

In 2010 we carried out an internal survey among 2.500 inhabitants in the Meetjesland (written survey) and an external survey to question the people in Flanders, outside the Meetjesland (telephonic survey). We interviewed the persons about the region and its brand, but also asked them questions more into depth about their feelings of solidarity, the landscape, social services, public transport, employment, ... The measurement was organized for the first time in 2007. As we choosed the same questions as in 2007, we had the possibility to make a very good comparison between those two periods. The results in 2010 are quite similar to those in 2007. Only the familiarity of the Meetjesland brand increased substantially in the region itself. In 2007 the brand was known by 41% of the inhabitants, in 2010 by 77%. This means an increase of 36% which is interpreted as huge by marketing specialists and Artevelde University College. This means too that the tools, set up to improve our brand awareness are well choosed and will be continued the following years.