



**ЛЕВАДА-ЦЕНТР**  
АНАЛИТИЧЕСКИЙ ЦЕНТР ЮРИЯ ЛЕВАДЫ



Генеральное консульство  
Финляндии в Санкт-Петербурге

# The image of Finland and Finnishness in North-Western Russia

# About the project

**This presentation features results of the sociological survey conducted in Saint Petersburg (Russia) and 3 regions in September 2021.**

**- The sample consists of 1800 Russian adults (18+), representative by age, educational level and gender, living in Saint-Petersburg (750), Leningradskaya oblast (250), Murmansk oblast (400) and Republic of Karelia (400).**

**In addition to results of this survey, the presentation includes data from Russian nationwide survey done by Levada-center in August 2021 for the Finnish embassy in Moscow.**

**- It is a representative adult sample of Russian citizens, 1600 observations.**



# Content

## 1. The attitude to Finland

1.1 General attitude and perception

1.2 Relationships between two countries

## 2. The image of Finland

2.1 Basic associations

2.2 Interest in the country

2.3 Sources of information

## 3. Goods and manufacturing

## 4. Russian-Finnish families and parenthood

## 5. Sandarmokh

## 6. The echo of the WWI

## 7. Travelling



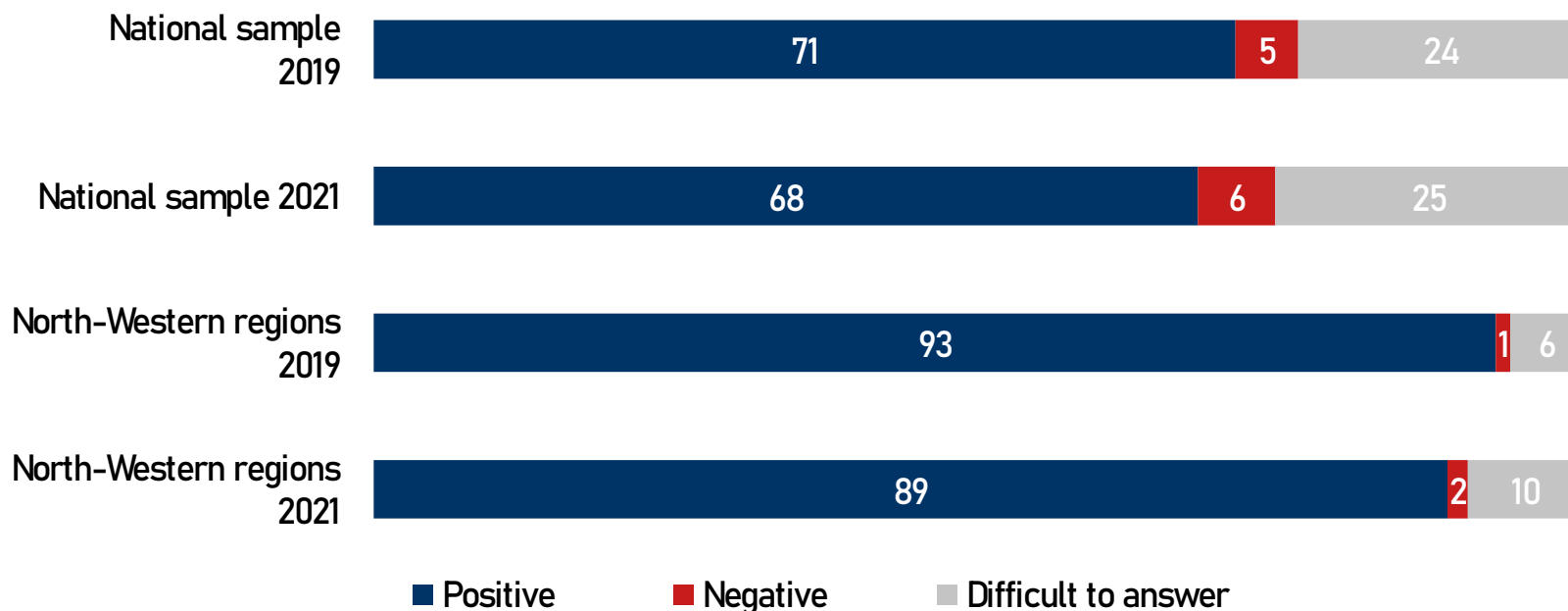
# 1. The attitude to Finland

# 1.1 General attitude and perception

The positive attitude of Russians towards Finland remains at a high level.

“What is your current attitude to Finland?”

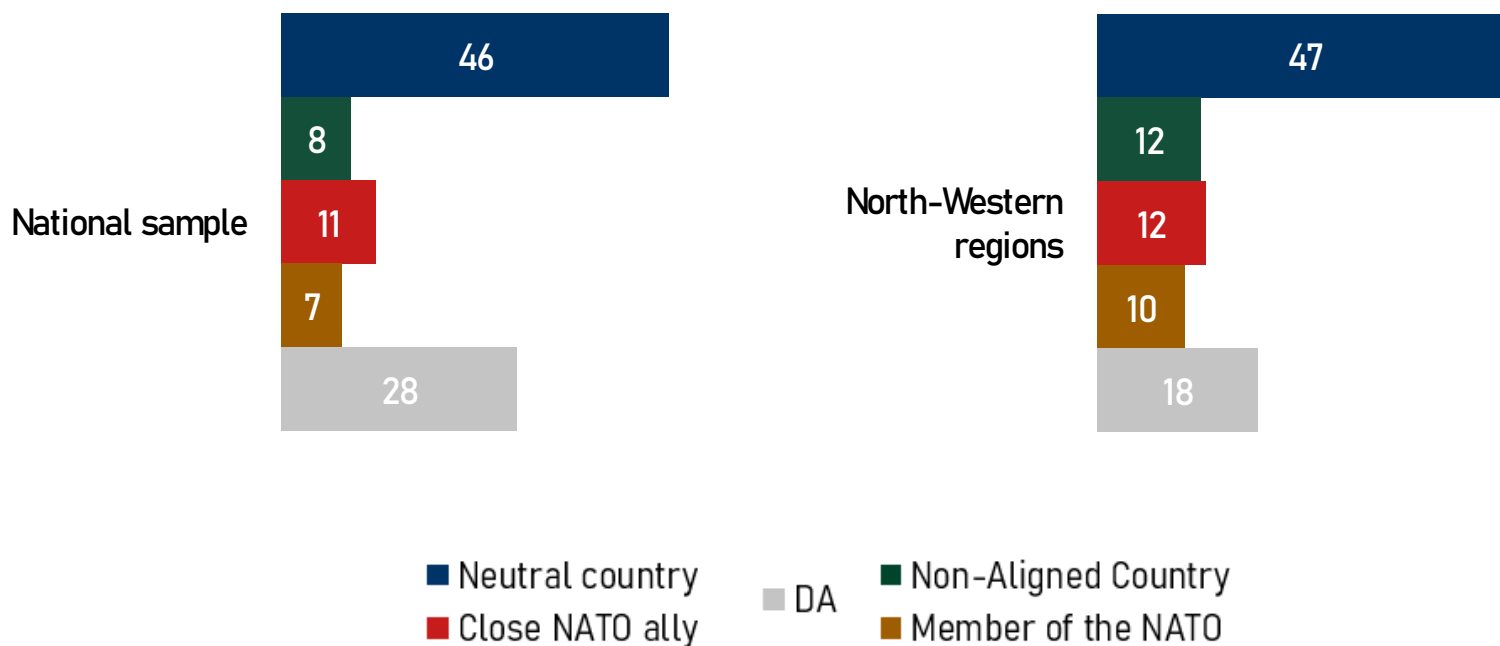
*(sum of answers “very positive” + “positive” and “negative” + “very negative”)*



## 1.2 Relationships between two countries

This perception is partly due to Finland's neutral status, which means that there is no threat to Russia.

«In your opinion, Finland is a .... ?»

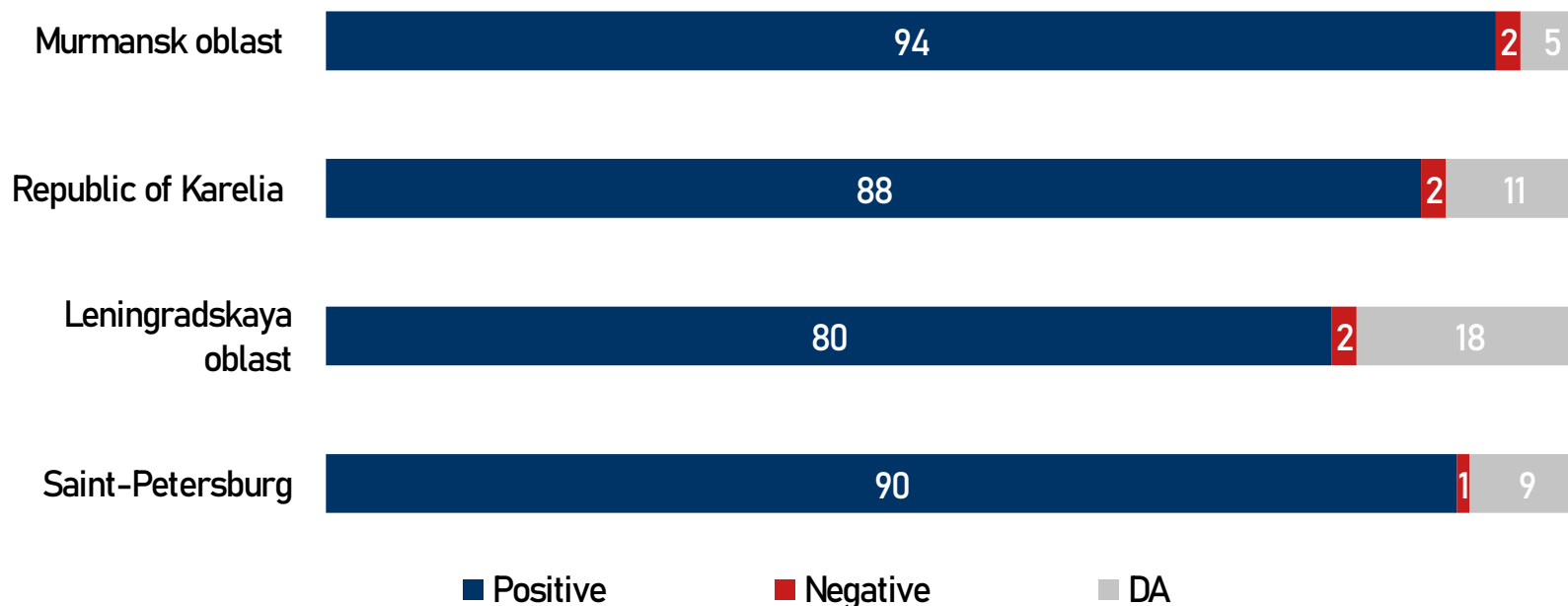


# 1.1 General attitude and perception

## Why are the data from the Leningrad region slightly different?

“What is your current attitude to Finland?”

