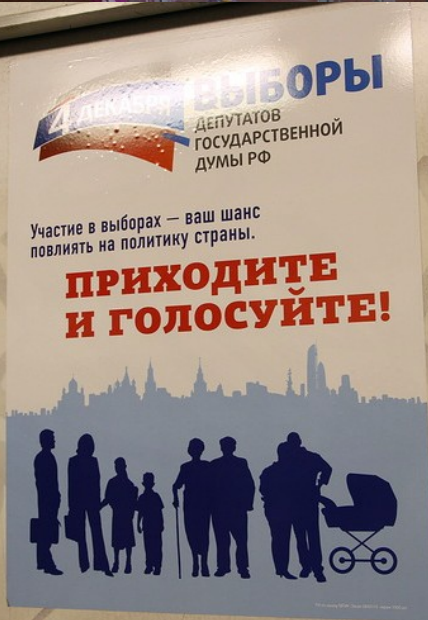
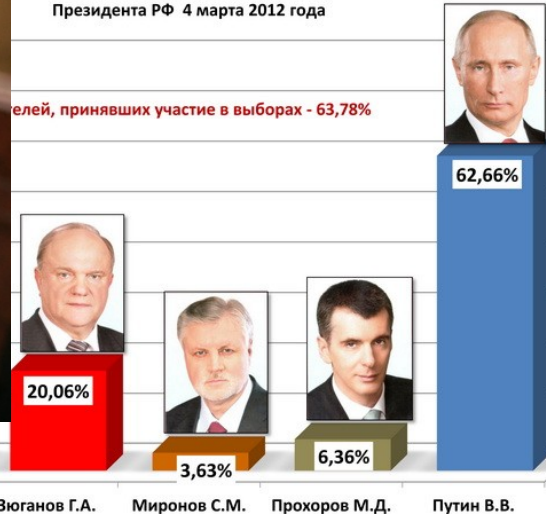




# ELECTIONS in RUSSIA



Итоги голосования по Ростовской области на выборах Президента РФ 4 марта 2012 года







Having heard that  
son and daughter  
in law voted for  
UR  
rewrote my will,  
leaving flat to cat



# HOW TO WIN ?

- Be popular?
- Clear slogan?
- Skillful team?
- Headquarters ?
- Charisma?
- Money?
- Actual agenda?
- .....

- **Administrative resources**
- **Elite's support**
- **RULES – law frameworks**
- **How to count?**
  - (and it's NOT about falsifications or fraud!)

# administrative resources

- the intervention of Executive authorities in the electoral process on the side of certain candidates and parties
- Till 2000 – disconcentrated
- From 2003 - concentrated with increasing

unchoiced



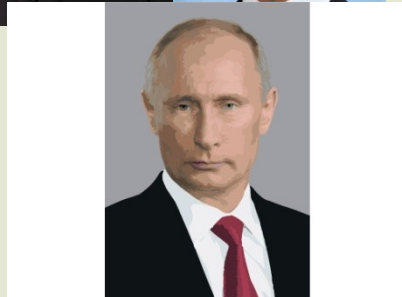
Товарищи Сталин, Молотов, Ворошилов и Ежов голосуют в 58-м участке Ленинского избирательного округа гор. Москвы.

Фото П. Трошкин

# FEDERAL LEVEL

## PRESIDENT

- 1991
- **1996**
- 2000
- 2004
- 2008
- 2012
- **? 2018 ?**



## STATE DUMA

- 1990
- 1993
- 1995
- 1999
- 2003 UR
- 2007
- **2011**
- **? 2016 ?**

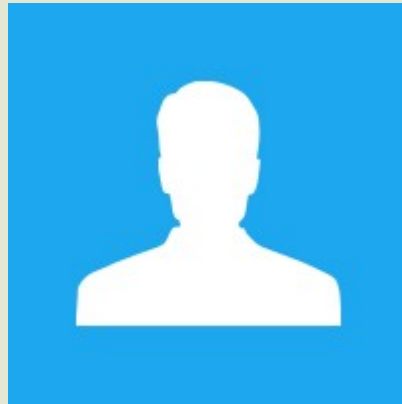
**Constitutional amendment 2008**

to increase term of presidential powers till **6 years** and the State Duma to **5 years**

