



biasless

THE 'PULSE' OF WOMEN'S WELL-BEING IN UKRAINE

Analytical Report

March 2025



Survey Methodology:

the survey is conducted by Gradus Research using a self-administered questionnaire in a mobile application.



Target Audience:

women aged 18 and older, residing in Ukraine (excluding temporarily occupied territories and areas with active military conflict).



Sample Size:

April 2023 (1 wave): 1029 respondents.
May 2024 (2 wave): 1168 respondents.
March 2025 (3 wave): 1000 respondents.



Surveying Period:

April 2023 (1 wave): 6-8th April 2023.
May 2024 (2 wave): 17-23rd May 2024.
March 2025 (3 wave): 10-11th March 2025.

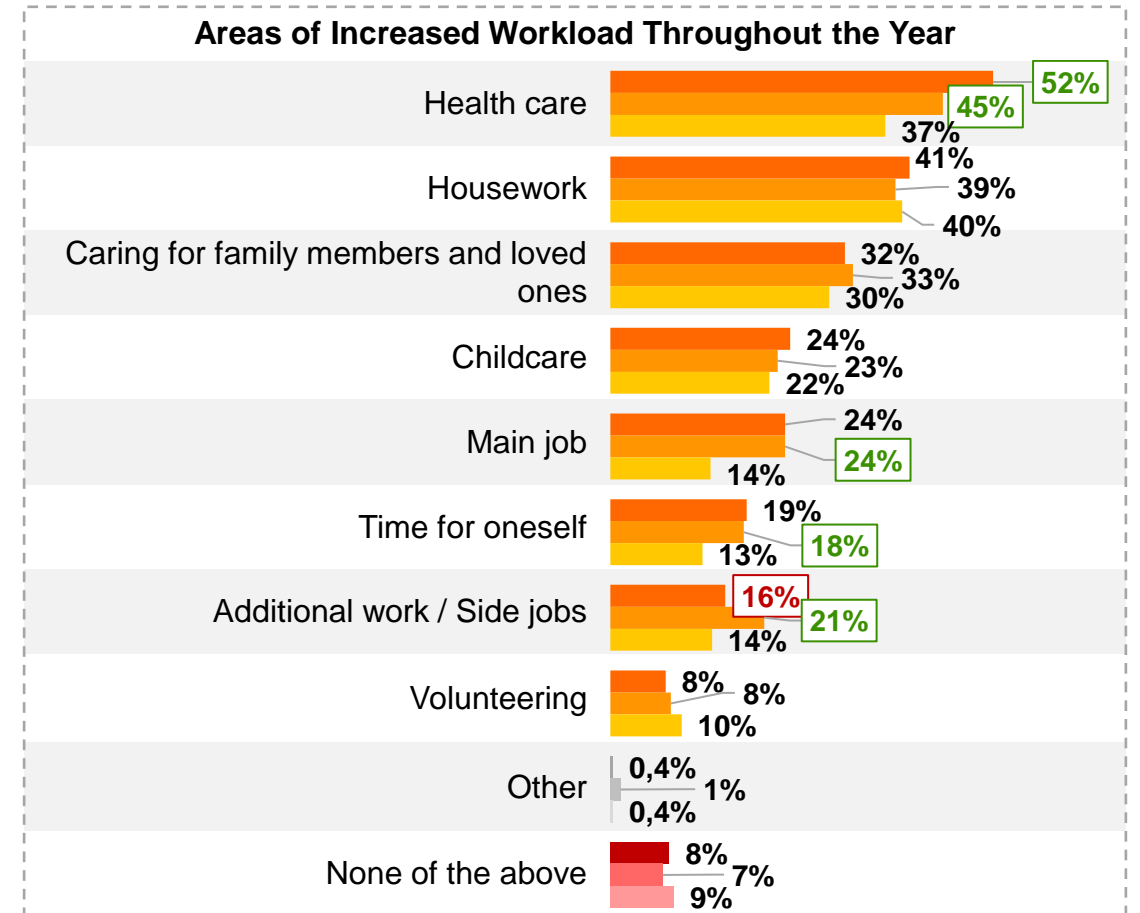
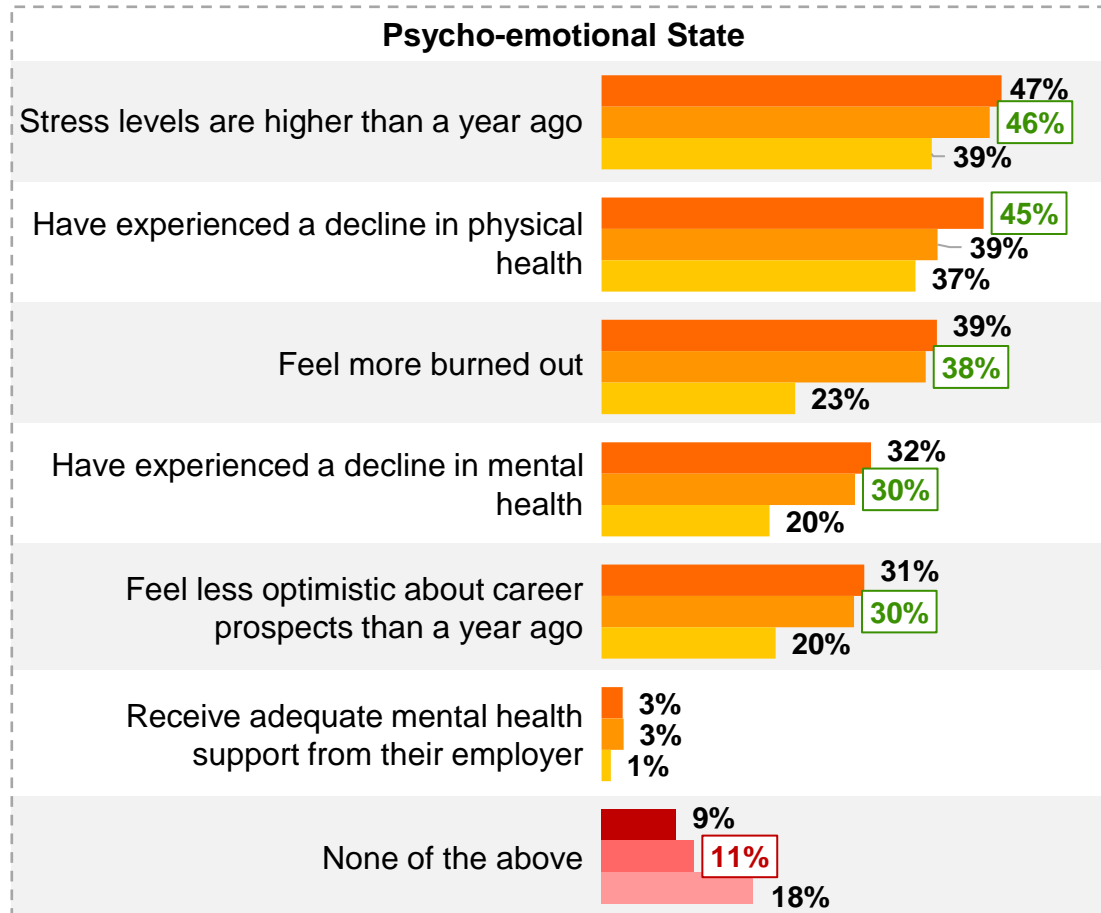


WELL-BEING AND PROFESSIONAL FULFILLMENT

PSYCHO-EMOTIONAL STATE AND WORKLOAD

(over time)

■ March 2025 (10-11.03.2025), N=1000
■ May 2024 (17-23.05.2024), N=1168
■ April 2023 (06-08.04.2023), N=1029

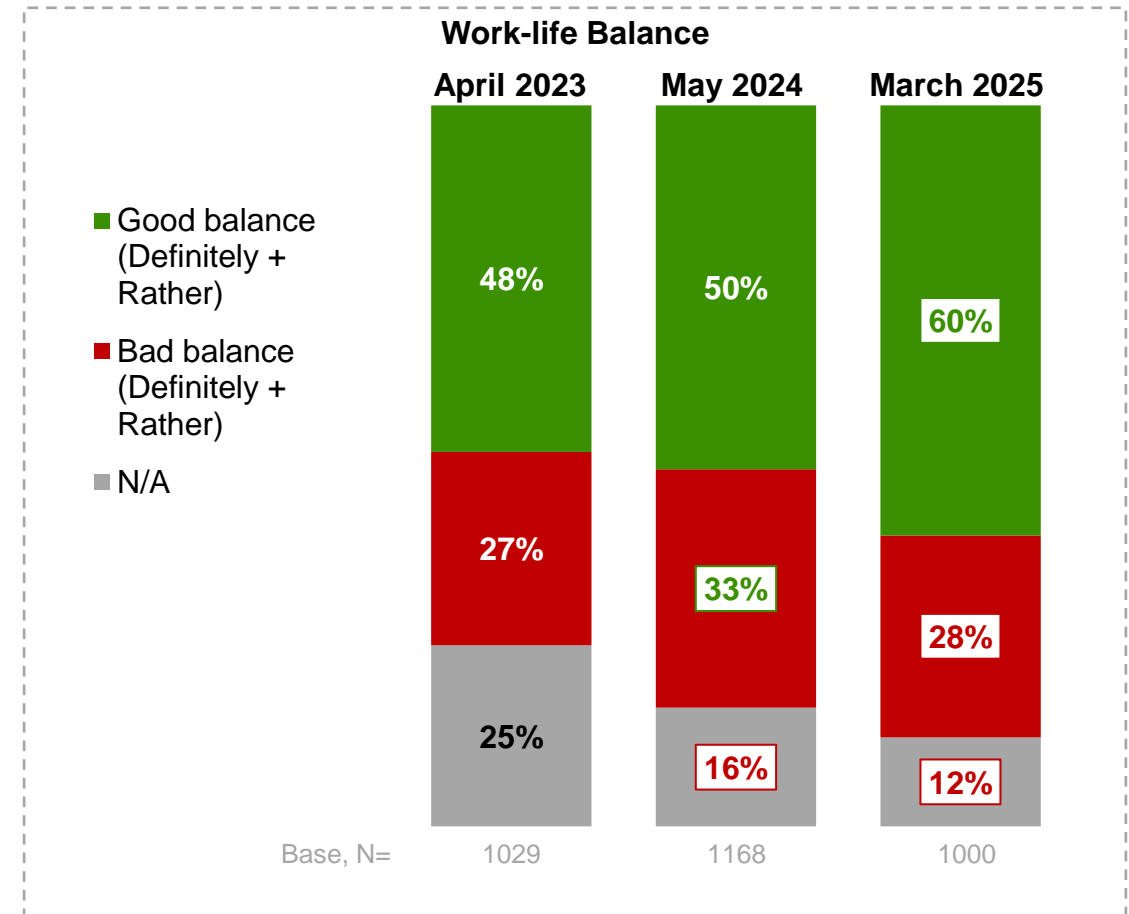
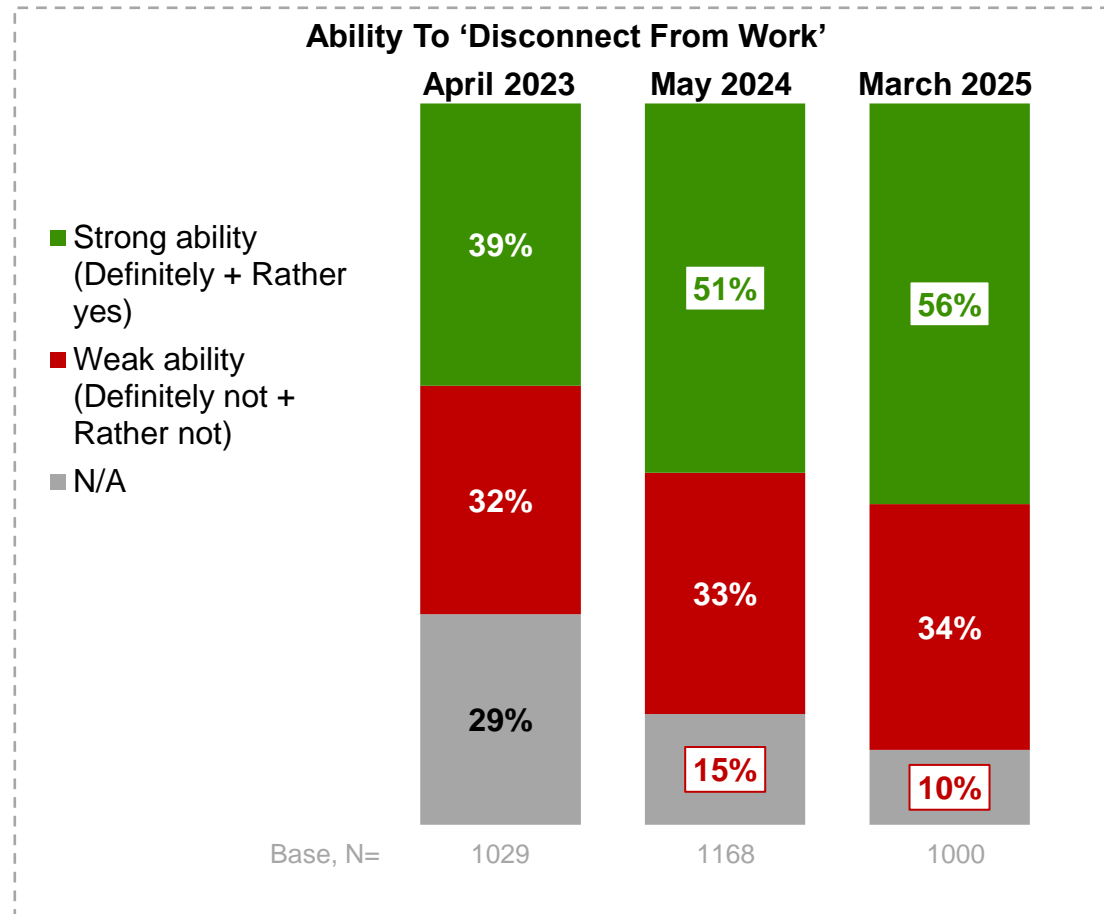


Base: all respondents
 Which of the following statements describe you personally?
 In which aspects of your life has the workload and time spent increased over the past year?

