

2020

CHATHAM-KENT IMMIGRATION SURVEY



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Chatham-Kent Local Immigration Partnership

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CK Immigration Survey - Executive Summary

This report outlines the findings from the 2020 Chatham-Kent Immigration Survey which was developed and released by the Municipality of Chatham-Kent's Community Attraction & Promotion (CAP) division and the Chatham-Kent Local Immigration Partnership (CK LIP). The survey is part of on-going work to support population growth and diversity as part of [CK Plan 2035](#) through improved resident attraction and retention outcomes. The findings from the survey offer a glimpse into the immigrant experience in Chatham-Kent.

The survey was open to any individual that immigrated to Canada, currently lives in Chatham-Kent and was 16 years of age or older. The survey was open from November 30 to December 28, 2020, using the platform Let's Talk CK and was available in five languages: English, French, Arabic, Spanish, and Low German. Paper copies of the survey were also available upon request. Promotion of the survey relied on social media, news media, and partner organizations to engage clients and networks. In total, 116 immigrants in Chatham-Kent shared their opinions through the completion of the survey. It should be mentioned that the survey was conducted during the COVID-19 pandemic, which created some limitations, including the survey mainly being available electronically and the inability to promote through in-person events. Opportunities for settlement, connections, and feelings of belonging could have also been negatively impacted by the pandemic and could have been reflected in the results.

Results from the survey offer a more complete picture of how welcoming Chatham-Kent is, highlighting what is going well in the community and where there is room for improvement. The results of this survey will help guide community work to welcome immigrant talent and residents and will also help focus the strategic municipal efforts, particularly in Community Attraction & Promotion, to ensure Chatham-Kent is a welcoming and inclusive community that attracts and retains immigrant residents.

The Chatham-Kent Local Immigration Partnership's theory of change strategic plan aims to ensure immigrant newcomers in Chatham-Kent feel welcomed and valued, and are contributing and thriving members of the community. The survey was developed with this goal in mind, with survey results being able to offer insights into those key themes: welcomed, valued, contributing and thriving. The three strategic priorities identified in CK LIP's strategic plan (Employment, Social Belonging, and Community Supports and Information) were also top of mind during the development of the survey. Each of the three CK LIP Theory of Change working groups will review the survey results and will update the strategic action plan and determine next steps to be prioritized in the work of CK LIP.

Summary of Findings

- 116 responses were received from immigrants living in Chatham-Kent.
- Survey participants represented all major categories of immigration, including both permanent and temporary residents. Family class immigrants (39.7%) was the top admission category among participants.
- Every age group was represented in the survey with a majority of participants (58.6%) aged 25 to 44.
- A large percentage of participants (45.7%) are recent immigrants who have lived in Canada for less than five years.
- For length of time living in Chatham-Kent, 59.5% of participants have been living in Chatham-Kent for five years or less.
- When it comes to racial or ethnic affiliation, 31.9% of participants described themselves as white, with South Asian (17.2%) and Latin American (11.2%) being the next largest group identities selected.
- More than 25 different languages were mentioned as being spoken at home, with English accounting for 57.9% of participants' main language spoken at home.
- Participants noted that employment (37.9%), family (28.4%), and lifestyle (18.1%) are the top reasons why they choose to live in Chatham-Kent.

Education and Employment

- Survey participants are highly educated, with 84.5% having completed post-secondary education.
- A majority of respondents (73.3%) are employed.
- Participants work in a broad range of sectors, with professional, scientific, and technical services (18.8%), healthcare and social assistance (12.9%), manufacturing (7.1%), public administration (7.1%), and educational services (7.1%) being the top 5 sectors of employment.
- Over 75% of participants who were employed felt that they were in a job that corresponds to their education, training, or experience.
- When it comes to volunteering in the community, 47.4% of participants said that they currently volunteer.

Welcomed and Valued

- Results show that participants feel welcomed in Chatham-Kent, with the average response being 7.1 out of 10 (on a scale of 0 to 10 asking how welcomed do you feel in Chatham-Kent).
- Over half of the survey participants (50.9%) felt welcomed in Chatham-Kent within one year of arriving in the community.
- When it comes to how valued survey participants feel in Chatham-Kent, the average response was 6.7 out of 10.

Community Supports

- The top five way that participants learned about services in Chatham-Kent were through family and friends (54.3%), social media (39.7%), community services (23.3%), the LivingCK.ca website (16.4%), and through settlement agencies (9.5%).
- Healthcare (94%), municipal services (83.6%), financial services (79.3%), housing (77.6%), and recreation/sports (76.7%) were the 5 most accessed services.
- Library (86%), recreation/sports (76.4%), childcare (72.3%), municipal services (71.1%), and education (67.9%) received the highest customer satisfaction ratings.

17 Characteristics of a Welcoming Community

- Findings show that Chatham-Kent is doing well at safety, the opportunities for the use of public space and recreation facilities, suitable health care, and accessible healthcare.
- Participants noted that Chatham-Kent can improve in the following areas: accessible public transit, available public transit, political participation opportunities, and employment opportunities.

Discrimination

- Over 35% of participants had experienced discrimination or being treated unfairly by others in Chatham-Kent.

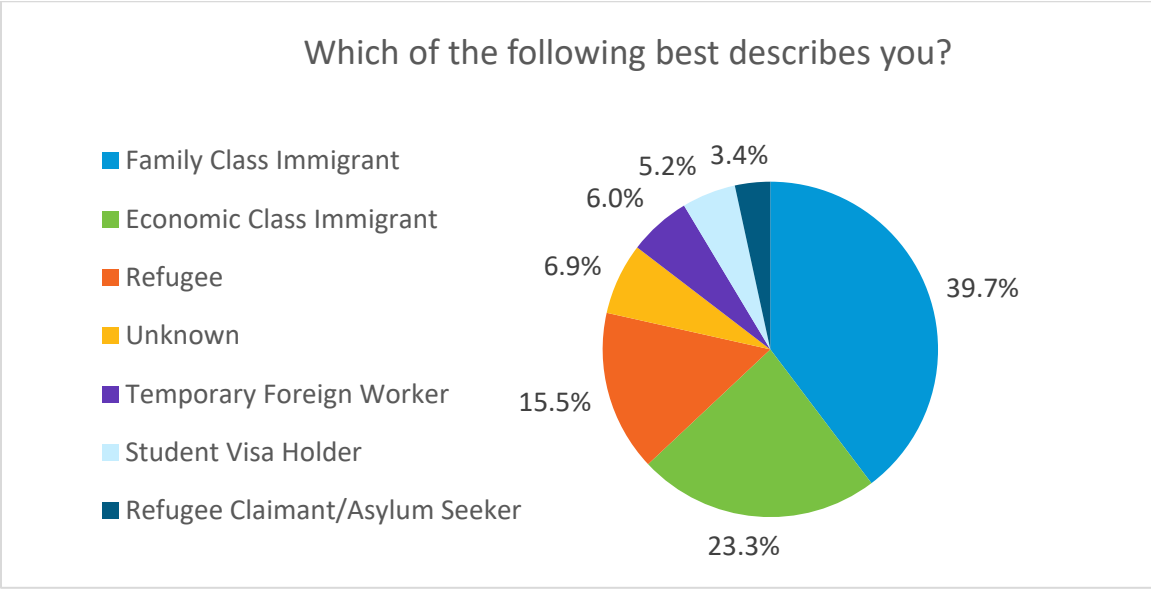
Next Steps

The findings from the survey will be shared widely, including with CK LIP Council, the CK LIP Immigrant Advisory Group, community stakeholders, community members, and all three levels of government. Findings from the survey will continue to help inform strategic municipal work to welcome talent and new residents. In addition, CK LIP will use the survey findings to determine priority focuses in the coming years. Survey findings provided key information to help CK LIP Council prioritize activities around its three Theory of Change strategic priorities: Employment, Social Belonging, and Community Supports and Information. The survey findings will be reviewed by the CK LIP Theory of Change workings groups to help determine priority setting. Survey findings will also be shared with members of the CK LIP Immigrant Advisory Group and will be discussed at a future meeting. CK LIP will continue to build off of these findings and engage the Chatham-Kent community to learn more about the immigrant newcomer experience. CK LIP will also continue to use its social media channels to share information and resources to improve the immigrant newcomer settlement experience in Chatham-Kent.

Demographics of Respondents

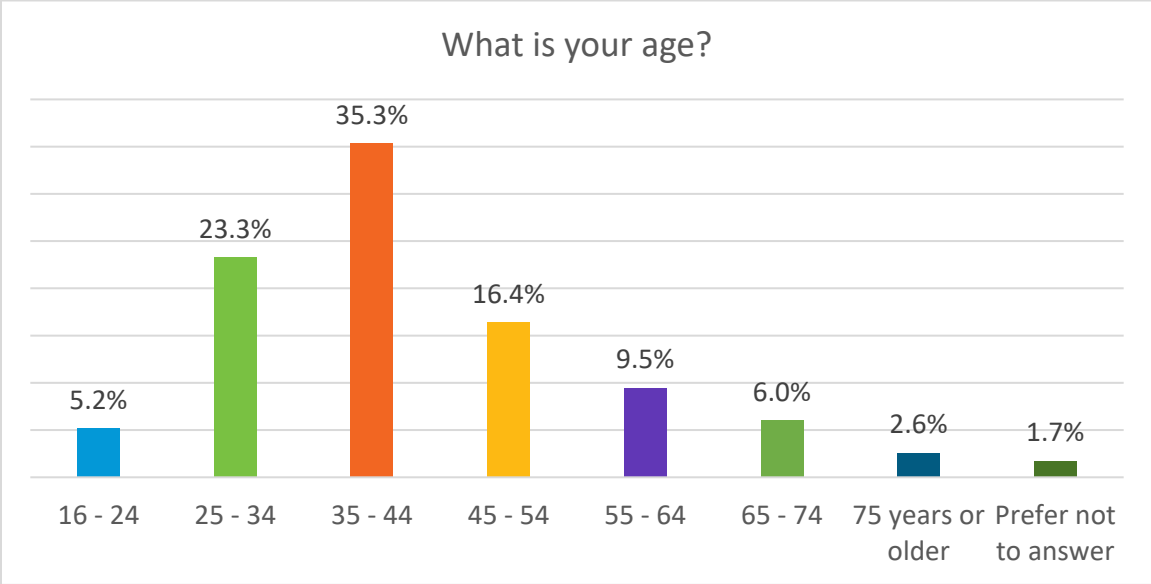
Immigration Admission Category

Survey participants represented all major categories of immigration, including both permanent and temporary residents. Family class immigrants (39.7%), economic class immigrants (23.3%), and refugees (15.5%) were the top three admission categories among participants.



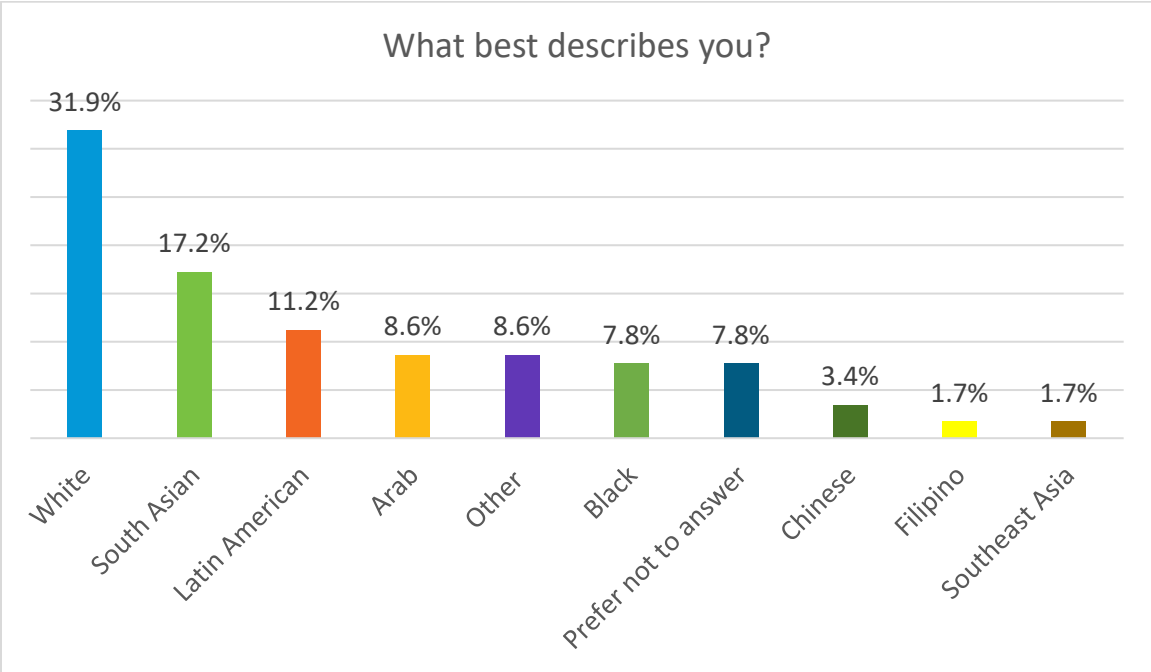
Age

Every age group was represented in the survey with a majority of participants (58.6%) aged 25 to 44.



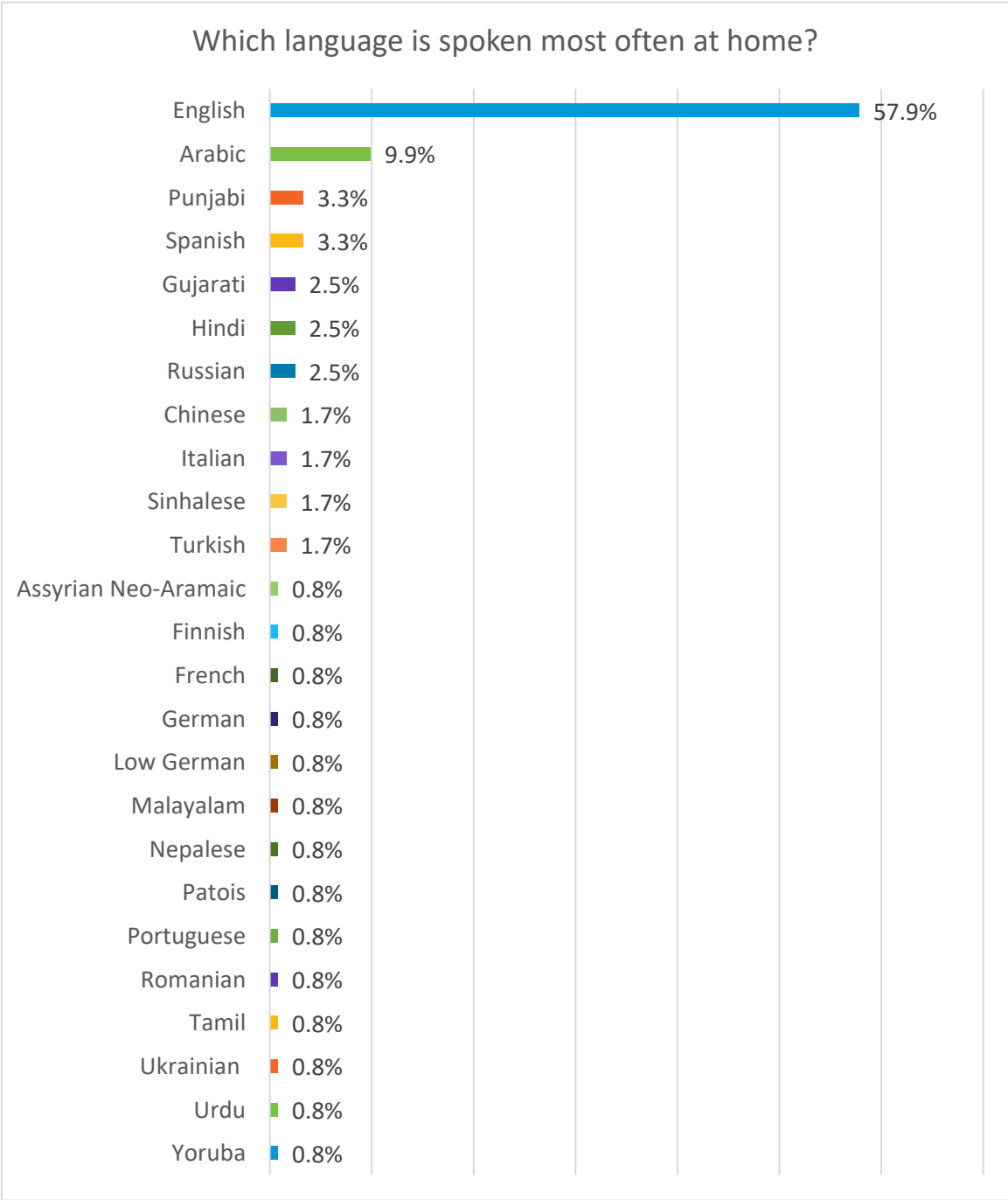
Racial or Ethnic Affiliation

Survey results showed that 31.9% of participants described themselves as white, with South Asian (17.2%) and Latin American (11.2%) being the next largest group identities selected.



