



ЛЕВАДА-ЦЕНТР
АНАЛИТИЧЕСКИЙ ЦЕНТР ЮРИЯ ЛЕВАДЫ



Генеральное консульство
Финляндии в Санкт-Петербурге

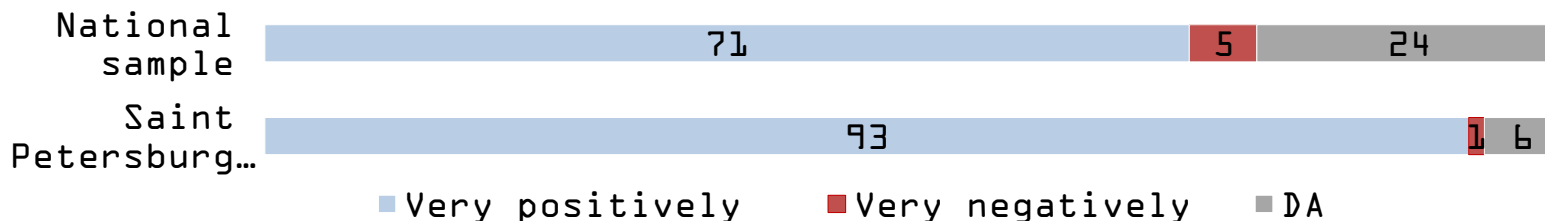
Nation-brand like no other? Popular image of Finland and Finnishness in Saint Petersburg and Leningrad Oblast

Levada analytical centre, Moscow, Russia

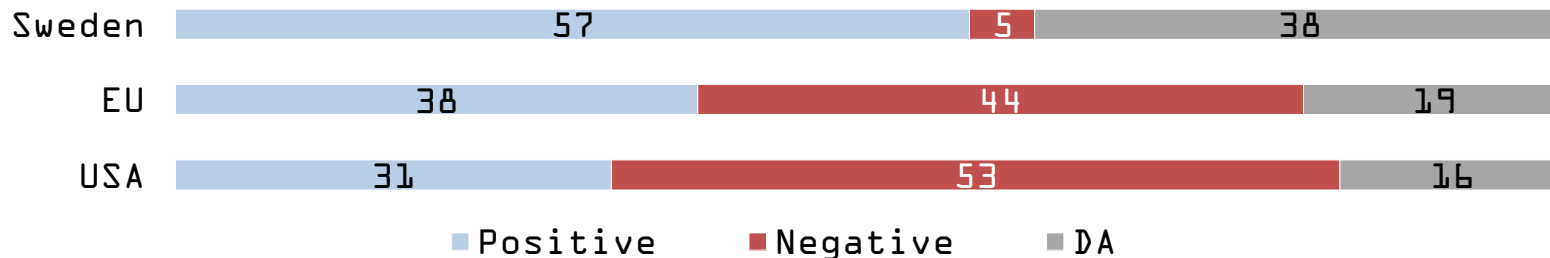
The image of Finland

1.1 General attitude and perception

“What is your current attitude to Finland?” (sum of answers “very positive” + “positive” and “negatively” + “very negatively”)



“What is your current attitude to ... ?” (sum of answers “very positive” + “positive and “negative” + “very negatively”)

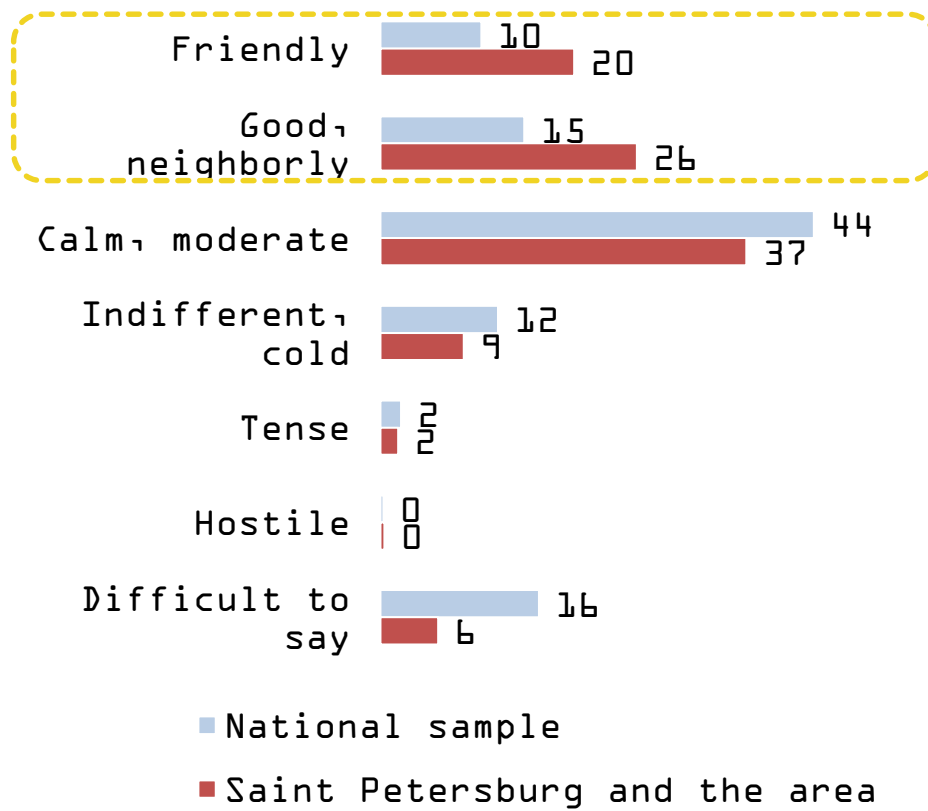


1.2 Relationships between two countries

“How would you describe current relationship between Russia and Finland?”

Relationships between two countries are asserted very positively in both national and regional surveys. Yet, regional survey show more friendly trend.

Less people refusing to answer.



