

2022 Survey of Young People





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Executive Summary

From July to September 2022, the Municipality of Chatham-Kent's Community Attraction and Promotion (CAP) division conducted a Chatham-Kent to the Power of Young People (aged 15-39) - CKY Survey to gain feedback on life in Chatham-Kent. This was a follow up to the 2012 and 2017 Chatham-Kent Surveys of Young People to see what has changed and direct work forward.

[601 young people responded to the 2022 survey.](#)

The CKY Survey received 601 responses with many thoughtful and engaging points of views shared. Thank you to all those who took the time to complete the survey.

Background & Purpose

Since 2012, CAP has gained survey feedback from 3,820 young people, including a 2020 Survey of Young People conducted with the [CKY Advisory Group](#). The on-going feedback influences work by CAP and community partners 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 between the 2006 and 2011 census periods (-4.2%), and an increase in the median age from 41.2 years to 43.8 years old at that time. 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 those declining populations, 84% of survey respondents in 2012 reported a desire to remain connected to the community. This remains true with 85% of respondents in 2022 saying they would, or may want to, remain connected to CK regardless of where they go or what they do in the future (an option was added in 2017 to select "maybe" which was not provided in 2012).

[82% would or may like to continue living in CK.](#)

For communities to thrive, they must engage and support the aspirations of the young people that live there. Doing so helps support local businesses by meeting workforce needs and providing opportunities for succession planning. Supporting young people also fosters their involvement in various aspects of community life, activities, volunteering, and considering raising a family. The CKY feedback supports this as many spoke about the desire for continued community growth and looking for communities where they and their children had [opportunities to be active](#), engaged, and have their [opinions heard](#).



Feedback in Action

Since the 2012 survey, community partnerships have been built to address the needs of, and engage with, young people across Chatham-Kent. For example, the 2012 CKY Survey of Young People reported only 23% of young people felt their contributions are valued by the Municipality of Chatham-Kent and 29% felt so in 2017. In response to this, the [baCK to Chatham-Kent](#) campaign was initiated in 2013; the [CKY Advisory Group](#) was created in 2018 to gather and share the opinions of young people with Council, municipal administration, and community partners; and the [CKY Community Action Plan](#) was created in 2018 with a series of events held through to 2019 to encourage community-wide action to engage young people.

85% of young people in 2022 said they would, or may want to, remain connected to CK regardless of where they go in the future.

The baCK to CK campaign includes profiles of young people; an annual baCK Home for the Holidays campaign encouraging young people in CK for the winter break to explore local amenities and network; Celebration of Youth Awards partnership with the YMCA; and the annual [Your Roots Are Always in CK](#) tree plantings to congratulate Chatham-Kent graduates and remind them that CK is their home.

Follow [@LivingCK](#) and [@CKY Advisory](#) to see how to get involved locally.

Social media channels share activities undertaken in response to feedback and to continue on-going engagement. 69% of respondents to the 2022 CKY Survey said they are aware of either the LivingCK, baCK to CK, or CK to the Power of Young People initiatives. Thank you to all those who follow, engage, and work with us to amplify the voices of young people in Chatham-Kent.

Impact

The 2021 census shows that work to attract, engage, and retain young people aged 15-39 in Chatham-Kent has been successful. Chatham-Kent's total population increased by 2.3% between 2016 and 2021, a notable change from a decline of -4.2% reported in 2011 and -2% in 2016. The change in the demographics of young people, aged 15-39, shows more pronounced success with a growth rate of 2.7% in 2021, shifting from previous declines of -5.9% in 2016 and -9.9% in 2011.

CK's population of young people, aged 15-39, increased by 2.7% in 2021.

Particular cohorts that saw increases were 25-29 year olds at 7.2%, 30-34 year olds at 1.3%, and 35-39 year olds at 11.4%.



Methodology

The findings of the 2012 Survey of Young People, the 2017 Chatham-Kent to the Power of Young People Survey, the 2020 CKY Survey of Young People with the CKY Advisory Group, and the most recent 2022 CKY Survey of Young People, are snapshots 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. These 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 Community Attraction and Promotion efforts. The first two surveys were promoted through local media and over social media for the month of June in their respective release years. The 2022 CKY Advisory Group Survey of Young People was conducted through the month of September to gain a pulse of how young people were doing during the early stages of the COVID-19 Pandemic and to gauge their concerns at that point. The most recent survey, in 2022, was promoted over local media and social media, and at outreach events from July – September of 2022. The CKY Advisory Group, followers over social media and community partners were all 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 the Community Attraction and Promotion division, with input from the CKY Advisory Group on interpretation of findings.



Key Take-away

Quality of life remains a key attraction for CK:

Many respondents see CK as a great place to live and raise a family. When asked [what they liked best about Chatham-Kent](#), young people responded by describing the quality of life and pointing to nature and access to water, the small town feel and friendly community, affordability, 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 [64% of respondents said it was the main reason that they chose to live in CK](#).

Employment & Entrepreneurship:

Employment continues to be the number one reason for [choosing where to live](#) overall, however it is more closely followed by affordability and other factors, compared to previous surveys. It is also now tied with “family/friends” as the [main reason that young people do not choose to live in Chatham-Kent](#). The outlook of young people for job prospects in Chatham-Kent is similar across surveys. [46% of respondents said there are work related opportunities](#) for them in CK in both 2012 and 2022, with a slight decline to 41% reporting so in 2017.

Increasing wages (79%) was the main [way that young people said they could be retained](#), followed by benefits (54%), and opportunities for development (50%). The top four are the same as 2017, with the fifth place switching from “non-monetary incentives/tokens of appreciation” to “change workplace/organizational culture”.

Young people show a [growing interest in entrepreneurship](#) from 2012 to 2022. In 2022, 23% said they would consider running their own business someday and 37% might, compared to 19% and 33% in 2017, and 29% saying yes in 2012 (there was no option for “maybe”). Interestingly, 8% of respondents already run their own businesses, which has been consistent in 2012, 2017, and 2022 surveys.

Young people said that support for local businesses is very important to them, and focused on unique local businesses as a key attraction.



More Things to Do & Options for Leisure Desired:

The top things [young people want improved in Chatham-Kent](#) include “things to do & events” as the main improvement, and “shopping, dining out & nightlife” as the third top item listed. Throughout the survey, respondents spoke to the need for more recreational opportunities and [leisure activities](#). Many raised the need for more activities for young children and teenagers, as well as young adults.

Fewer respondents said there are sufficient leisure activities in CK for them at 20% in 2022 compared to 29% in 2017. The top five most common leisure activities young people participate in are spending time with family/friends (85%), dining out (65%), walking/hiking (60%), outdoor recreation (58%), and personal hobbies/crafts (58%).

Engaging & retaining young people remains a key need:

Young people who responded to the survey are slightly less inclined to stay in Chatham-Kent than previous survey respondents. In 2022, [49% said they would like to stay in CK](#), followed by 33% who said maybe, and 18% who said no. In comparison, in 2017 55% said they would like to stay, followed by 32% who said maybe and 13% who said they would not. In the original 2012 survey, 52% said they would like to stay followed by 29% who said maybe, and 19% would not.

When asked if they would like to come baCK to CK later in life, if they are planning to move for study or work, the overall response was less favourable in 2022 than in previous surveys, with 25% saying yes compared to 33% in 2017 and 31% in 2012.

Conversely, respondents not living in CK have shown an increased interest in doing so, with 62% of 2022 respondents stating they would consider doing so in the future, compared to 2017 and 2012 when 43% and 24% of respondents respectively said they would consider doing so in the future.

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.

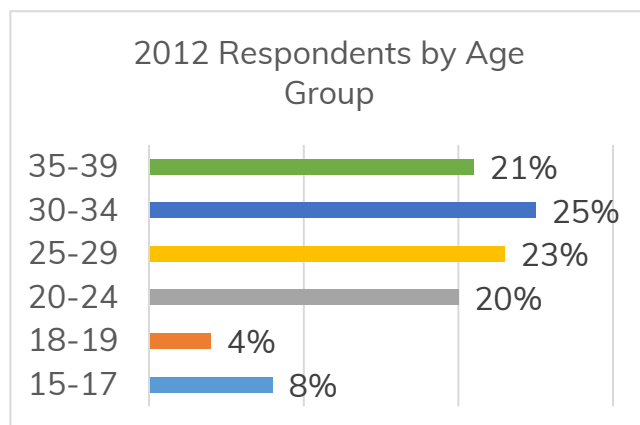
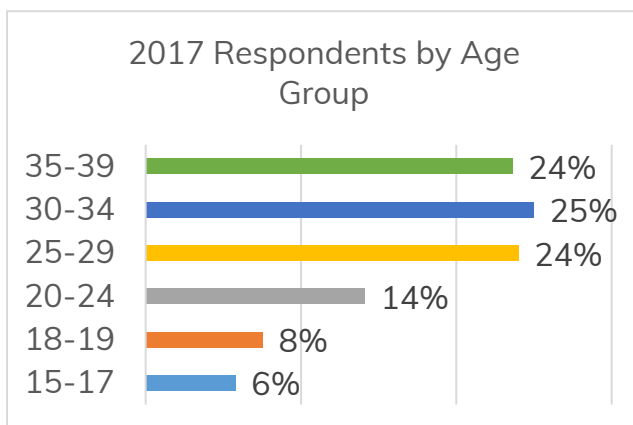
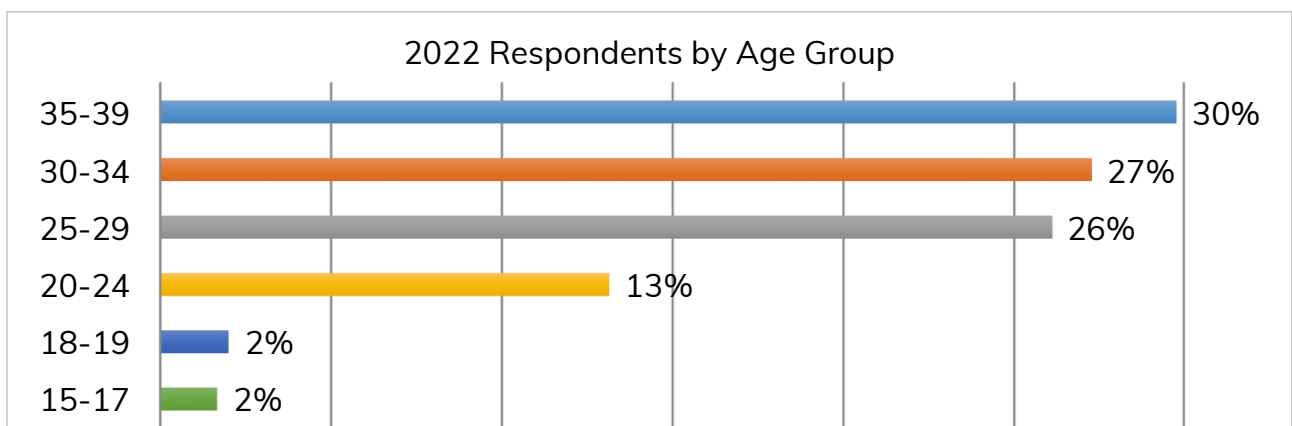


Who We Heard From

The most common age cohorts who responded to the 2022 CK to the Power of Young People – CKY Survey are between 25 and 39 years old (83%). This is an increase to previous surveys of young people done in 2012 and 2017, which had 69% and 73% response rate in this age group respectively. In 2022, those aged 35-39 made up 30% of all respondents compared to 24% and 21% respectively in the previous surveys, and those aged 15-19 had fewer responses from previous surveys (4% compared to 14% and 12% respectively).

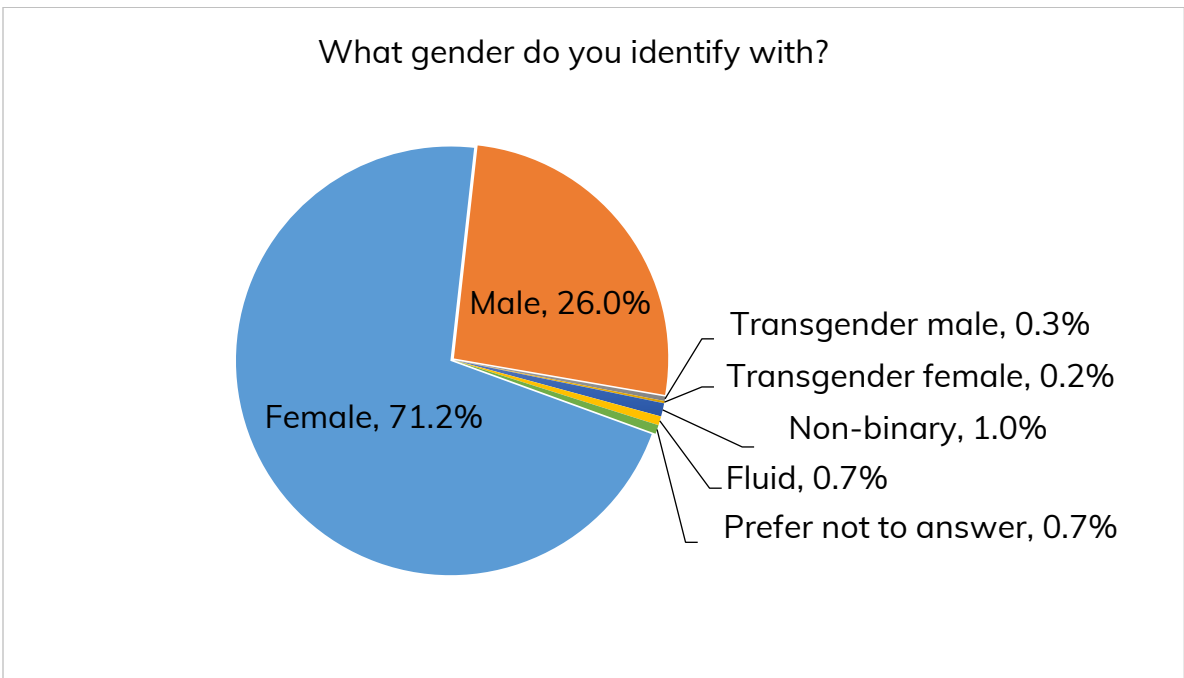
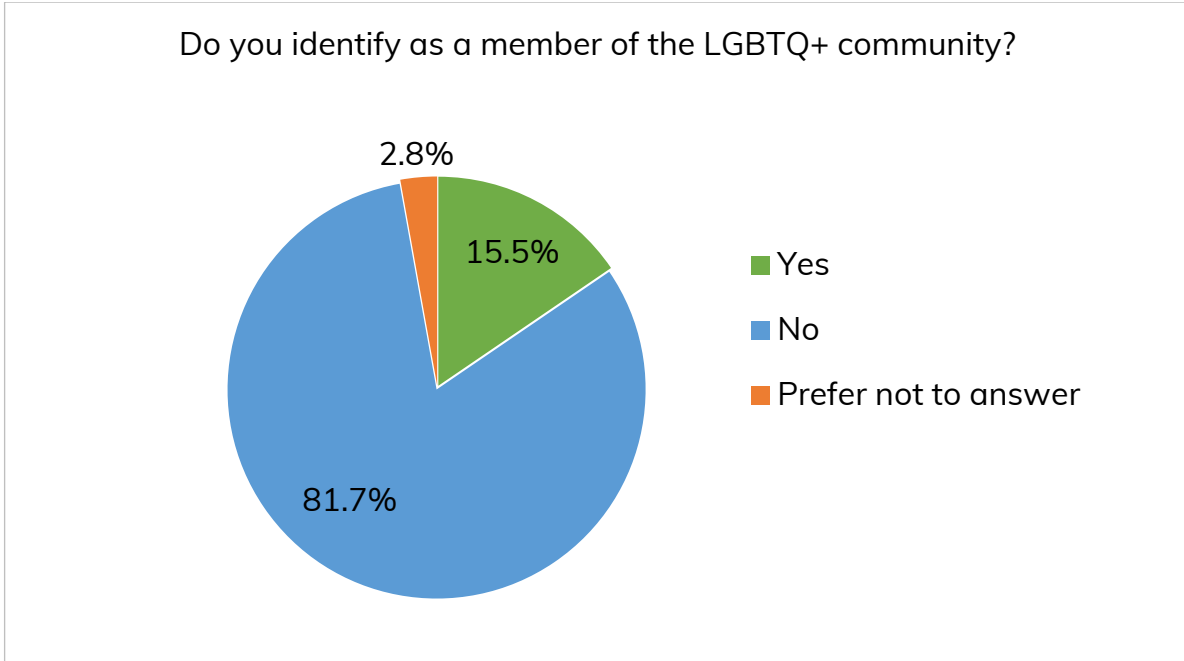
As a comparison, below are Chatham-Kent’s population age breakdowns of 15-39 age cohorts, by percentage, based on the 2021 Statistics Canada Census:

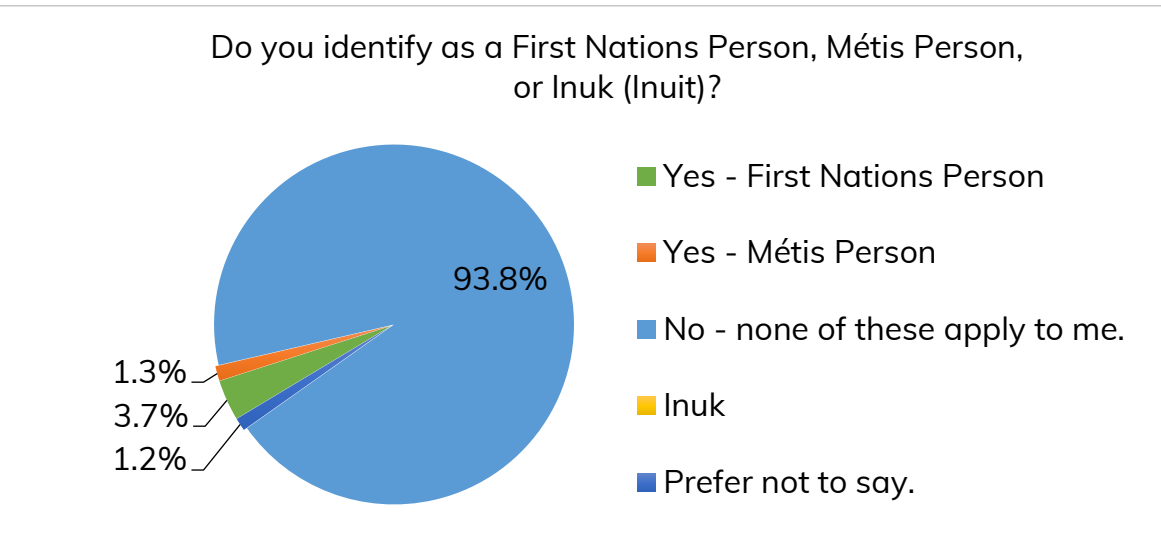
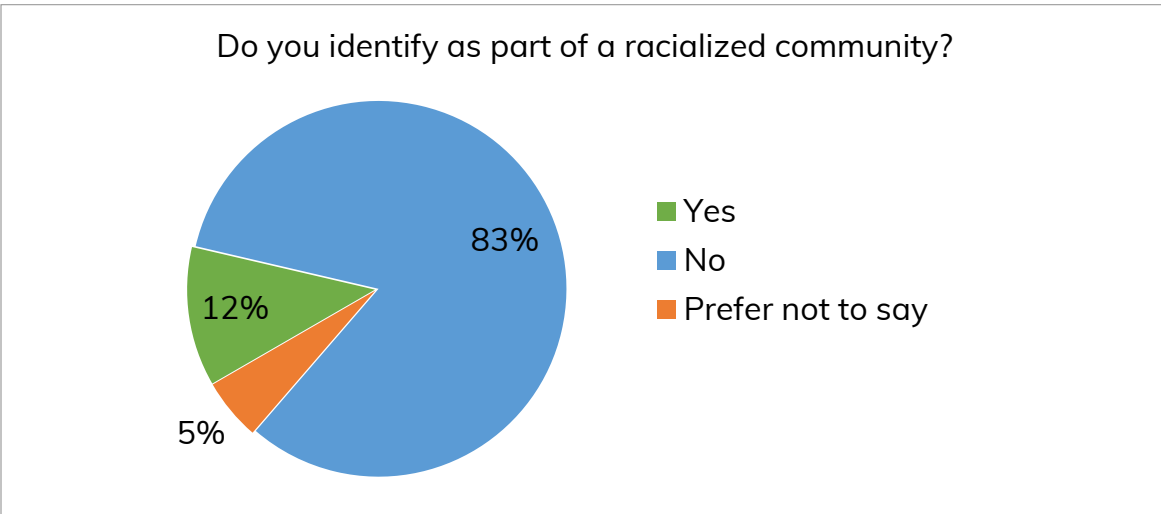
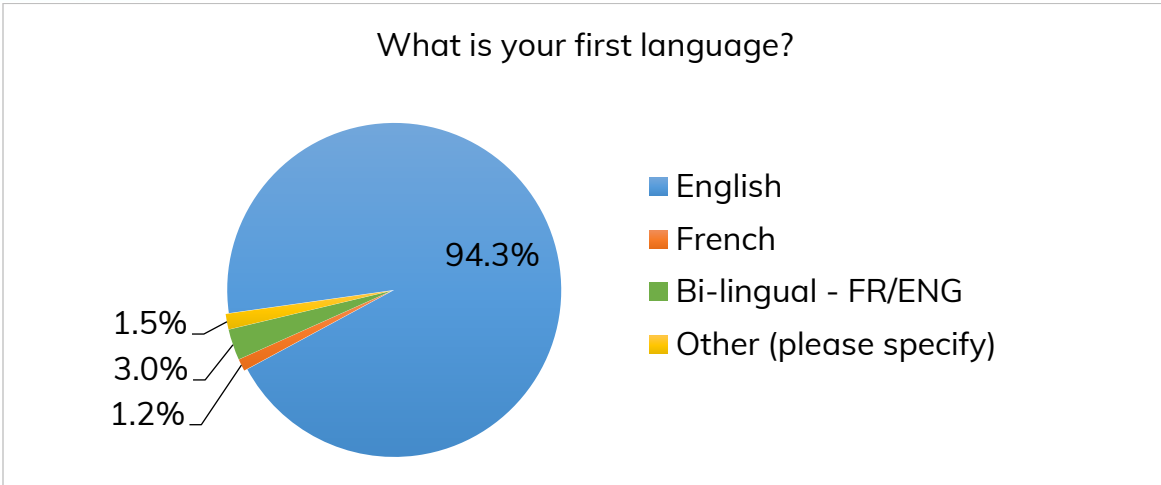
- 15-19 – 20.4%
- 20-24 – 19.4%
- 25-29 – 19.3%
- 30-34 – 19.8%
- 35-39 – 21.1%





The following are other demographic identifiers of respondents to the 2022 CKY Survey of Young People.