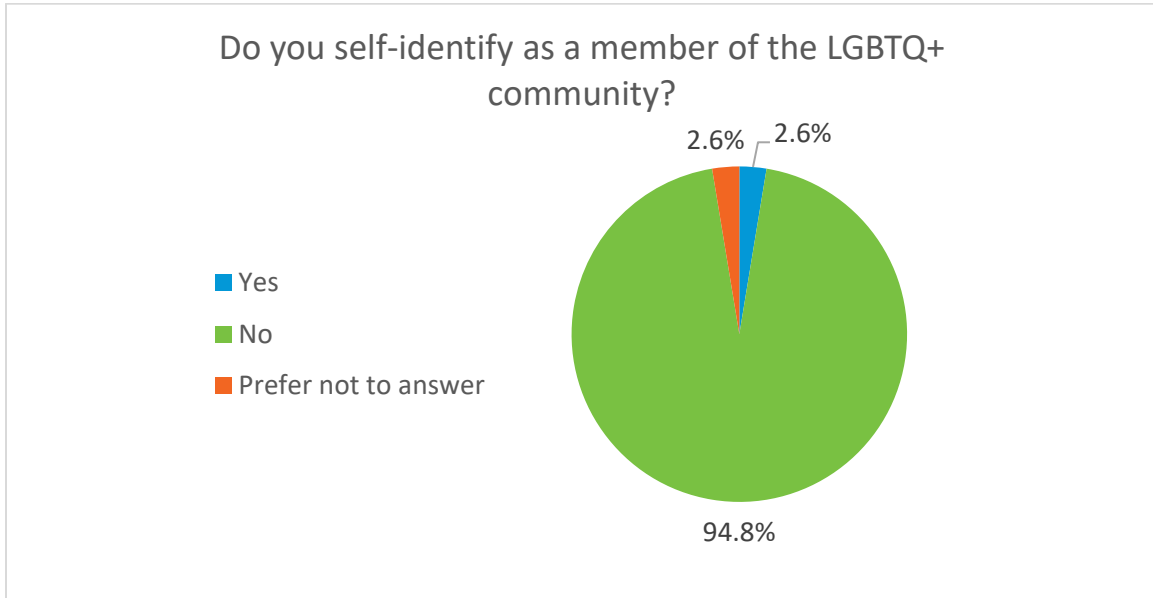
Language Spoken Most Often at Home

Participants speak one or more of the following 25 different languages at home, with English accounting for 57.9% of participants' main language spoken at home. The remaining 42.1% noted a language other than English as spoken most often at home, with Arabic (9.9%), Spanish (3.3%), and Punjabi (3.3%) being the next highest.



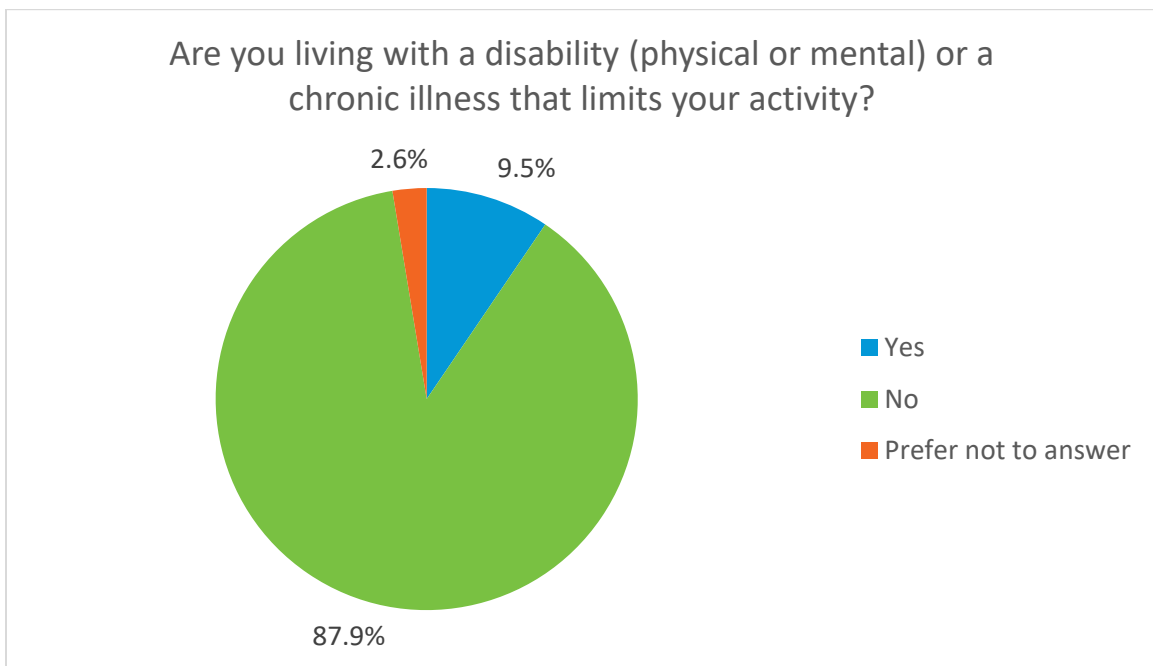
LGBTQ+ Community

Survey results showed that 2.6% of participants self-identified as a member of the LGBTQ+ community, while 94.8% said no they do not and 2.6% preferred not to answer.



Living with a Disability or Chronic Illness

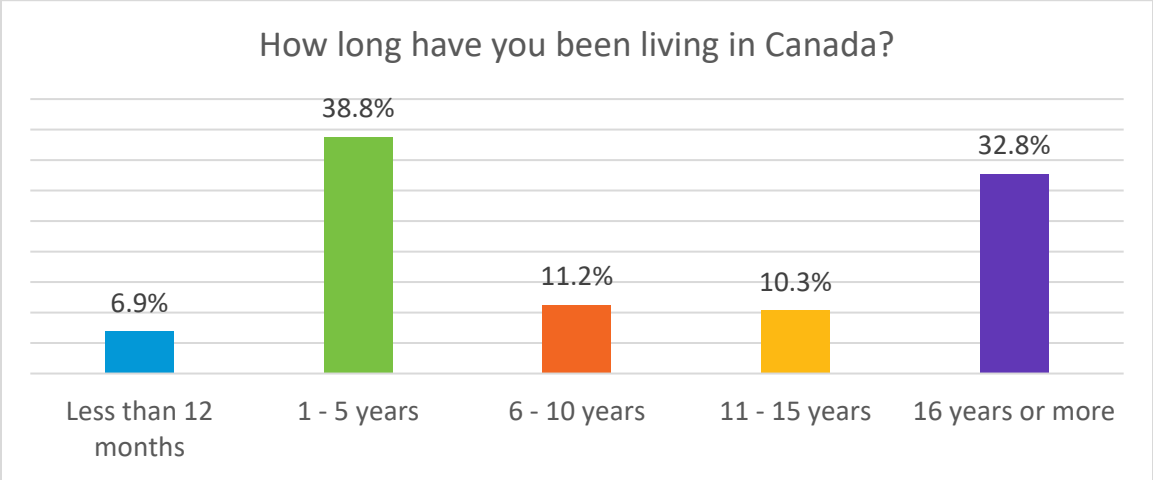
Survey results showed that 9.5% of participants said that they are living with a disability or a chronic illness (physical or mental) that limits their activity, while 87.9% said no they are not and 2.6% preferred not to answer.



Living in Canada and Chatham-Kent

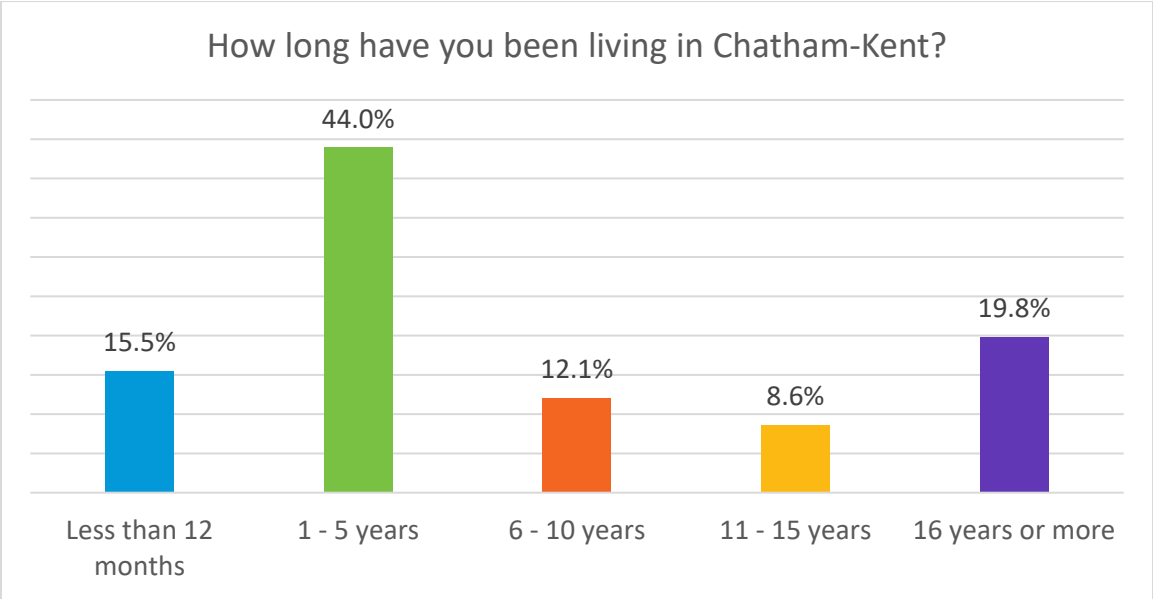
Length of Time Living in Canada

A large percentage of participants (45.7%) are recent immigrants who have lived in Canada for less than five years. Among this group, 6.9% of participants have been in Canada for less than 12 months, while 38.8% have been in Canada for 1 to 5 years. A total of 54.3% of participants have lived in Canada for five years or longer, with 32.8% being in Canada for 16 years or more, 11.2% being in Canada for six to 10 years, and 10.3% for 11 to 15 years. With both recent immigrants and more established immigrants participating in the survey, it further benefitted the diversity of input received.



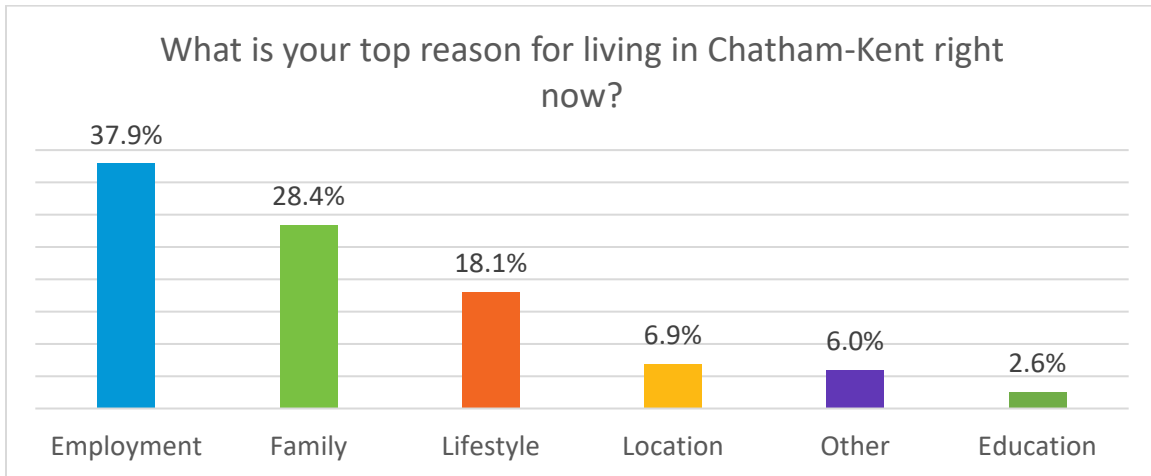
Length of Time Living in Chatham-Kent

When it comes to length of time living in Chatham-Kent, 59.5% of participants have been living in Chatham-Kent for five years or less, while 19.8% have been in the community for 16 years or more.



