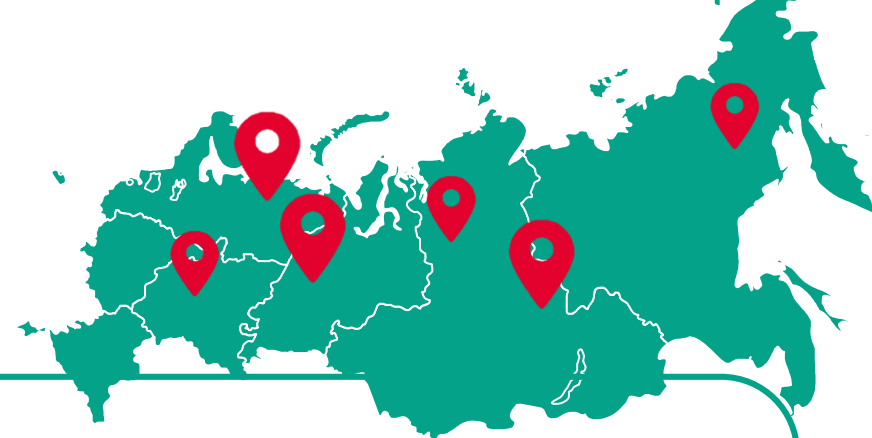


Public opinion in today's Russia: recent trends and research challenges

Stepan Lvov
VCIOM, Russia
director of strategy & research



Sample Design

SAMPLE SIZE



1600
respondents every
day

REPRESENTS

18+

Adult Russian Citizens (18+)
by sex, age, level of education and
type of locality

SAMPLE TYPE



The random (probability)
sampling classical technique is
used. It is based on a full list of cell
phone numbers used in Russian
Federation

M.O.E.



2,5%
($p < 0,05$)

Survey

INTERVIEW TYPE



Standardized telephone
interview

COVERAGE



- Up to 80 regions
- 500 cities and towns
- 100 villages

CONTROL



- Listening at least 10% of interview
- Duration Control
- ISO 20 252, Certificate №: RU003012

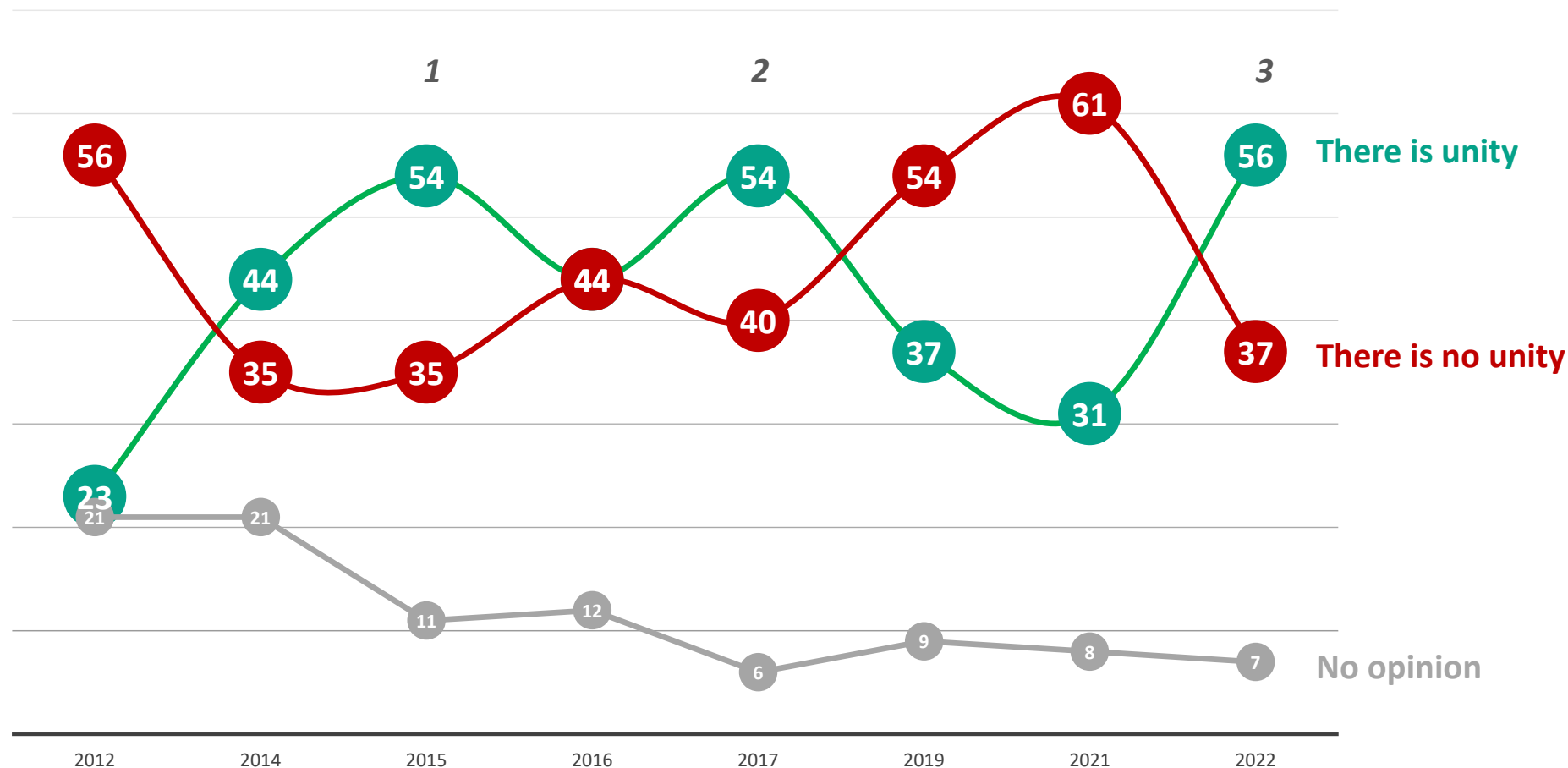
“Rally-around-the-flag” cases in Russia and USA