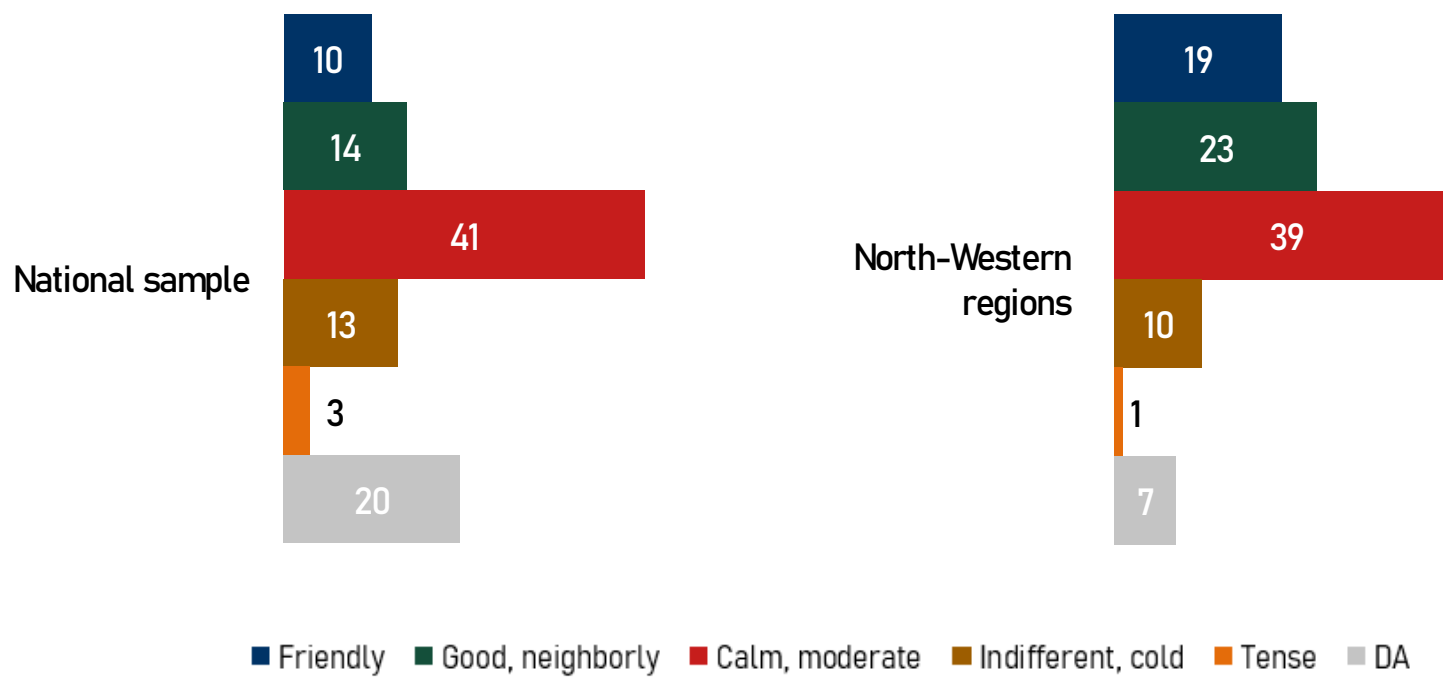
*(sum of answers “very positive” + “positive” and “negative” + “very negative”)*



## 1.2 Relationships between two countries

Relations between Russia and Finland are mostly perceived as "good" or "calm".

"How would you describe current relationship between Russia and Finland?"  
(in all cases "hostile" – 0%)

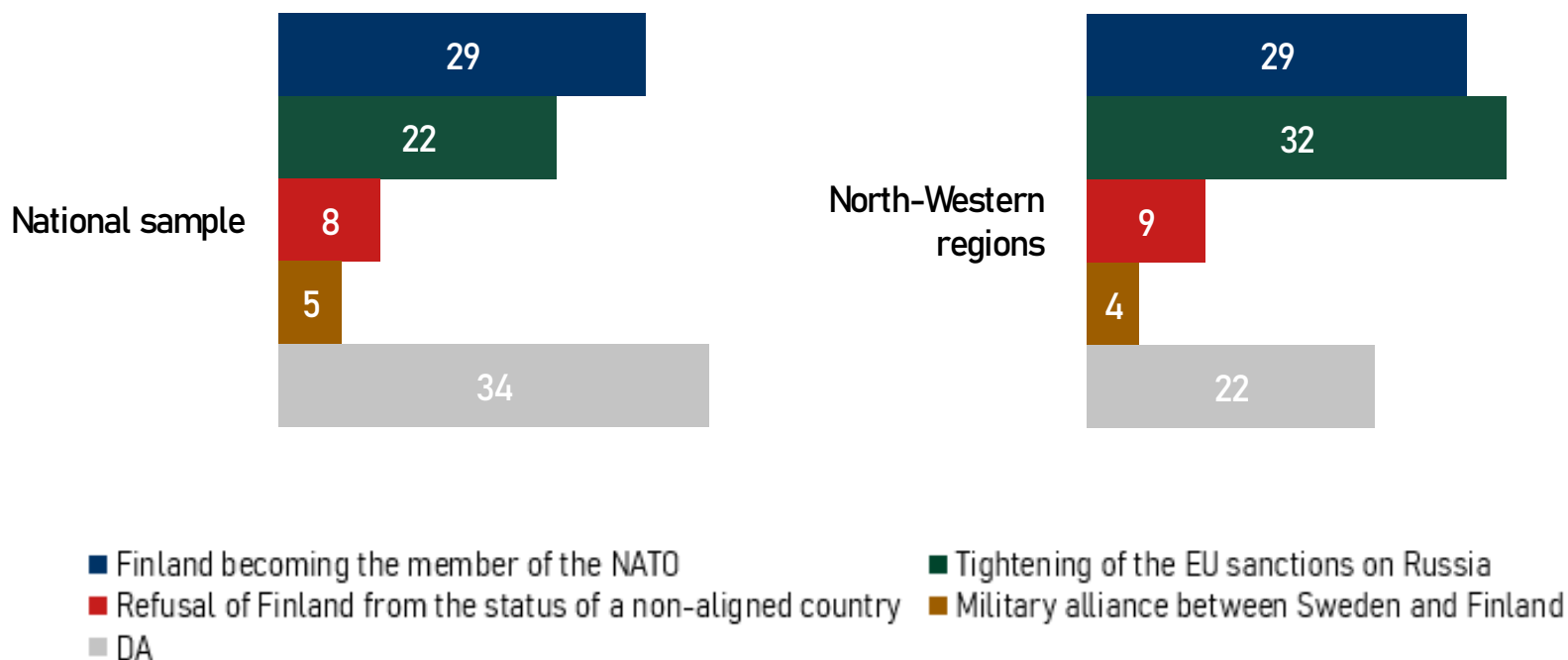




## 1.2 Relationships between two countries

The north-western regions are more afraid of tougher sanctions than the Russians as a whole.

“What possible actions of Finland could negatively affect today's relations between Russia and Finland?”



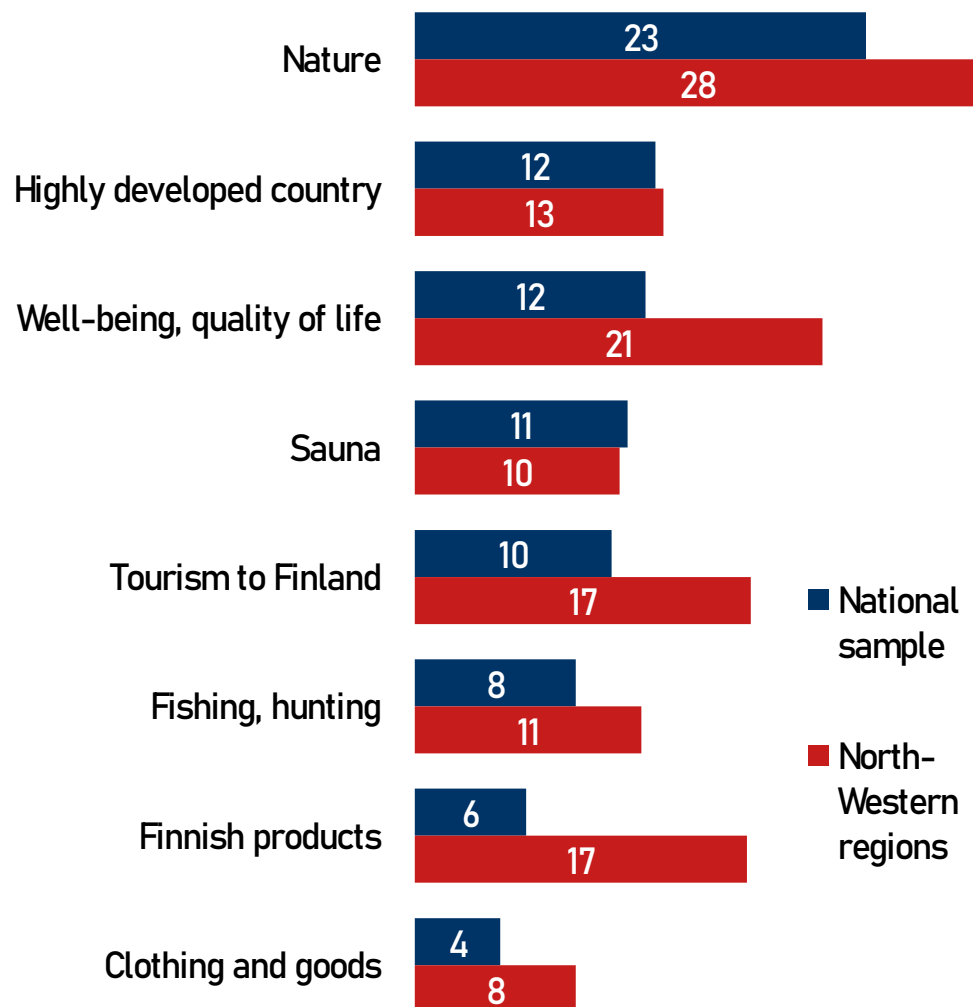
## **2. The image of Finland**

## 21 Basic associations

Awareness of Finland is higher among respondents in the north-western regions.

