

QUESTION OF THE WEEK, WEEK 49–50 (3.–14.12.2025)

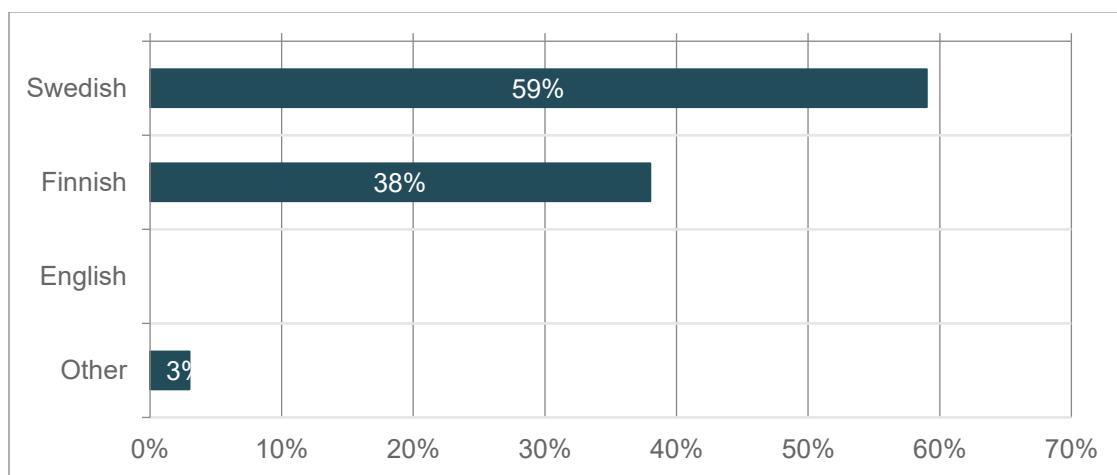
NUMBER OF RESPONDENTS: 1038

The margin of error is 3 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

RESIDENT SURVEY JAKOBSTAD 2025

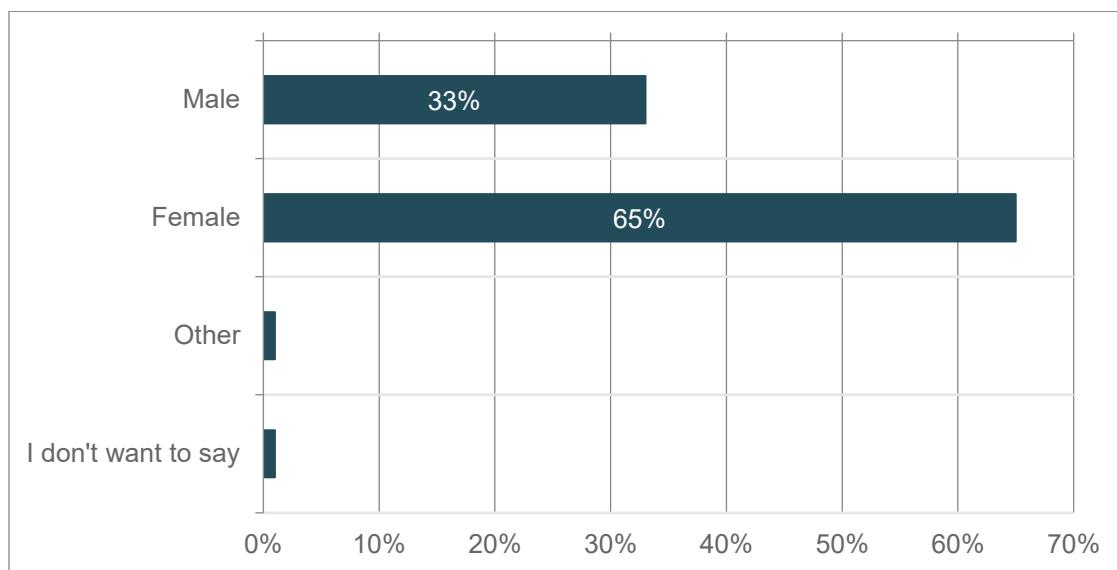
In the Question of the Week the residents were asked: *"This is a follow-up survey on a resident survey conducted in 2021 for the residents of Jakobstad. As previously, we want to find out how satisfied the residents are with their town. Thank you for participating."*

