

## **OPINION MONITORING: MAY-JUNE 2024**

VCIOM-Sputnik daily survey results. The survey method is stratified dual-frame sample consisting of telephone interviews. The sample is based on a complete list of landline and mobile phone numbers operating in Russia and involves 1,600 persons aged 18 and older. The data were weighted for the probability of selection and reflect social and demographic characteristics. The margin of error at a 95% confidence level does not exceed 2.5%. In addition to sampling error, minor changes in question wording and different circumstances arising during the fieldwork can introduce bias into the survey.

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**BRICS: TOWARDS A NEW WORLD ORDER**

## **BRICS: TOWARDS A NEW WORLD ORDER**

**May 19–21, 2024**

**BRICS is an intergovernmental association of Brazil, Russia, India, China, and the Republic of South Africa, founded in 2006. This year, several other countries joined BRICS: Egypt, Iran, the United Arab Emirates, Saudi Arabia, and Ethiopia. Since January 1, 2024, the BRICS chairmanship has passed to Russia, and in October, the main event will take place in Kazan — the summit of heads of state.**

**Russians' awareness of BRICS has grown over the years from 85% in 2015 to 97% in the current survey. In addition, since 2015, Russians have begun to talk noticeably more often about the strong influence of the BRICS group on the situation in the world: today, the majority thinks so (57%, +19 percentage points compared to 2015). The share of Russians who assess the influence as weak has not changed (2015, 2024 — 29% each). That is, over nine years, BRICS has not only become more visible in the Russian information space but has also strengthened its authority in Russian society.**

**Young people aged 18–34 are somewhat more likely to speak about the weak influence of BRICS on the situation in the world — 33–34%; with age, the opinion about BRICS as a significant global player strengthens (61–63% in the group of aged over 45 years old).**

**The key area of cooperation that is of primary interest to our country, according to Russians, is financial and economic cooperation — deepening economic and trade ties (44%) and creating a single currency and financial market (37%). The BRICS countries are important trading partners of Russia, so the development of mutual trade and investment cooperation allows us to diversify economic ties and compensate for losses from the breakdown in relations with the West.**

**The older Russians are, the more often they talk about creating a single currency and financial market (21% among 18–24-year-olds and 46% in the group of aged over 60).**

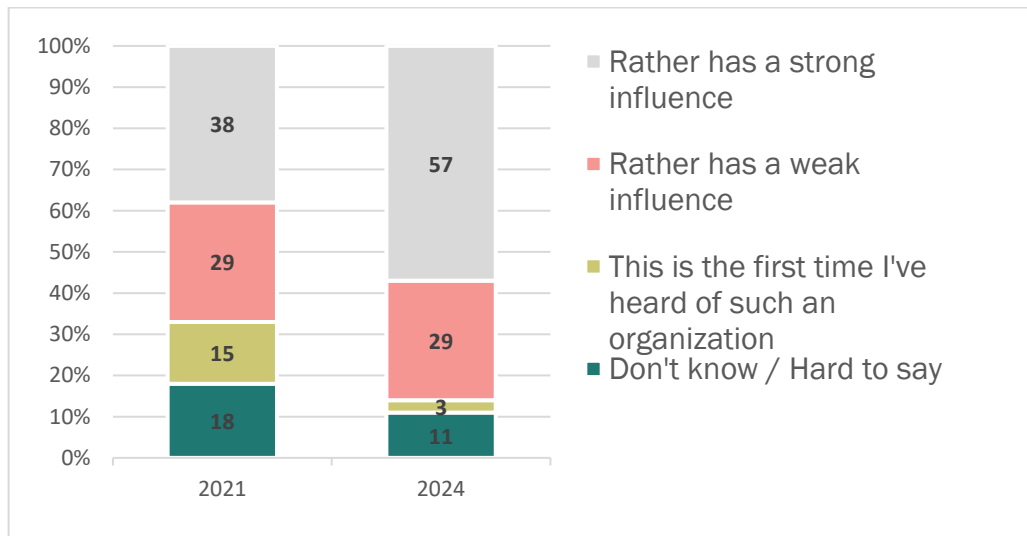
**Every third Russian (32%) noted the importance of cooperation with BRICS in joint resolution of international security issues and military and technical cooperation. This indicates the importance of this agenda for Russian society. It is noteworthy that women chose this option more often than men (37% vs. 27%); the security issue probably worries them more. With age, Russians' interest in cooperation in this area increases (11% among 18–24-year-olds and 41% in the group of aged over 60).**