Abstract associations are more typical for Russia.

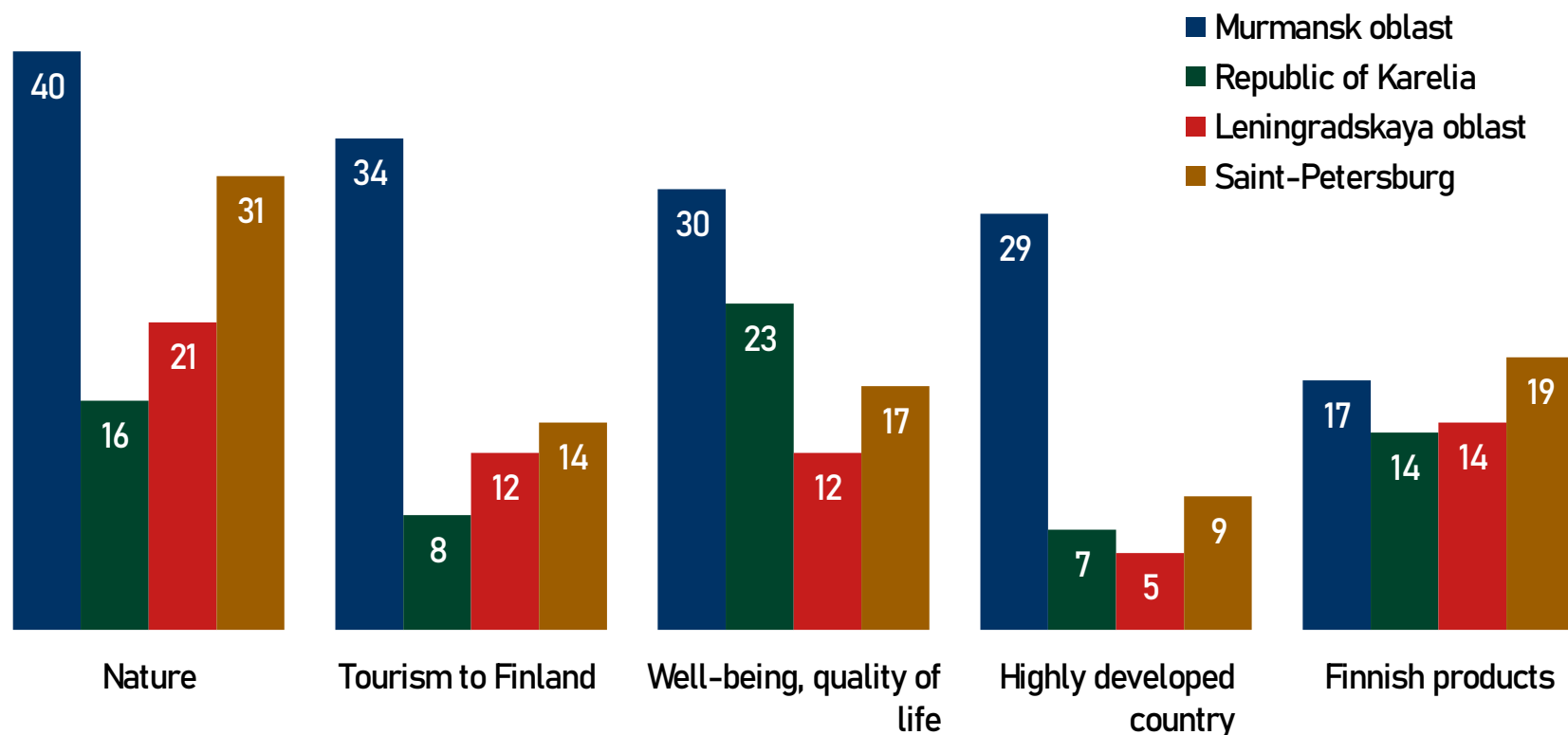
“When thinking of Finland, what comes to your mind first of all?”  
(answers with 4% and more mentions, except ‘Nordic country’, ‘Helsinki’)



## 21 Basic associations

Respondents from the Murmansk region are better informed about Finland.

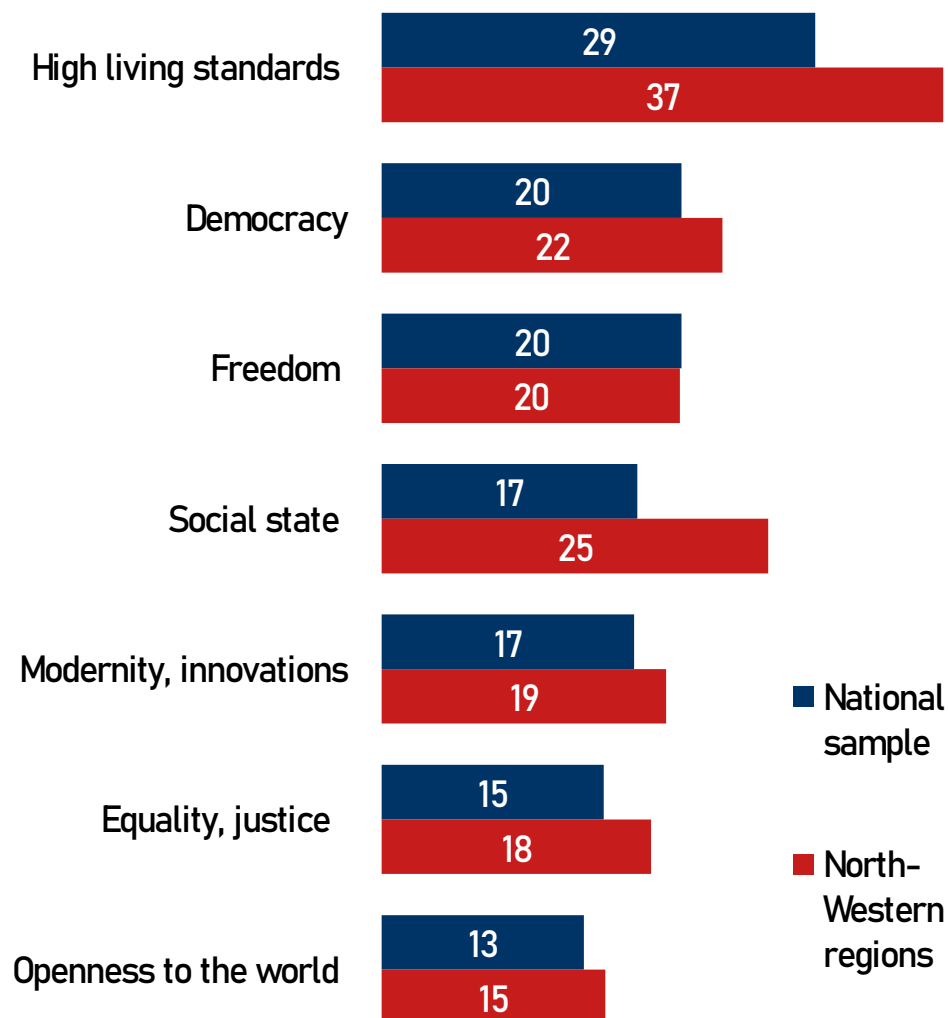
“When thinking of Finland, what comes to your mind first of all?”



## 2.2 Interest in the country

First of all, Finland is perceived as a country with liberal values and high living standards.

“What are the main characteristics of Finnish society?” (answers with 15% and more mentions)

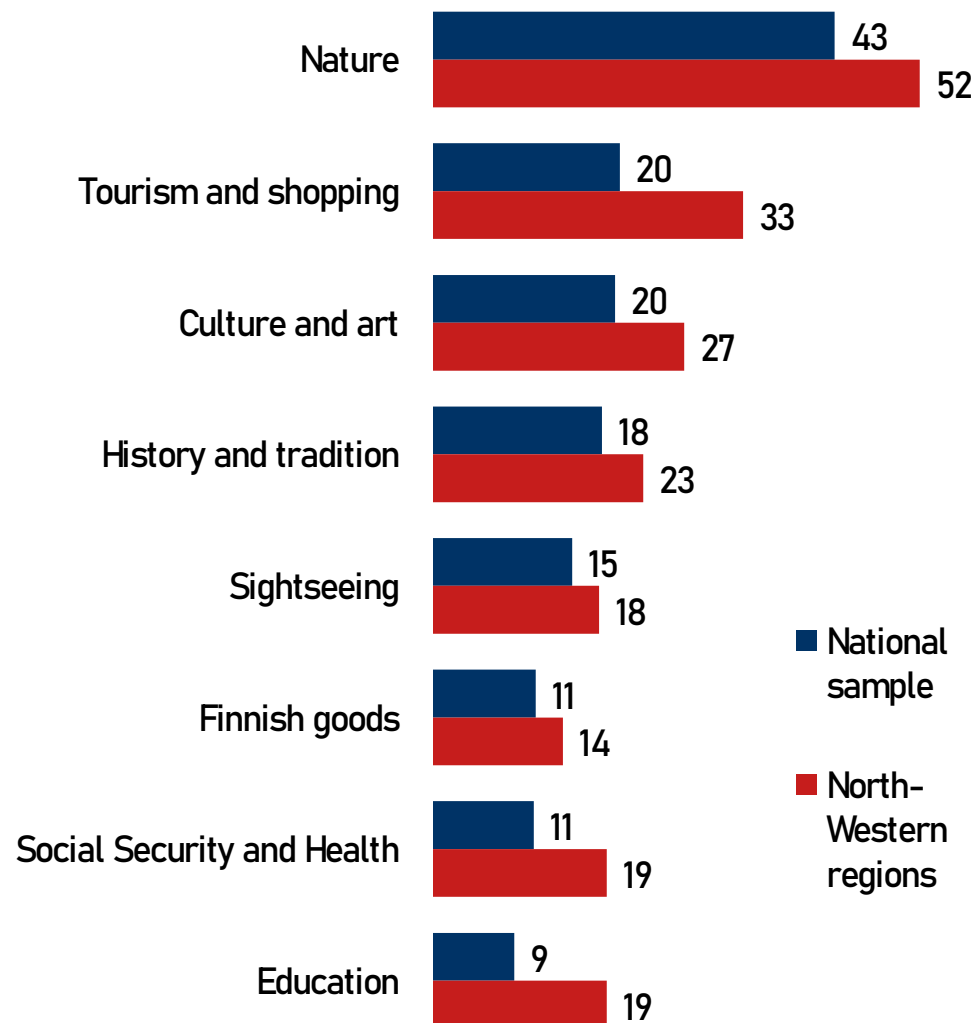


## 2.2 Interest in the country

Three main areas of interest:

