

QUESTION OF THE WEEK, WEEK 23–24 (4–15.6.2025)

NUMBER OF RESPONDENTS: 351

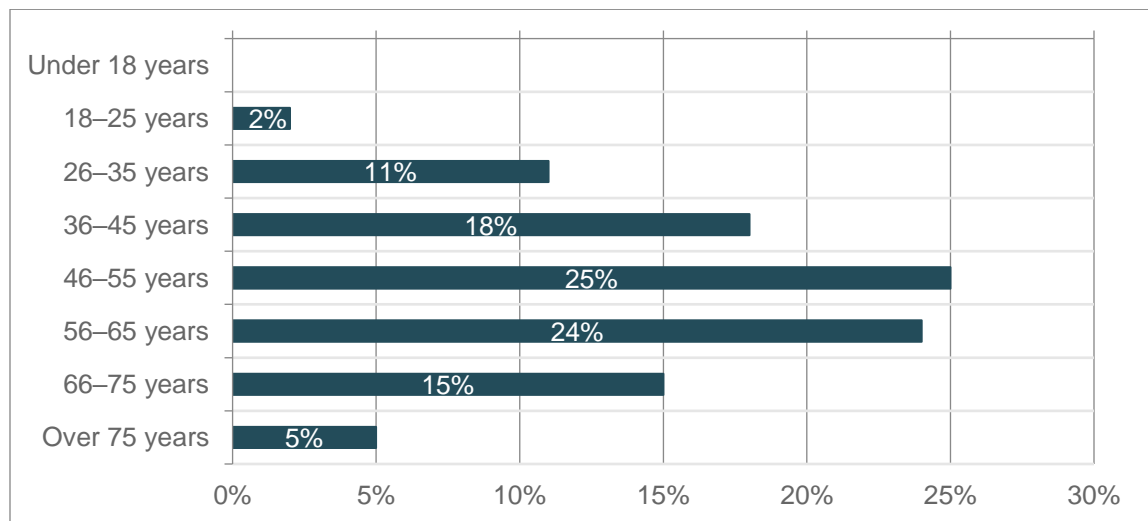
The margin of error is 5 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

RUNEBERG WEEK

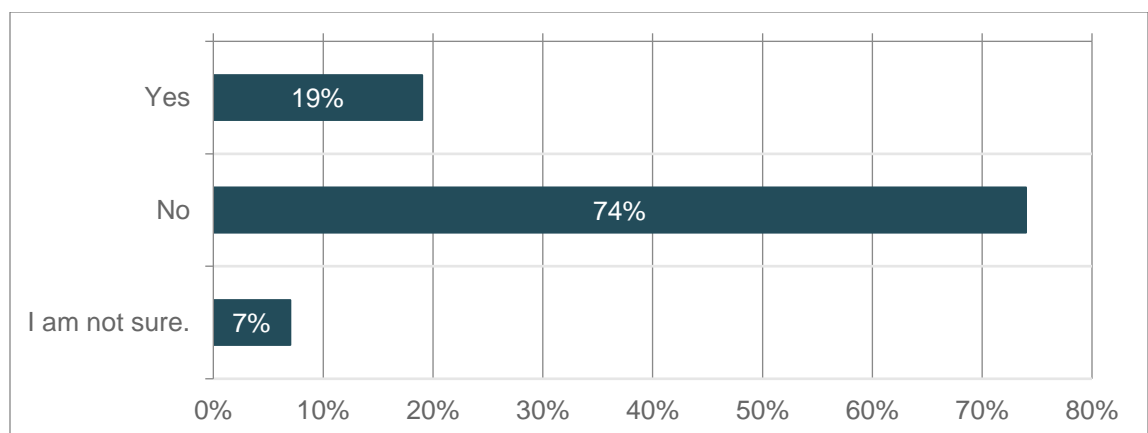
In the Question of the Week the residents were asked: *“The culture week of Jakobstad, Runeberg Week, is held annually in the beginning of February in honour of the Finnish national poet Johan Ludvig Runeberg, who was born in Jakobstad on 5 February 1804.*

Runeberg Week has been celebrated for more than 30 years in Jakobstad. The events during Runeberg Week have mainly focused on literature. Since 2022, the literary week Jeppis Lit has been arranged at Jakobstad Library in November. The focus of Jeppis Lit is in adult literature. In addition to this, the library also has authors visiting.

