

QUESTION OF THE WEEK, WEEK 10–11 (4–15.3.2026)

NUMBER OF RESPONDENTS: 531

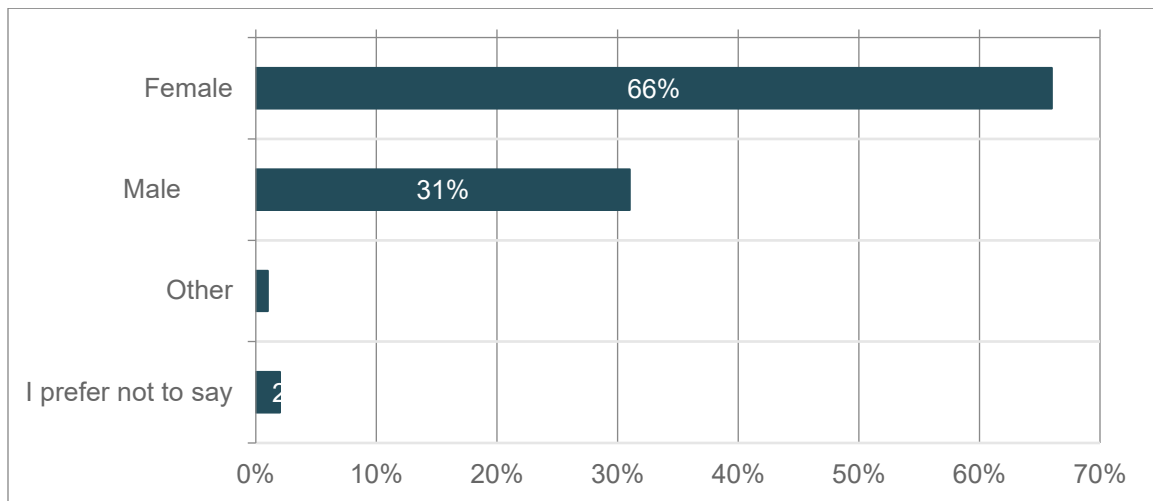
The margin of error is 4 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

SURVEY ON EQUALITY AND EQUAL TREATMENT

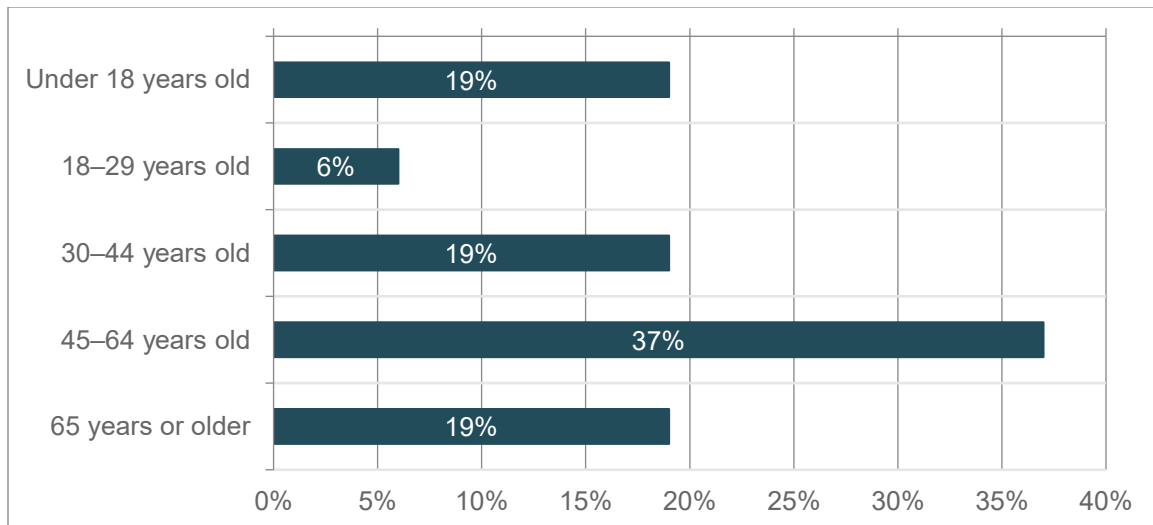
In the Question of the Week the residents were asked: *“The purpose of this survey is to collect the experiences and views of residents on how equality and equal treatment are realised in Jakobstad. The answers will be used in the work with the town’s plan for equality and equal treatment.”*

BACKGROUND INFORMATION

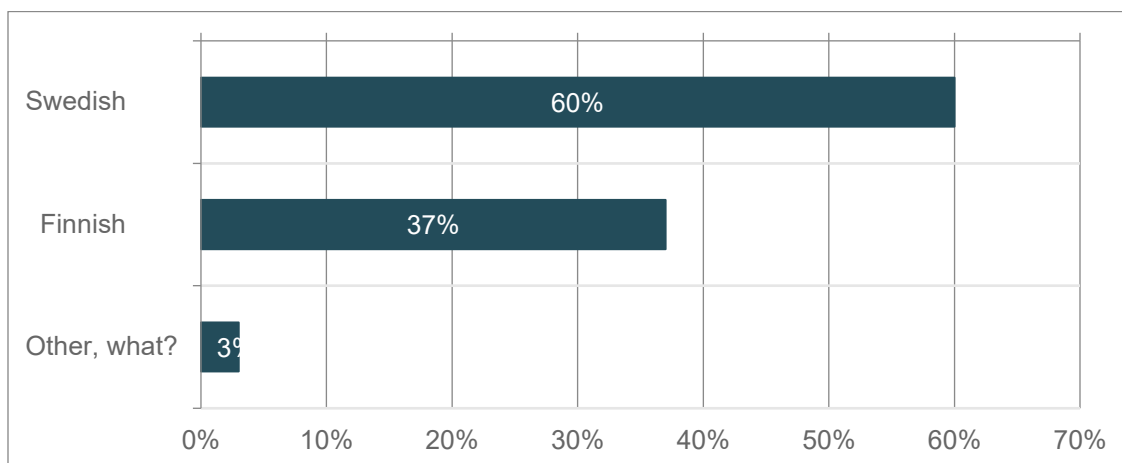
“Gender”



