



DATA

INTELLIGENCE

Leo Burnett Analysis

Romanians' attitude towards the Russia-Ukraine conflict

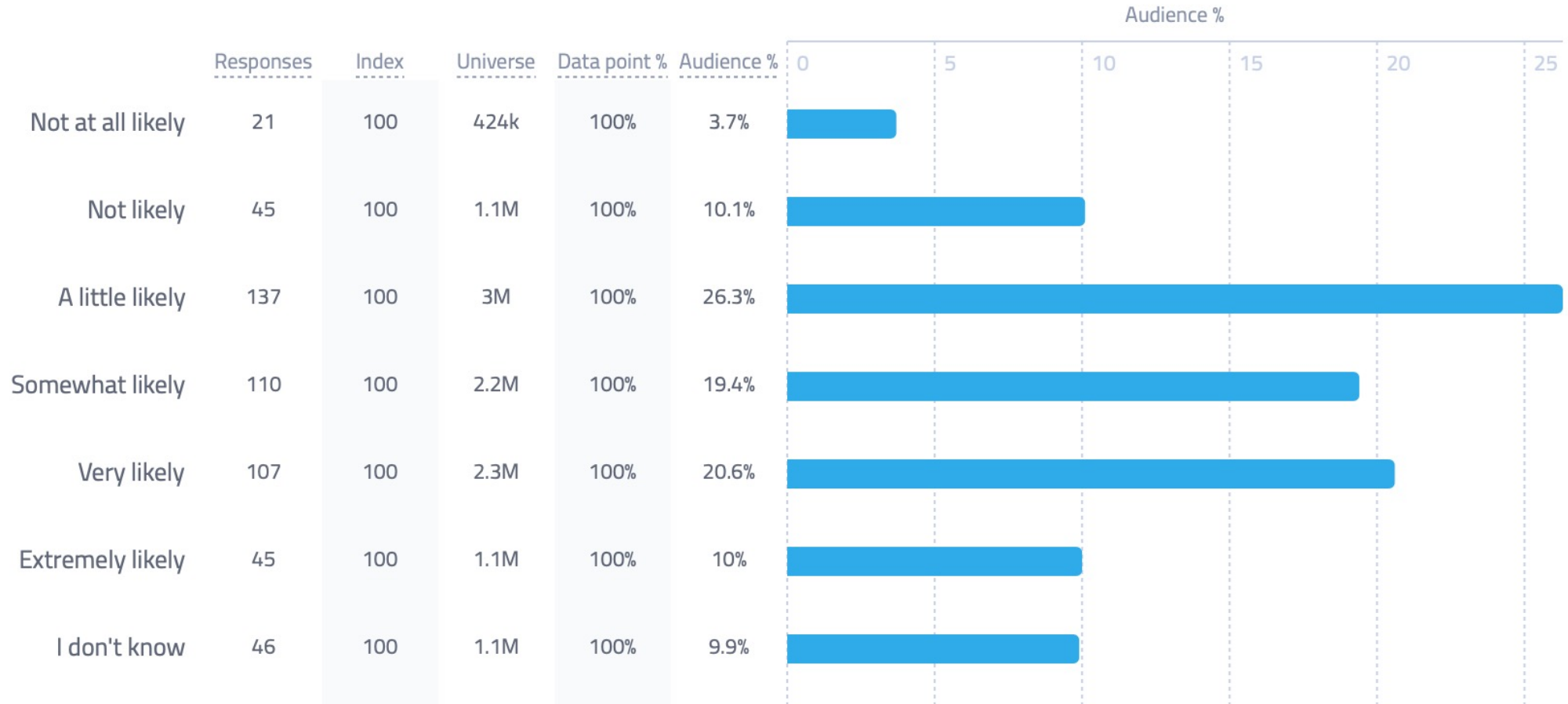


1. Views on current conflict

Likelihood of Global Conflict

How likely do you think these things are to happen?

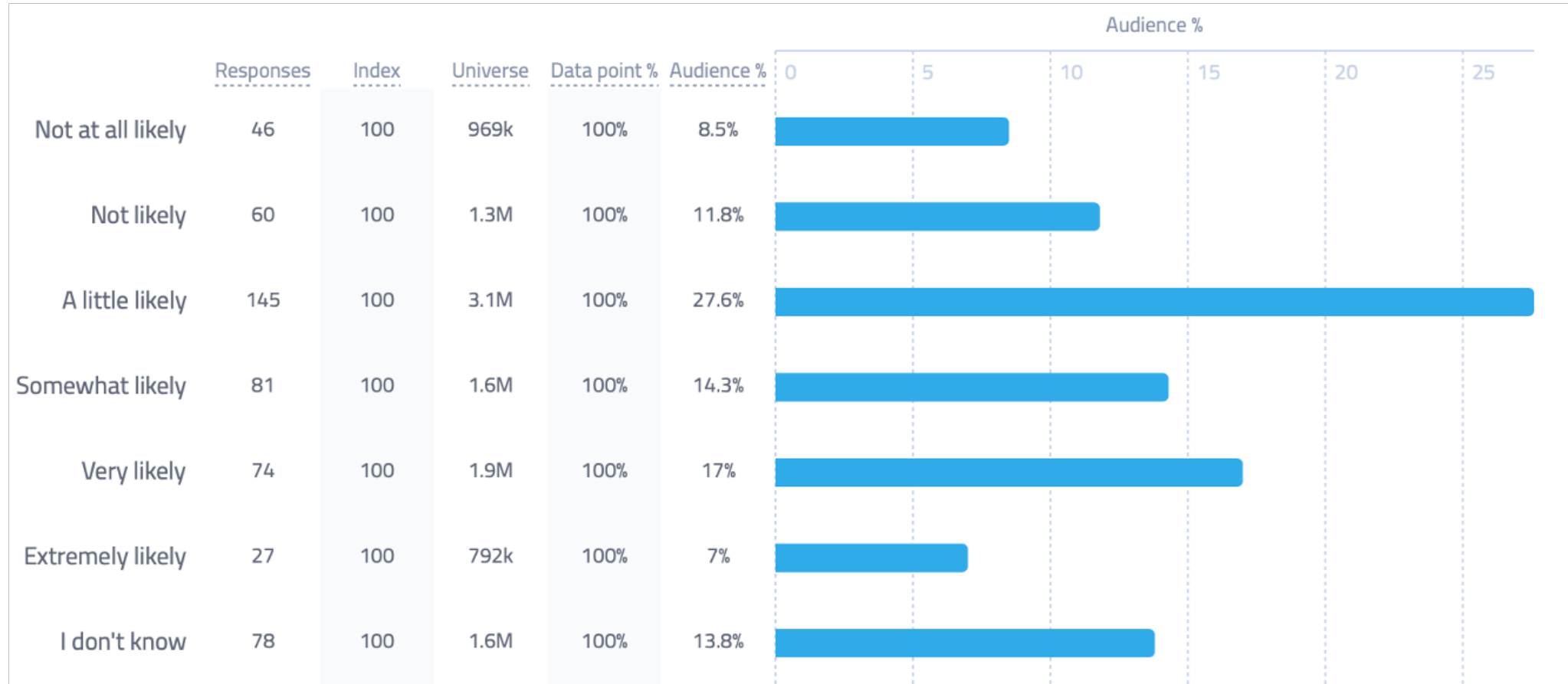
- The current conflict escalating to a wider conflict involving more countries



Likelihood of Nuclear Weapon Usage

How likely do you think these things are to happen?

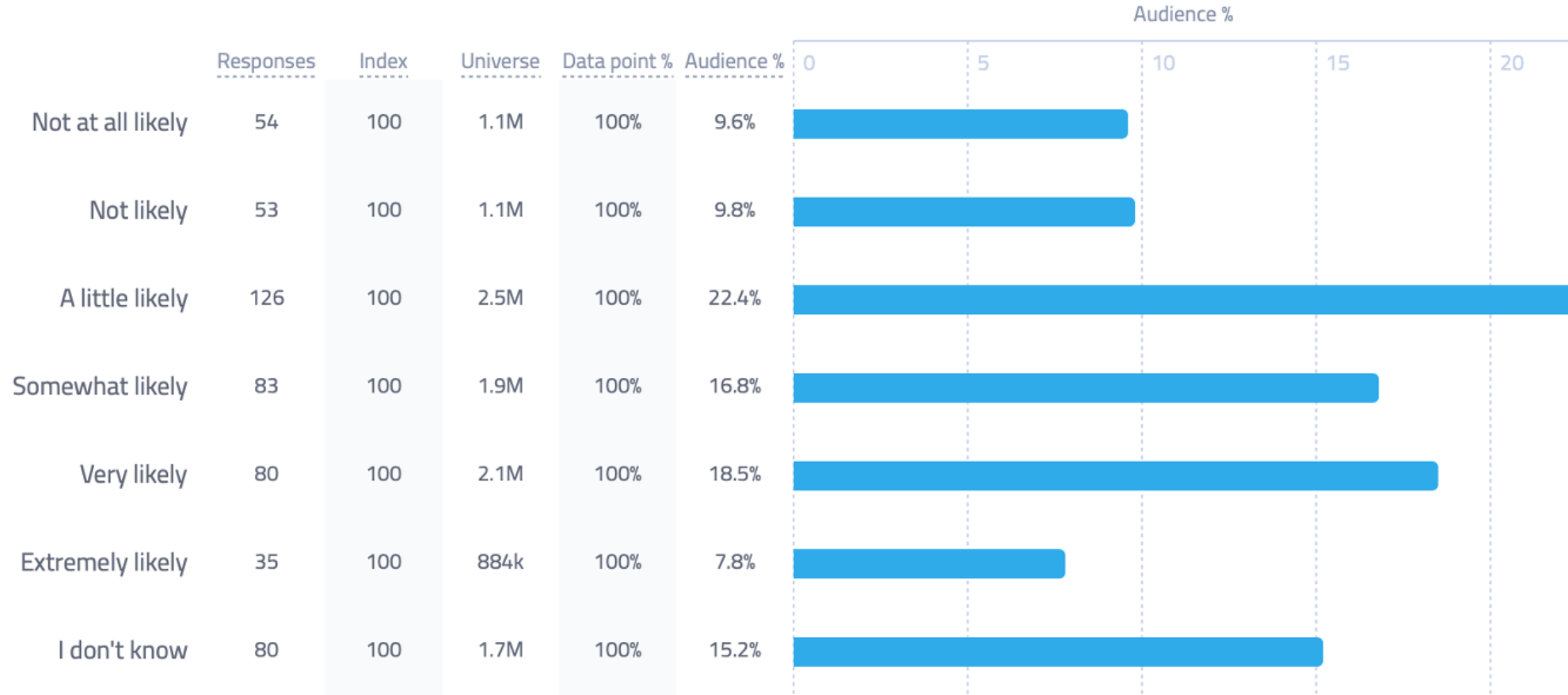
- Nuclear weapons being used in the future



