

All-Ukrainian
sociological research

Attitudes,
values,
future

Teenagers and their life *during the war*



dobrodiy
club

“

I am afraid
for my family

“

If I had a million dollars – would
donate it to the Armed Forces

“

Believe in Ukrainian
victory

“

Uncertainty is irritating

“

I miss my life before the war

“

Shelling annoys me

“

Want to live in Ukraine

“



Mariia Artemenko
founder and head of
Dobrodiy Club

This research is a chance to see what is the youth's request is to Ukrainian society today. How do Ukrainian teenagers live, what do they think about during a full-scale war, what changes have happened to them during this year.

According to the research, teenagers who stay in Ukraine today do this consciously. They experience all the difficulties on a par with adults and are ready to take responsibility for their future.

They are conscious, having a great desire for self-realization, and most importantly – to do it here, in Ukraine. This gives hope for the future.

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during the war

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Self-realization,
hobbies

05

The future

Approach to research implementation

The next few decades for the entire country depends on what is on the minds of young people today, their moods and priorities. In order to hear the voices of Ukrainian teenagers, to understand exactly how the war affected their lives, their vision of themselves and their future – all-Ukrainian sociological research was conducted by the Dobrodiy Club, with the support of Plan International.

Qualitative and quantitative stages
of the research were conducted by the Kantar

Our approach – two-stage, complex (qualitative and quantitative) research

⁰¹ Qualitative stage

- Four online focus groups lasting an hour and a half each – with teenagers aged 13-19
- Geography: Kyiv, Lviv, Odesa, Dnipro
- The qualitative stage results (lists of attributes) were used in the process of developing the toolkit for the quantitative stage.

⁰² Quantitative stage

- Urban population of Ukraine: 600 young people aged 13-19
- Geography: cities 50K+
- Method: F2F, Duration up to 20 minutes, two open questions
- Sample: quotas by gender, age, region, type of city. The sample structure is based on the Kantar Ukraine approach to creating samples during the time of martial law*

*
Taking into account the current martial law, we used for sampling the data about Ukraine's population considering: 1. The current front line (the inhabitants of temporarily occupied settlements and residents of front-line zones do not participate in surveys). 2. Emigrants who left Ukraine's territory (~5.16 million) and their age-gender structure. 3. Internally displaced persons (~6.2 million) who remained in Ukraine but were forced to change their place of residence. Kantar Ukraine uses data from open sources, as well as its own internal research, to take into account displaced people.

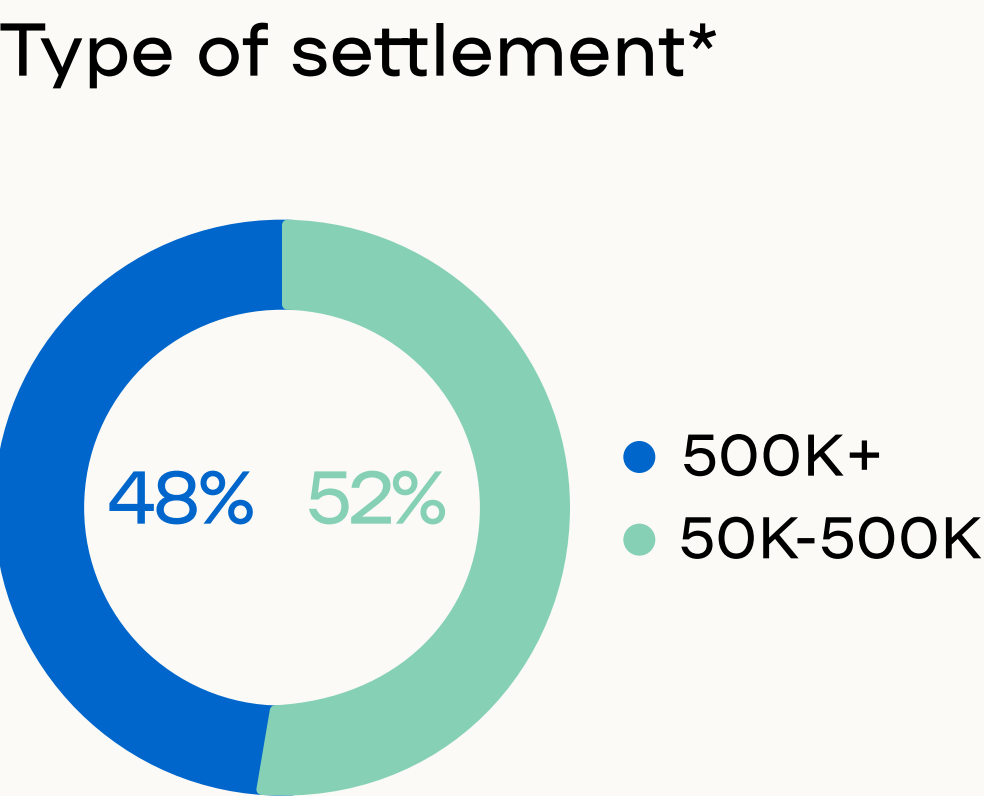
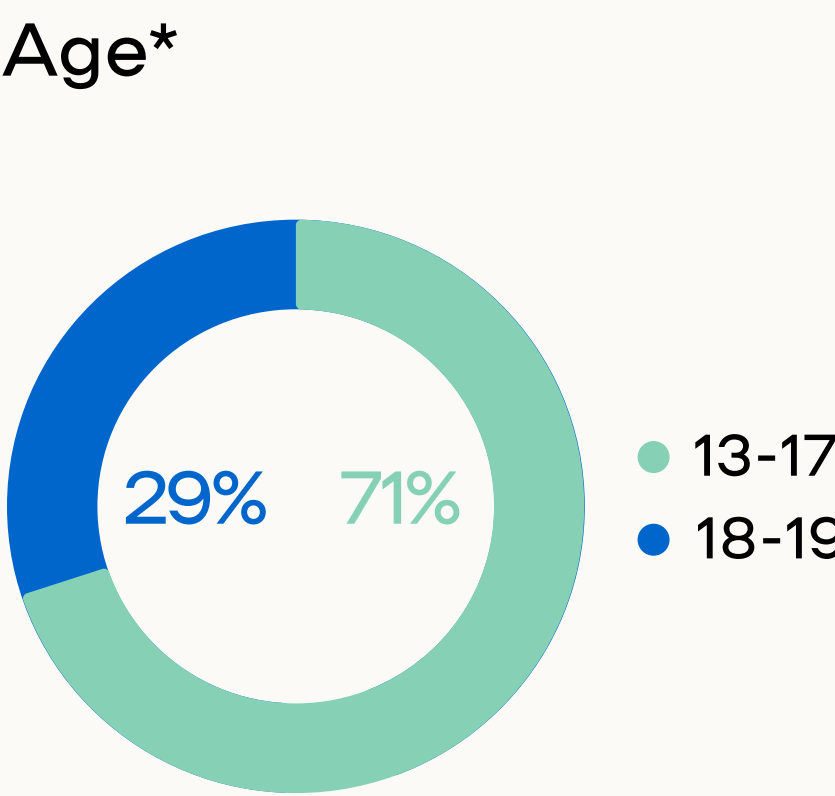
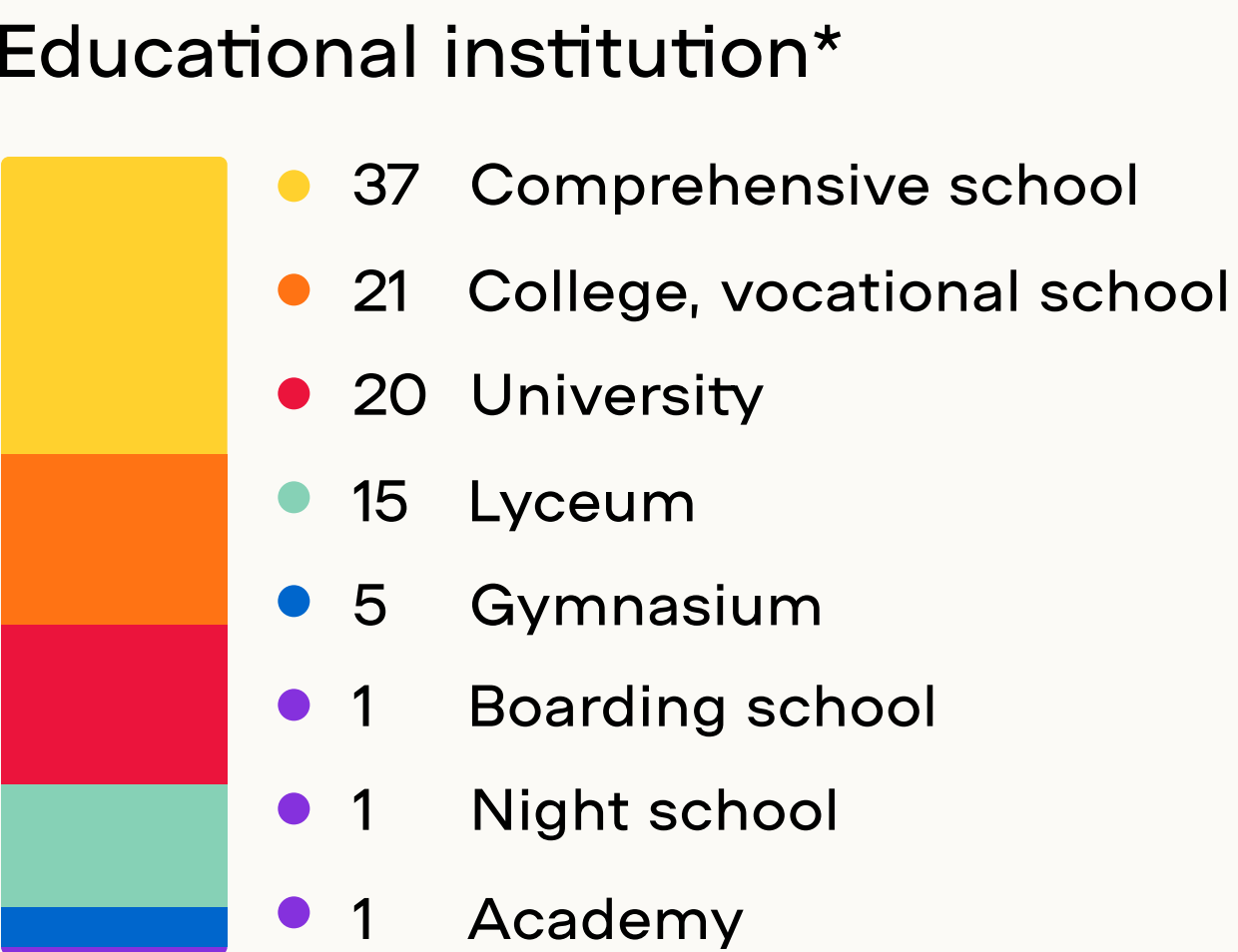
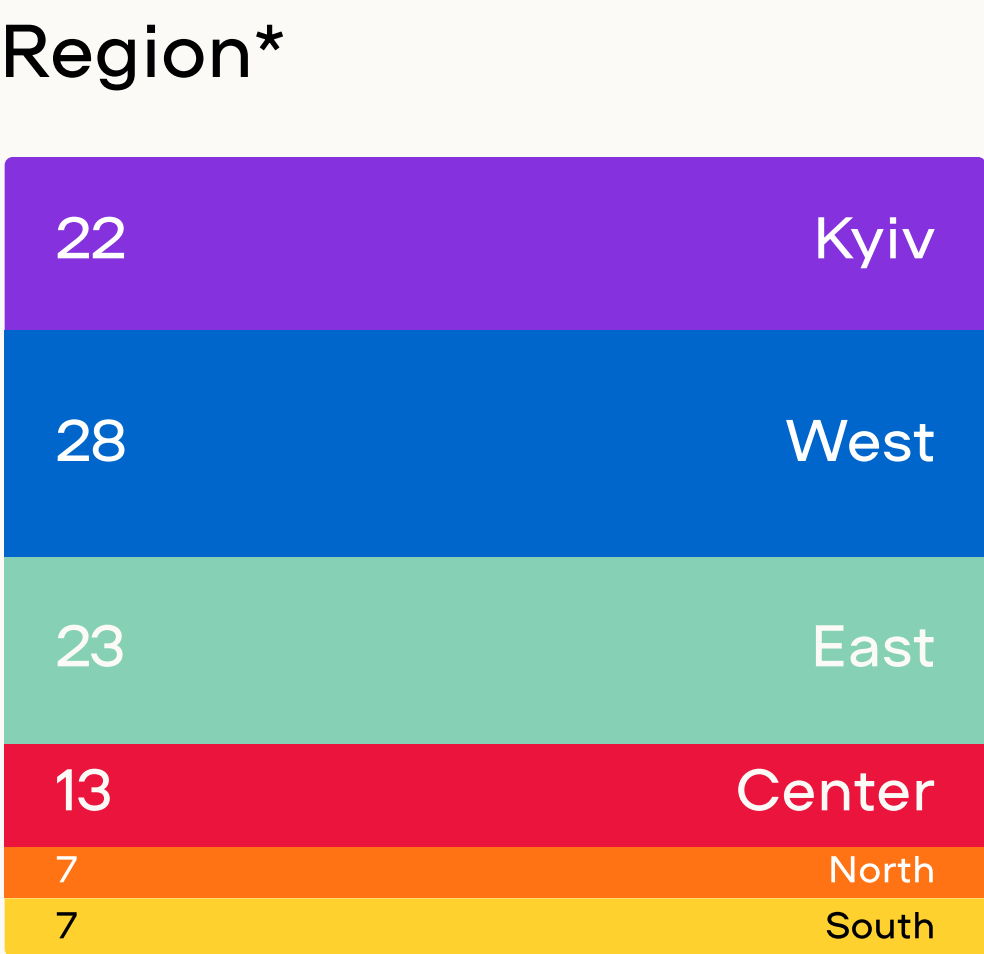
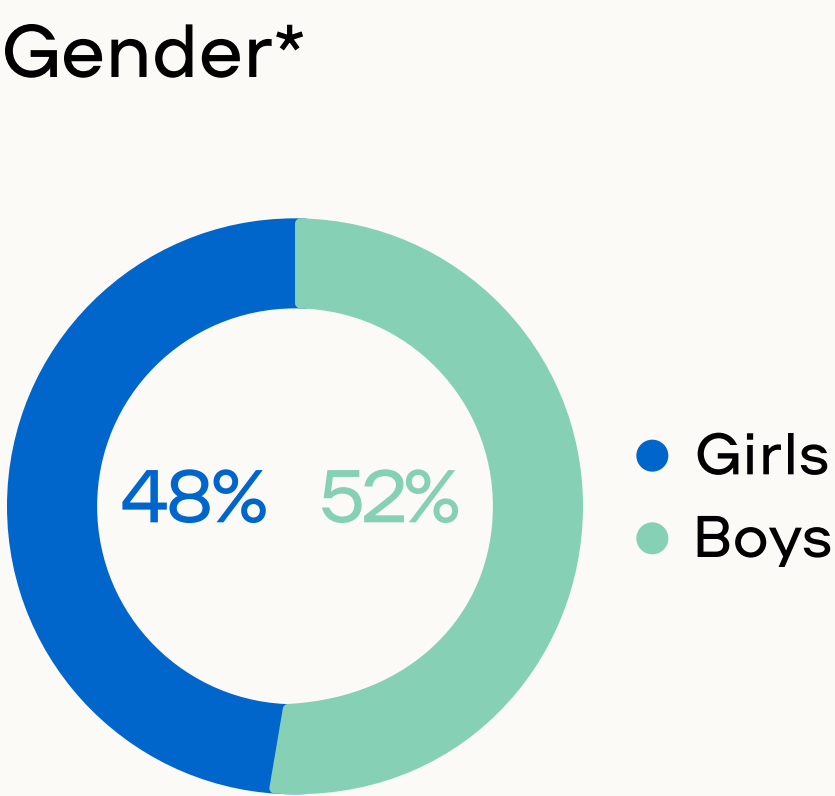
The survey of young people under 18 was conducted in accordance with global and local instructions on the Procedure for Surveying Children

The GDPR contains provisions intended to enhance the protection of children's personal data.

