

MONITORING OF OPINIONS: NOVEMBER–DECEMBER 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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POLITICS

POLITICAL 2025: NO TURNING POINT, BUT STILL HOPE

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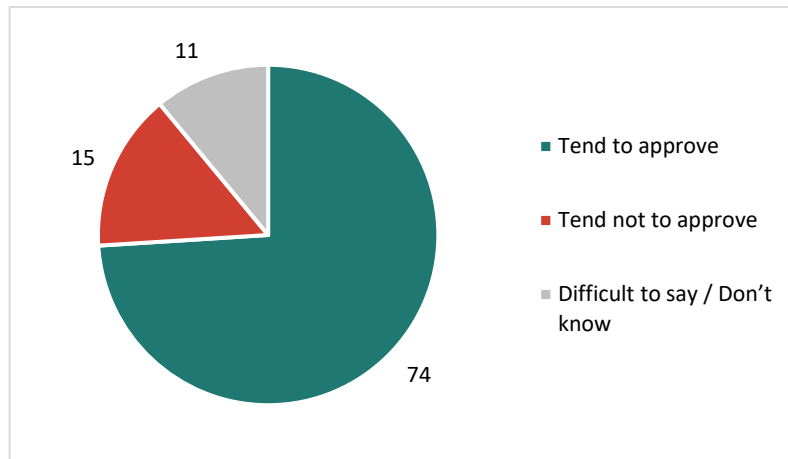
December 13, 2025

The end of the year traditionally becomes a time for summing up results — not only personal or professional, but political as well. For Russians, the main political figure of 2025 was the President: Vladimir Putin's name is mentioned most frequently in responses. Over the past two years, the level of public trust in Vladimir Putin has remained consistently high — at 79%, which is broadly comparable to the level of approval of his performance in foreign policy — 74%. Next comes a collective image of the country's main "heroes" of the outgoing year — the participants of the Special Military Operation and military personnel in general, who are seen as defending the Motherland. In addition, respondents also mentioned other political figures such as Sergey Lavrov, Mikhail Mishustin, and Andrey Belousov.

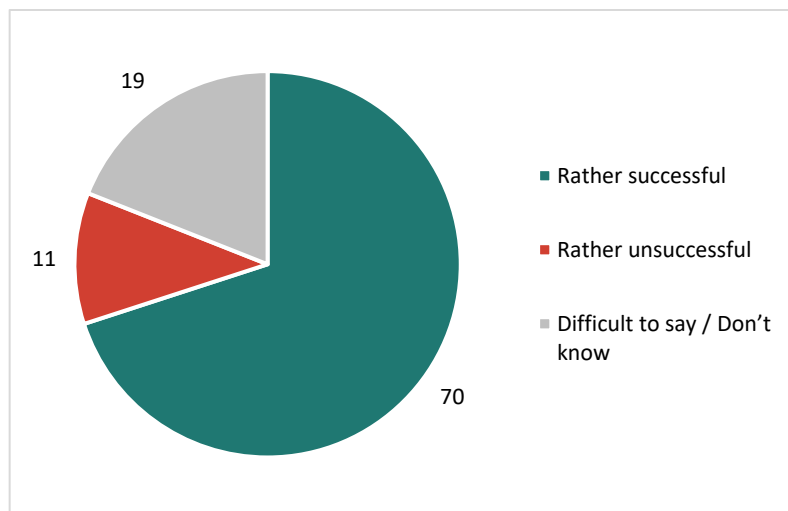
The greatest public interest in 2025 was drawn by the negotiation process concerning the Russian–Ukrainian conflict. The most notable event was the meeting between Vladimir Putin and Donald Trump in Alaska. Other widely discussed developments included Russian–American negotiations, Donald Trump's meeting with Volodymyr Zelensky, as well as direct talks between Russia and Ukraine in Istanbul. Separately worth mentioning are the celebrations of the 80th anniversary of Victory in the Great Patriotic War, the successes of the Russian army in the Special Military Operation (including the liberation of Sudzha), as well as a number of other international events (Donald Trump's inauguration, the Israel–Iran conflict) and domestic political developments (the President's Direct Line and regional elections). Overall, assessments of 2025 are dominated by a sense of political success.

At the same time, expectations for 2026 appear even slightly more optimistic than those for the outgoing year. Society continues to live with hope for improvement and political normalization. The picture of Russians' political expectations for 2026 is quite clear: most expect the end of the Special Military Operation and the achievement of its stated goals. Everything else — foreign policy, sanctions, the economy, and social issues — is perceived as secondary to the main question that concerns citizens today.