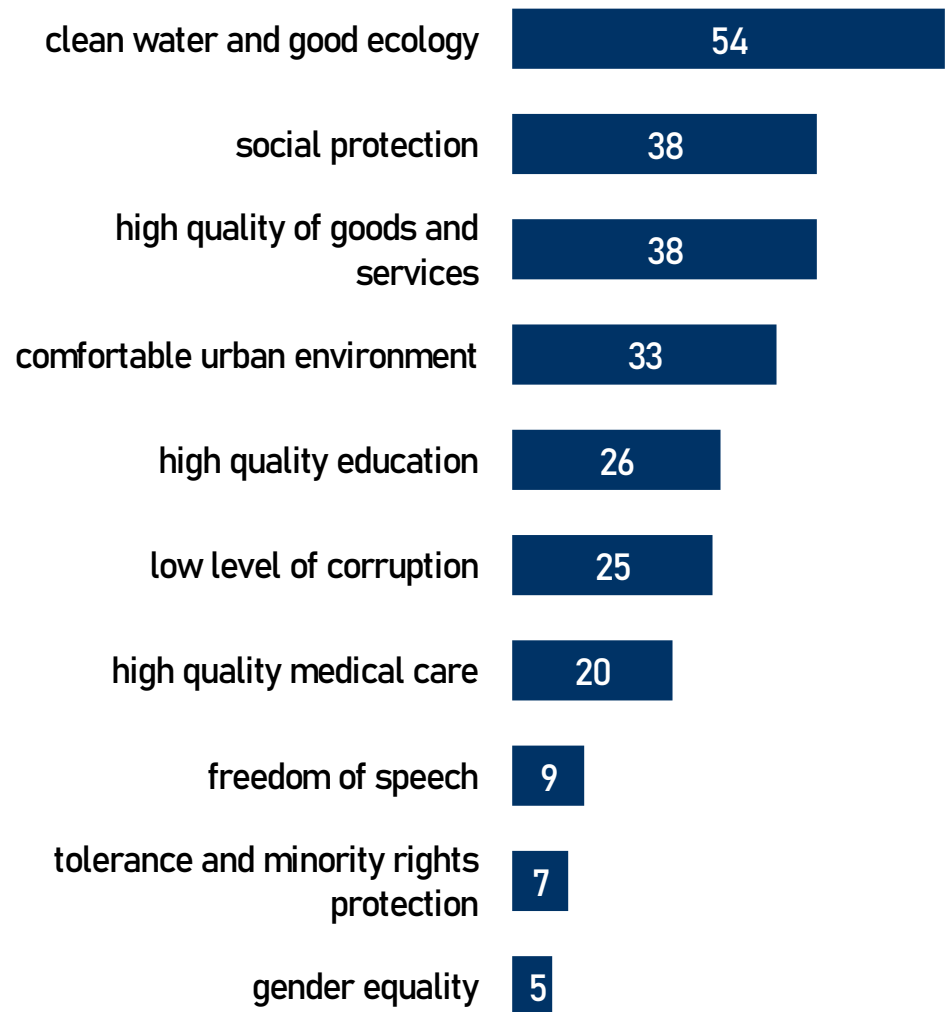
1. Tourism (*Murmansk, Saint-Petersburg*)
2. Social services (*Murmansk, Karelia*)
3. Goods, shopping (*Saint-Petersburg, Leningrad region*)

“What things interest you in Finland most of all?” (*answers with 14% and more mentions*)



## 2.2 Interest in the country

The main advantages of Finland are features related to ecology and the welfare state.

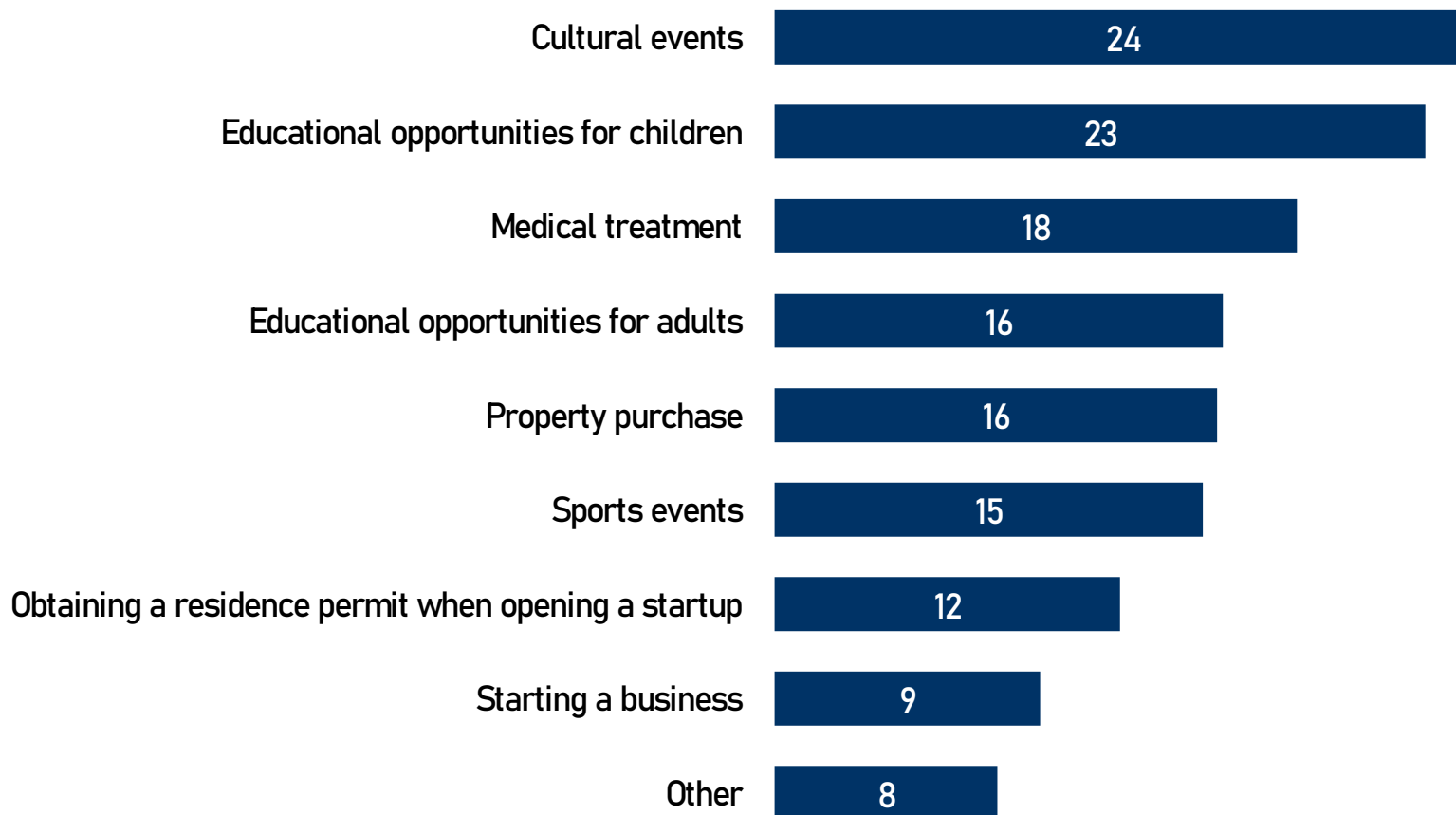


“What is the main advantage of Finland as a country for you?”



## 2.2 Interest in the country

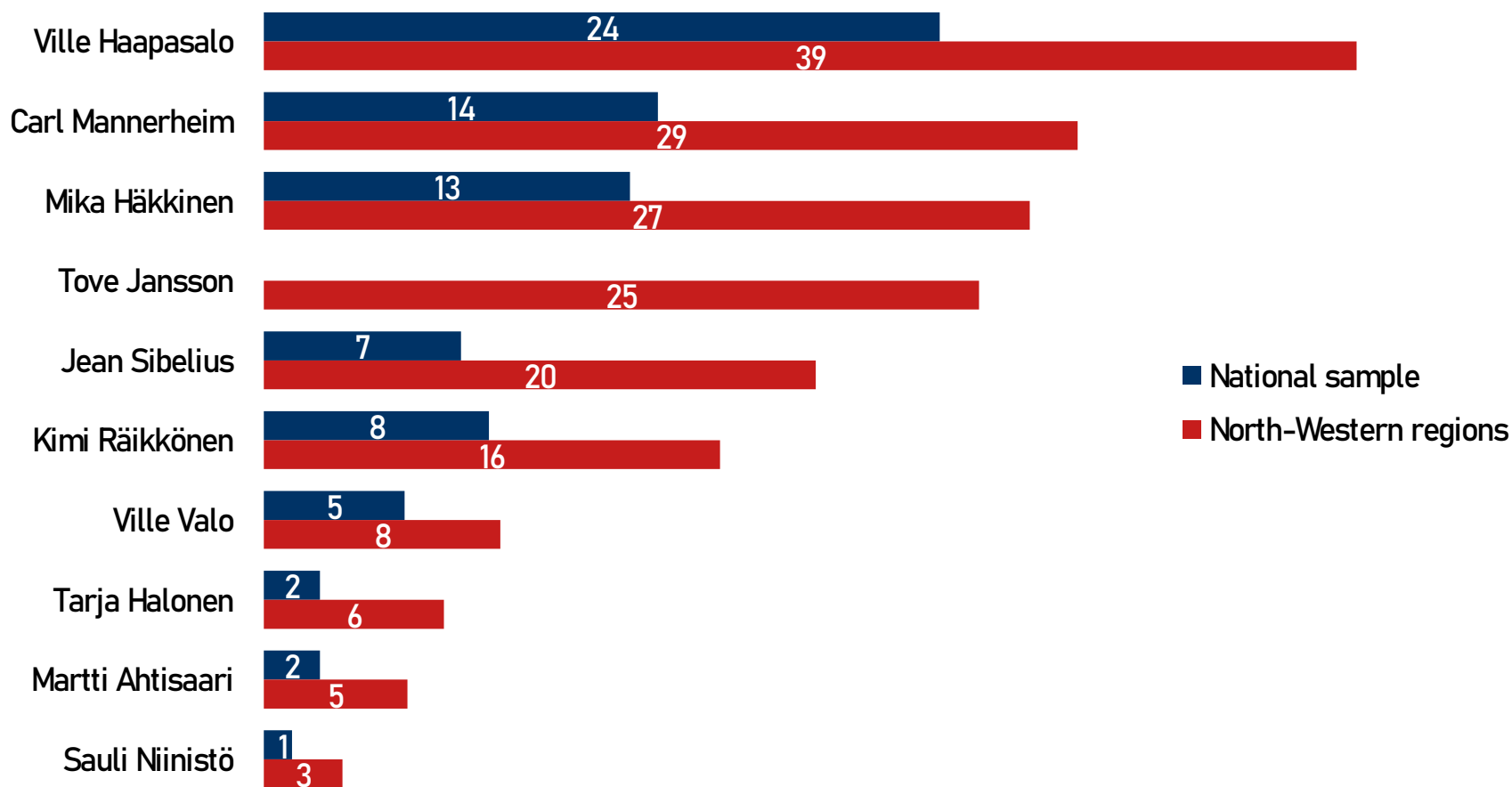
“About which of the following opportunities in Finland you would like to get to know more?”





