

# 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 2.0, December 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

The research team included:

Olena Litvinova, Partner at Ruban Litvinova Social Impact Advisory,  
Anton Grushetskyi, Executive Director at KIIS,  
Myroslava Buchak, Social Impact Project Manager  
at Ruban Litvinova Social Impact Advisory

Kyiv, 2024

# 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.

[rubanlitvinova.com](http://rubanlitvinova.com)

[Facebook](#)

[LinkedIn](#)

[Instagram](#)



**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.

[kiis.com.ua](http://kiis.com.ua)

[Facebook](#)



**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.

[svu.org.ua](http://svu.org.ua)

[Facebook](#)

[LinkedIn](#)



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

[manager@svu.org.ua](mailto:manager@svu.org.ua)

or by phone at +38 (098) 000 04 64

# Content

<b>Executive Summary</b>	4
<b>Purpose of the Document</b>	9
<b>The Concept of Well-being</b>	9
<b>Study Context: Life Conditions of Ukrainians</b>	10
<b>Study Findings 1.0</b>	12
<b>Study Methodology 2.0</b>	13
<b>Demographics of the Study 2.0</b>	14
<b>Study Findings 2.0</b>	15
Dynamics of Personal Well-being Among Ukrainians	
Comparative Analysis Results (June - December 2024)	16
Dynamics of Personal Well-being of Ukrainians	
Across Socio-demographic Groups	19
<b>Personal Well-being Index of Ukrainians</b>	34
<b>Application of the WELLBY (Well-being Adjusted Life Years) Method to Assess the Social Value of Changes in Well-being</b>	37
WELLBY Indicator: Conceptual Approach and Methodology	37
Assessment of Social Value Through the WELLBY	39
Calculation of Well-being Change Using WELLBY Indicator in Ukraine	41
<b>Prospects for the Practical Implementation of the WELLBY Method in Ukraine</b>	42
<b>Appendix</b>	43

# Executive Summary

This report is a continuation of the pilot study on the personal well-being of Ukrainians and presents the results of measurements conducted using the ONS4 scale. These results make it possible to assess the dynamics of changes in the population's well-being in 2024. The primary focus is on analysing changes in well-being levels between the two waves of the study, as well as regional and social disparities and the potential impact of crisis conditions caused by the war. The study also demonstrates the application of the WELLBY method to assess the social value of changes in people's well-being.

Two waves of the survey were conducted: in June 2024 (2,008 respondents) and in December 2024 (1,000 respondents). The study was carried out in collaboration with Ruban Litvinova Social Impact Advisory and the Kyiv International Institute of Sociology (KIIS), facilitated by Social Value Ukraine. The findings of the study may serve as a basis for systematic well-being monitoring and the development of effective social strategies in Ukraine.

**The full-scale invasion of Ukraine by Russia has led to far-reaching consequences** – the destruction of cities, the occupation of territories, and the displacement of millions of people. In 2024, hostilities remained intense, and the level of threat to the civilian population remained high: over 46,000 combat engagements were recorded<sup>1</sup>, along with 21,600 air raid alerts<sup>2</sup> and massive missile strikes that resulted in casualties and caused damage to infrastructure and the energy system. A substantial proportion of Ukrainians experienced psychological stress<sup>3</sup>: 87% of respondents reported having gone through at least one stressful situation, and nearly 40% had been exposed to shelling.

Within the country, 4.6 million people remain internally displaced<sup>4</sup>, only 15% of whom consider the possibility of returning<sup>5</sup>. The war has had a profound impact on the well-being of Ukrainians, intensifying socio-economic challenges and generating long-term consequences for living conditions and the psychological state of the population. A detailed overview is provided in the section "[Study Context: Life Conditions of Ukrainians](#)".

**The results of the first wave of the study (Wave 1.0, June 2024)** revealed that despite relatively low life satisfaction (only 25% rated it as high) and a high level of anxiety (65% reported experiencing it at a moderate or high level), 62% of respondents find significant meaning in their activities. This highlights the importance of a sense of purpose as a psychological resource that partially offsets stress. At the same time, overall well-being levels among Ukrainians are significantly lower than those in the United Kingdom across all indicators except for their feeling that the things done in life are worthwhile. Further details are provided in the section "[Study Findings 1.0](#)".

**The results of the second wave of the survey (Wave 2.0, December 2024)** indicate that the level of personal well-being of Ukrainians remains significantly below international standards, particularly in comparison with countries that have robust social protection systems, such as the United Kingdom. A high standard of living is generally reflected by scores of 7 to 10 on a 10-point scale, yet the average life satisfaction score among Ukrainians in December 2024 was only 5.4. Despite a gradual increase in life satisfaction – the proportion of respondents rating their satisfaction as high or very high (7-10 points) rose from 25% to 34% – the overall emotional state of the population remains strained.

1 - Suspilne Novyny (2024, December). More than 33,000 in a year: comparing the number of assaults, battles, and attacks on the frontlines of Donetsk and Luhansk regions. [Available here](#).  
2 - Air Alarms. (2024). Statistics of air alarms in Ukraine. [Available here](#).  
3 - Kyiv International Institute of Sociology (2024). Results of the all-Ukrainian public opinion poll "Omnibus" (2-17 December 2024). [Available here](#).

4 - State Enterprise "Information and Computing Centre of the Ministry of Social Policy of Ukraine". Dashboard Internally displaced persons. [Available here](#).  
5 - International Organisation for Migration. (2025). Internal Displacement Report. Round 19, January 2025. IOM. [Available here](#).

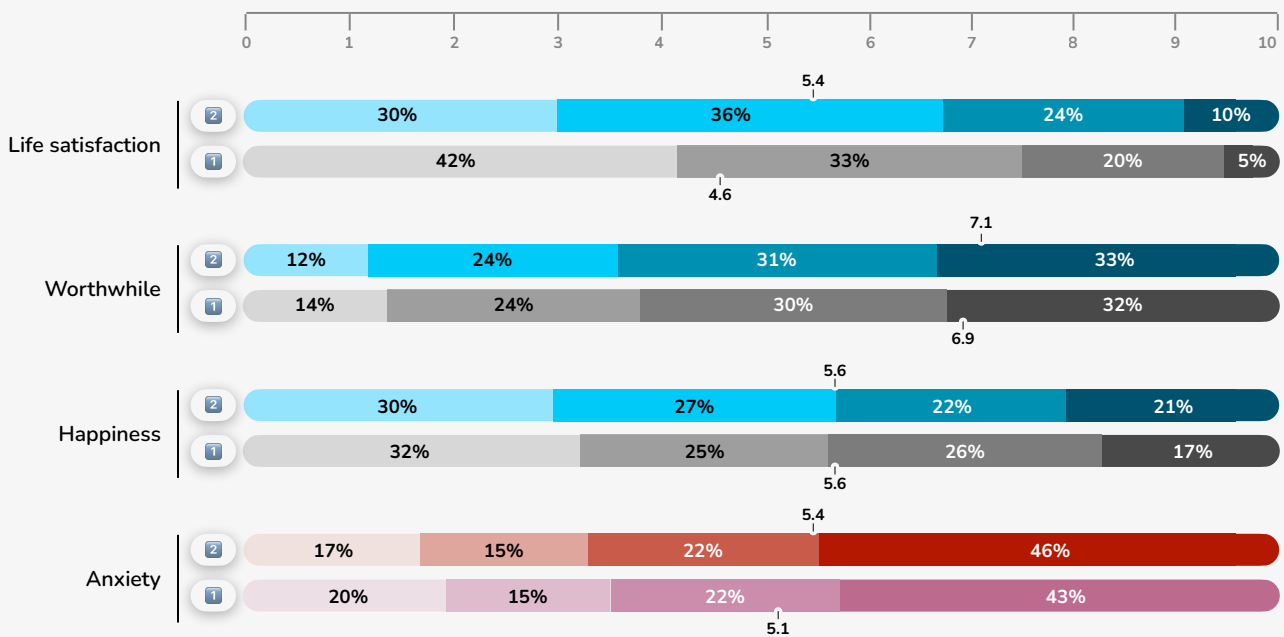
A considerable 46% of respondents rated their anxiety at a high level (6-10 points), indicating persistent emotional instability and elevated stress levels in society.

In the Wave 2.0 of the survey, a positive trend in life satisfaction was observed: the average score increased from 4.6 to 5.4, and the share of respondents with low scores (0-4) decreased from 42% to 30%. At the same time, anxiety levels became more pronounced – the share of people with high anxiety (6-10 points) increased from 43% to 46%, and the average score rose from 5.1 to 5.4.

The score for feeling that the things done in life are worthwhile showed a slight improvement (an increase from 6.9 to 7.1), indicating a stable and resilient internal value system among Ukrainians.

The level of happiness remained unchanged (5.6), although the share of respondents rating their happiness as very high (9-10) increased slightly. After three years of full-scale war, the population demonstrates psychological adaptation to new realities, reflected in improved life satisfaction and a stronger sense of purpose – despite increasing anxiety and growing emotional tension in society.

### Assessment of personal well-being for Ukrainians (December vs June, ONS4 scale)



<sup>xx</sup><sub>1</sub> - average score

The analysis of regional and social differences shows a significant variation in the level of personal well-being of Ukrainians, which is caused by the consequences of the war, unequal access to resources and the level of social support. These factors create different living conditions in different regions and social groups, which directly affects the well-being of citizens and determines their resilience to crisis circumstances.

→ **Women report a stronger feeling that the things done in life are worthwhile and higher levels of happiness, while men experience an increase in anxiety.** Compared to men, women have slightly higher scores for happiness (5.7 vs. 5.5) and feeling that the things done in life are worthwhile (7.2 vs. 7.0), but at the same time report lower life satisfaction (5.3 vs. 5.5) and significantly higher anxiety levels (5.8 vs. 4.9). In the second half of 2024, the average life satisfaction score rose from 4.4 to 5.3 among women, and from 4.8 to 5.5 among men. Notably, although women had reported lower happiness in June (5.4 vs. 5.8 for men), by December their scores surpassed those of men (5.7 vs. 5.5), with the share of women who felt very happy (9-10 points) rising to 24%. Men, on the other hand, showed an increase in anxiety: the average score rose from 4.5 to 4.9, and the share of those reporting high levels of anxiety (6-10 points) increased from 34% to 40%. Among women, this figure remained consistently high – 50% in December. These differences reflect distinct emotional responses to prolonged social challenges.

→ **Despite the gradual increase in life satisfaction, older people report lower levels of happiness and higher anxiety compared to young individuals. In contrast, young people are more emotionally dynamic – they experience higher level of happiness as well as stronger fluctuations in anxiety.** The youngest age group (18-29 years old) generally reports the highest happiness scores (6.1), the lowest anxiety levels (4.3), and the highest score for feeling that the things done in life are worthwhile (7.2).


In contrast, older groups (45-59 and 60+ years old) report lower levels of happiness (5.4 and 5.2, respectively) and higher levels of anxiety (5.5 and 6.0). Despite the increase in life satisfaction among people aged 45 and older (from 4.1 to 5.4 and from 4.3 to 5.3, respectively), the greatest rise in anxiety is observed among young people (+0.5 points). At the same time, older age groups, despite elevated background levels of anxiety, demonstrate emotional stability and an increasing score for feeling that the things done in life are worthwhile (for example, +0.6 points in the 60+ group). This suggests that young people are more emotionally sensitive to change, while older individuals tend to experience life more calmly, though with less emotional intensity.

→ **Internally displaced persons (IDPs) report lower life satisfaction and a reduced score for feeling that the things done in life are worthwhile, while their happiness has stabilized and anxiety has decreased – signs of gradual adaptation.** IDPs demonstrate significantly lower life satisfaction compared to those who have not changed their place of residence (4.8 vs. 5.5 for non-IDPs). Although this score improved in December 2024, the increase among IDPs was less pronounced (+0.3 points vs. +0.9 for non-IDPs), which may be explained by ongoing uncertainty regarding housing, employment, and social integration. At the same time, a decrease in the score of feeling that the things done in life are worthwhile was recorded among IDPs (from 6.6 to 6.4), while this indicator increased among non-IDPs (from 7.0 to 7.2). This may indicate a loss of social support and a sense of disorientation caused by forced displacement. This trend contrasts with the fact that the happiness level among IDPs increased (+0.3), reaching the same level as among non-IDPs (5.6 points). At the same time, the level of anxiety among IDPs decreased (-0.2), which may suggest a gradual emotional adjustment to new living conditions.

