



Chatham-Kent to the Power of Young People
(15 – 39 years old)
2017 Survey Results



Executive Summary

In June 2017, the Municipality of Chatham-Kent's Community Attraction and Promotion (CAP) section conducted a Chatham-Kent to the Power of Young People (aged 15-39) - CK^Y survey to gain feedback from residents and non-residents on life in Chatham-Kent. This was a follow up to the 2012 Chatham-Kent Survey of Young People to see what has changed in the last five years, and to help direct Resident Attraction and Retention work forward. The CK^Y survey received 1,126 responses with many thoughtful and engaging points of views shared. Thank you to all those who took the time to complete the survey.

1,126 young people responded to the 2017 survey

The 2012 Survey of Young People received 1,092 responses which has been foundational to Resident Attraction and Retention efforts to encourage more young people to consider Chatham-Kent their home. Those aged 15 to 39 years old were identified as a target demographic to address the overall Chatham-Kent population decline of 4.2%, between the 2006 and 2011 census, and an increase in the median age from 41.2 years to 43.8 years old. Cohorts across this age group had notable declines reported in the 2011 census and are part of the key workforce and family building demographic. Despite these declining populations, 84% of survey respondents in 2012 reported a desire to remain connected to the community.

93% of young people wanted to remain connected to CK in 2017, up from 84% in 2012

For communities to thrive, they must be able to engage and support the aspirations of the young people that live there. Doing so helps to support local businesses by meeting workforce needs, driving innovation, and providing opportunities for succession planning. Supporting young people also fosters a community where people are more likely to become involved in various aspects of community life, activity, volunteering, and think about raising a family. The feedback provided by young people in both 2012 and 2017 support this as many young people spoke about the desire for [professional and personal development](#), as well as looking for communities where they and their children had [opportunities to be active](#), engaged, and have their [opinions heard](#).

Only 22% of young people think their [contributions are valued](#)

The [baCK to Chatham-Kent](#) campaign was initiated, in response to this feedback, as a vehicle to share stories of young people who returned to the community, to showcase and connect young people to the opportunities that exist in CK, and promote local success stories. As part of this initiative, monthly baCK to Chatham-Kent profiles are shared of successful young people; the annual baCK Home for the Holidays campaign encourages young people, families and students in CK for the winter break to explore local amenities and to network; networking opportunities



are sponsored and community connections are made; and the [Your Roots Are Always in CK](#) tree plantings congratulate Chatham-Kent graduates and remind them that CK is their home.

Since the 2012 survey, community partnerships have been built to address the needs of, and engage with, young people across Chatham-Kent. Social media channels have been increasingly used to share activities undertaken in response to the feedback and to continue on-going engagement. Thank you to all those who follow and engage with us over the [LivingCK](#) and [baCK2CK](#) social media channels, and work with us to amplify the voices of young people in Chatham-Kent.

[Follow @LivingCK and @baCK2CK to see how to get involved locally!](#)

The 2016 Census data reported that the rate of decline of Chatham-Kent's total population has slowed from -4.2% in 2011 to -2% in 2016. In particular, the 30-34 year demographic saw an increase of 5.4% and the rates of decline for those aged 20–24 (-8.3%), and 35–44 (-4%) years have decreased compared to the 2011 Census declines of -13.7% and -14.9%, respectively. Overall, the rate of decline of those aged 15 – 39 in CK reduced from -9.9% in 2012 to -5.9% in 2017.

[30-34 year age group has increased by 5.4% since 2011](#)

Complementing these trends, the response rate of the CK^y Survey in 2017 gained more feedback than the 2012 survey, and gained more positive feedback from respondents regarding their interest in living in Chatham-Kent and desire to remain connected to CK ([93% in 2017](#) compared to 84% in 2012). Overall, more young people would like to [continue living](#) in Chatham-Kent, would [like to return](#) after going away for school or work, would consider living in Chatham-Kent [in the future](#), and would like to remain connected to CK regardless of where they go in the future. Detailed feedback from the 2017 survey and trend comparisons from the 2012 survey are provided in this report.

[55% would like to continue living in CK](#)



Methodology

The findings of both the 2012 Survey of Young People and the 2017 Chatham-Kent to the Power of Young People survey are a snapshot of what 15-39 year olds think about living in Chatham-Kent, what they want more of, and what they look for when deciding which community to live in. Both surveys are used as engagement tools to gain broad feedback from young people connected to Chatham-Kent, and to gain more insight on what would enable this demographic to move to Chatham-Kent or remain living here. All report findings are subject to the responses provided and are used to determine areas of focus for Resident Attraction and Retention efforts. The surveys were both promoted through local media and over social media for the month of June in their respective release years. Followers over social media and community partners were asked to share the survey through their networks to encourage a snowball sampling method to collect feedback. A mixture of quantitative and qualitative responses were collected and analysed by Community Attraction and Promotion's, Resident Attraction and Retention area.



Key Take-away

1. Employment/self-employment:

Employment continues to be the number one reason for choosing where to live, and the main reason that young people do not choose to live in Chatham-Kent.

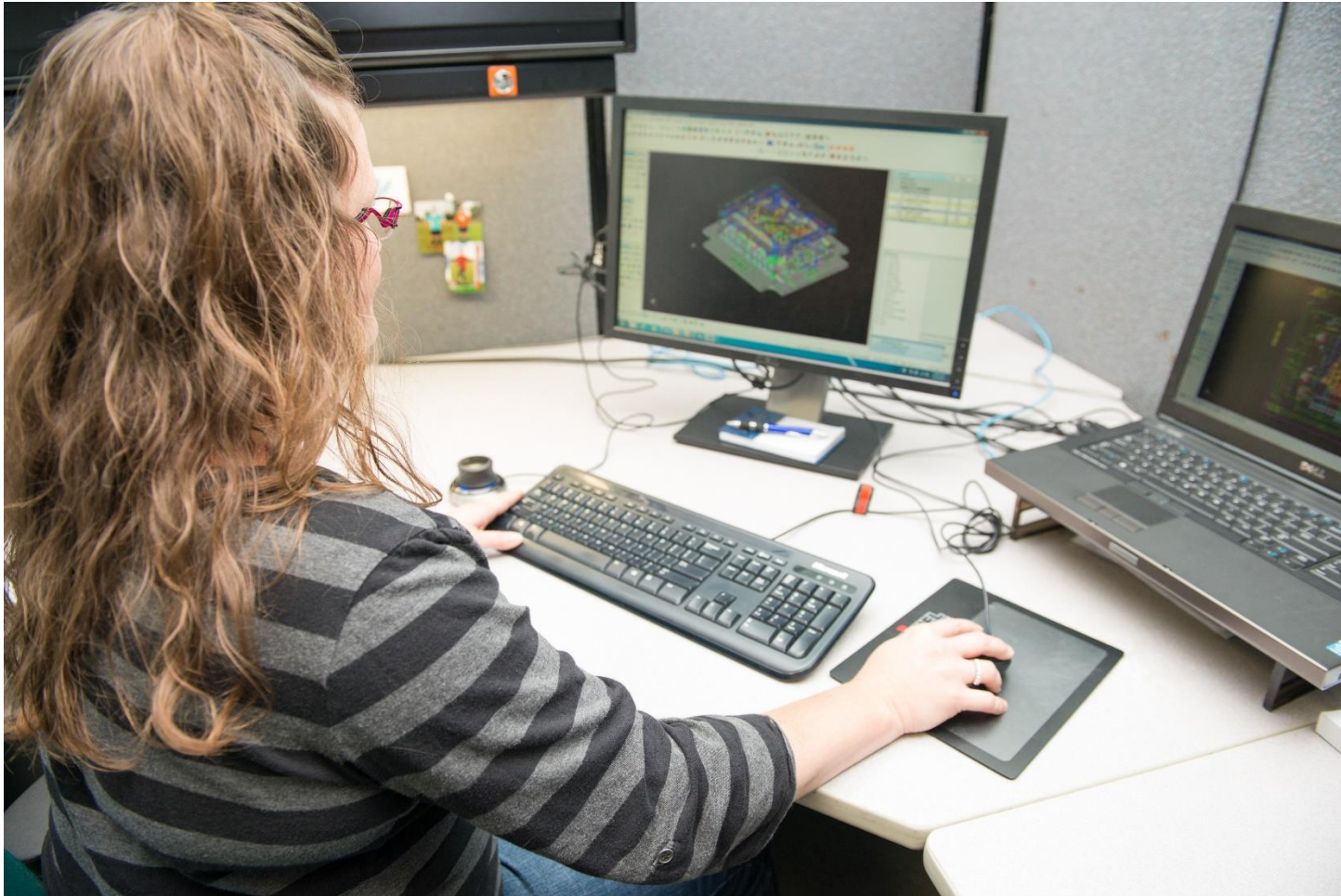
- Young people were less likely in 2017 (41%) than in 2012 (46%) to definitively say there are [job opportunities for them in CK](#), however the opportunity to say there “may” be employment opportunities was added in 2017 which 33% selected, resulting in the number who do not think there are employment opportunities in CK reducing from 54% in 2012 to 26% in 2017.
 - Overall, 74% of young people think there are or may be employment opportunities in CK for them, but 1/3 of all respondents demonstrate either unawareness or uncertainty of their employment prospects locally.
- The overall [interest in self-employment](#) has increased to 60% in 2017, compared to 37% in 2012. A “maybe” option was added in 2017 which allowed young people to express a greater degree of interest than in 2012. This changed the number who were definitely not interested in 2012 down 63% to 40% in 2017.
 - Young people said that support for local businesses is very important to them, and admired strong support for local business in CK.





2. How CK perceives young people:

Many respondents continued to express frustration with the amount their opinions seem to be known, heard and acted upon. The idea that CK is not open to new ideas, progress, or to the opinions of young people continues to be a key issue that was brought up throughout the survey. Young people want more say in the decisions that impact CK and to see their [contributions recognized](#).





3. Quality of life:

Many respondents see CK as a great place to live and to raise a family. When asked what they [liked best about Chatham-Kent](#), young people responded by describing the quality of life and pointing to affordability, the small town feel and friendly community, nature and access to water, and the access to surrounding urban centres. Young people also spoke about the ability to spend time with friends and family as being an important factor of living in Chatham-Kent, and 70% of respondents said it was the [main reason that they chose to live in CK](#). When asked about living in Chatham-Kent and [leisure activities](#), many raised the need for more activities for young children and teenagers.





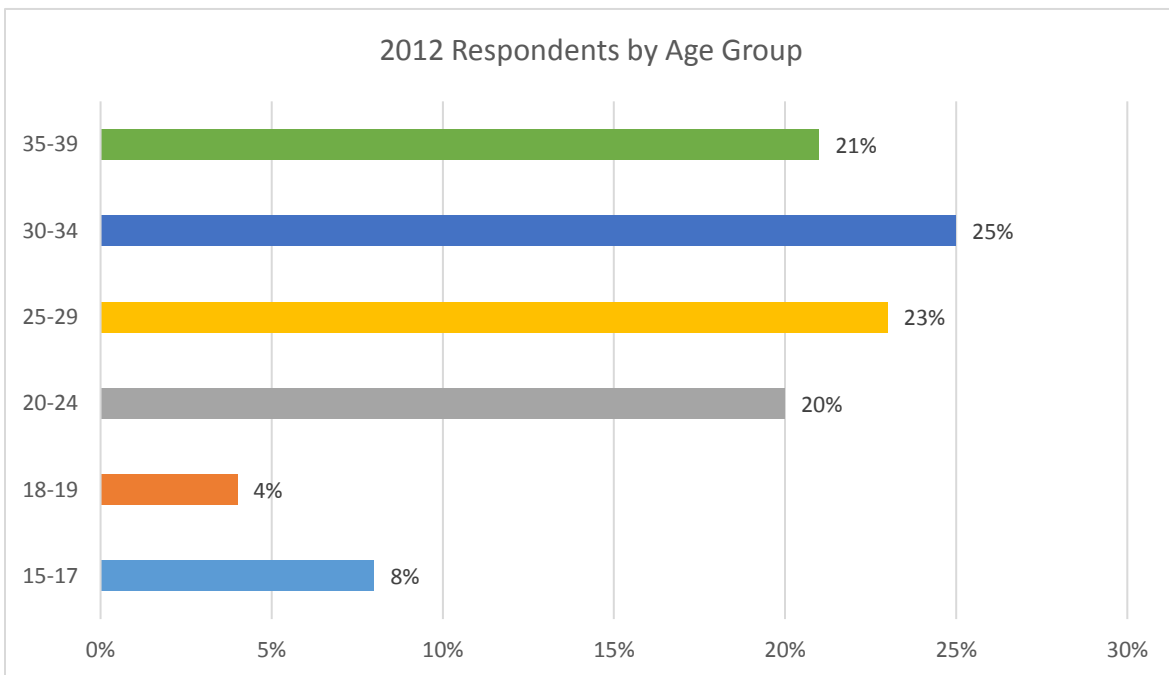
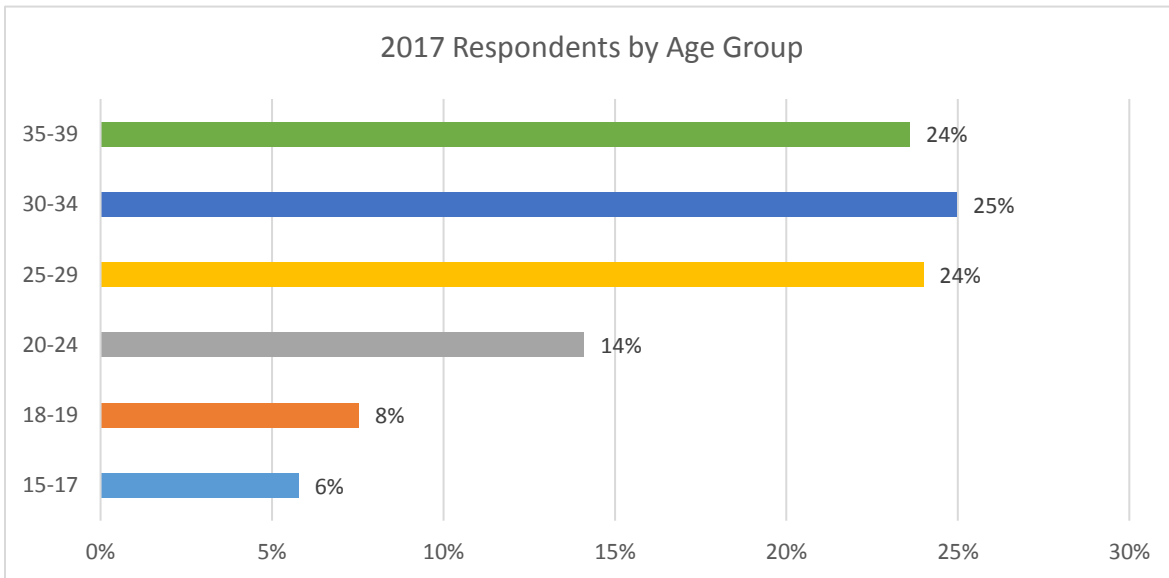
4. Connections to CK:

Young people are reporting a stronger sense of belonging to Chatham-Kent in 2017 than in 2012. More young people are interested in [staying in](#) or [returning to](#) Chatham-Kent, and more are interested in [remaining connected](#) to the community regardless of where they live and what they do in the future. This feedback from local young people is complimented by 2016 census data which shows that the population decline of those aged 15 years to 39 years old has decreased to -5.9% since 2011 from a decline of -9.9% between 2006 and 2011. This trend suggests that increased opportunities for employment and connection to the community will position Chatham-Kent well to increase the attraction and retention of young people.