“Age”



“Native language”



“Do you belong to any of the following groups? (You can choose several options)”

	n	Percent
Student	130	24,5%
Employed	245	46,1%
Self-employed	35	6,6%
Unemployed	23	4,3%
Pensioner	110	20,7%
Family with children	88	16,6%
Single parent	14	2,6%
Sexual minority	20	3,8%
Person with immigrant background	6	1,1%
Person with Romani background	1	0,2%
Person with disability	13	2,4%
I don't feel that I belong to any particular group	27	5,1%

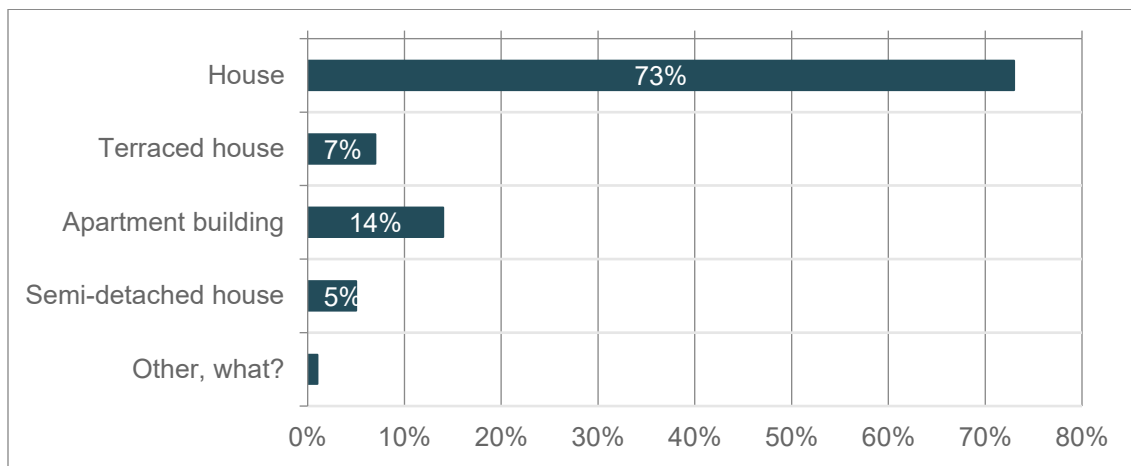
“My neighbourhood”

	n	Percent
ALHOLMEN	4	0,8%
BAGGHOLMEN	38	7,2%
BJÖRNHOLMEN	11	2,1%
BJÖRNVIKEN	17	3,2%
BONÄS	21	4,0%

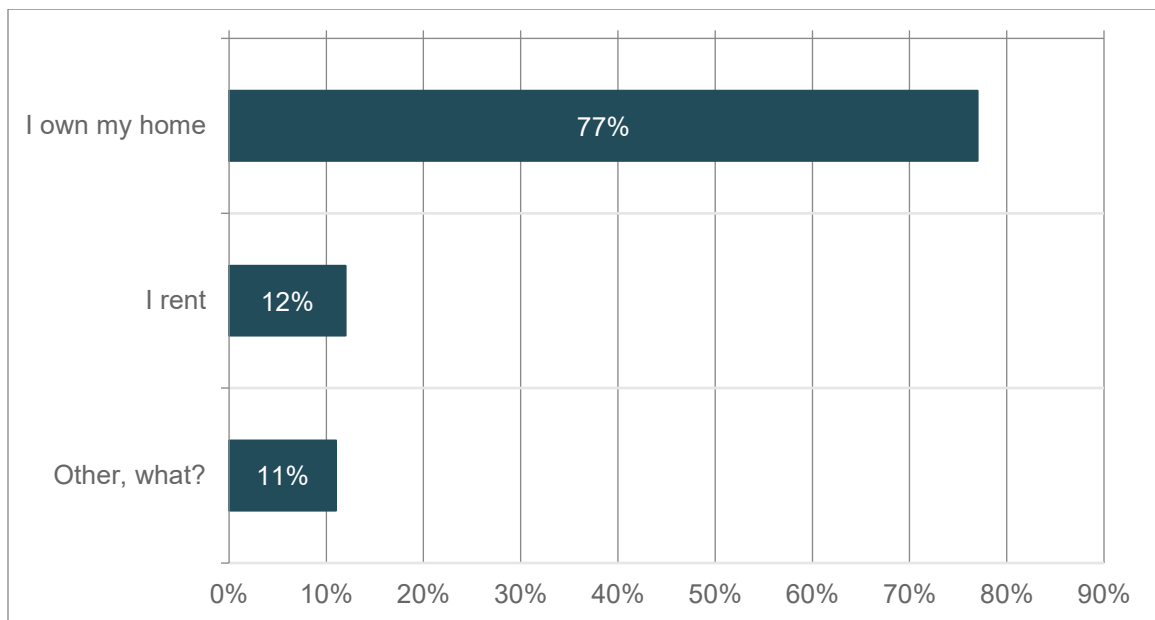
BOSTADSMÄSSOOMRÅDET	2	0,4%
CENTRUM	66	12,4%
FISKARS	0	0,0%
FÅRHOLMEN	6	1,1%
GRANHOLMEN	0	0,0%
GRANNABBA	4	0,8%
KARVIKEN	1	0,2%
KILLINGHOLMEN	27	5,1%
KISOR	10	1,9%
KITTHOLMEN/GAMLA HAMN	3	0,6%
KIVILÖS	35	6,6%
KORSGRUNDET	1	0,2%
KVARNBACKEN	8	1,5%
KVASTBERGET	1	0,2%
KYRKOSTRAND	26	4,9%
LAPPFJÄRDEN	9	1,7%
LILLSAND/FÄBODA	1	0,2%
LONDON	9	1,7%
LYSARHOLMEN	0	0,0%
NORRMALM/SKATA	31	5,8%
NYVÄGEN	1	0,2%
NYÅKERN	1	0,2%
PEDERS	4	0,8%
PERMO	15	2,8%
PIRILÖ	1	0,2%
PÖRKENÄS	6	1,1%
ROSASHOLMEN	6	1,1%
SIKÖREN	0	0,0%
SKUTNÄS	24	4,5%
STAFFANSNÄS	3	0,6%
SVEDEN	5	0,9%
SVEDJENABBA	7	1,3%