→ **Well-being is increasing in rural areas but remains lower in regional centres.** Residents of rural areas demonstrated a significant increase in life satisfaction (+1.4 points, to 5.8), accompanied by a rise in the score for feeling that the things done in life are worthwhile (from 6.8 to 7.1) and stable happiness levels. In contrast, in cities – especially regional centres – the increase in life satisfaction was less pronounced (+0.4 in regional centres, +0.6 in other cities). The greatest increase in the score for feeling that the things done in life are worthwhile was recorded in other cities that are not regional centres (+0.5, reaching 7.5), while negative changes in happiness were observed in rural areas (-0.2), contrasting with positive dynamics in other cities (+0.4). Residents of regional centres continue to report lower levels of life satisfaction (5.1) and for feeling that the things done in life are worthwhile (6.9). This may reflect the influence of city size on stress levels, as well as stronger social cohesion in smaller communities.

→ **Eastern Ukraine remains the most vulnerable region, while Western Ukraine shows the most negative emotional dynamics.** Residents of the Eastern region report the lowest scores in life satisfaction (5.2), happiness (5.4), and in feeling that the things done in life are worthwhile (6.6), along with the highest level of anxiety (6.2), despite a modest increase in satisfaction (+0.7 points). This reflects the impact of ongoing hostilities and persistent security instability. In the Western region, despite higher scores for feeling that the things done in life are worthwhile, the most negative emotional trends were recorded: the happiness level decreased by 0.9 points (from 6.5 to 5.6), and anxiety increased by 0.8 points (from 4.8 to 5.6), likely as a result of the rise in air raid alerts and shelling in the region during the second half of 2024<sup>6</sup>. At the same time, the Central region demonstrates a stabilisation in well-being, which may indicate gradual adaptation to wartime conditions.

A detailed analysis is available in the section "[Study Findings 2.0](#)" 

Based on the data obtained in this study, the **Personal Well-being Index** was developed. It is an experimental tool for the comprehensive assessment of the personal well-being of Ukrainians. The Index is based on four key indicators of the ONS4 scale: life satisfaction, feeling that the things done in life are worthwhile, level of happiness, and level of anxiety. The Index ranges from 0 to 100, where 0 represents the lowest level of well-being and 100 represents the highest. The calculation of the Index makes it possible not only to obtain a general assessment of well-being but also to identify differences between various social and demographic groups. More detailed information is provided in the section "[Personal Well-being Index of Ukrainians](#)" 

The Personal Well-being Index of Ukrainians in December 2024 was 58 points, which corresponds to a medium level on the evaluation scale. The highest scores were observed among young people (18-29 years – 61 points) and residents of the Central region (60 points), while the lowest were recorded among residents of Eastern Ukraine (54 points) and individuals aged 60 and older (55 points).


6 - Air Alarms. (2024). Statistics of air alarms in Ukraine. [Available here](#)

## Practical Application of the WELLBY Method in Ukraine

This study was the first in Ukraine to apply the WELLBY method to assess changes in the well-being of the population. The analysis of the results from the Wave 2.0 of the survey revealed an increase in the average level of life satisfaction from 4.6 to 5.4 points over six months, which is equivalent to 0.8 WELLBY per person.

The social value of these changes calculated using the WELLBY-QALY methodology, amounts to UAH 42,381 per person – indicating a considerable socio-economic impact of improved well-being. In subjective terms and from the perspective of individual experience, this rise in life satisfaction is comparable to an increase in income of the same amount.

In addition to reflecting the personal perception of changes in personal well-being, applying the WELLBY method for social value assessment makes it possible to compare improvements in well-being with the amount of resources invested. This enables the evaluation of the effectiveness of social programs and policies. It also opens new opportunities for **monitoring the impact of public and civic initiatives, ensuring data-driven allocation of budget resources, cross-country comparisons, and supporting post-war recovery strategies based on real changes in people's well-being.**

A detailed description of the calculations is provided in the section ["Application of the WELLBY \(Well-being Adjusted Life Years\) Method to Assess the Social Value of Changes in Well-being"](#) .

# Purpose of the Document

This report is a continuation of the pilot study on the level of personal well-being of Ukrainians. Its goal is to present the results of the Wave 2.0 of well-being measurements based on the ONS4 scale, allowing for an assessment of changes in the population's perception of well-being throughout 2024.

The main objectives of this study are:

→ To identify changes in the level of personal well-being of Ukrainians between the two waves of the survey, as well as to analyse regional and social differences, to better understand the state of well-being of the population in the current context under the influence of the crisis, a full-scale war with Russia that has been going on for more than three years.

→ Demonstrate an example of the application of the WELLBY (Well-being Adjusted Life Years)<sup>7</sup> indicator to assess changes in the social value of changes in human well-being resulting from changes in the level of personal well-being.

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

The second wave of the survey was conducted in December 2024, covering 1,000 respondents from the 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 results obtained can serve as a basis for further regular monitoring of well-being in Ukraine, which will allow tracking the impact of social policies and events on the quality of life of the population. The application of this approach also opens opportunities for the formation of new social development strategies aimed at improving the well-being of citizens.

## 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**

In contrast to traditional macroeconomic indicators, such as gross domestic product (GDP), the approach to assessing well-being focuses on both subjective and objective dimensions including life satisfaction, happiness, physical and mental health, and social connections.

The concept of well-being was formed as a result of the evolution of approaches to assessing the development of society, complementing the economic dimension with social indicators. The well-being of societies is a multidimensional indicator that combines both objective indicators (income, employment, living conditions) and subjective assessments of individual life experience and personal well-being.

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

Personal well-being reflects a person's subjective perception of his or her own life and includes overall life satisfaction, feeling that the things done in life are worthwhile, a level of happiness and anxiety. It is formed under the influence of both objective conditions (economic situation, health, social connections) and individual factors, including psychological resilience and adaptability. The Office for National Statistics (ONS) of the United Kingdom uses this indicator to monitor

population well-being, which makes it possible to assess the impact of socio-economic changes on citizens' quality of life.

The evolution and practical application of the concept of well-being are discussed in detail in the Wave 1.0 report "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."<sup>9</sup>

## Study Context: Life Conditions of Ukrainians

The full-scale invasion of Ukraine by Russia has led to far-reaching consequences – the destruction of cities, the occupation of territories, and the displacement of millions of people. Hostilities, destruction of infrastructure, and occupation of territories displaced millions of people both inside and outside Ukraine.

In 2024, hostilities continued to be intense: according to the General Staff of the Armed Forces of Ukraine, more than 46,000 combat clashes took place during the year<sup>10</sup>, mostly in Eastern Ukraine. According to the Institute for War Studies, Russian troops occupied an additional 3,300 km<sup>2</sup> of territory, bringing the total area of the temporarily occupied territories to 109,000 km<sup>2</sup> (17.9% of Ukraine's territory)<sup>11</sup>.

A total of 21,600 air raid alerts were recorded in Ukraine in 2024, with an average duration of 1 hour and 29 minutes. In December alone, this average rose to 3 hours. The highest number of alarms was recorded in Kharkiv, Dnipro, Donetsk and Zaporizhzhia regions,

and the longest alarm (50 hours and 31 minutes) occurred in Kharkiv region. The number of alarms decreased in the first half of the year, but increased by 32% between July and December. As for reports of explosions, their number remained generally stable, decreasing by 35% in the central regions, while in the western regions it almost doubled in the second half of 2024 – although it still remained the lowest in the country<sup>12</sup>.

According to a KIIS study<sup>13</sup>, in 2024, only 10% of the Ukrainian population did not experience any stressful situation, and 87% of Ukrainians were in at least one stressful situation. In 2023 and 2024, these are the worst figures since 2000. Almost 40% of the population (39%) have experienced bombings and shelling, 30% have experienced or continue to experience separation from loved ones. More than a quarter of respondents (26%) experienced the death of a loved one in 2024, about the same percentage experienced the illness of a loved one (23%), and 18% were ill themselves.

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

9 - Ruban Litvinova Social Impact Advisory, KIIS, Social Value Ukraine (2024). Pilot study of the level of personal well-being of Ukrainians 1.0. [Available here.](#)

10 - Suspilne Novyny (2024, December). More than 33,000 in a year: comparing the number of assaults, battles, and attacks on the frontlines of Donetsk and Luhansk regions. [Available here.](#)

11 - The Guardian. (2024, 4 December). How Ukraine faced worst month on the battlefield in two years. [Available here.](#)

12 - Air Alarms. (2024). Statistics of air alarms in Ukraine. [Available here.](#)

13 - Kyiv International Institute of Sociology (2024). Results of the all-Ukrainian public opinion poll "Omnibus" (2-17 December 2024). [Available here.](#)

As of February 2025, the Office of the United Nations High Commissioner for Human Rights (OHCHR)<sup>14</sup> had recorded 42,505 civilian casualties, including 12,737 killed and 29,768 injured. According to the United Nations High Commissioner for Refugees (UNHCR)<sup>15</sup>, 6.3 million people have received temporary protection in neighbouring countries, while 12.7 million people in Ukraine need humanitarian assistance (according to the UN Office for the Coordination of Humanitarian Affairs (OCHA)<sup>16</sup>).

According to the Ministry of Social Policy of Ukraine, there are 4.6 million officially registered internally displaced persons (IDPs)<sup>17</sup>, most of whom have moved from Donetsk (28%), Kharkiv (20%) and Kherson (12%) regions. The key host regions include Dnipropetrovsk (14%), Kharkiv (12%), Kyiv (8%) and the city of Kyiv (11%). At the same time, 30 % of IDPs live in frontline areas, which complicates access to basic services. Only 15% of internally displaced persons are considering returning, while 70% intend to remain in their current location, and for 62%, the displacement is now considered long-term, as they have been living in a new place for more than two years<sup>18</sup>.

Since the beginning of the full-scale invasion, Russia has carried out systematic attacks on Ukraine's energy infrastructure, causing large-scale power outages. In 2024, 13 massive attacks were recorded, during which 1,712 missiles and drones were launched<sup>19</sup>. The main targets were thermal and hydroelectric power plants, substations, and gas infrastructure<sup>20</sup>.

Due to electricity shortages (30% during peak hours), the country was preparing for a difficult winter in 2024/2025<sup>21</sup>. The power outages resulted in disruptions to water supply, sewerage, heating, medical facilities, schools, and the overall economic situation.

The war has had a significant impact on the economic situation, well-being, and social stability of the population. All these factors form the context of the study of personal well-being of Ukrainians, considering not only economic but also socio-psychological aspects.

14 - Office of the United Nations High Commissioner for Human Rights. (2025, February). Ukraine: Protection of civilians in armed conflict. OHCHR. [Available here](#).  
15 - Office of the United Nations High Commissioner for Refugees. (n.d.). Situation in Ukraine. UNHCR. [Available here](#).  
16 - UN Office for the Coordination of Humanitarian Affairs (OCHA). Ukraine: Humanitarian Assistance Plan. [Available here](#).  
17 - State Enterprise "Information and Computing Centre of the Ministry of Social Policy of Ukraine". Dashboard Internally displaced persons. [Available here](#).

18 - International Organisation for Migration (2025). Internal Displacement Report. Round 19, January 2025. IOM. [Available here](#).  
19 - UA War Infographics (2024, December). Technical attacks on Ukraine's energy infrastructure. [Available here](#).  
20 - Dixi Group (2024). Joint policy brief by Dixi Group and Florence School of Regulation: Supporting Ukraine's energy sector on its way to EU accession. [Available here](#).  
21 - UN Human Rights Monitoring Mission in Ukraine (2024, September). Attacks on Ukraine's energy infrastructure: Harm to civilians. [Available here](#).

