

Chatham-Kent Survey of Young People (15-39 years)

Results Findings

August 2012



Community Development

Youth Retention and Immigration Division

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Chatham-Kent Survey of Young People (15-39 years)

Speak Up, We're Listening...This is What You Said!

First Data Release

Chatham-Kent's young people spoke up in style and returned a phenomenal 1,092 responses to the Chatham-Kent Survey of Young People. In comparison to response rates for similar surveys in other jurisdictions, this was a particularly successful survey – we sincerely thank all of the young people who took the time to complete it.

Young people living in or connected to Chatham-Kent have a lot to say. The mix of quantitative and qualitative information has provided a rich data set. Having taken the time to express their opinions, it is essential that young people's opinions are now publicised, explored, and acted upon.

Key Survey Findings

- The 30-34 year age group provided the largest number of responses, followed by 25-29, 35-39, 20-24, and 15-19
- Females provided 62.5% of the responses
- The 15-39 demographic uses email, websites, Facebook and face-to-face meetings to receive or access information
- 76% of respondents cited FAMILY as the #1 reason for living in CK
- The # 1 reason for not living in CK is EMPLOYMENT
- When choosing where to live, EMPLOYMENT or SELF EMPLOYMENT opportunities are VERY IMPORTANT, followed by AFFORDABILITY and GREAT SAFE PLACE TO RAISE CHILDREN
- DINING OUT is the most popular leisure time activity, followed by MOVIES, EXERCISE & FITNESS, and SHOPPING
- The top leisure activities that young people could not do without are related to exercise and outdoor recreation
- Most age groups (aside from those age 20-24) feel that CK offers sufficient leisure opportunities
- In terms of promoting CK to a network of friends, 52.4% choose not to
- When asked if they would like to stay in CK, of those currently living here, 52.3% responded with a YES, and 29% responded MAYBE
- Of those residing outside CK, 23.7% would consider living here in the future and 38.7% might consider it
- Regardless of where they live or what they do in the future, 84.4% of respondents wish to remain connected to Chatham-Kent

The opinions expressed are thoughtful and specific, uplifting and sobering, but most of all, they are truthful and brutally honest. It is crucial therefore that the information gathered is used to address the key topics and burning issues raised by young people.

So what are the key topics/burning issues?

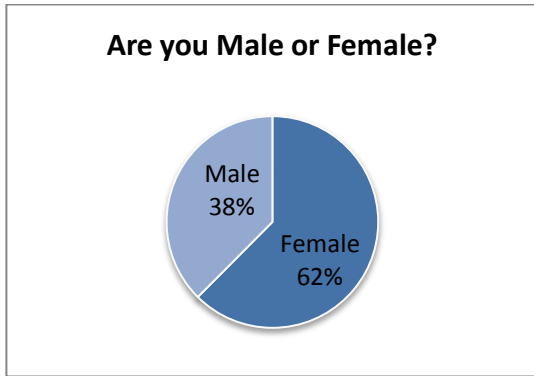
Employment: Employment/Self Employment is the number one reason for choosing where to live. Forefront in opinions was the lack of employment opportunities for young people in CK. Jobs, employment, economic growth and the spin off opportunities were the single most frequently mentioned areas in the survey. Regardless of the question's topic, young people focused on jobs and the lack of employment opportunities, especially for those with higher education. Without entry level jobs for new graduates, many felt that larger centres offered better post-graduation opportunities. However, CK appeared to offer reasonable opportunities for those with experience, especially when combined with changing priorities associated with finding a place to put down roots, buy a house, or raise a family.

How CK perceives young people: Many respondents expressed frustration with the lack of a forum for making their opinions known, heard, and acted upon. Many expressed frustration with the extent to which their opinions did not seem to count. The idea that CK is not open to new ideas or to the opinions of young people, and that young people were only valued for their ability to address a population decline were recurring themes. Young people want more say in the decisions that impact CK and, ergo, their future.

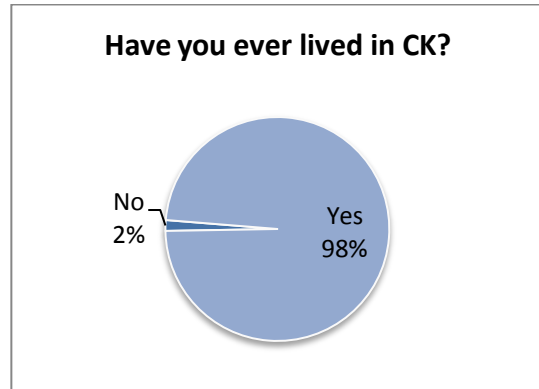
Family life: Chatham-Kent is perceived by many to be a great place for starting and raising a family. Affordability, education, recreation activities, and the sense of community all appear to be key factors in the decision to stay/return when raising a family.

Connections to Chatham-Kent: The majority of young people currently living in CK responded with a "Yes or Maybe" when asked whether they would like to stay. Furthermore, regardless of where young people live and what they do in the future, 84% would like to remain connected to Chatham-Kent. What is encouraging about this finding is that young people are connected to CK – while they may currently live elsewhere or may move elsewhere, CK's young people want to know what is going on here. If the "what's going on" is related to employment opportunities (being the #1 reason for choosing where to live), CK stands a reasonable chance of attracting young people.

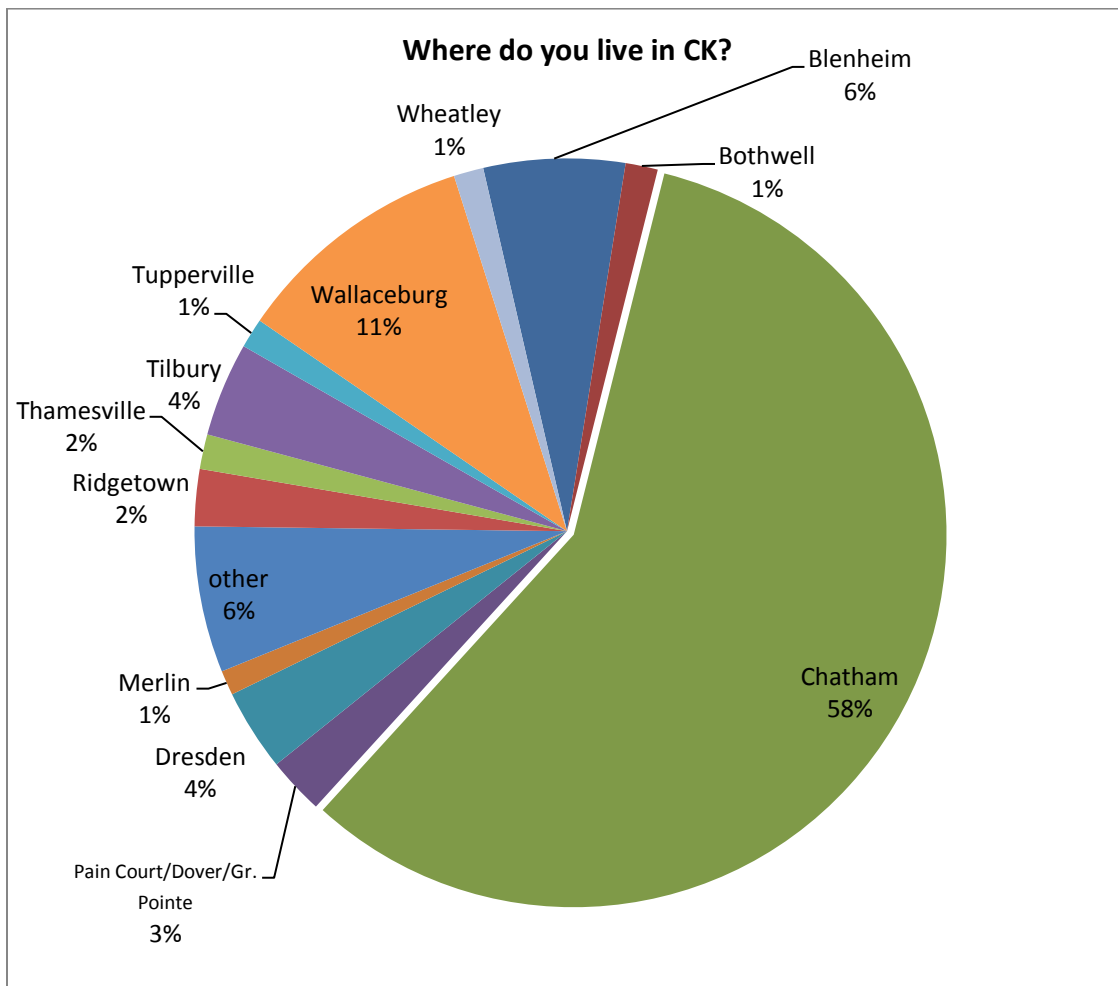
Q1. Are you Male or Female?



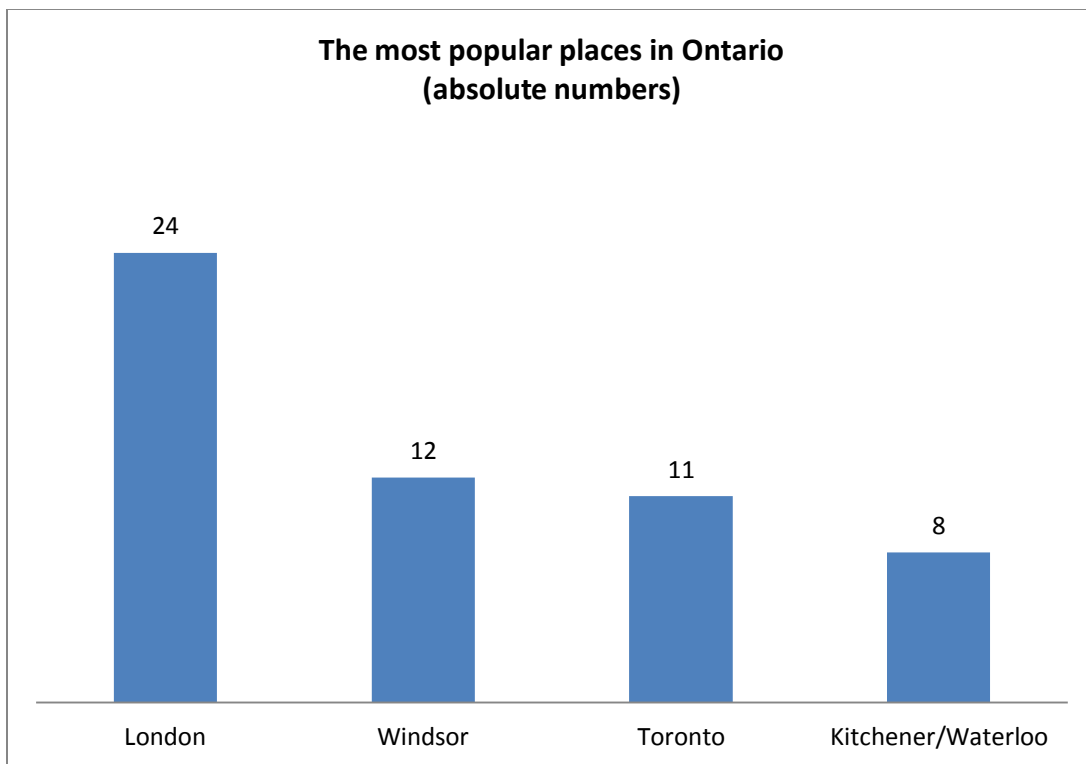
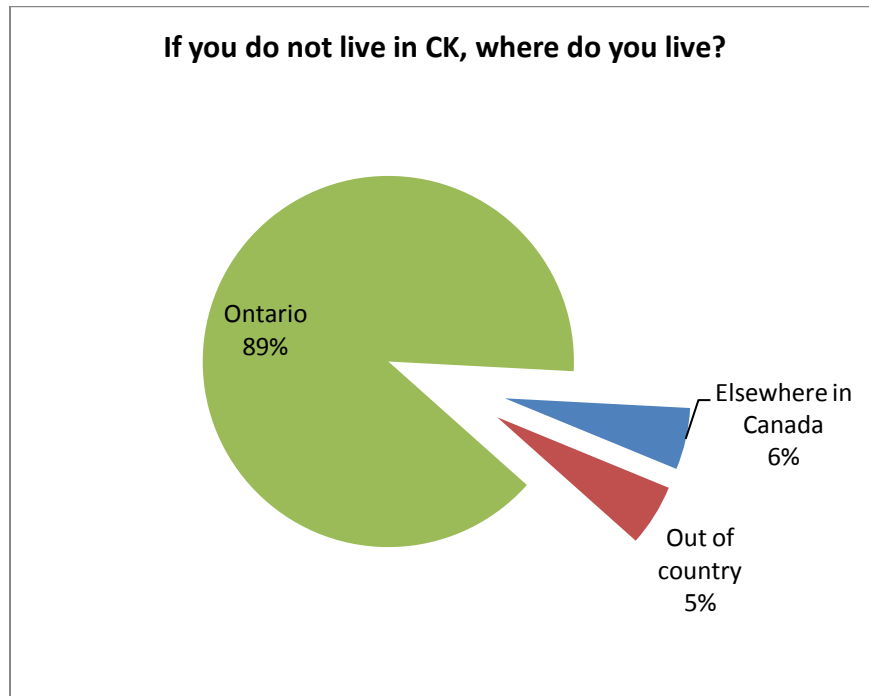
Q2. Have you ever lived in CK?



