

# Well-being of Ukrainians:

A pilot study on the level of personal well-being of Ukrainians conducted using the ONS4 methodology of the UK Office for National Statistics

(Wave 1.0, June 2024)

The project was implemented by the Agency for Impact Strategy Development, Ruban Litvinova Social Impact Advisory, and the Kyiv International Institute of Sociology (KIIS), facilitated by Social Value Ukraine

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# About the Project Participants

**Ruban Litvinova Social Impact Advisory**, is the first Ukrainian agency to develop evidence-based social impact strategies, helping informed Ukrainian businesses integrate social components into their operations based on in-depth analysis of societal needs and impact assessment methodologies. The agency uses the global Social Return on Investment (SROI) methodology to measure social value, evaluate the effectiveness of initiatives, and communicate results transparently. It combines expertise in business strategy development and social impact management, and is a member of the international network Social Value International.

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**Kyiv International Institute of Sociology (KIIS)** – One of Ukraine's leading sociological companies conducting research across various fields, such as socio-political orientations, socio-economic characteristics, humanitarian activities, public well-being, healthcare, and corruption. KIIS collaborates with international organizations, government bodies, and media, providing data on public attitudes, political preferences, and social trends.

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**Social Value Ukraine (SVU)** – a national network dedicated to advancing the practice of social value and impact management and measurement. SVU is an associate member of Social Value International, a global network with a shared mission to change the way society accounts for value through principles, practice, people and power. SVU contributes to creating an environment that encourages modern leaders in Ukraine to adopt impact thinking.

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If you are interested in a partnership or would like to receive more detailed information about this research, please, contact us at

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# Executive Summary

The level of individual well-being in modern developed economies is a key indicator of a country's prosperity. Commonly accepted measures of economic growth,

such as Gross Domestic Product (GDP) do not fully reflect changes in people's well-being and, in some cases, may even show an inverse relationship.

## Well-being –

refers to the quality of life of an individual, community, and nation, and defines how sustainable this level of well-being is for the future. It is a balanced indicator of all areas of a person's life, which may include emotional well-being, physical health, living conditions, relationships, profession, education, environment, society, and more.

This pilot study uses a comprehensive approach to assessing well-being, which is applied by the UK's Office for National Statistics (ONS)<sup>1</sup> on a regular basis to determine the impact and changes resulting from government policies and actions.

The pilot study, conducted in the summer of 2024, involved 2,008 respondents from government-controlled areas of Ukraine.

In the context of Russia's ongoing full-scale invasion of Ukraine, which has lasted for over two years, this study provides particularly valuable insights into the impact of the prolonged crisis on citizens' well-being. Furthermore, the study's results allow for a comparison of the general well-being of Ukrainians with British data and highlight broader possibilities for applying this approach.

1 - Office for National Statistics. Personal wellbeing survey user guide. Available [here](#).

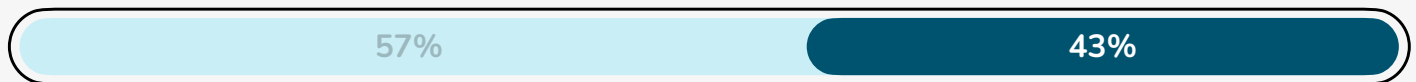
The study showed that most Ukrainians have a low level of life satisfaction and happiness, a high level of anxiety, while a significant proportion still feels that the things done in life are worthwhile.



25% assess **level of satisfaction with life** nowadays as high or very high level (7-10 points)



62% rated that **what they do is worthwhile** as high or very high (7-10 points)



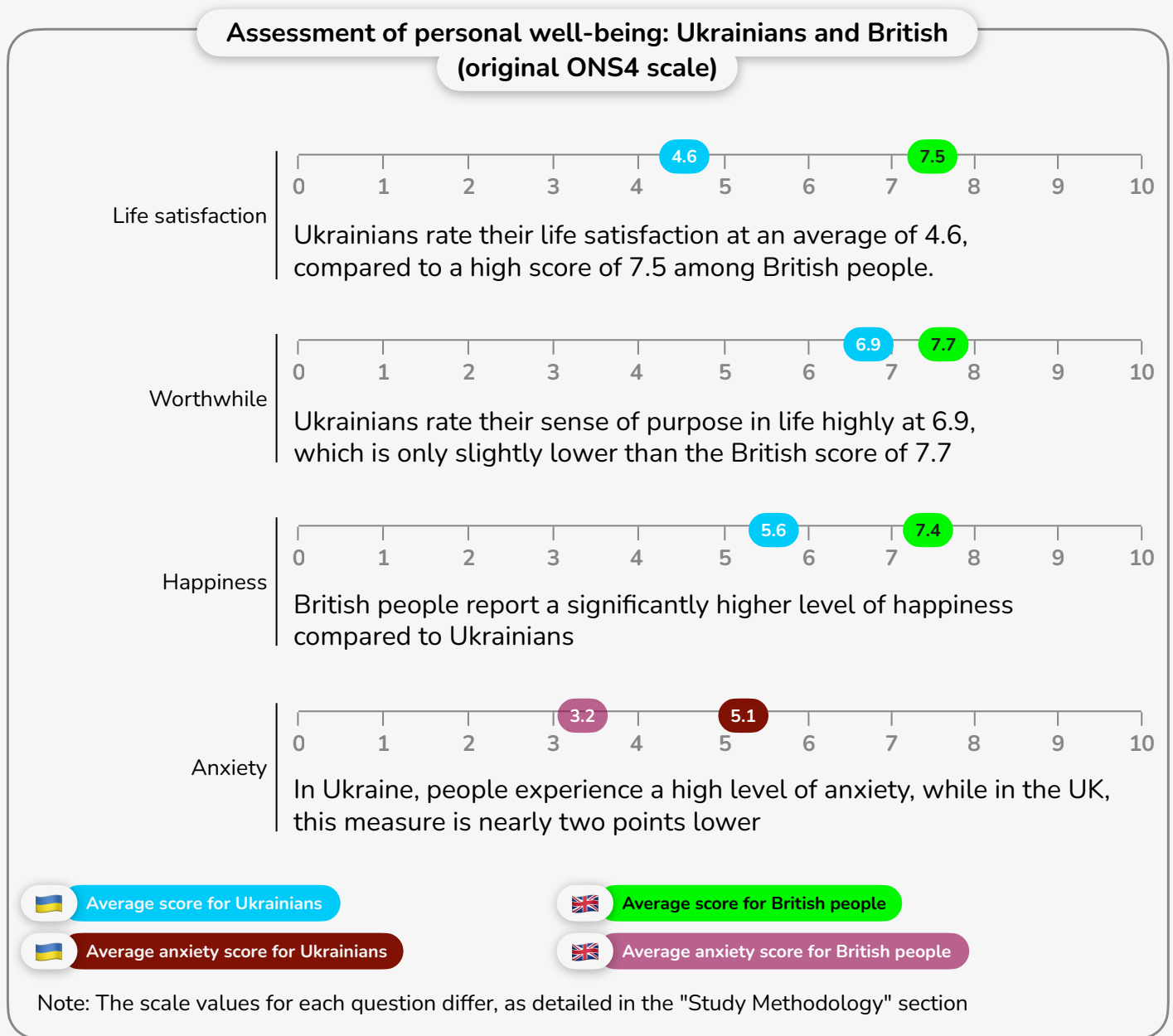
43% reported **feeling happy** yesterday at a high level (7-10 points)