## 2.2 Interest in the country

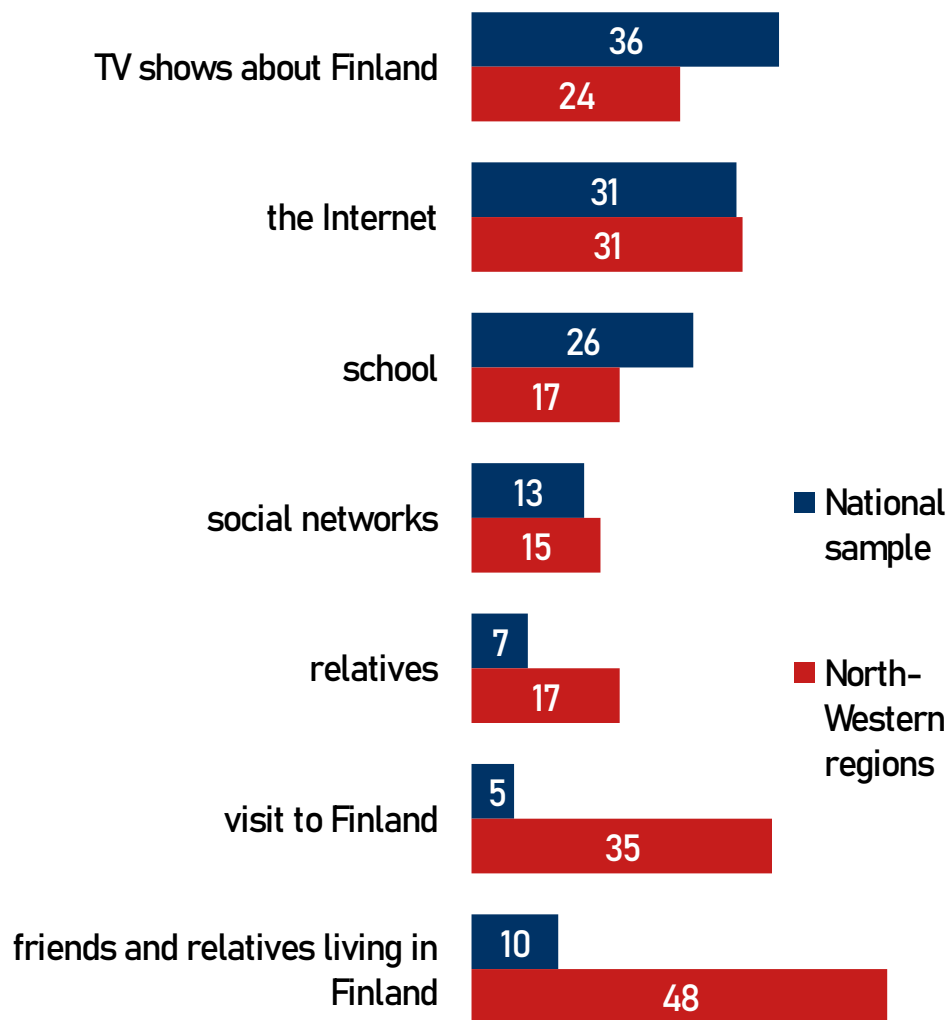
“Do you know if you have ever heard the names of some of these famous Finns?”  
(answers with 5% and more mentions)



## 2.3 Sources of information

The main source of knowledge for the north-western regions is personal experience or the experience of acquaintances.

“Where did you get information about Finland?” (answers with 14% and more mentions)

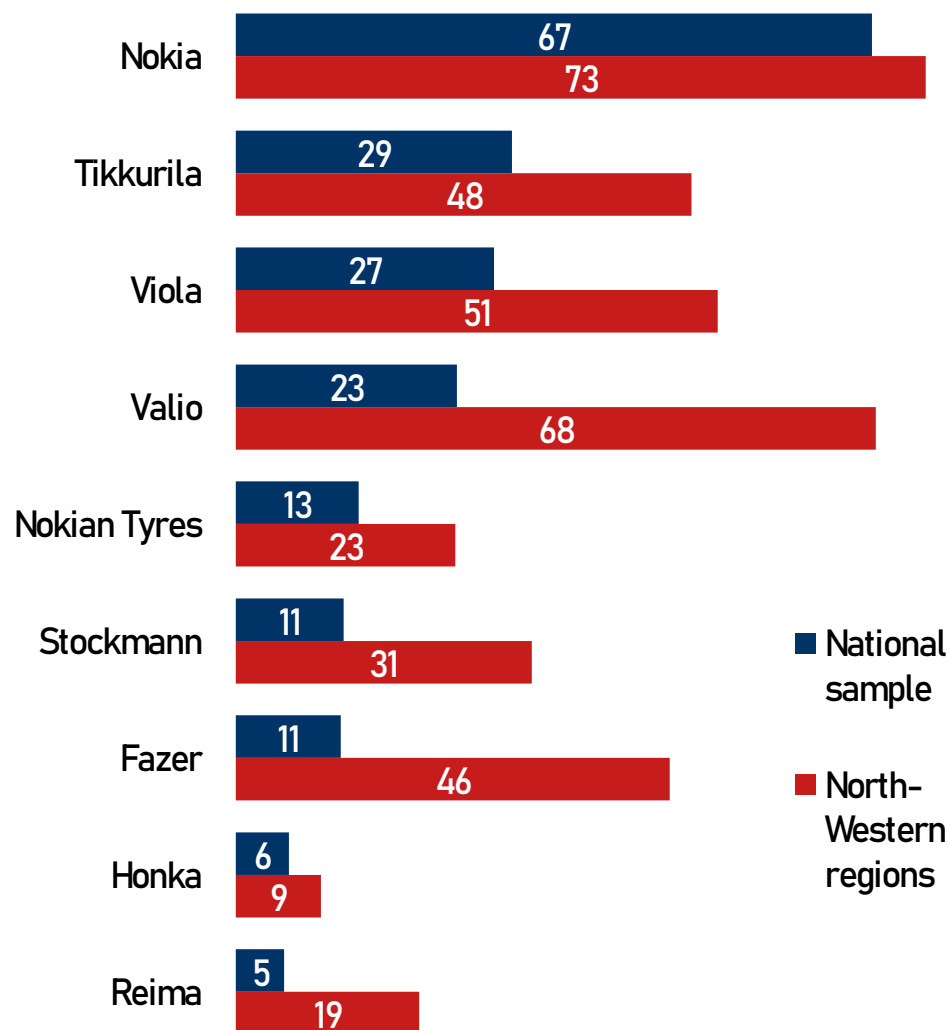


# 3. Goods and manufacturing

### 3. Goods and manufacturing

Respondents from the north-western regions are more familiar with Finnish brands.

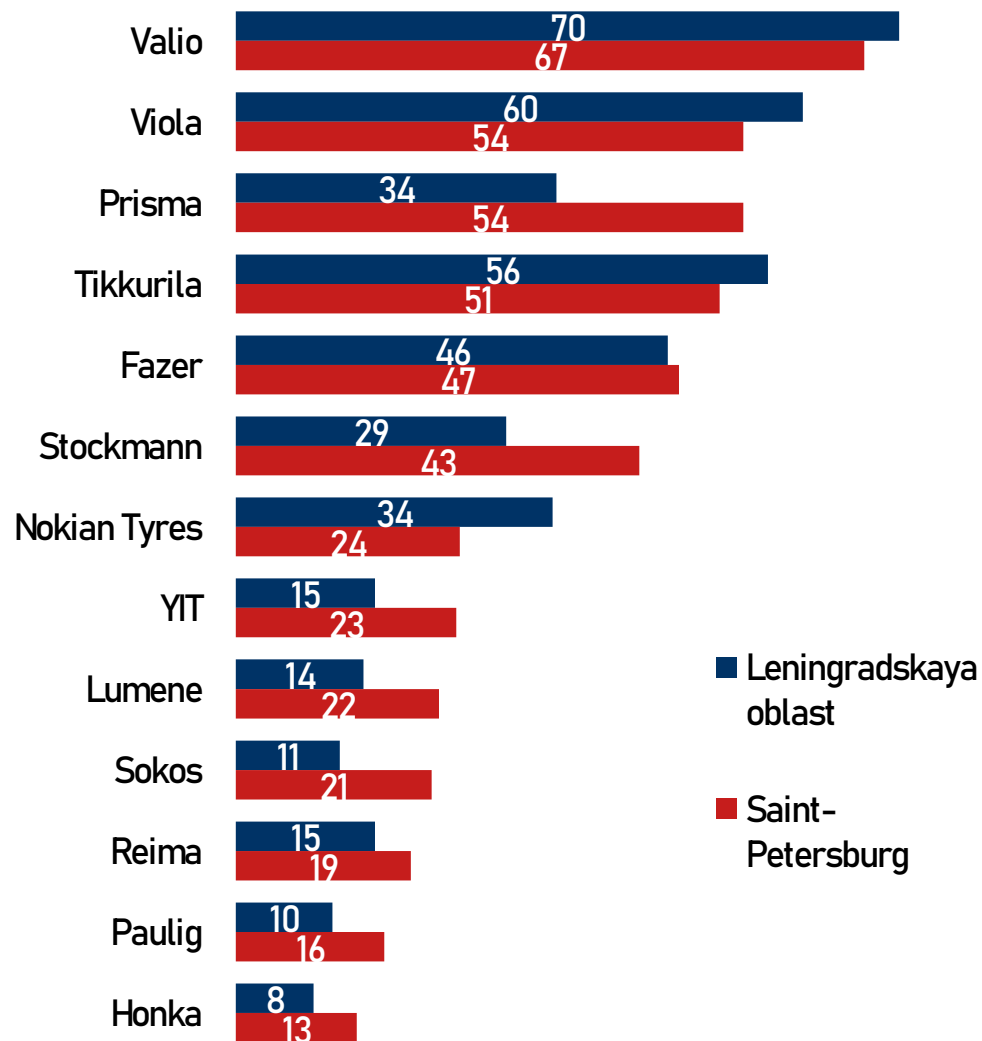
“Can you name a Finnish company or brand/product?”  
*(answers with 5% and more mentions)*