Ups and downs of Russian unity

Nov'12 – Nov'22



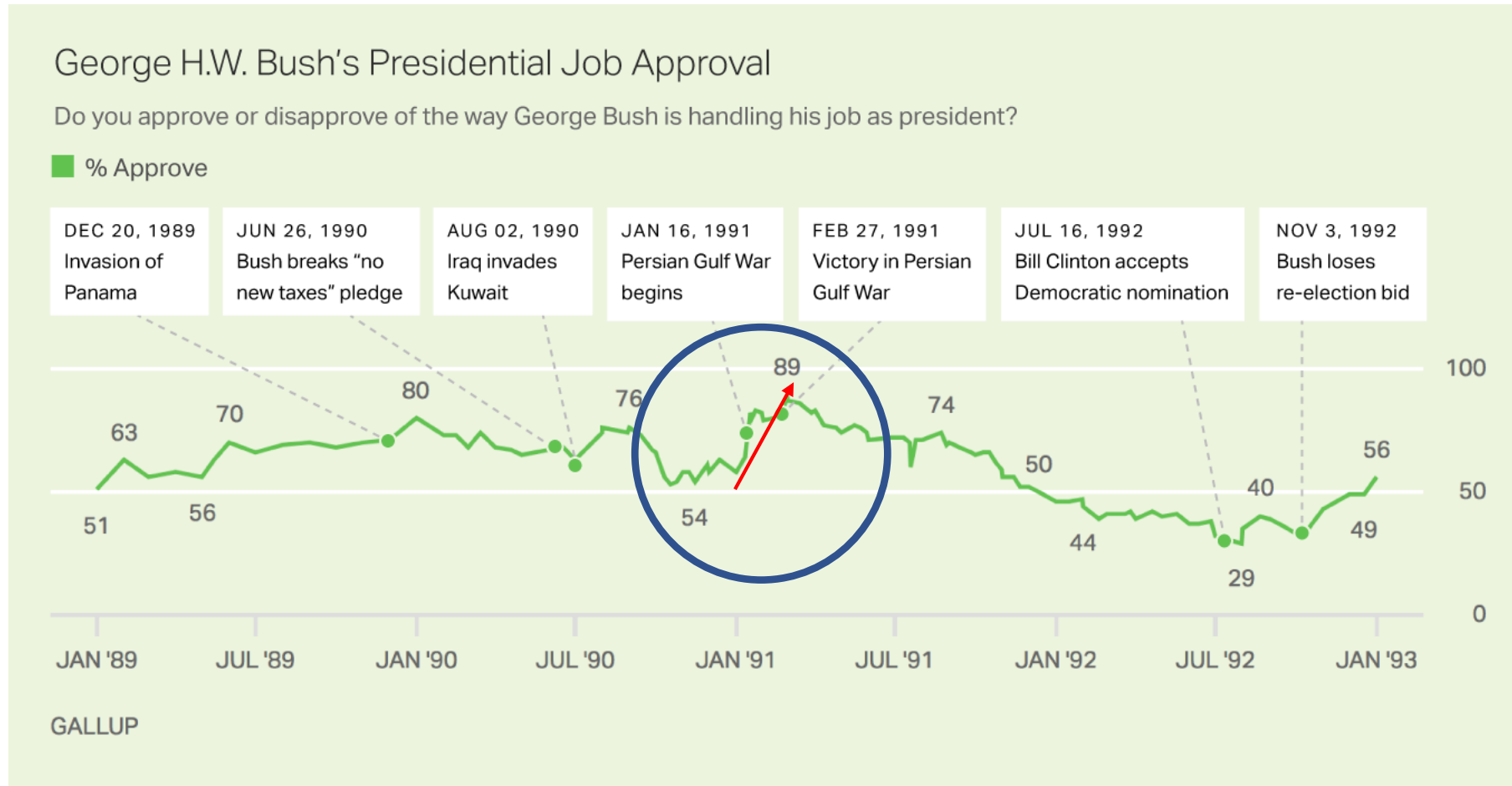
DO YOU THINK THERE IS UNITY OF THE PEOPLE IN RUSSIA TODAY OR THERE IS NOT?



G. Bush Sr. ratings boost during Gulf War

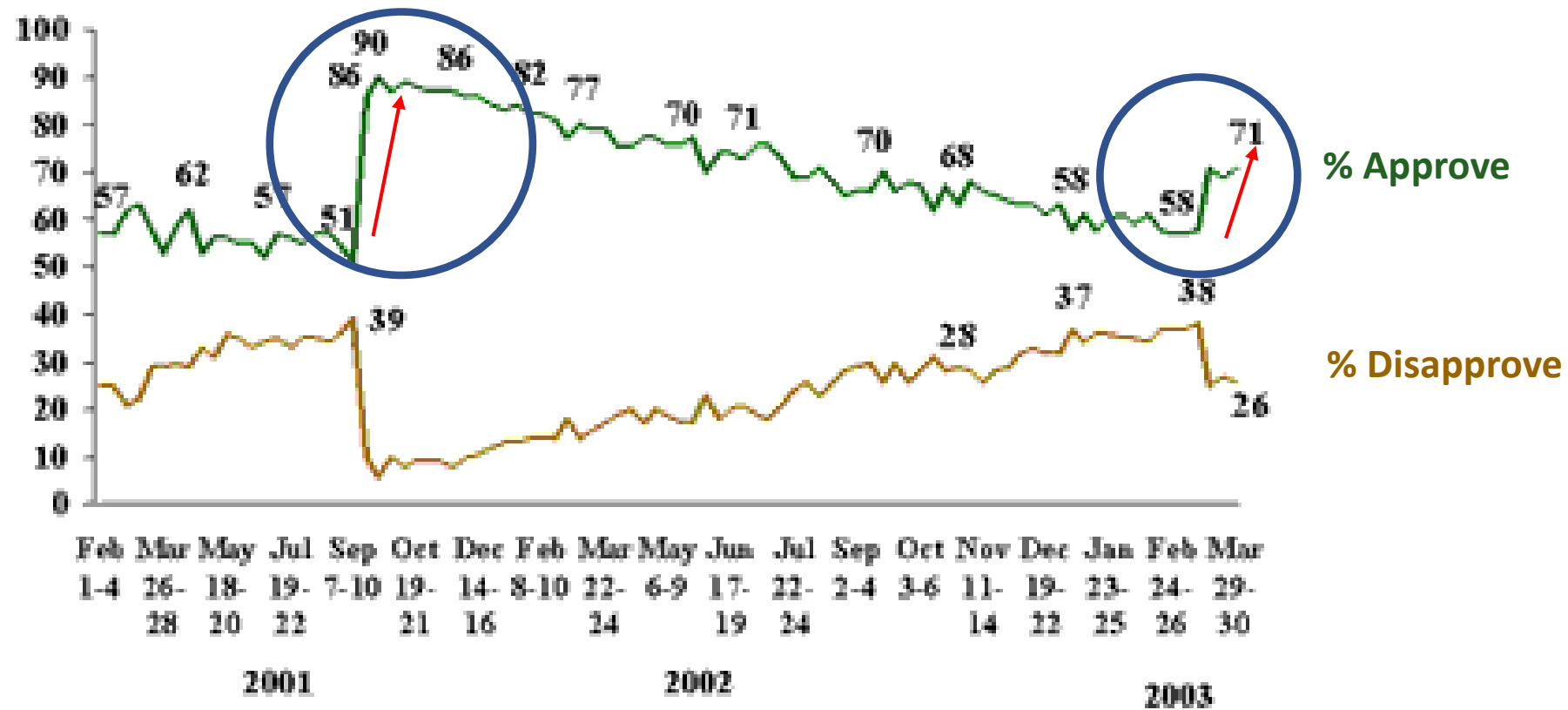
Jan'91-Feb'91

GALLUP



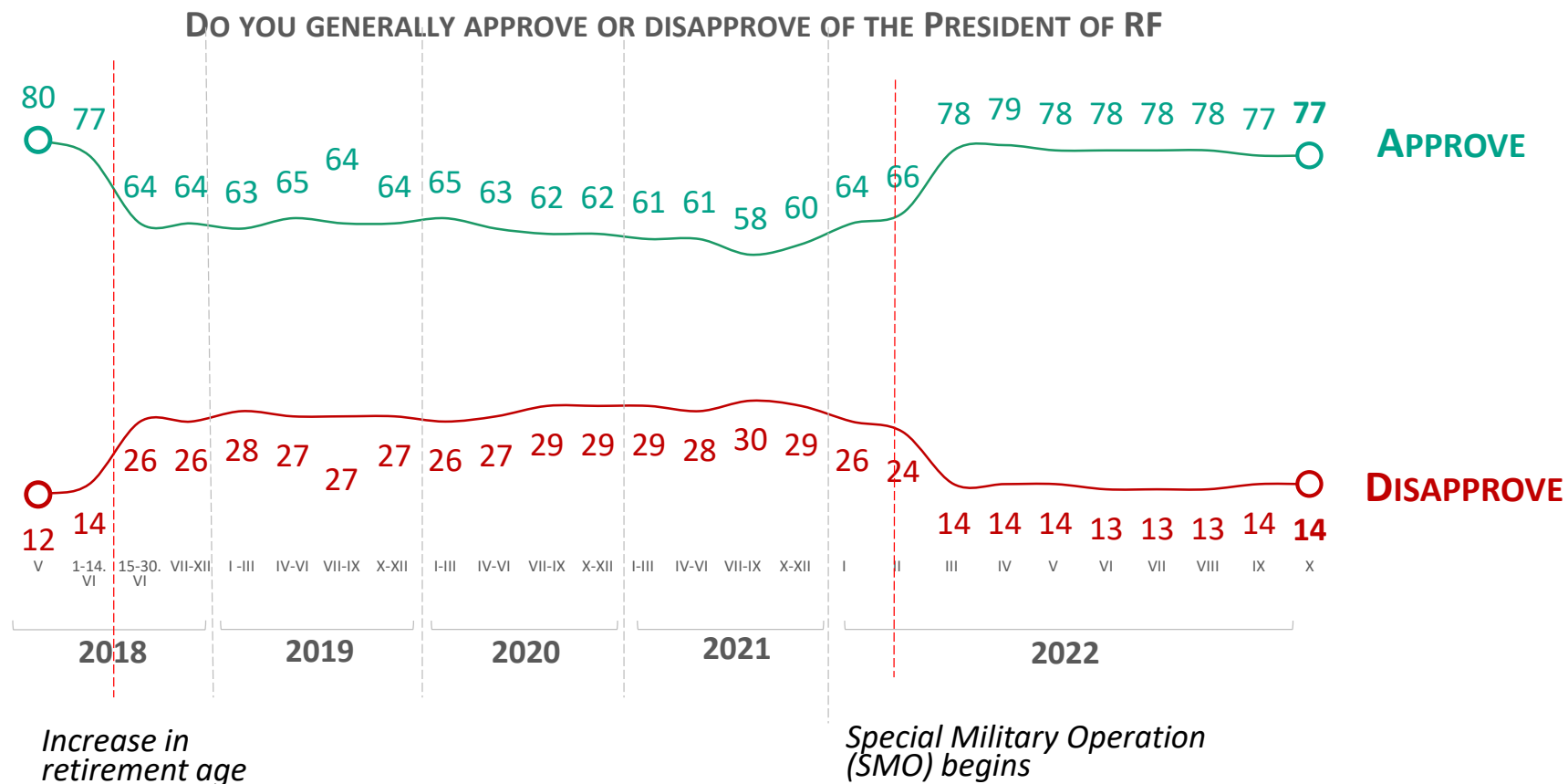
Two jumps in approval of George Bush Jr. GALLUP

