

Tracking Real Open-Source Ukrainian Sentiment

September 11, 2014

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About this Study

Data capture in Ukraine was conducted from
September 4th, 10:15am ET to September 10th, 6:00am ET, 2014.

In keeping with the best practices in online data collection, margin-of-error statistics are not reported for the full data set, and should, like all data sets, be reviewed carefully during interpretation. Results are valid $\pm 1.8\%$, set at the 95% confidence interval, to the extent they represent the study population parameter: the current general online Ukrainian population of approximately 17 million people.

Total minimum number of completes (N) = 2,510

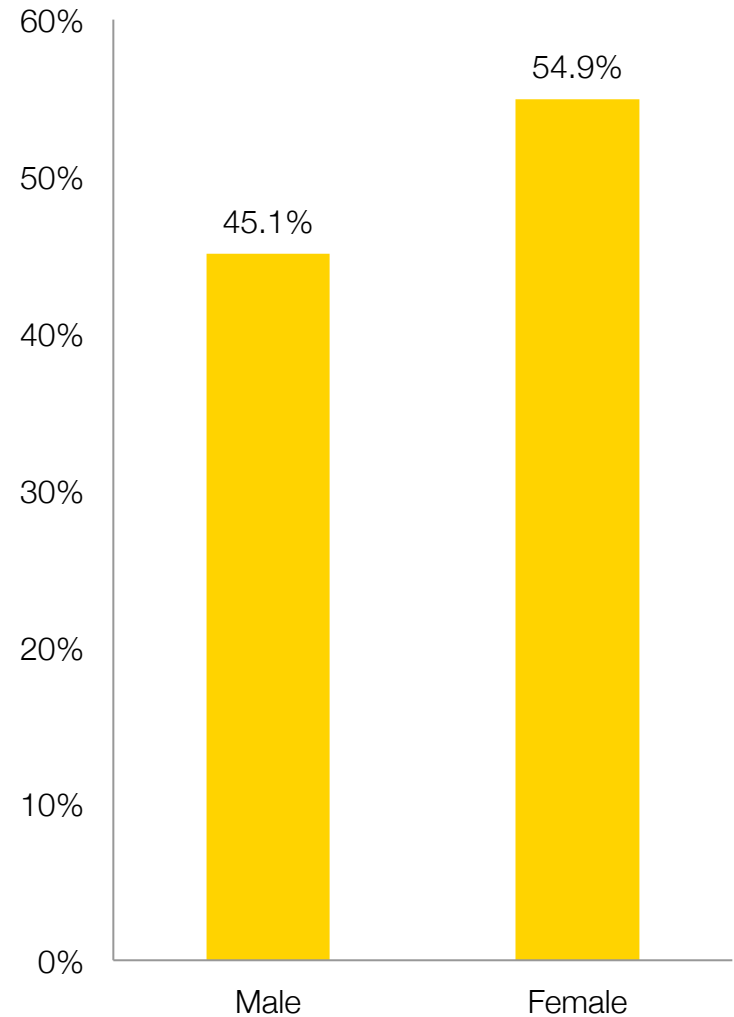
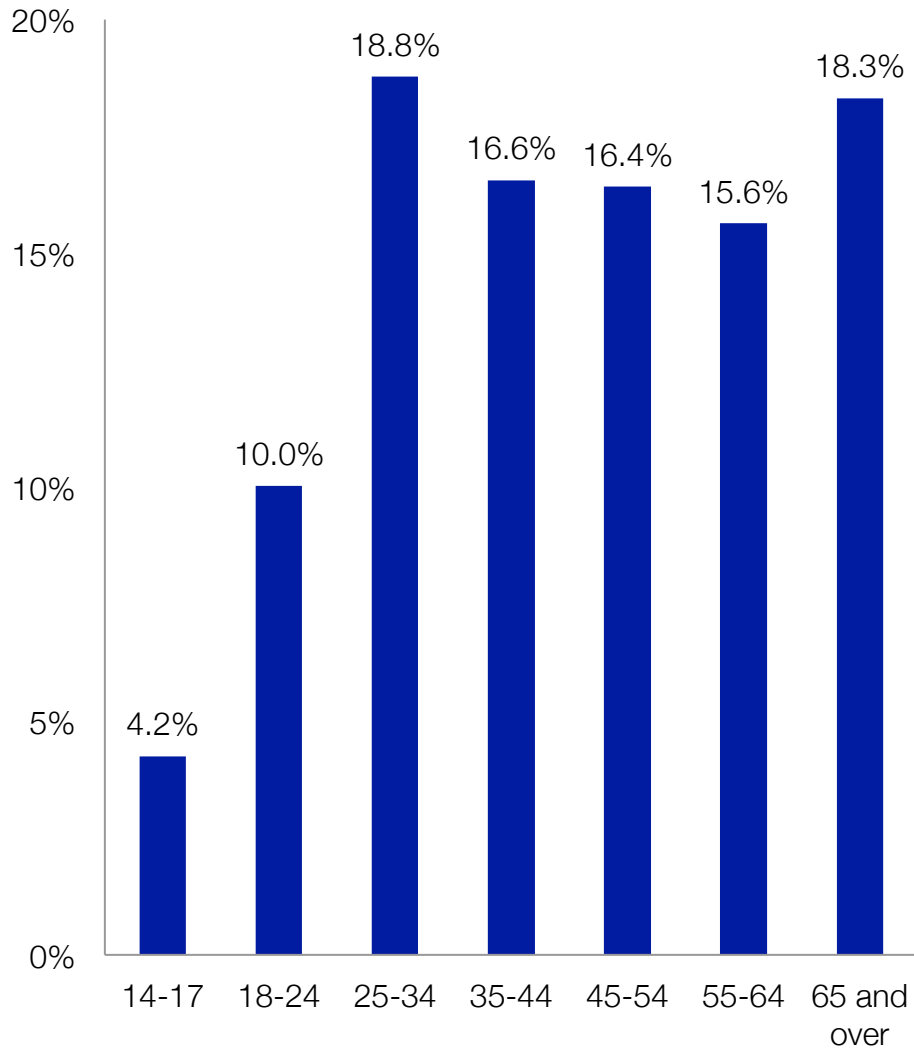
Total number of exposed = 5,972

Total response rate = 42%

Ukrainian Oblasts and Territories by Population

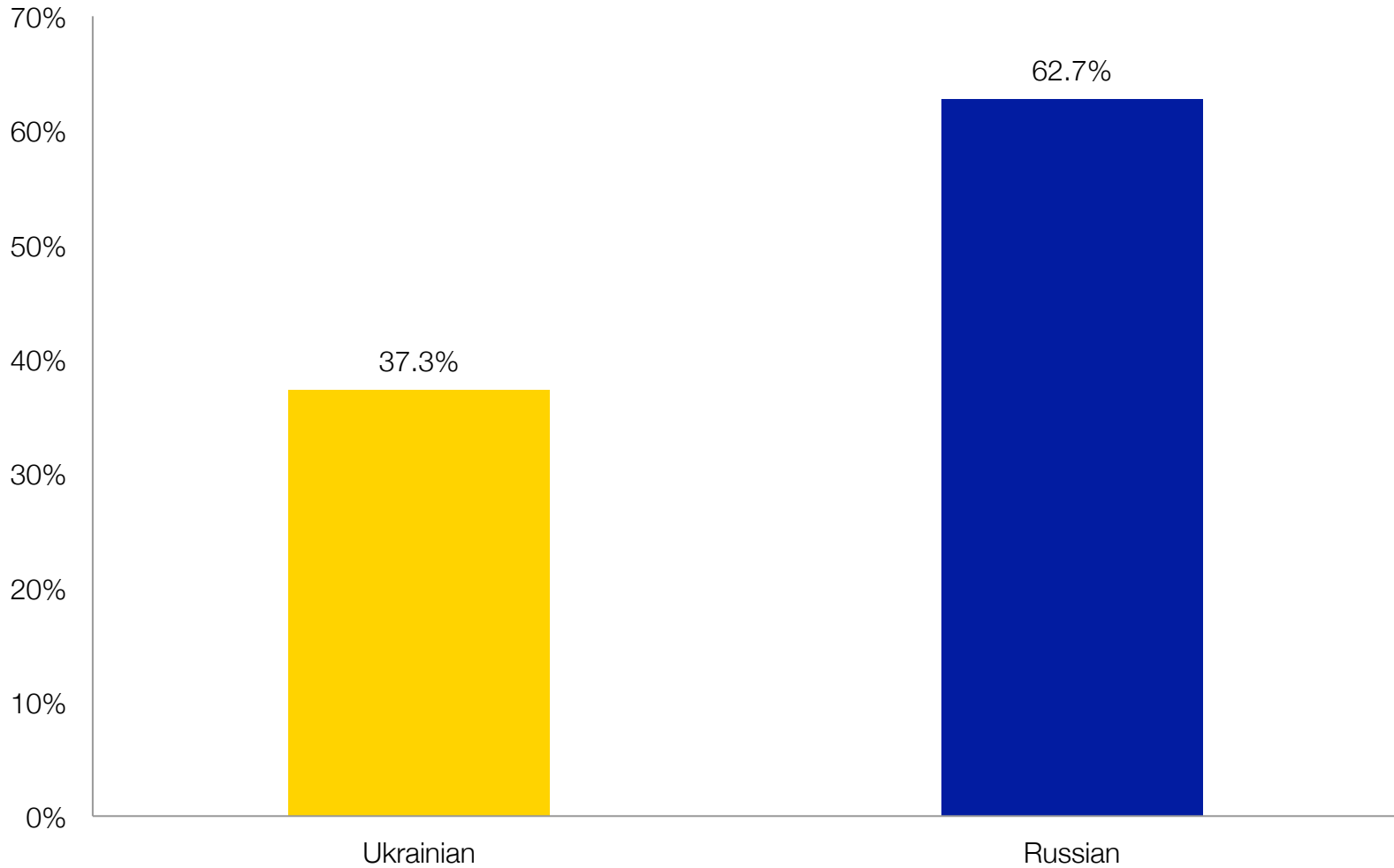
Oblast	Population	% of Pop. in Ukraine	% of Respondents
Cherkasy	1,274,125	2.9%	1.7%
Chernihiv	1,083,827	2.4%	1.0%
Chernivtsi	905,189	2.0%	0.5%
Dnipropetrovsk	3,312,064	7.5%	6.2%
Donetsk	4,387,702	9.9%	6.6%
Ivano-Frankivsk	1,381,184	3.1%	0.7%
Kharkiv	2,732,086	6.2%	8.4%
Kherson	1,081,336	2.4%	3.9%
Khmelnyskyi	1,318,377	3.0%	1.3%
Kirovohrad	999,285	2.3%	0.9%
Crimea (Autonomous Republic)	1,963,770	4.4%	3.8%
Kiev (Municipality)	2,813,463	6.4%	31.9%
Kiev	1,722,997	3.9%	1.4%
Luhansk	2,263,676	5.1%	1.2%
Lviv	2,539,031	5.7%	5.6%
Mykolaiv	1,175,598	2.7%	1.8%
Odessa	2,387,282	5.4%	7.6%
Poltava	1,472,541	3.3%	1.9%
Rivne	1,156,009	2.6%	0.8%
Sevastopol (Municipality)	381,685	0.9%	1.4%
Sumy	1,147,749	2.6%	1.5%
Ternopil	1,078,933	2.4%	1.1%
Vinnytsia	1,631,305	3.7%	1.2%
Volyn	1,040,606	2.3%	1.2%
Zakarpattia	1,252,608	2.8%	1.4%
Zaporizhia	1,786,905	4.0%	4.5%
Zhytomyr	1,270,939	2.9%	0.6%

What is your age and gender?



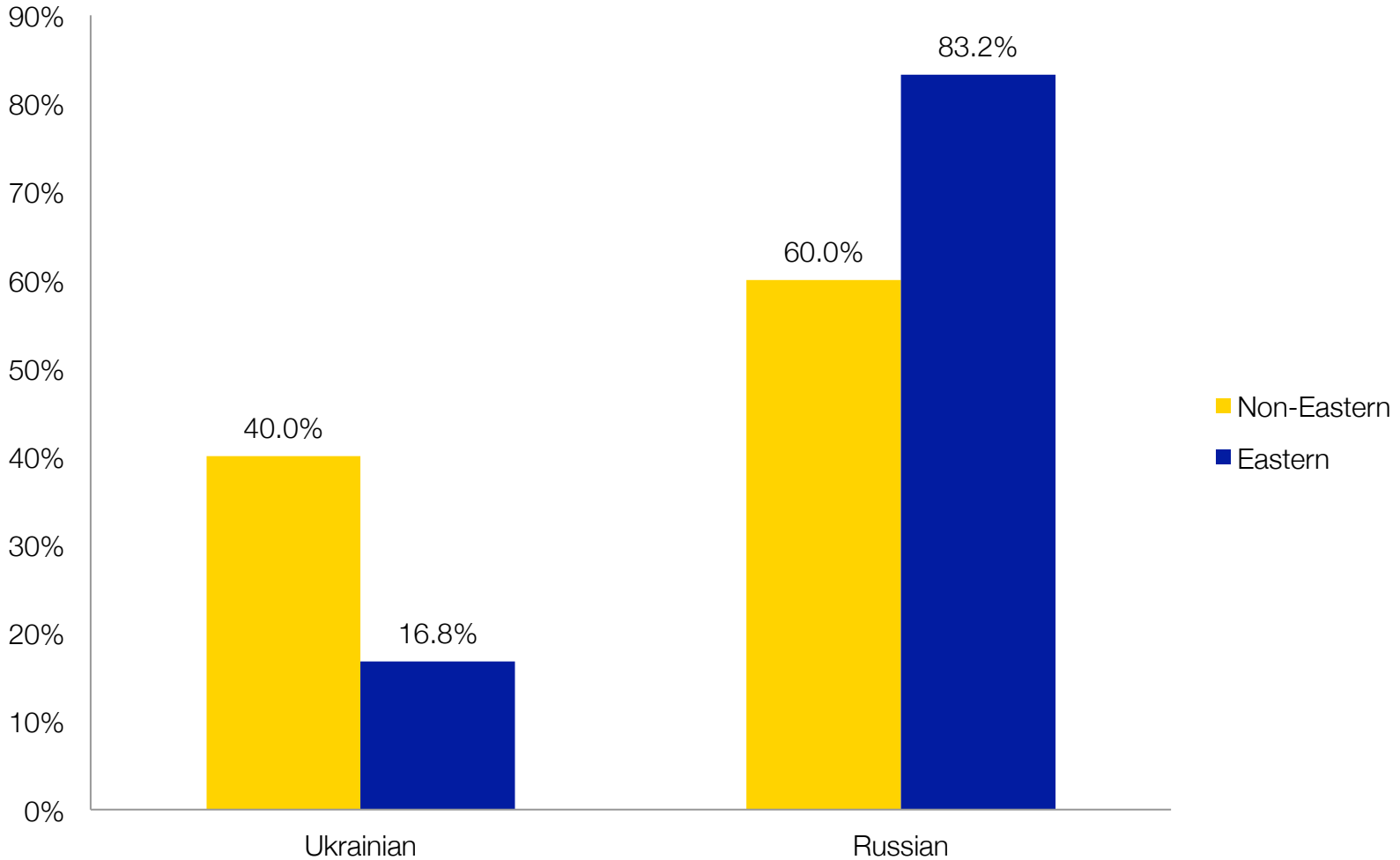
Q1 – Which language is spoken at home?

(Overall Respondents)



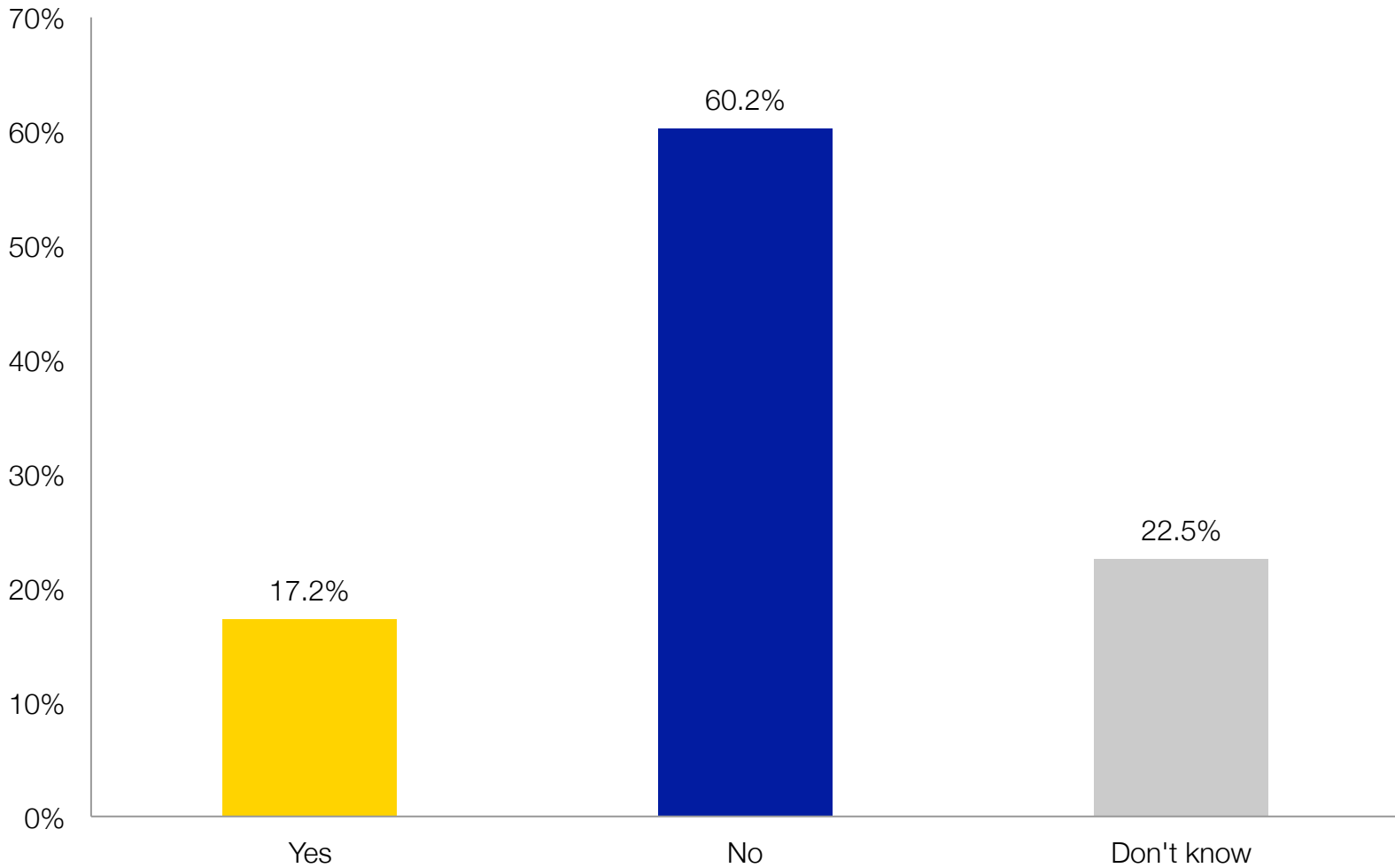
Q1 – Which language is spoken at home?