Statistically significant differences **above/below** compared to the previous period's indicator.

WORK-LIFE BALANCE

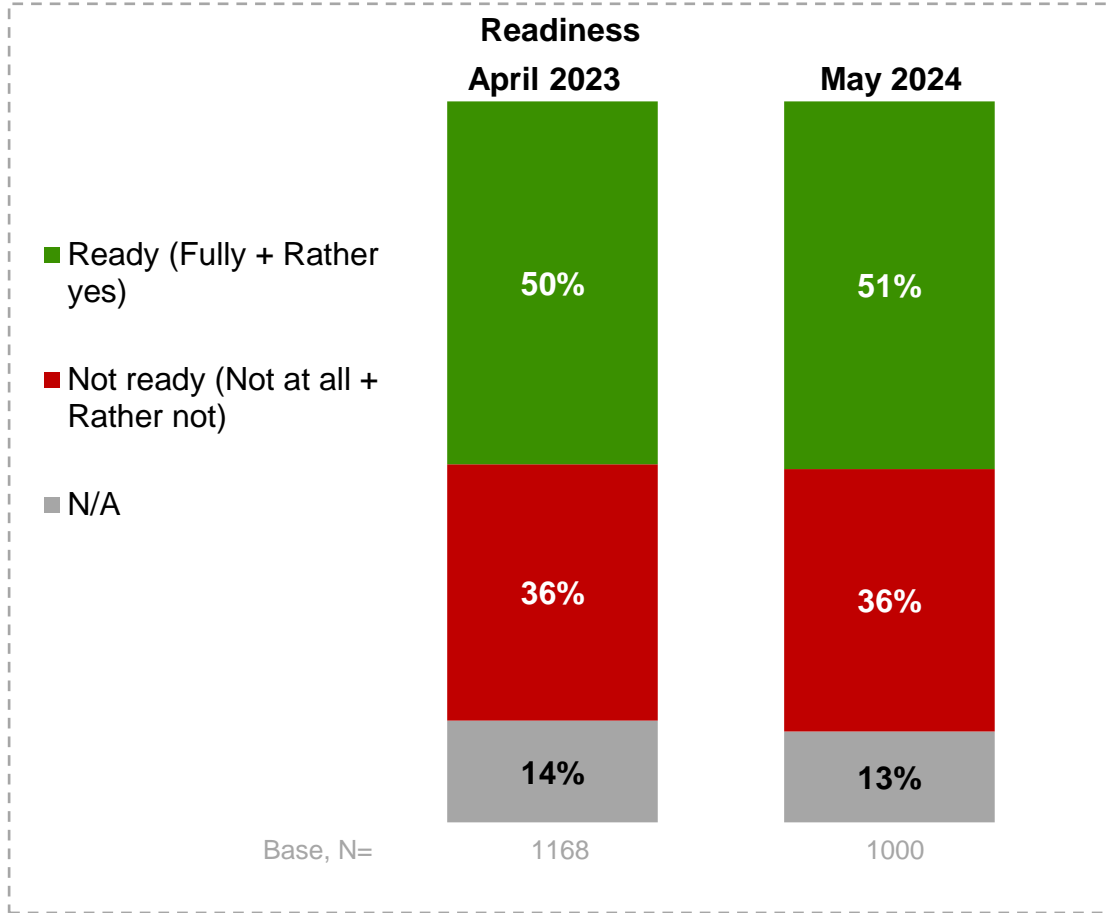
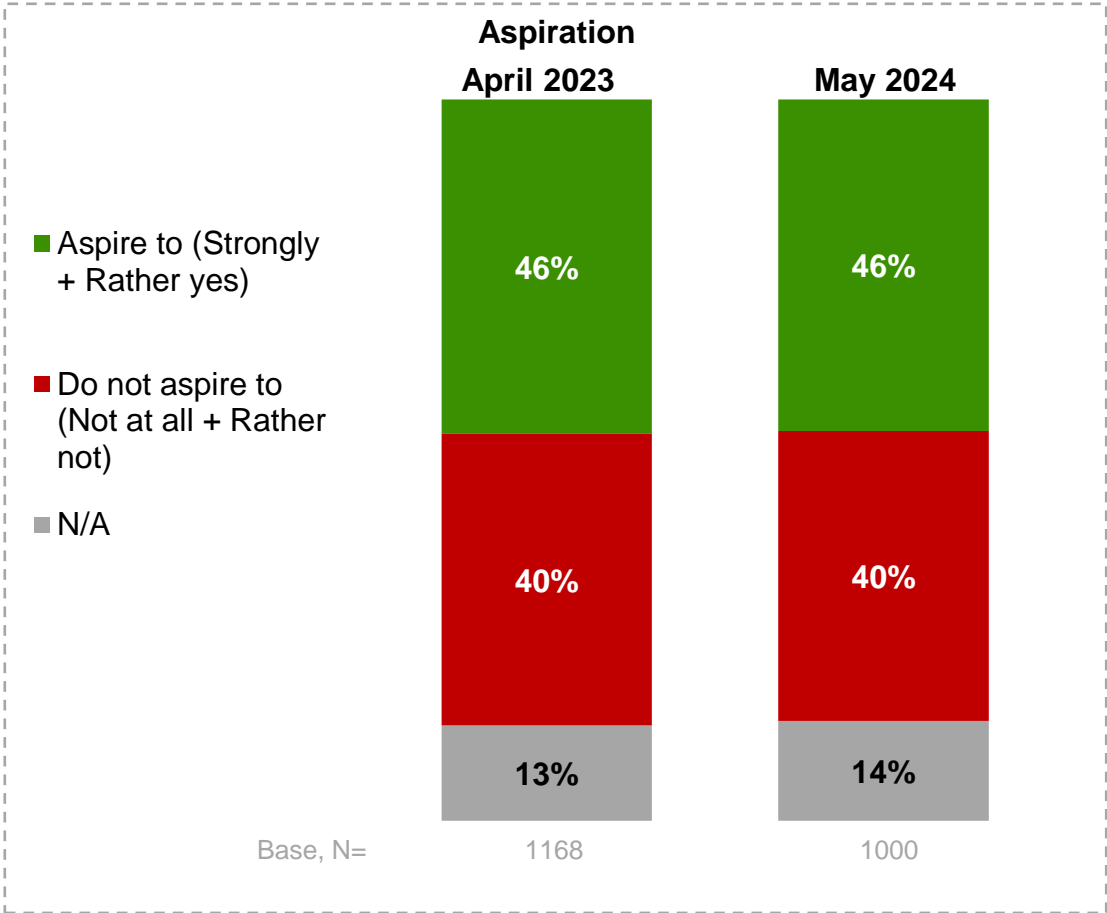
(over time)



Base: all respondents
 How would you rate your ability to 'disconnect from work' after working hours?
 How would you rate your work-life balance?

ASPIRATION AND READINESS FOR CAREER ADVANCEMENT AND LEADERSHIP ROLES

(over time)



Base: all respondents
 How much do you aspire to career advancement, leadership roles in managing projects and organizations, and increased influence and responsibility?
 How ready are you for career advancement, leadership roles in managing projects and organizations, and increased influence and responsibility?

No statistically significant differences above/below compared to the previous period's indicator

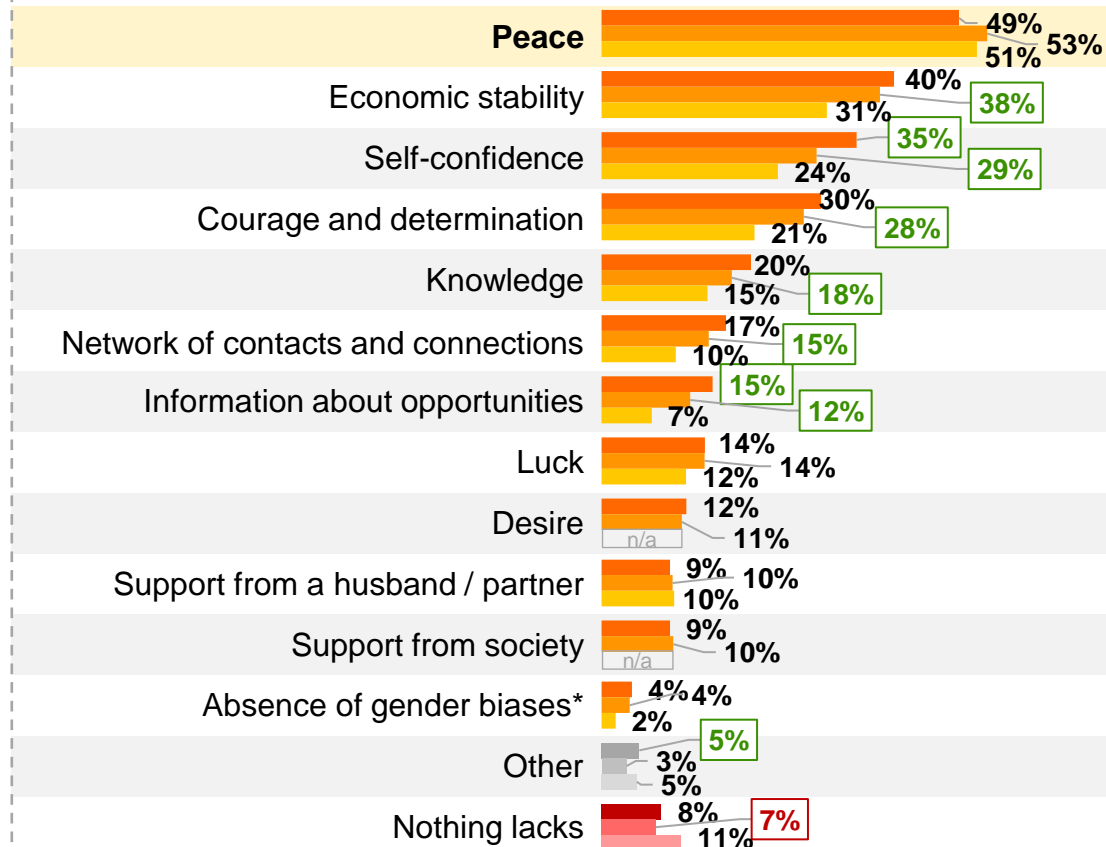
OBSTACLES TO CAREER ADVANCEMENT

(over time)

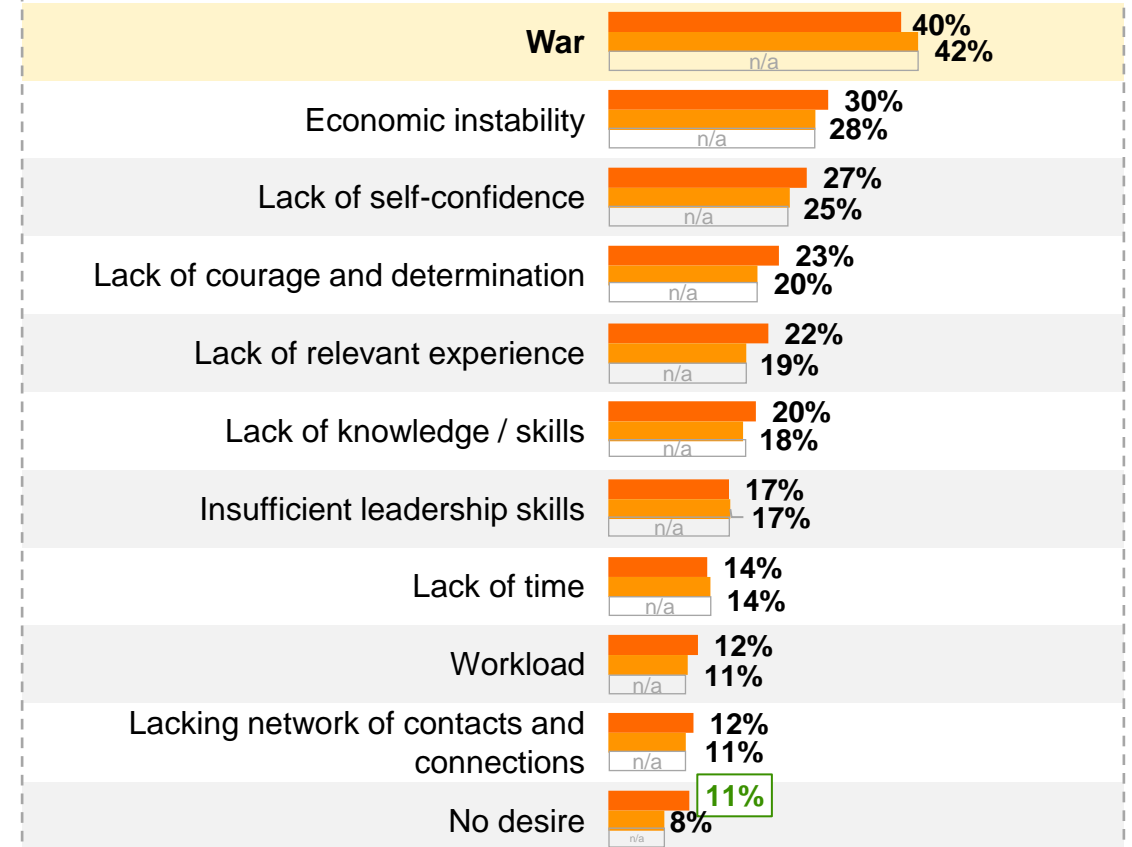
■ March 2025 (10-11.03.2025), N=1000
■ May 2024 (17-23.05.2024), N=1168
■ April 2023 (06-08.04.2023), N=1029



Factors Lacking For Professional Fulfillment



Obstacles To Career Advancement **



*and conservative societal norms regarding women] **the chart shows response options that received 11% or more

