

Master's Thesis

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Chances and Challenges in the Strategic Development of Metropolis Hamburg in the Era of Globalization

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ABSTRACT

Today, we are living in an era of globalization. On the one hand highly mobile factors of production (capital, labour, technology, information) are in search of attractive locations to engage in economic activities, on the other hand regions and cities are competing with each other for potential firms, investment inflows and for qualified labour so as to achieve prosperity within their borders. Hence, the attractiveness of a region for nationally and internationally mobile factors of production plays a major role for improving the competitiveness of and attaining development as well as realizing prosperity in a region.

In this respect, this master's thesis investigates the chances and challenges that are likely to be met by Hamburg in an era of globalization. The study examines the current political, demographic and economic structures of Hamburg, its national and international position, concentrates on its future aspirations and tries to find a fit between the present situation and future aspirations of the city.

Citizens are the key elements of a city and the recognition of their needs and expectations is a relevant success factor for strategy formulation. For this reason, the thesis explores the perception of Hamburg among its citizens and their expectations through an online survey conducted on the persons either living or working in Hamburg.

In the context of current realities and expected future trends, the thesis makes strategy recommendations for arriving at a prosperous Hamburg in the future.

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LIST OF ABBREVIATIONS

2WW	Second World War
Azubi	Someone doing vocational training (“Auszubildender”)
CNN	Cable News Network
ECSC	European Coal and Steel Community
e.g.	exempli gratia
etc.	etcetera
EU	European Union
FDI	Foreign Direct Investment
FRG	Federal Republic of Germany
GDP	Gross Domestic Product
GDR	German Democratic Republic
Hapag	Hamburg American Parcel Shipment Corporation (“Hamburg Amerikanischen Paketfahrt Aktiengesellschaft”)
HH	Free and the Hanseatic City of Hamburg (“Hansestadt Hamburg”)
IT	Information Technologies
OECD	Organization of Economic Development and Cooperation
R&D	Research and Development
REK	Regional Development Concept (“Regionale Entwicklungskonzept”)
SME	Small and Medium Size Enterprise
SWOT	Strengths, Weaknesses, Opportunities, Threats
TFR	Total Fertility Rate
UNDP	United Nations Development Program
VHS	Adult Education Centre (“Volkshochschule”)

LIST OF DEFINITIONS

Brand: A name, term, sign, symbol or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

Business Enterprise: The smallest legally independent unit that keep accounting records due to commercial and tax law reasons and must make an annual statement of financial position and/or the success of business activity.

City-State: Self-governing, self-contained urban centre, usually surrounded by a small dependent rural area.

Clusters: Geographic concentrations of interconnected companies, specialized suppliers and service providers; firms in related industries, and associated institutions (e.g. universities, standards, agencies and trade associations) in particular fields that compete, but also cooperate.

Commuter: One that travels regularly from one place to another, as from suburb to city and back.

Competitiveness: Refers to the capacity of firms to compete, to grow and to be profitable at the firm, or micro-economic level.

Debt of Public Budgets: Refers to the credit market debt in the broader sense (= securities debt, indebtedness to banks, saving banks, insurance companies or other domestic/foreign institutions, and equalisation claims) as of year end.

Distant Movement: Includes the movements into or from the city regarding the locations except for the suburbs of Hamburg.

Economic Actors: Firms, employers, employees, political decision-makers etc.

Factors of Production: Capital, labour, technology, information.

Foreign Direct Investment: Refers to the purchase of physical assets, such as plant and equipment in a foreign country to be managed by the parent corporation.

Ghetto: An area of a city lived in by a minority group, especially a run-down and densely populated area lived in by a group that experiences discrimination; an environment where a group of people live or work in isolation, whether by choice or circumstance.

Gross Domestic Product: Evaluates the all final goods and services produced in a country at current market prices in a given calendar year.

Hamburg: Refers to the seven districts of Altona, Bergedorf, Eimsbüttel, Harburg, HH-Mitte, HH-Nord and Wandsbek.

Hapag: An organization founded in 1847 by thirty ship owners and merchants with the aim of establishing a direct link between Hamburg and North America with sailing ships under Hamburg flag so as to profit from the fast-growing emigrant traffic to America.

Hard Locational Factors: Refer to the primary and necessary prerequisites for urban development that have a key impact on the spatial decisions of economic actors. These are especially good (inter)national and regional traffic and communication relations, sufficient supplies of industrial sites, a skilled labour force, a broad range of business oriented services.

Human Capital: Always detached to a specific person, it is necessarily the result of a lengthy process of formal learning and training on the job.

Inmovers: The new residents of Hamburg who have recently settled down.

Metropolis: A very large city, often the capital or chief urban centre of a country, state, or region.

Outmovers: Those who have ceased living in Hamburg and have moved to another place.

Ranking: A relative position or degree of value in a graded group. In the survey analysis, it refers to the relative position of a given quality based on its rating.

Rating: A classification according to specialty or proficiency. In the survey analysis, it refers to the average grade or weighted frequency of a given quality.

Regional Competitiveness: Refers to the ability to produce goods and services which meet the test of international markets, while at the same time maintaining high and sustainable levels of income or, more generally, the ability of regions to generate, while being exposed to external competition, relatively high income and employment levels.

Soft Locational Factors: Refer to image, atmosphere, urban design and cultural and recreational facilities that have a major effect on the spatial decisions of economic actors.

Suburban Movement: Refers to the movements concerning the surrounding suburbs of Hamburg.

Suburbs of Hamburg: Refer to the six surrounding districts (“Umlandkreise”) of Hamburg; Pinneberg, Segeberg, Stormarn, Duchy of Lauenburg, Harburg and Stade.

Survey: A method of collecting data, in which people are asked to answer a number of questions (usually in the form of a questionnaire).

SWOT Analysis: The overall evaluation of a business’s strengths, weaknesses, opportunities, and threats.

Total Fertility Rate: The number of children that would be born to each woman if she were to live to the end of her child-bearing years and bear children at each age in accordance with prevailing age-specific fertility rates.

Unemployment: The enforced idleness of wage earners who are able and willing to work but cannot find jobs.

The worldwide image of Metropolis Hamburg is far better than the reality, the Hamburg citizens face about their home town. This thesis helps to bridge the gap and make recommendations to political decision-makers for a better future for Hamburg.

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CHAPTER I

Introduction

We are living in an era of globalization. The world has witnessed rapid developments in communication and transportation technologies in the previous two decades. Transportation and communication costs have decreased tremendously facilitating the international mobility of capital, labour, information as well as the exchange of goods and services. Accordingly, national borders have continuously lost their significance. Economic actors (firms, employers, employees, political decision-makers etc.) are no more in such a position to act freely and safely in their local surroundings and they have found themselves in an uncertain competitive environment. They have to sustain their competitiveness in order to remain in business. At the firm, or micro-economic level, competitiveness is based on the capacity of the firms to compete, to grow and to be profitable. It resides in the ability of firms to consistently and profitably produce products that meet the requirements of an open market in terms of quality, price etc.¹

The rapid changes resulting from economic globalization have not affected all economic actors in the same way. Those failing to cope with competitive pressures quitted the scene, and in contrast, those taking the advantage of the new economic order continued to prosper. Hence, economic globalization has created both chances and challenges. But, there is one reality; the change will go on and competition will even intensify.

In this competitive environment, highly mobile factors of production (capital, labour, technology, information) are in search of attractive locations so as to engage in economic activities. However, competition is not limited to firms concerning profits or higher market shares. In the era of globalization, regions and cities are also competing with each other for potential firms, investment inflows and for qualified labour as well. While trying to keep

¹ Martin (2004), p. 2 – 1.

existing firms and labour force within their area, regions and cities are striving to attract potential economic actors into their borders in order to achieve economic prosperity.

The attractiveness of a region mainly depends on the availability and the quality of particular economic, political, cultural and geographical factors. These factors can be mainly classified as hard and soft locational factors which in turn directly affect the spatial decisions of economic actors. Hard locational factors are the primary and necessary prerequisites for urban development and have a key impact on the spatial decisions of economic actors. These are especially good (inter)national and regional traffic and communication relations, sufficient supplies of industrial sites, a skilled labour force, a broad range of business oriented services. Nevertheless, the spatial decisions of economic actors are not merely based on hard locational factors. Since the mid 80's, soft locational factors have gained significance due to the restructuring and therewith increasing qualification levels of inner-city jobs, changing demands of those employed in the city regarding urban environment and infrastructure as well as due to the growing orientation of local activities towards international trends and standards. Soft locational factors include image, atmosphere, urban design and cultural and recreational facilities.²

Hence, the economic prosperity of a region and the welfare of its inhabitants directly depend on the extent to which the region is attractive for nationally and internationally mobile factors of production. In view of the dynamic environment, local decision-makers strive to sustain the attractiveness and to improve the competitiveness of their region to achieve economic prosperity. Regional competitiveness refers to the ability to produce goods and services which meet the test of international markets, while at the same time maintaining high and sustainable levels of income or, more generally, the ability of regions to generate, while being exposed to external competition, relatively high income and employment levels. In other words, for a region to be competitive, it is important to ensure both quality and quantity of jobs.³ In order to assure prosperity in the dynamic world order, local authorities in charge of a particular city or region have to think systematically, analyze current trends, estimate future tendencies and apply long-term policies to make use of chances and meet the challenges. This is the main reason for writing a master's thesis about the chances and challenges in the strategic development of Hamburg in the era of globalization. In this respect, the aims of this study are to analyze the chances and the challenges with which the German city Hamburg is confronted

² Heinz (1995), p. 4.

³ Martin (2004), p. 2 – 3.

and to suggest appropriate strategic policies aiming at achieving future development and prosperity in the era of globalization. The selection of Hamburg as a subject matter of this study can be explained by several reasons:

Europe experienced dramatic changes in the previous fifty years. Following the Second World War (2WW), aspirations for a European supranational organization became apparent which was based on both political and economic motives. The economic motive rested on the belief that larger markets would promote competition and thus lead to greater productivity and higher standards of living. Economic and political viewpoints merged in the assumptions that economic strength was the basis of political and military power, and that a fully integrated European economy would reduce conflict among European nations. Starting from the foundation of the European Coal and Steel Community (ECSC) in 1951 which was the first major step towards European integration, Germany played a key role in the foundation of the European Union (EU) which is a supranational organization of European countries dedicated to increasing economic integration and strengthening cooperation among its members. Following the East Expansion in May 2004, in which ten more countries took up membership, bringing the total number of EU member countries to twenty five, the EU has become the focus of integration and cooperation in Europe and an important international player.⁴ Germany has been historically in the heart of the changing world order through globalization and Europeanization; in addition it is the biggest and an influential member of the EU.

As a result of the reunification of Germany, the opening of East Europe and the northern expansion of the EU, North Germany has continuously improved its significance in Europe. Additionally, the recent eastern expansion of the EU strengthened the position of North Germany as an economic centre in Europe. Owing to its geographical position, North Germany can be regarded as the gateway to East Europe and Baltic countries. As the second biggest metropolis⁵ of Germany, the northern port city of Hamburg has been an economic centre in North Europe for centuries. Apart from its geographical position in a dynamic environment, Hamburg has been continuously faced with new chances and challenges that stem from globalization, Europeanization, increasing competition among regions and structural changes as well.

⁴ Microsoft Corporation (1993-2004).

⁵ Metropolis is defined as a very large city, often the capital or chief urban centre of a country, state, or region. (Via late Latin from Greek *mētropolis*, literally “mother city,” from *mētēr* “mother” + *polis* “city.”) Source: Microsoft Corporation (1993-2004).

Lastly, I have been attending an international graduate study program in Hamburg for two years. As a foreign student, I have gained invaluable experience during my stay in Hamburg, and now I would like to conduct a study from which Hamburg could also benefit. Through the analysis of the chances and challenges in a dynamic environment, I would like to explore possible paths for the strategic development of the metropolis of Hamburg. Moreover, I expect to utilize all that I gained during the preparation of this master's thesis in the future in my home country regarding the strategic development of Turkish metropolises. Furthermore, I hope that this study proves to be helpful for researchers in the relevant fields of study.

Excluding the chapters of introduction (Chapter I) and conclusion (Chapter VII), the study consists of five major parts. Following this introduction chapter, the thesis will begin with the analysis of the current situation in Hamburg in Chapter II. At the very beginning of this chapter, the reader will be provided with general information about Hamburg. Afterwards, the political, demographic and the economic structures of Hamburg will be discussed. Moreover, the national and the international rankings of Hamburg will be examined.

Chapter III will try to shed light on the future aspirations of Hamburg based on the current state analysis made in Chapter II. In conformity with the views of current Hamburg State Government, Chapter III will explain the future expectations of the city under four main titles which are increasing the number of Hamburg citizens, achieving high economic growth and employment, increasing the availability of land for construction and increasing the international attractiveness and popularity of Hamburg.

In Chapter IV, the methodology for bridging the gap between the current situation and the targeted future position of Hamburg will be discussed, in which the reasons for selecting the SWOT analysis and the survey as instruments of analysis will be explained.

In Chapter V, a SWOT analysis of Hamburg will be made in an effort to evaluate the strengths and weaknesses of Hamburg; moreover this analysis will draw a clear picture of the potential chances and challenges which are likely to be faced by Hamburg in the future. As an empirical tool, a Hamburg-wide survey was implemented for this study, the results of which will be revealed in this chapter as well.

Chapter VI will suggest strategies for the future development of Hamburg from residential, economic and marketing perspectives. Finally, the study will end with Chapter VII, the conclusion.

CHAPTER II

The Free and Hanseatic City of Hamburg: Current Position

After introducing the aim and the structure of the master's thesis, the study will begin with the analysis of the current position in Hamburg. The analysis of the current position of Hamburg refers to the detailed examination of the political organization, current demographic trends and the economic structures in Hamburg which will be supplemented with the national and international rankings of the city. Understanding the existing economic, political and demographic situation is essential for providing a clear outlook into the future development of the city. Moreover, the examination of the current situation in Hamburg will establish a basis for further analysis in the following chapters.

This chapter is composed of six sections. At the very beginning of the chapter, the reader will be provided with basic information about the Federal Republic of Germany⁶ (FRG), the German federal states and the Free and the Hanseatic City of Hamburg⁷ (HH). The second section will focus on the political organization in Hamburg. The third section will concentrate on the demographic trends in Hamburg. In the fourth section, the economic structures of Hamburg will be analyzed based on gross domestic product (GDP), employment, economic sectors, business enterprises and foreign direct investment (FDI). In the fifth section, the national and international position of Hamburg will be discussed based on the findings of diverse ranking studies. Lastly, the chapter will end with concluding remarks.

II.1 General Information

The Federal Republic of Germany, as its name suggests, is a federation consisting of sixteen individual states, the "Länder". The federal nature of the system of government in the Republic is reflected in the fact that the sixteen states are not mere provinces, but states endowed with their own powers.⁸ Situated in northern Germany by the lower banks of River

⁶ "Germany" is the official short form of "the Federal Republic of Germany".

⁷ "Hamburg" is the official short form of "the Free and the Hanseatic City of Hamburg".

⁸ The Federal Foreign Office of Germany (07.08.2005).

Elbe, the Free and Hanseatic City of Hamburg is one of the sixteen federal states of the FRG. Figure II.1 is the map of the FRG, in which the federal states are depicted by their geographic position.

Figure II.1: Map of the FRG by Federal States



Source: About.com (07.08.2005).

As reflected by Figure II.1, the FRG consists of sixteen federal states. These federal states can be divided into two groups as “city-states” and “area-states”. A city-state can be defined as a self-governing, self-contained urban centre, usually surrounded by a small dependent rural area. The typical city-state of antiquity was the Greek city, such as Athens, which had complete political independence. Rome in its early days was a city-state. During the period from the fall of the Roman Empire to the 19th century, many cities of northern Italy, such as Florence and Genoa, were city-states. Several north German cities also functioned as city-states, of which Bremen and Hamburg retained some independence well into the 19th century.⁹

Following the Vienna Congress in 1815, there were four city-states in the German Federation; Bremen, Frankfurt am Main, Hamburg and Lübeck. Nevertheless, Frankfurt and Lübeck lost their city-state status in 1866 and 1937 respectively, since they were seized by Prussia. On the other hand, Berlin gained city-state status in 1990 after the reunification of the FRG with the GDR (German Democratic Republic). Actually, Berlin was a divided city after the 2WW

⁹ Source: Microsoft Corporation (1993-2004).

from 1945 to 1990.¹⁰ Today, Hamburg, Berlin and Bremen are the three “city-states”, whereas the remaining thirteen federal states are “area states” and have their own state capital.¹¹

Whereas the term “free” in the full name of Hamburg implies the federal state status of the city, the attribution of “Hanseatic” to its name is concerned with the historical membership of Hamburg in the “Hanseatic League”. The Hanseatic League was a trading association of German merchants and cities that was active from the middle of the 12th century to the middle of the 17th century. At its peak in the mid-15th century, the league comprised at least 80 cities and another 100 or so affiliated towns, and it monopolized all trade in the North and Baltic seas. It grew to be the largest and most successful trade association in medieval Europe in terms of both volume of trade and profit before succumbing to the growing economic might of states such as England and the Netherlands.¹² Following is the table of sixteen German federal states by their population, land area and state capitals.

Table II.1: Population, Land Area and State Capitals of the FRG¹³

Federal State	Area (km²)	Population	Capital
Bremen	404.23	663,000	Bremen
Hamburg	755.16	1,734,000	Hamburg
Berlin	891.75	3,388,000	Berlin
Saarland	2,568.65	1,061,000	Saarbrücken
Schleswig-Holstein	15,763.18	2,823,000	Kiel
Thuringia	16,172.14	2,373,000	Erfurt
Saxony	18,413.91	4,321,000	Dresden
Rhineland-Palatinate	19,847.39	4,059,000	Mainz
Saxony-Anhalt	20,445.26	2,523,000	Magdeburg
Hesse	21,114.72	6,089,000	Wiesbaden
Mecklenburg-Vorpommern	23,174.17	1,732,000	Schwerin
Brandenburg	29,477.16	2,575,000	Potsdam
North Rhine-Westphalia	34,083.52	18,080,000	Düsseldorf
Baden-Württemberg	35,751.65	10,693,000	Stuttgart
Lower Saxony	47,618.24	7,993,000	Hannover
Bavaria	70,549.19	12,423,000	Munich
Germany	357,030.32	82,532,000	Berlin

Source: Statistische Ämter des Bundes und der Länder (02.08.2005) and Bund.de – Verwaltung Online (09.08.2005).

¹⁰ Sources: Microsoft Corporation (1993-2004); Content Kiosk (30.11.2005).

¹¹ The Official International Web Site of Hamburg (09.08.2005).

¹² Microsoft Corporation (1993-2004).

¹³ Reference day: 31.12.2003.

As it can be inferred from Table II.1, Hamburg, Bremen and Berlin, the three city-states of the FRG, are the smallest federal states based on land area. As the second smallest state of Germany with a total land area of 755 km² and with more than 1.7 million inhabitants, Hamburg is meanwhile the second biggest metropolis of Germany subsequent to Berlin. Table II.2 depicts major German cities by their population.

Table II.2: Major Cities of Germany by Population

Ranking	City	Federal State	Population ¹⁴
1	Berlin	Berlin	3,388,477
2	Hamburg	Hamburg	1,734,083
3	Munich	Bavaria	1,247,873
4	Cologne	North Rhine-Westphalia	965,954
5	Frankfurt	Hesse	643,432
6	Dortmund	North Rhine-Westphalia	589,661
7	Essen	North Rhine-Westphalia	589,499
8	Stuttgart	Baden-Wuerttemberg	589,161
9	Düsseldorf	North Rhine-Westphalia	572,511
10	Bremen	Bremen	544,853
11	Hannover	Lower Saxony	516,160
12	Duisburg	North Rhine-Westphalia	506,496

Source: City Population (02.08.2005).

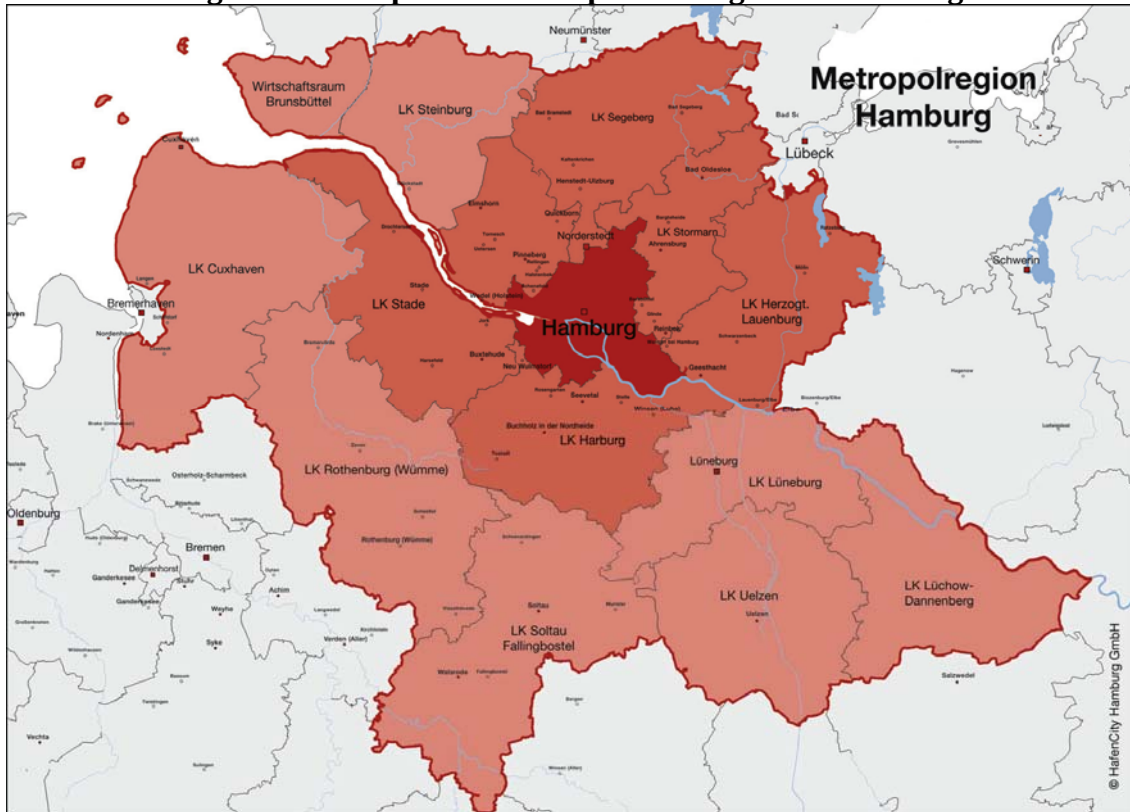
As shown by Table II.2, Berlin, the capital of the FRG, is the biggest city of Germany which is inhabited by more than 3 million people. Berlin is followed by Hamburg and Munich respectively, both of which host more than one million residents. Moreover, the Federal State of North Rhine-Westphalia hosts five of the twelve major German cities.

The city-state of Hamburg is closely linked to its surrounding region.¹⁵ Hamburg and fourteen other neighbouring districts make up the “Metropolitan Region of Hamburg”, the map of which is displayed in Figure II.2.

¹⁴ As of 31.12.2003.

¹⁵ Hamburg Business Development Corporation (2001), p. 5.

Figure II.2: Map of the Metropolitan Region of Hamburg



Source: HafenCity Hamburg GmbH (13.08.2005).

Hamburg makes up one of Europe's largest metropolitan regions together with the neighbouring areas to the north and to the south in Schleswig-Holstein and Lower Saxony.¹⁶ Figure II.2 shows the districts which together form the Metropolitan Region of Hamburg. The six districts lying in the north of River Elbe, Duchy of Lauenburg, Pinneberg, Segeberg, Steinburg, Stormarn and the Brunsbüttel Economic Region, belong to the Federal State of Schleswig-Holstein. To the south of this includes the eight districts of the Federal State of Lower Saxony which are Cuxhaven, Harburg, Lüchow-Dannenberg, Lüneburg, Rotenburg (Wümme), Soltau-Fallingb., Stade and Uelzen.¹⁷

According to the Statistics Bureau of Hamburg and Schleswig-Holstein,¹⁸ the Metropolitan Region of Hamburg is inhabited by nearly 4.2 million residents over a land area of about 19,000 km². Additionally, nearly 1.4 million inhabitants are resident in the suburbs ("Umlandkreise") of Hamburg. The suburbs of Hamburg, the land area of which corresponds to approximately 6,500 km² includes the districts of Pinneberg, Segeberg, Stormarn, Duchy of Lauenburg, Harburg and Stade.¹⁹

¹⁶ The Federal State of Lower Saxony (10.08.2005), p. 6.

¹⁷ Bureau of Statistics Hamburg and Schleswig-Holstein (2004).

¹⁸ Statistisches Amt für Hamburg und Schleswig-Holstein (2004), p. 184.

¹⁹ Reference day: 31.12.2003.

The idea of the Metropolitan Region of Hamburg can be traced back to the 1950s. It emanates from the bilateral common regional planning of Hamburg/Lower Saxony and Hamburg/Schleswig-Holstein in 1955/1957.²⁰ The declaration of the Single European Market, the collapse of the Berlin Wall and the local economic pressures required the northern federal states of Germany to intensify cooperation; consequently the Federal State of Hamburg, Lower Saxony and Schleswig-Holstein agreed on a trilateral regional development concept (REK²¹) in 1991. The ideas behind the regional development concept were firstly to create a general framework (“Leitbild”) with central goals and secondly to develop concrete projects. The general framework and the projects were published in 1994 and in 1996. In 1996, the common regional planning was re-built and expanded on a trilateral basis and the concept of “the Metropolitan Region of Hamburg” first came into being.²² In November 2000, the regional development concept of 1996 was revised and the “REK 2000” came out. The main idea behind the Hamburg Metropolitan Regions trilateral cooperation between the states of Hamburg, Lower Saxony and Schleswig-Holstein is that all locations, all regions and especially large metropolitan regions are increasingly confronted with international integration and global competition. Regions that want to stay “on top” have to combine their efforts and actively plan and shape future.²³ Moreover, there are new negotiations between some German federal states for merging so as to lean the procedure to save costs; for example the possible creation of a new “North State”.²⁴

II.2 Political Organization

As mentioned briefly in II.1, the Federal Republic of Germany is a federal republic which consists of sixteen states. Three of the states are known as “city-states” (“Stadtstaaten”) which are Berlin, Bremen and Hamburg. All federal states have their own state parliaments (“Landtag”) and state governments (“Landesregierung”). The head of government in each state is called “Ministerpräsidenten” (State Premiers), and in the city-states, it is called the “Erster” or “Regierender Bürgermeister” (First Mayor or Governing Mayor). State elections are held independent of general federal elections.²⁵

²⁰ Niedersächsischen Ministeriums für den ländlichen Raum, Ernährung, Landwirtschaft und Verbraucherschutz (10.08.2005).

²¹ REK stands for “Regionale Entwicklungskonzept”, which is the German translation of “Regional Development Concept”.

²² Blatter (2005), p. 135 et seq.

²³ The Federal State of Lower Saxony (10.08.2005), p. 9.

²⁴ Kersten (01.11.2005).

²⁵ Die Beauftragte der Bundesregierung für Migration, Flüchtlinge und Integration (2005), p. 63.

The system of executive federalism in Germany allows the federal states to implement central regulations. State administrations have wide scope of decision-making opportunities at their disposal. Moreover, the federal states have legislative power in the fields of education, culture, police law as well as in municipal law. Hence, the federal states have the possibility of applying different political parameters regarding regional competition.²⁶

The parliament of Hamburg is not only a state parliament, but it has also responsibilities which are typical of municipal representation.²⁷ Hamburg State Parliament is called the “Bürgerschaft”. It consists of 121 representatives who are elected every four years under a system of proportional representation. The state government is called the “Senate” (“Senat”) which administers the city. The First Mayor (“Erster Bürgermeister”) is the head of government. The State Parliament elects the head of government, passes state laws and adopts the budget. Laws may be introduced by the Senate, State Parliament, or by means of a petition for a referendum. The First Mayor determines the political guidelines. In Hamburg, the ministers are called “senators”. Today there are nine departmental authorities,²⁸ each of which is headed by a senator. The Senate represents the Free and Hanseatic City of Hamburg in matters with other federal states, with the Federal Government and with other countries. In order to ensure that the administration is responsive to citizens' interests, Hamburg is divided into seven districts.²⁹ The districts are administered by a district authority and local authorities. Simultaneously with elections for the state parliament, district assemblies – each with 41 representatives – are elected as representatives of the citizens.³⁰

II.3 Demographic Trends

After explaining the political organization in Hamburg with respect to the federal system in Germany, the analysis will go on with explaining the demographic trends in Hamburg. In this respect, the demographic analysis will first start with the overall trends in Germany. Then, the demographic structure of Hamburg will be presented based on population growth, distant and suburban movements as well as future prognoses. Lastly, the demographic situation in Hamburg will be compared with other German cities/regions.

²⁶ Berthold/Fricke/Kullas (2005), p. 8 et seqq.

²⁷ The Official Web Site of the Parliament of Hamburg (12.08.2005).

²⁸ These departmental authorities are Finance, Economics and Labour, Civil Engineering and Environment, Interior, Culture, Social and Family Affairs, Education and Sport, Science and Health and Justice.

²⁹ These districts are Altona, Bergedorf, Eimsbüttel, Harburg, HH-Mitte, HH-Nord and Wandsbek.

³⁰ The Official International Web Site of Hamburg (12.08.2005).

II.3.1 Germany

Germany is the most populated country in the EU. Since the end of 2WW, the population of Germany has increased from 68 million to 83 million. The reason for this growth was not the high birth rate, but rather the migration of approximately 12 million people and their offspring mainly coming from the former GDR following the reunification of the FRG with the GDR in 1989. Already in the mid 1970's, the total fertility rate (TFR³¹) in Germany was below 2.1 which is the number that would be necessary to maintain a certain population size at constant life expectancy and without immigration. For the last three decades, the TFR has been 1.4 which means that every newborn generation is about one-third smaller than that of its parents. According to the prognosticators of the Federal Statistical Office of Germany, the German population would shrink about 10 million up to the year 2050, even if life expectancy constantly rose and 200,000 new people migrated into Germany. Disregarding potential migration, the population shrinkage would be equal to 30 million.³² The findings of the study "Germany 2020 – The Demographic Future of the Nation" conducted by the Berlin Institute of Population and Global Development in 2004 revealed that the decline in the number of children and the increase in life expectancy stimulates the aging of the population in Germany. Similarly, birth rates and the percentage of younger population are not sufficient anywhere in Germany to guarantee a stable size of population. Nevertheless, population loss and population aging will have different impacts on each region in that economically strong areas which are attractive enough for young people from Germany and for young migrants abroad will not notice the demographic change much.³³ Despite overall population losses, there will be partial "growth islands" – regions with positive population growth – in the future.³⁴ A more recent report published by Deutsche Bank Research stated that the size of the population in Germany will be stable in 2025; however the number of people from German origin will decrease significantly.³⁵ What all reports from different organizations have in common that migration and movements will play a considerable role concerning the demographic structure of Germany. Accordingly, it's highly probable that Germany witnesses competition for population among regions and federal states in the near future.

³¹ The number of children that would be born to each woman if she were to live to the end of her child-bearing years and bear children at each age in accordance with prevailing age-specific fertility rates. Source: UNDP Web Site (12.08.2005).

³² Kröhnert/van Olst/Klingholz (2004), p. 4.

³³ Kröhnert/van Olst/Klingholz (2004), p. 12 et seqq.

