

GATEWAY
& PARTNERS

**Survey for assessing the fulfilment of the result indicators of
the Estonia–Latvia Programme 2014–2020**

June 2021

THE MAIN RESEARCH AIM:

The aim of the survey is to assess the fulfilment of the result indicator “The share of inhabitants of Valga and Valka considering Valga and Valka as a joint entity”

Target Group

Inhabitants of Valka and Valga, in the age 15 years and older

Sample size

N=422 (212 inhabitants from Valga and 210 inhabitants from Valka), both samples were weighed according to the socio-demographic profile of Estonian (Valga) and Latvian (Valka) population

Method

CATI (Computer - Assisted Telephone Interviewing) and CAPI (survey carried out by face-to-face interviews)

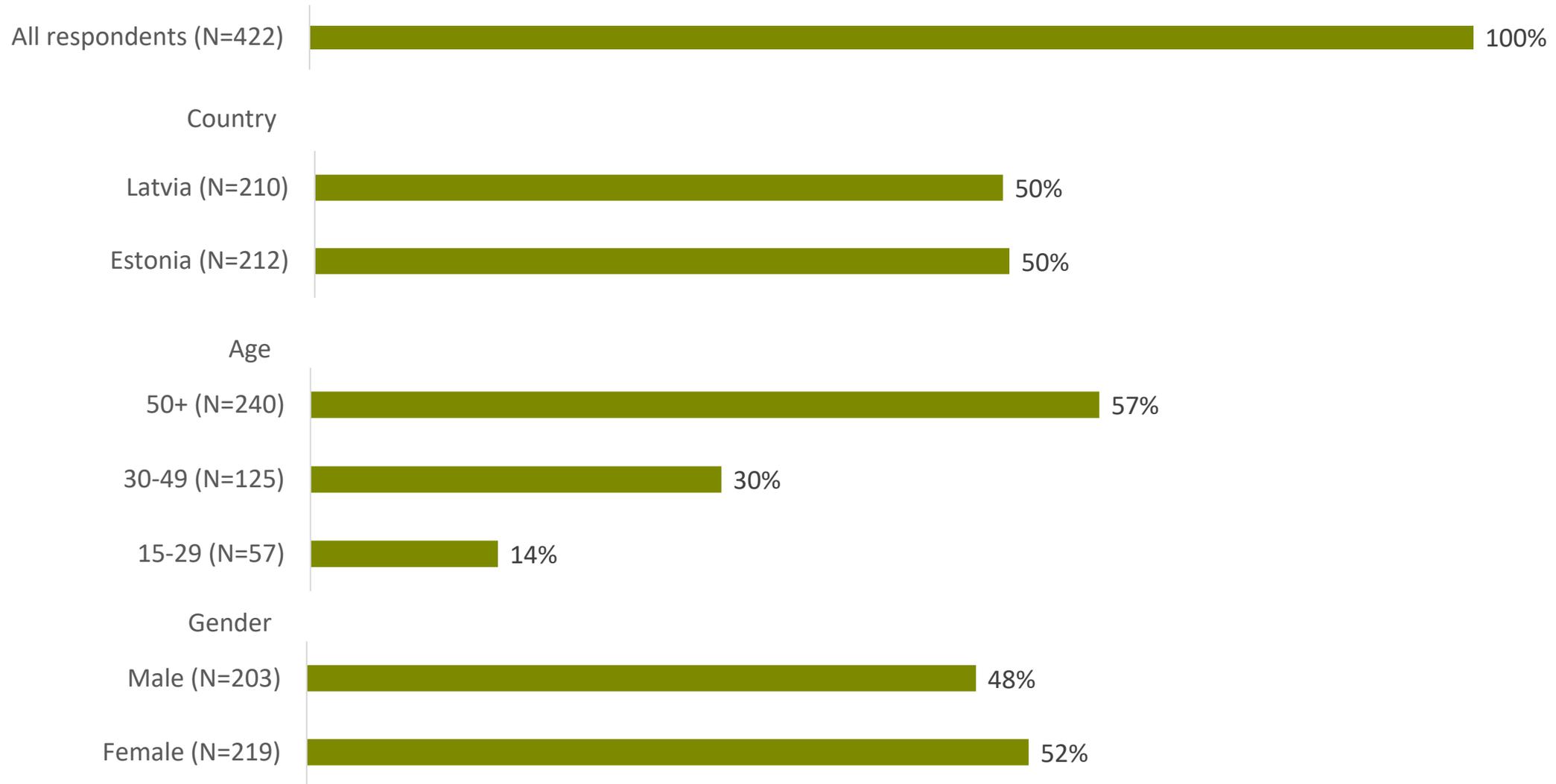
Fieldwork

May 2021 – June 2021

Terms used

If the indicator is statistically significantly higher than in the total sample (95% probability), then it's marked with **blue** outline and if the indicator is statistically lower then it's marked with **red** outline.

