



**WIN**

Worldwide  
Independent Network  
Of Market Research

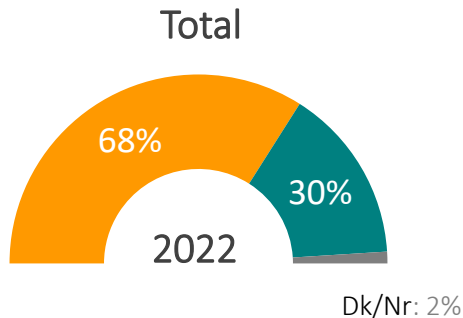
# ABOUT THE WAR

WWS 2022

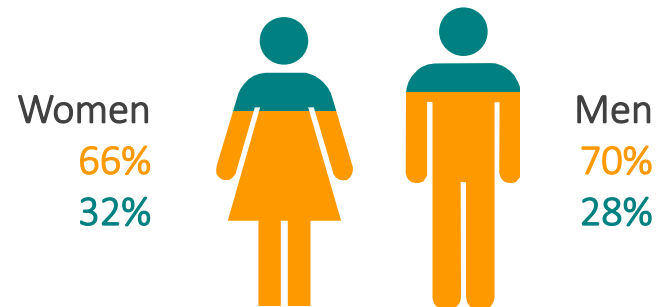


# Mood self-perception

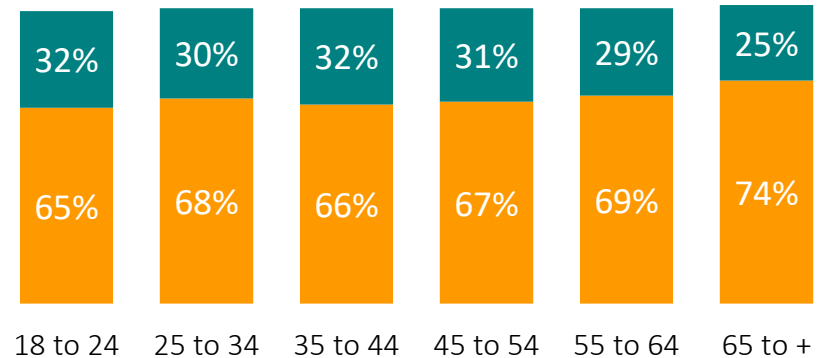
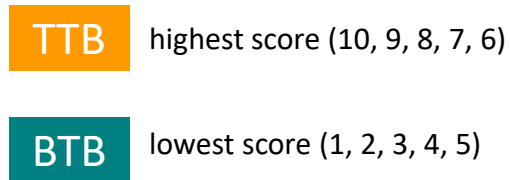
% within total population



## By gender



## By age group



Source: WIN 2022. Base: 17 382. The percentages of Dk / Nr have not been plotted.

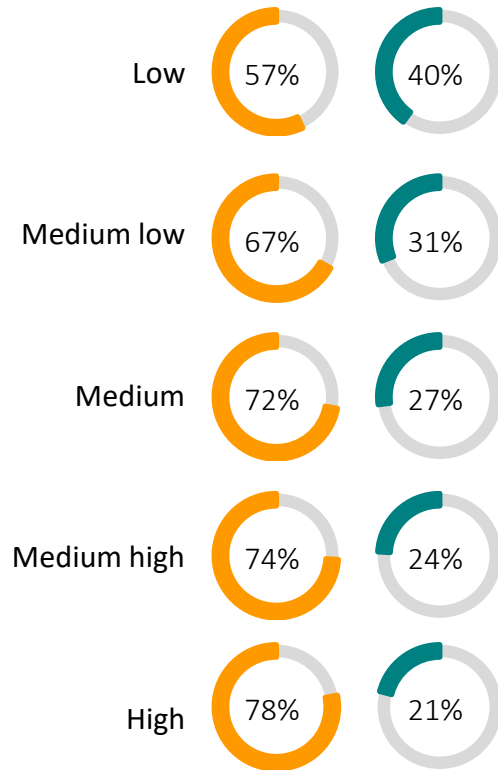
Q1. On a scale from 1 to 10, being 10 the highest score and 1 the lowest, how would you rate your mood today?

# Mood self-perception

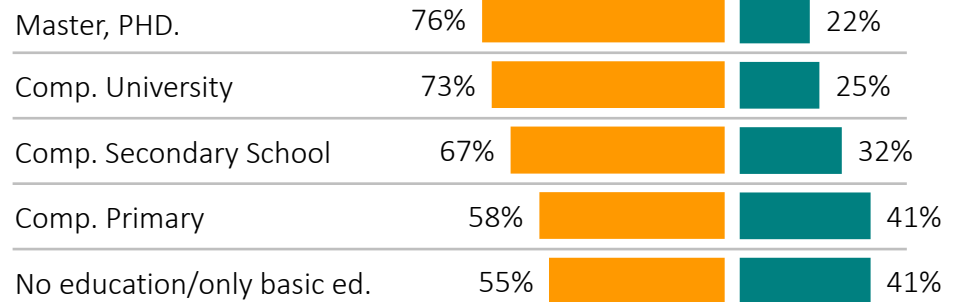
% within total population

■ highest score (10, 9, 8, 7, 6)
 ■ lowest score (1, 2, 3, 4, 5)

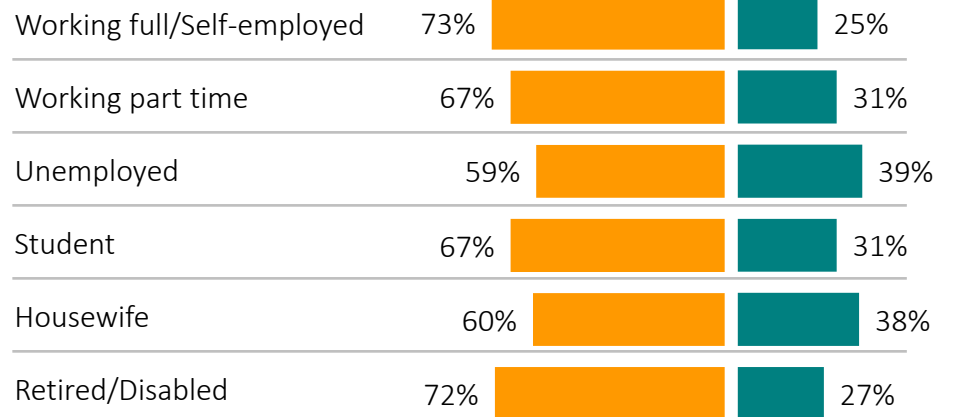
## By income



## By education level



## By employment



Source: WIN 2022. Base: 17 382. The percentages of Dk / Nr have not been plotted.

Q1. On a scale from 1 to 10, being 10 the highest score and 1 the lowest, how would you rate your mood today?

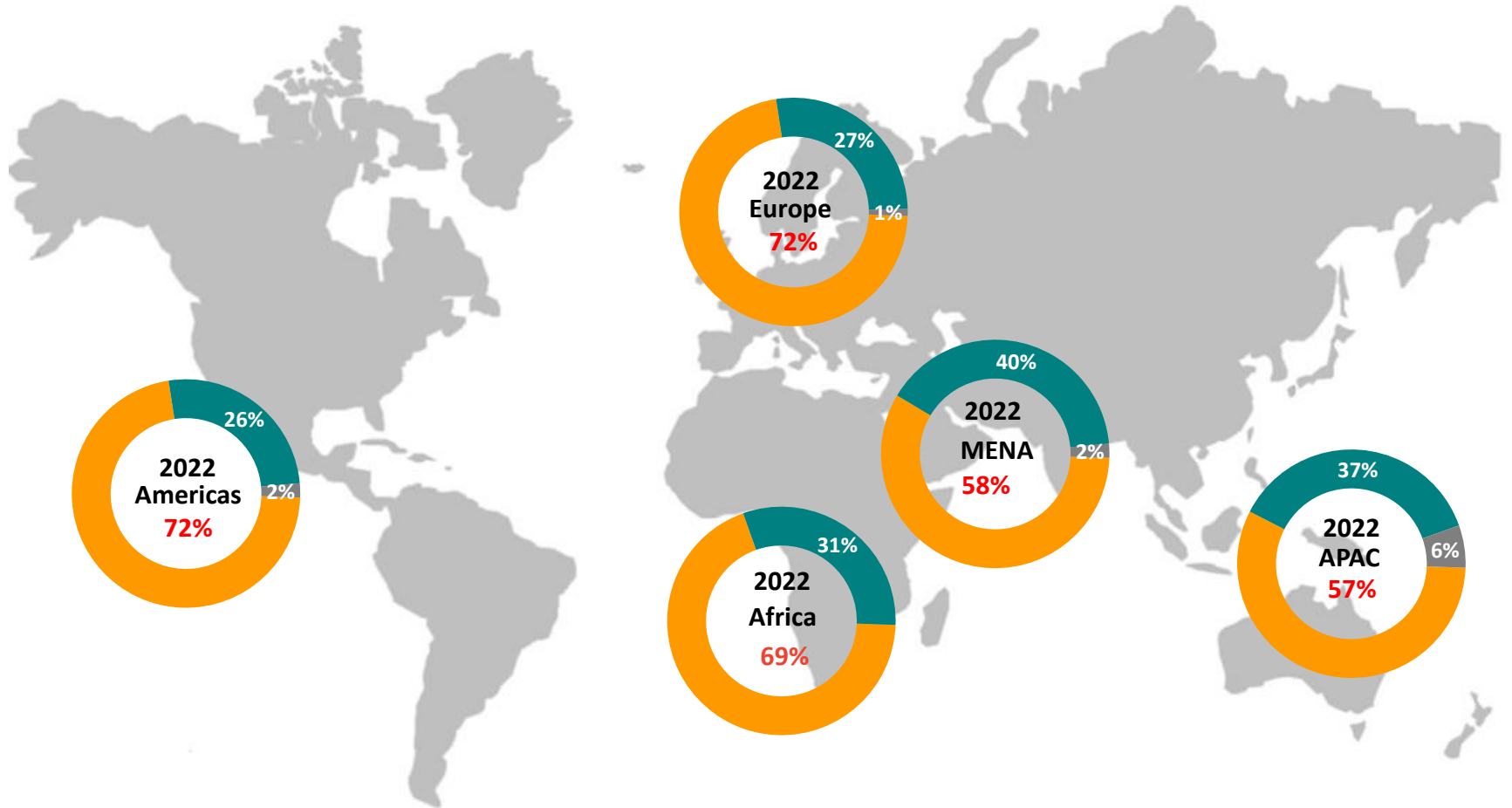
# Mood self-perception

% within total population

highest score  
(10, 9, 8, 7, 6)

lowest score  
(1, 2, 3, 4, 5)

Dk/Nr

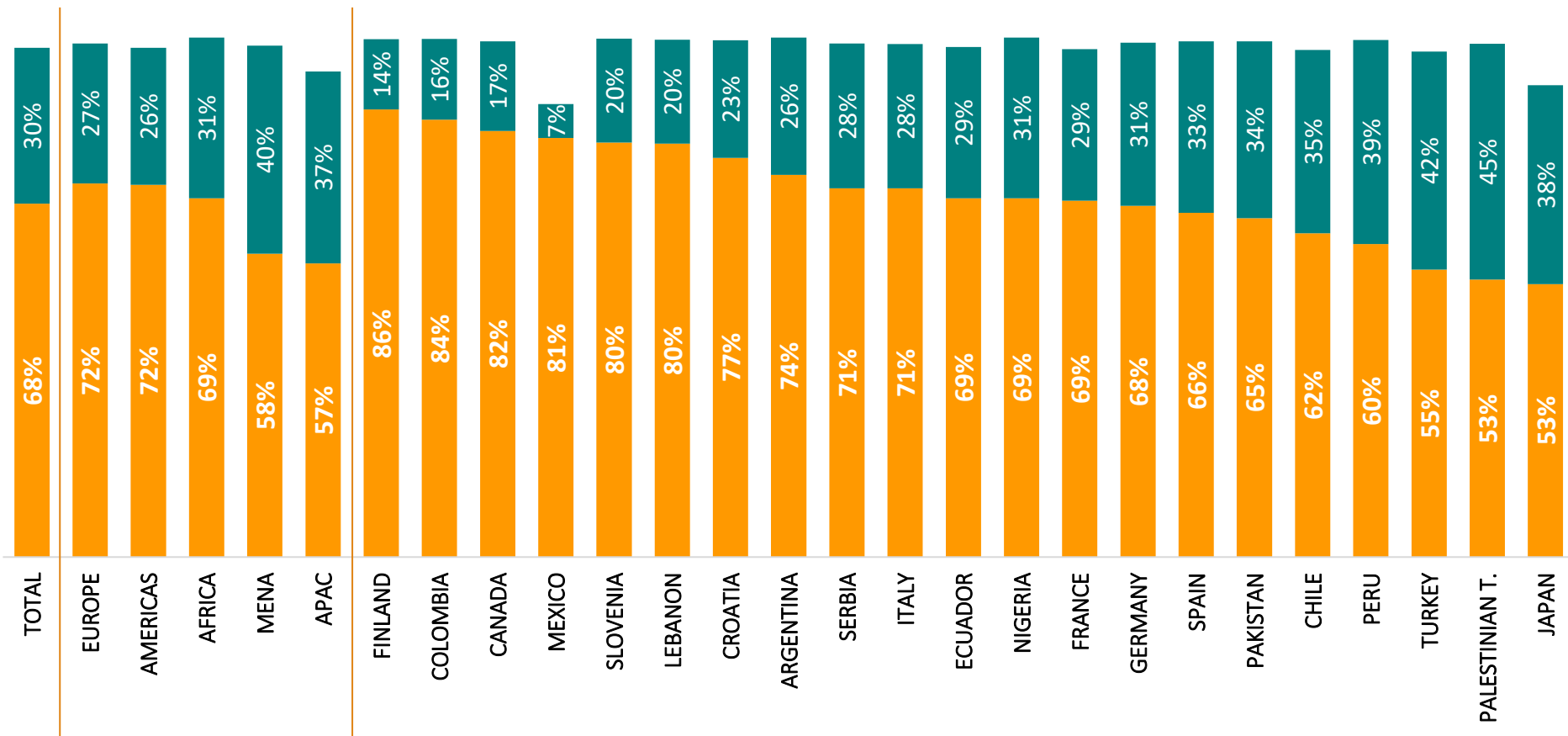


Source: WIN 2022. Base: 17 382.

# Mood self-perception

% within total population

**TTB** highest score (10, 9, 8, 7, 6)      **BTB** lowest score (1, 2, 3, 4, 5)

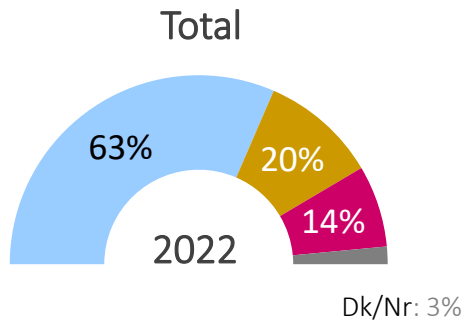


Source: WIN 2022. Base: 17 382. The percentages of Dk / Nr have not been plotted.

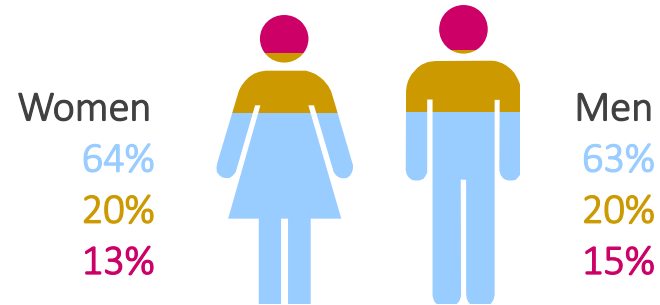
Q1. On a scale from 1 to 10, being 10 the highest score and 1 the lowest, how would you rate your mood today?

