



QUESTION OF THE WEEK, WEEK 3–4 (14–25.1.2026)

NUMBER OF RESPONDENTS: 365

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

STRATEGY OF THE TOWN, FOLLOW-UP

In the Question of the Week the residents were asked: *“The town of Jakobstad renewed its strategy for 2025–2030 by a decision in the town council on 23 September 2024. The strategy contains four key strategic objectives, and we want to evaluate the implementation of them together with the residents.*

Our goal is to make the strategy measurable. Therefore, we ask you to assess how well the town has succeeded in the different areas of the strategy. Each question is based on the objectives defined in the town's strategy.

Evaluate the implementation of the strategic objectives below on a scale from 1 to 5, where 5 means very good implementation and 1 means poor implementation.

Strategic objective 1: Sustainable growth

According to the town's strategy:

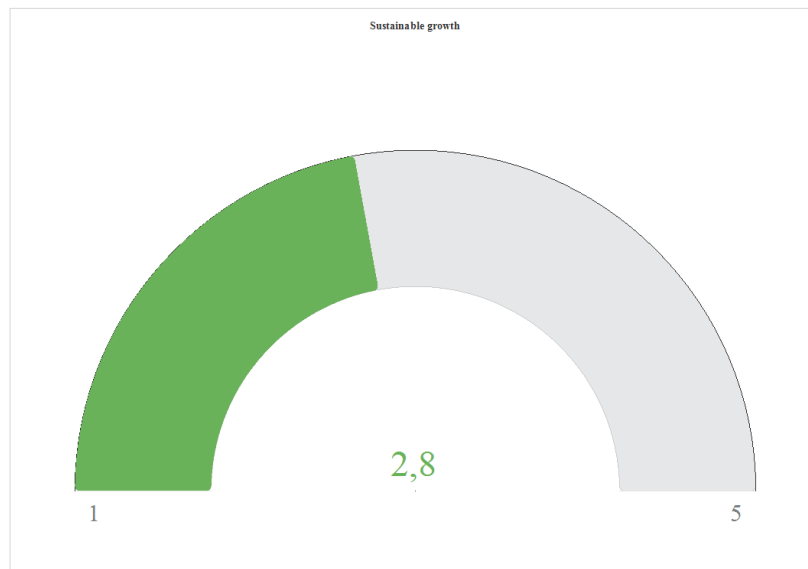
"The town of Jakobstad is known for being a pleasant and vibrant cultural town. The town is growing in both Swedish-speaking people and Finnish-speaking people as well as other language groups and Jakobstad is an attractive place to live in.

Jakobstad is a business-friendly town, with an increasing number of different kinds of businesses investing in growth. The town is an active partner in their growth by offering commercial plots and networking opportunities as well as creating conditions on the labour market to also attract international workers.

The circular economy in the Jakobstad region creates new jobs and the skilled labour force is increasing in Jakobstad. Jakobstad is growing sustainably by taking advantage of the green transition.

Jakobstad is committing to the regional climate strategy, where the town commits to being climate neutral by 2035.

Environmentally and economically sustainable values regulate planning, construction, and traffic solutions."



	1	2	3	4	5	Average	Median
Sustainable growth	12,3%	20,0%	47,7%	18,4%	1,6%	2,8	3,0

“Strategic objective 2: Focus on the resident in all the town's activities

According to the town's strategy:

"The town acts proactively and interactively by listening to and involving key actors, such as residents, elected representatives, business representatives, the third sector, and other partners in a flexible manner.

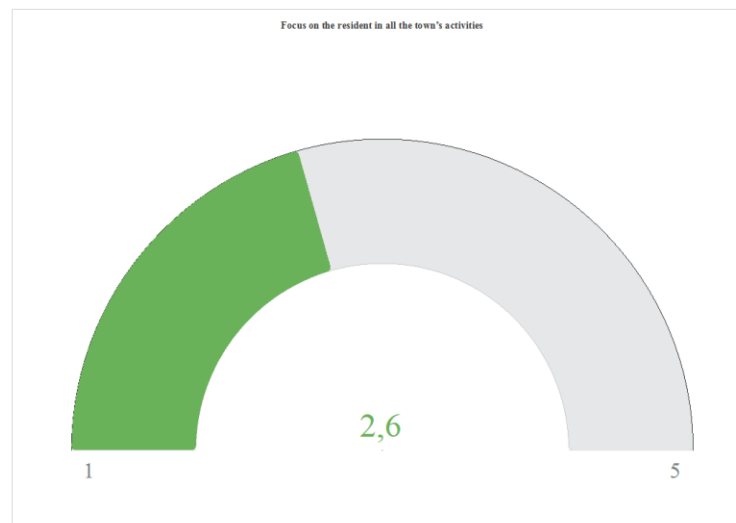
An annual directed participatory budgeting considers the resident's wishes and involves the residents in the decision-making.

The town's decision-making is open and interactive and supported by the preparation work.

The town's personnel are competent and committed. They produce high-quality and customer-oriented services for the town's residents, customers, and partners and make use of digital services in their work.

The wellbeing of the personnel is a priority, and it is maintained in everyday work. The town of Jakobstad is an appreciated and attractive employer, who supports a multilingual working environment.

The town has enough of diverse forms of accommodation for residents in different stages of life. Particular attention is paid to the supply and need of rental housing."