VALLAN	0	0,0%
VARVET - HÄLLAN	7	1,3%
VESTERSUNDSBY	21	4,0%
VÄSTANPÅ	13	2,4%
VÄSTERMARM	30	5,6%
ÖSTANPÅ	26	4,9%
ÖSTERMARM/KRÅKHOLMEN	30	5,6%

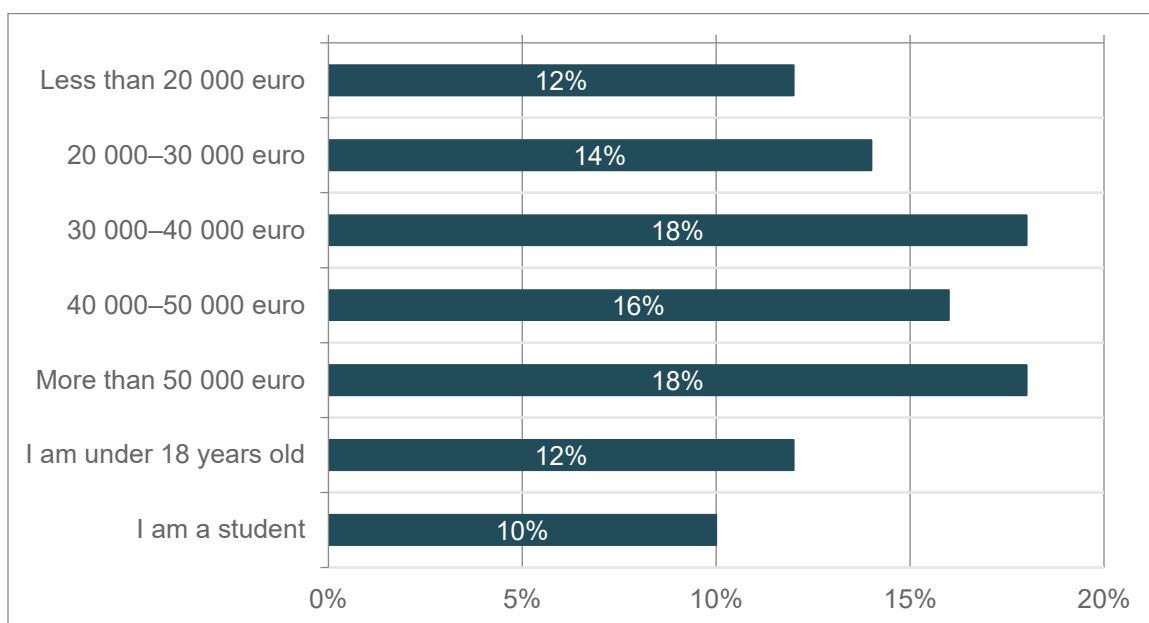
"Type of housing"



"Type of housing"



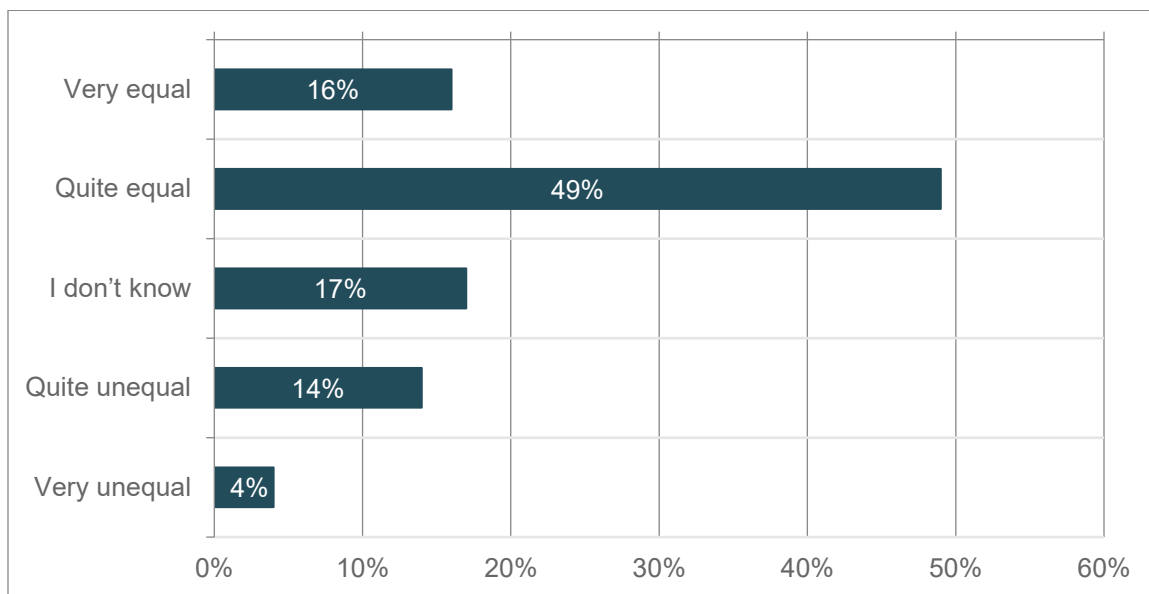
“What is your yearly income?”



