Socioeconomic assessment of labour force capacity in Vinnytska oblast (Ukraine)

April – May 2024

KEY MESSAGES

- Most respondents were employed, with younger and men respondents more likely than other strata to be unofficially employed. Salaries were the most common income sources, followed by and pensions, remittances, and government assistance. Slightly more respondents felt their incomes had increased in the previous year than decreased, though many reported a strain on their economic situation and purchasing power, particularly unemployed respondents.

- Younger respondents, particularly those living in rural areas, were more likely to be looking for a job than others. Among all strata, salary level was the most important criterion for choosing a job, with most respondents targeting the lower-to-middle salary range. Other considerations were important to certain groups, such as the provision of childcare opportunities among younger women and unemployed respondents. There was a clear sectoral divide in desired work specialisations between surveyed women and men.

- Although a relatively small portion of respondents had taken professional training courses in the previous year, many were willing to take them to meet employers' requirements and improve their qualifications. These courses were reportedly more accessible in urban areas. Seemingly few employers offered free training, while respondents considered the cost of this training the main barrier.

- Respondents living in rural areas faced particular issues in relation to the labour market. Fewer were employed than their urban counterparts, and they also expected lower salaries. Moreover, rural residents were more than three times more likely to list a lack of vacancies in their area as an obstacle to finding a new job, and were also more than ten times more likely to list a lack of educational institutions in their area as an obstacle to access professional (re)training.
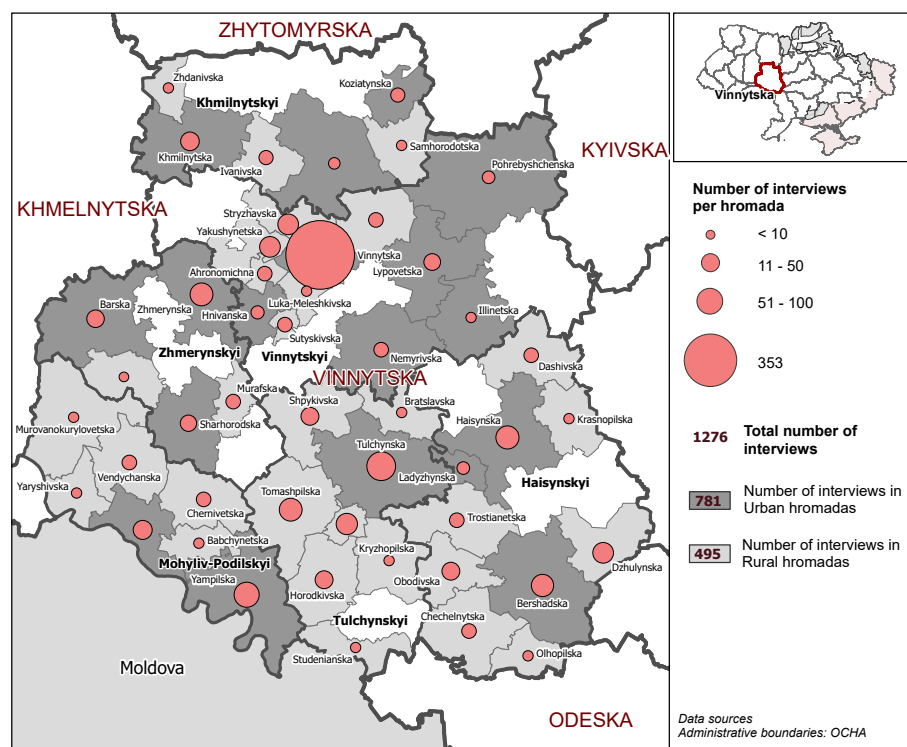
CONTEXT & RATIONALE

Since 2022, Russia's full-scale invasion of Ukraine has significantly impacted the country's economic landscape. In part due to the outflow of millions of workers abroad, mass displacement within the country, and the mobilisation of men to the military, Ukraine's labour market faces several issues, including a shortage of qualified labour. Additionally, the education system has struggled to adapt workforce training to the evolving demands of the economy. Informal employment has also grown, particularly among men seeking to avoid mobilisation, further distorting labour market dynamics. These challenges, combined with sectoral and geographical imbalances in economic recovery, have contributed to an increasingly complex employment landscape. In this context, this assessment aimed to examine key trends and opportunities for the recovery of the labour market, profile the labour force in assessment regions, and consider needs, barriers, and strategies of jobseekers and employers. With the assistance of Global Affairs Canada, REACH conducted a series of socioeconomic assessments to provide informational support to Acted's implementation of the Securing Women's Economic Empowerment for Recovery and Development (SEED) project. From late 2023 until the present, REACH Ukraine has conducted research in four oblasts: Odeska, Mykolaivska, Vinnytska and Chernihivska.

