

# QUESTION OF THE WEEK, WEEK 17 (24–28.4.2024)

NUMBER OF RESPONDENTS: 391

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

## VACANT PLOTS IN JAKOBSTAD

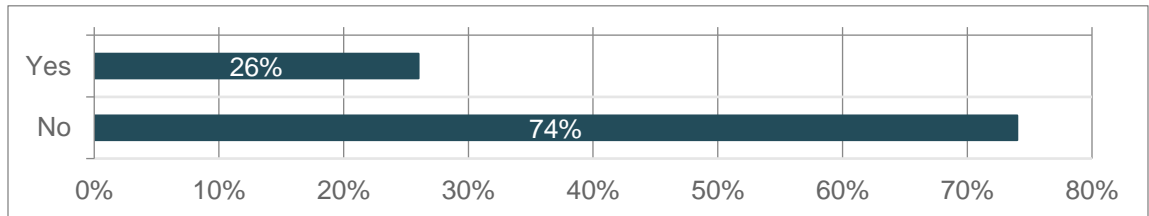
In the Question of the Week the residents were asked: *“The town of Jakobstad has a lot of plots for different uses. Most of these plots are let out on lease to private persons, businesses, and associations. Some are used for the town’s own buildings, and some are still vacant, waiting for suitable users.*

*The town’s plot policy is based on a supplementation of the buildings within the current structure of the town, with plots close to both public and private service. The supply of plots therefore mainly consists of smaller groups of plots or separate plots.*

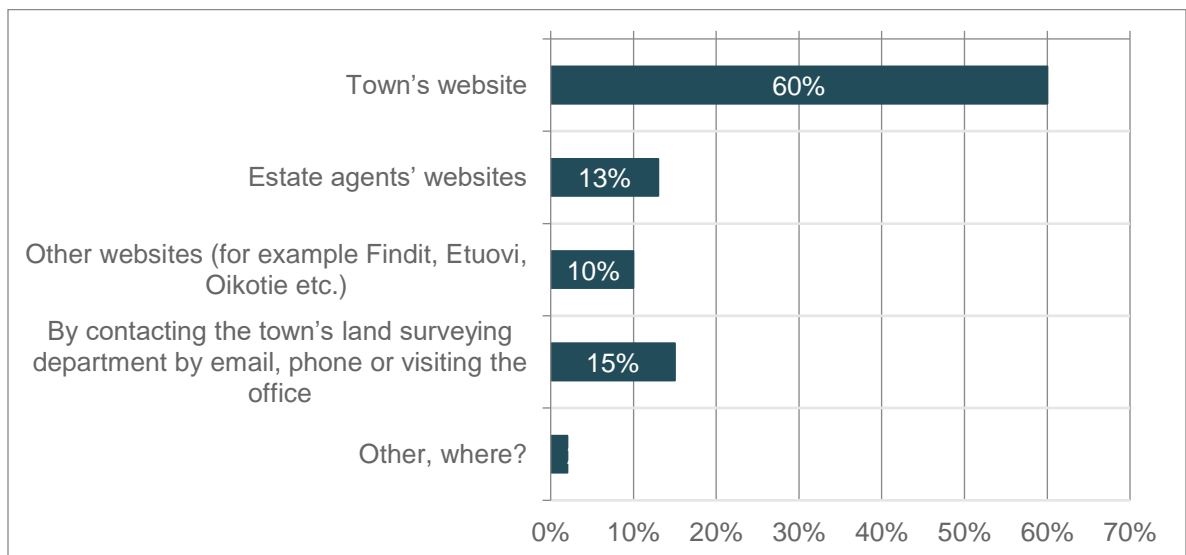
*The number of vacant plots for small houses, terrace houses, and semi-detached houses for each area is seen on the map. More information about the specific plots can be found on the website for the land surveying department (only in Finnish and Swedish):*

<https://jakobstad.fi/boende-och-miljo/tekniska-tjanster/matningsavdelningen/lediga-tomter>