Children under the age of 16 cannot give consent on their own, instead the consent of a person with "parental responsibility" is required. This may be a parent or guardian and we must be able to verify whether consent has been given by that person or persons.

To ensure GDPR compliance, Kantar classifies all persons under the age of 16 as children. In our study, "parental consent" was obtained from all respondents under the age of 18.

Social-demographic profile of respondents



Base: All
*quotas

Key problems of youth during the war

Key problems of youth during the war

73%

are mostly worried
about the war

Base: All

Is there something that worries you right now?

Name 2-3 things that worry you the most.

It is "woven" into everyday life and
causes anxiety and fear for the future

Fear for life and health
(own and loved ones)

is the biggest change
in life that the war
brought

I am worried about:

- war in general
- power cuts
- explosions, sirens, air raid alerts, etc.
- relatives, friends are now in the Armed Forces of Ukraine
- restriction of activity in time due to curfew and air raid alerts

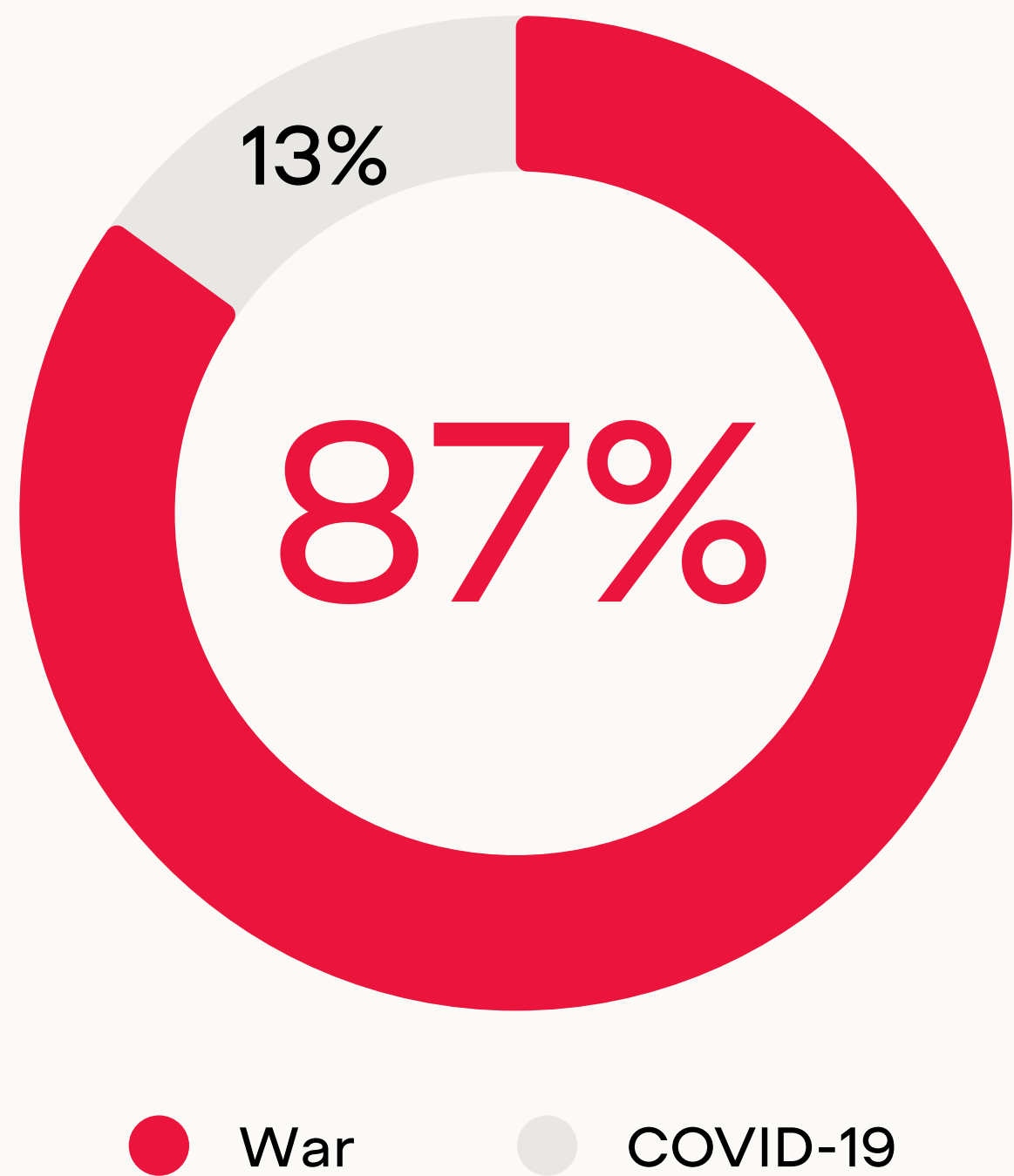
Base: All

Is there something that worries you right now?

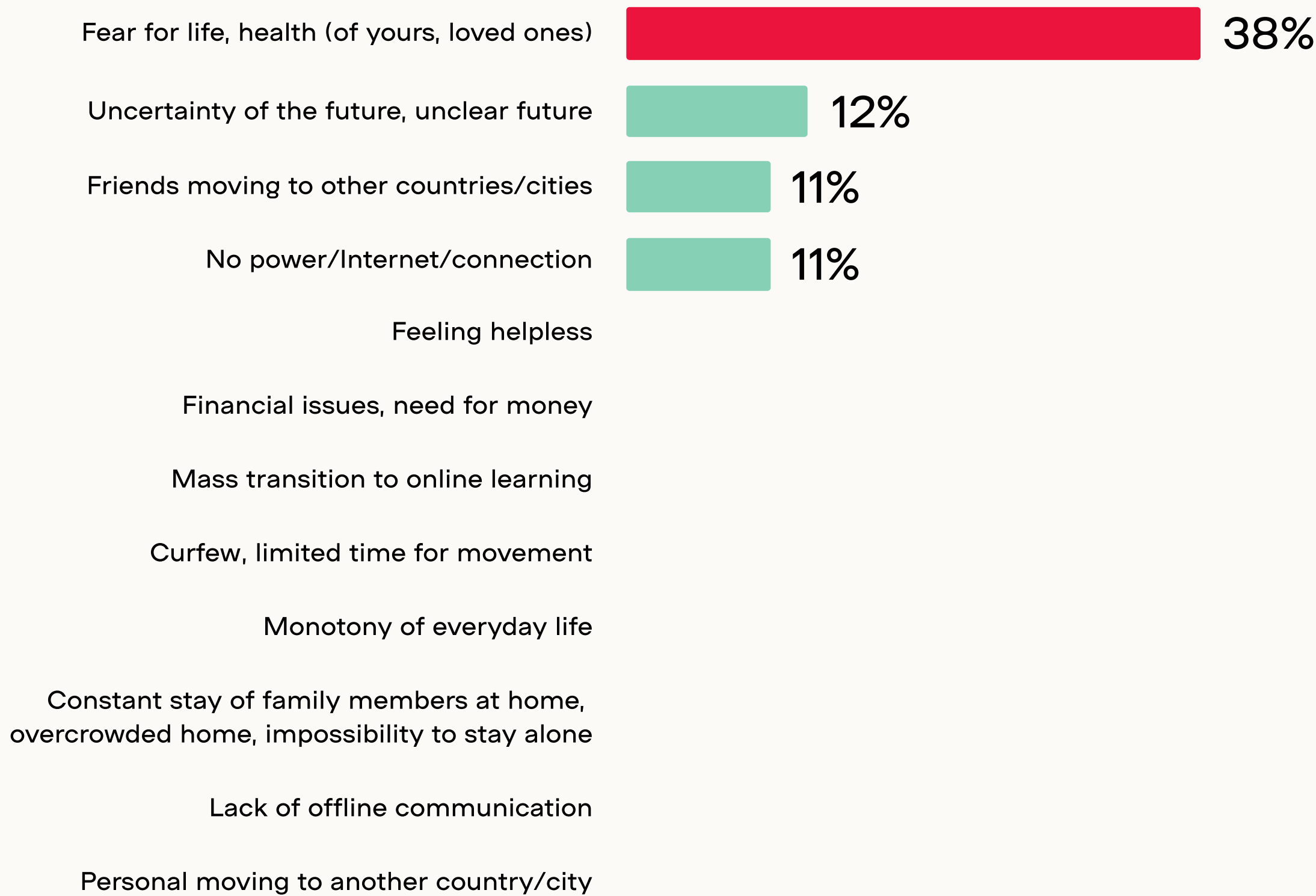
Name 2-3 things that worry you the most.

Pandemic vs
full-scale war?
When teenagers' life
changed the most?

When your life changed the most, %



The biggest change in life caused by the war



Base: All
When do you think your life changed the most?
What was the biggest change in your life that the war brought?

Fear for life and health, distance learning, everyday life routine — all this is familiar to young people since the time of the COVID-19 pandemic.

However, the fear for one's own life and that of loved ones increased significantly because of the war.

What do
teenagers
say?

Key problems of youth during the war

“

Everything is cool, nothing has changed, but the shootings, bombings and blackouts are very annoying

“

I worry about my relatives, friends, especially when they write that the explosions are very close

“

I miss my past life. Communication has completely disappeared. I think that more than half of my classmates will not return to school

“

I'm most concerned about air alarms and explosions

“

I am worried about the situation in Ukraine. Even living in Zaporizhzhia, I am worried about explosions in other cities

“

I miss the time without curfew

Key problems of youth during the war

23%

of teenagers are worried
about education

Teenagers want to go to school, communicate
with classmates and friends. They even want
to see the teachers :)

Base: All
Is there something that worries you right now?
Name 2-3 things that worry you the most.

23% are worried about:

- education in general
- entering college/university, preparation for External Independent Testing, national multitest
- learning problems
- lack of motivation to study
- exams/session at university

15% are worried about absence of offline learning

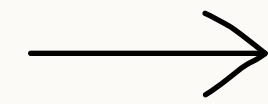
- it's hard to learn online
- don't like learning online

Base: All
Is there something that worries you right now?
Name 2-3 things that worry you the most.

Uncertainty, fear for the future, inability to plan – these are the main worries of experiences related to learning

“

People do not understand what to expect tomorrow. I'm worried about this uncertainty.

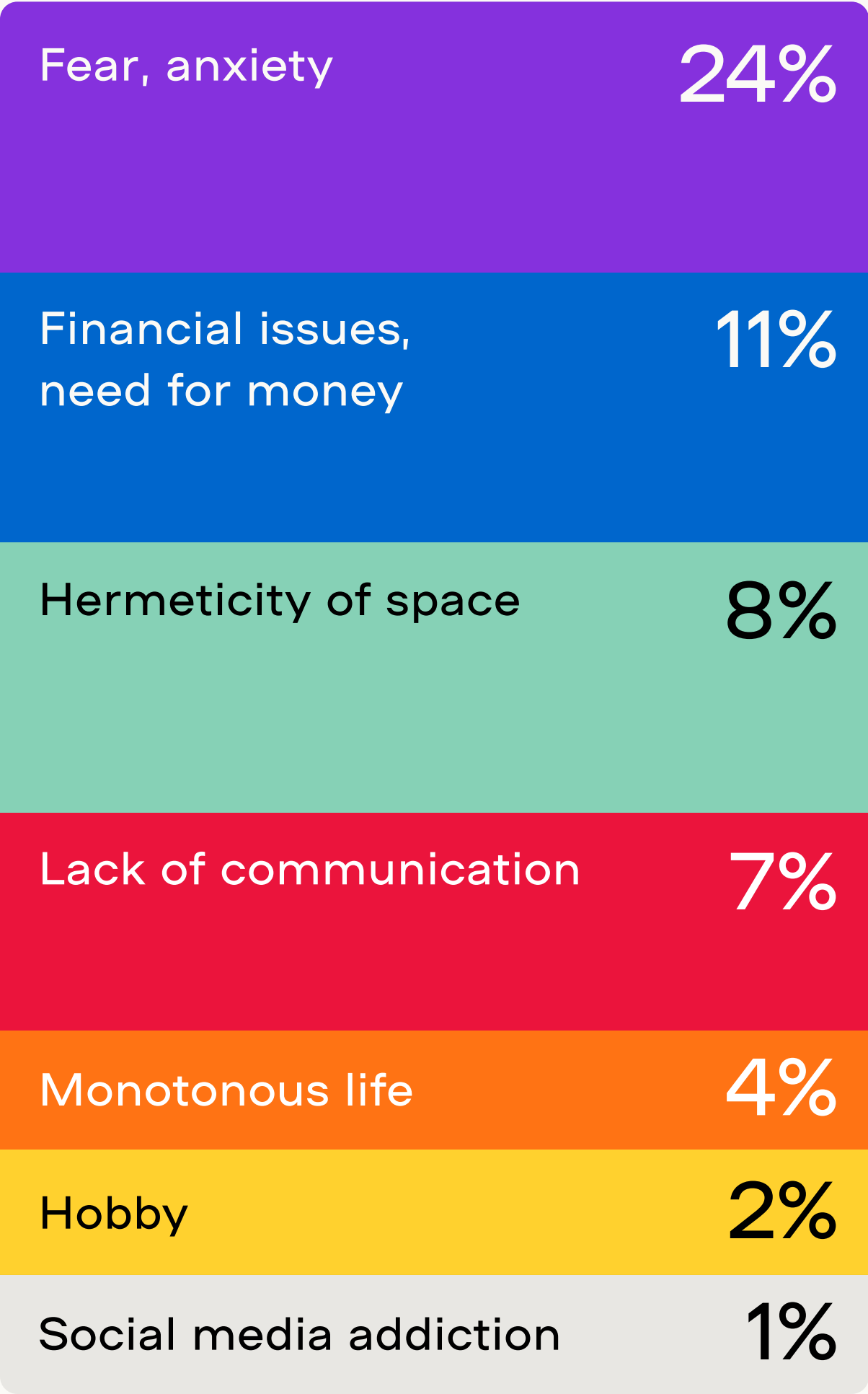
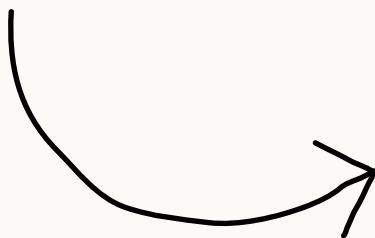


33%

of teenagers who are worried about uncertainty want to go abroad for a period of study and then return to Ukraine

Base: All
Is there something that worries you right now?
Name 2-3 things that worry you the most.

What worries young people, besides the war and education?



- Fear for the future, uncertainty of the future
Anxiety, stress, nervous tension
Anxiety over parents/relatives
- Material hardship, need for money
No opportunity to find a job/part-time job
- No time/possibility to spend much time outside/outdoors
Restrictions on movement, trips
Limitation/absence of physical activity
Overcrowding, family members are at home, due to remote learning/work
No opportunity to be alone
- No or few friends
Lack of communication in general
Lack of live communication; all the communication is online
- Every day is similar to another, monotony of everyday life
- No time/opportunity to pursue your hobbies/interests

Base: All
Is there something that worries you right now?
Name 2-3 things that worry you the most.

43% of the interviewed youth
have younger siblings.