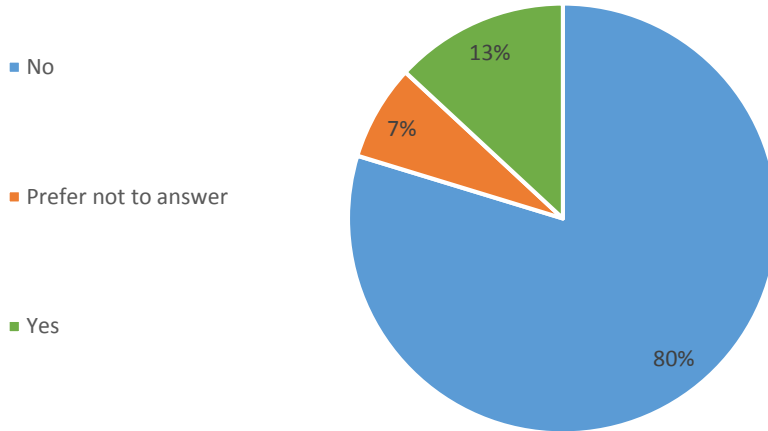




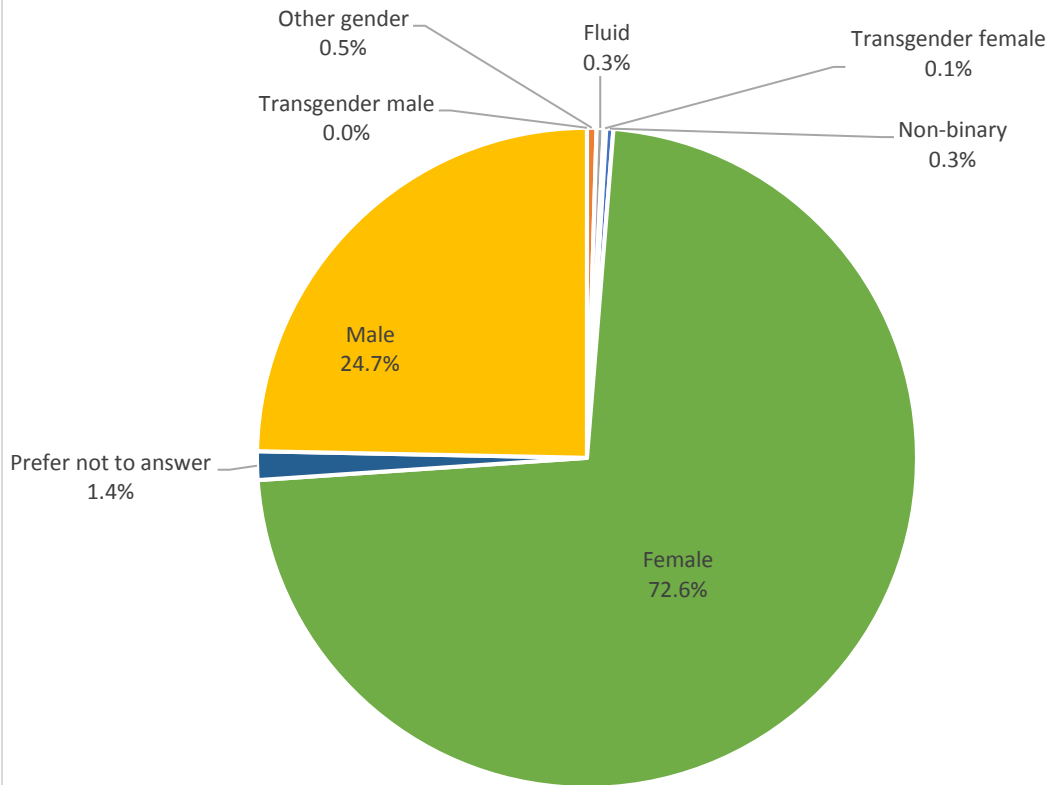
Demographic Data of Respondents

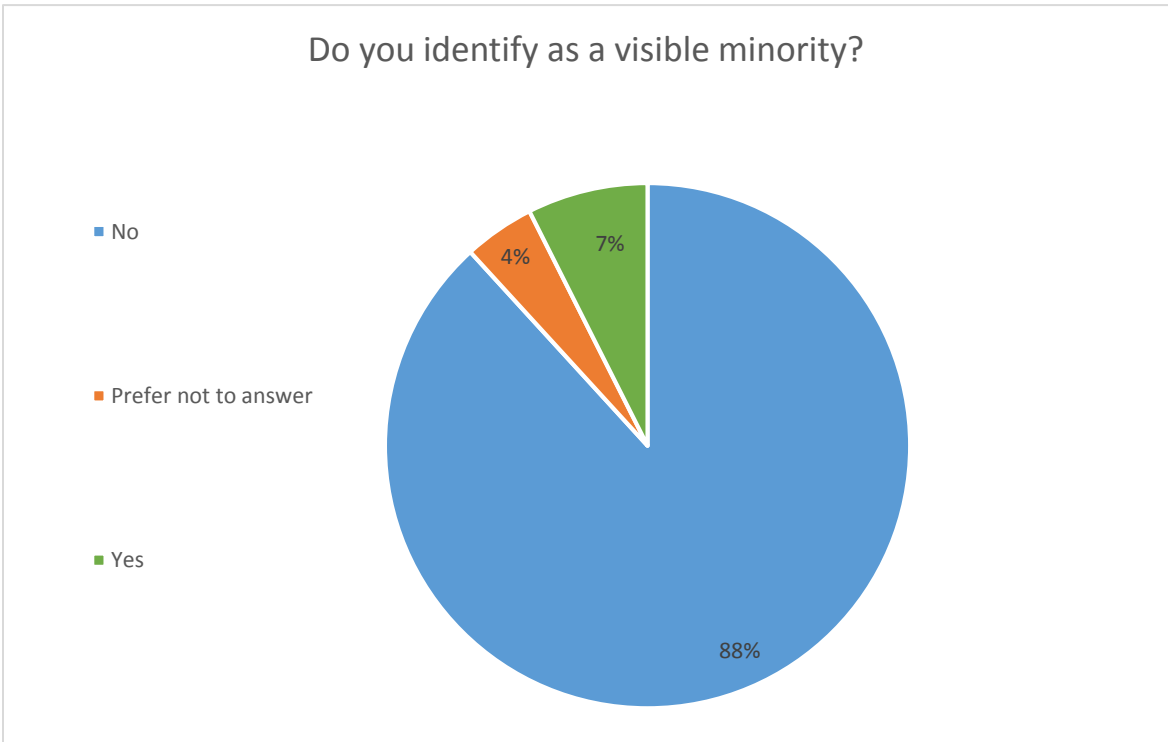
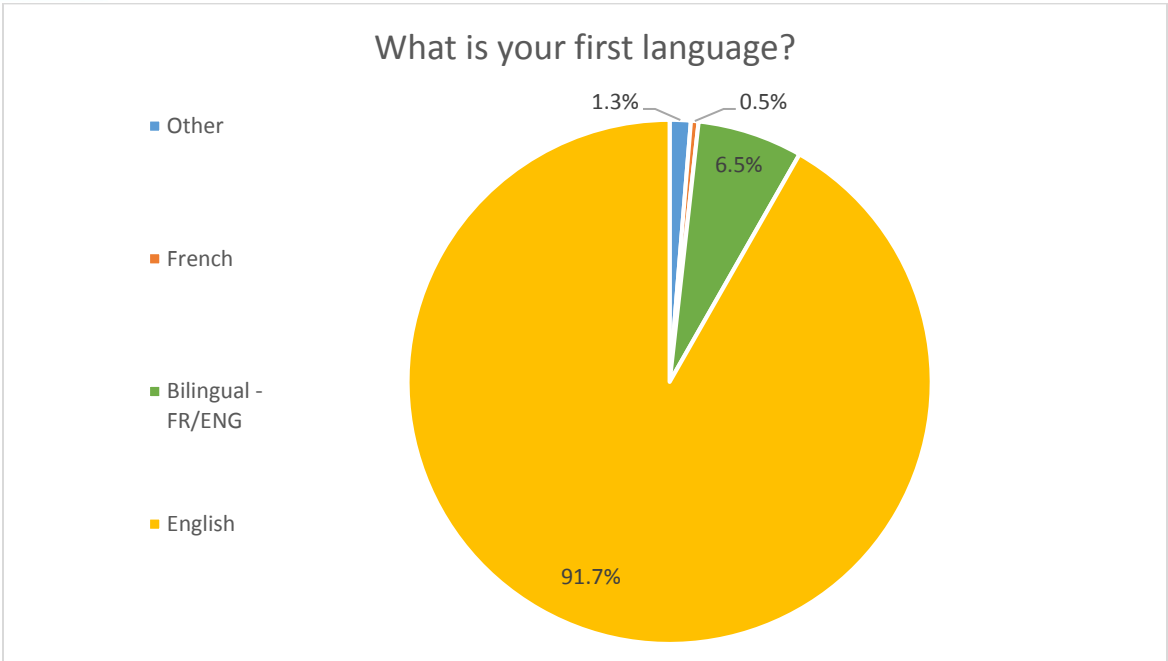


Do you identify as a gender and/or sexually diverse person (LGBTQ+)?



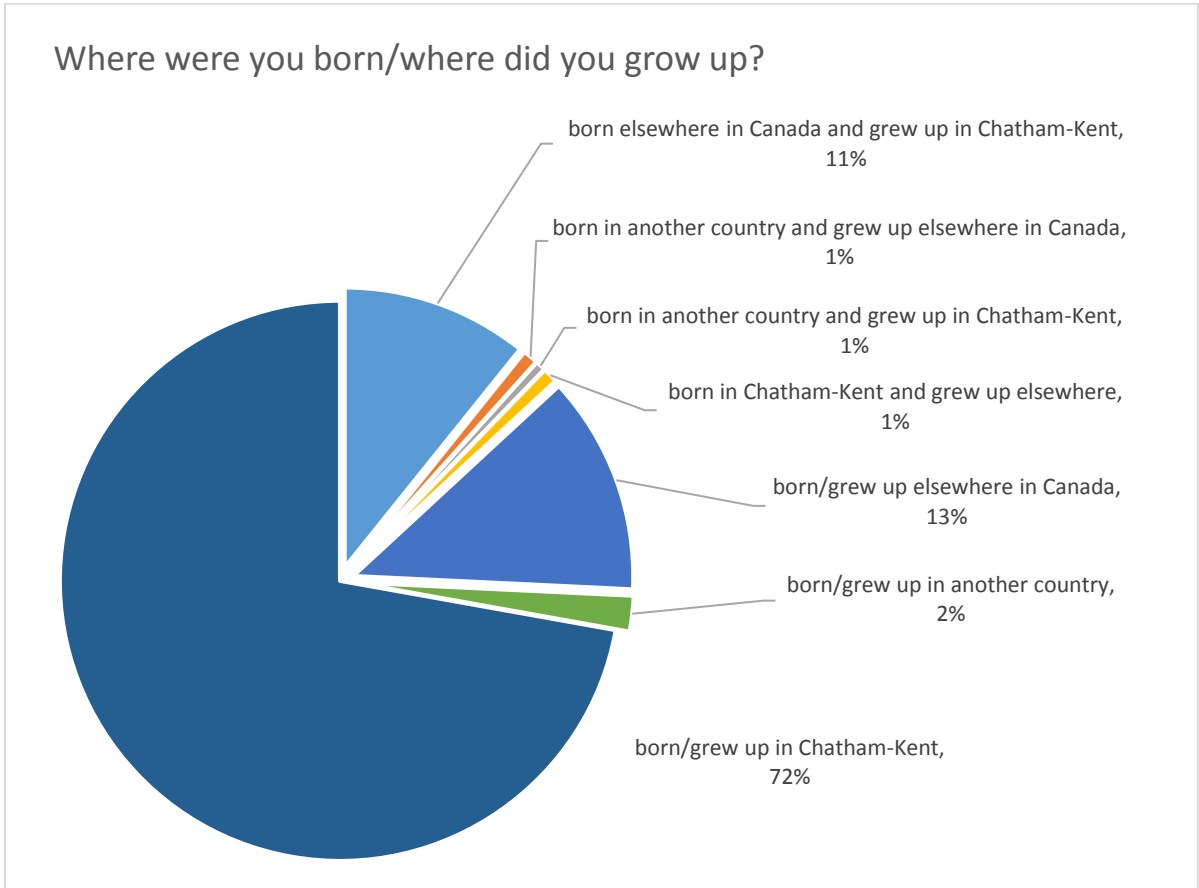
What gender do you most identify with?





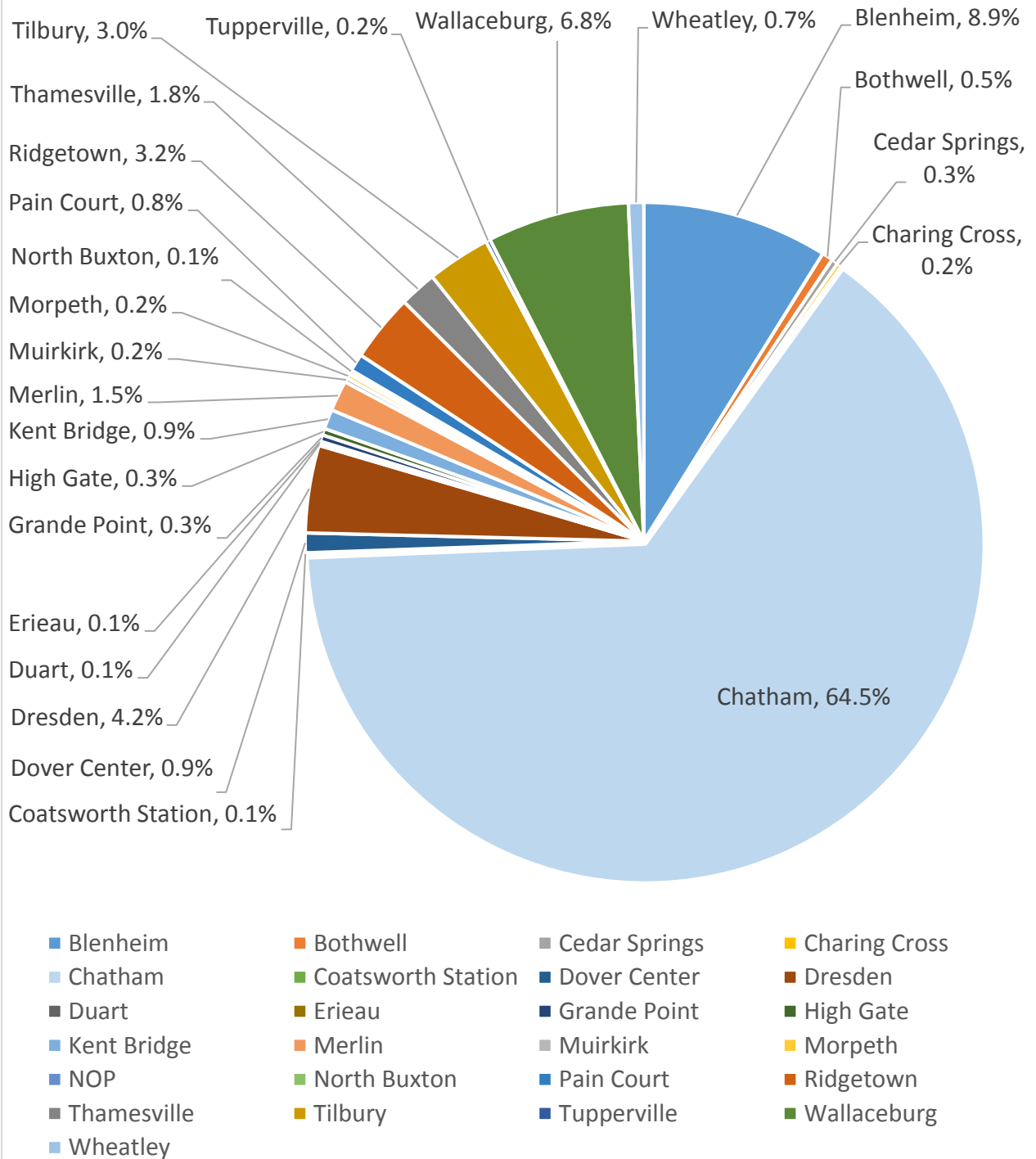


Most respondents to the CKY Survey (94%) currently live in Chatham-Kent and 72% of all respondents were born and grew up in Chatham-Kent.





Respondents living in Chatham-Kent





Perceptions of Living in Chatham-Kent

More young people want to be involved in the community through employment, civically, socially, and recreationally. 55% of those who currently live in Chatham-Kent said they would like to stay, followed by a further 32% that say they may like to stay in Chatham-Kent.