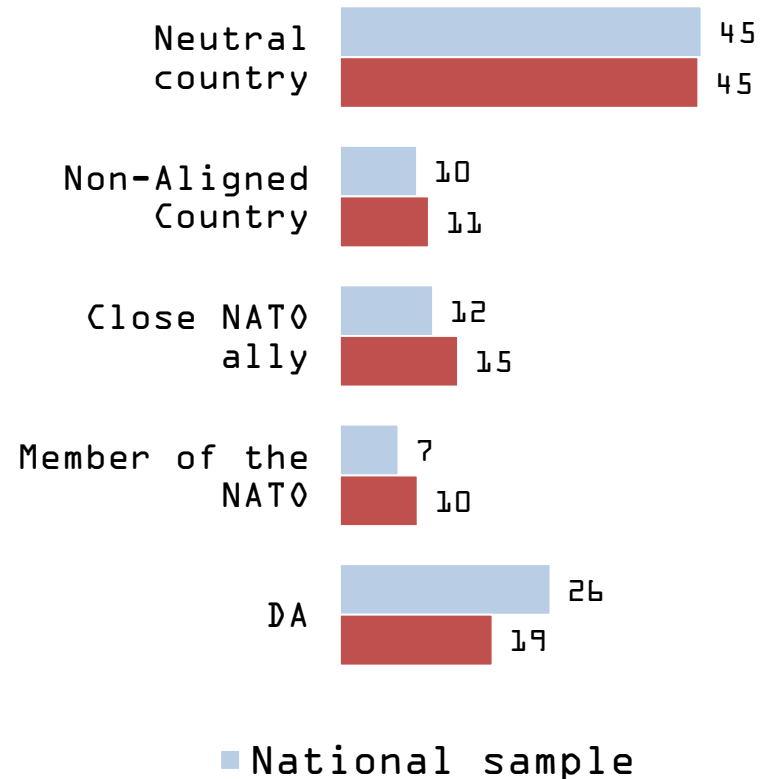
“In your opinion, Finland is a ... ?”

Essential factor of a positive attitude to Finland is it's military neutralism.

This feature is important for Russian public.

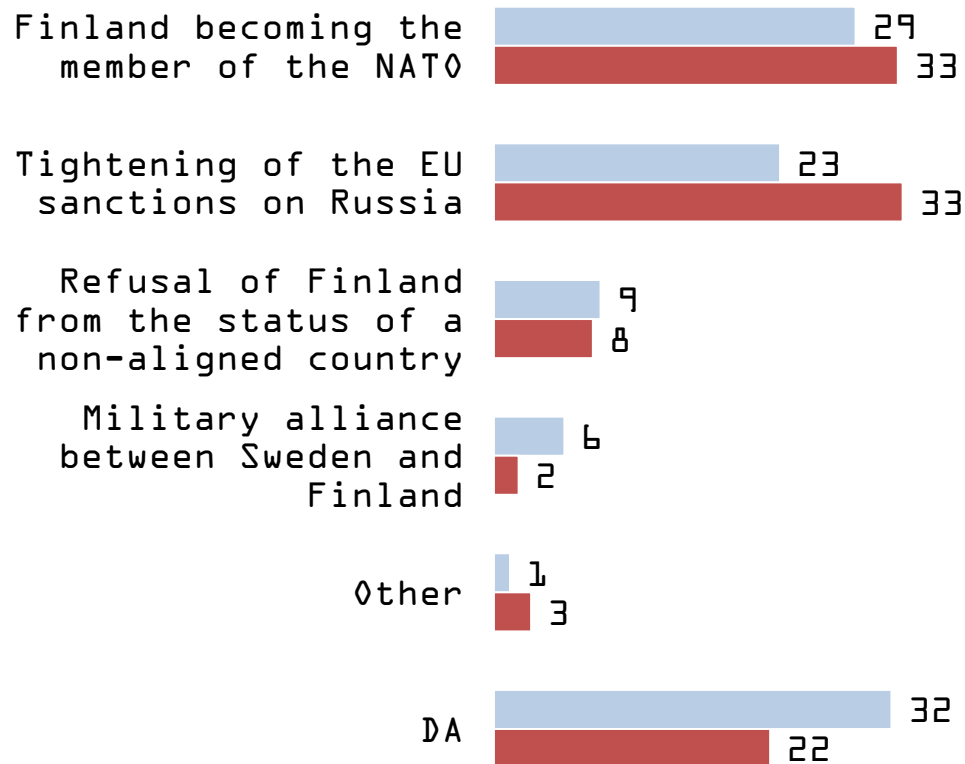
Responses are similar in their answers between the samples.

There is no sufficient difference between socio-demographic groups by gender, age or consumer status.



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

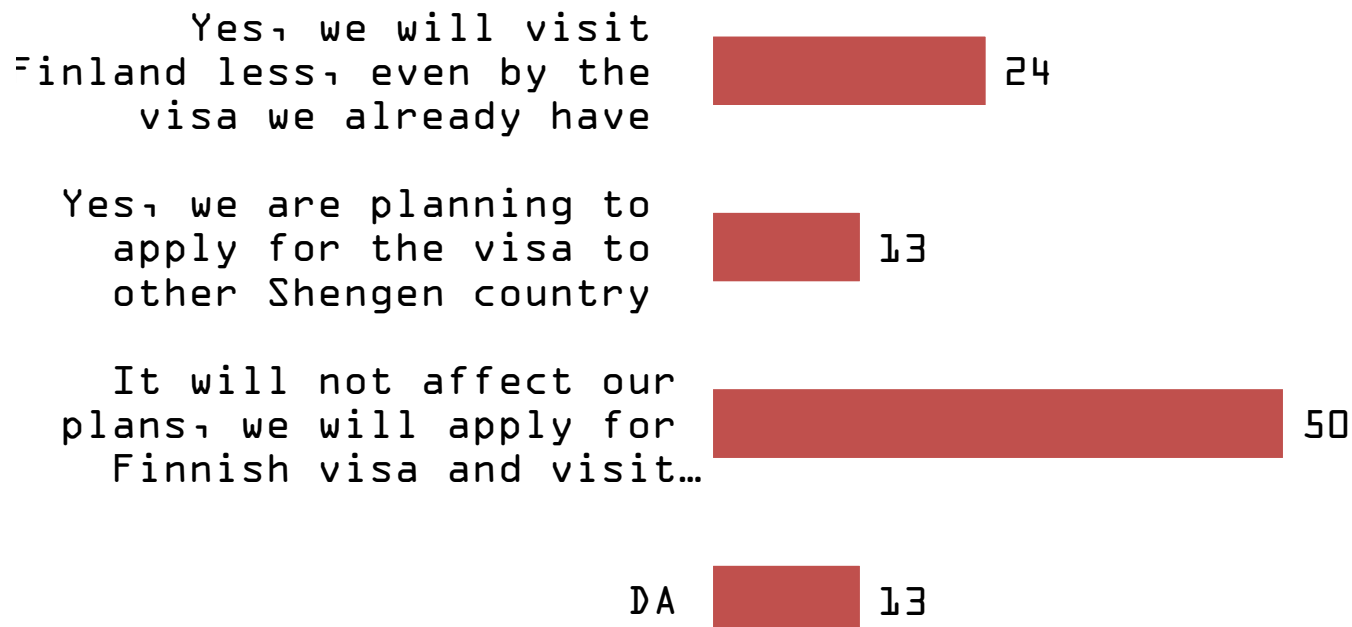
Russians see the greatest threat to the existing relations between Russia and Finland in Finland's hypothetical entry into the NATO or rejection of its neutral status.



