

Advisory Group Survey September 2020



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CK^Y – Survey of Young People, 2020

Executive Summary

In September 2020, the CK to the Power of Young People – CK^Y Advisory Group and the Municipality of Chatham-Kent’s LivingCK team conducted a survey of young people, aged 15-39. The survey sought feedback from young people in Chatham-Kent to learn how their lives have been impacted by COVID-19, and how their perceptions of living in Chatham-Kent may have changed. This survey was open throughout the month of September, and promoted through social media, news media, and partner organizations to young people across Chatham-Kent. In total, 1001 responses were received which are highlighted in this report. This survey is connected to the broader CK to the Power of Young People initiative and compliments the surveys of young people conducted in 2012 and 2017.

1,001 young people responded to the survey in September 2020.

The results of this survey will help to guide and focus the work of the CK^Y Advisory Group and the LivingCK team (LivingCK is part of the Resident Attraction & Retention efforts of the Municipal Community Attraction and Promotion division) to ensure young people across Chatham-Kent are engaged and their opinions are heard. The results provided are subject to the response received by community members. A mixture of qualitative and quantitative responses were received and analysed by the CK^Y Advisory Group and the LivingCK team.

Thank you to everyone who continues to support the CK^Y initiative and who took time to complete this survey.

Connect with us on social to stay engaged!

CK^Y Advisory Group



@CKY.Advisory.Group



@CKy.Advisory



@CKyGroup

LivingCK



@LivingChathamKent



@LivingCK



@LivingCK



Living Chatham-Kent

Visit www.LivingCK.ca/CKYoungPeople for more information on the CK^Y Initiative.



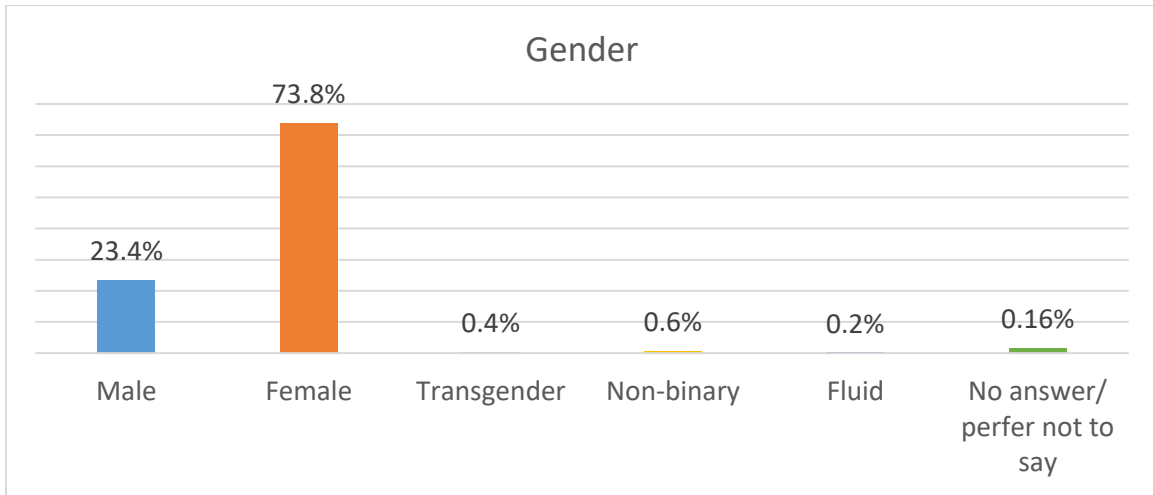
Key Findings

- Top reason for choosing to live in CK continues to be Friends/Family (70.4%), followed by Employment (17%) and Lifestyle (7.8%)
- The top 5 factors when choosing a community to live in changed order but remain the same:
 - Affordability, Employment, Safety, Environment, and Health
 - In 2017, the ranking was employment, health, affordability, safety, environment
- Accessing things to do and ways to connect remains a top priority for young people when thinking about the community they live in. Covid-19 has made some more appreciative of the access to nature and outdoor recreation in Chatham-Kent, but many report the increased limitations on things to do has been a struggle.
- 46.4% of respondents said that COVID-19 has not impacted their perception of living in CK, 33.3% said that it improved their perception, and 20.3% said they are less appreciative
- 88.1% of respondents were employed and 53.6% said they thought there were work-related opportunities for them in CK
 - In 2017, 41% of respondents said they thought there were work-related opportunities for them
 - Of those who said they were struggling to find work in Chatham-Kent, the top reasons were limited opportunities in their field (23.5%), lower paying jobs locally (19.9%), and less opportunities in general (13.9%).
- 35.5% of respondents said they are interested in the opportunity of telecommuting, 28% of whom said they would continue to live in Chatham-Kent if they were able to telecommute.

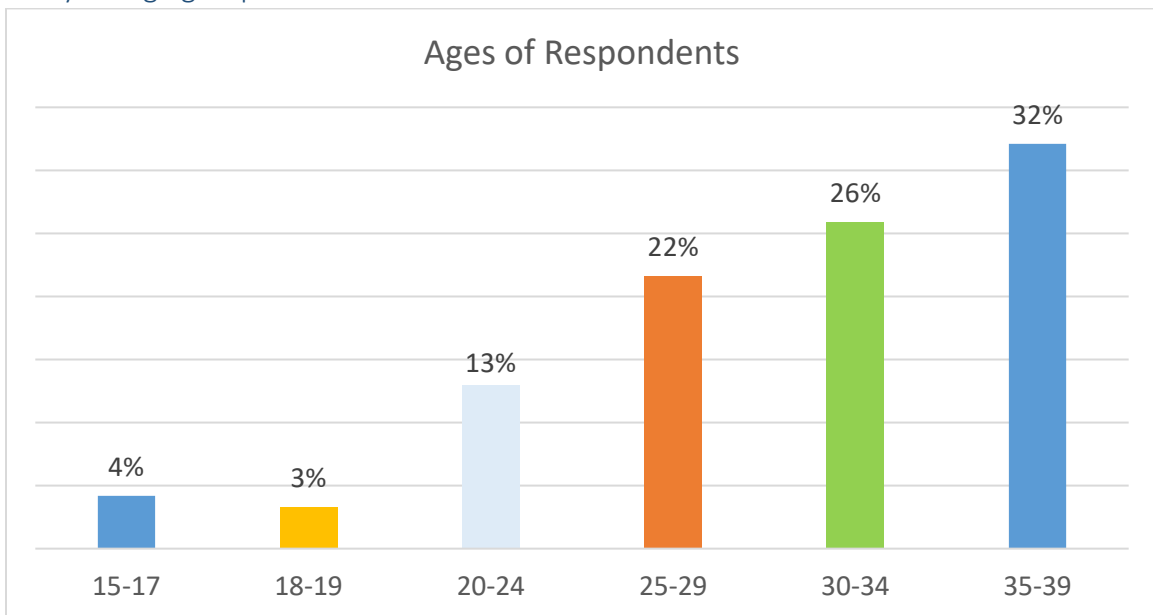


Demographic of Respondents

What gender do you identify with?



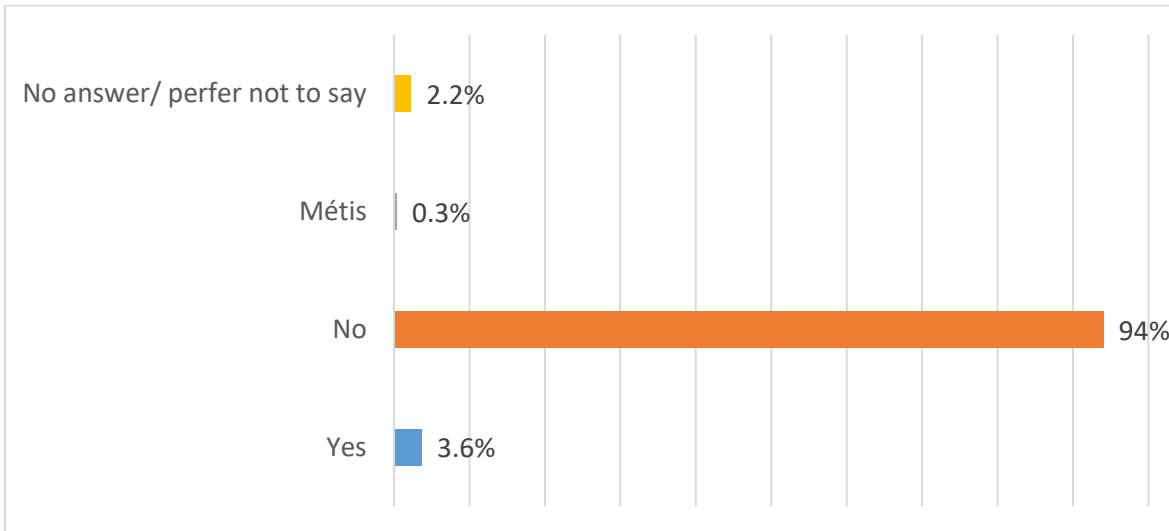
What is your age group?