We are now surveying the residents’ opinion about Runeberg Week, its content, and the development. Your age:”



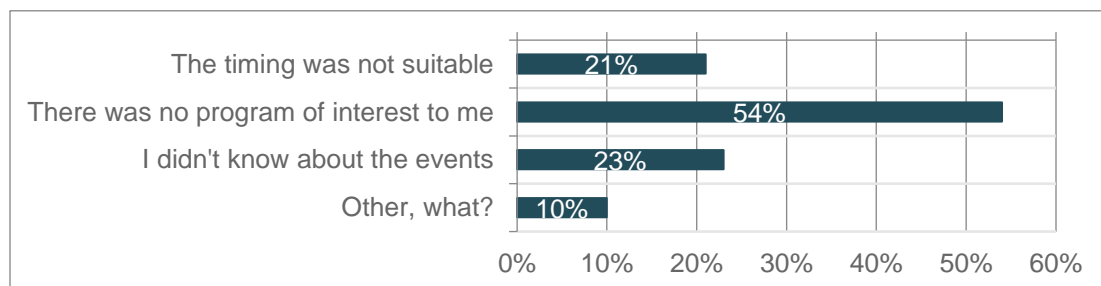
“Did you participate in Runeberg Week 2025?”



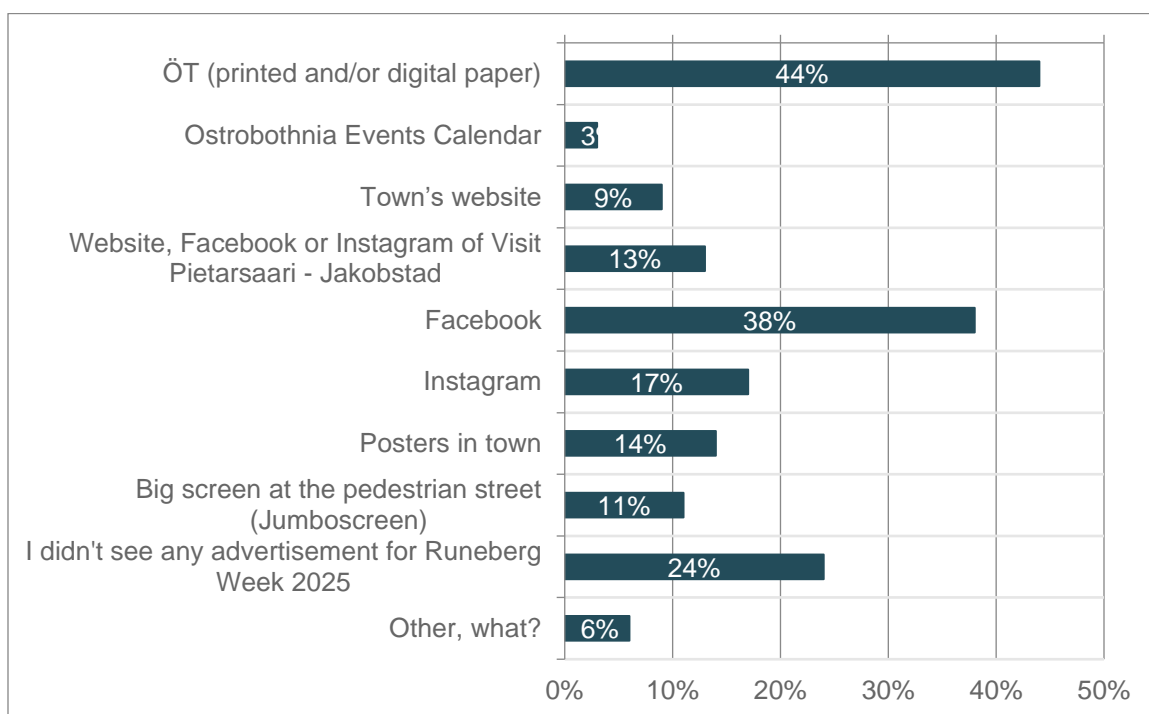
Those who answered, “Yes” or “I am not sure” were asked the follow-up question: *“What program did you take part of?”*