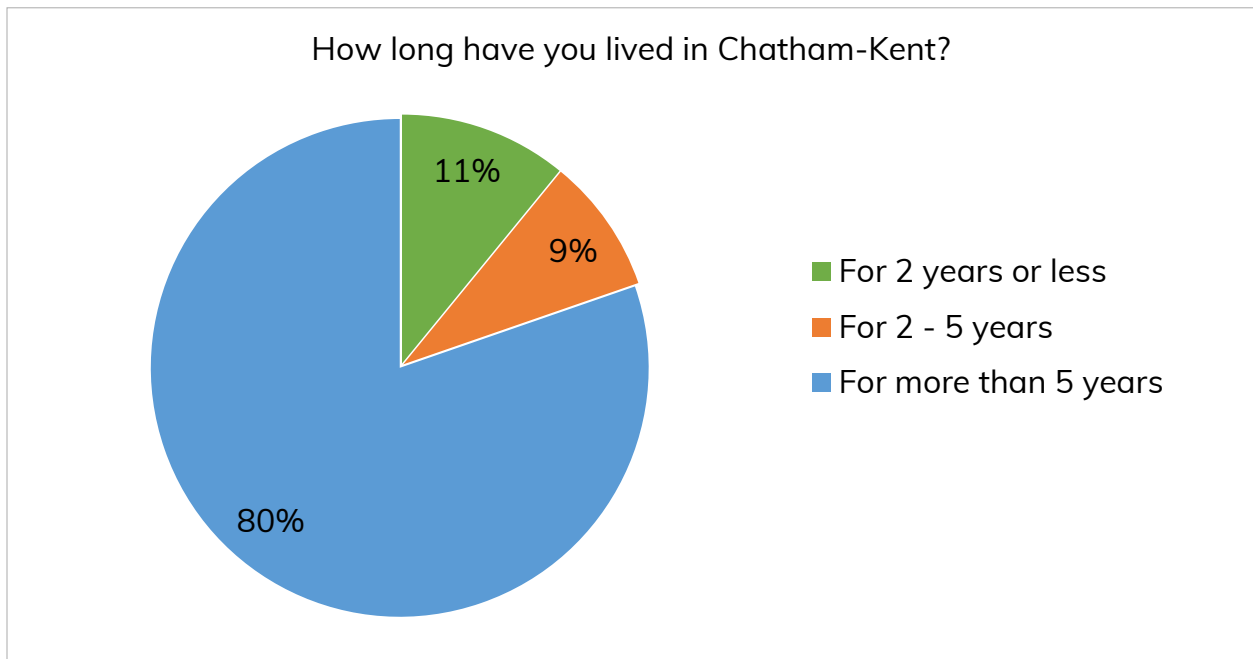
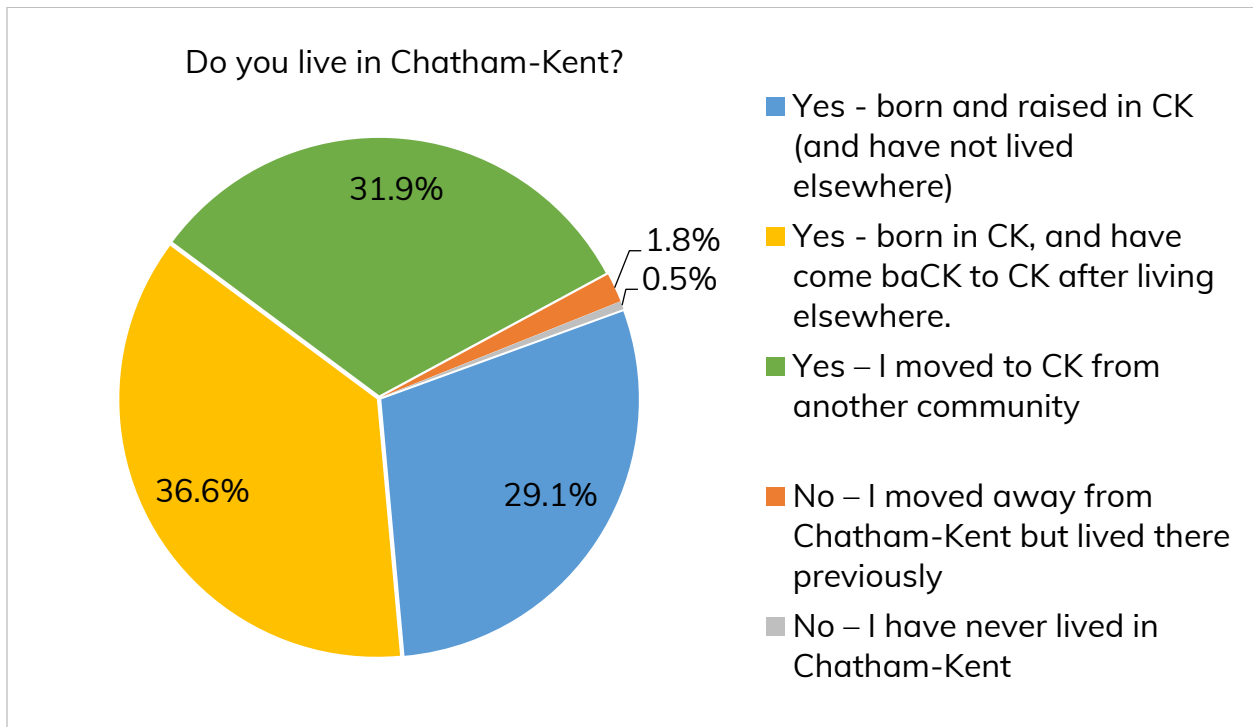






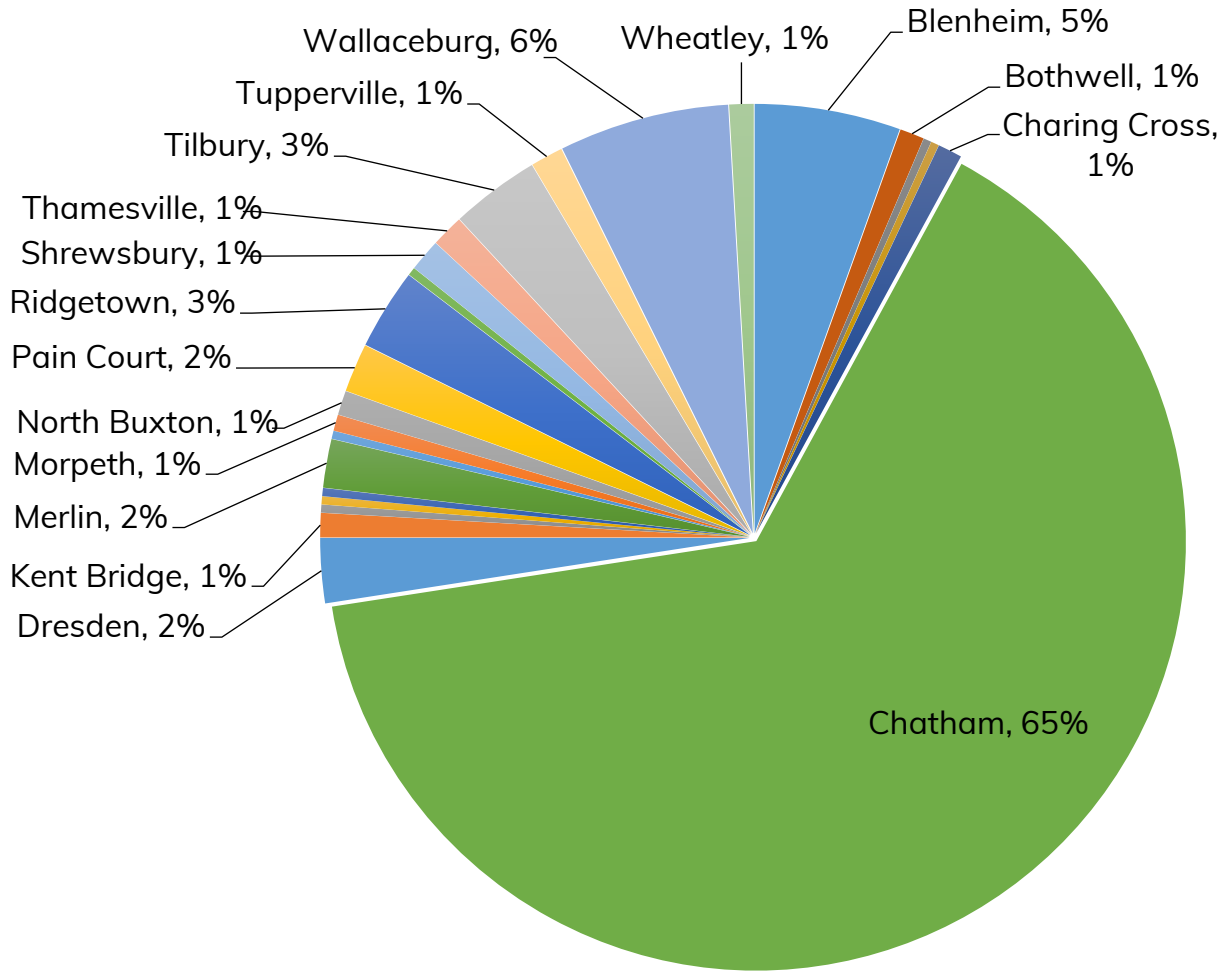
Where Respondents Live

Most respondents to the survey currently live in Chatham-Kent (98%). 65.6% of respondents were born in Chatham-Kent, and 68.5% of respondents have chosen to move to Chatham-Kent after living elsewhere at some point.





What is the name of the Chatham-Kent community you live in?



Communities with one respondent appeared as 0% and were removed from the above chart. These communities are Cedar Springs, Coatsworth, Harwich, Highgate, Louisville, Mitchell's Bay, and Raleigh.



Perceptions of Living in Chatham-Kent

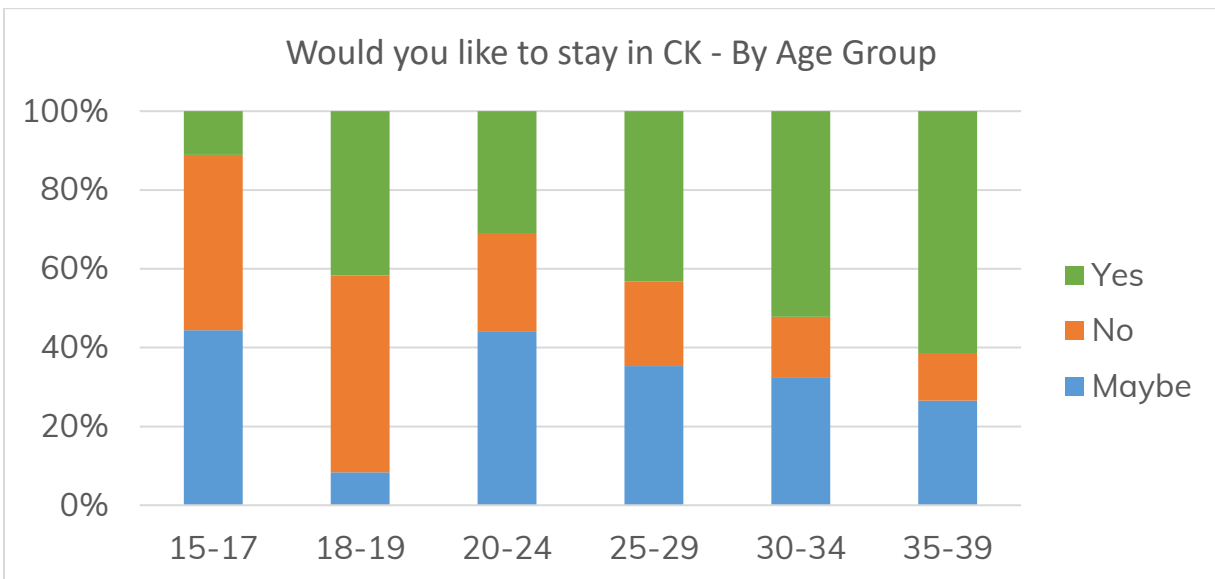
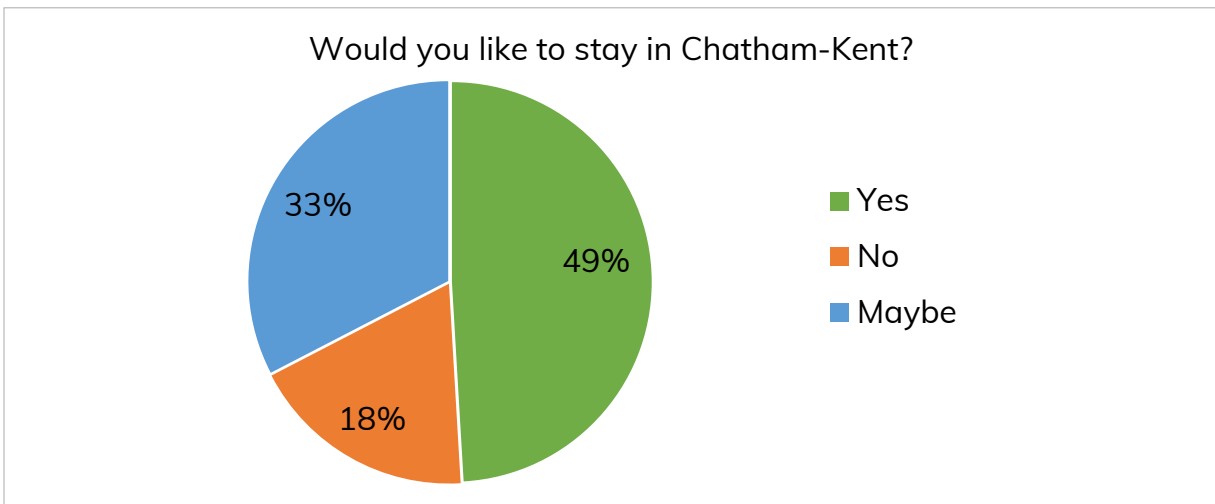
The top eleven words that respondents used to describe Chatham-Kent are captured in the word cloud below, with the tenth and eleventh words tied at ten respondents each (“rural” and “conservative”). The top word, “home”, was featured 87 times, followed by “boring” 29 times. While boring is seemingly the only negative word, it may speak to relative stability in the area and connect to themes shown in other words chosen such as quiet (22) and peaceful (18). The remaining words featured are “friendly” (18), “growing” (18), “community” (15), and “small” (13).





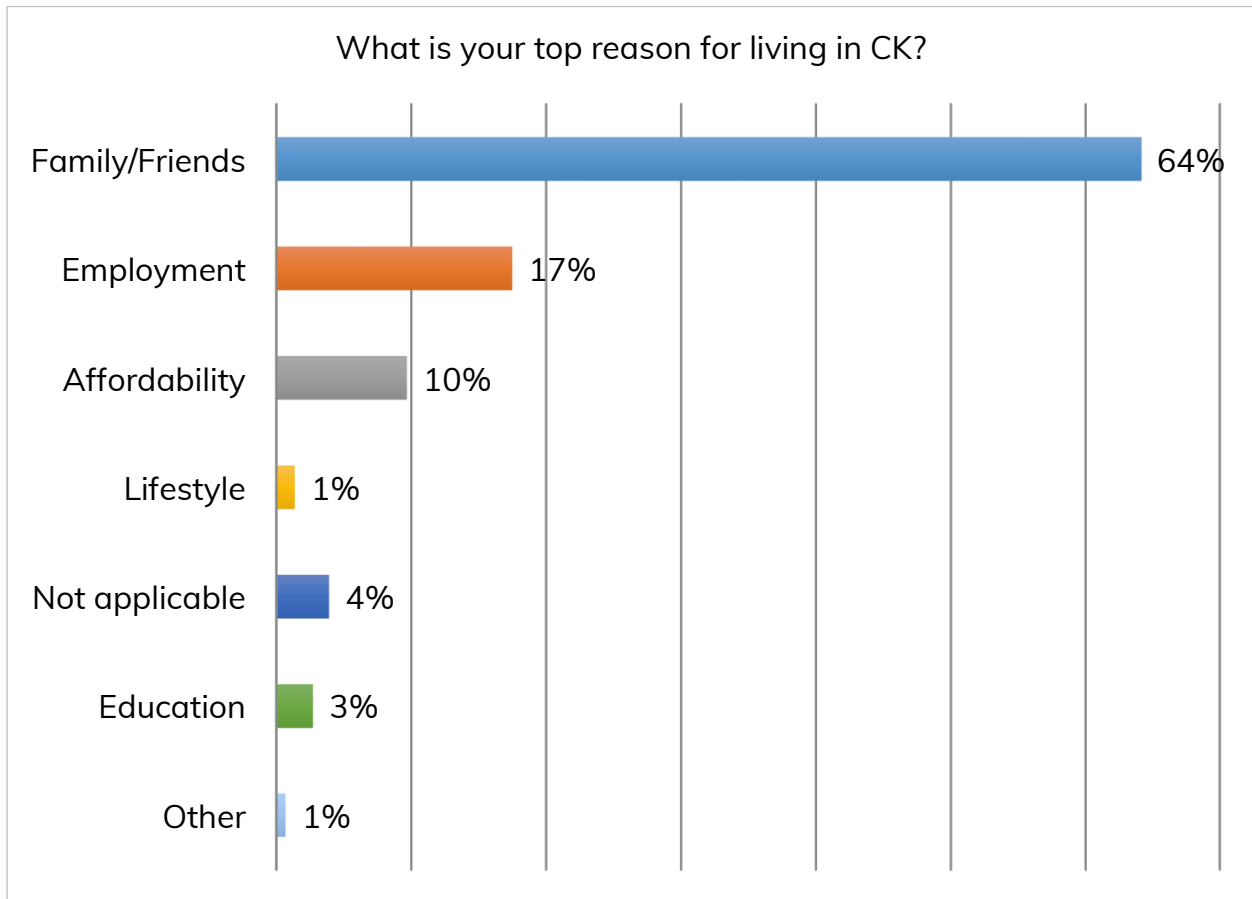
Young people who responded to the survey are less inclined to stay in Chatham-Kent than previous survey respondents. In 2022, 49% said they would like to stay in CK, followed by 33% who said maybe, and 18% who said they would not.

In comparison, in 2017 55% said they would like to stay, 32% said maybe and 13% said they would not. In the original 2012 survey, 52% said they would like to stay, 29% said maybe, and 19% said they would not.





