

Public Opinion Monitoring of the State of the Russian Society

As in the previous issues, we publish the results of the monitoring of public opinion concerning the state of the Russian society. The monitoring is conducted by VoIRC RAS in the Vologda Region¹.

The following tables and graphs show the dynamics of several parameters of social well-being and socio-political sentiment of the region's population according to the results of the latest round of the monitoring (December 2025) and for the period from December 2024 to December 2025 (the last seven surveys, that is, almost a year).

We compare the results of the surveys with the average annual data for 2000 (the first year of Vladimir Putin's first presidential term), 2007 (the last year of Vladimir Putin's second presidential term, when the assessment of the President's work was the highest), 2012 (the first year of Vladimir Putin's third presidential term), 2018 (the first year of Vladimir Putin's fourth presidential term), 2023 (the last full year of the fourth presidential term).

The annual dynamics of the data are presented for 2007–2025².

In October – December 2025, the President's approval rating did not change significantly and amounted to 65–66%. The share of negative judgments is 19–20%.

Over the past 12 months (from December 2024 to December 2025), the share of positive assessments of the activities of the head of state has also not changed significantly (65–67%).

In general, in 2025, compared with the average annual data of 2024, there is a stability of opinions regarding the work of the President of the Russian Federation: the share of positive ratings was 66–67%.

¹ The surveys are held six times a year in the cities of Vologda and Cherepovets, in Babayevsky, Velikoustyugsky, Vozhegodsky, Gryazovetsky, Tarnogsky Kirillovsky, Nikolsky municipal okrugs, and in Sheksninsky Municipal District. The method of the survey is a questionnaire poll by place of residence of respondents. The volume of a sample population is 1,500 people 18 years of age and older. The sample is purposeful and quoted. The representativeness of the sample is ensured by the observance of the proportions between the urban and rural population, the proportions between the inhabitants of settlements of various types (rural communities, small and medium-sized cities), age and sex structure of the Region's adult population. Sampling error does not exceed 3%.

More information on the results of VoIRC RAS surveys is available at <http://www.vsc.ac.ru>.

² In 2020, four rounds of the monitoring were conducted. Surveys in April and June 2020 were not conducted due to quarantine restrictions during the spread of COVID-19.

How would you assess the current work of...? (% of respondents)

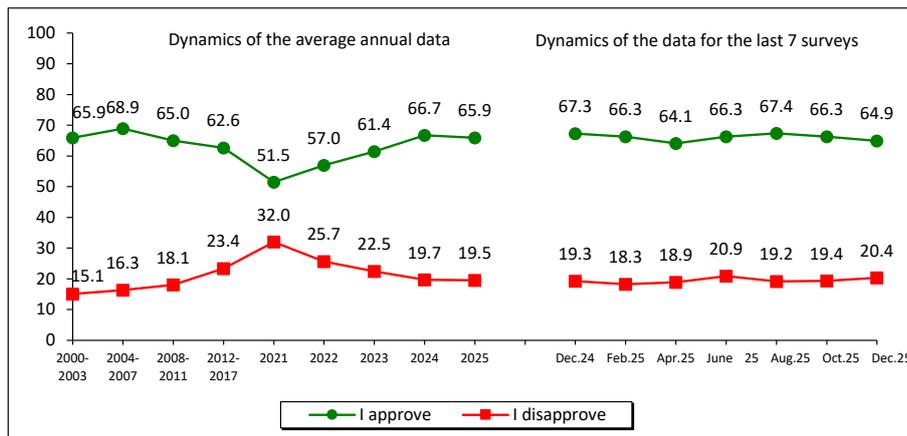
Response	Dynamics of the average annual data									Dynamics of the data for the last 7 surveys							Dynamics (+/-)		
	2007	2012	2018	2021	2022	2023	2024	2025	Dec. 2024	Feb. 2025	Apr. 2025	June 2025	Aug. 2025	Dec. 2024	Dec. 2025	Dec. 2024	Oct. 2025	to 2025	
RF President																			
I approve	75.3	51.7	66.4	51.5	57.0	61.4	66.7	65.9	67.3	66.3	64.1	66.3	67.4	66.3	64.9	-2	-1	-1	
I disapprove	11.5	32.6	21.7	32.0	25.7	22.5	19.7	19.5	19.3	18.3	18.9	20.9	19.2	19.4	20.4	+1	+1	0	
Chairman of the RF Government																			
I approve	–	49.6	48.0	39.9	45.4	50.1	54.1	54.4	55.6	54.7	53.9	53.0	55.1	55.7	54.0	-2	-2	0	
I disapprove	–	33.3	31.6	37.6	32.0	27.6	24.8	22.5	25.3	23.8	22.3	22.9	20.6	23.1	22.2	-3	-1	-2	
Vologda Region Governor*																			
I approve	55.8	41.9	38.4	36.7	40.9	48.1	51.7	42.5	50.8	46.8	42.9	39.9	41.0	41.8	42.8	-8	+1	-9	
I disapprove	22.2	33.3	37.6	40.5	35.8	30.9	28.4	37.2	29.8	31.4	34.6	37.2	39.1	41.3	39.3	+10	-2	+9	

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

Wording of the question: “How would you assess the current work of ...?”

* October 31, 2023 according to the Presidential Decree, Georgy Yu. Filimonov was appointed acting Governor of the Vologda Region. Following the results of the regional election held on September 6–8, 2024, Filimonov won 62.3% of the vote and became the elected Governor of the Vologda Region.

