipropetrovsk, Zaporizhia, Kherson, Mykolayiv, Odesa regions and AR Crimea (27% of voters).

Eastern Region - Kharkiv, Donetsk and Luhansk region (22% of Voters of Ukraine).

Demographics questions, included in price

1. RESPONDENT'S GENDER: Male....1 Female...2

2. How old are you? _____ years old

3. What is your education?

Primary (less than 7 years) complete or incomplete	1
Incomplete secondary (less than 10 years)	2
PTU without a secondary education (vocational elementary education)	3
General secondary	4
PTU with a secondary education (vocational secondary education)	5
Special technical	6
Incomplete higher	7
Higher (diploma of bachelor, specialist or masterTs degree)	8
DS/DK	97

4. What is your nationality?

Ukrainian	1
Russian	2
UKRAINIAN AND RUSSIAN (ONLY WITH A RESPONDENT SAY THIS BY HIMSELF)	3
Belarus	4
Moldavian	5
Crimean Tatar	6
Bulgarian	7
Hungarian	8
Romanian	9
Pole	10
Jew	11
Other	12
DS	13

5. IN WHAT OBLAST INTERVIEW TOOK PLACE:

Crimea	1	Zaporojskaya	10	Sumskaya	19
Kiev	2	Ivano-Frankovskaya	11	Ternopolskaya	20
Kievskaya	3	Kirovogradskaya	12	Kharkovskaya	21
Vinnitskaya	4	Luganskaya	13	Khersonskaya	22
Volinskaya	5	Lvovskaya	14	Khmel'nitskaya	23
Dnepropetrovskaya	6	Nikolaevskaya	15	Cherkasskaya	24
Donetskaya	7	Odesskaya	16	Chernovitskaya	25
Jitomirskaya	8	Poltavskaya	17	Chernigovskaya	26
Zakarpatskaya	9	Rovenskaya	18		

6. SETTLEMENT TYPE AND SIZE:

Village	1
Town (PGT)	2
Small city (less than 20 000 people)	3
Middle city (20 000 – 49 000 people)	4
City (50 000 – 99 000 people)	5
Large city (100 000 – 499 000 people)	6
Very large city (more than 500 000 people)	7

Other demographics, which Client can order separately (additional fee required)

7. What is your main occupation?

Worker, farmworker	1
Servant (without higher education)	2
Professional (with higher education)	3
Self employed businesswomen/men	4
Entrepreneur, farmer	5
Military servant	6
Householder	7
Pension (because of age or disability)	8
Student	9
Unemployed	10
Other (<i>RECORD</i>)	11
DS/DK	97

8. Please, look at this card and tell which of the statements the best corresponds to the financial situation of your household?

We lack money even for food	1
We have enough money for buying food, but it is difficult to buy clothes or footwear	2
We have enough money for buying food, and we can save some, but it is not enough for buying such things as refrigerator or TV set	3
We can buy some expensive things (e.g. TV set, refrigerator), but we cannot afford anything we want	4
We can afford anything we want	5
DS/DK	8

9. Look at this card. Including all incomes of all the members of your family per 1 month, what income group does your family belong to?

Less than 200 UAH	1
200 - 399 UAH	2
400 - 599 UAH	3
600 - 799 UAH	4
800 - 999 UAH	5
1000 - 1499 UAH	6
1500 - 1999 UAH	7
2000 - 2999 UAH	8
3000 - 3999 UAH	9
4000 - 4999 UAH	10
5000 - 5999 UAH	11
6000 UAH and More	12
DS	97
NA/REF	99

10. What is your marital status?

Unmarried	1
Married; Live with partner	2
Divorced; Widow/widower	3
NA/REF	4

11. How many people, including you, lives with you?

1	1
2	2
3	3
4	4
5	5
More than 5 people	6
DS	97
NA/REF	99

12. Characteristics of the language the respondent spoke:

Ukrainian	1
Russian	2
Equally, but most speak Ukrainian	3
Difficult to say for sure - speak Ukrainian	4
Equally, but most speak Russian	5
Difficult to say for sure - speak Russian	6

13. What religion group do you think you belong to?

Ukrainian Orthodox Church (Kyiv Patriarchate)	1
Ukrainian Orthodox Church (Moscow Patriarchate)	2
Ukrainian Autocephalous Orthodox Church	3
Greek Catholic Church	4
Roman Catholic	5
Protestant	6
Muslim (Islam)	7
Other confession	8
Religious but do not belong to a certain religion, church	9
Other answer	10
Unbeliever, atheist	11
DS/DK	12