“GENERAL EXPERIENCE OF EQUALITY AND EQUAL TREATMENT

Equality means gender equality.

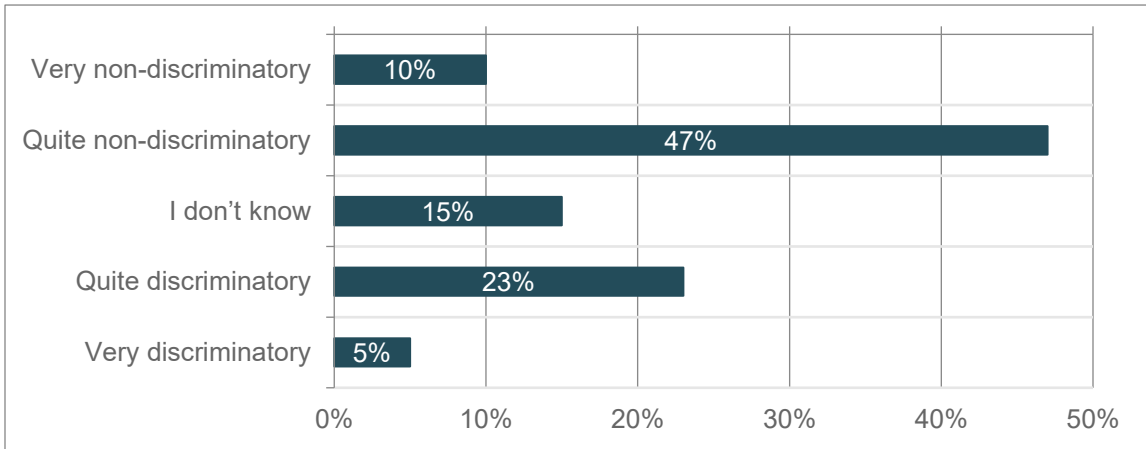
How equal do you experience Jakobstad as a place of residence?”



“Equal treatment means non-discrimination based on the personal characteristics mentioned in the Non-discrimination Act.

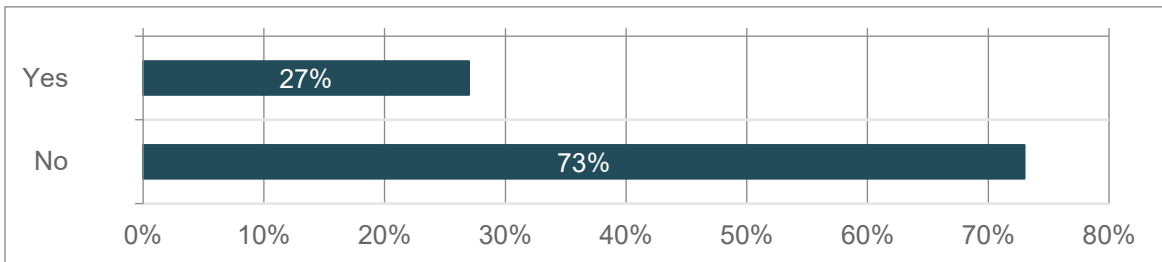
According to the Non-discrimination Act, the authorities shall evaluate the impact of their activities on different population groups and the realisation of equality in their activities and take necessary measures to promote the realisation of equality.

How non-discriminatory do you experience Jakobstad as a place of residence?"