Global Affairs Canada

SOCIODEMOGRAPHIC PROFILE OF SAMPLING

Data sources
Administrative boundaries: OCHA

Number of interviews per hromada
- < 10
- 11 - 50
- 51 - 100
- 353

1276 — Total number of interviews

781 — Number of interviews in Urban hromadas

495 — Number of interviews in Rural hromadas

Total number of interviews
1,276

Gender		Location	
Women	**61%**	Rural	**60%**
Men	**39%**	Urban	**40%**

Age

18-25	**8%**	51-55	**9%**
26-30	**7%**	56-60	**8%**
31-35	**9%**	61-65	**12%**
36-40	**12%**	66-70	**9%**
41-45	**9%**	71-75	**4%**
46-50	**11%**	75+	**2%**

Displacement status

IDP	**6%**
Local resident	**93%**
Returnee	**1%**

Family characteristics

Have children aged 0-14	**29%**
Have dependents who need care	**12%**

Employment status

Employed	**93%**
Unemployed	**7%**

* Of the 1,328 individuals in the sample (all aged 18+), 1,016 were part of the labour force, defined by the sum of employed and unemployed people. Respondents were considered employed if they answered that they were currently employed, and unemployed if they answered that they were not currently employed and also that they were currently looking for work (this differed slightly from self-reported unemployment). The percentage shown of employed and unemployed respondents used those respondents who were part of the labour force as the denominator.

Assistance

Did not receive any assistance in the past year	**67%**
State subsidies for utilities	**16%**
Social benefits for disability	**6%**
Received assistance from INGOs in the past year	**4%**
Received assistance from NNGOs in the past year	**2%**

Vulnerabilities

Member of family with many children	**4%**
Single Parent	**2%**
Veteran	**2%**
Person with a disability	**8%**
Pensioner	**25%**

Highest level of education received

Primary education	**0%**
Basic secondary education	**3%**
Complete secondary education	**12,5%**
Professional (vocational) education	**46%**
Higher education (uncompleted)	**4,3%**
Bachelor's degree	**12%**
Master's degree, Specialist	**22%**
Doctoral degree (PhD)	**0,2%**

ABOUT REACH

REACH Initiative facilitates the development of information tools and products that enhance the capacity of aid actors to make evidence-based decisions in emergency, recovery and development contexts. The methodologies used by REACH include primary data collection and in-depth analysis, and all activities are conducted through inter-agency aid coordination mechanisms. REACH is a joint initiative of IMPACT Initiatives, Acted and the United Nations Institute for Training and Research - Operational Satellite Applications Programme (UNITAR-UNOSAT).

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EMPLOYMENT & INCOME

% of respondents by reported employment situation (single answer, N=1276)

Officially employed with a permanent job — **33%**

Women	34%	Rural	27%	IDPs	31%
Men	32%	Urban	41%	Locals	33%

Retired and not working — **20%**

Unofficially employed with cash or in-kind payment — **10%**

Women	6%	Rural	10%	IDPs	13%
Men	17%	Urban	11%	Locals	10%

Entreprenuer, self-employed — **8%**

Unemployed — **8%**

Women	10%	Rural	10%	IDPs	14%
Men	4%	Urban	4%	Locals	7%

Doing housework, looking after children or other dependents — **7%**

Women	11%	Rural	7%	IDPs	9%
Men	1%	Urban	7%	Locals	7%

Retired but still working (to receive additional income, or prefer working) — **4%**

Women	3%	Rural	4%	IDPs	0%
Men	5%	Urban	3%	Locals	4%

Line chart by age group showing:
- Officially employed with a permanent job (annual/monthly/weekly salary): 18-25: 23%, 51-55: 52%, 75+: 5%
- Unofficially employed with cash or in-kind payment: 18-25: 19%, 51-55: 9%, 75+: 0%

Age groups: 18-25, 26-30, 31-35, 36-40, 41-45, 46-50, 51-55, 56-60, 61-65, 66-70, 71-75, 75+

% of respondents reporting different sources of income (multiple choices, N=1276)

Women	Source	Men
37%	Official salaried employment	38%
30%	Pension (age and military service)	25%
18%	Remitances	8%
14%	Government social benefits and assistance	8%
11%	Income from own business or commerce	17%
9%	Loans and debts (incl. from family and friends)	4%
8%	Income from renting out one's property/land	7%
6%	Temporary employment (e.g., daily wage labour)	14%
4%	Unofficial employment	10%
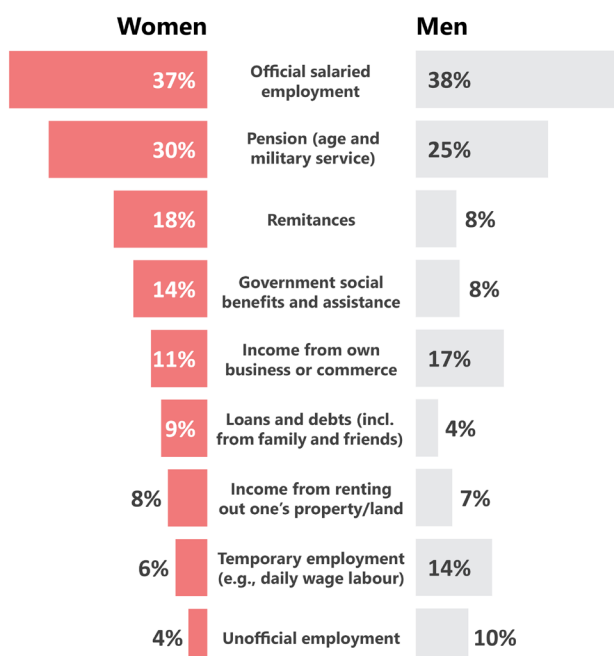
% of respondents reporting an increase or decrease in their income (single answer, N=630)

