

QUESTION OF THE WEEK, WEEK 12 (20-24.3.2024)

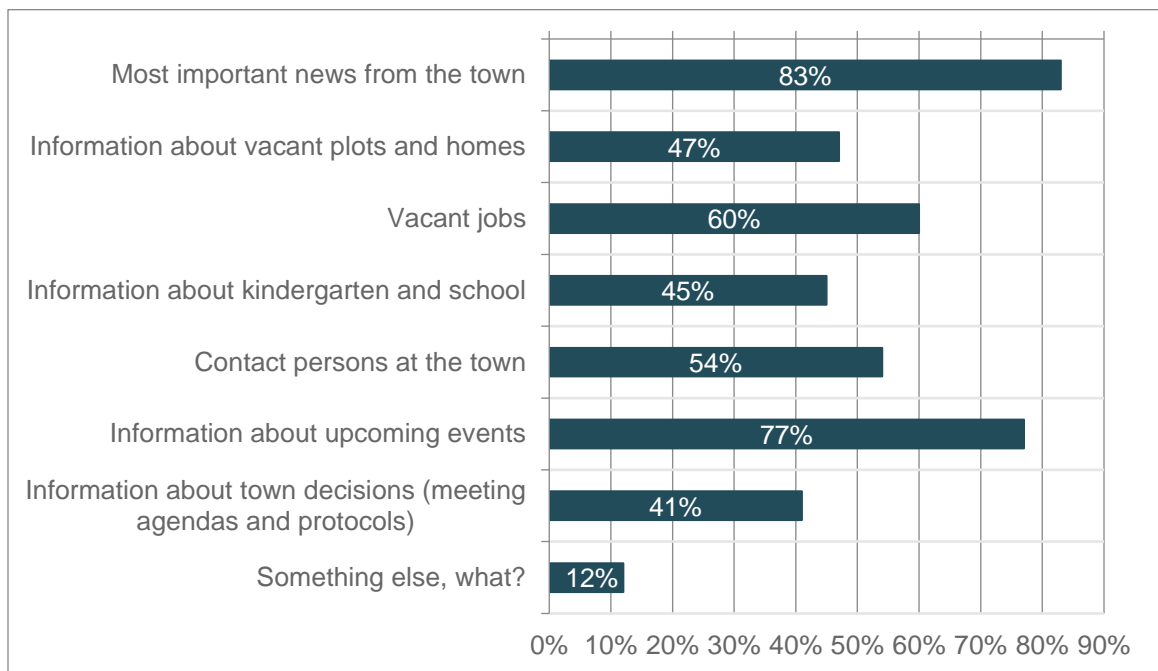
NUMBER OF RESPONDENTS: 438

The margin of error is 5 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

NEWSLETTER FROM THE TOWN OF JAKOBSTAD

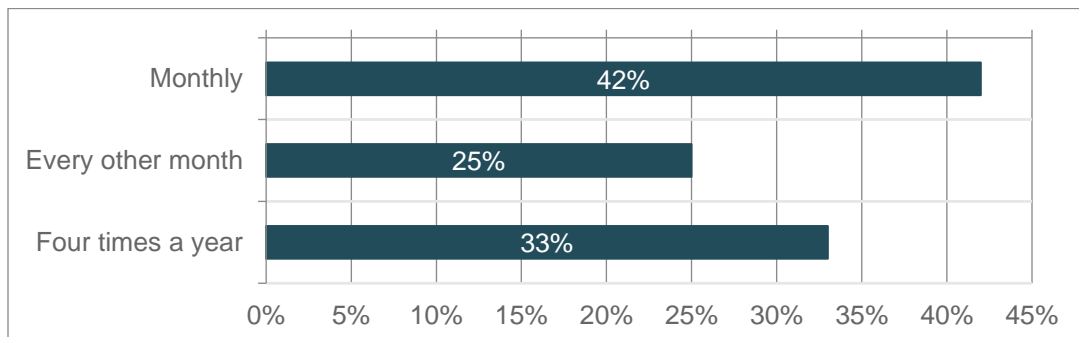
In the Question of the Week the residents were asked: *"The town is considering publishing a newsletter, where the target group is new residents but also the current residents of the town.*

What should the newsletter contain?"

