

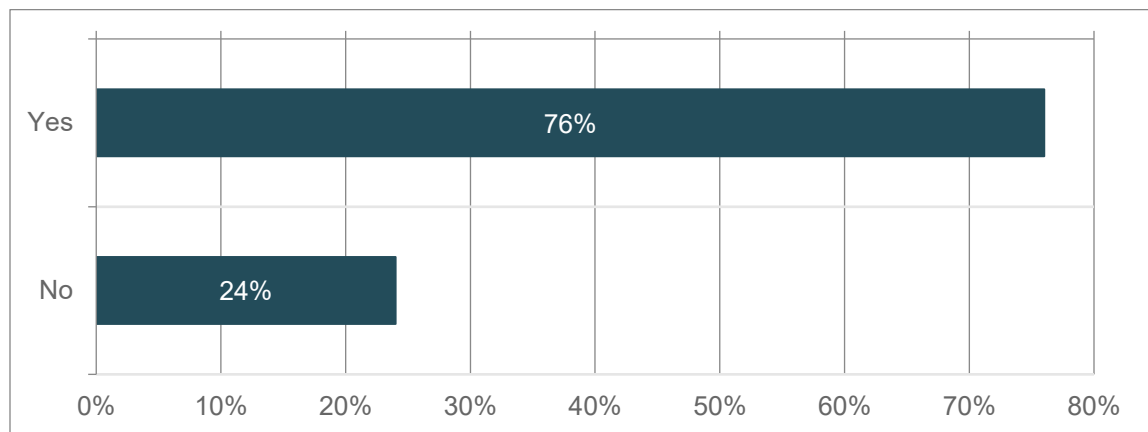
QUESTION OF THE WEEK, WEEK 33–34 (12–23.8.2026)

NUMBER OF RESPONDENTS: 445

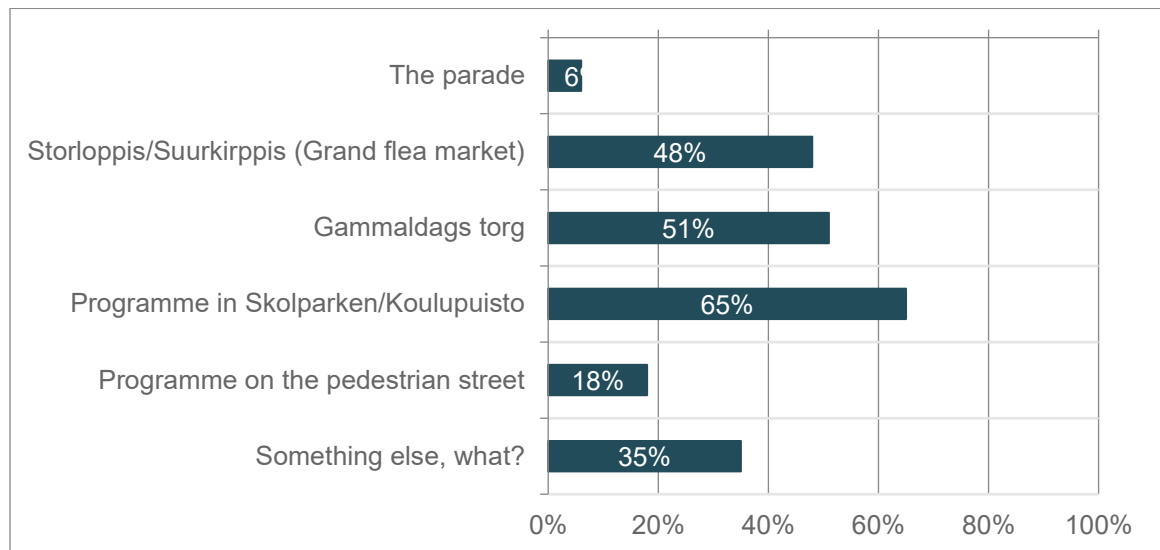
The margin of error is 5 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

JAKOBS DAGAR/JAAAKON PÄIVÄT 2026

In the Question of the Week the residents were asked: *“Jakobs Dagar was celebrated this year 19-26 July. Did you participate in any activities during Jakobs Dagar?”*