How would you assess the way that the RF President is handling his job? (% of respondents, VoIRC RAS data)*



Response	Dynamics (+/-)		
	Dec. 2024	Oct. 2025	to 2025
I approve	-2	-1	-1
I disapprove	+1	+1	0

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

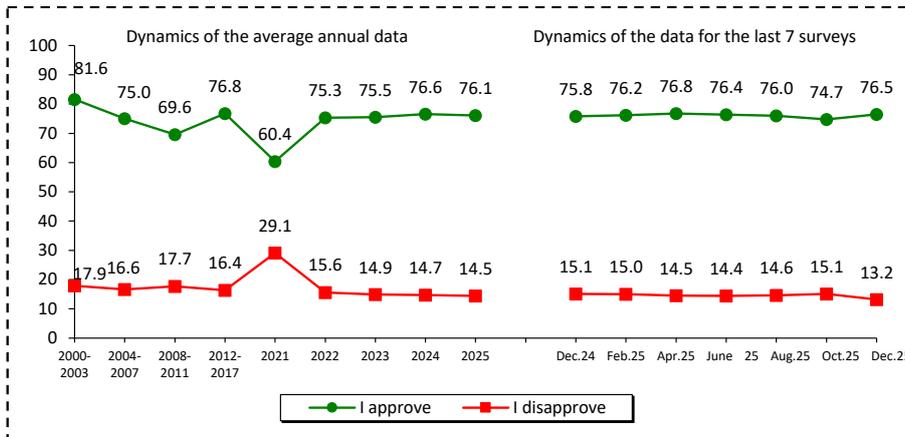
* Here and elsewhere, all graphs show the average annual data for 2000, 2020, 2021, 2022, 2023, 2024, 2025, as well as the average annual data for the periods 2000–2003, 2004–2007, 2008–2011, 2012–2017 that correspond to presidential terms.

For reference:

According to *VCIOM*, the approval rate of the President of the Russian Federation for the period from October to the 1st half of December 2025 was 75–76%. The proportion of negative assessments is 13–15%.

The estimates of the population in December 2025 are identical to those of December 2024 (the President’s approval rating was 76–77%).
There are no changes in 2025 compared to the average annual data of 2024.

Do you approve or disapprove of the way that the RF President is handling his job?
(% of respondents; VCIOM data)



Response	Dynamics (+/-)		
	Dec. 2024 to Dec. 2024	Oct. 2025 to Oct. 2025	2025 to 2024
I approve	+1	+2	-1
I disapprove	-2	-2	0

Wording of the question: "In general, do you approve or disapprove of the way that the Russian President is handling his job?"
Data for December 2025 – for one survey as of December 7, 2025.

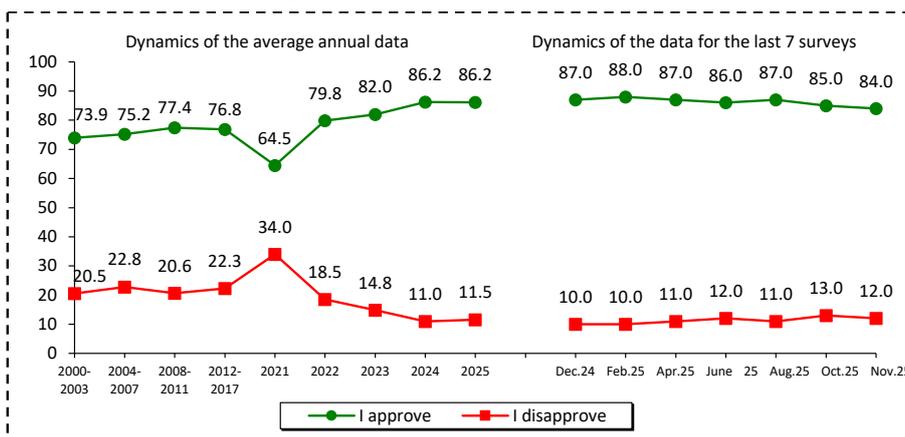
Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

Source: VCIOM. Available at: <https://wciom.ru/>

According to Levada-Center, The share of positive assessments of the activities of the President of the Russian Federation in October – November 2025 was 84–85%; the share of negative characteristics was 12–13%.*

*From December 2024 to November 2025, the approval level of the country's leader decreased slightly (by 3 percentage points, from 87 to 84%).
Compared to the annual average of 2024, no significant changes were recorded in 2025.*

In general, do you approve or disapprove of the way that Vladimir Putin is handling his job as President of Russia? (% of respondents; Levada-Center* data)



Response	Dynamics (+/-)		
	Nov. 2025 to Dec. 2024	Oct. 2025 to Oct. 2025	2025 to 2024
I approve	-3	-1	0
I disapprove	+2	-1	+1

Wording of the question: "In general, do you approve or disapprove of the way that Vladimir Putin is handling his job as President of Russia?"

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

Source: Levada-Center*. Available at: <https://www.levada.ru/>

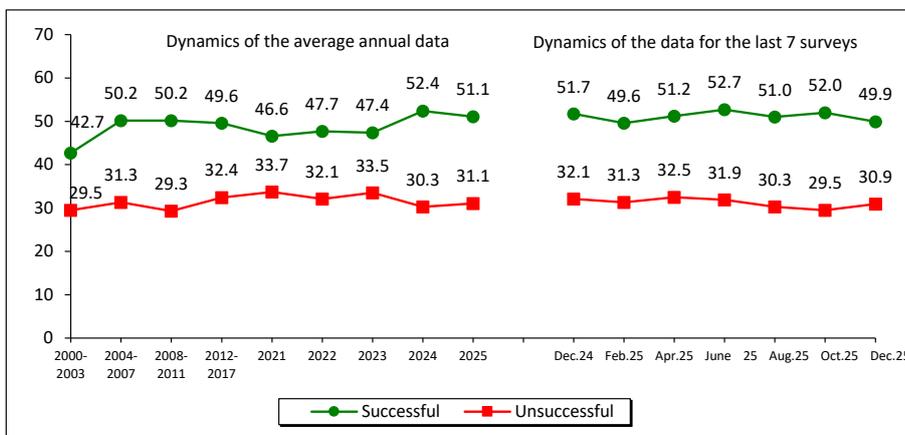
* Included in the register of foreign agents.

The share of residents of the region who consider the actions of the President of the Russian Federation to strengthen Russia’s international position to be successful was 50–52% in October – December 2025. The proportion of those who adhere to the opposite point of view is significantly less (31%).

Compared to December 2024, as well as the average for 2024–2025, the estimates of the region’s population regarding the success of the Russian President coping with problems in the country have not changed.