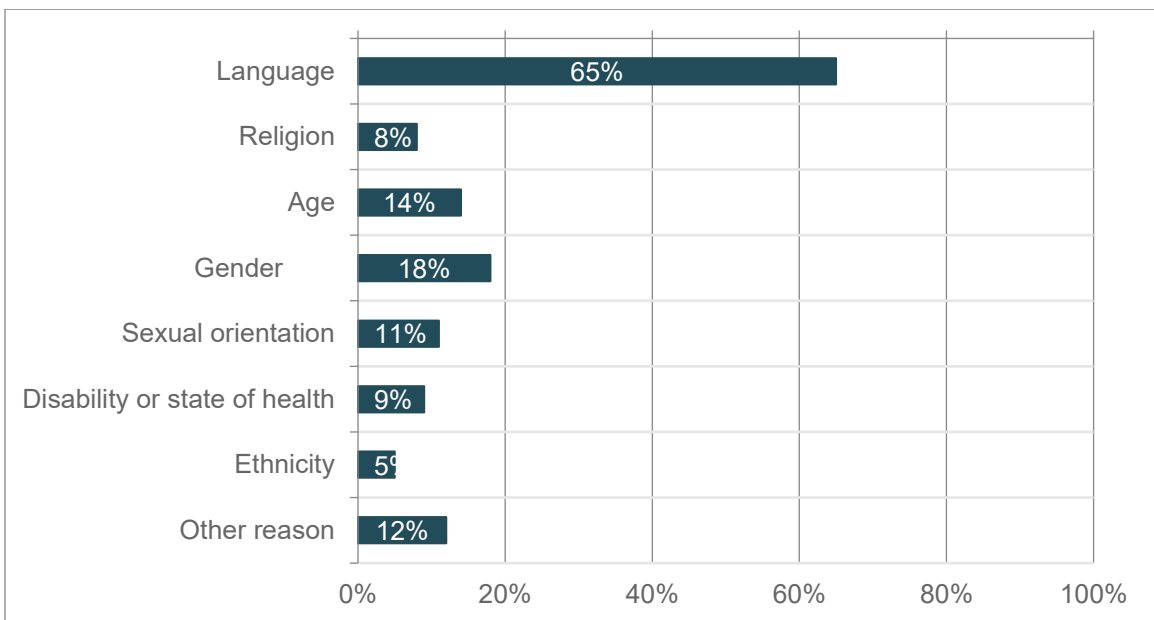


"No one may be discriminated against on the basis of age, language, origin, opinion, nationality, family relationships, religion, belief, political activity, trade union activity, state of health, disability, sexual orientation or other personal characteristics.

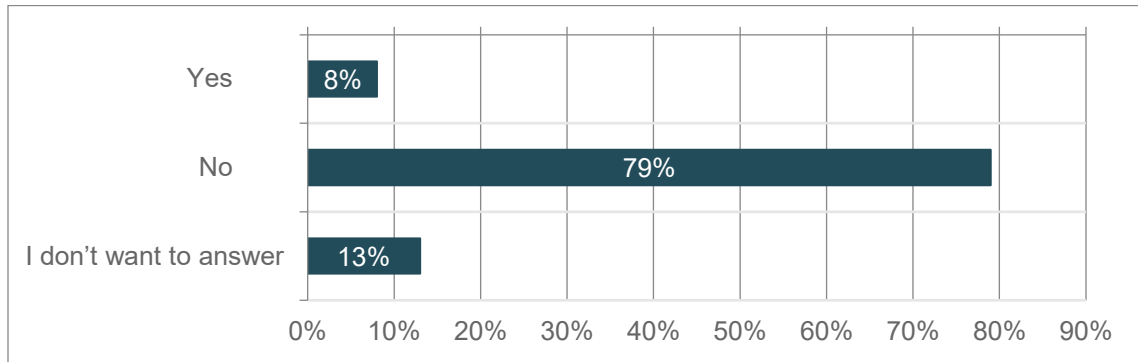
Have you experienced discrimination in Jakobstad during the last year?"



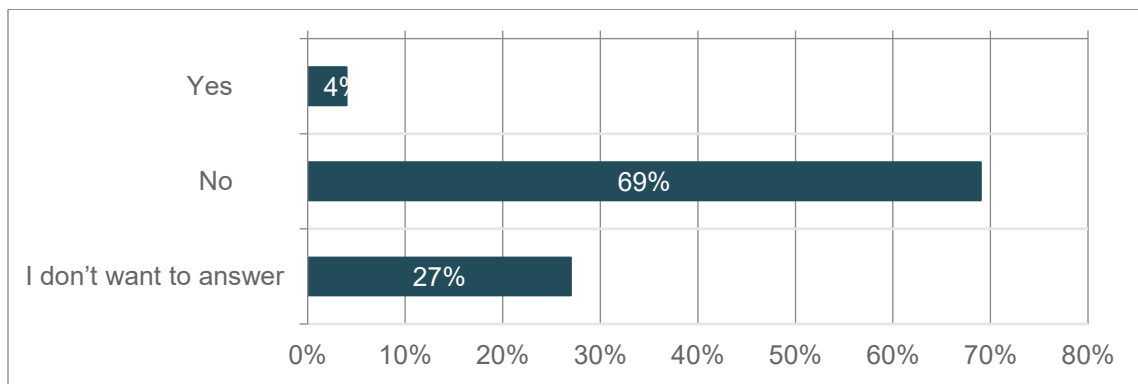
If you answered "Yes", you got three follow-up questions: ***"What do you see as the cause of the discrimination? (You can choose several alternatives)"***



“Did you look for support?”



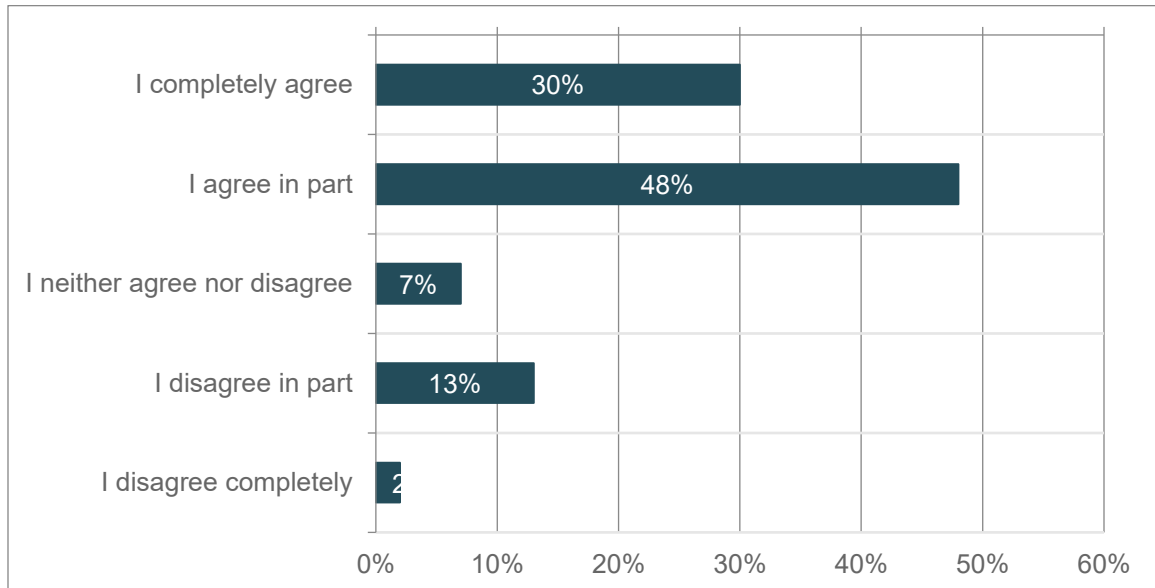
“Did you get support?”