**To a lesser extent, respondents find to be relevant cooperation between Russia and BRICS in the fight against international terrorism (18%), the implementation of scientific and technological projects (17%), and in the energy markets (16%). Another 5% pointed to the simplification of visa regimes.**

**At the same time, an analysis of responses by age group shows that for young Russians these areas seem more promising. Thus, among respondents aged 18–24, 35% consider cooperation in the implementation of scientific and technological projects important, while in the group aged over 60 years old this figure is only 12%. A similar trend can be observed in relation to the energy sector (23% among 18–24-year-olds vs. 12% in the group of aged over 60 years old). Young people are also more**

interested in simplifying visa regimes within BRICS (13% among 18–24-year-olds vs. 2% in the group of aged over 60 years old).

**Fig. 1. Please assess the influence of the BRICS group (Brazil, Russia, India, China, South Africa, UAE, Egypt, Ethiopia, Iran, Saudi Arabia) on the situation in the world (closed-ended question, one answer, % of all respondents)**



## **SOCIAL AND ECONOMIC PROBLEMS**

**HOW MANY CHILDREN DO YOU NEED TO BE HAPPY?**

**EMIGRATION INTENTIONS: MONITORING**

**APARTMENT, CAR, AND BUSINESS**

### **HOW MANY CHILDREN DO YOU NEED TO BE HAPPY?**

**May 24, 2024**

VCIOM found out that among Russians, the orientation toward two-child families (38%) and three-child families (39%) remains prevalent — this is the number of children that a family should have, according to our fellow citizens. Ten years ago, the situation was different, when Russians were more likely to opt for two children (53%) and less likely for three (28%). Since 2014, the share of those who consider the birth of one child sufficient has also noticeably decreased (2014 — 10%, 2024 — 3%). It can be concluded that in Russian society in recent years, there has been a shift to the orientation toward having many children (2014 — three or more children — 34%, 2024 — 48%). However, the model of a large family is more typical of middle-aged and older Russians (the reform generation, the generation of stagnation and thaw — 54–61%). The younger the Russians, the more often they talk about two children as the ideal option (zoomers, millennials — 41–42%). Every tenth zoomer is focused on one child (9%), and every fifth one — on a childless family (22%).

Men are more likely than women to consider a family with three or more children to be ideal (55% vs. 43%), while women are more likely to prefer a family with two children (41% vs. 34%). Women tend to bear a greater burden of caring for and raising children, so they may be more reserved in their assessments of the ideal number of children.

Parental experience significantly correlates with ideas about the ideal number of children in a family. The more children a person has, the more often they consider a large family to be ideal: among Russians with three children, 77% think so, which is almost twice as high as those raising one child (40%), and almost three times as high as those who have no children (28%). At the same time, childless Russians in 17% of cases note that having children in a family is not necessary.

The large family model is also more often supported by rural residents (55% vs. 48% among all Russians), active television viewers (55%) and residents of the North Caucasus Federal District (65%).

Financial status relates to the perceptions of the ideal number of children non-linearly, and the most affluent Russians and Russians with a poor financial situation are more likely than citizens with average incomes to be oriented toward having many children (52%, 54%, and 44%, respectively). Russians with an average income are more oriented toward two children in a family (42% vs. 32–34% in the high- and low-income groups).

There are many reasons why people decide to have a child. The main one, according to Russians, is the implementation of traditional family functions — 91% of responses (the purpose of marriage — 56%, for the sake of one's future, help in old age — 18%, inherent in nature, traditions of society — 10%,

to pass on cultural and spiritual heritage — 7%). Over the past ten years, this motive for having children has noticeably strengthened in Russian society, in 2014 it gained 34% of responses, in 2018 —79%.

The second most important reason for becoming a parent is the realization of meaningful life goals — 35% of responses (happiness — 19%, finding meaning — 14%, self-realization — 2%). Since 2014, this motive has become more common (27%). In other words, parenthood is perceived not only as a social obligation, but also as a way of self-actualization and finding meaning in life.

