



Ministry
of Digital Transformation
of Ukraine

DIA Support Project



Швеція
Sverige



Opinions and Views of the Population of Ukraine on Public Electronic Services

Analytical report



September 2022

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Contents

SURVEY METHODOLOGY	4
KEY FINDINGS	6
CHAPTER I. GENERAL INFORMATION: BELONGING TO VULNERABLE GROUPS AND USING THE INTERNET.....	10
1.1. Belonging to vulnerable groups.....	11
1.2. Using the Internet.....	13
CHAPTER II. USE OF PUBLIC ELECTRONIC SERVICES.....	16
2.1. Use of public electronic services over the past year	17
2.2. Evaluation of the experience of receiving public electronic services.....	26
2.3. Reasons for not using public electronic services	29
2.4. Main aspects of receiving electronic services from the government.....	32
2.5. Situations in which effective electronic services are necessary.....	36
CHAPTER III. RECEIVING INFORMATION ON USING PUBLIC ELECTRONIC SERVICES OR DIGITAL LITERACY	41
3.1. Obtaining information on public electronic government services/digital literacy	42
3.2. Encouraging the use of public electronic services/improving digital literacy	46
ANNEX A. SOCIAL-DEMOGRAPHIC PROFILE OF RESPONDENTS OF THE GENERAL SAMPLE AND OF CERTAIN GROUPS.....	51

Survey methodology

The all-Ukrainian survey *Opinions and Views of the Population of Ukraine on Public Electronic Services* was conducted by the Kyiv International Institute of Sociology in September 2022 as part of the regular omnibus commissioned by the United Nations Development Programme (UNDP). The survey analysed the opinions and views of adult residents of Ukraine (aged 18+) on various topics related to the use of public electronic services. The main stages of the survey included development and programming of the questionnaire (based on OCA software for CATI), generation of mobile phone numbers, conducting interviews with respondents, quality control, preparation of the final data set, weighting of the data set, preparation of one-dimensional distribution tables and the analytical report.

The survey was conducted through telephone interviews with the use of a computer (computer-assisted phone interviews, CATI). According to the KIIS survey conducted through personal (face-to-face) interviews with a random sample in July 2021, 96% of the adult residents of Ukraine had personal mobile phones. To conduct the survey, at the initial stage, mobile phone numbers for all major mobile operators of Ukraine were generated completely randomly. The share of generated numbers belonging to each mobile operator was roughly proportional to the total share of mobile numbers belonging to each mobile operator (according to the KIIS surveys). To eliminate invalid numbers from the generated database, an 'invisible' text (SMS message) was sent to the generated numbers. After that, the interviewers called the generated numbers and invited the respondents who answered the call to take part in the survey. The survey was conducted only with respondents aged 18 years of age and older and only with those who lived in territory that was controlled by Ukraine as of 23 February 2022. Hence residents of the Autonomous Republic of Crimea, the city of Sevastopol, certain districts of the Donetsk and Luhansk regions that were not-Government-controlled before 24 February 2022 were excluded from the sample. But the sample included the residents of territories occupied by Russia after 24 February 2022. Residents of Ukraine who went abroad after 24 February 2022 were also not surveyed. The interview was conducted in Ukrainian or Russian dependent upon the respondent's choice.

After the planned number of effective/full interviews were conducted, the distribution of respondents in the sample by macro-region of residence (West, Centre, South, East - see details below), type of settlement (urban or rural), sex, and age were compared with official statistical sources. During the interview, the respondents stated their place of residence up to 24 February 2022, as well as their current (at the time of the interview) place of residence. For further actions, the place of residence up to 24 February 2022 was taken into account. Distribution of the entire adult population by macro-regions and type of settlement was determined based on data from the Central Election Commission following the data of the 2019 parliamentary elections (by the number of registered voters). The sex and age structure was determined according to the data of the State Statistics Service as of 1 January 2021. To bring the sample structure in line with the structure of the general population of Ukraine, special statistical weightings were applied. In addition, these weightings take into account the different probability of different respondents being included into the sample (depending on the number of different mobile numbers that a particular respondent has).

The composition of the macro-regions was as follows:

- **Western macro-region** — Volyn, Rivne, Lviv, Ivano-Frankivsk, Ternopil, Zakarpattia, Khmelnytskyi, Chernivtsi oblasts;
- **Central macro-region** — Vinnytsia, Zhytomyr, Sumy, Chernihiv, Poltava, Kirovohrad, Cherkasy, Kyiv oblasts and the city of Kyiv;
- **Southern macro-region** — Dnipropetrovsk, Zaporizhia, Mykolaiv, Kherson, Odesa oblasts;
- **Eastern macro-region** — Donetsk, Luhansk and Kharkiv oblasts.



The field stage of the survey was conducted from 15 to 22 September 2022. A total of 2,002 interviews were conducted for the survey.

Formally, for regular circumstances, the sampling error (with a probability of 0.95 and a design effect of 1.1) does not exceed:

- 2.4% for values close to 50%;
- 2.1% for values close to 25 or 75%;
- 1.5% for values close to 10 or 90%;
- 1.1% for values close to 5 or 95%;
- 0.5% for values close to 1 or 99%.

Comments on the report outline

In the report, data on a certain issue within the paragraph are presented (mostly) according to the following logic: first, the report provides the findings for Ukraine as a whole, and then, by individual socio-demographic groups.

The region and type of settlement are indicated based on the respondents' answers to the question where they lived up to 24 February 2022.

At the same time, when interpreting the findings by individual groups (e.g., by regions, different income levels, etc.), the following must be taken into account: since this group has fewer respondents than the sample as a whole, accordingly, the sampling error for this group is higher. It is also necessary to consider the 'intersection' of some socio-demographic groups. For example, among younger respondents, there are more people with higher education. For this purpose, Annex A is included in the report that for every group of respondents indicate the number of respondents, margin of error, and the socio-demographic profile of the group.

Key findings



GENERAL INFORMATION: BELONGING TO VULNERABLE GROUPS AND INTERNET USE







- ✓ **Over the past year, the share of those who belong to at least one of the listed vulnerable groups has increased from 34% to 44.5%.** First of all, the growth is observed at the expense of IDPs, whose share increased from 2% to 14%. In addition, the share of people with disabilities (from 8% to 10%) and of parents raising a child on their own (from 3.5% to 7%) increased.
- ✓ Elderly people remain the relatively largest group (20%, in 2021 the percentage was the same). Other groups were parents raising children with disabilities (2.5%, 3% in 2021) and war veterans (2%, 2.5% in 2021);
- ✓ **72% respondents are regular Internet users and use it on a daily basis for at least 3 hours** (70% in 2021). Another 13% use the Internet irregularly – 2-3 hours a week or less (16% in 2021). A total of 14% of respondents do not use the Internet (13.5% in 2021);
- ✓ Among the vulnerable groups, respondents who are war veterans, IDPs and parents raising a child on their own use the Internet the most (81% are regular users and only 6-7% do not use it at all). Parents of children with disabilities use the Internet somewhat less (75% and 13%). Among respondents with disabilities, 50% use the Internet every day, and 31% do not use it at all. Elderly people use the Internet the least often – 32% do it every day, while 48% do not use it at all.
- ✓ Among the youngest respondents under the age of 30, 97% use the Internet every day and only 0.3% claim that they do not. Among the 70+, these values are 22% and 59%, respectively.



USE OF PUBLIC ELECTRONIC SERVICES

- ✓ **In Ukraine, the use of public electronic services continues to grow. Over the past year, it increased from 60% to 63%, and since 2020, from 53% to 63%.** Now, in fact, 3 in 5 adult Ukrainians use public electronic services at least one throughout the year.
- ✓ **Most of the respondents (52%) used the Diia application or portal, and compared to 2020, the share of users increased first from 13% to 30% in 2021, and then to 52% in 2022 (i.e., the increase is 4-fold).** At the same time, for other services in the list, the situation is different – over the last year, the percentage of those who applied for subsidies/benefits/social payments electronically has increased slightly: from 13% to 16%. Other services were used by up to 9.5% of all respondents during the last year, and in almost all cases, compared to 2021, there is a downward trend in their usage (the only exception is the registration of a birth certificate – the use of this service has not changed). This is probably due to lower ‘demand’ in wartime. For example, 12% respondents used public electronic services to deal with personal vehicle issues in 2020, 15% in 2021, and now, only 9.5%. It is also possible that certain requested services are consolidated in Diia, so the respondents rarely mention them separately.
- ✓ Among vulnerable groups, war veterans used public electronic services the most – 80% (74% of them used Diia). They are followed by the IDPs, parents raising a child on their own, parents of children with disabilities (71-76%). Among people with disabilities, 49% used public electronic services, and among the elderly, the percentage is 33.5%.
- ✓ Younger respondents, residents of larger settlements and more educated respondents used these services the most. The age gap is particularly noticeable: among 18-29-year-old respondents, 82.5% used at least one service, and among people over 70 years old, only 28%.
- ✓ Respondents who used Diia were additionally asked which public electronic services they used in Diia. 28% of such respondents used at least one of the eight services implemented with the assistance of UNDP. Registration of the IDP status and an application for IDP payments were mentioned relatively often (16% among all Diia users). The next most popular service was receiving an OK-5/OK-7 certificate (7%) (this certificate provides individual data on social insurance of a person)) and a pension certificate (5%). Other services were mentioned by not more than 3% respondents.
- ✓ **An absolute majority of respondents (79%) who used public electronic services consider the experience rather positive or very positive.** However, 54% indicate a “rather positive” experience, although they add that some aspects need to be improved. Only 9% users reported rather negative or very negative experience. **Compared to 2021, the overall percentage of those satisfied with electronic services has not changed (in 2021 it was 78%), but at the same time, the number of those who reported “very positive” experience has increased from 19% to 25.5%.**

Also, the percentage of those who had negative experience decreased from 16% to 9%. That is, an improvement in the perception of the quality of electronic services is observed.

-  At the same time, when we evaluate the methods of obtaining services, **53% consider the online format to be more convenient and effective**, and 9% prefer a visit to the Administrative Service Centre (TsNAP) (in 2021, the respective values were 54% and 11%). Another 28% of respondents consider both methods convenient and effective (25% in 2021). Only 3% consider both methods inconvenient and ineffective (5% in 2021).
-  **The main reason for not using public electronic services is having no need for them** (reported by 71% respondents who did not use them). Next in the list of reasons are the lack of skills (47%) and lack of a device connected to the Internet (32%). At the same time, 43% respondents who reported a lack of skills do not want to develop them at all. Another 30% indicated that they would like to develop these skills with the help of children/grandchildren, and 11%, with the help of short videos with tutorials.
-  Respondents report that different aspects of public electronic services are important for them. **Most of the respondents mentioned the availability of a phone number to contact if something goes wrong (24%) and the protection of personal data (23%) among the most important points. Other top aspects are online chat (15%), access only with a qualified electronic signature (13%), access with minimal registration (12%).** Aspects such availability of video tutorials, saving data in drafts, and the ability to track progress were mentioned by 10-11% respondents each.
-  Compared to 2021, **there are more people who pay attention to the protection of personal data (16% and 23% in 2022, respectively)**, online chat (13% and 15%), access only with a qualified electronic signature (10% and 13%), the ability to track progress (5% and 9.5%). At the same time, percentage of people who mentioned short tutorials decreased (from 17% to 9%), and so did the percentage of those who mentioned fewer transitions between pages (from 10% to 6%).
-  **74% respondents were able to name at least one situation in which they would be interested in having an effective electronic service.** At the same time, respondents express various ideas about life situations in which they would be happy to use effective electronic services. **Relatively more respondents mentioned obtaining a foreign passport** (16% respondents include this situation in the top 3 situations in which they are interested in such services), **access to data from a medical card** (15%) and an **electronic sick leave certificate** (15%).
-  Among respondents who did not use public electronic services during the last year, 59% named at least one area in which they would like to have an effective electronic service. Compared to 2021, the biggest increase of interest is observed in terms of obtaining an electronic sick leave certificate (from 9% to 15%), access to data from a medical card (from 10% to 15%) and processing of documents on land issues (from 7.5% to 12%).



RECEIVING INFORMATION REGARDING THE USE OF PUBLIC ELECTRONIC SERVICES



The majority of respondents – 72% – saw informational materials about public electronic services (55% in 2021). At the same time, 59% read materials about digital literacy. Those who encountered such materials most often mentioned advertising in social networks and on radio/TV. In general, **76% of all respondents received information materials about public electronic services or digital literacy over the last year.**



Information materials about public electronic services/digital literacy encouraged 54% of those who saw them to take a respective action. **Information materials motivated 44% of such respondents to use public electronic services, and 35%, to improve their digital literacy.** Informational materials have a greater motivational effect on the young and more educated people (the intersection of these groups should be taken into account). That is, the percentage of those reported being motivated by the materials decreases from 74% among 18-29-year-olds to 20% among the respondents aged 70+. In terms of education, 70% respondents with higher education reported being motivated, compared to 20% respondents with incomplete secondary and lower education levels.

CHAPTER I.