Likelihood of Own Country Involvement

How likely do you think these things are to happen?

- Forces from your country becoming directly involved in fighting



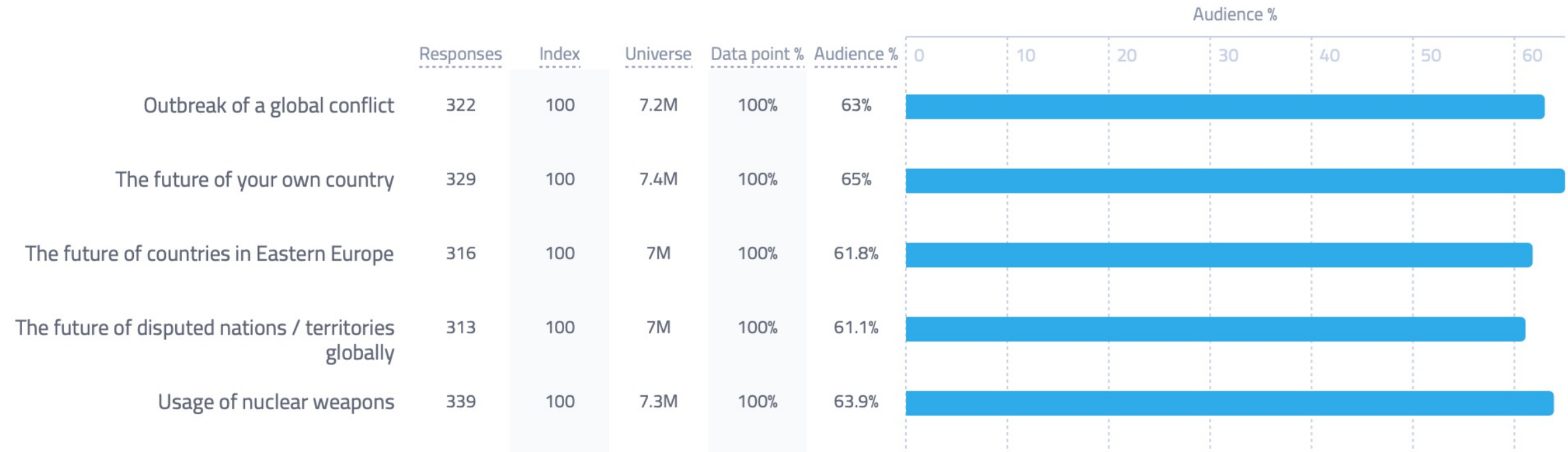


2. Concerns and worries

Levels of Worry

How has the current conflict between Ukraine and Russia made you feel about the following things?

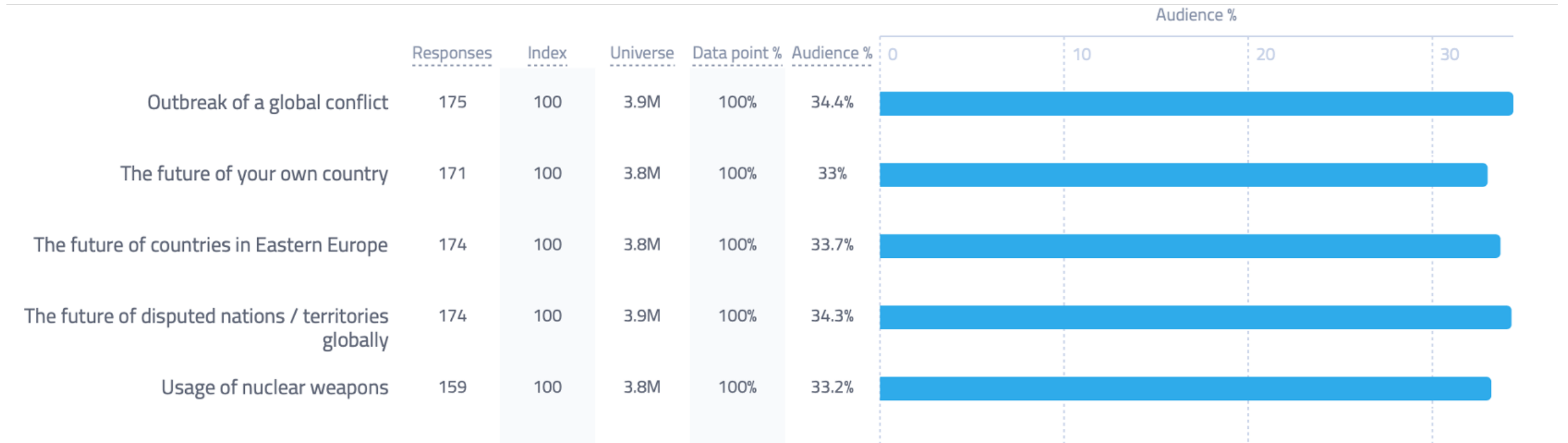
Very worried or extremely worried about:



Levels of Worry

How has the current conflict between Ukraine and Russia made you feel about the following things?

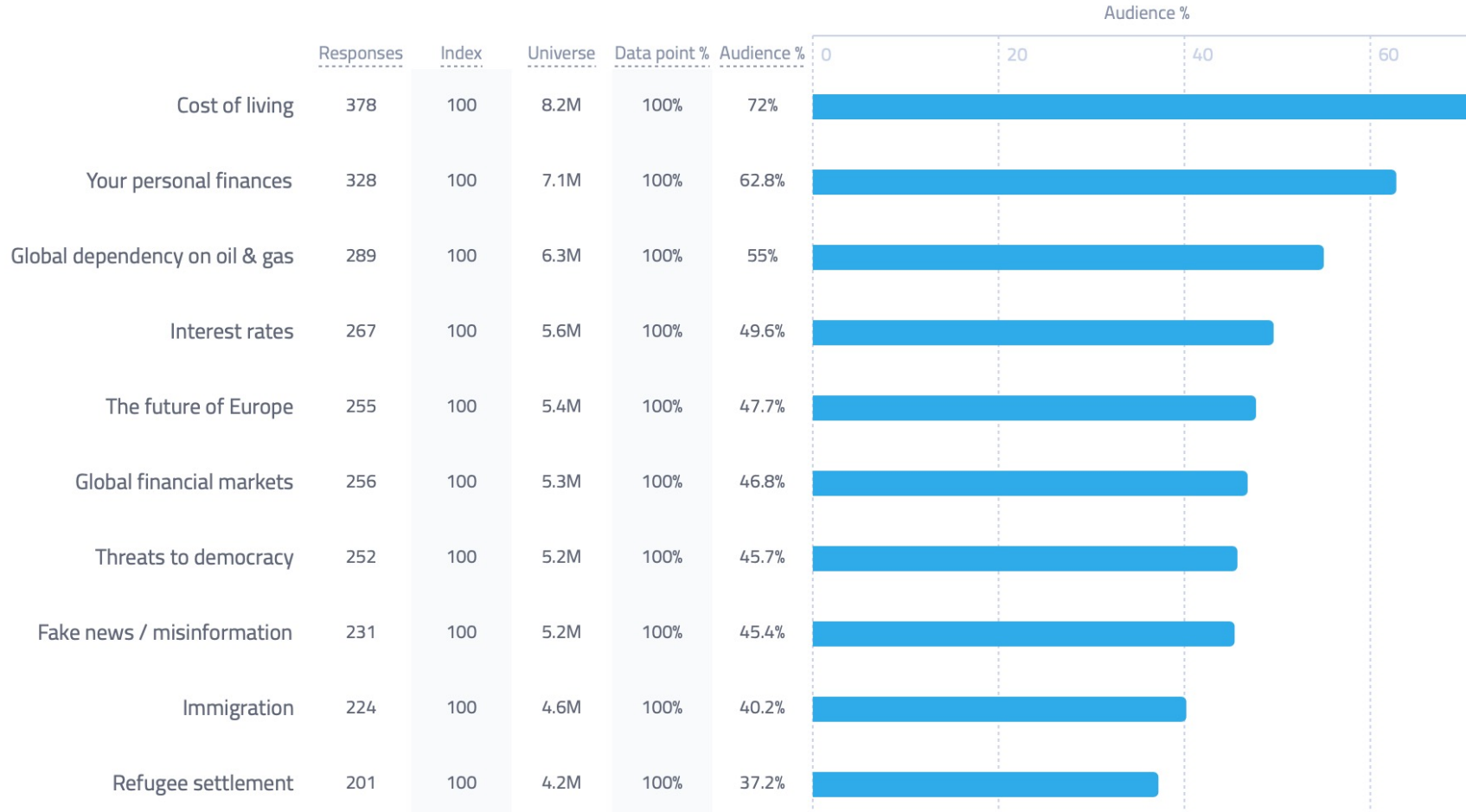
Not worried or a little worried about:



Changes in Levels of Worry

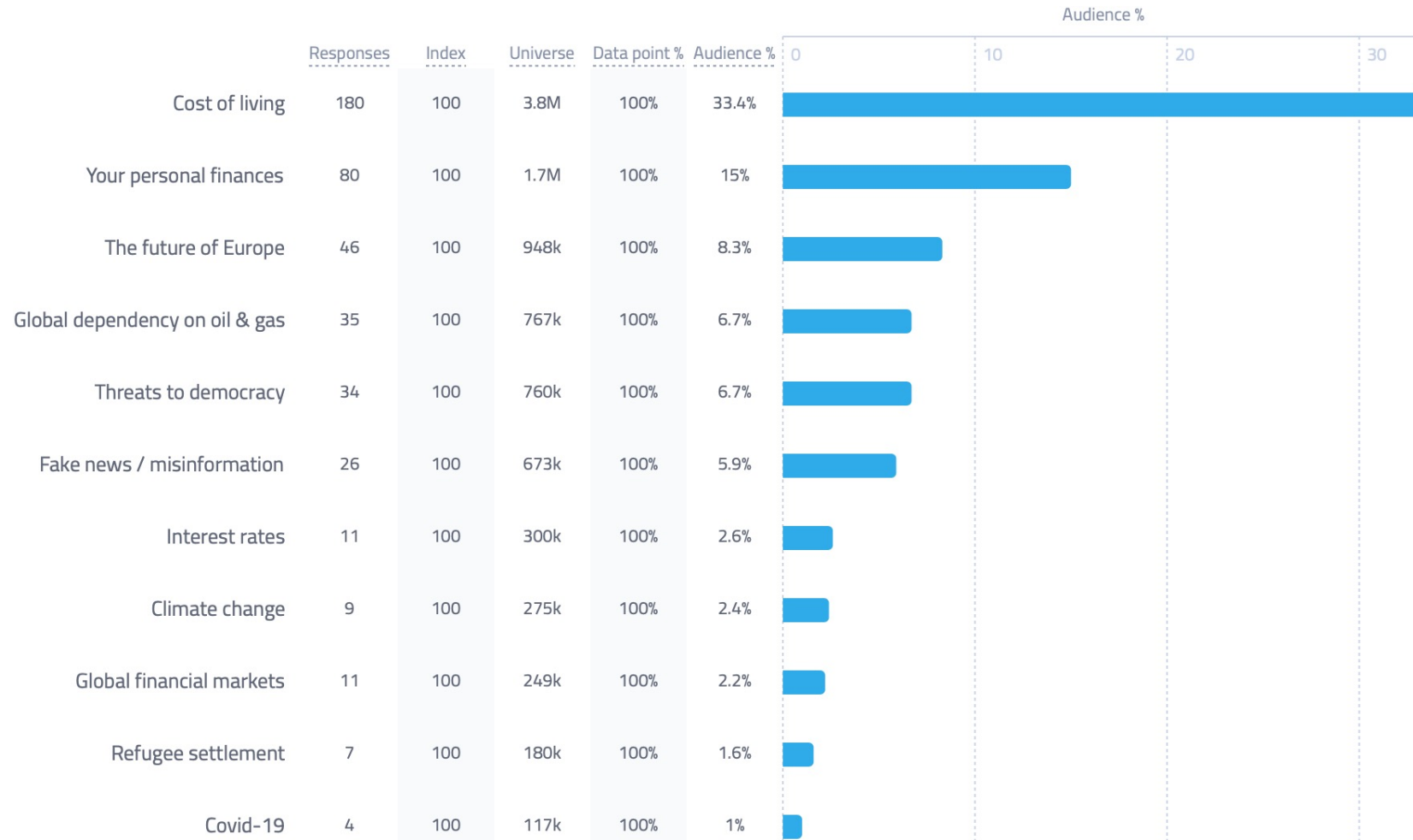
Has the current conflict made you more or less worried about the following?

More worried about:



Biggest Increase Worry

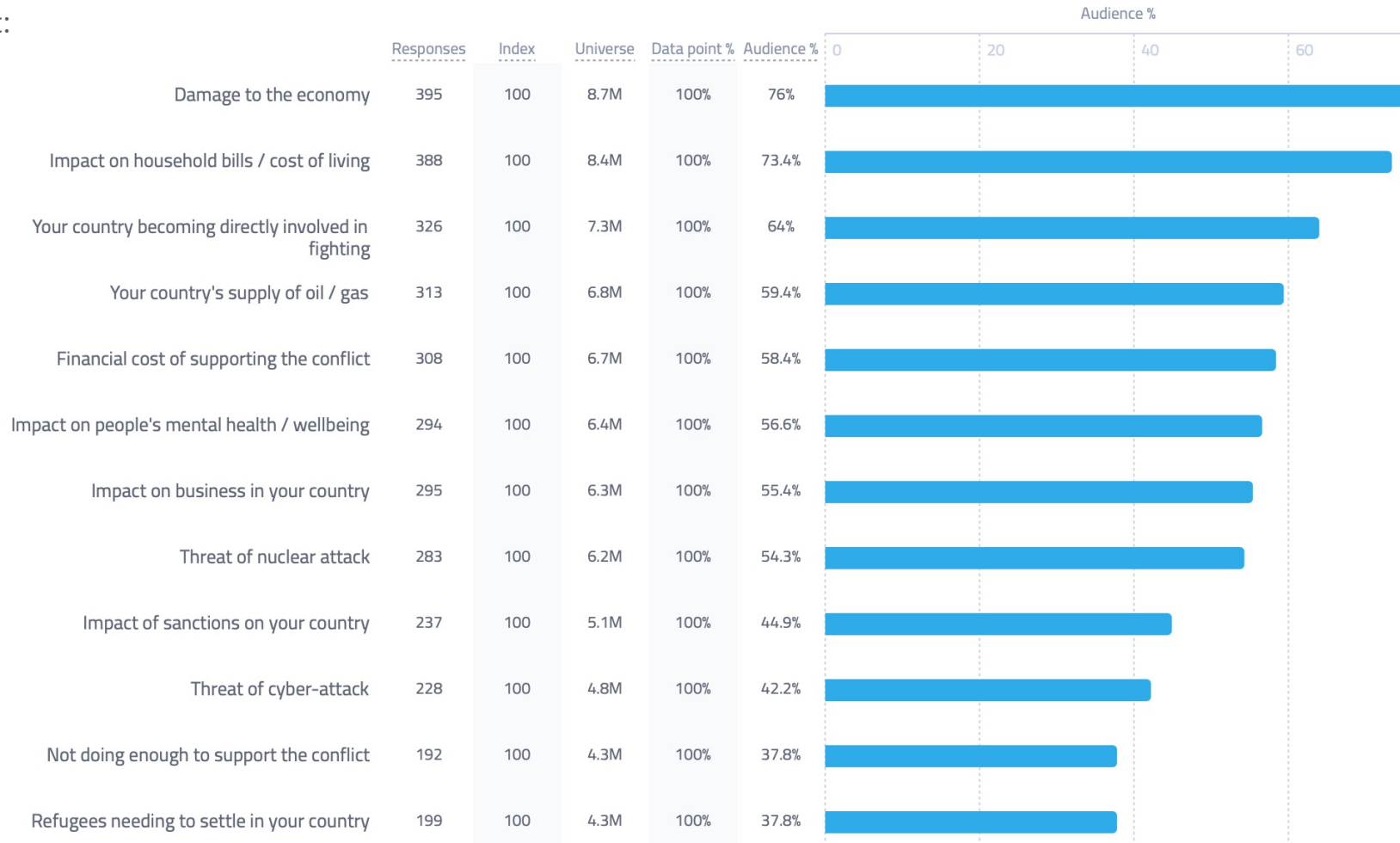
For which of these things have your levels of worry increased the most?



Concerns for Own Country

Thinking about your own country, how concerned are you about these things as a result of the conflict?

