

SPECIAL REPORT:

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# THE UKRAINE CRISIS





# OVERVIEW

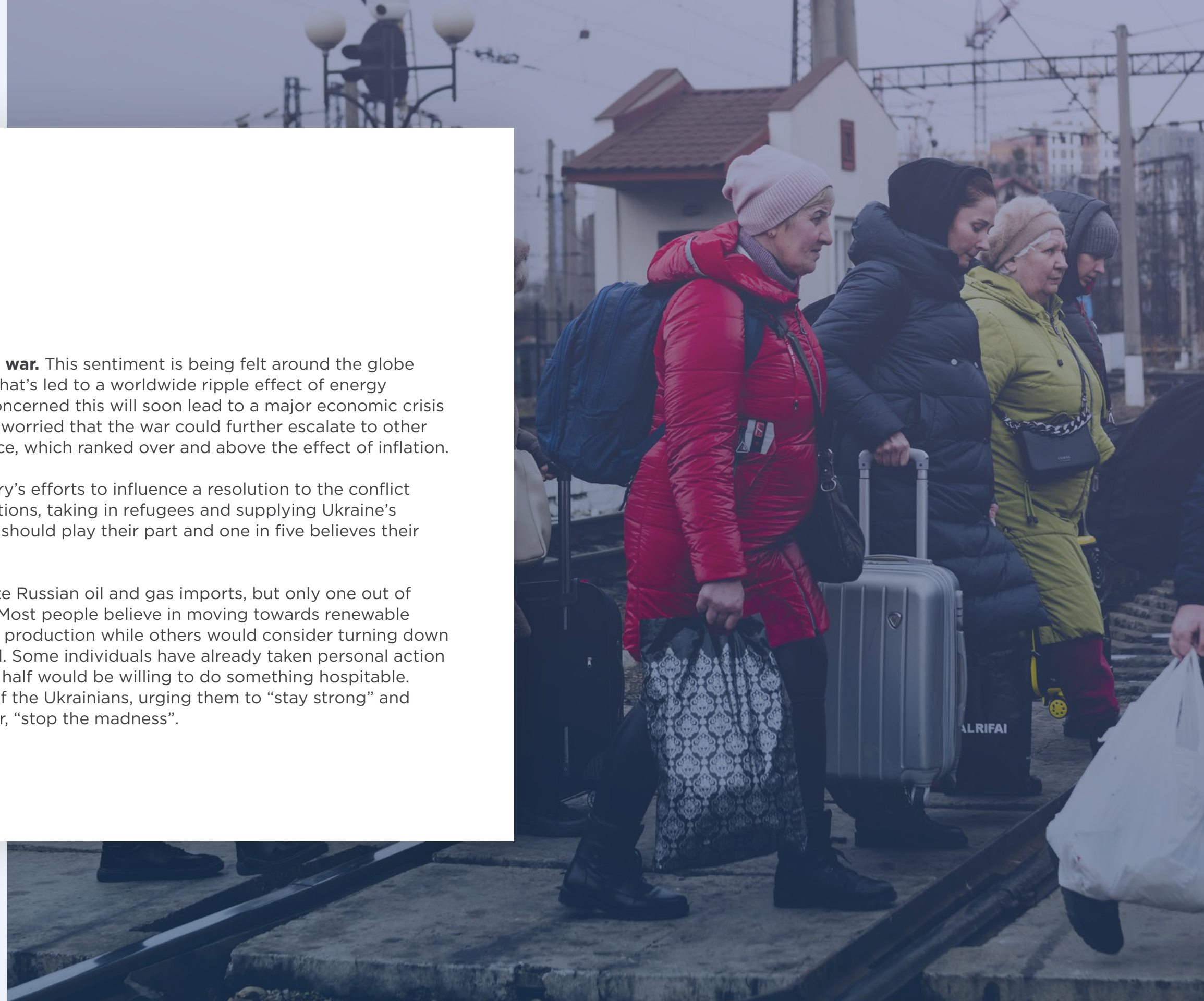
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## Executive Summary

For Russia, the world's message is simple: **stop the war**. This sentiment is being felt around the globe as the ongoing conflict continues to wreak havoc that's led to a worldwide ripple effect of energy shortfalls and inflation. Six out of ten people are concerned this will soon lead to a major economic crisis while two-thirds of global citizens are significantly worried that the war could further escalate to other countries. Another rising concern is personal finance, which ranked over and above the effect of inflation.