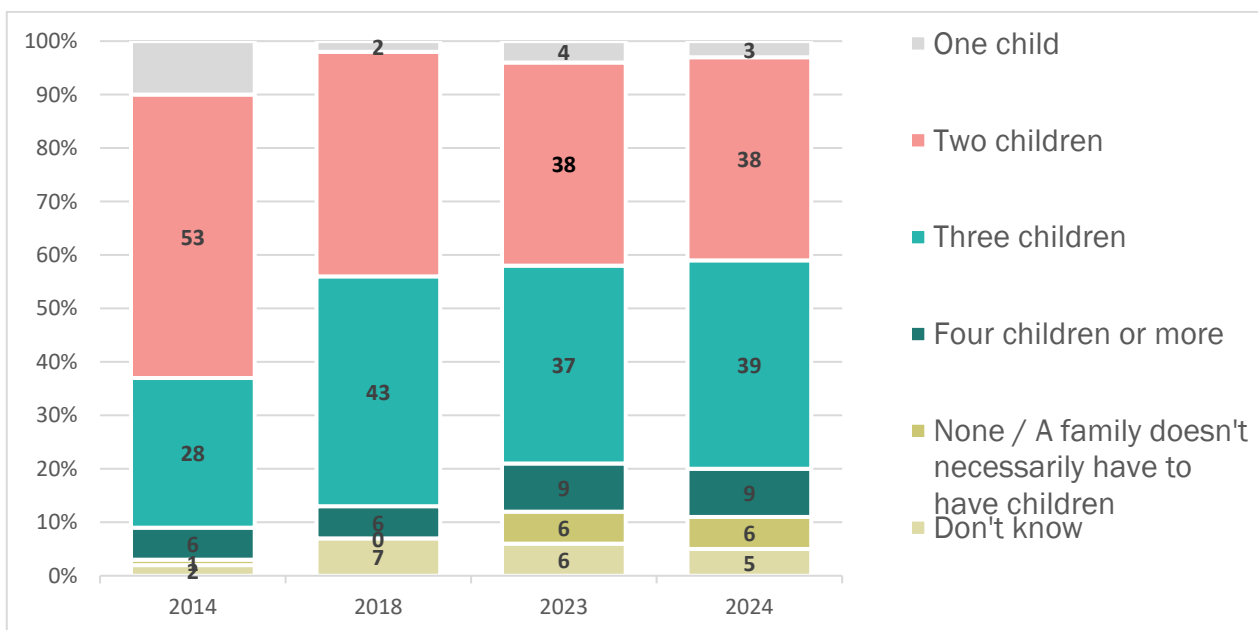
Having children for the sake of the society — this group of answers gains 15% (to improve demography — 9%, for the sake of the future of the country — 6%); over ten years this motive has noticeably lost its relevance (2014 — 36%).

Several factors influence the decrease in motivation for parenthood. Russians are convinced that most often the refusal to have children is rooted in personal reasons — 75% of responses (children interfere with freedom — 23%, too much responsibility — 15%, do not want children — 13%, laziness — 9%, career orientation — 7%, unwillingness to marry — 6%, do not like children — 2%). This group of responses in 2014 scored twice less — 37%; in 2018 — 64%.

Some Russians believe that a lack of material or other resources prevents people from becoming parents — 37% of responses (not enough money — 26%, lack of own housing — 5%, difficult economic situation — 4%, children require too much effort — 2%). This motive is heard more often today than in 2014 (18%), but less often than in 2018 (43%).

In 28% of cases, the answers concerned such a limiting factor as health problems (poor health — 17%, inability to have children — 11%), in previous measurements Russians spoke about this problem less often (2014 — 19%, 2018 — 13%). Social and environmental factors account for 14% of the answers (no confidence in the future, difficult times — 5% each, Western propaganda, childfree lifestyle — 4%).