### 3. Goods and manufacturing

In Saint Petersburg and the Leningrad region, such brands as Prisma, YIT, Lumene are better known

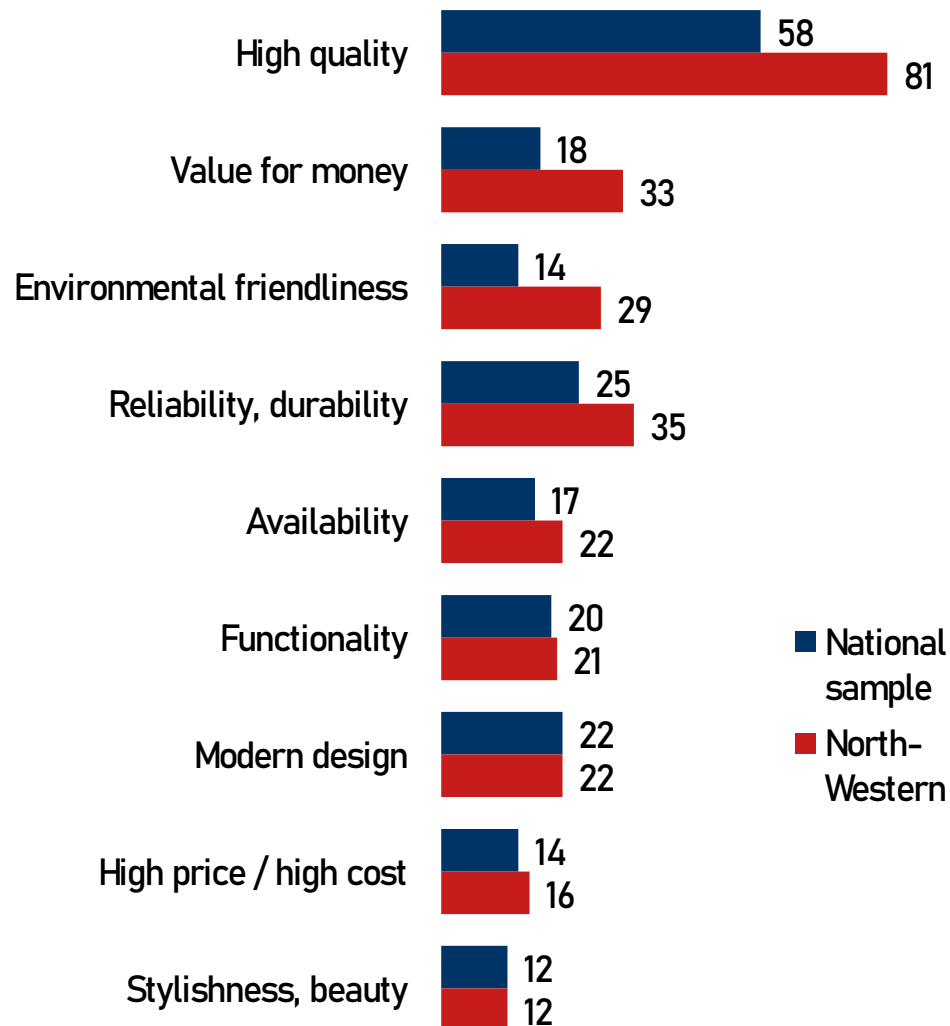
“Can you name a Finnish company or brand/product?”  
*(answers with 5% and more mentions)*



### 3. Goods and manufacturing

Finnish goods are highly appreciated by Russians. They are credited with such characteristics as "high quality", "worth the money", "environmental friendliness" and "reliability".

“What are the main characteristics, features of Finnish goods?” *(answers with 5% and more mentions)*

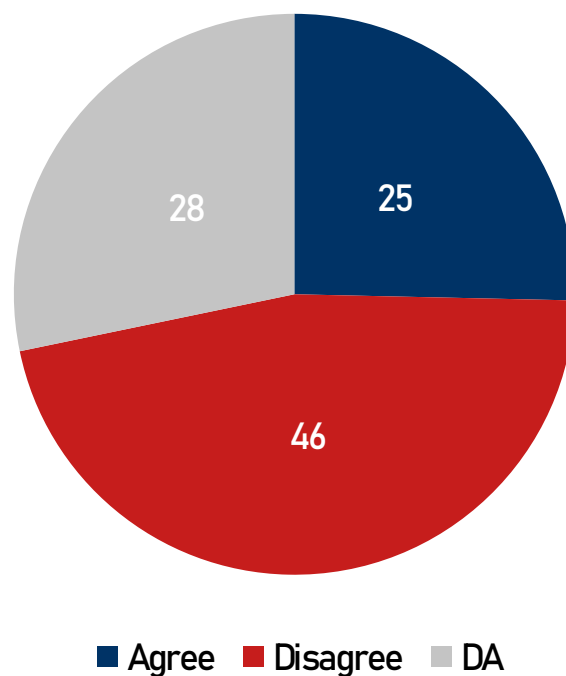


# **4. Russian-Finnish families and parenthood**

## 4. Russian-Finnish families and parenthood

Respondents from the north-western regions do not believe that Russian family members may be discriminated in Finland.

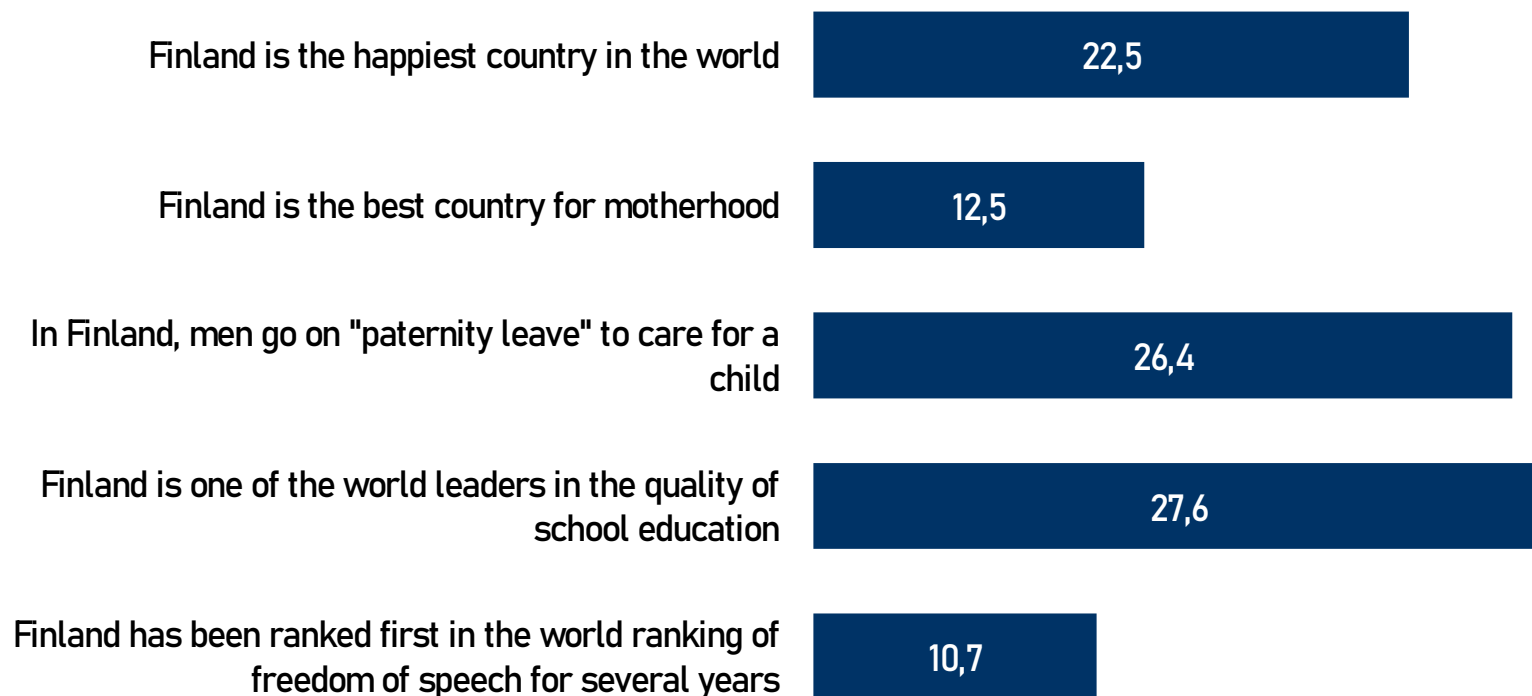
“There is an opinion that Russian family members may be discriminated in Finland. Do you agree with such opinion?”





## 4. Russian-Finnish families and parenthood

Which of these statements about Finland do you know?

