

ANALYTICAL REPORT

BASED ON THE RESULTS OF THE RESEARCH

UKRAINIAN
CULTURAL
FOUNDATION

CULTURAL PRACTICES OF YOUNG PEOPLE IN UKRAINE DURING THE WAR



INTRODUCTION

During 2022, the cultural practices of Ukrainians have changed dramatically. The number of events decreased, the number of active cultural figures and institutions reduced, and cultural services became inaccessible to a large part of the Ukrainian population. Despite the difficult conditions of the war, both the cultural sector, the creative industries, and Ukrainian society as a whole have managed to adapt and are taking steps to restore stable operations.

Today, an important task is to study the changes in the cultural practices of Ukrainians during the war. The focus of our first study in this area is one of the most active groups of the Ukrainian population - young people. Young people are the ones who consume more cultural products and more quickly adapt to new conditions. One of the most important tasks today is to involve young people in cultural life and in the process of restoring the Ukrainian cultural sphere and bringing new meanings to it. Therefore, it is important to study how the cultural practices of Ukrainian youth have changed, what is the current demand for cultural services, and what is the level of readiness to participate in cultural events and the process of post-war reconstruction of Ukrainian culture in general.

The purpose of the survey is to find out the specific features of cultural practices of Ukrainian youth during the war for the potential use of the research results in the practical activities of governmental and non-governmental organizations in the field of culture.

Key objectives:

- to find out the current demand for cultural products among Ukrainian youth;
- identify key factors that prevent young Ukrainians from attending cultural events and activities;
- to determine the impact of the war on the cultural leisure of young Ukrainians;
- to analyze the current demand for online cultural events and activities and the prospects for the development of this area;

Data collection method: online survey.

Sample population: 604 respondents (Ukrainian youth aged 18-35 from different regions of Ukraine). The margin of error (standard error) for the entire sample is $\pm 3\%$. The study is exploratory in nature, as the sample of respondents is not completely balanced. However, the results of the study allow us to identify certain features of the cultural practices of Ukrainian youth and become the basis for the formation of hypotheses for further research.

The survey was conducted from 22.12.2022 to 25.01.2023.

WAYS OF SPENDING FREE TIME BEFORE THE WAR

The results of the survey showed that before the full-scale Russian invasion, Ukrainian youth mostly spent their free time communicating and going for walks with family and friends, watching movies/TV programs, and surfing the Internet (Diagram 1). There are differences between men and women in terms of leisure time activities. In particular, among men, there is a higher percentage of those who preferred sports and tourism, and computer games. Instead, women showed more interest in creativity and art, additional education, household tasks, and attending cultural events. Characteristic features are noticeable among youth age groups. Thus, among the younger age group (18-24 years old), the request for creativity and art, reading, and listening to music was more relevant. Among the older age group (25-35 years old) - sports and tourism, household tasks, and additional income were preferable.



Diagram 1 - Please tell, which of the following did you usually do in your free time before the war?, %

FREQUENCY OF VISITS TO CULTURAL INSTITUTIONS

The most popular cultural practices among Ukrainian youth are visiting cinemas, bookstores, and museums. However, the majority of respondents visit these institutions mostly several times a year. The least frequented places are libraries and discos. About half of the respondents never visit these institutions and events at all (Diagram 2).

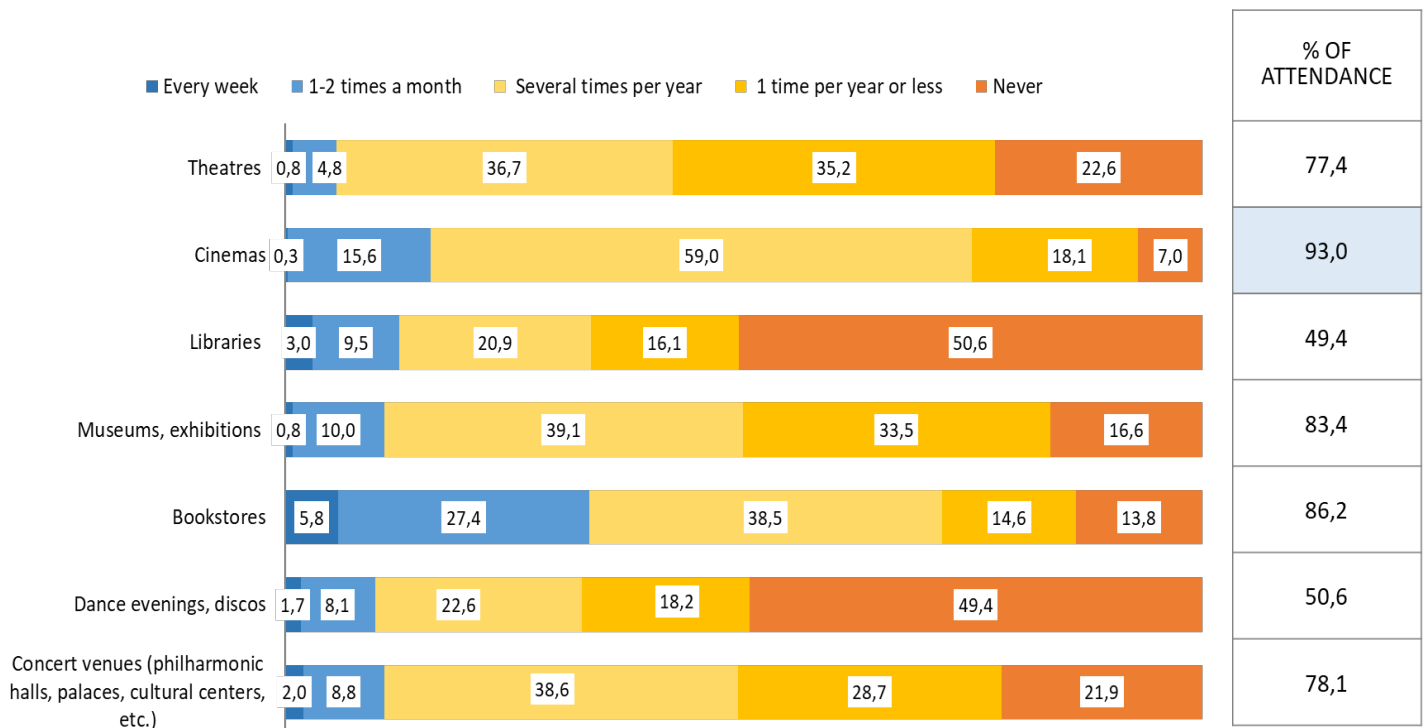


Diagram 2 - How often do you visit...?, %

The survey shows a trend that women are more likely to visit cultural institutions - 75.2%. In the same time, among men, this figure is 69.7%. The older age group of young people (25-35 years old) is more likely to visit theaters, while more than half of the younger group (18-24 years old) are library visitors, which is mainly due to their student status and educational requirements. With increasing age, there is a tendency to decrease interest in libraries and in reading books in general.

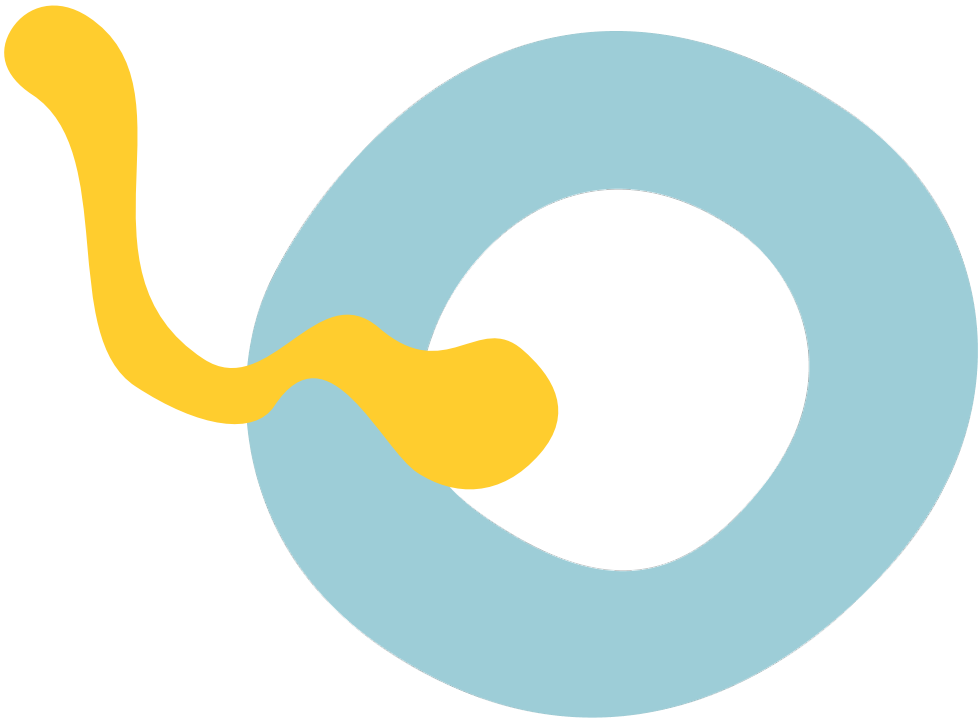
Despite the financial status of the respondents, the level of visits to cultural institutions is generally high - over 70%. However, this rate is highest among respondents with an average level of material wealth. They are the main visitors to cultural institutions, including museums and bookstores. On the other hand, respondents with low incomes visit theaters less than other categories, while libraries are more frequently visited (as well as respondents with average incomes), probably because of the predominantly free access to literature and other services.

