

Chatham-Kent to the Power of Young People



www.LivingCK.ca/CKYoungPeople

Who we heard from...



72.6% were **age 25-39**



73% identified as **female**



7% identified as a **visible minority**



13% identified as LGBTQ+



92% first language English7% bilingual1% first language French1% other first language



72% of respondents were born in and grew up in Chatham-Kent

13% were born and grew up elsewhere in Canada11% were born elsewhere in Canada but grew up in CK2% were born and grew up in another country

What's going well...



87% of young people that live in CK said they would like to, or possibly like to, **continue living here**

(81% in 2012)



76% of young people that live outside CK said they would consider, or possibly consider,

living here in the future

(62% in 2012)



93% of young people wish to remain connected to CK, regardless of where they live or what they do in the future

(84% in 2012)



73% of young people are currently volunteering or interested in volunteering

(60% in 2012)



74% of young people **think there are** or **may be** jobs for them in CK

(46% said yes in 2012*)



8% of young people run their own business

19% would like to 33% may like to

(8% ran their own business and 29% would like to in 2012*)



19% of young people feel the Municipality

encourages them to make CK their home

(17% in 2012)

Interesting facts...

Young people in CK access information via...



email



radio



37%



56% (90% in 2012)

55% (60% in 2012)

41%

word of mouth

(2012 data NA)

(43% in 2012)

Most popular leisure activities for young people in CK













spending time with friends and family 87%

dining at restaurants 67%

hobbies 58%

outdoor walking and crafts recreation and hiking 54% 53%

going to the movies 53%

Top 5 factors when choosing where to live



The main reasons young people live in CK





70% family

20% employment

53% of those not living in CK, do so because of employment

When promoting CK, young people hightlight...



How can CK organizations retain young people?



What we need to work on...



57% of young people do not promote CK to their network of friends

(52% did not promote CK in 2012)



49% of young people do not know if CK values the contributions they make to the community (48% in 2012)



feel CK values their contributions (23% in 2012)



do not think CK values their contributions (29% in 2012)



47% of young people think that CK does not offer sufficient leisure opportunities

146% said no and 54% said yes in 2012*)

*Maybe option was not provided



said there are sufficient leisure activities



said there may be, but there is not enough awareness of what is offered