

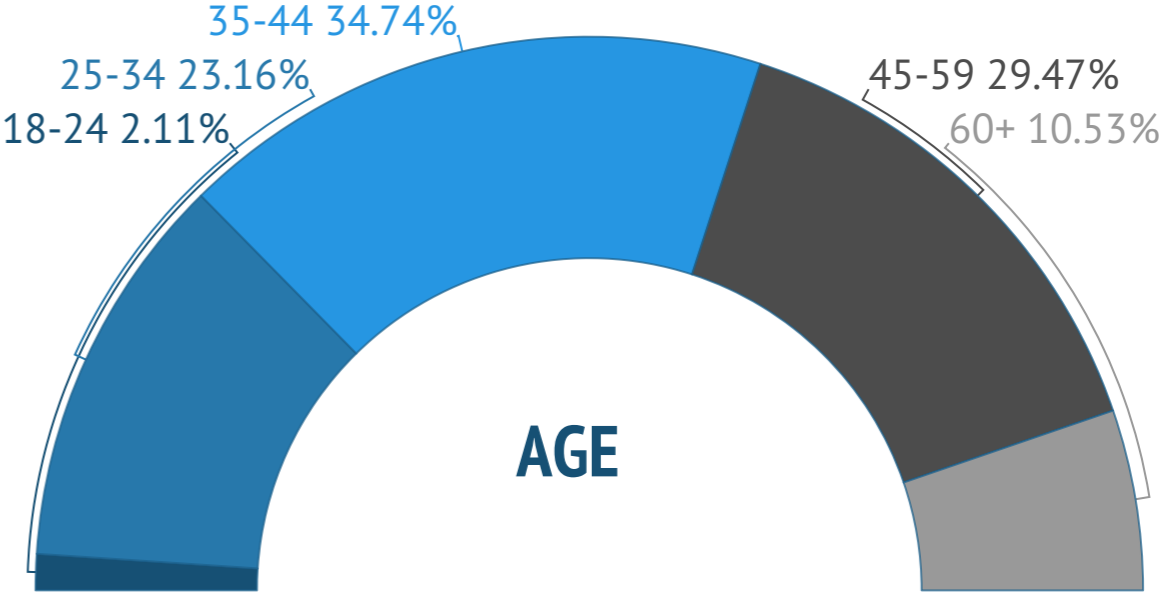
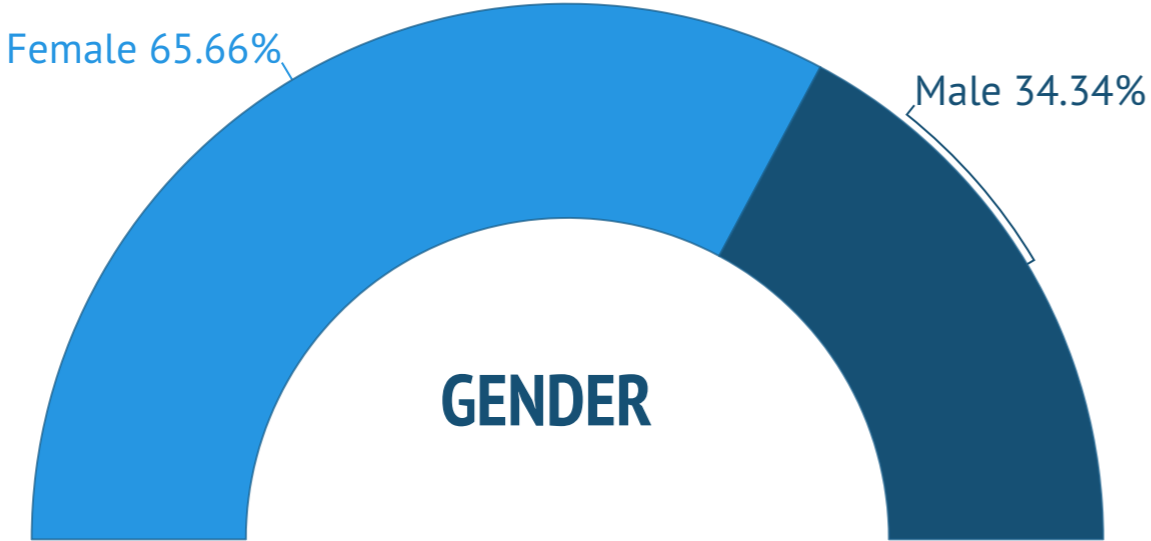
SOCIAL MEDIA ANALYSIS