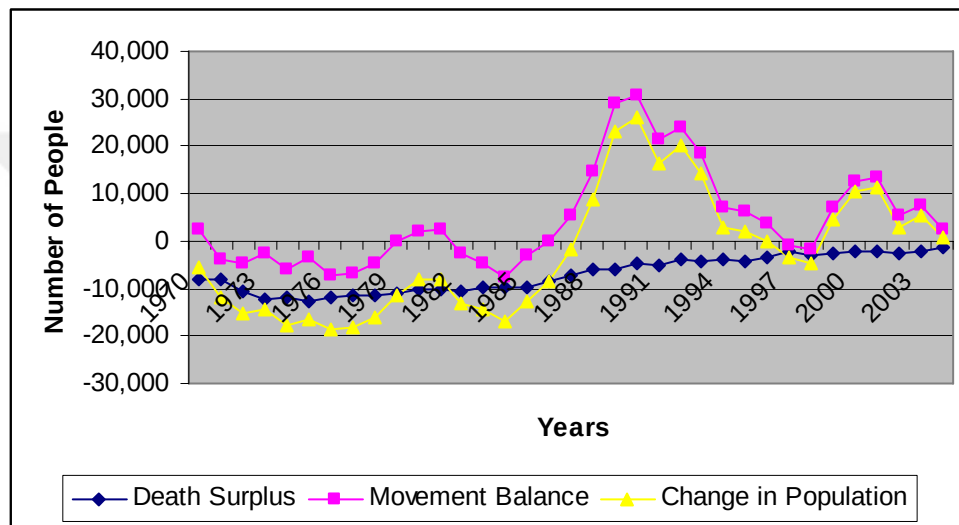
³⁴ Freie und Hansestadt Hamburg Staatliche Pressestelle (2003), p. 11.

³⁵ Deutsche Bank Research (24.11.2005).

II.3.2 Hamburg

The annual population growth of a city can be explained by the interaction of four variables. These are births, deaths, movements into the city and movements outside the city occurring within a year. The sum of these four factors results in the net change in the city's population. Whereas birth surpluses and positive movement balances contribute to population growths, death surpluses and negative movement balances lead to population losses. Figure II.3 reflects the net change in Hamburg's population from 1970 to 2004.

Figure II.3: Net Change in Hamburg's Population between 1970 and 2004



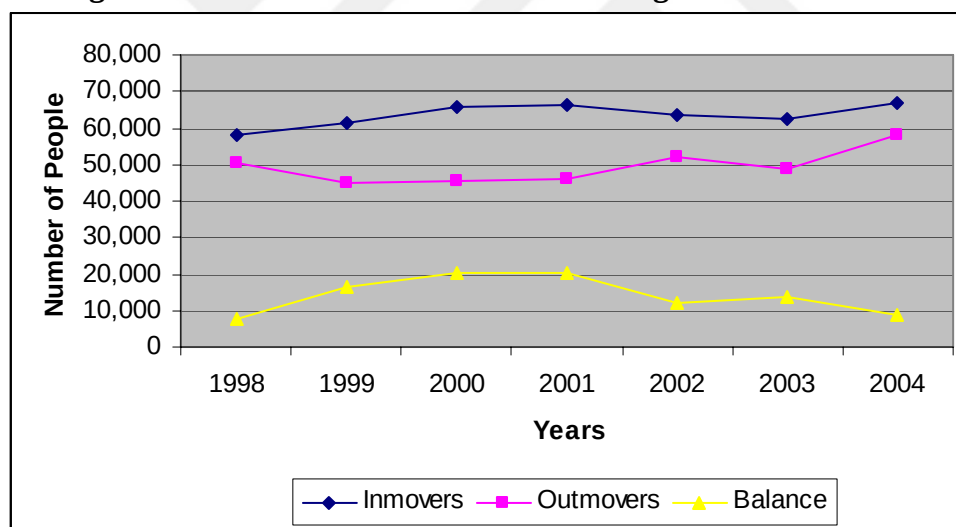
Source: Own diagram based on the data in: Statistisches Amt für Hamburg und Schleswig-Holstein (2004), p. 16; Statistisches Amt für Hamburg und Schleswig-Holstein (2005a), p. 1.

Figure II.3 depicts the annual change in three variables; the dark blue line represents the difference of new births and deaths (death surplus or birth surplus), the pink line denotes the movement balance which is the difference of inmovers and outmovers and the yellow line refers to the net change in Hamburg's population which reflects the interaction of movement and birth/death balances. Inmovers are the new residents of Hamburg who have recently settled down, in contrast outmovers refer to those who have ceased living in Hamburg and have moved to another place. According to the graph, Hamburg continuously experienced death surpluses between 1970 and 2004, the size of this surplus decreased through the years, though. Therefore, movements into the city and out of the city were the decisive factors of demographic development in Hamburg. As it can be inferred from the graph above, there is a close relationship between movement balance and net change in population. Moreover, the net change in Hamburg's population was negative between 1970 and 1986. In these years, Hamburg witnessed population losses due to almost continuous negative movement balances and steady death surpluses. Starting from 1986, Hamburg's population started increasing

parallel to the overall trend in Germany because of the opening of borders towards East Europe and the inflow of migrants fleeing from war in South Europe.³⁶ In other words, the increasing trend stemmed predominantly from foreign migrants. Although the increasing trend which started in 1986 cut back on speed towards 1994, the population of Hamburg increased continuously from the second half of 1998 to 2004. As previously mentioned, the engine of population rise in Hamburg was the positive movement balance.

Splitting up city movements into “distant movements” (“Fernwanderung”) and “suburban movements” (“Umlandwanderung”) provides a clear picture of recent demographic trends in Hamburg. The term distant movement includes the movements into or from the city regarding the locations except for the suburbs of Hamburg. In contrast, suburban movement refers to the movements concerning the suburbs of Hamburg. Figures II.4 and II.5 demonstrate the situation of distant and suburban movements in Hamburg between 1998 and 2004 respectively.

Figure II.4: Distant Movements in Hamburg from 1998 to 2004

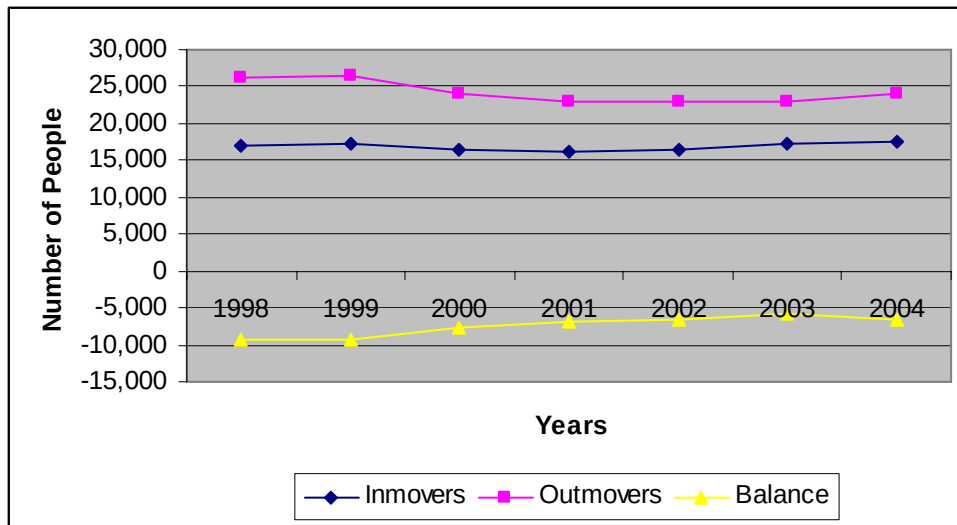


Source: Own diagram based on the data in: Statistisches Amt für Hamburg und Schleswig-Holstein (2005b), p. 4; Statistisches Amt für Hamburg und Schleswig-Holstein (16.08.2005).

According to Figure II.4, the number of distant inmovers (the dark blue line) exceeded that of distant outmovers (the pink line) from 1998 to 2004 which resulted in a positive distant movement balance (the yellow line) in these years. In other words, more people settled down in Hamburg within this time frame coming not only from different German regions (except for its suburbs), but also from foreign countries. The situation is different regarding suburban movements in Hamburg which can be seen in the following figure.

³⁶ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 2.

Figure II.5: Suburban Movements in Hamburg from 1998 to 2004



Source: Own diagram based on the data in: Statistisches Amt für Hamburg und Schleswig-Holstein (2005b), p. 4; Statistisches Amt für Hamburg und Schleswig-Holstein (16.08.2005).

In contrast to the positive distant movement balances as shown by Figure II.4, Figure II.5 depicts negative suburban balances (the yellow line). Between the years 1998 and 2004, the number of people moving into suburban areas from Hamburg (the pink line) surpassed the number of in-movers with suburban origin (the dark blue line). In the light of negative suburban movement balances, the following conclusion can be made; since the net movement balance is equal to the sum of distant and suburban movement balances, the net positive movement balances in Hamburg which were the engine of population growth under death surpluses stemmed solely from positive distant movement balances that outweighed negative suburban movement balances.

The analysis of recent demographic trends in Hamburg can be deepened by examining the age groups of in-movers and out-movers. According to statistical data, the majority of in-movers are between 20 and 25 years of age, whereas the majority of movements outside Hamburg take place between the age group of 30 – 40. A typical in-mover settle down in Hamburg in order to study and work and then move into the suburbs so as to start a family life after ten years.³⁷ The suburban movement balance is especially negative at the age group of 30 – 40. People who are between 30 and 40 years of age are in such a life-phase that they start a family life, have children and have the financial ability to acquire their own property (house).³⁸ It can be roughly said that living in Hamburg City is mostly preferred by young singles due to work and study reasons, on the other hand mostly young families (with children) prefer moving into the suburbs of Hamburg to start a family life and to raise their children.

³⁷ Kröhnert/van Olst/Klingholz (2004), p. 28.

³⁸ Freie und Hansestadt Hamburg Staatliche Pressestelle (2003), p. 10.

II.3.3 Hamburg Compared to Other German Cities

According to statistical data, the annual population growth rate in Hamburg was averagely higher than that of Germany between 1991 and 2004.³⁹ Hamburg was the only German city that experienced a considerable high amount of population growth in the 90's, in which the population of Hamburg grew by 4.5%. Meanwhile, Berlin and Frankfurt suffered slight population losses, Munich stayed at the same level, and Köln and Stuttgart grew by 1.5%. One advantage of Hamburg against other German metropolises is that Hamburg is a million-city which is comparatively sparsely populated and which owns relatively high amounts of green areas, water surfaces and integral nature reserves.⁴⁰ The number of people per square kilometre is hardly 2,300, which is lower than in Berlin (3,800) or in Munich (4,000). Hence, the city region of Hamburg possesses available room that can be used for recreation and construction purposes.⁴¹

Despite the almost continuous population growth which characterized the previous three decades, the Federal Office for Building and Regional Planning expects population shrinkage of 1.4% in Hamburg by 2020. Similarly, the Statistics Office of Hamburg prognoses 1% fall in Hamburg's population by the same year.⁴² Forthcoming demographic changes in North Germany and their economic consequences concerning the labour market, residential market and public budget will be elaborated in Chapter III, in which the future aspirations and expectations of the City of Hamburg will be discussed.

II.4 Economic Structure

Hamburg has been called as the economic heart of northern Germany since 1819. It was already an important trade metropolis in the 16th century. Through the establishment of Hapag⁴³ in the 19th century, Hamburg became a centre of ship construction and port industry; consequently the biggest seaport of the German Empire. Following the separation of Germany after 2WW, not only did Hamburg lose its essence regarding east-trade, but also its economic

³⁹ The average annual population growth rates for Germany and Hamburg were 0.24% and 0.35% respectively in these years. Source: Statistische Ämter des Bundes und der Länder (17.08.2005a).

⁴⁰ Nearly 40% green spaces, more than 8% lakes, rivers and canals, 120 parks. Source: Hamburg Business Development Corporation (2001), p. 29.

⁴¹ Kröhnert/van Olst/Klingholz (2004), p. 27.

⁴² Kröhnert/van Olst/Klingholz (2004), p. 29.

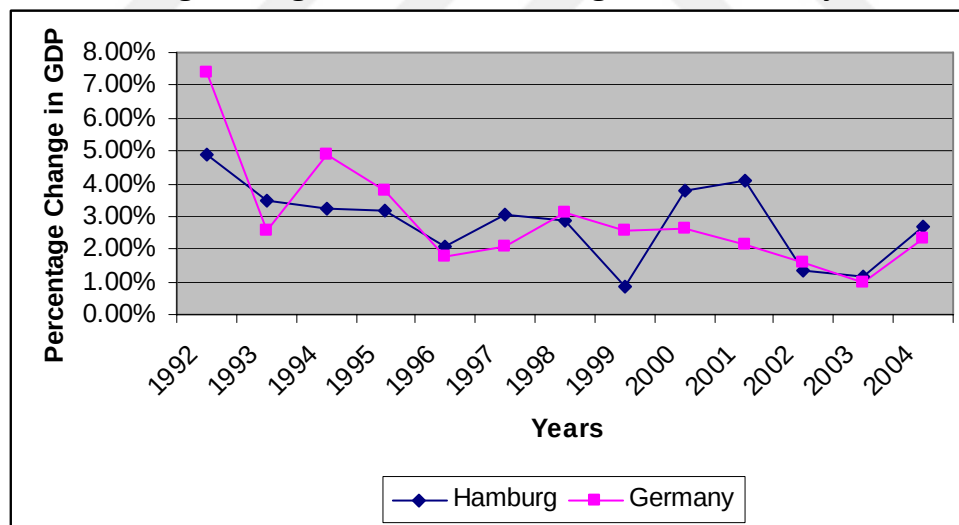
⁴³ Hapag stands for Hamburg American Parcel Shipment Corporation ("Hamburg Amerikanischen Paketfahrt Aktiengesellschaft"). It was founded in 1847 by 30 ship owners and merchants with the aim of establishing a direct link between Hamburg and North America with sailing ships under Hamburg flag so as to profit from the fast-growing emigrant traffic to America. Source: Hapag-Lloyd Group (17.08.2005).

hinterland.⁴⁴ With the collapse of the Iron Curtain and the EU's expansion into northern Europe, the region started reviving and became one of Europe's most dynamic economic regions and an attractive market with huge purchasing power.⁴⁵ In this section, the economic structure of Hamburg will be evaluated on the basis of gross domestic product (GDP), employment, the share of economic sectors, business enterprises and foreign direct investment (FDI).

II.4.1 Gross Domestic Product (GDP)

The foremost single measure of how an economy performs in the aggregate level is income. Modern economies measure total income by means of a concept called gross domestic product (GDP), which evaluates the all final goods and services produced in a country at current market prices in a given calendar year.⁴⁶ According to statistical data, Hamburg increased its annual GDP from 54,897 million € to 78,794 million € between 1991 and 2004.⁴⁷ The graph in Figure II.6 shows GDP growth rates in Hamburg and in Germany between 1992 and 2004.

Figure II.6: Percentage Change in GDP in Hamburg and in Germany from 1992 to 2004



Source: Own diagram based on the data in: Statistische Ämter des Bundes und der Länder (17.08.2005b).

Figure II.6 shows annual percentage changes in GDP in Hamburg (the dark blue line) and in Germany (the pink line). According to the graph, both Hamburg and Germany experienced continuous economic growth in the given time period. Especially in the last five years,

⁴⁴ Kröhnert/van Olst/Klingholz (2004), p. 25.

⁴⁵ Hamburg Business Development Corporation (2001), p. 4.

⁴⁶ Gärtner (2003), p. 2 et seqq.

⁴⁷ Statistische Ämter des Bundes und der Länder (17.08.2005b).

Hamburg's economy grew at a higher rate (2.62%) than the German average (1.93%). Hamburg's share in Germany's aggregate GDP was averagely 3.6% in these years.⁴⁸

II.4.2 Employment

The basic element to start with when thinking about employment is the population. According to OECD definitions (also used by the EU), persons younger than 15 or older than 64 is the part of the population which is inactive from an employment perspective. Subtracting the number of these age groups from total population gives us what we may call active population. However, not all of those who could potentially be active may choose to work. Subtracting those who voluntarily stay out of employment from the active population gives us the labour force.⁴⁹ According to statistics, the active population in Hamburg is about 1.2 million out of 1.7 million total citizens.⁵⁰ The number of employed Hamburg citizens is equal to about 0.785 million. But, not all employed Hamburg citizens are working within the state borders; more than 70,000 Hamburg citizens work outside the state borders, whereas more than 300,000 people work in Hamburg but live out of the city-state Hamburg. Considering the fact that totally about 1.035 million people are employed in Hamburg, roughly 30% of them are commuters.⁵¹

Hamburg can be regarded as an economically productive city in that the city had a share of 3.62% in Germany's total GDP with the number of employed people corresponding to 2.70% of the total number of employees in Germany in 2004. This means that Hamburg's overall economic productivity exceeded by 33% that of the country as a whole.⁵² Nevertheless, the unemployment rate has increased almost consistently from 9.3% to 12.8%⁵³ since 2000.⁵⁴ Unemployment is the enforced idleness of wage earners who are able and willing to work but cannot find jobs. The proportion of workers unemployed also shows how well a nation's human resources are used and serves as an index of economic activity.⁵⁵ Currently, the unemployment rate is equal to 13.8% in Germany.⁵⁶

⁴⁸ Own calculation based on the data in: Statistische Ämter des Bundes und der Länder (17.08.2005b).

⁴⁹ Gärtner (2003), p. 140 et seq.

⁵⁰ Statistisches Amt für Hamburg und Schleswig-Holstein (2004), p. 49 et seq.

⁵¹ Statistisches Amt für Hamburg und Schleswig-Holstein (2004), p. 127.

⁵² Dreyer (2002), p. 14.

⁵³ The average of the first 7 months of 2005. Source: Statistische Ämter des Bundes und der Länder (18.08.2005a).

⁵⁴ Statistisches Amt für Hamburg und Schleswig-Holstein (2004), p. 105.

⁵⁵ Microsoft Corporation (1993-2004).

⁵⁶ The average of the first 7 months of 2005. Source: Statistische Ämter des Bundes und der Länder (18.08.2005b).

II.4.3 Economic Sectors

Hamburg is Germany's most important foreign trade centre and also one of the leading import/export venues of the European continent. Hamburg's traditional position as an export metropolis and transport hub can be traced back to 1189, when Emperor Frederick I granted the privilege of conducting trade on the Lower Elbe without custom duties. When the Common Market was founded in 1957, it accounted for only 10% of Hamburg's export trade. Today, the figure is more than 50%. Hamburg's importers and exporters conduct around half of the country's transport business. After the European countries, the countries of Eastern Asia are Hamburg's most important trade partners.⁵⁷ The port of Hamburg is the second biggest container port of Europe following Rotterdam.⁵⁸ The port is crucial to Hamburg's economy because together with its associated maritime industries, around 140,000 jobs are either directly or indirectly to it. Moreover, Hamburg's reputation as a hub of international trade, global contacts and international standing are mostly based on the port.⁵⁹ However, Hamburg has transformed itself from a port-based and trade-based economy to a service provision metropolis.⁶⁰ Table II.3 shows the percentage share of employees subject to social insurance contributions by economic sectors.

⁵⁷ Nienstedt (2002), p. 28 et seqq.

⁵⁸ Freie und Hansestadt Hamburg Staatliche Pressestelle (2003), p. 15.

⁵⁹ Dreyer (2002), p. 16.

⁶⁰ von Beust (2002), p. 11.

Table II.3: The Percentage Share of Employees Subject to Social Insurance Contributions by Economic Sectors between 1991 and 2004

Years	Agriculture, Forestry, Fishing	Industry	Trade, Transport, Hotel and Restaurant Services	Finance, Renting and Business Services	Other Service Activities
1991	0.7%	22.5%	32.9%	17.4%	26.5%
1992	0.6%	22.0%	32.8%	17.9%	26.6%
1993	0.6%	21.6%	32.2%	18.5%	27.2%
1994	0.6%	21.0%	31.6%	19.0%	27.8%
1995	0.6%	20.2%	31.9%	19.0%	28.3%
1996	0.6%	19.8%	31.6%	19.2%	28.8%
1997	0.6%	19.1%	31.1%	20.1%	29.1%
1998	0.6%	18.2%	31.0%	21.1%	29.2%
1999	0.5%	17.7%	30.6%	22.3%	28.8%
2000	0.5%	17.2%	30.2%	23.7%	28.3%
2001	0.5%	17.0%	29.7%	24.7%	28.1%
2002	0.5%	16.7%	29.5%	24.9%	28.3%
2003	0.5%	16.3%	29.3%	25.0%	28.8%
2004	0.5%	15.8%	29.2%	25.5%	28.9%

Source: Statistisches Amt für Hamburg und Schleswig-Holstein (22.08.2005).

Table II.3 reflects the share of employed people in different economic sectors; therefore this table may allow for the examination of the development of economic sectors in Hamburg in the last thirteen years. The economic sectors demonstrated in the table are the industry sector, the agriculture sector that also includes forestry and fishing activities and the service sector. The service sector is divided into three sub-sectors which are trade, transport, hotel and restaurant services; finance, renting and business services; and other service activities that represent the rest of service activities. As it can be inferred from this table, the number of employees in the industry sector fell continuously from 22.5% to 15.8% between 1991 and 2004. Major growth took place in the finance, renting and business services in which the share of employees in this sector increased dramatically from %17.4 to 25.5%. Moreover, the share of total employees in trade, transport, hotel and restaurant services slightly fell by 3.7%. The share of employees in agriculture, forestry and fishing experienced a decrease by 0.2% in the same period. Totally, the share of employees in the service sector increased from 61.3% to 83.6% in the previous thirteen years. Hence, Hamburg's economy mainly depends on the service sector.

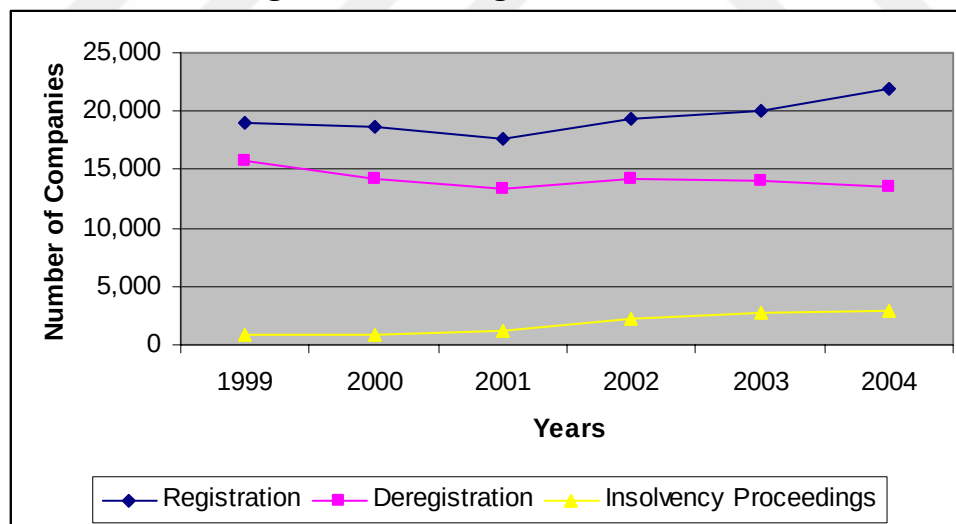
In a comparative study on German federal states carried out by the Bertelsmann Foundation in summer 2001, it was stated that Hamburg developed into a modern logistics, technology and media centre and captured top place in comparison to other federal states through a consistent

policy of structural change away from its traditional, one-sided maritime orientation. More than half of Hamburg's service sector jobs are dominated by the media industry, telecommunications and software providers, consulting firms, the event and tourism industry and consumer-oriented skilled trades. Banking and insurance sectors are other important elements of Hamburg's economy. Despite the dominance of services, Hamburg is still one of Germany's leading industrial locations.⁶¹ The key economic strengths of Hamburg will be elaborated in section V.1.1.1.

II.4.4 Business Enterprises

The total number of business enterprises⁶² operating in Hamburg is 87,500. 98% of the companies in Hamburg are small and medium size enterprises (SME) in that they employ less than 50 employees. Most business enterprises (33.6%) operate in the sector of real estate, renting and business activities which are followed by the enterprises regarding wholesale and retail trade, repair of motor vehicles and motorcycles and personal and household goods (21.71%).⁶³ The following graph in Figure II.7 represents the number of business registrations, deregistrations and insolvency proceedings in Hamburg between 1999 and 2004.

Figure II.7: Business Registrations, Deregistrations and Insolvencies in Hamburg



Source: Own diagram based on the data in: Statistisches Amt für Hamburg und Schleswig-Holstein (2004), p. 132 et seqq.; Statistische Ämter des Bundes und der Länder (23.08.2005b).

⁶¹ Hamburg Business Development Corporation (2001), p. 4.

⁶² According to official statistics, a business enterprise is defined as the smallest legally independent unit that keep accounting records due to commercial and tax law reasons and must make an annual statement of financial position and/or the success of business activity. The enterprise includes all associated enterprises. Moreover, those working freelance are also recorded as independent enterprises. Source: Statistische Ämter des Bundes und der Länder (23.08.2005c).

⁶³ Statistische Ämter des Bundes und der Länder (23.08.2005a).

According to the graph in Figure II.7, the number of annual business registrations (the dark blue line) increased in the given years. Averagely, 19,500 new business enterprises were founded each year within the last six years. On the other hand, the number of business enterprises which were closed down annually (the pink line) decreased in the same period. Each year averagely 14,000 firms ceased their operations. Moreover, the number of firms that went bankrupt (the yellow line) increased dramatically from 775 to 2947 between 1999 and 2004.

The business environment in Hamburg has an international character in that more than 2,000 import and export firms cultivate contacts to countries all over the world from their bases in Hamburg. Their branches, subsidiaries, correspondence and consulting offices are found in all five continents. In all, more than 10,000 Hamburg firms from trade and industry, transport, banking, insurance and other services have direct business relationships with abroad. In addition, more than 70 of Germany's top 500 companies are domiciled in Hamburg.⁶⁴

II.4.5 Foreign Direct Investment (FDI)

FDI refers to the purchase of physical assets, such as plant and equipment in a foreign country to be managed by the parent corporation.⁶⁵ The strategic motives which drive the decision to invest abroad can be explained by the seeking of markets, raw materials, production efficiency, knowledge or political safety.⁶⁶

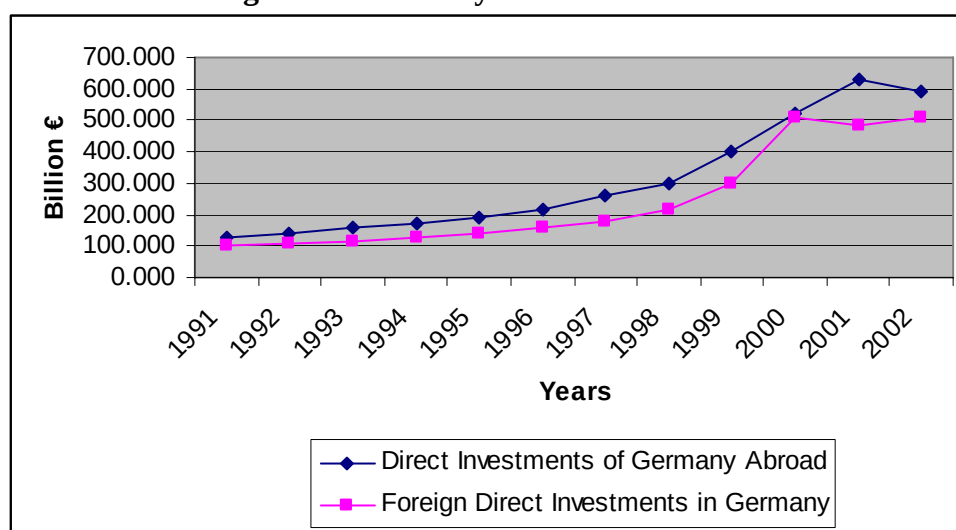
Investments play a key role in economic growth in that an increase in the capital stock leads to a rise in the productive capacity of the nation whereby new job opportunities are created and aggregate income increases. The graphs in Figures II.8 and II.9 show the structures of direct investment in Germany and in Hamburg respectively.

⁶⁴ Hamburg Business Development Corporation (2001), p. 8 et seqq.

⁶⁵ Eiteman/Stonehill/Moffett (2001), p. EM-37.

⁶⁶ Eiteman/Stonehill/Moffett (2001), p. 12.

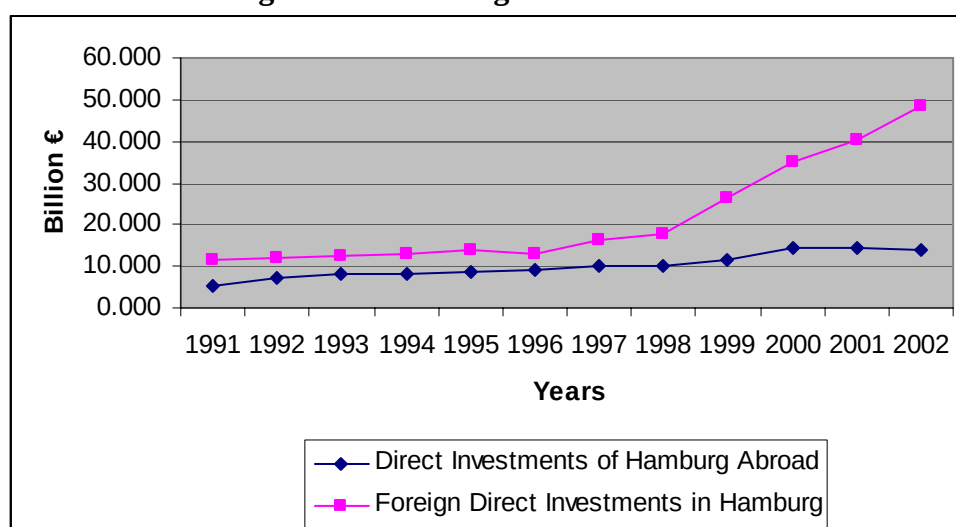
Figure II.8: Aggregate German Direct Investments Abroad and Direct Investments of Foreigners in Germany between 1991 and 2002



Source: Own diagram based on the data in: Handelskammer Hamburg (05.09.2005), Table 77.

The graph in Figure II.8 reflects the total amount of foreign holdings in Germany (the pink line) and the holdings of German companies abroad (the dark blue line) between 1991 and 2002. It can be inferred from the graph that both the holdings of foreign companies in Germany and the holdings of German companies abroad increased continuously in the 90's, but direct investments made by German companies abroad increased at a higher rate than that of foreign companies in Germany. The trend is just the opposite in Hamburg which can be inferred from the following graph in Figure II.9.

Figure II.9: Aggregate Direct Investments of Hamburg Abroad and Direct Investments of Foreigners in Hamburg between 1991 and 2002



Source: Own diagram based on the data in Handelskammer Hamburg (05.09.2005), Table 77.

Similar to Figure II.8, the graph in Figure II.9 displays the total amount of foreign holdings in Hamburg (the pink line) and the holdings of Hamburg companies abroad (the dark blue line)

between 1991 and 2002. The comparison of Figures II.8 and II.9 shows the difference in the structures of incoming and outgoing direct investments in Hamburg and in Germany. While foreign companies are much more involved in Hamburg rather than Hamburg companies abroad, the trend is just the opposite in Germany. This can be explained by the fact that Hamburg hosts numerous subsidiaries of international companies. The distribution of direct investment holdings indicates that foreign companies are especially operating in the fields of oil refining and trade. Moreover, nearly two thirds of the foreign capital invested in Hamburg originates from EU companies headed by the Netherlands. Additionally, the USA, Switzerland and Japan are other important holders of capital in Hamburg.⁶⁷

II.5 National and International Rankings of Hamburg

Published by various institutions and organization, city rankings analyze and compare cities based on specific indicators such as the availability and quality of particular hard and soft locational factors.