(Breakdown by Non-Eastern vs. Eastern Region Respondents)



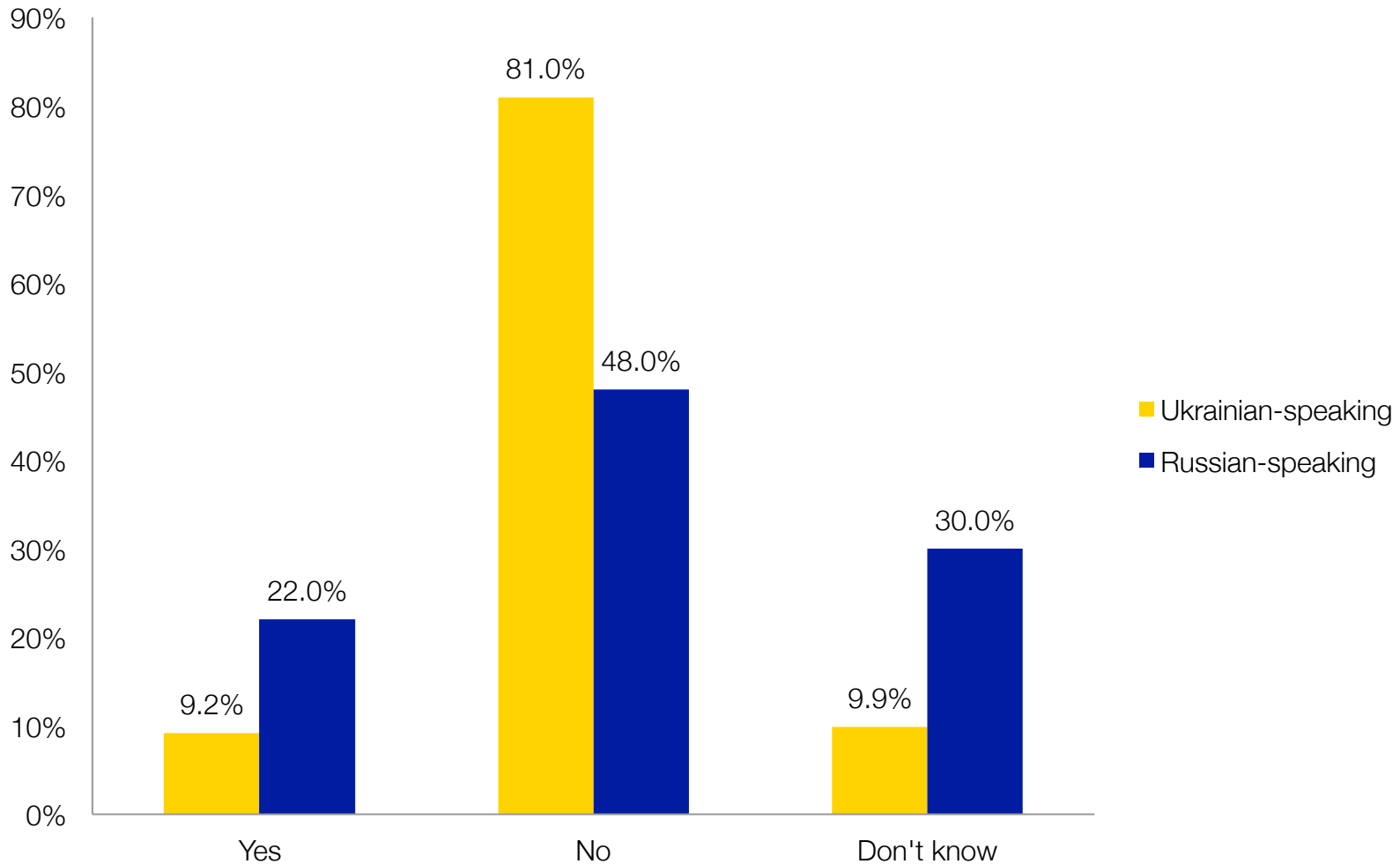
Q2 – Should Ukraine be a part of Russia?

(Overall Respondents)



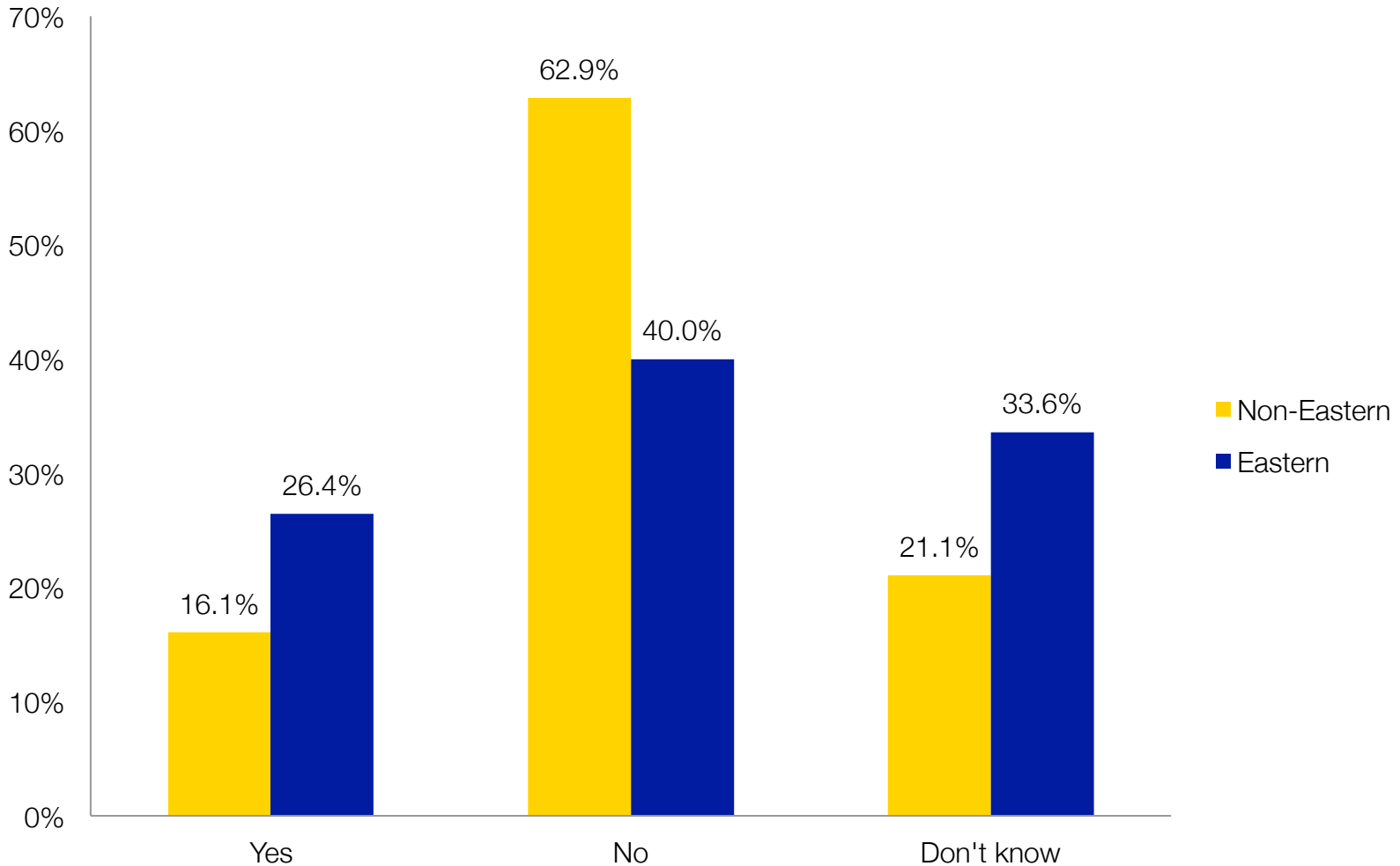
Q2 – Should Ukraine be a part of Russia?

(Breakdown by Ukrainian-Speaking vs. Russian-Speaking Respondents)



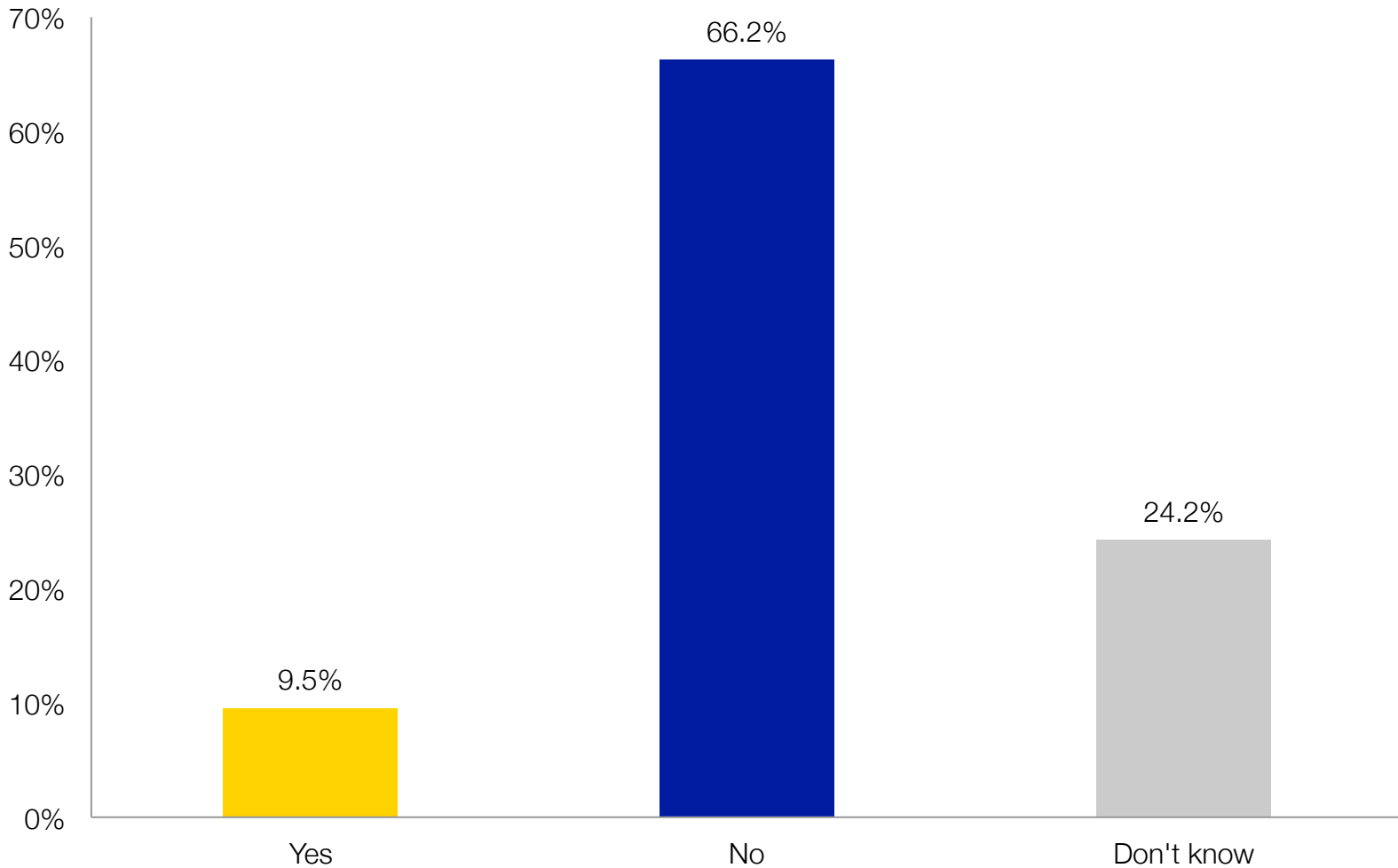
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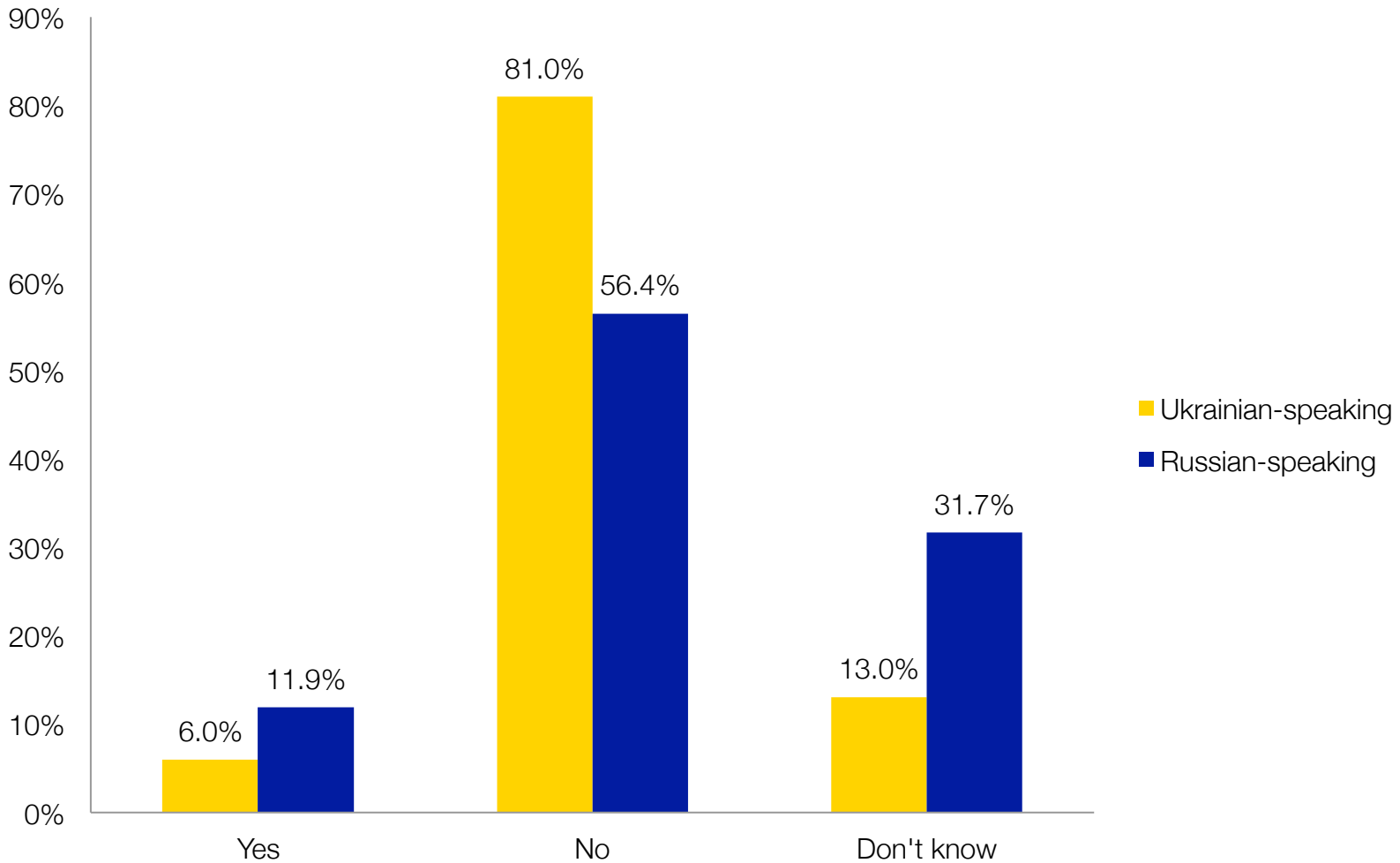
Q3 – Did NATO refusing to help Ukraine change your opinion on whether Ukraine should be a part of Russia?

(Overall Respondents)



