# QUESTION OF THE WEEK, WEEK 43–44 (4–15.11.2026)

NUMBER OF RESPONDENTS: 332

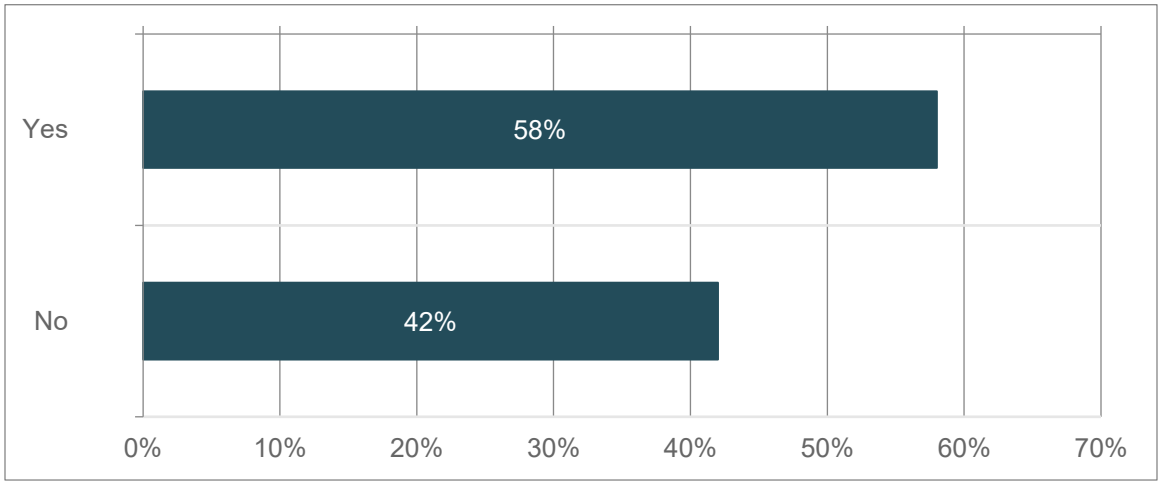
The margin of error is 5 % and thereby the answers are considered to reflect the opinions of the population in Jakobstad.

## TOWN OF JAKOBSTAD'S NEWSLETTER

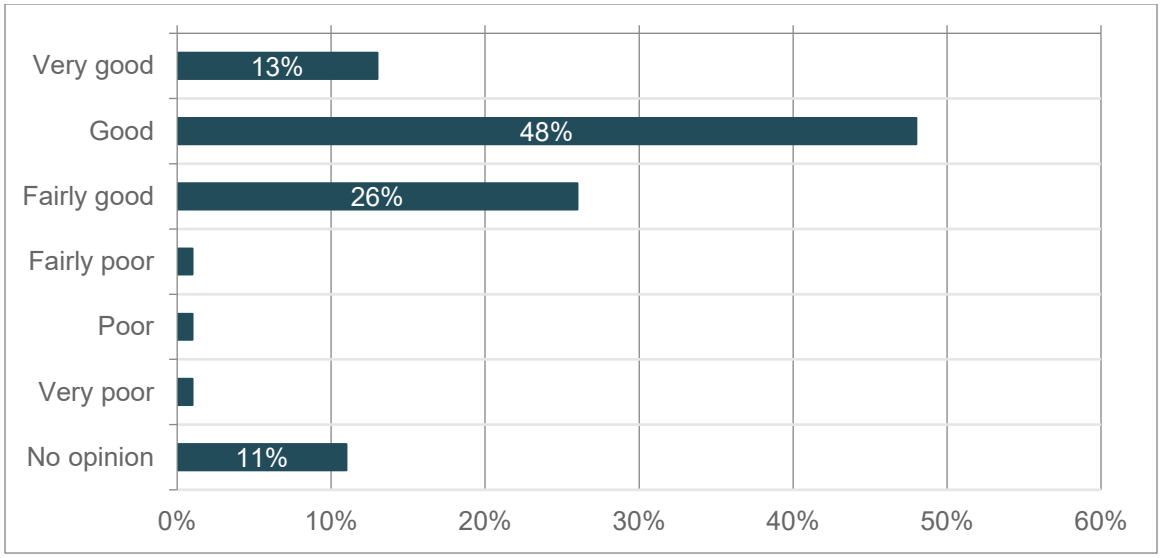
In the Question of the Week the residents were asked: ***"The Town of Jakobstad publishes a newsletter six times a year. The latest newsletter was sent to subscribers on 4 November 2026. You can read the newsletter here: (in Swedish or in Finnish)***