	n	Percent
Unga skapar – Nuoret luovat (Mon 3/2)	4	4,4%
En kväll med författaren Anni Kytömäki – Ilta kirjailija Anni Kytömäen kanssa (Tue 4/2)	17	18,9%
Runebergsfesten och utdelning av kulturpris – Runeberginjuhla ja kulttuuripalkinnon jakaminen (Wed 5/2)	16	17,8%
Författardiskussion med Janne & Johnny Ramstedt – Kirjailijakeskustelu – Janne & Johnny Ramstedt (Thur 6/2)	10	11,1%
Medaljfest – Mitalijuhla (Thur 6/2)	6	6,7%
Thursday Jazz: Oiva Haapamäki (Thur 6/2)	11	12,2%
Lecture: Läsning för välbefinnande i vardagen – Lukemalla hyvinvointia arkeen (Fri 7/2)	10	11,1%
Teater Jacob - Goja 24 (Fri 7/2 or Sat 8/2)	20	22,2%
TEAB Produktion - Hur många vågor? (Fri 7/2)	0	0,0%
Guided tour to the museum’s exhibition Kristida Jakobstad – hemmafronten och tyskarnas närvaro –Sota-ajan Pietarsaari – kotirintama ja saksalaisten läsnäolo (Sat 8/2)	17	18,9%
Folkmusiksällskapet r.f: Folkmusikdagarna i Jakobstad – Kansanmusiikkifestivaali (Sat 8/2)	3	3,3%
Folkmusiksällskapet r.f: Folk music course (Sat 8/2)	0	0,0%
Folkmusiksällskapet r.f.: Afternoon concert (Sat 8/2)	1	1,1%
Viitasen Piia church concert (Sat 8/2)	7	7,8%
Runebergspromenad – Runeberginkierros	5	5,6%
After Runeberg: Karleby Vinteraccordeon – Tre orkestrars kväll – Kokkolan Talviharmonikka – Kolmen orkesterin ilta	2	2,2%
I didn't participate in any of the above.	17	18,9%

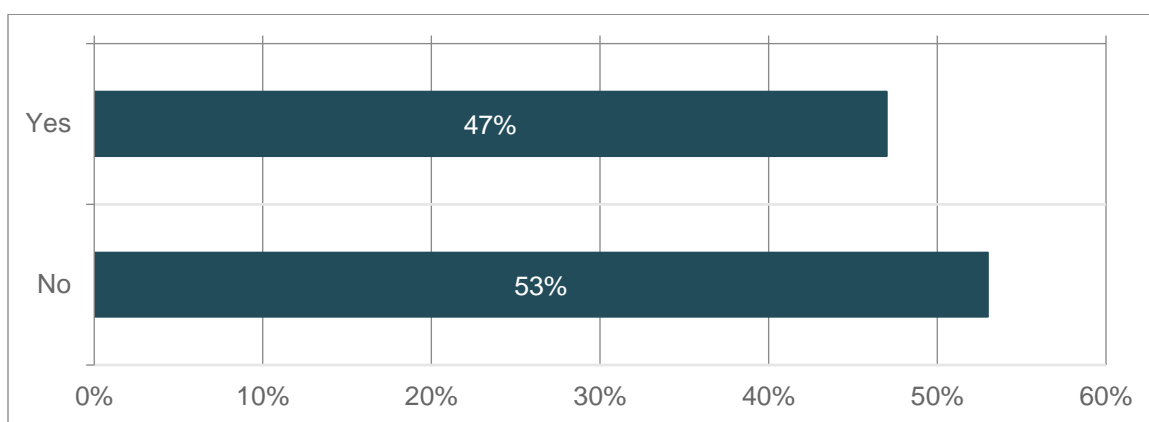
Those who answered, “No” to the second question were asked *“Why not?”*



“Where did you see advertising for Runeberg Week 2025?”