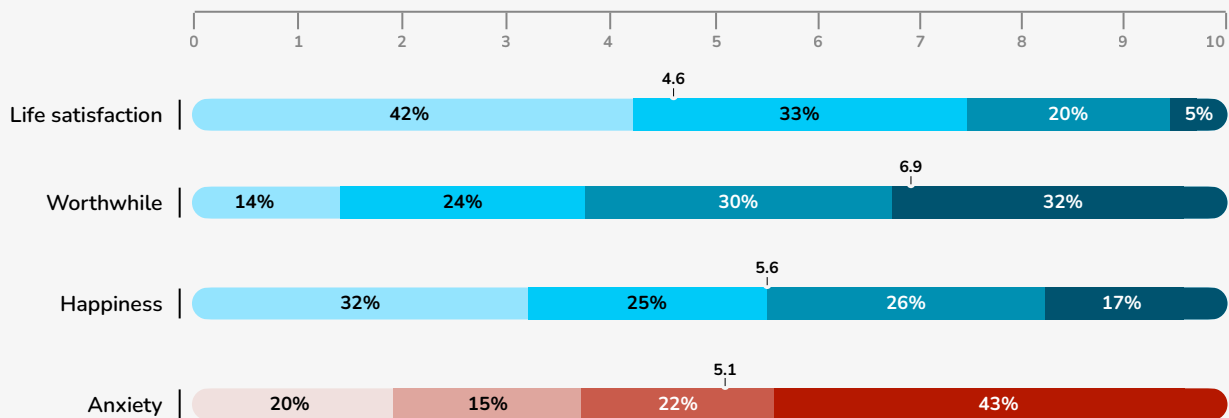
# Study Findings 1.0

The first pilot study was based on the concept of assessing personal well-being and the application of the ONS4 methodology developed by the UK Office for National Statistics. The key indicators of the ONS4 methodology cover overall life satisfaction, level of happiness, level of anxiety, and the feeling that the things done in life are worthwhile, which enables a comprehensive assessment of the population's quality of life. During the study, these questions were adapted to the Ukrainian context and tested for validity. The results confirmed that the methodology is suitable for use in the Ukrainian context. In addition to being the first measurement of the level of personal well-being of Ukrainians using the ONS4 scale,

indicators of personal well-being among the British population<sup>22</sup>.

**The results of the first wave revealed a unique phenomenon:** despite relatively low levels of life satisfaction and high levels of anxiety, 62% of respondents reported a strong sense of meaning in their activity. This highlights the importance of the sense of meaning as a psychological resource that can partially compensate for stress and dissatisfaction with life. The study also showed that the level of personal well-being of Ukrainians is significantly lower than that of the UK population across all indicators – except for the feeling that the things done in life are worthwhile.

## Assessment of the personal well-being of Ukrainians (original ONS4 scale)



Score level



XX - average score

Anxiety score level



\*The scale values for each question differ and are provided in the "Study Methodology" section.

22 - Ruban Litvinova Social Impact Advisory, KIIS, Social Value Ukraine (2024). Pilot study of the level of personal well-being of Ukrainians 1.0. [Available here](#).

# Study Methodology 2.0

This document is a continuation of the pilot study on the level of personal well-being of Ukrainians. It not only reflects the current state of well-being but also analyses its dynamics and socio-demographic differences.

The second part of the study presents the results of a repeated survey, which enables an assessment of changes in well-being over time. The comparison of data from the two surveys also provides a foundation for applying the WELLBY (Well-being Adjusted Life Years) approach to evaluate the social value of changes in personal well-being.

The second wave of the survey was conducted using the ONS4 methodology, which ensures the correct comparison of results across both waves over time. A detailed description of the methodology – including the data collection process, adaptation to the Ukrainian context, and validation – is provided in the Wave 1.0 report "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".<sup>23</sup>

The ONS4 scale includes four core indicators: life satisfaction, feeling that the things done in life are worthwhile, happiness, and anxiety. Measurements were conducted using an 11-point scale (from 0 to 10), allowing for 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)

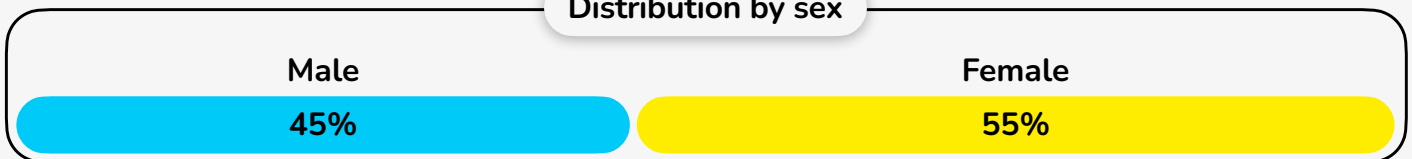
The methodology makes it possible to compare well-being levels over time and to identify general trends. The analysis of dynamics for the period from June to December 2024 was based on a comparison of average scores and the distribution of respondents across threshold categories.

23 - Ruban Litvinova Social Impact Advisory, KIIS, Social Value Ukraine (2024). Pilot study of the level of personal well-being of Ukrainians 1.0. [Available here](#)

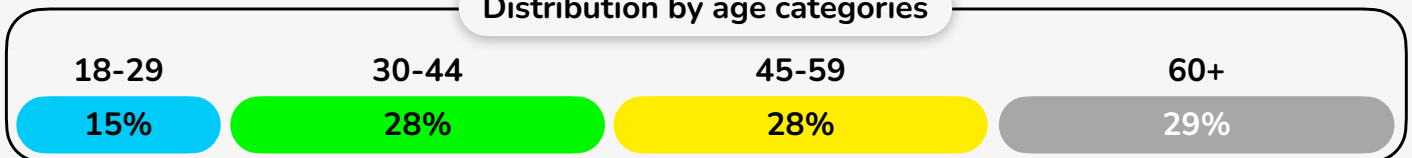
# Demographics of the Study 2.0

The study was conducted in December 2024 using the CATI method (Computer-Assisted Telephone Interviewing), covering 1,000 respondents from government-controlled areas of Ukraine. The socio-demographic profile of respondents was as follows: by sex, 55% were women and 45% were men; by age, 15% were under 30 years old, 28% were aged 30-44, 28% were aged 45-59, and 29% were aged 60 and older; by region, 28% lived in the West, 38% in the Centre/North, and 34% in the South/East; by type of settlement, 67% lived in cities and 33% in villages; by status, 12% had internally displaced person (IDP) status and 88% do not have this status.

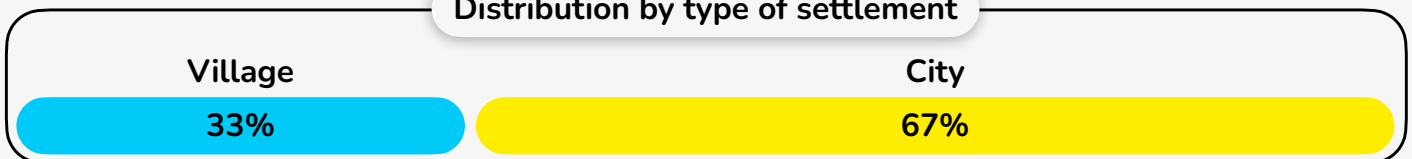
## Distribution by sex



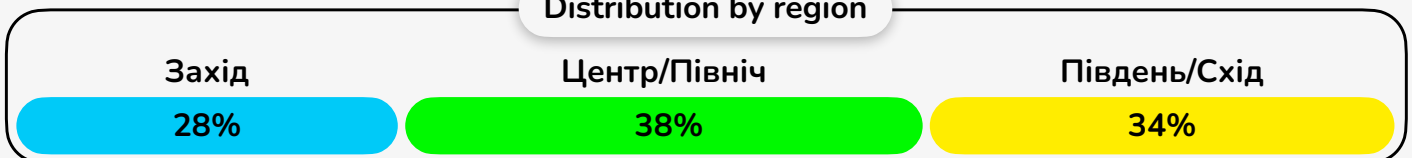
## Distribution by age categories



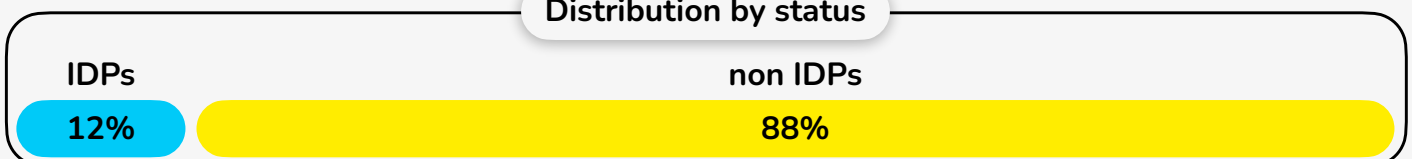
## Distribution by type of settlement



## Distribution by region



## Distribution by status



SOCIAL VALUE  
UKRAINE

Ruban  
Litvinova  
SOCIAL IMPACT ADVISORY



Study

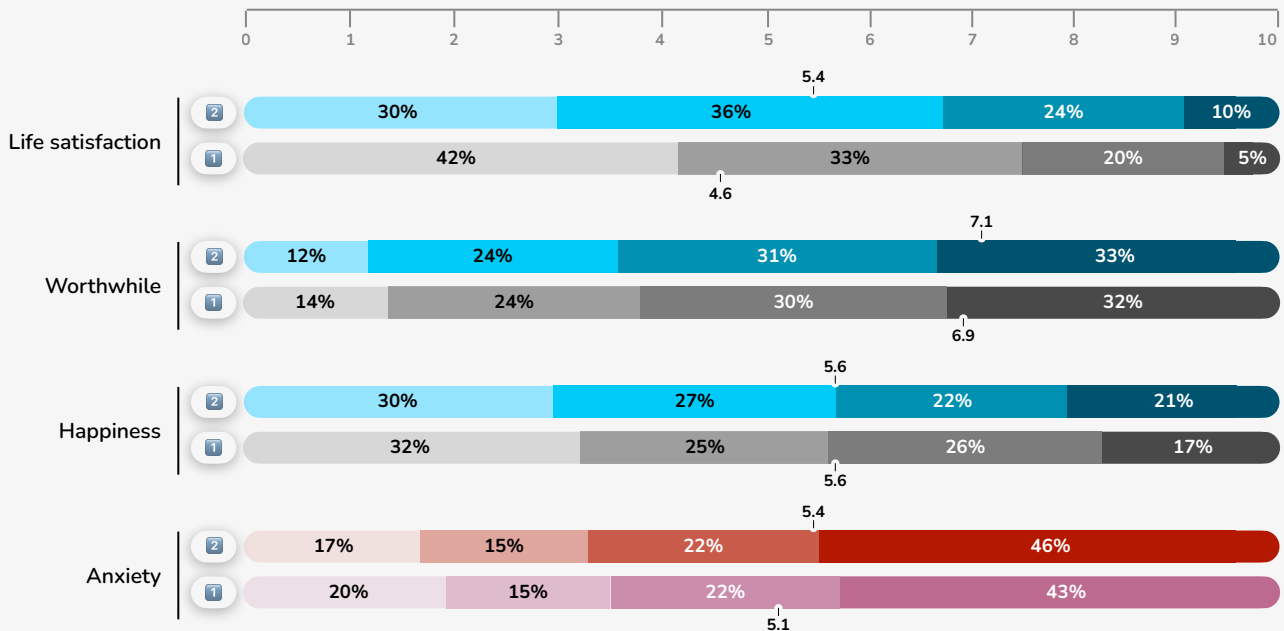
Findings 2.0

# Dynamics of Personal Well-being Among Ukrainians: Comparative Analysis Results (June – December 2024)

The level of personal well-being of Ukrainians changed between the first and second waves of the survey. The analysis of the results indicates a positive trend in life satisfaction and the feeling that the things done in life are

worthwhile, while the level of anxiety shows a tendency to increase. The level of happiness remains relatively stable, suggesting emotional consistency among the population.

Assessment of personal well-being of Ukrainians (ONS4 scale)



2 Wave 2.0 (December 2024)  
 Low Medium High Very high

2 Anxiety score level, Wave 2.0 (December 2024)  
 Very low Low Medium High

1 Wave 1.0 (June 2024)  
 Low Medium High Very high

1 Anxiety score level, Wave 1.0 (June 2024)  
 Very low Low Medium High

xx - average score

## Life Satisfaction

The share of respondents reporting low life satisfaction (0-4 points) decreased **from 42% in June to 30% in December**, indicating a general improvement in public sentiment. At the same time, the share of those with high and very high levels of life satisfaction (7-10 points) increased from 25% to 34%, and the proportion of those who rated their satisfaction at 9-10 points grew from 5% to 9%. The average score rose from 4.6 to 5.4, reflecting a positive trend in how people perceive the quality of their own lives.

Further research is needed to gain a deeper understanding of the factors behind these changes, particularly the influence of socio-psychological and political factors. One possible explanation is the process of adaptation to wartime conditions, the development of resilience, and the re-evaluation of life priorities.

