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

								Audience %			
	Responses	Index	Universe	Data point %	Audience %	0	5	10	15	20	25
Not at all likely	21	100	424k	100%	3.7%						
Not likely	45	100	1.1M	100%	10.1%						
A little likely	137	100	ЗМ	100%	26.3%						
Somewhat likely	110	100	2.2M	100%	19.4%						
Very likely	107	100	2.3M	100%	20.6%						
Extremely likely	45	100	1.1M	100%	10%						
l don't know	46	100	1.1M	100%	9.9%						

Audience %

Likelihood of Nuclear Weapon Usage

How likely do you think these things are to happen?

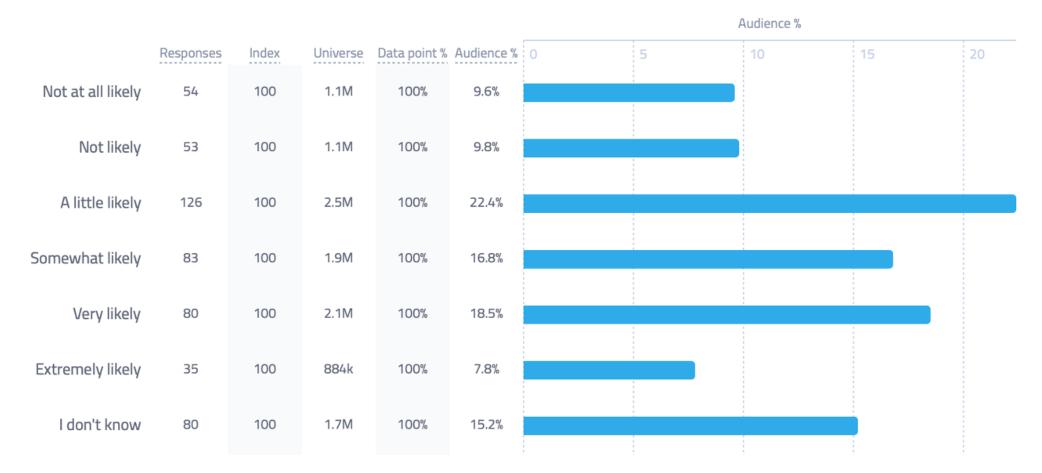
- Nuclear weapons being used in the future

Responses Index Universe Data point % Audience % 0 5 10 15 20									Au	dience %			
Not likely 60 100 1.3M 100% 11.8% A little likely 145 100 3.1M 100% 27.6% Somewhat likely 81 100 1.6M 100% 14.3% Very likely 74 100 1.9M 100% 17%		Responses	Index	Universe	Data point %	Audience %	0	5	10	15	2	20	25
A little likely 145 100 3.1M 100% 27.6% Somewhat likely 81 100 1.6M 100% 14.3% Very likely 74 100 1.9M 100% 17%	Not at all likely	46	100	969k	100%	8.5%							
A little likely 145 100 3.1M 100% 27.6% Somewhat likely 81 100 1.6M 100% 14.3% Very likely 74 100 1.9M 100% 17%													
Somewhat likely 81 100 1.6M 100% 14.3% Very likely 74 100 1.9M 100% 17%	Not likely	60	100	1.3M	100%	11.8%							
Somewhat likely 81 100 1.6M 100% 14.3% Very likely 74 100 1.9M 100% 17%	A little likely	145	100	3.1M	100%	27.6%							
Very likely 74 100 1.9M 100% 17%	, , , , , , , , , , , , , , , , , , , ,												
	Somewhat likely	81	100	1.6M	100%	14.3%							
Extremely likely 27 100 792k 100% 7%	Very likely	74	100	1.9M	100%	17%							
	Extremely likely	27	100	792k	100%	7%							
	. ,												
I don't know 78 100 1.6M 100% 13.8%	I don't know	78	100	1.6M	100%	13.8%							

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:

									Audience %			
	Responses	Index	Universe	Data point %	Audience %	0	10	20	30	40	50	60
Outbreak of a global conflict	322	100	7.2M	100%	63%					1		
The future of your own country	329	100	7.4M	100%	65%							
The future of countries in Eastern Europe	316	100	7M	100%	61.8%							
The future of disputed nations / territories globally	313	100	7M	100%	61.1%							
Usage of nuclear weapons	339	100	7.3M	100%	63.9%							

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:

							Audience %		
	Responses	Index	Universe	Data point %	Audience %	0	10	20	30
Outbreak of a global conflict	175	100	3.9M	100%	34.4%				
The future of your own country	171	100	3.8M	100%	33%				
The future of countries in Eastern Europe	174	100	3.8M	100%	33.7%				
The ratare of countries in Eastern Europe			5.5						
The future of disputed nations / territories	174	100	3.9M	100%	34.3%				
globally									
Usage of nuclear weapons	159	100	3.8M	100%	33.2%		:		

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:

							Audiend	ce %	
	Responses	Index	Universe	Data point %	Audience %	0 10	20	30	40
Brands / companies must do the right thing morally in response to the conflict	246	100	5.1M	100%	44.9%				
Economic sanctions work as a deterrent	191	100	4M	100%	35.3%				
Coverage of the conflict is affecting my mood	158	100	3.6M	100%	31.9%				
I feel confident in identifying "fake news" / misinformation from the genuine stories	153	100	3.6M	100%	31.9%				
The Russian population should not be punished for the conflict	150	100	3.2M	100%	27.9%				
Ukraine should become a member of the EU	138	100	2.9M	100%	25.7%				
Countries should defend Ukraine by sending their own troops	54	100	1.2M	100%	10.7%				
Cryptocurrency is an effective source of help for Ukraine	38	100	871k	100%	7.6%				



Attitudes on the Conflict

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

								Audie	ence %		
	Responses	Index	Universe	Data point %	Audience %	0	5	10	15	20	25
Countries should defend Ukraine by sending their own troops	150	100	3M	100%	26.5%						
The Russian population should not be punished for the conflict	68	100	1.8M	100%	15.4%						
Cryptocurrency is an effective source of help for Ukraine	76	100	1.7M	100%	15.3%						
Ukraine should become a member of the EU	48	100	1.1M	100%	9.5%						
Economic sanctions work as a deterrent	25	100	559k	100%	4.9%						
Coverage of the conflict is affecting my mood	23	100	455k	100%	4%						

Attitudes on the Conflict

To what extent do you agree or disagree with these statements about the conflict? Neither agree nor disagree with:

							Audience %		
	Responses	Index	Universe	Data point %	Audience %	0 10	20	30	40
Cryptocurrency is an effective source of help for Ukraine	224	100	4.8M	100%	42.4%				
Ukraine should become a member of the EU	161	100	3.6M	100%	31.2%				
Countries should defend Ukraine by sending their own troops	128	100	2.9M	100%	25.7%				
Coverage of the conflict is affecting my mood	122	100	2.6M	100%	23.2%				
The Russian population should not be punished for the conflict	115	100	2.5M	100%	22.3%				
I feel confident in identifying "fake news" / misinformation from the genuine stories	119	100	2.4M	100%	20.7%				
Economic sanctions work as a deterrent	101	100	2.3M	100%	20.4%				
Brands / companies must do the right thing morally in response to the conflict	91	100	2.1M	100%	18.2%				



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:

	Responses	Index	Universe	Data point %	Audience %	0 20	40	60
My country accepting refugees	378	100	8.5M	100%	74.7%		:	
My country pledging aid / money to help	335	100	7.4M	100%	64.9%			
NATO countries increasing their defense spending	312	100	7.2M	100%	63.2%			
My country increasing its defense spending	294	100	6.8M	100%	59.4%			
Excluding a country's banks from global payment systems	295	100	6.7M	100%	59%			
Excluding a country's planes from international airspace	288	100	6.5M	100%	57.5%			
My country placing sanctions on wealthy individuals	287	100	6.5M	100%	57.3%			
Excluding a country from international sporting events	260	100	5.9M	100%	52.3%			
My country supplying military equipment to help	227	100	5.2M	100%	45.7%			
NATO countries sending troops into conflict	173	100	4.1M	100%	36.4%			
My country sending its own troops into conflict	122	100	ЗМ	100%	26.1%			

Audience %



Support for Conflict Responses

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

Do not support:

	Responses	Index	Universe	Data point %	Audience %	0 10	20	30	40
My country sending its own troops into conflict	237	100	5M	100%	43.7%		:	:	
NATO countries sending troops into conflict	169	100	3.4M	100%	30.1%				
My country supplying military equipment to help	131	100	2.9M	100%	25.3%				
Excluding a country from international sporting events	130	100	2.9M	100%	25.1%				
Excluding a country's banks from global payment systems	73	100	1.5M	100%	13.6%				
My country placing sanctions on wealthy individuals	63	100	1.5M	100%	13.2%				
My country increasing its defense spending	74	100	1.5M	100%	13.2%				
Excluding a country's planes from international airspace	66	100	1.4M	100%	12.6%				
NATO countries increasing their defense spending	59	100	1.2M	100%	10.5%				
My country pledging aid / money to help	44	100	964k	100%	8.5%				
My country accepting refugees	19	100	390k	100%	3.4%				

Audience %

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?

