

Facebook in Ukraine

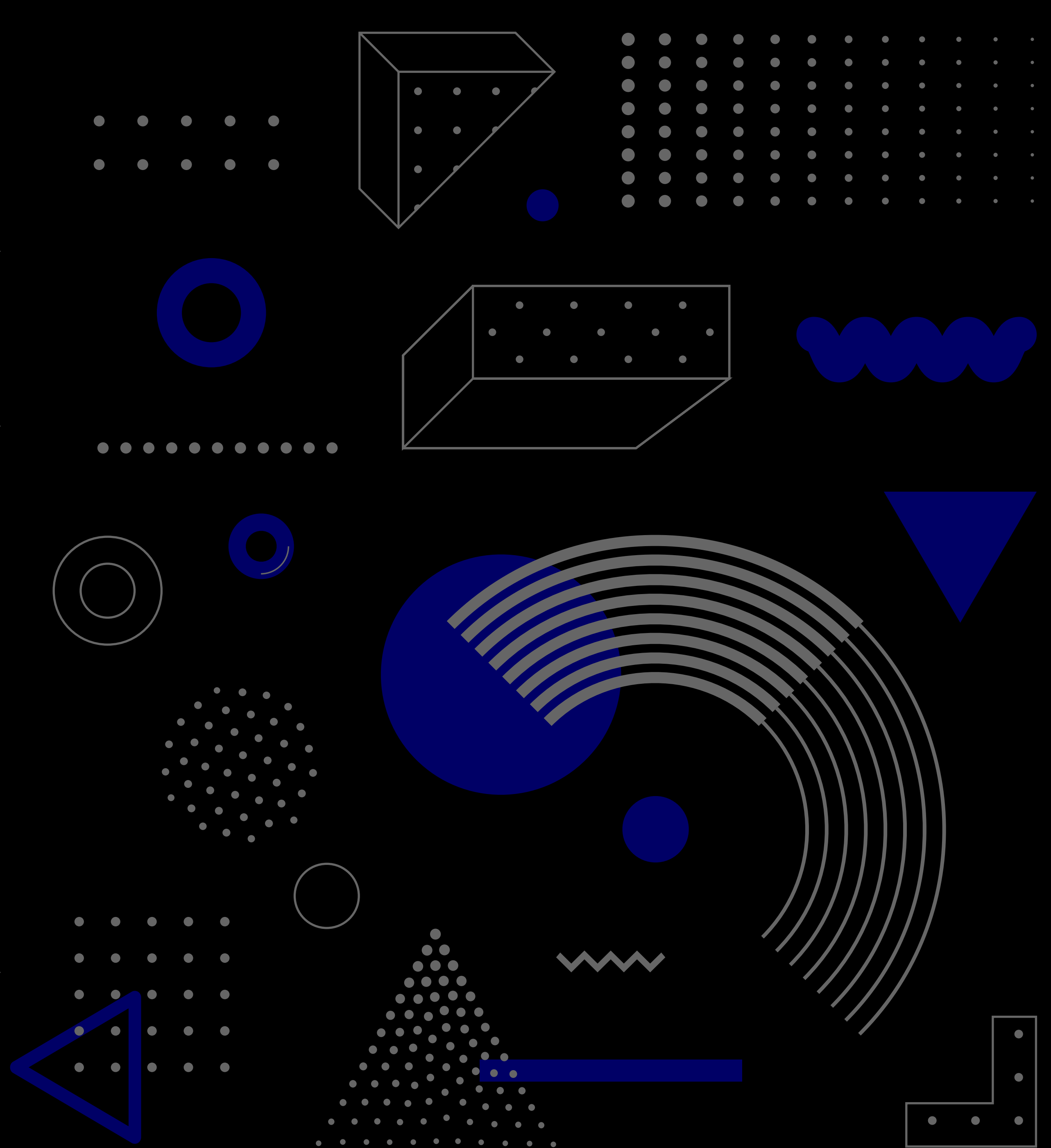
The research of Ukrainian Internet audience

Facebook sees its steady growth in Ukraine with 13 mln users in early 2019. While in 2018, Ukraine's audience grew by 3 mln or 30%, Facebook experienced an increase of 9.8 mln (or by 306%) since March 2014.

Facebook has become a key communication channel for the country both in its business and political segments. Offering a wide range of advertising tools Facebook provides an opportunity to share information, communicate and interact with users on the platform itself and through other services owned by the company, like Instagram and Facebook Messenger. The quantity of Ukrainian users, which are the priority audience to communicate with using Facebook advertising tools, grows year by year.

We are **PlusOne** – a communication agency from Kyiv, Ukraine, with 8 years of experience on the digital market. Deep technological and creative expertise allows us to provide campaigns and craft the projects from idea and strategy to realization. Our team follows the industry's key trends, releasing the analytical researches, as well as weekly podcast **Digitaliziren** about digital, creative strategies and technologies in the world.