The national and international rankings of Hamburg differ from each other in that Hamburg has a leading position nationally. However, the international position of Hamburg is rather poor. Hamburg possesses a chief position among the federal states of Germany based on the variables of economic growth and population, but the city has relatively low rankings among world cities.⁶⁸

According to ten different city rankings which were published in various German news and business magazines (Focus, Capital, Impulse and Bizz) between 1994 and 2003, Hamburg occupied a leading position together with Cologne and Munich among German cities. These rankings were based on the analysis of environmental quality, leisure activities, tax conditions, labour market, life quality, the conditions regarding small and medium size enterprises as well as establishment of new business and forecasted economic growth.⁶⁹ Similarly, the leading position of Hamburg among German federal states can be inferred also from the findings of the Bertelsmann Foundation which periodically publishes federal states rankings based on the interaction of two indices. Whereas the “success” index measures the attractiveness and success of each federal state in regional competition, the “activity” index examines the degree to which political efforts may lead to success in a given federal state. In addition, the ranking is mainly based on the variables of income, employment and security

⁶⁷ Eggert (2002), p. 86 et seq.

⁶⁸ Freie und Hansestadt Hamburg Staatliche Pressestelle (2003), p. 1.

⁶⁹ Schöner (2003), p. 1 et seqq.

(includes social security and crime rates).⁷⁰ According to the previous two studies of the Bertelsmann Foundation, Hamburg occupied the first place in Ranking 2003 (included the years 1999-2001) as well as in Ranking 2005 (comprised the years 2002-2004).⁷¹

In a recent study jointly conducted by the WHU – Graduate School of Management (“Wissenschaftlichen Hochschule für Unternehmensführung”) and the Contor Counselling Company (“Standortberatung Contor”) in 2005, 1207 European regions were analysed based on a bundle of locational factors such as costs, availability and productivity of labour, tax conditions, infrastructure, development potential and overall location quality. Accordingly, Hamburg was chosen as the second most favourable place in Germany following Bremen. Nevertheless, the Europe-wide ranking of Hamburg was 398 in the same study.⁷²

Previous studies reflected the relatively poor international rankings of Hamburg as well. According to various studies which were conducted in the previous years in order to rank world cities,⁷³ Hamburg was ranked in the fourth or third class out of four world city classes. Generally, London, New York and Hong Kong were determined as the leading world cities in the first class. In the second class, these cities were followed by Paris, Singapore and Tokyo. Barcelona, Milan, Brussels and Amsterdam took place in the third class. Fourthly and lastly, Stockholm, Copenhagen, Berlin, Munich and also Hamburg participated in the list. The rankings were made based on the criteria of the number of firm settlements, the intensity of business networks and the importance of economic sectors. The reasons for low ranking can be explained by the facts that Hamburg doesn’t host any of the world’s top 100 service companies, Hamburg doesn’t play an important role in the direction of international financial markets, Hamburg is not embedded in a larger area of export-oriented production, and Hamburg doesn’t have a geographically central position in Germany.⁷⁴ The telephone inquiry of an international real estate company conducted among 500 European top managers in July 2002 revealed similar findings; Hamburg was ranked as an intermediate location for firm

⁷⁰ Berthold/Fricke/Kullas (2005), p. 8 et seqq.

⁷¹ Berthold/Fricke/Kullas (2005), p. 114.

⁷² CONTOR Gesellschaft für Grundbesitz- Baubetreuung- Investitionen mbH (24.08.2005), p. 28; Müller/Preissner (2005), p. 77.

⁷³ These studies can be listed as follows: A Roaster of World Cities (1999); Diversity and Power in the World City Network (2002); Hierarchical Tendencies and Regional Patterns in the World City Network: A Global Urban Analysis of 234 Cities (2002); Global Media Cities in a Worldwide Urban Network (2002); Europäische Verflechtung deutscher Regionen und ihre Auswirkungen auf die Raumstruktur des Bundesgebietes (2001); European Cities Monitor (2002); World Winning City (2002); U.S. Cities in the World City Network (2005). Source: Peiner (2005).

⁷⁴ Frei und Hansestadt Hamburg – Finanzbehörde (2003), p. 3 et seqq.

settlements.⁷⁵ Hence, despite its high national attractiveness, numerous international rankings have revealed that Hamburg has a quite low international position.

II.6 Concluding Remarks

The main intention of this chapter was to provide multi-facet information on the Free and Hanseatic City of Hamburg, the focal point of this study. In this respect, the political, demographic and economic structures of Hamburg were examined so as to draw a coherent picture of the current situation and recent trends in Hamburg. While examining these structures, we also referred to the current situation and latest trends in Germany so as to provide a better understanding through comparisons. Similarly, the international and Germany-wide rankings of Hamburg based on the existence and quality of particular soft and hard locational factors were disclosed at the end of the chapter to complete the current situation analysis.

Chapter II revealed that owing to its geographical position, Hamburg has been historically an important city in North Europe, the significance of which has increased in the course of globalization and throughout the EU Expansion. It has a leading position in Germany in terms of economic power and productivity; moreover it is an attractive location for foreign direct investments. The statistical analyses showed interesting results in that the main reason for the population expansion in Hamburg stemmed from positive distant movements, and the city has been suffering from negative suburban movement balances. The high number of commuters in Hamburg was yet another remarkable point. According to statistics, nearly 30% of people working in Hamburg are living out of the city. On the other hand, in contrast to its national recognition, the international popularity of Hamburg is too low.

Throughout the study, we will frequently refer to the findings of this chapter. Hence, this chapter will form a basis for further analysis in the following chapters.

In the light of the current situation of Hamburg, the next chapter will focus on the future aspirations and expectations of Hamburg City.

⁷⁵ Freie und Hansestadt Hamburg Staatliche Pressestelle (2003), p. 15.

CHAPTER III

The Free and Hanseatic City of Hamburg: Future Aspirations

As described in the introduction chapter, the starting point of this study is the growing competition among cities/regions for factors of production (capital, labour, technology, information). It was mentioned in the first chapter that the attractiveness of a city/region for investors, qualified labour force, investment inflows as well as business enterprises plays a crucial role in the development and prosperity of a city or region. As the subject matter of this study, we focused on Hamburg in the second chapter and analyzed the internal structures of the city together with its national and international position. Based on these findings, competitive pressures and in the light of current trends, we will now try to explain the future aspirations of the Free and the Hanseatic City of Hamburg. Basically, the future expectations and goals of Hamburg can be classified under four main titles as follows:

1. Increasing the number of Hamburg citizens.
2. Achieving high economic growth and employment.
3. Increasing the availability of land for construction.
4. Increasing the international attractiveness and popularity of Hamburg.

As stated above, the selection of these four future expectations results from the current situation analysis which was made in Chapter II; moreover these future targets are consistent with the official policy of the current Hamburg State Government. The Senate of Hamburg announced an overall concept (“Leitbild”) called “Metropolis Hamburg – the Growing City” (“Metropole Hamburg – Wachsende Stadt”) on 11 July 2002, in which a new vision for Hamburg was introduced. The concept pursues a qualitative growth strategy including various fields of action, the objective of which is the achievement of a growing city. The targets envisaged in “Metropolis Hamburg – the Growing City” can be summarized as follows:⁷⁶

⁷⁶ Freie und Hansestadt Hamburg Staatliche Pressestelle (2003), p. 1 and p. 20.

- To support above average economic and employment growth,
- To increase the number of citizens,
- To secure the life quality and the future capabilities of Hamburg,
- To improve the regional, national and the international metropolis functions of Hamburg.

The comparison of the general targets of the Hamburg Senate's concept with the above numbered future aspirations of Hamburg shows similar points; therefore it can be asserted that the ideas presented in this chapter are in conformity with the official vision of Hamburg formulated by policy-makers.

As for structure, this chapter comprises of five sections. The first four sections will concentrate on the background of the four main future aspirations of Hamburg, in which increasing the number of Hamburg citizens, achieving high growth and employment, increasing the availability of land for construction and increasing the international attractiveness and popularity of Hamburg will be examined respectively. The fifth section is the concluding remarks for this chapter.

III.1 Increasing the Number of Hamburg Citizens

As presented in section II.3.1, Germany is forecasted to experience demographic changes in the coming decades subsequent to a long phase of continuous population growth. The demographic changes in Germany is expected to be in the form of a decreasing as well as an aging population which results from continuously increasing life expectancy and decreasing fertility rates, and the effects of the changes will be felt in each region across Germany. Considering the high mobility of people within Germany (and in the EU), migration/movement tendencies may have positive or adverse impacts on the population growth in each region within Germany.⁷⁷ Regions/cities attractive enough for their existing residents as well as potential newcomers may evade the negative effects of the forthcoming demographic changes and continue to grow.

The voluntary movement/migration decisions of people mainly depend on the realization of occupational/educational goals. Likewise, the search for better residential, leisure, healthcare, childcare etc. conditions are yet other major voluntary migration/movement motives. As a rule, movement/migration processes depend on a combination of different motives,

⁷⁷ Niebuhr/Stiller (2005), p. 10.

nevertheless a single “central” motive can often trigger the migration/movement decision.⁷⁸

Table III.1 depicts four central migration/motives by age groups.

Table III.1: Typical Grouping of Migration/Movement Motives by Age Groups

Age Groups	Central Motives for Migration/Movement	
16-20 or 18-24	Education oriented	Search for a place for studying, working or for vocational training ("Ausbildung")
21-34 or 25-29	Workplace oriented	
35-39 or 30-49 (plus 0-17)	Residential environment oriented	Improvement of leisure activities, residential and healthcare, childcare etc. conditions
over 49	Resting place oriented	

Source: Oßenbrügge/Heeg/Klagge (2002), p. 18.

The basic idea behind Table III.1 is that depending on their life phase (age group), people have specific expectations for a place to live. In search for a place for studying, working or doing vocational training, young adults have education/workplace based motives. Upon starting a family life, young families (with children) look for better leisure activities, residential, healthcare and childcare etc. conditions; hence they have residential environment oriented motives. Based on resting place oriented needs, elderly people look for a place with again better leisure activities, residential, healthcare and childcare etc. conditions.

Hamburg’s future endeavour to increase the number of its citizens can be basically explained by economic and public finance concerns.

III.1.1 Economic Concerns

From an economic perspective, expected demographic changes will have an adverse effect on the labour market in that a shrinking population implies a deteriorating labour force. According to statistics, the percentage of the fall in active population will be higher in Hamburg (-2.4%) than that of in Germany averagely (-1.3%) between 2000 and 2020. Moreover, due to increasing life expectancy, the average age of the population will increase. This stems from the fact that, the number of people below 19 years of age will fall and those over 60 years of age will rise. The shift in the age structure of the population will be felt in the labour market as well. According to Deutsche Bank Research, the median age that divides the population statistically into two equal groups will be 33 in 2015 in Germany.⁷⁹ Furthermore,

⁷⁸ Oßenbrügge/Heeg/Klagge (2002), p. 17 et seq.

⁷⁹ Deutsche Bank Research (24.11.2005).

it is expected that the labour supply in the age classes up to 50 will decrease; conversely it will increase considerably in the age classes over 50. In the year 2000, averagely 23% of the potential labour force was over 50 years in the northern federal states of the FRG. In 2020, this rate will be roughly 35%.⁸⁰ In Hamburg, the part of the labour force up to 30 years of age is expected to shrink by -0.4% from 2000 to 2020. In the age group of 30 – 45, the reduction will be more dramatic by -13.7%. In contrast, the part of the labour force over 45 years of age is expected to rise by 24.1%.⁸¹ ⁸² Consequently, demographic changes will lead to a decreasing as well as an aging labour force.

A decreasing labour force implies shortages in the supply of labour which may in turn result in stagnations in economic growth, since labour is a production factor. On the other hand, an aging labour force may lead to productivity losses for two reasons. Firstly, it can be said that new entrants and graduates are equipped with the most actual standard of knowledge. A fall in the number of younger members of the labour force may lead to productivity losses. Secondly, older employees may find it hard to adapt to new technologies and innovations; in addition they may even resist to novelties. As a locational factor which is closely related to the innovation potential of a region, the availability of qualified labour force is a success factor concerning the innovative activities and the implementation of newer technologies in a region.⁸³ For this reason, the shortage of skilled labour may not only lead to insufficient productivity, but it may also result in loss of competitiveness.

From an unemployment perspective, a deteriorating labour force does not necessarily mean a reduction in unemployment. In other words, it cannot be concluded merely from the fact that a decreasing labour force will cause lower levels of unemployment in the course of demographic changes in North Germany. In general, the effect of demographic changes on the labour market is hard to forecast.⁸⁴

Under these circumstances, it is vital for Hamburg to strive for population growth so as to sustain economic growth and productivity in the future.

⁸⁰ Niebuhr/Stiller (2005), p. 13 et seqq.

⁸¹ Germany average is -3.8%, -18.9% and 22.1% in the mentioned labour force age groups respectively.

⁸² Niebuhr/Stiller (2005), p. 20 et seqq.

⁸³ Niebuhr/Stiller (2003), p. 55.

⁸⁴ Niebuhr/Stiller (2005), p. 22 et seq.

III.1.2 Public Finance Concerns

The number of citizens living in a federal state plays a key role in the budget of the Federal Government. Considering the fact that 80% of local government revenues are raised through taxes,⁸⁵ the decline in the number of citizens may result in reductions in public revenues. Moreover, population is a basic parameter, on which the financial equalization of the federal states (“Bundesfinanzausgleich”) is based. Financial equalization serves the appropriate reconciliation of financial power between financially strong and weak states.⁸⁶ The allocation of tax revenues among the federal states in the context of the financial equalization depend predominantly on the number of citizens. Therefore, regions with below average population losses may be confronted with considerable reductions in government revenue.⁸⁷

From the Hamburg State Ministry of Finance’s point of view, population growth in Hamburg is vital in that losing one Hamburg citizen results in an annual tax revenue loss of about 3,000€. In other words, each additional citizen makes an average contribution of 3,000€ to state tax revenues in consideration of the financial equalization of federal states. According to the model calculations of the ministry, a new Hamburg citizen causes an additional government expenditure of about 2,310€ annually, though. Overall, an additional Hamburg citizen yields an annual net gain of about 690€. Hence, population growth in Hamburg may strengthen the financial position of the city.⁸⁸ On the other hand, the increase in population may cause a stimulus in the economy in that each newcomer will probably make consumption spending and deposit money in the banks. Hence, there will be a double added value effect.⁸⁹

As presented in II.3.2, one of the major problems of Hamburg is the increasing number of people moving into suburban areas. In the light of the negative natural population growth, it is vital for Hamburg to keep its citizens in the city in an effort to reduce suburban movements and stabilize its population. Similarly, the encouragement of regional movements as well as international migration into Hamburg is desirable for the future intention of increasing the number of citizens in Hamburg.

⁸⁵ Niebuhr/Stiller (2005), p. 33.

⁸⁶ Das Bundesministerium der Finanzen (2004), p. 26.

⁸⁷ Niebuhr/Stiller (2005), p. 33 et seq.

⁸⁸ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 9 et seqq.

⁸⁹ Kersten (01.11.2005).

III.2 Achieving High Economic Growth and Employment

As presented in sections II.4 and II.5, Hamburg has a leading position among all German federal states on the basis of economic growth and productivity. In an ever changing world order, not only does Hamburg has to sustain its leading position nationally, but also strive for becoming a worldwide competitive economic region. In view of current trends, the aspiration to achieve economic growth and employment can be explained by the fact that the changes in the population structure and movement/migration processes depend noticeably on economic development and available vacancies in a particular region.⁹⁰ Additionally, economically flourishing regions attract skilled employees, firms, investment inflows, investors as well as new residents, all of which in turn bring about economic prosperity and welfare.

Starting from the 1970's, the world economy has experienced a transition from industrialization into a knowledge-based economy in the course of globalization. The economic prosperity of a region has been more and more dependent on its endowment with research and development (R&D) facilities, innovation potentials and (higher) education institutions. Accordingly, the intention of achieving high economic growth and employment is closely related to the future improvement of education, R&D and innovation potentials of a region. In this sense, Hamburg's future efforts to achieve higher levels of employment and economic growth depend on the implementation of appropriate economic, labour market as well as education policies.

Additionally, Hamburg's future efforts to realize higher levels of employment and economic growth may change migration/movement processes in favour of Hamburg. Considering the fact that voluntary migration/movement decisions partly have educational and occupational orientations (as explained in section III.1), improvements in the labour market and in the (high) education conditions in Hamburg may prove to be not only beneficial for reducing current suburbanization trends, but also for stabilising and even increasing the number of citizens.

III.3 Increasing the Availability of Land for Construction

In today's dynamic and competitive environment, regions and cities have to be in such a position to offer attractive land and building for housing and commercial purposes that correspond to the needs of various citizen groups in order for cities to be attractive for

⁹⁰ Oßenbrügge/Heeg/Klagge (2002), p. 6.

existing and prospective citizens, investors, qualified immigrants etc. Considering the fact that residential environment oriented motives may trigger voluntary migration/movement processes, it is essential that Hamburg increases the availability of land for commercial and residential purposes.

Furthermore, the expected demographic changes will have implications on the residential market. A deteriorating population would not necessarily lead to a reduction in the per capita demand for residential land because the demand for residence is mainly based on both the number and the size of households. According to the estimations of the Federal Office for Building and Regional Planning (“Bundesamt für Bauwesen und Raumordnung”), the number of households in Germany is expected to rise averagely by 2.6% from 2000 to 2020. In the same period, the average household size in Germany is predicted to fall from 2.16 to 2.08. The expected increase in the number of households can be explained by the decreasing size of households which is the consequence of population losses. In the light of increasing number of households, a rise in the demand for residence is expected in the coming 15 years in Germany, but in the long run this trend is not likely to continue in view of negative population growth. On the other hand, the situation is totally different in Hamburg. In contrast to the general trend in Germany, the Federal Office for Building and Regional Planning estimates that the number of households in Hamburg will fall by -1.6%; additionally the household size will increase slightly from 1.85 to 1.86 between 2000 and 2020. Under these circumstances, Hamburg may experience reductions in the demand for residence, in which residence-seekers may increase their quality expectations. The reduction in the demand for residence and increasing quality expectations may result in the situation that particular residential areas become unattractive for residence-seekers.⁹¹

The growth of a city is closely related to its ability to keep its existing citizens and business enterprises within the city and also to attract potential citizens/firms for settlement.⁹² For this reason, in the face of increasing competition among regions, the future intention of Hamburg is to offer available land and building for commercial and residential use. The ability of supplying a variety of flexible residential forms is also desired in an effort to encourage movements into the city and to cut back on suburbanization as well.⁹³ Hence, the availability of adequate land for commercial and residential use is essential for the attractiveness of Hamburg.

⁹¹ Niebuhr/Stiller (2005), p. 28 et seqq.

⁹² Oßenbrügge/Heeg/Klagge (2002), p. 44.

⁹³ Oßenbrügge/Heeg/Klagge (2002), p. 8.

III.4 Increasing the International Attractiveness and Popularity of Hamburg

The reason why Hamburg should pursue an objective of increasing its international attractiveness and popularity can be explained by two facts. Firstly, on the grounds of various international ranking studies, the findings of which were already presented in section II.5, Hamburg's worldwide ranking among world cities is relatively low. This fact necessitates that Hamburg strives for a better international ranking, at least try to shift to an upper class (e.g. from 4 to 3) as a first and realistic target. Secondly, policies aiming at increasing the international position of Hamburg will possibly have positive effects on the spatial decisions of highly mobile factors of production for settlement in Hamburg. Since the settlement of skilled employees, investors, new citizens and business enterprises bring about prosperity, the aspiration to increase international attractiveness and popularity of Hamburg is totally consistent with the future development and growth of the Hanseatic City.

III.5 Concluding Remarks

The development of a city is closely related to population growth, economic growth and high international attractiveness. Moreover, the forecasted demographic changes in Germany are expected to cause problems in the labour market and public budgets and to have an impact on the needs of citizens. A decreasing and aging population may result in shortages in the labour market, productivity losses, budget deficits and changes in residential expectations.

In the light of these facts, future estimations and current situation in Hamburg, the future aspirations of Hamburg presented in this chapter included increasing the number of Hamburg citizens, achieving high economic growth and employment, increasing the availability of land for construction and increasing the international attractiveness and popularity of Hamburg. While discussing the future aspirations, the chapter presented briefly the model concept "Metropolis Hamburg – the Growing City" which is the vision formulation of the current Hamburg State Government because it was desired that the presented aspirations were in conformity with the views of the policy-makers in Hamburg.

After presenting the current and targeted picture of Hamburg in Chapter II and III respectively, the next chapter will focus on the fit between these two pictures, in which the methodology for bridging the gap in the present and targeted positions of Hamburg will be examined.

CHAPTER IV

The Methodology for Bridging the Gap between the Present and Future of Hamburg

The two chapters of the study coming after the introduction presented the current position of Hamburg and the targeted future aspirations of the city respectively. After demonstrating the current structures, latest trends as well as the desired vision of Hamburg, this chapter will explain the methodology, through which the gap between the present situation and the desired future position of the Hanseatic City will be bridged. In an effort to find a fit between the present and the future of Hamburg, we will concentrate on two instruments which are the SWOT analysis and the survey. In the first section of this chapter, the reason for selecting SWOT analysis as a relevant instrument will be discussed. In the second section, the aim as well as the scope of the survey as an empirical tool will be demonstrated. Thirdly and lastly, the chapter will end with concluding remarks as usual.

IV.1 SWOT Analysis

In management science, the overall evaluation of a business's strengths, weaknesses, opportunities, and threats is called SWOT analysis.⁹⁴ When the subject of analysis is a city rather than a business, then SWOT analysis gives a summary of the strengths and weaknesses of the city in question together with the opportunities and threats it is likely to face. Hence, a SWOT analysis of the Free and the Hanseatic City of Hamburg will draw the critical strengths, weaknesses, opportunities and threats that are relevant for the future development of the city. While making a SWOT analysis for Hamburg, the strengths and the weaknesses are not expected to cover all features of the city, but only those relating to critical success factors. Otherwise, a list that is too long betrays a lack of focus and an inability to discriminate what is important. On the other hand, the analysis of the opportunities and the threats that Hamburg faces makes it possible to anticipate important developments that have an impact on the future of the Hanseatic City.⁹⁵

⁹⁴ Kotler (2002), p. 46.

⁹⁵ Kotler et al. (1999), p. 94 et seq.

While bridging the gap between the current and the expected position of Hamburg, SWOT analysis will summarize the most significant strengths and weaknesses of Hamburg concerning the future development of the Hanseatic City. In addition, SWOT analysis will depict a picture of the chances and challenges to be faced up through the way towards the future growth and development of the city. In other words, it will explain the existing advantages and disadvantages of the city together with the opportunities and threats, all of which have an impact on the fulfilment of the city's desired goals. Hence, the SWOT analysis will form a basis for the possible strategies aiming at the future development of Hamburg, the findings of which will be utilized in the discussion of possible future strategies and policies in Chapter VI.

IV.2 Survey

The second tool which will be used in this study in order to bridge the gap between the current and the intended future positions of Hamburg is the survey. In statistics, survey is a method of collecting data, in which people are asked to answer a number of questions (usually in the form of a questionnaire).⁹⁶ In a survey research, primary data is collected asking people questions about their knowledge, attitudes and preferences.⁹⁷

As a part of this master's thesis, an empirical research in the form of an online survey was conducted on the people either living or working in Hamburg, the intention of which was to reflect the views as well as the expectations of Hamburg citizens to this study. Citizens are the core elements of a city, and for this reason, their participation is vital for the success of strategies and policies regarding future development. As we shall see in section V.2 in details, the survey is structured in such a way so as to determine the gaps between the current and the expected positions of Hamburg. Through the gap analysis, the strong as well as the weak attributes of Hamburg will be analysed from the Hamburg citizens' point of view. Accordingly, the findings of the survey will make it possible to suggest the most appropriate strategies and policies regarding the future development of Hamburg.

As for the method of the online survey, as its name suggests, primary data was collected via the Internet. The reason why the research was made online is that it is a quick, easy and inexpensive method. The Internet eliminates most of the postage, phone, labour and printing costs associated with other survey approaches. Moreover, sample size has little influence on

⁹⁶ Microsoft Corporation (1993-2004).

⁹⁷ Kotler et al. (1999), p. 1009.

costs. There is little difference between 10 and 10,000 on the Web.⁹⁸ Considering the facts that a student has a limited budget and the official deadline of the master's thesis is only three months, conducting an online survey seemed as the best method for an empirical research.

The hosting service for the survey was provided by an American Company called "SurveyMonkey.com", which also made it possible to upload the survey questions in a quick and easy way. After uploading the entire questionnaire, the link of the survey, by which the respondents would have access to the survey, was sent to the Hamburg citizens. Accompanied by an invitation text, the e-mail was forwarded to my acquaintances living and/or working in Hamburg, to the e-mail distribution lists of several NGO's, sport clubs, employees of several business enterprises, local government organizations and to the staff of my university. Similarly, my master's thesis supervisor, Prof. Kersten, also forwarded the e-mail to his acquaintances. Additionally, the recipients of the e-mail were asked to forward the link of the survey to those they personally knew. The same request was stated in the web page of the survey as well.

Apart from its two distinct advantages of speed and cost-effectiveness, online research has also several drawbacks. Web surfers are not representative of the population. Online users tend to be better educated, more affluent and younger than the average.⁹⁹ Likewise, the online survey conducted for this study does not claim to be fully representative for all Hamburg citizens. Considering the facts that the respondents were in a way self-selected, those having no internet connection were excluded and older people had less familiarity with the Internet, the survey had limited representation. However, the survey will reflect the preferences, perceptions and views of the Hamburg citizens. Furthermore, still the information can be useful for exploratory research in suggesting hypotheses that might be investigated in a more scientific subsequent survey.¹⁰⁰ Lastly, the online survey remained accessible in a period of 8 weeks and it was visited by 465 people.

IV.3 Concluding Remarks

In this chapter, the methodology concerning the bridging of the gap between the current position of Hamburg and the future aspirations of the city were introduced. As for methods, SWOT analysis and online survey are demonstrated as relevant tools for making possible future policy suggestions. While online survey is a source of primary data and a practical and

⁹⁸ Kotler et al. (1999), p. 330.

⁹⁹ Kotler et al. (1999), p. 330.

¹⁰⁰ Kotler (2002), p. 60.

inexpensive method for reflecting the expectations and perceptions of Hamburg citizens, SWOT analysis establishes a rigid basis for assessing the existing strengths and weaknesses of Hamburg as well as evaluating forthcoming chances and risks.

The following chapter will discuss the SWOT analysis of Hamburg and will disclose the findings of the online survey.



CHAPTER V

The SWOT Analysis of Hamburg and the Evaluation of the Survey

In the previous chapter, the methodology for bridging the gap between the current and the aspired future positions of Hamburg were illustrated, in which SWOT analysis and online survey were introduced as chosen methods of analysis. These methods will make it possible to suggest accurate and realistic policies and strategies for the future development of Hamburg as well as the fulfilment of future aspirations. Following the demonstration of the scope and the aim of these two methods in the preceding chapter, their findings will be discussed in this chapter. Accordingly, the first section of this chapter will concentrate on the SWOT analysis of Hamburg. In the second section, the results of the online survey will be disclosed. Finally, the chapter will end with concluding remarks.

V.1 SWOT Analysis of Hamburg

In this section, the critical strengths, weaknesses, opportunities and threats that are relevant for the future development of Hamburg will be explained in four parts respectively. The following table provides a concise summary of the SWOT analysis of Hamburg.

Table V.1: SWOT Analysis of Hamburg

Strengths	Weaknesses
• Economic Power • Sparse Population • Quality of Life	• Stiff Budget • Low International Attractiveness • Labour Market Problems • Shortcomings of Higher Education Institutions
Opportunities	Threats
• Potential Developable Industries • China and the Baltic Region • The Metropolitan Region of Hamburg • City Development Projects	• Demographic Changes • Suburban Movements • Increasing Regional Competition in North Germany

Source: Own description.

Table V.1 displays an overview of the SWOT analysis of Hamburg. According to this table, economic power, sparse population and quality of life are summarized as the “strengths” of Hamburg. Under the “weaknesses” title, stiff budget, low international attractiveness, labour market problems and shortcomings of higher education institutions are listed. From the “opportunities” side, the table depicts potential developable industries, China and the Baltic Region, the Metropolitan Region of Hamburg and city development projects. Lastly, demographic changes, suburban movements and increasing regional competition in North Germany are illustrated as the “threats” in Table V.1.

V.1.1 Strengths

V.1.1.1 Economic Power

By far a key strength of Hamburg is its economic power in Germany. The economic power of Hamburg has developed itself above averagely dynamic at a very high output level. Hamburg has a leading position on the basis of income in Germany, in which the per capita GDP accounted for averagely 44,500€ between 2002 and 2004. As stated in section II.5, the Bertelsmann Foundation ranked Hamburg as the first federal state in their latest ranking in 2005 based on the variables of GDP, the growth of GDP, the rates of employment and unemployment.¹⁰¹ In comparison to other metropolitan regions, Hamburg has a relatively well-balanced economic structure mainly consisting of business services, trade, logistics, media and high-tech production; hence Hamburg’s economic structure is relatively resistant to crises. Moreover, with respect to its media landscape, international financial services (especially in the ship insurance branch), aviation industry and tourism, Hamburg has a further internationalization potential.¹⁰²

The port, the aviation industry and the media sector can be summarized as the most significant elements of Hamburg’s economic strength:

Hamburg owes its position as an international hub to its port. As an engine of growth, the port provides Hamburg with international flair and contributes to the international attractiveness of the Hanseatic City. The handling of goods has been growing hardly rapidly in other large ports of Europe as it has been in Hamburg. Double-digit growth rates have been observed in container transportation for years. The competitive advantage of Hamburg results from a well-

¹⁰¹ Berthold/Fricke/Kullas (2005), p. 115 et seq.

¹⁰² Freie und Hansestadt Hamburg Staatliche Pressestelle (2003), p. 15 et seq.

balanced range of services supplied around the port. The logistic sector is counted as one of the strengths of the economic structure of Hamburg.¹⁰³

Together with Toulouse (France), Hamburg is the most important centre of civil aviation in Europe and it is regarded as one of the key locations of the aviation industry worldwide.¹⁰⁴ With more than 15,000 employees, Hamburg is the centre of aircraft industry as well as the third biggest location for civil aviation in the world.¹⁰⁵

Hamburg is one of the leading media locations in Germany and in Europe, which has recorded above average growth rates for years. More than half of the newspapers and magazines sold in Germany are produced by Hamburg-based publishing companies.¹⁰⁶ Overall, the media sector is one of the most important economy branches in Hamburg in that it is the third biggest employer and fourth largest mainstay of turnover. About 11,000 media companies generate more than 25 billion € annually.¹⁰⁷

V.1.1.2 Sparse Population

As one of the most sparsely populated metropolises in the world, Hamburg has a considerable development potential in that wide open spaces can be used for the construction of residence and industrial sites without jeopardising its character as the “Green Metropolis”.¹⁰⁸ Considering the fact that the availability of attractive land for construction reasons is a determining factor of regional competition¹⁰⁹, the sparse population of Hamburg as well as the availability of land in the city can be thought of as strength for Hamburg.

V.1.1.3 Quality of Life

Life quality is directly related to cultural events and entertainment activities that take place in the city.¹¹⁰ Likewise, the ecological environment of the city can be regarded as a relevant factor for quality of life.