65% rated **level of anxiety** felt yesterday, as medium or high (4-10 points)

**The results reveal a unique phenomenon:** despite the low level of life satisfaction among 75% of respondents and the high level of anxiety in 65% of Ukrainians, a large proportion of respondents (62%) report experiencing significant meaning in their activities that the things done in life are worthwhile. This suggests that a sense of purpose is an important psychological resource for Ukrainians, partially compensating for stress and dissatisfaction with life. It is possible that the high sense of purpose in Ukrainians' lives is linked to the significance of cultural, historical, and patriotic values. This hypothesis merits further research to determine whether a sense of purpose can be considered a key factor in programs aimed at promoting social engagement, enhancing societal cohesion, and supporting psychological recovery.

The well-being levels of Ukrainians are significantly lower than those of individuals in the United Kingdom across all criteria, with the exception of their feeling that the things done in life are worthwhile.



This study includes a planned second wave of surveys in December 2024, which will allow tracking changes in the well-being of Ukrainians over a six-month period. Additionally, based on the results of both survey waves, an example will be provided to illustrate how changes in people's well-being can be mea-

sured using the WELLBY (Well-being-Year) approach. The WELLBY (Well-being-Year) method was first introduced in the scientific study by Paul Frijters, Christian Krekel, Raúl Sanchis, and Ziggi Ivan Santini, titled "The WELLBY: A New Measure of Social Value and Progress," published in 2024<sup>2</sup>.

2 - Frijters, P., Krekel, C., Sanchis, R., & Santini, Z. (2024). The WELLBY: A new measure of social value and progress. Humanities and Social Sciences Communications, 11. <https://doi.org/10.1057/s41599-024-03229-5>

# Purpose of the Document

The objective of this study is to pilot the implementation of a well-being measurement framework in Ukraine based on the ONS4 scale, which has been used by Office for National Statistics in the United Kingdom since 2011 for the systematic monitoring of changes in population well-being.

This research establishes a foundation for a more comprehensive analysis of the well-being of Ukrainians, enabling comparisons with international indicators, as well as assessing the impact of the ongoing full-scale war of Russia against Ukraine, which has lasted for over two years, on the quality of life of citizens.

The survey, conducted in the summer of 2024, included 2,008 respondents from government-controlled areas of Ukraine.

The project was conducted in collaboration with Ruban Litvinova Social Impact Advisory and the Kyiv International Institute of Sociology (KIIS), facilitated by Social Value Ukraine.

The findings may serve as the basis for developing a systematic well-being monitoring framework in Ukraine, which would enable the tracking of the effects of social policies and events on the population's quality of life. The application of this approach also provides opportunities for the development of new social development strategies focused on enhancing citizens' well-being.

## The Concept of Well-being

The concept of well-being defines quality of life as a multifaceted measure that integrates economic, social, psychological, and environmental dimensions.

Unlike traditional economic indicators such as GDP, well-being focuses on life satisfaction, happiness, physical and mental health, and social connections, which more comprehensively reflect the actual state of society.

The concept of well-being has evolved as part of the broader shift in approaches to measuring a country's development, encompassing both economic and social dimensions. It is based on the belief that true well-being involves a harmonious balance between economic resources and quality of life.

This approach is actively employed by leading countries such as the United Kingdom, New Zealand, Canada, Finland, and Iceland, where integrating well-being indicators into public policies enables the creation of sustainable development strategies centered on people. The shift from economic metrics to well-being measures arose from the need to consider social and psychological factors, which are critical for the harmonious development of society, particularly in the face of global challenges and crises.

In Ukraine, given the impact of war and socio-economic challenges, comprehensive studies of well-being and the collection of high-quality data are essential tools for assessing the actual state of society, designing effective policies, and planning for the country's sustainable recovery.

# The Evolution of Approaches to Measuring Well-being

Traditionally, economic development has been assessed using the Gross Domestic Product (GDP), a metric widely employed by international organizations such as the World Bank, the International Monetary Fund (IMF), and the Organization for Economic Cooperation and Development (OECD), as well as by national governments and think tanks to measure economic growth.

However, Simon Kuznets, the American scholar and creator of the GDP concept, emphasized that this indicator does not account for the social aspects of well-being and does not always reflect quality of life.

"The welfare of a nation can scarcely be inferred from a measure of national income."

Simon Kuznets

Kuznets argued that to assess quality of life, it is necessary to consider factors beyond economic growth, such as personal well-being, life satisfaction, happiness, and other critical aspects of overall well-being.

This limitation led to the development of additional metrics, such as well-being and happiness indices, which incorporate subjective assessments from the population alongside objective data on health, education, and the environment.

The study of happiness and well-being has a long history, both internationally and in Ukraine. Globally, the Happiness Index has been tracked by the Gallup International Association, an independent research network, since 1947 across 42 countries.

Since 2012, the World Happiness Report has provided a comprehensive analysis of social well-being in various countries. This report has become a vital resource for governments and policymakers in developing strategies to improve citizens' quality of life.

One of the most prominent researchers in the field of happiness is British economist Richard Layard. His work laid the foundation for the modern approach to measuring happiness, emphasizing the importance of not only economic but also social, psychological, and cultural aspects of well-being<sup>3</sup>.

