

# CANADA'S MOST YOUTHFUL CITIES FOR 2019



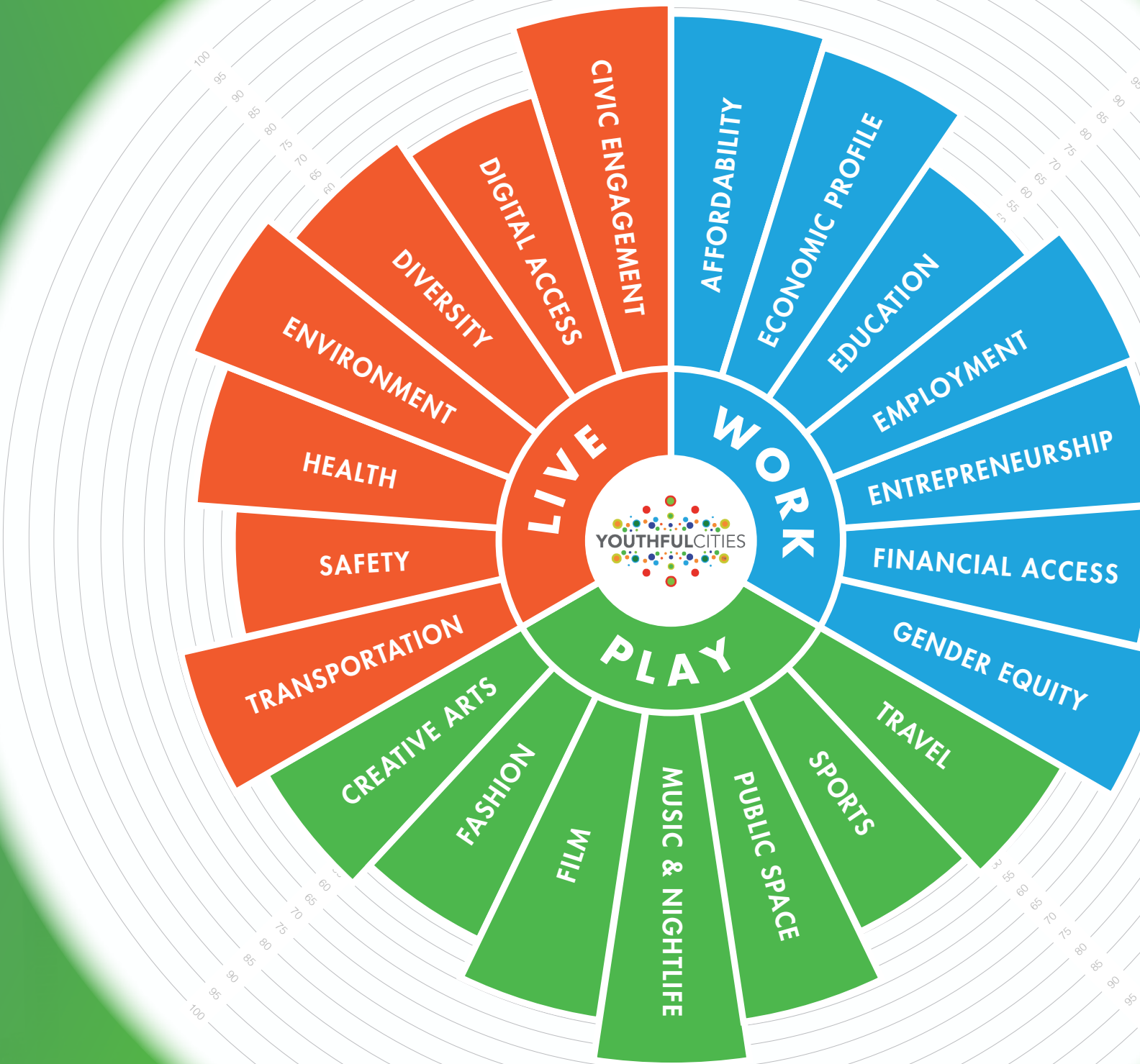
## YOUTHFULCITIES CANADIAN INDEX 2019

22 CITIES  
123 INDICATORS  
10,000+ POINTS OF DATA  
COLLECTED BY YOUTH TO HELP THEIR CITIES THRIVE

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WWW.YOUTHFULCITIES.COM





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## GREETINGS FROM YOUTHFULCITIES



**ROBERT BARNARD**  
Co-founder  
YouthfulCities

We're happy that Canadians are talking about the importance of youth to cities more than ever before - this was one of our goals when we launched our Canadian Index in 2018. Last year, news outlets (including the Globe & Mail and CBC) amplified the voices of urban youth by airing Index results along with interviews of local youth in each of the 13 cities we ranked. After the launch, four cities - Hamilton, Victoria, Port Coquitlam and Lethbridge (led by their Youth Advisory Board) - took the lead and offered funding for local youth to collect data for the 2019 Index. This enabled them to get access to raw data that would help them in their quest to make their cities better for youth and all citizens.

We have seen other successes as well: we co-hosted a day of events and meetings in St. John's, including forums with the Mayor, selected council members, senior staff and the Board of Trade. Thanks to our sponsors, RBC and National Public Relations, we also brought together nearly 100 people to hear a panel of young people present their vision for a better city. St. John's might have come in 13th of 13 cities in our 2018 Index, but it's clear that they want to make their city a great place for youth to thrive.

In Halifax, we participated in two events, including the recent Halifax Fusion Leadership Conference. We also joined HUB Moncton for an event that included Mayor Dawn Arnold, along with the head of the Chamber of Commerce, the City Manager and a hundred young professionals who want to make Moncton more youthful.

With the help of RBC Future Launch, we launched a new Urban Work Index focused exclusively on finding the best city for youth to work in Canada. Edmonton was crowned champion and Mayor Iveson was there to accept an award created by Edmonton high school students. He wants Edmonton to be a youthful city and continues to advocate for youth as I write.

We saw a one-day conference in Ottawa that invited multiple generations to generate ideas for the Capital to be more youthful using our Index as a base. We even heard that Canada's Finance Minister Bill Morneau was asked about YouthfulCities data at a town hall session in Kelowna.

It is amazing what momentum we can generate from our authoritative ranking, the YouthfulCities Canadian Index. Of course, it takes a lot to build one. Matt Cosgrove and Katarina Gligorijevic have spent months finding and collaborating with our local urban decoders to collect and check all the data to make this 2019 Index a reality. I want to personally thank them for all their hard work and commitment.

What do you need to know about the 2019 YouthfulCities Canadian Index? It's bigger. We now have 22 Canadian cities, up from 13 in 2018. It's better. Based on

feedback from youth, we have added two urban attributes to our research: City Economic Profile and Gender Equity. By merging Music with Nightlife, we now have a balanced index with seven urban attributes in each of our Live, Work and Play themes. We continue to improve and expand our list of indicators. The Index is now composed of 123 indicators, making it one of the most comprehensive and useful collections of Canadian urban data, with over 10,000 data points.

In the pages to follow, you will see what Canadian cities need to do to be great places for youth to live great lives, build strong careers and enjoy themselves. I do want to highlight a few important observations based on the data we have collected. Here are the highlights of what we have found:

- **Environment and Affordability rise to the top.** In terms of importance, Affordability and the Environment have separated from other issues that youth care about in cities.
- **The gap between top and bottom city has narrowed.** By adding nine new cities to the mix, we see a much tighter race for Canada's most youthful city. Across our 21 urban attributes, we have 14 winners. That means that there are many options for youth to consider beyond the Big Three. This is good news, since affordability is putting pressure on our largest cities.
- **The rise of the secondary city (not the suburb).** Two of our new cities, Kitchener/Waterloo and Victoria, are within reach of the top spot. These secondary cities offer a similar balance of youthful infrastructure that is key to the success of the larger cities. In contrast, we see that suburbs may not have enough focus on youth, instead relying on the infrastructure of their neighbour - both Mississauga and Oshawa are near the bottom of our 2019 Index.
- **The East Coast needs more support.** As with 2018, the East Coast cities on the Index are all in the bottom half. There are bright spots: Charlottetown earns first place in Environment and Halifax leads in Public Space. Still, the region with the highest median age needs more support to create a sustainable youthful infrastructure to attract and retain youth.
- **Minimum wage matters.** One of the challenges that East Coast cities face is a low minimum wage and a high cost of living. A high minimum wage helps youth.

Finally, please spread the word and join us for more youthful endeavours in 2019 and into 2020. If you want your city to be more youthful, we want to help. Drop me a note at [robert@youthfulcities.com](mailto:robert@youthfulcities.com).

Sincerely,

Robert Barnard  
Co-founder, YouthfulCities

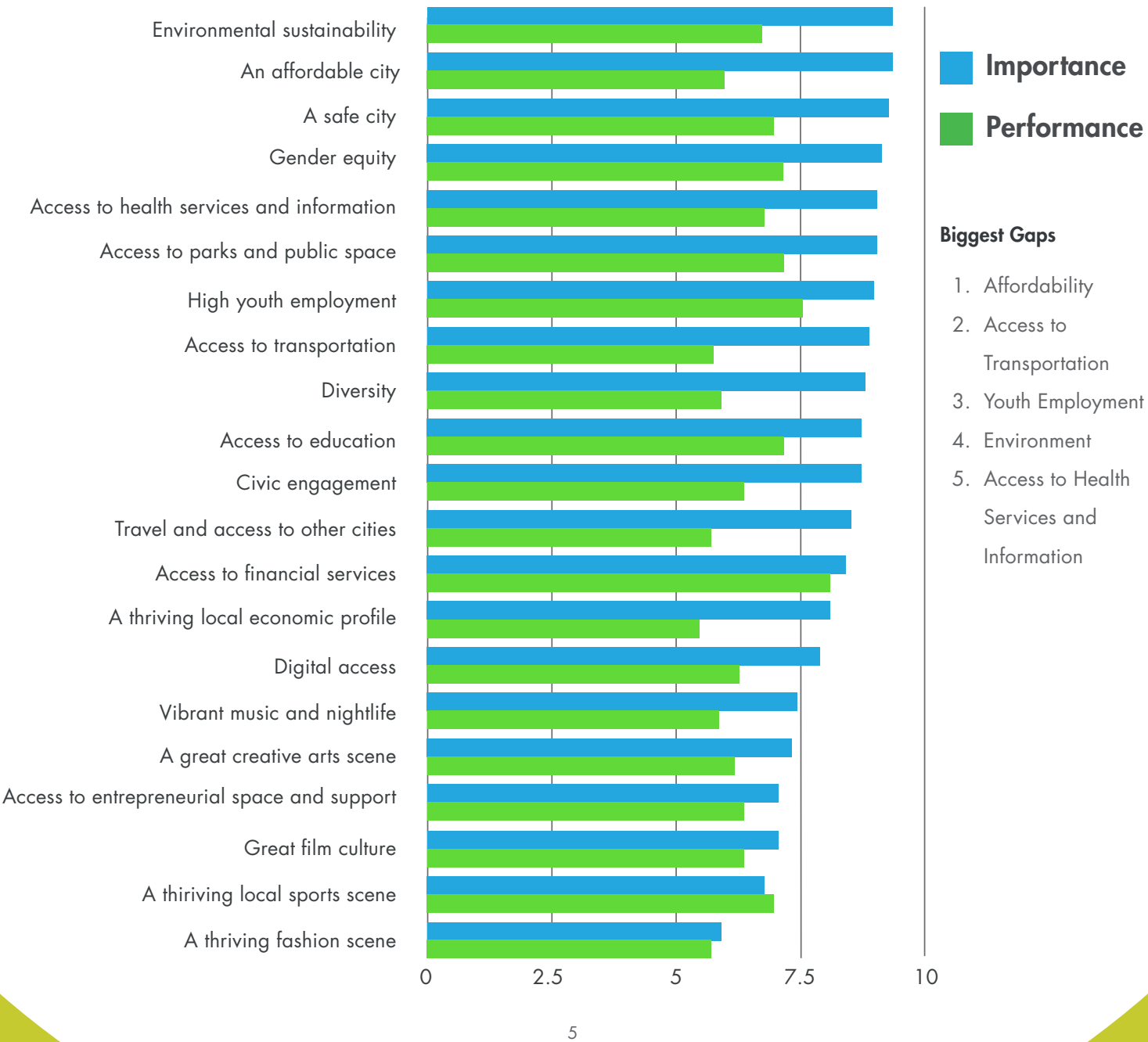
# What are the urban priorities for Canadian youth?

## Important issues and how cities perform in 2019

Since 2013, we have talked to over 30,000 youth around the world to see what issues we should focus on, and landed on 21. We want youth opinion on how important these issues are to them and how they would rate their city’s performance on each.

### We asked two questions:

First, how important the issue is on a scale of 1-10, where 1 is the LOWEST priority and 10 is the HIGHEST priority. Second, how is their city performing on that issue, on a scale of 1-10, where 1 is VERY POOR (there is a lot of room for improvement) and 10 is VERY WELL (there is nothing my city could do to improve here).

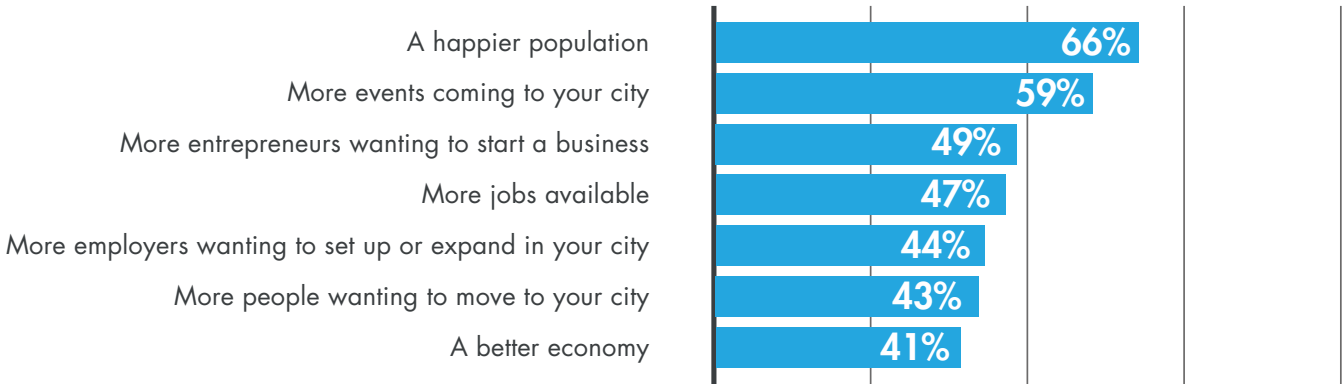


## The YouthfulCities Canadian Priorities Survey

YouthfulCities launched an online survey in Canadian cities in January 2019 based on our 2016 Global Survey. Participants included 372 youth between the ages of 15-29 living in Canadian cities. While the Survey results are not based on a random sample, we have used them to guide our work and create our scoring system for the Index (see p.19). The charts included here reflect the opinions of youth in the cities of the 2019 YouthfulCities Canadian Index.

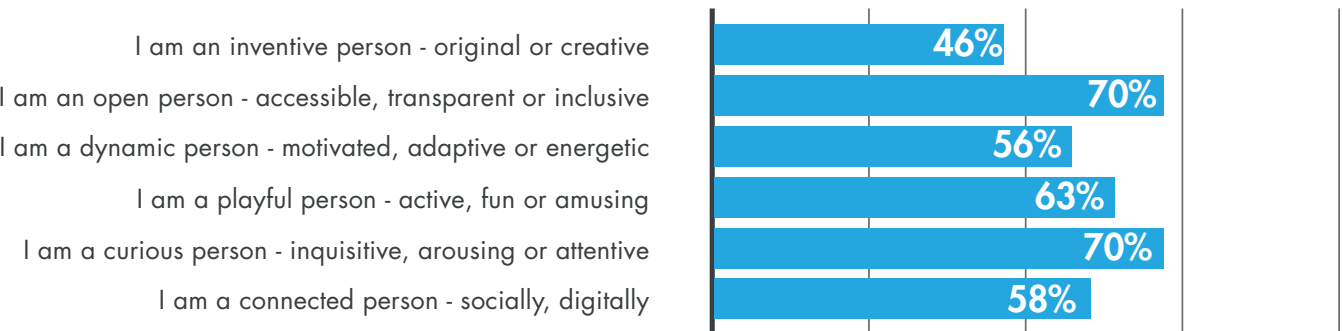
### Other Insights from Canadian Urban Youth

In your opinion, what are the benefits of living in a more youthful (connected, open, dynamic, curious, inventive and playful) city?



### How Youthful Are Youth?

Which of the following do you agree with? (vs neutral or disagree)



Percentage that agreed



**YOUTHFUL CITIES  
CANADIAN INDEX 2019  
RANKINGS**

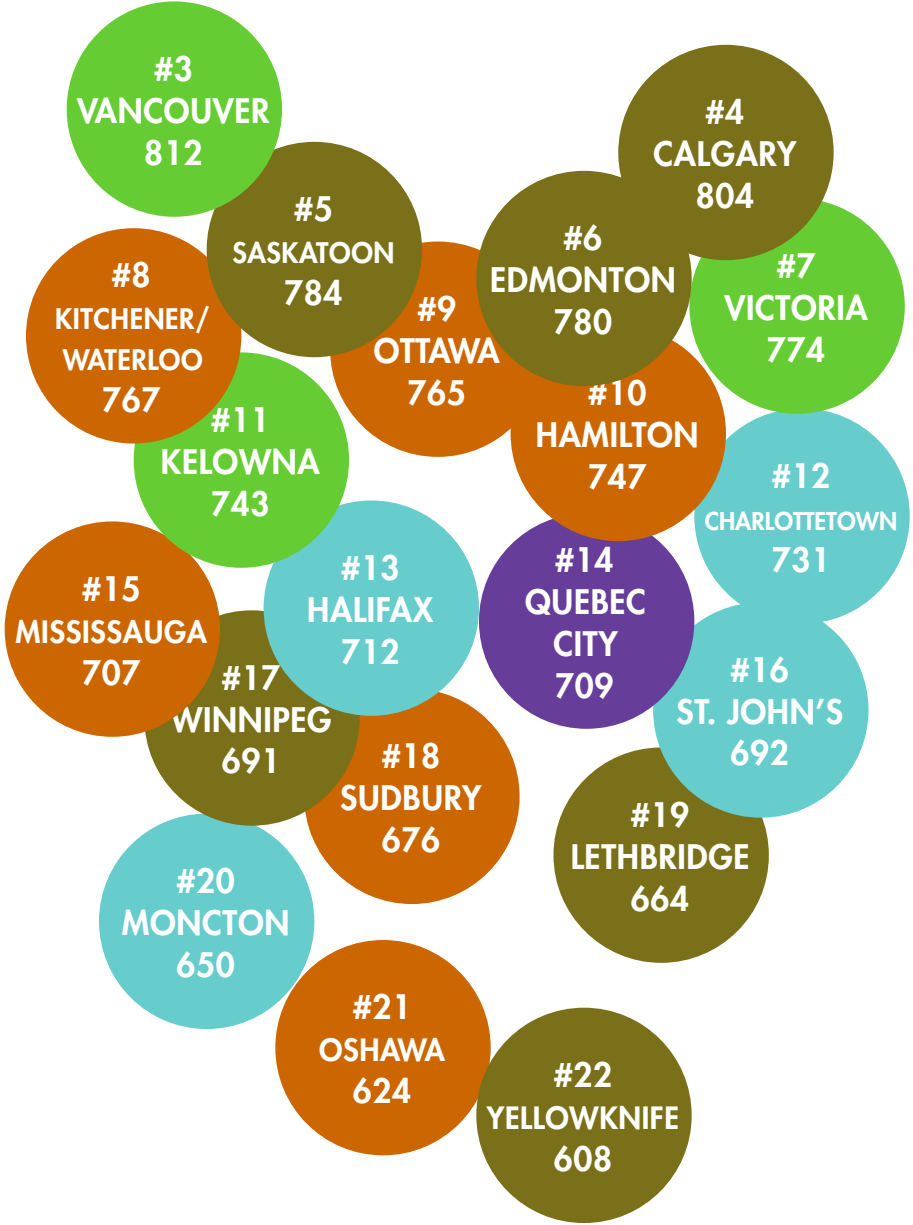
Since this time last year, we have added nine new cities to our Canadian Index, bringing the total up from 13 to 22. We hope that this will give youth a better picture of how Canadian cities fare, coast to coast. It's no wonder that youth are drawn to Canada's largest cities - Toronto, Montreal and Vancouver earn the top spots in the 2019 Index, with a strong performance in the themes of Live, Work and Play. No city achieved the highest possible number of points, meaning that there is room for improvement for all cities - including the top three. As expected, Toronto and Vancouver struggle in Affordability, leaving room for other cities to shine as low-cost alternatives for youth.

What about the other 19 cities on the list? Each city excels in a unique area, so if you are a dedicated foodie, outdoor adventurer or bargain hunter, our Index has the city for you. Each place also struggles in some areas, which means that even cities at the top of our rankings can take steps to better meet the needs of youth and improve their score. Small changes and investments can make a big difference. For example, supporting youth civic engagement in Charlottetown or improving digital access infrastructure in Yellowknife would help move these cities out from the bottom of the pack on those two attributes.

As a snapshot of how cities are doing, the Index highlights both strengths and areas for improvement. Moreover, it suggests that positive and negative shifts have taken place in the past year. The addition of new cities gives youth the opportunity to compare more cities across Canada when choosing where they want to live, work and play. We hope that youth, policymakers and city officials across Canada will use this Index in meaningful ways. In order to attract and retain young people, Canadian cities should listen to youth voices and build cities with their needs in mind. This is the way forward.

**2018 RANKINGS**

Rank	City	Score
1	Toronto	1033.63
2	Vancouver	1006.00
3	Montreal	974.73
4	Ottawa	760.91
5	Edmonton	757.39
6	Calgary	721.25
7	Quebec City	717.89
8	Winnipeg	715.01
9	Moncton	684.28
10	Saskatoon	660.19
11	Halifax	654.01
12	Hamilton	604.51
13	St. John's	581.41



## JUST THE HEADLINES

### TORONTO (894.68)

Toronto is the winner of the 2019 Canadian Index, earning a top three spot in LIVE, WORK and PLAY. Safe, stable and fun, Canada's largest city continues to attract youth from home and abroad.

### MONTREAL (883.46)

Montreal is the best place to LIVE, with top marks in Transportation and Diversity. Its commitment to gender equity make this a particularly attractive place for young women.

### VANCOUVER (811.54)

Earning second place in Environment, the oceanside metropolis is one of the greenest cities on our list. It boasts the highest per capita waste diversion rates.

### CALGARY (803.72)

Calgary grabs fourth place in our LIVE theme, with high scores in Civic Engagement, Diversity and Health.

### SASKATOON (784.22)

Stoon might be a new destination for youth looking to PLAY. It counts Fashion and Sports among its strengths.

### EDMONTON (780.35)

Head to Edmonton for some extra spending money: it's the most affordable city of the bunch.

### VICTORIA (773.83)

Victoria is the best place for both students and artists, landing in first place in both Education and Creative Arts.



### KITCHENER/WATERLOO (767.12)

Kitchener-Waterloo finishes in the top five in LIVE and WORK, with high scores in Diversity, Transportation and Safety.

### OTTAWA (765.33)

The Capital is a good place to LIVE and WORK, thanks to its reliable transportation, commitment to safety, and high levels of gender equity.

### HAMILTON (746.83)

It's easy to get around in Hamilton: it finishes third in Transportation, with good cycling infrastructure, accessible public transit and plenty of carsharing options.

### KELOWNA (743.46)

Kelowna is a good place for sport fans and outdoors enthusiasts! It takes fourth place in PLAY thanks to a strong sports infrastructure and proximity to two Provincial Parks.



### CHARLOTTETOWN (730.64)

With a high number of entrepreneurship incubators and coworking spaces, entrepreneurship is thriving in Charlottetown.

### HALIFAX (712.48)

Halifax's strengths include LGBTQ2+ friendly policies and public space: it excels in our rankings of green space, walkability and public washrooms.

### QUEBEC CITY (709.36)

Looking for an affordable place to live? With low tuition rates and the most affordable rent in the Index, Quebec City is a good option.

### MISSISSAUGA (706.84)

The 905 enters the top ten in our LIVE theme. Its strengths include accessible transit, gender parity in city council and low break and enter rates.

### ST. JOHN'S (691.88)

Affordable tuition rates and a vibrant nightlife make St. John's attractive for students.

### WINNIPEG (691.23)

Winnipeg lands fifth in Transportation, thanks to a number of local carsharing options.



### SUDBURY (676.19)

Sudbury's burgeoning film scene make it a good place to PLAY: youth can enjoy affordable movie tickets, film festivals and film shoots.

### LETHBRIDGE (663.50)

Affordable movies and more than a dozen running events mean that youth in Lethbridge have good opportunities to PLAY.

### MONCTON (649.92)

Young women interested in entrepreneurship might consider this New Brunswick town, which earns third spot in Gender Equity and fourth place in Entrepreneurship.

### OSHAWA (624.60)

Oshawa performs well in our LIVE theme, with high scores in per capita waste, transit accessibility and volunteerism.

### YELLOWKNIFE (608.27)

Yellowknife is the best place for young people to work, thanks to high income levels and strong entrepreneurship supports.



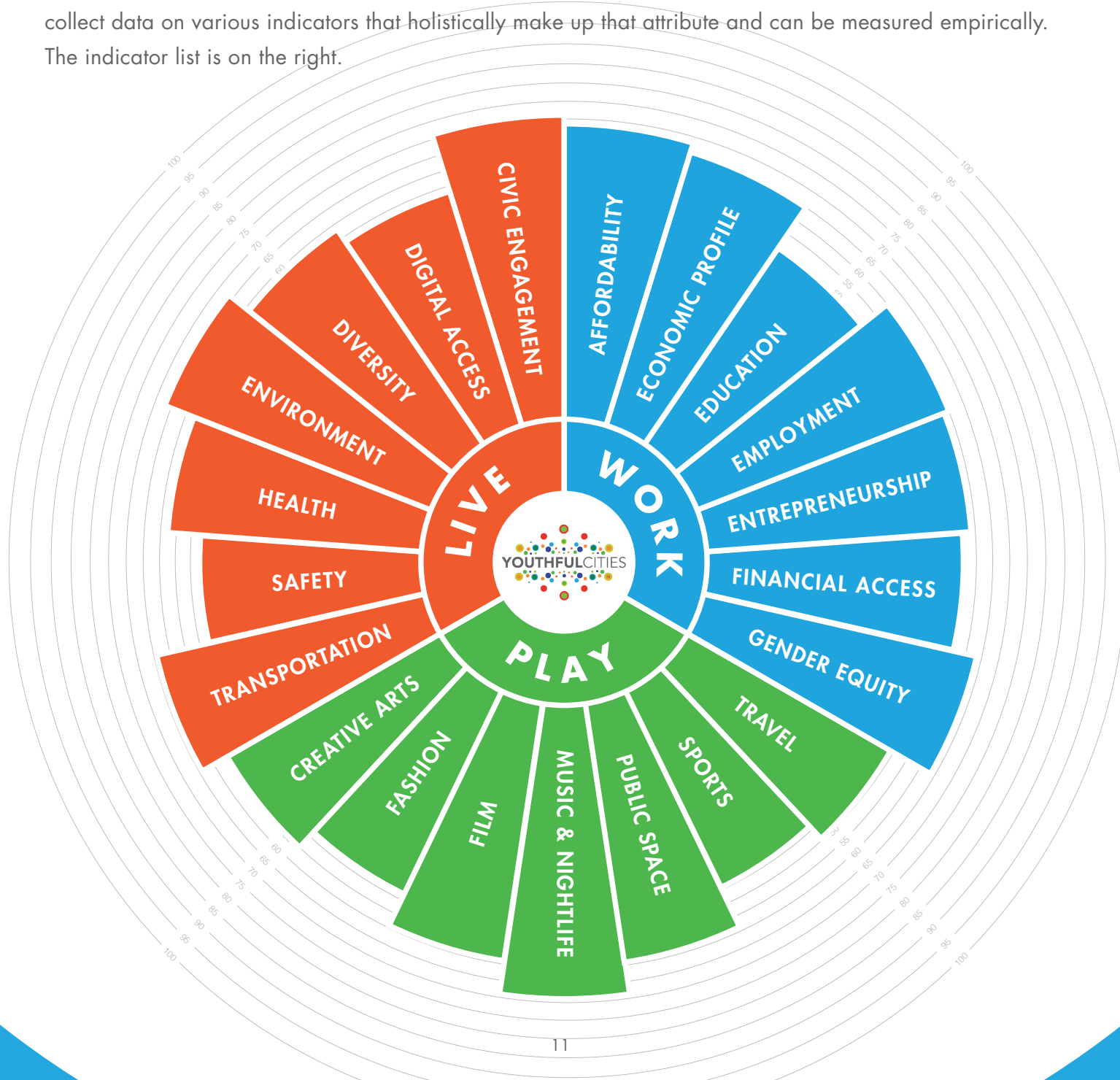


THE BUILDING BLOCKS OF  
THE 2019 CANADIAN INDEX

What Youth Have Told Us is Most Important to Them in Cities

Understanding what youth want in their city is no easy task. Since 2013, we have asked over 30,000 youth around the world to tell us what they think makes a city youthful. This has resulted in the creation of our Live, Work and Play wheel, which holistically captures all of the elements of a city that youth care about.

We asked youth to tell us how important each attribute on the wheel is, on a scale of 1-10. For the 2019 index, YouthfulCities surveyed over 300 youth across Canada, and asked them to rank these elements in their city. From there, we calculate the average level of importance for each attribute. For each attribute, we collect data on various indicators that holistically make up that attribute and can be measured empirically. The indicator list is on the right.