Facebook Audience Portrait



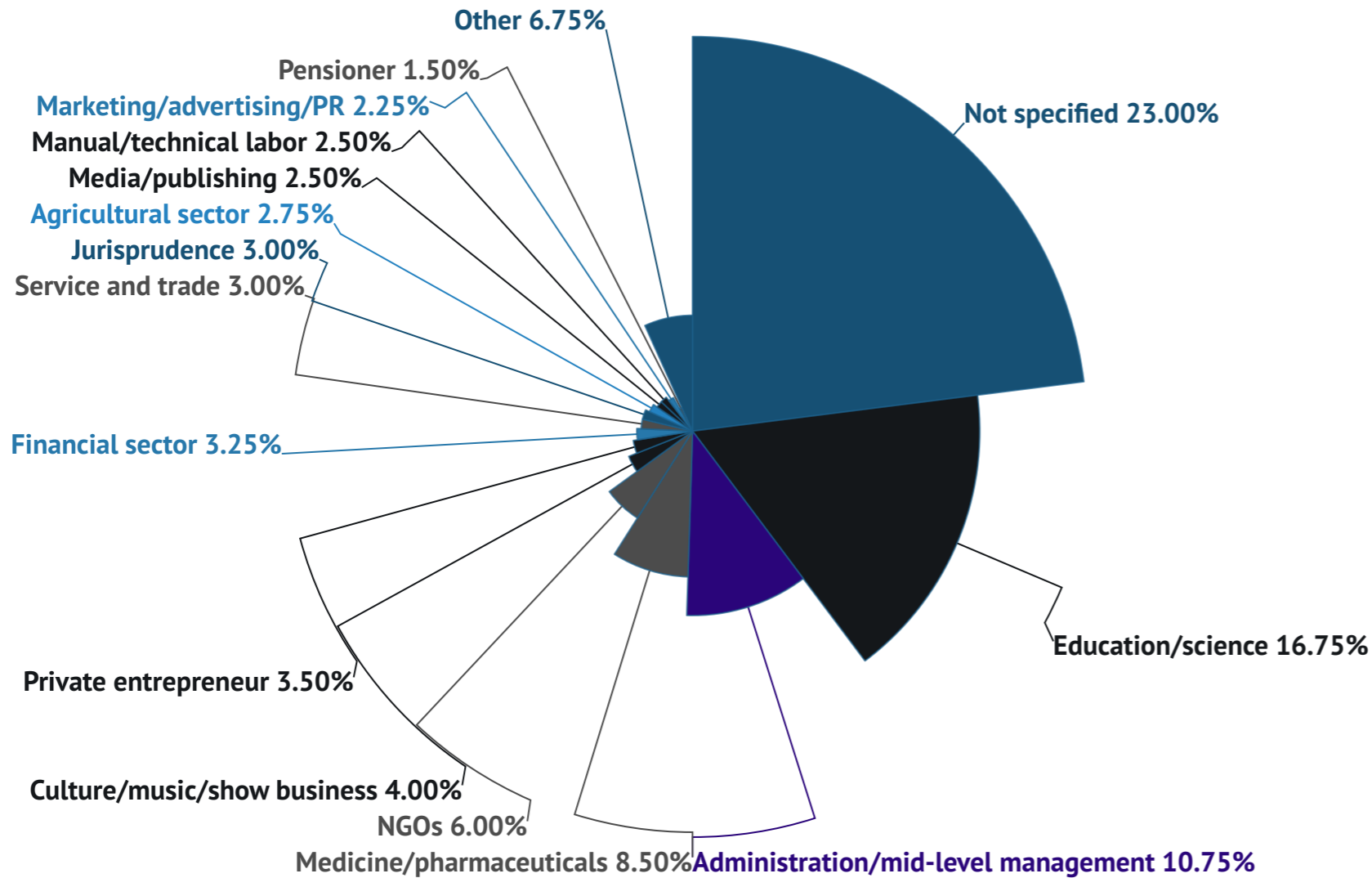
DEMOGRAPHY

Nearly two-thirds of the USAID audience is female. A plurality are 35-44 years old.