In Kyiv and in the oblast centers of Ukraine, the percentage of cultural events attendance is generally higher, due to their much greater availability in large settlements. However, some types of cultural

leisure are more popular in district centers and villages. In particular, this applies to libraries, which are visited by more than half of young people from district centers and small towns and rural areas (Diagram 3).

	Gender		Age		Financial status			Settlement type			
	Male	Female	18-24 year's old	25-35 year's old	Below average	Middle	Above average	Kyiv	Oblast center	District center, small town	Village/settlement/urban-type settlement
Theatres	70,4	79,3	74,1	80,7	73,8	81,7	81,9	87,3	78,4	66,7	72,2
Cinemas	91,2	93,5	90,6	95,4	91,9	95,0	94,4	97,3	94,9	91,3	80,6
Libraries	48,8	49,6	53,9	45,1	54,1	50,0	39,6	40,0	47,1	61,1	56,9
Museums, exhibitions	79,2	84,5	83,5	83,3	80,6	90,0	84,7	92,7	85,5	79,4	63,9
Bookstores	77,6	88,5	86,2	86,3	84,4	93,3	85,4	88,0	89,4	84,1	75,0
Dance evenings, discos	47,2	51,5	50,8	50,3	48,1	51,7	54,2	51,3	47,8	51,6	56,9
Concert venues	73,6	79,3	77,8	78,4	76,3	83,3	79,9	79,3	79,6	80,2	66,7
In General	69,7	75,2	73,8	74,2	72,7	77,9	74,3	76,6	74,7	73,5	67,5

Diagram 3 - Frequency of visiting cultural institutions by respondents' characteristics, %



BARRIERS TO ATTENDING CULTURAL EVENTS

The main factors that prevent Ukrainian youth from attending cultural events, apart from the war, are general fatigue and lack of mood, lack of money, and lack of time. At the same time, 6% of respondents say that there are no barriers to attending cultural events at all (Diagram 4).

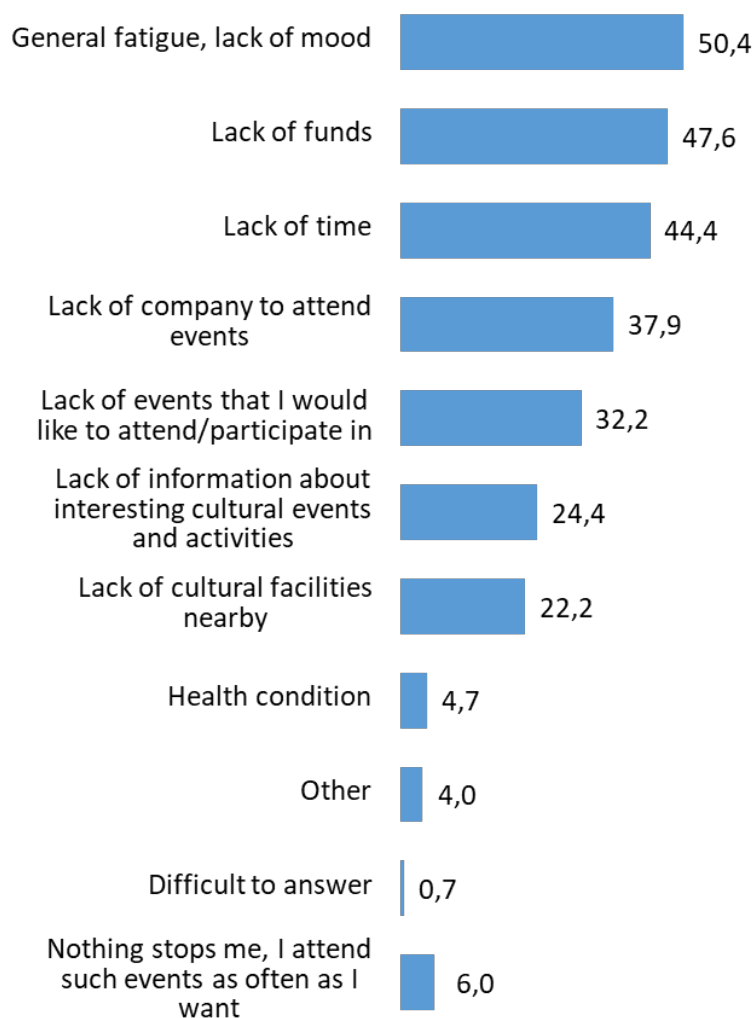


Diagram 4 - What, apart from the war, stops you from attending cultural events more often?, %

The study shows gender-specific barriers for visiting: in general, women have a higher percentage of general fatigue or lack of money, while men have a higher percentage of lack of time. There are also age-specific features: among the older age group, the percentage of those who recognize general fatigue as a key obstacle is slightly higher. For the younger group, the main problem is lack of money.

The size of the settlement also affects the specifics of obstacles to attending cultural events. For example, while respondents from Kyiv and oblast centers are more likely to be tired, respondents from district centers and rural areas are more likely to see the lack of cultural institutions nearby and the lack of interesting events as a problem. In addition, among residents of Kyiv and regional centers, there is a higher percentage of those who see no problems at all with attending cultural events.

The survey separately analyzed the category of respondents who attend cultural events once a year or less. It was found that different cultural institutions have specific obstacles that prevent people from visiting them more often. For example, bookstores and movie theaters are not frequented due to lack of money. Theaters and museums are not visited more often because there are not enough interesting cultural events to attend. And libraries - because they are not located nearby.



THE INTEREST IN CULTURAL EVENTS

The overall interest of Ukrainian youth in cultural events is 3.61 on a 5-point scale. The most interesting cultural events for the respondents are watching movies in cinemas or cinema clubs (4.23), attending festivals (4.21) and theater performances (4.02). The least interesting are public commemorations of historical dates and events and prominent personalities (3.2), sports and entertainment events (3.11), and discos (2.92) (Diagram 5).

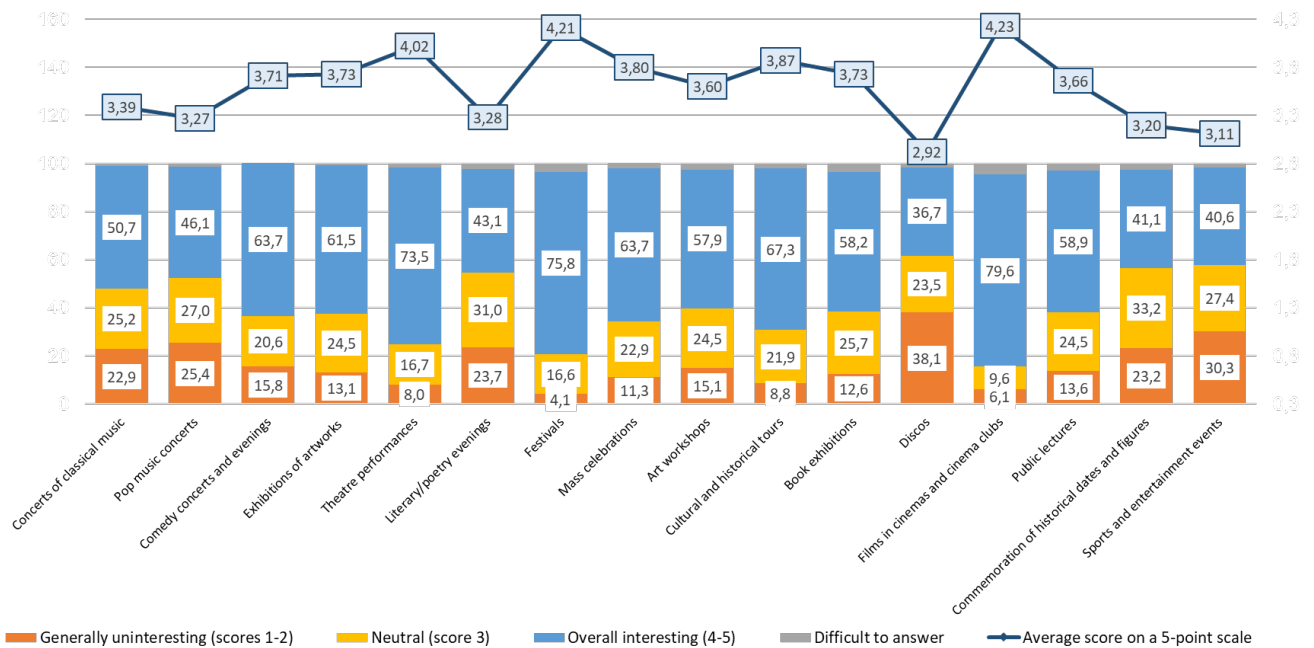


Diagram 5 - How interesting the following cultural events are for you personally?, %

The typical trend in the regional dimension is a similar level of interest in different types of cultural events. Only the center stands out with a generally lower level of interest in almost all cultural events (Diagram 6).