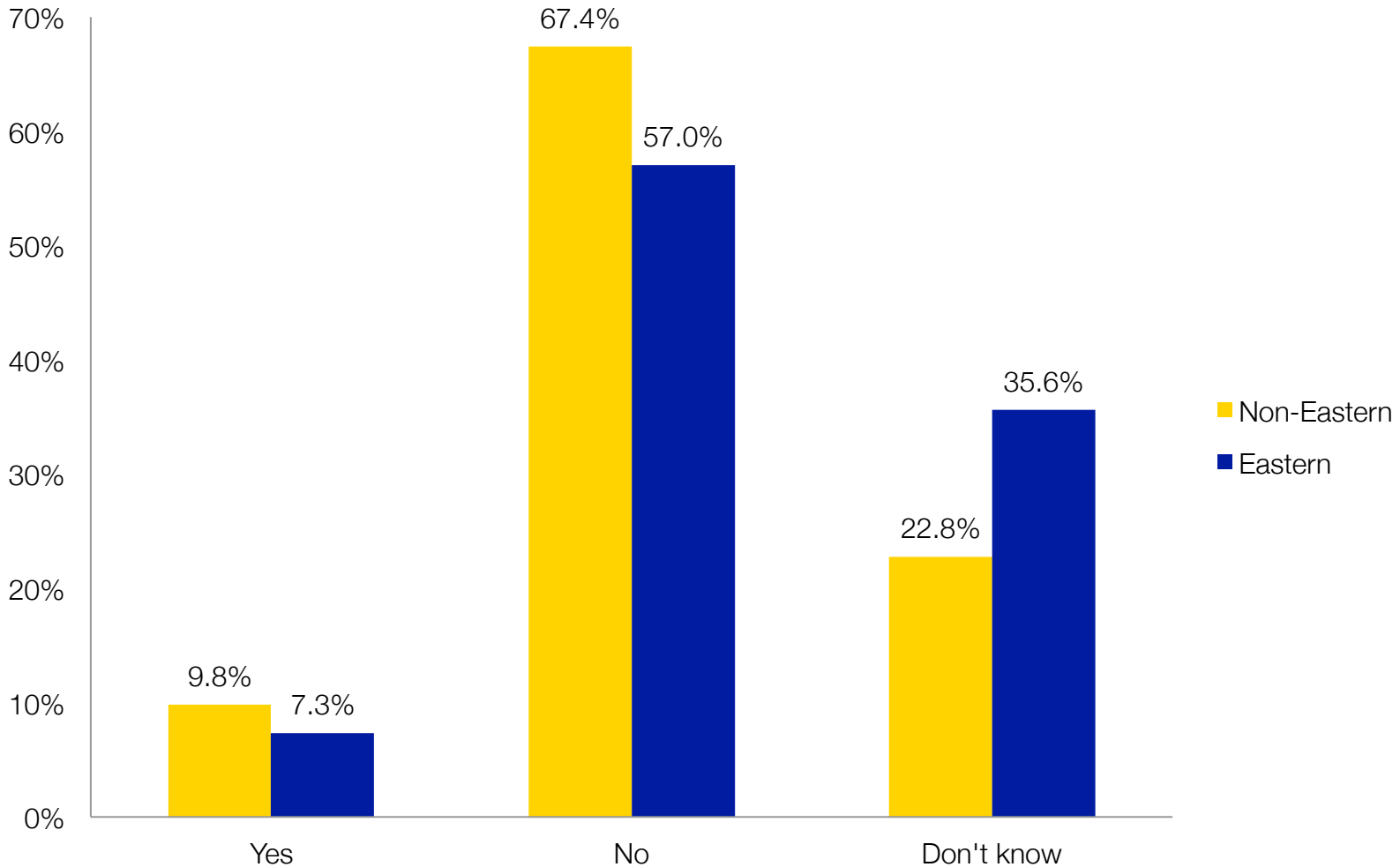
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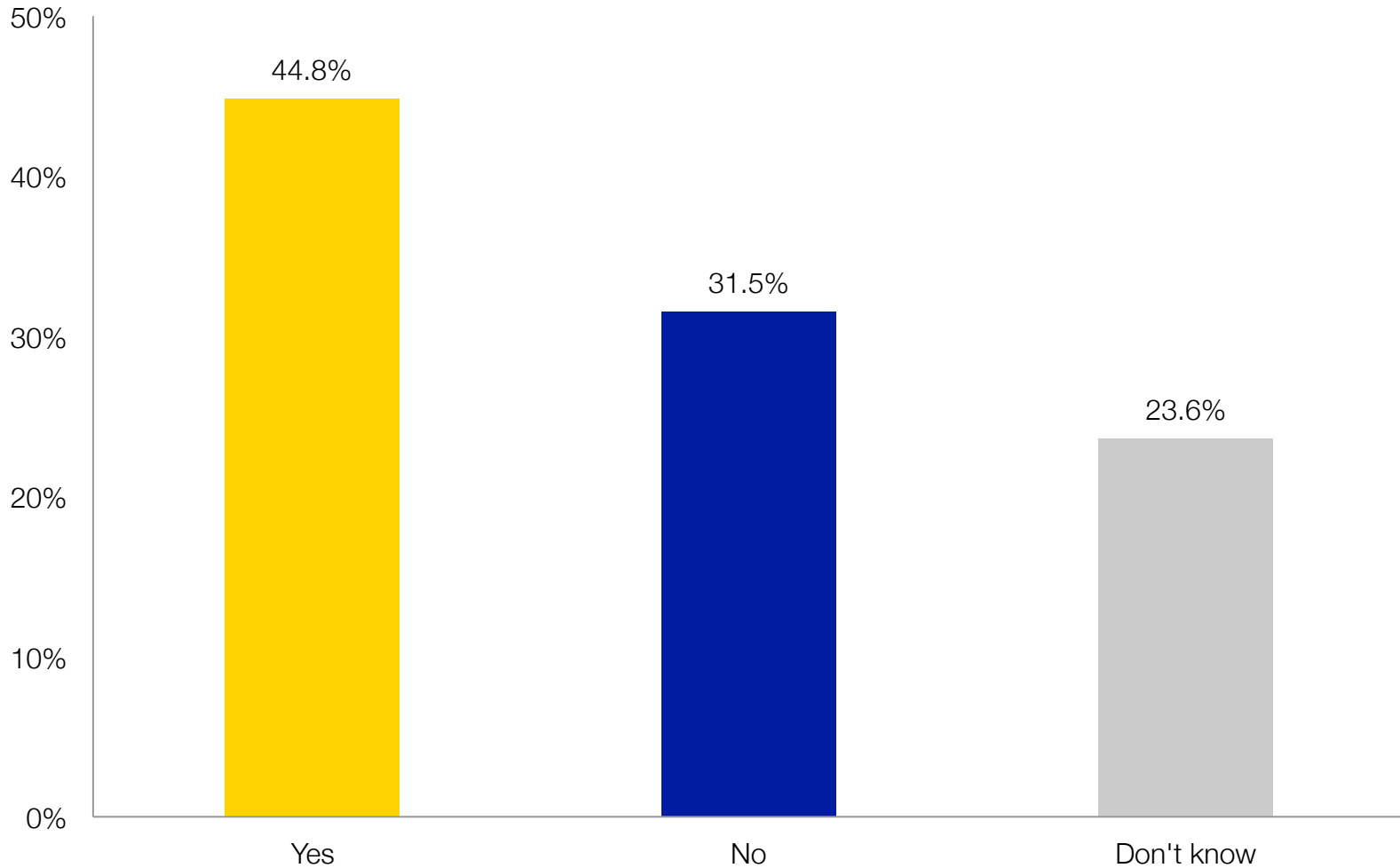
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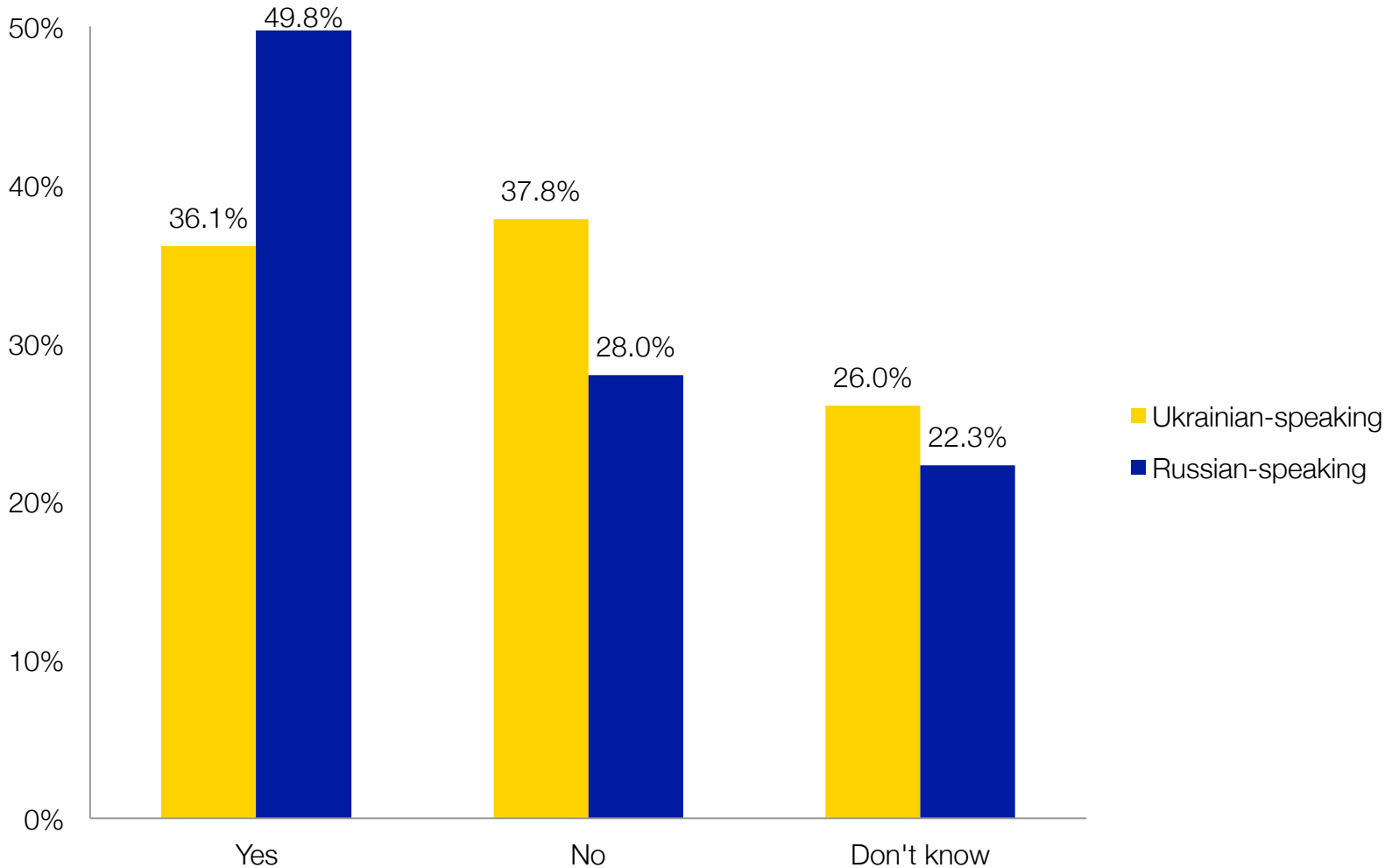
Q4 – Is the rebel uprising in Eastern Ukraine actually an invasion by Russia?

(Overall Respondents)



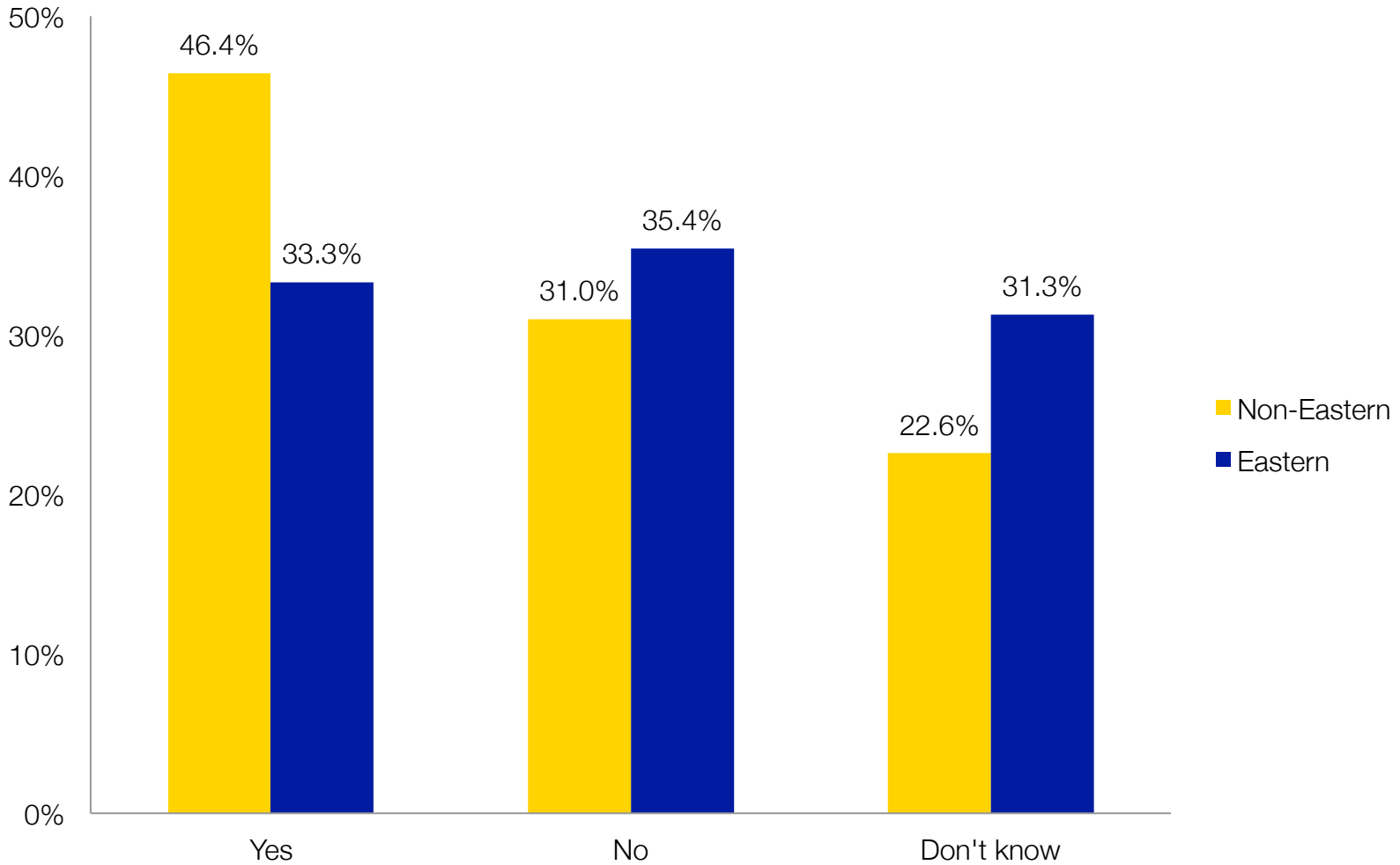
Q4 – Is the rebel uprising in Eastern Ukraine actually an invasion by Russia?

(Breakdown by Ukrainian-Speaking vs. Russian-Speaking Respondents)



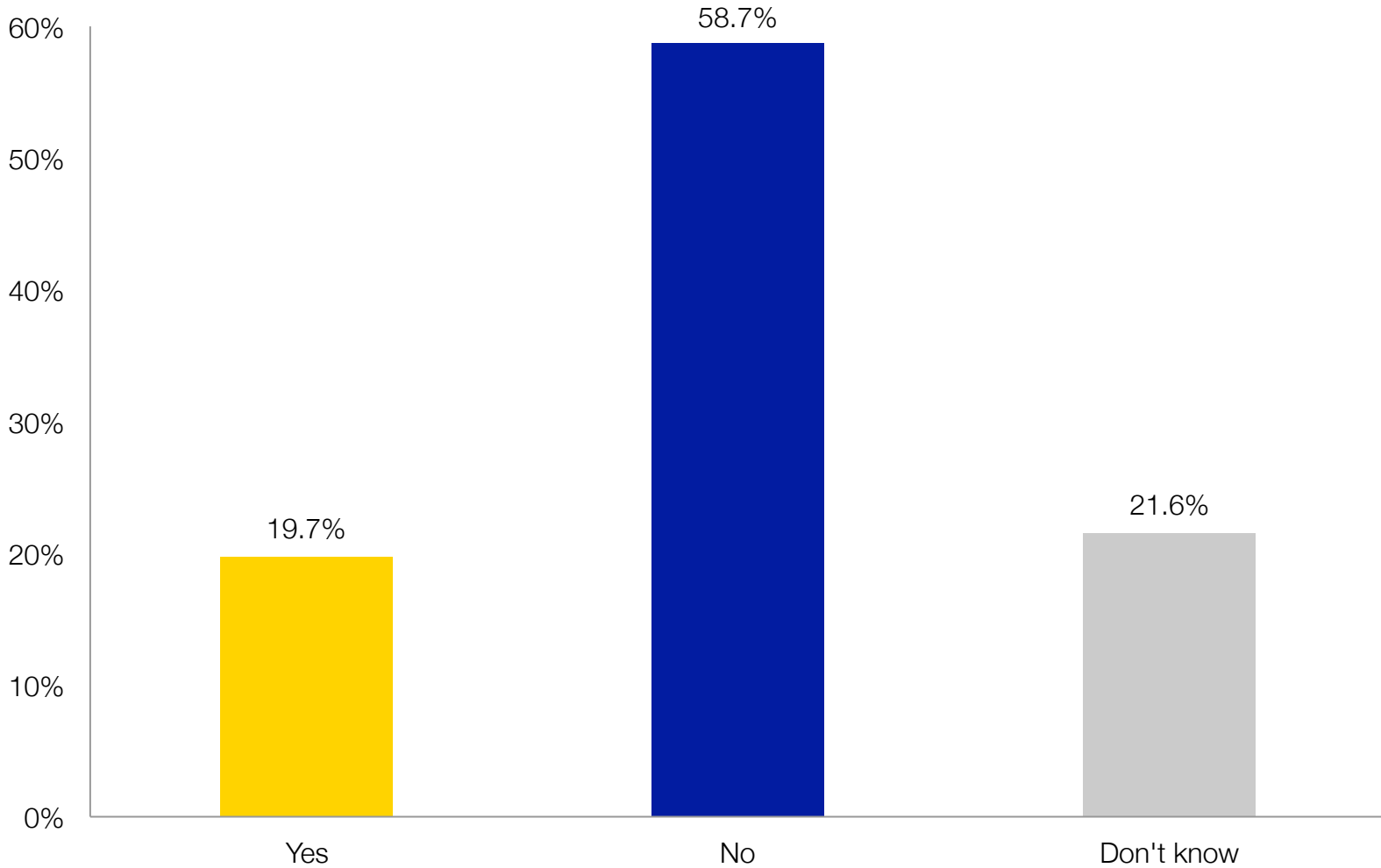
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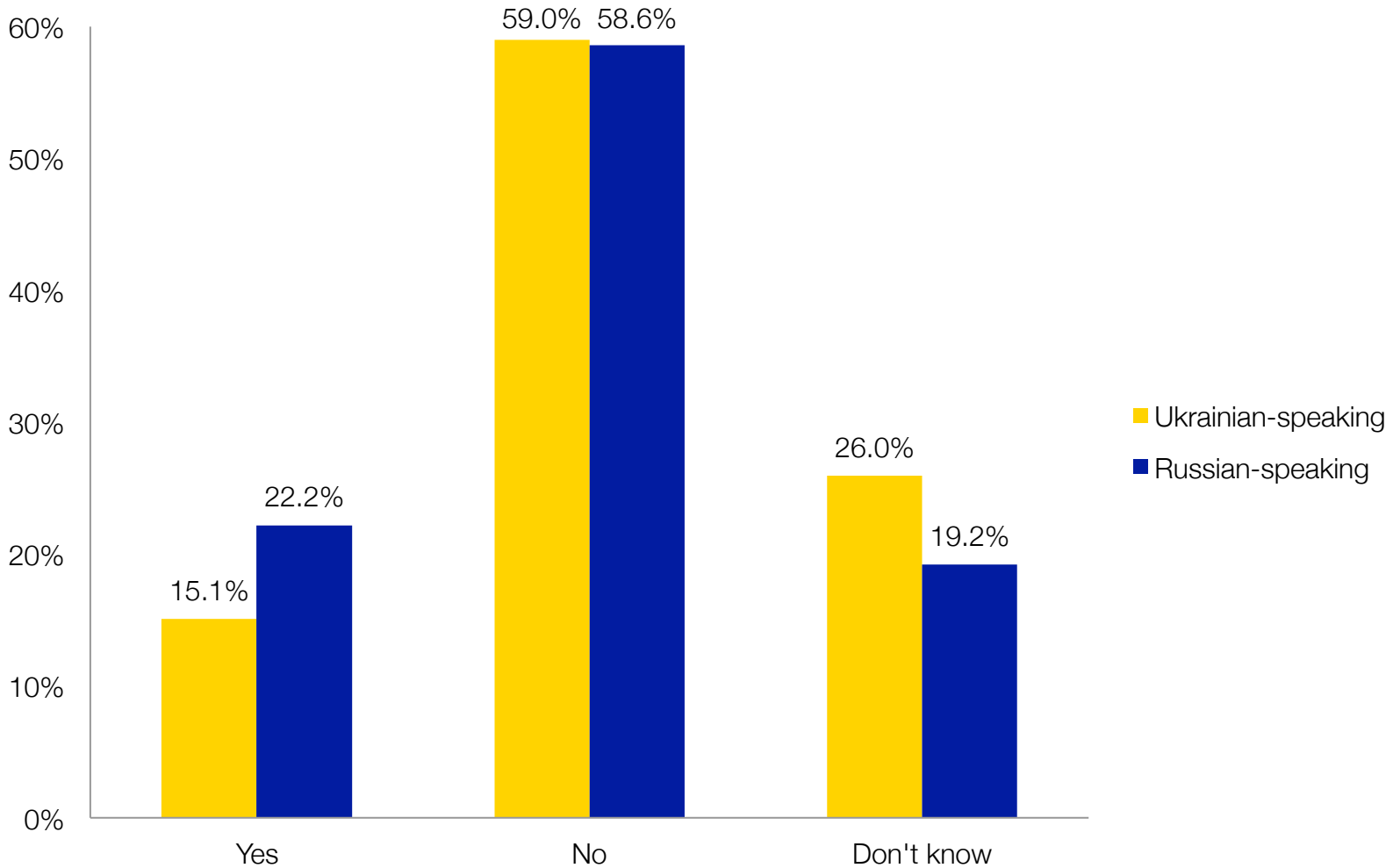
Q5 – Should ownership of Eastern Ukrainian regions of Donetsk and Luhansk be negotiated with Russia?