OCCUPATION

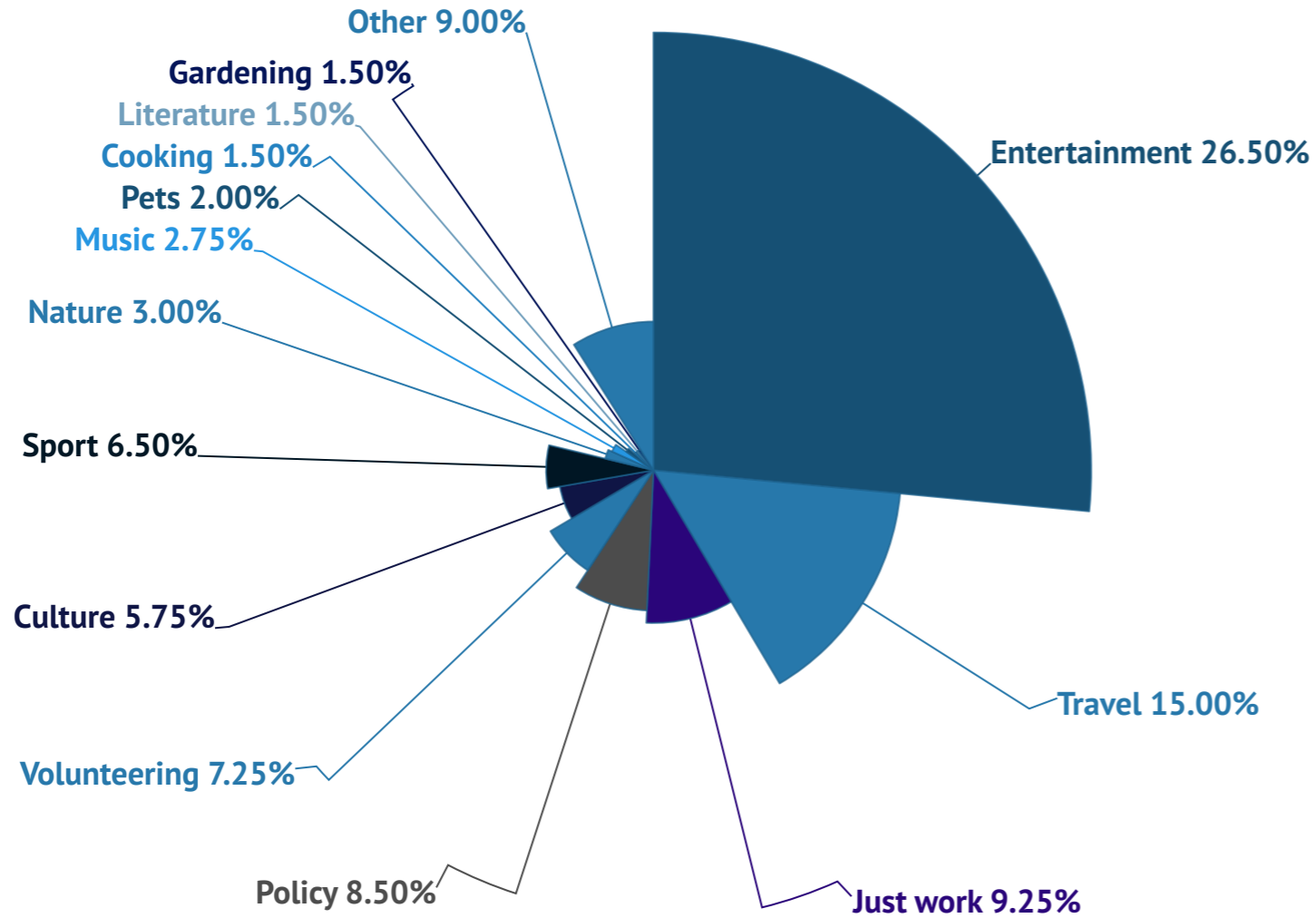
Education and science professions make up 17% of the audience, while 11% work in administration/mid-level management. Occupation is unspecified for nearly one-fourth of the audience.