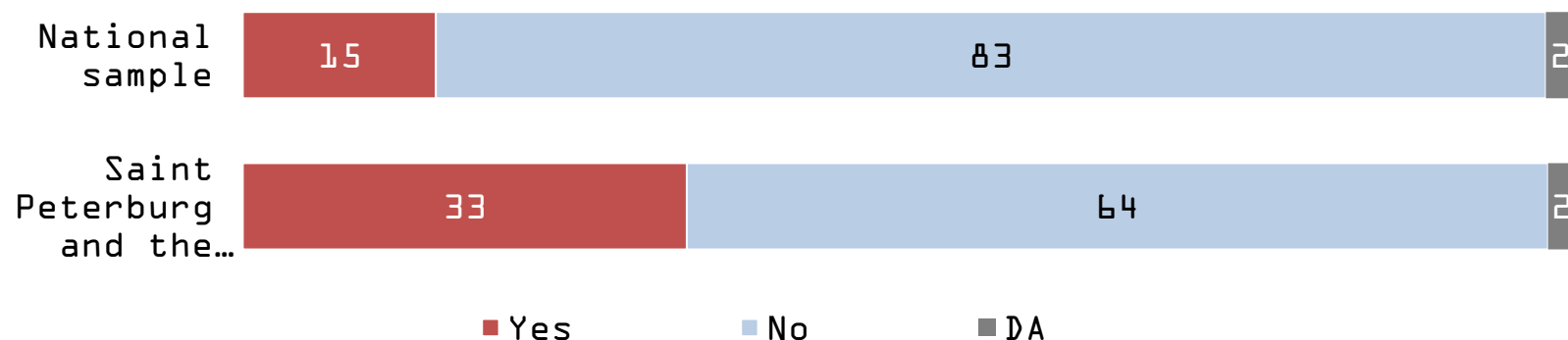
- National sample
- Saint Petersburg and the area



“Would the cancelation of the simplified application procedure for the Finnish visa, change your plans to visit the country and rates of your visits?”



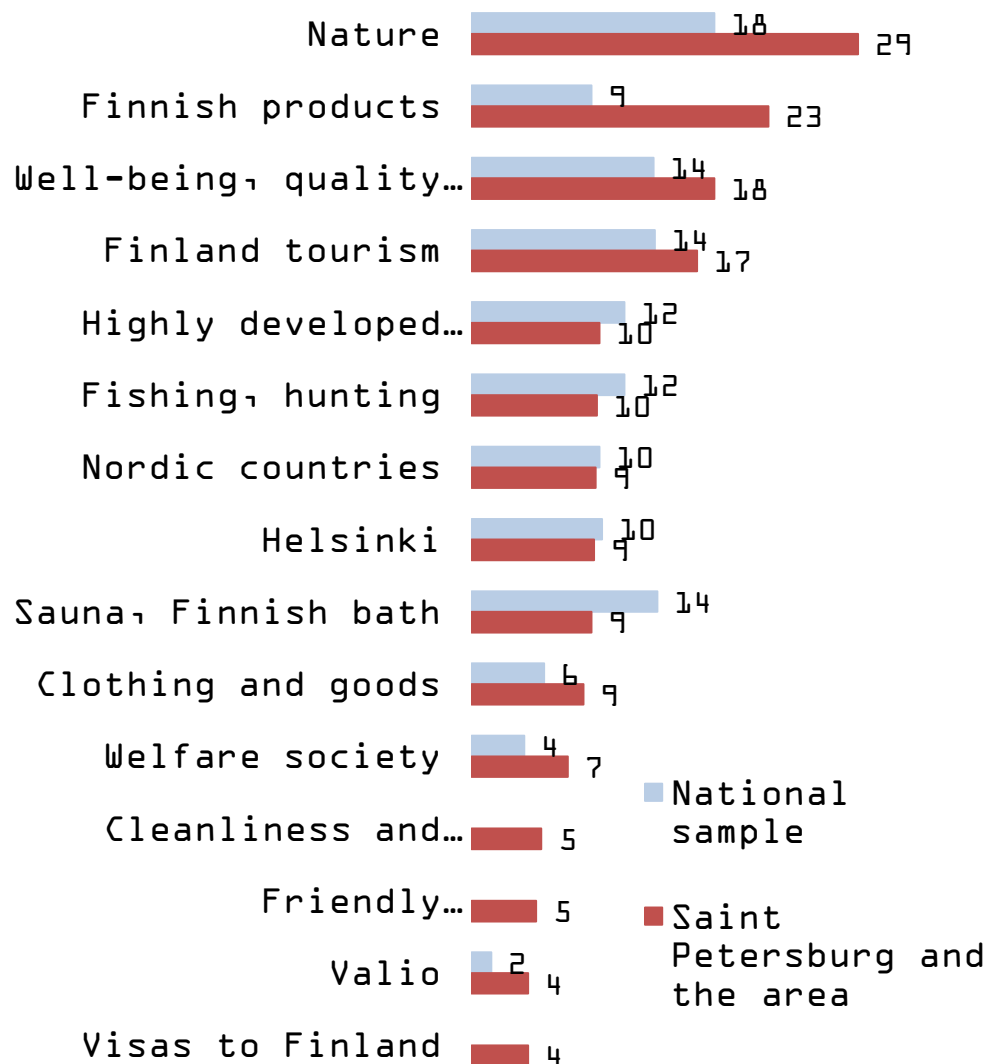
“If you had such opportunity, would you like to move to live in Finland?” (sum of answers “definitely yes”, “rather yes” and “rather no”, “definitely no”)