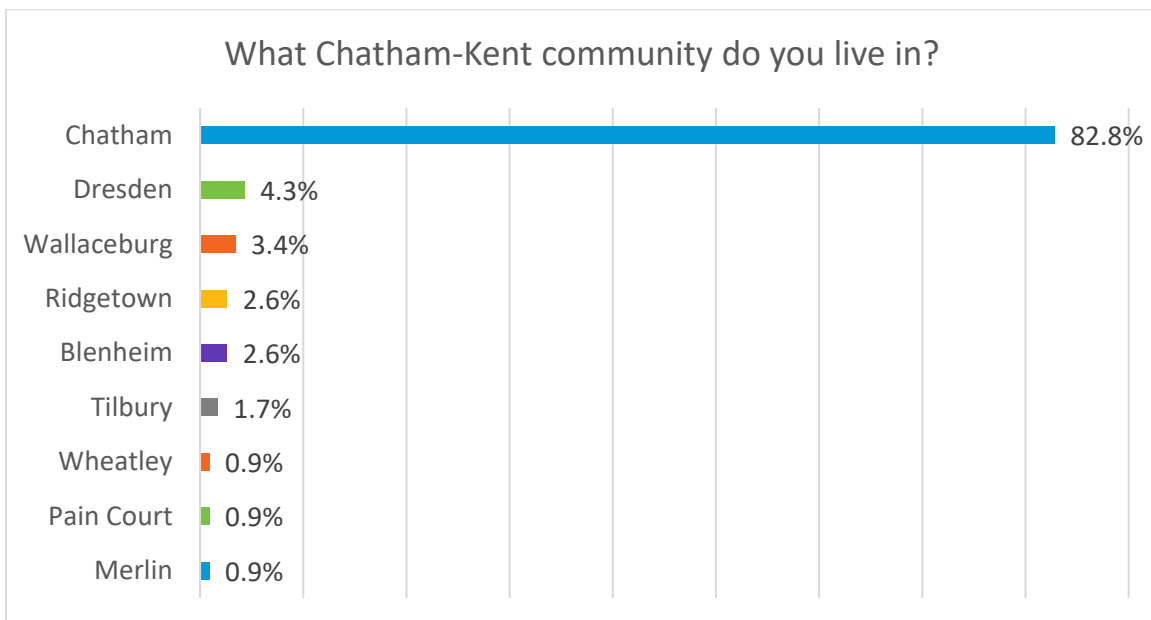
Top Reason for Living in Chatham-Kent

Participants noted that employment (37.9%), family (28.4%), and lifestyle (18.1%) are the top three reasons why they are choosing to live in Chatham-Kent. Answers in the “Other” category included mentions of refugee settlement (two responses), the economy (one response), climate (one response), and unknown (two responses). One participant noted more than one reason in their response, and said employment, family, lifestyle, and location were the reasons they were living in Chatham-Kent.



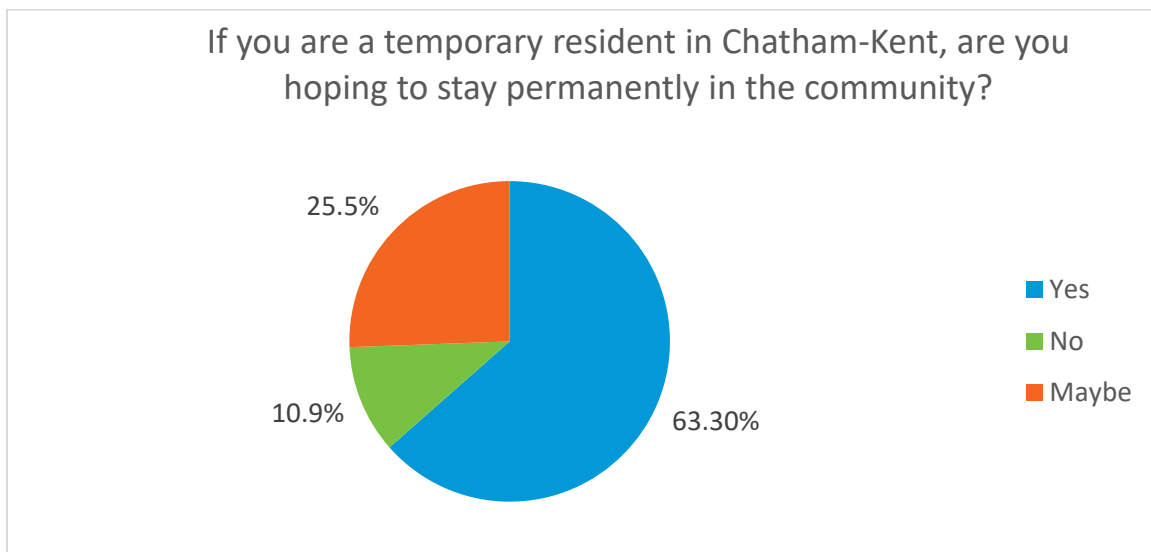
Chatham-Kent Community of Residence

Participants represent nine communities in Chatham-Kent, with 82.8% of participants living in Chatham. The remaining 17.2% live in other communities throughout the Municipality, with Dresden (4.3%), Wallaceburg (3.4%), Ridgeway (2.6%), Blenheim (2.6%), and Tilbury (1.7%) being the top five.



Intention to Stay in Chatham-Kent

To better understand if participants view Chatham-Kent as their permanent home, survey participants who consider themselves a temporary resident in Chatham-Kent were asked if they are hoping to stay permanently in the community. The use of the term *temporary resident* in this question is not related to an immigration status, but is a personal perception of respondents. Results show that 47.4% of survey participants currently consider themselves temporary residents in Chatham-Kent. Of the participants who consider themselves temporary residents, 63.6% said that they are hoping to stay permanently in Chatham-Kent and 25.5% said maybe. Meanwhile, 10.9% said no, they do not hope to permanently stay in Chatham-Kent.



Participants who said that they were temporary residents in Chatham-Kent, were asked to share why they may wish to stay in or leave the community.

Intend to Stay Permanently

Thirty-five participants (63.6%) said, yes, they were hoping to stay in the community. Those individuals mentioned several similar themes for why they wish to remain in Chatham-Kent, including

- Lifestyle (15 mentions)
- Welcoming community (9)
- Opportunities (4)
- A good place to raise a family (4)
- Affordability (3)
- Employment (2)
- Safety (2)
- Climate (2)
- Family (1)
- Housing (1)
- No traffic (1)
- Proximity to major cities (1)

The following quotes were provided by survey participants:

- “The Chatham community is very calm and environmentally friendly. There is plenty of land and job opportunities in Chatham-Kent. Moreover, the people of this community are very generous and kind which is like a cherry on the cake.”
- “Chatham is a smaller city and has all the facilities that I need. I would prefer to raise my family here than any other city.”
- “Chatham is a family oriented community and everyone is friendly and welcoming.”
- “There is so much to see and do in CK and also in driving distance areas. My family and I go to parks, the zoo, beaches, etc., all the time. And we found that winters are mild compared to other parts of Ontario. Also real estate prices are affordable (for now). To sum up, we love our new home, CK.”
- Quiet and peaceful, and not too far from cities like Toronto or London

May Stay Permanently

The fourteen participants (25.5%) that said, maybe, they were hoping to stay in Chatham-Kent also mentioned several key themes, including

- Employment (4 mentions)
- Fewer educational opportunities (2)
- Lifestyle (2)
- Lack of diversity (1)
- Minimal social networking opportunities (1)
- Climate (1)
- Welcoming community (1)
- Not sure (5)

The following quotes are a snapshot of responses provided by survey participants:

- “I have been living in Chatham for 7 months and I would like to be in contact with other Latinos. I still don't know the town very well but I would like to continue learning and knowing more.”
- “Chatham offers a different pace of life for the both of us as I'm a city girl all my life, and my husband has lived abroad in metropolitan cities for a decade. It is refreshingly simple and unsophisticated, a stark contrast to what we were both used to. No traffic jams, no noise pollution, no hustle and bustle. A slower pace we're growing to like more and more. But we're not sure if we will continue to stay as our baby son grows up. We're not confident if Chatham has the potential or opportunity for exposure, experience and stimulation needed for teenagers or youths. It might be a great place to raise young kids but we might be looking for something more as our son or children become teenagers.”
- “I have an academic and career plan that I would like to continue, so it depends how much I am able to do that in Chatham. But I like Chatham as a city and the people here are so nice.”

Not Planning to Stay Permanently

Six participants (10.9%) said, no, they are not hoping to stay in Chatham-Kent. Those participants mentioned reasons such as

- Limited employment opportunities (2 mentions)
- Limited affordable housing (1)
- Limited opportunities (1)
- Racism (1)
- Transportation (1)
- Local government (1)
- Difficulty making social networks (1)

The following quotes are a snapshot of responses provided by survey participants:

- “Lack of job opportunities, frequent experience of racism, small tight knit social circles.”
- “Lack of good paying private sector employment.”

17 Characteristics of a Welcoming Community

[Pathways to Prosperity](#) (P2P) is an alliance dedicated to fostering welcoming communities that promote the economic, social and civic integration of migrants and minorities in Canada. Pathways to Prosperity defines a welcoming community as a location that has the capacity to meet the needs and promote inclusion of newcomers, and the machinery in place to produce and support these capacities.¹

17 Characteristics of a Welcoming Community

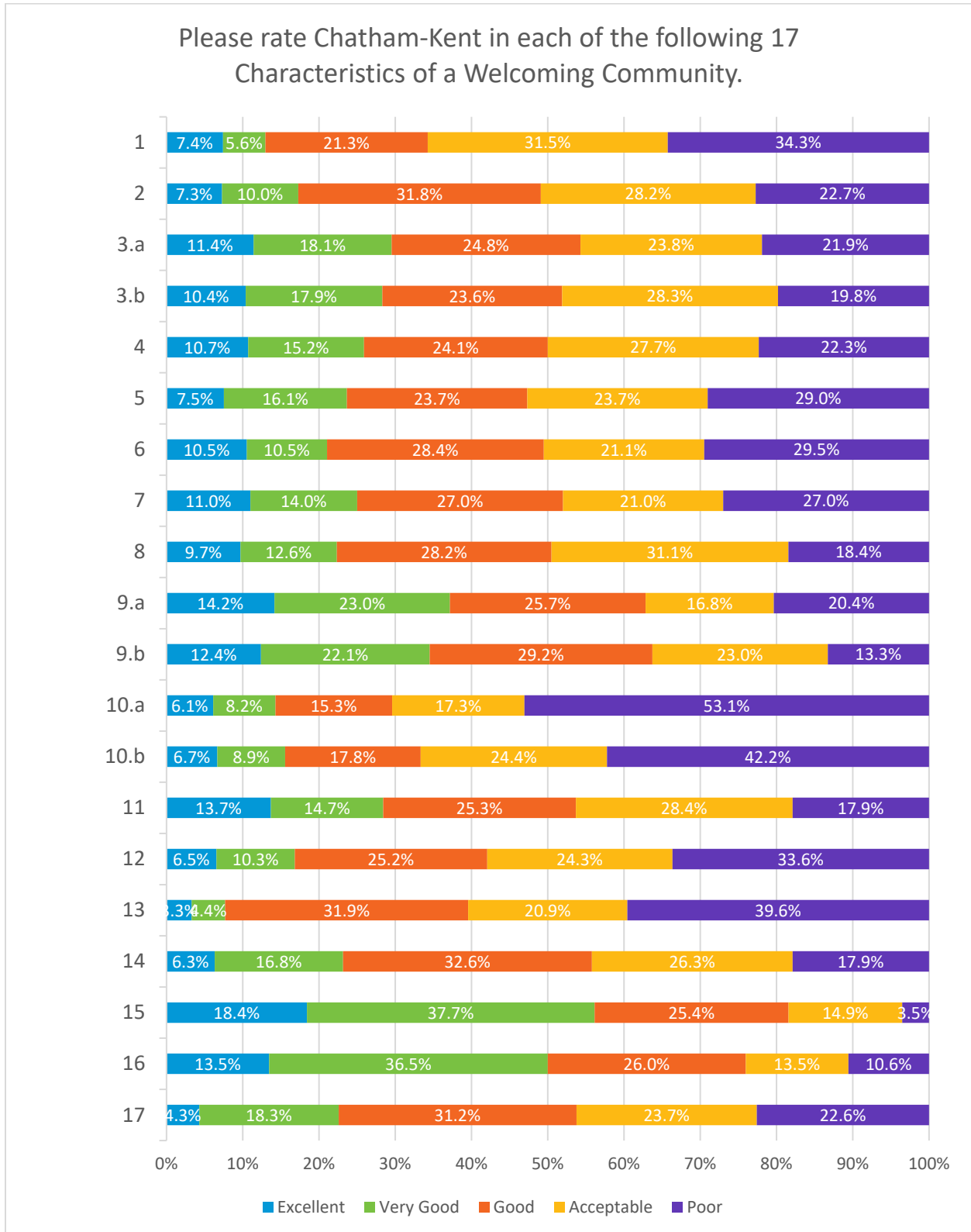
1. Employment opportunities
2. Social contacts and connections
3. Housing
 - a. Affordable housing
 - b. Suitable housing
4. Positive attitudes toward immigrants, cultural diversity, and the presence of newcomers in the community
5. Presence of newcomer-serving agencies that can assist in addressing newcomers' needs
6. Cooperation, information, and resource sharing between community members, service providers, regional and provincial governments
7. Municipal features and services sensitive to the presence and needs of newcomers
8. Educational opportunities
9. Health Care
 - a. Available health care
 - b. Suitable health care
10. Public Transit
 - a. Available public transit
 - b. Accessible public transit
11. Presence of diverse religious organizations
12. Social engagement opportunities
13. Political participation opportunities
14. Positive relationships with the police and the justice system
15. Safety
16. Opportunities for use of public space and recreation facilities
17. Favourable media coverage and representation

The Chatham-Kent Local Immigration Partnership is dedicated to creating a more welcoming community and continues to measure Chatham-Kent's welcome-ability using the [17 characteristics of a Welcoming Community](#). Survey participants were asked to rate how Chatham-Kent is doing when it comes to each of the 17 characteristics, by giving a rating of excellent, very good, good, acceptable, or poor.

Findings show that Chatham-Kent is doing well at safety, the opportunities for the use of public space and recreation facilities, suitable health care, and accessible healthcare. These rankings were based off the highest numbers of participants who answered excellent, very good, or good.

¹ Esses, V. M., Hamilton, L. K., Bennett-AbuAyyash, C., & Burstein. M., (2010). [Characteristics of Welcoming Community](#). Report prepared for the Integration Branch of Citizenship and Immigration Canada.

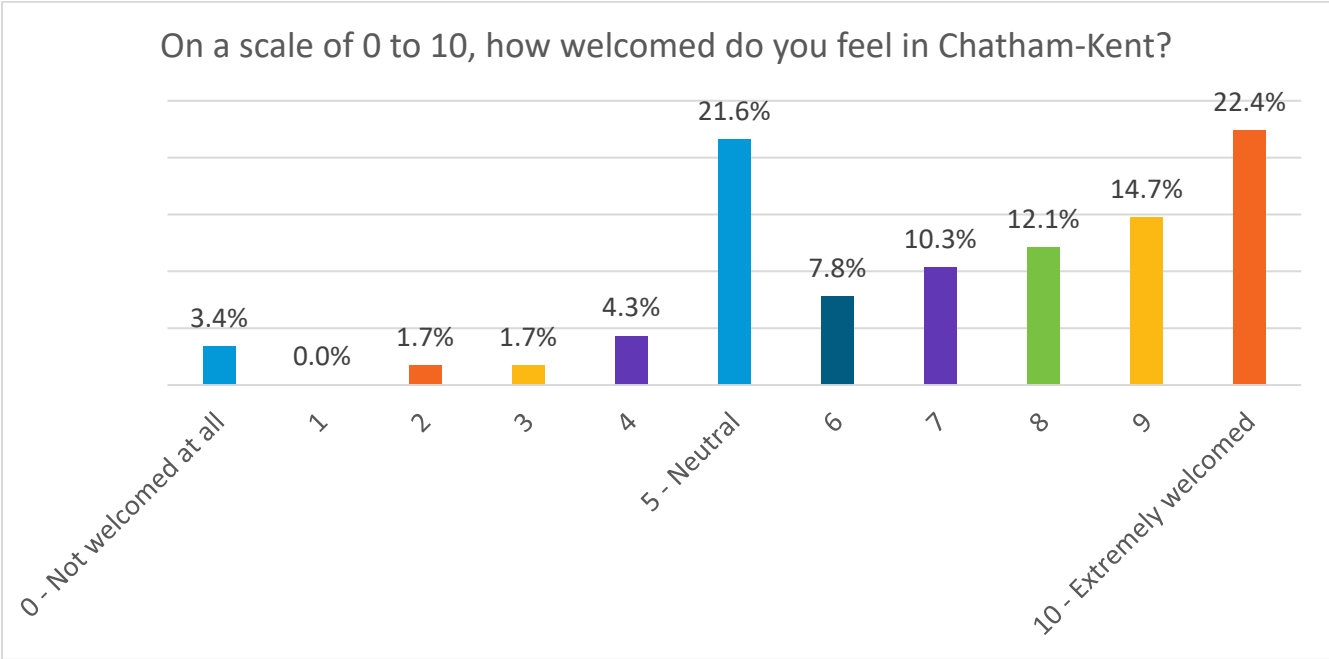
The survey also showed that Chatham-Kent can improve in the following areas: accessible public transit, available public transit, political participation opportunities, and employment opportunities.



