

Southampton City – Image Research 2005

What do you think about Southampton? What does it mean to you and how do you see it developing in the future? We would like to hear your views.

This questionnaire is part of a research study to understand how the city is viewed by the people who live and work there, as well as those who visit. Supported by the Chamber of Commerce, Southampton City Council, Southampton University, Southampton Solent University and other key organisations in the city, this research will help to develop further the image of the city and provide a clear direction for future development.

Please take the time to complete this short questionnaire – all responses are anonymous and any information you supply will be used only for analysis – unless of course you want to be kept informed and updated about this process.

Once you have completed this questionnaire please return it, using the enclosed Freepost envelope. **All responses go directly to Mindset, a market research company who have been employed to do this work on behalf of the city.** Please feel free to complete this questionnaire on-line – you can find the questionnaire at www.southampton.gov.uk/image. Simply follow the instructions and when you have finished, click the 'submit' button.

We want to get a good response to this survey – to really understand what people connected with the city feel about it – so please feel free to share this with colleagues and associates.

You have received this questionnaire as a result of your professional/business role within the city. Please indicate in which capacity you are answering.

Q1 In which capacity / role will you be answering these questions?

Please tick one box

- Involved in voluntary/community sector in Southampton
- Have a business based in Southampton
- Member of representative body/city partnership
- Provide higher or further education
- Local/national media
- Provide transport in the city
- Local councillor or MP
- Provide tourism and/or leisure services in the city
- Organise events in the city
- Retailer
- Developer
- Other (please state)

Q2**What first comes to mind when you think of Southampton?**

Please write in the box below

Q3**What would you say are the 3 best things about Southampton?**

Please write in the boxes below

1.	
2.	
3.	

Q4**Please indicate the extent to which you agree with each of the statements about Southampton listed below.**

Please tick one box for each statement	Strongly agree	Agree	Neither agree or disagree	Disagree	Strongly disagree
Southampton is a friendly and welcoming place	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton is downmarket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton is fun and modern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton looks like a 1960s concrete jungle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton is vibrant and cosmopolitan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton caters for the needs of all visitor types	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton is a city to be proud of	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton is the regional capital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton is over crowded	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton is dirty and run-down	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton has a rich and varied heritage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Southampton is an easy city to get around	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5**What is your vision of Southampton in the future?****Please tick one box**

Listed are some visions for the type of place Southampton could become. Please tick the one that comes closest to describing your own vision for Southampton – or if none of the visions appeal to you, please suggest your own.

- A city which is synonymous with the sea and maritime activities
- A city recognised as a centre of culture locally, regionally, nationally and internationally
- A city which celebrates and values its diversity
- A city with strong shopping and leisure facilities which attract visitors from home and abroad
- A city centre comparable with the best in Europe
- A city recognised as the capital of the South
- A dynamic and innovative city where businesses can flourish and people want to live
- A city where residents feel proud to live and visitors will always remember
- A place where every business supports its employees and local communities
- A city widely renowned for knowledge-based and creative industries, entrepreneurial activity and business growth
- A city with a highly skilled and motivated workforce
- A location of choice for businesses

Other (if you have another vision for Southampton, please give details below)

Q6**Would you say Southampton is...**

Please tick all that apply

- | | | |
|--------------------------------------|-----------------------------------|---|
| <input type="checkbox"/> Prosperous | <input type="checkbox"/> Trendy | <input type="checkbox"/> Behind the times |
| <input type="checkbox"/> Fashionable | <input type="checkbox"/> Friendly | <input type="checkbox"/> Exciting |
| <input type="checkbox"/> Vibrant | <input type="checkbox"/> Safe | <input type="checkbox"/> Ambitious |

Q7

Please use this opportunity to let us have any other information about your perceptions of Southampton

Please write in the box below

We will have a final report available in November 2005. This report will help to identify what the strengths and weaknesses of the city are. We will use this information to define the image of the city and undertake work to reinforce this. We intend to have some workshops/focus groups in early December 2005. If you would be interested in being involved in this next stage of the project please give your details below to enable us to contact you with information:

Name	<input type="text"/>
Organisation	<input type="text"/>
Address	<input type="text"/>
	<input type="text"/>
	<input type="text"/>
Telephone	<input type="text"/>
Email	<input type="text"/>

Thank you for taking time to complete this survey. Once you have completed the questionnaire, simply return it in the freepost envelope provided by 5 September 2005.