Associations

2.1 Basic stereotypes

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



2.2 Interest in the country

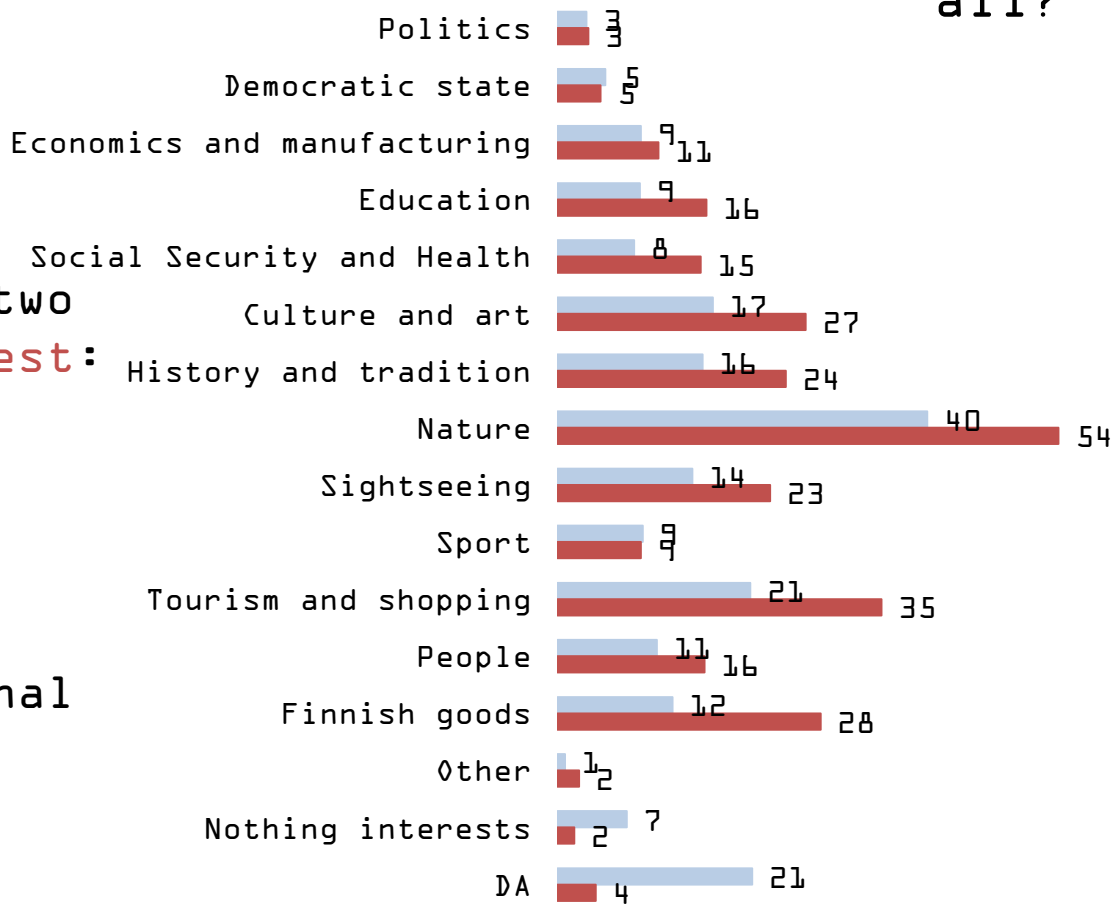
“What things interests you in Finland most of all?”

Obtained answers form two major pillars of interest:

-Tourism;

- Goods consumption;

