

Public Opinion Poll (VCIOM Analytical Center): July — August 2025

Results of the daily surveys “VCIOM–Sputnik”. Survey methods: 1) Telephone interviews based on a stratified dual-frame random sample of landline and mobile numbers, with a total of 1,600 respondents aged 18 and older (the sample was drawn from the complete list of phone numbers used within the Russian Federation); 2) Online survey using a structured questionnaire administered through the probability-based panel “VCIOM-Online.” Participants of the panel are recruited during the daily nationwide telephone (CATI) survey “Sputnik,” conducted with a random digit dialing (RDD) sample of mobile numbers drawn from the complete list of phone numbers used within the Russian Federation. The data are weighted by selection probability and socio-demographic parameters. The maximum sampling error with a 95% confidence level does not exceed 2.5–3.1%. In addition to sampling error, question wording and various circumstances arising during fieldwork may also introduce bias into the survey data.

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TABLE OF CONTENTS**POLITICS****THE ALASKA SUMMIT: ASSESSMENTS AND IMPRESSIONS****SOCIAL AND ECONOMIC ISSUES****THE NATIONAL MESSENGER: EXPECTATIONS AND PROSPECTS****LIFESTYLE****THE IMAGE OF THE FAMILY IN CONTEMPORARY RUSSIAN CINEMA****POLITICS****THE ALASKA SUMMIT: ASSESSMENTS AND IMPRESSIONS**