Today, indicators of happiness and well-being include both subjective assessments, such as self-reported happiness levels, and objective data, such as income levels, access to healthcare and education, and environmental conditions.

In Ukraine, studies on happiness levels have been conducted since the 2000s, notably by the Kyiv International Institute of Sociology (KIIS). Regular surveys over the years have allowed for an analysis of happiness dynamics in the context of socio-economic and political challenges.

For instance, according to the 2023 survey "Self-Assessment of Happiness by the Population of Ukraine Before and After the Full-Scale Invasion,"<sup>4</sup> despite over a year of full-scale war, the proportion of happy Ukrainians remained almost unchanged: 71% in December 2021 and 70% in May 2023.

This evolution of approaches highlights the importance of a comprehensive perspective in assessing well-being, one that combines economic and social dimensions. Such an approach provides a deeper understanding of the overall development and prosperity of a society.

3 - Helliwell, J. F., Layard, R., Sachs, J. D., De Neve, J.-E., Aknin, L. B., & Wang, S. (Eds.). (2024). World Happiness Report 2024. University of Oxford: Wellbeing Research Centre. Available [here](#).  
4 - KIIS. (2023). Self-Assessment of Happiness by the Population of Ukraine Before and After the Large-Scale Russian Invasion. Available [here](#).

## Global Practice of Implementing the Well-being Concept

Today, the well-being indicators is emerging as a leading concept for assessing societal development, gaining increasing recognition among governments, international organizations, and researchers. This approach encompasses not only an individual's emotional state but also physical health, social connections, living standards, feelings of safety, and social support. Well-being offers a holistic perspective on quality of life, complementing traditional economic indicators such as GDP.

In the **United Kingdom**, the Office for National Statistics (ONS) has been monitoring well-being indicators since 2011, integrating them into public policy<sup>5</sup>. **New Zealand** introduced an annual "Well-being Budget," while **Australia** has been actively implementing policies to assess and improve well-being through more comprehensive approaches to societal progress.

European institutions are also dedicating significant attention to this concept. **The EU Council of Ministers and the Organization for Economic Co-operation and Development (OECD)** have called on member states to place people and their well-being at the center of public policies. In 2018, Iceland, Scotland, Finland, Wales, and New Zealand formed the **Wellbeing Economy Governments Partnership (WEGo)** – an alliance aimed at adopting economic approaches focused on human well-being and sustainable development.

This new paradigm of well-being shifts the focus of public policy from purely economic metrics to comprehensive evaluations that encompass both material and non-material aspects of life.



Photo: <https://www.freepik.com/>

5 - HM Treasury. (2022). The Green Book: Appraisal and evaluation in central government. Available [here](#).

# Study Methodology

The research methodology is based on the ONS4 scale, developed by the UK Office for National Statistics (ONS) for the systematic measurement of personal well-being in the population.

Well-being refers to the quality of life experienced by individuals, communities, and nations, as well as an assessment of how sustainable this quality is for the future<sup>6</sup>. The measures include both standard objective measures, such as income and health, and subjective measures asking people's own views about their lives to evaluate individual well-being<sup>7</sup>.

Well-being serves as an indicator of changes in people's lives, reflecting the actual social impact of projects, actions, and interventions by governments, businesses, and civil society

The ONS4 measures ask people to evaluate key aspects of their own well-being through simple questions, with responses rated on an 11-point scale from 0 to 10<sup>7</sup>:

## 01 Life satisfaction

Overall, how satisfied are you with your life nowadays, where 0 is "not at all satisfied" and 10 is "completely satisfied"?

## 02 Worthwhile

Overall, to what extent do you feel that the things you do in your life are worthwhile, where 0 is "not at all worthwhile" and 10 is "completely worthwhile"?

## 03 Happiness

Overall, how happy did you feel yesterday, where 0 is "not at all happy" and 10 is "completely happy"?

## 04 Anxiety

On a scale where 0 is "not at all anxious" and 10 is "completely anxious", overall, how anxious did you feel yesterday?

The ONS4 scale allows the classification of respondents' answers according to predefined threshold values.

The following intervals were used for indicators of life satisfaction, worthwhile, and level of happiness:

- low (0-4 points)
- medium (5-6 points)
- high (7-8 points)
- very high (9-10 points)

The following categories were used to assess the level of anxiety:

- very low (0-1 point)
- low (2-3 points)
- medium (4-5 points)
- high (6-10 points)

The ONS4 scale is widely used in the UK to assess the effectiveness of public programs and social policies aimed at improving citizens' well-being. Data collected using this scale is integrated into strategic decision-making, progress evaluation, and the development of sustainable development policies.

In the context of this study, the application of the ONS4 scale allows for a comprehensive assessment of Ukrainians' personal well-being and enables comparisons with international data, particularly from the UK. This approach facilitates a deeper understanding of the unique challenges and needs of Ukrainian society during a prolonged crisis.

6 - What Works Centre for Wellbeing. (2021). Wellbeing explained. Available [here](#).

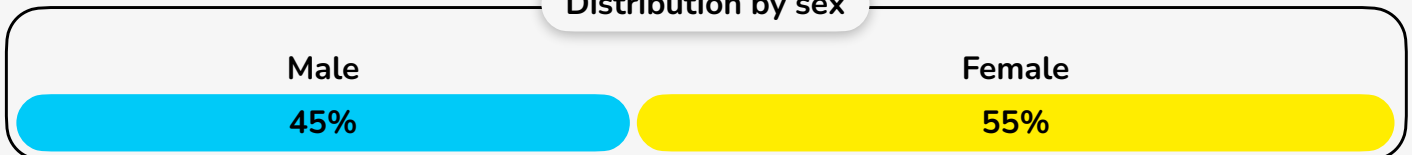
7 - Office for National Statistics. Personal wellbeing survey user guide. Available [here](#).