In your opinion, how successful is the RF President in handling challenging issues? (% of respondents; VoIRC RAS data)

Strengthening Russia’s international position



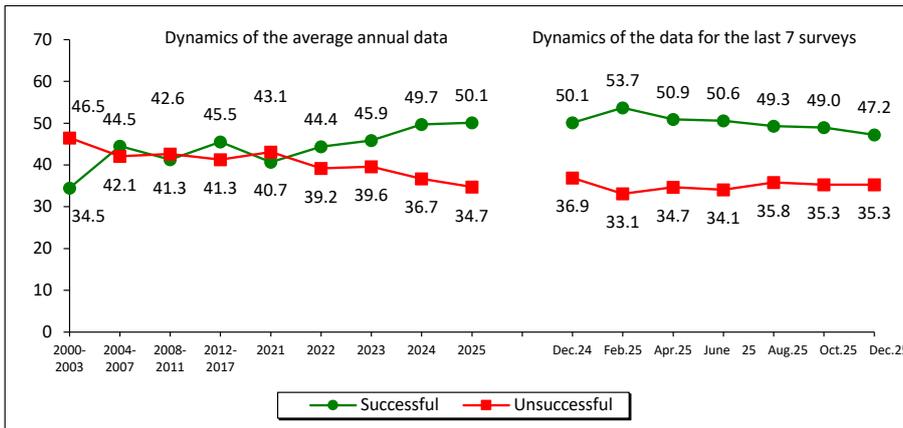
Response	Dynamics (+/-)		
	Dec. 2024 to Dec. 2025	Oct. 2025 to Dec. 2025	2025 to 2024
Successful	-2	-2	-1
Unsuccessful	-1	+1	+1

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

Over the past two months, the opinion of the residents of the region about the activities of the head of state to restore order in the country has remained the same: the share of positive judgments was 47–49%, negative – 35%. At the same time, since February of this year, the level of support has decreased by 7 percentage points (from 54 to 47%).

During the year (from December 2024 to December 2025), the share of positive assessments of the head of state’s activities to restore order in the country decreased slightly – by 3 percentage points, from 50 to 47%. For the period 2024–2025, population estimates remained at the same level.

Imposing order in the country



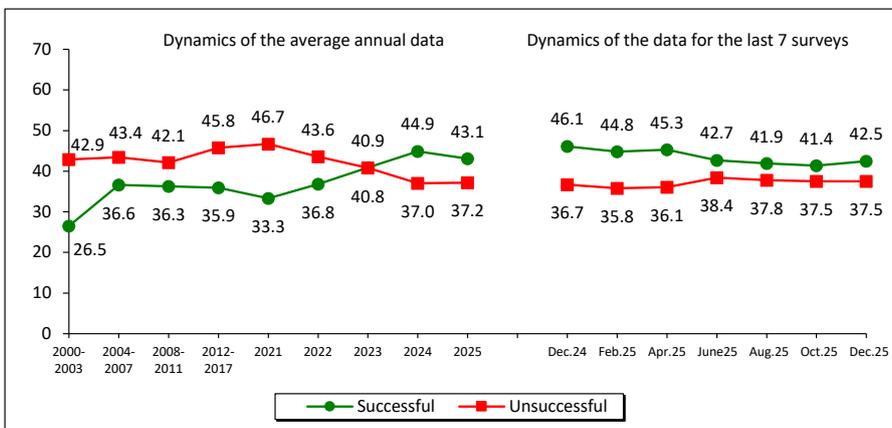
Response	Dynamics (+/-)		
	Dec. 2024	Oct. 2025	Dec. 2025 to 2025 to 2024
Successful	-3	-2	0
Unsuccessful	-2	0	-2

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

In October – December 2025, the share of residents of the region who positively assessed the activities of the President of the Russian Federation to protect democracy and strengthen citizens’ freedoms was 41–42%; the proportion of opposing opinions was 38%.

From December 2024 to December 2025, the proportion of positive ratings decreased by 4 percentage points, from 46 to 42%. The average annual data for 2025 correspond to the level of 2024.

Protecting democracy and strengthening citizens’ freedoms



Response	Dynamics (+/-)		
	Dec. 2024	Oct. 2025	Dec. 2025 to 2025 to 2024
Successful	-4	+1	-2
Unsuccessful	+1	0	0

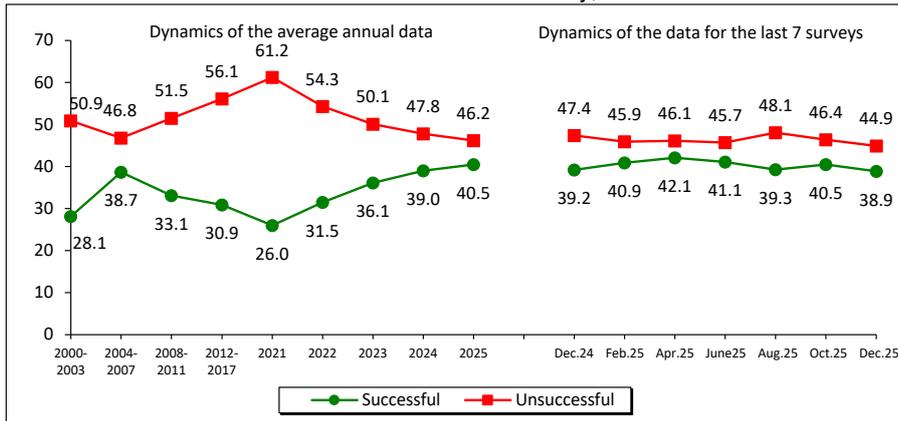
Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

The share of positive assessments of the success of the Russian President’s coping with the problem of economic recovery and the growth of citizens’ well-being over the past two months has been 39–41%.

During the period from December 2024 to December 2025, the share of negative assessments of the head of state’s activities to boost the economy and increase the welfare of citizens decreased slightly – from 47 to 45%.

On average, there are no significant changes in 2024 compared to 2025.

Economic recovery, increase in citizens’ welfare



Response	Dynamics (+/-)		
	Dec. 2024	Oct. 2025	Dec. 2025 to 2025
Successful	0	-2	+2
Unsuccessful	-3	-2	-2

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

The structure of political preferences of the residents of the region remained stable in October – December 2025. The share of people whose interests are expressed by the United Russia party was 38–40%, the Communist Party – 10–11%, the Liberal Democratic Party – 8–9%, Just Russia – 3–4%, New People – 2%.

During the year, the share of supporters of the United Russia party decreased by 4 percentage points (from 42 to 38%). A similar trend is typical for the average annual data: from 2024 to 2025, the number of supporters of United Russia decreased by 3 percentage points, from 43 to 40%. There are no significant changes in estimates for the remaining parties.