GENERAL INFORMATION: BELONGING TO VULNERABLE GROUPS AND USING THE INTERNET



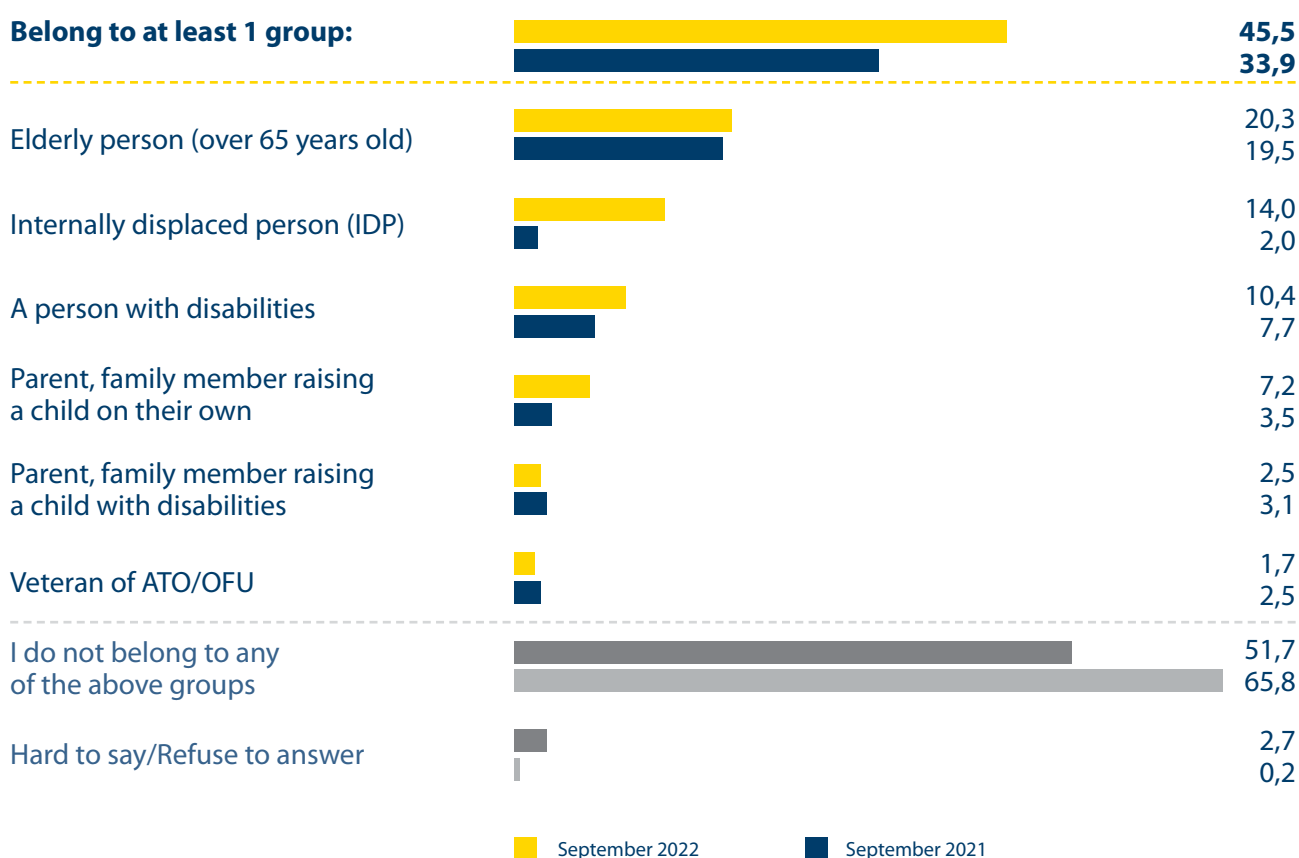
1.1. Belonging to vulnerable groups

During the past year, the percentage of those who belong to at least one of the listed vulnerable groups has increased from 34% to 44.5%. First of all, the growth is due to the increased number of IDPs – their share rose from 2% to 14%. In addition, the share of people with disabilities (from 8% to 10%) and parents raising a child on their own (from 3.5% to 7%) increased.

Relatively, the elderly remains the largest group (20%, in 2021 it was the same percentage). Other groups include parents raising children with disabilities (2.5%, 3% in 2021) and war veterans (2%, 2.5% in 2021).

On a separate note, out of 44.5% respondents who belong to at least one vulnerable group, 9% belong to two or more groups at the same time. For comparison: in 2021, only 4% of respondents belonged to two or more groups at the same time.

Diagram 1.1.1. Do you belong to at least one of the following groups?
(the respondents could choose several answers)



In Table 1.1.1, the data is structured by individual socio-demographic groups of population.

Table 1.1.1. Do you belong to at least one of the following groups? (% among respondents of the corresponding socio-demographic group)

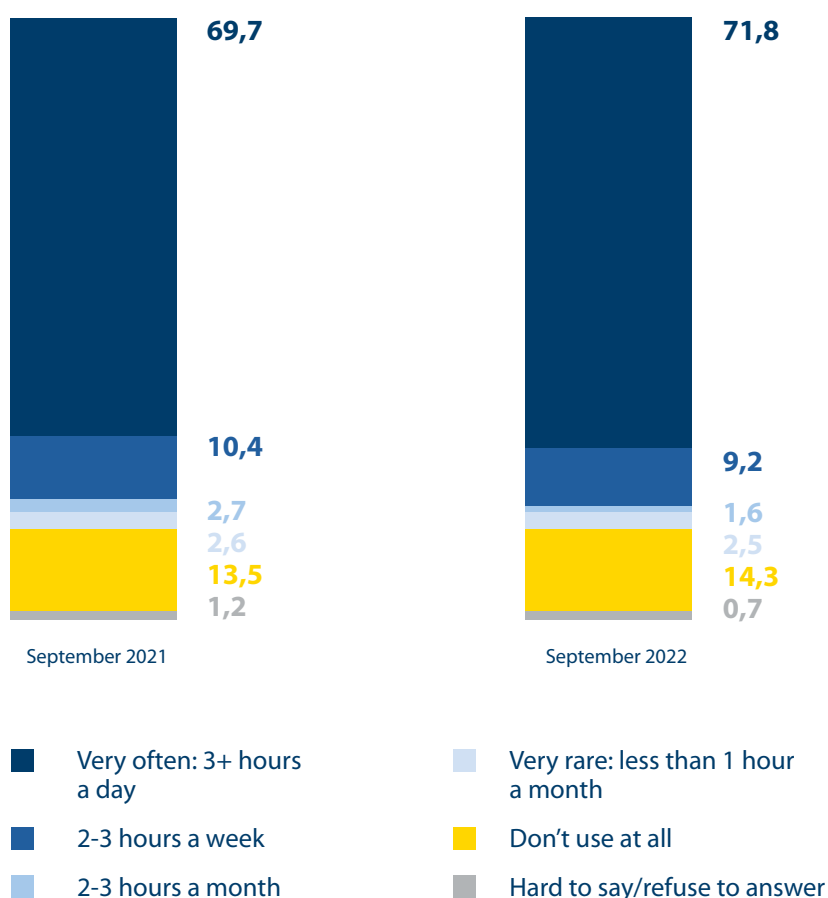
% in the line	Belong to at least 1 group	An elderly person	IDP	A person with disabilities	Raising a child on their own	Parent of a child with disabilities	War veteran	None	Hard to say / Refuse to answer
Region									
West	35,8	18,1	3,5	9,8	5,6	3,0	2,0	61,5	2,6
Central	43,0	20,4	7,0	11,7	8,4	3,2	1,7	54,1	2,9
Southern	46,8	21,4	16,9	7,8	8,7	1,3	1,2	50,2	3,0
East	69,5	22,6	47,9	13,2	4,6	2,1	1,8	28,3	2,2
Sex									
Man	40,3	15,3	11,9	12,2	4,0	2,9	3,6	56,9	2,8
Woman	49,9	24,5	15,7	8,9	9,8	2,2	0,1	47,4	2,7
Age									
18–29 years old	24,6	0,0	15,8	2,4	6,0	0,9	1,4	72,1	3,3
30–39 years old	36,7	0,0	20,6	5,3	14,8	3,4	2,2	59,3	3,9
40–49 years old	34,4	0,0	16,4	6,8	10,5	4,6	2,5	61,7	3,9
50–59 years old	31,4	0,0	10,8	15,8	3,7	3,4	2,5	65,5	3,1
60–69 years old	58,7	43,4	11,8	18,5	2,7	1,5	0,6	40,0	1,3
70+ years old	100,0	100,0	5,1	16,1	2,1	0,4	0,2	0,0	0,0
Type of settlement									
Village	44,0	21,1	9,6	9,9	6,7	3,0	2,4	54,8	1,3
Settlement/city of up to 20,000 residents	52,0	17,2	19,9	12,5	10,6	5,7	1,0	46,1	1,9
City of 20,000-99,000 residents	49,3	23,5	16,4	11,8	6,0	1,8	1,6	47,6	3,1
City of 100,000+ residents	43,9	19,6	15,2	9,8	7,0	1,6	1,3	52,0	4,1
Education									
Incomplete secondary and lower	38,7	11,4	14,6	9,4	13,6	1,7	0,0	60,6	0,7
Full secondary	51,0	23,1	13,2	12,8	10,4	3,4	2,0	46,8	2,2
Vocational	52,9	28,4	14,3	12,1	5,4	2,8	1,1	45,3	1,9
Higher	38,5	14,4	14,1	7,9	6,2	2,0	2,1	57,7	3,8

1.2. Using the Internet

Two out of three respondents (72%) are regular Internet users and use it on a daily basis for at least 3 hours (70% in 2021). Another 13% use the Internet irregularly: 2-3 hours a week or less (16% in 2021).

A total of 14% of respondents do not use the Internet (13.5% in 2021).

Diagram 1.2.1.
How often do you use the Internet?

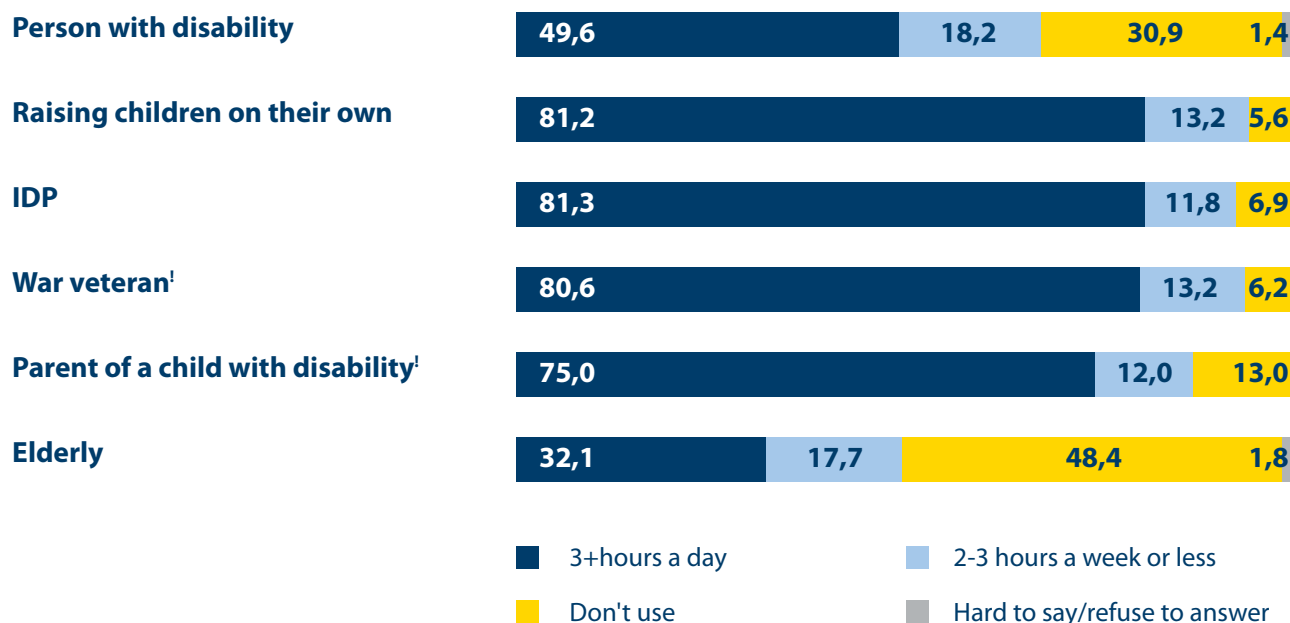


Among the vulnerable groups, respondents who are war veterans, IDPs and those raising a child on their own use the Internet the most (81% of regular users and only 6-7% who do not use it at all). Parents of children with disabilities use the Internet somewhat less (75% and 13%).

Among respondents with disabilities, 50% use the Internet every day, and 31% do not use it at all. Elderly people use the Internet the least often – 32% do it every day, while 48% do not use it at all.

Diagram 1.2.2. How often do you use the Internet?

(% among respondents of the corresponding group)



* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

In Table 1.2.1, the data is structured by individual socio-demographic factors. The most significant connection is observed in terms of age: among the youngest respondents under the age of 30, 97% use the Internet every day and only 0.3% claim that they do not use it, and among people 70+, these values are 22% and 59%, respectively.

Table 1.2.1. How often do you use the Internet?

(% among respondents of the corresponding socio-demographic group)

100% in line	3+ hours every day	2–3 hours a week or less	Don't use it	Hard to say / Refuse to answer
Region				
West	69,6	16,1	13,6	0,7
Central	71,4	11,9	15,6	1,1
Southern	73,8	12,1	13,6	0,4
East	73,7	12,9	13,3	0,1
Sex				
Man	74,1	13,5	12,0	0,4
Woman	69,9	13,0	16,1	1,0
Age				
18–29 years old	97,2	2,5	0,3	0,0
30–39 years old	88,1	8,4	2,9	0,6
40–49 years old	86,1	12,5	1,2	0,3

100% in line	3+ hours every day	2–3 hours a week or less	Don't use it	Hard to say / Refuse to answer
50–59 years old	70,2	19,8	9,3	0,7
60–69 years old	53,1	21,4	24,9	0,5
70+ years old	22,2	16,7	58,7	2,4
Type of settlement				
Village	61,4	16,6	20,6	1,3
Settlement/city of up to 20,000 residents	73,2	13,4	13,4	0,0
City of 20,000-99,000 residents	72,9	8,7	18,3	0,2
City of 100,000+ residents	79,4	11,8	8,2	0,6
Education				
Incomplete secondary and lower	61,5	16,4	20,4	1,6
Full secondary	56,7	16,9	25,8	0,6
Vocational	62,0	18,8	18,3	0,9
Higher	87,1	7,4	5,0	0,5

CHAPTER II.

USE OF PUBLIC ELECTRONIC SERVICES



2.1. Use of public electronic services over the past year

The use of public electronic services continues to grow in Ukraine. Over the past year, this value has increased from 60% to 63%, and since 2020, from 53% to 63%. Currently, three in five Ukrainian adults use public electronic services during the year.

Diagram 2.1.1.

During the last year, have you had the opportunity to receive public electronic services in any of the indicated areas?