Almost half need to help their parents
with younger siblings, but most don't
find this a problem, with 15% of carers
saying it takes up their time.

Base: All

Sis4. Do you have any brothers or sisters? Older or younger?

Base: Those who have younger siblings, N=392

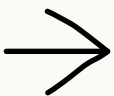
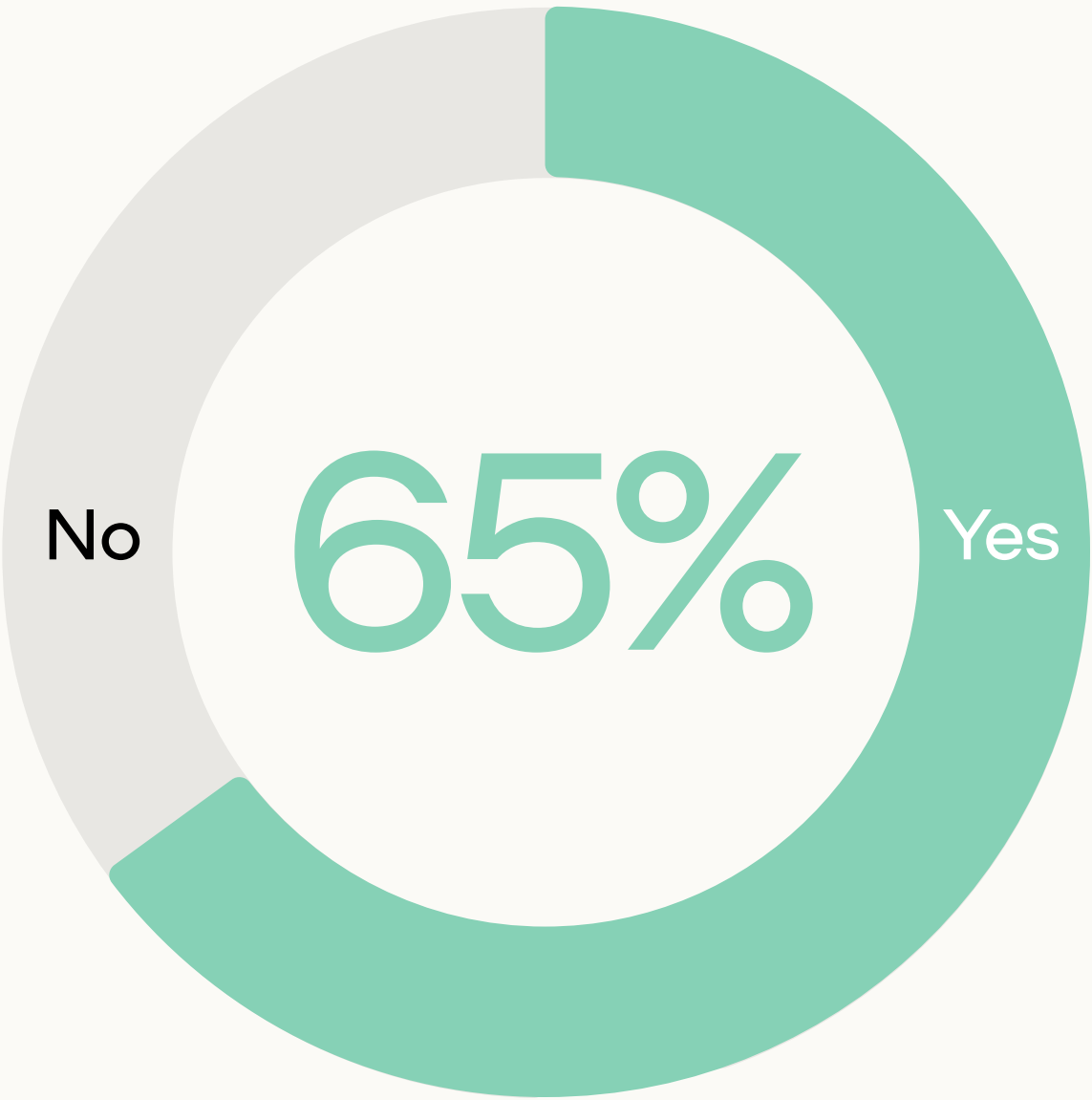
A12 . You said you have younger brothers/sisters, do you need
to help your parents with them, take care of them?

Base: those who need to take care of their younger siblings, N=187

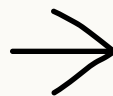
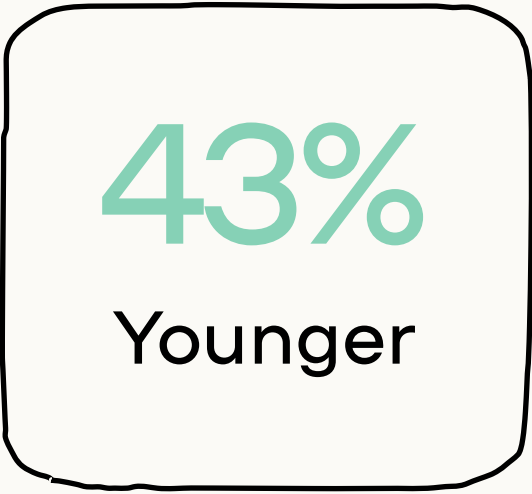
A13. Do you like looking after younger siblings?

B1. I don't have enough time for myself because I sit with my younger siblings

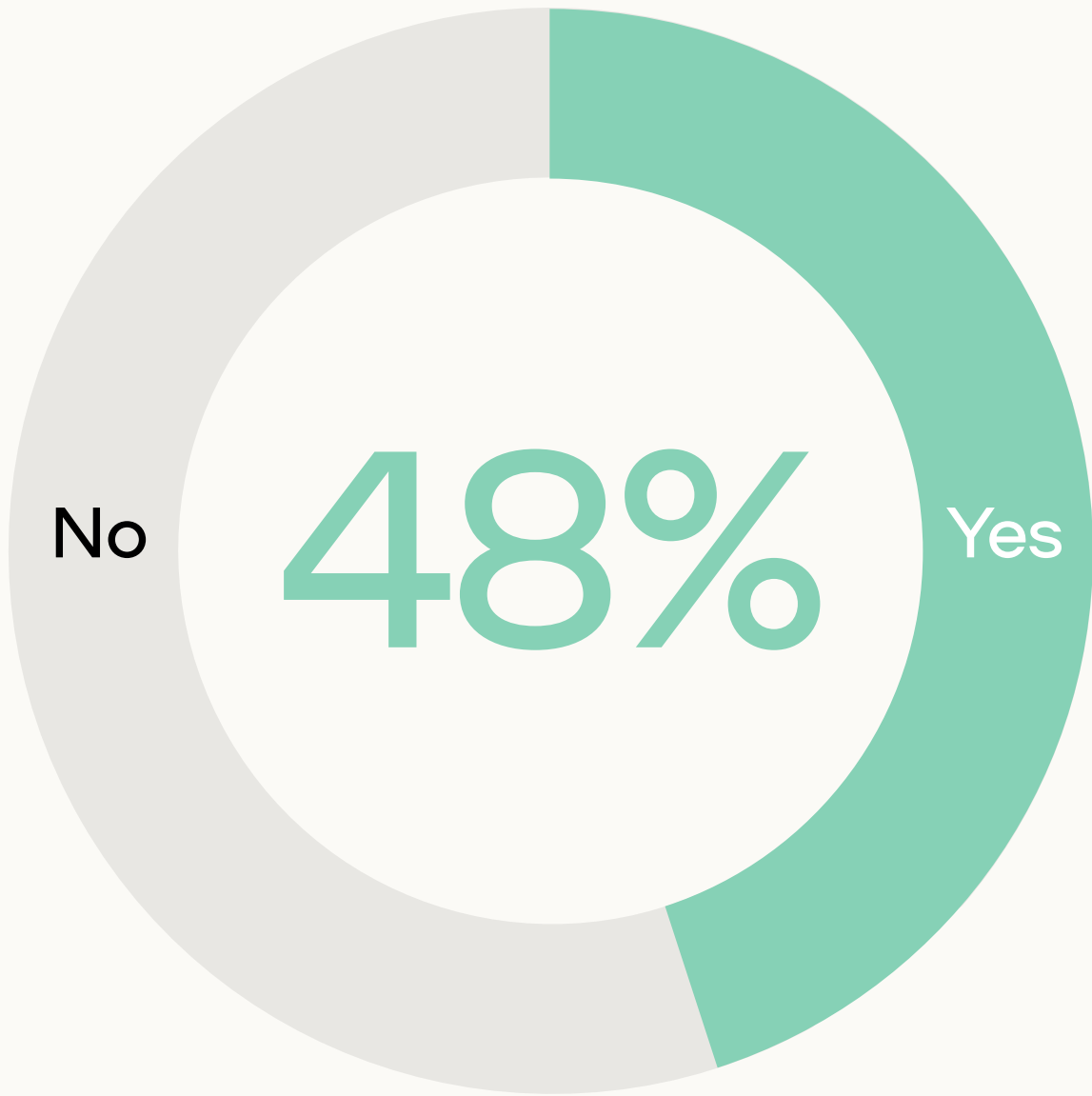
Do you have any siblings?
Older or younger?



31%
Older



Do you need to help your
parents with them?



16% — all the time 32% — sometimes

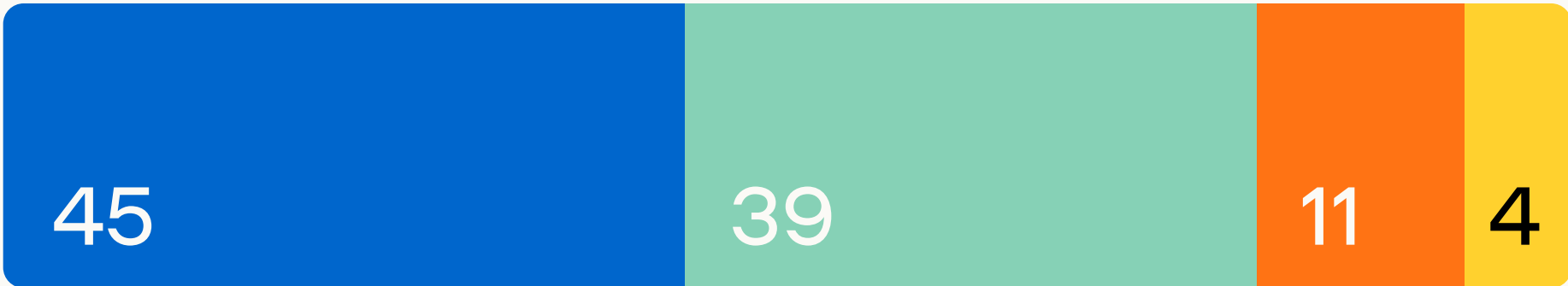
Base: All
Sis4. Do you have any brothers or sisters? Older or younger?
Base: Those who have younger siblings, N=392
A12 . You said you have younger brothers/sisters, do you need to help your parents with them, take care of them?

Do you like looking
after your younger siblings?
%



- I don't like it at all
- I rather don't like it
- Difficult to answer
- I rather like it
- I like it very much

I don't have enough time
for myself because I sit with
my younger siblings



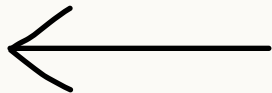
- Totally disagree
- Rather disagree
- Rather agree
- Strongly agree

Base: those who need to take care of their younger siblings, N=187
A13. Do you like looking after younger siblings?
B1. I don't have enough time for myself because I sit with my younger siblings

What helps teenagers to distract from bad news, anxiety?

93% communicate with friends, 57% – with parents; 37% – with peers and classmates.

For the 37% of teenagers it has become harder to find new friends during the war.



43%

music

38%

social networks, the Internet

40%

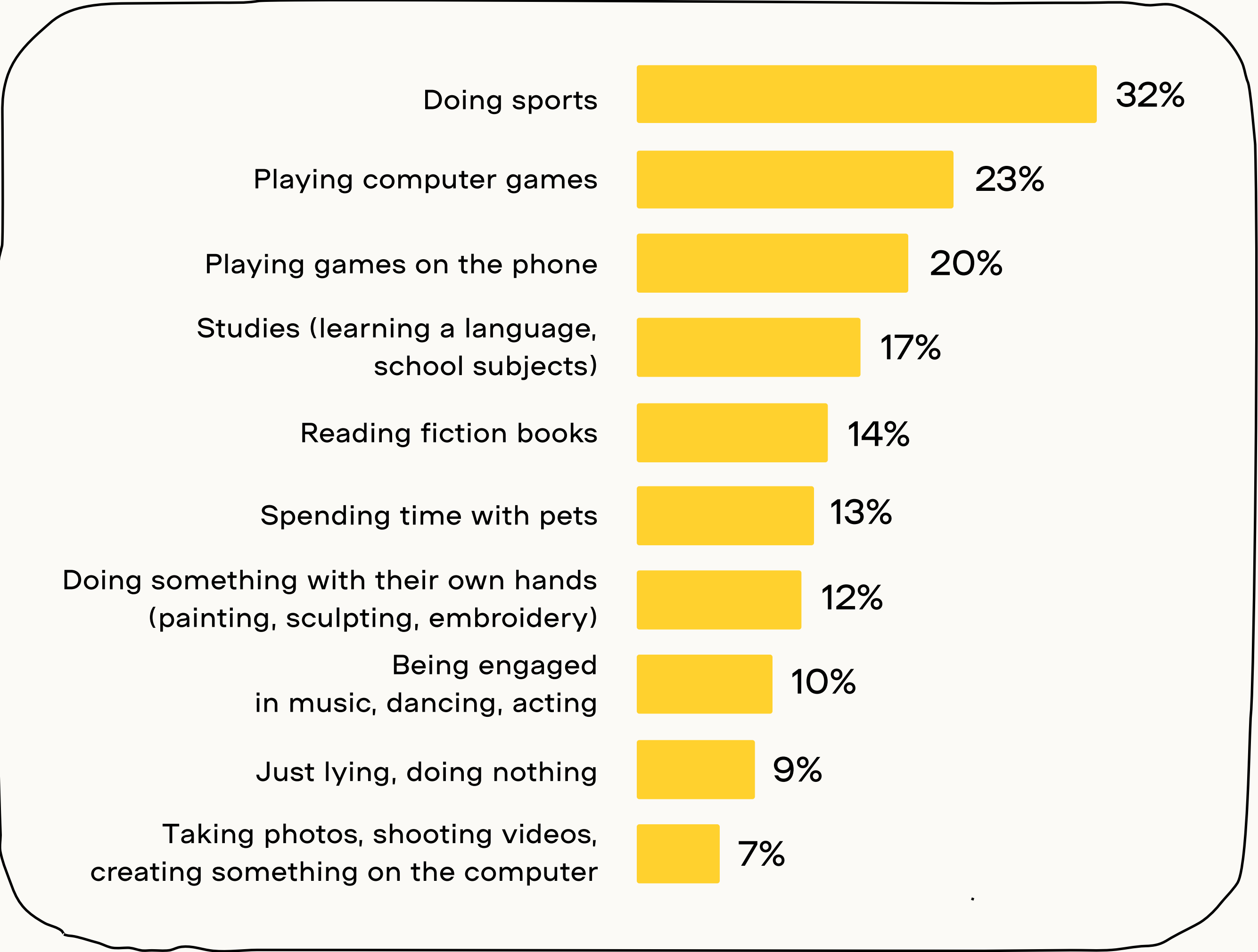
communication

35%

walking on the street

Base: All
What helps distract from bad news, mood, anxiety?
Base: those who selected the response "Communicate with other people", N=241
You said that communicating with other people helps to distract from bad news, mood, anxiety. Who exactly are you talking to? N=241

What helps teenagers to distract from bad news, anxiety?