	Overall	Rural	Urban
Increased	44%	43%	45%
Decreased	42%	42%	41%
No change	12%	13%	11%

% of respondents reporting perceptions of purchasing power (single answer, N=1276)

	Overall	Employed	Unemployed
Not enough money for food	5%	3%	10%
Enough money for food, but it is difficult to buy clothes	52%	44%	72%
Enough money for food, clothes, and small savings	38%	46%	18%
I can afford to buy certain expensive things (e.g., household appliances)	0%	0%	0%

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JOB SEARCH

9% of respondents had plans to change jobs

% of respondents reporting currently looking for a job

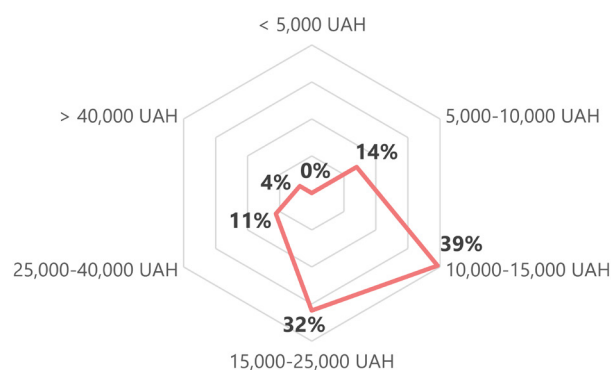|		
Overall **8%**		
Women **9%**	**Rural** **10%**	**IDPs** **19%**
Men **8%**	**Urban** **6%**	**Locals** **8%**
18-35 **12%**	**36-50** **12%**	**51-65** **5%**

Most of the surveyed representatives of vulnerable groups are not currently looking for a job. Only **6%** of family members with many children, **8%** of single parents, **1%** of pensioners, **7%** of people with disabilities, and **7%** of veterans are currently looking for work.

Equally, both women and men had plans to change job. **IDPs** were slightly **more than twice** more often to **think about changing jobs** compared to locals.
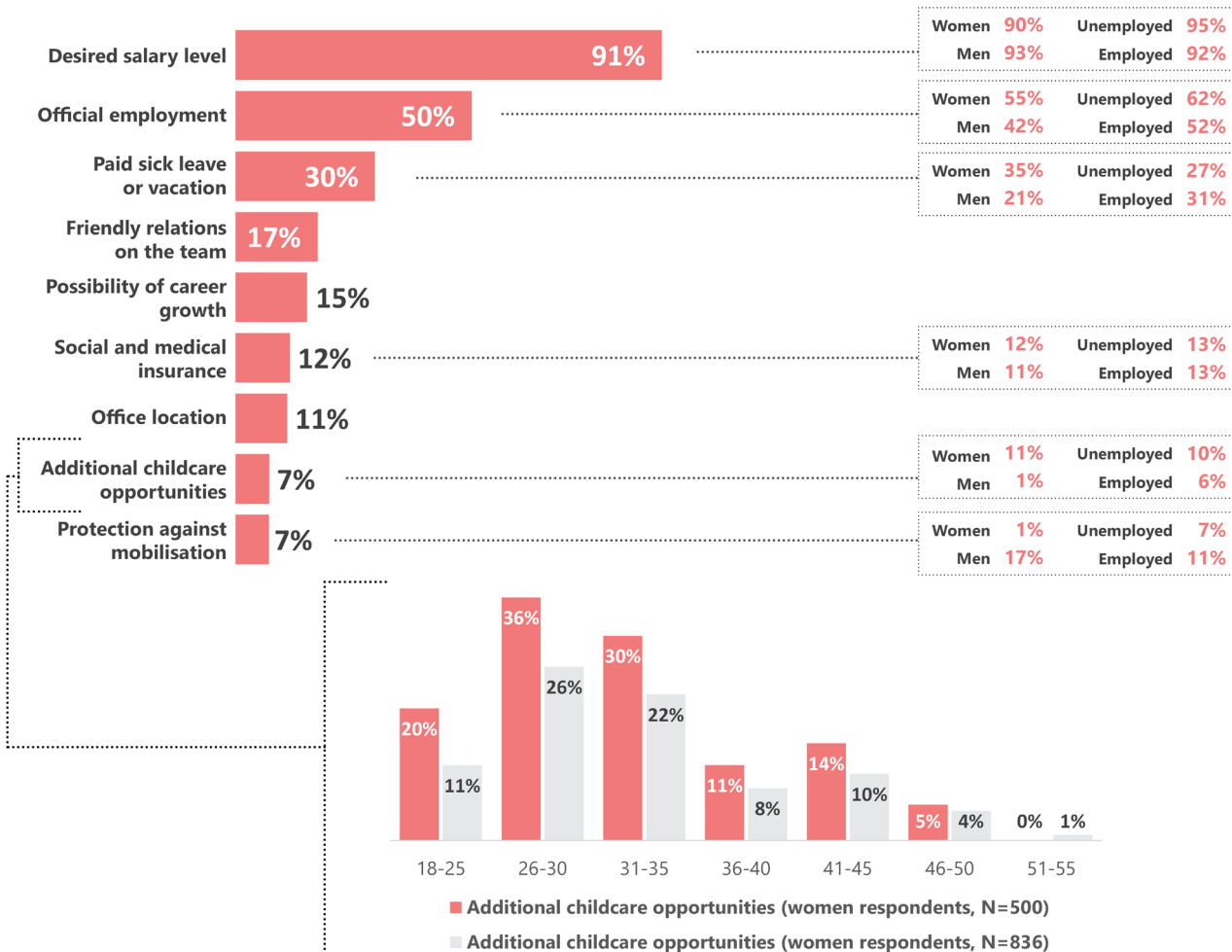
Salary level was the most frequently reported criterion for choosing a job across also strata and was mentioned by **91%** of respondents overall.