"Native language:"



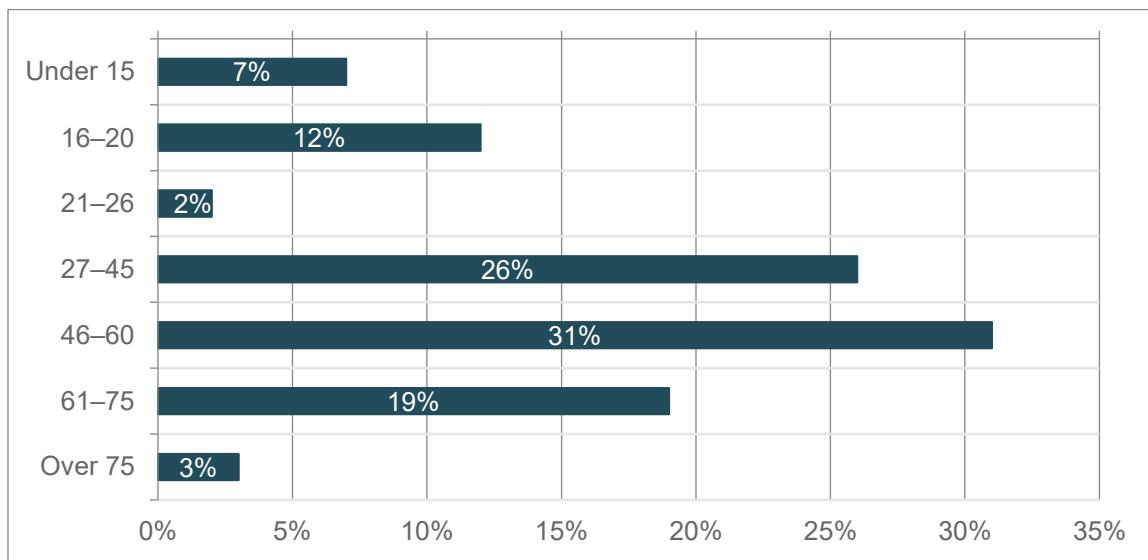
In 2021 (when the number of respondents was 1,339), the distribution was: Swedish (61%), Finnish (39%).

"Gender:"



In 2021, the distribution was: Male (38%), Female (62%).

“Age.”



In 2021, the distribution was: Under 15 (0%), 16–20 (4%), 21–26 (7%), 27–45 (37%), 46–60 (30%), 61–75 (19%), 75+ (3%).

Living Environment and Participation: (Answer the questions on a scale of 1–5 or I don't know, where 1 = do not agree at all and 5 = completely agree)

All respondents: 1038

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I enjoy living in Jakobstad	3,8%	8,2%	17,0%	39,8%	30,3%	0,9%	3,9	4,0	3,9
I feel safe in Jakobstad	3,3%	6,1%	19,8%	39,3%	30,8%	0,7%	3,9	4,0	3,6
I feel involved in the society	8,3%	16,4%	29,5%	29,4%	13,8%	2,6%	3,3	3,0	3,2
I feel that I contribute to making a pleasant Jakobstad	11,9%	17,7%	25,8%	25,2%	12,3%	7,1%	3,3	3,0	3,1
I am met in a positive way in my native language	10,0%	11,9%	14,5%	22,0%	40,1%	1,5%	3,7	4,0	3,8
There are attractive housing or plots that answer my needs	9,2%	12,7%	19,3%	23,6%	15,5%	19,7%	3,8	4,0	3,6
The town has considered the needs of different age groups	10,2%	17,6%	25,8%	26,6%	7,3%	12,5%	3,4	3,0	3,2
Total	8,1%	12,9%	21,7%	29,4%	21,4%	6,4%	3,6	4,0	3,5

If you compare the average value (the median was the same as in 2021) with the previous survey from 2021, you can see that most values have increased slightly compared to 2021. Let's make the same comparison for Swedish and Finnish speakers. (People with other native languages totaled 35 and are too small a group for statistically reliable results.)