- As a comparison, below are Chatham-Kent’s population age breakdowns of 15-39 age cohorts by percentage (Census 2016).
 - 15-19 – 22.1%
 - 20-24 – 20%
 - 25-29 – 18.5%
 - 30-34 – 20%
 - 35-39 – 19.4%

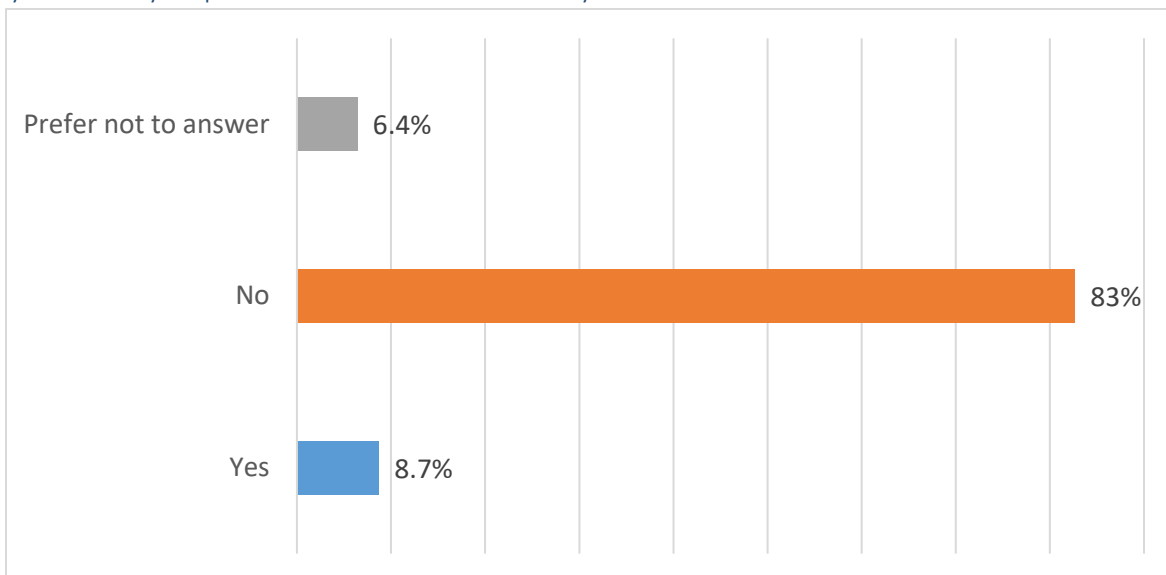


Are you an Indigenous Person?



- 30% of First Nations respondents were from Wallaceburg, and 40% from Chatham
- All Metis respondents were from Chatham
- As a comparison, the 2016 Census shows 4.1% of those living in Chatham-Kent identify as First Nations, with 1.5% identifying as Metis.

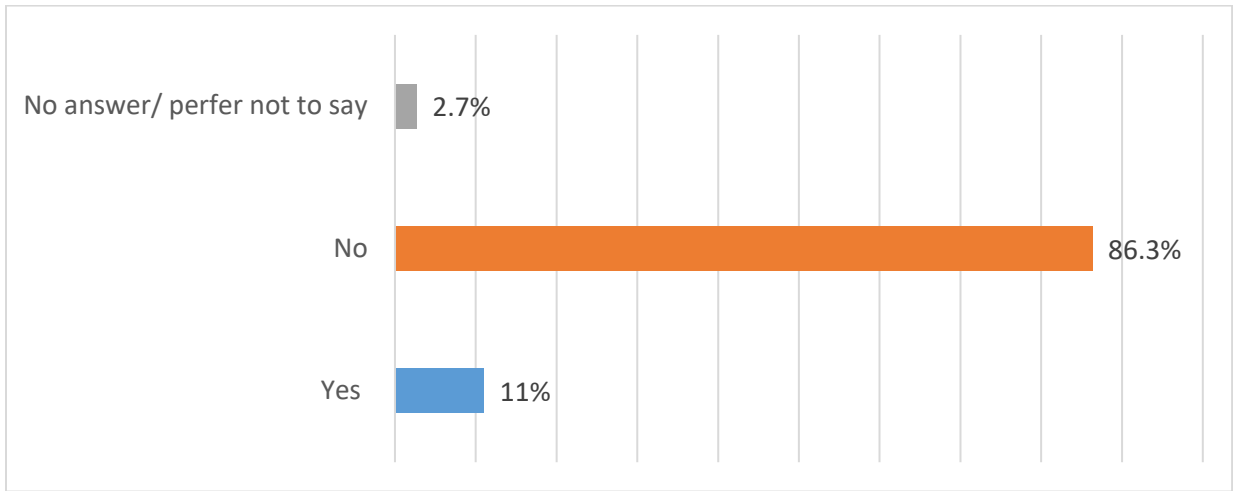
Do you identify as part of a racialized community?



- 56% of those that said “yes” are from Chatham.
- As a comparison, 4.5% of Chatham-Kent’s population identified as “visible minority” in the 2016 Census.



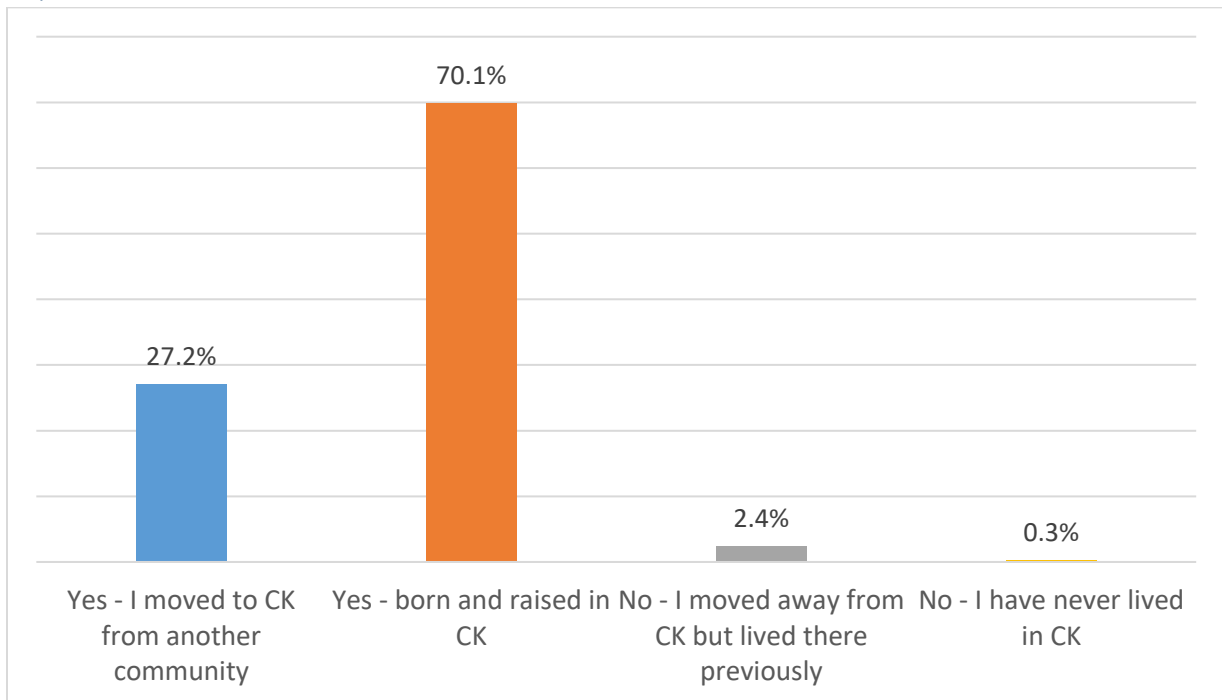
Do you identify as a member of the LBGTQ+ community?



- 62% that answered “yes” are from Chatham.

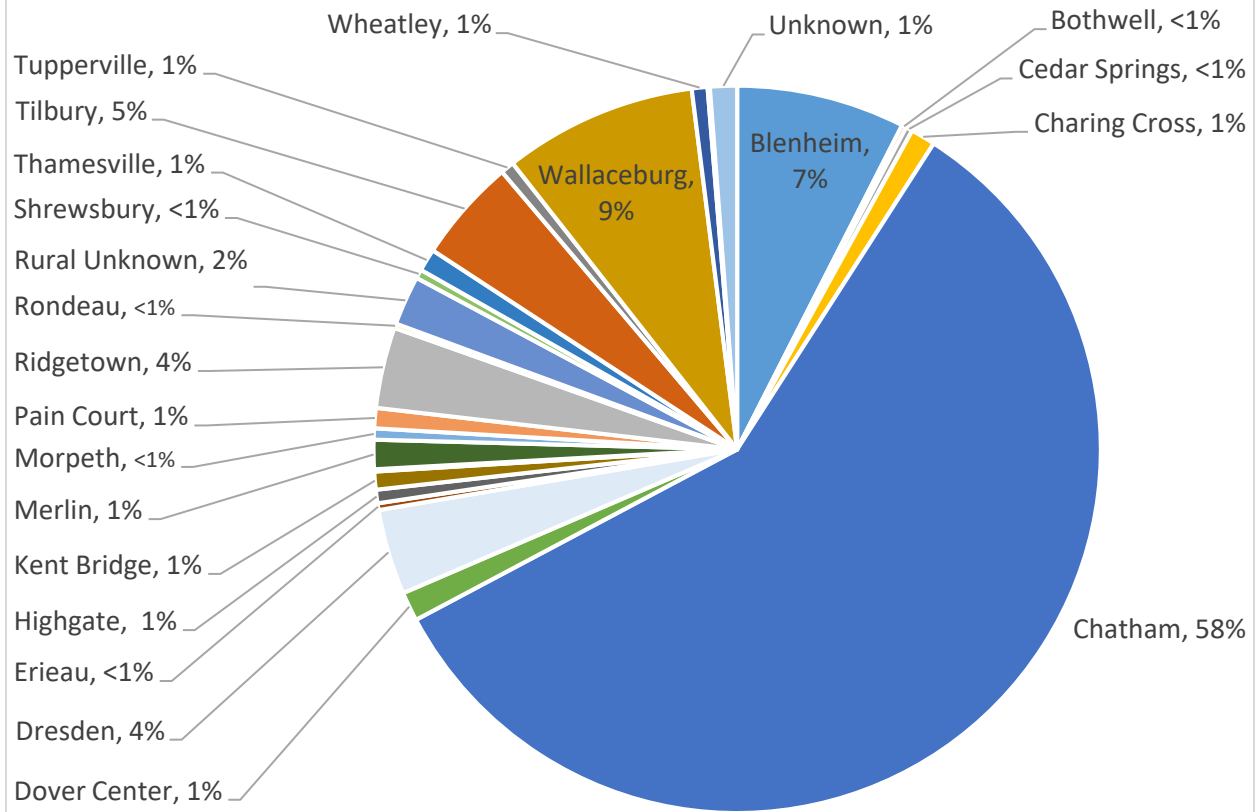
Location

Do you live in Chatham-Kent?