Base: All
What helps distract from bad news, mood, anxiety?

What do
teenagers
say?

“

People inspire me.
They encourage
to move on.

“

When I'm in a bad
mood, I walk a lot
and listen to music.

“

When I'm in a bad mood,
talking to a friend can
cheer me up.

“

Only music can
cheer me up.

What content do
teenagers consume and
which social networks
do they use?

What teenagers said
in focus groups

TikTok

What do they watch?

- trends in English
- funny videos
- educational content: about lessons, interesting facts about school subjects
- foreign language content: life hacks, slang

Youtube

What do they watch?

- video game reviews because there is no time to play
- reviews of equipment, weapons; military themed video

Telegram

What do they read?

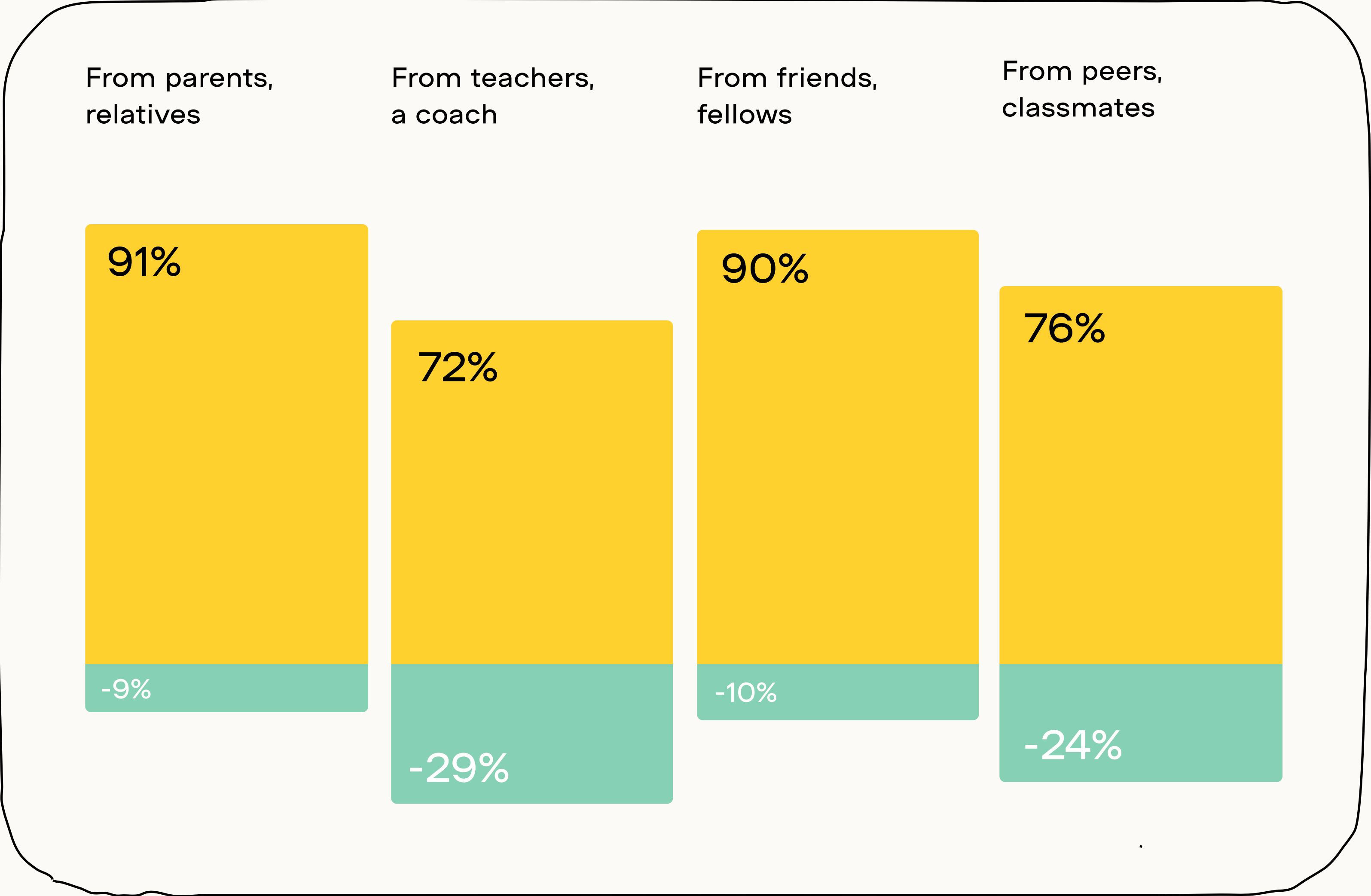
- news: both local channels (about their city, district) and national channels; channels of volunteers and bloggers

Support

Support

Feeling supported in their actions/initiatives

- Enough
- Not enough



Base: All
A17. Do you feel enough support in your actions/initiatives...?

89%

of teenagers feel enough support
from parents and relatives
during the war

Base: All
A17. Do you feel enough support in your actions/initiatives...?

At the same time,

59%

of teenagers would like more
support from parents, friends,
teachers, coach (other significant
adults), peers

Base: All
Imagine that you are sad or unwell and need support.
Which of the following would you choose?

What type of support?

21%

advice, suggestions
how to act, what
could be done

19%

hugs, hands holding, need
a supportive person just to
sit next to them (without
speaking)

19%

encouraging, cheering up,
to hear "Well done", "Keep
it up", "You'll be fine", etc

15%

participating in a joint
activity (game, cooking, etc.)

15%

indications what needs to
be done, a plan of actions,
further steps

11%

presents such as materials
for their hobby or cinema/
concert tickets, etc

Support

25%

consider themselves
as their own support now

Base: All
Who do you consider your support now?

“

I tell myself that everything will be fine and there will be victory for Ukraine. This is how I support myself.

“

I feel strong when I can defend my own point of view, my own boundaries.

At the same time

83%

of teenagers want to learn more
how to support themselves
during the hard times

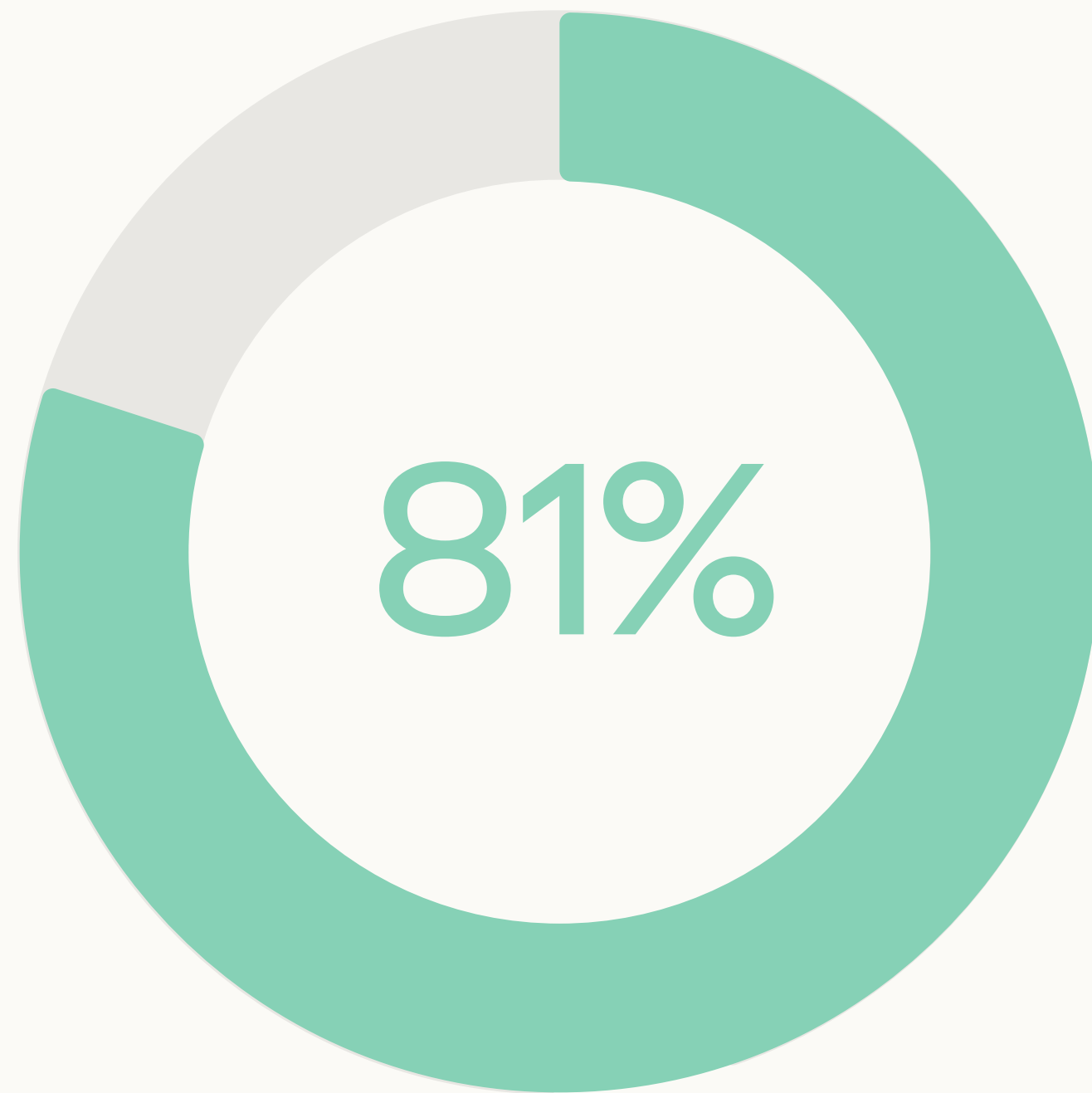
Base: All
Do you feel enough support in your actions/initiatives...?

Support and role models

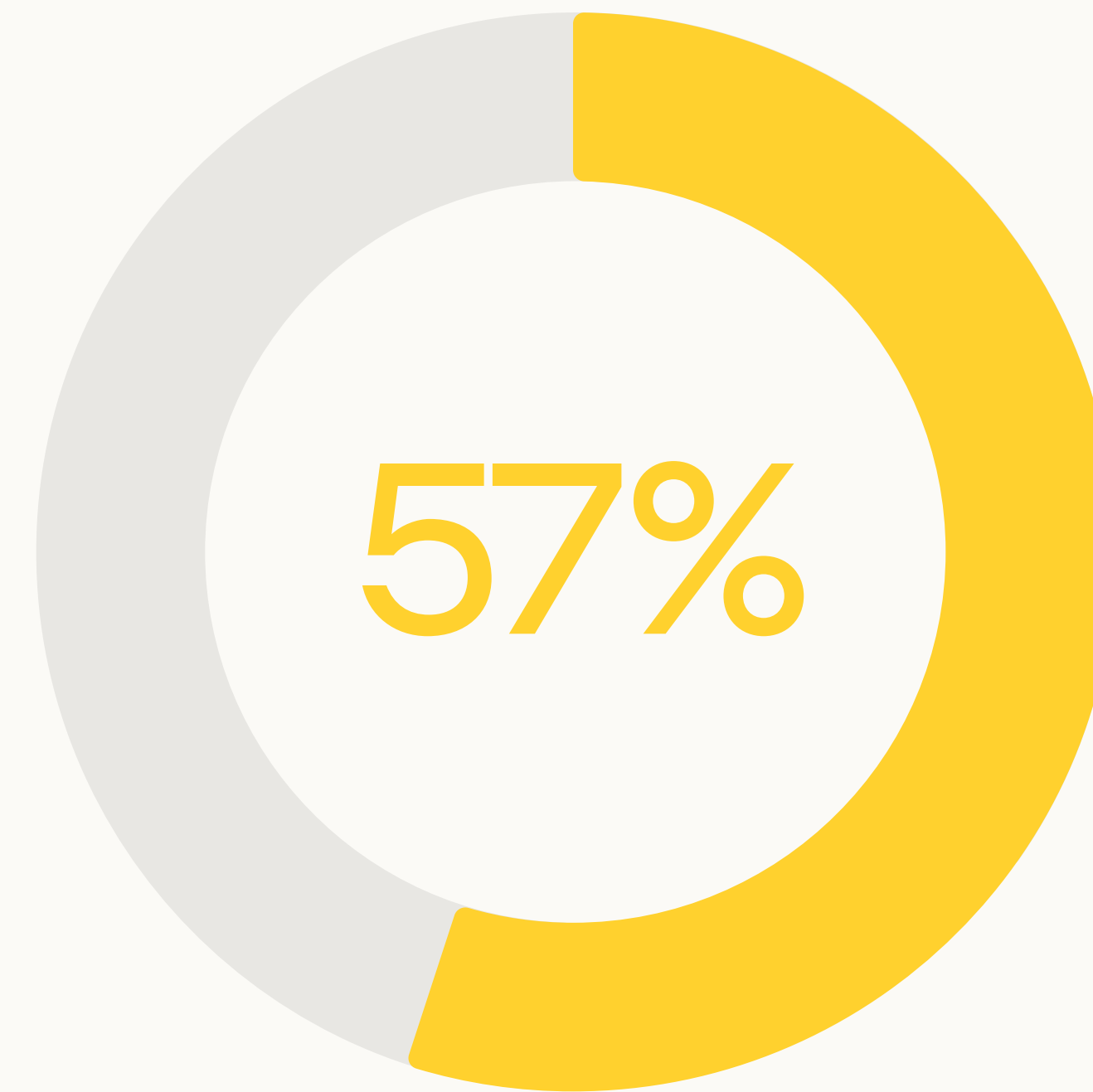
“

My father is my
biggest inspiration.
He is my role model.