# Connected to your country

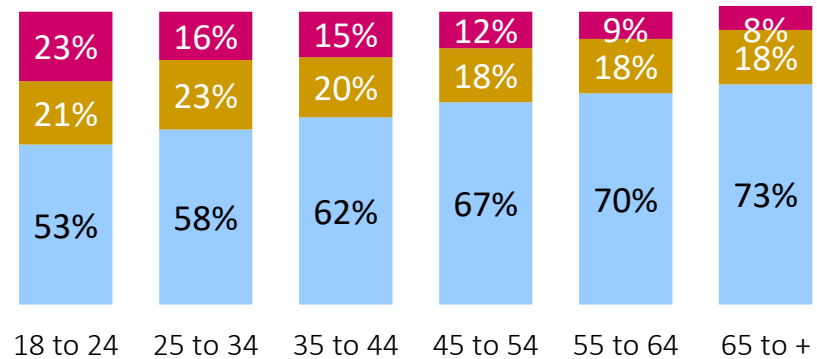
% within total population



## By gender



## By age group



- I like living in my country / My country is the best place to live in for me
- It's OK to live here, but not particularly nice
- I would rather live in another country / I want to leave my country as soon as possible

Source: WIN 2022. Base: 18 407. The percentages of Dk / Nr have not been plotted.

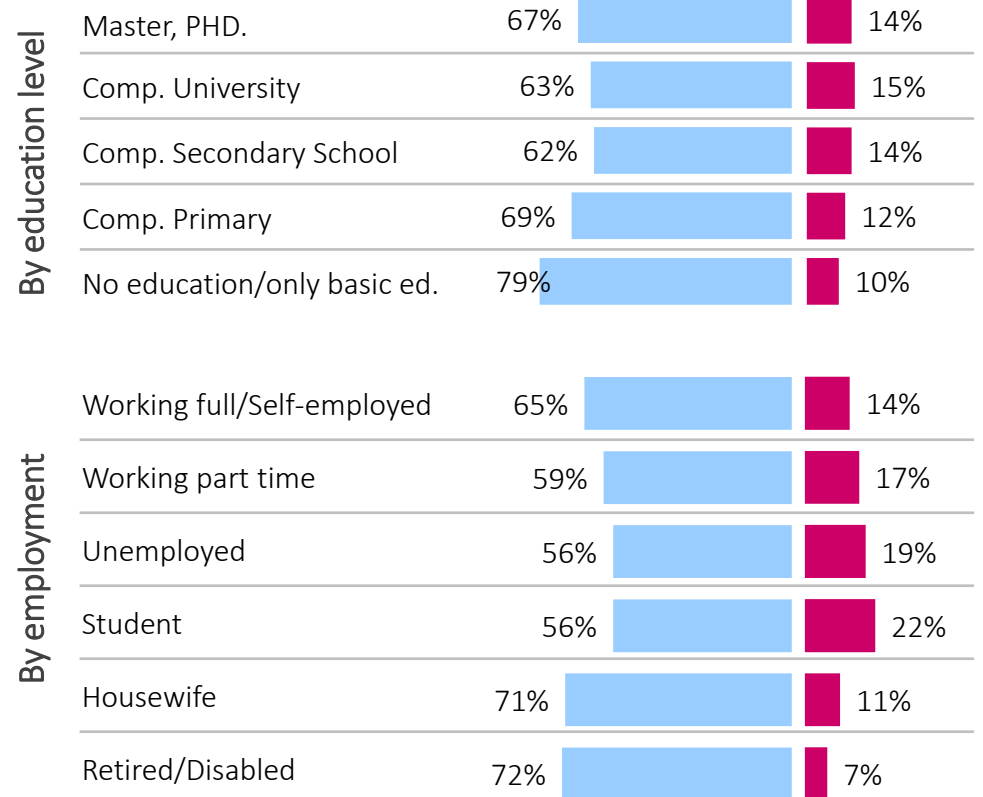
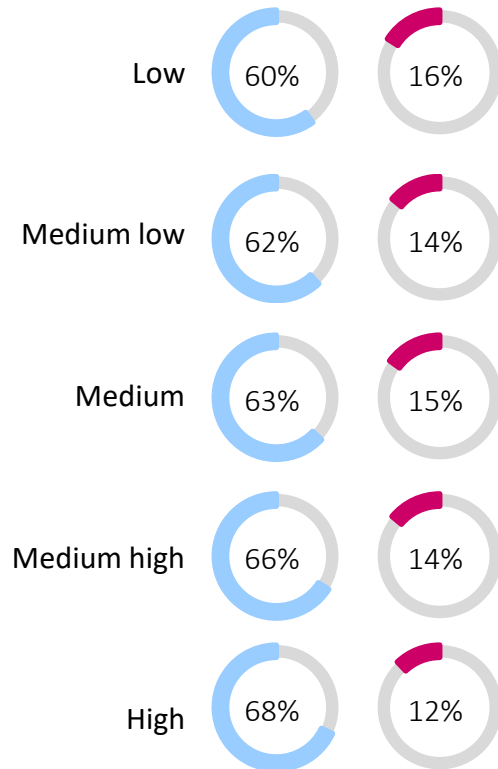
Q1a. How connected do you feel with your country?

# Connected to your country

% within total population

■ I like living in my country / My country is the best place to live in for me
 ■ I would rather live in another country / I want to leave my country as soon as possible

## By income

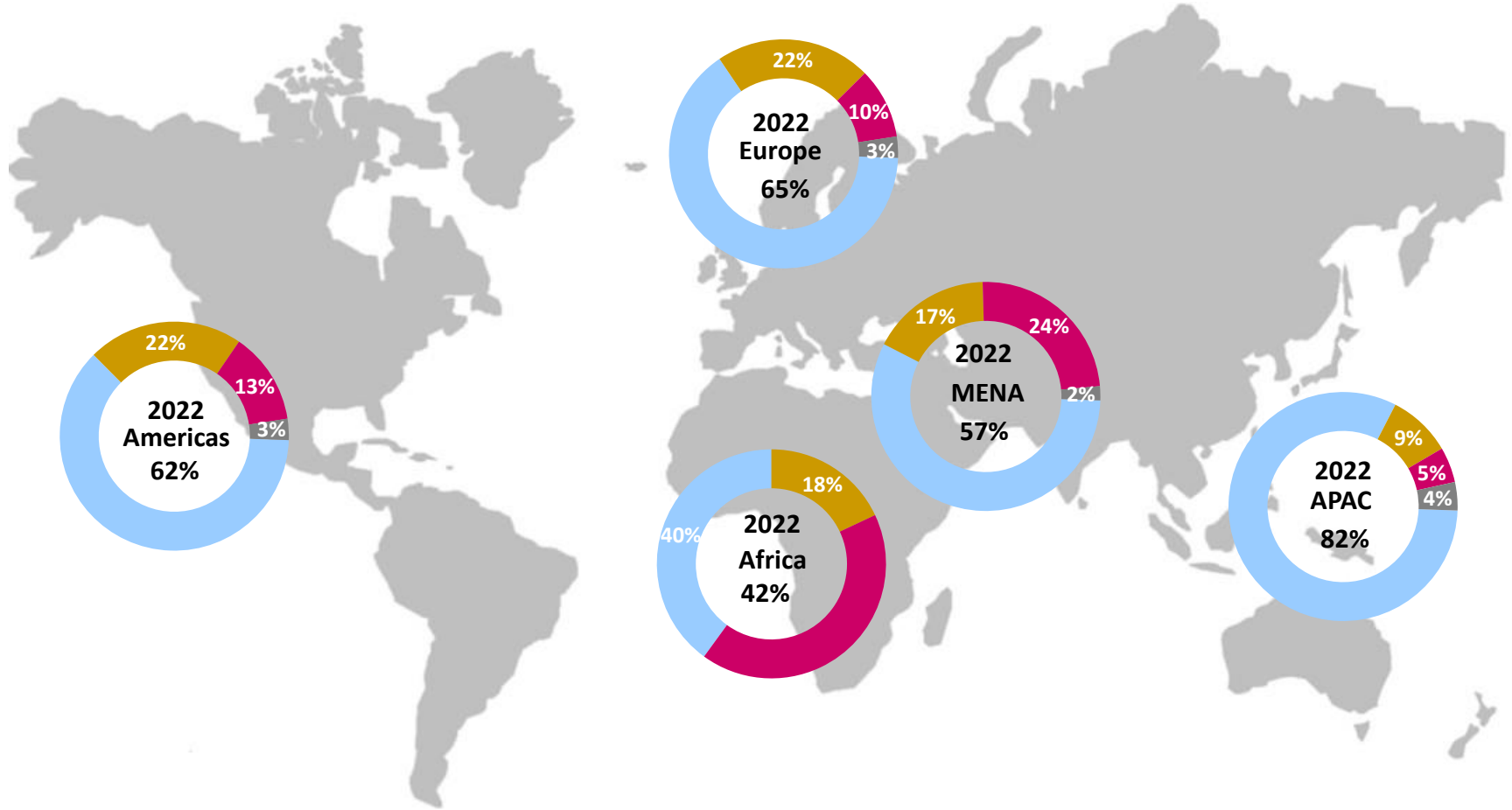


Source: WIN 2022. Base: 18 407. The percentages of Dk / Nr and It's OK to live here, have not been plotted.

Q1a. How connected do you feel with your country?

# Connected to your country

% within total population



Source: WIN 2022. Base: 18 407.

Q1a. How connected do you feel with your country?



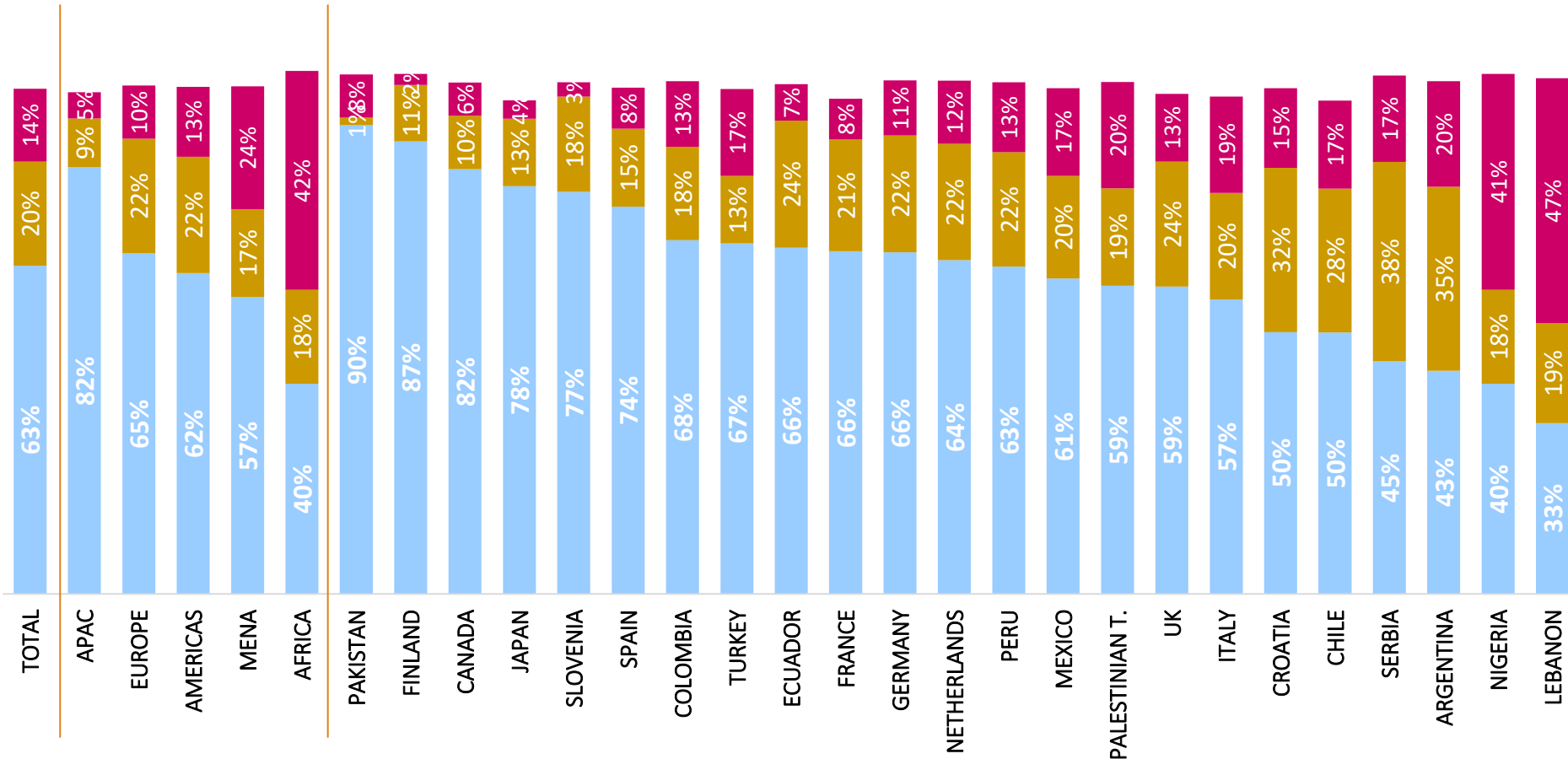
# Connected to your country

% within total population

I like living in my country / My country is the best place to live in for me

It's OK to live here, but not particularly nice

I would rather live in another country / I want to leave my country as soon as possible



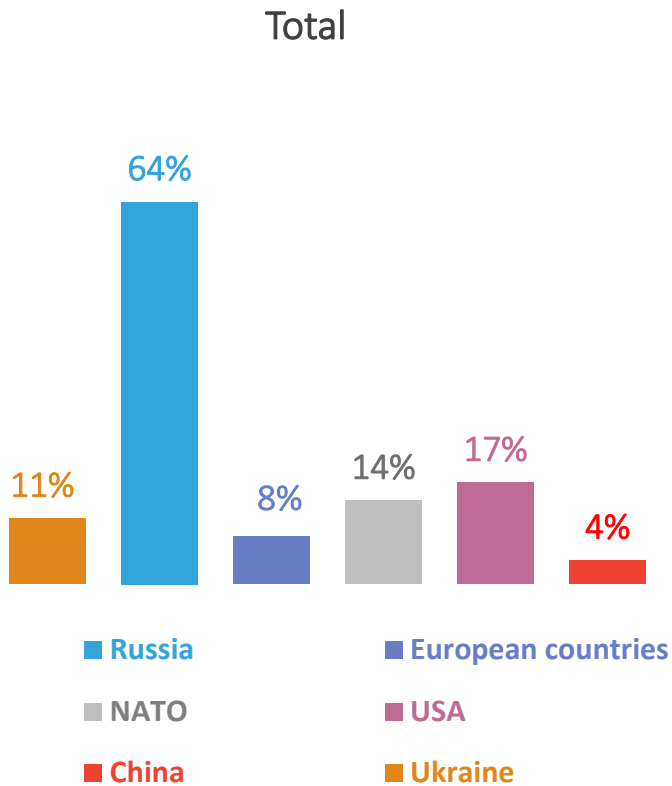
Source: WIN 2022. Base: 18 407. The percentages of Dk / Nr and It's OK to live here, have not been plotted.

Q1a. How connected do you feel with your country?