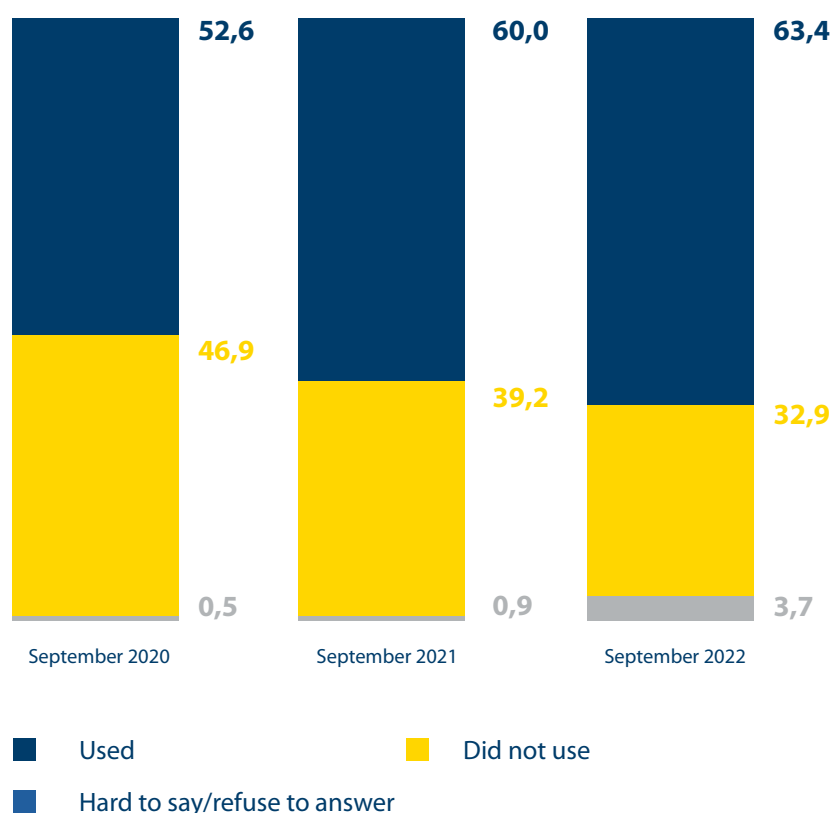


Table 2.1.1 provides a breakdown of which public electronic services respondents used over the past year. **Most of the respondents – 52% – used the Diia application or portal. Compared to 2020, the share of users increased initially from 13% to 30% in 2021, and then to 52% in 2022 (making a 4-fold increase).**

At the same time, for other services in the list, the situation is different – over the last year, the percentage of those who applied for subsidies/benefits/social payments electronically has increased slightly: from 13% to 16%. Other services were used by up to 9.5% of all respondents during the last year. In almost all cases, compared to 2021, there is a downward trend in their usage. The only exception is the registration of a birth certificate – the use of this service has not changed.

This is probably due to lower 'demand' in wartime. For example, 12% respondents used public electronic services to deal with personal vehicle issues in 2020, 15% in 2021, and now, only 9.5%. It is also possible that certain requested services are consolidated in Diia, so the respondents rarely mention them separately.

Table 2.1.1. During the last year, have you had the opportunity to receive public electronic services in any of the indicated areas? (the respondent could choose several answers)

% in the column	Sept. 20	Sept. 21	Sept. 22
Received at least 1 service:	52,6	60,0	63,4
Use of Diia application or portal	12,7	30,3	51,6
Receiving subsidies, benefits and social benefits	12,5	12,7	15,9
Personal vehicle issues (driver's license, car sale, payment of fines online, etc.)	11,9	15,0	9,5
Obtaining passports and other contacts with the State Migration Service	15,4	13,8	7,9
Pension (Portal of electronic services of the Pension Fund)	10,8	11,5	7,3
Taxation (taxpayer's office)	8,8	10,5	7,3
Paid services for obtaining information from state registers or obtaining digital extracts	10,0	10,2	6,7
Issues related to individual entrepreneurship (IE) (registration, single tax, reporting)	9,1	11,2	6,7
Birth certificate, accompanying documents	5,8	5,6	6,7
Issues related to running business of a firm or company (registration, taxes or other issues)	7,7	9,4	3,9
Admission to a higher education institution (submission of documents)	5,5	4,6	3,5
Change of election address (to be able to vote)	3,1	2,8	–
Construction issues (such as permits)	1,8	2,0	–
Commercial transport (licenses, transportation permits)	1,3	1,9	–
I did not have to receive services from the list, but I received others	3,9	3,6	1,3
It was not necessary for me to receive public electronic services	46,9	39,2	32,9
Hard to say / Refuse to answer	0,5	0,9	3,7

Among the vulnerable population groups, war veterans were the most active in using public electronic services – 80% (74% used Diia). They are followed by the IDPs, parents raising a child on their own, parents of children with disabilities (71-76%). Among people with disabilities, 49% used public electronic services, and among the elderly, the percentage is 33.5%.

Table 2.1.2. During the last year, have you had the opportunity to receive public electronic services in any of the indicated areas? (% among respondents of the corresponding group)

% in the column	A person with disabilities	Raising a child on their own	IDP	War veteran [!]	Parent of a child with disabilities [!]	An elderly person
Received at least 1 service:	49,3	72,2	75,7	80,1	70,8	33,5
Use of Diia application or portal	37,7	56,8	66,7	74,3	43,2	20,0
Receiving subsidies, benefits and social benefits	17,0	20,0	27,2	23,9	33,8	12,3
Personal vehicle issues (driver's license, car sale, payment of fines online, etc.)	4,0	10,1	8,9	14,2	14,6	2,7
Obtaining passports and other contacts with the State Migration Service	5,1	11,7	15,7	22,5	12,9	2,2
Pension (Portal of electronic services of the Pension Fund)	19,8	10,6	7,8	0,0	15,3	10,3
Taxation (taxpayer's office)	2,3	5,8	6,6	11,2	7,9	1,7
Paid services for obtaining information from state registers or obtaining digital extracts	3,4	4,2	9,1	2,4	10,1	2,5
Issues related to individual entrepreneurship (IE) (registration, single tax, reporting)	2,7	2,8	6,0	6,3	2,5	2,4
Birth certificate, accompanying documents	6,1	12,4	8,0	2,8	20,2	5,8
Issues related to running business of a firm or company (registration, taxes or other issues)	0,8	1,7	3,7	6,3	2,5	1,3
Admission to a higher education institution (submission of documents)	2,7	5,4	4,6	4,4	0,0	0,4
I did not have to receive services from the list, but I received others	0,2	1,4	0,3	0,0	0,0	1,0
It was not necessary for me to receive public electronic services	46,0	25,8	21,0	19,9	27,4	59,2
Hard to say / Refuse to answer	4,7	2,0	3,3	0,0	1,8	7,4

* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

Among regular Internet users, 76% used at least one service. Among those who use the Internet irregularly, the value is 45%, and among non-Internet users, 17%.

Table 2.1.3. During the last year, have you had the opportunity to receive public electronic services in any of the indicated areas? (% among respondents of the corresponding group)

% in the column	3+ hours every day	2-3 hours a week or less	Don't use it
Received at least 1 service:	76,2	45,4	17,2
Use of Diia application or portal	64,5	35,0	3,8
Receiving subsidies, benefits and social benefits	18,5	8,4	9,6
Personal vehicle issues (driver's license, car sale, payment of fines online, etc.)	12,2	5,0	0,4
Obtaining passports and other contacts with the State Migration Service	10,4	2,2	1,1
Pension (Portal of electronic services of the Pension Fund)	7,5	9,8	4,0
Taxation (taxpayer's office)	9,3	4,8	0,0
Paid services for obtaining information from state registers or obtaining digital extracts	8,3	4,4	0,7
Issues related to individual entrepreneurship (IE) (registration, single tax, reporting)	8,3	3,7	1,5
Birth certificate, accompanying documents	7,2	4,5	5,8
Issues related to running business of a firm or company (registration, taxes or other issues)	5,0	2,5	0,3
Admission to a higher education institution (submission of documents)	4,7	1,1	0,0
I did not have to receive services from the list, but I received others	1,4	1,9	0,6
It was not necessary for me to receive public electronic services	21,6	48,5	74,3
Hard to say / Refuse to answer	2,2	6,1	8,5

In Table 2.1.4, data on the use or non-use of public electronic services is structured by individual socio-demographic factors. Table 2.1.5 below provides detailed breakdown on the use of individual services by socio-demographic groups.

In general, electronic services were used more by younger respondents, residents of larger settlements, and more educated respondents. The age gap in the usage is particularly noticeable: among 18-29-year-old respondents, 82.5% used at least one service, and among respondents aged 70+, only 28%.

Separately, we note that since 2020, the increased usage has been observed among all age groups. From 2020 to 2022, usage among 18-29-year-olds increased from 74% to 82.5% (11% increase compared to the 2020 baseline year), among 30-49-year-olds, from 62% to 73% (18% increase),

among 50-69-year-olds, from 44% to 58% (30% increase), among people aged 70+, from 19% to 28% (52% increase). Importantly, higher growth is recorded among older age groups, so the age gap is narrowing.

When it comes to the profile of service users, there have been no significant changes since 2020. At the same time, it should be noted that in 2020 the men/women ratio was 50% to 50%, and now it makes 45/55. In addition, in 2020 people aged 50+ accounted for 31.5% of all users, and now they account for 35%. Also, the percentage of rural residents among the total number of users increased from 27% in 2020 to 30%.

Table 2.1.4. During the last year, have you had the opportunity to receive public electronic services in any of the indicated areas?

(% among respondents of the corresponding socio-demographic group)

100% in line	Received at least 1 service	Did not receive	Hard to say / Refuse to answer
Region			
West	57,9	37,6	4,6
Central	62,3	35,3	2,4
Southern	68,1	27,7	4,2
East	68,9	26,9	4,2
Sex			
Man	63,0	33,3	3,7
Woman	63,8	32,6	3,6
Age			
18–29 years old	82,5	16,0	1,5
30–39 years old	75,2	20,8	4,0
40–49 years old	70,5	26,8	2,7
50–59 years old	64,8	32,7	2,5
60–69 years old	49,7	45,6	4,7
70+ years old	28,3	64,6	7,1
Type of settlement			
Village	56,4	39,8	3,7
Settlement/city of up to 20,000 residents	59,9	36,7	3,5
City of 20,000-99,000 residents	64,1	33,8	2,1
City of 100,000+ residents	69,8	26,1	4,2
Education			
Incomplete secondary and lower	45,3	50,8	3,9
Full secondary	47,8	47,4	4,8
Vocational	56,3	40,7	3,0
Higher	78,2	18,2	3,6

Table 2.1.5. During the last year, have you had the opportunity to receive public electronic services in any of the indicated areas?
(% among respondents of the corresponding socio-demographic group)

% in the line	Received at least 1 service:	Dija	Subsidies	Personal vehicle	Passports	Pension	Taxation	State registers	Individual entrepreneurship	Birth certificate	Running a company	Admission to university	Other	Did not receive	Hard to say / Refuse to answer
Region															
West	57,9	46,1	10,8	11,7	6,6	8,3	10,5	9,9	7,6	8,5	4,7	4,6	1,8	37,6	4,6
Central	62,3	51,0	16,4	10,5	7,9	6,9	8,2	6,1	7,9	6,3	5,6	3,9	1,1	35,3	2,4
Southern	68,1	53,0	20,1	7,4	8,6	5,9	4,3	5,0	5,1	6,4	2,2	2,1	1,1	27,7	4,2
East	68,9	61,8	17,5	5,9	9,3	9,1	4,1	5,0	4,7	4,3	1,2	2,8	1,4	26,9	4,2
Sex															
Man	63,0	50,8	15,5	14,5	7,0	6,6	8,4	6,6	8,0	6,6	4,5	2,7	0,9	33,3	3,7
Woman	63,8	52,3	16,3	5,3	8,7	7,9	6,4	6,8	5,6	6,7	3,5	4,2	1,7	32,6	3,6
Age															
18–29 years old	82,5	73,7	22,5	14,1	14,2	2,6	10,1	11,8	8,2	10,9	5,3	11,7	0,6	16,0	1,5
30–39 years old	75,2	62,9	19,6	13,9	9,6	6,3	11,9	6,7	12,9	8,8	6,3	2,2	2,3	20,8	4,0
40–49 years old	70,5	57,3	17,1	11,6	11,2	6,0	6,9	7,4	6,1	6,8	5,2	5,0	1,5	26,8	2,7
50–59 years old	64,8	54,1	11,0	9,6	5,6	7,8	6,8	8,1	5,7	3,0	3,1	1,2	1,4	32,7	2,5
60–69 years old	49,7	38,3	10,9	1,5	4,1	12,7	4,8	3,5	2,7	2,6	1,5	0,4	0,6	45,6	4,7
70+ years old	28,3	13,7	13,0	3,4	1,0	9,3	1,2	1,9	1,8	7,4	1,0	0,4	1,2	64,6	7,1
Type of settlement															
Village	56,4	43,2	15,6	7,5	5,8	5,5	5,9	7,4	4,3	8,1	2,7	4,3	1,7	39,8	3,7
Settlement/city of up to 20,000 residents	59,9	50,3	14,4	7,8	5,8	4,7	5,5	6,6	5,6	6,1	2,2	2,0	1,2	36,7	3,5
City of 20,000-99,000 residents	64,1	52,3	13,6	10,0	9,2	8,3	8,7	6,1	5,8	4,8	2,8	1,5	0,0	33,8	2,1
City of 100,000+ residents	69,8	58,5	17,3	11,3	9,8	9,2	8,5	6,4	9,1	6,2	5,7	3,9	1,4	26,1	4,2
Education															
Incomplete secondary and lower	45,3	25,7	24,3	4,4	1,9	3,9	1,7	0,8	1,4	3,7	0,5	1,3	0,0	50,8	3,9
Full secondary	47,8	35,7	12,1	4,7	4,5	5,4	2,8	2,7	2,9	6,4	1,2	2,3	2,2	47,4	4,8
Vocational	56,3	44,0	14,9	4,3	5,8	6,6	5,1	4,7	2,4	7,6	1,6	1,1	1,5	40,7	3,0
Higher	78,2	67,8	17,5	15,9	11,7	9,2	11,7	10,7	12,1	6,5	7,3	6,0	0,9	18,2	3,6

Respondents who used Diia were additionally asked which electronic services they used in Diia. 28% of such respondents used at least one of the eight services implemented with UNDP support. Registration of IDP status and application for IDP payment were mentioned relatively often (16% among Diia users). The next most popular services are obtaining an OK 5/OK-7 certificate (7%) and a pension certificate (5%). Other services were mentioned by up to 3% respondents. On the other hand, 67% Diia users reported that while using the application/portal, they did not have to use the electronic services from the list.

Table 2.1.6. During the last year, which of the following public electronic services did you use on Diia portal or application?

(% among those who used Diia. The respondents could choose several answers)

% in the column	Sept. 22
Registration of IDP status and application for IDP payment	15,7
Obtaining an OK-5 or OK-7 certificate	7,0
Pension certificate in Diia mobile application	5,2
Application for participation in the preferential mortgage programme for IDPs	2,7
Application for continuation or termination of IDP payment	2,0
Allocation or recalculation of pension	1,8
Application for allocation of a housing subsidy	1,4
Sign up for a consultation on child adoption	0,2
It was not necessary for me to receive public electronic services from the above list	66,8
Hard to say / Refuse to answer	5,3

Table 2.1.7 shows data by vulnerable population groups. Please, note that among IDP users of Diia (as mentioned above, 67% IDPs used Diia over the last year), two-thirds (62%) registered their status through Diia.

Table 2.1. During the last year, which of the following public electronic services did you use on Diia portal or application?