“WELLBEING AND SAFETY IN THE TOWN

The strategy of the town of Jakobstad states that Jakobstad is a safe, bilingual, and multicultural residential and living environment.

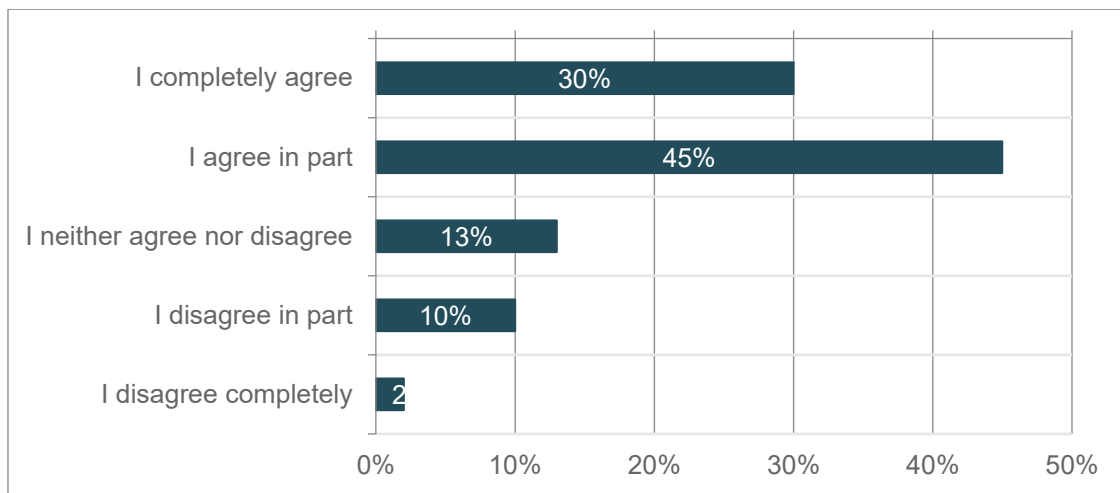
I find it safe to move around in the town of Jakobstad.”



If you answered: "I disagree in part" or "I disagree completely" you got the follow-up question: *"Why?"*

63 people responded to the question. Residents describe feelings of insecurity in Jakobstad as being primarily linked to inadequate traffic safety, such as high speeds, poor compliance with traffic rules, and poorly maintained and insufficient pedestrian and cycling paths, especially during winter. Many also express concerns about the increased visibility of drugs, intoxicated individuals, crime, and disruptive groups of young people, particularly in the town centre and during the evening or night. Women and young people report fear of harassment, threats, and violence, which leads many to avoid moving around alone after dark. In addition, there is a perception of insufficient police presence and that the problems are not addressed effectively enough.

"I feel that it is equal and accessible to move in the urban environment."



If you answered: "I disagree in part" or "I disagree completely" you got the follow-up question: *"Why?"*

38 people responded to the question. Residents feel that the urban environment in Jakobstad is not equal and accessible, primarily due to inadequate physical accessibility, such as high curbs, uneven pedestrian and cycling paths, obstacles on sidewalks, and poor winter maintenance. This particularly affects people with mobility or visual impairment. Many also highlight long and unevenly distributed school routes and insufficient school transport as examples of structural inequality, especially for Finnish-speaking pupils. Accessibility to public buildings, shops, and the town centre is perceived as inadequate, partly due to a lack of parking spaces, insufficient accessible parking, and environments that are difficult to navigate. In addition, traffic solutions and urban planning are often perceived as prioritising certain modes of transport at the expense of others, creating insecurity and exclusion for several groups.

“Do you find the following of the town’s services accessible and equal to all?”