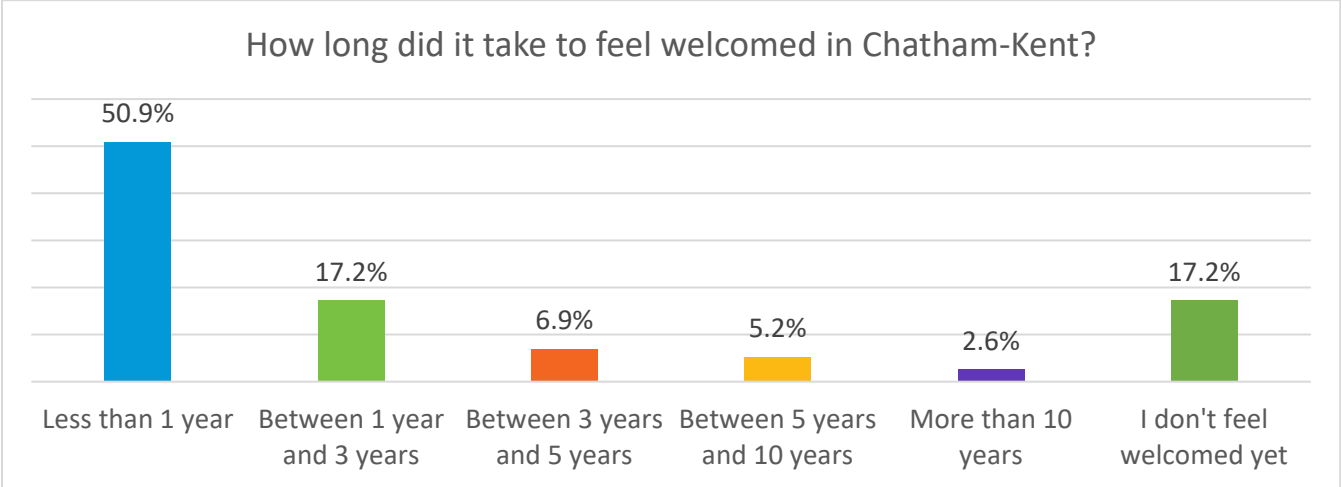
Feeling Welcomed and Valued in Chatham-Kent

Welcomed

As part of [CK LIP's Theory of Change Strategic Plan](#), ensuring immigrants in Chatham-Kent feel welcomed and valued is a key goal of the strategic plan. To better understand how welcomed immigrants feel in the community, survey participants were asked to share how welcomed they feel in Chatham-Kent. This question was asked on a scale of zero to 10, with zero being not welcomed at all, five being neutral, and 10 being extremely welcomed. The results showed that overall, participants feel welcomed in Chatham-Kent, with the average response being 7.1 out of 10. Of particular note, 59.5% of participants gave a rating of 7 or higher, with 22.4% of participants saying 10 out of 10.



CK LIP's Theory of Change work focuses on supporting immigrants to feel welcomed within their first five years of arrival to Chatham-Kent. Over half of the survey participants (50.9%) felt welcomed in Chatham-Kent within one year of arriving in the community. Meanwhile, 17.2% of participants said they felt welcomed between 1 and 3 years, and 6.9% said between 3 and 5 years. 17.2% of participants do not feel welcomed yet in Chatham-Kent. Among those participants who said that they do not feel welcomed yet, 70% have been in Chatham-Kent for 5 years or less.



Participants were asked to share what makes them feel welcomed in Chatham-Kent. Feedback was received from 83 participants. Several common themes were mentioned, including

- The people and/or community (51 mentions)
- Settlement supports, information, and services (9)
- Opportunities in CK - including employment, education, natural beauty, and lifestyle (7)
- Safety (3)
- Diversity (3)
- Self reliance (3)
- Free of discrimination (2)
- Businesses in the community (2)
- Cultural communities (2)
- Healthcare (1)

The below quotes are a snapshot of those provided by participants, highlighting what makes them feel welcomed in Chatham-Kent:

- “People are very friendly and helpful everywhere I go, either at workplace, gym, etc.”
- “Very good help from Settlement Service and Goodwill Employment Resource Centre. They helped me join English Language Classes. Also helping me to find a job for me.”
- “Chatham-Kent gives you the small community feel, but it has a lot to give. I feel safe in this community and don't have to worry about my children's safety as I would in a big city. The neighborhood we are in is very multicultural.”
- “Most everyone I have met including those working in retail and grocery stores have a pleasant and genuinely friendly attitude.”

Survey participants were asked to share what would make them feel more welcomed in the community. Feedback was received from 75 participants. Once again, several key themes were mentioned in the responses of participants, including:

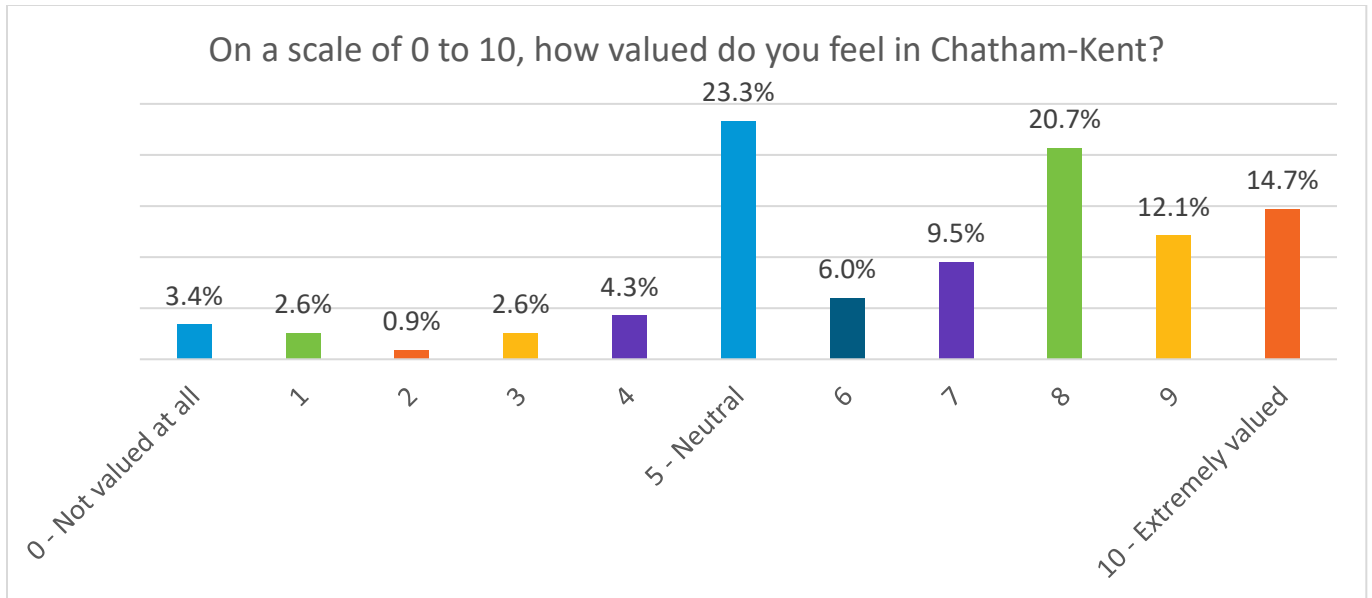
- Employment opportunities (16 mentions)
- Discrimination and inclusiveness (14)
- Social belonging (14)
- Community involvement and community events (9)
- Information, services and awareness (6)
- Diversity (5)
- Cultural food or shopping options (4)
- Government (3)
- Housing (3)
- Places of worship (3)
- Transportation options (2)
- Healthcare (1)
- Citizenship (1)
- Safety (1)

The below quotes are a snapshot of those provided by participants, highlighting what would make them feel more welcomed in Chatham-Kent:

- “To see better representation of immigrants in government and in senior management roles.”
- “Community events that are inclusive to all demographics: seniors, youth, immigrants, newcomers, persons with disabilities/other challenges, aboriginal peoples, etc.”
- “People engaging in conversations with me about where I’m from, my background, etc.; asking me about how I’m adapting, if I need any help in settling down or ‘come meet my friends’ or ‘let’s have coffee’ or welcome to the neighborhood.”
- “I still feel like there is an underlined discrimination towards minorities. I have had encounters where people are not accepting of the fact that we (immigrants) are also Canadian citizens. Educational programs targeting inclusivity would be great.”
- “Being a member of the LGBT community and living in a predominantly Christian neighbourhood it can be hard to know what spaces are welcoming so some LGBT welcome stickers in shop windows would make a big difference for other LGBT folks, as well.”
- “Lists of community groups and activities/churches/other worship communities, etc.”
- “Acknowledgment of the diversity that is present in our city. Example: the PM makes an effort to recognize those special days for diverse communities in the country. It would be nice to see an imitation of that at the local level through the year.”

Valued

With the same scale system as the Welcomed question above, participants were asked to share how valued they feel in Chatham-Kent on a scale of zero to 10. The average response was 6.7 out of 10. Of particular note, 56.9% of participants selected a rating of 7 or higher, while 23.3% said 5 (neutral) and 13.8% said 4 or below.



Participants were asked to share what would make them feel more valued in Chatham-Kent. Feedback was received from 53 participants. The common themes mentioned by participants included:

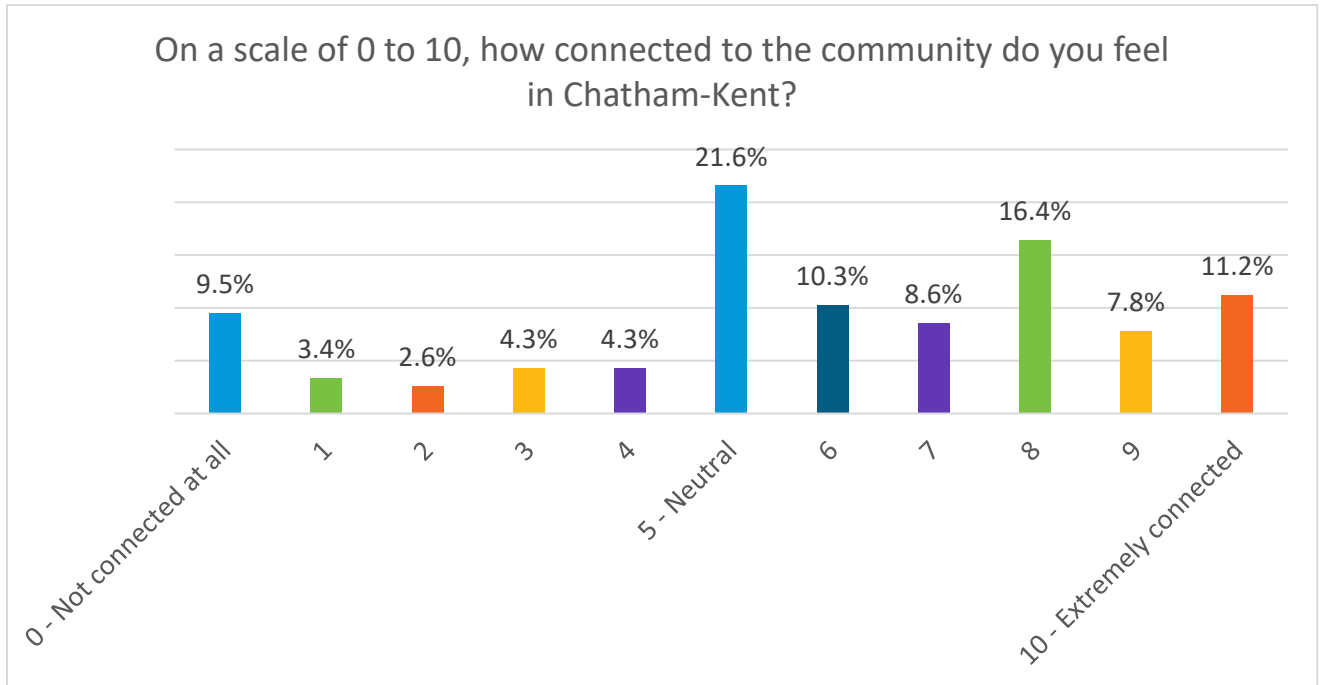
- Employment (16 mentions)
- Discrimination or inclusiveness (14)
- Social belonging (5)
- Community involvement and community events (5)
- Information, services and awareness (6)
- Government (2)
- Diversity (2)
- Housing (2)
- Local business support (1)
- Cultural groups (1)
- Citizenship and voting (2)

Below are snapshots of responses provided by survey participants:

- “Public awareness towards value of immigrants and impacts of the immigrants on the country's economic growth.”
- “Being considered and valued as a professional and being used to help the community.”
- “We need more diversity, not just race but acceptance of different religions and lifestyles. There are some ‘old school-values’ that need to go away.”