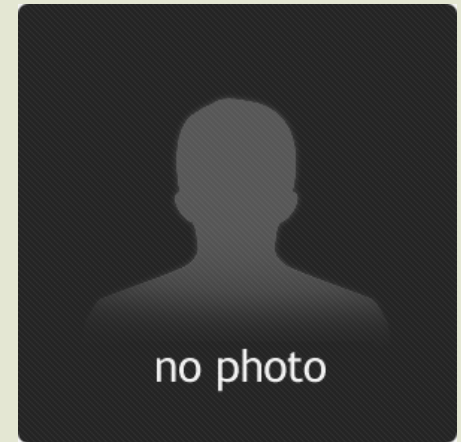


# CASE #1

- 3%
- ? 97%
- 108 mln
- 2012- 65,3%
- ???
- The rest DO  
know who you are!



- 32%



# Case#1 Solution 1996 VOTE or LOOSE!



## STRATEGY

- MONEY
- YOUTH
- MUSIC



# Case#1 Solution

- [htt](#)



# For PRESIDENCY

	1991	1996(1)	1996(2)	2000	2004	2008	2012
YELTSYN	<b>57,30</b>	<b>35,28</b>	<b>53,82</b>				
ZHIRINOVSKIY	<b>7,81</b>	<b>5,70</b>		<b>2,70</b>		<b>9,35</b>	<b>6,22</b>
ZUGANOV		<b>32,03</b>	<b>40,31</b>	<b>29,24</b>		<b>17,72</b>	<b>17,18</b>
YAVLINSKIY		<b>7,34</b>		<b>5,80</b>			
PUTIN				<b>52,99</b>	<b>71,31</b>		<b>63,60</b>
MEDVEDEV						<b>70,28</b>	
MIRONOV					<b>0,75</b>		<b>3,85</b>

## 2003-2006

- **2004** - direct elections of region's heads was abolished
- + an obvious imposition on the heads of membership in UR
- totally proportional electoral system at the Federal level
- **2005** – all-Russian voting day (2<sup>nd</sup> Sunday of March and September)
- from 5% to 7% exclusion threshold
- **2006** - The line “against all” was abolished
- the party lost the right to nominate as a candidate a member of another party
- Out of faction – out of Deputy
- Early voting returns

## Back direction – after 2012

- To 5 % exclusion threshold
- ??? Or abolish it at all?
- To direct voting for heads of regions
- Since 2015 – mixed system
- ??? “against all”
- ??? Elections blocks

# PUTIN'S IMAGE

Mass media

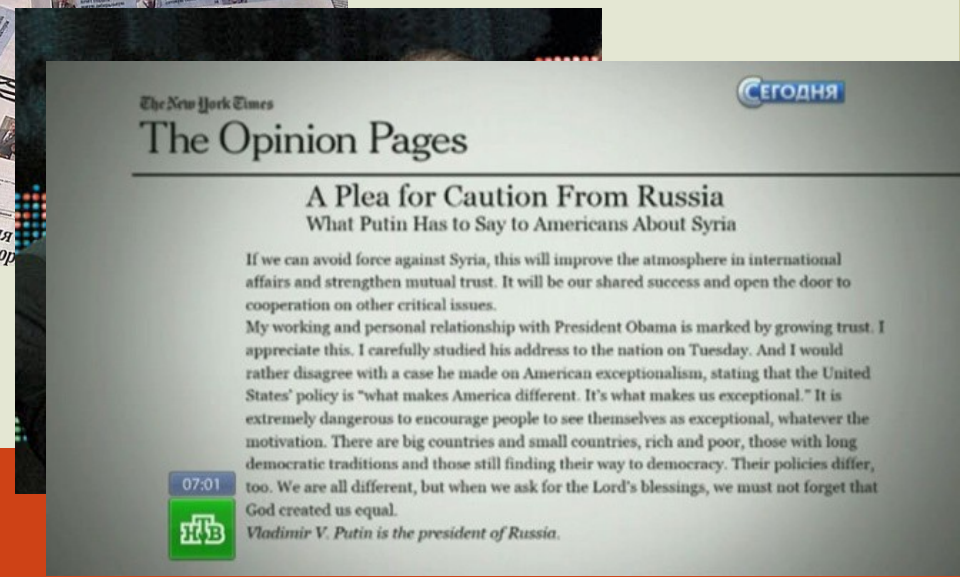
- Annual press-conference
- Annual “direct line”
- Direct translation of message to Federal Assembly
- News top