Which party expresses your interests? (% of respondents; VoIRC RAS data)

Party	Dynamics of the average annual data															Dynamics of the data for the last 7 surveys							Dynamics (+/-)		
	2011	Election to the RF State Duma 2011, fact		2012	2016	Election to the RF State Duma 2016, fact		2018	2020	Election to the RF State Duma 2020, fact		2021	2022	2023	2024	2025	Dec. 2024	Feb. 2025	Apr. 2025	June 2025	Aug. 2025	Oct. 2025	Dec. 2025	Dec. 2024	Oct. 2025
United Russia	31.1	33.4	29.1	35.4	38.0	37.9	31.5	49.8	31.7	35.2	39.5	42.9	40.3	42.3	39.9	40.5	41.6	41.2	40.5	38.1	-4	-2	-3		
CPRF	10.3	16.8	10.6	8.3	14.2	9.2	8.4	18.9	9.3	10.1	9.6	8.9	9.6	9.1	8.8	8.0	9.1	11.5	10.5	9.7	+1	-1	+1		
LDPR	7.8	15.4	7.8	10.4	21.9	9.6	9.5	7.6	9.9	7.3	7.0	7.1	8.2	8.8	7.5	7.1	9.4	8.7	7.8	8.6	0	+1	+1		
Just Russia – Patriots for the Truth	5.6	27.2	6.6	4.2	10.8	2.9	4.7	7.5	4.7	4.9	4.4	3.5	3.5	4.4	2.3	2.9	3.9	4.2	3.4	4.1	0	+1	0		
New People*	–	–	–	–	–	–	–	5.3	2.3	1.5	1.9	2.0	2.5	2.3	3.1	3.0	2.5	1.8	2.2	2.5	0	0	+1		
Other	1.9	–	2.1	0.3	–	0.7	0.5	–	0.2	0.3	0.1	0.2	0.1	0.3	0.3	0.0	0.1	0.1	0.1	0.2	0	0	0		
None	29.4	–	31.3	29.4	–	28.5	34.2	–	33.9	30.6	26.5	25.2	25.8	26.3	28.4	27.7	24.9	23.3	24.3	26.1	0	+2	+1		
Difficult to answer	13.2	–	11.7	12.0	–	11.2	11.1	–	10.0	10.1	11.1	10.3	10.0	6.5	9.7	10.8	8.5	9.2	11.3	10.7	+4	-1	0		

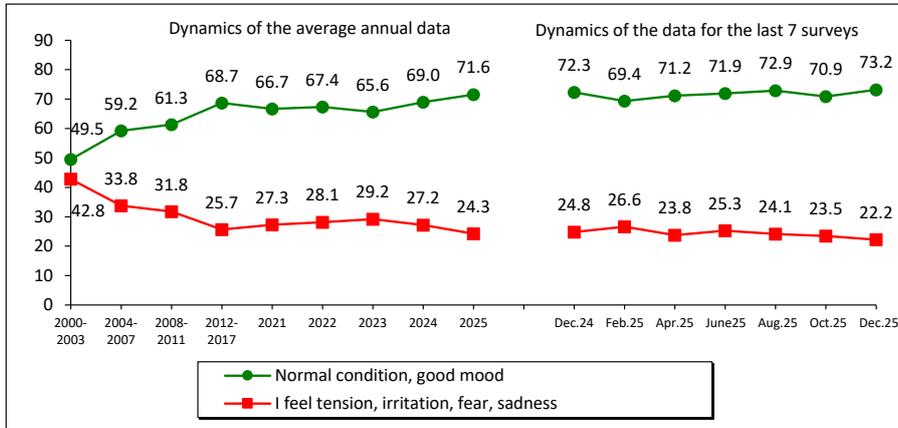
* The New People party was elected to the State Duma of the Russian Federation for the first time following the results of the election held on September 17–19, 2021.
 Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

Over the past two months, the share of positive social mood assessments has been 71–73%; the share of negative characteristics has been 22–23%.

From December 2024 to December 2025, the proportion of people who said they were in a «normal, wonderful» mood was 71–73% and remained unchanged. The proportion of those who experience «tension, irritation, fear, and longing» more often remains stable (22–23%).
 According to the average annual data for 2024–2025, the share of negative assessments by the population of their daily emotional state decreased slightly – by 3 percentage points, from 27 to 24%.

Estimation of social condition
(% of respondents; VoIRC RAS data)

Social mood



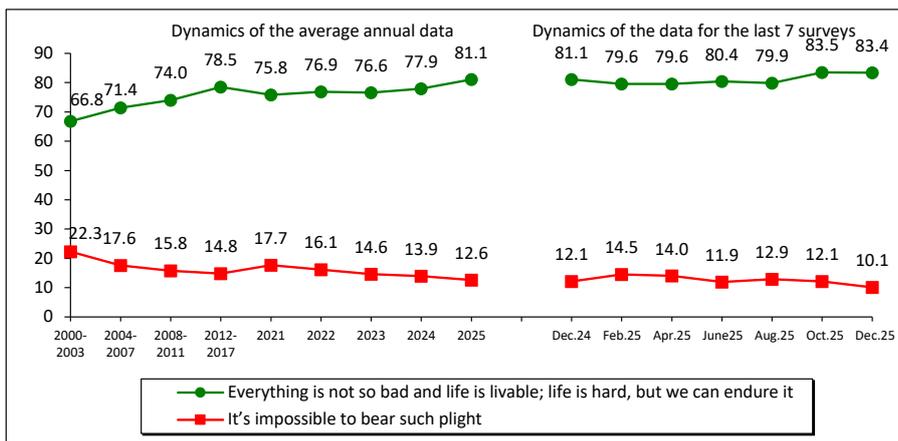
Response	Dynamics (+/-)		
	Dec. 2024	Oct. 2025	2025 to 2024
Normal condition, good mood	+1	+2	+3
I feel tension, irritation, fear, sadness	-3	-1	-3

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

The reserve of patience remains at a consistently high level: 83% of residents of the region in October – December 2025 noted that “everything is not so bad and life is livable”. The proportion of those who believe that it is “no longer possible” to tolerate their plight was 10–12%.

Similar estimates of the residents of the region were noted in December 2024, as well as on average for 2024–2025.