PlusOne
January 2019



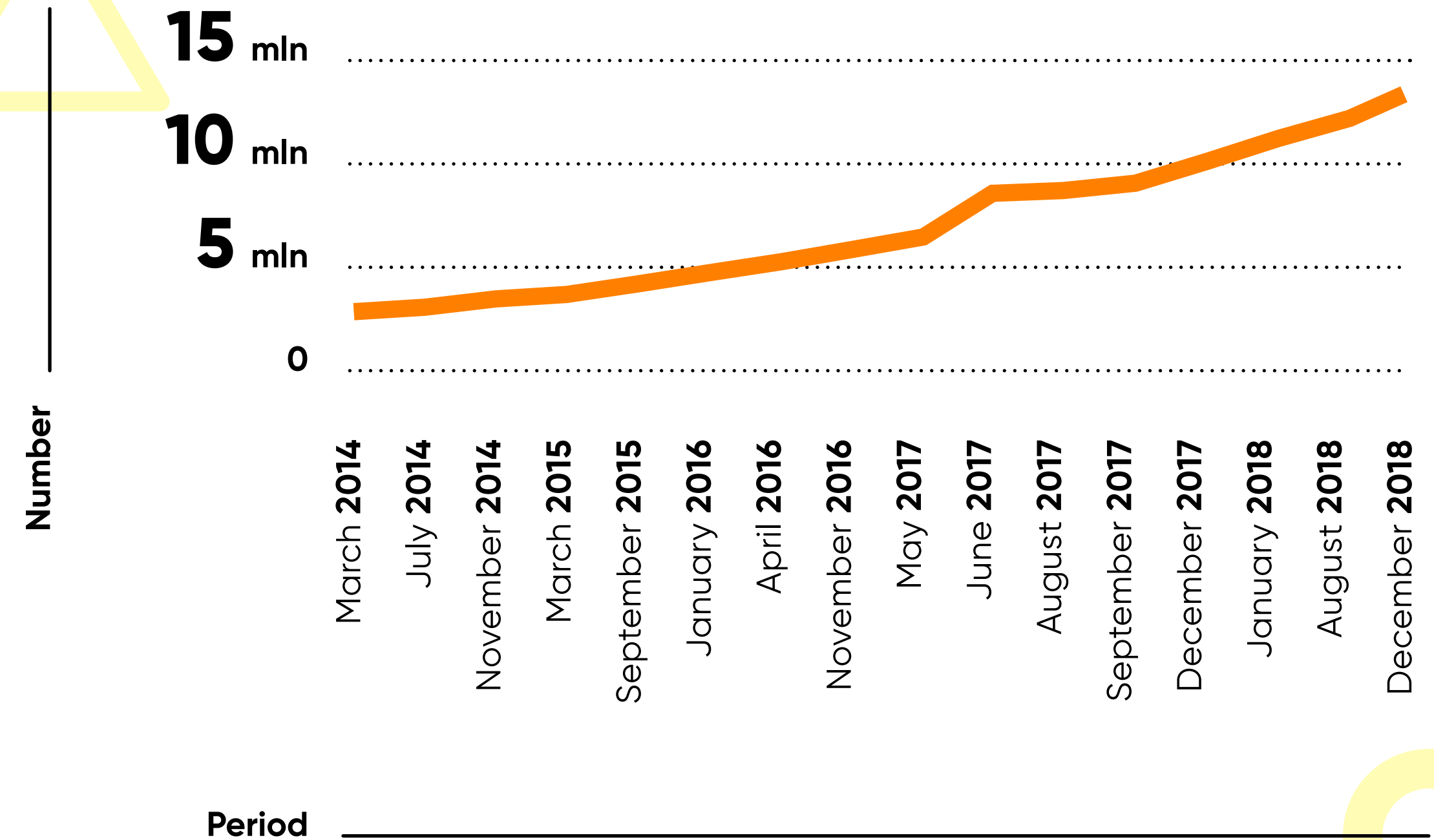
I. General Information

42,2 mln Citizens of Ukraine

21,4 mln Internet Users

13,0 mln Facebook Users

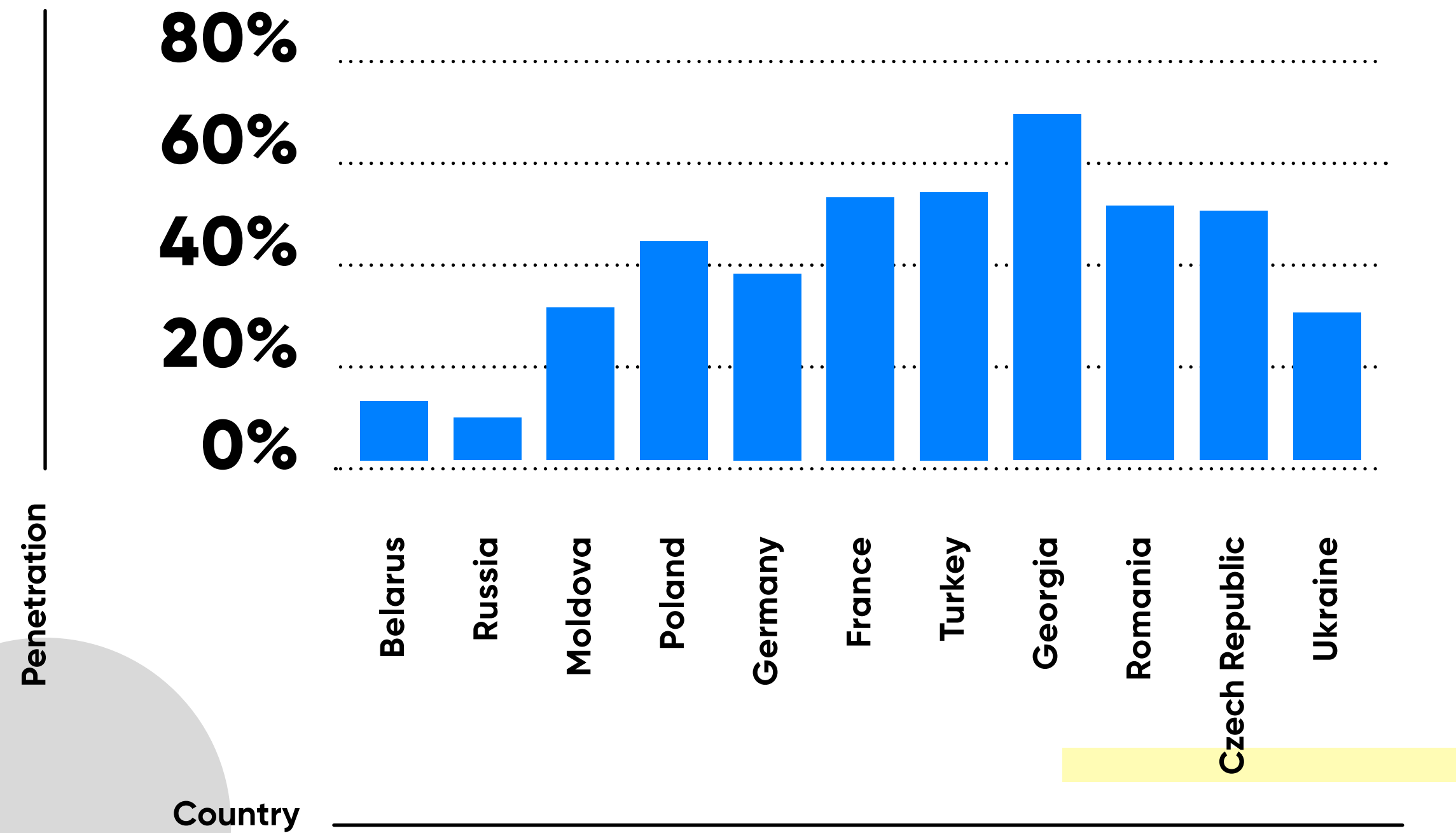
Dynamics of the Facebook Audience's Change in Ukraine



Since May 2017, Facebook audience in Ukraine has increased by 56.6%, from 8.3 mln to 13 mln. as of December 2018. Only in Q4 of 2018, the number of Ukrainian users has soared by 1 million. By this index Ukraine ranks the 3rd place among all countries, only surpassed by India and the Philippines.

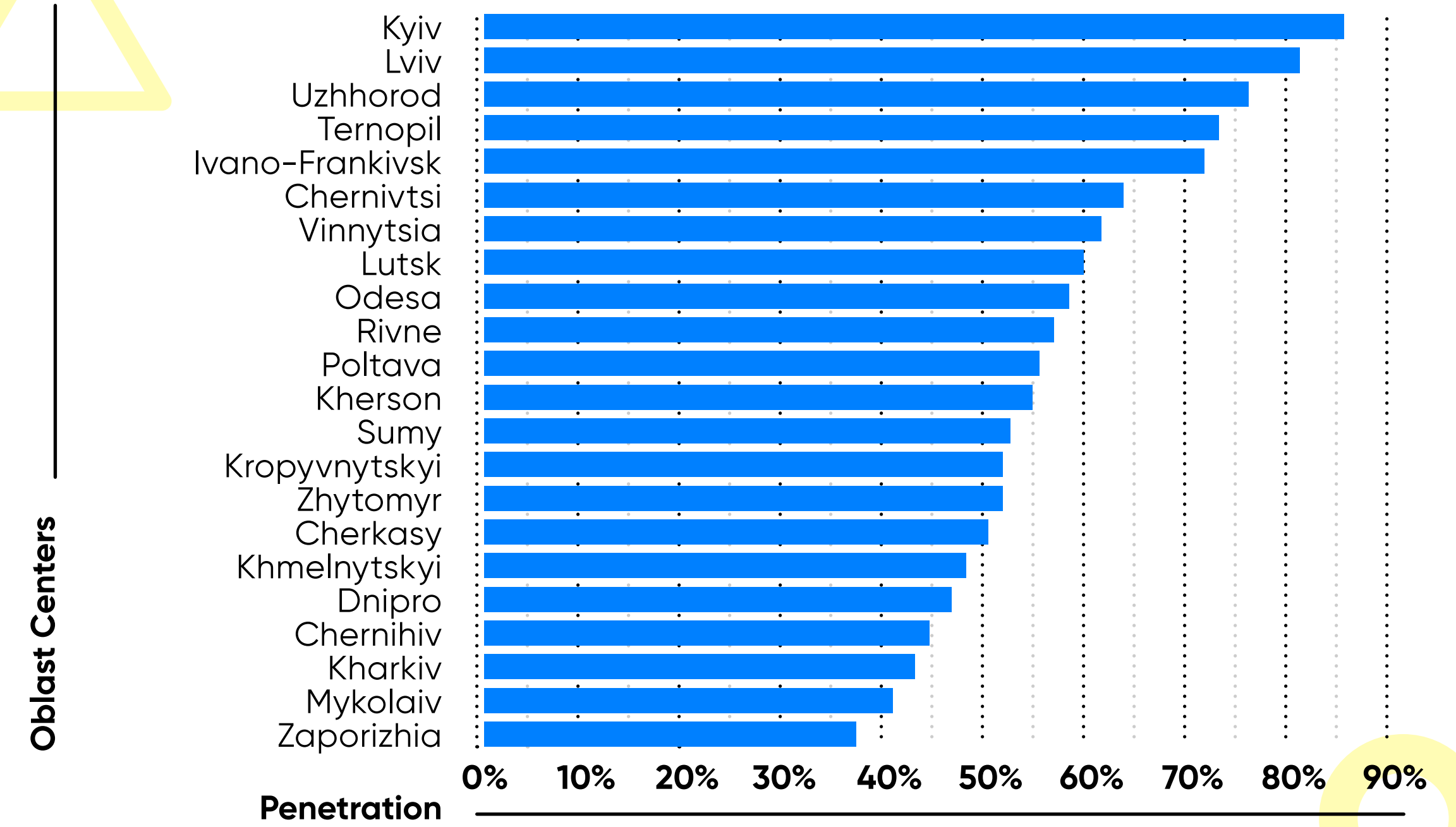
I. General Information

Facebook Penetration Rates in Europe



Within the last 5 years, following the ban imposed on Russian social media, Ukrainian Facebook-audience has been increased significantly. As of December 2018, 30.95% of Ukrainians used this social network. With that number growing consistently, we keep moving away from Russia towards Germany and Poland.

Facebook Penetration Rates in Oblast Centers



Having higher penetration rates in Western parts of the country, Facebook demonstrates the lowest figures in the South and East of Ukraine. The leading position of Kyiv is well explained by the fact that many metropolitan Facebook users work there while living in the towns nearby.