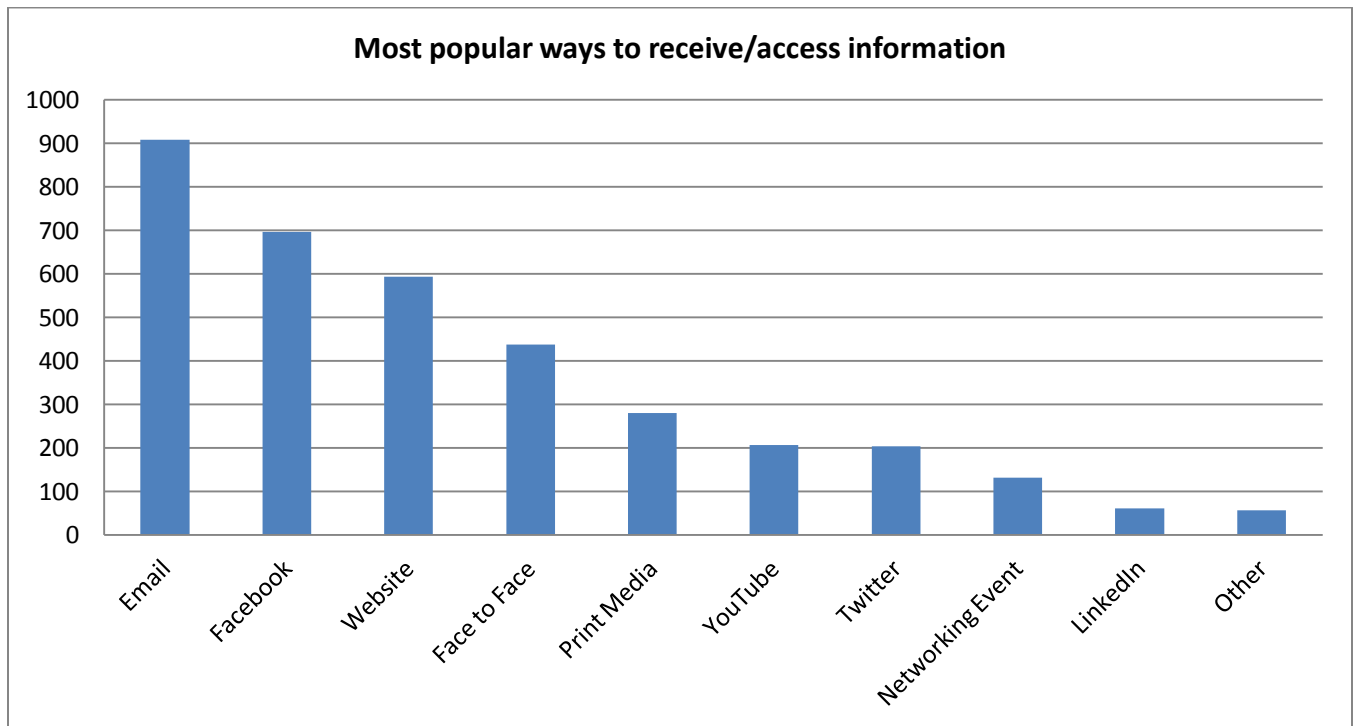
Q3. If you live in CK now, what is the name of the city/town/village where you live?



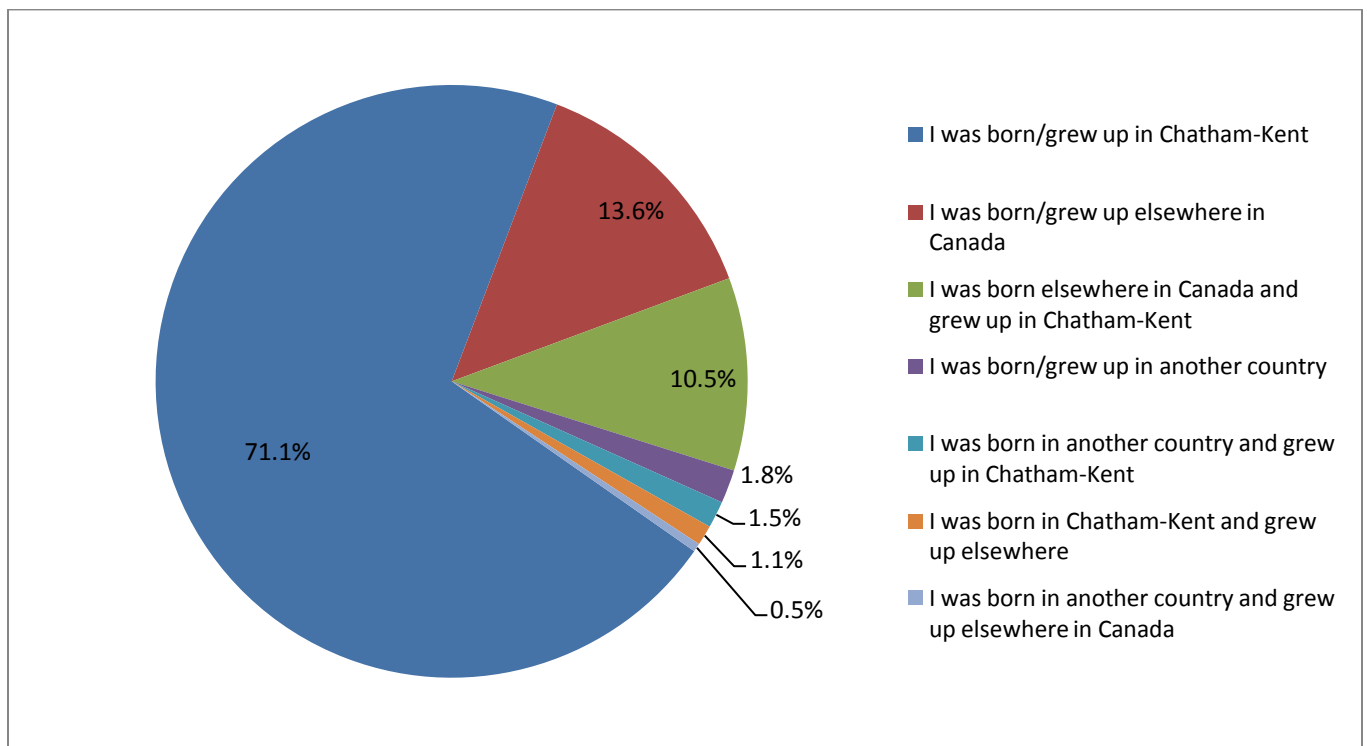
Q4. If you DO NOT live in Chatham-Kent, what is the name of the city/town/village where you live?



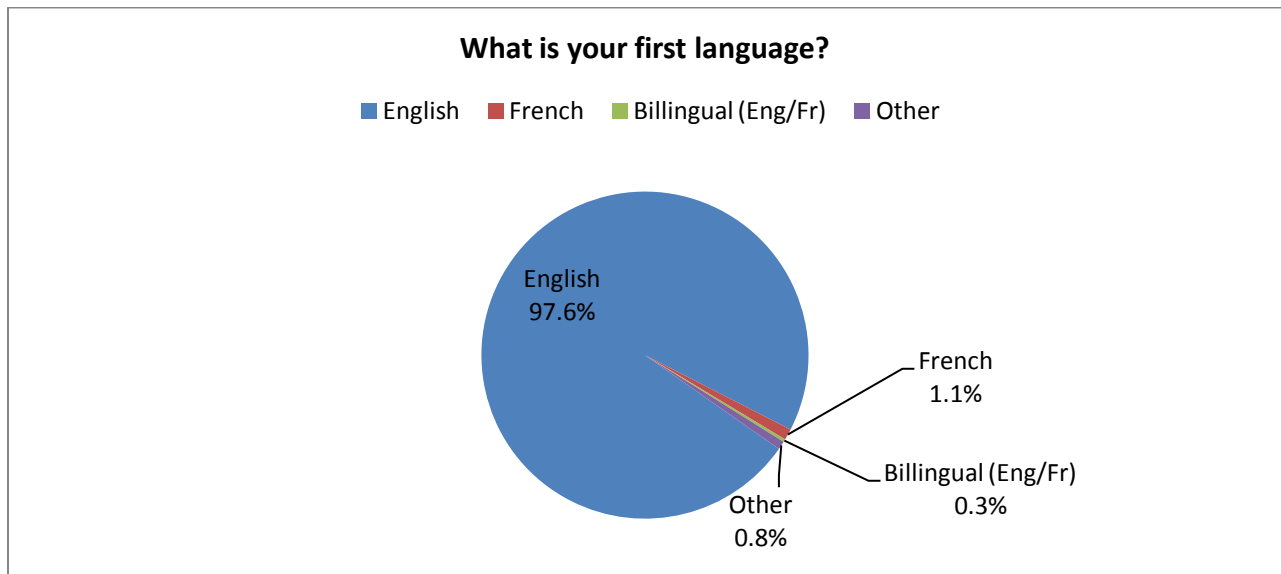
Q5. How do you like to receive/access information?



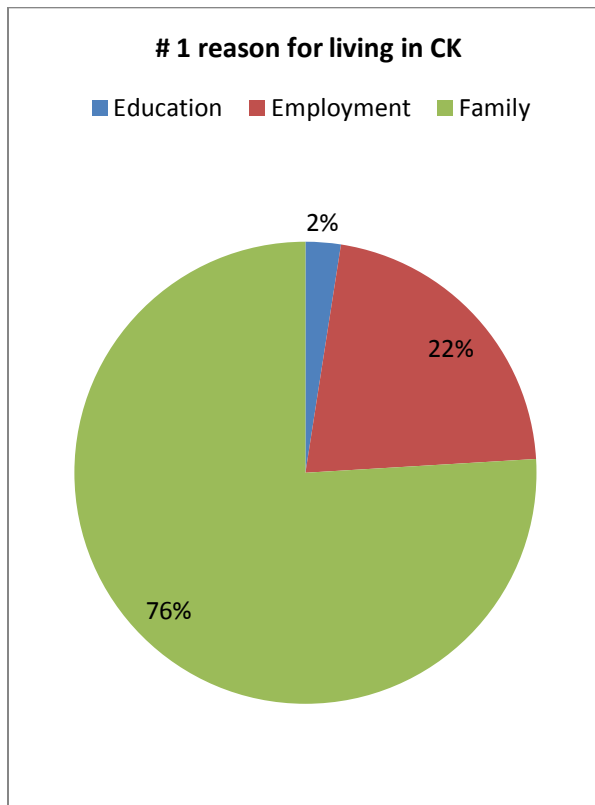
Q6. Where were you born/where did you grow up? Please choose the option that best describes your situation.



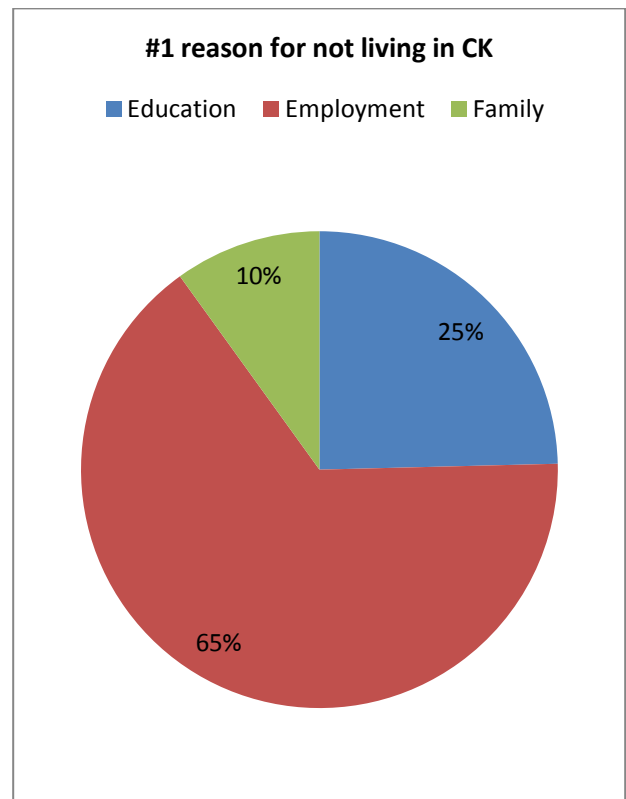
Q7. What is your first language?



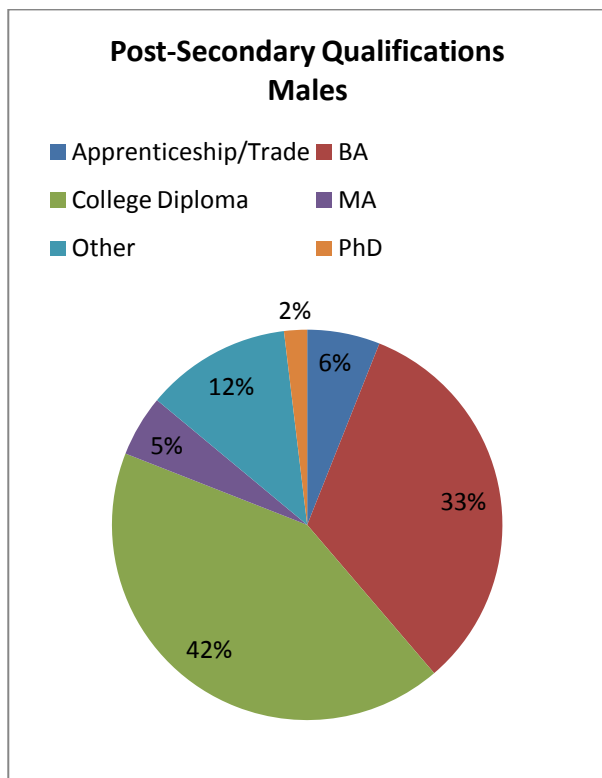
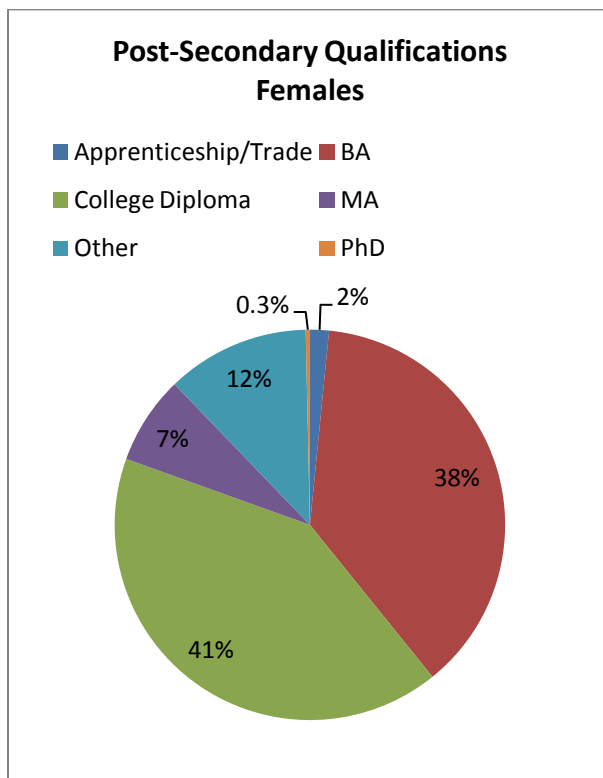
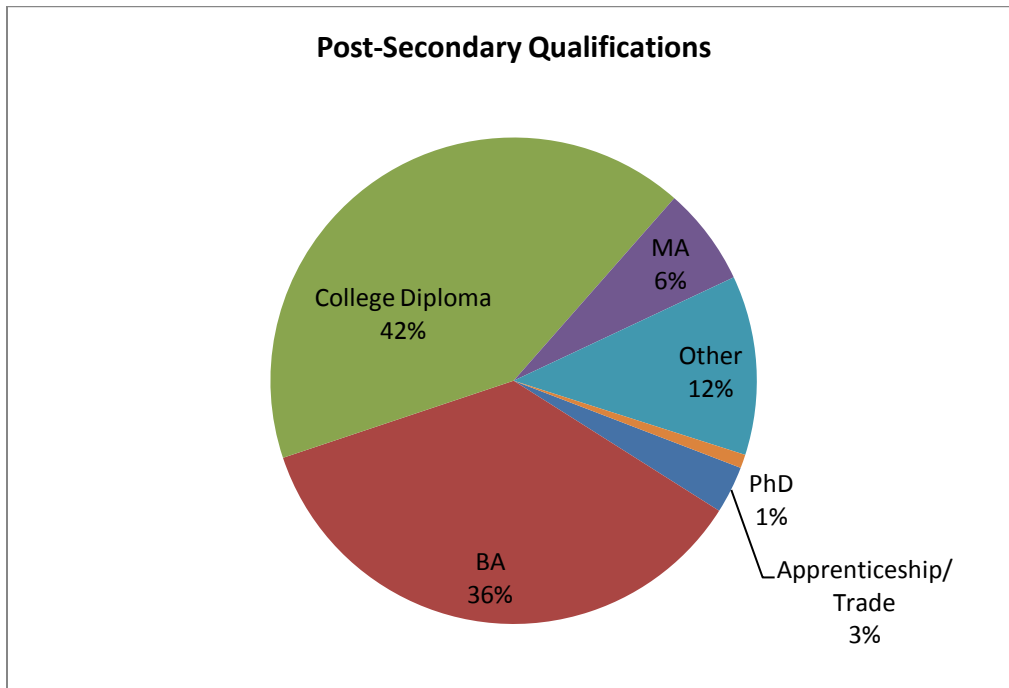
Q8. If you live in Chatham-Kent, what is your Number 1 reason for living here?