Swedish speakers (612 answers)

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I enjoy living in Jakobstad	1,6%	4,9%	12,1%	39,9%	40,7%	0,8%	4,2	4,0	4,2
I feel safe in Jakobstad	2,3%	3,8%	17,0%	41,3%	35,4%	0,2%	4,0	4,0	3,9
I feel involved in the society	5,1%	14,4%	31,2%	32,8%	14,7%	1,8%	3,4	3,0	3,3
I feel that I contribute to making a pleasant Jakobstad	5,2%	11,9%	28,3%	32,5%	16,2%	5,9%	3,6	4,0	3,4
I am met in a positive way in my native language	2,1%	2,3%	7,7%	25,5%	61,6%	0,8%	4,4	5,0	4,5
There are attractive housing or plots that answer my needs	5,2%	10,0%	20,1%	26,8%	21,6%	16,3%	4,0	4,0	3,7
The town has considered the needs of different age groups	6,5%	13,4%	26,8%	31,9%	9,6%	11,8%	3,6	4,0	3,3
Total	4,0%	8,7%	20,5%	33,0%	28,5%	5,4%	3,9	4,0	3,3

For the town's Swedish-speaking residents, a clear improvement can be seen in most areas. The average for all questions about living environment and participation has increased from 3.3 to 3.9.

Finnish speakers (391 answers)

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I enjoy living in Jakobstad	7,2%	13,5%	24,3%	39,6%	14,6%	0,8%	3,4	4,0	3,4
I feel safe in Jakobstad	4,6%	10,0%	25,3%	37,1%	22,0%	1,0%	3,6	4,0	3,3
I feel involved in the society	13,0%	20,7%	27,1%	24,3%	11,8%	3,1%	3,1	3,0	3,0
I feel that I contribute to making a pleasant Jakobstad	22,2%	27,6%	23,3%	12,8%	5,9%	8,2%	2,8	3,0	2,5
I am met in a positive way in my native language	22,2%	26,6%	25,1%	16,9%	7,9%	1,3%	2,7	3,0	2,6
There are attractive housing or plots that answer my needs	15,9%	16,6%	19,2%	18,9%	5,4%	24,0%	3,5	3,0	3,5
The town has considered the needs of different age groups	15,6%	25,3%	24,8%	18,2%	2,8%	13,3%	3,1	3,0	2,9
Total	14,4%	20,0%	24,2%	24,0%	10,1%	7,4%	3,2	3,0	3,0

For the town's Finnish-speaking residents, the average also improves compared to 2021 for questions about living environment and participation, from 3.0 to 3.2. "I am met in a positive way in my native language" rises marginally from 2.6 to 2.7, and "I feel that I contribute to making a pleasant Jakobstad" increases from 2.5 to 2.8, but both can still be considered low values.

Sustainability and Occupation (Answer the questions on a scale of 1–5 or I don't know, where 1 = do not agree at all and 5 = completely agree)

All respondents: 1038

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I enjoy my job	4,7%	5,1%	9,3%	26,2%	32,3%	22,4%	4,4	5,0	4,2
I enjoy my leisure time	3,7%	7,0%	17,4%	38,2%	32,8%	0,9%	3,9	4,0	3,9
Jakobstad has a strong business life	4,7%	8,7%	22,8%	33,4%	17,6%	12,8%	3,9	4,0	3,8
Jakobstad has a rich cultural life	7,7%	12,0%	18,8%	30,1%	25,5%	5,9%	3,7	4,0	3,6
Jakobstad provides diverse leisure time activities	6,7%	12,6%	21,6%	34,0%	19,8%	5,3%	3,6	4,0	3,5
Total	5,5%	9,1%	18,0%	32,4%	25,6%	9,5%	3,9	4,0	3,7

Regarding sustainability and occupation, a slight improvement can be seen in all areas, which is also reflected in the average for all questions about vitality and employment, which has increased from 3.7 to 3.9 from 2021 to 2025.