Reserve of patience



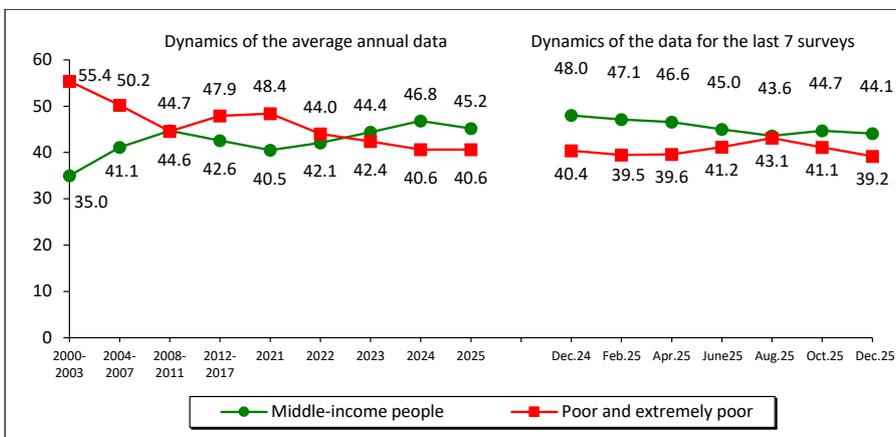
Response	Dynamics (+/-)		
	Dec. 2024	Oct. 2025	2025 to 2024
Everything is not so bad and life is livable; life is hard, but we can endure it	+2	0	+3
It's impossible to bear such plight	-2	-2	-1

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

As in October, in December 2025, the share of residents of the region subjectively classifying themselves as “middle-income” people was 44–45%. The proportion of the “poor and extremely poor” also remained unchanged (39–41%).

Over the past 12 months, the proportion of those who consider themselves middle-income people has decreased by 4 percentage points (from 48 to 44%). This decrease is especially noticeable in the groups of respondents with higher education, among the 20% of the most affluent citizens and among residents of Vologda. The proportion of people who identify themselves as “poor and extremely poor” has decreased among people with secondary vocational education and among the 20% of the least well-off. In 2025, there are no significant deviations from the annual average of 2024.

Social self-identification



Response	Dynamics (+/-)		
	Dec. 2025 to		2025 to 2024
	Dec. 2024	Oct. 2025	
Middle-income people	-4	-1	-2
Poor and extremely poor	-1	-2	0

Wording of the question: “What category do you belong to, in your opinion?”.

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

Proportion of “middle-income” people in various socio-demographic groups
(% of respondents; VoIRC RAS data)

Population group	Dynamics of the average annual data									Dynamics of the data for the last 7 surveys							Dynamics (+/-)		
	2007	2012	2018	2021	2022	2023	2024	2025	Dec. 2024	Feb. 2025	Apr. 2025	June 2025	Aug. 2025	Oct. 2025	Dec. 2025	Dec. 2024	Oct. 2025	2025 to 2024	
Gender																			
Men	50.4	45.7	43.2	40.0	41.5	45.0	46.6	47.1	49.8	49.5	50.0	47.1	43.7	45.3	46.7	-3	+1	+1	
Women	46.4	43.9	41.5	40.8	42.6	43.8	46.8	43.7	46.5	45.2	43.9	43.3	43.5	44.1	42.0	-5	-2	-3	
Age																			
Under 30	57.1	52.8	43.9	39.1	43.8	44.9	49.3	46.2	50.2	52.6	44.8	45.7	45.7	42.4	46.2	-4	+4	-3	
30–55	50.4	45.0	44.0	42.1	42.3	46.4	49.2	47.4	50.4	51.5	47.4	47.2	43.3	48.3	46.6	-4	-2	-2	
Over 55	36.6	37.4	39.4	39.0	41.3	41.7	42.8	42.2	44.2	39.7	46.4	42.2	43.2	41.1	40.3	-4	-1	-1	
Education																			
Secondary and incomplete secondary	37.1	33.3	35.7	34.7	35.0	34.0	38.0	36.4	39.1	40.5	40.3	38.4	35.3	30.4	33.5	-6	+3	-2	
Secondary vocational	50.9	42.7	46.2	43.0	45.1	47.8	48.5	48.1	49.4	47.6	47.4	47.2	46.5	48.8	50.8	+1	+2	0	
Higher and incomplete higher	58.3	57.0	44.1	43.5	47.1	50.2	54.1	51.1	55.3	53.7	53.1	49.2	48.6	54.9	47.3	-8	-8	-3	
Income group																			
Bottom 20%	25.7	20.8	24.7	28.4	24.3	23.0	24.8	22.4	25.6	25.4	21.3	15.1	23.6	24.4	24.6	-1	0	-2	
Middle 60%	46.3	42.6	42.7	37.3	41.5	42.1	44.3	44.1	45.4	44.6	45.7	44.6	41.2	44.6	43.6	-2	-1	0	
Top 20%	76.1	74.9	61.3	60.5	61.2	67.2	70.1	66.0	71.4	68.8	63.7	70.5	62.7	65.9	64.5	-7	-1	-4	
Territory																			
Vologda	57.5	43.7	42.0	36.0	35.5	44.6	51.5	47.9	52.2	51.5	49.5	47.1	46.4	48.1	44.8	-7	-3	-4	
Cherepovets	63.8	58.6	40.3	41.0	42.0	44.0	46.1	44.0	46.7	45.2	45.2	44.2	43.7	44.4	41.2	-6	-3	-2	
Districts	36.2	38.1	43.6	42.7	45.9	44.4	44.4	44.2	46.3	45.7	45.6	44.2	41.8	42.7	45.3	-1	+3	0	
Region	48.2	44.7	42.3	40.5	42.1	44.4	46.8	45.2	48.0	47.1	46.6	45.0	43.6	44.7	44.1	-4	-1	-2	
Total number of groups: positive changes / no changes / negative changes															14:	14:	14:		
															0 / 5	1 / 12	0 / 12		
															/ 9	/ 1	/ 2		
Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.																			