Young people’s top reason for living in Chatham-Kent continues to be focused on the people here, either their family or friends (64%), followed by employment (17%). This resembles feedback gained in 2020 (70.4%), 2017 (70%) and 2012 (76%), for family or family/friends, and for employment at 17%, 20%, and 22% respectively.

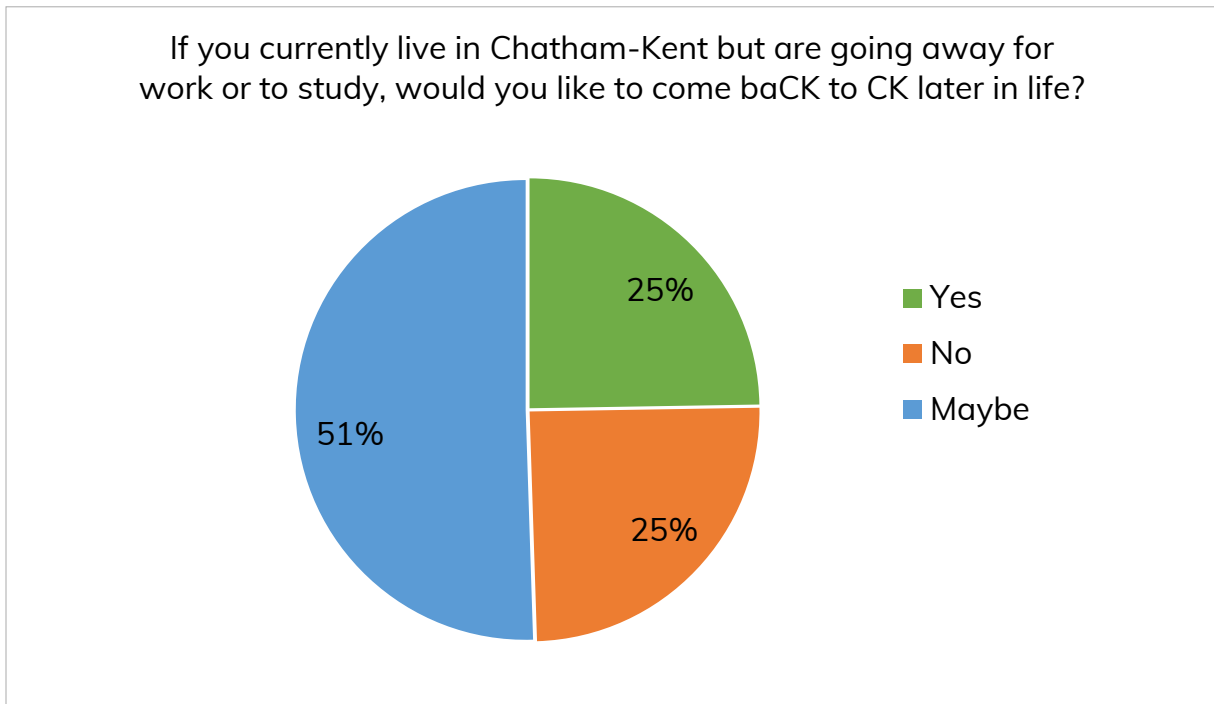


The 2020 CKY Advisory Group Survey of Young People survey added “friends” as part of the “family” category, as well as new categories for “not applicable” (4%), and “other” (1%) which gave respondents an opportunity to provide their own reasons. These were kept in the 2022 CKY Survey of Young People and a category for “affordability” added which was selected by 10% of respondents.

Responses to “other” which aligned with existing categories above were recoded to their corresponding area. Of 22 responses to “other”, eight were recoded to “family/friends”, seven to “affordability”, two to “employment”, and one to “lifestyle”. The remaining four in “other” stated they choose to live in CK for safety (1), or had no clear reason shared (3).



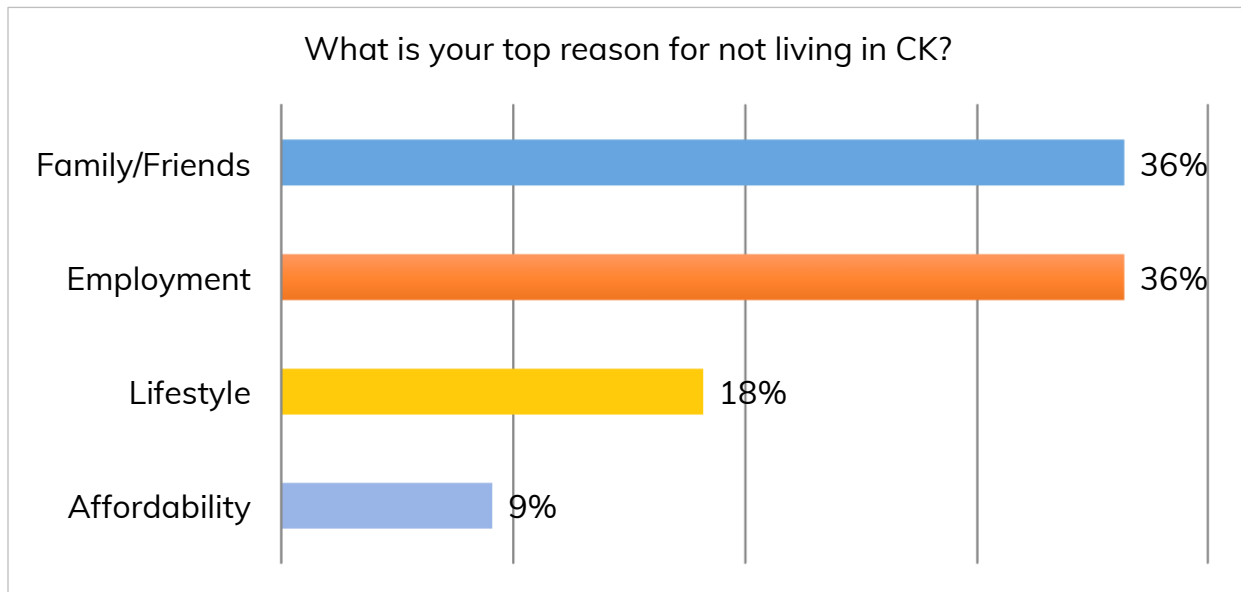
The [baCK to Chatham-Kent](#) campaign was created in 2013 with the strong connection to family in mind, as well as the 84% of people who said they would like to remain connected to CK regardless of where they went in the future. This campaign focuses on encouraging young people who are leaving CK to return later in life by promoting local opportunities for young people, celebrating others who have chosen to return or stay in CK, and hosts annual tree plantings for graduating secondary and post-secondary classes to remind them that their “[Roots Are Always in CK](#)”. From 2016 to 2020, baCK also sponsored the YMCA Celebration of Youth Awards Ceremonies which provides bursaries to young people to support their post-secondary endeavors.



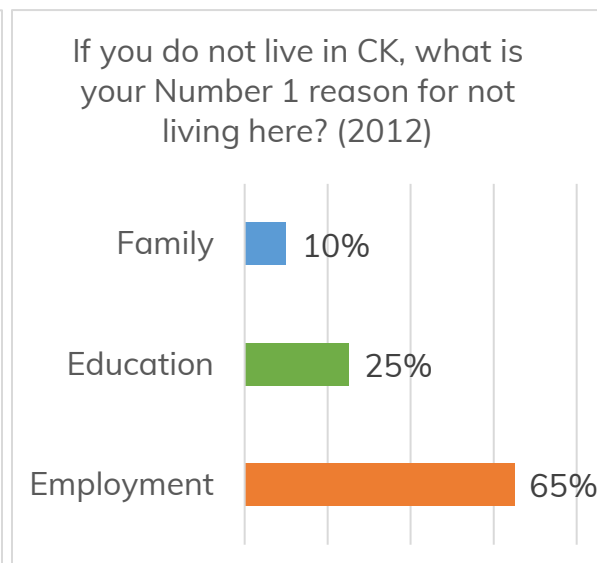
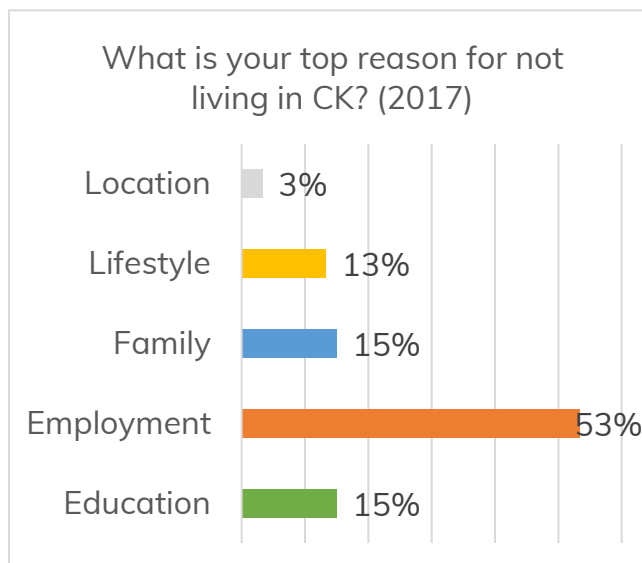
When asked if they would like to come baCK to CK later in life, if they are planning to move for study or work, the overall response was less favourable in 2022 than in previous surveys, with 25% saying yes compared to 33% in 2017 and 31% in 2012, followed by 51%, 48% and 47% respectively responding maybe in each survey.



Thirteen respondents stated that they do not currently live in Chatham-Kent. When asked what their top reason was for not living in CK, the top responses were “friends/family” and “employment” at 36%. This is a significant change from 2017 and 2012 when 53% and 65% of respondents respectively were not living in CK due to employment, followed by “family” and “education” tied at 15% in 2017 and “education” at 25% in 2012.

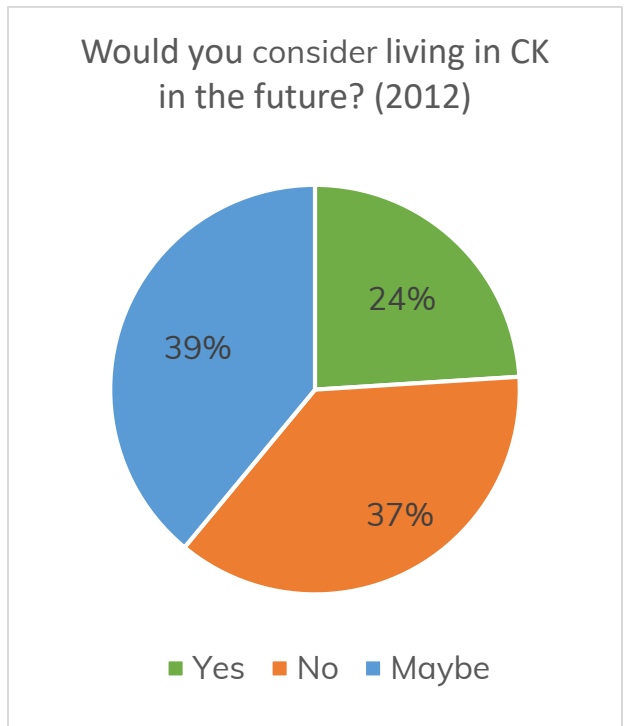
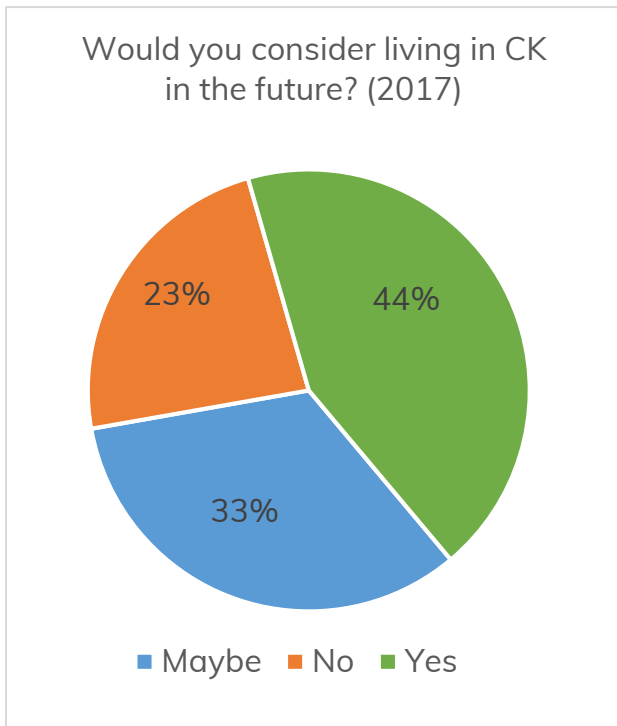
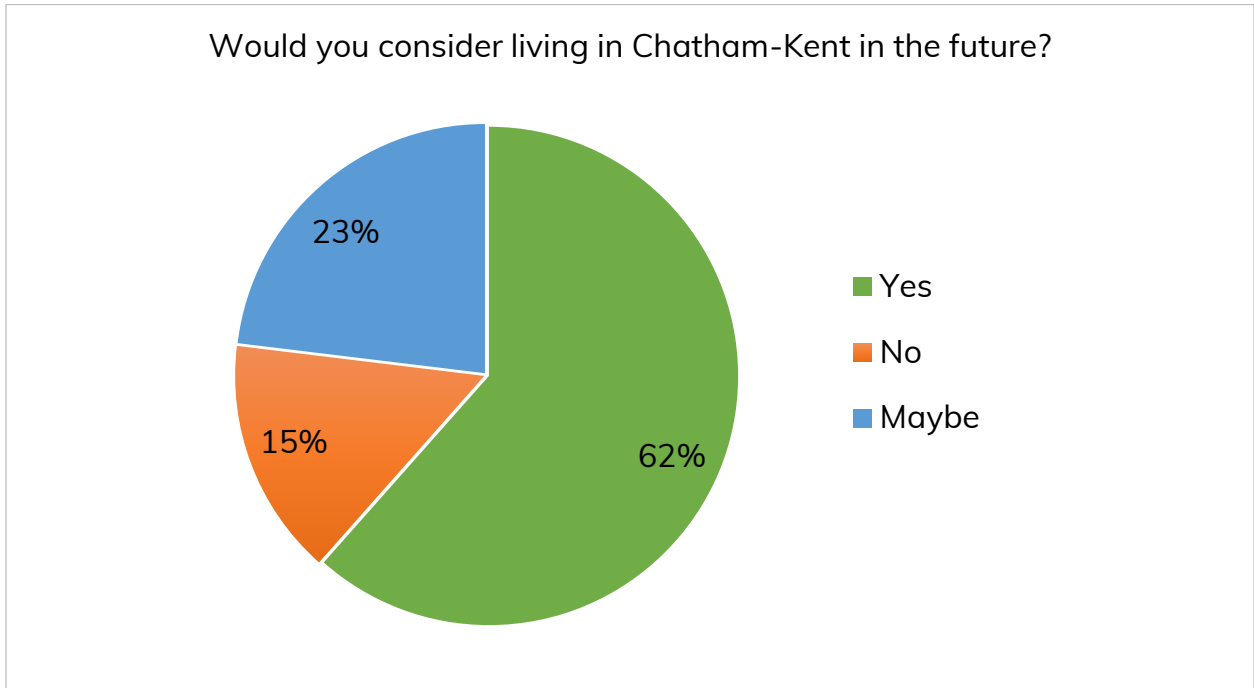


Two respondents selected “other” in the 2022 survey and were recoded to “family/friends” and “lifestyle” respectively, based on their responses. Two responded “not applicable” and were removed from the response section.



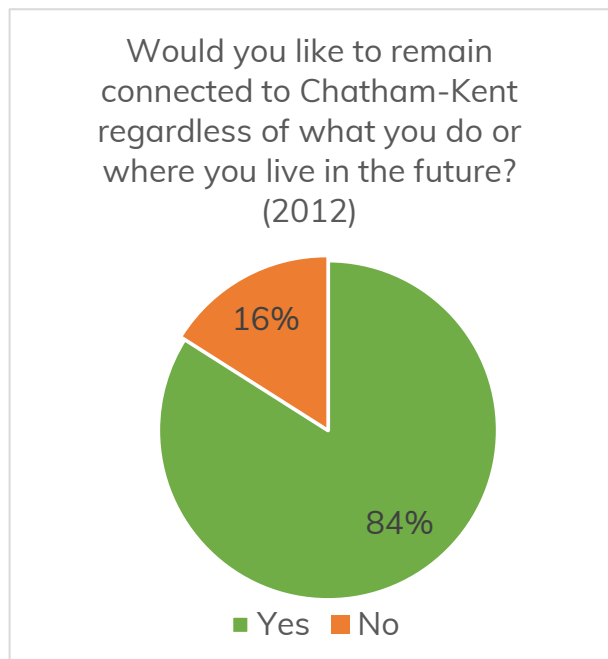
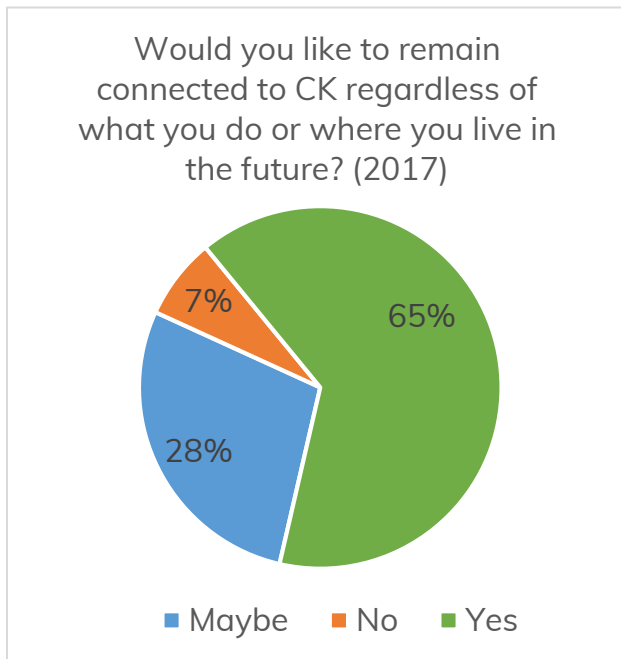
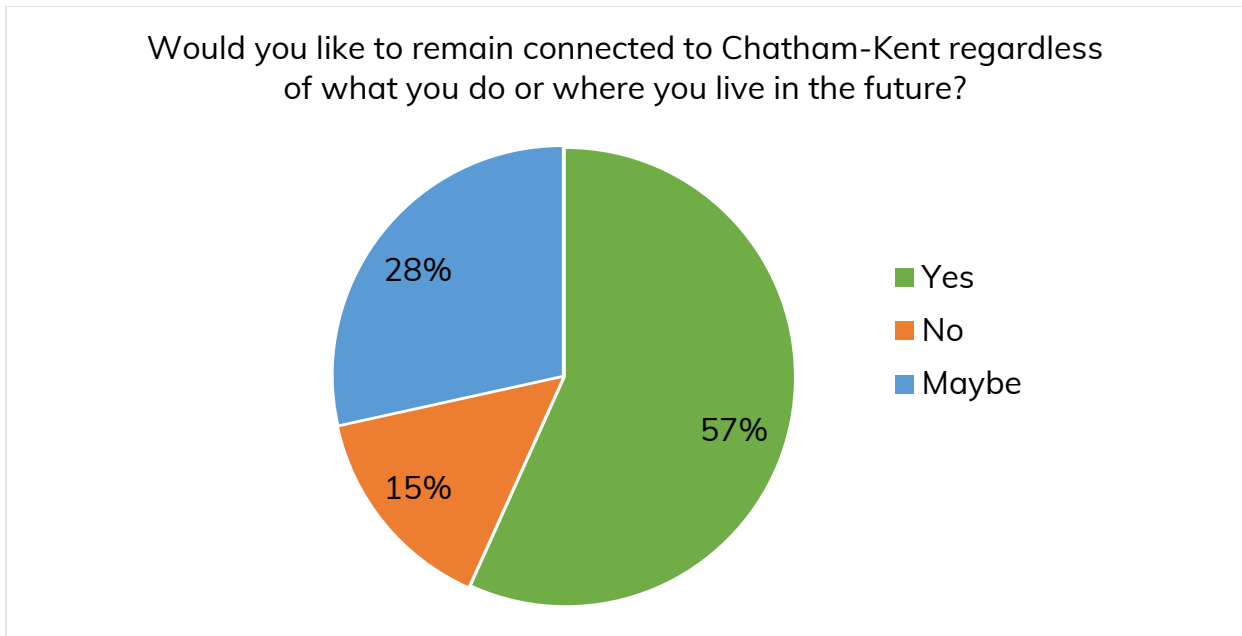


Respondents not living in CK have shown an increased interest in doing so, with 62% of 2022 respondents stating they would consider doing so in the future, compared to 2017 and 2012 when 43% and 24% of respondents respectively said they would consider doing so in the future.