I. General Information

Activity of a Typical Facebook User in 30 Days

Ukraine

shared Facebook posts



comments for all post types

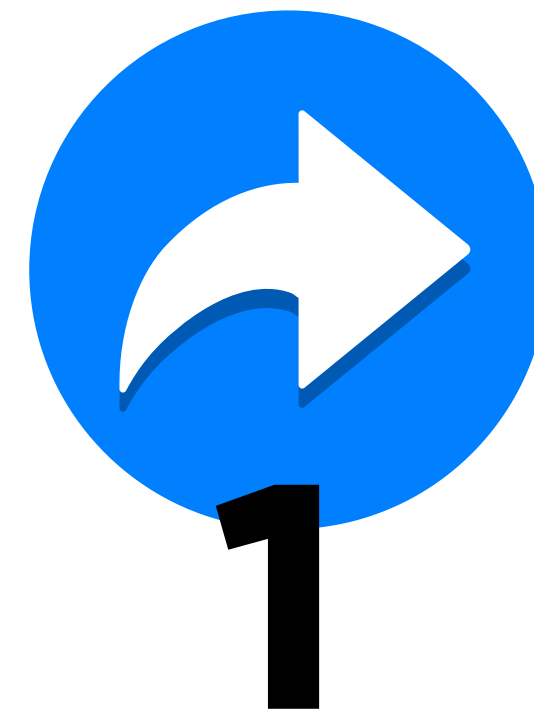


likes to all post types



World

shared Facebook posts



comments for all post types



likes to all post types

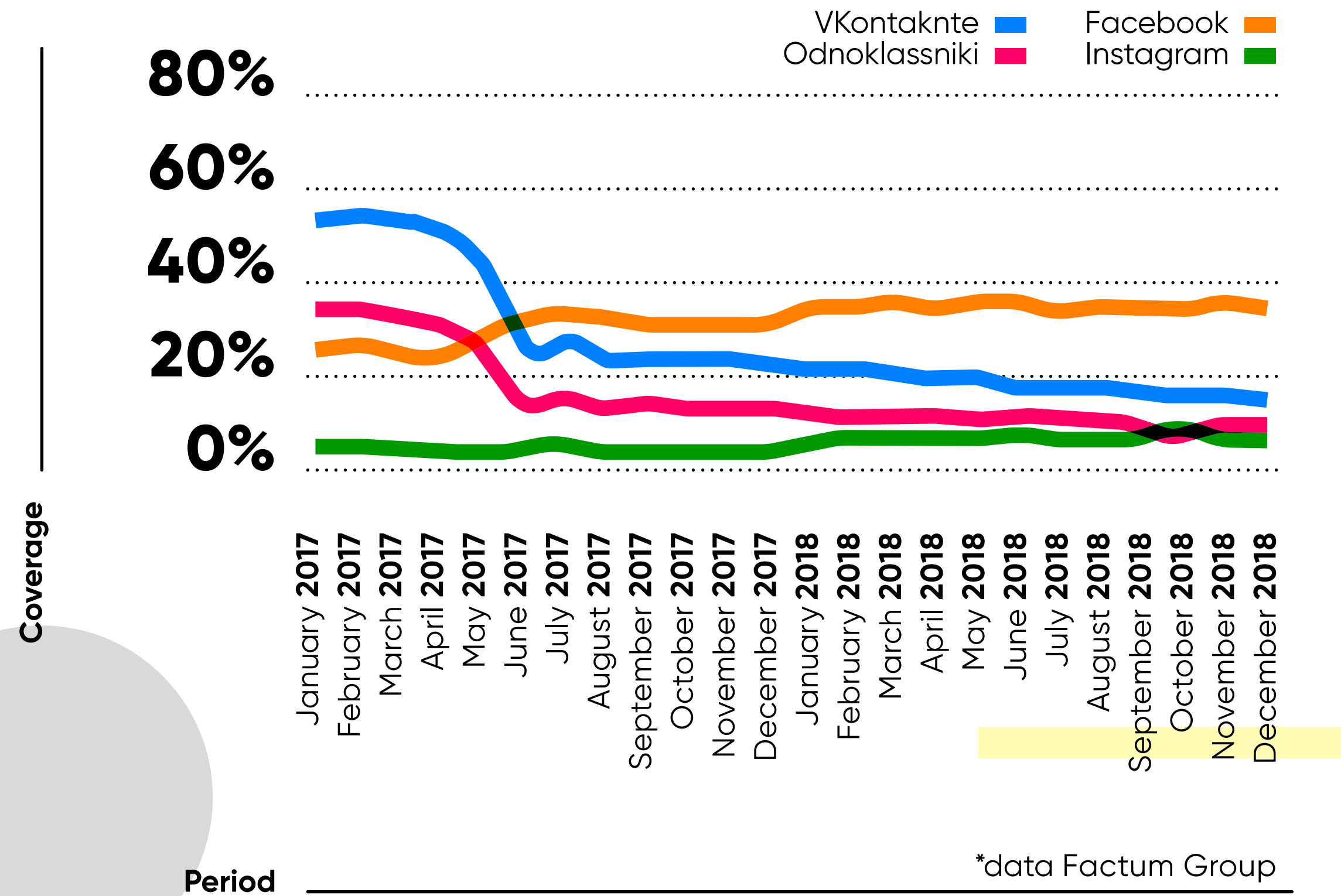


On the average, Ukrainian Facebook user clicked **13 times** on an ad post within the last **30 days**. World's result here is **8 clicks**.

*data: Facebook activity frequency, Digital 2019 reports from Hootsuite and We Are Social

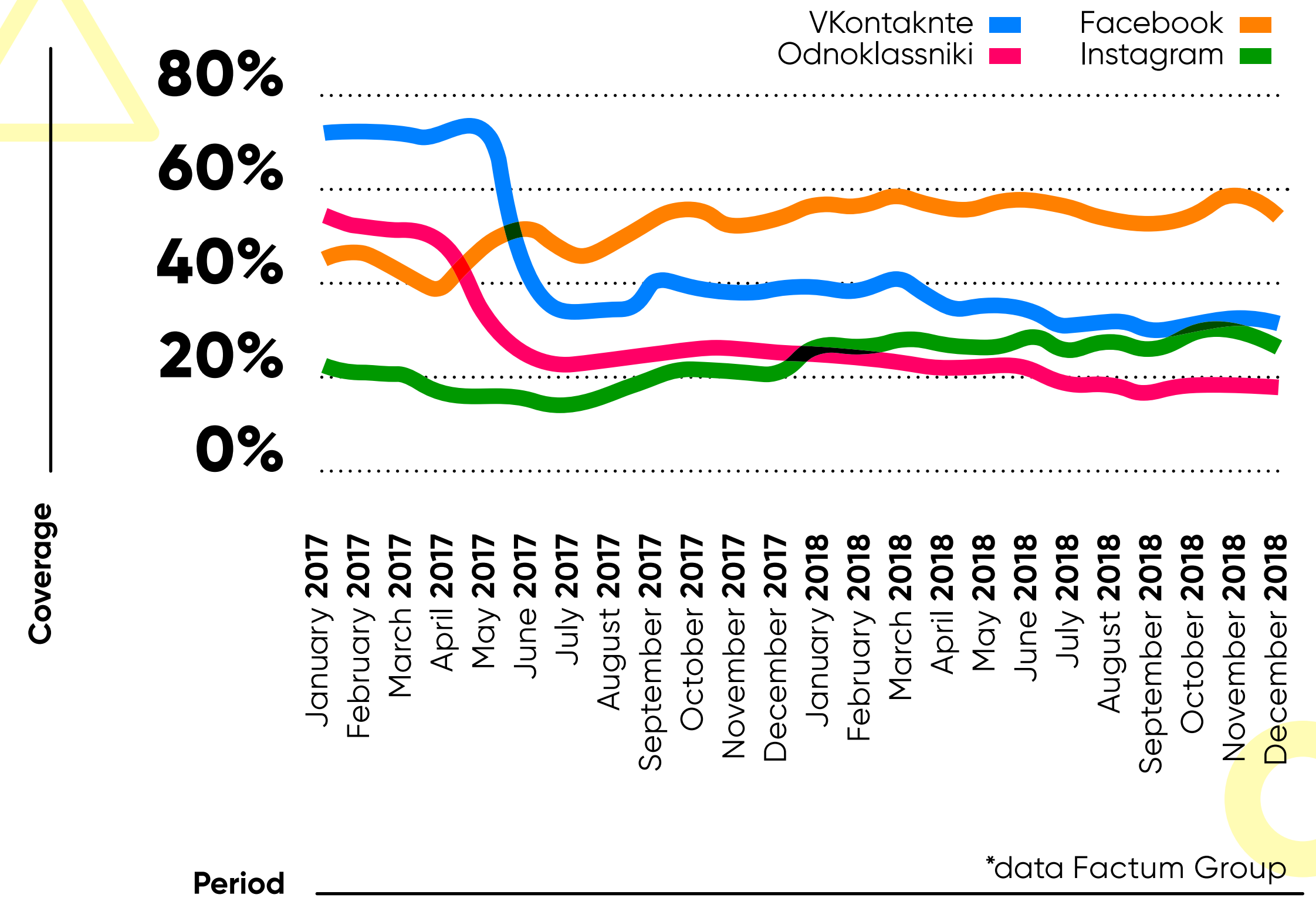
II. Dynamics of the Facebook Web-Version's Visits

Average daily part of the Ukrainian internet audience



The graphs illustrate aggregated data about the audience both of the desktop and mobile (Android only) web-versions of the social networks. The data does not include an information about the users which use mobile apps of the social networks only.

