

QUESTION OF THE WEEK, WEEK 21–22 (21.5–1.6.2025)

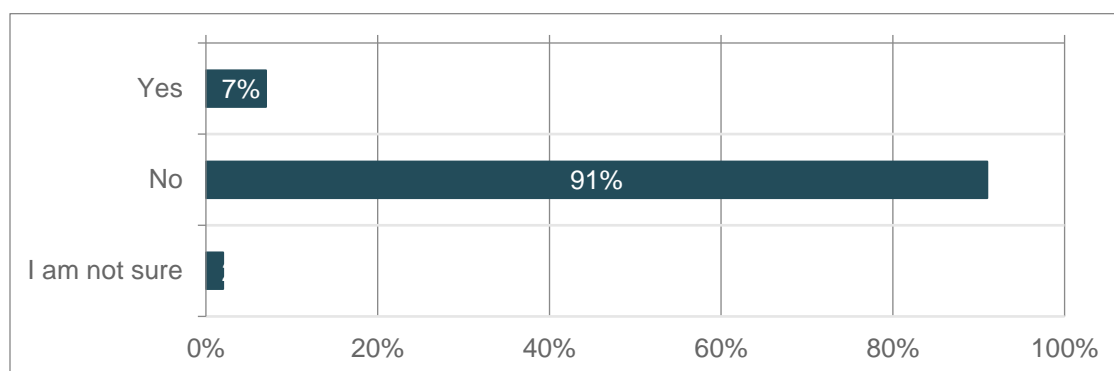
NUMBER OF RESPONDENTS: 366

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

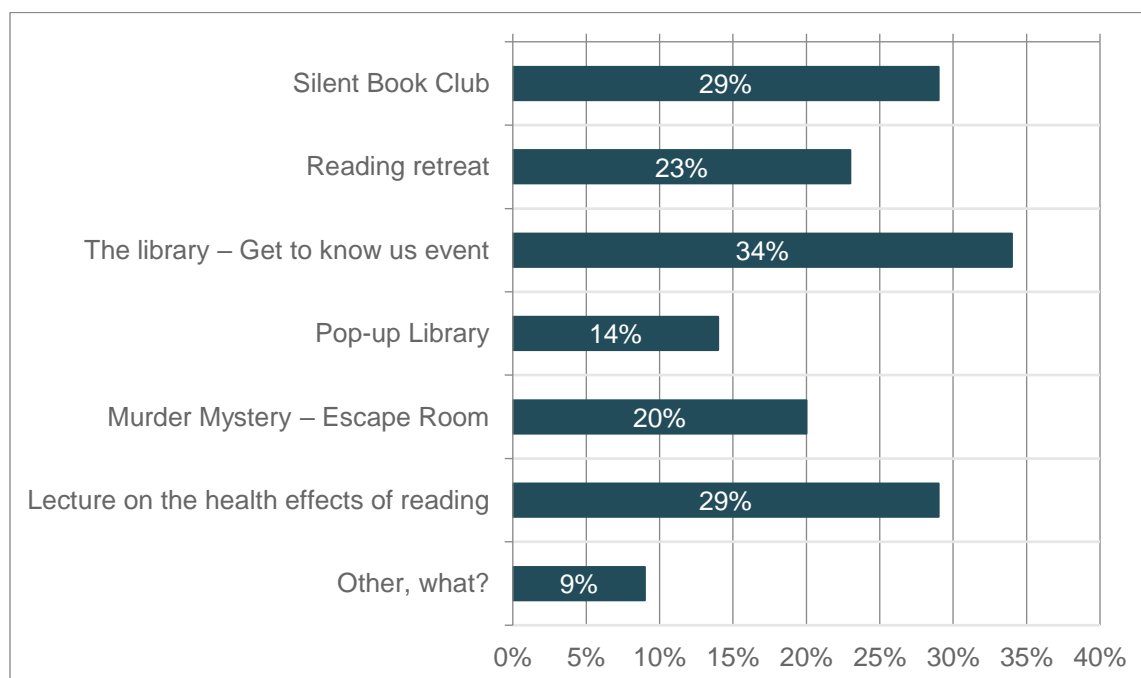
READING FOR WELL-BEING IN EVERYDAY LIFE (FOLLOW-UP)

In the Question of the Week the residents were asked: ***"Jakobstad Library develops its activities and asks for feedback on the project "Reading for well-being in everyday life". Your answers will help us improve our future events and services. It takes approximately 2–3 minutes to answer the survey. Thank you for your time!"***

Have you participated in events that have been organised within the project?"