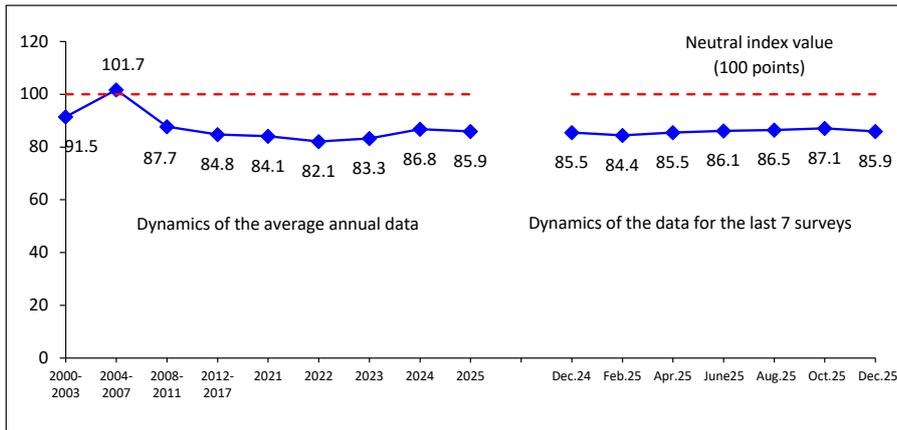
Proportion of those who identify themselves as “poor and poor and extremely poor” in various socio-demographic groups (% of respondents; VoIRC RAS data)

Population group	Dynamics of the average annual data								Dynamics of the data for the last 7 surveys							Dynamics (+/-)		
	2007	2012	2018	2021	2022	2023	2024	2025	Dec. 2024	Feb. 2025	Apr. 2025	June 2025	Aug. 2025	Oct. 2025	Dec. 2025	Dec. 2024	Oct. 2025	2025 to 2024
Gender																		
Men	39.8	42.7	43.3	48.0	44.7	40.5	40.1	39.4	37.3	37.4	37.3	38.9	43.6	41.6	37.7	0	-4	-1
Women	44.6	45.9	47.0	48.8	43.5	43.8	41.1	41.6	43.0	41.2	41.5	42.9	42.7	40.8	40.3	-3	-1	0
Age																		
Under 30	32.4	36.6	40.4	47.2	40.2	38.9	36.3	37.7	33.5	35.4	39.6	38.6	38.5	38.1	35.7	+2	-2	+1
30–55	40.0	44.0	43.2	45.4	42.5	39.0	37.6	37.7	38.7	35.4	36.9	37.2	41.4	38.5	37.0	-2	-2	0
Over 55	55.5	51.9	50.6	52.5	47.4	47.9	45.9	45.1	45.0	45.9	42.8	46.8	46.6	45.4	42.9	-2	-3	-1
Education																		
Secondary and incomplete secondary	52.6	56.0	53.5	55.4	50.2	50.7	48.4	48.8	47.7	46.8	46.6	46.4	50.5	52.5	49.9	+2	-3	0
Secondary vocational	39.9	46.4	42.0	46.0	41.5	39.3	39.3	37.0	39.9	38.6	38.1	39.6	37.9	38.2	29.5	-10	-9	-2
Higher and incomplete higher	33.1	32.3	41.1	44.0	39.7	38.1	34.0	36.1	33.7	32.7	32.9	37.5	41.6	32.5	39.4	+6	+7	+2
Income group																		
Bottom 20%	64.5	67.2	62.9	61.2	59.0	58.9	63.2	61.5	63.3	61.8	63.3	69.4	59.1	64.8	50.8	-13	-14	-2
Middle 60%	45.0	48.0	46.5	53.0	46.6	46.0	42.9	42.7	42.2	41.7	41.4	43.3	45.9	42.1	41.6	-1	-1	0
Top 20%	15.9	16.7	28.6	27.8	27.9	21.3	20.0	21.5	23.0	20.2	24.3	14.0	28.8	20.7	21.2	-2	+1	+2
Territory																		
Vologda	32.3	44.1	40.4	47.9	47.0	40.9	34.3	33.7	35.5	33.9	33.3	33.6	32.8	33.8	35.0	-1	+1	-1
Cherepovets	31.4	31.9	52.4	49.1	46.7	45.8	43.7	44.8	47.2	46.2	44.9	45.5	44.4	43.4	44.1	-3	+1	+1
Districts	52.5	51.1	44.2	48.3	40.8	41.2	42.6	42.4	39.4	39.0	40.4	43.3	48.6	44.3	38.7	-1	-6	0
Region	42.5	44.5	45.4	48.4	44.0	42.4	40.6	40.6	40.4	39.5	39.6	41.2	43.1	41.1	39.2	-1	-2	0
Total number of groups: positive changes / no changes / negative changes															14: 2 / 11 / 1	14: 4 / 9 / 1	14: 0 / 14 / 0	
Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.																		

The Consumer Sentiment Index (CSI) in October – December 2025 amounted to 86–87 points.

In December 2025, the value of the CSI corresponds to the data of December 2024 (85–86 points). Compared with the annual average of 2024, no significant changes were recorded in 2025.

Consumer Sentiment Index (CSI, points; VoIRC RAS data for the Vologda Region)



Response	Dynamics (+/-)		
	Dec. 2025 to Dec. 2024	Oct. 2025	2025 to 2024
Index value, points	0	-1	-1

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

Dynamics of the Consumer Sentiment Index in various socio-demographic groups (points)