	Kyiv	West	South	Centre	North
Concerts of classical music	3,58	3,44	3,29	3,16	3,33
Pop music concerts	3,33	3,24	3,23	3,36	3,22
Comedy concerts and evenings	3,60	3,77	3,62	3,59	3,95
Exhibitions of artworks	3,81	3,75	3,70	3,56	3,74
Theatre performances	4,17	4,03	4,06	3,72	3,96
Literary/poetry evenings	3,23	3,34	3,26	3,11	3,41
Festivals	4,22	4,34	4,26	3,83	4,24
Mass celebrations	3,82	3,90	3,72	3,65	3,80
Art workshops	3,56	3,62	3,57	3,56	3,71
Cultural and historical tours	3,94	3,77	3,99	3,73	3,94
Book exhibitions	3,68	3,77	3,82	3,68	3,64
Discos	2,86	2,83	2,98	2,92	3,12
Films in cinemas and cinema clubs	4,28	4,17	4,31	4,32	4,10
Public lectures	3,72	3,67	3,69	3,42	3,73
Commemoration of historical dates and figures	3,24	3,31	3,25	2,96	3,10
Sports and entertainment events	3,10	3,13	3,17	3,04	3,08

Diagram 6 - Interest in cultural events by region (average score on a 5-point scale)



THE SOURCES OF INFORMATION ABOUT CULTURAL EVENTS

The main source of information from which young people learn about cultural events is the Internet and social networks - 95% of respondents. The second most popular source of information about cultural events is communication with friends, acquaintances, and colleagues (62.2%). TV and radio programs are the least informative for young people - 3.3% and 3.6% respectively (Diagram 7).

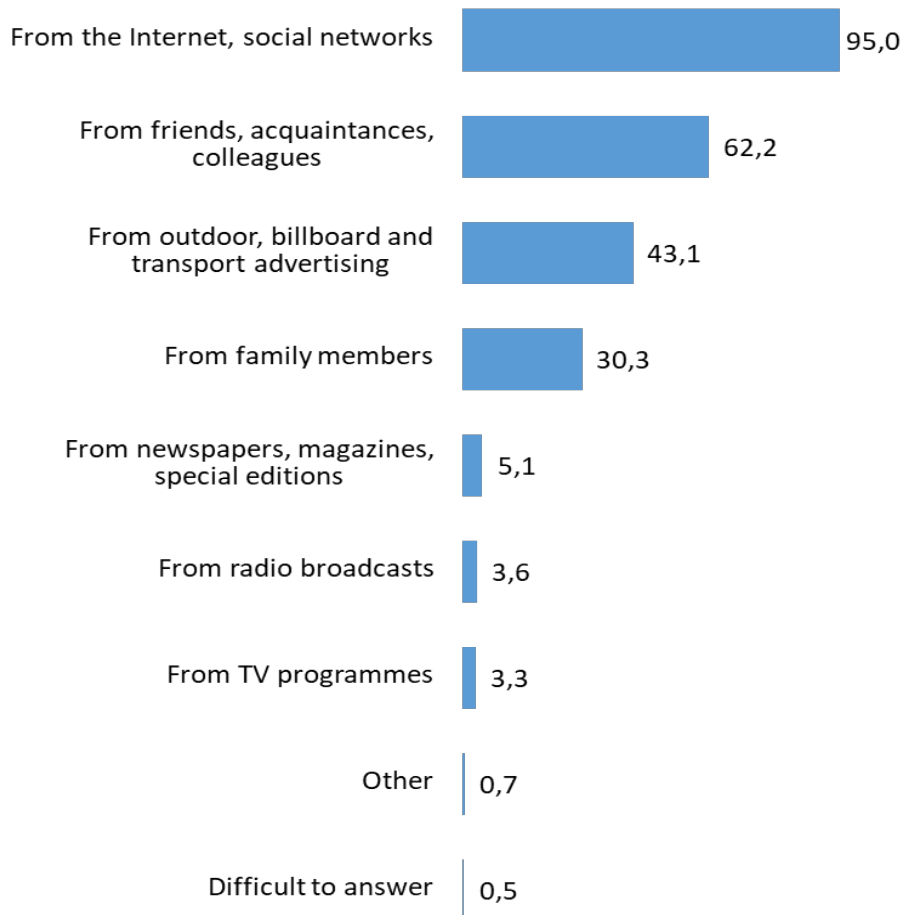


Diagram 7 - How do you usually receive information about cultural events in your community?, %

Despite the general trends, there are some peculiarities based on the type of settlement. For example, among respondents from small towns and rural areas, there are more people who receive information about cultural events from family members, newspapers and magazines. Instead, among residents of oblast centers, the rate of informational value of street advertising is much higher (Diagram 8). The survey results show that a separate strategy for disseminating information about cultural events should be selected for different types of settlements, but the Internet and social media are universal and massive channel of information.

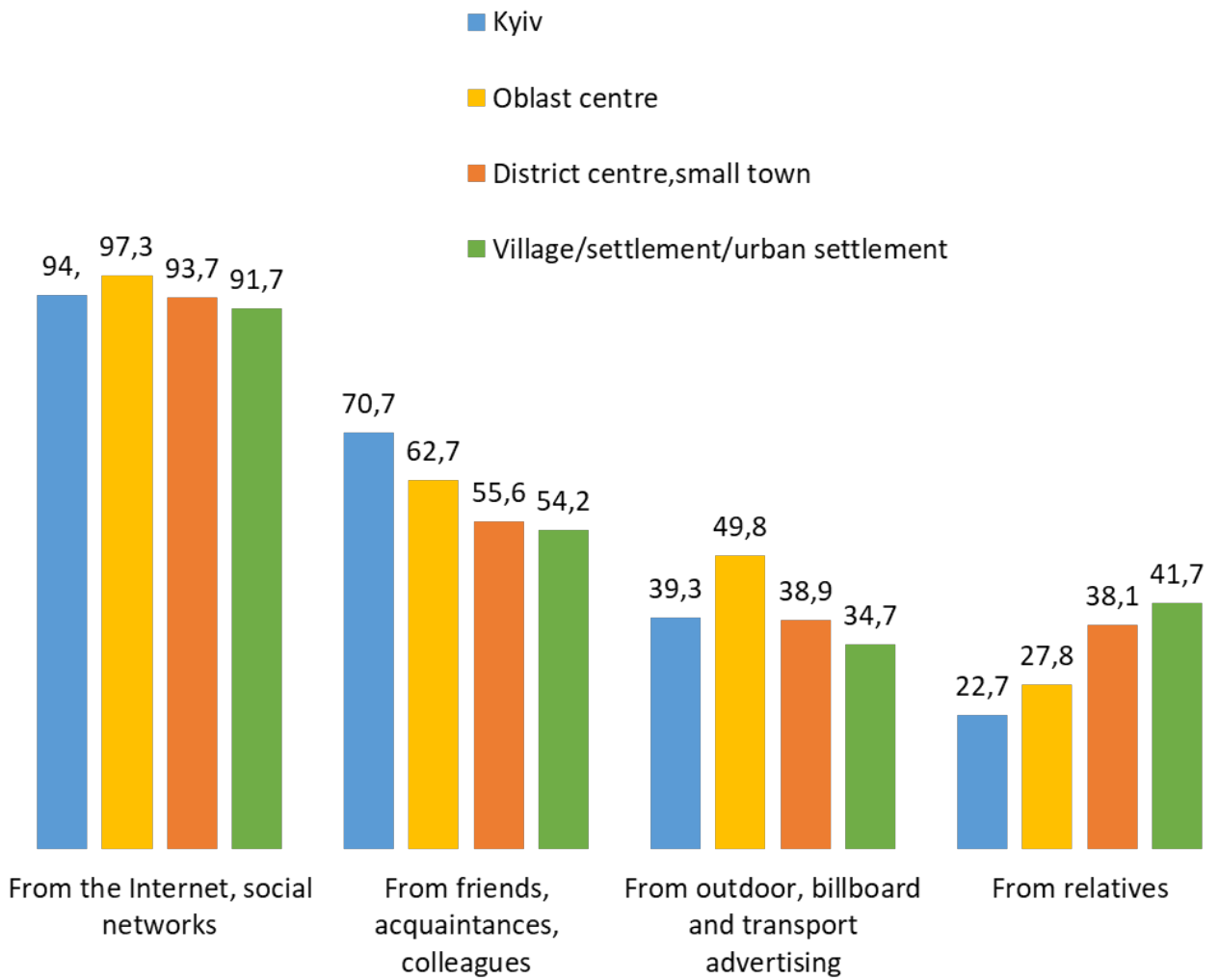
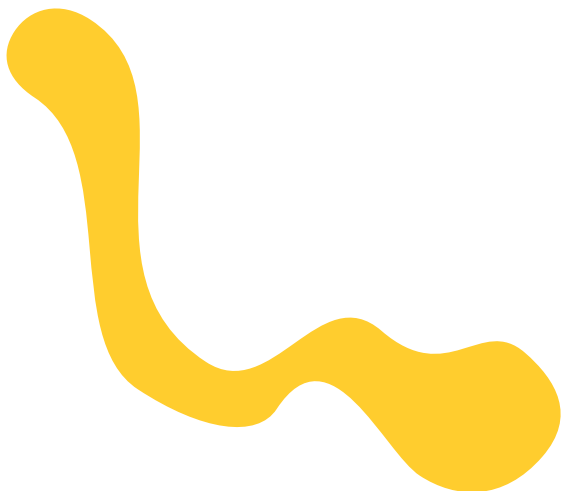