% of respondents looking for a job reporting desired salaries, across six salary bands (single answer, N=107)

< 5,000 UAH: 0%
5,000-10,000 UAH: 14%
10,000-15,000 UAH: 39%
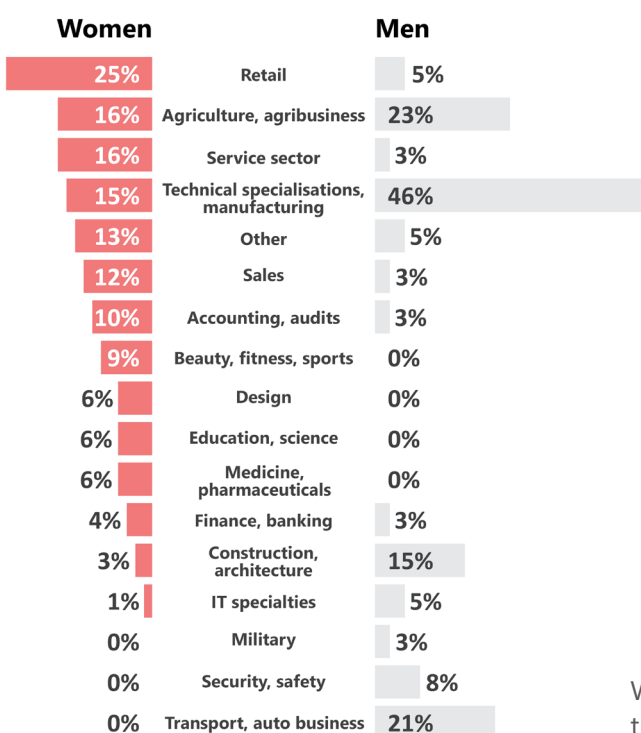15,000-25,000 UAH: 32%
25,000-40,000 UAH: 11%
> 40,000 UAH: 4%

Men were almost twice as likely as women to expect to receive a salary level of UAH 15,000-25,000 (49% of men vs. 22% of women). At the same time, **women were more likely than men to agree to a salary level of UAH 10,000-15,000, which is lower than the regional average** (43% of women vs. 33% of men). They are 10 times more likely to accept the lowest level of salary UAH 5000-10000 (21% women vs 3% men). However, women are twice as likely as men to expect a salary of more than UAH 40,000 (4% vs 2%).

% of respondents reporting most important criteria for choosing a job (multiple answers, N=1276)

Criterion	%	Women	Men	Unemployed	Employed
Desired salary level	91%	90%	93%	95%	92%
Official employment	50%	55%	42%	62%	52%
Paid sick leave or vacation	30%	35%	21%	27%	31%
Friendly relations on the team	17%				
Possibility of career growth	15%				
Social and medical insurance	12%	12%	11%	13%	13%
Office location	11%				
Additional childcare opportunities	7%	11%	1%	10%	6%
Protection against mobilisation	7%	1%	17%	7%	11%

Age	Additional childcare opportunities (women respondents, N=500)	Additional childcare opportunities (women respondents, N=836)
18-25	20%	11%
26-30	36%	26%
31-35	30%	22%
36-40	11%	8%
41-45	14%	10%
46-50	5%	4%
51-55	0%	1%