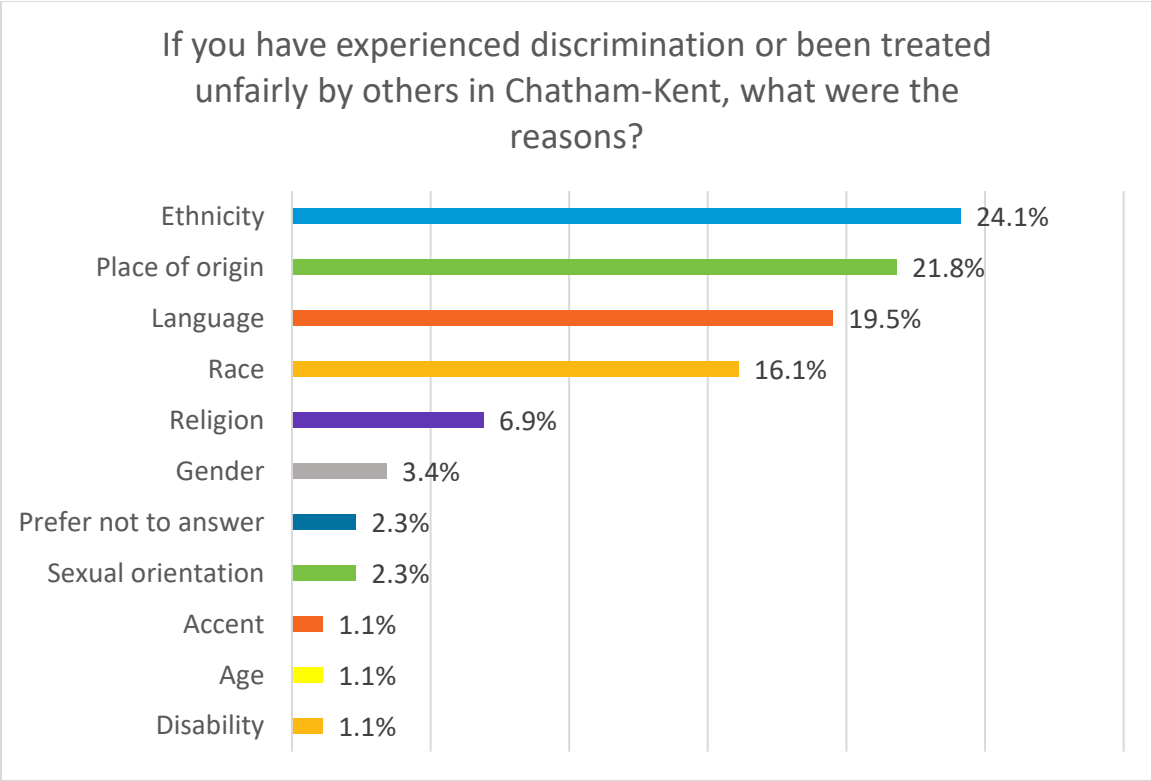
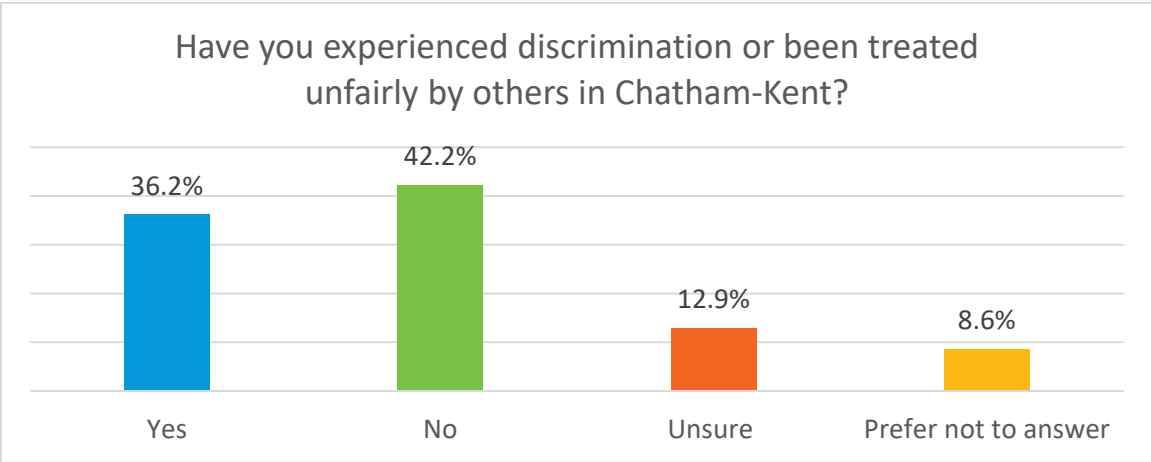
Connected

Participants were asked to share how connected (defined as feeling part of the community through social connections – i.e. community groups, volunteer positions, etc.) they feel to Chatham-Kent. The average response was 5.8 out of 10, with 44% of participants giving a rating of seven or higher, 21.6% giving a five (neutral) rating, and 24.1% giving a rating of four or below.



Experiences of Discrimination

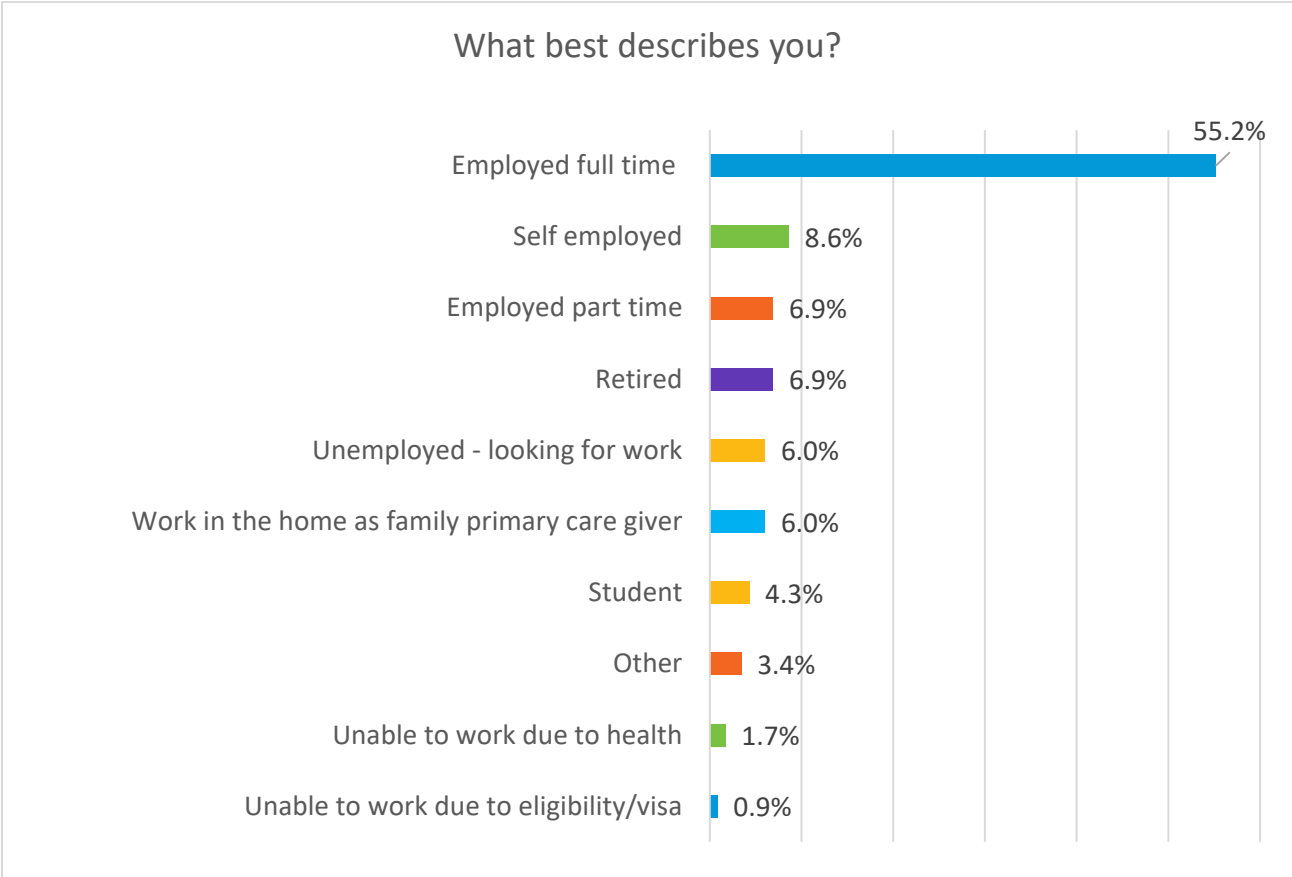
Over 35% of participants had experienced discrimination or being treated unfairly by others in Chatham-Kent. Meanwhile, 42.2% of participants said no, they had not experienced discrimination or been treated unfairly in Chatham-Kent, 12.9% said they were unsure, and 8.6% said they prefer not to answer. Participants were able to select multiple reasons for the acts of discrimination. The top reasons for the acts of discrimination or being treated unfairly were ethnicity, place of origin, language, and race.



Employment, Education, and Volunteering

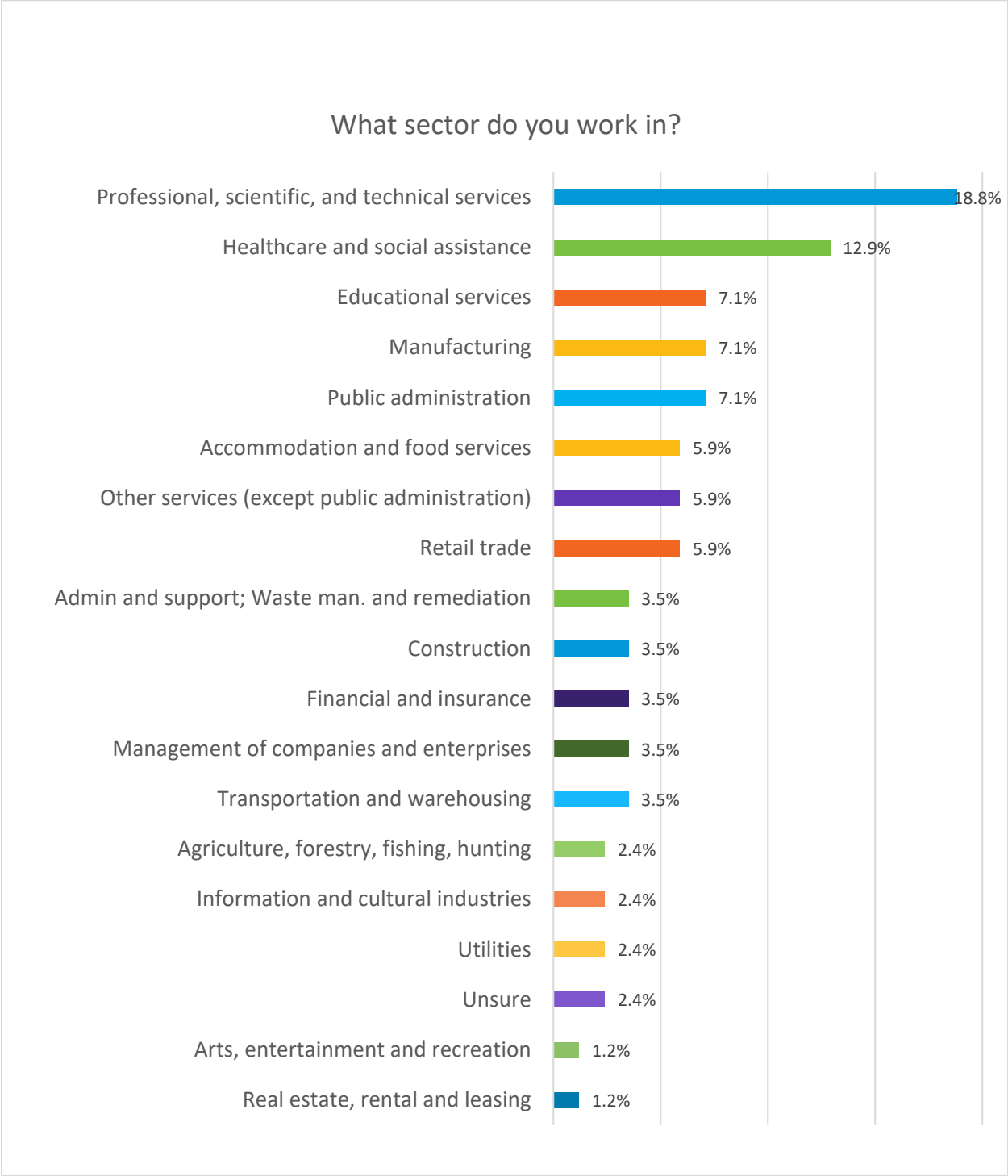
Employment

A majority of respondents (73.3%) are employed, with 55.2% being employed full time, 6.9% employed part time, 8.6% self-employed, and 2.6% employed in a combination of employment types (for example they work part time and are a student). Meanwhile, 4.3% of participants are students and 6.0% are currently unemployed and looking for work.



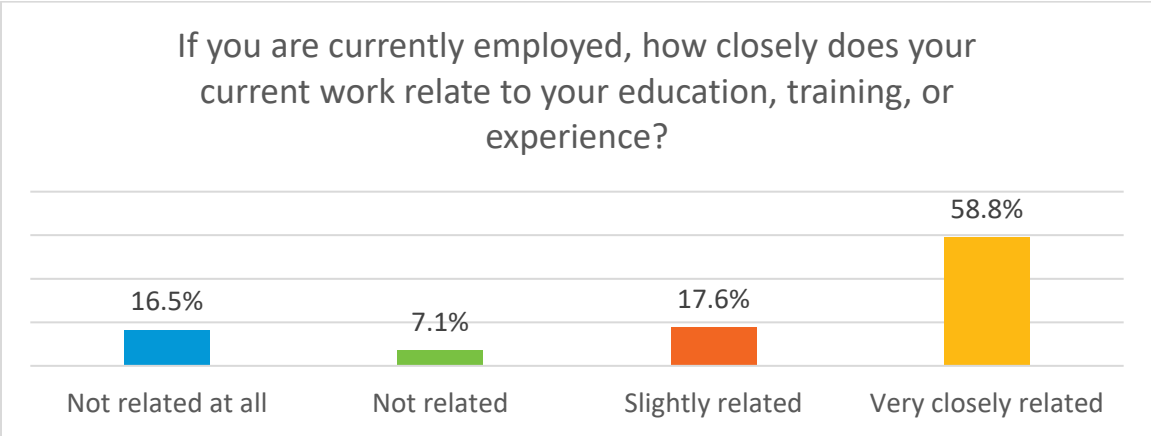
Employment Sectors

Participants worked in a broad range of sectors, with professional, scientific, and technical services (18.8%), healthcare and social assistance (12.9%), manufacturing (7.1%), public administration (7.1%), and educational services (7.1%) being the top 5 sectors of employment.



