

Standard of Living and Quality of Life of Rural Population in the Omsk Region

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Abstract—This article is devoted to the study of standard of living and quality of life of rural population in the Omsk region. The study contains data on the level of investment, housing, income and distribution of expenditures of the rural population. The living standards of rural settlements in the Omsk region are lower than in the federal district and in the whole of the Russian Federation; the quality of life of rural population varies depending on the climatic zone to which they relate; in addition, there is a difference in the corresponding socio-economic development indicators within a single climatic zone. The factors that have a significant impact on the standard of living and quality of life of population of rural areas in the Omsk region by natural and climatic zones are considered. This paper proposes activities that can be used in the development and implementation of plans and programs for socio-economic development of the municipal regions of the Omsk region.

Keywords— *quality of life, rural population, social sphere.*

I. INTRODUCTION

The Omsk region is part of the Siberian Federal District of the Russian Federation. In the south of the region there are steppes, gradually turning into forest-steppes, forest and marshy taiga in the north. The climate is sharply continental: the weather often changes, meteorological conditions are unstable. At present, the Omsk Region includes 32 districts, connected in 4 climatic zones: northern, northern forest-steppe, southern forest-steppe and steppe. Ensuring a decent quality and standard of living of the rural population is a prerequisite for achieving the socio-economic development of the regions. In this regard, the formation of a system to ensure a decent living standard and quality of life for the rural population is a priority for their activities.

The objective is to develop a system for assessing the influence of factors depending on natural and climatic zones on the level and quality of life of the rural population.

Our object of study is the standard of living and quality of life of population.

The subject of the study is a set of provisions for assessing and improving the living standards and quality of life of the rural population of a theoretical and practical nature.

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II. LITERATURE REVIEW

The standard of living of population is the subject of research in various fields of science. Among modern Russian scientists who are actively engaged in the study of the standard of living of population, A. S. Ayvazyan and V.N. Bobkova, V.I. Guriev, N.S. Malikova, P.S. Mstislavsky, A.N. Romanova and others. The methodological foundations of the study of the standard of living of population were considered in the works of I. Birman, II. Dmitricheva, V.M. Zhrebina, R.F. Starkova, V.M. Ryabtseva et al.

The sources of information were the regulatory documents of the Russian Federation, regulatory and methodological data of the Ministry of Finance of the Omsk Region, statistical data of the territorial statistics authorities, materials of the current periodicals and scientific papers on the living standards and quality of life of rural population.

III. RESEARCH METHODOLOGY

Based on the complexity and multifaceted nature of the studied issues, affecting all aspects of life in the study, the institutional approach was used as the main approach, suggesting the dependence of the functioning of economic systems on institutions. Institutions are understood to mean both organizations and rules established by society. The study also traces the systemic method, a comparative analysis.

IV. RESULTS

The scientific novelty of the study is to develop a system for assessing the influence of factors depending on natural and climatic zones on the standard of living and quality of life of the rural population.

The territory of the Omsk region – 141 thousand square kilometers (0.8% of the territory of the Russian Federation), including 48% – agricultural land, 33% – forest areas, 16% – water bodies. The key natural resource of the region is soil, which contributes to the development of grain farming and all types of animal husbandry. The raw material base (oil and gas, peat, ore sands of zirconium and titanium, etc.) is a key reserve for the development of the region's economy. As in many other regions of the Russian Federation, in the Omsk region today there is an environmental crisis. Unfortunately, measures taken to improve the environment are not enough. As a result, air, water, and soil are polluted; some species of plants and animals disappear; reduced productivity of forage land.

