

## **OPINION MONITORING: MARCH–APRIL 2025**

Results of the daily “VCIOM-Sputnik” surveys. Method: telephone interviews using a stratified dual-frame random sample of landline and mobile phone numbers, comprising 1,600 respondents aged 18 and over. The sample is based on the full list of active phone numbers across the Russian Federation. Data is weighted by selection probability and socio-demographic characteristics. The maximum margin of error at a 95% confidence level does not exceed 2.5%. In addition to sampling error, question wording and various fieldwork circumstances may introduce bias into the results.

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## POLITICS

### “THE CRIMEAN SPRING”: ELEVEN YEARS LATER

#### “THE CRIMEAN SPRING”: ELEVEN YEARS LATER

March 2, 2025

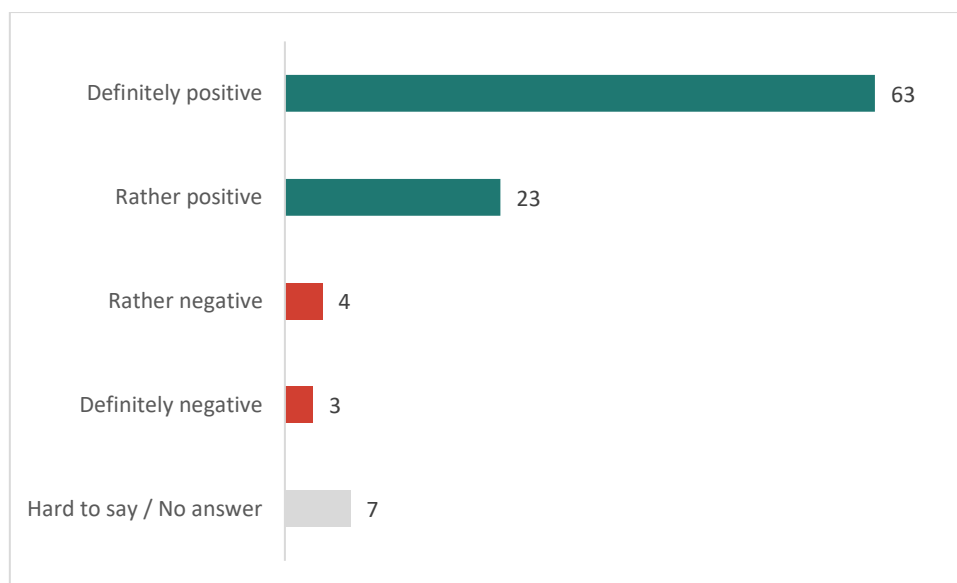
The reunification of Crimea with Russia has firmly taken root in the public consciousness as a defining event in the country’s recent history. Survey data shows consistently high support for this decision — the so-called “Crimean consensus” has held for 11 years after the referendum, with approval levels ranging from 81% to 93%.

A large majority of respondents believe that the accession of Crimea and Sevastopol to Russia has brought mutual benefit: 73% say it benefited Russia, and 74% believe Crimea has developed successfully within the Russian Federation.

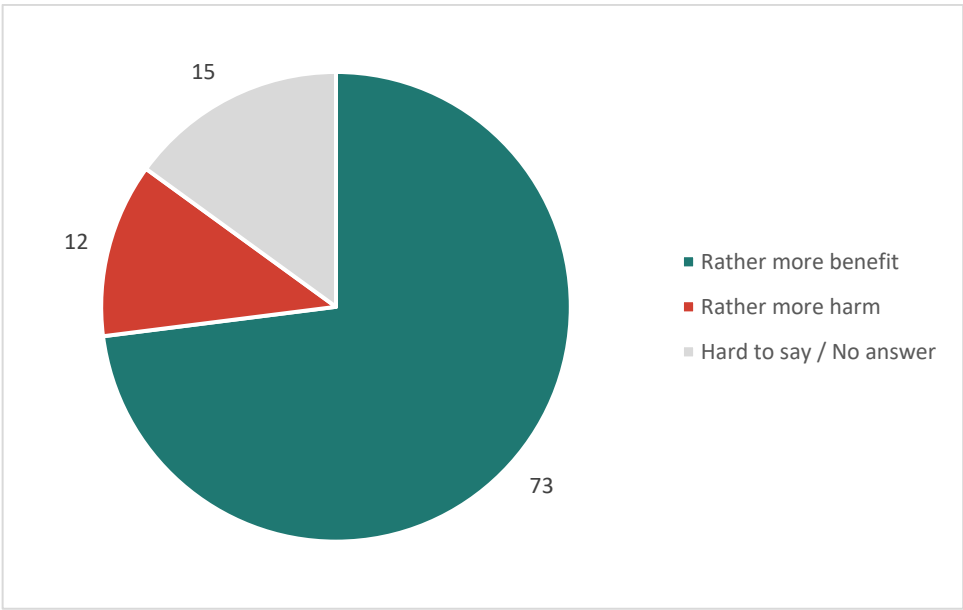
The return of Crimea is seen as a powerful symbol of Russia’s resurgence as a nation capable of defending its interests on the global stage — 84% of respondents agree with this today. Meanwhile, 85% see it as a restoration of historical justice and believe the country took the right path. Accordingly, pride has remained the dominant sentiment Russians associate with this event throughout the monitoring period (since 2018), reported by 48–57% of respondents.