Hamburg is a green metropolis where life is worth living. The city provides its inhabitants with various leisure activities, cultural events, sightseeing possibilities and entertainment

¹⁰³ Berthold/Fricke/Kullas (2005), p. 117.

¹⁰⁴ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 40.

¹⁰⁵ Niebuhr/Stiller (2003), p. 34.

¹⁰⁶ Hamburg Business Development Corporation (2001), p. 20.

¹⁰⁷ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 39.

¹⁰⁸ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 1.

¹⁰⁹ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 23.

¹¹⁰ Peiner (2005), p. 25 et seq.

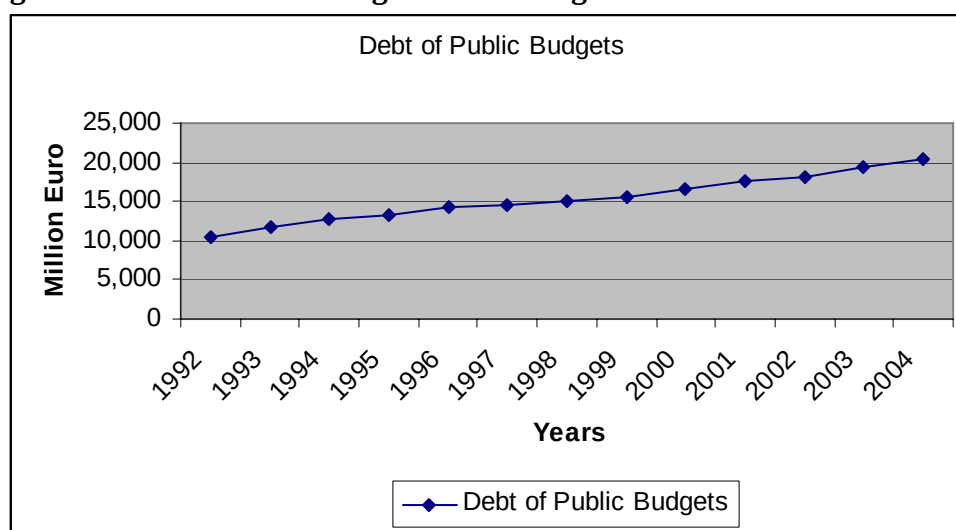
attractions. From a geographical perspective, nearly half of the city area is covered by parks, forests, lakes, rivers or canals.¹¹¹ The culture institutions of the city have a nationally leading position concerning artistic excellence, service quality, administrative modernisation and profitability.¹¹² Considering the increasing significance of life quality as a soft locational factor, the variety of leisure activities, cultural events, sightseeing possibilities and entertainment attractions provide an advantage for Hamburg in the course of regional competition.

V.1.2 Weaknesses

V.1.2.1 Stiff Budget

From mid 1990's to 2001, Hamburg was always the western federal state that faced a blatant disparity between total revenues and expenditures. However, this situation changed suddenly in 2002. Since then, Hamburg has been classified in the group of federal states that are characterized by solid financial management and by comparatively lower deficit rates. On the other hand, formerly accumulated debt burden in Hamburg amount to nearly 25 billion € corresponding to about 14,000€ per citizen; moreover this burden is increasing each year by 700 million €. The debt burden has an adverse effect on the public budget of Hamburg in that one tenth of the budget is occupied by interest expense, the non-existence of which would lead to a plentiful budget surplus.¹¹³ Figure V.1 depicts the development Hamburg's debt burden between 1992 and 2004.

Figure V.1: Debt of Hamburg's Public Budgets between 1992 and 2004



Source: Statistisches Bundesamt Deutschland (15.10.2005).

¹¹¹ Hamburg Business Development Corporation (2001), p. 28 et seq.

¹¹² Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 78.

¹¹³ Berthold/Fricke/Kullas (2005), p. 120 et seq.

Figure V.1 depicts the debt of Hamburg's public budgets between 1992 and 2004. Debt of public budgets refers to the credit market debt in the broader sense (= securities debt, indebtedness to banks, saving banks, insurance companies or other domestic/foreign institutions, and equalisation claims) as of year end.¹¹⁴ Each point on the graph denotes the total accumulated debt of public budgets in given years. It can be inferred from the positive slope of the line that the public budgets of Hamburg displayed deficits constantly each year from 1992 to 2004.

V.1.2.2 Low International Attractiveness

As explained in details in section II.5, despite high national attractiveness, one weakness of Hamburg is its relatively lower international recognition. In the same way, Hamburg cannot fully take the advantage of being a location for exhibitions and fairs. The opportunity of having the attention of an international audience on Hamburg remains partly unutilized.¹¹⁵

V.1.2.3 Labour Market Problems

The weaknesses of Hamburg concerning the labour market can be summarized as the deficit in employee qualifications and the insufficiency of vacant work places, both of which are the causes for unemployment.

The availability of skilled labour force is a locational factor that has a major impact on regional competitiveness. Human capital¹¹⁶ makes up by far the most important locational factor in views of the success of innovative activities and the utilization of new technologies. The qualification structure of employees is measured by (high) school graduation.¹¹⁷ According to the competitiveness analysis of the German federal states published by the Bertelsmann Foundation in 2005, deficit in imparted school-knowledge affect the occupation chances of many Hamburg citizens. Many Hamburg companies find it difficult to find suitable people for vocational training. The qualification insufficiency has a negative effect on the performance of Hamburg as a business location. A low level of (occupational) qualifications leads to high risk of unemployment in Hamburg, in which the dominating economic sectors pose high requirements on employees. The offshoots of the city obtain a high education degree above averagely often; more students in Hamburg acquire advanced

¹¹⁴ Statistisches Bundesamt Deutschland (15.10.2005).

¹¹⁵ Berthold/Fricke/Kullas (2005), p. 118.

¹¹⁶ Human capital is always detached to a specific person. It is necessarily the result of a lengthy process of formal learning and training on the job. Gärtner (2003), p. 275.

¹¹⁷ Niebuhr/Stiller (2003), p. 55.

technical college entrance qualification (“Fachhochschulreife”) and higher education entrance qualification (“Hochschulreife”) than in other federal states. Nevertheless, the performance level of graduates from Hamburg schools does not correspond to that of other federal states.¹¹⁸

According to the German Confederation of Trade Unions (“Deutscher Gewerkschaftsbund”), Regional Area North, unemployment and education are two major problems of Hamburg:

“The difference between the low educated students and high educated students is huge; moreover the number of basic occupations (jobs requiring low employee skills) is decreasing, and for this reason, it is becoming harder and harder for those who have not yet done vocational training to find a workplace. It is expected by the local government that the population of Hamburg reaches 2 million citizens in the middle term and the local government is trying to create job opportunities for potential newcomers. This may distort the existing balances in Hamburg in that the unemployment rate regarding the existing citizens may increase.”¹¹⁹

According to the Hamburg State Ministry of Economics and Labour, (“Behörde für Wirtschaft und Arbeit”), the deficit in workplaces in Hamburg is a serious problem:

“I don’t see significant problems in higher education institutions, but the major problem is that we have few workplaces for employees subject to social insurance contributions.”¹²⁰

The deficit in work places in Hamburg is a direct competition disadvantage with south German cities. This deficit is additionally causing high unemployment and reduction in tax receipts. Not only do insufficient work places in the city accelerate suburban movements but it has also an adverse effect on competition with other metropolises.¹²¹

V.1.2.4 Shortcomings of Higher Education Institutions

In the light of globalization and the transition process from an industry-based to a knowledge-based society, the importance of higher education institutions has ever increased. As centres of research, teaching and knowledge and technology transfers, institutions of higher education function as a source of impulse for innovative developments in economy, culture and

¹¹⁸ Berthold/Fricke/Kullas (2005), p. 114 et seqq.

¹¹⁹ Yilmaz (15.11.2005).

¹²⁰ Meyer (14.11.2005).

¹²¹ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 55.

society.¹²² Hence, they serve to the well-being as well as to the future prosperity of regions, in which they are established.

The state of the higher education institutions in Hamburg is not at the desired level. The inadequate performance of graduates from the (higher) education institutions of Hamburg was already mentioned in the previous section V.1.2.3. Additionally, the below average equipment of universities and their scholars can be summarized as the shortcomings of the higher education infrastructure in Hamburg.¹²³ The rankings of German higher education institutions published by the Centre of Higher Education Development (“Centrum für Hochschulentwicklung”) in 2004 confirmed the problematic situation in Hamburg regarding the higher education infrastructure. In this analysis, Hamburg was classified as the last federal state based on the indicators of student judgments, reputation, study period and research.¹²⁴ Furthermore, the competitiveness analysis of German federal states published by the Bertelsmann Foundation in 2005 concluded that more impulse could be generated from research and science for the benefit of the economic structure of Hamburg, the innovation capabilities of which still open for further desires.¹²⁵

V.1.3 Opportunities

V.1.3.1 Potential Developable Industries

Hamburg possesses potential developable economic sectors, which can be mainly summarized as logistics, information technologies (IT), media, life sciences (biotechnology and medicine technology) and the aviation industry.¹²⁶

North Germany is characterized with specialization in logistics due to the existence of ports that play a key role in the transportation and handling of goods in Germany. The sector is especially localised in Hamburg and in Bremen.¹²⁷ Globalization has led to increasing mobility of goods and services and the flow of goods is expected to rise further in the future due to the opening of middle and east European markets. According to the estimations of the Federal Ministry of Transportation, Building and Housing (“Bundesministerium für Verkehr, Bau- und Wohnungswesen”) the transportation of goods will increase by %60 in Germany.¹²⁸

¹²² Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 22.

¹²³ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 22.

¹²⁴ Berghoff/Buch/Hüning (2004), p. 3.

¹²⁵ Berthold/Fricke/Kullas (2005), p. 114.

¹²⁶ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 21.

¹²⁷ Niebuhr/Stiller (2003), p. 36 et seq.

¹²⁸ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 48.

In the future, it is expected that providers of logistics services will dominate the world markets, not the producers.¹²⁹ Transportation and logistics services are hence the necessary elements for a dynamically growing economy. Furthermore, supported by the development of new technologies like the Internet and E-Commerce, the logistics sector will be one of the growth engines of high-industrialized economies in the future. Considering the geographical position of Hamburg, its existing ties especially with the Baltic countries and China and its traditional role as a port city, Hamburg is likely to get the advantage of growth in this sector in the future.¹³⁰

Another chance for Hamburg is the further development of the IT and media sectors. The information and communication technologies branches have become significant economic and locational factors due to their above average growth rates. The changes and new processes in these branches may have additional effects on the other sectors of Hamburg economy which was in the past influential for the development of Hamburg as a leading media location in Germany.¹³¹ The further activation of the IT and media sectors in Hamburg would not only yield additional economic gains but also improve the image of the city.

Owing to their growth perspectives and related job opportunities, biotechnology, medicine technology, and pharmacology are said to be the dynamic future branches. Considering their close interaction with healthcare and with other related technologies such as microelectronics, computer and engineering sciences etc., life sciences (biotechnology, medicine technology, and pharmacology) will strongly influence many economic branches. The effects of life sciences on the public may result in a positive locational image as well. In comparison to other German cities and regions, Hamburg has strong points in the field of life sciences through the existence of leading international medicine technologies producers, innovative biotechnology companies and renowned research institutes in the fields of medicine and biology. Hence, a future-oriented networking of Hamburg's current potential in life sciences branch constitutes another chance.¹³²

Lastly, as for aviation, the civil air traffic and the demand for aircrafts and their servicing are expected to increase considerably in the coming twenty years; similarly the production and

¹²⁹ Kersten (2004/05).

¹³⁰ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 44 et seq.

¹³¹ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 38 et seqq.

¹³² Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 34 et seq.

end-line-processing of the new aeroplane A380 will increase the significance of Hamburg as a leading future-oriented aviation centre.¹³³

V.1.3.2 China and the Baltic Region

China and the Baltic Region may lead to development opportunities for Hamburg in the future. The position of North Germany has improved due to the North Expansion of the EU, the opening of South Europe and owing to the reunification of Germany. Especially Hamburg could profit from these events in the middle and long term.¹³⁴ Apart from Hamburg's close relations in the Baltic Sea area, its contact with China has elementary prominence.¹³⁵

Hamburg has been a dedicated partner of the states, regions and cities in the Baltic Region for years with the intention of using and further developing the strengths as well as the growth potential of this region for the welfare of both the region and itself.¹³⁶ On the other hand, Hamburg regained its function as a hub between the growing markets of the Baltic Region and the world markets in Asia and Europe through the EU East Expansion, which also enabled Hamburg to re-establish its geographical position as a bridge to East Europe.¹³⁷

China has experienced substantial economic growth rates in recent years and it is a promising country with high future development potential.¹³⁸ China is not only by far the most significant trade partner of the Port of Hamburg, but the Hanseatic City is also the foothold of China in Europe. With the sum of nearly 350 companies, to which 50 new companies add up this number annually, Hamburg is the most important base of China in Europe. If the stroked path is further followed and if the China competence is strengthened in Hamburg, then Hamburg would have excellent chances in participating in the growth dynamics of China.¹³⁹ Moreover, it is expected that Chinese direct investments increase in Europe and China is predicted to attract increasing European investments, from which Hamburg may also profit in the future.¹⁴⁰

¹³³ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 40 et seq.

¹³⁴ Niebuhr/Stiller (2003), p. 21.

¹³⁵ Berthold/Fricke/Kullas (2005), p. 117.

¹³⁶ Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 50.

¹³⁷ Peiner (2005), p. 6.

¹³⁸ Kersten (2005), p.1 et seqq. and Freie und Hansestadt Hamburg Staatliche Pressestelle (2003), p. 52.

¹³⁹ Berthold/Fricke/Kullas (2005), p. 118.

¹⁴⁰ Kersten (2005), p.1 et seqq. and Freie und Hansestadt Hamburg Staatliche Pressestelle (2003), p. 48.

V.1.3.3 The Metropolitan Region of Hamburg

The Metropolitan Region of Hamburg is one of the eight “European Metropolitan Regions” in Germany.¹⁴¹ As mentioned briefly in II.1, the Metropolitan Region of Hamburg includes several districts of the Federal State of Lower Saxony and Schleswig-Holstein, in which the decisions and developments in one state affect the other. Implementation of common projects, close networking and cooperation between the three federal states in the Metropolitan Region can be regarded as a chance for future development. This was confirmed by the Federal Government in that the Metropolitan Region of Hamburg received the first prize in the competition of “Regions of the Future” in 2000.¹⁴² Similarly, future cooperation efforts of the Metropolitan Region of Hamburg with other metropolitan regions may lead to additional development chances.

V.1.3.4 City Development Projects

In this section, four different city development projects, the HafenCity, A Leap across the Elbe, the International Horticultural Exhibition 2013 and International Construction Exhibition 2013, will be introduced and the extent to which they can result in future opportunities for Hamburg will be discussed.

V.1.3.4.1 HafenCity

Politically decided in 1997, the HafenCity project is one of the most prominent city centre development projects in Europe. The aim of the project is to expand the size of Hamburg City centre by 40 %, in which the former part of the Port of Hamburg will be transformed into a new city district with a cosmopolitan mix of apartments, offices, shops, and facilities for culture, leisure and tourism. Within the context of the project, 155 hectares of land area will host 12,000 citizens, 5,500 residents and 40,000 work places. Following the formulation of the master plan in 2000, the construction of the project began in 2001. By the completion of single phases, the construction is expected to be fully accomplished in 2020-25.¹⁴³

The official opening of HafenCity was made in January 2003, in which the Software Company SAP set up its headquarters in Hafencity which was followed by the Kühne & Nagel Group, a leading international logistics company. Similarly, the Neumann Group, one

¹⁴¹ The others are Berlin/Brandenburg, Frankfurt/Rhein-Main, Halle/Leipzig-Sachsendreieck, Hannover, 1Munich, Rhein-Ruhr and Stuttgart. Source: Peiner (2005), p. 5.

¹⁴² Freie und Hansestadt Hamburg Staatliche Pressestelle (2002), p. 75.

¹⁴³ Metropole Hamburg – Wachsende Stadt (17.10.2005a).

of the largest coffee dealers worldwide, and the Jungheinrich AG, a leading international logistics service provider, will establish their new head offices in HafenCity. It is expected that major international companies settle down in HafenCity in the future.¹⁴⁴

According to the Hamburg State Ministry of Economics and Labour, not only did HafenCity initiate public investments into the city, but also succeed in attracting private investors which will result in prosperity for the citizens of Hamburg.¹⁴⁵ Apart from its economic potential, the HafenCity will have positive effects on the attractiveness as well as on the image of Hamburg.¹⁴⁶

V.1.3.4.2 A Leap across the Elbe

The River Elbe flows through the middle of Hamburg dividing it roughly into two regions. The growth of these two regions has been in an unbalanced way for centuries because Hamburg has been growing northwards of the River Elbe¹⁴⁷ and the area of the Lower Elbe is, until today, mainly marshland.¹⁴⁸ The parts of the city located in the south of River Elbe (Wilhelmsburg, Veddel and Harburg) have been isolated between port, industry and infrastructural alignments in the south of the city. However, they are of great promise in that they are endowed with green areas, water sources and available land for residential and industrial purposes. Accordingly, the aim of the project “A Leap across the Elbe” (“Sprung über die Elbe”) is to further develop this potential in the coming decades and hence to integrate the southern districts into the overall city structure. In view of the basic concept for the main project which was decided in December 2003, Veddel would be bridged with the HafenCity, an artificial lake would be built in Wilhelmsburg, the east of Wilhelmsburg would be designated for housing for families and the Harburg domestic port would be upgraded for the use of trade.¹⁴⁹ In sum, the project will make use of the idle potential in southern Elbe for the future development of Hamburg.

V.1.3.4.3 International Horticultural Exhibition 2013

As its name suggests, the International Horticultural Exhibition 2013 (“Internationale Gartenschau 2013”) is a horticultural exhibition project which is going to take place in the districts of Wilhelmsburg and Veddel (southern Elbe) in 2013. Its construction will begin in

¹⁴⁴ HafenCity Hamburg GmbH (2005), p. 7.

¹⁴⁵ Meyer (14.11.2005).

¹⁴⁶ Metropole Hamburg – Wachsende Stadt (17.10.2005a).

¹⁴⁷ Metropole Hamburg – Wachsende Stadt (17.10.2005b).

¹⁴⁸ Freie und Hansestadt Hamburg Behörde für Bau und Verkehr (2003), p. 7.

¹⁴⁹ Metropole Hamburg – Wachsende Stadt (17.10.2005b).

2008 and the exhibition will last for 170 days. Unlike a typical “flower exhibition/park”, the concept has an urban character introducing forward-looking approaches to social urban development. This focal point presents Hamburg as the first city at the centre of a garden exhibition. With 190 hectares land area, the show will transform Wilhelmsburg and Veddel into prosperous quarters over the next 10 years.¹⁵⁰ Additionally, minimum 5 million people are expected to visit this exhibition, one-third of which will probably stay overnight in the city. Apart from its economic and social stimuli for the development of Wilhelmsburg and Veddel, the exhibition will make positive contributions to the image as well as to the attractiveness of Hamburg as a site of national and international events.¹⁵¹

V.1.3.4.4 International Construction Exhibition 2013

The International Construction Exhibition (“Internationale Bauausstellung”) is yet a second international exhibition which is going to be arranged in the same year with the International Horticultural Exhibition. The central theme of this exhibition is to provide a multifaceted future picture of the city for the first time.¹⁵² To be more concrete, the International Construction Exhibition will offer the unique chance to develop exemplary solutions for the problems of the metropolises of the 21st Century and to fulfil the promises of a sport and culture oriented living and working in a metropolis by water in the future. The subject matter of the exhibition will be the attributes that a metropolis has to offer to its residents, business enterprises and visitors so that service quality and life quality become crucial (soft) locational factors of Hamburg. Like the International Horticultural Exhibition, the International Construction Exhibition is not an ordinary exhibition in that modal projects are going to be presented and visualized in the context of art and culture throughout the whole project site of the “A Leap across the Elbe”. The International Construction Exhibition will lead to the international and national recognition of the Hamburg’s urban development processes.¹⁵³ Apart from enabling the revaluation of the southern Elbe districts, the exhibition will also lead to the generation of a positive image of the city.

¹⁵⁰ Metropole Hamburg – Wachsende Stadt (18.10.2005a).

¹⁵¹ Freie und Hansestadt Hamburg Staatliche Pressestelle (2003), p. 73.

¹⁵² The Official Web Site of Hamburg (18.10.2005).

¹⁵³ Metropole Hamburg – Wachsende Stadt (18.10.2005b).

V.1.4 Threats

V.1.4.1 Demographic Changes

As illustrated in details in section II.3.1, Germany will have to meet demographic challenges in the next decades. The aging of the population and the deterioration in the number of German citizens will have adverse consequences on the labour market, public budget as well as on the residential market, all of which were already mentioned in sections III.1, III.2 and III.3. Unless appropriate measures are taken from now, it will be inevitable that the forecasted changes in the population structure jeopardize the future prosperity of Hamburg.

V.1.4.2 Suburban Movements

While focusing on the demographic dynamics of Hamburg in section II.3.2, it was explained that one demographic characteristic of Hamburg is the considerable number of people moving from the city into the suburbs of Hamburg.

According to the experts of Berlin Institute of Population and Global Development, Hamburg citizens prefer moving into the suburban areas upon starting a family life owing to comparatively higher residence and ground prices in the city, and young families with children find it more attractive to live in suburbs.¹⁵⁴ A recent survey conducted by the newspaper “Hamburger Abendblatt” revealed that a household consisting of four persons can save up to 600€ per month if they move into a suburb of Hamburg. In the survey, the costs for house rent, nursery school and waste water were compared between Hamburg and four suburban districts Pinneberg, Buchholz, Ahrensburg and Norderstedt. Likewise, immobile prices differ to a great extent in the city and in suburban districts. To illustrate, the square meter price for a family house is between 2,000€ and 2,250€ in Marmstorf which is a district of Hamburg, whereas 1,250€ – 1,500€ must be paid per square meter for a family house in Buchholz, a district of Lower Saxony situated ten kilometres away from Marmstorf.¹⁵⁵ The possible increase in suburban movements from Hamburg is an apparent threat towards for the city.

V.1.4.3 Increasing Regional Competition in North Germany

The availability of hard and soft locational factors and the extent to which regions/cities provide factors of production with attractive conditions play a pivotal role in the prosperity of

¹⁵⁴ Breuer/Lutz/Steinbach (2005), Familien.

¹⁵⁵ Abendblatt.de (19.10.2005a).

regions/cities. In an environment characterized by increasing regional competition, any measures taken by one city/region at the expense of another may result in a worse-worse situation, and hence threaten future prosperity for all. In the light of forthcoming demographic changes, it is obvious to forecast that regional competition among German federal states will intensify even more. This may end up with the unification of some federal states which each other; for example Hamburg and Schleswig-Holstein.¹⁵⁶

According to the Hamburg State Ministry of Economics and Labour, regional competition may have adverse effects, but the formulation of common economic and social goals at least with the neighbouring states in the Metropolitan Region of Hamburg is vital in order to increase cooperation and avoid the risks of regional competition. It was stated that Hamburg has good relations with Schleswig-Holstein and Lower Saxony at the moment.¹⁵⁷

Nevertheless, Hamburg's efforts to encourage the settlement of new citizens and potential firms into the city from suburban areas without considering the Metropolitan Region may cause uneasiness in the neighbouring federal states and may lead to retaliations in the future. The criticism of the Interior Minister of Schleswig-Holstein can be regarded as a warning against the adverse effects of regional competition among northern federal states: "Hamburg's intention of achieving growth only within its borders disregarding the suburbs is not possible. Schleswig-Holstein is not an appendage of Hamburg but an equivalent partner."¹⁵⁸

V.2 Analysis of the Survey

The online survey conducted as an empirical component of this study was structured in three main parts; the personal questions, the assessment of Hamburg and the assessment of an ideal city. The full view of the survey questions is available in Appendix I in German at the end of the master's thesis.

In the following three sections, the findings of each part will be revealed in details. Fourthly, an overall evaluation of the survey will be presented which will additionally include a concise comparison of the findings of the SWOT analysis with the survey.

¹⁵⁶ Kersten (01.11.2005).

¹⁵⁷ Meyer (14.11.2005).

¹⁵⁸ Abendblatt.de (19.10.2005b).

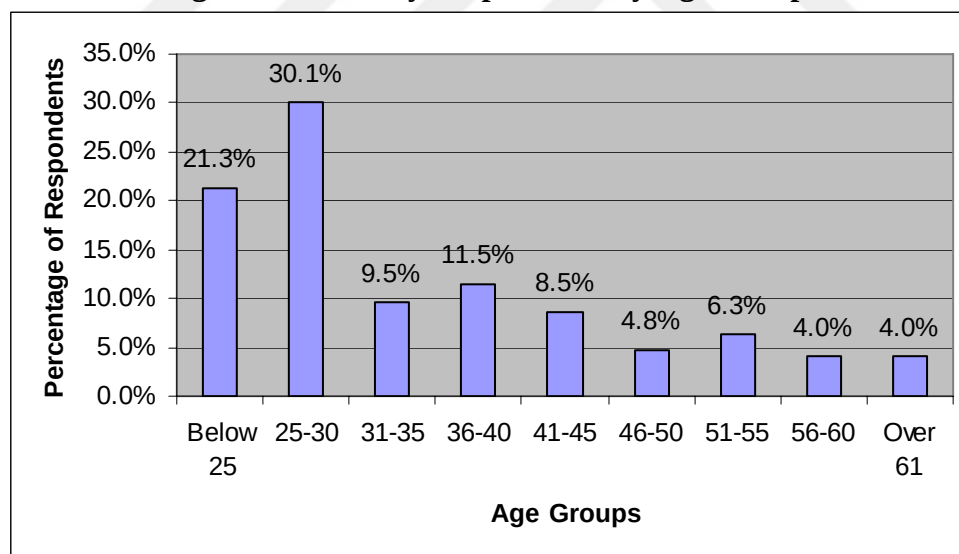
V.2.1 Personal Questions

Following a brief introduction text, by which the survey visitors were informed of the aim of the survey and the procedure to be followed, the online survey started with the display of eight personal questions. The personal questions asked the age group, gender, marital status, the number of children and their age (if applicable), occupation, occupation type (if applicable), the postal code of residence and the postal code of work place (if applicable) of the survey participants respectively.¹⁵⁹

Although the first section was answered by 465 persons, 66 of them quitted the survey at the end of the first part for some reason and didn't complete it in full. For this reason, those not answering the second section were not taken into consideration while evaluating the respondents' profile.

As the first question, the participants were asked to state to what age group they belonged. Figure V.2 illustrates the survey respondents by their age groups.

Figure V.2: Survey Respondents by Age Groups



Source: Own diagram.

As it can be inferred from Figure V.2, the survey was predominantly answered by young people in that more than half of the respondents were below 30 years of age. On the other hand, one-fifth of the respondents were in their thirties. Those in their forties and over 50 years of age were both about 15%. Considering the survey distribution method, in which the

¹⁵⁹ During the data analysis, postal codes typed in by survey participants were transformed into the actual districts that they represented based on the information provided from the web sources www.postleitzahl.org and www.telefonbuch.de. Sources: Postleitzahl.org Deutschland (20.11.2005); Das Telefonbuch (20.11.2005).

link of the survey was primarily sent to my personal acquaintances, the relative weight of younger people can be explained.

As for gender, it can be said that the dispersion of the respondents was balanced. This is presented by Table V.2 showing a nearly equal balance.

Table V.2: Survey Respondents by Gender

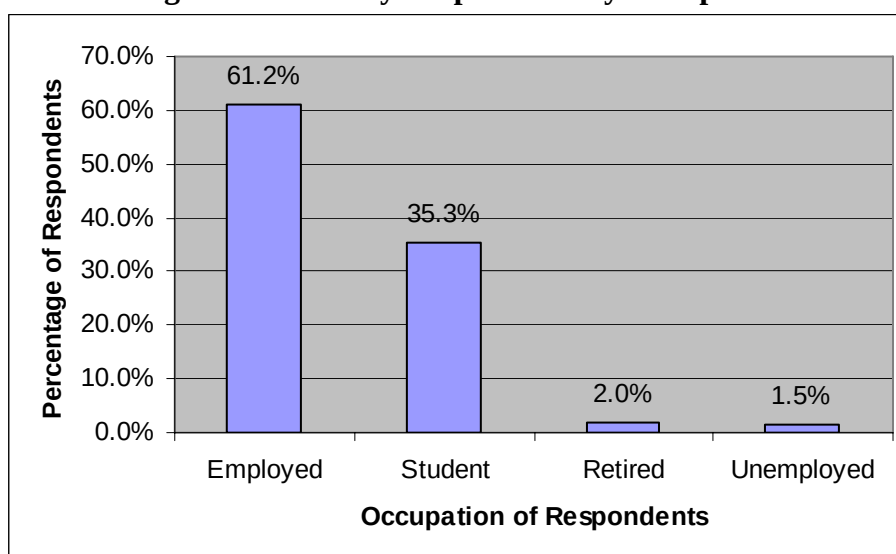
Gender	Number	Percentage
Male	205	51.4%
Female	194	48.6%
Total	399	100.0%

Source: Own diagram.

As Table V.2 depicts, out of 399 respondents, 205 of them were male and 194 of them were female.

As for occupational perspectives, the respondents were asked to state whether they were employed, student, unemployed or retired. The term “student” did not only refer to those attending higher education institutions, but also included those doing vocational training (“Azubis”) and all kinds of students. Figure V.3 displays the occupational dispersion of the survey respondents.

Figure V.3: Survey Respondents by Occupation



Source: Own diagram.

According to Figure V.3, the majority of the survey participants corresponding to 61.2% was employed. Moreover, 35.3% of the respondents were students. The percentage of retired and

unemployed participants was almost equal; 2.0% and 1.5% respectively. As for the employment type of the employed survey participants, Table V.3 shows their dispersion.

Table V.3: Survey Respondents by Employment Type

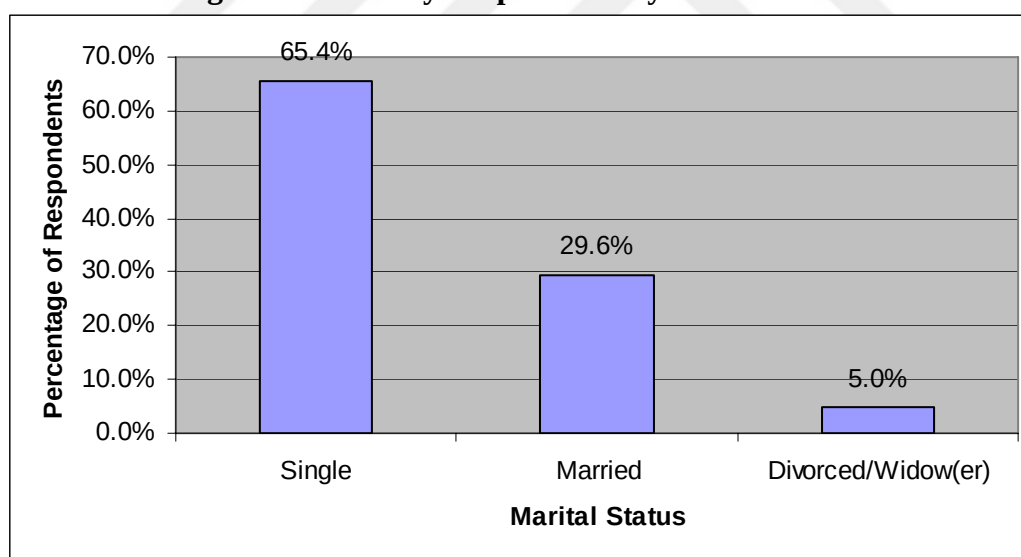
Employment Type	Number	Percentage
Dependent	216	88.5%
Independent	23	9.4%
No answer	5	2.0%
Total	244	100.0%

Source: Own diagram.