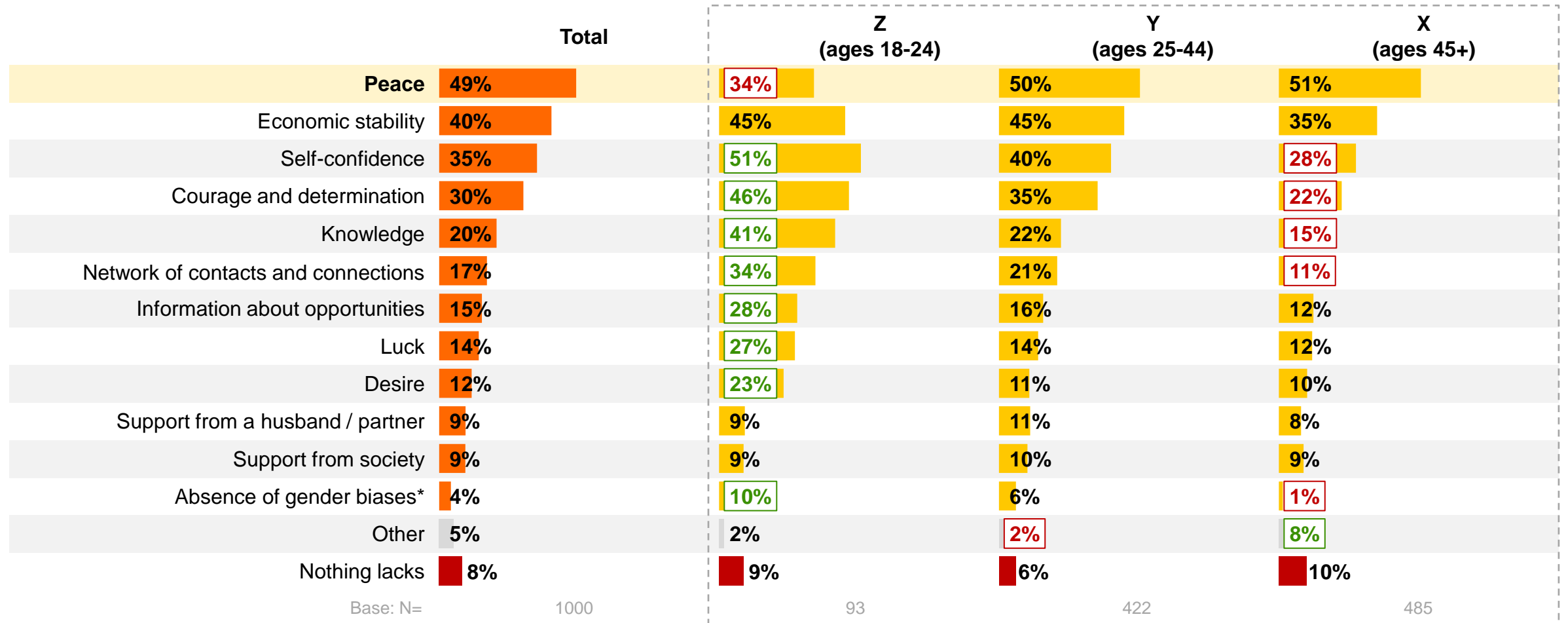
Base: all respondents

What do you lack for your own professional fulfillment?


In your opinion, what hinders your more rapid advancement on the career ladder and professional fulfillment in leadership roles?

Statistically significant differences **above/below** compared to the previous period's indicator

FACTORS LACKING FOR PROFESSIONAL FULFILLMENT *(by generation)*



*and conservative societal norms regarding women
 Base: all respondents
 What do you lack for your own professional fulfillment?

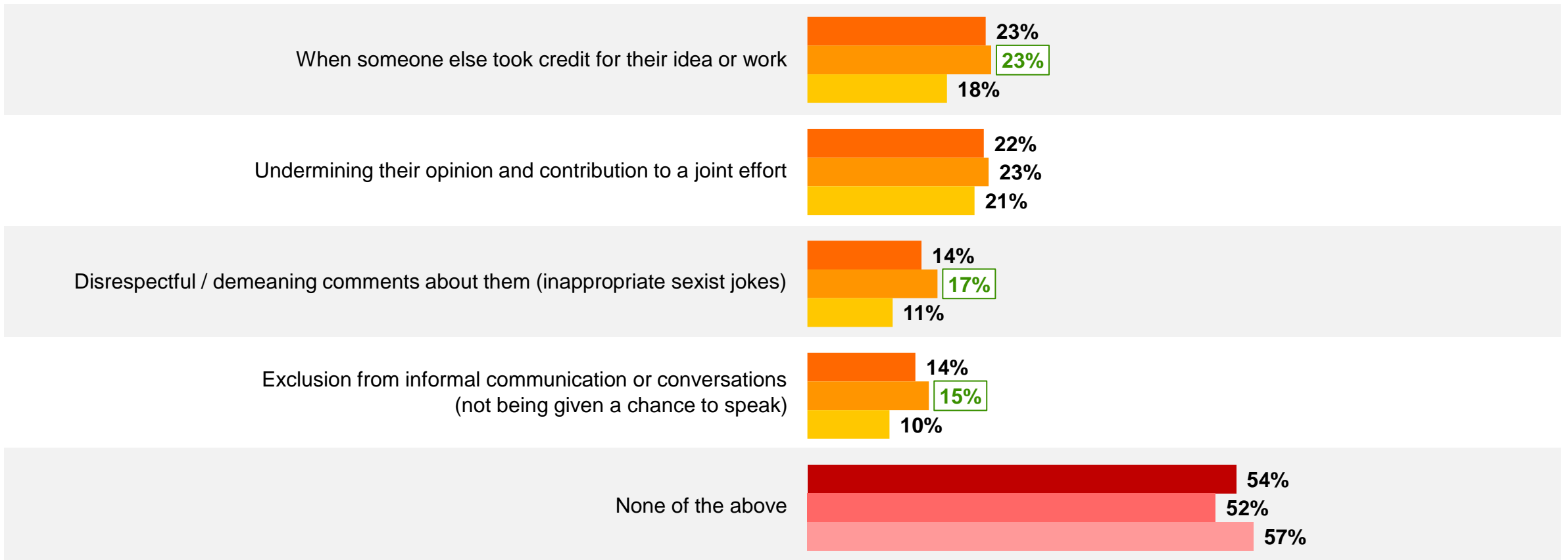
 Statistically significant differences **above/below** compared to the total indicator



SITUATIONS OF INAPPROPRIATE TREATMENT AT WORK

SITUATIONS OF INAPPROPRIATE TREATMENT IN THE PAST 12 MONTHS *(over time)*

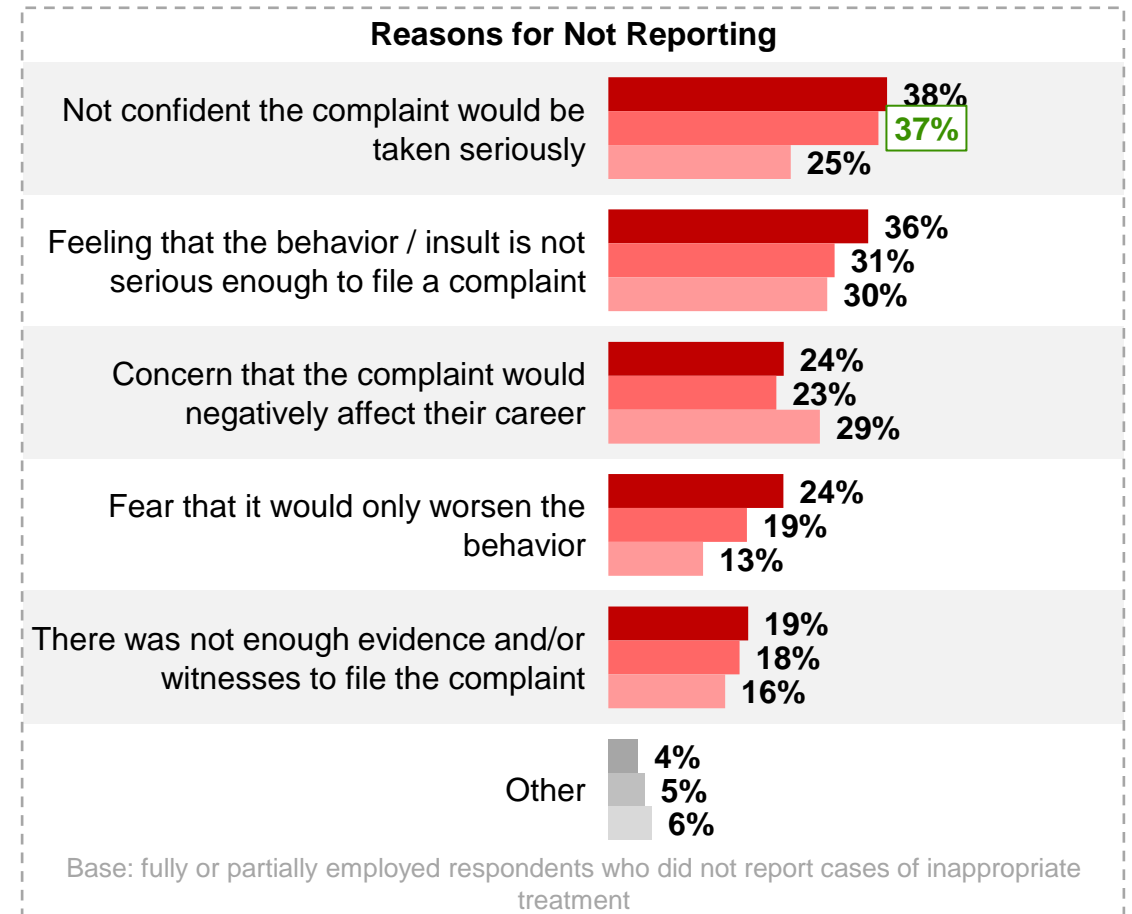
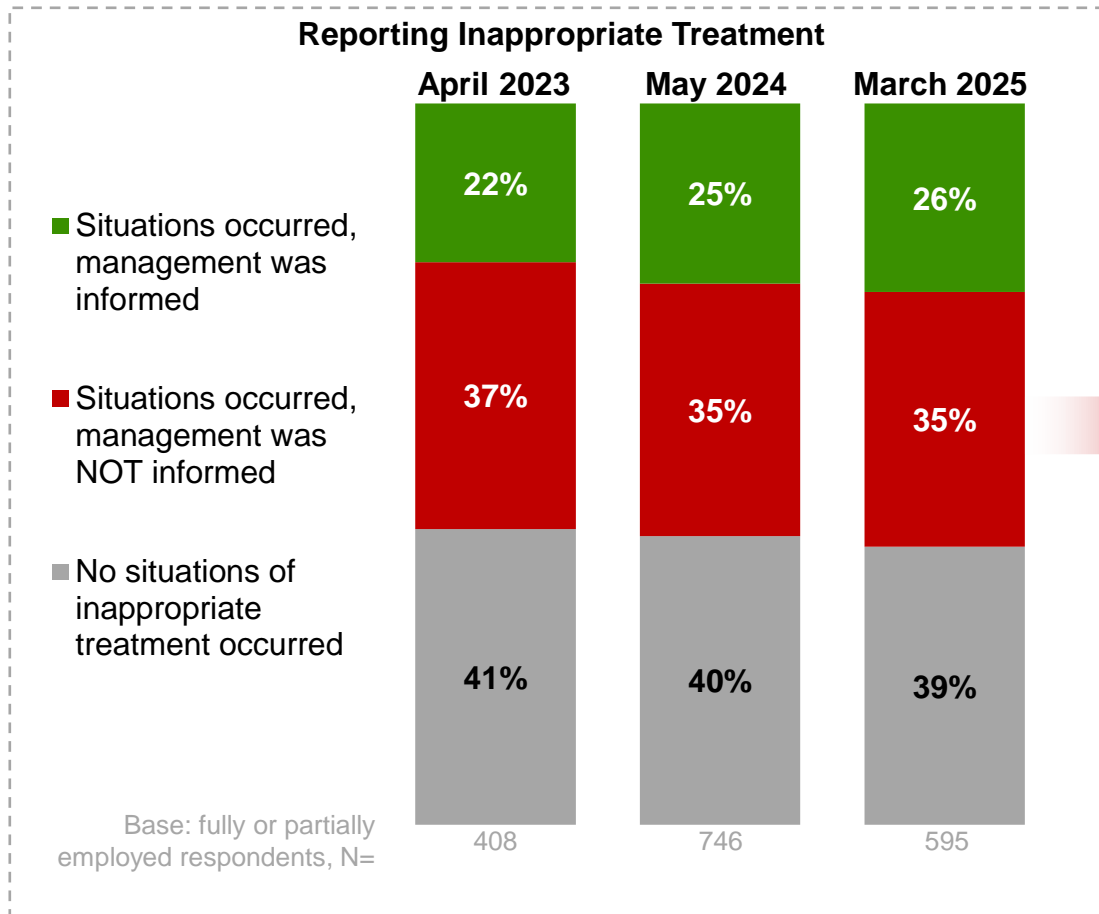
■ March 2025 (10-11.03.2025), N=595
■ May 2024 (17-23.05.2024), N=746
■ April 2023 (06-08.04.2023), N=408



Base: fully or partially employed respondents
 Have you encountered such behavior at work in the past 12 months?

REPORTING INAPPROPRIATE TREATMENT TO MANAGEMENT *(over time)*

■ March 2025 (10-11.03.2025), N=210
■ May 2024 (17-23.05.2024), N=262
■ April 2023 (06-08.04.2023), N=151



If situations of inappropriate treatment occurred at work, did you report them to management?
 Why did you choose not to report cases of inappropriate treatment to management?

Statistically significant differences **above/below** compared to the previous period's indicator



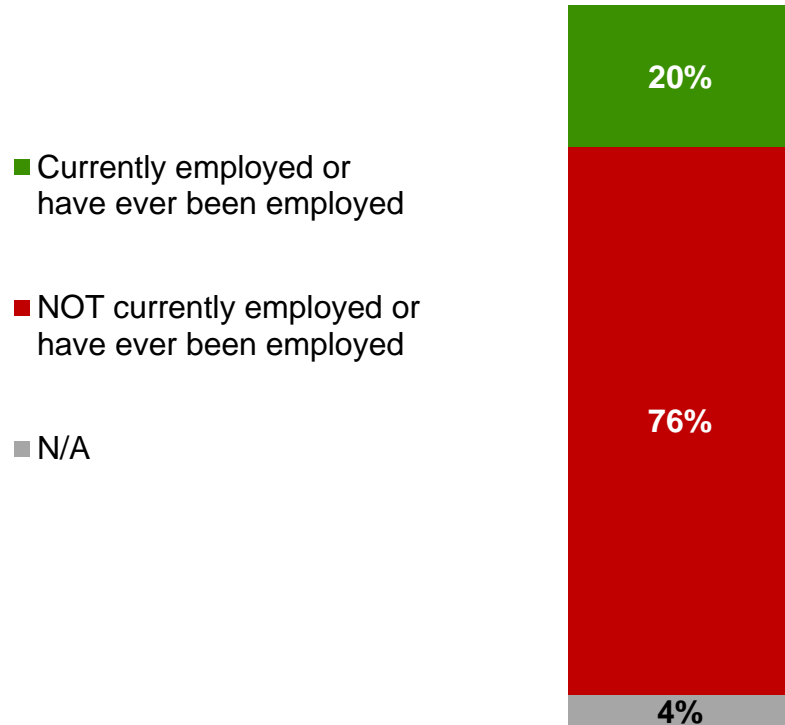
WOMEN IN 'MALE' PROFESSIONS*

*professions that are typically considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top management / strategic positions in technical fields, etc.)