In general, the quality of life in the Omsk region is characterized as low, only one component – the availability of goods and services – is more or less developed. In the course of research [1], the key problems in most rural areas are lack of jobs, inadequate medical care, drug addiction, alcoholism, inaccessibility of housing, poor quality of public services and poor ecology. The population of the region, especially young professionals, graduates of universities and vocational schools, are experiencing difficulties in finding work. Among other things, it is quite difficult for residents of the Omsk region to open their own business. The quality of the work of law enforcement agencies and the quality of medical services do not satisfy the population. A key problem in the field of education in the Omsk region is the low availability and quality of services of preschool educational institutions, in terms of “Housing” – the low affordability of housing, which, along with the difficulty of obtaining a mortgage and low rental availability, reduces the level of security and satisfaction with housing conditions. Among other things, it should be noted the lack of green spaces, the low level of improvement of courtyards, inadequate maintenance and maintenance of multi-apartment buildings, poor condition of roads. In the Omsk region, the necessary conditions have been created to ensure cultural leisure and recreation (concerts, exhibitions). However, residents of rural

territories in the Omsk region are limited in access to the services of leisure and recreation facilities, while urban residents do not lack this. There is also a lack of stadiums, sports sections, swimming pools. The environmental situation in the Omsk region is extremely negative, despite fairly good climatic conditions. The greatest concern is pollution of water bodies and air. The existing forest park zones are not able to compensate for the general negative environmental situation in the Omsk region [1].

The number of inhabitants of the Omsk region at the beginning of 2019 is 1960 thousand people. More than half of 50% of people live in the city of Omsk. In 2018, the population of the Omsk region decreased by 12.6 thousand people, including residents of municipal districts – by 6.2 thousand people. 8.8 thousand people arrived in the Omsk Region, 7.6 thousand people left. Migrants mainly came from Kazakhstan (73%) and other CIS countries. Almost half of the arrivals remain living in the countryside.

The increase in rural population migration indicates an undoubted decrease (Figure 1). Since 2012, there has been a decrease in rural population in the Omsk region and this trend is growing from year to year.

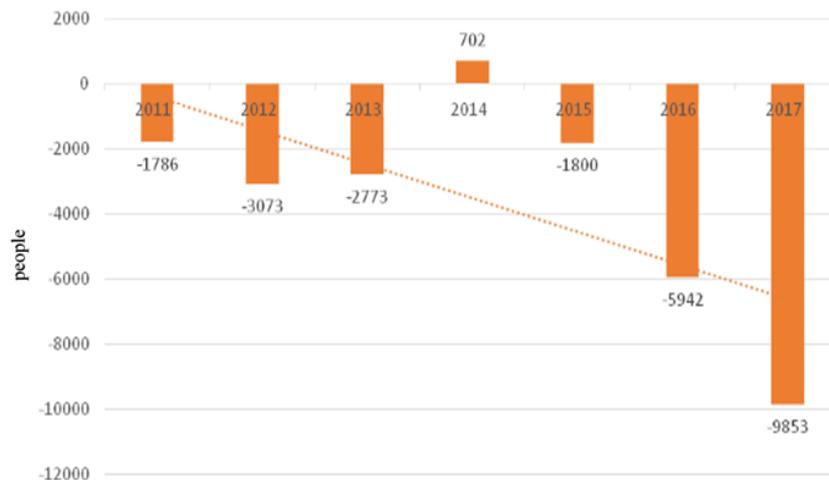


Fig. 1. Migration growth, decrease (-) in the Omsk region for 2012-2019 [2].

Basically, citizens with higher education leave the Omsk region. It is also worth noting that about 80% of the population leaves the region at working age. The composition of the economically active population depends on the birth and death rates and on the gender and age structure of the population of the settlement.

TABLE I. NATURAL POPULATION MOVEMENT IN THE OMSK REGION (IN PEOPLE UNITS) [2].

Indicator	Year 2014	Year 2015	Year 2016	Year 2017	Year 2018
Births	29072	29761	28526	26310	22606
Deaths	26408	26156	26443	26152	25354
Natural population growth, decrease (-)	2664	3605	2083	158	-2748

The data of the natural movement of the rural population of the Omsk region indicate a decrease in the birth rate for 2012-2018 for about 4,200 people. A decrease in the birth rate

began to be noted starting in 2016. It should be noted that in general for the period under review there was also a decrease in mortality by 1,382 people. Nevertheless, the general tendency for a decrease in natural growth is associated with a decrease in the birth rate.

