

## **Image of the post-soviet megalopolis in assessment of its inhabitants (case of kazan, russia)**

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### **Abstract**

In article results of the author's empirical research performed by sociologists of the Kazan Federal University and Center of Perspective Economic Researches are presented. Research is conducted with use of triangulation technique, that is combination of high-quality (focus groups with representatives of youth and adult population of Kazan) and quantitative (mass poll of Kazan citizens) methods that raises validity and internal reliability of the obtained sociological information. On research data various characteristics of the large Post-Soviet city image (on the example of Kazan) in assessment of locals are considered. Kazan citizens refer to external beauty, rich history, development of sport and sporting venues, rich cultural life and a high level of infrastructure development to objects of pride and recognition of the city. However Kazan citizens are concerned about road problems, deviant behavior of youth, high prices and level of living in the city in case of modest salaries, disturbing ecological situation. At the same time respondents in majority positively estimate the future of the city. Research has shown that in consciousness of Kazan citizens any single brand of the city was not created, it is rather possible to speak about an umbrella brand: it is both the sports capital, and the city for youth, and the cultural center of Russia.

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### **Keywords**

Brand, City, Image of territories, Mega-events, Universiade