**Fig. 1. In your opinion, how many children should a family ideally have? If you think that a family does not necessarily need to have children, then say so (closed-ended question, one answer, % of all respondents)**



## **EMIGRATION INTENTIONS: MONITORING**

**June 15, 2024**

Today, only 5% of Russians would like to move abroad for permanent residence, while most respondents (93%) would rather rule out such a scenario for themselves. Over the entire observation period, the percentage of the citizens prone to migration ranged from 5% to 17%, with the lowest figures for the last year. Starting in 2022, the desire of Russians to stay in Russia has gradually strengthened (2021 – 81%, 2022, March – 88%). At the same time, the share of those who admit moving abroad has also decreased, since 2022 it has halved (March 2022 – 10%, June 2024 – 5%). It is important to understand that surveys do not record the actual readiness of the population to move to another country, but only record hypothetical migration intentions.

Analysis of the entire time series allows us to identify several periods in the dynamics of the migration intentions.

1. **Early 1990s (1991) – 16%.** This period was characterized by profound political and economic transformations in the country after the collapse of the USSR, when the Iron Curtain fell, and many Russians sought new opportunities and greater freedom abroad.
2. **A decline in emigration sentiment in the 2000s – first half of the 2010s (2011–2018) to 10–13%.** This period was marked by stabilization of the situation in Russia, economic growth and an increase in the standard of living, which restrained the desire of citizens to emigrate.
3. **Increase in emigration intentions in 2019–2021 to 16–17%.** This period is associated with increasing political tension, worsening economic situation, sanctions, pandemic; against this background, a slight increase in migration intentions of citizens was noted.
4. **Decrease in emigration intentions in 2022–2024 to 5–10%.** This period is associated with the start of a special military operation, worsening relations with the West, and strengthening state sovereignty, as well as state support for the economy, business and many areas of society. A reduction in the share of those wishing to leave for permanent residence abroad during this period may be due to the consolidation of Russian society, gradual adaptation to new realities, and is also associated with restrictions on travel abroad.

In general, the dynamics of emigration intentions reflects the reaction of Russian society to political, economic, and social changes in the country. Periods of growth are associated with crisis phenomena, and decline – with some stabilization of the situation.

The younger Russians are, the more often they consider the possibility of moving abroad (11% among zoomers and younger millennials vs. 0–2% among older Russians).

Citizens with poor financial situation are twice as likely as the most affluent Russians to say they want to leave Russia (10% and 5%, respectively).

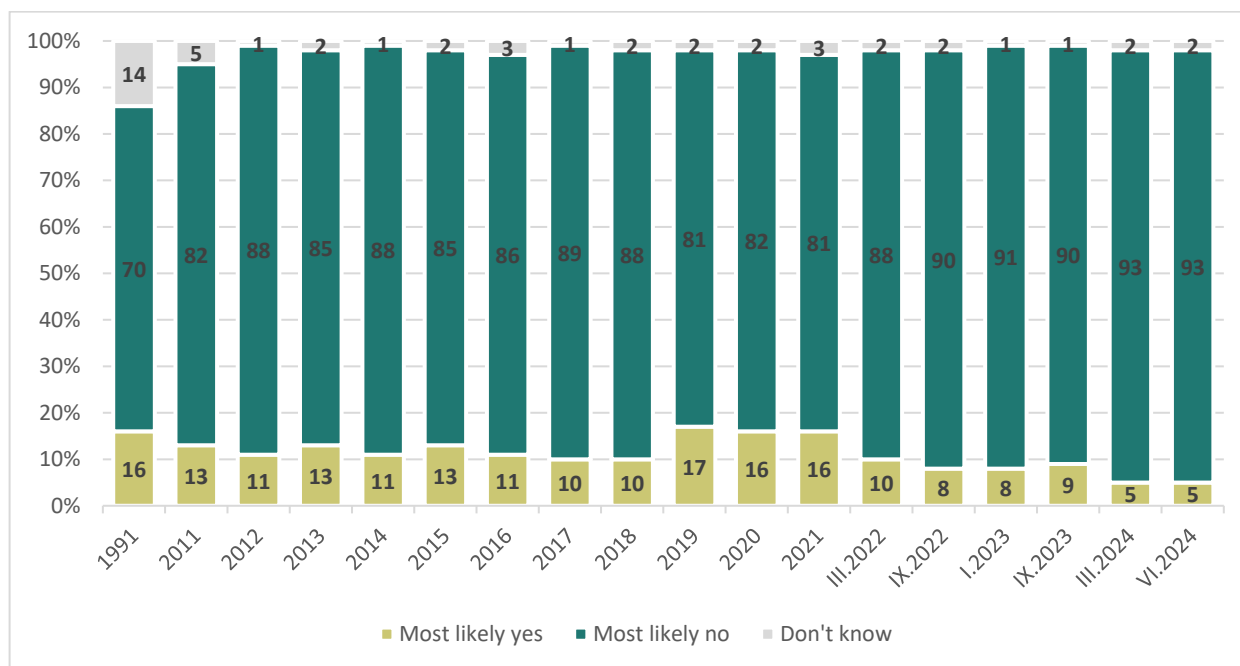
Most Russians not only want to live in Russia themselves, but they would also want this for their children (84%). Over the past ten years, this position has strengthened in society (2014 – 72%). Another