UK: United Kingdom, data not included in global results

# Responsible for the war

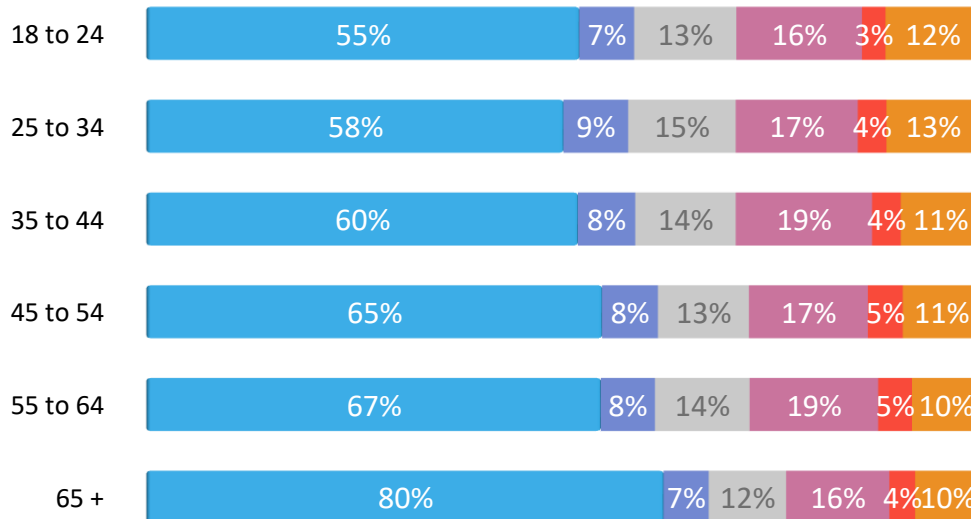
% within total population



### By gender



### By age group



Source: WIN 2022. Base: 19 361. The percentages of Dk / Nr and Other, have not been plotted.

Q2a. Who is responsible for the military hostilities/war in Ukraine? Multiple answers

# Responsible for the war

% within total population

■ Russia ■ European countries

## By income

### Low



### Medium low



### Medium



### Medium high



### High



■ NATO ■ USA ■ China ■ Ukraine

## By education level

### Master, PHD.



### Comp. University



### Comp. Secondary School



### Comp. Primary



### No education/only basic ed.



## By employment

### Working full/Self-employed



### Working part time



### Unemployed



### Student



### Housewife



### Retired/Disabled

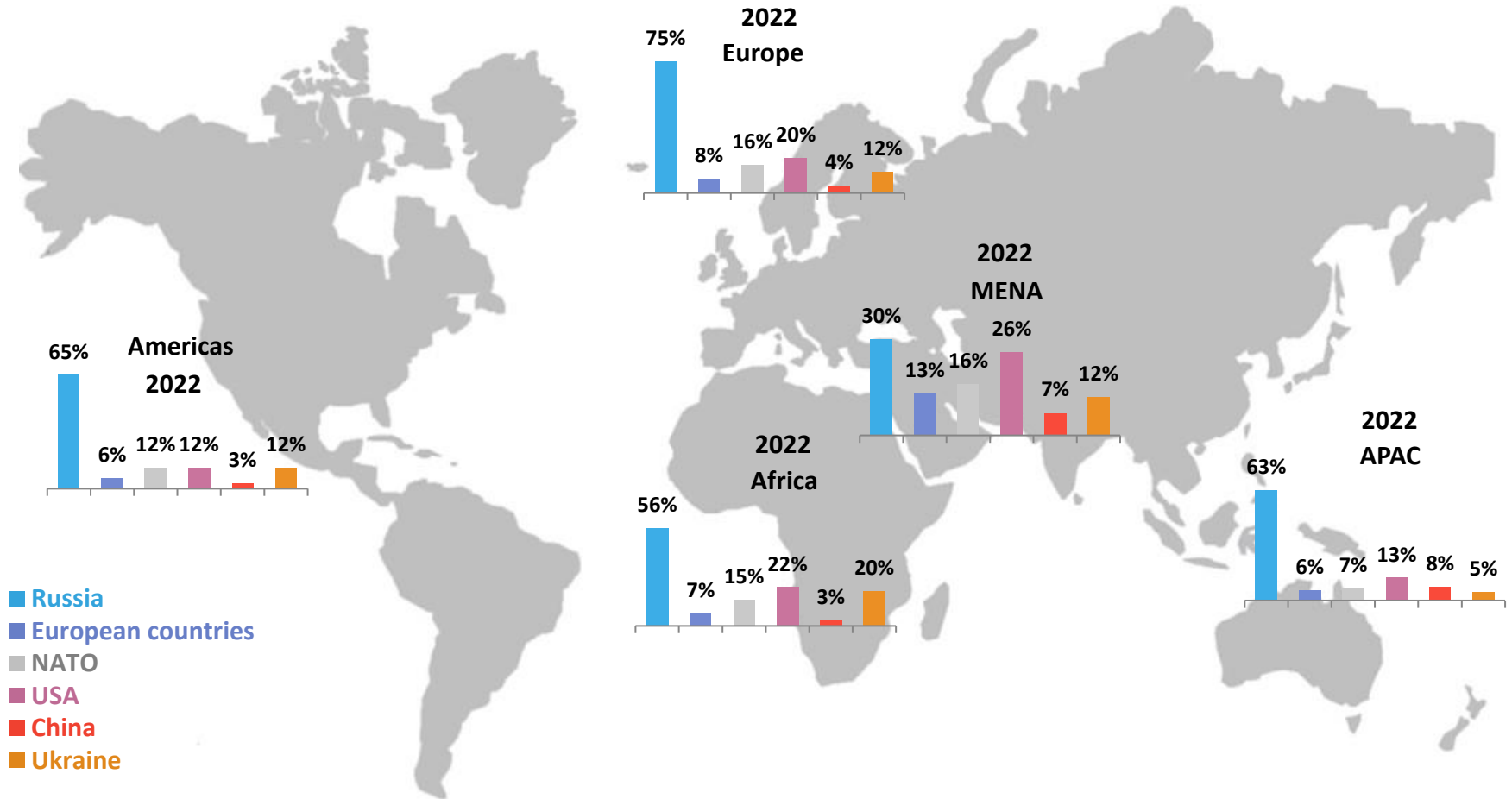


Source: WIN 2022. Base: 19 361. The percentages of Dk / Nr and Other, have not been plotted.

Q2a. Who is responsible for the military hostilities/war in Ukraine? Multiple answers

# Responsible for the war

% within total population



Source: WIN 2022. Base: 19 361. The percentages of Dk / Nr and Other, have not been plotted.

Q2a. Who is responsible for the military hostilities/war in Ukraine? Multiple answers

# Responsible for the war

% within total population

	RUSSIA	EC	NATO	USA	CHINA	UKRAINE
GLOBAL	64%	8%	14%	17%	4%	11%
EUROPE	75%	8%	16%	20%	4%	12%
AMERICAS	65%	6%	12%	12%	3%	12%
APAC	63%	6%	7%	13%	8%	5%
AFRICA	56%	7%	15%	22%	3%	20%
MENA	30%	13%	16%	26%	7%	12%
FINLAND	98%	6%	7%	8%	8%	8%
IRELAND	89%	3%	8%	6%	1%	5%
CANADA	89%	3%	6%	7%	3%	6%
UK	88%	5%	9%	6%	2%	5%
JAPAN	85%	8%	9%	9%	11%	6%
GERMANY	85%	9%	15%	17%	4%	10%
SPAIN	83%	5%	10%	14%	7%	11%
CROATIA	78%	9%	17%	31%	2%	11%
NETHERLANDS	77%	10%	10%	10%	4%	7%

	RUSSIA	EC	NATO	USA	CHINA	UKRAINE
FRANCE	73%	8%	15%	14%	3%	10%
SLOVENIA	70%	13%	28%	45%	5%	28%
CHILE	68%	13%	19%	16%	3%	15%
ITALY	67%	8%	21%	22%	3%	14%
MEXICO	64%	8%	15%	19%	2%	16%
ARGENTINA	63%	7%	24%	21%	5%	13%
ECUADOR	57%	3%	2%	4%	1%	6%
COLOMBIA	57%	4%	9%	8%	3%	16%
NIGERIA	56%	7%	15%	22%	3%	20%
PERU	54%	2%	5%	11%	2%	11%
TURKEY	39%	24%	22%	35%	11%	16%
PALESTINIAN T.	26%	8%	12%	19%	5%	10%
LEBANON	26%	5%	18%	28%	1%	9%
SERBIA	19%	15%	36%	46%	2%	22%
PAKISTAN	15%	2%	2%	23%	2%	3%

■ Russia

■ European countries

■ NATO

■ USA

■ China

■ Ukraine

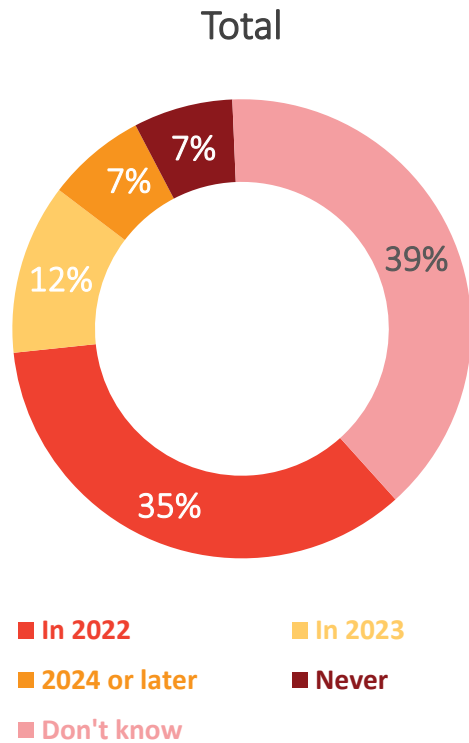
Source: WIN 2022. Base: 19 361. The percentages of Dk / Nr and Other, have not been plotted.

Q2a. Who is responsible for the military hostilities/war in Ukraine? Multiple answers

UK: United Kingdom, data not included in global results

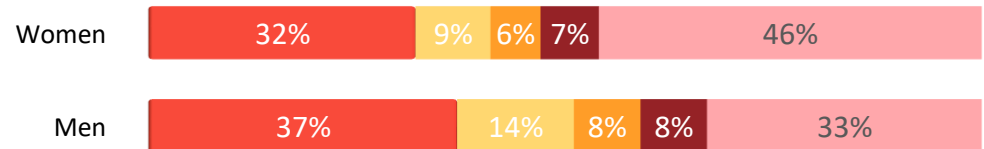
# End of the war

% within total population

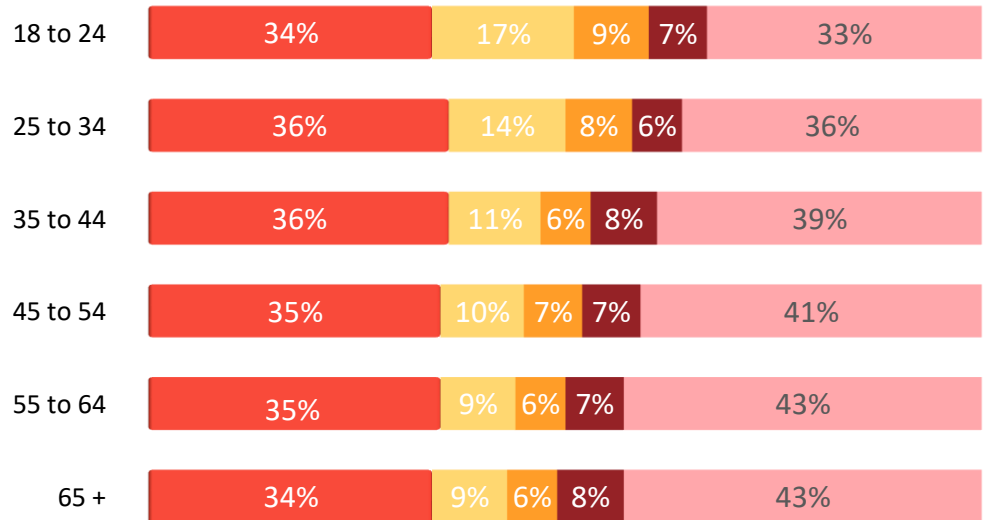


The alternative "In 2022" contains the responses of "In April 2022", "Before July" and "In 2022"

## By gender



## By age group



■ In 2022 ■ In 2023 ■ 2024 or later ■ Never ■ Don't know

Source: WIN 2022. Base: 19 422.

Q2b. When do you think the Russian-Ukraine military hostilities/war will come to an end?

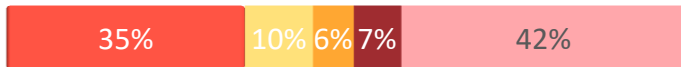
# End of the war

% within total population

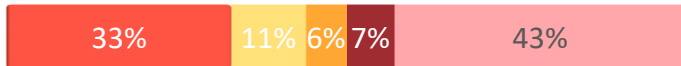
■ In 2022 ■ In 2023 ■ 2024 or later ■ Never ■ Don't know

## By income

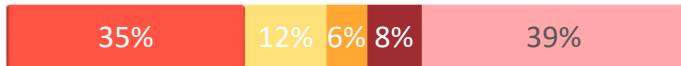
### Low



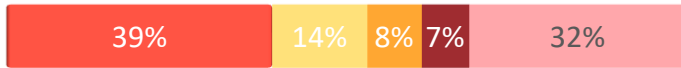
### Medium low



### Medium



### Medium high

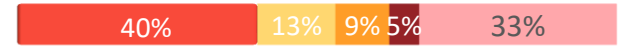


### High

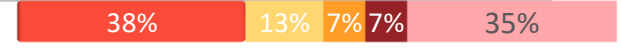


## By education level

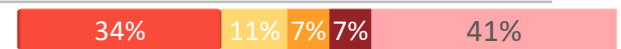
### Master, PHD.