Very concerned about:



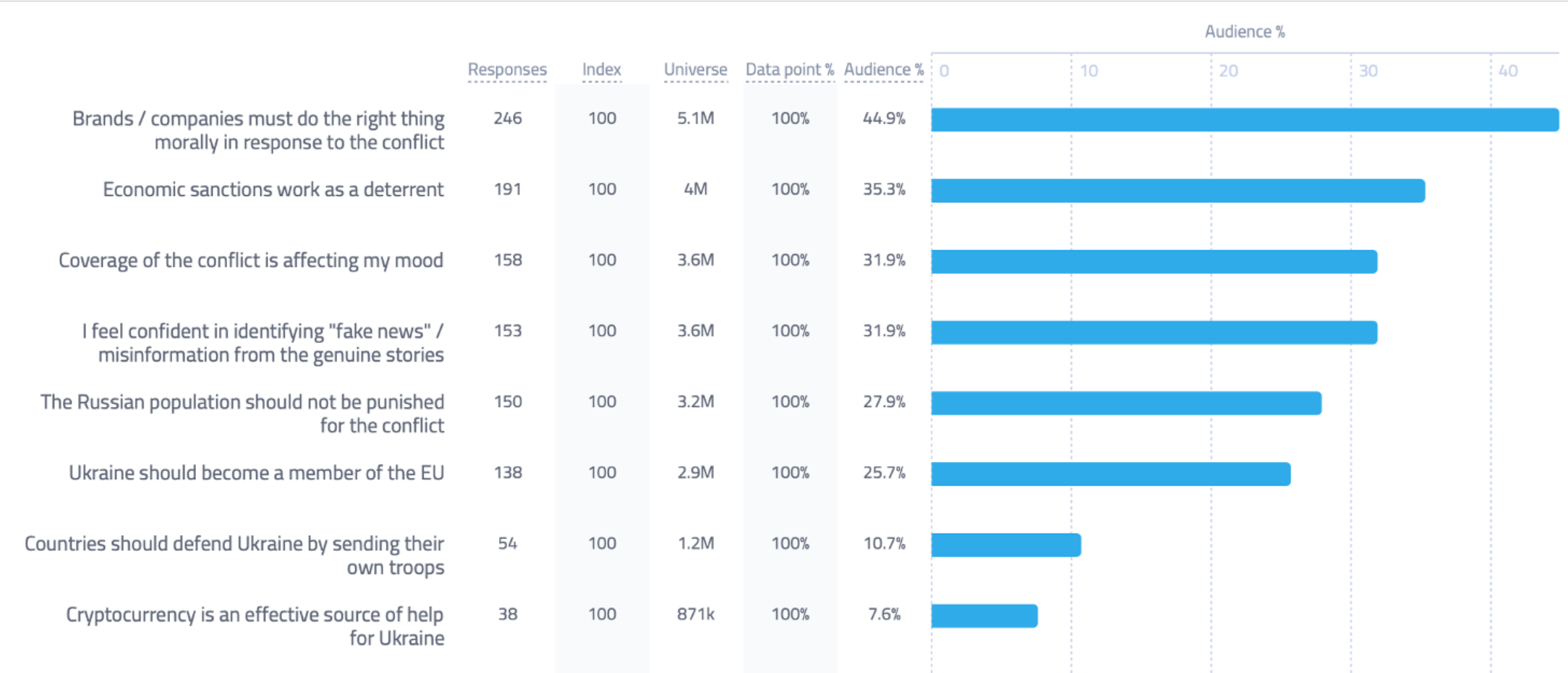


3. Opinions

Attitudes on the Conflict

To what extent do you agree or disagree with these statements about the conflict?

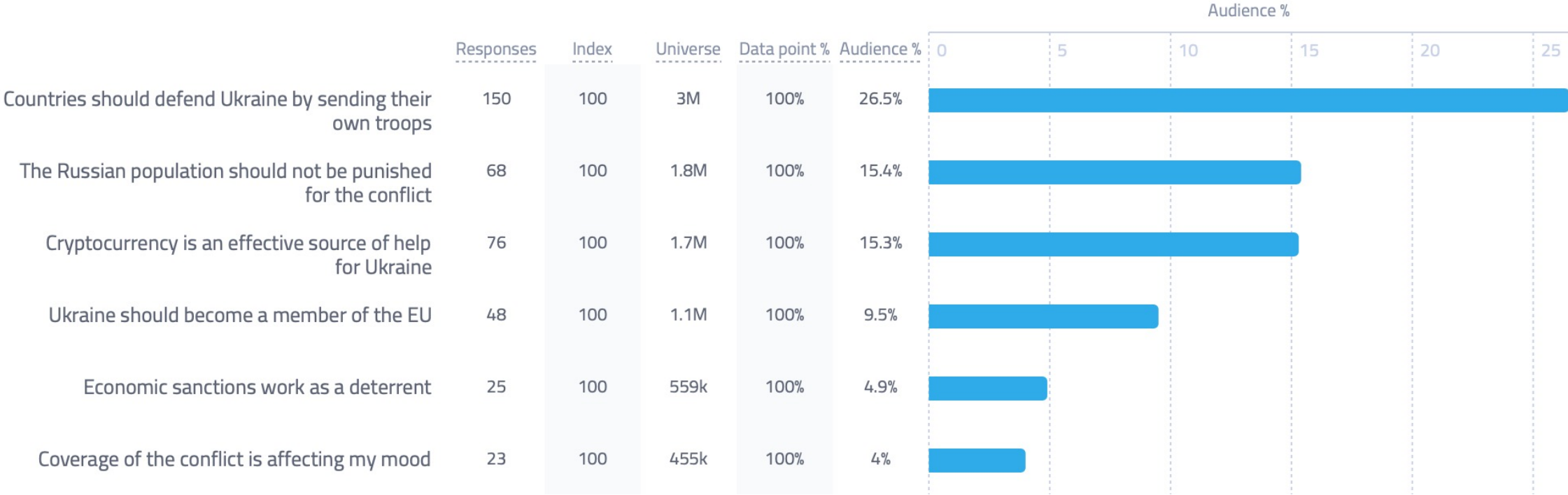
Strongly agree with:



Attitudes on the Conflict

To what extent do you agree or disagree with these statements about the conflict?

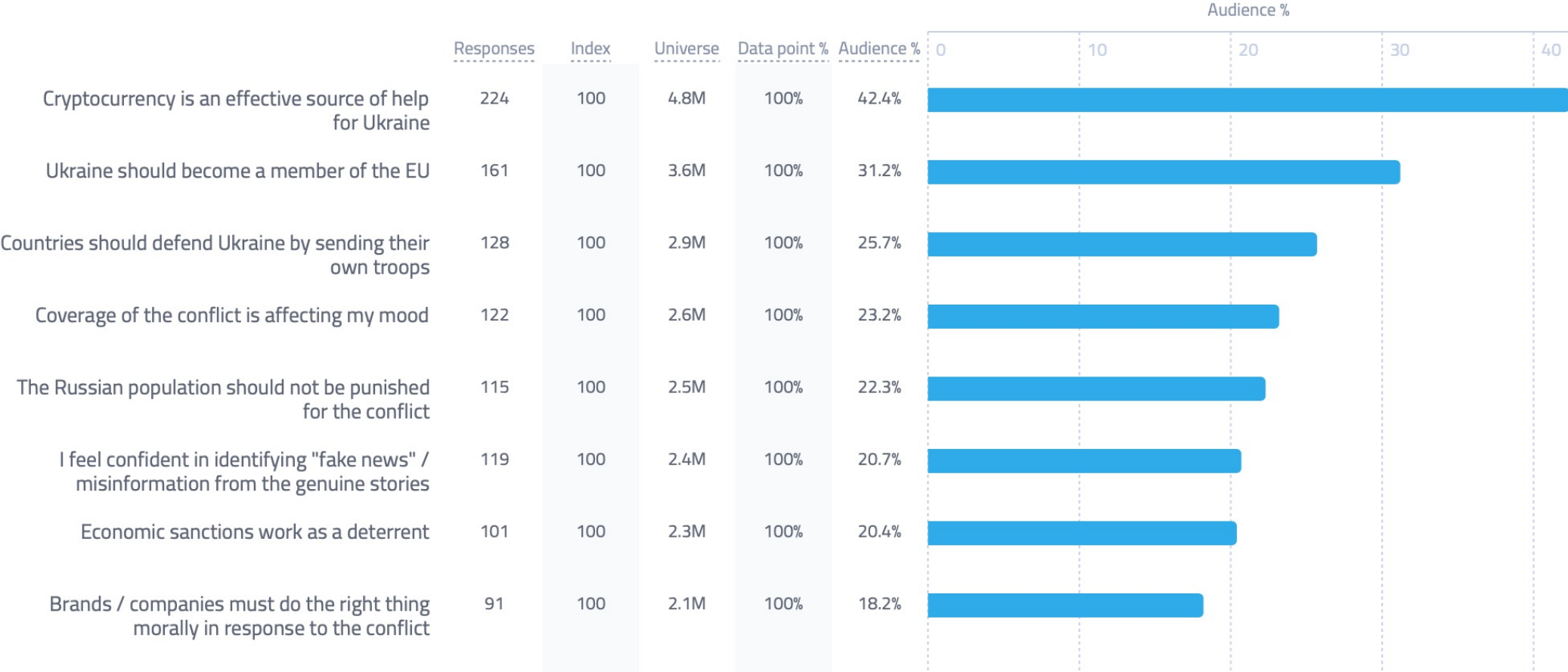
Strongly disagree with:



Attitudes on the Conflict

To what extent do you agree or disagree with these statements about the conflict?