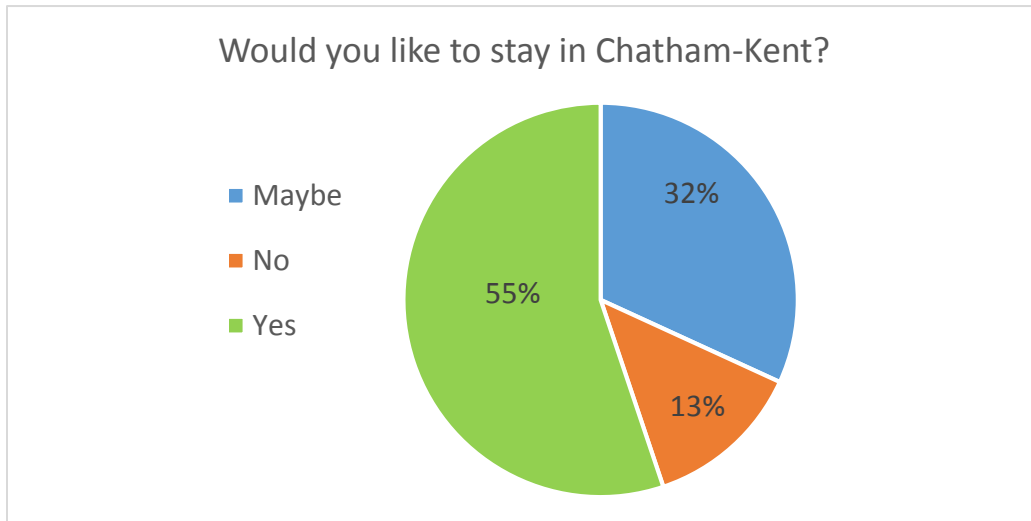
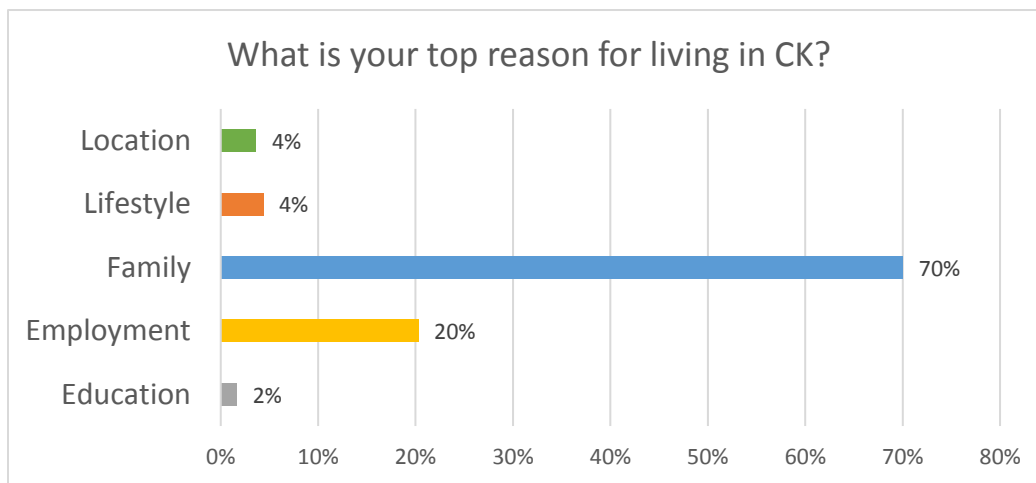


Figure 1 Would you like to stay in Chatham-Kent?

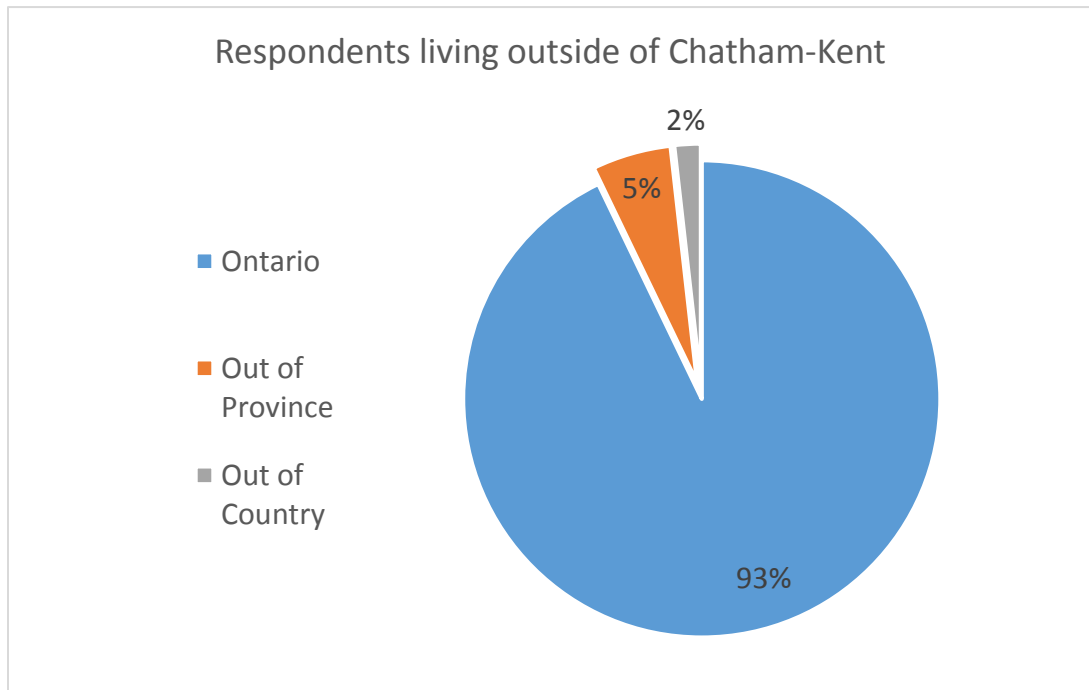
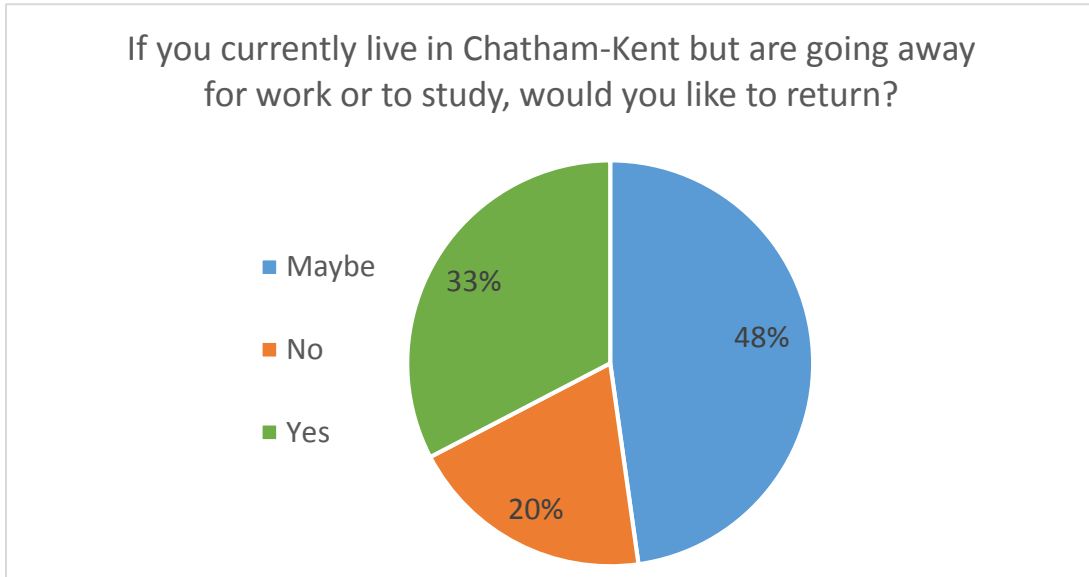
Asked the same question in 2012, 52% of young people responded that they would like to stay in Chatham-Kent, and 29% responded maybe.

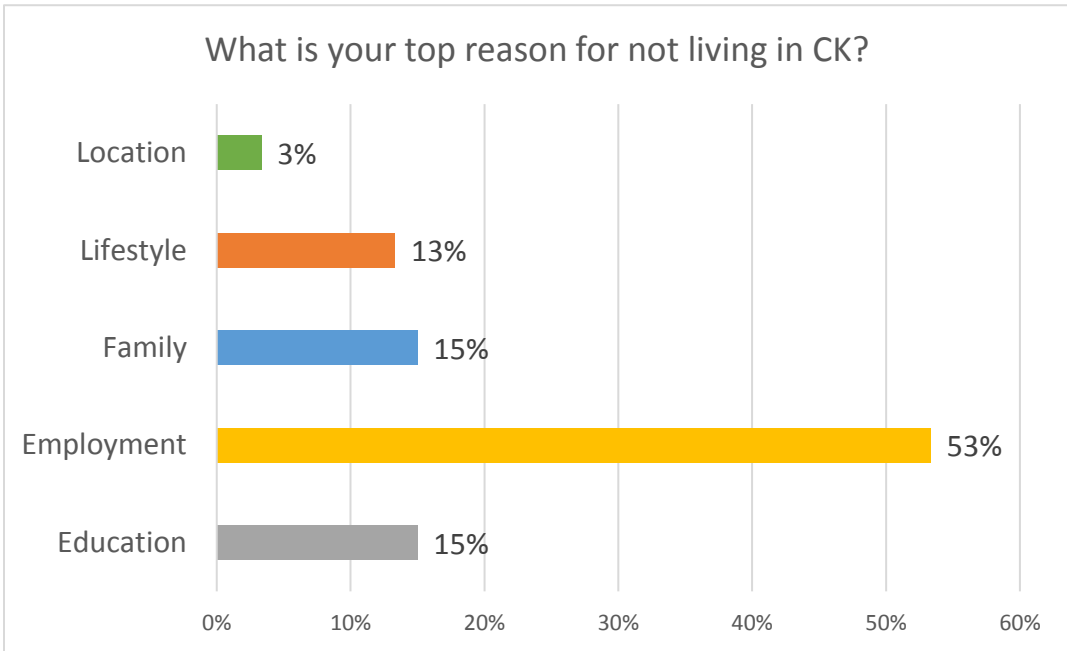
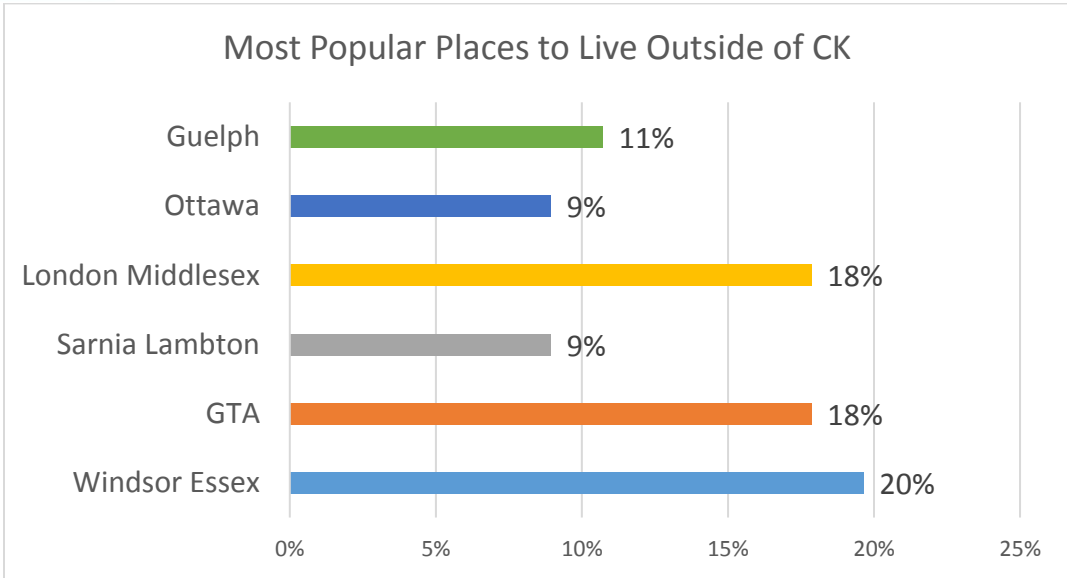


Young people that live in Chatham-Kent do so because of family (70%) and employment (20%). The [baCK to Chatham-Kent](#) campaign was created with this in mind and focuses on encouraging young people who are leaving CK to return later in life. The baCK campaign promotes local



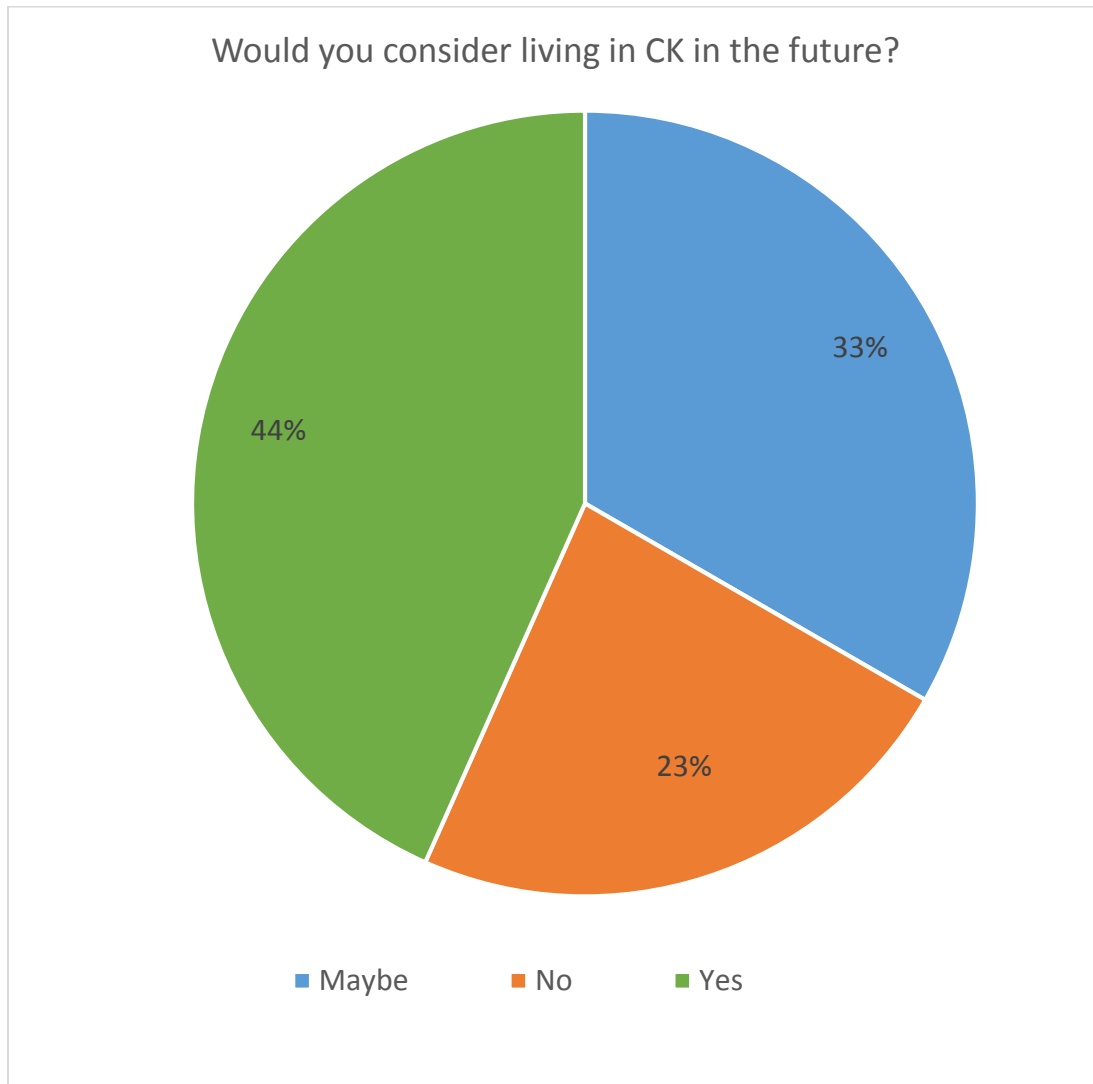
opportunities for young people, and celebrates the many reasons that young people choose to stay or return to Chatham-Kent.