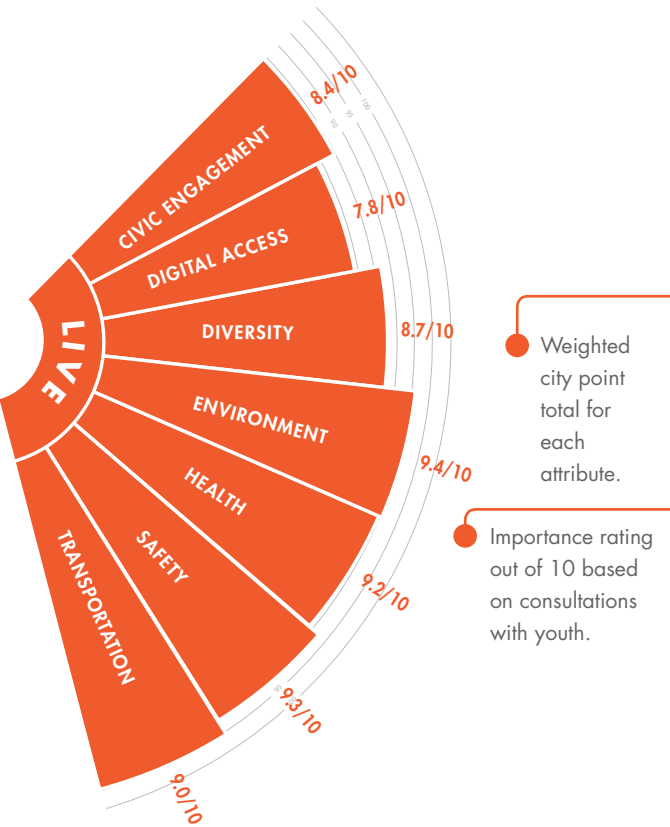


How We Measure What Youth Want in Cities

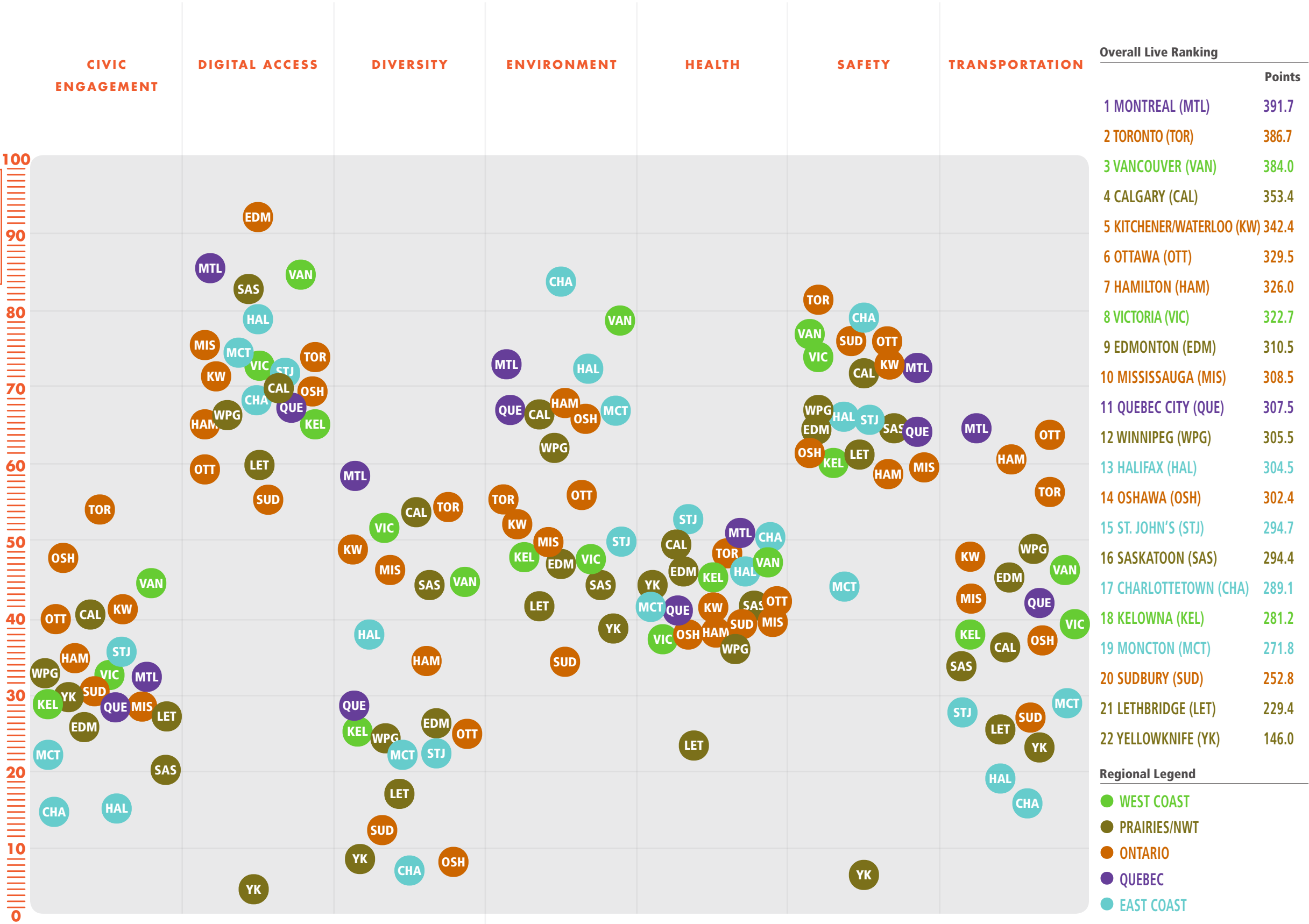
LIVE	<b>CIVIC ENGAGEMENT</b> Average age of city councillors Political influence scale Volunteerism in high school scale Engagement scale Indigenous info + advisory boards	Gender parity in elected officials Openness to LGBTQ2+ scale	Hate crime rates Break and enters Post-secondary school safety scale Traffic safety scale
	<b>DIGITAL ACCESS</b> Cellular competitiveness level Cellular cost Gamers + developers scale Digital censorship scale Open urban data scale Free wifi scale	<b>ENVIRONMENT</b> Smart cities initiatives scale Quantity of annual recycled materials Quantity of annual waste Recycled materials Total registered vehicles	<b>TRANSIT</b> Public transit Cycling Commuter time Carsharing Transit accessibility scale
	<b>DIVERSITY</b> Languages to vote in Diversity of food Diversity of religion	<b>HEALTH</b> Number of clinics Urban reproductive health scale Urban smoking scale Safer drug use scale	<b>SAFETY</b> Homicides Transit/mobility access scale
WORK	<b>AFFORDABILITY</b> Affordable housing Affordable health and well-being Affordable food Affordable transport Affordable utilities Consumption tax rate	<b>EMPLOYMENT</b> Change in unemployment rate Number of new jobs created Youth unemployment rate Change in youth full-time jobs Youth full-time jobs Youth employment centres Employment initiatives scale	<b>FINANCIAL ACCESS</b> Business banking availability Personal banking availability Number of chartered banks Online banking Mobile banking Financial literacy
	<b>EDUCATION</b> Number of post-secondary institutions Full-time undergraduate enrollment Average student debt Secondary school graduation rate Indigenous education scale Average tuition cost Robustness of career services	<b>CITY ECONOMIC PROFILE</b> NOC profile + possible automation impact Number of summer student jobs Income (not in economic families) Income (couples without children) Number of international students	<b>GENDER EQUITY</b> Full-time work Employment rate Median employment income High school or equivalent Apprenticeship or trades College, CEGEP or other non-university University degree
	<b>ENTREPRENEURSHIP</b> Number of coworking spaces Cost of coworking space Entrepreneurship incubators Applications to Futurepreneur		
PLAY	<b>CREATIVE ARTS</b> Number of art/design schools Public art scale Municipal budget for public art Number of art galleries Municipal grants for Indigenous artists Indigenous arts + culture festivals	Cost of music and nightlife Number of live music venues Music development scale	Walkscore Indigenous art in public space Local land acknowledgements
	<b>FASHION</b> Fashion week scale Fashion incubators Creative designers + craftspersons (NOC) Fashion schools/programs Fashion items on Etsy	<b>FILM</b> Cost of a movie ticket Film festivals Number of screens Films shot in city Film schools Film incubators	<b>SPORTS</b> Professional sports teams Professional sports facilities Lowest cost hockey game ticket Cost of gym membership Cost to join soccer league Organized running events
	<b>MUSIC + NIGHTLIFE</b> Number of restaurants Number of festivals Access to alcohol scale	<b>PUBLIC SPACE</b> Green space Sports facilities/fields Public libraries Public washrooms Community garden area Free museum admission	<b>TRAVEL</b> Cities connected through direct flights Transit time to airport Getaway city scale Cost of rental car Cost of entry to cultural institutions Distance to provincial/national park

# OVERALL INDEX RESULTS

## Live Theme



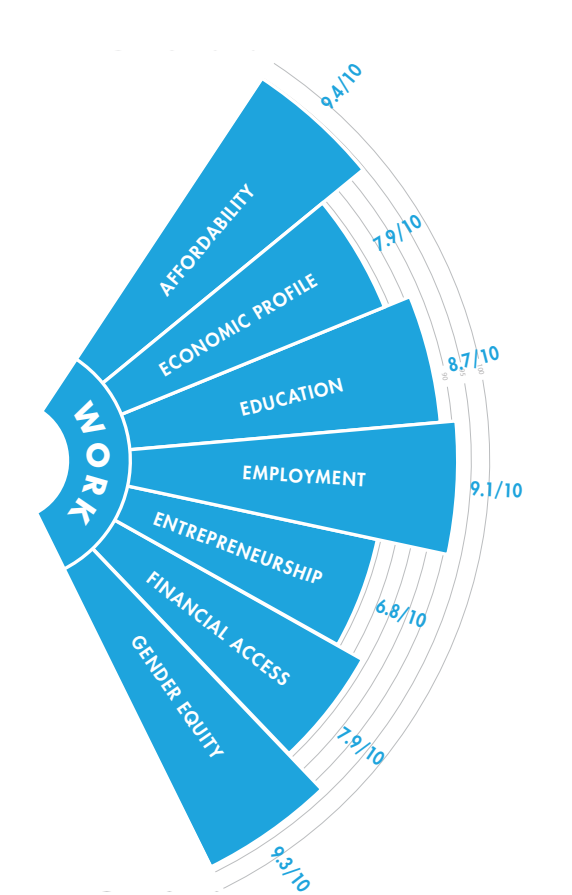
The LIVE theme measures the liveability of a given city by considering tolerance, safety, openness to cultural difference, the breadth of its public transportation network, as well as its political culture, digital connectedness and environmental standing. Youth ranked Environment (9.4/10), Safety (9.3/10) and Health (9.2/10) as the three most important attributes in this theme.



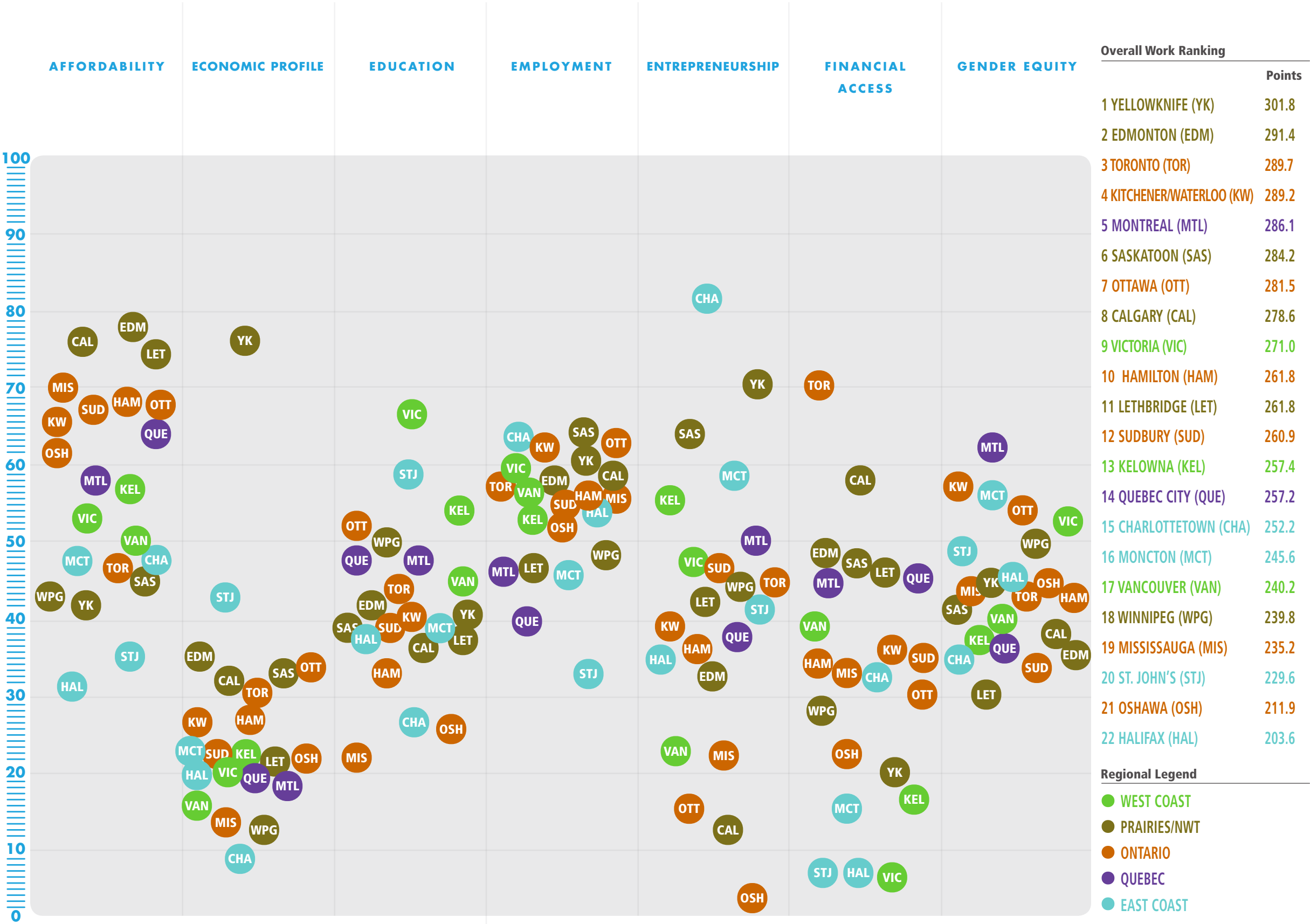


# OVERALL INDEX RESULTS

## Work Theme

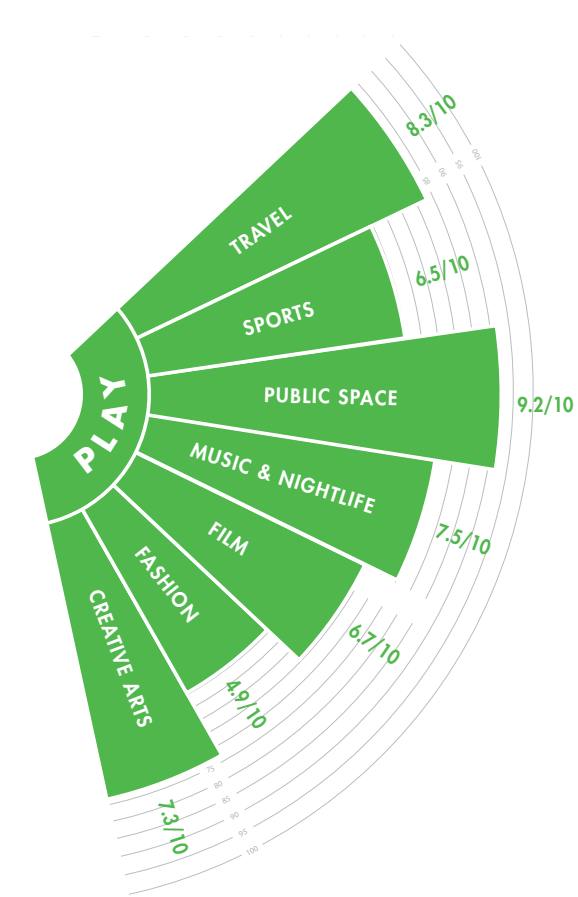


The WORK theme measures the extent to which cities provide youth with employment prospects, entrepreneurial support, job training, educational opportunities, room for financial growth and two new attributes: City Economic Profile and Gender Equity. Youth ranked Affordability (9.4/10), Gender Equity (9.3/10) and Employment (9.1/10) as the most important attributes in this theme.

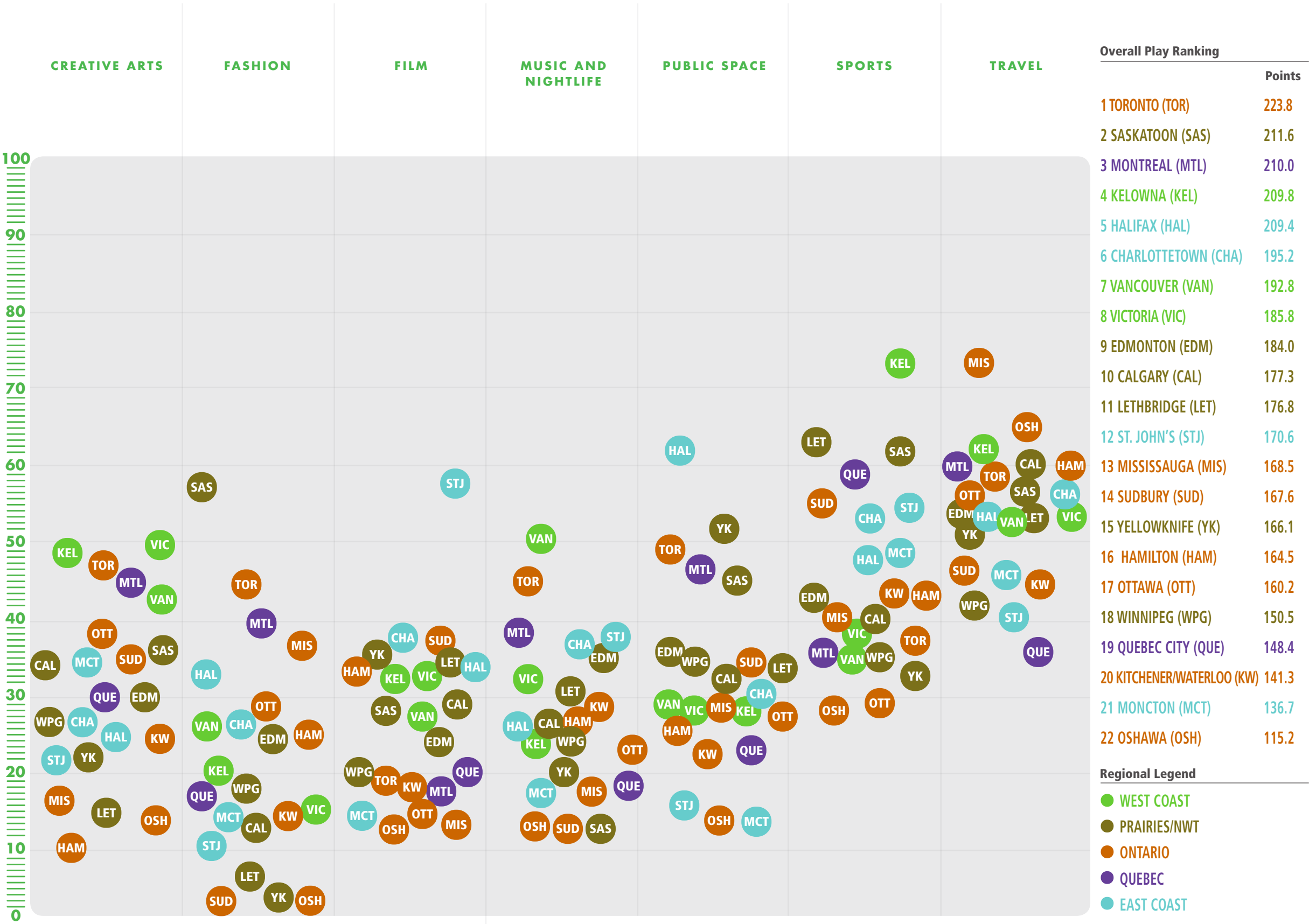


# OVERALL INDEX RESULTS

## Play Theme



The PLAY theme measures leisure and recreation opportunities, as well as the cultural attractions that youth have access to in a given city. In 2019, we merged Music with Food and Nightlife to create a new attribute: Music and Nightlife. According to surveyed youth, Public Space (9.2/10), Travel (8.3/10) and Music and Nightlife (7.5/10) are the most important attributes in this theme.





## OUR INDEX METHODOLOGY

The YouthfulCities Canadian Index 2019 is the result of a four-month research process, engaging youth researchers across Canada.

### OUR METHODOLOGY IS MADE UP OF A FEW KEY STEPS:

#### 1 Determining what to measure in cities

In the past five years, using our quantitative Urban Attitudes Survey, we've asked more than 30,000 youth in cities around the world what is most important to them. This led us to establish the 21 Urban Attributes that make up our Index.

#### 2 Recruiting a team of Urban Decoders

All YouthfulCities data is collected by our team of local youth researchers, who we call our Urban Decoders. They're 15-29 years old, connected, engaged, curious and inventive. They include students, entrepreneurs and employees of government and private enterprise. All of them exist as the driving force behind the youth-led regeneration in each of the cities we work in. We recruit, train, support and connect all of our Urban Decoders through the data collection process, and we continue to provide support with networking after project responsibilities are completed.

#### 3 Collecting data to measure important attributes of cities

The 2019 YouthfulCities Canadian Index: A database of 22 Canadian cities that measures, compares and ranks the cities in our Index across 21 Urban Attributes using a total of 123 indicators. The indicators consist of primary and secondary data that Urban Decoders collect locally and submit using collaborative, cloud-based research workbooks.

#### 4 Ranking the Index data

Once the data is collected, it is rigorously checked for accuracy and normalized. The cities in the 2019 Canadian Index are ranked using a scoring system that takes the normalized data from each of the 123 indicators and translates every data point into weighted scores. Overall scores are created from summing the average of the indicator scores across each attribute.



We would like to thank Futurpreneur for the use of application data.

#### IMPORTANT NOTE: Survey

The Survey data is not used as Index data. It is only used to build a more inclusive and credible weighting system for the Index. For example, since Affordability is more important to youth than Entrepreneurship, the index reflects this through the weighting of scores based on the Survey results.

#### Imputed data

While reliable, robust and defensible data is available for the overwhelming majority of our indicators across all cities, in an extreme minority of cases (<2%), reliable data simply does not exist. Where data does not exist, we take an average in order to assign a score. Obtaining reliable and comparable data for all of our cities is the most difficult part of any YouthfulCities Index process. We want to be as representative as possible in the data that we employ, but in some cases, we have used provincial or territorial averages when data at the CMA level is not available.

For further details on how we capture, check and normalize our index data please head to our website at <https://www.youthfulcities.com/urban-work-index-methodology>.

### HOW WE CAPTURE, CHECK AND NORMALIZE OUR INDEX DATA:

#### Checking the primary and secondary YouthfulCities Urban Work Index data

Once work is collected and submitted, all data goes through a rigorous internal review and check. Every data point is submitted along with a reliable source. The internal YouthfulCities team, along with external academic advisors, goes over the data points and sources, flags anything that does not hold up to scrutiny, and if necessary, uses our source database to replace the data point. All data checking is done collaboratively and can be tracked by all team members.

#### Normalizing the YouthfulCities Urban Work Index data

Once data is checked it needs to be normalized in order to accurately compare each city:

- Since we're motivated by a desire to measure cities from the perspective of youth, and since reliable average youth income data does not exist in all of the cities in our Index, we measure all cost indicators relative to one hour of minimum wage labour in each city.
- For example, if minimum wage in a city is \$10/hour and the cost of a movie ticket is \$12, the cost of a movie ticket tied to minimum wage equals 1.2

#### Comparing data from different years

Wherever possible, data was gathered from the same calendar year. Given data source availability, for some indicators we needed to compare data from different years. As a rule, we only go back as far as three years.

#### Scale and boundary issues

For a very small number of indicators, city level data was unavailable. In these cases we collected data from provincial sources. To normalize the data collected from this larger sample we took the total population of a given city as a percentage of the total population of the broader area, and then multiplied the data collected from the broader area against the percentage that the city represented.

#### Cohort issues

When data was not available for youth aged 15-29 we used a weighting system to allow us to use data from differently defined groups. For example, if population data was not available for youth aged 15 to 29 but was available for 15 to 24 years and 25 to 34 years, we used the 15 to 24 years data, and half of the total data from 25 to 34 years.

#### Hierarchy of data credibility

Primary and secondary data was collected from a number of sources. YouthfulCities collected primary data by talking to key sources in person, by email and by telephone. Secondary data collection was done largely through online research. Our sources include census reports, municipal offices and websites, non-governmental organizations, academic sources

(e.g. journal articles, development indexes and reports) and other online sources (e.g. crowdsourcing sites like expatistan.com).

#### Ranking the YouthfulCities Global Index data

Once all data is normalized, the cities in the YouthfulCities Canadian Index are ranked using a scoring system that takes the normalized data from each of the 123 indicators and translates every data point into weighted scores via the following:

- For each indicator, we have decided if a high number or a low number is the most desirable for youth. For example:
  - In the number of entrepreneurship incubators indicator, a higher number of entrepreneurship incubators wins; versus,
  - In the youth unemployment indicator, a lower youth unemployment rate wins.
- Raw scores are then translated into a value out of 100 using a relational scoring system:
  - For high number indicators, the highest number gains 100 points for that city
  - For low number indicators, the lowest number gains 100 points for that city
  - Points are then allocated to other cities based on a differential equation
  - $100 - (\text{net difference to winning number} \times \text{differential ratio})$
- Each city's points are then translated into weighted scores based on the importance rankings determined for each urban Attribute. Importance rankings come from the 2019 Urban Attitudes Survey, which measured the average importance of the Attributes for youth. Values listed are out of 10.

#### Cities' overall scores and rankings

The overall index scores result from summing the average of the indicator scores across each Urban Attribute. For example, the Transportation Attribute is made up of 5 indicators. Each city gets a score for each indicator in the Transportation Attribute. The average of these 5 indicator scores makes up the Attribute score. All 21 Attribute scores are summed in order to determine a city's overall score and rank.

#### Imputed data

While reliable, robust and defensible data is available for the overwhelming majority of our indicators across all cities, in an extreme minority of cases (<2%) reliable data simply does not exist. Where data does not exist we take an average in order to assign a score. Obtaining reliable and comparable data for all our cities is the most difficult part of the YouthfulCities Global Index process. We want to be as representative as possible in the data that we employ. If you feel that you have a better way of measuring cities from a youth perspective, we want to hear from you!

The database for our 2019 Canadian Index contains 22 cities, with data on 123 indicators, across 21 live, work and play attributes, totaling over 10,000 points of data.

THE CITIES  
IN OUR 2019  
CANADIAN INDEX

CITY	POPULATION (2017)	MINIMUM WAGE (Nov. 2018)
● Calgary, Alberta	1,239,220	\$15.00
● Charlottetown, PEI	69,235	\$11.55
● Edmonton, Alberta	932,546	\$15.00
● Halifax, Nova Scotia	316,701	\$11.00
● Hamilton, Ontario	551,751	\$14.00
● Kelowna, British Columbia	179,839	\$12.65
● Kitchener-Waterloo, Ontario	405,234	\$14.00
● Lethbridge, Alberta	96,828	\$15.00
● Mississauga, Ontario	721,599	\$14.00
● Moncton, New Brunswick	71,889	\$11.25
● Montreal, Quebec	1,704,694	\$12.00
● Oshawa, Ontario	645,862	\$14.00
● Ottawa, Ontario	933,596	\$14.00
● Quebec City, Quebec	531,902	\$12.00
● Saskatoon, Saskatchewan	246,376	\$11.06
● St. John's, Newfoundland	108,860	\$11.15
● Sudbury, Ontario	108,860	\$14.00
● Toronto, Ontario	2,731,571	\$14.00
● Vancouver, British Columbia	2,463,431	\$12.65
● Victoria, British Columbia	367,770	\$12.65
● Winnipeg, Manitoba	705,244	\$11.35
● Yellowknife, Northwest Territories	19,569	\$13.46

The cities we selected for our Index are based on three main considerations:

1. **Population:** What are the most populated cities?
2. **Geographical representation within a region:**  
Are we ensuring that cities are selected from different geographical areas within a region?
3. **Local engagement:** Do we have the local support of Urban Decoders, youth, and municipalities to ensure we can collect reliable and accurate information across all of our Attributes and indicators?



CITIES IN OUR PAST GLOBAL INDEXES

CANADIAN CITIES IN THIS INDEX

USA/CANADA

CALGARY  
CHARLOTTETOWN  
EDMONTON  
HALIFAX  
HAMILTON  
KELOWNA  
KITCHENER-WATERLOO  
LETHBRIDGE  
MISSISSAUGA  
MONCTON  
MONTREAL  
OSHAWA  
OTTAWA  
QUEBEC CITY  
SASKATOON  
ST. JOHN'S  
TORONTO  
VANCOUVER  
VICTORIA  
WINNIPEG  
YELLOWKNIFE  
BOSTON  
CHICAGO  
DALLAS  
DETROIT  
LOS ANGELES  
MIAMI  
WASHINGTON, DC  
NEW YORK CITY  
SAN FRANCISCO

LATIN AMERICA

BOGOTA  
BUENOS AIRES  
CARACAS  
LIMA  
MEXICO CITY  
QUITO  
RIO DE JANEIRO  
SAO PAULO

AFRICA

CAIRO  
CASABLANCA  
DAR ES SALAAM  
DURBAN  
JOHANNESBURG  
LAGOS  
NAIROBI

EUROPE

AMSTERDAM  
BERLIN  
LONDON  
MADRID  
MOSCOW  
PARIS  
ROME  
WARSAW

MIDDLE EAST

BEIRUT  
DUBAI  
ISTANBUL  
TEHRAN  
TEL AVIV

ASIA/AUSTRALIA

BANGKOK  
HONG KONG  
JAKARTA  
KARACHI  
MANILA  
MUMBAI  
DELHI  
OSAKA  
SEOUL  
SHANGHAI  
SINGAPORE  
SYDNEY  
TOKYO

Our 2019 Canadian Index, which the present report is focused on, consists of 22 cities across Canada. To date, we've measured, ranked and indexed 80 cities around the globe.



# MEET OUR URBAN DECODERS

Urban Decoders are our team of local researchers. Our amazing team brings together urban insights from our 22 Canadian cities.



**EMILY KNIGHT**  
**CALGARY**

Emily is a born and raised Calgarian who has had dreams of working with the community to make her city better since she was in elementary school. She completed her BBA with a double minor in Social Innovation and Entrepreneurship at Mount

Royal University, where she found that her love for making change could be fueled by the grit and creativity embedded in entrepreneurship. Emily works as the Entrepreneur Development Manager at Mount Royal University's Institute for Entrepreneurship and Innovation where she supports student entrepreneurs and runs extra-curricular programs. Outside of her professional life, Emily is a lover of the natural world and books, and hosts friends, family, and podcasts.



**JACQUI SCAMAN**  
**CHARLOTTETOWN**

Jacqui grew up in Southern Ontario. After studying business at the University of Guelph she spent a few years travelling and is now based in Charlottetown. She is currently interested in designing food systems that enrich our

environment and establish food security. In her spare time she likes to be outdoors.



**LINDSAY VANSTONE**  
**EDMONTON**

Lindsay Vanstone has a Master of Urban Planning from McGill University and has worked in urban planning, policy, and analytics in Alberta at both city and provincial levels. She has lived in Toronto, Montreal, Calgary, and Edmonton, and has spent extended

time in US, Mexican, and South American cities. Living and working in several cities has shown her that each has its own flair and appeal for youth.



**YIVII (YIN-YU) SU**  
**HALIFAX**

Yivii is a world traveler who loves sharing her passion for urban life and human encounter. After graduating from her urban and regional planning

Master's program from University of Amsterdam, she now calls Halifax home and is excited everyday for new adventures and explorations in her Canadian life.

University of Amsterdam, she now calls Halifax home and is excited everyday for new adventures and explorations in her Canadian life.



**BRODY MEYER**  
**HAMILTON**

Brody Meyer is a project coordinator focused on photovoltaics and ecological initiatives. He has had the privilege to live and explore in several different environments around the world, including Iceland, Dominica, Germany,

and most recently Colombia. This exposure has helped enrich his perspective on the challenges that humanity needs to address in the near future. Because of the risks we face as a result of anthropogenic climate change, Brody is a staunch advocate of drastically reducing the atmospheric concentrations of greenhouse gases. This desire motivates his approach to design and problem solving related to urban development.



**BLAKE EDWARDS**  
**KELOWNA**

Blake Edwards moved to Kelowna, BC in 2011 to attend UBC's Okanagan Campus where he earned a Bachelor of Arts in Political Science and History. Since moving to Kelowna, he has worked on several research

papers, environmental policy drafts and white papers. Currently, Blake is coordinating prospective student recruitment at Okanagan College and working as a yoga and spin instructor in the community.



**AMANDA PARKER**  
**KITCHENER/WATERLOO**

Amanda is a graduate of the University of Waterloo Planning program currently in her first year of a Master's in Public Health at that institution. She has lived in Kitchener-Waterloo for close to a decade, and is passionate about healthy cities,

a healthy built environment, and equitable access to local nutritious foods.



**VICTORIA SCHINDLER**  
**LETHBRIDGE**

Victoria Schindler is an undergraduate student at the University of Lethbridge studying Political Science and History. Victoria has spent her entire life living in the City of Lethbridge enjoying its vast park

and trail networks, excellent recreational facilities, post-secondary institutions, and close proximity to the Rockies. You can usually find Victoria either on the University of Lethbridge campus or in a local boutique or coffee shop.



**RAHUL MEHTA**  
**MISSISSAUGA**

Rahul is passionate about building local conversations, advocacy, and action on sustainable communities in his hometown of Mississauga, Ontario. After studying environmental sciences

and planning, he now works on invigorating the non-profit sector locally, supporting organizations focused on civic engagement, investigative journalism, and sustainable infrastructure. In his spare time, Rahul loves to read, garden and bicycle, exploring his city and looking for new ways to make it better!



**RENÉ DARANJO**  
**OSHAWA**

René is a 23-year-old environmental studies student from Oshawa, ON. She loves nature, travel, exploration & art and is an aspiring yogini. She's hugely passionate about all things sustainability-

especially sustainable urban development & sustainable fashion.



**KELSEY STUDIMAM**  
**OTTAWA**

MEET OUR URBAN DECODERS

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**CONSTANCE BASSOULS**  
**MONTREAL, MONCTON, QUEBEC CITY**

With a M.Sc. in Social Innovation Management, Constance is interested

in social and collective entrepreneurship as a lever for social change. She is currently coordinating an entrepreneurial program to support innovators who want to fight climate change. When she is not on her bike, you can find her reading in a park.



**SAMANTHA JUNG**  
**PORT COQUITLAM**

Samantha is a biologist, educator, and future environmental and sustainability planner. She is passionate about community and

youth engagement, nature-based solutions, and photography. Her background includes working with non-profits, municipalities, and community-engaged research with focuses on farm and companion animal welfare, human-wildlife conflict, and environmental conservation.



**MEGAN MCDONALD**  
**SASKATOON**

Megan is in the process of finishing up a political science degree and currently works for a local arts non-profit.



**AMAAN MARCHANT**  
**ST. JOHN'S**

Originally from India, Amaan is a business Student at Memorial University of Newfoundland who just finished his second year in a Bachelor's program.



**CAITLIN MCAULIFFE**  
**SUDBURY**

Caitlin McAuliffe is from Whitefish, a small town within the Greater City of Sudbury in Ontario. She most recently worked as a Policy Analyst for Northern Policy Institute in North Bay and as an Undergraduate Research

Assistant at Laurentian University. She enjoys digging into library archives, research and spending her time in northern Ontario with black coffee, dogs, on canoe trips and trail runs.



**KRISTA MCGONIGLE**  
**TORONTO**

Although originally from Northern NL and then later residing in St. John's, Krista recently relocated to Toronto. During her time in St. John's, she obtained a BA and an MA from Memorial University, focusing her studies primarily

on cultural sociology and the sociology of gender and sexuality. In her free time, Krista enjoys reading and finding new restaurants in the city to try.



**EMILY LAM**  
**VANCOUVER**

Emily is currently pursuing undergraduate studies in Sociology and Linguistics. She's passionate about research and finding new ways to improve our daily lives. If she's not at school or asleep, you can find her out on her longboard.



**DEBORAH DEACON**  
**VICTORIA**

Deborah is a writer, editor, and researcher in Victoria, B.C. She recently completed a Master's degree in History at the University of Victoria, where she researched

the histories of death, gender, and sexuality in 19th century Britain. Victoria is her favourite city because the people are friendly, the cherry blossoms bloom early, and the ocean is always close by.



**AVERY ZINGEL**  
**YELLOWKNIFE**

Avery is a news reporter covering municipal and territorial politics, environment and health care in the Northwest Territories.