(% among those who used Diia. The respondents could choose several answers)

% in the column	A person with disabilities	Raising a child on their own	An IDP	War veteran ¹	Parent of a child with disabilities ¹	An elderly person
Registration of IDP status and application for IDP payment	19,6	25,7	61,6	11,1	19,7	13,8
Obtaining an OK-5 or OK-7 certificate	6,7	8,7	9,9	4,7	13,0	1,3

% in the column	A person with disabilities	Raising a child on their own	An IDP	War veteran [!]	Parent of a child with disabilities [!]	An elderly person
Pension certificate in Diia mobile application	21,4	4,2	4,5	16,7	2,4	18,2
Application for participation in the preferential mortgage programme for IDPs	2,7	6,3	9,1	3,0	10,8	1,3
Application for continuation or termination of IDP payment	0,5	1,2	6,6	0,0	4,7	2,0
Allocation or recalculation of pension	8,2	2,7	0,8	0,0	0,0	5,1
Application for allocation of a housing subsidy	0,9	0,5	1,5	5,0	0,0	3,7
Sign up for a consultation on child adoption	0,0	1,1	0,0	0,0	0,0	0,0
It was not necessary for me to receive public electronic services from the above list	54,9	58,5	29,0	69,1	63,5	60,5
Hard to say / Refuse to answer	0,5	3,8	1,9	0,0	1,8	9,0

* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

In Table 2.1.8, data on the use or non-use of public electronic services in Diia is structured by individual socio-demographic factors (among Diia users).

Table 2.1.8. During the last year, which of the following public electronic services did you use on Diia portal or application?

(% among respondents of the corresponding socio-demographic group who used Diia in the last year)

% in the line	Registration of IDPs	OK-5 or OK 7	Pension certificate	Preferential mortgage for IDPs	Payments to IDPs	Pension	Subsidy	Adoption	Nothing from the list	Hard to say / Refuse to answer
Region										
West	3,0	3,1	4,1	0,9	0,0	3,3	0,5	0,5	83,7	4,5
Central	12,7	8,5	5,8	2,8	1,9	1,2	1,5	0,3	66,4	6,5
Southern	18,1	9,2	3,7	3,6	2,7	1,2	2,1	0,0	62,2	4,9
East	37,6	6,1	8,1	3,7	3,8	1,8	1,6	0,0	49,4	4,3
Sex										
Man	13,3	6,7	4,9	2,7	1,3	1,8	1,6	0,3	70,3	4,5
Woman	17,7	7,2	5,6	2,6	2,5	1,8	1,3	0,2	64,0	5,9
Age										
18–29 years old	14,2	8,2	0,8	3,2	2,2	1,4	0,3	0,0	72,1	4,3
30–39 years old	18,6	8,3	0,9	3,0	1,2	0,2	1,3	0,8	66,9	4,4
40–49 years old	18,3	6,8	1,5	4,0	4,1	0,9	1,8	0,0	66,0	5,2
50–59 years old	12,1	9,0	7,0	1,5	0,9	1,1	1,0	0,0	67,4	6,2
60–69 years old	11,4	0,9	23,1	1,3	1,0	7,8	4,2	0,0	60,6	5,2
70+ years old ¹	21,7	0,0	18,6	0,0	2,2	5,8	1,4	0,0	54,0	12,9
Type of settlement										
Village	9,7	5,0	2,3	1,4	1,4	0,7	0,7	0,0	78,2	4,1
Settlement/city of up to 20,000 residents	17,0	5,8	6,8	4,7	1,7	2,3	2,3	1,0	61,7	6,6
City of 20,000-99,000 residents	23,5	6,5	5,1	1,7	3,1	2,5	1,5	0,0	58,3	6,7
City of 100,000+ residents	16,9	8,6	6,7	3,2	2,0	2,2	1,7	0,2	63,5	5,2
Education										
Incomplete secondary and lower	6,7	12,6	4,3	0,0	1,6	0,0	0,0	0,0	72,6	3,7
Full secondary	18,7	5,3	2,3	3,7	2,1	2,8	2,0	0,8	65,5	4,6
Vocational	15,9	3,9	7,1	3,0	1,7	2,7	1,4	0,4	67,9	4,6
Higher	15,2	8,5	5,2	2,4	2,1	1,2	1,4	0,0	66,4	5,8

* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

2.2. Evaluation of the experience of receiving public electronic services

The absolute majority of respondents (79%) who used public electronic services consider their experience rather positive or very positive. However, 54% of them report a “rather positive” experience and specify that some aspects need to be improved. 9% users report a rather negative or very negative experience.

Compared to 2021, the overall percentage of those satisfied with electronic services did not change (in 2021, this value was 78%), but at the same time, the share of those reporting “very positive” experience increased from 19% to 25.5%. Also, the share of those who had negative experience decreased from 16% to 9%. Thus, an improvement in the perception of the quality of electronic services is observed.

When it comes to the methods of obtaining services, 53% consider the online format to be more convenient and effective, and 9%, visiting a TsNAP (in 2021, the corresponding figures were 54% and 11%). Other 28% respondents consider both methods convenient and effective (25% in 2021). Only 3% consider both methods inconvenient and ineffective (5% in 2021).

Diagram 2.2.1.

How would you rate your experience of receiving public electronic services?

What method of receiving services did you find most convenient and efficient?

(% among respondents who received at least one service from the list in the last year)

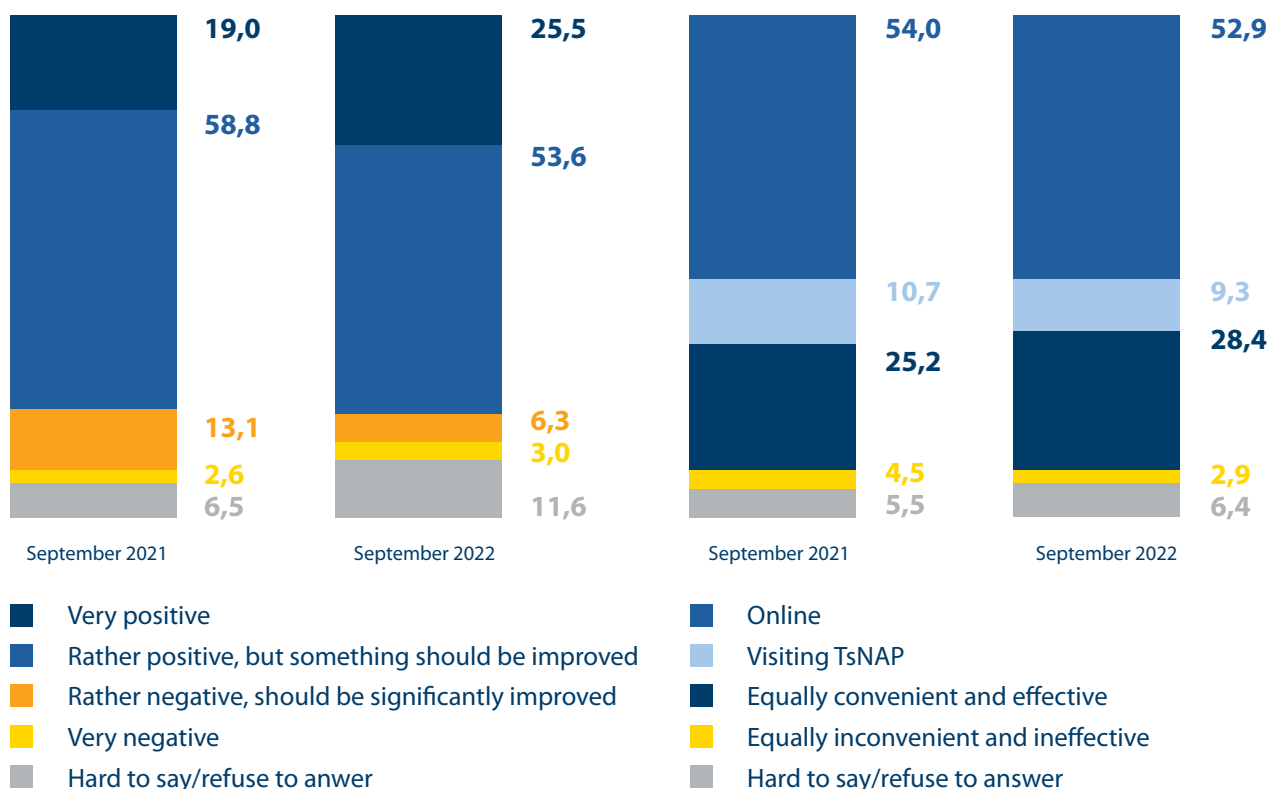


Table 2.2.1 presents data by vulnerable groups.

Table 2.2.1. How would you rate your experience of receiving public electronic services? / What method of receiving services did you find most convenient and efficient?

(% among respondents of the corresponding group who received at least one service from the list in the last year)

100% in a column	A person with disabilities	Raising a child on their own	An IDP	War veteran [!]	Parent of a child with disabilities [!]	An elderly person
Personal experience of receiving public electronic services						
The experience is very positive	15,5	31,4	27,1	14,2	30,8	19,0
Rather positive, but something needs to be improved	48,8	46,0	60,1	76,1	39,7	34,5
Rather negative, should be significantly improved	10,6	4,5	5,5	2,3	12,5	6,9
The experience is very negative	6,2	8,5	2,3	0,0	6,1	4,1
Hard to say / Refuse to answer	18,9	9,8	5,1	7,4	10,9	35,5
A more convenient and effective way						
Online	40,2	56,3	55,1	42,9	63,4	35,1
Visiting TsNAP	10,7	5,1	8,0	4,4	4,1	14,5
Equally convenient and effective	26,6	30,5	34,2	43,5	16,7	15,5
Equally inconvenient and ineffective	10,3	4,9	1,3	3,4	7,5	7,5
Hard to say / Refuse to answer	12,2	3,3	1,4	5,8	8,2	27,4

* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

In Table 2.2.2, the data is structured by individual socio-demographic factors.

Table 2.2.2. How would you rate your experience of receiving public electronic services? / What method of receiving services did you find most convenient and efficient? (% among respondents of the corresponding group who received at least one service from the list in the last year)

100% in line	Personal experience of receiving public electronic services					A more convenient and effective way				
	Very positive	Rather positive	Rather negative	Very negative	Hard to say / Refuse to answer	Online	TsNAP	Both	None	Hard to say/ Refuse to answer
Region										
West	15,1	61,7	6,9	2,7	13,7	49,7	12,1	30,9	2,3	5,0
Central	29,5	49,1	6,7	4,7	10,0	53,0	7,0	29,1	4,4	6,4
Southern	29,0	50,4	6,0	2,6	12,0	52,2	10,6	24,4	2,7	10,1
East	27,6	56,4	4,8	0,4	10,7	59,6	7,5	29,8	0,8	2,3
Sex										
Man	22,0	57,1	6,9	4,5	9,6	54,6	9,4	28,4	2,9	4,7
Woman	28,4	50,8	5,8	1,8	13,2	51,6	9,3	28,4	2,9	7,8
Age										
18–29 years old	27,7	60,1	4,8	1,5	5,9	63,9	4,7	27,2	2,4	1,7
30–39 years old	27,1	58,2	6,9	2,0	5,8	57,0	4,0	35,0	1,4	2,7
40–49 years old	23,9	59,3	6,2	4,2	6,4	54,1	9,9	31,4	1,6	2,9
50–59 years old	28,8	48,3	6,7	3,0	13,2	50,4	11,6	28,5	2,5	7,0
60–69 years old	21,4	43,7	7,5	5,6	21,8	40,1	21,4	20,2	7,2	11,2
70+ years old	16,0	30,0	5,5	3,2	45,3	28,5	13,9	12,2	7,9	37,5
Type of settlement										
Village	29,8	46,3	4,9	5,2	13,8	42,8	12,0	31,1	4,0	10,0
Settlement/city of up to 20,000 residents	29,3	44,2	5,0	3,3	18,2	49,7	7,5	35,0	2,2	5,5
City of 20,000-99,000 residents	27,5	56,7	5,6	0,7	9,6	55,5	7,7	30,1	3,0	3,8
City of 100,000+ residents	21,3	59,7	7,7	2,2	9,1	59,5	8,5	24,7	2,3	5,0
Education										
Incomplete secondary and lower	43,0	30,9	6,2	6,8	13,1	19,6	30,5	35,3	6,9	7,7
Full secondary	31,4	38,4	5,6	7,2	17,3	49,7	11,0	26,8	5,1	7,4
Vocational	26,4	46,8	5,4	4,5	17,0	43,4	12,2	26,5	5,4	12,5
Higher	22,2	63,1	6,9	0,8	7,0	60,9	6,0	29,4	0,8	3,0

* The symbol “!” marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

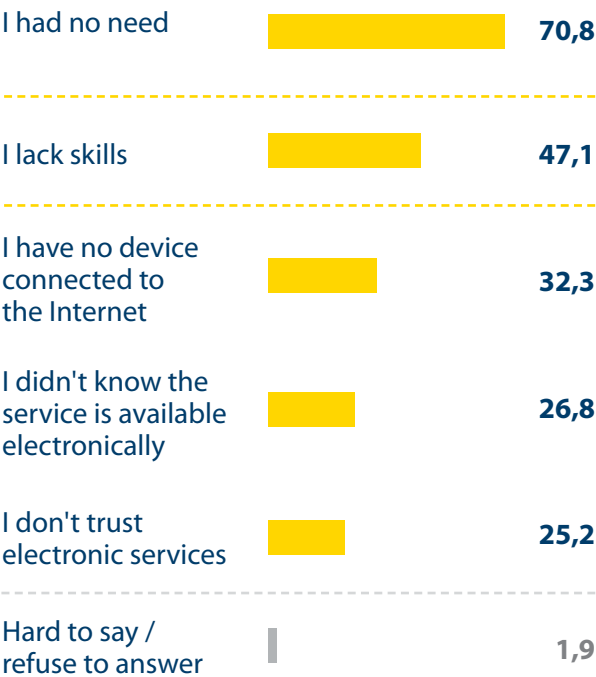
2.3. Reasons for not using public electronic services

The main reason for not using public electronic services is having no need for it (this was reported by 71% of respondents). The next most popular reason is the lack of skills (47%) and lack of a device connected to the Internet (32%).

Among the respondents who reported the lack of skills, 43% do not want to develop skills at all. 30% say they would like to develop them with the help of their children/grandchildren, 11%, with the help of short video tutorials.

Diagram 2.3.1.