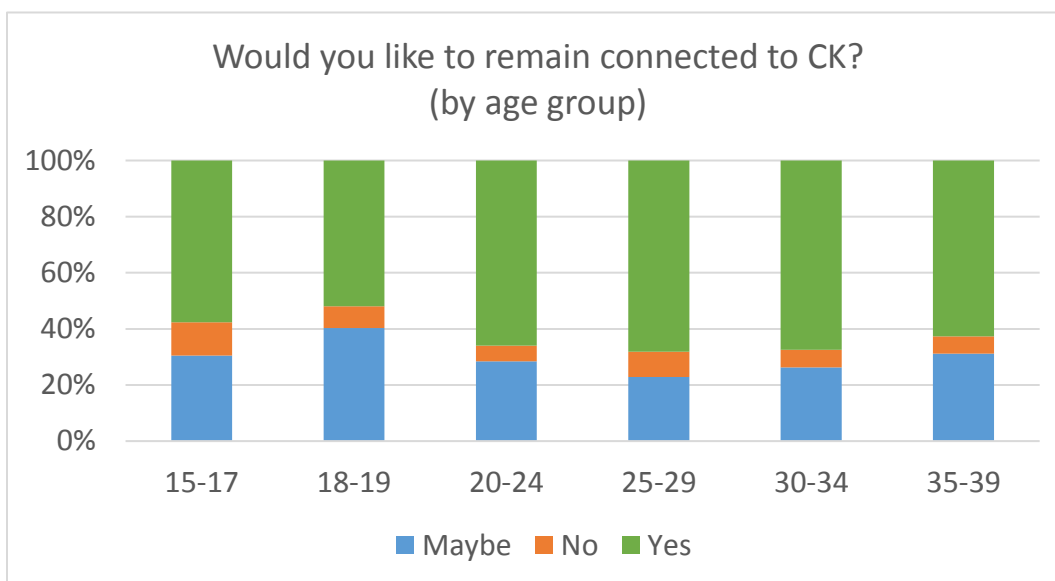
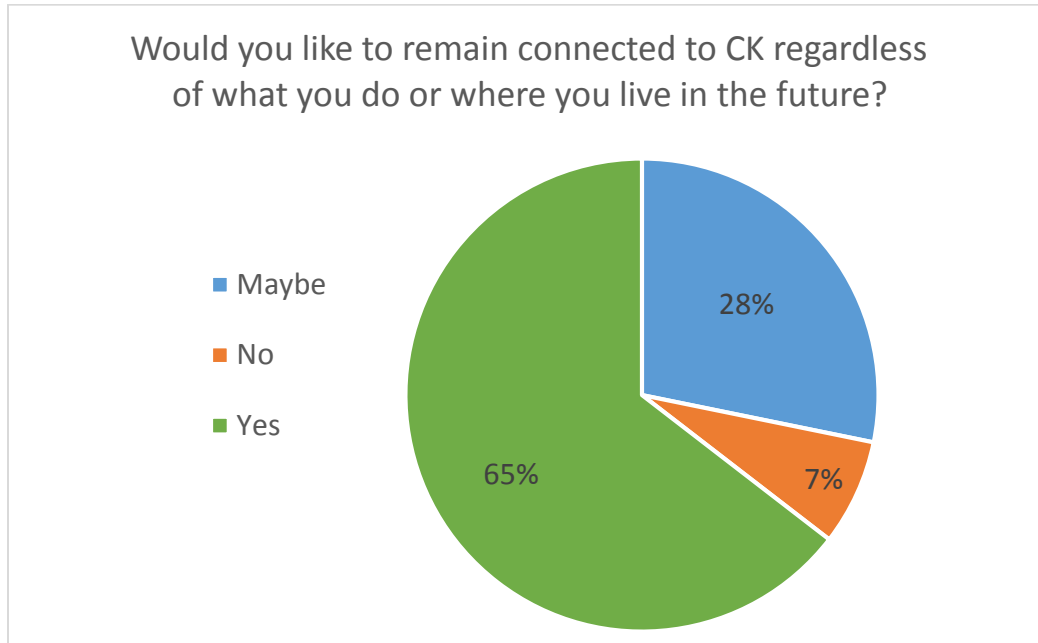


Of those not living in CK, 43% would consider doing so in the future, and 33% said they might. This is an improvement over 2012 responses which showed only 24% who would consider living in CK and 39% who might consider it.



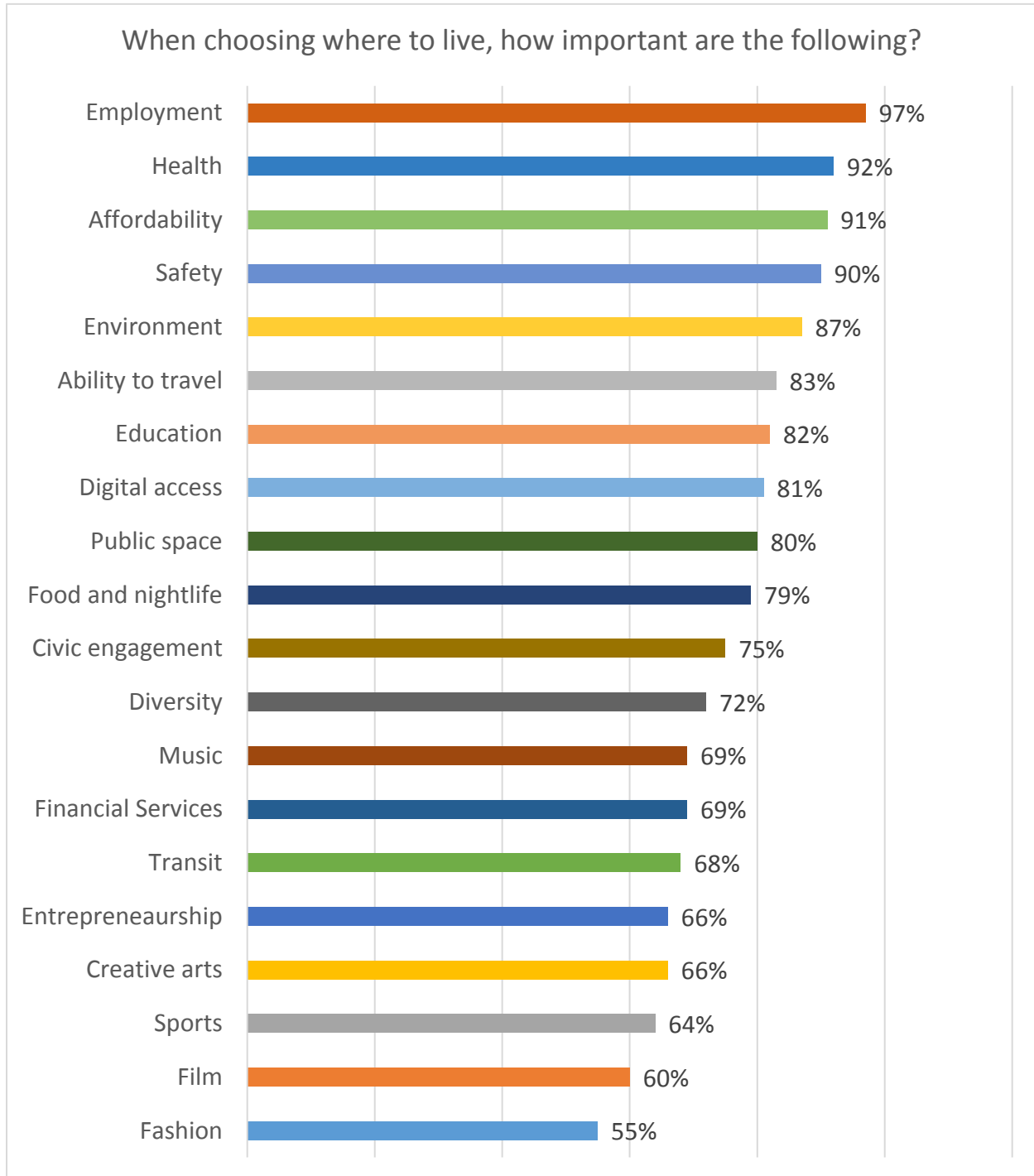


More young people would like to remain connected to Chatham-Kent, regardless of where they live and what they do in the future. In 2012, 84% of respondents answered yes and 16% answered no. The same question was asked in 2017 but with the option to answer “maybe”. In 2017, 65% would like to remain connected, 28% might, and only 7% do not want to remain connected. These results are a positive sign that Chatham-Kent is becoming more attractive to young people and that they feel a stronger sense of connection to the community.





Unsurprisingly, when considering where to live in general terms, employment is ranked as the most important factor. Those living outside of Chatham-Kent said it was the main reason that they are not currently living here (53%).





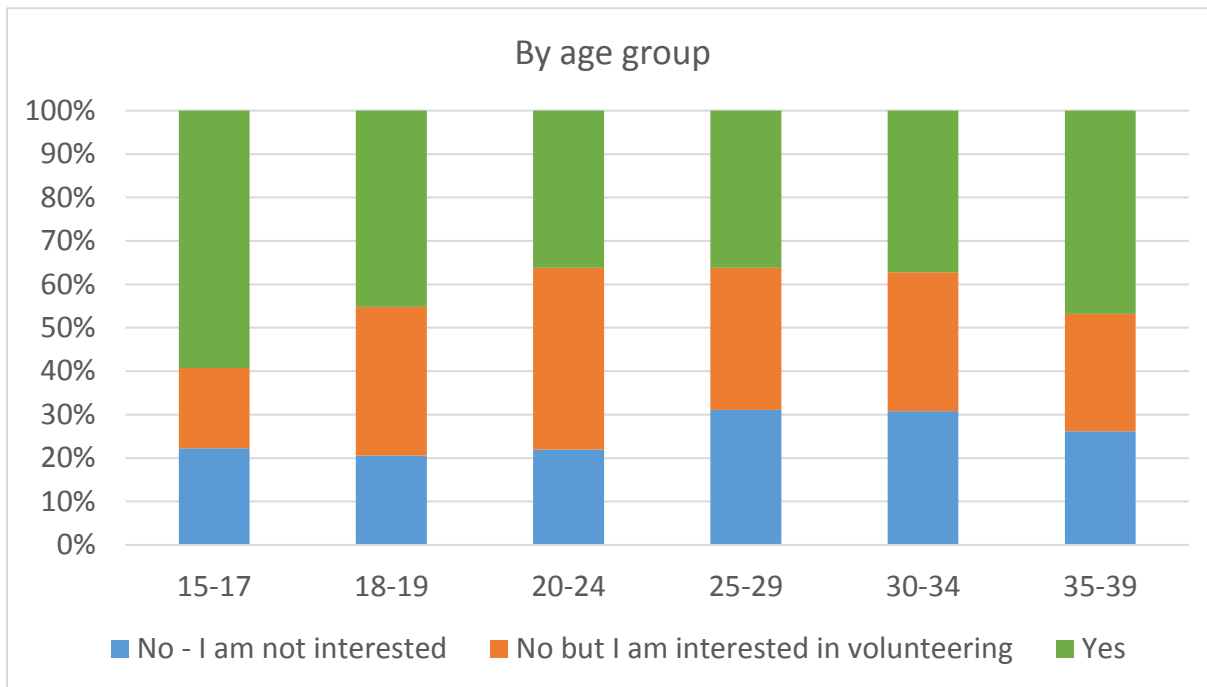
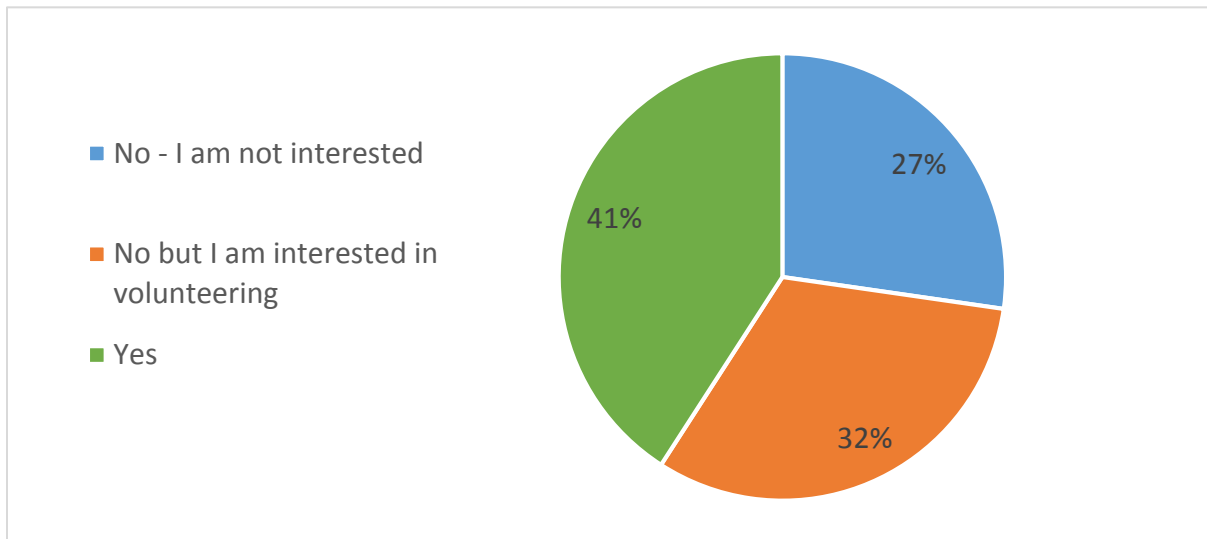
In order for employers and volunteer organizations to retain young people, they need to provide opportunities for development (39%) within the roles provided. Increasing wages (47%) was the main way that young people said they could be retained. Many of the respondents expanded on the need to find meaningful employment as well as being able to develop on a personal and professional level through work or volunteer opportunities.





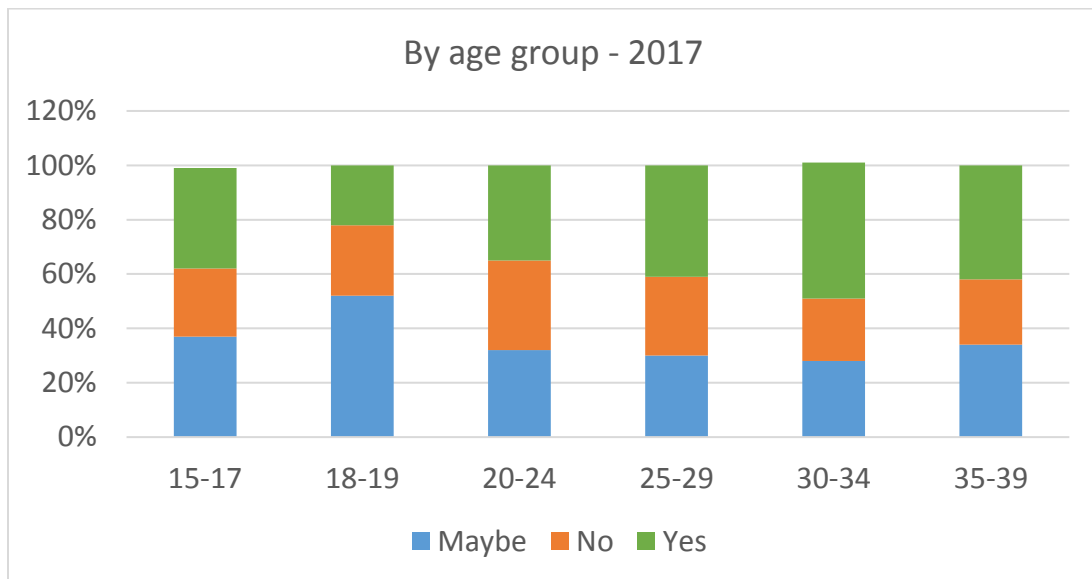
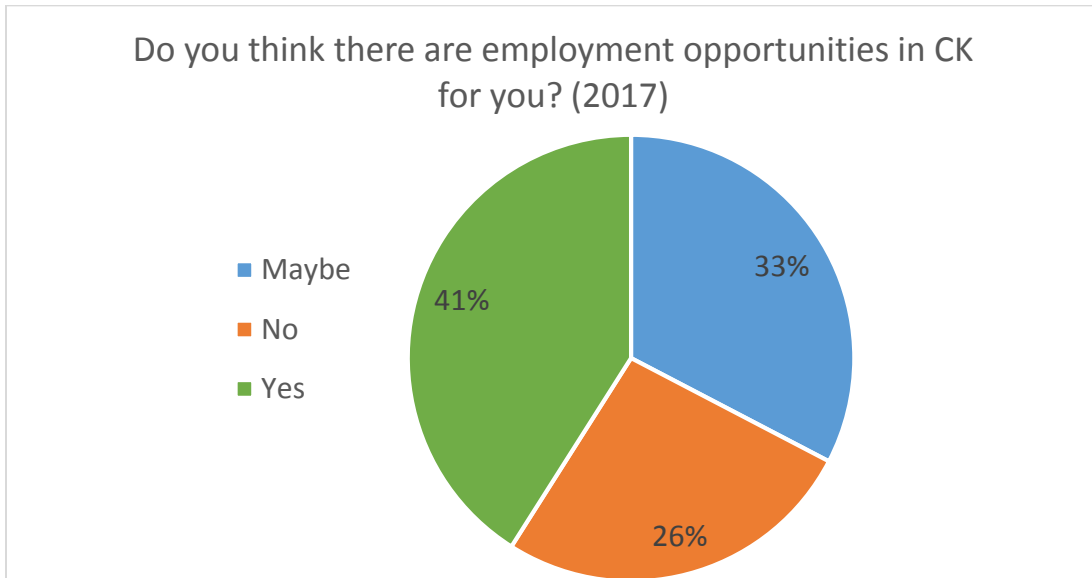
Do you currently volunteer?