									Audience	%		
	Responses	Index	Universe	Data point %	Audience %	0	5	10	15	20	25	30
Yes, always	174	100	3.8M	100%	33.1%							
Yes, but only in certain circumstances	155	100	3.6M	100%	31.7%							
Possibly	132	100	2.9M	100%	25.5%							
No, not really	34	100	743k	100%	6.5%							
No, never	16	100	364k	100%	3.2%							

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:								Audience	%		
	Responses	Index	Universe	Data point %	Audience %	0 1	10	20	30	40	50
Offered your time / expertise to help	278	100	6M	100%	52.8%			1			
Donated goods / products to a charity	255	100	5.6M	100%	48.9%						
Actively looked for brands that are supporting the cause	249	100	5.4M	100%	47.1%						
Donated money via a brand	253	100	5.3M	100%	46.4%						
Donated money to a charity	242	100	5.2M	100%	46.1%						
Purchased a product where a donation will be made	239	100	5.2M	100%	45.7%						
Undertaken fund-raising activities	232	100	5.1M	100%	44.8%						
Stopped buying from a brand that isn't supporting the cause	210	100	4.5M	100%	39.2%						
Cut back on your monthly spending	169	100	3.9M	100%	34.3%						
Posted your support on social media	146	100	3.2M	100%	27.8%						



Personal Responses to Conflict

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





5. Information sources

Information Sources

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

Using a lot:

								A	udience %			
	Responses	Index	Universe	Data point %	Audience %	0	10	20	30	40	50	60
Conversations with family / friends / colleagues	330	100	7.2M	100%	63.2%							
TV news coverage on channels based in your country	321	100	6.7M	100%	58.9%							1
Social media	276	100	6.4M	100%	56.3%							
News websites / apps	263	100	5.7M	100%	50.4%							
Government announcements / updates	236	100	5.2M	100%	45.6%							
dovernment announcements / updates	250	100	3.2101	100%	43.0%							
Video platforms (e.g. YouTube)	208	100	5.2M	100%	45.4%							
Messaging services / apps	164	100	4.2M	100%	36.7%							
Radio news bulletins	180	100	3.8M	100%	33.4%							
TV news coverage on international channels	168	100	3.6M	100%	31.3%							
Radio talk shows	126	100	2.6M	100%	22.9%							
Nadio taik silows	120	100	2.0141	100%	22.5%							
Newspapers	88	100	2M	100%	17.2%							
Podcasts	80	100	2M	100%	17.2%							



Trustworthiness of Sources

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

conflict?

						Audience %				
	Responses	Index	Universe	Data point %	Audience %	0 10	20	30	40	
Government announcements / updates	243	100	5.3M	100%	46.6%					
TV news coverage on channels based in your country	247	100	5M	100%	43.8%					
TV news coverage on international channels	211	100	4.3M	100%	37.8%					
News websites / apps	170	100	3.6M	100%	31.9%					
Radio news bulletins	137	100	2.7M	100%	23.9%					
Social media	82	100	2M	100%	17.3%					
Conversations with family / friends / colleagues	86	100	1.8M	100%	15.9%					
Video platforms (e.g. YouTube)	64	100	1.6M	100%	14.4%					
Newspapers	69	100	1.4M	100%	12.4%					
Radio talk shows	69	100	1.4M	100%	12.4%					
Online forums / chatrooms	25	100	678k	100%	6%					
Online blogs	24	100	672k	100%	5.9%					

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?

						Audience %					
	Responses	Index	Universe	Data point %	Audience %	0 10)	20	30	40	
TV news coverage on channels based in your country	277	100	5.7M	100%	49.7%						
TV news coverage on international channels	175	100	3.7M	100%	32.5%						
News websites / apps	154	100	3.4M	100%	29.8%						
Social media	125	100	ЗМ	100%	26.8%						
Radio news bulletins	119	100	2.4M	100%	21.1%						
Video platforms (e.g. YouTube)	78	100	2M	100%	17.1%						
None of these	53	100	1.2M	100%	10.7%						
Radio talk shows	61	100	1.2M	100%	10.6%						
Newspapers	52	100	1.1M	100%	9.7%						
Messaging services / apps	27	100	699k	100%	6.1%						
Online forums / chatrooms	21	100	658k	100%	5.8%						
Podcasts	27	100	655k	100%	5.8%						

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?

						Audience %							
	Responses	Index	Universe	Data point %	Audience %	0	5	10	15	20	25	30	
Watching live videos	157	100	3.5M	100%	31%								
Following news organizations / journalists	162	100	3.4M	100%	29.5%				1		1	J	
None of these	7.6	100	4.714	100%	44.6%								
None or these	74	100	1.7M	100%	14.6%								
Reading posts from local bloggers / people	56	100	1.3M	100%	11.5%								
Sharing news articles	51	100	1.1M	100%	9.7%								
Sharing posts from others	56	100	1.1M	100%	9.4%		:						
Supporting fund-raising initiatives	52	100	1M	100%	9.2%								
Supporting rund ruising initiatives				100.0	2.2								
Commenting on posts	44	100	896k	100%	7.9%								
Sharing your own views	27	100	559k	100%	4.9%								
Having group discussions on messaging apps	18	100	489k	100%	4.3%								
Creating Stories	5	100	173k	100%	1.5%								
creating stories	_			1000	1127								