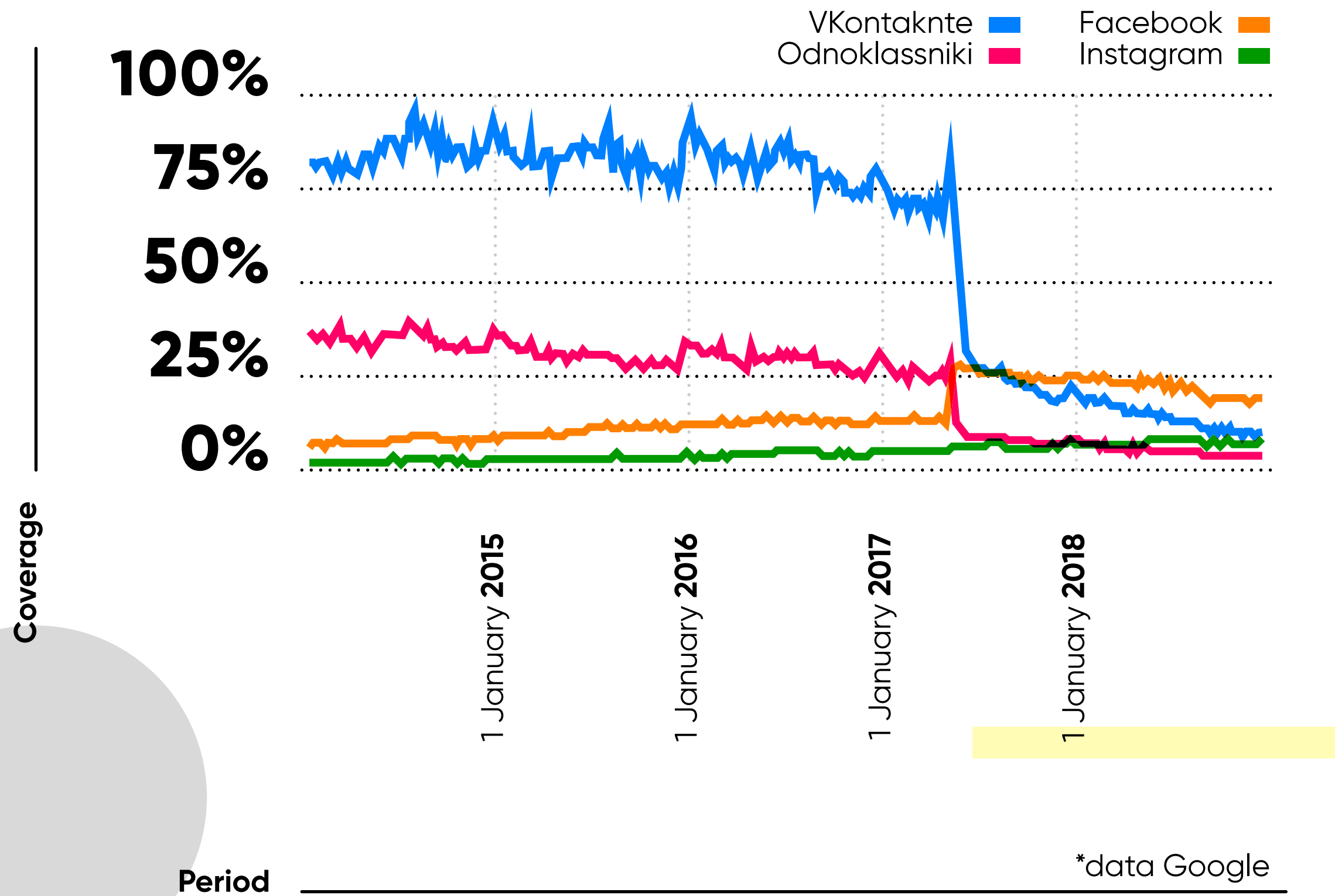
Percentage of the internet users who visited the website at least once a month



VKontakte and Odnoklassniki have harshly lose a tangible part of Ukrainian users of their websites in May 2017. The ban imposed on those two social media platforms contributed to the increase in Facebook attendance.

III. Dynamics of the Search Requests

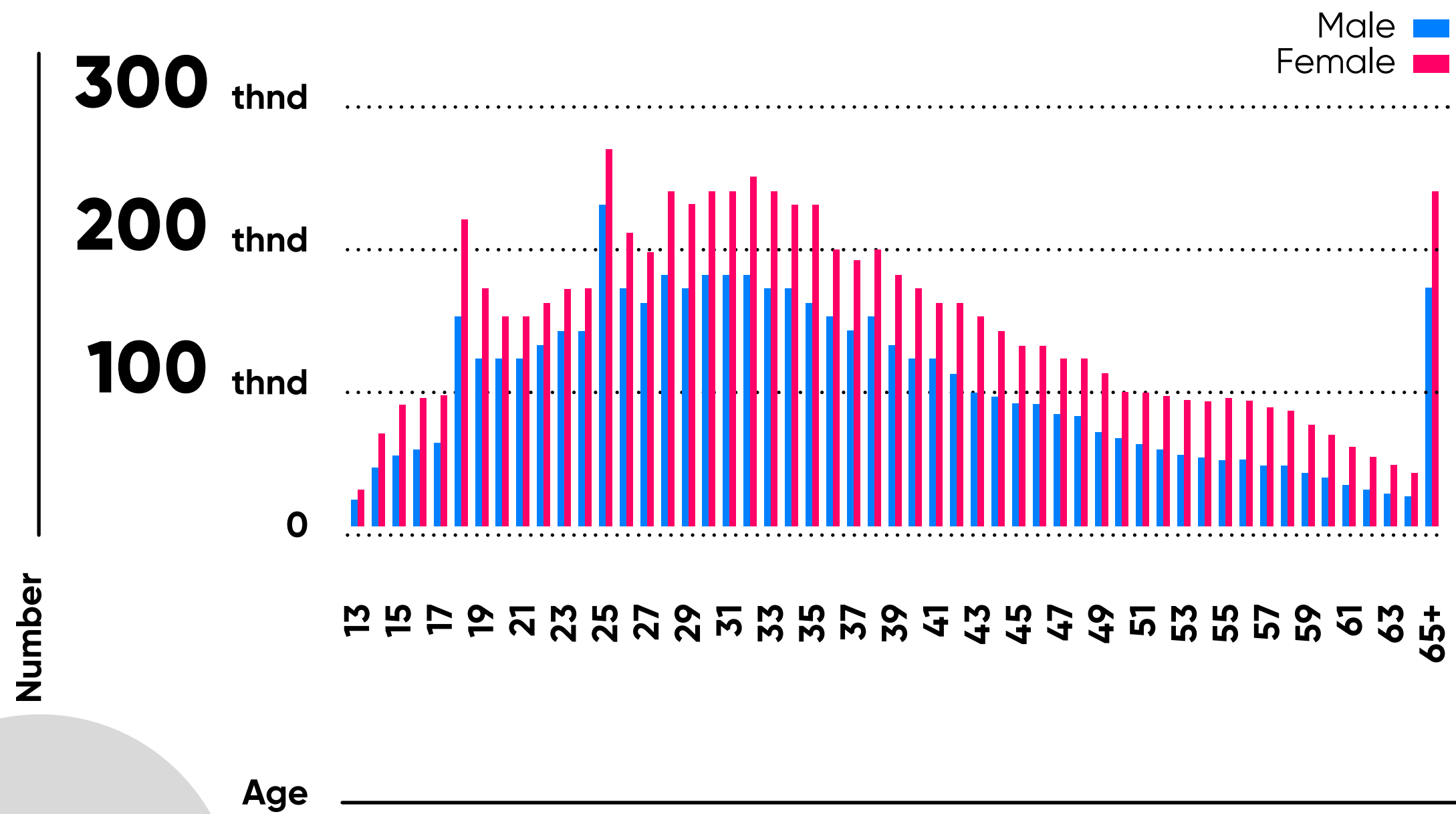
What social networks Ukrainians have been searching within the last 5 years



The biggest part of the search requests is generated by users typing the name of the website, not its domain name, on the address bar. Since May 2017, after the Russian social media platforms' ban, Ukrainian users tend to google VKontakte and Odnoklassniki less often, as well as to visit their websites from the desktop. Relatively the interest of Facebook grew up rapidly in May 2017, yet now the intensity of the search requests is going down with the continuous offset of Fb usage from the desktop version to the mobile app. Since mid-2017, Ukrainians tend to google Instagram more often.