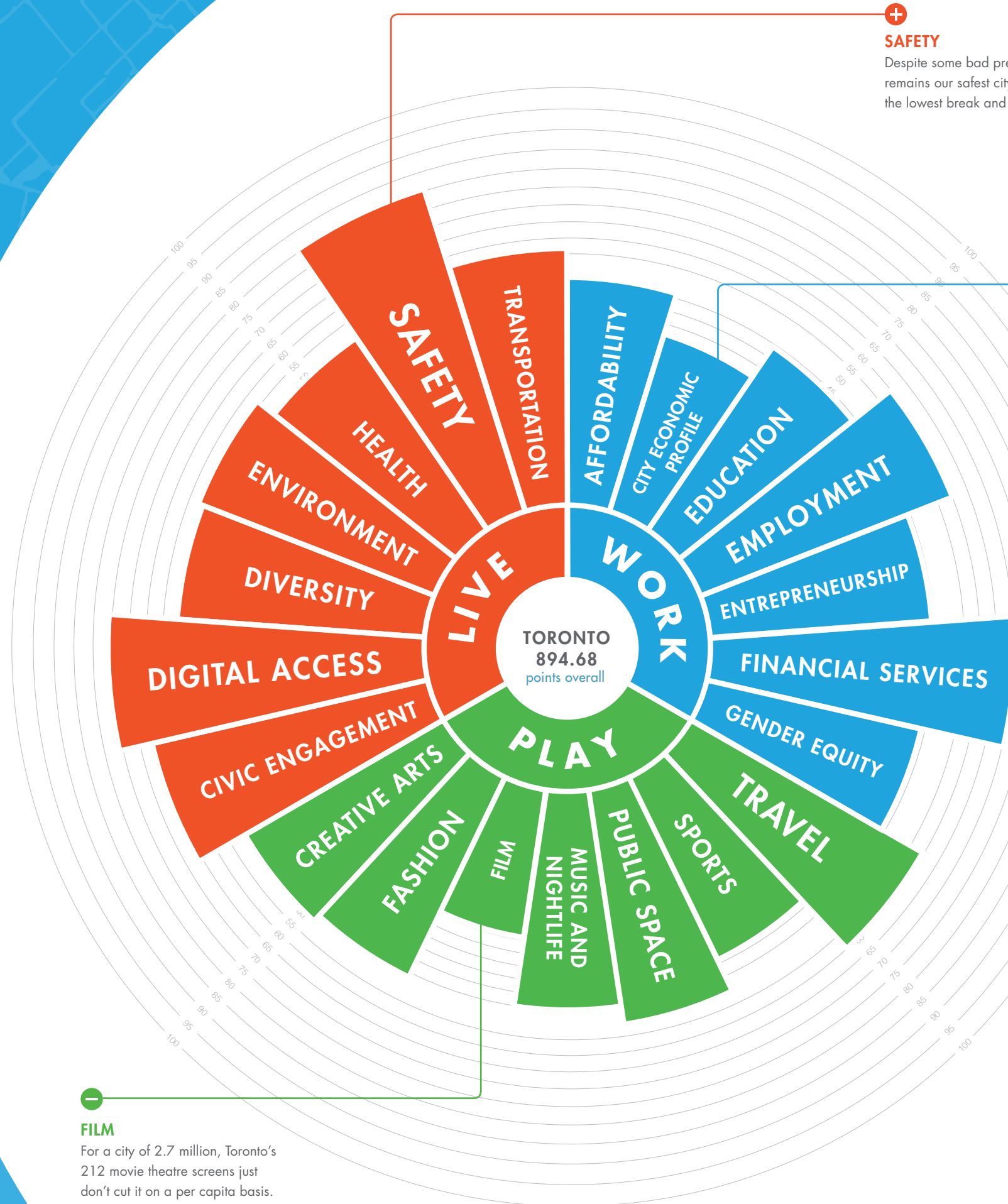
## CITY PROFILES



### HOW TO READ THE CITY CHARTS

Each spoke on the city's wheel represents how many points it received. Longer spokes are assets to build on. Shorter spokes are areas to address.

The number in the middle represents the total points accumulated by the city out of a possible 1713 points.



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## TORONTO

Youth Population: 20.0%

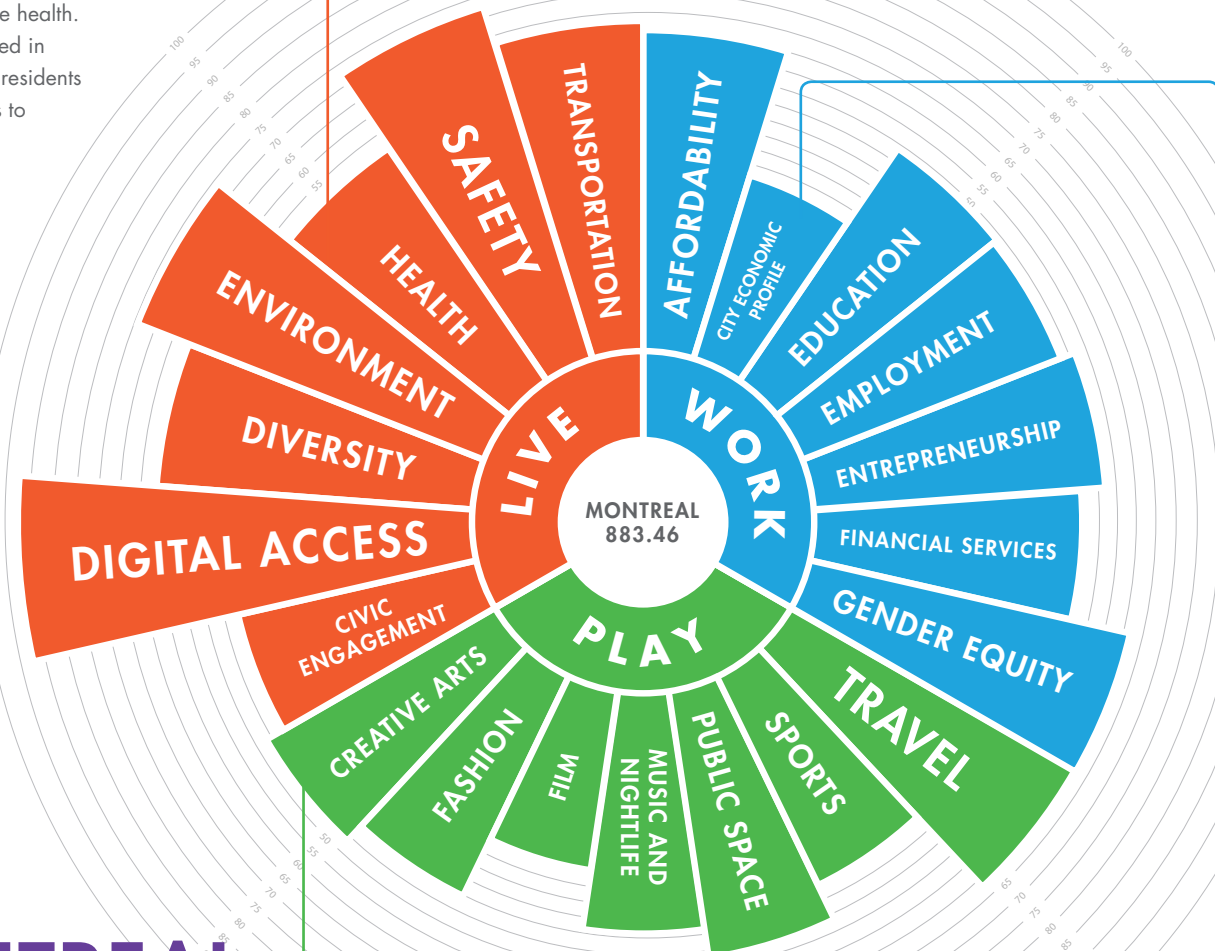
It's official: Toronto is the best place for Canadian youth to live, work and play in 2019. Ontario's capital excels in our PLAY (#1) and LIVE (#2) themes, with a top five finish in most attributes. Overall, it earns first place in SAFETY, CIVIC ENGAGEMENT and FINANCIAL SERVICES. Areas for improvement include AFFORDABILITY (#17), FILM (#16) and SPORTS (#16). This might come as a surprise, but on a per capita basis, Toronto's film and sports infrastructure falls behind some of our smaller cities.





## HEALTH

Montreal ranks first in urban reproductive health. Sex-ed is introduced in kindergarten and residents have good access to abortion clinics.



# MONTREAL

Youth Population: 20.4%  
Gap to #1: 11.22 points

Montreal earns the top spot in our LIVE theme, but suffers in the world of WORK (#5), with low scores in EMPLOYMENT (#19) and CITY ECONOMIC PROFILE (#18). Contrary to our suspicions, there are better cities to PLAY: the 'sin city on the St. Lawrence' takes third place in this category. A top five destination for MUSIC AND NIGHTLIFE, FASHION and CREATIVE ARTS, it falters in FILM (#18) and SPORTS (#17). It comes out on top in DIVERSITY, TRANSPORTATION and GENDER EQUITY.



## CREATIVE ARTS

No surprises here: Montreal has the most creative designers and craftspersons, relative to its population.



## CITY ECONOMIC PROFILE

Young Montrealers earn only \$32,400, on average.

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#3 OF 22 CITIES

# VANCOUVER

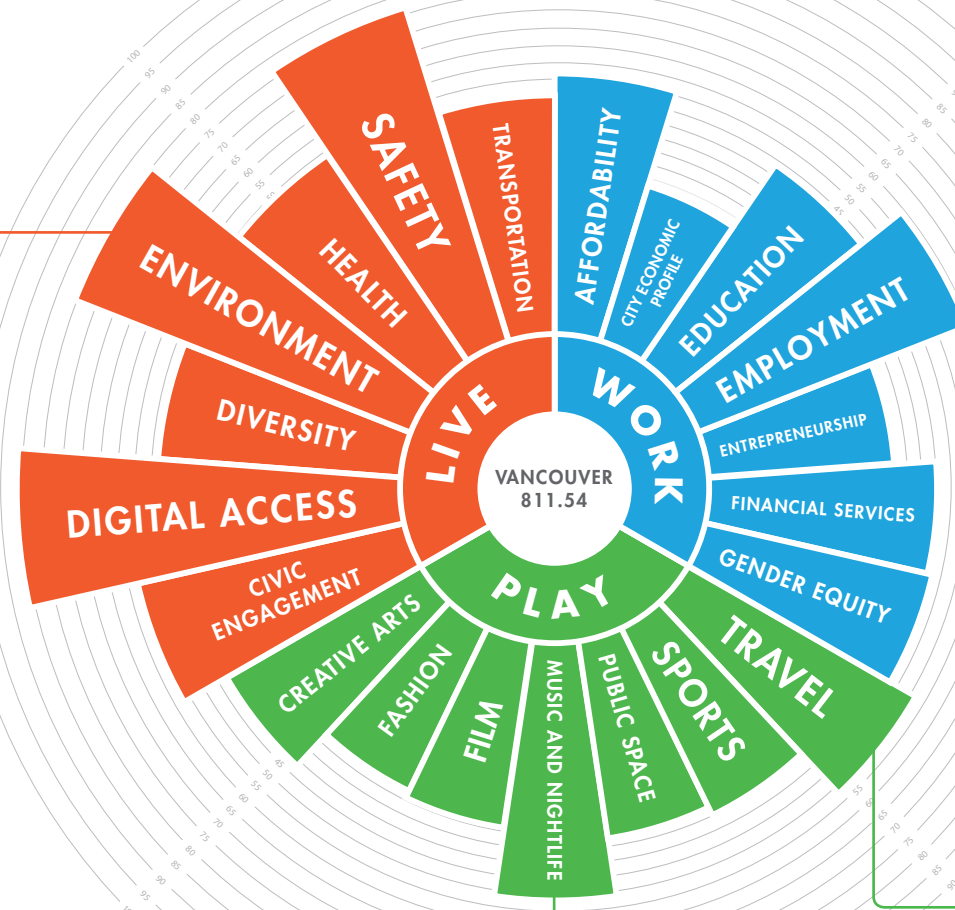
Youth Population: 21.5%  
Gap to #1: 83.14 points

Vancouver is a great place to LIVE (#3) and PLAY (#7), but it struggles to keep up in WORK (#17). It lands in the top three in ENVIRONMENT, SAFETY and MUSIC AND NIGHTLIFE, but fails to crack the top seven in any of the WORK attributes. It performs poorly in CITY ECONOMIC PROFILE (#19), ENTREPRENEURSHIP (#18) and SPORTS (#19). Better education and employment opportunities would make this scenic seaside metropolis a real contender for #1.



## ENVIRONMENT

The oceanside metropolis is #1 when it comes to recycling, with the best per capita waste diversion rates.



## MUSIC AND NIGHTLIFE

Vancouver ties with Toronto for first place on the music development scale. Both cities have a music strategy, advisory council and dedicated music funding.



## TRAVEL

Cultural experiences are expensive on the West Coast: a visit to a top museum will set you back \$23.

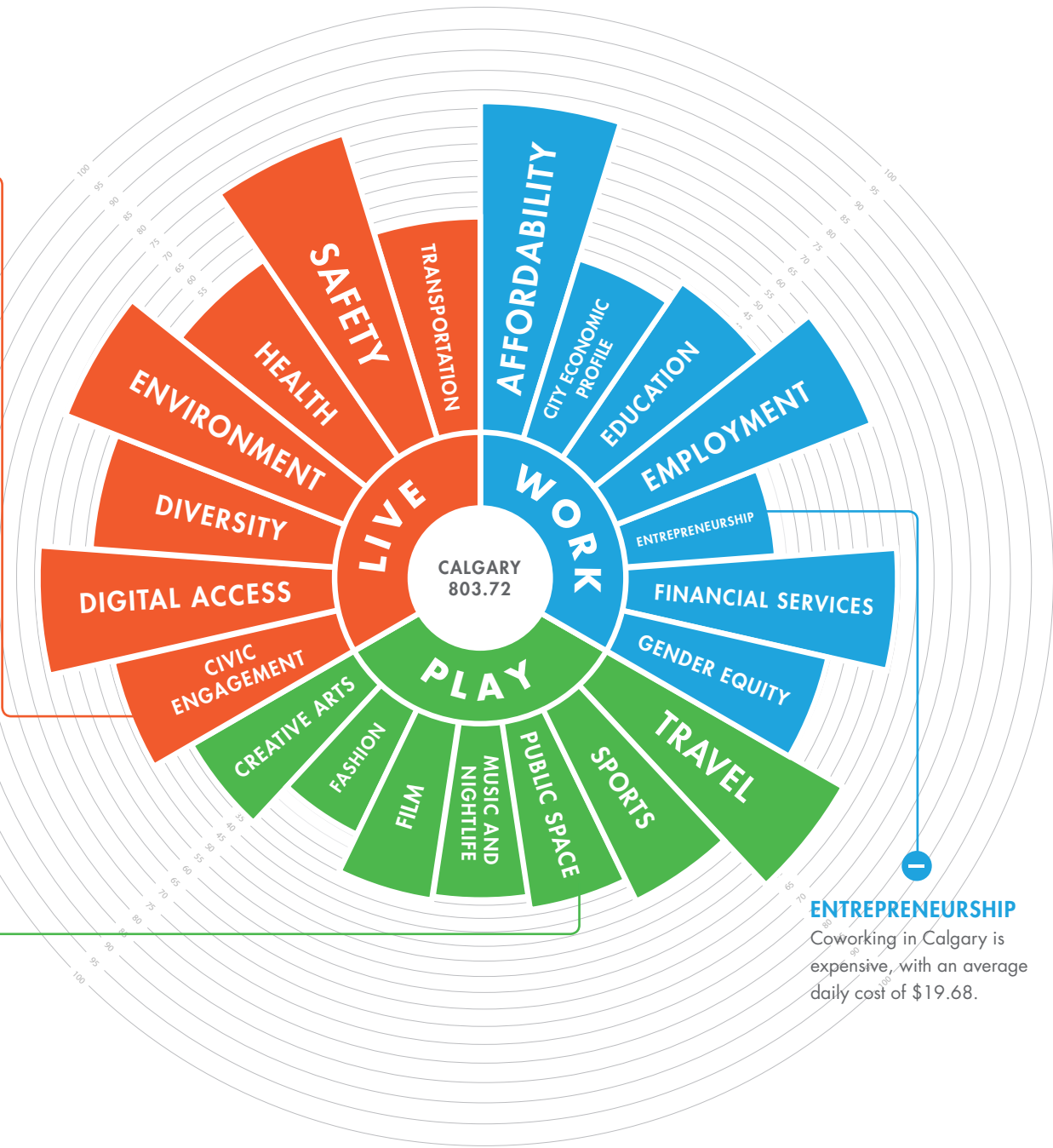
# CALGARY

Youth Population: 20.0%  
Gap to #1: 90.96 points

Calgary’s success in the LIVE theme propels it to fourth place, with a top five finish in DIVERSITY, HEALTH and CIVIC ENGAGEMENT. It’s not a standout in WORK: it takes second place in AFFORDABILITY and FINANCIAL SERVICES, but is dragged down by ENTREPRENEURSHIP (#21) and EDUCATION (#18). Stampede aside, Cowtown’s weakest link is PLAY, where it fails to crack the top nine in any of the attributes.

**CIVIC ENGAGEMENT**  
Alberta’s capital has found a simple way to make voting more accessible: residents can use Google Translate to access voter information in over 100 languages.

**PUBLIC SPACE**  
Good news for those with a green thumb: Calgary is home to 190 community gardens.



**ENTREPRENEURSHIP**  
Coworking in Calgary is expensive, with an average daily cost of \$19.68.



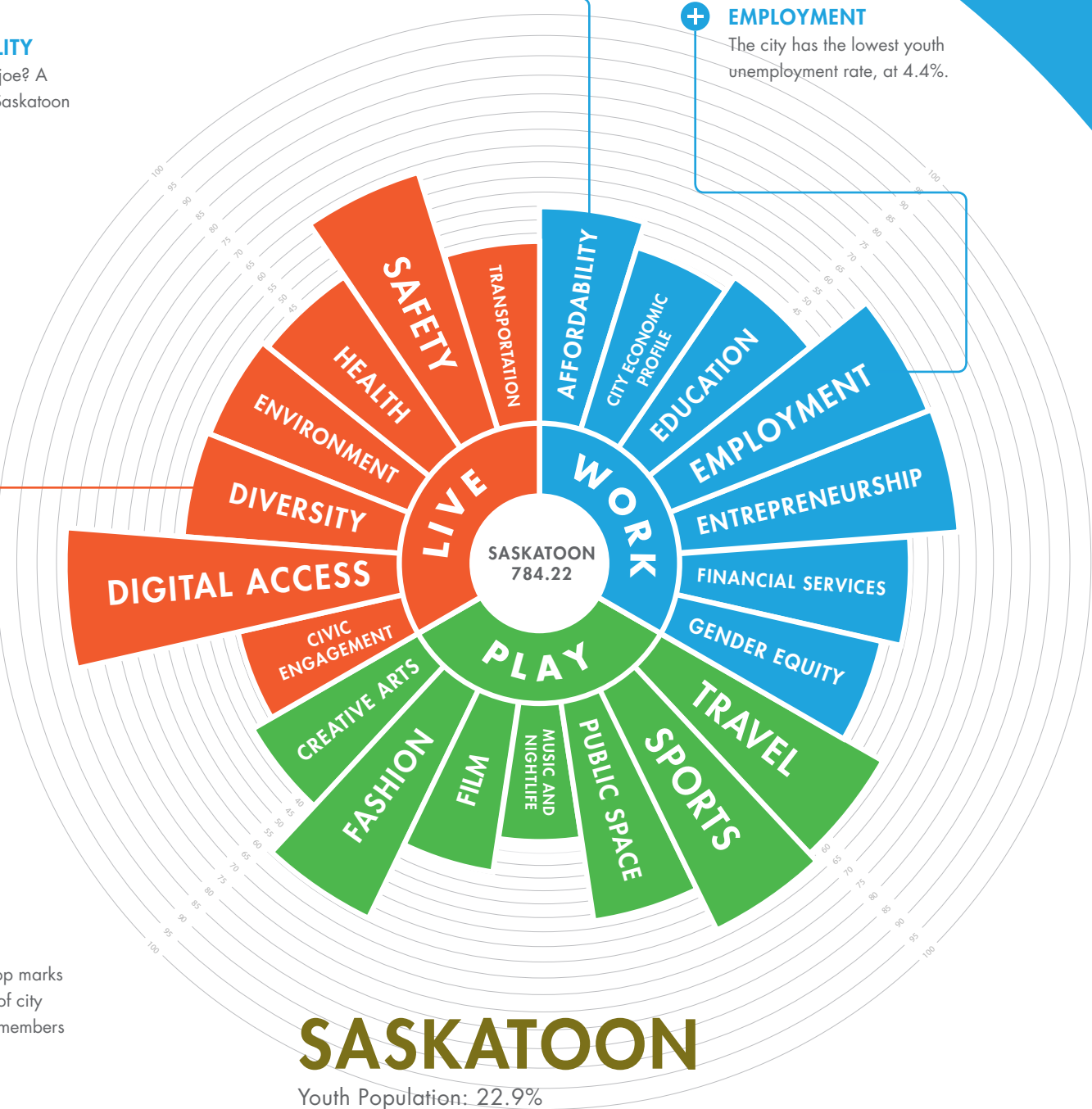
**AFFORDABILITY**  
Fancy a cup of joe? A cappuccino in Saskatoon costs \$5.14.



**EMPLOYMENT**  
The city has the lowest youth unemployment rate, at 4.4%.



**DIVERSITY**  
Saskatoon gets top marks in gender parity of city council: 6 of 10 members are women.



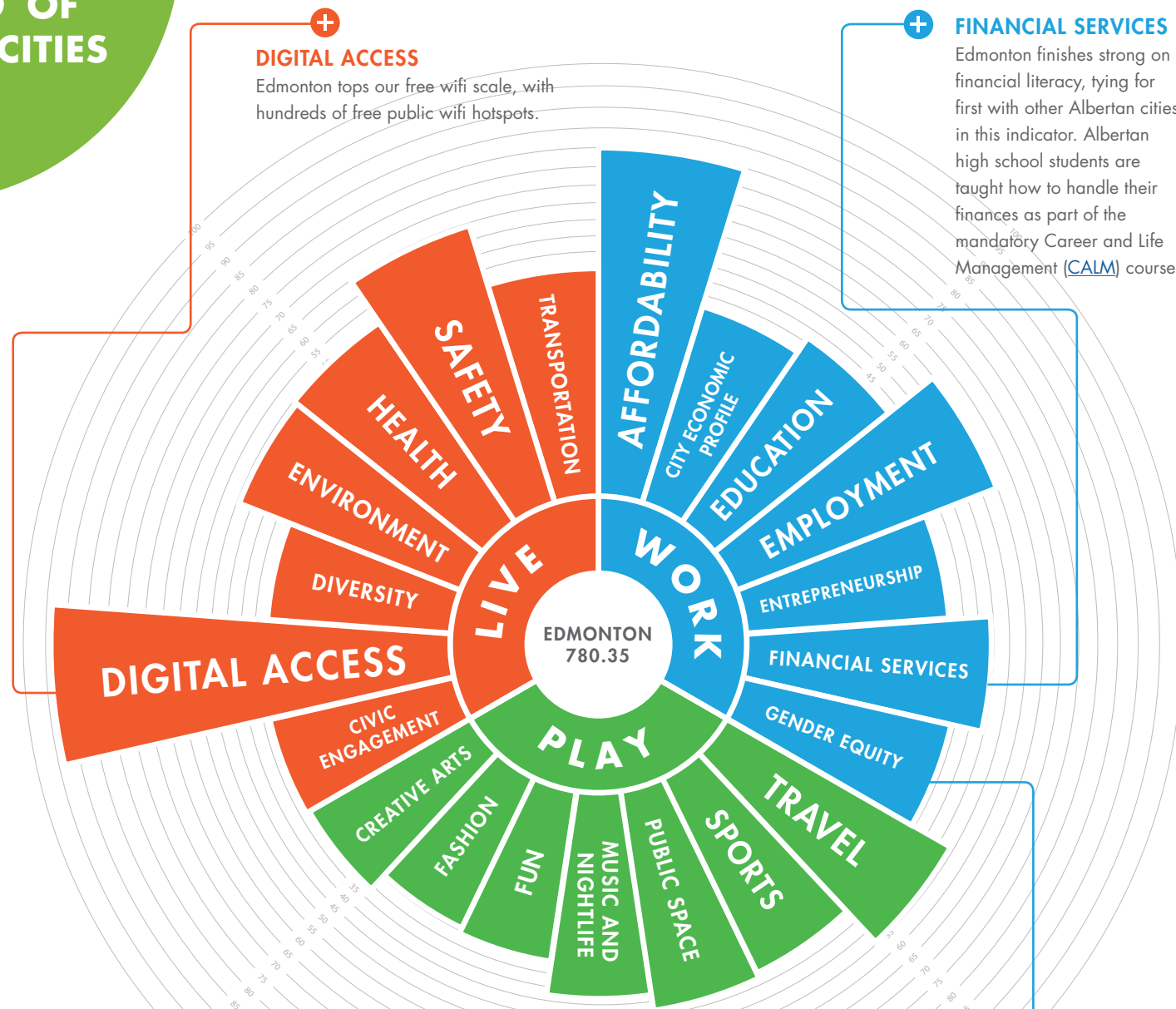
# SASKATOON

Youth Population: 22.9%  
Gap to #1: 110.46

You heard it here first: Stoon is one of the best places to PLAY. It earns a top ten finish in most of our PLAY attributes, excelling in FASHION (#1) and SPORTS (#3). It punches above its weight in WORK as a good city for EMPLOYMENT (#1) and ENTREPRENEURSHIP (#3). It’s not all good news, however: the Paris of the Prairies performs poorly in our LIVE theme, and takes a punch in AFFORDABILITY (#18).



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22 CITIES



## EDMONTON

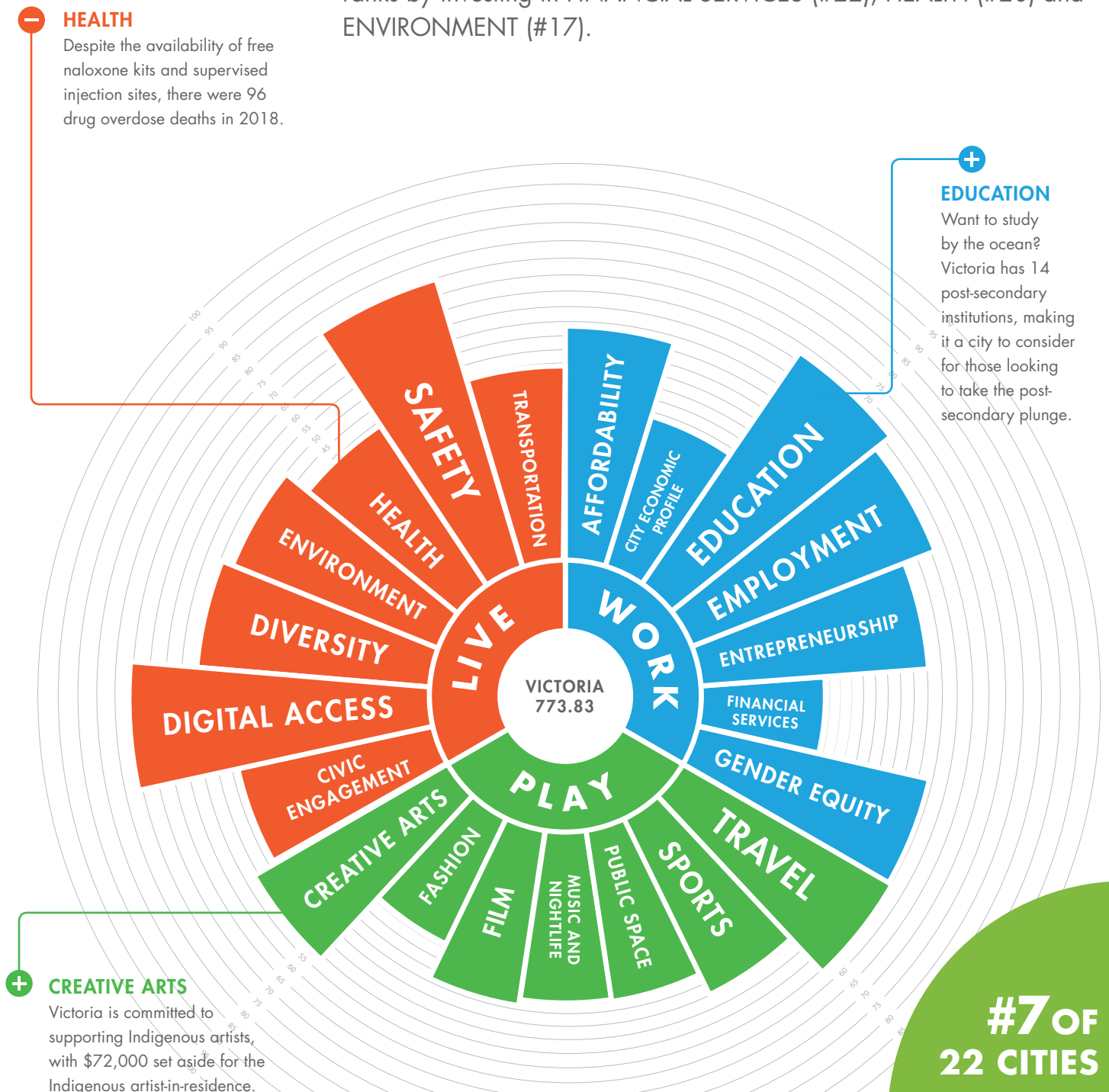
Youth Population: 21.5%  
Gap to #1: 114.33 points

Edmonton shines in WORK, with high scores in AFFORDABILITY (#1), CITY ECONOMIC PROFILE (#3) and FINANCIAL SERVICES (#3). There is room for improvement in GENDER EQUITY (#18) and ENTREPRENEURSHIP (#17). In the LIVE theme, it takes the top spot in DIGITAL ACCESS, but performs poorly in ENVIRONMENT (#18) and CIVIC ENGAGEMENT (#18). In PLAY, it cracks the top ten in MUSIC AND NIGHTLIFE, PUBLIC SPACE and FASHION.

## VICTORIA

Youth Population: 18.1%  
Gap to #1: 120.84 points

Victoria's score tells the story of a well-balanced city, with top ten finishes in LIVE, WORK and PLAY. It's the best place for students and artists, landing in first place in both EDUCATION and CREATIVE ARTS. That's not all, however: high marks in DIVERSITY (#4) and SAFETY (#6) make it an attractive city for youth to live. Victoria can climb the ranks by investing in FINANCIAL SERVICES (#22), HEALTH (#20) and ENVIRONMENT (#17).



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22 CITIES



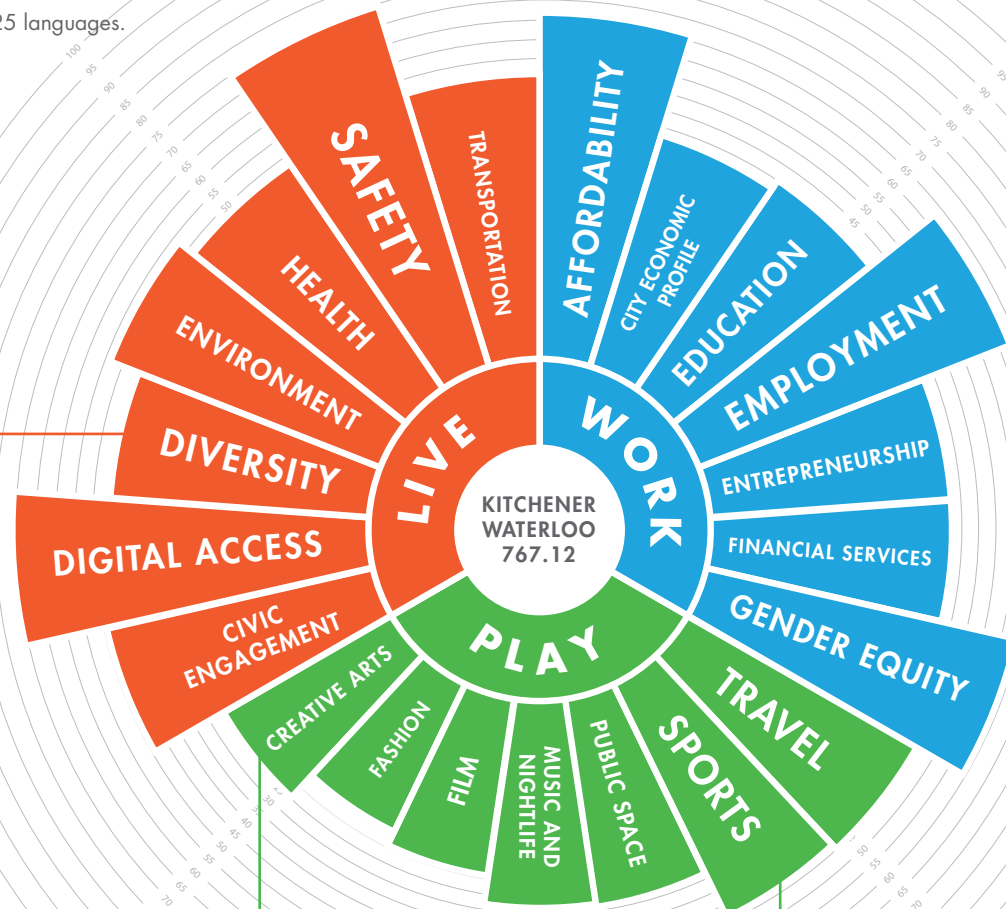
# KITCHENER/WATERLOO

Youth Population: 20.0%  
Gap to #1: 127.55 points

Kitchener-Waterloo finishes in the top five in LIVE and WORK, but takes a hit in the world of PLAY (#20). It shines in GENDER EQUITY (#2) and performs well in many of our LIVE attributes, including DIVERSITY (#5), TRANSPORTATION (#6) and SAFETY (#7). In the PLAY theme, Kitchener-Waterloo only breaks the top ten in SPORTS and MUSIC AND NIGHTLIFE. The road to improvement is paved with better film, food and festivals.

## + DIVERSITY

Voting information is available in 25 languages.



## - CREATIVE ARTS

Kitchener-Waterloo is one of five cities with no festivals celebrating Indigenous arts and culture.

## + SPORTS

At only \$43 a month, working out is wallet-friendly in KW.