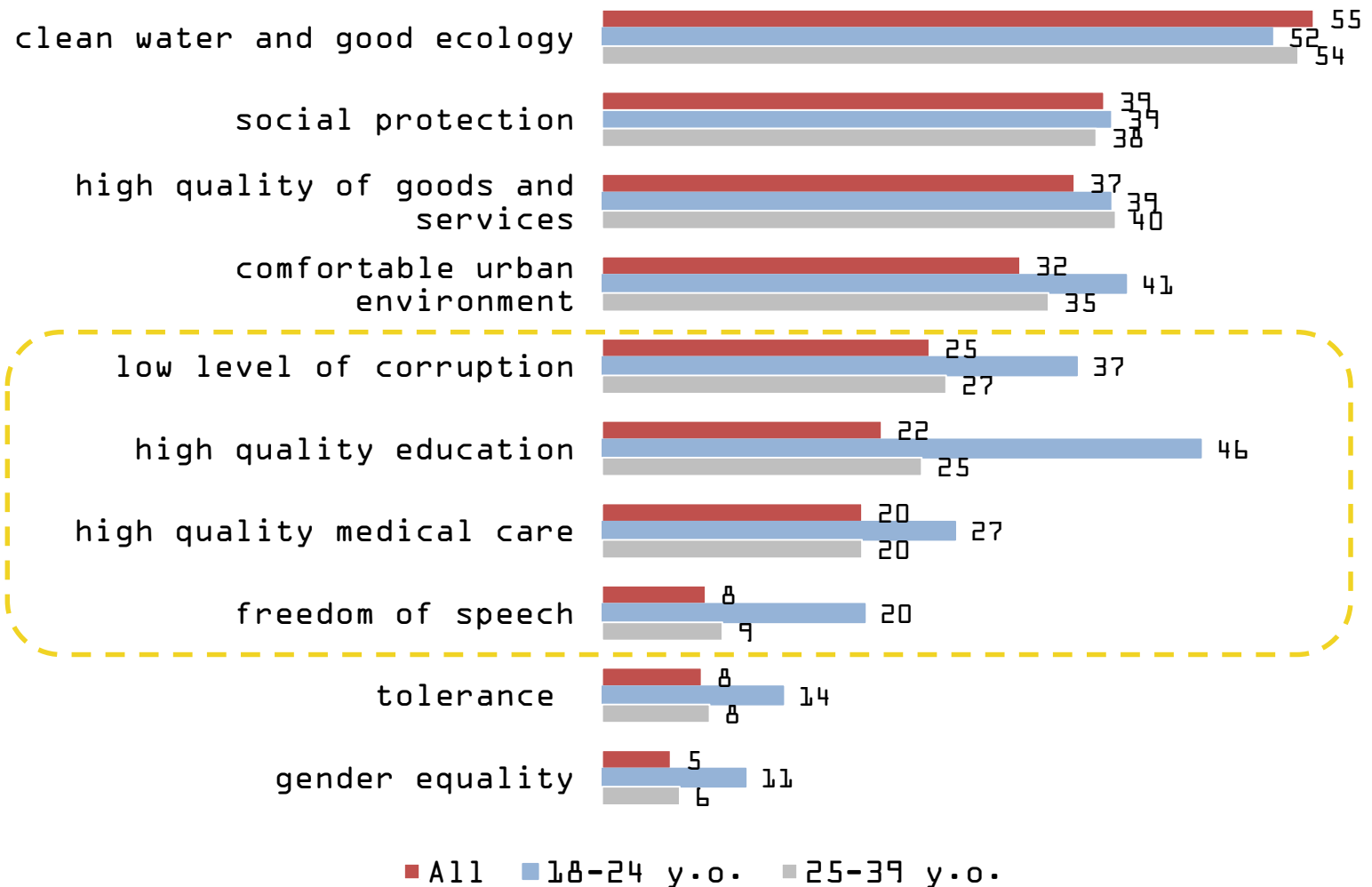
Young people are interested in educational opportunities (35%);



■ National sample ■ Saint Petersburg and the area



“What of the following features you consider to be the most valuable for Finland as a country?”