# Demographics of the Study

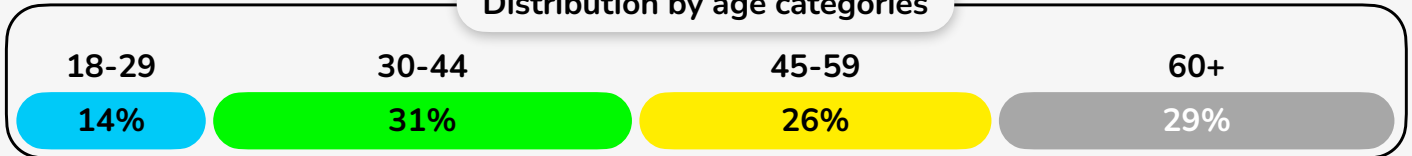
Demographics of the Study The study was conducted in June 2024 using the telephone interview method (CATI), covering 2,008 respondents from government-controlled territories of Ukraine. The socio-demographic composition of the respondents was as follows: by sex, 55% were women and 45% men;

by age, 14% were under 30 years old, 31% were 30-44 years old, 26% were 45-59 years old, and 29% were 60 years old or older; by region, 28% lived in the West, 38% in the Center/North, and 34% in the South/East; by type of settlement, 68% lived in cities and 32% in villages.

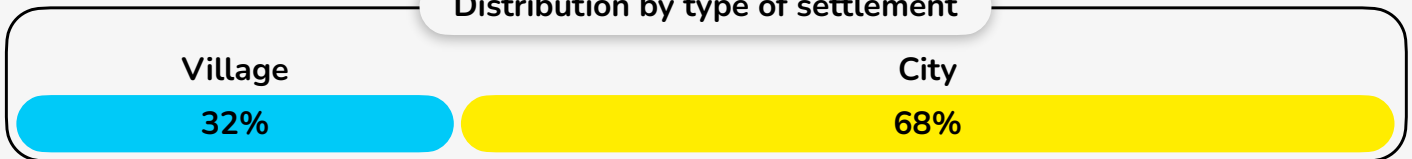
Distribution by sex



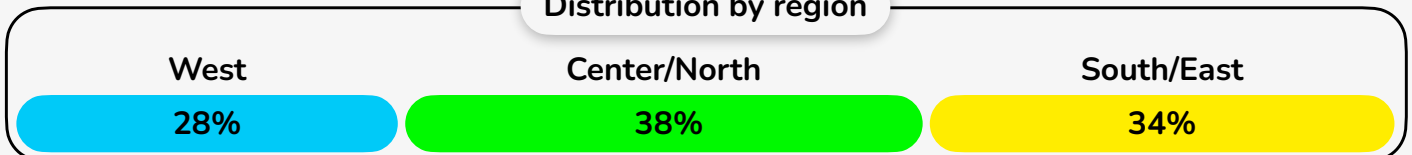
Distribution by age categories



Distribution by type of settlement



Distribution by region



The sample was split (split-sample procedure) into two parts to test the original and experimental questions formats (see the section Adaptation of the ONS4 Scale to the Ukrainian Context for explanation).

The margin of error for each subsample does not exceed 4.1% (with a confidence level of 95% and considering the design effect).

Each subsample is representative of the entire adult population (18+ years) residing in the government-controlled territories of Ukraine. The surveys covered residents from all government-controlled regions, types of settlements, men and women of different ages, and various levels of education.

## Adaptation of the ONS4 Scale to the Ukrainian Context

In Ukraine (and possibly in the United Kingdom as well), respondents often interpret and perceive the middle value on the scale differently. For example, while 0 represents "completely unhappy" and 10 signifies "completely happy," the meaning of a score of 5 may vary among individuals. This variation can pose challenges in interpreting the results.

Since the ONS4 scale is being applied in Ukraine for the first time, the sample was split into two groups. Half of the respondents (1,007) answered the questions in the original format, while the other half (1,001) were presented with the questions in an experimental format.

The ONS4 scale was translated into Ukrainian and provided in its standard format for one part of the sample. For the other experimental format an explanation was added, clarifying that score 5 represents a midpoint between the positive and negative ends of the scale (see Appendix).

Overall, the results indicate that the adapted phrasing, which includes an explanation, may alter the distribution of responses. This is an important consideration when interpreting the data (see the section Results of Applying the Experimental ONS4 Scale for more details).

SOCIAL VALUE  
UKRAINE

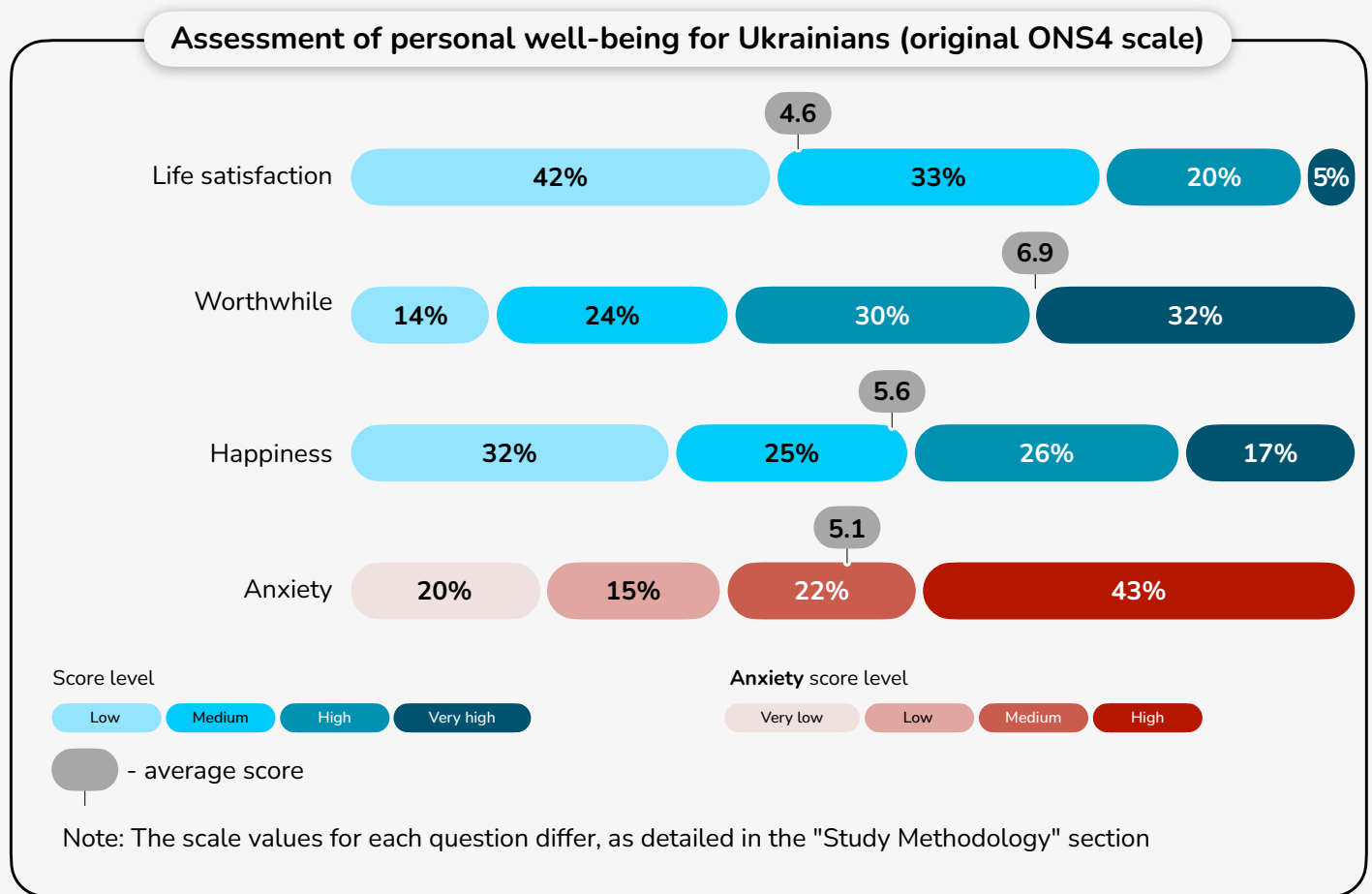
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SOCIAL IMPACT ADVISORY