Swedish speakers (612 answers)

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I enjoy my job	3,8%	4,9%	10,0%	26,5%	35,4%	19,4%	4,4	5,0	4,3
I enjoy my leisure time	2,0%	4,7%	15,4%	38,9%	38,4%	0,7%	4,1	4,0	4,1
Jakobstad has a strong business life	3,1%	5,6%	21,2%	36,9%	21,9%	11,3%	4,0	4,0	4,0
Jakobstad has a rich cultural life	2,6%	8,2%	13,7%	33,7%	36,3%	5,5%	4,1	4,0	4,0
Jakobstad provides diverse leisure time activities	2,8%	8,0%	18,5%	37,4%	26,9%	6,4%	4,0	4,0	3,8
Total	2,9%	6,3%	15,8%	34,7%	31,8%	8,7%	4,1	4,0	4,0

For the town's Swedish-speaking residents, a slight improvement can be seen in almost all questions regarding vitality and employment compared to 2021, and the average for all questions also rises from 4.0 to 4.1.

Finnish speakers (391 answers)

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I enjoy my job	6,4%	4,6%	8,2%	27,1%	26,6%	27,1%	4,4	5,0	4,2
I enjoy my leisure time	6,1%	10,8%	21,5%	37,6%	23,5%	0,5%	3,6	4,0	3,7
Jakobstad has a strong business life	7,2%	13,6%	26,3%	27,9%	10,7%	14,3%	3,6	4,0	3,5
Jakobstad has a rich cultural life	15,6%	18,7%	26,9%	25,3%	8,4%	5,1%	3,1	3,0	2,9
Jakobstad provides diverse leisure time activities	12,3%	21,0%	25,6%	29,6%	8,4%	3,1%	3,1	3,0	3,0
Total	9,5%	13,7%	21,7%	29,5%	15,5%	10,0%	3,6	4,0	3,5

For the town's Finnish-speaking residents, the average also improves slightly compared to 2021 for questions about sustainability and occupation, with an increase from 3.5 to 3.6.

Administration and Influence (Answer the questions on a scale of 1–5 or I don't know, where 1 = do not agree at all and 5 = completely agree)

All respondents: 1038

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I think Jakobstad is managed in a good way	16,0%	20,6%	30,9%	15,4%	4,3%	12,8%	3,1	3,0	3,0
I think it is easy to contact different departments in the town	12,6%	20,8%	25,6%	16,9%	5,5%	18,6%	3,4	3,0	3,3
I know how and to whom I can address requests about the functions of the town	22,1%	20,8%	20,2%	15,6%	6,2%	15,1%	3,1	3,0	2,9
Generally I know how Jakobstad is administered and managed	15,5%	19,2%	22,9%	22,8%	9,7%	9,9%	3,2	3,0	3,2
I think that the town's officials are willing to serve	11,6%	16,2%	23,9%	19,8%	6,2%	22,3%	3,6	3,0	3,3
I receive service in my native language	9,4%	12,9%	12,8%	19,9%	42,0%	3,0%	3,8	4,0	3,9
Total	14,5%	18,4%	22,7%	18,4%	12,3%	13,6%	3,4	3,0	3,3

Regarding administration and influence, a slight improvement can be seen in most areas, which is also reflected in the average for all questions about administration and influence, which increases from 3.3 to 3.4 from 2021 to 2025.