41% of young people in CK currently volunteer and another 32% are interested in doing so. The percentage of young people actively volunteering reduces significantly after they graduate high school, but the overall interest in volunteering remains relatively stable through the 15 – 24 year age groups. Active volunteering and interest in volunteering begins to increase again in the 35 – 39 year age groups.



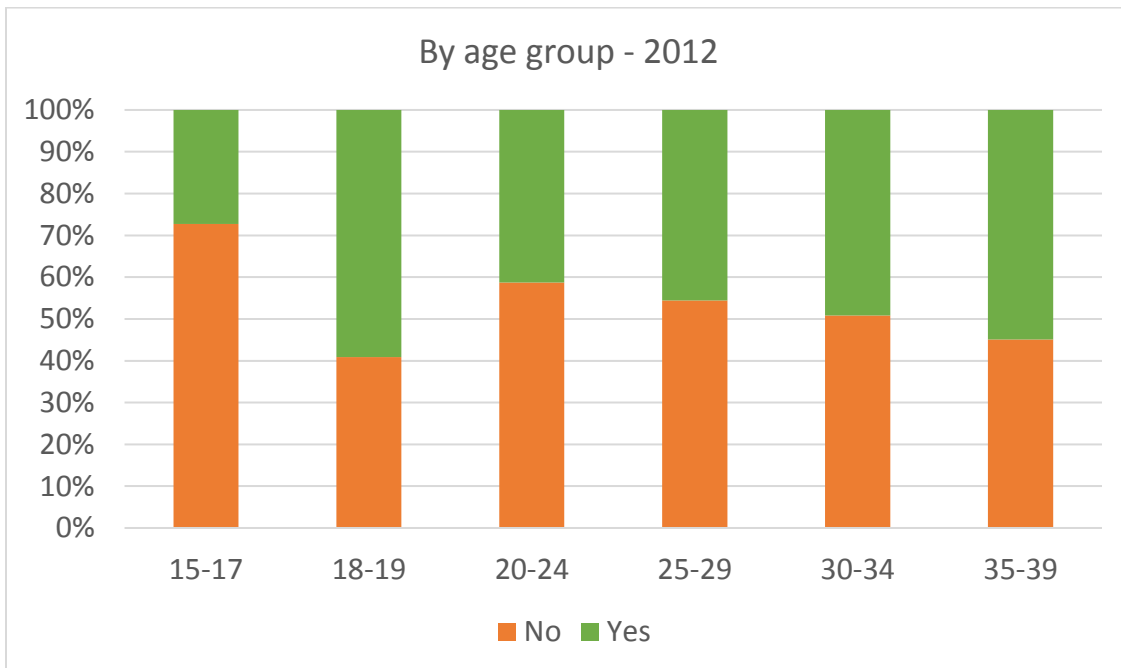
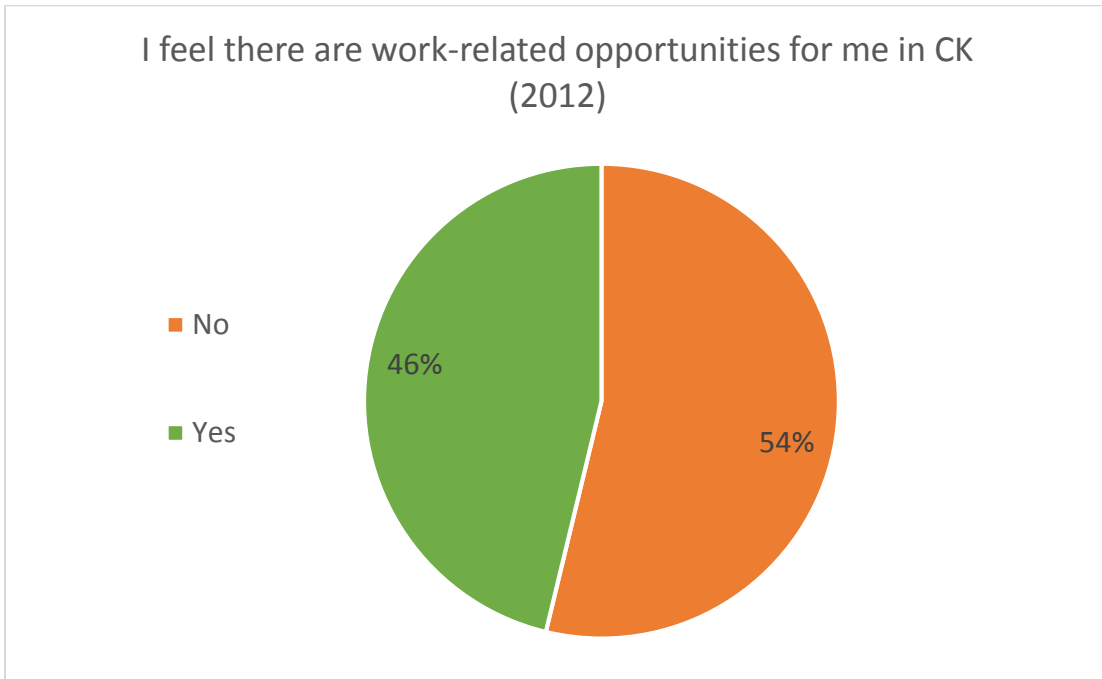


41% of young people think there are careers for them in CK, and 33% think there may be. As young people age, their outlook on employment opportunities in CK improves. The notion that there are limited job opportunities for younger people was discussed as a concern for limited entry level positions and opportunities out of post-secondary school.

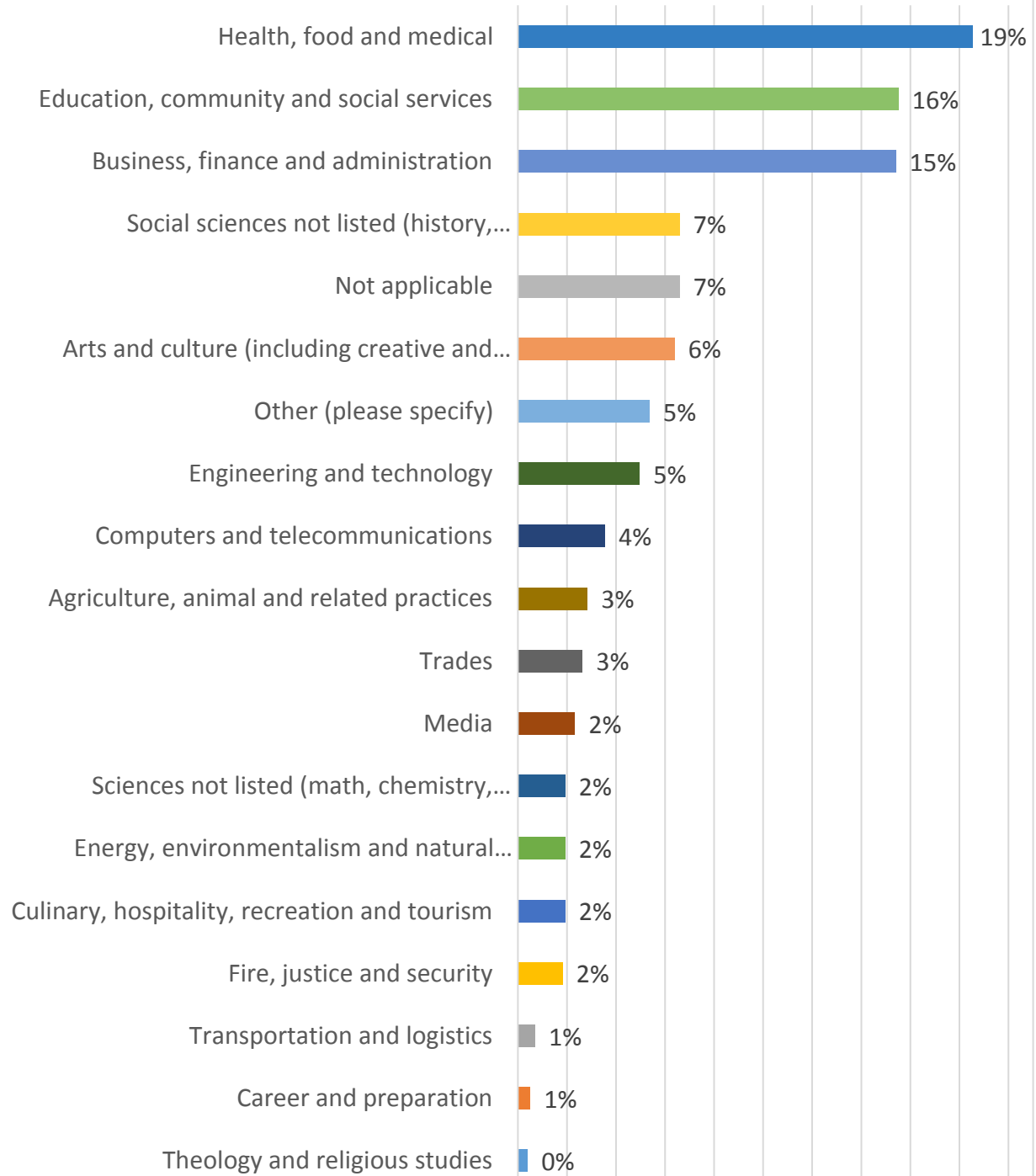




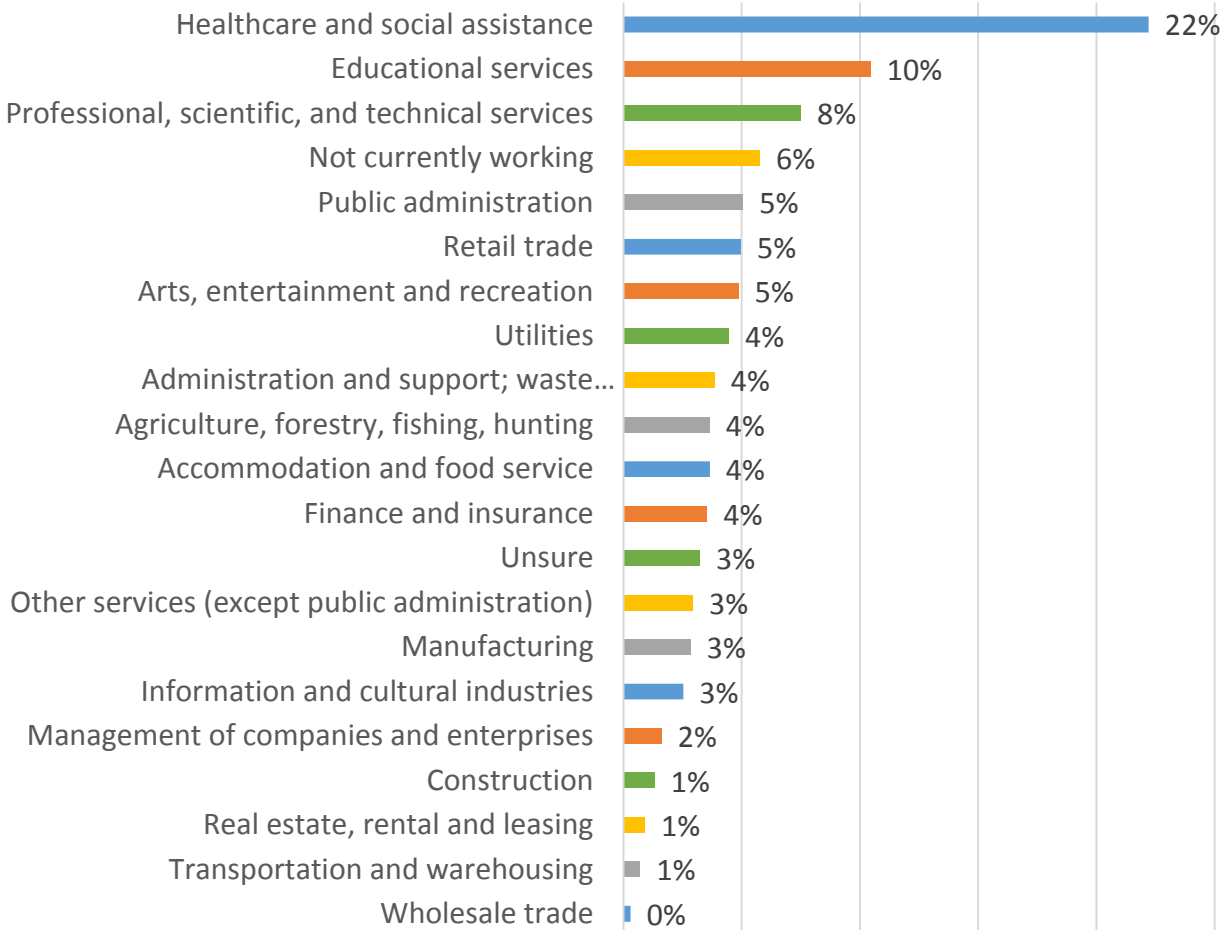
The amount of people who think there are employment opportunities in 2017 (41%) has declined 5% since 2012 (46%) but there was no “maybe” option in the 2012 survey. Overall, the percentage of people who feel there are no employment opportunities for them in CK, has reduced from 54% in 2012 to 26% in 2017.



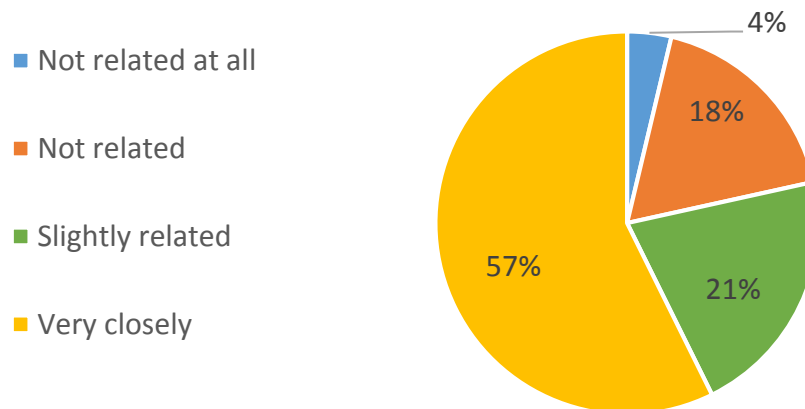
What most closely reflects your current/desired field of study?



What sector do you/intend to work in?