Across nations, 90% of people support their country's efforts to influence a resolution to the conflict through actions including diplomacy, Russian sanctions, taking in refugees and supplying Ukraine's military. Over half of respondents think businesses should play their part and one in five believes their country is not doing enough.

There is international support to reduce or eliminate Russian oil and gas imports, but only one out of three people are willing to pay more at the pump. Most people believe in moving towards renewable energy sources or increasing local oil or petroleum production while others would consider turning down their own thermostats or restricting personal travel. Some individuals have already taken personal action through donations and Russian boycotts, and over half would be willing to do something hospitable. People across the world are generally supportive of the Ukrainians, urging them to "stay strong" and "keep fighting" while the message to Russia is clear, "stop the madness".



# KEY FINDINGS

1



2 out of 3

people are **“extremely”** or **“very”** worried the war could escalate to involve other countries

HIGHEST



LOWEST



2

ACROSS NATIONS, PEOPLE SHOW ALMOST COMPLETE SUPPORT FOR THEIR COUNTRY TAKING ACTION TO INFLUENCE THE OUTCOME OF THE CONFLICT

90%

of people aware of action being taken **“completely”** or **“somewhat”** agree with it

ACTIONS INCLUDE DIPLOMACY, SANCTIONING RUSSIA AND OLIGARCHS, TAKING IN REFUGEES, SUPPLYING THE UKRAINIAN MILITARY

3



1 in 5

does not think their country is doing enough to help resolve the current conflict

HIGHEST



LOWEST



# KEY FINDINGS

4

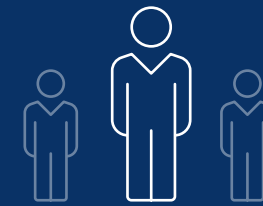


Over half of people believe businesses should play their part

**PEOPLE WOULD LIKE TO SEE BUSINESSES:**

- STOP BUYING OIL AND GAS FROM RUSSIA
- STOP SELLING GOODS AND SERVICES IN RUSSIA
- ACTIVELY HELP THE UKRAINIAN ECONOMY

5



However  
**Only 1 in 3**  
are willing to pay more  
for gas/petrol if it would  
help Ukraine

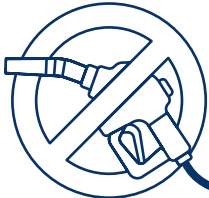
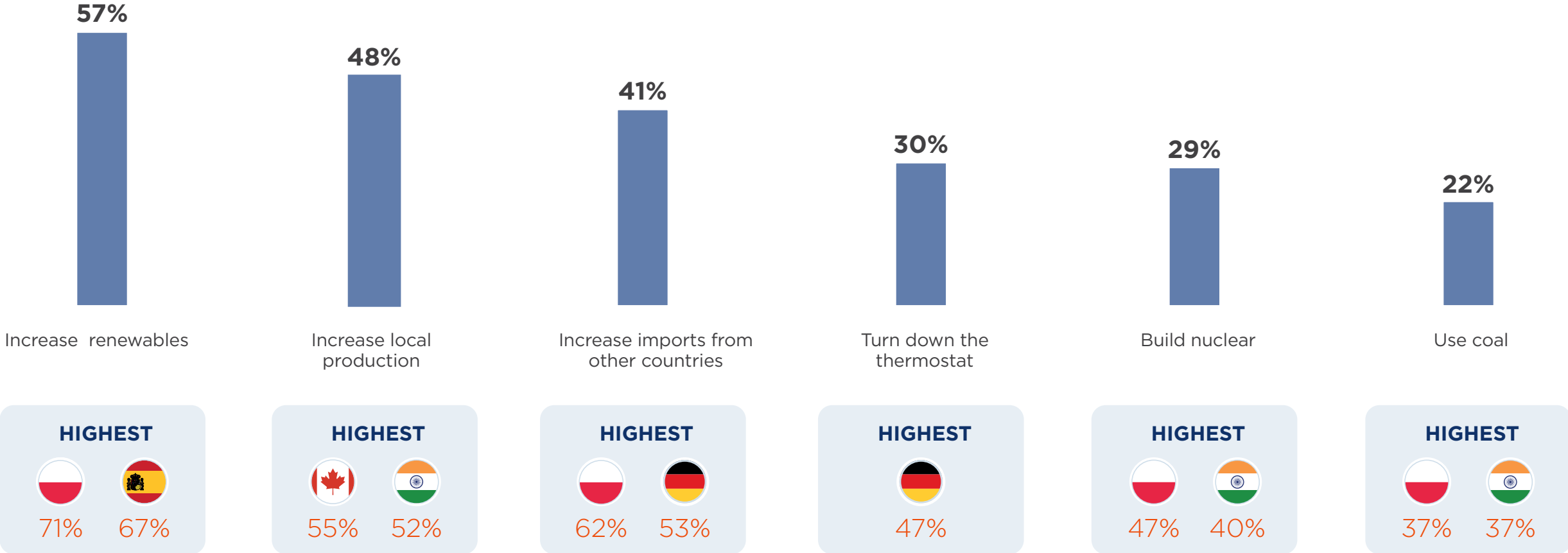