(Overall Respondents)



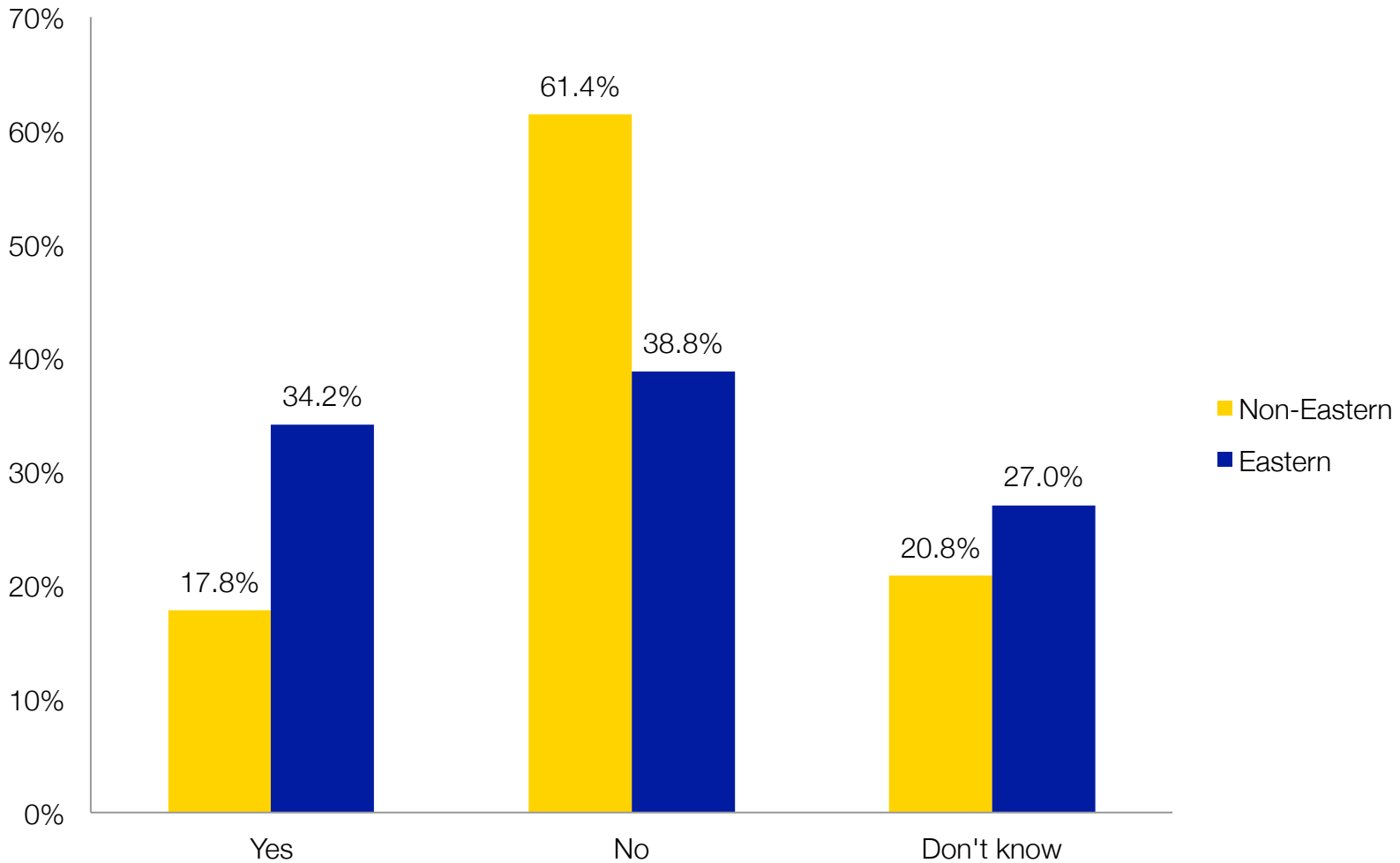
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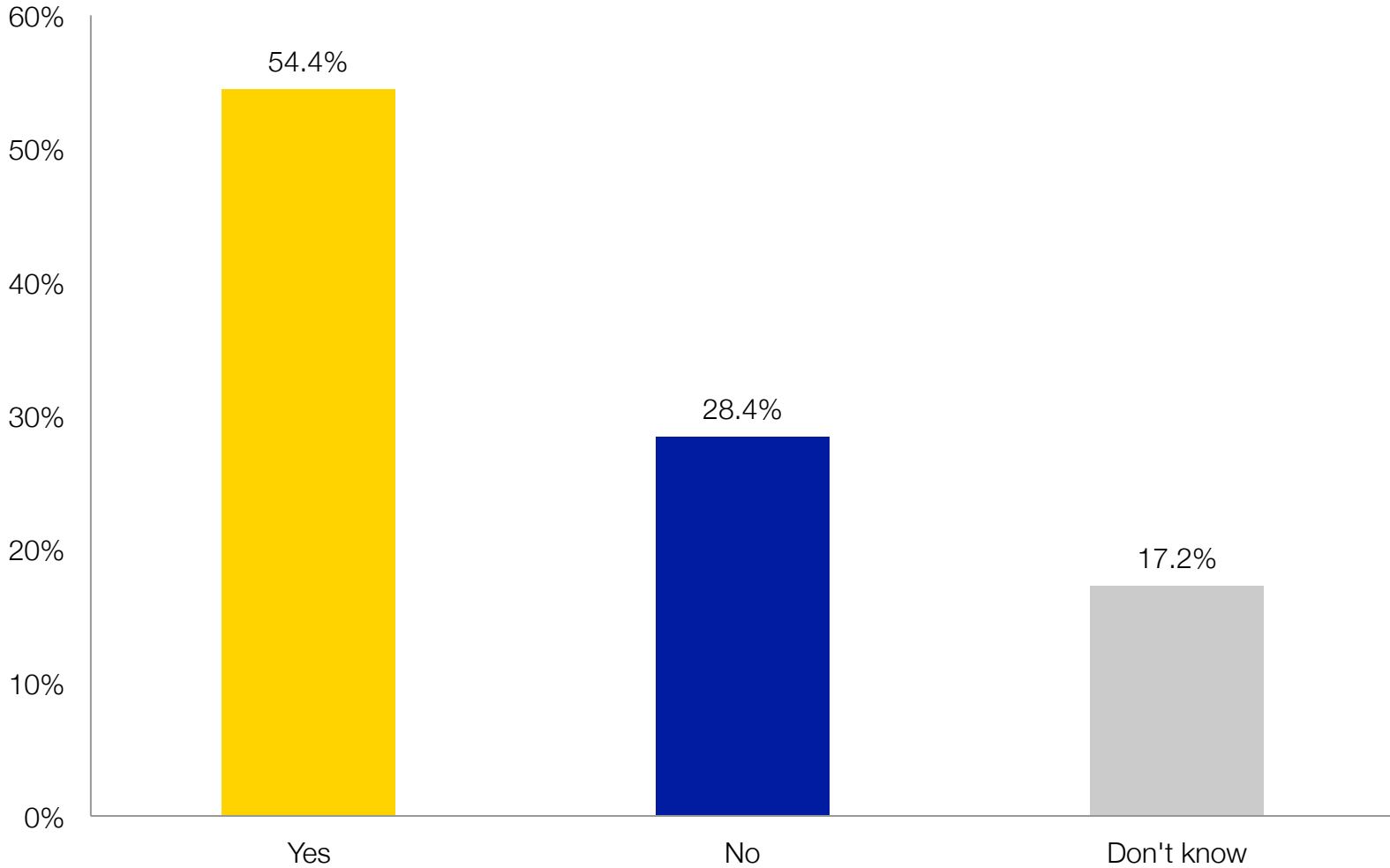


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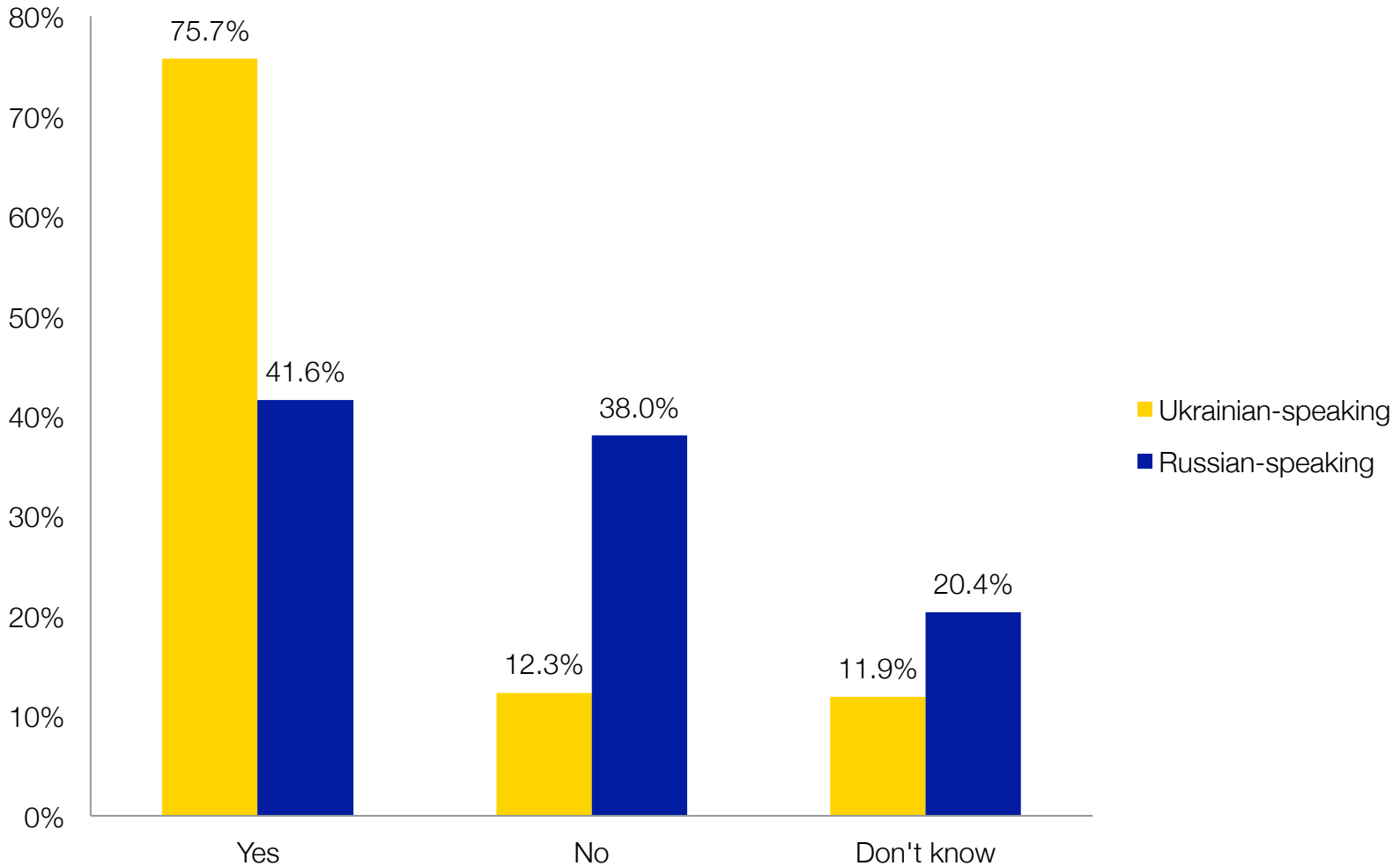


Q6 – Should the USA provide arms and munitions to Ukraine? (Overall Respondents)

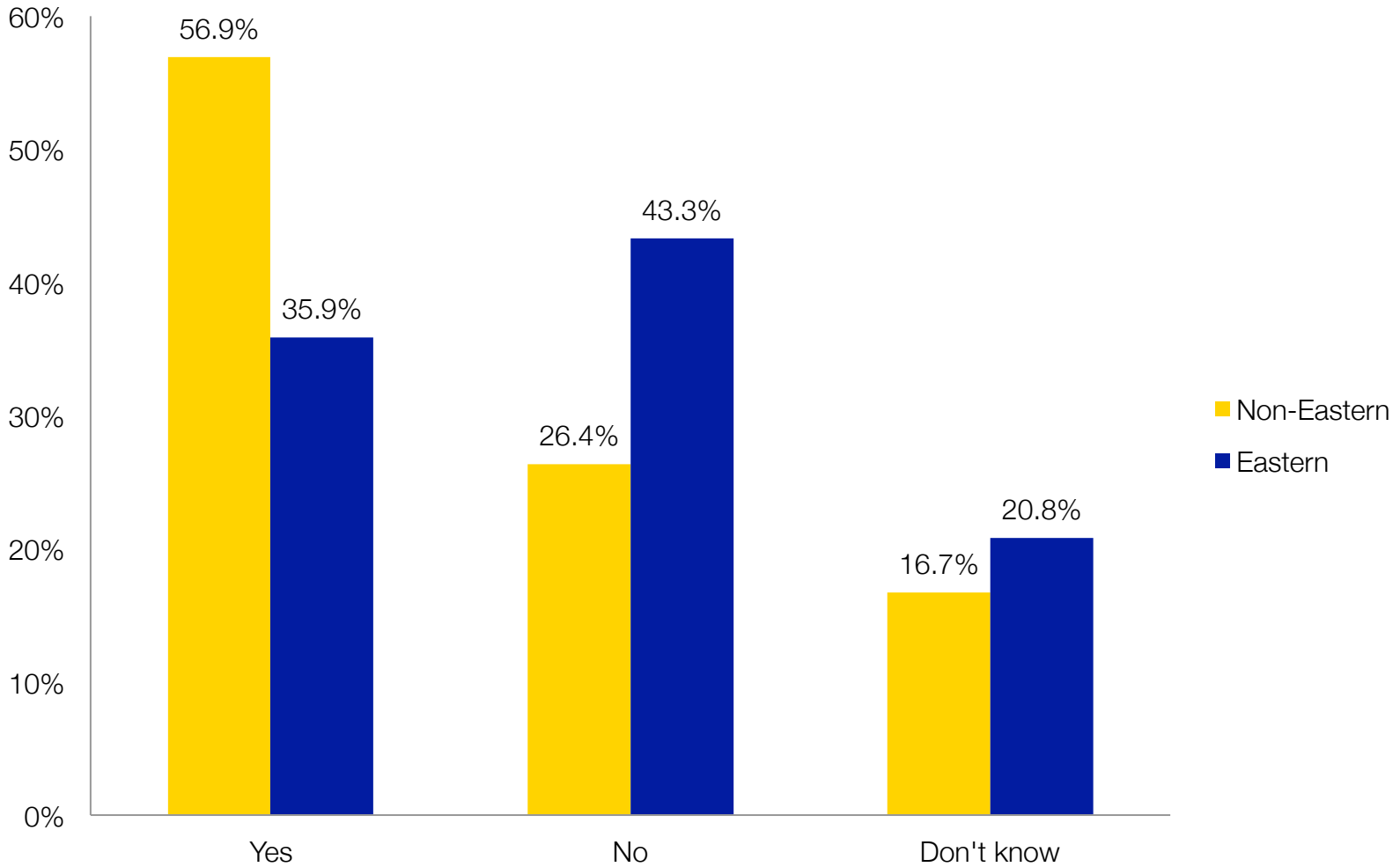


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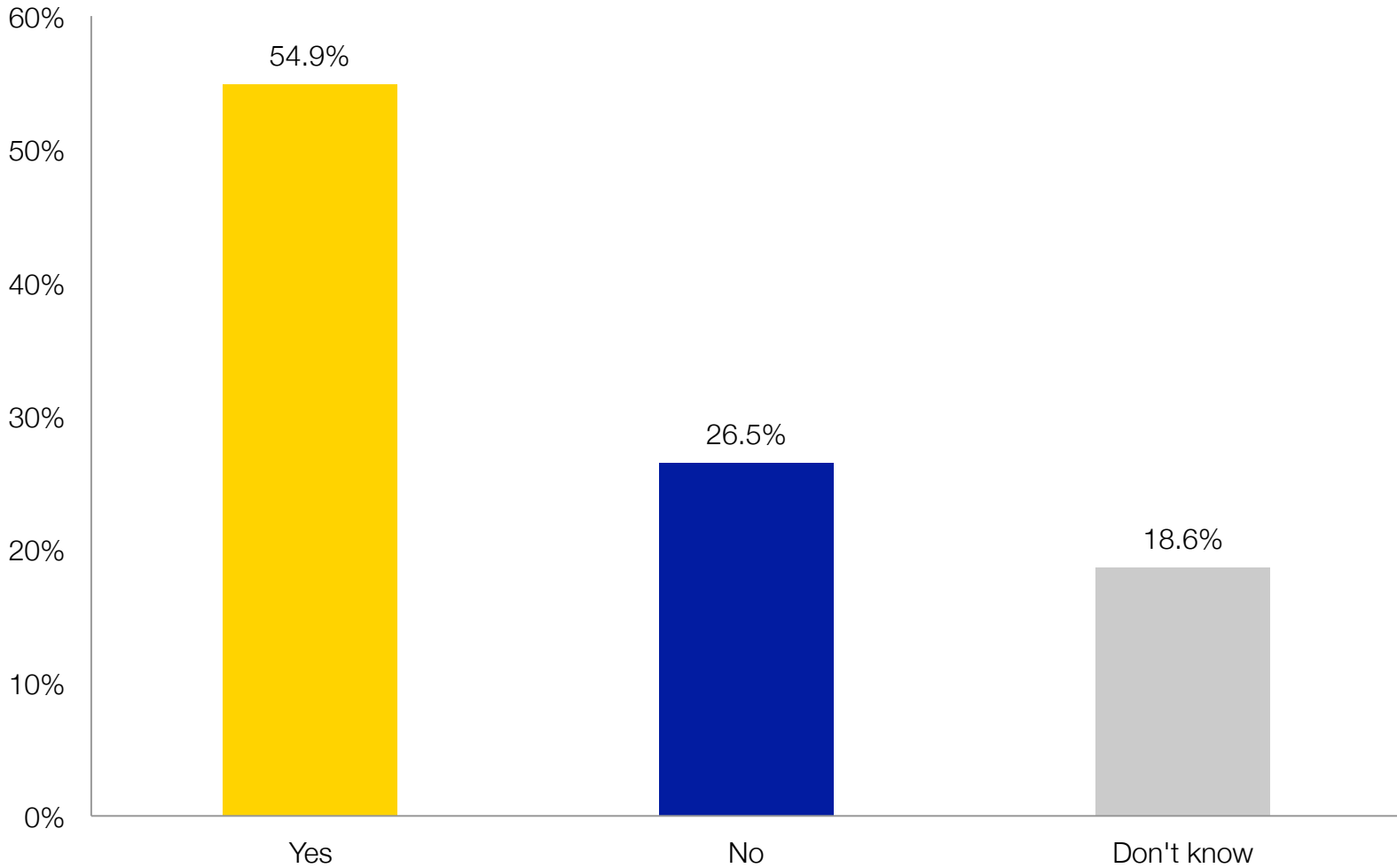
(Breakdown by Ukrainian-Speaking vs. Russian-Speaking Respondents)



Q6 – Should the USA provide arms and munitions to Ukraine? (Breakdown by Non-Eastern vs. Eastern Region Respondents)

