

EUROPEAN BUSINESS ASSOCIATION

# UKRAINE: HAPPINESS BAROMETER 2020

# goal

- WHY DO TALENTED SPECIALISTS LEAVE UKRAINE SEEKING FOR BETTER OPPORTUNITIES ABROAD? WHY 5 MILLION UKRAINIANS ARE WORKING ABROAD? WHAT CAN WE DO TO KEEP TALENTS WITHIN THE COUNTRY?
- THE DEFICIT OF PROFESSIONALS IN BOTH CORPORATE AND INDUSTRIAL SECTORS, MIGRATION, INSTABILITY ON THE LABOR MARKET – ALL THESE FACTORS REFLECT MUCH MODERN REALITY IN UKRAINE.
- THAT IS WHY WE DECIDED TO FIND THE REASONS FOR SUCH A PROBLEM AS WELL AS TO THINK OF POSSIBLE SOLUTIONS. OUR RESEARCH IS FOCUSED ON BUSINESS AND REAL EVERYDAY PRACTICAL ACTIVITY, WITHOUT POLITICAL SLOGANS.



WE ASKED

703

RESPONDENTS (INTERNET AUDIENCE)  
ABOUT THEIR VISION OF LIFE IN UKRAINE

## KEY FACTORS:

1. INCOME LEVEL
2. CURRENT JOB
3. HEALTH CARE SYSTEM
4. EDUCATION SYSTEM
5. LEISURE / SOCIAL LIFE
6. SECURITY & SAFETY
7. HUMAN RIGHTS
8. ECOLOGY
9. GENERAL LIFE EXPERIENCE



HAPPINESS BAROMETER 2020

REGION

**KYIV**

**82**%

AGE

**26 - 40** years

**63**%

AUDIENCE

**OFFICE WORKERS**

**55**%



I N D E X

2,64\*

+ 0,03 POINTS (2019)

L I K E R T S C A L E

\*of possible 5 points



higher  
points:

**3,36** points - **CURRENT JOB**

**3,28** points - **LEISURE / SOCIAL LIFE**

**2,92** points - **GENERAL LIFE  
EXPERIENCE**

**2,61** points - **INCOME LEVEL**



lower  
points:

**2,53** points - EDUCATION SYSTEM

**2,38** points - HEALTH CARE

**2,30** points - HUMAN RIGHTS

**2,18** points - ECOLOGY

**2,17** points - SECURITY & SAFETY



# KEY FIGURES

Nearly half of the respondents are satisfied with their current job - **46 %**

**55 %** of respondents agreed that the level of their income is sufficient  
and **45 %** think that it's not quite sufficient for their well-being

**58 %** of respondents think that our health care system is poor  
and **30 %** consider it as satisfactory

**50 %** think that education system in Ukraine is poor, while **36 %**  
pointed they are satisfied with it

Safety & security: poor - **67 %** satisfactory - **25 %**

Rule of law & human rights: poor - **61 %** satisfactory - **30 %**





# what to do

## AUTHORITIES

- Increase minimum wage
- Improve the legislation in terms of taxation (salaries)
- Guarantee the rule of law, safety and security (effective courts, police and army)
- Continue health care reform
- Improve education system
- Pay attention to ecological situation

## BUSINESS

- Increase salaries
- Be transparent in salary payments
- Guarantee medical insurance and social package
- Provide safe working place
- Develop informal education

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# thank you!

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