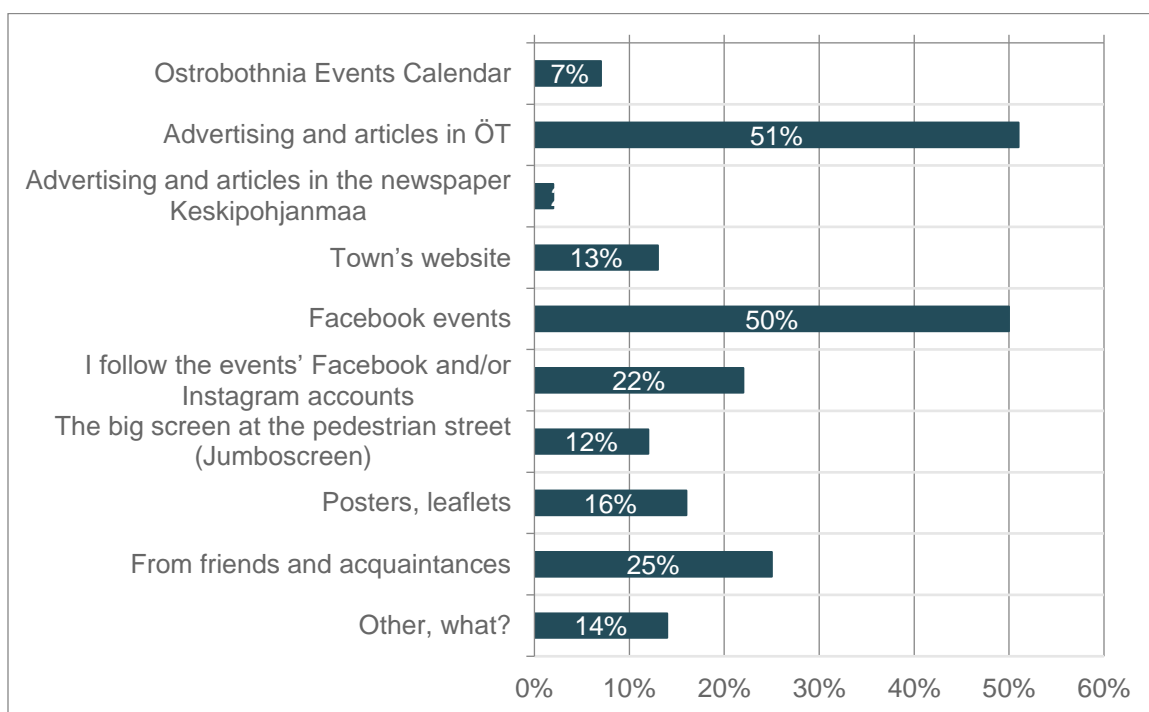
“Have you participated in Runeberg Week in previous years?”



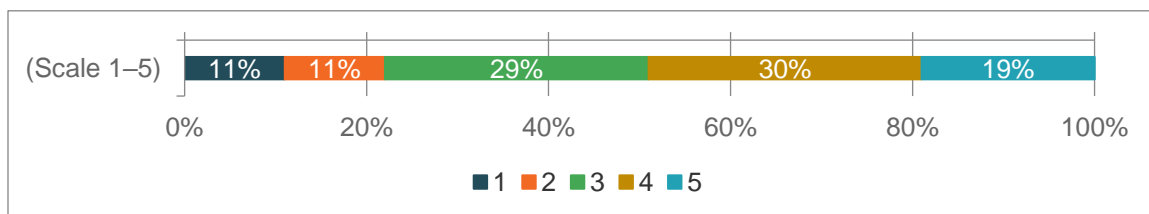
“Are there any specific programmes/events that have stuck in your mind during the 30 years Runeberg Week has been arranged?”

88 people responded to this voluntary question. Many highlight author visits, author talks, and literary events as particularly memorable features during Runeberg Week, often organized in libraries, schools, or Schaumansalen. Samuli Putro's concert in the church in 2024 is mentioned several times as a highlight, as well as concerts with Vesa-Matti Loiri and other musical performances. Children's programs such as theater performances, concerts, and Runeberg cake hunts in the town have also been appreciated, especially among families. Others remember town walks with poems, Talk of Arts events, and literary dinners. At the same time, some express that they did not participate or were not aware of the program and call for better visibility and more author visits for both children and adults.