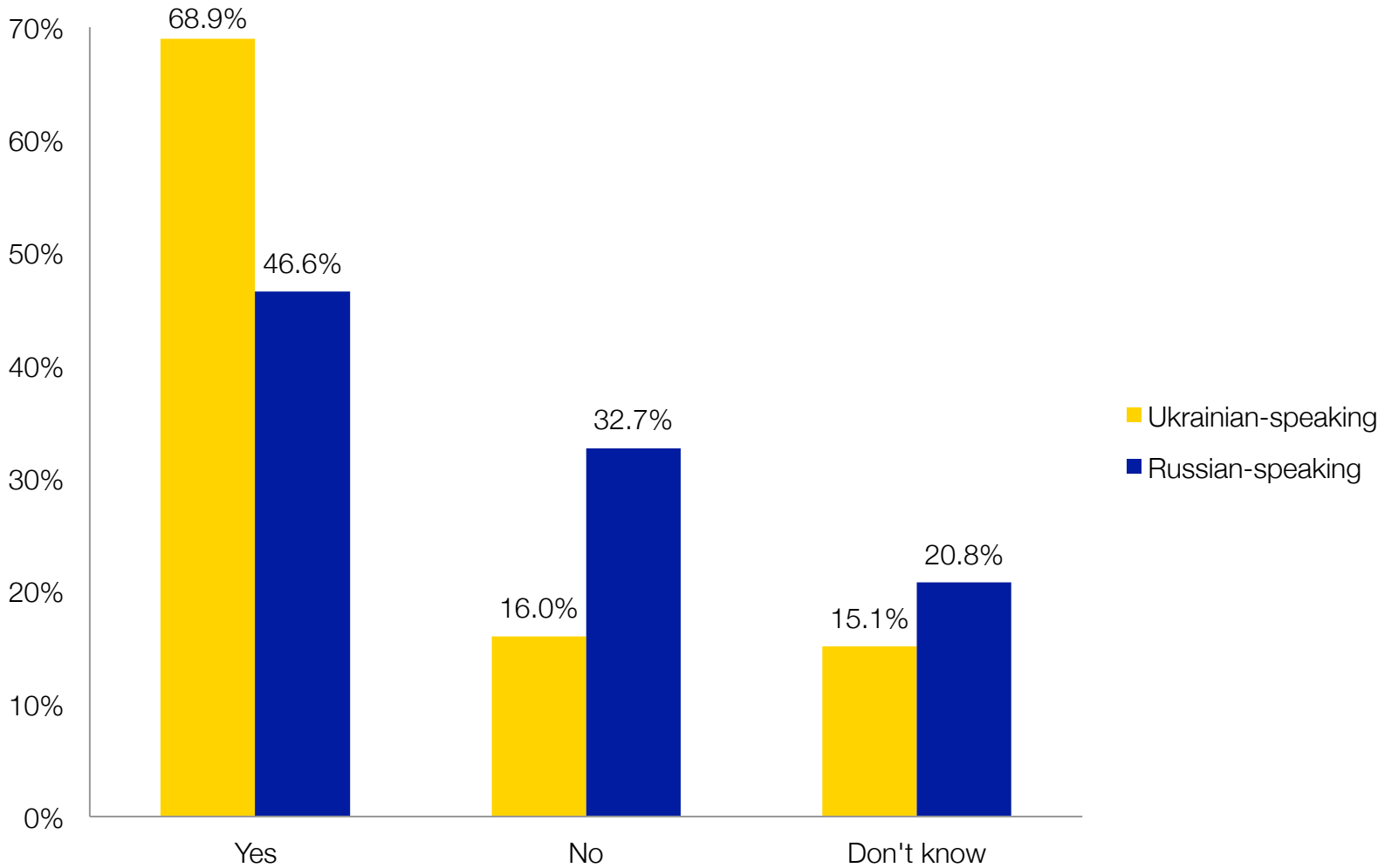


Q7 – Should Western countries increase sanctions (funds, foods) on Russia? (Overall Respondents)



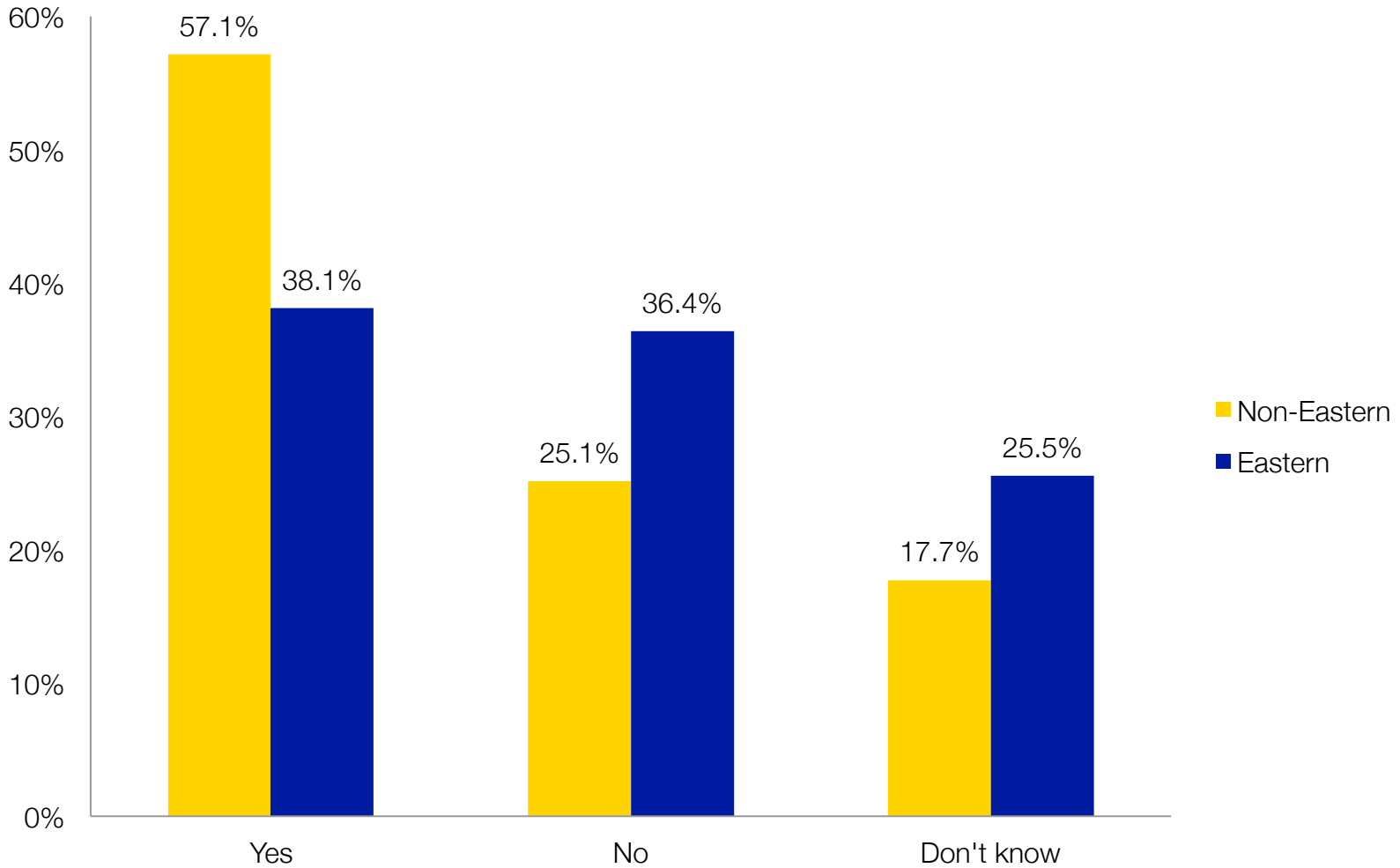
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(Breakdown by Ukrainian-Speaking vs. Russian-Speaking Respondents)



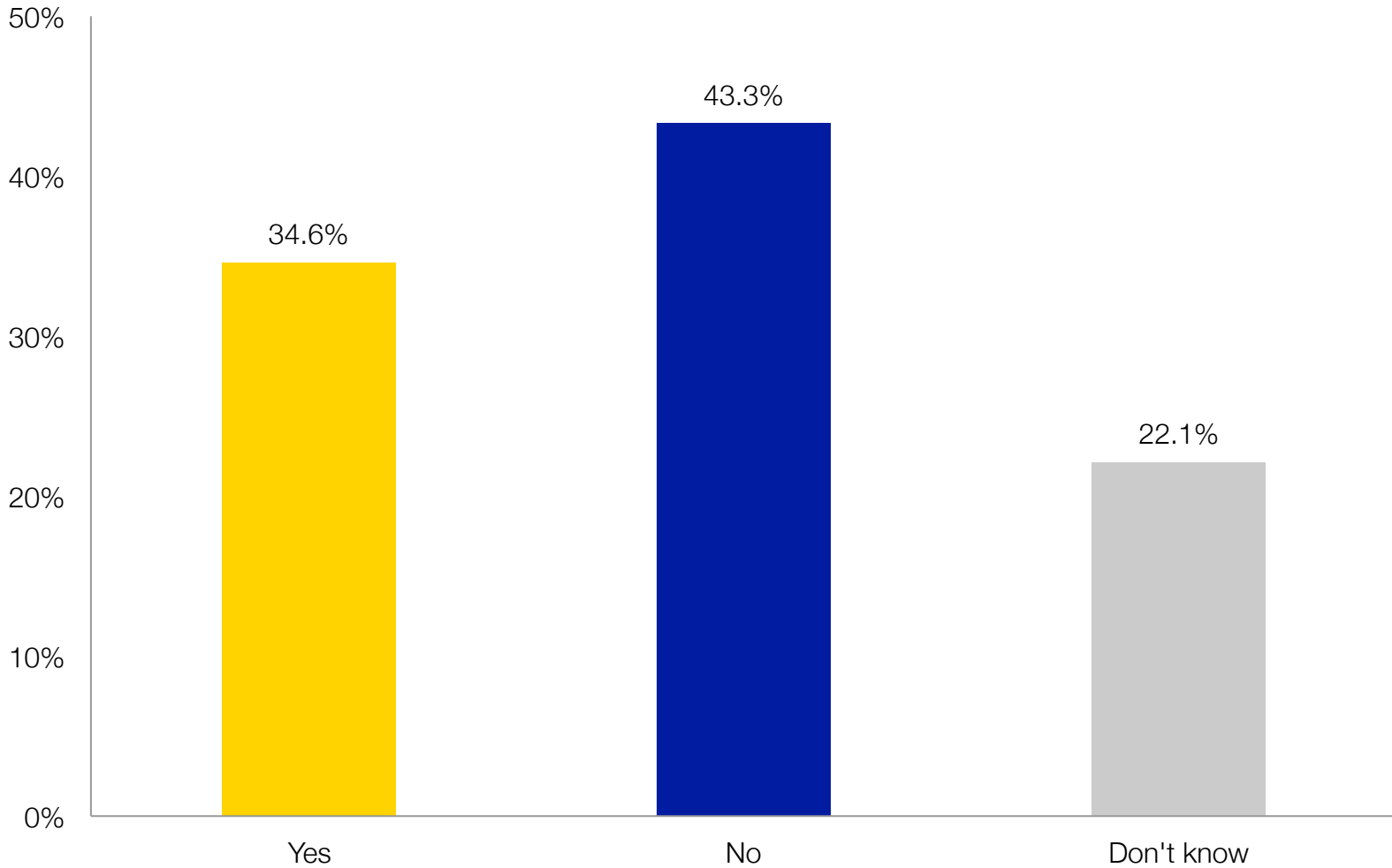
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(Breakdown by Non-Eastern vs. Eastern Region Respondents)



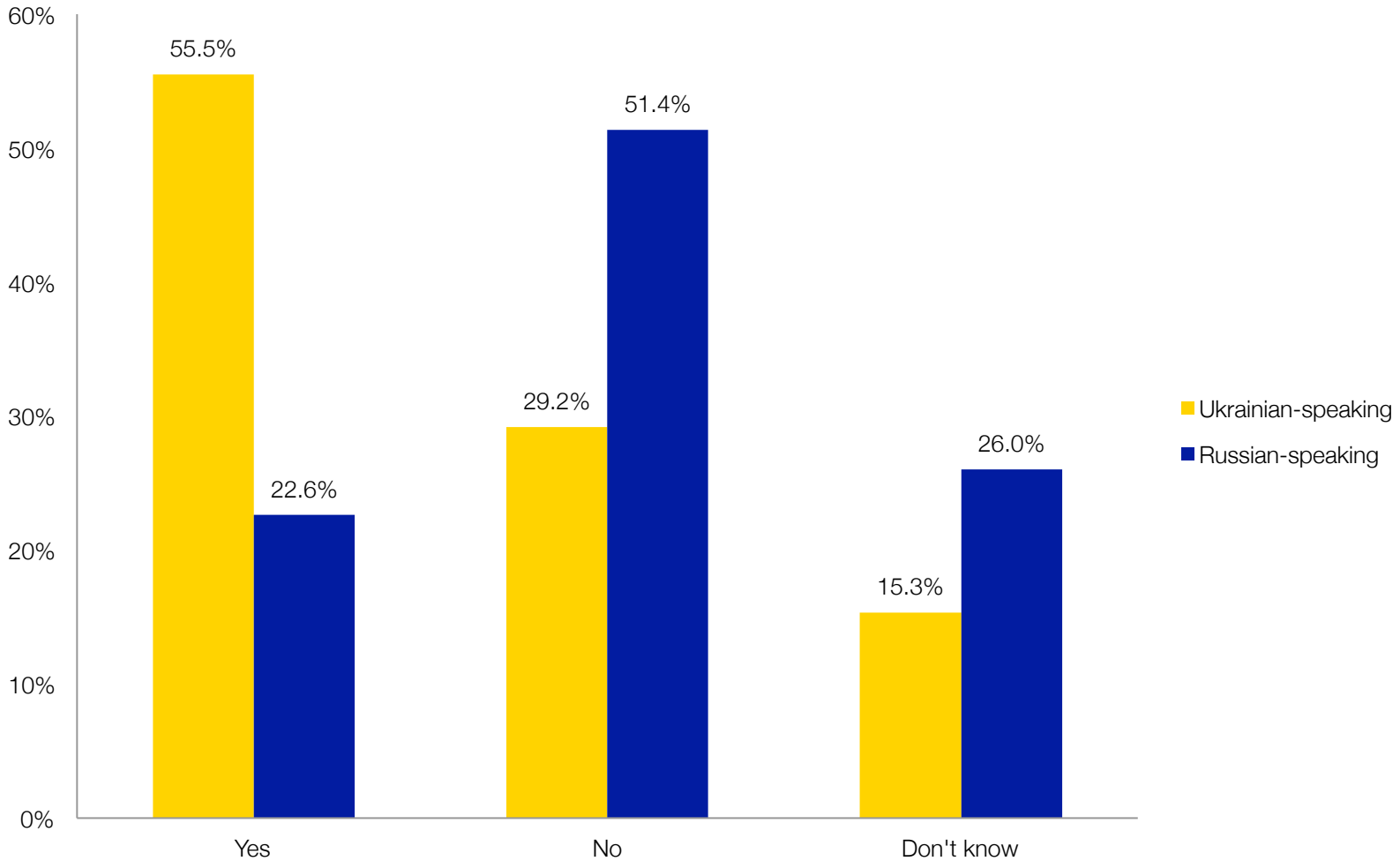
Q8 – Is the Ukrainian army effective in fighting the pro-Russian rebels?

(Overall Respondents)