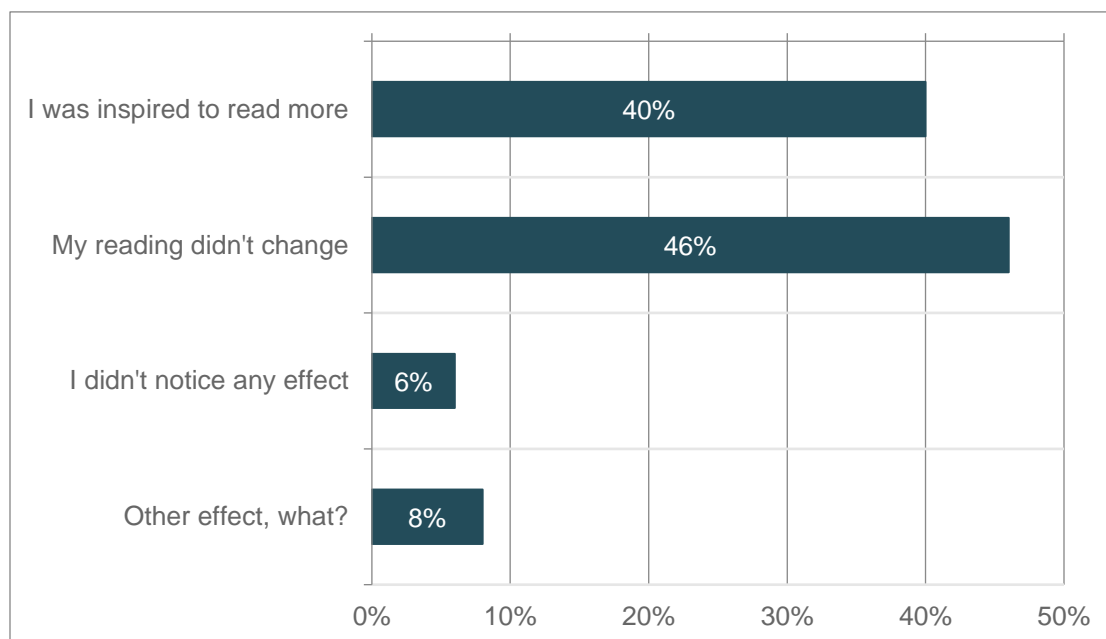
Those who answered, "Yes" (27 persons) or "I am not sure" (8 persons) were asked the follow-up questions: ***"Which event(s) did you find best? (you can choose several alternatives)"*** (35 answers)