# OTTAWA

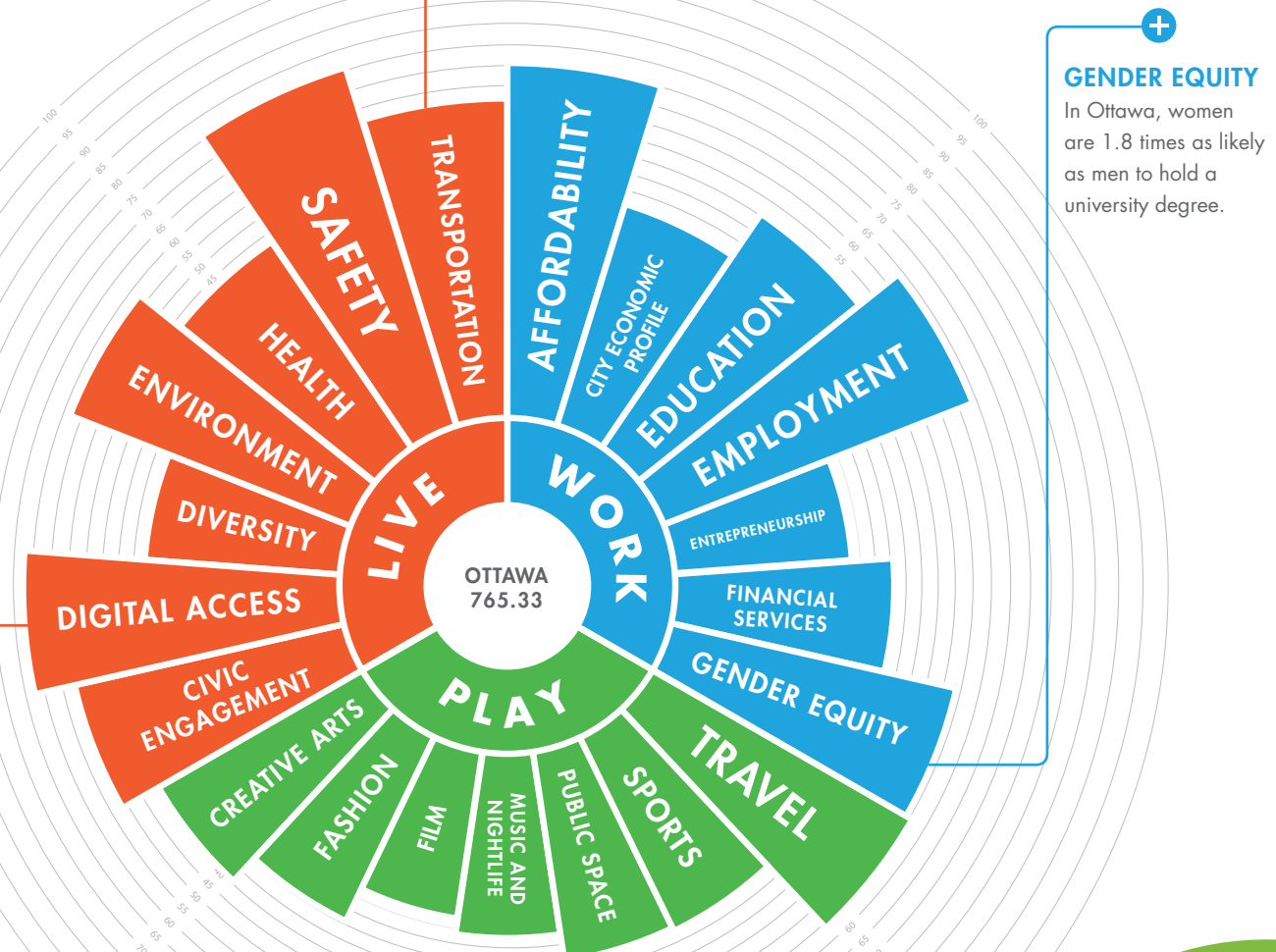
Youth Population: 21.0%  
Gap to #1: 129.35 points

The Capital is a good place to LIVE (#6) and WORK (#7), but opportunities to PLAY (#17) are minimal. Ottawa cracks the top five in most of our WORK attributes, but takes a hit in ENTREPRENEURSHIP (#20). It performs well in many LIVE attributes, including TRANSPORTATION (#2), SAFETY (#5) and CIVIC ENGAGEMENT (#6). Investing in sports, music and film infrastructure would make the Capital more attractive for youth.



## TRANSPORTATION

With 600 km of bike lanes and 500 rental bikes, Ottawa is the best place to go for a ride.



## GENDER EQUITY

In Ottawa, women are 1.8 times as likely as men to hold a university degree.



## DIGITAL ACCESS

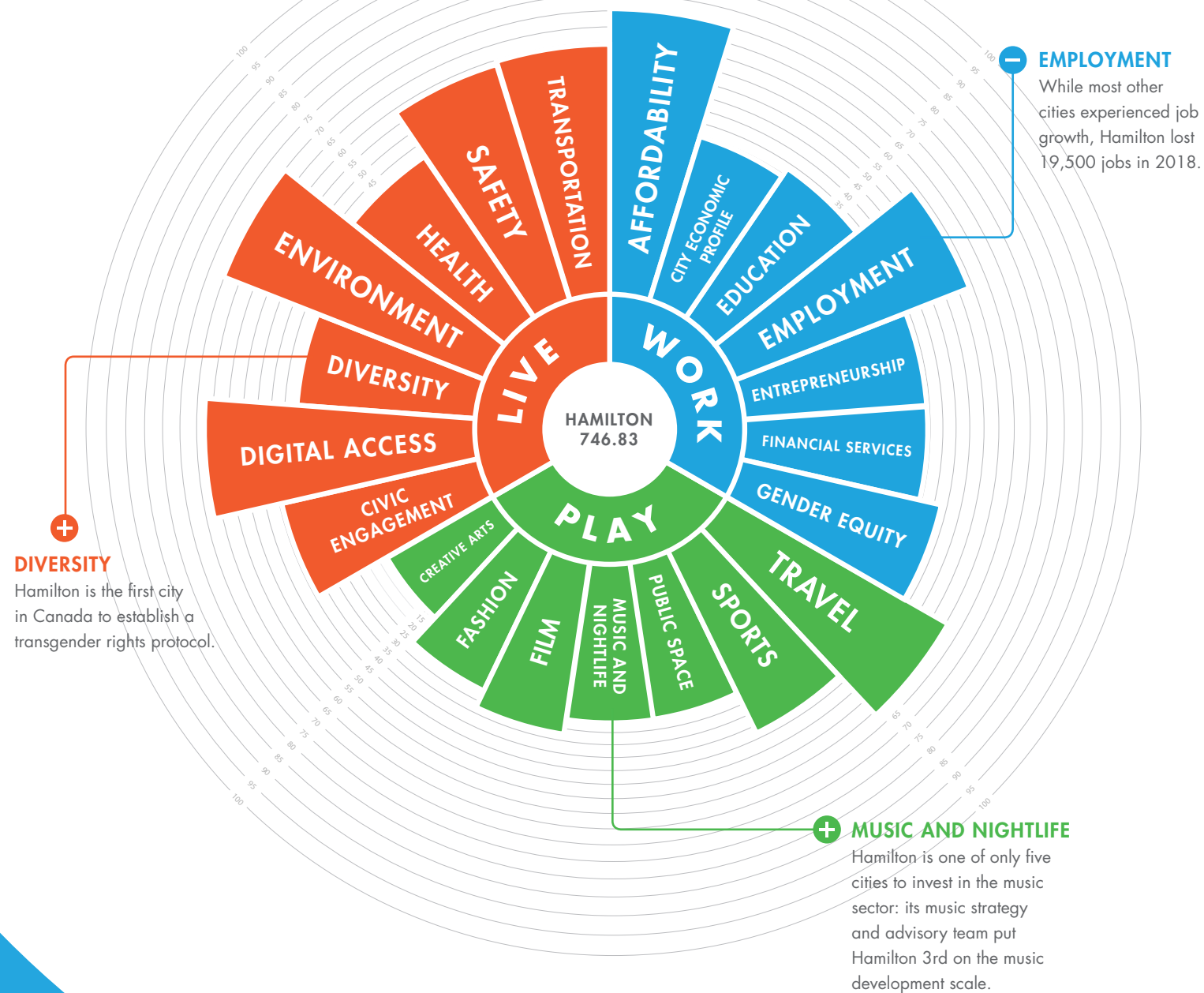
Ottawa is one of two cities that doesn't get top marks on our censorship scale. In October 2018, Mayor Jim Watson [came under fire](#) for blocking three local activists on Twitter.

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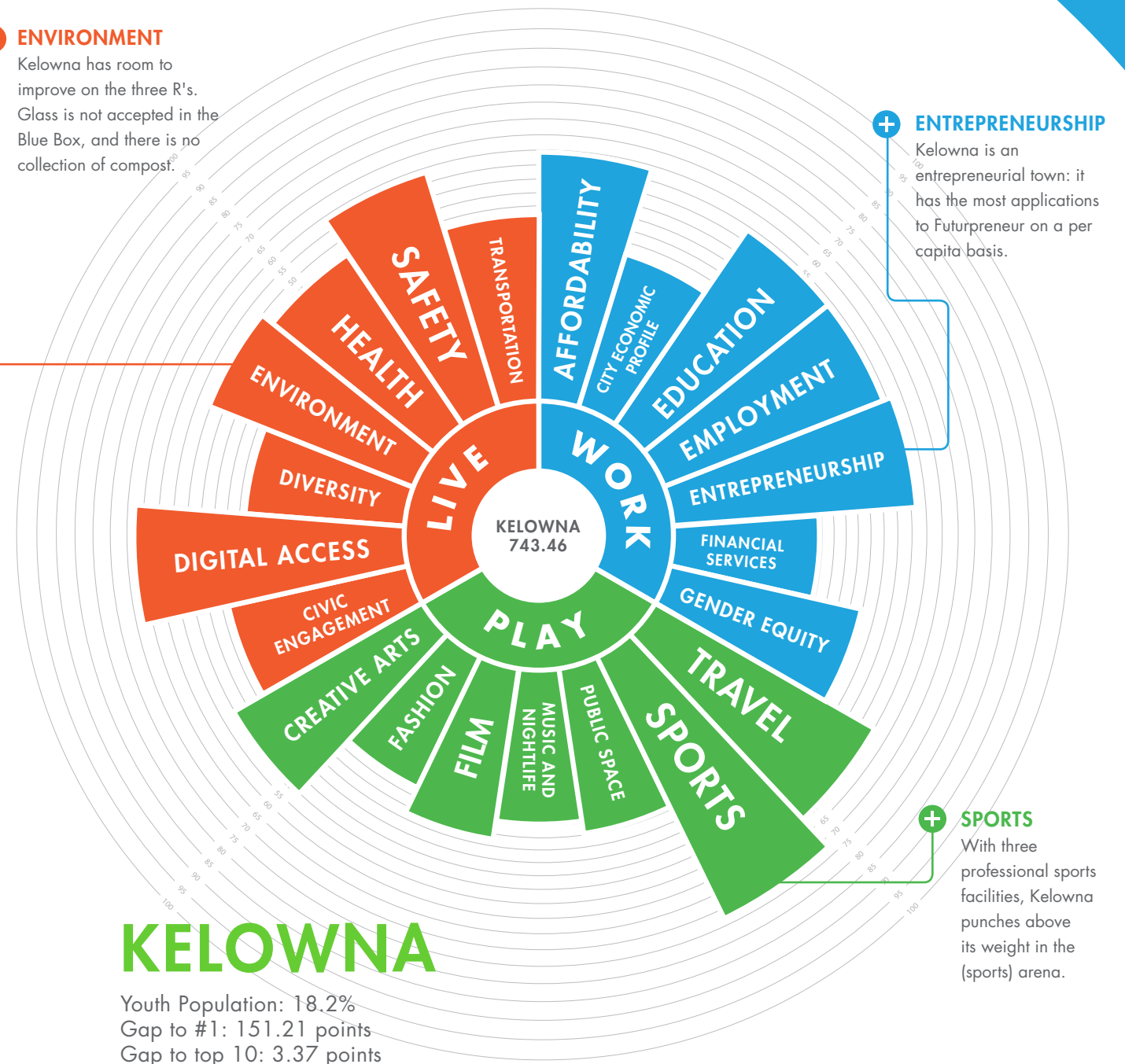
# HAMILTON

Youth Population: 19.0%  
Gap to #1: 147.85 points

Hamilton does well in a number of key areas, finishing 7th in LIVE, 10th in WORK and 16th in PLAY. Its 3rd overall finish in TRANSPORTATION comes a result of its high level of cycling infrastructure, as well as its accessible public transit and high number of car sharing options. Elsewhere, the city proves itself to be the 5th highest overall and 2nd highest in Ontario in terms of AFFORDABILITY. This comes largely as a result of it having the 3rd most affordable housing in the Index.



**- ENVIRONMENT**  
Kelowna has room to improve on the three R's. Glass is not accepted in the Blue Box, and there is no collection of compost.



# KELOWNA

Youth Population: 18.2%  
Gap to #1: 151.21 points  
Gap to top 10: 3.37 points

This interior British Columbia city shines in PLAY (#4) and has a respectable finish in WORK (#13) and LIVE (#18). Its PLAY finish is helped out due to its close proximity to Bear Creek and Wrinkly Face Provincial Parks, its high number of sports teams and facilities relative to population, and its affordable prices for participating in and watching sports. In terms of WORK, Kelowna does well in education, where it has the 3rd highest per capita number of post-secondary institutions, and in entrepreneurship, where it has the 4th highest number of co-working spaces, per capita.

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22 CITIES

# CHARLOTTETOWN

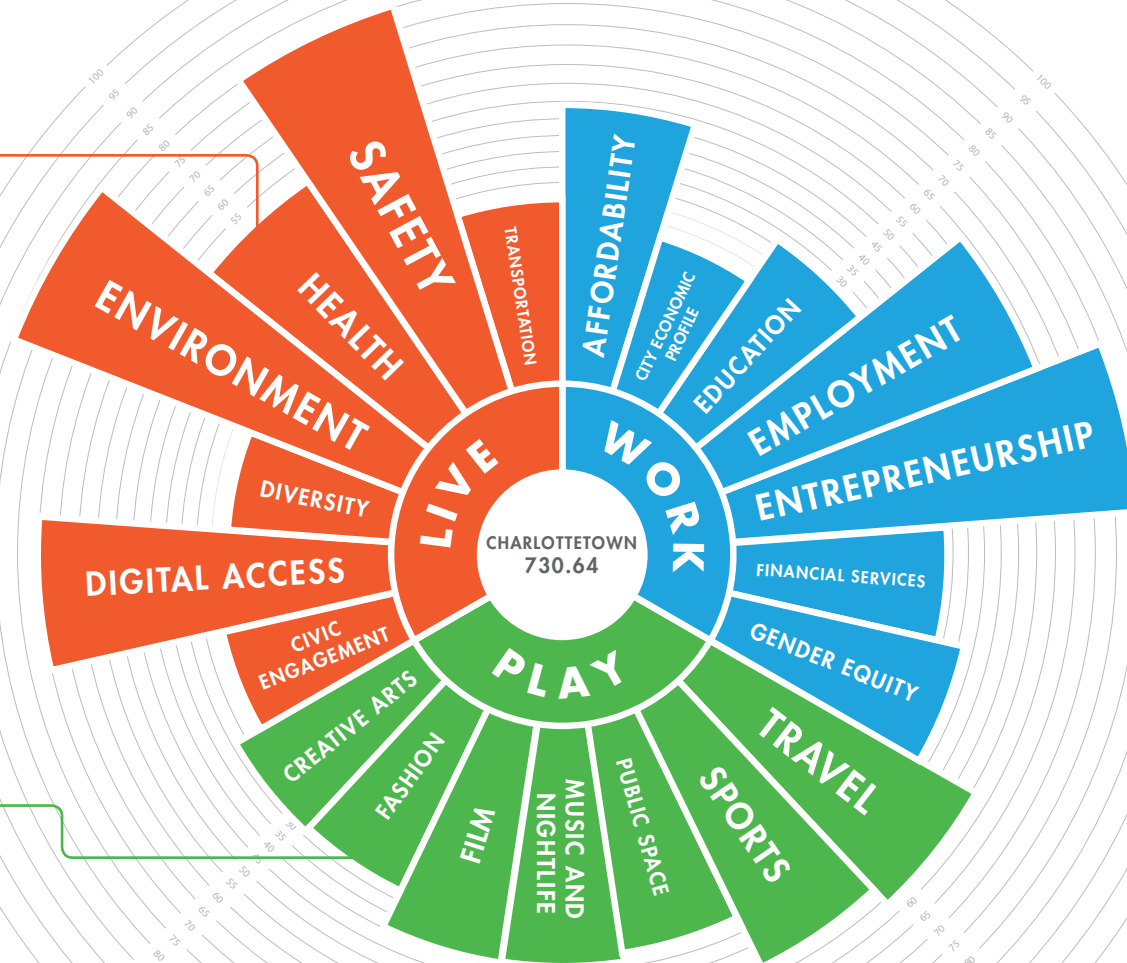
Youth Population: 20.6%  
Gap to #1: 164.04 points  
Gap to top 10: 16.19 points

Charlottetown's strongest showing is in ENTREPRENEURSHIP,, where it finishes #1. This comes from its high per capita number of entrepreneurship incubators (#1) and coworking spaces (#2). Charlottetown fairs well in PLAY, coming in #6. Charlottetown has the highest number of live music venues and the 3rd highest number of art galleries, both per capita. It's also a great place to have a night on the town, coming in 4th on most affordable nightlife.

**MUSIC + NIGHTLIFE**  
This island town has the highest number of music venues per capital! You can listen to live tunes at 24 spots in the city.

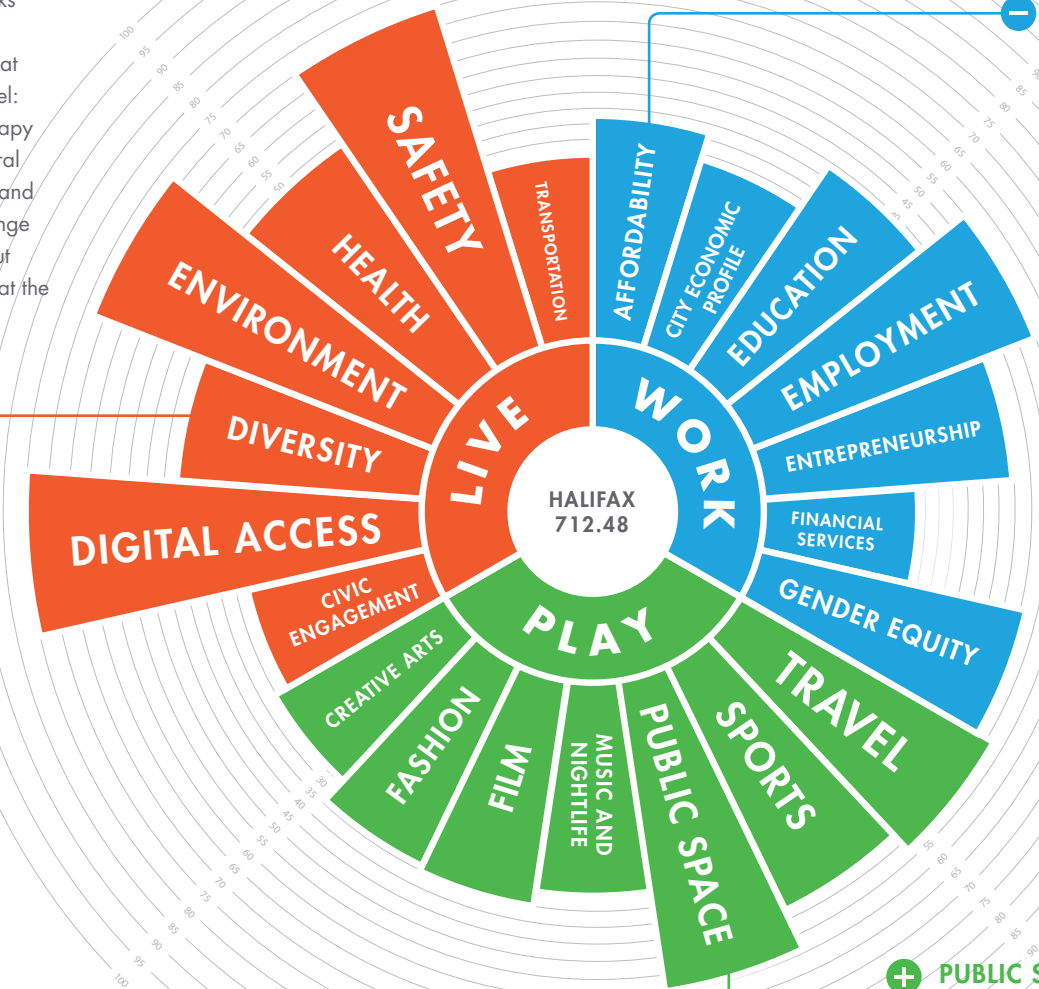
**HEALTH**  
Charlottetown takes the greatest hit in urban reproductive health. There are no abortion clinics in the city.

**FASHION**  
Charlottetown is clearly a town of makers! It has the most fashion item listings on Etsy, relative to its population.



**DIVERSITY**  
Nova Scotia's capital is our most LGBTQ2+ friendly city, thanks to a number of inclusive policies at the provincial level: a conversion therapy ban, gender-neutral birth certificates, and the option to change your name without parental consent at the age of 16.

**AFFORDABILITY**  
Forget about cheap brunch: a dozen eggs will cost you \$6.00.



**PUBLIC SPACE**  
Halifax takes first place in our public space category, with plenty of green space, ready access to public washrooms and high walkability. The municipality clearly recognizes the importance of open space, having recently approved an ambitious Green Network Plan.

# HALIFAX

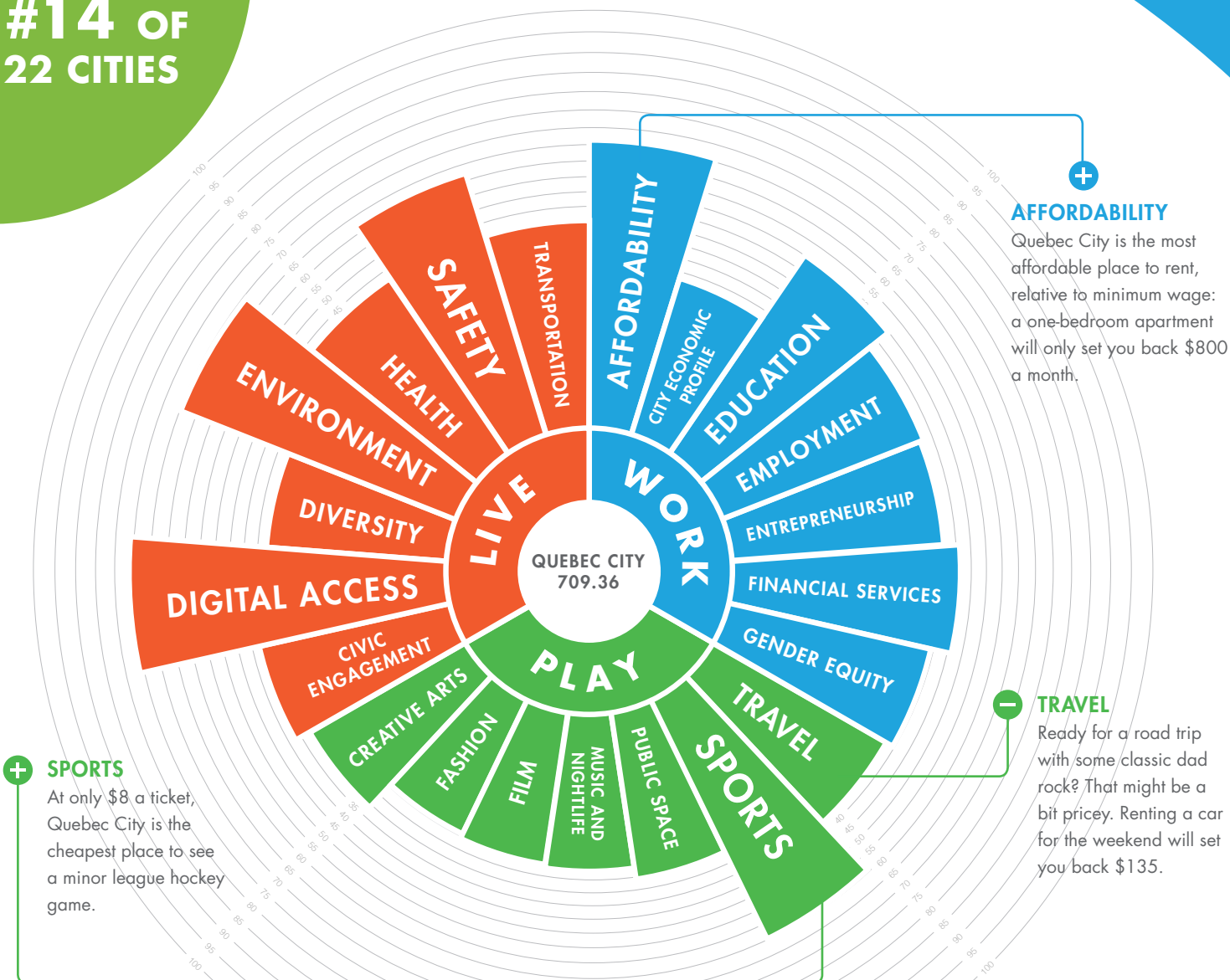
Youth Population: 20.5%  
Gap to #1: 182.20 points  
Gap to top 10: 34.36 points

Halifax finishes strong in PLAY (#5) and among the middle of the pack in LIVE (#13). In PLAY, it places 5th in the fashion attribute, partly as a result of it being one of only seven cities with a fashion incubator, as well as its high per capita number of film festivals (#7). Other highlights include its highest relative per area green space, its highest per capita number of public washrooms and its low overall volume of annual waste (#2).

#13 OF  
22 CITIES



#14 OF  
22 CITIES



## QUEBEC CITY

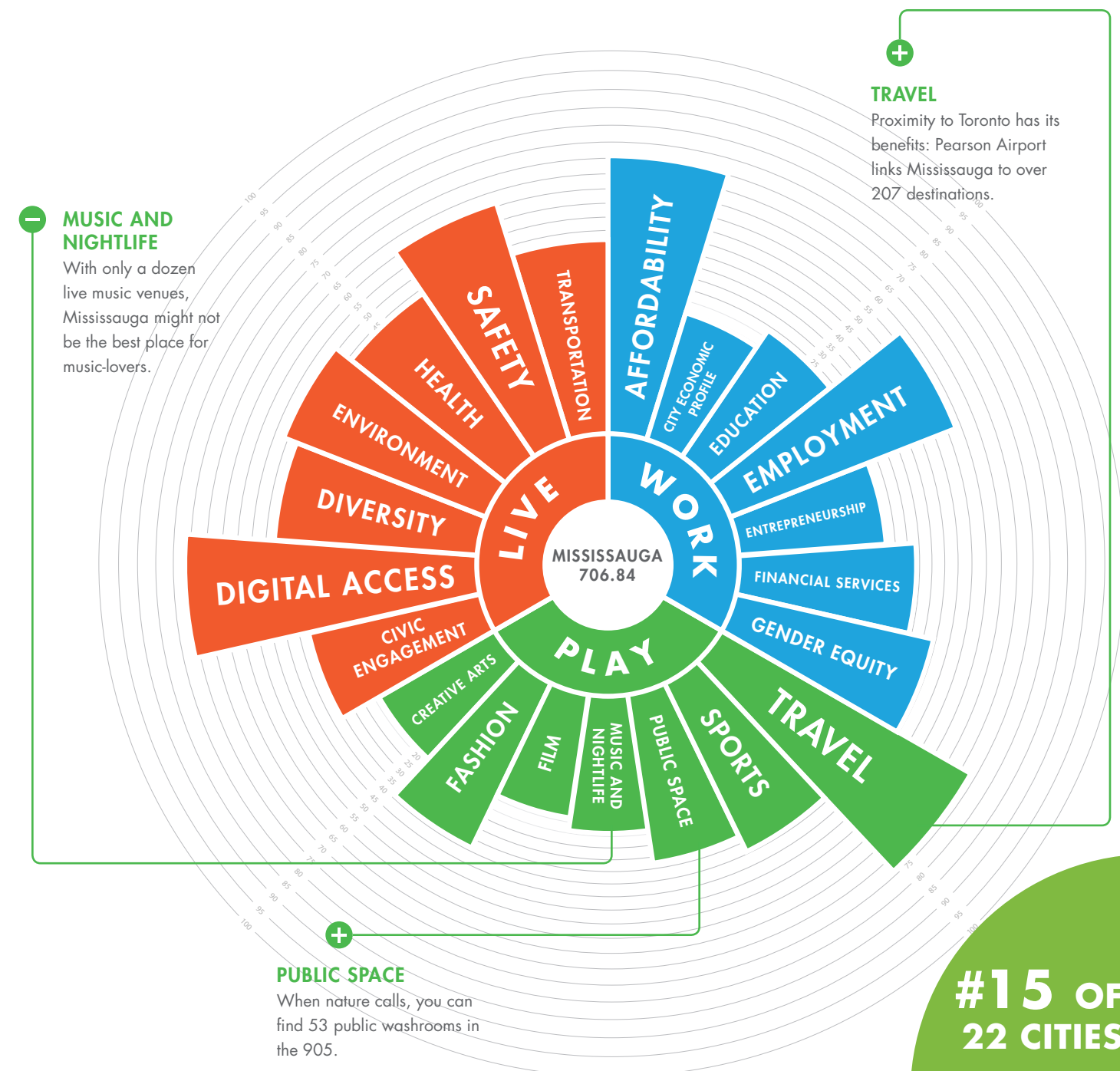
Youth Population: 18.6%  
Gap to #1: 185.32 points  
Gap to top 10: 37.47 points

Quebec City's strongest overall finish is in LIVE at #11. The city finishes with the 3rd highest number of languages to access voting information, the 6th lowest per capita break and enters and the 7th lowest per capita annual waste. In WORK, the city's post-secondary students report the 2nd lowest student debt totals and have the 3rd lowest tuition rates, measured relative to an hour of minimum wage labour.

## MISSISSAUGA

Youth Population: 21.0%  
Gap to #1: 187.83 points  
Gap to top 10: 39.99 points

Mississauga's 10th place overall in LIVE is boosted by the 2nd overall most equitable council, in terms of gender parity, its high relative volunteering requirements in secondary school (3rd), its 4th lowest per capita break and enters, and its high score in Accessible Transit.



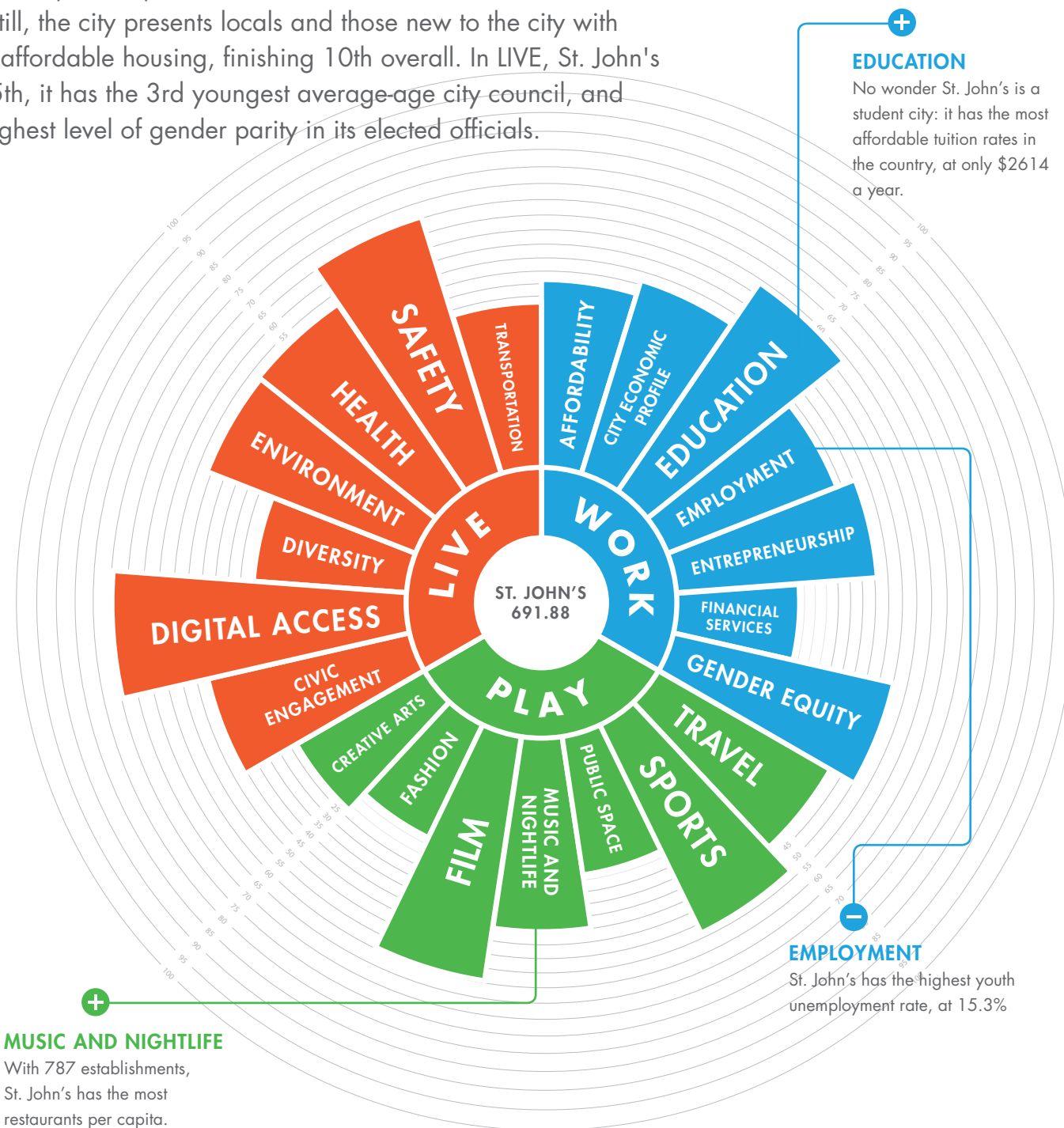
#15 OF  
22 CITIES

#16 OF  
22 CITIES

## ST. JOHN'S

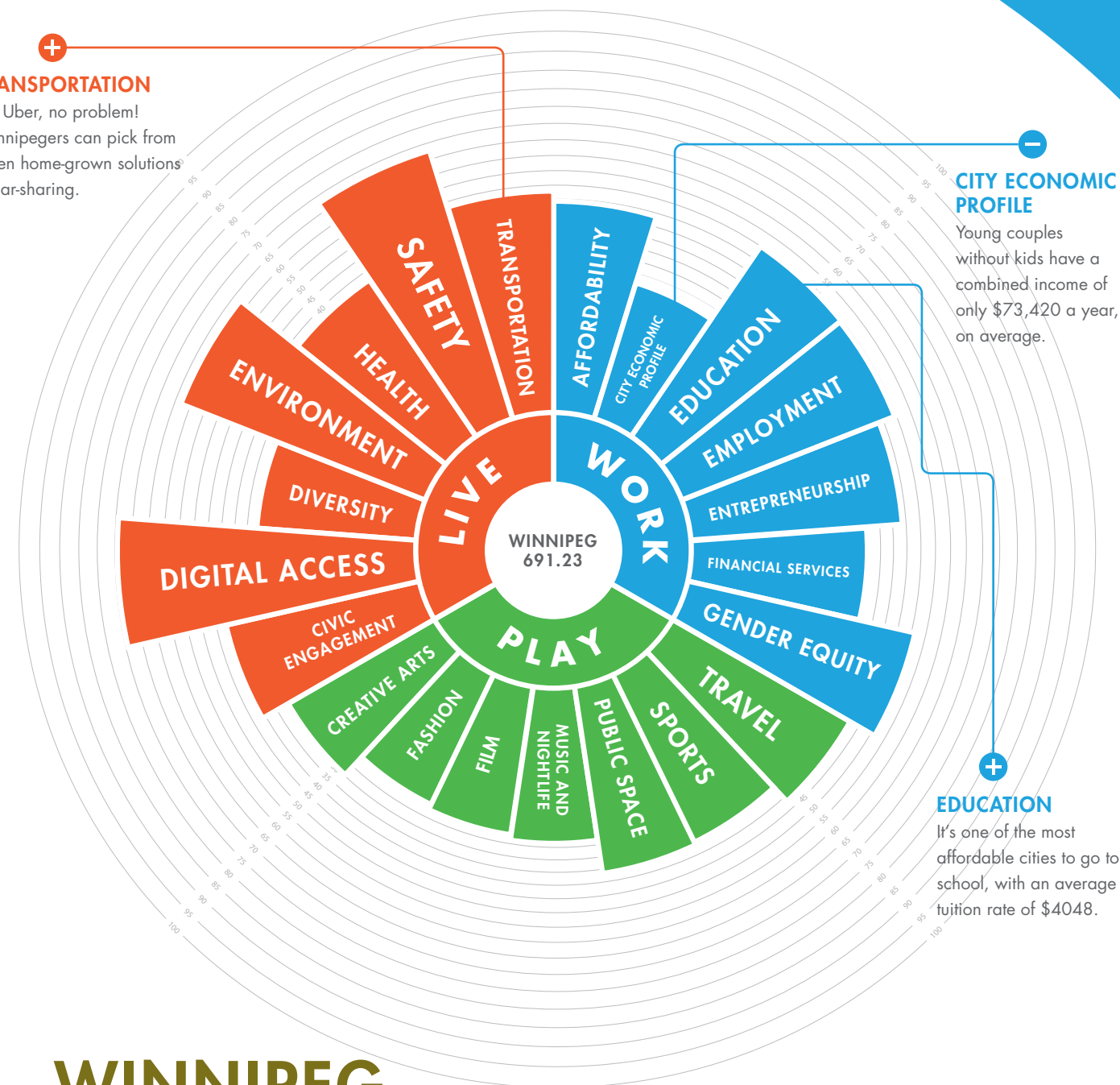
Youth Population: 21.5%  
Gap to #1: 202.79 points  
Gap to top 10: 54.95 points

St. John's highest theme finish comes in PLAY, where it benefits from offering local creatives a dedicated art/design school, and both the 5th highest number of art galleries and live music venues, per capita. Its poorest theme is WORK, where it comes 20th overall. Still, the city presents locals and those new to the city with relatively affordable housing, finishing 10th overall. In LIVE, St. John's places 15th, it has the 3rd youngest average-age city council, and the 6th highest level of gender parity in its elected officials.



