



PARTNERS IN MARKETING

January 2010 – PIM conducts inhabitant study for the city of Lommel

The past few years, the city council has invested considerably in the modernization and revamping of Lommel. Lommel is an enterprising city with an elaborate range of recreational and touristic facilities. The number of well-equipped business parks guarantees the future economic development.

Partners In Marketing assists the city of Lommel with the execution of an inhabitant study. Lommel wants to involve its residents in an interactive manner to gather their wishes, ideas and suggestions. The inhabitant survey will sound out the findings regarding the different policy matters, in particular living, physical safety and security, environment, health and social care, recreation and leisure activities,... Furthermore, the city council wants to examine the image of Lommel and how the inhabitants perceive the city's new logo and corporate identity.

Individual interviews with the mayor and the bench of aldermen provided a clear picture of the current situation and policy. Partners In Marketing and the city of Lommel also organized several discussion groups with the inhabitants of Lommel. On the basis of these qualitative preliminary inquiries, the themes for the survey were determined. A questionnaire, made-to-measure to the population of Lommel, was drawn up. In order to obtain a broad and representative view, the research team of Partners In Marketing and the city of Lommel opted for face-to-face interviews, an online survey and written questionnaires.

With the research results the city of Lommel wants to gain a clear understanding of which policy matters are handled the right way and which are up for improvement in the opinion of the citizens.