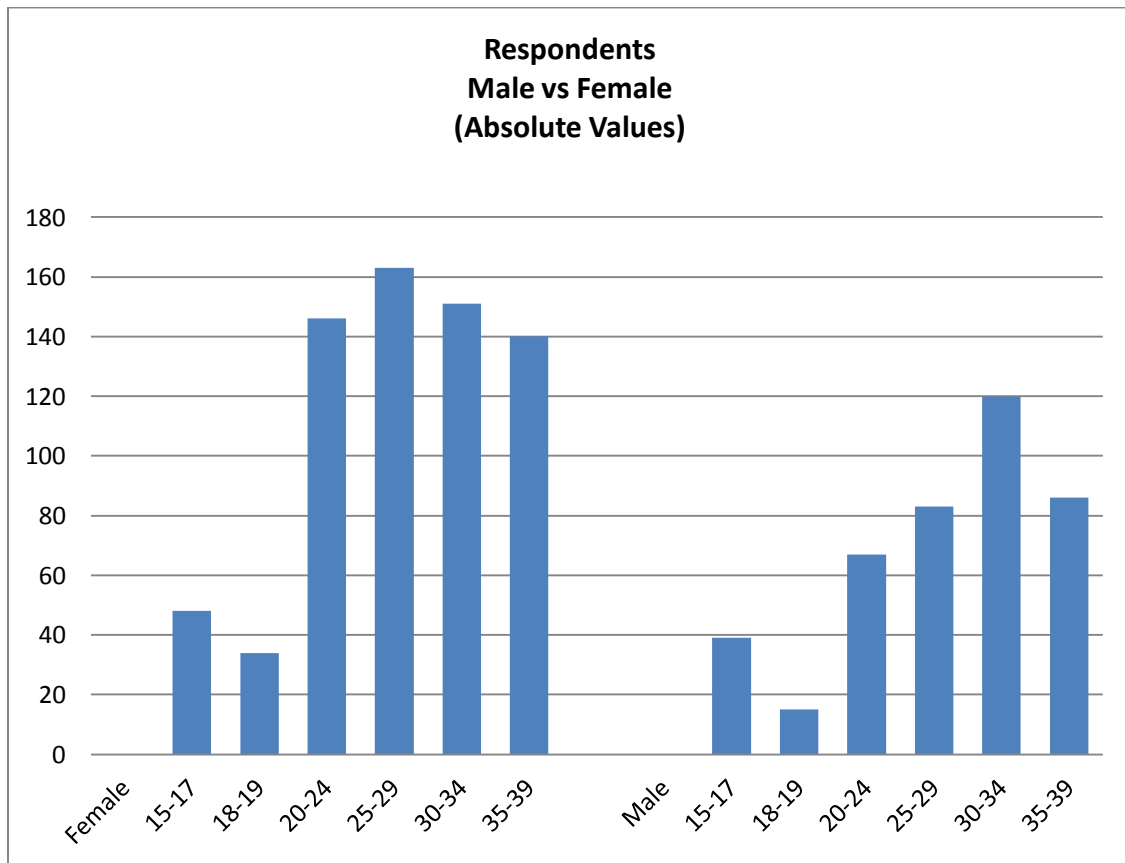
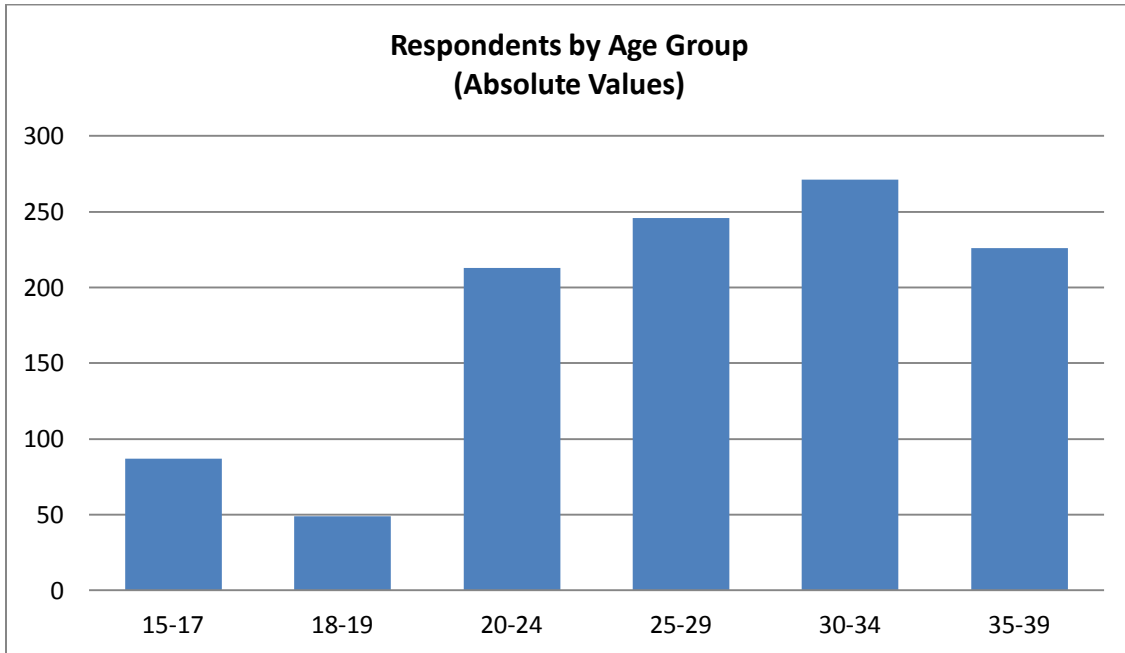
Q9. If you do not live in Chatham-Kent, what is your Number 1 reason for not living here?



Q10. If you attended post-secondary education, what is the highest qualification you currently hold?



Q11. What is your age group?



FINDINGS BY AGE GROUP

15-17 YEARS OF AGE

- 98.8% are completing High School
- Of those not in High School, 75% are employed and 25% are unemployed
- 98.8% plan to pursue post-secondary education
- **Post-secondary education plans:**
 - 72.8% University
 - 21% College
 - 6.2% apprenticeship/trade
- **What I intend to study is...**
 - Clear to me – 54.2%
 - A little unclear – 39.8%
 - Very unclear – 6.0%
- **I plan to pursue post-secondary education in Chatham-Kent**
 - Yes – 9.9%
 - No – 90.1%
- **If you are not planning to attend post-secondary education, are you looking for fulltime employment?**
 - Yes – 63.6%
 - No – 36.4%
- **I feel that there are jobs for me in Chatham-Kent**
 - Yes – 27.3%
 - No – 72.7%
- **I would like to run my own business someday**
 - Yes – 27.3%
 - No – 71.4%
 - I currently run my own business – 1.3%

18-19 YEARS OF AGE

- **I have completed my High School Education** Yes – 83.0%
I have not graduated yet – 17%
- **I am pursuing post-secondary education** Yes – 93.5%
No, not at this time – 6.5%
- **I can see employment opportunities in Chatham-Kent in this field of study:**
Yes – 29.5%
Maybe – 43.2%
No - 27.3%
- **I am attending post-secondary in Chatham-Kent**
Yes – 13.6%
No, outside CK – 81.8%
Other (e.g. online) – 4.5%
- **If you are not pursuing your studies are you...?**
Employed – 57.1%
Self-employed – 14.3%
Unemployed – 28.6%
- **I plan to pursue post-graduate studies**
Yes – 46.7%
Maybe – 44.4%
No – 8.9%
- **I feel that there are work-related opportunities for me in Chatham-Kent**
Yes – 59.1%
No – 40.9%
- **I would like to run my own business someday**
Yes – 19.5%
No – 78.0%
I currently run my own business – 2.4%

20-24 YEARS OF AGE

- **I am pursuing post-secondary education**
 - Yes – 64.0%
 - No – 36.0%
- **I can see myself working in Chatham-Kent in this field of study**
 - Yes – 23.9%
 - Maybe – 43.3%
 - No – 32.8%
- **I am attending post-secondary in Chatham-Kent**
 - Yes – 6.9%
 - No, outside CK – 82.6%
 - Other (e.g. online) – 10.4%
- **If you have completed post-secondary education, are you?**
 - Employed – 72.2%
 - Self-employed – 3.2%
 - Looking for work – 21.6%
- **If you are employed, how closely does your current work relate to your field of study?**
 - Very closely related - 44.2%
 - Somewhat related – 28.3%
 - Not related at all – 23.9%
 - N/A, I did not pursue post-secondary – 3.6%
- **I plan to pursue post-graduate studies**
 - Yes – 32.8%
 - Maybe – 46.1%
 - No – 21.1%
- **I feel that there are work-related opportunities for me in Chatham-Kent**
 - Yes – 41.3%
 - No – 58.7%
- **I would like to run my own business someday**
 - Yes – 35.5%
 - No – 60.1%
 - I currently run my own business – 4.4%

25-29 YEARS

- **Are you?**
 - Employed – 81.6%
 - Self Employed – 7.5%
 - Pursuing post secondary education – 3.3%
 - Looking for work – 7.5%
- **If you are employed, how closely does your current work relate to your field of study?**
 - Very closely related - 59.9%
 - Somewhat related – 18.0%
 - Not related at all – 18.9%
 - N/A, I did not pursue post-secondary – 3.2%
- **If you have completed post-secondary education, are you planning to pursue post-graduate studies?**
 - Yes – 26.0%
 - Maybe – 40.4%
 - No – 33.7%
- **I feel that there are work-related opportunities for me in Chatham-Kent**
 - Yes – 45.6%
 - No – 54.4%
- **I would like to run my own business someday**
 - Yes – 27.4%
 - No – 62.0%
 - I currently run my own business – 10.7%

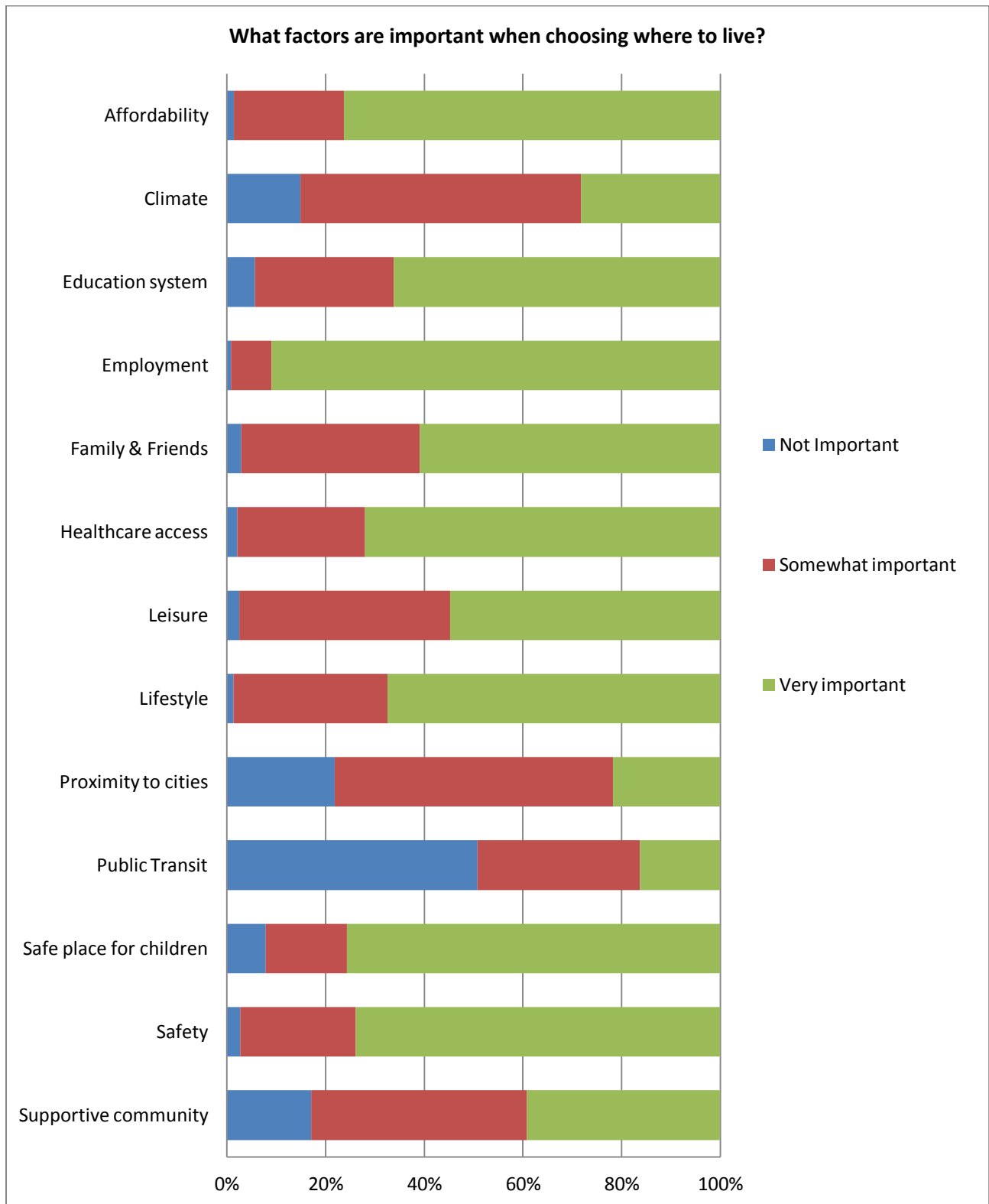
30-34 YEARS

- **Are you?**
 - Employed – 77.9%
 - Self Employed – 14.1%
 - Pursuing post secondary education – 1.5%
 - Looking for work – 6.5%
- **If you are employed, how closely does your current work relate to your field of study?**
 - Very closely related – 63.5%
 - Somewhat related – 14.9%
 - Not related at all – 16.2%
 - N/A, I did not pursue post-secondary – 5.4%
- **If you have completed post-secondary education, are you planning to pursue post-graduate studies?**
 - Yes – 17.9%
 - Maybe – 34.9%
 - No – 47.2%
- **I feel that there are work-related opportunities for me in Chatham-Kent**
 - Yes – 49.2%
 - No – 50.8%
- **I would like to run my own business someday**
 - Yes – 33.2%
 - No – 55.1%
 - I currently run my own business – 11.7%