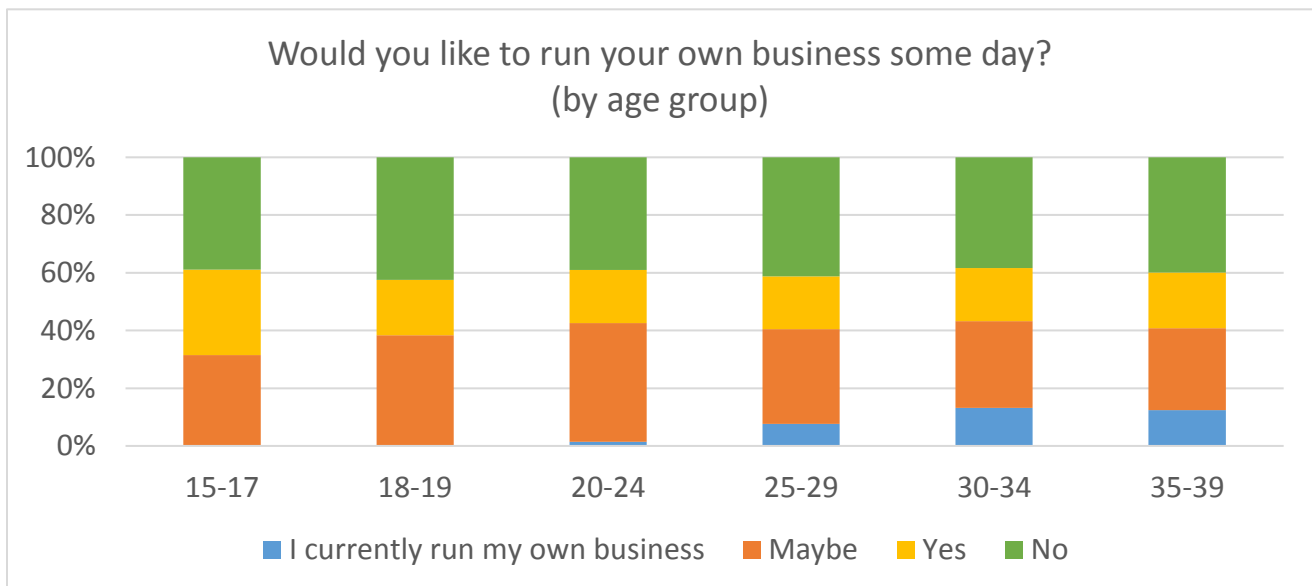
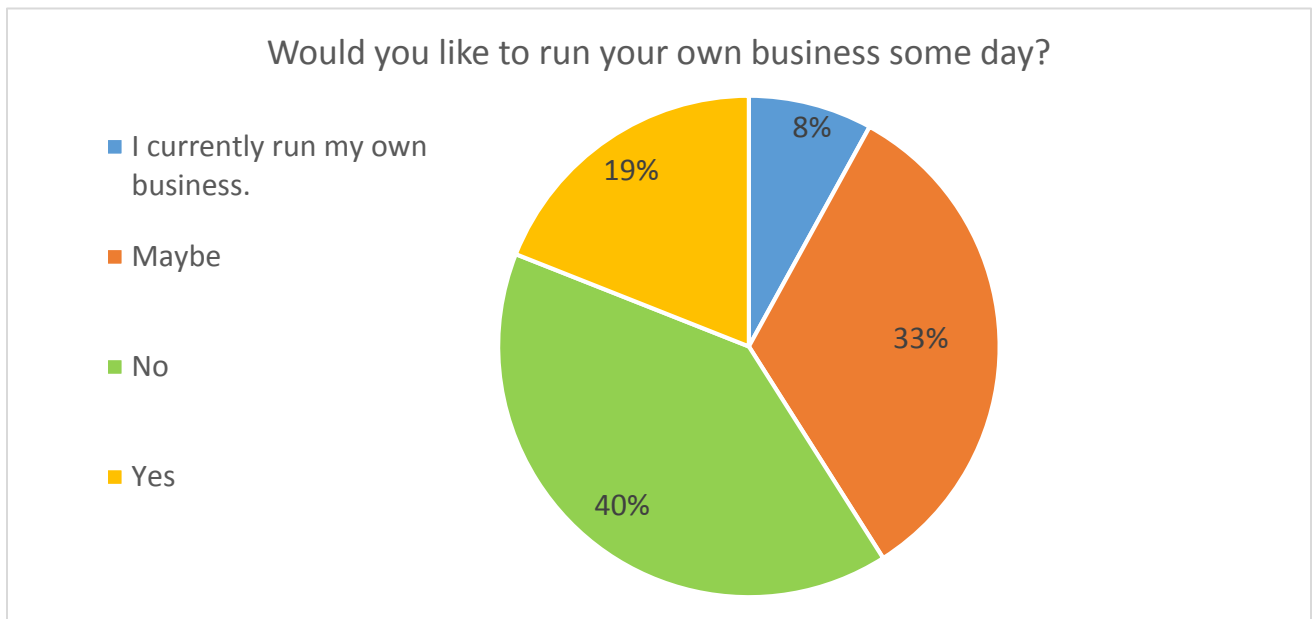
How closely does your current work relate to your field of study?





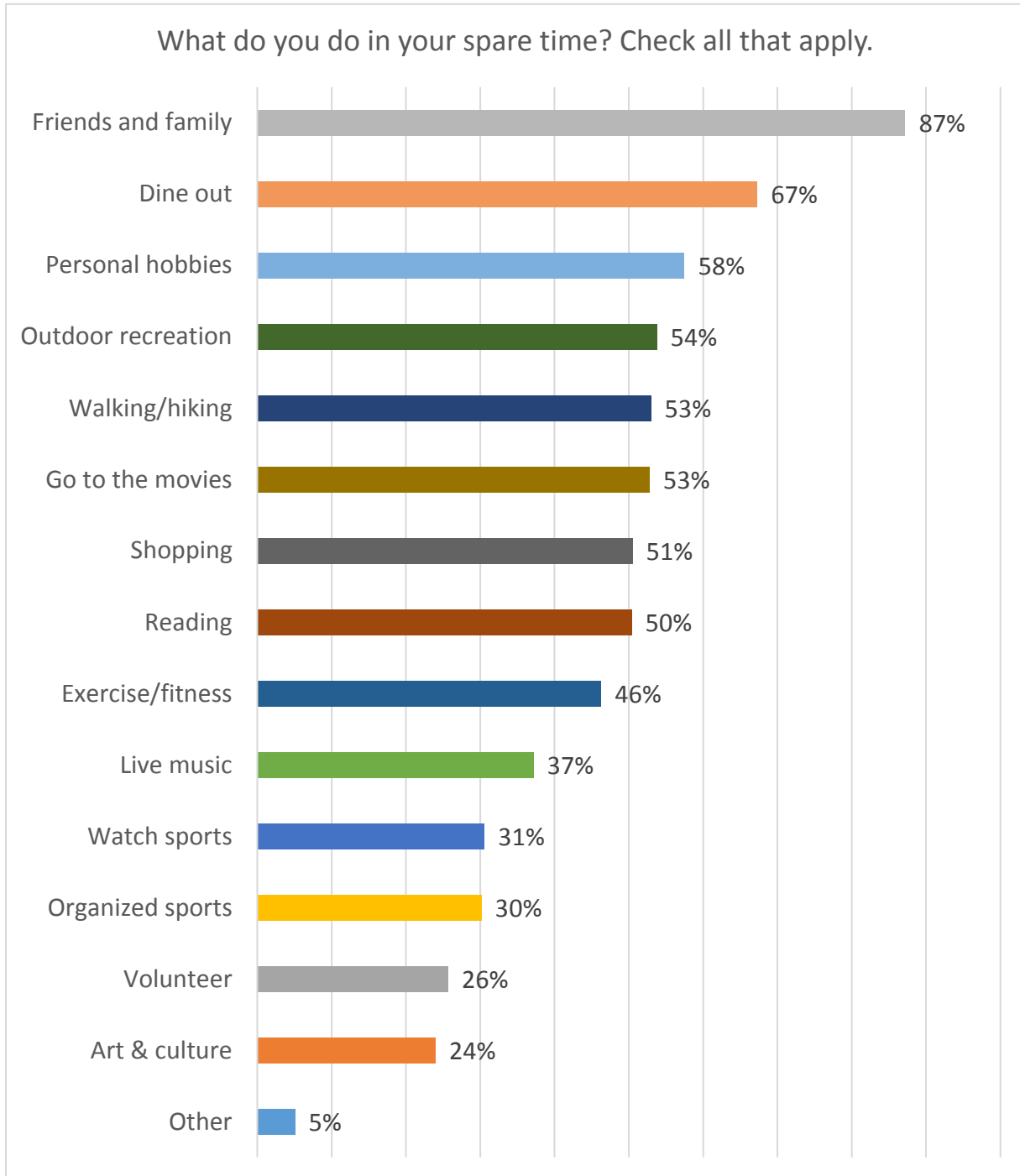
Young people show a growing interest in entrepreneurship. 19% said they would consider running their own business someday, 33% might, and 8% already are running their own business. Overall, 60% of young people are either interested in or already are entrepreneurs, which is fairly consistent across age demographics.

In 2012, 8% of people were running their own business and 29% said they would like to. In that survey, there was no “maybe” option provided which resulted in more people overall saying they would not be interested in running their own business (63%), compared to 2017 (40%).



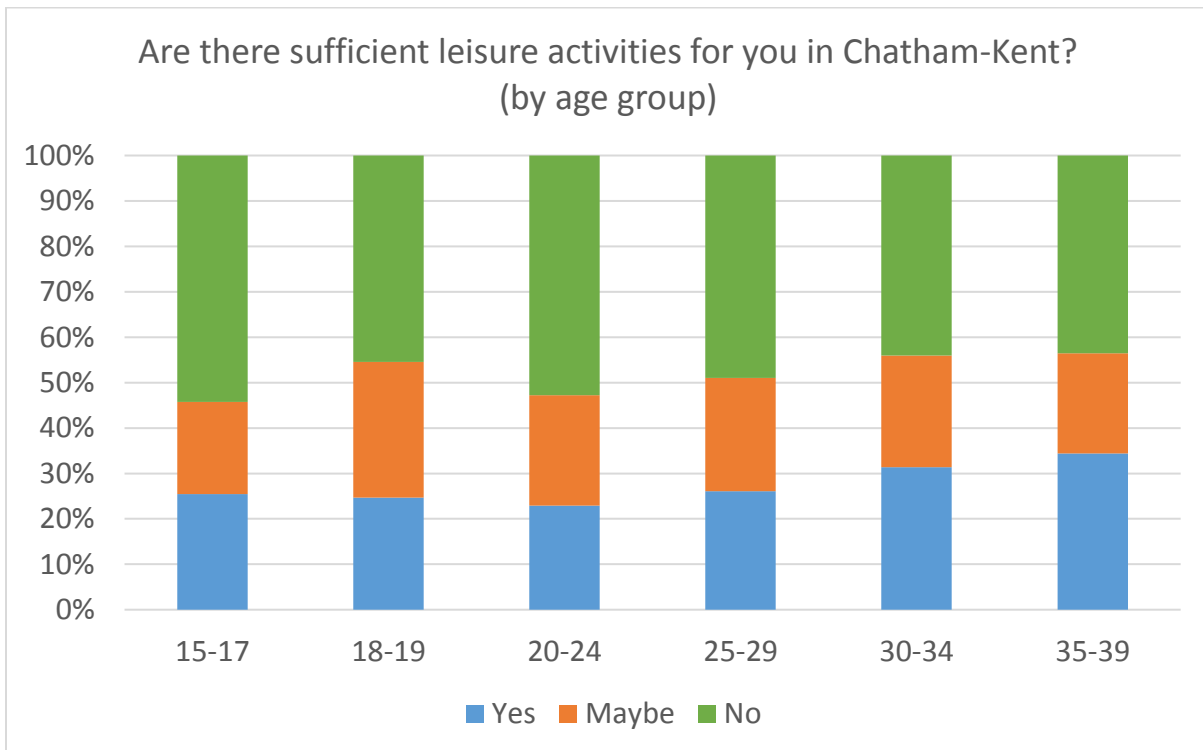
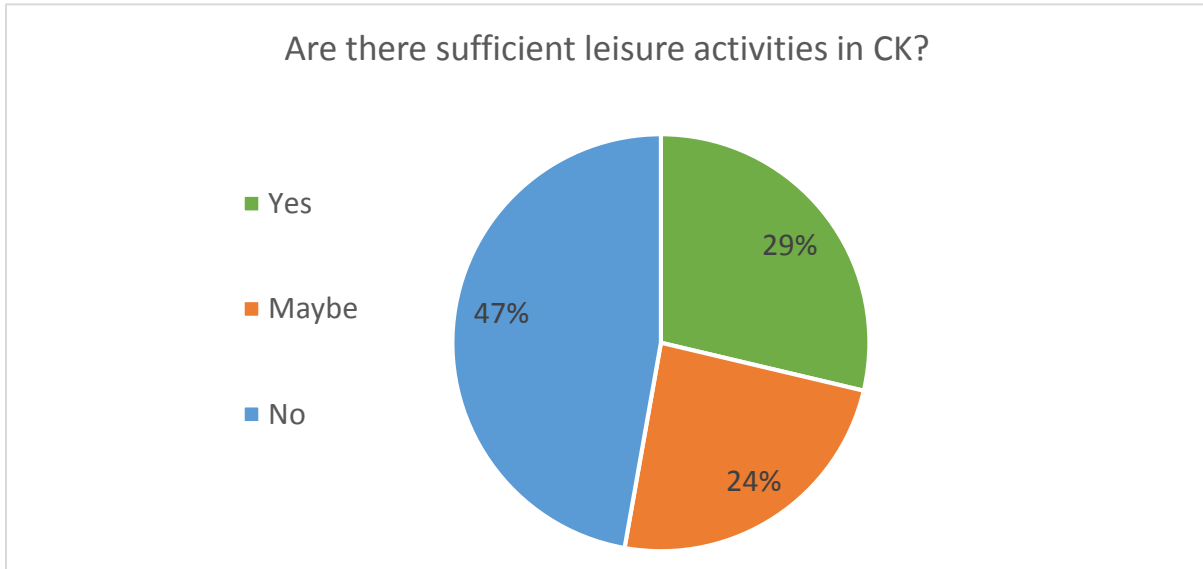


Young people were asked what they like to do in their spare time and the top response, at 87%, was spending time with friends and family. This reinforces the main draw of family to encourage young people to live in Chatham-Kent.





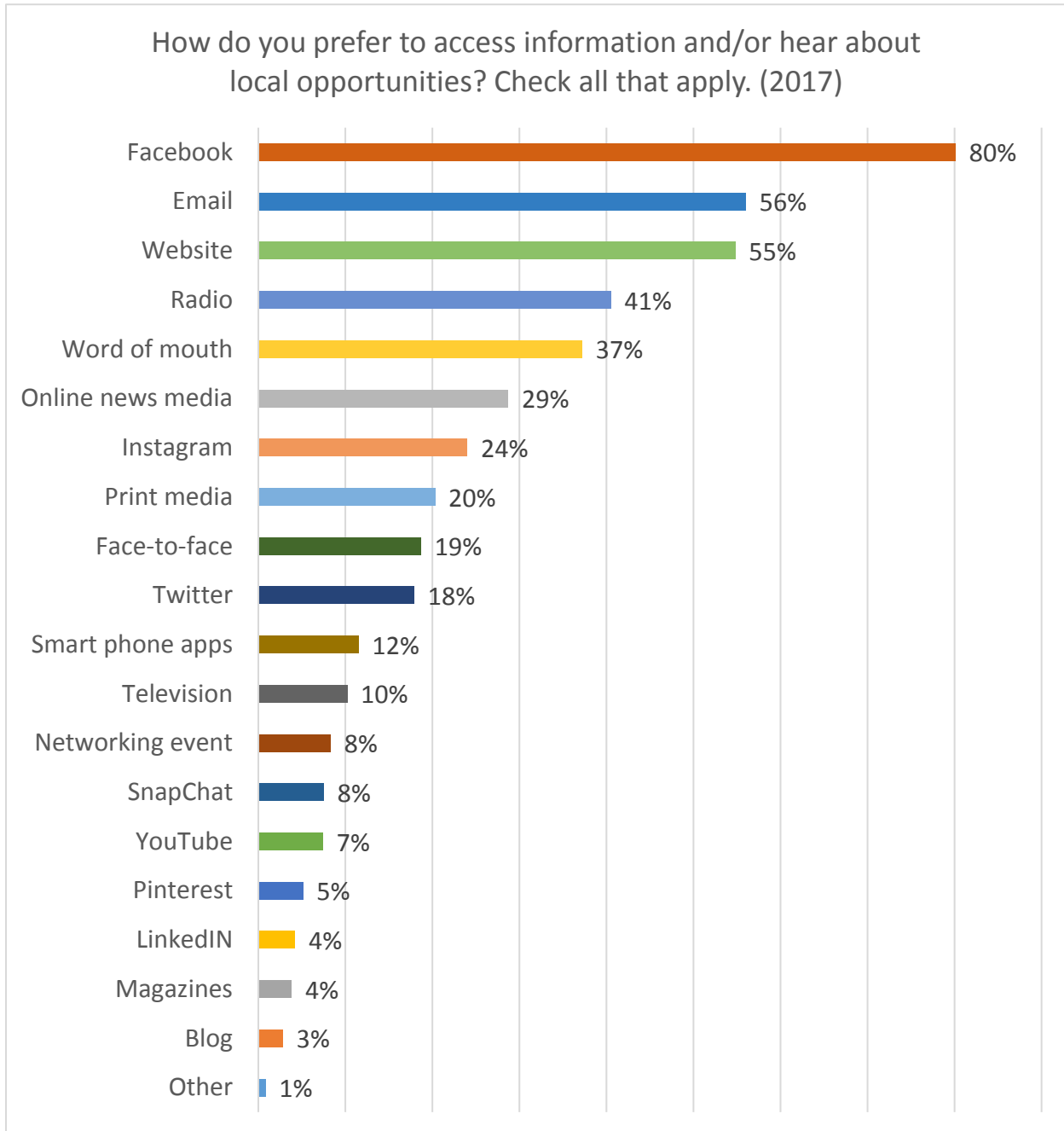
Young people are divided on whether there are enough leisure activities in CK. 29% said there are and another 23% of respondents said there may be but addressed an unawareness of what opportunities exist. Those that did not think there are sufficient leisure opportunities wanted more variety of activities, more activities in rural areas, more public spaces and activities targeted to young people, and more awareness of existing activities. Respondents in their 30's are more likely to think there are sufficient leisure activities in CK.