***The newsletter features the Town's most important current news, decisions and events. It has approximately 1,000 subscribers.***

***Do you subscribe to the town's newsletter?"***




If you answered Yes, you were asked the following follow-up question: ***"What do you think about the newsletter?"***



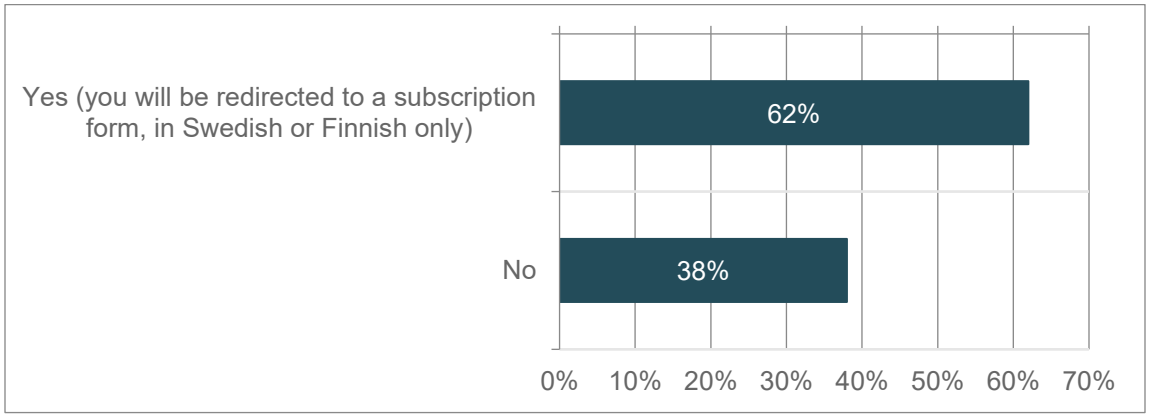
*"Please explain your answer (optional)"*

59 people responded to the question. Residents' comments show that the town's newsletter is generally appreciated as a clear, accessible and reliable source of information that brings together current news, decisions and events in one place. Finnish-speaking residents emphasise the importance of the newsletter, as it partly compensates for the lack of a Finnish-language local newspaper. At the same time, residents would like to see more comprehensive and up-to-date content, more frequent publication, better readability on mobile phones and a clearer table of contents. Some also call for more equal prominence to be given to the different language versions.

***"What topics would you like to see more of in the newsletter?"***

63 people responded to the question. Residents' comments show a strong interest in receiving more information about upcoming events, particularly smaller local events, cultural activities and activities organised by local associations, preferably well in advance. Many also call for clearer information about the town's finances, political decisions, future plans, construction projects, traffic arrangements, and the maintenance of streets and other infrastructure. In addition, residents would like to see more content about the town's staff and organisation, local businesses, residents, neighbourhoods and local history, as well as practical information on topics such as emergency preparedness and municipal services.

If you answered No to the first question, you were asked the following follow-up question: "***Would you like to subscribe to the town's newsletter?"***




***"Why are you not interested in the town's newsletter?"***

21 people responded to the question. Residents' comments show that the main reasons for not subscribing to the town's newsletter are lack of time, an already overwhelming amount of information, and the fact that many receive similar information through the town's website, social media and local news outlets. Some also express dissatisfaction with the town's decisions, the timeliness and content of the newsletter, and feel that the information does not adequately meet the needs of Finnish-speaking residents.

## NEXT STEP

We are pleased that the newsletter received so much positive feedback in the survey. For some respondents, the newsletter was not previously familiar. Since the publication of the latest newsletter and the launch of the survey, the newsletter has gained over a hundred new subscribers.

The survey results will be used to further develop the newsletter, and the responses provided us with concrete ideas for topics to cover in future editions. The newsletter is produced for residents, so we want to focus on topics that interest them. Thank you to everyone who took part in the survey!

*More information:*

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