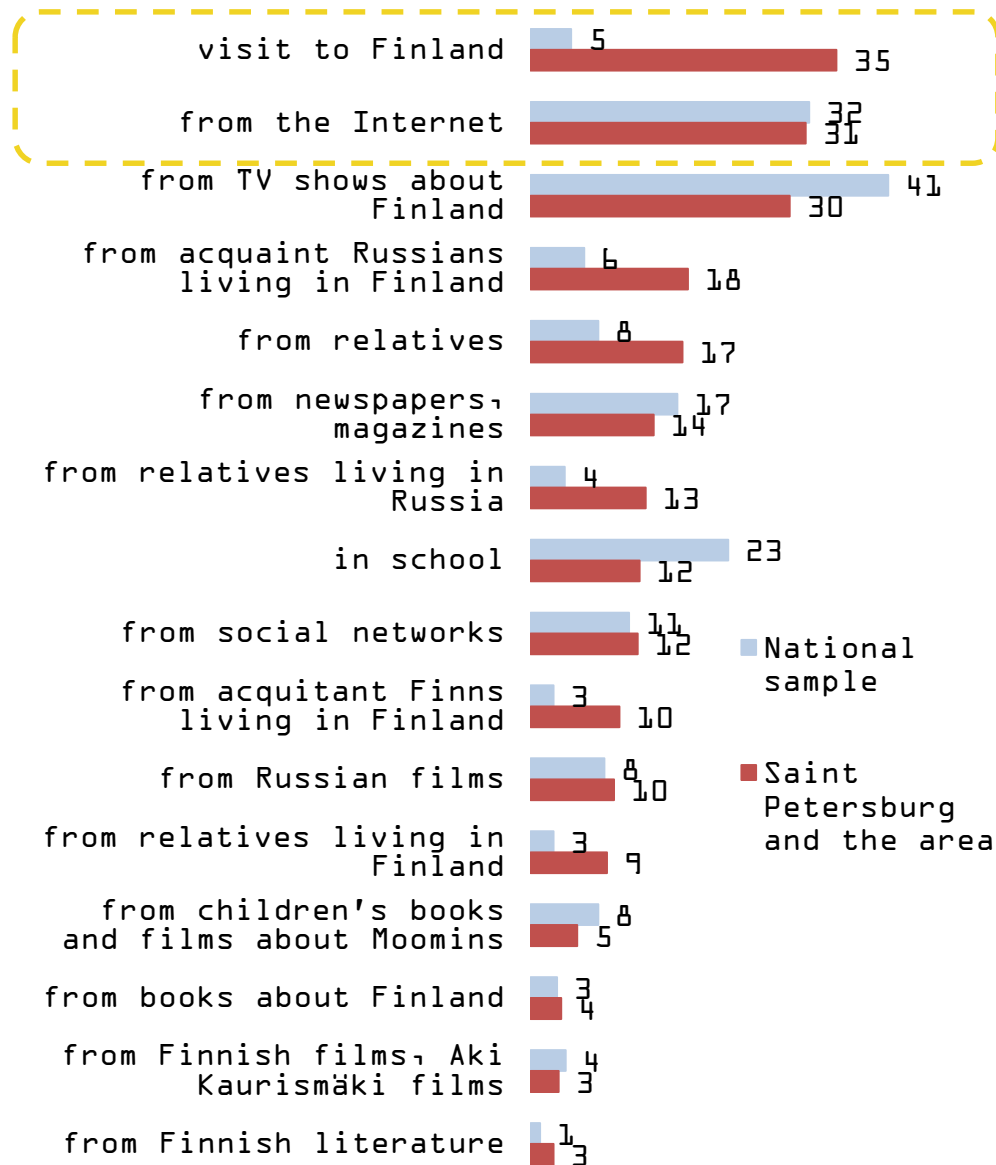


2.3 Sources of information

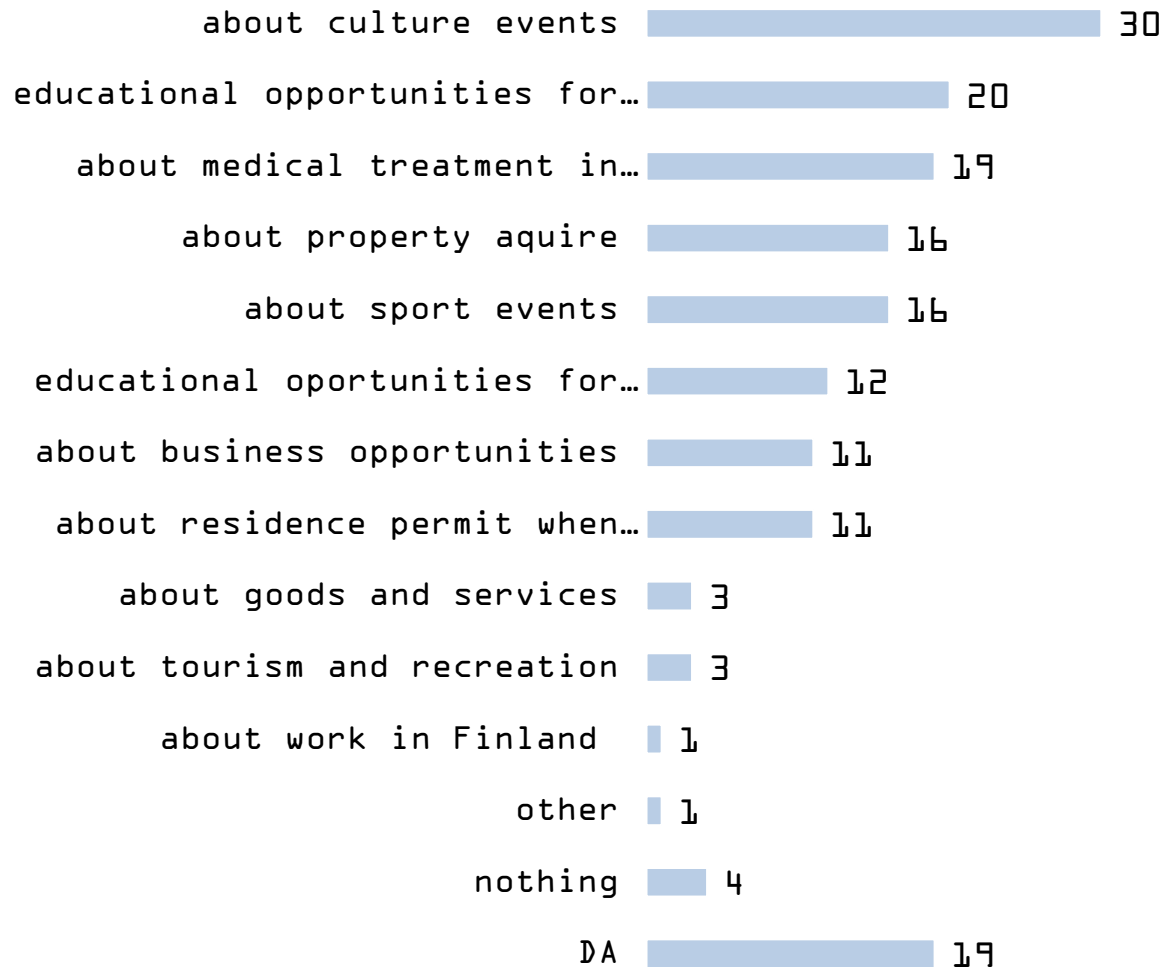
«Where did you get information about Finland?»

Citizens of North-Western region the informal channels of getting information used more often. They have established some connections with Finland - acquaintances, relatives living there, they visit Finland themselves.

General Russian public rely more on official sources - TV, school curriculum.



“Information about which opportunities / products / services which are available in Finland, you would like to get more details”

