

# CLIMATE OF LODZ

Strona 1 z 1

## 1. Lodz...what does it mean?

Opis pierwszej strony

Dear All,

The aim of this survey is to see how international visitors (as You!) see Lodz after their staying in the city.

Answering all the question shouldn't take longer than 10 minutes.

The survey is anonymous and all the collected data will be used only for academic purposes.

Help us to feel Lodz from different perspective!

So please, refresh your good (and bad) memories and share your mind!

### 1. Why did you choose Lodz for city of your Exchange/Internship?

- Recommendations of friends
- Location in Eastern Europe
- Low cost of living
- Other reasons
- I had no other alternative, Lodz was the only option
- Comments

### 2. In your opinion, what is the most unique point of Lodz

- Piotrkowska (main street of Lodz [www.ulicapiotrkowska.pl](http://www.ulicapiotrkowska.pl))
- Manufaktura (<http://www.manufaktura.com/EN/index.asp>)
- Poznanski Palace (<http://lodz.makolab.pl/poznanskiiego.htm>)
- Pubs and clubs
- Other
- Other place

### 3. Could you rank the following ideas to improve the public space in Lodz

	worst idea	nothing special	neutral	sounds great!	best idea
	1	2	3	4	5
adapting post-factories to office spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
adapting old factories to loft apartments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
building aqua park in Lodz	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
transforming EC1 (old power plant building) to international art and conference complex	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hosting international Art Festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**4. Imagine that you are Brand Manager of Lodz responsible for designing a new international city campaign. You have 100 points to distribute them among answers given below. Would you promote Lodz as:**

- City with unique post industrial climate
- City of cinematography
- City of art
- City of business outsourcing
- City of students
- City of night life
- City for a weekend excursion for Europeans (to come visit the city for a couple of hours, visit Manufaktura and do unexpensive shopping)
- City of cartoon

**5. Lodz is a candidate city to the European City of Culture in 2016. On this website, you will find a brand new logo. Could you express your opinion about the logo design? <http://www.lodz2016.com/polska.htm>**

	I strongly disagree	I disagree	I agree	I strongly agree	Hard to say
	1	2	3	4	—
I like the exposure of Polish signs (ł, ó, ź)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Polish signs should be more visible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like the colours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It does not say anything about the city	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6. The most favorable sentence you can write about Lodz:**

**7. The worst experience connected with the city:**

**8. After your staying in Poland, which cities (choose maximum 3) would you recommend to your friends to go for 3 month long internship:**

- Warsaw
  Cracow
  Poznan
  Wroclaw
  Gdansk
  Lodz
  Other

Profile information

**9. How long did you stay in Lodz?**

**10. Time of your staying in Lodz (for example: from February to July 2006 etc.)**

**11. Your nationality**

**12. Your subject of study**

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