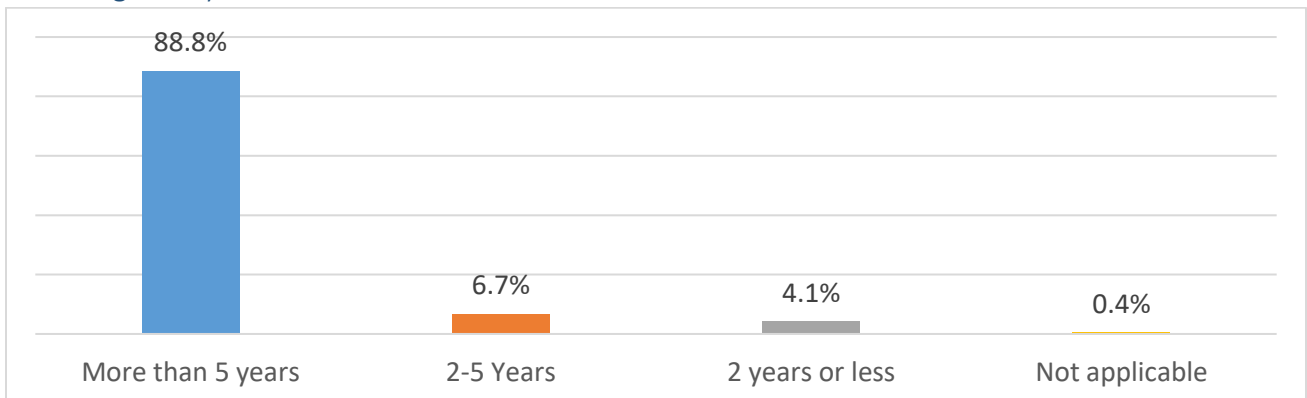




Chatham-Kent Communities by Response



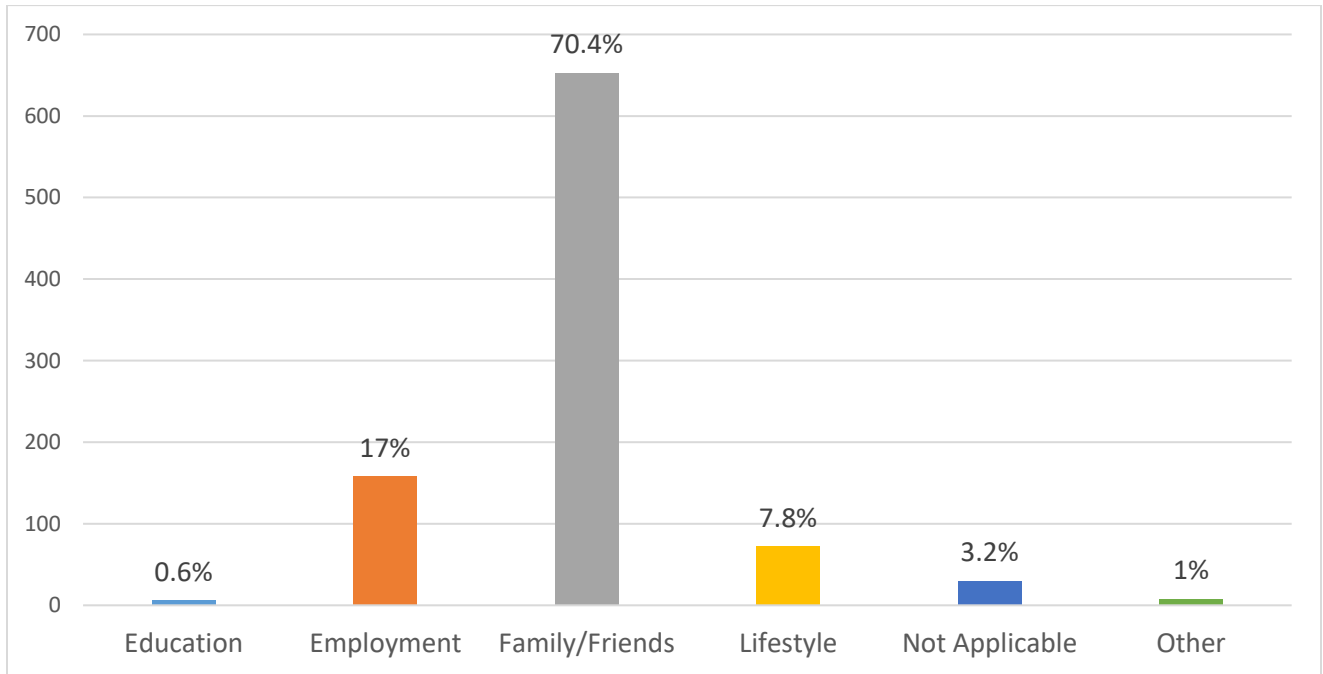
How long have you lived in Chatham-Kent?



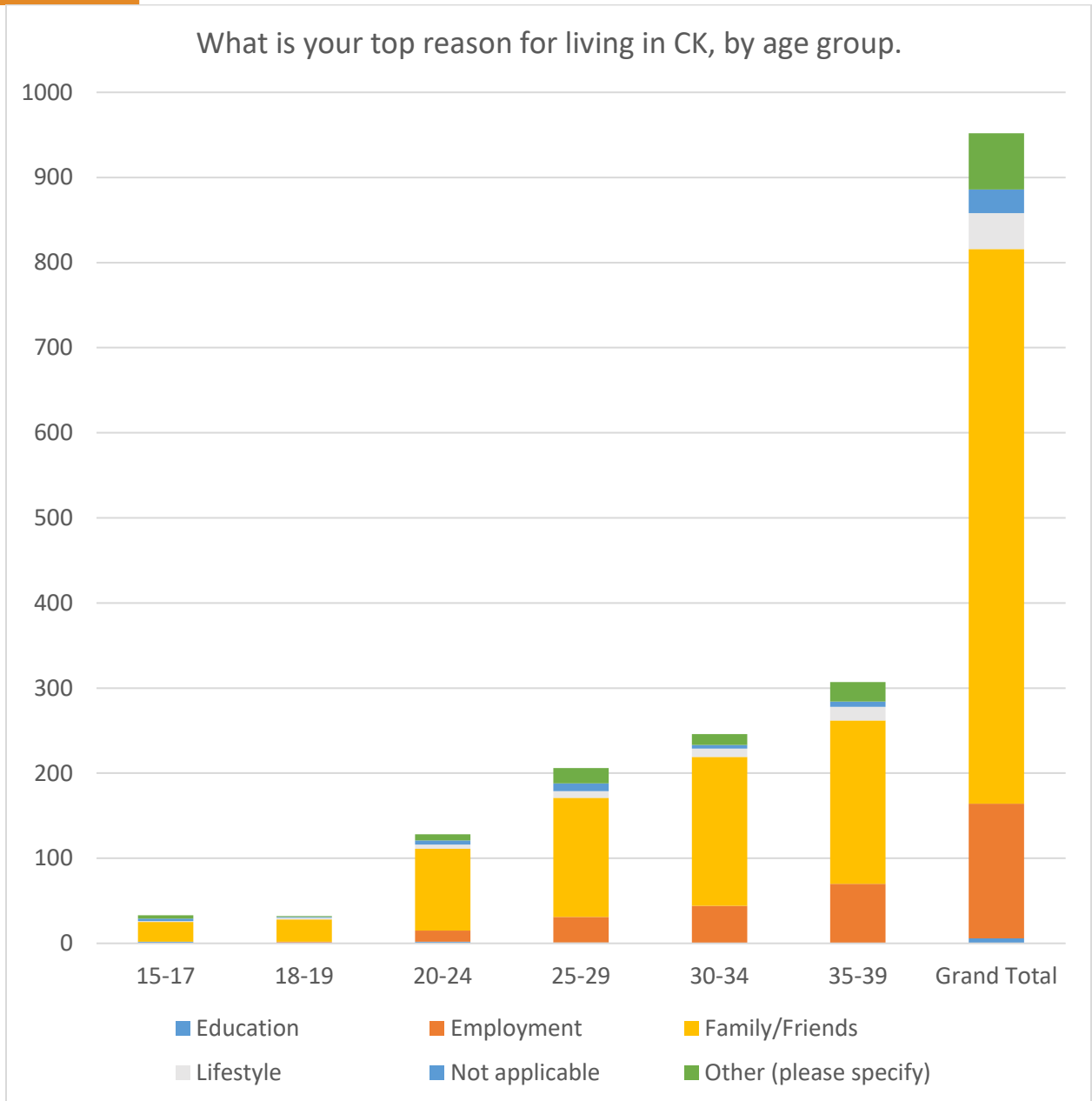


Perception of CK

What is your top reason for living in CK?