Diagram 8 – Top-4 sources of information about cultural events by settlement, %



SATISFACTION WITH CULTURAL EVENTS

In general, 43.8% of Ukrainian youth are satisfied with the organization of cultural leisure activities. The number of dissatisfied respondents is 21.1%. The average level of satisfaction with the cultural leisure activities in the country is 3.33 points out of 5 (Diagram 9).

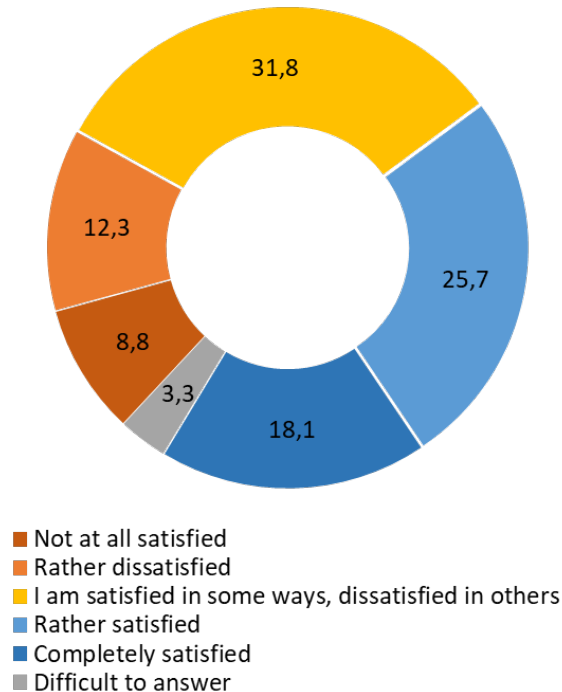


Diagram 9 – Are you satisfied with the organization of cultural leisure in your settlement?, %

The highest percentage of satisfaction with cultural events is in Kyiv (72.7%), the lowest - in the North (19.8%).

In terms of satisfaction with cultural leisure, there is a clear pattern in relation to the type of settlement. The level of satisfaction with the organization of cultural events is determined by the size of the settlement: the smaller the settlement, the lower the level of satisfaction with cultural leisure (Diagram 10). While in Kyiv the average value of satisfaction is 4.09 points out of 5, in oblast centers it is 3.48, in district centres - 2.67, and in rural areas - 2.37.

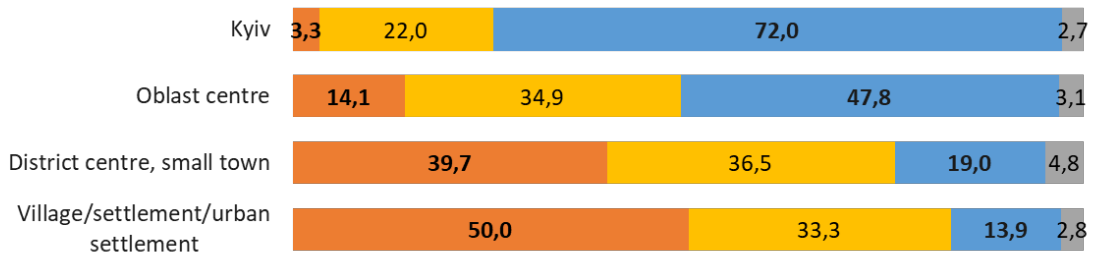
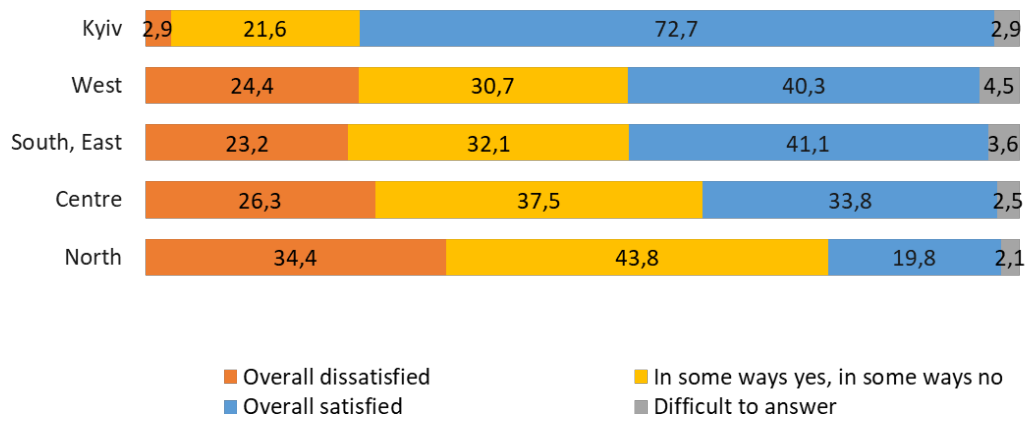


Diagram 10 – Satisfaction with the organization of cultural leisure by region and settlement, %

Ukrainian youth are the most satisfied with movie screenings in cinemas or cinema clubs (4.04), theater performances (3.89), and mass celebrations and folk festivals (3.65).

The least satisfied respondents are with discos (3.28), pop music concerts (3.34), and literary and poetry evenings (3.4) – Diagram 11.

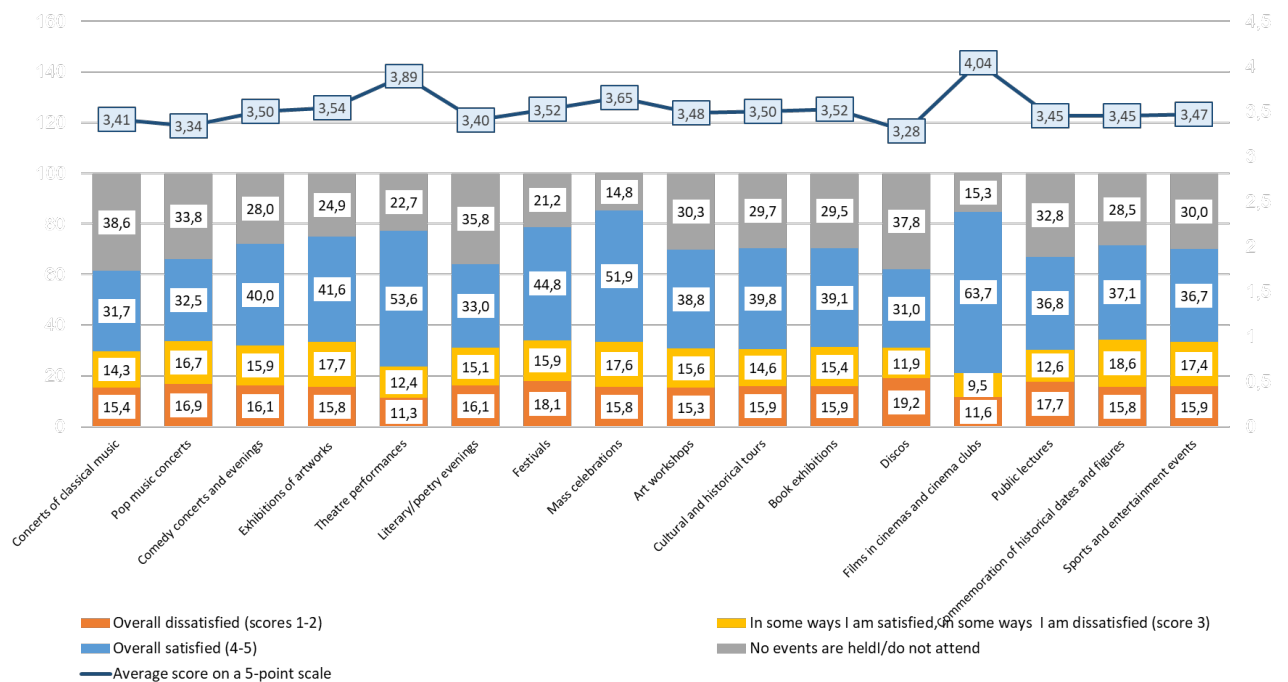


Diagram 11 – How satisfied are you with the following cultural events organised in your settlement?, %

Satisfaction with cultural events is clearly influenced by the type of settlement. For example, in Kyiv, where the number of cultural events is the largest, the highest level of satisfaction with various cultural events is 4.22 points out of 5 on average, while in oblast centers it drops significantly to 3.62, and the lowest is in district centers - 2.9 and rural areas - 2.44. A clear trend of satisfaction with cultural events is also observed by region. Thus, it is the highest in Kyiv, while the lowest in the North (*Diagram 12*).