Sample profile



Summary

Summary

Unity of Valga and Valka and visiting neighbouring town

Unity of Valga and Valka

- Survey results show that 46% of inhabitants of Estonian Valga and Latvian Valka consider these towns a joint entity. 34% of inhabitants shared opinion that Valga and Valka are rather grown together with some separate elements, while the highest rate, i.e. completely grown together, was given by 12% of respondents.
- Latvia (mean 3.7) consider Valga and Valka to be more joined than Estonia (mean 3.0)
- Estonia (5%) consider Valga and Valka to be separate towns compared to Latvia (0%)
- Age group 30-49 (30%) consider Valga and Valka rather two separate towns with some joint elements, while other groups consider them more joint
- Female (mean 3.5) consider slightly more Valga and Valka to be joined than Male (mean 3.2)

Visiting neighbouring town

- 47% of respondents visit the neighbouring town at least 1-2 times a week
- 4% have not visited neighbouring town in 5 years
- Latvians visit more frequently Valga than Estonians Valka, 30% of Latvians visit Valga almost every day, where 15% Estonians visit Valka almost every day
- There are statistically significantly more Estonians who say they have not visited Valka (6%) than there are Latvians who have not visited Valga (1%) in the past 5 years
- Younger people (15-29) statistically significantly visit more neighbouring town than other age groups

Summary

Suggestions of joint activities

Main suggestions for joint activities between two towns:

- 25% would like to have more joint events, like festivals, common town birthday celebrations, concerts
- 9% would like to have open borders for Valka and Valga inhabitants
- 8% would like to have joint fairs and common market

Nationality

- Latvians consider more important joint events, cultural events, celebrations and festivals – 33%
- Estonians consider more important eased boarder crossing and boarder opening – 12%

Gender

- Men consider more important joint events, cultural events celebrations, festivals (21%), also ease cross-boarder, open borders (7%), joint transport connection (7%)
- Women consider more important joint events, cultural events celebrations, festivals (27%) also joint fairs and common market (11%) and eased cross-boarder, open borders (10%)

Age groups

- 15-29 year olds would like Joint events, cultural events celebrations, festivals (39%). Ease cross-boarder, open borders (14%), More joint sports activities (9%)
- 30-49 year olds would like to have more joint events, cultural events celebrations, festivals (28%), Ease cross-boarder, open borders (8%) and joint fairs and common market (7%)
- 50+ year olds would like to have more Joint events, cultural events celebrations, festivals (19%), joint transport connection (8%) and joint fairs and common market (8%)