Today, the Omsk region is a highly developed agricultural region, which has one of the country’s largest agricultural sectors. More than half of agricultural organizations are located in the steppe and southern forest-steppe zones. These areas have the highest population density, more favorable climatic conditions, and the main industrial centers are located there. A large share of the meat and dairy industry of the entire region is concentrated here.

According to statistics, agricultural production in the Omsk region is very productive and cost-effective.

In recent years, there has been a downward trend in investment. However, for the period from 2016 to 2018 one can observe the growth of this indicator in such regions as Azov, Bolsherechensky, Znamensky, Issilkulsky, Krutinsky,

Maryanovsky, Tarsky, Tevrizsky, Tyukalinsky and Ust-Ishimsky.

The total area of residential premises, falling on average per inhabitant of the Omsk region in 2018, increased by 4.2 square meters compared with 2006 data and amounted up to 24.5 square meters.

The number of families registered as needing housing at the end of 2018 decreased by more than 600 units compared to 2015 and amounted to 6 560 people. Of these, families living in rural areas – 5 531 people. The volume of housing construction is provided for by issued permits for the construction of residential buildings (the total area of residential buildings commissioned in 2017 was 75 951 sq. M.). Since 2014, there has been a downward trend in the number of commissioned residential premises by almost 20 thousand square meters. According to Omskstat (statistic service), the volume of living space commissioned decreased by 42.29% in 2018 compared with the same indicators in 2016. Among other things, it should be noted the low level of improvement of courtyards, their inadequate maintenance and maintenance, poor condition rural highways. According to statistics, the share of local roads that do not meet regulatory requirements is 34%.

The situation with housing in the Omsk region is generally similar to the average for the country and the Siberian Federal District. The level of improvement of the housing stock of the region is close to other regions of Siberia, however, it is worth noting a high degree of gasification of rural settlements and an increase in the share of hard roads in the Omsk region. However, in most of the housing stock of the regions of the region, there is a lack of basic communal amenities [2].

In recent years, similarly to the situation throughout the Russian Federation and the Siberian Federal District, the unemployment rate has noticeably decreased. However, in the Omsk region it is still higher than the average for the Russian Federation and one of the lowest among the regions of the Siberian Federal District (Table II).

TABLE II. CHANGE IN THE NUMBER OF LABOR IN THE OMSK REGION FOR 2017-2018 [2].

Period, year quarters	Labor force, thousand people	including		Employment rate, %	Unemployment rate, %
		employed	unemployed		
2017					
I	1030.5	947.9	82.6	63.7	8.0
II	1055.6	981.1	74.5	66.0	7.1
III	1068.2	998.9	69.3	67.2	6.5
IV	1036.0	959.8	76.1	64.5	7.3
year (average per month)	1047.6	971.9	75.7	65.4	7.2
2018					
I	1018.9	941.8	77.1	63.6	7.6
II	1032.1	960.3	71.8	64.8	7.0
III	1039.3	974.3	65.0	65.7	6.3
IV	1026.4	951.6	74.8	64.2	7.3
year (average per month)	1029.2	957.0	72.2	64.6	7.0

The number of employed people, consisting of a workforce of the age of 15-72 years, declined by 14.9

thousand people over the last year, the number of unemployed decreased by 3.5 thousand people.

Cash incomes of the population also showed an increase of 1.6 percent over the last year under review (Table III).

TABLE III. THE MAIN INDICATORS CHARACTERIZING THE STANDARD OF LIVING OF POPULATION OF THE OMSK REGION [2]

Indicator		Cash income, average per capita, in rubles	Real disposable cash income of the population, in rubles
December 2018		31730.3	-
In % compared to	December 2017	101.9	99.2
	November 2018	126.7	127.9
January-December 2018 in % compared to January-December 2017		99.1	95.6
Reference:			
December 2017 in % compared to	December 2016	94.6	89.7
	November 2017	130.9	131.5
January-December in % compared to January-December 2016		97.7	91.9

For the period 2002-2018 there has been a growth in the average monthly nominal wage in the Omsk Region as a whole by 26,696.4 rubles. If we consider this indicator in the context of agriculture, we can see that over the period under review, there is also a growth in wages of agricultural workers in general by 18,090.8 rubles. However, the increase occurs at nominal wages, while real incomes of the rural population require a separate analysis.