Why did you not use public electronic services during the last year? (% among the respondents who did not use the services, the respondents could choose several answers)



You mentioned that you lack the skills to use public services. In what way would you like to develop them? (% of respondents who lack skills, the respondents could choose up to 2 answers)

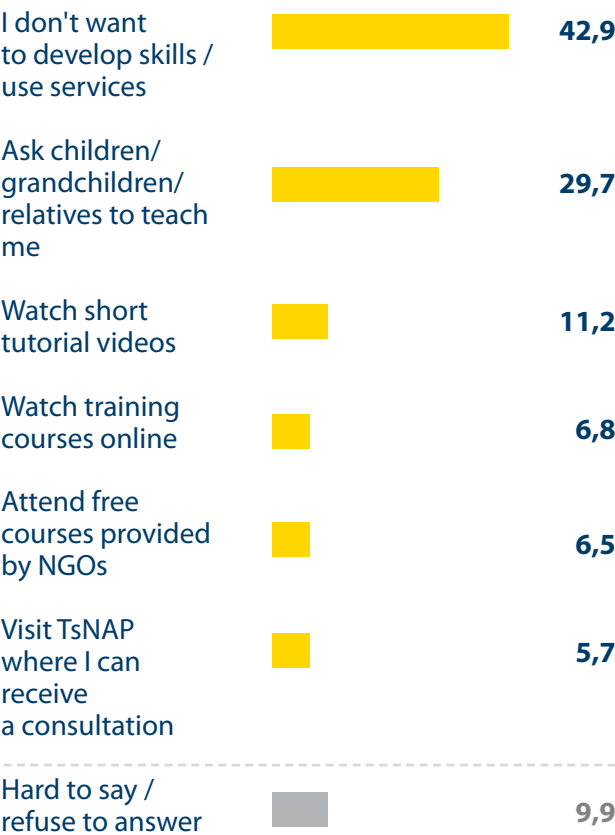


Table 2.3.1 shows the reasons for not using services with a breakdown by vulnerable groups.

Table 2.3.1. Why did you not use public electronic services during the last year?

(% among the respondents of the corresponding group who did not use the services)

% in the column	A person with disabilities	Raising a child on their own [!]	IDP	War veteran [!]	Parent of a child with disabilities [!]	An elderly person
Had no need	63,0	62,4	70,6	76,8	67,3	64,8
Lack of skills	45,3	39,5	35,7	33,9	26,4	64,6
No device with Internet access	39,0	10,8	28,5	20,9	26,1	50,2
Did not know that the service is available electronically	28,9	29,4	22,1	13,0	18,1	31,9
Do not trust electronic services	17,6	16,7	26,1	55,2	42,3	19,6
Hard to say / Refuse to answer	2,6	0,0	0,0	10,1	0,0	0,5

* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

Table 2.3.2 presents data by individual socio-demographic factors.

Table 2.3.2. Why did you not use public electronic services during the last year?

(% among respondents of the corresponding socio-demographic group who did not use the services)

% in the line	Had no need	Lack of skills	No device with internet access	Did not know the service is provided electronically	Do not trust electronic services	Hard to say / Refuse to answer
Region						
West	76,9	38,5	19,9	24,1	24,2	4,1
Central	68,3	50,3	37,2	27,8	24,3	1,4
Southern	68,6	48,4	31,9	25,1	29,5	0,0
East	66,0	58,4	51,2	34,2	23,0	1,1
Sex						
Man	71,0	42,6	26,7	23,7	29,5	1,5
Woman	70,7	50,9	37,0	29,4	21,5	2,3
Age						
18–29 years old [!]	73,1	20,7	6,8	8,1	36,1	8,0
30–39 years old	80,5	30,8	9,6	24,5	24,2	0,0

% in the line	Had no need	Lack of skills	No device with internet access	Did not know the service is provided electronically	Do not trust electronic services	Hard to say / Refuse to answer
40–49 years old	71,9	27,1	8,3	35,9	31,4	2,8
50–59 years old	75,5	43,3	32,8	21,5	24,2	3,6
60–69 years old	69,0	58,6	47,2	23,5	27,6	0,6
70+ years old	63,3	66,7	51,3	34,2	17,9	0,7
Type of settlement						
Village	69,9	48,3	35,1	25,2	24,1	3,1
Settlement/ city of up to 20,000 residents	82,7	46,4	27,9	33,1	26,6	0,0
City of 20,000-99,000 residents	67,5	40,9	41,6	28,5	24,0	2,3
City of 100,000+ residents	68,7	48,4	26,8	25,7	26,5	1,1
Education						
Incomplete secondary and lower	61,9	51,2	42,8	51,6	41,1	5,2
Full secondary	68,9	47,0	36,8	31,1	26,0	0,9
Vocational	69,0	52,9	34,7	22,4	21,6	3,2
Higher	79,8	36,9	18,7	19,7	25,0	0,3

* The symbol “!” marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

2.4. Main aspects of receiving electronic services from the government

Respondents express diverse views on which aspects of public e-services are important to them. **The largest percentage of respondents mentioned the availability of a phone number to contact if something goes wrong (24%) and protection of personal data (23%) among the three most important aspects. Other top aspects are online chat (15%), access only with a qualified electronic signature (13%), access with minimal registration (12%).** Aspects such as availability of video tutorials, saving data in drafts, and the ability to track progress were mentioned by 10-11% respondents each.

Compared to 2021, there are more people who mentioned the protection of personal data (this value increased from 16% to 23%), online chat (from 13% to 15%), access only with a qualified electronic signature (from 10% to 13%), the possibility of tracking the progress (from 5% to 9.5%). At the same time, there were fewer people who mentioned short tutorials (this value decreased from 17% to 9%) and the need to reduce the number of transitions between pages (from 10% to 6%).

Table 2.4.1. Please remember or imagine using an electronic service from the government. What aspects are important to you? (the respondents could choose up to 3 answers)

% in the column	Sept. 21	Sept. 22
Having a phone number to call if something goes wrong	24,0	23,6
Protection of personal data, in particular data encryption	16,2	22,7
Online chat with the ability to instantly ask questions to consultants	12,6	15,4
Access to the service is only possible with a qualified electronic signature. Safety is my priority	9,9	13,4
Access to the service without registration or through minimal verification, such as an SMS code. Speed and ease are my priority	11,1	12,2
Video tutorials with a step-by-step explanation of all necessary actions	10,2	10,7
A feature to save my data in a draft so that I don't have to fill it from scratch	9,7	9,8
The ability to track progress of the application	5,2	9,5
Short, clear explanations without using bureaucratic language	17,4	8,9
The ability to choose from drop-down menu and not type standard information manually (address data, indexes, etc.)	6,0	8,3
Clear design, large fonts	9,6	7,7

% in the column	Sept. 21	Sept. 22
Fewer transitions between pages	9,6	6,0
Frequently asked questions (FAQ) with typical situations	2,6	2,0
None of the above	26,5	26,2
Hard to say / Refuse to answer	11,1	10,6

In Table 2.4.2, the data is structured is provided separately for users and non-users of public electronic services.

Table 2.4.2. Please remember or imagine using an electronic service from the government. What aspects are important to you?

(% among users and non-users of public electronic services in the last year)

% in the column	Users	Non-users
Having a phone number to call if something goes wrong	27,2	17,2
Protection of personal data, in particular data encryption	27,4	14,7
Online chat with the ability to instantly ask questions to consultants	18,8	9,6
Access to the service is only possible with a qualified electronic signature. Safety is my priority	18,4	4,7
Access to the service without registration or through minimal verification, such as an SMS code. Speed and ease are my priority	15,4	6,7
Video tutorials with a step-by-step explanation of all necessary actions	12,2	8,1
A feature to save my data in a draft so that I don't have to fill it from scratch	13,0	4,2
The ability to track progress of the application	13,1	3,4
Short, clear explanations without using bureaucratic language	10,7	5,8
The ability to choose from drop-down menu and not type standard information manually (address data, indexes, etc.)	10,7	4,2
Clear design, large fonts	8,3	6,4
Fewer transitions between pages	6,7	4,8
Frequently asked questions (FAQ) with typical situations	2,6	1,1
None of the above	21,4	34,6
Hard to say / Refuse to answer	4,3	21,6

Table 2.4.3 provides data structured by vulnerable groups, and Table 2.4.4 provides data structured by socio-demographic factors.

Table 2.4.3. Please remember or imagine using an electronic service from the government. What aspects are important to you? (% among respondents of the corresponding group)

% in a column	A person with disabilities	Raising a child on their own [!]	IDP	War veteran [!]	Parent of a child with disabilities [!]	An elderly person
Having a phone number to call if something goes wrong	15,1	32,5	21,5	40,2	19,1	15,5
Protection of personal data, in particular data encryption	12,6	20,9	27,5	22,9	42,6	10,2
Online chat with the ability to instantly ask questions to consultants	7,5	16,4	17,8	5,2	17,9	4,1
Access to the service is only possible with a qualified electronic signature. Safety is my priority	7,4	13,5	15,2	23,3	21,1	2,1
Access to the service without registration or through minimal verification, such as an SMS code. Speed and ease are my priority	9,2	18,5	15,3	19,5	7,5	4,2
Video tutorials with a step-by-step explanation of all necessary actions	9,7	9,0	8,1	3,8	11,0	3,9
A feature to save my data in a draft so that I don't have to fill it from scratch	9,1	9,1	11,7	21,3	5,6	4,1
The ability to track progress of the application	5,7	11,6	11,5	4,3	19,0	1,9
Short, clear explanations without using bureaucratic language	9,4	7,0	11,1	7,4	8,1	6,1
The ability to choose from drop-down menu and not type standard information manually (address data, indexes, etc.)	5,3	11,0	14,8	8,4	11,2	3,7
Clear design, large fonts	8,0	6,2	10,7	1,0	11,0	7,4
Fewer transitions between pages	2,9	5,2	7,0	1,0	1,7	2,7
Frequently asked questions (FAQ) with typical situations	1,3	5,0	3,5	0,0	1,3	1,6
None of the above	38,4	21,3	16,7	25,1	21,5	45,4
Hard to say / Refuse to answer	17,2	5,1	8,9	0,0	3,9	24,0

* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

Table 2.4.4. Please remember or imagine using an electronic service from the government. What aspects are important to you?

(% among respondents of the corresponding socio-demographic group)

% in the line	Phone number to contact	Personal data protection	Online chat	Access only with a qualified electronic signature	Access without registration or with minimal verification	Video tutorials	Saving data in drafts	Ability to track progress	Short, clear explanations	Ability to choose from drop-down menu	Clear design, large fonts	As few transitions as possible	FAQ section	None of the above	Hard to say
Region															
West	23,7	26,1	16,3	10,9	12,5	10,5	8,6	9,8	8,8	8,6	7,1	5,3	1,6	26,4	10,2
Central	24,4	21,7	14,6	15,6	13,4	11,4	10,0	9,5	9,8	8,1	7,9	6,6	2,6	25,2	10,6
Southern	24,3	22,2	14,3	16,1	10,7	10,7	10,7	9,9	7,6	7,9	6,5	6,1	1,9	26,5	10,9
East	19,9	19,7	17,7	7,9	11,5	9,7	9,7	8,6	9,5	9,2	10,1	5,6	1,8	28,2	11,3
Sex															
Man	21,7	22,7	13,3	14,3	13,5	9,0	8,9	8,7	8,6	7,1	7,6	5,6	2,4	28,1	10,5
Woman	25,1	22,7	17,2	12,7	11,1	12,2	10,4	10,2	9,2	9,4	7,7	6,4	1,7	24,7	10,7
Age															
18–29 years old	25,0	40,7	27,5	22,7	17,3	12,6	14,0	14,8	10,0	11,5	12,2	5,9	2,0	14,0	3,5
30–39 years old	30,9	27,6	17,5	19,9	19,7	11,6	15,2	13,7	11,2	12,3	8,4	10,2	2,6	15,4	2,3
40–49 years old	26,7	22,4	18,2	14,5	12,4	14,7	8,4	12,8	7,6	10,2	3,9	9,1	1,5	22,9	6,3
50–59 years old	22,3	21,4	17,1	12,8	9,1	13,2	8,8	8,2	11,8	6,6	7,9	3,5	3,0	24,5	11,3
60–69 years old	16,0	12,0	6,4	5,8	9,2	7,0	6,6	3,4	5,9	3,5	6,1	3,0	0,8	40,0	21,5
70+ years old	16,8	8,8	2,9	0,8	2,2	3,5	3,2	1,5	5,8	3,7	7,7	2,3	2,0	47,7	24,1
Type of settlement															
Village	20,1	21,5	11,2	9,5	7,2	7,6	9,4	8,2	7,0	7,2	6,3	4,7	2,0	33,8	13,5
Settlement/city of up to 20,000 residents	21,5	21,2	11,5	15,3	11,0	14,8	7,4	5,3	7,7	9,3	9,4	5,0	1,8	24,2	12,2
City of 20,000–99,000 residents	22,8	18,7	16,4	11,2	16,2	11,2	8,5	8,3	11,2	7,3	8,9	6,8	0,7	27,8	10,2
City of 100,000+ residents	27,1	25,4	19,6	16,7	15,4	12,0	11,1	12,1	10,1	9,3	7,9	7,1	2,6	20,3	8,0
Education															
Incomplete secondary and lower	13,3	6,8	7,9	5,8	8,7	3,9	9,9	1,2	2,6	2,0	3,8	4,5	1,7	48,9	12,5
Full secondary	21,1	20,4	10,1	9,4	9,3	6,8	7,0	5,5	5,6	8,6	7,2	5,5	1,6	30,6	15,9
Vocational	23,8	21,1	13,8	8,6	8,0	10,2	7,3	6,3	7,4	5,3	5,7	5,3	2,3	32,7	13,5
Higher	25,8	27,0	20,1	19,6	17,0	13,9	12,8	14,7	12,3	11,1	9,7	7,0	2,1	17,0	5,9

2.5. Situations in which effective electronic services are necessary

First, **74% respondents were able to name at least one situation in which they would be interested in having an effective electronic service**; and 20% of the remaining respondents say they “don’t need any electronic services at all” (in 2021, 74% also mentioned at least one situation, and 15% said they “don’t need any services at all”). Secondly, the respondents have rather varied ideas about the real life situations in which they would be most interested in effective electronic services. **Obtaining a foreign passport** (16% of respondents include this situation in their top 3 instances under which they would be interested in the relevant services), **access to data from a medical card** (15%) and an **electronic sick leave certificate** (15%) were mentioned by the biggest percentages respondents.

Among respondents who did not use public e-services in the last year, 59% named at least one area in which they would need an effective e-service.

Compared to 2021, the biggest increase of interest is observed in terms of obtaining an electronic sick leave certificate (from 9% to 15%), access to data of a medical card (from 10% to 15%) and processing of documents on land (from 7.5% to 12%) has increased relatively the most up to 12%).