Study

Findings

# Personal Well-being of Ukrainians



The study results reveal that most respondents report low levels of life satisfaction and happiness. A high level of anxiety underscores the need for measures aimed at improving social stability and the emotional well-being of citizens.

The feeling that the things done in life are worthwhile is moderate, indicating potential for fostering social engagement and self-fulfillment among the population.

## Life Satisfaction

→ The average score for life satisfaction is 4.6, reflecting an alarmingly low level of overall satisfaction among Ukrainians. A significant proportion of respondents (42%) rate their life satisfaction as low (0–4), suggesting the presence of socio-economic and psychological challenges that negatively impact their quality of life.

→ The data further indicate that only 25% of respondents report a high or very high level of life satisfaction, a critically low figure compared to expected well-being standards.

## Worthwhile

→ The average score for this indicator is 6.9, reflecting an overall positive assessment of the activities of Ukrainians. However, in contrast to the high levels, most respondents (38%) rate their activities as partially valuable (5-6). This may suggest a need for support and encouragement to engage people more actively in life and societal development, as well as the creation of opportunities for self-realization.

→ 62% of respondents feel that the things done in life are worthwhile to a high or very high degree (rated 7-10), indicating a certain level of optimism about their life efforts.

## Happiness

→ The happiness score, based on the original formulation, has an average value of 5.6, pointing to a moderate level of happiness among Ukrainians. Most respondents (57%) reported experiencing happiness at low or medium levels (0-6), indicating significant social and psychological challenges affecting the emotional well-being of citizens.

→ Only 43% of respondents indicated a high or very high level of happiness (7-10), suggesting that there is potential for improving happiness levels by supporting the social, economic, and cultural aspects of life.

## Anxiety

→ The anxiety level among Ukrainians was found to be quite high, with an average score of 5.1. Compared to other aspects, anxiety has a significant impact on the psycho-emotional state of Ukrainians, with 43% of respondents reporting high levels of anxiety (6-10). This indicates considerable emotional instability, which may be related to socio-political factors affecting the country.

→ Only 35% of respondents reported low levels of anxiety (0-3), suggesting that there may be opportunities to improve living conditions and emotional stability by creating a supportive social environment.

**The data reveal an interesting phenomenon:** despite a high level of anxiety (a score of 4-10 for 65% of respondents) and low or medium life satisfaction scores (a score of 0-6 for 75% of respondents), most respondents (62%) find significant meaning in the things they do in life, considering them worthwhile. This suggests that the sense of purpose and the value of one's work serve as an important psychological resource for Ukrainians, partially compensating for the negative effects of stress and low levels of happiness. This resource can be effectively utilized to strengthen social engagement, support emotional well-being, and shape value-oriented public programs. Key insights:

**01 Stimulating social engagement through a sense of purpose**

The high level of belief that the things done in life are worthwhile (with 62% of respondents scoring 7-10) among Ukrainians indicates its potential as a motivator to engage citizens in social, volunteer, and civic initiatives. Leveraging this resource can enhance social cohesion and contribute to community recovery by encouraging collective action.

**02 Psychological support through strengthening the sense of purpose**

A sense of purpose can serve as a crucial tool in psychological recovery programs, even despite the high anxiety levels in the majority (65% of respondents). Assistance in finding and establishing meaningful activities can help reduce anxiety and improve emotional stability among citizens.