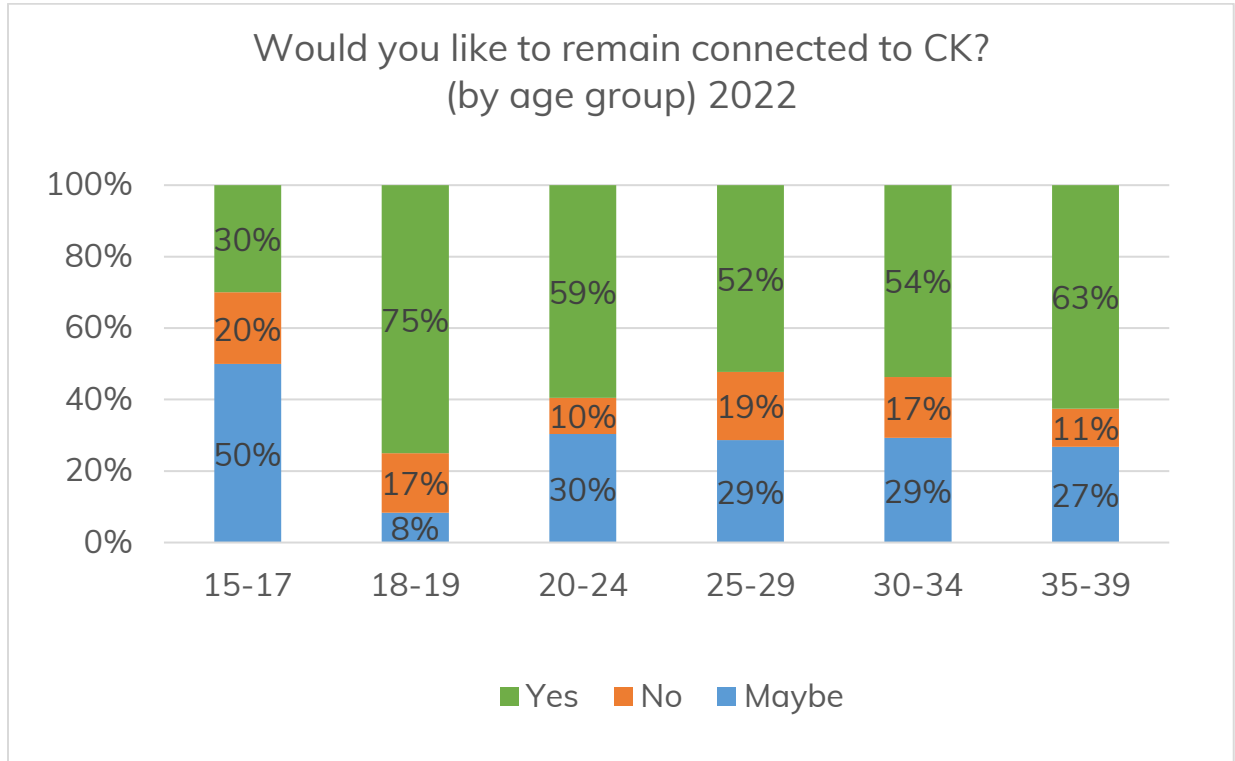


The connection that young people feel to Chatham-Kent has fluctuated since the first CK Survey of Young People in 2012. The 2022 survey response shows that 57% of young people would like to remain connected to CK regardless of what they do or where they live in the future. This is a reduction from the 65% who said the same in 2017, while the same percentage (28%) responded “maybe” in both surveys. The original survey in 2012 did not provide an option for “maybe” and reported 84% wished to remain connected to CK into the future.





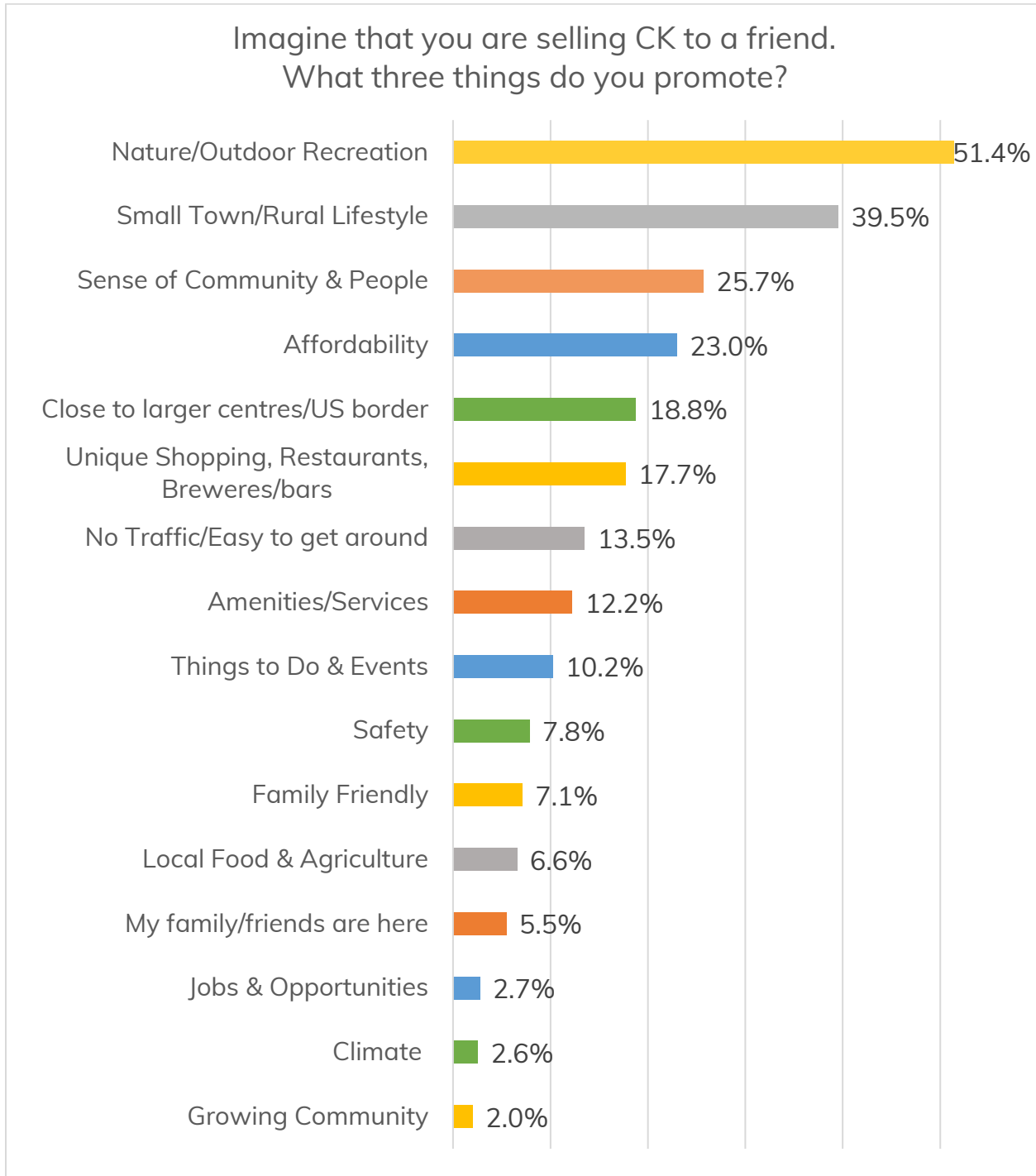
Respondents aged 18-19 were most likely to say they would like to remain connected to CK (75%), followed by those aged 35-39 (63%). The least likely to say they would like to remain connected were respondents aged 15-17 (30%).





What Young People Like About CK

Respondents were asked to share what they like best about Chatham-Kent. Themes that gained ten responses or more are listed below.





The remaining answers, in order of frequency, were;

- general size and location of CK (9 respondents said this without specifying whether it was the rural aspect of proximity to larger centres or beaches, so were kept in their own category)
- sports & fitness opportunities (9)
- local history (9)
- arts & culture (8)
- walkability (7)
- available transit (7)
- diversity & inclusion (6)
- progressive community (1)
- a vintage vibe (1).

The family friendly nature of CK category (39) and the respondent's family or friends in CK category (30) were listed separately since respondents were clear about Chatham-Kent either being a great community to raise a family (the first) or a community they enjoy because their specific family and friends are here (the second). Similarly, the sense of community and people category (141) was listed separately as these responses spoke more generally about the friendly nature of people in Chatham-Kent or specifically a strong sense of community overall, compared to specific people within the respondent's circle.

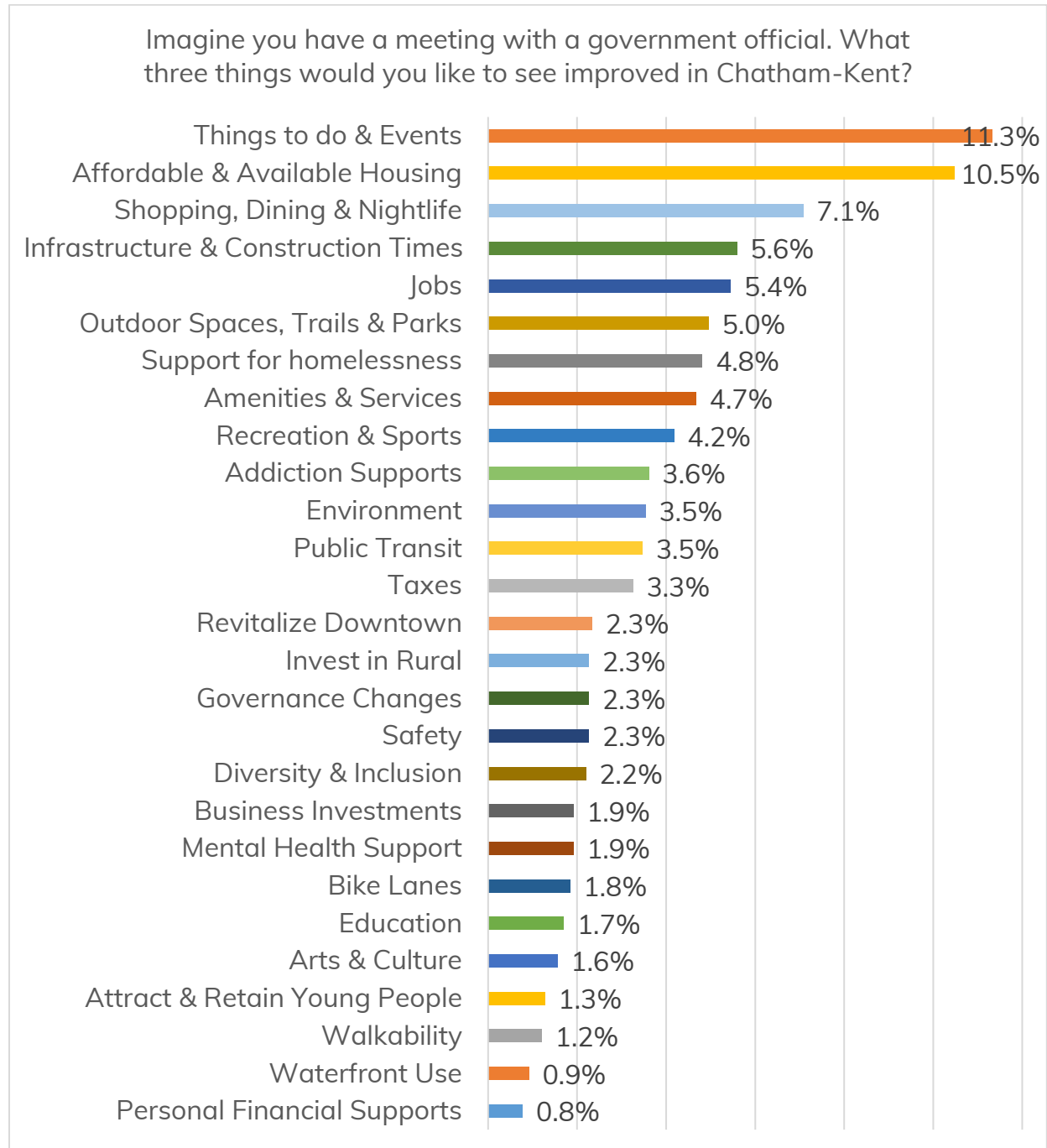
Comment Samples

- *"1. Great community; small and friendly. 2. Lots of community events for adults and kids; retro fest, rib fest, markets, CK recreation. 3. Great local feel with restaurants, breweries, beaches, markets"*
- *"1. Lakes/beaches/waterfront 2. Affordability of housing 3. Small town feel with lots of amenities"*
- *"Access to the bigger cities and the states without living in the big city, affordability compared to other parts of Ontario, small town living."*
- *"Proximity to work, various beaches and parks, growing community"*
- *"Availability of excellent programs and extracurricular for our children, in close driving distance"*
- *"An overall welcoming community"*



What Young People Want Improved in CK

Respondents were asked to share what they would like improved about life in Chatham-Kent. Themes that gained ten responses or more are listed below.





The remaining answers, in order of frequency, were;

- increased beautification efforts (8)
- tourism support (6)
- food security (6)
- community unity (4)
- a 401 connection from Charing Cross Road (4)
- more public space (3)
- backyard chickens allowed (3)
- more investment in agriculture (3)
- COVID-19 restrictions removed (1)
- continued growth investments (1)
- more community support (1)
- combine municipal services and arenas (1)
- more consistent bylaw enforcement (1)
- better BIA communication (1)
- remove bike lanes (1)
- increased air transport (1)

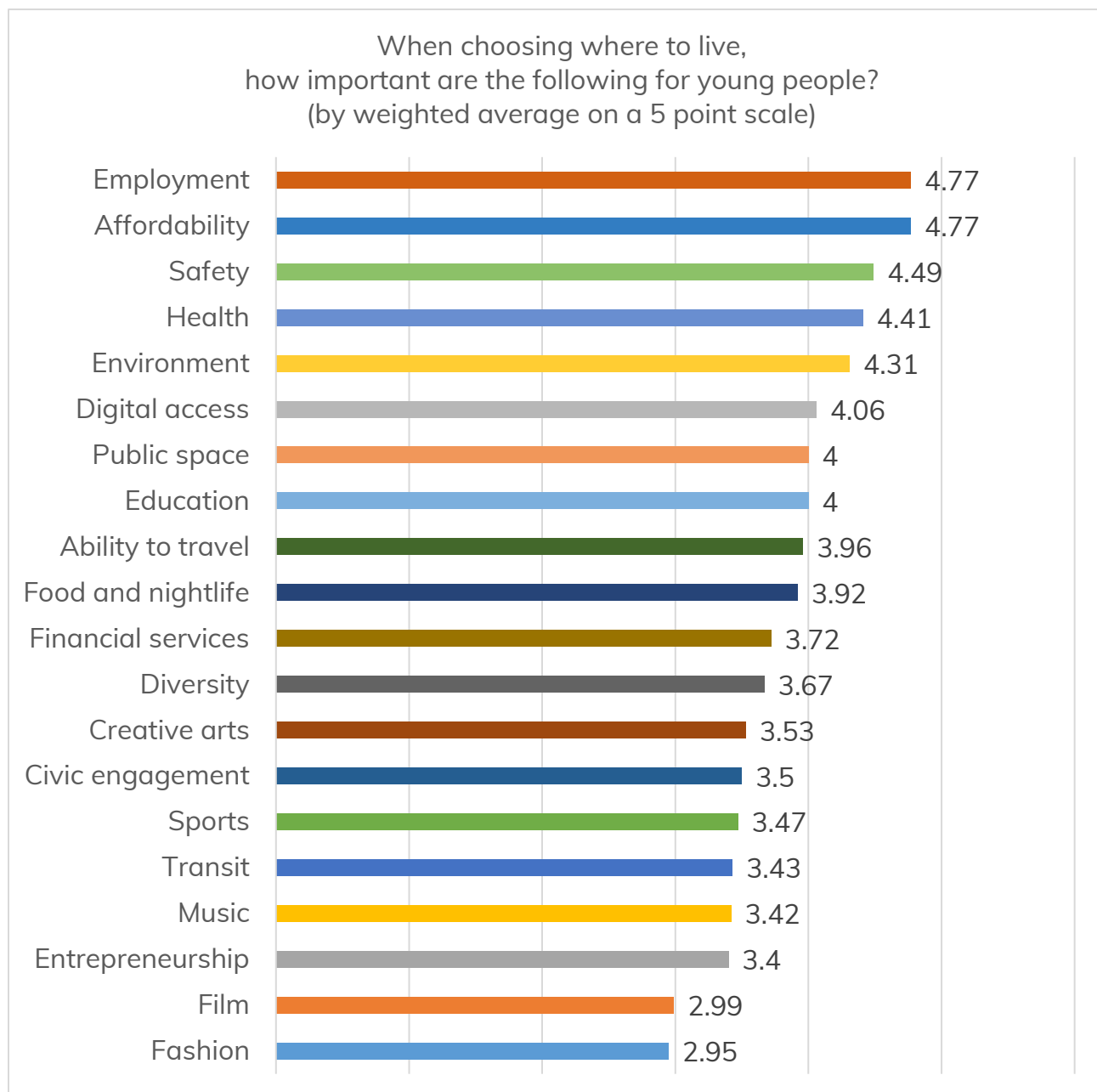
Comment Samples

- *“Affordability of living in CK (buying a house, chiefly), engagement with the younger community (actions/efforts often solely directed to older members of the population), ability of young people to get involved in the community.”*
- *“Affordable housing, more recreation and leisure activities/locations, diversity in employment opportunities”*
- *“More things to do for teenagers and younger people such as better shopping and more sport complexes. Have a better nightlife and create a busier environment downtown. Have construction not take so long to get done.”*
- *“1. More retail shopping stores for younger ages (teens, young adults), 2. More programs or activities for toddlers, 3. More help for the homeless and mental health”*
- *“Additional employment opportunities, increased public transportation including individual transportation, electric car charging stations*
- *“Environmental issues - tree coverage, compost access, plans for green space as city grows. Affordable housing. More doctors”*



Choosing Where to Live

When choosing where to live, the top five factors have been consistent across surveys (employment, affordability, safety, health, and environment) but have changed in their order of importance. The below factors were used in the 2017 and 2020 surveys, based on [Youthful Cities' Global Index \(2015\)](#), which is distinct from the list used in the original 2012 survey. Regardless, similar findings for the top ranked factors remain constant.