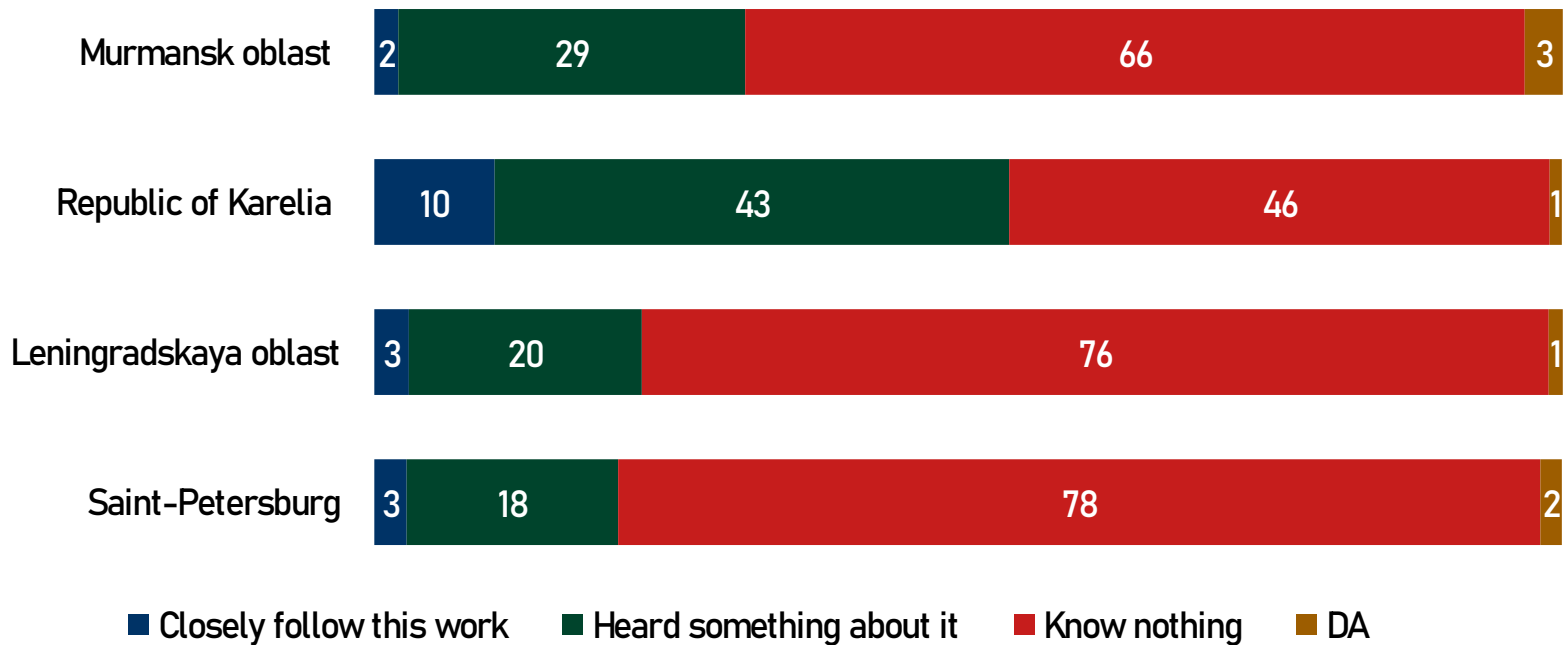


# 5. Sandarmokh

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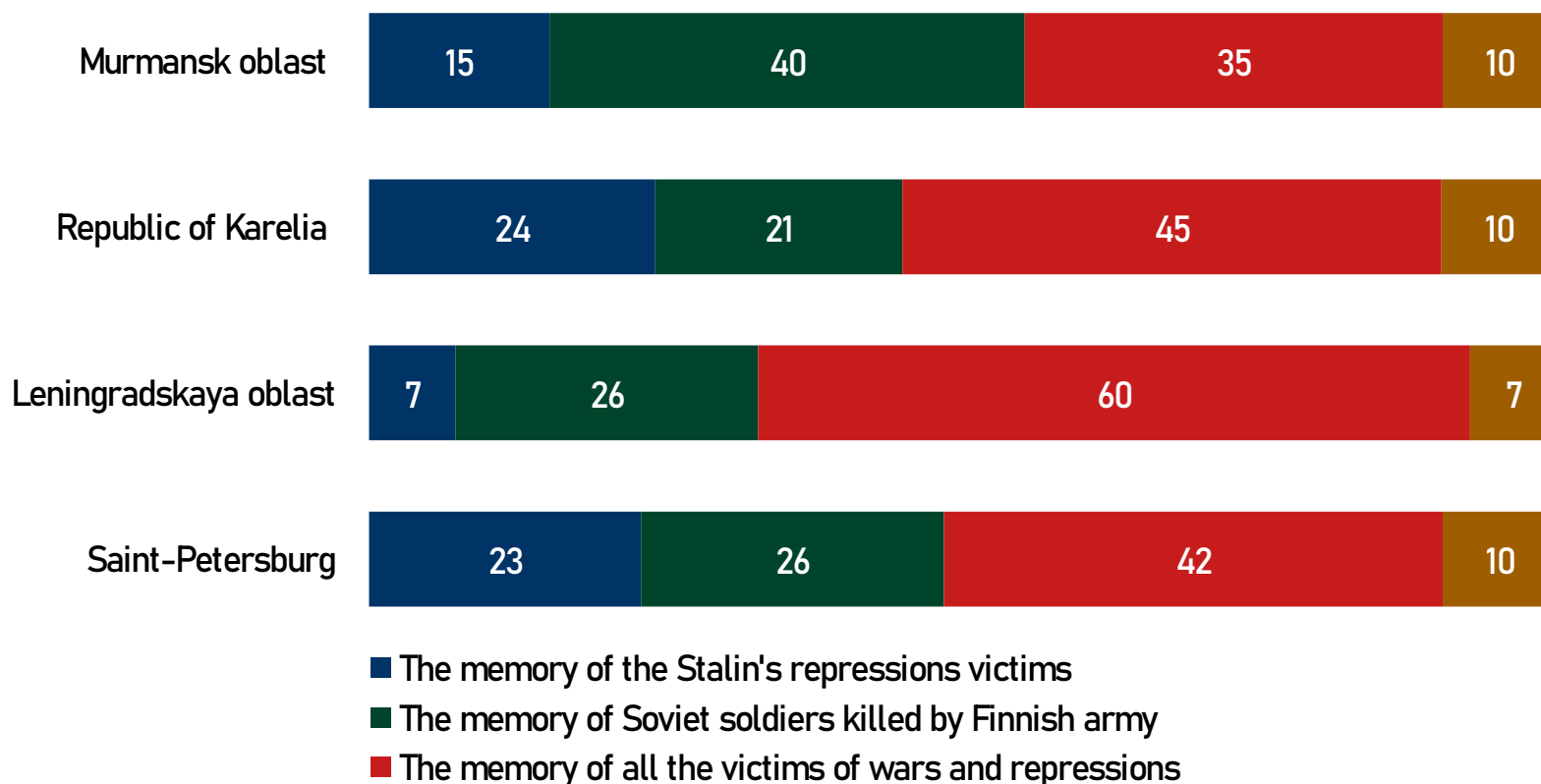
Residents of Karelia are more informed about Sandarmokh, since it is in the republic.

“Have you heard about the work on restoration the names of people died and buried in Sandarmokh?”



## 5. Sandarmokh

“With which of these statements about the Sandarmokh memorial could you agree?  
Sandarmokh is the ...” (%%, of those who are aware of Sandarmokh)

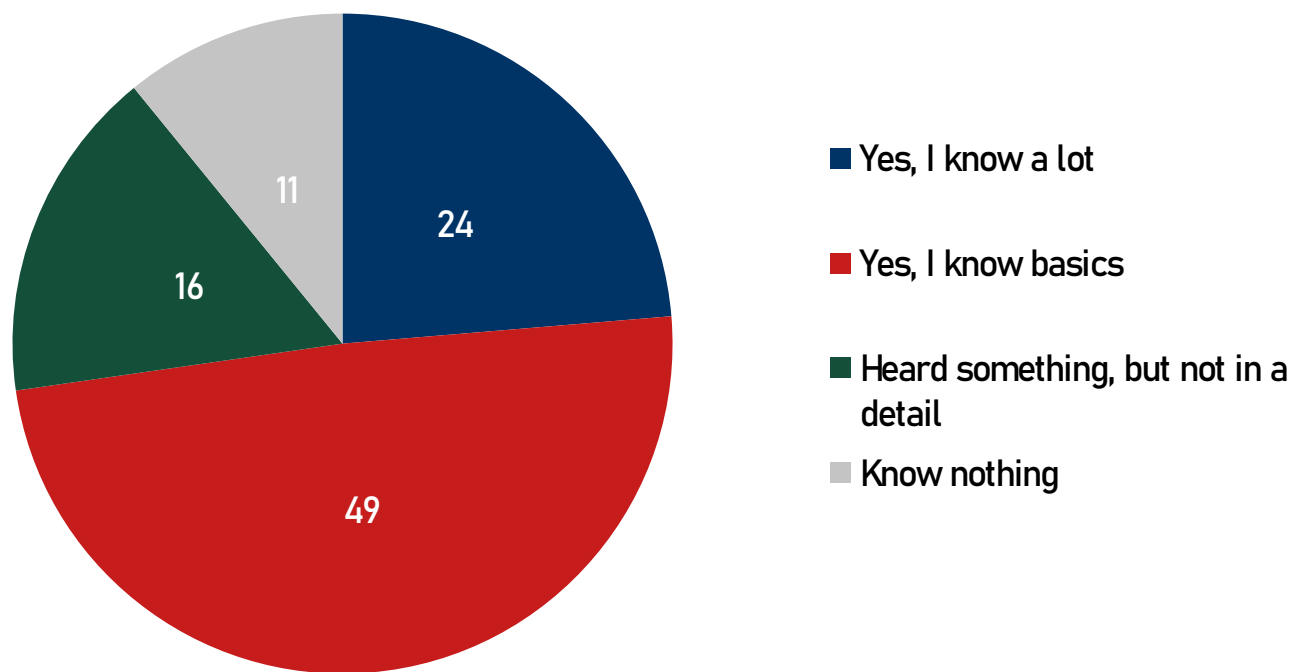


# 6. The echo of the WWII

## 6. The echo of the WWII

The absolute majority knows about the Soviet-Finnish war.