	Kyiv	West	South, East	Centre	North
Concerts of classical music	4,27	3,27	3,30	3,04	2,57
Pop music concerts	4,15	3,22	3,39	3,06	2,54
Humorous concerts, evenings	4,35	3,42	3,27	3,46	2,57
Exhibitions of artworks (paintings, sculptures, etc.)	4,31	3,46	3,44	3,28	2,76
Theatre performances	4,51	3,90	3,73	3,71	3,11
Literary/poetry evenings	4,18	3,40	3,21	3,17	2,63
Festivals	4,18	3,65	3,13	3,28	2,89
Mass celebrations, folk festivals, fairs	4,14	3,74	3,38	3,50	3,21
Art workshops	4,15	3,46	3,26	3,33	2,99
Cultural and historical tours	4,21	3,41	3,34	3,27	2,93
Book exhibitions, fairs, etc.	4,30	3,55	3,22	3,17	2,75
Dance evenings, discos	4,13	3,28	3,06	2,90	2,68
Films in cinemas and cinema clubs	4,64	4,01	3,87	3,89	3,37
Public lectures	4,23	3,35	3,32	3,19	2,68
Public commemorations of historical dates and events and prominent personalities	4,03	3,55	3,15	3,29	2,92
Sports and entertainment events	4,06	3,45	3,80	3,23	3,10

Diagram 12 – Satisfaction with cultural events by region (average score on a 5-point scale)



MATRIX OF CULTURAL NEEDS SATISFACTION

Based on the respondents' answers, a motivational matrix of cultural needs satisfaction was constructed, which shows the level of interest and satisfaction with cultural events, identifying the most desirable and significant cultural practices for Ukrainian youth (Diagram 13).

The scores in the matrix are distributed on two axes:

∴ the horizontal axis contains average estimates of interest in a particular cultural event.

∴ on the vertical axis - average ratings of satisfaction with a particular cultural event.

The point of intersection of the axes (coordinate zero) is the average score of interest in all events and the average score of satisfaction with all events.

Therefore, we can identify four zones:

"High Interest, High Satisfaction" - actualized need is satisfied.

"High interest, low satisfaction" - ZONE OF DEFICIT

"Low interest, high satisfaction" - an unmet need is satisfied.

"Low interest, low satisfaction" - an unmet need that has not been actualized.

Festivals, cultural and historical excursions, humorous concerts and evenings, art exhibitions, and public lectures are in the area of deficit in the cultural needs of young people.

Diagram 13 – Matrix of Cultural Needs Satisfaction

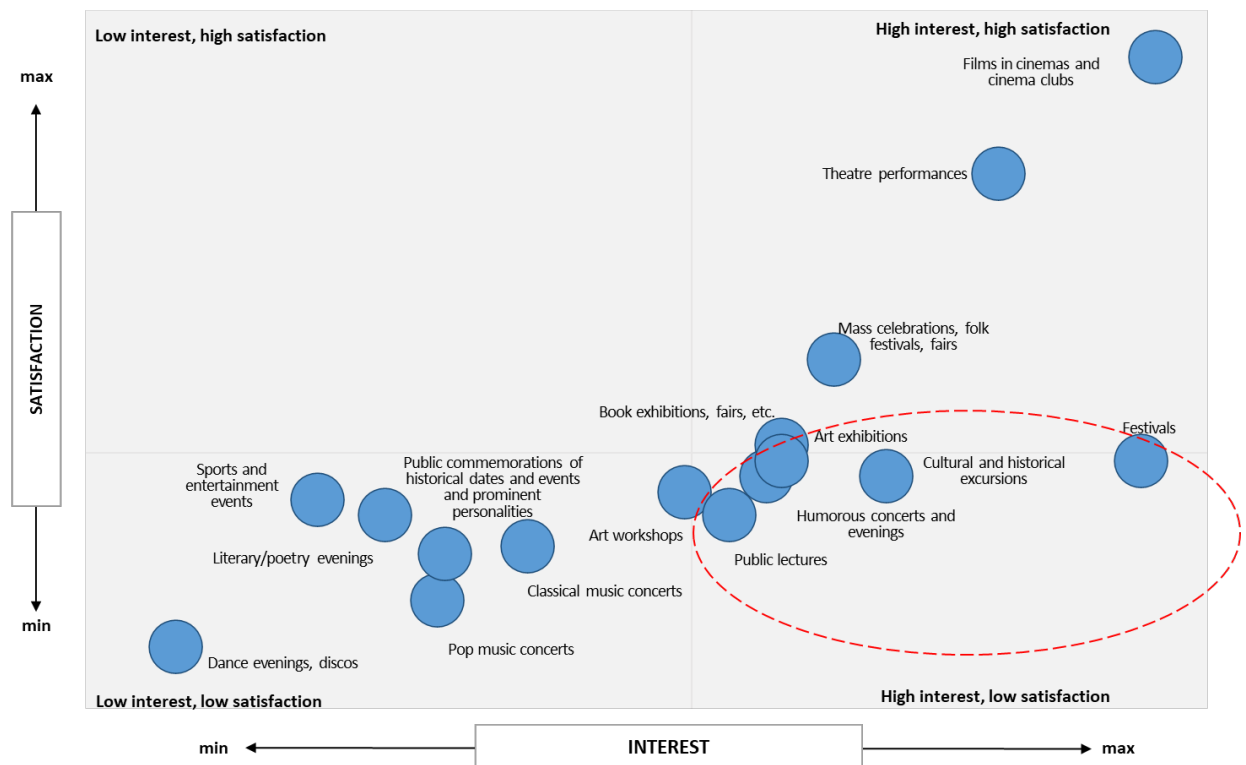


Diagram 13 – Matrix of Cultural Needs Satisfaction

CULTURAL PRACTICES DURING THE WAR

During the war, respondents began to pay much more attention to communicating with family and friends. There was also a noticeable interest in self-education and various social and charitable projects. The top 5 most popular cultural practices during the war also included reading books and watching movies (Diagram 14).

Significant differences can be seen in the responses of women and men. For example, women began to devote more time than men to the majority of cultural leisure types. In particular, this applies to watching movies, reading books, hobbies, and other hobbies. The only form of leisure that men began to pay more attention to is computer games.

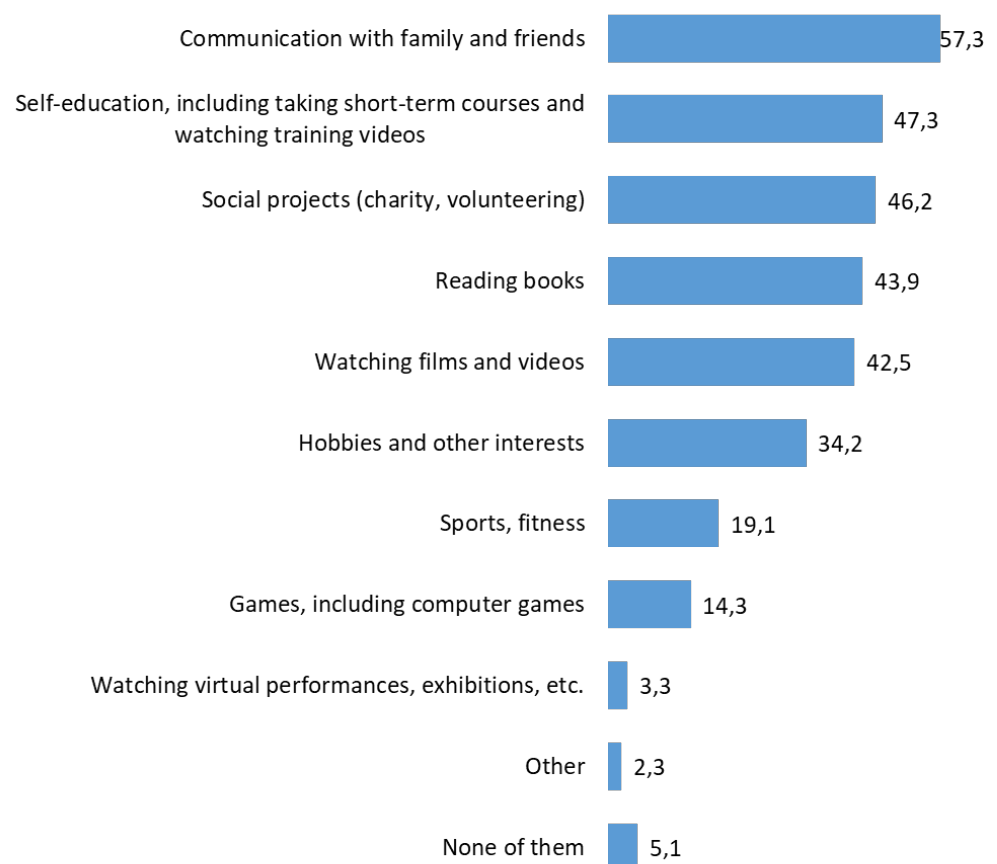


Diagram 14 – Which activities you began to pay more attention to during the war?, %