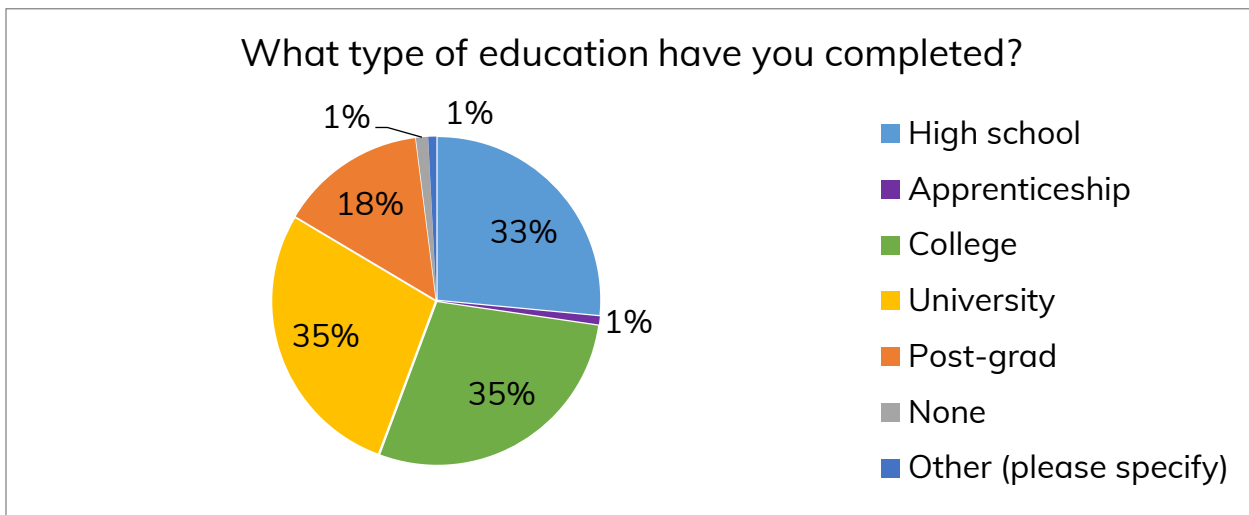
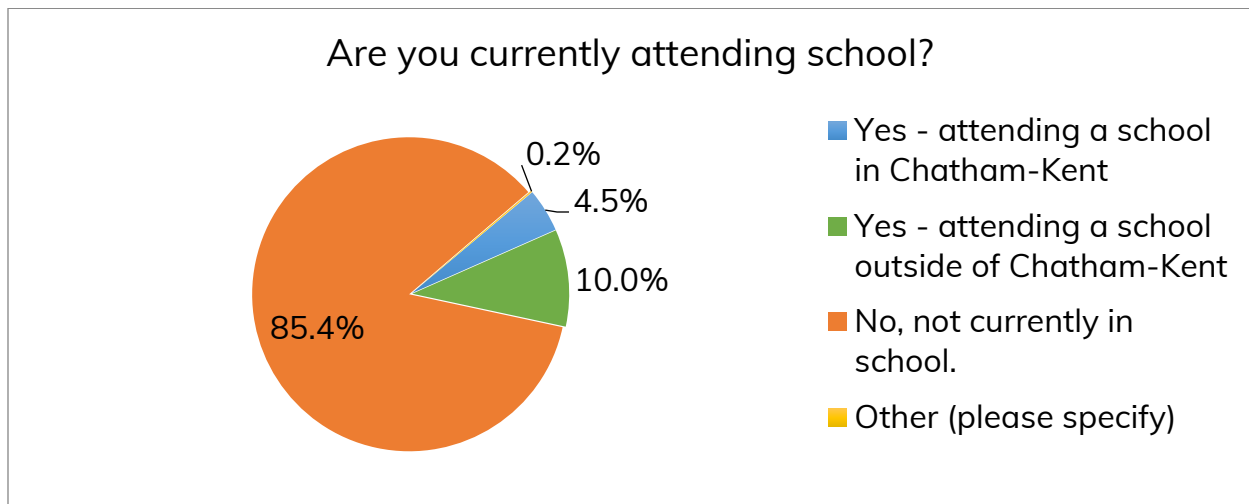




What Young People Are Doing

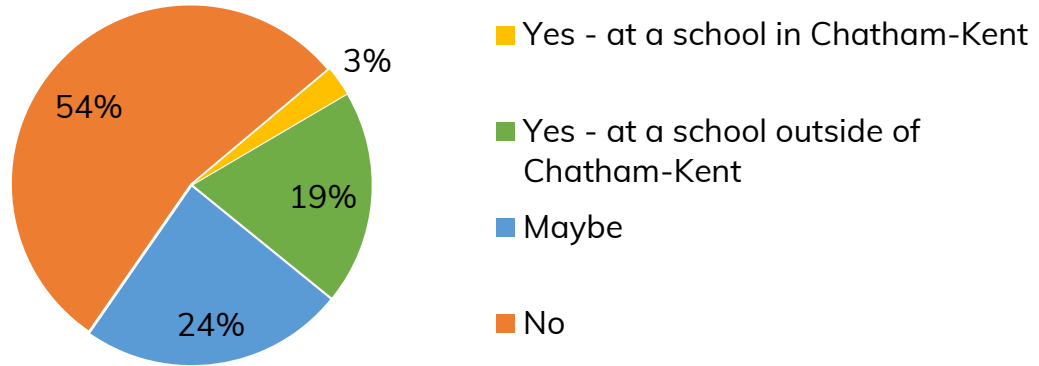
Education

14.7% of respondents reported they are currently in school, which aligns with the 17% of respondents to the survey who are within the average school-age cohort (15 to 24 years old). One respondent who responded “other” said they are studying online but did not specify whether it was a school in or outside of CK. Studying online was not provided as a unique option so they were left in the “other” category.



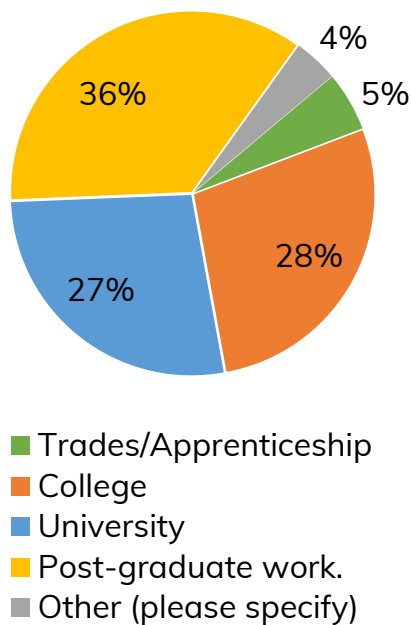
Survey respondents were able to select more than one type of education. Of the six who responded “other”, two have completed certificates and four are currently in high school. Nine respondents, from across age cohorts, reported they have not completed any type of formal education and seven of those plan to return to school.

Do you plan to continue your studies?

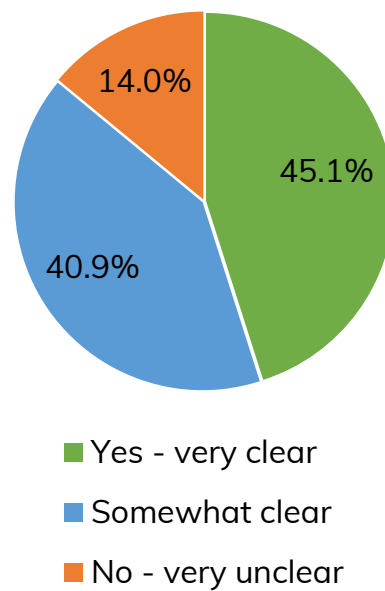


Of those who said they plan to continue their studies, 91% said they plan to attend a college, university or post-graduate program, and 5% were planning to pursue a trade/apprenticeship. Of the 4% who said “other”, most respondents spoke about continuing education for professional development, micro courses, and certifications.

What are your education plans?

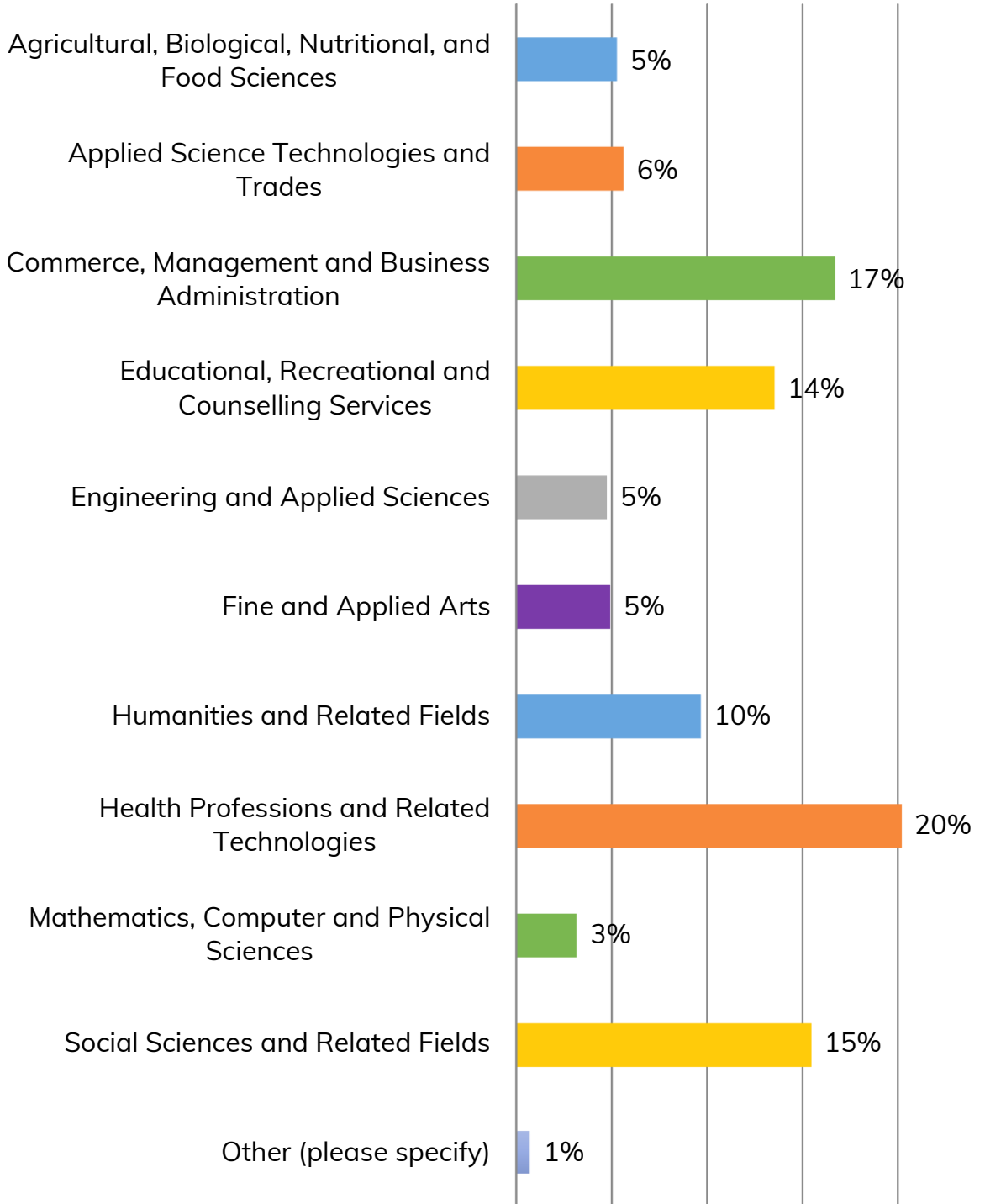


Is what you plan to study clear to you?





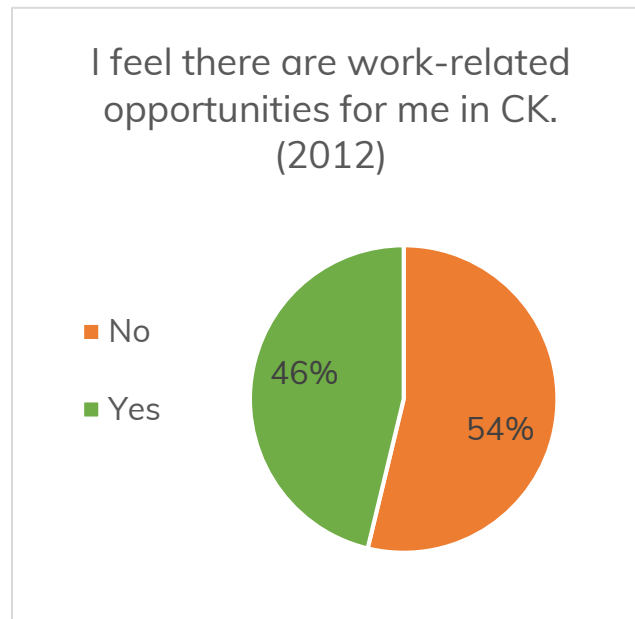
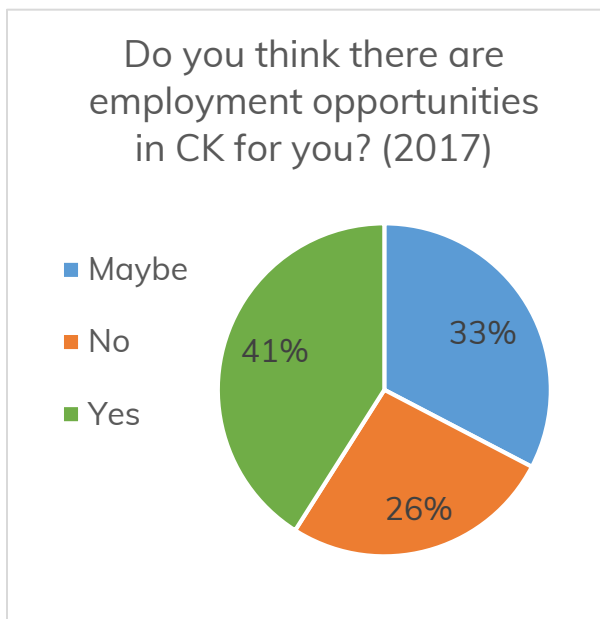
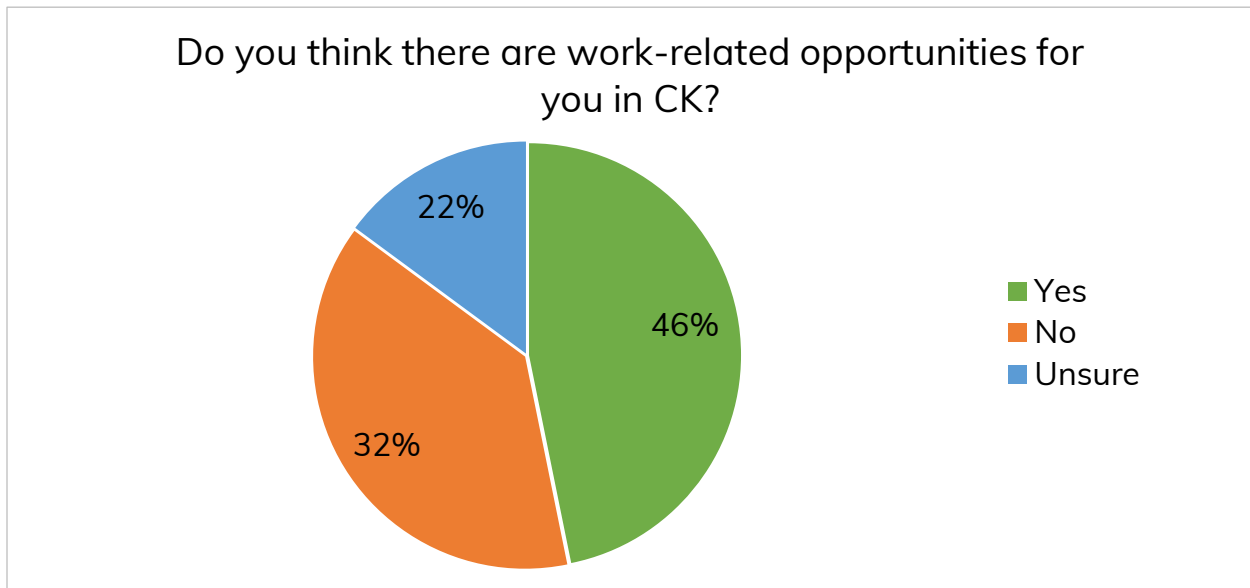
What most closely reflects your field of study?

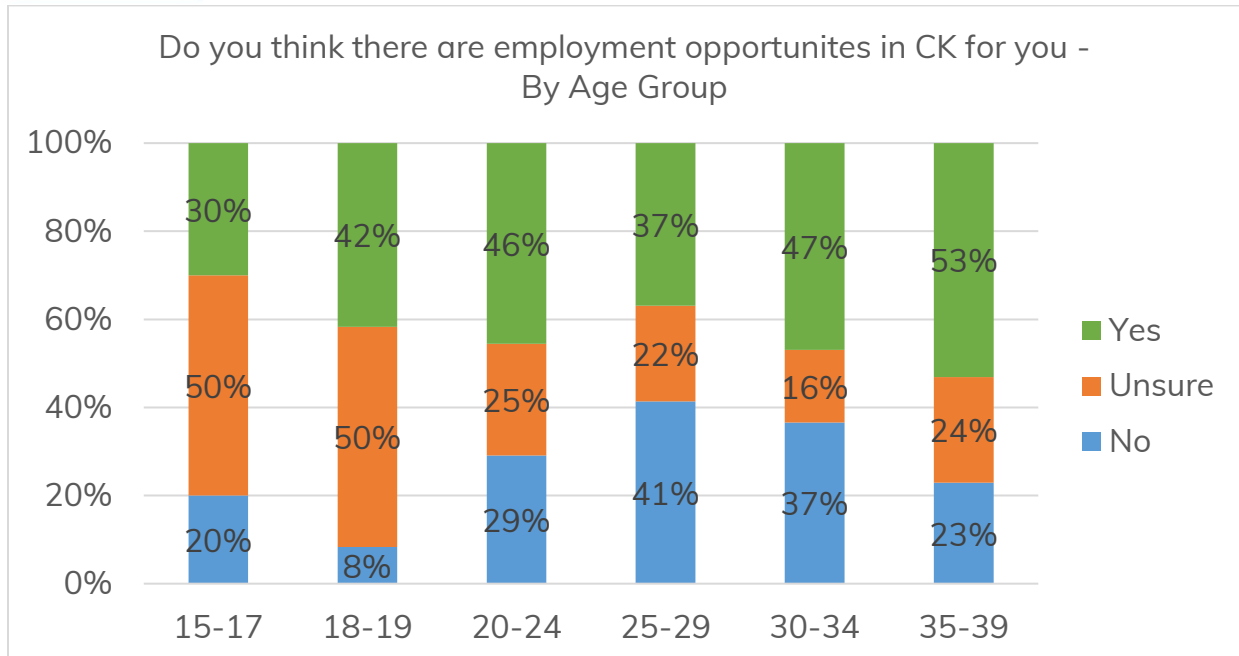




Employment

The outlook of young people for job prospects in Chatham-Kent has remained relatively stable between the 2012, 2017, and 2022 surveys. 46% of respondents said they think there are work related opportunities for them in CK in both 2012 and 2022, with a slight decline to 41% reporting so in 2017. A “maybe” or “unsure” option were added since the original survey, which reduced the percentage who said they do not think there are employment opportunities for them in CK.



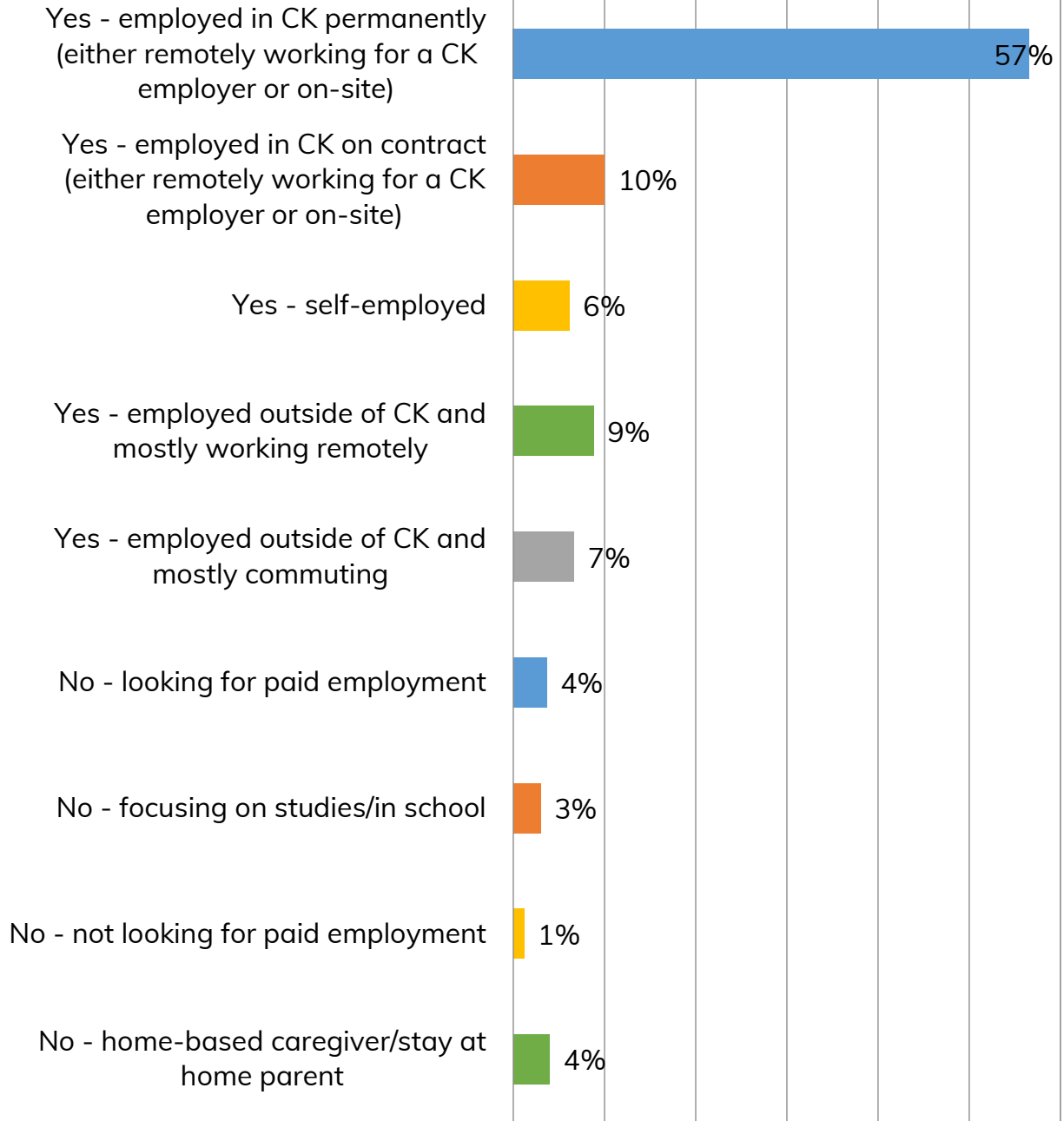


Respondents aged 35-39 are most likely to think there are employment opportunities for them in CK, at 53%, followed by those aged 30-34 (47%) and 20-24 (46%). Younger age cohorts are more likely to be unsure about their career prospects in CK, with half of respondents aged 15-17 and those aged 18-19 saying they are unsure.