Analyzing the distribution of incomes of the rural population of the Omsk region, it should be noted that in 2018, a rather high proportion of the incomes of population of the Omsk region amounted to 34.4% in the form of wages and salaries of employees, the second place is in the category of other incomes – 33.5% and in third place – social payments – 20.8%.

The smaller the share of food expenses in the general structure of consumer spending and the more expenses for non-food items, the better is the family's livelihood.

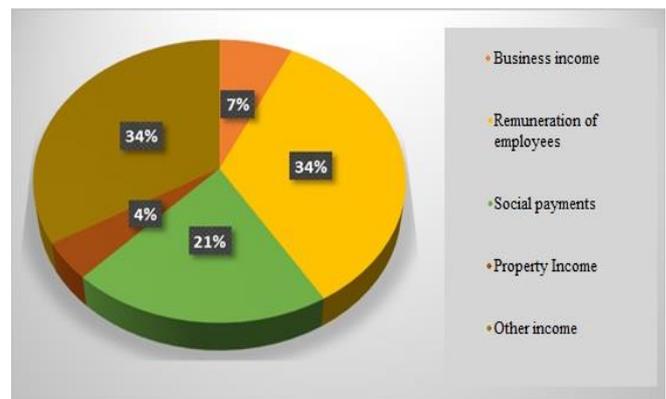


Fig. 2. The structure of cash incomes of population of the Omsk region in 2018 (as a percentage of the total cash incomes of population), % [2]

The list of consumer expenditures of the rural population of Omsk region for 2014-2018 is presented in table IV.

TABLE IV. COMPOSITION OF CONSUMPTION EXPENDITURE OF HOUSEHOLDS FOR 2014-2018, % [1]

	2014	2015	2016	2017	2018
Food					
Russian Federation	30.5	32.9	32.6	31.4	31.2
Siberian Federal District	31.2	33.8	32.6	32.6	31.1
Omsk region	35.8	36.8	34.4	33.2	34.3
Non-food products					
Russian Federation	37.8	38.7	39.3	40.9	40.8
Siberian Federal District	39.7	38.9	41.2	41.8	42.6
Omsk region	34.4	33.3	38.8	40.7	36.5
Alcohol					
Russian Federation	1.7	1.7	1.7	1.7	1.7
Siberian Federal District	1.8	1.7	1.7	1.7	1.8
Omsk region	1.9	1.6	1.7	1.8	2.2
Payment for services					
Russian Federation	26.8	26.7	26.4	26	26.3
Siberian Federal District	24.7	25.6	24.5	23.9	24.5
Omsk region	24.2	28.3	25.1	24.3	27

Nutrition of the able-bodied rural population of the Omsk region can be characterized by an unbalanced diet, an irrational regime, which leads to the development of a significant number of health disorders, is the cause of high mortality from cardiovascular and other non-infectious diseases.

The highest incidence of diseases in the etiology of which nutrition plays a leading role is noted in Omsk, Cherkassky, Nizhneomsky, Sherbakul, Gorky, Novovarslavsky and Nazyvaevsky municipal areas. The risk group includes young people aged 15-29 years [2].

In the Omsk region, there is a rather negative dynamics in the indicators of provision of social services.

The services of preschool educational institutions in the Omsk Region have declined in many areas over the past year, and existing kindergartens are overcrowded. A decrease in the number of general educational organizations as a whole is noted.

In health, things are a little better. In four districts, the number of health care organizations has increased. The program on the work of mobile FAPs has started in the region.

