

**OPINION MONITORING: NOVEMBER—DECEMBER 2024**

VCIOM-Sputnik daily survey results. The survey method is a 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 reflects 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 fieldwork can introduce bias into the survey.

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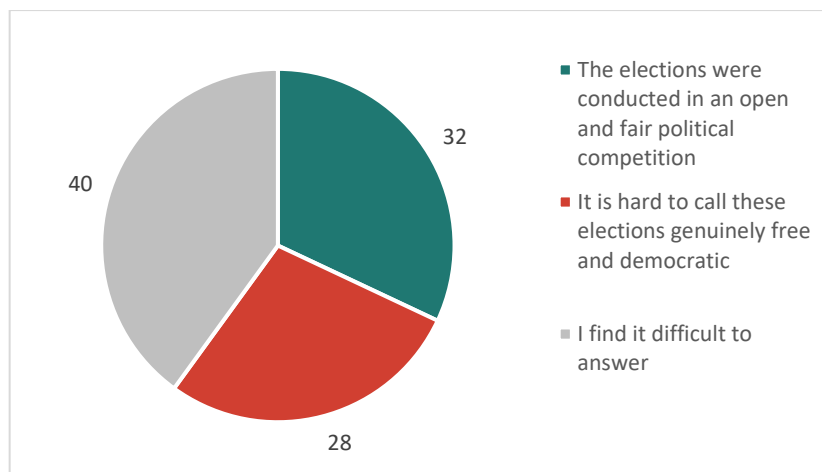
November 8, 2024

Seven out of ten Russians (69%) followed the U.S. election campaign this year with varying levels of engagement. This is the same proportion as during the campaigns of B. Obama vs. J. McCain in 2008 and D. Trump vs. H. Clinton in 2016, although levels of involvement have shifted. Eight years ago, Russians followed U.S. presidential elections more closely. The most attentive observers this year were older generations: 24% and 34% of those from the “stagnation” and “thaw” generations, respectively, followed the entire campaign, with overall engagement reaching 79% and 82%. About one-third of Russians (31%) ignored the U.S. elections altogether, with active internet users being the least interested (43% did not follow).

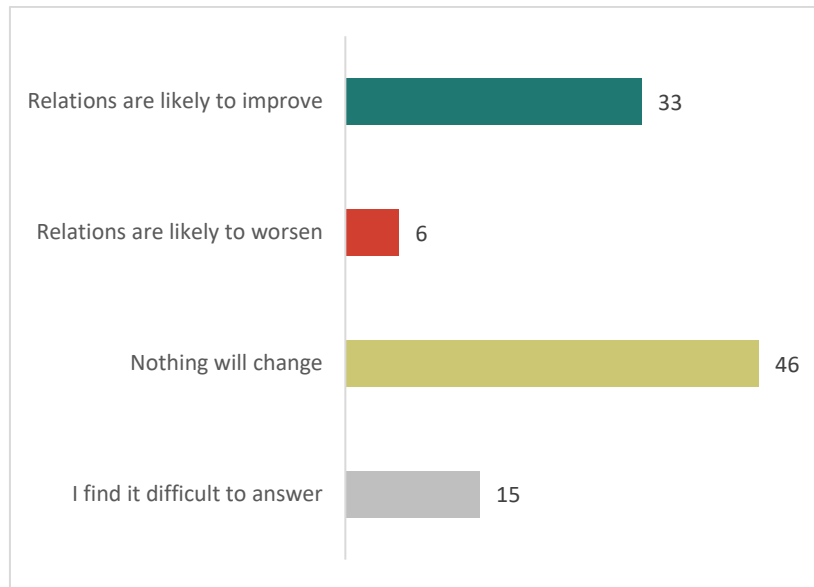
Opinions were divided about the fairness and transparency of the 2024 U.S. election. 32% believed the elections were conducted with open and fair political competition, while 28% disagreed. Despite mixed opinions, this year’s presidential election garnered more trust than previous ones.

The figure of Trump appears more comprehensible to Russians than other U.S. presidents, as evidenced by the relatively lower percentage of respondents who struggled to characterize his future tenure. Neutral-positive expectations dominate public opinion about Trump’s presidency: 35% expect he will be an average president, 19% a good one, and 8% one of the best. Four out of ten Russians anticipate changes in U.S.–Russia relations due to Trump’s return to the White House (39%), including 33% expecting improvements and only 6% fearing deterioration. Meanwhile, 46% foresee no significant changes. Available data suggest that Trump is perceived as a more friendly U.S. president toward Russia than Obama and, especially, Biden. However, Russians have become more cautious in their optimism compared to 2016, when a record 46% hoped for a “thaw” in relations following Trump’s election.