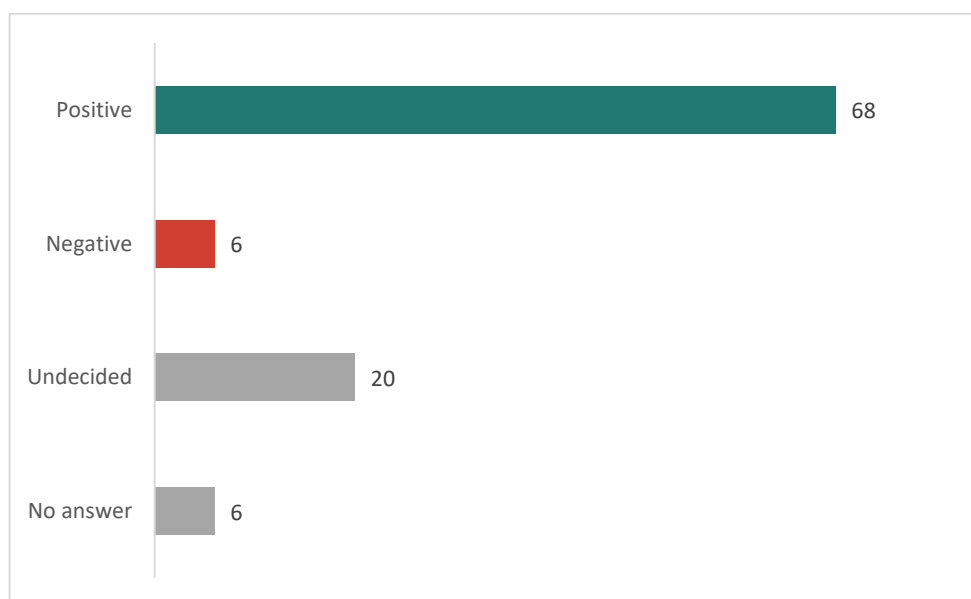
THE ALASKA SUMMIT: ASSESSMENTS AND IMPRESSIONS

August 22, 2025

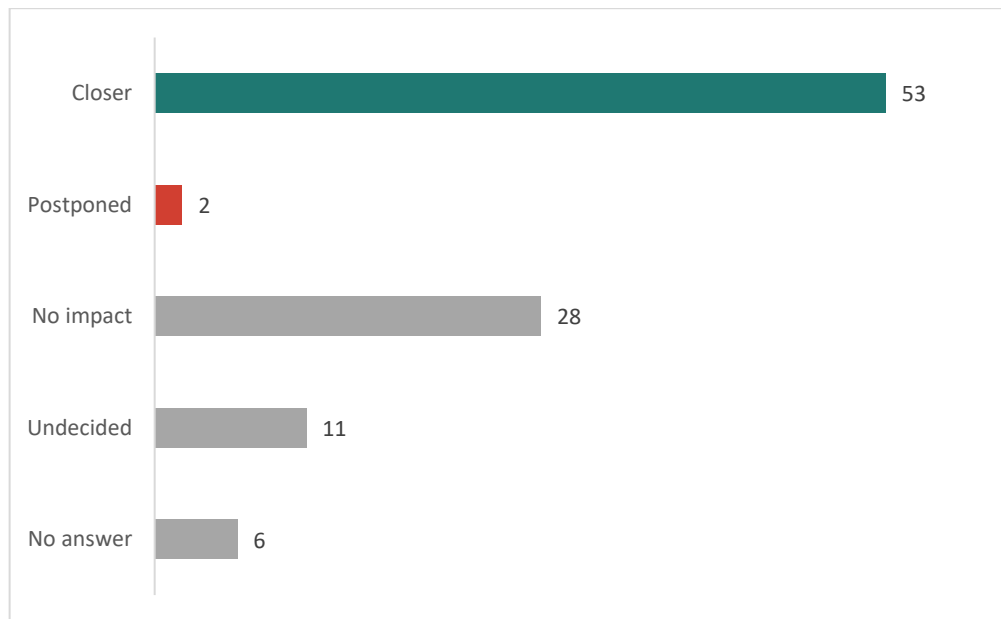
The Russia–America summit held in Alaska on August 15 became, without exaggeration, a historic event, underscoring the importance of direct dialogue between the two countries amid growing international tensions. The significance of the talks is highlighted by the fact that the vast majority of Russians were aware of the event (94%), with more than half reporting that they were well informed. Overall, Russians responded positively to the outcome of the negotiations between the two heads of state: seven in ten gave a favorable assessment, while only 6% expressed a negative view. It can be said with confidence that Russian citizens regard the summit as a meaningful and successful event. For most, the key positive outcome was the very fact that the meeting took place and that the presidents met in person — this was cited most frequently as a source of satisfaction. Other important factors mentioned included Vladimir Putin’s behavior and speeches, his firm stance, the emphasis on mutual respect between the leaders, and the atmosphere of “equal dialogue”.

Some Russians also associated the talks with hopes for progress toward peace and conflict resolution, as well as with strengthening Russia’s international status. The majority see the negotiations as a real step toward bringing the conflict closer to an end: the very fact of direct dialogue between the leaders is perceived as a symbol of potential progress in resolving the Russia–Ukraine conflict. This assessment reflects a strong public demand for diplomatic solutions and demonstrates that Russians place great hopes specifically on political negotiations.

Pic. 1. How do you assess the results of these negotiations for Russia: generally positively or generally negatively? (respondents informed about the negotiations; recalculated as a share of all respondents, % of total sample)



Pic. 2. In your opinion, did the recent negotiations rather bring closer or rather postpone the end of the Russia–Ukraine conflict? Or perhaps did they not affect the situation at all? (respondents informed about the negotiations; recalculated as a share of all respondents, % of total sample)



SOCIAL AND ECONOMIC ISSUES

THE NATIONAL MESSENGER: EXPECTATIONS AND PROSPECTS

THE NATIONAL MESSENGER: EXPECTATIONS AND PROSPECTS

July 14–15, 2025

According to the results of a nationwide survey, the overwhelming majority of Russian citizens (85%) use at least one messenger. The dominant function of messengers is to maintain “strong” social ties — with family and friends. This is followed by news monitoring and organizing work or study processes. Young people particularly value the multifunctionality of messengers, using them as universal platforms for content consumption and self-expression. Organizing work processes through messengers and monitoring news are most relevant for the working-age population. The demand for universal digital platforms is not limited to youth: about half of mobile app users (53%) welcome the concept of a “single window,” meaning a wide range of functions in one service. For the vast majority of Russian users, the ideal messenger is one that eliminates the need to switch between multiple apps by offering a broad spectrum of services. The most in-demand functions include booking doctor appointments, ordering taxis, using an AI assistant, accessing public services, buying tickets/booking, and online shopping. User experience shows that currently between one and five separate apps are needed for these purposes.