Sep'01. & Mar.03



President Putin's ratings lift

May'18 – Feb'22 – Sep'22



Society as a corporation: Is that helpful for society's survival?

Society as a corporation



1. These societies are entering in a situation of strong mobilization, requiring quick decisions
2. Goals are clearly expressed and they are beginning to be accepted by the most
3. The competitive environment is defined. At the level of society, the term “enemies” are more often used
4. Risks are being recognized
5. Special communication environment is being created

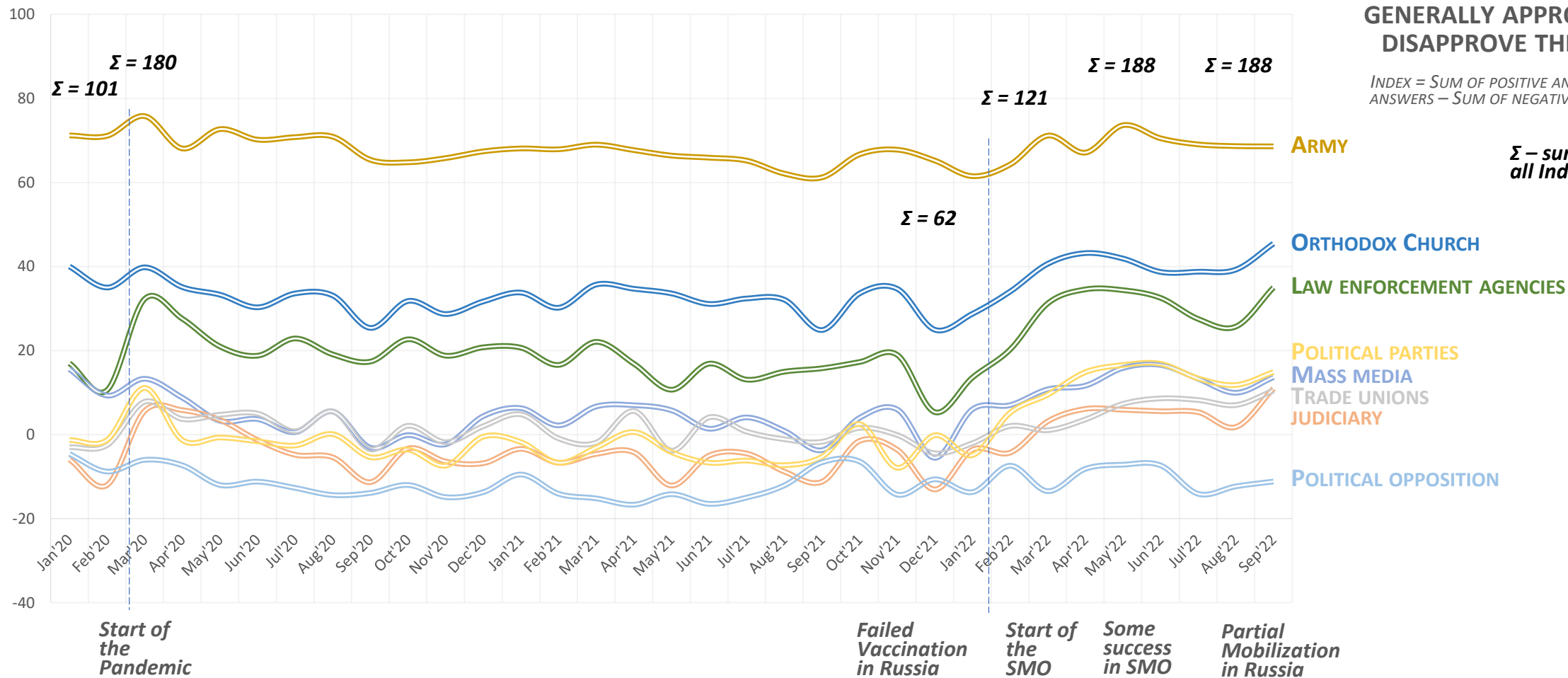
All these processes are aimed at survival and/or success

Support for institutions rises in hard times

Jan'20 – Sep'22



RUSSIAN SOCIAL INSTITUTIONS' INDEXES



Survival depends on conformity to myths

Meyer & Rowan, 1977



“Organizations that incorporate societally legitimated rationalized elements in their formal structures maximize their legitimacy and increase their resources and survival capabilities”