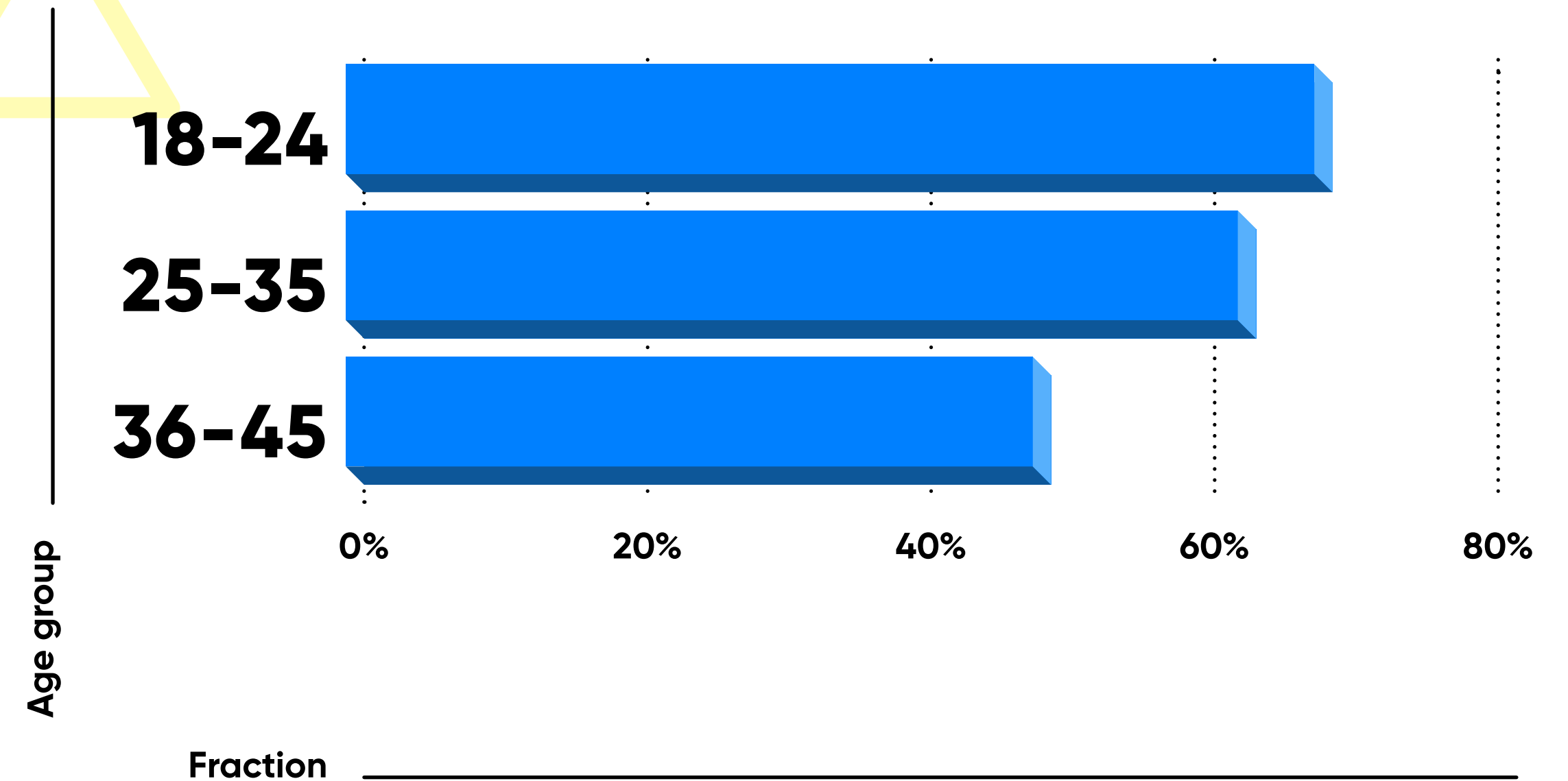
IV. Age Groups

Gender Distribution of Ukrainian Facebook Users



Ukrainians from the age of 13 (min age permitted to use the social network by its rules) use Facebook. Hypothetically, there are many users under the age of 13 which use Facebook as well by lying during the registration and choosing the age much older than actual. It explains an unusual peak of users of 18 to 25 years. Facebook also combines to one group all users older than 65 years. With 59% of women among Facebook users, Ukraine is an absolute world leader by share of women using the social network.

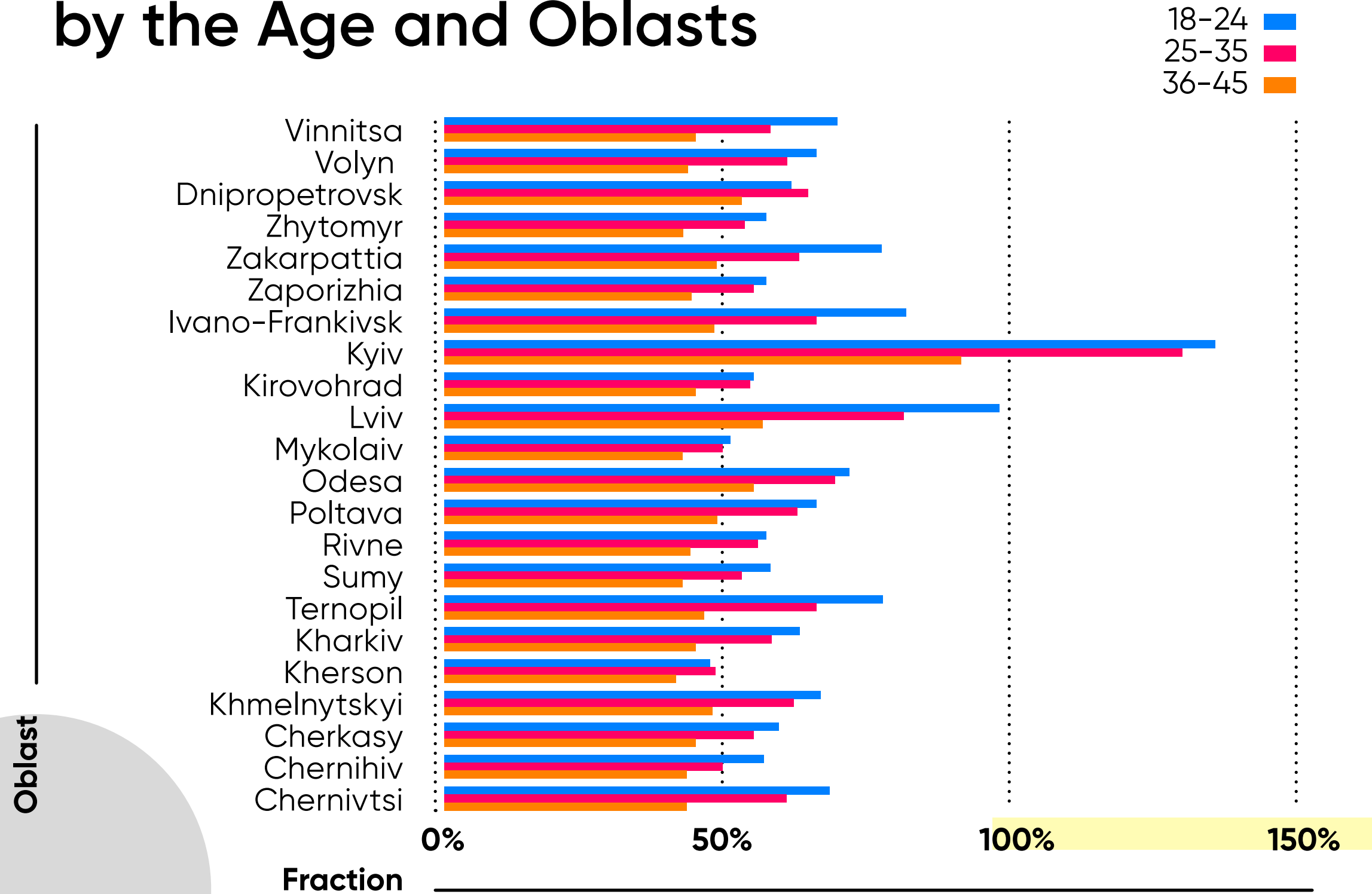
Facebook Users Share by the Age Groups



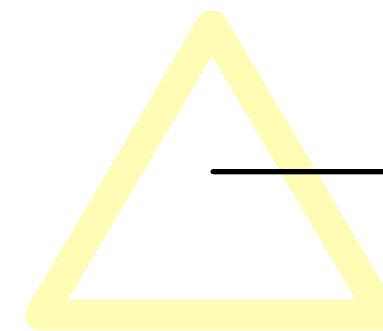
Among the age group of 18 to 24 years, 2.1 mln of Ukrainians, or 68.28% of all citizens of that age, use Facebook. In the age group of 25 to 35 years, there are 4.6 mln Facebook users, or 62.43% of all citizens of that age. 3 mln, or 48.18% of the age group of 36 to 45, use Facebook in Ukraine.