## Worthwhile

A slight improvement was observed in the level of feeling that the things done in life are worthwhile. The share of respondents reporting a very high level (9-10 points) increased from 32% in June to 33% in December, while the average score rose from 6.9 to 7.1. At the same time, the proportion of those with a low level (0-4 points) slightly decreased from 14% to 12%.

Psychological adaptation may play a key role: despite a prolonged crisis, people are finding coping strategies that help maintain a sense of stability in everyday life. At the same time, the potential impact of political expectations during this period should also be considered.

Extraordinary events – or the anticipation of such events – can influence respondents' outlook, making them feel more optimistic or, conversely, more pessimistic, which in turn can affect their sense of well-being. In a context where political developments are closely intertwined with the daily lives of Ukrainians and have become an integral part of it (at least during wartime), political dynamics remain a significant factor that may influence people's emotional state.

The relative stability of this indicator reflects the presence of deeply held internal values among Ukrainians that remain unchanged even in conditions of heightened fear, economic instability (7.8 out of 10)<sup>24</sup> and ongoing socio-economic challenges. This may also be an example of resilience and psychological adaptation. Further research may help identify the factors that sustain this feeling, particularly the role of social interaction, purposeful activity, and personal beliefs.

24 -Score for Peace (2024). Social Cohesion and Reconciliation Index for Ukraine (SCORE Ukraine 2024). [Available here.](#)

## Happiness

The level of happiness remained relatively stable at an average level. The proportion of respondents who rated their happiness at 9-10 points increased from 17% to 21%, while the share of those reporting low happiness levels (0-4 points) decreased from 32% to 30%. However, the average score did not change and remained at 5.6, indicating consistency in the overall emotional state of the majority of respondents.

Despite a high level of uncertainty in wartime conditions, respondents noted the presence of positive aspects in their lives that contribute to feelings of joy and happiness. However, this does not imply a decrease in the overall level of anxiety, which, according to other indicators, continues to show an upward trend. Further exploration of the factors influencing this indicator may provide a deeper understanding of possible ways to support emotional well-being.

## Anxiety

Despite the relative stability of other indicators, the level of anxiety among Ukrainians is increasing. The share of respondents with a very low level of anxiety (0-1 point) decreased from 20% in June to 17% in December 2024, while the proportion of those reporting a high level of anxiety (6-10 points) rose from 43% to 46%. Accordingly, the average score also increased – from 5.1 to 5.4.

The rise in anxiety may be driven by negative life events, such as the loss of loved ones, financial difficulties, and a constant sense of danger.

In wartime conditions, these factors are exacerbated by intense fighting, regular air raid alerts, and shelling. Additional stress is caused by power and heating outages, particularly in the winter months, which complicate daily life and worsen the psychological state of the population. Elevated levels of anxiety in society may also affect other aspects of people's well-being and their individual resilience to ongoing challenges.

# Dynamics of Personal Well-being of Ukrainians Across Socio-demographic groups

## Level of Personal Well-being Among Men and Women

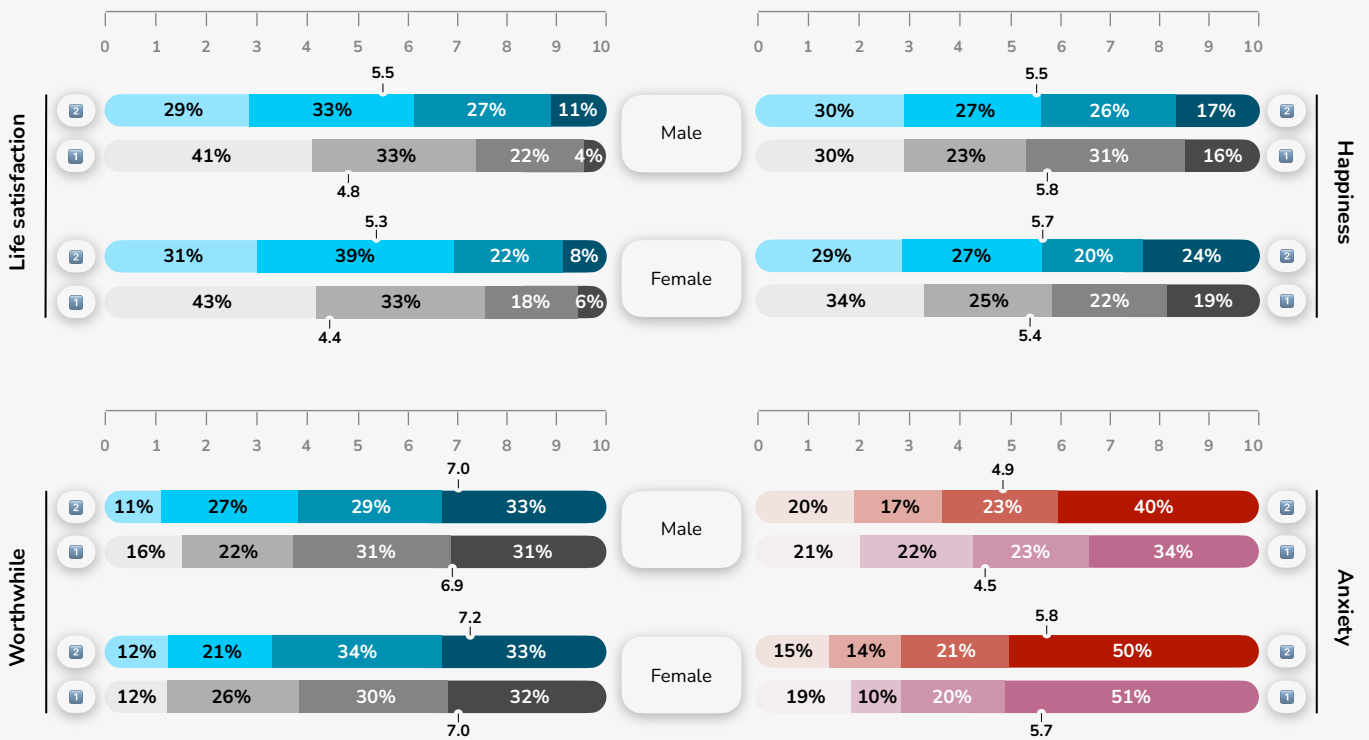
An analysis of the level of personal well-being among men and women in June and December 2024 shows an overall improvement in life satisfaction and feeling that the things done in life are worthwhile for both groups. The average life satisfaction score increased from 4.8 to 5.5 for men and from 4.4 to 5.3 for women, while the average score for feeling that the things done in life are worthwhile reached 7.0 for men and 7.2 for women. At the same time, happiness levels show different trends: women, who six months earlier reported lower levels of happiness, now surpass men on this indicator. The level of anxiety among men shows a clear

upward trend: the average score increased from 4.5 to 4.9, and the share of respondents with high anxiety (6-10 points) rose from 34% to 40%.

Among women, this indicator remained consistently high – 51% in June and 50% in December – with a slight increase in the average score from 5.7 to 5.8. While men recorded a slight decrease in this indicator earlier in the year, it has since increased. Among women, it remained stable throughout. This points to the presence of gender differences in how men and women perceive and respond to social challenges.



## Dynamics of personal well-being by sex (December vs June, ONS4 scale)



2 Wave 2.0 (December 2024)

Low Medium High Very high

1 Wave 1.0 (June 2024)

Low Medium High Very high

2 Anxiety score level, Wave 2.0 (December 2024)

Very low Low Medium High

1 Anxiety score level, Wave 1.0 (June 2024)

Very low Low Medium High

$\bar{x}_i$  - average score

## Life Satisfaction

The results of the second wave showed that among men, 38% of respondents reported a high or very high level of life satisfaction, while among women, the share was 30%.

The average life satisfaction score increased by 0.7 points among men and by 0.8 points among women, which may indicate a positive trend in the perception of quality of life.

## Happiness

Despite the fact that slightly more than 40% of respondents of both sexes rated their level of happiness as high or very high (7-10), gender differences are quite pronounced in the dynamics of happiness. Among men, the average level of happiness has slightly decreased (from 5.8 to 5.5), driven by a drop in the share of those reporting high happiness (7-8 points) from 31% to 26%. At the same time, the level of happiness among women increased slightly: the average score increased from 5.4 to 5.7, and the share of women who felt very happy (9-10 points) increased from 19% to 24%. This may indicate different coping strategies in response to stress and social challenges among men and women.

## Worthwhile

The level of feeling that the things done in life are worthwhile remains consistently high among men and women, as evidenced by a slight increase in the average score (to 7.0 for men and 7.2 for women). The proportion of respondents who rate this indicator as high or very high (7-10 points) is 62% among men and 67% of women, and 33% of respondents of both sexes rate it at 9-10 points. These figures may reflect a strong system of values and beliefs that helps maintain stability in the perception of the meaning of life, even in times of crisis.

## Anxiety

Data on anxiety levels show an overall increase in this indicator among men and a consistently high level among women. In particular, the proportion of men with high anxiety (6-10 points) increased from 34% to 40%, and the average score increased from 4.5 to 4.9. In contrast, among women, this indicator remained high (51% in June and 50% in December), and the average score increased only slightly (from 5.7 to 5.8). This confirms the trend towards a higher level of anxiety among women, which may be due to both biological and social factors, in particular the role of women in the family and society.

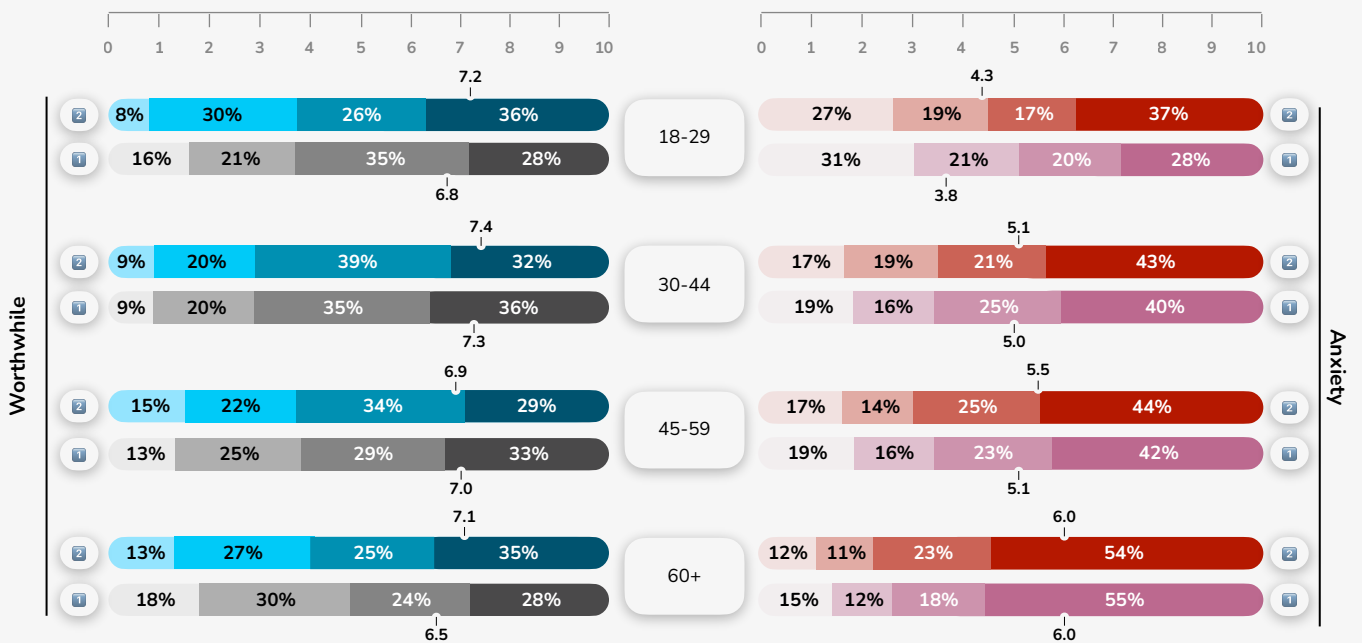
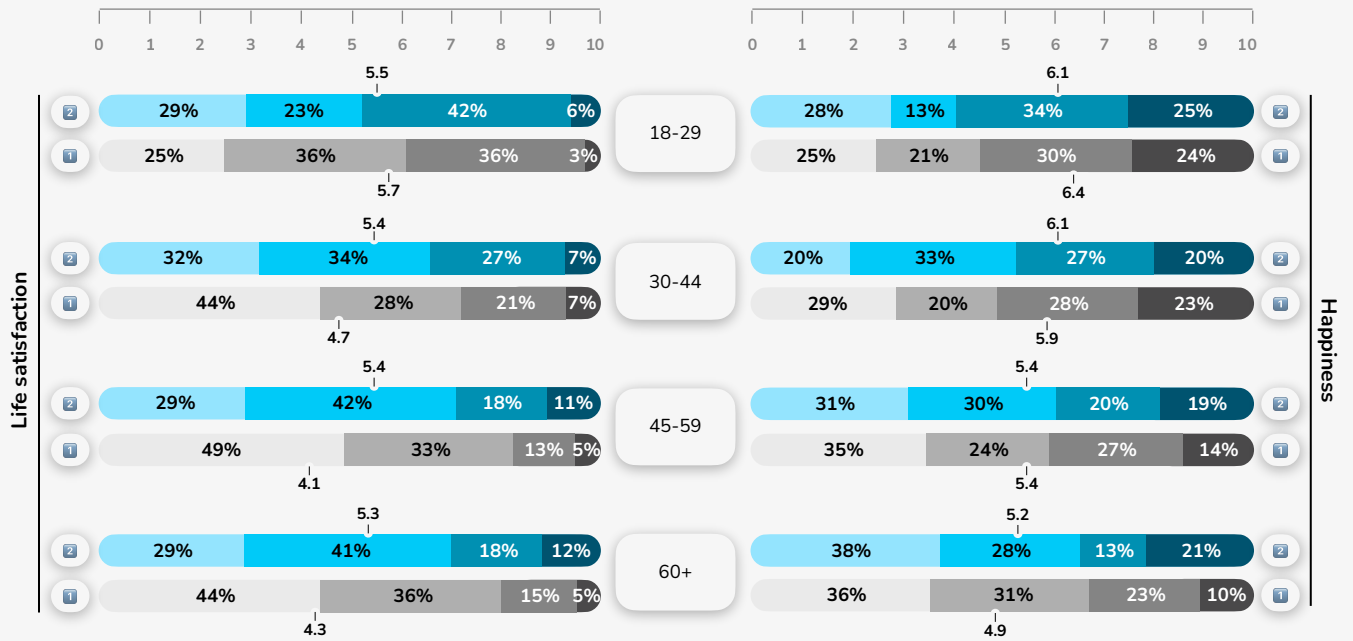
## Dynamics of Personal Well-being Across Age Groups