TV, newspapers



Twitter, Facebook ...

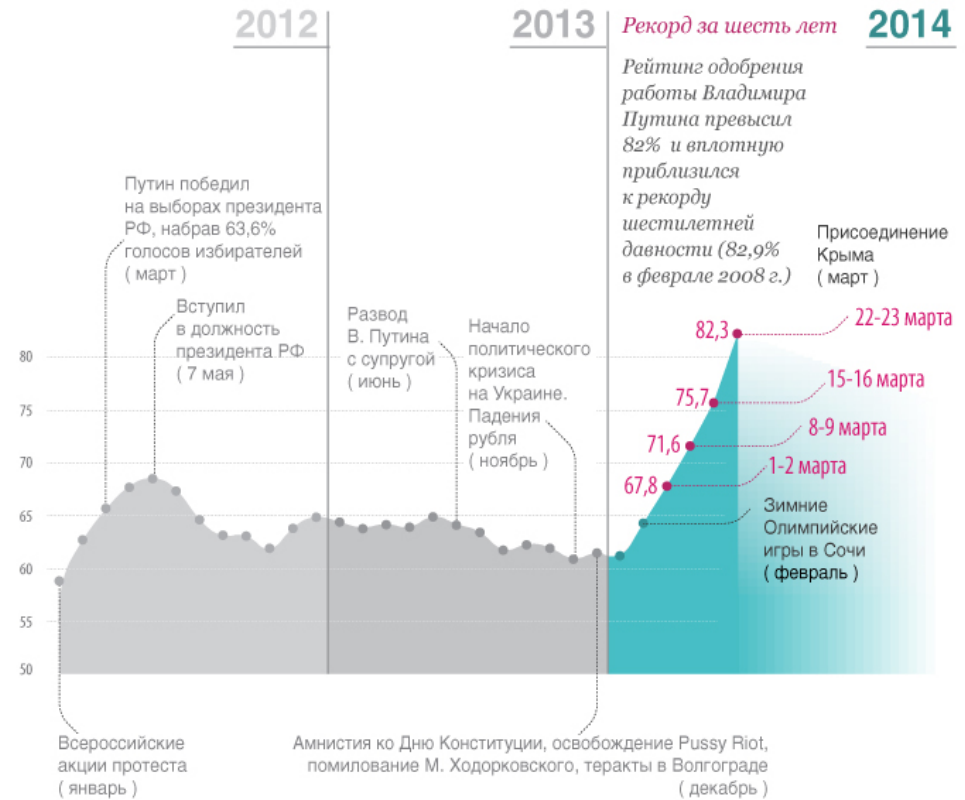


not I am, but He is

# Рейтинг Путина может побить исторический рекорд

Согласно исследованию, проведенному Всероссийским центром изучения общественного мнения (ВЦИОМ) 22-23 марта, политику президента РФ одобряют более 80% россиян

ОДОБРЯЮТ РАБОТУ ВЛАДИМИРА ПУТИНА ( % респондентов )