Swedish speakers (612 answers)

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I think Jakobstad is managed in a good way	11,4%	16,8%	36,0%	18,1%	4,3%	13,4%	3,3	3,0	3,2
I think it is easy to contact different departments in the town	8,8%	16,7%	27,8%	21,2%	5,7%	19,8%	3,6	3,0	3,4
I know how and to whom I can address requests about the functions of the town	15,7%	19,3%	23,5%	17,6%	7,2%	16,7%	3,3	3,0	3,1
Generally I know how Jakobstad is administered and managed	10,8%	16,4%	26,6%	26,6%	11,4%	8,2%	3,4	3,0	3,3
I think that the town's officials are willing to serve	6,8%	14,2%	26,0%	25,5%	6,9%	20,6%	3,7	4,0	3,4
I receive service in my native language	1,6%	2,1%	5,4%	23,1%	64,2%	3,6%	4,6	5,0	4,6
Total	9,2%	14,3%	24,2%	22,0%	16,6%	13,7%	3,6	4,0	3,5

For the town's Swedish-speaking residents, a slight improvement can be seen in all questions regarding administration and influence compared to 2021. "I receive service in my native language" remains unchanged with the high average of 4.6. The average for all questions also rises from 3.5 to 3.6.

Finnish speakers (391 answers)

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I think Jakobstad is managed in a good way	23,5%	27,4%	24,5%	10,5%	2,8%	11,3%	2,8	2,0	2,7
I think it is easy to contact different departments in the town	18,7%	28,1%	23,0%	10,5%	3,3%	16,4%	3,0	3,0	3,0
I know how and to whom I can address requests about the functions of the town	32,2%	24,0%	15,4%	12,3%	3,8%	12,3%	2,7	2,0	2,7
Generally I know how Jakobstad is administered and managed	23,0%	24,8%	17,6%	16,4%	6,7%	11,5%	2,9	3,0	2,9
I think that the town's officials are willing to serve	18,9%	20,5%	21,2%	11,8%	4,3%	23,3%	3,3	3,0	3,1
I receive service in my native language	19,5%	29,4%	24,3%	15,6%	9,7%	1,5%	2,7	3,0	2,7
Total	22,6%	25,7%	21,0%	12,9%	5,1%	12,7%	2,9	3,0	2,9

For the town's Finnish-speaking residents, the average (2.9) is unchanged compared to 2021 for questions about administration and influence. Four questions have the same average as in 2021, while two questions increase slightly, but so marginally that it does not affect the overall average for all questions.

Education and Upbringing (Answer the questions on a scale of 1-5 or I don't know, where 1 = do not agree at all and 5 = completely agree)

All respondents: 1038

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I think Jakobstad is a good town to raise children in	5,4%	9,3%	17,5%	32,3%	27,3%	8,2%	3,9	4,0	3,8
Jakobstad provides enough and high-quality day care	3,5%	7,6%	15,2%	25,7%	15,7%	32,3%	4,4	4,0	4,4
Jakobstad provides enough and high-quality elementary and secondary schools	8,6%	11,5%	16,1%	29,1%	20,1%	14,6%	3,8	4,0	3,8
Jakobstad provides enough and high-quality university places	16,8%	13,5%	23,0%	22,5%	8,8%	15,4%	3,4	3,0	3,2
Jakobstad is an attractive town to study in	23,2%	16,9%	21,5%	16,0%	5,0%	17,4%	3,2	3,0	2,9
Jakobstad provides good opportunities for training and exercise for children and youth	4,3%	8,8%	20,3%	33,4%	22,8%	10,4%	3,9	4,0	3,8
Jakobstad provides good leisure time activities for children and youth	5,0%	11,8%	22,4%	30,4%	16,2%	14,2%	3,8	4,0	3,7
Total	9,5%	11,3%	19,4%	27,1%	16,6%	16,1%	3,8	4,0	3,7

Regarding education and upbringing, a slight improvement can be seen in most areas, which is also reflected in the average for all questions on this topic, which increases from 3.7 to 3.8 from 2021 to 2025.