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% of respondents reporting job sectors they targeted (multiple answer, N=107)

Women	Sector	Men
25%	Retail	5%
16%	Agriculture, agribusiness	23%
16%	Service sector	3%
15%	Technical specialisations, manufacturing	46%
13%	Other	5%
12%	Sales	3%
10%	Accounting, audits	3%
9%	Beauty, fitness, sports	0%
6%	Design	0%
6%	Education, science	0%
6%	Medicine, pharmaceuticals	0%
4%	Finance, banking	3%
3%	Construction, architecture	15%
1%	IT specialties	5%
0%	Military	3%
0%	Security, safety	8%
0%	Transport, auto business	21%

Number of vacancies and resumes in Vinnytska oblast posted on work.ua job portal, by sector (Nov 2024)

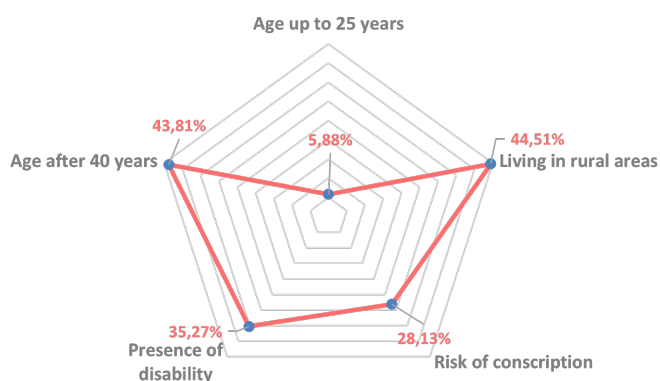| Vacancies	Sector	Resumes
16%	Retail	7%
12%	Manufacturing	9%
11%	Hotels, resutaurants, tourism	5%
9%	Wholesale, distribution, import/export	7%
5%	Construction	3%
5%	Healthcare	4%
4%	Education, science	4%
4%	Agriculture	1%
4%	Transportation, logistics	5%
4%	Auto bussiness, auto service	3%
3%	Accounting	5%
3%	Services	9%
2%	Telecommunications	3%
1%	IT	5%
1%	Administration, management	14%
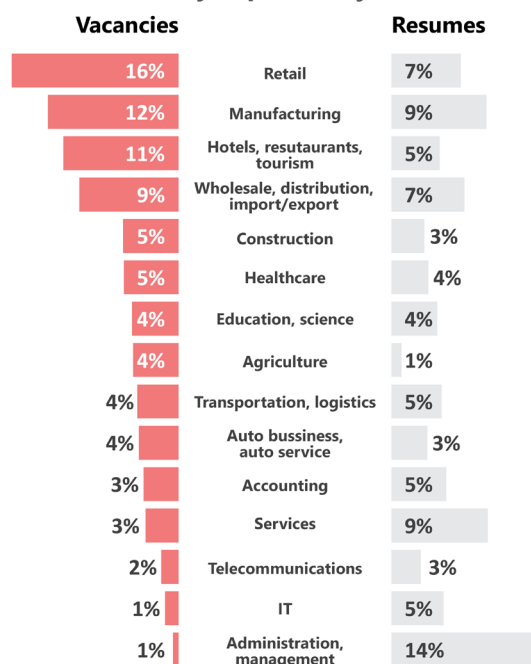
While the first eight sectors had an average of **2 resumes per vacancy**, the bottom seven sectors had an average of **15 resumes per vacancy**.

% of respondents reporting obstacles to finding a new job (multiple answer, N=1276)

Obstacle	%
Unsuitable salary level offered	41%
Lack of vacancies in city of residence	29%
Lack of vacancies in my specialisation	15%
Competition in labour market	11%
Unsatisfactory work schedule offered	10%
Unsatisfactory work conditions offered	9%
Age discrimination	8%
Insufficient level of required skills	7%
Responsibilities for childcare	7%
Health problems	6%

Unsuitable salary level offered:
Women 40%	Rural 33%	Unemployed 45%
Men 42%	Urban 52%	Employed 47%

Lack of vacancies in city of residence:
Women 32%	Rural 40%	Unemployed 60%
Men 25%	Urban 13%	Employed 27%

Lack of vacancies in my specialisation:
Women 17%	Rural 16%	Unemployed 30%
Men 12%	Urban 14%	Employed 14%

Insufficient level of required skills:
Women 7%	Rural 6%	Unemployed 10%
Men 6%	Urban 8%	Employed 7%

Responsibilities for childcare:
Women 10%	Rural 7%	Unemployed 13%
Men 1%	Urban 6%	Employed 5%

Health problems:
Women 6%	Rural 7%	Unemployed 8%
Men 7%	Urban 5%	Employed 4%

% characteristics perceived as making it more difficult to find a job (multiple choices, N=1276)

- Age up to 25 years: 5,88%
- Living in rural areas: 44,51%
- Risk of conscription: 28,13%
- Presence of disability: 35,27%
- Age after 40 years: 43,81%

Respondents living in rural areas considered their rural location to be problematic for employment more frequently than **urban residents** (55% vs 29%). While only 5% of all respondents considered IDP status to complicate getting a job, 23% of **IDPs** believed that it was the case. **Women** were more likely than **men** to list being aged 40+ (47% vs 38%), though less often emphasised the risk of conscription (22% of women compared to 28% of men).

