

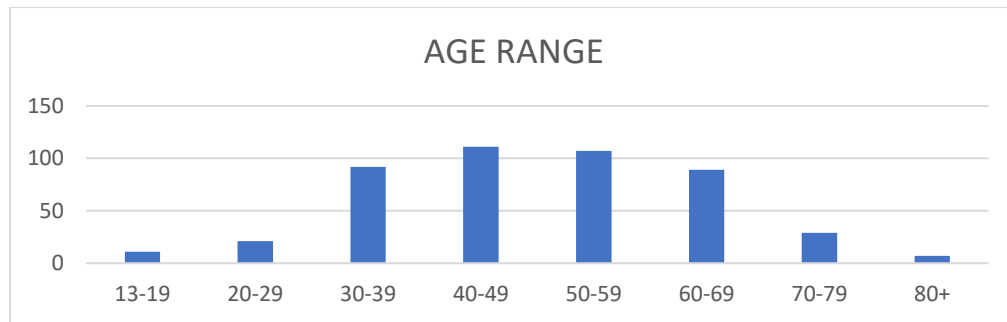
QUESTION OF THE WEEK, WEEK 23 (7-11.6.2023)

NUMBER OF RESPONDENTS: 480

The margin of error is 4 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

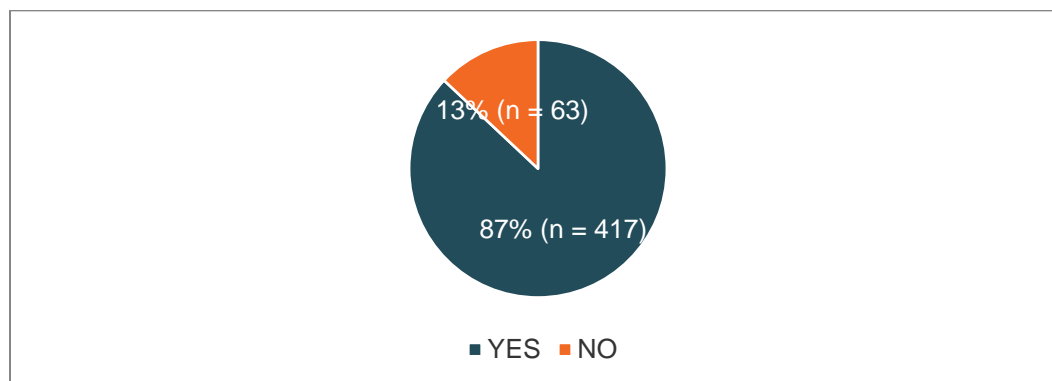
GENDER: 65,6 % women; 33,8 % men; 0,6 % other.

MOTHER TONGUE: 68,9 % Swedish; 29,4 % Finnish; 1,7 % other.



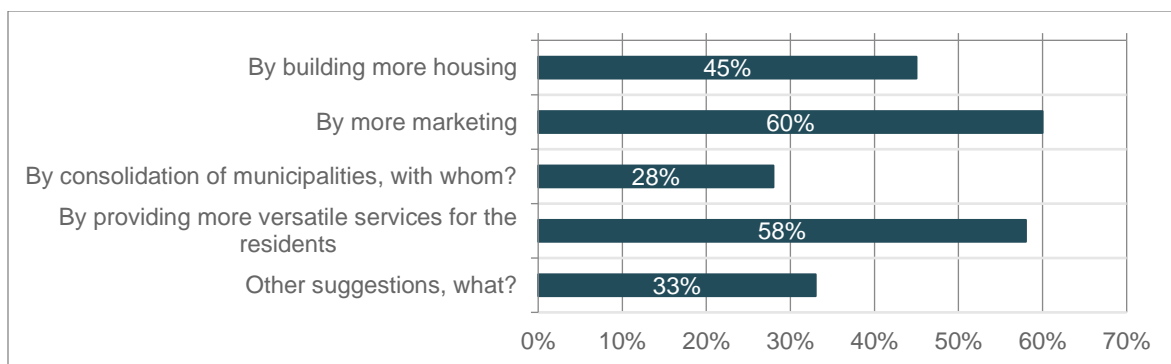
HOW CAN THE TOWN OF JAKOBSTAD GROW?

In this week's question the residents were asked: *"In the current strategy of Jakobstad it is stated that one of the town's four goals is to have 20 000 residents by 2020. Today the town has 19 320 residents. The population in the Jakobstad region (Jakobstad, Larsmo, Pedersöre, Nykarleby, and Kronoby) has increased during the last years and has now approximately 50 000 residents. According to the Jakobstad Region Development Company Concordia's analysis of workforce in May 2023, the private sector alone will be needing 2 500 new employees in the next three years. The industry in the region is very versatile and therefore not as susceptible for trade conditions as municipalities that have a niched industry. The conditions for growth have never been as good as they are now. Should the town do its utmost to get more residents?"* 87 per cent said YES and 13 per cent NO.



Those who said NO were able to motivate their answer, and 46 did. Many thought that the town primarily should take care of its current residents and make sure that the town is pleasant and that the primary service is working.

Those who said YES got the question "how can Jakobstad grow?".



The respondents could choose several alternatives and the majority (60 %) thought that the town can grow *through more marketing*. The alternative *by providing more versatile services for the residents* received second most votes (58 %), followed by the alternative *by building more housing* (45 %). 33 % chose *other suggestions* and had the opportunity to specify and 28 % believed the town can grow *by consolidation of municipalities*, and they also could suggest with whom.

The 33 per cent that had other alternatives for the town to grow were able to give suggestions. A lot of people believe that the town should be made more attractive for Finnish speaking people: better service in Finnish, sort out the school network for Finnish speaking people, educational options (upper secondary education) in Finnish and so on. Many wanted more, cheaper, and more attractive plots for building of new houses. Several people want to make the conditions for businesses and industries better (to attract new businesses, easier processes for building permits and so on). Many also state that the town needs foreign labour and that we should try to attract young people that have moved out to move back.

The 28 per cent that believed the town can grow through a consolidation of municipalities could say with whom, and more than 70 per cent wrote only Larsmo and Pedersöre or either one of these. Some only wrote “neighbouring municipalities”. Nykarleby and Kronoby were also mentioned as alternatives, often together with Larsmo and Pedersöre (which were included in almost every suggestion).

LOTTERY WINNER

213 persons participated in the lottery and the winner of a roundtrip ticket to Mässkär with the Mässkär boat has been notified via email. Congratulations to the winner!

NEXT STEP

This question has given important information to the town’s decision-makers. The report and the residents’ comments are sent to the town’s management group and to the town executive. When the town begins the work of renewing the town’s strategy and making a programme for bilingualism in the autumn, this input from the residents will be very valuable.

More information:

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