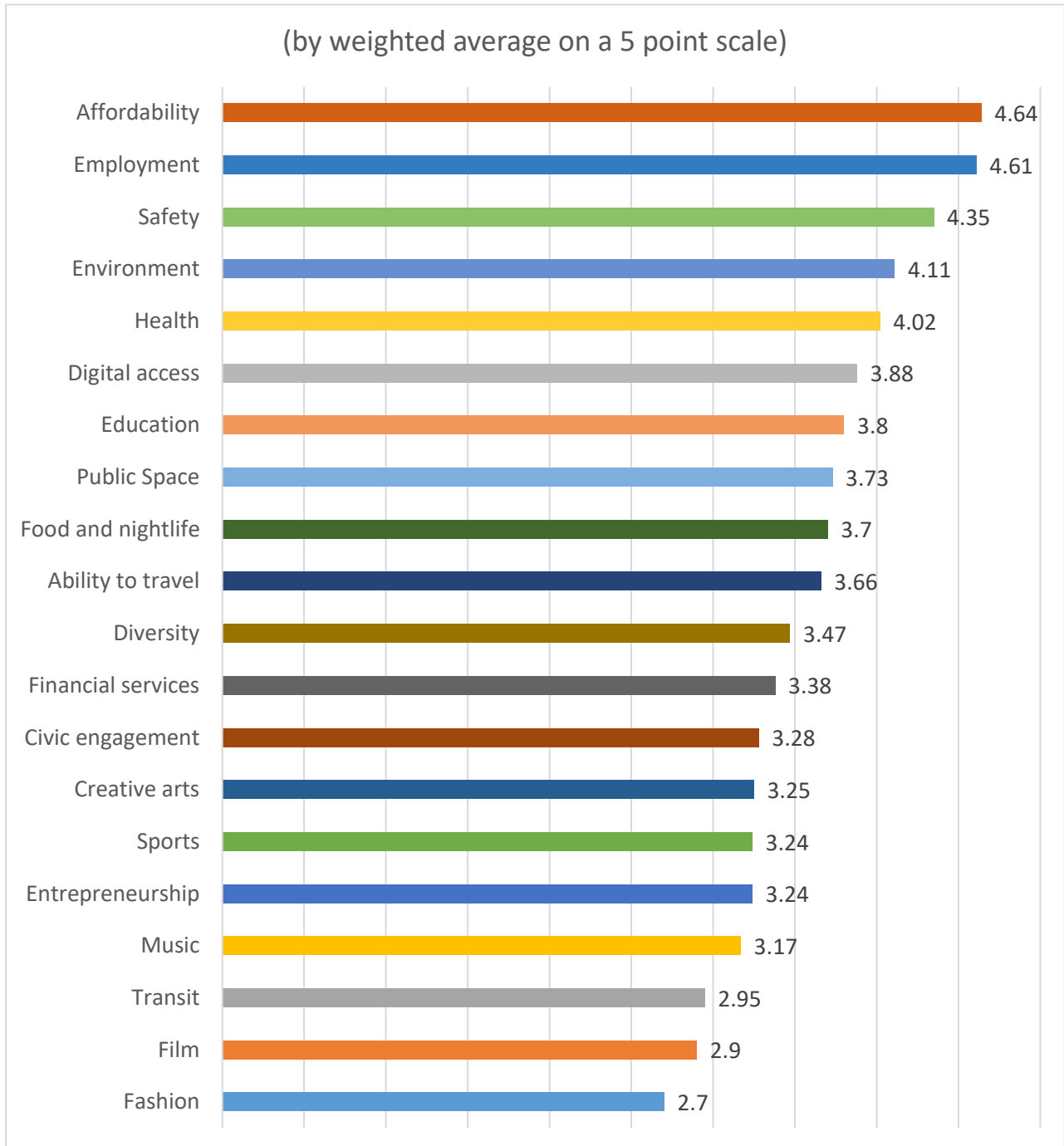
- 35 people were moved from “Other” to the “Lifestyle” category who discussed affordability (26), amenities (3), community size (4), and community belonging (2).
- Those left in “Other” cited All of the above (1), Safety (1), Education and Family (1), and Lack of choice (5) as reasons for living in CK.
- In 2017, 70% of respondents said they live in CK for Family/Friends and 20% said for employment, showing a continued trend.



- The “Other” category in the above chart includes all original responses by age group, including the responses moved to “Lifestyle” (35) in the previous chart, All of the above (1), Safety (1), Education and Family (1), and Lack of choice (5) as reasons for living in CK.



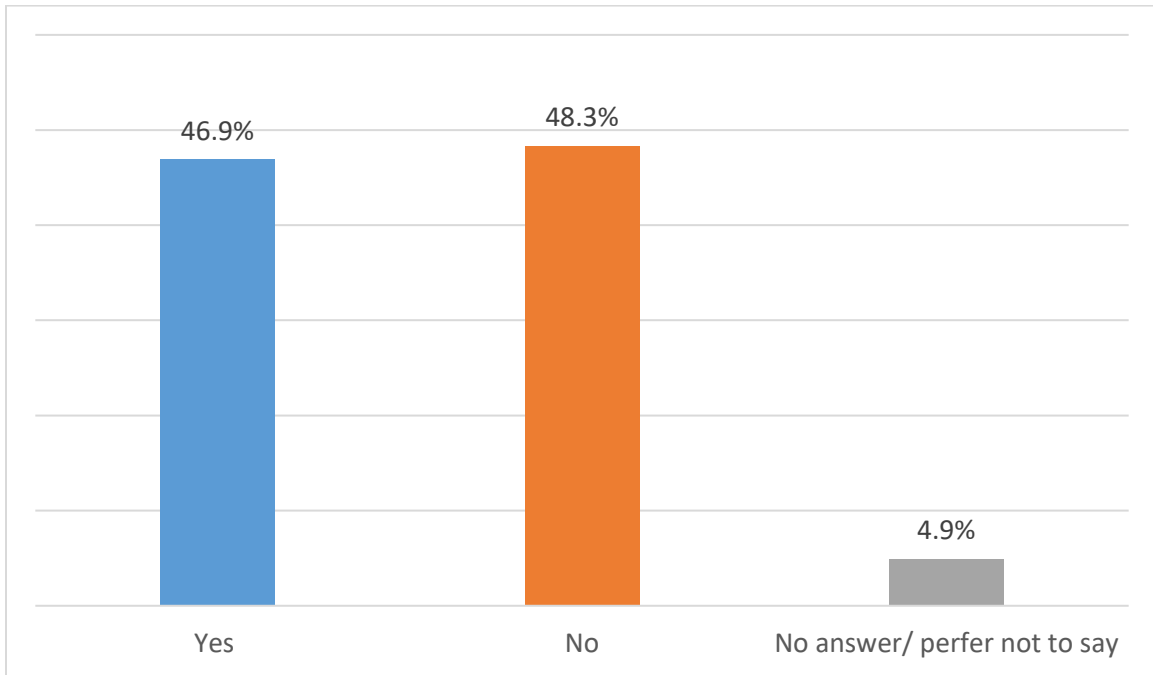
When choosing where to live, how important are the following?



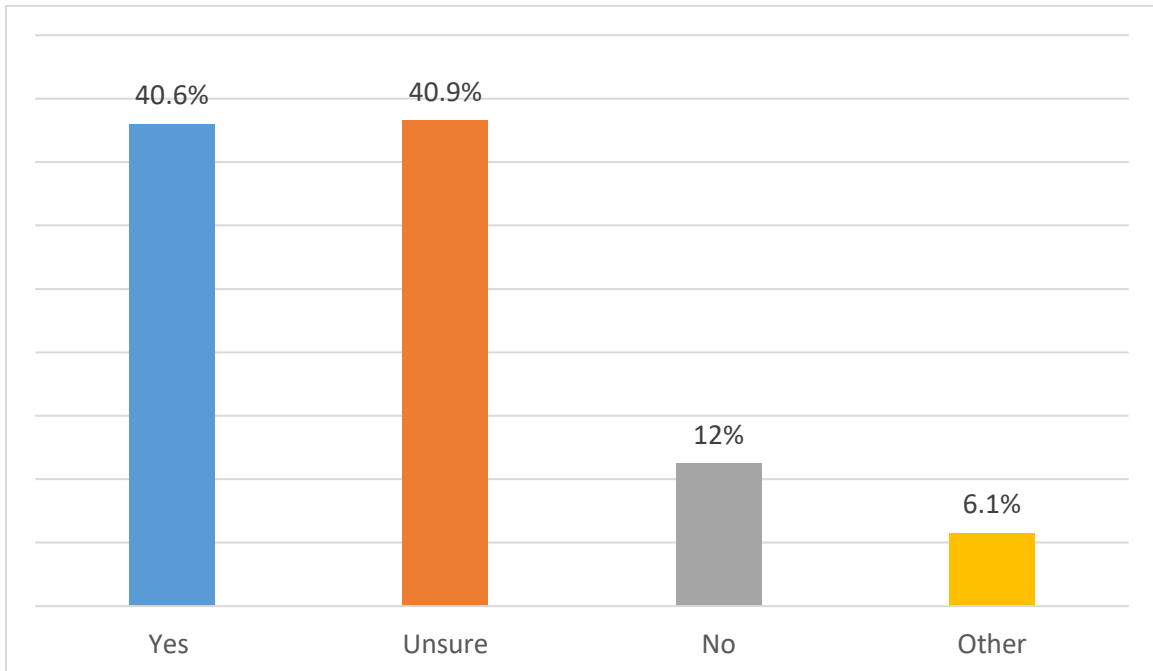
- In 2017, the ranking was employment, health, affordability, safety, and environment.
- The above ranking system is based on [Youthful Cities' Global Index](#), which was also used in the CKY Survey of Young People, 2017.



Do you have children?



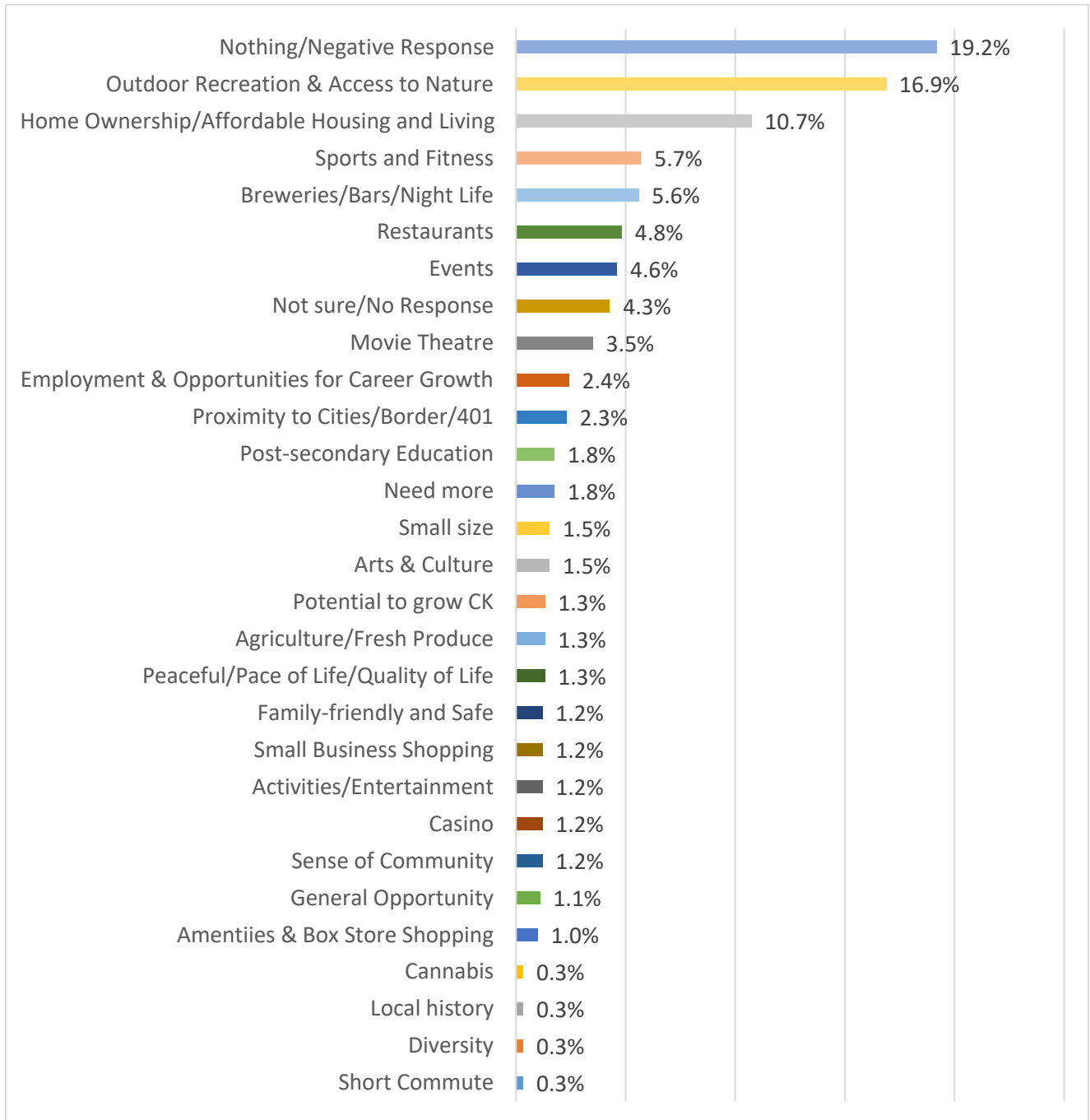
Do you hope your kids will continue to live here or come baCK to CK later in life?