2% would like to give their children the opportunity to live in the USSR, other countries do not get more than 1%.

The fact that surveys record not plans to move but hypothetical migration intentions is confirmed by the following data: half of those declaring their readiness to move (45%) have not yet thought about when they could do so. This option receives the majority of responses in all surveys (39—51%). Another 21% do not know when they will be able to move, although they have thought about it. Only 12% noted that they intend to implement their plans in the next year or two.

The main drivers of migration sentiment are the economic situation in the country (37% of those inclined to leave) and dissatisfaction with Russia's domestic policy and the government's work (35%). Other options are mentioned much less frequently in the responses: climate (11%), better education, search for a new life (10% each), lack of stability, military service and possible mobilization (9% each), dissatisfaction with social policy (7%), etc.

**Fig. 2. Would you like to move abroad permanently or not? (closed-ended question, one answer, % of all respondents)**



Notes: Until 2017, surveys were conducted using door-to-door face-to-face interviews (Express project), the sample was stratified multi-stage with quotas for socio-demographic parameters, representing the population of the Russian Federation aged 18 and older by type of settlement, gender, age, education, and federal district. The sample size was 1,600 respondents.

## APARTMENT, CAR, AND BUSINESS

June 21, 2024

In a June VCIOM survey, seven out of ten Russians responded that they plan their lives (72%), including 24% who limit themselves to a short-term planning horizon — for the next week (10%) or a month ahead (14%). About the same share of respondents (26%), make medium-term plans — a year

ahead. Planning long-term, five and ten years ahead, is typical for 12% and 10%, respectively. 25%, or every fourth, do not make plans for life at all.

Long-term planning is the prerogative of the young. According to their own estimates, most young people aged 18–35 — 85% (vs. 66% among the rest of respondents) — make plans for their lives, only 13% do not make plans, which is twice as less compared to Russians aged over 36 (29%). Young people are more likely than others to have short-term, medium-term, and long-term planning horizons: for a month (19% vs. 12% among the rest), for a year (31% vs. 24%) and five years ahead (16% vs. 10%).

According to the data obtained, two thirds of Russians have managed to acquire their own housing (66%), at the same time this goal seems to be the most desirable for Russians — three out of ten respondents (29%) would like to buy their own apartment/house in the next 10 years. More than half of Russians have started a family and become parents (57% and 56%, respectively), another 16% and 21% would like to do this in the foreseeable future. 44% of Russians have their own car, 26% would like to become car owners. The least likely of the five life goals tested, Russians are attracted to their own business: only every seventh called oneself a businessman or businesswoman (14%), another 24% want to become one.

