



## Russia

### Did You Know? Test Your Knowledge on Russian Trivia

For more than a decade, GfK Roper Reports® Worldwide has been the world's richest source for consumer trends that many of the world's leading brands turn to for marketing insights. Keeping up with sweeping changes in consumer markets create many challenges for marketers. With the research that GfK provides to marketers around the globe, marketers can identify opportunities and create effective strategies for long-term competitive advantage.

Every year, GfK Roper Reports Worldwide conducts studies throughout the world. Not only does GfK Roper Reports Worldwide provide insights into the mind of the global consumer, but also provide a local perspective to marketers that will enable them to make insightful decisions based on consumers.

For this edition of the GfK CEE Newsletter, here's a quick quiz to test and enhance your knowledge on Russian culture from insights based on the 2007 GfK Roper Reports Worldwide study.

#### 1. What do Russian youth think is likely to happen to them in the future?

- a. Have a better life than their parents
- b. Get married
- c. Have lots of money

**Answer: b. Get married (74%, number one answer in Russia)– followed by having kids (63%) and working outside of home (60%)**

#### 2. What percent of Russian consumers are concerned about corruption/wrong-doing by government officials?

- a. 11%
- b. 45%
- c. 21%

**Answer: c. 21%**

#### 3. What percent of Russians smoke cigarettes?

- a. 39%
- b. 60%
- c. 23%

**Answer: a. 39%**



**4. Which one concerns Russians the most?**

- a. Inflation and high prices
- b. Terrorism
- c. Crime and lawlessness

**Answer: a. Inflation and high prices**

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