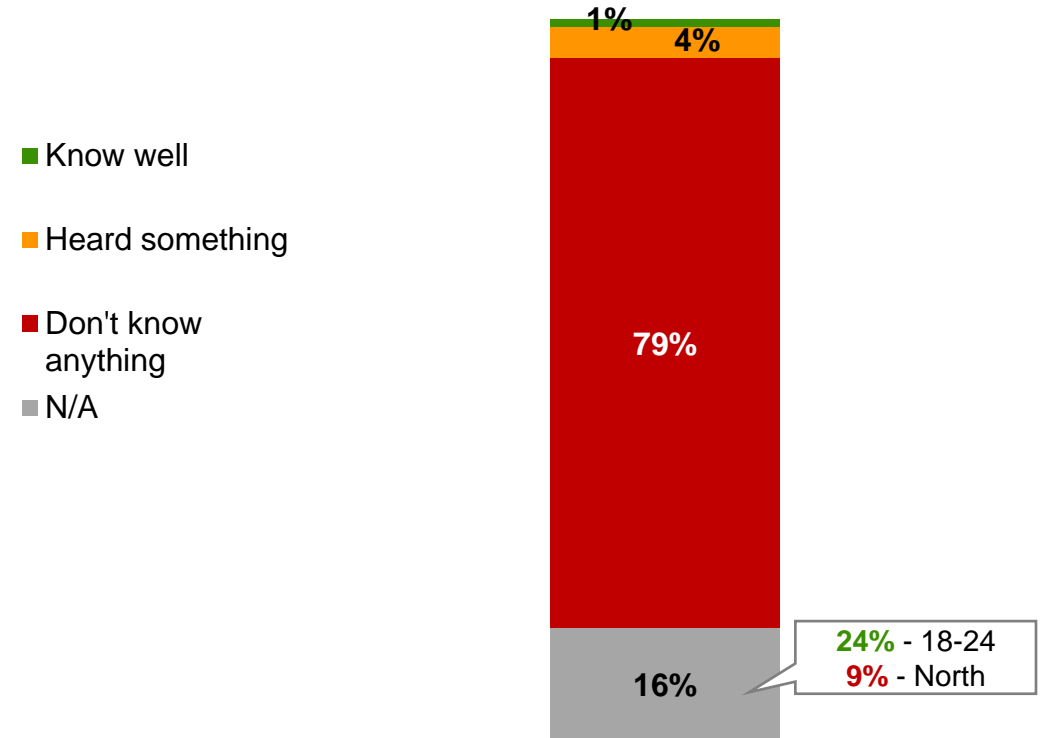
WOMEN IN 'MALE' PROFESSIONS* TA AWARENESS OF RETRAINING PROGRAMS / INITIATIVES

*professions that are typically considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top management / strategic positions in technical fields, etc.)

Employment in 'Male' Professions*



Awareness of Programs / Initiatives Supporting Retraining



Base: all respondents, N=1000

Do you currently work or have you ever worked in a profession that is usually considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top managerial/strategic positions in technical fields)?

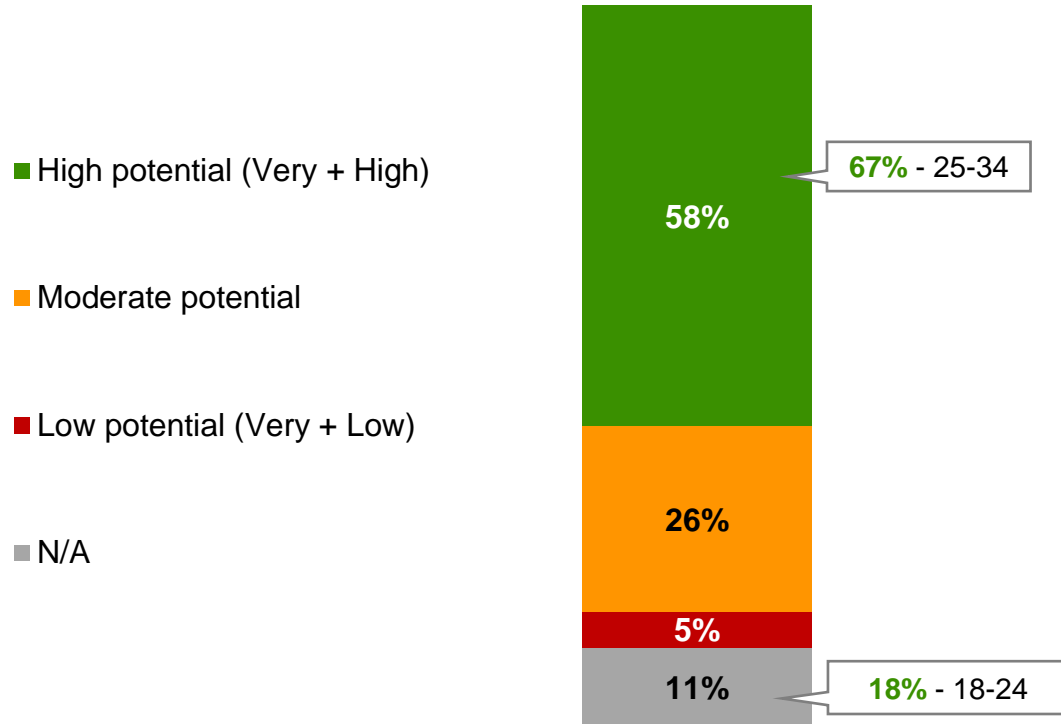
Are you aware of any programs / initiatives to support women in retraining for professions usually considered male?

XX% Statistically significant differences **higher / lower**
XX% compared to the total indicator

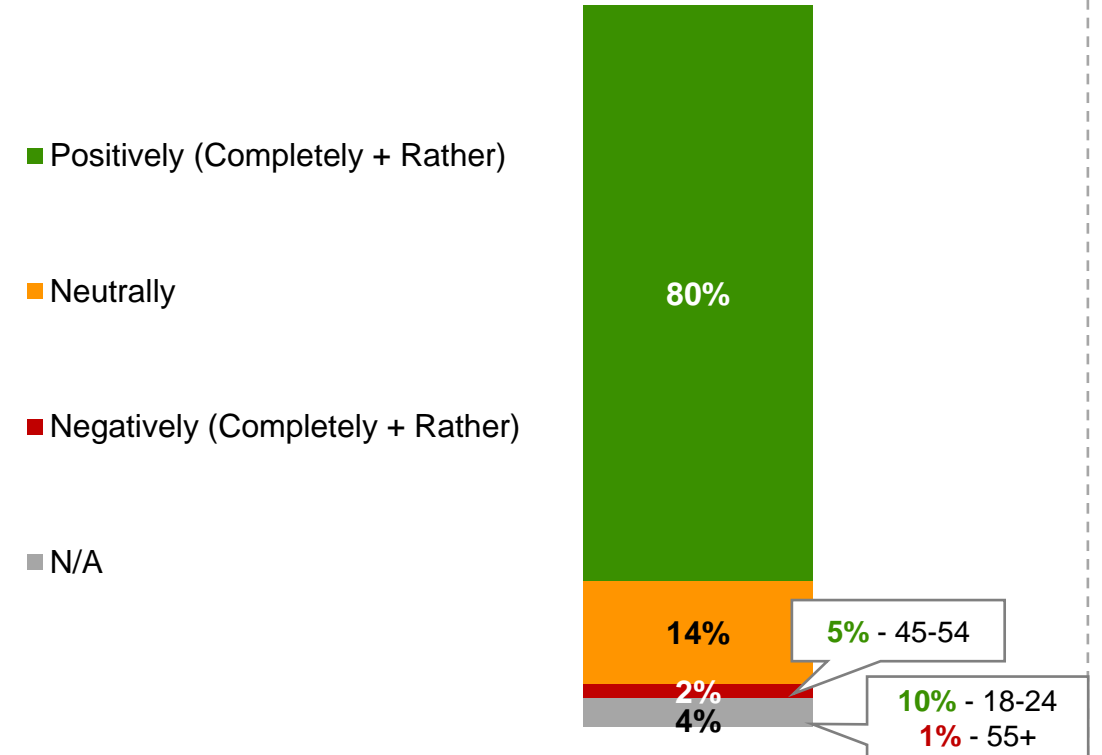
WOMEN'S POTENTIAL IN 'MALE' PROFESSIONS* AND WOMEN IN LEADERSHIP POSITIONS

*professions that are typically considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top management / strategic positions in technical fields, etc.)

Assessment Of Women's Potential In 'Male' Professions*



Attitude Toward Women In Leadership Positions



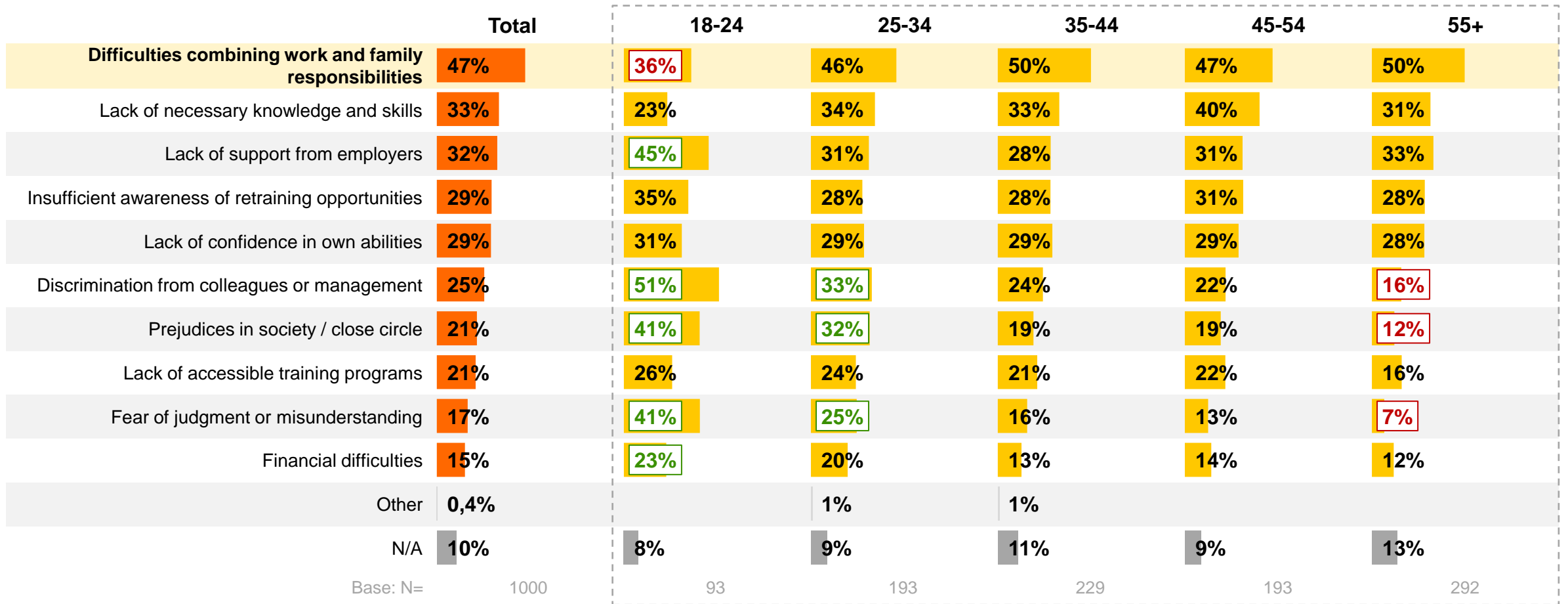
Base: all respondents, N=1000

How do you assess the potential of women for self-realization in professions that are traditionally considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top management / strategic positions in technical fields, etc.)? | What is your attitude toward the idea that women hold leadership positions in a department / company, especially those that are traditionally considered male?

XX% Statistically significant differences **higher / lower** compared to the total indicator


OBSTACLES TO RETRAINING INTO 'MALE' PROFESSIONS* (by age)

*professions that are typically considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top management / strategic positions in technical fields, etc.)



Base: all respondents

In your opinion, what are the biggest obstacles preventing women from retraining into professions that are traditionally considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top managerial / strategic positions in technical fields, etc.)?

 Statistically significant differences above/below compared to the total indicator

NECESSARY CONDITIONS FOR RETRAINING INTO 'MALE' PROFESSIONS* (by age)

*professions that are typically considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top management / strategic positions in technical fields, etc.)