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% of respondents considering looking for a job in another town or region (N=107)

Overall **33%**

Women **31%** Rural **36%** Unmployed **32%**
Men **36%** Urban **24%** Employed **35%**

IDPs were more likely than locals to look for work in another city (47% vs. 30%).

According to the age of respondents, the age group of **31-35 years was the most open to looking for a job in another area** (62%). Respondents aged 26-30 (22%) were the least ready to look for a job in another locality compared to, for example, respondents age 41-45 (37%). The age group of 51-55 years was the least open to job geografical mobility (12%).

JOB TRAINING

% of respondents who had taken continuing education or training courses in the past year (N=1276)

Overall **11%**

Women **11%** Rural **9%** Unemployed **7%**
Men **12%** Urban **15%** Employed **16%**

IDPs **19%** Locals **11%** Returnees **0%**

% of respondents reporting recent types of continuing education/training courses used (N=143)

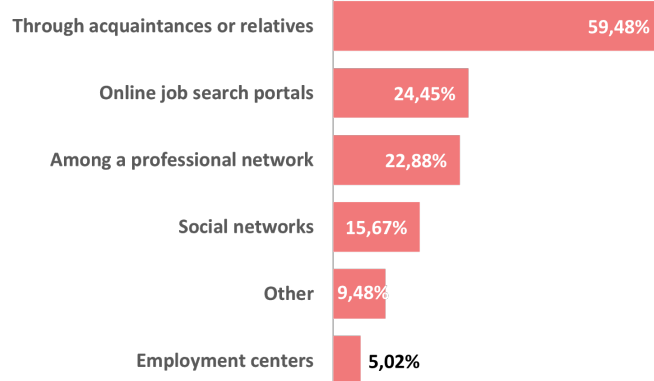Advanced training in my specialisation **83%** Language courses **8%**

Psychological training **9%** IT courses **4%**

Retraining for a new specialisation **7%** Business start-up training **2%**

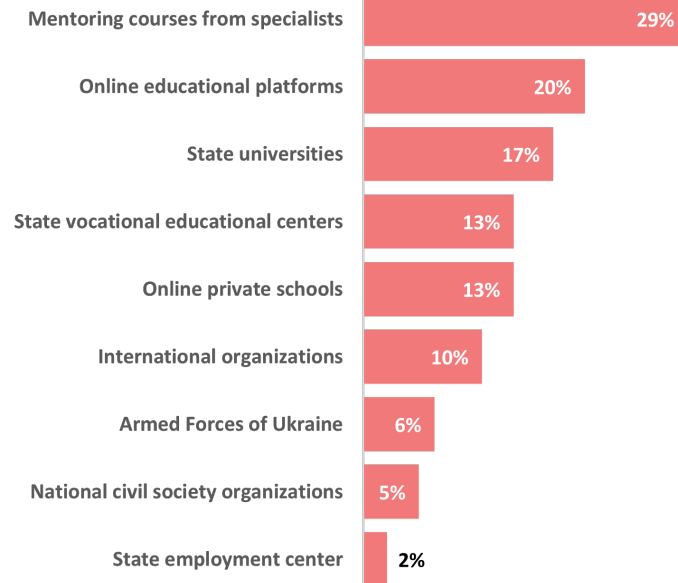**% of respondents who felt the need for retraining or other courses to improve their qualifications (N=1276)**

Overall **18%** Unemployed **38%** Women **20%**
Employed **19%** Men **14%**

% of respondents reporting usage of types of job search channels (N=1276)

Channel	%
Through acquaintances or relatives	59,48%
Online job search portals	24,45%
Among a professional network	22,88%
Social networks	15,67%
Other	9,48%
Employment centers	5,02%

IDPs were much more likely to use online platforms like job portals (55%) and social media (40%) than locals (22% and 14%, respectively). Similarly, urban residents were more likely to use online job portals (39%) than rural residents (15%). Only **1%** of respondents reported using the services of private recruiting agencies.