Neither agree nor disagree with:



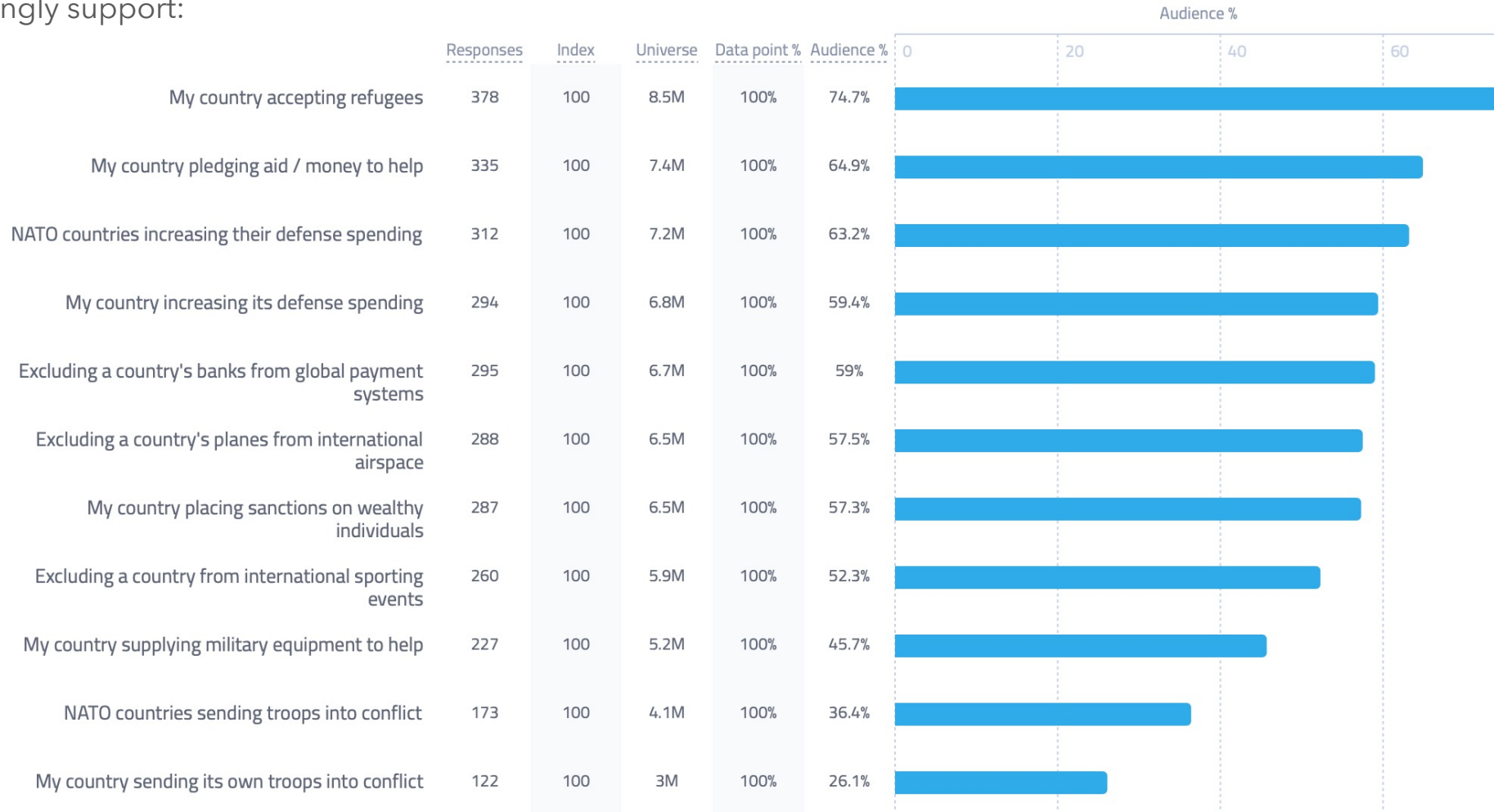


4. Views on responses

Support for Conflict Responses

Which of these measures, if any, do you support in times of conflict?

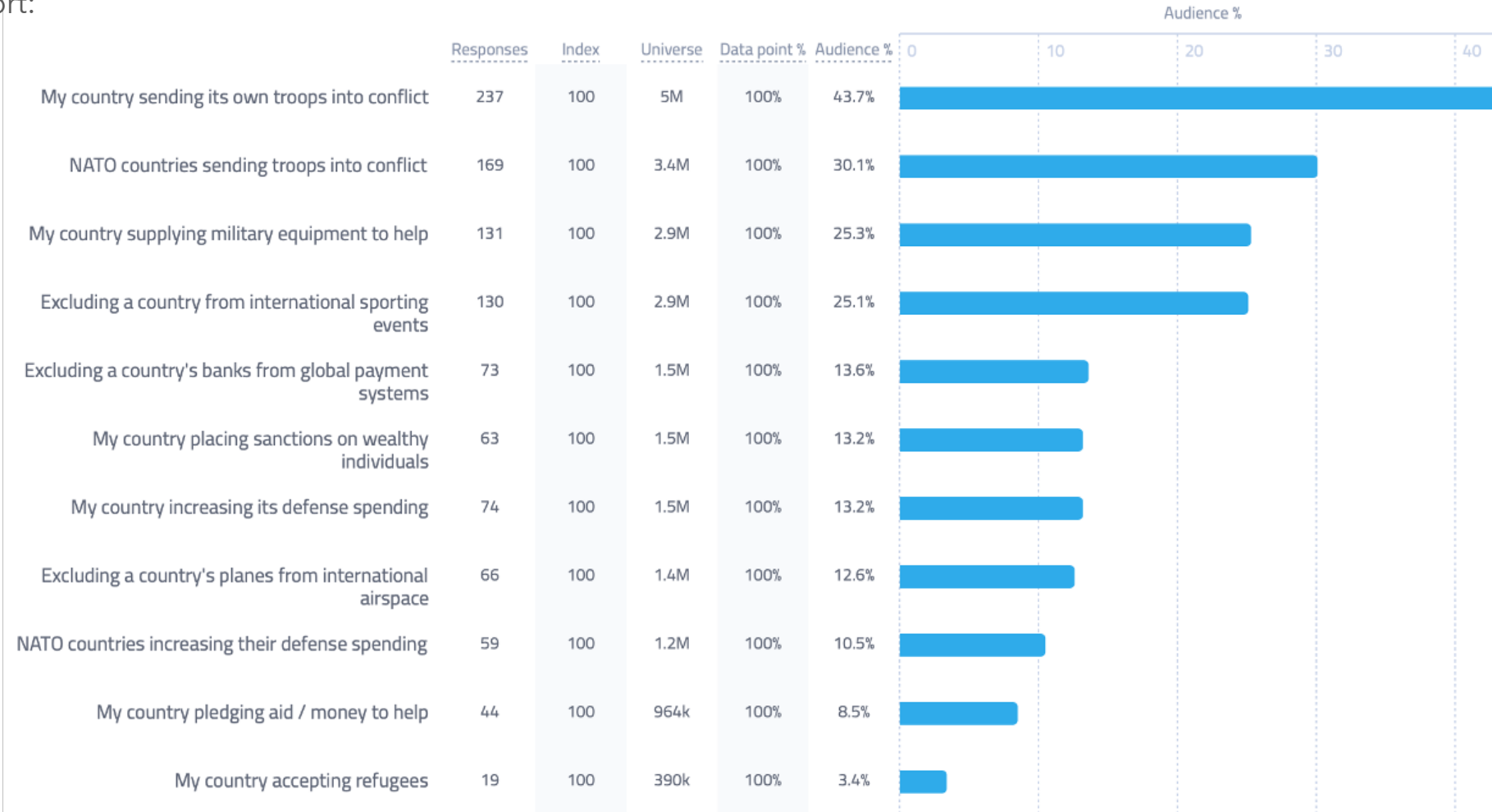
Support or strongly support:



Support for Conflict Responses

Which of these measures, if any, do you support in times of conflict?

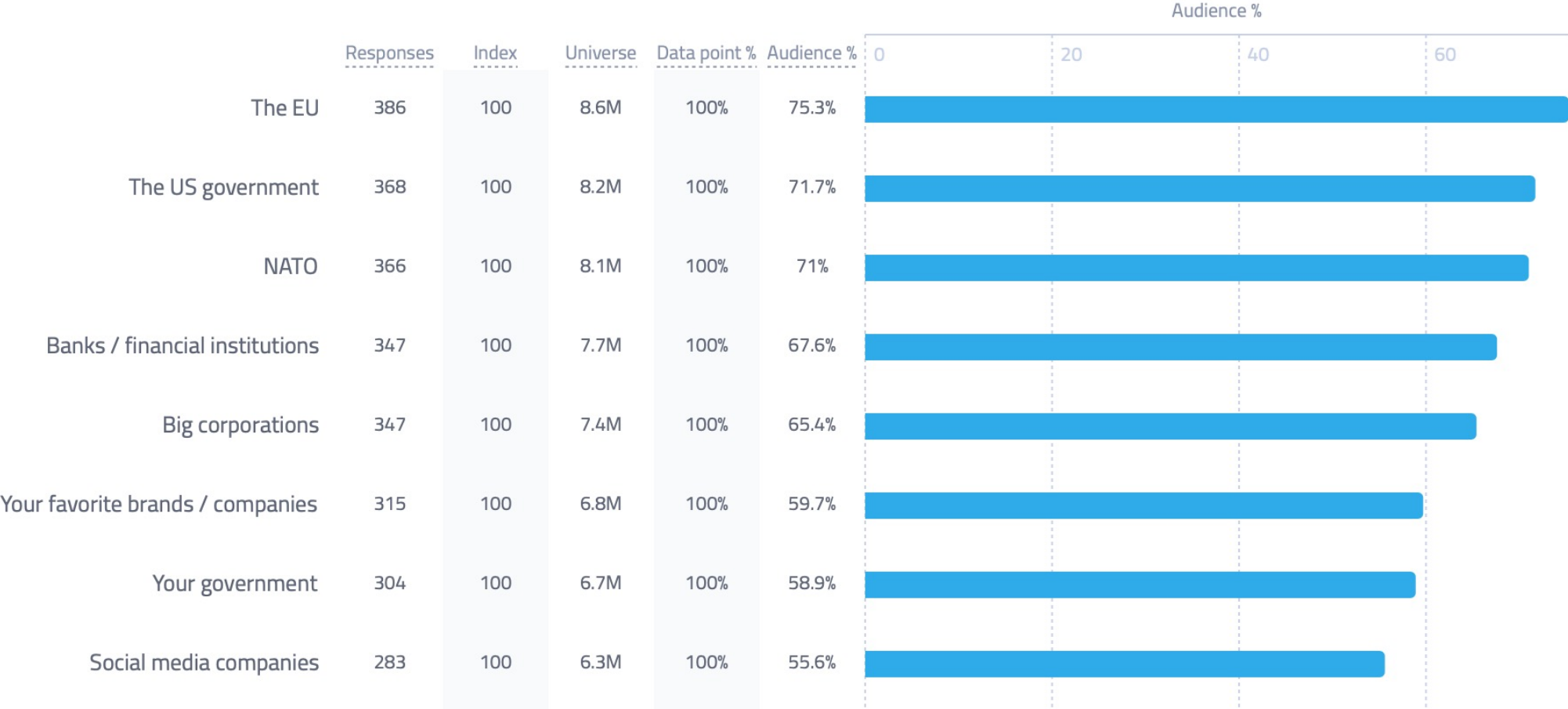
Do not support:



Approval or Responses for Organizations

In your opinion, should the following do more or less in response to the conflict?

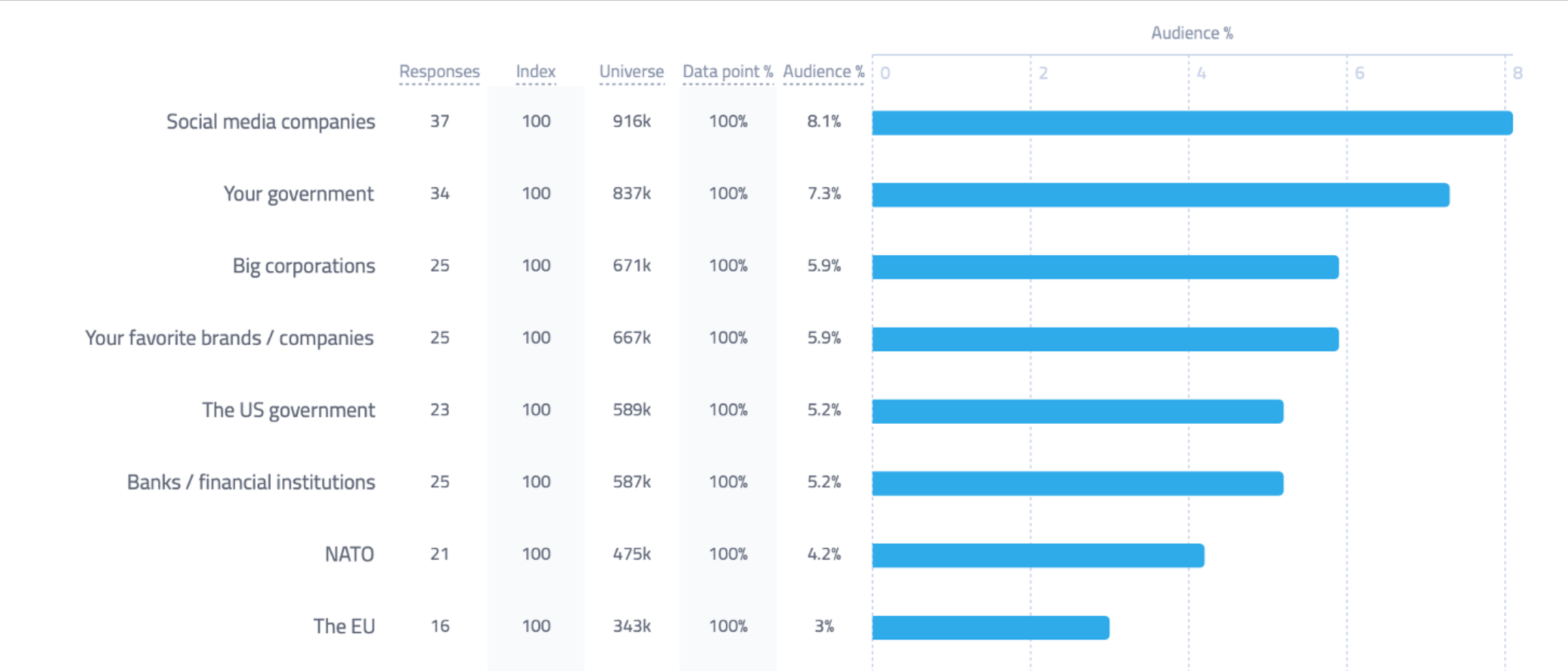
Do more or much more:



Approval or Responses for Organizations

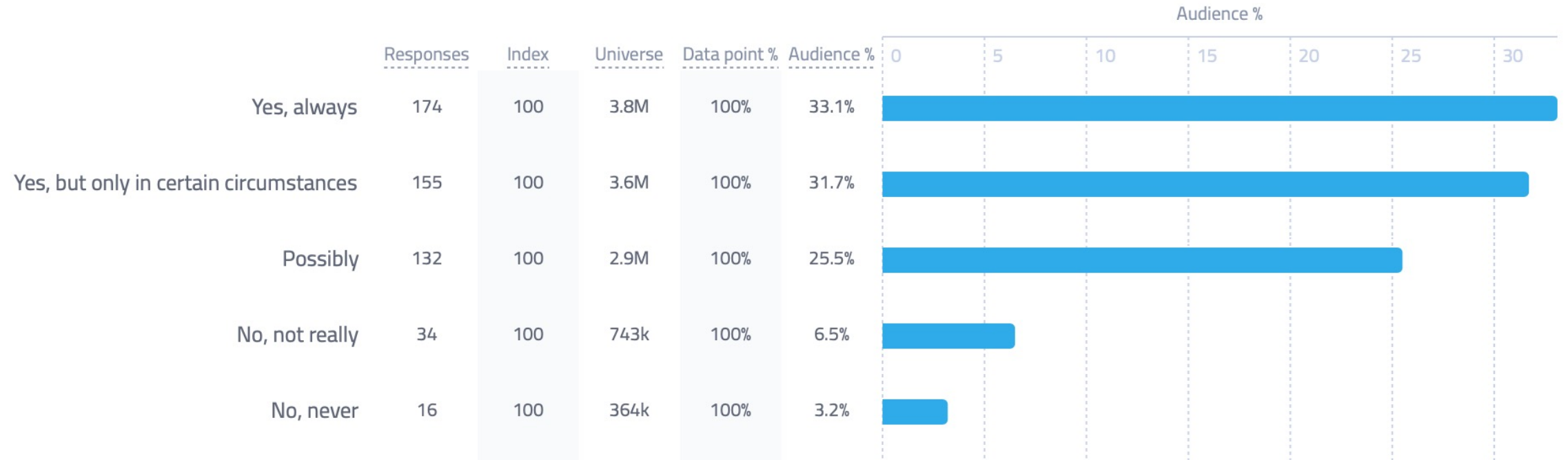
In your opinion, should the following do more or less in response to the conflict?

Do less:



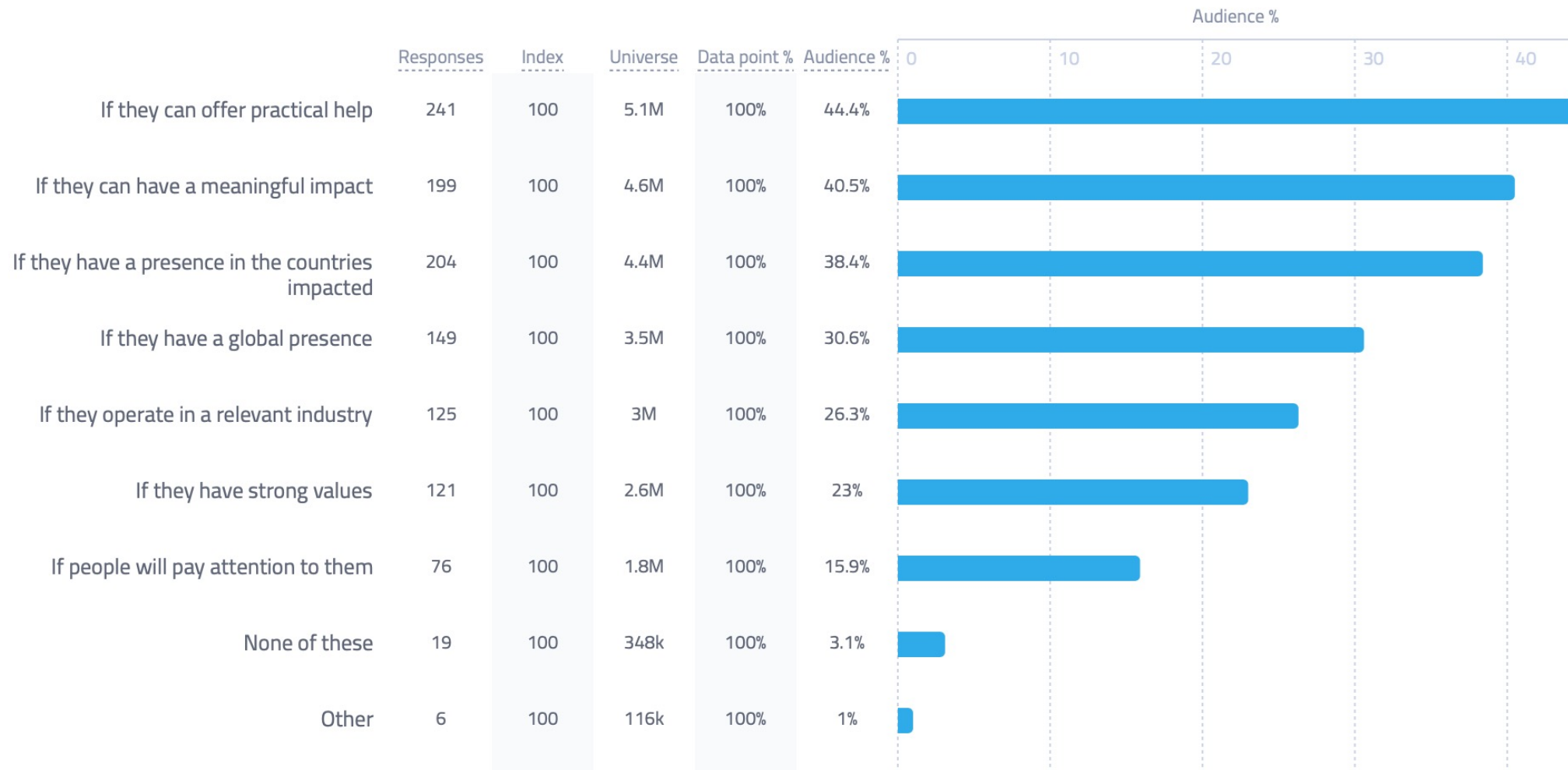
Expectations for Brands Responding

In a time of conflict, do you expect the brands / companies you buy from to take action and make their views known?



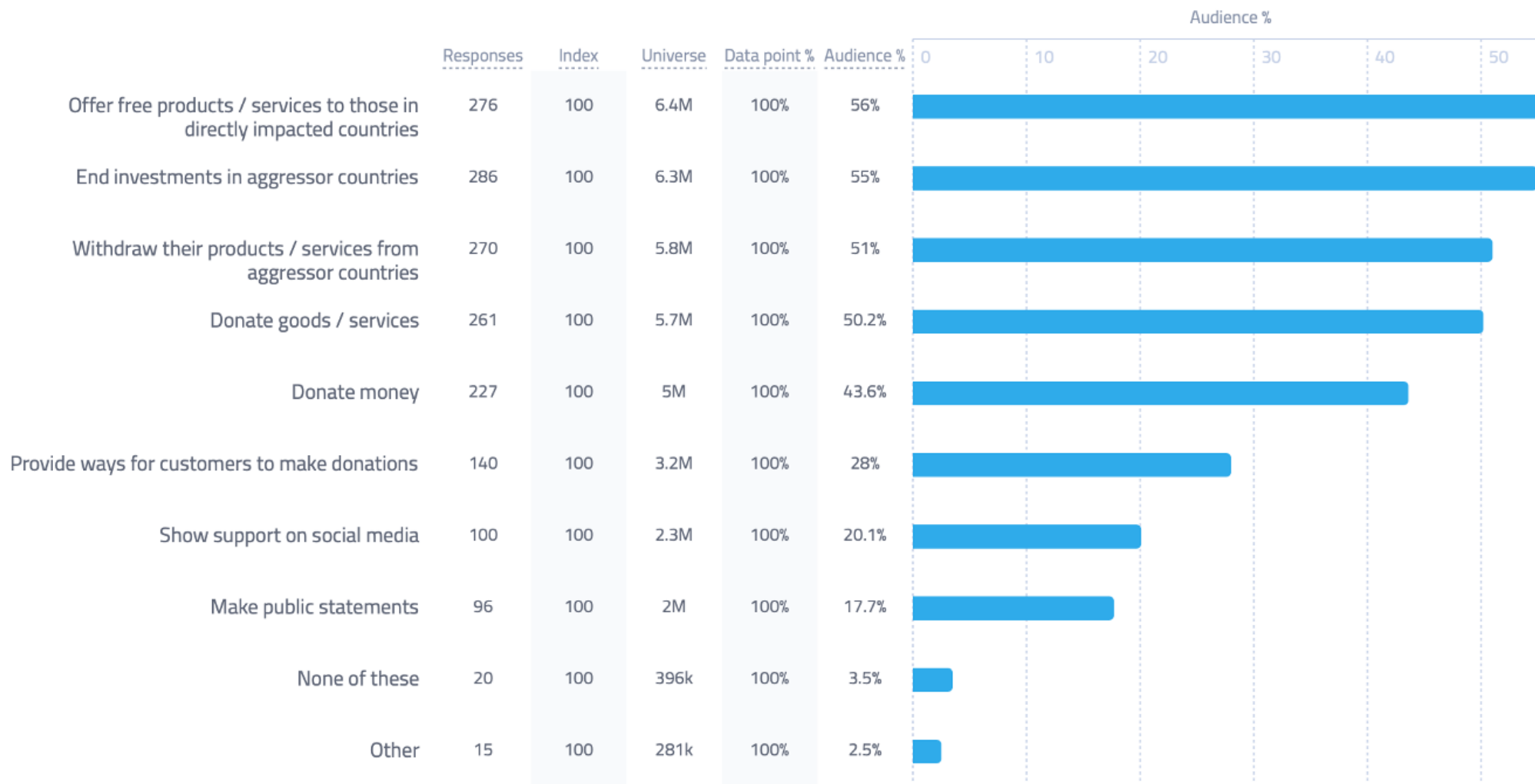
Reasons for a Brand to Respond

When do you think it is appropriate for a brand to respond to a conflict?



Desired Brand Responses

What, if anything, do you want brands / companies to do in response to conflict?





4. Personal responses

Personal Responses to Conflict

As a direct result of the current conflict, have you done any of the following?

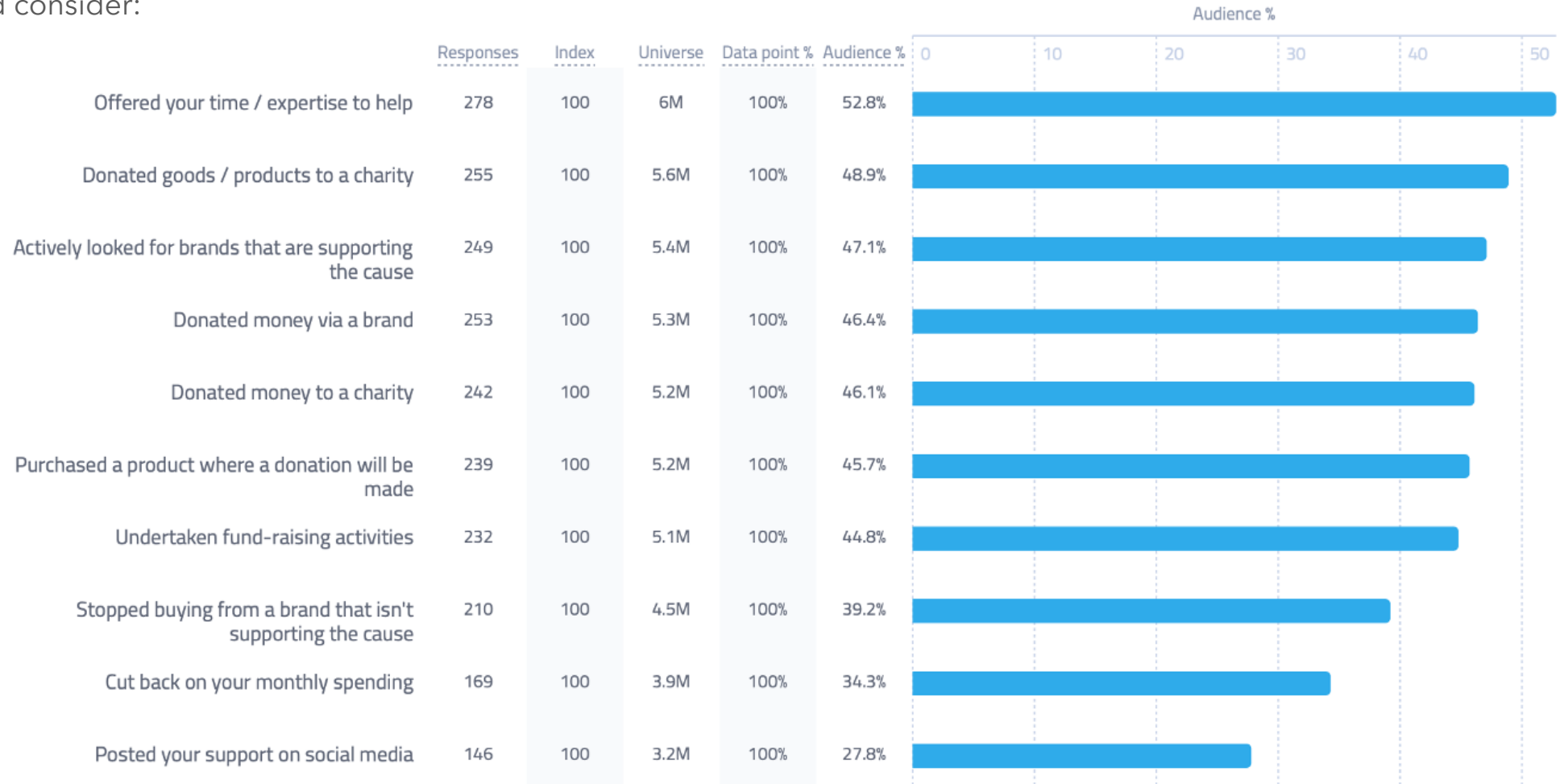
Yes:



Personal Responses to Conflict

As a direct result of the current conflict, have you done any of the following?