**03 Focusing on cultural and value-based aspects**

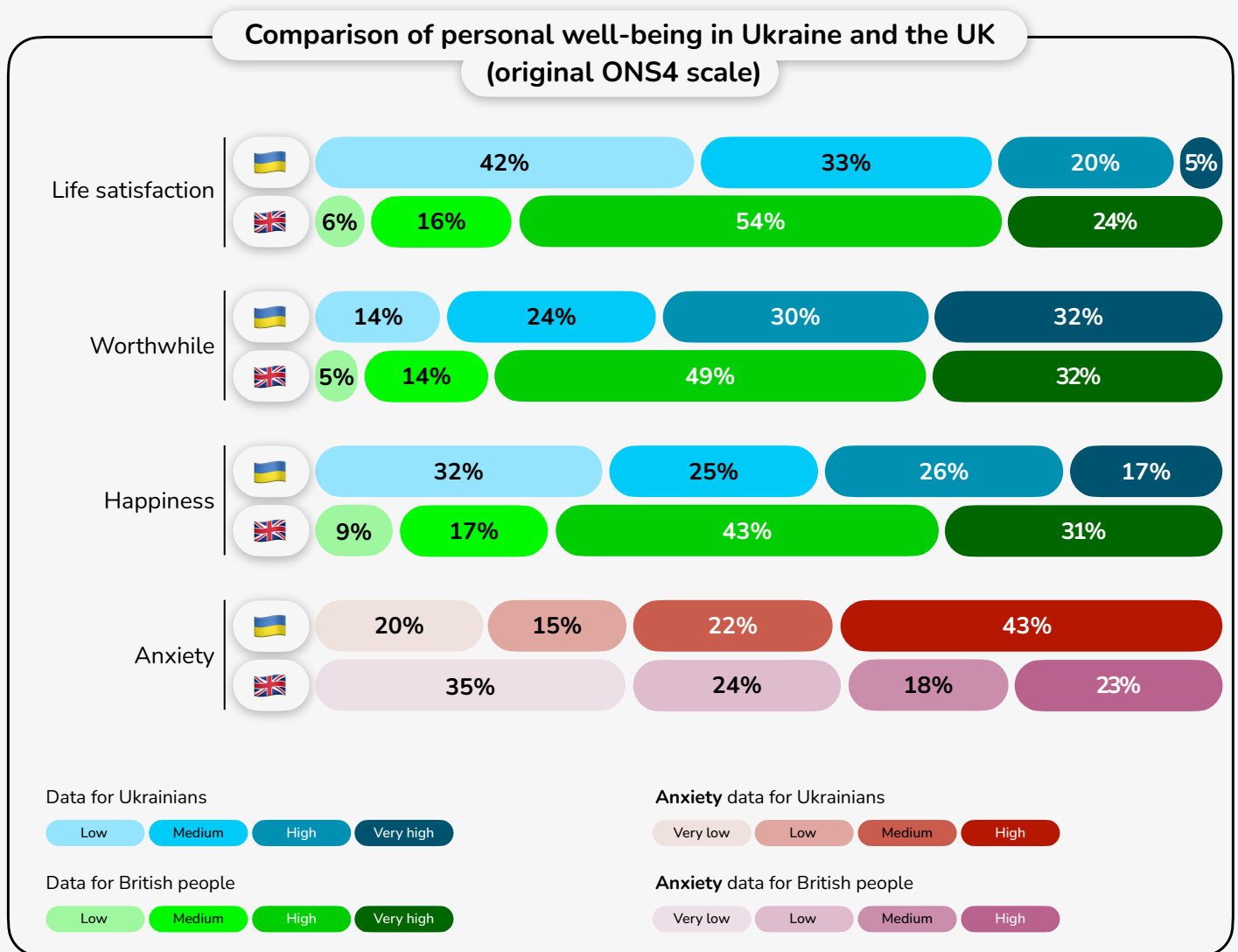
It is also possible that the high level of meaning in activities among Ukrainians is related to the significance of cultural, historical, and patriotic values. This hypothesis requires further research to confirm whether these values contribute to the sense of purpose and influence overall life satisfaction. If this is the case, the development of public programs focused on national identity could become an effective tool for supporting emotional well-being and societal resilience.

# Comparison of Well-being Levels between Ukrainians and British People

The level of well-being among Ukrainians is significantly lower across all key indicators compared to the United Kingdom. The largest differences are observed in life satisfaction and anxiety levels, while the feeling that the things done in life are worthwhile in Ukraine is more closely aligned

with British standards, though it remains lower.

This points to substantial socio-economic challenges facing Ukraine, especially when compared to the more stable conditions in the United Kingdom.



## Life Satisfaction

Ukrainians report significantly lower levels of life satisfaction (average score 4.6) compared to British people (7.5). In Ukraine, 42% of respondents are at low levels of satisfaction, whereas in the UK, only 6% report such low satisfaction.

## Happiness

Only 43% of Ukrainians felt happy yesterday, a significantly lower proportion compared to British, where the figure is 74%. British people experience a much higher level of happiness than Ukrainians (7.4 vs 5.6, respectively).

## Worthwhile

Despite the challenges, 62% of Ukrainians feel that the things they do in life are worthwhile (average score 6.9), although this is somewhat lower than the British score (7.7), where 81% consider their activities meaningful.

## Anxiety

In Ukraine, 43% of respondents report experiencing high levels of anxiety (scores of 6-10), while in the UK, this figure is considerably lower at only 23%, indicating significant emotional strain among Ukrainians.

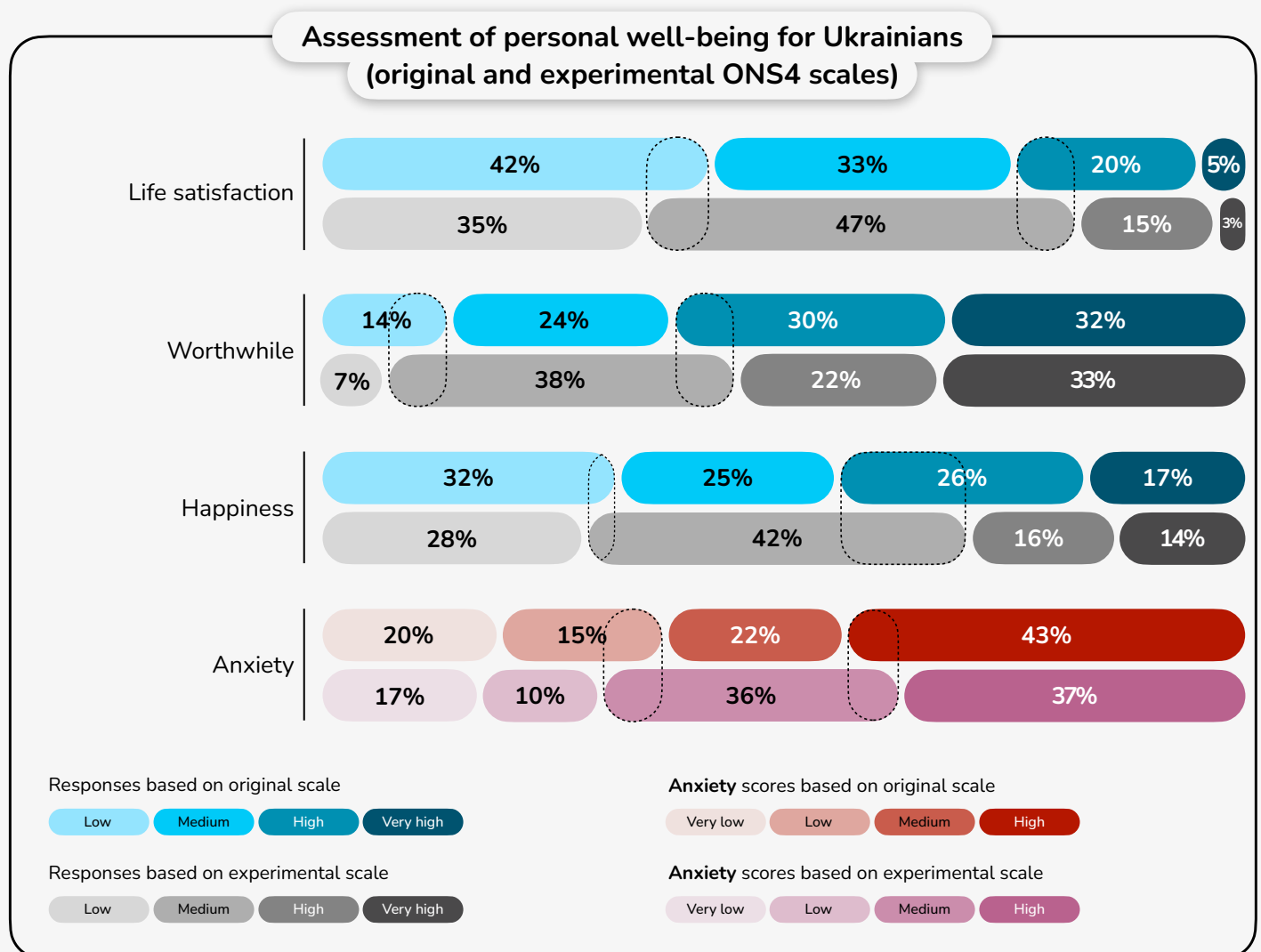
# Results of Applying the Experimental ONS4 Scale