As illustrated by Table V.3, out of 244 employed respondents, 216 of them (88.5%) were working dependently and 23 of them (9.4%) were conducting their own business. 5 respondents (2.0%) didn't disclose their employment type.

The following graph in Figure V.4 depicts the marital status of the survey respondents.

Figure V.4: Survey Respondents by Marital Status



Source: Own diagram.

Figure V.4 illustrates that nearly two-thirds of the respondents were single. The share of the married participants was 29.6%, and 5.0% of the respondents were classified as either divorced or widow/widower.

Table V.4 reflects the children status of the survey participants.

Table V.4: Findings concerning Respondents with Children

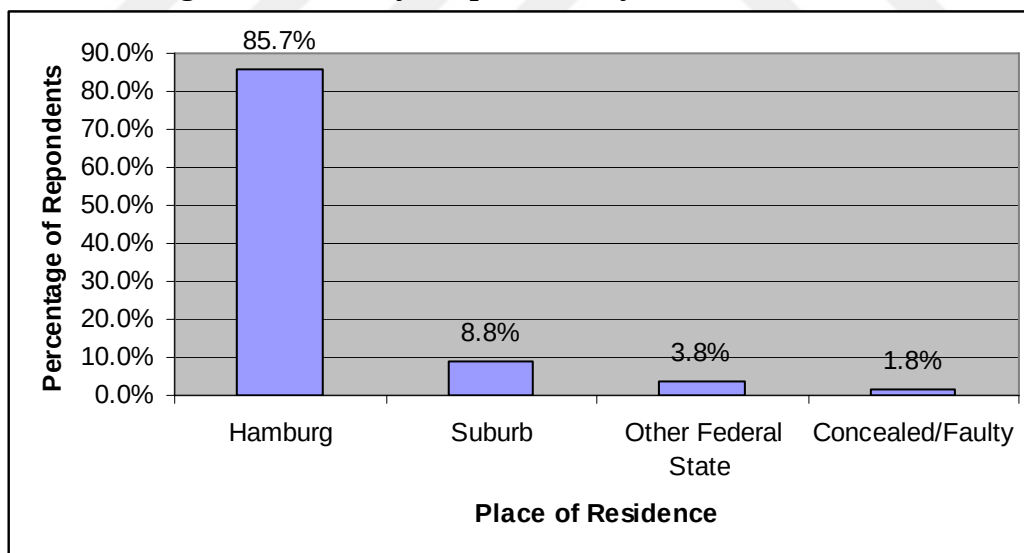
Findings concerning children	Number	Percentage
Respondents with children	108	27.1%
Respondents disclosed children age	89	82.4%
Respondents not disclosed children age	19	17.6%
Average number of children	1.8	
Average children age	17.3	

Source: Own diagram.

According to Table V.4, more than a quarter of the respondents disclosed that they had children and stated the number of children they had. From that of 82.4% additionally provided the ages of their children; conversely 17.6% did not. Furthermore, the average number of children per respondent was calculated as 1.8 and the average children age was determined as 17.3.

As for place of residence, Figure V.5 provides a detailed view of the dispersion of the survey respondents based on their location of residence.

Figure V.5: Survey Respondents by Place of Residence



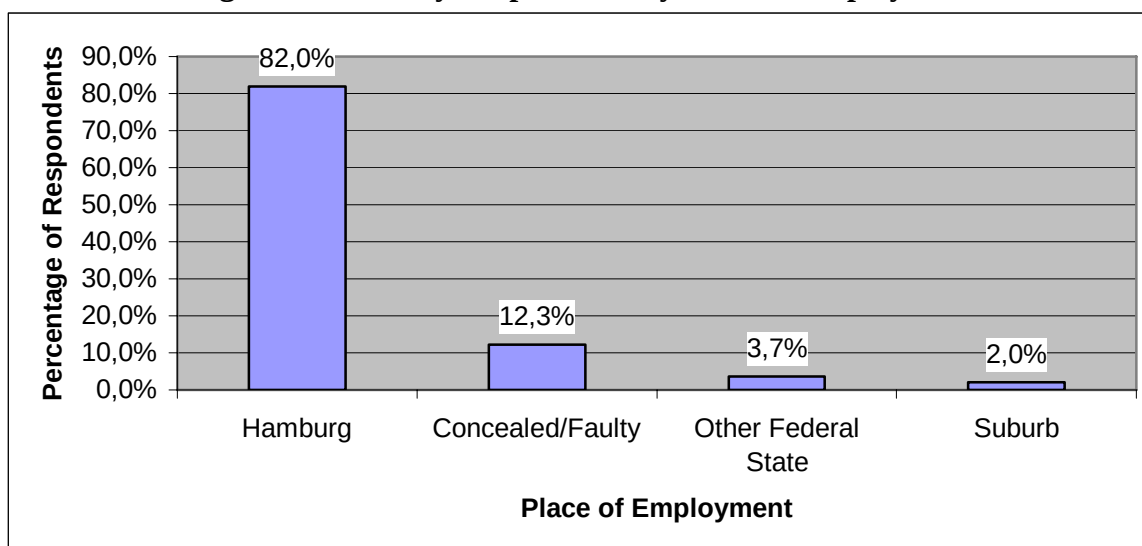
Source: Own diagram.

Figure V.5 depicts that a vast majority of the respondents amounting to 85.7% lived in Hamburg. On the other hand, it was determined that 8.8% of them lived in the suburbs of Hamburg. As previously mentioned in section II.1, suburbs refer to the six surrounding districts (“Umlandkreise”) of Hamburg which are Pinneberg, Segeberg, Stormarn, Duchy of Lauenburg, Harburg and Stade. Moreover, 3.8% of the participants lived in another federal state, including Berlin, Bremen, Lower Saxony, Schleswig-Holstein, North Rhine-Westphalia

and Mecklenburg-Vorpommern. 1.8% of the participants could not be taken into analysis, as they didn't either reveal their residential postal code or the postal code provided was faulty.

Similarly, Figure V.6 illustrates the dispersion of the employed survey participants based on their place of employment.

Figure V.6: Survey Respondents by Place of Employment



Source: Own diagram.

As shown by Figure V.6, again a large majority of the employed participants corresponding to 82.0% worked within the borders of Hamburg, whereas 3.7% worked in other federal states including Berlin, Bremen, Lower Saxony, Schleswig-Holstein and North Rhine-Westphalia and 2.0% in suburbs. Besides, 12.3% of the participants who were employed either didn't provide the postal code of their workplace or typed it wrong. Table V.5 summarizes particular findings of the survey regarding the participants' place of employment and residence.

Table V.5: Findings concerning Place of Employment and Residence

Findings concerning Place of Employment	Number	Percentage
Living and working in Hamburg	169	69.3%
Working in Hamburg, living elsewhere	28	11.5%
Working in Hamburg, living in suburbs	20	8.2%
Living in Hamburg working elsewhere	7	2.9%
Living in suburbs, working in Hamburg	3	1.2%
Living and working elsewhere	7	2.9%
Not applicable	33	13.5%

Source: Own diagram.

According to Table V.5, 69.3% of the employed respondents both lived and worked in Hamburg, whereas 11.5% were incoming commuters and 2.9% were outgoing commuters. Out of 14.4% of total commuters, 9.4% of them had suburban origin. Another interesting fact was that 7 employed participants neither worked, nor lived in Hamburg. Actually, the target group of the survey was those either living or working in Hamburg and this condition was strictly mentioned both in the accompanying e-mail and in the introduction text in the web page of the survey. However, these 7 respondents were also included in the evaluation based on the assumption that they had a close tie with Hamburg.¹⁶⁰ Due to the non-existence or faultiness of postal codes, 13.5% of the employed participants were excluded from this analysis.

V.2.2 Assessment of Hamburg

In the second section of the survey, the participants were requested to answer two questions. The first question was the grading of sixteen different qualities of Hamburg. As for grading, each quality was rated by 1 to 6, in which 1 denoted the best and 6 the worst grade. The qualities were selected among various hard and locational factors which can be listed as follows:

- Residence availability (e.g. number, size, location etc.)
- Residence quality (e.g. modern/old, equipment etc.)
- Schools and kindergartens (e.g. all types of schools and childcare etc.)
- Education institutions for adults (e.g. universities, Adult Education Centres ("VHS") etc.)
- Occupational perspectives (e.g. vocational training, vacant workplaces etc.)
- Sightseeing (e.g. the port, architecture etc.)
- Traffic situation (e.g. connections, air-highway-rail, traffic flow etc.)
- Leisure activities (e.g. culture, shopping, bars etc.)
- The possibility of actively going in for sports (e.g. with/without club membership etc.)
- Hamburg as an attractive business location (e.g. for new investors etc.)
- The effect of weather on the attractiveness of Hamburg (e.g. sun, wind, rain etc.)
- Friendliness of people (e.g. tolerance, helpfulness etc.)
- Service quality of local authorities (e.g. solution orientation, performance, speed etc.)

¹⁶⁰ It was assumed that they had previously lived or worked in Hamburg or planning to live or work in Hamburg in the future, otherwise they would have left the survey after viewing the introduction text. The analysis of further questions indicated that 5 of them are planning to live in Hamburg and 2 of them in a suburb of Hamburg in the future.

- Security (e.g. precaution etc.)
- Hamburg as an attractive location for newcomers/migrants (e.g. international charisma etc.)
- Children and family friendly environment

Table V.6 depicts the qualities, their ratings and the selection frequency of each grade (from 1 to 6) corresponding to the relevant quality. Rating refers to the average grade that each quality gained, and the qualities in the table are sorted by their ratings in a decreasing way. Besides, the most frequently chosen grades are represented in bold.

Table V.6: Respondents' Evaluation of Selected Qualities of Hamburg

Quality	Rating	1	2	3	4	5	6
Leisure activities	1.70	46.9%	41.6%	8.5%	1.8%	0.5%	0.8%
Sightseeing	1.74	45.4%	41.9%	8.0%	2.8%	1.0%	0.8%
The possibility of actively going in for sports	1.84	36.6%	49.1%	10.3%	2.8%	0.5%	0.8%
Hamburg as an attractive business location	2.20	21.3%	48.1%	22.3%	6.3%	1.5%	0.5%
Traffic situation	2.29	24.3%	42.4%	20.1%	7.8%	4.8%	0.8%
Hamburg as an attractive location for newcomers/migrants	2.39	16.0%	44.6%	28.1%	7.8%	2.3%	1.3%
Residence quality	2.54	7.5%	45.6%	36.1%	7.3%	3.0%	0.5%
Education institutions for adults	2.79	7.0%	33.3%	39.1%	15.5%	4.3%	0.8%
Friendliness of people	2.79	6.8%	33.1%	41.9%	12.3%	4.3%	1.8%
Occupational perspectives	2.82	9.8%	33.8%	32.3%	13.5%	9.5%	1.0%
Security	2.83	5.3%	32.8%	41.1%	15.0%	5.5%	0.3%
Residence availability	2.97	5.5%	33.6%	34.8%	13.0%	10.8%	2.3%
Children and family friendly environment	3.26	3.8%	21.1%	36.3%	26.3%	9.5%	3.0%
The effect of weather on the attractiveness of Hamburg	3.29	5.8%	22.1%	36.6%	13.5%	17.0%	5.0%
Service quality of local authorities	3.34	3.8%	16.8%	37.1%	29.1%	10.5%	2.8%
Schools and kindergartens	3.34	4.0%	18.8%	38.6%	21.6%	12.0%	5.0%

Source: Own diagram.

According to Table V.6, leisure activities was selected as the best characteristic of Hamburg by the survey respondents which was followed by sightseeing and the possibility of actively going in for sports. In contrast, schools and kindergartens, service quality of local authorities, the effect of weather on the attractiveness of Hamburg and children and family friendly

environment were determined as the worst attributes of Hamburg. As it can be seen from the percentages written in bold, leisure activities and sightseeing received the best grade “1” most frequently. The frequency of the grade “2” was the highest for the possibility of actively going in for sports, Hamburg as an attractive business location, traffic situation, Hamburg as an attractive location for newcomers/migrants, residence quality and occupational perspectives. Out of six different grades, the participants chose the grade “3” most frequently for education institutions for adults, friendliness of people, security, residence availability, children and family friendly environment, the effect of weather on the attractiveness of Hamburg, service quality of local authorities and schools and kindergartens.

The second question of the second section of the survey was an open-ended question, in which the participants were requested to insert voluntarily any qualities that seemed to be absent in the list. Accordingly, 77 respondents shared their ideas about missing characteristics. To summarize, ecological conditions (the nature, green areas, pollution etc.), living costs, medical care, parking places and conditions for seniors and physically disabled citizens were the most mentioned qualities. Appendix II lists down the detailed results of this question in German.

V.2.3 Assessment of an Ideal City

In the third section of the survey, the participants met four questions which were the ranking of most significant six priorities of an ideal city, the grading of their general level of satisfaction with living in Hamburg, stating their future place of residence and lastly typing in their comments about the survey and the attractiveness of Hamburg on voluntary basis. Since 24 respondents left the survey at the beginning of this section for some reason, 375 participants shared their views in this section.

Similar to the first question of the second section, in which particular qualities of Hamburg were graded with 1 – 6, the first question in this part asked the respondents this time to evaluate the same sixteen qualities for the ideal city in their minds. While evaluating the qualities, the respondents selected only the most important six qualities according to their subjective priority. The tables in Appendix III at the end of the study represent the selection frequencies of qualities by six priority groups.

During the analysis of the respondents’ priorities, firstly the selection frequency of each quality was calculated. This was necessary because each respondent chose only six qualities

leaving twelve of them untouched. Based on the total number of choices made,¹⁶¹ the relative frequency of each characteristic was calculated as a percentage. However, this calculation method may not be sufficient for representing the priorities of the respondents. To provide a better view, each quality was weighted according to its priority. The weighting of qualities was performed in such a way that each quality received six points each time it was chosen as the first priority. Likewise, priority two received five points, three four points, four three points, five two points and whenever a quality was chosen as the sixth priority, it received 1 point, in which the qualities that were not taken into consideration by the participant received zero points. Based on this weighting procedure, the relative frequency of each quality was re-calculated and represented as a percentage.¹⁶² Table V.7 demonstrates the results of this question, in which the selected qualities of an ideal city and their weighted frequencies are listed.

¹⁶¹ $375 * 6 = 2250$ (375 is the number of total participants and each participant made 6 choices; hence 2250 refers to the total number of choices made.) The relative percentage of each quality was calculated by dividing how many times it was chosen into 2250, the total number of choices.

¹⁶² $375 * 21 = 7875$ (here, 21 refers to the total number of points that each participant distributed among six qualities as 6 points for the first priority, 5 points for the second, and so forth. 7875 is the total number of points. The division of the sum of all points received by a given quality to 7875 equals to the relative weighted frequency of this quality. Hence, the weighted frequency considers both the selection frequency and the priority.

Table V.7: Respondents' Evaluation of Selected Qualities of an Ideal City

Quality	Weighted Frequency
Occupational perspectives	19.0%
Residence quality	16.8%
Leisure activities	9.9%
Residence availability	8.7%
Schools and kindergartens	6.5%
Traffic situation	6.2%
Friendliness of people	6.1%
Children and family friendly environment	5.4%
Security	5.3%
Hamburg as an attractive business location	5.0%
The possibility of actively going in for sports	2.6%
Sightseeing	2.5%
Education institutions for adults	2.3%
The effect of weather	1.9%
An attractive location for newcomers/migrants	1.5%
Service quality of local authorities	0.7%

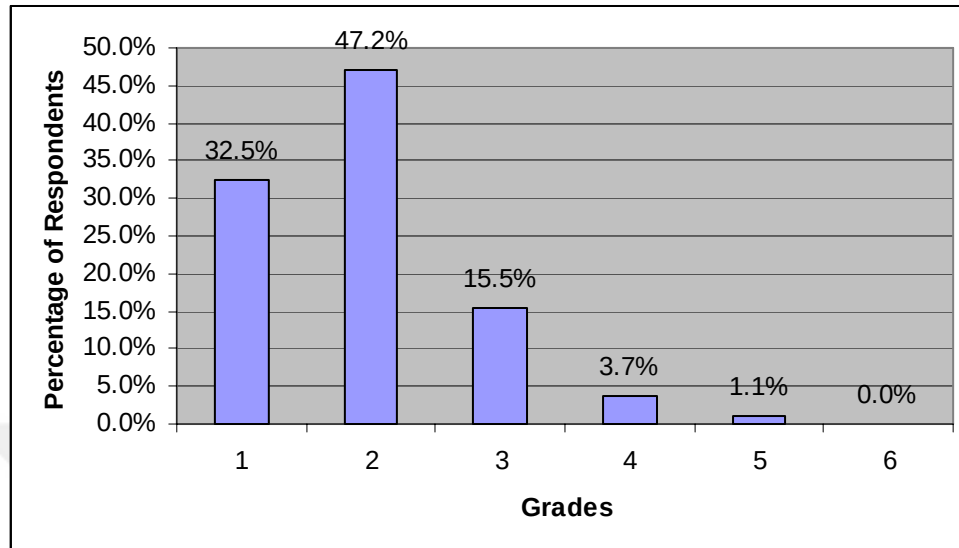
Source: Own diagram.

Table V.7 displays all sixteen qualities by their weighted frequencies. As explained above, the weighted frequency of a quality is directly proportional to its selection frequency and its priority granted by a respondent. Consequently, the table above illustrates the most expected qualities of an ideal city. As depicted, occupational perspectives and residence quality were by far the most desired qualities of an ideal city which were then followed by leisure activities and residence availability. On the other hand, the effect of weather, the attractiveness of a city for newcomers/migrants and the service quality of local authorities were the least preferred characteristics that the respondents expected from an ideal city. In section V.2.4, we will return to the findings of this question and try to determine whether there are any gaps between the selected qualities in Hamburg and the expectations of the survey participants.

In the second question, the respondents were asked to evaluate how they found living in Hamburg in general regardless of their current place of residence. Each respondent chose a

grade among 1 – 6, in which 1 stood for the highest rating and 6 for the lowest. Figure V.7 sheds light on the respondents' satisfaction with living in Hamburg.

Figure V.7: Respondents' Satisfaction with Living in Hamburg



Source: Own diagram.

According to the assessment of 375 respondents, nearly one-third of them gave the highest grade to this question. However, the most frequently chosen grade was “2”, which was selected by almost half of the respondents. The frequencies of the grades “3”, “4” and “5” were 15.5%, 3.7% and 1.1% respectively, and no participant chose the worst grade “6”. Overall, the average grade was calculated as 1.94.

In the third question, the participants were asked to express where they would like to dwell in the future. The answer choices consisted of “in the Hamburg City”, “in a suburb” and “in another city” (open-ended), in which the selection of more than one choice was available. Table V.8 provides a detailed outlook into the answer percentages of the survey respondents considering their current place of residence.

Table V.8: Respondents' Potential Future Place of Residence

Future Residence	Number	Percentage
Living in Hamburg		
Only in Hamburg	253	78.6%
Only in a suburb	31	9.6%
Only in another city	21	6.5%
Hamburg and another city	7	2.2%
Hamburg and suburb	5	1.6%
Suburb and another city	4	1.2%
Indifferent	1	0.3%
Total	322 (85.9%)	100.0%
Living in a suburb		
Only in a suburb	22	68.8%
Only in Hamburg	6	18.8%
Only in another city	3	9.4%
Hamburg and suburb	1	3.1%
Suburb and another city	0	0.0%
Hamburg and another city	0	0.0%
Indifferent	0	0.0%
Total	32 (8.5%)	100.0%
Living in another Federal State		
Only in Hamburg	7	46.7%
Only in a suburb	5	33.3%
Only in another city	2	13.3%
Hamburg and suburb	1	6.7%
Suburb and another city	0	0.0%
Hamburg and another city	0	0.0%
Indifferent	0	0.0%
Total	15 (4.0%)	100.0%

Source: Own diagram.

As illustrated by Table V.8, the responses of the participants regarding their preference about the future place of residence are shown based on three different groups; the respondents currently living in Hamburg (85.9%), in a suburb (8.5%) and in another federal state (4.0%). Since the current place of residence of 6 out of 375 participants was not available, they were

not taken into consideration. According to the table, more than three-quarters of the respondents living in Hamburg intended to continue living only in Hamburg in the future, whereas 9.6% of them would rather live only in a suburb and 6.5% only in another city. 2.2% of the respondents residing in Hamburg stated that they could either live in Hamburg or in another city, 1.6% in Hamburg or in a suburb, 1.2% in a suburb or in another city and one respondent was indifferent among Hamburg, suburb or another city. The participants choosing another city mainly mentioned Barcelona, Berlin, Bremen, Cologne, Krakow, Dresden, Dublin, Frankfurt, Freiburg, Istanbul, Leipzig, Munich, Norderstedt, Paris, Rome, Oslo, Rostock and Santiago. As for suburban residents, most of them, about 68.8%, expressed that they would go on living only in a suburb. Moreover, 18.8% of them stated that they would live only in Hamburg in the future and 9.4% in another city. One respondent living in a suburb chose that he would either dwell in Hamburg or in a suburb. Another cities mentioned by suburban residents were Munich, Aachen and Bremen. According to the participants living in another federal state, nearly half of them out of 15 would move only into Hamburg in the future. In contrast, one-third of them would settle down only in a suburb and 13.3% in another city. Furthermore, one respondent stated that he would either live in a suburb or in Hamburg. As for another city, one respondent stated Sylt and the other left it blank.

As the last question of the survey, the respondents were asked to present any comments about Hamburg or about the survey. Accordingly, 133 respondents took place in this voluntary question. Most respondents made positive comments on the layout and contents of the online survey and wished good luck for the master's thesis. As for Hamburg, a large group of the respondents expressed their satisfaction with living in Hamburg. Leisure activities and the green environment were the major points admired in the comments. However, the participants criticized particularly occupational perspectives, high living costs, the childcare, school and family situation and the weather in Hamburg. Appendix IV depicts the whole list of comments made for this question in German.

V.2.4 Overall Evaluation

The analysis of the survey disclosed important facts regarding how the participants of the survey perceived Hamburg and what they expected from an ideal city. In an effort to expand this analysis, the participants' evaluation of Hamburg's present situation will be compared with the respondents' views on an ideal city based on the selected sixteen qualities. Table V.9 illustrates the qualities which were rated twice in the second and third sections in the survey and their relative rankings as a table.

Table V.9: Comparison of Respondents' Evaluation of Hamburg and an Ideal City

Qualities	Rankings based on future perceptions	Rankings based on current situation
Occupational perspectives	1	10
Residence quality	2	7
Leisure activities	3	1
Residence availability	4	12
Schools and kindergartens	5	16
Traffic situation	6	5
Friendliness of people	7	9
Children and family friendly environment	8	13
Security	9	11
Attractive business location	10	4
The possibility of actively going in for sports	11	3
Sightseeing	12	2
Education institutions for adults	13	8
Weather	14	14
Attractive location for newcomers/migrants	15	6
Service quality of local authorities	16	15

Source: Own diagram.

Table V.9 can be thought of as the merger of Tables V.6 and V.7, in which the locational qualities of Hamburg and an ideal city were ranked by their ratings; in other words by their average grade and weighted frequency respectively. In Table V.9, each quality is represented by two different rankings. Whereas rankings based on future perception were calculated via the weighted frequencies in the third section of the survey, rankings based on current situation were calculated according to the average grade each quality received in the second section of the survey. In view of two different types of rankings, we may get some hints regarding the gaps between the current situation in Hamburg and its ideal position. While focusing on the differences in rankings, it is wise to especially concentrate on the high ranked ideal qualities and their relative ranking based on current situation in Hamburg so that the locational factors requiring attention in Hamburg can be determined. Accordingly, it can be said that improvements in the occupational perspectives (labour market conditions, achievement of workplaces etc.) in Hamburg is highly desirable in that it was chosen as the first priority for

an ideal city by the survey respondents, but its current position in Hamburg was ranked as the tenth out of sixteen factors by the survey participants. In the same way, residence quality, residence availability and schools and kindergartens were selected as the other significant qualities for an ideal city, the current rankings of which were quite poor, though. This is also relevant for children and family friendly environment, the current ranking of which was rather poor with an intermediate ideal priority. As for leisure activities and traffic situation, their current and ideal perceptions were close to each other without any major gap. By the same token, service quality of local authorities, weather, security, friendliness of people showed similar rankings. As for qualities with higher current rankings, they may not require urgent attention because they were already well graded regardless of their priority for an ideal city. Sightseeing, the possibility of going in for sports and an attractive location for newcomers/migrants can be given as examples for this group.

It is clear to say by looking solely on the ideal and the current rankings, the size of the gap cannot be measured. Moreover, the restriction of the analysis to only sixteen qualities or locational factors can be seen as yet another shortcoming. Nevertheless, this method may still provide a basic idea for the expectations and perceptions of Hamburg citizens.

The comparison of the SWOT analysis with the findings of the survey show parallel points. It can be asserted that survey results confirmed the shortcomings of higher education institutions and the labour market problems in Hamburg because occupational perspectives (average grade 2.82; ranking 10), education institutions for adults (average grade 2.79; ranking 8) and schools (including vocational schools) and kindergartens in Hamburg (average grade 3.34; ranking 16) received below-average ratings. In the same way, it can be said that survey results conformed to the “strengths” part of the SWOT analysis in that the average grade of “Hamburg as an attractive business location” (average grade 2.20; ranking 4) was relatively high. As for life quality, the relatively high ratings of leisure activities (average grade 1.70; rating 1), sightseeing (average grade 1.74; ranking 2), the possibility of going in for sports (average grade 1.84; ranking 3) support that high life quality is a strength of Hamburg. In addition, the survey revealed that “suburban movements” can be a realistic threat for Hamburg. A major motive for suburban movements can be suggested as the search for a better residence, and the significance of residential qualities were reflected by the survey results in that residence quality and availability were chosen as the second and fourth priorities of an ideal city correspondingly. Nevertheless, their actual ratings were not so high and were determined as 2.54 (ranking 7) and 2.97 (ranking 12) respectively. Furthermore, as

Figure V.7 illustrated, slightly more than one-fifth of the survey respondents living in Hamburg may consider changing their place of residence in the future.

V.3 Concluding Remarks

This chapter consisted of the discussion of the findings of the SWOT analysis and online survey. The SWOT analysis revealed that Hamburg's key relevant strengths lied in economic power, sparse population and in quality of life, whereas stiff budget, low international attractiveness, labour market problems and shortcomings of higher education institutions were disclosed as the major weaknesses. As for future opportunities, potential developable industries such as logistics, IT, media, life sciences and the aviation industry, relations with China and the Baltic Region, cooperation potentials in the Metropolitan Region of Hamburg and the key city development projects HafenCity, A Leap across the Elbe, International Horticultural Exhibition 2013 and International Construction Exhibition 2013 were elaborated in this chapter. In the last part of the SWOT analysis, demographic changes, suburban movements and increasing regional competition were examined as the threats that Hamburg is likely to face in the future.

The survey results disclosed that out of sixteen selected locational factors, leisure activities (culture, shopping, bars etc.), sightseeing (the port, architecture etc.) and the possibility of actively going in for sports gained the highest ratings in Hamburg. In contrast, the participants showed dissatisfaction with schools and kindergartens (all types of schools, childcare etc.), service quality of local authorities, the weather and children and family friendly environment. The comparison of the survey participants' expectations from an ideal city with the existing qualities in Hamburg showed that occupational perspectives, residence quality and availability, schools and kindergartens, children and family friendly environment were the major qualities to be further improved in Hamburg. Overall, 78.6% of the respondents that are resident in Hamburg stated that they would go on living in the city in the future. Additionally, the survey participants rated their general satisfaction with living in Hamburg as 1.94 out of 6.00 (6.00 denotes the worst the grade).

In the next chapter, future policy and strategy suggestions for the future development of Hamburg will be discussed.

CHAPTER VI

Future Policies and Strategies

As the last main part of the thesis before conclusion, Chapter VI will concentrate on the policy and strategy suggestions for the future development of Hamburg. Structured in five sections, this chapter will define the population groups concerning Hamburg, suggest strategies for the residential market, discuss economic policies, focus on city marketing strategies and make concluding remarks.

VI.1 Population Groups concerning Hamburg

As the core elements of cities, citizens have diverse demographic attributes, a variety of needs and expectations from the place, in which they reside or plan to dwell. While making residential decisions, citizens are affected by diverse motives which were roughly illustrated in Table III.1 in section III.1. In order to expand this analysis and to facilitate relevant policy suggestions, five different citizen groups can be defined concerning Hamburg on the basis of their origin, destination, potential movement/migration motives, demographic qualities (age, marital status, number of children etc.) and findings of recent movement/migration processes as follows:¹⁶³

1. Potential suburbanites: Households currently living in the city, but may consider to leave for a better residence, particularly households with children (more person households) and middle/high aged persons.
2. Starters: People living in suburban districts or in other regions with workplace or vocational training orientations, predominantly young people up to two-person households.

¹⁶³ Oßenbrügge/Heeg/Klagge (2002), p. 24.

3. Re-urbanites: People living in suburban districts with the orientation of urban residence or resting place, chiefly middle/high aged persons up to 2-person households and rather without children.
4. Transnational elites: High qualified, workplace oriented people from inland/abroad, principally middle aged persons that move/migrate to Hamburg partly with their families within the scope of already arranged work contracts, especially resulting from workplace changes among the branches/subsidiaries of multinational companies. (e.g. Unilever, Vattenfall, Airbus etc.)
5. Migrants: Relatively low qualified persons, coming into Hamburg primarily from abroad as official refugees in the context of family unification (“Familiennachzug”) or as unofficial migrants, all of whom having various migration motives.

The spatial decisions of each population group are affected by diverse factors which can be illustrated by the following four examples. Firstly, the availability of workplaces/vocational training places play a major role in the spatial decisions of all groups except for retired persons and refugees migrating in the context of family unification. Secondly, all population groups, primarily households with children, place high importance on the situation of childcare, healthcare and leisure activities. Thirdly, re-urbanites, potential suburbanites and transnational elites have particular interests in the possibility of acquiring attractive residents. Fourthly, the degree and characteristics of social cohesion or social disparities within the city and residential environment is a key decision factor for all groups, especially for those with higher income. To sum up, urban-oriented spatial decisions of persons and households are closely related to education, workplace and residential environment conditions. Similarly, especially urban oriented households from suburban districts compare the living, healthcare, childcare etc. conditions and leisure situation in their existing location and in the potential future location. Based on this comparison, they make their final decision whether to stay or move. On the other hand, the image of the city and the overall possibilities (cultural and social life, events etc.) in the city are the decisive factors for those planning to move from other regions (primarily high qualified labour force).¹⁶⁴

In the light of the analysis of the needs and expectations of diverse population groups, the future aspirations of Hamburg and the findings of the SWOT analysis and survey, it can be

¹⁶⁴ Oßenbrügge/Heeg/Klagge (2002), p. 23 et seqq.

suggested that the policy mix for the future development of Hamburg should mainly consist of residential market strategies, economic policies and city marketing strategies.

VI.2 Residential Market Strategies

Residential market policies can be regarded as a key instrument for achieving growth in the city in that appropriate residential market strategies bring about increasing levels of settlement within the city and lead to population growth. Likewise, they can be used as a tool for avoiding suburban movements out of the city. The application of successful residential policies depends on the determination of the residential preferences and expectations of (potential) citizens. Depending on household sizes, family types, motivation/migration motives, age structures, social and demographic changes, changing life styles etc. citizens have various residential expectations which are hard to coordinate. Nevertheless, considering the main population groups explained in the previous section in VI.1, the residential expectations of the population group concerning Hamburg can be mainly illustrated as in Table VI.1.