% of respondents reporting type of provider of recent continuing education/training courses (N=143)

Provider	%
Mentoring courses from specialists	29%
Online educational platforms	20%
State universities	17%
State vocational educational centers	13%
Online private schools	13%
International organizations	10%
Armed Forces of Ukraine	6%
National civil society organizations	5%
State employment center	2%

% of respondents willing to take advanced training courses to meet employers' requirements (N=1276)

Overall **34%**

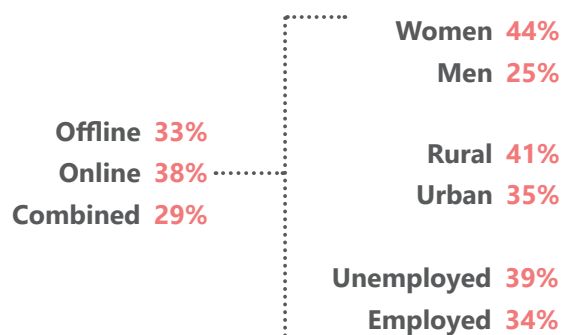Women **36%** Rural **30%** Unemployed **54%**
Men **29%** Urban **39%** Employed **39%**

IDPs **34%** Locals **33%** Returnees **33%**

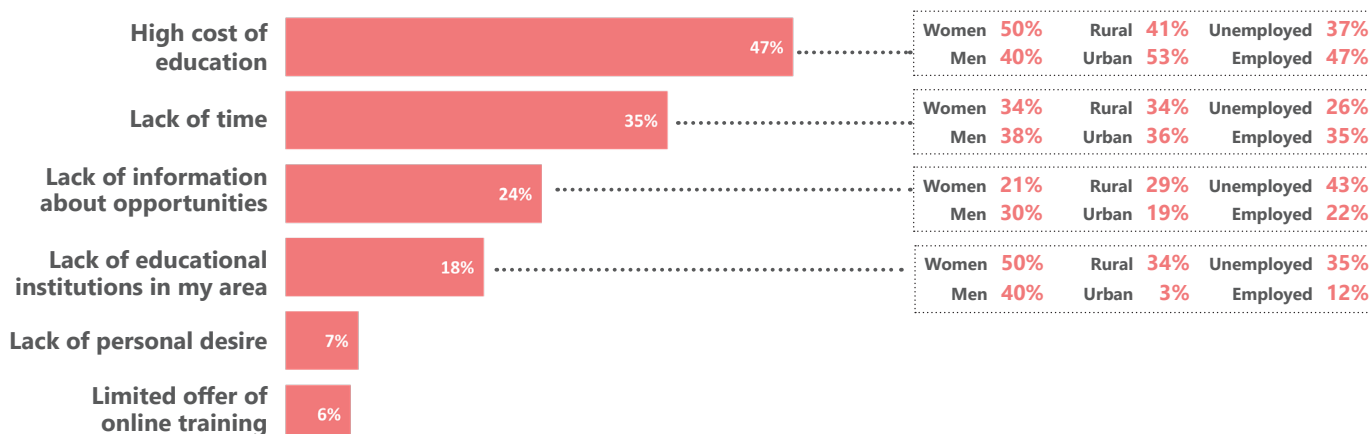## % of respondents reporting specific job training sectors they wanted to target (multiple answer, N=224)

Women		Men
24%	Foreign languages	11%
17%	Trade and commerce	14%
15%	Financial literacy	1%
14%	Beauty industry	3%
10%	Agricultural specialisations	15%
10%	IT specialisations	8%
9%	Medical specialisations	6%
7%	Legal literacy	0%
7%	Marketing	3%
6%	HR	4%
3%	Driver training	6%
2%	Technical specialisations	8%
1%	Military specialisations	4%
1%	Construction specialisations	14%
0%	Machine/automobile repair	13%
0%	Energy specialties	6%

% of respondents reporting preferred training modalities (single answer, N=224)

Offline **33%**
Online **38%**
Combined **29%**

Women **44%**
Men **25%**

Rural **41%**
Urban **35%**

Unemployed **39%**
Employed **34%**

% of respondents whose employers offered free training (single answer, N=695)

Overall **26%**   Rural **24%**
Urban **29%**

% of respondents reporting barriers to accessing job training (multiple answer, N=224)

High cost of education — 47%

Women	50%	Rural	41%	Unemployed	37%
Men	40%	Urban	53%	Employed	47%

Lack of time — 35%

Women	34%	Rural	34%	Unemployed	26%
Men	38%	Urban	36%	Employed	35%

Lack of information about opportunities — 24%

Women	21%	Rural	29%	Unemployed	43%
Men	30%	Urban	19%	Employed	22%

Lack of educational institutions in my area — 18%

Women	50%	Rural	34%	Unemployed	35%
Men	40%	Urban	3%	Employed	12%

Lack of personal desire — 7%

Limited offer of online training — 6%

% of respondents registered at employment centres (single answer, N=1276)

Overall **23%**

Women **26%**	Rural **22%**	18-35 **3%**
Men **20%**	Urban **21%**	36-60 **15%**

47% of **unemployed** respondents, **24%** of **PwD, 23%** of **single parents** respondents, **17%** of **veterans** reportedly were registered at employment centres.