Other includes

Occupation	%
Design/creativity	1.25%
Armed forces of Ukraine	1.00%
Sport	0.75%
Personnel management/HR	0.75%
IT/computers/internet	0.50%
Charitable organization	0.50%
Construction/architecture	0.50%
Student	0.50%
Volunteering	0.25%
Political party	0.25%
Religion	0.25%
Social worker	0.25%

AREA OF INTEREST



Other includes

Area of Interest	%
Health/lifestyle	1.25%
Inclusiveness	1.25%
Movie	1.25%
Religion	1.25%
Fishing	1.25%
Family	0.50%
Architecture	0.25%
Blogger	0.25%
Ecology	0.25%
History	0.25%
Medicine	0.25%
Science	0.25%
Needlework	0.25%
Farming	0.25%
Photography	0.25%

EDUCATION

● High ● Secondary ● Not specified



67.50%



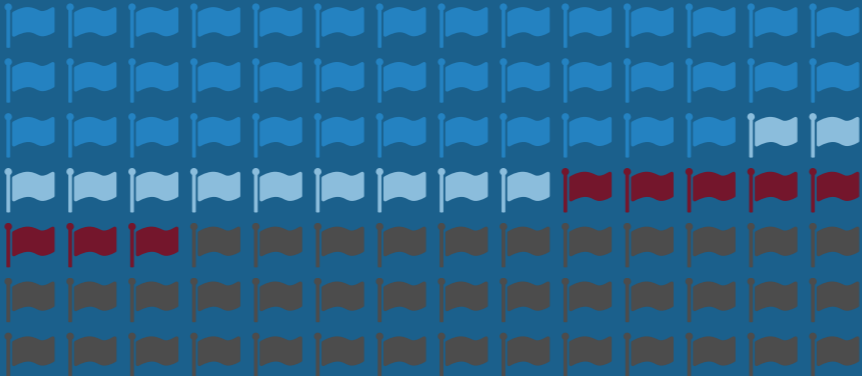
5.00%



27.50%

POLITICAL VIEWS

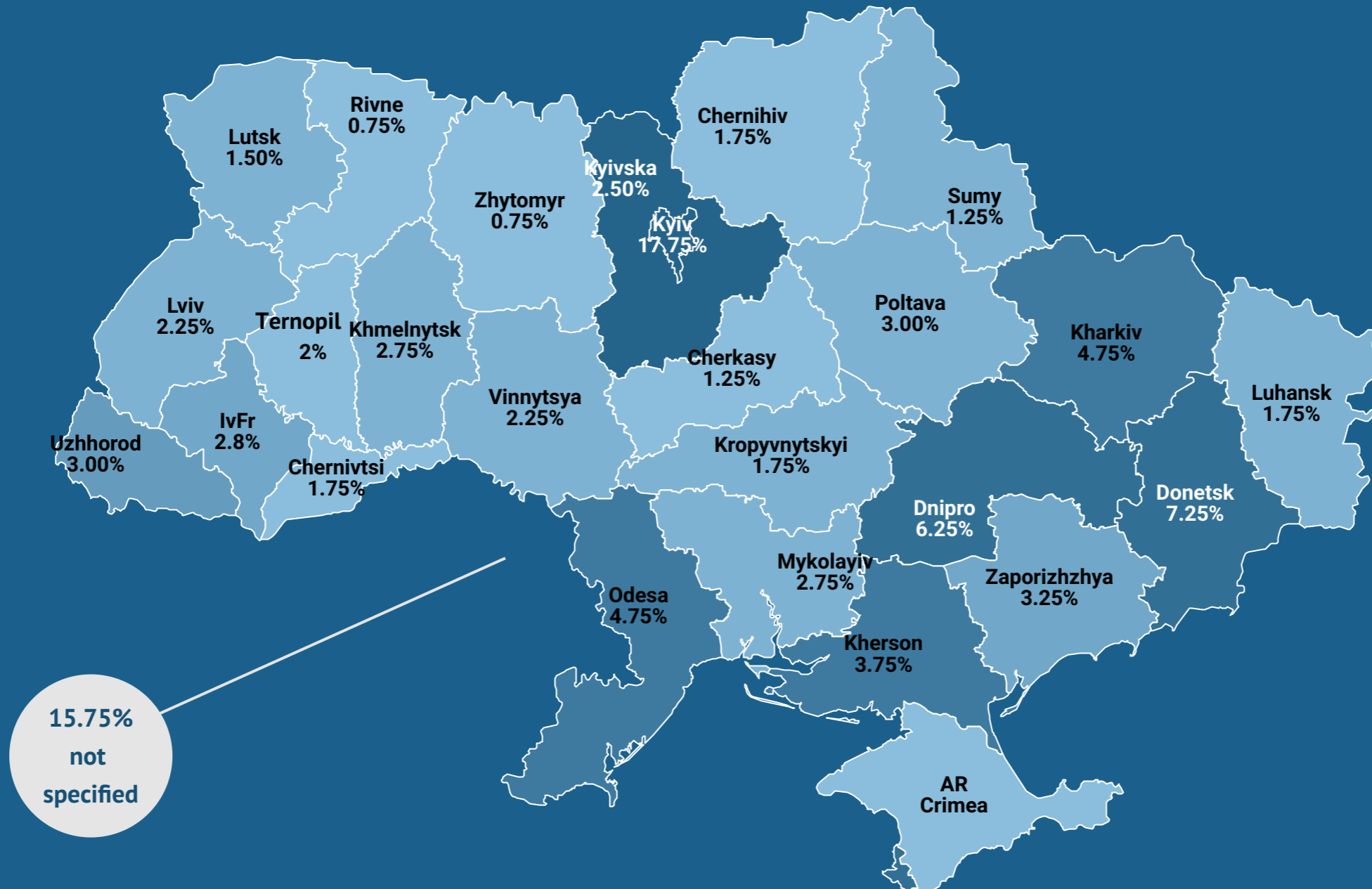