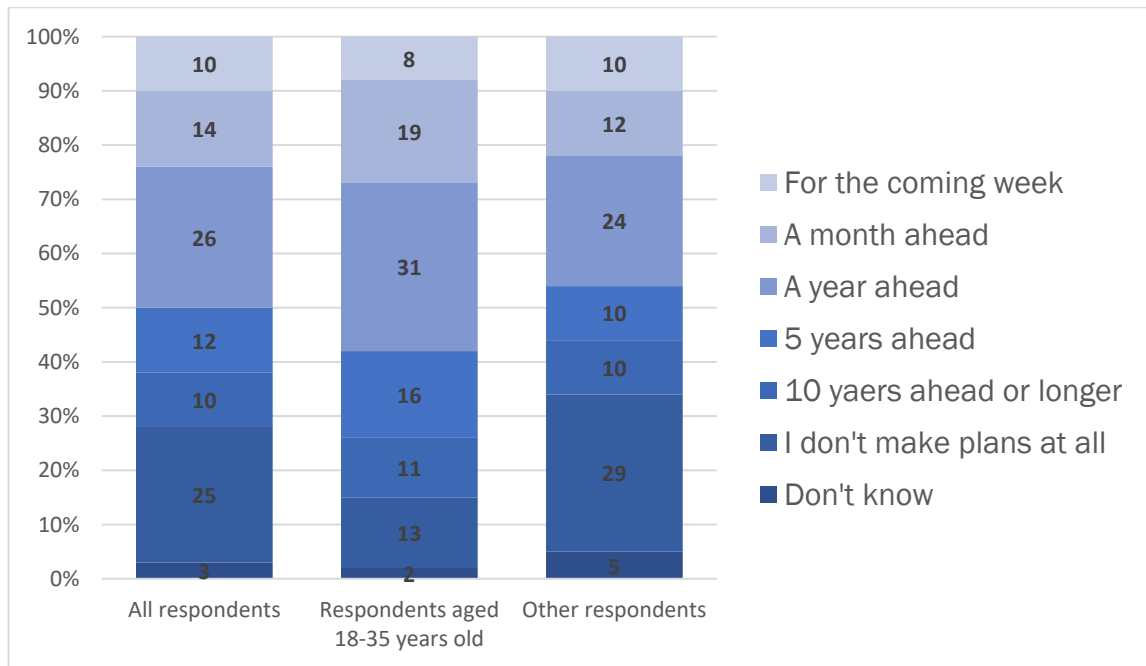
Young people aged 18–24, who have entered adulthood relatively recently, for the most part only declare a desire to achieve the above-mentioned goals in the next 10 years. The most pressing for them is the acquisition of their own home (73% want to do so), followed by the purchase of a car (64%) and the creation of a family (marriage, the birth of a child — 52% each). In other words, the primary priority for young people is to cover basic material needs, and subsequently — to create a family. In the matter of starting their own business, 18–24-year-olds are in solidarity with the neighboring youth generation: the share of those wishing to have their own business in both groups is 43%.

As for 25–34-year-old Russians, many of them have already managed to achieve something in life: in particular, to get married (55% vs. 16% among 18–24-year-olds), to become parents (35% vs. 3%), to acquire their own home (47% vs. 24%) and a car (39% vs. 19%).

Russians who have some ambitions believe in themselves for the most part: eight out of ten respondents believe that in the next ten years they will most likely be able to start a family and have a child/children (78% each, here and below — from the number of those who want to achieve a specific goal). Three quarters of those wishing to get a car believe that they will be able to do this (76%). The situation is more complicated with large-scale goals that require serious financial costs: buying a home (believe that they *most likely will succeed* — 68%) and opening their own business (60%).



**Fig. 3. People try to plan their lives in different ways. How far in advance do you make your plans? (closed-ended question, one answer, % of all respondents)**



## LIFESTYLE

### LET'S GO TO THE MUSEUM?

AUTOTOURISM — 2024

### LET'S GO TO THE MUSEUM?

June 15, 2024

Russians are quite active in visiting museums, with every second person (48%) having been there in the last couple of years, including 17% more recently — in the last few months. Since 2018, the figure has remained at 44–48%, while in the earlier observation period (since 2008) it was noticeably lower — 23–38%. Four out of ten (40%) have visited a museum several years ago, while every tenth (10%) has never been there.

A Russian who has visited a museum in the last couple of years is more likely to be a woman (53% vs. 43% among men), very young (67% among zoomers) or quite young (55–60% in the generation of millennials), with a higher or incomplete higher education (63%), with a good financial situation (55%), living in one of the capitals (73%) or a large city (cities with a population over a million — 56%, cities with a population of 500–950 thousand people — 59%), an active Internet user (60%).

A Russian who visited museums several years ago is more likely to be a man (46% vs. 35% among women), older (48–55% among the generation of stagnation and thaw), with incomplete secondary (46%) or secondary specialized (48%) education, with a poor financial situation (45%), a resident of a village (45%), an active television viewer (52%).