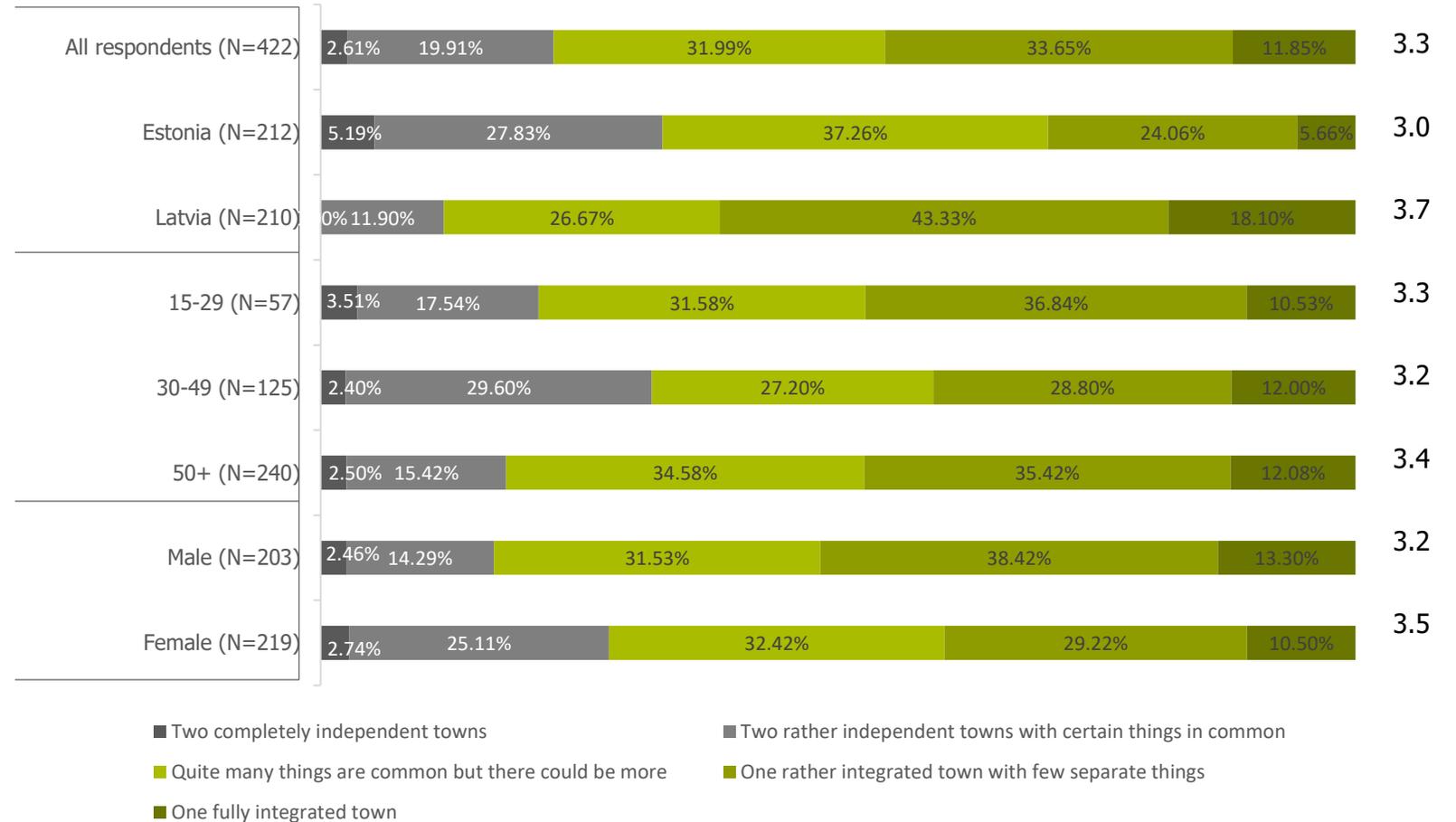
Results

Unity of Valga and Valka

Whole sample

- Survey results show that 46% of inhabitants of Estonian Valga and Latvian Valka consider these towns a joint entity. 34% of inhabitants shared opinion that Valga and Valka are rather grown together with some separate elements, while the highest rate, i.e. completely grown together, was given by 12% of respondents.
- 52% consider Valga and Valka separate towns with some or quite many joint elements. 32% thought that Valga and Valka to have quite many joint elements, but there could be more and 20% consider Valga and Valka two separate towns with joint elements
- 3% consider Valka and Valga two separate towns
- Latvia (mean 3.7) consider Valga and Valka to be more joined than Estonia (mean 3.0)
- Estonia (5%) consider Valga and Valka to be separate towns compared to Latvia (0%)
- Age group 30-49 (30%) consider Valga and Valka rather two separate towns with some joint elements, while other groups consider them more joint
- Female (mean 3.5) consider slightly more Valga and Valka to be joined than Male (mean 3.2)

Please assess on the scale 1-5, to what extent Valga and Valka towns are grown together by today
% of all respondents