In Znamensky, Isilkul and Kolossovsky districts there is a slight increase in cultural and leisure facilities. However, the state of social infrastructure facilities leaves much to be desired. Children, adolescents, youth and representatives of the older generation cannot fully use the services of organizing high-grade leisure.

Based on the analysis of the main characteristics of the Omsk region, we can distinguish the main factors that are the causes and consequences of the relatively low living standards of the rural population of the Omsk region:

- Natural and climatic features and environmental safety (sharply continental climate; intensification of environmental pollution).
- Economic and geographical features (low level of transport links; poor exploitation of the natural resource base; low population density (the population is extremely uneven and non-compact).
- Demographic features (reduction in population; tendency to increase demographic burden; migration outflow of the population).
- Socio-economic characteristics (high unemployment; low level of education of the working population; low cash incomes and average wages; poverty level is significantly higher than the national average; growth in the area of housing stock in dilapidated and dilapidated houses; low living standards in rural areas).

Thus, the relatively negative characteristics of the living standards and quality of life of rural population of the region can be associated with indicators of economic development, geographical location, and socio-demographic aspects. It should also be noted that the indicators of the standard of living and quality of life of rural population of the Omsk region are much lower than the similar indicators of the regional center.

The existing socio-economic situation of rural settlements of the Omsk region requires active efforts to accelerate the economic development of the region, solve social problems and improve the quality of life of the population, create sustainable competitive advantages and increase investment attractiveness. Given the severity of the problems, actions should be long-term, strategic; it is necessary to consistently implement a number of program activities, and the results of activities at the initial stage will simultaneously create the basic conditions for the successful implementation of the activities of the subsequent stages [3].

Given the dynamics of significant indicators and problems identified in the last year of the analyzed period, a list of key factors, i.e. to the greatest extent affecting the standard of living of the population, according to the categories of living standards of the population in the context of each climatic zone, the following (Table V).

TABLE V. FACTORS THAT HAVE THE GREATEST INFLUENCE ON THE STANDARD OF LIVING OF POPULATION IN MUNICIPAL REGIONS OF DIFFERENT CLIMATIC ZONES IN THE OMSK REGION [3]

Natural and climatic zone	Living standard category	Factors that most affect standard of living of population in municipal areas of different climatic zones
Northern	Wealth level	Low income. Ineffective organizational and functional structure of municipal labor market.
	Quality of housing and social services	Poor housing. Low environmental safety.
Northern forest-steppe	Wealth level	Low income. Ineffective organizational and functional structure of municipal labor market.
	Quality of housing and social services	Low level of social security in municipal areas. Low level of environmental safety.

Southern forest-steppe	Population quality	Inadequate level of medical care.
	Quality of housing and social services	Poor housing. Low level of environmental safety.
Steppe	Wealth level	Low income.
	Quality of housing and social services	Low level of social security in municipal areas. Low level of environmental safety.

	involvement of population in them; - involving the public in law enforcement etc.				
6. Inadequate level of medical care	6. Improving the availability of medical services (mobile points)	-	-	+	-

Based on the results of the diagnosis of factors, priority areas have been formed in the field of improving the living standards of the population of the municipal regions of the climatic zones of the region (the result is presented in Table VI).

The achievement of the set priority goals (directions) should be associated with the allocation of a set of measures to improve the standard of living of the population [4]. A significant part of the activities is intended for the population of municipal areas of climatic zones in order to ensure a decent level of labor income, as well as to provide the necessary number of jobs. Attention is paid to solving the important problem of the quality of housing conditions, the quality and accessibility of services in the field of healthcare and the provision of social and environmental safety.