### TRANSPORTATION

No Uber, no problem!  
Winnipeggers can pick from seven home-grown solutions to car-sharing.



## WINNIPEG

Youth Population: 20.7%  
Gap to #1: 203.45 points  
Gap to top 10: 55.60 points

Winnipeg's strongest finish comes in LIVE, where it places 12th. Here it has the highest overall number of car-sharing options, which brings it to 5th overall in transportation. In PLAY (#18), it has the 3rd highest number of Indigenous arts and culture festivals, the 4th highest number of fashion incubators, per capita, the 6th highest overall number of arts and music festivals, and the 12th highest number of music festivals, per capita. It also boasts a dedicated film school and a film incubator.

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22 CITIES

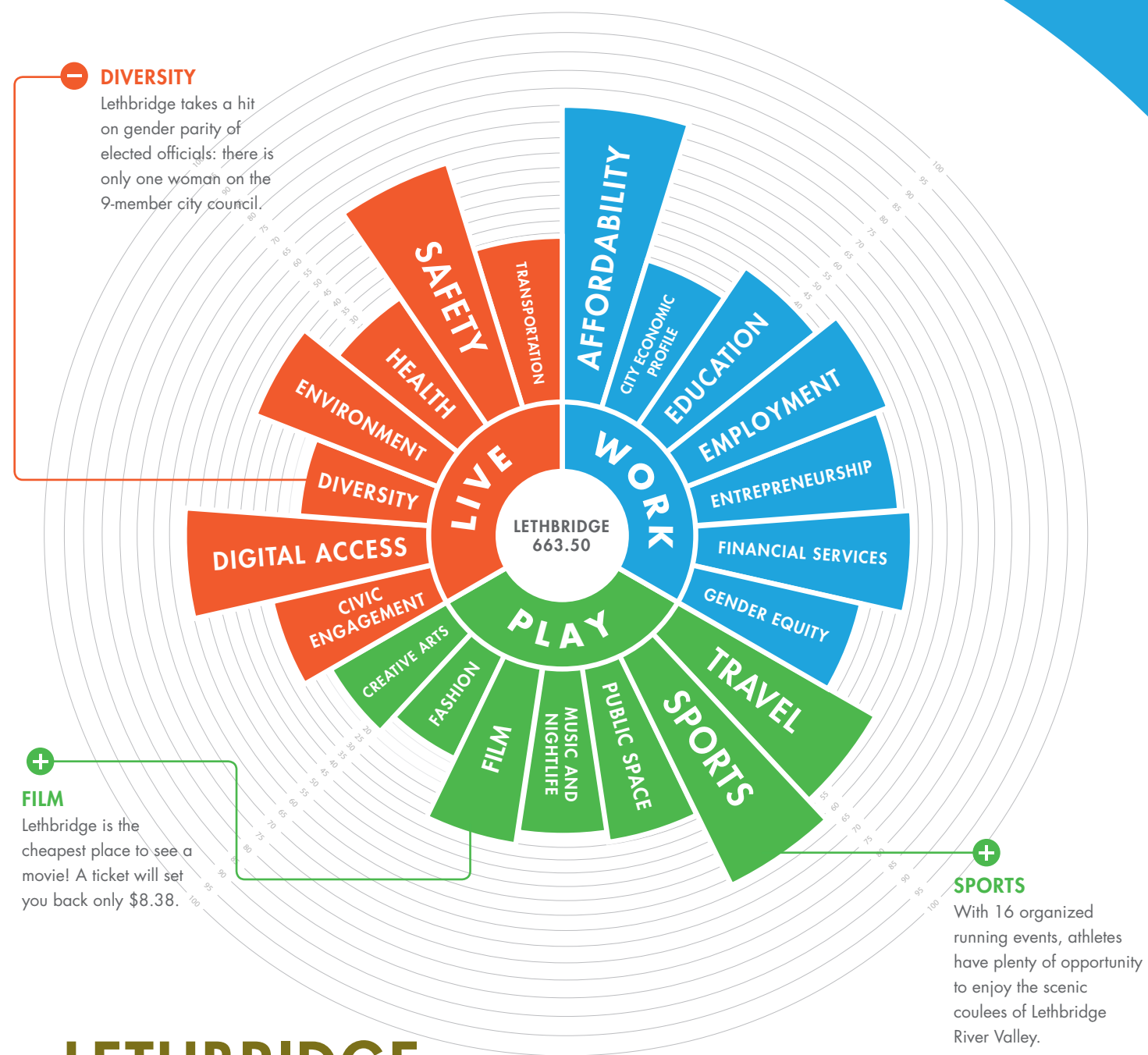
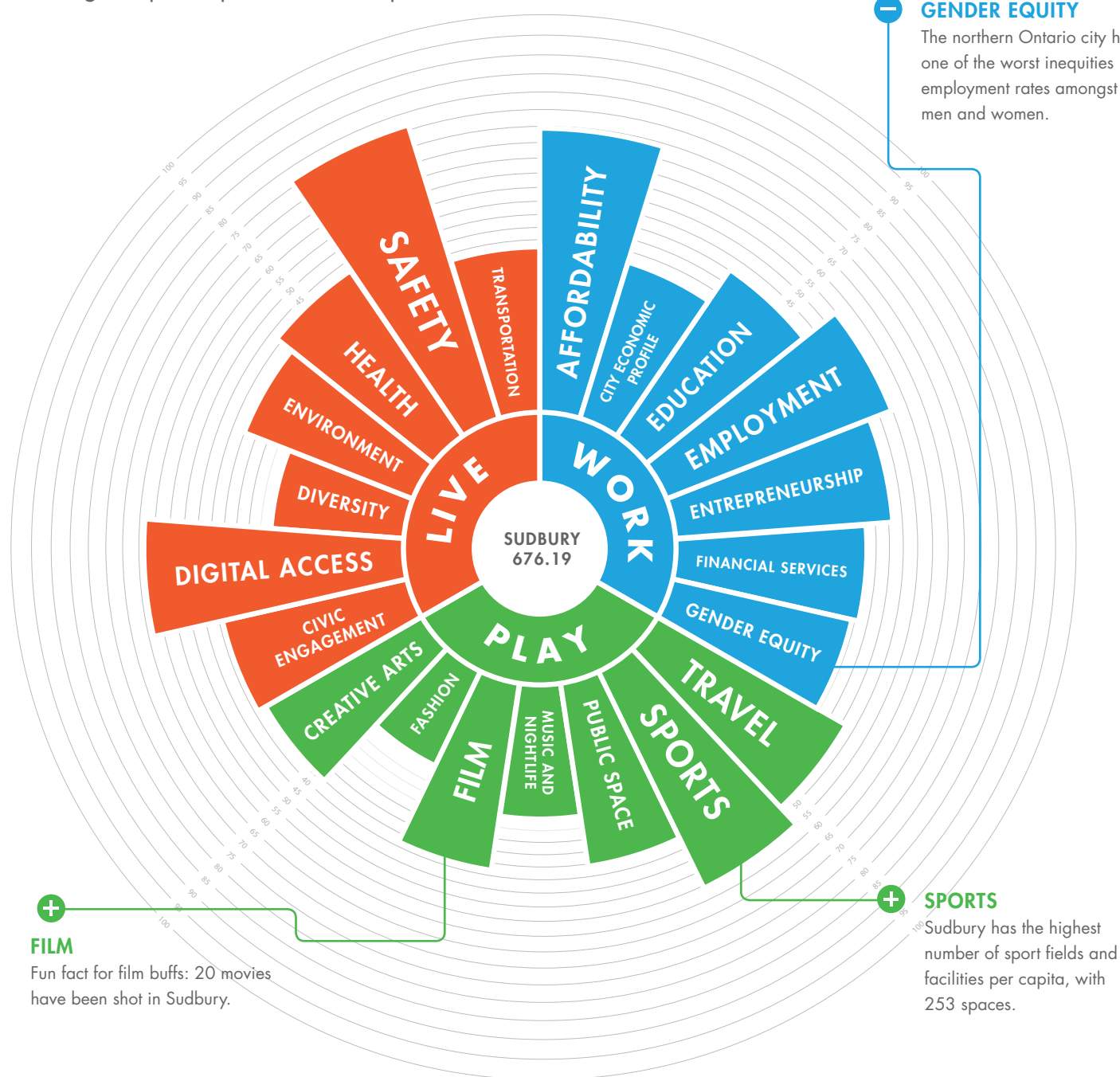


#18 OF  
22 CITIES

# SUDBURY

Youth Population: 19.8%  
Gap to #1: 218.49 points  
Gap to top 10: 70.65 points

Sudbury's 12th overall finish in PLAY comes as a result of the city's burgeoning film culture, with its high number of film festivals (3rd), high number of films shot in the city (4th), high number of film screens per capita (8th) and its relatively low cost movie tickets (2nd). Elsewhere, the city finishes with the highest per capita number of sports facilities/fields and the highest per capita number of public libraries.



# LETHBRIDGE

Youth Population: 22.2%  
Gap to #1: 231.17 points  
Gap to #10: 83.33 points

Lethbridge lands in the middle of the pack for WORK (#11) and PLAY (#11), but achieves a low score in the LIVE (#21) theme. The city with the scenic coulees breaks the top five in SPORTS, AFFORDABILITY, FILM and FINANCIAL SERVICES. Lethbridge can climb the ranks by investing in some of the areas identified in our LIVE theme, including HEALTH (#22) and ENVIRONMENT (#22).

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22 CITIES



#20 OF 22 CITIES

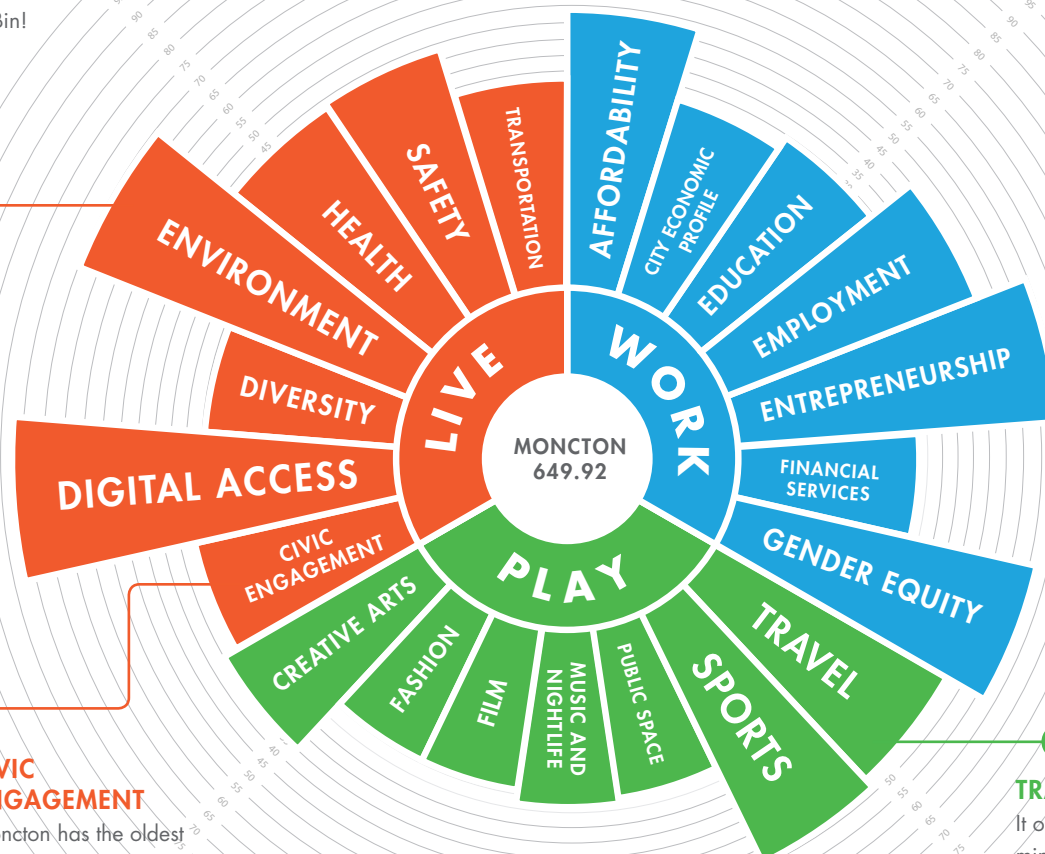
# MONCTON

Youth Population: 19.4%  
Gap to #1: 244.76 points  
Gap to top 10: 96.91 points

Moncton's WORK (#16) ranking reflects high scores in GENDER EQUITY (#3) and ENTREPRENEURSHIP (#4). In LIVE (#19), it enters the top ten in ENVIRONMENT and DIGITAL ACCESS, but gets low marks on SAFETY (#21) and CIVIC ENGAGEMENT (#19). It's not the best destination for those looking to PLAY (#21), landing in the bottom five in many of our attributes.

## + ENVIRONMENT

Moncton's curbside recycling program comes in first place. It's the only city that accepts electronics in the Blue Bin!



## - CIVIC ENGAGEMENT

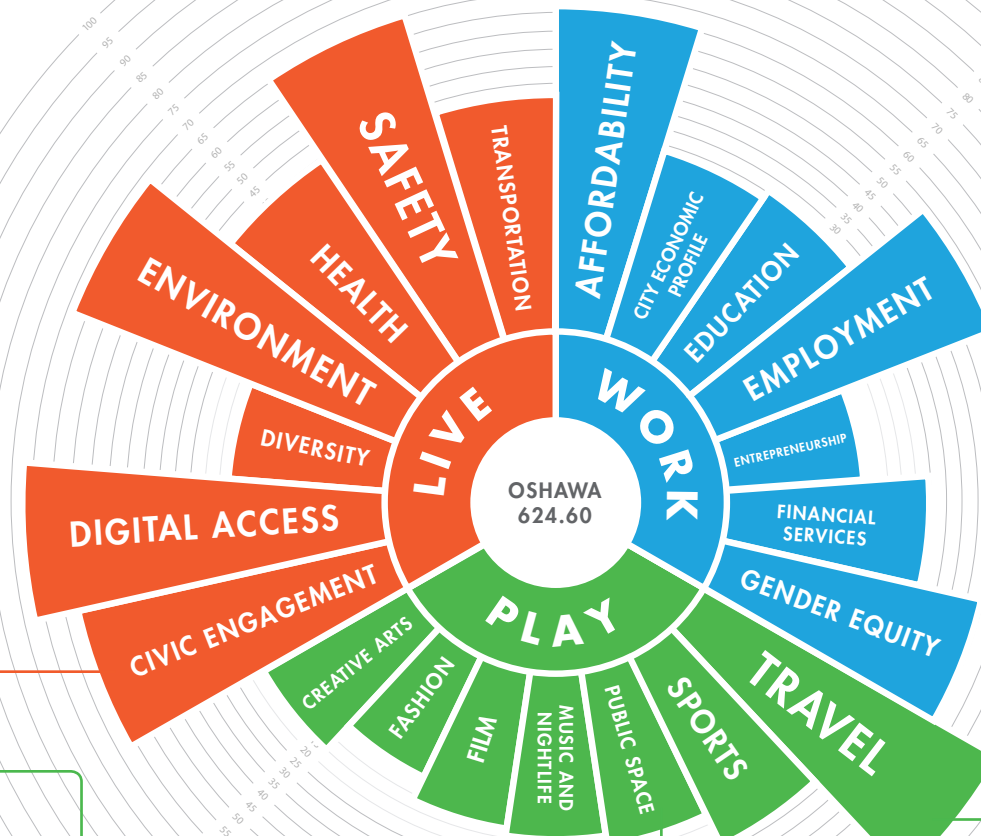
Moncton has the oldest city council, with an average age of 61.

## + TRAVEL

It only takes 10 minutes to get from downtown Moncton to the airport by bus.

## + CIVIC ENGAGEMENT

Oshawa gets top marks in Indigenous engagement: the City has 25 members in its Aboriginal Advisory Circle.



## + TRAVEL

A good place for a getaway: Toronto is only a short GO Train ride away.

## - PUBLIC SPACE

There are only 4 public libraries in a city of over 600,000 people.

# OSHAWA

Youth Population: 19.0%  
Gap to #1: 270.08 points  
Gap to top 10: 122.23 points

Youth in Oshawa can cheer about its 14th overall rank in LIVE, which comes from its high secondary volunteerism requirements (t-1st), its low per capita annual waste (5th), and its high level of transit accessibility (t-2nd). While its low overall WORK finish (21st) presents many areas for improvements, the city still does well in affordable housing (7th) and affordable health and wellbeing (5th).

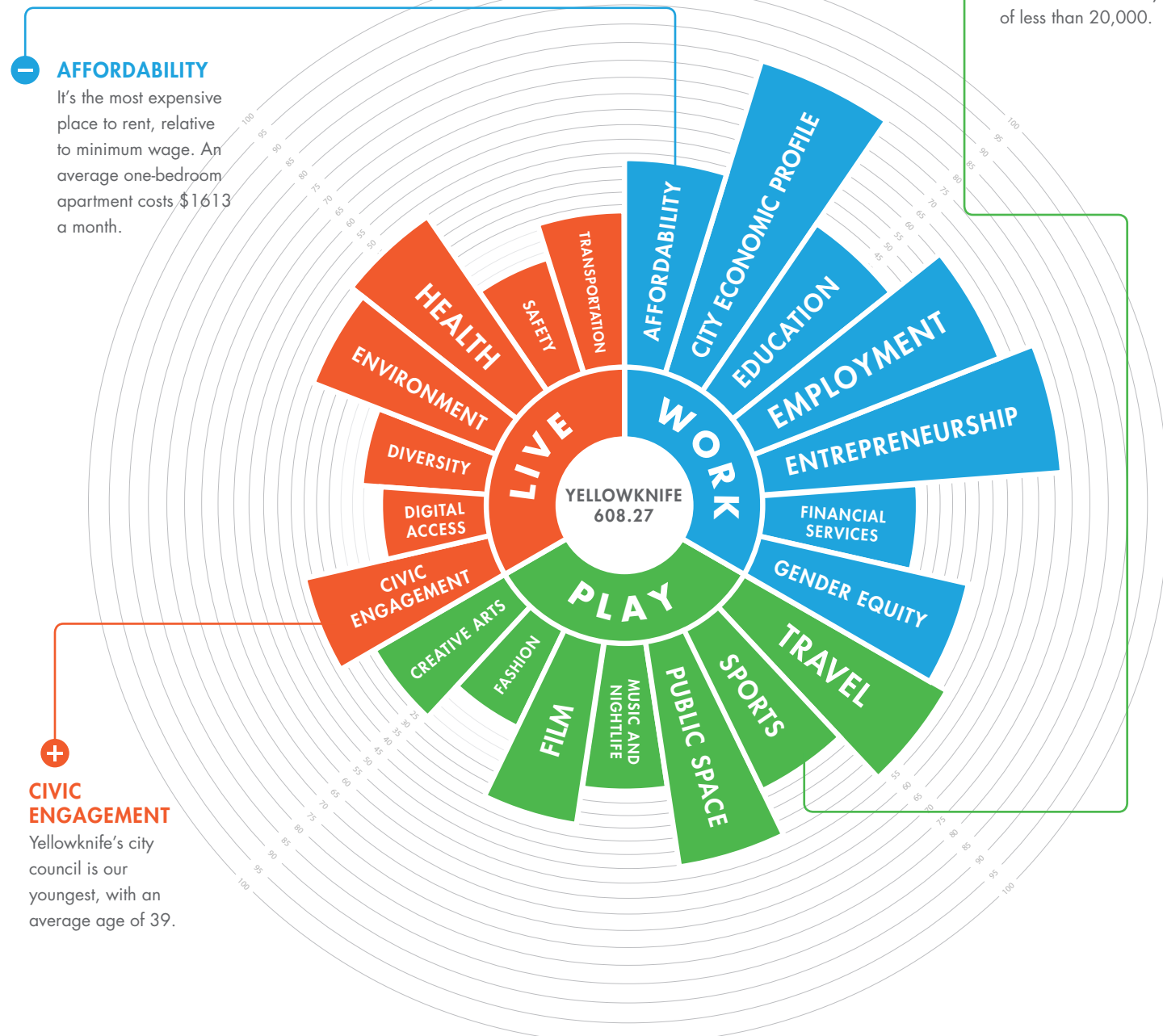
#21 OF 22 CITIES

#22 OF  
22 CITIES

# YELLOWKNIFE

Youth Population: 19.4%  
Gap to #1: 286.41 points  
Gap to top 10 : 138.56 points

Yellowknife takes the top spot in WORK, with high scores in CITY ECONOMIC PROFILE (#1) and ENTREPRENEURSHIP (#2). The Northern city has some work to do in the LIVE (#22) and PLAY (#15) themes. Areas of improvement in the LIVE theme include SAFETY (#22) and DIGITAL ACCESS (#22). Yellowknife would be a better place to play if youth had more options to explore in SPORTS (#20) and FASHION (#20).



## A note on why Yellowknife finishes first in WORK:

Yellowknife earns the #22 spot out of the 22 cities in our Index, but still manages to finish first in the WORK theme. Why is this? The city benefits from its small population and relatively hot economy. The two contributing factors are 1) employment and income levels for young adults aged 25-34, and 2) the reality for entrepreneurs.

First, individuals and couples without children under 30 in the Northwest Territories enjoy a higher income than their peers in any other region in our Index. Individuals in Yellowknife earn nearly 25% more than elsewhere in Canada. For couples, income is nearly 30% higher than in the next highest region.<sup>1</sup>

Second, Yellowknife is an attractive place for entrepreneurs. The Northwest Territories Business Development and Investment Corporation manages two spaces where clients can use workstations and connect with resources. The small city is also home to one coworking space, Cloud Works. These supports go a long way toward serving the population of Yellowknife and result in a high per capita score in Entrepreneurship.

<sup>1</sup> <https://www150.statcan.gc.ca/t1/tbl1/en/cv.action?pid=1110001201>

## A few words about Port Coquitlam:

We'd like to give thanks for support from the City of Port Coquitlam. We have integrated its data into our Metro Vancouver data to improve its quality. Our Port Coquitlam specific data suggests it is an affordable suburban alternative. Positioned near the eastern reach of Metro Vancouver, Port Coquitlam's aggregate rental housing rates are about 10% less than the Metro Region's. Youth in PoCo can find similar savings on car insurance, gym memberships and access to the PoCo Heritage museum - which is free! (Although a student membership, which will provide you the opportunity to contribute to the direction of PoCo Heritage, will run you \$5).



THE PERFECT CITY FOR YOUTH

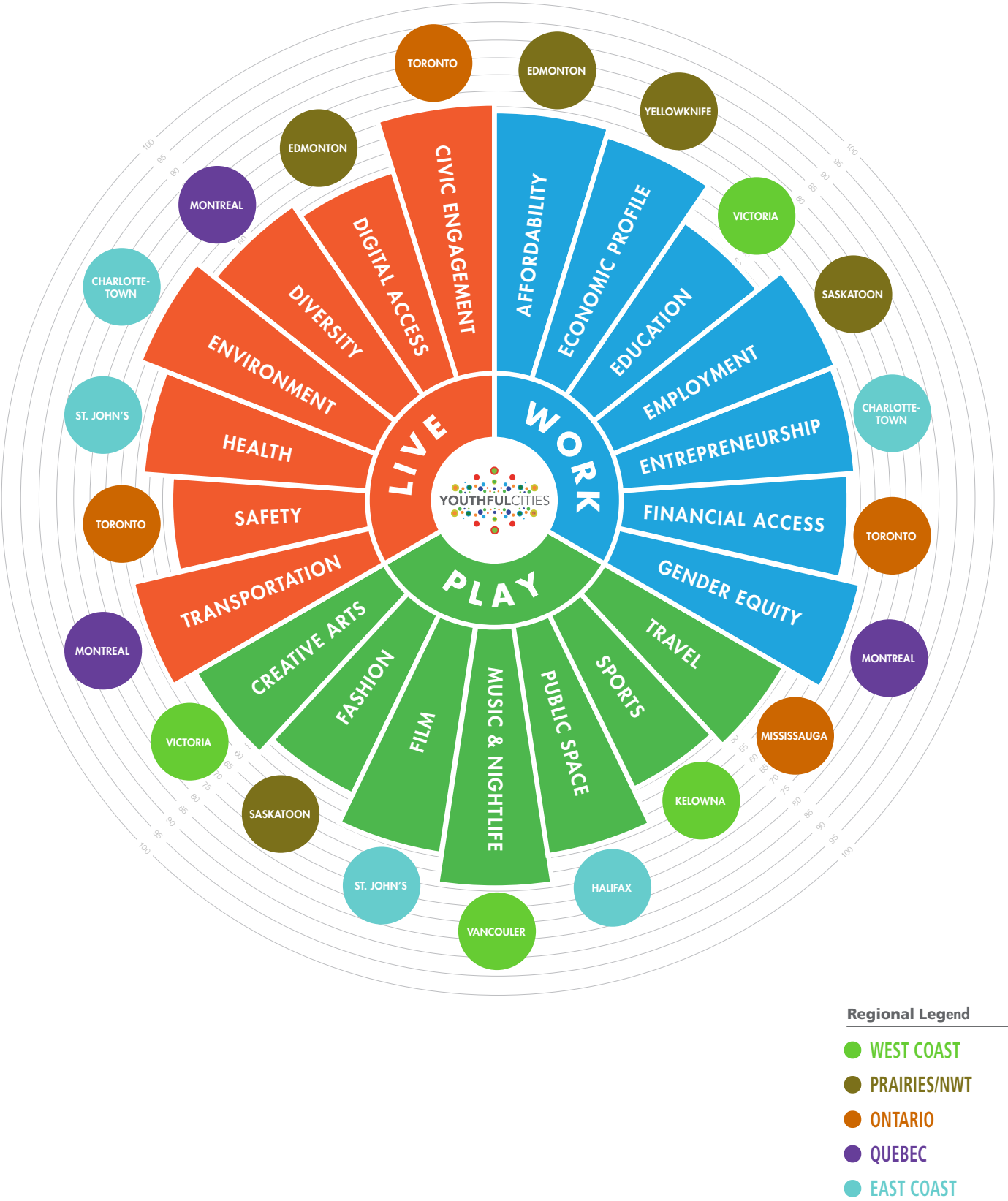
No Canadian city is ideal for all youth, but one of the goals of this Index is to encourage cities to work together to become more youthful. Behind all of the data we have collected are people who care about youth and work hard to make Canadian cities great places to live, work and play. Here we highlight the winning cities in each of our Urban Attributes. Congratulations!

We know what the data tells us. Now let’s explore why these cities are leaders and who stands behind their success. If you know, we want to hear from you.

Email [info@youthfulcities.com](mailto:info@youthfulcities.com) and mention the Perfect City.

If you live in a city that is struggling in certain areas, you can look to these cities for inspiration and support.

Attribute	City
Transportation	Montreal
Safety	Toronto
Health	St. John’s
Environment	Charlottetown
Diversity	Montreal
Digital Access	Edmonton
Civic Engagement	Toronto
Affordability	Edmonton
Economic Profile	Yellowknife
Education	Victoria
Employment	Saskatoon
Entrepreneurship	Charlottetown
Financial Access	Toronto
Gender Equity	Montreal
Travel	Mississauga
Sports	Kelowna
Public Space	Halifax
Music and Nightlife	Vancouver
Film	St. John’s
Fashion	Saskatoon
Creative Arts	Victoria

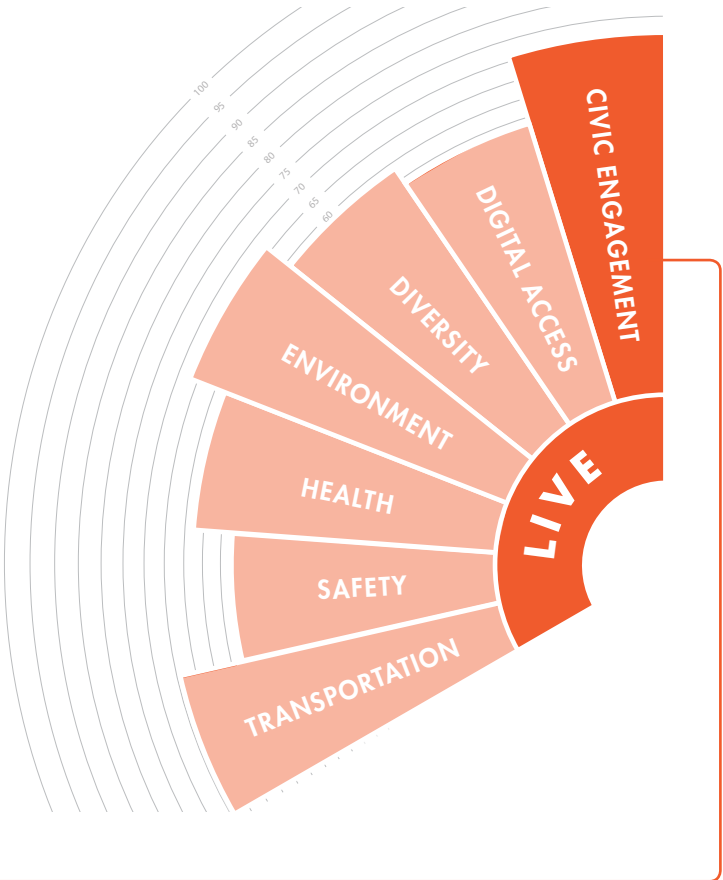
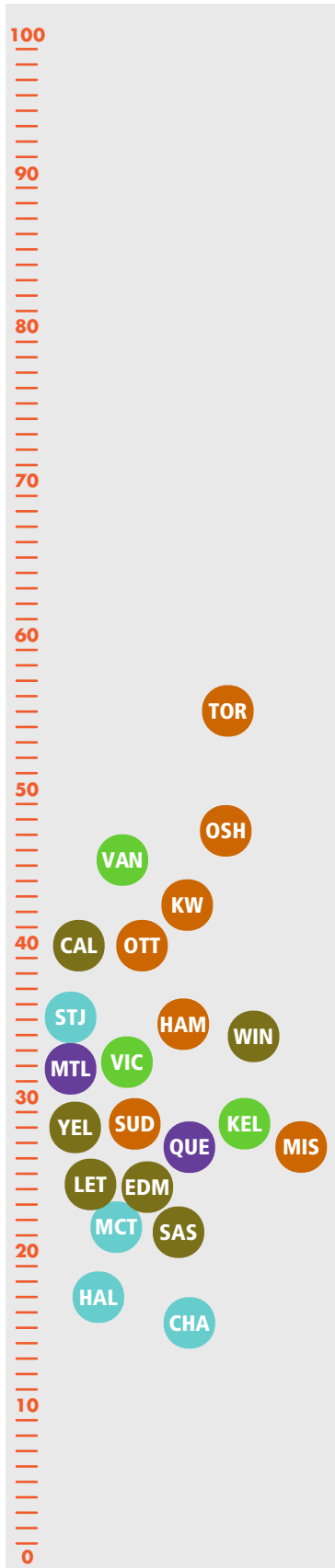


# ATTRIBUTE PROFILES





CIVIC ENGAGEMENT RESULTS



**CIVIC ENGAGEMENT** brings together different measures related to individual and collective activities geared towards issues of public interest and engagement. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 8.4 out of 10 – putting it in the middle of the pack of what youth think is important in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall **CIVIC ENGAGEMENT** rankings.  
\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

**INDICATOR RANKINGS**  
How cities perform on the individual indicators that make up the **CIVIC ENGAGEMENT** attribute.