- Those that responded “Other” discussed wanting the best for their children regardless of where they lived or what they chose to do.



What do you think is the most exciting thing CK has to offer young people?



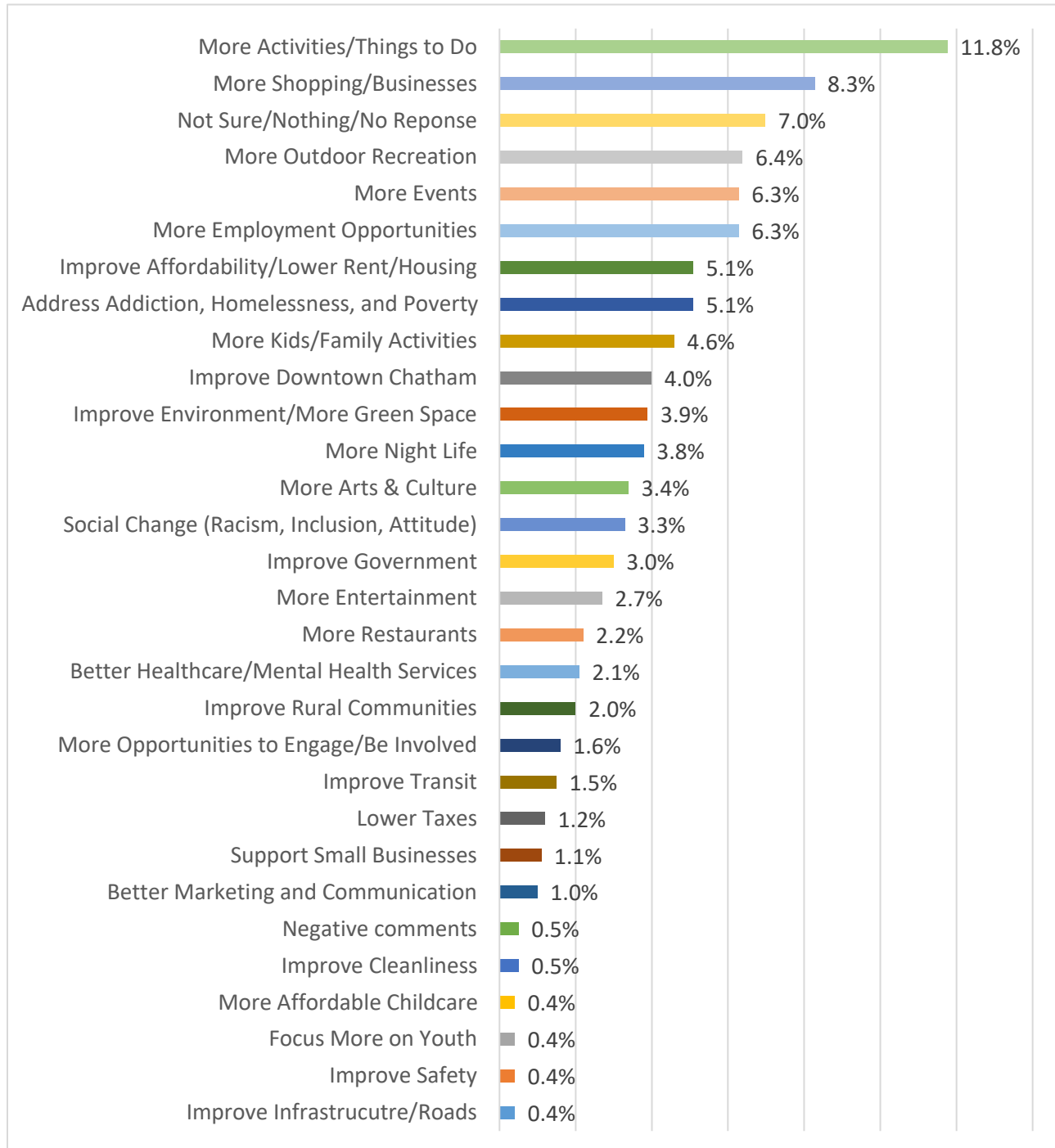
Some respondents provided multiple answers, which were sorted into each category. A breakdown of some categories are more fully explained below, along with several answers which were considered as “Other”.



- **Outdoor Recreation & Access to Nature** – This included parks, lakes, trails, hunting, fishing, beaches, and other outdoor recreation activities/amenities.
- **Home Ownership/Affordable Housing and Living** – While many respondents feel that Chatham-Kent has many affordable housing options, some said that this is changing or has changed in recent years.
- **Sports & Fitness** – This included local sports teams, opportunities for physical activity.
- **Employment Opportunities & Career Growth Opportunities** – Some said that there are jobs, but stated there are limited skilled jobs or limited opportunities within certain fields. Opportunity for career growth included general opportunities as well as entrepreneurship opportunities.
- **Kids/Family Activities** – This included Kingston Park, splash pads, sports, and programs.
- **Amenities** – This included health care services, internet, and big box stores listed such as Walmart (3) and Winners (1).
- **General Opportunity** – This included opportunities for youth to be engaged, CK community leaders who help drive change, and being involved in community initiatives.
- **Need More** – Respondents stated that CK needs more in general to improve.
- **Negative (9)** – Respondents mentioned high tax rates, challenges to being successful, bicycle theft, drugs, catering to seniors, and motivation to move away. These are further explored in the next question.
- **Arts & Culture** – Respondents highlighted local museums, Capitol Theatre, the local arts community.
- **Other single responses:**
 - Church
 - Friends & family
 - Horse barns
 - Weather
 - Sustainability
 - Waterfront property



What would you or your friend group change to positively impact CK?



Some respondents provided multiple answers, which are sorted into each category above. A breakdown of categories that were created from similar answers is provided below for explanation, along with more distinct answers which were considered as “Other”.



- **More Activities/Things to do:**
 - Respondents feel that there is a need to have more opportunities to meet other people at public spaces, recreational facilities, and other free or low cost activities that are for young people (not necessarily for children).
- **More Shopping/Businesses:**
 - More independently owned businesses that cater to young people, more big box stores so they don't have to drive to cities to shop.
- **More Outdoor Recreation:**
 - More opportunities for physical activity, better parks, more trails for ATVs, more water access, etc.
- **More Events:**
 - Events for young people rather than for kids or seniors, including LGBTQ+ events, and cultural events. While respondents acknowledged that COVID-19 impacted this, many would like to see more when COVID-19 is over.
- **More Entertainment:**
 - Bring back the Wild Zone/Wheels Inn, more escape rooms, arcades, etc.
- **Improve Downtown:**
 - Feedback focused on downtown Chatham, including improvements to the mall, more businesses downtown, make it more approachable and exciting, and promote it better to attract more stores.
- **More Employment Opportunities:**
 - More skilled jobs, good paying jobs, and more entry-level jobs.
- **Environment/Green Space:**
 - More green space in CK, more trees, better recycling, education about how to be more environmentally friendly, more green initiatives
- **Social Change:**
 - Focused on a perceived negative attitude in CK, people are not friendly, not inclusive to those with disabilities, and systemic racism needs to be addressed.
- **Better Marketing & Communication:**
 - These respondents felt that CK could do a better job promoting what is already here, more communication about what's happening in the community and about what services are available.
- **Health Care/Mental Health:**
 - More doctors, more mental health services, better COVID measures, and easier access to health care services.
- **More Opportunities to Engage/Be Involved:**
 - More engaged and more information on how to volunteer.