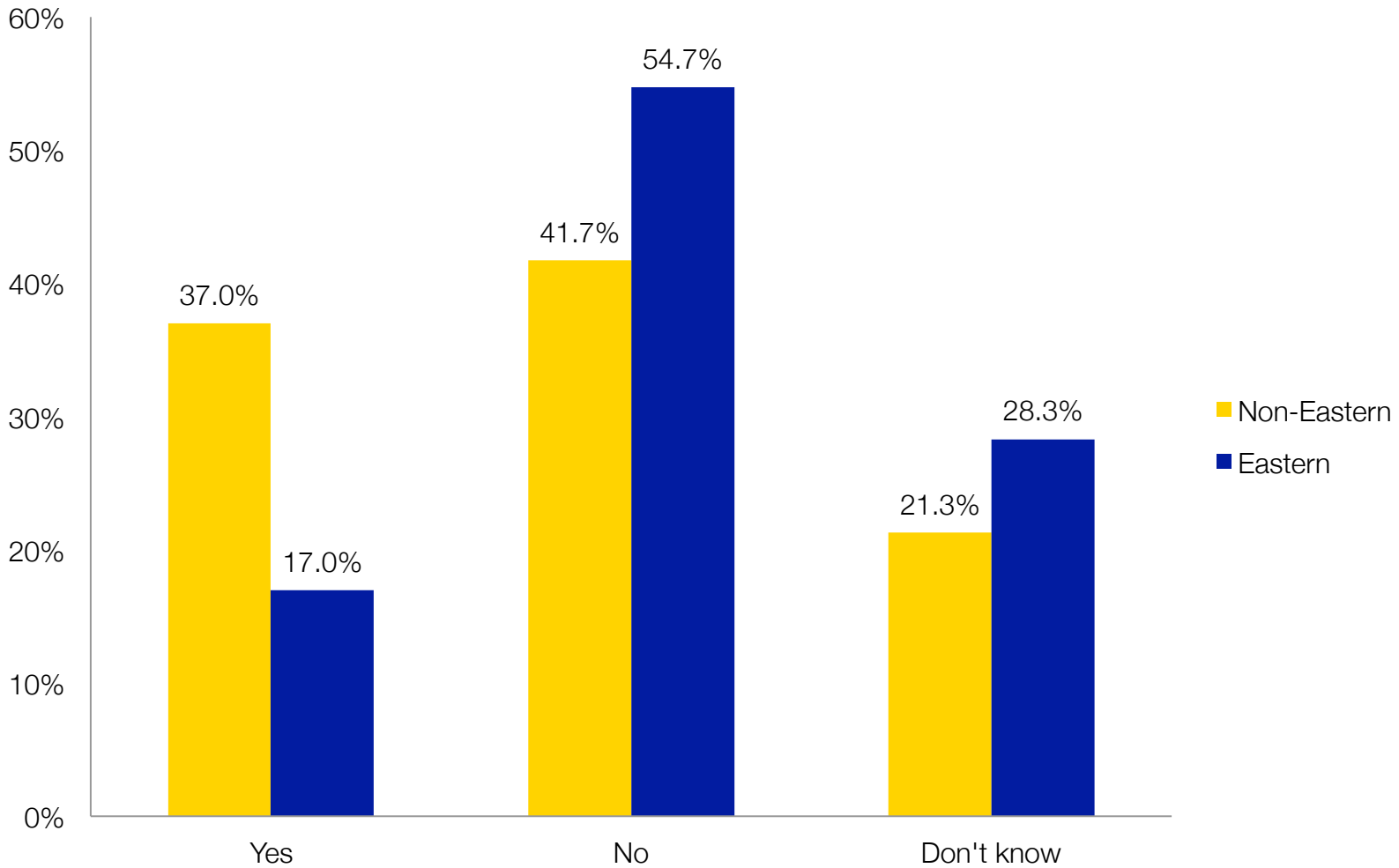
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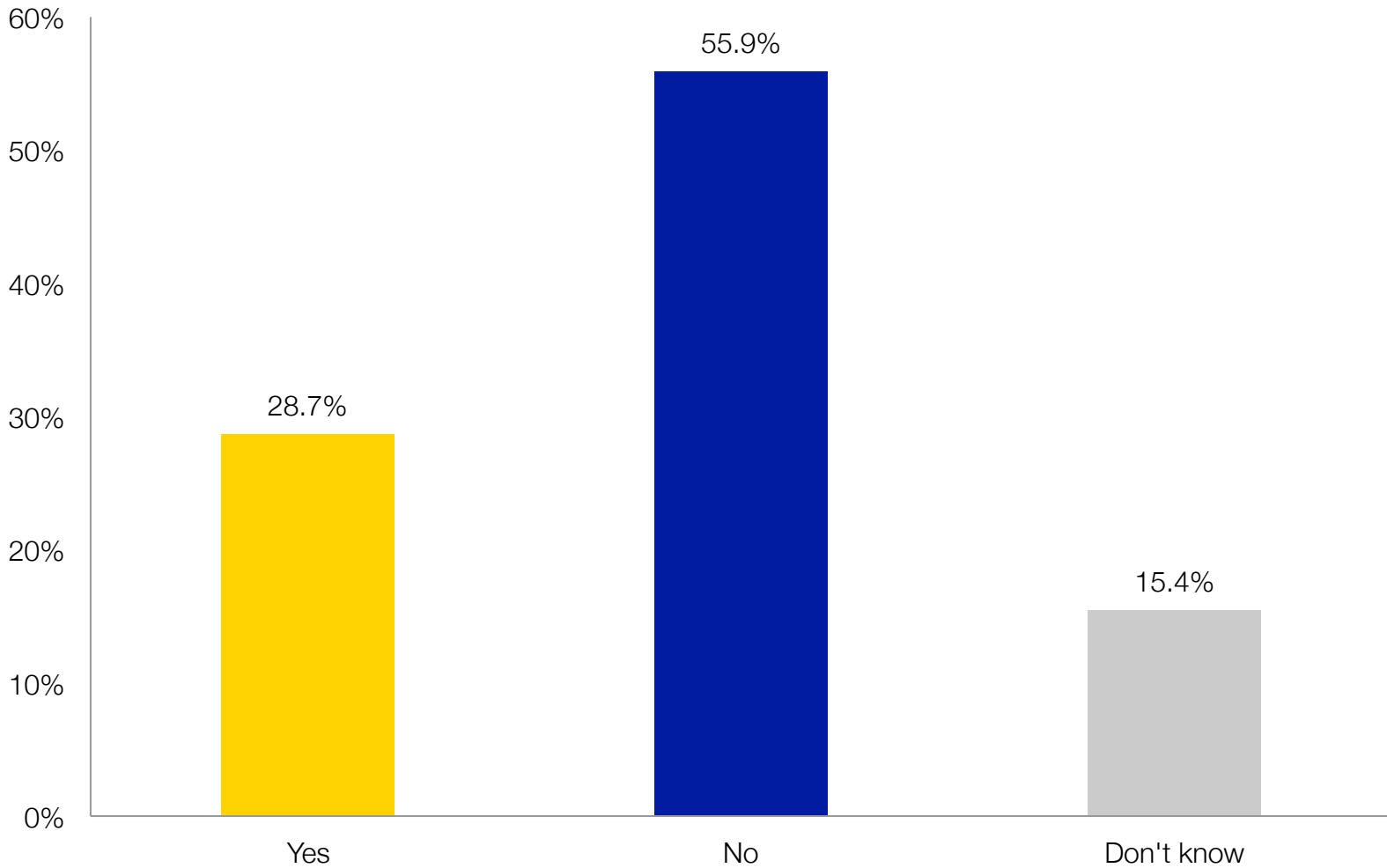
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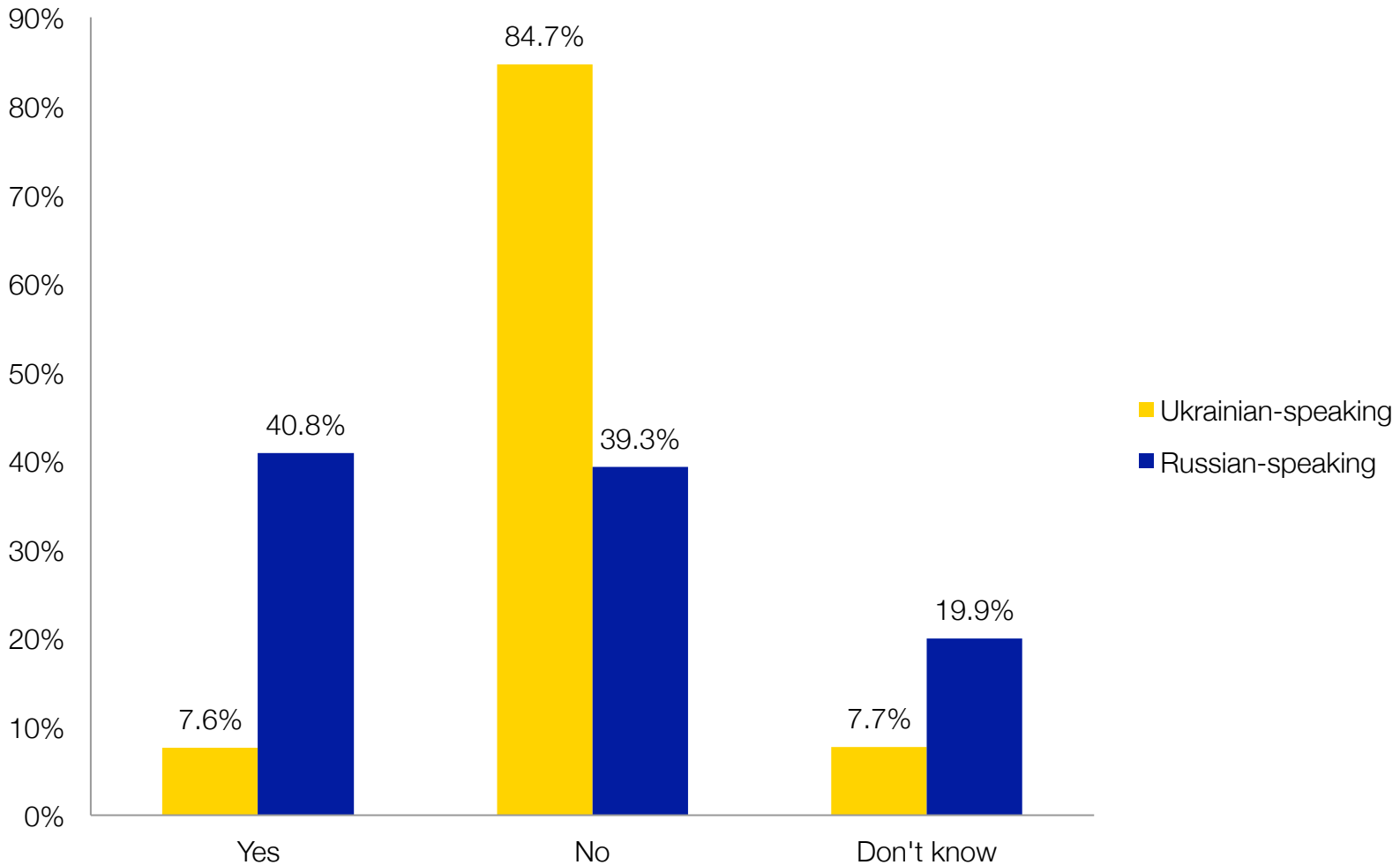
Q9 – Should Ukraine stop fighting on its own?

(Overall Respondents)



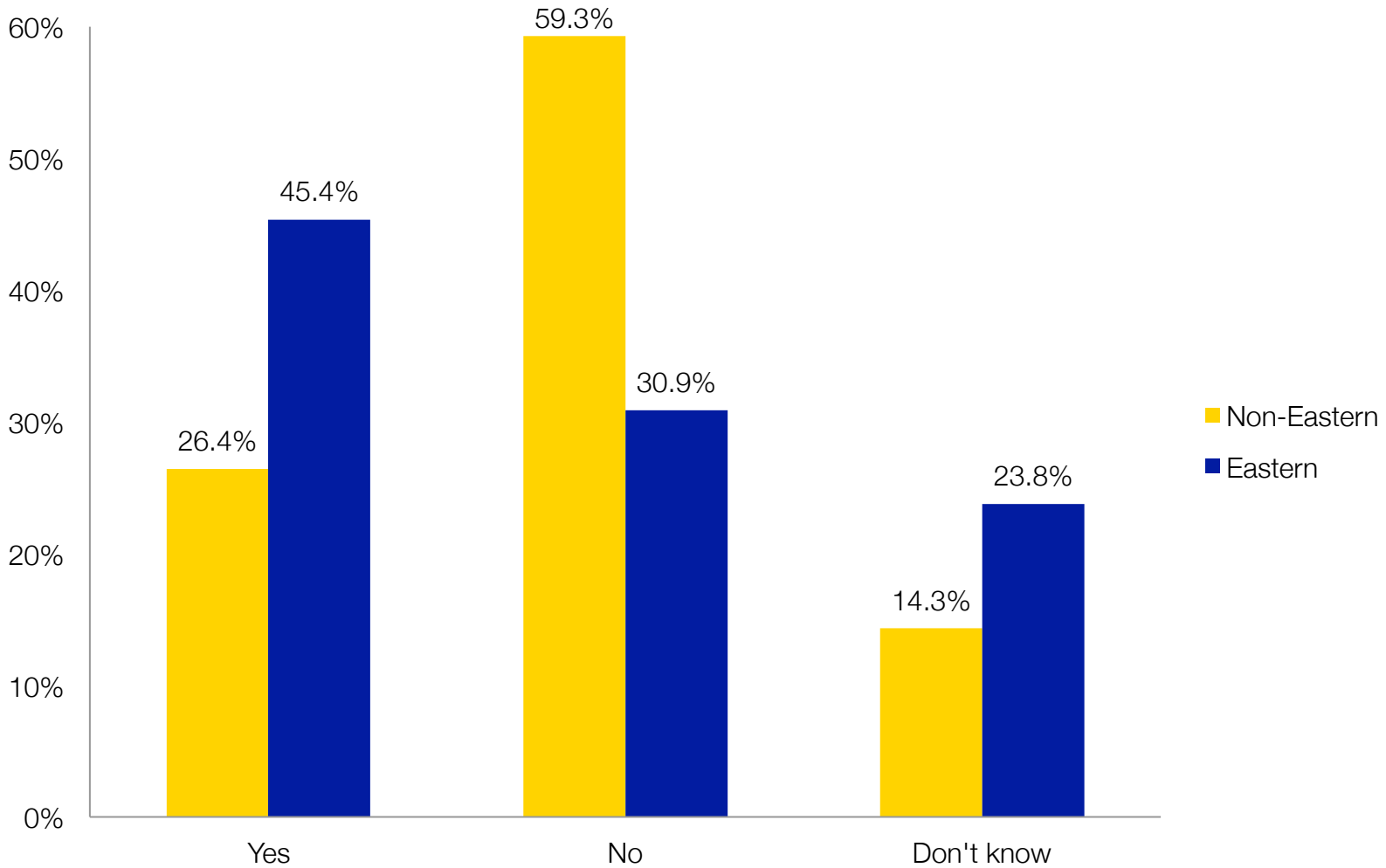
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(Breakdown by Ukrainian-Speaking vs. Russian-Speaking Respondents)

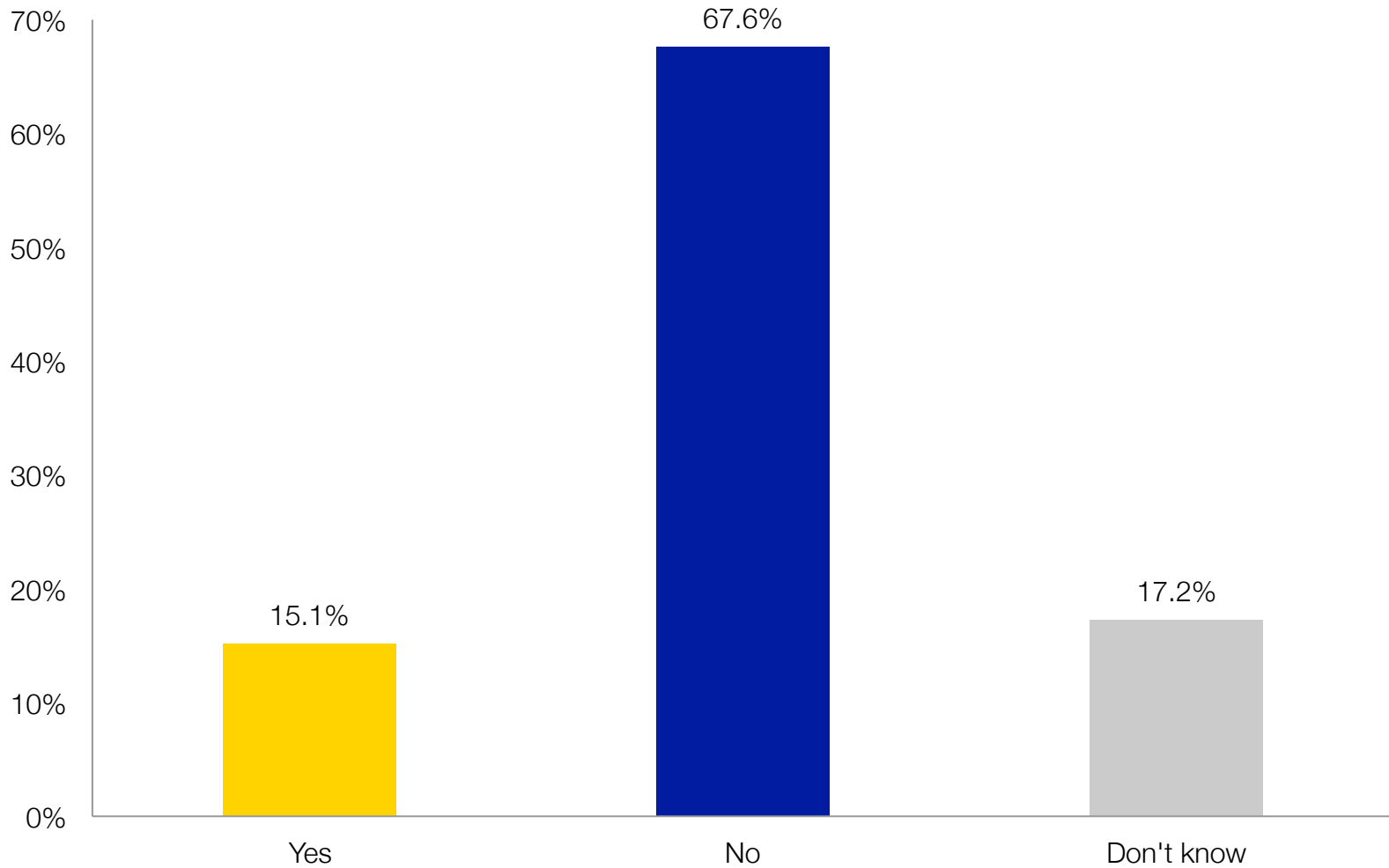


Q9 – Should Ukraine stop fighting on its own?

(Breakdown by Non-Eastern vs. Eastern Region Respondents)

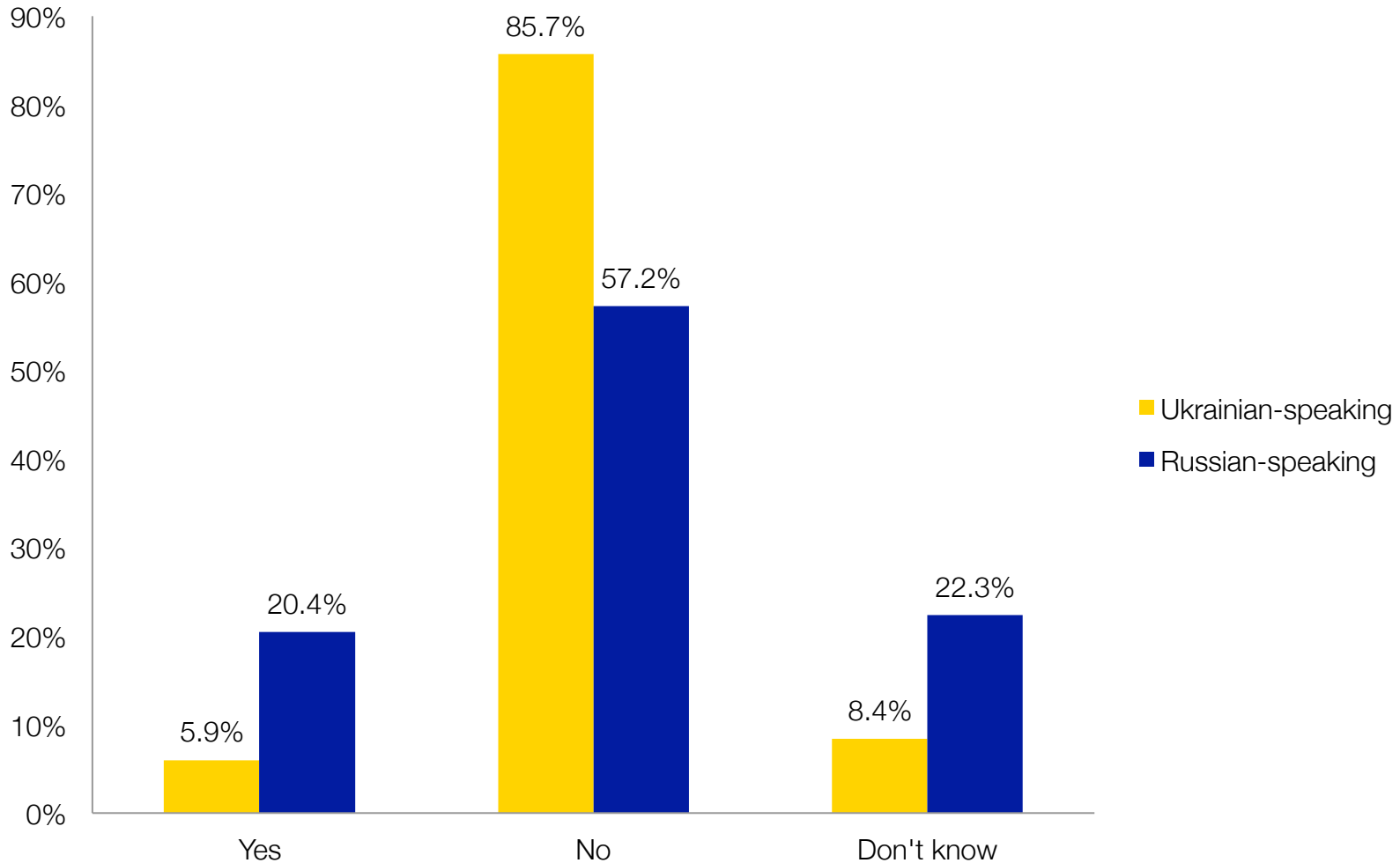


Q10 – Should a separate new Eastern state be created in Ukraine? (Overall Respondents)