Pic. 1. In general, do you approve or disapprove of the activities of the President of Russia in the field of foreign policy? (closed-ended question, one answer; % of all respondents)



Pic. 2. In your opinion, what will the year 2026 be like for Russian politics? (closed-ended question, one answer; % of all respondents)



SOCIAL AND ECONOMIC ISSUES

VOLUNTEERING AND CIVIC ENGAGEMENT AS A RESOURCE FOR SOCIAL DEVELOPMENT

VOLUNTEERING AND CIVIC ENGAGEMENT AS A RESOURCE FOR SOCIAL DEVELOPMENT

November 15–17, 2025

The overwhelming majority of Russians (nine out of ten) have a positive attitude toward volunteering, and this support is equally high across all age groups. Our fellow citizens are confident that volunteers and people engaged in civic activities are guided primarily by values related to care for others and high moral principles. The three key values associated with volunteers are mutual assistance and mutual respect (average score 8.5 out of 10), compassion (8.5), and the value of life in general (8.4). The top five also include humanism and justice, while creative work, collectivism, high moral ideals, dignity, civic-mindedness, and patriotism are also highly appreciated.

According to Russians, motivation for volunteering is based on a combination of moral values and personal needs. At its core lies the desire to help others, to feel engaged and socially useful, and the opportunity to make one's city or country a better place. People also believe that volunteers act in accordance with their convictions, wishing to jointly address social problems, live an interesting and fulfilling life, make new acquaintances, acquire knowledge and skills, and realize their potential. Material incentives (benefits, bonuses for exams, travel opportunities) and pragmatic motivations are considered important, but secondary – they tend to reinforce, rather than replace, intrinsic motivation. Overall, Russians perceive volunteering primarily through its value meaning: being useful, supporting others, and strengthening social ties.

Volunteering in Russia has significant untapped potential for broader engagement. Over the past six to twelve months, 37% of Russians aged 14 and older report having volunteered in some form. Nearly the same proportion (32%) say they would like to volunteer, meaning the real and potential audiences are practically equal. The key question is why this readiness does not always translate into action and how this resource can be mobilized in the future. Contemporary Russian volunteering is, above all, humanitarian assistance (57%). Apparently, an important entry point here is support for participants in the Special Military Operation. Environmental initiatives occupy the second place, while animal welfare is also among the top three areas of volunteering. A quarter of volunteers report helping elderly people, and almost the same share mention participating in the organization of large public and cultural events. Other formats (blood donation, working with children, healthy lifestyle projects, search and rescue activities, etc.) are more niche, but together they demonstrate that volunteering in Russia is developing as a diversified system.

Table 1. In your opinion, why do people take part in volunteering and civic (public) activities? (closed-ended question, multiple answers allowed, % of all respondents)

Desire to help people or animals, compassion and mercy	75
Desire to feel like a useful member of society	66
Desire to be among caring, like-minded people	61
Aspiration to make the country/city a better place	56
Implementation of one's moral beliefs and values	54
Opportunity to address common problems together with others	48
Desire to live an interesting and fulfilling life	45
Opportunity to make new acquaintances and friendships	43
Aspiration to protect people's lives and health	42
Desire for self-realization; to implement one's ideas and initiatives	41
Gaining new knowledge, skills and competencies	31
Preservation of cultural heritage and historical memory	28
Desire to promote unity and mutual understanding in society	28
Influence of family or friends (their example)	28
Need to pass on experience and knowledge (intergenerational continuity)	26
Receiving benefits and incentives (exam bonuses, travel opportunities, etc.)	26
Desire to gain recognition and public acknowledgment	19
Opportunities for professional development and career growth	16
Other	0
Don't know / Difficult to answer	3

LIFESTYLE

THE IMAGE OF MOTHERHOOD IN CONTEMPORARY SOCIETY

THE IMAGE OF MOTHERHOOD IN CONTEMPORARY SOCIETY

November 28, 2025

For most Russians, “mother” is not just a word, but the embodiment of love, kindness, and care. People’s responses contain almost no rational definitions — only feelings. The main associations are linked to emotional closeness and gratitude: tenderness, happiness, warmth, affection, love. In Russian society, “mother” is perceived as “the dearest,” “the only one,” “the closest,” “sacred” — an absolute figure of goodness and acceptance, a source of unconditional love. Alongside this, people strongly associate motherhood with home and family: here, the mother appears as the keeper of the hearth, comfort, and childhood — the center around which family life is built. Slightly less frequently, respondents emphasize the mother’s role in children’s lives: a support, a protector, an educator, the person who gave life.

Russians across all age groups, regardless of whether they have children, agree that motherhood is hard work. Four out of ten also believe that being a mother has become more difficult in the modern world than it was 20 years ago. About a quarter of respondents think motherhood has become easier, and almost the same share believe that not much has changed over time. There is no consensus in Russian society on whether motherhood today is primarily a personal choice or a calling: opinions are split evenly. And this is yet another “fathers and children” question. Older generations tend to view motherhood as a natural mission of a woman, while young people see it primarily as an expression of freedom and personal responsibility. Among Generation Z and millennials, the idea of motherhood as a conscious personal choice predominates, reflecting a broader shift toward autonomy and individualized parenting trajectories.

Pic. 1. In your opinion, is motherhood primarily a woman's calling (destiny), or is it mainly her personal choice? (closed-ended question, one answer; % of all respondents)

