

10. January 2024

Press office

"What are Bocholt's strengths?"

Online survey launched // Background is brand process // Closing date for entries 4 February

The city of Bocholt has launched a large online survey today. "What are the strengths of the city, what makes Bocholt attractive and worth living in?" is what the city wants to find out from its citizens, but also from people from the region. The survey will be conducted from 10 January to 4 February.

[Participation in the survey](#) takes around 15 minutes. Information will be treated anonymously. The survey is explicitly aimed not only at Bocholt citizens, but also at people from the region who have a connection to the city, including Dutch people. The survey can therefore be carried out in Dutch as well as German.

"This is not about knowledge about Bocholt, but about a subjective opinion. This is very valuable for us, as it is the only way to identify the strengths of the location and thus name the Bocholt brand", according to the city of Bocholt. The city's branding process began last year and is being scientifically monitored.

Further background information can be found at www.bocholt.de/marke.



A bird's eye view of Bocholt: What makes the city attractive? This question is the focus of a survey.

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