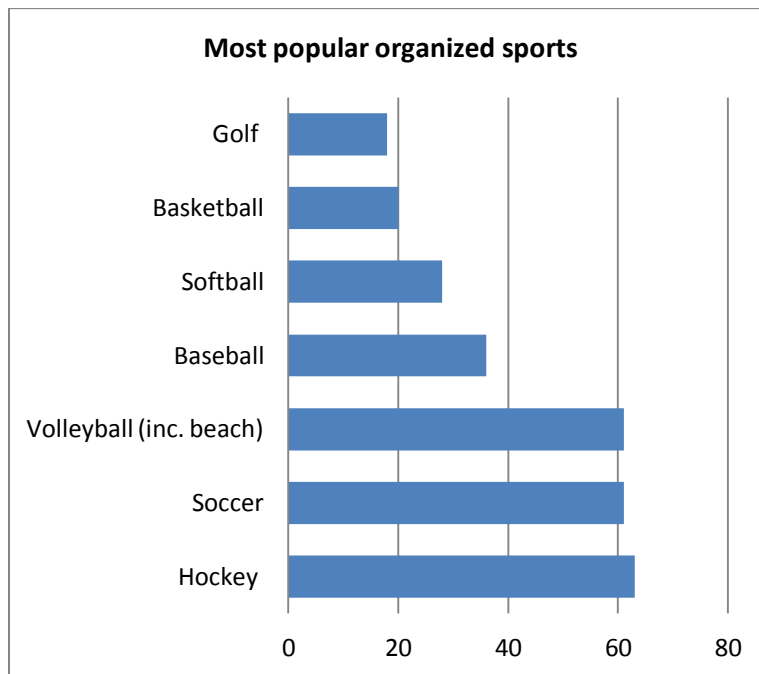
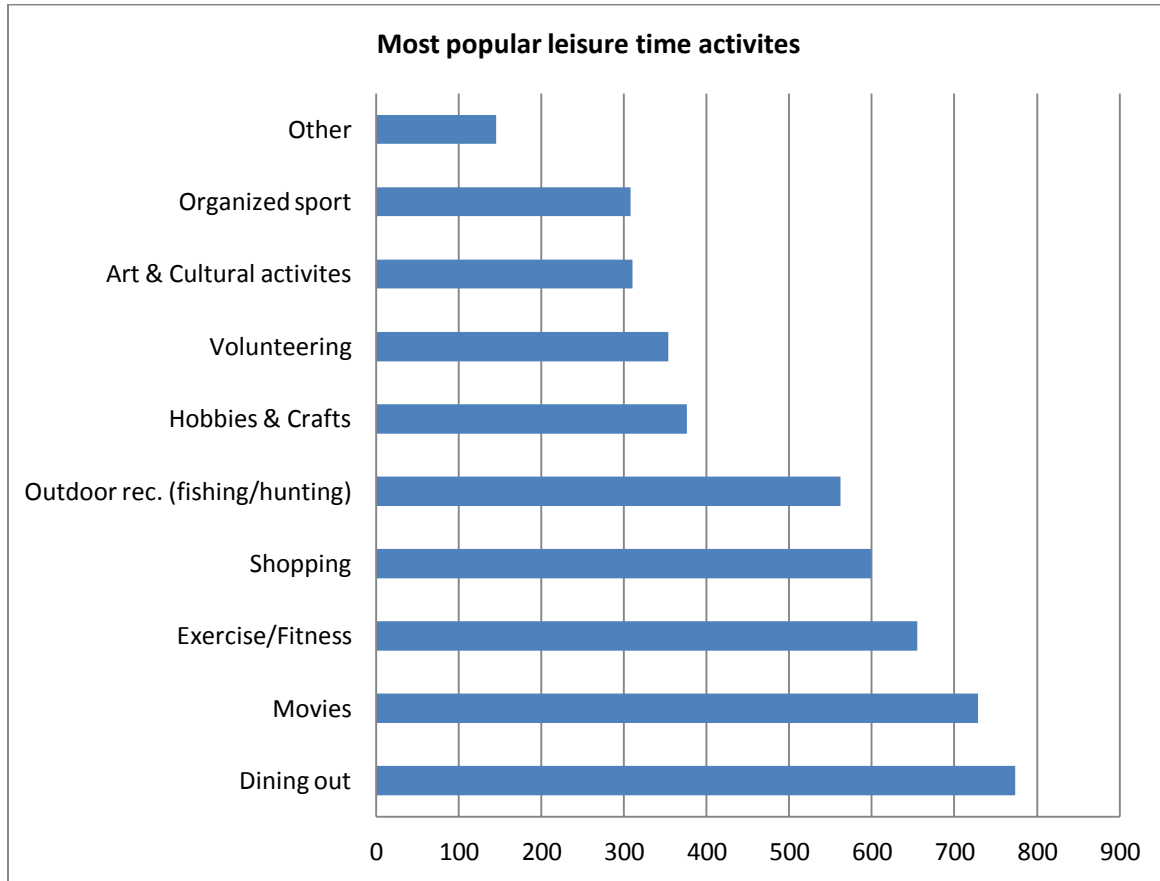
35-39 Years

- **Are you?**
 - Employed – 76.3%
 - Self Employed – 14.2%
 - Pursuing post secondary education – 1.8%
 - Looking for work – 7.8%
- **If you are employed, how closely does your current work relate to your field of study?**
 - Very closely related - 46.0%
 - Somewhat related – 23.7%
 - Not related at all – 25.3%
 - N/A, I did not pursue post-secondary – 5.1%
- **If you have completed post-secondary education, are you planning to pursue post-graduate studies?**
 - Yes – 11.9%
 - Maybe – 28.9%
 - No – 59.3%
- **I feel that there are work-related opportunities for me in Chatham-Kent**
 - Yes – 54.9%
 - No – 45.1%
- **I would like to run my own business someday**
 - Yes – 29.9%
 - No – 52.3%
 - I currently run my own business – 17.8%

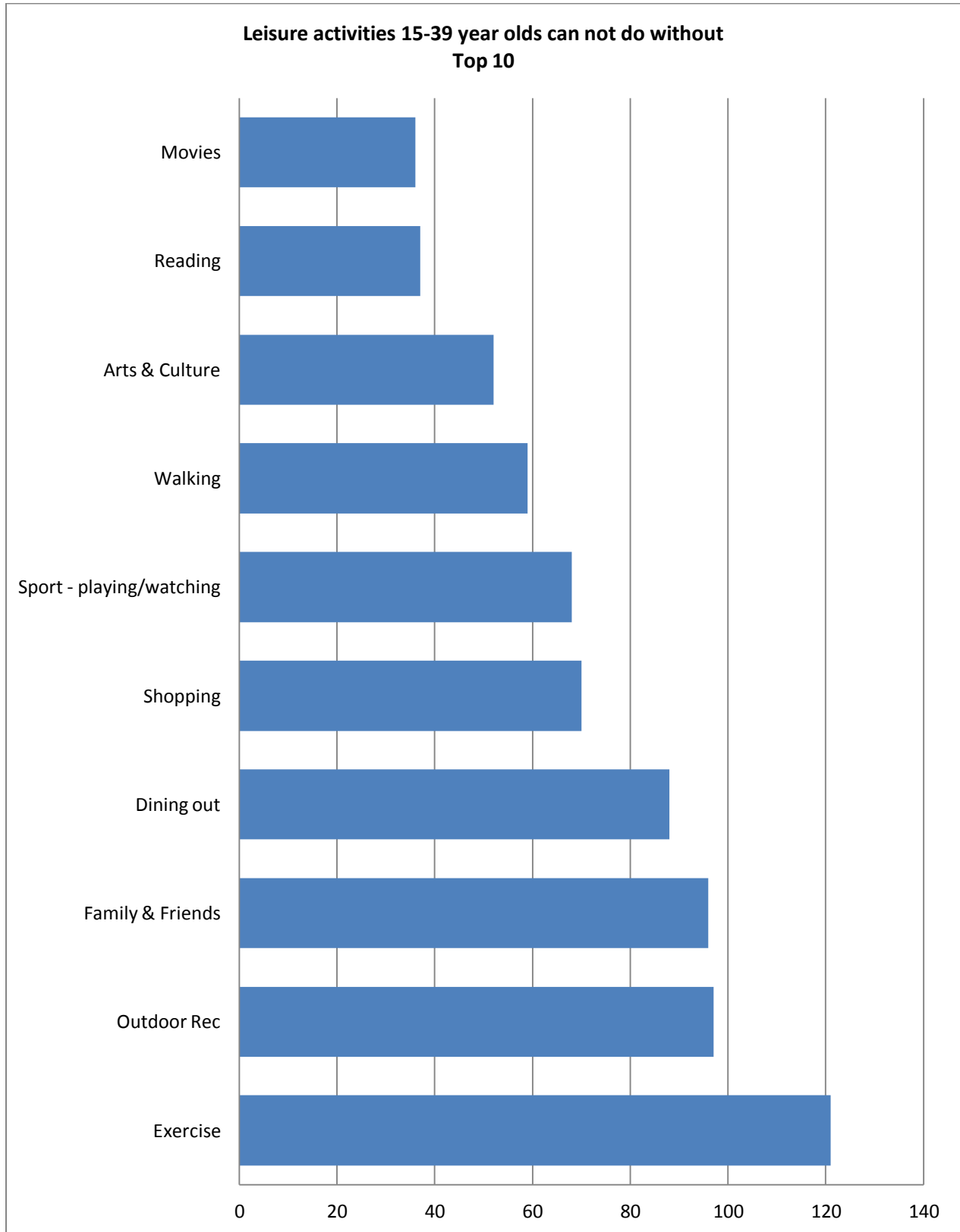
Q52. When choosing where to live - how important are the following?



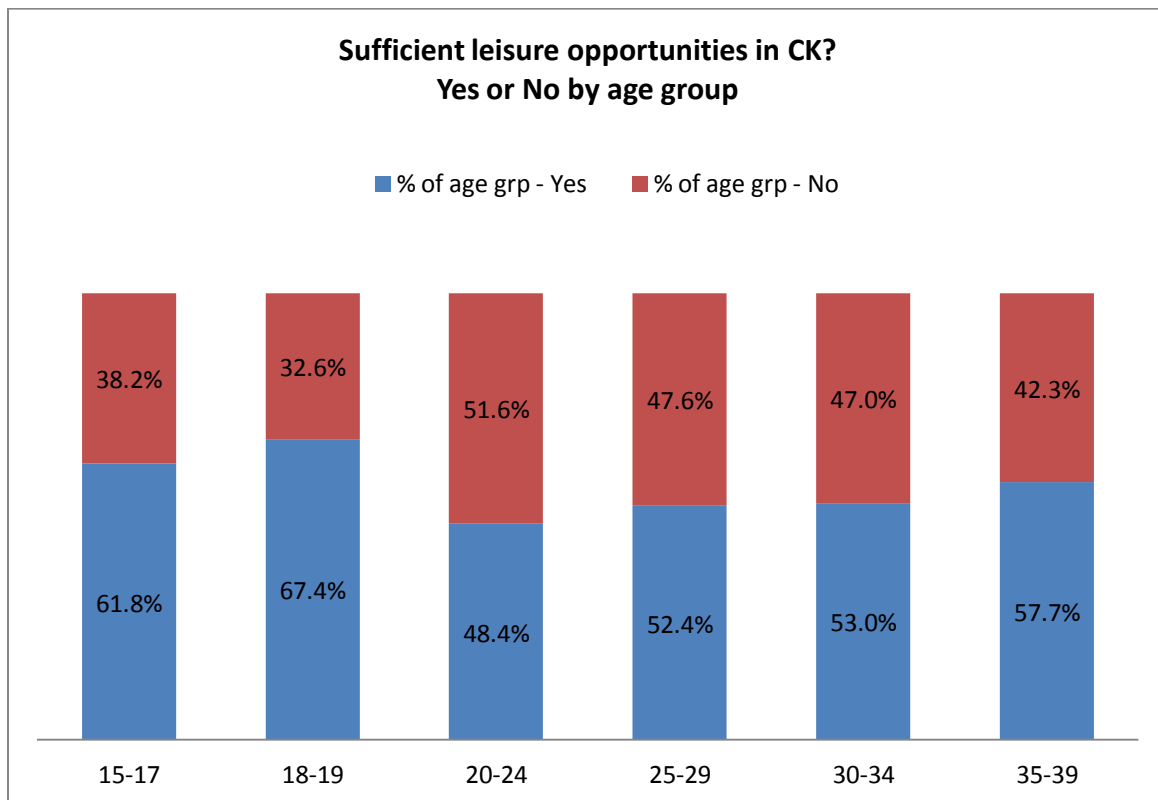
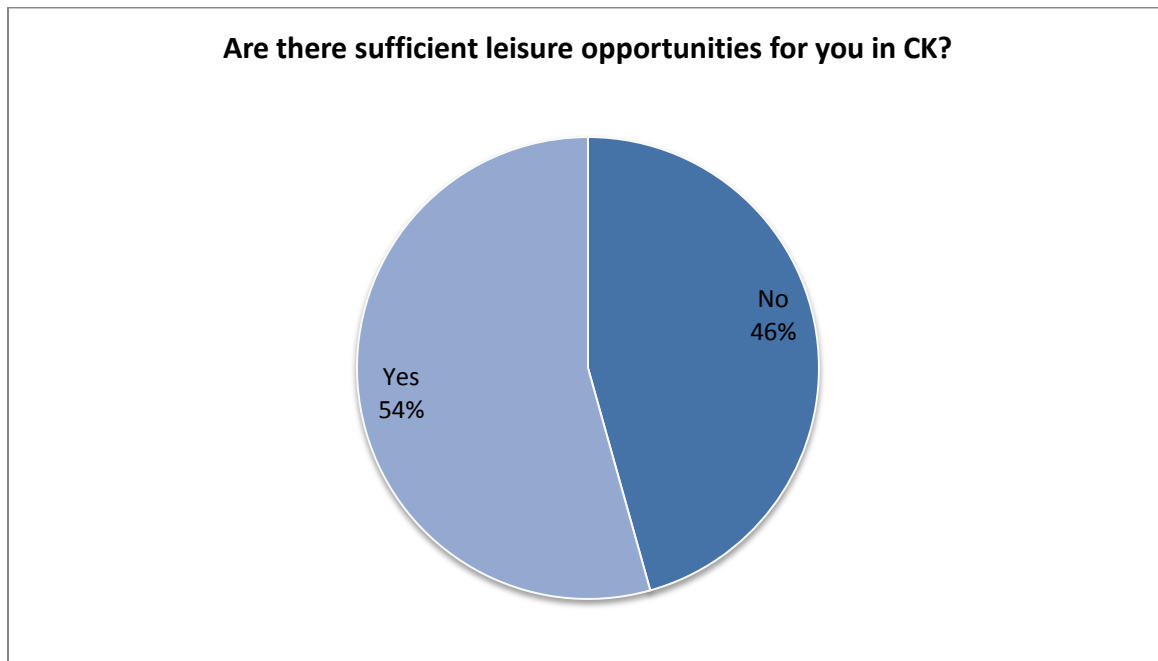
Q53. In my leisure time, I like to do the following--check all that apply



