

## Penticton attracting skilled and remote workers, new data reveals

(Penticton, BC – April 13, 2022) – Data collected from some of Penticton’s newest residents reveals an influx in skilled and remote workers these past three months, with the greatest majority relocating from the Vancouver / Lower Mainland region.

As part of the Economic Development department’s *Welcome Home initiative*, residents were invited to complete a form to help the City better understand what attracted them to Penticton and which resources they may need to get settled. A total of 84 respondents filled out the digital form up to April 9, representing 198 residents who had arrived since Jan. 1, 2022.

“The number of skilled and remote workers moving to Penticton in recent months reflect a positive trend that is critical to our local economy,” said the City’s Economic Development Manager, Carly Lewis. “We’ve been targeting these key demographics because we know employers have a need for skilled labour, and it’s encouraging to see that working professionals are choosing to move to this community for the lifestyle advantage.”

Of the 198 new residents, 15 per cent are under age 18, 76 per cent are between the ages of 19-65, and 9 per cent are age 65 plus. Twenty-seven per cent of the households have children in the home.

### Where they came from

The largest group of arrivals (23 per cent) came from the Lower Mainland, followed by elsewhere in the South Okanagan / Okanagan (14 per cent), Ontario (13 per cent) and Alberta (12 per cent). Other top locations were Northern B.C., the Kootenays and Kamloops regions (each at 5 per cent).

### Why they moved to Penticton

- Moved here for a job (26%)
- Retired (21%)
- Moved here with a partner, who came for work (18%)
- Remote worker or work from home (16%)
- Plan to open or take over a business (6%)
- Currently unemployed (5%)
- Other reasons: Work in healthcare (4%), stay-at-home mom (1%), work shift work out-of-province (1%), already operate a local business (1%), student (1%)

## Housing

The new residents stated they were living in the following types of housing:

- House (47%)
- Apartment / Condo (30%)
- Townhouse (13%)
- Duplex (3%)
- Basement / bachelor suite (3%)
- Mobile / manufactured home (2%)
- RV (1%)
- Motel (1%)

The Economic Development department announced its Welcome Home initiative in March, providing free 'Welcome Home' packages to newcomers who have arrived since Jan. 1, 2022, while supplies last. This initiative is part of the ongoing Start Here Penticton campaign, building upon the COVID-19 Safe Restart Task Force recommendation to focus on resident attraction, as well as the 2018-2022 Economic Development Strategic Plan's key strategies involving attracting and retaining skilled labour and businesses.

"Penticton really is an ideal place to live, providing a work-life balance that makes it possible to spend more time with your family or friends. On behalf of Council, I would like to extend a warm welcome to all new residents, young and old, and thank you for the vibrancy that you bring to our community," said Penticton Mayor, John Vassilaki.

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Media interviews with some new residents to Penticton are available upon request.

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