Population group	2023	Feb. 2024	Apr. 2024	June 2024	Aug. 2024	Oct. 2024	Dec. 2024	2024	Feb. 2025	Apr. 2025	June 2025	Aug. 2025	Oct. 2025	Dec. 2025	2025	Dynamics (+/-)		
																Dec. 2025 to Dec. 2024	Oct. 2025	2025 to 2024
Gender																		
Men	84.2	82.8	85.8	84.3	89.1	85.5	85.7	85.5	86.2	85.5	87.2	86.8	88.9	87.1	87.0	+1	-2	+2
Women	82.6	85.8	87.6	89.2	88.7	88.4	85.5	87.5	83.0	85.4	85.4	86.2	85.8	85.1	85.2	0	-1	-2
Age																		
Under 30	89.9	90.9	90.2	96.8	98.4	95.5	91.8	93.9	95.2	87.9	93.1	94.5	92.0	88.9	91.9	-3	-3	-2
30–55	84.5	85.2	88.4	85.9	91.2	88.3	87.1	87.7	87.3	86.7	89.3	87.2	89.4	87.8	88.0	+1	-2	0
Over 55	79.4	81.4	83.5	84.9	82.4	82.5	81.5	82.7	76.9	83.1	79.9	82.8	82.6	82.8	81.4	+1	0	-1
Education																		
Secondary and incomplete secondary	79.8	80.0	83.6	86.9	85.4	86.3	82.1	84.1	82.7	83.1	82.9	85.5	88.4	85.4	84.7	+3	-3	+1
Secondary vocational	85.8	85.1	88.3	86.2	88.8	89.0	89.7	87.9	84.4	88.2	89.0	86.0	86.6	88.5	87.1	-1	+2	-1
Higher	83.3	87.5	88.4	88.2	92.9	85.7	84.4	87.9	86.3	84.9	86.2	88.0	86.4	83.2	85.8	-1	-3	-2
Income group																		
Bottom 20%	70.3	71.7	72.3	74.2	69.4	79.0	76.6	73.9	69.2	66.2	63.0	74.8	76.8	69.2	69.9	-7	-8	-4
Middle 60%	83.9	84.0	88.3	85.2	89.9	87.2	85.3	86.7	84.8	88.0	87.2	86.5	88.3	87.8	87.1	+3	-1	0
Top 20%	95.4	97.7	97.9	101.9	99.7	97.6	91.2	97.7	96.9	94.8	104.7	94.7	93.9	97.1	97.0	+6	+3	-1
Territory																		
Vologda	73.2	76.7	79.7	78.8	80.8	77.3	76.5	78.3	75.2	77.7	75.8	71.9	73.4	74.5	74.8	-2	+1	-4
Cherepovets	87.0	90.4	92.4	93.0	93.0	93.0	92.0	92.3	91.5	93.8	94.7	98.3	99.5	98.0	96.0	+6	-2	+4
Districts	86.9	85.7	87.7	88.4	91.2	89.6	87.3	88.3	85.7	85.4	87.6	88.6	88.4	86.0	87.0	-1	-2	-1
Region	83.3	84.5	86.8	87.0	88.9	87.1	85.5	86.6	84.4	85.5	86.1	86.5	87.1	85.9	85.9	0	-1	-1
Total number of groups: positive changes / no changes / negative changes															14:	14:	14:	
															2 / 11	0 / 13	1 / 11	
															/ 1	/ 1	/ 2	

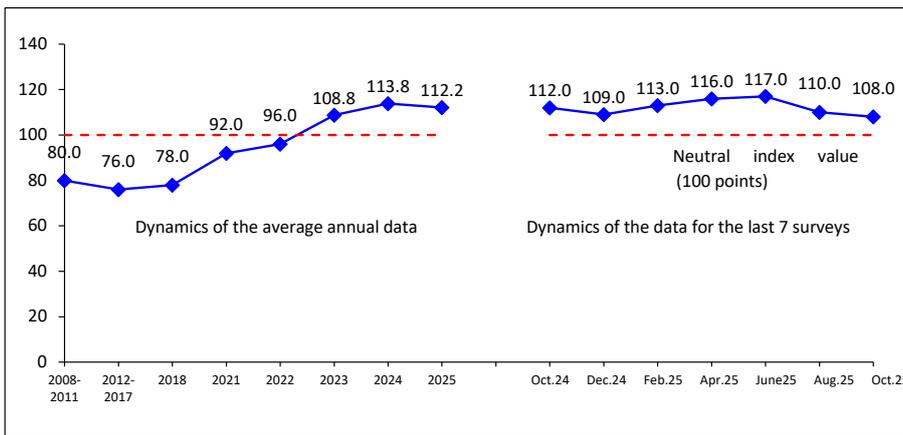
Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

For reference:

According to the latest data from the all-Russian Levada-Center surveys* (for the period from August to October 2025), the Consumer Sentiment Index decreased and amounted to 110–108 points. A more significant decline has occurred since June 2025 – by 9 points, from 117 to 108.

Negative changes have been observed over the past 12 months (CSI decreased by 4 points, from 112 to 108 points). According to the average annual data for 2024 and 2025, no significant changes are recorded.

Consumer Sentiment Index (CSI, points; Levada-Center* data for Russia³)



Response	Dynamics (+/-)		
	Oct. 2024	Aug. 2025	2025 to 2024
Index value, points	-4	-2	-2

The index is calculated since 2008.
The latest data – as of October 2025.

Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.

Source: Levada-Center*. Available at: <https://www.levada.ru/indikatory/sotsialno-ekonomicheskie-indikatory/>

During the period from October to December 2025, there were no significant changes in the dynamics of the share of positive assessments of social mood on average in the region. However, positive changes are recorded in five socio-demographic groups. The share of positive ratings increased by 5 percentage points among men (from 68 to 73%), people aged 30–55 (from 74 to 78%), people with higher and incomplete higher education (from 73 to 78%), according to subjective self-assessments of income level belonging to the group of 20% of the most affluent citizens (from 84 to 89%); by 4 percentage points – among those with secondary vocational education.

³ Since March 2025, Levada-Center* has updated data on the CSI. The CSI in Russia has been calculated since 1993 on the basis of five questions, similar to the index developed in the 1940s by the Institute for Social Research at the University of Michigan. The individual indices for each question are calculated as the difference between the proportions of positive and negative responses plus 100. The cumulative CSI is the arithmetic mean of individual indices (range 0–200, where >100 is the predominance of positive ratings). In 2009, the CSI was linked to the values of March 2008 (100% base), which was associated with a change in the methodology of surveys and the economic crisis. However, this led to the fact that the index began to reflect changes only relative to 2008. Since March 2025, it was decided to return to the original method of calculating the CSI, abandoning the link to 2008, because in 2023, many indicators exceeded the peaks of 2008 and the old version of the index ceased to adequately reflect the current situation. A return to the original methodology is intended to solve this problem. Source: Updated Consumer Sentiment Index: February 2025 Figures. Available at: <https://www.levada.ru/2025/03/26/obnovlennyyj-indeks-potrebitelskihnastroenij-pokazately-fevralya-2025-goda/>.

*Included in the register of foreign agents.

From December 2024 to December 2025, there were no significant changes in most socio-demographic groups. The share of positive ratings increased only in three categories: among men, people aged 30–55 years, and those belonging to the group of 20% of the most affluent citizens. There was a deterioration in mood among young people under 30 (by 7 percentage points, from 81 to 74%) and in the low-income group (by 5 percentage points, from 56 to 51%).

In general, the situation is stable in 2025, estimates correspond to the average annual data of the previous year.

