**Abstract**

**RS-136**

Title: «The social sustainability and propensity to change monitor, 2023»

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**The object of the study** is Russian population.

1. **Goal of research:** to analyze the dynamics of main indicators of population well-being, the attitudes towards actual and potential changes in education, healthcare, social protection in Russia, the vision of the role of the state and to find out the risks for social sustainability.
2. **Methodology:** the quantitative analysis of population surveys, the qualitative analysis of focus-group data, the analysis of open data of Federal Statistic Service and Ministry of Finance, the systematization and analysis of studies devoted to education and healthcare.
3. **Empirical base of research:**  the data of population surveys in Russia conducted in 2023: «Readiness for change, 2023» (CAWI, Sample size – 6000 respondents aged 15-72 years old); «Consumer choice of the population, 2023» (CAWI, Sample size – 6000 respondents aged 18 years and older); the data of special focus-groups conducted in 2023 (50 FGDs, devoted to the changes in consumption under modern conditions among the people aged 18-65 years old). The data of 2023 were compared to the previous waves of the surveys. In addition to the surveys mentioned above the data of official statistics and federal statistical observations were used.
4. **Results of the research:**

The first half of 2023 is characterized by positive trends in terms of income, expenditures, financial and consumer behavior of Russians: real disposable income in the first quarter increased compared to the same period last year, inflation rates remained moderate, an active recovery of consumer spending of the population was evidenced. Also, bank savings of Russians increased, and positive subjective assessments of consumer sentiment prevailed.

The differentiation of monetary income among the population did not change in the first half of 2023. Russians still perceive existing income inequality and the underlying wage system as unfair. This idea is more commonly expressed by older Russians and those who have a low subjective material assessment. According to Russians, poverty is most often caused by a structural factor - "bad" jobs, followed by personal factors describing the choices and actions of the poor themselves. At the same time, the perception of the causes of poverty by the poor differs from the perceptions of Russians in general - they perceive structural causes as more significant.

Regarding employment, there is an increase in involvement in irregular part-time jobs, and Russians are ready to have less free time in favor of additional income. The prevalence of remote work returned to the pre-pandemic period, and the structure of labor motivation has not changed.

Quantitative analysis of consumer behavior among Russians shows that customers do not completely abandon traditional shopping formats, although engagement in online shopping is high, and consumers see more advantages than disadvantages in online purchases. Data shows a decline in purchases from foreign online stores and a reduction in the number of participants in cross-border e-commerce. However, online purchases from other individuals are on the rise, and the practice of buying second-hand goods is also used.

Qualitative data demonstrate a shift towards more functional consumption models and efforts to maintain the usual level of consumption without the possibility of strategic development. There is a rejection of impulsive purchases, and Russians actively adopt cost optimization technologies offered by consumer markets in crisis (promotions, trade formats, wholesale discounts, online shopping, cashbacks, etc.). However, the new crisis does not generate any new consumer logics; the main support for Russians in the crisis turns out to be the logic of prudent economic management.

Public evaluations of the situation in healthcare and its accessibility have improved after the end of the COVID-19 pandemic. In 2023, the survey showed a significant decrease in the proportion of respondents dissatisfied with the medical services received (from 44% in 2022 to 38% in 2023). The main reason for dissatisfaction remains the "indifferent, formal, rude" attitude of doctors. When evaluating the work of emergency medical services, the main complaint is the waiting time for their arrival. Consumers of medical services have the least complaints about the material and technical aspects of the operation of healthcare institutions. The practice of medical consultations by phone and internet, which developed during the pandemic, remains popular in the post-COVID-19 period.

In the field of education, the demand for such levels of higher education as master's, postgraduate studies, as well as obtaining a degree, has decreased among Russians over the past year. At the same time, the most significant motivation for obtaining higher education remains building a successful career. Survey data showed negative dynamics in Russians' opinions regarding educational migration. Above all, the proportion of those expressing moderate willingness to move for educational reasons has decreased.

Analysis of the situation of families with children shows that this category is still in a very vulnerable situation (especially large families and those living in rural areas). Families with children have lower quality consumption, characterized by problems with paying for basic needs, inability to go on vacation. At the same time, if the dynamics of consumer behavior is considered, in 2023 there is an improvement for the entire population, but the focus of social policy on families with children resulted in even more positive dynamics this category. However, there is an alarming trend - the share of families receiving social payments increased by almost a third over the last three years, while the share of families with wages as a source of income decreased by almost the same amount.

**Level of implementation, recommendations on implementation or outcomes of the implementation of the results:** some results of the study were used in the preparation of analytical notes and expert opinions in 2023. The results of this work can be used to identify changes in the quality and standard of living of the population and to develop measures to ensure social sustainability. Some materials can be used for the preparation of training courses for students, and the collected data - for the empirical part of graduate qualification works.