The results of the study reveal clear age-related differences in the perception of personal well-being. Younger age groups generally report higher levels of happiness and lower levels of anxiety compared to older groups. Young people (18-29 years old) continue to demonstrate the highest levels of happiness (6.1) and the lowest levels of anxiety (4.3), even though this group experienced the largest increase in anxiety (+0.5 points). Older respondents, particularly those aged 45-59 and 60+, report lower levels of happiness but at the same time demonstrate emotional stability despite high anxiety levels (54% in the 60+ group).

The feeling that the things done in life are worthwhile is rated highly across all age groups, although a slight decline is observed among those aged 45-59. Life satisfaction varies between age groups but generally shows an upward trend, particularly among respondents aged 45 and older. These differences point to diverse coping strategies and established mechanisms of psychological resilience that vary by age.



## Dynamics of personal well-being by age (December vs June, ONS4 scale)



2 Wave 2.0 (December 2024)



1 Wave 1.0 (June 2024)



2 Anxiety score level, Wave 2.0 (December 2024)



1 Anxiety score level, Wave 1.0 (June 2024)



<sup>xx</sup> - average score

## Life satisfaction

The dynamics of life satisfaction show a positive trend across all age groups except for young people aged 18-29, where the average score decreased (from 5.7 to 5.5). The largest increase was recorded among respondents aged 45-59 (+1.2 points) and those aged 60 and older (+1.0 point).

Despite an increase in the share of young people reporting low life satisfaction (0-4 points) from 25% to 29%, this age group still has

the highest percentage of respondents rating their lives at 7-10 points (48%), which exceeds the corresponding figures among those aged 30-44 (34%), 45-59 (29%), and 60+ (30%).

This may indicate a certain ambivalence in how young people perceive their life circumstances: on the one hand, they have high expectations and demands for quality of life, and on the other hand, they retain optimism and a belief in the possibility of improving their situation.

## Worthwhile

The level of feeling that the things done in life are worthwhile remained relatively stable among those aged 30-44 (from 7.3 to 7.4) and 45-59 (from 7.0 to 6.9). In contrast, young people aged 18-29 showed an increase in the average score (from 6.8 to 7.2), which may indicate the formation of new values and growing engagement in social and civic life. A similar positive trend was recorded among respondents aged 60 and older (from 6.5 to 7.1), suggesting a growing sense of personal significance in the context of broader social changes.

The highest share of respondents who rated this indicator as high or very high (7-10 points) was observed among those aged 30-44 (71%), while among young people aged 18-29, the figure was 62%. This may reflect a strong aspiration among younger adults to engage in social processes, particularly through professional work, civic initiatives, or volunteering.

## Happiness

The dynamics of happiness reflect a general trend of declining subjective emotional well-being with age. The highest average score was recorded among young people aged 18-29 (6.4 → 6.1), although this group also showed a downward trend. In older age categories, despite lower average scores overall, a slight increase in happiness was observed: among those aged 30-44, the score rose from 5.9 to 6.1; among those aged 45-59, it remained stable at 5.4; and among those aged 60 and older, it increased from 4.9 to 5.2.

The highest share of respondents who rated their happiness at a high level (7-10 points) was also found among young people (59%), with a gradual decline across older age groups: 47% among those aged 30-44, 39% among those aged 45-59, and 34% among those aged 60 and older. This may be linked to reduced social and professional activity in older age groups and the growing impact of external factors such as health, financial situation, and social isolation.

**The graph illustrates an interesting phenomenon:** young people (18-29 years old) report the highest level of happiness (6.1) and the lowest level of anxiety (4.3) among all age groups. However, this age group also experienced the greatest increase in anxiety compared to others.

This may indicate that while young people remain optimistic and hopeful for a better future, they also face significant pressure and uncertainty in the socio-economic environment.

In contrast, older age groups (45-59 and 60+) show lower levels of happiness and higher

levels of anxiety, but those levels remain stable. This may reflect a more balanced, though less emotionally intense, perception of life. It could be associated with reduced expectations and gradual acceptance of life circumstances, while young people remain more emotionally engaged in change and opportunity.

This trend suggests that happiness among young people is often volatile and emotionally charged, while for older people it is more moderate and less variable. With age, average happiness scores gradually decline, while anxiety levels increase – potentially reflecting a shift in priorities and a different outlook on the future.

## Anxiety

Anxiety levels increased across all age groups, with the largest rise observed among young people aged 18-29 (+0.5 points), likely due to the instability of the socio-economic situation. Among respondents aged 45-59, anxiety also increased (+0.4 points), possibly due to financial challenges and growing responsibilities. For the 30-44 age group, the change was minimal (+0.1 points), and among those aged 60 and older, it remained unchanged (from 6.0 to 6.0), indicating a consistently high level of anxiety within this segment of the population.

In December 2024, the share of respondents reporting high anxiety (6-10 points) was highest among older age groups: 54% in the 60+ category and 44% among those aged 45-59. This may reflect a tendency toward a more pessimistic outlook on the future and greater vulnerability to stress.

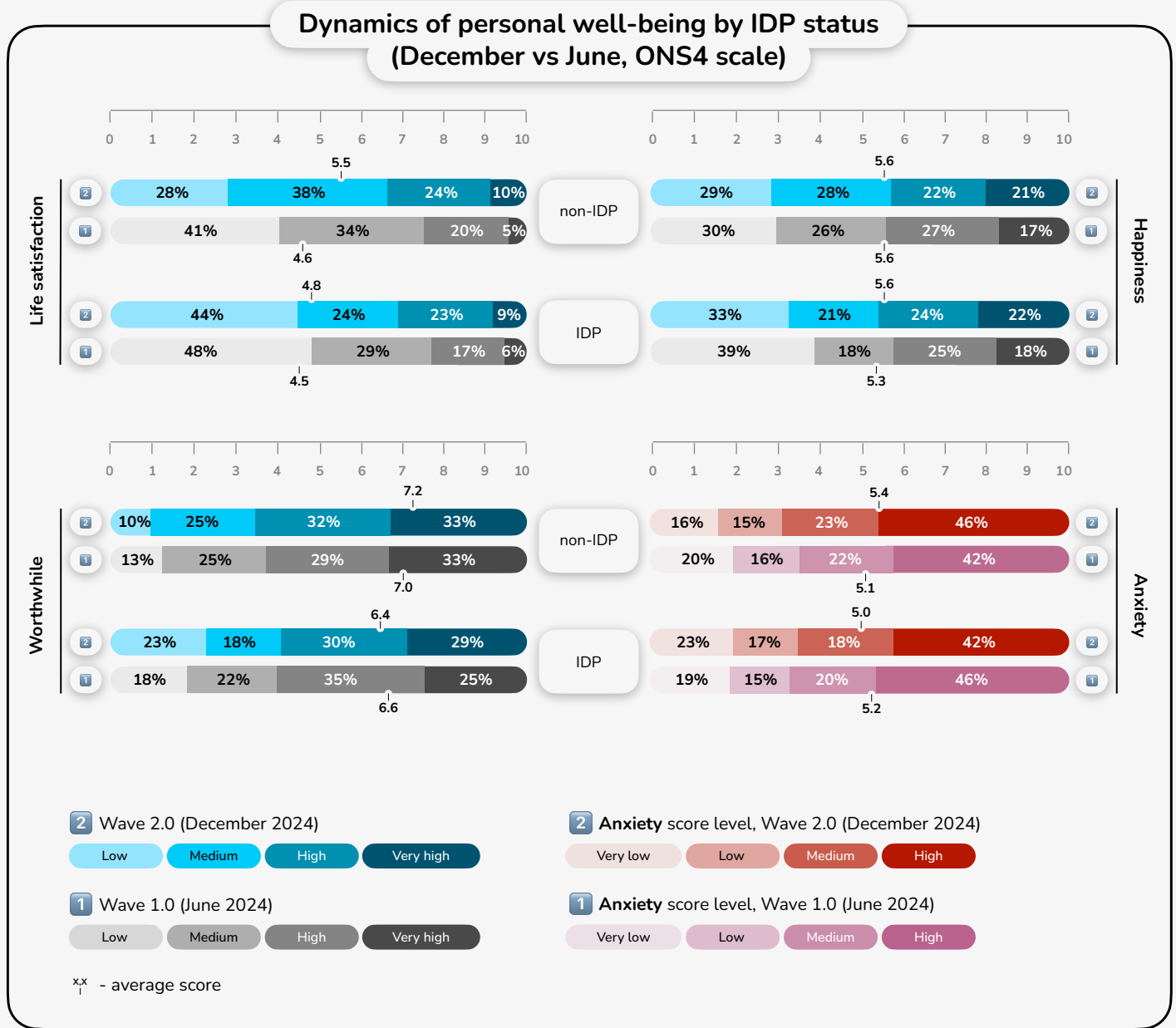
It is important to note that anxiety among older age groups may correlate with a heightened sense of responsibility for loved ones, stronger emotional reactions to news, and age-related differences in cognitive information processing.

# Level of Personal Well-being of Internally Displaced Persons (IDPs)

The study revealed significant differences in the levels of personal well-being between internally displaced persons (IDPs) and those who have not changed their place of residence (non-IDPs). Internally displaced persons remain a more vulnerable group, with lower levels of life satisfaction (4.5 compared to 5.5 among non-IDPs), although their level of happiness increased (from 5.3 to 5.6), while it remained unchanged among non-IDPs. This may reflect some positive changes associated with their new place of residence.

At the same time, a decrease in the feeling that the things done in life are worthwhile was recorded among IDPs (from 6.6 to 6.4), in contrast to an increase in this indicator among non-IDPs. The most striking contrast is seen in anxiety trends: while anxiety increased among non-IDPs (from 5.1 to 5.4), it decreased among IDPs (from 5.2 to 5.0). These trends highlight the need for targeted support programs for vulnerable groups and broader measures aimed at reducing stress levels across all segments of the population.