	1	2	3	4	5	Average	Median
Focus on the resident in all the town's activities	15,6%	26,6%	37,8%	17,3%	2,7%	2,6	3,0

"Strategic objective 3: Investments into the future

According to the town's strategy:

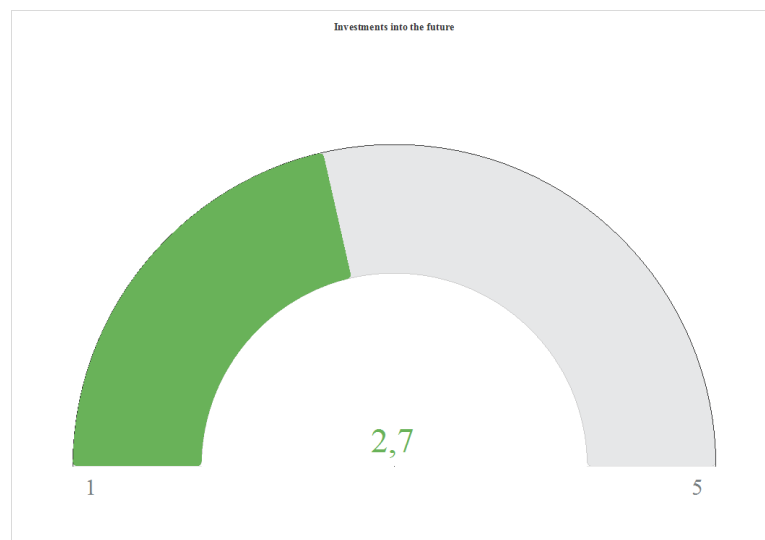
"The town's activities are based on sustainable municipal finances, in which the town strives to balance the economy, while creating welfare for current and future residents and respecting nature.

Investments are made based on future prospects, economy, environmental considerations, and social responsibility and, where possible, in cooperation with private actors and the third sector.

The town is to finance its investments with its own funds.

Jakobstad optimises the resource management in order to maintain a competitive tax rate.

The town supports the group companies through a clear ownership policy that is linked to the strategic goals of growth, sustainable economy, investments, and the wellbeing of the residents."



	1	2	3	4	5	Average	Median
Investments into the future	12,3%	26,6%	41,1%	17,3%	2,7%	2,7	3,0

"Strategic objective 4: Wellbeing and safety

According to the town's strategy:

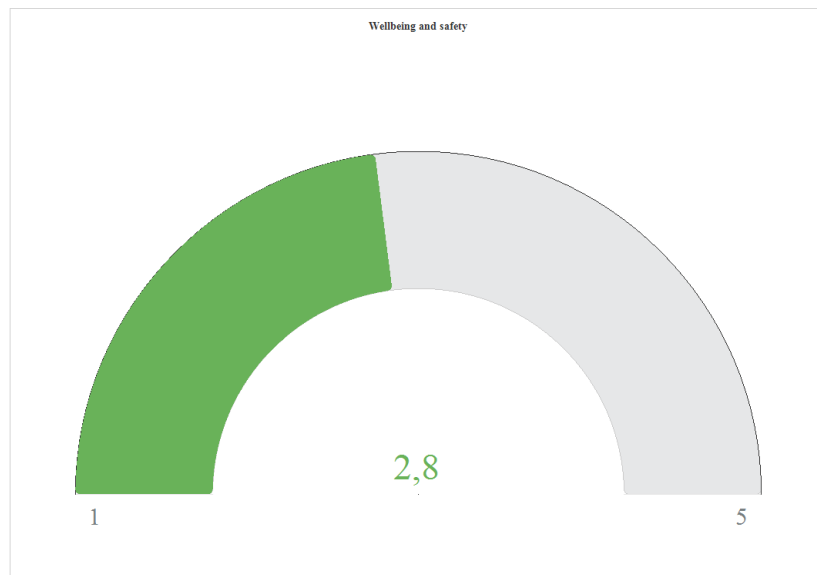
"Jakobstad is a safe, bilingual, and multicultural residential and living environment.

Jakobstad successfully integrates immigrants into the society by offering easy access to language education, early childhood education and care, and school.

The town is, as far as possible, practising diversity in recruitment, which attracts qualified people of different backgrounds to seek employment at the town.

Jakobstad prevents marginalisation and invests in the wellbeing of children and young people by offering hobby and leisure activities, creating meeting places, and organising events for different language groups.

Jakobstad invests in a living bilingualism by securing services in both Finnish and Swedish and by strengthening a positive language climate."



	1	2	3	4	5	Average	Median
Wellbeing and safety	16,7%	21,9%	29,0%	25,5%	6,9%	2,8	3,0

NEXT STEP

As mentioned at the beginning of the survey, our goal is to make the strategy measurable. The results from the residents' assessment of how well the town has succeeded within the different areas of the strategy are part of this measurement. The idea is that this survey will be conducted annually, and the objective is that the average score for all areas should be 3.5, which is not yet the case.

Sustainable growth (2,8)

Focus on the resident in all the town's activities (2,6)

Investments into the future (2,7)

Wellbeing and safety (2,8)

For each strategic area of the strategy, the town will also add strategic indicators based partly on the town's own sources and partly on available public statistics. The selection of these strategic indicators will be made at a workshop for the town's department heads with budget responsibility, which will be held in mid-March 2026. The final selection of strategic indicators will then be made by the Town Council during spring 2026.

More information:

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