Table VI.1: Residential Expectations of Chief Population Groups in Hamburg

Residential Expectations	Potential suburbanites	Starters	Re-urbanites	Transnational elites	Migrants
Large ground areas	x		(x)	x	
High quality			x	x	
Prestige	(x)		(x)	x	
Green environment	x			(x)	
Own home/property	x				
Low price		x			x

Source: Oßenbrügge/Heeg/Klagge (2002), p. 42.

In Table VI.1, cells marked with an “x” show primary expectations of the population groups concerning Hamburg, whereas cells with the “(x)” sign demonstrate secondarily significant residential expectations. According to the table, potential suburbanites are chiefly interested in large ground areas, a green residential environment and acquiring their own house/property. Prestige is yet of secondary importance for this group. Due to their financial concerns, the second group “starters” predominantly look for low-priced residents. Thirdly, re-urbanites prefer primarily high quality residents and secondarily prestige and large ground areas. As for transnational elites, they wish first and foremost large ground areas, high quality and prestige;

furthermore a green environment is a secondary expectation for them. Lastly, similar to starters, migrants look for low-priced dwellings.

In the light of diverse residential expectations and preferences, the residential policy in Hamburg should be formulated in such a flexible way that the needs of all population groups are represented. Considering the gaps in residence quality and especially in residence availability in Hamburg that were revealed by the survey results in section V.2.4, adequate supply of available residences should be ensured. In addition, residential market policies should easily enable those willing to acquire or build their own dwelling, and adequate supply of low-priced residences should also be ensured. Apart from providing flexibility for the diverse needs of different citizen groups, residential policies should not impede social integration and sustainability.

From an integration perspective, residential policies should aim at avoiding ghettos¹⁶⁵ which may lead to social unrest in the city. The rioting of migrant-oriented young people in France in November 2005 can be given as an example for the adverse effects of social unbalances in a city. Following the deaths of two teenagers of North African origin in a low-income Paris suburb (populated predominantly by migrants) on 27.10.2005, civil disturbances started in the suburbs of Paris and spread quickly to other French cities in eleven days. As of 7.11.2005, more than 4300 vehicles were burned down in hundreds of different French towns.¹⁶⁶

As for sustainability, residential policies should be formulated in such a way that the satisfaction of the current residential needs of Hamburg citizens should not be at the expense of future generations. As presented in section V.1.1.2, one of the strengths of Hamburg is its sparse population. However, that doesn't mean that the city has unlimited land area or resources for construction purposes. Hence, residential policies should make efficient use of existing/potential land areas.

Furthermore, young families with children in Hamburg deserve special attention in the context of residential policies. Providing attractive living conditions for young families with children is a decisive factor for eliminating suburbanization and stabilizing the social structure of the population of Hamburg¹⁶⁷ because the suburbanization process is mainly caused by

¹⁶⁵ An area of a city lived in by a minority group, especially a run-down and densely populated area lived in by a group that experiences discrimination; an environment where a group of people live or work in isolation, whether by choice or circumstance. Source: Microsoft Corporation (1993-2004).

¹⁶⁶ Cable News Network (CNN) (07.11.2005a); CNN (07.11.2005b).

¹⁶⁷ von Beust (2004), p. 34.

families with little children (expecting residences in a green environment).¹⁶⁸ Hence, appropriate residential market policies may be used as a tool for decelerating suburbanization in Hamburg which can be supported by the improvement of the childcare situation in Hamburg. A second aspect which also requires attention is the price level in the residential market in Hamburg. As illustrated in section V.1.4.2, renting/acquiring a dwelling in Hamburg is relatively expensive in comparison to the surrounding suburbs. In the light of the fact that reasonable residence prices are expected by particular population groups (starters and migrants), residential policies should aim at eliminating high price differences.

VI.3 Economic Policies

Economic policy suggestions regarding the future development of Hamburg can be made in three major fields; regional specialization (cluster strategies), improvement of occupational qualifications and the creation of new workplaces.

In today's economic order which is characterized by increased mobility of goods and services, information, technology and financial means, the concept of "national economy" is losing its significance. While corporate strategies are formulated and decisions regarding the settlement of business organizations are made on national, international and global scales, "on site" conditions are also becoming considerably significant that can be regulated, supported and modified at the local level.¹⁶⁹ Likewise, it has been widely recognized that economic activities are based in particular areas due to attractive characteristics in these locations. Therefore place matters, in the organization of economic activities. In other words, geographical factors play a crucial role as a source of competitiveness in that geographical proximity can lead to the development of "clusters" that can lead to competitiveness through gains from external economies of scale.¹⁷⁰

Accordingly, cluster perspectives have increasingly gained significance regarding regional economic policies and strategic spatial development processes. Michael Porter, one of the originators of the cluster concept, defines the term as follows:¹⁷¹

"Clusters are geographic concentrations of interconnected companies, specialized suppliers and service providers; firms in related industries, and associated institutions (e.g. universities,

¹⁶⁸ Oßenbrügge/Heeg/Klagge (2004), p. 44.

¹⁶⁹ Schubert/Altrock (2004), p. 355 et seq.

¹⁷⁰ McDonald/Vertova (2002), p. 38.

¹⁷¹ Oßenbrügge/Heeg/Klagge (2002), p. 29.

standards, agencies and trade associations) in particular fields that compete but also cooperate.”

Clusters have two defining characteristics; geographical concentration and sectoral specialization.¹⁷² In other words, cluster strategy suggests that investments are made predominantly on selected promising knowledge-based economic branches.¹⁷³ Specialization in particular economic fields can lead to organizational improvement and technological innovation. Specific knowledge concentrated in one area can act as a pull on labour and other resources such as capital; additionally sectoral concentration can facilitate the interchange of information and knowledge between universities and other research centres and between customers and suppliers.¹⁷⁴ Whereas the tendency towards globalization appears to reduce the significance and relevance of local regions, regional clustering of leading firms is found almost every national economy in the world.¹⁷⁵ In the European context, a successful cluster strategy can be illustrated by the Munich case. In Munich, the concentration in the sectors of IT, Biotechnology and Media has shown continuous success with respect to economic commercialization and administrative efficiency and competence.¹⁷⁶

Considering Hamburg’s economic competences and potential developable industries which were already elaborated in the “strengths” and “opportunities” parts of the SWOT analysis in sections V.1.1.1 and V.1.3.1/2 respectively, Hamburg’s systematic specialization in logistics, IT, media, life sciences, aviation industry as well as in China and Baltic Sea competences can lead to the achievement of high economic and employment growth rates. In the light of Hamburg’s current financial position, it seems logical that the government especially support particularly promising economic sectors. Moreover, the foundation of a governmental body with the aim of providing coordination between various actors such as universities, research organizations and business enterprises concerning each specialization sector may foster efficiency. The scope of coordination may include the education of required work force for each economic cluster, technology transfer, search for implementation of potential additional clusters, improving cooperation among universities, research institutions, business enterprises etc., handling the particular problems specialized economic sectors etc. Apart from its positive economic consequences, cluster strategies may also bring about a positive regional image for

¹⁷² McDonald/Vertova (2002), p. 39.

¹⁷³ Schubert/Altrock (2004), p. 361.

¹⁷⁴ Brown/McNaughton (2002), p. 23.

¹⁷⁵ Brown/McNaughton (2002), p. 3.

¹⁷⁶ Oßenbrügge/Heeg/Klagge (2004), p. 47.

Hamburg, accelerate the settlement of new firms in relevant specialized branches and attract qualified work force into the city.

Secondly, Hamburg's economic policy mix should be aimed at making more investments in science and education. Attaining sustainable development, remaining competitive and achieving prosperity depend considerably on the education and research infrastructure of a region. Considering the shortcomings of higher education institutions, deficits in the labour market and the reality that educational motive is a chief factor for making spatial decisions, Hamburg State Government should improve the educational as well the research conditions in the city. Similarly, the gap analysis based on the findings of the survey also supported this necessity. As a suggestion, in line with the promising future economic sectors to be specialized, the local government may set priorities for the education and research fields to be invested.

Thirdly, improving the labour market conditions and occupational perspectives in Hamburg should be again set as a priority by local policy-makers. Similar to the SWOT analysis, the findings of the survey underlined the expectations of Hamburg citizens for the improvement of occupational perspectives and labour market conditions in the city. At this point, the realization of investments in education may have a positive effect on eliminating unemployment in Hamburg. German Confederation of Trade Unions, Regional Area North, confirmed the significance of education for the future:

“Labour market policies should aim at increasing the qualifications of the unemployed Hamburg citizens through trainings and supporting vocational training possibilities. Furthermore, business enterprises should offer intern trainings so as to increase the skills of their employees.”¹⁷⁷

VI.4 City Marketing Strategies

Marketing strategies can be used as a tool for increasing the attractiveness of a region/city as well as achieving growth in that through city marketing approaches, a particular place can be differentiated from its rivals. Considering the competition among regions for factors of production, cities and regions with unique identities may enjoy additional competitive advantages and enhance their domestic and international attractiveness. In this respect, city marketing refers to the profiling of a city as a location of economic activities, residence and

¹⁷⁷ Yılmaz (15.11.2005).

tourism for relevant target groups¹⁷⁸ such as business enterprises, investors, entrepreneurs and diverse citizen groups (starters, migrants, re-urbanites etc.). It includes emphasizing on the specific position of a city in comparison to other cities, maintaining the image of the city and increasing the acceptance of administrative actions among citizens.¹⁷⁹

In commercial marketing, one of the key concepts is branding. The American Marketing Association defines a brand as a name, term, sign, symbol or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.¹⁸⁰ A brand conveys a specific set of features, benefits and services to buyers. It is a mark, a tangible item, which says something about the product. Brands bring to mind certain product attributes, they remind benefits, they correspond to the values of people and they project personality. Hence, by developing a set of meanings or associations, branding strategies try to influence people's perception and to convince them to prefer one particular brand to others/competitors.¹⁸¹

Considering the fact that a brand is formed by positive prejudices; by the existence of collective positive ideas about an offer,¹⁸² branding strategies can be applied for a city in an effort to improve the city image, enhance (international) attractiveness and differentiate the city among its competitors, although it is not a commercial product. According to the brand advisory firm Brandmeyer in Hamburg ("Brandmeyer Markenberatung, Hamburg"), Hamburg has already established positive perceptions in the minds of individuals and business people. To illustrate, Hamburg is regarded as a "beautiful city dominated by water", perceived as "international", "cosmopolitan" and "shaped by trade and merchants" across Germany. Similar positive prejudices are also present in the international level such as "maritime city" and "one of the major ports of the world". These positive prejudices mainly stem from Hamburg's specific characteristics such as trade and commerce, culture, sightseeing, leisure etc.¹⁸³

Set up in 2003 with the aim of optimising the city's location marketing and systematically enhancing Hamburg's international attractiveness, Hamburg Marketing GmbH is a joint

¹⁷⁸ Ebert (2004), p. 1.

¹⁷⁹ Beyer (1995), p. 22.

¹⁸⁰ Kotler (2002), p. 188.

¹⁸¹ Kotler et al. (1999), p. 571 et seq.

¹⁸² Pirck (2005), p. 6.

¹⁸³ Pirck (2005), p. 6 et seq.

venture between the local government and Chamber of Commerce.¹⁸⁴ According to them, although not easy, branding a city is possible:

“It is not easy to brand a city because unlike a product brand, a city has a variety of characteristics, heterogeneous facets and it is also filled with life. The main thesis is that the positive prejudices should be communicated both in the national and international level.”¹⁸⁵

As a city marketing strategy, the city brand should communicate the relevant and unique strengths of the city and create positive perception in the minds of people. At this point, the communication of soft locational factors plays a key role. Major European cities are endowed with similar hard locational factors; accordingly it is the quality of soft locational factors that plays a pivotal role in differentiating the city from others. Based on the findings of earlier chapters, the “Brand Hamburg” can be currently profiled with the following attributes:

- An International Location for Economic Activities: emphasizes on the economic strengths of Hamburg, promising economic sectors (logistics, aviation, life sciences, IT and media) the port and its relations to China and the Baltic Region.
- A Green Metropolis by Water: refers to the environmental quality of Hamburg, vast green areas, its situation by water as well as attractive landmarks.
- Metropolis of Culture and Entertainment: includes public festivals (such as the birthday of the port (“Hafengeburtstag”), the Christmas market etc.), cultural events, shopping possibilities, sport facilities and leisure activities.

Accordingly, in order to communicate the strengths of Hamburg, seven channels can be suggested.¹⁸⁶

1. Municipal Policy & External Relations: As a communication channel, city governments can use their relations with local and external communities and decision-makers. A good relation with local companies and organizations, central government, neighbouring cities or states and even with other countries is a success factor for a branding strategy.

¹⁸⁴ Bürgerschaft der Freien und Hansestadt Hamburg (2003), p.1; Pirck (2005), p. 6.

¹⁸⁵ Holst (20.11.2005).

¹⁸⁶ Placebrands Ltd. (16.11.2005).

2. Private Sector and Institutions: The links between the city and particular companies, products, national or international institutions etc. help to provide a positive perception of the city and to attract visitors, investors, potential residents etc. into the city.
3. Tourism, Conventions and Events: Apart from their direct economic benefits, tourism, conventions and events are the most actively and widely expressed elements of a city brand which result in again positive perceptions.
4. Investments and Projects: Investments in major (infrastructure) projects or in particular economic sectors (such as cluster approaches) influence the city brand and generate such perception that it is worth living/working in that city.
5. Culture, Heritage and Landmarks: The history of the city, its heritage and its landmarks such as architecture, monuments, natural features and cultural infrastructure can have a significant influence on the perception of tourists, citizens, investors, institutions, foreigners etc.
6. Education and Sports: Since local educational institutions and sport clubs often play an important role in the popularity of a city, they can be considered as other communication channels.
7. People: Lastly, the interaction of local citizens with the people visiting their city may improve the opinions or thoughts of visitors. Similarly, this can also happen when residents of a city visit another (foreign) city. However, it is vital that the residents of a particular city take pride in where they live so that they can reflect their satisfaction to those living anywhere else.

As for future marketing strategies, it can be suggested that depending on the future improvements in Hamburg's education and science infrastructure, the Brand Hamburg can be additionally profiled as a "Metropolis of Research and Knowledge". Similarly, the specialization in further economic sectors may add up to the positive image of Hamburg as an international location for economic activities. From this perspective, regional specialization and investments in science and education that were mentioned as economic policy suggestions are also relevant for marketing strategies. Another suggestion would be the organization of major events and projects. Such events and projects have a nationwide image function in that they represent the modernity and open-mindedness of a city and communicate

a clear city profile both internally and externally;¹⁸⁷ hence they can be used as major tool for increasing international attractiveness. At this point, Barcelona can be given as an example. In the context of the Olympic Games in 1992, Barcelona was profiled as a capital of culture and tourism and that profile was communicated by city forums. Although the Olympic Games were a symbol of international orientation for Barcelona, they were used as a starting point for initiating investments in the fields of art and cultural events by policy-makers. Hence, Barcelona succeeded in becoming an internationally attractive location.¹⁸⁸ Based on the Barcelona example, Hamburg can profit from the city development projects. The HafenCity, a Leap across the Elbe, the International Horticultural Exhibition 2013 and International Construction Exhibition 2013 will certainly improve the image of the city, and by means of these projects, Hamburg can be profiled as a metropolis of modernity and innovation. Apart from city development projects, Hamburg may take the advantage of World Soccer Cup in 2006 which is going to take place in Germany so as to increase its international attractiveness, since many countries will attract their attention to Hamburg during the cup.¹⁸⁹

As Hamburg hosts international events such as congress or activities, the international recognition will gradually increase. Accordingly, government policy should aim at providing the necessary conditions for the organization of such international events in the city.

VI.5 Concluding Remarks

This chapter discussed the policy and strategy suggestions for achieving prosperity in Hamburg in the era of globalization. Based on the findings of earlier chapters, the chapter concentrated on the expectations of population groups, residential market strategies, economic policies and city marketing strategies so as to attain economic development, population growth and (international) attractiveness in Hamburg in the future.

Accordingly, it was mainly suggested that the future policy mix of Hamburg should primarily include providing flexible residential conditions for relevant population groups without distorting social balances and the ecological environment with a special focus on families with children, specializing in particular promising economic fields, realizing more investments in science and education, improving occupational perspectives in the city and communicating the unique and positive strengths of Hamburg both internally and externally.

¹⁸⁷ Oßenbrügge/Heeg/Klagge (2004), p. 53.

¹⁸⁸ Oßenbrügge/Heeg/Klagge (2002), p. 119.

¹⁸⁹ Holst (20.11.2005).

CHAPTER VII

Conclusion

In the era of globalization, regions and cities are in competition so as to attract business enterprises, new citizens, qualified employees and investment streams in order to achieve prosperity within their borders. In this sense, the national and international attractiveness of a city or region plays a key role in achieving growth and development.

While thinking of the development of a city, population growth is often mentioned. Besides, economic growth also leads to population growth in that a flourishing economy brings about new workplaces for people, new chances for companies, investors and entrepreneurs. Nevertheless, concentrating merely on economic and population growth is not sufficient for assessing the development level of a city or region because development is also a process occurring in the minds of people. It is closely related to the quality of life and it includes improvements in such conditions as education, leisure, culture, sport etc. that are available in a given region or city.

Hamburg has traditionally been an important city in North Europe and its significance has continually increased in the context of the EU and globalization. It has a leading national position from an economic perspective and its ecological environment, landmarks and the variety of leisure activities are always admired. However, relying on its strengths may bring about disappointment for Hamburg in the future because the new world order characterized with intensive competitive necessitates the formulation of long term strategies in an effort to cope with future challenges and to take the advantage of potential chances.

Hamburg should be in such a position to offer flexible solutions to the diversified needs and expectations of various population groups without distorting social balances and strive for mitigating the current problems regarding residential conditions, occupational perspectives and education institutions. Supporting selected industry branches, realizing investments in science and education and hosting international events are bound to provide Hamburg with

future development chances. Above all, the communication of Hamburg's strengths domestically and internationally through various channels is vital for enhancing its attractiveness.

Political strategies aiming at increasing the (international) recognition of Hamburg and achieving development in the city should have a long term perspective in that politicians should not only focus on maximizing their votes in the short run and the measures taken should not be at the expense of future generations without sacrificing sustainability.



Die zukuenftige Entwicklung und Attraktivitaet Hamburgs [Diese Umfrage verlassen >>](#)

1. Herzlich Willkommen!

Liebe Hamburger und Hamburgerinnen,

wie attraktiv finden Sie Hamburg?

Mein Name ist Tolga, ich bin 25 Jahre alt und ich komme aus der Tuerkei. Ich bin Student im 4. Semester an der Universitaet Hamburg, Fakultaet Wirtschafts- und Sozialwissenschaften, Master Programm „International Business Administration“. Das ist die ehemalige HWP. Hier studieren bis zu 27 verschiedene Nationen zusammen mit deutschen Kommilitoninnen und Kommilitonen.

Hamburg hat mir viel gegeben und ich moechte gerne etwas zurueckgeben. Ich schreibe meine Diplom-Arbeit ueber die Attraktivitaet Hamburgs. Dazu lade ich Sie ganz herzlich ein, an meiner kleinen Umfrage teilzunehmen.

Diese Umfrage besteht aus 3 Teilen:

Teil A sind ein paar statistische Daten.

Teil B beinhaltet die Fragen, wie Sie Hamburg heute sehen und beurteilen.

Teil C stellt die Fragen zu einer „idealen“ Stadt. Hier koennen Sie die Vorschlaege gewichten, die Ihnen besonders am Herzen liegen.

Die Umfrage umfasst insgesamt 14 Fragen und die Beantwortung wird maximal 5 Minuten dauern. **Bitte beachten Sie, dass der Fragebogen so programmiert ist, dass Sie ihn erst dann abschicken koennen, wenn Sie alle Fragen, die mit einem (*) gekennzeichnet sind, beantwortet haben.**

Ich freue mich, wenn Sie bei dieser wissenschaftlichen Arbeit mitmachen.

Die Ergebnisse dieser Umfrage werden ab 15.12. auf dieser Web Seite veroeffentlicht.

Vielen Dank. Es ist absolut sichergestellt, dass Ihre Daten vertraulich und anonym verarbeitet werden.

Fuer weitere Fragen stehe ich Ihnen, aber auch mein betreuender Dozent, Herr Dipl. Kfm. Wolf-Bernhard Kersten gerne zur Verfuegung.

Mit freundlichen Gruessen.

Tolga Tuzcuoglu
E-Mail: tolga@gmx.de

Dipl. Kfm. Wolf-Bernhard Kersten
E-Mail: wolf.kersten@gmx.de

Weiter >>

Die zukuenftige Entwicklung und Attraktivitaet Hamburgs

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2. Teil A: Persoenliche Fragen

Bitte kreuzen Sie die passende Auswahl bzw. geben Sie Ihre Angabe an.

Bitte beachten Sie, dass der Fragebogen so programmiert ist, dass Sie ihn erst dann abschicken koennen, wenn Sie alle Fragen, die mit einem (*) gekennzeichnet sind, beantwortet haben.

*** 1. Wie alt sind Sie?**

unter 25

☐

25-30

☐

31-35

☐

36-40

☐

41-45

☐

46-50

☐

51-55

☐

56-60

☐

ueber 61

☐

*** 2. Sie sind...?**

maennlich

☐

weiblich

☐

*** 3. Wie ist Ihr Familienstand?**

ledig

☐

verheiratet

☐geschieden/
verwitwet☐

4. Falls Sie Kinder haben, geben Sie die Zahl Ihrer Kinder und deren Alter bitte an.

*** 5. Sind Sie ... ?**

berufstaetig

☐

arbeitslos

☐Schueler/
Azubi/Student☐

Rentner/in

☐

6. Falls Sie berufstaetig sind, sind Sie...?

selbststaendig abhaengig
 beschaeftigt



7. Falls Sie berufstaetig sind, geben Sie hier bitte die Postleitzahl Ihres Arbeitsortes an.

*** 8. Geben Sie hier bitte die Postleitzahl Ihres Wohnortes an.**

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3. Teil B: Ihre Vorstellung ueber Hamburg: Wie benoten Sie...?

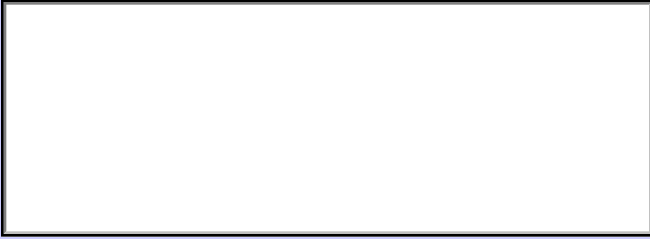
* 9. Wie benoten Sie generell die folgenden Merkmale fuer Hamburg?

1: sehr gut / wichtig / hoch

6: sehr schlecht / unwichtig / niedrig

	1	2	3	4	5	6
das Wohnungsangebot (z.B. Anzahl, Groesse, Lage...)	☐	☐	☐	☐	☐	☐
die Wohnqualitaet (z.B. modern/alt, Ausstattung...)	☐	☐	☐	☐	☐	☐
die Schulen und Kindergaerten (z.B. alle Schul- und Betreuungstypen...)	☐	☐	☐	☐	☐	☐
die Bildungseinrichtungen fuer Erwachsene (z.B. Hochschulen, VHS...)	☐	☐	☐	☐	☐	☐
die beruflichen Perspektiven (z.B. Ausbildung, Jobangebote...)	☐	☐	☐	☐	☐	☐
die Sehenswuerdigkeiten (z.B. Hafen, Architektur...)	☐	☐	☐	☐	☐	☐
die Verkehrssituation (z.B. Anbindungen, Luft-Strasse-Schiene, Verkehrsfluss...)	☐	☐	☐	☐	☐	☐
die Freizeitmoeglichkeiten (z.B. Kultur, Shopping, Kneipen...)	☐	☐	☐	☐	☐	☐
die Moeglichkeiten, Sport aktiv zu betreiben (z.B. mit/ohne Verein...)	☐	☐	☐	☐	☐	☐
Hamburg als einen attraktiven Wirtschaftsstandort (z.B. fuer neue Investoren...)	☐	☐	☐	☐	☐	☐
den Einfluss des Wetters auf die Attraktivitaet Hamburgs (z.B. Sonne, Wind, Regen...)	☐	☐	☐	☐	☐	☐
die Freundlichkeit der Menschen (z.B. Tolerenz, Hilfsbereitschaft...)	☐	☐	☐	☐	☐	☐
die Servicequalitaet der Behoerden (z. B. Loesungsorientierung, Dienstleistung, Schnelligkeit...)	☐	☐	☐	☐	☐	☐
die Sicherheit (z.B. die gefuehlten Vorsorgemassnahmen...)	☐	☐	☐	☐	☐	☐
Hamburg als einen attraktiven Standort fuer Neubuerger/ Zuwanderer (z.B. internationale Ausstrahlung...)	☐	☐	☐	☐	☐	☐
die Kinder- und Familienfreundlichkeit	☐	☐	☐	☐	☐	☐

10. Welche Merkmale fehlen nach Ihrer Meinung? Bitte geben Sie diese an und schreiben Sie Ihre Note dazu.



[< < vorherige Seite](#)

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4. Teil C: Wir fragen Sie hier nach Ihrer Beurteilung einer idealen Stadt.

*11. Bitte stufen Sie **die 6 wichtigsten Merkmale nach ihrer Prioritaet** ein, die Ihre ideale Stadt ausmachen. Die Merkmale sind:

1. Wohnungsangebot
2. Wohnqualitaet
3. Schulen und Kindergaerten
4. Bildungseinrichtungen fuer Erwachsene
5. berufliche Perspektiven
6. Sehenswuerdigkeiten
7. Verkehrssituation
8. Freizeitmoeglichkeiten
9. Moeglichkeiten, Sport aktiv zu betreiben
10. attraktiver Wirtschaftsstandort
11. Wetter
12. Freundlichkeit der Menschen
13. Servicequalitaet der Behoerden
14. Sicherheit
15. attraktiver Standort fuer Neubuerger/Zuwanderer
16. Kinder- und Familienfreundlichkeit

*

Ihre Auswahl

Prioritaet 1	
Prioritaet 2	
Prioritaet 3	
Prioritaet 4	
Prioritaet 5	
Prioritaet 6	

* 12. Wie zufrieden sind Sie generell mit dem Leben in Hamburg? (egal, wo Sie wohnen)

(1: sehr zufrieden; 6: ueberhaupt nicht)

1	2	3	4	5	6
☐	☐	☐	☐	☐	☐

* 13. Wo wuerden Sie gerne in der Zukunft leben wollen?

Hinweis: Als Stadt HH definieren wir die 7 Bezirke: Altona, Bergedorf, Eimsbuettel, Harburg, Mitte, Nord, Wandsbek.

Als Umland von Hamburg definieren wir die 6 Kreise: Pinneberg, Segeberg, Stormarn, Herzogtum Lauenburg, Harburg, Stade.

- ☐ in der Stadt HH
- ☐ im Umland von HH
- ☐ in einer anderen Stadt, naemlich in

14. Zum Schluss haben Sie hier die Moeglichkeit, Ihren ganz individuellen Kommentar zu dieser Umfrage oder zur Attraktivitaet Hamburgs zu schreiben.

Also, nur Mut!

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5. Vielen Dank!

Wir bedanken uns fuer Ihre Unterstuetzung. Die Ergebnisse dieser Umfrage werden ab 15.12.2005 auf dieser Web Seite veroeffentlicht.

Noch eine Bitte: bitte schicken Sie den Link dieser Web Seite an Ihren Freundeskreis per E-Mail weiter.

Je mehr mitmachen, desto sicherer wird unsere kleine Statistik.

Mit freundlichen Gruessen

Tolga Tuzcuoglu, MIBA, Uni-Hamburg

Dipl. Kfm. Wolf-Bernhard Kersten, Dozent, MIBA, Uni-Hamburg

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Status: Enabled

Reports: Summary and Detail

Page Size: Show 100 per page

Displaying 1 - 86 of 86

<<

>>

Go

Welche Merkmale fehlen nach Ihrer Meinung? Bitte geben Sie diese an und schreiben Sie Ihre Note dazu.