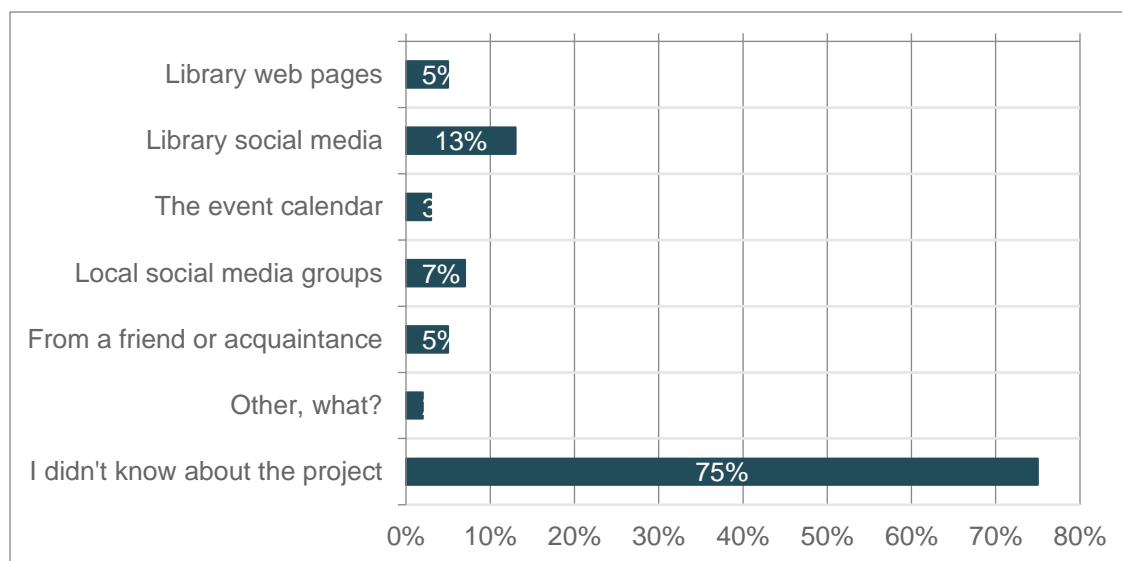
“How would you assess your experience of the events? (Rate on a scale of 1 to 5, where 1 = weak, 5 = excellent.)” (35 answers)

	1	2	3	4	5	Average	Median
The content of the event	2,9 %	0,0 %	5,7 %	34,3 %	57,1 %	4,4	5,0
The arrangements	5,7 %	0,0 %	2,9 %	40,0 %	51,4 %	4,3	5,0
The information about the events	8,6 %	8,6 %	28,5 %	20,0 %	34,3 %	3,6	4,0
Benefits for you personally	2,8 %	2,9 %	8,6 %	34,3 %	51,4 %	4,3	5,0
Total	5,0 %	2,9 %	11,4 %	32,2 %	48,6 %	4,2	4,0

“How did the participation affect your attitude toward reading?” (35 answers)



“How did you receive information about the events during the project? (you can choose several alternatives)”



“How would you like the library to inform about events in the future?”

184 people responded to this voluntary question. Most want the library to share information via social media, especially Facebook and Instagram. Many also mention the need for visibility in local newspapers such as ÖT, as well as posters in the library and public spaces. Email and newsletters are suggested as complementary channels, particularly for those who do not use social media. Several Finnish-speaking respondents express concern about the lack of Finnish-language local media and call for more accessible information for different target groups.

“We are pleased to continue the project this autumn – what kind of events would inspire you to read and at the same time promote your well-being?”

155 people responded to this voluntary question. Many expressed interest in events such as book clubs, author visits, read-aloud sessions, and reading retreats—preferably low-threshold and in small groups. There is also enthusiasm for themed evenings, book recommendations on social media, and activities that combine reading with creativity or nature experiences. Several respondents emphasized the importance of including children and youth, offering more Finnish-language literature, and organizing bilingual events. Some requested practical improvements like clearer book displays, book exchange corners, and better access to digital resources. At the same time, many noted that they already read a lot but would welcome new ways to discover literature.

NEXT STEP

A warm thank you to everyone who responded to the survey! The feedback we received is truly valuable to us and helps us improve the library’s events to better match the wishes of the residents.

Based on the results, it can be stated that those who participated in the project's events have been mostly very satisfied – especially with the content and organization of the events. However, there is still room for improvement in communication. Suggestions were made particularly about increasing the use of social media (Facebook, Instagram), but also about visibility in local newspapers and public places.

As we plan for the autumn, we will focus on events that are easily accessible and support reading and well-being. Among the wishes were book clubs, author visits, read-aloud sessions, reading retreats, and encounters that utilize creativity or nature.

We also want to better consider children, young people, and different language groups – especially the Finnish-speaking audience, from whom we received important feedback about accessibility and communication.

We are happy that many respondents already feel they read a lot – and even happier that we can together explore new, inspiring ways to discover literature and the joy of reading in everyday life.

See you at the library!

More information:

Marjut Hepokangas, project worker, tel. 044 785 1239, marjut.hepokangas@jakobstad.fi