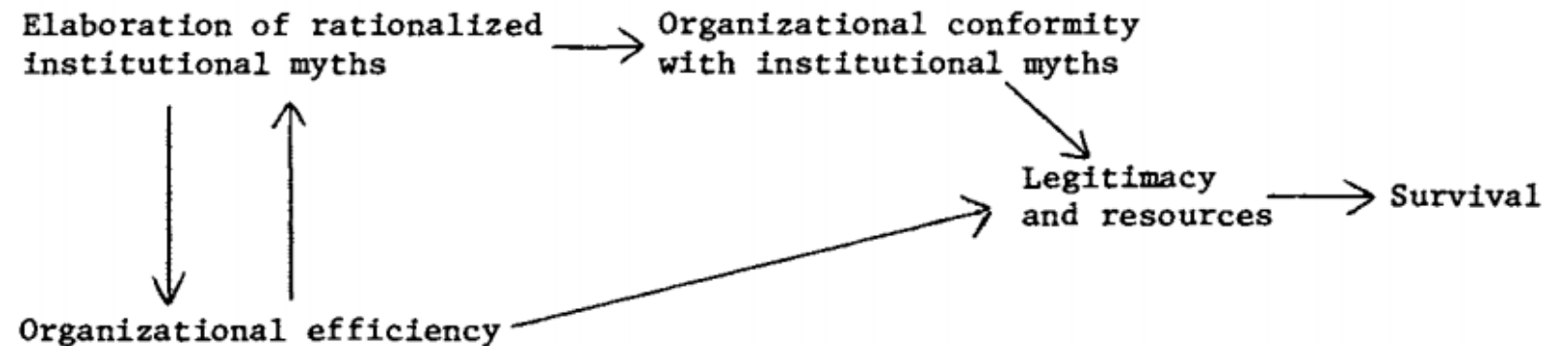


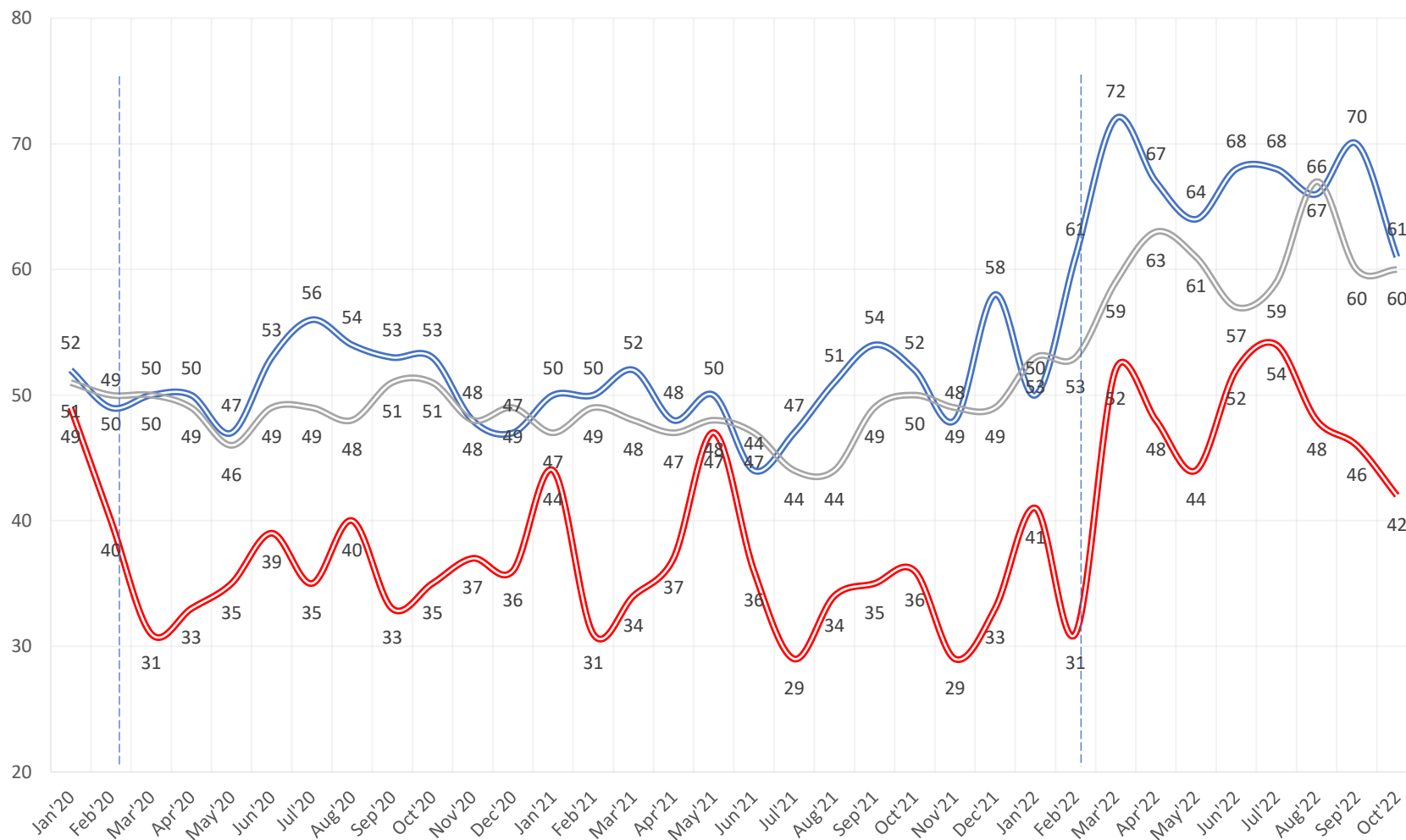
FIG. 2.—Organizational survival

Conformity and life satisfaction

Jan'20 – Sep'22



SOCIAL WELL-BEING INDEXES



<https://wciom.com/our-news/ratings/social-well-being-indices>

LIFE-SATISFACTION

FINANCIAL SITUATION

SOCIAL OPTIMISM

QUESTIONS:

- **SPEAKING IN GENERAL, TO WHAT EXTENT ARE YOU SATISFIED WITH THE LIFE YOU ARE LIVING?**
- **HOW WOULD YOU ASSESS THE CURRENT FINANCIAL WELL-BEING OF YOUR FAMILY?**
- **IN YOUR OPINION, IN A YEAR FROM NOW WILL YOUR FAMILY LIVE BETTER/WORSE/THE SAME WAY AS TODAY?**

INDEX = SUM OF POSITIVE AND NEUTRAL ANSWERS
– SUM OF NEGATIVE ANSWERS

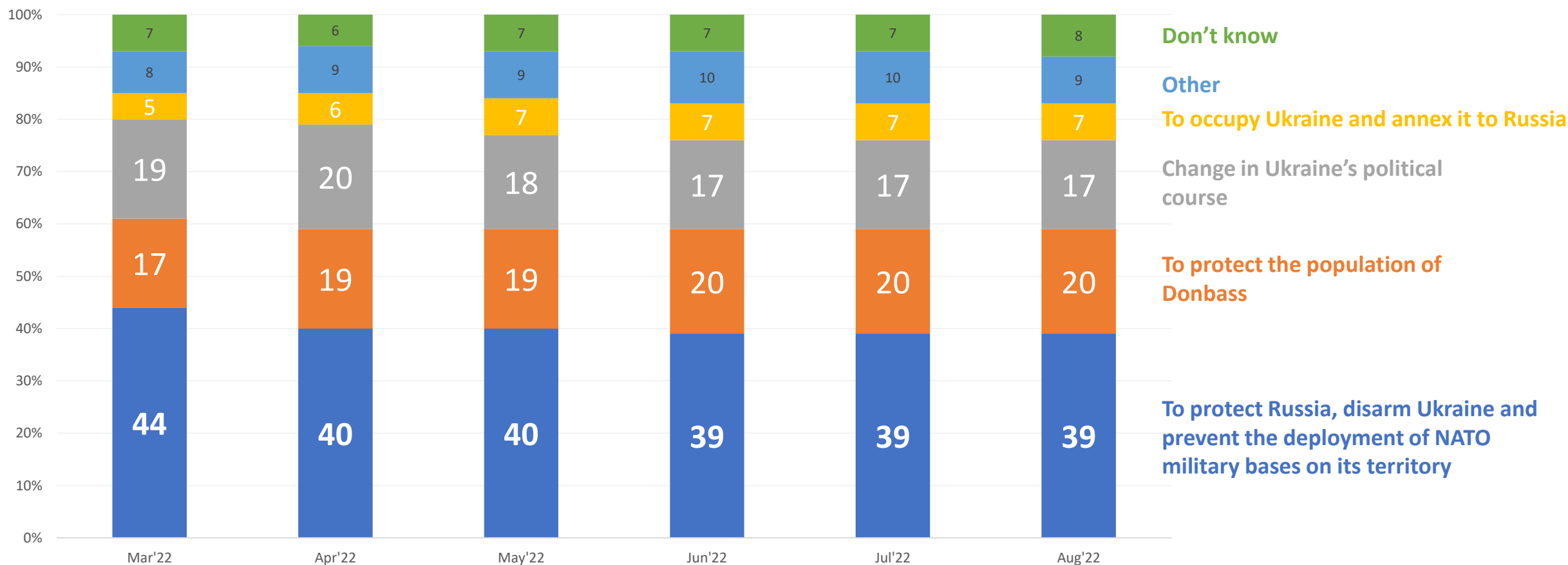
Goals of the state shared by society

What are Russia's goals in Ukraine?