IV. Age Groups

Facebook Users Share by the Age and Oblasts



Kyiv oblast shows a share of over 100%. The first reason of this anomaly is that over a quarter of Ukrainian students study in Kyiv. The second reason is that many people which officially live in other oblasts, in fact live and work in Kyiv or nearby. Those users are identified by the system as residents of Kyiv and Kyiv oblast.



Every **7th**

Ukrainian user administers a Facebook page

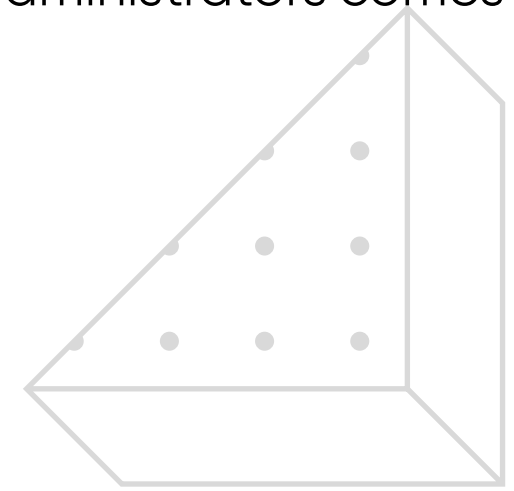
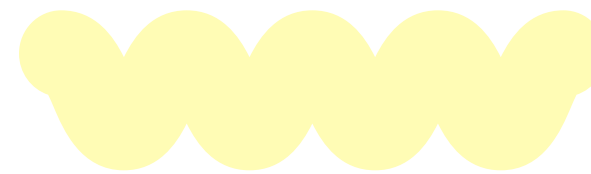
From **13 to 56+**

there are page administrators among users of all age groups

From **18 to 25**

are the most active page administrators

Every 7th Ukrainian Facebook user is a page administrator. Both men and women of the age from 13 to 56+ moderate pages. The biggest part of administrators comes from the citizens of the age from 18 to 25 – 21.46%