### Comp. University



### Comp. Secondary School



### Comp. Primary

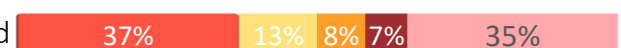


### No education/only basic ed.

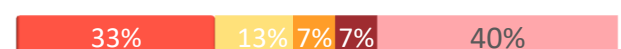


## By employment

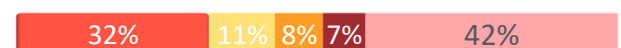
### Working full/Self-employed



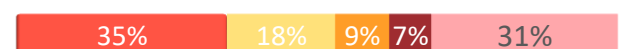
### Working part time



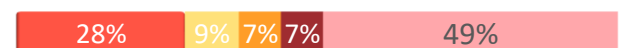
### Unemployed



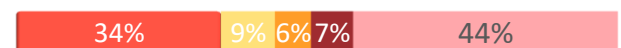
### Student



### Housewife



### Retired/Disabled

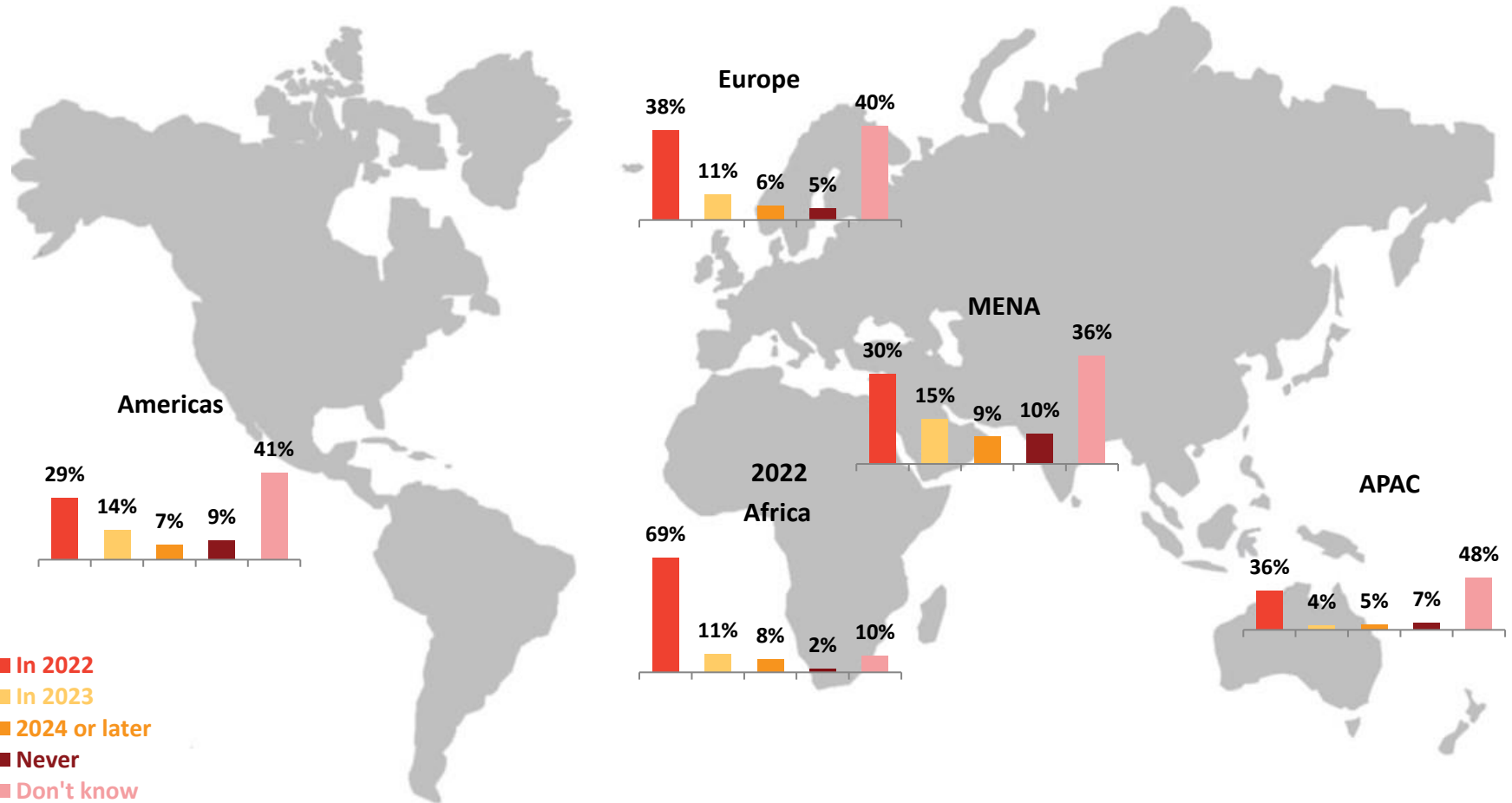


Source: WIN 2022. Base: 19 422.

Q2b. When do you think the Russian-Ukraine military hostilities/war will come to an end?

# End of the war

% within total population



- In 2022
- In 2023
- 2024 or later
- Never
- Don't know

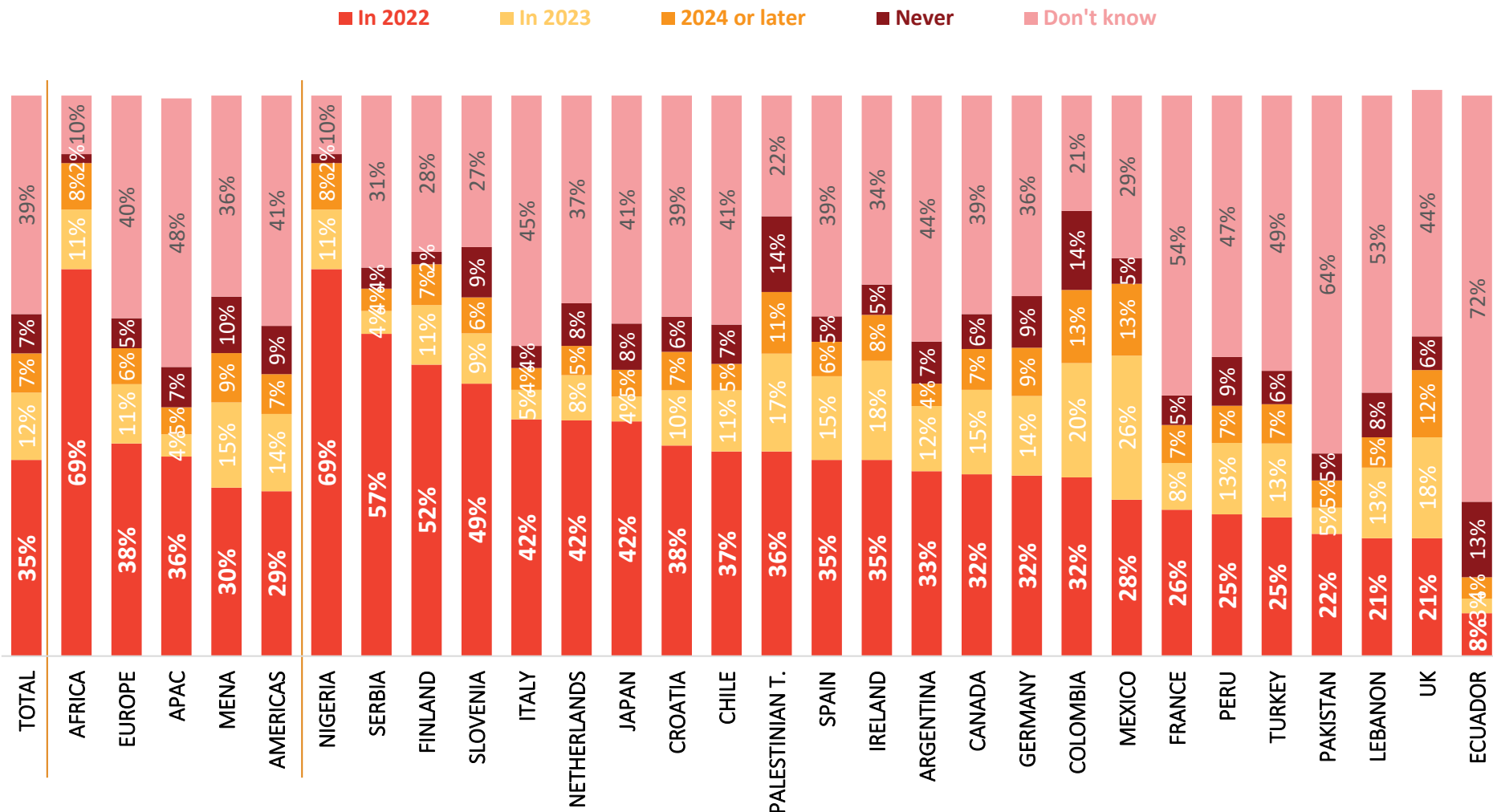
Source: WIN 2022. Base: 19 422.

Q2b. When do you think the Russian-Ukraine military hostilities/war will come to an end?



# End of the war

% within total population



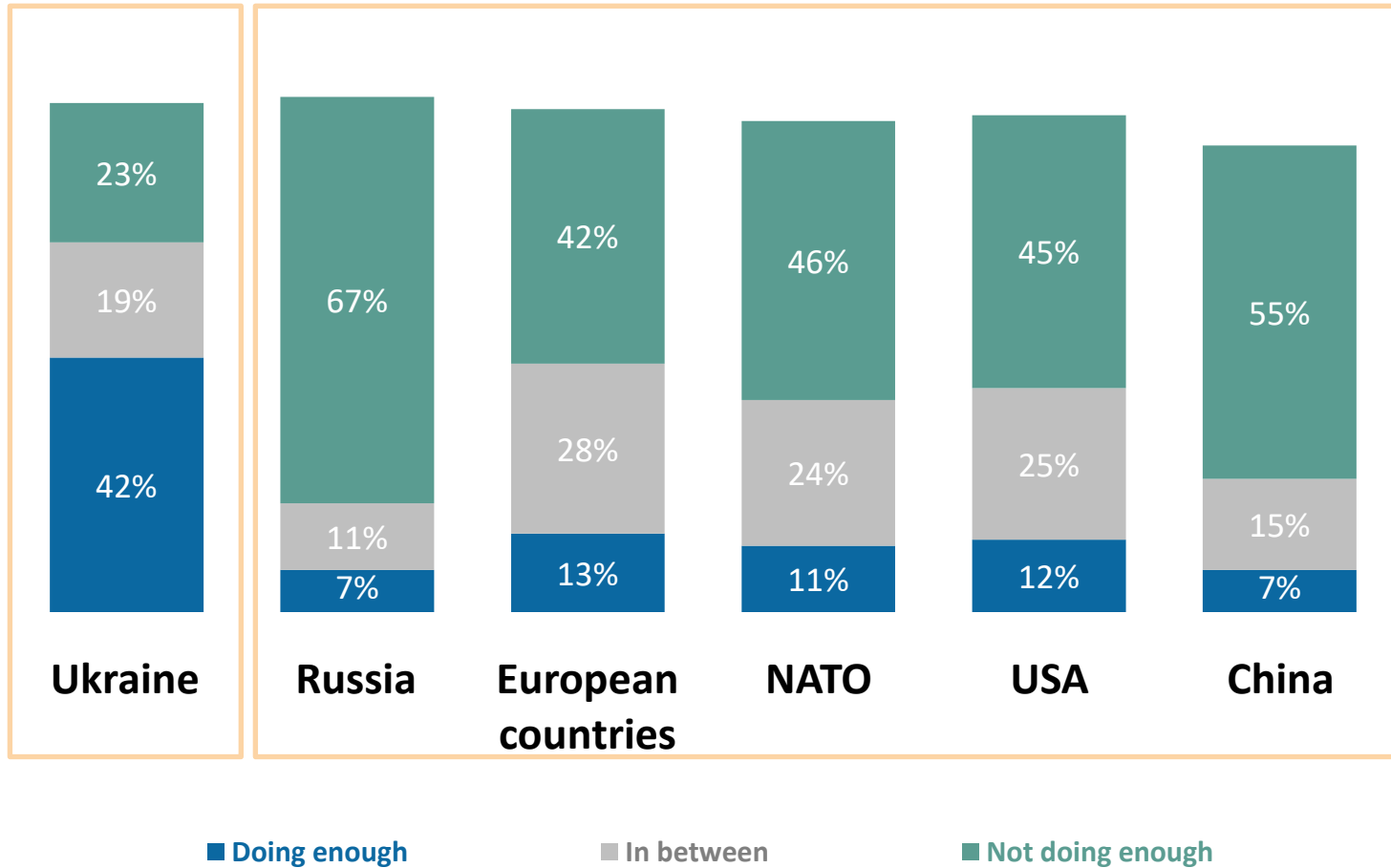
Source: WIN 2022. Base: 19 422.

Q2b. When do you think the Russian-Ukraine military hostilities/war will come to an end?

UK: United Kingdom, data not included in global results

## Help to stop the war

% within total population



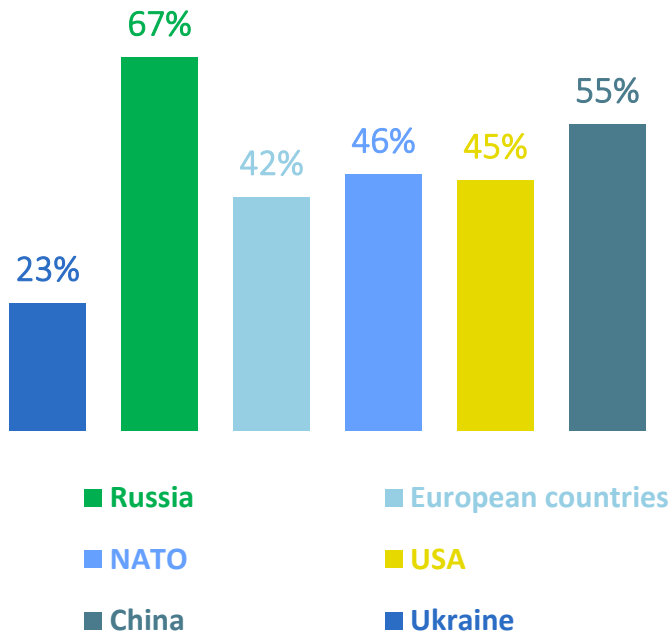
Source: WIN 2022. Base: 19 422. The percentages of Dk / Nr have not been plotted.

Q3. Do you think each of the following are doing enough or not doing enough to help stopping the war?

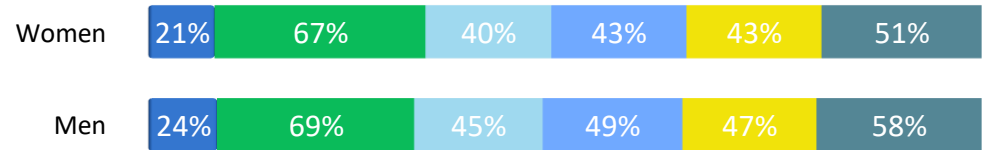
# Help to stop the war – Not doing enough

% within total population

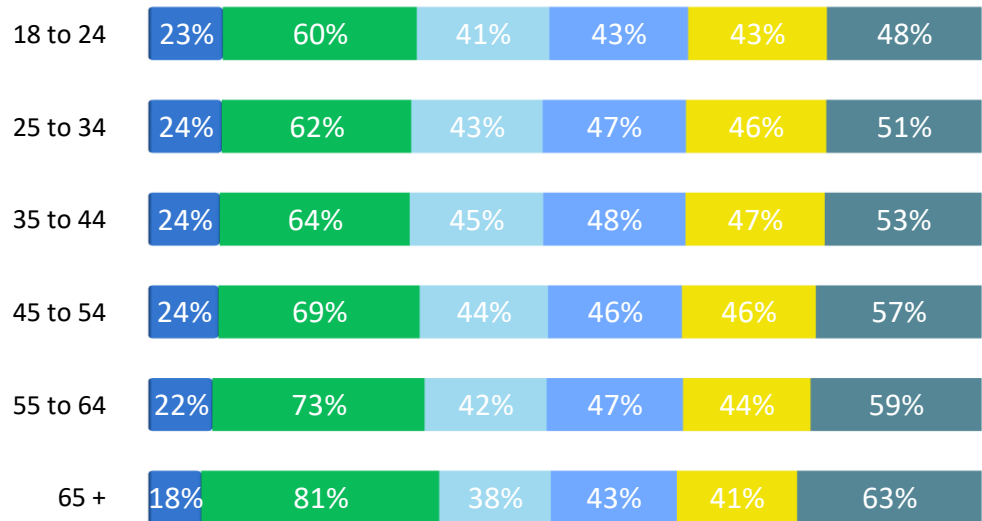
## Total



## By gender



## By age group



Source: WIN 2022. Base: 19 422.

Q3. Do you think each of the following are doing enough or not doing enough to help stopping the war?