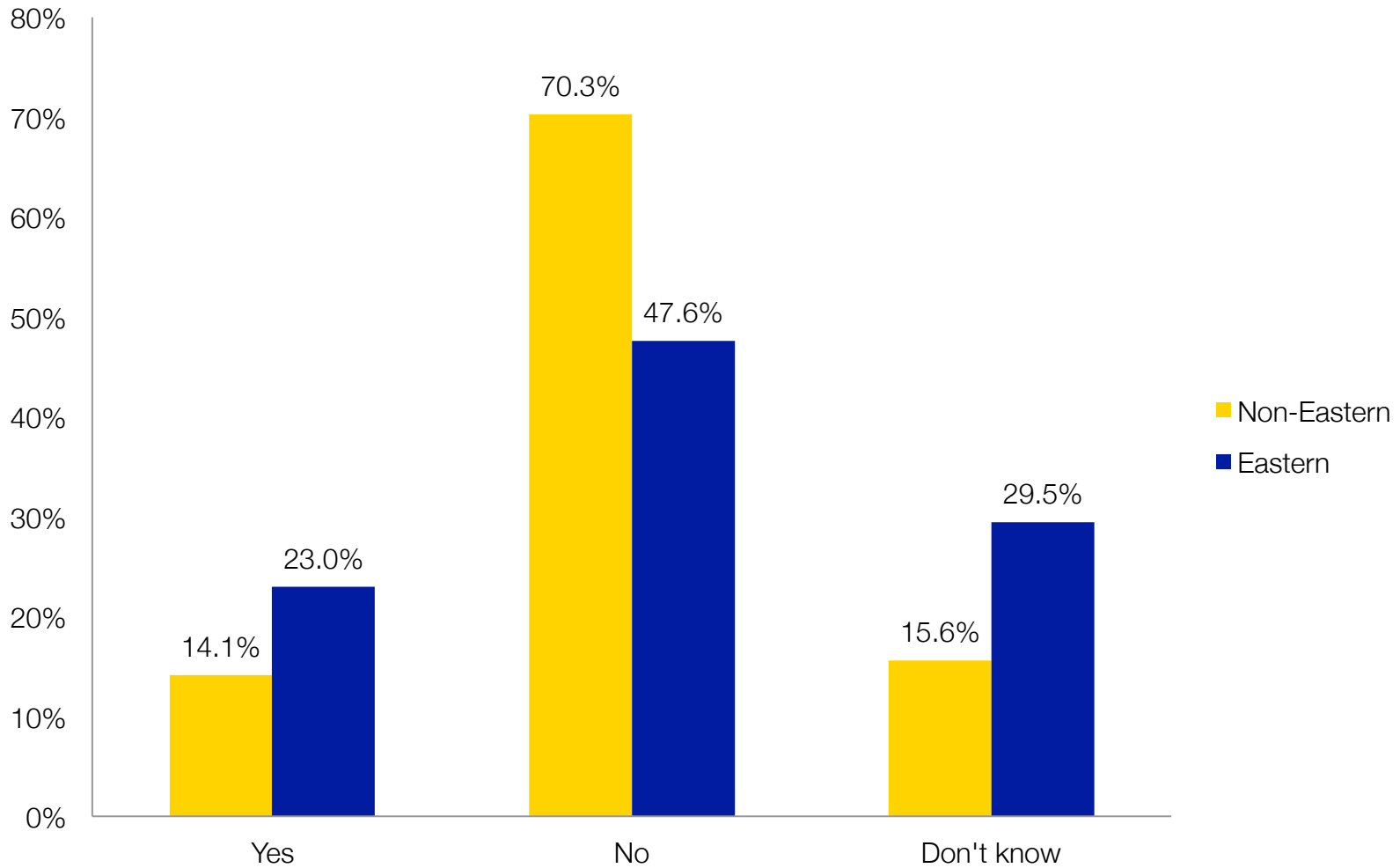
Q10 – Should a separate new Eastern state be created in Ukraine?

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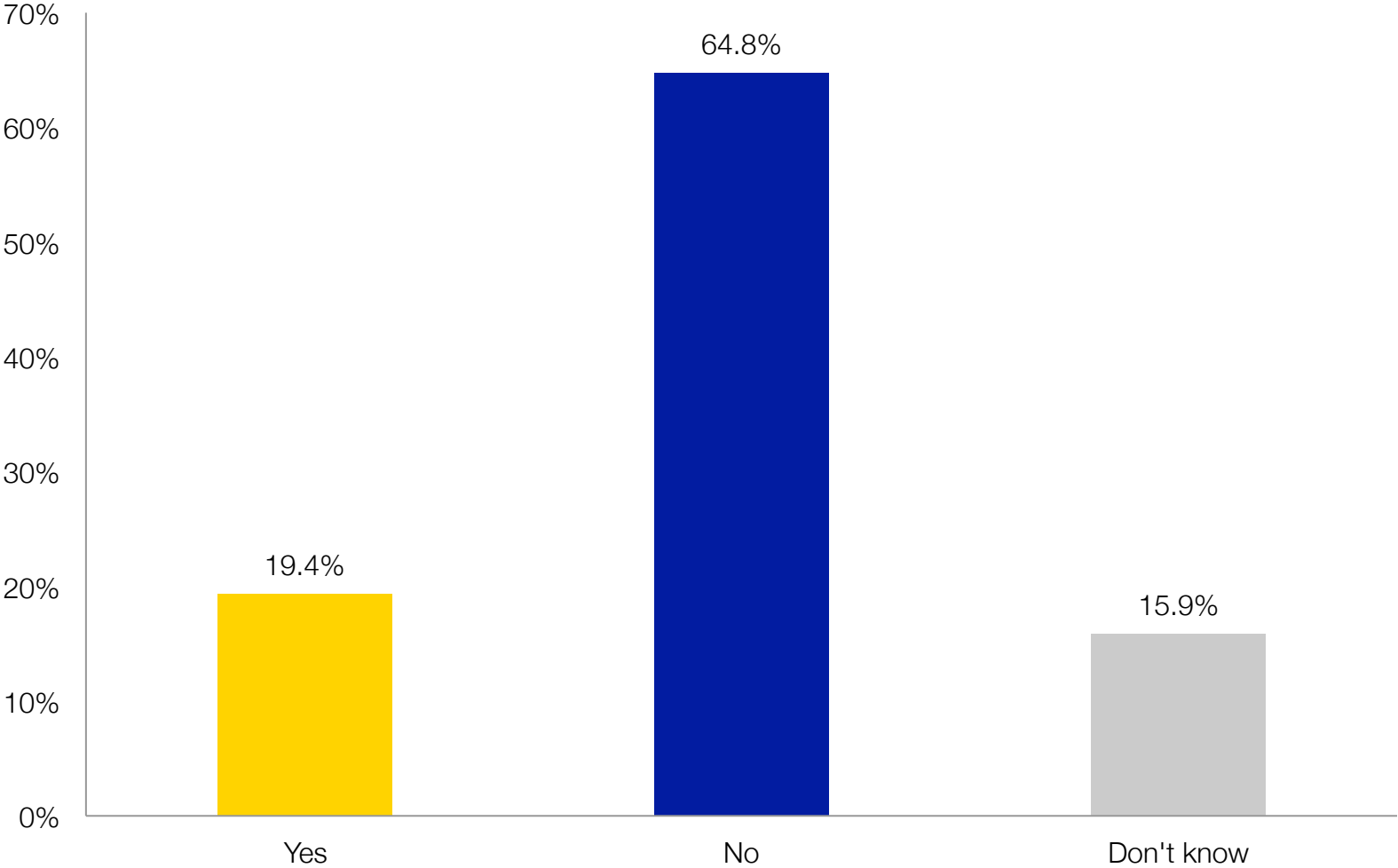
Q10 – Should a separate new Eastern state be created in Ukraine?

(Breakdown by Non-Eastern vs. Eastern Region Respondents)



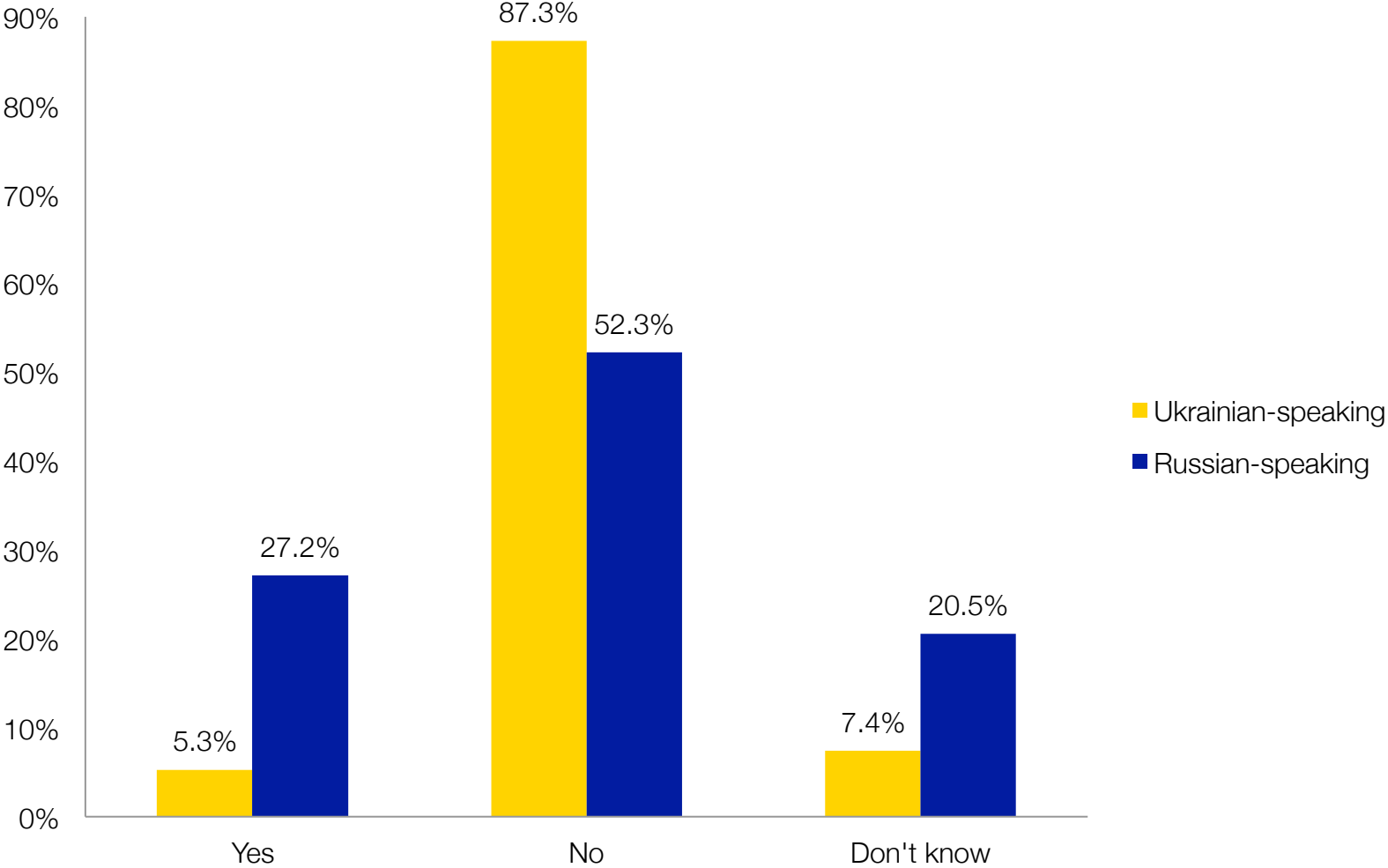
Q11 – Should Russia have direct road access to Crimea?

(Overall Respondents)



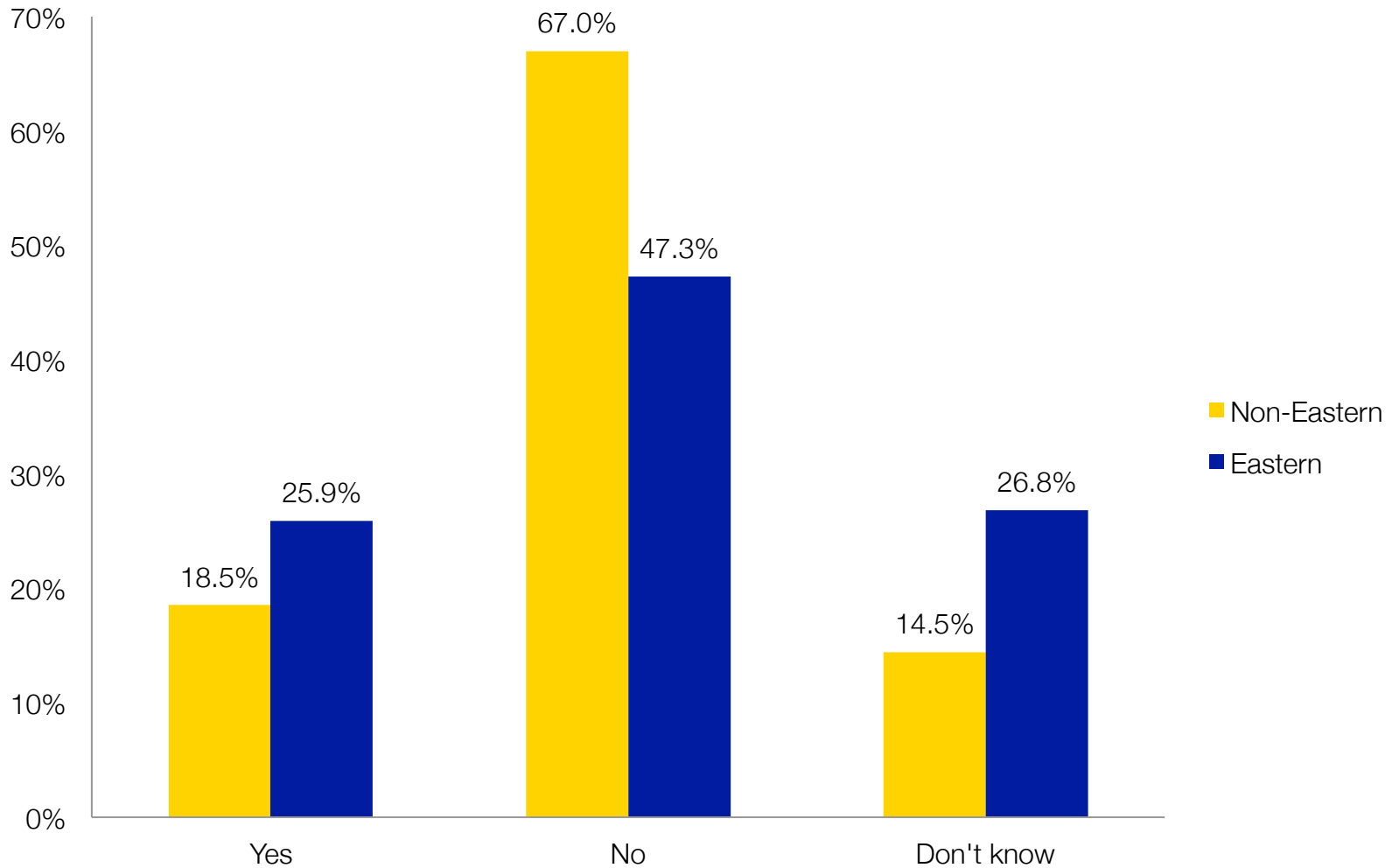
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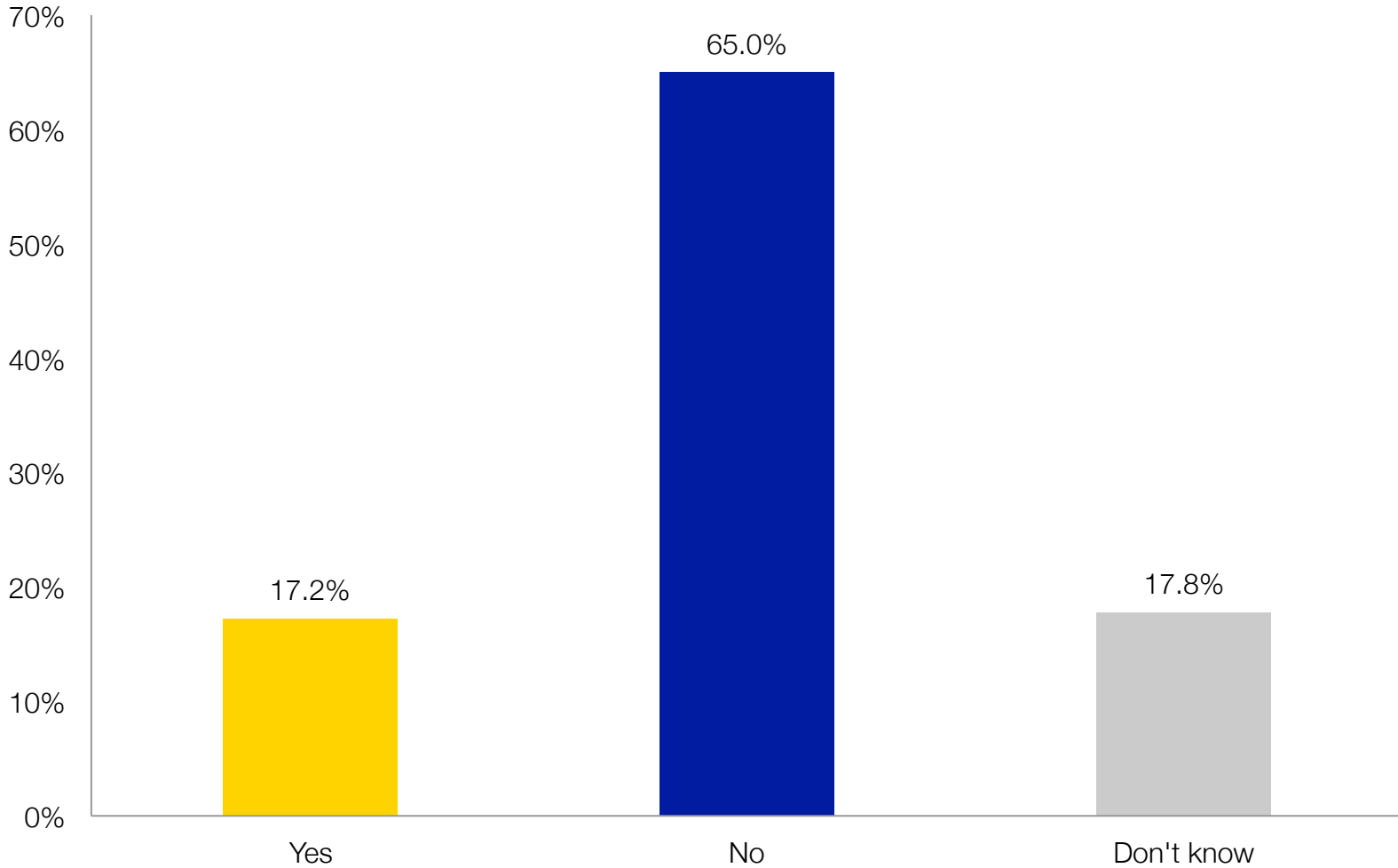
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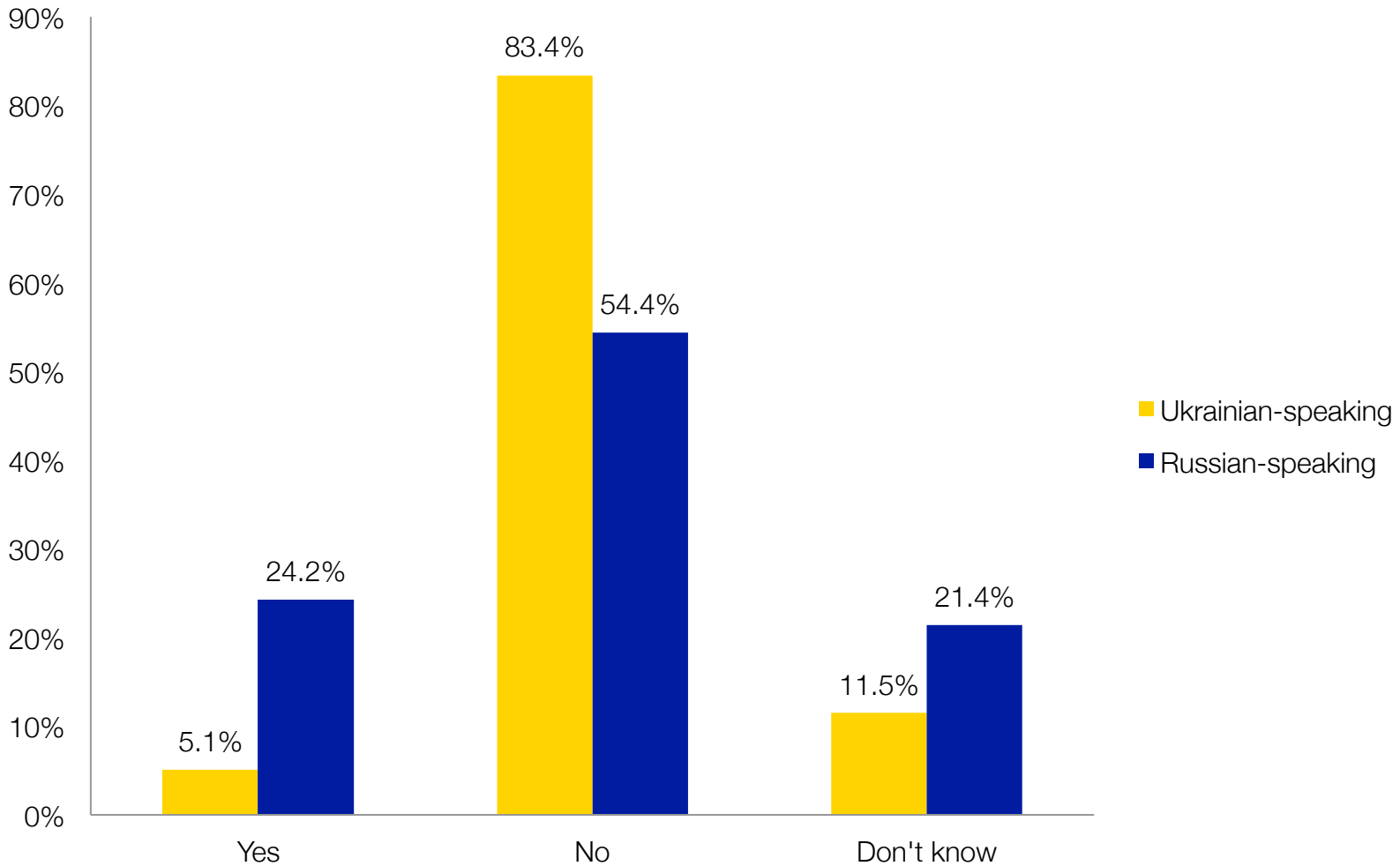
Q12 – Do you think Russian President Putin is ever honest when he asks for a ceasefire?

