

**Release Date: 10<sup>th</sup> April 2008**  
**Issued on behalf of Local Opinion**



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## **MEDWAY SUFFERS IDENTITY CRISIS IN LOCAL OPINION POLL**

One in three residents believes the Medway towns lack identity, according to a survey run by independent market research agency Local Opinion.

Despite the area's Norman castle, historic abbey, Royal Dockyard and strong associations with Dickens, 31.3% of people who answered the online poll answered no to the question: "Do you think your town has an identity?"

More encouragingly for tourism chiefs, of the 68% who did think Medway had a distinct identity, 59.1% thought that identity was "traditional and historical".

Just over 9% saw the area's identity as "commercial and industrial" while 22.7% saw it as a "multicultural" place.

Undoubtedly, the multi-million Thames Gateway rejuvenation plans will be welcomed as descriptions of Medway as "modern, wealthy, prosperous, vibrant and swinging" polled no votes at all!

However, when asked if they would like Medway to be some of these things, 9.4% hoped the area could be modernised and 3% yearned for a vibrant and swinging social scene.

Sampling of 632 Kent residents.

Local Opinion research covers current and topical issues relevant to local residents such as local problems, shopping, eating out, local services, government, transport, parking, education, current affairs, arts and culture . Those taking part are invited to suggest their own questions for inclusion in future surveys.

Surveys run every two to three months and can be completed online, by phone or by post and the results will appear on the Local Opinion website.

To register:

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## **ENDS**

### **Notes to editors:**

- Local Opinion complies with the highest market research standards
- Reportage of these results must include the sample size
- Respondents are free to withdraw from Local Opinion's survey pool at anytime

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