Social mood in different social groups
(Response “Wonderful mood, normal, stable condition”, % of respondents; VoIRC RAS data)

Population group	Dynamics of the average annual data									Dynamics of the data for the last 7 surveys							Dynamics (+/-)		
	2007	2012	2018	2021	2022	2023	2024	2025	Дек. 2024	Фев. 2025	Апр. 2025	Июнь 2025	Авг. 2025	Окт. 2025	Дек. 2025	Dec. 2025 to Dec. 2024	Oct. 2025	2025 to 2024	
Gender																			
Men	65.9	69.1	72.8	65.7	66.8	65.5	66.5	70.7	69.2	70.1	68.8	71.6	72.1	68.2	73.3	+4	+5	+4	
Women	61.7	65.8	69.8	67.4	67.9	65.7	70.9	72.3	74.7	68.8	73.1	72.2	73.5	73.1	73.1	-2	0	+1	
Age																			
Under 30	71.3	72.3	79.9	73.5	77.6	75.0	76.6	76.8	81.3	79.9	76.7	76.7	78.1	75.2	74.3	-7	-1	0	
30–55	64.8	67.9	72.6	69.5	69.4	68.8	71.3	74.3	73.2	70.2	74.1	74.1	74.9	73.9	78.4	+5	+5	+3	
Over 55	54.8	62.1	65.2	60.5	61.1	58.2	63.3	66.5	67.8	64.6	65.8	67.6	68.6	65.9	66.6	-1	+1	+3	
Education																			
Secondary and incomplete secondary	58.4	57.2	64.8	62.1	64.6	62.0	64.6	67.2	65.5	64.6	65.6	68.4	70.3	68.4	66.1	+1	-2	+3	
Secondary vocational	64.6	66.7	72.1	66.7	68.3	66.1	70.3	73.6	76.5	71.8	74.8	74.1	73.6	71.4	75.6	-1	+4	+3	
Higher and incomplete higher	68.6	77.0	76.7	71.5	69.5	68.8	72.3	73.9	74.2	71.4	73.4	73.0	74.7	73.1	77.6	+3	+5	+2	
Income group																			
Bottom 20%	51.6	51.5	57.2	54.6	57.0	50.1	53.5	55.2	55.7	55.9	56.9	56.1	58.3	53.3	50.7	-5	-3	+2	
Middle 60%	62.9	68.7	72.1	67.3	68.1	67.4	70.7	73.2	74.2	70.5	72.6	74.4	73.1	73.1	75.2	+1	+2	+3	
Top 20%	74.9	81.1	82.4	79.9	78.3	73.9	77.6	83.6	80.6	77.9	81.3	84.1	83.8	84.8	89.4	+9	+5	+6	
Territory																			
Vologda	63.1	73.6	71.0	60.3	59.8	59.6	66.0	70.2	69.6	66.7	68.6	69.5	72.9	71.4	71.9	+2	+1	+4	
Cherepovets	68.1	76.2	75.7	71.0	71.2	68.1	69.8	73.1	73.0	69.9	71.5	72.5	75.0	73.2	76.3	+3	+3	+3	
Districts	61.6	59.8	68.6	67.8	69.5	67.7	70.2	71.6	73.4	70.7	72.7	73.1	71.6	69.3	72.2	-1	+3	+1	
Region	63.6	67.3	71.2	66.6	67.4	65.6	69.0	71.6	72.3	69.4	71.2	71.9	72.9	70.9	73.2	+1	+2	+3	
Total number of groups: positive changes / no changes / negative changes															14: 3/9 /2	14: 4/10 /0	14: 3/11 /0		
Positive changes are highlighted in green, negative changes are highlighted in red, and no changes – in blue. Due to the fact that the changes of +/- 3 p.p. fall within the limits of sampling error, they are considered insignificant and are marked in blue.																			

RESUME

The public opinion monitoring data for December 2025 allows us to conclude that the population's assessments of key socio-political and socio-economic indicators in the country and the region are stable. The main trends show a consolidation of opinions at the level established over the previous measurement period – October 2025.

Approval of the activities of the country's top leadership remains at a consistently high level. The support of the President of the Russian Federation during 2025 fluctuated in a narrow range of 65–67%, which is comparable to the indicators of 2024 and exceeds the level of 2023. Approval of the activities of the Chairman of the Government of the Russian Federation also remained at about 54%. **At the same time, there was a decrease in assessments of the Vologda Region Governor's performance: the share of those approving decreased from 52% in 2024 to 43% in 2025. However, in the short term, negative trends are slowing down: since June 2025, the approval rating for his work has increased from 40 to 43%.**

United Russia dominates party preferences, **although its support has decreased from 42 to 38% over the year**, which raises concerns before the elections to the State Duma of the Russian Federation of the IX convocation in 2026⁴. Other parties (CPRF, LDPR, Just Russia, New People) have maintained their positions without significant changes.

The social well-being of the population is characterized by a stable positive background. About 71–73% of the region's residents rate their mood as normal or good. The reserve of social patience ("everything is not so bad and life is livable") demonstrates a high and stable indicator (83%).

However, there has been a negative trend in subjective social identification: the proportion of those who identify themselves as "middle-income people" has decreased over the year from 48 to 44%, while the proportion of those who identify themselves as "poor and extremely poor" remains high (39–41%).

The Consumer Sentiment Index (CSI) in the region remains below the 100-point mark, amounting to 86–87 points, which indicates restrained negative expectations of the population in the economic sphere. At the same time, the CSI remained stable both in comparison with 2024 and in the short-term dynamics over two months.

A detailed analysis in the context socio-demographic groups shows that positive changes in social mood over the past year have mainly affected the most affluent categories (20% of the most affluent), men and middle-aged people (30–55 years old). At the same time, a deterioration in mood was noted among young people under the age of 30 and the least affluent citizens.

Thus, stability is a key characteristic of the Vologda Region society in 2025. The high level of support for the federal government is combined with a decrease in the approval of the regional leadership. A high level of basic social optimism and patience remains; however, economic expectations remain restrained, and the subjective perception of one's own financial situation shows a tendency to deteriorate moderately. Public sentiment is generally consolidated, and the observed changes are structural in nature, which consists in the stratification of social well-being by income and age. The overall positive background of sentiment masks a growing polarization: the improvement of the situation among the most affluent groups is taking place in parallel with a deterioration in sentiment among young people and the least affluent residents of the region.

Prepared by K.E. Kosygina and I.M. Bakhvalova

⁴ Elections to the State Duma of the Russian Federation of the IX convocation will be held on the Single Voting Day on September 18–20, 2026.