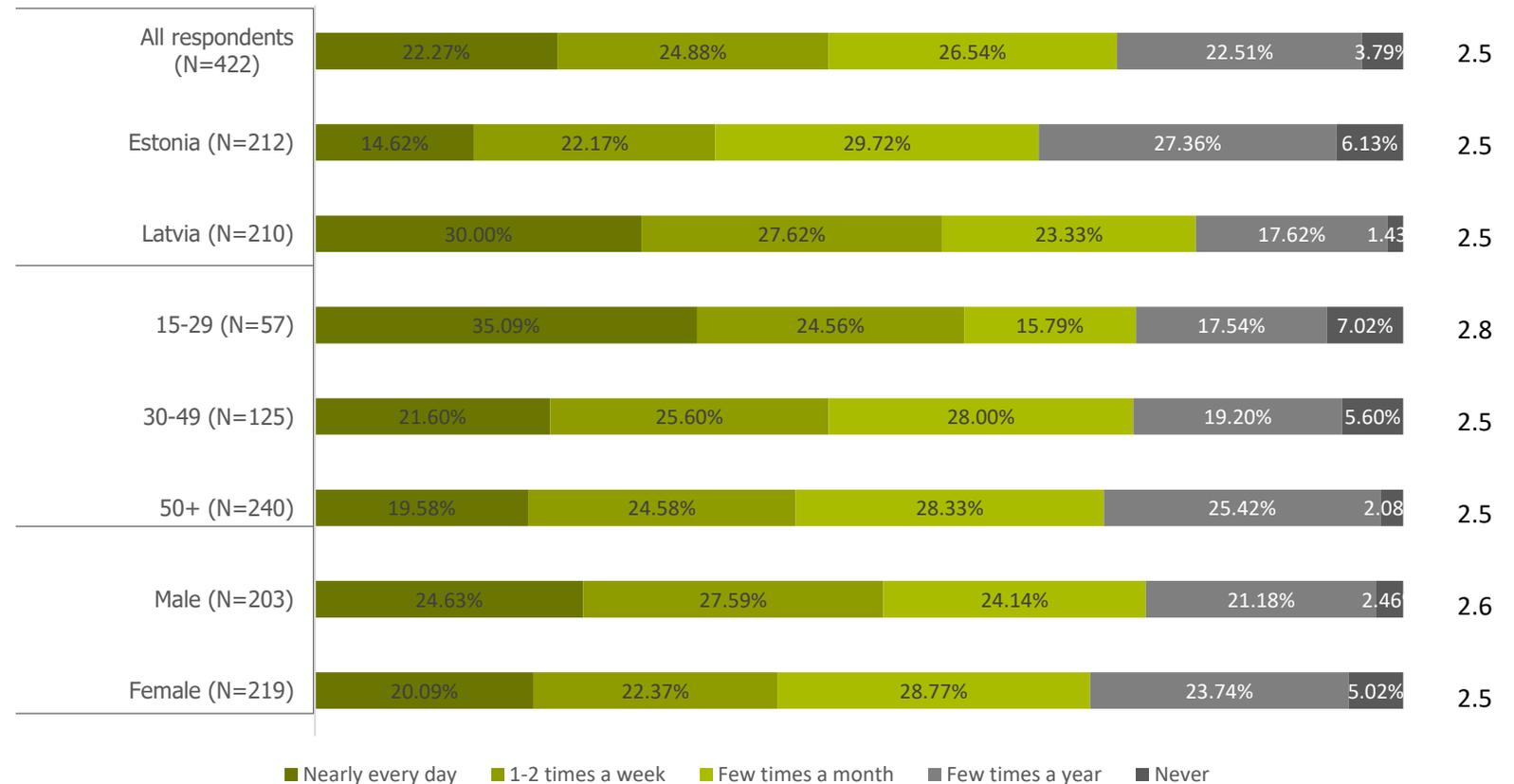
Neighbour country visiting frequency

Neighbour country visiting frequency

Whole sample

- 47% of respondents visit the neighbouring town at least 1-2 times a week
- 4% have not visited neighbouring town in 5 years
- Latvians visit more frequently Valga than Estonians Valka, 30% of Latvians visit Valga almost every day, where 15% Estonians visit Valka almost every day
- There are statistically significantly more Estonians who say they have not visited Valka (6%) than there are Latvians who have not visited Valga (1%) in the past 5 years
- Younger people (15-29) statistically significantly visit more neighbouring town than other age groups

How often during the past 5 years have you visited the neighbouring town?
% of all respondents