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



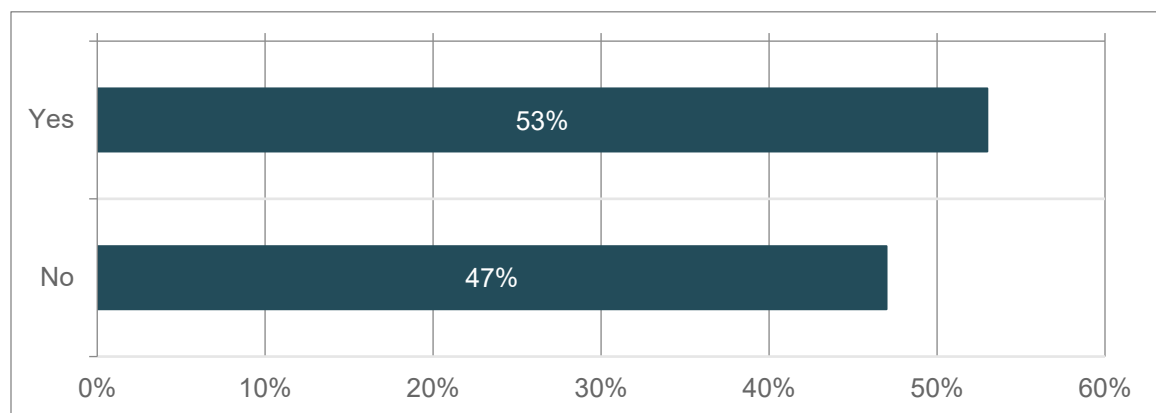
Those who answered, **“Something else, what?”** participated in a wide range of activities across the town. Residents mentioned, among other things, sporting events such as Jaro matches and the Jakob Marathon, guided tours and open courtyards in Skata, museum and exhibition visits, as well as various cultural programmes including concerts, opera, theatre, circus performances, and music quizzes. In addition, many took part in car and vintage vehicle events, book and record fairs, café and restaurant visits, and programmes organized by local businesses, associations, and parishes.

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

Residents’ responses show that many would like to see more attractive music and stage programmes, particularly featuring larger and better-known performers, as well as a broader offering that also includes Finnish-language artists and programmes. Many respondents also felt that the pedestrian street, the market square, and Skolparken lacked activity and atmosphere, and suggested additions such as street dancing, open-air dances, live music performances, evening entertainment, and various community events. Several residents further expressed a wish for traditional elements, such as beer tents, the Old-Fashioned Market Square, markets, competitions, and activities in the Old Harbour area, to be further developed or reintroduced. In addition, respondents called for more programmes tailored to specific target groups, including children, young people, older adults, and young adults, as well as more cultural and historical content.

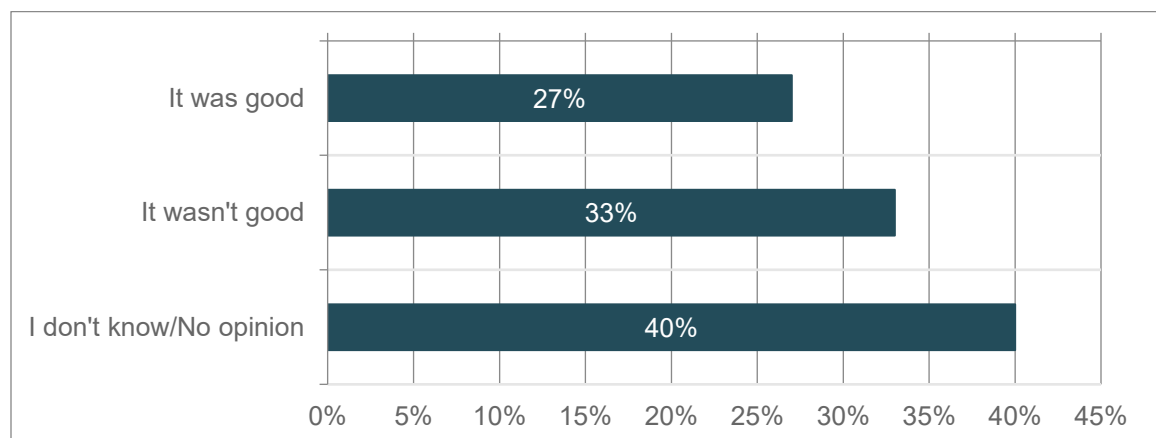
“New this year was that Stadshotellet had a fenced outdoor serving area in Skolparken (covering half of the area in front of the stage) from Wednesday to Saturday during Jakobs Dagar. Admission to the outdoor serving area was free, but only for adults aged 18 and over, as alcohol was served there.

Did you visit Skolparken during Jakobs Dagar between Wednesday and Saturday this year?”