**Dynamics of personal well-being by IDP status (December vs June, ONS4 scale)**



## Life satisfaction

A significant difference in life satisfaction levels is observed between internally displaced persons (IDPs) and those who have not changed their place of residence (non-IDPs). In June 2024, 48% of IDPs rated their life satisfaction as low (0-4 points), compared to 41% among non-IDPs. By December, the situation improved in both groups, but the pace of change was much stronger among non-IDPs: their average life satisfaction score increased by 0.9 points (from 4.6 to 5.5), while for IDPs, the increase was only 0.3 points (from 4.5 to 4.8).

The most noticeable changes occurred in the share of respondents with low life satisfaction (0-4 points): among non-IDPs, this figure dropped to 28%, and among IDPs – to 44%.

## Worthwhile

The level of feeling that the things done in life are worthwhile have changed differently between internally displaced persons (IDPs) and non-IDPs. Among non-IDPs, a slight improvement was observed, with the average score increasing from 7.0 to 7.2 (+0.2), while the overall distribution of responses remained nearly unchanged.

Among IDPs, the situation slightly deteriorated – the average score decreased from 6.6 to 6.4 (-0.2), which may reflect growing uncertainty and a loss of perceived significance in daily life. A shift in the distribution of scores was recorded: the share of respondents who rated their feeling that the things done in life are worthwhile as low (0-4 points) increa-

At the same time, the share of respondents reporting high (7-8 points) and very high (9-10 points) life satisfaction increased in both groups (from 25% to 34% among non-IDPs, and from 23% to 32% among IDPs).

These results indicate gradual adaptation in both groups. However, internally displaced persons (IDPs) continue to face greater difficulties related to housing, employment, and social integration, which limits their ability to restore their subjective well-being to the level observed among non-IDPs.

While both groups show signs of improvement, the positive changes among IDPs were less pronounced. Continued challenges and uncertainty in their new place of residence slow down the recovery of personal well-being to the level of non-IDPs.

sed to 23%, while the shares of those rating it as medium (5-6 points) and high (7-8 points) declined to 18% and 30%, respectively.

At the same time, the proportion of respondents who rated their feeling that the things done in life are worthwhile as very high (9-10 points) increased to 29%, which may indicate a differentiated perception of the situation within this group – some individuals may be losing a sense of meaning due to instability, while others are adapting to new circumstances and finding new meaning in challenging conditions.

## Happiness

The level of happiness remained stable among non-IDPs (average score of 5.6, unchanged) and slightly improved among internally displaced persons (IDPs), increasing from 5.3 to 5.6 (+0.2), which may indicate partial adaptation to new living conditions and the emergence of positive changes.

Among IDPs, the share of respondents who rated their happiness as low (0-4 points) decreased from 39% to 33%. At the same time, the proportion of respondents in this group who rated their happiness as very high (9-10 points) increased to 22%.

## Anxiety

Anxiety remains high in both groups, but the dynamics differ significantly. Among non-IDPs, the average level of anxiety increased (from 5.1 to 5.4), while among internally displaced persons (IDPs), it slightly decreased (from 5.2 to 5.0), which may reflect both a different number of stressful events and differences in how they are perceived.

One possible explanation for this trend is that the majority of IDPs have relocated to relatively safer areas in the central regions of the country<sup>25</sup>. As a result, despite their difficult experiences, their current environment may be perceived as more stable and secure than the conditions they experienced prior to displacement. In contrast, for some non-IDPs who have lived in previously safe regions since the start of the war, increased threats and shelling nearby may have triggered a rise in anxiety.

This suggests that some internally displaced persons have managed to improve their emotional well-being, possibly due to adaptation, social support, or more stable living conditions.

The positive trend in happiness among IDPs contributed to the increase in their average score. In contrast, the level of happiness among non-IDPs remained stable, with only minor internal fluctuations.

Among non-IDPs, the share of respondents with high anxiety (6-10 points) increased from 42% to 46%, which may be a result of general uncertainty and socio-economic pressure. Meanwhile, among IDPs, this figure decreased from 46% to 42%, and the share of respondents with very low anxiety (0-1 points) increased, indicating a polarisation in their emotional state.

Overall, anxiety levels among IDPs show signs of stabilisation, while among non-IDPs, they appear to be increasing, likely due to the worsening situation in the country.

25 - International Organisation for Migration (2025). Internal Displacement Report. Round 19, January 2025. IOM. [Available here](#).

## Dynamics of Personal Well-being by Settlement Type and Region

The level of personal well-being varies significantly depending on the type of settlement and region, showing different patterns of change.

The greatest increase in life satisfaction was recorded among residents of rural areas (from 4.4 to 5.8), which is the highest score among all settlement types. In addition, residents of rural areas and other cities that are not regional centres report the highest level of feeling that the things done in life are worthwhile, which may be linked to stronger local cohesion and active participation in community initiatives.

The lowest levels of personal well-being are recorded in Eastern Ukraine, where life satis-

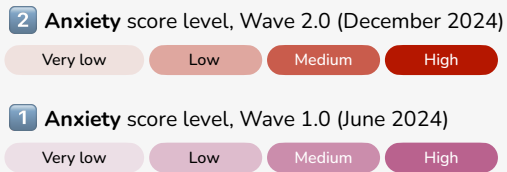
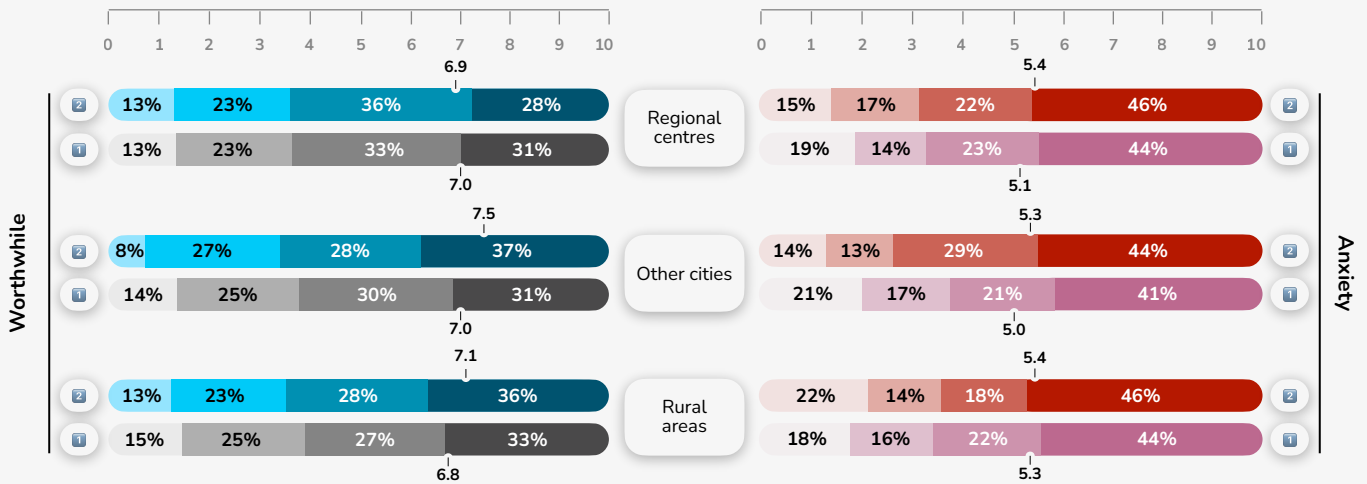
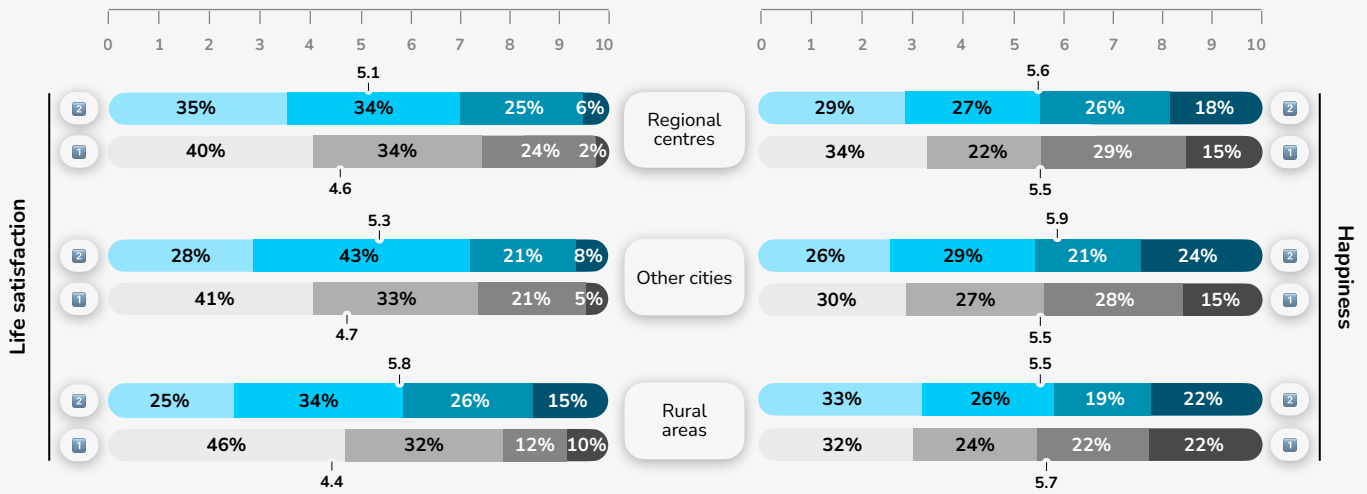
faction, happiness, and feeling that the things done in life are worthwhile are lower, and anxiety is significantly higher than in other regions. This is likely due to ongoing hostilities and a persistent security threat.

At the same time, Western Ukraine experienced the greatest decline in happiness (from 6.5 to 5.6), accompanied by an increase in anxiety (from 4.8 to 5.6), which may be related to the rise in air raids and shelling during the second half of 2024.

These trends highlight the need for a deeper analysis of how socio-economic and security factors influence well-being across different territorial categories.