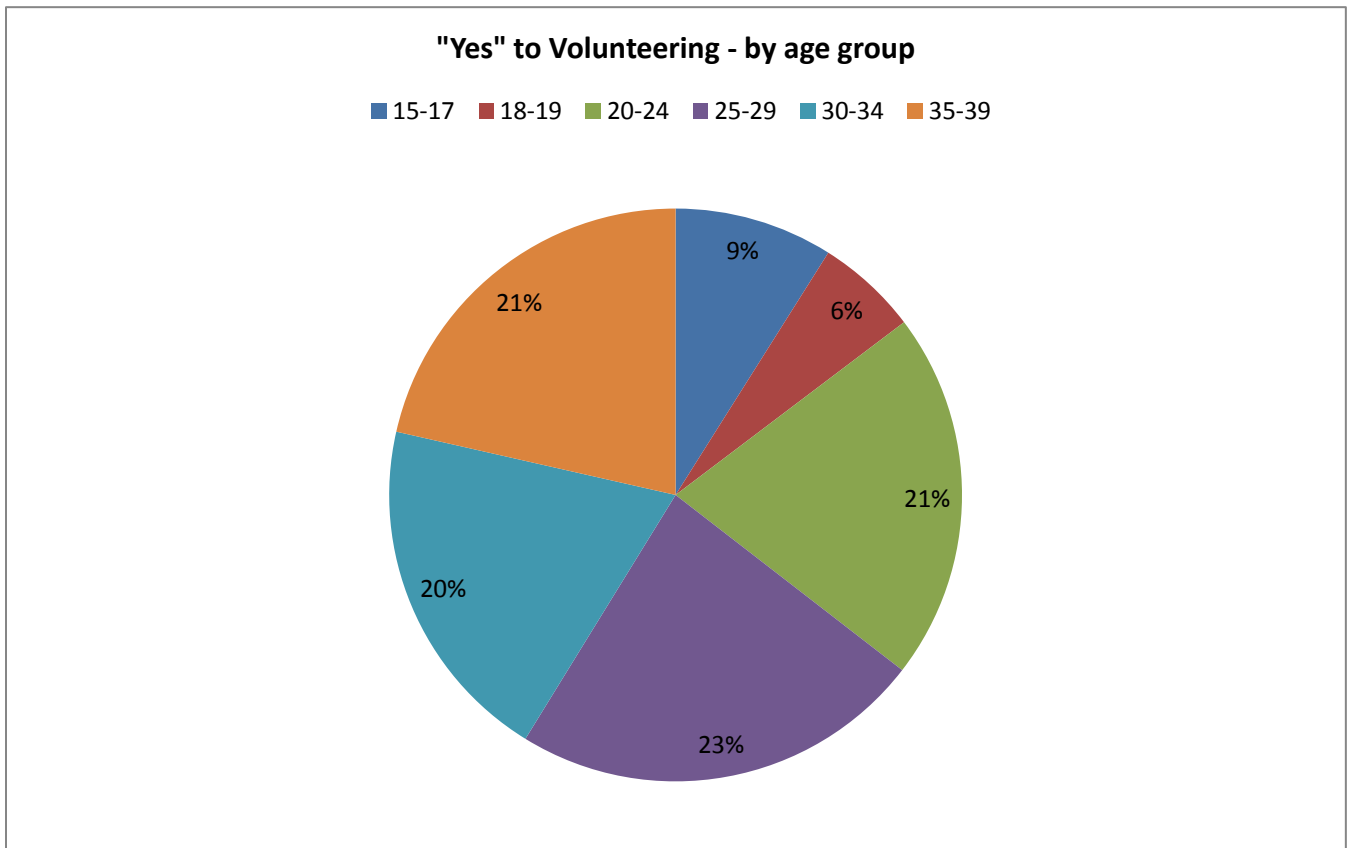
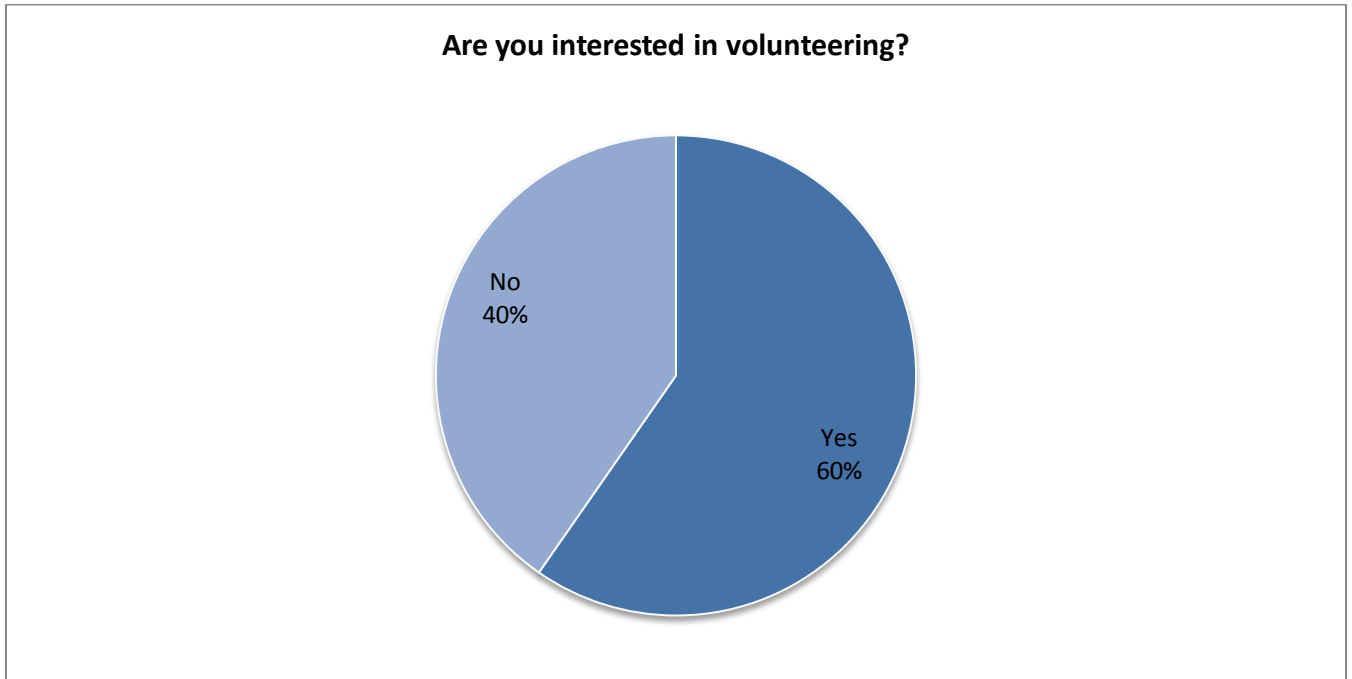
Q54. The one leisure activity I could not do without is...



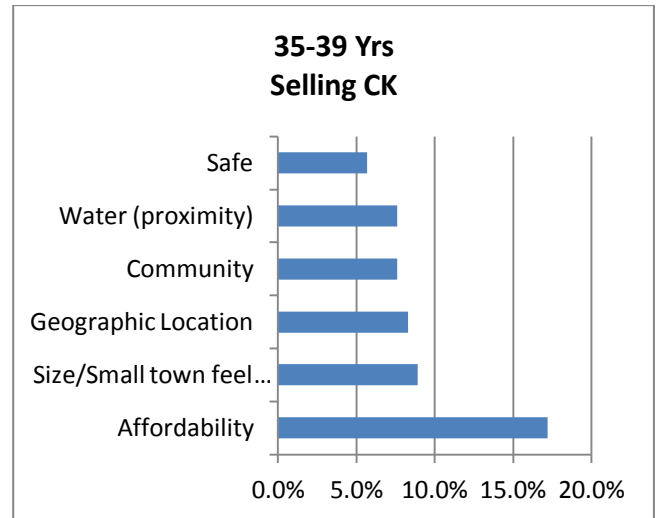
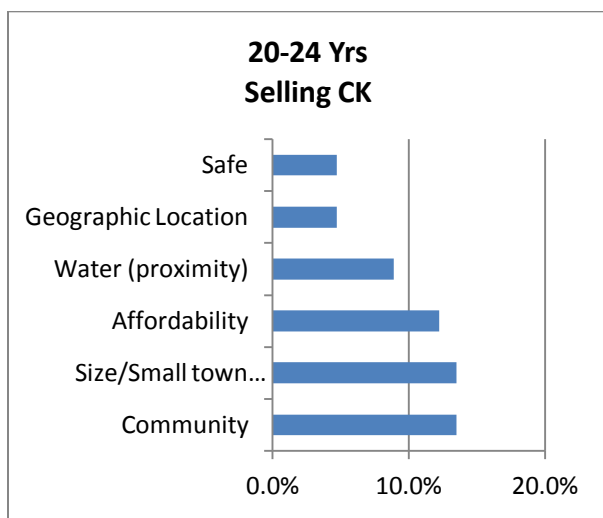
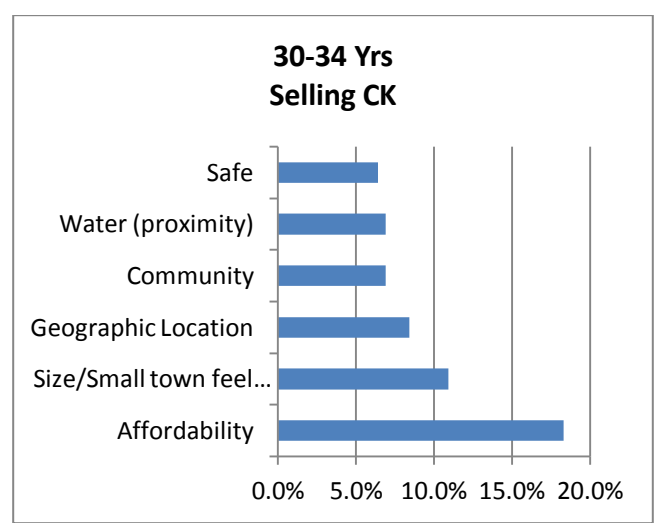
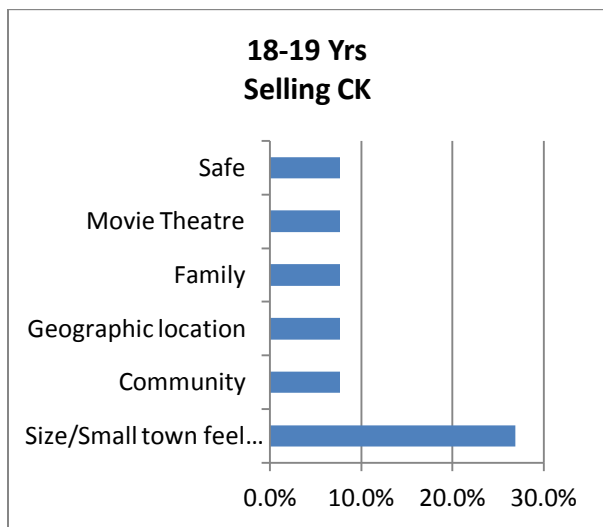
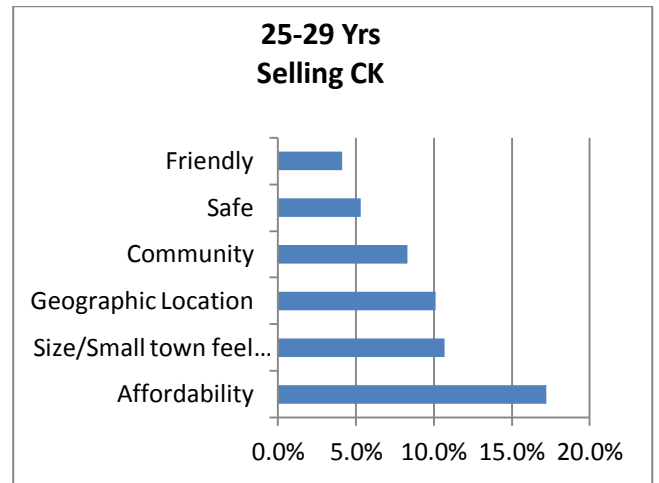
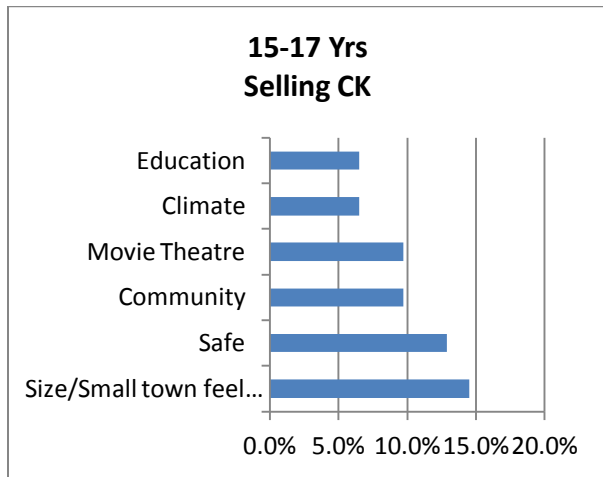
Q55. Are there sufficient leisure opportunities for you in CK?