Support



consider parents as
their support now



consider parents
as their role models

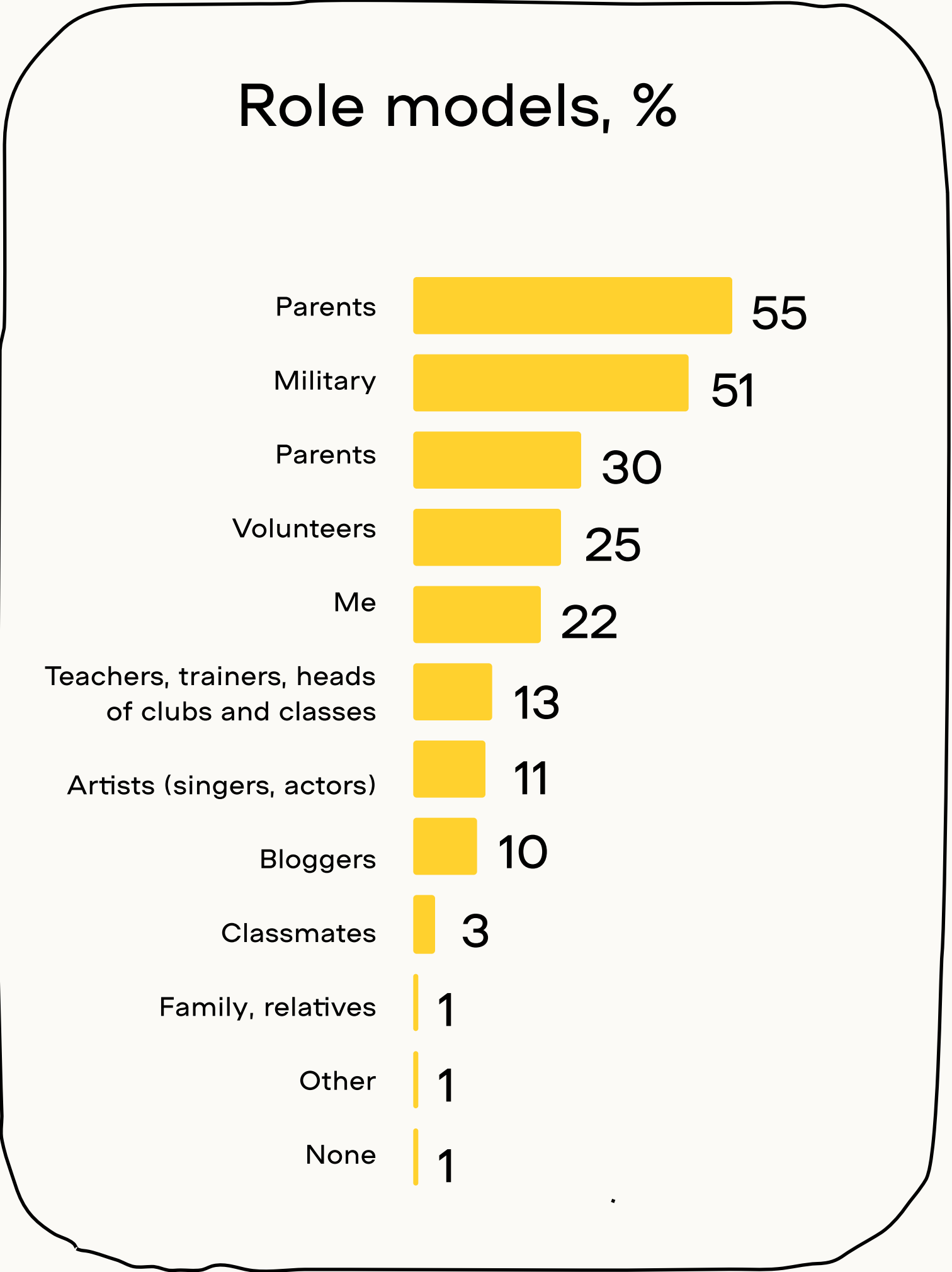
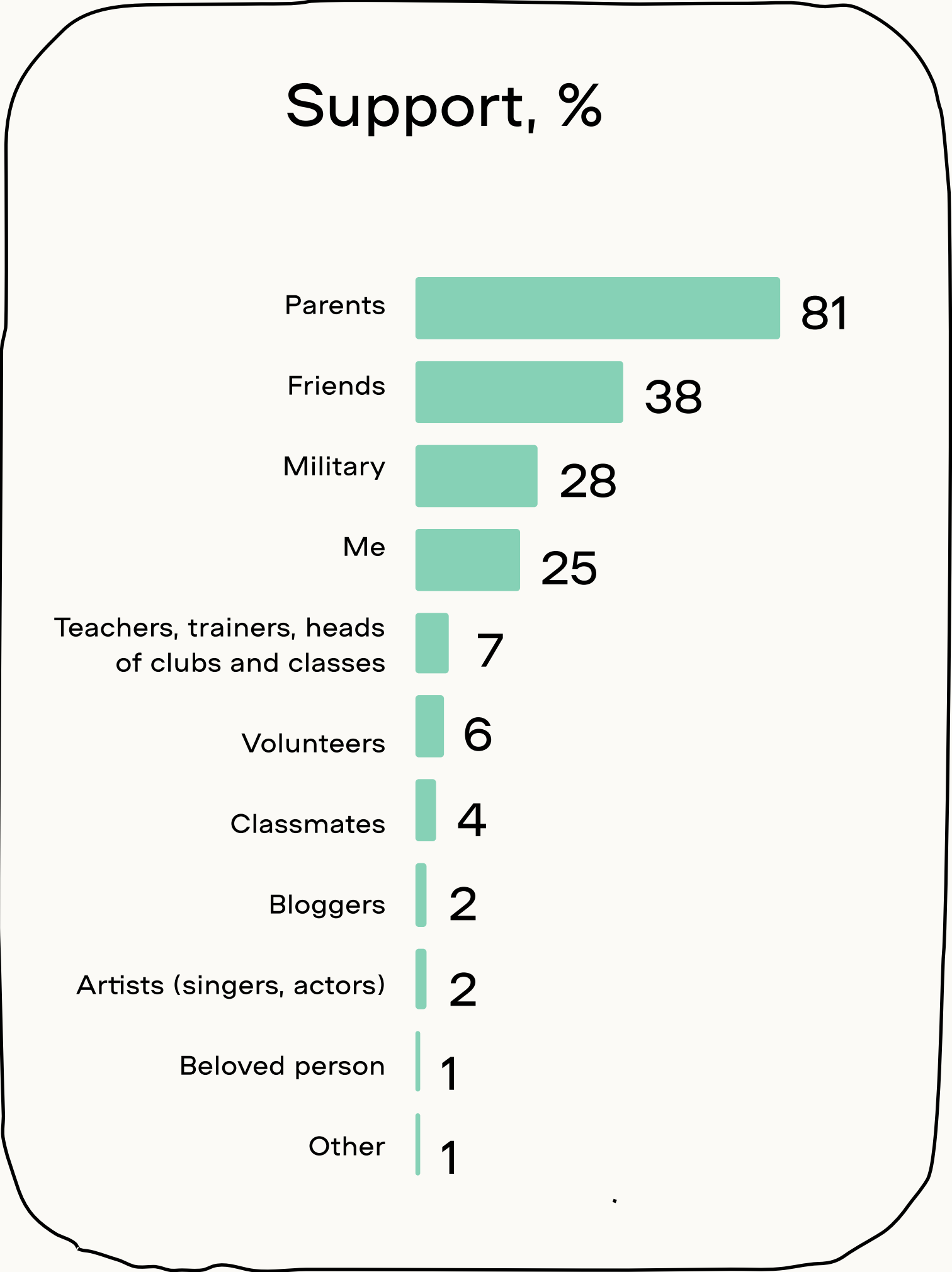
Base: All
Who do you consider your support now?
Who is an example of a role model for you now?

Support

Friends and military
are also considered
as support and role
models

Volunteers are also on
the top of the role models
list unlike bloggers and
celebrities

Base: All
Who do you consider your support now?
Who is an example of a role model for you now?



What does
resilience mean
for teenagers?

Being resilient
now means...

14%

being psychologically
and morally resilient

14%

being strong,
hardy

14%

self-belief,
self-confidence

14%

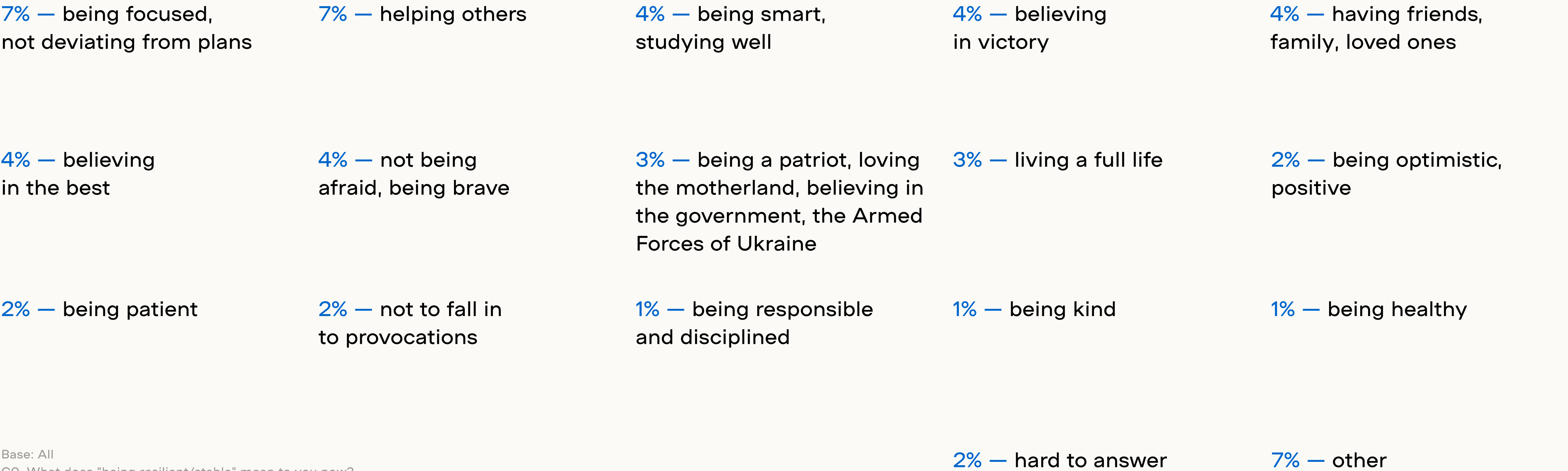
no panic,
keeping calm

12%

not losing heart,
not giving up

Base: All
C0. What does "being resilient/stable" mean to you now?

Being resilient now means...



Base: All
C0. What does "being resilient/stable" mean to you now?

Self-realization, hobbies

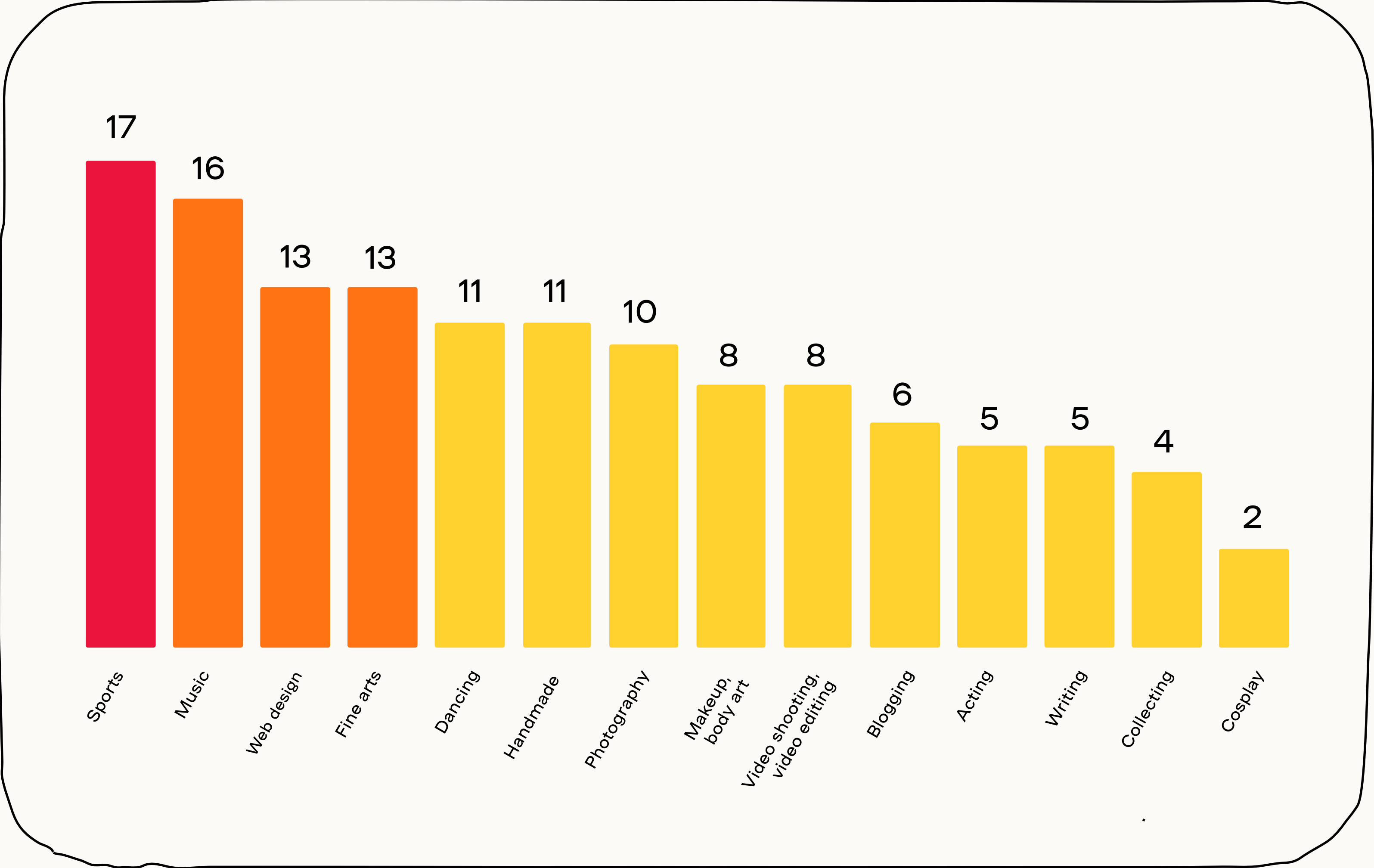
85%

of young people
have a hobby

Base: All

A4. Do you have any hobbies? If so, which one(s) exactly?

Most teenagers try to keep their hobbies and do their favorite things even during the war



Base: All
A4. Do you have any hobbies? If so, which one(s) exactly?

48%

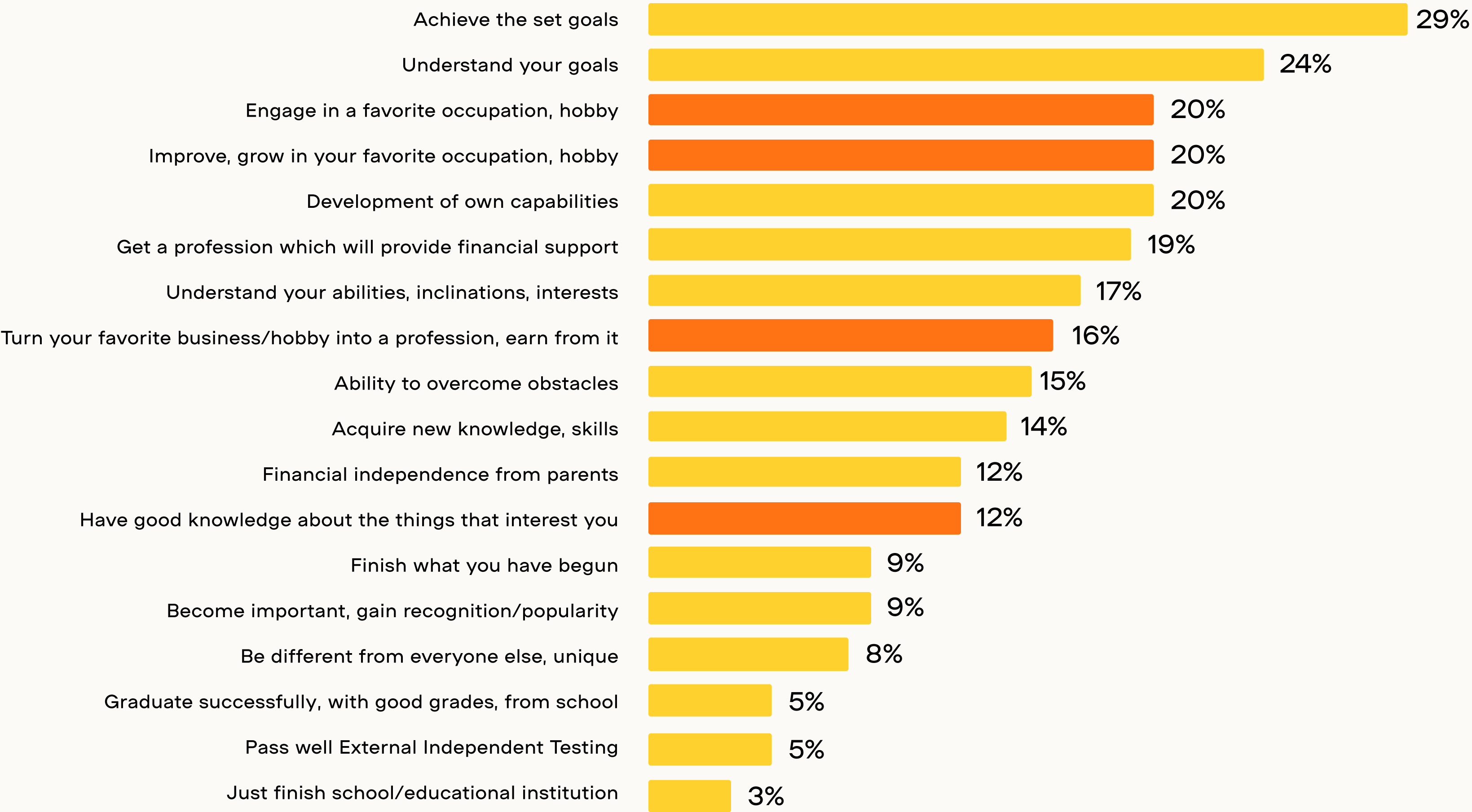
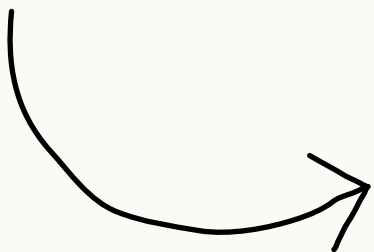
of teenagers associate
self-realization with their
hobbies and preferences

Base: All

In your opinion, what is "self-realization"?