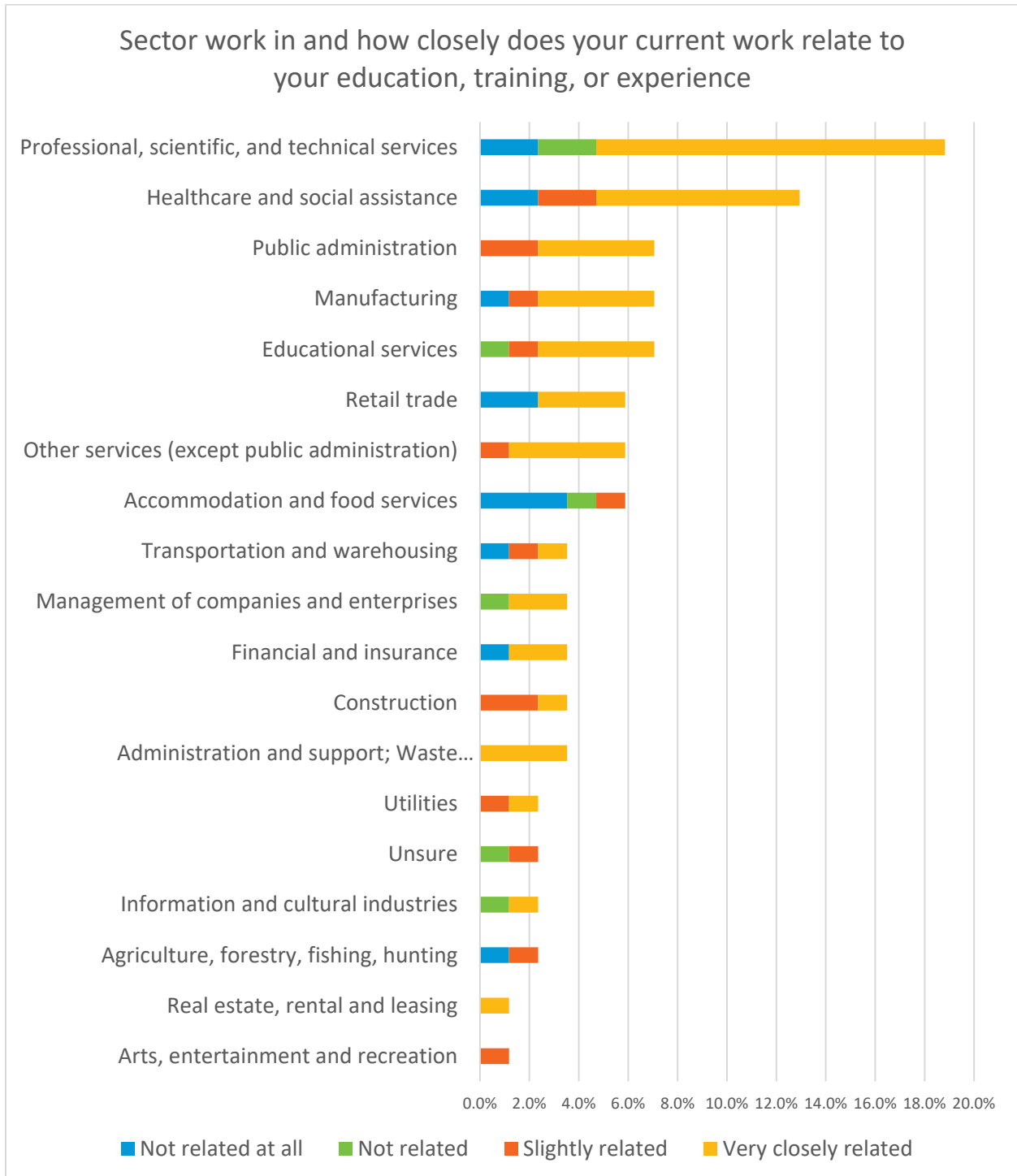
Education Related to Employment

Over 75% of participants who were employed felt that they were in a job that corresponds to their education, training, or experience, with 58.8% saying their education, training, or experience is very closely related to their current work and 17.6% saying slightly related. The data shows that a large percentage of immigrants in Chatham-Kent are being employed in a position that is related to their education, training, or experience.



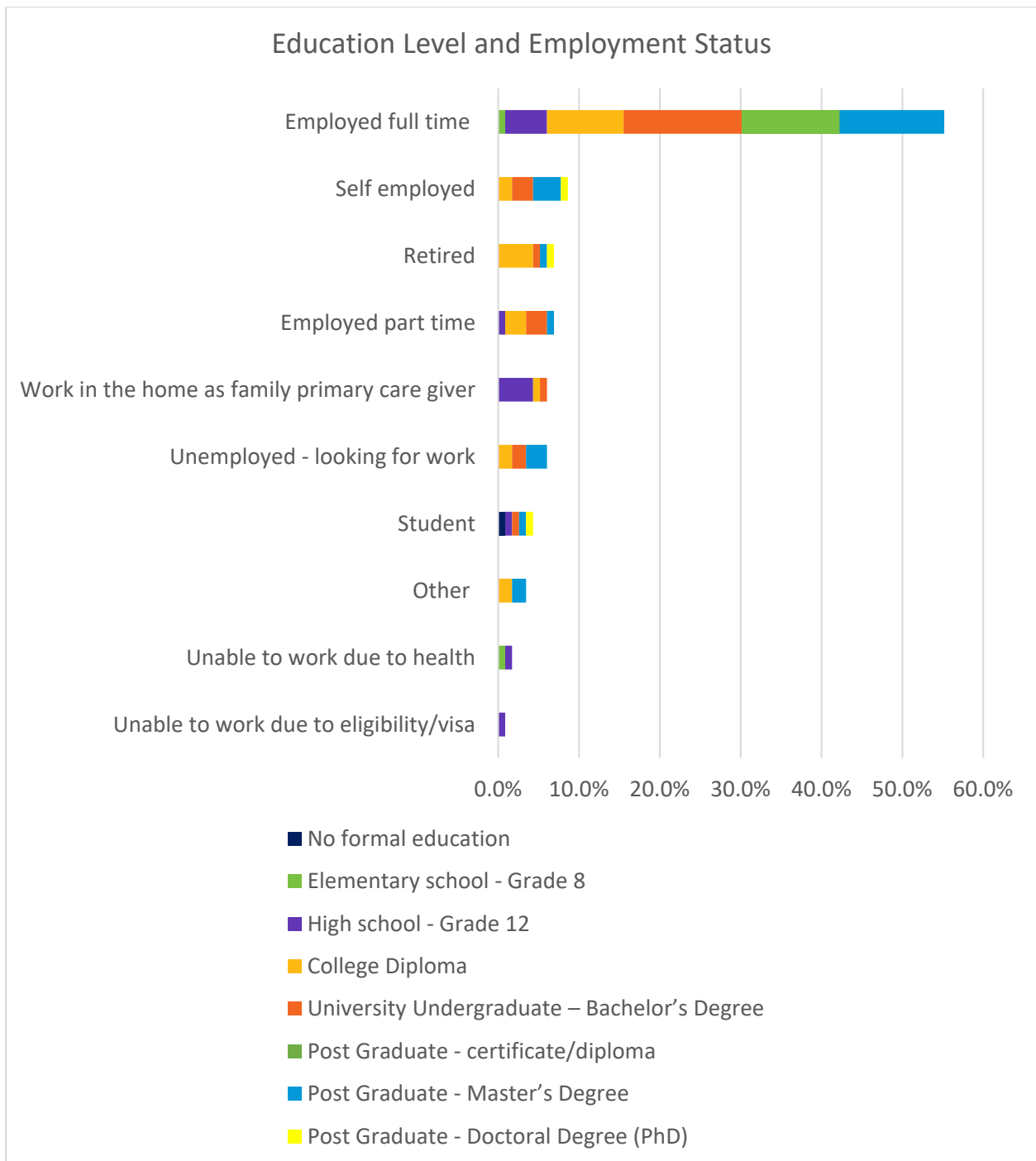
Sector of Employment in Relation to Education, Training, or Experience

The graph below highlights the sector of employment that participants work in and if that sector of work is related to their education, training, or experience.



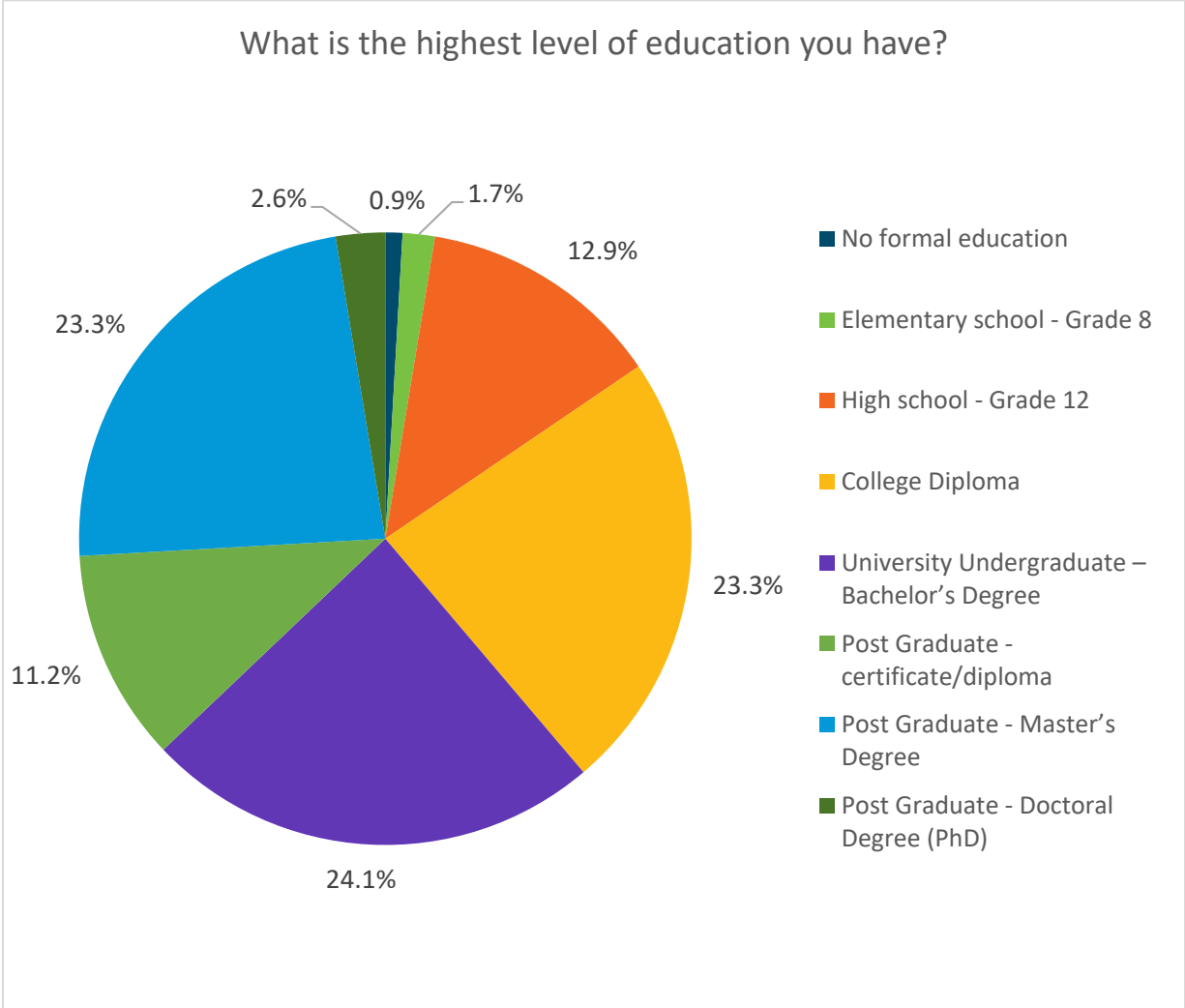
Education Level and Employment Status

The graph below highlights the employment status of participants and the education levels attained.



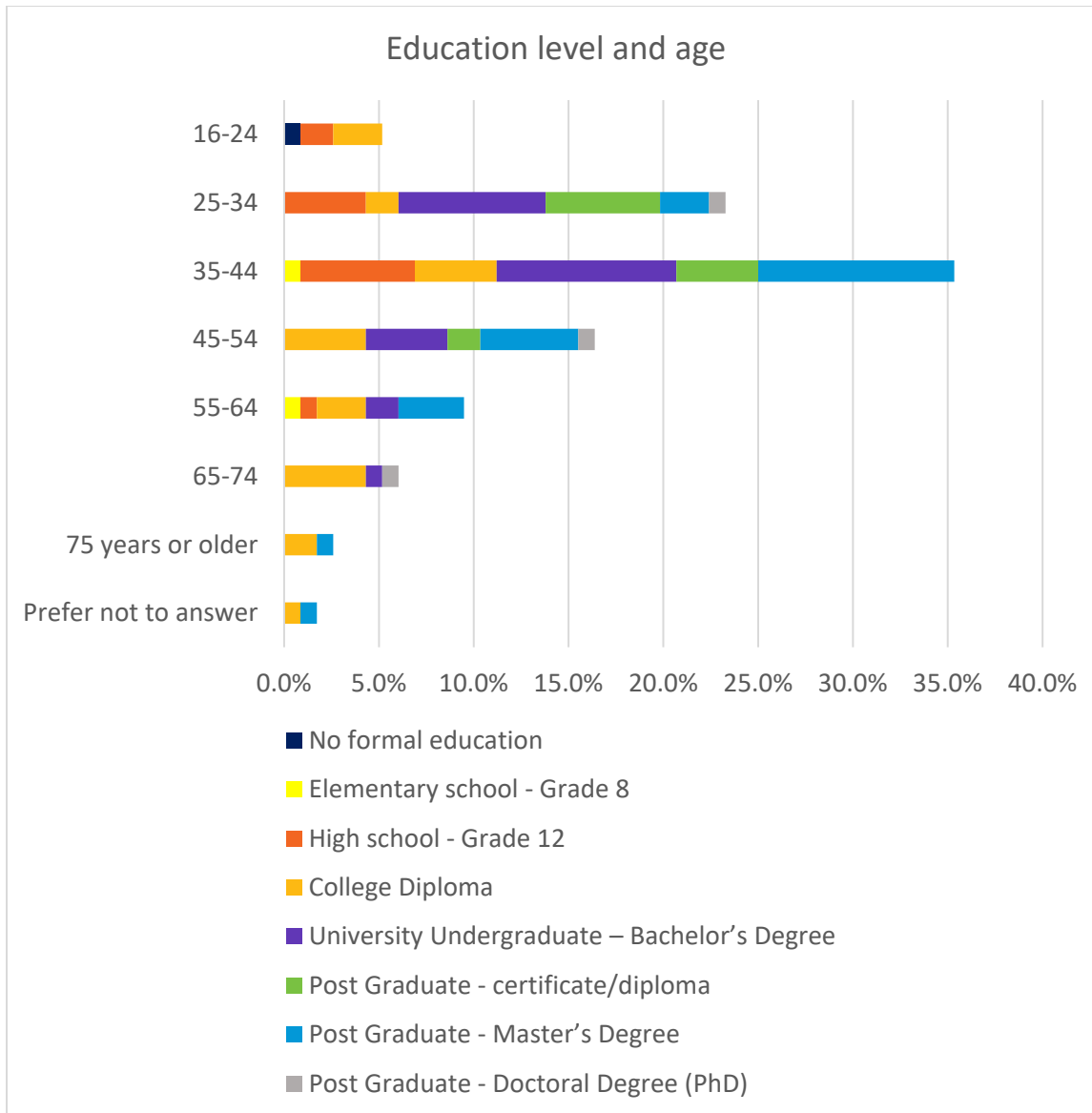
Education

Survey participants were highly educated, with 84.5% having completed post-secondary education. The survey results show that 24.1% of participants held a University Undergraduate – Bachelor’s degree, 23.3% held a Post-graduate – Master’s Degree, and 23.3% held a College Diploma.