On July 15, 2025, the Government of the Russian Federation designated the digital platform MAX as the national messenger, designed to meet public demand for multifunctionality in the digital environment. According to the data, the idea of creating a national messenger enjoys the support of Russians (64%), and more than half of citizens (58%) are aware of its development. The new platform attracts users with its potential contribution to data security and Russia’s technological sovereignty: for more than half of mobile app and messenger users (55%), it is important that their data be stored on Russian servers. Users expect MAX messenger above all to deliver high and stable quality of audio and video calls, the ability to send large files, access to government services, and robust security and privacy features.

Pic. 1. What is your attitude toward the idea of creating a Russian national messenger? (closed question, one answer; % of total sample)

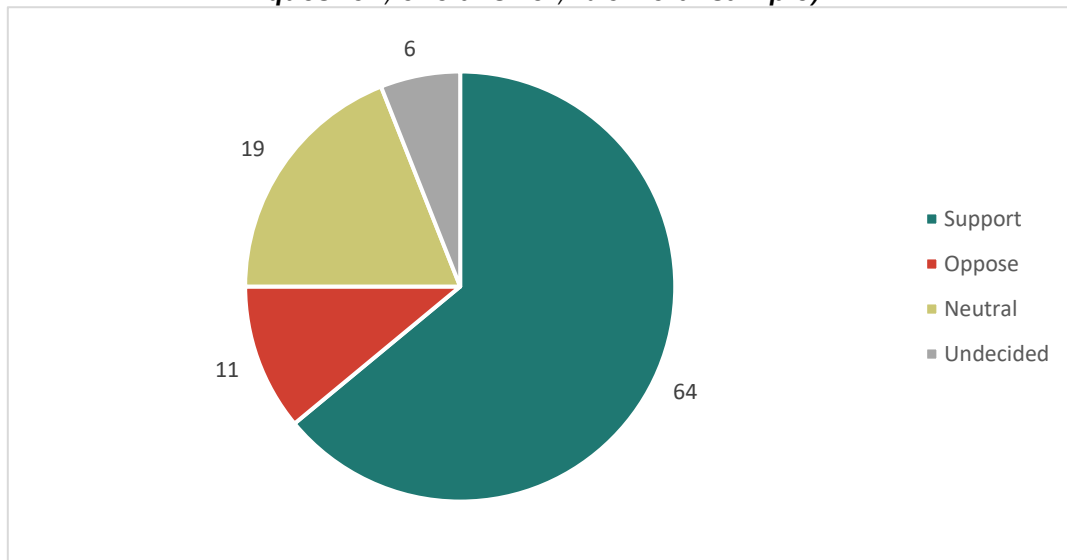


Table 1. For what purposes do you use messengers? (closed question, multiple answers allowed; % of those who use at least one messenger)

To communicate with family, relatives, and friends	85
To follow the news	49
For work / study	47
For making personal or work calls	37
For sharing and storing files: photos, videos, and other formats	35
To keep up with the lives of others, celebrities, bloggers	22
For publishing personal content (photos, videos, running a personal channel)	18
For watching / listening to entertainment content	2
Other	1

