

MONITORING OF THE SOCIAL WELL-BEING OF THE VOLOGDA REGION POPULATION IN OCTOBER 2025

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In September–October 2025, the Federal State Budgetary Institution of Science "Vologda Research Center of the Russian Academy of Sciences" (VolRC RAS) conducted another round of public opinion monitoring regarding the socio-economic and political situation in the country and the region. The study results are presented in the following material.

The VolRC RAS public opinion monitoring has been conducted since 1996 at two-month intervals. The survey covers 1,500 respondents aged 18 and over in the cities of Vologda and Cherepovets, as well as in Babayevsky, Velikoustyugsky, Vozhegodsky, Gryazovetsky, Tarnogsky, Kirillovsky, Nikolsky municipal okrugs, and Sheksninsky Municipal District. The sample's representativeness is ensured by maintaining the following proportions: between urban and rural populations; between residents of different types of settlements (rural settlements, small and medium towns); and the gender-age structure of the adult population of the region. The survey method is face-to-face questionnaire interviews at respondents' residences. The sampling error does not exceed 3%.

The study analyzes the dynamics of assessments across 14 socio-demographic categories, segmented by:

- gender (male, female);
- age (under 30, 30 to 55, over 55);
- education level (secondary or incomplete secondary, vocational secondary, higher);
- self-assessed income level (the 20% least well-off, the 60% average, the 20% most well-off);
- area of residence (Vologda, Cherepovets, districts of the region).

An index method is used to process the sociological information and analyze the data. To calculate the indices, the percentage of negative responses is subtracted from the percentage of positive responses; then, 100 is added to the result to avoid negative values. Thus, entirely negative responses would yield a total index of 0, entirely positive – 200, and a balance of the two – an index of 100, which essentially serves as the neutral mark.

🟡 In August–October 2025, as over the past 12 months, the indicators of social well-being of the population in the Vologda Region showed no significant change. The share of positive assessments of social sentiment was 70–71%; negative – 24–26% (*Tab. 1*).

🟢 At the same time, there was a slight increase in the proportion of positive characteristics of the "reserve of patience": the share of those who believe that "things are not so bad and one can live; life is hard, but bearable" increased by 4 percentage points (p.p.) (from 80% to 84%).

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Table 1. Dynamics of selected social well-being indicators for the population of the Vologda Region*, % of respondents

Indicator	Response option	2012	2015	2018	2019	2020	2021	2022	2023	2024	Oct. 2024	Dec. 2024	Feb. 2025	Apr. 2025	June 2025	Aug. 2025	Oct. 2025	Dynamics (+/-), Oct. 2025 to	
																		Aug. 25	Oct. 24
Mood	Excellent mood; normal state	67,3	68,7	71,2	69,9	61,0	66,7	67,3	65,6	69,0	70,1	72,3	69,4	71,2	71,9	72,9	70,9	-2	+1
	Feeling tension, irritation; fear, melancholy	27,0	25,9	23,1	24,5	30,4	27,3	28,1	29,2	27,2	25,9	24,8	26,6	23,8	25,3	24,1	23,5	-1	-2
	Index of Social Sentiment	140,3	142,8	148,2	145,5	130,6	139,4	139,3	136,4	141,8	144,2	147,5	142,8	147,4	146,6	148,8	147,4	-1	+3
Patience reserve	Things are not so bad and one can live; life is hard, but bearable	76,6	78,4	77,1	77,0	72,3	75,8	76,9	76,5	77,9	79,6	81,1	79,6	79,6	80,4	79,9	83,5	+4	+4
	Our dire situation is no longer bearable	15,8	14,5	16,3	17,2	19,9	17,7	16,1	14,6	13,9	14,1	12,1	14,5	14,0	11,9	12,9	12,1	-1	-2
	Index of Patience Reserve	160,8	163,9	160,8	158,8	152,5	158,1	160,8	162,0	164,0	165,5	169,0	165,1	165,6	168,5	167,0	171,4	+4	+6

* According to the research methodology, the sampling error does not exceed 3%. Therefore, here and henceforth, changes with a difference of 3 p.p. or less are considered insignificant; in the tables, they are highlighted in blue.