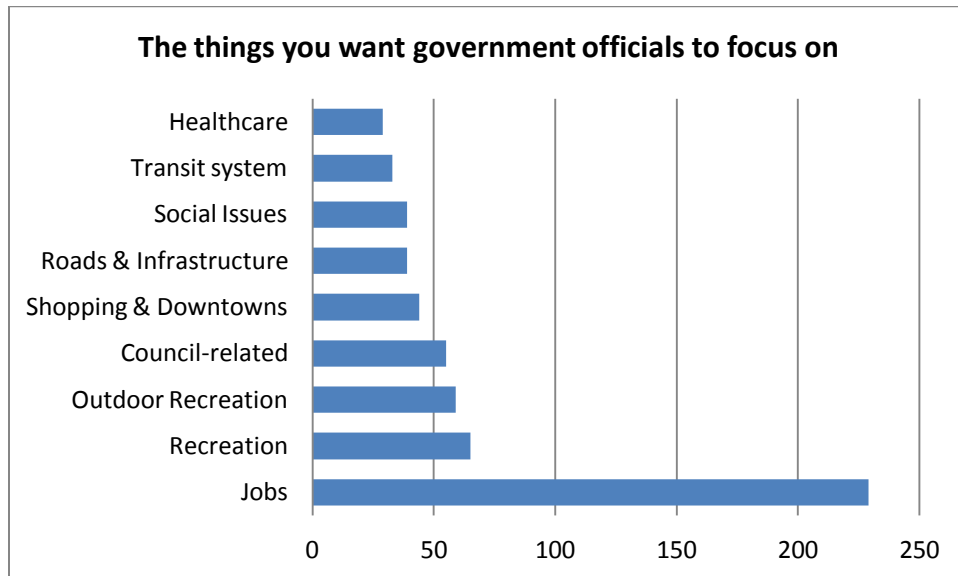
Q56. I am interested in volunteering



Q57. Imagine that you are selling Chatham-Kent to a friend. What three (3) things do you like best?



Q58. You have a meeting with a government official. What three (3) things would you like to see improved in Chatham-Kent?



Comments

Jobs: *“More entry level employment opportunities for university graduates”*
“The availability of jobs - assistance with luring jobs to our city”

Recreation: *“More family oriented events, especially in the winter”*
“Leisure paths for biking, walking - need a larger system to cross all cities”

Council-related: *“Equal distribution of municipal budget amongst the towns and communities”*
“Community cohesiveness between towns/villages”

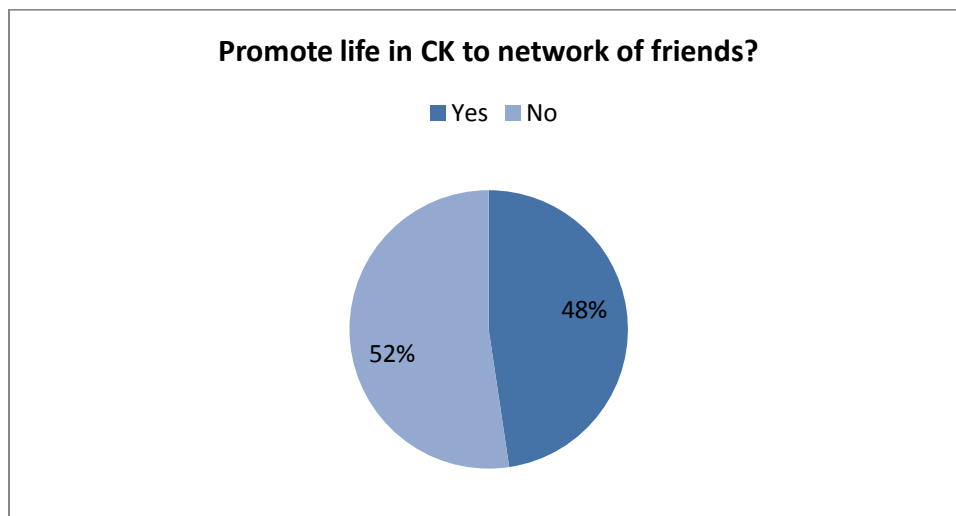
Sample of other comments made by young people:
“Social opportunities for young professionals”
“People should stop complaining about amalgamation”
“More support for new business (it's there, but not promoted)”
“Better shopping so people don't have to travel outside CK, Keep the money here.”
“Improved public transportation (Especially at night on weekends!)”
“Try something different the traditional isn't working.”
“Road infrastructure”

Q59. If you could only use three (3) words to describe Chatham-Kent - what would they be?

TOP 10 WORDS



Q60. I promote life in Chatham-Kent to my network of friends



Comments

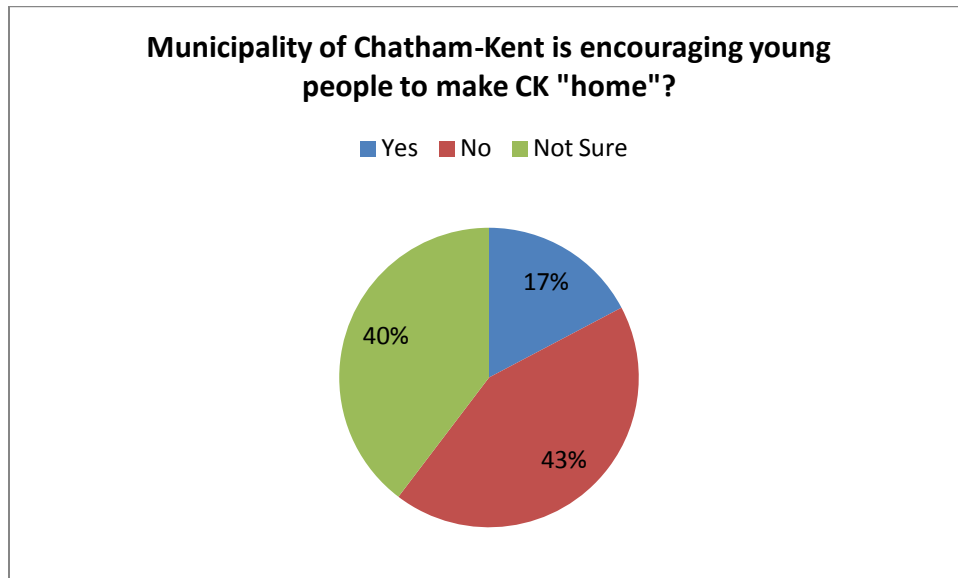
“Most of my friends currently live in CK, but I wouldn't tell someone to move here due to the lack of employment for people with university education.”

“I hear many complaints from a young adult generation. I understand their frustrations, but I still advocate the potential that Chatham-Kent could have if people shared their views and talents.”

“I have always found the pace of life to be “slower” in Chatham-Kent, which is not the lifestyle young people in their 20s are looking for at this stage in their lives.”

“I get why people leave, I get why they come back.”

Q61. I feel that the Municipality of Chatham-Kent is encouraging young people to make Chatham-Kent their "home".



Comments

"I left C-K due to a lack of employment opportunities, at that time I was not aware of any efforts to retain young people who were born and raised (and would like to have stayed if opportunities were available). However, this may have changed."

"The city staff doesn't walk the talk; they have no program themselves to hire university grads at entry level."

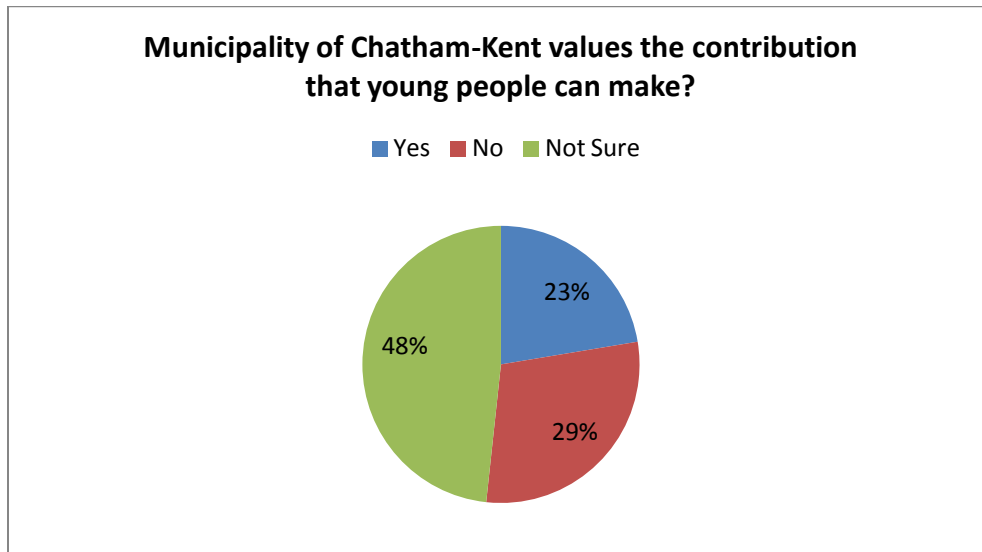
"There isn't much encouragement to move back after school."

"I think family has a stronger influence on whether one would call Chatham-Kent their "home". If Chatham-Kent were to encourage this, I think it would be done by holding family-based community events that would create lasting memories."

"Have seen evidence of this in doctor recruitment."

"People won't move unless there are job opportunities, no matter how good the rest of the CK package is."

Q62. I feel that the Municipality of Chatham-Kent values the contribution that young people can make to the community.



Comments

“Even though there are a lot of people trying to promote youth engagement/involvement, there are still a lot of youth (probably a majority from my perspective) that have not been reached. I know this because I hear from quite a few youth “I can’t wait to get out” and that is because they do not have a place where they feel they belong.”

“CK doesn’t offer very many opportunities in terms of allowing youth/young adults to have an input in the municipality and could work towards providing more opportunities for involvement in a variety of ways (i.e. municipal festivals, local government, community agencies, etc.). I sometimes get the feeling that the younger population of CK is not valued as highly as the rest.”

“Municipality talks more than they do.”

“I’m on the fence. The government is stuck in their ways with little to no involvement from the younger generation; however, this survey indicated that the municipality is attempting to make things better.”

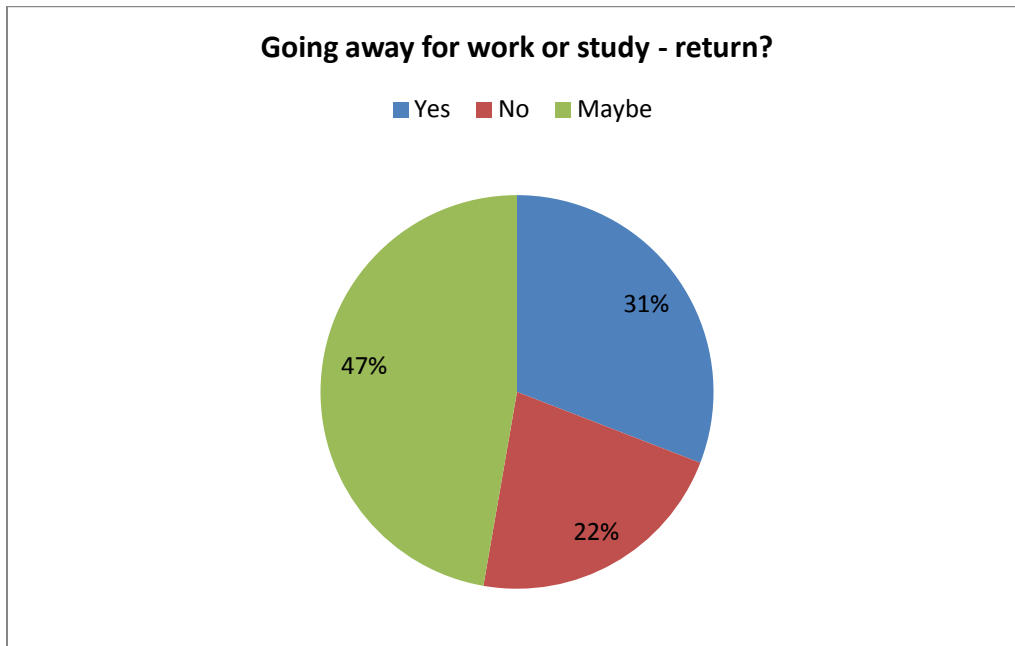
“They don’t really want anything to do with us.”

“They never ask us, they sit in their offices and don’t get out to see the kids; all the offices are only open during the day when everyone is working or at school.”

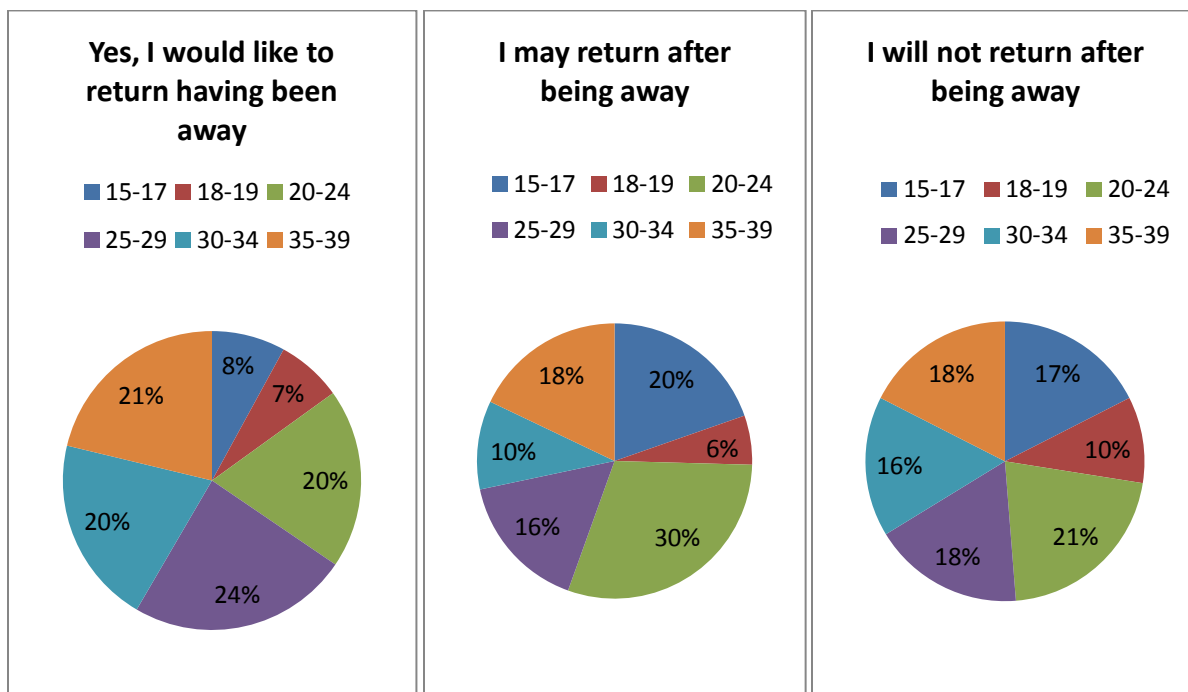
“I think that the municipality and the young people of CK need to find common ground, and I believe that we’re working toward that but we’re not there yet.”