Table 2.5.1. In what real life situation would you like to have an effective electronic service? (the respondents could choose up to 3 answers)

% in a column	Sept 21	Sept 22	Experience of use during the past year	
			Users	Non-users
Name at least one situation:	74,3	74,2	83,0	58,9
Obtaining a foreign passport	21,0	16,3	19,5	10,8
Access to data from a medical card	10,4	15,0	15,9	13,3
Electronic sick leave certificate	8,9	14,9	17,7	10,1
Completion of documents on land online	7,5	12,4	13,2	11,1
Obtaining a passport of a citizen of Ukraine	13,8	11,6	13,6	8,3
Buying, selling, reissuing, obtaining license car plates (personal vehicle)	15,3	10,6	13,3	6,1
Issuance of certificates for receiving a pension	8,8	9,7	9,1	10,8
Issuance and renewal of documents for payment of subsidies	14,5	9,1	8,0	11,0
Change of place of residence registration	11,8	8,0	10,6	3,4
Obtaining an identification code, its copy or an equivalent electronic analogue	5,4	7,9	10,4	3,6
Obtaining notary services	7,1	7,7	9,2	5,2

% in a column	Sept 21	Sept 22	Experience of use during the past year	
			Users	Non-users
Obtaining and replacing a pension certificate	4,6	7,0	6,4	7,9
Buying, selling, renting real estate	7,0	6,3	7,0	5,0
Running a small business (IE): from opening to closing	12,3	6,2	8,4	2,3
Obtaining documents for a new-born child (birth certificate, identification code)	5,9	5,3	6,7	3,0
Registration, renewal of documents due to temporary loss of workplace	3,0	5,1	6,4	2,8
Payment of taxes, preparation of relevant certificates	6,8	5,1	6,0	3,6
Change of election address to be able to vote	4,5	4,6	6,2	2,0
Issuance, renewal of documents regarding temporary incapacity/ permanent disability	3,8	3,5	4,1	2,5
Issuance of documents for parental leave	1,6	3,0	4,1	1,2
Obtaining a certificate of no criminal record	1,8	3,0	3,6	1,9
Submitting documents, obtaining extracts from military recruitment office	1,8	2,8	4,1	0,7
Obtaining and replacing documents confirming marriage, divorce	1,4	2,7	3,3	1,8
Inclusion in the list of participants of hostilities, registration and replacement of the identity card	1,5	2,6	2,6	2,5
Inclusion in the list of internally displaced persons	0,5	2,5	2,3	2,9
Issues of interaction with judicial authorities	1,9	1,4	1,8	0,6
I do not need any electronic service(s) at all	15,3	19,8	12,0	33,4
Hard to say / Refuse to answer	10,4	6,0	5,0	7,7

Table 2.5.2 provides data with the breakdown by vulnerable groups, and Table 2.5.3 provides data structured by individual socio-demographic factors.

Table 2.5.2. In what real life situation would you like to have an effective electronic service?
(% among respondents of the corresponding group)

% in a column	A person with disabilities	Raising a child on their own ¹	IDP	War veterans ¹	Parent of a child with disabilities ¹	An elderly person
Name at least one situation:	66,4	82,8	84,3	92,3	86,8	43,4
Obtaining a foreign passport	13,1	18,8	23,0	4,6	34,4	6,1
Access to data from a medical card	15,1	15,4	21,4	5,4	17,3	9,3
Electronic sick leave certificate	10,0	15,6	16,2	15,5	19,2	6,6
Completion of documents on land online	9,1	11,9	10,3	20,7	14,0	7,1
Obtaining a passport of a citizen of Ukraine	7,6	14,5	13,6	29,9	10,8	2,3

% in a column	A person with disabilities	Raising a child on their own [!]	IDP	War veterans [!]	Parent of a child with disabilities [!]	An elderly person
Buying, selling, reissuing, obtaining license car plates (personal vehicle)	7,0	5,1	10,1	24,8	26,6	2,1
Issuance of certificates for receiving a pension	15,1	8,9	6,3	5,2	10,6	11,8
Issuance and renewal of documents for payment of subsidies	11,8	9,2	7,0	5,1	4,1	13,4
Change of place of residence registration	3,8	8,5	12,6	10,1	7,3	1,5
Obtaining an identification code, its copy or an equivalent electronic analogue	4,8	6,9	9,2	4,4	6,8	1,6
Obtaining notary services	6,5	7,6	12,5	16,9	3,1	3,8
Obtaining and replacing a pension certificate	16,4	3,9	8,6	5,5	4,7	11,8
Buying, selling, renting real estate	4,9	5,2	4,7	0,0	1,9	3,2
Running a small business (IE): from opening to closing	2,4	3,0	8,2	17,0	2,5	0,7
Obtaining documents for a new-born child (birth certificate, identification code)	3,1	12,2	8,9	5,1	0,0	1,0
Registration, renewal of documents due to temporary loss of workplace	1,6	9,3	5,9	7,6	8,2	0,4
Payment of taxes, preparation of relevant certificates	2,6	6,9	3,5	0,0	9,2	0,6
Change of election address to be able to vote	3,9	2,6	4,8	2,6	4,7	2,3
Issuance, renewal of documents regarding temporary incapacity/permanent disability	11,0	4,3	3,1	1,2	10,6	0,7
Issuance of documents for parental leave	1,1	6,8	3,0	6,8	0,0	0,2
Obtaining a certificate of no criminal record	2,2	2,3	1,6	2,2	3,3	0,8
Submitting documents, obtaining extracts from military recruitment office	1,3	2,4	4,2	6,2	7,7	0,2
Obtaining and replacing documents confirming marriage, divorce	1,6	6,6	6,2	0,0	4,4	0,2
Inclusion in the list of participants of hostilities, registration and replacement of the identity card	3,1	0,8	3,1	34,9	8,7	0,6
Inclusion in the list of internally displaced persons	1,0	6,1	11,4	1,6	1,2	1,8
Issues of interaction with judicial authorities	0,6	1,3	1,3	3,0	1,0	0,2
I do not need any electronic service(s) at all	29,0	12,2	8,6	6,1	8,2	47,9
Hard to say / Refuse to answer	4,5	5,0	7,1	1,6	5,0	8,7

* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

Table 2.5.3 (beginning). In what real life situation would you like to have an effective electronic service?

(% among respondents of the corresponding socio-demographic group)

% in the line	Named at least one:	Foreign passport	Medical card	Electronic sick leave certificate	Land	Citizen's passport	Operations with personal vehicle	Pension information	Subsidies	Registration	Identification code	Notary services	Pension certificates	Property transactions	Running a small business (IE)	A new-born baby
Region																
West	74,3	16,2	13,5	14,8	17,0	11,5	12,2	10,2	10,4	6,9	8,0	8,3	3,2	6,6	4,4	6,5
Central	74,2	16,3	16,3	14,6	12,0	9,0	11,6	11,1	9,1	7,7	8,1	6,9	8,3	6,7	6,9	4,1
Southern	74,5	17,2	14,9	14,8	9,4	15,3	8,5	7,2	8,4	9,5	8,1	7,2	8,3	5,8	5,0	6,4
East	73,2	15,3	14,6	16,6	9,8	11,9	9,1	9,7	7,6	8,2	6,7	9,7	9,0	5,4	9,9	4,0
Sex																
Man	73,8	14,2	10,7	13,1	13,5	12,6	17,9	7,4	7,3	6,7	7,0	6,8	5,4	7,4	8,6	3,5
Woman	74,5	18,1	18,5	16,5	11,5	10,8	4,7	11,6	10,5	9,1	8,6	8,4	8,3	5,3	4,1	6,8
Age																
18–29 years old	87,8	27,0	16,1	19,6	10,5	18,5	15,0	2,3	3,5	15,5	13,5	3,2	0,9	9,7	9,7	8,5
30–39 years old	84,9	20,0	17,2	18,7	11,7	17,5	17,4	4,0	6,0	11,3	9,0	7,0	1,7	4,8	11,5	13,0
40–49 years old	83,4	20,4	12,8	18,1	16,4	11,4	11,2	5,7	10,6	9,9	11,3	11,8	4,1	6,9	6,7	4,6
50–59 years old	81,2	12,6	20,0	17,6	18,3	12,9	11,7	24,0	8,9	5,5	7,2	10,1	12,5	8,0	4,5	1,4
60–69 years old	59,0	10,9	13,2	7,9	8,5	5,1	3,5	11,4	12,7	2,4	3,8	9,9	15,7	5,7	1,8	0,7
70+ years old	38,7	3,9	8,9	4,5	7,7	0,9	1,3	12,5	14,2	1,3	0,8	3,6	9,2	2,2	0,2	0,9
Type of settlement																
Village	67,4	14,4	9,9	11,5	18,2	10,5	9,1	10,1	11,3	5,5	6,2	6,3	5,6	6,9	2,3	4,5
Settlement/city of up to 20,000 residents	75,4	16,6	18,5	15,6	12,7	10,1	8,5	14,5	10,9	5,2	6,8	6,6	9,5	5,0	6,0	5,0
City of 20,000–99,000 residents	72,3	16,3	19,5	11,8	7,5	13,0	15,3	11,3	6,1	6,7	7,1	6,9	7,3	5,1	6,7	4,0
City of 100,000+ residents	79,8	17,8	16,7	18,5	9,2	12,5	11,0	7,7	7,7	11,2	9,8	9,4	7,3	6,5	9,2	6,4
Education																
Incomplete secondary and lower	64,6	7,6	14,8	13,1	6,3	11,4	7,7	5,1	12,9	4,3	6,6	2,1	4,5	5,6	0,5	1,6
Full secondary	64,1	13,7	11,4	9,9	11,2	10,7	8,4	8,7	9,6	3,9	5,1	4,7	6,9	6,3	3,4	5,6
Vocational	67,2	15,5	14,0	12,4	14,1	9,7	5,7	11,5	10,8	4,0	5,2	7,1	8,4	4,1	3,8	4,0
Higher	85,1	19,1	17,4	19,4	12,6	13,4	15,5	9,6	7,1	13,2	11,3	10,3	6,3	7,9	9,8	6,5

Table 2.5.3 (continued). In what real life situation would you like to have an effective electronic service?

(% among respondents of the corresponding socio-demographic group)

% in the line	Temporary job loss	Payment of taxes	Election address	Temporary incapacity / permanent disabilities	Parental leave	Certificate of no criminal record	Military recruitment offices	Marriage / divorce	Participants in hostilities	IDPs	Courts	None are needed	Hard to say / Refuse to answer
Region													
West	3,1	6,4	5,3	5,4	5,0	1,2	3,0	2,5	1,9	1,8	1,1	19,1	6,5
Central	5,5	4,3	4,9	3,4	2,9	3,6	2,5	2,7	3,5	1,2	1,6	20,5	5,4
Southern	5,7	5,5	3,7	1,5	1,7	4,9	3,2	1,6	2,7	2,9	1,6	19,9	5,6
East	7,1	3,9	4,3	3,9	1,9	1,5	2,9	5,3	1,3	6,7	1,1	19,5	7,3
Sex													
Man	4,8	5,9	4,7	3,3	1,6	4,3	5,5	2,3	3,7	2,0	1,9	20,2	6,1
Woman	5,4	4,4	4,5	3,7	4,2	2,0	0,6	3,1	1,6	3,0	1,0	19,6	5,9
Age													
18–29 years old	5,4	8,8	7,3	4,1	10,4	3,7	5,2	3,5	3,9	2,3	1,5	9,6	2,6
30–39 years old	5,3	6,8	4,9	3,8	3,8	4,8	6,0	4,6	2,8	3,5	1,7	8,4	6,8
40–49 years old	10,1	7,0	6,1	5,1	2,4	3,3	3,3	4,5	4,5	3,1	2,3	9,8	6,8
50–59 years old	6,1	4,0	3,5	3,8	0,4	3,6	1,0	1,3	1,9	2,5	1,4	15,0	3,9
60–69 years old	2,3	2,6	3,0	3,7	0,9	1,1	0,2	1,2	1,3	1,3	0,9	32,1	8,8
70+ years old	0,0	0,0	2,4	0,1	0,0	0,4	0,0	0,0	0,3	2,1	0,0	54,2	7,1
Type of settlement													
Village	4,7	3,8	2,4	2,9	4,8	2,4	2,7	2,8	2,9	2,4	0,5	25,7	6,9
Settlement/city of up to 20,000 residents	7,8	5,8	4,0	4,9	2,6	2,5	1,8	2,1	2,5	1,8	1,9	19,8	4,9
City of 20,000–99,000 residents	5,1	4,5	3,0	3,0	1,8	2,2	1,5	2,2	2,9	2,9	1,1	20,6	7,0
City of 100,000+ residents	4,7	6,2	7,1	3,9	2,1	3,8	3,7	2,9	2,2	2,8	2,0	14,9	5,3
Education													
Incomplete secondary and lower	2,9	1,2	0,6	4,8	1,8	2,1	0,0	8,1	1,6	1,1	1,1	25,3	10,1
Full secondary	4,3	3,1	3,6	1,7	2,2	3,8	1,6	2,5	1,6	3,6	0,1	27,6	8,3
Vocational	6,4	4,6	1,9	3,8	3,0	2,9	2,1	2,2	3,5	1,3	1,6	26,8	6,0
Higher	4,9	6,9	7,5	4,1	3,7	2,8	4,3	2,6	2,5	3,0	1,9	10,5	4,4

CHAPTER III.

RECEIVING INFORMATION ON USING PUBLIC ELECTRONIC SERVICES OR DIGITAL LITERACY



3.1. Obtaining information on public electronic government services/digital literacy

The majority of respondents – 72% – saw informational materials about public electronic services (in 2021, this value was 55%). Also, 59% read materials about digital literacy. Those who encountered such materials most often mentioned seeing them in advertising in social networks and on radio/TV.

In total, 76% of all respondents saw informational materials about public electronic services or digital literacy during the last year.