● Pro-European ● Pro-Government ● Pro-Russian ● Not specified



The _____ audience on Facebook is highly educated. Two-thirds of profiles analyzed have attained higher education.

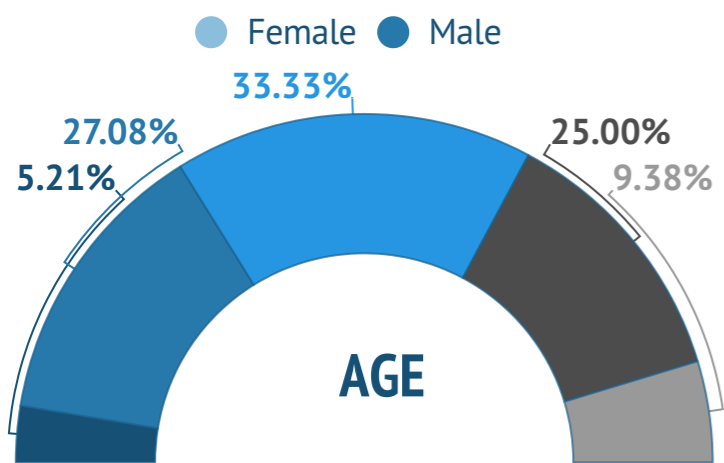
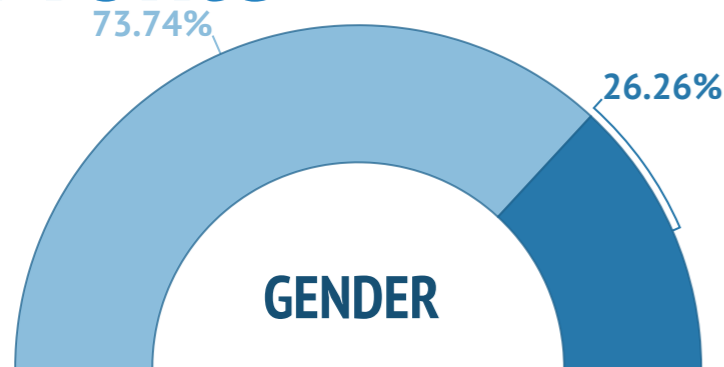
In terms of political views, 41% of the audience holds pro-European views, indicated by their engagement with pro-European political parties or other public institutions that support EU integration. 11% are pro-Government, indicated by their engagement with the political party Servant of the People. 8% are pro-Russian, indicated by their engagement with the political parties Opposition Bloc or For Life, Viktor Medvedchuk, or other content that supports Russian narratives.