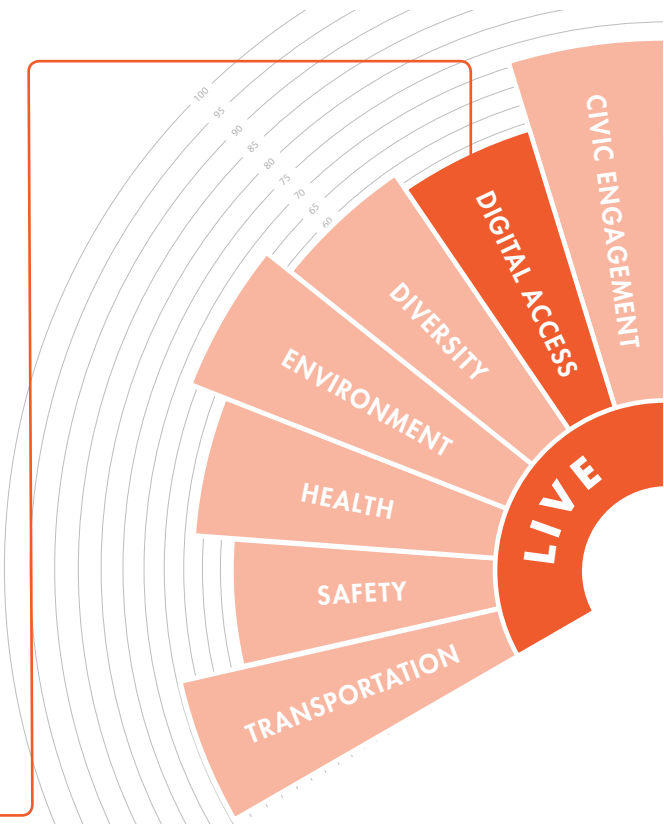
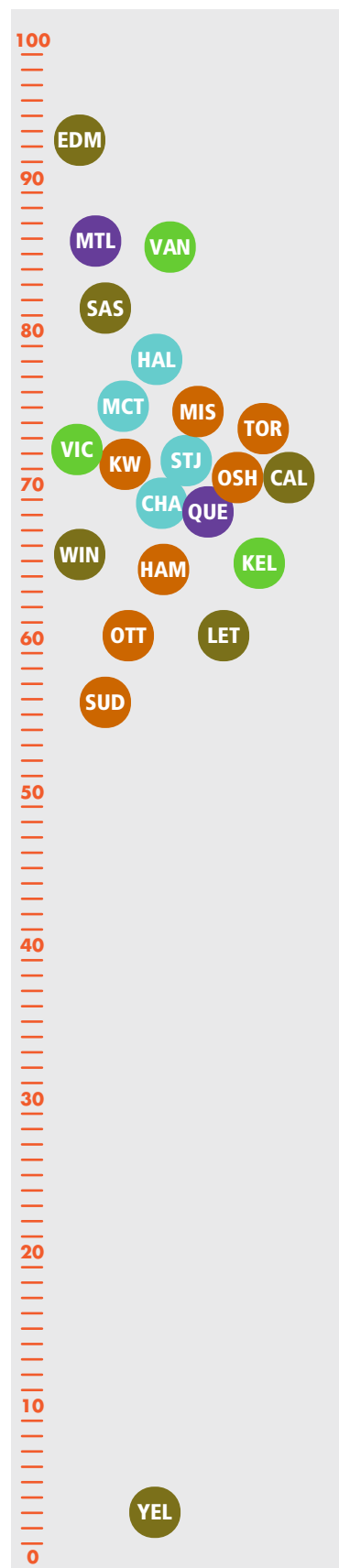
	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Average age of city councillors	YELLOWKNIFE	SASKATOON	ST. JOHN'S
Political influence scale	CALGARY	EDMONTON	OTTAWA
Volunteerism in high school scale	7 CITIES T-1ST HAMILTON KITCHENER/WATERLOO MISSISSAUGA OSHAWA OTTAWA SUDBURY TORONTO		
Engagement scale	5 CITIES T-1ST KITCHENER/WATERLOO MONCTON MONTREAL QUEBEC CITY TORONTO		
Indigenous info + advisory boards	OSHAWA	VANCOUVER	WINNIPEG

**2019 WINNERS**  
The top 5 cities for **CIVIC ENGAGEMENT** in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> TORONTO
- 2<sup>ND</sup> OSHAWA
- 3<sup>RD</sup> VANCOUVER
- 4<sup>TH</sup> KITCHENER/ WATERLOO
- 5<sup>TH</sup> CALGARY



DIGITAL ACCESS RESULTS



**DIGITAL ACCESS** measures the level of WiFi accessibility at various everyday locations in cities, the level of mobile phone infrastructure development, as well as the cost of mobile phone data packages. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 7.8 out of 10 – placing it in the bottom half of what youth think is important in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall **DIGITAL ACCESS** rankings.  
\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

- Region
- WEST COAST
  - PRAIRIES/NWT
  - ONTARIO
  - QUEBEC
  - EAST COAST

**INDICATOR RANKINGS**  
How cities perform on the individual indicators that make up the **DIGITAL ACCESS** attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Cellular competitiveness level	SASKATOON	CALGARY	EDMONTON
Cellular cost	SASKATOON	CALGARY	EDMONTON
Gamers + developers scale	4 CITIES T-1 <sup>ST</sup> EDMONTON HALIFAX MONTREAL VANCOUVER		
Digital censorship scale	20 CITIES T-1 <sup>ST</sup>		
Open urban data scale	21 CITIES T-1 <sup>ST</sup>		
Free wifi scale	CHARLOTTETOWN	EDMONTON	KELOWNA

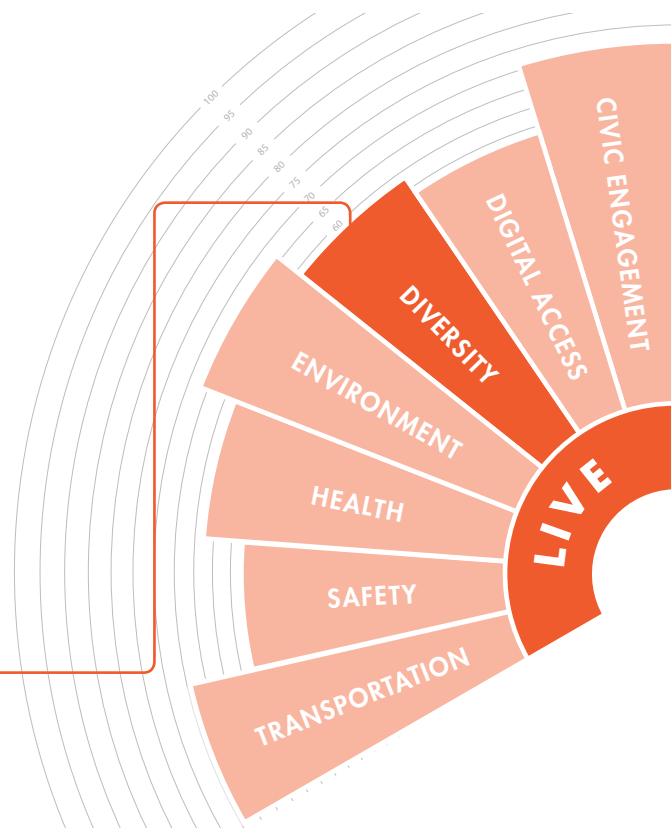
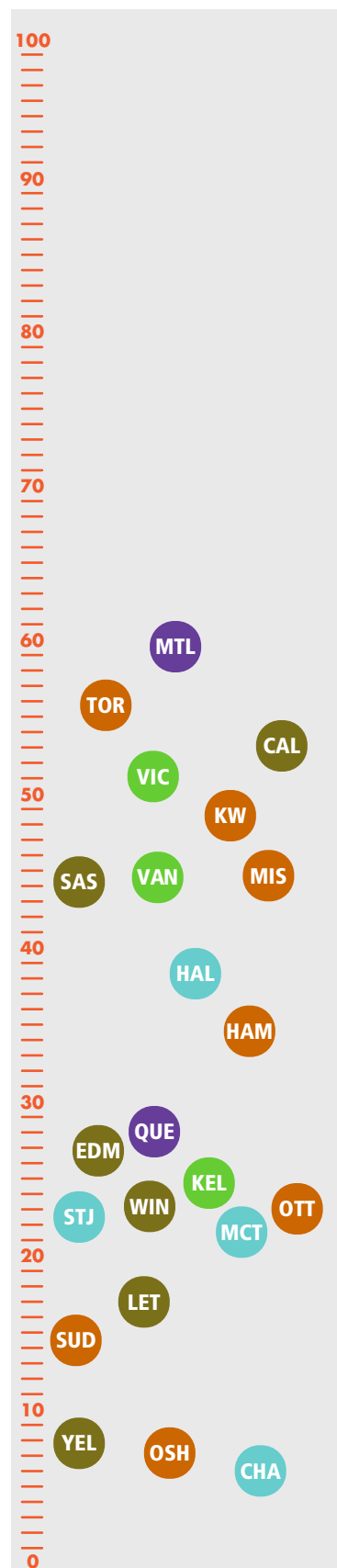
**2019 WINNERS**  
The top 5 cities for **DIGITAL ACCESS** in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> EDMONTON
- 2<sup>ND</sup> MONTREAL
- 3<sup>RD</sup> VANCOUVER
- 4<sup>TH</sup> SASKATOON
- 5<sup>TH</sup> HALIFAX





# DIVERSITY RESULTS



**DIVERSITY** looks at how varied the culture of a city is, how open it is to cultural, religious and gender differences and how open it is to issues and rights. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 8.7 out of 10 – placing it in the middle of the pack of what youth think is important in their cities.

## HOW ALL 22 CITIES STACK UP The overall DIVERSITY rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

**Region**

- WEST COAST
- PRAIRIES/NWT
- ONTARIO
- QUEBEC
- EAST COAST

## INDICATOR RANKINGS

How cities perform on the individual indicators that make up the DIVERSITY attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Languages to vote in	CALGARY	VICTORIA	QUEBEC CITY
Diversity of food	MONTREAL	VICTORIA	TORONTO
Diversity of religion	TORONTO	MONTREAL	VANCOUVER
Gender parity in elected officials	SASKATOON	4 CITIES T-2ND KITCHENER/WATERLOO MISSISSAUGA MONTREAL VANCOUVER	
Openness to scale	HALIFAX	MONCTON	HAMILTON

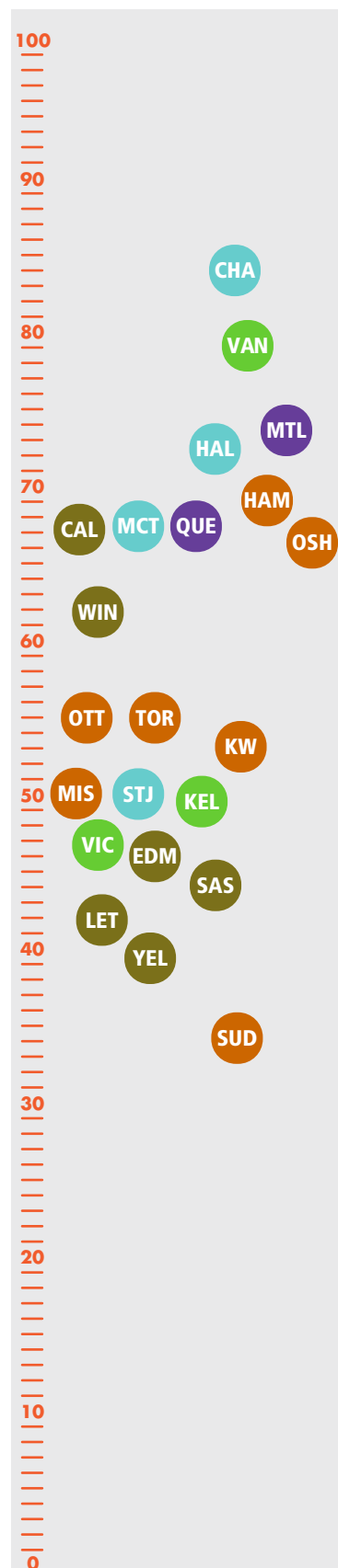
## 2019 WINNERS

The top 5 cities for DIVERSITY in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> MONTREAL
- 2<sup>ND</sup> TORONTO
- 3<sup>RD</sup> CALGARY
- 4<sup>TH</sup> VICTORIA
- 5<sup>TH</sup> KITCHENER/WATERLOO

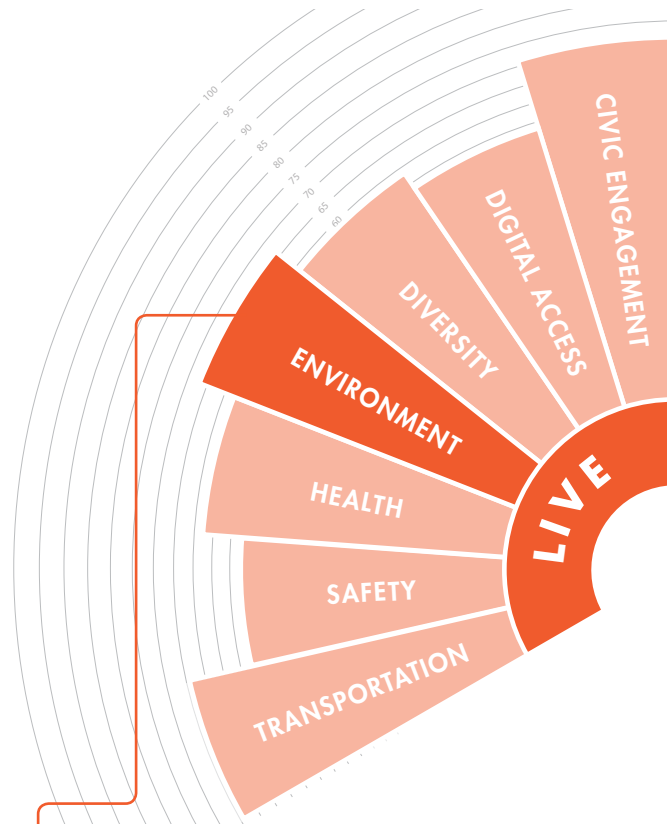


# ENVIRONMENT RESULTS



Region

- WEST COAST
- PRAIRIES/NWT
- ONTARIO
- QUEBEC
- EAST COAST



**ENVIRONMENT** brings together indicators that look at the environmental impact of a city as well as the proactive measures in place to minimize a city's impact. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 9.5 out of 10 – making it the most important factor for youth in their cities.

## HOW ALL 22 CITIES STACK UP

The overall **ENVIRONMENT** rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

## INDICATOR RANKINGS

How cities perform on the individual indicators that make up the **ENVIRONMENT** attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Smart cities initiatives scale	14 CITIES T-1 <sup>ST</sup>		
Quantity of annual recycled materials	VANCOUVER	KELOWNA	CHARLOTTETOWN
Quantity of annual waste	TORONTO	HALIFAX	CALGARY
Recycled materials	MONCTON	CHARLOTTETOWN	SUDBURY
Total registered vehicles	CHARLOTTETOWN	OTTAWA	YELLOWKNIFE

## 2019 WINNERS

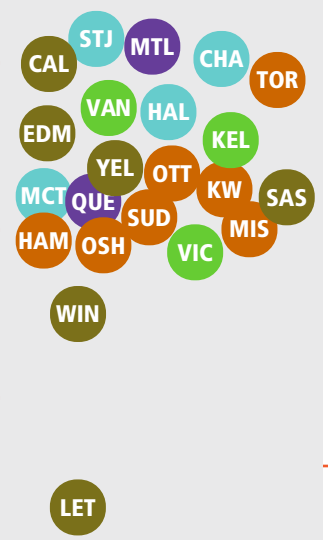
The top 5 cities for **ENVIRONMENT** in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> CHARLOTTETOWN
- 2<sup>ND</sup> VANCOUVER
- 3<sup>RD</sup> MONTREAL
- 4<sup>TH</sup> HALIFAX
- 5<sup>TH</sup> HAMILTON

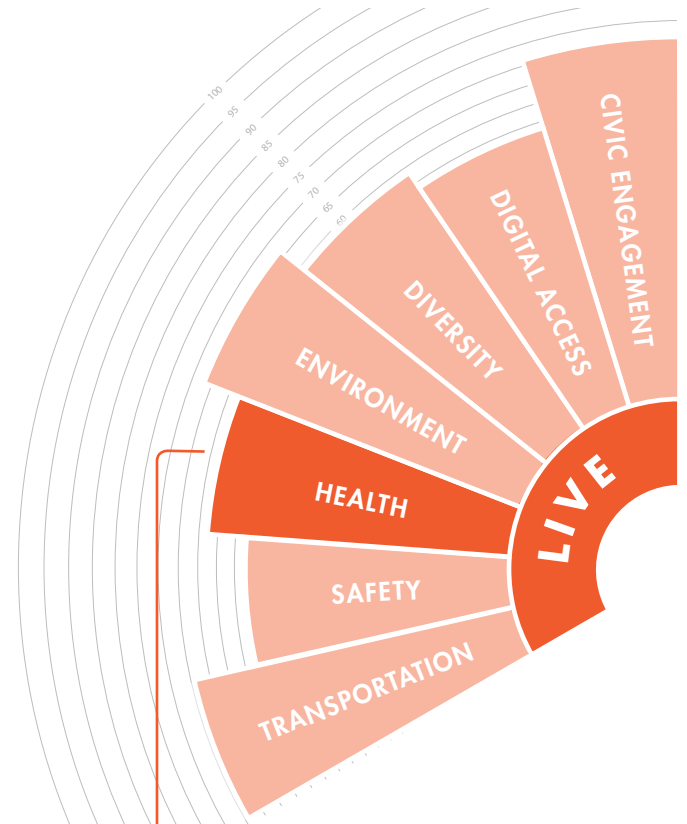




HEALTH RESULTS



- Region
- WEST COAST
  - PRAIRIES/NWT
  - ONTARIO
  - QUEBEC
  - EAST COAST



**HEALTH** measures the presence and accessibility of primary and secondary health services within a city, as well as the amount of publicly available information regarding health care and health services. Youth in our 2019 Urban Attitudes Survey gave this Attribute an importance rating of 9.2 out of 10 – making it the fifth most important factor for youth in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall HEALTH rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

**INDICATOR RANKINGS**

How cities perform on the individual indicators that make up the HEALTH attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Number of clinics	KELOWNA	ST. JOHN'S	LETHBRIDGE
Urban reproductive health scale	MONTREAL	QUEBEC CITY	TORONTO
Urban smoking scale	14 CITIES T-1ST		
Safer drug use scale	YELLOWKNIFE	MONTREAL	SASKATOON

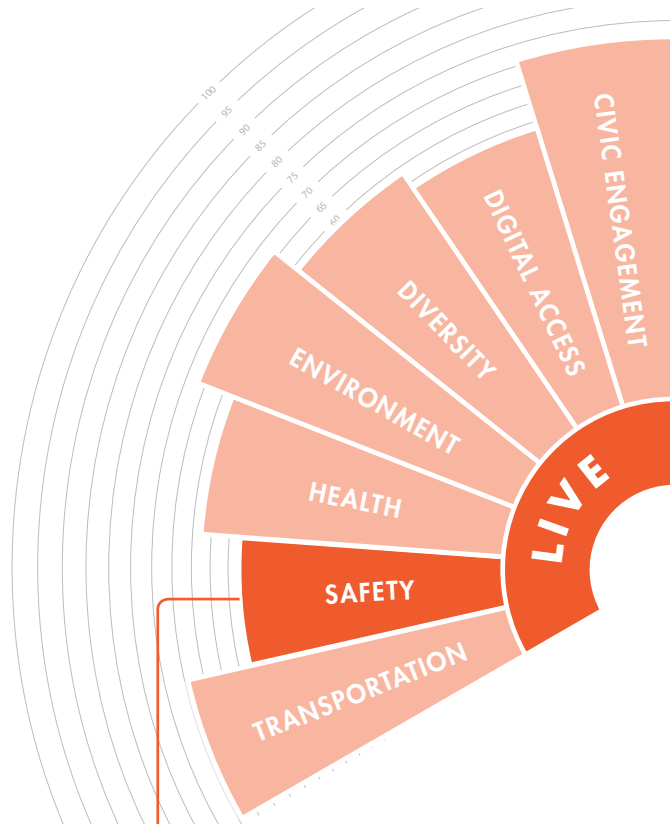
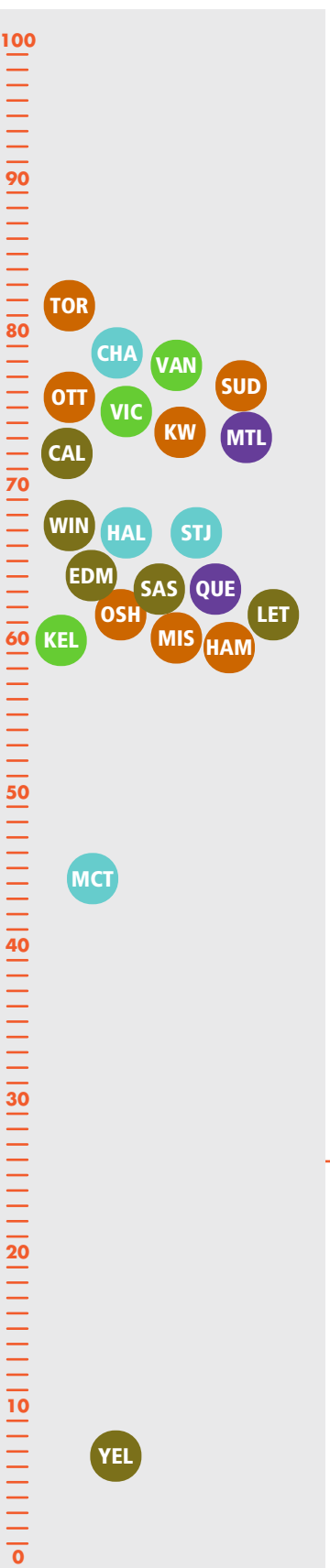
**2019 WINNERS**

The top 5 cities for HEALTH in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> ST. JOHN'S
- 2<sup>ND</sup> MONTREAL
- 3<sup>RD</sup> CHARLOTTETOWN
- 4<sup>TH</sup> CALGARY
- 5<sup>TH</sup> TORONTO



SAFETY RESULTS



**SAFETY** looks at the physical risks that youth face in a given city. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 9.3 out of 10 – making it the third most important factor for youth in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall **SAFETY** rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

- Region
- WEST COAST
  - PRAIRIES/NWT
  - ONTARIO
  - QUEBEC
  - EAST COAST

**INDICATOR RANKINGS**  
How cities perform on the individual indicators that make up the **SAFETY** attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Homicides	CHARLOTTETOWN	SUDBURY	KITCHENER/WATERLOO
Transit/mobility access scale	TORONTO	VANCOUVER	14 CITIES T-3RD
Hate crime rates	LETHBRIDGE	ST. JOHN'S	CHARLOTTETOWN
Break and enters	TORONTO	CHARLOTTETOWN	OTTAWA
Post-secondary school safety scale	CALGARY	CHARLOTTETOWN	EDMONTON
Traffic safety scale	OTTAWA	TORONTO	WINNIPEG

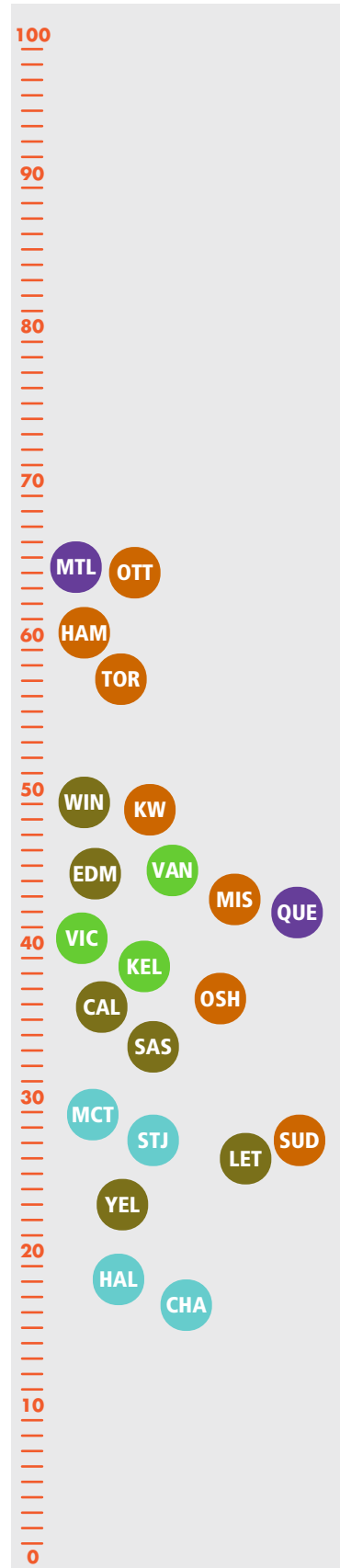
**2019 WINNERS**  
The top 5 cities for **SAFETY** in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> TORONTO
- 2<sup>ND</sup> CHARLOTTETOWN
- 3<sup>RD</sup> VANCOUVER
- 4<sup>TH</sup> SUDBURY
- 5<sup>TH</sup> OTTAWA



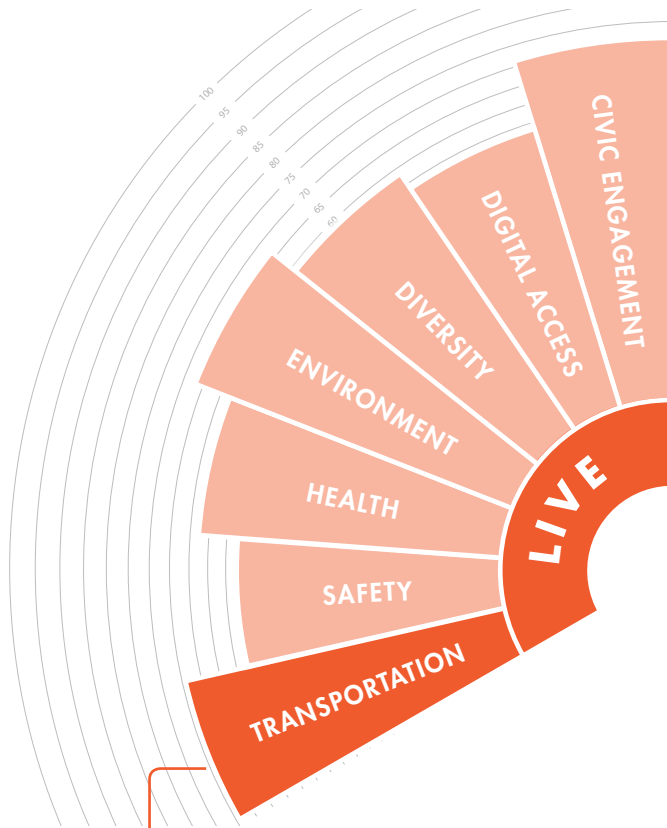


TRANSPORTATION RESULTS



Region

- WEST COAST
- PRAIRIES/NWT
- ONTARIO
- QUEBEC
- EAST COAST



**TRANSPORTATION** measures the extent to which individuals are able to efficiently and affordably travel within their city. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 9.0 out of 10 – making it one of the top ten most important factors for youth in their cities.

HOW ALL 22 CITIES STACK UP  
The overall TRANSPORTATION rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

INDICATOR RANKINGS

How cities perform on the individual indicators that make up the TRANSPORTATION attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Public transit	TORONTO	VANCOUVER	MONTREAL
Cycling	OTTAWA	HAMILTON	VANCOUVER
Commuter time	MONCTON	ST. JOHN'S	YELLOWKNIFE
Carsharing	WINNIPEG	HAMILTON	2 CITIES T-3RD MONTREAL TORONTO
Transit accessibility scale	EDMONTON	6 CITIES T 2ND HAMILTON MISSISSAUGA OSHAWA OTTAWA SUDBURY VICTORIA	

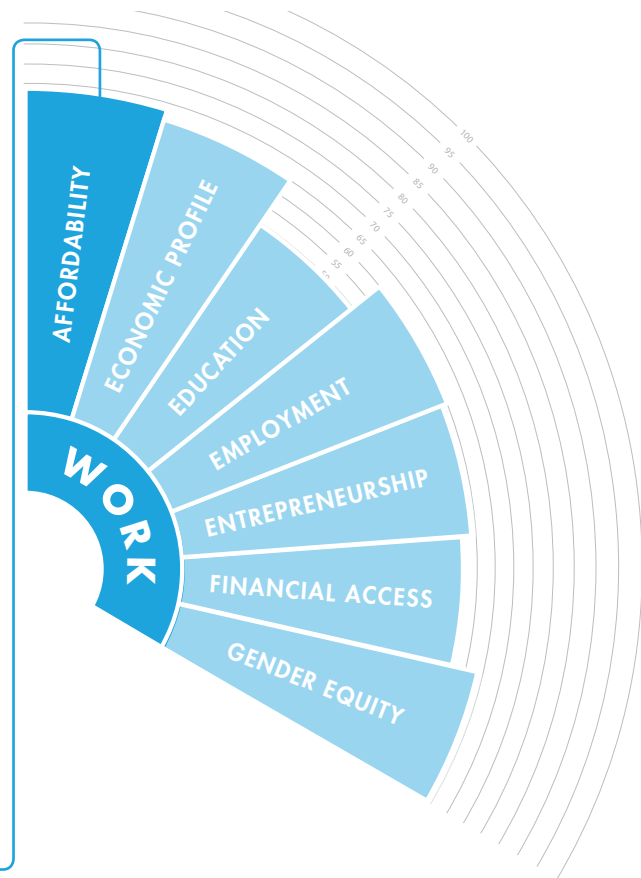
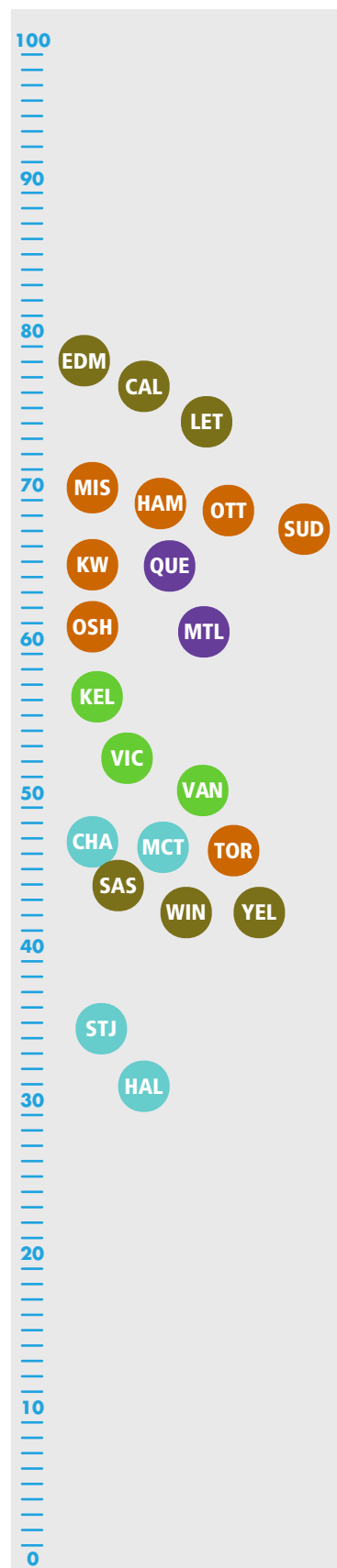
2019 WINNERS

The top 5 cities for TRANSPORTATION in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> MONTREAL
- 2<sup>ND</sup> OTTAWA
- 3<sup>RD</sup> HAMILTON
- 4<sup>TH</sup> TORONTO
- 5<sup>TH</sup> WINNIPEG



AFFORDABILITY RESULTS



**AFFORDABILITY** looks at how strong an economic foundation youth have in a city. It measures everything from economic inequality to cost of living, to consumption tax rates. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 9.4 out of 10 – making it the second most important factor for youth in their cities.