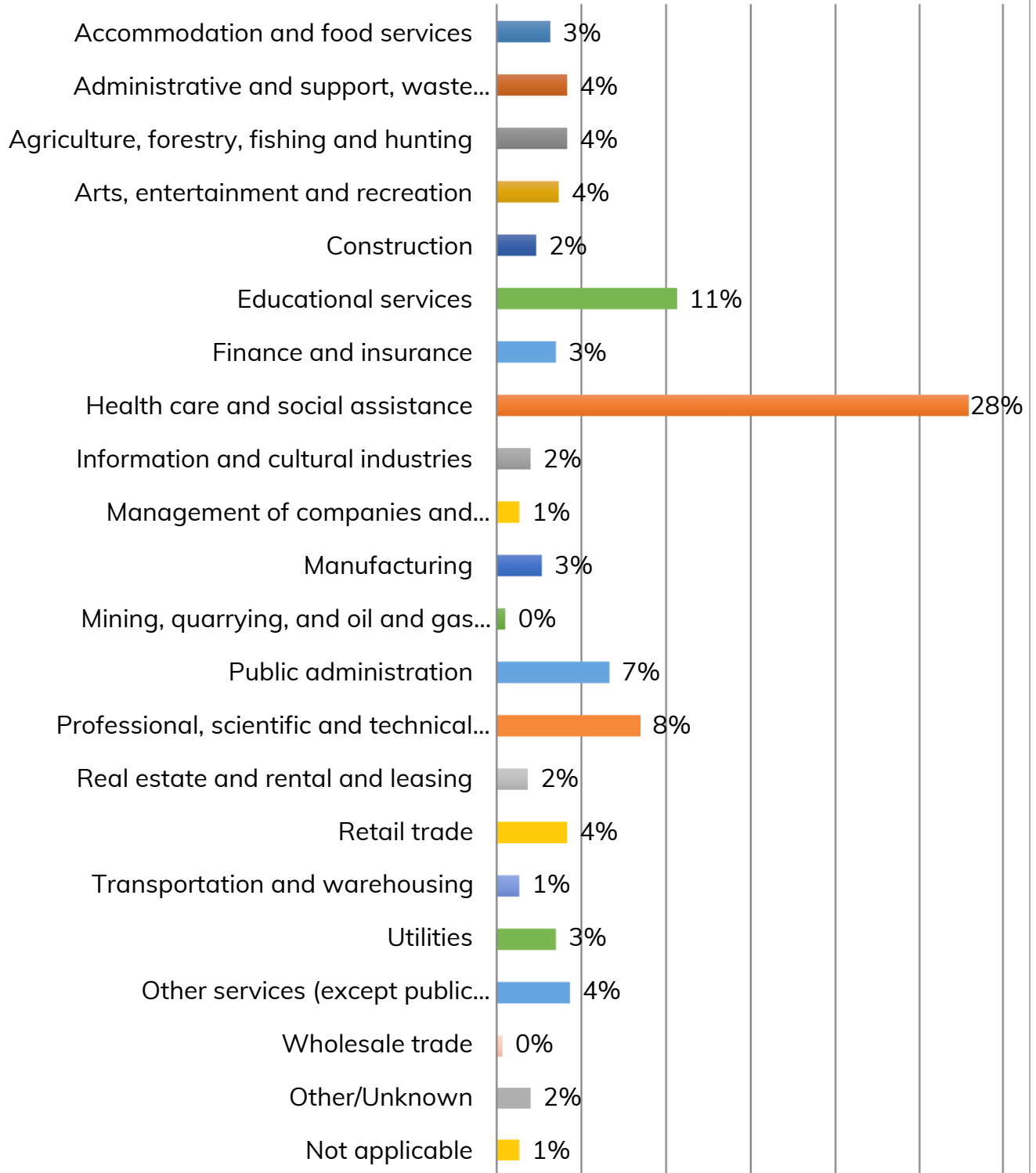
The following graph shows the breakdown of employment status of respondents. 89% of respondents are currently employed. The remaining include 4% who are looking for employment, 3% who are focusing on studies, and 4% who are stay-at-home caregivers. Only 1% of respondents are not looking for employment, besides those who are home-based-caregivers or students.



Are you currently employed?

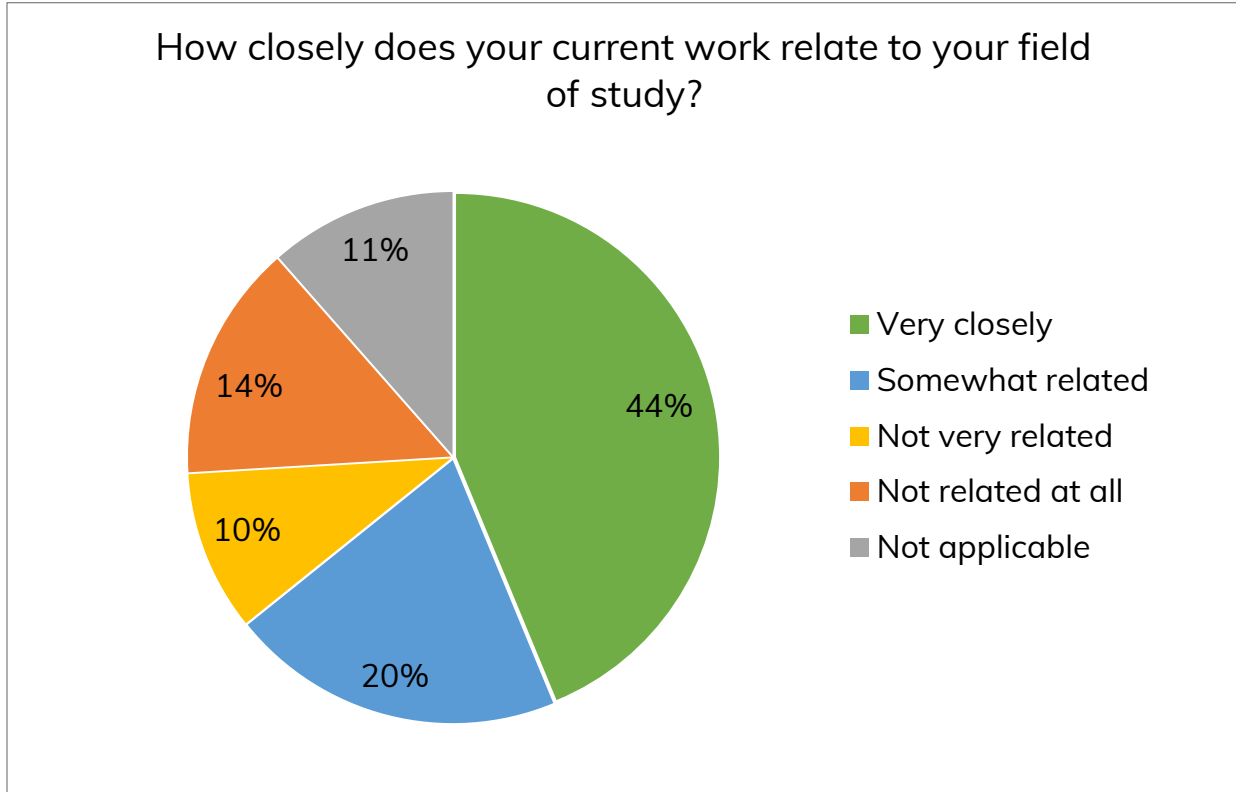


What sector do you currently/intend to work in?





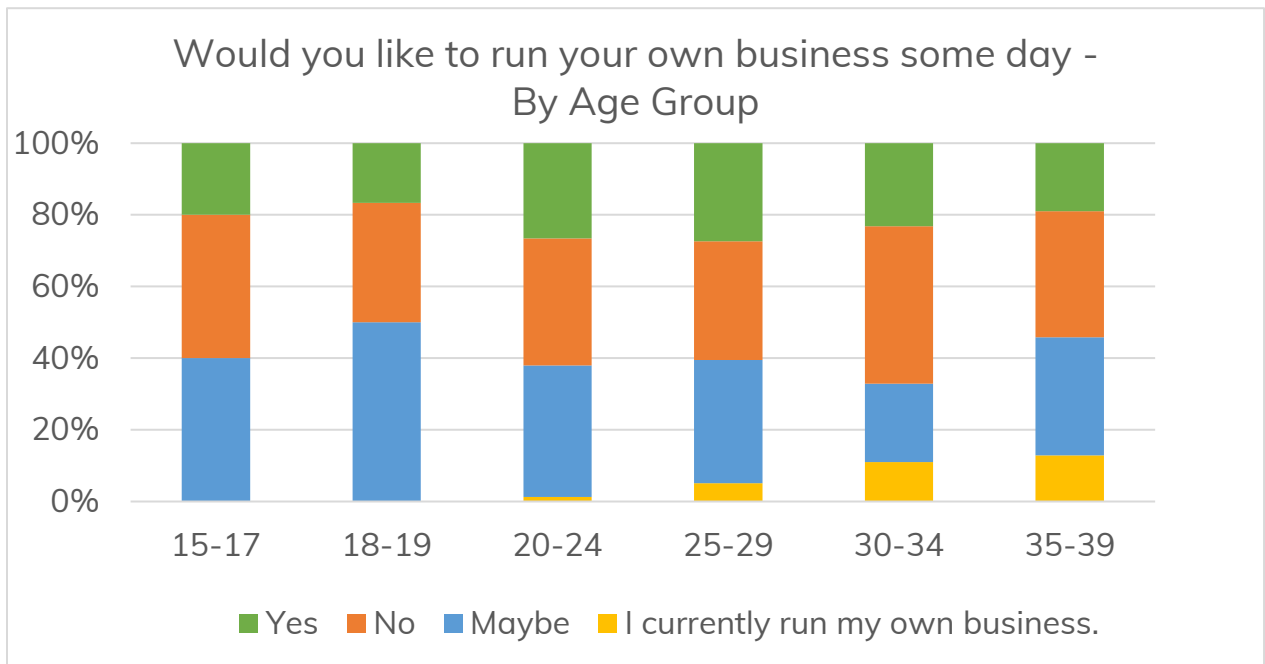
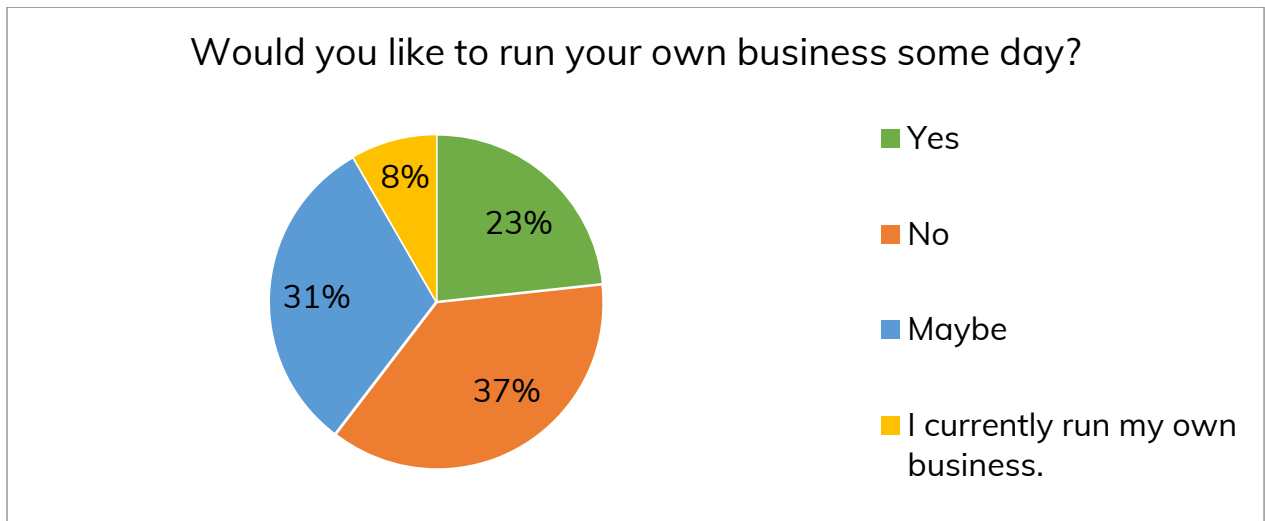
Most respondents said their current work relates closely to their educational background, with 64% saying they are either very or someone related.





Entrepreneurship

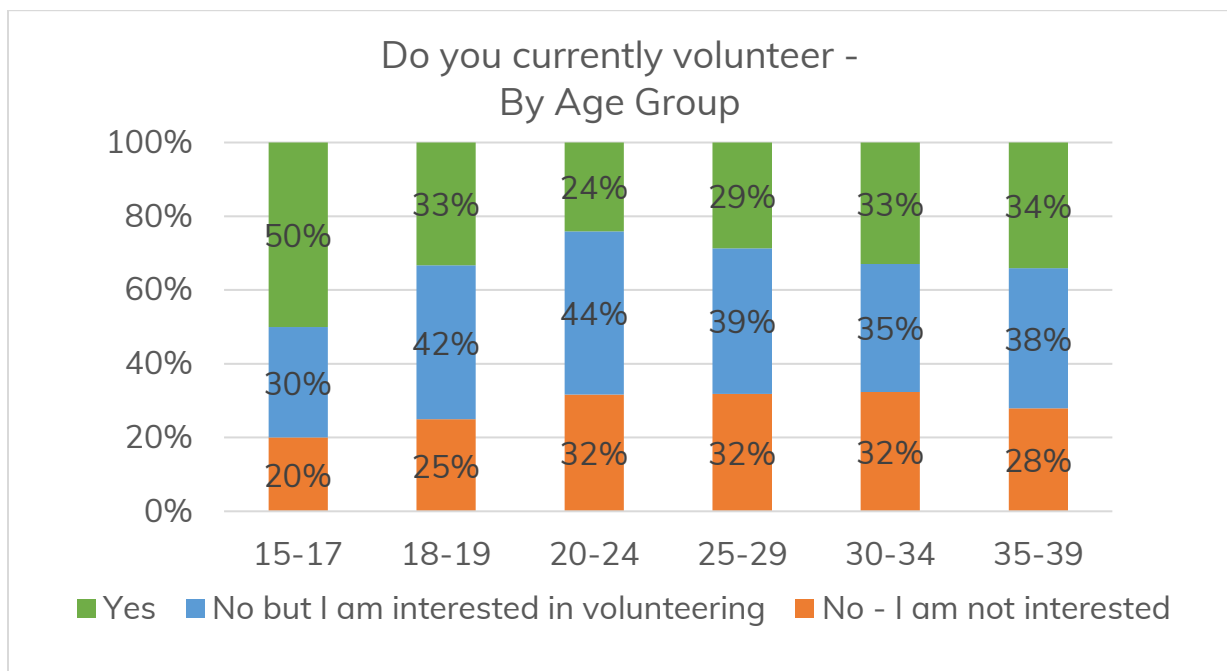
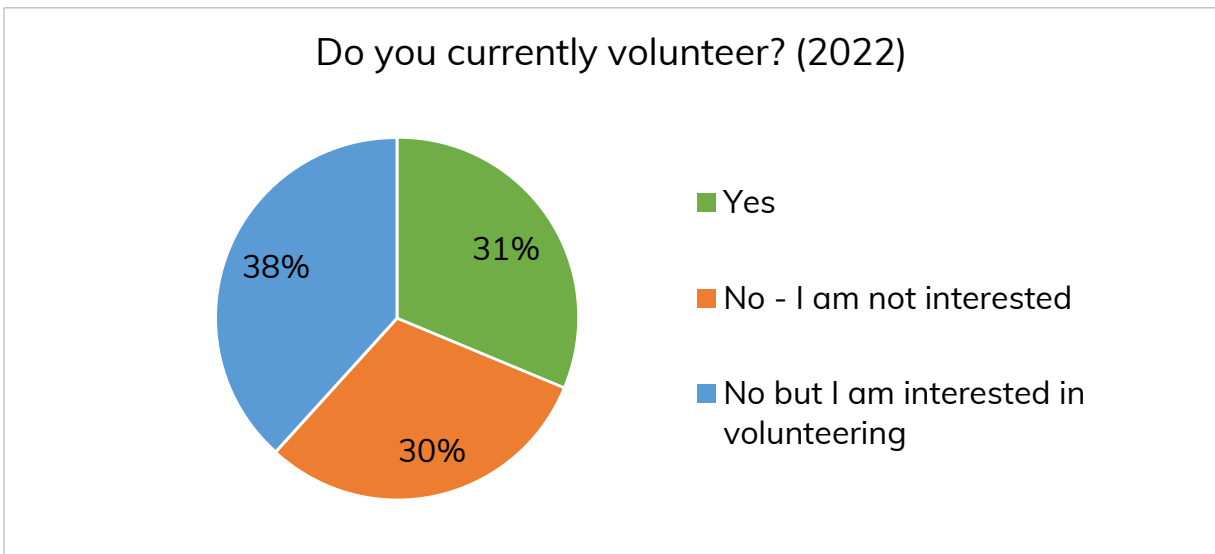
Young people show a growing interest in entrepreneurship since 2012. In 2022, 23% said they would consider running their own business someday and 37% might, compared to 19% yes and 33% maybe in 2017, and 29% saying yes in 2012 (there was no option for “maybe”). Overall, 68% of young people are either interested in or already are entrepreneurs in 2022. Interestingly, 8% of respondents already run their own businesses, which has been consistent in 2012, 2017, and 2022 surveys.





Volunteering

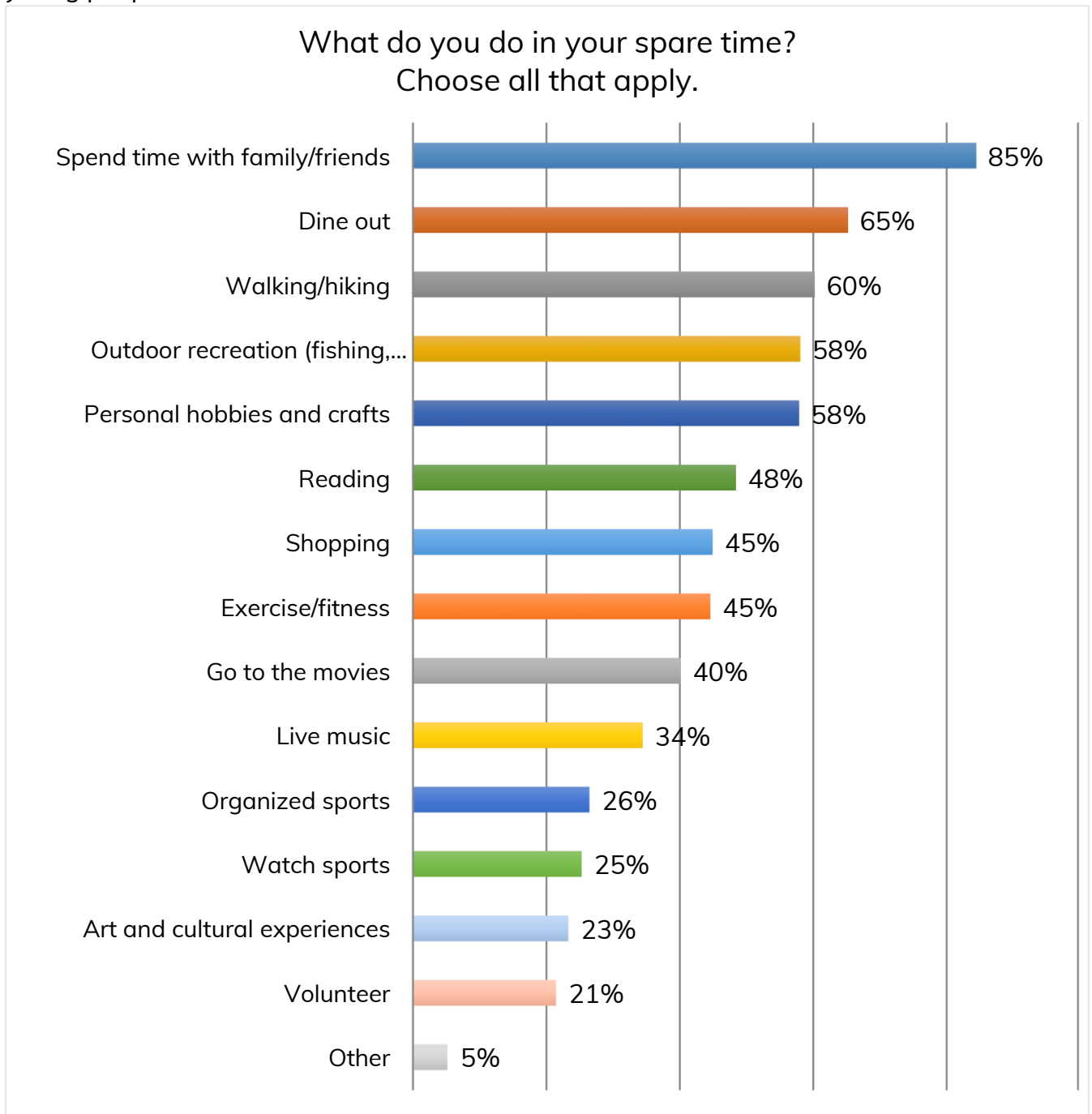
Fewer respondents currently volunteer in the 2022 survey than in 2017, with 31% compared to 41% reporting they currently volunteer. However, more are interested in volunteering in 2022 than in 2017 (38% vs. 32%) showcasing an opportunity for CK-based agencies to attract and engage more young people, and to consider how to retain them. 15-17 year olds are most active in volunteerism, and 20-24 year olds are most interested in volunteering.