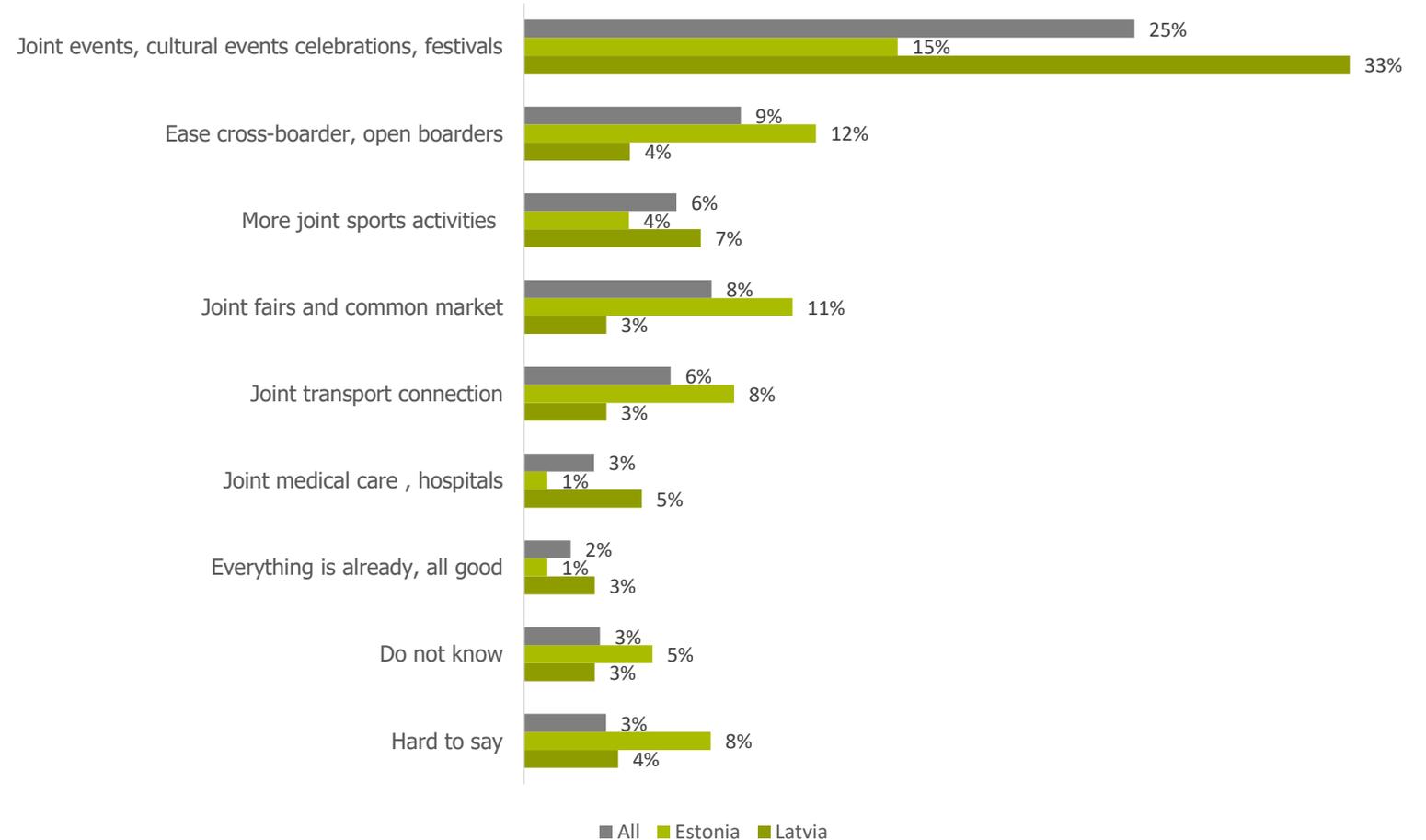
Suggestions of joint activities

Suggestions of joint activities

Nationality

- 25% would like to have more joint events, like festivals, common town birthday celebrations, concerts
- 9% would like to have open borders for Valka and Valga inhabitants
- 8% would like to have joint fairs and common market
- Latvians consider more important joint events, cultural events, celebrations and festivals – 33%
- Estonians consider more important boarder opening – 12%

