

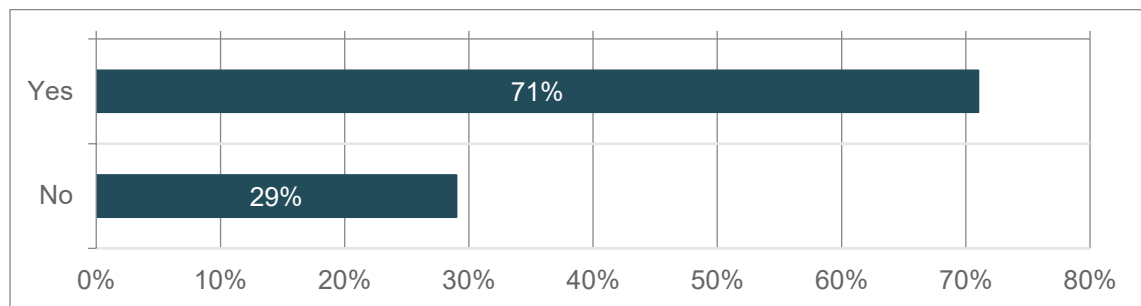
## QUESTION OF THE WEEK, WEEK 33–34 (13–24.8.2025)

NUMBER OF RESPONDENTS: 507

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

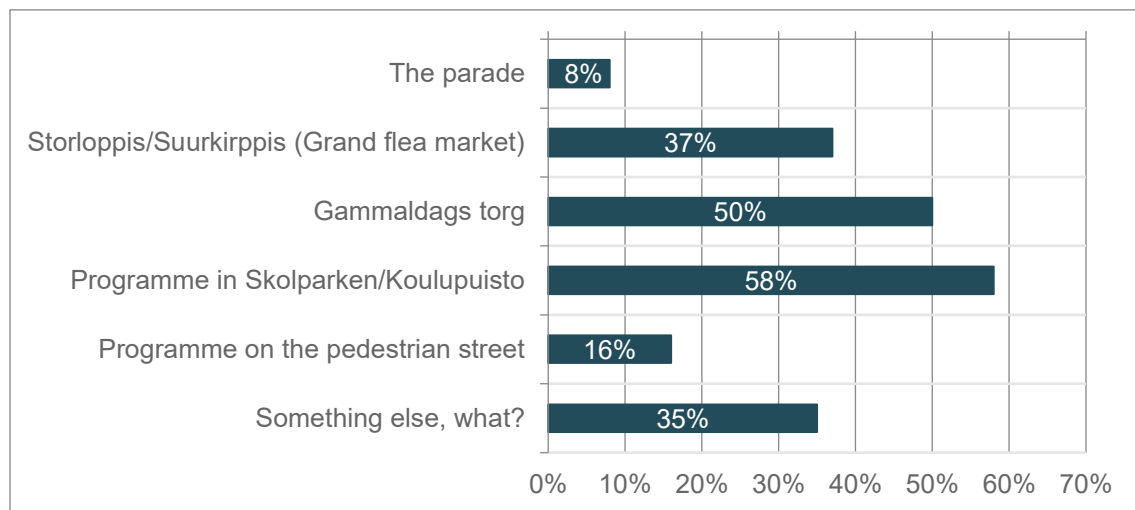
### JAKOBS DAGAR/JAAKON PÄIVÄT

In the Question of the Week the residents were asked: *“Jakobs Dagar was celebrated this year 20-27 July. Did you participate in any activities during Jakobs Dagar?”*



(Comparison with 2024: Yes 78 % and No 22 %)

*“What did you participate in? (you can choose several alternatives)”*



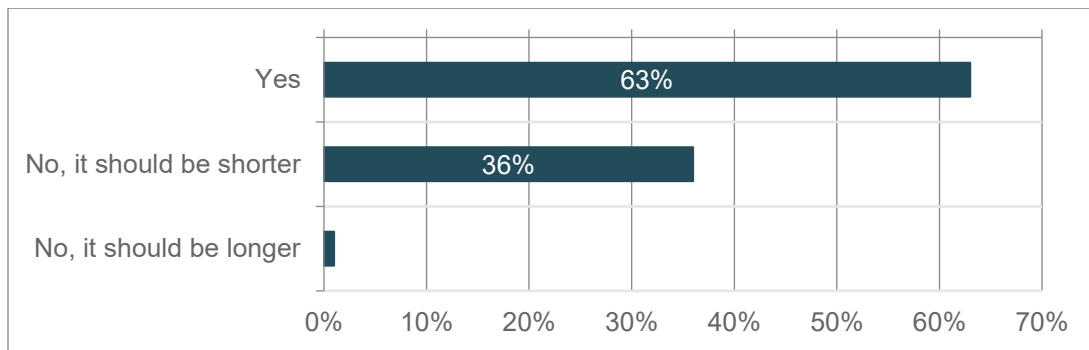
(Comparison with 2024: The parade 7 %; Storloppis/Suurkirppis (Grand flea market) 36 %; Gammaldags torg 46 %; Programme in Skolparken/Koulupuisto 66 %; Programme in the pedestrian street 21 %; Something else, what? 28 %)

Most of those who responded, "Something else, what?" have participated in events such as Jaro matches, Jakob Marathon, concerts, car shows, and family activities like Children's Day and Snellman Day. Many have also mentioned music evenings at Pavis, guided tours in Skata, and visits to museums and libraries.

