



New Routes to New Roots:
Why our small communities
are gaining in popularity

DAWCC

Dauphin & Area Welcoming
Communities Coalition

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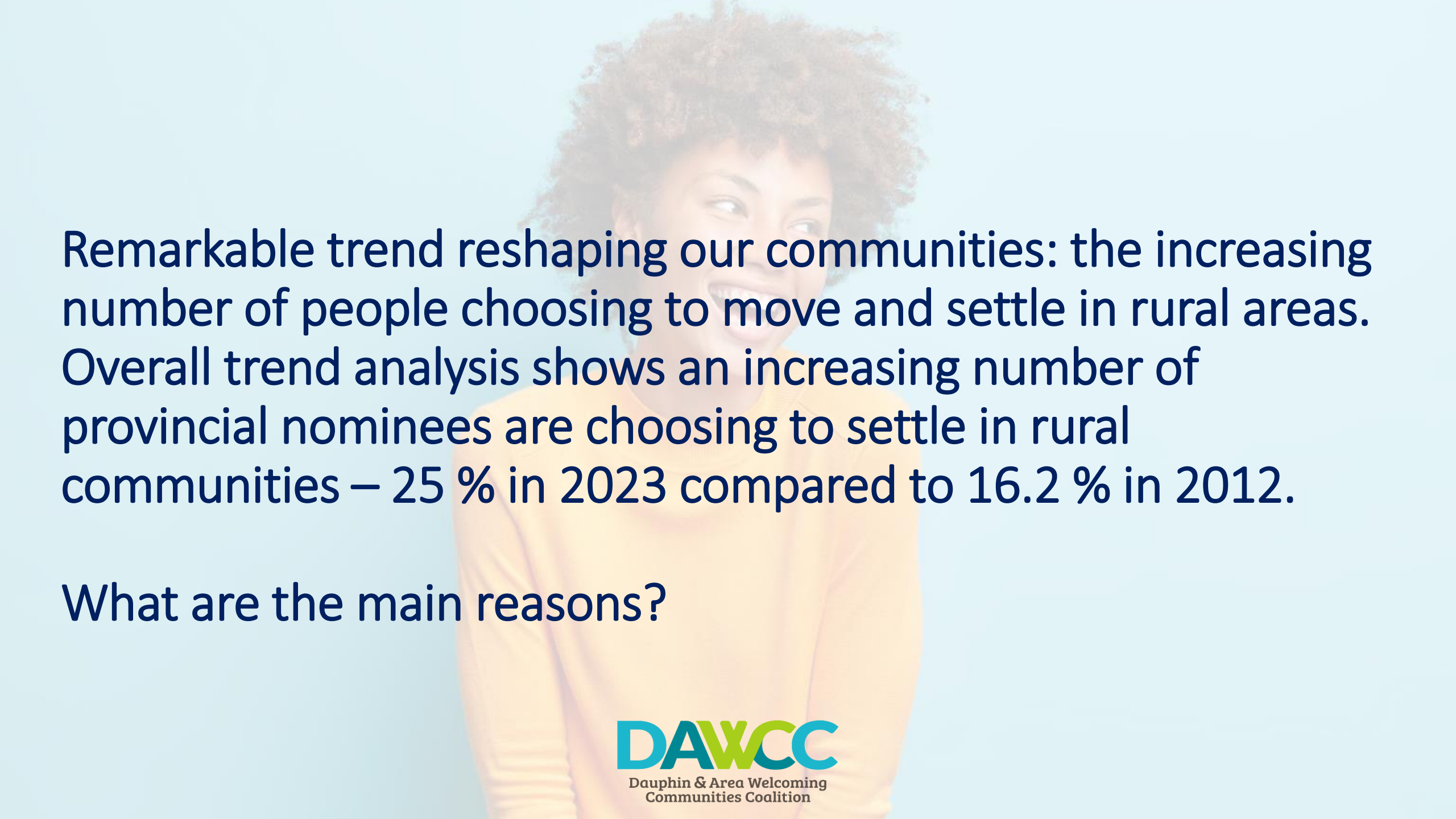
DAWCC conducted two community surveys in 2024 to identify factors influencing the attraction and retention of newcomers to the Dauphin region

Community Stay Survey:

- Newcomer survey on Microsoft Forms
- "Community Stay Survey;" 35 responses received
- Focused on understanding the factors that influence why immigrants choose Dauphin and the surrounding area as their place to settle

DAWCC Employer Survey:

- Employer survey on Microsoft Forms
- Distributed by email, in-person, to community members and local organizations.
- 27 Responses received
- Aimed at gathering insights on how businesses in our community can better support immigrant retention and create a more inclusive environment



Remarkable trend reshaping our communities: the increasing number of people choosing to move and settle in rural areas. Overall trend analysis shows an increasing number of provincial nominees are choosing to settle in rural communities – 25 % in 2023 compared to 16.2 % in 2012.

What are the main reasons?