The fact that the attendance level of cultural events has decreased since the beginning of the war is evident. In total, 72.8% of respondents indicated that they attended cultural events less in 2022. At the same time, for 13.6% of those surveyed, the situation has not changed, and they continue to attend cultural events as they did before the start of the full-scale Russian invasion (Diagram 15).

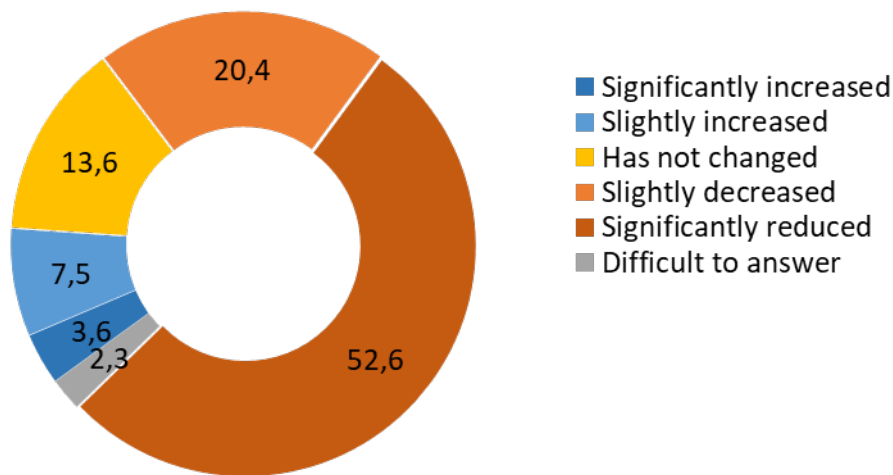


Diagram 15 – How has the frequency of your attendance at cultural events changed since the beginning of the war?, %

Almost half of the respondents believe that security measures for attending cultural events are sufficient. Only about 16% call them insufficient, and another third cannot assess the state of security during cultural events (Diagram 16). This means that for the most part, cultural institutions have adapted to the challenges of the war and managed to organize safe attendance at cultural events, and the feeling of danger is not the main factor preventing people from attending cultural events. More than half of the respondents from Kyiv and oblast centers in general believe that security measures are sufficient, while in rural areas only a quarter of them think the same.

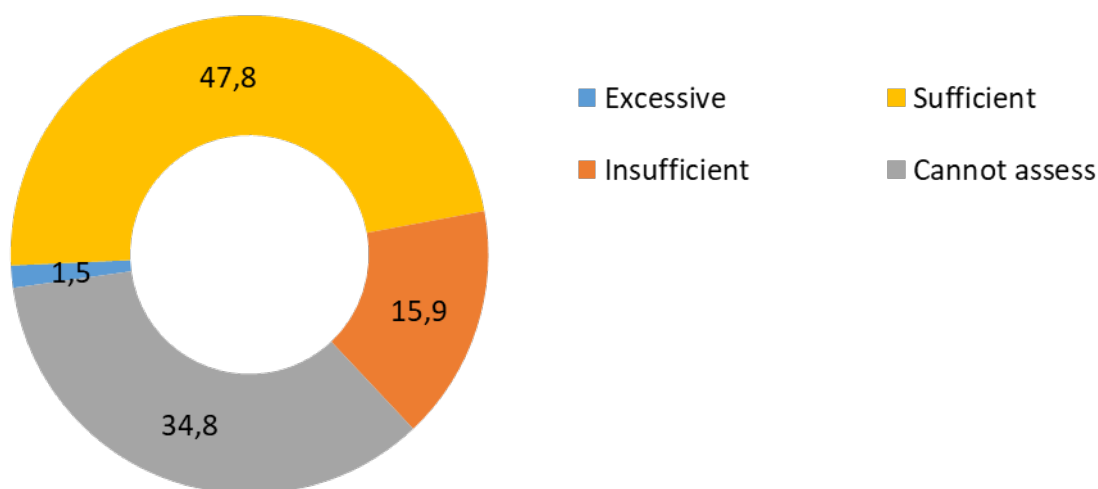


Diagram 16 – The measures to ensure the safety of visitors to cultural events in your locality during the war are..., %

CULTURAL EVENTS ONLINE

Since the beginning of the war, more than half of respondents have not attended online cultural events at all - 53.9% (Diagram 17). There is probably fatigue with the virtual format of cultural events, which has become more widespread during the pandemic.

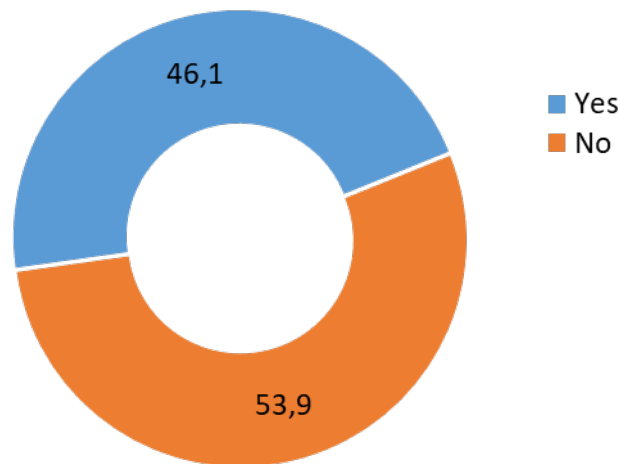


Diagram 17 – Have you attended any online cultural events since the beginning of the war?, %

The war has not significantly influenced interest in online cultural events. Almost half of the respondents said that their interest in such events has not changed. At the same time, 20% indicated that they became more interested in online events, and for 18%, interest rather decreased. Interest in online events increased the most in rural areas, and decreased the most in Kyiv (Diagram 18).

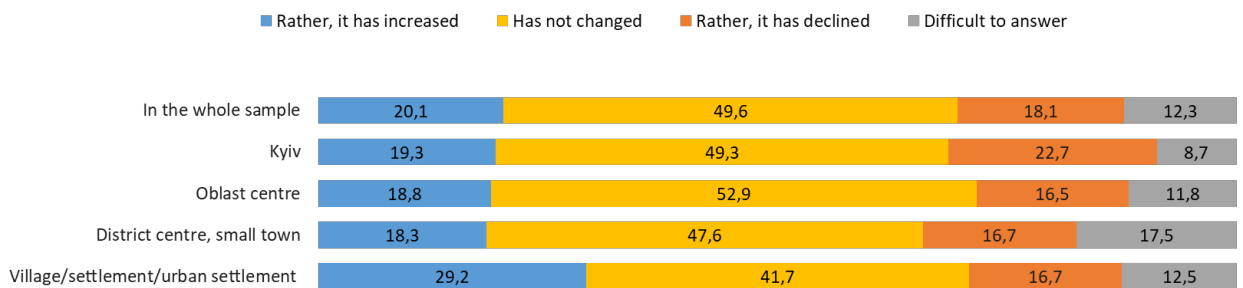


Diagram 18 – How your interest in online cultural events has changed due to the war?, %

According to the vast majority of respondents, the main reason why it is difficult to replace live events with an online format because they are not interchangeable (Diagram 19). At the same time, respondents see obvious advantages of online events, such as accessibility, security, and convenience. However, there are also disadvantages, including the lack of live contact, worse perception than in person, and dependence on technical means (Diagram 20). Probably, we should not count on the complete replacement of live events by the online format, as there is a great demand for offline events. Perhaps the best approach at this point would be a combined approach with a combination of formats, provided that there is high-quality technical support.