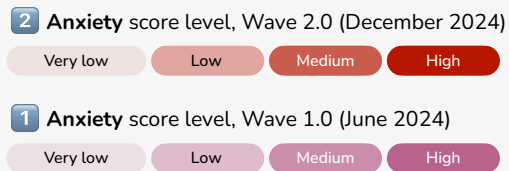
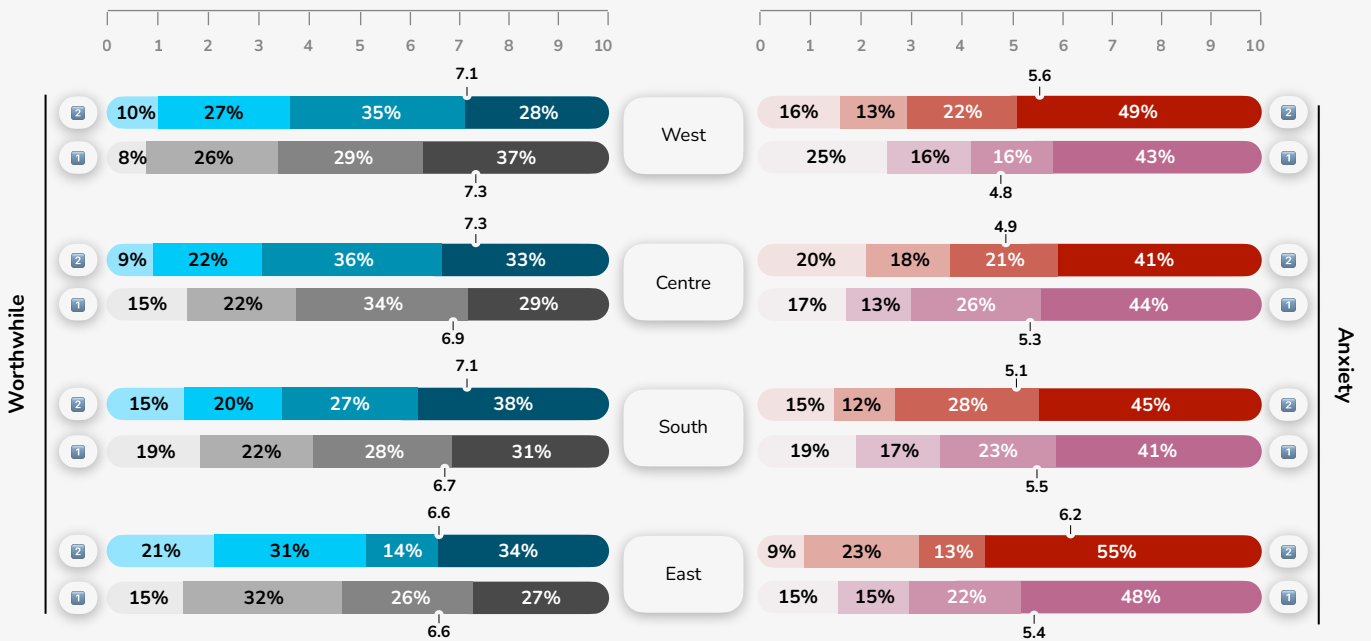
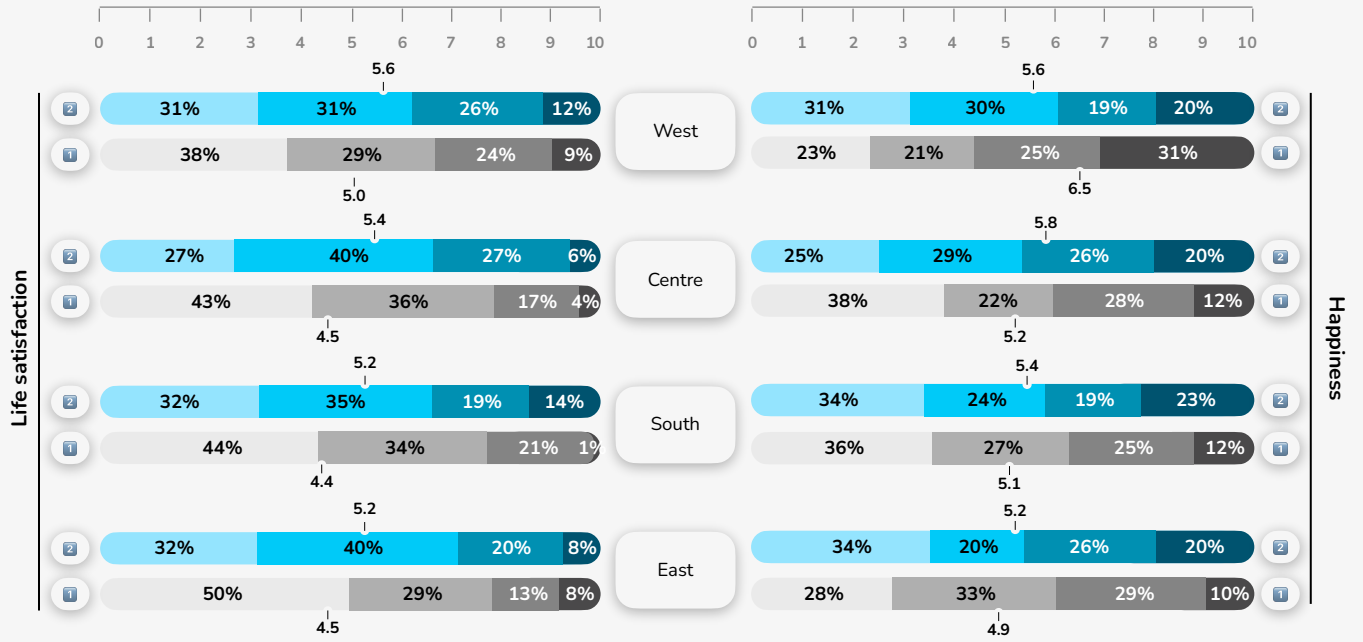


## Dynamics of personal well-being by type of settlement (December vs June, ONS4 scale)



<sup>xx</sup><sub>i</sub> - average score

## Dynamics of personal well-being by region (December vs June, ONS scale4)



xx - average score

## Life satisfaction

In June 2024, the lowest level of life satisfaction was recorded among residents of rural areas, where 46% rated their satisfaction at 0-4 points. However, this group showed the most significant improvement in average score by December (+1.4 points), which may indicate an improvement in living conditions in rural areas or a gradual adaptation to socio-economic challenges. In other types of settlements, the dynamics were less pronounced: in regional centres, the average score increased by 0.4 points, and in other cities that are not regional centres – by 0.6 points.

Regional analysis shows that residents of Eastern Ukraine had the lowest level of life satisfaction in June (50% rated their satisfaction at 0-4 points). However, by December this figure had improved significantly, with only 32% rating their life satisfaction as low, and the average score increased by 0.7 points. The greatest increase in life satisfaction was recorded in the Central region (+0.9 points), which may reflect some stabilisation of living conditions or adaptation to them.

## Worthwhile

Residents of other cities that are not regional centres demonstrated the greatest increase in the feeling that the things done in life are worthwhile (+0.5 points), while a slight decline was observed in regional centres (-0.1 points). In rural areas, this indicator also increased (+0.3 points). Most residents across all types of settlements (64-65%) rated their

feeling that the things done in life are worthwhile as high or very high.

Regional differences show the most notable improvement in this indicator in Central and Southern regions (+0.4 points), while in Eastern Ukraine, the situation remained unchanged (no change in the average score).



## Happiness

The level of happiness shows an overall positive trend, although the changes are uneven depending on the type of settlement and region. In other cities, the average score increased by 0.4 points, and in regional centres – by 0.1 points, while in rural areas it slightly declined (-0.2 points).

At the regional level, the most contrasting dynamic is observed between Western and Central Ukraine. In Western Ukraine, the level of happiness declined the most (-0.9 points).

## Anxiety

Anxiety remains high across all regions, with a general upward trend. The most significant increases were recorded in Western and Eastern Ukraine (+0.8 points), which may be related both to general instability and the deterioration of the security situation in the second half of 2024. Although western regions are traditionally considered the relatively safest, the number of air raid alerts and explosion reports in the region nearly doubled. Meanwhile, in Eastern Ukraine, where residents continue to live under constant hostilities, anxiety levels also continue to rise, indicating a persistently high level of stress.

Although the reasons for this were not the focus of the study, one possible factor may be a deterioration in the subjective perception of safety, as the number of explosion reports in the second half of 2024 almost doubled<sup>26</sup>, although the region still remains relatively the safest compared to other parts of the country. In contrast, the level of happiness in the Central region increased by 0.7 points, which may be related to the stabilisation of the socio-economic situation and a 35% decrease in the number of air raids and explosion reports during the second half of the year.

The Central region is the only one where anxiety slightly decreased (-0.4 points), which may be due to improved security or other socio-economic factors.

In terms of settlement types, the highest increase in anxiety was observed in other cities that are not regional centres (+0.3 points), while the dynamics in rural areas and regional centres were less pronounced (+0.1 and +0.2 points, respectively).

<sup>26</sup> - Air Alarms. (2024). Statistics of air alarms in Ukraine. [Available here](#).

# Personal Well-being Index of Ukrainians

Currently, the concept of well-being includes four indicators that reflect different dimensions of a person's life. While these dimensions are distinct, they are to some extent interrelated and together represent a common measure – the integrated well-being. The existence of a single index makes it more convenient to provide an overall assessment and to better understand the well-being of Ukrainians across different aspects.

The integrated Personal Well-being Index is calculated based on respondents' answers to the four key questions of the ONS4 scale, which assesses life satisfaction, feeling that the things done in life are worthwhile, level of happiness, and level of anxiety.

The index can be calculated in two ways:

- with equal weighting for each question;
- with weights determined through factor analysis.

Factor analysis makes it possible to assess the "loading" – the relative contribution – of each indicator in the common factor. Then, for each of the four questions, a specific weight is assigned, and a weighted average score is calculated on a scale from 0 to 100.

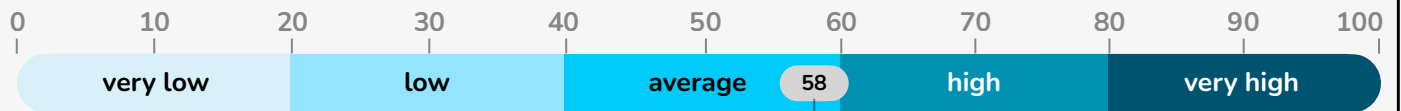
Since the differences between these approaches are minor, either of them can be used for analysis. In this study, the index was calculated using weights determined through factor analysis.

The value of the index ranges from 0 to 100, where 0 represents the lowest level of well-being (respondents gave the lowest possible scores for all indicators), and 100 represents the highest level of well-being (respondents gave the highest possible scores for all indicators). To simplify the interpretation of the results, the index values are grouped into five levels:

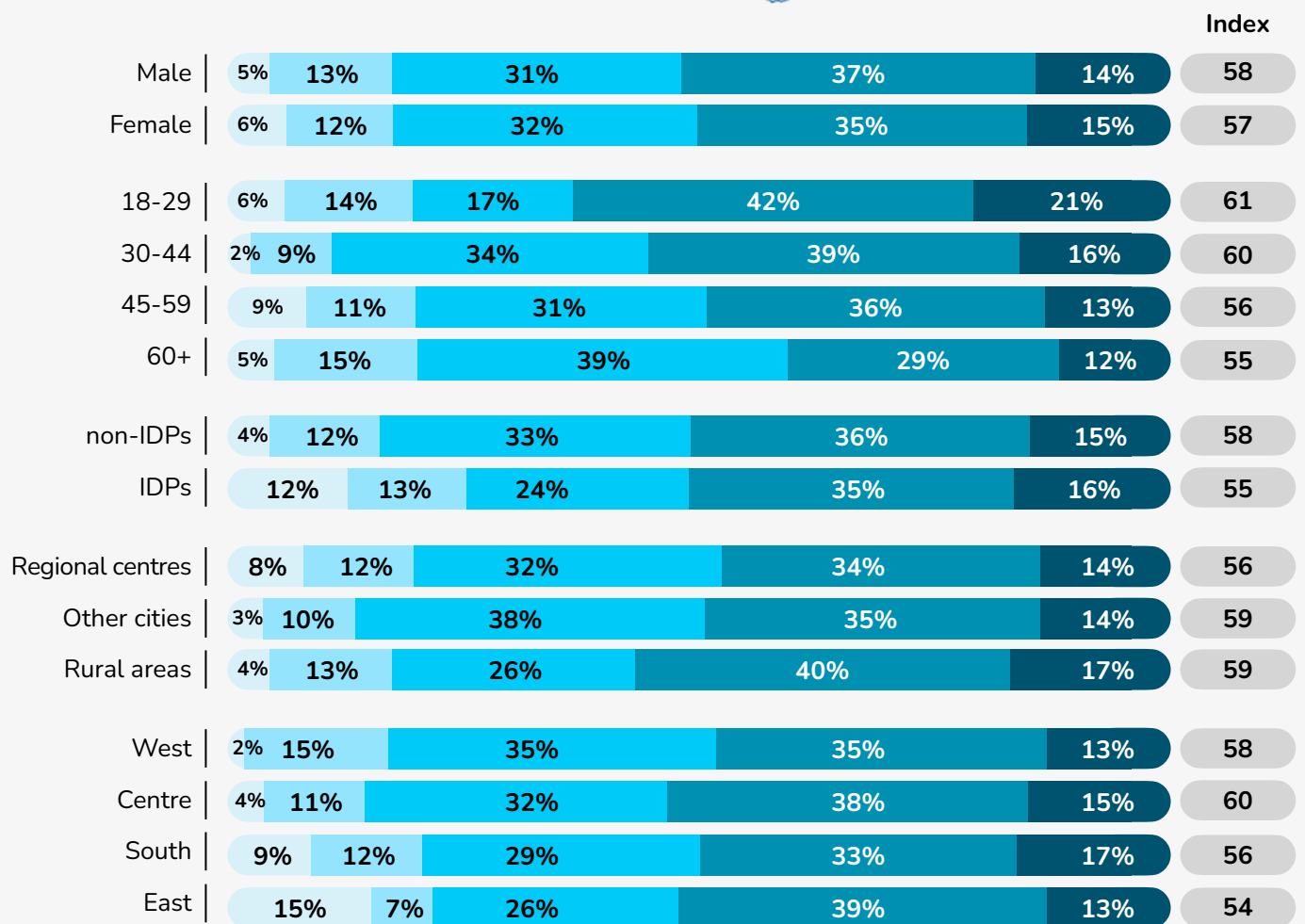
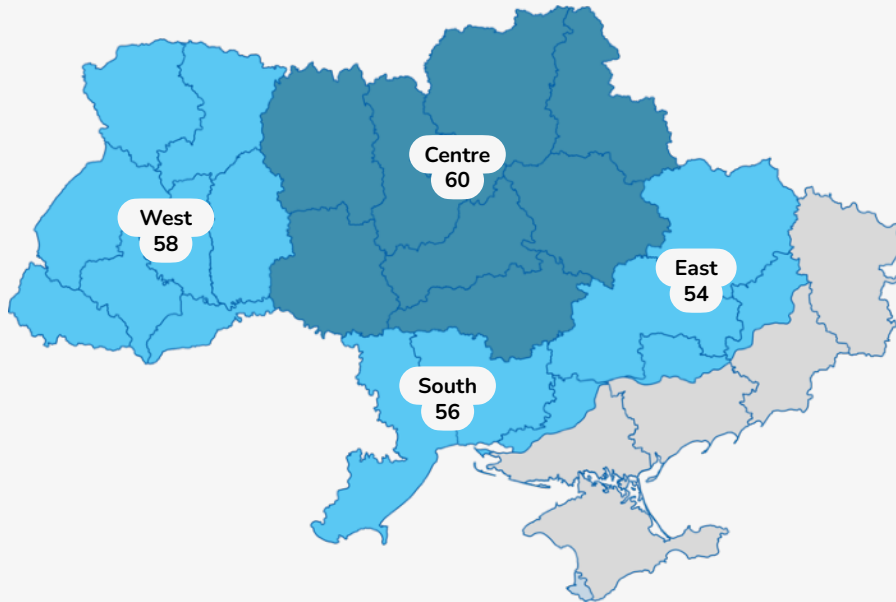
- 0 to 20 – very low well-being
- 20 to 40 – low well-being
- 40 to 60 – average well-being
- 60 to 80 – high well-being
- 80 to 100 – very high well-being

This methodology allows for a comprehensive assessment of the population's well-being and comparing its level among different socio-demographic groups.