**4 in 10**

SUPPORT RESTRICTIONS ON CAR USAGE,  
SUCH AS SPEED LIMIT REDUCTIONS OR  
CAR-FREE SUNDAYS

# PEOPLE WANT TO REDUCE THEIR DEPENDENCY ON RUSSIAN FUEL AND REPLACE IT WITH RENEWABLES AND OTHER SOURCES

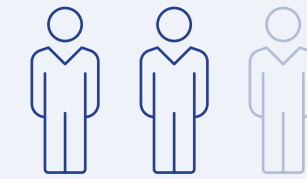
PREFERENCES FOR ALTERNATIVES TO RUSSIAN OIL/GAS/PETROL



**67%** AGREE THAT WE SHOULD STOP BUYING OIL AND GAS FROM RUSSIA



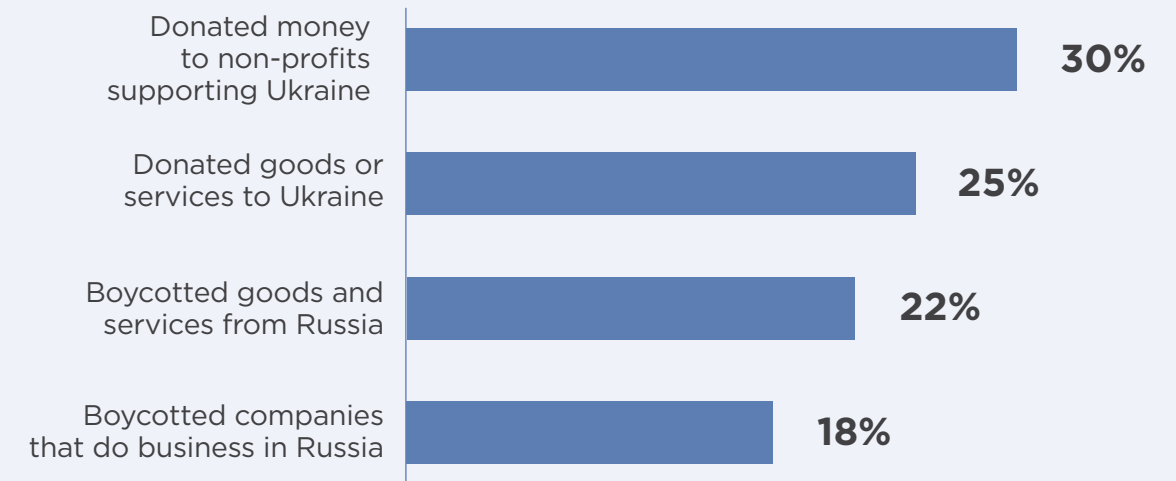
# AROUND THE WORLD, PEOPLE HAVE TAKEN ACTION TO SUPPORT UKRAINE



## About 2 out of 3

people globally have already taken some action in support of Ukraine

### WHAT HAVE THEY DONE?

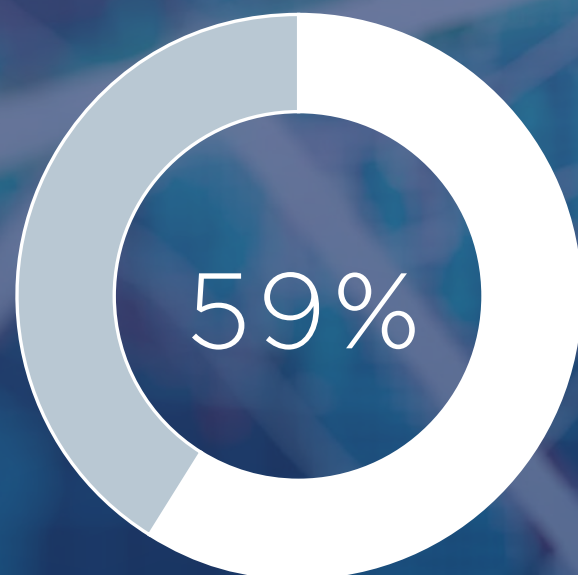


IN ALL COUNTRIES SURVEYED, EXCEPT FRANCE AND CHINA, PEOPLE ARE MORE LIKELY TO HAVE GIVEN MONEY THAN GOODS OR SERVICES

AROUND HALF IN POLAND HAVE MADE DONATIONS OR BOYCOTTED RUSSIAN GOODS OR SERVICES

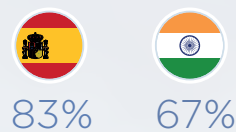