📈 In the dynamics of self-assessed monetary incomes over the last two months, minor positive changes are noted among representatives of the 20% least well-off population (an increase of 2 thousand rubles, from 14 to 16 thousand rubles) and the 60% average-income category (also an increase of 2 thousand rubles, from 27 to 29 thousand rubles; *Tab. 2*).

📈 Over the 12 months, the income level (based on self-assessments) increased across all income groups, especially among representatives of the 20% most well-off residents of the region (an increase of 7 thousand rubles, from 43 to 50 thousand rubles).

🟡 Assessments of the economic situation in the country and the Region in October 2025 remained at the level of two months prior:

- the share of positive judgments is 16–17%;
- 40–42% of the Region's residents hold neutral views;

- the proportion of negative assessments is 26–32% (*Tab. 3*).

As in August 2025, the share of people positively assessing their family's financial situation stands at 15%, neutral at 49%, and negative at 25%.

📈 Among the changes over the past 12 months, a slight decrease in the share of neutral assessments of personal financial standing should be noted (by 4 p.p., from 53% to 49%) alongside an increase in the proportion of positive judgments (by 3 p.p., from 12% to 15%).

In the dynamics of assessments regarding the political situation in the country and the region over the last two months (as well as in the annual retrospective), no significant changes occurred either. The share of people who consider the political situation in the country "calm, favorable" is 24%, and in the region – 52–53% (*Tab. 4*).

Table 2. Income per family member and ratio of income per family member to the subsistence minimum (by income group)

Income group	2012	2015	2018	2019	2020	2021	2022	2023	2024	Oct. 2024	Dec. 2024	Feb. 2025	Apr. 2025	June 2025	Aug. 2025	Oct. 2025	Dynamics (+/-), Oct. 2025 to	
																	Aug. 25	Oct. 24
Income per family member, RUB																		
20% least well-off	4330	5430	6602	7792	7546	8529	10008	11746	13211	13450	14128	13609	14382	13726	14118	16549	+2431	+3099
60% average	9293	11708	13251	14113	14031	15741	17503	20310	22885	23481	25140	25473	27120	26831	27079	29274	+2195	+5793
20% most well-off	19907	23624	27433	28267	28207	30338	37250	40186	43286	43120	43270	48009	50076	53688	52992	49932	-3060	+6812
Average for the region	10425	12837	14757	15686	15570	17220	19953	22578	25038	25413	26566	27607	29161	29579	29669	30863	+1194	+5450
Subsistence minimum, RUB*	6563	9639	10658	11042	11509	11767	13633	14519	15608	15608	15608	17910	17910	17910	17910	17910	0	+2302
Ratio of income per family member to the subsistence minimum by income group, times																		
20% least well-off	0,7	0,6	0,6	0,7	0,7	0,7	0,7	0,8	0,8	0,9	0,9	0,8	0,8	0,8	0,8	0,9	+0,1	0
60% average	1,4	1,2	1,2	1,3	1,2	1,4	1,3	1,4	1,5	1,5	1,6	1,4	1,5	1,5	1,5	1,6	+0,1	+0,1
20% most well-off	3,0	2,5	2,6	2,6	2,5	2,6	2,7	2,8	2,8	2,8	2,8	2,7	2,8	3,0	3,0	2,8	-0,2	0
Average for the region	1,6	1,3	1,4	1,4	1,4	1,5	1,5	1,6	1,6	1,6	1,7	1,5	1,6	1,7	1,7	1,7	0	+0,1

*Source: Resolutions of the Government of the Vologda Region "On Establishing the Subsistence Minimum per Capita and for Main Socio-Demographic Groups in the Vologda Region". Official Portal of the Government of the Vologda Region. Available at: <https://vologda-Region.ru>.