# Help to stop the war – Not doing enough

% within total population

■ Russia ■ European countries

## By income

### Low



### Medium low



### Medium



### Medium high



### High



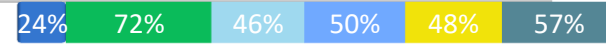
■ NATO ■ USA ■ China ■ Ukraine

## By education level

### Master, PHD.



### Comp. University



### Comp. Secondary School



### Comp. Primary



### No education/only basic ed.



## By employment

### Working full/Self-employed



### Working part time



### Unemployed



### Student



### Housewife



### Retired/Disabled

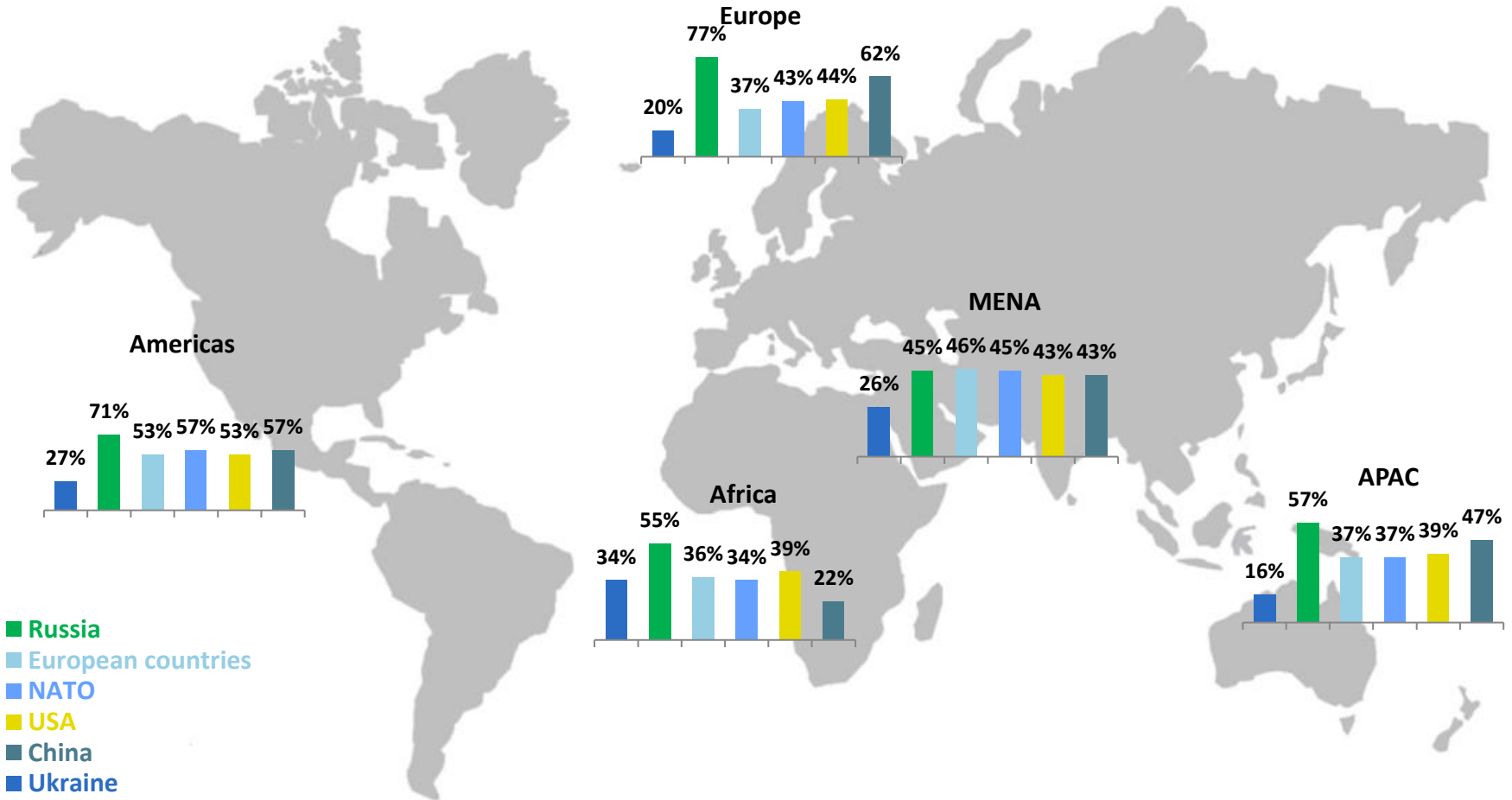


Source: WIN 2022. Base: 19 422.

Q3. Do you think each of the following are doing enough or not doing enough to help stopping the war?

# Help to stop the war – Not doing enough

% within total population

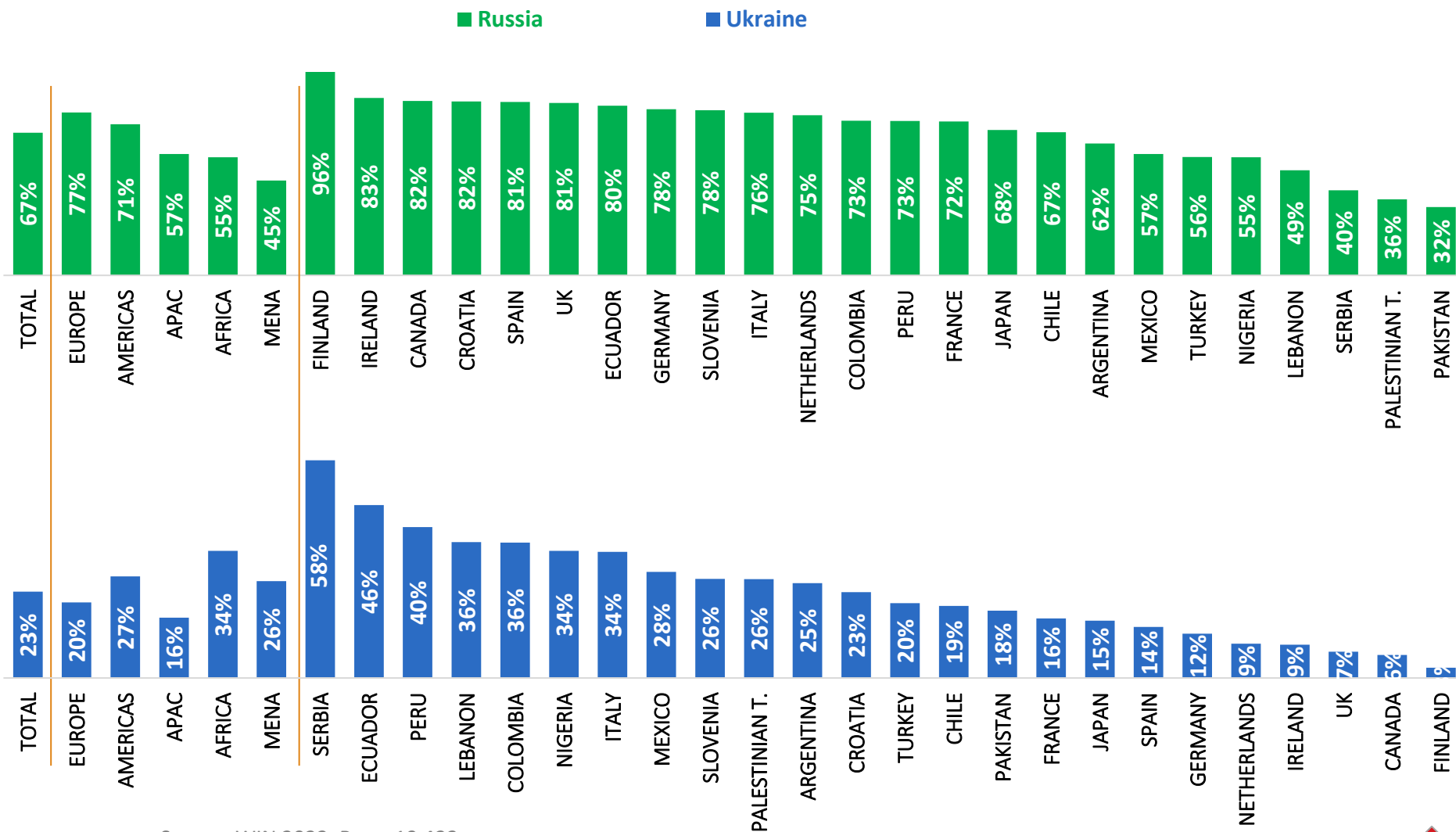


Source: WIN 2022. Base: 19 422.

Q3. Do you think each of the following are doing enough or not doing enough to help stopping the war?

# Help to stop the war – Not doing enough

% within total population



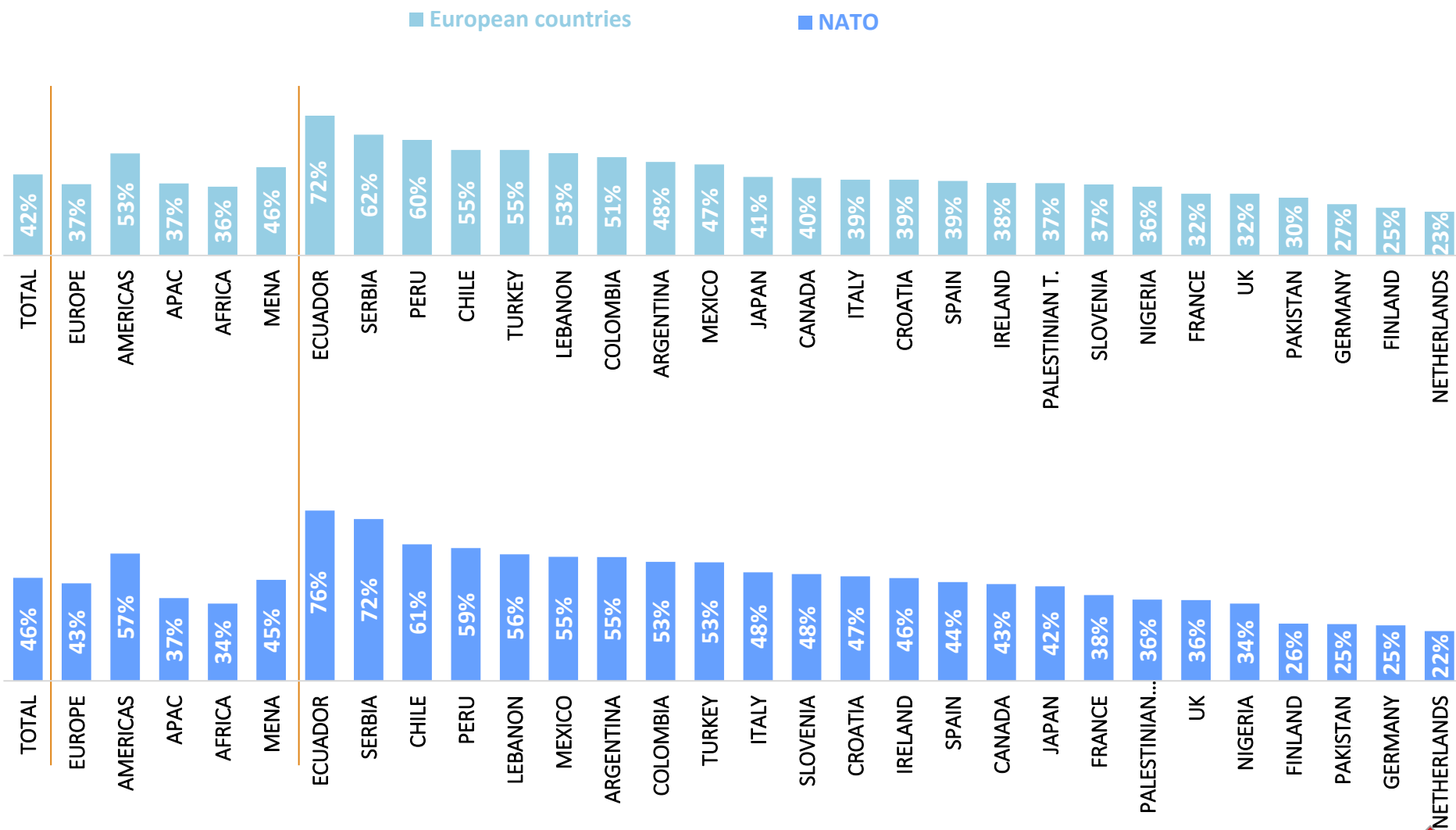
Source: WIN 2022. Base: 19 422.

Q3. Do you think each of the following are doing enough or not doing enough to help stopping the war?

UK: United Kingdom, data not included in global results

# Help to stop the war – Not doing enough

% within total population



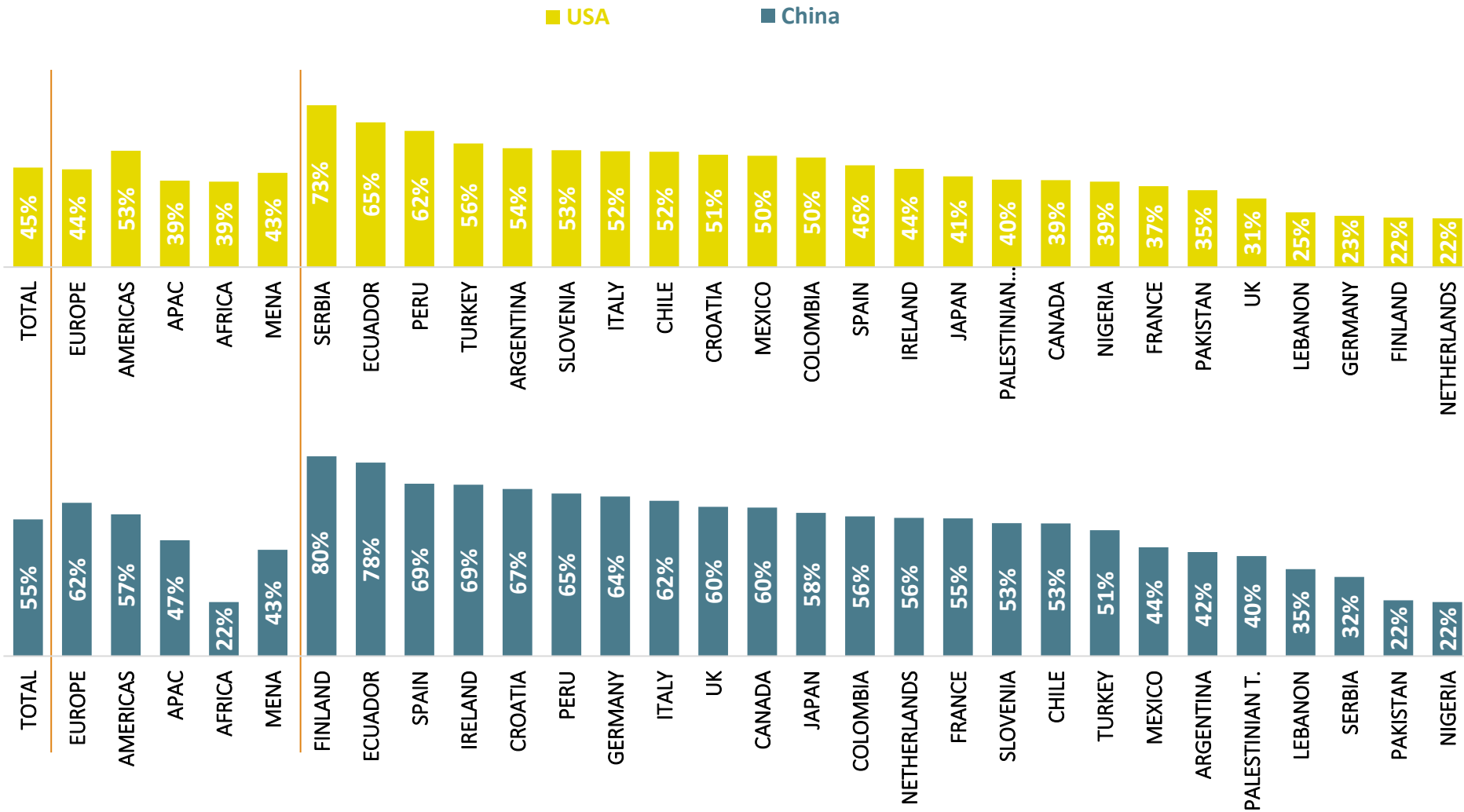
Source: WIN 2022. Base: 19 422.

Q3. Do you think each of the following are doing enough or not doing enough to help stopping the war?

UK: United Kingdom, data not included in global results

# Help to stop the war – Not doing enough

% within total population



Source: WIN 2022. Base: 19 422.

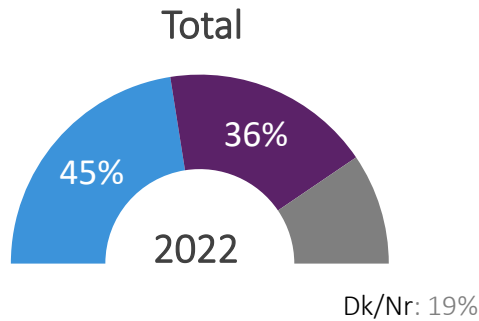
Q3. Do you think each of the following are doing enough or not doing enough to help stopping the war?