GEOGRAPHICAL LOCATION



15.75%
not
specified

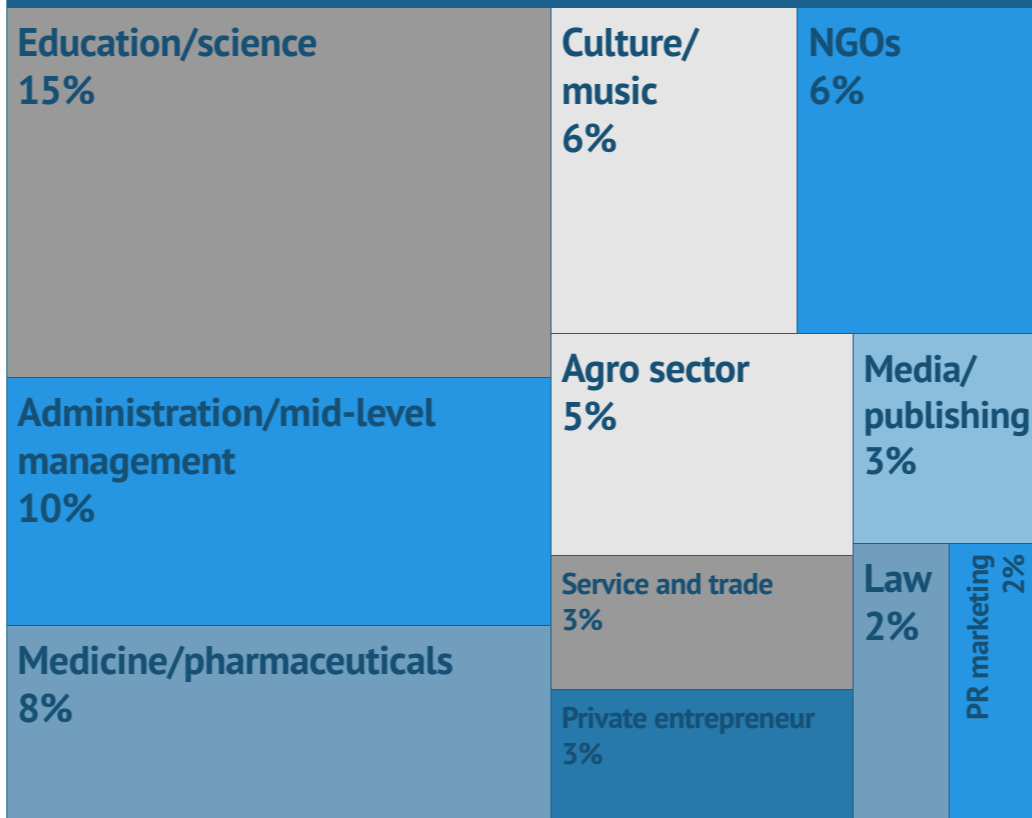
Profile



● 18-24 ● 25-34 ● 35-44 ● 45-59 ● 60+

Positive content about is mostly coming from women, people working in the education or science fields, and those with pro-European views. Topics most discussed with positive sentiment are the medical sector and decentralization.