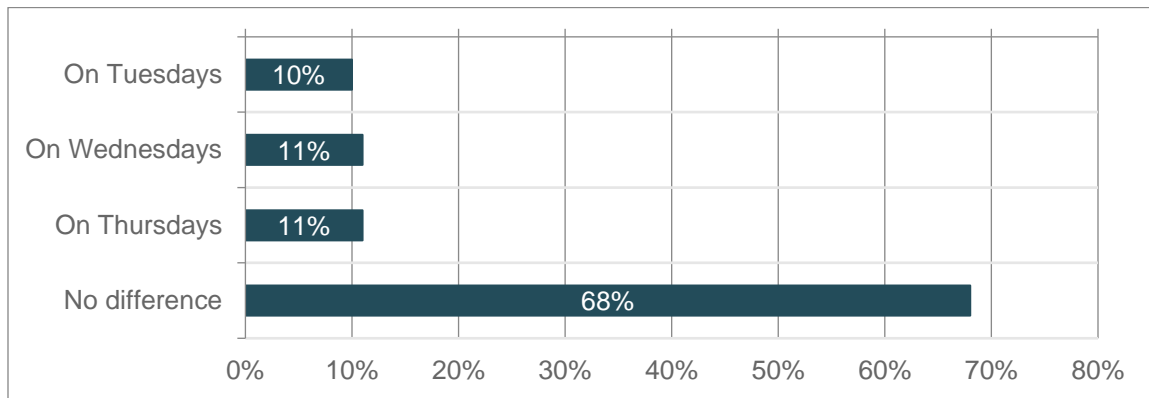


Many suggested that the newsletter could contain information about associations in the town, about hobby and exercising possibilities and leisure activities. Some also wished for interviews with employees at the town and presentations about different departments and functions within the town. Some also wanted information about future plans, upcoming road projects etcetera.

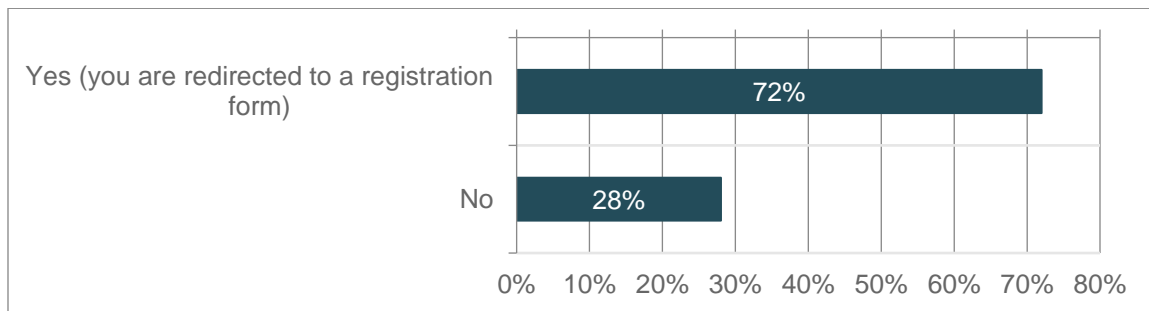
"How often should the newsletter be sent?"



“Which day of the week should the newsletter preferably be sent?”



“Would you be interested in receiving this newsletter?”



316 people were interested in receiving the town’s newsletter.

NEXT STEP

Surprisingly many were interested in receiving the town’s digital newsletter. The next step is to begin planning and marketing the first newsletter, which would be published at the beginning of June 2024. The starting point is that the newsletter would be sent out six times a year.

More information:

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