“From what I’ve seen, young people in Chatham-Kent almost seem to be the forgotten population.”

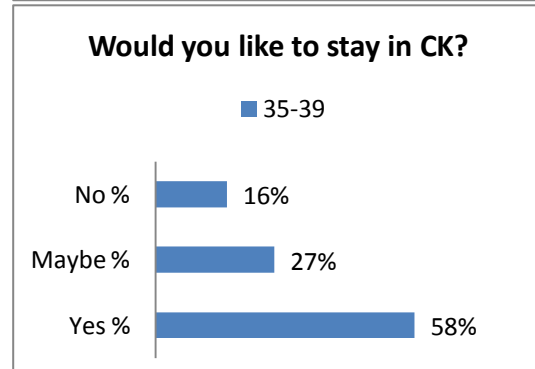
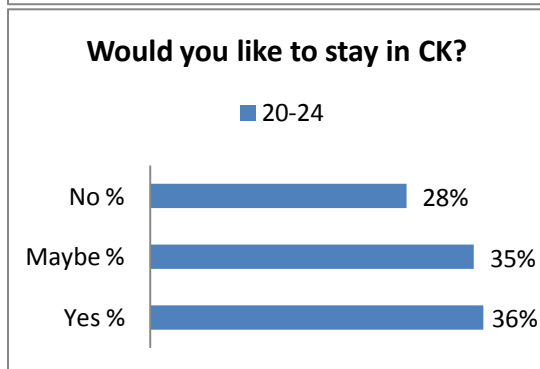
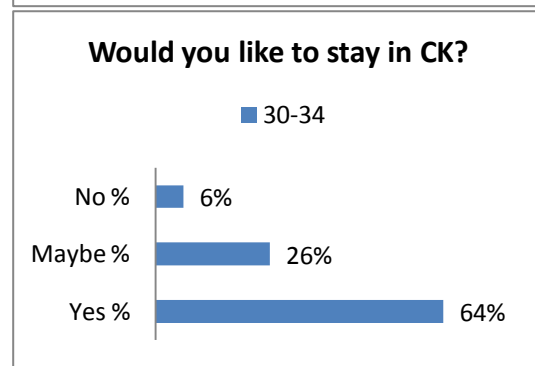
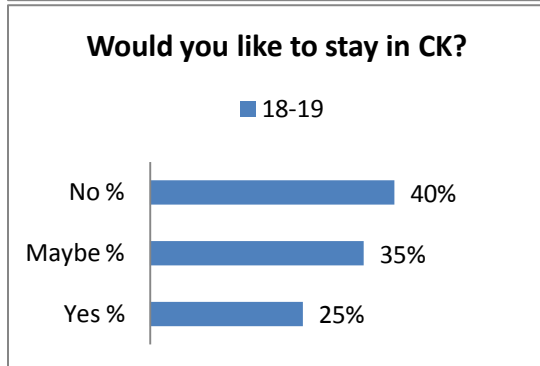
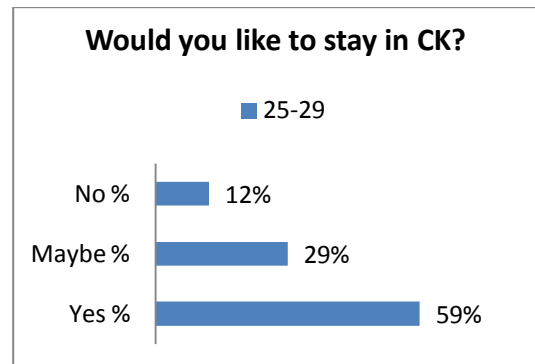
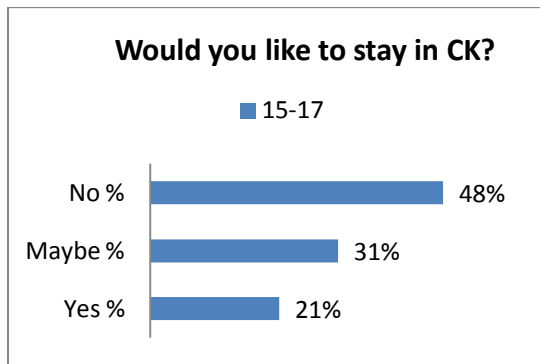
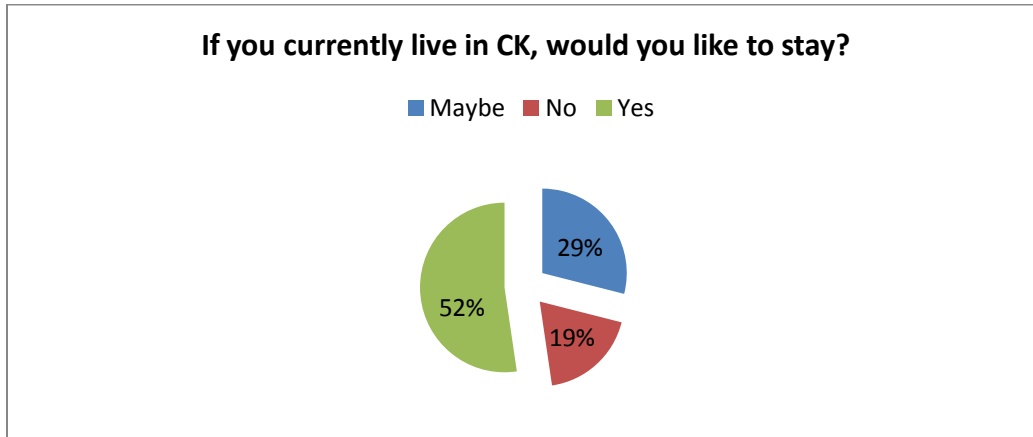
Q63. If you currently live in Chatham-Kent, but are going away to study/work, would you like to return here?



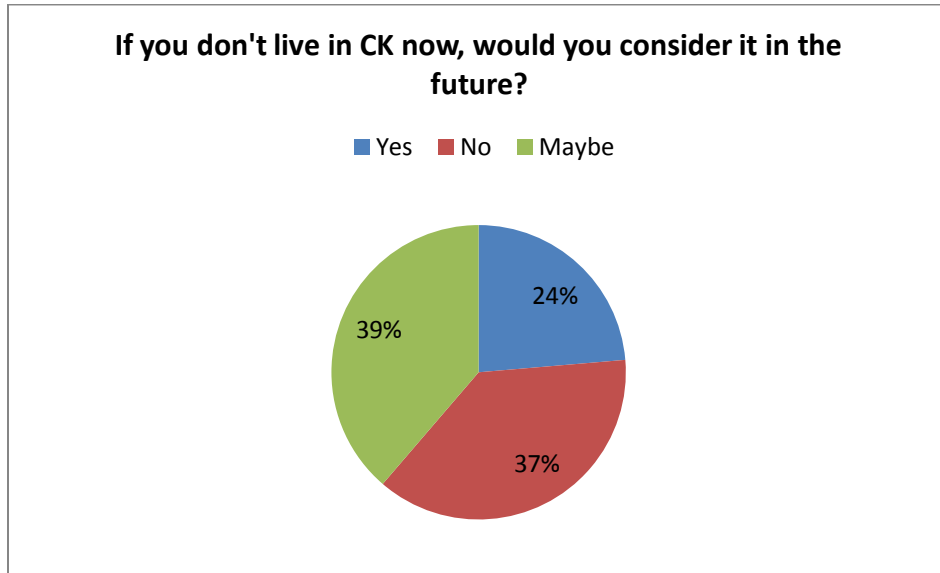
Breakdown by age group for Yes, Maybe, No



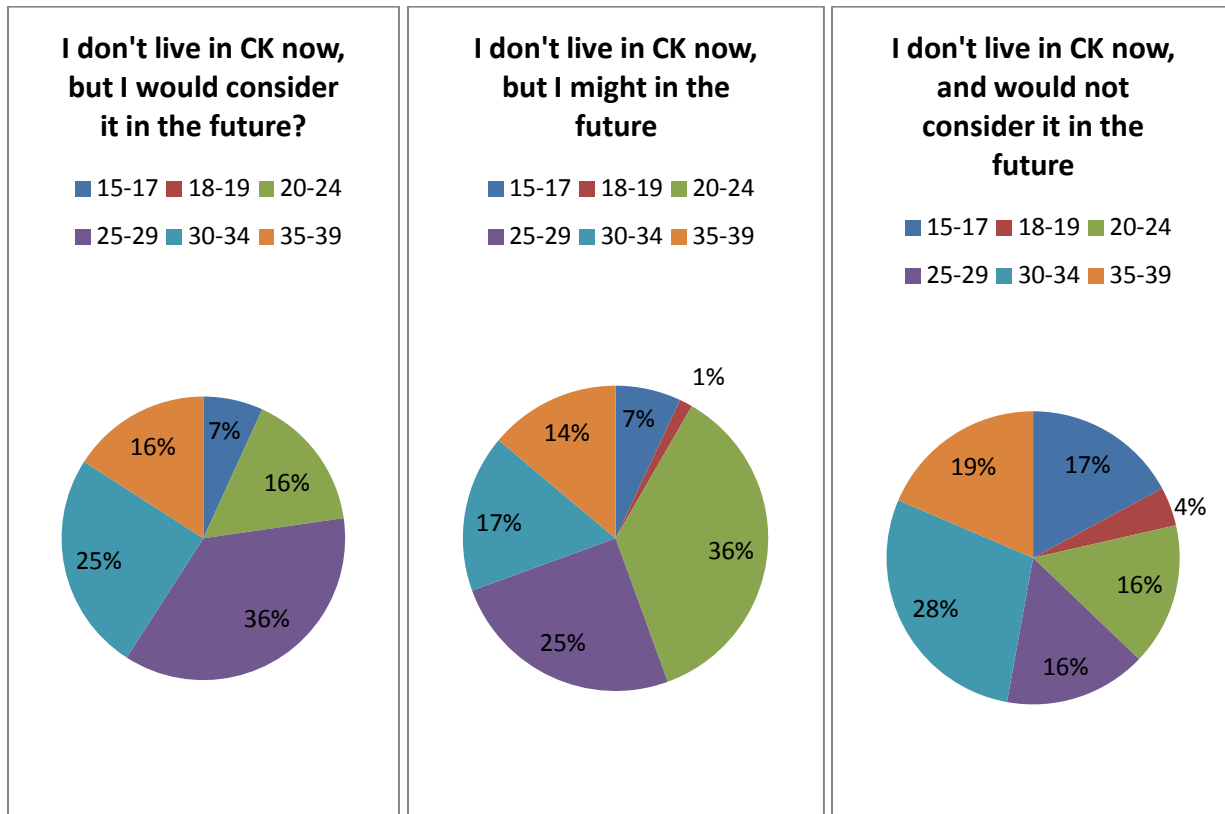
Q64. If you currently live in Chatham-Kent, would you like to stay here?



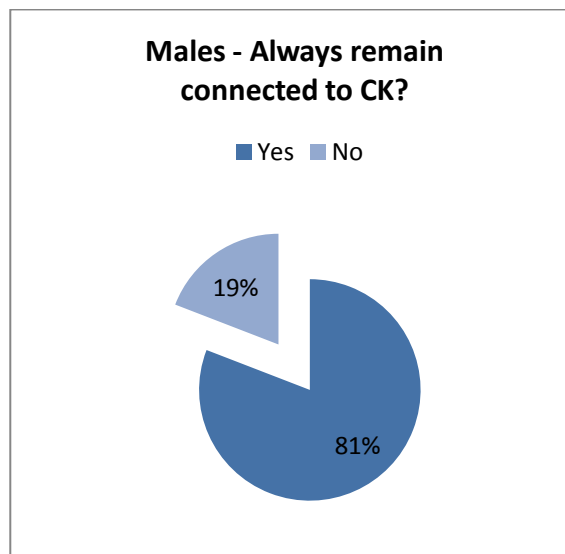
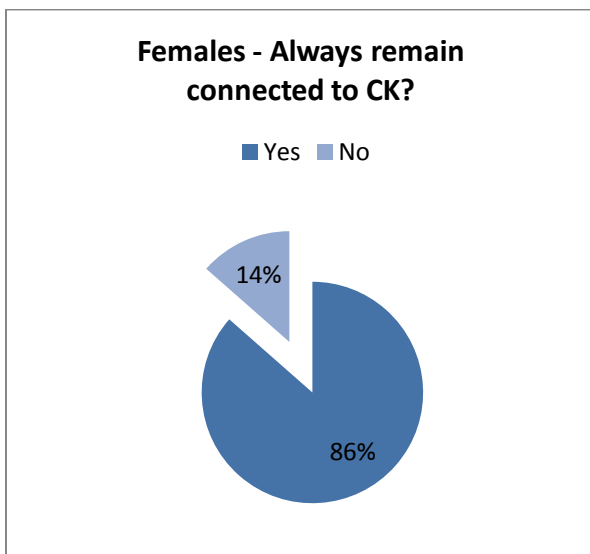
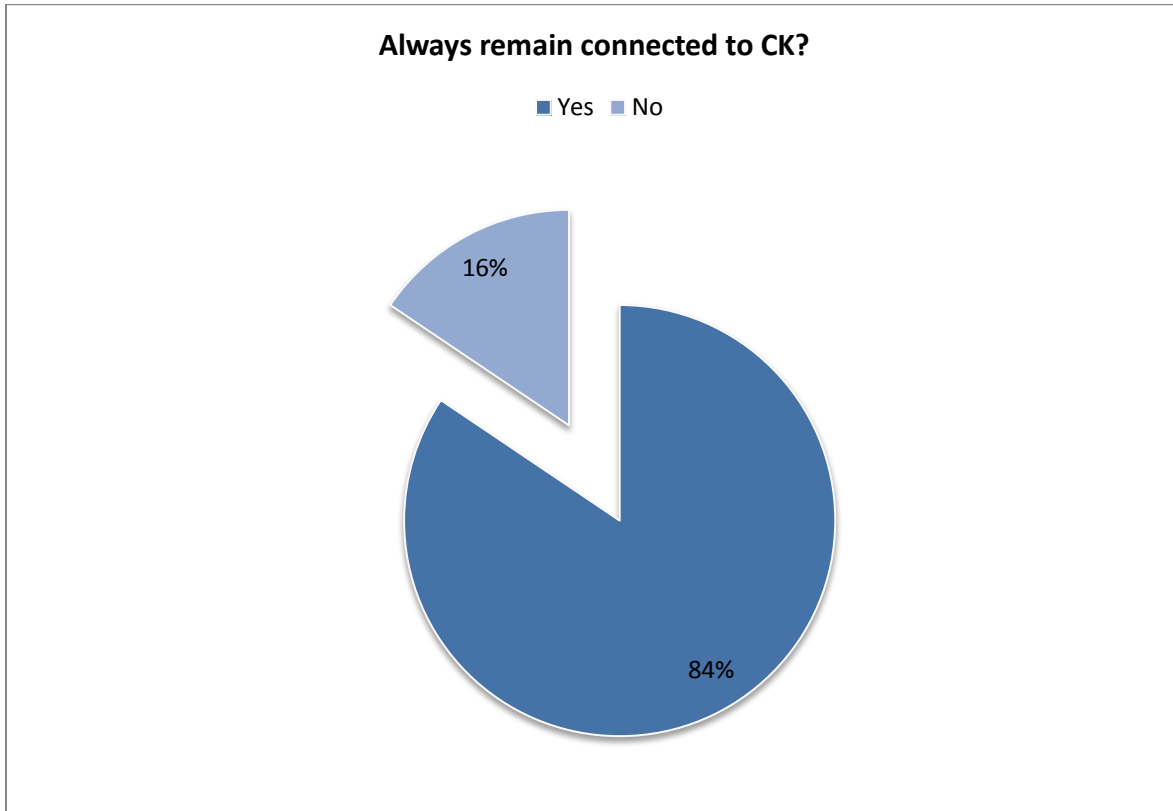
Q65. If you DO NOT live in Chatham-Kent, would you consider living here in the future?



