

A survey conducted by Sbermobail and Media Holding Rambler & Co showed that the Russians consider it important to create cellular tariffs adapted for people with disabilities and the elderly. The task of such tariffs is to make a digital environment more inclusive and convenient for all categories of users.

The study showed that the majority of the survey participants (38%) believe that in Russia so far no sufficient attention is paid to the creation of inclusive digital solutions. Only 9% are sure that the needs of people with disabilities are taken into account, and the rest simply do not know about such initiatives. When choosing a tariff for themselves, 29% of respondents note the importance of functions that take into account the features of the visually impaired and hard of hearing.

Respondents identified several problems that people with disabilities face when using mobile devices. 35% consider the lack of specialized functions, such as voice input, screen announcers and subtitles. Another 33% pay attention to complex navigation and management, 17% - to an unadapted interface, including small font and poor contrast, and 9% for the lack of subtitles during audio reproduction.

The idea of a separate tariff with simplified functions received a positive response: 34% of respondents consider it extremely important, and 31% want the operators to continue to develop other tariffs and services. Potential demand is quite high: 18% stated that they themselves would use such a tariff, 25% would choose it for an elderly relative, and 15% for a loved one with disabilities.

Respondents noted the key functions of such tariffs. The most popular is the opportunity to arrange a SIM card without leaving home (50%), unlimited access to applications for visually impaired and heless (19%) and unlimited for instant messengers (14%).

The survey was conducted in July and August 2025, 109,397 people throughout Russia took part in it.