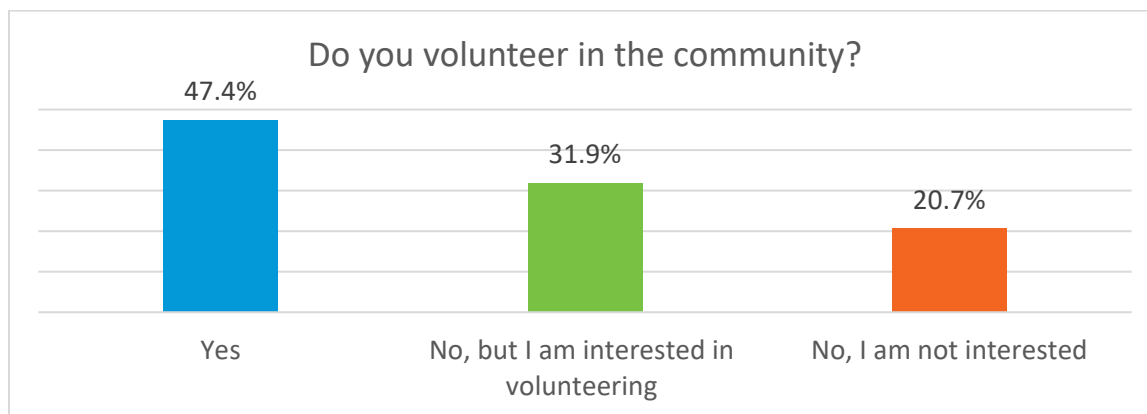
Education Level and Age

The graph below compares education level with the age of participants.



Volunteering

Volunteering has been shown to have a positive impact on helping immigrants and newcomers settle and thrive in a community². The survey results showed that 47.4% of participants said that they currently volunteer in the community and 31.9% said that they do not volunteer in the community, but they are interested in doing so. The remaining 20.7% of participants said that they do not volunteer and are not interested in doing so.



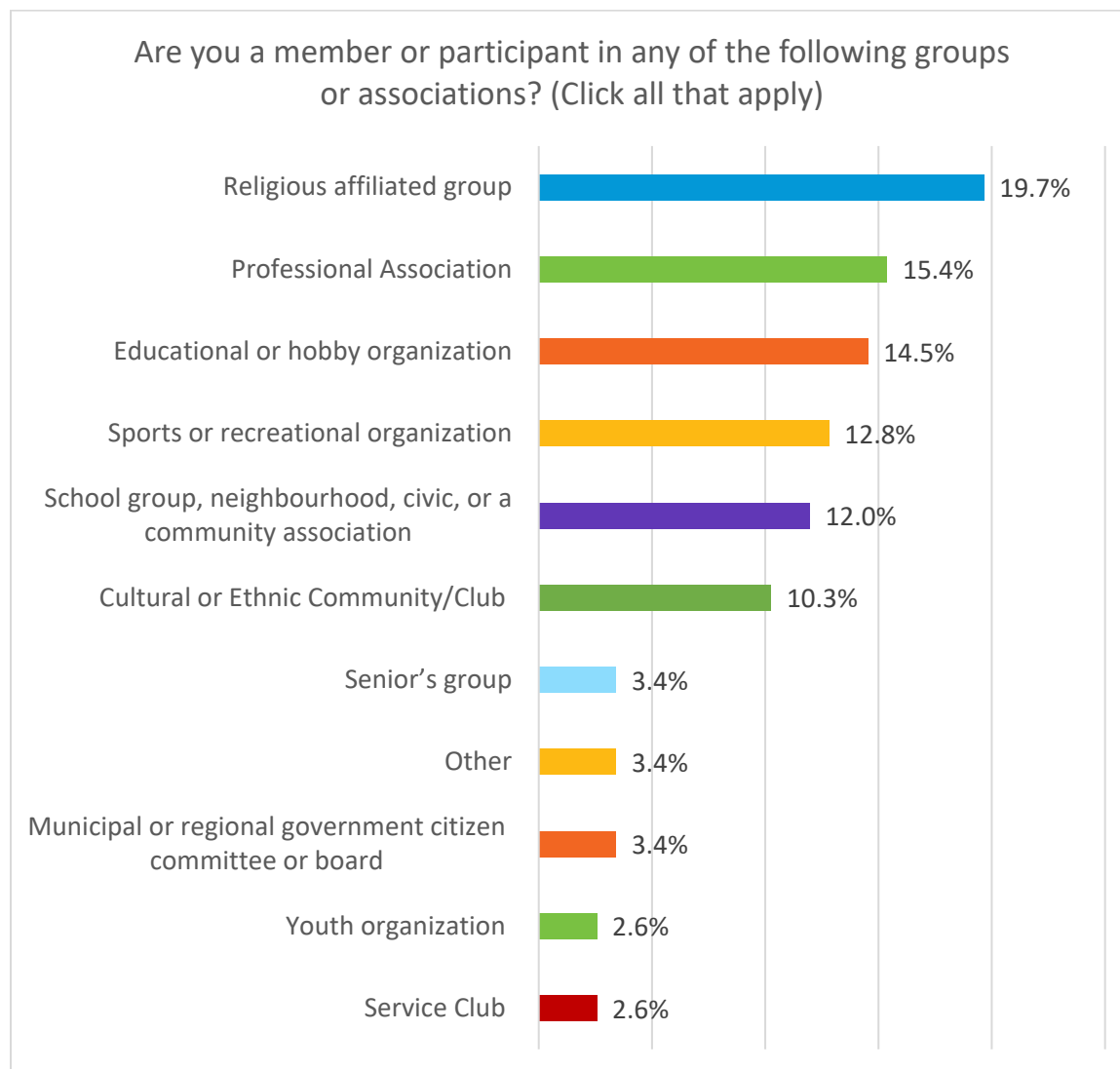
Survey participants that are interested in volunteering in the community provided input on the types of volunteering opportunities they would like. Sought after opportunities included:

- Helping immigrants in the community (5 mentions)
- Health care (4)
- Social services (3)
- Animal shelter (2)
- Education (2)
- Environmental (2)
- Resource assistance (1)
- Childcare (1)
- Sports (1)

² Heintz, M. (2012). [Building Blocks for Newcomers Volunteering: A Newcomer's Guide to Volunteering](#). Volunteer Canada

Member or Participant in a Group or Association

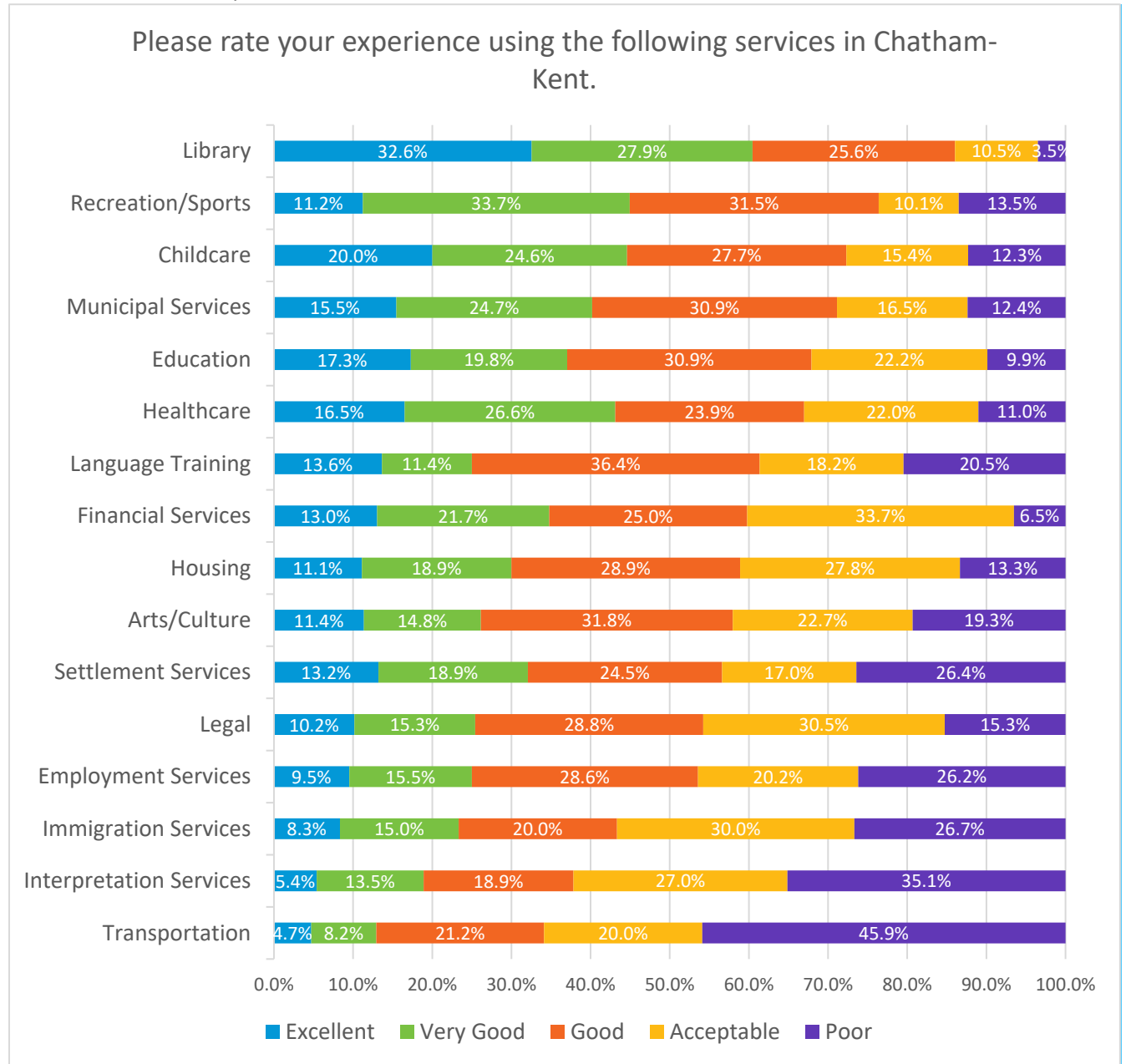
The survey findings showed that 51.7% of participants were a member or participant of a group or association in Chatham-Kent. Among those who said they were part of a group or association, religious affiliated groups (19.7%), professional association (15.4%), educational or hobby organization (14.5%), sports or recreational organization (12.8%), and school group, neighbourhood, civic, or a community association (12%) were the top 5 groups or associations that participants were involved in.



Services Accessed in Chatham-Kent

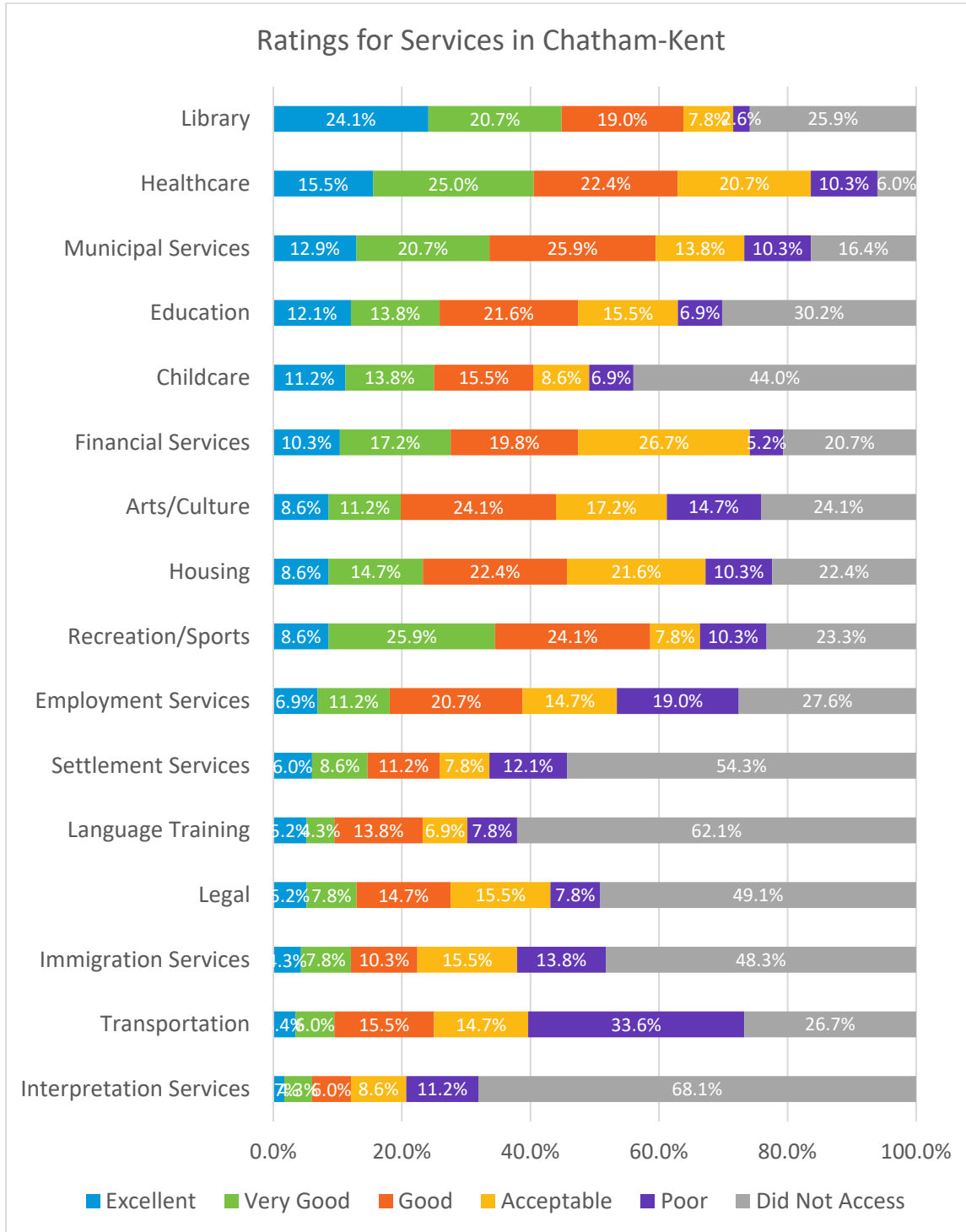
Service Ratings

To better understand where service improvements may be needed in Chatham-Kent, participants were asked to rate a variety of local services. Services that were rated the highest (those that received the highest percentage of excellent, very good or good ratings combined) were library (86%), recreation/sports (76.4%), childcare (72.3%), municipal services (71.1%), and education (67.9%). Note: the rates below correspond to services that were accessed.