<u>1.</u>	Einhaltung demokratischer Prinzipien und bürgernahe Politik durch den Hamburger Senat. Note 6
<u>2.</u>	Grünanlagenangebot 3
<u>3.</u>	Alten und Behindertengerechte Stadt 4 Fußgänger- Radfahrgerechte Stadt 4 Ökologische Stadt 4
<u>4.</u>	Ich würde nicht nur Sehenswürdigkeiten schreiben, sondern auch einen Punkt: "Hamburg als kulturelle Bedeutung für Deutschland"
<u>5.</u>	parkplatzsituation 5 preisniveau 5
<u>6.</u>	Attraktive Alternativen zum Häuschen im Grünen wie sie Berlin durch den Verkauf zentraler Grundstücke (Friedrichswerder, mit Auflagen die Spekulationen entgegenwirken) zu moderaten Preisen geschaffen hat. Die privat finanzierten Stadthäuser mit 2-3 Wohneinheiten schaffen hochwertigen urbanen Wohnraum, mit grossem Identifikations- und Bindungspotential.
<u>7.</u>	Hamburg als Hafenstadt
<u>8.</u>	Hamurg als Hafenstad, Medienstadt und High-Tech Luftverkehrsstandort 1

<u>9.</u>	Erholungsmöglichkeiten (Grünanlagen, Parks etc.) - wichtig Generelle Äußerung: Ehrlich gesagt, ist mir diese Aufzählung zu ungenau, nicht nur in der Ausformulierung der Merkmale als auch in der Beurteilung, denn ein Punkt kann von mir als sehr wichtig eingestuft werden, z.B. Fahrradwege, die aber in HH nur sehr schlecht ausgestattet sind. Wo also jetzt ankreuzen? Hier ist die Verknüpfung der Beurteilungsmaßstäbe gut/ wichtig problematisch.
<u>10.</u>	Umgang und Betreuung von Senioren: 4
<u>11.</u>	kulturelles Leben in den Stadtteilen für Familien
<u>12.</u>	Lebensunterhaltungskosten
<u>13.</u>	Ärztliche Versorgung: "2"
<u>14.</u>	Ausstattung mit Erholungsgrün(Wald, Parks) gut Wertschätzung des Grüns im Senat schlecht
<u>15.</u>	keine
<u>16.</u>	Viele Menschen, die in HH arbeiten, wohnen nicht in HH sondern außerhalb. Insofern habe ich Probleme, die Fragen 1 und 2 zu beantworten. Als ich vor 25 Jahren in HH zu arbeiten anfang, war es für eine anwachsende Familie sehr schwierig, zu angemessenen Preisen eine adäquate Wohnung zu finden. Das Schulangebot ist bis heute in der Breite sehr gut. Schlecht ist die Qualität und das Niveau in der Schulausbildung. Dies ist aber weniger eine Sache der Schulen sondern der Schulbehörde, die die entsprechenden Vorgaben entwickelt. Ich wage diese Behauptung als Elternteil, der viele Jahre in den verschiedensten Schulgremien bis zur Elternkammer verbracht hat. Es fehlt eine Aussage zu öffentlichen Nahverkehr. Die Situation schätze ich für HH als wichtig ein(2). In einer Stadt mit steigendem Verkehr ist die Zugänglichkeit unabhängig von einem PKW notwendig, um rechtzeitig und planbar dienstliche oder private Termine zeitgerecht organisieren zu können.
<u>17.</u>	Lebenshaltungskosten, Wohnqualität/Lebensqualität iSv. Luftreinheit etc.
<u>18.</u>	Die Integration der Nicht-Deutschen in die Bevölkerung Note 3
<u>19.</u>	zu 3 keine Aussage möglich Grünangebot Kulturangebot
<u>20.</u>	Lebenshaltungskosten 4
<u>21.</u>	Hamburg ist nicht behindertenfreundlich. Ich sitze im Rollstuhl und sehr oft fehlen rollstuhlgerechte Ein-/Zugänge. Kino, Museum, Behörden, U-Bahn. Dort, wo es Fahrstühle gibt, sind sie oft kaputt oder total "versifft".
<u>22.</u>	kulturelles Angebot Note 2
<u>23.</u>	Die Vorschulen müssten kostenlos sein. Das Kita-Angebot müsste verbessert werden. Es müsste mehr für die Integration von Ausländern getan werden. Es müsste mehr für die Bekämpfung der Arbeitslosigkeit getan werden.
<u>24.</u>	Sauberkeit in der Stadt 5 Polizeipräsenz in den Randgebieten 5 Privatisierung öffentl. Betriebe 5 (Strom, Wasser) Angebot d. öffentliche Verkehrsmittel (Tag und Nacht) 5 Bettlerpräsenz in der Innenstadt 6 zu hohe Kosten f. Grundeigentümer 5

<u>25.</u>	Aufnahme ins gesellschaftliche Umfeld bei neu Zugezogenen: aus Erfahrung sehr schlecht, Note 6.
<u>26.</u>	Wohnkosten: 4
<u>27.</u>	Ärzte und Krankenhäuser 2
<u>28.</u>	?
<u>29.</u>	Kosten für Unterkunft 4 Kosten für Kinderbetreuung 4
<u>30.</u>	---
<u>31.</u>	Qualität der öffentlichen Räume wie Plätze, Parks, Gewege, Straßen Toleranz gegenüber anders Denkenden und Agierenden Orientierung der Hamburg Politik an Prestigeprojekten Unterstützung und Förderung der Benachteiligten (Soziale Gerechtigkeit)
<u>32.</u>	Internationalität 5 = internationale BewohnerInnen + Besucher willkommen heißen = zu wenig international Zielgruppenorientierte Bildung = 5 = zu wenig und ggf. auch zu uneffiziente, kompensatorischen Angebote für SchülerInnen mit nichtdeutscher Muttersprache und aus bildungsfernen Schichten bezahlbare Schul-und Breitensportangebote = 5 zu wenig günstige Schwimmangebote, insbesondere für SchülerInnen Umweltorientierung/günstiger ÖPNV= 5 = HVV-30 Euro - Monatskarte ist leider abgeschafft Einwanderungsstadt = 5 = restriktive EinwanderInnen-Politik Aussenwirkung Hamburger Politik für HamburgerInnen mit geringem und mittlerm Einkommen = 5 = zu Prestige- Leuchtturm-Projekt bezogen attraktive Tourismusstadt Hamburg für SportlerInnen (Radfahrende) = 5 Fahrradfahrbedingungen unterentwickelt Toleranz der PolitikerInnen und Behörden gegenüber andersdenkenden und Benachteiligten = 5= Restriktionen gegenüber Bettler, Migrantinnen u.a.
<u>33.</u>	Lebenshaltungskosten: 4
<u>34.</u>	Multikulturelle Stadt mit vielen Möglichkeiten für Menschen aus aller Welt und solche die daran Interesse haben 1
<u>35.</u>	g
<u>36.</u>	mietpreise: 5
<u>37.</u>	Ausbau der internationalen Wirkung: drei; Ausbau der Stellung Hamburgs in Europa: drei
<u>38.</u>	Nimmt die Hamburger Senatsführung den Willen der Hamburger Bürger ernst (Volksbegehren). 5
<u>39.</u>	Nähe von Großstadt und Natur: 1
<u>40.</u>	grünflächen, parks! Note:2
<u>41.</u>	evtl Hamburg für ältere Menschen? in Großstädten sind die doch oft so einsam... zu Frage 9: Ich finde ich kann nicht alles beantworten, z. B. Schulen und Kindergärten, weil ich davon nichts weiß und hier nicht in der Schule war. Es wäre besser wenn es noch eine Spalte 'kann ich nicht beurteilen' gäbe

<u>42.</u>	- Das Kennen lernen von Menschen -1- --feste Freundschaften, die daraus entstehen bzw. zwischenmenschliche Beziehungen -6- Man macht zwar sehr schnell viele neue Bekanntschaften, aber daraus entwickeln sich nie engere Beziehungen (z.B. Freundschaft, Partnerschaft). Das liegt natürlich nicht an der Stadt selbst, sondern vielmehr an der derzeitigen gesellschaftlichen Situation im Allgemeinen (in Hamburg wohnen die meisten Singles) und natürlich an der Mentalität in Großstädten!?! Ich wohne seit zwei Jahren in Hamburg und komme aus den neuen Bundesländern. Viele meiner Freunde, die auch diesen Schritt gegangen sind oder gehen mussten, wollen wieder zurück in die Heimat. Und das liegt definitiv nicht an dem Heimweh o.ä. Daher ist es wohl ganz oft nicht so einfach für Menschen, die dazugezogen sind, sich in die „Gemeinschaft“ gut einzuleben. Ich hoffe, ich konnte ein paar nützliche Dinge zu deiner Diplomarbeit beisteuern. Liebe Grüße Robert (robert_zastrow@web.de)
<u>43.</u>	Preisniveau im öffentlichen Nahverkehr: 3 - 4 Preisniveau in Restaurants und Theater: 4 - 5 Hohe Arbeitslosigkeit in der Stadt : 3 - 4 HARTZ IV Gesetze in ihrer Auswirkung : 5 - 6 Studiengebühren und Büchergeld/Schulen: 5 - 6 U-Bahn Verkehr nach Mitternacht : 5 - 6
<u>44.</u>	Lebenshaltungskosten 5
<u>45.</u>	Alternative Verkehrswege (z.B. Fahrrad-netz, sichere Abstellmöglichkeiten): 4 Sauberkeit/allg. Erscheinungsbild der Stadt: 3
<u>46.</u>	Attraktivität der Umgebung Attraktivität des Innenstadtbereichs8Inkl. zukünftiger Hafencity)
<u>47.</u>	keine
<u>48.</u>	- eine Gesamtbeurteilung (aber vielleicht kommt die noch) - evtl. Vergleichsmöglichkeit zu anderen Städten
<u>49.</u>	Öffentlicher Personennahverkehr: 5 Behinderten und Kinderfreundlichkeit: 5
<u>50.</u>	Keine Meinung
<u>51.</u>	Das Preisnivaueu (z. B. Wohnungen, Häuser..) viel zu hoch Note 6
<u>52.</u>	Parkplätze.
<u>53.</u>	Kulturangebote Musik-/Theater/Museen/Oper/Kunst etc.etc - Das ist für mich mehr als Freizeit!! Note 2
<u>54.</u>	Ausländerfreundlichkeit 4
<u>55.</u>	Sauberkeit der Stadt - verbessert - 3 Zustand der Straßen und Radwege-teils schlimm - 4 Klima - gut - 2 soziales Engagement der Bürger - gut - 2 Senatspolitik - zupackend - 2 Parkmöglichkeiten in Wohngebieten - schlimm - 4 Einzelinteresse gegenüber Gemeinwohl-zu hoch - 4 politische Entscheidungswege - zu lang - 4
<u>56.</u>	Sauberkeit - seit einigen Jahren verbessert - 3 Parkmöglichkeiten in Wohngebieten - schlimm - 5 Zustand der Fahrradwege - teils schlimm - 4 Klima - angenehm - 2 Senatspolitik - zupackend, Aufbruchstimmung - 2 Zufriedenheit der Einwohner - hoch - 2 soziales Engagement der Bürger - hoch - 2 Einzelinteresse gegenüber Gemeinwohl-zu hoch - 4
<u>57.</u>	Natur

<u>58.</u>	-manche Fahrradwege sind zu eng und viel zu dicht an parkenden Autos, denen man immer beinahe den Außenspiegel abfährt; insgesamt viele Fahrradwege, oft aber nur in mittelmäßigem Zustand
<u>59.</u>	Lebendigkeit der Stadt 4 Abends zu früh nichts los 3
<u>60.</u>	Befragung ist viel zu pauschal, ökologische und soziale Gesichtspunkte sind sehr undifferenziert. Viele dinge sind doch stadtteilspezifisch
<u>61.</u>	Ganztagskinderbetreuung Sprachkurse für Zuwanderer bessere Elbquerung für Radfahrer und Fussgänger preiswerterer Wohnraum mehr Fährverbindungen, auch nach Süden
<u>62.</u>	Nähe zum Meer (Nord- und Ostsee) sowie das viele Wasser (Elbe, Alster)ist meiner Meinung nach wichtig
<u>63.</u>	-Patriotismus ist ansich schön und gut. Und der Grad dessen ist hier genau der Richtige. Jedoch erfährt Hamburg durch eine Politik, wie sie derzeit durch Herrn von Beust betrieben wird sicher keine Erhöhung und Erweiterung des Ansehens in der Bundesrepublik. Daher: politische Grundausrichtung = 5
<u>64.</u>	Natur: Grünflächen, Seen/ Flüsse, Wald,...: 1-2
<u>65.</u>	Kinderbetreuung ist zu verbessern , v.a. für kleine Kinder ab 1 Jahr, preiswerter Wohnraum ist knapp, zu viel Spekulantentum im Baugewerbe (Büroleerstand anstatt familien- und altersgerechter Wohnungsbau), zu wenig günstiger Gewerberaum für Kleinbetriebe, zu wenig Rücksicht auf Naturschutz.
<u>66.</u>	Meine Angelegenheit ist politisch. Ich stamme auch aus der Türkei, wie Sie liebe Tolga und wünsche, dass die türkischen Schülerinnen ohne Kopftuch in die Schule gehen, beim Sport-, Schwimm- und Biologieunterricht teilnehmen. Dafür sollen alle Parteien keine falsche Tolleranz zeigen.
<u>67.</u>	Es könnte auch eine Frage nach der Wahrnehmung der Lebensqualität (was alles betrifft) in der Stadt dabei sein.
<u>68.</u>	Umweltbedingungen (Luft, Wasser usw.) 5
<u>69.</u>	*
<u>70.</u>	Erholungsmöglichkeiten / Grünflächen Parks = 1 Qualität der Luft = 1
<u>71.</u>	?
<u>72.</u>	kostengünstige Wohnungen , genügend Arbeitsplätze, gerechte Tarifröhne für Berufseinsteiger
<u>73.</u>	persöhnlich:mehr skate anlagen!Pipes ramps etc...5
<u>74.</u>	Toleranz und Förderung von Seiten der Stadt gegenüber Minderheiten (Kinder, Arme, Obdachlose, Alte)
<u>75.</u>	preiswerter wohnraum in besseren stadtteilen

<u>76.</u>	Für mich fehlt das Verhältniss zwischen Grünanlagen und Stadt (Sprich gibt es genug Parks, kommt Hamburg als "grüne Stadt" an) Dieses verhältnis ist in Hamburg mit einer 2 zu beurteilen und wird in vielen anderen Städten sehr vernachlässigt
<u>77.</u>	Lärmbelastung 5 Luftverschmutzung 4
<u>78.</u>	Angebote für Jugendliche Kulturelle Einrichtungen (Merkamalsbenotung ist verwirrend: der einfluß des Wetters auf Hamburgs qualität ist sehr hoch, aber im negativen Sinne dswg. habe ich Note 6 gegeben)
<u>79.</u>	keine
<u>80.</u>	Internationale Kulturveranstaltungen, gute Museen, S-Bahn/U-Bahn bis zum Flughafen
<u>81.</u>	1- Soziale Aktivitaeten, Studentvereine, also "social clubs" 2- Gastronomie
<u>82.</u>	keine
<u>83.</u>	- Attraktives und bezahlbares Wohnangebot (Häuser, Grundstücke, große Wohnungen in ruhigen Bereichen) für Familien 6 - Kindergartenplätze 6 - Freizeitangebot für Kleinkinder (Spielplätze, etc.) 6 -
<u>84.</u>	günstiger Wohnraum für Familien
<u>85.</u>	Stadtringe: Autobahn/SBahn. Die Ost/Westverbindungen sind eine Katastrophe, die sogenannten "Ringe" 1, 2 u. 3 ein Witz. Im Freihafen und dem alten Elbtunnel stößt man sich am Wochenende die Nase an den Ein/Ausgängen. Die Stadtbahnen verkehren nachts, wenn überhaupt, nicht in die anliegenden Gemeinden. In der Innenstadt klappen noch immer nach 20 Uhr die Bürgersteige hoch.
<u>86.</u>	Politisch ist Hamburg durch den CDU-Senat, der mit Hilfe von Schill an die Macht kam, für mich äußerst unattraktiv geworden, gerade auch mit der fehlenden Integrationspolitik für Zuwanderer. Also: Politisches Klima: 6 Integrationspolitik: 6 Unterstützung von Frauen: 5

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APPENDIX III: Detailed Analysis of Respondents' Preferences for an Ideal City

Priority 1	Percentage
Occupational perspectives	32.5%
Residence quality	28.3%
Residence availability	10.1%
Leisure activities	5.3%
Friendliness of people	4.5%
Attractive business location	4.3%
Security	3.7%
Schools and kindergartens	3.2%
Children and family friendliness	3.2%
Traffic situation	1.3%
Sightseeing	1.1%
Education institutions for adults	0.8%
Weather	0.8%
Attractive location for newcomers/migrants	0.8%
The possibility of actively going in for sports	0.0%
Service quality of local authorities	0.0%
Priority 2	Percentage
Occupational perspectives	22.1%
Residence quality	20.3%
Residence availability	13.1%
Leisure activities	8.0%
Schools and kindergartens	7.2%
Attractive business location	5.1%
Children and family friendliness	5.1%
Traffic situation	4.0%
Friendliness of people	3.5%
Security	3.2%
Education institutions for adults	1.9%
Weather	1.9%
Sightseeing	1.6%
The possibility of actively going in for sports	1.6%
Attractive location for newcomers/migrants	1.6%
Service quality of local authorities	0.0%

Priority 3	Percentage
Occupational perspectives	14.7%
Residence quality	13.1%
Leisure activities	11.7%
Schools and kindergartens	9.1%
Residence availability	8.5%
Friendliness of people	6.9%
Children and family friendliness	6.7%
Traffic situation	6.4%
Security	6.1%
Attractive business location	4.5%
The possibility of actively going in for sports	4.0%
Sightseeing	2.9%
Education institutions for adults	2.4%
Weather	1.3%
Attractive location for newcomers/migrants	1.3%
Service quality of local authorities	0.3%
Priority 4	Percentage
Leisure activities	15.7%
Traffic situation	13.3%
Security	8.3%
Schools and kindergartens	8.0%
Occupational perspectives	7.7%
Children and family friendliness	7.5%
Friendliness of people	7.2%
Attractive business location	5.6%
Residence quality	5.3%
Residence availability	4.3%
Education institutions for adults	3.7%
Sightseeing	3.7%
The possibility of actively going in for sports	2.9%
Weather	2.7%
Attractive location for newcomers/migrants	2.7%
Service quality of local authorities	1.3%

Priority 5	Percentage
Leisure activities	15.7%
Traffic situation	12.8%
Friendliness of people	10.4%
Security	7.5%
Schools and kindergartens	7.2%
The possibility of actively going in for sports	6.7%
Children and family friendliness	6.4%
Attractive business location	5.9%
Occupational perspectives	4.8%
Residence quality	4.0%
Education institutions for adults	4.0%
Residence availability	3.7%
Sightseeing	3.5%
Weather	3.2%
Service quality of local authorities	2.7%
Attractive location for newcomers/migrants	1.6%
Priority 6	Percentage
Friendliness of people	12.8%
Traffic situation	10.4%
Security	9.3%
Leisure activities	8.8%
The possibility of actively going in for sports	7.7%
Children and family friendliness	7.5%
Sightseeing	7.2%
Schools and kindergartens	6.4%
Attractive business location	6.1%
Weather	5.9%
Education institutions for adults	4.5%
Service quality of local authorities	4.5%
Residence quality	3.7%
Residence availability	2.4%
Occupational perspectives	1.3%
Attractive location for newcomers/migrants	1.3%



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Zum Schluss haben Sie hier die Moeglichkeit, Ihren ganz individuellen Kommentar zu dieser Umfrage oder zur Attraktivitaet Hamburgs zu schreiben. Also, nur Mut!

1.	Für mich eine der schönsten Städte Deutschlands, die allerdings z.T. durch uninspirierte, schlechte Politik in ihrer Attraktivität verschlechtert wird (z.B. Negierung von Bürgerentscheiden, uninspirierte Entwicklung des Standortes HafenCity, schlechtes Schulsystem, falsche Verkehrspolitik)
2.	gute idee! viel erfolg!
3.	Hamburg legt zuviel wert auf das Image nach außen für Industrie und Tourismus. Dadurch kommt es zur sozialen Schieflage. Bildungseinrichtungen für Kinder dagegen wie Kindergärten und Schulen werden aus Haushaltsgründen geschlossen. Im Verkehr hat der Autoverkehr Priorität, Kinder und alte Menschen fallen hinten Runter. Das steigert nicht die Attraktivität für Familien.
4.	Hamburg treibt an und ist interessant. Das Riesen-Handicap Hamburgs sehe ich im regnerischen (nassen) kalten Wetter. Viel Erfolg!
5.	ist alles auch eine frage der alternativen und der lebenssituation. mit eigenen kindern gewinnen andere Punkte zunehmend an bedeutung. andererseits gibt es als attraktivere stadt eigentlich nur Berlin, das ist aber weiter vom meer entfernt und verfügt über einen schwachen arbeitsmarkt.
6.	In Hamburg gibt es viel Schicki-Micki(Mode,Presse,Parties,Frauen, Freizeitmöglichkeiten..) aber keine gute Perspektiven als attraktiver Wirtschaftsstandort. Ohne Arbeit bzw. Kohle kann mann Hamburg nicht geniessen, oder?
7.	Schöne Stadt mit netten Menschen.

<u>8.</u>	Ein wesentlicher Aspekt für die Attraktivität einer Stadt ist ihr kulturelles Angebot. Einen entsprechenden Punkt vermisste ich in ihrer Umfrage. Kultur unter Freizeit zu verbuchen ist mir zu allgemein.
<u>9.</u>	Hamburg hat die große Chance ,mit der Hafencity und der Elbphilharmonie seine Spitzenposition unter den Europäischen Städten zu behaupten .In der Hafencity sollten aber nicht die Fehler gemacht werden wie in der City Nord
<u>10.</u>	Hamburg entwickelt sich mit dem Leuchtturmprojekt Elbphilharmonie und der Hafencity zu einer Europäischen Metropole ,allerdings ist darauf zu achten,daß bei der Entwicklung der Hafencity Fehler vermieden werden ,wie sie bei der City Nord und auch City Süd gemacht wurden.
<u>11.</u>	Momentan gefällt es mir gut in Hamburg zu leben. Ich habe mir einen Freundeskreis aufgebaut, genieße das kulturelle Angebot und die attraktive Wohnlage in Ottensen (ÖPNV Verkehrsknotenpunkt, Nähe zur Elbe). Die Arbeitsmöglichkeiten sind zwar nicht ideal, aber bisher ließ sich immer noch was zum Jobben finden, allerdings sieht es für eine Vollzeitbeschäftigung schwierig aus. Was mir noch fehlt sind gut ausgebaute Fahrradwege!!!, Badeseen in erreichbarer Nähe, eine familien-, bildungs- und ausländerfreundlichere Politik!- Diese Umfrage finde ich viel zu pauschal und ungenau und ich frage mich, was hierbei herauskommen soll! Sorry, ist aber so. Trotzdem viel Spaß bei der Auswertung.
<u>12.</u>	Bin gespannt auf die Auswertung der Umfrage, wie wohl sich die BWA-Bediensteten (oder geht die Umfrage sogar an alle HH-Beschäftigten) in unserer Stadt fühlen.
<u>13.</u>	Mir fehlt das kulturelle Leben in den Stadtteilen; Hamburg ist toll und abwechslungsreich, wenn man sich im Zentrum oder den IN-Stadtteilen aufhält, aber die Vororte sind ziemlich unterversorgt. Schade, weil dort werden die meisten kleinen Hamburger groß.
<u>14.</u>	Sorry, dass ich das so sagen muss, aber mich nervt kolossal der hohe Ausländeranteil! Ich denke dabei an Mümmelmannsberg, St. Georg, Wilhelmsburg, Harburg uvm! Als "Einheimischer" kommt man sich nämlich manchmal komisch vor, wenn man im Billstedt Center als einziger Deutsche an der Kasse des Supermarktes steht und kein Wort versteht. Das kann es doch wohl nicht sein? Muss ich mir als Hamburger vorschreiben lassen, wo ich mich aufhalten darf und wo nicht, warum muss ich mich in meiner eigenen Stadt umwohl fühlen??
<u>15.</u>	Ich finde die Umfrage vom Layout her sehr kreativ und gelungen. Konnte wirklich in 5 Minuten die Fragen beantworten. Auch inhaltlich gibt's auf den ersten Blick nichts zu meckern. Zu Hamburg: nach einer gewissen Eingewöhnungszeit (nach Zuzug) kann man die Attraktivität Hamburgs für sich entdecken, z.B. das super Sportangebot, den schönen Jungfernstieg und dass Hamburg sehr grün ist!
<u>16.</u>	Ich bereue es nicht mal eine Minute, daß ich im Frühjahr diesen Jahres diese Freie und Unkrautstadt verlassen habe und im Kreis Stormarn eine bei weitem höhere Wohnqualität genießen darf !!!!! Hamburg läßt sehr viel zu wünschen übrig, wenn man hier mal hinter die Kulissen schaut oder einfach nur mit offenen Augen durch die Stadt geht !!!! Sorry, aber Tatsachen soll man nicht verschweigen !!!
<u>17.</u>	Hamburg gibt sich gern als Weltstadt aus, ist aber - verglichen mit anderen Metropolen - oft nur kleinstädtisch. Das ist zugleich liebenswert, denn man hat nicht das Gefühl, "Menschenmasse" zu sein.
<u>18.</u>	Diese Umfrage finde ich gut.

<u>19.</u>	es gibt zwar genug Wohnungen, aber sie sind für Familien viel zu teuer
<u>20.</u>	Viel Erfolg!
<u>21.</u>	ich finde es nervig, dass es keine Option gibt - kann ich nicht beurteilen, bzw. eine Frage nicht zu beantworten
<u>22.</u>	Habe den Fragebogen gern ausgefüllt. Hamburg ist eine wunderschöne Stadt, aber leider viel zu teuer und auch auch viel zu voll (zuviele Menschen, zuviel Verkehr).
<u>23.</u>	Hamburg orientiert sich leider zu sehr nach wirtschaftlichen Gesichtspunkten. Darunter leidet die Attraktivität der Stadt. Siehe die neue Einkaufspassage, der viele schöne alte Kontorhäuser weichen mussten. Bäume werden gefällt, wegen angeblich besserer Sicht (weshalb eigentlich?) usw.
<u>24.</u>	Von der Hamburger Politik wird zu viel Wert auf Prestigeobjekte, wie z.B. HafenCity, gelegt, während notwendige Unterhaltungsarbeiten an Straßen, Rad- und Gehwegen unterbleiben. Wenn hier nicht gegengesteuert wird, sieht das Straßennetz zukünftig aus wie 1990 in den ostdeutschen Städten.
<u>25.</u>	eine tolle Stadt, was fehlt ist bezahlbarer großer Wohnraum für Familien in der Stadt. Des Weiteren wäre ein bessere Verkehrsinfrastruktur wünschenswert.
<u>26.</u>	Sorry, ich habe wirklich nur 5 Minuten Zeit...
<u>27.</u>	Es fehlen Fragen zu: Ausländerproblematik, Verödung der Innenstadt, Notwendigkeit v. neuen Shopping-Centern in der Innenstadt, Sauberkeit der Stadt, Häufigkeit v. Demonstrationen, Sicherheitsgefühl i.d. öffentl. Verkehrsmitteln, Problematik in manchen Stadtteilen (Schanze, St. Pauli) Tierhaltung (Chip?)
<u>28.</u>	Bingo. Es hat wirklich nur fünf Minuten gebraucht! Gut auch die Einrichtung der Vorgaben zu Frage 11. Echte Erleichterung bei der Beantwortung. Die Attraktivität einer Stadt - bzw. konkret Hamburg - wird sicherlich auch jeweils subjektiv empfunden bzw. beurteilt. Ich kann im Moment nicht ausmachen, wo Sie diesen Punkt verortet haben bzw. wie dem in der Auswertung Rechnung getragen wird. Ansonsten finde ich alle Fragen verständlich und passend zum Thema. Viel Erfolg. G. Lütjens, HWP-Absolvent 22. Lg. (sic!)
<u>29.</u>	Hamburg sollte etwas offener gegenüber Zugezogenen und etwas an Arroganz gegenüber Mitmenschen ablegen.
<u>30.</u>	Mir ist sehr wichtig, dass eine Stadt viel Grün hat, am Wasser liegt und kein Müll in der Gegend herumliegt. Ich finde deshalb, dass zumindest die Kriterien "Bepflanzung und Sauberkeit" mitaufgenommen werden müssten. Hamburg ist toll und ich bin froh, hier leben zu dürfen.
<u>31.</u>	Der Fragebogen ist gut und durchdacht und animiert durch die überwiegenden Multiple Choice Fragen zum Mitmachen. Ich denke jedoch Sie würden vielleicht ein wenig mehr über die Attraktivität der Stadt für jeden Einzelnen herausfinden, wenn Sie eine Aufforderung eingebaut hätten, zu erläutern, was die persönliche Attraktivität Hamburgs ausmacht. Bei mir z.B. die Mischung zwischen einem sehr guten kulturellen Angebot, Familienfreundlichkeit - wohl auch dem Ort geschuldet an dem ich wohne -, dem metropoenflair und der auch vorhanden Kleinstadt.
<u>32.</u>	Ich liebe Hamburg... weil wir hier so ziemlich alles haben. Viel Grün, viel Wasser und Brücken, diverse Sehenswürdigkeiten, nette Leute und urige Kneipen!

<u>33.</u>	Hauptgrund für den Wegzug aus HH war fehlender, bezahlbarer Wohnraum für eine junge Familie sowie die fehlgeleitete Kinderbetreuungspolitik des Senats. SH kann beides besser.
<u>34.</u>	Ich liebe Hamburg trotz seiner Mängel
<u>35.</u>	Für Singles finde ich Hamburg ganz attraktiv, für Familien halte ich Hamburg nicht so geeignet, es müßte mehr Kinderbetreuungsmöglichkeiten geben. Der öffentliche Personennahverkehr ist relativ gut ausgebaut, als Single braucht man nicht unbedingt ein Auto. Kulturelles Angebot ist gut, ebenso Sportmöglichkeiten. Hamburg hat ein schönes Umland (hoher Erholungswert)
<u>36.</u>	Als geborene Hamburgerin kann ich nur sagen: Hamburg ist die schönste Stadt der Welt!
<u>37.</u>	es wäre schön, wenn Hamburg "Hundefreundlicher" wäre.
<u>38.</u>	x
<u>39.</u>	Hamburg ist die schönste Stadt der Welt. Zwischen Alster und Elbe gelegen mit dem Stadtpark und Pflanzen und Blumen als "Grünes" dazwischen : einfach unbeschreiblich schön !!!!
<u>40.</u>	Hallo Tolga Tuzcuoglu, spannende Idee - diese Befragung. Interessant fänd ich noch die Ergänzung mit der Frage mit Stadtteilen, insbesondere aufgrund der Fragen zum Sprung über die Elbe / Einfamilienhaus-Gebietsausweisung z.B. in Wilhelmsburg etc. / Verwendung öffentlicher Gelder ..., Prestig kontra Bildung ??? nichtkommerzielle Aufenthaltsqualität im öffentlichen Raum ..ist ebenfalls wichtig Rad- und Fußweg sind dringend zu verbessern. soziale Gerechtigkeit / Chancengleichheit, wie schon geschrieben sind wichtige Kriterien.... etc. Schöne Grüße und frohes Schaffen.
<u>41.</u>	Guten Tag, Tolga Tuzcuoglu. Ihre Umfrage finde ich ziemlich spannend und interessant. Leider kann ich in der Kürze der Zeit nur stichworthaft und unzulänglich antworten. Es hätte es gern noch ein bisschen differenzierter (mehr als 5 Min.) (siehe oben, Teil B) und z.B. Aufenthaltsqualität im öffentlichen Raum (Straßenraum, Parks, Wege entlang der Flussläufe etc. ist teilweise sehr schön, wird aber z.Z. weiter privatisiert oder zugebaut.) Weltoffenheit und Internationalität fehlt mir - in vielfacher Weise Intoleranz beklemmt: z.B. gegenüber SkaterInnen auf dem Magellan-Platz (Hafencity), Bettler in der Innenstadt Flüchtlinge etc. Es fehlen mehr Fußweg und Radfahrmöglichkeiten - weniger beeinträchtigt von KFZ-Verkehr Kategorie Werte wie soziale Gerechtigkeit Orientiert ist die Hamburger Politik auf äußerlich wirkende Dinge für besserverdienendes Bildungsbürgertum. Dies ist nur eine Minderheit der Stadtbevölkerung. Es lohnt sich statt die Potenziale seiner "breiten Schichten der Bevölkerung" zu nutzen und zu fördern. "Eat the rich" - ist der Titel eines französischen Films gewesen.... ich weiß nicht ob die Ironie bzw. das was ich meine damit verständlich ist. Frohes Schaffen für Ihre Arbeit. Schicken Sie mir das Ergebnis zu? Schöne Grüße
<u>42.</u>	Hallo! Freue mich sehr auf die Ergebnisse! Tolles Thema! Liebe Grüße aus dem Süden Hamburgs (hurra, wir ziehn bald nach Uhlenhorst!)
<u>43.</u>	Die Umfrage finde ich gut, sehr empfängerorientiert aufgemacht, Klasse. Hamburg ist die schönste Stadt der Welt, morgens um 6.30 Uhr auf dem "Joggingweg" um die Außenalster, was gibt es Schöneres.
<u>44.</u>	Hamburg ist für mich die schönste Stadt, in der ich leben möchte.