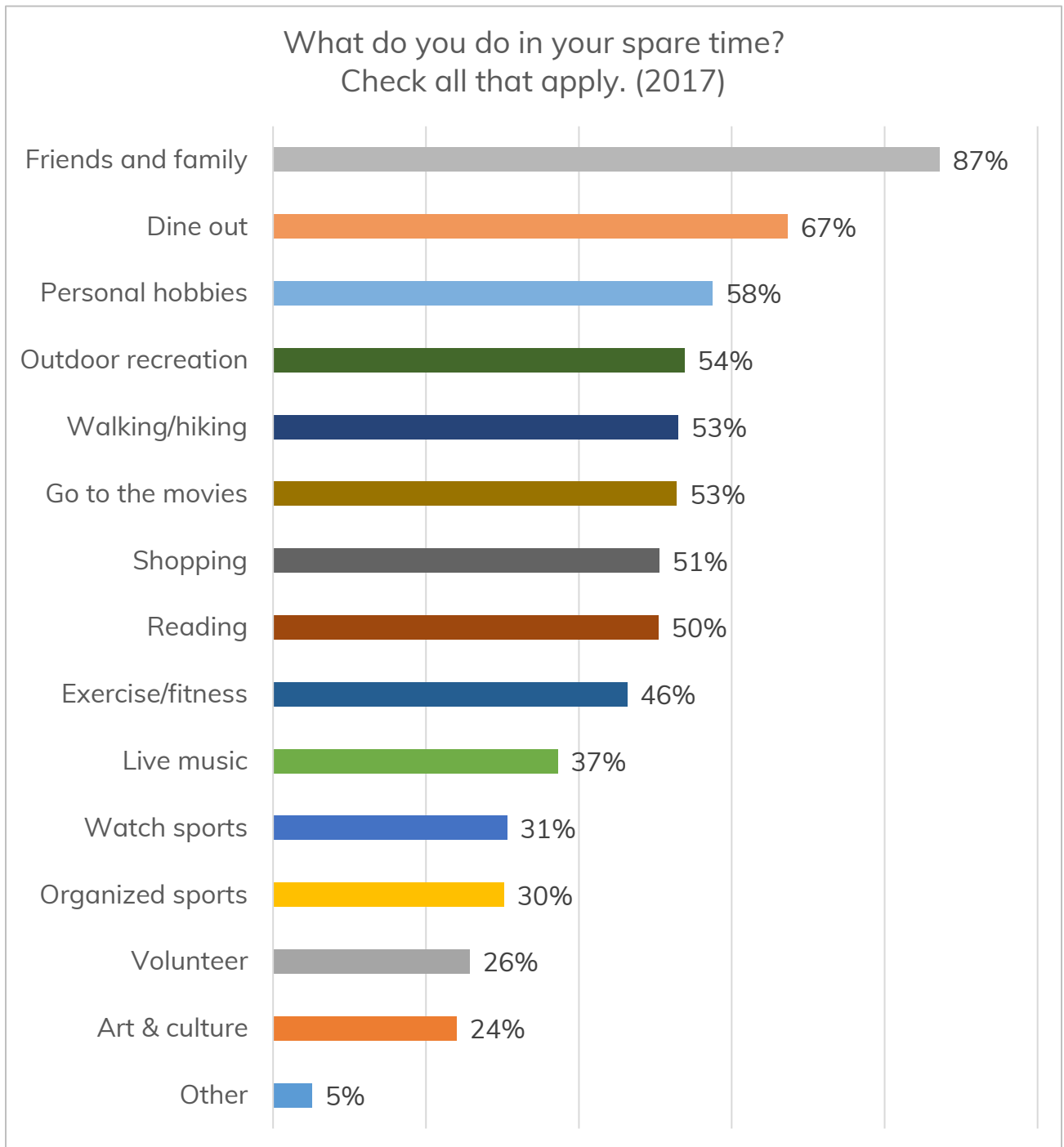




Recreation/Leisure

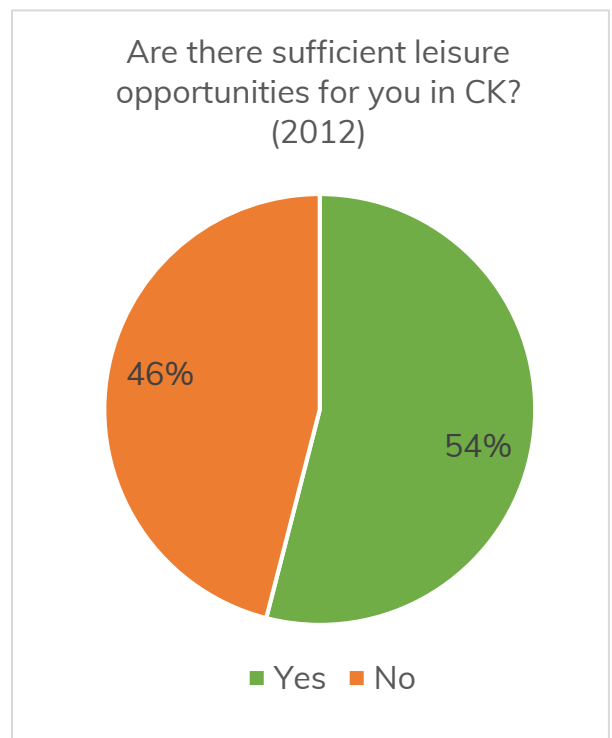
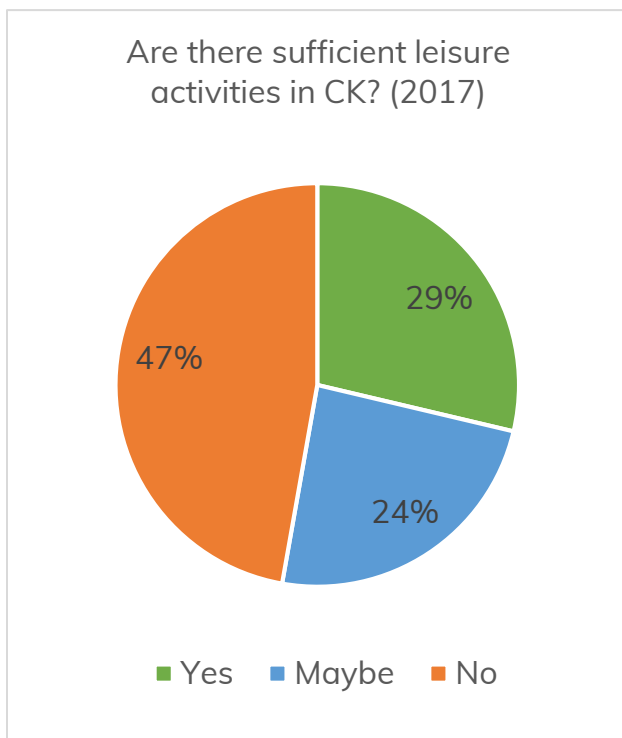
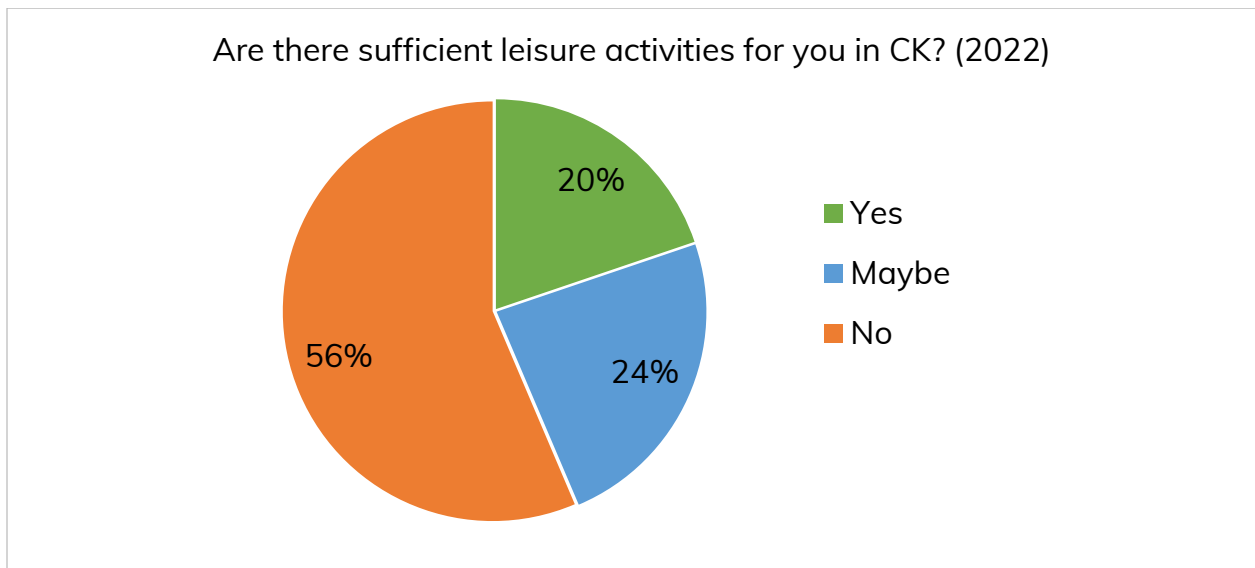
Young people were asked what they like to do in their spare time and the top response, spending time with friends and family, remains consistent in 2022 (85%) as it was in 2017 (87%). This reinforces the draw of family/friends to encourage young people to live in Chatham-Kent.





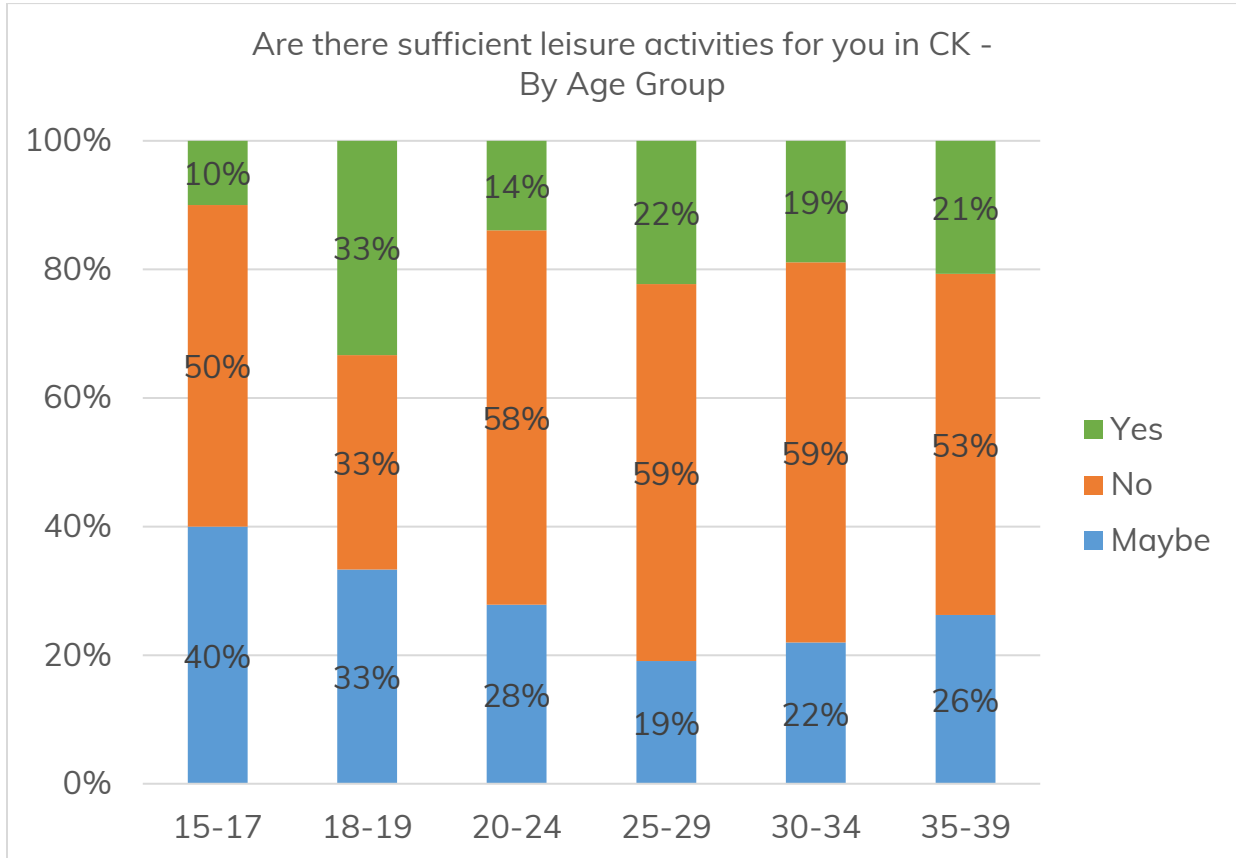


Young people continue to look for more leisure activities in Chatham-Kent. In 2022, fewer respondents said there are sufficient leisure activities in CK for them at 20% compared to 29% in 2017. While the same number said there may be sufficient leisure activities, speaking to a perceived limited awareness, more young people were likely to state there are not sufficient leisure activities, at 56% versus 47%. In 2012, 54% of respondents said there were sufficient leisure activities and 46% said there were not. There was no “maybe” option available in the original 2012 survey.





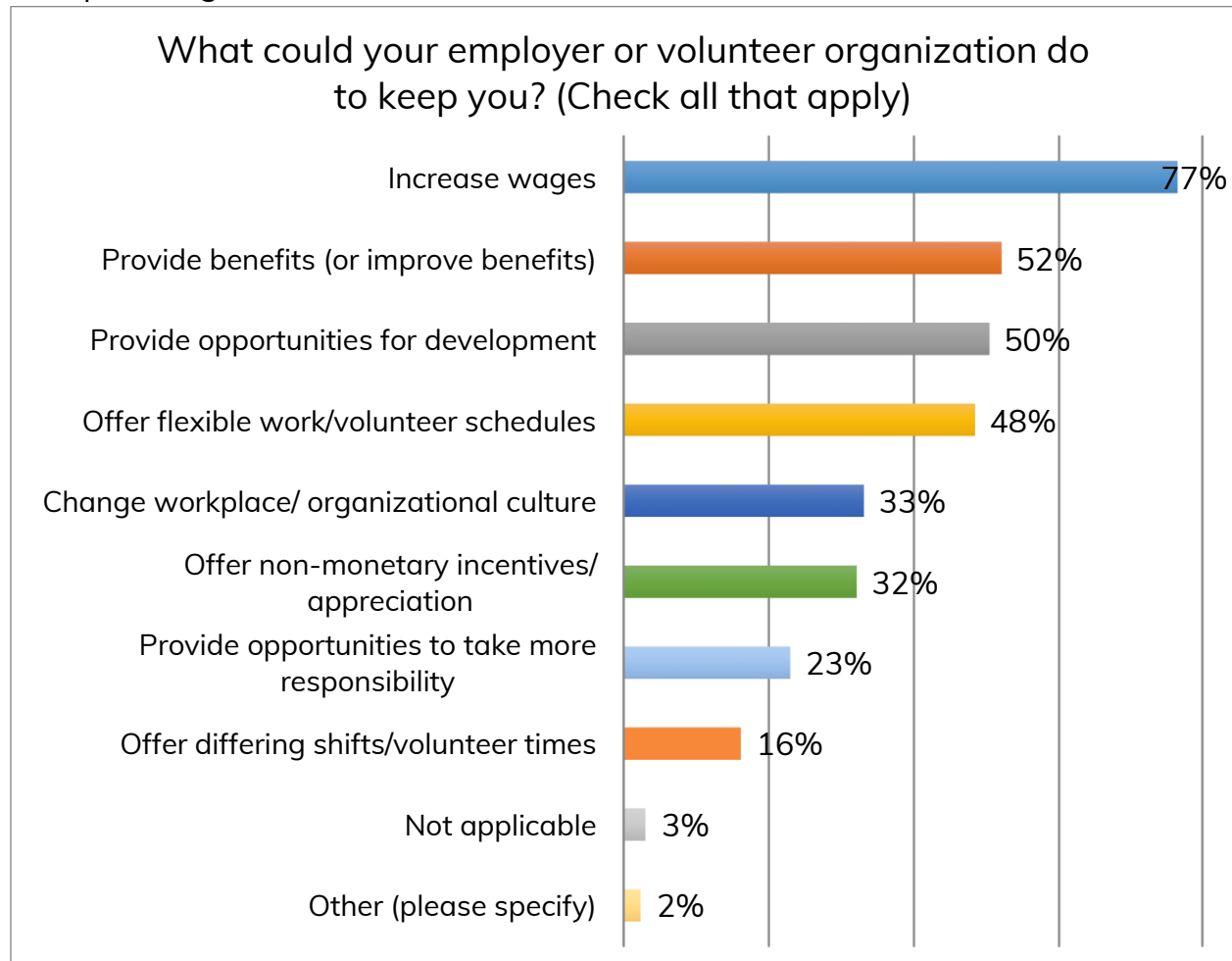
Young people overall continue to want more variety of activities, more activities in rural areas, more public spaces and activities targeted to young people, and more awareness of existing activities. Respondents aged 18-19 are most likely to think there are sufficient leisure activities in CK (33%).





Retaining Young People

Increasing wages (79%) was the main way that young people said they could be retained, followed by benefits (54%), and opportunities for development (50%). The top four retention strategies remain the same as the 2017 feedback, with the fifth place switching from “non-monetary incentives/tokens of appreciation” to “change workplace/organizational culture”.