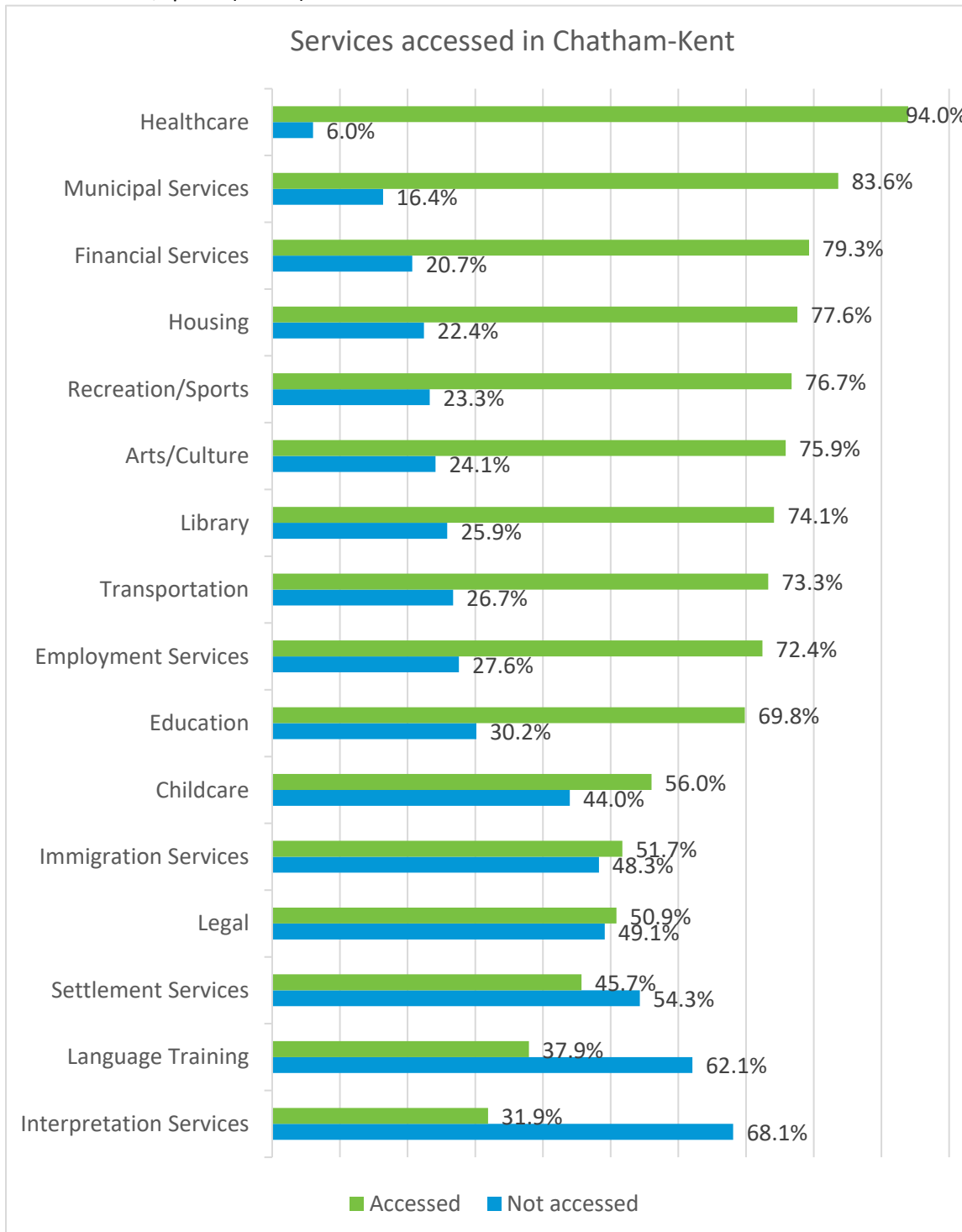
Customer Service Satisfaction Rating

The below graph highlights the level of service that participants received at each service listed. The graph also highlights what percentage of each service was not accessed.

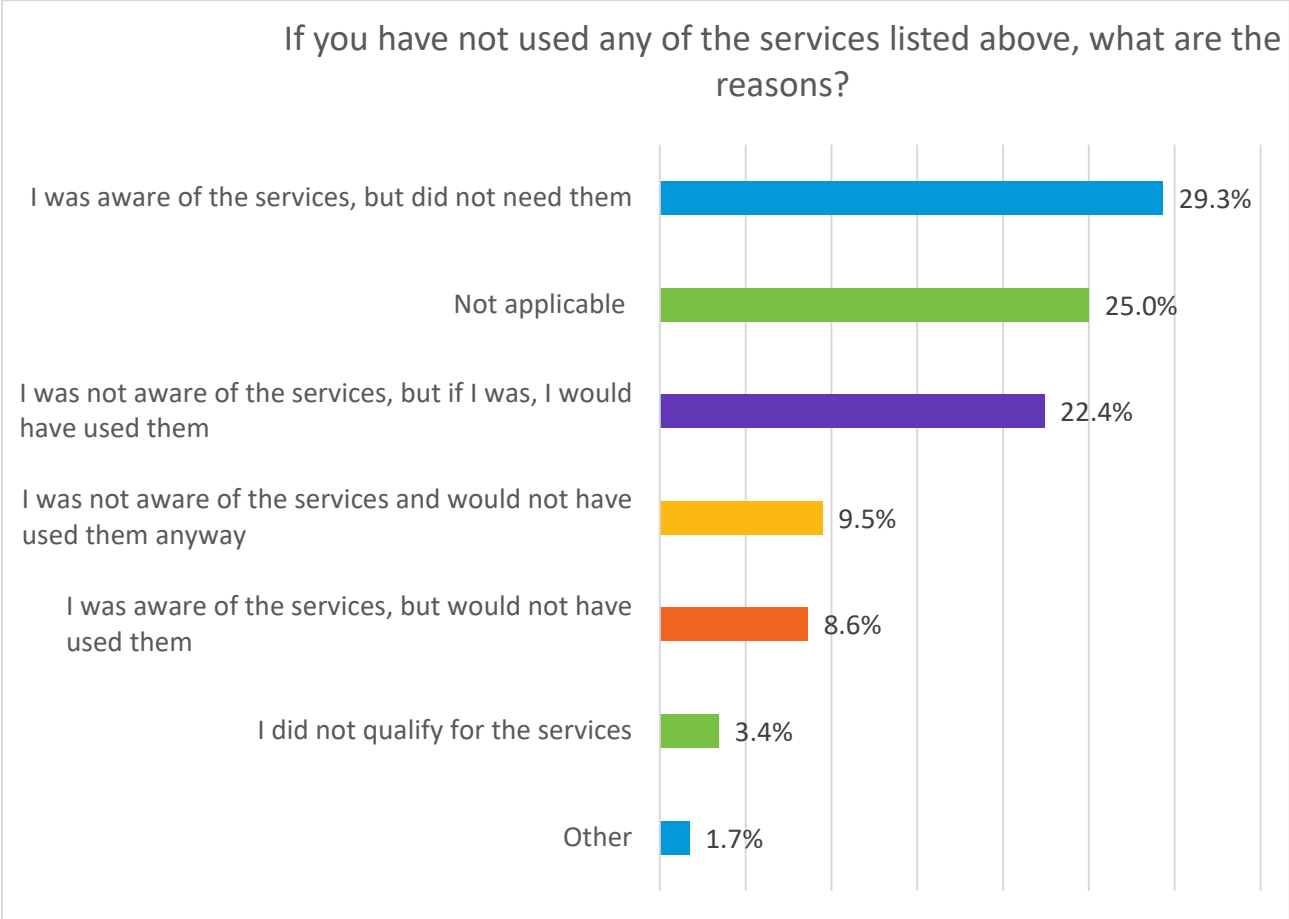


Service Access

The below information was extrapolated from the “Please rate your experience using the following services in Chatham-Kent” question. The chart below highlights what services were accessed by survey participants. Healthcare (94%), municipal services (83.6%), financial services (79.3%), housing (77.6%), and recreation/sports (76.7%) were the 5 most accessed services.

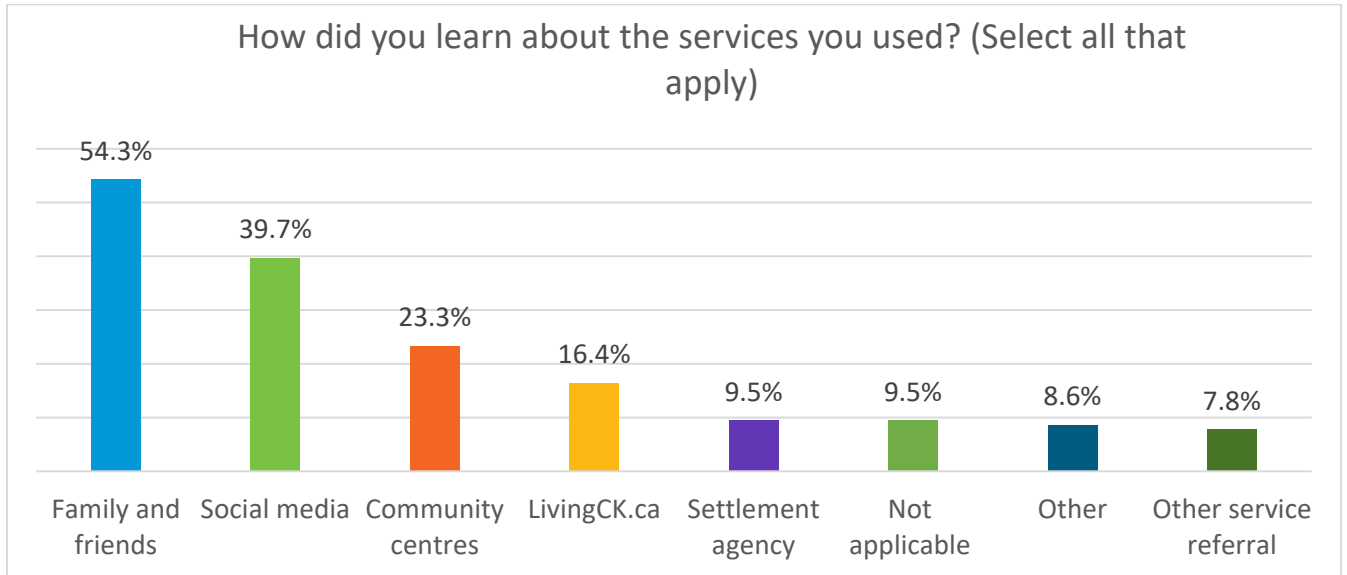


To better understand why these services were not being accessed, participants were asked to share the reason why they were not accessing them. According to the survey results, 29.3% of participants said they were aware of the services but did not need them, while 22.4% of participants were not aware of the services but would have used them if they were. This highlights the need to continue to promote services in the community, thus allowing immigrants to become aware of all services that exist in Chatham-Kent.



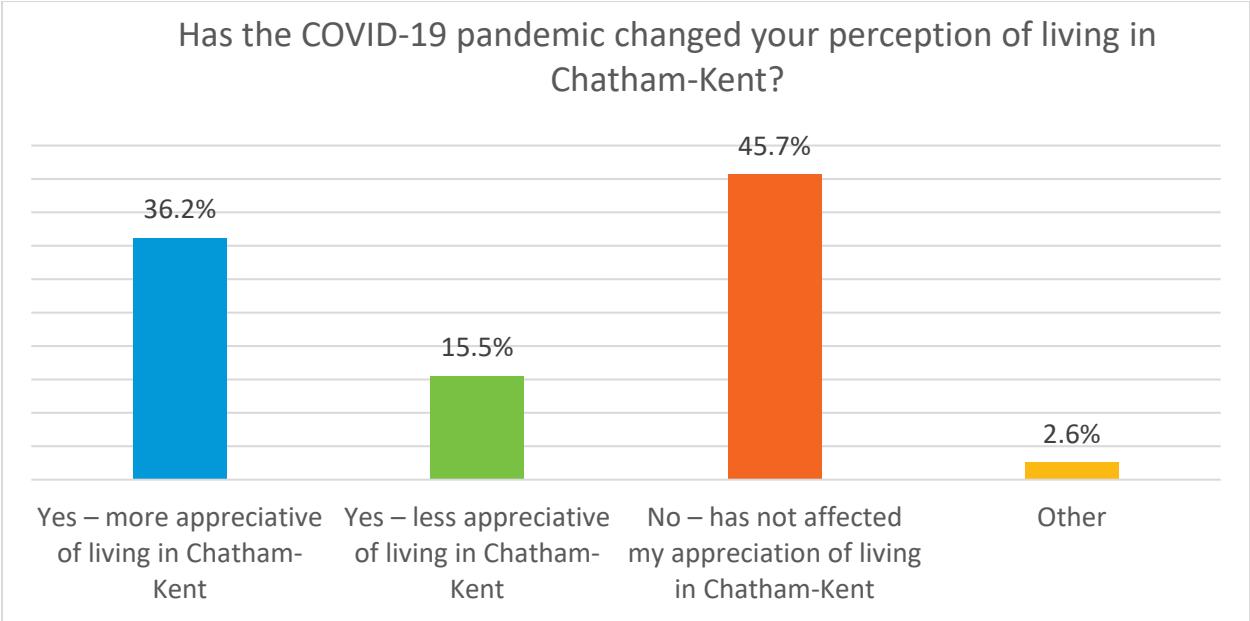
Accessing Information

The top five way that participants learned about services in Chatham-Kent were through family and friends (54.3%), social media (39.7%), community services (23.3%), the LivingCK.ca website (16.4%), and through settlement agencies (9.5%).



COVID-19 Pandemic

With the COVID-19 pandemic being present for the nine months preceding the survey, it was important to gauge if immigrants' perceptions of living in Chatham had changed because of the pandemic. According to the survey results, 45.69% of participants said no, the pandemic has not affected their appreciation of living in Chatham-Kent. Meanwhile, 36.21% of participants said yes, the pandemic made them more appreciative of living in Chatham-Kent and 15.52% said yes but it made them less appreciative of living in Chatham-Kent.



One Word to Describe Chatham-Kent

Survey participants were asked what one word they would use to describe their life in Chatham-Kent. The word cloud below is a collection of the responses received.



Additional Feedback

At the conclusion of the survey, participants were given the opportunity to share anything else that had not been asked. Below are the themes and some of the comments that were provided.

- Local Services
 - Improve service options (i.e. more shopping options, more language classes) (4 mentions)
 - “More language classes to help with new immigrants.”
 - Need for improved Municipal services (i.e. use of public properties, distribution of taxes, yard waste removal services) (4)
 - Promote available services to attract immigrants to the community (3)
 - “I think there needs to be a push for advertising the amazing services we have through all our community stakeholders. I also think we should increase our investment in drawing new immigrants to the neighbourhood through job opportunities and programs.”
 - Lack of family doctors (1)
- Employment-related
 - Lack of employment opportunities (3)
 - “Please try to enhance the work opportunities especially for skilled workers, technology.”
 - Increase availability of higher paying jobs (1)
 - Support greater recognition of international work experience (1)
 - Increase incentives to encourage entrepreneurship (1)
 - “I would like to see some economical incentive to newcomer who wants to open a small business. Currently, the license fee and insurance is way too expensive.”
- Welcome-Ability and Inclusivity
 - Experiences of discrimination (3)
 - Difficulty making friends (2)
 - “I am new to this country and I would like to have friends or people around me that I can talk to.”
 - Increase diversity and inclusion training and hiring for public-serving institutions (1)

Conclusion

The Chatham-Kent Local Immigration Partnership and the Municipality of Chatham-Kent's Community Attraction & Promotion teams thank everyone who participated and provided feedback in the survey, both positive and constructive. This feedback is invaluable to our continuing work of making Chatham-Kent a welcoming community for all people. Some of the concerns raised are actively addressed by various community partners and through CK LIP's Theory of Change work. The results of this survey will continue to help guide community work to welcome immigrant talent and residents to Chatham-Kent. The results will also help focus the strategic municipal efforts, particularly in Community Attraction & Promotion, to ensure Chatham-Kent is a welcoming and inclusive community that attracts and retains immigrant residents.