Only **8%** of respondents reported that they used retraining courses offered by employment centers. In particular, they studied construction specializations (22%), agricultural specializations (13%), technical specializations (9%), financial literacy (9%), as well as courses in driving of different levels (9%) etc.

% of respondents reporting services used at employment centres (multiple answer, N=299)

Search for jobs	65%
Receive financial aid for unemployment	64%
Information services	7%
Professional training/retraining	5%
Individualised career guidance	3%
Employment for public works	3%
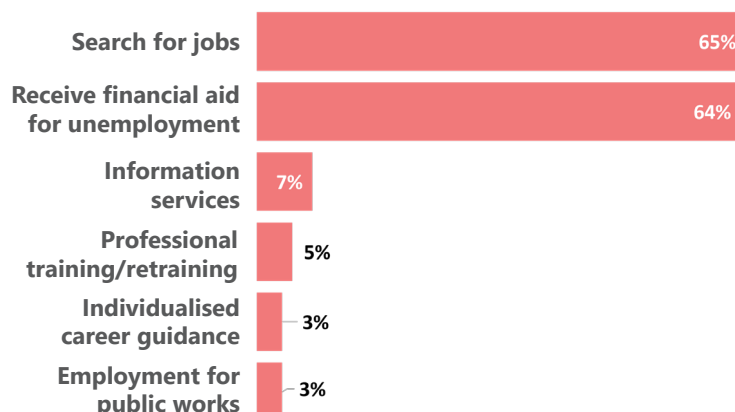
POINTS OF ATTENTION

The assessment of the labour force profile in Vinnytska oblast demonstrated that at the time of the survey, more than half of the informants were employed, with 40% of respondents in a situation of underemployment (including self-identified unemployed, people doing unpaid domestic work, childcare, non-working students and non-working pensioners). At the same time, when assessing the category of labour force as defined by the ILO (unemployed and currently looking for work), 7% of respondents were found to be unemployed. Considering job search intentions and strategies, the following key points should be highlighted:

• The most important criteria during the job search were the desired level of salary, official employment, paid vacation and sick leave as well as friendly atmosphere in the team. It is worth noting that social and medical insurance did not make it into the top 3 criteria, in contrast to other assessment areas (Mykolaivska, Odeska, Chernihivska).

• Among the dominant barriers to employment, informants prioritized unsatisfactory salaries level, lack of suitable vacancies in the area of residence, lack of vacancies in the required specialization, competition in the labor market and unsatisfactory work schedules.

• The most vulnerable categories in the labour market were rural residents, IDPs, women. Most of the surveyed representatives of vulnerable groups (single parents, parents with many children, people with disabilities, veterans) were not currently looking for a job. In cases of childcare needs, women become a separate vulnerable category. Women were also more likely than men to indicate age over 40 as one of the significant barriers to employment opportunities. It should be noted that these vulnerability characteristics can be coupled in one person, which significantly increases the risk of unemployment and reduces employment opportunities.

• (Re)training component seems to be important strategies to increase competitiveness in the labour market for specific categories of jobseekers. Part of the respondents considered additional training courses as a tool that could help increase the chances of employment. It is worth noting that it was the unemployed, women as well as urban residents concidered the training component in their strategies to meet employers' requirements. Training requests were slightly different for women and men, as was the training format (women prefer online training). But it was worth emphasizing that one of the main barriers to access to training was the high cost of training, which was slightly often indicated by women.

METHODOLOGY & LIMITATIONS

The socioeconomic assessment of labour force capacity was conducted using data collected between 15 April and 14 May 2024. Quantitative data was gathered on a single Kobo tool for structured interviews with 5,385 adult residents of four oblasts, including 1,276 respondents in Vinnytska oblast. The sample size was based on population,* stratified by urban/rural, at a 97% confidence level with a 5% margin of error. Qualitative data was obtained from 68 individual interviews (IIs) with representatives of educational institutions and human resources (HR) departments in businesses, including 24 IIs in Vinnytska oblast qualitative findings were not reported in this factsheet).

Additionally, data on resumes and vacancies published on online job portal work.ua was scraped using scripts developed in RStudio, providing a quantitative picture of labour market dynamics, including demographics of jobseekers and sectoral trends. The data gathered from the work.ua portal reflects only the number of published vacancies and resumes during one month of scraping, and limitations may also be manifested in the representativeness at the level of hromadas, raions, and is not an exhaustive list of all the vacancies in demand by specialization/sector in assessment areas, as some employers might use other channels to find employees. A two-stage random sampling approach was applied separately for both urban and rural strata. Randomizing the selection of each HH within the PSU was implemented through GIS-based approach. At the initial stage of the sampling, areas close to the front line as well as other no-go-areas were excluded, which may limit the representativeness for some areas.

*Accurate population data in Ukraine is complicated by the outdatedness of the last census (conducted in 2001) and mass displacement. Sample calculations were conducted using a combination of census data and Oxford Estimate Data from April 2023. Areas deemed inaccessible during security reviews were excluded from the sampling frame.