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TUNBRIDGE WELLS HAS THE STRONGEST IDENTITY IN KENT

Tonbridge Wells has come top of a poll investigating the strength of identity of Kentish towns carried out by independent Kent-based market research agency Local Opinion.

Other Kentish towns were not so secure in their identities, for example, in Maidstone only 53% residents think the town has its own character.

The five towns covered in this survey are listed below in descending order according to the strength of their identities:

1. Tunbridge Wells (100%*)
2. Canterbury (95%*)
3. Medway (69%*)
4. Ashford (54%*)
5. Maidstone (53%*)

*of residents who believe the town has an identity

Of the residents polled in Tunbridge Wells, over half (59%) believe that the town has a traditional and historical character with 39% considering Tunbridge Wells to be defined as wealthy and prosperous.

Conversely, when asked what they thought the town's identity should be 76% responded that they would like Tunbridge Wells to be seen as traditional and historical with only 12% wanting it to be seen as wealthy and prosperous.

Canterbury comes second to Tunbridge Wells, despite its historical significance being the home of both Canterbury Cathedral and St Augustine's Abbey. Although of the 95% who believe it does have an identity 80% consider this to be traditional and historical.

Local Opinion research executive, Julie Thompson, said: "The residents of Tunbridge Wells seem the most secure in their belief that their town has a distinct identity and appear to want it to stay true to its roots as a historic location.

"Everyone can have their say on this and other topics affecting their communities by registering with Local Opinion."

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.

The sample size for this survey was 632 Kent residents across the five towns.

To register:

Visit: www.localopinion.co.uk

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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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