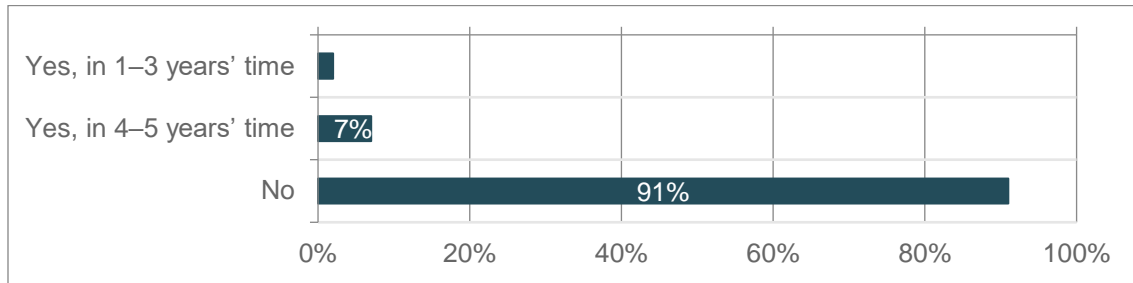
*Are you familiar with the town’s vacant plots?”*



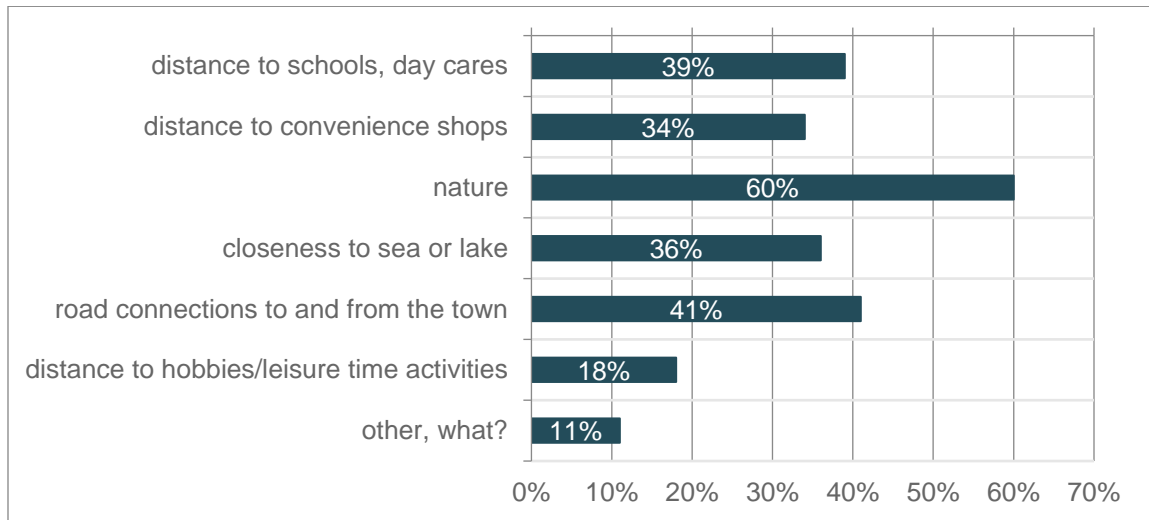
*“Where would you primarily look for information about vacant plots in Jakobstad?”*