Table 3. Dynamics of assessments of economic and financial standing, % of respondents

Income group	2012	2015	2018	2019	2020	2021	2022	2023	2024	Oct. 2024	Dec. 2024	Feb. 2025	Apr. 2025	June 2025	Aug. 2025	Oct. 2025	Dynamics (+/-), Oct. 2025 to	
																	Aug. 25	Oct. 24
Economic situation in Russia																		
Good	10,7	6,2	14,4	14,6	11,7	11,5	11,7	12,1	13,9	16,8	14,7	13,0	14,3	14,2	15,1	16,1	+1	-1
Average	51,2	46,6	43,9	44,6	42,9	42,7	42,3	43,2	45,7	44,7	45,5	46,7	44,9	44,3	43,3	41,5	-2	-3
Poor	25,5	35,5	27,2	26,1	31,1	30,8	32,9	30,2	26,2	26,7	26,8	29,0	29,4	28,5	27,5	26,4	-1	0
Index	85,2	70,7	87,2	88,6	80,6	80,8	78,7	81,9	87,7	90,1	87,9	84,0	84,9	85,7	87,6	89,7	+2	0
Economic situation in the region																		
Good	9,9	5,2	11,8	11,5	10,8	10,9	11,1	13,8	15,0	14,8	15,8	15,2	16,2	15,9	16,5	17,7	+1	+3
Average	49,4	39,9	39,2	41,3	38,3	40,4	40,1	42,7	43,8	42,2	42,3	45,3	41,5	40,8	43,5	40,1	-3	-2
Poor	29,4	43,0	36,9	34,9	36,9	35,9	36,5	32,6	30,3	31,2	30,8	29,5	33,2	31,7	30,9	32,0	+1	+1
Index	80,5	62,2	74,9	76,6	73,9	75,0	74,6	81,2	84,7	83,6	85,0	85,7	83,0	84,2	85,6	85,7	0	+2
Financial situation of the family																		
Good	10,1	7,9	11,8	10,2	9,2	8,4	8,8	10,1	12,4	12,0	13,7	13,8	14,0	14,7	13,8	15,3	+2	+3
Average	54,2	49,5	48,7	50,1	46,2	48,6	47,9	51,0	51,6	52,7	49,9	47,0	46,5	47,7	50,7	48,9	-2	-4
Poor	27,4	31,2	30,2	29,7	33,0	32,4	32,2	27,9	26,4	24,7	26,1	29,1	26,4	27,5	25,2	25,3	0	+1
Index	82,7	76,7	81,6	80,4	76,2	76,0	76,4	82,2	86,0	87,3	87,6	84,7	87,6	87,2	88,6	90,0	+1	+3

Table 4. Dynamics of assessments of the political situation, % of respondents

Income group	2012	2015	2018	2019	2020	2021	2022	2023	2024	Oct. 2024	Dec. 2024	Feb. 2025	Apr. 2025	June 2025	Aug. 2025	Oct. 2025	Dynamics (+/-), Oct. 2025 to	
																	Aug. 25	Oct. 24
<i>In Russia</i>																		
Favorable, calm	39,8	25,5	40,4	45,0	41,0	37,2	27,5	23,3	24,7	23,7	24,9	22,3	24,7	24,3	25,6	24,0	-2	0
Tense, critical, explosive	43,2	58,7	45,6	41,6	43,2	47,2	56,9	62,3	59,7	59,9	61,3	63,0	61,1	62,1	61,3	60,2	-1	0
<i>Index</i>	<i>96,6</i>	<i>66,8</i>	<i>94,8</i>	<i>103,5</i>	<i>97,8</i>	<i>89,9</i>	<i>70,6</i>	<i>61,0</i>	<i>65,0</i>	<i>63,8</i>	<i>63,6</i>	<i>59,3</i>	<i>63,6</i>	<i>62,2</i>	<i>64,3</i>	<i>63,8</i>	<i>-1</i>	<i>0</i>
<i>In the region</i>																		
Favorable, calm	51,8	46,0	54,9	58,0	53,9	53,7	47,9	49,8	52,5	53,3	53,5	51,3	52,9	54,3	51,1	52,3	+1	-1
Tense, critical, explosive	31,8	39,1	33,3	31,5	32,9	34,3	40,4	41,0	39,1	38,9	39,0	40,4	38,3	37,1	38,9	39,2	0	0
<i>Index</i>	<i>120,0</i>	<i>106,9</i>	<i>121,6</i>	<i>126,4</i>	<i>121,0</i>	<i>119,8</i>	<i>107,5</i>	<i>108,8</i>	<i>113,4</i>	<i>114,4</i>	<i>114,5</i>	<i>110,9</i>	<i>114,6</i>	<i>117,2</i>	<i>112,2</i>	<i>113,1</i>	<i>+1</i>	<i>-1</i>

Summary

The study results show that against the backdrop of the ongoing complex international political situation and continuing economic sanctions, public opinion assessments on the main monitoring indicators remain stable, both in the short-term and long-term retrospective.