Diagram 3.1.1. During the last 12 months, have you come across information materials about the use of public electronic services/digital literacy?
(the respondents could choose several answers)

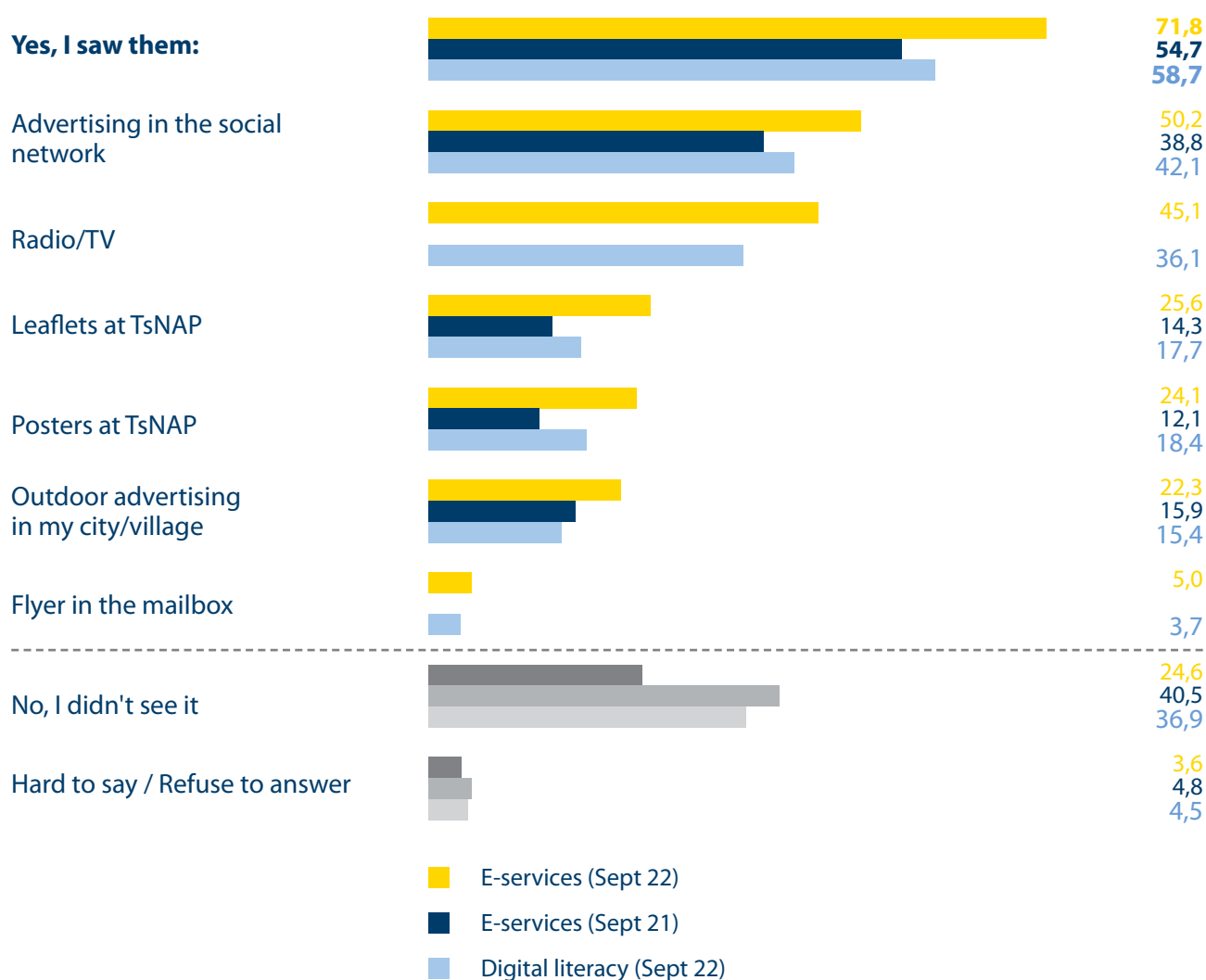


Table 3.1.1 presents data structured by vulnerable groups, and Tables 3.1.2 and 3.1.3, by individual socio-demographic groups.

Table 3.1.1. During the last 12 months, have you come across information materials about the use of public electronic services/digital literacy?

(% among respondents of the corresponding group)

% in a column	A person with disabilities	Raising a child on their own [!]	IDP	War veteran [!]	Parent of a child with disabilities [!]	An elderly person
Public electronic services						
Yes, I saw them:	61,2	80,6	80,1	69,5	79,3	60,1
advertising in the social network	32,1	64,6	59,7	60,8	57,2	28,0
radio/TV	44,0	51,7	40,6	37,8	57,5	46,8
leaflets at TsNAP	18,2	32,8	35,8	28,0	33,5	13,7
posters at TsNAP	18,8	32,8	33,0	28,3	40,0	14,7
outdoor advertising in my city/village	17,4	30,3	26,9	38,1	24,7	20,6
flyer in mailbox	4,3	2,5	3,7	0,0	0,6	4,5
No, I didn't see it	32,9	16,3	17,5	16,0	19,9	32,9
Hard to say / Refuse to answer	6,0	3,2	2,4	14,5	0,8	7,0
Digital literacy						
Yes, I saw them:	49,1	65,0	64,4	57,9	66,1	45,8
advertising in the social network	30,6	45,4	47,3	52,5	49,5	21,6
radio/TV	34,7	37,8	28,9	27,0	44,8	37,5
leaflets at TsNAP	14,3	28,6	24,8	6,3	33,5	10,2
posters at TsNAP	12,2	29,4	26,5	25,9	30,8	11,7
outdoor advertising in my city/village	12,3	23,1	15,9	20,0	18,3	14,6
flyer in mailbox	2,5	1,6	3,3	0,0	0,6	3,3
No, I didn't see it	46,0	32,1	32,8	24,6	31,6	47,7
Hard to say / Refuse to answer	4,9	2,9	2,8	17,6	2,3	6,5

* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

Table 3.1.2. During the last 12 months, have you come across information materials about the use of public electronic services?

(% among respondents of the corresponding socio-demographic group)

% in the line	Yes, I saw them:	Advertising in the social network	Radio/TV	Leaflets at TsNAP	Posters at TsNAP	Outdoor advertising in my city/village	Flyer in mailbox	No, I didn't see it	Hard to say / Refuse to answer
Region									
West	74,9	55,7	51,5	30,0	28,0	28,7	5,3	21,5	3,5
Central	72,5	49,8	46,5	22,5	21,2	19,7	6,4	23,5	4,0
Southern	68,8	46,9	41,2	23,6	22,8	22,2	3,5	28,7	2,5
East	69,1	46,0	35,9	28,5	25,9	16,3	3,9	26,4	4,5
Sex									
Man	71,8	50,3	44,1	25,0	24,4	24,9	5,5	23,8	4,5
Woman	71,9	50,1	45,9	26,1	23,8	20,1	4,6	25,3	2,8
Age									
18–29 years old	76,9	58,0	35,3	29,1	25,6	27,1	3,8	20,5	2,6
30–39 years old	75,4	57,1	47,1	30,3	27,9	24,5	5,3	23,5	1,1
40–49 years old	73,3	57,3	43,1	30,6	25,0	17,5	4,5	22,9	3,8
50–59 years old	76,5	56,2	49,3	28,9	29,4	22,4	6,8	20,4	3,1
60–69 years old	66,8	44,4	47,9	20,2	20,7	23,4	4,9	28,5	4,7
70+ years old	58,5	20,4	47,9	10,1	12,6	18,1	4,7	34,1	7,5
Type of settlement									
Village	70,9	53,2	49,3	27,4	25,5	20,0	4,2	25,0	4,1
Settlement/city of up to 20,000 residents	75,6	47,4	49,6	24,5	22,6	17,4	4,2	19,2	5,2
City of 20,000-99,000 residents	71,8	48,9	39,1	26,3	24,8	17,1	5,6	25,9	2,3
City of 100,000+ residents	71,6	48,8	42,4	24,2	23,2	27,0	5,8	25,4	3,1
Education									
Incomplete secondary and lower	59,6	30,5	42,3	19,9	12,8	15,0	6,3	38,3	2,1
Full secondary	65,6	40,6	42,9	22,1	22,7	20,2	5,1	30,4	4,1
Vocational	68,6	45,5	46,1	21,8	20,9	19,9	4,2	27,7	3,6
Higher	78,7	60,5	46,0	30,7	28,4	25,9	5,4	17,8	3,4

Table 3.1.3. During the last 12 months, have you come across information materials about digital literacy?

(% among respondents of the corresponding socio-demographic group)

% in the line	Yes, I saw them:	Advertising in the social network	Radio/TV	Leaflets at TsNAP	Posters at TsNAP	Outdoor advertising in my city/village	Flyer in mailbox	No, I didn't see it	Hard to say / Refuse to answer
Region									
West	65,0	48,9	42,0	20,0	21,8	19,1	3,3	31,1	4,0
Central	57,2	41,4	37,3	15,6	16,0	14,4	5,3	38,7	4,1
Southern	56,8	38,8	31,9	17,1	18,1	15,1	2,4	38,4	4,8
East	53,3	36,4	29,1	19,2	18,3	10,9	2,3	41,1	5,6
Sex									
Man	59,2	42,1	36,4	18,1	19,6	15,8	4,1	35,1	5,8
Woman	58,3	42,2	35,9	17,3	17,3	15,1	3,3	38,4	3,4
Age									
18–29 years old	64,3	52,6	27,9	20,7	20,2	16,6	2,8	32,4	3,3
30–39 years old	61,7	46,8	35,0	19,6	21,9	17,7	3,9	35,2	3,1
40–49 years old	59,6	48,7	33,2	18,0	18,5	10,1	2,4	35,6	4,9
50–59 years old	65,8	48,1	44,9	23,2	22,6	17,9	5,0	29,6	4,6
60–69 years old	54,7	34,2	40,8	14,3	15,1	16,3	4,5	41,2	4,1
70+ years old	42,2	16,1	35,0	7,9	9,1	13,2	3,3	50,1	7,6
Type of settlement									
Village	59,1	44,8	40,7	20,4	22,0	15,5	3,7	35,9	5,0
Settlement/city of up to 20,000 residents	58,9	41,2	37,5	15,4	14,4	11,8	2,9	36,3	4,8
City of 20,000-99,000 residents	55,3	36,3	31,1	15,7	17,1	12,7	2,9	41,7	3,0
City of 100,000+ residents	59,3	42,0	33,6	16,7	16,9	17,1	4,1	36,4	4,4
Education									
Incomplete secondary and lower	39,8	27,6	25,8	13,5	11,2	8,9	3,3	59,1	1,1
Full secondary	50,6	31,3	33,5	14,8	16,0	14,6	5,1	44,3	5,1
Vocational	55,3	37,5	37,9	15,7	17,5	12,9	2,5	40,5	4,2
Higher	67,3	52,4	37,6	20,9	21,0	18,2	3,8	28,0	4,7

3.2. Encouraging the use of public electronic services/improving digital literacy

Information materials about public electronic services/digital literacy encouraged 54% of those who saw them to take appropriate actions. Information prompted 44% of such respondents to use public electronic services, and 35%, to increase digital literacy.

Diagram 3.2.1. Did the informational materials you came across encourage you to use public electronic services or improve your digital literacy? (% among those who received materials on public electronic services/digital literacy in the last year)



Table 3.2.1 presents data structured by vulnerable groups, and Table 3.2.2, by individual socio-demographic groups.

Informational materials have a greater motivation effect on younger and more educated people (the intersection of these groups should be taken into account). Notably, the percentage of those who were motivated by the materials decreases from 74% among 18 29-year-olds to 20% among people aged 70+. As for education levels, 70.5% respondents with higher education reported being encouraged, and so did only 20% respondents with incomplete secondary and lower education.

Table 3.2.1. Did the informational materials you came across encourage you to use public electronic services or improve your digital literacy? (% among respondents of the corresponding group who saw materials about public electronic services/digital literacy in the last year)

100% in a column	A person with disabilities	Raising a child on their own [!]	IDP	War veteran [!]	Parent of a child with disabilities [!]	An elderly person
Yes, I started using electronic services	10,6	20,0	19,1	12,0	13,0	6,7
Yes, I have increased my level of digital literacy	9,4	8,3	9,7	9,4	9,8	2,1
Yes, I started using electronic services and increased my level of digital literacy	18,6	21,1	33,8	48,1	39,4	12,0
No, I neither started using public electronic services nor increased my digital literacy	57,2	50,1	33,8	30,5	37,8	75,9
Hard to say / Refuse to answer	4,2	0,5	3,5	0,0	0,0	3,4

* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

Table 3.2.2. Did the informational materials you came across encourage you to use public electronic services or improve your digital literacy? (% among respondents of the corresponding socio-demographic group who saw materials about public electronic services/digital literacy in the last year)

% in the line	Yes, services	Yes, digital literacy	Yes, both	Neither	Hard to say / Refuse to answer
Region					
West	17,7	9,3	26,8	42,4	3,8
Central	20,7	8,6	24,0	42,8	3,9
Southern	19,0	12,1	23,5	43,1	2,4
East	17,4	9,2	28,2	41,1	4,1
Sex					
Man	19,7	11,0	25,5	40,6	3,2
Woman	18,4	8,6	25,0	44,1	3,9
Age					
18–29 years old	30,7	15,6	27,4	22,7	3,5
30–39 years old	21,1	12,5	29,2	34,6	2,6
40–49 years old	18,4	7,6	36,1	33,5	4,4
50–59 years old	19,0	11,6	23,5	41,6	4,3

% in the line	Yes, services	Yes, digital literacy	Yes, both	Neither	Hard to say / Refuse to answer
60–69 years old	11,2	4,3	16,1	65,2	3,2
70+ years old	7,5	1,9	10,3	76,7	3,6
Type of settlement					
Village	18,0	5,7	25,0	48,8	2,5
Settlement/city of up to 20,000 residents	15,0	10,4	26,9	46,2	1,4
City of 20,000-99,000 residents	17,9	9,3	22,7	44,3	5,8
City of 100,000+ residents	21,3	12,8	25,7	35,9	4,4
Education					
Incomplete secondary and lower	3,3	7,1	10,6	74,1	4,9
Full secondary	14,2	5,1	15,9	62,0	2,8
Vocational	16,0	5,2	22,1	54,0	2,7
Higher	24,1	14,3	32,1	25,3	4,2

Among those who reported not being motivated to take action by the informational materials, the vast majority explain it by having no need for such activity (61%). This is followed by the lack of time as a reason (30%). Other reasons were mentioned less often.