Mar'17 – Aug'22



IN YOUR VIEW, WHAT IS THE PRIMARY OBJECTIVE OF RUSSIAN SPECIAL MILITARY OPERATION IN UKRAINE?



How competition is formed

Views on Western Culture

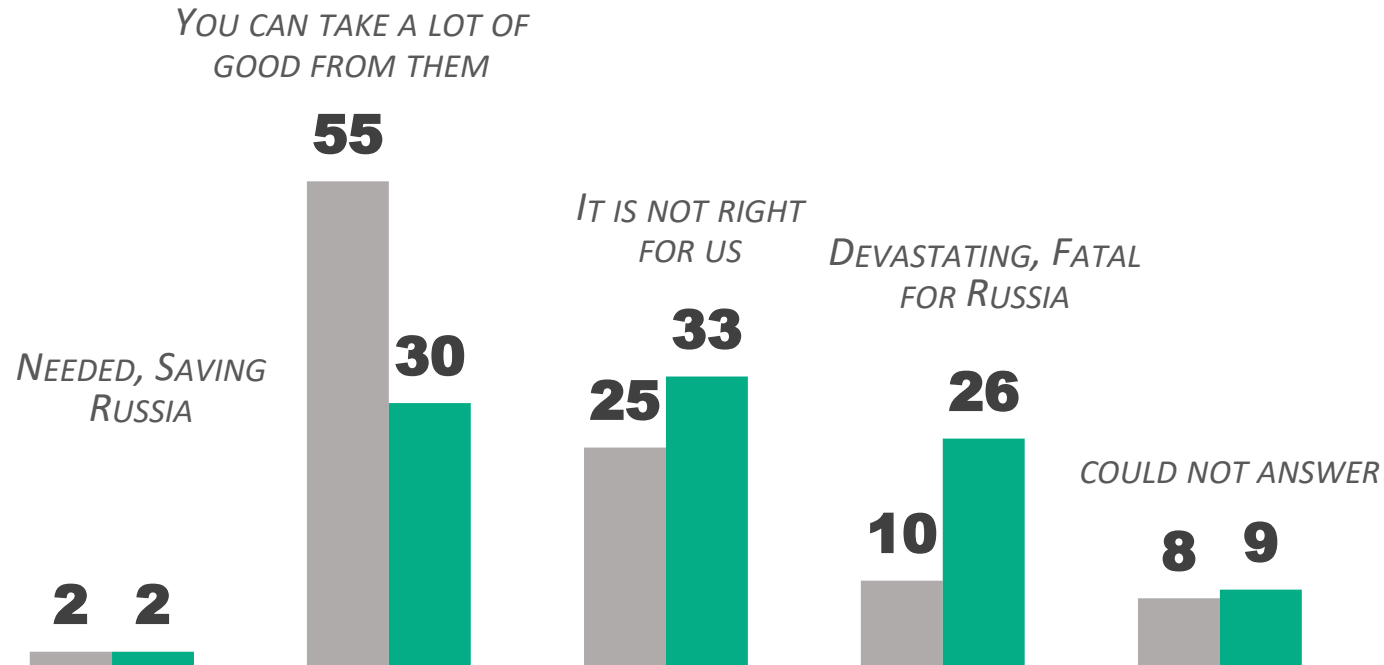
2000 – Aug'22



IN YOUR OPINION, WESTERN CIVILIZATION, DEMOCRACY AND WESTERN CULTURE...

(CLOSED QUESTION, ONE ANSWER, % OF ALL RESPONDENTS)

YEAR 2000 / YEAR 2022



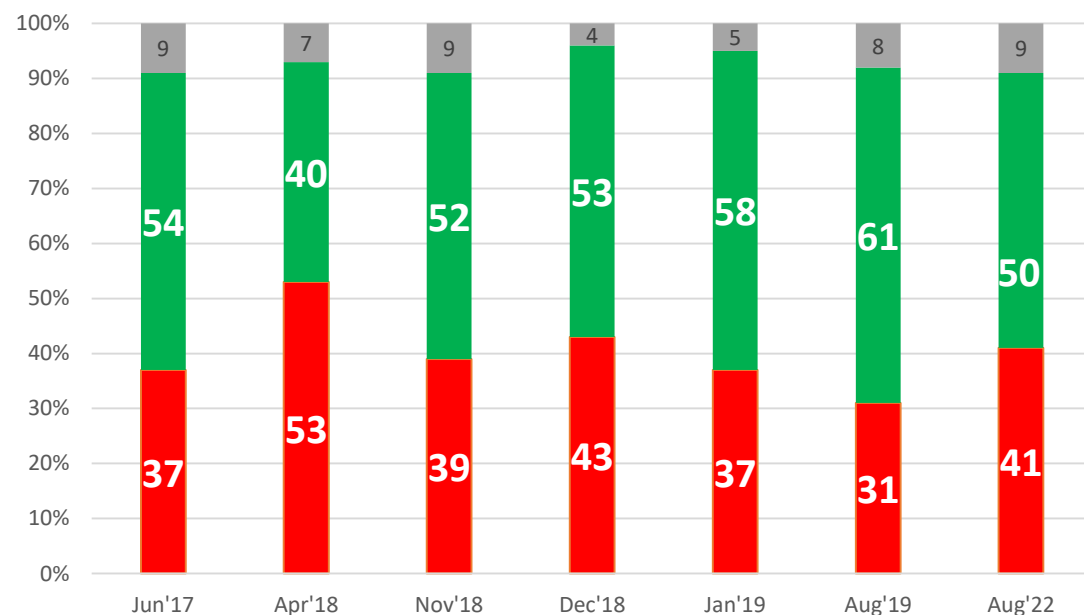
The threat of war and enemies

Jun'17 – Aug'22



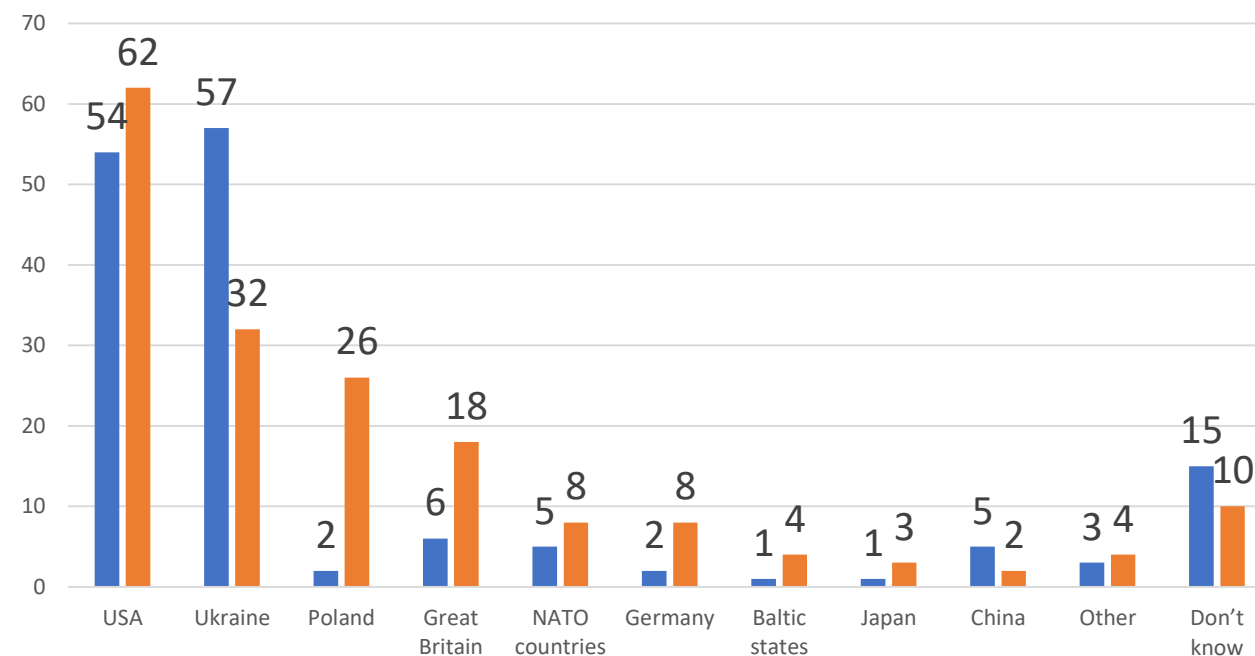
IS THERE ANY THREAT OF A MILITARY AGGRESSION AGAINST
RUSSIA FROM ANY COUNTRY TODAY, OR NOT?

