

## More working professionals and kids moving to Penticton

(Penticton, BC – Aug. 15, 2022) – A growing number of working professionals between the ages of 31-44 are moving to Penticton, many of whom have children, according to new data collected by the City. Of the total respondents, the greatest majority relocated from Vancouver/Lower Mainland for a job, with remote working also showing strong growth.

This survey data supports the City’s Economic Development department ongoing efforts to attract more skilled and remote workers to the City. It also builds 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. This information will be shared as part of the department’s Q2 update report to Council on Aug. 16.

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. As part of the program, 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 128 respondents filled out the form up to July 7, 2022, when the program wrapped up, representing 301 residents.

The data represents a selection of new people who arrived in Penticton during the time period and completed the form. It shows that within the first three months of 2022, the largest group of respondents, at 35 per cent, was within the 45-65 age group. The latest numbers show a shift in demographics, with the 31-44-year-old age group being the largest group of arrivals during that time period, at 37 per cent.

### Age of Penticton’s recent arrivals who filled out the survey since Jan. 1, 2022

	Age 0-18	Age 19-30	Age 31-44	Age 45-65	Age 65+	Total respondents
Jan 1. – April 9	31 (15.5%)	35 (18%)	46 (23%)	69 (35%)	17 (8.5%)	198
April 10 – July 7	22 (21%)	15 (14.5%)	38 (37%)	15 (14.5%)	13 (13%)	103
Total	53 (17.5%)	50 (16.5%)	84 (28%)	84 (28%)	30 (10%)	301

“The data shows continued growth in remote workers, showing that skilled professionals and young families are recognizing the benefits of moving to a community like Penticton, where they can achieve a more appealing work-life balance,” said Anthony Haddad, General Manager of Community Services.

### **Where they came from**

The largest group of new arrivals between Jan. 1 and July 7 (24 per cent) came from the Lower Mainland, followed by elsewhere in the Okanagan (16 per cent), Alberta (13 per cent) and Ontario (12.5 per cent). Other top locations were Northern B.C., the Kootenays, Saskatchewan and Manitoba. The largest international destinations were Mexico and India, each at 2 per cent.

### **Why they moved to Penticton**

- Moved here for a job (31%)
- Retired (23%)
- Remote worker or work from home (14%)
- Moved here with a partner, who came for work (14%)
- Plan to open or take over a business (5%)
- Work in a mobile health care position (3%)
- Currently unemployed (3%)
- Other reasons: student, stay-at-home mom, work shift work out-of-province, already operate a local business

### **Housing**

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

- House (42%)
- Apartment / Condo (34%)
- Townhouse (13%)
- Duplex (4%)
- Suite (3%)
- Mobile / manufactured home (1.5%)
- Motel (1.5%)
- RV (1%)

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