	Total	18-24	25-34	35-44	45-54	55+
Access to free retraining courses and programs	51%	41%	51%	51%	61%	46%
Support from employers (training, mentoring)	51%	51%	51%	52%	52%	48%
Flexible work schedule or the opportunity for remote learning	50%	46%	54%	50%	52%	49%
Government support and retraining programs (legislative initiatives, program funding, etc.)	47%	42%	46%	42%	49%	50%
Financial support (grants, scholarships, preferential loans)	41%	40%	41%	40%	46%	38%
Promotion of successful examples of women in 'male' professions*	33%	48%	42%	30%	23%	31%
Overcoming gender stereotypes in society	26%	45%	34%	25%	20%	19%
Other	1%		1%	1%	1%	
N/A	11%	18%	9%	11%	8%	13%
Base: N=	1000	93	193	229	193	292

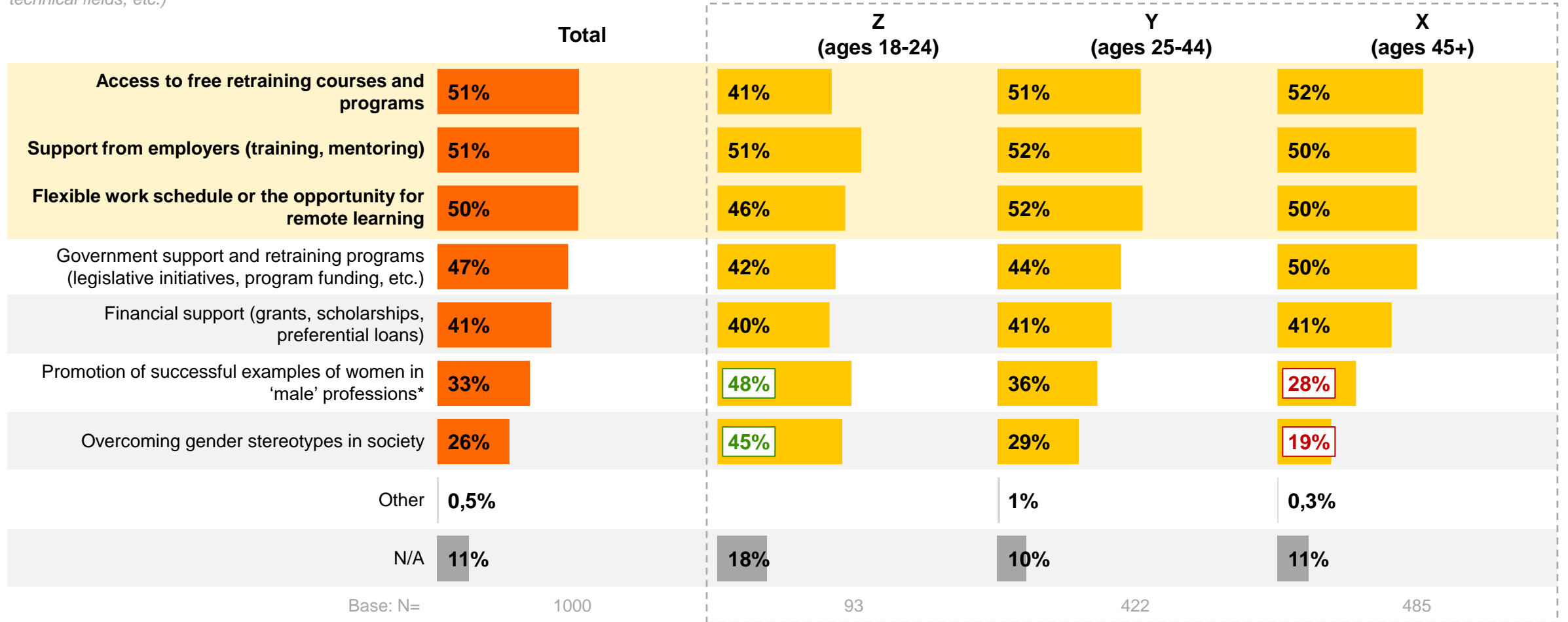
Base: all respondents

In your opinion, what conditions are necessary within an organization to ensure that women can successfully retrain and work in professions that are typically considered male (for example, technical specialties, IT, warehouses, B2B sector, emergency response, top managerial/strategic positions in technical fields, etc.)?

Statistically significant differences above/below compared to the total indicator


NECESSARY CONDITIONS FOR RETRAINING INTO 'MALE' PROFESSIONS* *(by generation)*

*professions that are typically considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top management / strategic positions in technical fields, etc.)

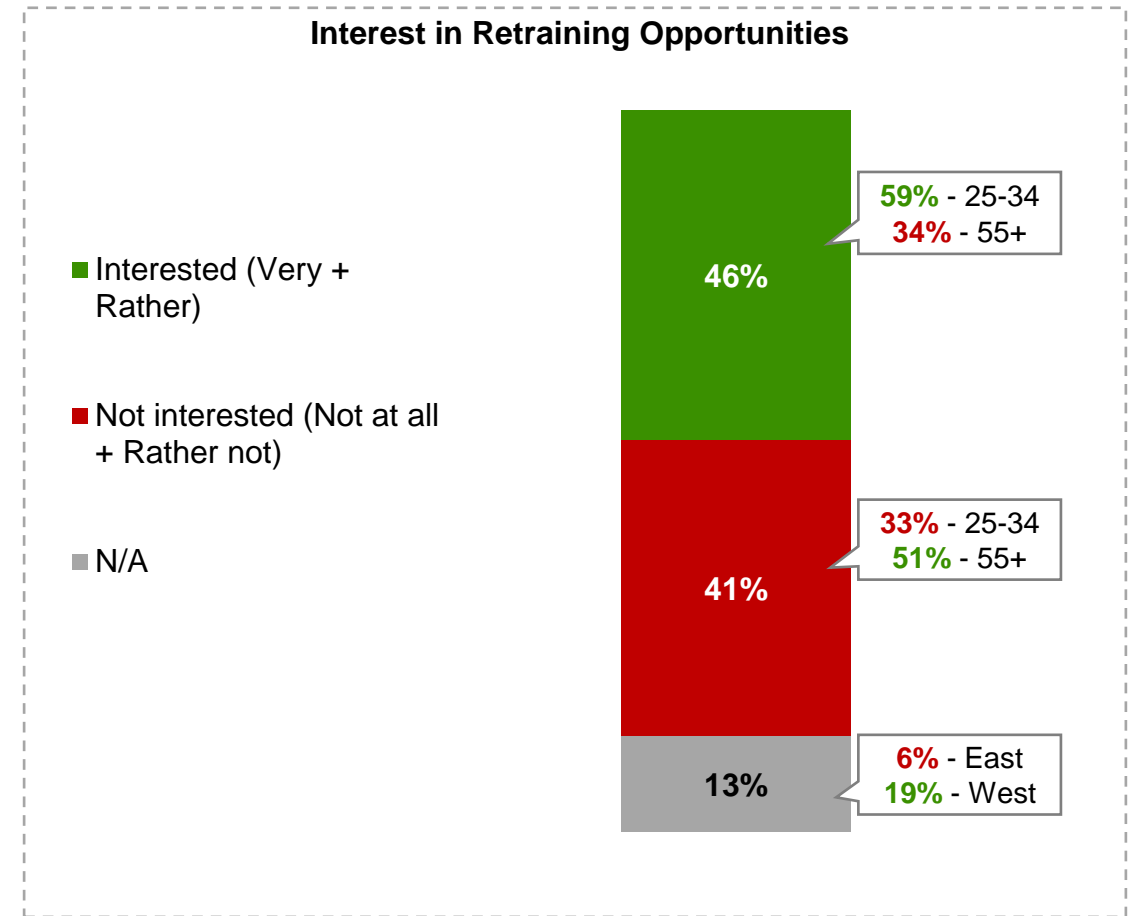
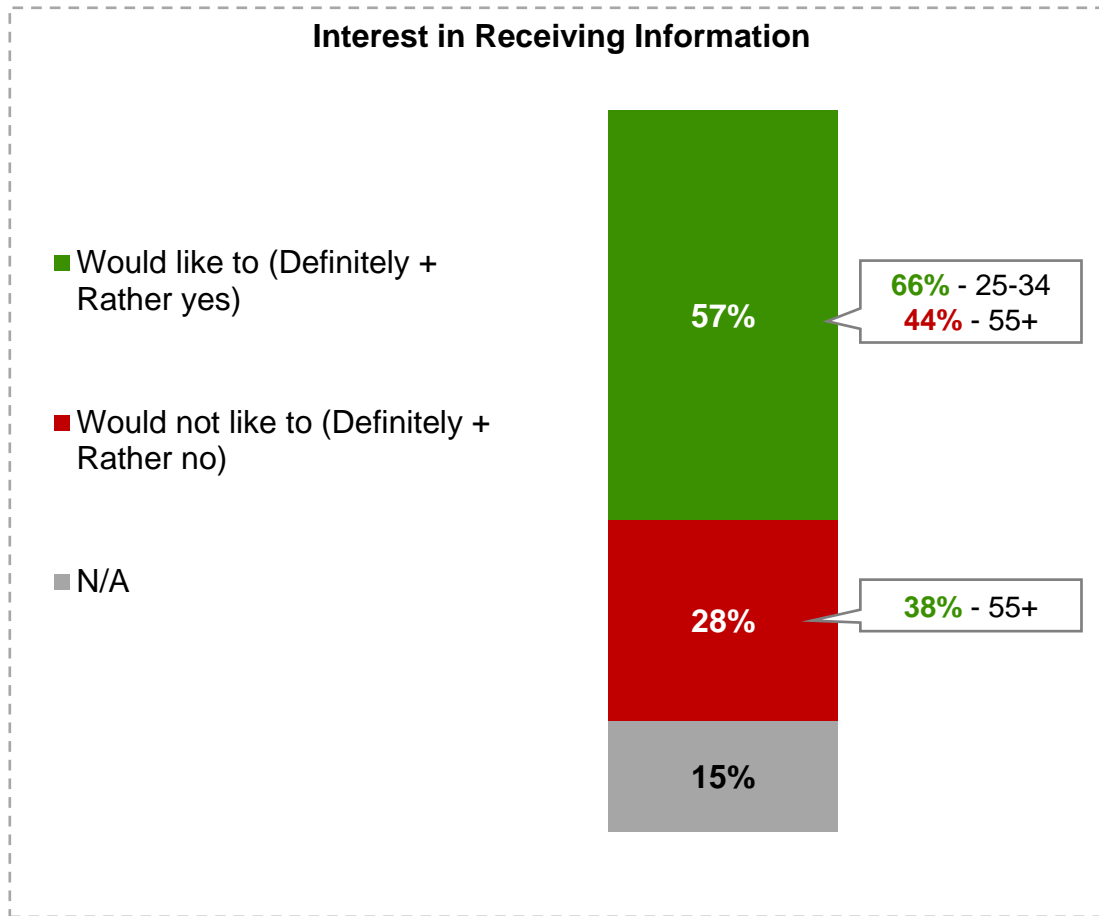


Base: all respondents

In your opinion, what conditions are necessary within an organization to ensure that women can successfully retrain and work in professions that are typically considered male (for example, technical specialties, IT, warehouses, B2B sector, emergency response, top managerial/strategic positions in technical fields, etc.)?

 Statistically significant differences **above/below** compared to the total indicator

INFORMATION ABOUT RETRAINING OPPORTUNITIES AND INTEREST IN SUCH OPPORTUNITIES



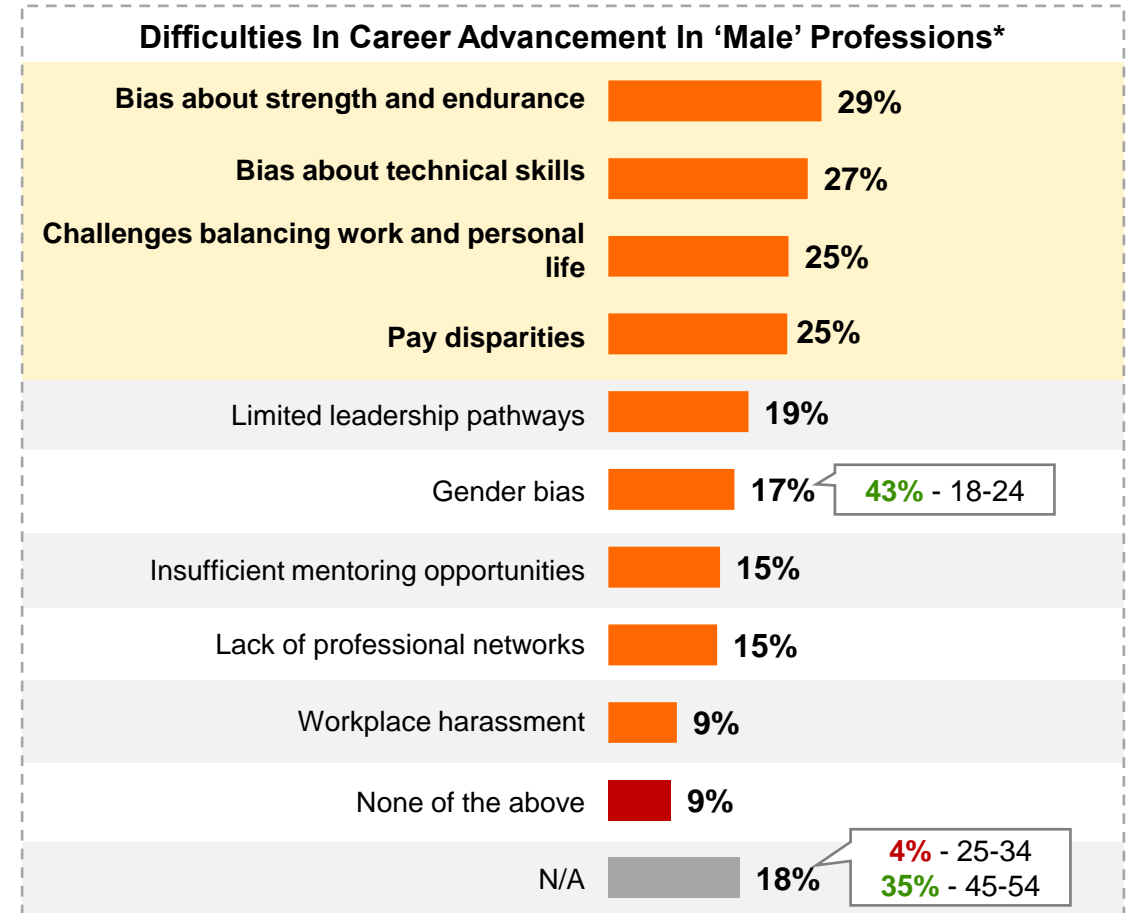
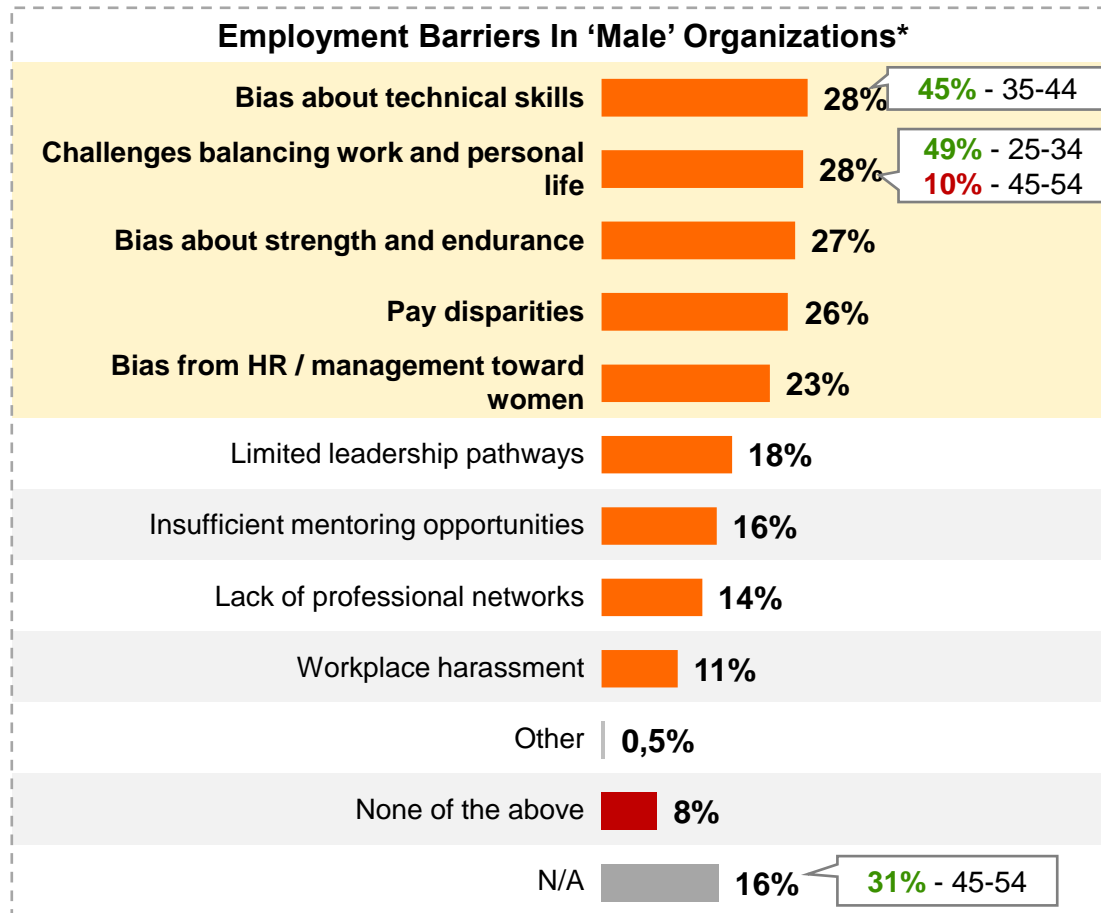
Base: all respondents, N=1000