Over the past 12 months, there has been a slight improvement in citizens' self-assessments of their financial standing and, more importantly, in indicators of the population's psychological well-being (specifically, the social "reserve of patience").

However, it should be noted that for many residents of the region, the situation in the country remains quite alarming:

60% characterize the political situation in Russia as "tense, critical, explosive"; 26–28% of the surveyed citizens express negative assessments regarding the economic situation.

Thus, overall, one can speak of the preservation of a stable, steady emotional background, especially concerning the assessment of the state of affairs in the region and at the level of personal daily life. Anxious feelings about the situation in the country are quite understandable, objective in nature, and largely depend on developments in the international political arena.

The results of the subsequent rounds of the VoIRC RAS monitoring will indicate the direction of further dynamics in public opinion on key aspects of citizens' daily lives.

MONITORING OF SOCIAL SENTIMENT



Figure 1. Index of Social Sentiment, points

From August to October 2025, the social sentiment of the residents of the Vologda Region remained unchanged. The Index of Social Sentiment stands at 147–149 points.

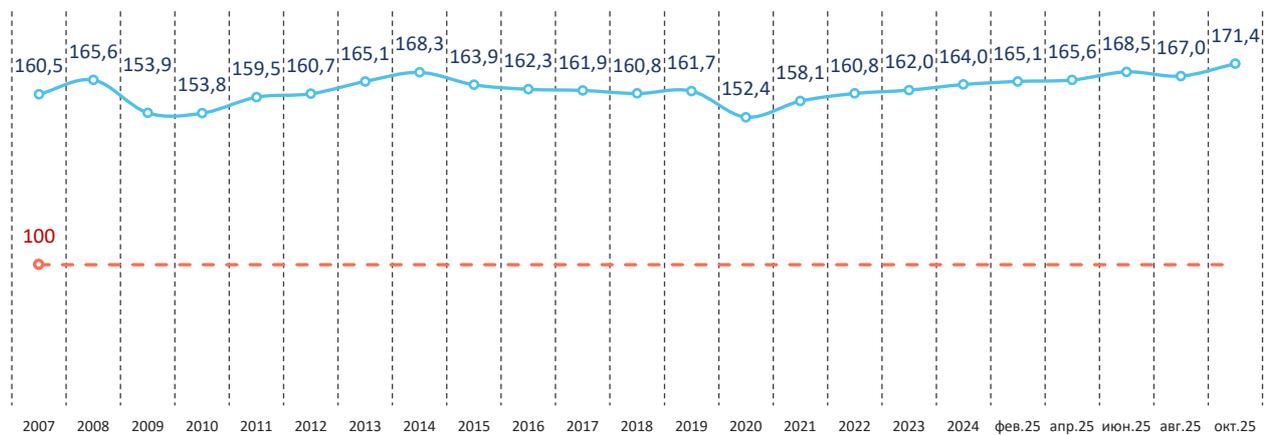


Figure 2. Index of Patience Reserve, points

In October 2025, the Index of Patience Reserve for the region's residents reached 171 points, which is the highest value for the presented period. Compared to August of this year, it increased by 4 points (from 167 to 171 points).

Here and henceforth: To calculate the indices, the percentage of negative responses is subtracted from the percentage of positive responses; then, 100 is added to the result to avoid negative values. Thus, entirely negative responses would yield a total index of 0, entirely positive – 200, and a balance of the two – an index of 100, which essentially serves as the neutral mark (---).

Data are presented from 2007 – the final year of V.V. Putin's second presidential term.



Figure 3. Approval of the activities of the President of the Russian Federation, % of respondents

From August to October 2025, the approval rating for the activities of the President of the Russian Federation remained unchanged both in the Vologda Region and in Russia as a whole, standing at 66–67% and 75–76%, respectively.



Figure 4. Approval of the activities of the Government of the Russian Federation, % of respondents

From August to October 2025, the share of positive assessments of the work of the Government of the Russian Federation by the region's residents showed no significant change (48–50%). For the country as a whole, this indicator decreased by 3 p.p. (from 51% to 48%).