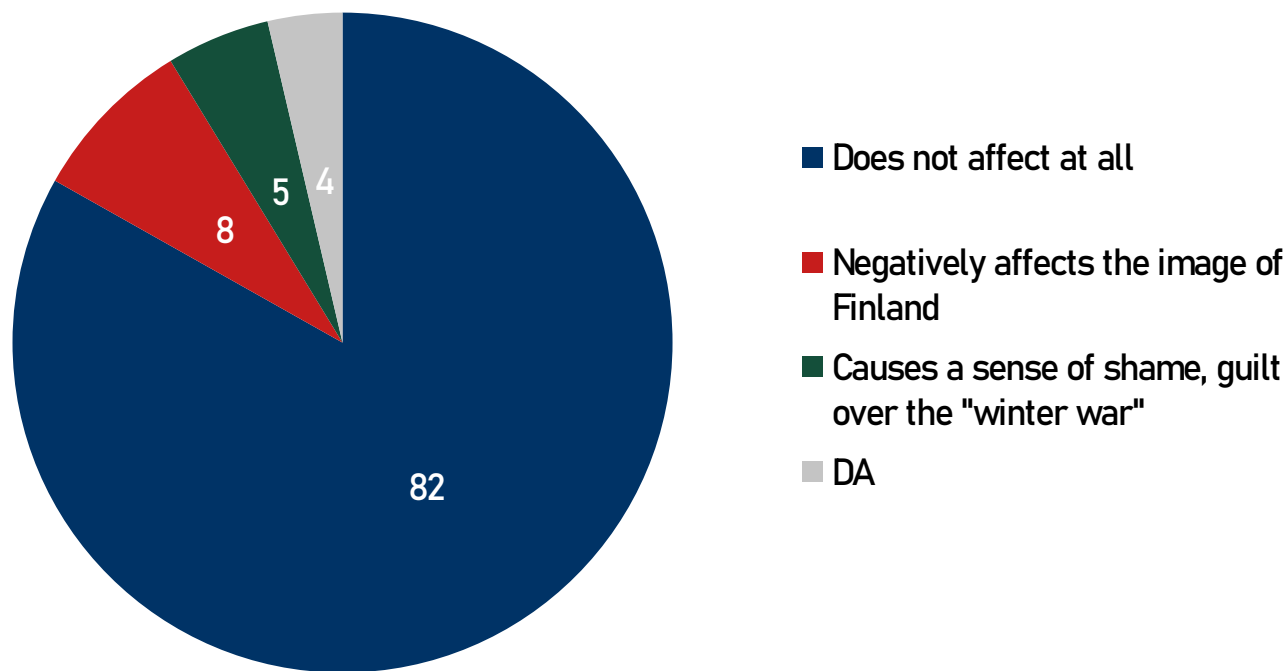
“Do you know about Soviet-Finnish war in 1939-1940 (so-called “Winter-war” or “Finnish war”)?”



## 6. The echo of the WWII

### The Soviet-Finnish war practically does not affect the attitude towards Finland

“Does the common war past between Finland and Soviet Union affect your current perception of contemporary Finland”?

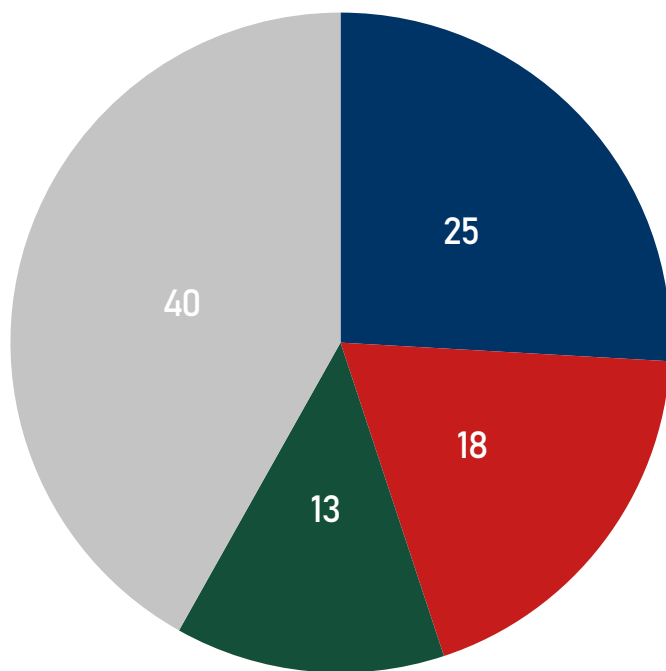


# 7. Travelling



## 7. Travelling

“The Finnish state border has remained closed for more than a year. Will this affect your travel plans in the future?”

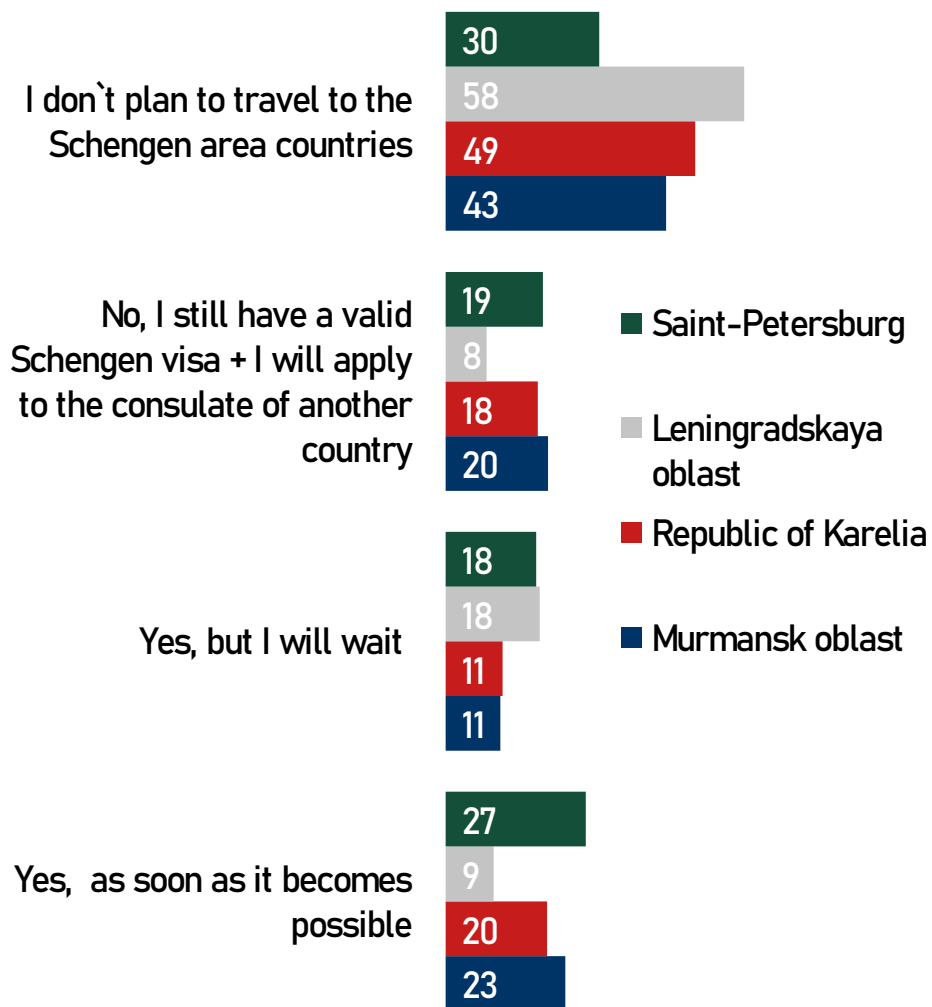


- I will go to Finland as soon as it becomes possible, and I will travel as often as before;
- Perhaps I will go to Finland, but not as often as before the pandemic;
- I do not plan to travel to Finland, I will go to other countries
- I will refrain from any foreign trips in the coming years



## 7. Travelling

“Are you planning to apply for a Schengen visa at the consulate or visa application center of Finland when the Finnish border opens for tourist trips?”



## 7. Travelling

### Who is planning to travel to Finland?

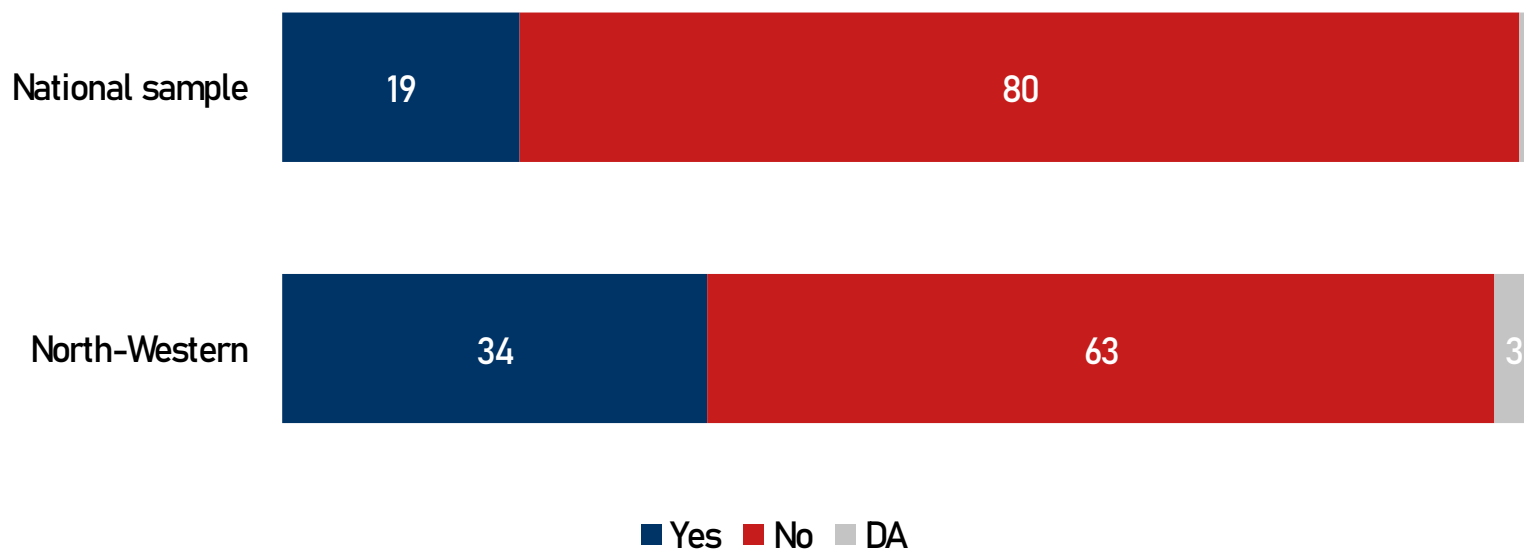
1. Female
2. 18-24, 25-39
3. Higher education
4. Middle class



## 7. Travelling

First of all, young people (18-24) are considering Finland as a possible place of residence.

“If you had such opportunity, would you like to move to live in Finland?”  
(sum of answers “definitely yes”, “rather yes” and “rather no”, “definitely no”)



# Key findings

1. The attitude of Russians towards Finland remains consistently positive.
2. Finland is associated with "nature" and "high living standards". Such associations as "tourism" and "Finnish products" are specific for the north-western regions.
3. The Internet and TV - are the main sources of knowledge about Finland for Russians. For the north-western regions, widespread sources of information - personal visits to Finland, relatives and acquaintances living in this country.



# Key findings

5. The most famous brand, Nokia, is equally familiar to all Russians, as it was presented throughout Russia. The other brands (Tikkurila, Valio, Viola, etc.) are more well-known in the north-western regions.
6. The overwhelming majority of respondents believe that the Soviet-Finnish war does not affect their attitude towards Finland.
7. Young people (18-24) are considering Finland as a possible place of residence and as possible place to visit.



# Discussion