HOW ALL 22 CITIES STACK UP  
The overall AFFORDABILITY rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

- Region
- WEST COAST
  - PRAIRIES/NWT
  - ONTARIO
  - QUEBEC
  - EAST COAST

INDICATOR RANKINGS

How cities perform on the individual indicators that make up the AFFORDABILITY attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Affordable housing	2 CITIES T-1ST QUEBEC CITY CHARLOTTETOWN	HAMILTON	
Affordable health and well-being	MISSISSAUGA	OTTAWA	EDMONTON
Affordable food	KITCHENER/WATERLOO	SUDBURY	CALGARY
Affordable transport	MISSISSAUGA	QUEBEC CITY	VICTORIA
Affordable utilities	QUEBEC CITY	MONTREAL	TORONTO
Consumption tax rate	4 CITIES T-1ST CALGARY EDMONTON LETHBRIDGE YELLOWKNIFE		

2019 WINNERS

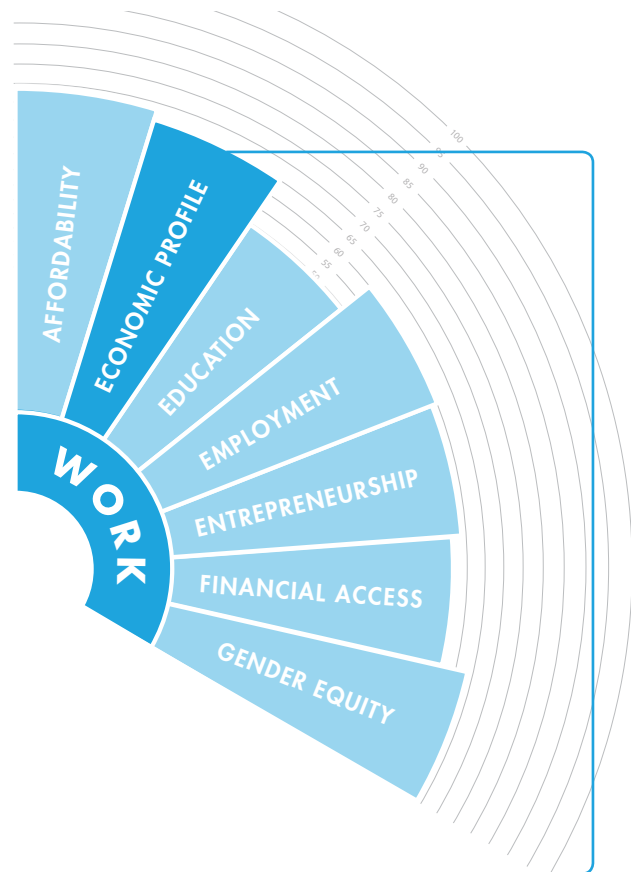
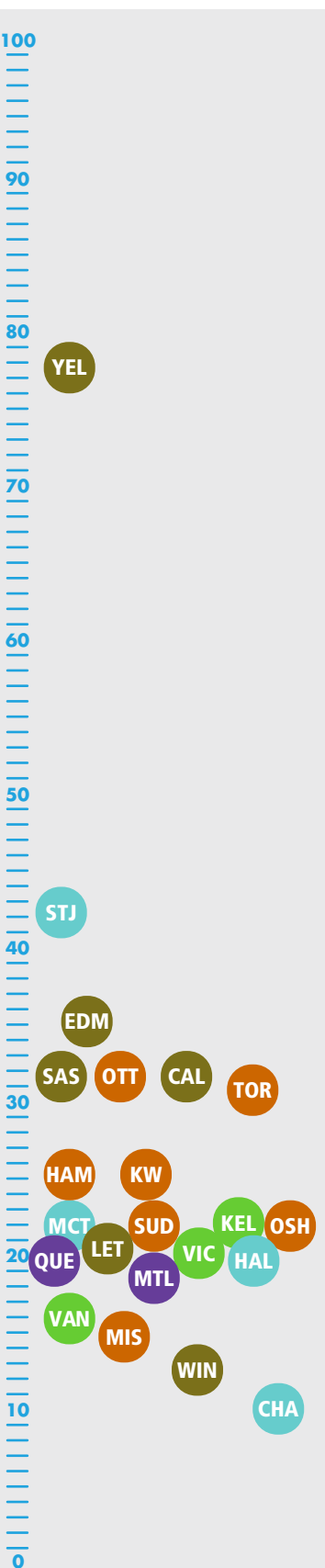
The top 5 cities for AFFORDABILITY in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> EDMONTON
- 2<sup>ND</sup> CALGARY
- 3<sup>RD</sup> LETHBRIDGE
- 4<sup>TH</sup> MISSISSAUGA
- 5<sup>TH</sup> HAMILTON





# CITY ECONOMIC PROFILE RESULTS



CITY ECONOMIC PROFILE measures income levels, wealth distribution, and the stability of local industries. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 7.9 out of 10 – placing it in the bottom half of factors that youth think are important in their cities.

HOW ALL 22 CITIES STACK UP  
The overall CITY ECONOMIC PROFILE rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

## INDICATOR RANKINGS

How cities perform on the individual indicators that make up the CITY ECONOMIC PROFILE attribute.

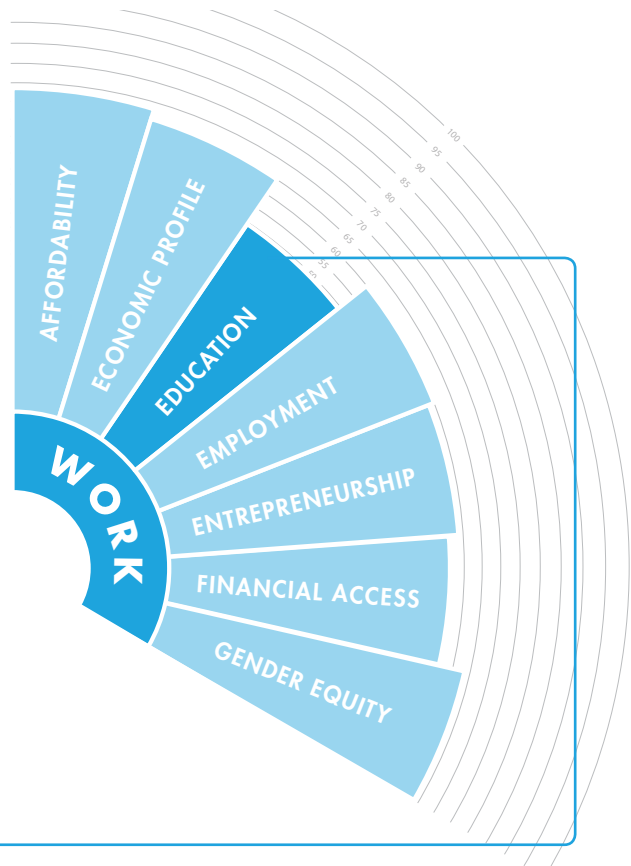
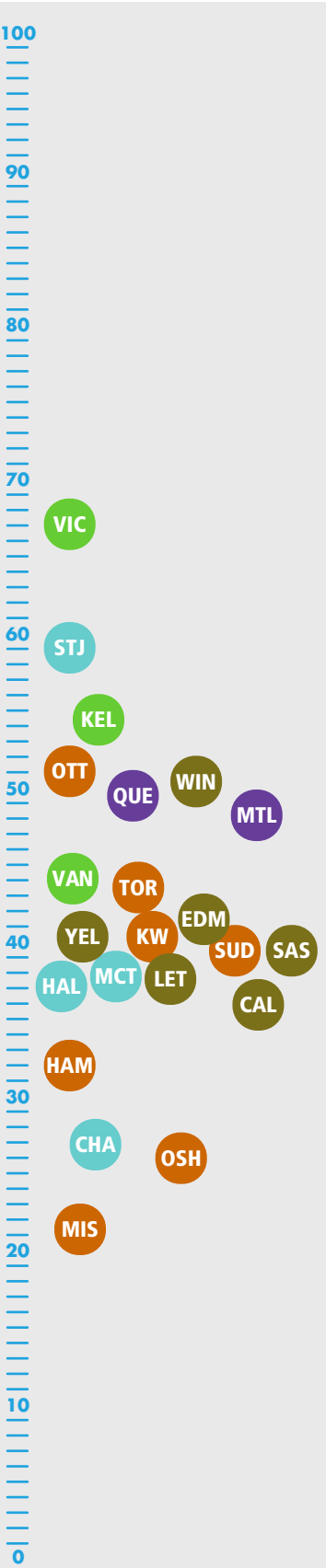
	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
NOC profile + possible automation impact	MISSISSAUGA	TORONTO	MONTREAL
Number of summer student jobs	ST. JOHN'S	MONCTON	YELLOWKNIFE
Income (not in economic families)	YELLOWKNIFE	EDMONTON	CALGARY
Income (couples without children)	YELLOWKNIFE	ST. JOHN'S	EDMONTON
Number of international students	TORONTO	MONTREAL	SASKATOON

## 2019 WINNERS

The top 5 cities for CITY ECONOMIC PROFILE in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> YELLOWKNIFE
- 2<sup>ND</sup> ST. JOHN'S
- 3<sup>RD</sup> EDMONTON
- 4<sup>TH</sup> OTTAWA
- 5<sup>TH</sup> SASKATOON





**EDUCATION** looks at the accessibility and affordability of post-secondary education in a city. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 8.7 out of 10 – placing it in the middle of the pack of factors that youth think are important in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall EDUCATION rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

- Region
- WEST COAST
  - PRAIRIES/NWT
  - ONTARIO
  - QUEBEC
  - EAST COAST

**INDICATOR RANKINGS**  
How cities perform on the individual indicators that make up the EDUCATION attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Number of post-secondary institutions	MONCTON	YELLOWKNIFE	KELOWNA
Full-time undergraduate enrollment	KITCHENER/WATERLOO	MONCTON	ST. JOHN'S
Average student debt	ST. JOHN'S	QUEBEC CITY	VICTORIA
Secondary school graduation rate	ST. JOHN'S	HALIFAX	OSHAWA
Indigenous education scale	VICTORIA	9 CITIES T-2ND	
Average tuition cost	ST. JOHN'S	2 CITIES T-2ND QUEBEC CITY MONTREAL	
Robustness of career services	MONTREAL	VICTORIA	2 CITIES T-3RD OTTAWA QUEBEC CITY

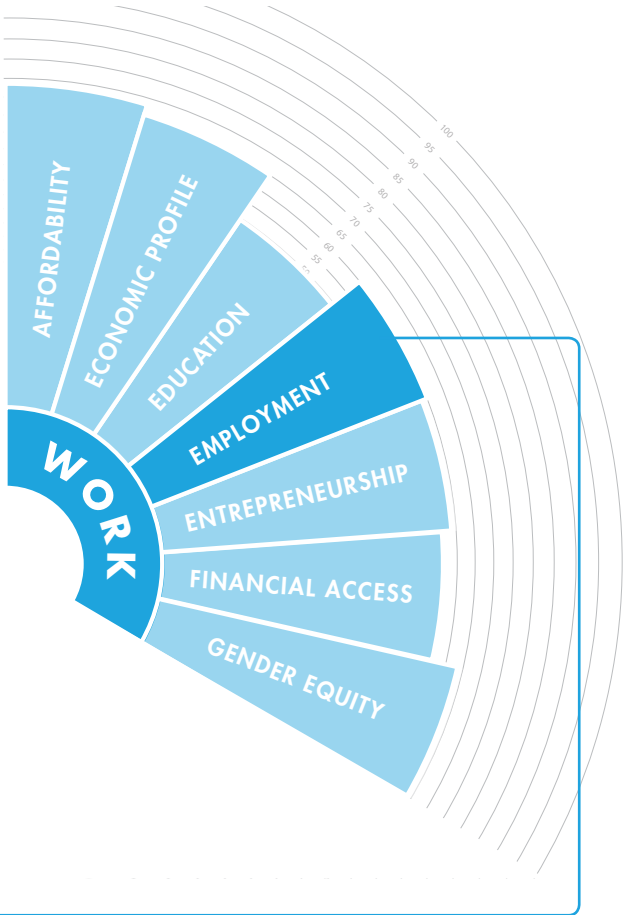
**2019 WINNERS**  
The top 5 cities for EDUCATION in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> VICTORIA
- 2<sup>ND</sup> ST. JOHN'S
- 3<sup>RD</sup> KELOWNA
- 4<sup>TH</sup> OTTAWA
- 5<sup>TH</sup> WINNIPEG





EMPLOYMENT RESULTS



**EMPLOYMENT** looks at the overall climate of youth employment in a city and measures the proactive tools and mechanisms in place to combat youth unemployment. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 9.1 out of 10 – placing it just outside the top five most important factors for youth in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall **EMPLOYMENT** rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

- Region
- WEST COAST
  - PRAIRIES/NWT
  - ONTARIO
  - QUEBEC
  - EAST COAST

**INDICATOR RANKINGS**  
How cities perform on the individual indicators that make up the **EMPLOYMENT** attribute.

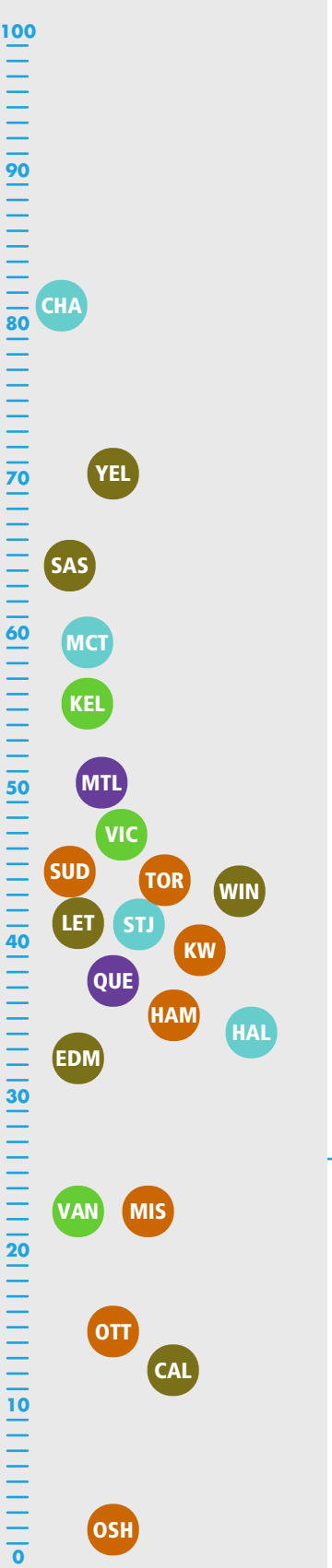
	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Change in unemployment rate	3 CITIES T-1 <sup>ST</sup> CALGARY EDMONTON LETHBRIDGE		
Number of new jobs created	CHARLOTTETOWN	HALIFAX	ST. JOHN'S
Youth unemployment rate	QUEBEC CITY	VICTORIA	HALIFAX
Change in youth full-time jobs	HAMILTON	KITCHENER/WATERLOO	MISSISSAUGA
Youth full-time jobs	CHARLOTTETOWN	CALGARY	EDMONTON
Youth employment centres	YELLOWKNIFE	SASKATOON	KELOWNA
Employment initiatives scale	9 CITIES T-1 <sup>ST</sup>		

**2019 WINNERS**  
The top 5 cities for **EMPLOYMENT** in our 2019 YouthfulCities Canadian Index are:

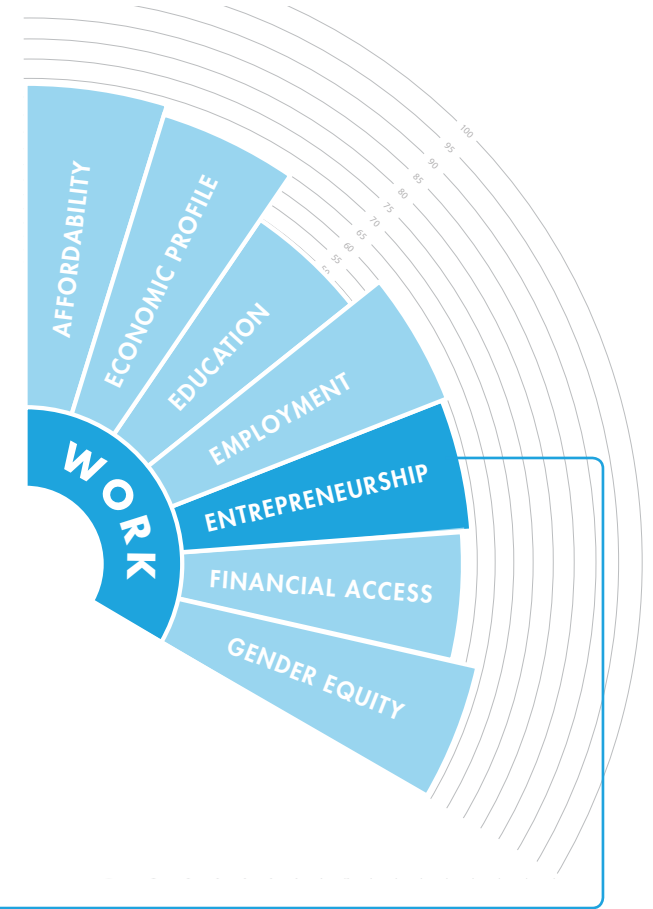
- 1<sup>ST</sup> SASKATOON
- 2<sup>ND</sup> CHARLOTTETOWN
- 3<sup>RD</sup> OTTAWA
- 4<sup>TH</sup> KITCHENER/WATERLOO
- 5<sup>TH</sup> YELLOWKNIFE



ENTREPRENEURSHIP RESULTS



- Region
- WEST COAST
  - PRAIRIES/NWT
  - ONTARIO
  - QUEBEC
  - EAST COAST



**ENTREPRENEURSHIP** measures the entrepreneurial culture fostered in a city. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 6.8 out of 10 – placing it in the bottom half of factors that youth think are important in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall **ENTREPRENEURSHIP** rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

**INDICATOR RANKINGS**  
How cities perform on the individual indicators that make up the **ENTREPRENEURSHIP** attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Number of coworking spaces	YELLOWKNIFE	CHARLOTTETOWN	SASKATOON
Cost of coworking space	LETHBRIDGE	HAMILTON	SASKATOON
Entrepreneurship incubators	CHARLOTTETOWN	YELLOWKNIFE	VICTORIA
Applications to Futurepreneur	KELOWNA	MONTREAL	ST. JOHN'S

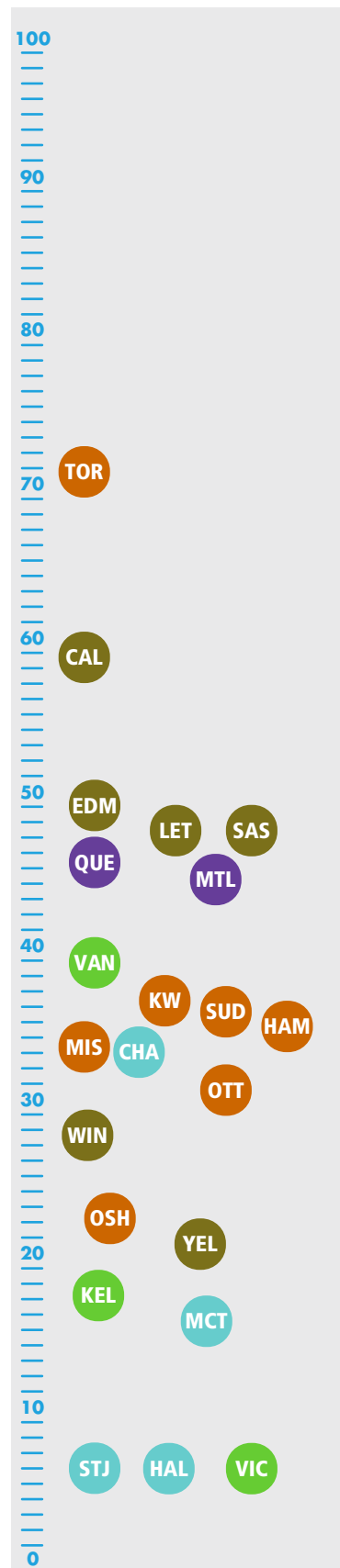
**2019 WINNERS**  
The top 5 cities for **ENTREPRENEURSHIP** in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> CHARLOTTETOWN
- 2<sup>ND</sup> YELLOWKNIFE
- 3<sup>RD</sup> SASKATOON
- 4<sup>TH</sup> MONCTON
- 5<sup>TH</sup> KELOWNA



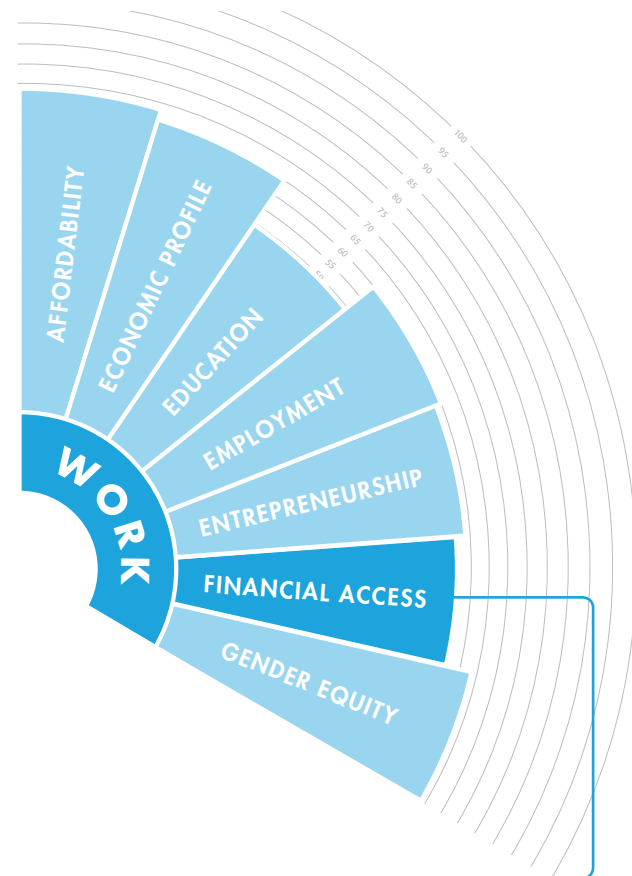


# FINANCIAL ACCESS RESULTS



Region

- WEST COAST
- PRAIRIES/NWT
- ONTARIO
- QUEBEC
- EAST COAST



**FINANCIAL ACCESS** looks at the availability and accessibility of banking services, as well as financial education for youth in a city. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 7.9 out of 10 – placing it in the middle of the pack of factors that youth think are important in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall **FINANCIAL ACCESS** rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

## INDICATOR RANKINGS

How cities perform on the individual indicators that make up the **FINANCIAL ACCESS** attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Business banking availability	16 CITIES T-1 <sup>ST</sup>		
Personal banking availability	ALL CITIES EQUAL		
Number of chartered banks	YELLOWKNIFE	MONCTON	CHARLOTTETOWN
Online banking	TORONTO	VANCOUVER	CALGARY
Mobile banking	TORONTO	2 CITIES T-2 <sup>ND</sup> CALGARY VANCOUVER	
Financial literacy	CALGARY	2 CITIES T-2 <sup>ND</sup> EDMONTON LETHBRIDGE	

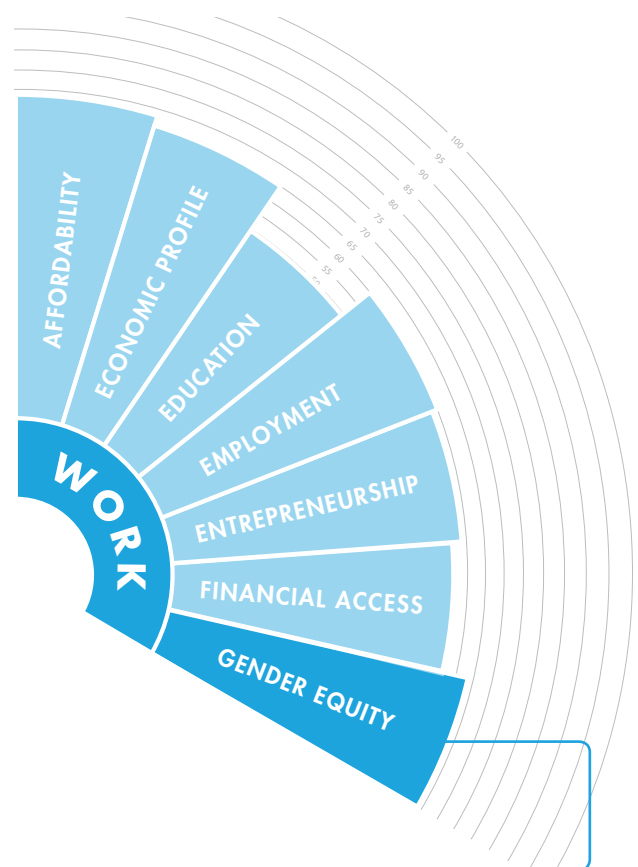
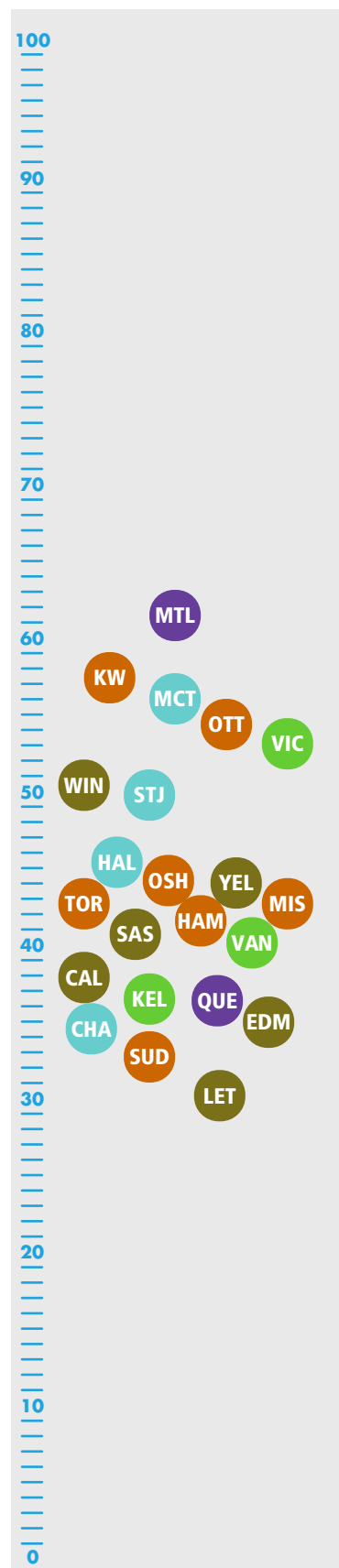
## 2019 WINNERS

The top 5 cities for **FINANCIAL ACCESS** in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> TORONTO
- 2<sup>ND</sup> CALGARY
- 3<sup>RD</sup> EDMONTON
- 4<sup>TH</sup> SASKATOON
- 5<sup>TH</sup> LETHBRIDGE



GENDER EQUITY RESULTS



**GENDER EQUITY** measures equality between men and women in education and employment. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 9.3 out of 10 – making it the fourth most important factor for youth in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall **GENDER EQUITY** rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

- Region
- WEST COAST
  - PRAIRIES/NWT
  - ONTARIO
  - QUEBEC
  - EAST COAST

INDICATOR RANKINGS

How cities perform on the individual indicators that make up the **GENDER EQUITY** attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Full-time work	CHARLOTTETOWN	VICTORIA	MONCTON
Employment rate	KITCHENER/WATERLOO	SASKATOON	VANCOUVER
Median employment income	QUEBEC CITY	OTTAWA	MONTREAL
High school or equivalent	ST. JOHN'S	EDMONTON	2 CITIES T-3RD CALGARY KELOWNA
Apprenticeship or trades	OSHAWA	SASKATOON	MONTREAL
College, CEGEP or other non-university	ST. JOHN'S	KITCHENER/WATERLOO	MONCTON
University degree	OTTAWA	HALIFAX	MONTREAL

2019 WINNERS

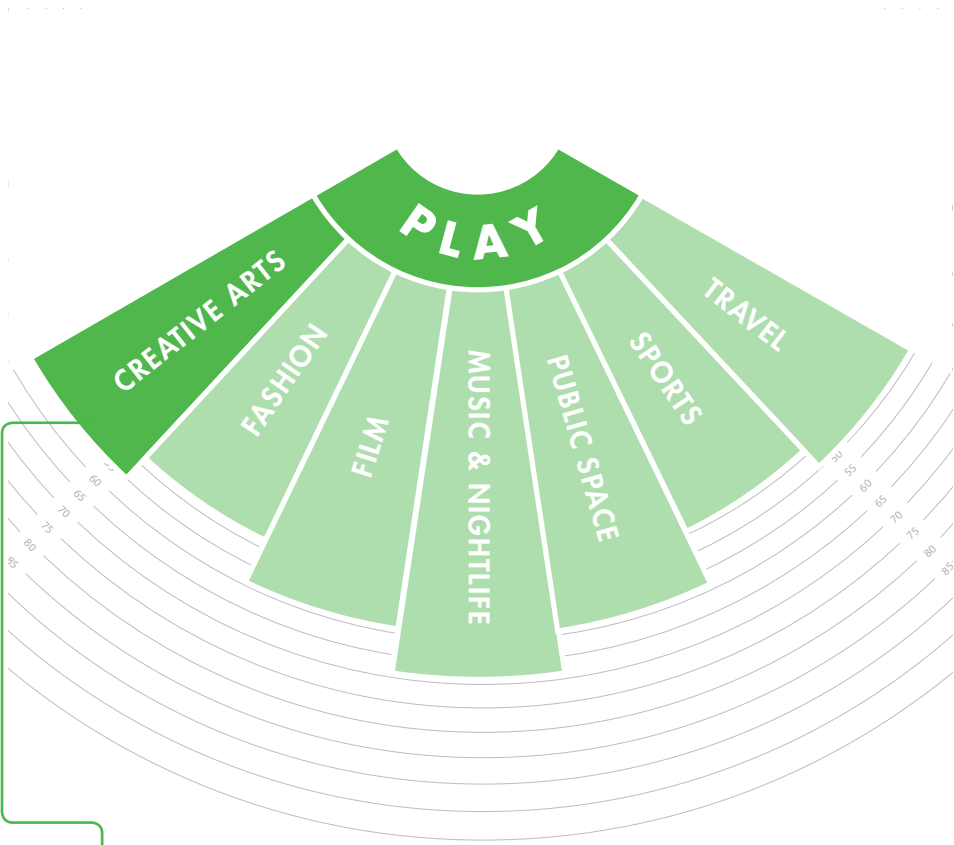
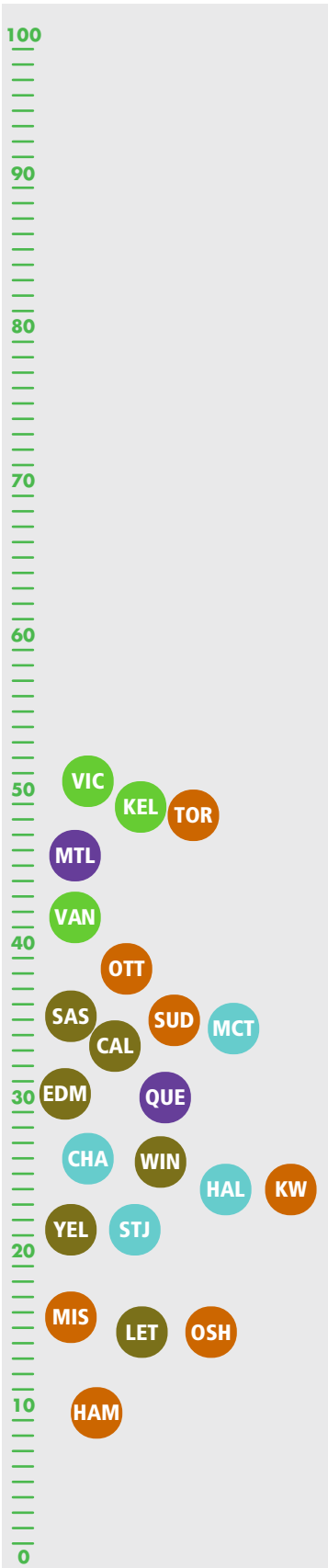
The top 5 cities for **GENDER EQUITY** in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> MONTREAL
- 2<sup>ND</sup> KITCHENER/WATERLOO
- 3<sup>RD</sup> MONCTON
- 4<sup>TH</sup> OTTAWA
- 5<sup>TH</sup> VICTORIA





CREATIVE ARTS RESULTS



**CREATIVE ARTS** looks at how a city supports creative arts – whether traditional or nontraditional. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 7.3 out of 10 – placing it in the bottom half of the pack when it comes to factors that youth think are important in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall CREATIVE ARTS rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

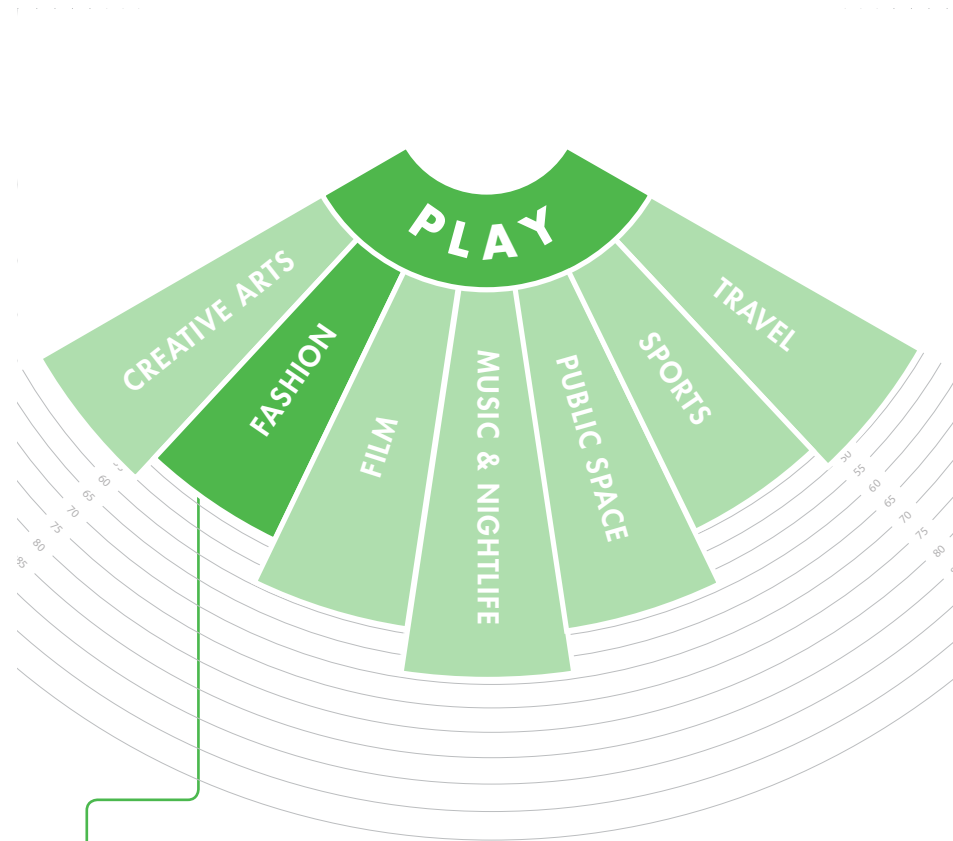
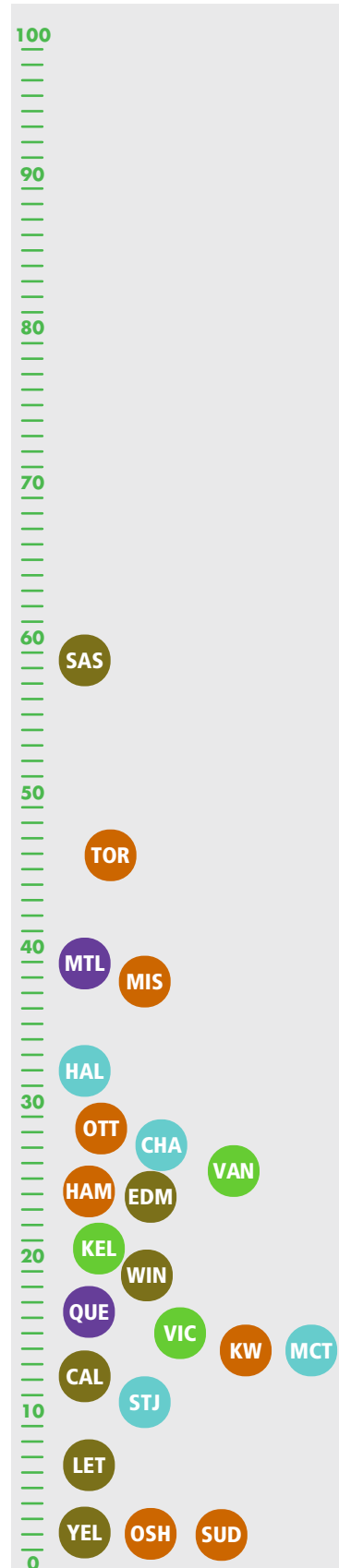
**INDICATOR RANKINGS**  
How cities perform on the individual indicators that make up the CREATIVE ARTS attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Number of art/design schools	MONCTON	ST. JOHN'S	VICTORIA
Public art scale	CALGARY	CHARLOTTETOWN	KELOWNA
Municipal budget for public art	EDMONTON	OTTAWA	KELOWNA
Number of art galleries	YELLOWKNIFE	VICTORIA	CHARLOTTETOWN
Municipal grants for Indigenous artists	VICTORIA	TORONTO	WINNIPEG
Indigenous arts + culture festivals	MONTREAL	VANCOUVER	WINNIPEG

**2019 WINNERS**  
The top 5 cities for CREATIVE ARTS in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> VICTORIA
- 2<sup>ND</sup> KELOWNA
- 3<sup>RD</sup> TORONTO
- 4<sup>TH</sup> MONTREAL
- 5<sup>TH</sup> VANCOUVER





**FASHION** measures the extent to which a city supports the growth and development of young fashion designers through incubators or showcases geared toward youth. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 4.9 out of 10 – making it the least important factor for youth in their cities.