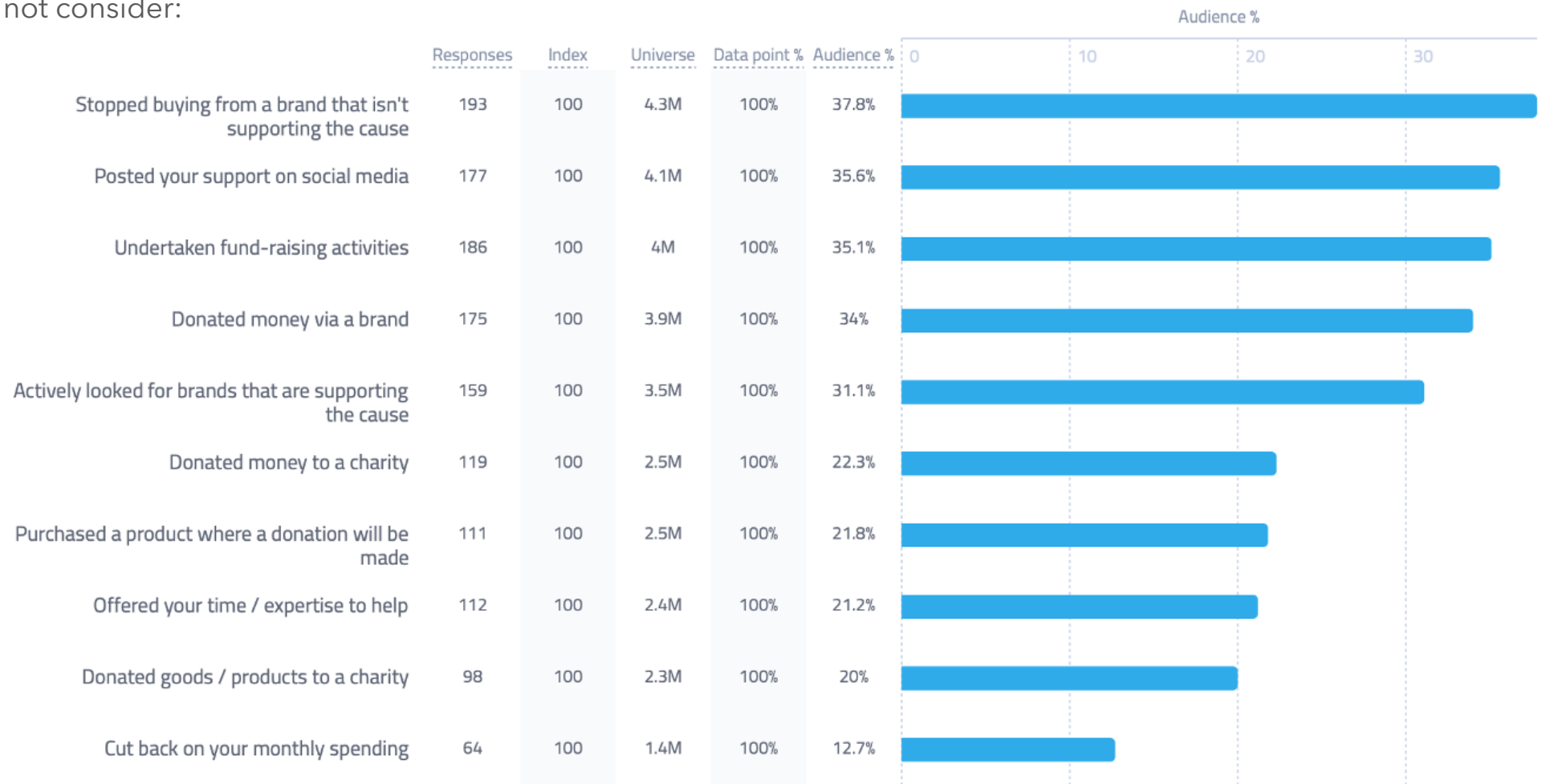
No, but would consider:



Personal Responses to Conflict

As a direct result of the current conflict, have you done any of the following?

No and would not consider:



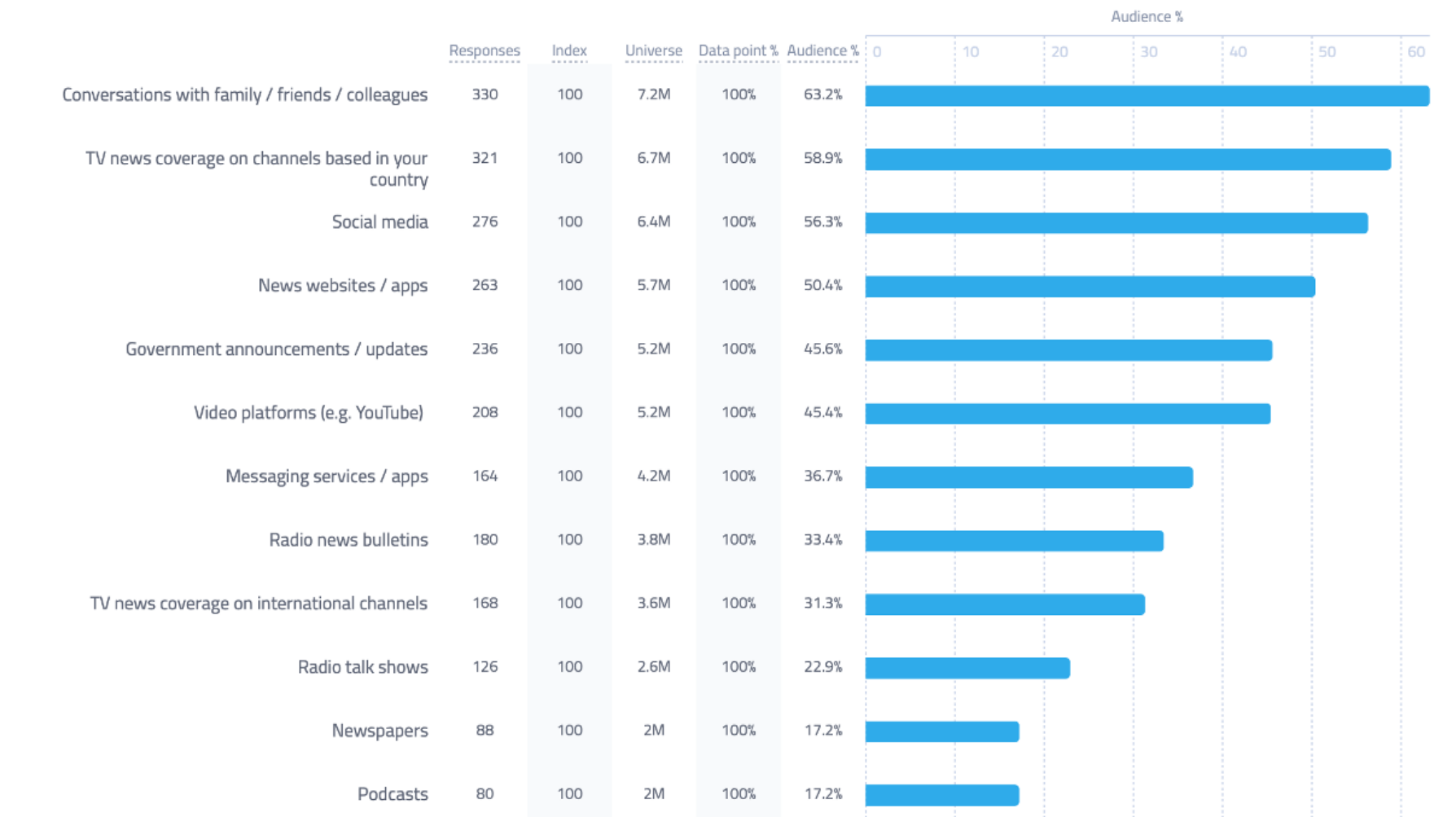


5. Information sources

Information Sources

In which ways are you keeping up with the current conflict?

Using a lot:



Trustworthiness of Sources

Which of these do you think are the most trustworthy sources of information about the conflict?



Increased Usage of Information Sources

In order to keep up with the conflict, are you using any of these things more than you usually would?



Social Media Platforms Used

Which of these platforms have you been using to keep up with the conflict?



Increased Behaviors on Social Media

Are you doing any of these things more than usual because of the conflict?





DATA

The word "DATA" is rendered in a bold, sans-serif font with a blue-to-purple gradient. The letters are stylized with geometric shapes: the 'D' has a square notch, the 'A's have triangular cutouts, and the 'T' is a simple vertical bar. The background features a large, faint, semi-transparent version of the word "DATA" and several yellow L-shaped corner brackets.

INTELLIGENCE



INTELLIGENCE

The word "INTELLIGENCE" is rendered in a bold, sans-serif font with a light purple-to-pink gradient. It is centered below the word "DATA". The background features a large, faint, semi-transparent version of the word "INTELLIGENCE" and several yellow L-shaped corner brackets.