Most Russians see strong potential in the peninsula and already consider it a fortress: 75% agree that Crimea and Sevastopol play a key role in the country’s defense capability, while 66% believe that Crimea could soon become a world-class resort destination.

**Figure 1. How would you currently evaluate Crimea’s reunification with Russia — definitely positively, rather positively, rather negatively, or definitely negatively? (Closed-ended question, single answer, % of total respondents)**



*Figure 2. In your opinion, has the accession of Crimea to the Russian Federation brought more benefits or more harm to Russia? (Closed-ended question, single answer, % of total respondents)*



**SOCIAL AND ECONOMIC ISSUES**  
**A FACTORY IN TOWN: PROS AND CONS**

**A FACTORY IN TOWN: PROS AND CONS**

March 9, 2025

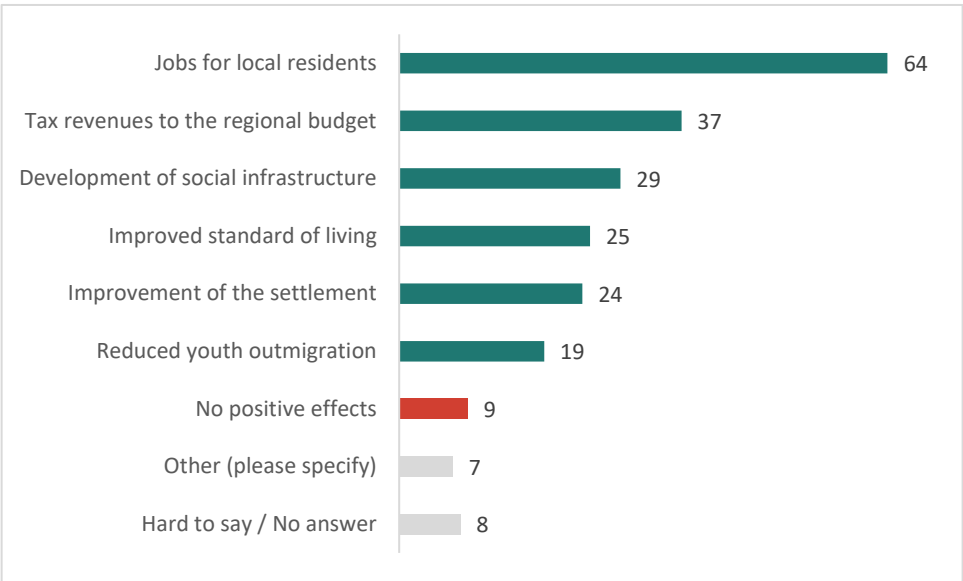
The main advantage of having industrial enterprises in cities, according to Russians, is job availability (64%). One might assume this view is more common in towns, where such enterprises often serve as major employers. However, the data reveals no significant differences between residents of large cities and small towns.

Among those living near industrial sites, one important benefit cited is regional tax revenue — 37% mentioned this, particularly respondents from the “digital generation”.

Corporate Social Responsibility (CSR) projects also play a notable role. These initiatives bring mutual benefits to both businesses and communities: they enhance companies’ HR brands and improve local infrastructure, recreational options, and even support educational and career paths. Almost a third of respondents living near industrial enterprises highlight these social contributions, while another quarter mention improvements in the general urban environment.

The main downside, especially noted by those living near such facilities, is environmental damage (46%), with 17% also pointing to associated health risks for residents.

**Figure 1. In your opinion, what positive effects do industrial enterprises bring to your town or its surroundings? (Closed-ended question, multiple answers allowed; % of those living near large industrial facilities)**



**LIFESRYLE**

**MAY HOLIDAYS — AND HOW WE WILL SPEND THEM**

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April 5, 2025

Home and country cottages remain the classic May holiday destinations for Russians (53% and 30%, respectively). Tourist trips appeal to relatively few — mostly domestic travel (10%), with only a handful planning beach holidays in Crimea, the Black Sea coast, or abroad.

The old May Day slogan “Peace! Labor! May!” is still taken literally: labor — in the broad sense — remains one of the top holiday activities. In other words, you’re most likely to find Russians either working in their gardens or at their jobs during the long break (33% and 18%, respectively). Women and older people (aged 58+) tend to prefer gardening, while men and younger respondents (aged 18–33) are more likely to take on extra work.

Nature outings and time with family are also popular holiday plans, and many still value solitude and quiet pastimes (watching TV, sleeping, reading, etc.).

**Table 1.** *If you or a family member plans to vacation during the May holidays, how much money are you going to spend? Please give an approximate amount in rubles per person. (Open-ended question, one answer; average per person among those who plan to spend)*

	2021	2023	2024	2025
Average (RUB)	19 612	18 356	21 028	27 811
Year-on-year growth (%)	–	–6,4	14,6	32,3

**Figure 1.** *To create a long holiday, many people take additional leave between official days off in early May. Will you be working or resting from May 5 to May 7? (Closed-ended question, single answer, % of total respondents)*