V. Desktop vs Mobile

8,8 mln use Facebook from mobile only

1,2 mln utilize its desktop version only

3,0 mln use both desktop and mobile

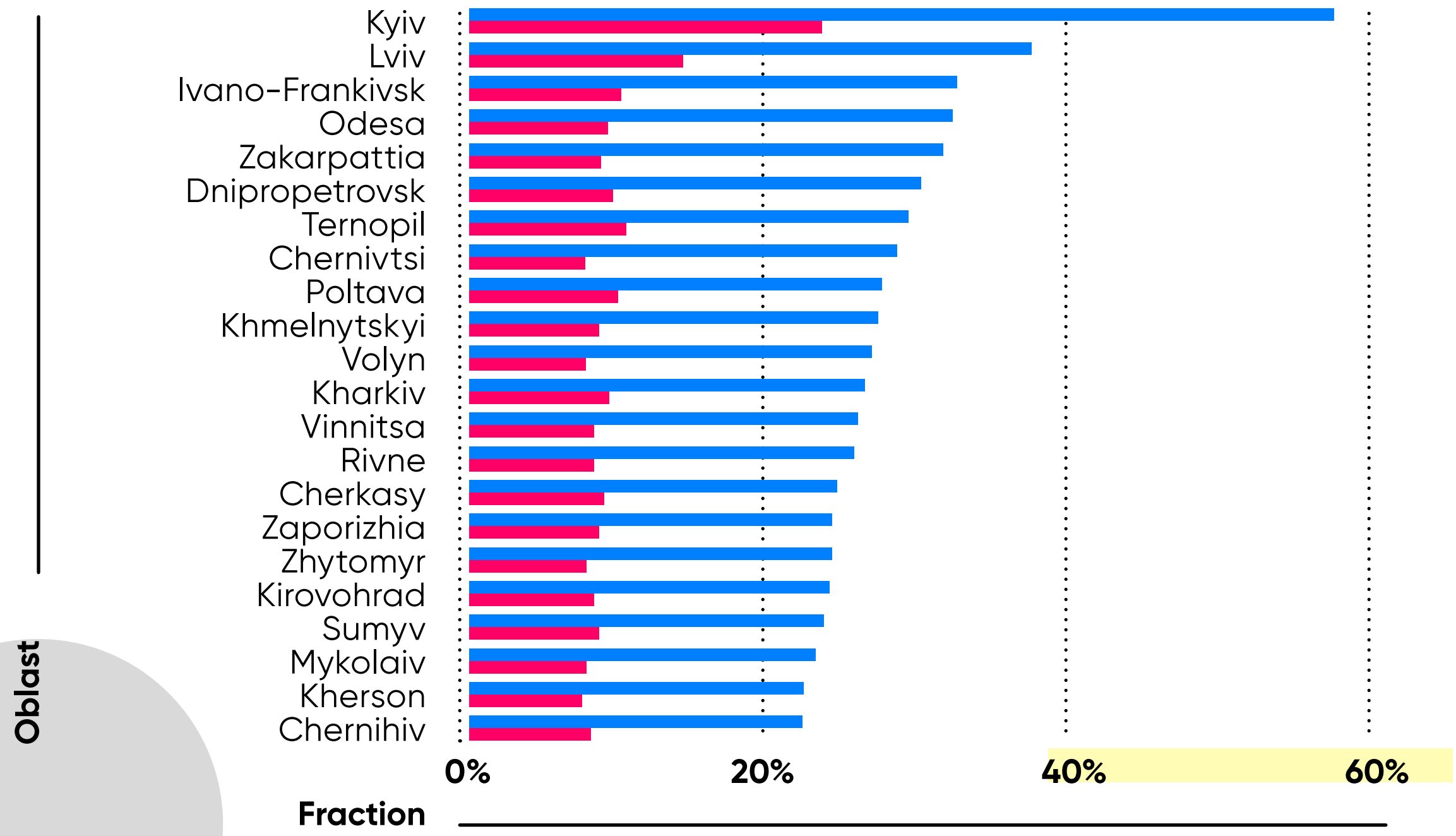


Desktop vs Mobile

V. Desktop vs Mobile

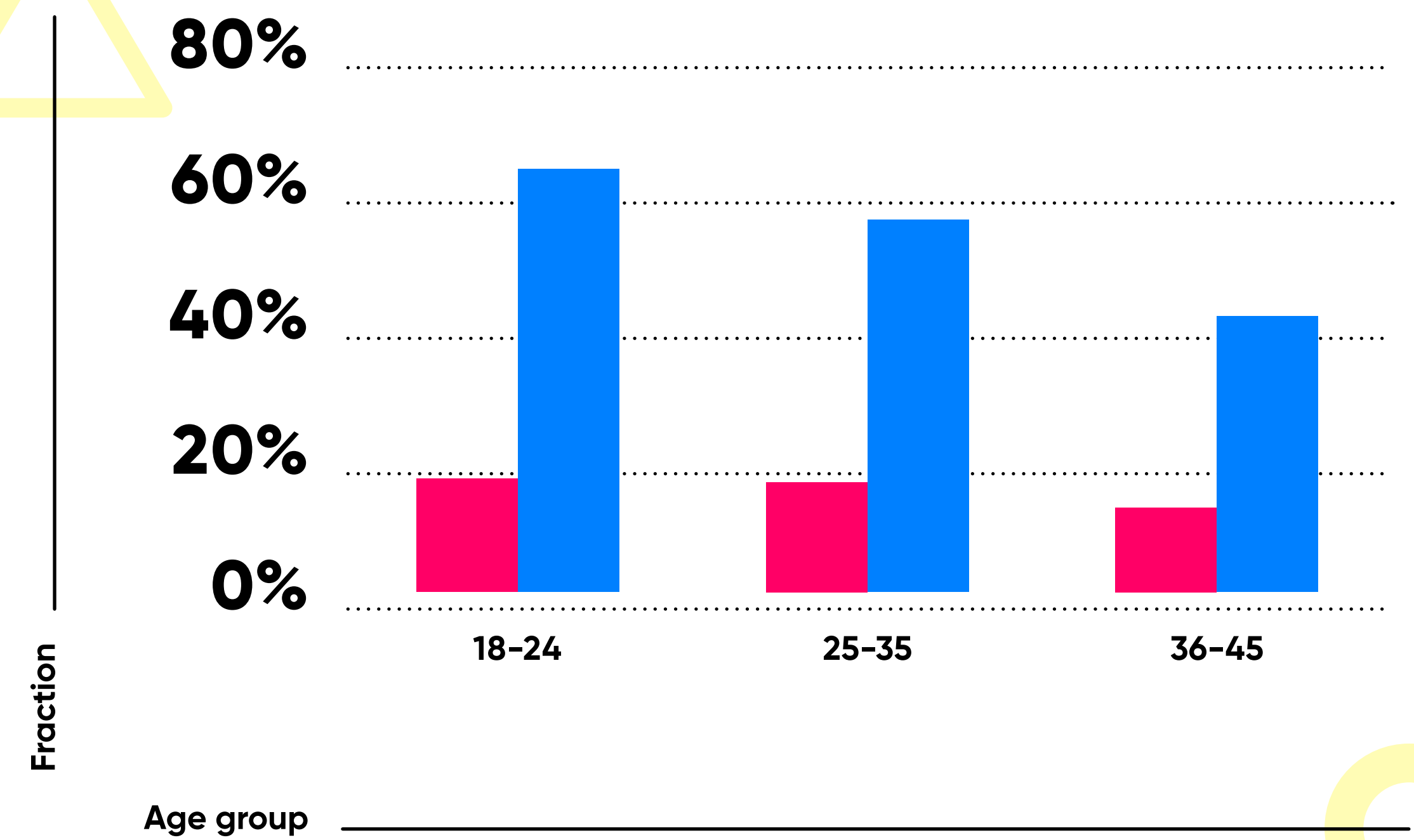
Desktop vs Mobile: Share by Oblasts

Mobile Desktop



Desktop vs Mobile: Share by Age

Mobile Desktop



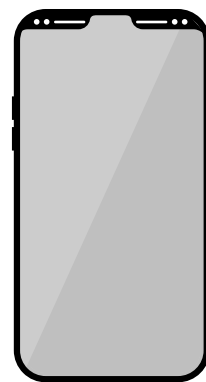
This graph considers what devices Ukrainians use to visit Facebook. At the same time the part of this audience uses both desktop and mobile.

VI. Smartphone Brands

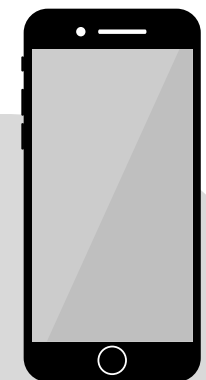
The most popular smartphone brands among Facebook users