Given the first use of the ONS4 scale in Ukraine, both the original and experimental versions of the scale were employed in the survey. For this purpose, the ONS4 scale was translated into Ukrainian, and one-half of the respondents (1,007 respondents) were asked questions in the original format, while the other half (1,001 respondents) received the experimental version, which included an explanation that 5 represents the midpoint between the positive and negative ends of the scale.

The midpoint of the 0 to 10 rating scale is not perceived uniformly by all respondents; inter-

pretations vary. Some view it as a neutral position (neither positive nor negative), while others associate it with mixed emotions without a clear dominance of either positive or negative experiences. For some respondents, it represents a conditional, intuitive judgment rather than a precise or clearly defined numerical value. This indicates variability in the cognitive perception of the scale, which may affect the accuracy of self-assessments in well-being research.

These particularities in interpreting the scale's midpoint influenced the response patterns to the experimental format of the scale.



### Assessment of personal well-being for Ukrainians (original and experimental ONS4 scales)



Note: The scale values for each question differ, as detailed in the "Study Methodology" section

A notable increase – by 1.5 to 2 times – in the proportion of mid-scale responses was observed compared to the original scale. This led to a symmetrical decrease in the proportion of respondents selecting values at the extreme ends of the scale: both lower (0-4), typically interpreted as negative, and higher (6-10), typically associated with a positive assessment.

A comparison of data from the original and experimental formulations of the ONS4 scales shows that even minor clarifications of the scale's values can shift the distribution of responses. This highlights the sensitivity of self-assessments to the wording of rating scales – an important factor to consider in interpretation.

## Life Satisfaction

A comparison of results from the original and experimental versions of the scale showed that the share of respondents providing low (0-4) and high (7-10) life satisfaction ratings decreased by 7 percentage points each, while the share of mid-scale responses increased from 33% to 47%.

Despite the redistribution of responses, the average score remained unchanged at 4.6, indicating a compensatory effect: clarification of the scale's midpoint reduced the proportion of extreme ratings but increased the selection of neutral responses.

## Happiness

The share of respondents with low scores (0-4) decreased by 4 percentage points, while those with high scores (7-10) declined more significantly – by 13 percentage points. Meanwhile, the proportion of mid-range scores (5-6) increased from 25% to 42%, with a notable rise in the selection of exactly 5 points (from 18% to 36%).

In total, approximately 17% of respondents shifted from extreme ratings toward the midpoint, accompanied by a decrease in the average score from 5.6 to 5.1. This indicates a shift toward more moderate or "neutral" evaluations of happiness.

The results from applying the experimental version of the ONS4 scale demonstrate that both the wording of questions and the explanation of the scale's midpoint affect the distribution of responses. Across all four indicators, the introduction of a midpoint explanation led to a substantial increase in the selection of mid-scale values (particularly 5 points), accompanied by a decline in both high and low ratings.

This suggests that some respondents do not perceive the midpoint as an obviously neutral value, or interpret it as a compromise or mixed response. Providing clarification about the scale's meaning helps respondents interpret the questions more accurately, reducing imprecision in their responses.

## Worthwhile

Clarifying the meaning of the scale's midpoint contributed to a 7 percentage point decrease in the proportion of respondents giving extreme ratings (0-4 and 7-10), while the share of mid-scale responses rose from 24% to 38% – mainly due to an increase in the selection of the midpoint score (5), which rose from 20% to 33%.

Despite the shift in response distribution, the average score increased from 6.9 to 7.1.

## Anxiety

The proportion of respondents reporting low anxiety (0-3 points) and high anxiety (6-10 points) declined by 7 and 6 percentage points, respectively, while the share of responses in the mid-range (4-5 points) increased from 23% to 36%, primarily due to a rise in the selection of 5 points (from 16% to 32%).

The average score remained virtually unchanged (5.1 vs. 5.2), indicating a balanced dynamic: the reduction in extreme ratings was offset by an equivalent increase in medium responses.

# Future Aspects of Well-being Research in Ukraine

The next steps for well-being research include conducting the second wave of the survey of Ukrainians in December 2024, which will allow for tracking the dynamics of changes in the well-being of Ukrainians over the past six months. This will provide an opportunity to analyze the impact of socio-economic and political changes on the quality of life of the population.

The December study will also implement the approach of measuring social value using the WELLBY (Well-being-Year) indicator, which enables the **assessment of changes in well-being** based on their long-term impact on people's lives.

Measuring changes in well-being using the **WELLBY** (Well-being-Year) indicator offers,

several advantages for the next stage of the research, including the ability to evaluate the impact of policies and programs on the overall level of life satisfaction over time. WELLBY allows the integration of both quality and longevity of life into a single measure, ensuring the rationale for socio-economic decisions. It is valuable not only for assessing large government programs but also for analyzing local social initiatives. This approach is already successfully used in the United Kingdom, Denmark, Canada, and other countries, where "social value banks" are being created to store and compare WELLBY coefficients, facilitating decision-making aimed at improving the well-being of the population (The WELLBY: A New Measure of Social Value and Progress)<sup>8</sup>.