A Russian who has never been to a museum is equally probable to be male and female (9% and 10% respectively), more often belongs to the generation of younger millennials (14%), has incomplete secondary or complete secondary education (35% and 22% respectively), is a rural resident (19%), who prefers television to the Internet (21%).

Museums are most often visited by representatives of an urban, educated, affluent and young audience active in the digital space.

Over the past fifteen years, more Russians have begun to express their interest in museums. Two thirds (66%) noted that they would like to visit museums more often if they had the opportunity; in 2009, 53% said so (+13 percentage points). At the same time, the share of those who have no desire to go to museums has decreased more than twofold (2009 — 35%, 2024 — 14%), and the percentage of those who go to museums quite often has increased (2009 — 3%, 2024 — 11%).

VCIOM found out that the most attractive museums for Russians were historical museums (63%). The top-3 also included art museums (44%) and local history museums (35%). About a third would also visit natural science museums (30%). Literary museums are less in demand (13%). This year, another museum theme was on the list — military and patriotic (2%), this option was suggested by respondents themselves in the *Other* answer option. Since 2018, this rating remained quite stable; however, it can be noted that in the last year, Russians' interest in natural science museums has increased (+6 percentage points compared to 2023).

Historical museums are equally interesting to both men (63%) and women (62%), less often to zoomers (50%), but more often to younger millennials (69%). They are more often preferred by citizens with incomplete higher and higher education (65%), residents of villages and cities with a population of 500–950 thousand people (68% each), as well as those living in the North Caucasian (68%), Siberian (67%) and Far Eastern (71%) Federal Districts.

Art museums are more likely to be of interest to women (55% vs. 31% among men), zoomers (50%), audiences with higher education (54%), residents of capital cities (59%) and residents of large cities (500–950 thousand people— 52%), as well as those who prefer the Internet (48%).

Among visitors to local history museums, there is a higher probability of seeing women (41%) than men (28%), older Russians (41–45% among the generation of stagnation and thaw), those with poor financial situation (40%), residents of cities with a population of 500–950 thousand people (42%), those living in the Far Eastern District (47%), as well as active television viewers (40%).

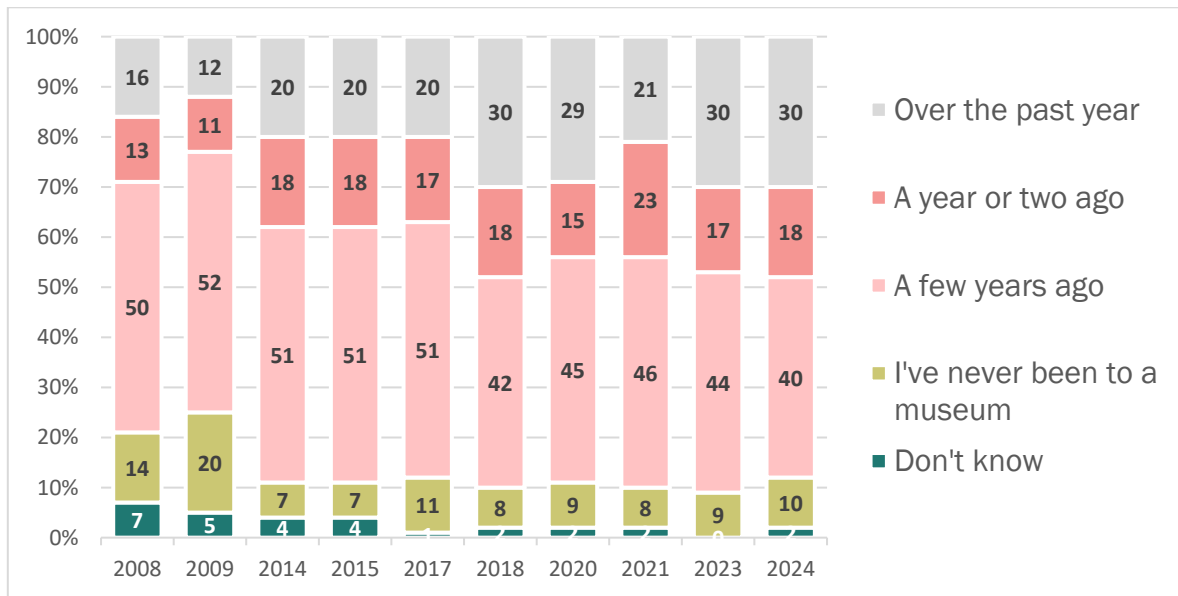
Technical museums are three times more likely to be of interest to men (49% vs. 16% among women), millennials (40–45%), those with higher and incomplete higher education (35%), those with a good financial situation (36%), those living in cities with a population of over a million (41%), and those who actively use the Internet (35%).