How do you understand that?

What is
self-realization?



Base: All
In your opinion, what is "self-realization"?
How do you understand that?

What do
teenagers
say?

“

Self-realization is about development. Targeting the efforts in a useful direction.

“

Self-realization is the achievement of your goals.

“

Laziness is the biggest obstacle for self-realization.

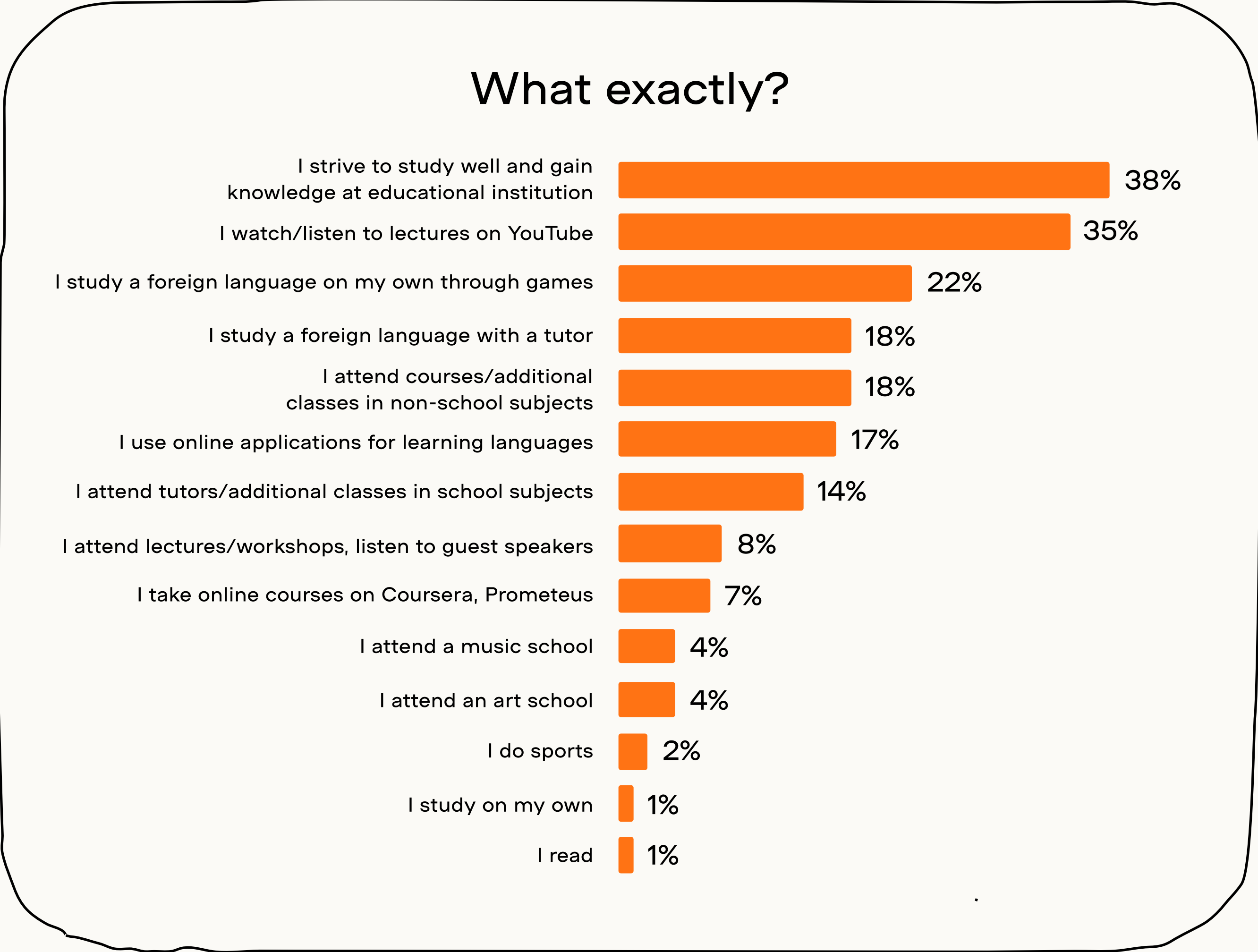
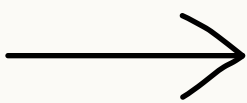
93%

believe in their
own strength

Base: All
B2. Do you believe in yourself, your strength?

90%

do something
for self-realization

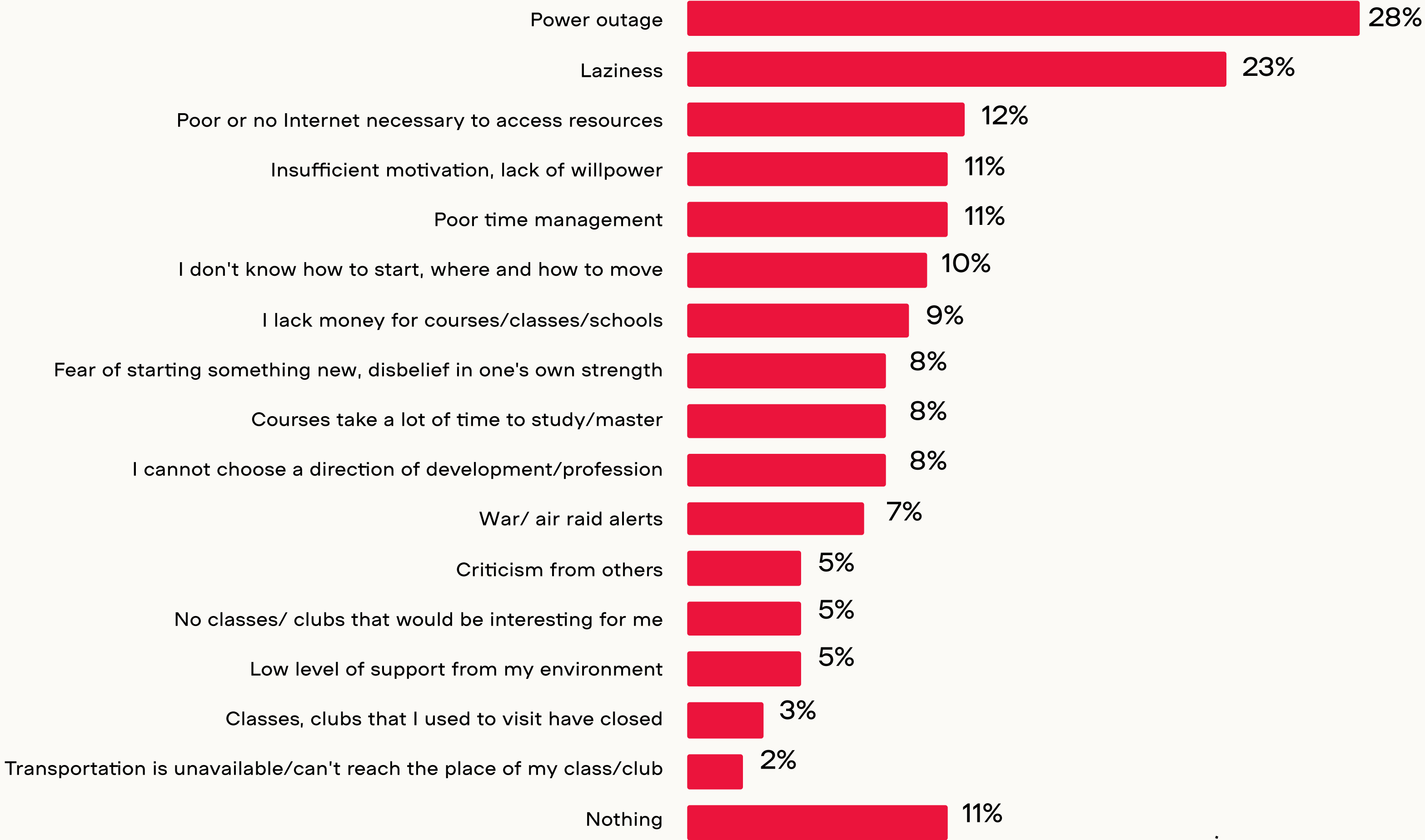


Base: All
C3. Do you do something for self-realization? If yes, what exactly?

What prevents
self-realization?

Self-realization, hobbies

What prevents self-realization?



Base: All
C9. Is there something that prevents/blocks you from self-realization?

Teenagers do not feel that
their realization is prevented
directly by the war.

Most of them name
subjective reasons.

Base: All

C9. Is there something that prevents/blocks
you from self-realization?

What prevents self-realization
the most?

41%

lack of motivation

32%

lack of knowledge,
skills, support

43%

objective factors (blackouts,
troubles with public transport,
extracurricular clubs are
closed, air alarms)

Base: All

C9. Is there something that prevents/blocks
you from self-realization?

Teenagers
like studying?!

88%

think studying
is important

76%

like the subjects
they study

62%

feel like they can't get
enough knowledge
due to the war

Base: All

B1. Next, I will read a number of statements, for each of them, please rate how much you agree or disagree with the statement? Use answers such as "absolutely disagree", "rather disagree", "rather agree" and "strongly agree"

Teenagers
and studying

80%

realize how and where
they can use the acquired
knowledge and skills

74%

have enough time
to study

76%

can easily combine
studies with their
personal activities

73%

have enough
motivation to study

52%

feel a high load

68%

like how teachers
conduct classes

Base: All
B1. Next, I will read a number of statements, for each of them, please rate how much
you agree or disagree with the statement? Use answers such as "absolutely disagree",
"rather disagree", "rather agree" and "strongly agree"

91%

would like to gain some
new skills

Base: All

I would like to gain some new skills

If there was a space/coworking for teenagers,
which you could visit, what would you like it to be?

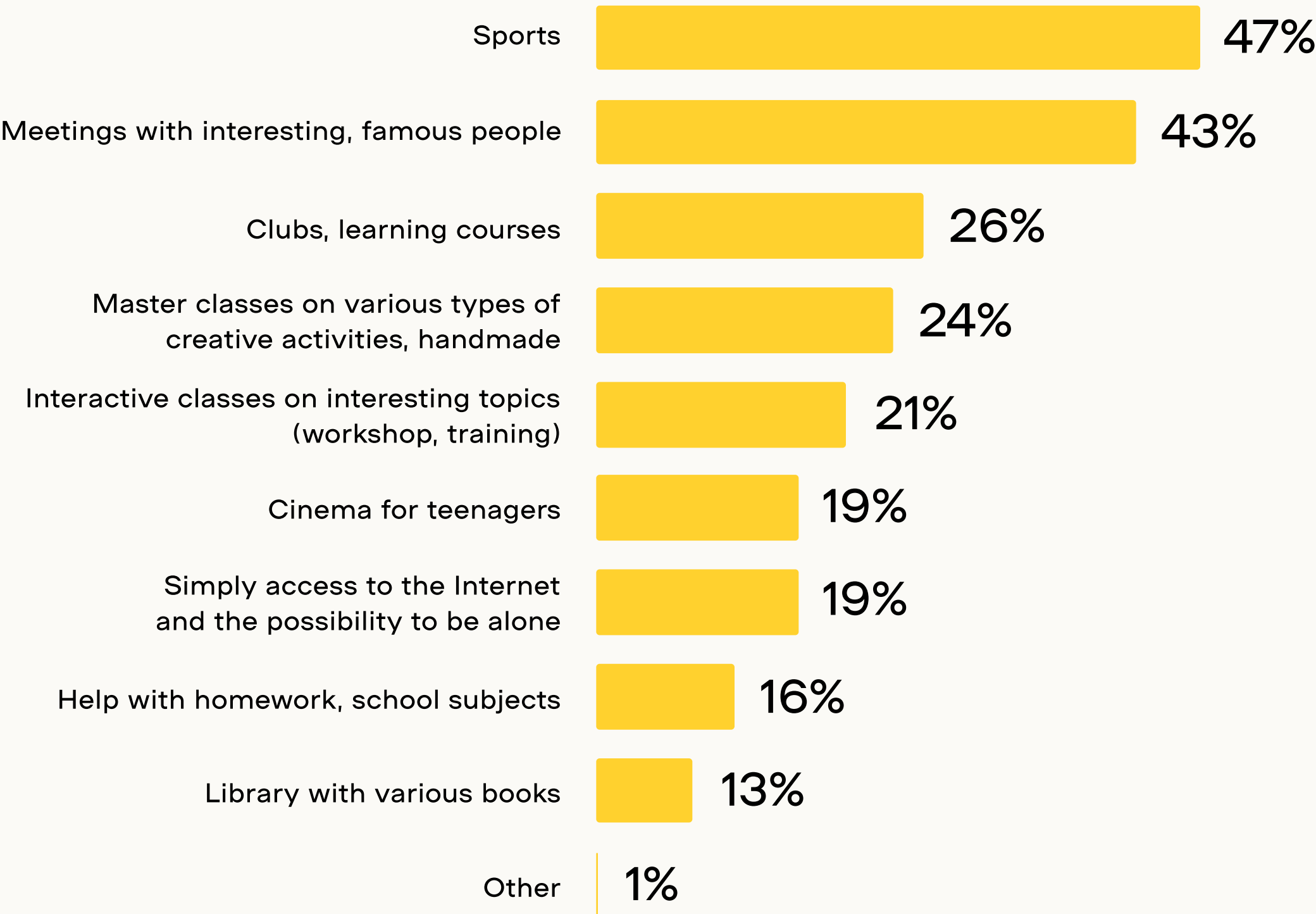
42%

lack a space for informal communication with peers



Base: All
I would like to gain some new skills
If there was a space/coworking for teenagers,
which you could visit, what would you like it to be?

What they want to see within this space?