FEWER OF THEM (ABOUT A THIRD) HAVE BOYCOTTED BUSINESSES WORKING IN RUSSIA

# MANY FEEL **A MAJOR ECONOMIC CRISIS** IS ON THE HORIZON

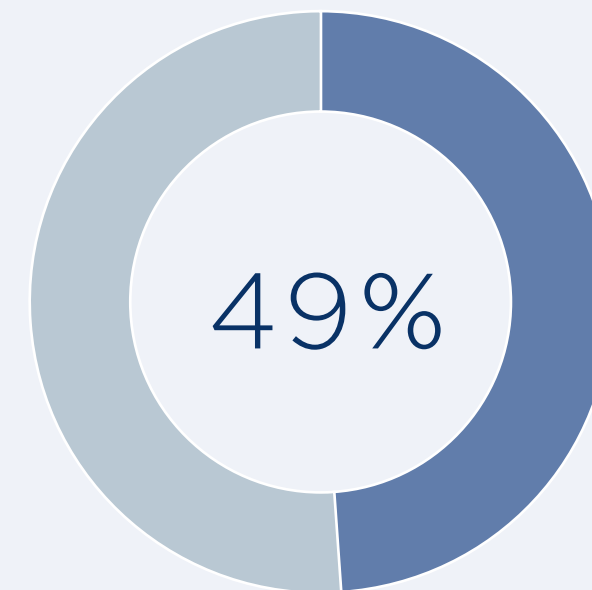


are concerned that there will soon be a major economic crisis

## HIGHEST

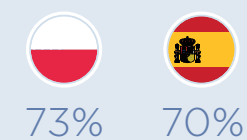


## LOWEST

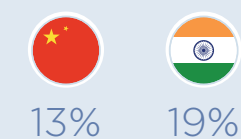


believe their country's economy will decline in 2022

## MOST PESSIMISTIC



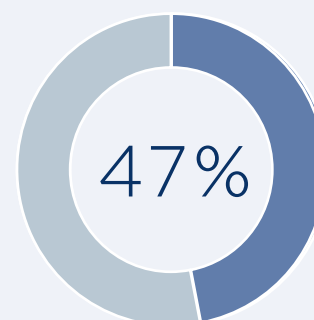
## LEAST CONCERNED



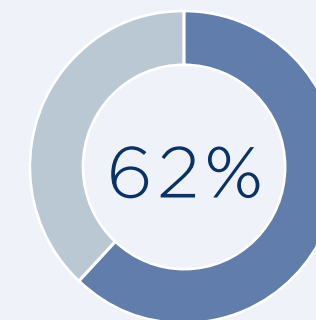


# WORLDWIDE CONCERN ABOUT INFLATION IS RISING

RUSSIA AND UKRAINE PLAY AN IMPORTANT ROLE IN THE WORLD ECONOMY – AND PEOPLE UNDERSTAND THAT ANY INTERRUPTIONS CAN LEAD TO SHORTAGES, PRICE INCREASES AND THEREFORE INFLATION



of people said they were **“very”** or **“extremely”** concerned about inflation before the conflict



now report that they are **“very”** or **“extremely”** concerned about inflation now, up 15%