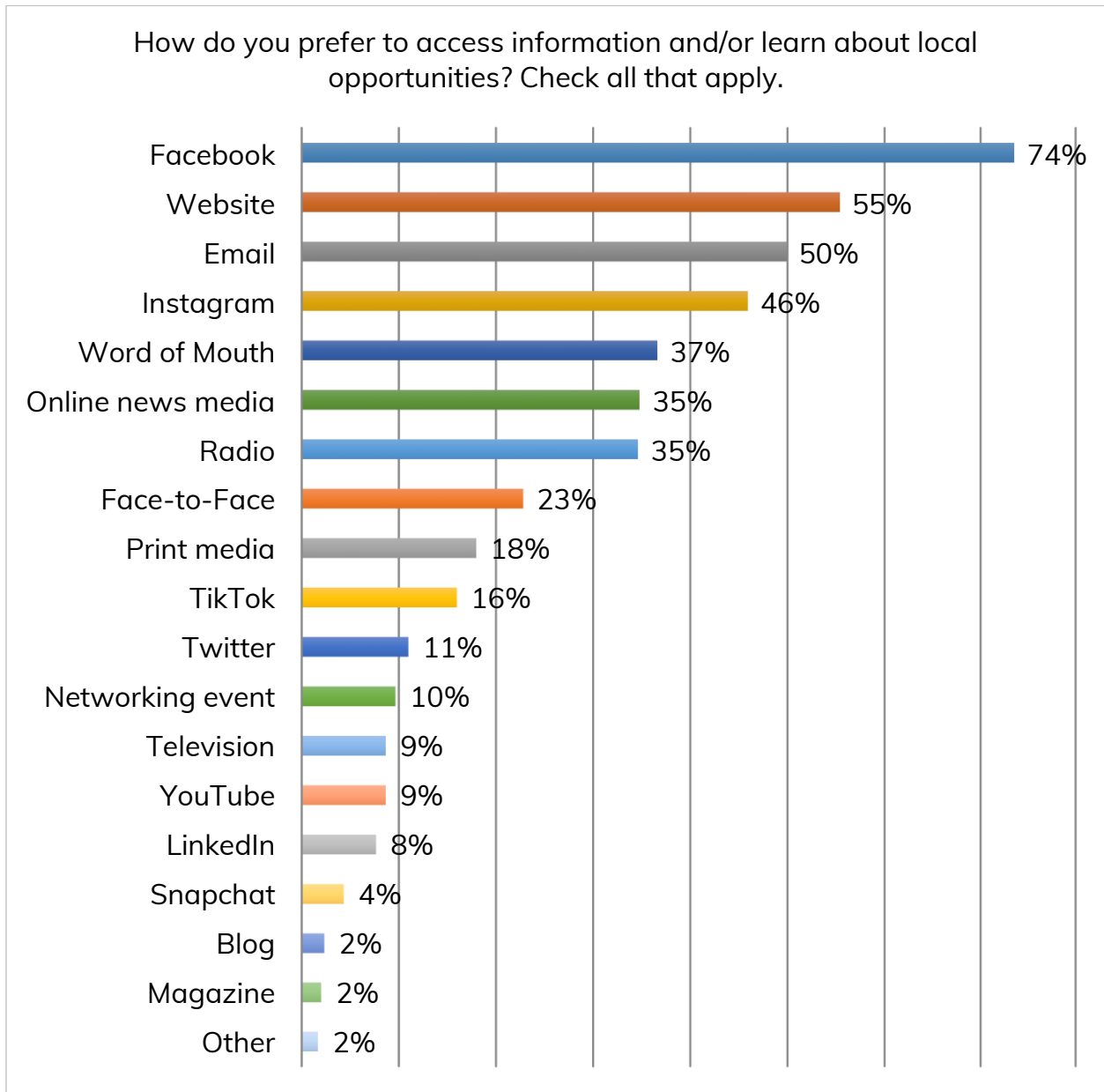


The survey did not specify remote work working options but four respondents stated that in the “other” response and were moved to “offer flexible work/volunteer schedules” category. Of the 14 remaining responses in the “other” category, 8 specified stability through consistent work, full-time work, or permanent work as a main retention tool; 5 specified more staff to reduce burn out; and 1 specified improved training. Three responses to “other” were moved to the “change workplace/organizational culture” category, who specified needed LGBTQ2+ safe spaces, mental health supports, and environmentally friendly practices.



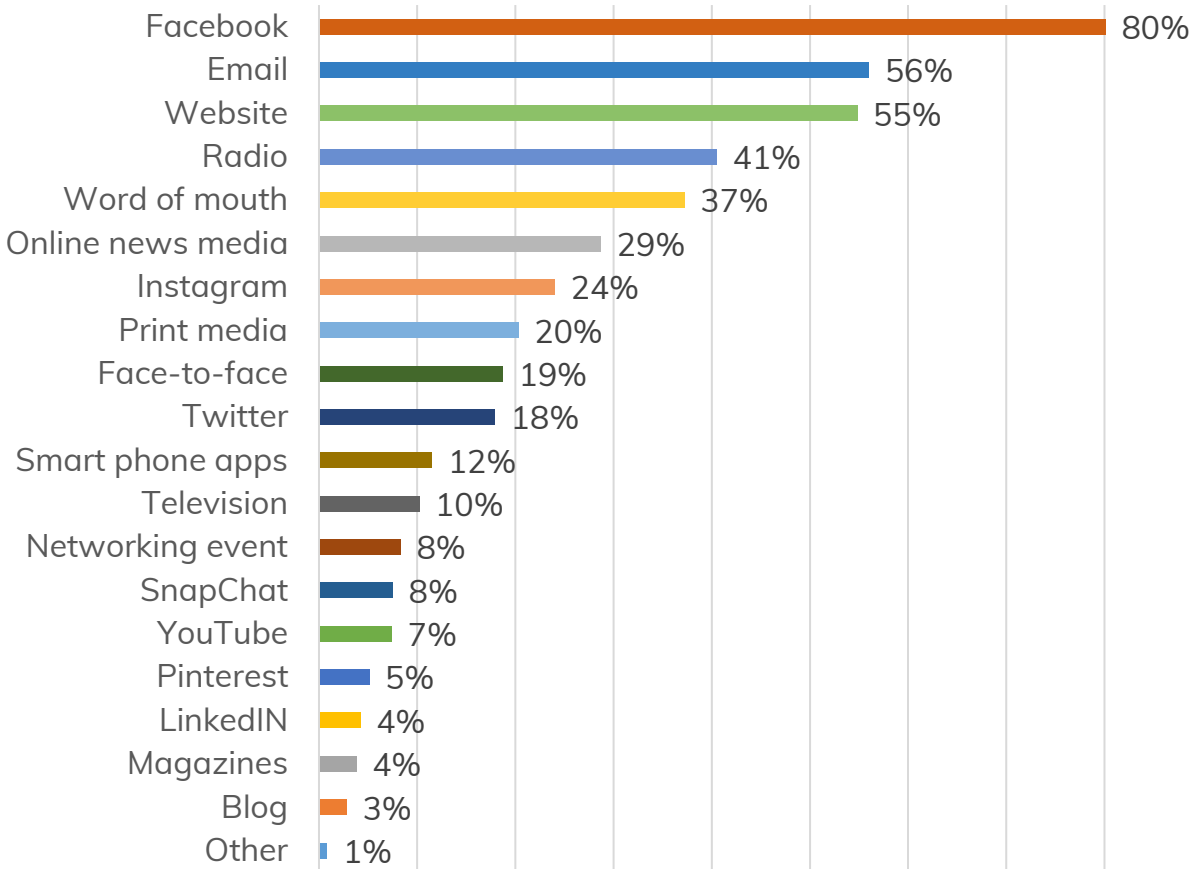
Accessing & Receiving Information

Awareness of opportunities was repeated as a key issue throughout survey. Young people access information mainly through Facebook (74%), websites (55%), and email (50%), which were the consistent top three from 2017. Instagram increased to fourth place from 24%-46%, bumping out radio from the top five.

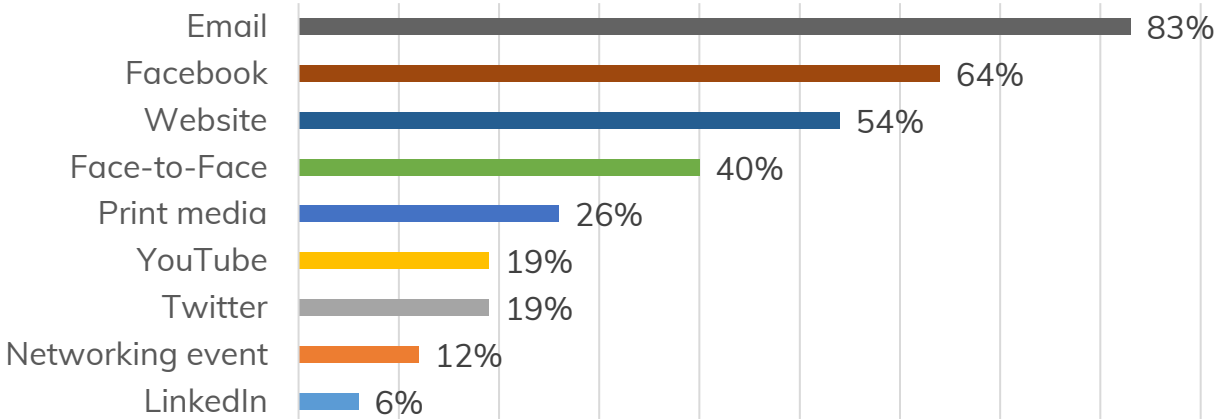




How do you prefer to access information and/or hear about local opportunities? Check all that apply. (2017)



How do you like to receive/access information? (2012)



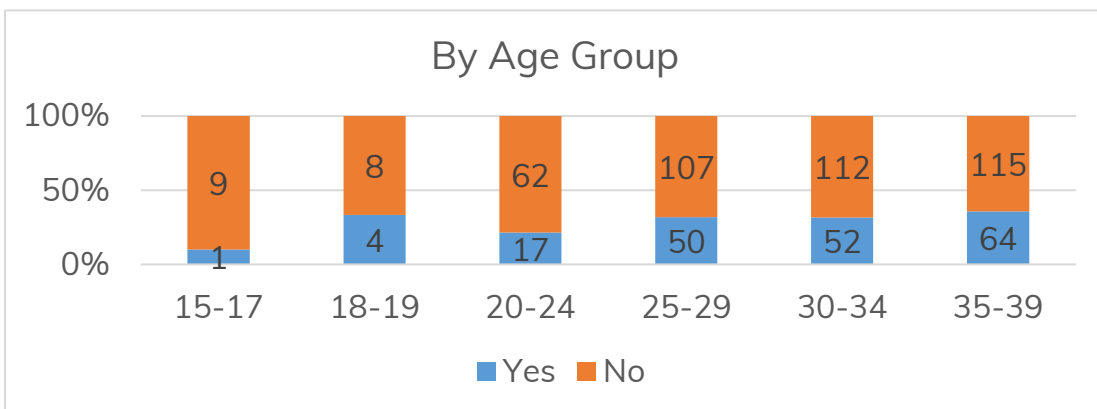
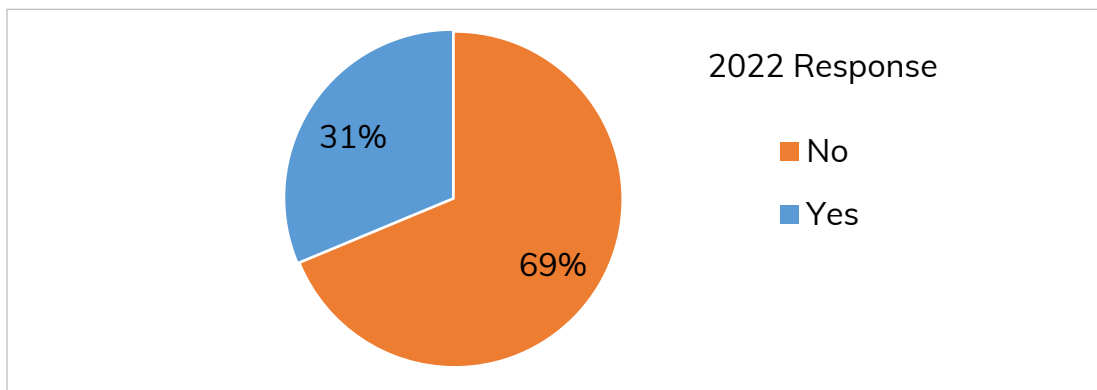


Perception of How Well CK is Attracting, Engaging & Retaining Young People

While the 2021 census shows that work to attract, engage, and retain young people aged 15-39 in Chatham-Kent has been successful, the perceptions of young people themselves do not reflect this success. Chatham-Kent’s total population increased by 2.3% between 2016 and 2021, and the change in the demographics of young people are leading that with a growth rate of 2.7% in 2021.

Do you promote CK to your friends?

Fewer respondents said they promote Chatham-Kent to their networks and friends, with 31% saying yes in 2022 compared to 43% in 2017 and 48% in 2012.



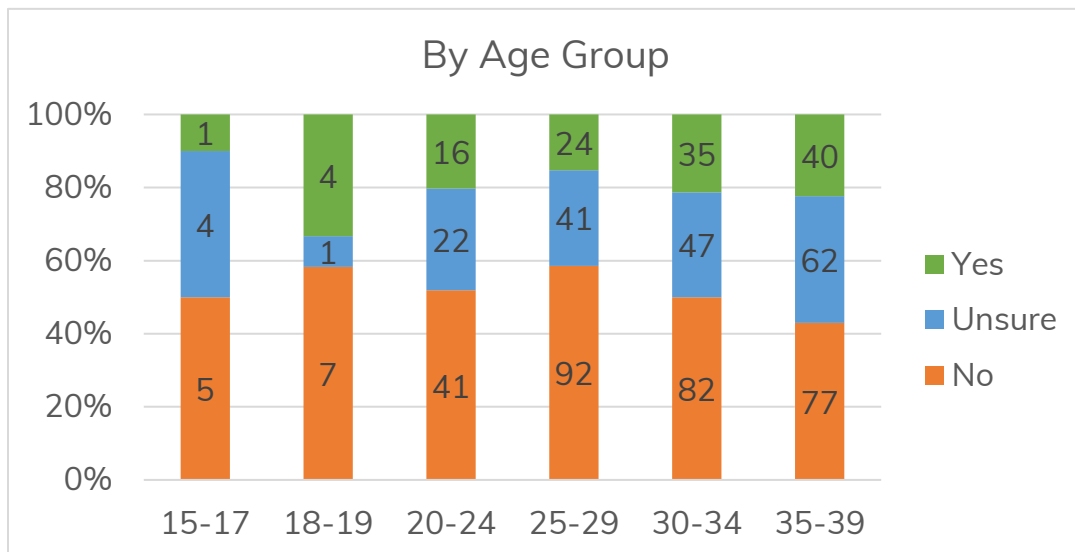
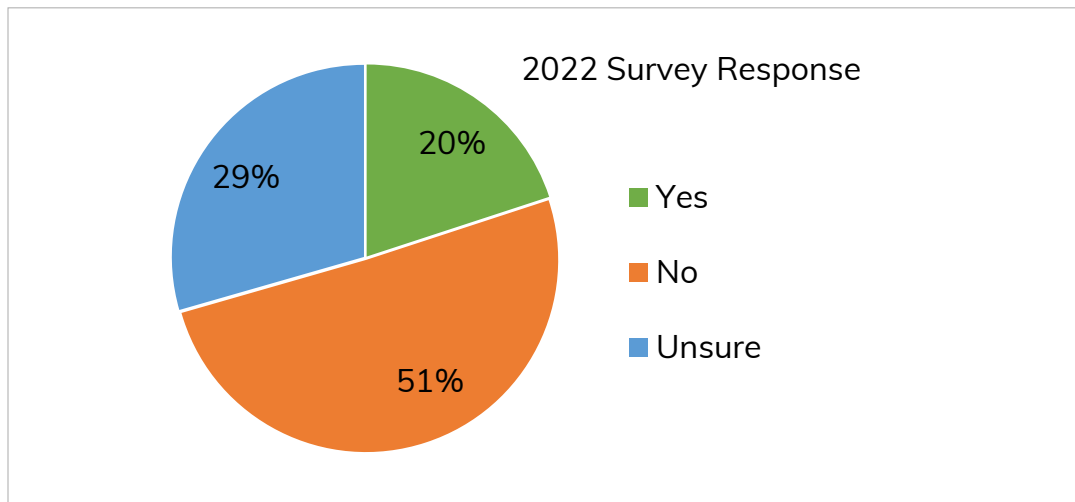
Comment samples from those who do promote CK:

- “A great community with tonnes of untapped potential. Great climate. Strategic location. Natural beauty. Affordability. Quality of life.”
- “Originally from the GTA, my husband and I often encourage our friends to consider CK! It's a quiet small town but the VIA and highway make it easy to visit larger cities. “



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

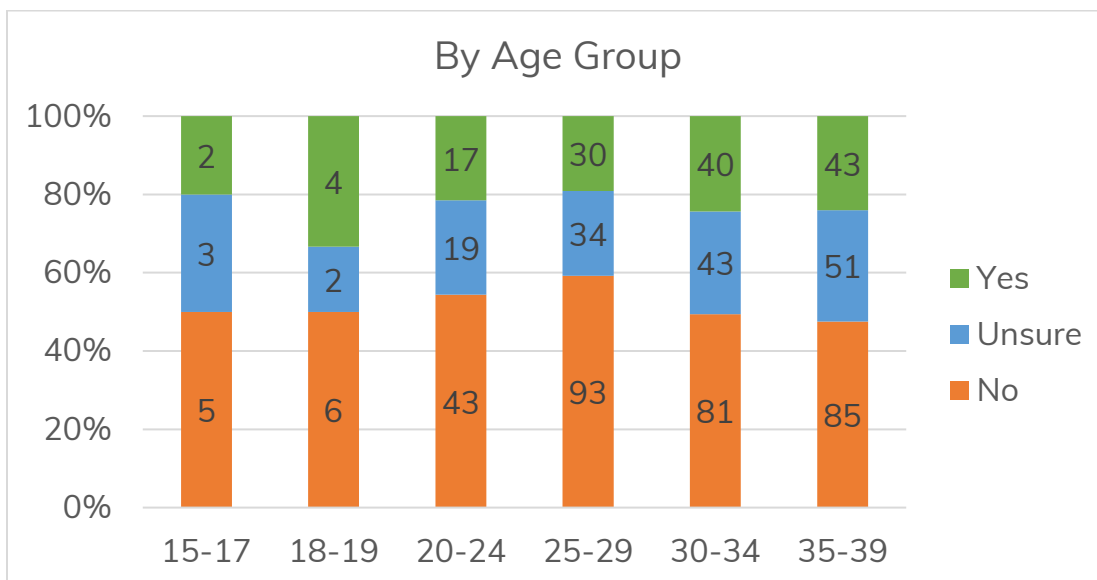
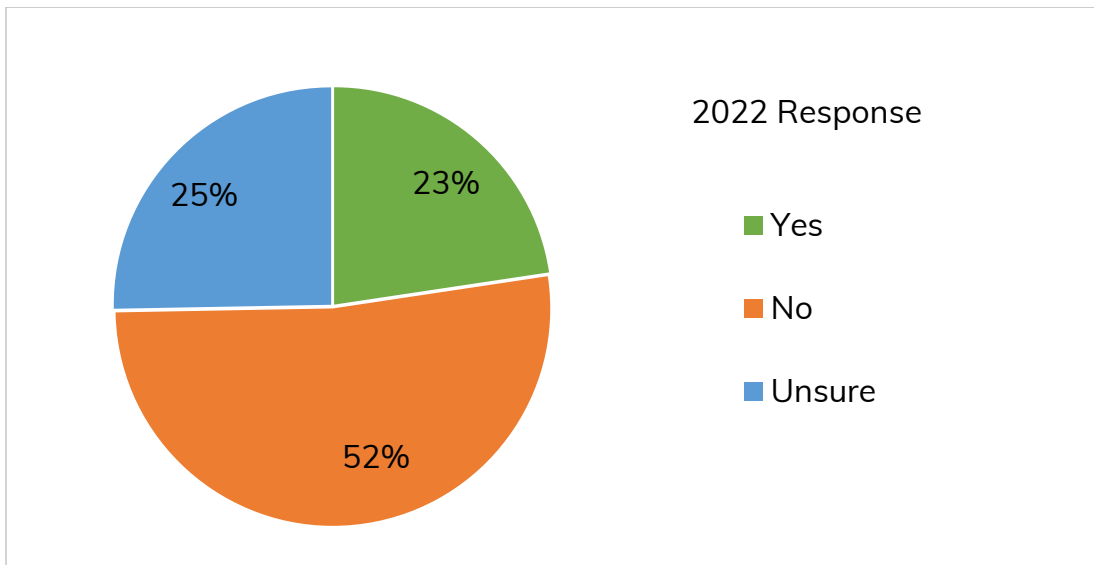
The percentage of those that feel the municipality values the contributions that young people make to the community is slightly less in 2022 (20%) than 2017 (22%) and 2012 (23%). However, a much higher percentage of respondents do not feel that the municipality values the contributions of young people (51% versus 29% in both 2017 and 2012).





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

Respondents were more decisive in 2022 about whether they feel that the Municipality is encouraging young people to make Chatham-Kent their home, with 23% saying yes (compared to 19% in 2017 and 17% in 2012) and 52% saying no (compared to 41% in 2017 and 43% in 2012). Far fewer people in 2022, at 25%, reported they are unsure, compared to 40% in both 2017 and 2012.





Survey respondents were asked whether they had heard of three of the Community Attraction & Promotion marketing and engagement initiatives; LivingCK, baCK to Chatham-Kent, and CK to the Power of Young People. Overall, there is a far greater awareness (69%) of municipal initiatives to attract, welcome, and retain young people in 2022. While the 2017 survey only asked about the baCK to Chatham-Kent initiative, the response shows an increase of awareness from 33% to 47% on that initiative alone.