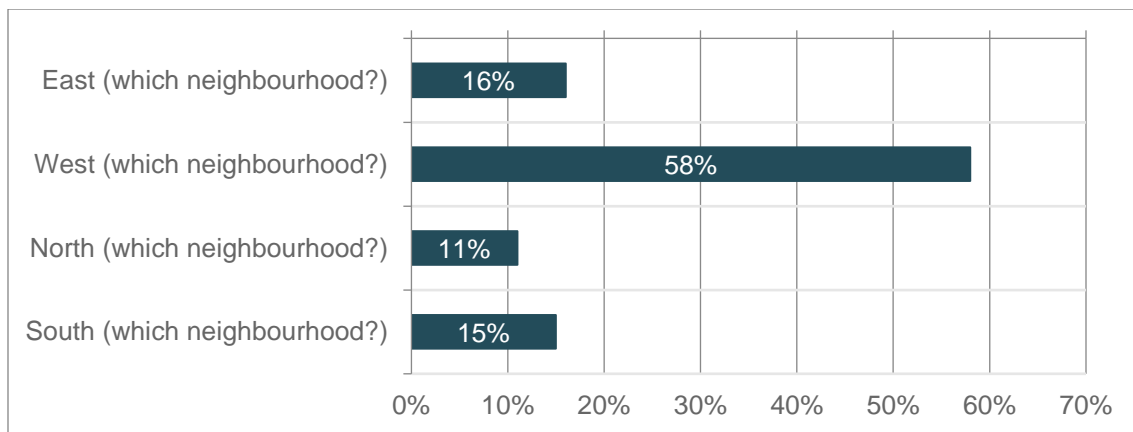
*“Are you planning to build a house in the coming years?”*



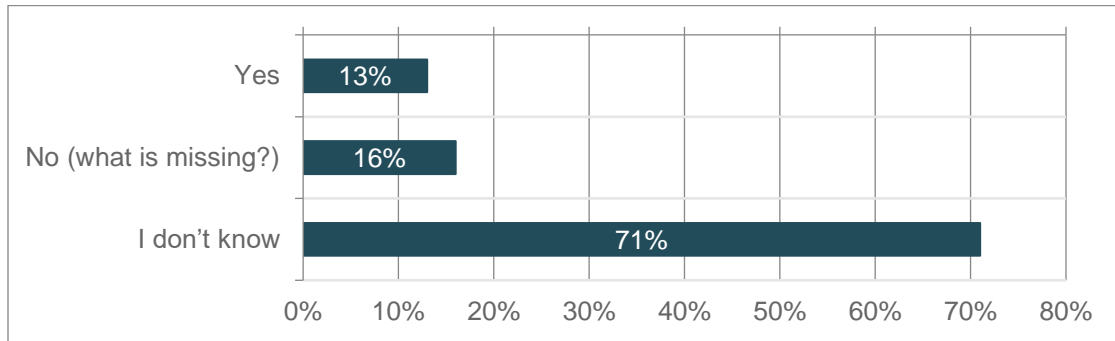
*“Which aspects are impacting your choice of plot? (you can choose several)”*



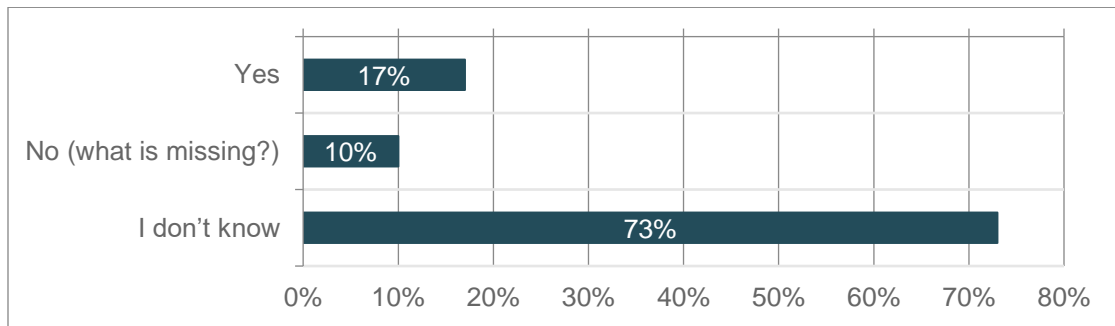
*“In what part of the town would you most of all want to build/live?”*