UK: United Kingdom, data not included in global results

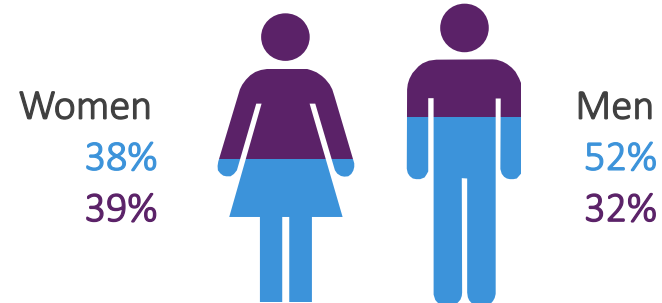


# I would fight for my country

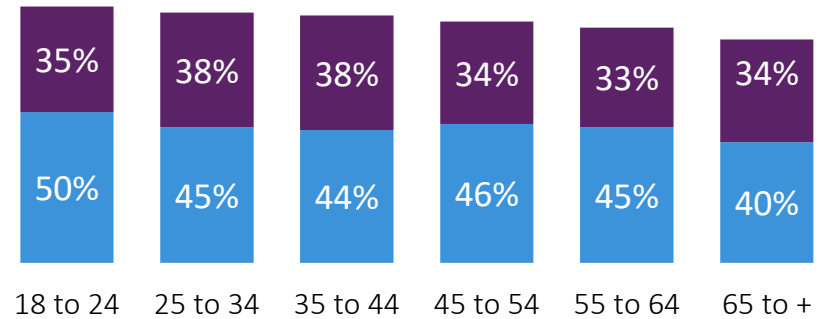
% within total population



## By gender



## By age group



Source: WIN 2022. Base: 19 422. The percentages of Dk / Nr have not been plotted.

Q4. If there were a war that involved your country would you be willing to fight for your country?

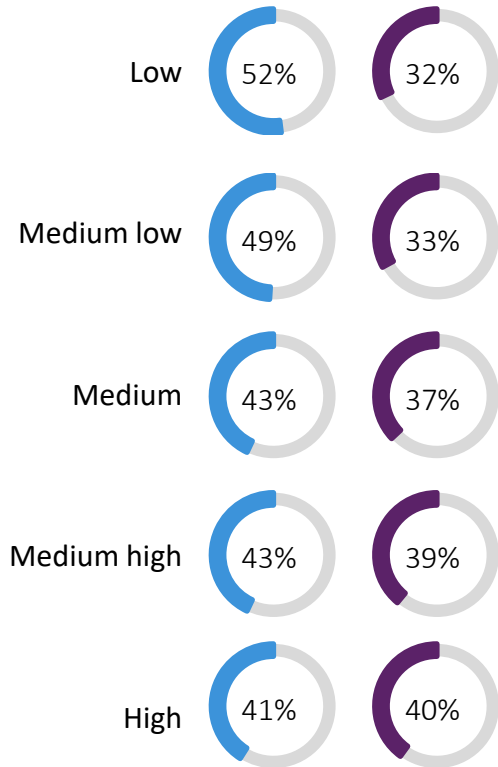
# I would fight for my country

% within total population

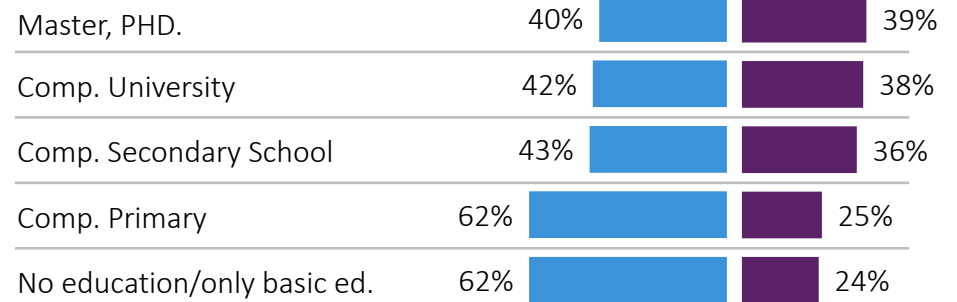
Yes

No

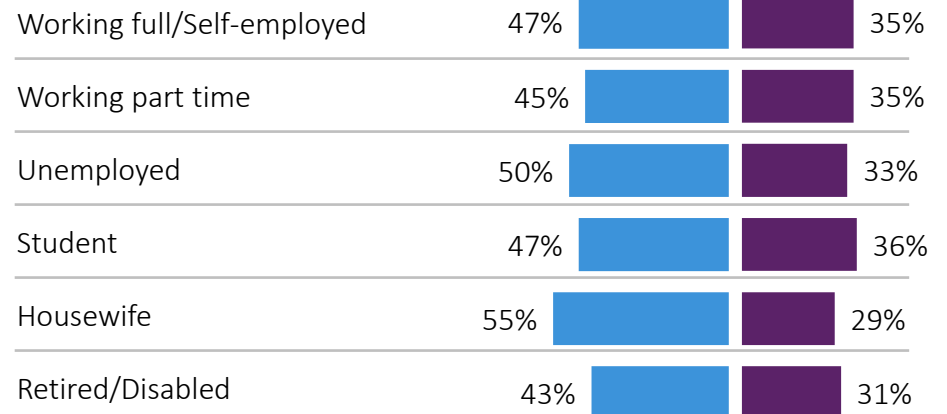
## By income



## By education level



## By employment

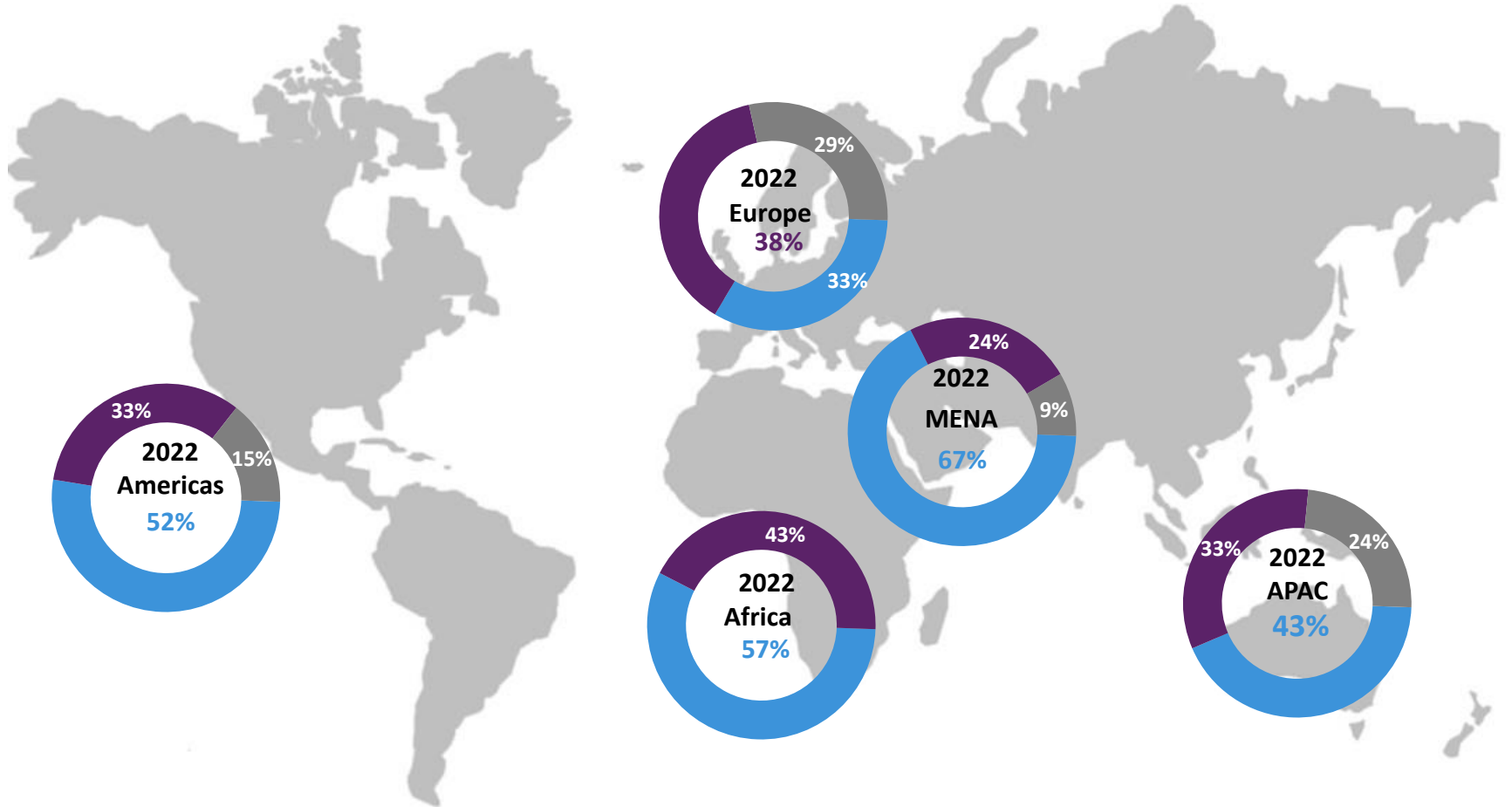
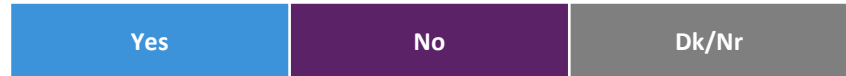


Source: WIN 2022. Base: 19 422. The percentages of Dk / Nr have not been plotted.

Q4. If there were a war that involved your country would you be willing to fight for your country?

# I would fight for my country

% within total population

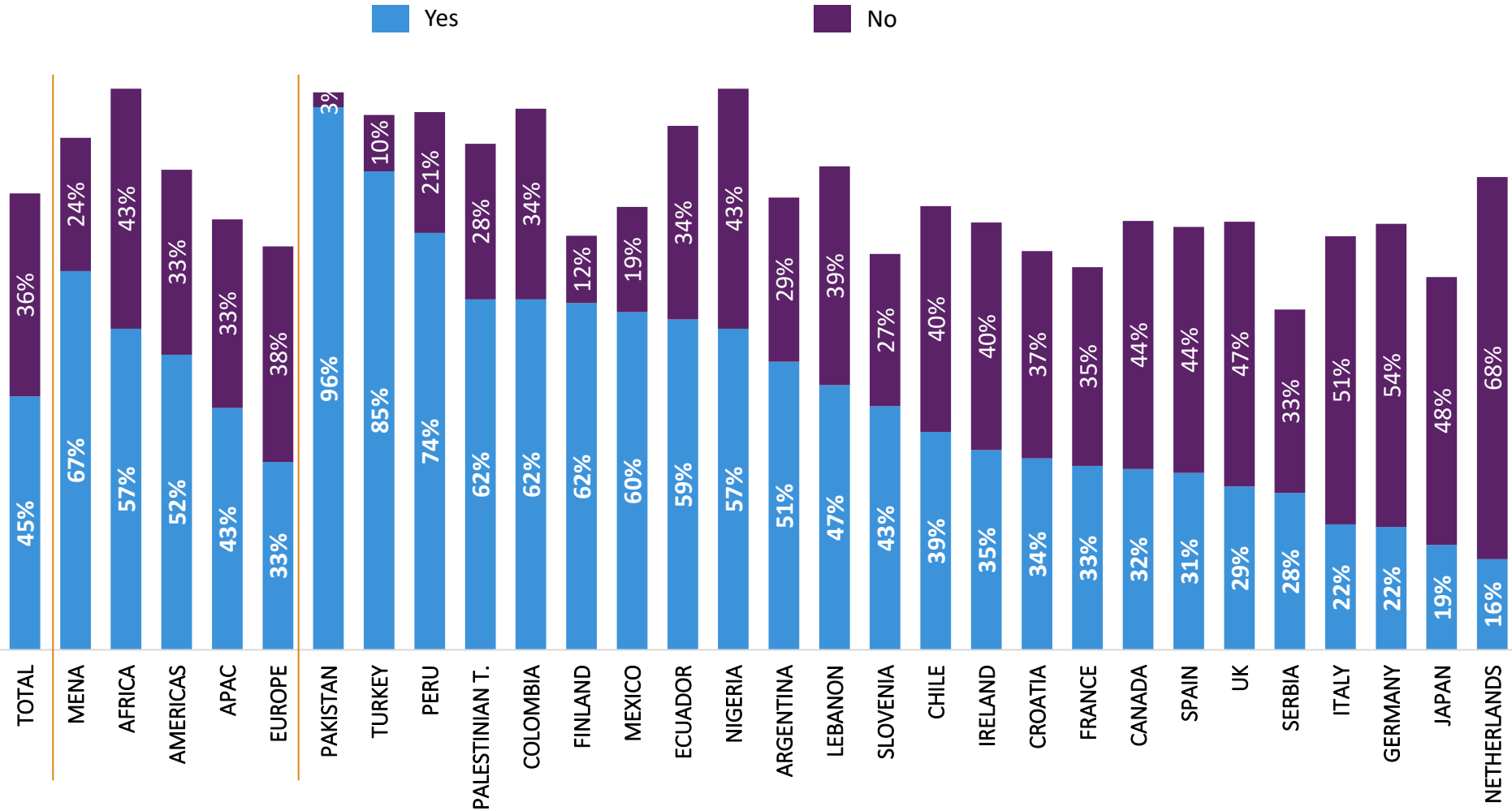


Source: WIN 2022. Base: 19 422.

Q4. If there were a war that involved your country would you be willing to fight for your country?

# I would fight for my country

% within total population



Source: WIN 2022. Base: 19 422. The percentages of Dk / Nr have not been plotted.

Q4. If there were a war that involved your country would you be willing to fight for your country?

UK: United Kingdom, data not included in global results

# Confidence about...

% within total population

**TTB**

**44%**

The quality of information you find about the Russian-Ukraine hostilities/war in the media in your country?



**44%**

The economic situation of your household in the coming months?



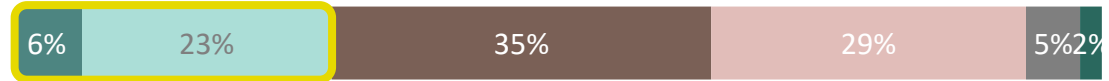
**40%**

The quality of information you receive about the Russian-Ukraine hostilities/war from public authorities in your country?



**29%**

The economic situation in your country?