Would you like to receive more information about retraining opportunities in professions that are usually considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, TOP managerial / strategic positions in technical fields)? | Have you EVEN been interested in retraining in a profession that is usually considered male? ,

XX% Statistically significant differences **higher / lower** compared to the total indicator

DIFFICULTIES DURING JOB SEARCH AND PROFESSIONAL ADVANCEMENT

**professions / organizations that are typically considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top management / strategic positions in technical fields, etc.)*



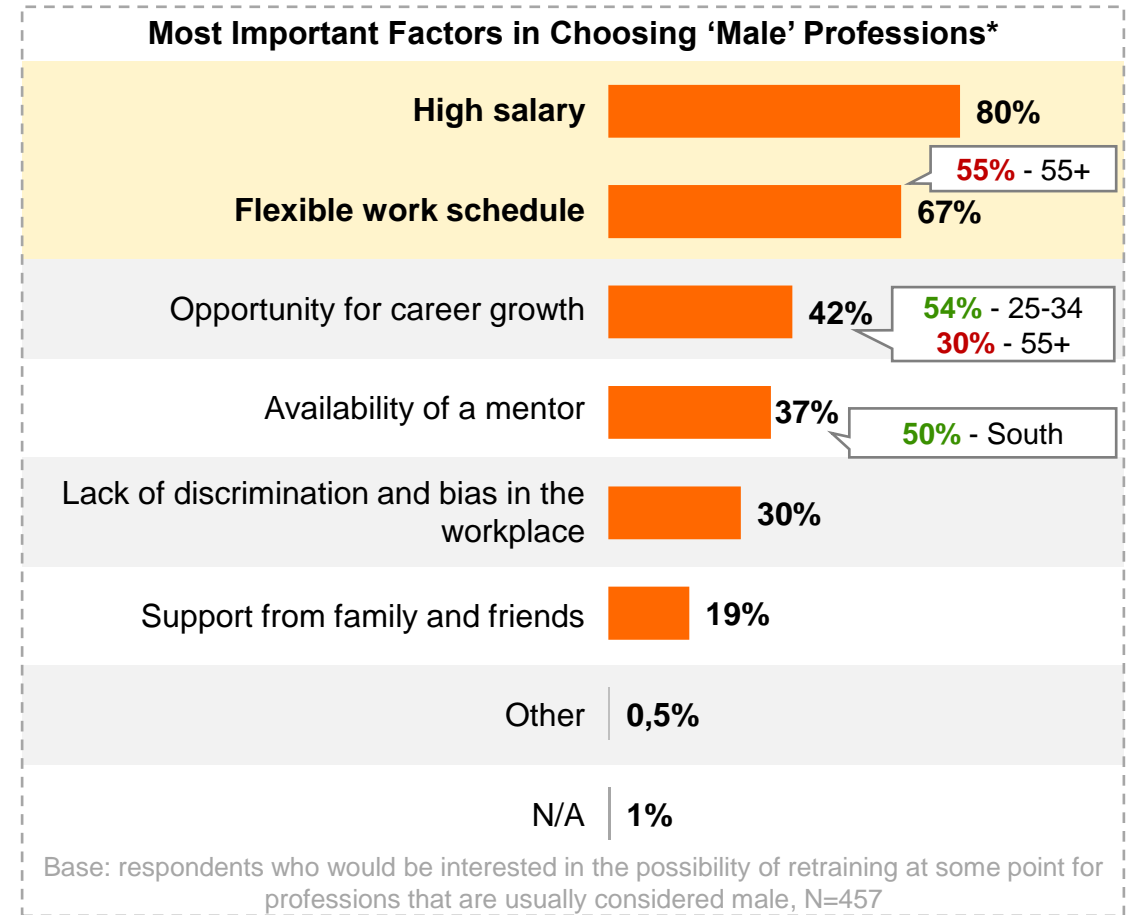
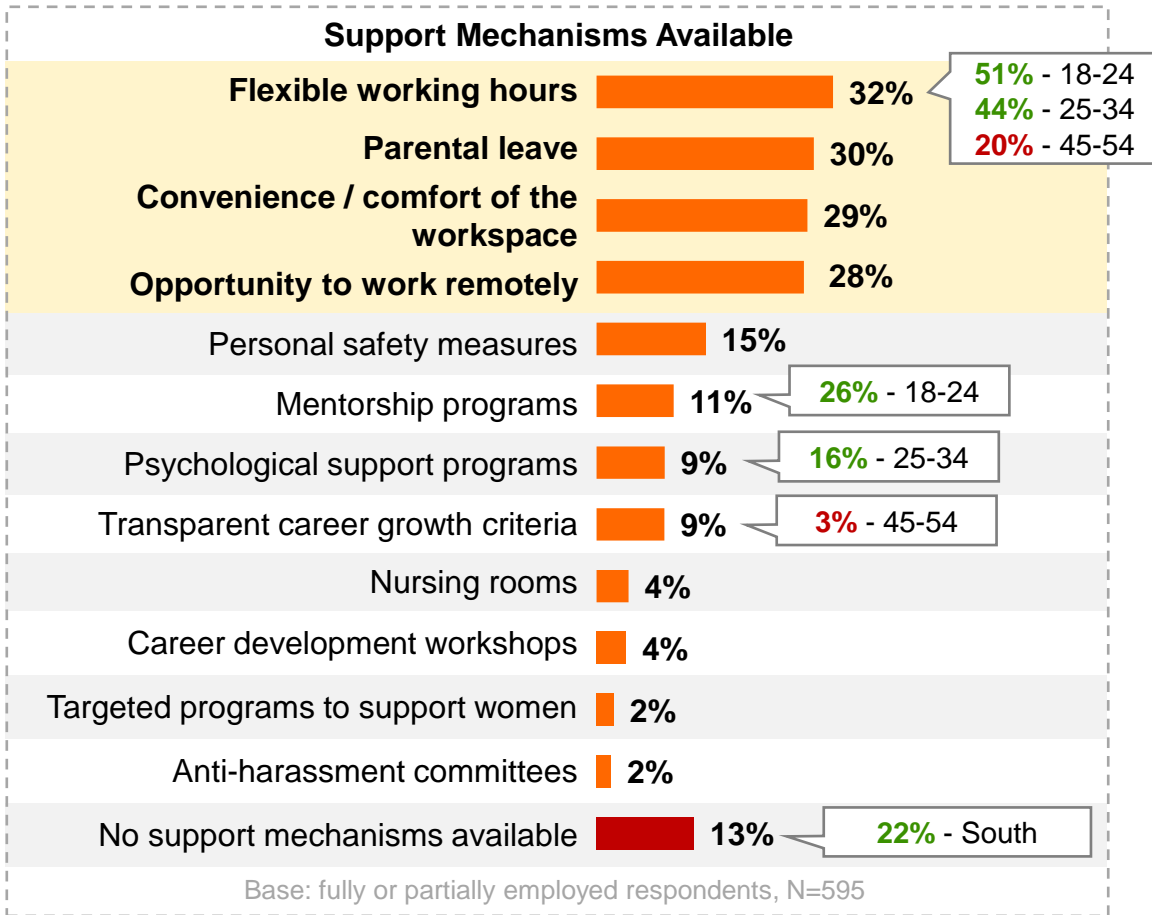
Base: respondents who currently or have ever worked in a profession that is typically considered male, N=195

What difficulties did you face when seeking employment in organizations where men usually work? | What difficulties did you encounter in advancing in professions where men usually work?

XX% Statistically significant differences **higher / lower** compared to the total indicator

SUPPORT MECHANISMS AND MOTIVATION FOR MASTERING 'MALE' PROFESSIONS*

*professions that are typically considered male (e.g., technical specialties, IT, warehouses, B2B sector, emergency response, top management / strategic positions in technical fields, etc.)



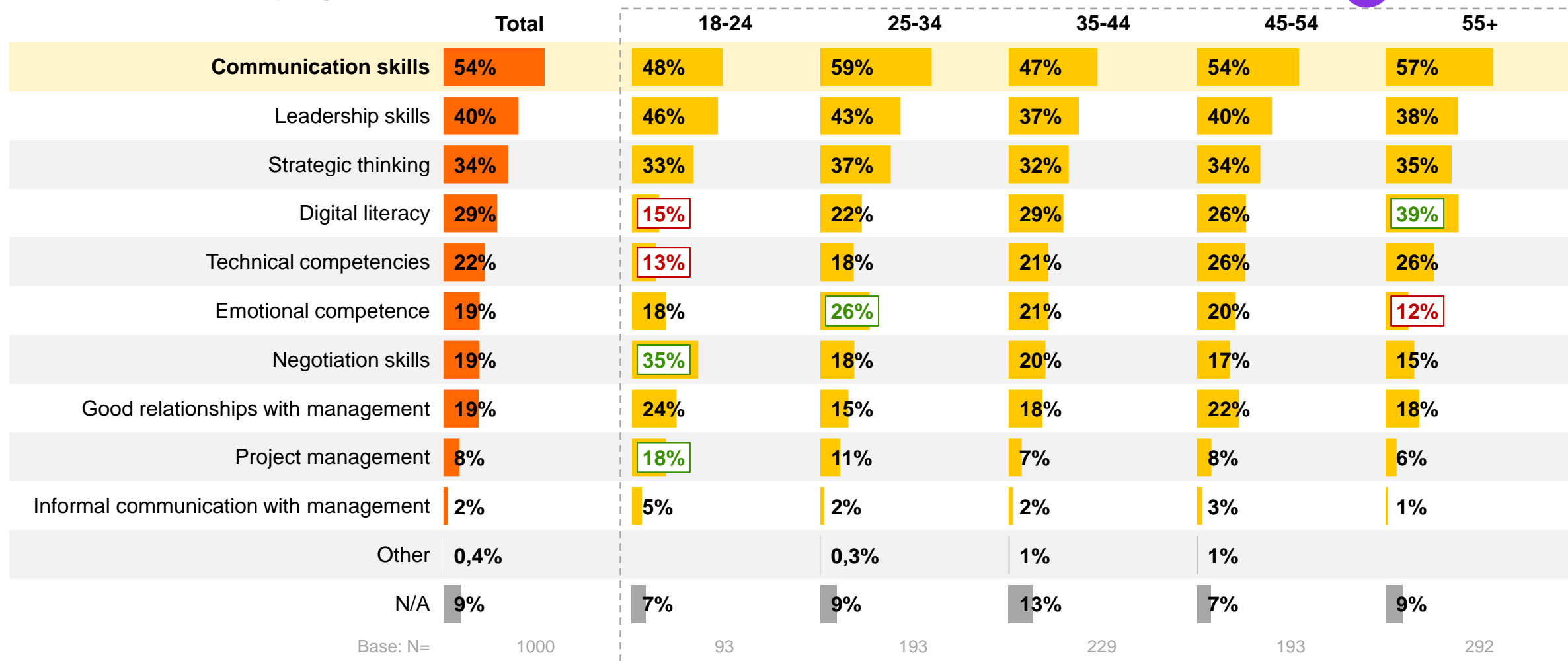
What support mechanisms are available in your company? | If you were offered free training in one of the modern professions typically dominated by men (e.g., IT, engineering, construction, etc.), what would be most important to you in making your choice?