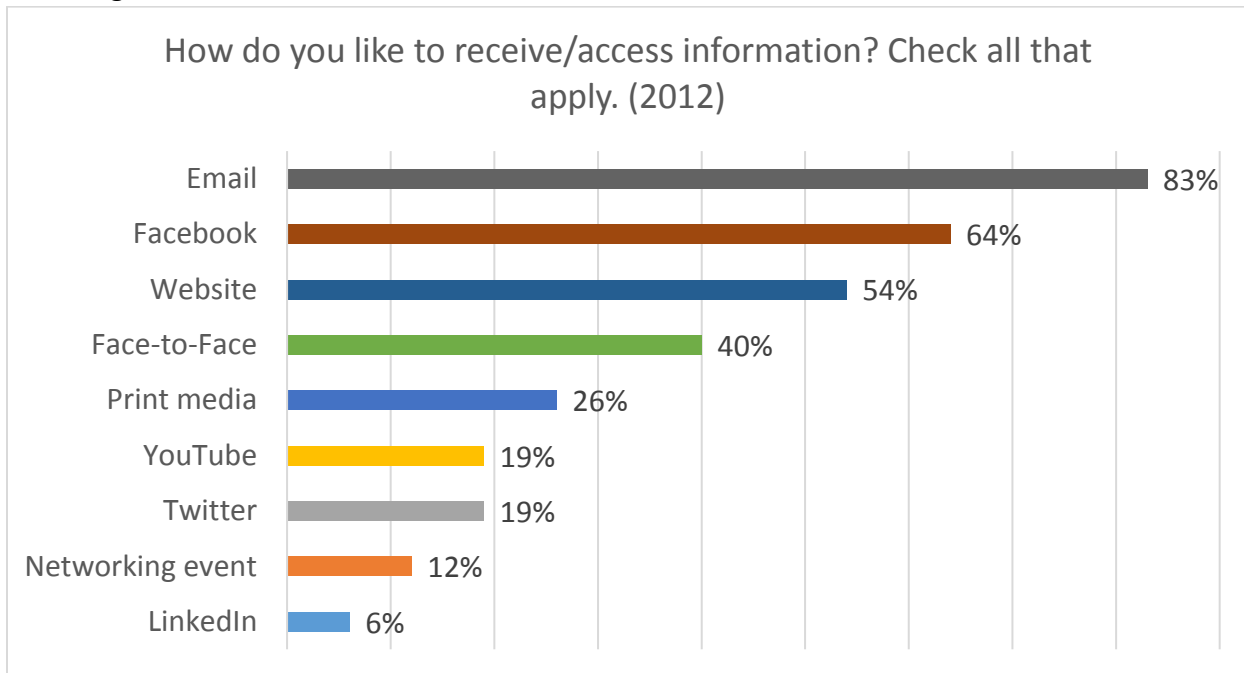
Accessing and receiving Information

Awareness of opportunities was repeated as a key issue throughout survey. Young people access information mainly through Facebook (80%), email (56%), and websites (55%). Increased opportunities for recreation, entertainment, dining and going out were repeated as a top concern for young people throughout the survey.

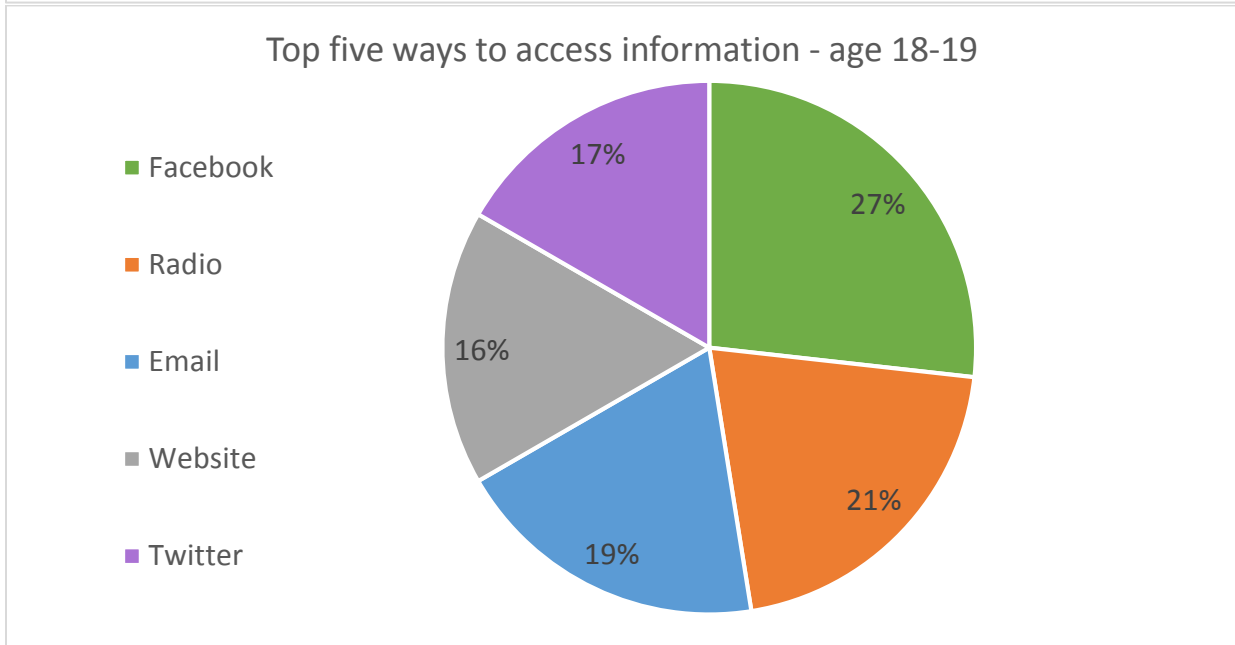
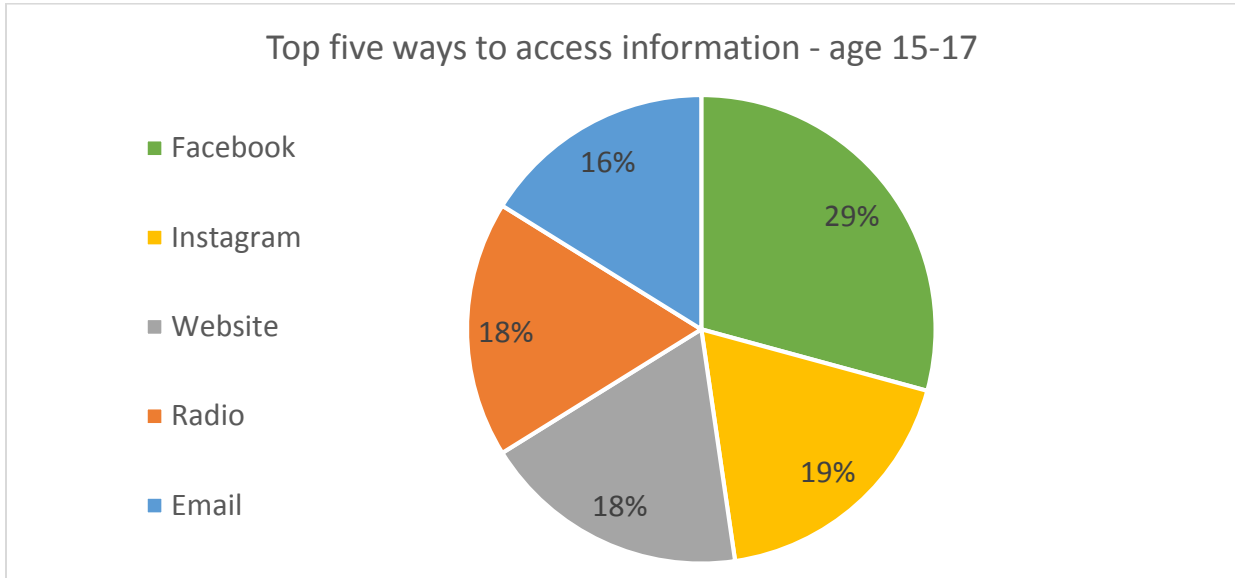




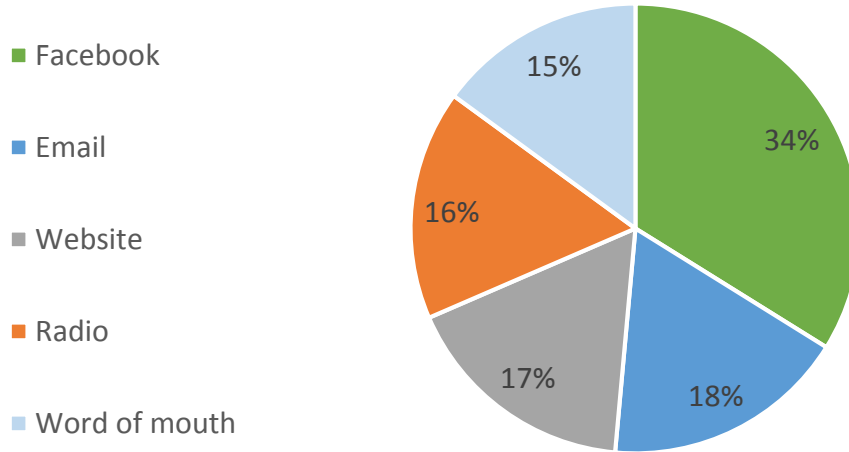
While more options for accessing information were provided in the 2017 survey, some of the benchmarked options have shown significant changes in popularity. Since 2012, Facebook has become the primary medium of accessing information, and email has moved down to the secondary medium for accessing information. Accessing information from YouTube has declined from 19% in 2012 to only 7% in 2017. Face-to-face has declined from 40% in 2012 to 19% in 2017, however “word of mouth” (37%) was added in 2017 and suggests the manner in which people share information, either formally or informally, is a factor when accessing and receiving information.



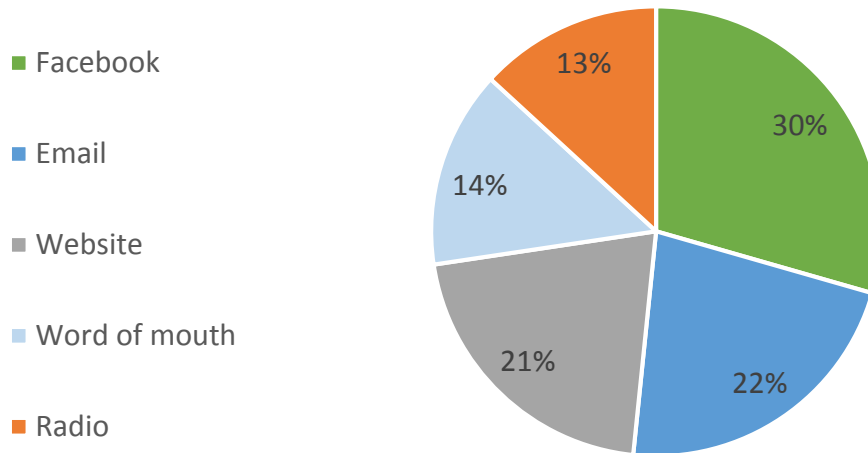
Accessing information by age groups, 2017



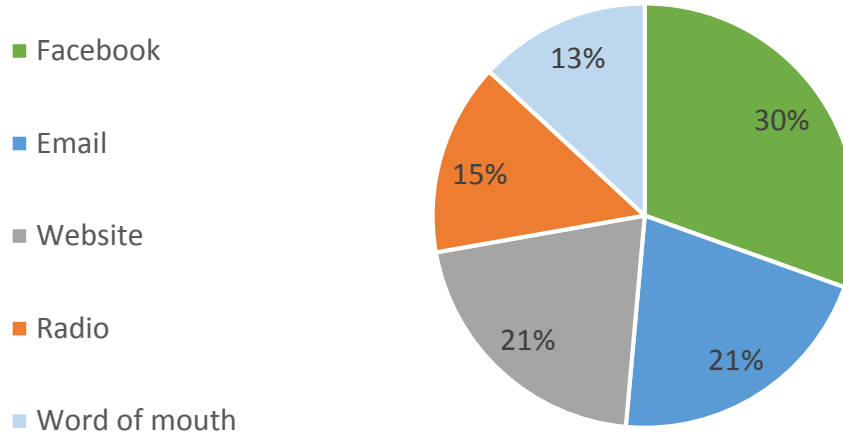
Top five ways to access information - age 20-24



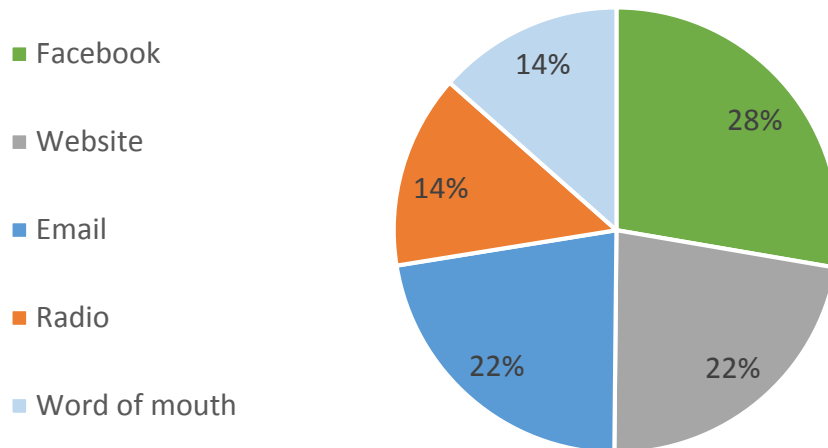
Top five ways to access information - age 25-29



Top five ways to access information - age 30-34



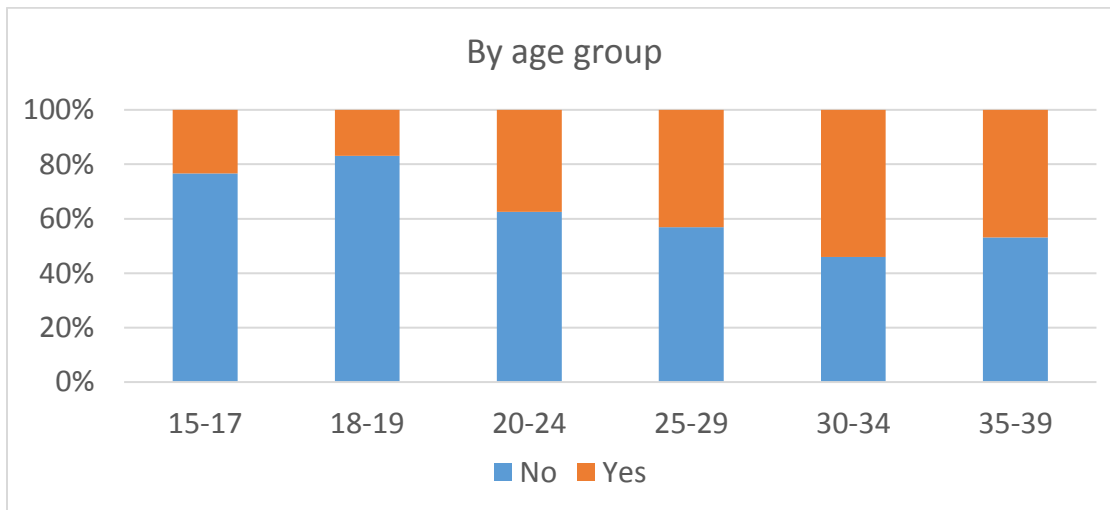
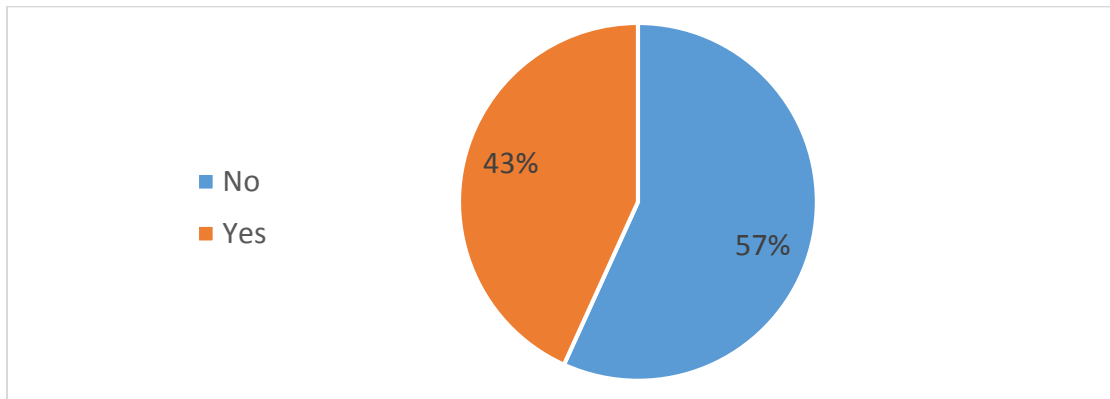
Top five ways to access information - age 35-39





Do you promote CK to your friends?