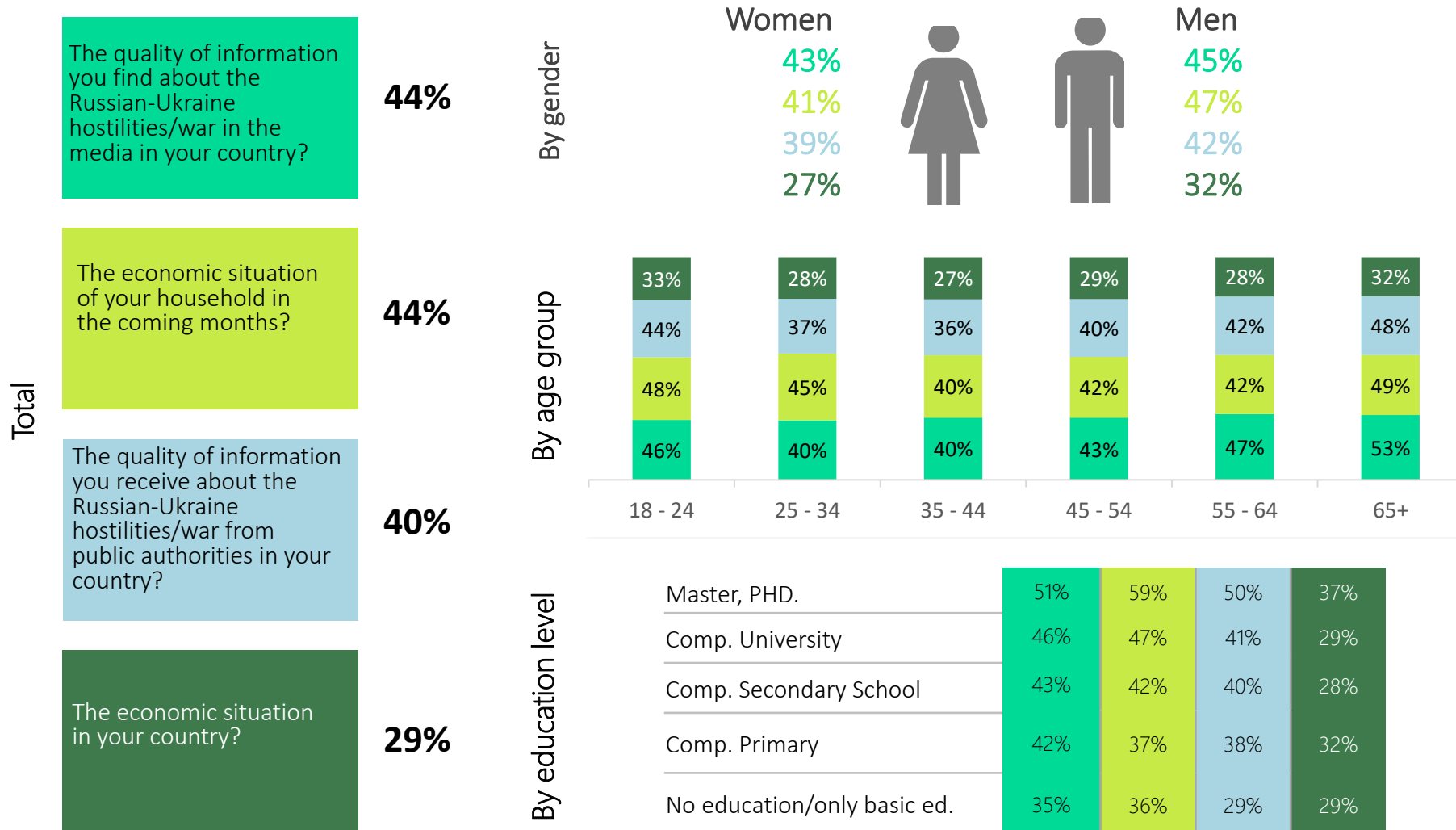
■ Very confident   
 ■ Somewhat confident   
 ■ Not very confident   
 ■ Not at all confident   
 ■ Dont know   
 ■ In between

Source: WIN 2022. Base: 19 422.

Q5. Would you say you are very confident, somewhat confident, not very confident, not at all confident about:

# Confidence about... - TTB (Very confident / Somewhat confident)

% within total population



Source: WIN 2022. Base: 19 422. The percentages of Dk / Nr and In between, have not been plotted.

Q5. Would you say you are very confident, somewhat confident, not very confident, not at all confident about:

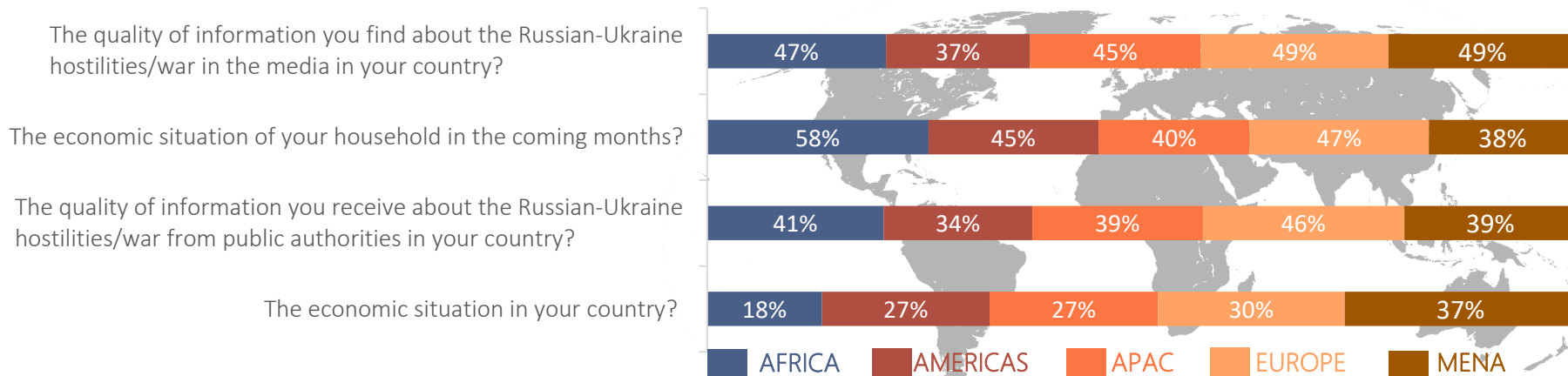
# Confidence about... - TTB (Very confident / Somewhat confident)

% within total population

■ The quality of information you find about the Russian-Ukraine hostilities/war in the media in your country?
 ■ The economic situation of your household in the coming months?
 ■ The quality of information you receive about the Russian-Ukraine hostilities/war from public authorities in your country?
 ■ The economic situation in your country?

By income	The quality of information you find about the Russian-Ukraine hostilities/war in the media in your country?	The economic situation of your household in the coming months?	The quality of information you receive about the Russian-Ukraine hostilities/war from public authorities in your country?	The economic situation in your country?
Low	40%	32%	36%	25%
Medium low	40%	40%	36%	26%
Medium	44%	49%	40%	30%
Medium high	49%	53%	44%	34%
High	54%	66%	49%	38%

By employment	The quality of information you find about the Russian-Ukraine hostilities/war in the media in your country?	The economic situation of your household in the coming months?	The quality of information you receive about the Russian-Ukraine hostilities/war from public authorities in your country?	The economic situation in your country?
Working full/Self-employed	43%	49%	40%	29%
Working part time	45%	38%	42%	28%
Unemployed	39%	36%	36%	26%
Student	48%	51%	45%	35%
Housewife	46%	37%	37%	29%
Retired/Disabled	55%	49%	49%	34%



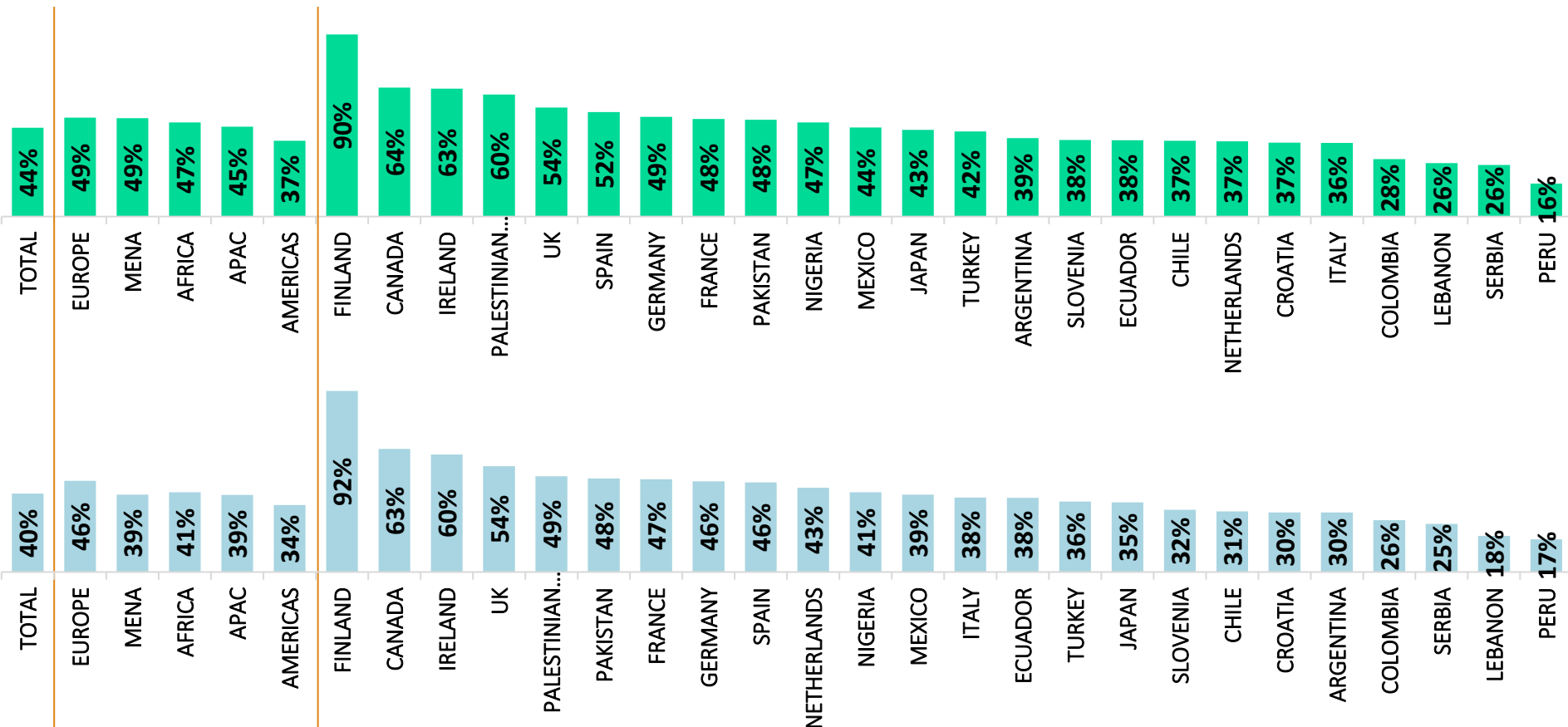
Source: WIN 2022. Base: 19 422. The percentages of Dk / Nr and In between, have not been plotted.

Q5. Would you say you are very confident, somewhat confident, not very confident, not at all confident about:

# Confidence about... - TTB (Very confident / Somewhat confident)

% within total population

- The quality of information you find about the Russian-Ukraine hostilities/war in the media in your country?
- The quality of information you receive about the Russian-Ukraine hostilities/war from public authorities in your country?



Source: WIN 2022. Base: 19 422. The percentages of Dk / Nr and In between, have not been plotted.

Q5. Would you say you are very confident, somewhat confident, not very confident, not at all confident about:  
 UK: United Kingdom, data not included in global results

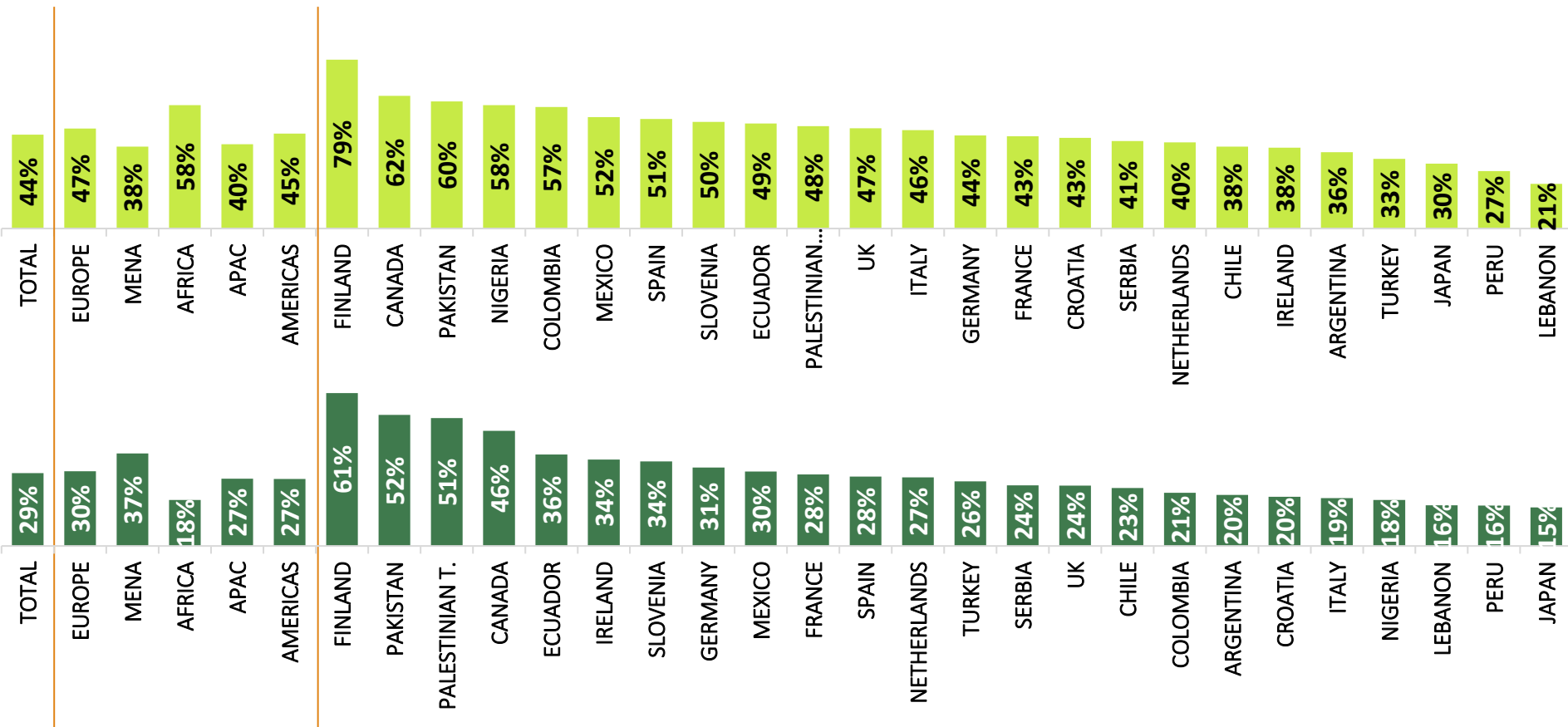


# Confidence about... - TTB (Very confident / Somewhat confident)

% within total population

■ The economic situation of your household in the coming months?

■ The economic situation in your country?

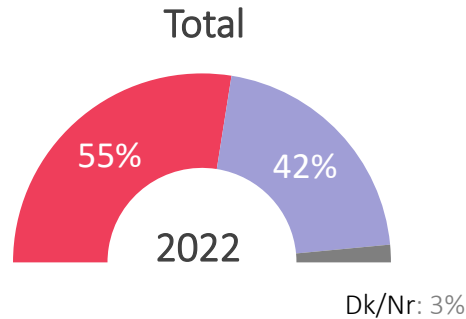


Source: WIN 2022. Base: 19 422. The percentages of Dk / Nr and In between, have not been plotted.