XX% Statistically significant differences **higher / lower** compared to the total indicator




PROFESSIONAL CHARACTERISTICS AND GROWTH MOTIVATORS

MOST IMPORTANT SKILLS FOR PROFESSIONAL GROWTH *(by age)*

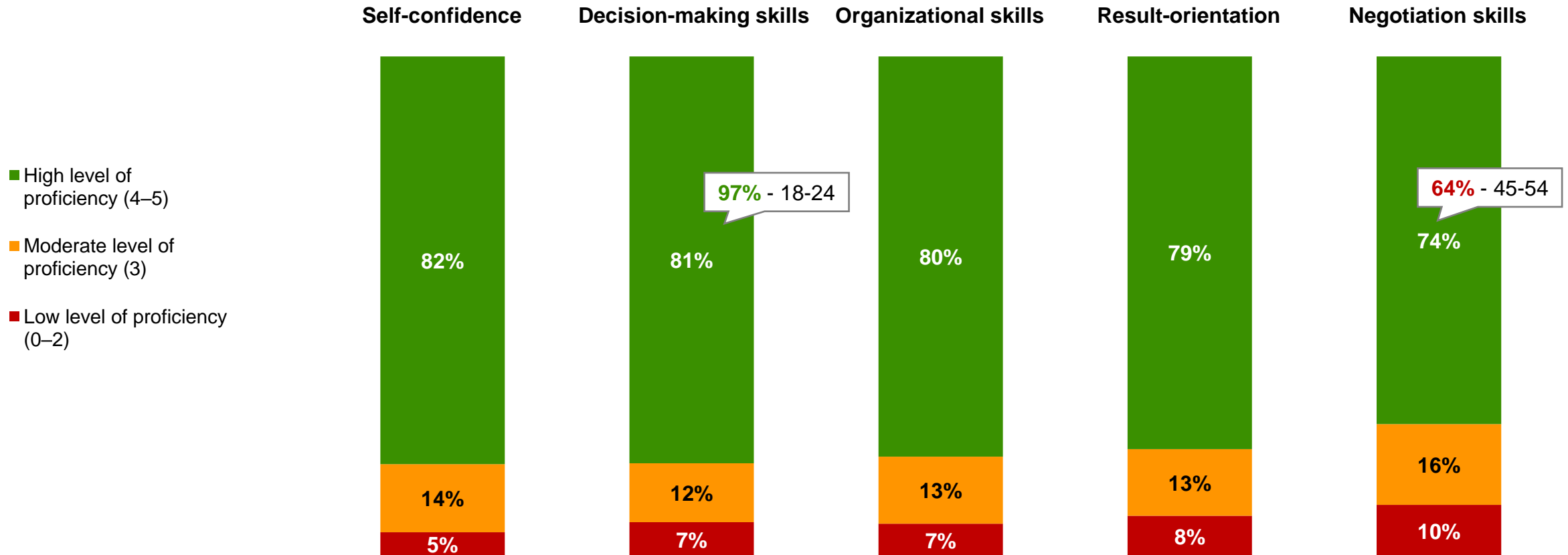


Base: all respondents
 In your opinion, what skills are the most important for professional growth?

 Statistically significant differences **above/below** compared to the total indicator

EVALUATION OF FEMALE COLLEAGUES' CHARACTERISTICS (1/2)

(Top2Box / Bottom2Box)

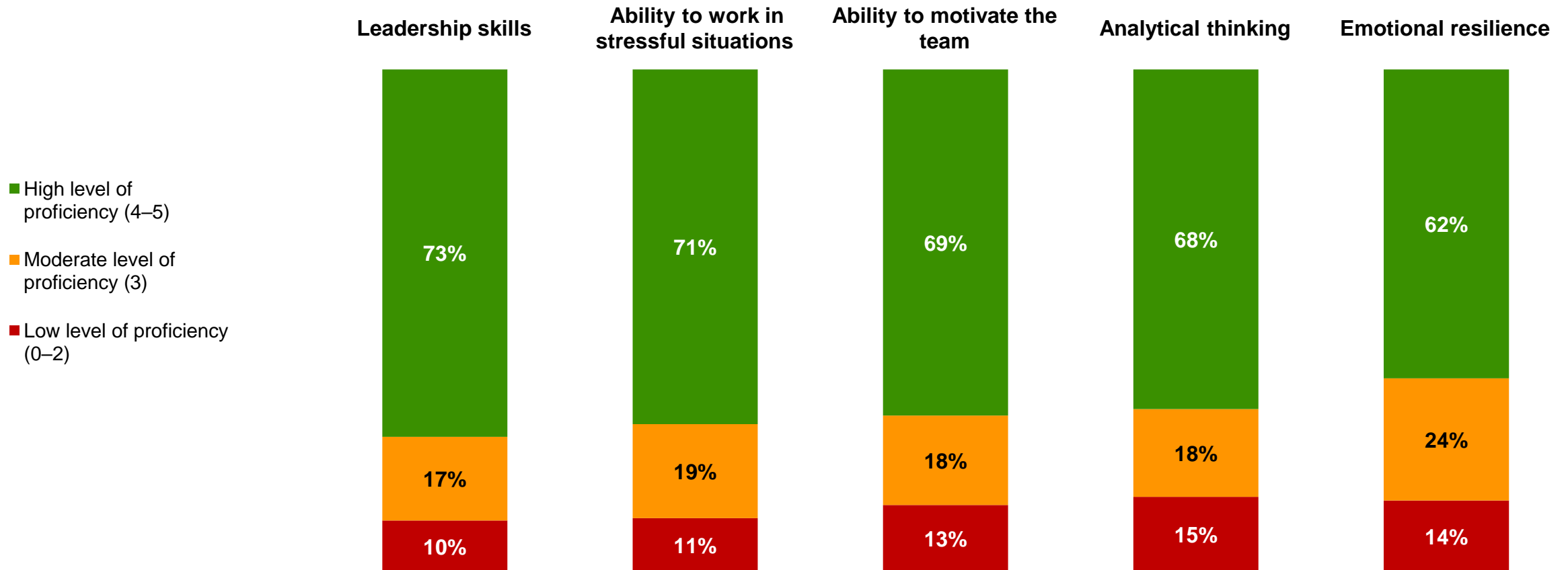


Base: fully or partially employed respondents, N=595
 Sorted in descending order by the indicator «High level of proficiency (4-5)»
 To what extent do female colleagues have / possess ...?

XX% Statistically significant differences **higher / lower**
XX% compared to the total indicator

EVALUATION OF FEMALE COLLEAGUES' CHARACTERISTICS (2/2)

(Top2Box / Bottom2Box)

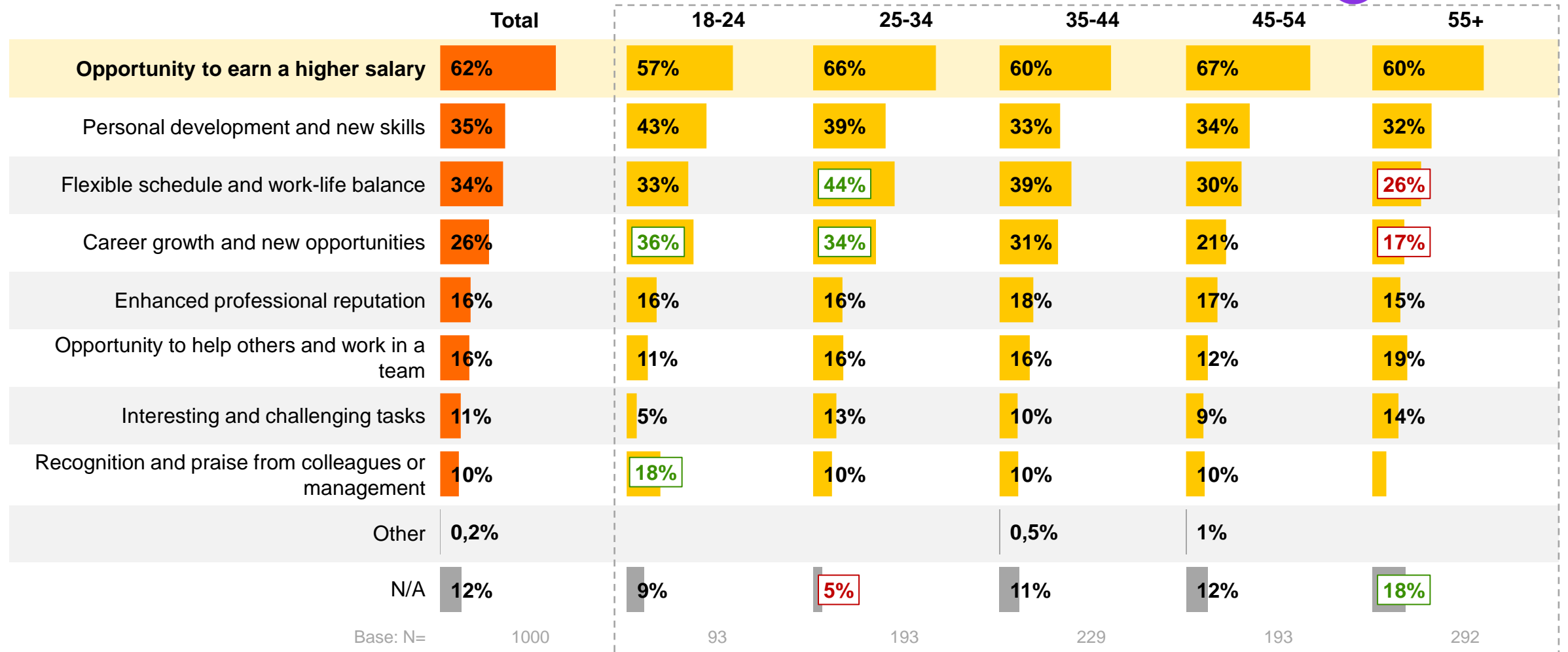


Base: fully or partially employed respondents, N=595
 Sorted in descending order by the indicator «High level of proficiency (4-5)»
 To what extent do female colleagues have / possess ...?


XX% No statistically significant differences **above/below**
XX% compared to the overall indicator

MOTIVATORS OF PROFESSIONAL GROWTH

(by age)



Base: all respondents
What motivates you personally the most for professional growth?


 Statistically significant differences above/below compared to the total indicator

MOTIVATORS OF PROFESSIONAL GROWTH

(by region)

	Total	East	West	Kyiv	North	Central	South
Opportunity to earn a higher salary	62%	67%	59%	58%	64%	63%	63%
Personal development and new skills	35%	38%	34%	25%	35%	34%	45%
Flexible schedule and work-life balance	34%	36%	31%	30%	39%	33%	35%
Career growth and new opportunities	26%	27%	23%	30%	28%	28%	21%
Enhanced professional reputation	16%	22%	15%	18%	19%	11%	20%
Opportunity to help others and work in a team	16%	13%	17%	14%	19%	14%	16%
Interesting and challenging tasks	11%	14%	6%	17%	10%	14%	6%
Recognition and praise from colleagues or management	10%	7%	14%	7%	11%	9%	11%
Other	0,2%		1%				1%
N/A	12%	9%	11%	15%	11%	12%	11%
Base: N=	1000	103	213	136	139	263	145

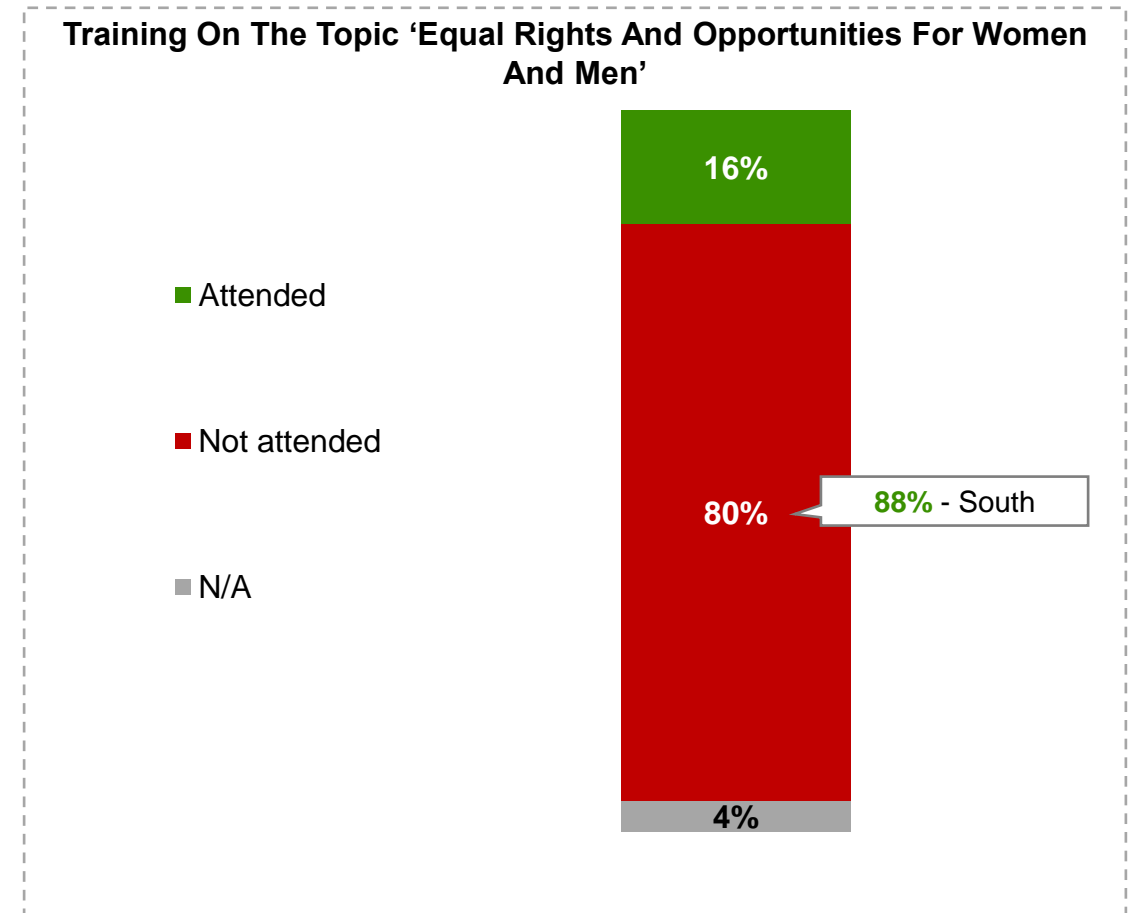
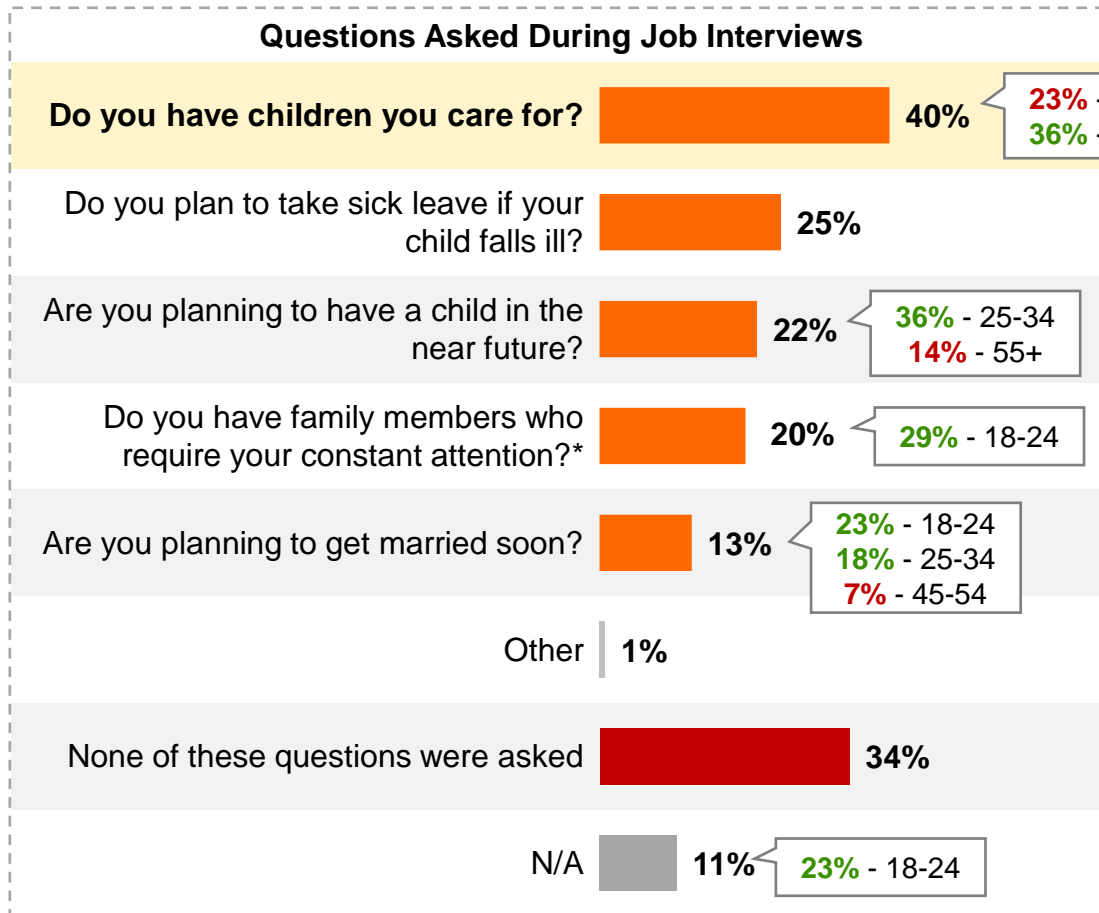
Base: all respondents
What motivates you personally the most for professional growth?