## Prospects for Measuring Well-being in Ukraine

The prospects for well-being research include regular monitoring of changes to track well-being dynamics over time, which will enable timely responses to emerging challenges.

Measuring well-being will provide a comprehensive approach to assessing changes in society, considering social, economic, physical, and psychological aspects of life. This will help in making evidence-based decisions to improve the quality of life for the population.

Interdisciplinary collaboration and the involvement of experts from various fields will contribute to a deeper understanding of the data and its impact on well-being. The results of such research could form the foundation for the development of effective policies in the areas of healthcare, social protection, and economic development, ultimately improving the quality of life for the population.

8 - Frijters, P., Krekel, C., Sanchis, R., & Santini, Z. (2024). The WELLBY: A new measure of social value and progress. *Humanities and Social Sciences Communications*, 11. [Available here](#)

# What Are the Benefits of Implementing Well-being Measurements in Ukraine?

Measuring well-being allows for tracking the success of policy implementation, initiatives, and strategies, and contributes to making evidence-based decisions. It opens opportunities for new forms of cross-sector collaboration,

focused on achieving results that create maximum social value. Social value is an important tool that helps assess the effectiveness of initiatives, showing their real impact on the lives of citizens.

## For Political and Government Leaders

Measuring well-being will enable the assessment of how policies affect not only economic prosperity but also various important aspects of citizens' lives, such as security, access to basic services, and emotional well-being. This will support the development of targeted recovery strategies, increase public trust, and ensure effective resource management in times of crisis.

## For the Civil Sector

Well-being measurement mechanisms can help civil society organizations identify the needs of the most affected population groups, such as internally displaced persons, veterans, and those who have lost their homes. This will enable more effective influence on public policy and strengthen their voice in the decision-making process.

## For the Academic Community

Well-being as an indicator opens opportunities for broader scientific research on improving people-oriented policies, studying specific elements of well-being, and understanding the factors that influence well-being levels. Analyzing well-being data will provide a better understanding of how crises change societies and contribute to the development of new models of resilience and progress, focusing on post-war recovery.

## For Business

Focusing on well-being will allow businesses to adapt their models to the wartime environment, ensure support for employees and communities, and plan more effective social initiatives aimed at supporting Ukrainian society and the country's recovery.

## Call for Collaboration: Implementing Well-being Research for Ukraine's Recovery

Research on the well-being of Ukrainians is a crucial step in understanding how socio-economic and psychological factors affect the quality of life during wartime. Such research aims not only to measure well-being levels but also to determine how government policies, social initiatives, and economic changes can contribute to improving citizens' lives. Implementing well-being studies will help create effective recovery and sustainable development strategies for Ukraine, especially in the context of post-war reconstruction.

We invite interested partners and donors to join in the implementation of well-being research in Ukraine.

Together, we can create a more accurate picture of the changes in the well-being of Ukrainians during the war and support the development of effective policies for the country's recovery. The team at **Ruban Litvinova Social Impact Advisory**, the **Kyiv International Institute of Sociology (KIIS)**, and **Social Value Ukraine** are open to discussions about potential collaboration opportunities. We are ready to share our findings and facilitate the involvement of leading British researchers and partners to further refine this project. Your participation will help make a significant contribution to improving the quality of life in Ukraine and enhance the effectiveness of future social initiatives.

### Keywords for SEO:

well-being, Ukraine, research, happiness, quality of life, WELLBY

# Appendix

## Original ONS4 scale

Next, I would like to ask you four questions about your feelings on aspects of your life. There are no right or wrong answers. For each of these questions I'd like you to give an answer on a scale of 0 to 10, where 0 is "not at all" and 10 is "completely".

**Overall, how satisfied are you with your life nowadays?**

0 not at all	1	2	3	4	5	6	7	8	9	10 completely
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**Overall, to what extent do you feel that the things that you do in your life are worthwhile?**

0 not at all	1	2	3	4	5	6	7	8	9	10 completely
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**Overall, how happy did you feel yesterday?**

0 not at all	1	2	3	4	5	6	7	8	9	10 completely
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**On a scale where 0 is "not at all anxious" and 10 is "completely anxious", overall how anxious did you feel yesterday?**

0 not at all anxious	1	2	3	4	5	6	7	8	9	10 completely anxious
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## Original ONS4 scale (translated into Ukrainian)

Далі я хотів би поставити Вам чотири запитання про Ваше самопочуття. Нагадуємо, що немає правильних чи неправильних відповідей.

**Наскільки Ви в цілому зараз задоволені чи ні своїм життям?**

0 зовсім не задоволені	1	2	3	4	5	6	7	8	9	10 повністю задоволені
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**А якою мірою Ви вважаєте, що те, що Ви робите у своєму житті, дійсно має сенс і варте Ваших зусиль?**

0 зовсім не вважаю так	1	2	3	4	5	6	7	8	9	10 повністю переконані в цьому
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**Наскільки Ви в цілому почували себе щасливими вчора?**

0 зовсім не почувались щасливими	1	2	3	4	5	6	7	8	9	10 повністю почувались щасливими
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**А наскільки Ви вчора почували себе тривожно?**

0 зовсім не почувались тривожно	1	2	3	4	5	6	7	8	9	10 були цілко- вито стриво- женими
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## Experimental ONS4 scale (was translated into Ukrainian)

Next, I would like to ask you four questions about your feelings on aspects of your life. There are no right or wrong answers

Overall, how satisfied are you with your life nowadays?

0 not at all	1	2	3	4	5 equally yes and no	6	7	8	9	10 completely
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Overall, to what extent do you feel that the things that you do in your life are worthwhile?

0 not at all	1	2	3	4	5 equally yes and no	6	7	8	9	10 completely
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Overall, how happy did you feel yesterday?

0 not at all	1	2	3	4	5 equally yes and no	6	7	8	9	10 completely
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On a scale where 0 is "not at all anxious" and 10 is "completely anxious", overall, how anxious did you feel yesterday?

0 not at all anxious	1	2	3	4	5 equally yes and no	6	7	8	9	10 completely anxious
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