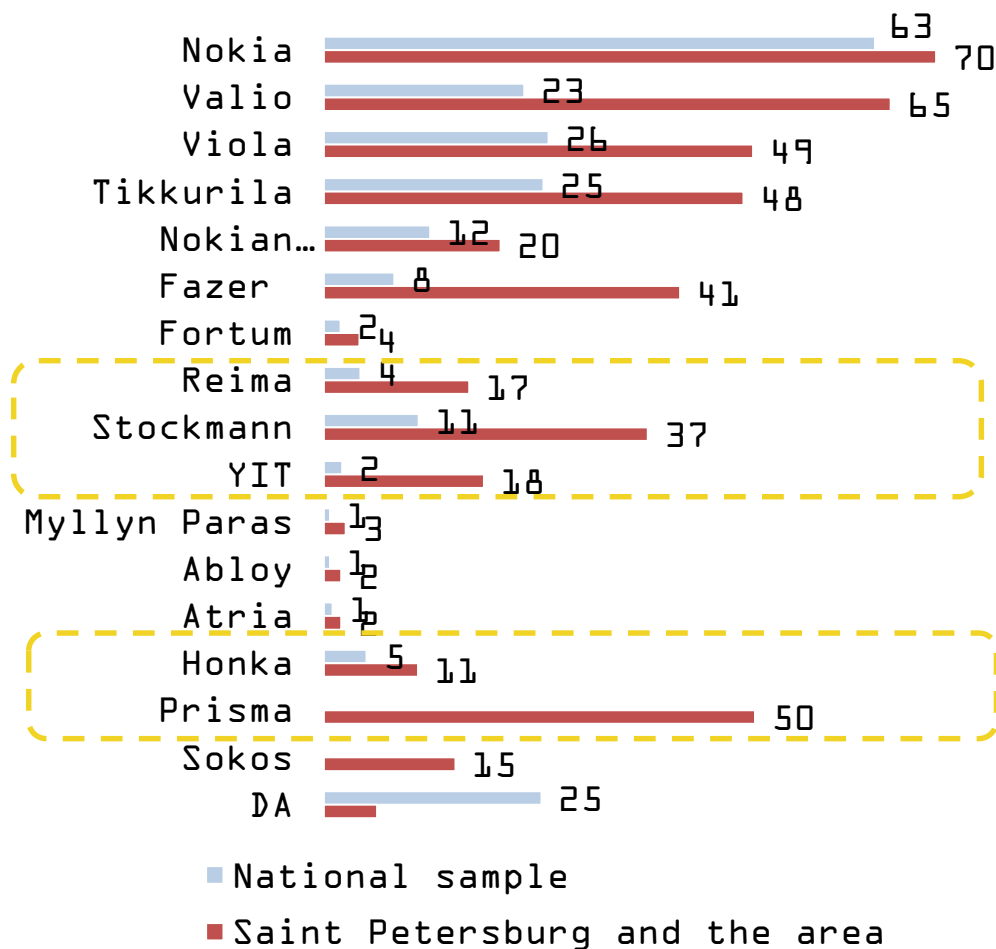


Goods and manufacturing

“Can you name a Finnish company or brand/product?”

Contrary to the national sample North-Western inhabitants have more detailed knowledge of Finnish goods.

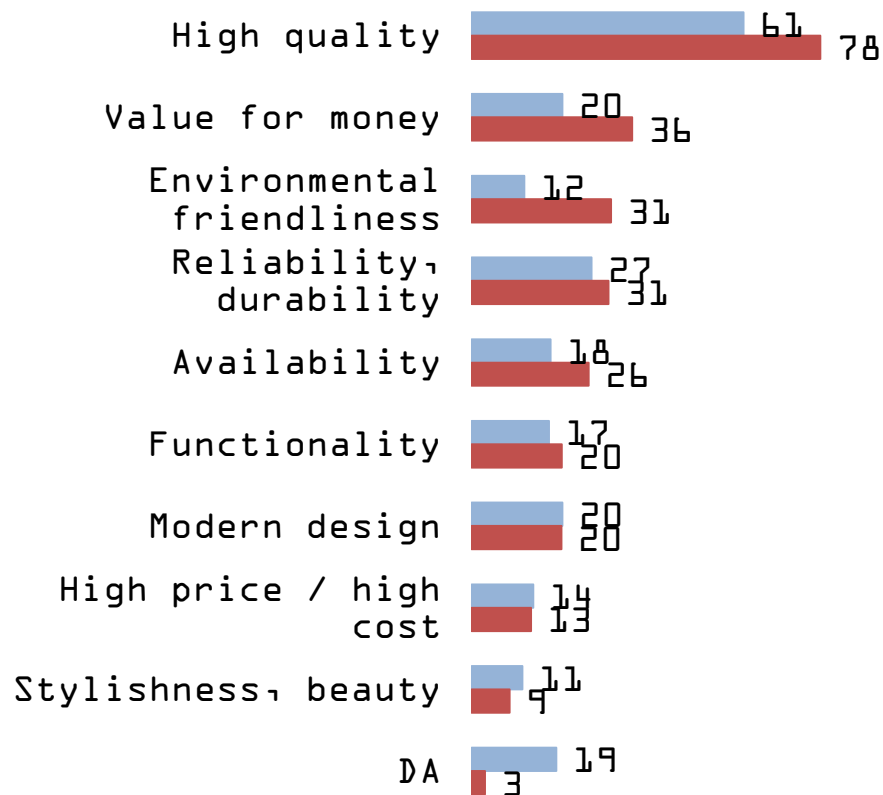
This knowledge is based on real usage of goods, that are not available for general Russian population.



“What are the main characteristics/features of Finnish goods?” *(answers are sorted by the main survey)*

The most important feature of Finnish products is high quality.

Yet, citizens of North-Western region also values environmental friendliness of the products, and it's reliability.

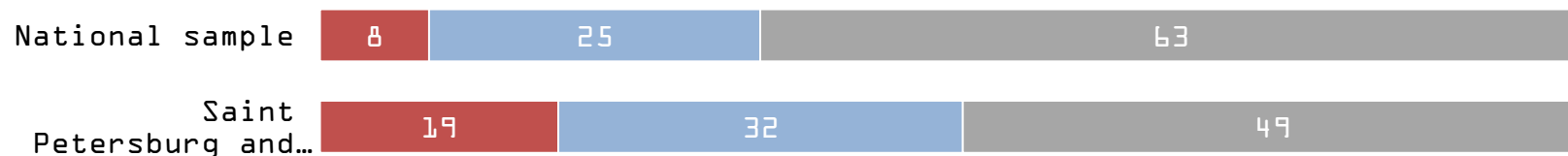


■ National sample
 ■ Saint Petersburg and the area



Problems of the Russian-Finnish families

“Have you ever seen in the Russian media materials about family problems in Finland, in which one and several family members are Russian-speaking?” (%%, no DA's)



- Did read or heard such information
- Read or heard something
- Never heard or seen anything like that

“There is an opinion that Russian-family members may be discriminated in Finland. Do you agree with such opinion?” (%% of those who is familiar this question given earlier, N = 515)



- Agree
- Disagree
- DA



Sandarmokh

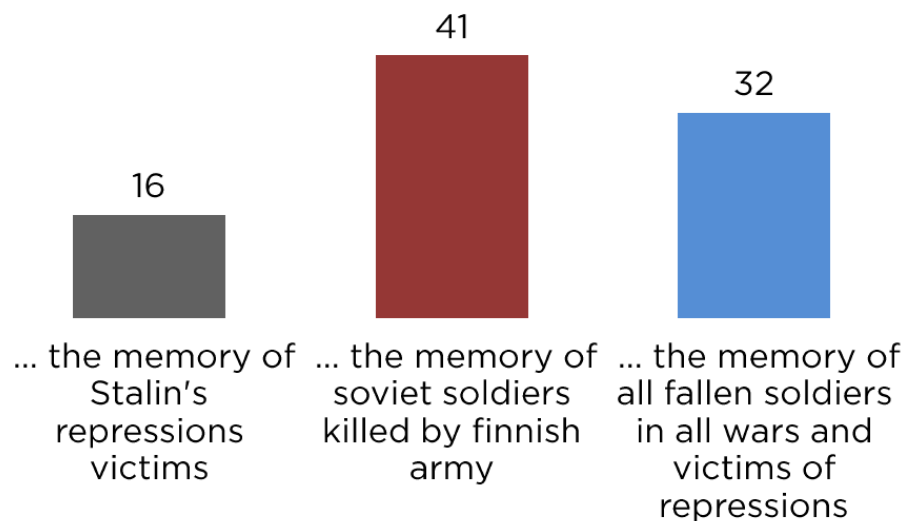
“Have you heard about the work on restoration the names of died and buried in the Sandarmokh?”