YES / NO / DON'T KNOW



IF YOU THINK THAT THERE IS A MILITARY THREAT TO RUSSIA, WHAT
COUNTRIES DOES IT COME FROM?

2018 / 2022



Obvious and not obvious risks of the situation

Russians' worries

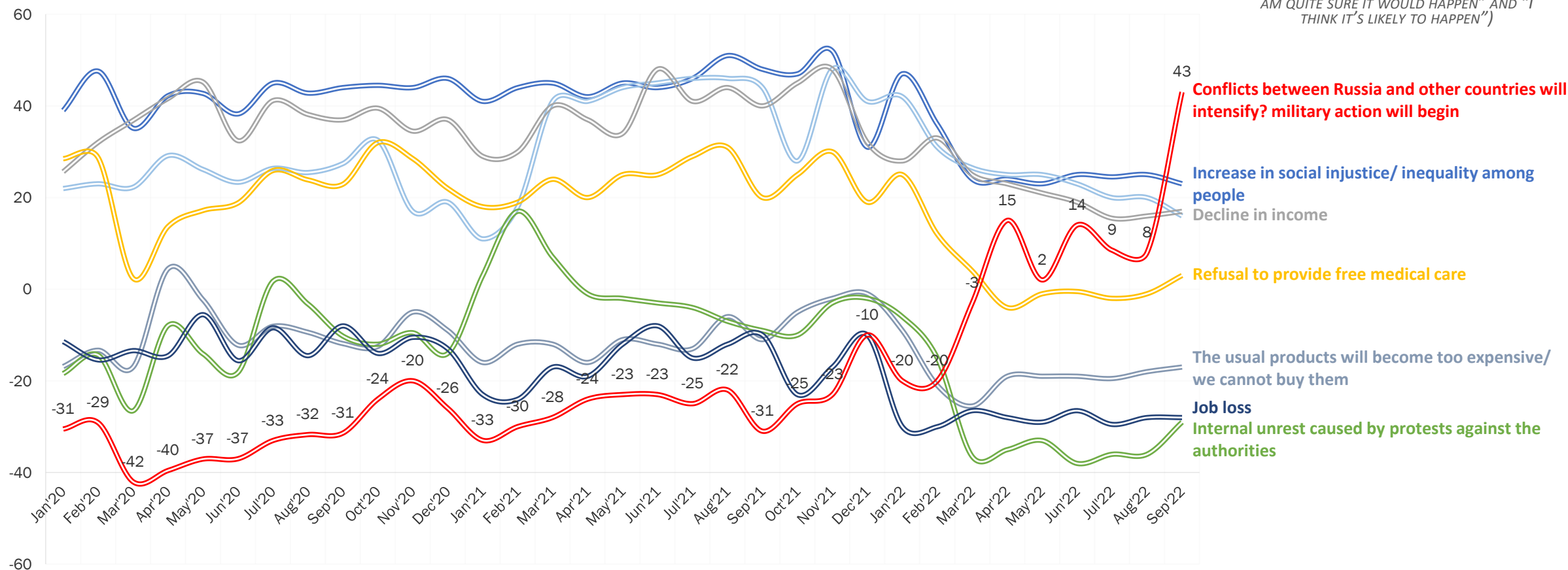
Jan'20 – Sep'22



QUESTION: HOW DO YOU ASSESS
THE PROBABILITY OF THE
FOLLOWING PROBLEMS OCCURRING
IN YOUR LIFE?

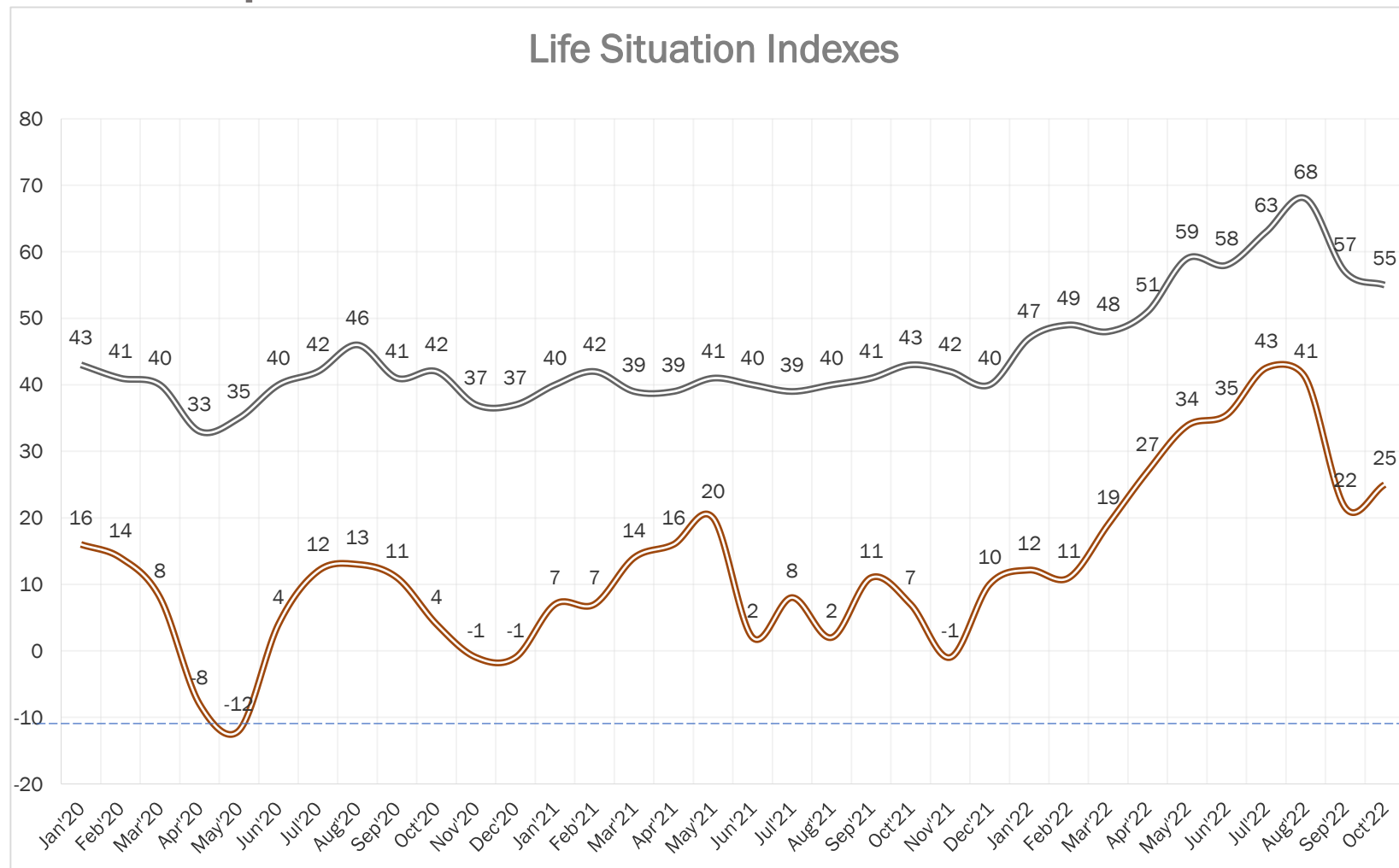
(IN % OF RESPONDENTS, SUM OF ANSWERS: "I
AM QUITE SURE IT WOULD HAPPEN" AND "I
THINK IT'S LIKELY TO HAPPEN")