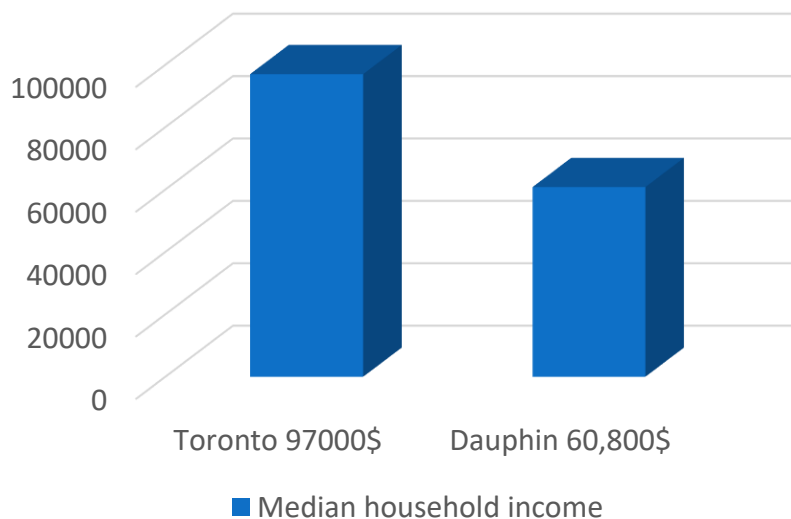
Quality of Life

- Over 21% of respondents cited a quieter, safer environment as a primary factor in their decision to relocate
- Lifestyle that is more aligned with peace and tranquility
- Lower crime rates
- Allows individuals to foster stronger community ties

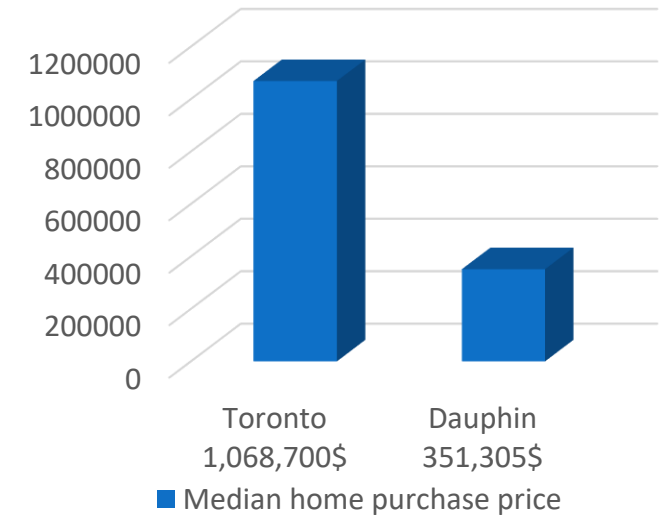
Affordable Housing

- 41% of "Community Stay Survey" participants cited the cost of living as a major influence in their decision to move.
- Housing prices in Dauphin and similar areas are often considerably lower than in urban centers.
- The financial benefits extend beyond housing.

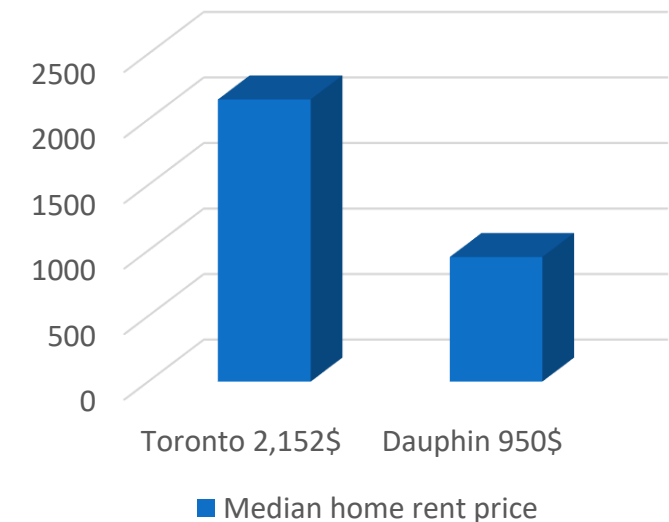
Median household income



Median home purchase price



Median home rent price



Economic Opportunities

- "Community Stay" Survey shows that 30% of respondents moved to rural communities for job opportunities or the potential for remote work
- Employers are waiting for new talent, and 26% participants of "DAWCC Employer Survey" believe immigrants bringing specialized skills and knowledge to our community
- Many rural communities are cultivating entrepreneurial environments, encouraging innovation and attracting new businesses
- Rural areas become more economically vibrant

Community and Connection

- Strong sense of connection and belonging
- Community events, local festivals, and shared traditions create opportunities for newcomers to engage with long-term residents
- "Community Stay Survey" 25% of participants frequently highlighted the friendliness and welcoming nature of rural residents as a motivating factor for their move

Education and Services

- 13% of participants "Community Stay Survey" chose access to education and essential services as the main factor to stay in our community
- 18% of participants "Employer Survey" believe that Improved local services (e.g. daycare, transportation, access to healthcare) would encourage immigrants to remain in our community
- Providing quality education while promoting smaller class sizes

Conclusion

“Many hands make light work.” This wisdom reminds us that by embracing the diverse talents and experiences of newcomers, we can collectively enhance our community's resilience and strength. Together, we can create an environment where everyone feels welcome, valued, and empowered to contribute.