Swedish speakers (612 answers)

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I think Jakobstad is a good town to raise children in	2,6%	5,6%	13,9%	35,5%	33,3%	9,1%	4,2	4,0	4,0
Jakobstad provides enough and high-quality day care	1,6%	5,1%	13,1%	26,1%	19,5%	34,6%	4,6	5,0	4,6
Jakobstad provides enough and high-quality elementary and secondary schools	1,1%	4,3%	12,9%	36,6%	29,4%	15,7%	4,4	4,0	4,2
Jakobstad provides enough and high-quality university places	2,8%	8,0%	26,6%	32,0%	12,9%	17,7%	4,0	4,0	3,9
Jakobstad is an attractive town to study in	9,0%	14,7%	26,3%	23,0%	6,9%	20,1%	3,6	3,5	3,5
Jakobstad provides good opportunities for training and exercise for children and youth	2,0%	4,6%	15,7%	36,9%	30,5%	10,3%	4,2	4,0	4,1

Jakobstad provides good leisure time activities for children and youth	2,3%	7,5%	20,6%	33,8%	19,6%	16,2%	4,1	4,0	4,0
Total	3,1%	7,1%	18,4%	32,0%	21,7%	17,7%	4,2	4,0	4,0

For the town's Swedish-speaking residents, a slight improvement can be seen in all questions regarding education and upbringing compared to 2021. The average for all questions also rises from 4.0 to 4.2.

Finnish speakers (391 answers)

	1	2	3	4	5	I don't know	Average	Median	Average 2021
I think Jakobstad is a good town to raise children in	9,7%	15,6%	24,0%	27,9%	16,1%	6,7%	3,5	4,0	3,4
Jakobstad provides enough and high-quality day care	6,7%	12,0%	18,4%	24,0%	8,7%	30,2%	4,1	4,0	4,1
Jakobstad provides enough and high-quality elementary and secondary schools	20,4%	23,3%	21,0%	17,1%	5,4%	12,8%	3,0	3,0	3,3
Jakobstad provides enough and high-quality university places	38,6%	22,5%	17,6%	7,7%	2,3%	11,3%	2,5	2,0	2,2
Jakobstad is an attractive town to study in	45,5%	21,0%	13,8%	5,4%	1,0%	13,3%	2,4	2,0	2,1
Jakobstad provides good opportunities for training and exercise for children and youth	7,9%	15,6%	26,6%	28,4%	10,8%	10,7%	3,5	3,0	3,3
Jakobstad provides good leisure time activities for children and youth	9,2%	18,9%	25,1%	25,6%	9,7%	11,5%	3,4	3,0	3,2
Total	19,7%	18,4%	20,9%	19,4%	7,7%	13,8%	3,2	3,0	3,1

For the town's Finnish-speaking residents, the average score for questions about education and upbringing increased slightly compared to 2021, from 3.1 to 3.2. Four questions saw their average scores rise, one remained unchanged, while one question—"Jakobstad provides enough and high-quality elementary and secondary schools"—declined from 3.3 to 3.0.

"What could the town do to attract new residents to Jakobstad?"

493 people answered this voluntary question. About 180 of them (approx. 37%) in some way address the situation of Finnish-speakers in Jakobstad. Some talk about outright language discrimination against Finnish-speakers, while others highlight various examples where Finnish-speakers are not served in their mother tongue. Very few examples concern the town of Jakobstad specifically; instead, they relate more to:

- the health care center/hospital
- shop staff and others in customer service roles not speaking Finnish
- club/sports activities for children and young people often being offered only in Swedish
- not being able to get a job in Jakobstad without knowing Swedish
- the lack of a Finnish-language newspaper published weekly
- no cultural events being organized in Finnish in Jakobstad

The examples that concern the town of Jakobstad directly or indirectly are:

- there is no Finnish-language vocational school in Jakobstad
- a better Finnish-language lower secondary school is requested
- many think Swedish- and Finnish-speaking students should attend school in the same building
- more language courses should be offered to learn Finnish and Swedish
- the town hires Swedish-speakers who cannot speak Finnish, but not Finnish-speakers who cannot speak Swedish
- slow service and difficulty receiving service in certain parts of the town administration

Many comments are so vague that it is difficult to know exactly what is meant, such as "increase Finnish-language services."