What could Valga and Valka do jointly in near future?
% of all respondents



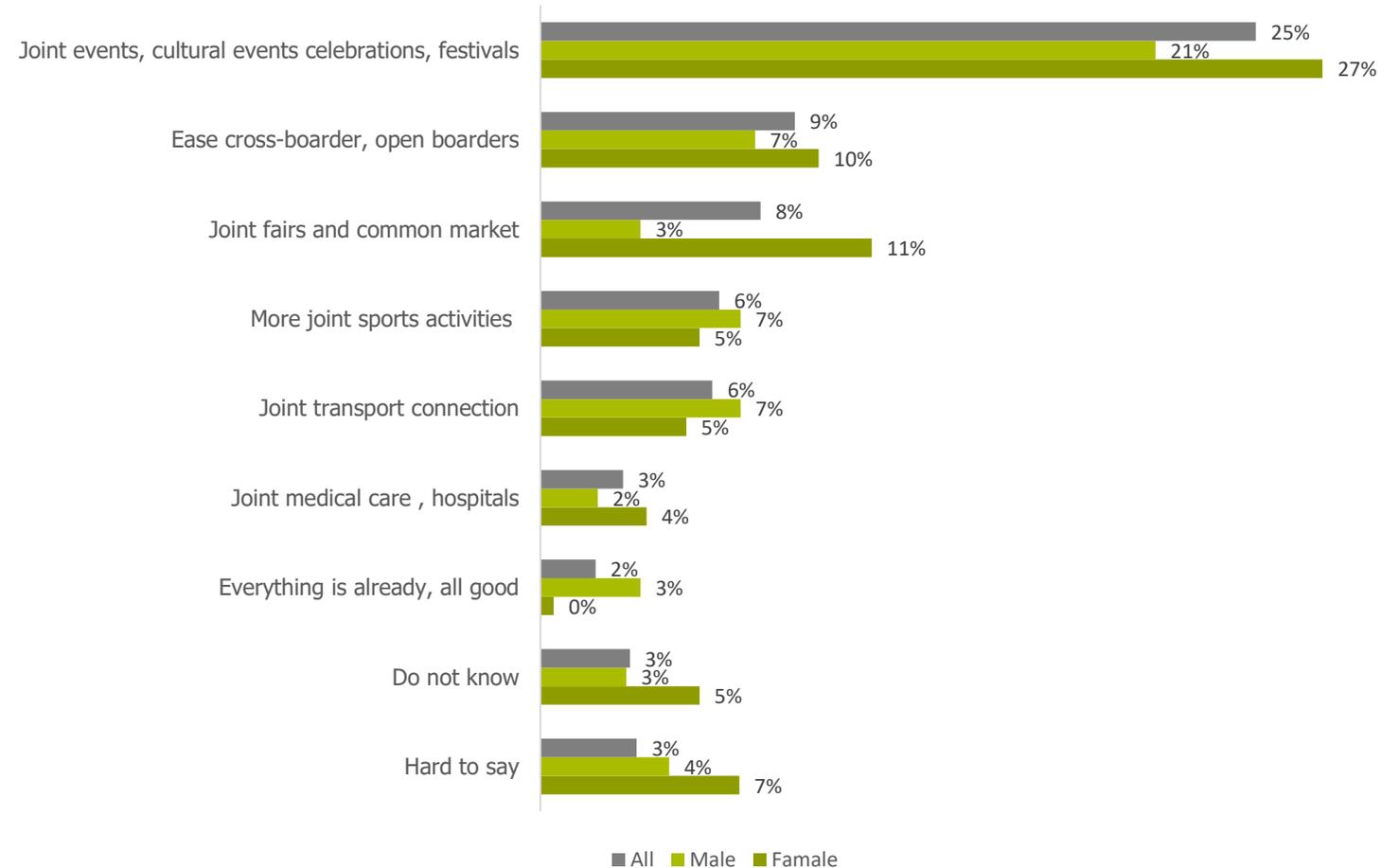
Suggestions of joint activities

Suggestions of joint activities

Gender

- Men consider most important:
 - Joint events, cultural events celebrations, festivals (21%)
 - Ease cross-boarder, open boarders (7%)
 - Joint transport connection (7%)
- Women consider most important:
 - Joint events, cultural events celebrations, festivals (27%)
 - Joint fairs and common market (11%)
 - Ease cross-boarder, open boarders (10%)