While most young people do not promote Chatham-Kent to their friends, those that do responded enthusiastically. As young people get older, they tend to promote Chatham-Kent to their friends more.



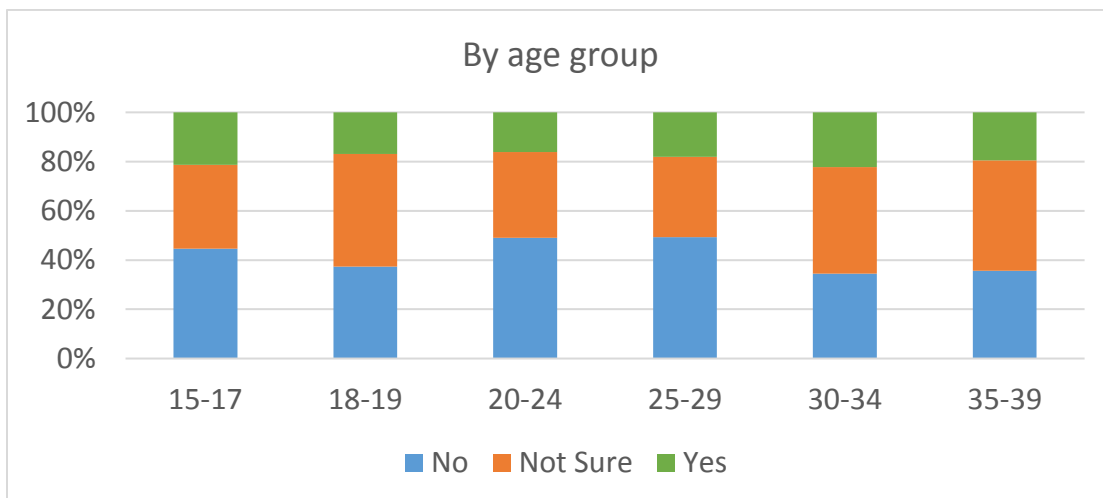
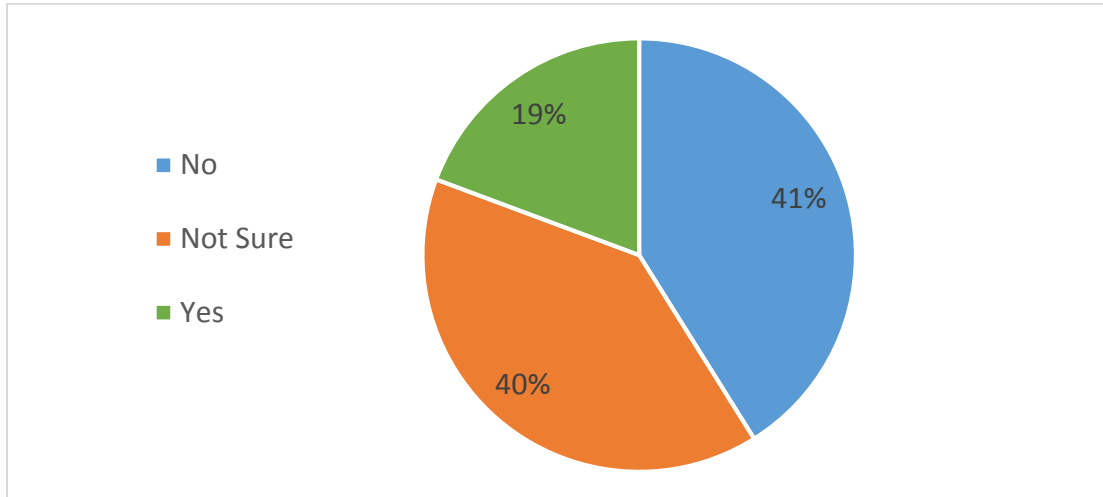
Comments

“Having moved away and returned, I am trying to entice good friends in big cities to move here and am close to being successful! I LOVE Chatham-Kent! I send links to beautiful houses that (to them) are an extremely good price. I promote that we are not too far from Windsor, London and USA. Small town friendliness is attractive to them as well.”

“I think it’s common to want to get out of your hometown when you’re younger, but when you grow up, you realize how good it is. I don’t actively promote CK in an official capacity, but I do like to point out all its merits to younger friends and family thinking of going away.”



Do you feel that the Municipality of Chatham-Kent is encouraging young people to make Chatham-Kent their "home"?



Comments

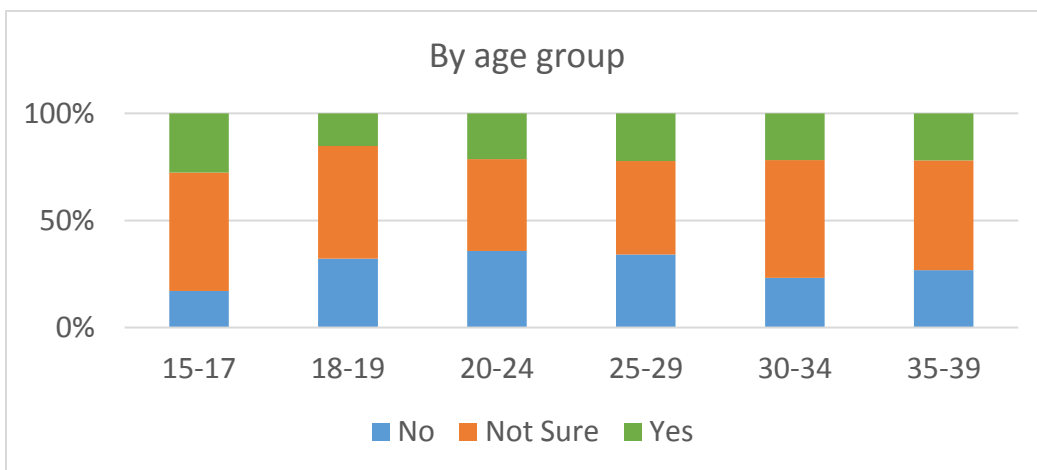
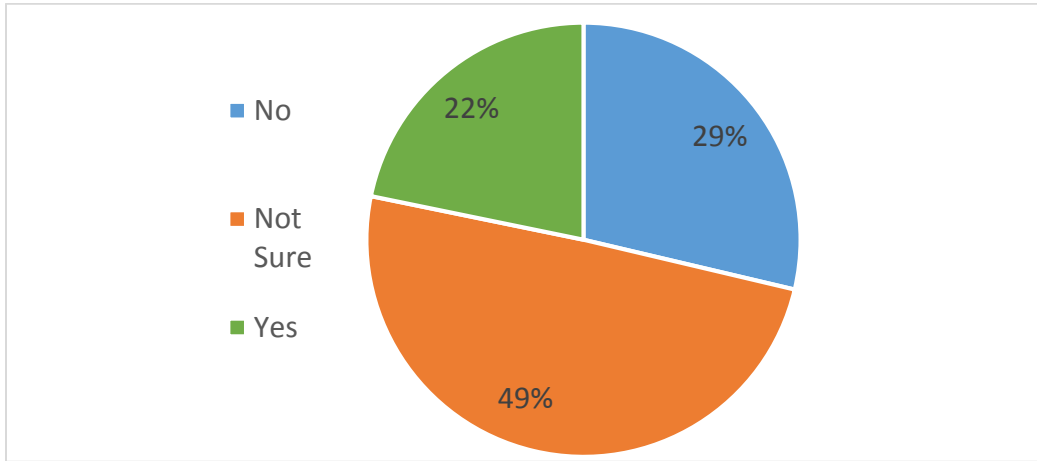
“I've noticed a bigger push to retain and attract young people to the Municipality and I think that this is really important to continue to grow and develop. I really feel Chatham is a unique and great place to live, and if we can find our "niche" we have...”

“The encouragement is there, however the resources are not. C-K needs to secure more employers of not just 'jobs' but careers and advancement”

“Not enough to do. Need more special events and fun things to do. We frequent Sarnia, Windsor, London and Toronto for things to do.”



Do you feel that the Municipality of Chatham-Kent values the contributions that young people can make to the community?



Comments

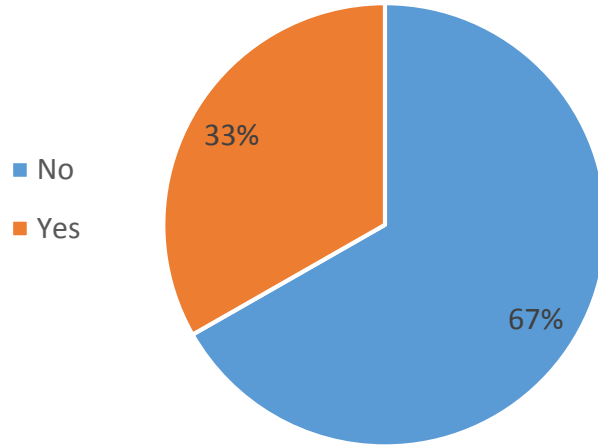
“Somewhat. I would like to see more programs and opportunities to better young people and encourage them to succeed while they live in Chatham-Kent. (Lifestyle and employment)”

“From what I have experienced the "young professional" is seen as a novelty rather than taken seriously”

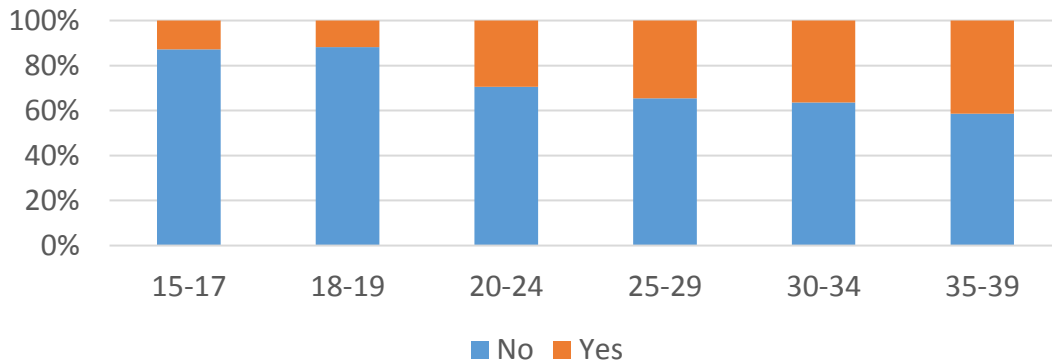
“There aren't enough opportunities for young people to contribute, and when they do they are stigmatized as typical millennials.”

“It is still an "old boys club". If young individuals want to contribute value here, volunteer or on any type of board or organization there is a requirement of decades of experience and a long resume.”

Have you heard of the baCK to Chatham-Kent initiative?



Have you heard of the baCK to Chatham-Kent initiative?
(by age group)





Findings by Age Group

15-17 Years of Age

- 96.3% are currently attending high school
 - 92.6% plan to pursue post-secondary education
 - 83.3% outside of CK
 - 9.3% within CK
- Post-secondary plans are:
 - 3.7% Apprenticeship/Trade
 - 29.6% College
 - 57.4% University
 - 1.9% Employment
 - 7.4% have no plans or don't know
- What I intend to study is...
 - 59.3% very clear to me
 - 31.5% somewhat or a little clear to me
 - 7.4% very unclear to me
- 59.3% currently volunteer and 18.5% are interested in starting
- 35.2% think there are jobs in their desired field in Chatham-Kent, and a further 35.2% think there may be jobs in their desired field
- 29.6% would like to run their own business someday, and 31.5% said maybe

18-19 Years of Age

- Attending high school
 - 56.2% are currently attending high school
 - 42.5% have completed high school
 - 1.4% are not currently attending but intend to graduate
- 72.6% are attending post-secondary education, and 27.4% are not but intend to
 - 79.1% outside of CK
 - 20.9% within CK
- 47.9% plan to do post-graduate studies, and 39.7% said maybe
- If not in school, they are:
 - 76.9% employed
 - 0% self-employed
 - 23.1% unemployed
- 21.9% think there are employment opportunities in their desired field in Chatham-Kent, and a further 52.1% think there may be jobs in their desired field
- 19.2% would like to run their own business someday, and 38.4% said maybe
- 45.2% currently volunteer and 34.2% are interested in starting



20-24 Years of Age

- 95% have completed high school, and 4.3% are working to complete it
- 52.5% have completed post-secondary education, 27% are currently attending, and 16.3% are not currently attending but intend to
 - 67.6% outside of CK
 - 32.4% within CK
- Pursuing post-graduate studies
 - 41.1% plan to
 - 31.9% said maybe
- If not in school, they are:
 - 84.5% employed
 - 2.9% self-employed
 - 12.6% unemployed
- If employed, how closely does your current work relate to your field of study?
 - 51.4% very closely
 - 22.4% slightly closely
 - 0% not related
 - 26.2% not related at all
- 35.5% think there are employment opportunities for them in Chatham-Kent, and a further 31.9% think there may be
- 18.4% would like to run their own business someday, and 41.1% said maybe
- 36.2% currently volunteer and 41.8% are interested in starting

25-29 Years of Age

- 96.6% have completed high school and 3% are working to complete it
- 80.4% have completed post-secondary education, 7.2% are currently attending, and 6.8% are not currently attending but intend to
 - 58% outside of CK
 - 34 % within CK
 - 8% other (e.g. online course)
- Pursuing post-graduate studies
 - 34.9% have completed
 - 11.5% plan to
 - 23.4% said maybe
- If not in school, they are:
 - 86.5% employed
 - 8.6% self-employed
 - 5% unemployed



- If employed, how closely does your current work relate to your field of study?
 - 54.7% very closely
 - 20.3% slightly related
 - 25% not related
 - 0% not related at all
- 40.9% think there are employment opportunities for them in Chatham-Kent, and a further 30.2% think there may be
- 18.3% would like to run their own business someday, and 32.8% said maybe
- 36.2% currently volunteer and 32.8% are interested in starting

30-34 Years of Age

- 94.8% have completed high school and 2.4% are working to complete it
- 82% have completed post-secondary education, 3.2% are currently attending, and 6.4% are not currently attending but intend to
 - 45.2% outside of CK
 - 41.9% within CK
 - 12.9% other (e.g. online course)
- Pursuing post-graduate studies
 - 35.6% have completed
 - 6% plan to
 - 20.8% said maybe
- If not in school, they are:
 - 79.8% employed
 - 12% self-employed
 - 8.2% unemployed
- If employed, how closely does your current work relate to your field of study?
 - 54.9% very closely
 - 23.7% slightly related
 - 21.4% not related
 - 0% not related at all
- 49.6% think there are employment opportunities for them in Chatham-Kent, and a further 27.6% think there may be
- 18.4% would like to run their own business someday, and 30% said maybe
- 37.2% currently volunteer and 32% are interested in starting



35-39 Years of Age

- 95.7% have completed high school and 0.4% are working to complete it
- 78.1% have completed post-secondary education, 3.9% are currently attending, and 6% are not currently attending but intend to
 - 52.2% outside of CK
 - 26.2% within CK
 - 21.7% other (e.g. online course)
- Pursuing post-graduate studies
 - 33% have completed
 - 10.7% plan to
 - 15.5% said maybe
- If not in school, they are:
 - 83.9% employed
 - 10.3% self-employed
 - 5.8% unemployed
- If employed, how closely does your current work relate to your field of study?
 - 65.6% very closely
 - 18.7% slightly related
 - 15.8% not related
 - 0% not related at all
- 42.1% think there are employment opportunities for them in Chatham-Kent, and a further 33.9% think there may be
- 19.3% would like to run their own business someday, and 28.3% said maybe
- 46.8% currently volunteer and 27% are interested in starting