

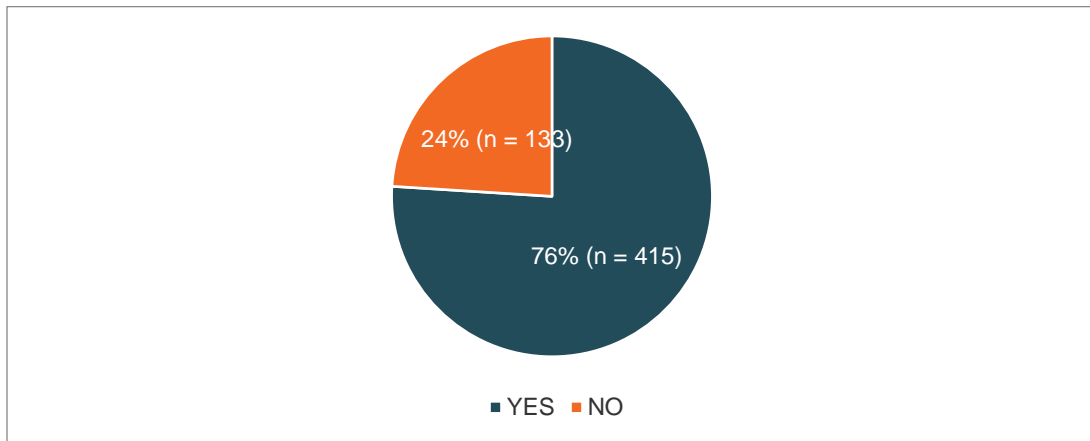
QUESTION OF THE WEEK, WEEK 24 (14–18.6.2023)

NUMBER OF RESPONDENTS: 548

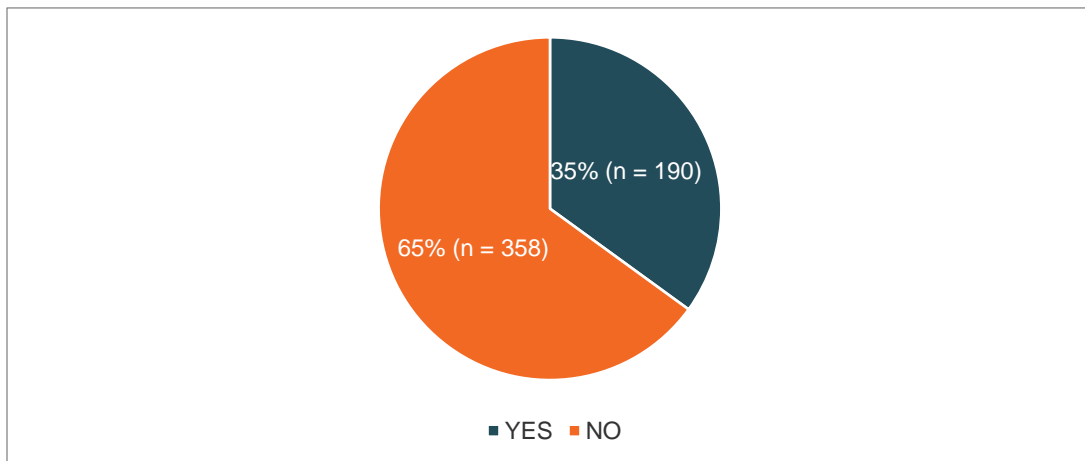
The margin of error is 4 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

THE TOWN'S ELECTRIC CARS

In this week's question the residents were asked "*Did you know that Jakobstads Energi Ab has bought two electric cars that can be used (booked) by the town's personnel during office hours and by anyone in the evenings and at weekends?*"



76 per cent knew about the electric cars. The residents then got a follow up question: *As a private person you can rent one of the cars for 8 euro an hour or 60 euro per day. Would you be interested in renting one of the town's electric cars for an evening or a weekend?*



35 per cent said that they would be interested in renting one of the town's electric cars. The respondents were also able to tell in which neighbourhood they live. Of those interested in renting one of the electric cars 16,5 per cent were living in the town centre (in comparison with 13 % of all respondents to this question living in the town centre), followed by Västermalm (8 %

compared with 7 %), Norrmalm/Skata (8 %/8 %), Skutnäs (6,9 %/6 %), Bonäs (6,9 %/6 %), Kyrkostrand (5,9 %/6 %), Kivilös (5,9 %/5 %).

The respondents could also give their birth year and the age groups most interested in renting one of the cars were

- 50–59 years old (29,6 % of all those interested in renting. This age group represented 23,1 % of the respondents, i.e., +6,5 %)

- 40–49 years old (31,2 % of all those interested in renting. This age group represented 26,6 % of the respondents, i.e., +4,6 %)

All other age groups were proportionally less inclined to renting:

- 13–19 years old (1,1 % and 2,4 %, i.e., -1,3 %)

- 20–29 years old (3,7 % and 4,5 %, i.e., -0,8 %)

- 30–39 years old (16,9 % and 18,6 %, i.e., -1,7 %)

- 60–69 years old (12,7 % and 16,4 %, i.e., -3,7 %)

Those who said NO got the question why not, and most people answered that they have their own car and therefore do not need to rent.

LOTTERY WINNER

245 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 was mainly asked with the purpose of marketing the town's electric cars further. 24 per cent did not know that the town has bought electric cars to be rented. The town has informed about the electric cars on its website and on social media and has received publicity in the local newspapers. It is also remarkable that 35 per cent of the respondents are interested in renting one of the electric cars. It is also worth noting that the willingness to rent the town's electric cars was highest in the age group 40–59 years old and most high in the age group 50–59.