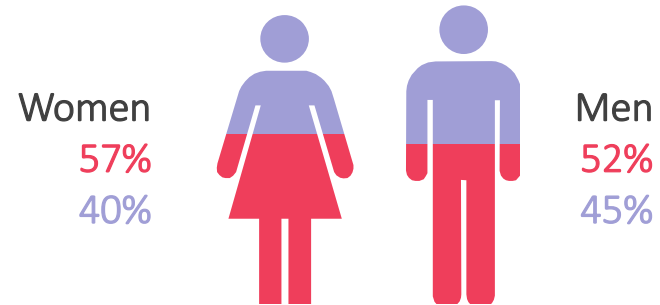
Q5. Would you say you are very confident, somewhat confident, not very confident, not at all confident about:  
 UK: United Kingdom, data not included in global results

# Feeling about the future

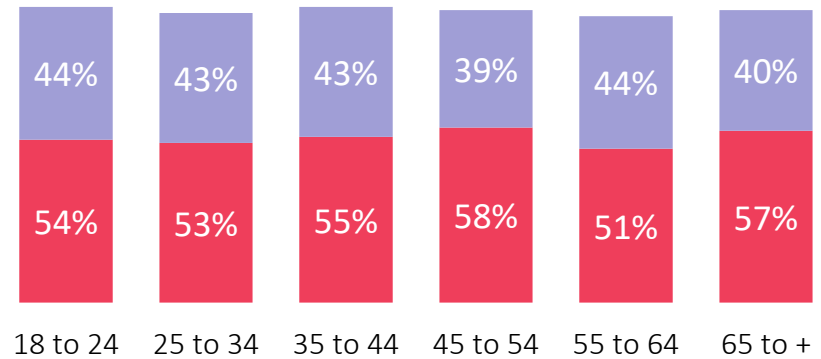
% within total population



## By gender



## By age group



**TTB** Insecure (10, 9, 8, 7, 6)

**BTB** Secure (1, 2, 3, 4, 5)

Source: WIN 2022. Base: 17 382. The percentages of Dk / Nr have not been plotted.

Q6. On a scale from 1 to 10, how insecure do you feel about the future, being 10 very insecure and 1 very secure?

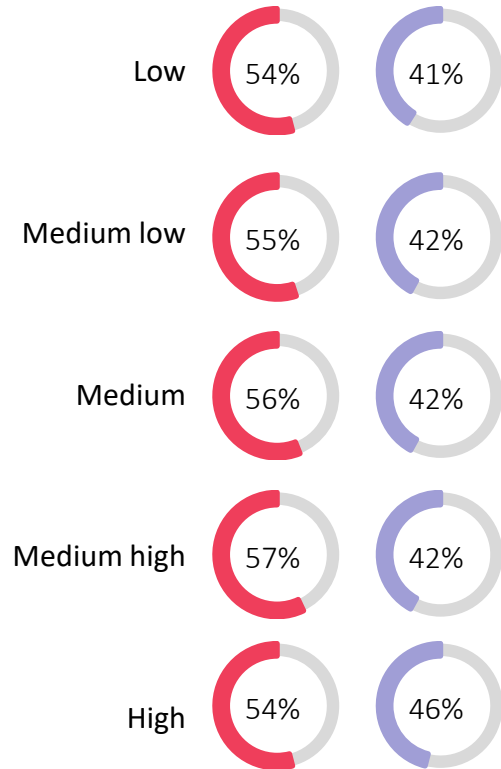
# Feeling about the future

% within total population

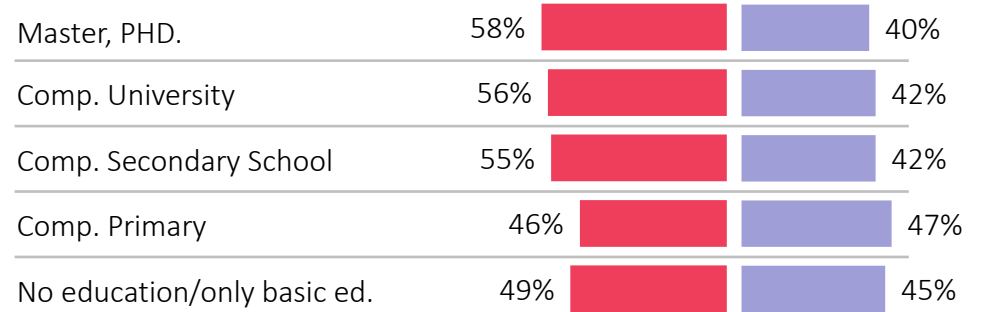
■ Insecure (10, 9, 8, 7, 6)

■ Secure (1, 2, 3, 4, 5)

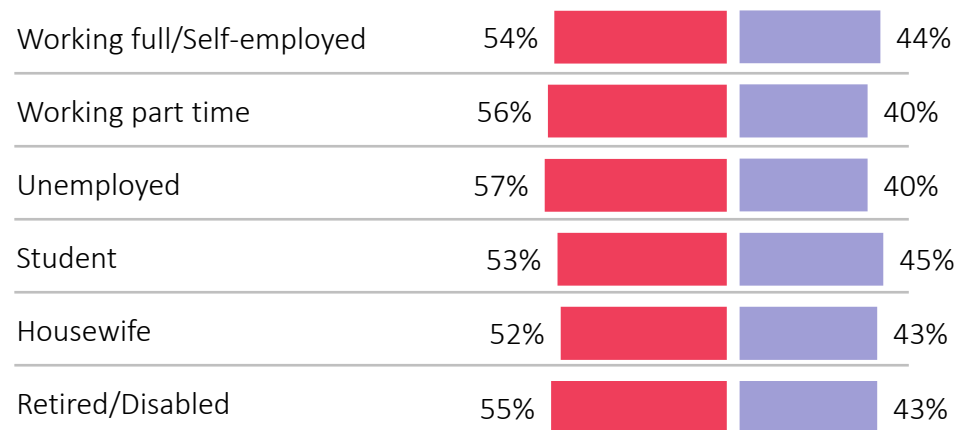
## By income



## By education level



## By employment

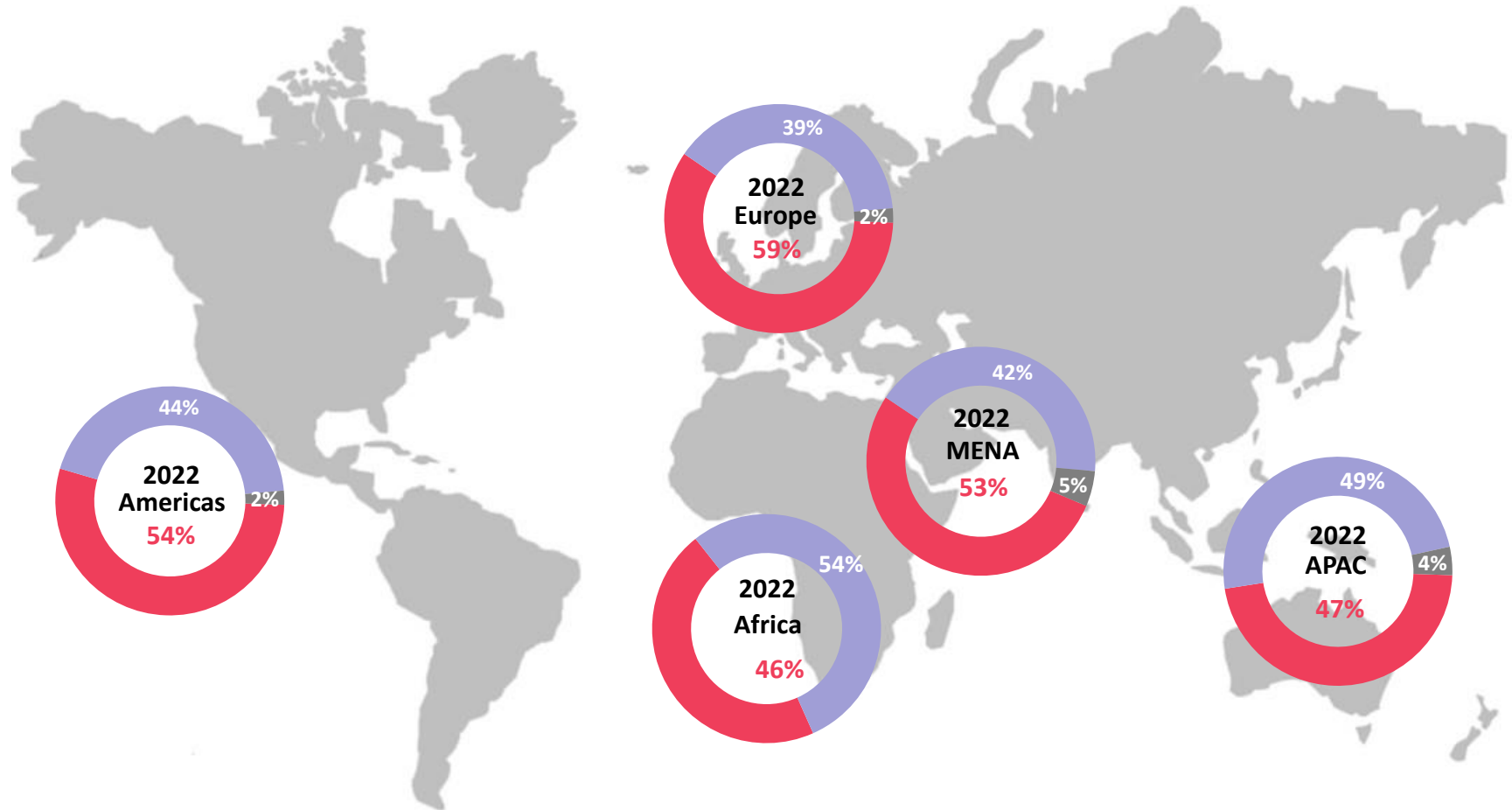


Source: WIN 2022. Base: 17 382. The percentages of Dk / Nr have not been plotted.

Q6. On a scale from 1 to 10, how insecure do you feel about the future, being 10 very insecure and 1 very secure?

# Feeling about the future

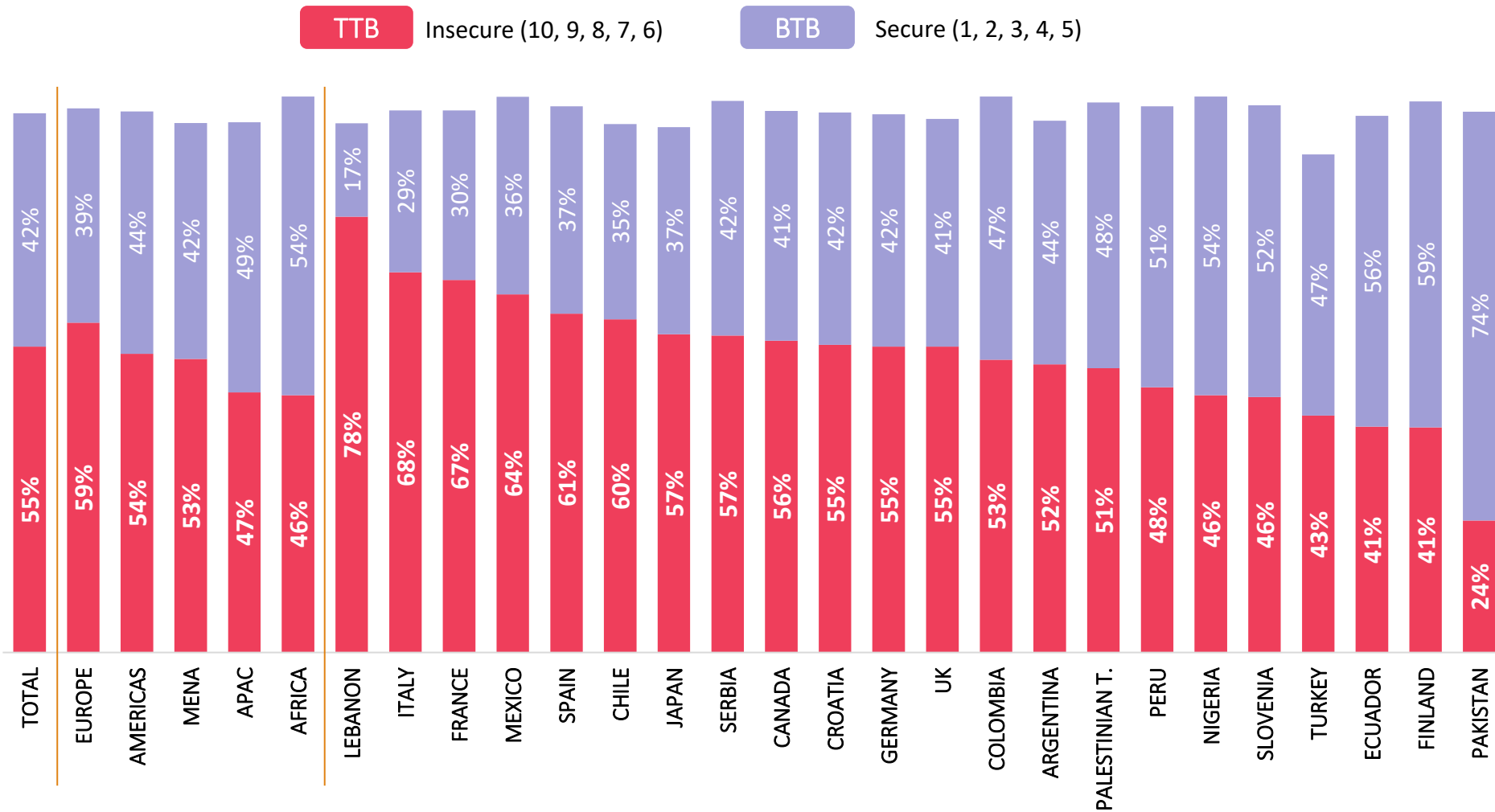
% within total population



Source: WIN 2022. Base: 17 382.

# Feeling about the future

% within total population



Source: WIN 2022. Base: 17 382. The percentages of Dk / Nr have not been plotted.

Q6. On a scale from 1 to 10, how insecure do you feel about the future, being 10 very insecure and 1 very secure?

UK: United Kingdom, data not included in global results

# METHODOLOGY

Country	Company Name	Methodology	Sample - Representation	2022 Fieldwork Dates
<b>Argentina</b>	Voices Research & Consultancy	CAWI	821 - National	8-15 April
<b>Canada</b>	LEGER	CAWI	1002 - National	5-7 April
<b>Chile</b>	Activa Research	CAWI	1326 - National Urban Areas	11-14 April
<b>Croatia</b>	Mediana Fides	CAWI	540 - National	4-10 April
<b>Colombia</b>	Centro Nacional de Consultoría	CATI	810 – Urban areas	28 April-1 May
<b>Ecuador</b>	CEDATOS	CAPI	540 - National	22 April-2 May
<b>Finland</b>	Taloustutkimus Oy	CAWI	500 - National	6-8 April
<b>France</b>	BVA	CAWI	1577 - National	6-7 April
<b>Germany</b>	Produkt+Markt	CAWI	500 - National	4-11 April
<b>Republic of Ireland</b>	RED C Research & Marketing Ltd	CAWI	1500 - National	7-12 April
<b>Italy</b>	BVA Doxa	CAWI	1001 – National	1-5 April
<b>Japan</b>	Nippon Research Center, Ltd.	CAWI Online	1099 - National	13-17 April

# METHODOLOGY

Country	Company Name	Methodology	Sample - Representation	2022 Fieldwork Dates
<b>Lebanon</b>	REACH SAL	CATI	500 – National	7- 21 April
<b>Mexico</b>	Brain SA de CV	CAWI Online	500 - Urban	22 April-2 May
<b>Netherlands</b>	Motivaction International	CAWI Online	1025 - National	1-4 April
<b>Nigeria</b>	Market Trends International	CATI	500 - Urban	5-17 April
<b>Pakistan</b>	Gallup Pakistan	CATI	500 - National	5-8 April
<b>Palestine</b>	Palestinian Center for Public Opinion	TAPI Face to Face	1524 - National	6-18 April
<b>Peru</b>	Datum Internacional	CAWI	1121 - National	1-4 April
<b>Serbia</b>	Mediana Adria	CAWI	504 - National	4-15 April
<b>Slovenia</b>	Mediana	CAWI	569 – National	4- 9 April
<b>Spain</b>	Instituto DYM	CAWI online	1012 – National	20-22 April
<b>Turkey</b>	Barem	CATI	1000 - National	4-12 April
<b>United Kingdom</b>	ORB International	CAWI online	2076 - National	4-5 May