#### HOW ALL 22 CITIES STACK UP The overall FASHION rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

#### INDICATOR RANKINGS

How cities perform on the individual indicators that make up the FASHION attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Fashion week scale	ALL CITIES EQUAL		
Fashion incubators	SASKATOON	HALIFAX	HAMILTON
Creative designers + craftspersons (NOC)	MONTREAL	MISSISSAUGA	TORONTO
Fashion schools/programs	SASKATOON	VANCOUVER	EDMONTON
Fashion items on Etsy	CHARLOTTETOWN	TORONTO	MISSISSAUGA

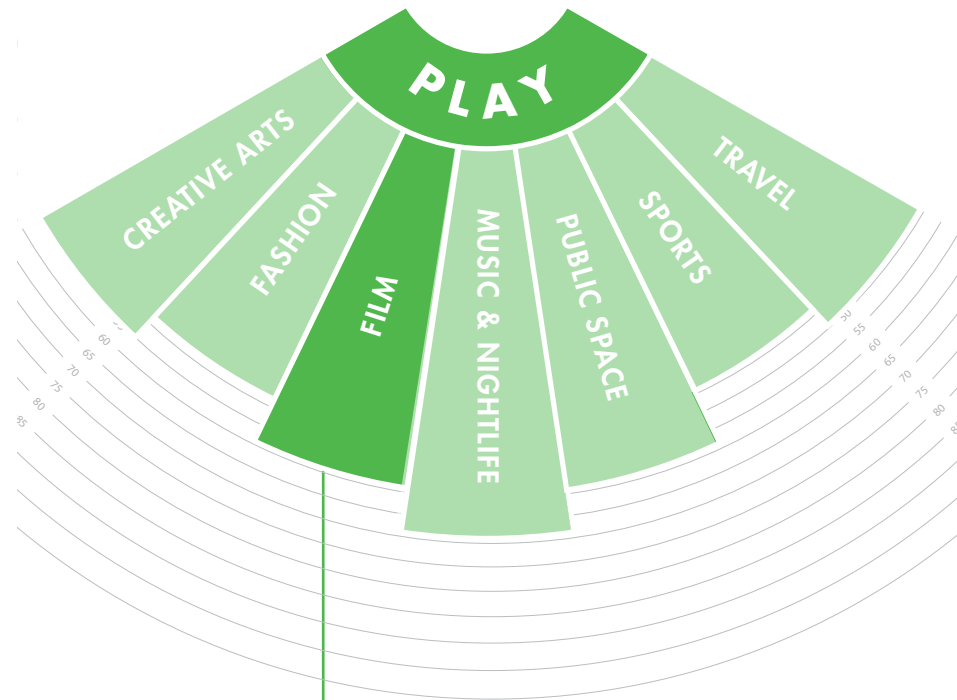
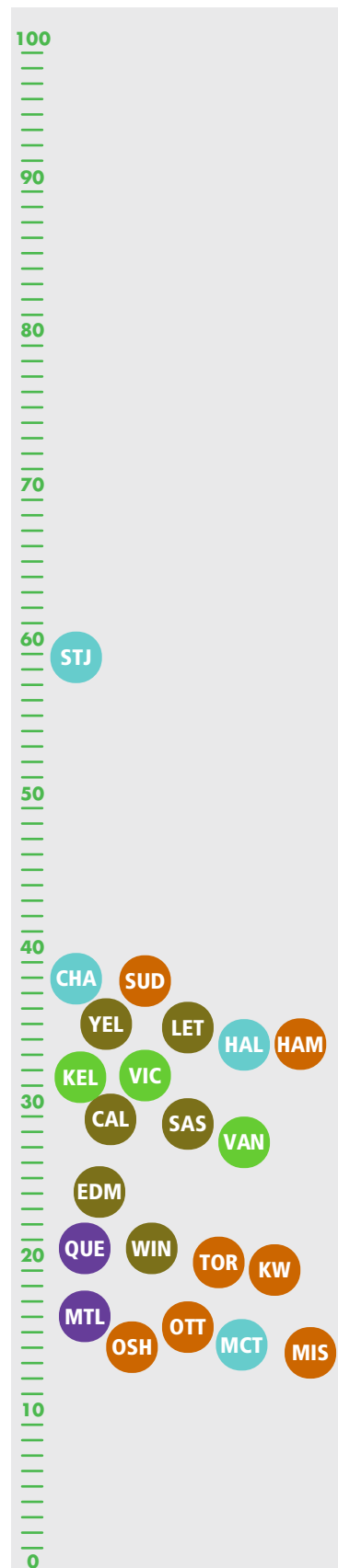
#### 2019 WINNERS

The top 5 cities for FASHION in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> SASKATOON
- 2<sup>ND</sup> TORONTO
- 3<sup>RD</sup> MONTREAL
- 4<sup>TH</sup> MISSISSAUGA
- 5<sup>TH</sup> HALIFAX







**FILM** looks at the availability and affordability of film-based entertainment options in a city. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 6.7 out of 10 – placing it in the bottom five when it comes to factors that youth think are important in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall FILM rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

#### INDICATOR RANKINGS

How cities perform on the individual indicators that make up the FILM attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Cost of a movie ticket	LETHBRIDGE	SUDBURY	OSHAWA
Film festivals	YELLOWKNIFE	MONCTON	SUDBURY
Number of screens	LETHBRIDGE	KELOWNA	SASKATOON
Films shot in city	HAMILTON	ST. JOHN'S	HALIFAX
Film schools	ST. JOHN'S	VICTORIA	SASKATOON
Film incubators	CHARLOTTETOWN	ST. JOHN'S	SASKATOON

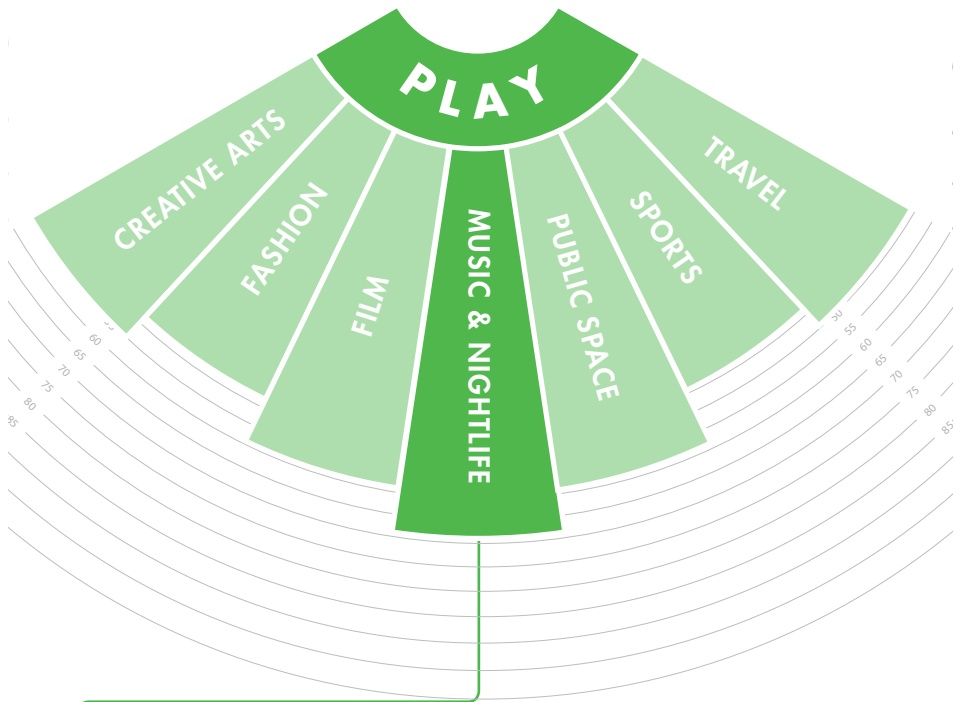
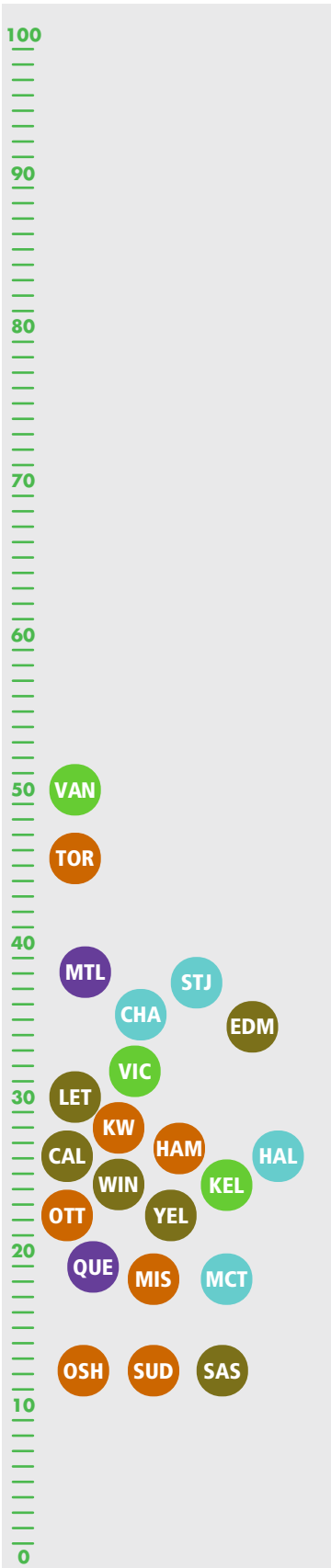
#### 2019 WINNERS

The top 5 cities for FILM in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> ST. JOHN'S
- 2<sup>ND</sup> CHARLOTTETOWN
- 3<sup>RD</sup> SUDBURY
- 4<sup>TH</sup> YELLOWKNIFE
- 5<sup>TH</sup> LETHBRIDGE



MUSIC AND NIGHTLIFE RESULTS



**MUSIC AND NIGHTLIFE** measures the accessibility, affordability, and variety of entertainment options in a city, as well as municipal support for the local music scene. Youth in our 2019 Urban Attitudes Survey gave this Attribute an importance rating of 7.5 out of 10 – placing it in the bottom half when it comes to factors that youth find important in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall MUSIC + NIGHTLIFE rankings.  
\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

**INDICATOR RANKINGS**  
How cities perform on the individual indicators that make up the MUSIC AND NIGHTLIFE attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Number of restaurants	ST. JOHN'S	TORONTO	VICTORIA
Number of festivals	VANCOUVER	EDMONTON	TORONTO
Access to alcohol scale	MONTREAL	QUEBEC CITY	HALIFAX
Cost of music and nightlife	MISSISSAUGA	LETHBRIDGE	KITCHENER/WATERLOO
Number of live music venues	CHARLOTTETOWN	YELLOWKNIFE	MONCTON
Music development scale	TORONTO	VANCOUVER	HAMILTON

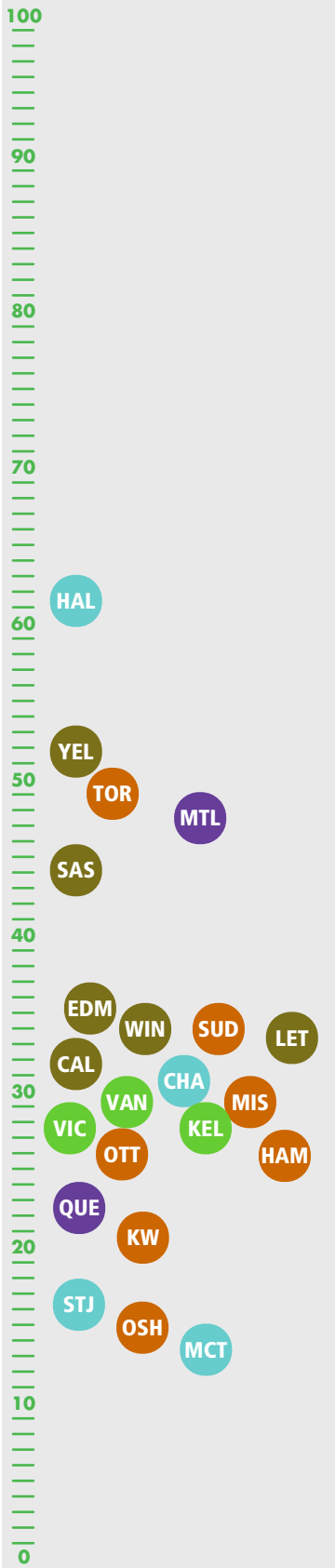
**2019 WINNERS**  
The top 5 cities for MUSIC AND NIGHTLIFE in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> VANCOUVER
- 2<sup>ND</sup> TORONTO
- 3<sup>RD</sup> MONTREAL
- 4<sup>TH</sup> ST. JOHN'S
- 5<sup>TH</sup> CHARLOTTETOWN



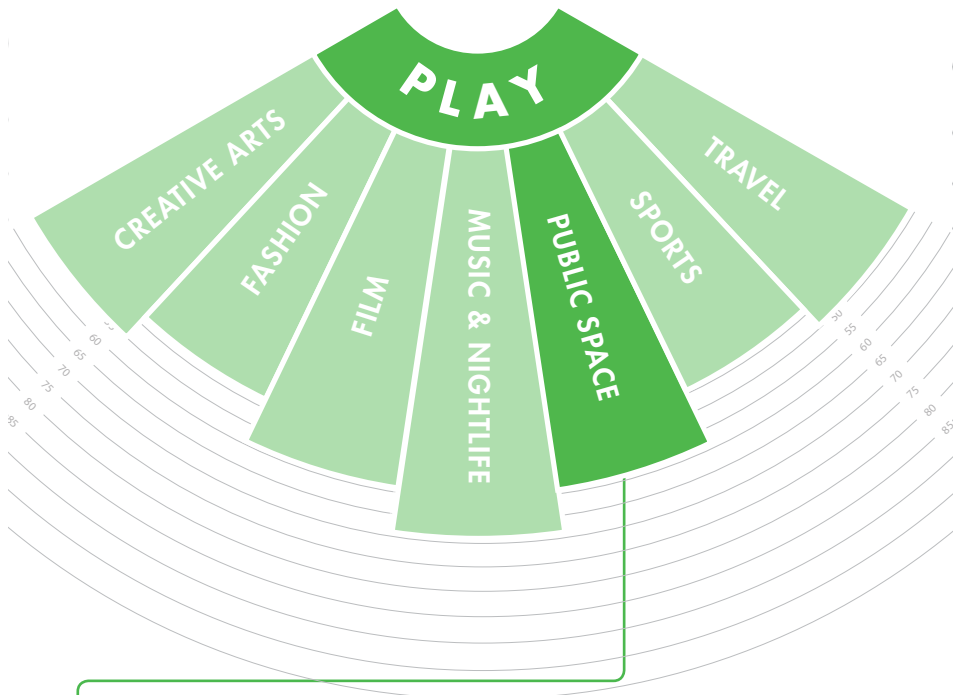


PUBLIC SPACE RESULTS



Region

- WEST COAST
- PRAIRIES/NWT
- ONTARIO
- QUEBEC
- EAST COAST



**PUBLIC SPACE** examines the degree to which cities provide for recreation, sports, and leisure activities in a city. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 9.2 out of 10 – placing it just outside the top five factors that youth consider important in their cities.

HOW ALL 22 CITIES STACK UP  
The overall PUBLIC SPACE rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

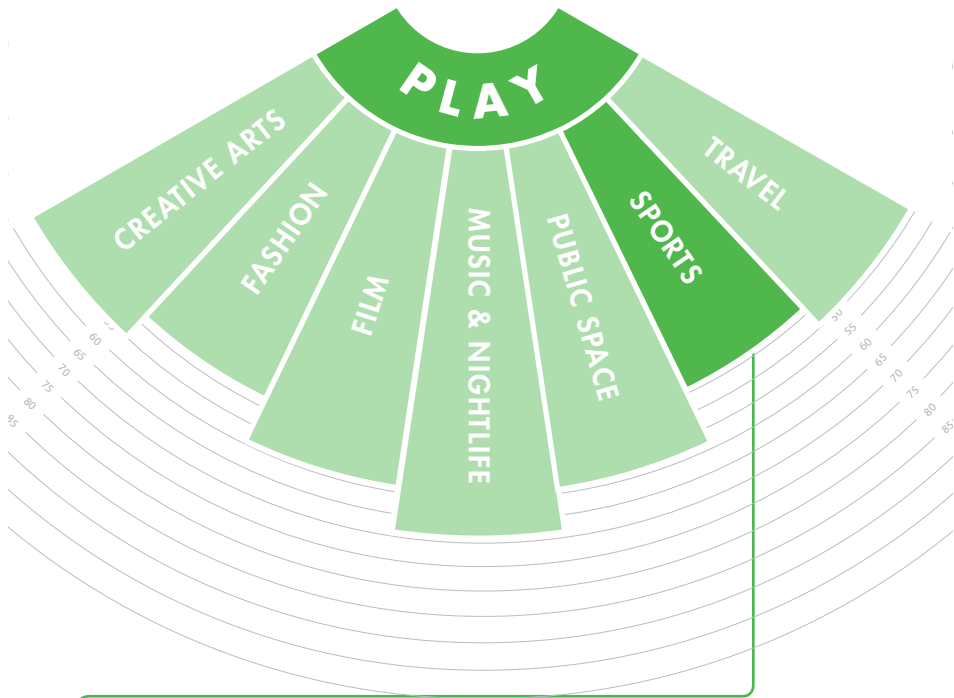
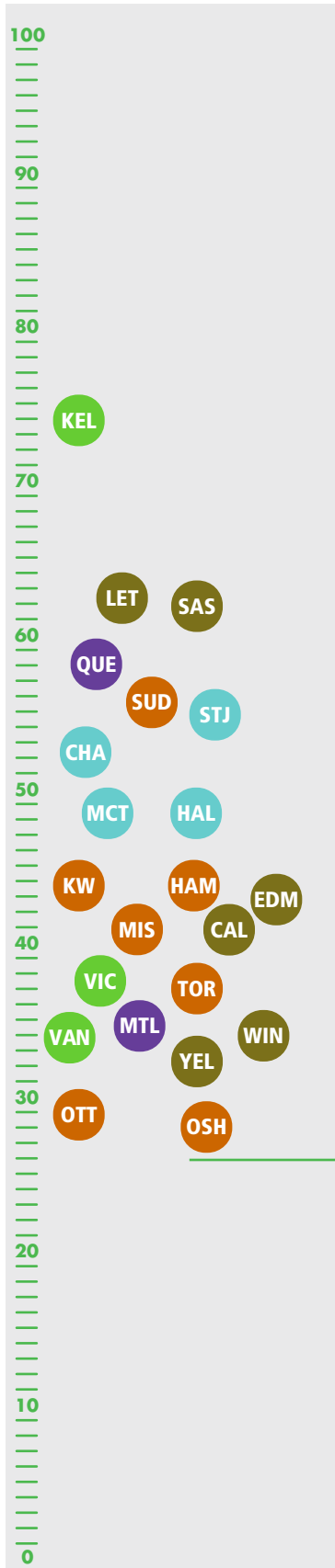
**INDICATOR RANKINGS**  
How cities perform on the individual indicators that make up the PUBLIC SPACE attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Green space	HALIFAX	LETHBRIDGE	MONTREAL
Sports facilities/fields	SUDBURY	LETHBRIDGE	YELLOWKNIFE
Public libraries	SUDBURY	KELOWNA	YELLOWKNIFE
Public washrooms	HALIFAX	TORONTO	MISSISSAUGA
Community gardens	CALGARY	MONTREAL	SASKATOON
Free museum admission	YELLOWKNIFE	CHARLOTTETOWN	HAMILTON
Walkscore	TORONTO	HALIFAX	MONTREAL
Indigenous art in public space	MONTREAL	SASKATOON	VICTORIA
Local land acknowledgements	YELLOWKNIFE	EDMONTON	HALIFAX

**2019 WINNERS**  
The top 5 cities for PUBLIC SPACE in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> HALIFAX
- 2<sup>ND</sup> YELLOWKNIFE
- 3<sup>RD</sup> TORONTO
- 4<sup>TH</sup> MONTREAL
- 5<sup>TH</sup> SASKATOON





**SPORTS** measures the degree to which cities create an environment that supports sports – whether by hosting professional teams and facilities or by ensuring affordable access to amateur facilities and equipment. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 6.5 out of 10 – making it the second least important factors for youth in their cities.

**HOW ALL 22 CITIES STACK UP**  
The overall **SPORTS** rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

**INDICATOR RANKINGS**  
How cities perform on the individual indicators that make up the **SPORTS** attribute.

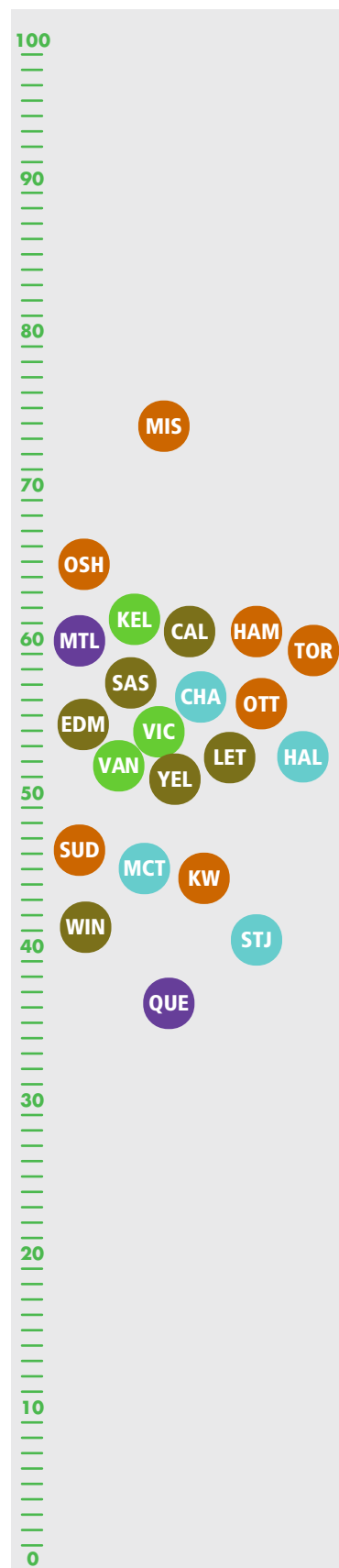
	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Professional sports teams	CHARLOTTETOWN	MONCTON	KELOWNA
Professional sports facilities	KELOWNA	LETHBRIDGE	ST. JOHN'S
Lowest cost hockey game ticket	QUEBEC CITY	SASKATOON	KELOWNA
Cost of gym membership	KITCHENER/WATERLOO	MISSISSAUGA	OSHAWA
Cost to join soccer league	QUEBEC CITY	SASKATOON	VANCOUVER
Organized running events	YELLOWKNIFE	MONCTON	CHARLOTTETOWN

**2019 WINNERS**  
The top 5 cities for **SPORTS** in our 2019 YouthfulCities Canadian Index are:

- 1<sup>ST</sup> **KELOWNA**
- 2<sup>ND</sup> **LETHBRIDGE**
- 3<sup>RD</sup> **SASKATOON**
- 4<sup>TH</sup> **QUEBEC CITY**
- 5<sup>TH</sup> **SUDBURY**

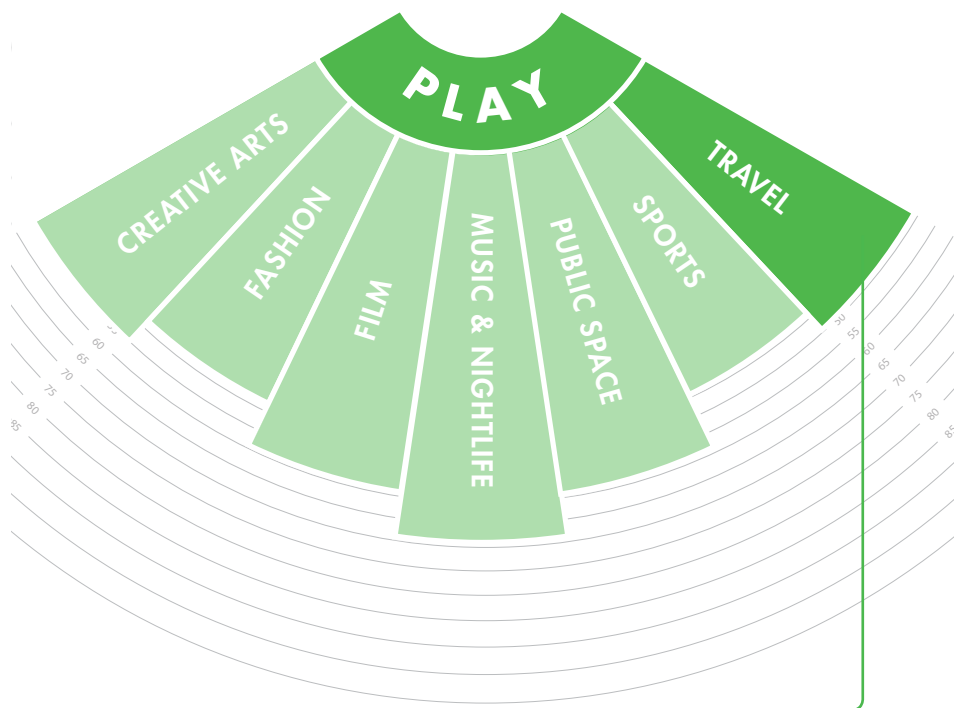






Region

- WEST COAST
- PRAIRIES/NWT
- ONTARIO
- QUEBEC
- EAST COAST



TRAVEL looks at the extent to which youth in a city can get away to other cities nearby, both efficiently and affordably. Youth in our 2019 Urban Attitudes Survey gave this attribute an importance rating of 8.3 out of 10 – placing it in the middle of the pack when it comes to the most important factors for youth in their cities.

#### HOW ALL 22 CITIES STACK UP

The overall TRAVEL rankings.

\*RANKING ORDER IS ACCURATE; RATINGS ARE APPROXIMATE. FOR ABSOLUTE RATINGS CONTACT INFO@YOUTHFULCITIES.COM

#### INDICATOR RANKINGS

How cities perform on the individual indicators that make up the TRAVEL attribute.

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>
Cities connected through direct flights	2 CITIES T-1 <sup>ST</sup> MISSISSAUGA TORONTO	MONTREAL	
Transit time to airport	MONCTON	VANCOUVER	SASKATOON
Getaway city scale	SUDBURY	TORONTO	OSHAWA
Cost of rental car	CALGARY	KITCHENER/WATERLOO	VANCOUVER
Cost of entry to cultural institutions	CHARLOTTETOWN	YELLOWKNIFE	KELOWNA
Distance to provincial/national park	YELLOWKNIFE	HALIFAX	OTTAWA

#### 2019 WINNERS

The top 5 cities for TRAVEL in our 2019 YouthfulCities Canadian Index are:

1<sup>ST</sup>

MISSISSAUGA

2<sup>ND</sup>

OSHAWA

3<sup>RD</sup>

KELOWNA

4<sup>TH</sup>

CALGARY

5<sup>TH</sup>

HAMILTON



## Our Vision

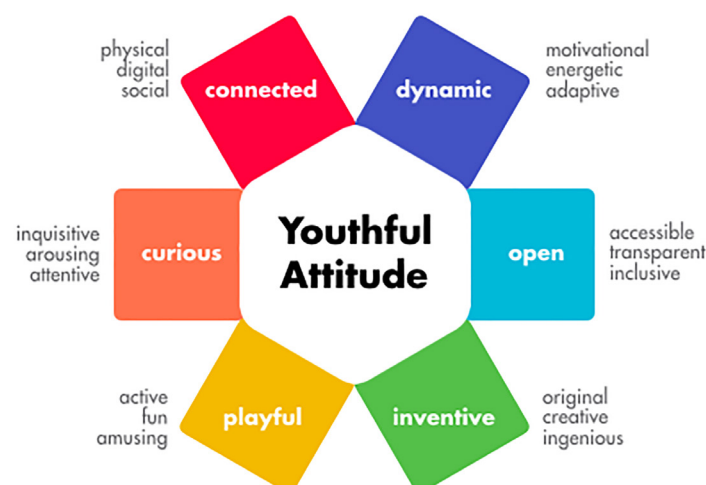
More youthful cities globally.

## Our Purpose

To help cities and their youth create a strong youthful infrastructure and adopt a vibrant youthful attitude.



YOUTHFUL INFRASTRUCTURE



## Youthful Infrastructure

To many, infrastructure means roads and bridges. To youth, it's a more holistic view of the attributes of cities that help them live, work, play and thrive. We have surveyed more than 30,000 youth globally to help define a youthful infrastructure based on what's important to them.

## Youthful Attitude

When people think of the word youthful, it often means the positive attributes of youth. More specifically, it is connected, dynamic, open, curious, inventive and playful. Youthfulness is a state of mind versus a stage of life, but it's certainly more predominant in youth.

## The Benefits for Cities

Youth around the world believe that youthful cities have stronger economies, better job opportunities, more entrepreneurship, happier populations and more public events. Youthful cities are attractive to a young labour force and youthful innovators. For these cities, growth is in their future.

## How do we do it?

We have four connected programs.

## Index

Indexes are used for ranking cities' youthful infrastructure - either overall or in more targeted ways. Index data is collected by youth through secondary sources and proprietary scales. All data is sourced and managed through an online system. YouthfulCities Indexes are hard data intended to start the conversation towards a more youthful urban future.

## Survey

Surveys are designed and conducted with youth on urban topics. YouthfulCities provides help in training and managing the successful deployment and analysis of surveys in cities. Surveys are an important way to get the voice of youth heard in their cities.

## 30Lab

The Lab builds and launches new projects and programs to accelerate cities towards a youthful future. It recruits 30 youth under 30 spread across all 20 youthful infrastructure attributes. Through a series of facilitated sessions, they use YouthfulCities Index and Survey knowledge to identify an urgent need or gap in their city. Then they work towards launching inventive solutions.

## Summit

The Summit gathers youth from different cities together to tackle challenging urban issues. It explores the thinking behind what makes cities youthful, and what policies can be adopted to create more youthful cities in an urgent issue area.

## Capacity building

All YouthfulCities programs hire, train and support youth.



## Why Canada?

Having built our programs internationally to start, we came back to Canada, our HQ country, to create a national platform to build more youthful cities.

Canada cares about its cities and its youth. However, it's not doing enough to tackle the issues they face. Canada is undergoing an aging demographic shift. It needs youth, along with their youthful values, more than ever.



YouthfulCities is leading a unique urban regeneration. We are building a global network of 15 to 29-year-olds who dive deep into youth-driven urban knowledge to create far-reaching inventive solutions from youth outward. We are also illuminating youthful stories around the world. This leads to cities becoming more connected, dynamic, open, fun, curious, and inventive – in other words, more youthful.

Some of the governments we have already worked with:

<b>Government of Ontario</b>	<b>City of Hamilton</b>
<b>City of Toronto</b>	<b>City of Lethbridge</b>
<b>City of Vancouver</b>	<b>City of Port Coquitlam</b>
<b>City of North Vancouver</b>	<b>City of Victoria</b>
<b>City of Brampton</b>	