LIFESTYLE

THE IMAGE OF THE FAMILY IN CONTEMPORARY RUSSIAN CINEMA

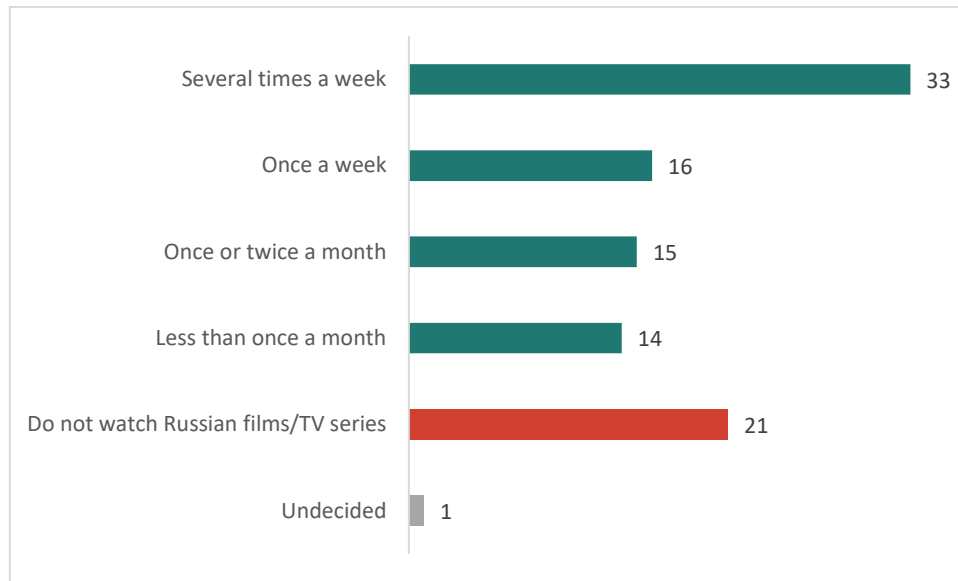
THE IMAGE OF THE FAMILY IN CONTEMPORARY RUSSIAN CINEMA

July 3, 2025

A survey of Russians conducted by the VCIOM Analytical Center showed that when choosing content about family, viewers today seek a balance between clarity, recognizability of images, and authenticity, as well as between ease of perception and meaningful depth. They are put off by clichés, extreme idealization of characters and their interactions, as well as by excessive dramatization. When asked *“What kinds of family storylines in films and TV series do you like the most?”* one-third of Russians (32%) chose comedies about everyday family life (among young people aged 18–24, this share rises to 43%). This likely reflects a demand for lightness and a degree of self-irony — the opportunity to laugh at everyday life without heavy drama. Viewers, tired of conflicts and uncertainty in real life, want to see a positive model of the family on screen. Next in the ranking are storylines that convey a sense of unity and partnership, where the family becomes a source of support and a driving force. These include adventure plots featuring spouses or children as the main characters (18%, rising to 24% among those aged 25–44), and stories about overcoming trials together (self-sacrifice, mutual support for survival) (15%). To a lesser extent, there is demand for touching love stories (only 13% expressed interest, though this share is higher among women (18%) and those aged 18–24 (21%)), as well as family dramas with their conflicts and crises (10%, rising to 15% among the “Thaw generation” and among active TV viewers).

Looking ahead, one can expect that in the next 5–10 years the image of the family in Russian cinema will transform in the following ways: (1) Family as the “foundation of meaning” — the family will be assigned a role in fostering identity, civic values, and patriotism; (2) Family as an “active subject” — it may acquire a special mission at the level of society, nation, and state history. The focus will shift from conflicts and internal struggles within the household toward unity and cohesion in the face of common external challenges; (3) Extended, multigenerational families will increasingly become protagonists (including adoptive children, elderly relatives, etc.); (4) Greater emphasis on fathers’ emotional involvement and a rethinking of their role in raising children; (5) Older protagonists will feature more often, with increased attention to themes such as the loneliness of elderly parents, “second chances”, “making up for mistakes of youth”, caregiving, and “reverse responsibility”; (6) Reflection on the influence of information technologies on family life: reduction in the quantity and quality of in-person communication, parental control or its absence, and social networks as new carriers of meaning shaping personalities. At the same time, recognition of their potential positive contribution to preserving and strengthening family relationships.

Pic. 1. How often do you watch Russian films and TV series? (closed question, one answer; % of total sample)



Pic. 2. What kinds of family storylines in films and TV series do you like the most? Which of the following would you choose to watch next weekend? (closed question, up to two answers; % of total sample)