3,9 min **Samsung**

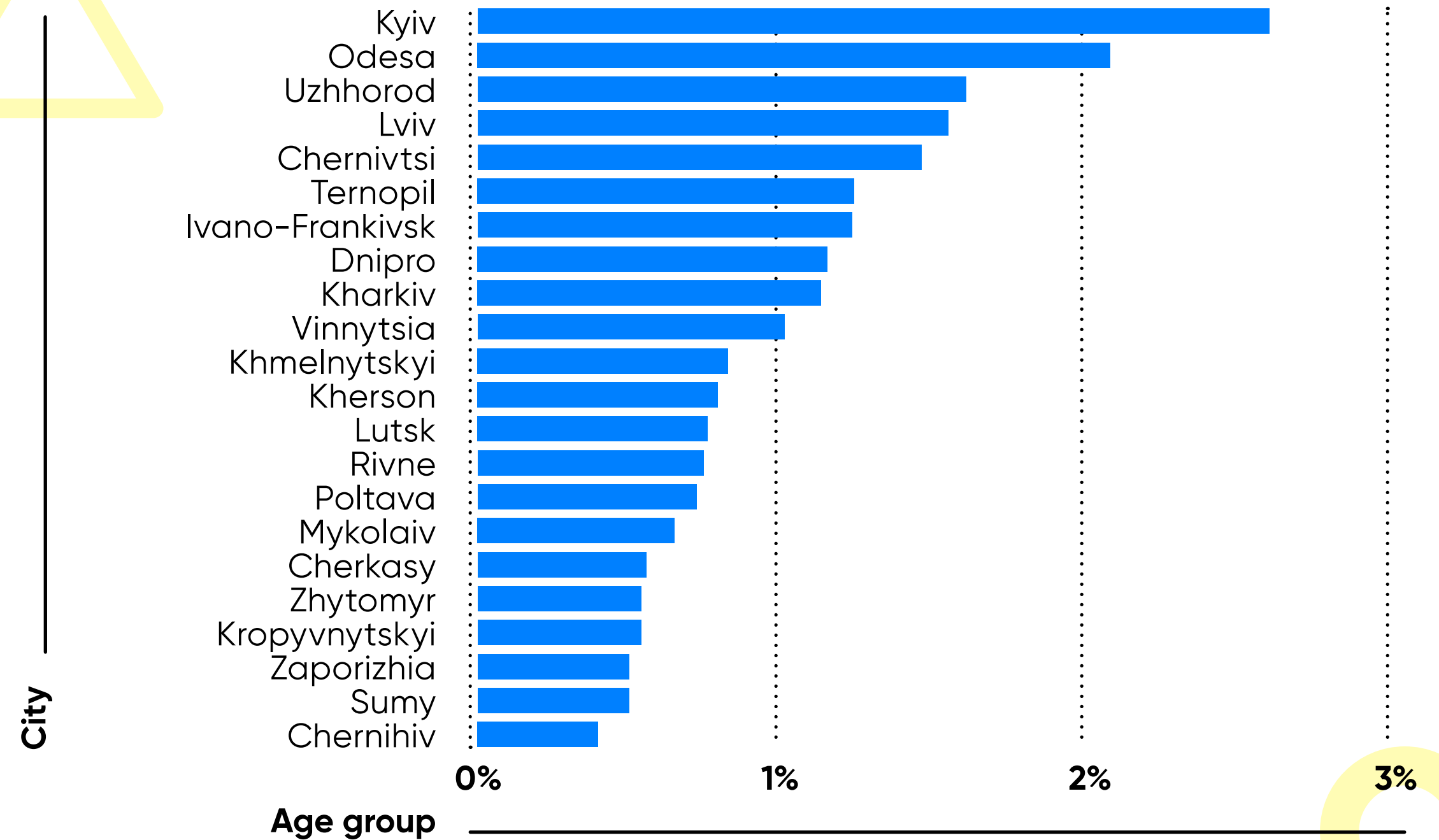


2,7 min **Xiaomi**



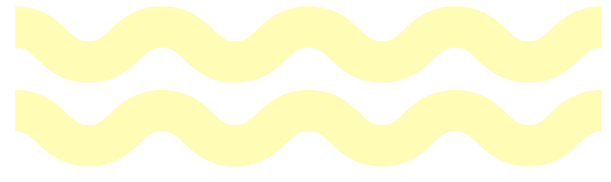
2,5 min **iPhone**

Share of the expensive smartphone's owners against the entire city's



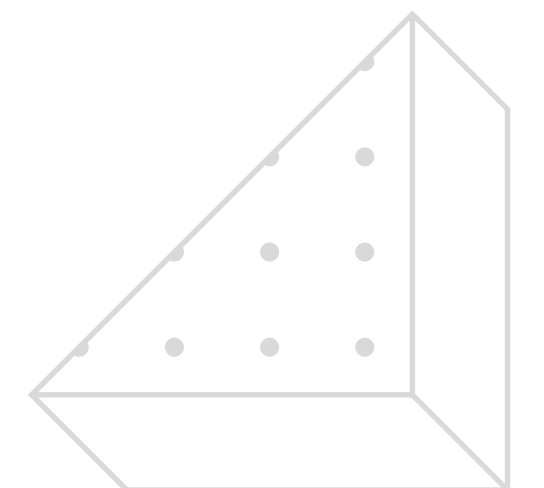
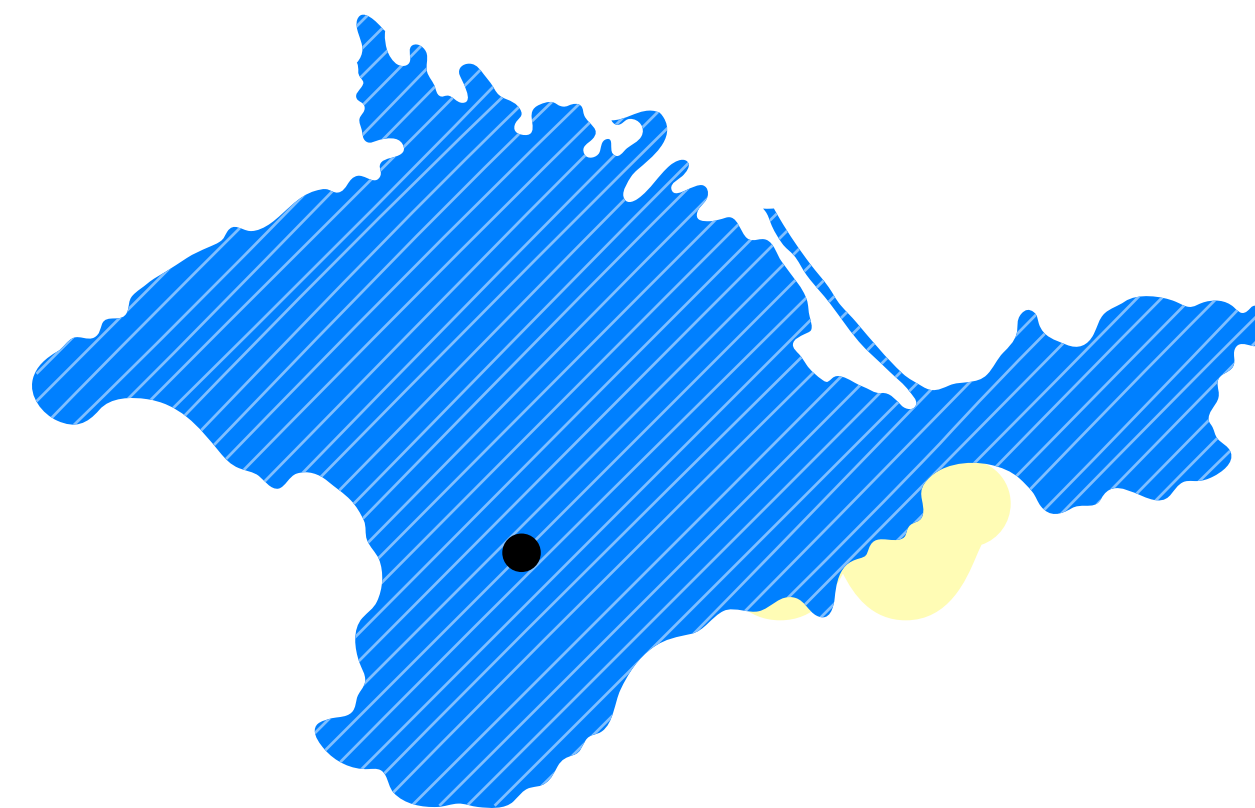
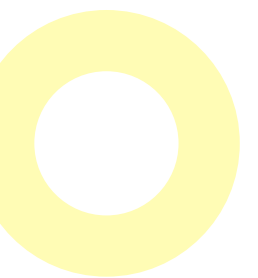
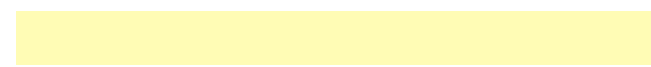
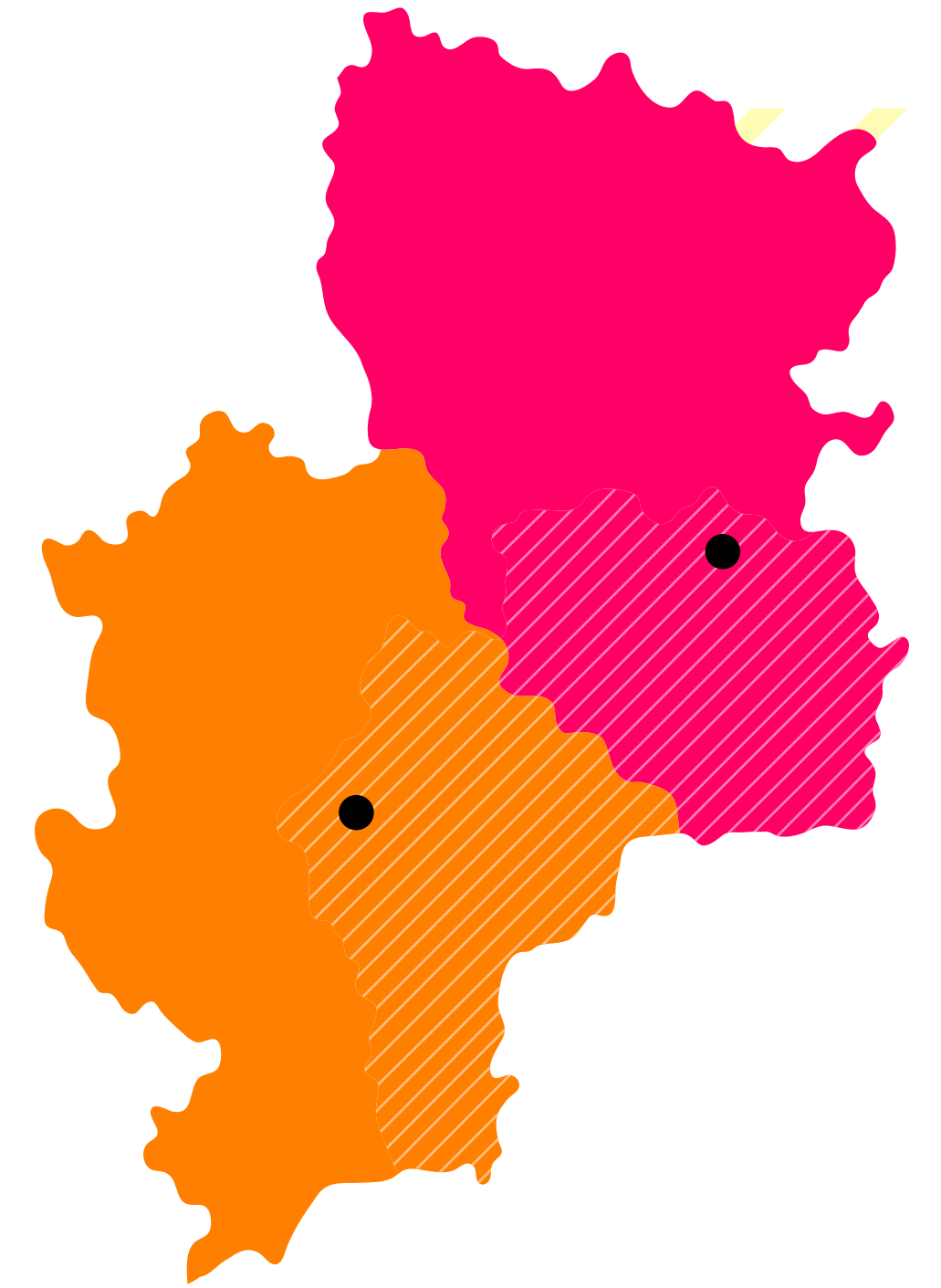
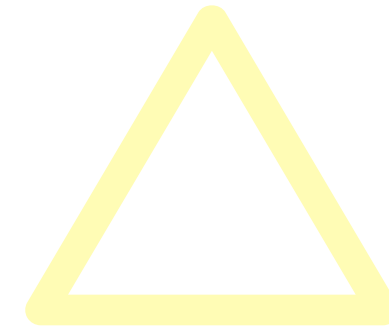
Expensive smartphones (iPhone X, iPhone 8 Plus, Sony Xperia X23, Samsung Galaxy Note 9) are mostly popular in Kyiv (2.69%) and Odesa (2.07%). Interestingly, the next in rates are the Western oblasts with 1.66% in Uzhhorod, 1.51% in Lviv, 1.43% in Chernivtsi, 1.28% in Ternopil and 1.27% in Ivano-Frankivsk, while the same index is lower in the bigger cities like Dnipro (1.19%) or Kharkiv (1.17%). Other oblast centers demonstrate the index around 1% or less.

VII. Data



This research does not include any data for the Russia-occupied territories. The graphs dedicated to the exact oblasts also do not include Ukraine-controlled areas of Donetsk and Luhansk oblasts. The reason is that all available data for the regions is scarce and fragmented, both from Facebook and State Statistics Service.

The research is based on the data provided by the Facebook Ads Manager, State Statistics Service of Ukraine, Factum Group, Digital 2019 reports from Hootsuite and We Are Social, and Google.



Contacts



Email us: OFFICE@PLUSONE.COM.UA

Call: +38 (044) 228-06-20

Come to visit: Office 74,
Velyka Vasykivska St. 72A, Kyiv

PlusOne
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