

## IMAGE OF VORONEZH IN CITY RESIDENTS' OPINION

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The paper presents the data of sociological research which illuminates Voronezh residents' opinion regarding different sides of their city image. The majority of population is more often ashamed rather than proud of Voronezh appearance. They are embarrassed of a slovenly look of the city, but are pleased with its architecture and culture. As to the future, Voronezh residents would like to see their city as a capital of the Central Chernozem Region. This opinion is highly worth considering by the Municipal Administration while developing the city strategy.