TABLE VI. MATRIX OF SIGNIFICANT FACTORS IN THE STANDARD OF LIVING OF POPULATION AND A LIST OF PRIORITY AREAS FOR IMPROVING THE STANDARD OF LIVING AS THE MAIN STRATEGIC GOAL OF THE SOCIO-ECONOMIC DEVELOPMENT OF THE OMSK REGION

Factors	Priority areas for improving living standards	Natural and climatic zone			
		Northern	Northern forest-steppe	Southern forest-steppe	Steppe
1. Low environmental safety	1. Improving environmental safety by reducing harmful emissions from stationary polluting sources	+	+	+	+
2. Low income	2. Development of entrepreneurial activity of population of municipalities through creation of small enterprises in rural areas with the state support involvement.	+	+	-	+
3. Ineffective organizational and functional structure of municipal labor market	3. Growth in the share of processing enterprises in municipal areas with the state support involvement.	+	+	-	-
4. Low quality housing	4. Raising public awareness of municipalities about possibilities of participating in state co-financing programs providing for better housing conditions.	+	-	+	-
5. Low level of social security in municipal areas	5. Increasing social activity of population by: - organization of sports clubs, competitions,	-	+	-	+

Improving the quality of atmospheric air is possible due to the implementation of measures to reduce emissions (increase the efficiency of existing treatment plants and commissioning of new dust cleaning plants). The actual effectiveness (on average over three years) of such activities is about 53.4%.

To stabilize the socio-economic situation, it is necessary to develop entrepreneurial activity of the population of municipal regions through the creation of small enterprises with the involvement of state support, an increase in the share of processing enterprises in municipal areas with the involvement of state support [5]. Thus, the development of peasant farms and family livestock farms based on peasant farms. Priority is given to granting support to peasant farms in the northern climatic zone and to territories where the development of peasant farms is not only economically, but also socially significant objects that contribute to the development of settlements as a whole.

In order to increase the volume and expansion of the types of services provided, ensure their territorial availability, increase incomes and employment; it is necessary to support the development and improvement of public services for the population [6]. A universal event in this direction is the organization of the work of mobile points of social services, including the following services: a hairdresser; repair, technical, service of household appliances; repair and tailoring; shoe repair etc.

The socio-economic effect of mobile social facilities includes the creation of new jobs; satisfaction of social and household needs of the population; improving the level of consumer services; increasing incomes of the population, increasing tax deductions to the local budget, etc. [7].

In the context of the problem of strengthening law and order in the region, it is necessary to consolidate the efforts of society and local governments in the following areas:

- Organization of preventive measures among minors: it is necessary to develop and create sports and health centers, amateur clubs, support for various youth movements, etc. Part of the costs can be reimbursed as part of the grant support for local citizens' initiatives.
- Assistance in the participation of citizens in the protection of public order: it is necessary to provide monthly cash payments to members of a voluntary squad (public order detachments, etc.) as part of the municipal program, which provides for a set of measures for the preventive focus of the offense and ensuring public safety. To date, such programs have been adopted and are being implemented in only a few areas of the region [8].

Currently, there are three ways to improve housing conditions in the region: stimulating the development of housing construction, supporting solvent demand for housing, fulfilling government obligations to provide housing for certain categories. In addition to increasing incomes of the

population, it is necessary to increase the level of public awareness of existing housing programs, for example, on local television periodically cover the essence of programs and subprograms in simple and accessible language.

One of the measures aimed at increasing the availability of medical care and improving its quality is to increase the number of mobile health care facilities. To date, 10 such points operate in the Omsk region. The “mobile health care center” will provide the population of the district with medical services at a sufficient level [9].

V. CONCLUSION

Issues of the standard of living and quality of life of population in rural areas are very acute, due to their influence on the economic component of rural development and the region as a whole. The dependence of the quality of life of rural population on climatic zones of the Omsk region has been established. Based on our analysis, factors that have a significant impact on the quality of life of rural population and the corresponding areas of activities are identified.

The proposed measures can be used by regional and municipal authorities in the development and implementation of programs for the socio-economic development of the territories of municipalities.

Priorities of regulation are identified in this article and the most important directions in the field of improving the living standards of population of climatic zones of the region are formed. To achieve the identified goals (directions), measures are proposed that can be used by regional and municipal authorities in the development and implementation of socio-economic development programs.

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