(Overall Respondents)



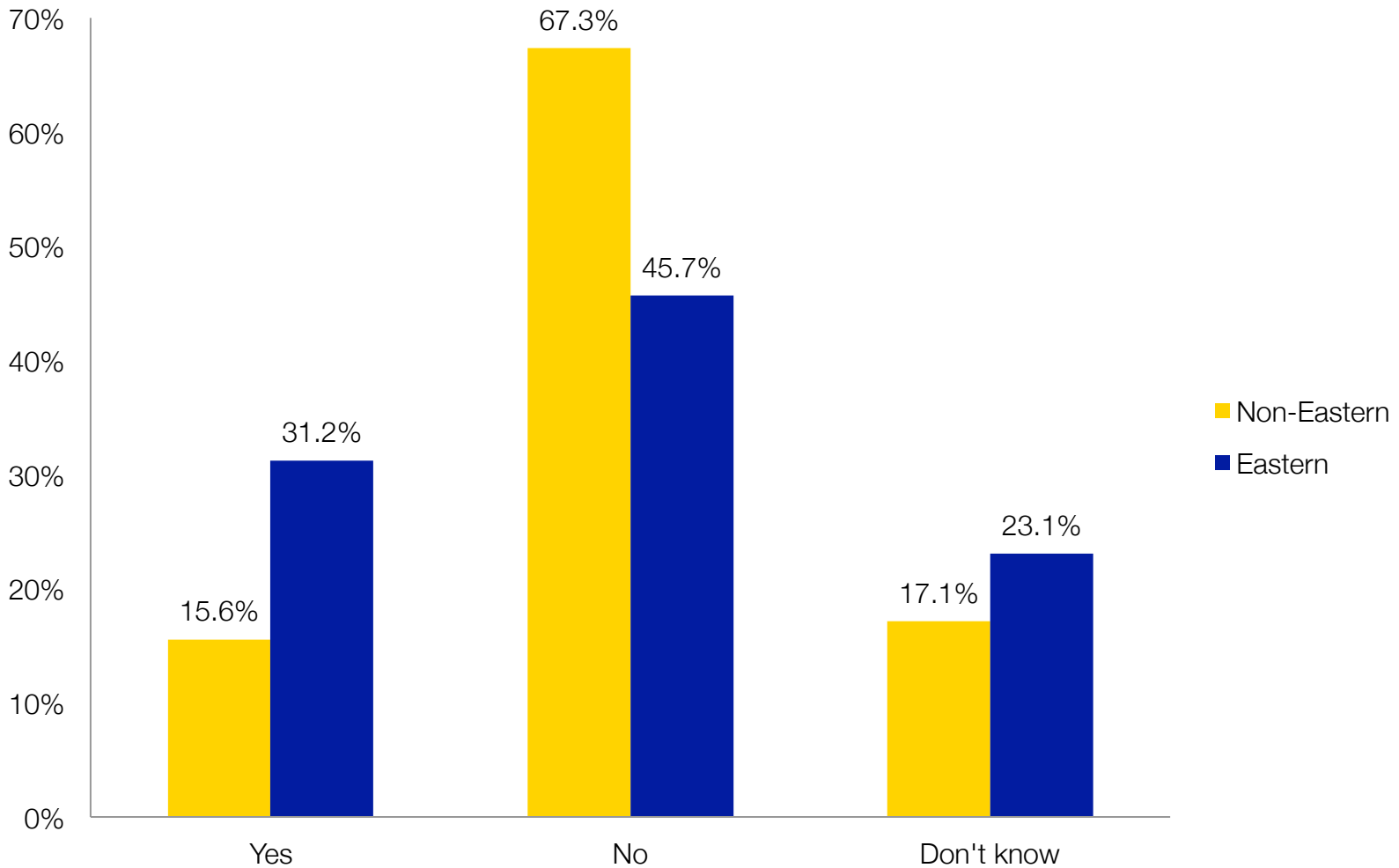
Q12 – Do you think Russian President Putin is ever honest when he asks for a ceasefire?

(Breakdown by Ukrainian-Speaking vs. Russian-Speaking Respondents)



Q12 – Do you think Russian President Putin is ever honest when he asks for a ceasefire?

(Breakdown by Non-Eastern vs. Eastern Region Respondents)



Key Take-Aways

Ukrainian Oblasts and Territories by Population

Due to heightened urban Web activity and access, there is a strong over-representation of Kiev-based respondents relative to country population. Without Kiev, RIWI regression results show a 0.62 R-squared correlation (set at the 95% confidence interval) between official oblast population percentages and RIWI respondent percentages. Hence, our country-level Eastern vs. non-Eastern regional respondent breakdowns were re-weighted according to Ukraine 2012 Census data, to ensure that the Eastern vs. non-Eastern regional comparison was more geographically representative.

Q1 – Which language is spoken at home?

RIWI results show a breakdown of 62.7%, vs. 37.3% of respondents who prefer to speak Russian vs. Ukrainian at home. This result enjoys validity. In an October 2009 poll by FOM-Ukraine of 1,000 respondents, 52% stated they use Russian as their “language of communication”; while 41% of the respondents state they use Ukrainian and 8% stated they use a mixture of both. A March 2010 poll by Research & Branding Group showed standard of knowledge of free conversational Russian in current Ukraine is higher (76%) than the standard of knowledge of the Ukrainian language (69%). For all RIWI survey questions, respondents could choose to read the questions in Russian or Ukrainian.

Q2 – Should Ukraine be a part of Russia?

81% of people whose preferred language at home is Ukrainian say ‘no’ and 9.9% say ‘don’t know’; however, of those whose preferred language is Russian at home, 48% say ‘no’ and there is a very high proportion who answer ‘don’t know’ (30%). Of those in Eastern Ukraine, 26.4% say ‘yes’ but 40% say ‘don’t know’.

Key Take-Aways

Q3 – Did NATO refusing to help Ukraine change your opinion on whether Ukraine should be a part of Russia?

Across Ukraine, only 9.5% said ‘yes’. 66.2% said ‘no’. This rough breakdown held up among male and female respondents. Among Ukrainian speakers, fewer (6%) said ‘yes’. Comparing Eastern and non-Eastern respondents, the ‘yes’ response was very close (7.3% vs. 9.8%, respectively).

Q4 – Is the rebel uprising in Eastern Ukraine actually an invasion by Russia?

44.8% of Ukrainians say ‘yes’ to this question. Among Russian speakers, the ‘yes’ response (49.8%) is higher than among Ukrainian-speakers (36.1%). When assessing the Eastern region, however, it is clear that Eastern Ukrainians express this sentiment less (33.3%) than do those from outside the Eastern region (46.4%), but only 35.4% of those in the East say ‘no’, with 31% saying ‘don’t know’.

Q5 – Should ownership of Eastern Ukrainian regions of Donetsk and Luhansk be negotiated with Russia?

Only 19.7% of the respondents say ‘yes’, being statistically equal among males and females. Those from the East prefer negotiation (34.2%) to those from outside the East (17.8%); 61.4% from outside the East are against negotiation. However, large proportions of Easterners and non-Easterners (27.0% vs. 20.8%, respectively) say ‘don’t know’ when answering this question.

Q6 – Should the USA provide arms and munitions to Ukraine?

More than half the country (54.4%) embraces US munitions support through a ‘yes’ response. This finding is strong across all age groups and among both males and females. Among those who prefer to speak Ukrainian at home support is 75.7%. Among non-Easterners, it is 56.9%. Even among Easterners it is 35.9%, and a strong minority of Easterners (43.3%) are against US support.

Key Take-Aways

Q7 – Should Western countries increase sanctions (funds, foods) on Russia?

Results are statistically similar to findings relating to support for US munitions. 54.9% of the respondent base supports increased sanctions on Russia. Among those who prefer to speak Ukrainian at home, this support is very high, at 68.9%. Among non-Easterners, it is 57.1%. Even among Easterners it is 38.1%, and only a minority of Easterners (36.4%) are against sanctions, with 25.5% of Easterners saying 'don't know' to this question.

Q8 – Is the Ukrainian army effective in fighting the pro-Russian rebels?

Just over one-third (34.6%) of the country say 'yes'; 43.3% say 'no'. 54.7% within the more pro-Russian Eastern region see the Ukrainian army as ineffective against the pro-Russian rebels. Among the non-Eastern respondents, 41.7% see the army as ineffective fighting the rebel forces.

Q9 – Should Ukraine stop fighting on its own?

The majority support continuing to fight on their own, 55.9% of the country says 'no'; 84.7% of Ukrainian-preference speakers say 'no'; 59.3% of non-Eastern respondents say 'no'.

Q10 – Should a separate new Eastern state be created in Ukraine?

Only 15.1% of Ukraine's population supports this proposition. Among Ukrainian-preference speakers, just 5.9% say 'yes'. Even in the Eastern oblasts, there is only an average of 23.0% support. Outside the East, 70.3% say they are opposed to the creation of a new Eastern state in the Ukraine.

Key Take-Aways

Q11 – Should Russia have direct road access to Crimea?

Just 19.4% of Ukrainian respondents support Russian direct road access. Even among those in the Eastern region, there is only 25.9% support for such access. A strong 87.3% of those who speak Ukrainian in their homes are against enabling Russia to enjoy the right of direct road access to Crimea.

Q12 – Do you think Russian President Putin is ever honest when he asks for a ceasefire?

These results suggest any ceasefire or ceasefire negotiation rests on shaky ground. Only 17.2% of the country believes Mr. Putin is ever honest when he asks for a ceasefire. Only 5.1% of Ukrainian speakers believe in Russian Putin's integrity when negotiating a ceasefire. Even in oblasts inside Eastern Ukraine, 31.2% of respondents believe Mr. Putin can be trusted on this matter. 67.3% of those outside the Eastern region respond 'no' to this question.

What is Geo-Political Threat?

RIWI defines geo-political threat as:

- When the true random wisdom of the digital crowds feels under threat or emergent threat
- Threat can be traditional (e.g. war) or social (e.g. declining rights of women or girls as a proxy on anti-freedom fragility) or financial (e.g. swiftly changing confidence in local banking institutions)
- An event that causes a 'black swan' or showcases sentiment as different than perceived is a flag

RIWI's leads in geo-political threat:

Lord St John, RIWI Advisory Board Chairman

BA, BSc (University of Cape Town), LL.B. (University of South Africa), LL.M. (LSE)

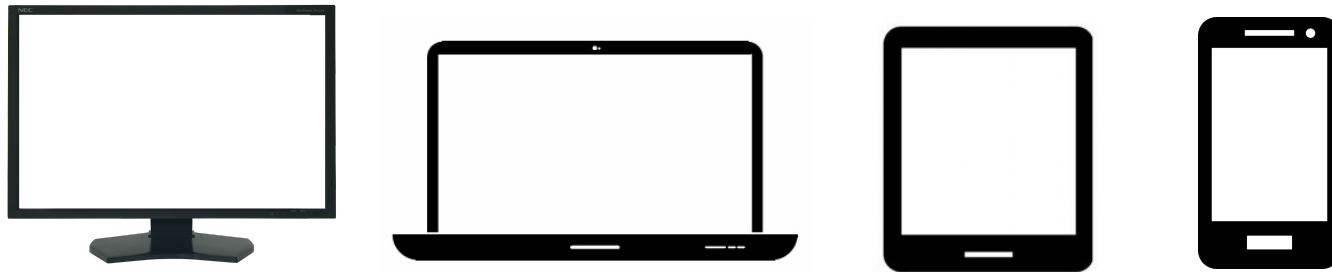
The Rt. Hon. Lord St John worked in global-macro financial risk. He is Chairman of Alexandra Rose Charities. He is a Member of the House of Lords Select Committee on Communications and the Lords Information Committee.

Neil Seeman, CEO and Founder

BA (Queen's), JD (Toronto), MPH (Harvard)

Neil leads RIWI's work in developing new global data capture and prediction innovations that leverage the architecture of the Internet, notably, the domain name system (DNS). He leads RIWI's data work in international security, global macro-economic finance, and global healthcare monitoring. Neil is the inventor of random domain intercept technology (RDIT), a novel stream of all-device global randomized data collection that has been identified as revolutionary by the global market research, consumer goods, finance, NGO, and by other high data-sensitive sectors.

RIWI's patented Random Domain Intercept Technology (RDIT™) is the only all-device technology capable of randomly intercepting online survey respondents in every Web-enabled country and territory in the world.



RDIT Unique Capabilities:

- Captures data from respondents in every country and territory for ongoing tracking
- Randomly collects data, removing biases to provide the best Web Intelligence
- Gathers data from majority first-time respondents generating the most varied sample
- Reaches respondents on all Web-enabled devices, from smartphones to desktops
- Provides rapid results in otherwise hard-to-reach countries

How it Works: RDIT™

When users navigate the Web by typing into the URL bar, this is referred to as direct navigation. When mistakes occur on any device in any country, such as input errors on non-trademarked URLs or other input errors during direct navigation, users commonly land on sites that deliver ads or land on non-existent sites (e.g. “this page does not exist”). RDIT accesses a highly scalable global flow of direct navigation users and filters this randomized data stream through the privacy-compliant RIWI engine.

The RIWI engine:

- Checks and cleans for ‘bots’
- Ensures the sites are full sites, and not ‘pop-unders’ or ‘pop-overs’ or ‘interstitials’
- Ensures there is no potential trademark infringement to any URL from which the respondent is exposed to the survey prior to the DNS redirect to the survey page
- Ensures low latency to enable anyone who chooses not to opt in to exit instantaneously
- Recognizes the device type, browser and operating system
- Acquires the country code and IP location
- Uses software and proprietary mathematical latitudinal and longitudinal approaches to ensure the respondent, as best as possible, is responding from the targeted geography
- Chooses an applicable language and delivers the appropriate survey in a privacy-compliant manner on any device including smartphones and tablets, with exceptional speed. The surveys are delivered in full-screen format, allowing for maximum readability on all devices.
- Feeds the geo-located anonymized data (that are assigned unique identifiers) to a secure, hosted database with multiple back-ups from which the data are ported into CSV or any other file formats
- Removes duplicate responses from the same IP address, if any, during post-processing

Methodology and Limitations

Specific to this study, RIWI undertook its traditional approach, with additional considerations:

- Respondents were geographically representative of the random Ukrainian Web-enabled population
- The Web-enabled population in the Ukraine is 37.5%
- The Web-enabled population tends to lead public opinion and enjoys higher SES
- Compared to all other modalities of data collection, including self-selected incentivized panel respondent surveys; social media analytics; river sampling; gamification; and focus groups, RIWI's proprietary random domain intercept technology covers a much wider representative sampling of the population parameter: the Web enabled population as a function of usage of Web-enabled devices
- Over 70 percent of respondents have never taken a survey of any kind in the past month or longer
- All random respondents consensually opt in, and RIWI privacy defaults to strictest rules in the world
- Data are skewed younger to Web users, so official re-weighting to age/ gender splits was undertaken
- To correspond with reliable Census data, and to acknowledge the younger age skew of the Ukraine population generally (15.3% are 65+), the respondent base includes Ukrainian citizens 14+
- Topic salience bias and self-selection bias are mitigated by high response rates and high sample size
- Results are broken down into people whose main language at home is Ukrainian vs. Russian, and those who are geo-located to live in the Eastern region of Ukraine vs. those who are not
- No personally identifiable information is collected except for IP address, which is then validated by two mathematical formulae (Haversine and Equirectangular approximation) for city hub confirmation
- Four mother tongue-translators were used independently to ensure translation accuracy
- In keeping with best practice in online survey data collection, it is inappropriate to provide margin of error statistics for the full data set. To the extent that margin of error statistics are provided herein, they confirm statistically valid results as a function of representativity the Web-user population.
- Chi-square tests of independence validate question responses to be statistically valid ($p < .05$)