## Ukrainian well-being index



Ukraine in general



In December 2024, the Personal Well-being Index of the Ukrainian population was 58 points, which corresponds to an average level of well-being. The highest scores were recorded among young people aged 18-29 (61) and residents of the Central region (60). Among all groups, the lowest levels of well-being were observed among residents of the Eastern region (54) and individuals aged 60 and over (55). Internally displaced persons (IDPs) reported lower well-being (55) compared to non-IDPs (58).

By type of settlement, the highest scores were observed among residents of rural areas and other cities (59), and the lowest – in regional centres (56). Overall, the analysis of the integrated Personal Well-being Index shows significant differences depending on region, type of settlement, IDP status, gender, and age. The data obtained can be used to develop targeted social support programmes for different population groups, as well as interventions to reduce social inequality between regions.

# Application of the WELLBY (Well-being Adjusted Life Years) Method to Assess the Social Value of Changes in Well-being

This study provides an example of the practical application of the WELLBY indicator in Ukraine, aiming to demonstrate its potential as a tool for measuring the social value of changes in the population's well-being.

The use of this approach opens opportunities for assessing the effectiveness of government and civic initiatives, identifying priorities in social policy and resource allocation, as well as for long-term monitoring of changes in quality of life.

## WELLBY Indicator: Conceptual Approach and Methodology

The WELLBY (Well-being-Year) methodology was developed to assess social value and measure societal progress based on the level of citizens' well-being. This approach was first proposed by Paul Frijters, Christian Krekel, Raul Sanchez, and Ziggy Ivan Santini in 2024 in the study "The WELLBY: A New Measure of Social Value and Progress"<sup>27</sup>. WELLBY is used to quantitatively assess changes in quality of life by calculating the total well-being of individuals over a year.

**The main purpose of the WELLBY** is to offer an alternative to traditional economic indicators, such as GDP, by integrating quality of life and life expectancy into a single measure. This enables governments, businesses, and civil society organizations to make decisions focused on maximizing public well-being. One WELLBY is defined as one point of self-reported life satisfaction (on a 0-10 scale) experienced by one person over the course of one year.



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

WELLBY calculation formula for one person:

$$\text{WELLBY} = (\Delta \text{ Life satisfaction}) \times \text{Years}$$

Where:

**Δ Life satisfaction** the change in the average level of life satisfaction on a scale from 0 to 10;

**Years** – the number of years during which the change is observed.

For example, if a policy improves the average level of well-being by 1 point over 10 years, this is equivalent to 10 WELLBYs per person.

WELLBY also allows calculating the impact of policies on overall social well-being by analysing the aggregate effect of **WELLBY on the population**.

For example, if a government programme improves self-reported life satisfaction by 0.2 points for 1 million people over 5 years, the total effect of the programme is:

$$0,2 \times 5 \times 1\,000\,000 = 1\,000\,000 \text{ WELLBYs}$$

This type of analysis enables policymakers and economists to assess the effectiveness of programmes based on their actual impact on the well-being of citizens.

**The assessment of well-being and changes in people's lives using the WELLBY method** is carried out through a step-by-step process of data collection, analysis, and interpretation of results.

**01** **The first stage** involves conducting a sociological survey, during which respondents rate their level of life satisfaction on a scale from 0 to 10. This makes it possible to establish a baseline level of well-being at the time of the survey.

**02** **The second stage** includes follow-up measurements after a certain period (e.g. after one year), which allows assessing the dynamics of changes in people's well-being.

**03** **The third stage** is the calculation of the difference between the initial and subsequent levels of life satisfaction, expressed in WELLBY units. For example, if the average life satisfaction in the sample increases from 5.5 to 6.0 points over one year, the overall well-being gain equals 0.5 WELLBY per person per year.

**04** **The fourth stage** involves aggregating the data to assess the impact of specific policies or programmes — identifying which social or economic factors contributed to the improvement or decline in well-being. For instance, whether a new social reform had an impact on the quality of life of citizens.

### Key Advantages of the WELLBY Approach:

- **Systematic inclusion of personal well-being:** The method enables the integration of self-reported life satisfaction into policy-making processes.
- **Simplicity and accessibility:** It relies on standard survey scales (e.g. 0-10 scale for measuring life satisfaction).
- **Comparability across contexts:** WELLBY allows the analysis of the impact of social and economic changes across countries and over time.
- **Supports evidence-based decision-making:** Enables the comparison of the effectiveness of policies and interventions based on the value of a single WELLBY.

Thanks to this approach, WELLBY makes it possible not only to measure the current state of well-being, but also to assess the long-term impact of public and governmental initiatives, helping to design effective policies aimed at improving the quality of life of the population.

## Assessment of Social Value Through the WELLBY

The WELLBY method is used to assess the social value of policies and interventions in monetary terms, allowing for comparison of their effectiveness from an economic perspective. For this purpose, one WELLBY – defined as a one-point change in self-reported life satisfaction over the course of one year – is assigned a monetary value equivalent to the economic benefit of an improvement in quality of life.

This monetary value is calculated by comparing income levels and their estimated effect on self-reported life satisfaction. For instance, a study in the United Kingdom estimated that 1 WELLBY is equivalent to approximately £13,000 (as of 2019). This implies that an increase in life satisfaction by one point for one year provides the same value to an individual as an increase in annual income by this amount.

When such country-specific studies are not available, the monetary equivalent of a WELLBY can be estimated by analogy with the QALY (Quality-Adjusted Life Year) – a widely used metric in social and health economics.

QALY is a composite indicator used in cost-effectiveness evaluations and economic assessments. The concept was developed in the 1970s and is commonly applied in healthcare and socio-economic research. A QALY reflects the benefit in terms of life expectancy, adjusted for the quality of life. According to the National Institute for Health and Care Excellence (NICE), one QALY equals one year of life in full physical and mental health.

To calculate the monetary equivalent, we use a methodology based on the ratio of **WELLBY**<sup>28</sup> and **QALY** (Quality-Adjusted Life Year)<sup>29</sup>, where 1 **WELLBY** is equal to 1/7 of a **QALY**, and the financial equivalent of 1 **QALY** is defined<sup>30</sup> as  $2 \times \text{GDP}$  per capita.

For example, one year of life in full physical and mental health in the United Kingdom is estimated to be worth approximately £70,000. This means that an increase of 1 point in self-reported life satisfaction over the course of one year is considered to have a social value equivalent to £10,000.

The WELLBY method has a wide range of applications in social policy, economics, and impact assessment. Compared to traditional economic metrics such as GDP, WELLBY provides a more accurate picture of how societal changes affect individual well-being and can serve as a foundation for decision-making focused on improving quality of life.

Furthermore, translating WELLBY into monetary value makes it possible to evaluate social programmes and policies in an economic context, ensuring that resource allocation decisions are evidence-based. This approach helps identify which interventions most effectively improve people's quality of life, delivering maximum social value for the investment.



28 - 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](#).  
29 - Dictionary of the National Institute for Health and Care Excellence. [Available here](#).

30 - Franco Sassi, Calculating QALYs, comparing QALY and DALY calculations, *Health Policy and Planning*, Volume 21, Issue 5, September 2006, Pages 402-408, [Available here](#)

# Calculation of Well-being Change Using WELLBY Indicator in Ukraine

The results of the second wave of the well-being survey of Ukrainians show an increase in the average level of life satisfaction from 4.6 to 5.4 points over a six-month period from June to December 2024. This improvement amounts to 0.8 WELLBY per person, indicating a positive trend in the population's perception of quality of life.

The greatest increase in life satisfaction was recorded among people aged 45+, residents of

rural areas, and non-IDPs, while the smallest positive dynamics – or even a decrease – were observed among young people, internally displaced persons (IDPs), and residents of regional centres. By region, the highest growth was recorded in the central Ukraine, while the increase was less pronounced in western Ukraine.

According to the methodology, the economic value of **one QALY** is defined as **2 × GDP per capita**.

In Ukraine, the GDP per capita<sup>31</sup> in 2023 was UAH 185,418, giving the following:

$$\text{QALY}_{\text{value}} = 2 \times 185,418 = 370,836 \text{ UAH}$$

Since **1 WELLBY = 1/7 QALY**, the monetary equivalent of one WELLBY is calculated as:

$$\text{WELLBY}_{\text{value}} = 370,836 / 7 = 52,977 \text{ UAH}$$

Therefore, the increase in life satisfaction by 0.8 WELLBY over six months has an economic value of UAH 42,381 per person.

This reflects a significant socio-economic effect of improved well-being and highlights the importance of potential public and civic initiatives aimed at supporting the psychological and emotional well-being of citizens.

This study did not analyse the specific factors that contributed to the increase in the level of well-being of the population. However, it can be assumed that positive changes could be due to the following key processes:

→ **Changes or expectations of changes in the socio-economic situation of the population** – changes or expectations of positive

changes in the safety, stabilisation of the labour market, salary growth, improvement of the humanitarian situation in certain regions, access to retraining and new employment opportunities.

→ **Implementation of new government or public initiatives** – expanding social support for vulnerable groups (internally displaced persons, veterans), increasing access to psychological assistance, activating the volunteer movement and public initiatives aimed at social cohesion.

→ **Other possible factors** include the population's adaptation to the crisis, increased social cohesion and support, and better access to digital services and online education, which could contribute to self-realisation and increased life satisfaction.

31 - GDP per capita, World Bank data. [Available here.](#)

# Prospects for the Practical Implementation of the WELLBY Method in Ukraine

Considering the findings of the study, the application of the WELLBY method may be useful in the following areas:

→ **Monitoring the effectiveness of social programmes** – assessing the impact of government and civil society initiatives on the population's well-being, which would make it possible to identify the most effective support mechanisms.

→ **Justification of budgetary resource allocation** – using the WELLBY method to identify priority areas for investment, particularly in education, healthcare, and social protection.

→ **Comparative analysis with international data** – the possibility of adapting best practices from other countries to enhance life satisfaction in Ukraine.

→ **Development of post-war recovery strategies** – using the WELLBY method to assess the socio-economic impact of programmes aimed at restoring infrastructure, the labour market, and the psychological rehabilitation of the population.

The WELLBY method has significant potential for implementation in Ukraine as a tool for assessing the impact of policy decisions and social changes, contributing to the development of an effective system for managing the population's quality of life.

# 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
-----------------	---	---	---	---	---	---	---	---	---	------------------

**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
-----------------	---	---	---	---	---	---	---	---	---	------------------

**Overall, how happy did you feel yesterday?**

0 not at all	1	2	3	4	5	6	7	8	9	10 completely
-----------------	---	---	---	---	---	---	---	---	---	------------------

**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
----------------------------	---	---	---	---	---	---	---	---	---	-----------------------------