Diagram 3.2.2. Why you haven't started using public e-services or started improving your digital literacy? (% among those who were not motivated by the materials, the respondents could choose up to 3 answers)

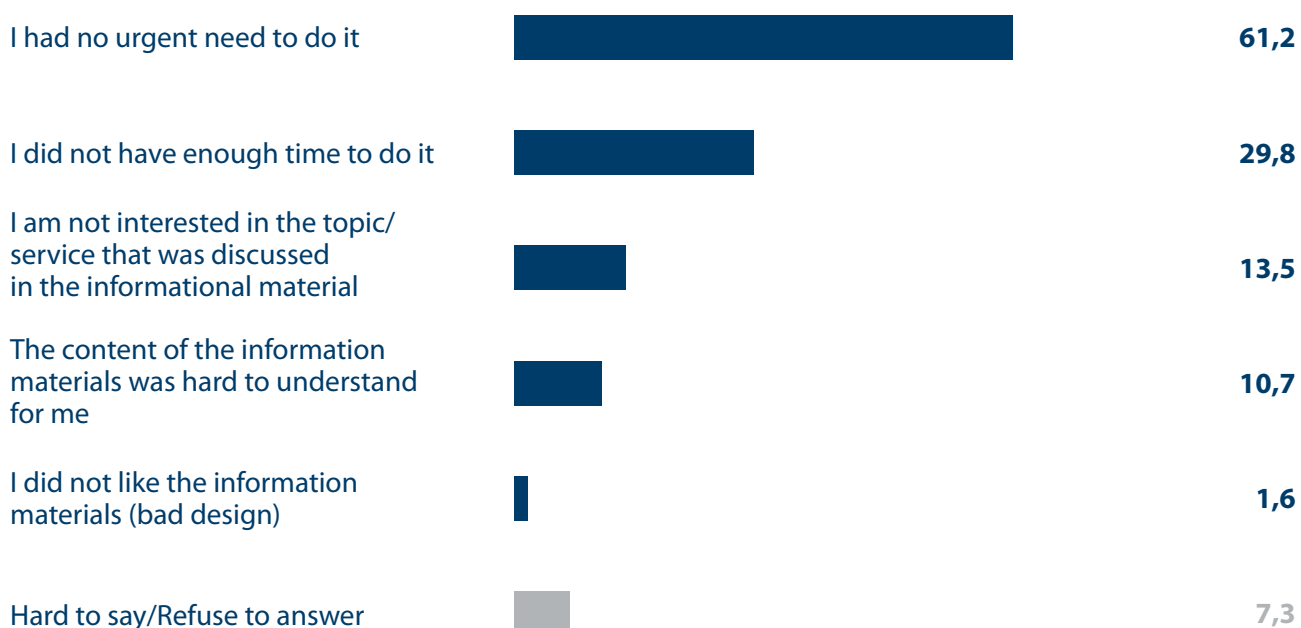


Table 3.2.3 presents data structured by vulnerable groups, and Table 3.2.4, by individual socio-demographic groups.

Table 3.2.3. PWhy haven't you started using public e-services or started improving your digital literacy? (% among respondents of the corresponding group who were not motivated by the materials)

100% in a column	A person with disabilities	Raising children on their own [!]	IDP	War veteran [!]	Parent of a child with disabilities [!]	An elderly person
I had no urgent need to do it	56,7	50,8	63,9	82,9	81,0	53,7
I did not have enough time to do it	17,2	50,1	37,2	17,1	22,9	19,6
I am not interested in the topic/ service that was discussed in the informational material	13,0	14,9	5,5	13,2	7,1	17,1
The content of the information materials was hard to understand for me	18,7	7,5	9,5	0,0	5,8	14,5
I did not like the information materials (bad design)	0,5	7,0	0,4	0,0	0,0	0,8
Hard to say / Refuse to answer	10,7	1,7	8,4	0,0	4,4	12,5

* The symbol "!" marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

Table 3.2.4. PWhy haven't you started using public e-services or started improving your digital literacy? (% among respondents of the relevant socio-demographic group who were not motivated by the materials)

% in the line	Had no need	Had no time	Not interesting topic	Unclear content	I did not like the materials	Hard to say / Refuse to answer
Region						
West	66,4	24,9	11,6	8,9	2,9	10,8
Central	66,3	30,1	12,2	10,3	1,0	5,3
Southern	50,9	24,1	21,1	11,8	1,7	6,2
East	54,2	51,6	7,2	13,5	0,5	7,0
Sex						
Man	60,5	27,5	13,4	11,2	3,2	7,2
Woman	61,6	31,6	13,6	10,2	0,4	7,3
Age						
18–29 years old	71,4	32,3	12,3	4,4	1,7	0,0
30–39 years old	60,1	40,8	12,8	7,4	5,0	4,0
40–49 years old	59,9	38,1	13,7	9,8	0,0	6,6

% in the line	Had no need	Had no time	Not interesting topic	Unclear content	I did not like the materials	Hard to say / Refuse to answer
50–59 years old	70,7	30,1	7,7	10,4	1,9	4,9
60–69 years old	59,3	26,6	13,0	13,1	0,3	8,3
70+ years old	51,7	16,0	20,5	14,8	1,0	15,3
Type of settlement						
Village	61,6	28,4	15,2	6,2	2,5	8,6
Settlement/city of up to 20,000 residents	63,5	37,3	9,3	13,6	0,0	2,4
City of 20,000-99,000 residents	60,6	28,2	16,2	18,5	1,2	6,8
City of 100,000+ residents	60,1	29,3	12,2	11,5	1,4	7,8
Education						
Incomplete secondary and lower	55,9	42,7	19,9	13,7	0,0	7,4
Full secondary	61,9	28,6	13,4	11,7	2,5	7,3
Vocational	58,9	28,7	12,9	10,4	1,9	8,2
Higher	64,6	29,2	12,7	9,2	0,8	6,2

* The symbol “!” marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

ANNEX A.

SOCIAL-DEMOGRAPHIC PROFILE OF RESPONDENTS OF THE GENERAL SAMPLE AND OF CERTAIN GROUPS

Table A1. Socio-demographic profile of respondents of the general sample and respondents of the macro-regions

100% in the column	Ukraine as a whole	West	Centre	South	East
Number of respondents	2002	381	806	529	286
Maximum error	2,4	5,5	3,8	4,7	6,4
Region					
West	27,2	–	–	–	–
Central	34,8	–	–	–	–
Southern	24,7	–	–	–	–
East	13,4	–	–	–	–
Sex					
Man	45,3	46,2	44,9	45,0	45,1
Woman	54,7	53,8	55,1	55,0	54,9
Age					
18–29 years old	15,7	18,4	15,5	15,3	11,7
30–39 years old	20,6	20,5	20,1	20,4	22,6
40–49 years old	17,8	17,9	18,1	18,0	16,5
50–59 years old	16,8	16,6	16,6	16,7	18,0
60–69 years old	15,3	14,5	15,4	15,7	16,2
70+ years old	13,7	12,2	14,2	13,9	15,0
Type of settlement					
Village	33,8	51,0	31,9	25,8	18,7
Settlement/city of up to 20,000 residents	11,3	10,3	12,0	8,1	17,3
City of 20,000-99,000 residents	12,8	12,3	12,5	8,4	22,6
City of 100,000+ residents	42,1	26,4	43,6	57,7	41,4
Education					
Incomplete secondary and lower	5,1	2,7	5,8	7,2	4,1
Full secondary	21,3	24,9	19,0	22,2	18,4
Vocational	29,8	26,3	28,9	33,4	32,4
Higher	43,7	46,0	45,9	37,3	44,8
Hard to say / Refuse to answer	0,2	0,0	0,4	0,0	0,3

Table A2. Socio-demographic profile of respondents by (non)use of public electronic services, belonging to vulnerable groups, use of the Internet

100% in the column	Electronic services		Vulnerable groups				Internet use				
	Users	Non-users	A person with disabilities	Raising a child on their own ¹	IDP	War veteran ¹	Parent of a child with disabilities ¹	An elderly person	3+ hours daily	2-3 hours a week or less	Don't use it
Number of respondents	1318	684	213	138	306	29	49	392	1516	243	231
Maximum error	3,0	4,1	7,4	9,2	6,2	20,0	15,4	5,4	2,8	6,9	7,1
Region											
West	24,8	31,3	25,7	21,3	6,9	32,7	31,8	24,2	26,3	33,0	25,9
Central	34,2	35,8	38,9	40,4	17,3	34,9	44,1	34,9	34,6	31,3	38,1
Southern	26,5	21,5	18,4	29,7	29,8	17,7	13,0	26,0	25,4	22,6	23,6
East	14,6	11,4	17,0	8,6	46,0	14,7	11,0	14,9	13,8	13,0	12,5
Sex											
Man	45,0	45,9	53,0	25,1	38,4	97,5	52,9	34,1	46,7	46,3	38,2
Woman	55,0	54,1	47,0	74,9	61,6	2,5	47,1	65,9	53,3	53,7	61,8
Age											
18–29 years old	20,5	7,5	3,7	13,2	17,8	13,0	5,8	0,0	21,3	3,0	0,3
30–39 years old	24,5	14,0	10,6	42,3	30,4	27,4	27,6	0,0	25,3	13,0	4,2
40–49 years old	19,8	14,4	11,7	26,0	20,9	26,8	32,7	0,0	21,4	16,8	1,5
50–59 years old	17,2	16,2	25,5	8,7	12,9	25,4	22,9	0,0	16,4	25,1	11,0
60–69 years old	12,0	21,1	27,3	5,8	13,0	5,4	8,9	32,8	11,4	24,9	26,8
70+ years old	6,1	26,8	21,2	4,0	5,0	2,0	2,1	67,2	4,2	17,3	56,3
Type of settlement											
Village	30,1	40,3	32,2	31,5	23,3	49,0	39,6	35,1	28,9	42,5	48,9
Settlement/city of up to 20,000 residents	10,7	12,4	13,6	16,6	16,1	7,1	25,3	9,6	11,5	11,5	10,6
City of 20,000-99,000 residents	12,9	12,5	14,5	10,7	15,0	12,0	8,9	14,7	13,0	8,4	16,3
City of 100,000+ residents	46,3	34,8	39,7	41,2	45,7	31,9	26,2	40,6	46,6	37,6	24,2
Education											
Incomplete secondary and lower	3,6	7,6	4,6	9,6	5,3	0,0	3,3	2,9	4,4	6,3	7,3
Full secondary	16,1	30,4	26,2	30,9	20,2	25,2	28,5	24,2	16,8	27,2	38,5
Vocational	26,4	35,6	34,7	22,2	30,4	19,0	33,0	41,6	25,7	42,2	38,1
Higher	53,8	26,0	33,3	37,3	44,1	55,8	35,2	30,9	53,0	24,3	15,3
Hard to say / Refuse to answer	0,1	0,4	1,2	0,0	0,0	0,0	0,0	0,4	0,1	0,0	0,7

* The symbol “!” marks socio-demographic groups which the number of respondents belonging to is insufficient for statistically reliable calculations, so the data for them is indicative.

Table A3. Socio-demographic profile of respondents by sex, age and type of settlement

100% in the column	Sex		Age						Type of settlement			
	Man	Woman	18–29 years old	30–39 years old	40–49 years old	50–59 years old	60–69 years old	70+ years old	Village	City up to 20K residents	City of 20–99K residents	City of 100K+ residents
Number of respondents	891	1111	292	388	356	355	386	225	368	273	316	1045
Maximum error	3,6	3,2	6,3	5,5	5,7	5,7	5,5	7,2	5,6	6,5	6,1	3,3
Region												
West	27,7	26,7	31,7	27,0	27,2	26,8	25,7	24,3	41,0	24,8	26,1	17,0
Central	34,4	35,0	34,3	33,9	35,4	34,4	34,9	36,0	32,8	36,9	34,0	36,0
Southern	24,5	24,8	24,0	24,4	25,0	24,5	25,3	25,0	18,8	17,8	16,2	33,8
East	13,4	13,4	10,0	14,7	12,4	14,4	14,2	14,7	7,4	20,5	23,7	13,2
Sex												
Man	–	–	51,3	50,6	48,0	46,3	40,5	31,0	46,6	43,3	44,6	45,0
Woman	–	–	48,7	49,4	52,0	53,7	59,5	69,0	53,4	56,7	55,4	55,0
Age												
18–29 years old	17,8	14,0	–	–	–	–	–	–	16,7	11,5	12,9	16,9
30–39 years old	23,1	18,6	–	–	–	–	–	–	19,4	21,2	18,3	22,1
40–49 years old	18,9	16,9	–	–	–	–	–	–	16,4	20,9	18,9	17,8
50–59 years old	17,2	16,5	–	–	–	–	–	–	17,6	18,3	17,8	15,4
60–69 years old	13,7	16,7	–	–	–	–	–	–	14,7	19,6	18,4	13,8
70+ years old	9,4	17,3	–	–	–	–	–	–	15,2	8,6	13,7	13,9
Type of settlement												
Village	34,8	33,0	35,9	31,9	31,1	35,5	32,4	37,5	–	–	–	–
Settlement/city of up to 20,000 residents	10,8	11,7	8,3	11,6	13,2	12,3	14,4	7,1	–	–	–	–
City of 20,000–99,000 residents	12,6	12,9	10,5	11,3	13,5	13,5	15,3	12,7	–	–	–	–
City of 100,000+ residents	41,9	42,3	45,4	45,2	42,2	38,7	37,9	42,7	–	–	–	–
Education												
Incomplete secondary and lower	5,5	4,7	2,6	5,9	10,3	4,0	3,6	3,0	9,5	5,2	2,5	2,3
Full secondary	23,6	19,4	20,2	22,9	18,8	17,0	23,9	25,9	25,9	24,3	22,7	16,4
Vocational	26,6	32,4	23,9	18,0	25,1	35,8	39,3	42,3	33,8	36,3	29,3	24,9
Higher	44,1	43,3	53,3	53,2	45,7	43,2	32,4	28,7	30,5	34,0	44,9	56,4
Hard to say / Refuse to answer	0,2	0,2	0,0	0,0	0,0	0,2	0,9	0,1	0,3	0,1	0,6	0,0

Table A4. Socio-demographic profile of respondents by education

100% in each column	Education			
	Incomplete secondary and lower	Full secondary	Vocational	Higher
Number of respondents	85	382	582	948
Maximum error	11,7	5,5	4,5	3,5
Region				
West	14,4	31,8	24,0	28,6
Central	39,8	31,0	33,8	36,5
Southern	34,8	25,6	27,7	21,1
East	10,9	11,6	14,6	13,8
Sex				
Man	49,0	50,3	40,5	45,8
Woman	51,0	49,7	59,5	54,2
Age				
18–29 years old	8,1	14,9	12,7	19,2
30–39 years old	23,9	22,2	12,5	25,2
40–49 years old	36,2	15,7	15,0	18,7
50–59 years old	13,1	13,4	20,2	16,6
60–69 years old	10,8	17,2	20,2	11,4
70+ years old	8,0	16,6	19,4	9,0
Type of settlement				
Village	63,3	41,1	38,4	23,6
Settlement/city of up to 20,000 residents	11,6	12,9	13,8	8,8
City of 20,000-99,000 residents	6,3	13,6	12,6	13,1
City of 100,000+ residents	18,7	32,4	35,3	54,5
Education				
Incomplete secondary and lower	–	–	–	–
Full secondary	–	–	–	–
Vocational	–	–	–	–
Higher	–	–	–	–