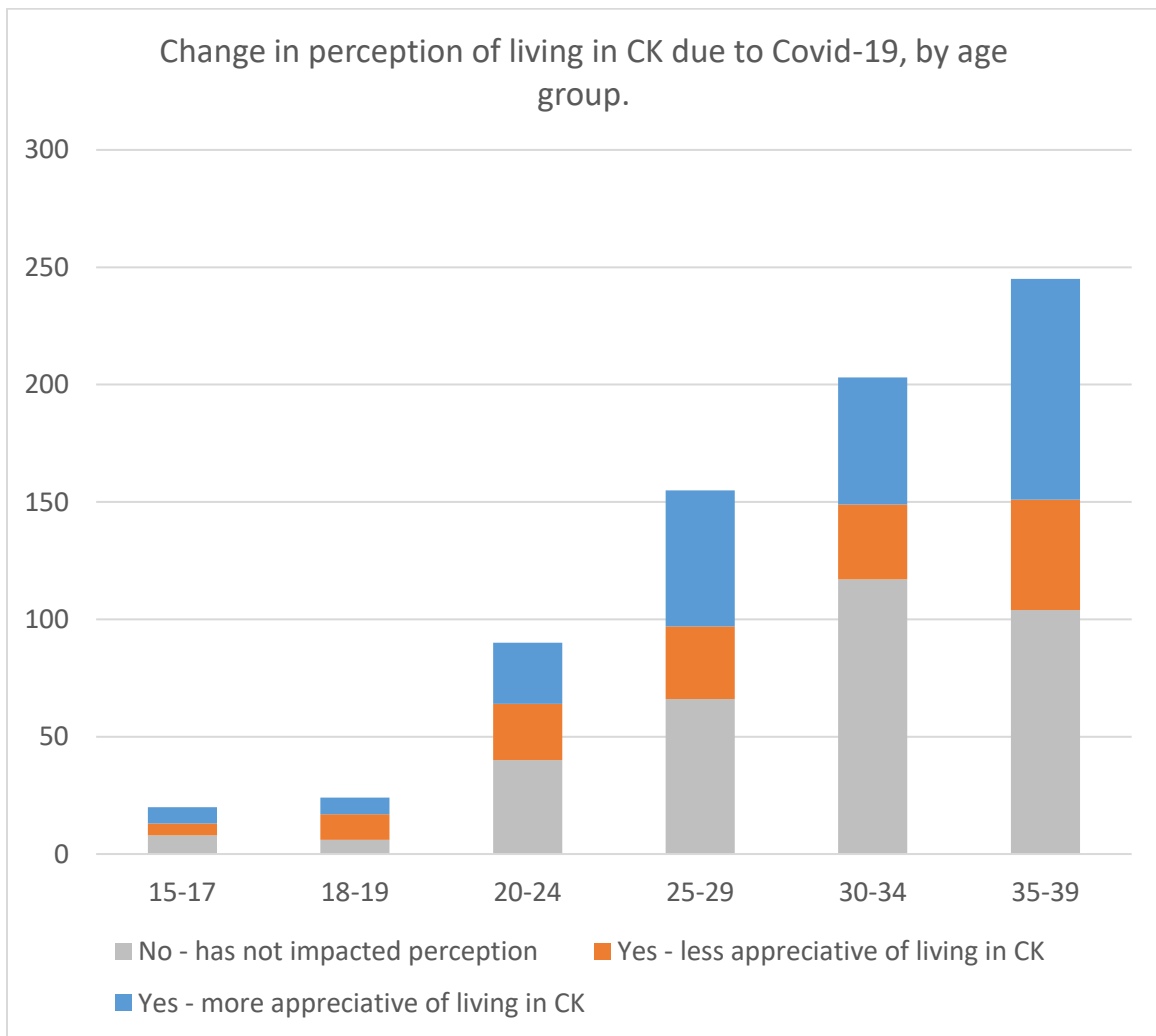
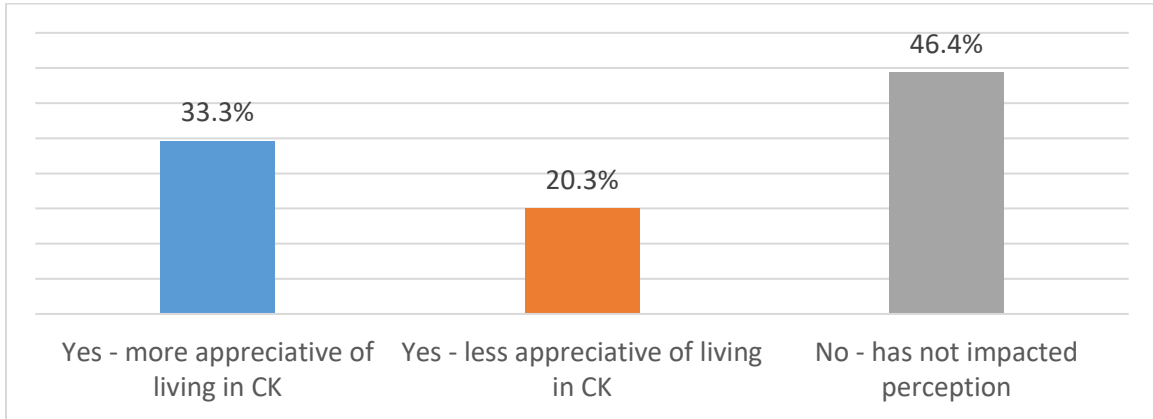
- **Improve Rural Communities:**
 - Improving internet in rural areas, better connection with all of CK, and more services in rural communities.
- **Arts & Culture:**
 - Includes live music, museums, stronger art community
- **Improve Government:**
 - Respondents want Municipal government to do more, be more engaged, to see more diversity on Council, reduce red tape, spend more on public space and arts & culture, better garbage collection services, and less restrictive by-laws.

Other responses by number of respondents (single if not specified)

- Invest in tech industry (3)
- Economic development
- Free marijuana
- More emphasis on agriculture
- Encourage young voters more
- More services for seniors
- Easier access to amenities
- Keep patios after COVID-19
- Attract tourists more
- More recognition for successful women
- More educational services (2)
- Proactive charities
- Shorter work week
- Affordable access to Rondeau
- Growth
- Bike lane safety
- More heritage promotion
- Financial assistance for working class
- Uber
- Multiplex/indoor sporting facility (2)
- Open the arenas
- Wouldn't change anything - positive response (2)
- No mask by-law (3)



Has the COVID-19 pandemic changed your perception of living in Chatham-Kent?





Of those who shared comments (550):

- Those that said they are more appreciative (211 responded) mostly cited:
 - an appreciation of the space available living in CK (76)
 - that they felt safe and healthy (53)
 - a strong sense of community pride (38)
- Those that are less appreciative discussed (137):
 - negative responses seen by community to regulations, including masks, caused them to be less appreciative (40)
 - 19 respondents were against the mask by-law and regulations which made them less appreciative
 - 27 cited lack of activity made them less appreciative
- Those that have not had their perception impacted (193) said:
 - 30 lack of activity was a main concern ongoing
 - 11 health and safety was a main concern
 - 11 cited space as a good thing
 - 18 were positive toward regulations and masks with 9 against
- Overall comments:
 - 88 people spoke of appreciation for community space
 - 66 people mentioned the health and safety of the community as being an increased concern, but that they still felt the community is a healthy and safe place to live.
 - 66 people agreed with the mask by-law and restrictions to address COVID-19 locally
 - 31 people were against masks and restrictions
 - 60 cited lack of activity due to regulations and 15 lack of connection
 - 44 cited strong community pride
 - 13 spoke about increased living costs, and 4 discussed unaffordable housing and homelessness
 - 13 discussed poor mental health for their peer group or discussed increased addiction issues in community

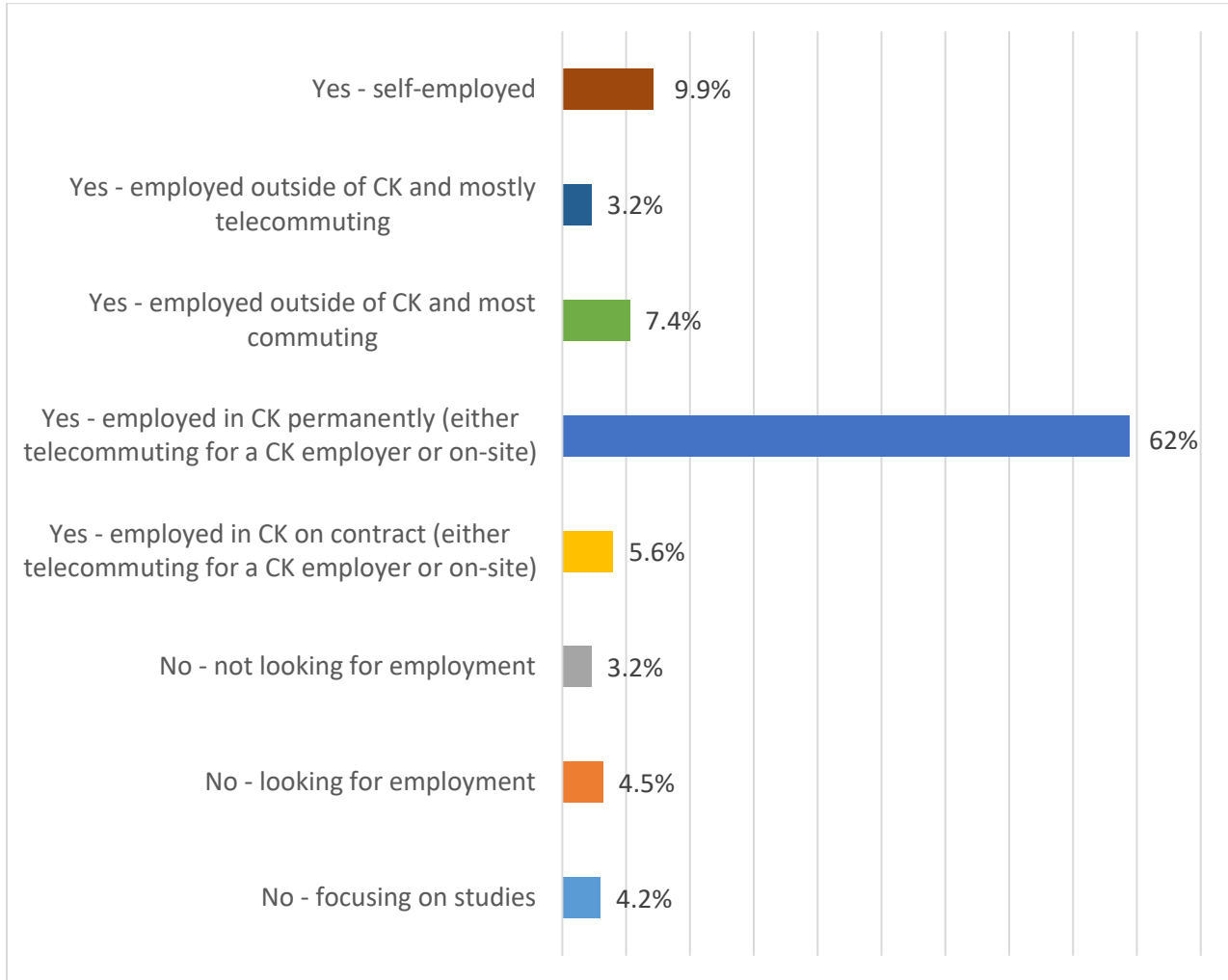
Comment Sample:

- “Noticed a need for stable jobs and affordable housing for people with low income or living on a single paycheck. Faster internet for people in the rural areas in order to work from home and/or do online schooling.”
- “Our friends and family who live in bigger urban centres are envious of our access to big box amenities and nature.”
- “It hasn't, really, except to show that the things that need improving around the community, and that CK has been working towards doing better by their communities.”