***“Was there anything missing during this year’s Jakobs Dagar that you would like to see at future Jakobs Dagar?”***

200 people responded to this voluntary question. Many missed larger and more well-known artists, especially on the main days, as well as a more diverse program for different age groups – such as youth, seniors, and families with children. Several also called for a livelier town center with more vendors, activities on the pedestrian street, and a genuine old-fashioned market square (gammaldags torg), as well as better information about the program. Additionally, there were requests for more Finnish-language content and less religious focus.

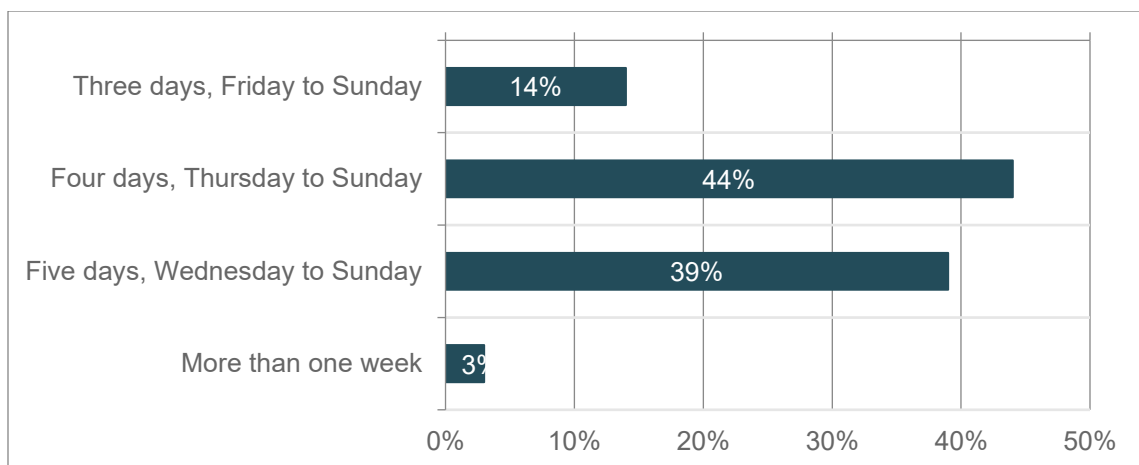
***“For many years Jakobs Dagar has been going on for a week, Sunday to Sunday. Is that a suitable length for the town festival?”***



63 percent (329 people) considered one week to be an appropriate length. 36 percent (182 people) thought that Jakobs Dagar should be shorter than a week. Only 1.2 percent (6 people) thought that Jakobs Dagar should be longer than a week.

*(Comparison with 2024: Yes 43%; No, it should be shorter 56% and No, it should be longer 0.7%)*

Those who responded that Jakobs Dagar should be shorter or longer than a week were asked a follow-up question: ***“What would be the ideal length for future Jakobs Dagar, in your opinion?”***



*(Comparison with 2024: Three days, Friday to Sunday 10 %; Four days, Thursday to Sunday 47 %; Five days, Wednesday to Sunday 43 %. The alternative More than a week was not included in 2024).*

## NEXT STEP

Among those who responded to the survey, there were many interesting comments about what has been good about Jakobs Dagar and how the event could be improved in the future. 63% of respondents felt that the current length of eight days, from Sunday to Sunday, is appropriate. The same question was asked last year, and at that time, just over half of the respondents (56%) felt that Jakobs Dagar should be shortened from the current eight days, from Sunday to Sunday. The 2025 Jakobs Dagar was held for eight days, and it will certainly continue to be so in the future.

Jakobs Dagar is a very important event for the town, and we want to develop the event according to the wishes of the residents and businesses. The town financially supports the organization of Jakobs Dagar, and during the autumn, the town will review the survey results together with the organizer of Jakobs Dagar, Finn Jakobstad, and present the improvement suggestions that emerged in the survey for next year's Jakobs Dagar.

*More information:*

*Milla Kallionen, Administrative Director, tel. 044 785 1651, [milla.kallioinen@jakobstad.fi](mailto:milla.kallioinen@jakobstad.fi)*