

Province of West Flanders performed **an image analysis inside and outside the region** to find out what the strengths are. The analysis consisted of dept interviews combined with target oriented desk research. The inquiry included questions on the associations made with the province of West Flanders.

Besides this, **a zero measurement** was done, consisting of a survey of 500 West-Flemings, evenly spread over the 4 subregions: a starting point and measurement of the current situation (how does the West-Fleming evaluate his region and which is the picture he forms about it). This is done in order to be able to follow up on the evolution that this region will go through. This zero measurement consisted of two parts:

- the degree of applicability on West-Flanders of a large number of statements
- the importance of regional development as a task for the provincial government

At the end of 2001 Allcomm/Yield Solutions (Louvain) were commissioned to conduct research on the image of both the provincial authorities of West-Flanders and the region as such.

The analysis was conducted internally as well as at the external level. All of the deputies were consulted, and this survey was completed with more than **50 in-depth interviews spread over different target groups**, approaching the province from different perspectives. The talks were completed with extra

information through

target-oriented desk research and analysis of the existing materials.

Finally, a communication audit was conducted to gain insight into the various different actions already taken by the provincial authorities in the past.

West-Flanders as a region with all its different aspects and the associations made with it, is analysed at two levels: internally and externally. The image one has of the province of West-Flanders at these two different levels appears to be a strong match..

Brief summary of the results (orientation):

A high score was attributed to all criteria tested. We can therefore conclude that West-Flemings have a positive or very positive impression of their province. This also gives evidence of the proud feelings of the West-Flemings about their own region.

- From the results it can be concluded (average score very positive) that West-Flanders is a progressive, creative and enterprising region with economic potential and with many opportunities for education and entertainment, a region also that is experienced to be offering a high quality of life to its inhabitants. West-Flanders moreover has a wide offer in the cultural and historic field. Positively outstanding are the quality of living and the beauty of the province.

- A fairly positive score was given to easy mobility and the ease to find a paid job.
- None of the statements received a neutral or negative average score. This proves even more how high the degree of satisfaction is amongst West-Flemings with regard to their region.