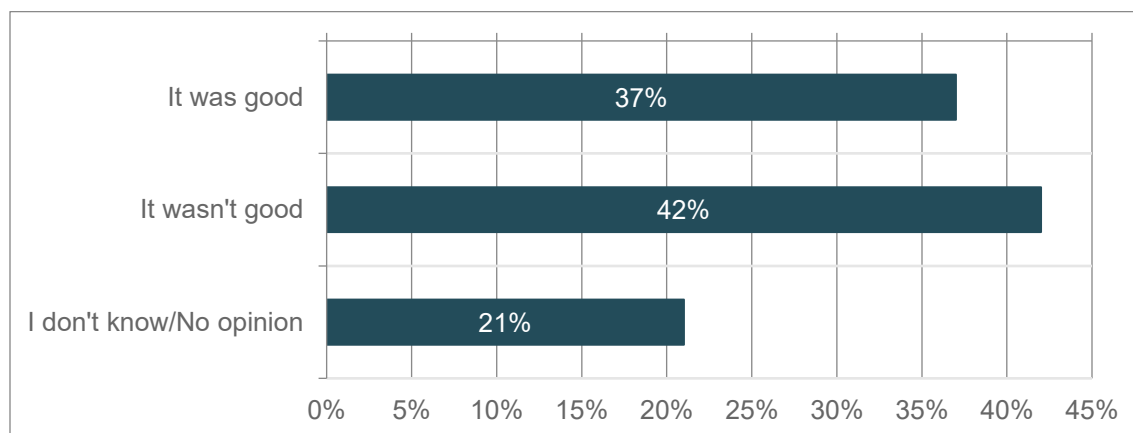
“What do you think about the outdoor serving area in Skolparken during Jakobs Dagar?”

ALL RESPONDENTS



Since we previously asked if respondents visited Skolparken during Jakobs Dagar from Wednesday to Saturday this year, it is possible to filter the responses so that only those who answered “Yes” to that question are included in the responses to the question “***What do you think about the outdoor serving area in Skolparken during Jakobs Dagar?***” The results then look as follows:

ONLY THOSE WHO VISITED SKOLPARKEN (238 RESPONDENTS)



In other words, 37% of those who actually visited Skolparken during Jakobs Dagar from Wednesday to Saturday had a positive opinion (“***It was good***”) of the outdoor serving area, compared with 27% of all respondents. It is also noteworthy that 42% of the actual visitors had a negative opinion (“***It wasn't good***”), compared with 33% of all respondents. Those who answered “***I don't know/No opinion***” accounted for 21% among those who visited Skolparken and 40% among all respondents.

“Please explain your answer (optional question).”

Residents’ views on the outdoor serving area in Skolparken were clearly divided. Many appreciated the initiative and felt that it added life, atmosphere, and additional seating to the park, while also attracting more visitors to the events.

The most common criticism concerned the location and size of the area. Many respondents felt that it occupied too much of the audience space in front of the stage, obstructed the view, and reduced people’s ability to enjoy the programme.

Several residents also pointed out that Jakobs Dagar is perceived as a family-oriented festival and that alcohol service in Skolparken does not fit well with an environment frequented by many children, young people, and families. There was concern that alcohol played too prominent a role during the event.

Even those who were generally positive about the outdoor serving area often called for a smaller and more aesthetically appealing setup, preferably located farther away from the stage or elsewhere in the park.

In summary, some residents welcomed the outdoor serving area as a new and appreciated feature, while many others felt that it took up too much space, affected the family-friendly character of the park, and should be relocated or designed differently if it is reintroduced in the future.

NEXT STEP

Among the survey respondents, there were many interesting comments about what has worked well during Jakobs Dagar and how the event could be further developed in the future. Jakobs Dagar is the town's most important event week, one that both residents and visitors look forward to every year.

Jakobs Dagar is also extremely important to the town of Jakobstad, and we want to develop the event in line with the wishes of residents and local businesses. The town provides financial support for the organization of Jakobs Dagar, and during the autumn the town will review the survey results together with Finn Jakobstad/Finn Pietarsaari, the organizer of the event. Based on the feedback received, we will present suggestions for improvements to next year's Jakobs Dagar. In particular, we wish to emphasize the feedback indicating that there has been too little Finnish-language programming, and this is something that needs to be addressed next year.

The feedback concerning the outdoor serving area will be forwarded in full to the event organizers, who will make any necessary adjustments to their plans for next year. The matter will also be revisited by the Technical Committee. The feedback received will be taken into account when preparing statements regarding the use of public areas and traffic arrangements for next year.

More information:

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