Other summarizing insights (copilot)

1. Better and more equal language services

- Ensure that services, information, and events are offered in both Swedish and Finnish, and that both language groups are treated equally.
 - Hire more Finnish-speaking staff in town services and improve access to Finnish-language education and healthcare.
 - Promote Jakobstad as a genuinely bilingual town and counteract language-related discrimination.

2. Education and schools

- Expand educational opportunities in Finnish, especially vocational education at upper-secondary level.
 - Improve the quality and availability of schools and daycare for both language groups.
 - Create more co-located or bilingual schools and invest in modern and safe school environments.

3. Workplaces and business life

- Create more jobs by attracting new companies and supporting small businesses.
- Facilitate business establishment through less bureaucracy and attractive lots.
- Invest in business development and marketing of available jobs and commercial plots.

4. Housing and living environment

- Build more and more varied housing, especially rental apartments and family-friendly

homes.

- Invest in attractive lots near services and schools, including waterfront plots.
- Improve the maintenance of residential areas and create pleasant and safe environments.

5. Leisure, culture, and events

- Develop a rich and inclusive cultural and leisure offering for all ages and language groups.
- Create more meeting places, activities, and events, especially for youth and families.
- Invest in sports facilities, parks, concerts, and festivals.

6. Marketing and the town's image

- Market Jakobstad nationally and internationally, especially towards Finnish-speaking regions and Sweden.
- Highlight the town's strengths: proximity to nature, coastal living, bilingualism, and a rich cultural life.
- Use social media and visibility at fairs and in the media.

7. Infrastructure and transportation

- Improve public transport, pedestrian and cycling paths, and road maintenance.
- Invest in good connections to the train station and airport.
- Develop the town center with more shops, better lighting, and green areas.

8. Integration and inclusion

- Work actively to include both newcomers and current residents, regardless of background.
- Counteract discrimination and create a welcoming atmosphere.
- Offer language and integration courses for new residents.

9. Safety and well-being

- Increase safety through better lighting, more police presence, and measures against drugs and crime.
- Create more safe meeting places for young and elderly people.
- Invest in openness and transparency in decision-making.

10. Services and public administration

- Improve the accessibility and quality of the town's services, especially in healthcare and social services.
- Streamline bureaucracy and make it easier to contact officials.
- Invest in digitalization and clear information in both languages.

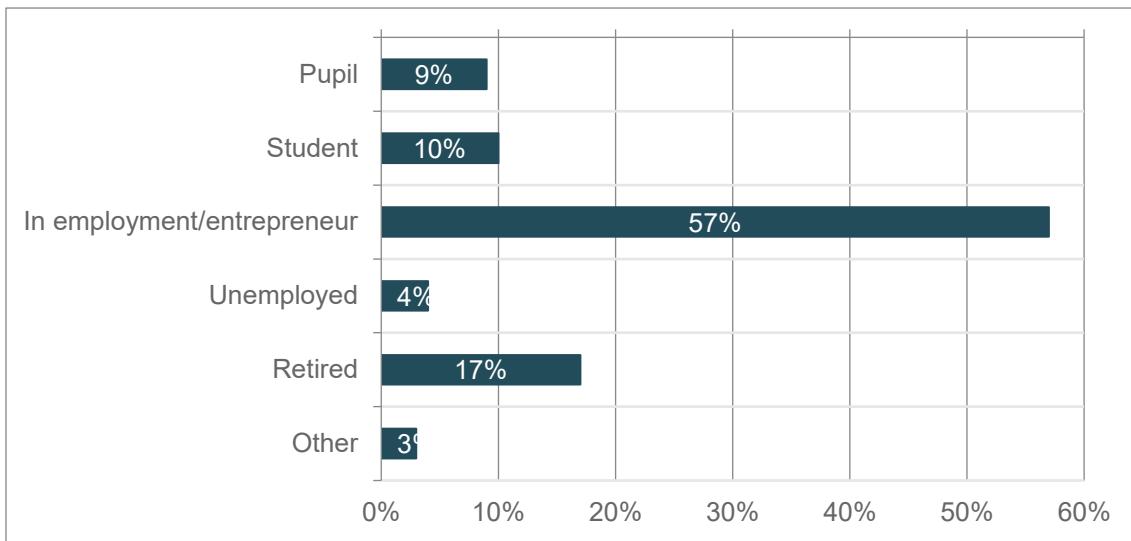
“Other comments”