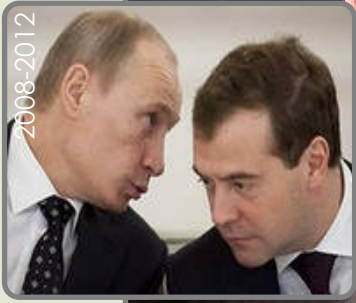
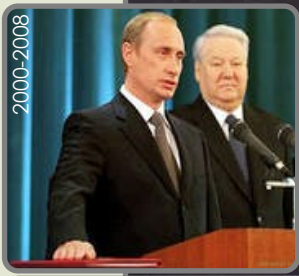


Инициативный всероссийский опрос ВЦИОМ проведен 15-16 марта 2014 года

Опрошено 1600 человек в 130 населенных пунктах в 42 областях, краях и республиках России

Статистическая погрешность не превышает 3,4%

Источник: ВЦИОМ







REN  
ВЫБОР 2012

ВЫБОР СЛЕДАН?  
НЕДЕЛЯ



# ABOVE POSITION



# Case#2

## YOU ARE POPULAR

- 35-64%



## THEY ARE NOT

- 315/450
- 2007 “Putin’s plan – Russia’s victory”



2011

THE PARTY  
OF THIEVES AND RASCALS

# Case#2 Solution

1



2



238/450

all-russia people's front



**ПАРТИЯ  
ЖУЛИКОВ  
И ВОРОВ**



**ФРОНТ  
МОШЕННИКОВ И  
ПРОХОДИМЦЕВ**

demotivation.me

**НЕ ГОЛОСУЙ, ИЛИ ПРОИГРАЕШЬ.**

**THE PARTY  
OF THIEVES AND RASCALS**

**front of scammers and crooks**



PARESH...  
CagleCartoons.com

## Case#3

### How to count?

**Ex: 2006** – UR got **38%**  
and took **qualified majority**

- Methods of proportional mandat's distribution:

- Hare-Niemeyer method (simple quotas)  $\frac{\text{total votes}}{\text{total seats}}$

**Hamilton's** method  $\frac{\text{total votes}}{\text{total seats}}$

- D'Hondt method (**Jefferson's** method)

- Droop quota

$$\left( \frac{\text{Total Valid Poll}}{\text{Seats} + 1} \right) + 1$$

- **Imperiali quota**

$$\frac{\text{total votes}}{\text{total seats} + 2}$$

# Case#3

49%

## ВЫБОРЫ В ГОСДУМУ 2011

19%

11%

13%



### РАСПРЕДЕЛЕНИЕ ДЕПУТАТСКИХ МЕСТ В ШЕСТОЙ ГОСДУМЕ ПО ПРЕДВАРИТЕЛЬНЫМ ДАННЫМ ЦИКА.







V. Putin



Candidates for Politburo 2.0 members

The Power Block	The Political Block	Business	The Technical Block (Central Committee Secretary)
<p>A. Bortnikov V. Kolokolcev Y. Chaika E. Shkolov A. Bastrikin V. Ivanov E. Murov V. Zolotova N. Patrushev M. Fradkov</p> <p>V. Lebedev</p>	<p>A. Gromov D. Peskov</p> <p>Patriarch Kirill</p> <p>V. Surkov</p> <p>A. Kudrin A. Voloshin A. Chubaic</p> <p><b>System opposition</b></p> <p>V. Zhirinovskiy G. Zuganov M. Prokhorov S. Mironov</p>	<p>G. Gref</p> <p>P. Abramovich V. Yakunin A. Miller V. Potanin O. Deripaska M. Fridman A. Usmanov V. Vekselberg V. Alekperov A. Mordashev A. Kostin O. Sienko</p>	<p>I. Shuvalov E. Nabiullina V. Kozhin D. Kozak S. Lavrov A. Vaino A. Belousov V. Khristenko</p> <p>S. Narishkin V. Matvienko</p>

Regional Leaders

A. Beglov	R. Kadirov	R. Minnikhanov	A. Khloponin	Y. Trutnev
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