Social Fears Indexes



Certainty improves mood

Jan'20 – Sep'22



Personal situation

Country situation

QUESTIONS:

- **HOW WOULD YOU ASSESS THE SITUATION IN YOUR PERSONAL LIFE?**
- **HOW WOULD YOU ASSESS THE SITUATION IN RUSSIA, IN GENERAL?**

INDEX = SUM OF POSITIVE AND NEUTRAL ANSWERS – SUM OF NEGATIVE ANSWERS

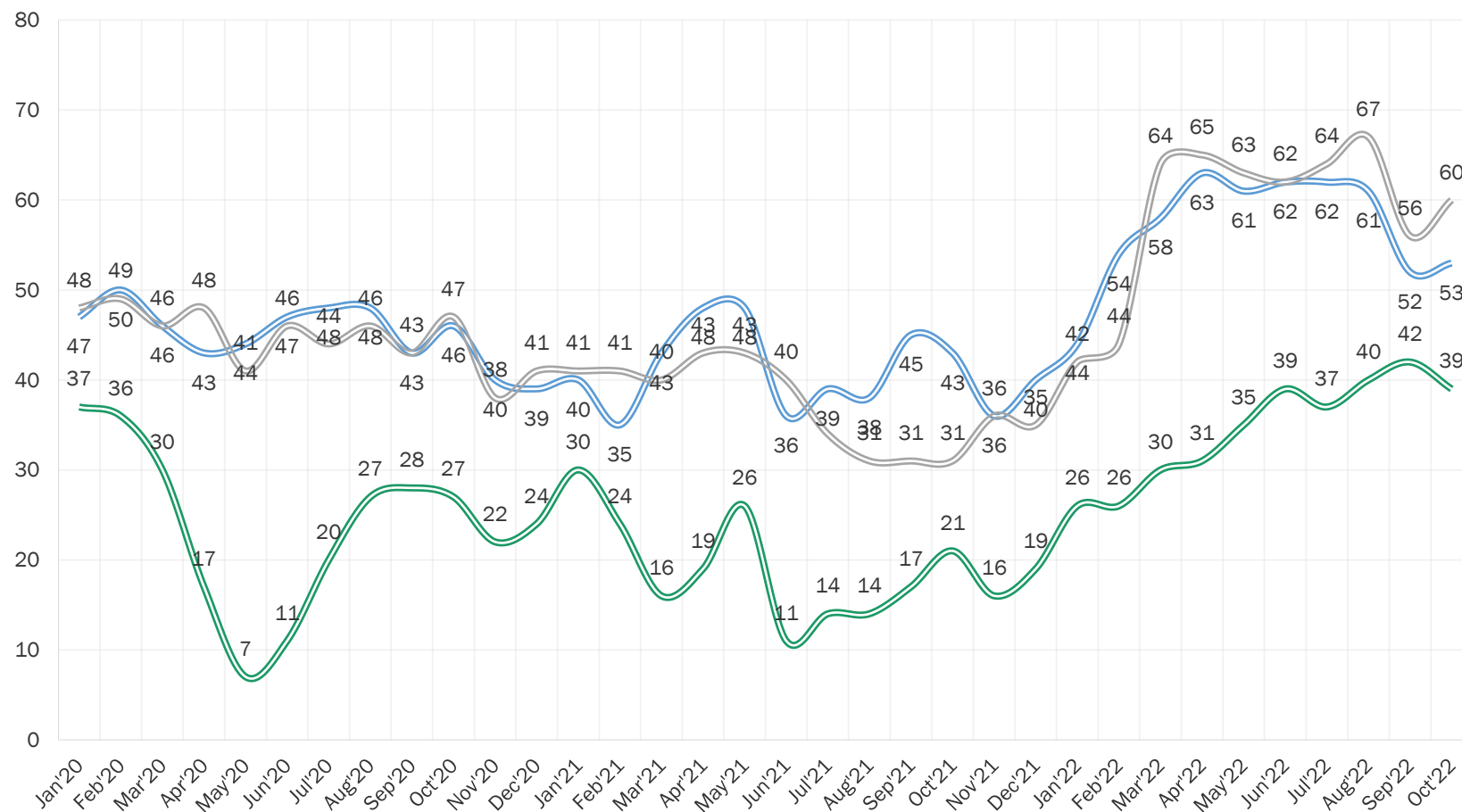
<https://wciom.com/our-news/ratings/social-mood-indices>

Understanding matters takes time

Jan'20 – Sep'22



Country Situation Indexes



<https://wciom.com/our-news/ratings/social-well-being-indices>

Country trends
Political situation

Economic situation

QUESTIONS:

- TO WHAT EXTENT DO YOU AGREE/DISAGREE THAT THINGS ARE DOING IN THE RIGHT DIRECTION IN RUSSIA?
- HOW WOULD YOU ASSESS THE CURRENT POLITICAL SITUATION IN RUSSIA IN GENERAL?
- HOW WOULD YOU ASSESS THE CURRENT ECONOMIC SITUATION IN RUSSIA IN GENERAL?

INDEX = SUM OF POSITIVE AND NEUTRAL ANSWERS – SUM OF NEGATIVE ANSWERS

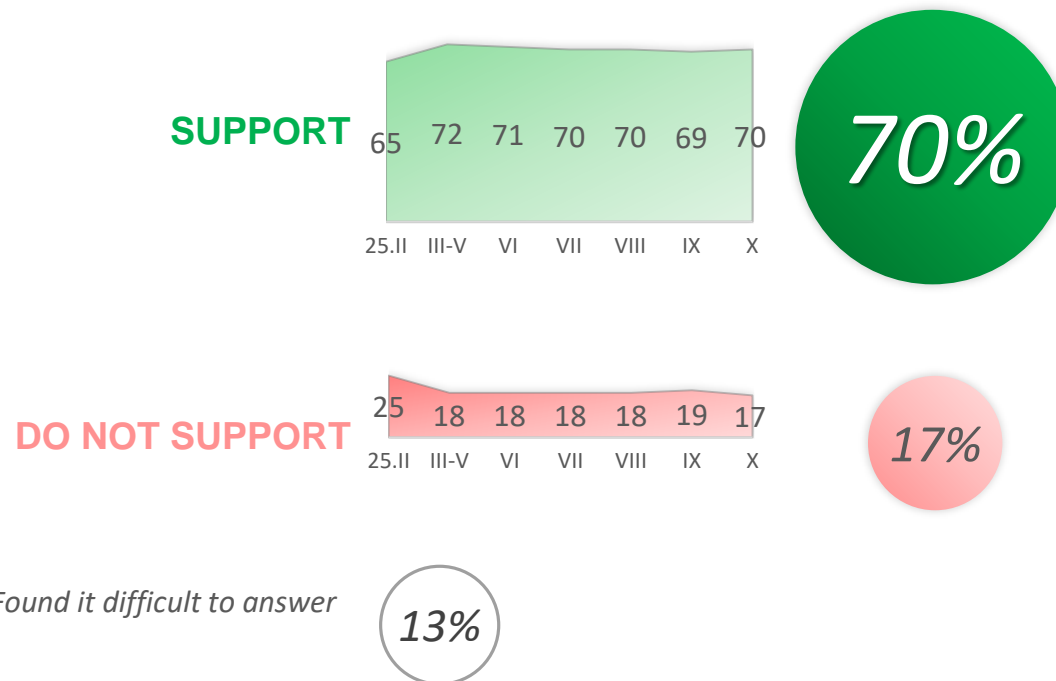
Three ways to understand one topic

Special Military Operation

Support/opposition to the decision



TELL ME, PLEASE, DO YOU SUPPORT **THE DECISION TO CONDUCT A SPECIAL MILITARY OPERATION** OF RUSSIA IN UKRAINE OR DO YOU NOT SUPPORT IT?
(IN % OF RESPONDENTS)