THIS HAS LED TO MORE PEOPLE BECOMING WORRIED ABOUT THEIR OWN FINANCES

61%

SAY THE CONFLICT HAS MADE THEM MORE CONCERNED ABOUT THEIR FINANCES THAN THEY WERE PREVIOUSLY

MORE CONCERNED ABOUT THEIR FINANCES



71%



71%



75%



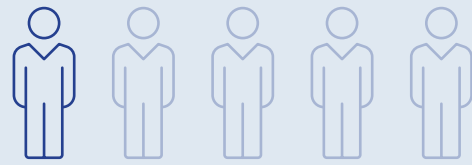
41%

CHINA IS THE ONLY COUNTRY WHERE THE MAJORITY DOES NOT FEEL MORE CONCERNED



# MESSAGES TO THE PEOPLE OF UKRAINE\*

PEOPLE MAINLY HAVE SUPPORTIVE WORDS FOR UKRAINE

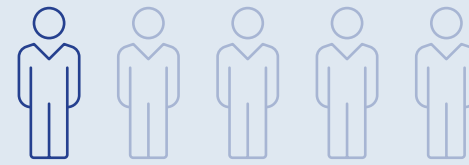


The most common sentiments, given by about

**1 in 5**

are

**“STAY STRONG”  
“BE BRAVE”  
“BE CONFIDENT”**

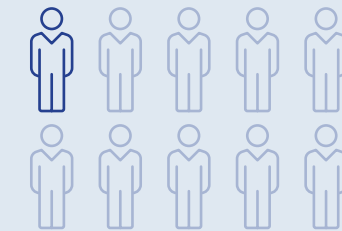


Following that, close to

**1 in 5**

would say,

**“WE STAND BEHIND YOU”  
“YOU HAVE OUR SUPPORT”  
OR “YOU ARE NOT ALONE”**



More than

**1 in 10**

would say,

**“KEEP FIGHTING” OR  
“NEVER SURRENDER”**

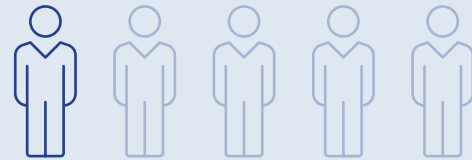


People in India are divided in their responses. About 1 in 10 would tell Ukrainians to **“stay strong”** or **“never surrender”** while the same percentage say they should **“surrender to Russia”** or **“negotiate peace.”**

THEMES ARE CATEGORIZED BASED ON OPEN-ENDED RESPONSES\*

# MESSAGES TO THE PEOPLE OF RUSSIA\*

FOR RUSSIA, THE WORLD'S MESSAGE IS SIMPLE: **STOP THE WAR**

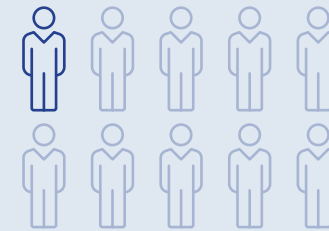


Held by over

**1 in 5**

globally, most people want to tell the people of Russia to

**“TAKE POSITIVE ACTION TO STOP THE WAR”  
OR “STOP THE MADNESS”**



After that, more than

**1 in 10**

would urge them

**“NOT TO SUPPORT PUTIN  
OR THE RUSSIAN GOVERNMENT”**

THEMES ARE CATEGORIZED BASED ON OPEN-ENDED RESPONSES\*





## METHODOLOGY

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Dynata's Global Consumer Trends: Ukraine survey covered the USA, Canada, the UK, France, Spain, Germany, Poland, India, China, and Australia from March 22 to March 27, 2022.

Participants were selected across all Dynata's research panel assets, and the samples quota-controlled to reflect the population on Age, Gender and Region.

Sample sizes were USA (446), Canada (509), UK (480), Spain (502), France (501), Germany (458), Poland (503), India (502), China (506), and Australia (503) - Total 4,910. The margin of error (at the 95% confidence level) is +/- 4% in Canada, France, Poland, UK, China India, Australia and Spain, +/- 5% in US and Germany, +/- 1% at the total level.



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