Natural science museums are of greater interest to women (34% vs. 25% among men), mainly young people (34–41% among zoomers and millennials), those with higher or incomplete higher education (36%), residents of the capital cities (40%), and active Internet users (39%).

Finally, literary museums are more likely to attract women (18% vs. 7% among men), older citizens (26% among the thaw generation), residents of Moscow or St. Petersburg (17%), as well as residents of the North Caucasus Federal District (20%) and those who do not use either television or the Internet (23%).

The development of museums in Russia is accompanied by an increase in satisfaction with their equipment. Most visitors today are happy with the way everything is arranged in museums (85%), since 2018 the figure has been growing (2018 – 79%). Residents of large cities are more satisfied with the equipment of museums (Moscow, St. Petersburg – 91%, cities with a population of over a million – 88%, cities with a population of 500–950 thousand people – 88%), in villages and small towns (up to 100 thousand people) the percentage of satisfied people is slightly lower (82–84%), but still remains high.

**Fig. 1. When was the last time you were in a museum? (closed-ended question, one answer, % of all respondents)**



## AUTOTOURISM — 2024

June 24, 2024

According to a VCIOM survey, a third of Russians (32%) have taken tourist trips around the country in their own or rented cars over the past year. In most cases, these were mini trips lasting no more than a week (81% of car travelers). About half went for one to three days (51%), another 30% for four to seven days. The remaining 19% took longer trips. As for the distance of trips, 45% traveled within a 500 km radius of home in Russia (45%), more than half of respondents with experience of car travel (55%) went further.

A typical Russian with recent experience of travelling by car is most likely a man (39%), 25–44 years old (among 25–34-year-olds — 44%, among 35–44-year-olds — 45%), with higher or incomplete higher education (41%) and a good financial situation (43%), living in one of the capitals or in a city with a population of over a million (40% and 43%, respectively) and working in a commercial organization (43%). Along with the Central and Northwestern Federal Districts (38% and 31%, respectively), car travelers are attracted to the Southern Federal District (38%), which is probably due to the proximity of seaside resorts. As will be shown below, Crimea and Krasnodar Krai are among the three most popular tourist destinations.

Every second Russian declares interest in auto tourism (*haven't travelled but would like to* — 48%), which indirectly indicates the high potential of this type of travel in our country. Every fifth respondent not only lacks experience of such a vacation, but also the desire to acquire it (20%).

Those who most often speak about the desire to go on a tourist trip by car are women (they have not travelled, but would like to — 52%), Russians aged 45–59 (53%), those with secondary specialized education (54%) and poor financial situation (60%), as well as residents of rural areas (55%).

The top three most preferred tourist destinations were the Southern, Northwestern and Siberian Federal Districts (29%, 23% and 21% of actual and potential car travelers). In particular, respondents most often wanted to travel by car this summer to Krasnodar Krai (16%), the Altai Republic/Altai Krai (14%), Crimea (10%), and St. Petersburg (9%).

Residents of the Central Federal District would most often like to travel to the neighboring Northwestern Federal District (32%), residents of the North Caucasus Federal District – to the Southern Federal District (38%), and residents of the Urals – to visit Siberia (30%). The greatest “sedentarism” is demonstrated by residents of the Siberian and Volga Federal Districts, who would most often prefer to travel within their region (49% and 28%, respectively).

*Fig. 2. Tell me, during the last year, have you, by yourself or in a company, traveled in your own or rented car, visiting new places, cities in Russia? If not, would you like to go or not? (closed-ended question, one answer, % of all respondents)*