What could Valga and Valka do jointly in near future?
% of all respondents



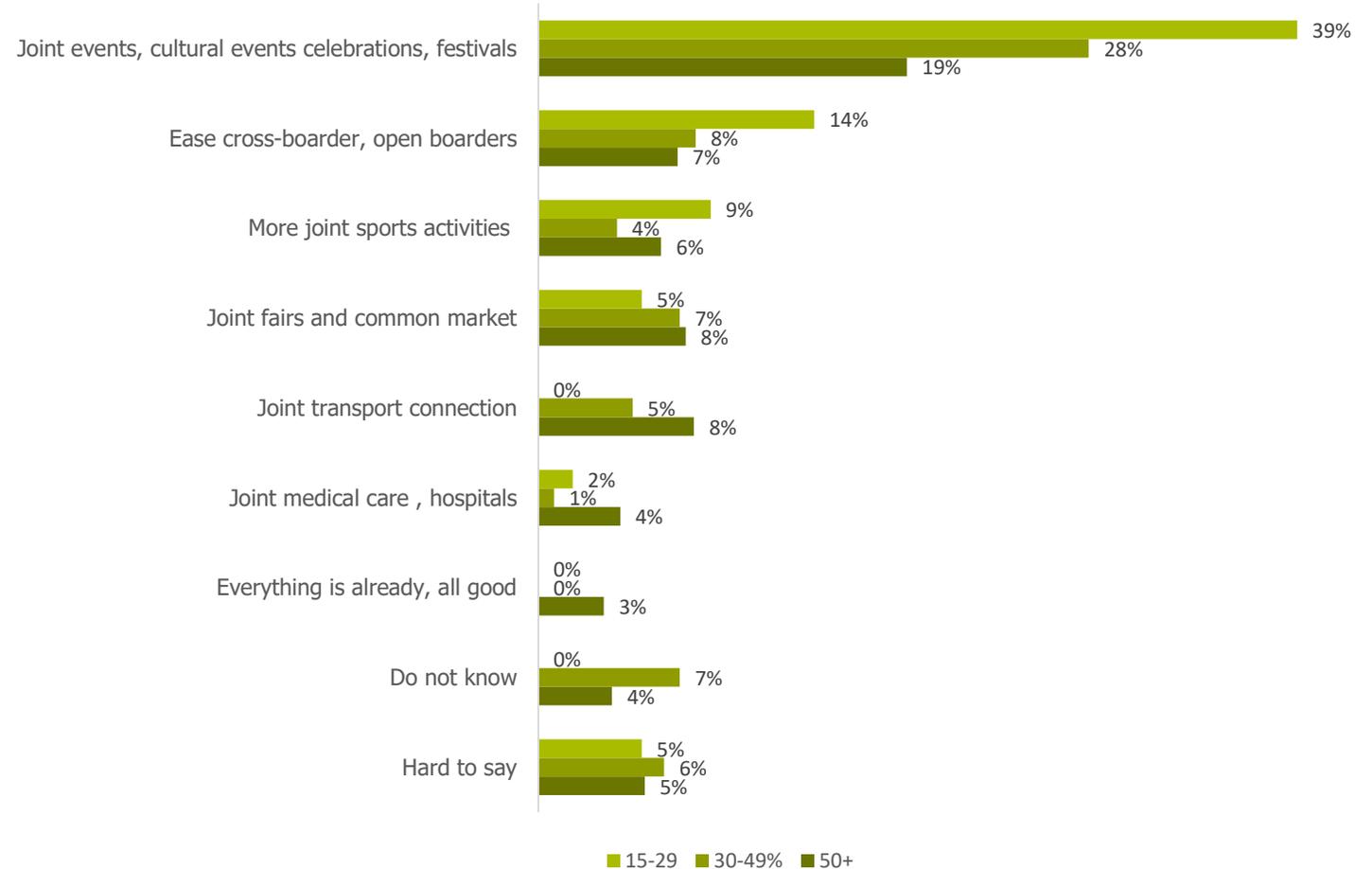
Suggestions of joint activities

Suggestions of joint activities

Gender

- 15-29 year olds would like:
 - Joint events, cultural events celebrations, festivals (39%)
 - Ease cross-boarder, open boarders (14%)
 - More joint sports activities (9%)
- 30-49 year olds would like:
 - Joint events, cultural events celebrations, festivals (28%)
 - Ease cross-boarder, open boarders (8%)
 - Joint fairs and common market (7%)
- 50+ year olds would like:
 - Joint events, cultural events celebrations, festivals (19%)
 - Joint transport connection (8%)
 - Joint fairs and common market (8%)

What could Valga and Valka do jointly in near future?
% of all respondents



Thank you!

Gateway&Partners