<u>45.</u>	Viel Erfolg für die Diplom-Arbeit ;-)
<u>46.</u>	Ich finde schade, dass Hamburg mehr und mehr zu einer Stadt für reiche Mitbürger wird. Hafencity u.ä. Baupläne können sich kaum Leute leisten. Mir würde eine Kinderfreundliche Studentenstadt besser gefallen. Die Frage nach dem Wetter finde ich für Hamburger nicht gut gelungen! Ich liebe diese Stadt auch im Regen Touristen evt nicht
<u>47.</u>	wenn stadt, dann ist hamburg die beste. was noch zu loben wäre, sind die vielen grünflächen, wenn sie denn nicht ein bisschen verkommen sind, wie beispielsweise der schanzenpark. mir persönlich ist es allerdings noch zu wenig grün, es gibt zuwenig platz und zu hohe gebäude - bin eher der landmensch. ein großes problem in hh sind parkplätze für anwohner! es gibt zuwenige, zuviele parkverbotsflächen, keine anwohnerparkausweise; das nervt! in der schanze (wo ich wohne) stört vor allem der gestank und der müll, der zugegebenermaßen wohl von den leuten verursacht wird, die sich hier eh oft ziemlich asig benehmen. trotzdem - thema sicherheit - finde ich es auch unmöglich, dass man hier als friedlicher anwohner ständig angst vor wasserwerfern haben muss. das ist völlig überflüssig und absolut bedrohlich.
<u>48.</u>	Ich finde die Umfrage sehr gut. Hamburg ist eine sehr schöne stadt und hat viele möglichkeiten etwas zu unternehmen.
<u>49.</u>	Eine gute Idee, die Attraktivität Hamburgs zu evaluieren. Wichtig ist für mich, dass Hamburg als zweitgrößte Stadt der Bundesrepublik Deutschland seine Internationalität ausbaut. Ich wünsche Ihnen sehr viel Erfolg bei Ihrer Arbeit. Es grüßt Sie ein ehemaliger HWP-Absolvent.
<u>50.</u>	Ich finde es sehr gut das dass hier angeboten wurde um seine Stadt, das Leben im Allgemeinen darzustellen. Ich hoffe das mit diese Umfrage noch einiges positives bewegt werden kann, wovon wir alle noch profitieren können.
<u>51.</u>	Hamburg ist eine sehr schöne Weltstadt. Sie ist in vielen Punkten attraktiv und man fühlt sich wohl hier zu leben. Das sollte auch in Zukunft so sein und der Senat sollte es sich als Aufgabe machen, dass aufrecht zu erhalten bzw. die Stadt weiter voranbringen. Hamburg ist einer der wenigen Städte in Deutschland, die einem ein Gefühl von Stolz gibt, wenn man hier lebt!
<u>52.</u>	Ich lebe erst seit 5 Wochen in Hamburg, deswegen kann ich vielleicht nicht alles konkret beurteilen. Ich finde Hamburg aber eine sehr attraktive Stadt, da einem hier alles geboten wird.
<u>53.</u>	Es fehlt der Hinweis auf Architektur, und dass Hamburg eine sehr grüne Stadt ist. Die Liebe zu Hamburg kam man nicht nur in den angebotenen Kategorien ausdrücken. Hamburg ist einfach super !
<u>54.</u>	Bei der Prioritätenliste liegen alle Punkte sehr dicht zusammen. Es ist schwierig, hier eine Auswahl und eine Rangordnung zu finden.
<u>55.</u>	Die Umfrage ist nicht sehr differenziert. Ich würde ungern auf meinen Antworten festgenagelt werden. Aber Hamburg ist meine absolute Lieblingsstadt und hier bin ich glücklich - das macht weniger gute Umstände wie Wetter oder Parkplatznot oder so total wett. Ich denke deshalb bin ich vielleicht auch nicht besonders distanziert/kritisch an die Umfrage herangegangen.

<u>56.</u>	Hamburg hat nur wenige Markante architektonische Sehenswürdigkeiten: letztlich nur das Rathaus und den Michel. Dafür hat Hamburg aber sehr schöne Wohngegenden (rund um die Alster, Eppendorf, Winterhude, Elbvororte), ein schönes, durch die Alster und die Elbe bedingtes maritimes Flair. Hinzu kommt ein gutes kulturelles Angebot (Theater und Museen) in der Stadt, viele Ausflugsziele in und um Hamburg hervorragende Einkaufsmöglichkeiten. Man spürt, daß in der Stadt viel (privates) Geld vorhanden ist. Hamburg scheint mir daher weniger eine Stadt für Tagestouristen zu sein, bietet aber ihren Einwohnern sehr viel. Durch die Zerstörung Hamburgs im zweiten Weltkrieg und die Art des Wiederaufbaus sind Hamburg freilich auch viele Narben geschlagen worden. Wandsbek, Barmbek, überhaupt weiteste Teile v.a. des Hamburger Ostens aber auch etwa Altona (etwa Große Bergstraße) sind überwiegend ausgesprochen häßlich. Dort würde ich nur sehr ungern wohnen müssen.
<u>57.</u>	zu Frage 13: Natürlich ist damit nicht der Lebensabend gemeint. Ich möchte irgendwann, da ich ja auch am Wasser groß geworden bin, wieder am Wasser wohnen. Ich befinde mich zurzeit im öffentlichen Dienst und gehe zur Abendschule, um mein Abitur zu erlangen. Mein Ziel ist es möglichst Sportwissenschaften zu studieren, da der Sport eines der wichtigsten Dinge für mich ist. Die allgemeine Situation in Deutschland und auch überall sonst, wird sich in den nächsten 50 Jahren dramatisch verändern (immer mehr alte und kranke Menschen, aufgrund des Bewegungsmangels und der Ernährung). Daher möchte ich gerne dazu beitragen, dass sich viele Menschen mit diesem Thema auseinander setzen bzw. damit konfrontiert werden. Liebe Grüße Robert (robert_zastrow@web.de)
<u>58.</u>	Ich finde es beachtlich, wieviel in unserer Stadt für den Freizeitsport getan wird (Triathlon, Radrennen, Marathon) und freue mich schwer auf die WM. Mir gefällt hier vor allem die Wassernähe, das Grün und die flache Bauweise. An den Radwegen muss was getan werden...
<u>59.</u>	... den haben wir, gel (?) - denn die Einschätzung einer Attraktivität ist von extrem vielen Einflüssen materieller und immaterieller Art beeinflusst. Wie soll ich denn die nicht in EURO und Cent meßbaren Werte in das obige Schema integrieren ?? als da z.B. wären: = * Abgasbelastungen des Straßenverkehrs = * Saubere Luft = * saubere Straßen / Verhalten der Bürger = * Radio-Angebot auf den Ätherwellen = * Überfremdung von Stadtteilen = * Kontakte zu Freunden und Bekannten = * Groß-Sportangebote und Aktionen ATTRAKTIVITÄT schreibt sich sooo vielfältig !!!
<u>60.</u>	ich habe neulich ein paar Tage in Berlin verbracht, mir ist aufgefallen, dass die Menschen (Kellner, Verkäufer) dort meist wesentlich freundlicher sind. Auch ist es einfach abwechslungsreicher.
<u>61.</u>	HAMBURG HAT EIN SEHR BESONDERES FLAIR DURCH DEN HAFEN UND SOMIT SEINE ANSIEDLUNG VIELER INTERNATIONALER FIRMEN UND MENSCHEN. Leider ist attraktiver Wohnraum in HH sehr teuer, die Attraktivität als Wirtschaftsstandort ist gefährdet(viele Firmen verlegen ihren Firmensitz), im Vergleich dazu hat z.B. München eine Vielzahl mehr Konzernzentralen als HH. Die Schul- und Hochschulpolitik läßt zu wünschen übrig. Die Lage HH ist nur für Reisen in den Norden oder Osten attraktiv, ansonsten weite Wege in den Rest Europas. Andere Flughäfen in Deutschland haben deutlich mehr attraktive Ziele in ihrem Flugplan.
<u>62.</u>	Viel Erfolg
<u>63.</u>	Ich wohne gern in Hamburg und fühle mich wohl.
<u>64.</u>	Ich wohne gern in Hamburg und fühle mich wohl.

<u>65.</u>	Hamburg meine Perle, Du wunderschöne Stadt! Du bist mein Herz, Du bist mein Leben, Du bist die Stadt auf die ich kann.... Lotto-King-Karl
<u>66.</u>	zu HH: Hamburg hat vergleichbare 'Probleme' wie viele Bundesdeutsche (Groß)Städte: mangel an Kinder- gärten, hohe Mieten,etc.. Insgesamt hat HH aber eine hohe Wohnqualität (vor allem durch die Lage an der Elbe, viele Grünflächen etc.). Das größte Problem, aus meiner Perspektive ist die Bildungspolitik (sehr !! schlechte Universität, kaum Kinderbetreuung und diese viel zu teuer, immer schlechter ausgestatteten Schulen, überlastete Lehrer, etc.). An der Qualität der Bildungsplotik von heute kann man die Zukunft von morgen 'ablesen'. Hier schneidet HH mangelhaft ab. zur Umfrage: hat mir Spaß gemacht und sie war wirklich so kurz wie angekündigt. Viel Erfolg!
<u>67.</u>	Mieten zu hoch, zu wenig Kneipen in den Aussenbezirken, Immobilienpreise zu hoch, Fahrradwege z.T extrem schlecht, Nahverkehr gut, Parks müssen do erhalten werden- nach möglichkeit neue dazu, mehr günstige Kinderbetreuung(auch Kinderkrippen)
<u>68.</u>	Hamburg ist eine schöne aber auch etwas langweilige Stadt. Veränderungen scheint es - im Vergleich mit bspw. Berlin- kaum zu geben. Das hanseatische, also das Verschlossene und in Hamburger Cliquen denkende, ist mir fremd geblieben; ggü. Neuankömmlingen und teilweise ggü. Neuem ist man mindestens tendenziell nicht aufgeschlossen. Hamburg empfindet sich als Weltstadt. Dies stimmt dann, wenn man sich mit Kiel vergleicht. Dennoch ist HH eine sehr schöne Stadt, v.a. der Hafen und der Jenisch-Park gefallen mir gut. Das es hier nur wenige echte Sehenswürdigkeiten -v.a. aus dem Bereich Politik, Geschichte und Kultur- gibt ist schade. Dennoch sieht man das Bemühen der Menschen HH attraktiver zu machen.
<u>69.</u>	Hamburg meine Perle, du bist die schönst Stadt!! Wenn da nicht dieses Autoverkehrsproblem wäre.. Z.B: wozu Ampeln am Horner Kreisel ? Kreisverkehr statt Ampeln..
<u>70.</u>	Habe keinen Mut
<u>71.</u>	Ich bin Hamburgerin ! Ich liebe mein Hamburg und sogar meinen Stadtteil Altona ! Nur ein echter Hamburger kann Hamburg so lieben wie es ist ! Tolga, ist ne tolle Idee von Dir !
<u>72.</u>	Das schönste an Hamburg ist die Natur: das Grün und das Wasser, die Parks, die Alster und Elbe
<u>73.</u>	HH als Stadt finde ich ganz atraktiv, vorallem die vielen Grünanlagen innerhalb des Stadtgebietes. Diese Umfrage finde ich gut und hoffe, daß sich möglichst viele daran beteiligen, um die Bedürfnisse der Bürger besser kennen zu lernen.
<u>74.</u>	Ich bin nicht unzufrieden und finde Hamburg auch ganz schön, aber bleiben möchte ich hier nicht. Wenn man in eine Wohnung in guter Lage leben will(Ottensen, Schanze, nahe der Uni) braucht man entweder viel viel Geld, ganz viel Glück oder Beziehungen. Zu Bergedorf kann ich sagen, dass das Freizeitangebot ziemlich mies ist. Bergedorf ist eigentlich so schön, aber es gibt keine oder kaum Geschäfte für jüngere Leute oder nette Cafés und Kneipen. Stattdessen gibt es unendlich viele Bäcker und ne Menge Apotheken. 99 cent-Läden sind eigentlich auch nicht schlecht vertreten.

<u>75.</u>	Hamburg gehört zu den schönsten stäten deutschlands und hat einen eigenden flair der durch den hafen, st. pauli und den verschiedenen nationen entsteht der hier zusammentrifft. Es ist leider schade das sich die menschen immer mehr verschanzen, (angeblich Sicherheit) und alles video überwacht wird... Dies führt dazu das die menschen kälter zueinander werden. wenn man zum beispiel auf dem land irgendwo klingelt und nach ner scheibe brot fragt oder ein glass wasser wird einem meist sofort geholfen. in der stadt haun sie einem die tür vor der nase zu. naja was ich damit sagen will das die menschen hilfbereiter seien sollten und nicht an diesen terrorquatsch und kriminalitäts hype hochziehen sollten sondern einfach herzlicher miteinander umgehen sollten. Aber das wird wohl nur ein wunsch bleiben....
<u>76.</u>	Den Wettbewerb mit anderen europäischen Metropolen immer im Auge behalten und sich ständig weiterentwickeln.
<u>77.</u>	Hat weniger gedauert als erwartet und wünsche dem Studenten Tolga viel Erfolg bei der Auswertung. Ich hoffe, dass ich einen Beitrag dazu leisten konnte.
<u>78.</u>	die Umfrage finde hilfreich und gut. Hamburg hat in der Vergangenheit an Attraktivität gewonnen, weil es mehr über sich spricht und sich dem Fremdenverkehr geöffnet hat. Leider ist die Flughafen-Situation trotz aller jüngsten Investitionen international nicht sehr konkurrenzfähig und bleibt langfristig ein Provisorium. Das Luftkreuz Nordeuropas wurde vor 30 Jahren verschlafen bzw. verhindert. Man sieht am Beispiel München, welche Chancen vertan worden sind. Es bleibt nur zu hoffen, das weitere wichtige Standortprojekte nicht mehr an Einzel- interessen oder dem Wachtelkönig scheitern können.
<u>79.</u>	die Umfrage finde ich nützlich und hilfreich. Hamburg ist auf gutem Wege an Attraktivität zu gewinnen. Die Stadt spricht heute mehr von sich und hat sich dem Tourismus geöffnet. Schade nur, dass der Flughafen trotz aller Investitionen international nicht wettbewerbsfähig ist. Die große Lösung Kaltenkirchen als Nordeuropas Luft- kreuz wurde vor 30 Jahren verschlafen/verhindert. Es bleibt zu hoffen, dass nicht andere zukunfts- sichernde Investitionen an Einzelinteressen oder Wachtelkönig scheitern.
<u>80.</u>	Es lohnt sich in Hamburg bewusst zu leben.
<u>81.</u>	Hamburg ist eine der schönsten Städte weltweit. Nicht nur durch die Stadt an sich, aber auch durch die Größe. Es ist eine Metropole die nicht zu groß ist und sich deswegen nicht im Sande verläuft, aber groß genug um nie langweilig zu sein.
<u>82.</u>	die schönste stadt der welt, die grünste deutschlands. mehr brücken als venedig. von blankenese bis wilhelmsburg alles dabei, ob moderne hafencity, schanze, karolinenviertel, ottensen, innenstadt, aez und kiez - alles derbe! viele unterschiedliche lebensstile, die alles ein ganzes ergeben, unser hamburg. i love it.
<u>83.</u>	man erkennt gewisse reize erst, wenn man wegziehen muss und hamburg als "gast" neu erleben kann, obwohl man dort geboren ist. ich hoffe, daß die cdu aus hamburg kein massenwirksames glaskuppel-city ereignis macht, sondern die zeitlosen sehenswürdigkeiten betont, wie alster, elbe, michel, rathaus, speicherstadt etc. und diese pflegt und hegt. der "dom" gefällt mir als nostalgischer kirmes mit modernen highlights auch viel mehr als diese mtv "love world" themen.
<u>84.</u>	Hamburg ist eine Stadt mit vielen Möglichkeiten (Freizeit, Beruf, Natur). HH ist eine Stadt die sich weiterentwickelt, aber den alten Charm nicht verliert. Es ist toll hier zu leben! Die Politik in Hamburg wird immer schlechter!!!! Hamburg ist eine sehr teure Stadt!!!!!!

<u>85.</u>	Hamburg ist lanweilig. das schlecht wetter rÃ¼ckt auf die stimmung der menschen, so dass alle schlecht gelaunt sind. in der woche kann man NICHTS ordentliches machen
<u>86.</u>	Hamburg hat die Vorteile einer groÃen Stadt, sowie die eines Dorfes. FÃ¼r einen schnellen Neustart bietet sich die Stadt aber nicht an, da es Jahre dauert FuÃ zu fassen und hier sehr gefestigte Netzwerke herrschen.
<u>87.</u>	Mir gefiel nicht so gut, dass man jede Frage beantworten musste. Z.B. habe ich wirklich keine Ahnung, ob sich HH als wirtschaftlicher Standort lohnt, musste aber etwas ankreuzen, obwohl ich nicht weiÃ, ob das auch den Tatsachen entspricht.
<u>88.</u>	Ich wÃ¼nsche mir weniger BÃ¼rokratie bei den BehÃ¶rden, mehr online-Abfertigungen und dass die Bildung von Kindern, SchÃ¼lern und Studenten nicht vernachlÃ¤ssigt wird.
<u>89.</u>	da ich sehr natur verbunden bin wollte ich noch positiv bemerken das Hamburg fÃ¼r den status groÃstadt doch im allgemeinen sehr grÃ¼n wirkt, es bleibt aber immer noch ausbaufÃ¤hig
<u>90.</u>	Noch zu wenig kulturelle Angebote Zu wenige LÃ¤den mit live Musik
<u>91.</u>	Mir stinkt die Politik der letzten Jahre, insbesondere im Bildungs- und Sozialbereichbereich und der miserable Umgang mit Migranten, dabei vor allem mit FlÃ¼chtlingen und Asylbewerbern. Mir ist es ein Graus, wenn wirtschaftliche Aspekte alle anderen Gesichtspunkte Ã¼berlagern sollen! Eine lebenswerte Umwelt ist z.B. genauso wichtig!
<u>92.</u>	Ich denke, dass diese Umfrage im groÃen und ganzen eine Checkliste aller ist, die eines Tages einen Umzug planen. Ich mÃ¶chte denjenigen, der diese Umfrage erstellt hat, auf dem Wege zu seiner PrÃ¼fung viel GlÃ¼ck wÃ¼nschen und ihm dafÃ¼r gratulieren. mfg
<u>93.</u>	Ich wÃ¼nsche Dir fÃ¼r Deine Arbeit alles Gute und viel SpaÃ.
<u>94.</u>	Ich bin vor vier Jahren nach Hamburg gekommen. Zuerst verunsichert durch die GrÃ¶Ãe der Stadt, habe ich Hamburg angefangen zu lieben, keine andere Stadt ist so grÃ¼n, so freundlich(auf seine bestimmte Weise). Hamburg ist " meine Perle, du wunderschÃ¶ne Stadt"!
<u>95.</u>	Fuer mich ist Hamburg zusaetzlich eine attraktive Stadt zum Studieren, sowohl an der Uni als auch an der HAW, da eine wichtige Balance zwischen beruflich und privat gegeben ist, so dass man sich in beiden Bereich sehr wohlfuehlt.
<u>96.</u>	Sehr angenehme Umfrage, keine wilden Animationen, klare, verstÃ¤ndliche Fragen, nicht zu viele AntwortmÃ¶glichkeiten.
<u>97.</u>	Gerade HH brÃ¤uchte eine Skater - und Radstrecke, auf der keine oder kaum FuÃgÃ¤nger und vor allem keine Autos unterwegs sind. MÃ¶glichst City-nah.
<u>98.</u>	Gute Arbeit ! Viel Erfolg und GlÃ¼ckwunsch!
<u>99.</u>	Ich finde die Idee zum Fragebogen prima, nur sind die fragen meiner ansicht nach nicht prÃ¤zise genug gestellt, was die antworten gleichermaÃen generell/allgemein werden lÃ¤sst, was differenzierte Schlussfolgerungen aus den Ergebnissen der FragebÃ¶gen zumindest sehr erschweren wird.
<u>100.</u>	*** Viel GlÃ¼ck. Weiter so.

<u>101.</u>	Hamburg ist die schönste und einzige Stadt in Deutschland wo ich gern und zufrieden, allg. glücklich meinen Lebensabend verbringen möchte. Ich wünsche mir von dieser Stadt mehr Bekämpfung der Gewalt. Die Umfrage fand ich gut und übersichtlich. Viel Erfolg!
<u>102.</u>	Im Vergleich zu Bremerhaven ist Hamburg der Hammer !!!
<u>103.</u>	Hamburg ist einfach die schönste Stadt der Welt. Und nicht zu Vergessen: sie ist auch die Stadt der Rekorde! Keine andere Stadt der Welt hat so viele Rekorde aufzuweisen wie unsere Perle.
<u>104.</u>	Hamburg ist eine tolle grüne Stadt, wir hoffen, dass es so bleibt
<u>105.</u>	Finde die Benotungsskala mit sehr gut hoch wenig schlecht usw ungünstigt formuliert
<u>106.</u>	Ich finde Hamburg ist eine eher kühle Stadt, ästhetisch betrachtet schön aber menschlich-sozial eher kühl. Für mich persönlich wiegt der zweite Aspekt viel schwerer und deswegen fühle ich mich in Hamburg nicht so wohl. Außerdem habe ich den Eindruck, dass hier ein massiver sozialer Abbau stattfindet (Kita-Gutschein System, Schulgeld, mögliche baldige Abschaffung des Bafögs, Studiengebührenvorreiterstadt etc.), der es bald nur den gehobenen Hanseaten erlauben wird, ein gutes Leben im Zentrum von Hamburg zu führen. Mich erfüllt dies mit Sorge und dem Wunsch, so bald wie möglich (d.h. nach dem Studium) schnell wieder das Weite zu suchen. Leider!
<u>107.</u>	Zusammenhang mitdem "Sprung über die Elbe" finde ich es nicht sinnvoll, weiterhin immer mehr Container-Stellflächen in der Mitte Hamburgs auszuweisen und Hafenbecken zuzuschütten. Ich glaube, dass die Attraktivität Hamburgs dadurch nicht gesteigert wird. Ich möchte nicht, dass die Elbe weiter ausgebaggert wird, da ich immer mehr und höhere Sturmfluten befürchte, insbesondere für meinen Stadtteil Wilhelmsburg. Öffentlicher Nahverkehr sollte weiter gefördert werden und zukunftsfähige Transportsysteme erprobt werden.
<u>108.</u>	online-Befragung ist gute Idee// zur Politikberatung sind Antworten nur bedingt brauchbar, weil sie an der Oberfläche verbleiben// Vorschlag: nach bestandener Prüfung könnten Sie einen online-Ideenwettbewerb "Was macht HH wirklich attraktiv?" ins Leben rufen und moderieren. Vielleicht sogar Geld damit verdienen ;-)//Hauptproblem der derzeitigen Hamburger Politik ist eine "Hochglanz-Mentalität": Champions-Ligue, Leuchtturmprojekte, Höher, besser, weiter, Spitzenleistungen. Dabei droht die Verpackung wichtiger zu werden als der Inhalt. Zum Wohlfühlen für Bürger und Attraktivität für Neubürgerinnen (Zuwanderer)ist (andere) Substanz erforderlich.// Beispiel: Senatskonzept "Sprung über die Elbe". siehe www.sprung-ueber-die-elbe.de /////
<u>109.</u>	Hamburg wäre sehr viel attraktiver, wenn nicht jeder Scheiß was kosten würde.. sogar ummelden kostet in Hamburg was.. da geht der Herr von Beust abends schön von essen wahrscheinlich. Aber hier ist nun mal die Wirtschaft wichtiger als Nettigkeiten, jedenfalls von politischer Seite.
<u>110.</u>	Hamburg ist definitiv eine attraktive Stadt. Negativ zu beurteilen sind die Hilfsbereitschaft der Beamten (z.B. Finanzamt, Ausländerbehörde), die Qualität der öffentlichen Studieneinrichtungen (Universität Hamburg ist eine schlecht angesehene Uni in Deutschland), die Verbindung zum Flughafen.
<u>111.</u>	Hamburg ist eine stadt zum Wohlfühlen, weil es eine grüne Großstadt ist mit viel Wasser (Alster, Elbe).

<u>112.</u>	schönste stadt der WELT!!!!!!!!!!!!!!
<u>113.</u>	Was soll ich sagen, Hamburg ist eine tolle Stadt und ich könnte mir nicht vorstellen in einer anderen Stadt Deutschlands zu leben.
<u>114.</u>	Hamburg ist die schönste, lebendigste Stadt Deutschlands. Nirgends fühle ich mich so wohl wie hier.
<u>115.</u>	Ich lebe seit 6 Jahren in Hamburg und habe mein Herz an diese Stadt verloren. Ich kann mir zur Zeit keine andere Stadt vorstellen, in der ich lieber leben würde!
<u>116.</u>	ich kennen HH seit über 20 jahren. schuhe kaufen kann man dort besonders gut. umziehen nach HH,nur wenn es guten, preiswerten wohnraum geben würde. leider gibt es den nur in den weniger netten stadtteilen
<u>117.</u>	Hamburg ist die Stadt, in der ich mich am wohlsten fühle. Selbst habe ich mittlerweile schon die eien oder andere Stadt über Städtereisen Firmentagungen, Urlaub usw. gesehen, keine kommt aber vom Lebensgefühl an Hamburg ran.
<u>118.</u>	Ich bin Hamburgerin und habe über 30 Jahre in Hamburg gelebt. Die Stadt ist für Singles und Paare ohne Kinder wunderschön, aber nicht besonders kinderfreundlich. Insbesondere fehlen Angebote für Jugendliche (Treffpunkte). Die Kosten für Schulbücher (seit Sommer 2005) bestätigen diese Kinder- und Jugendfeindlichkeit.
<u>119.</u>	Die Stadt ist wirklich schön, Ihre Umfrage genauso ;-) Als auch eine Studentin wünsche ich Ihnen bei Ihrer DA viel Erfolg. Mit freundlichen Grüßen,
<u>120.</u>	Hamburg gehört zu Deutschlands attraktiven Städten und ist in einem Atemzug mit München und Berlin zu nennen.
<u>121.</u>	Hamburg ist eine der schönsten Großstädte Deutschlands, wenn nicht sogar Europas!!!! Meines erachtens gibt es in keiner vergleichbaren Stadt in Deutschland mehr Grün- und Wasserflächen, als bei uns. Die öffentlichen Verkehrsmittel sind in einem völlig ausreichendem Maße im Angebot. Was nur langsam knapp wird, ist das Angebot an "bezahlbaren" Wohnungen. Es werden immer mehr sogenannte Juppie-Wohnungen gebaut, die ein normal verdienender Mensch nicht mal im Traum bezahlen kann. Auch ufert in meinen Augen der Bau von Büropalästen langsam aus. Damit sollte langsam mal schluß sein. Statt dessen sollte man Wohnungen bauen. Hamburg ist eine wirklich schöne Stadt und ich hoffe, daß sie es auch bleibt. Ich würde hier nur wegziehen, wenn ich es aus beruflichen Gründen müßte. Ich hoffe, daß viele Hamburger an dieser Umfrage teilnehmen.
<u>122.</u>	Die Stadt Hamburg definiert sich allein über den Kosum. Ein Beispiel : der Junfernstieg bot früher für Jugendliche Möglichkeit zu skateboarden in der Innenstadt - jetzt wird er neu gebaut und dann soll wieder nur kaffee getrunken werden und Geld ausgegeben werden.. Die Innestadt ist nach 20 Uhr folglich wieder tot. Es fehlt an Jugendhäusern, Kulturhäuser für die Mittzwanziger und an offen Begegnungsstätten für "normale" Menschen (nicht Hippies). Offene Werkstätten mit breitem Angebot zum Zeichnen, Malen Basteln, Film erstellen fehlen - vgl. "Jugendhaus Mitte in Stuttgart" - das als Kulturhaus konzipiert wurde. Es fehlt an guten Fußballplätzen, Basketballplätzen, die zur offenen benutzung freigegeben sind und nicht den Geruch von Ghetto ausstrahlen . Man vergleiche nur die Sportanlage in Bremen - ein grandioses Projekt : Basketball, Klettern, Skaten, Beachvolleyball, Fußballplätze - alles auf einem Gelände - der ideale Ort für Familien das Wochenende aktiv zu verbringen. Es fehlt an guten Schwimmbädern zu menschlichen Preisen - dank Privatisierung ist die Bäderlandschaft in HH ein Desater, verglichen mit Süddeutschen Möglichkeiten zu klein und zu teuer. Letzendlich fehlt es also an attraktiven Freizeitgestaltungsmöglichkeiten für Bildungsbürger, da nicht zuletzt

	auch die VHs unter Kürzungen leidet. Jede Kulturveranstaltung muß zu einem Event hochstilisiert werden um in den Genuß von Förderung zu kommen. Das traurige an Hamburg ist , dass man um etwas zu erleben immer zum passiven konsumieren gezwungen wird. Zum Glück bin ich noch Studentin, so dass wenigsten durch die Uni noch "input" geliefert wird. Letzendlich ziehe ich für mich einen Umzug gen Berlin durchaus in Betracht, da dort die Möglichkeiten im kulturellen Bereich weiter erscheinen, zumindest werde ich es mal antesten
<u>123.</u>	super
<u>124.</u>	Mir gefaellt die Vielfalt Hamburgs. Die an Menschen, die an Freizeitmoeglichkeiten, die an Aktivitäten allgemein.
<u>125.</u>	Wenniger Gewalt und Crime vor allem Nachts. Günstigere Parkplätze vor allem in der City.
<u>126.</u>	Die Verkehrsanbindung des Hamburger Umlandes bis Itzehoe , Neumünster , sowie Südlich der Elbe ist sehr wichtig und zwar nicht mit Zügen der DB sondern mit S- und U-Bahnen, um die Berufspendler effektiver an die Arbeitsstätten zu bringen. Der Ausbau des Nahverkehrsnetz ist eminent wichtig auch im Hinblick auf die steigenden Energiepreise und den drohenden Verkehrskollaps.
<u>127.</u>	Hamburg ist von den Städten die ich kenne, auch ausserhalb Deutschlands, eine sehr attraktive stadt. Sie hat schöne grünflächen, die Elbe und den Hafen, die Alster. Elbstrand. es gibt alternativere Stadtteile, Strassenkunst(graffiti). Dann schau wir mal was aus der Hafencity wird, evtl wird sie die Attraktivität auch noch erheblich steigern. An der Uni könnte sich noch einiges verbessern, aber ich bleib in hamburg und geh hier auch nicht weg
<u>128.</u>	Hamburg ist meiner Meinung nach nach berlin die zweit schönste Stadt von Deutschland. Die ist sauber, grün, ordentlich aber nicht so insbesondere interessant. Eher für ältere menschen würde ich sagen. Viel Erfolg!
<u>129.</u>	Als ich vor 13 Jahren nach Hamburg bzw. ins Umland zog, fand ich Hamburg noch ganz i.O. und wir nutzten die Angebote der Stadt gelegentlich. Mittlerweile bietet uns Hamburg nichts mehr, das Verkehrschaos ist zum Kotzen und wir fahren lieber nach Lüneburg oder Stade zum Schoppen.
<u>130.</u>	Mir fehlt schönes Wetter, Sonne, frische Luft, freundligkeit Bewohnern, gute Strassenvehrker zB S-Bahn Ring um die Stadt
<u>131.</u>	glaube nicht, daß oberflächliche Fragen wie nach der Wohnqualität oder dem Wohnungsangebot zu einer wesentlich neuen wissenschaftlichen Erkenntnis führen werden. Was soll schon aus der Benotung gefolgert werden. Werden zu wenige Wohnungen angeboten, zu kleine/große, zu teure? Stimmt das Umfeld (Steilshoop, Winterhude?)
<u>132.</u>	selbst als geborener Hamburger leide ich etwas unter der etwas zurückhaltenden Art der hamburger bzw der mangelden hilfsbereitschaft der hamburger untereinander, könnte es mir aber nicht vorstellen hier weg zu ziehen, zumal die Job situation um Hamburg noch schlechter ist!

<u>133.</u>	Wie schon gesagt: Das politische Klima fehlt in Ihrer Umfrage! Außerdem sind mir noch die Medien wichtig, und die sind in Hamburg - Dank Springerpresse - eine Katastrophe. In Berlin gibt es dagegen 20 Zeitungen. Und warum kommen Forschungseinrichtungen und die Universität nicht vor? Dass die den "Pfeffersäcken" nicht wichtig ist, weiß ich, mir ist sie aber wichtig, denn auch sie prägt das Klima einer Stadt. Wie beurteilen Sie denn die Abschaffung der HWP und die Einführung von Studiengebühren?
<u>134.</u>	Hamburg ist - zumindest bei schönem Wetter - eine der schönsten und attraktivsten Städte, die ich kenne, und ich kenne eigentlich alle wichtigen europäischen Städte und einige nordamerikanische Großstädte.

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Ehrenwörtliche Erklärung

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