191 people took the opportunity to give other comments.

Summary insights (copilot):

- The language issue and the experience of equality are central for many residents.
- There is a strong desire for more openness, efficiency, and resident dialogue in the town's decision-making.
- Investments in services, housing, infrastructure, and activities for all ages are requested.
- Many want Jakobstad to develop, but without losing its unique character and small-town feel.

“Current occupation:”



In 2021, the distribution was: pupil (1%), student (6%), in employment/entrepreneur (74%), unemployed (2%), retired (13%), other (4%).

NEXT STEP

People with other mother tongues (35) were not included in the graphs presented above, but it can be noted that compared with all respondents, this group had a higher average score in all four areas.

If we look at the four areas – 1. Living environment and participation, 2. Sustainability and occupation, 3. Administration and influence, 4. Education and upbringing – **it is noteworthy that all average values (except one) are at the same level or have increased compared with the corresponding survey from 2021 when considering all respondents.**

1. Living environment and participation:

Over 70 percent (2021: 67 percent) state that they enjoy living in Jakobstad, and only 3.8 percent say they do not enjoy it at all. Swedish-speaking respondents are more satisfied: 81.6 percent give the highest scores, 4 or 5, while only 54.2 percent of Finnish-speakers give scores of 4 or 5. The greatest improvement compared with 2021 is that over 70 percent of Jakobstad residents feel safe in Jakobstad. The average score increased from 3.6 to 3.9, and only 3.3 percent of respondents don't feel safe at all.

2. Sustainability and occupation:

Residents of Jakobstad enjoy their work, but above all - their free time - 71 percent report being satisfied with their free time. Additionally, 56 percent agree that Jakobstad has a rich cultural life.

3. Administration and influence:

This area shows generally lower average values compared with the other areas, but nevertheless five out of the six statements received higher values than in 2021.

Only the statement *“I receive service in my mother tongue”* has become slightly worse.

64.2 percent (2021: 66.3 percent) of Swedish-speakers fully agree, while only 9.7 percent (2021:

8.9 percent) of Finnish-speakers do so.

Among Finnish-speakers, 19.5 percent (2021: 22.1 percent) say that the statement does not apply at all.

4. Education and upbringing:

Daycare in Jakobstad receives praise; the average score is 4.4 (Swedish-speakers give an average of 4.6, Finnish-speakers 4.1).

The difference between the language groups is bigger regarding educational opportunities. As many as 45.5 percent of Finnish-speakers do not agree at all (give the value 1) with the statement *“Jakobstad is an attractive town to study in”*, and 38.6 percent also give the lowest value (1) for the statement *“Jakobstad provides sufficient and high-quality university places”*. Among Swedish-speakers, only 9 percent and 2.9 percent respectively give the lowest value.

The results of the resident survey will be presented to the town’s management team and the members of the town council during the spring.

Because so many Finnish speakers feel that they receive poor service in Finnish in Jakobstad on a general level, this issue will be addressed both within the framework of the town’s bilingualism program and as a priority of the town’s new major, whose contract requires that he, through his work, creates the conditions for a functioning bilingualism in Jakobstad.

More information:

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