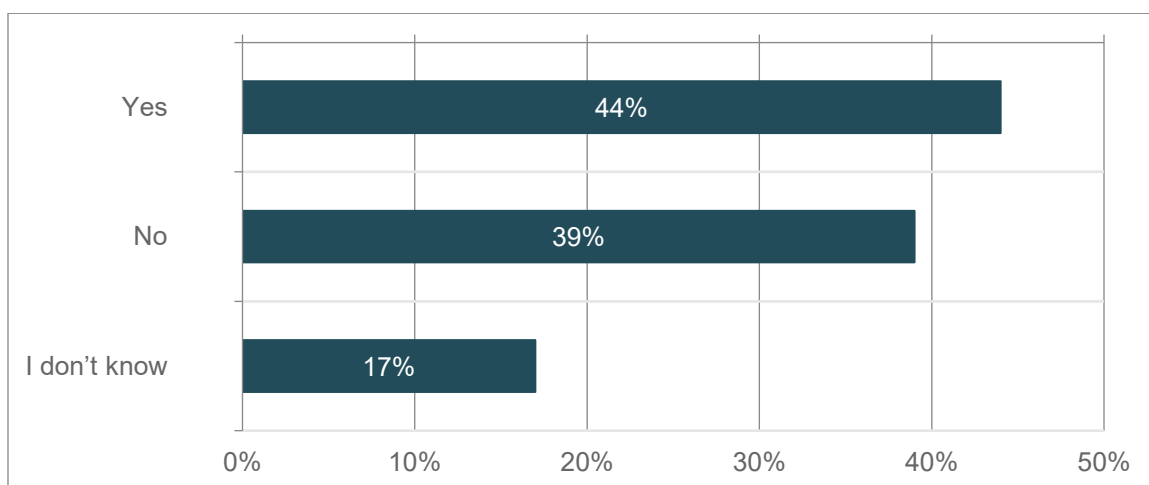
	Yes	No	I don't know	Average	Median
Employment services	35,4%	13,9%	50,7%	2,2	3,0
Integration services	25,9%	10,7%	63,4%	2,4	3,0
Early childhood education and care	56,9%	10,8%	32,3%	1,8	1,0
Comprehensive education	61,5%	20,1%	18,4%	1,6	1,0
Upper secondary education or vocational school	46,0%	26,9%	27,1%	1,8	2,0
Sport	47,6%	26,4%	26,0%	1,8	2,0
Culture	51,4%	22,3%	26,3%	1,7	1,0
Total	46,4%	18,7%	34,9%	1,9	2,0

“BILINGUALISM IN JAKOBSTAD

According to the Language Act a municipality is designated bilingual if the population includes both Finnish and Swedish speakers and the minority comprises at least eight per cent of the population or at least 3,000 persons.

The main purpose for the bilingualism programme for the town of Jakobstad is to support the equality between Swedish and Finnish in the town’s administration and services, and to promote a good language climate, where both language groups feel equal and likes it here.

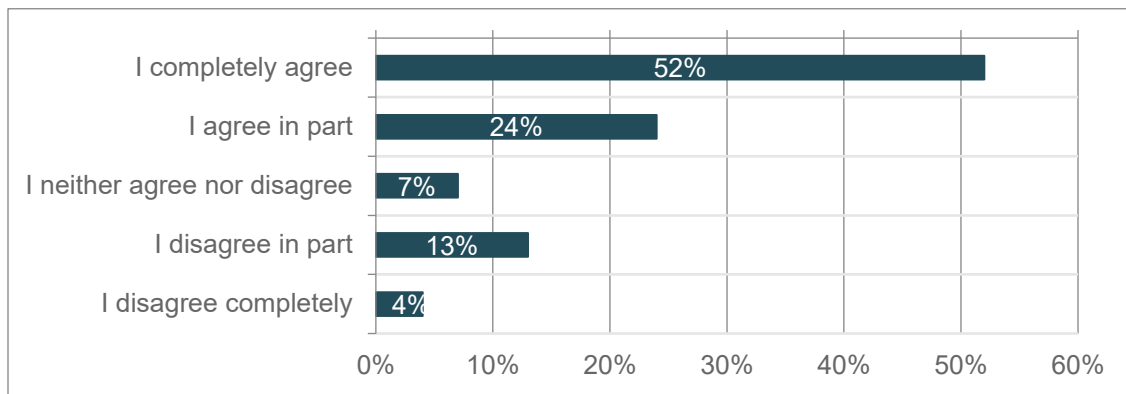
The town of Jakobstad considers Swedish and Finnish speakers equally.”



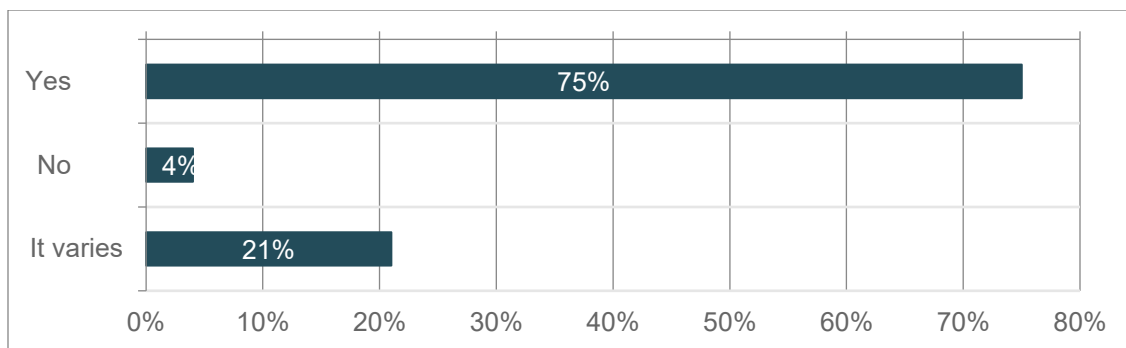
If you answered “No” you got the follow-up question: ***“In what way does the town of Jakobstad consider Swedish and Finnish speakers unequally?”***

148 people responded to the question. Residents feel that the town of Jakobstad in practice favours Swedish-speaking residents at the expense of Finnish-speaking residents, particularly when it comes to access to services, education, information, and cultural offerings. Many Finnish speakers describe difficulties in obtaining public authority services and customer service in their mother tongue and note that information and communication are often available only in Swedish or are inadequately translated. Inequality is also perceived within education, where Finnish-speaking children and young people have fewer schooling and study opportunities, poorer school facilities, and longer school journeys. In addition, a sense of structural and attitudinal inequality is highlighted, with Finnish speakers feeling that they are a minority in decision-making and working life and less well represented in the town’s development. Many also write about difficulties in receiving service in Finnish at the health centre; however, as is well known, responsibility for social and health care has rested with the Ostrobothnia wellbeing services county since 2022.

