

Second Survey – C2

Dear friend,

we greet you and welcome you to our second survey. Here we will ask you some questions not only on Milan but also on other large European cities.

We will ask you to compare them and to find differences and similarities among them.

Click “forward” to start.

Il Centro Studi CE&Co

1. Here is a list of some of the most beautiful and important cities in Europe.
Which of these cities do you know (either because you have been there or because you can imagine what you would see and feel if you went there) ?

- Lugano
- Madrid
- Paris
- Lyon
- Nice
- Stockholm
- Zurich
- Vienna
- Munich
- Frankfurt
- Berlin
- Barcelona
- Amsterdam
- Edinburgh
- Prague
- London
- Warsaw
- Milan

Let's focus on the cities you have chosen:

[example]

Barcelona, Berlin, Frankfurt, Lyon, Lugano, Madrid, Milan, Munich, Paris, Stockholm

Some of these are similar, others quite different. It is therefore possible to group cities according to how similar they are. Please, go on.

- 1) We have placed in the first box a city randomly chosen among those you have selected. Drag and drop in the first box the cities you feel are similar to the one in the box. If, however, you believe that the city placed in the first box is unique, do not place any other cities in this box.

- 2) We have now placed in the second box another city randomly chosen among those left over. Drag and drop in the second box the cities you feel are similar to the one in the box. If, however, you believe that the city placed in the second box is unique, do not place any other cities in this box. To pass on to the third box, please click “forward”.
- 3) As before, we have placed a city in the third box, again, randomly chosen among those left over. Drag and drop in the third box the cities you feel are similar to the one in the box. If, however, you believe that the city placed in the third box is unique, do not place any other cities in this box. To pass on to the fourth box, please click “forward”.

You have not placed these cities in any box. Why? Is it because it is different from all the others or is it because you are not too familiar with them?

[example with one left over city]

- It is different from all the others, it would need to be in its own box
- I do not know where to place it because I am not too familiar with it

You have built these three groups of cities:

[example]

GROUP 1 : Barcelona, Berlin, Munich, and Paris

What do these cities have in common? How are they different from all the others?

[Space provided]

How would you call group 1?

[Space provided]

Among the cities in this group, which one do you think **best represents** the group?

- [Select a city]
- None in particular

GROUP 2 : Milan, Madrid, Stockholm

What do these cities have in common? How are they different from all the others?

[Space provided]

How would you call group 2?

[Space provided]

Among the cities in this group, which one do you think **best represents** the group?

- [Select a city]
- None in particular

GROUP 3 : Frankfurt, Lugano, Nice

What do these cities have in common? How are they different from all the others?

[Space provided]

How would you call group 2?

[Space provided]

Among the cities in this group, which one do you think **best represents** the group?

- [Select a city]
- None in particular

You have placed the cities you know in different groups. We will now ask you what difference do you feel there is between the various groups. Please go on.

Let's compare the cities in group 2

Madrid, Milan, Stockholm

with those in group 3

Frankfurt, Lugano, Nice

The cities in group 2 are ...

- Completely different from those in group 3
- Very different
- Somewhat different
- Very similar

Let's compare the cities in group 1

Barcelona, Berlin, Munich, Paris

with those in group 2

Madrid, Milan, Stockholm

The cities in group 1 are ...

- Completely different from those in group 2
- Very different
- Somewhat different
- Very similar

Let's compare the cities in group 1

Barcelona, Berlin, Munich, Paris

with those in group 3

Frankfurt, Lugano, Nice

The cities in group 1 are ...

- Completely different from those in group 3
- Very different
- Somewhat different
- Very similar

7. How much would you like to live in each of these cities?

- Paris
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Frankfurt
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Stockholm
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Berlin
 - Very much
 - Moderately like
 - Neither like nor dislike

- Not too much
 - Not at all
- Munich
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Lugano
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Nice
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Barcelona
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Madrid
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Lyon
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all

8. How much do you think the citizens of each of these cities would like to live in Milan?

- Paris
 - Very much
 - Moderately like
 - Neither like nor dislike

- Not too much
 - Not at all
- Frankfurt
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Stockholm
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Berlin
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Munich
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Lugano
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Nice
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Barcelona
 - Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Madrid
 - Very much

- Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all
- Lyon
- Very much
 - Moderately like
 - Neither like nor dislike
 - Not too much
 - Not at all

The questionnaire is over. Thank-you for your participation to our second survey. In the next few weeks we will get back to you with our next opinion poll.