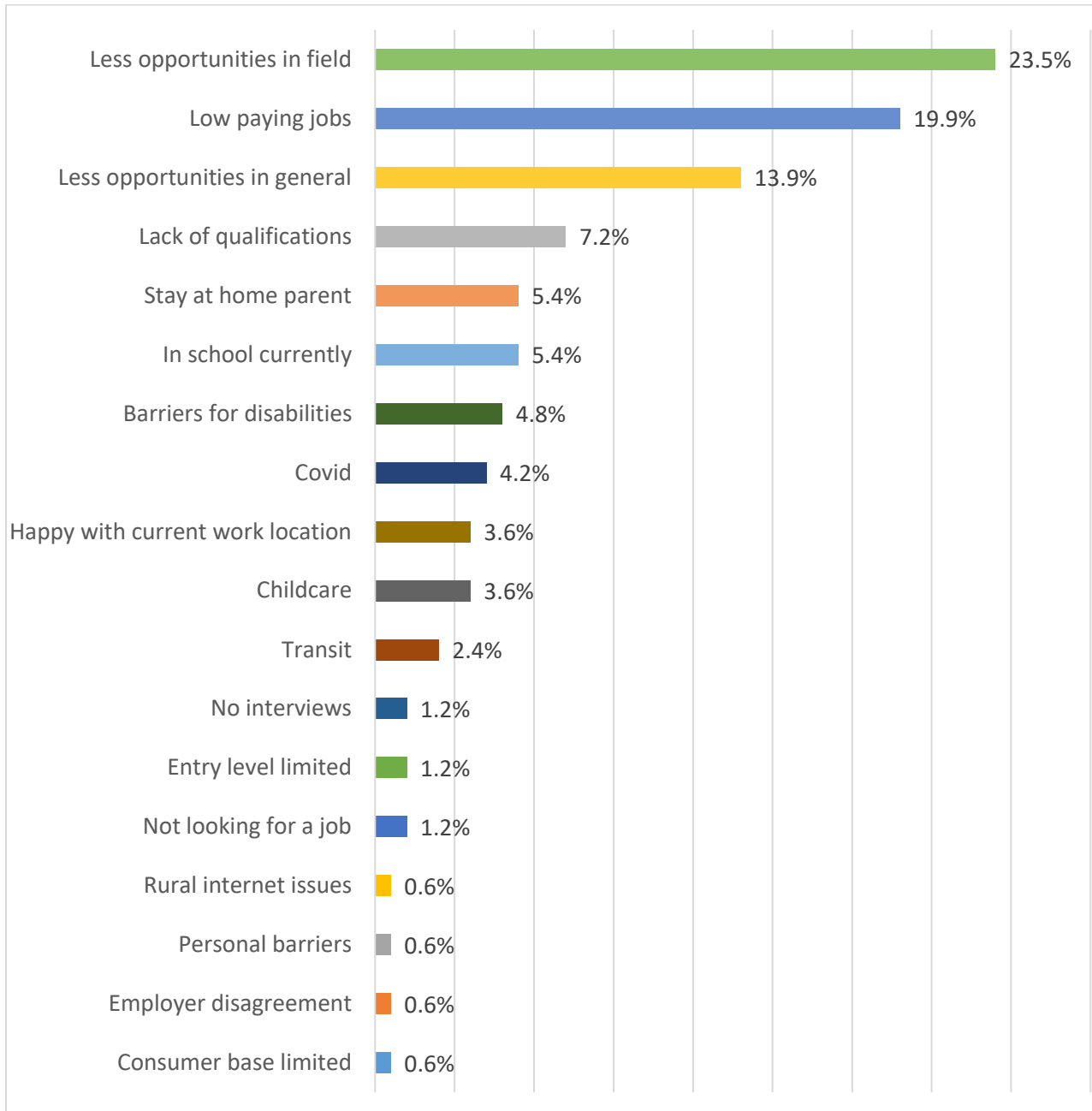
Employment

Are you currently employed?



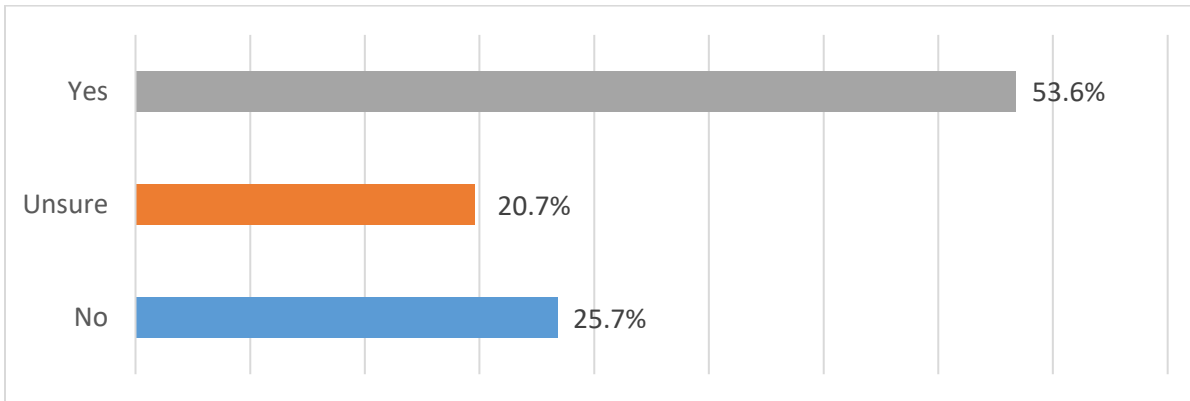


If not working in CK, what is stopping you from finding a suitable career in CK?

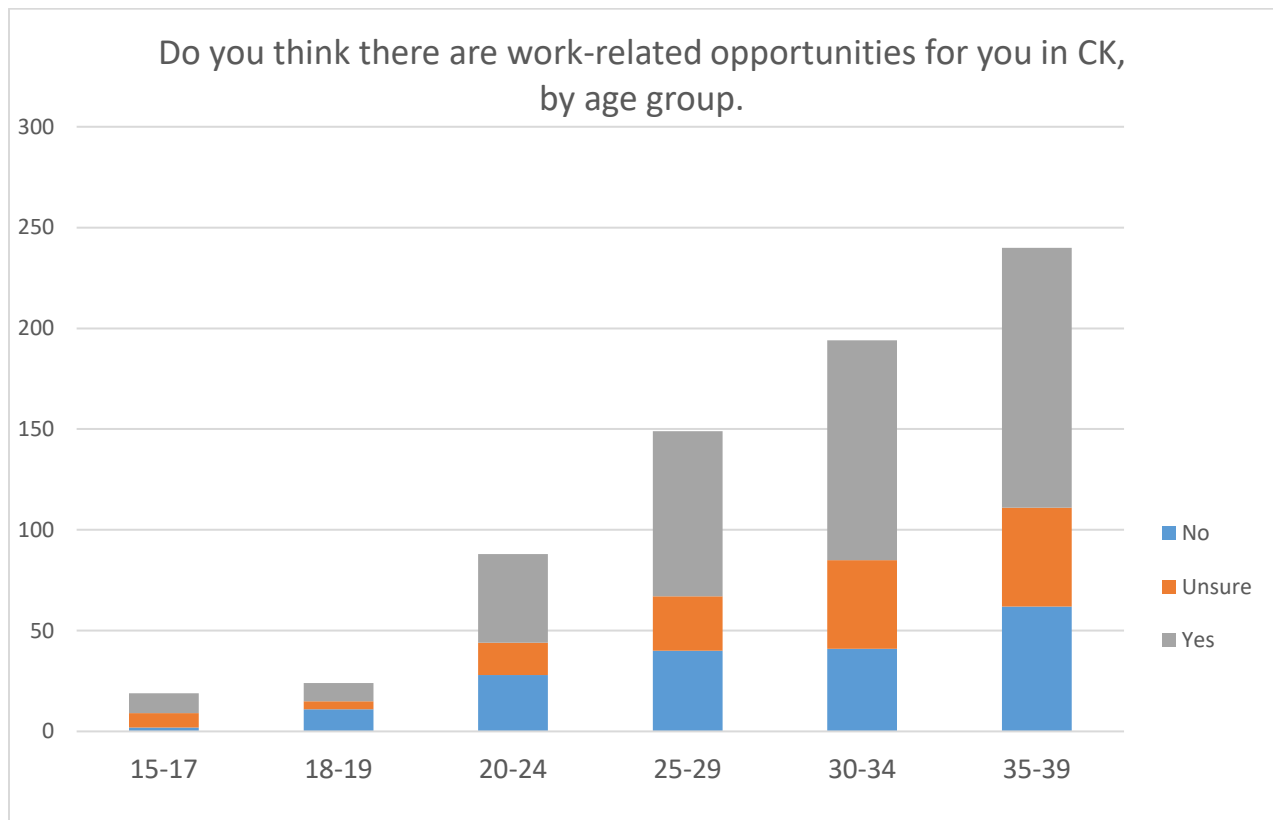




Do you think there are work-related opportunities for you in CK?