 Statistically significant differences above/below compared to the total indicator



**EXPERIENCE OF JOB
INTERVIEWS AND SUPPORT
FOR VULNERABLE
POPULATION GROUPS**

QUESTIONS ASKED DURING JOB SEARCH AND TRAINING REGARDING GENDER EQUALITY



*for care (e.g., elderly parents, relatives with disabilities)

Base: all respondents, N=1000

During the job interview, which of the following questions were you asked? | Have you ever attended any training (courses, workshops, webinars, etc.) on the topic of "equal rights and opportunities for women and men"?

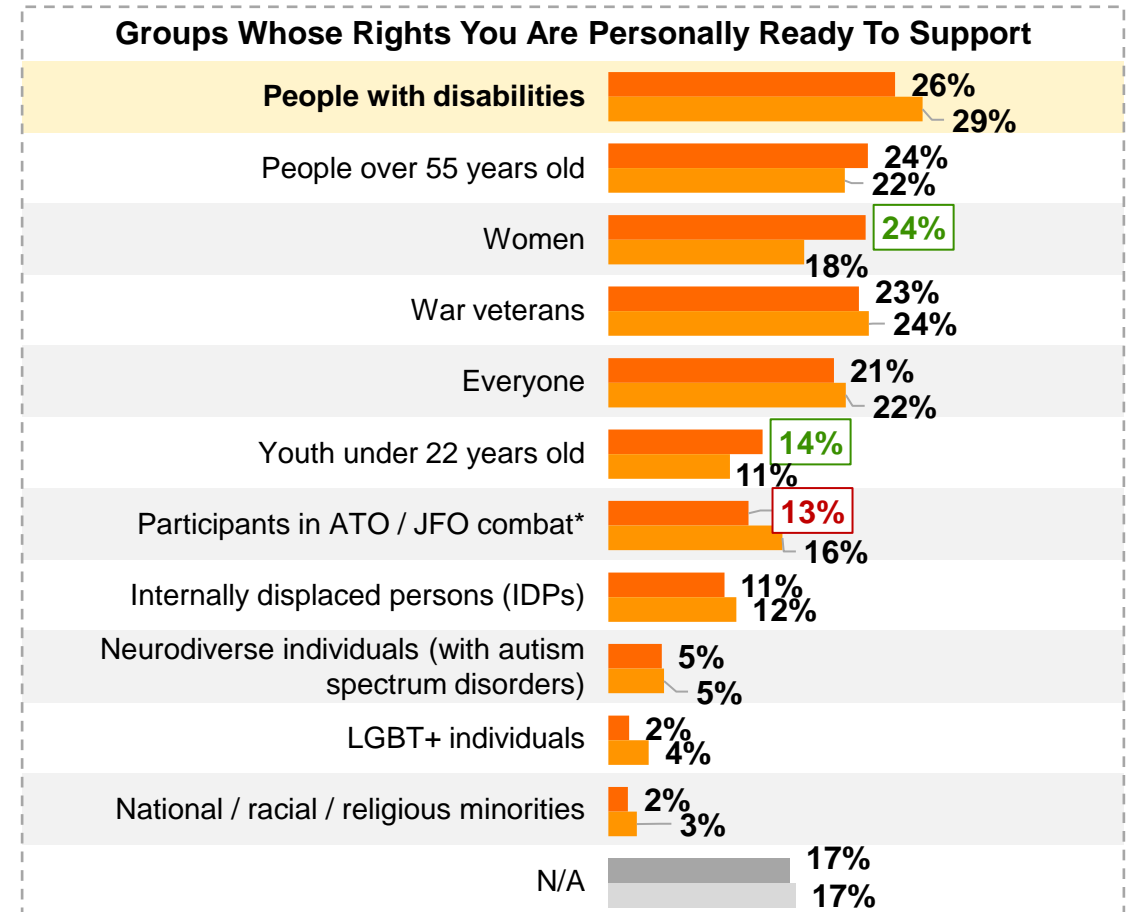
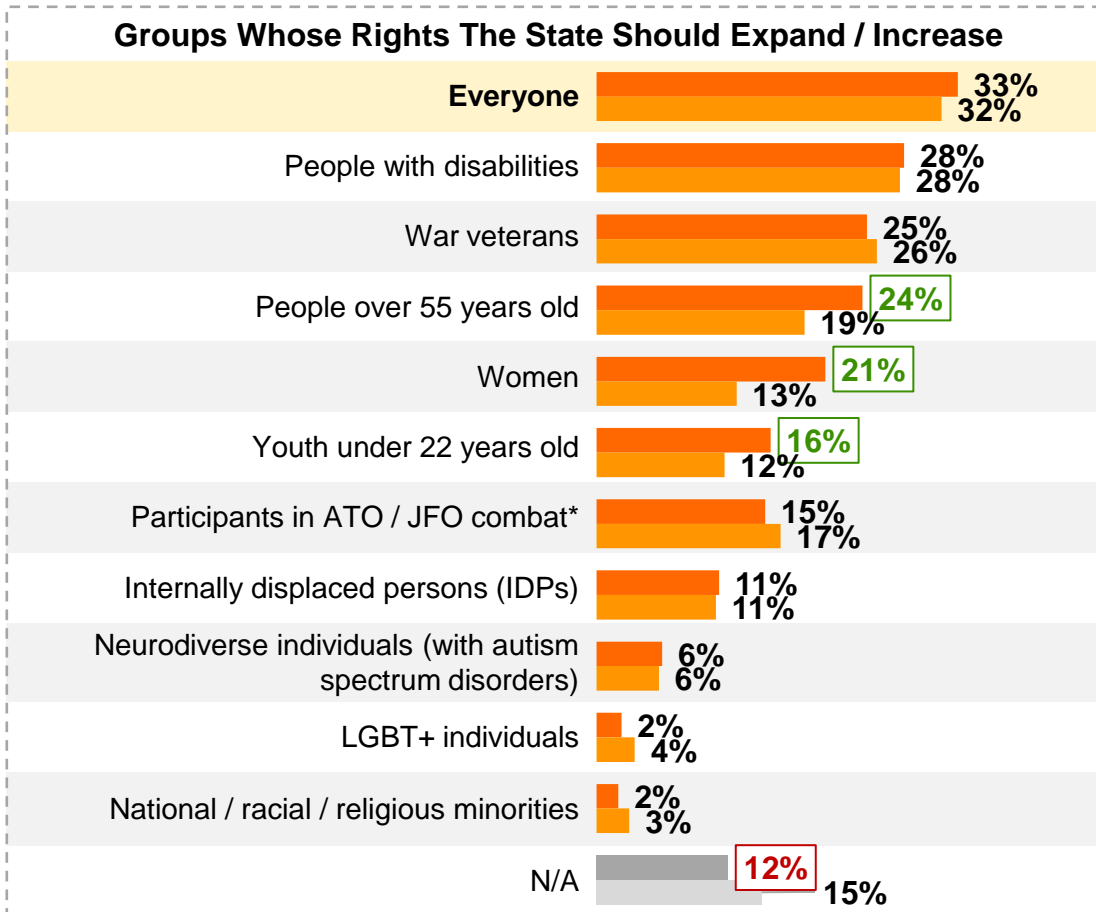
XX% Statistically significant differences **higher / lower** compared to the total indicator

SUPPORT FOR VULNERABLE POPULATION GROUPS

(over time)



■ March 2025 (10-11.03.2025), N=1000
■ May 2024 (17-23.05.2024), N=1168



*in the occupied territory of Donetsk and Luhansk region

Base: all respondents

In your opinion, whose rights should the government prioritize in expanding / increasing?

Whose rights from these groups would you personally be willing to support?

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■ Statistically significant differences **above/below** compared to the previous period's indicator

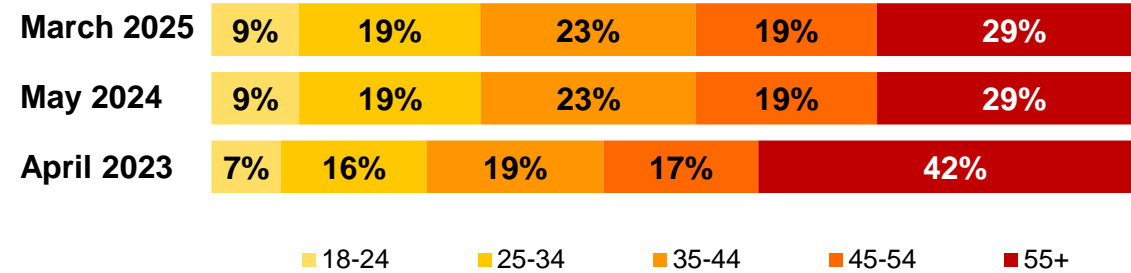


RESPONDENT PROFILE

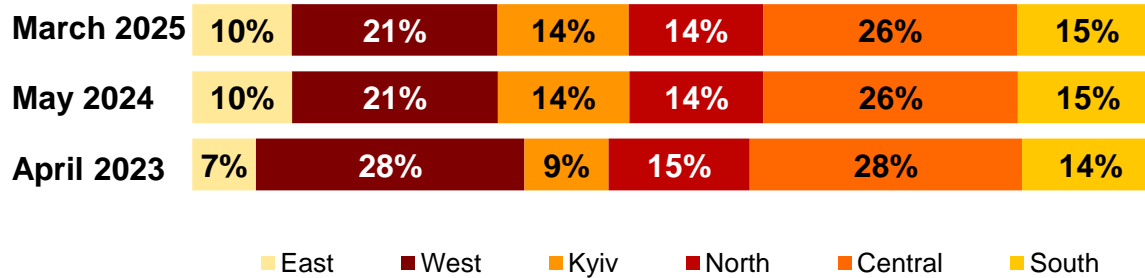
RESPONDENT PROFILE



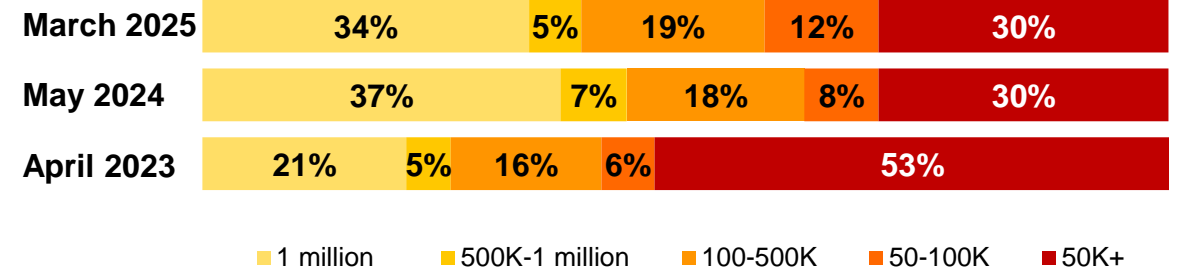
Age



Region of Living



Size of the Settlement



Base: all respondents, N(April 2023 / May 2024 / March 2025)=1029 / 1168 / 1000

Gradus Research
Company



biasless