OCCUPATION

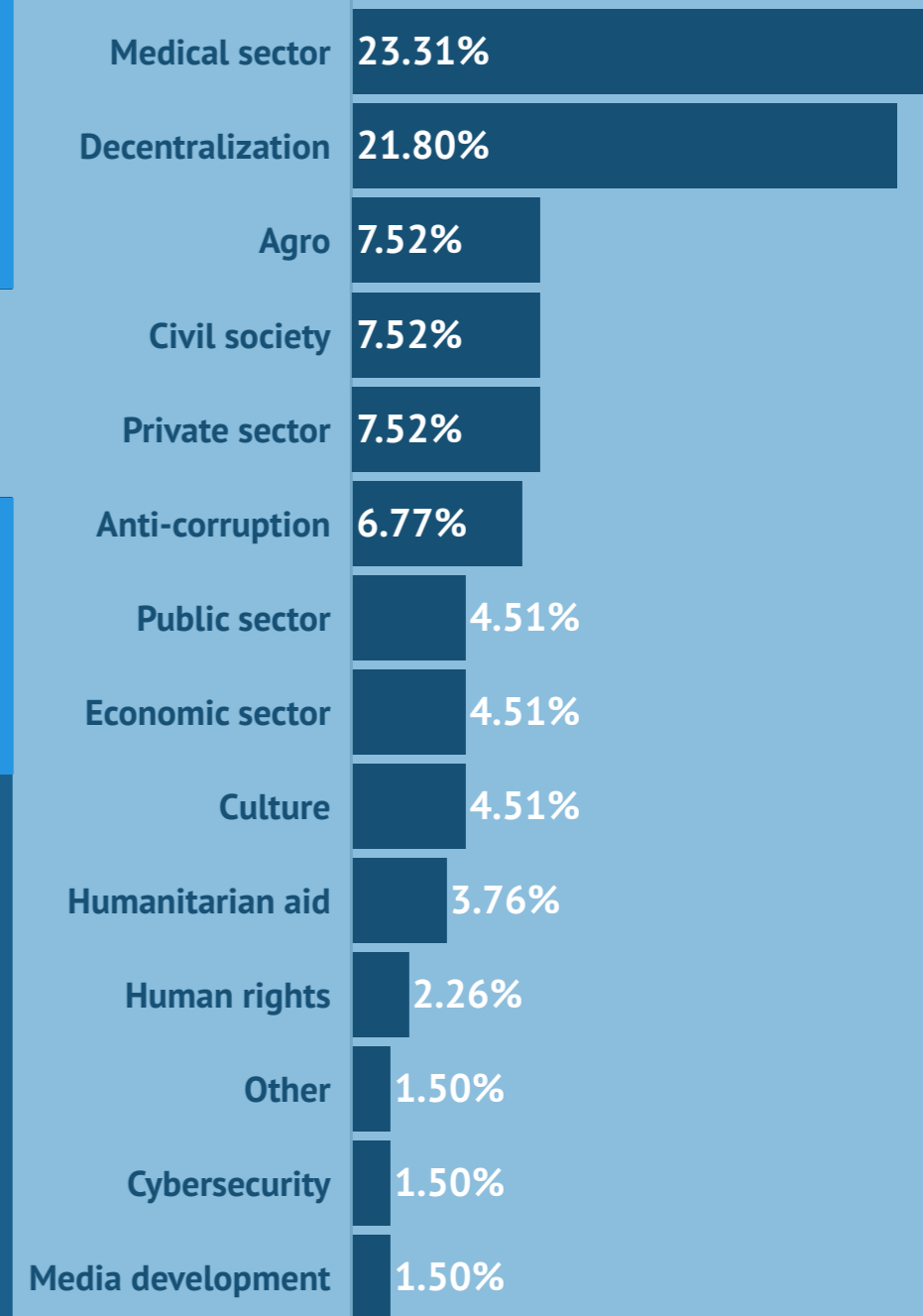


POLITICAL VIEWS

● Pro-European ● Pro-Government ● Pro-Russian ● Not specified



TOPICS



DEMOGRAPHY

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