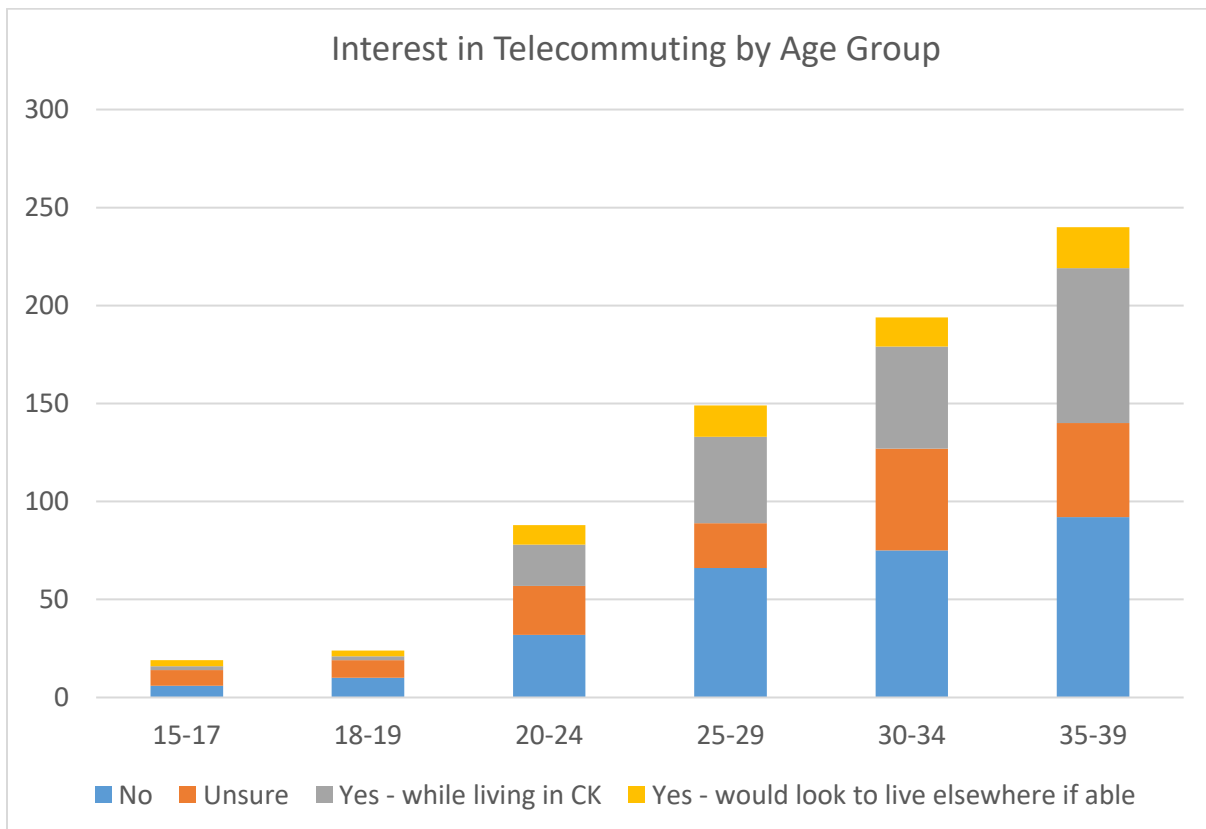
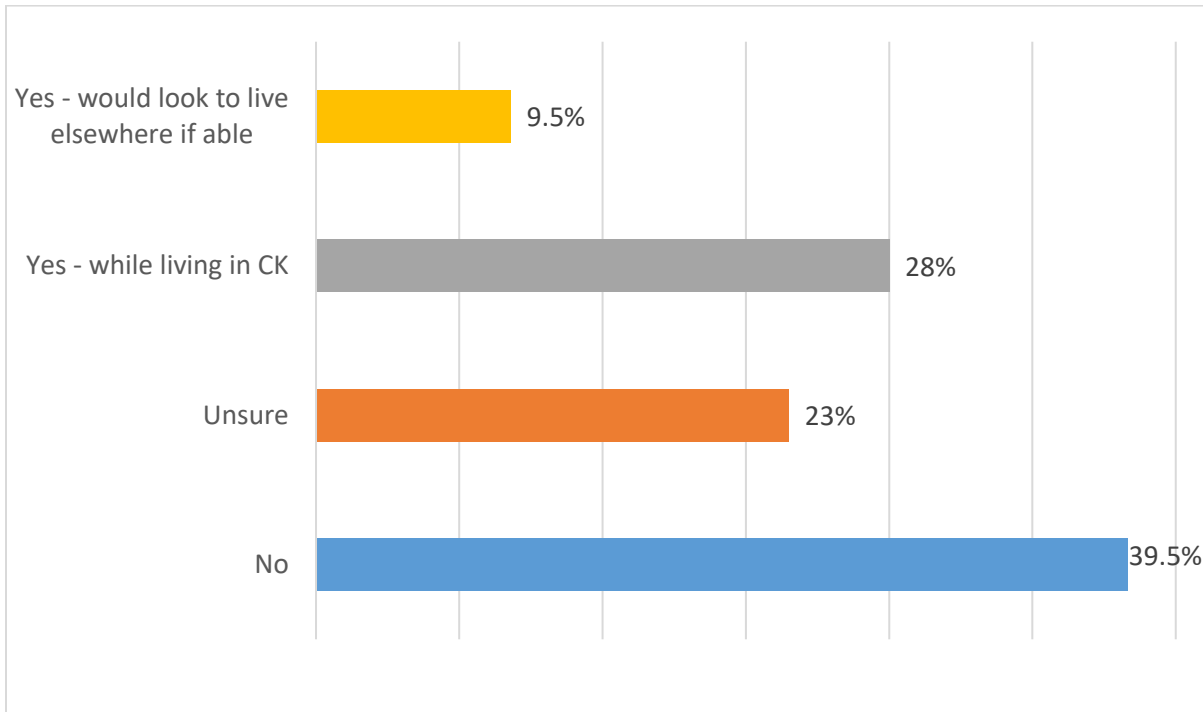


- In 2017, 41% of young people reported they thought there were employment opportunities for them in Chatham-Kent, 33% said maybe, and 26% said no
 - Unexpectedly, more young people after the start of Covid-19 are reporting optimism about employment opportunities in Chatham-Kent
 - However, there is continued feedback on limited opportunities including for on-the-job-training, entry level roles, and high paying roles.



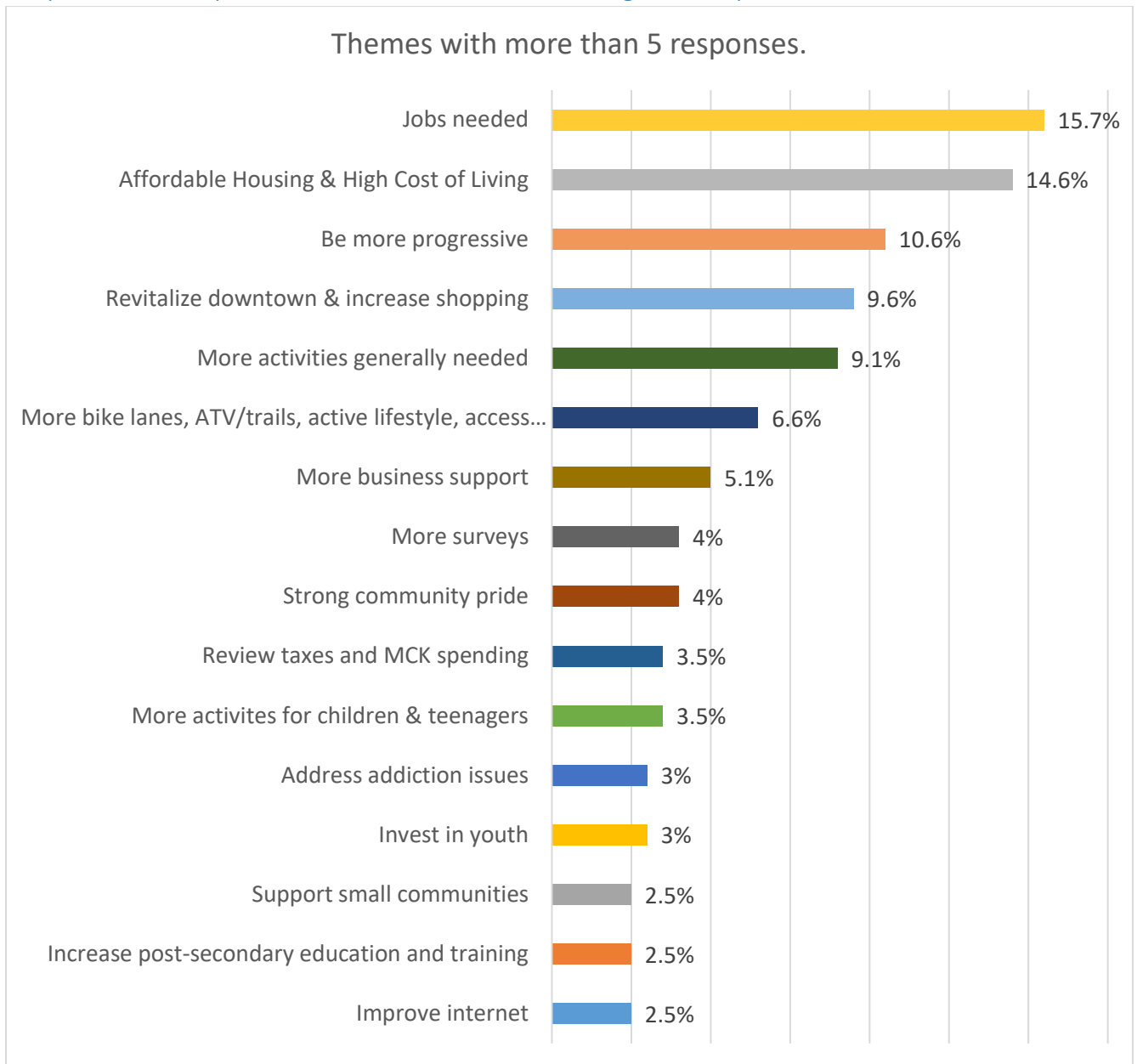


Are you be interested in the opportunity of telecommuting?





Responses to “Any other feedback not covered” - organized by theme.



Other feedback shared:

- Address homelessness 4
- Family friendly community 3
- Moving away 2
- Remote work opportunities 2
- Share results of survey 2



- Transportation improvements 2
- Create app for policy voting 1
- Childcare needed 1
- Clean up the city 1
- Commute is long 1
- Good work on homelessness locally 1
- Increase community pride 1
- Less progressive community 1
- Live more simply 1
- Make community better 1
- Municipal Career profile needs updating 1
- Middle class lacking 1
- Police and youth relationships need improving 1
- Prefer urban settings 1
- Promote those contributing to community 1
- Strengthen Prosperity Roundtable connection 1
- Retirement too much of a focus 1
- Safe community 1
- Sons of Kent rocks 1
- Too much focus on sports 1
- Unsafe 1
- Encourage young people to vote 1