**Fig. 1. How would you evaluate the recent U.S. presidential election campaign? (closed-ended question, single response, % of all respondents)**



**Fig. 2. How do you think Donald Trump's election as U.S. president will affect U.S.–Russia relations? (closed-ended question, single response, % of all respondents)**



## **SOCIAL AND ECONOMIC ISSUES**

### **TIME IS MONEY: ON THE LONG-TERM SAVING PROGRAM**

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November 29–30, 2024

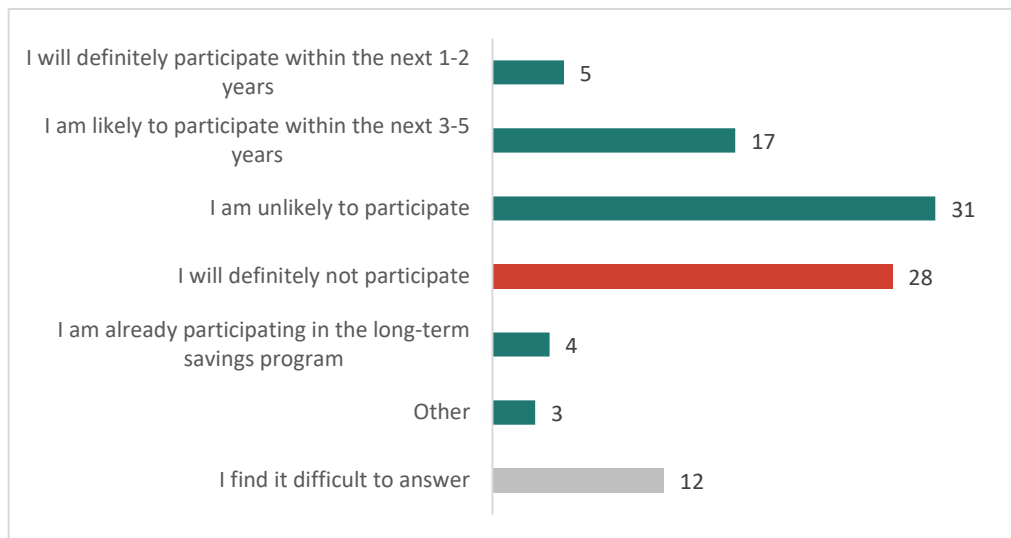
Russians' current level of awareness about the Long-Term Savings Program (LTSP) can be described as moderate: nearly three-quarters (72%) of respondents are aware of the program to varying degrees. However, only 10% rate their knowledge as good, 40% are familiar with general details, and 22% have only heard the program's name. Non-governmental pension funds (NPFs), which serve as operators of the LTSP, are known to 78% of respondents, with the majority (60%) having only general knowledge and 18% being well-informed. This level of awareness is sufficient for a basic understanding but insufficient for informed participation in the program, as most people have only a surface-level understanding of NPFs.

Half of the respondents (49%) express interest in gaining a deeper understanding of the LTSP, indicating a significant potential for engagement. However, nearly as many (47%) are not interested in the topic, pointing to specific barriers in the perception of the program. Current savings habits do not play a decisive role in determining interest: 50% of those with savings show interest in the LTSP, compared to 47% of those without savings.

22%, approximately one in five respondents, declare a willingness to participate in the LTSP. However, only 5% indicate a definite intention to participate within the next one to two years. Most of those potentially willing to participate postpone their decision to a more distant future (three to five years — 17%), signaling insufficient motivation for immediate involvement.

When asked about their goals for participating in the LTSP, respondents most frequently mentioned receiving state co-financing (38%) and creating a financial safety net (38%). Over a quarter noted goals such as securing a stable income in the future (28%) and receiving payouts in critical life situations (26%). One in five respondents selected transferring pension savings into the LTSP. Goals related to tax benefits (13%) and savings for major purchases (14%) remain peripheral. This indicates that the LTSP is perceived more as a long-term tool for ensuring stability than as a means to achieve short-term financial gains.

**Fig. 1. Will you personally participate in the Long-Term Savings Program? (closed-ended question, single response, % of all respondents)**



## LIFESTYLE

### READING IN THE DIGITAL AGE

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November 8, 2024

Reading remains a popular way for Russians to acquire knowledge and information — 87% have read something in the past week. Fiction tops the list (40%), surpassing news and social media posts (37%) for the first time since measurements began. One in three respondents (34%) read professional, scientific, or educational literature in the past week. News articles in the media garnered 29%, blogs and popular online articles 22%. Meanwhile, 12% reported not reading anything.

On average, over the past three months, Russians have read six books (based on responses from those who provided a specific number of books, 56%). This equates to approximately two books per month or 24 books annually, assuming a steady reading pace over the year.

Historical books remain the most preferred genre (27%), maintaining their top position from five years ago. Scientific and professional literature ranks second (24%), followed by classical literature —

both domestic and international — (22%). Nearly as popular is science fiction and fantasy (21%). Over the past five years, interest in psychology books has grown more than fourfold (13%), reflecting the general trend of self-improvement and the rising popularity of psychology in society. Other genres mentioned include adventure (8%), religious literature (7%), poetry (6%), and horror (3%).

Overall, Russians' genre preferences and consistent interest in substantive and educational literature emphasize their focus on intellectual development, cultural traditions, and self-education. However, 11% of respondents admitted to reading few or no books. Interest in reading varies significantly by age: nearly all Gen Z respondents read books (only 1% claimed not to), whereas older generations (the “thaw” and “stagnation” cohorts) had higher shares of non-readers (16–22%). This trend highlights that younger people are more engaged in reading than older groups.

**Fig. 1. What have you read in the past week? (closed-ended question, multiple responses, % of all respondents)**