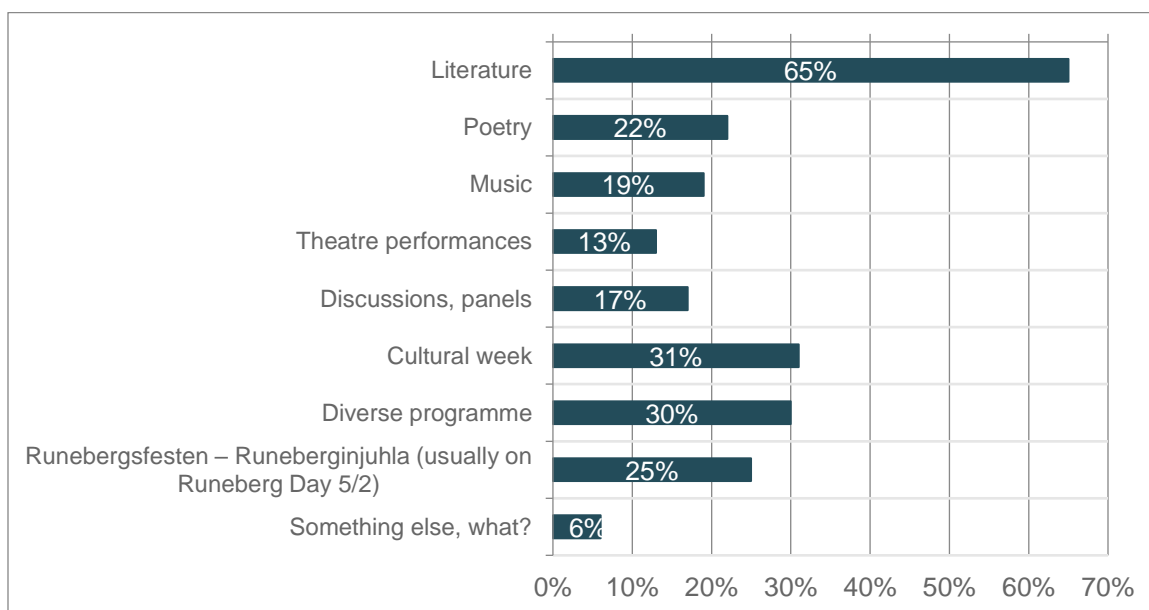
“Where do you find information about events (Runeberg Week and other events in town)?”



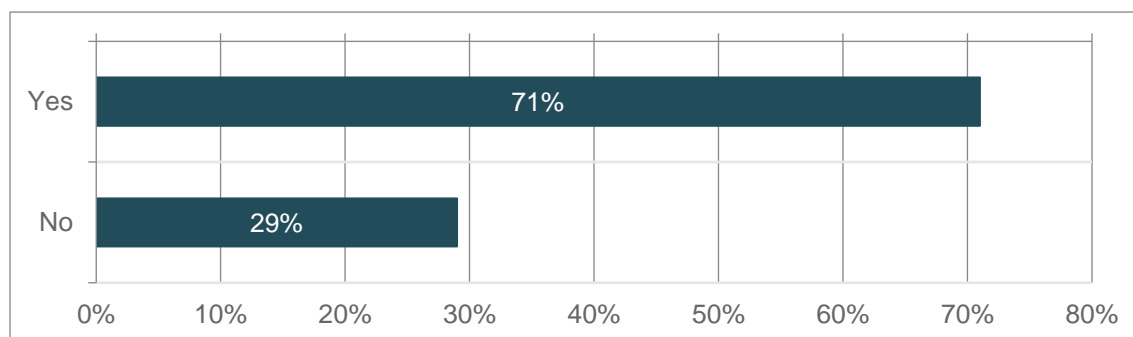
“How important do you think Runeberg Week is as part of the town's events? (1 = not important at all, 5 = very important).”



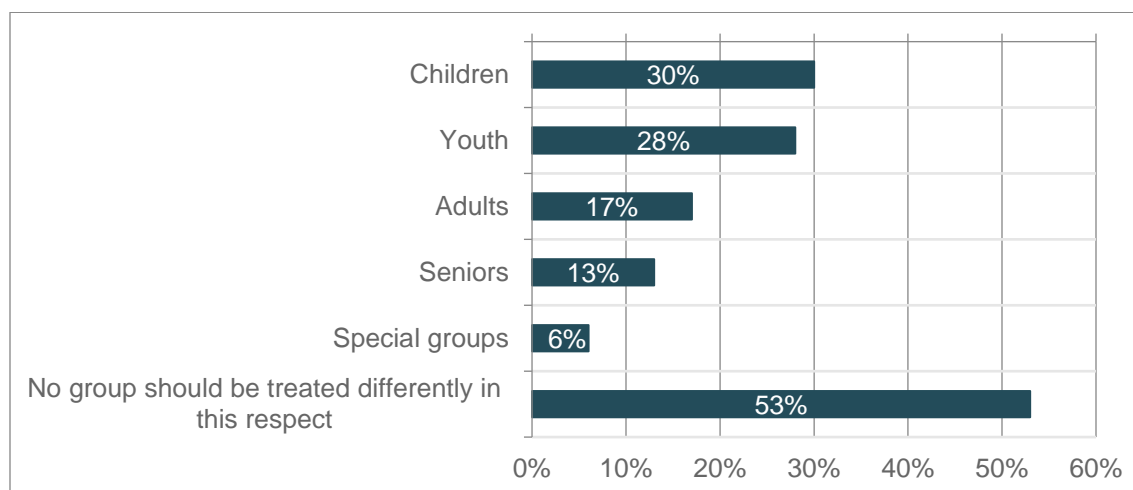
“Which of the following words do you feel is the core of Runeberg Week?”