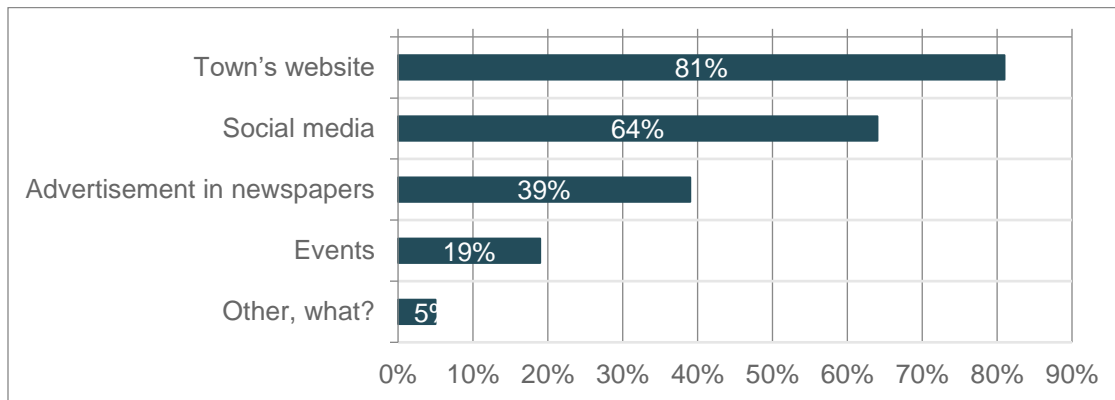
***“Is the range of vacant plots in the town extensive enough?”***



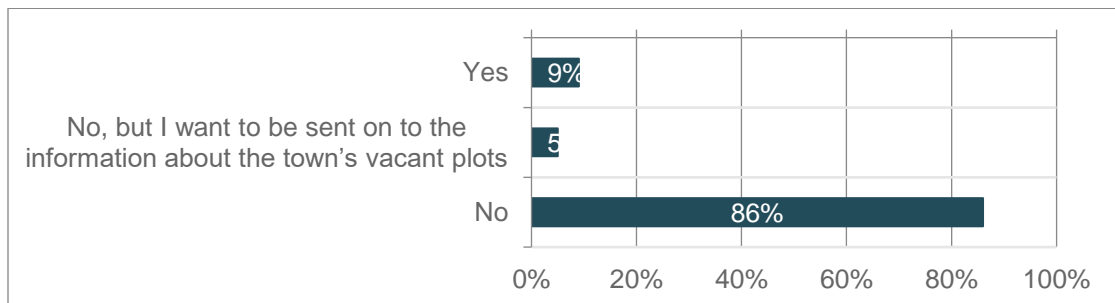
***“Is there enough information about the vacant plots on the town’s website?”***



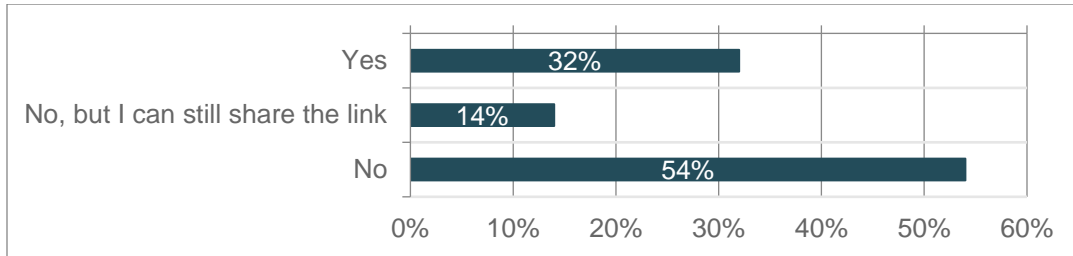
***“Which information channels should the town use to market vacant plots? (You can choose several alternatives)”***



***“Do you know any private persons looking for a plot in the Jakobstad region?”***



Those who said YES got this follow-up question: *“Do you want to participate in a lottery to win a Jakobstad mug for yourself and for a person looking for a plot, who you are committing to tip about the vacant plots in Jakobstad? (You are forwarded to the town’s website about vacant plots. You can then forward it to the person looking for a plot)”*



The winner of the mugs has been contacted and will be contacted with a request for interview.

## NEXT STEP

The town’s webpage about vacant plots will be updated based on the feedback we have received in the Gallup. The goal is to make the page more informative and user-friendly.

We are planning to participate in the *Kom hit!* event in Campus Allegro 24 July 2024.

We are also considering marketing the vacant plots more, for example on social media.

*More information:*

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