- Closely follow this work
- Heard or seen some information
- Hear about it for the first time

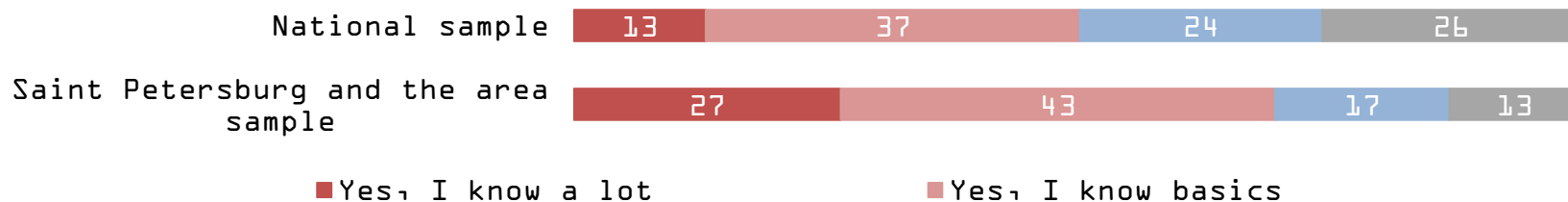
“With which of these statements about the Sandarmokh memorial, could you agree?”

Sandarmokh is the ... ”
(%, of those who are aware of Sandarmokh, N = 212)



The echo of the WWII

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

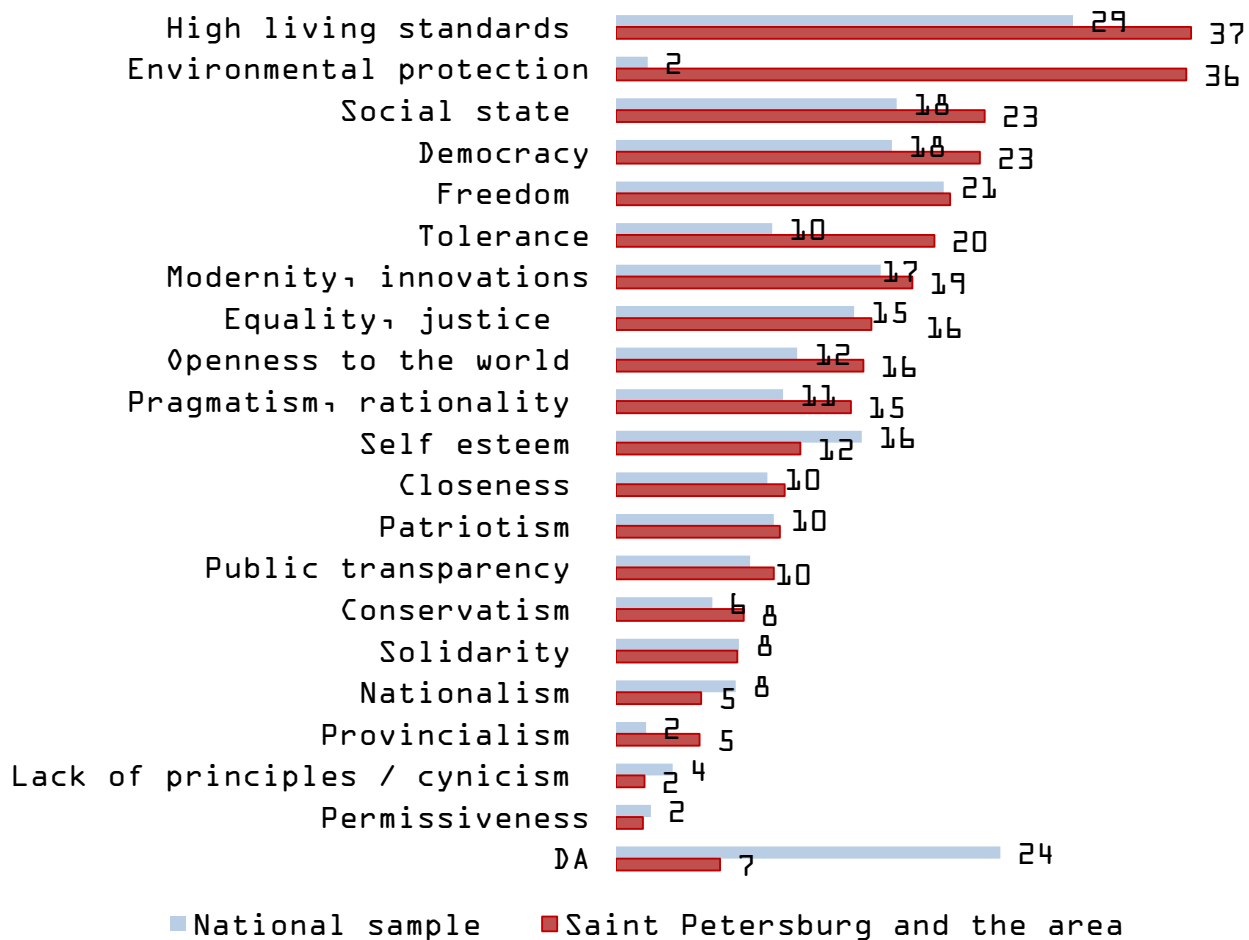


“Does the common war past between Finland and Soviet Union affect your current perception of contemporary Finland?”



Complementary graphs

“What traits make Finnish society?”



The press

“For several years in row Finland is leading in the world rating of free press. Do you agree that Finland has free press?”



■ Agree ■ Disagree ■ DA