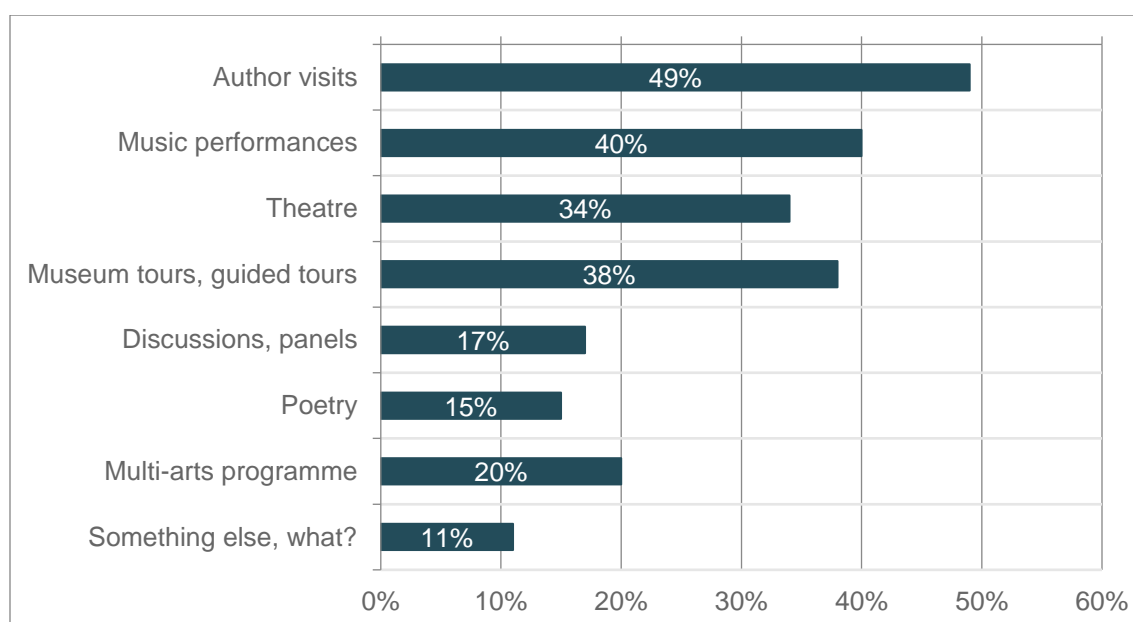
“Should Runeberg Week for example have author visits to the library in the future, even though the library arranges a week-long literary week in November, Jeppis Lit?”



“Which groups should be taken into account in a higher degree in the programme of Runeberg Week?”



“What kind of programme would you like to see during Runeberg Week?”



“Is there anything else you'd like to say to the Runeberg Week working group?”

64 people responded to this voluntary question. Several respondents express appreciation for Runeberg Week and urge the working group to continue the good work. Many wish for improved and more up-to-date information, especially via social media and local press, as well as clearer program descriptions and target group adaptation. There are suggestions to make a film about Runeberg's life in Jakobstad, to move some events to larger venues like Schaumansalen, and to merge Runeberg Week with Jeppis Lit. Bilingualism and inclusion of both Swedish and Finnish language groups are highlighted as important. Some also suggest that the week could be shortened or concentrated into fewer days, while others emphasize the importance of not forgetting Runeberg himself and his works.

NEXT STEP

The next step is to go through the feedback with the working group for Runeberg Week. Based on the feedback, we will start brainstorming the content for Runeberg Week.

More information:

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