Here and henceforth: Vologda Region – data from VolRC RAS; Russian Federation – data from VCIOM (<https://wciom.ru>).

VCIOM data – approval of the activities of the President of the RF and the Government of the RF: average of 2 surveys dated 05.10.2025 and 12.10.2025.



Figure 5. Likelihood of protest actions
(share of respondents who noted the possibility of mass protest rallies),
% of respondents



Figure 6. Willingness to participate in protests
(share of respondents ready to take part in mass protest actions),
% of respondents

In October 2025, assessments of the degree of social tension in the Region remained at the level of August values. The share of those who consider protest actions likely is 13–14%, while those willing to participate in them is 11–12%.

Monitoring of social sentiment



Figure 7. Assessment of the economic situation in the region, % of respondents

From August to October 2025, the proportion of positive and negative assessments of the economic situation in the Region remained unchanged (17–18% and 31–32%, respectively). At the same time, the share of neutral assessments decreased by 4 p.p. (from 44% to 40%).

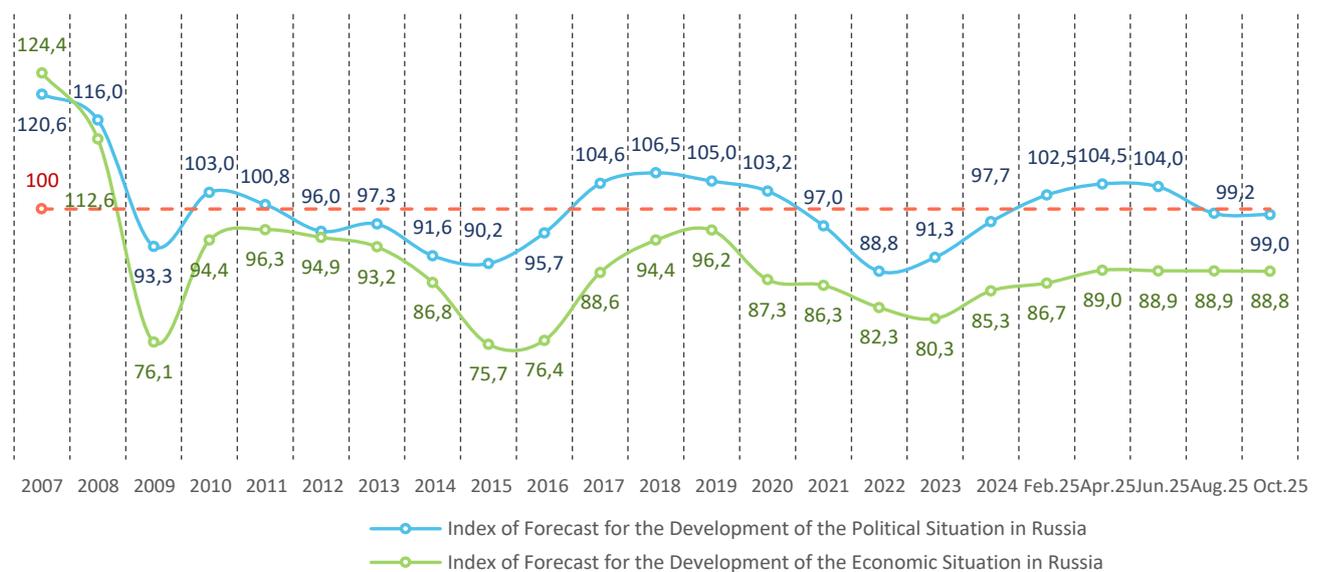


Figure 8. Indices of Forecasts for the Development of the Political and Economic Situation in Russia, points*

In October 2025, the values of the indices forecasting the development of the political and economic situation in Russia are similar to the August figures (99 and 98 points, respectively).

*The Index of Forecast for the Development of the Political Situation in Russia is calculated based on an analysis of respondents' positive and negative forecast assessments of the political situation in answer to the question: "What do you think awaits Russia's political life in the coming months?"

The Index of Forecast for the Development of the Economic Situation in Russia is calculated based on an analysis of respondents' positive and negative forecast assessments of the economic situation in answer to the question: "Do you think the next 12 months will be a good time, a bad time, or something else for the Russian economy?"