If young people had the opportunity to redirect their efforts now, most of them would like to **start making money.**

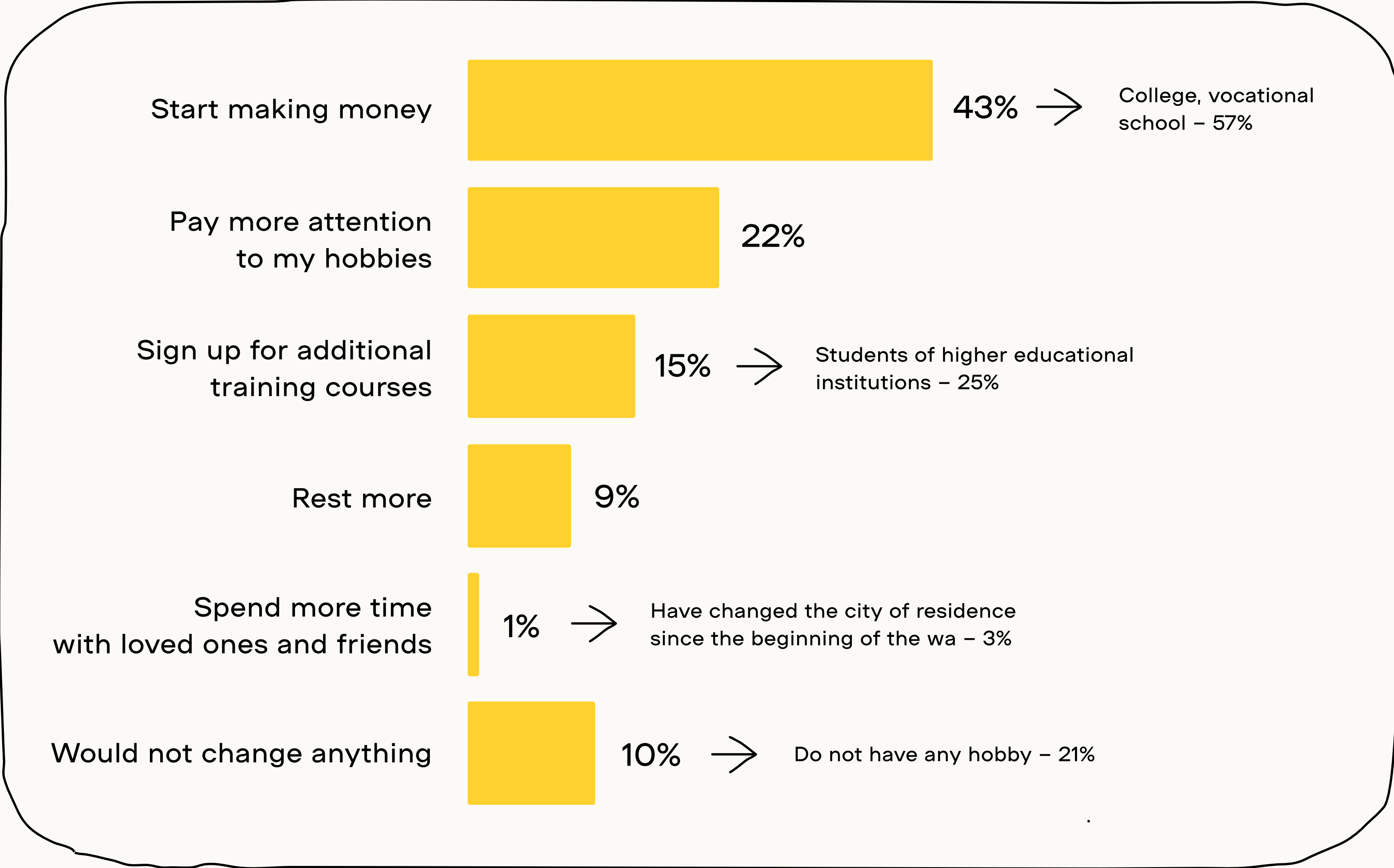
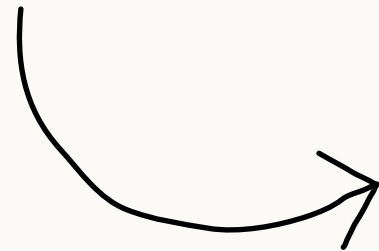
They would also choose hobbies and additional educational courses.

10% would not change anything in their lives.

Base: All

A10. If you had the opportunity to pay more attention to something from the list below right now, what would you choose?

What would you choose if you had the opportunity to pay more attention to anything from the list below, %



Base: All
A10. If you had the opportunity to pay more attention to something from the list below right now, what would you choose?

If teenagers could choose a help to receive, what would it be?

25%

gadgets

23%

extra free classes

19%

psychological help

Base: All

K2. If you could choose the help you could get, what would you choose?

The future

“



Mia Haglund Heelas
head of mission,
Plan International Ukraine

So far, the international donor conferences on Ukraine's reconstruction and recovery, have not taken young people's perspective into consideration and not even considered their needs. For our work it is a must to listen and learn from young people's ideas and their priorities for reconstruction efforts. That is such a big gap and such a missed opportunity!

We are looking forward to continue the work with youth and to promote their views and give them a voice in the shaping of the present-day and future Ukraine.

About half of the interviewed teenagers believe that the war affected their vision of the future.

And it became difficult to make plans for most of them.

Base: All

Do you know who you want to become in the future in a professional sense?

Has the war changed your vision of your own future in professional terms?

67%

know what they want
to become professionally
in the future

47%

claimed that the war
had changed their vision
for their future in terms
of profession

87%

answered that with the
war it is difficult to plan
anything for a long
period of time

Base: All

Do you know who you want to become in the future in a professional sense?

Has the war changed your vision of your own future in professional terms?

Despite the fact that planning became difficult for most teenagers, **almost a quarter** of them found what they want to do exactly during the war.

29%

stopped planning,
decided to choose
a profession after the
end of the war

25%

no longer understand
what will be needed in the
future, which specialties
will be in demand

23%

finally found what they
wanted to do, what they
wanted to become

15%

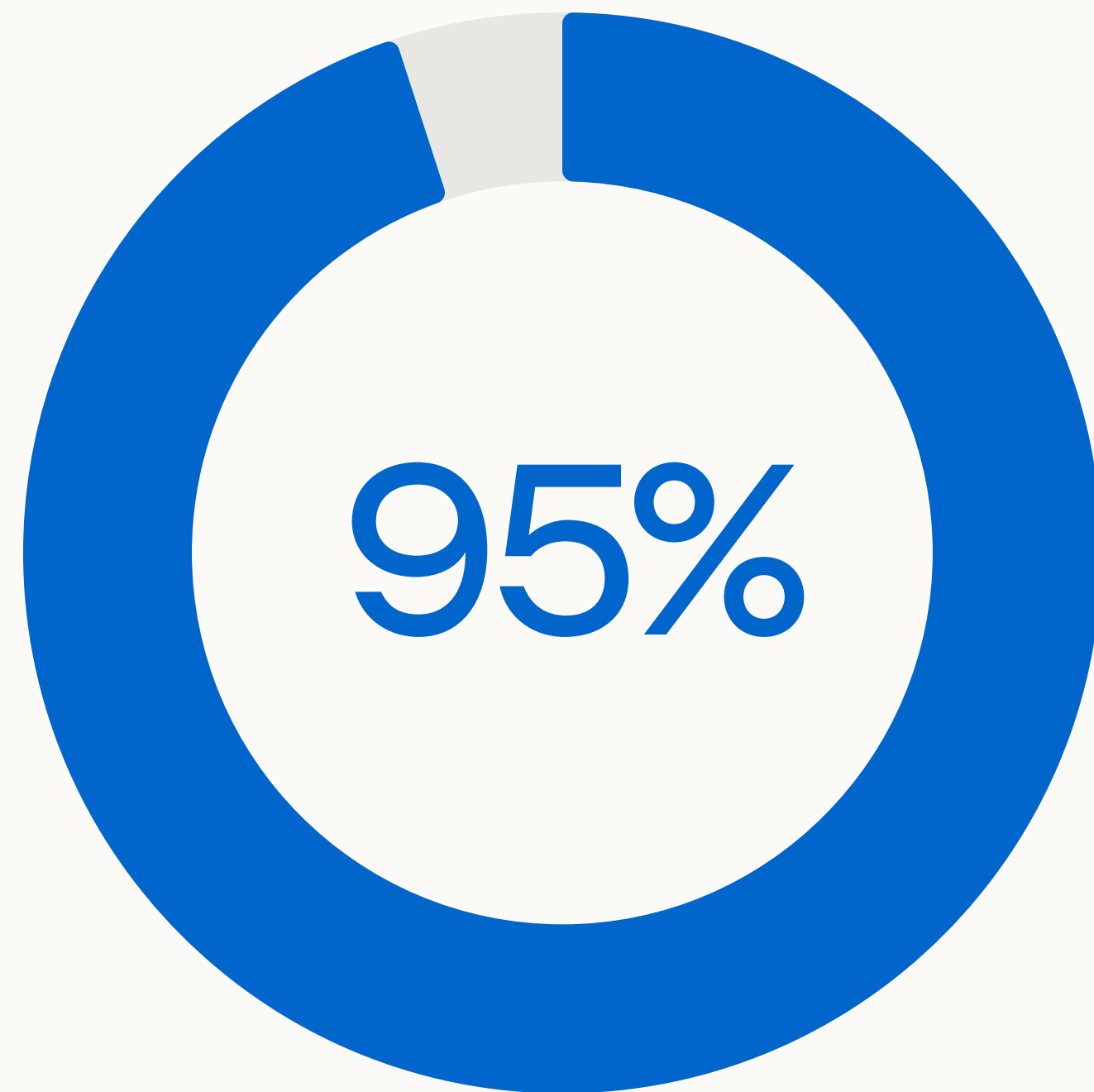
changed the
specialty which they
wanted to get

6%

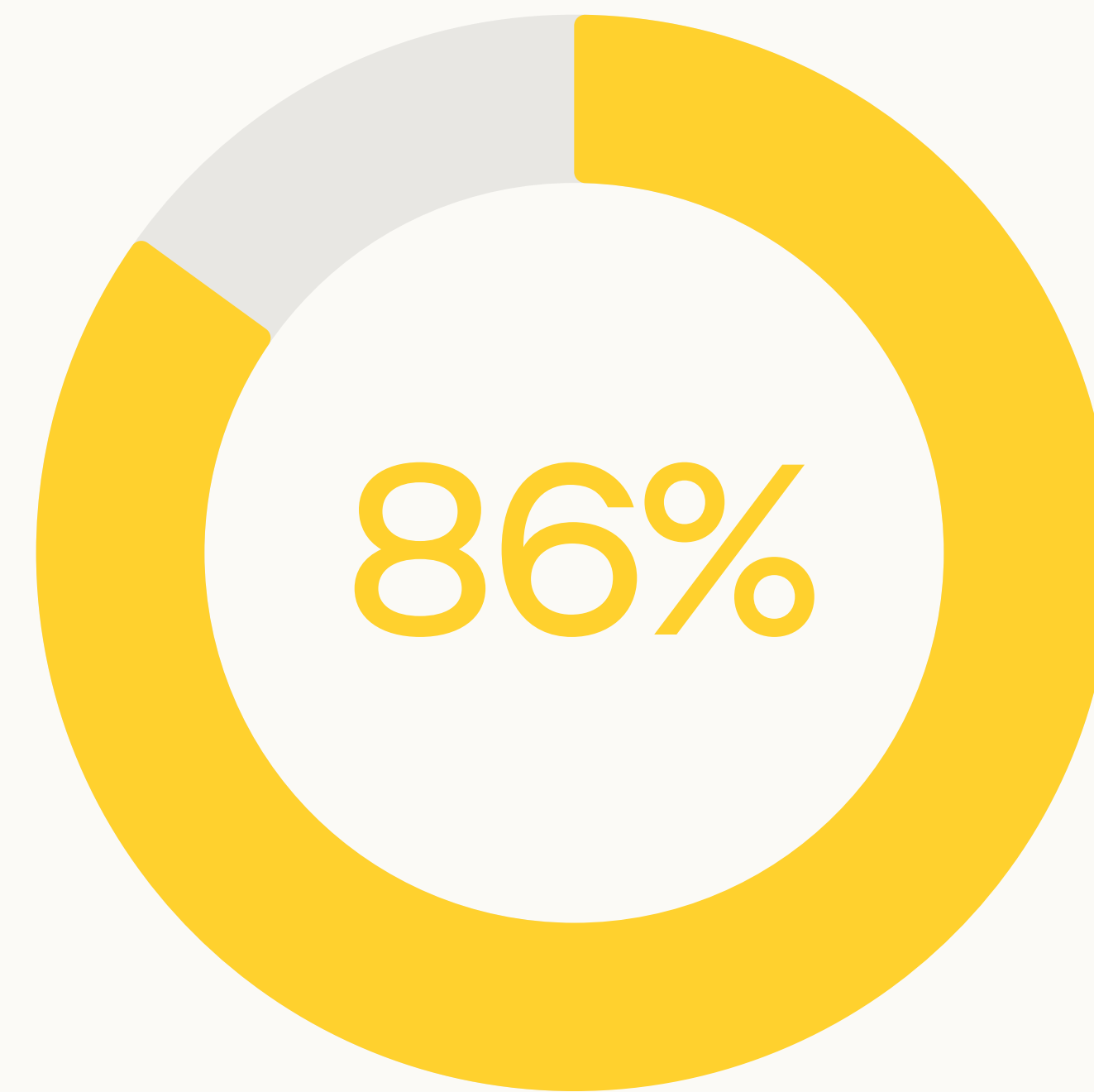
decided to choose
a military specialty

Base: N=281, those for whom the war changed their vision of their future in terms of profession
How exactly did the war change your vision of your own future in professional terms?

Young people believe
in the victory of Ukraine
and plan their future
in their country



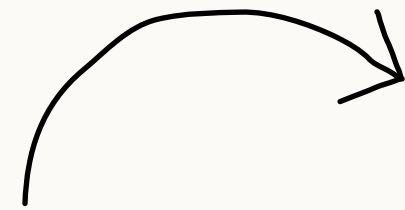
believe in the victory
of Ukraine



see their future
in Ukraine

70%

want to study and
live in Ukraine



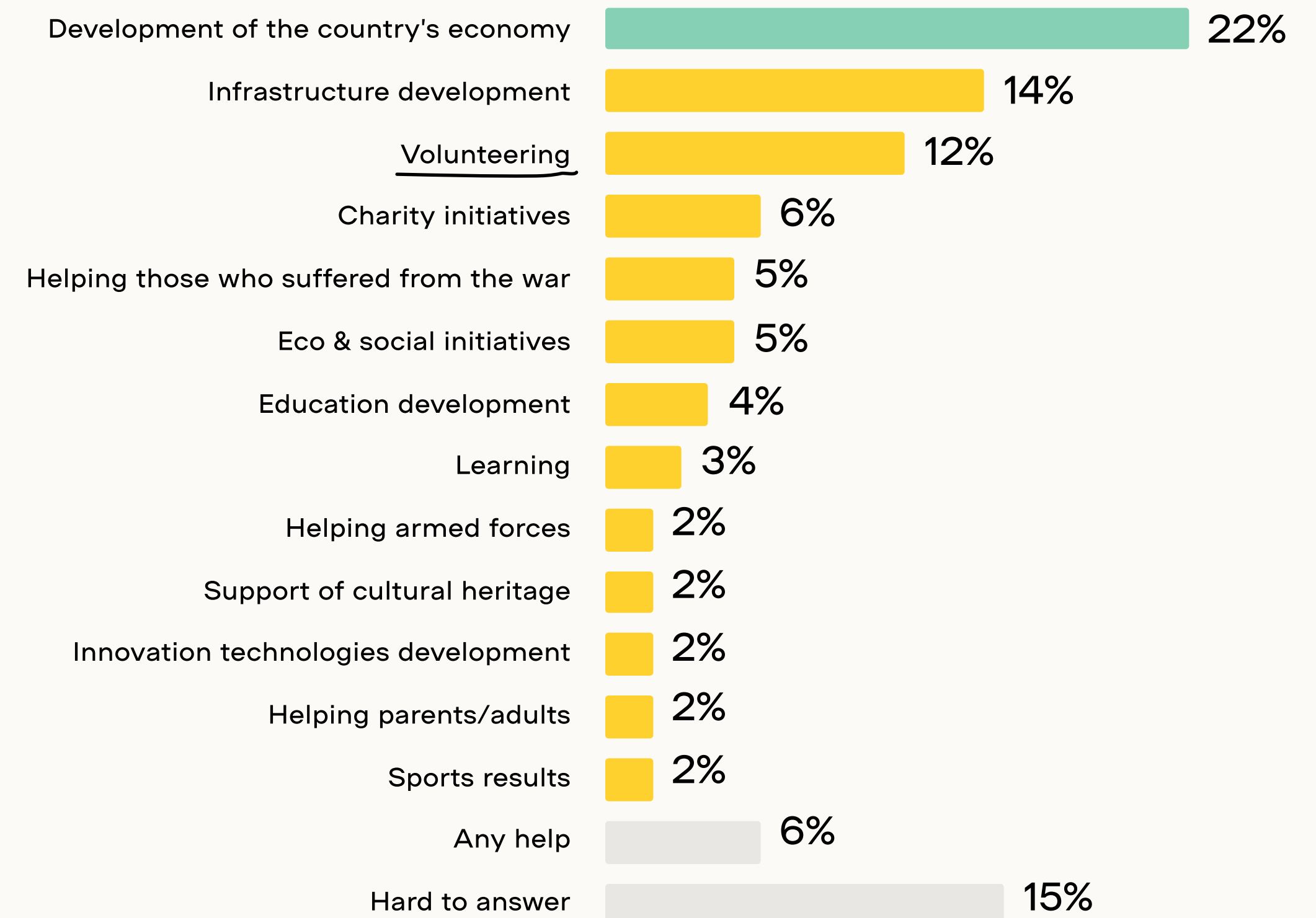
- I want to study and live in Ukraine
- I want to go abroad until the end of the war, and then return to Ukraine
- I want to go study abroad and stay there
- I want to go abroad until the end of the war, and then return to Ukraine
- I do not know, it's hard to answer

90%

want to be useful for
Ukraine during the post-
war reconstruction



How they can be useful?