Diagram 19 – With which of the following statements about online cultural events do you agree most of all?, %

WHICH ADVANTAGES OF ONLINE CULTURAL EVENTS DO YOU THINK ARE BETTER THAN IN-PERSON ONES??, %

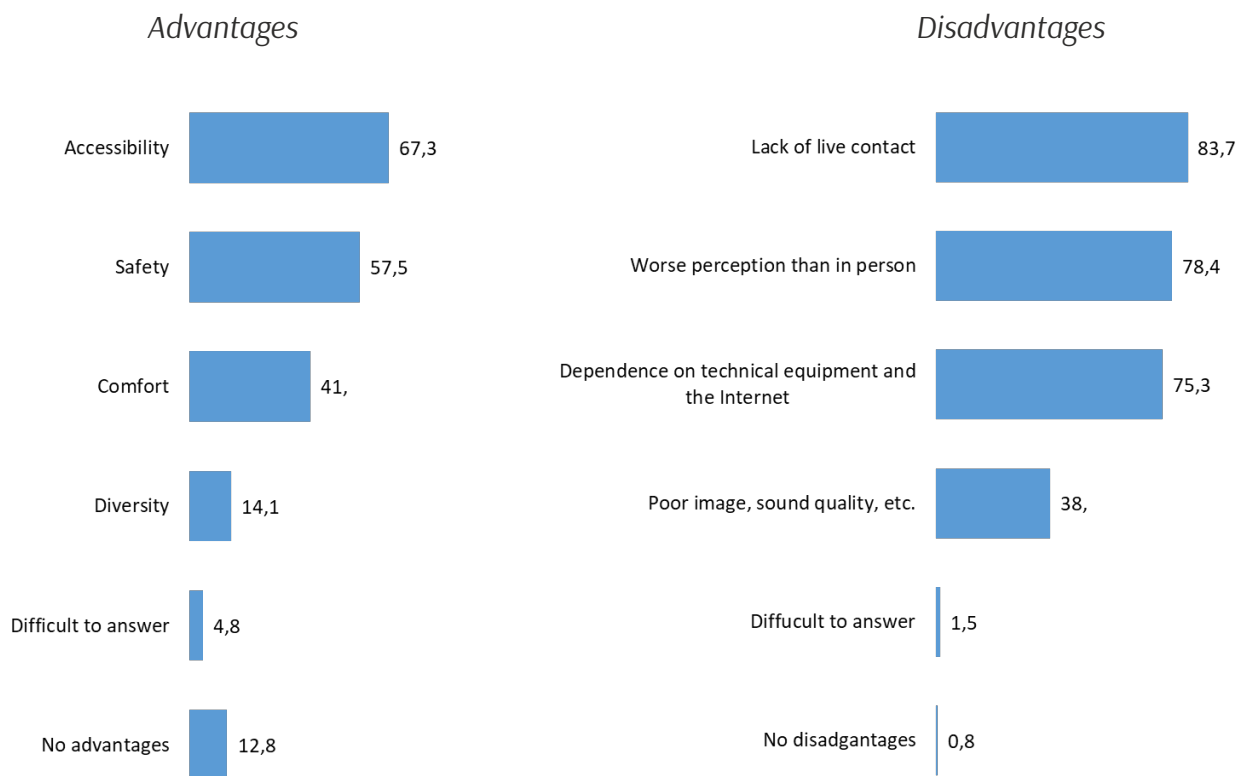


Diagram 20 – Advantages and disadvantages of online cultural events, %

Among online cultural events, respondents most often attend public lectures (31%) and concerts (20.1%). At the same time, respondents show low interest in online events. There is a noticeable trend in the demand for online cultural events depending on the type of settlement. For example, respondents from rural areas are much more likely to say that they are interested in almost all types of online cultural events compared to residents of urban areas (Diagram 21).

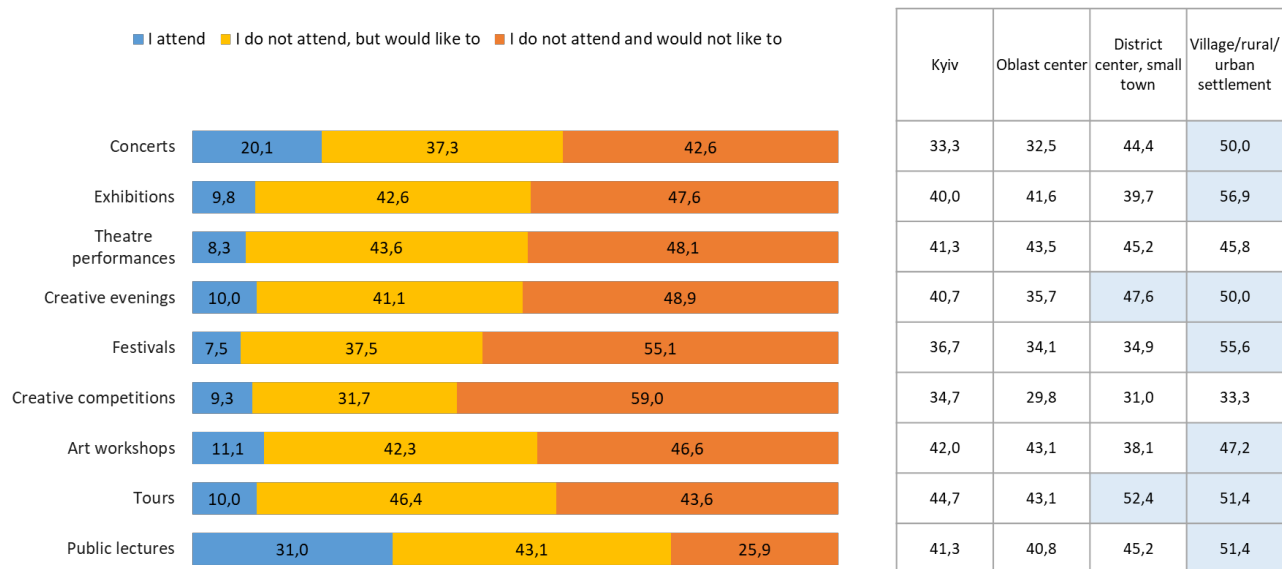


Diagram 21 – Which events you attend or would like to attend in an online format?, %

THE STATE OF CULTURE AND PERSPECTIVES FOR ITS POST-WAR RESTORATION

In general, respondents believe that the state of Ukrainian culture is satisfactory (57.9%) or good (13.1%). On the other hand, 18.7% consider it poor (Diagram 22). The survey shows that more than two-thirds of Ukrainian youth do not currently see a crisis in the cultural sector and generally have a cautiously positive assessment of its current state.

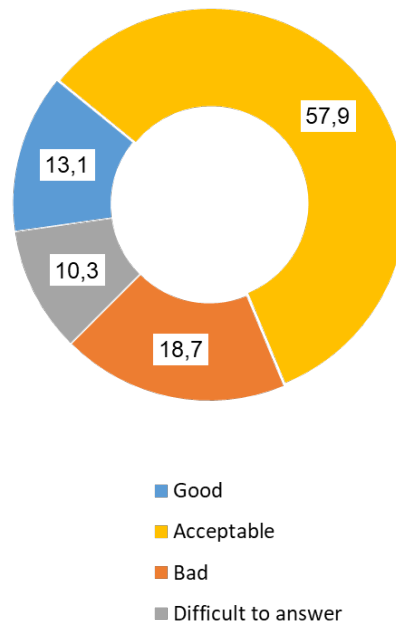


Diagram 22 – How do you estimate the general state of the cultural sector in Ukraine today?, %

In general, the respondents believe that Ukrainian culture will recover slowly or quickly (90.4%), while only 1.8% of respondents think that culture will decline, and 2.6% think that its state will remain unchanged (Diagram 23). That is, most young people are convinced of the positive prospects of Ukrainian culture.



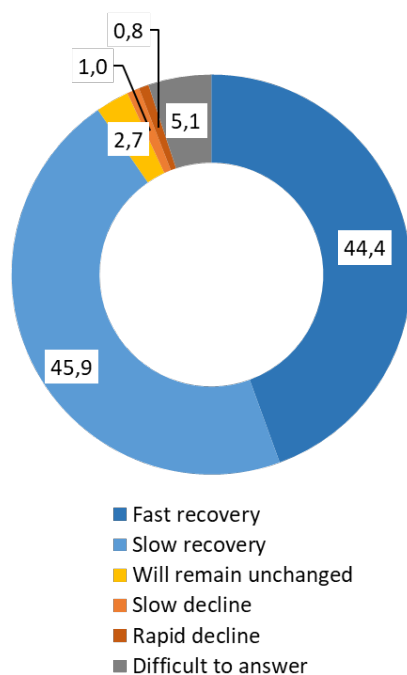


Diagram 23 – How do you think the development of the cultural sector in Ukraine would be after the war?, %

SUPPORT OF CULTURE

Respondents mostly believe that most cultural institutions need state support. These include libraries and archives, museums, and theatres. At the same time, cinema is the only area that can fully earn money for its activities on its own, according to respondents (Diagram 24).