“I feel that the town provides me with the information and services I need in my native language.”



“The town provides me with the information and official forms I need in my native language.”



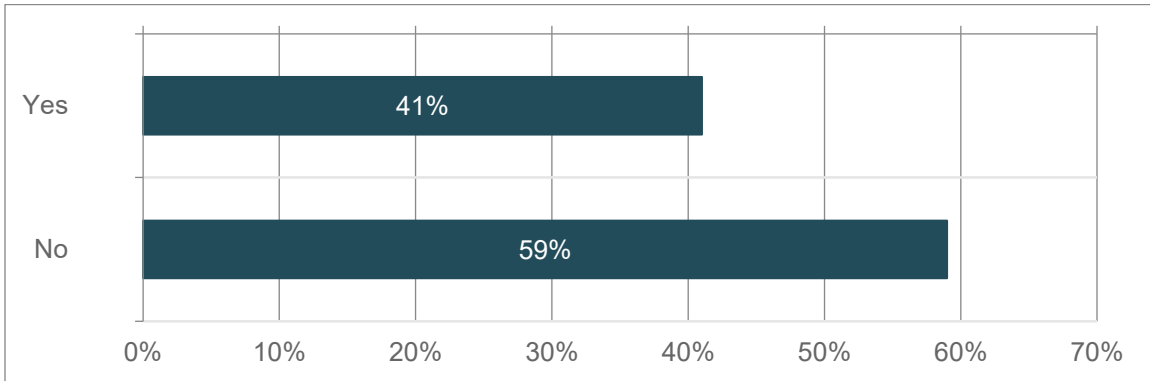
“PARTICIPATION AND DEVELOPMENT

According to the Municipalities Act the municipality shall advance the well-being of the residents and a sustainable development within its area.

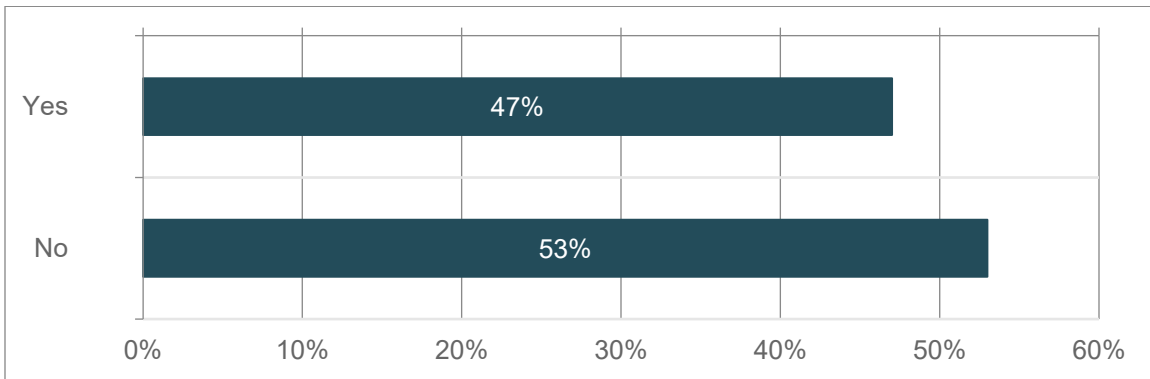
One of the strategic goals of Jakobstad is to focus on the resident in all the town’s activities

and to listen to its residents.

"I feel that I have the opportunity to influence the affairs of the town."



"I receive enough information about the town's decisions and current matters."



"What could the town do to promote equality and equal treatment in Jakobstad?"

199 people responded to the question. Residents above all call for better and more equal information and communication, particularly in Finnish but also in other languages, so that all residents have access to the town's decisions, services, and events regardless of language background or digital skills. Many highlight the need for more equal provision of education and services, including Finnish-language education at several levels, access to care in one's mother tongue, and better support for children, young people, and persons with disabilities. Increased openness, transparency, and resident participation in decision-making are mentioned repeatedly, as is the need to counter perceived favouritism, nepotism, and closed decision-making processes. In addition, the importance of actively working on attitudes, inclusion, and meeting places that strengthen a sense of community between language groups and other minorities in Jakobstad is emphasised.

"How could the town better advance the understanding and fellowship between different population groups?"

178 people responded to the question. Residents emphasise that understanding and a sense of community can best be strengthened through shared meeting places, activities, and events where different language and population groups meet on equal terms, especially children and young people through day-care centres and schools. Many call for more integrated and genuinely bilingual solutions in education, leisure, and culture, instead of separate structures that are perceived to reinforce language and group boundaries. Clearer, more accessible, and multilingual

information is highlighted as a key prerequisite for participation and for reducing misunderstandings. In addition, the importance of an open language climate, active integration work, and the town clearly taking a stand against discrimination and exclusionary attitudes is emphasised.

“Other comments”

71 people responded to the question. The additional comments reflect a wide range of views, with residents expressing both appreciation for Jakobstad as a place to live and, at the same time, frustration over a perceived lack of openness, transparency, and real opportunities to influence the town’s decision-making. Many return to issues related to language and access to information, in particular the need for bilingualism to function in practice, better access to information in Finnish, and concerns about polarisation between language groups. In addition, recurring themes include the well-being of children and young people, integration, equal treatment in working life and services, and a desire for greater cooperation, dialogue, and shared responsibility for the town’s development.

NEXT STEP

The responses and the information provided by residents in this survey will be used in the work on the town’s plan for equality and equal treatment, which is expected to be completed during the summer of 2026.

More information:

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