Breakdown by age group for Yes, Maybe, No



Q66. Regardless of where I live and what I do in the future, I would like to remain connected to Chatham-Kent



Interesting findings

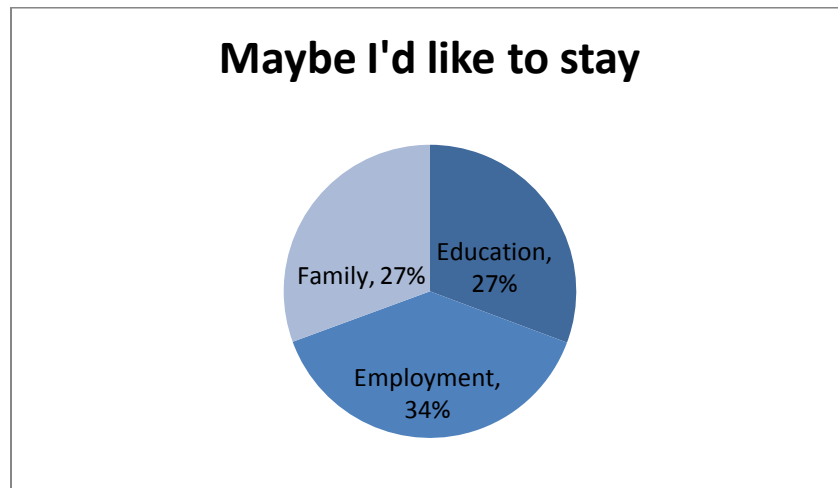
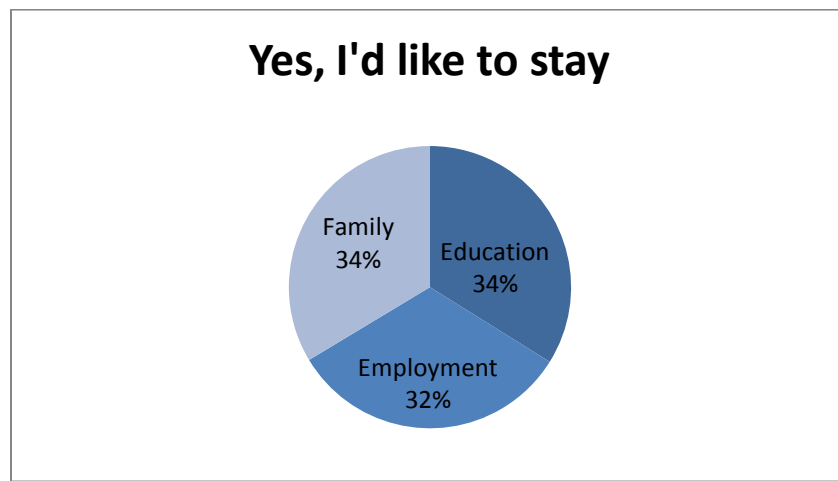
Would young people like to stay in CK?

The majority of young people currently living in CK would like to stay.

34% of young people who are in CK because of FAMILY would like to stay; an additional 27% may like to stay = 61% Yes or Maybe

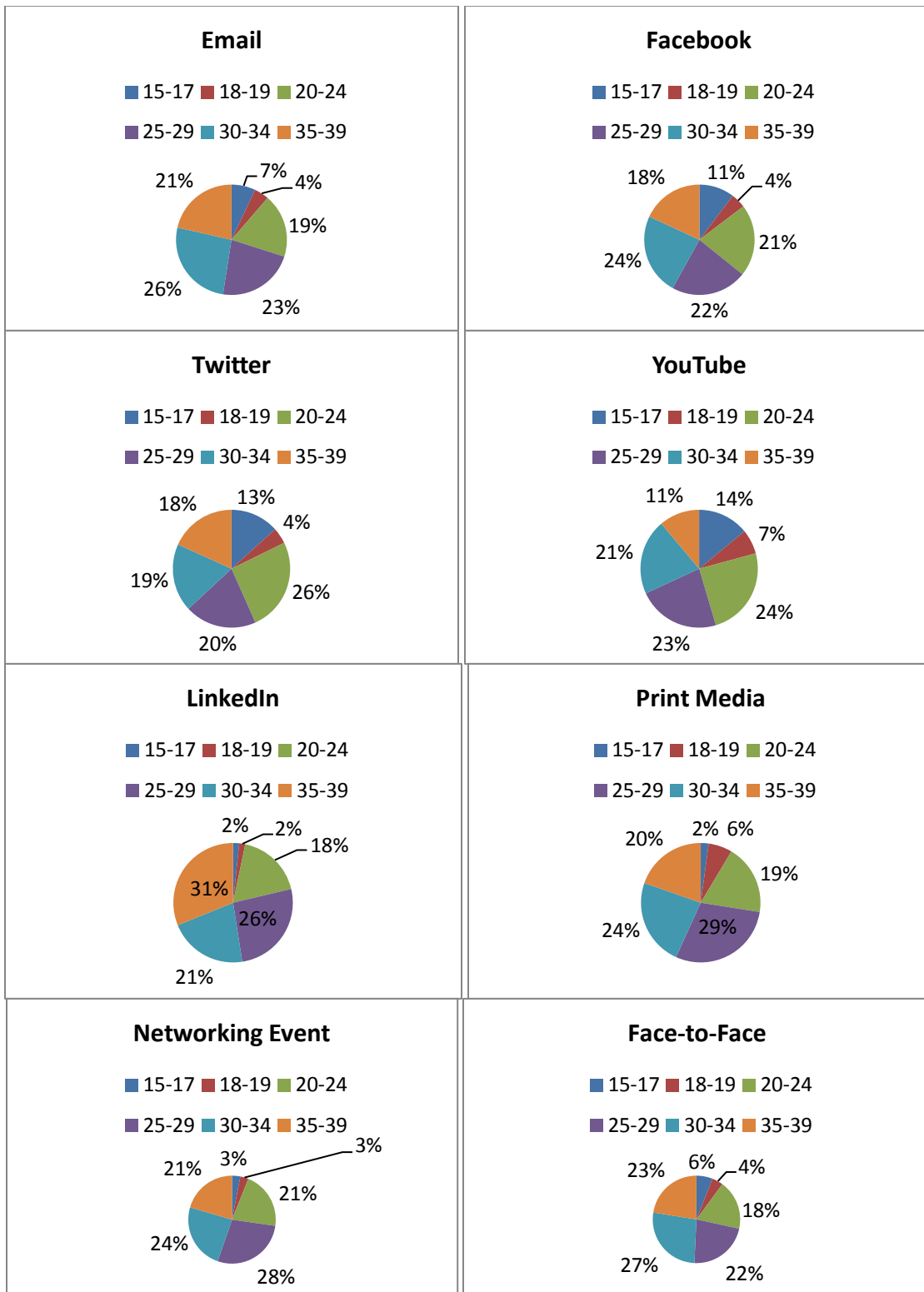
32% of young people who are in CK because of EMPLOYMENT would like to stay; an additional 34% may like to stay = 66% Yes or Maybe

34% of young people who are in CK because of EDUCATION would like to stay; an additional 27% might like to stay = 61% Yes or Maybe



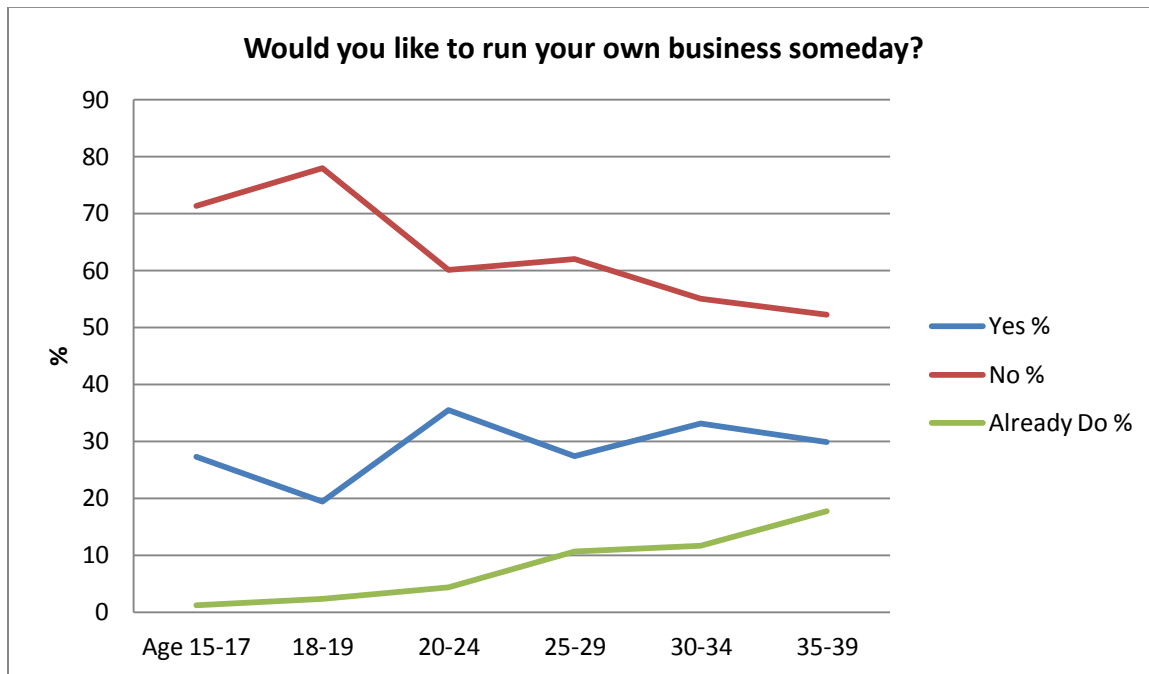
How do we reach each age group?

Look at how they access information!



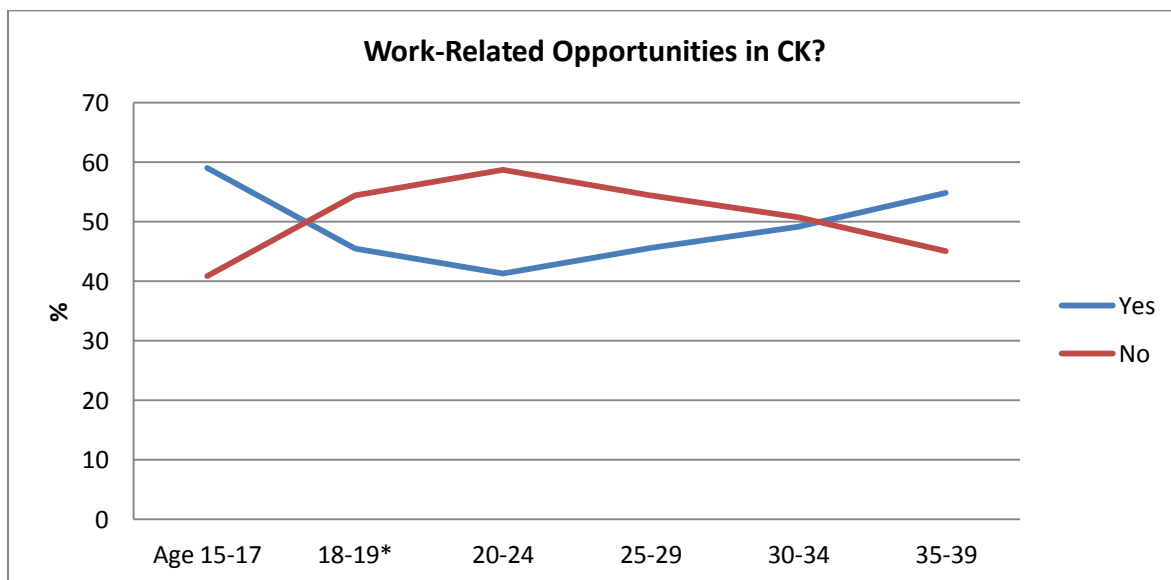
The ebbs and flows of the entrepreneurial spirit!

The entrepreneurial spirit grows with age!



Work-related opportunities in CK?

The outlook is more positive at opposite ends of the age spectrum than it is for those within the 18-34 age group!



*Note: "Maybe" was an answer option, which has been divided equally between Yes and No for charting purposes