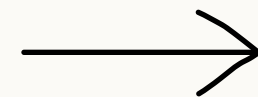


Base: all
Can you and your peers be useful for Ukraine in the future?
How in your opinion can you be useful for Ukraine in the future?

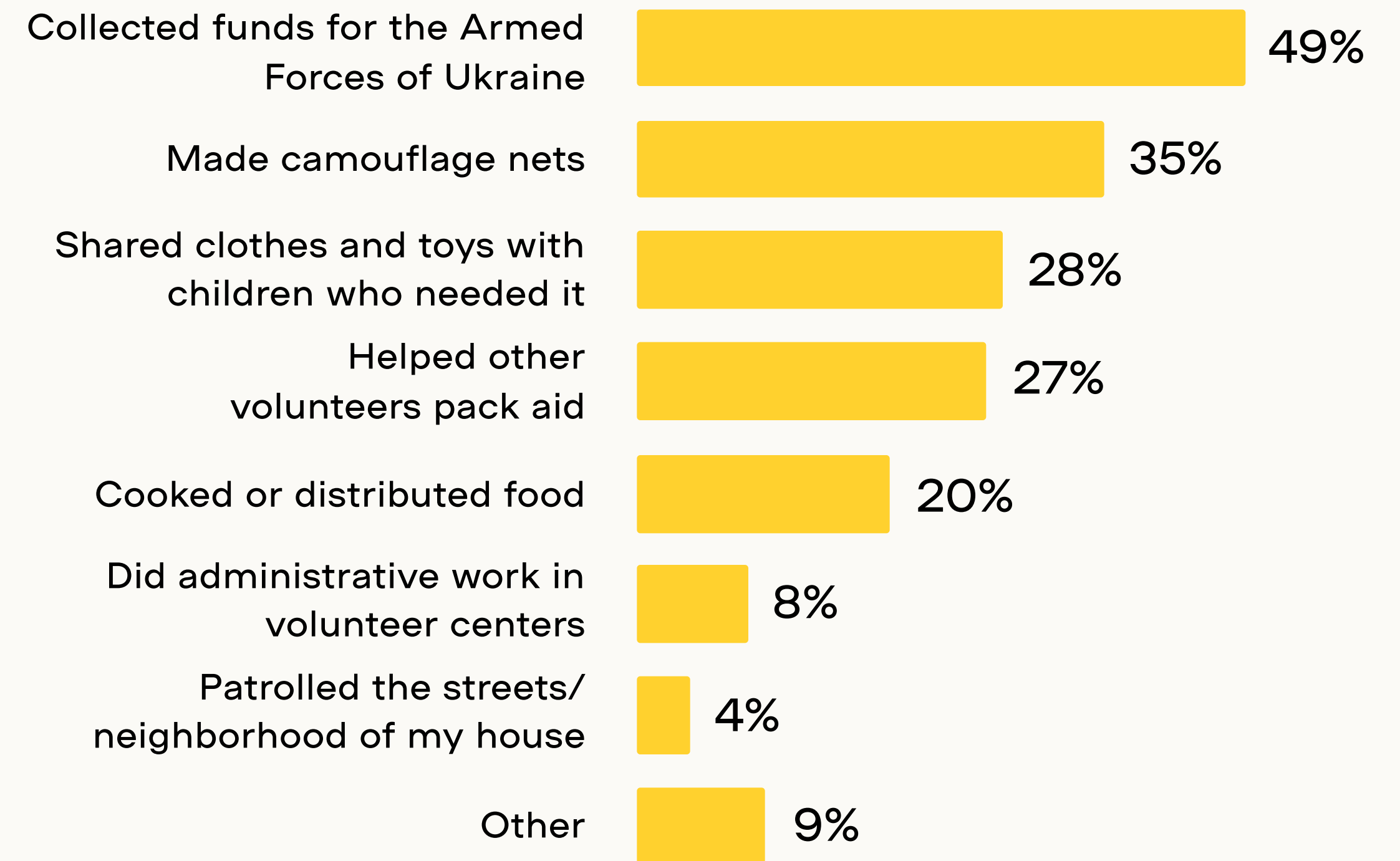
43%

of teenagers volunteered
during the war

Almost a half of respondents
collected funds for the Armed Forces
of Ukraine



Що саме робили?



Base: All

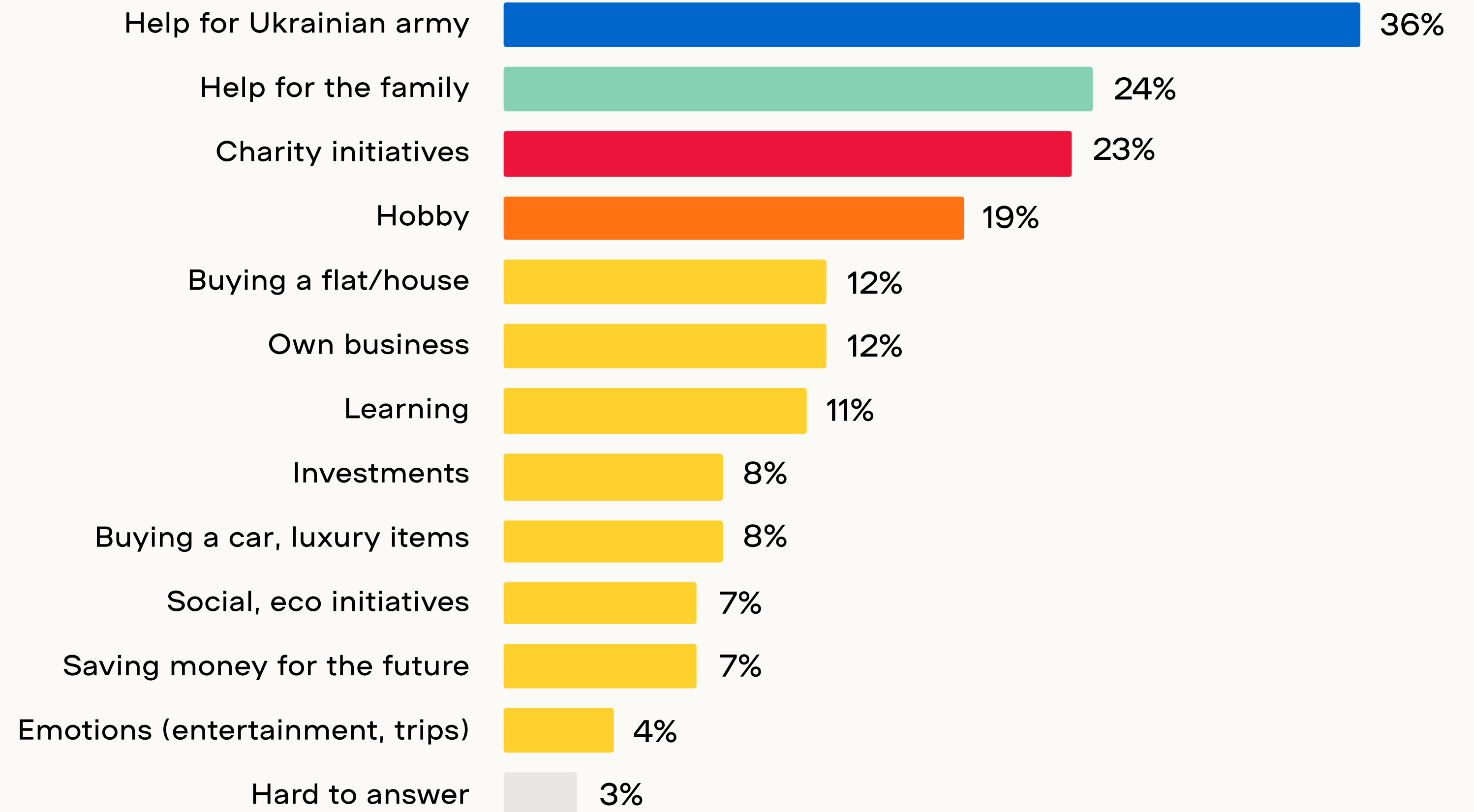
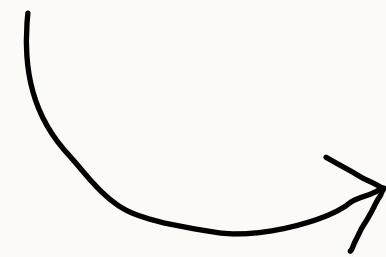
A11. Did you volunteer during the war? Base: all

Base: those who volunteered, n=255

A12. What exactly did you do?

If teenagers had
a million USD what
would they spend it on?

If teenagers had a million USD what would they spend it on?



Base: All
Imagine if you had a million dollars, what would you spend it on/what would you do with it?

Future

“

A half I would donate to the Armed Forces, and the other half to people who lost their homes. Or to an animal shelter.

“

I would build a shelter for the homeless with the further possibility of employing them – after the documents restoration, as well as improving physical and mental health.

“

I would help the Armed Forces and rebuild the country, and a small part I would spend on self-realization.

“

I would invest in business, send part of money to the army, and the rest to my relatives.

“

I would send part of money to the Armed Forces, and the rest on learning or to those who lost their property.

**Girls' needs
and expectations:
significant differences**

Girls' needs and expectations: significant differences

| | <u>Girls</u> | <u>Boys</u> |
|--|--------------|-------------|
| would like to receive more support from their parents | 31% | 18% |
| need support in the form of a specific action plan | 9% | 20% |
| consider artists (singers, actors) as examples of role models | 16% | 6% |
| are prevented from self-realization by fear of starting something new, lack of faith in their own strength | 12% | 4% |
| would like to see creative, handmade master classes in the informal coworking space | 38% | 11% |
| would like to see sports activities in the informal coworking space | 36% | 57% |
| believe that they could be useful in the development of infrastructure | 7% | 20% |

Base: All respondents N=600, girls N=290, boys N=310

A5. Is there anyone from whom you would like to receive more support?

A6. Imagine that you are sad or unwell and need support. Which of the following would you choose?

C10. Who is an example of a role model for you now?

C9. Is there something that prevents/blocks you from self-realization?

K1. If there was a space/coworking for teenagers, which you could visit, what would you like it to be?

M4. How, in your opinion, can you be useful for Ukraine in the future?

XX / XX – significantly higher/lower at the 95% level compared to boys

Girls' needs and expectations: significant differences

| | <u>Girls</u> | <u>Boys</u> |
|---|--------------|-------------|
| try to study well and gain knowledge at school/ gymnasium/lyceum/university for self-realization | 42% | 34% |
| attend art school for self-realization | 6% | 2% |
| do nothing for self-realization | 7% | 13% |
| would like to receive psychological help | 24% | 15% |
| would like to receive a kit for creativity | 11% | 5% |
| would like to get gadgets | 19% | 31% |
| believe that they could be useful in the development of infrastructure | 7% | 20% |
| believe that they could be useful by participating in charitable initiatives | 8% | 4% |
| believe that they could be useful through the development of education | 6% | 2% |
| believe that they could be useful through volunteering | 8% | 4% |

Base: All respondents N=600, girls N=290, boys N=310

C3_C3. Do you do something for self-realization? If so, what exactly?

K2. If you could choose the help you could get, what would you choose?

M4. How, in your opinion, can you be useful for Ukraine in the future?

XX / XX – significantly higher/lower at the 95% level compared to boys



Conclusions

War

01

The war is woven into the lives of young people — constant fear for the future, anxiety for themselves and their loved ones.

02

Power, Internet, heating outages, air alarms and other consequences of the war significantly hinder self-realization for young people.

03

The war exacerbated the problems that began during the COVID-19 pandemic and were associated with the transition to online: lack of live communication, monotony of everyday life.

Support

01

Adults, primarily parents, try to support and protect children. Parents, along with friends, are the main source of support.

02

Young people need live communication, touches, hugs. Communication is an important stabilizing factor, helps to distract from negative feelings.

03

Now it has become more difficult to find friends, young people would like to know more about how to support themselves during the hard times.

04

More than half would like to feel more support from their loved ones.

Self-realization

01

For youth, self-realization is the achievement of their goals, the opportunity to engage in a favorite occupation (hobby) and grow within it, self-development.

02

Education is the main field of activity of youth, so for self-realization first of all young people try to study well and expand their knowledge through self-education.

03

The vast majority believe that they are working on their self-realization, and in this, subjective factors are a bigger barrier for young people than objective restrictions related to the war or infrastructure development.

04

About half of young people feel overloaded, but the majority (76%) will be able to find time for an interesting activity. 85% have a hobby, 91% would like to learn new skills.

Future

01

Young people believe in the victory of Ukraine and plan their future in their own country.

02

The war makes adjustments to plans: 47% have changed their vision of their future profession, almost a quarter have finally understood what they want to do, who they want to become.

03

67% know what profession they want to have in the future.

04

The social groups that are currently influential in the country have become reference groups for young people (military and volunteers).

05

Young people also want to be useful in the post-war reconstruction of Ukraine, a quarter would like to understand how exactly they can be useful.

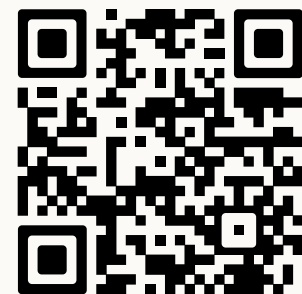
06

If the respondents had a million dollars, a third would spend it on helping the Armed Forces of Ukraine, a quarter on social initiatives.

About Plan International

Plan International is an independent humanitarian organization that promotes children's rights and, in particular, girls' equality, and operates in more than 75 countries.

Organization strives for a just world, working together with children, young people, it's supporters and partners.



About Dobrodiy Club

The charitable foundation "Dobrodiy Club" is an all-Ukrainian charitable organization that has been helping children since 2016.

During the full-scale war, the Dobrodiy Club works in two directions: emergency help for families with children who are on the brink of survival; childhood support – improving the emotional state and mental health of children and adolescents through creativity and social-emotional support activities.



**dobrodiy
club**