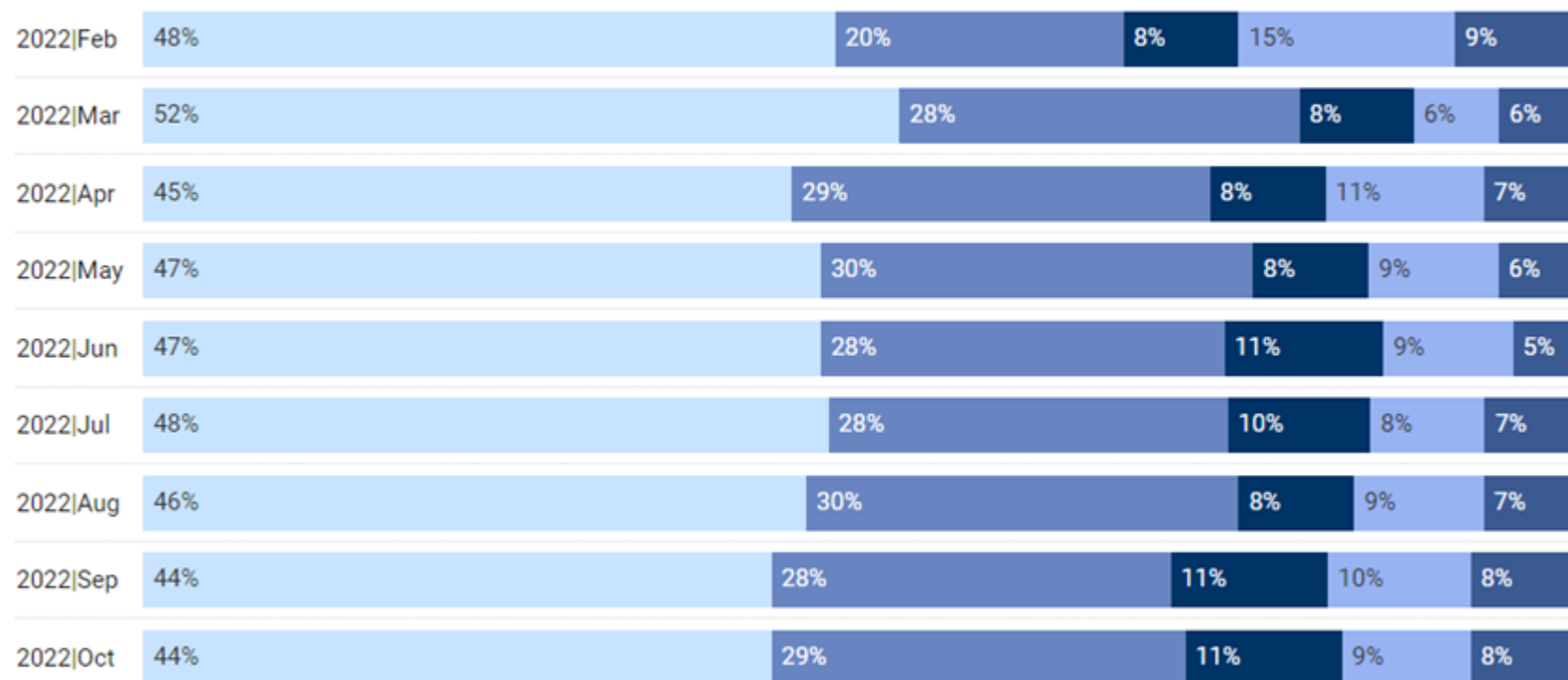
Special Military Operation

Support/opposition to military actions

Do you personally support the **actions of Russian military forces** in Ukraine?

As %% of respondents

Definitely yes Rather yes Rather no Definitely no Can't say



*results of the representative telephone poll 1000 resp., February 27; Левада-центр, @levada_center, внесён в реестр иноагентов

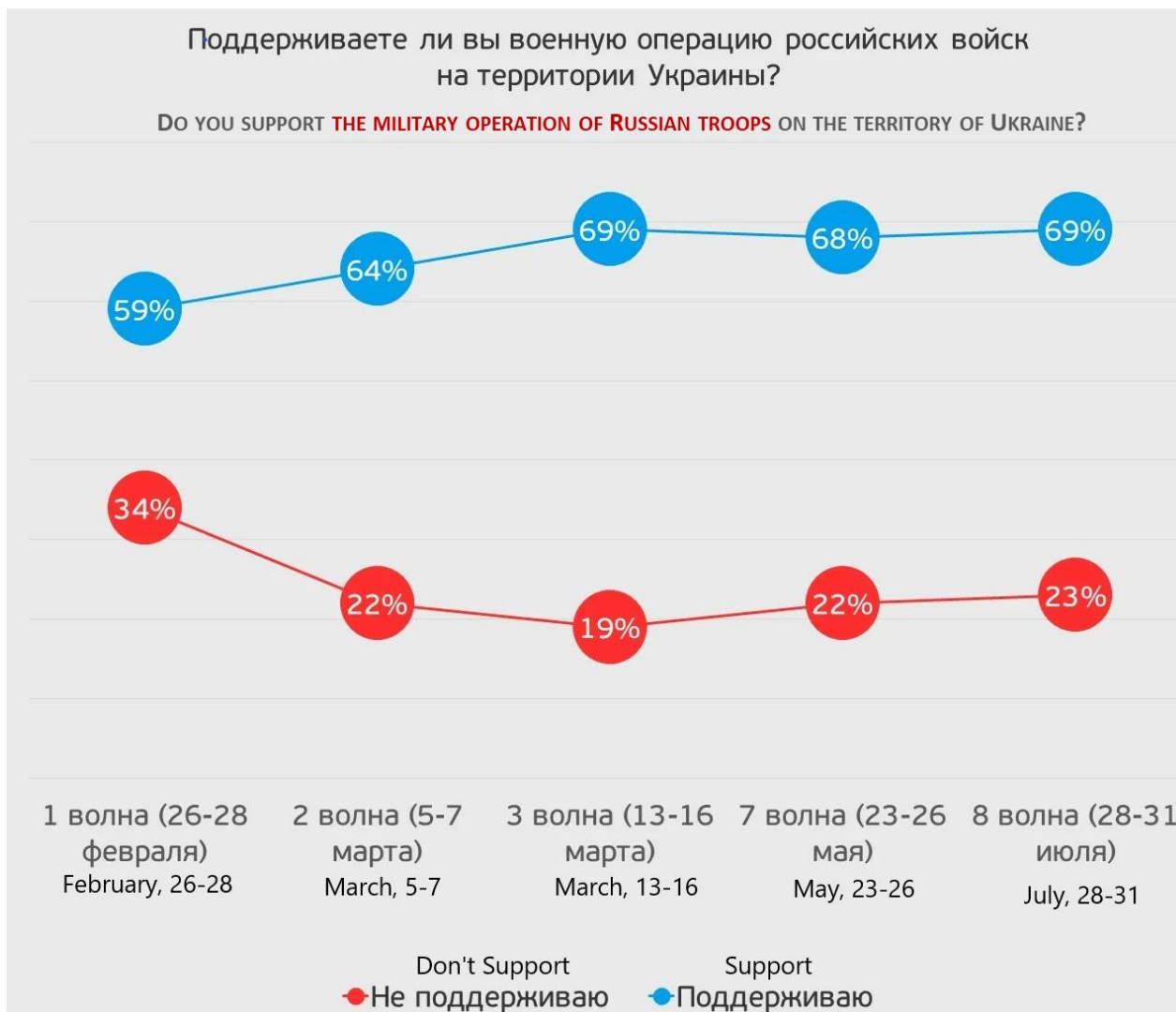
Created with Datawrapper

Special Military Operation

Support/opposition to the operation of Russian troops



Russian Field.



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