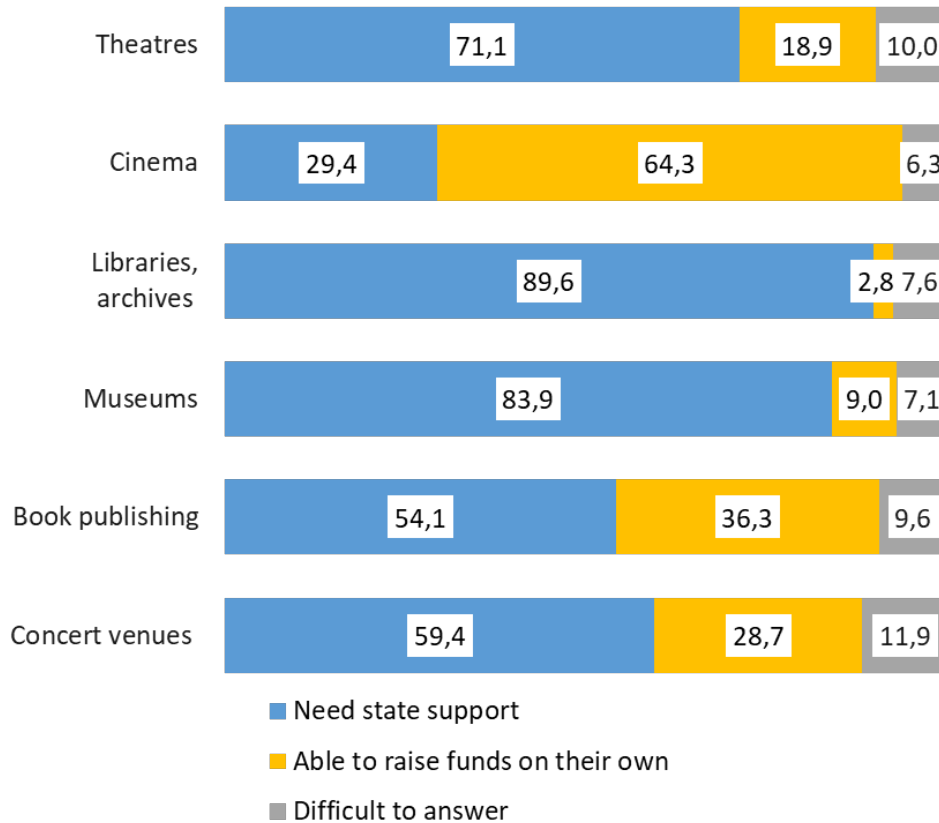


Diagram 24 – In your opinion, which areas need state funding, and which areas are capable of making a profit on their own?, %

The survey shows that a significant proportion of young people, despite their desire to engage in volunteer activities in the cultural sector, have not yet participated in such projects (44.1%). The percentage of those who already participate regularly or occasionally in certain events is noticeably lower (27.7%), and those who do not participate and do not want to participate - 20.2% (Diagram 25).

Women are more interested in joining volunteer initiatives in the cultural sector. Rural residents and middle-income respondents are more likely to participate in volunteer cultural projects than others (Diagram 26). We can state that there is a high level of interest in cultural events among young people and they may join various initiatives to restore the potential of Ukrainian culture in the future.

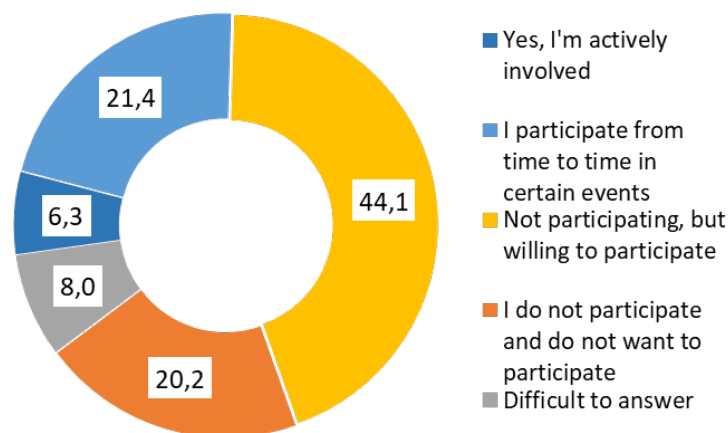


Diagram 25 – Please tell whether you participate in volunteer activities in the cultural area (organization of excursions, exhibitions, preservation of cultural heritage, etc.)?, %

GENDER		Yes, I'm actively involved	I participate from time to time in certain events	Not participating, but willing to participate	I do not participate and do not want to participate	Difficult to answer
		8,8	22,4	33,6	24,8	10,4
Male		8,8	22,4	33,6	24,8	10,4
		5,6	21,1	46,9	19,0	7,3
Female		5,6	21,1	46,9	19,0	7,3
		6,3	19,1	47,5	18,1	9,1
FINANCIAL STATUS	Below Average	6,3	19,1	47,5	18,1	9,1
	Average	6,7	30,8	40,8	15,8	5,8
	Above	6,9	18,1	39,6	29,2	6,3
TYPE OF SETTLEMENT	Kyiv	2,7	22,7	46,7	20,0	8,0
	Oblast center	7,1	20,8	42,7	22,4	7,1
	District center	7,9	18,3	42,1	22,2	9,5
	Village / rural settlement small town	8,3	26,4	47,2	9,7	8,3

- Yes, I'm actively involved
- I participate from time to time in certain events
- Not participating, but willing to participate
- I do not participate and do not want to participate

Diagram 26 – Participation in volunteer activities in the sphere of culture according to respondents' characteristics, %

CONCLUSIONS

- Before the war, the leisure time of Ukrainian youth mainly focused on communication with family and friends, household duties and various forms of passive recreation. There was a slightly different group of young people of student age, for whom self-development was more important. The main difference in leisure activities was mainly determined by the type of settlement. In larger settlements, the variety of leisure activities is higher, while in rural areas leisure is monotonous and mostly passive. It is worth noting that various forms of cultural leisure were not the main forms of leisure for young people.
- The most popular among young people today are visiting cinemas, bookstores and museums, exhibitions, and the least popular are libraries. Overall, more than 70% of young people visit cultural institutions at least once a year or more often, and more often they are women. In general, a higher level of visits to cultural institutions is observed in large cities, where the offer of services is wider.
- Common obstacles to attending cultural events for young Ukrainians are general fatigue, lack of money and time. At the same time, for rural residents, the lack of nearby cultural institutions and the lack of interesting cultural events are also added to the list.
- Most often, young people choose watching films, attending festivals and theatres as their cultural leisure activities. At the same time, the level of interest in various cultural events is higher among women than among men. In general, young people show low interest in official cultural events, including commemorations of historical events and figures, as well as sports events.
- The most widespread and effective channel of information dissemination for today's youth is the Internet and social media. Nevertheless, there are peculiarities of information dissemination in different types of settlements, in particular in rural areas.
- In general, less than half of young people are satisfied with cultural leisure both in Ukraine in general and in their localities in particular. The types of cultural events that young people are generally satisfied with include films in cinemas and cinema clubs, theatre performances, and mass celebrations. To identify the most popular cultural services among young people, a matrix of cultural needs satisfaction was created, which identifies the area of deficit of cultural needs, i.e. those that are most desirable but unsatisfied by young people. It includes festivals, cultural and historical excursions, comedy concerts, evenings, art exhibitions, and public lectures.
- In 2022, more than 70% of surveyed youth began to attend fewer cultural events and institutions. At the same time, there has been an increased interest among young Ukrainians in self-education and various social and charitable projects. It is likely that cultural leisure and social activism have become important factors in adapting to the war.
- The war did not significantly affect young people's demand for online cultural products. The only group that has shown more interest in online cultural events is rural residents. Apparently,

the interest in online events is due to the low accessibility of various cultural events among this group.

- More than 60% of respondents said that Ukrainian culture is currently in a good or satisfactory state. And more than 90% of Ukrainian youth are confident that Ukrainian culture will be restored.
- The majority of young people believe that most cultural institutions should be supported by the state, including libraries, archives, museums and theatres.
- More than 20% of young Ukrainians are already involved in volunteer projects in the cultural sector. However, almost 45% of them do not participate in such events, but have a desire to join. That is, young people have a demand to participate in volunteer cultural projects and, accordingly, young people can be involved in various activities to restore and develop Ukrainian culture.

To summarise, the leisure activities of Ukrainian youth have significantly changed. One of the most important components and popular forms of leisure has become cultural recreation, which also served as an adaptation to the difficult conditions of war. Despite this, the Ukrainian cultural sector faces many challenges and tasks. For example, it needs to balance the accessibility of cultural services to consumers in different regions and localities of Ukraine. In particular, there is a shortage of cultural events in rural areas, which can be compensated for even in the current environment through the online format. At the same time, young people are an important component in the cultural reconstruction of Ukrainian society, and it is important to develop a strategy for the restoration of Ukraine with a high level of involvement of this group.

